

New Year, New You

97% of Pandora listeners engage in health-related activities

Happy 2019!

Now that the New Year is here, there's no better time to get back to the gym and hit those fitness goals. In fact, one of the most common New Year resolutions is to eat healthier and exercise more (both 37%).

As consumers head to the treadmill with their favorite Pandora playlist ready-to-go, you have the perfect opportunity to connect with health and fitness enthusiasts with your brand message.

Music is the ultimate motivator

88%

of listeners agree that music motivates them

76%

listen to music always or most of the time when they exercise

Tracking their journey

62%

of listeners who track their physical activity use a smartphone or app to do so

45%

use wearables to track their activity (fitbit)

1 in 3

More than 1 in 3 listeners track health and fitness activities on device

4.2 miles

Don't wait to connect with these goal-oriented consumers. Contact us today to get started.

Reach an engaged audience who relies on personalized listening to power their workouts and motivate them to keep going.

NUTRITION & DIET ENTHUSIASTS

FITNESS & THE HOLIDAYS

FITNESS ENTHUSIASTS

HEALTH FOOD ENTHUSIASTS

HEALTH & FITNESS APP DOWNLOADERS

Sources

Statista.com January 2018

<https://www.statista.com/chart/12386/the-most-common-new-years-resolutions-for-2018/>

Pandora Healthcare Soundboard Study 2016

pandora

pandoraforbrands.com