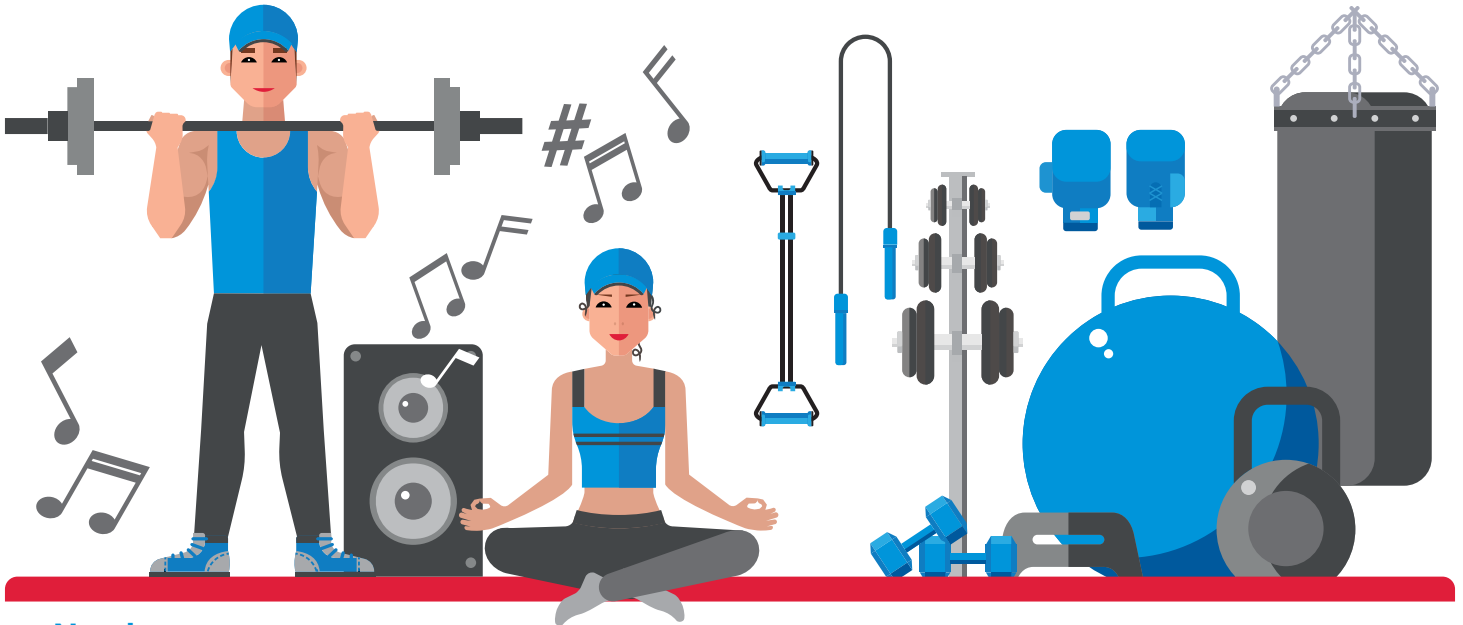


MUSIC DRIVES FITNESS

The benefits of music when exercising are clear: People who exercise say music makes their workout experience sing. According to new SOCAN research, **music tops the list of fitness motivators** that keep Canadians moving.



Nearly

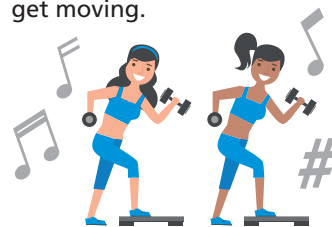
8/10 **88%**

active Canadians said good music is just as or more important than comfortable shoes, water, workout clothes, and proper equipment.



When Millennials hear a workout-appropriate curated playlist at the gym: **1/3** said the gym is of high quality and one in four think the gym is "trendy" or "cool".

feel that there is an advantage to listening to music when they exercise: nearly 60% say it helps time pass more quickly; 56% say it motivates them to get moving.



Music works marketing magic! **More than 1/2** said if they hear music in an exercise class, they'll tell their friends about the class.

MUSIC IS GOOD FOR THE SOUL, TOO.



About

50% of Canadians turn to music when they're feeling sad and want to feel better, ranking higher than connecting with friends, reading, or eating.



9/10 listen to at least one type of music to de-stress, with rock as the #1 genre.

It's a fact: Music adds value. With so many people saying that music is important to their exercise routine, gym owners would be wise to use music strategically. A strong playlist and a SOCAN license to play music keeps customers coming back. SOCAN and its nearly 150,000 members thank music-using businesses, and encourage them to continue playing music, and to make sure that they're Licensed To Play with SOCAN.

SOCAN