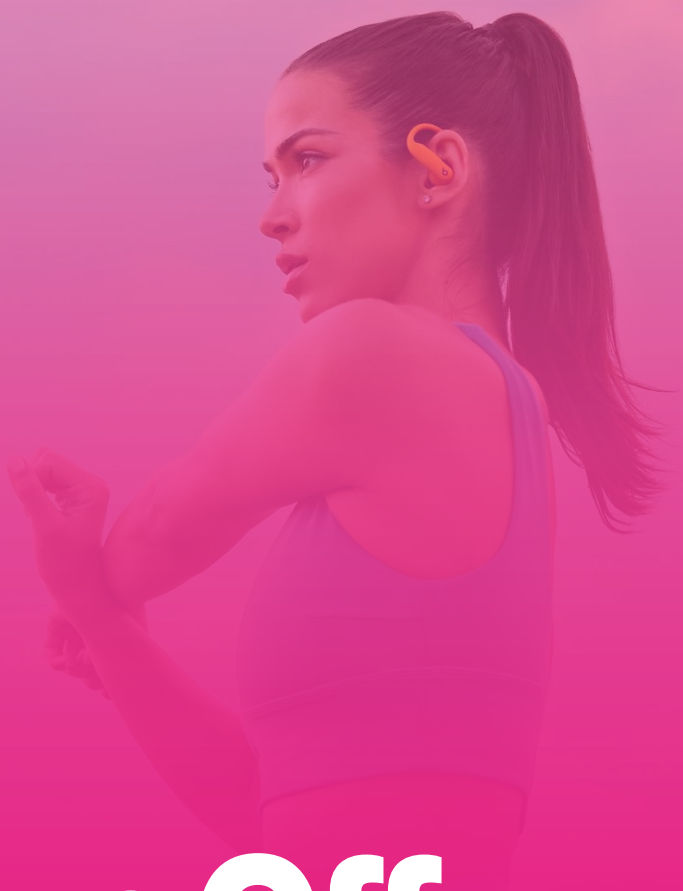


No Days Off

A High-Intensity Snapshot Of What Drives Today's Wellness-Obsessed Consumers

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Wellness Isn't A Trend. It's A Budget Line.

People aren't just downloading fitness apps. They're building habits around them. Brands that show up in those moments become part of the routine.

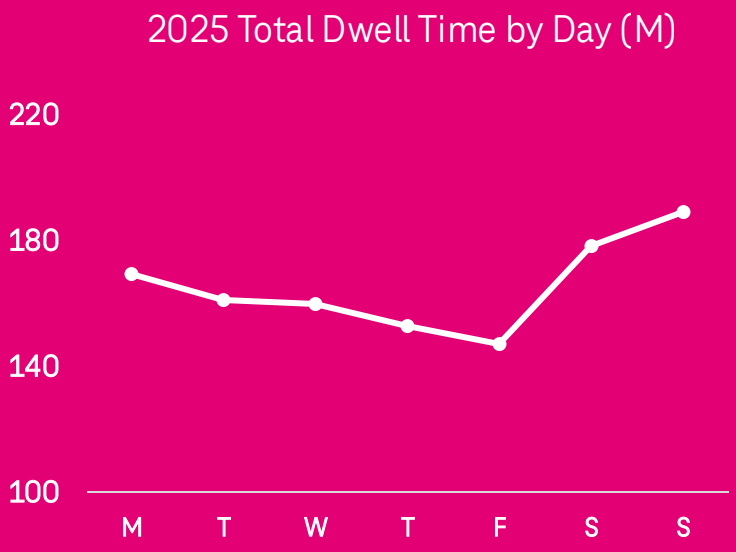
35% increase in health and fitness app engagement year-over-year

Source: data.ai, State of Mobile Report 2025



Motivation Has A Favorite Day.

App activity spikes on Sunday as intent kicks in, then trails off as the week gets busy, creating a predictable window to reach audiences at peak motivation.



+28%

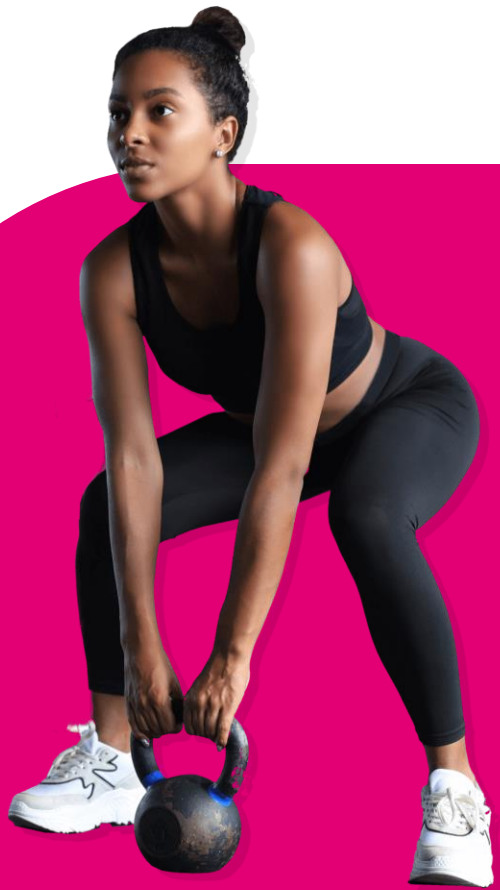
increase in dwell time from the weekend high on Sundays to the weekly low on Fridays

Source: T-Mobile App Insights - [Strava]

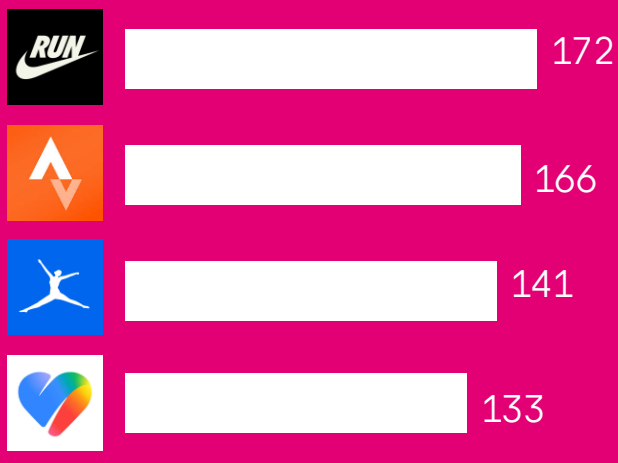


Fitness Apps Rarely Work Out Alone.

Fitness users stack apps, pairing their tracker with nutrition, recovery, and coaching tools, giving brands multiple doors into the same wellness audience.



Index Of Peloton Users Likelihood To Also Use...



Source: T-Mobile App Insights - [Peloton]

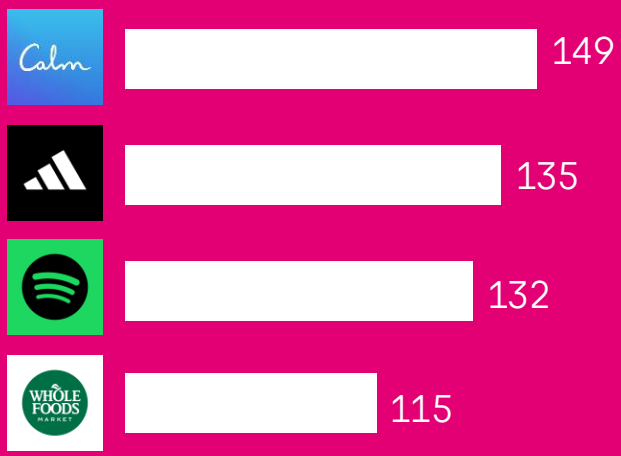


Sweat Equity Turns Into Real Spending.

The most engaged fitness users over-index on spending that fuels the habit: groceries, gear, and recovery. One audience, multiple brand entry points.



Index Of Fitbit Users Propensity To Also Use...



Source: T-Mobile App Insights



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This Audience Is Already In Buying Mode.

Fitness-first consumers don't just care about their health. They spend on it. Reaching them through T-Mobile means putting your brand in front of buyers who already show up with intent.

41%

of all US wellness spending, driven by just 36% of adults

Source: McKinsey & Company, Future of Wellness Survey, 2025

Reach People Who Are Ready To Move.

T-Mobile subscribers don't just browse fitness content. They're active participants in the wellness economy who back their habits with real action.

68%

T-Mobile subscribers are 68% more likely to go to in-person fitness classes.



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Source: Resonate 2026 – T-Mobile Customers

Ready To Build A Stronger Bottom Line?

Understanding what motivates people to move is just the warm-up. With T-Mobile Advertising Solutions, brands can use these behavioral insights to reach high-intent audiences right when they're ready to invest in themselves.

www.t-mobile.com/advertising-solutions

T-Ads-contact-us@T-Mobile.com