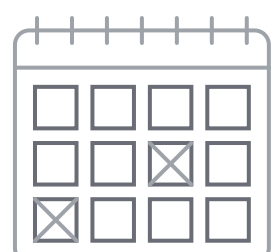


# 7 Reasons San Francisco Fitness Businesses Love the MINDBODY App

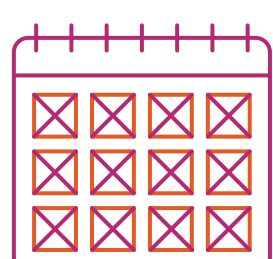
San Francisco fitness studios and gyms powered by MINDBODY can reach more new clients per month than any other fitness platform. Learn how fitness businesses in San Francisco are tapping into a strong network through the MINDBODY app—and spreading wellness in their communities.

Listing your business can help you broaden your customer base and boost your revenue. Here's how.

## Why the MINDBODY app?



MINDBODY app users book **over 107,000 classes and appointments each month** with our clients in the San Francisco-Oakland-Hayward metro area.<sup>1</sup>



The MINDBODY app brings, on average, over **4,600 new customers each month** to our clients in this area.<sup>1</sup>

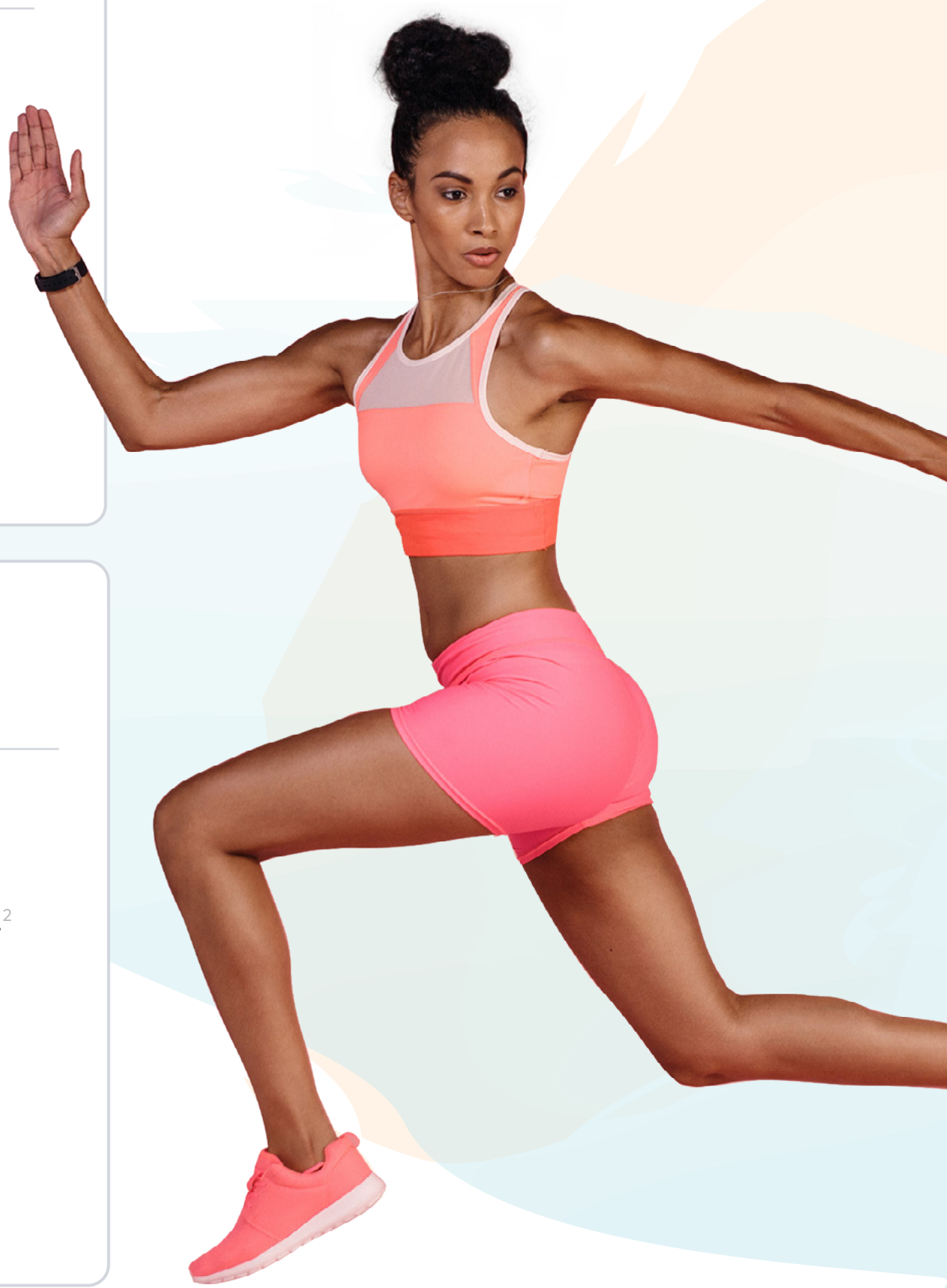
## Who in San Francisco loves to work out?



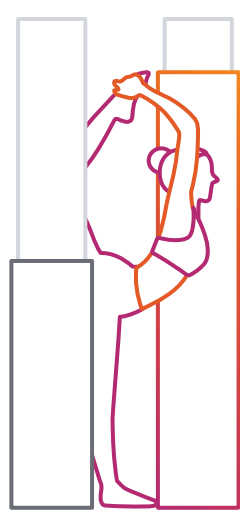
**33% of San Francisco's general population** say they make exercise a priority.<sup>2</sup>



Meanwhile, **78% of San Francisco's MINDBODY app users** say they make exercise a priority.<sup>3</sup>



## San Francisco residents are dedicated. MINDBODY app users? Even more so.



**51% of the general population** works out at least 3 to 4 times per week.<sup>2</sup>

That figure increases to **84% for MINDBODY app users.**<sup>3</sup>

## MINDBODY app users also love group fitness.



**29% of San Francisco's general population** attend group fitness classes at least once a week on average.<sup>2</sup>



Comparatively, **93% of San Francisco MINDBODY app users** do the same.<sup>3</sup>

## San Franciscans invest in their physical health, especially MINDBODY users.



The average San Francisco resident spends **\$32 monthly** on fitness.<sup>2</sup>



The average San Francisco MINDBODY app user **spends \$133 monthly** on fitness.<sup>3</sup>

## And, their income supports an active lifestyle.



The average annual household income in San Francisco is **\$76,000.**<sup>2</sup>



The average annual household income for San Francisco MINDBODY app users is **\$120,000.**<sup>3</sup>

The MINDBODY app connects your business with people in your area looking to book their next workout. MINDBODY app users are investing money and time in being healthier—and your business can help them reach that goal.

To schedule a demo and learn more about the software and app, visit <https://www.mindbodyonline.com/fitness>



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1. Data reflects monthly average MINDBODY app usage from October 1, 2016 through September 30, 2018.  
2. November 2018, MINDBODY Wellness Index Survey (October 26-November 12, 2018).  
3. April 2018, MINDBODY Consumer San Francisco Profile (March 23-April 9, 2018).