



FITNESS IN BOSTON

The latest fitness trends—and how
to use them to grow your business.



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Boston, you're raising the bar for wellness.

This year, we launched the MINDBODY Wellness Index to find out which of the 50 most populated metro areas in the US have the strongest wellness marketplaces. We looked at business success factors—and consumer behaviors and attitudes—in the fitness, beauty, and integrative health industries. And you came in at **#5**.

So, what brought you to the top of the list?
Let's dive in.



Where does Boston rank?

The top 10 metro areas in the MINDBODY Wellness Index:

- 1 Austin, TX
- 2 San Francisco, CA
- 3 Raleigh, NC
- 4 Denver, CO
- 5 Boston, MA**
- 6 Los Angeles, CA
- 7 Tampa, FL
- 8 San Jose, CA
- 9 Salt Lake City, UT
- 10 San Diego, CA





Your people

How Boston residents spend their money. Hint: It's on wellness.



Boston makes more, and spends more.

Locals love working out, and they spend **23% more a year** on fitness than the average American.

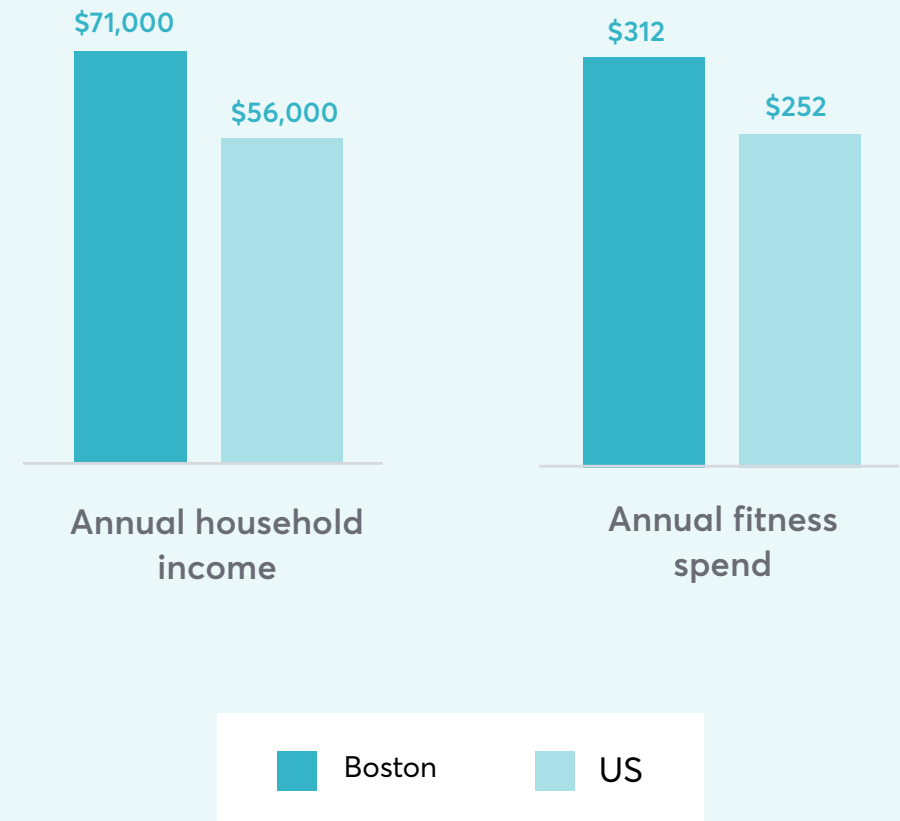
\$71,000/year

average household income
of Boston residents

\$312/year

a Boston resident's average
spend on fitness

(These are both higher
than the US average.)





02

What motivates them

Fitness is a commitment—
and Boston put a ring on it.

What gets Boston going?

(Spoiler alert: It's not just the Red Sox.)



Residents not only prioritize fitness more than the average American—they work out more often, too. What's Boston's secret to getting, and staying, physical?



Boston's top five reasons for exercising:

- 01 I want to feel good.
- 02 I feel better mentally.
- 03 I can reduce stress.
- 04 I can lose or gain weight.
- 05 I look better physically.



Their favorite workouts

Because we all gotta work off the extra Dunks somehow.

Group fitness is where it's at.

But which types?

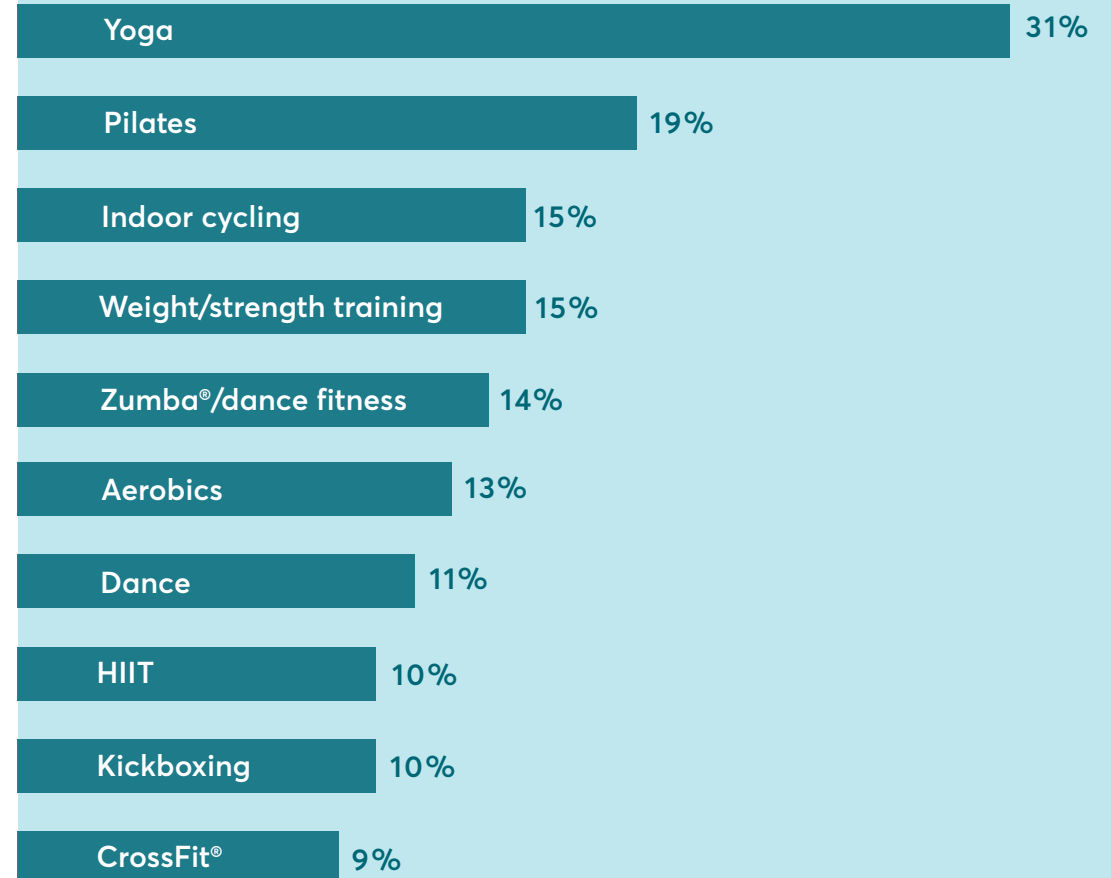


26%

of residents attend a group fitness
class at least once a week

That's more than the US
average of 23%.

Boston's favorite group workouts



A photograph of a group of people in a gym, captured in a starting crouch for a sprint. The man in the foreground is wearing a blue athletic shirt and black shorts. Behind him, a man with a beard in a red shirt is also in a crouch. The background shows a large window with a grid pattern and white lockers.

04

The next big things

The workouts they want to try.

Where's Boston headed?

We found the top five workouts
different age groups want to try next.





What's trending for ages 18–25?

01. Kickboxing (23%)

02. Pilates (20%)

03. Martial arts (17%)

04. Aerobics (14%)

05. Barre (14%)

What's trending for ages 26–45?

- 01. Kickboxing (17%)
- 02. Yoga (16%)
- 03. Pole dancing (15%)
- 04. Indoor cycling (15%)
- 05. Aerobics (14%)





What's trending for ages 46–65?

- 01. Yoga (19%)
- 02. Indoor cycling (12%)
- 03. Weight training (11%)
- 04. Zumba® (10%)
- 05. Aerobics (9%)



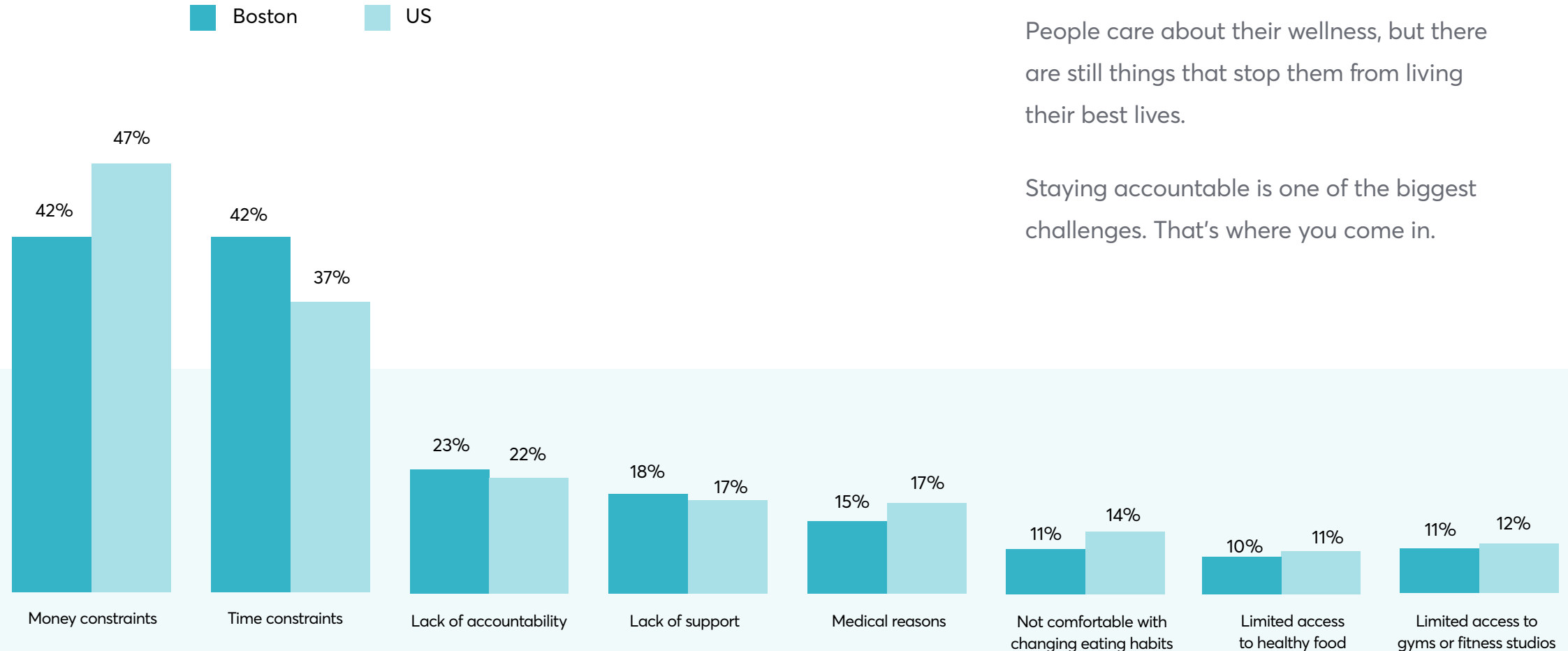
Obstacles along the way

The struggle is **very** real.

**Being
healthy isn't
just a choice—
it's a lifestyle.**



Obstacles to healthy living



What stops Boston from working out?

People care about their wellness, but there are still things that stop them from living their best lives.

Staying accountable is one of the biggest challenges. That's where you come in.

A photograph of three men in a gym. On the left, a man in a blue t-shirt and black shorts stands looking towards the center. In the middle, a man with a beard in a red t-shirt and black shorts stands looking towards the right. On the right, a man in a black tracksuit is in motion, possibly demonstrating an exercise. They are in a room with large windows in the background showing autumn foliage. A large white number '06' is overlaid on the image.

06

Growing your community

What you've created is special.
Together, we can keep it going.

**You help
people
achieve their
wellness
goals, every
single day.**

And there are more people in Boston
who are ready for your help, too.



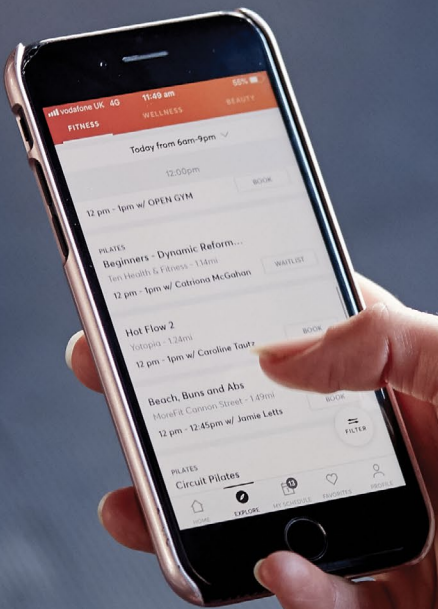
Boston's on our app. Are you?

More than 30,000 residents book classes on our app every month.¹
And we can introduce you.

| | MINDBODY app users in Boston ² | Non-app users in Boston |
|---|---|----------------------------|
| Average household income | \$109,000/year | \$71,000/year |
| Average spend on fitness | \$1,536/year | \$312/year |
| Attends a group fitness class at least once a week | 95% | 26% |
| Works out at least three times a week | 86% | 45% |
| Makes fitness a priority | 77% | 34% |

1. Data reflects monthly average MINDBODY app usage from Jan. 1, 2017–Dec. 31, 2018.

2. April 2018, MINDBODY Consumer Boston Profile (N=298, March 23–April 9, 2018).



November 2018, MINDBODY Wellness Index Survey
(US, All, N=16,412; Boston, All, N=310; Oct. 26–Nov. 12, 2018).

Learn more at business.mindbody.io/education/wellness-index-2019

Let's grow your business together.

To find out how, contact us at
fitness.mindbodyonline.com/boston

