



FITNESS IN DENVER

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



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Denver, you're taking wellness to new heights.

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 **#4**.

So, what brought you to the top of the list?
Let's see what makes The Mile High City move.



Where does Denver 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 Denver residents spend their money. Hint: It's on wellness.



Denver makes more, and stays fit.

People in The Mile High City love working out, and can support an active lifestyle.

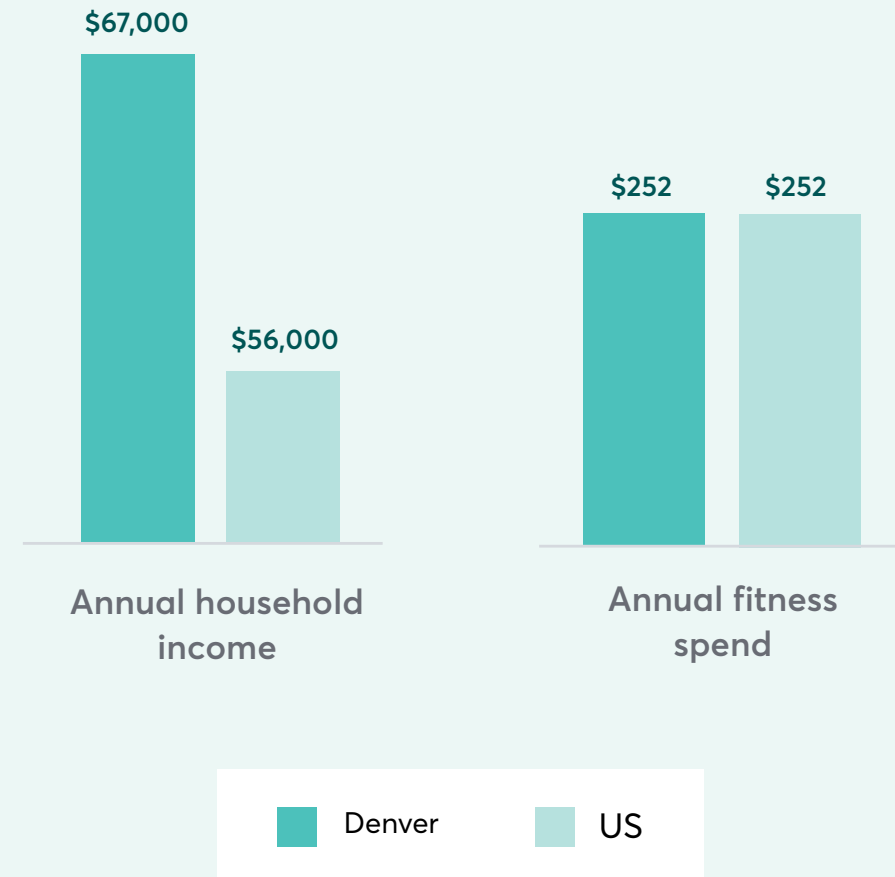
\$67,000/year

average household
income of Denver residents

(This is higher than
the US average.)

\$252/year

a Denver resident's average
spend on fitness





02

What motivates them

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

What gets Denver going?

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



Residents prioritize fitness—they even work out more often than the average American. What's Denver's secret to getting, and staying, physical?



Denver's top five reasons for exercising:

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



Their favorite workouts

Because we all gotta work off weekend brunch in LoDo somehow.

Group fitness is where it's at.

But which types?

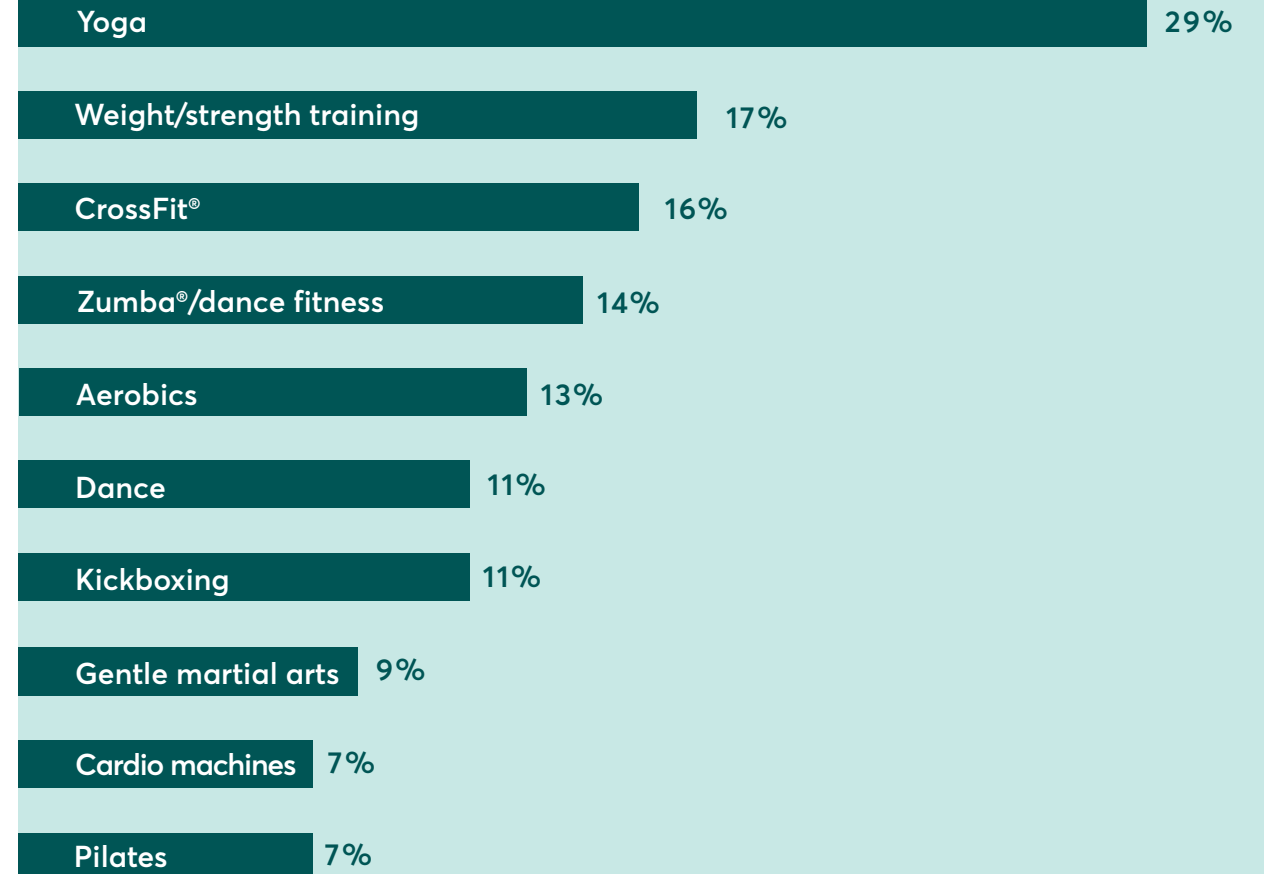


78%

of residents exercise
at least once a week.

That's more than the US
average of 70%.

Denver's favorite group workouts



A photograph of a group of people in a gym, captured in a starting crouch for a race or 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 other people in the background.

04

The next big things

The workouts they want to try.

Where's Denver headed?

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





What's trending for ages 18–25?

01. Kickboxing (33%)
02. CrossFit® (24%)
03. Aerobics (18%)
04. Aerial workout (18%)
05. Tie: Martial arts, Pilates, and Zumba®/dance fitness (18%)

What's trending for ages 26–45?

- 01. CrossFit® (17%)
- 02. Weight/strength training (15%)
- 03. Kickboxing (14%)
- 04. Pole dancing (12%)
- 05. Indoor cycling (12%)





What's trending for ages 46–65?

- 01. Zumba®/dance fitness (15%)
- 02. Gentle martial arts (14%)
- 03. Pilates (13%)
- 04. Weight/strength training (13%)
- 05. Tie: Aerobics and yoga (10%)



Obstacles along the way

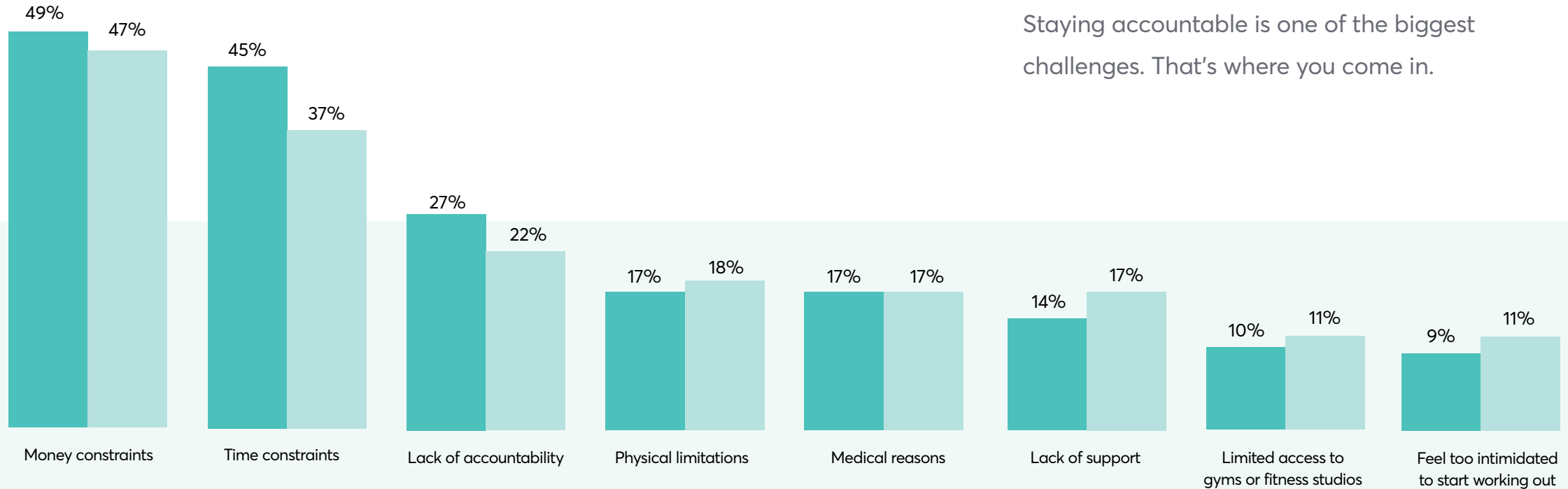
The struggle is **very** real.

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



Obstacles to healthy living

Denver US



What stops Denver 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.**

You're working hard to improve
people's lives. Let's get more involved.



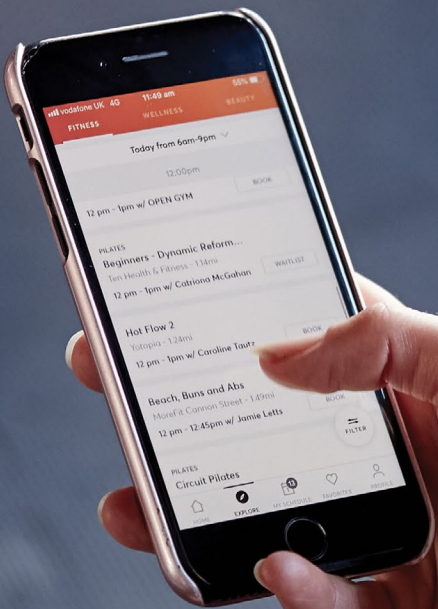
Denver's on our app. Are you?

More than 13,000 residents book classes on our app every month.¹
And we can introduce you.

	MINDBODY app users in Denver ²	Non-app users in Denver
Average household income	\$104,000/year	\$67,000/year
Average spend on fitness	\$1,440/month	\$252/year
Attends a group fitness class at least once a week	91%	19%
Works out at least three times a week	88%	46%
Makes fitness a priority	71%	28%

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

2. April 2018, MINDBODY Consumer Denver Profile (N=206, March 23–April 9, 2018).



November 2018, MINDBODY Wellness Index Survey
(US, All, N=16,412; Denver, All, N=360; 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/denver

