



FITNESS IN LOS ANGELES

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



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Los Angeles, you're lighting the way to 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 #6.

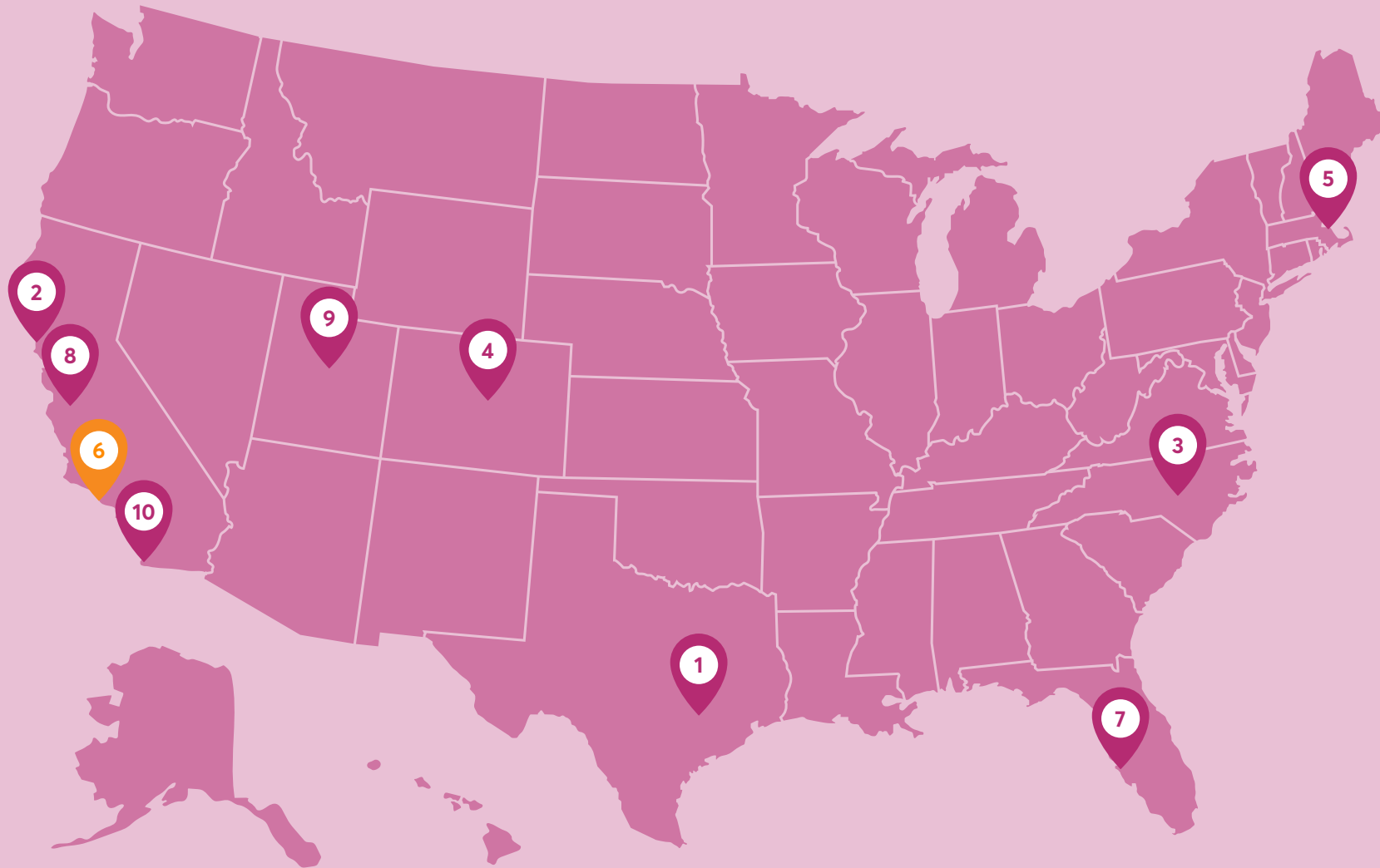
So, what brought you to the top of the list?
Let's see what makes the City of Angels soar.



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

A woman with long brown hair tied back, wearing a black long-sleeved shirt and blue leggings, is sitting on the floor in a gym. She is clapping her hands and looking upwards. In the background, there are white lockers and a white light fixture. A large pink rectangular overlay covers the right side of the image, containing the text 'Los Angeles makes more, and spends more.' in a bold, dark pink font.

Los Angeles makes more, and spends more.

People in LA love working out, and
can support an active lifestyle.

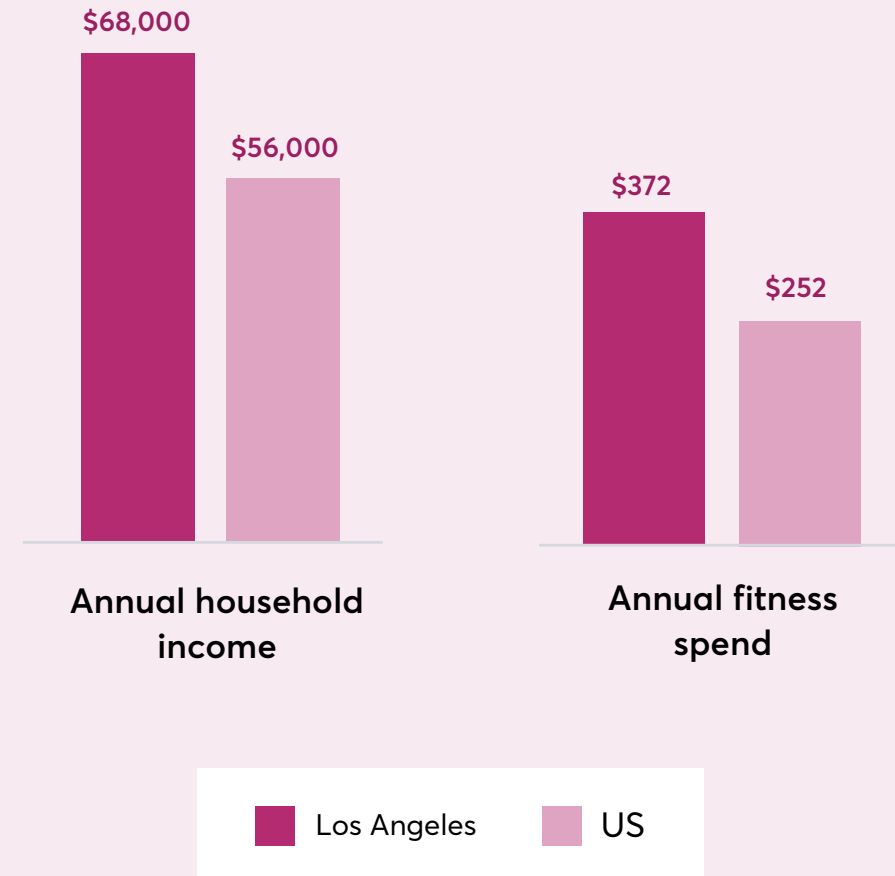
\$68,000/year

average household income
of Los Angeles residents

\$372/year

a Los Angeles resident's average
spend on fitness

(These are both higher
than the US average.)





02

What motivates them

Fitness is a commitment—and
Los Angeles put a ring on it.



What gets Los Angeles going?

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

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



Los Angeles' top five reasons for exercising:

- 01 I want to feel good.
- 02 I can lose or gain weight.
- 03 I want to live a long and healthy life.
- 04 I feel better mentally.
- 05 I can reduce stress.



Their favorite workouts

Because we all gotta work off the extra tacos somehow.

Group fitness is where it's at.

But which types?

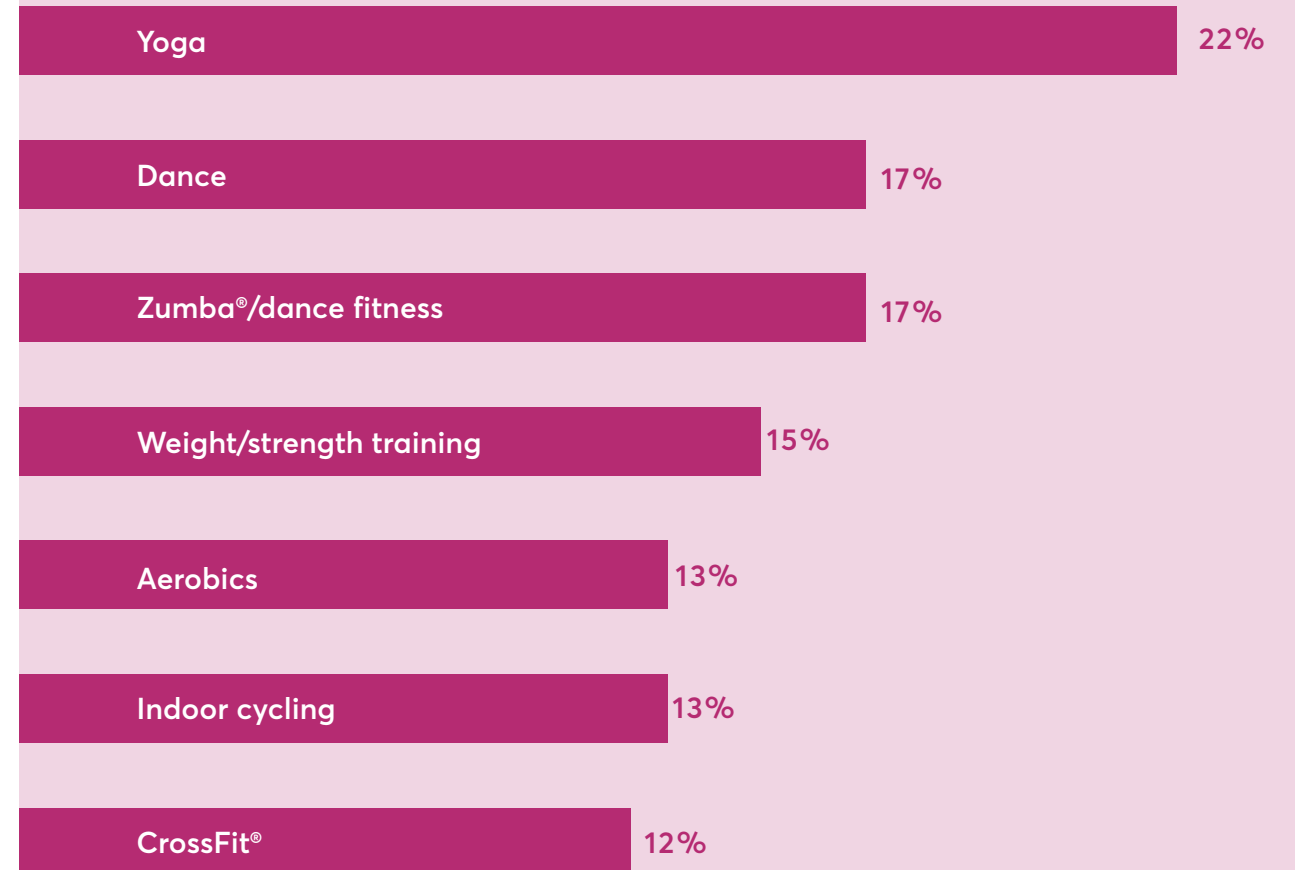


33%

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

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

Los Angeles' favorite group workouts



A photograph of a group of people in a gym, likely participating in a group fitness class. In the foreground, a man with short brown hair, wearing a blue athletic t-shirt and black shorts, is in a starting crouch with his hands clasped in front of him, looking forward with focus. Behind him, another man with a beard, wearing a red shirt, is also in a similar crouch. To the right, a person in a dark jacket is visible, also in a crouch. The background shows a gym setting with large windows and white lockers.

04

The next big things

The workouts they want to try.

Where's Los Angeles headed?

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





What's trending for ages 18–25?

- 01. Kickboxing (25%)
- 02. Boot camp (20%)
- 03. Aerobics (18%)
- 04. Dance (15%)
- 05. Gentle martial arts (15%)

What's trending for ages 26–45?

- 01. Kickboxing (19%)
- 02. Boot camp (16%)
- 03. CrossFit® (15%)
- 04. Gentle martial arts (15%)
- 05. Martial arts (15%)





What's trending for ages 46–65?

- 01. Zumba®/dance fitness (14%)
- 02. Aerobics (13%)
- 03. Pilates (11%)
- 04. Weight/strength training (11%)
- 05. Yoga (11%)



05

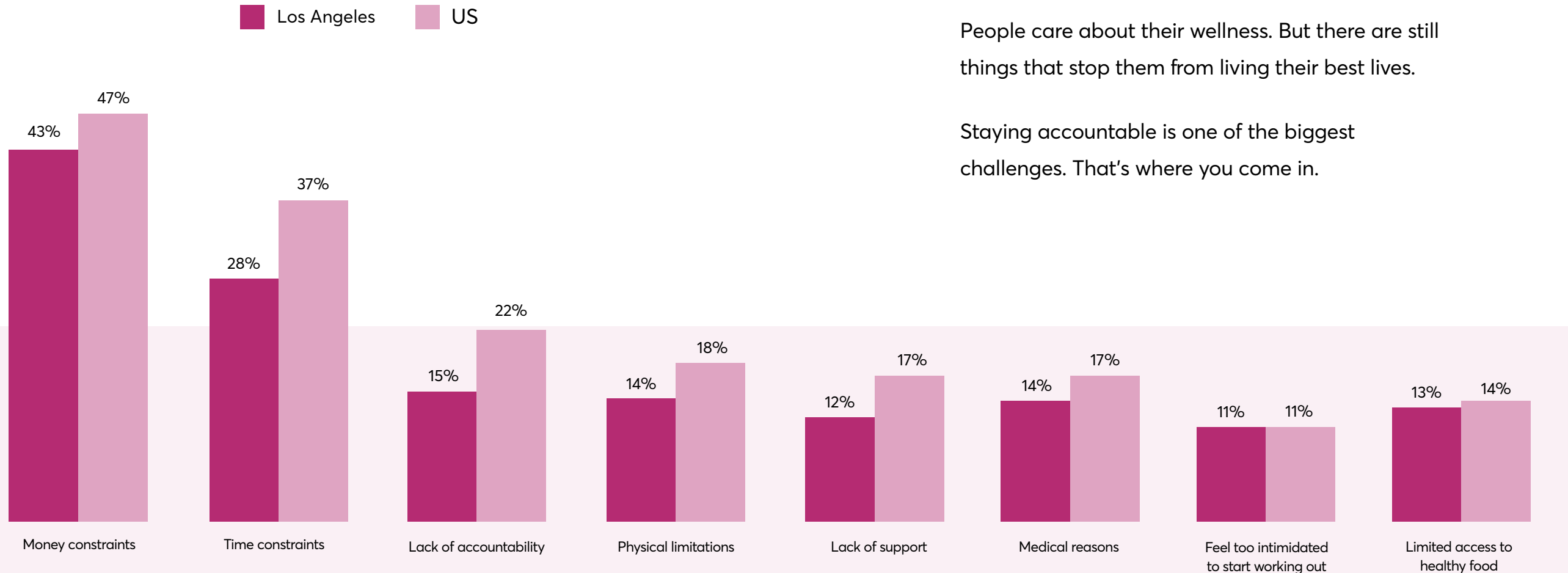
Obstacles along the way

The struggle is **very** real.

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



Obstacles to healthy living



What stops Los Angeles 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 hoodie and black pants is gesturing with his hands while talking to the other two. 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.

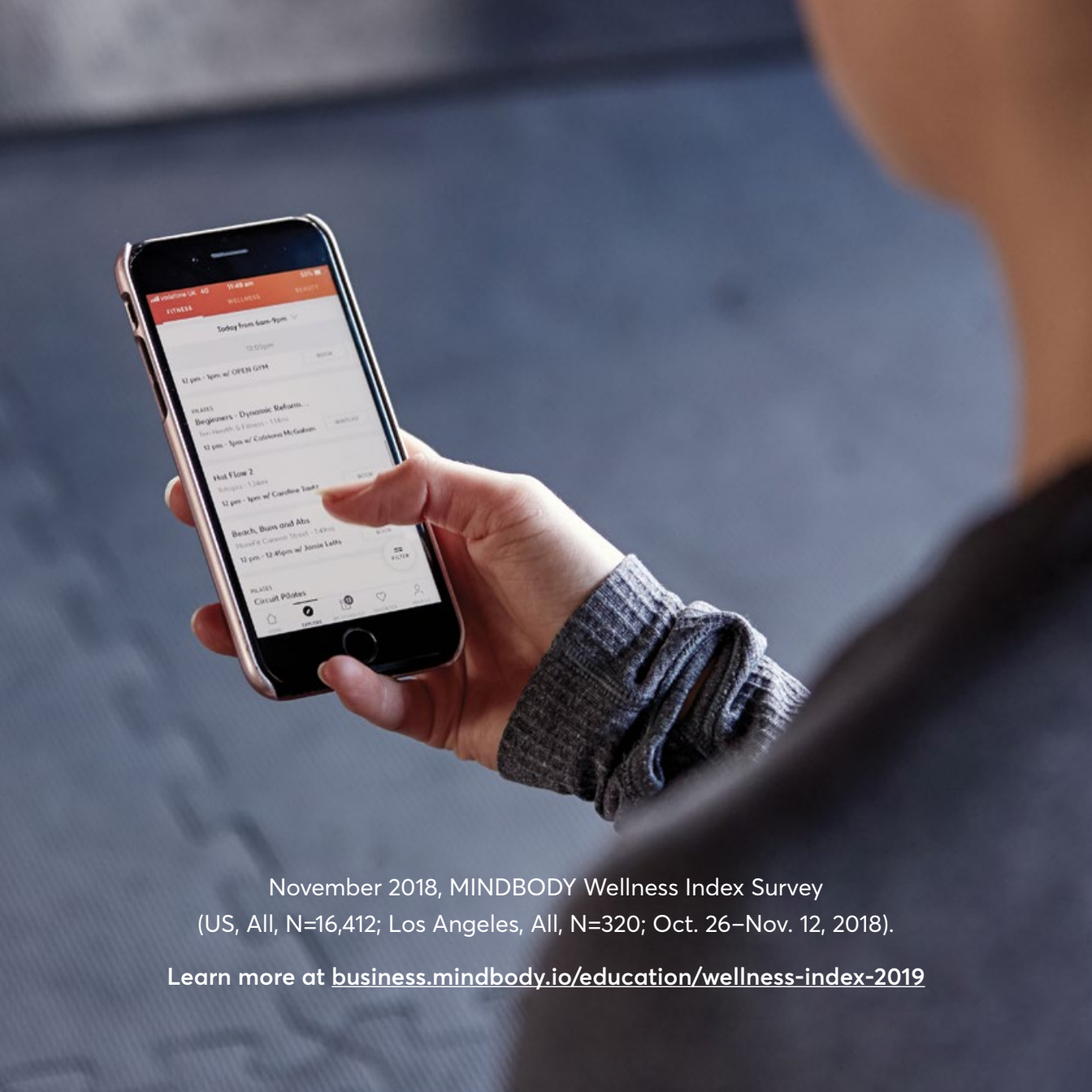


Los Angeles is on our app. Are you?

More than 49,000 residents book classes on our app every month.¹
And we can introduce you.

	MINDBODY app users in Los Angeles ²	Non-app users in Los Angeles
Average household income	\$109,000/year	\$68,000/year
Average spend on fitness	\$1,536/year	\$372/year
Attends a group fitness class at least once a week	93%	33%
Works out at least three times a week	85%	45%
Makes fitness a priority	78%	34%

1. Data reflects monthly average MINDBODY app usage from April 1, 2017–March 31, 2018.
2. April 2018, MINDBODY Consumer Los Angeles Profile (N=178, March 23–April 9, 2018).



November 2018, MINDBODY Wellness Index Survey
(US, All, N=16,412; Los Angeles, All, N=320; 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/la

