



MINDBODY®

FITNESS IN SAN FRANCISCO

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



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San Francisco, you're building the bridge 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 **#2**.

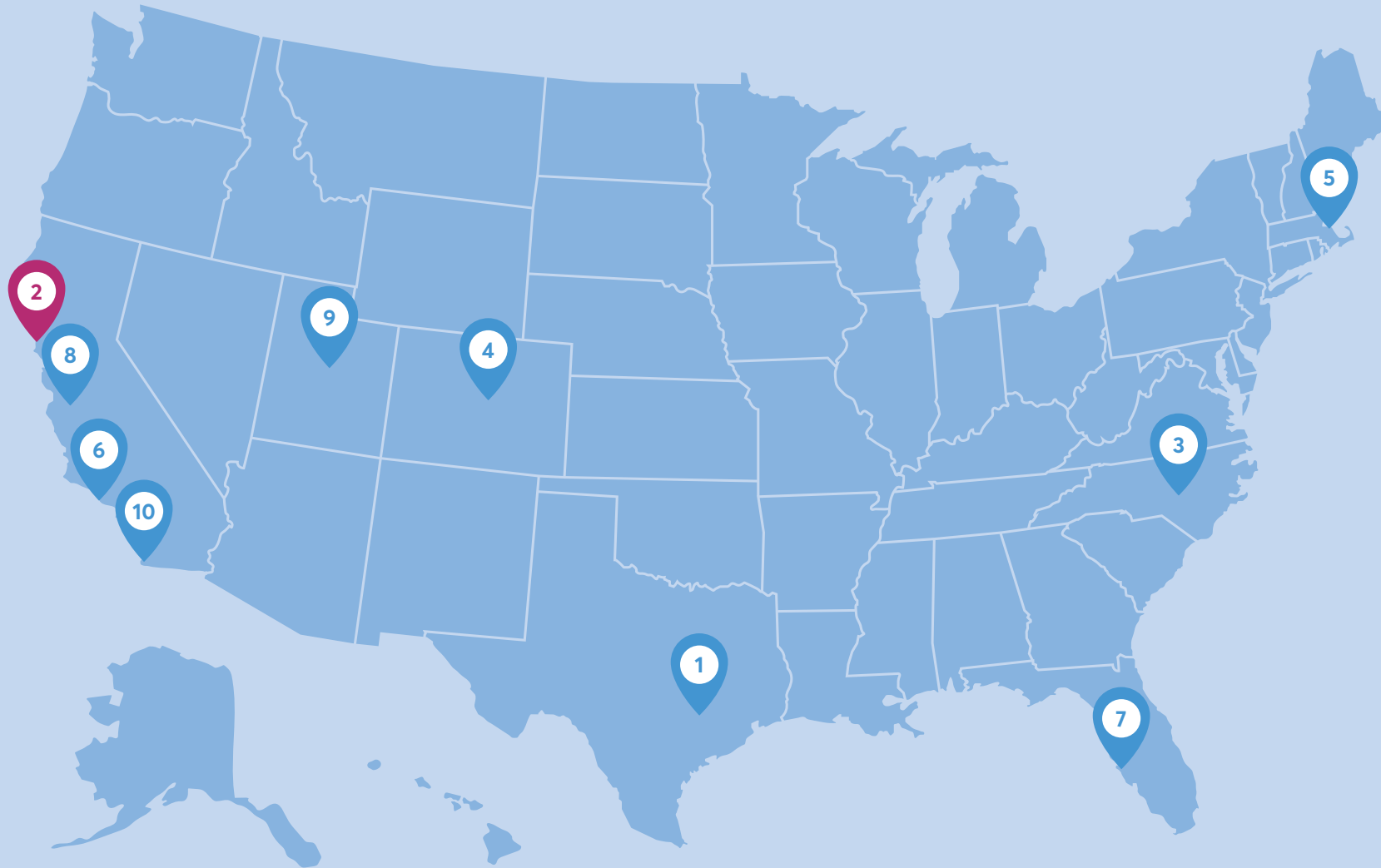
So, what brought you to the top of the list?
Let's see what makes The City move.



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



San Francisco makes more, and spends more.

People in The City love working out, and spend the second highest amount on fitness in the nation.

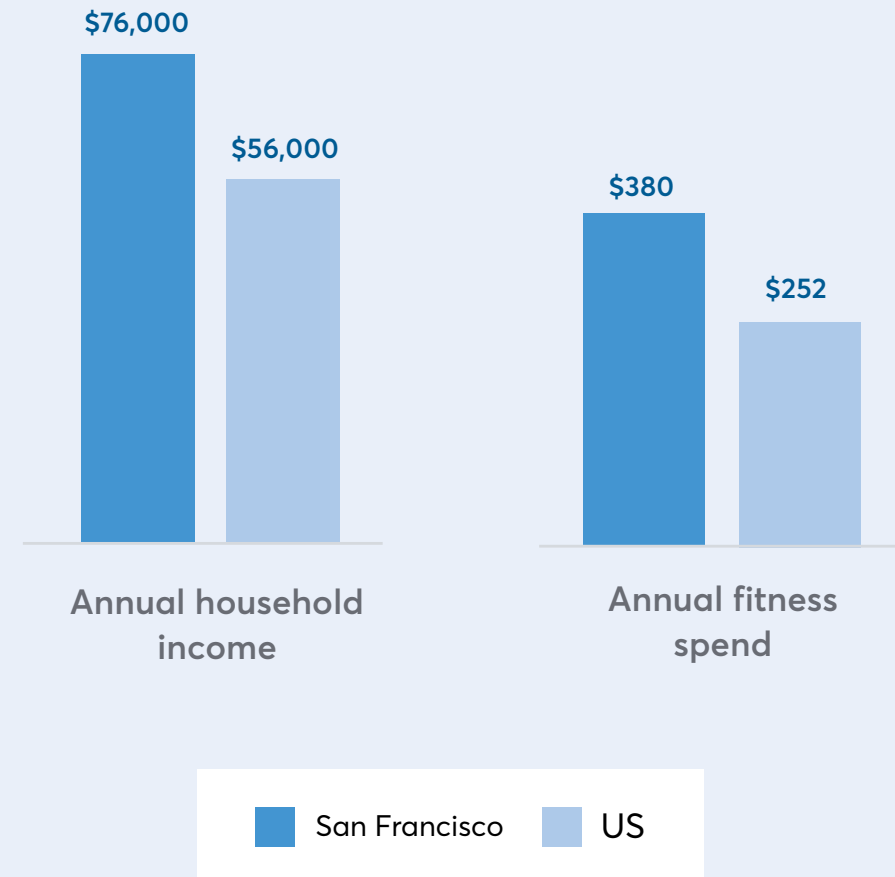
\$76,000/year

average household income
of San Francisco residents

\$380/year

a San Francisco resident's average
spend on fitness

(These are both higher
than the US average.)





02

What motivates them

Fitness is a commitment—and
San Francisco put a ring on it.

What gets San Francisco going?

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



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

**San
Francisco's
top five
reasons for
exercising:**

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



Their favorite workouts

Because we all gotta work off the trips to Tommy's Joynt somehow.

Group fitness is where it's at.

But which types?

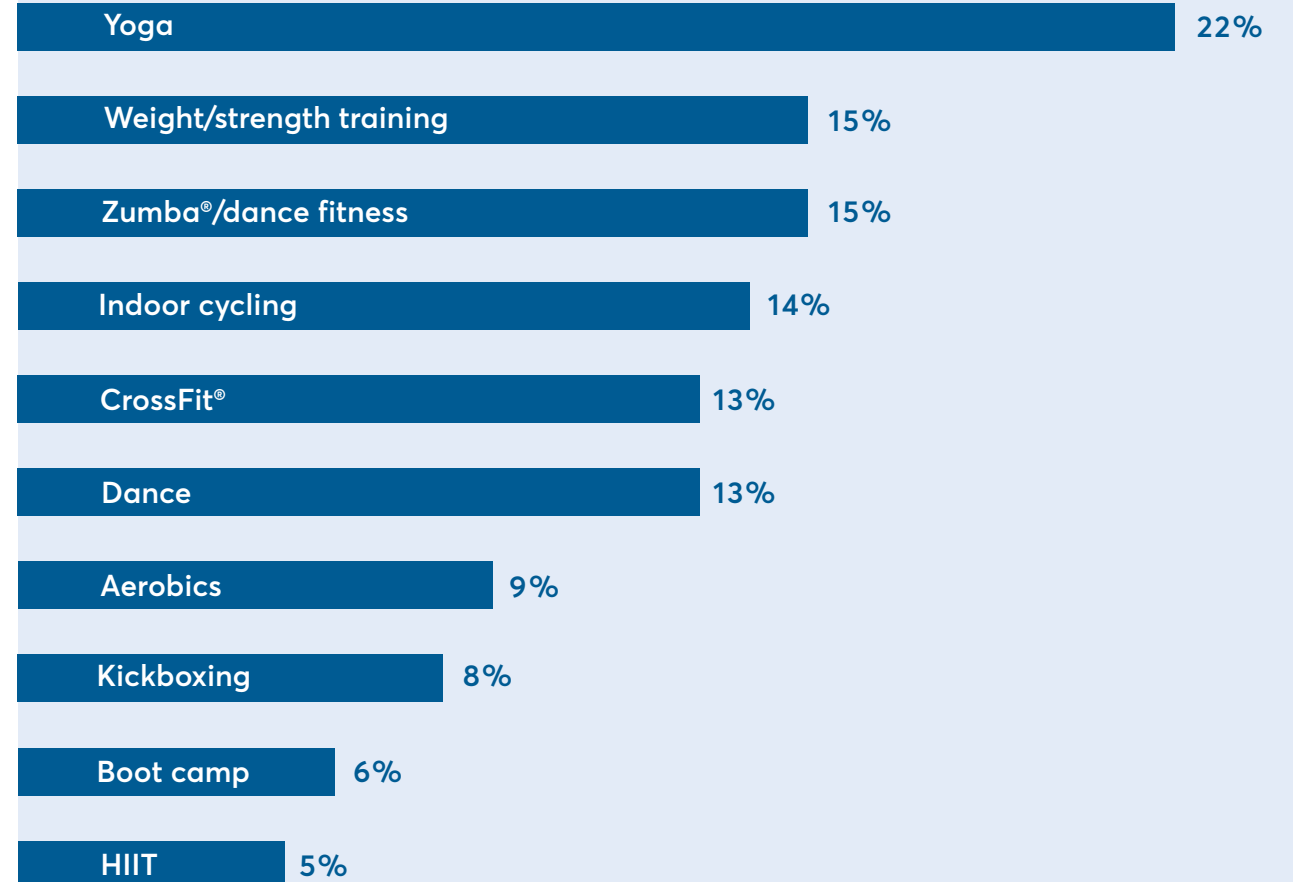


29%

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

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

San Francisco's favorite group workouts





The next big things

The workouts they want to try.

Where's San Francisco headed?

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





What's trending for ages 18–25?

01. Kickboxing (28%)

02. Yoga (26%)

03. Martial arts (19%)

04. Zumba®/dance fitness (19%)

05. Pilates (15%)

What's trending for ages 26–45?

01. Aerobics (17%)
02. Dance (15%)
03. HIIT (15%)
04. Kickboxing (15%)
05. CrossFit® (14%)





What's trending for ages 46–65?

01. Yoga (26%)
02. Aerobics (16%)
03. Weight/strength training (16%)
04. Gentle martial arts (15%)
05. Cardio machines (14%)



05

Obstacles along the way

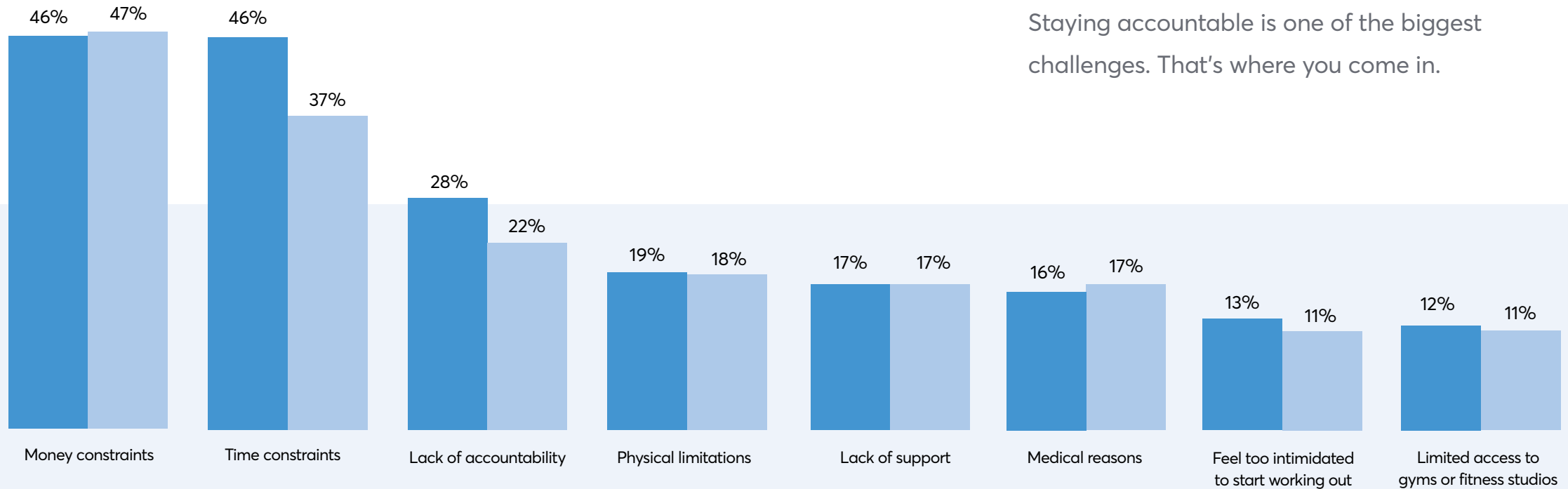
The struggle is **very** real.

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



Obstacles to healthy living

San Francisco US



What stops San Francisco 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.



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.



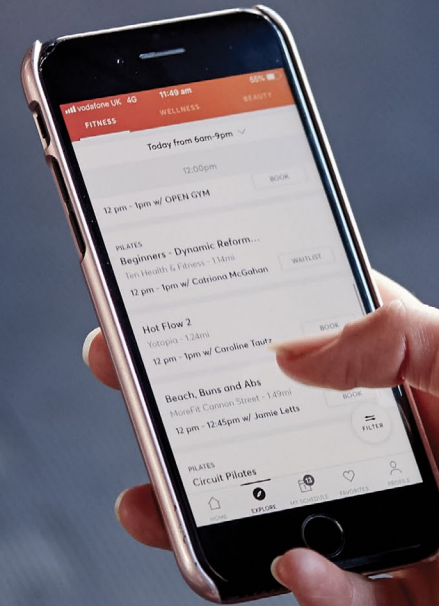
San Francisco's on our app. Are you?

More than 21,000 residents book classes on our app every month.¹
And we can connect.

	MINDBODY app users in San Francisco ²	Non-app users in San Francisco
Average household income	\$120,000/year	\$76,000/year
Average spend on fitness	\$1,596/year	\$380/year
Attends a group fitness class at least once a week	93%	29%
Works out at least three times a week	84%	51%
Makes fitness a priority	78%	33%

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

2. April 2018, MINDBODY Consumer San Francisco Profile (N=274, March 23–April 9, 2018).



November 2018, MINDBODY Wellness Index Survey
(US, All, N=16,412; San Francisco, All, N=327; 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/sf

