Fitness Trends in America

2020 MINDBODY Wellness Index
Being healthy means achieving a complete state of physical, mental, and social well-being—and it takes wellness to get there.1

“Wellness” isn’t a box to check or destination to reach. It’s an ongoing journey toward a healthier mind and body. With choices, goals, drive.2 And the path is different for everyone.

While wellness is multidimensional and hits many areas—including emotional, intellectual, spiritual, environmental, social, and occupational—in this report, we focus on fitness and the other dimensions it supports.

We asked more than 20,000 Americans from major US cities about their fitness habits. What they’re up to, what they love, what they wish they could change. Which cities are the most dedicated to fitness? Who’s the most satisfied? What exercises do people want to try next? We even measured fitness business success factors. We’ll go into all that and more.

Let’s bring the world closer to wellness. Together.

Love, MINDBODY
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Fitness across America

How top US cities “fit” into the picture.
Los Angeles, California
87% of residents work out at least once a week

Tulsa, Oklahoma
61% of residents work out at least once a week
On average, Americans say they work out 2.6 times a week.*

*Including at home, gyms, studios, and outdoors

All generations make time for fitness

54% of men work out three times a week or more. Only 43% of women say the same.

42%  
Older Gen Z (18–22)

48%  
Millennials (23–38)

47%  
Gen X (39–54)

48%  
Young Boomers (55–65)
Takeaway #1

From Older Gen Z to Young Boomers, fitness is an important part of America’s routine.
America’s favorite ways to move

More power (and sweat) in numbers.
Fitness and mindful movement

While fitness gets your heart pumping, mindful movement takes things down a notch. Mindful movement is all about slower, calmer exercises that promote strength, balance, and flexibility—a moment to breathe in this fast-paced world.³

Which classes are the most popular for both?
America’s top fitness classes:

01. Dance fitness (20% go weekly)
    Booty Jam Fitness®, POUND®, Zumba®, etc.

02. Strength training (19%)

03. Cardio machines (15%)
    Treadmill, stairmaster, elliptical, rower, etc.

04. Aerobics (14%)
    Step aerobics, water aerobics, cardio kickboxing, etc.

05. Indoor cycling (12%)

06. High intensity interval training (10%)
    Tabata, bootcamp, etc.

America’s top mindful movement classes:

01. Gentle/restorative yoga (13% go weekly)

02. Power yoga (11%)

03. Mat Pilates (5%)

04. Gentle martial arts (4%)
    Tai chi, Qigong, etc.

05. Barre (4%)

06. Reformer Pilates (2%)
Class acts

Most people who participate in mindful movement classes do them alongside cardio fitness.

- Fitness: 56%
- Both: 28%
- Mindful movement: 16%

Percent taking classes at least once a week
Nearly 60 million Americans attend group workouts at least once a week.⁴
Takeaway #2

29% of Americans participate in group fitness regularly, and dance fitness is the most popular group workout.
2020 vision: What’s next

Here’s what’s gonna be big next year.
Stay ahead of the pack
Group exercises Older Gen Z wants to try next:

01. Kickboxing
02. Martial arts
   Muay Thai, Karate, Taekwondo, Krav Maga, Jiu Jitsu, etc.
03. CrossFit®
04. Pole dancing
05. Aerobics
   Step aerobics, water aerobics, cardio kickboxing, etc.
Group exercises Millennials want to try next:

01. Kickboxing
02. CrossFit®
03. Aerobics
   Step aerobics, water aerobics, cardio kickboxing, etc.
04. Martial arts
   Muay Thai, Karate, Taekwondo, Krav Maga, Jiu Jitsu, etc.
05. Rock climbing
Group exercises Gen X wants to try next:

01. Aerobics
   Step aerobics, water aerobics, cardio kickboxing, etc.

02. Strength training

03. Cardio machines
   Treadmill, stairmaster, elliptical, rower, etc.

04. CrossFit®

05. Gentle/restorative yoga
Group exercises Young Boomers want to try next:

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<tr>
<td>01.</td>
<td>Gentle/restorative yoga</td>
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| 02. | Aerobics  
Step aerobics, water aerobics, cardio kickboxing, etc. |
| 03. | Strength training |
| 04. | Cardio machines  
Treadmill, stairmaster, elliptical, rower, etc. |
| 05. | Dance fitness  
Booty Jam Fitness®, POUND®, Zumba®, etc. |
Popular classes, eager cities

Who’s most excited to try these trends?

- Studio dance & Aerobics in Detroit, MI
- Power yoga in Baltimore, MD
- Gentle/Restorative yoga in Atlanta, GA
- CrossFit® in Nashville, TN
- Gentle martial arts in Louisville, KY
- Pole dancing in New Orleans, LA
- Cardio machines & HIIT in Milwaukee, WI
- Dance fitness in Sacramento, CA
- Martial arts in Oakland, CA
- Strength training & Kickboxing in San Jose, CA
Takeaway #3

From kickboxing to pole dancing, there’s something for everyone to try next.
Money and motivations

How much people invest in their fitness, and why.
Millennials spend the most on fitness...

- Older Gen Z (18–22): 14%
- Millennials (23–38): 22%
- Gen X (39–54): 19%
- Young Boomers (55–65): 9%

Percent spending $51 or more monthly on fitness
...but get in about the same number of workouts per week

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<th>Age Group</th>
<th>Average Workouts per Week</th>
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<td>Older Gen Z (18–22)</td>
<td>2.4</td>
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<tr>
<td>Millennials (23–38)</td>
<td>2.7</td>
</tr>
<tr>
<td>Gen X (39–54)</td>
<td>2.6</td>
</tr>
<tr>
<td>Young Boomers (55–65)</td>
<td>2.7</td>
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Motivated to move
Top motivators for people who exercise **less than once a week**:

01. Control weight  
02. Feel good  
03. Reduce stress

Top motivators for people who exercise **five or more times a week**:

01. Live a long and healthy life  
02. Be strong and fit  
03. Look better
Takeaway #4

Those who exercise the most are motivated because they want to live a long and healthy life.
Satisfaction with overall fitness

Vibe check: Who's loving their fitness level?
Miami, Florida

52% of residents are satisfied or very satisfied with their fitness level

Tulsa, Oklahoma (23%)
Mesa, Arizona (23%)
Oklahoma City, Oklahoma (21%)
Group fitness means more satisfaction

Mean score based on a 5-point scale
Takeaway #5

Americans who work out in groups and classes are more satisfied with their fitness levels.
Why fitness matters

It’s about more than just the gains.
Exercise is good for the mind, body, and soul

Like we said in our opening letter, wellness is a journey—and fitness is a key part of that. The more people exercise, the more motivated, engaged, and happy they are. Group fitness fans? Even more so.

How does fitness affect other dimensions of wellness?
is all about acknowledging and properly managing your feelings. Working out releases chemicals in your body that boost your mood and relieve stress.

The more you work out, the happier you are. Who’s happiest? People taking group fitness classes.
Group fitness fans are the happiest

Mean score based on a 5-point scale
focuses on connecting with friends, family, and community. Those who sweat together, stay together.

People who exercise more than once a week report having closer relationships with friends and family. Group exercisers report even stronger bonds.
People who exercise more are closer with friends and family
(especially if they work out in groups)

Mean score based on a 5-point scale
More exercise also means a closer connection to community (especially if it’s group exercise)

Mean score based on a 5-point scale
Takeaway #6

Fitness, especially group fitness, improves many dimensions of wellness.
And how you can start improving your fitness today.
Here's what we learned:

01. From Older Gen Z to Young Boomers, fitness is an important part of America’s routine.

02. 29% of Americans participate in group fitness regularly, and dance fitness is the most popular group workout.

03. From kickboxing to pole dancing, there's something for everyone to try next.

04. Those who exercise the most are motivated because they want to live a long and healthy life.

05. Americans who work out in groups and classes are more satisfied with their fitness levels.

06. Fitness, especially group fitness, improves many dimensions of wellness.
Motivated to move?

Embracing your wellness starts with a workout.

Find the best fitness studios near you at mindbody.io or on the MINDBODY app.
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