



# Fitness Trends in America

2020 MINDBODY  
Wellness Index





## A letter from us

Being healthy means achieving a complete state of physical, mental, and social well-being—and it takes wellness to get there.<sup>1</sup>

“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.<sup>2</sup> 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.





WORKS OUT THE MOST

# Los Angeles, California

87% of residents work out at  
least once a week

WORKS OUT THE LEAST

# Tulsa, Oklahoma

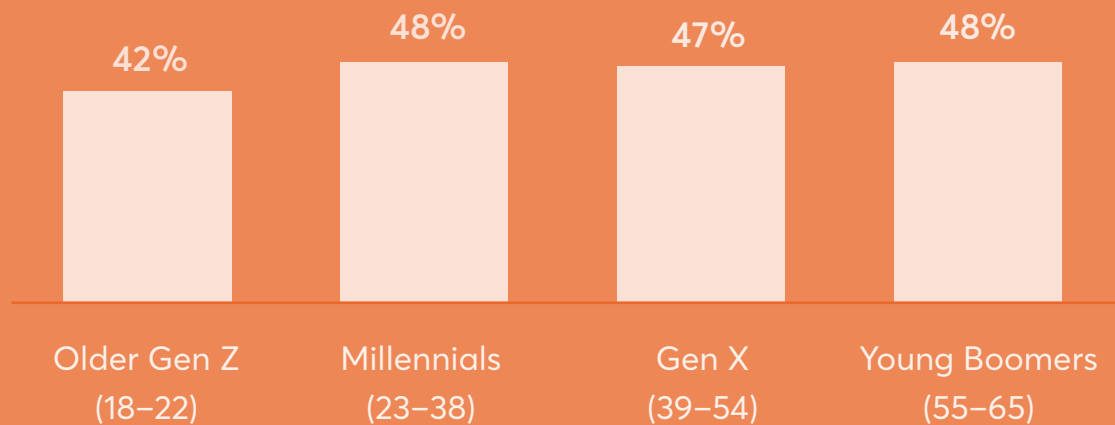
61% of residents work out  
at least once a week



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



Work out three times a week or more

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



# 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.<sup>3</sup>

Which classes are the most popular for both?

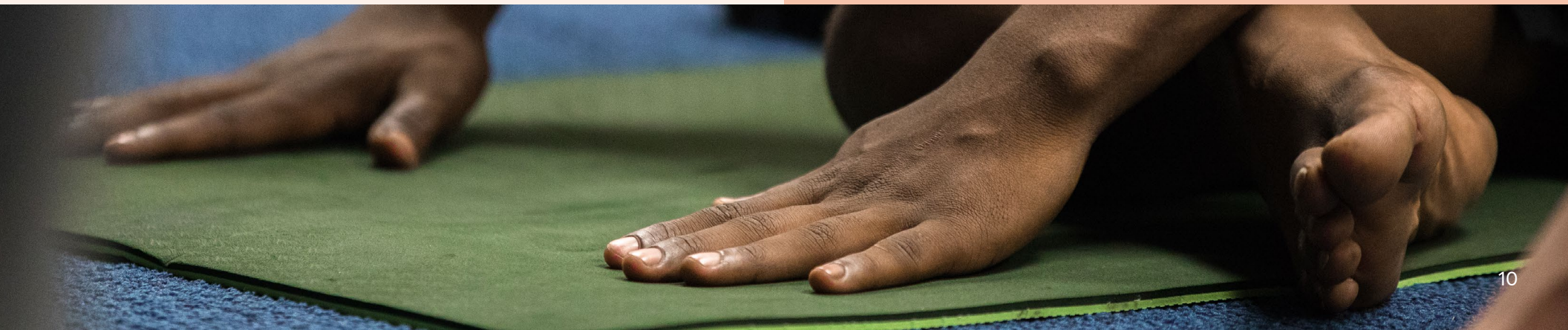


## America's top fitness classes:

- 01.** Dance fitness (20% go weekly)  
Butty 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.

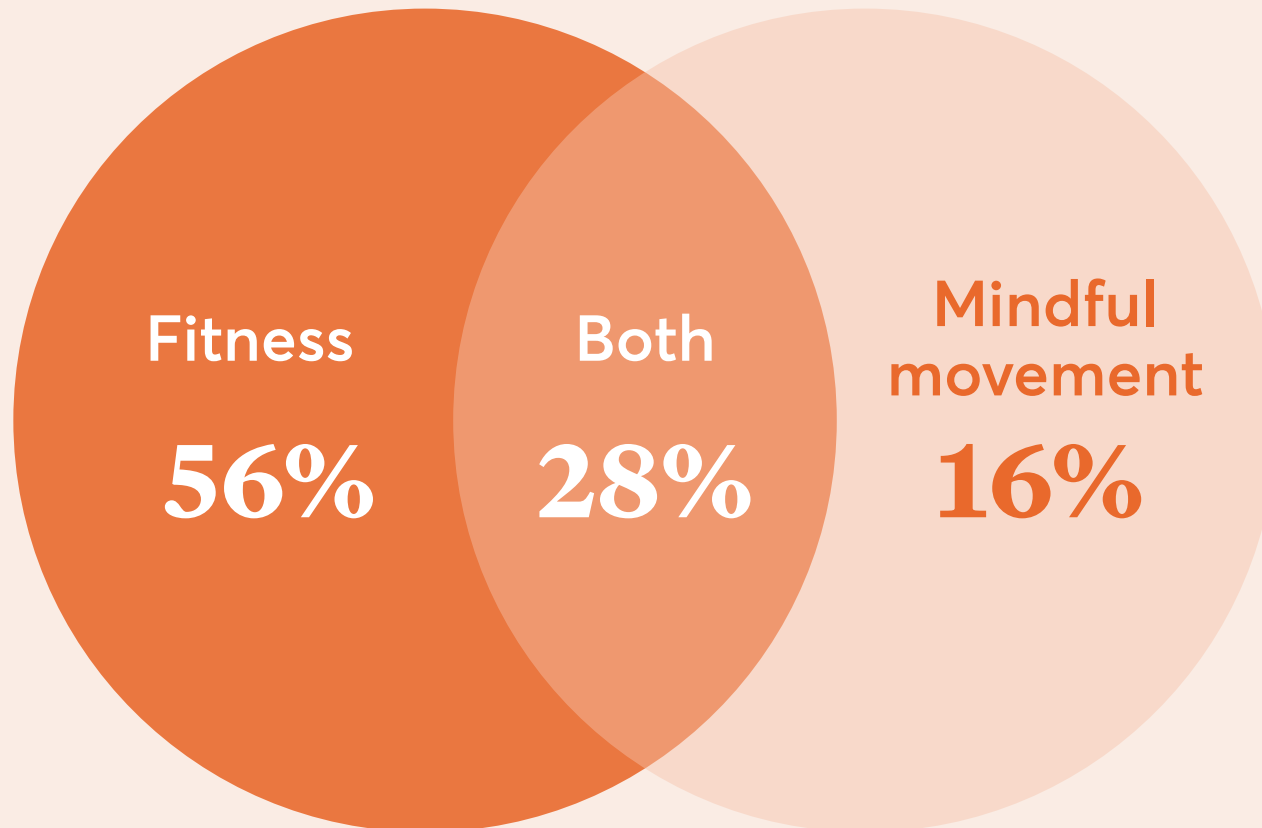
## America's top mindful movement classes:

- 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.



Percent taking classes at least once a week





# Group fitness is so in

Nearly 60 million Americans attend group workouts at least once a week.<sup>4</sup>



# 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**



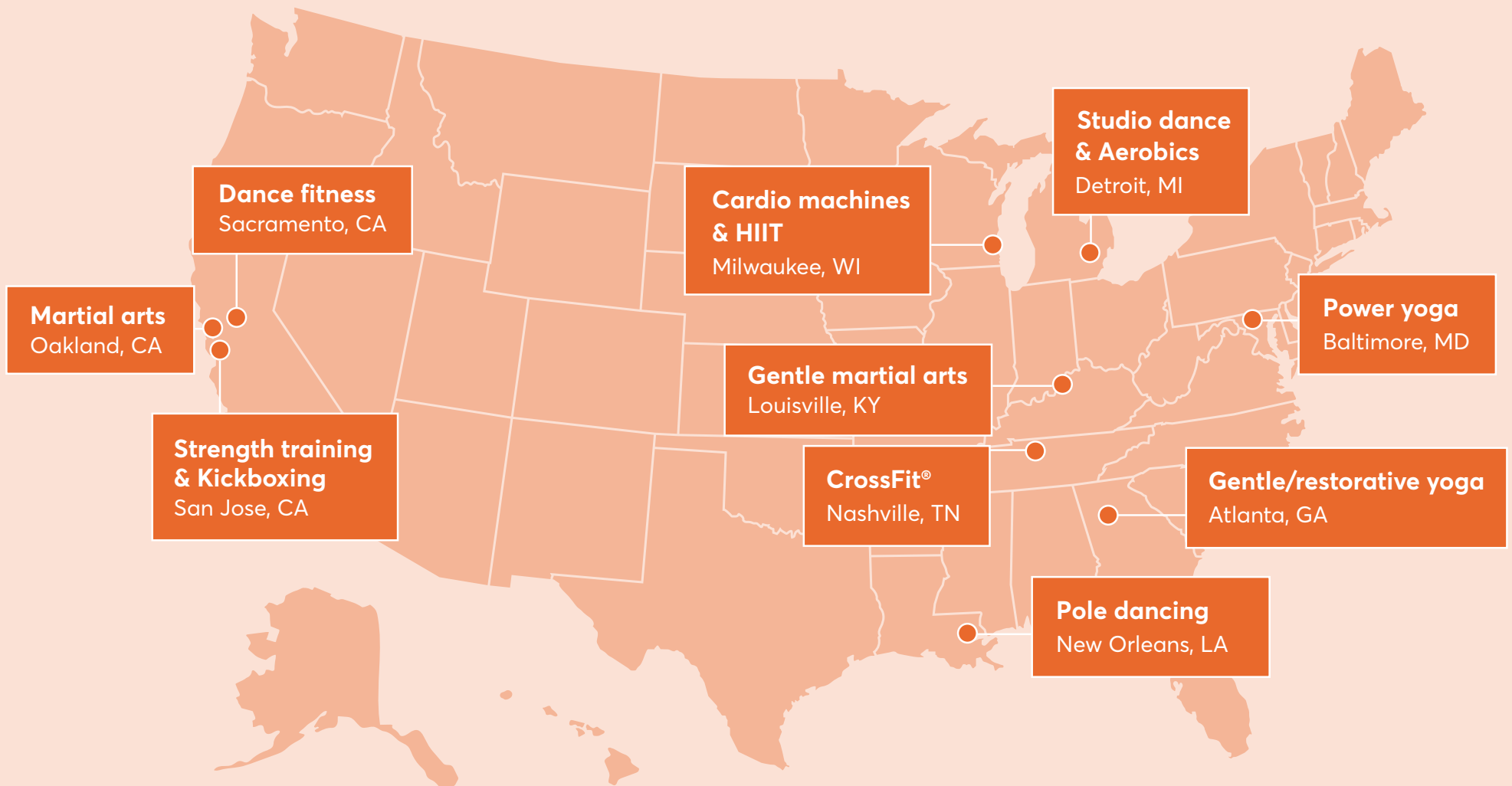
## Group exercises Young Boomers want to try next:

01. Gentle/restorative yoga
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?





# Takeaway #3

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

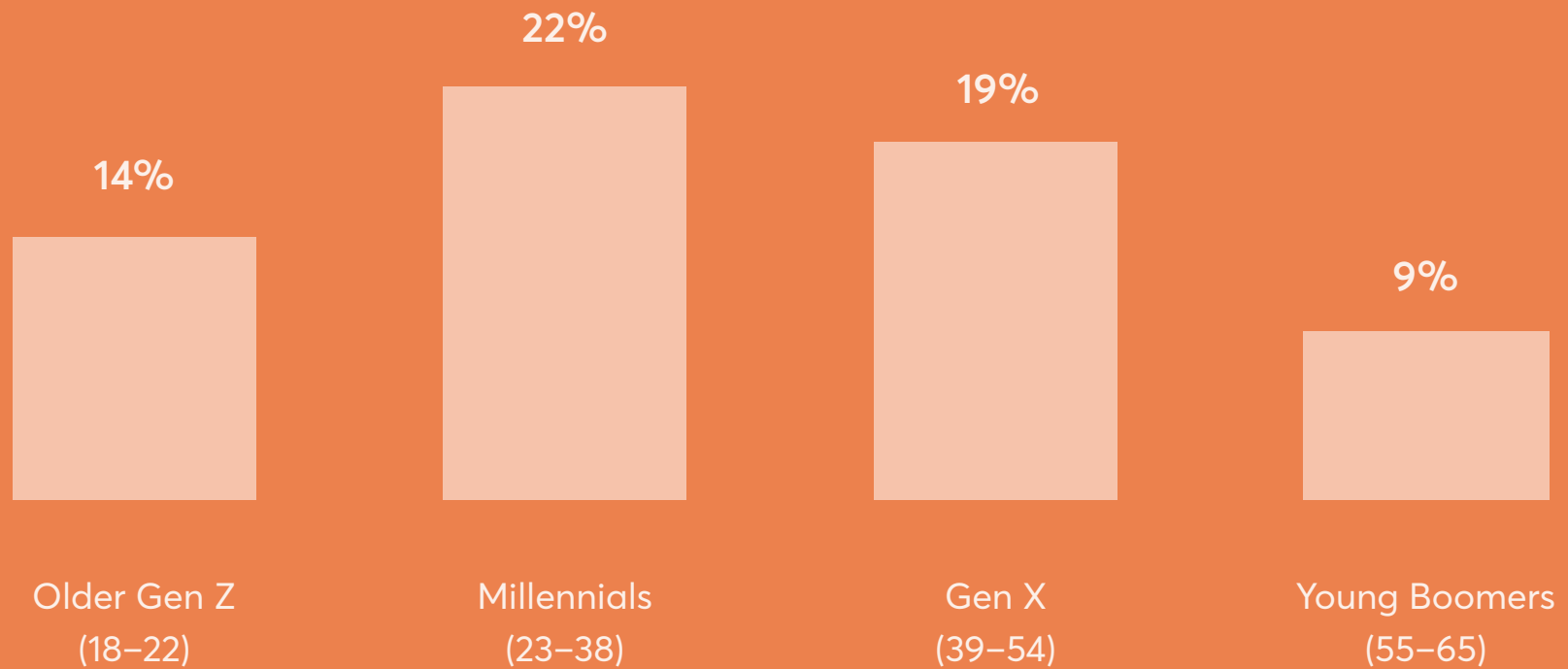


# 04

## Money and motivations

How much people invest in their fitness, and why.

# Millennials spend the most on fitness...



Percent spending \$51 or more monthly on fitness

...but get in about the same  
number of workouts per week

Older Gen Z  
(18–22)

2.4

Millennials  
(23–38)

2.7

Gen X  
(39–54)

2.6

Young Boomers  
(55–65)

2.7

Average number of workouts a week



A woman with dark hair, wearing a purple sports bra and teal leggings, is captured in a side view performing a yoga pose on a blue mat. She is leaning forward with her head down and arms extended towards the floor. The background is a bright, out-of-focus indoor space with large windows.

**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.





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## Satisfaction with overall fitness

Vibe check: Who's loving their fitness level?

MOST SATISFIED

# Miami, Florida

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

LEAST SATISFIED

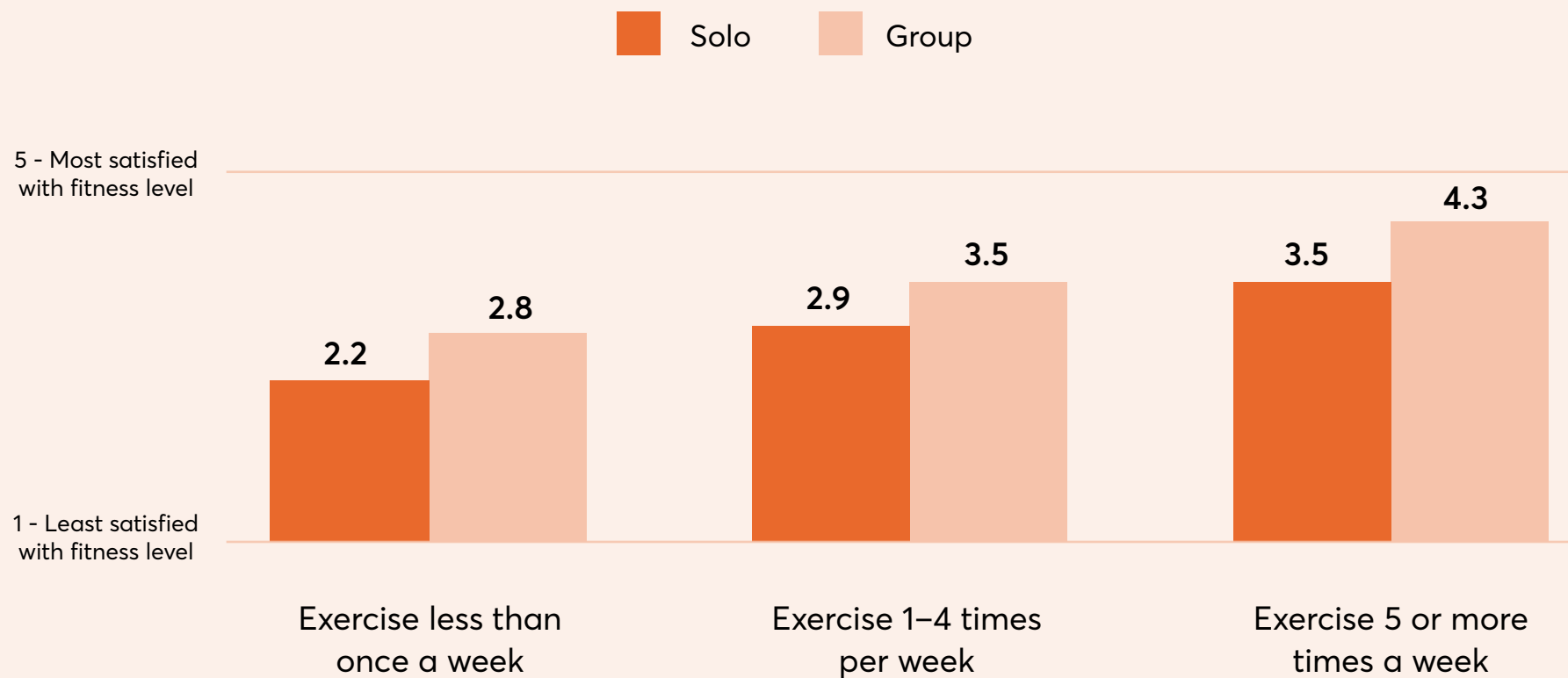
Tulsa, Oklahoma (23%)

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?**

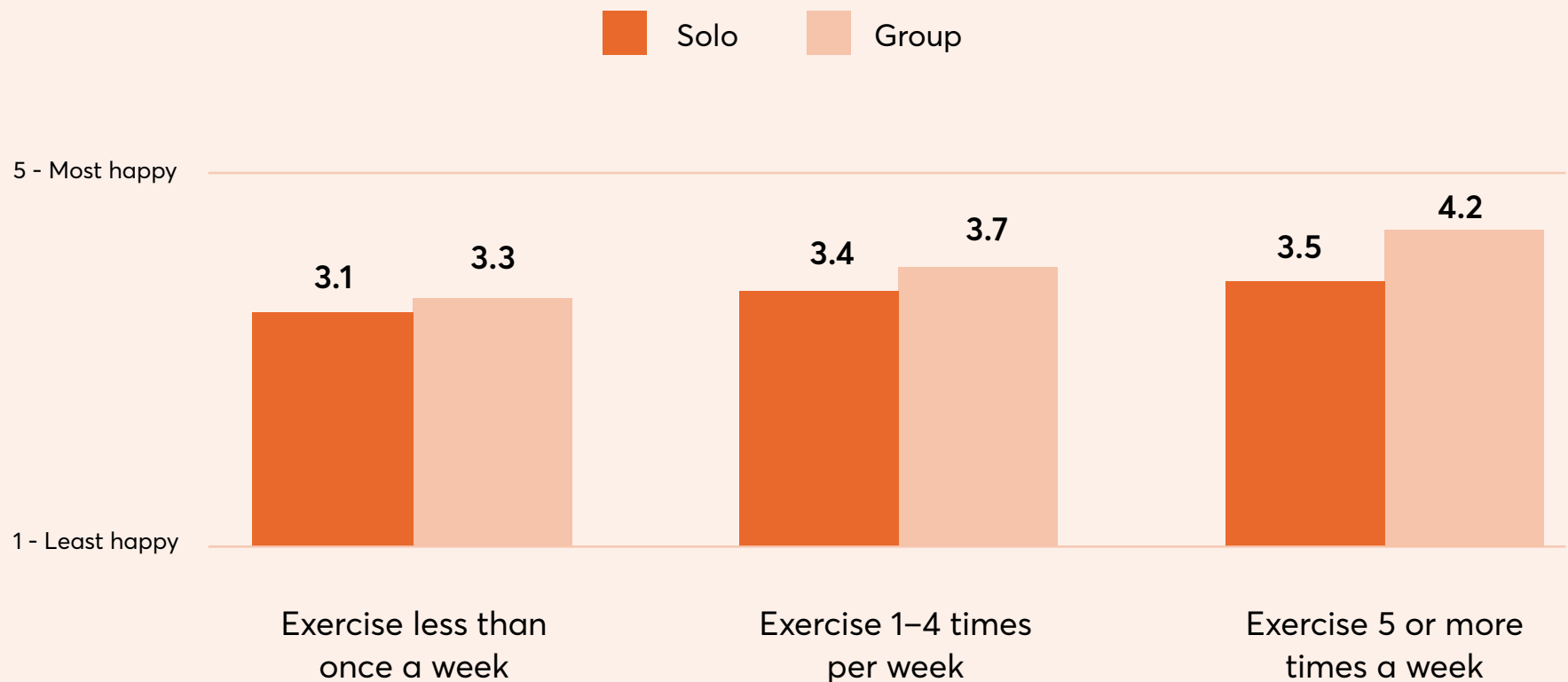


# Emotional wellness

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





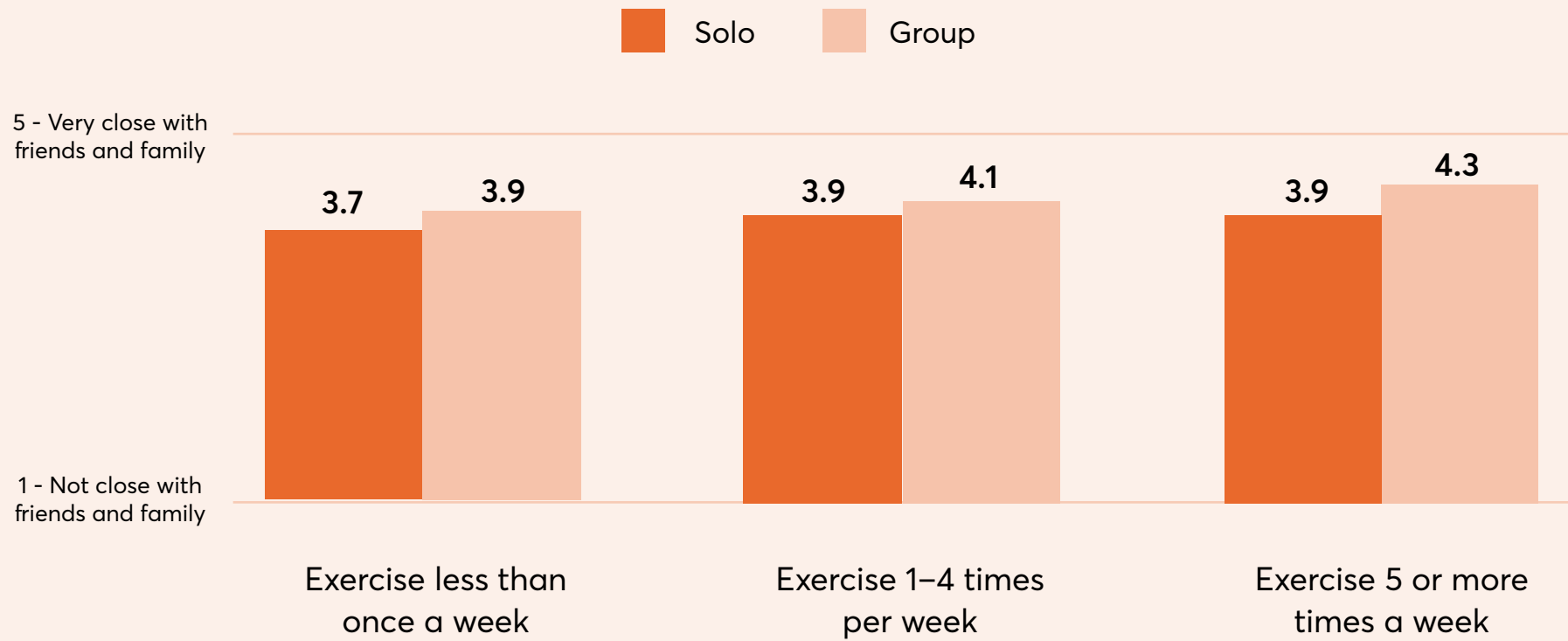
# Social wellness

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

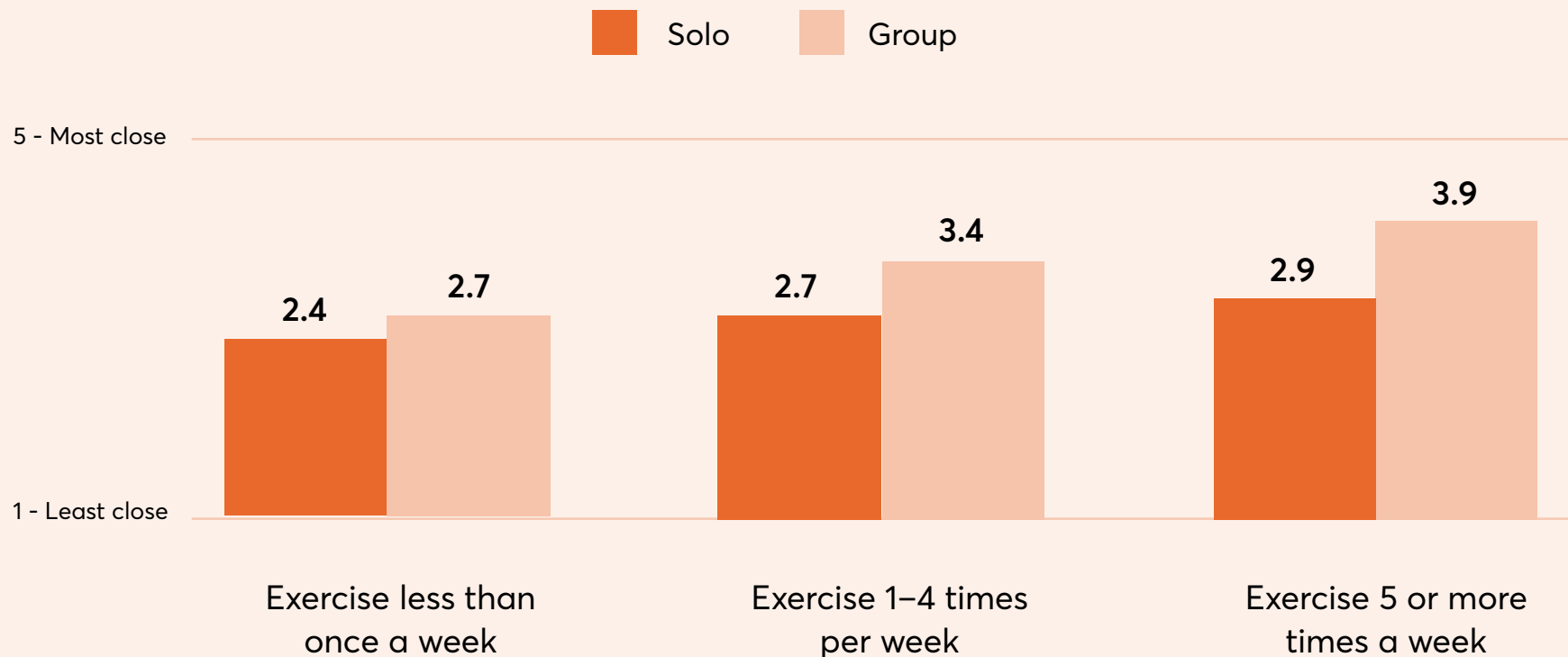
(especially if they work out in groups)



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.



# 07

## Key takeaways

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](https://mindbody.io) or  
on the MINDBODY app.







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1. World Health Organization. "Constitution." <https://www.who.int/about/who-we-are/constitution>. Accessed December 2019.

2. Global Wellness Institute. "What Is Wellness?" <https://globalwellnessinstitute.org/what-is-wellness/>. Accessed December 2019.

3. Global Wellness Institute. "Physical Activity Is an \$828 Billion Market" <https://globalwellnessinstitute.org/press-room/press-releases/physical-activity-billion-market/>. Accessed December 2019.

4. Projections based on 29% of American adults working out in a group fitness class and population data from Census Reporter. "United States." <https://censusreporter.org/profiles/01000us-united-states/>. Accessed December 2019.