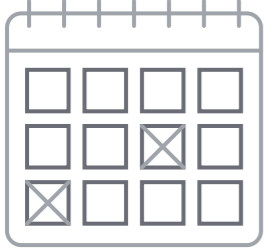


# Here's Why Atlanta Businesses Want to Be on the MINDBODY App

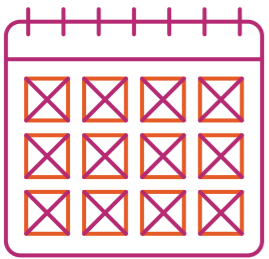
Atlanta fitness studios and gyms powered by MINDBODY can reach more new clients per month than any other fitness platform. Learn how fitness businesses in Atlanta are tapping into a strong network through the MINDBODY app—and spreading wellness in their communities.

Listing your business can help you broaden your customer base and boost your revenue. Here's how.

## Why the MINDBODY app?



MINDBODY app users **book more than 64,000 monthly classes and appointments** with our Atlanta fitness clients.<sup>1</sup>



The MINDBODY app brings our Atlanta fitness clients, on average, over **2,100 new customers monthly**.<sup>1</sup>

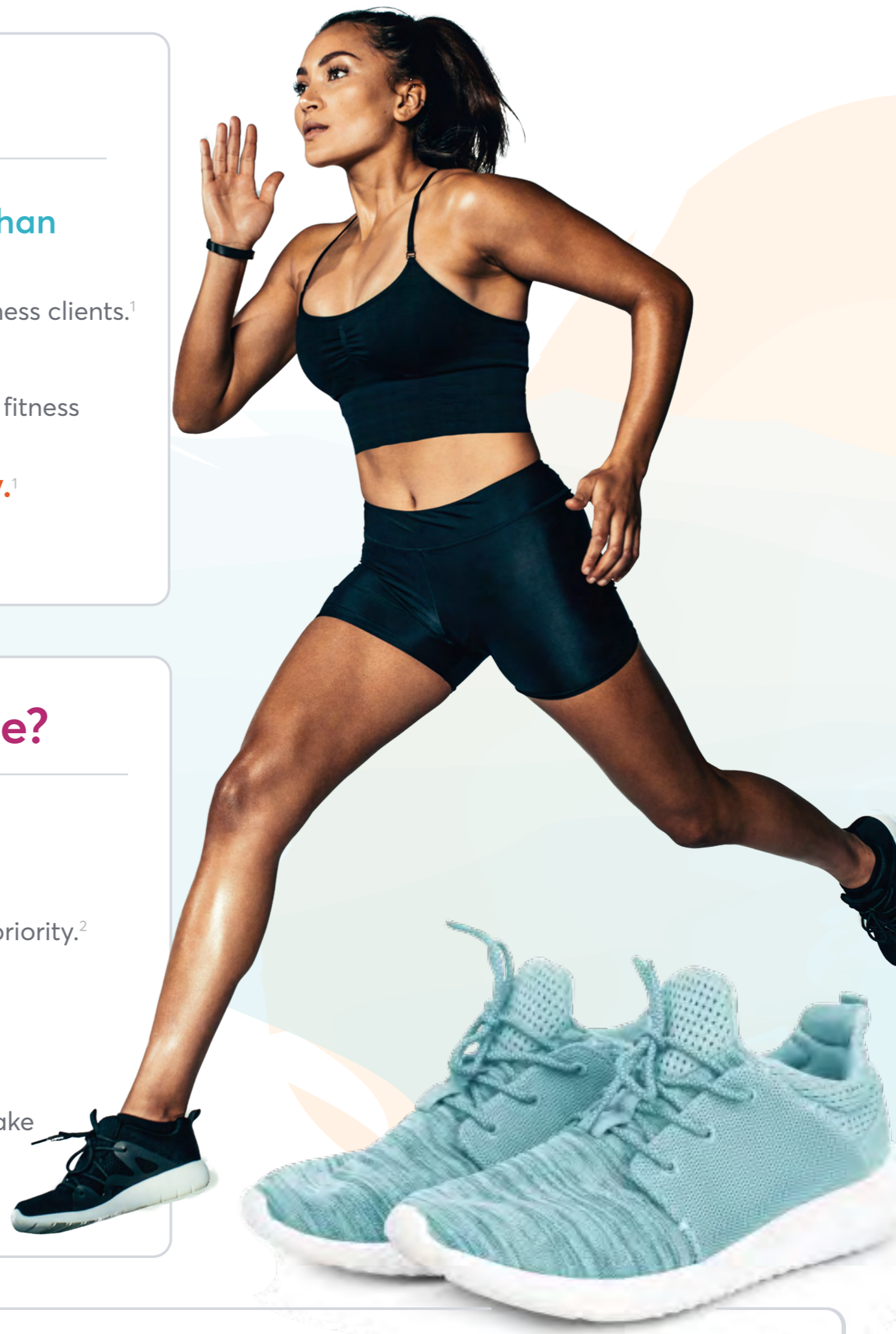
## Who in Atlanta loves exercise?



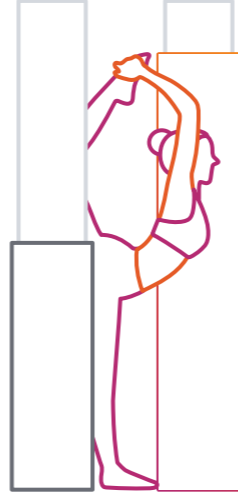
Only **32% of Atlanta's general population** say they make exercise a priority.<sup>2</sup>



Comparatively, **73% of Atlanta's MINDBODY app users** say they make exercise a priority.<sup>3</sup>



## Atlantans are motivated. MINDBODY app users? Even more so.



**42% of Atlanta's population** works out at least three to four times per week.<sup>2</sup>

That figure increases to **84% for MINDBODY app users**.<sup>3</sup>

## MINDBODY app users also love group fitness.



**28% of Atlanta's general population** attend group fitness classes at least once a week on average.<sup>2</sup>



Meanwhile, **93% of Atlanta MINDBODY app users** do the same.<sup>3</sup>

## Atlantans invest in workouts, especially MINDBODY users.



The average Atlanta resident spends **\$23 per month** on fitness.<sup>2</sup>



Compare that to the **\$122 per month** MINDBODY app users spend.<sup>3</sup>

## What's more—their income supports an active lifestyle.



The average annual household income in Atlanta is **\$63,000**.<sup>2</sup>



For Atlanta MINDBODY app users, it's **\$104,000**.<sup>3</sup>

The MINDBODY app connects your business with people in your area looking to book their next workout. MINDBODY app users are investing money and time in being healthier—and your business can help them reach that goal.

To schedule a demo and learn more about the software and app, visit <https://www.mindbodyonline.com/fitness>



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1. Data reflects monthly average MINDBODY app usage from October 1, 2016 through September 30, 2018.  
2. November 2018, MINDBODY Wellness Index Survey (October 26–November 12, 2018).  
3. April 2018, MINDBODY Consumer Atlanta Profile (March 23 and April 9, 2018).