January 2016
The 2016 Yoga in America Study Conducted by Yoga Journal and Yoga Alliance

The 2016 Yoga in America Study Conducted by Yoga Journal and Yoga Alliance is a national study, benchmarking a similar study conducted in 2008 and 2012 by Yoga Journal. For this study, Yoga Journal and Yoga Alliance partnered with Ipsos Public Affairs to expand the understanding of the practice of yoga in America and to determine how Americans view yoga. This augmented study focused on the growing practice of yoga in America, from the perspectives of yoga practitioners, teachers, studio owners, as well as the non-practicing U.S. public.

The Key Audiences

- **General Population/All Americans**: A sample of the American population as a whole of persons who are aged 18 and older.
- **Yoga Practitioners**: People who have practiced yoga in the last 6 months in a class setting and are not yoga teachers.
- **Studio Owners**: Studio owners who own one or more locations where yoga is practiced or taught.
- **Teachers**: Practitioners who have taught or led others in the past six months or who are in training to do so.
Executive Summary

Top take-aways and an overview of key findings by audience
Key Findings

- Yoga is gaining popularity. The number of American yoga practitioners has increased to over 36 million in 2016, up from 20.4 million in 2012. 28% of all Americans have participated in a yoga class at some point in their lives.

- Yoga is for everybody. There are more male and older practitioners than ever before (approximately 10 million male practitioners and almost 14 million practitioners over the age of 50 – up from about 4 million men and 4 million 55+ year olds in 2012).

- Yoga supports the economy. Yoga practitioners report spending over $16 billion on yoga clothing, equipment, classes and accessories in the last year, up from $10 billion in 2012.

- Yoga is appealing. 34% of Americans say they are somewhat or very likely to practice yoga in the next 12 months – equal to more than 80 million Americans. Reasons cited include flexibility, stress relief and fitness.
Key Findings

- **Yoga is an increasing part of American life.**
  - Since 2012, the percentage of Americans aware of yoga has climbed from 75 to 90 percent.
  - One in three Americans has tried yoga on their own (not in a class) at least once.

- **Yoga complements other forms of exercise.**
  - Over three quarters of practitioners also engage in exercise including running, group sports, weight lifting and cycling.

- **Yoga is strongly correlated with having a positive self image.**
  - Practitioners are 20% more likely to say things like “I have a good sense of balance,” “good dexterity,” “good range of motion,” or “give back to the community” than non-practitioners.

- **Practitioners are highly concerned about their health, the environment and the community.**
  - Half of practitioners say they live green, eat sustainably and donate time to their community.
Key Findings: American Public - Yoga in America is Flourishing

- The practice and understanding of yoga are steadily increasing.
  - Approximately 37 million Americans practice yoga today – up significantly from 20 million in 2012.

  - 75% of all Americans agree “yoga is good for you.”

  - 34% of Americans say they are at least somewhat likely to practice yoga in the next 12 months – representing more than 80 million Americans.

  - Yoga’s main attractions are the enjoyment of yoga itself, yoga’s impact on health and yoga as a stress reliever.

  - 74% of American practitioners have been practicing for less than 5 years.

  - 9 out of 10 Americans have heard of yoga – up from 7 out of 10 in 2012.
Key Findings: Yoga Practitioners - Yoga Enhances the Body, Mind, and Community

- **Yoga practitioners have a more positive view of their capabilities than non-practitioners**
  - 80% of practitioners self-report they have good balance compared to 64% of non-practitioners.
  - 75% of practitioners self-report being physically strong compared to 57% of non-practitioners.
  - Practitioners are significantly more involved in many other forms of exercise than non-practitioners.

- **Practitioners have stronger minds**
  - 86% of practitioners report having a strong sense of mental clarity compared to 77% of non-practitioners.

- **Yoga practitioners give back the community**
  - 79% of yoga practitioners report giving back to the community compared to 59% of non-practitioners.
  - Nearly half of all practitioners report donating time in their community.
Key Findings: Yoga Studio Owners are Dedicated Business Owners

- **Yoga studio owners value training and certification of their instructors**
  - 91% of yoga studio owners believe it is important for their teachers to have a Yoga Alliance credential.
  - 99% of Yoga studio owners believe that it is very important for teachers to continue learning through more training.
  - 99% of Yoga studio owners believe that teachers should be knowledgeable about the yoga poses.

- **Yoga studio owners have invested a lot in their studios**
  - Nearly half of studio owners have owned their studio for more than six years.
  - Those who own multiple locations have recently expanded, likely with the increase of those practicing yoga.
  - 62% of studio owners report their space is dedicated entirely to yoga.
  - Nearly 40% of studio owners report serving between 100 and 500 students per week.

- **Yoga studio owners face challenges**
  - Overhead costs represent about half of studio owners’ income.
Yoga in America

An examination of America’s perceptions of and experience with yoga
Growth in American Yoga From 2008 to 2016

The number of American practitioners has grown by over 50% over the last 4 years.

Yoga Practitioners
(in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Practitioners (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>15.8</td>
</tr>
<tr>
<td>2012</td>
<td>20.4</td>
</tr>
<tr>
<td>2016</td>
<td>36.7</td>
</tr>
</tbody>
</table>

* 2008 data from Harris Interactive study
* 2012 data from Sports Marketing Surveys USA
* 2016 data from Ipsos Public Affairs
Over 36 million Americans are Active Yoga Practitioners

An additional 30 million have practiced yoga at least once in their lives, but not in the last six months.

Practice of Yoga

Practitioners (15% = 36.7m)
Lapsed practitioners (13% = 31.8m)
Non Practitioners (85% = 208m)
Never tried yoga (72% = 176m)

* Based on estimate of population from survey data and the 245 million adults currently living in the United States according to U.S. Census estimates.

Q. Have you participated in a group or private yoga class...(Select the most recent)
28% of Americans have Participated in a Yoga Class

More than 36 million Americans (15%) have participated in a yoga class in the last 6 months.

Q. Have you participated in a group or private yoga class... (Select the most recent)

- I've never participated in a group or private yoga class
- More than 12 months ago
- In the last 12 months
- In the last 6 months
- In the last month
- In the last week
- Today
34% of Americans Will Likely Practice Yoga in the Next 12 months

This includes 23% of non-practitioners who say they are likely to try yoga in the next 12 months.

Likelihood of Practicing Yoga in the next 12 months

<table>
<thead>
<tr>
<th>Category</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Not very likely</th>
<th>Not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Americans</td>
<td>16%</td>
<td>18%</td>
<td>18%</td>
<td>48%</td>
</tr>
<tr>
<td>Yoga Practitioners</td>
<td>71%</td>
<td>23%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Non- Yoga Practitioners</td>
<td>6%</td>
<td>17%</td>
<td>21%</td>
<td>56%</td>
</tr>
<tr>
<td>Lapsed Yogis</td>
<td>15%</td>
<td>44%</td>
<td>22%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Q. How likely are you to practice yoga in the next 12 months?
Yoga Practitioners are Far More Active than Others

- Practitioners are far more active than non-practitioners, 62% of whom do not regularly engage in any of the following exercises.
- 37% of practitioners participate in other group exercises compared to just 9% of the general population.

Q. Which of the following activities, if any, do you regularly engage in? (Select all that apply)
Yoga Practitioners have a More Positive Image of Themselves

Practitioners are more likely to report they have a clear mind, give back the community, and have strong, agile bodies than non-practitioners or the public at large.

Q. To what extent do you agree or disagree with each of the following? (Select one per row)
Practitioners are Environmentally and Socially Mobilized

Over 50% of practitioners report eating sustainable foods and living green compared to a third of Americans. Nearly 50% of all practitioners report donating time to their communities compared to just 26% of non-yoga practitioners.

Q. Do any of the following apply to you? (Select all that apply)
There is Greater Awareness of the History and Philosophy of Yoga

9 in 10 Americans are aware of the practice of yoga.

Familiarity with History and Philosophy of yoga

- **Very familiar**: 8% General Population, 23% Practitioner
- **Somewhat familiar**: 24% General Population, 59% Practitioner
- **Heard of it, but know almost nothing**: 16% General Population, 57% Practitioner
- **Never heard of it**: 11% General Population, 1% Practitioner

*In 2012:*
- 24.1% of Americans were unfamiliar with yoga.
- 29.6% heard of it but were not interested.

Q. How familiar are you, if at all, with the philosophy and history of yoga? (Select one)
Americans See Many Positive Physical Benefits of Yoga

Yoga is broadly seen as a positive activity for physical and mental health.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoga is good for you</td>
<td>36%</td>
<td>39%</td>
<td>5%</td>
<td>2%</td>
<td>18%</td>
</tr>
<tr>
<td>Yoga is a physical activity designed to increase flexibility</td>
<td>35%</td>
<td>39%</td>
<td>6%</td>
<td>2%</td>
<td>18%</td>
</tr>
<tr>
<td>Yoga is a practice of the body</td>
<td>28%</td>
<td>45%</td>
<td>6%</td>
<td>2%</td>
<td>20%</td>
</tr>
<tr>
<td>Yoga is a stress-reliever</td>
<td>33%</td>
<td>40%</td>
<td>5%</td>
<td>2%</td>
<td>21%</td>
</tr>
<tr>
<td>Practicing yoga postures is a form of meditation</td>
<td>29%</td>
<td>43%</td>
<td>7%</td>
<td>2%</td>
<td>22%</td>
</tr>
<tr>
<td>Yoga is a practice of the mind</td>
<td>25%</td>
<td>43%</td>
<td>7%</td>
<td>2%</td>
<td>22%</td>
</tr>
<tr>
<td>Yoga enhances performance in other exercises/sports</td>
<td>26%</td>
<td>40%</td>
<td>6%</td>
<td>2%</td>
<td>26%</td>
</tr>
<tr>
<td>Yoga is spiritual</td>
<td>23%</td>
<td>40%</td>
<td>11%</td>
<td>3%</td>
<td>23%</td>
</tr>
<tr>
<td>Yoga is one part of a spiritual practice</td>
<td>21%</td>
<td>41%</td>
<td>11%</td>
<td>4%</td>
<td>24%</td>
</tr>
<tr>
<td>Yoga is a physical activity designed to increase strength</td>
<td>22%</td>
<td>37%</td>
<td>13%</td>
<td>5%</td>
<td>23%</td>
</tr>
<tr>
<td>Yoga is for really flexible people</td>
<td>17%</td>
<td>31%</td>
<td>22%</td>
<td>10%</td>
<td>19%</td>
</tr>
<tr>
<td>Yoga is for athletes</td>
<td>13%</td>
<td>27%</td>
<td>22%</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>Yoga is for women</td>
<td>15%</td>
<td>23%</td>
<td>19%</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>I enjoy/enjoyed practicing yoga</td>
<td>15%</td>
<td>19%</td>
<td>12%</td>
<td>16%</td>
<td>38%</td>
</tr>
<tr>
<td>Yoga is for young people</td>
<td>11%</td>
<td>18%</td>
<td>25%</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>Yoga is boring/too quiet</td>
<td>10%</td>
<td>18%</td>
<td>23%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Yoga is a fad</td>
<td>8%</td>
<td>15%</td>
<td>25%</td>
<td>29%</td>
<td>22%</td>
</tr>
<tr>
<td>Yoga is not physical enough</td>
<td>6%</td>
<td>13%</td>
<td>27%</td>
<td>29%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Perceptions of exclusivity are a barrier.

**Drivers of Interest in Practicing Yoga**

**Positive**
- I enjoy/enjoyed practicing yoga
- Practicing yoga postures is a form of meditation
- Yoga is good for you
- Yoga is a stress-reliever
- Yoga enhances performance in other exercises/sports

**Negative**
- Yoga is boring/too quiet
- Yoga is for really flexible people
- Yoga is for young people
- Yoga is not physical enough
- Yoga is spiritual

**No Impact**
- Yoga is a physical activity designed to increase flexibility
- Yoga is a practice of the mind
- Yoga is one part of a spiritual practice
- Yoga is a practice of the body
- Yoga is for women
- Yoga is a fad

**Likely to practice Yoga**
Yoga Practitioners

Understanding yoga practitioners
Profile of Yoga Practitioners

- Yoga practitioners are defined as people who have practiced yoga in the last 6 months in a group or private class setting and are not yoga teachers.
- Over 70 percent of yoga practitioners are women.
- They represent every region in the United States.
- They are from every age group.
- Yoga Enthusiasts are those who report practicing once a week or more.
- Non-regular practitioners are those who practice once a month or less.

<table>
<thead>
<tr>
<th>Region</th>
<th>Age</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>18 to 29</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>30 to 39</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>40 to 49</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>50 to 59</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>60+</td>
<td>21%</td>
</tr>
<tr>
<td>Midwest</td>
<td></td>
<td>28%</td>
</tr>
<tr>
<td>South</td>
<td></td>
<td>72%</td>
</tr>
<tr>
<td>West</td>
<td></td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>28%</td>
</tr>
</tbody>
</table>
A Regional Look at Yoga Practice in America

Percentage of population who are yoga practitioners (by U.S. Census Division)
Yoga Practitioner Experience

74% of yoga practitioners have been practicing for fewer than five years. 98% of practitioners consider themselves to be beginner-intermediate level practitioners.

Length of Time Practicing

- 0-1 years: 7%
- 1-5 years: 17%
- 6-10 years: 30%
- 10 years+: 44%

Level of Experience

- Beginning yoga practitioner: 56%
- Intermediate yoga practitioner: 42%
- Expert/Advanced yoga practitioner: 2%

Q. How long have you been practicing yoga? Your best estimate is fine (Select one)
Q. Do you consider yourself a... (Select one)
Q. For you, is yoga primarily a physical activity or a spiritual activity? (Select one)
Practicing Yoga – Outside the Studio

- 81% of practitioners have practiced yoga outside of the studio in the last 12 months.
- 24% of Americans have practiced yoga on their own in the last 12 months.

Q. Have you practiced yoga on your own (or with a video or app) and not a group or private class setting... (Select the most recent)
37% of Practitioners have Children Under the Age of 18 Who Have Practiced Yoga

Do you have a child under 18 in your household who has taken a yoga class/is a practitioner?

- Yes: 63%
- No: 37%
Over 90% of practitioners believe yoga enhances performance in other activities, and that yoga is generally good for you (96%).

Q. Do you agree or disagree with each of the following? (Select one per row)
The Majority of Practitioners Practice Once a Week or More

59% of practitioners practice at least once a week (yoga enthusiasts). 27% of practitioners are practicing once a month or less often.

Q. How frequently do you currently practice yoga? (Select one)

59% = Yoga Enthusiasts
Most Practitioners are Satisfied with Where They Currently Practice Yoga

The most common out-of-home venues are yoga studios and gyms.

<table>
<thead>
<tr>
<th>Practicing Venues</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>At home</td>
<td>65%</td>
</tr>
<tr>
<td>Health club or gym</td>
<td>48%</td>
</tr>
<tr>
<td>Yoga studio or center</td>
<td>45%</td>
</tr>
<tr>
<td>Community center</td>
<td>21%</td>
</tr>
<tr>
<td>Park</td>
<td>15%</td>
</tr>
<tr>
<td>Beach</td>
<td>12%</td>
</tr>
<tr>
<td>Hotel/resort</td>
<td>10%</td>
</tr>
<tr>
<td>Retreat center or spa</td>
<td>9%</td>
</tr>
<tr>
<td>School</td>
<td>9%</td>
</tr>
<tr>
<td>Body of water</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>Hospital/therapeutic wellness...</td>
<td>4%</td>
</tr>
<tr>
<td>None of the above</td>
<td>1%</td>
</tr>
</tbody>
</table>

91% of enthusiasts are satisfied with their current studio

Q. In which of these venues have you ever practiced yoga?
Q. Are you satisfied with your studio/center where you currently practice yoga? (Select one)
Personal Interest and Friends are the Top Two Reasons for Taking Up Yoga

A free class was a reason nearly 25% of practitioners began their practice.

Q. What encouraged you to start practicing yoga?

Yoga Practitioners

- Personal interest: 46%
- A friend: 33%
- Free class: 24%
- A relative or spouse: 15%
- A healthcare provider: 11%
- A work colleague: 7%
- Physical therapist: 6%
- Sports trainer/coach: 6%
- Advertising from a yoga studio: 6%
- Other (please specify): 5%
Flexibility and Stress Relief and Reduction are the Two Top Reasons Practitioners Began and Continue

50% of respondents cited improving overall health as a reason to start and to continue practicing.

Q. Which of the following personal reasons motivated you to start practicing yoga?

- Flexibility: 61%
- Stress relief/reduction: 56%
- General fitness/conditioning: 49%
- Improve overall health: 49%
- Physical fitness/getting in better shape: 44%
- Strength: 42%
- Mental health: 37%
- Spiritual development: 24%
- Weight loss: 21%
- Physical therapy: 18%
- Medical condition...: 10%
- Prenatal health: 3%
- None of the above: 12%
- Other: 1%

Q. Which of the following personal reasons currently motivate you to practice yoga?

- Flexibility: 59%
- Stress relief/reduction: 53%
- General fitness/conditioning: 47%
- Improve overall health: 48%
- Physical fitness/getting in better shape: 42%
- Strength: 40%
- Mental health: 35%
- Spiritual development: 23%
- Weight loss: 20%
- Physical therapy: 14%
- Medical condition...: 9%
- Prenatal health: 3%
- None of the above: 2%
- Other: 1%

I want to become a teacher: 2%

Yoga Practitioners

Non-regulars

Enthusiasts

Ipsos

Public Affairs
### Cost, Convenience and Quality of Instruction are the most Important Studio Traits to Practitioners

<table>
<thead>
<tr>
<th>Trait</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>50%</td>
</tr>
<tr>
<td>Convenience</td>
<td>48%</td>
</tr>
<tr>
<td>Quality of instruction</td>
<td>48%</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>46%</td>
</tr>
<tr>
<td>Personality of teacher(s)</td>
<td>38%</td>
</tr>
<tr>
<td>Spaciousness/lack of crowding</td>
<td>31%</td>
</tr>
<tr>
<td>Variety of classes offered</td>
<td>31%</td>
</tr>
<tr>
<td>Afternoon/evening classes offered</td>
<td>21%</td>
</tr>
<tr>
<td>Reputation</td>
<td>20%</td>
</tr>
<tr>
<td>Philosophy of studio</td>
<td>17%</td>
</tr>
<tr>
<td>Weekend classes offered</td>
<td>17%</td>
</tr>
<tr>
<td>Privacy</td>
<td>16%</td>
</tr>
<tr>
<td>Morning classes offered</td>
<td>16%</td>
</tr>
<tr>
<td>60 minute classes offered</td>
<td>16%</td>
</tr>
<tr>
<td>Social interaction</td>
<td>14%</td>
</tr>
<tr>
<td>Reviews or Ratings</td>
<td>12%</td>
</tr>
<tr>
<td>Mid-day classes offered</td>
<td>8%</td>
</tr>
<tr>
<td>Shower/locker-room facilities</td>
<td>7%</td>
</tr>
<tr>
<td>90 minute classes offered</td>
<td>7%</td>
</tr>
<tr>
<td>2 hour classes offered</td>
<td>4%</td>
</tr>
<tr>
<td>Food and/or beverage service offered</td>
<td>3%</td>
</tr>
<tr>
<td>Star teachers/yoga celebrities</td>
<td>3%</td>
</tr>
<tr>
<td>None of the above</td>
<td>3%</td>
</tr>
<tr>
<td>Boutique/products/apparel provided for sale</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>
Top Qualities of Yoga Teachers Center around Personality and Knowledge

Practitioners believe warm and friendly demeanor, clarity, and knowledge of yoga poses are characteristics that make for a great yoga teacher.

Q. What are the characteristics of a great yoga teacher? (Select all that apply)

- Warm and friendly: 66%
- Easily understood or clear with instruction: 64%
- Is knowledgeable about the poses: 61%
- Helpful: 59%
- Approachable: 58%
- Gives physical corrections to adjust my body: 56%
- Knows the "art of sequencing" poses: 38%
- Participates in ongoing learning: 35%
- Is challenging: 30%
- Focuses on the spiritual aspect of yoga: 26%
- None of these: 2%
- Other: 1%
Nearly 50% of Yoga Practitioners Have Never Left a Class Early

Only 10% yoga practitioners left early because of overcrowding.

Q. Have you ever left an organized yoga class early because... (Select all that apply)

- Too crowded: 11%
- Some other reason: 7%
- The teacher was not good: 7%
- You felt ill: 7%
- You did not like the style of yoga practiced: 6%
- None of these: 27%
- I've never left a class early: 45%
Over 60% of Practitioners are Interested in Attending Yoga Events

The level of interest is higher than past reported attendance.

How interested would you be in attending any of the following in the next 12 months?

- A yoga event in a public place (i.e. a park)
  - Very interested: 31%
  - Somewhat interested: 34%
  - Not very interested: 21%
  - Not at all interested: 14%

- A yoga retreat
  - Very interested: 28%
  - Somewhat interested: 34%
  - Not very interested: 24%
  - Not at all interested: 14%

- A yoga event at a studio, gym, etc.
  - Very interested: 46%
  - Somewhat interested: 39%
  - Not very interested: 9%
  - Not at all interested: 6%

- A free yoga class
  - Very interested: 64%
  - Somewhat interested: 29%
  - Not very interested: 4%
  - Not at all interested: 3%

Q. Have you ever attended any of the following? (Select all that apply)
Q. How interested would you be in attending any of the following in the next 12 months?
## Survey Data Indicates that Practitioners spend over $16 billion on Yoga

Business has increased from the estimated $10b in 2012.

### Total Yoga Spend by Practitioners

<table>
<thead>
<tr>
<th>Item</th>
<th>Last year</th>
<th>Last six month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoga classes (either per class or passes)</td>
<td>$5,800</td>
<td>$2,500</td>
</tr>
<tr>
<td>Yoga clothes (pants, shirts, etc.)</td>
<td>$4,600</td>
<td>$2,200</td>
</tr>
<tr>
<td>Yoga equipment (mats, straps, etc.)</td>
<td>$3,600</td>
<td>$2,300</td>
</tr>
<tr>
<td>Yoga accessories (oils, crystals, jewelry, etc.)</td>
<td>$2,800</td>
<td></td>
</tr>
</tbody>
</table>

### Yoga Spend Trend

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoga classes</td>
<td>$5,800</td>
<td>$5,800</td>
</tr>
<tr>
<td>Yoga clothes</td>
<td>$4,600</td>
<td>$4,600</td>
</tr>
<tr>
<td>Yoga equipment</td>
<td>$3,600</td>
<td>$3,600</td>
</tr>
<tr>
<td>Yoga accessories</td>
<td>$2,800</td>
<td></td>
</tr>
</tbody>
</table>

Totals extrapolated from survey data average spend (Q28), doubled for the whole year and multiplied by the number of practitioners.

* 2012 data from Sports Marketing Surveys USA
* 2016 data from Ipsos Public Affairs
Yoga Practitioners Spend the Most Money on Classes and Instruction

Nearly 70% of practitioners report purchasing yoga clothing in the last 6 months.

In the past six months, how much have you spent on the following?

<table>
<thead>
<tr>
<th>Item</th>
<th>Nothing</th>
<th>Less than $50</th>
<th>$50-$99</th>
<th>$100-$199</th>
<th>$200 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoga equipment (mats, straps, etc.)</td>
<td>39</td>
<td>36</td>
<td>14</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Yoga clothes (pants, shirts, etc.)</td>
<td>30</td>
<td>34</td>
<td>19</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Yoga classes (either per class or passes)</td>
<td>31</td>
<td>27</td>
<td>17</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Yoga accessories (oils, crystals, jewelry, etc.)</td>
<td>65</td>
<td>19</td>
<td>8</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

Q. In the past six months, how much have you spent on the following? Your best estimate is fine.
Function and Performance are the Most Important Factors When Choosing Yoga Products

Price and comfort are the next most important factors when choosing products.

- Function/performance: 24%
- Price: 21%
- Comfort: 14%
- Friend's recommendation: 10%
- Convenience: 9%
- Product is used by my yoga teacher: 5%
- Eco-friendly: 4%
- Other: 3%
- Internet search: 3%
- Recommendation found on a yoga website: 2%
- Sponsorship: 1%
- On display at retail store: 1%
- Brand name: 1%

26% of non-regulars yoga practitioners say price is important (#1 factor)
Practitioners Get Information About Yoga from Class

Friends and the Internet are other top common ways to obtain information about yoga.

Q. Where did/do you get information about yoga?
- In yoga class: 48%
- Friends: 40%
- Internet / Web sites: 36%
- Online audio/video downloads & apps: 19%
- Videos / DVDs: 18%
- Magazines: 17%
- Yoga Journal: 15%
- Books: 13%
- Streaming videos / podcasts: 12%
- Television: 11%
- Emailed / online newsletters: 10%
- Newspapers: 6%
- Other/Something else: 5%
- Printed newsletters: 5%
- Yoga conferences / retreats: 5%
- None of these: 9%

Q. What yoga or yoga related publications do you regularly use? (Select all that apply)
- Yoga Journal: 57%
- Friends and the Internet: 17%
- Internet: 18%
- Online audio/video downloads & apps: 19%
- Videos / DVDs: 18%
- Magazines: 17%
- Yoga Journal: 15%
- Books: 13%
- Streaming videos / podcasts: 12%
- Television: 11%
- Emailed / online newsletters: 10%
- Newspapers: 6%
- Other/Something else: 5%
- Printed newsletters: 5%
- Yoga conferences / retreats: 5%
- None of these: 9%

Q. Are you familiar with Yoga Journal? (Select one)
- Yes, I am a subscriber: 8%
- Yes, I read it occasionally: 17%
- Yes, I have heard of it, but never read it: 18%
- No, I have never read it or heard of it: 57%

Yoga Publications Regularly Used
- Yoga Journal: 73%
- None of these: 2%
- Something else: 15%

Ipsos Public Affairs
Non-Practitioners

Perspectives of those who have never tried yoga or have lapsed their practice
There are 208 million non-practitioners in the U.S.

Practice of Yoga

- Practitioners (15% = 36.7m)
- Lapsed practitioners (13% = 31.8m)
- Non Practitioners (85% = 208m)
- Never tried yoga (72% = 176m)

Q. Have you participated in a group or private yoga class... (Select the most recent)
Lapsed Practitioners and Never-Practitioners Experience Different Barriers

**Why Haven’t You Practiced Yoga Recently (or Ever)?**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Lapsed Yogi</th>
<th>Never Tried Yoga</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsure if it's right for me</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Do not know how to get started</td>
<td>19%</td>
<td>10%</td>
</tr>
<tr>
<td>I don't exercise</td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td>I feel out of place</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>No place locally to go</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>I do/did not enjoy it</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>It is too expensive</td>
<td>18%</td>
<td>10%</td>
</tr>
<tr>
<td>My body type is not right for yoga</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>I find it too challenging for my body</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>The &quot;spirituality&quot; aspect of the practice bothers me</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>I didn't do very well</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Yoga is too hard</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Not a tough workout</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>It is too easy</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>I do/did not like the teacher</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Q. Why have you not practiced yoga within the past six months (or ever)? (Select all that apply)

Never tried yoga people point to barriers to entry and lack of information.

Lapsed practitioners point to convenience, cost and experience barriers.
Non-practitioners believe yoga will enhance performance in other activities (61%).

- Yoga is good for you: 30% Strongly agree, 41% Somewhat agree, 41% All Americans (total agree)
- Yoga is a physical activity designed to increase flexibility: 32% Strongly agree, 40% Somewhat agree, 40% All Americans (total agree)
- Yoga is a practice of the body: 24% Strongly agree, 46% Somewhat agree, 46% All Americans (total agree)
- Yoga is a stress-reliever: 28% Strongly agree, 41% Somewhat agree, 41% All Americans (total agree)
- Practicing yoga postures is a form of meditation: 24% Strongly agree, 44% Somewhat agree, 44% All Americans (total agree)
- Yoga is a practice of the mind: 21% Strongly agree, 43% Somewhat agree, 43% All Americans (total agree)
- Yoga enhances performance in other exercises/sports: 21% Strongly agree, 40% Somewhat agree, 40% All Americans (total agree)
- Yoga is spiritual: 19% Strongly agree, 40% Somewhat agree, 40% All Americans (total agree)
- Yoga is one part of a spiritual practice: 17% Strongly agree, 41% Somewhat agree, 41% All Americans (total agree)
- Yoga is a physical activity designed to increase strength: 17% Strongly agree, 37% Somewhat agree, 37% All Americans (total agree)
- Yoga is for really flexible people: 15% Strongly agree, 32% Somewhat agree, 32% All Americans (total agree)
- Yoga is for athletes: 9% Strongly agree, 25% Somewhat agree, 25% All Americans (total agree)
- Yoga is for women: 13% Strongly agree, 23% Somewhat agree, 23% All Americans (total agree)
- I enjoy/enjoyed practicing yoga: 7% Strongly agree, 16% Somewhat agree, 16% All Americans (total agree)
- Yoga is for young people: 8% Strongly agree, 17% Somewhat agree, 17% All Americans (total agree)
- Yoga is boring/too quiet: 9% Strongly agree, 19% Somewhat agree, 19% All Americans (total agree)
- Yoga is a fad: 6% Strongly agree, 14% Somewhat agree, 14% All Americans (total agree)
- Yoga is not physical enough: 3% Strongly agree, 11% Somewhat agree, 11% All Americans (total agree)
Among Non-Practitioners, Enjoyment and Stress Relief are Key Drivers of Consideration to Practice Yoga

Drivers of Interest in Practicing Yoga

**Positive Drivers**
- I enjoy/enjoyed practicing yoga
- Practicing yoga postures is a form of meditation
- Yoga is good for you
- Yoga is a stress-reliever
- Yoga enhances performance in other exercises/sports

**Negative Drivers**
- Yoga is boring/too quiet
- Yoga is for young people
- Yoga is spiritual

**No Impact**
- Yoga is a physical activity designed to increase flexibility
- Yoga is not physical enough
- Yoga is a practice of the mind
- Yoga is one part of a spiritual practice
- Yoga is a practice of the body
- Yoga is for athletes
- Yoga is for women
- Yoga is a fad
- Yoga is for really flexible people
- Yoga is a physical activity designed to increase strength

Likely to practice Yoga
Yoga Teachers

A look into the yoga teacher community – both experienced teachers and those who are currently in training
Survey Data Indicates There are Two People Interested in Becoming a Teacher for Every One Actual Teacher

Additionally, there are two people in training to be a yoga teacher for every active teacher.

**Are You Currently A Yoga Teacher?**

- **Current yoga teachers:** 32%
- **In yoga teacher training:** 68%

Q. Are you currently a yoga teacher?
Yoga Teachers and Trainees are Active Practitioners in Their Own Right

- Over 80% have participated in a yoga class in the last week as students.
- Over 82% have practiced yoga on their own in the last week.

Practicing Outside the Studio

- Today: 30%
- In the last week: 5%
- In the last month: 14%
- In the last 6 months: 2%
- In the last 12 months: 1%
- I've never practiced or done yoga on my own: 53%

Practicing in a Group or Private Class

- Today: 11%
- In the last week: 5%
- In the last month: 22%
- In the last 6 months: 62%

Likelihood of Practicing in the next 12 months

- Very Likely: 85%
- Somewhat Likely: 15%

Q. Have you participated in a group or private yoga class...(Select the most recent)
Q. Have you practiced yoga on your own (or with a video or app) and not a group or private class setting... (Select the most recent)
Q. How likely are you to practice yoga in the next 12 months
Yoga Teachers and Trainees are Extremely Active Individuals

Yoga teachers and trainees are very active outside of their yoga practice, with 98% reporting participating in various activities outside of yoga.

Q. Which of the following activities, if any, do you regularly engage in? (Select all that apply)
Yoga Teachers and Trainees Have an Extremely Positive Image of Their Capabilities

Yoga teachers and trainees are even more likely to report they have a clear mind, give back the community, and have strong, agile bodies than yoga practitioners and non-practitioners.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Yoga teachers and trainees</th>
<th>Yoga Practitioners</th>
<th>Non-Yoga Practitioners</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have a strong sense of mental clarity</td>
<td>94%</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>I have good balance</td>
<td>95%</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>I am physically strong</td>
<td>89%</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>I have good physical agility or dexterity</td>
<td>91%</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>I give back to the community</td>
<td>89%</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>I have a good range of motion or flexibility</td>
<td>93%</td>
<td>78%</td>
<td></td>
</tr>
</tbody>
</table>

Q. To what extent do you agree or disagree with each of the following? (Select one per row)
Yoga Teachers and Trainees are Tuned into Environmental and Social Issues

Yoga teachers and trainees are on par with yoga practitioners when it comes to living and eating consciously. Yoga teachers and trainees are twice as likely to be vegetarians and three times as likely to use natural health and beauty products than the general public.

Q. Do any of the following apply to you? (Select all that apply)

- I try to eat sustainable or local foods
- I try to live green
- I donate time to my community
- I buy organic food
- I use natural health and beauty products
- I meditate
- None of these
- I am a vegetarian

General Population
Yoga teachers and trainees
Yoga Practitioners
Nearly all yoga teachers and trainees practice at least once a week, with most reporting practicing multiple times a week.
Most Teachers and Trainees are Experienced Practitioners

20% of yoga teachers have been practicing yoga for more than 10 years, and 25% of teachers in training have been practicing for 6 years or more.

**Yoga Teachers**
- 0-1 years: 2%
- 1-2 years: 25%
- 3-5 years: 18%
- 6-10 years: 20%
- 11 years plus: 35%

**Those Currently in Training**
- 0-1 years: 3%
- 1-2 years: 7%
- 3-5 years: 18%
- 6-10 years: 44%
- 11 years plus: 28%

Q. How long have you been practicing yoga? Your best estimate is fine (Select one)
Q. Do you consider yourself a... (Select one)
Over Half of Yoga Teachers Have Been Teaching for More Than 6 Years

There is also an up and coming group of yoga teachers – 64% of teachers in training have been teaching for fewer than 2 years.

**Length of Time Teaching**

- **Less than a year:**
  - Teachers in Training: 20%
  - Yoga Teachers: 5%
- **1-2 years:**
  - Teachers in Training: 44%
  - Yoga Teachers: 8%
- **3-5 years:**
  - Teachers in Training: 31%
  - Yoga Teachers: 32%
- **6-10 years:**
  - Teachers in Training: 4%
  - Yoga Teachers: 38%
- **11 years plus:**
  - Teachers in Training: 1%
  - Yoga Teachers: 17%

Q. How long have you been teaching yoga? Your best estimate is fine (Select one)
Yoga Teachers, Trainees and Practitioners Believe the Same Qualities Make for a Good Yoga Teacher

Yoga teachers, trainees and practitioners agree that a warm and friendly demeanor, clear instruction, and knowledge about the poses are qualities of a great teacher.

Q. What are the characteristics of a great yoga teacher?
Over 90% of yoga teachers expressed interest in attending all of these events, while past reported attendance is much lower than 90%.

**How interested would you be in attending these events?**

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Teachers in Training</th>
<th>Yoga Teachers</th>
</tr>
</thead>
<tbody>
<tr>
<td>A free yoga class</td>
<td>74% 22%</td>
<td>64% 33%</td>
</tr>
<tr>
<td>A yoga event at a studio, gym, etc.</td>
<td>66% 33%</td>
<td>67% 24%</td>
</tr>
<tr>
<td>Yoga training program (course to deepen your yoga practice)</td>
<td>67% 30%</td>
<td>56% 38%</td>
</tr>
<tr>
<td>Yoga teacher training program (course to strengthen your teaching)</td>
<td>64% 33%</td>
<td>62% 29%</td>
</tr>
<tr>
<td>A yoga event in a public place (i.e. a park)</td>
<td>65% 31%</td>
<td>54% 37%</td>
</tr>
<tr>
<td>A yoga retreat</td>
<td>62% 34%</td>
<td>59% 27%</td>
</tr>
</tbody>
</table>

Q. How interested would you be in attending any of the following in the next 12 months?
Function and Performance are the Most Important Factors When Choosing Yoga Products

Word of mouth and comfort are the next most important factor for choosing products.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Function/Performance</td>
<td>20%</td>
</tr>
<tr>
<td>Friend's recommendation</td>
<td>13%</td>
</tr>
<tr>
<td>Comfort</td>
<td>13%</td>
</tr>
<tr>
<td>Product is used by my yoga teacher</td>
<td>8%</td>
</tr>
<tr>
<td>Eco-friendly</td>
<td>8%</td>
</tr>
<tr>
<td>Price</td>
<td>8%</td>
</tr>
<tr>
<td>Convenience</td>
<td>6%</td>
</tr>
<tr>
<td>Internet search</td>
<td>6%</td>
</tr>
<tr>
<td>Recommendation found in yoga magazine</td>
<td>5%</td>
</tr>
<tr>
<td>Recommendation found on a yoga website</td>
<td>5%</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>4%</td>
</tr>
<tr>
<td>Brand name</td>
<td>3%</td>
</tr>
<tr>
<td>On display at retail store</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

Q. Which is the most important factor for you in choosing a particular yoga-related product? (Select one)
Yoga Journal is the Primary Source of Information for Yoga Teachers and Trainees

Over 61% report utilizing Yoga Journal as a resource for information.

Q. Where did/do you get information about yoga?
67% of yoga teachers work fewer than 10 hours per week.

**How many hours a week do you lead classes?**

- **41 hours or more a week**: 2%
- **31 to 40 hours a week**: 5%
- **21 to 30 hours a week**: 8%
- **11 to 20 hours a week**: 19%
- **5 to 10 hours a week**: 30%
- **Fewer than 5 hours a week**: 37%

Q. How many hours a week do you lead yoga classes? (Select one)
Only 29% of Yoga Teachers Report Yoga is Their Primary Source of Income

Is yoga your primary income?

- Your primary source of income: 29% Teachers, 17% Teachers in Training
- A part-time job that provides spending money: 30% Teachers, 28% Teachers in Training
- A hobby, or avocation, which makes me feel good: 33% Teachers, 49% Teachers in Training
- Other: 5% Teachers, 2% Teachers in Training
- None of these: 3% Teachers, 4% Teachers in Training

Q. Of the following, do you consider teaching yoga... (Select one)
Most Yoga Teachers and Trainees are Paid a Flat Fee Per Class

Nearly half of all yoga teachers and trainees report being independent contractors.

Q. Of the following, do you consider teaching yoga... (Select one)

Q. How many hours a week do you lead yoga classes? (Select one)
Social Media is the Primary Method of Promoting Classes

Yoga teachers and trainees also seek referrals from within the yoga community.

Promoting Yoga Classes

- 62% Post on social media
- 43% Seek referrals from other yoga teachers
- 24% Seek referrals from other exercise/class teachers
- 12% Other

Q. Which social media channels do you follow/use when it comes to your yoga practice? (Select all that apply)
Q. Do you regularly do any of the following to promote your yoga classes? (Select all that apply)
# Improving Personal Practice and Learning are Top Reasons Teachers Use Social Media

Yoga teachers and trainees are using Facebook and YouTube most frequently.

## Social Media Channels Followed/Used

<table>
<thead>
<tr>
<th>Social Media Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>66%</td>
</tr>
<tr>
<td>YouTube</td>
<td>57%</td>
</tr>
<tr>
<td>Twitter</td>
<td>40%</td>
</tr>
<tr>
<td>Instagram</td>
<td>36%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15%</td>
</tr>
<tr>
<td>Blog</td>
<td>14%</td>
</tr>
<tr>
<td>Flickr</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>

## Reasons for Following Social Media

<table>
<thead>
<tr>
<th>Reason for Following Social Media</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>How to improve in your practice</td>
<td>41%</td>
</tr>
<tr>
<td>Information on poses</td>
<td>41%</td>
</tr>
<tr>
<td>Tips in general</td>
<td>40%</td>
</tr>
<tr>
<td>Health-related information</td>
<td>35%</td>
</tr>
<tr>
<td>Tracking trends</td>
<td>31%</td>
</tr>
<tr>
<td>Classes to take on your own</td>
<td>30%</td>
</tr>
<tr>
<td>Current news in yoga practice</td>
<td>29%</td>
</tr>
<tr>
<td>Current news in yoga industry</td>
<td>27%</td>
</tr>
<tr>
<td>Learning the business</td>
<td>27%</td>
</tr>
<tr>
<td>None of these</td>
<td>6%</td>
</tr>
</tbody>
</table>

Q. What are you typically looking for when you go to these yoga resources? (Select all that apply)

Q. Which social media channels do you follow/use when it comes to your yoga practice? (Select all that apply)
More Than Half of Teachers and Trainees Report Posting a Yoga Selfie and Making and Distributing Yoga Instructional Videos

Nearly 30% reported making money from these posts or videos.

**Have you ever posted a yoga selfie?**

- Yes: 42%
- No: 58%

**Have you ever made and distributed a yoga instructional video?**

- Yes, a professional yoga video: 31%
- Yes, an amateur yoga video: 23%
- No: 47%

**Did you make any money from these posts or videos?**

- Yes: 71%
- No: 29%

Q. Have you ever made and distributed a yoga instructional video?
Q. Have you ever posted a yoga selfie?
Q. Did you make any money from these posts or videos? (Select one)
Yoga Teachers and Trainees Teach Most Frequently at Yoga Studios

Over 95% of yoga teachers are satisfied with the location where they are currently teaching.

Q. In which of these venues have you ever instructed a yoga class? (Select all that apply)

- Yoga studio or center: 51%
- At home: 46%
- Community center: 38%
- Health club or gym: 37%
- Retreat center or spa: 23%
- Beach: 19%
- School: 17%
- Body of water: 16%
- Hotel/resort: 13%
- Hospital/therapeutic wellness center: 11%
- None of the above: 3%

Q. In which of these venues do you most frequently instruct yoga classes? (Select one)

- Yoga studio or center: 29%
- At home: 20%
- Community center: 19%
- Health club or gym: 17%
- Retreat center or spa: 5%
- School: 5%
- None of the above: 4%

Satisfaction with Studio

- Yes: 96%
- No: 4%
Yoga Journal is Read by Over 80% of Yoga Teachers and Trainees

Are you familiar with Yoga Journal?

- 43% Yes, I am a subscriber
- 9% Yes, I read it occasionally either online or hard copy
- 8% Yes, I have heard of it, but never read it.
- 4% No, I have never read it or heard of it

Yoga Alliance Registration

Teachers

- 43% Yes, I am a Registered Yoga teacher (RYT200® or RYT500®).
- 6% Yes, I am an Experienced Registered Yoga teacher (E-RYT200® or E-RYT500®).

Trainees

- 18% Yes, I am a Registered Yoga teacher (RYT200® or RYT500®).
- 12% Yes, I am an Experienced Registered Yoga teacher (E-RYT200® or E-RYT500®).

Q. Are you familiar with Yoga Journal? Q. Are you familiar with Yoga Alliance?
<table>
<thead>
<tr>
<th>Yoga Teachers</th>
<th>Region</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Midwest</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>West</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>Percent</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>48%</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>Percent</td>
<td></td>
</tr>
<tr>
<td>18 to 34</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>35 to 54</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>55+</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yoga Teachers in Training</th>
<th>Region</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Midwest</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>West</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>Percent</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>Percent</td>
<td></td>
</tr>
<tr>
<td>18 to 34</td>
<td>62%</td>
<td></td>
</tr>
<tr>
<td>35 to 54</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>55+</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>
Yoga Studios

Perspectives of yoga studio owners
Most Yoga Studio Owners Believe that Yoga in America is Headed in the Right Direction

Many studio owners reported that increased accessibility and interest in yoga as the main reasons for their positive outlook.

Yoga in America

Q. Generally speaking, do you think that the practice of yoga in America is moving in the right direction, or is it on the wrong track?
Q. In your own words, why do you think yoga in America is [Response from above]?

59% Right Direction
32% Wrong Track

“I think it is headed in the wrong direction because it is more geared toward fitness and less towards spirituality and lost the tradition.”

“Yoga is headed in the right direction because it is drawing in younger people and yoga is a sustainable practice.”

“Right direction - I think its really open for people to practice how they want to and people interpret yoga in the way that fits them best there is plenty of variety and different styles and plenty of information for people to learn.”

“Right Direction because it is becoming available to more and more communities”
This Study Focused on Independent Yoga Studios

Most of our studio owner sample represented independent yoga studios rather than gyms or health clubs.

Q. What type of facility is your yoga studio? Is your yoga facility...

- An independent yoga studio or center: 69%
- Out of a home or other private location: 13%
- Part of a chain of yoga studios or centers: 5%
- Something else: 5%
- At a community or civic center: 3%
- At a retreat center or spa: 2%
- At a health club or gym: 2%
- At a hospital/therapeutic wellness center: 2%
- At a school: 1%

Most of our studio owner sample represented independent yoga studios rather than gyms or health clubs.
Most studio owners have managed/owned their studios for less than five years (71%).

### Length of Time Owning Studio

<table>
<thead>
<tr>
<th>Question</th>
<th>0-1 years</th>
<th>2-5 years</th>
<th>6-10 years</th>
<th>11 years+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your current yoga studio been in operation?</td>
<td>6%</td>
<td>38%</td>
<td>38%</td>
<td>27%</td>
</tr>
<tr>
<td>You owned or managed yoga studios beyond your current location?</td>
<td>44%</td>
<td>12%</td>
<td>10%</td>
<td>22%</td>
</tr>
<tr>
<td>You owned or managed your current yoga studio?</td>
<td>30%</td>
<td>41%</td>
<td>23%</td>
<td>25%</td>
</tr>
</tbody>
</table>

### Yoga Space Uses

<table>
<thead>
<tr>
<th>Question</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q. About how long, in years, have you owned or managed your current yoga studio?</td>
<td>37%</td>
</tr>
<tr>
<td>You owned or managed yoga studios beyond your current location?</td>
<td>62%</td>
</tr>
<tr>
<td>Your current yoga studio been in operation?</td>
<td>1%</td>
</tr>
<tr>
<td>Q. Is your yoga space dedicated to yoga practice or do you share it with other activities?</td>
<td>37%</td>
</tr>
</tbody>
</table>
49% of Yoga Studios Serve 100 Students or More Per Week

More than half of yoga studios offer 30 more classes per week.

**Number of Classes Offered per Week**
- 1-15 classes: 1%
- 16-30 classes: 11%
- 31-50 classes: 18%
- 51+ classes: 19%
- Don't know/Refused: 51%

**Number of Students Attending per Week**
- 0-100 students: 1%
- 101-200 students: 11%
- 201-500 students: 18%
- 500+ students: 51%
- Don't know/Refused: 19%

Q. About how many yoga classes does your studio offer in an average week? Your best estimate is fine.
Q. And about how many students does your studio have in an average week? Again, your best estimate is fine.
50% of Yoga Studios Employ Five or Fewer Teachers

The number of Yoga Alliance Registered Yoga Teachers closely reflects the number of yoga teachers working in yoga studios.

Number of Regular Teachers

- 15-20 teachers: 50%
- 6-10 teachers: 27%
- 1-5 teachers: 16%
- 21+ teachers: 7%

Number of Yoga Alliance Credentialed Teachers

- 15-20 teachers: 56%
- 6-10 teachers: 23%
- 1-5 teachers: 12%
- 21+ teachers: 6%
- Don't know/Refused: 3%
72% of Studio Owners Recognize Yoga Alliance’s Credential as Very Important for Their Teachers

91% of studio owners believe it is important for their teachers to have Yoga Alliance’s credential to teach at their studios.

Teacher Characteristics Importance

- **Helpful to students**: 97% Very important, 3% Somewhat important
- **Easily understood or clear with instruction**: 95% Very important, 5% Somewhat important
- **Approachable**: 94% Very important, 7% Somewhat important
- **Is knowledgeable about the poses**: 93% Very important, 7% Somewhat important
- **Warm and friendly**: 84% Very important, 16% Somewhat important
- **Participates in ongoing learning**: 84% Very important, 16% Somewhat important
- **Knows the “art of sequencing” poses**: 73% Very important, 21% Somewhat important, 4% Not very important
- **Formal training or credential (e.g., RYT®, E-RYT®)**: 72% Very important, 19% Somewhat important, 6% Not very important
- **Focuses on the spiritual aspect of yoga**: 47% Very important, 38% Somewhat important, 11% Not very important
- **Gives physical corrections to adjust the student’s body**: 44% Very important, 40% Somewhat important, 11% Not very important
- **Is challenging**: 26% Very important, 49% Somewhat important, 18% Not very important, 6% Not at all important

Q. How important is it for your yoga teachers to have each of the following attributes? Is it very important, somewhat important, not very important or not at all important?
Yoga Studio Owners use Referrals from Friends and Other Yoga Teachers to Hire New Teachers

Nearly 60% of studio owners encourage students to begin working as teachers.

Q. How do you find new yoga teachers when you need them? I’ll read a list of some potential activities, just say yes or no for each. Do you...

- Ask your current yoga teachers for referrals: 68%
- Ask friends or professional acquaintances for referrals: 65%
- Encourage existing students to start working as teachers: 59%
- Inquire with a yoga school or teacher training institution: 51%
- Post jobs online: 25%
- Yoga Alliance Registry: 25%
- Post jobs in local newspapers or circulars: 8%
Studio Owners Primarily Market to Their Students Before and After Class in Person

Studio owners also utilize their technological resources to email students directly or post messages to their websites, and to social media.

Q. How do you typically communicate with current students? Do you...
Q. And what do you do when you are trying to attract new students? Do you...

<table>
<thead>
<tr>
<th>Method</th>
<th>Current Students</th>
<th>New Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post things to your own website</td>
<td>92%</td>
<td>93%</td>
</tr>
<tr>
<td>Communicate before or after class</td>
<td>90%</td>
<td>88%88%</td>
</tr>
<tr>
<td>Post things to online social media</td>
<td>87%</td>
<td>91%</td>
</tr>
<tr>
<td>Post information in or just outside your studio</td>
<td>86%</td>
<td>95%</td>
</tr>
<tr>
<td>Email directly with students</td>
<td>77%79%</td>
<td>75%74%</td>
</tr>
<tr>
<td>Attend local events or gatherings</td>
<td>39%</td>
<td>38%</td>
</tr>
<tr>
<td>Post information in public spaces in your area</td>
<td>38%</td>
<td>43%</td>
</tr>
<tr>
<td>Have ads or other info printed in local newspapers or magazines</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>Have ads or other info printed online with local newspapers or blogs</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>Send physical mail directly to students</td>
<td>20%</td>
<td>24%</td>
</tr>
</tbody>
</table>
A Vast Majority of Yoga Teachers Communicate with Their Current or Prospective Students Using Social Media

Facebook and Instagram are the most common platforms utilized.

Social Media Sites Used to Communicate with New and Current Students

- Facebook: 89%
- Instagram: 50%
- Twitter: 48%
- YouTube: 31%
- Something else: 27%
- Tumblr: 3%
- No social media: 10%

Q. What social media sites do you use to communicate with current or new students?
A Large Majority of Studio Owners are Familiar with Yoga Journal and Yoga Alliance

Studio owners have an overwhelming favorable opinion of both Yoga Journal and Yoga Alliance.

Q. How familiar are you, if at all, with the following organizations?

<table>
<thead>
<tr>
<th>Organization</th>
<th>Very familiar</th>
<th>Somewhat familiar</th>
<th>Only know the name</th>
<th>Never heard of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoga Journal</td>
<td>83%</td>
<td>14%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Yoga Alliance</td>
<td>77%</td>
<td>17%</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Q. And taking everything you know or have heard, how favorable are you towards the following organizations?

<table>
<thead>
<tr>
<th>Organization</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Somewhat unfavorable</th>
<th>Very unfavorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoga Journal</td>
<td>38%</td>
<td>48%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Yoga Alliance</td>
<td>38%</td>
<td>42%</td>
<td>13%</td>
<td>6%</td>
</tr>
</tbody>
</table>
A Majority of Yoga Studios Produce Revenue from Sources Other than Yoga Classes

22% of yoga studio owners report having over $100,000 in income for the yoga studio last year.

---

Q. In the last year, was the total income for your yoga studio...
Q. Does your studio have income from sources other than yoga classes?
Q. Which of the following, if any, are additional sources of income for your yoga studio?

---

**Additional sources of income**

- Other fitness or exercise classes: 35%
- Other wellness or health services: 72%
- Selling yoga apparel, equipment or accessories: 66%
- Renting space out to other organizations: 52%

---

**Income Distribution**

- More than $200,000: 11%
- Between $100,000 and $200,000: 11%
- Between $50,000 and $100,000: 12%
- Between $25,000 and $50,000: 13%
- Less than $25,000: 27%
- Don't know/Refused: 28%

---

**Income Levels**

- Yes: 56%
- No: 42%
- Don't know/Refused: 2%
Rent and Teachers are the Main Cost for Studios

- 20% of studios report paying half or more their income towards rent or teachers.
- Only 5% of studios report staff AND rent taking half or more of their income.

**Percentage of Income Spent on Overhead Costs**

<table>
<thead>
<tr>
<th>Income spent on marketing/advertising</th>
<th>More than three quarters</th>
<th>Between half and three quarters</th>
<th>About half</th>
<th>Between a quarter and half</th>
<th>Less than a quarter</th>
<th>Nothing</th>
<th>Don't know/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>25%</td>
<td>47%</td>
<td>9%</td>
<td>11%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income spent paying teachers</th>
<th>More than three quarters</th>
<th>Between half and three quarters</th>
<th>About half</th>
<th>Between a quarter and half</th>
<th>Less than a quarter</th>
<th>Nothing</th>
<th>Don't know/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td>29%</td>
<td>19%</td>
<td>14%</td>
<td>17%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income spent paying rent</th>
<th>More than three quarters</th>
<th>Between half and three quarters</th>
<th>About half</th>
<th>Between a quarter and half</th>
<th>Less than a quarter</th>
<th>Nothing</th>
<th>Don't know/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>5%</td>
<td>13%</td>
<td>25%</td>
<td>24%</td>
<td>15%</td>
<td>16%</td>
<td></td>
</tr>
</tbody>
</table>
A Majority of Studio Owners Report the Cost of a Single Class is in the Range of $10-$25

63% of studio owners allow for unlimited class passes for a flat fee.

Q. How do students purchase classes at your studio? Do they...

- Purchase individual classes: 92%
- Purchase multi-class passes or credits: 84%
- Purchase unlimited class passes for a monthly fee: 63%
- Purchase unlimited class passes for an annual or multi-month fee: 52%

Q. What is the average cost for students for a single class at your yoga studio?

- Less than $10: 12%
- $10 to $25: 84%
- $25 to $50: 1%
- $50 or more: 2%
- Don't know / Refused: 2%

Ipsos Public Affairs
Just Over 10% of Studio Owners Report Spending $1,000-$5,000 on Yoga Equipment in the Last Six Months

Q. Does your studio own any yoga equipment (such as mats, blocks, etc.) from the following equipment companies?

Q. In the past six months, how much have you spent on yoga equipment for your studio?
Demographics

A demographic breakdown of all audiences interviewed for the 2016 Yoga in America Study
## Demographics

<table>
<thead>
<tr>
<th></th>
<th>General Population</th>
<th>Non-Practitioners</th>
<th>Yoga Practitioners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Region</strong></td>
<td>Percent</td>
<td>Percent</td>
<td>Percent</td>
</tr>
<tr>
<td>Northeast</td>
<td>18%</td>
<td>17%</td>
<td>23%</td>
</tr>
<tr>
<td>Midwest</td>
<td>22%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>South</td>
<td>37%</td>
<td>37%</td>
<td>32%</td>
</tr>
<tr>
<td>West</td>
<td>23%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td>Percent</td>
<td>Percent</td>
<td>Percent</td>
</tr>
<tr>
<td>Male</td>
<td>48%</td>
<td>49%</td>
<td>28%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
<td>51%</td>
<td>72%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td>Percent</td>
<td>Percent</td>
<td>Percent</td>
</tr>
<tr>
<td>18 to 29</td>
<td>18%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>30 to 39</td>
<td>20%</td>
<td>18%</td>
<td>23%</td>
</tr>
<tr>
<td>40 to 49</td>
<td>17%</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>50 to 59</td>
<td>21%</td>
<td>23%</td>
<td>17%</td>
</tr>
<tr>
<td>60+</td>
<td>24%</td>
<td>27%</td>
<td>21%</td>
</tr>
</tbody>
</table>
Methodology

An in-depth look at how the study was conducted
These are findings from an Ipsos poll conducted on behalf of Yoga Journal and Yoga Alliance, fielded October 7 – 16, 2015. For the survey, a sample of 2,021 U.S. adults over the age of 18 and an oversample of 1,707 yoga practitioners was interviewed online, in English.

The sample for this study was randomly drawn from Ipsos’ online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. The source of these population targets is U.S. Census 2014 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics.
Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.5 percentage points for the all Americans population (see link below for more info on Ipsos online polling “Credibility Intervals”). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,021, DEFF=1.5, adjusted Confidence Interval=4.0 for all respondents).

For more information about Ipsos online polling methodology, please go here http://goo.gl/yJBkuf
These are findings from an Ipsos poll conducted on behalf of Yoga Journal and Yoga Alliance, fielded October 13 – 27, 2015. For the survey, a sample of 200 yoga studio owners over the age of 18 were interviewed via telephone, in English.

The MoE is a measure of sampling error. It is used to quantify the range of possible values for an observed sample statistic taking into account the possible sample variation, i.e., the larger the MoE the greater the uncertainty in the survey results with respect to the statistic being analyzed. More specifically, the MoE can be defined as the maximum absolute difference between the statistic and the actual population parameter being estimated that would be expected from a simple random sample, with a pre-determined confidence level.

When estimating percentages from this survey using the sample (200), the MoE is estimated to be approximately +/- 7.9 percentage points, with a confidence level of 95%.
For any queries related to this study please contact:

- Yoga Alliance
- Media@YogaAlliance.org
- Yoga Journal
- DMacy@aimmedia.com