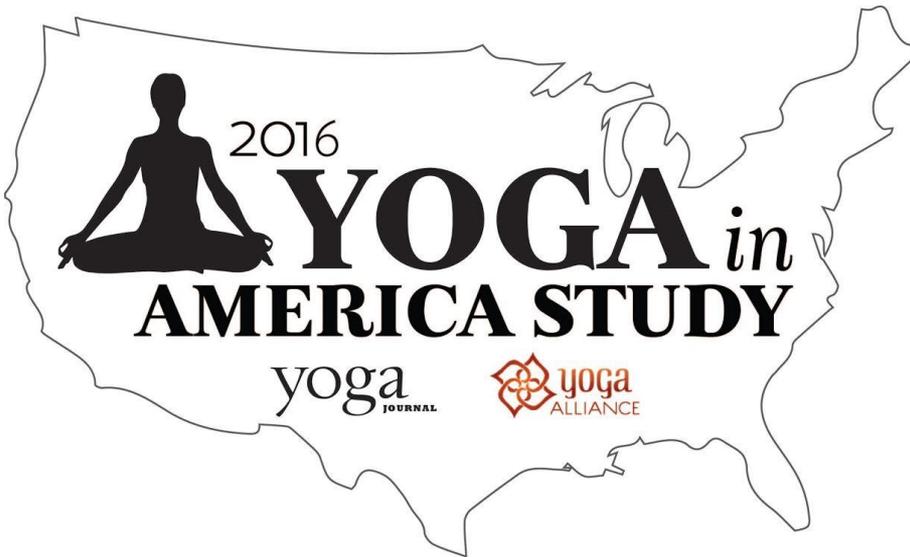


# Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists



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.

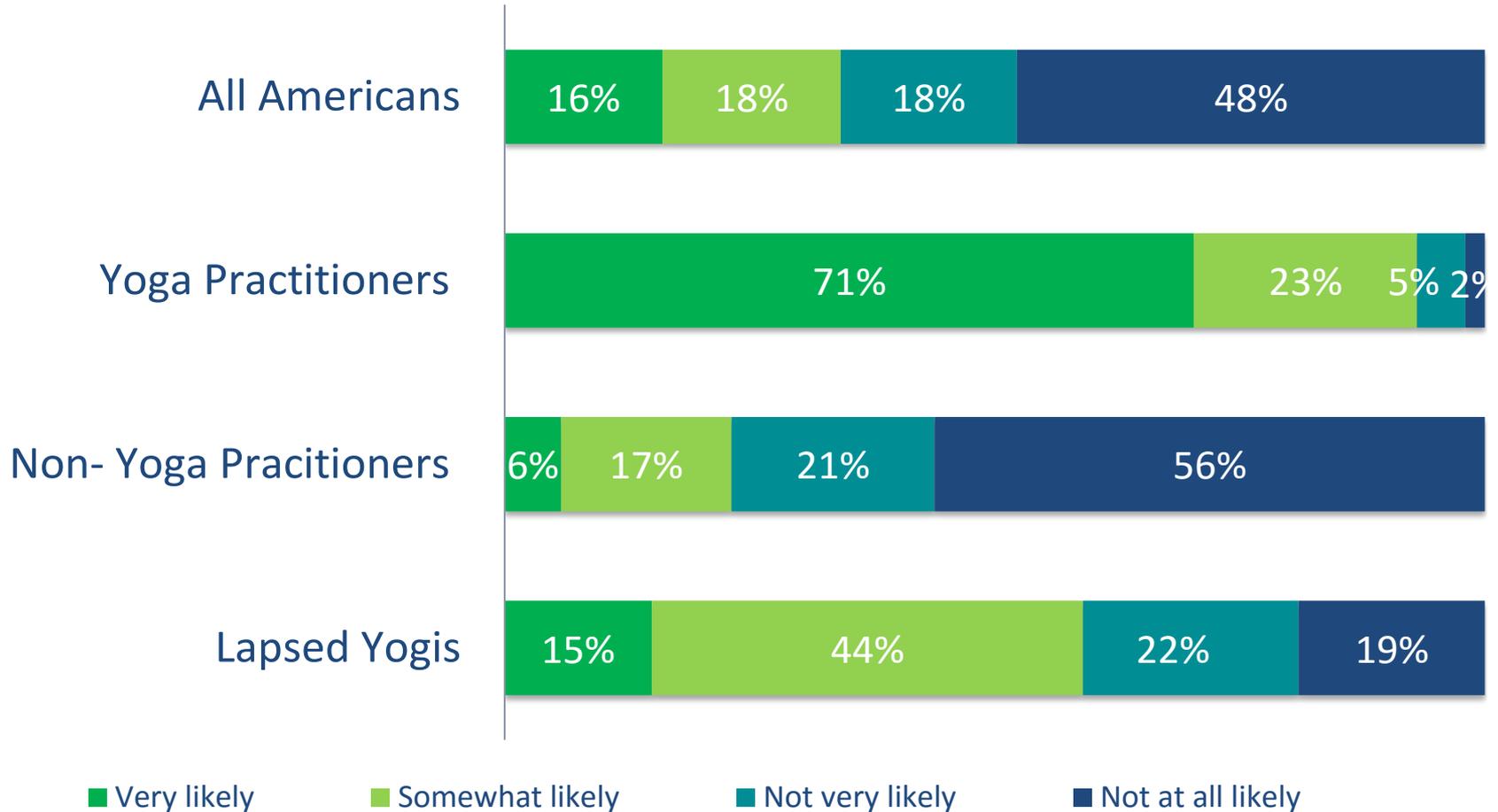
# Yoga in America

An examination of  
America's perceptions of  
and experience with yoga

# 34% of Americans Will Likely Practice Yoga in the Next 12 months

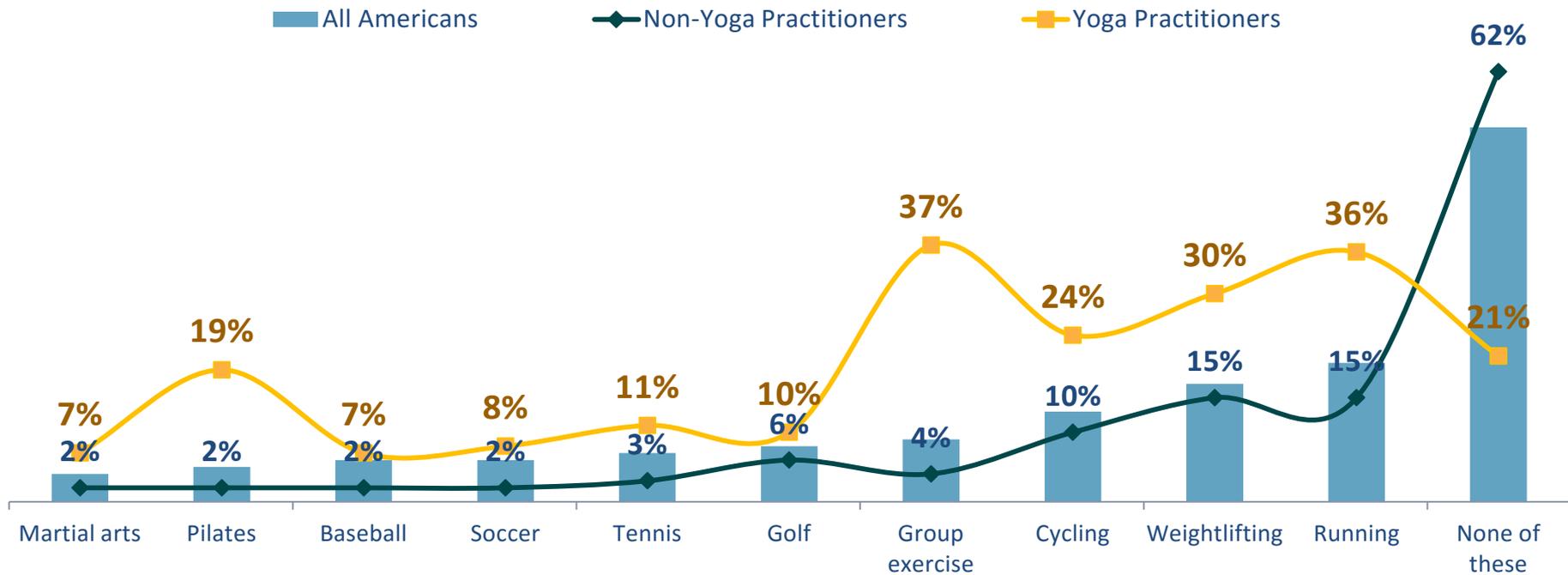
This includes 23% of non-practitioners who say they are likely to try yoga in the next 12 months.

Likelihood of Practicing Yoga in the next 12 months



# Yoga Practitioners are Far More Active than Others

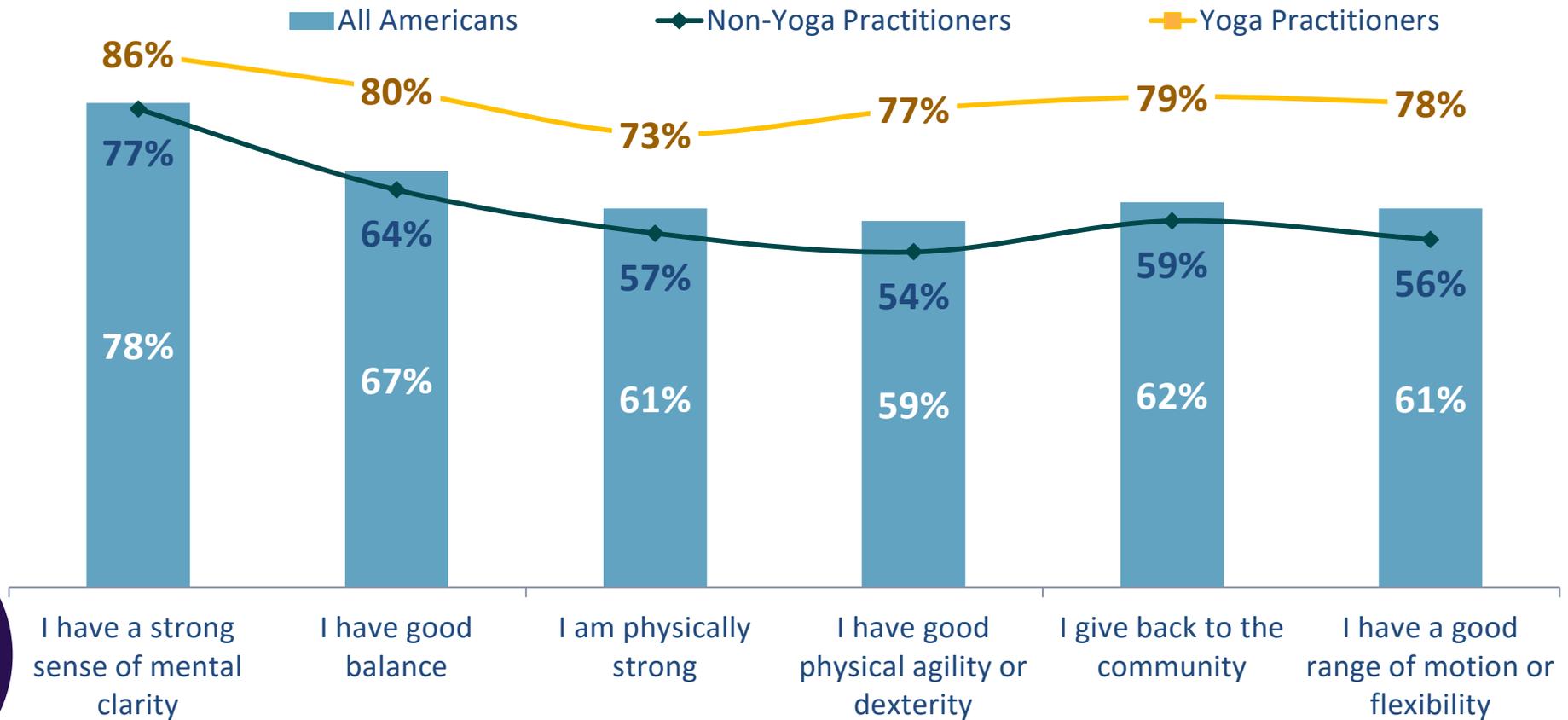
- Practitioners are far more active than non-practitioners, 62% of whom do not regularly engage in any of the following exercises.
- 37% of practitioners participate in other group exercises compared to just 9% of the general population.



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

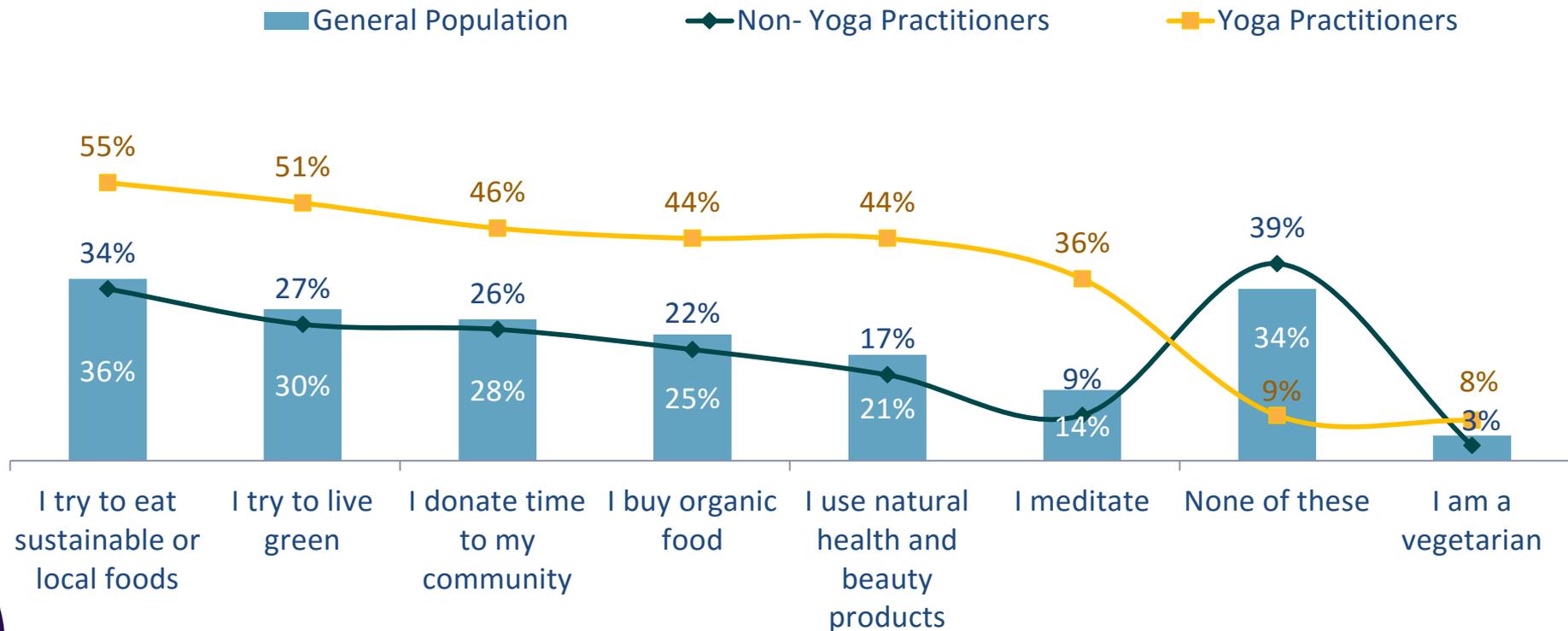
Practitioners are more likely to report they have a clear mind, give back the community, and have strong, agile bodies than non-practitioners or the public at large.



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.



# Yoga Practitioners

Understanding yoga practitioners

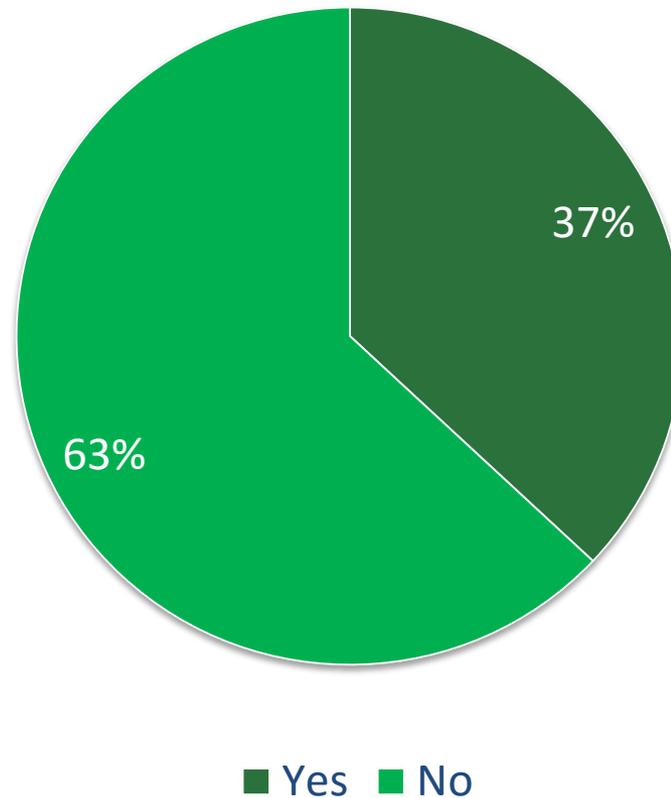
# Profile of Yoga Practitioners

- 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.

Region		Age		Gender	
Northeast	23%	18 to 29	19%	Male	28%
Midwest	23%	30 to 39	23%	Female	72%
South	32%	40 to 49	20%		
West	22%	50 to 59	17%		
		60+	21%		

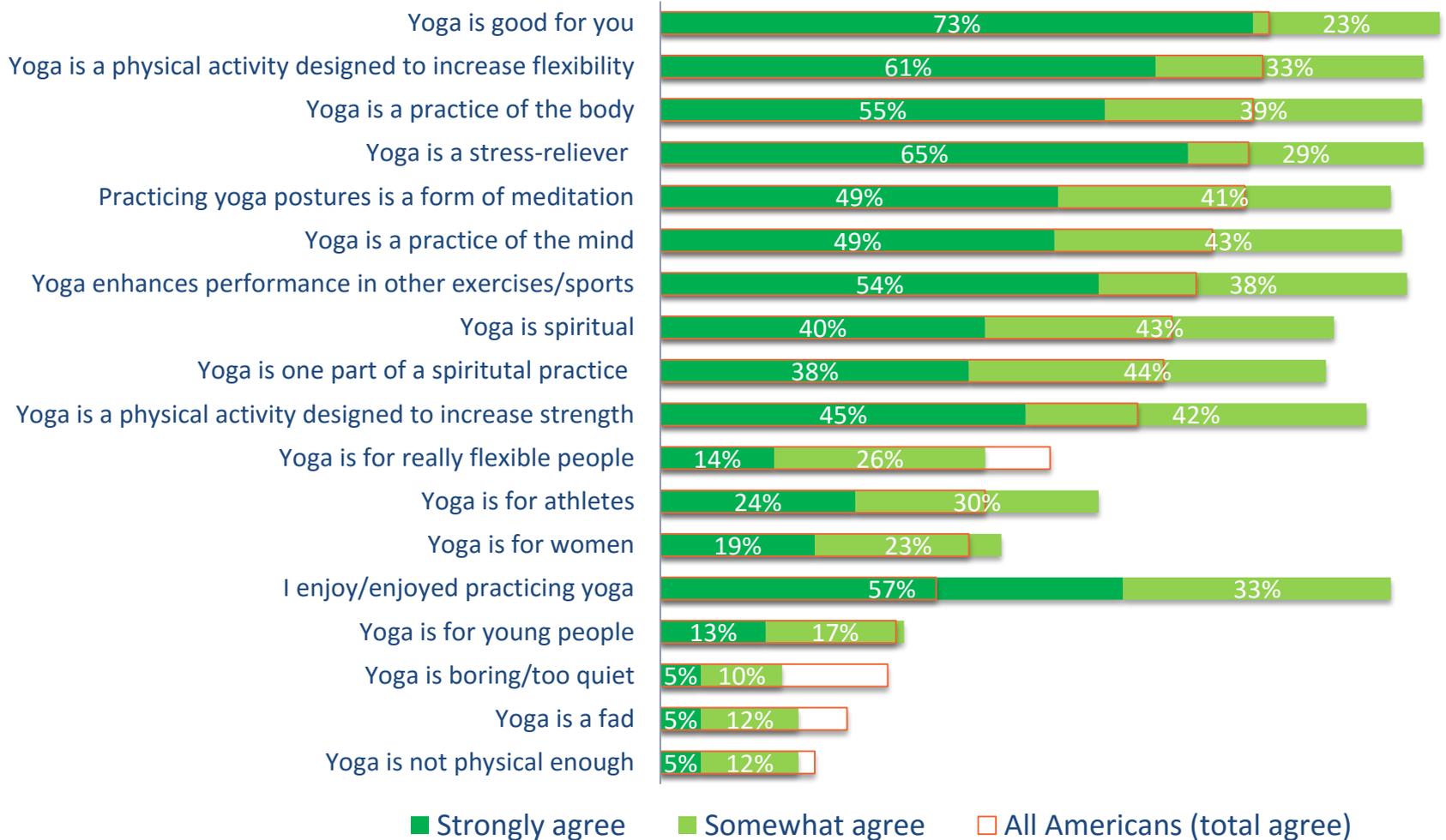
## 37% of Practitioners have Children Under the Age of 18 Who Have Practiced Yoga

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



# Practitioners Believe in the Positive Impacts of Yoga

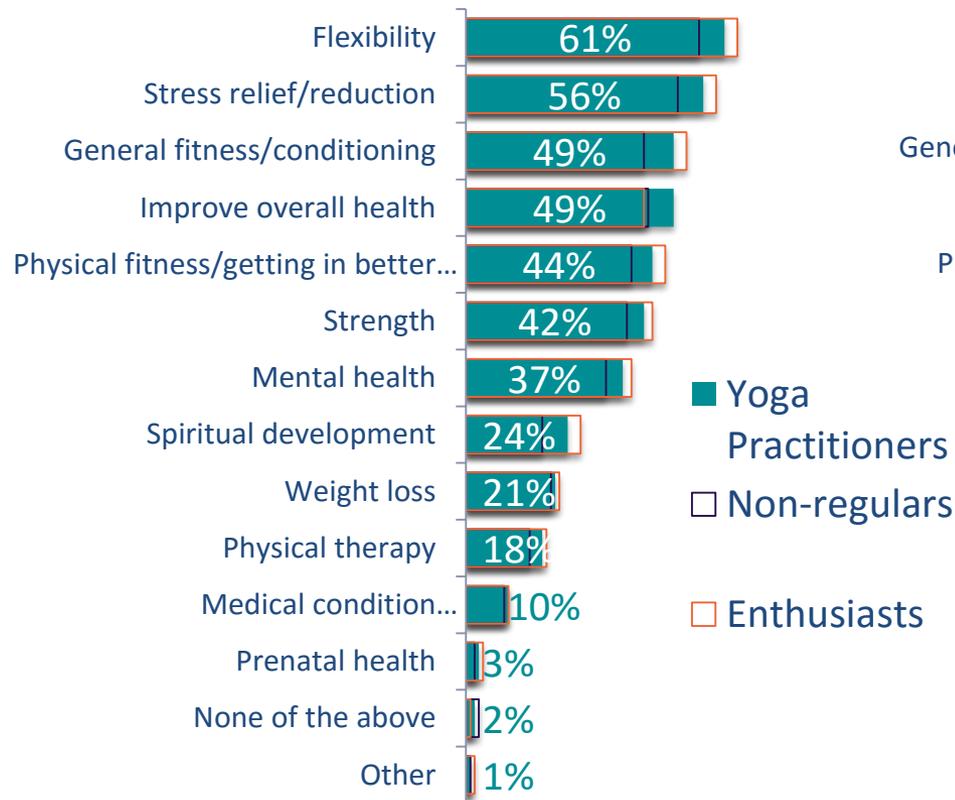
Over 90% of practitioners believe yoga enhances performance in other activities, and that yoga is generally good for you (96%).



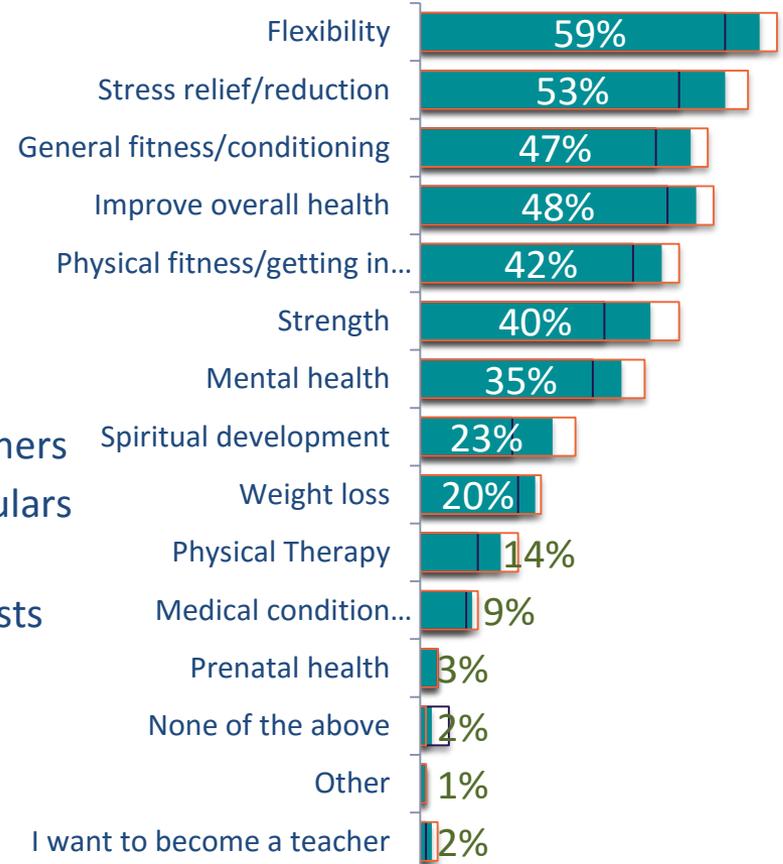
# Flexibility and Stress Relief and Reduction are the Two Top Reasons Practitioners Began and Continue

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

### Motivation to Start Practicing



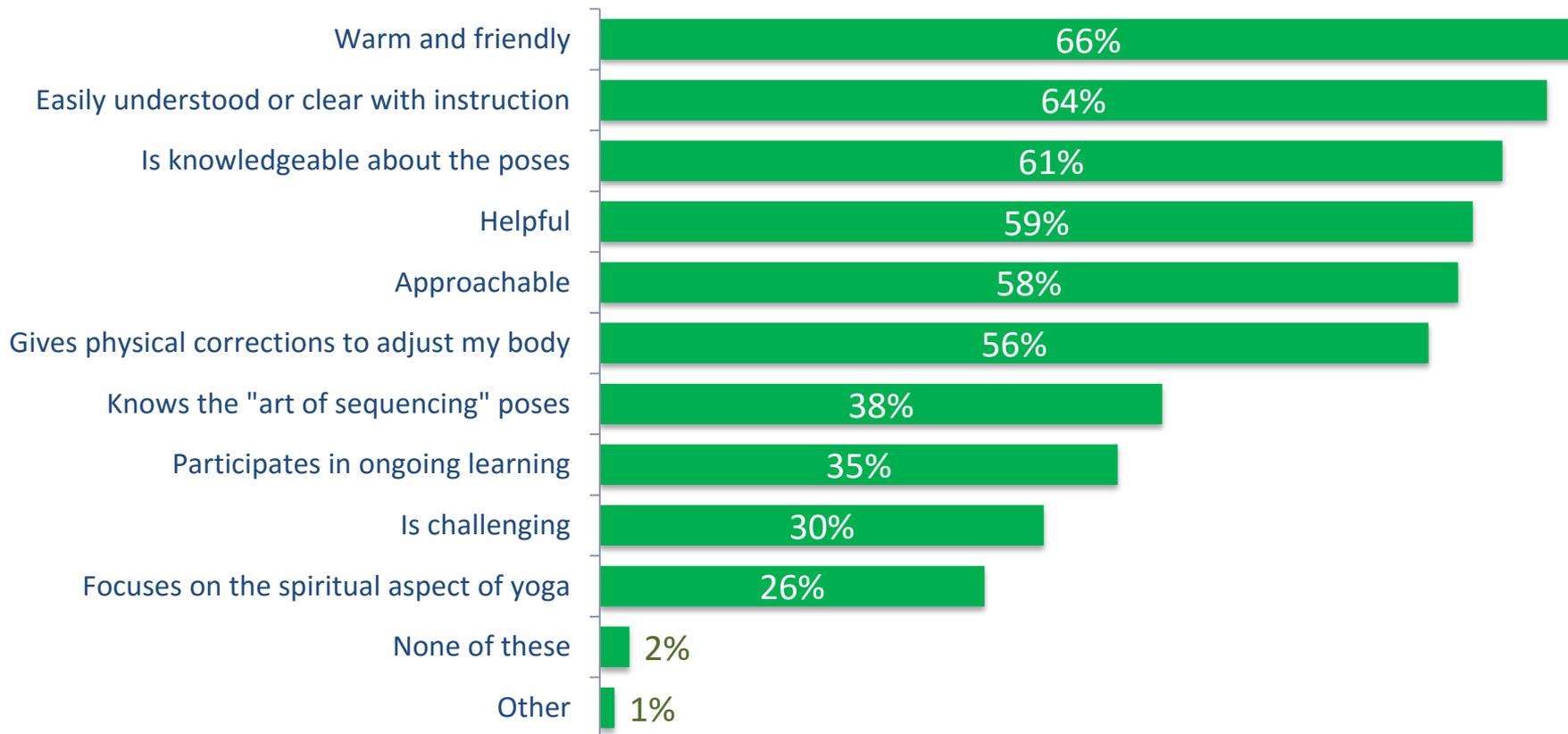
### Motivation to Continue Practicing



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

# 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.

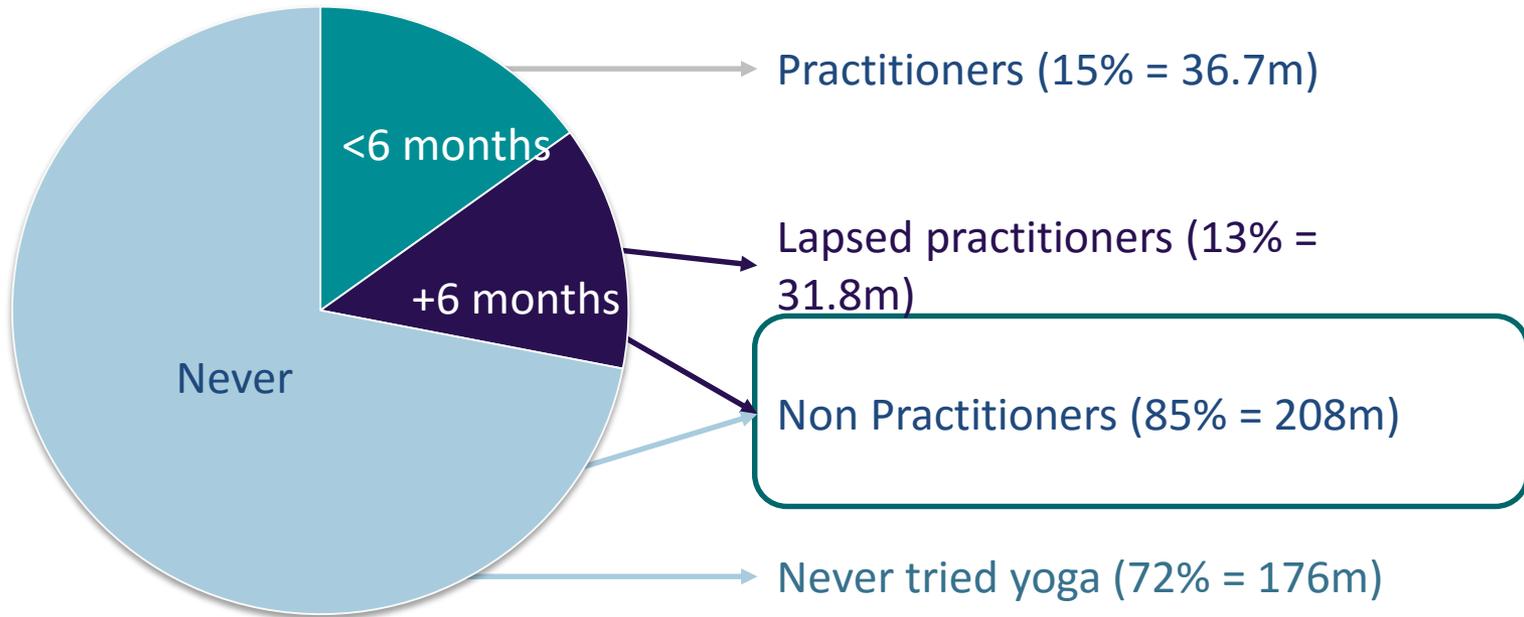


# Non-Practitioners

Perspectives of those who have never tried yoga or have lapsed their practice

# There are 208 million non-practitioners in the U.S.

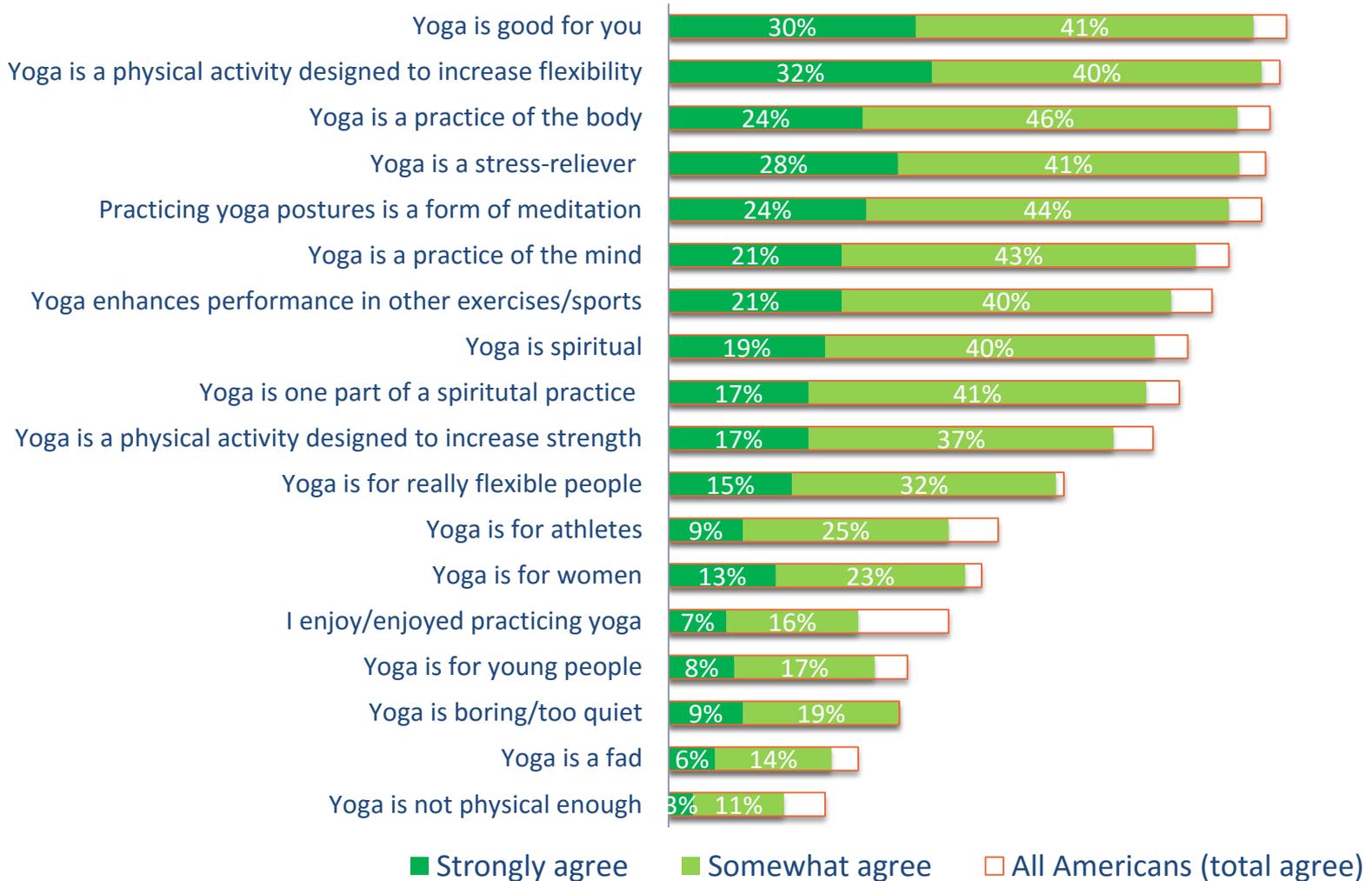
## Practice of Yoga



# Yoga has a Positive Reputation Overall

Non-practitioners believe yoga will enhance performance in other activities (61%).

NON-PRACTITIONERS



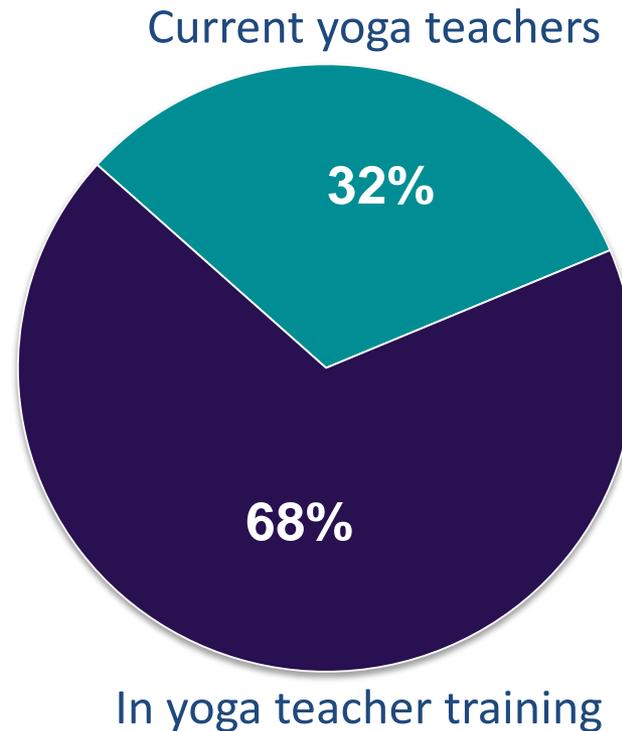
# Yoga Teachers

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.

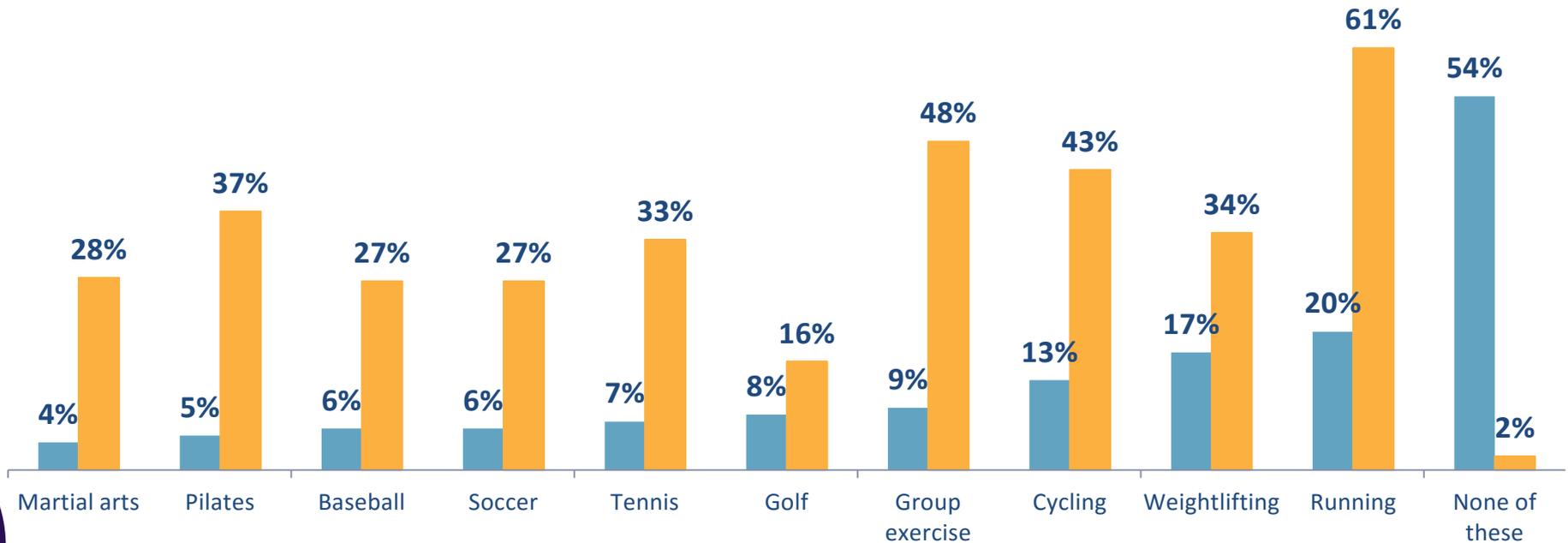
### Are You Currently A Yoga Teacher?



# 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.

■ All Americans    ■ Yoga teachers and trainees

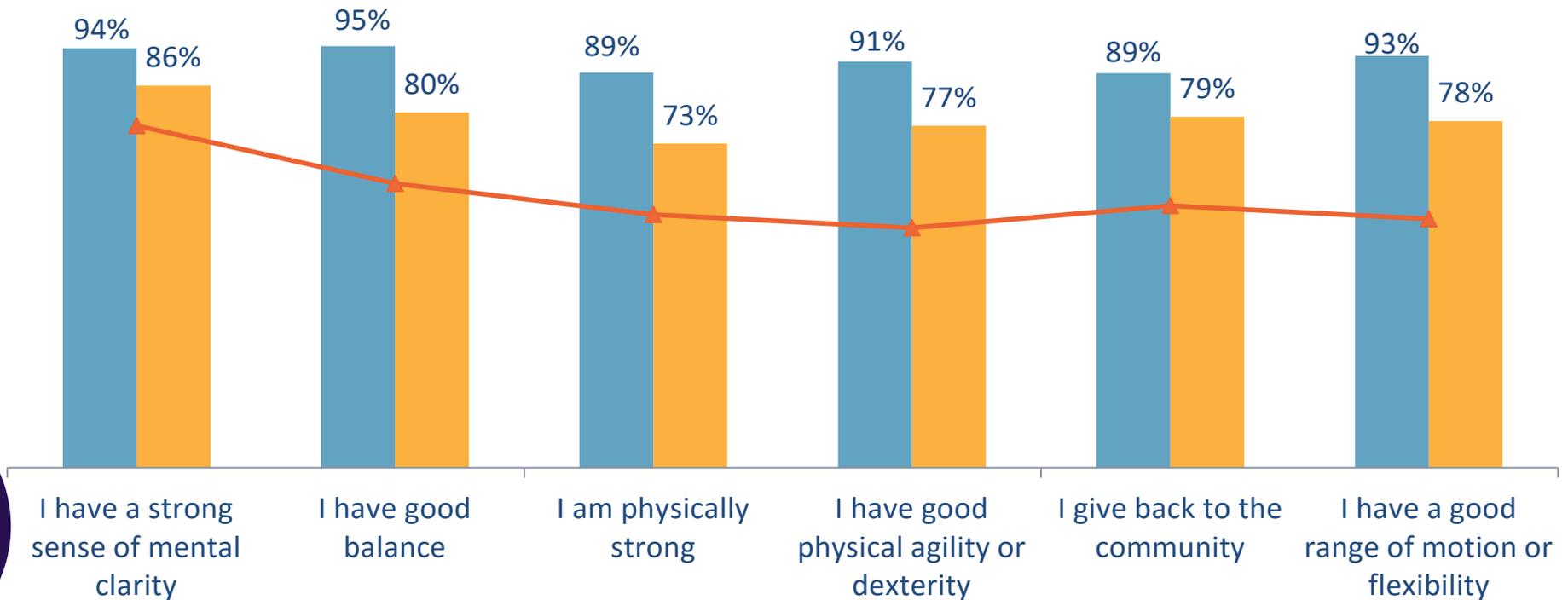


Q. Which of the following activities, if any, do you regularly engage in? (Select all that apply)

# Yoga Teachers and Trainees Have an Extremely Positive Image of Their Capabilities

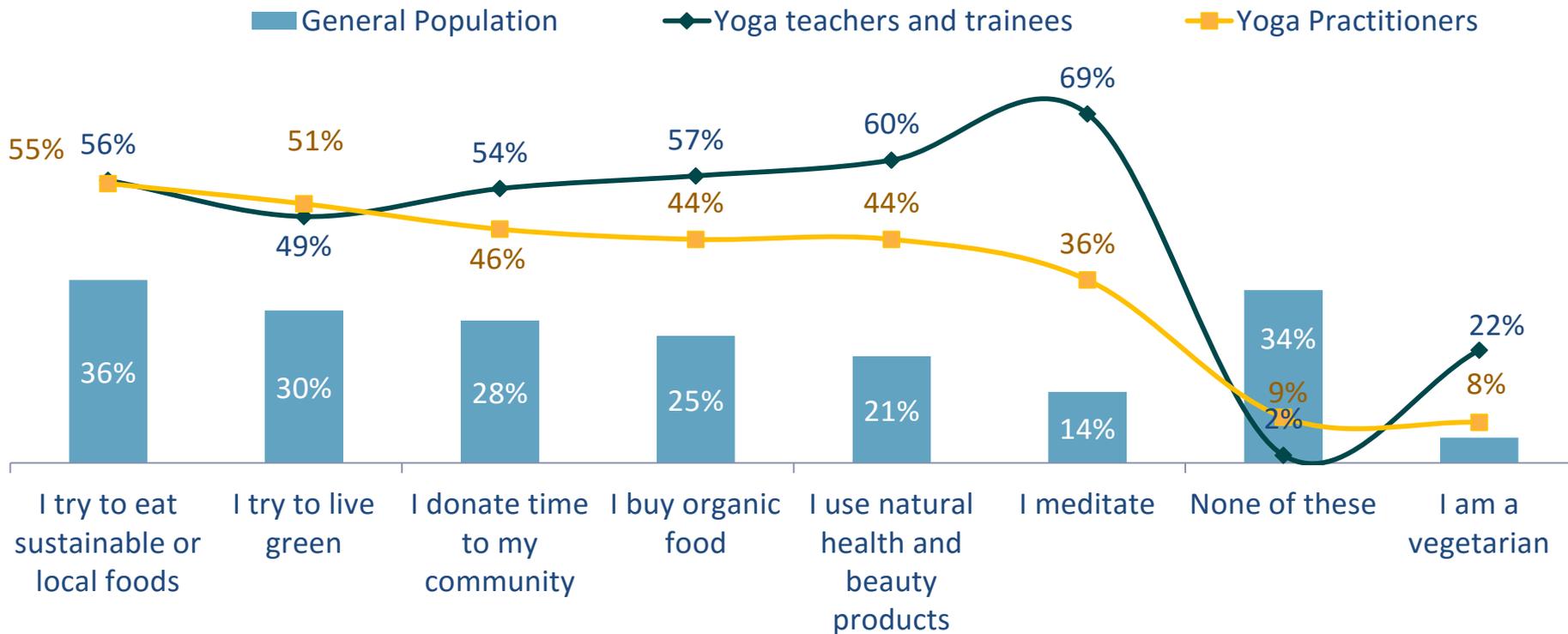
Yoga teachers and trainees are even more likely to report they have a clear mind, give back the community, and have strong, agile bodies than yoga practitioners and non-practitioners.

■ Yoga teachers and trainees    
 ■ Yoga Practitioners    
 ▲ Non-Yoga Practitioners



# Yoga Teachers and Trainees are Tuned into Environmental and Social Issues

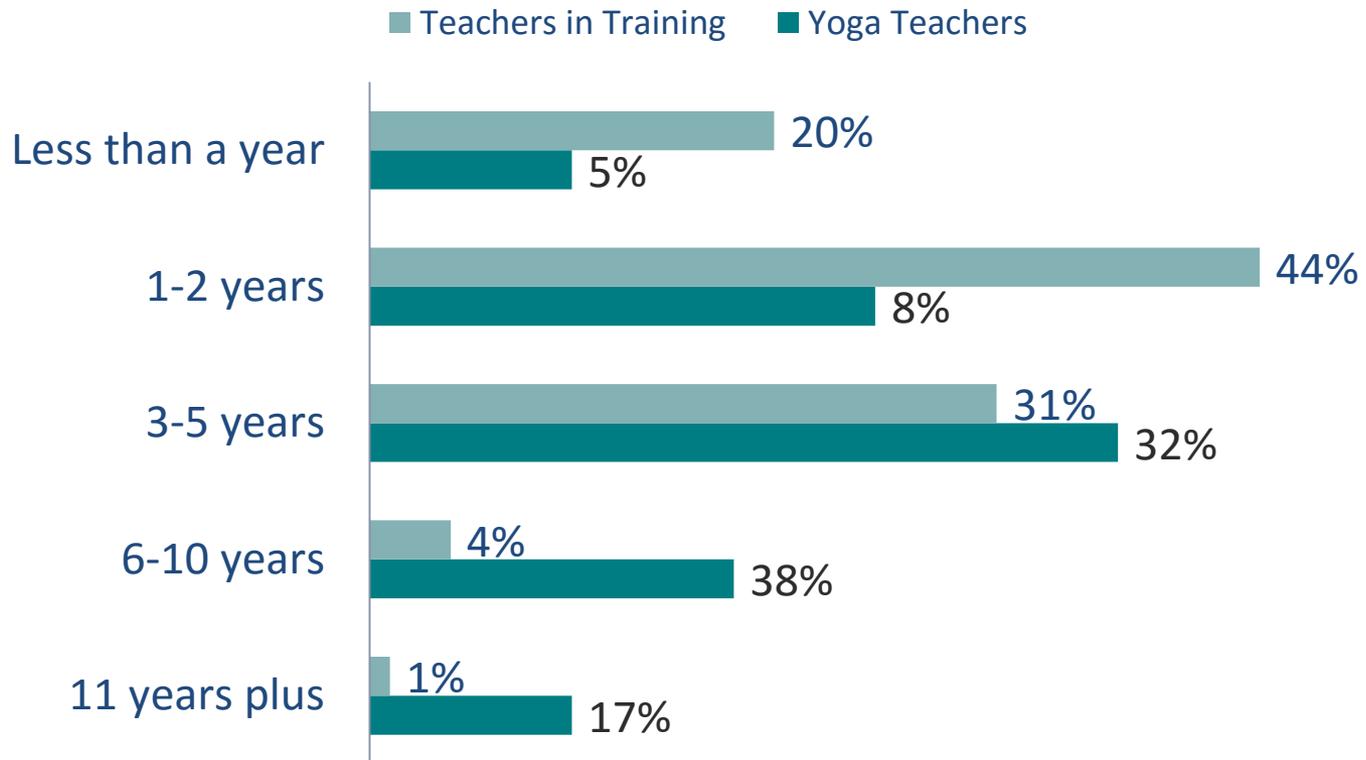
Yoga teachers and trainees are on par with yoga practitioners when it comes to living and eating consciously. Yoga teachers and trainees are twice as likely to be vegetarians and three times as likely to use natural health and beauty products than the general public.



# 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



# Yoga Journal is the Primary Source of Information for Yoga Teachers and Trainees

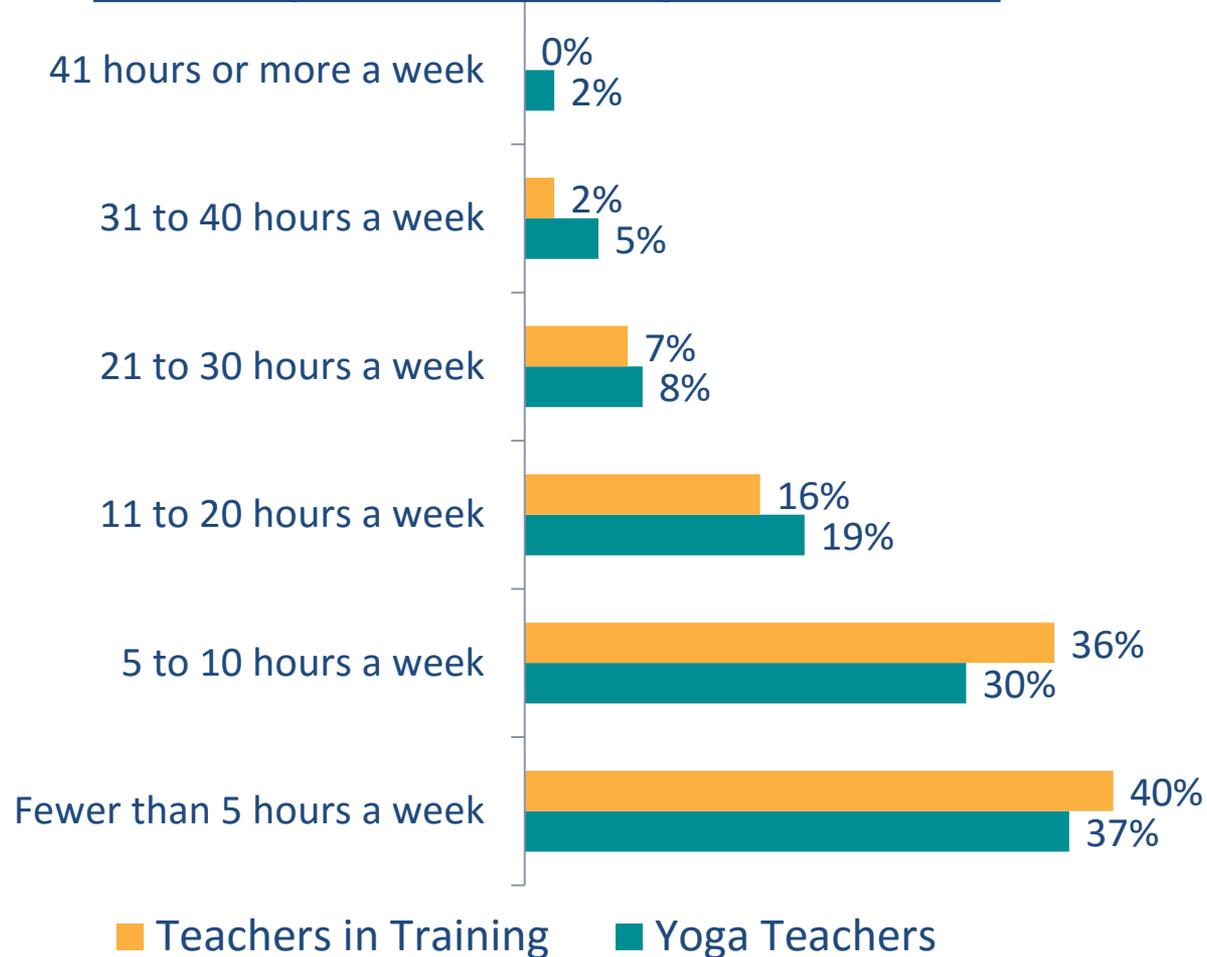
Over 61% report utilizing Yoga Journal as a resource for information.



# Few Yoga Teachers and Teachers in Training Teach Full Time

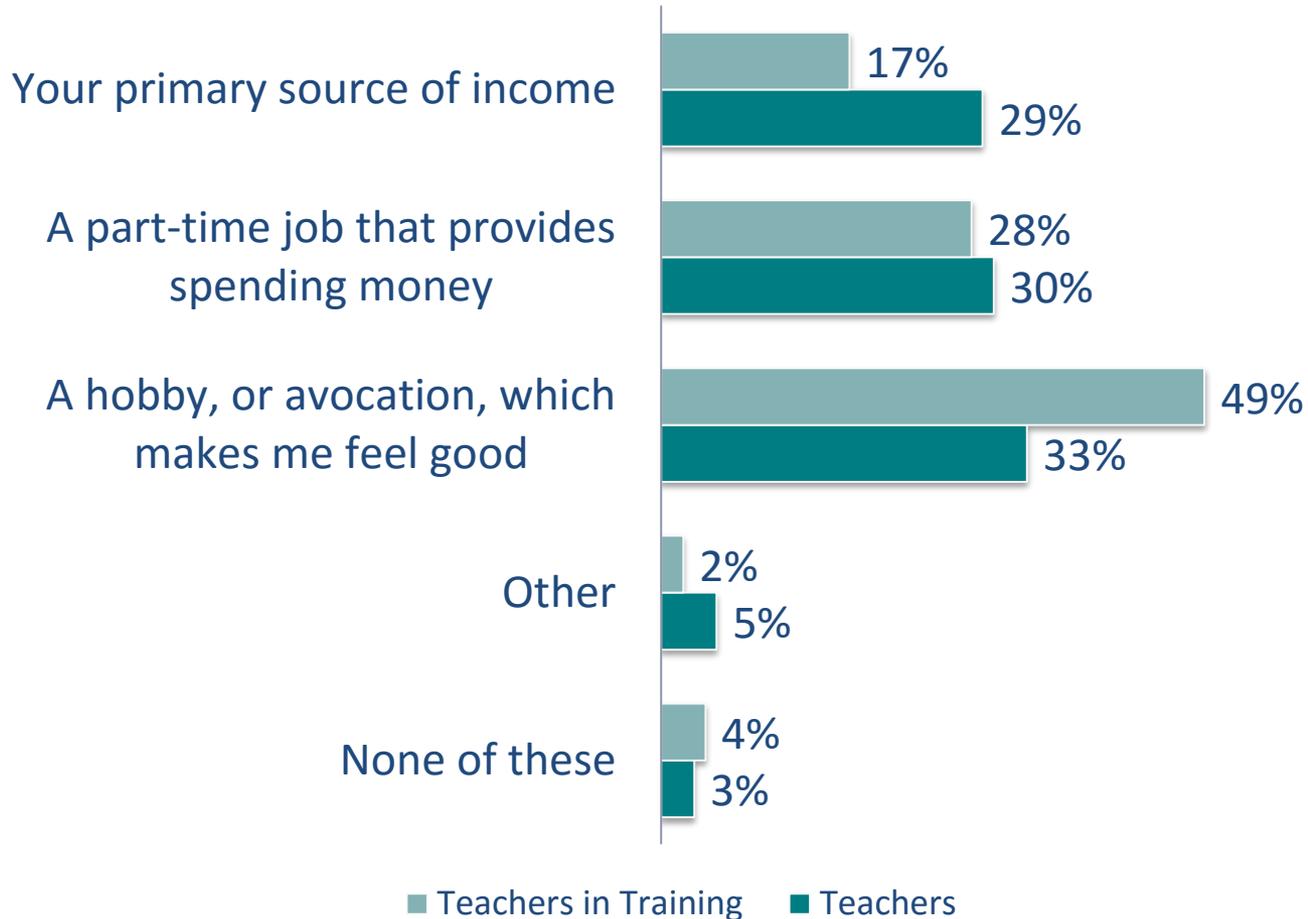
67% of yoga teachers work fewer than 10 hours per week.

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



# Only 29% of Yoga Teachers Report Yoga is Their Primary Source of Income

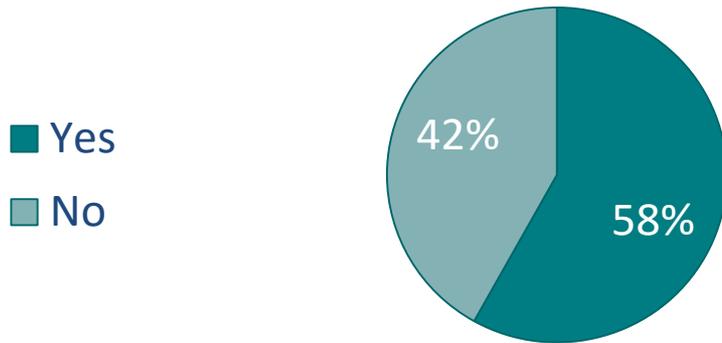
## Is yoga your primary income?



# 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.

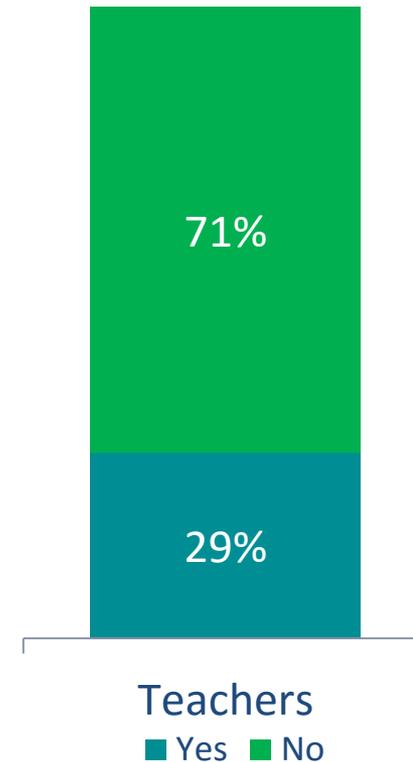
## Have you ever posted a yoga selfie?



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



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



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 Demographics

Yoga Teachers		Yoga Teachers in Training	
Region	Percent	Region	Percent
Northeast	30%	Northeast	24%
Midwest	19%	Midwest	20%
South	30%	South	30%
West	21%	West	27%
Gender	Percent	Gender	Percent
Male	48%	Male	57%
Female	52%	Female	43%
Age	Percent	Age	Percent
18 to 34	49%	18 to 34	62%
35 to 54	36%	35 to 54	33%
55+	14%	55+	5%

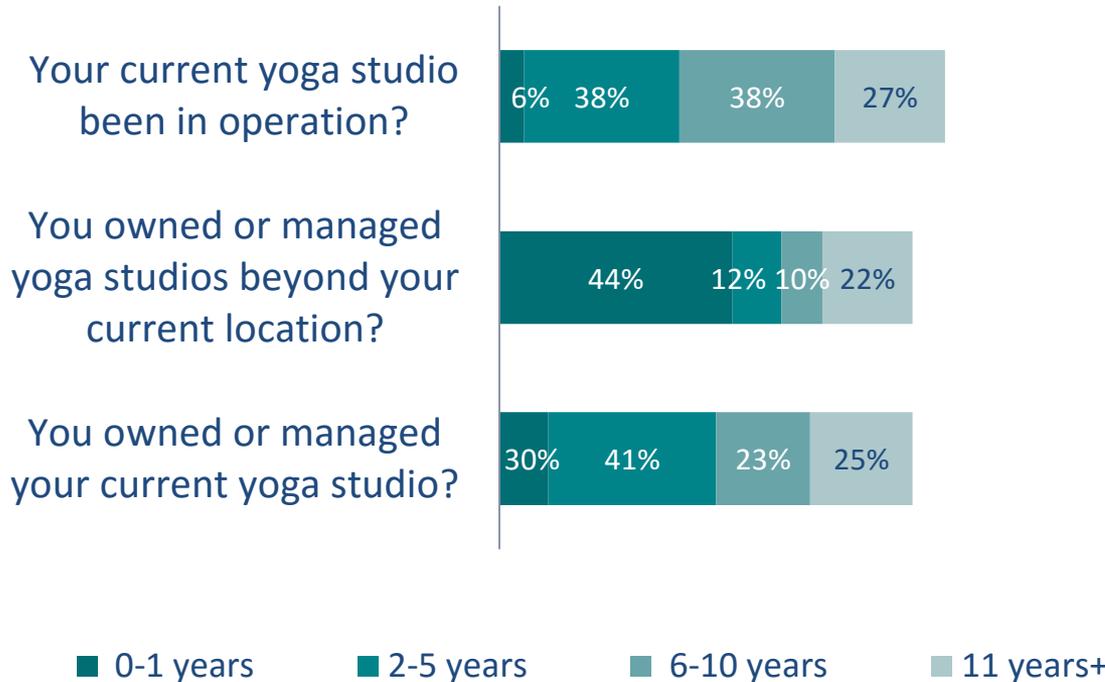
# Yoga Studios

Perspectives of yoga  
studio owners

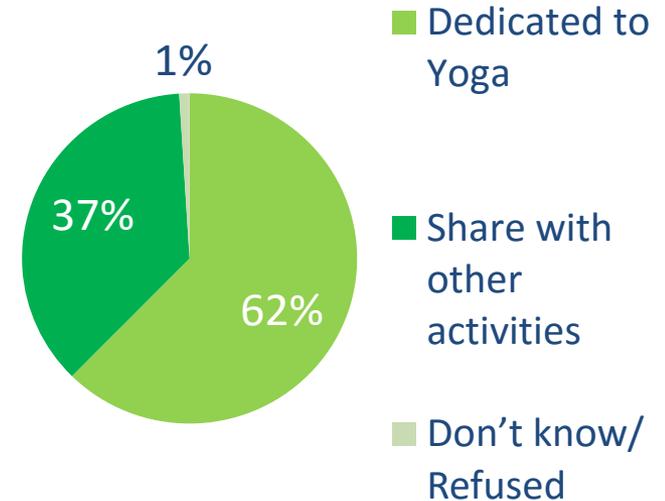
# 65% of Yoga Studios Have Been in Operation for Six or More Years

Most studio owners have managed/owned their studios for less than five years (71%).

## Length of Time Owning Studio



## Yoga Space Uses

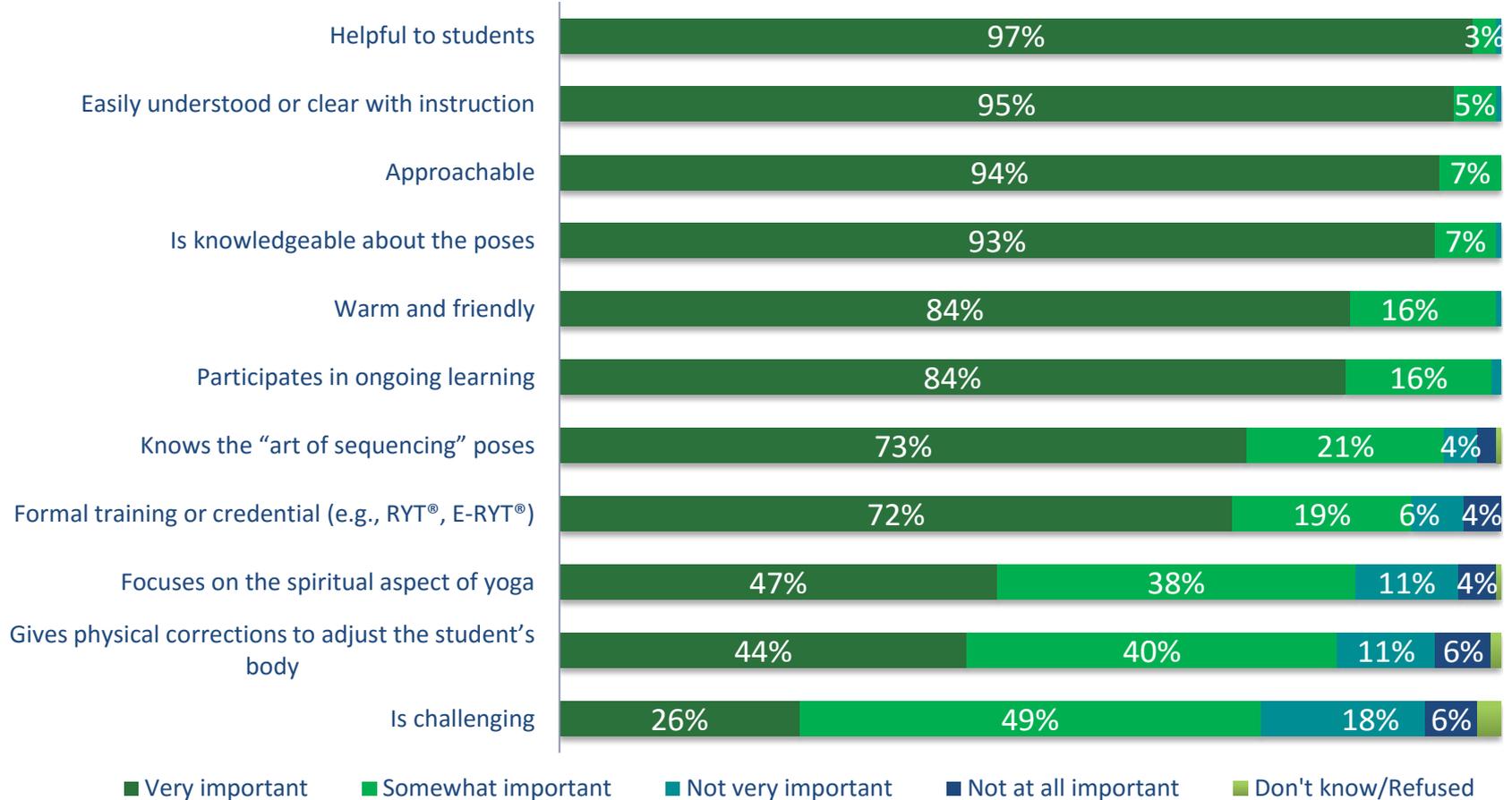


Q. About how long, in years, have ... You owned or managed your current yoga studio?  
 You owned or managed yoga studios beyond your current location?  
 Your current yoga studio been in operation?  
 Q. Is your yoga space dedicated to yoga practice or do you share it with other activities?

# 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

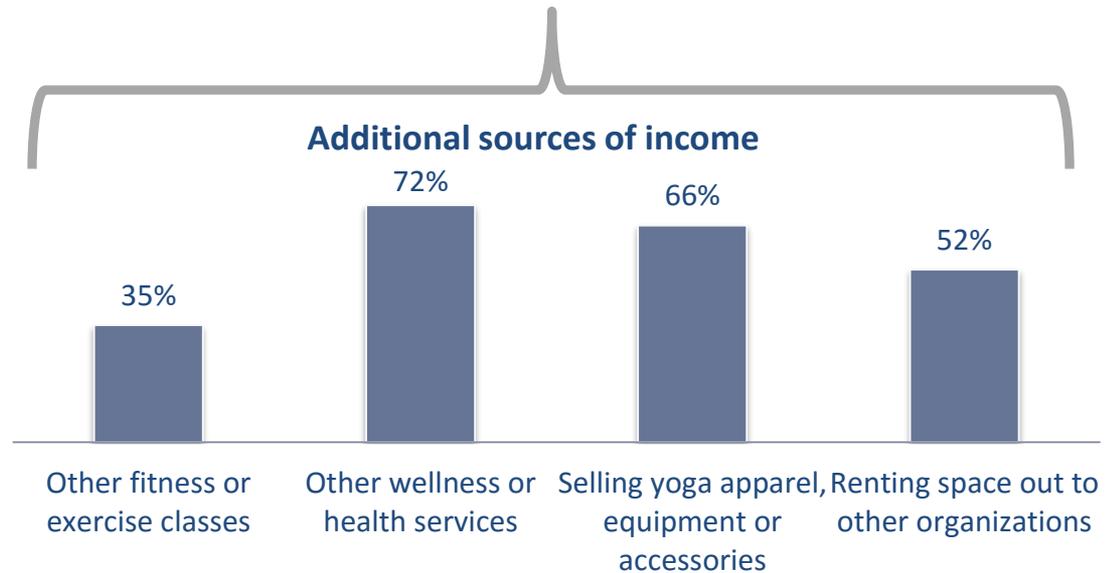
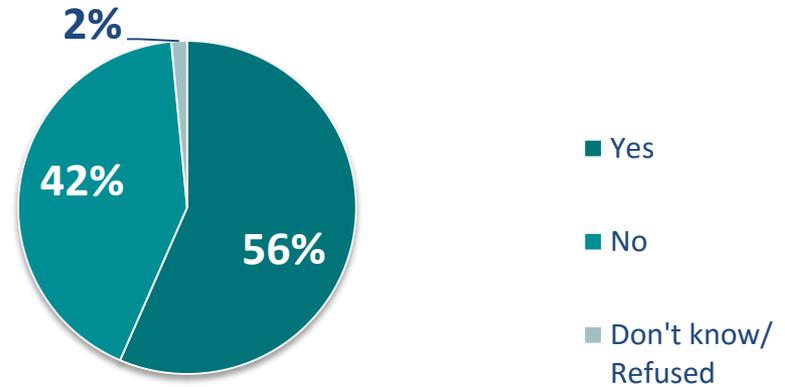
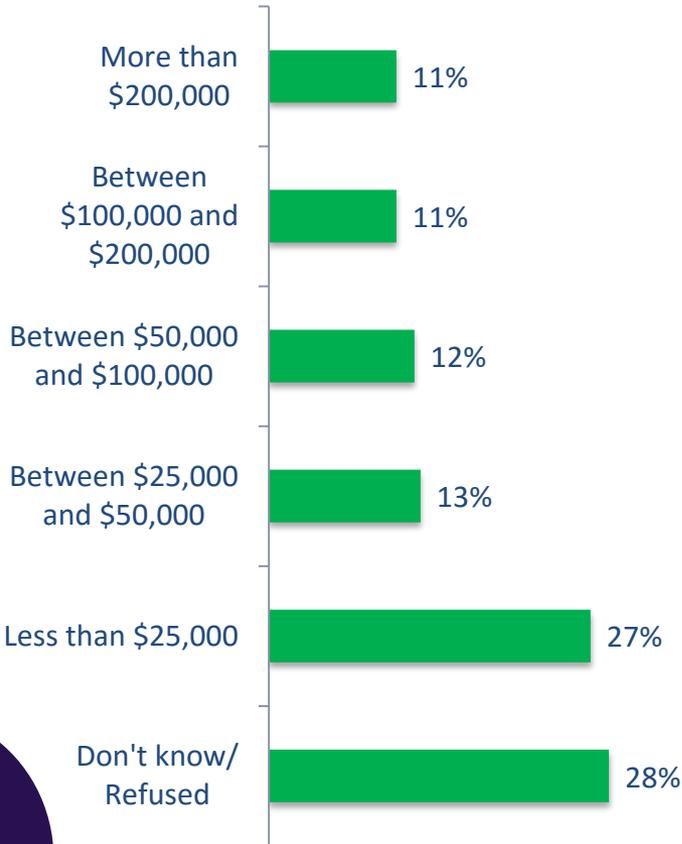


Q. How important is it for your yoga teachers to have each of the following attributes? Is it very important, somewhat important, not very important or not at all important?

# 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.

Does your studio have income from sources other than yoga classes?



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?

# Demographics

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

# Demographics

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

# 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%.*



# Information

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