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**

<table>
<thead>
<tr>
<th></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)

- 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
- 36%
- 30%
- 28%
- 25%
- 21%
- 14%
- 9%
- 55%

Non-Yoga Practitioners
- 44%
- 26%
- 22%
- 17%
- 14%
- 9%
- 36%
- 34%

Yoga Practitioners
- 51%
- 27%
- 26%
- 25%
- 21%
- 14%
- 9%
- 8%
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>18 to 29</th>
<th>30 to 39</th>
<th>40 to 49</th>
<th>50 to 59</th>
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<td>19%</td>
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<tr>
<td>Midwest</td>
<td>19%</td>
<td>23%</td>
<td>20%</td>
<td>17%</td>
<td>21%</td>
</tr>
<tr>
<td>South</td>
<td>23%</td>
<td>20%</td>
<td>17%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>West</td>
<td>22%</td>
<td>20%</td>
<td>17%</td>
<td>21%</td>
<td>21%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>28%</td>
<td>72%</td>
</tr>
</tbody>
</table>
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%
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%).

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>All Americans (total agree)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoga is good for you</td>
<td>73%</td>
<td>23%</td>
<td>96%</td>
</tr>
<tr>
<td>Yoga is a physical activity designed to increase flexibility</td>
<td>61%</td>
<td>33%</td>
<td>94%</td>
</tr>
<tr>
<td>Yoga is a practice of the body</td>
<td>55%</td>
<td>39%</td>
<td>94%</td>
</tr>
<tr>
<td>Yoga is a stress-reliever</td>
<td>65%</td>
<td>29%</td>
<td>94%</td>
</tr>
<tr>
<td>Practicing yoga postures is a form of meditation</td>
<td>49%</td>
<td>41%</td>
<td>93%</td>
</tr>
<tr>
<td>Yoga is a practice of the mind</td>
<td>49%</td>
<td>43%</td>
<td>93%</td>
</tr>
<tr>
<td>Yoga enhances performance in other exercises/sports</td>
<td>54%</td>
<td>38%</td>
<td>92%</td>
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<tr>
<td>Yoga is spiritual</td>
<td>40%</td>
<td>43%</td>
<td>83%</td>
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<tr>
<td>Yoga is one part of a spiritual practice</td>
<td>38%</td>
<td>44%</td>
<td>82%</td>
</tr>
<tr>
<td>Yoga is a physical activity designed to increase strength</td>
<td>45%</td>
<td>42%</td>
<td>87%</td>
</tr>
<tr>
<td>Yoga is for really flexible people</td>
<td>14%</td>
<td>26%</td>
<td>40%</td>
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<tr>
<td>Yoga is for athletes</td>
<td>24%</td>
<td>30%</td>
<td>54%</td>
</tr>
<tr>
<td>Yoga is for women</td>
<td>19%</td>
<td>23%</td>
<td>42%</td>
</tr>
<tr>
<td>I enjoy/enjoyed practicing yoga</td>
<td>57%</td>
<td>33%</td>
<td>90%</td>
</tr>
<tr>
<td>Yoga is for young people</td>
<td>13%</td>
<td>17%</td>
<td>30%</td>
</tr>
<tr>
<td>Yoga is boring/too quiet</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Yoga is a fad</td>
<td>5%</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>Yoga is not physical enough</td>
<td>5%</td>
<td>12%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Q. Do you agree or disagree with each of the following? (Select one per row)
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
- Stress relief/reduction
- General fitness/conditioning
- Improve overall health
- Physical fitness/getting in better shape
- Strength
- Mental health
- Spiritual development
- Weight loss
- Physical therapy
- Medical condition
- Prenatal health
- None of the above
- Other

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

- Flexibility
- Stress relief/reduction
- General fitness/conditioning
- Improve overall health
- Physical fitness/getting in better shape
- Strength
- Mental health
- Spiritual development
- Weight loss
- Physical therapy
- Medical condition
- Prenatal health
- None of the above
- Other

I want to become a teacher
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%
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.

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

- Practitioners (15% = 36.7m)
- Lapsed practitioners (13% = 31.8m)
- Non Practitioners (85% = 208m)
- Never tried yoga (72% = 176m)
Non-practitioners believe yoga will enhance performance in other activities (61%).

- Yoga is good for you: 30% strongly agree, 41% somewhat agree
- Yoga is a physical activity designed to increase flexibility: 32% strongly agree, 40% somewhat agree
- Yoga is a practice of the body: 24% strongly agree, 46% somewhat agree
- Yoga is a stress-reliever: 28% strongly agree, 41% somewhat agree
- Practicing yoga postures is a form of meditation: 24% strongly agree, 44% somewhat agree
- Yoga is a practice of the mind: 21% strongly agree, 43% somewhat agree
- Yoga enhances performance in other exercises/sports: 21% strongly agree, 40% somewhat agree
- Yoga is spiritual: 19% strongly agree, 40% somewhat agree
- Yoga is one part of a spiritual practice: 17% strongly agree, 41% somewhat agree
- Yoga is a physical activity designed to increase strength: 17% strongly agree, 37% somewhat agree
- Yoga is for really flexible people: 15% strongly agree, 32% somewhat agree
- Yoga is for athletes: 9% strongly agree, 25% somewhat agree
- Yoga is for women: 13% strongly agree, 23% somewhat agree
- I enjoy/enjoyed practicing yoga: 7% strongly agree, 16% somewhat agree
- Yoga is for young people: 8% strongly agree, 17% somewhat agree
- Yoga is boring/too quiet: 9% strongly agree, 19% somewhat agree
- Yoga is a fad: 6% strongly agree, 14% somewhat agree
- Yoga is not physical enough: 3% strongly agree, 11% somewhat agree
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?**

- **32%** Current yoga teachers
- **68%** In yoga teacher training
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 to the community, and have strong, agile bodies than yoga practitioners and non-practitioners.

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.

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

Q. How many hours a week do you lead yoga classes? (Select one)

- Fewer than 5 hours a week: 40% Teachers in Training, 37% Yoga Teachers
- 5 to 10 hours a week: 36% Teachers in Training, 30% Yoga Teachers
- 11 to 20 hours a week: 16% Teachers in Training, 19% Yoga Teachers
- 21 to 30 hours a week: 7% Teachers in Training, 8% Yoga Teachers
- 31 to 40 hours a week: 2% Teachers in Training, 5% Yoga Teachers
- 41 hours or more a week: 0% Teachers in Training, 2% Yoga Teachers
Only 29% of Yoga Teachers Report Yoga is Their Primary Source of Income

Is yoga your primary income?

- Your primary source of income
  - Teachers in Training: 17%
  - Teachers: 29%

- A part-time job that provides spending money
  - Teachers in Training: 28%
  - Teachers: 30%

- A hobby, or avocation, which makes me feel good
  - Teachers in Training: 49%
  - Teachers: 33%

- Other
  - Teachers in Training: 2%
  - Teachers: 5%

- None of these
  - Teachers in Training: 4%
  - Teachers: 3%

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

## Yoga Teachers

<table>
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<tr>
<th>Region</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>30%</td>
</tr>
<tr>
<td>Midwest</td>
<td>19%</td>
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<tr>
<td>South</td>
<td>30%</td>
</tr>
<tr>
<td>West</td>
<td>21%</td>
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</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
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<table>
<thead>
<tr>
<th>Age</th>
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<tr>
<td>35 to 54</td>
<td>36%</td>
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<tr>
<td>55+</td>
<td>14%</td>
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## Yoga Teachers in Training

<table>
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<tr>
<th>Region</th>
<th>Percent</th>
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<tbody>
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<td>Midwest</td>
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<tr>
<td>South</td>
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<tr>
<td>West</td>
<td>27%</td>
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</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>57%</td>
</tr>
<tr>
<td>Female</td>
<td>43%</td>
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<table>
<thead>
<tr>
<th>Age</th>
<th>Percent</th>
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<tbody>
<tr>
<td>18 to 34</td>
<td>62%</td>
</tr>
<tr>
<td>35 to 54</td>
<td>33%</td>
</tr>
<tr>
<td>55+</td>
<td>5%</td>
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Yoga Studios

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

### Length of Time Owning Studio

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>0-1 years</td>
<td>6%</td>
</tr>
<tr>
<td>2-5 years</td>
<td>38%</td>
</tr>
<tr>
<td>6-10 years</td>
<td>38%</td>
</tr>
<tr>
<td>11 years+</td>
<td>27%</td>
</tr>
</tbody>
</table>

### Yoga Space Uses

- **Dedicated to Yoga**: 1%
- **Share with other activities**: 62%
- **Don’t know/Refused**: 37%
- **Don’t know/Refused**: 1%

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?
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

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

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?

- Yes: 42%
- No: 56%
- Don't know/Refused: 2%

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

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.
<table>
<thead>
<tr>
<th>Demographics</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
Research Methodology Information - Americans and Practitioners

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%.
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