Yoga in America - 2012
Powered by Sports Marketing Surveys USA
In 2012, Yoga Journal contracted with Sports Marketing Surveys USA to update and expand on the 2008 edition of Yoga in America. Since then, yoga participation in this country has grown considerably to over 20 million people.

Unless otherwise noted, the majority of the data that will be reported here comes directly from the 2012 Yoga in America study that was conducted in June and July of 2012 by Sports Marketing Surveys USA in Jupiter, FL. In addition, there will be data utilized from the SGMA’s Annual Study of Sports, Fitness and Recreational Activity participation study that was done in the first quarter of 2012.

The 2012 Yoga in America study was conducted in June and July of 2012 by Sports Marketing Surveys USA in Jupiter, FL. The main focus of this report is to provide detailed information about the growth of the yoga category as a whole plus add deep insight into the growing market that is the yoga consumer.
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Methodology

Yoga Journal, together with Sports Marketing Surveys, has compiled the most comprehensive overview available in the U.S. Yoga market.

Nationally Representative Sample

Data for the survey was collected by Sports Marketing Surveys on behalf of Yoga Journal. Interviews were conducted from June 29 to July 5, 2012. To qualify, respondents had to be aware of yoga, be 18 years or older and be a U.S. resident. A total of 1,186 respondents were recruited from a statistically representative sample of U.S. adults and 650 completed the study. The 20-minute survey was administered online and gathered demographic, attitudinal, spending and behavioral trends, representative of the current U.S. adult population.

Weighting

Data for all completers were weighted on age, gender, and region, to be representative of the U.S. population age 18+. Age and gender weighting targets for yogis and former yogis were generated using the Physical Activity Council annual survey of nearly 40,000 respondents. The annual study is managed by Sports Marketing Surveys USA.

This report includes the following:

• A detailed analysis of the growth of Yoga since 2008.
• Full demographic profiles along with a Geographic analysis.
• Identifies the best potential targets for growth of Yoga as well as venue of participation.
• A detailed understanding of why people start, stay and then leave Yoga.
• Yoga media preferences along with Social Media engagement.
• Consumer Yoga spend across main categories.
• Strategic recommendations for growth of the category.
### Terms Used Throughout This Report

<table>
<thead>
<tr>
<th><strong>Yogi(s)</strong></th>
<th><strong>Yoga Participation</strong></th>
<th><strong>Yoga Participant</strong></th>
<th><strong>Yoga Frequency</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>The term Yogi or the plural Yogis refers to the people that are involved in the practice of yoga and may or may not be involved in the other aspects of the yoga lifestyle.</td>
<td>Yoga Participation refers to a rate of percentage of people that participate or other data points measured in this report. Rate is always reported as a percentage.</td>
<td>Yoga Participant is someone that participates in yoga at least once during the course of the previous year. Participants are always measured in whole numbers with or without decimals.</td>
<td>Yoga Frequency refers to the number of times on a weekly, monthly or yearly basis that someone participates in some sort of physical yoga activity either at home or in a class based situation. A casual participant practices no more than once a week and a core participant practices more than once a week.</td>
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</tbody>
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The Growth of Yoga

According to the data from the 2012 Yoga in America (YIA) report, 24% of American’s considered themselves unfamiliar with the practice of yoga. This implies there is still some more work to do among the yoga community who are interested in seeing more yoga participation. In this year’s report, a new category was identified called the “aspirational” yogi. These people say they would love to try yoga but they don’t know how to get started. According to YIA 2012, there are 104.4 million aspirational yogis. This number represents a huge upside for the Yoga community; the more people who practice, the greater the opportunities to increase revenue. Aspirational yogis tend to be younger with more than 40% being under the age of 34.

The Yoga Economy

Along with the increase in participation, spending for both the yoga participant as well as their household also increased. The total dollars spent on yoga products and services averages $526.00 per year for 2012. This is an increase of just over 46% from the 2008 figure of $360.00. In the chart below, fees for yoga instruction were the largest category of total revenue, but yoga equipment and apparel had the biggest growth.

<table>
<thead>
<tr>
<th></th>
<th>2008*</th>
<th>2012</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment</td>
<td>$ 862,000,000</td>
<td>$ 2,344,751,430</td>
<td>172%</td>
</tr>
<tr>
<td>Clothing</td>
<td>$ 1,040,000,000</td>
<td>$ 2,230,563,599</td>
<td>114%</td>
</tr>
<tr>
<td>Instruction</td>
<td>$ 1,730,000,000</td>
<td>$ 2,551,706,531</td>
<td>47%</td>
</tr>
</tbody>
</table>

* 2008 data from Harris Interactive
Communicating with Yogis

It would appear that yogis love their social media. Over 17% of yoga participants reported using yoga websites forums and social networks for yoga information. Both Yoga books (38%) and yoga magazines (30%) were sited the top sources for yoga information.

Fast Facts about Yoga Participants & Instructors

- 29% of Yogis have been practicing yoga for 1-3 years with an additional 23% practicing for 6 months to a year. Almost 19% have been practicing Yoga for over 5 years.
- 44% of people started practicing Yoga between the ages of 25-44.
- Women represent 82% of yoga participates.
- Almost 40% of yogis consider themselves at an “intermediate” level.
- 78% of yogis also have friends or family who practice Yoga.
- Nearly half (47%) of yoga participants prefer to practice at home rather than in a class setting.
- Almost 48% of yogis indicated they prefer 30 minute yoga sessions while 44% prefer the more traditional 60 minute session.
- When it comes to the yoga class setting, yogis indicated cleanliness of the facility was by far the single most important “must have” attribute (71%) with convenience of location rated second (60%).