



Study Highlights for YOGA STUDIOS AND TEACHER TRAINING SCHOOLS

Who Practices Yoga Today

- ❖ In the U.S. today, there are 36.7M yoga practitioners, up from 20.4M in 2012
- ❖ Practitioners spend \$16B on classes, gear and accessories – the most on classes and instruction
- ❖ 72% are women (26.4M), 28% are men (10.3M)
- ❖ 74% have been practicing for five or fewer years
- ❖ 34% of Americans, or 80M people say they are likely to try yoga over the next 12 months
- ❖ Populations that are growing include men and older Americans
- ❖ 1 in 3 Americans has tried yoga in their lifetime, not necessarily in a class

About Yoga Practitioners

- ❖ 79% of practitioners also run, cycle, lift weights or participate in at least one other athletic activity
- ❖ 59% of practitioners do yoga at least once per week
- ❖ Flexibility, stress reduction and overall fitness are top reasons to start and keep practicing yoga
- ❖ Personal interest, friends and free classes draw new students into studios
- ❖ 81% of students have practiced outside of the yoga studio in the past year
- ❖ 37% of those who practice have children under 18 who also do yoga
- ❖ Function, performance, price and comfort are the top factors when choosing yoga products

About Yoga Teachers and Studios

- ❖ Cost, convenience and quality are the most important studio traits to students
- ❖ Nearly all yoga teachers and trainees are interested in training courses that strengthen their skills and practices
- ❖ More than half of teachers and trainees report posting a yoga selfie and making and distributing instructional videos
- ❖ There are two people interested in becoming a teacher for every current teacher
- ❖ About half of U.S. yoga teachers say they are Yoga Alliance Registered Yoga Teachers
- ❖ 91% of studio owners recognize Yoga Alliance's credential as important for their teachers
- ❖ Only 29% of teachers report yoga as their primary source of income
- ❖ 67% of yoga teachers work 10 hours per week or fewer
- ❖ More than half of yoga studios generate revenue from offering other types of fitness classes, wellness services and accessories