

Yoga Statistics and Demographics

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Quick Reference

Number of U.S. practitioners: 16.5 million

Gender: 77.1% women, 22.9% men

Age: 29.1% 18-34, 41.6% 35-54

Size of U.S. Yoga market: \$2.95 billion annually (money spent on Yoga classes and products, including equipment, clothing, vacations, and media: DVDs, videos, books, and magazines)

Source: February 7, 2005, news release regarding Harris Interactive Service Bureau (HISB) poll conducted for *Yoga Journal* magazine. For more details, and for information on other countries, please see below.

Has the Boom in Interest in Yoga Peaked?

It has been my impression, based on the decreasing number and types of inquiries we have received from the media from June 2002 to the present,** reports of declining attendance in Yoga classes, and an excess of Yoga teachers and Yoga studios in some major cities (such as Seattle and Los Angeles), etc., that the recent wave of interest in Yoga has crested. We think it is clear that participation will remain at a significantly higher level than it was prior to the boom, but growth in participation will likely become more gradual. The following January 16, 2003, news release from Terra Lycos, one of the major Internet search engines, lends support to this impression:

“While overall search activity for exercise and diet-related terms remained constant from 2001 to 2002, searches specifically asking for women’s fitness have doubled. Other fitness trends from **2002** included an increase in online interest for Pilates, up 50 percent from 2001, and searches for weight training, up 20 percent, while **searches for yoga, tai chi and aerobics all fell**” (emphasis added).

In **2001**, however, **searches for “yoga” made the Lycos Top 200**, coming in at number 140 for the year.

For more information on Lycos search rankings, see The Lycos 50 Daily Report at <http://50.lycos.com>.

In the article “Mid-career Stretches: Professionals Who Leave the Rat Race for Jobs in Fitness Find It Can Be Risky But Rewarding” in the 21 April 2002 issue of the *Los Angeles Times*, the author, Jeannine Stein, reports, “Some yoga teachers who have recently graduated from teacher-training programs are finding a glut of instructors in the L.A. area. Several gyms and yoga studios report getting five or more calls a day from instructors looking for work, and top gyms have their pick of the best.”

** We used to receive c. 5 calls/week from the media, dropping to about 4 calls per month from June 2002 through December 2003. During the second week of January 2004, however, we received a dozen calls from reporters writing about Yoga as a New Year’s resolution story and subsequently received c. 2-3 calls/week, declining again in October 2004.

An alternative view

Another view on the boom is given in an article by Dan Levy, “Storefront Yoga: ‘Like Mushrooms after a Spring Rain,’ Studios Sprout throughout the Bay Area,” in the April 12, 2003, issue of the *San Francisco Chronicle*: “‘Yoga studios are the biggest real estate growth story in town,’ said Adam Ducker of the Concord Group, real estate consultants. ‘They are literally the only thing that is multiplying.’”

“Even a cursory glance at the streetscape in San Francisco, Berkeley and beyond shows the incredible growth of storefront yoga, although no firm statistics exist on exactly how many studios have opened in recent years.

“According to the Bay Area Yoga Guide, an unofficial clearinghouse, there are more than 70 studios in the nine counties—and most have opened since 1999 . . .

“Rupert Davis, a former dot-com headhunter, is a Cambridge-educated entrepreneur who is trying to open a yoga center in town. He said his research demonstrates that the number of yoga adherents has grown by more than 20 percent for each of the past six years. A well-run studio can have a 40-percent return.

“‘It’s very low-tech and the biggest expenses would be the lease and staff,’ Davis said.”

An additional alternative view is given by Julio Kuperman, M.D., head of neurology at St. Agnes Medical Center in Philadelphia and associate professor of neurology at the University of Pennsylvania School of Medicine, in an article by Carol Sorgen, “Yoga for Men,” at WebMD, <http://my.webmd.com/content/Article/58/66562.htm>. Dr. Kuperman is also a Yoga instructor and director of Yoga teacher training at the Baptiste Power Yoga Institute in Bryn Mawr, Pennsylvania, and has been practicing Yoga for the past 25 years.

“I believe the present popularity of yoga in America will continue to grow by leaps and bounds as the baby boomers continue to age,” says Kuperman. “The male population in particular remains a mostly untapped potential constituency, for yoga has much to offer my gender-mates as we age.”

For *Yoga Journal*’s view, based on the Harris Interactive Service Bureau (HISB) poll conducted for *Yoga Journal* in June 2003 and updated in January 2005, see below under “Number of Adult Yoga Practitioners—U.S.”

Number of Adult Yoga Practitioners—U.S.

• *Yoga Journal* polls

According to Dayna Macy, communications director for *Yoga Journal* magazine, there were 1 million U.S. Yoga practitioners in 1990.

A Roper poll commissioned by *Yoga Journal* in 1994 found there were 6 million Yoga practitioners in the United States at that time, with 1.86 million of them being regular practitioners, and another 17 million who expressed interest in Yoga but hadn’t tried it yet. For more detail on the demographics of this poll, see the article “Guess Who’s Coming to Yoga” in the Sept/Oct 1994 issue of *Yoga Journal*. With the recent boom in interest in Yoga, follow-up polls (June 1998 Wall Street Journal/NBC Poll; 1999 Mind Over Media research for *Yoga Journal*, which included interviews, list analysis, and trend analysis) indicated the current number of “core” (regular) practitioners in the U.S. to be c. 18 million (revised below via the Harris poll),

with another 10 million estimated to have begun practicing Yoga for the first time in 2002. See the *Yoga Journal* section at the end of this file for detailed demographics on this research along with future projections.

According to a Harris Interactive Service Bureau (HISB) poll conducted for *Yoga Journal*, released June 16, 2003, and titled “Yoga in America,” the first comprehensive study of the yoga market, over 7% of U.S. adults, or 15 million people [lower than the estimate based on earlier polls], now practice yoga, an increase of 28.5% from the year prior [we are uncertain how the prior year figure was determined, since *Yoga Journal*'s estimate for 2002 was 18 million practitioners]. The poll surveyed over 4,000 respondents—a statistically representative sample of the total U.S. population. *Yoga Journal* plans to update the survey yearly. In addition, the study found that more than 12% of the U.S. population, or 25.5 million people, is very or extremely interested in the practice of yoga; one in six respondents, or 35.3 million people, express the intention to try yoga within the next 12 months; and more than half of the general population, or 109.7 million people, has at least a casual interest in the practice of yoga. John Abbott, president and CEO of *Yoga Journal*: “Yoga has become a cultural phenomenon and an integral part of the wellness trend in this country. All the data indicates [sic] a substantial growth in the number of practitioners over the next few years—a growth that I suspect will be sheltered from both a downturn economy and other world events, as people turn to yoga to help them cope with a changing world.” For demographic information from this poll, see the *Yoga Journal* subsection of the Demographics section at the end of this file.

A February 2005 Harris Interactive Service Bureau poll conducted for *Yoga Journal* found that 7.5% of U.S. adults, or 16.5 million people, now practice Yoga, an increase of 5.6% from the prior year and 43% from 2002. The fastest growing segment is the 18-24 age group, which increased by 46% in one year. In addition, almost one in seven non-practitioners, or about 25 million people, say they intend to try Yoga within the next 12 months. (Harris Interactive Service Bureau surveyed over 4,700 respondents, a statistically representative sample of the U.S. population.)

- **Inter-survey study**

A May 12, 2000, Inter-survey study found that 9 percent of Americans had tried Yoga as an alternative therapy or treatment.

- **1998 National Survey of American Adult Complementary and Alternative Medicine (CAM) Use: Yoga**

Robert B. Saper, M.D., M.P.H., David M. Eisenberg, M.D., Roger B. Davis, Sc.D., Larry Culpepper, M.D., M.P.H., and Russell S. Phillips. M.D. Prevalence and patterns of adult yoga use in the United States: Results of a [1998] national survey. *Alternative Therapies in Health and Medicine*, Mar/Apr 2004, 10(2):44-49.

From a telephone survey in 1998 of a nationally representative sample of 2,055 English-speaking U.S. adults (60% weighted response rate), concluded that in 1998 an estimated 15 million American adults had used Yoga at least once in their lifetime and 7.4 million during the previous year. For demographic information, see the 1998 National Survey of American Adult Yoga Use subsection of the Demographics section at the end of this file.

- **The Yoga Site survey**

See also the survey of 200 Yoga practitioners at The Yoga Site,
<http://yogasite.com/surveyreport.html>

• **American Sports Data, Inc., Superstudy® of Sports Participation**

From an April 15, 2004, press release by American Sports Data, Inc. (<http://www.americansportsdata.com/index.htm>, principal provider of consumer research for both the Sporting Goods Manufacturers Association [SGMA] and the International Health & Racquet Sportsclub Association [IHRSA]—now in its 16th year, the widely acclaimed and frequently quoted annual Superstudy® of Sports Participation is the definitive source of sports/fitness participation data in the United States): “To accommodate legions of newly-arrived converts who are older, female, or both, less strenuous exercise forms and user-friendly equipment are fanning out over the landscape of physical fitness—in some cases sweeping aside more vigorous pursuits originally aimed at the ‘traditional’ participant. Since 1998, the top growth activities have been Pilates Training, Elliptical Motion Trainers, Recumbent Cycling and Yoga — activities with generally older and female constituencies. These were among the findings of the 16th annual Superstudy® of Sports Participation, conducted in January 2003 among 15,063 people nationwide, by American Sports Data, Inc. (ASD) . . .

“According to other ASD research, 26% of the U.S. population claims to be experiencing ‘a lot of stress’ in their lives. It is therefore no surprise that the compound measurement of Yoga/Tai Chi reflects an increase of 95% from 1998 to 2002. Yoga—emblematic of the new genre of mind-body relaxation techniques which defy traditional categorization as ‘fitness’ activities—claimed 11.1 million adherents in 2002, 83% of whom were female . . .

“While the newer, less taxing fitness forms have an ‘older’ skew than traditional ‘hard-body’ pursuits—Pilates, Yoga, and Treadmill Exercise have the demographic diversity to absorb youthful defectors from Cardio Kickboxing, Step-Aerobics and other more rigorous but declining activities. For the year 2000, Pilates exercisers registered an average age of 43.6; by 2002 the mean had declined to 35.1 years. Similarly, the average age of a Yoga practitioner had declined from 41.5 in 1998 to 37.1 in 2002.

SELECTED FITNESS ACTIVITIES

**Participated at least once
 1998-2002**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	1-Year Change 2001-2002	4-Year Change 1998-2002
Yoga/Tai Chi	5,708	6,404	7,400	9,741	11,106	+14%	+ 95%
Pilates	n.a.	n.a.	1,739	2,437	4,671	+92%	+169% ⁽¹⁾
Stretching	35,114	35,278	36,408	38,120	38,367	+ 1% ^(†)	+ 9%

(†) Statistically insignificant at the 95% confidence level
 (1) 2-year change

“The Superstudy® of Sports Participation was conducted in January 2003 and based on a nationally representative sample of 15,063 people over the age of 6 who were among 25,000 respondents targeted in a sample drawn from the consumer mail panel of NFO Research, Inc. 103 sports and activities were measured over 20 demographic, attitudinal and behavioral dimensions.

Data were also collected on health club membership and other subjects pertinent to physical fitness. This annual tracking study has been conducted by ASD every year since 1987, and sponsored by the Sporting Goods Manufacturers Association of North Palm Beach, Florida. For more information, call (914) 328-8877, or log onto www.americansportsdata.com.”

- **Student enrollment gains**

In terms of student enrollment, Unity Woods Yoga Center, a long-established Yoga center in the Washington, D.C., area, has tripled its enrollment between 1997 and 2002. (From the article by Sheila Walsh, “Yoga Extends Its Reach,” *Washington Post*, 26 Apr 2002, p. WE33.) Debbie Clark, who teaches Yoga at Clark College in Vancouver, Washington, says that she used to teach one class and struggled to get registrants but that she now has 150 students in several classes. (From the article by Margaret Ellis, “Slow Down with Yoga,” *Columbian*, 11 Feb 2001.)

Carol Espel, who oversees group programming at 11 Equinox [fitness club] locations in Westchester and New York City, said that each club has gone from three yoga classes a week to three each day. The number of people attending those classes, she said, has ballooned from an average of 15 to between 30 and 50. (From the article by Ilene Rosenzweig, “Attack of the Killer Yogis,” *The New York Times*, 7 Jan 2001: <http://query.nytimes.com/search/article-page.html?res=9906E4D8163AF934A35752C0A9679C8B63>.)

In an article by Dan Levy, “Storefront yoga: ‘Like mushrooms after a spring rain,’ studios sprout throughout the Bay Area,” in the April 12, 2003, issue of the *San Francisco Chronicle*, Rupert Davis, a former dot-com headhunter and Cambridge-educated entrepreneur who is trying to open a yoga center in town, says that his research demonstrates “that the number of yoga adherents has grown by more than 20 percent for each of the past six years.”

In an article by Laura DeMarco, “The yoga evolution: Old practice leads to big business with new twists,” in the August 2, 2004, issue of *The Plain Dealer* (Cleveland), the author states, “When Sandy Gross began studying yoga a decade ago, finding a teacher was no easy feat. There were only a handful of instructors, teaching in homes and rented rooms and spreading their names through word of mouth.

“Now she’s a teacher herself, with 16 employees leading 40 classes for 1,500 students a month at her Beachwood yoga complex, Evolution Yoga. Opened in March, the 4,000-square-foot, two-studio center is dedicated exclusively to yoga. The largest and latest venue of its kind in Northeast Ohio, Evolution Yoga is the result of an investment in the low six-figures by Sandy Gross and husband David. It’s one of 60 area class centers and teachers listed at the online hub Yogacleveland.com.”

Erica Anderson, a journalism student at Indiana University, writes in her article “A World of Yoga: Class to Books, It’s Taking Over,” *J201*, Spring 2004 : “The largest request for yoga comes from Indiana University, where students are given the opportunity to receive credits for a class or pay to take classes at the student recreational facility. There has been a steady increase since yoga was first introduced at the HPER workout facility in 1990. The demand has brought a need for more than 10 instructors, who teach more than 20 weekly classes. Yoga has become the parent of the student recreational center’s mind-body program which adopted Tai Chi Chuan, Pilates, and Middle Eastern Belly Dancing into the program after yoga paved the way.

““Our mind-body program is at an all-time high,” said Elisabeth Presser, program assistant of group exercise at the SRSC. Check out the Mind-Body program at www.recsports.indiana.edu.

“We offer 11 yoga classes per week with a wide range of difficulty and intensity. There is a variety of students who come to the classes, some special need students, some with joint problems looking for solutions, and others just to relieve stress,” Presser said.”

Regarding local Yoga teacher, Lynda Mitchell, who found it hard to make the rent payment when she first opened her studio, Anderson writes, “What began as a two-room studio has now claimed the entire seven-room flat overlooking the town square. With a sea of Persian rugs flowing from room to room, Mitchell concedes how the extra space answered the demand for classes.”

Number of Adult Meditators—U.S.

According to a 4 December 2003 press release by Kripalu Center for Yoga & Health, 10 million Americans practice some form of meditation regularly, double that of a decade ago.

Number of Adult Yoga Practitioners—Canada

We regretfully do not have an estimate of the number of practitioners for Canada, but according to an article by Shauna Levy, “The Yoga Show and Conference,” *Namaskar*, Feb 2003, there are more than 80 Yoga studios in the Greater Toronto Area, which does not include classes taught in other venues.

Number of Adult Yoga Practitioners—Great Britain

According to a 1999 newspaper article, the estimated number of Yoga practitioners in Great Britain at the time was 250,000 (no source was provided for this estimate). According to the Agoy Yoga products website (www.agoy.com), in 2004 there were approximately 2 million practitioners in the U.K., and the number is increasing (source: Target Group Index report from a marketing company). The population of the U.K. in 2004 was c. 66 million.

According to an article by Holly Gati, “A Return to Ourselves: Tired of Going from the Treadmill at Work to One at the Gym, More People Are Embracing Yoga for Relaxation and Fitness and Businesses Are Filling the Demand,” *The London Free Press*, 21 Oct 2002, p. 10, when Valerie Hobson and David Prentice opened The Lotus Centre in London in 1998 (London’s only center dedicated solely to Yoga at the time), they had about 40 clients per week. A few months later, more than 100 had signed up. Four years later, in the fall of 2002, enrollment ranged from between 400-500 students, a tenfold increase in business.

Number of Adult Yoga Practitioners—Australia

From Priyatna Saraswati (graceofaum@yahoo.com.au), 15 Jun 2001: “We estimate that in Australia there are approximately 2,000 Yoga teachers in a population of 20 million. If each teacher has an average of 20 students, which is conservative, there could be 40,000 regular students. There would be at least double that number of practitioners. These figures are growing steadily.”

The Australian Bureau of Statistics indicated that in 2003 over 300,000 people participated in Yoga over the preceding 12-month period. This represented 2.5% of the population between the ages of 20 and 70.

Demographics for Australian Yoga students according to Leigh Blashki, founder of the Australian Institute of Yoga Therapy, yogather@hotmail.net.au, as of October 2004: "From discussions with fellow teachers in recent months, it appears that our prior image of the typical Yoga student may no longer be accurate. Some years ago, the majority of Yoga students were female, predominantly aged 35 to 55, generally middle class, and usually from an Anglo-European background. Many of my colleagues (and I) believe that the boundaries have widened considerably. We estimate that men now account for nearly 25% of students, teenagers and the elderly are well represented, socio-economic status is less of a factor, and classes appear to have a similar multicultural/multiracial mix to the whole of society."

Number of Adult Practitioners—Germany

From an article (written by the staff of *Deutsche Welle*) entitled "Say 'Öm': For Travelers, Germany is Yoga-Friendly," *Deutsche Welle*, 6 Mar 2004: "Kumud Schramm, spokeswoman for Germany's Yoga Teachers' Association, says that more than three million Germans do yoga on a regular basis, and there are more than 8,000 teachers in the country who serve them."

Number of Adult Practitioners—Japan

According to Kazuo Keishin Kimura of Japan Yoga Niketan, one of the largest Yoga associations in Japan, the estimated number of practitioners in 2004 is 500,000 to 1 million. The population of Japan is 127 million (as of 2003).

Number of Adult Practitioners—Singapore

According to the article "Match and Stretch" by Lionel Seah, *The Strait Times Interactive*, 9 Nov 2002, Yoga studios are popping up across the island of Singapore and the number of practitioners of this exercise has increased dramatically. At Shambhala Yoga Studio, membership has jumped from fewer than 100 when it started in 1998 to more than 3,000 now. At smaller studios like On The Mat at Robertson Walk, membership has risen by at least 40% since it opened in December 2001. The population of Singapore in 2000 was 4.2 million.

Number of Adult Practitioners—Taiwan

According to the article "Yoga recycled for another millennium: Hot yoga is the latest form of the ancient Indian practice that is being adopted by many Taiwanese" by Yu Sen-lun, *Taipei Times*, 17 Mar 2005, there are less than 1 million adult Yoga practitioners in Taiwan, or around 8 percent of the adult population..

Number of Adult Practitioners—Worldwide

According to the website of the International Yoga Federation, <http://www.secretariat.yoganet.org>, there are 300 million Yoga practitioners worldwide. No source is provided for this figure.

Number of Yoga Teachers—U.S.

Regarding the number of Yoga instructors in the United States, Matt Taylor of Dynamic Systems Rehabilitation, Scottsdale, Arizona, a Yoga therapist and physical therapist who teaches a seminar on the business of Yoga, estimates there are 200,000. We estimate circa 50,000-75,000 (the only firm figure we have is that there are 13,000 teachers certified to teach in the Sivananda tradition). An article in a 1991 issue of the *Bloomington Herald-Times* estimated that in 1991 there were 10,000 teachers teaching between 4-5 million students. (The population of the United States in 2002: c. 280,000,000.) An article by Ryan Allen entitled “The Dawn of a New Yoga Teacher” in *LA Yoga*, Sep/Oct 2003, states it is estimated that there are as many as 100,000 Yoga teachers in the United States. There currently (at the beginning of 2005) are c. 9,000 teachers registered with the voluntary Yoga Alliance Registry.

NAMASTA, the North American Studio Alliance (www.namasta.com), estimates there are 70,000 yoga teachers in North America. NAMASTA, according to an April 12, 2005, eMedia Wire news release (<http://www.emediawire.com/releases/2005/4/emw227953.htm>) “determined the figure of 70,000 based on both an estimate of the number of teachers who received training and readership surveys by the major yoga publications. The estimate includes people who might no longer be teaching and teachers who have received different levels of training.”

Number of Yoga Teachers—Great Britain

A figure of 10,000 is given as an estimate made by the British Wheel of Yoga in an article by Denis Campbell entitled “Bend it like the stars and risk wrecking your health” in the 8 September 2002 issue of *The Observer*. Only half of the teachers hold the British Wheel of Yoga Diploma (an in-depth teacher training certification) or equivalent. The population of Great Britain in 2002: c. 59 million.

Number of Yoga Teachers—Australia

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Number of Yoga Teachers—Germany

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Number of Yoga Venues—U.S.

We do not have any researched statistics on the total number of U.S. Yoga venues—Yoga studios (both commercial and home-based), Yoga classes at the “Y,” Yoga classes in health clubs (but see below the section entitled “Number of Health Clubs Offering Yoga Posture and Meditation Classes”), Yoga classes in corporate, hospital, and university fitness centers, Yoga classes in park and recreational departments, Yoga classes in church recreational facilities, etc.—but our best guess is 10,000-30,000. Both *Yoga Journal* and *Yoga International* magazines publish an annual directory of Yoga teachers and Yoga studios, and you may be able to get some idea of the number of studios/schools from the latter. Entry in the directories is not free, however, so represents only those studios that pay for inclusion.

Some local statistics: According to an article in *The Seattle Times*, 10 June 2002 (“The Yoga Putz,” by Paula Block, Pacific Northwest Magazine insert), there are 43 Yoga studios listed in the Seattle Metro phone book. The population of Seattle in 1996 was approximately 3,250,000. According to an article in the *Los Angeles Times*, 14 September 2002 (“Career Counselor: Becoming a Yoga Instructor,” by Susan W. Miller), there are over 30 yoga studios within 10 miles of Glendale, California. The population of Glendale is approximately 200,000.

In 2000, *The Los Angeles Times* estimated that there were more than 70 yoga studios in Southern California, with some of the larger ones grossing as much as \$30,000 a week. According to an article by Adam Skolnick in *LA Yoga* magazine, Nov/Dec 2002 (<http://www.layogapages.com/issue2/feature/feature.htm>): “Southern California boasts more than 100 studios from San Diego to Santa Barbara, serving approximately one million practitioners . . . New studios open every month.”

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“‘It’s very low-tech and the biggest expenses would be the lease and staff,’ Davis said.”

Number of Kundalini Yoga Centers: 350

(From the article, “L.A. (Yoga) Story: Yoga teacher to the stars Gurmukh Khalsa steps out of the limelight,” by Samantha Dunn, *Yoga Journal*, Jul/Aug 1999, http://www.yogajournal.com/views/339_1.cfm.)

Number of Adult Practitioners by Gender

Surveys conducted by *Yoga Journal* and others indicate that women comprise approximately 75-80% of Yoga practitioners and men 20-25%. (The Harris Interactive Service Bureau poll released by *Yoga Journal* June 16, 2003, found that 76.9% of practitioners are women, 23.1% are men. The follow-up poll released in February 2005 found that 77.1% are women, 22.9% are men.) The number of male practitioners is slowly increasing probably due primarily to the current popularity of the more athleticized forms of Yoga: Ashtanga, Power, and Bikram (“Hot”).

From an April 15, 2003, press release by American Sports Data, Inc. (<http://www.americansportsdata.com/index.htm>, principal provider of consumer research for both the Sporting Goods Manufacturers Association [SGMA] and the International Health & Racquet Sportsclub Association [IHRSA]—now in its 16th year, the widely acclaimed and frequently quoted annual Superstudy® of Sports Participation is the definitive source of sports/fitness participation data in the United States): “Yoga—emblematic of the new genre of mind-body relaxation techniques which defy traditional categorization as ‘fitness’ activities—claimed 11.1 million adherents in 2002, 83% of whom were female.”

From the article “Guys Are Warming Up to Yoga and Pilates,” by Donna Wilkinson, *The New York Times*, 23 Sep 2002: “When the yoga boom hit about 10 years ago, it was 10 to 1, women to men,” said Matthew Solan, a senior editor at *Yoga Journal*. “Now it’s about 8 to 1, but it’s growing. . . .” Donna Cyrus, the national group fitness director for Crunch Fitness, which has 22 clubs nationwide, says, “In the early days, about 4% of our members took yoga and it was mostly women. Now it’s 75%—they are our best-attended classes—and it’s about 50-50 female to male.” The ratio is similar at Jivamukti Yoga Center, the largest yoga studio in Manhattan. Cofounder David Life states, “When we started in 1979, you’d see one or two men in a class, and now it’s about 50-50. I think that New York may be a little ahead, but even in other places it’s not unusual that a third of the class is men.”

In an article in the August 11, 2002, issue of the *Marin Independent Journal*, about long-time Yoga teacher Sherri Baptiste Freeman, Ms. Freeman states, “In my classes here in Marin [Marin County, California], I typically see 30 to 40 percent men in attendance so I think stepping into a yoga room is getting a lot easier for the guys too.”

Becky Jones, who owns and runs a Bikram Yoga Studio in Louisville, Kentucky, has a 70/30 ratio of women to men in her classes. See <http://www.bikramyoga.com/old/success.htm>.

In the April 7, 2001, *Edmonton Sun* article entitled “A Bear for Yoga: Men are Re-discovering the Ancient Discipline,” author Ajay Bhardwaj states that “up to 10% of the Alberta Yoga Association’s 1,100 members are now male.” He further states that some of local teacher Peter Knight’s classes are composed of 50% men.

In the May/June 2003 issue of *Body & Soul* magazine in the article by John Stark entitled “Unlikely Yogis: Why Cops, Firemen, Construction Workers, and Other Workaday Joes Are Becoming Yogaholics,” it is stated that when the Bikram Yoga studio profiled in the article (Yoga for You, Boston, Massachusetts) opened seven years ago, students were almost 100% women, whereas now it is not at all unusual for the men to outnumber the women in a class.

In the June 16, 2004, issue of *Newsweek*, in his article “Real Men Do Yoga: American Men Are Starting to Hit the Mats for a New Athletic Challenge,” John Capouya (author of the book *Real Men Do Yoga*) states: “American men are now flocking to the yoga mats where once, it

seemed, only women dared to tread. A new Harris poll commissioned by *Yoga Journal* suggests that men now make up 23 percent of America's 15 million enthusiasts. 'Two to three years ago I think the number would have been 10 to 15 percent,' says Kathryn Arnold, the magazine's editorial director. At Town Sports International's 130 East Coast sports clubs, yoga classes now draw three times as many men as they did three years ago. And in Nashville, Tenn., yoga teacher Hilary Lindsay says her early-morning classes are often two-thirds to three-quarters male. 'They're businessmen, entrepreneurs, real-estate guys,' she says. 'And almost all of my private clients are men.'"

From the article, "Breathe, stretch—and now for the rugby prop pose," by Steve Meacham in the 12 Sept 2005 issue of the *Sydney Morning Herald*:

"The Australian Bureau of Statistics says 85 per cent of yoga pupils are women, but Mr Peak said at least a third of his power yoga pupils at the Body Mind Life gym in Neutral Bay were men.

"We get a lot of guys who have pumped weights ... who come here to nurse their old injuries or reclaim the flexibility they used to have,' Mr Peak said.

"Guys can relate to it a lot more. It's very intense, one of the hardest workouts anyone can experience. But the relaxed state you feel afterwards is quite foreign to a lot of guys who have been used to the gym all their lives and never looked at holistic exercise . . .'

"Stephen Penman, co-author of a study by RMIT University into yoga in Australia, said power yoga was one of several styles helping to convert men to yoga as a sport. 'Some styles of yoga attract men more than others, particularly the more aerobic, physical forms. Guys hardly turn up at all for the classical, more gentle styles.'

"But Moira Bower, president of the Sydney-based International Yoga Teachers Association, disagreed. She has noticed a rise in male pupils in her more traditional classes. 'Ten years ago it used to be 10 per cent; now it's about 25 per cent.' Many of her male pupils were businessmen looking for something to relieve stress, not something involving 'performance anxiety,' she said.

Number of Child Practitioners

We do not have any information on the number of children practicing Yoga. In 2002, in Santa Rosa, California, with a population of 150,000, there was one class offered for children, whereas in New York City there are Yoga studios devoted entirely to teaching youngsters. We are also seeing an increasing trend in Yoga being taught in both private and public schools (this trend continues to gain momentum through 2005). (See, for example, the 25 Feb 2002 article by Julian Guthrie in the *San Francisco Chronicle*, "Om Schooling" www.sfgate.com/cgi-bin/article.cgi?f=chronicle/archive/2002/02/25/MN165066.DTL.)

In addition, Yoga is used therapeutically for children with congenital and other disabilities (see especially www.specialyoga.com) and as an adjunct in pediatric physical therapy and for other medical conditions. In a 2001 survey of some of its members, the American Academy of Pediatrics found that of the 733 respondents, 55 percent said they recommended Yoga as part of an asthma treatment regimen, and 24 percent said they recommended it for children with ADHD.

In an associated press article that appeared in the 24 July 2003 issue of *The New York Times*, “Yoga’s Popularity Now Includes Youngsters” (<http://www.nytimes.com/aponline/business/AP-Yoga-for-Tots.html>), some statistical information was provided:

Jodi Komitor, owner of Next Generation Yoga Studio for children in Manhattan, and coauthor of *The Complete Idiot’s Guide to Yoga with Kids*, taught 50 children a week at her studio two years ago, and she now teaches 150, paying \$20 per 45-minute class. Komitor also hosts yoga-themed birthday parties for eight at \$515, not including food, and trains other instructors, 20 at a time, at \$795 per person for a four-day session. In addition, she sells animal motif relaxation blankets for \$75 and a collection of Yoga videotapes for children ages 2 to 7 at \$16.99 each. She has her own video in the works, as well as a chain of studios and a children’s Yoga clothing line.

Helen Garabedian, who runs Itsy Bitsy Yoga in Marlboro, Mass., says that Yoga is liberating for children in a modern, restrictive world (“. . . children spend more and more time confined—either in car seats or small yards”). Her classes cost \$15 per session, with younger siblings getting a 50 percent discount. Her business has quadrupled in the past four years, and she adds over 200 names a year. She also trains instructors for branches opening in California, Florida and North Carolina, later this year. Forty people have signed up for training at \$650 per person.

Tanya Seaton, manager with Datamonitor, an information company specializing in industry analysis, told *The New York Times* that a factor in the Yoga trend is an increase in the affluence and the age of parents. She indicated that having money to spend, they look for activities beyond the playground and are more likely to be taking Yoga classes themselves. “With 11.3 million children under the age of three in the U.S., yoga instructors have plenty of opportunity to grow business,” she said.

Number of Pregnancy Yoga Classes

We do not have any information on the number of women taking Pregnancy Yoga classes, but our best guess is 15,000-25,000.

Number of Health Clubs Offering Yoga Posture and Meditation Classes

According to the article “Lay Out the Yoga Mat and Stretch into Fitness” by Don Oldenburg in the 11 September 2004 issue of *The Journal Gazette*, “Last year [2003], 2.2 million Americans were practicing yoga at commercial health clubs, up from 400,000 in 1998, says Bill Howland, director of public relations and research at the International Health, Racquet & Sportsclub Association, a trade group in Boston. Eighty percent of clubs now offer yoga classes—twice that of six years ago.”

Eighty-four percent of health clubs offered Yoga posture classes in 2002, up from 38% in 1995. The number of participants increased to 1.8 million in 2002 from 400,000 in 1998 (International Health, Racquet, and Sportsclub Association).

Eighty-five percent of U.S. fitness facilities (health clubs and personal training studios; fitness centers run by corporation, hospitals, and universities; YMCAs; and park and recreational departments) offered Yoga in 2002, up from 31% in 1996. (IDEA Health and Fitness Association, quoted in an article by Jane E. Allen, “Health clubs pump up numbers,” *Los Angeles Times*, 5 Aug 2002. See IDEA press release below.)

Yoga is the third most popular offering at fitness centers (*Yoga Journal*, May/June 2002, p. 21; the first and second most popular offerings were personal training and group strength training).

Yoga and personal training sessions are two of the top offerings attracting patrons to fitness facilities. . . . Yoga and other mind-body disciplines such as Pilates have become even more popular since September 11 according to an IDEA Health and Fitness Association spokesperson. "People are finding refuge in their fitness facilities." (From an article by Jane E. Allen, "Health clubs pump up numbers," *Los Angeles Times*, 5 Aug 2002.)

Thirty-five percent of health clubs offered meditation classes in 1999, a 12% increase from 1997 (*IDEA Health & Fitness Source*, April 2000).

IDEA Press Release: IDEA Surveys Outline the Latest Trends in Fitness

San Diego, July 5, 2002 - Yoga, personal fitness training and group strength training lead the list of most frequently offered programs at U.S. fitness facilities, according to the 7th Annual IDEA Fitness Programs Report. Eighty-seven percent of the respondents say they offer personal training sessions and group strength training classes, and 85% say they provide yoga instruction.

Among the top 10 fitness programs, yoga has experienced the most growth as a class offering over the past seven years, with 54% more fitness facilities offering this exercise format in 2002 than did in 1996. During this same time frame, boxing-based classes had a 47% growth rate, fitness assessments increased by 23% and personal fitness training was up 21%.

Highlights of the 7th Annual IDEA Fitness Programs Report [2002]

1) Top 10 Fitness Programs - Percentage of Fitness Facilities Offering Them in 2002 and 1996 (Or First Year Offered), Plus Increase Over That Time:

Program	2002	1996	% Change
Personal Training	87%	66%	+21%
Group Strength Training	87%	75%	+12%
Yoga	85%	31%	+54%
Fitness Assesments	85%	62%	+23%
Step Aerobics	82%	77%	+5%
Stretching/Flexibility	82%	69%	+13%
Low-Impact Aerobics	79%	80%	-1%
Abdominal Classes	72%	76% (1997)	-4%
Core Conditioning Classes	72%	61% (2001)	+11%
Boxing-Based Classes	71%	24%	+47%

The 2002 IDEA Fitness Programs Report is based on the results of a survey questionnaire mailed earlier that year to a selection of IDEA Business, Program Director and Professional members. The five types of facilities that participated in the study comprise multipurpose health clubs (27%), personal training studios (4%), corporate fitness centers (7%), group exercise studios (3%), fitness-only health clubs (11%), hospital fitness centers (6%), college/university fitness centers (7%), YMCAs/YWCAs/JCCs (11%), parks/recreation departments (9%) and other types of facilities (15%). Initial results were released in June 2002 at the World Fitness IDEA 2002

convention in San Diego, California. The complete results will appear in the October 2002 issue of IDEA Fitness Manager.

In another survey, the 2002 IDEA Group Fitness Trendwatch which appears in the July-August 2002 issue of IDEA Health & Fitness Source, the respondents all agree that yoga is the number-one group activity among consumers today. Part of yoga's immense popularity, according to the survey participants, is attributed to a post-September 11 mentality that has developed among fitness facility members, and class offerings in this area are increasing to meet the demand. "Society needs some yin with its yang now," says David Bagby, owner of Simply Fit in Seneca, South Carolina. Julie McNeney, vice president of marketing at The Fitness Group in Vancouver, British Columbia, adds, "I believe that people want to be more at peace with themselves since September 11."

The second-most popular class in the 2002 IDEA Group Fitness Trendwatch was Pilates: another example of consumers turning to mind-body formats. The more stressful life gets, the more mind-body classes like Pilates are needed, says Yvonne Jones, fitness director at the Magdalena Ecke Family YMCA in Encinitas, California. Another reason for the popularity of Pilates is the media coverage that it has received. "The buzz is still strong," says Kathleen Burlage, fitness coordinator at the Huntington, New York, YMCA. "Many people are just trying Pilates for the first time."

Here are other fitness programs that the 2002 IDEA Group Fitness Trendwatch identified as increasing and decreasing in popularity:

What's Increasing

Core Conditioning
Personal Training
Combination Classes
Seniors-Specific Classes
Stability Ball Training
Group Strength Training
Stretching/Flexibility
Sport-Specific Training
Kids-Specific Training

What's Decreasing

Kickboxing
Martial-Arts-based Aerobics
Mixed-Impact Aerobics
Boxing-based Classes

Seventeen group fitness program directors participated in the 2002 IDEA Group Fitness Trendwatch. They come from all regions of the United States and Canada and work in a variety of venues, including small clubs, universities, wellness centers, hospital-based facilities, large chains, corporate settings and YMCAs.

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with more than 19,000 members in more than 80 countries. Since 1982, IDEA has provided health and fitness professionals pertinent information, educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective fitness and lifestyle programs. For more information on IDEA events, publications, educational products, member services or other activities, visit the IDEA Web site at www.ideafit.com.

Percentage of Americans Using Meditation or Yoga to Deal with Stress, Anxiety, and Depression

The First Sedona Life Quality Study found that 50% of Americans deal with stress, anxiety, and depression through prayer, meditation, or yoga—including an increasing number of males.

Results represent the findings of a telephone survey conducted among a national probability sample of 1013 adults 18 years of age and older, living in private households in the continental United States. Interviewing for this Opinion Research Corporation CARAVAN(R) Survey was completed during the period March 11 - 14, 2004. The survey has an error margin of plus or minus three percent.

For more information, contact: Meg McAllister, Sedona Training Associates, 416-410-8466, Meg@mcallcom.com, <http://www.sedonamethod.com>.

Percentage of Americans Engaging in Recreational Activities Who Use Yoga to Improve Performance

A survey conducted in February 2004 for Recreational Equipment, Inc. (<http://www.rei.com>), found the following:

70% of women and 59% of men surveyed see Yoga as a way to improve performance in other activities

49% of women and 25% of men surveyed say they have tried Yoga within the last two years and are likely to try Yoga again within the next 12 months

Return on Investment for Corporations that Have Instituted Wellness Programs

Note: Wellness Programs in corporate Yoga, meditation, massage, reflexology, etc.

According to a 3 March 2005 Press Trust of India article, which quotes an article in an unidentified issue of *The Washington Post*, for every dollar invested, corporate wellness programs produced the following returns at U.S. corporations: \$6.15 over a six-year period at Coors Brewing Co., \$5.80 for office furniture maker Steelcase Inc., \$5.52 for Equitable, and \$3.40 for Travelers Corp. (now part of Citigroup).

It is further reported that corporate Yoga programs are bringing significant returns to Yoga teachers as well. Karen Wiedemann founded Urban Yoga Studio in 2001 in Washington to bring Yoga to corporate offices. She was the only staff member. Today (March 2005) she has contracts with five Yoga instructors who teach employees at several corporate business clients as well as the National Park Service and the Service Employees International Union. Wiedemann charges \$200/hour for her services.

Yoga/Tai Chi Marketing Study

The Sporting Goods Manufacturers Association (SGMA) prepares an annual 250-page “Yoga/Tai Chi Participation Report,” which is “derived from an annual syndicated tracking study” and

whose function is “to provide key marketing intelligence for professionals interested in the yoga/tai chi market. The study is designed to identify and analyze general patterns, trends and relationships within the full range of 102 other sports and activities.” The cost of the report for nonmembers of SGMA is c. \$650, and thus we are unable to purchase it. See <http://www.sgma.com/reports> for further information.

According to an article in the 15 Dec 2002 issue of *The New York Times* (“Yoga Wear, Not Yoga Is the Mantra” by Ruth La Ferla), “a 2001 survey of frequent yoga participants (100 days or more a year) by the Sporting Goods Manufacturers Association of America shows that the average yoga practitioner is a 44-year-old college-educated woman with a household income of \$67,000. This study also revealed that there were 1.5 million female frequent participants in 2001, a 65 percent rise from 2000.”

SGMA also makes available a free summary of their estimated number of participants in Yoga/Tai Chi and other sports, the “Sports Participation Topline Report” (for the 2004 report see <http://www.sgma.com/reports/data/2004/sport-part-topline2004.pdf>). Please note that SGMA’s estimated number of participants is somewhat lower (13 million for 2003) than the number estimated by the polls *Yoga Journal* cites.

Size of Yoga Market

In the article “Yoga, Inc.” by Russell Wild in the November 2002 issue of *Yoga Journal*, p. 108, it is stated that “the average yoga practitioner’s yearly expenditure on all things yoga— instruction, mats, props, clothing, weekend workshops, books, CDs, videos—could be conservatively estimated at a ballpark \$1,500. That amount times 18 million equals \$27 billion [see the next paragraph below for a more recent and more accurate figure]. To put this into perspective, if the yoga business were consolidated, the resulting corporation (Yoga-Mart?) would be slightly larger than Dow Chemical, slightly smaller than Microsoft. That’s big. And it’s getting bigger. Mainstream retailers like J. Crew and Puma have been selling their own lines of yoga gear for some time now, and Nike is introducing its first yoga shoe (the Kyoto, \$55) in November . . .” See also below the section entitled “Co-modification of Yoga.”

From a Harris Interactive Services Bureau (HISB) poll conducted for *Yoga Journal* and released June 16, 2003: “The growth in the yoga market is reflected in the growth of *Yoga Journal*. Between 1998 and 2002, the paid circulation of the magazine more than tripled, from 90,000 to 300,000, with circulation increasing 20.5% and advertising revenue increasing 30% in the past year alone. The magazine is the top-selling health and fitness title at Barnes & Noble nationwide as well as at Whole Foods.” According to a follow-up poll released in February 2005, Americans spend \$2.95 billion a year on Yoga classes and products, including equipment, clothing, vacations and media (DVDs, videos, books and magazines), and *Yoga Journal* now has 325,000 subscribers. Mary Billard writes in her article, “Flow, or No Flow, Following the Yogis,” in the February 18, 2005, issue of *The New York Times*, “Yoga Journal started with one conference in 1994 and now [holds] three to five a year, all of which sell out, each attracting about 1,500 people.” Western Publications Association also has named *Yoga Journal* Best Health and Fitness Magazine three years in a row for the years 2002-2004.

Big retailers have now zeroed in on the market, long held by niche vendors. Gaiam, which markets yoga videos, equipment, and health products, announced disappointing second-quarter revenue of \$17 million for August 2004, in part because of competition from Wal-Mart and Costco. At REI, the top-selling U.S. specialty outdoor store, sales of Yoga mats, blocks, and other

props are up 98% over last year. REI says Yoga is the big driver behind a 70% expected jump this year for Yoga and climbing clothes (there was a 134% jump in 2003 from the year before). According to Demain Kloer, general manager of Vista, Calif.-based prAna, which makes and sells clothing for Yoga and rock climbing and was REI's 2003 vendor partner of the year, "Even large, mainstream apparel makers are putting 'great for yoga' on everything stretchy." Yoga vacations are also big business. The Kripalu Center for Yoga & Health in Lenox, Mass., with room for 450 people, expects guest stays to be up 12% to 18% next year from this year, which is running about 10% ahead of last year. Typical cost of a five-day yoga stay: \$615 to about \$1,200 depending on accommodations.

According to the article "Lay Out the Yoga Mat and Stretch into Fitness" by Don Oldenburg in the 11 September 2004 issue of *The Journal Gazette*, "At Gaiam, one of the nation's biggest makers of yoga products, sales have grown 41 percent over five years—despite giants such as Nike and Reebok entering the market. If you still need evidence that yoga has struck a nerve in Middle America: Wal-Mart and Target now carry hefty lines of instructional videos, books and paraphernalia. Wal-Mart's Web site boasts 990 yoga products; Target's has a mind-numbing 4,235."

From an article by Megan Lane, "The Tyranny of Yoga," BBC News Online, 9 Oct 2003: "A survey released on Wednesday [October 8, in Great Britain] found that three-quarters of women are turning to yoga, meditation and holistic therapies such as massage, shiatsu and reflexology to beat the stresses of modern life . . . so-called spiritual spending totals £670m a year, with another £20m spent on spa retreats and yoga holidays."

From an article entitle "Yoga Essentials," *Albuquerque Journal*, 17 Dec 2004: "Mitch Varley at Page One [bookstore] on Montgomery and Juan Tabo is a witness to yoga's growing popularity. 'As a section it sells really well.' In a few years the store has expanded its yoga books from a shelf to an entire section."

In a May 9, 2005, press release by PRNewswire, it is stated that one All Things Organic(TM) fiber exhibitor at the All Things Organic(TM) Conference and Trade Show, held at Chicago's McCormick Center May 1-3, reported that sales at a major club store of its organic Yoga wear reached 2.6 million pieces in 2004.

In the Spring 2004 issue of *J201*, journalism student Erica Anderson writes in her article, "A World of Yoga: Class to Books, It's Taking Over": "Marika Voukidis, Sales Manager at Borders, witnessed firsthand the explosive popularity of yoga and its steady following. 'In the last four years especially yoga has exploded on our front. It is a whole new market.'

"What began as a couple of books has now evolved into a separate section, which Borders has claimed is its fastest growing facet. The area boasts a plethora of yoga related items, from flash cards, DVDs, balance balls and straps to bath salts. Some products are self-explanatory while others packages promise to 'achieve inner peace and re-tune your body,' or to 'discover the meaning of true relaxation.'

"The videos and DVDs are the top sections that get sold. We have needed to increase our stock and variety in answer to demand,' Voukidis commented."

Number of Yoga Journal Subscribers

Yoga Journal is the leading national Yoga magazine in the United States.

From Alexandra Marks, "In Schools, Gyms, Even Planes, Yoga Hits New Heights," *The Christian Science Monitor*, 24 Oct 2002, p. 01: "In 1990, the magazine had 50,000 readers. In 1998, it was up to 90,000. Since then, the magazine's circulation has tripled to more than 300,000 regular subscribers. If you include newsstand sales, it's up to almost half a million readers."

From a February 7, 2005, *Yoga Journal* press release: "The growth in the yoga market is reflected in the growth of *Yoga Journal*. Between 1998 (when John Abbott acquired *Yoga Journal*) and 2005, the paid circulation of the magazine more than tripled, from 90,000 to 325,000."

According to an August 30, 2004, article in *USA Today* by Juli Schmit entitled "Big business lunges for a piece of fat yoga profit," national advertising in *Yoga Journal* is up 35% in the current 200-page issue from a year ago. [The magazine is published seven times per year.]

According to an April 20, 2005, PRNewswire release, in May 2005 *Yoga Journal* will begin publishing a quarterly Russian edition of the magazine with 70 percent content from the U.S. edition and 30 percent local content. The initial print run will be 20,000 copies, and other foreign-language editions are planned.

Number of Yoga Journal Conference Attendees

Mary Billard writes in her article, "Flow, or No Flow, Following the Yogis," in the February 18, 2005, issue of *The New York Times*, "Yoga Journal started with one conference in 1994 and now [holds] three to five a year, all of which sell out, each attracting about 1,500 people."

Commodification of Yoga

Products

According to an article by Adam Skolnick in *LA Yoga* magazine, Nov/Dec 2002 (<http://www.layogapages.com/issue2/feature/feature.htm>):

"Yoga images have been used to peddle shoes, cars, insurance [e.g., Norwich Union Direct insurance], skin products and banks [*Yoga Research and Education Center's note*: and many more things, including pharmaceuticals, nutritional supplements, toilet seats, underwear, eyeglasses, food products (e.g., Benecol low-fat yogurt, Special K cereal), alcoholic beverages (e.g., John Smith extra smooth bitter), a law firm, weight-loss products, a department store's wares, a hair dryer, travel destinations, airlines, financial services, the Yellow Pages, fitness clubs, water filters, software, websites, cell phone and regular phone services, Disney sleepwear with Pooh doing yoga, a temporary help corporation, perfume, a book club, concrete, Air Wick air freshener, cable and wireless, Clear Blue pregnancy test, DFS and Homebase, and Phostrogen weed and moss killer lawn feed] . . . Searches on the U.S. Patent and Trademark Office database uncovered 484 trademarks filed by businesses using the term 'yoga.' 'Om' is utilized by 217 and 'stretch' is used by a whopping 730 businesses. Even saints, and Hindu gods and goddesses are not immune. 'Buddha' has been co-opted by 103 companies; 'Shiva' is employed by 37; there are 31 records of 'Kali'; 23 of 'Krishna'; and even two of the relatively underemployed deity, 'Ganesha.'"

One of the most active areas of co-modification (as of the first quarter 2003) is “Yoga clothing.” Excerpted from an article by Ruth Ferla, “The Ever-So-Elegant Tracksuit,” *The New York Times*, April 1, 2003:

“Rooted in the West Coast health and fitness culture, the look of a sumptuous form-fitting hooded sweatshirt and pants has bounded from the gym, dance studio and yoga ashram into the streets. It has assumed an increasingly pivotal role in women’s wardrobes, the basis of a uniform whose separate elements are as likely to turn up at cocktails as they are at the spa.

“The look is ‘the love child of casual and comfort wear,’ said David Wolfe, creative director at the Doneger Group, a fashion-trend tracking firm. Its ubiquity in recent months represents ‘a crescendo in the casualization of the nation,’ he added.

“But if a single company can be credited with branding the look as high style, it is Juicy Couture . . . ‘Juicy has gone beyond cult — it’s mainstream,’ said . . . [Stefani] Greenfield, [‘an owner of the Scoop shops in New York, outposts for the strenuously stylish’], who carries the line in her New York boutiques in myriad variations. On a buying trip to Los Angeles, she stopped in a coffee shop, she recalled. ‘There were two people behind me and one in front wearing the identical outfit,’ she said. ‘I was, like, where is the ashram?’

“Angela Ahrendts, an executive vice president of Liz Claiborne, [which purchased Juice Couture in March for approximately \$40 million] said it wants to expand the Juicy Couture brand in the United States and internationally, as well as open retail stores. Extensions of the core brand . . . include Down Dog Couture, a yoga line . . .

“. . . there is nothing dowdy about the look as interpreted by celebrities and runway designers. It is now so competitive that fashion houses are racing alongside the big sports companies for consumers’ loyalty. Nike is offering cabana-striped Capri pants and cat suits in plush stretchy fabrics, part of a new yoga-oriented sportswear line.

“Others riding the trend in a newly feminine, upscale direction include Donna Karan Spa, a collection of yoga-influenced underwear, including a cat suit that the company said is being snapped up by women as a streamlined underpinning to a suit or a dress.

“Many of the makers cater to a population that places a premium on simplicity and understatement. Nevertheless, Debra Rodman, the designer of Yogini, which sells yoga-influenced fashions on the Web, said, ‘This isn’t a sackcloth-type thing.’ Ms. Rodman has supplemented her basic yoga gear with fleecy gilt-embroidered hoodies and ruffled tank tops meant to be matched with chiffon skirts. The line is for women, she said, who want to wear such fluid pieces for yoga, at the movies or on a date. She started her business three years ago. ‘At the time, I had no competition,’ she said, somewhat wistfully. ‘Now it’s really tough.’”

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The commodification of *Yoga Journal* magazine: From an article by Jennifer Davies, “Spiritual Sensation: Entrepreneurs Cash in on Yoga’s Recent Stretch of Popularity,” *The San Diego Union-Tribune*, 8 Feb 2004, p. H1: “A mortgage banker [John Abbott] bought *The Yoga Journal* in the late ‘90s and helped catapult a homespun magazine into a publishing powerhouse. Not only has

its circulation increased but the company has built a lucrative conference business. The company plans to hold conferences in San Francisco, Boston and Colorado as well as a cruise to the Eastern Caribbean, which will include high-profile yoga teachers, entertainment and excursions.”

A September 7, 2004, press release from *Yoga Journal* announced the appointment of Lynn Lehmkuhl as the magazine’s new publisher. John Abbott remains president and CEO. Lehmkuhl previously served as publisher of *Ladies’ Home Journal* from November 2002 – August 2004. In 2003, she grew advertising revenue 24% versus the industry average of down 5%. *Advertising Age* cited the magazine as one of the “Top 10 Gainers” for the year.

Lehmkuhl is an avid and longtime Yoga practitioner and a certified Yoga teacher. She says, “I have been a longtime reader of *Yoga Journal* and deeply believe in its mission to bring intelligent, creative stories about yoga to life. The magazine’s circulation and advertising revenue have grown exponentially in the last few years. My mandate is to build on this growth, and to develop the company into an integrated, multi-platform business.”

According to the article by Juli Schmit detailed below, national advertising in *Yoga Journal* is up 35% in the August 2004, 200-page issue from a year ago. [The magazine is published seven times per year.]

In an August 30, 2004, article in *USA Today* by Juli Schmit entitled “Big business lunges for a piece of fat yoga profit,” the following information is provided: Yoga has become so mainstream that *Yoga Journal* magazine is attracting as advertisers major U.S. companies such as Ford Motor and Pfizer. Target.com sells 17 yoga DVDs. Celebrity Yoga teacher Rodney Yee is for the first time endorsing a consumer food product (Vitasoy milk and tofu). According to Dan Gurlitz, general manager of Koch Vision, whose distribution of Yoga Zone DVDs and videos is a “serious seven-figure business” for the company, “Yoga is at the top of its game.”

Yoga mats are available in vinyl, natural rubber, and cotton and range in price from \$10 to \$69. Yoga mat bags range in price from \$10 to \$199 (leather bags fall in the high end of the range, and Gucci at one point marketed an \$850 leather mat bag). Yoga clothes, while stretchy, do not have any other feature that makes them especially applicable to Yoga, but they are nonetheless all the rage.

Big retailers have now zeroed in on the market, long held by niche vendors. Gaiam, which markets yoga videos, equipment, and health products, announced disappointing second-quarter revenue of \$17 million for August 2004, in part because of competition from Wal-Mart and Costco. At REI, the top-selling U.S. specialty outdoor store, sales of Yoga mats, blocks, and other props are up 98% over last year. REI says Yoga is the big driver behind a 70% expected jump this year for Yoga and climbing clothes (there was a 134% jump in 2003 from the year before). According to Demain Kloer, general manager of Vista, Calif.-based prAna, which makes and sells clothing for Yoga and rock climbing and was REI’s 2003 vendor partner of the year, “Even large, mainstream apparel makers are putting ‘great for yoga’ on everything stretchy.” Yoga vacations are also big business. The Kripalu Center for Yoga & Health in Lenox, Mass., with room for 450 people, expects guest stays to be up 12% to 18% next year from this year, which is running about 10% ahead of last year. Typical cost of a five-day yoga stay: \$615 to about \$1,200 depending on accommodations.

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Middle America: Wal-Mart and Target now carry hefty lines of instructional videos, books and paraphernalia. Wal-Mart's Web site boasts 990 yoga products; Target's has a mind-numbing 4,235."

Franchises/Chains

Bikram Yoga

Bikram Choudhury is attempting to copyright his sequence of 26 Yoga poses and the accompanying dialogue, along with controlling the layout and operation of Bikram Yoga Studios. Bikram Yoga Studios would be required to comply with all regulations (creating a chain of homogeneous "McYoga"-like studios) and pay a monthly franchise fee to Mr. Choudhury. He is currently being sued by Open Source Yoga Unity, a group of Bikram Certified Yoga Teachers who obtained their certification prior to Choudhury's attempts to copyright his method, and other interested Yoga teachers and practitioners. As of early 2004, there were approximately 600 Bikram Yoga Studios in the United States, up from 10 in 1996, with plans to open as many as 1,200.

Yoga Works

In late 2001, during the peak of the Yoga boom, we received a call from venture capitalists looking to invest in a "chain of Yoga studios." There was no such thing at the time, but having received that call, we knew it would be just a matter of time.

On July 29, 2004, we received a call from a public relations firm that had been hired to help market a new product to Yoga studios lamenting the fact that there were no chains of studios with a centralized distribution point. (The lack of centralized distribution makes product delivery much more difficult and costly.)

The next day we received a call from a reporter from the *Los Angeles Times* who was writing a story on two businessmen backed by investors from 24-Hour Fitness who had bought Yoga Works, a major studio in Los Angeles, several other studios in L.A., four studios in New York, and a few elsewhere for a total of 17 studios thus far, and more to come. The chain itself will be called "Yoga Works."

Both businessmen (who were involved in the creation of the chain of Nature Company stores and the Ask Jeeves online product comparison site) say that Yoga changed their lives, and they promise to build a high-quality chain of Yoga studios. They will require all teachers employed by Yoga Works studios to attend a Yoga Works teacher training program (the latter will include several styles of Yoga, and there will be no attempt at homogenization), so that Yoga Works teachers are all educated to meet Yoga Works' standards. Following the training, teachers may teach in the style(s) in which they were originally trained.

CorePower Yoga

Founded by Trevor Tice, the first eight studios operate in the greater Denver, Colorado, area and offer Hot (formerly Bikram) Yoga and CorePower Yoga (based on Baptiste Power Yoga). A ninth studio opened in January 2005 in Minneapolis, Minnesota, and will be "the largest state of the art Yoga facility in the 5-state area," offering "a variety of heated yogas."

Injury Prevalence

Dr. Steven Katz, a chiropractic orthopedist in Mill Valley, California, who specializes in treating Yoga injuries (both in teachers and students) and who teaches anatomy at Yoga teacher trainings, offers the following regarding the prevalence of injuries: “The question can only be answered with guesswork. Most yoga injuries are minor but annoying and interfere [briefly] with the injured’s practice. I have only rarely seen an injury to the spine or knees, for example, that [prevented] further asana practice for a year or more. My best guess on percentages is that one in 20-30 practitioners suffers some minor setback every couple of years. Commonly I see neck, sacroiliac, knee, hamstring, and shoulder injuries. Sometimes the issue is overuse, while for others it is vertebral malfunction, joint/ligament injury, or a musculoskeletal strain.” Dr. Katz also noted in a Yoga anatomy course that practitioners of vigorous styles such as Bikram Yoga and Ashtanga Yoga comprise the majority of his patients. He has seen disc degeneration in Yoga practitioners as young as their twenties (from improper/non-anatomical backbends, etc.). Contact: katzchiro@attbi.com, 415-381-3838.

Additional stats on injuries, quoted from an article by Marnell Jameson, “In Over Their Heads: Americans’ Competitive Nature and a Dearth of Seasoned Instructors Mean More Injuries on the Yoga Mat,” *Los Angeles Times*, 13 Aug 2001: “Five years ago, I used to see about one student in 30 classes with a yoga-related injury. Today it’s more like one in five,” says Mark Stephens, a well-known L.A.-based yoga instructor. “In the past people were drawn to yoga for the mind-body-spirit connection; today the motivation is a vigorous workout and a great body.” This article is available online at: www.latimes.com/features/health/la-081301yoga.story.

In an article by Alice Dembner, “Stretching Has Its Limits: Injuries Are on the Rise as Newcomers Take Up Yoga,” *The Boston Globe*, 8 Jan 2003, Dr. Nicholas DiNubile, a spokesman for the American Orthopedic Society for Sports Medicine, says he is treating a Yoga injury every week in his Philadelphia office, compared with five years ago when patients never even mentioned Yoga. Newton chiropractor Tom Michaud says he is treating two to three serious disk injuries a month caused by Yoga, compared to none just five years ago. He finds a “startling, disturbing increase in the last year and a half.” Brookline chiropractor Harlan Rieur treats two or three Yoga injuries a week, but says most of the injuries are mild to moderate sprains of the knees, shoulder, neck, or back. One patient, however, tore the meniscus in his knee overstretching in a Power Yoga class, requiring surgery and months of physical therapy. Kennedy Brothers Physical Therapy, at its centers in Greater Boston, has seen a quadrupling of patients with soft-tissue and joint injuries from Yoga in the last six months. This article is available online at: http://www.boston.com/dailyglobe2/008/nation/Stretching_has_its_limits+.shtml. See also the article by Carrie Schneider, “Ouch! If yoga is such a gentle practice, why are so many people getting hurt?” *Yoga Journal*, Jul/Aug 1999, at: www.yogajournal.com/views/287.cfm.

From an article by Carolyn Kleiner, “Yoga Booms in Popularity as a Way to Heighten Flexibility, Improve Breathing, and Gain Sanity,” *U.S. News & World Report*, 13 May 2002: “We are definitely seeing more yoga-related injuries these days,” says Clarence Shields, president of the American Orthopedic Society for Sports Medicine, noting that out-of-whack backs, necks, and knees are common—particularly among middle-aged participants.

From an article by Lindsay Boyd, “Kids are Finding a Place on the Yoga Mat,” *The San Diego Union-Tribune*, 17 Jan 2004: The American Academy of Pediatrics does not have an official stance on the issue, but some doctors say the stretching and relaxation involved in yoga can be

beneficial for children. “As kids get older and their bones grow, they lose flexibility,” says Dr. Hank Chambers, director of Sports Medicine at Children’s Hospital and Health Center in San Diego. “This is one of the biggest causes of growing pains.” Chambers, a pediatric orthopedic surgeon, says he often recommends yoga-like stretches to his patients. While yoga that is very physically demanding might not be good for kids, stretching and relaxation, he says, is fine: “I’ve never seen one injury from yoga in 20 years.”

Demographics—from *Yoga Journal* magazine polls

Number of Practitioners (from Yoga Journal polls)

Core practitioners = 3 or more times per week
Entry practitioners = 3 or more times per month

1990

3 million core practitioners
1 million entry practitioners

1994

5 million core practitioners
1.2 million entry practitioners

1998

9.5 million core practitioners
9 million entry practitioners

2002

18 million core practitioners
10 million entry practitioners

Sources: 1990 and 1994, Roper Starch Study; June 1998 Wall Street Journal/NBC Poll; and 1999 Mind Over Media research including interviews, list analysis and trend analysis.

2003

15 million core practitioners
25.5 million very or extremely interested in the practice of Yoga
35.3 million intend to try Yoga within the next 12 months
109.7 million has at least a casual interest in the practice of Yoga

Source: June 16, 2003, news release regarding Harris Interactive Service Bureau (HISB) poll conducted for *Yoga Journal*

2005

16.5 million core practitioners
25 million intend to try Yoga within the next 12 months

Source: February 7, 2005, news release regarding Harris Interactive Service Bureau (HISB) poll conducted for *Yoga Journal*

General Demographics (from Yoga Journal polls unless otherwise noted)—2003

A Harris Interactive Service Bureau (HISB) poll conducted for *Yoga Journal*, released June 16, 2003, and titled by *Yoga Journal* “Yoga in America,” the first comprehensive study of the yoga market, collected data on age, gender, income, and other demographic factors. Figures for a follow-up poll released in February 2005 also are provided. Of the yoga practitioners surveyed:

Gender

Harris poll (June 2003): 76.9% are women, 23.1% are men.

Harris poll (February 2005): 77.1% are women, 22.9% are men.

Age

Harris poll (June 2003): 13.2% are under 25, 25.2% are 25-34, 15.7% are 35-44, and 26.9% are 45-64, 18.9% are 55+.

Harris poll (February 2005): 29.1% are 18-34, 41.6% are 35-54.

Another source of age-related information is “The 50+ Market for Sports and Exercise Equipment, Products and Services” report published by Primary Research Group (www.primaryresearch.com), July 2004. The cost of this report is prohibitive (\$2,195), so we regretfully are unable to obtain the information, but it includes the following: percentage of Americans aged 50 and over that have practiced Yoga within the past five years, broken out by age, income, religiosity, religion, ethnic affiliation, political conviction, city size, have or do not have children, have or do not have grandchildren, marital status, and gender, and sample results projected to the overall population of Americans aged 50 and over.

Income

Over 30% have an annual household income of \$75,000 or more, with a full 15% earning over \$100,000.

Education

Nearly 50% have completed a college-level education or higher. An additional 40% have some college education or hold an Associate degree.

Region

Almost 20% live on the West Coast, almost 30% live in the Northeast, and nearly 30% live in the central United States.

Length and Frequency of Practice

Harris poll (June 2003):

58.4%, or 8.7 million people, have studied yoga for under 2 years.

15.4%, or 2.3 million people, have studied for 10 years or longer.

More than half practice twice or more per week.

Harris poll (February 2005):

35.8%, or 5.9 million people, have studied yoga for under 1 year.

44.7%, or 7.4 million people, have studied more than 2 years.

General Demographics (from Yoga Journal polls)—prior to 2003

Age & Gender

Female/Male	83%/17%
Average Age	47 years
18-24	1.0%
25-34	13.1%
35-44	26.1%
45-54	39.2%
55-64	14.0%
65 or over	5.1%

The following three paragraphs are not from *Yoga Journal's* Media Kit. They are taken from the article "Guys are Warming Up to Yoga and Pilates" by Donna Wilkinson in the September 23, 2002, issue of *The New York Times*:

"When the yoga boom hit about 10 years ago, it was 10 to 1, women to men," said Matthew Solan, a senior editor at *Yoga Journal*. "Now it's about 8 to 1, but it's growing. . . ."

"Donna Cyrus, the national group fitness director at Crunch Fitness, which has 22 clubs nationwide, said, 'In the early days, about 4 percent of our members took yoga and it was mostly women. Now it's 75 percent—they are our best-attended classes—and it's about 50-50 female to male.'

"The ratio is similar at Jivamukti Yoga Center, the largest yoga studio in Manhattan. 'When we started in 1979, you'd see one or two men in a class, and now it's about 50-50,' said David Life, a co-founder of Jivamukti. 'I think New York may be a little ahead, but even in other places it's not unusual that a third of the class is men.'"

Education

College Educated	93.5%
Graduate Degree	32.0%
Plan to Return to School for a Degree or Certificate	29%

Household Income (HHI)

Average HHI	\$93,500
Median HHI	\$68,100

Own Their Own Home 71.5%

Employed	86.2%
Professional/Managerial	69.0%

Marital Status

Married	56.5%
Single, Never Married	23.6%
Divorced/Widowed/Separated	18.1%

Note: This survey was conducted by Signet Market Research in May 2000. Questionnaires were mailed to *Yoga Journal* subscribers on an Nth name basis.

The following is not from *Yoga Journal's* media kit: According to an article in the 15 Dec 2002 issue of *The New York Times* ("Yoga Wear, Not Yoga, Is the Mantra," by Ruth La Ferla), "a 2001 survey of frequent yoga participants (100 days or more a year) by the Sporting Goods Manufacturers Association of America shows that the average yoga practitioner is a 44-year-old college-educated woman with a household income of \$67,000. This study also revealed that there were 1.5 million female frequent participants in 2001, a 65 percent rise from 2000." See the website: <http://www.sgma.com/reports> for information on obtaining this and other reports.

Yoga Practice Demographics (from Yoga Journal polls)

Reasons for Practicing

Flexibility	86.8%
Stress Reduction/ Mood Improvement	81.1%
Personal Growth	76.4%
All Around Fitness	74.1%
Spiritual Practice	68.4%
Increase Energy	67.5%
Age Better	57.1%
Back Care	49.1%
Preventative Medicine	47.2%
For a Health Reason	14.2%
Recuperation from Illness/ Surgery/Injury	12.7%

Involvement

Practice Yoga	86.7%
Daily	23.0%
Regularly	50.0%
Occasionally	26.5%
Level:	
Beginner	34.6%
Intermediate	57.6%
Advanced	7.1%

Took a Class (12 months) 76.4%

Where They Take Yoga:

Yoga Center/Studio	74.4%	YMCA	5.7%
Private	14.2%	Workplace	2.8%
Health Club	16.5%	Spa	1.7%
Gym	63.0%	Other	9.7%

Styles

Iyengar	43.6%	Kundalini	7.1%
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Ashtanga	29.1%	Sivananda	6.4%
Power Yoga	15.9%	Desikachar/Viniyoga	5.7%
Bikram	7.3%	Other	11.4%

Note from IAYT: The Iyengar Yoga National Association of the United States claims that c. 30% of Yoga practitioners practice the Iyengar style.

Yoga Teachers

Teach Yoga	21.8%
Certified Yoga Teacher	10.0%
Plan to Take Teacher Certification Course	12.5%

Meditation

Meditate	80%
Daily	31.2%
Regularly	35.6%
Occasionally	33.0%

Kinds of Meditation

Breath Centered	66.1%
Contemplative Prayer	12.6%
Other	12.1%
Zen	10.9%
Vipassana	8.0%
Transcendental Meditation (TM)	6.9%
Taoist	4.0%
Tibetan	3.4%
Samadhi	2.3%
Sufi	0.6%

Conferences & Workshops

Attended a Conference or Workshop where Yoga was offered 32%

Course of Study:

Anatomy & Physiology	20.5%
Ayurveda	9.0%
Back Care	15.0%
Fitness	12.8%
Healing	22.4%
Massage/Bodywork	7.1%
Meditation	39.7%
Movement/Dance	11.5%
Personal Growth/Self-Help	26.3%
Psychology	5.8%
Stress Reduction	15.4%
Women's Health	7.1%
Yoga	78.2%

Yoga Products

Currently own a Yoga-related Product	94.9%		
Blanket	4.5%	Clothing	38.0%
Belt	5.5%	Music	4.7%
Blocks	35.1%	Straps	9.9%
Bolsters	3.7%	Sticky Mat	70.0%
Books	72.9%	Videos	79.3%
Other	11.0%		

Note: This survey was conducted by Signet Market Research in May 2000. Questionnaires were mailed to *Yoga Journal* subscribers on an Nth name basis.

Demographics—American Sports Data, Inc., Superstudy® of Sports Participation 2003

From an April 15, 2003, press release by American Sports Data, Inc. (<http://www.americansportsdata.com/index.htm>, principal provider of consumer research for both the Sporting Goods Manufacturers Association [SGMA] and the International Health & Racquet Sportsclub Association [IHRSA]—now in its 16th year, the widely acclaimed and frequently quoted annual Superstudy® of Sports Participation is the definitive source of sports/fitness participation data in the United States):

Gender

Found 83% of 11.1 million Yoga adherents in 2002 were female.

Age

Found the average age of a Yoga practitioner had declined from 41.5 in 1998 to 37.1 in 2002.

Demographics—1998 National Survey of American Adult Complementary and Alternative Medicine (CAM) Use: Yoga

Robert B. Saper, M.D., M.P.H., David M. Eisenberg, M.D., Roger B. Davis, Sc.D., Larry Culpepper, M.D., M.P.H., and Russell S. Phillips, M.D. Prevalence and patterns of adult yoga use in the United States: Results of a [1998] national survey. *Alternative Therapies in Health and Medicine*, Mar/Apr 2004, 10(2):44-49.

Summary of results (1998 National Survey)

From a telephone survey in 1998 of a nationally representative sample of 2,055 English-speaking U.S. adults (60% weighted response rate), found that 7.5% of respondents had used Yoga at least once in their lifetime and that 3.8% has used Yoga in the previous 12 months. Respondents who used Yoga at least once were more likely than non-users to be female (68% vs. 51%), college educated (68% vs. 45%), and urban dwellers (93% vs. 74%). Factors independently associated with Yoga use at least once included female gender (OR 2.5 [95% CI 1.7-3.8]), baby boomer age group (ages 34-53) compared to pre-baby boomers (=54 2.3 [1.4-4.0]), education beyond high school (2.2 [1.4-3.5]), residing in large and small metropolitan areas compared to non-metropolitan areas (3.8 [1.8-7.8] and 2.7 [1.3-5.8], respectively), and use of other CAM therapies

(5.3 [2.7-10.5]). Of respondents using Yoga in the previous 12 months, 64% reported using Yoga for wellness, 48% for health conditions, and 21% specifically for back or neck pain. Ninety percent felt Yoga was very or somewhat helpful and 76% did not report spending money related to their Yoga.

Socio-demographic factors for Yoga users and Yoga non-users (1998 National Survey)

	Yoga Users (n-154.0)* %(s.d.)	Yoga Non-users (n-1895.7)* %(s.d.)	P-value
Age group			.002
18-33 yrs (post-baby boom)	29.1 (4.2)	29.8 (1.2)	
34-53 (baby boomers)	54.4 (4.4)	42.0 (1.3)	
=54 yrs (pre-baby boom)	16.5 (3.2)	28.2 (1.2)	
Gender			.0002
Female	68.2 (4.1)	50.9 (1.3)	
Education			<.0001
>High school education	67.5 (4.6)	44.5 (1.3)	
Income			.48
<\$20,000	20.8 (3.9)	25.5 (1.2)	
\$20,000-\$49,999	43.4 (4.4)	42.1 (1.3)	
=\$50,000	35.8 (4.1)	32.4 (1.2)	
Insurance Status			.22
Has health insurance	80.3 (3.7)	85.0 (1.0)	
Race			.93
White	76.6 (4.0)	77.0 (1.2)	
Non-white	23.4 (4.0)	23.0 (1.2)	
Religious preference			.002
Christian	67.7 (4.3)	84.0 (1.0)	
Other	16.6 (3.2)	9.0 (0.7)	
None	15.7 (3.5)	7.0 (0.7)	
Region			.0004
West	28.6 (4.0)	19.6 (1.1)	
Midwest	13.8 (2.9)	24.2 (1.1)	
Northeast	31.3 (4.2)	20.4 (1.1)	
South	26.4 (3.9)	35.8 (1.2)	
Urbanicity			.0001
Large metro area (<1 million)	60.1 (4.4)	42.2 (1.3)	
Small metro area (50,000 – 1 mill)	32.8 (4.2)	32.2 (1.2)	
Non-metro area (<50,000)	7.2 (2.2)	25.7 (1.2)	
Marital Status			.02
Currently married	36.0 (4.2)	46.1 (1.3)	
With children <18 yrs living in household	31.6 (4.1)	40.6 (1.3)	
Employment Status			.29
Employed	71.6 (4.1)	67.2 (1.2)	

*Number of Yoga users and Yoga non-users are weighted for geographical distribution, number of adults in the household, whether a financial incentive was needed for participation, and to reflect the age-sex distribution of the U.S. adult population.

Also provided in the article are tables of data on: Health status for Yoga users and Yoga non-users, CAM utilization for Yoga users and Yoga non-users, and Multivariable analysis of factors associated with Yoga use

The Dynamically Expanding Yoga Market Place prior to 2003 (information from *Yoga Journal's* media kit)

- **Fortune 500 companies including Nike, HBO, Citibank, IBM and Apple** now offer on-site yoga classes for employees.
- **According to *Billboard* magazine**, at any given time, there are **about 100 exercise videos on the market—and over ten of these are on yoga**. In fact, yoga videos are on the top 20 Billboard Chart (week of 12/15/98). *Yoga Journal's* “Yoga Practice Series” sold a record breaking one million copies in 1998 (retail \$14.98).
- **Medical doctors such as Dean Ornish and insurance companies such as Blue Shield prescribe and cover yoga** for patients with heart disease, asthma, and diabetes (*U.S. News & World Report*).
- **The media is covering yoga**, including fashion, health and lifestyle magazines such as *Harper's Bazaar*, *W*, *Health*, *InStyle*, *Talk* and *Rolling Stone*.
- **Celebrities such as Madonna, Ricky Martin, Al Pacino, Catherine Zeta-Jones, Christy Turlington, Sting, and Annette Bening** are touting yoga's unique benefits.
- **Eighty-six percent of health clubs offered yoga classes in 2002** up from 38% in 1995 (International Health, Racquet, and Sportsclub Association).
- **Recognized as complimentary to sports like golf or tennis**, yoga improves mental and physical performance and protects against injury. And like golf—yoga is not age dependent.