

Yoga Journal Releases 2008 'Yoga in America' Market Study Practitioner Spending Grows to Nearly \$6 Billion a Year

SAN FRANCISCO — The latest "Yoga in America" study, just released by *Yoga Journal* (yogajournal.com) shows that Americans spend \$5.7 billion a year on yoga classes and products, including equipment, clothing, vacations and media (DVDs, videos, books and magazines). This figure represents an increase of 87 percent compared to the previous study in 2004—almost double of what was previously spent.

Data for this survey were collected by the Harris Interactive Service Bureau on behalf of *Yoga Journal*. The poll surveyed 5,050 respondents, a statistically representative sample of the total U.S. population. *Yoga Journal* commissioned RRC Associates, a research firm in Boulder, Colo., to perform the data analysis.

The 2008 study indicates that 6.9 percent of U.S. adults, or 15.8 million people, practice yoga. (In the previous study, that number was 16.5 million). Of current non-practitioners, nearly 8 percent, or 18.3 million Americans, say they are very or extremely interested in yoga, triple the number from the 2004 study. And 4.1 percent of non-practitioners, or about 9.4 million people, say they will definitely try yoga within the next year.

The study also collected data on age, gender and other demographic factors. Of the yoga practitioners surveyed:

- 72.2 percent are women; 27.8 percent are men.
- 40.6 percent are 18 to 34 years old; 41 percent are 35 to 54; and 18.4 percent are over 55.
- 28.4 percent have practiced yoga for one year or less; 21.4 percent have practiced for one to two years; 25.6 percent have practiced two to five years; and 24.6 have practiced more than five years.
- 71.4 percent are college educated; 27 percent have postgraduate degrees.
- 44 percent of yogis have household incomes of \$75,000 or more; 24 percent have more than \$100,000.

'Yoga in America' Market Study (continued)

"While the yoga population has stabilized, spending among practitioners has nearly doubled," says Patricia Fox, senior vice president and group manager of Active Interest Media's Healthy Living Group. "Yoga practitioners are a devoted consumer group supporting a thriving and vibrant market."

The 2008 study also indicated that almost half (49.4 percent) of current practitioners started practicing yoga to improve their overall health. In the 2003 study, that number was 5.6 percent. And they are continuing to practice for the same reason. According to the 2008 study, 52 percent are motivated to practice yoga to improve their overall health. In 2003, that number was 5.2 percent.

"Yoga is no longer simply a singular pursuit but a lifestyle choice and an established part of our health and cultural landscape," says Bill Harper, publisher of *Yoga Journal*. "People come to yoga and stick with it because they want to live healthier lives."

One significant trend to emerge from the study is the use of yoga as medical therapy. According to the study, 6.1 percent, or nearly 14 million Americans, say that a doctor or therapist has recommended yoga to them. In addition, nearly half (45 percent) of all adults agree that yoga would be a beneficial if they were undergoing treatment for a medical condition.

"Yoga as medicine represents the next great yoga wave," says Kaitlin Quistgaard, editor in chief of *Yoga Journal*. "In the next few years, we will be seeing a lot more yoga in health care settings and more yoga recommended by the medical community as new research shows that yoga is a valuable therapeutic tool for many health conditions."

The growth in the yoga market is reflected in the growth of *Yoga Journal*. The magazine saw an increase of 5.8 percent in paid circulation, and an increase of 9.2 percent in paid subscriptions, in the period from July through December 2007, over the same period in the previous year, while the first two issues of 2008 were record issues in terms of ad revenue and ad pages. The magazine is also a top-selling health and fitness title at Barnes & Noble nationwide as well as at Whole Foods.

ABOUT YOGA JOURNAL:

Yoga Journal (yogajournal.com) is the largest-circulation yoga magazine in the country. Founded in 1975, its paid circulation is 360,000. *Yoga Journal* holds several conferences a year, including its annual Colorado conference. It also produces many best-selling yoga books, videos and DVDs.

In September 2006, the magazine was acquired by Active Interest Media, Inc. (aimmedia.com). Based in El Segundo, Calif., AIM is a consumer enthusiast media company that serves a base of loyal constituents through print, events and online products. The company was formed in October 2003 by Efrem "Skip" Zimbalist III and the private equity investment firm Wind Point Partners.

press release

'Yoga in America' Market Study (continued)

In addition to its Healthy Living Group—which includes *Yoga Journal*, *Backpacker*, *Vegetarian Times*, *Better Nutrition*, *Optimum Wellness* and *Whole Foods Market*® magazine—the company also publishes *Southwest Art*, *American Cowboy*, *Log Home Design*, *Log Home Living*, *Timber Home Living*, *Building Systems*, *Black Belt* and *Yachts International*. AIM produces and markets videos and books and produces 12 shows on log homes and more than two dozen building seminars. The company also produces the Fort Lauderdale International Boat Show®, the largest boat show in the world.