

2016 YOGA IN AMERICA STUDY

Highlights from a national survey of more than 3,700 people.

© 2016 Yoga in America Study conducted by Yoga Journal and Yoga Alliance

36.7
million

The number of yoga practitioners in 2016
(Up from 20.4 million in 2012!)



The number of Americans likely to try yoga in 2016

80 MILLION

*1 PERSON EQUALS 10 MILLION AMERICANS

Americans believe that yoga...

- ❖ Is good for you
- ❖ Increases flexibility and strength
- ❖ Enhances athletic performance
- ❖ Relieves stress

79 percent of yogis



ENGAGE IN OTHER FORMS OF EXERCISE SUCH AS RUNNING, CYCLING, AND WEIGHT LIFTING

TOP 5 PLACES YOGIS PRACTICE



1 Home



2 Gym or health club



3 Yoga studio



4 Community center



5 Park

74

percent of yoga practitioners have been practicing for 5 years or less

\$16.8 BILLION

Amount yogis spend on classes, yoga clothing, equipment, and accessories
(An increase of \$6.1 billion since 2012)