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7 YES! YOGA FOR ENCINITAS STUDENTS

8
9 **SUPERIOR COURT OF CALIFORNIA**
10 **COUNTY OF SAN DIEGO, CENTRAL DISTRICT**

11 STEPHEN SEDLOCK, JENNIFER SEDLOCK,)
12 WILLIAM FREDERICK BENTZ, as guardian ad)
litem, for minors J.S. and F.S.,)

13 Petitioners & Plaintiffs,)

14 v.)

15 TIMOTHY BAIRD, SUPERINTENDENT, in his)
16 official capacity; EMILY ANDRADE,)
17 TRUSTEE, in her official capacity; MARLA)
18 STRICH, TRUSTEE, in her official capacity;)
19 GREGG SONKEN, TRUSTEE, in his official)
20 capacity; CAROL SKILJAN, TRUSTEE, in her)
21 official capacity; and MAUREEN MUIR,)
22 TRUSTEE, in her official capacity, ENCINITAS)
UNION SCHOOL DISTRICT,)

23 Respondents & Defendants.)

24 YES! YOGA FOR ENCINITAS STUDENTS, an)
unincorporated association,)

25 Intervenor.)
26
27
28

Case No.: 37-2013-00035910-CU-MC-CTL

DECLARATION OF BRANDON HARTSELL

[IMAGED FILE]

Date: May 20, 2013
Time: 9:00 a.m.
Judge: John S. Meyer
Dept: C-61

DECLARATION OF BRANDON HARTSELL

I, Brandon Hartsell, declare as follows:

1. I submit this declaration in support of Intervenor YES! Yoga For Encinitas Students’ defense of this action and in opposition to Petitioners’ claim that yoga is inherently religious. I have personal knowledge of the facts set forth below, and I would testify thereto if called to do so.

2. I am Brandon Hartsell, founder and CEO of Sunstone Yoga, a chain of yoga studios with 12 locations throughout the Dallas-Fort Worth area and Austin. We have over 150 instructors teaching over 800 yoga classes every week. I am also Chair of the Board of Directors of Yoga Alliance, a nonprofit trade association that supports yoga as a profession and business, and Chair of the Board of Directors of Yoga Alliance Registry, the sister organization of Yoga Alliance that sets standards for credentialing yoga teachers and yoga teacher-training schools.

3. I first came to yoga in 1991 and have had a regular practice since 1997. I opened Sunstone Yoga in October 2002, was appointed to the Yoga Alliance and Yoga Alliance Registry Board of Directors in 2011, and was named Chair of both organizations early in 2012. Between self-study and industry relationships, and my experience with Sunstone Yoga and the Yoga Alliance and Yoga Alliance Registry Board of Directors, I have had exposure to all mainstream approaches to yoga.

4. I have been asked to render my opinion about whether yoga may be practiced free from religious ideology. In rendering my opinion, I have relied on my personal experience and knowledge, as well as my review of Petitioner’s First Amended Complaint and Petition, and Candy Gunther Brown’s declaration, dated February 8, 2013 (“Brown Declaration”), and my experience with how yoga is practiced and taught in the U.S. and internationally, with which I am familiar through my service on the Boards of Yoga Alliance and Yoga Alliance Registry.

5. Yoga Alliance, the largest nonprofit yoga association in the world, is comprised of two separate organizations. Yoga Alliance is a 501(c)(6) trade association that supports the yoga profession and business. We serve yoga teachers, yoga schools and yoga studios through educational events, including online workshops and an annual conference. We also provide member benefits, including programs such as liability insurance for yoga teachers and studios, and discounts on a wide range of

1 other products and services. We maintain an online community for yoga teachers and practitioners to
2 share information and discuss issues relating to yoga.

3 6. Yoga Alliance Registry is a 501(c)(3) public charity that works to ensure that yoga
4 students can identify knowledgeable instructors and training programs that meet core standards.
5 Registered Yoga Teachers (“RYTs”) whose training, experience and continuing education meet our
6 minimum standards, along with Registered Yoga Schools (“RYSS”) that have curriculums that meet our
7 minimum standards, are listed in our online directory. Our Registry, which is a voluntary international
8 credentialing system, is widely recognized as the premier form of professional recognition for yoga
9 teachers and schools. Over 37,000 yoga teachers and more than 2,500 yoga schools are actively
10 registered with Yoga Alliance Registry.

11 7. Due to market interest and the additional knowledge required to teach yoga to children,
12 Yoga Alliance Registry developed minimum curriculum standards for children’s yoga teachers and
13 schools. Teachers that wish to register as children’s yoga teachers must obtain the designation of
14 Registered Yoga Teacher, and also take additional specialty training in children’s yoga to attain the
15 designation of Registered Children’s Yoga Teacher (“RCYT”). The curriculum standards for children’s
16 yoga require the study of childhood developmental stages from age 2-15 and how the issues relating to
17 each stage impact what is appropriate for teaching them. The standards also require training in the
18 understanding of the yoga teacher’s relationships with parents/guardians and developmental specialists
19 and basic communication skills for conducting those relationships, as well as the study of ethical and
20 state and local legal requirements relating to behavior with and supervision of children. Yoga Alliance
21 Registry has 362 teachers and 59 schools that specialize in children’s yoga and are actively registered as
22 Registered Children’s Yoga Teachers and Registered Children’s Yoga Schools, respectively.

23 8. Since our formation in 1999, we have emphasized mutual respect, sensitivity and support
24 of different yoga styles and traditions. The Yoga Alliance code of conduct expressly encourages
25 diversity in all aspects, including religion. Our Registered Yoga Schools welcome students who ascribe
26 to various religions, as well as atheists and agnostics.

27 9. In respecting students of all faiths, Registered Yoga Teachers are expected to adhere to
28 the “*yamas*” and “*niyamas*”, which Yoga Alliance includes in our Code of Conduct as ethical principles.
Contrary to Candy Gunther Brown’s assertion, in the modern yoga context, the *yamas* and *niyamas* are

1 not religious concepts. (Brown Declaration, ¶34). Rather, they are guidelines, roughly translated to
2 “restraints” (*yamas*) and “observances” (*niyamas*), which are widely considered a foundation for
3 engaging in the practice of yoga. These guidelines do not require one to have any specific religious
4 belief and are general enough to be applied to many contexts, both within the framework of a yoga class
5 or training, and in business matters or personal conduct. For example, one of the most commonly
6 referenced *yamas* is *ahimsa*, which roughly translates to “non-violence.” Interpretations of *ahimsa* vary:
7 some interpret it to imply that one ought to be vegan or vegetarian, while others emphasize it as an
8 approach to interpersonal relations or treatment of the self. While the precise interpretation and
9 application of each of these principles can vary across traditions, the *yamas* and *niyamas* are consistently
10 taught as basic ethical principles in all yoga traditions. Much like other professions or educational
11 programs may have ethical guidelines, the *yamas* and *niyamas* serve as general ethical guidelines for the
12 yoga community.

13 10. Based on my experience, it is my opinion that yoga does not promote or espouse a Hindu
14 “agenda.” Though the roots of yoga originate in India, the modern practice of yoga is typically
15 comprised of a physical system of exercises, coupled with breathwork and mindfulness practices, that is
16 unconnected to a religious denomination. Contemporary yoga involves participation in numerous poses
17 (or “*asanas*”) which vary depending on the specific type of yoga conducted, and are far removed from
18 traditional yoga. For example, in Sanskrit, *asana* means “sitting down.” Today, however, yoga poses
19 have evolved to include everyday movements such as standing, sitting, and laying down.

20 11. An individual practicing yoga may do so without engaging in religious worship.
21 Participants in a typical yoga class simply perform the physical movements in unison with breathwork
22 and mindfulness techniques. The poses themselves are not inherently religious, nor are they meant to
23 express worship of a deity, contrary to Prof. Brown’s contention. (Brown Declaration, ¶¶37-38). By
24 performing a sun salutation, for instance, a yoga practitioner is merely participating in a series of 12
25 poses that help to improve strength and flexibility of the muscles and spinal column. These poses also
26 warm up the body and tone the abdominal muscles.

27 12. Yoga practitioners receive various physical and mental benefits, including balance,
28 flexibility, physical fitness, weight loss, relaxation and quieting of the mind. Yoga is unique because it
provides all of these benefits while remaining a low impact form of exercise. These benefits may be

1 realized by children and adults alike. Research demonstrates that yoga has a number of positive benefits
2 for children, including improved concentration, demeanor, physical health and attitude. A number of
3 studies of children practicing yoga demonstrated higher performance on physical fitness tests, improved
4 self-perception, and enhanced ability to handle stress.¹

5 13. Because of its low impact and varied benefits, yoga is ubiquitous in the United States, as
6 a 2012 Yoga Journal study revealed. I am familiar with this study, and find the results to be in accord
7 with my experience. The study found that approximately 20.4 million Americans, or 8.7 percent of
8 adults, practice yoga in the United States. Study participants indicated the top five reasons people start
9 practicing yoga are flexibility, general conditioning, stress relief, improved overall health, and physical
10 fitness – none of which relate to a religious motive or a religious belief system. A true and correct copy
11 of the study is attached hereto as Exhibit A.

12
13 I declare under penalty of perjury pursuant to the laws of the State of California that the foregoing is true
14 and correct.

15 Executed on this 12th day of May, 2013.

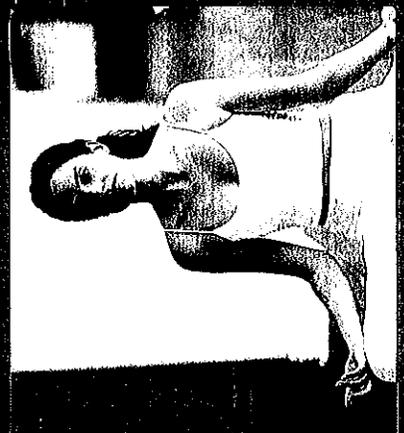
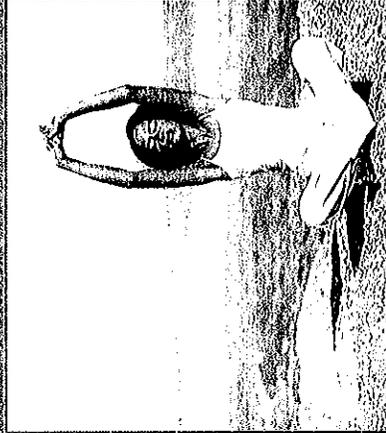
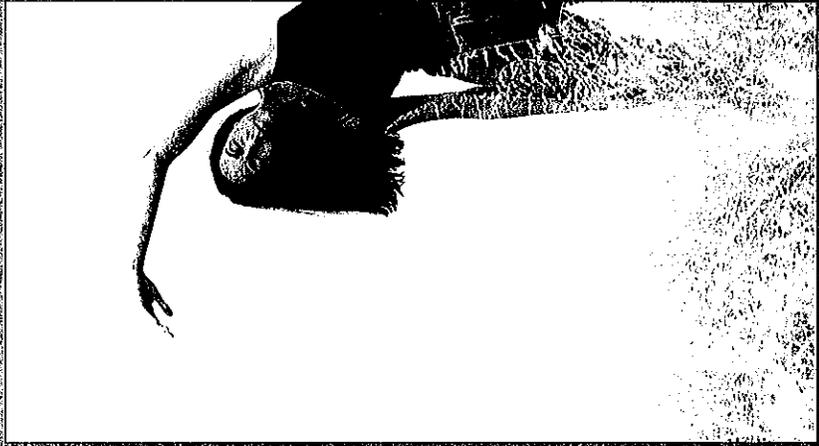
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17 _____
18 Brandon Hartsell

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28 ¹ See <http://www.yogaed.com/pdfs/researcharticle.pdf>; <http://www.ncbi.nlm.nih.gov/pubmed/21170229>;
<http://www.ncbi.nlm.nih.gov/pubmed/21647811>.

EXHIBIT A

Powered by Sports Marketing Surveys USA



Introduction

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.

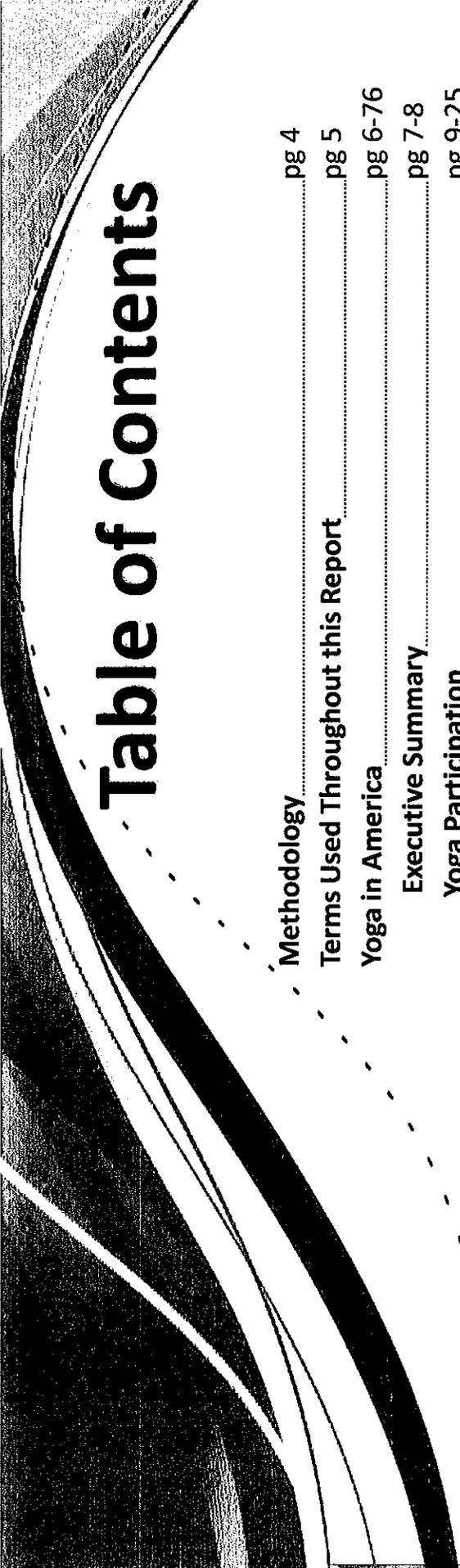


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Methodology

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.

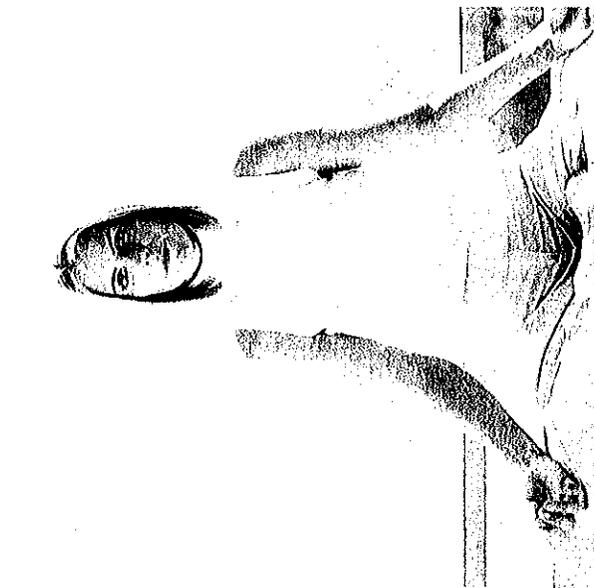
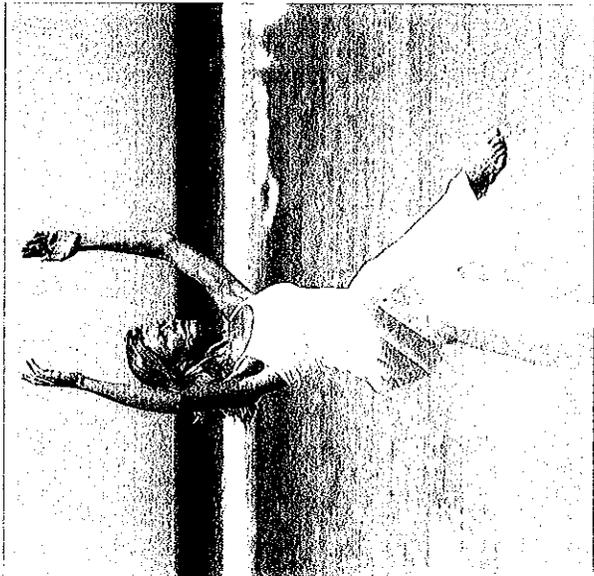
This report includes the following:

- 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

Yogi(s)	Yoga Participation	Yoga Participant	Yoga Frequency
<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>

YOGA IN AMERICA - 2012



Executive Summary

The Growth of Yoga

According to the data from the 2012 Yoga in America (YIA) report, 31% 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 42.1 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 almost 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.

	2008*	2012	Change
Equipment	\$ 862,000,000	\$ 2,344,751,430	172%
Clothing	\$ 1,040,000,000	\$ 2,230,563,599	114%
Instruction	\$ 1,730,000,000	\$ 2,551,706,531	47%

* 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 cited the top sources for yoga information

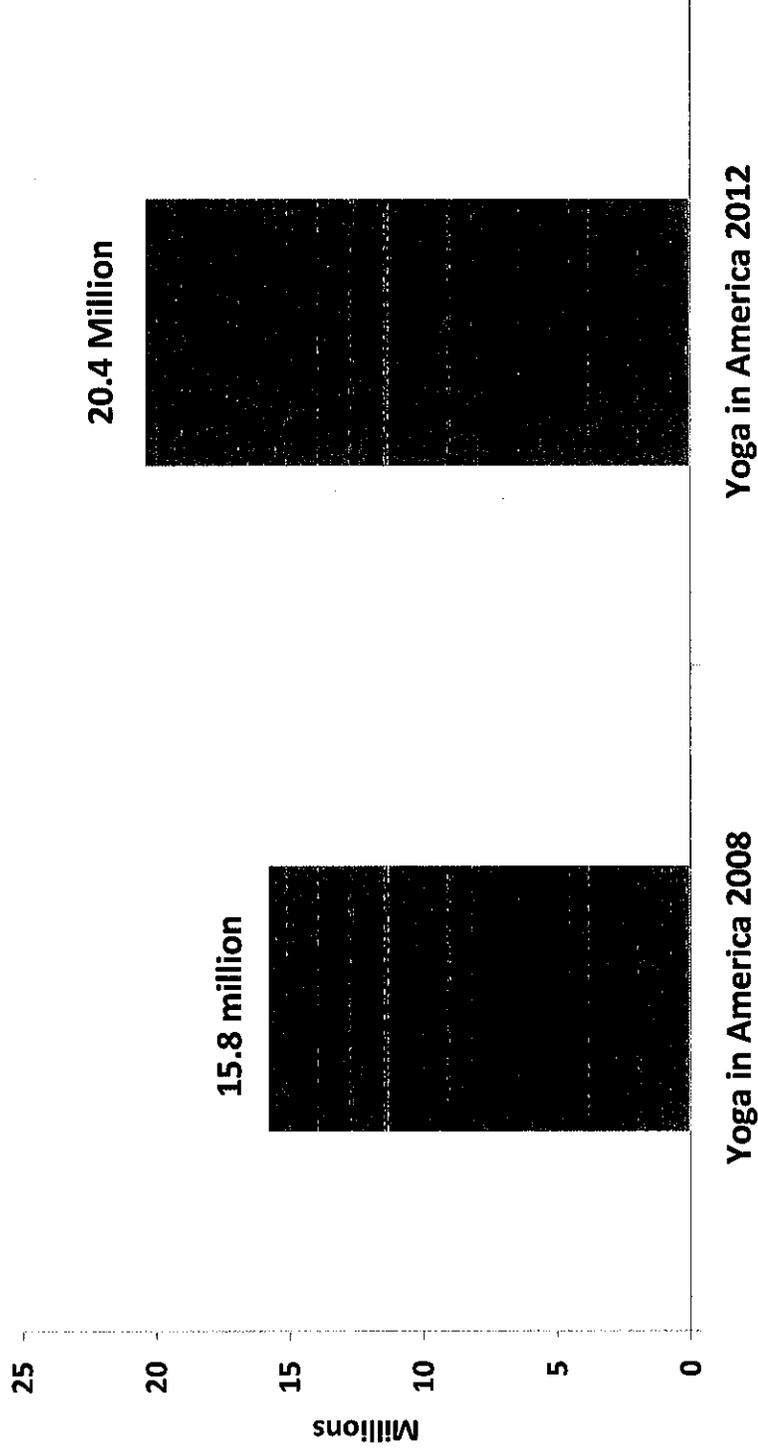
Fast Facts about Yoga Participants & Instructors

- 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 participants.
- 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%).

Yoga Participation



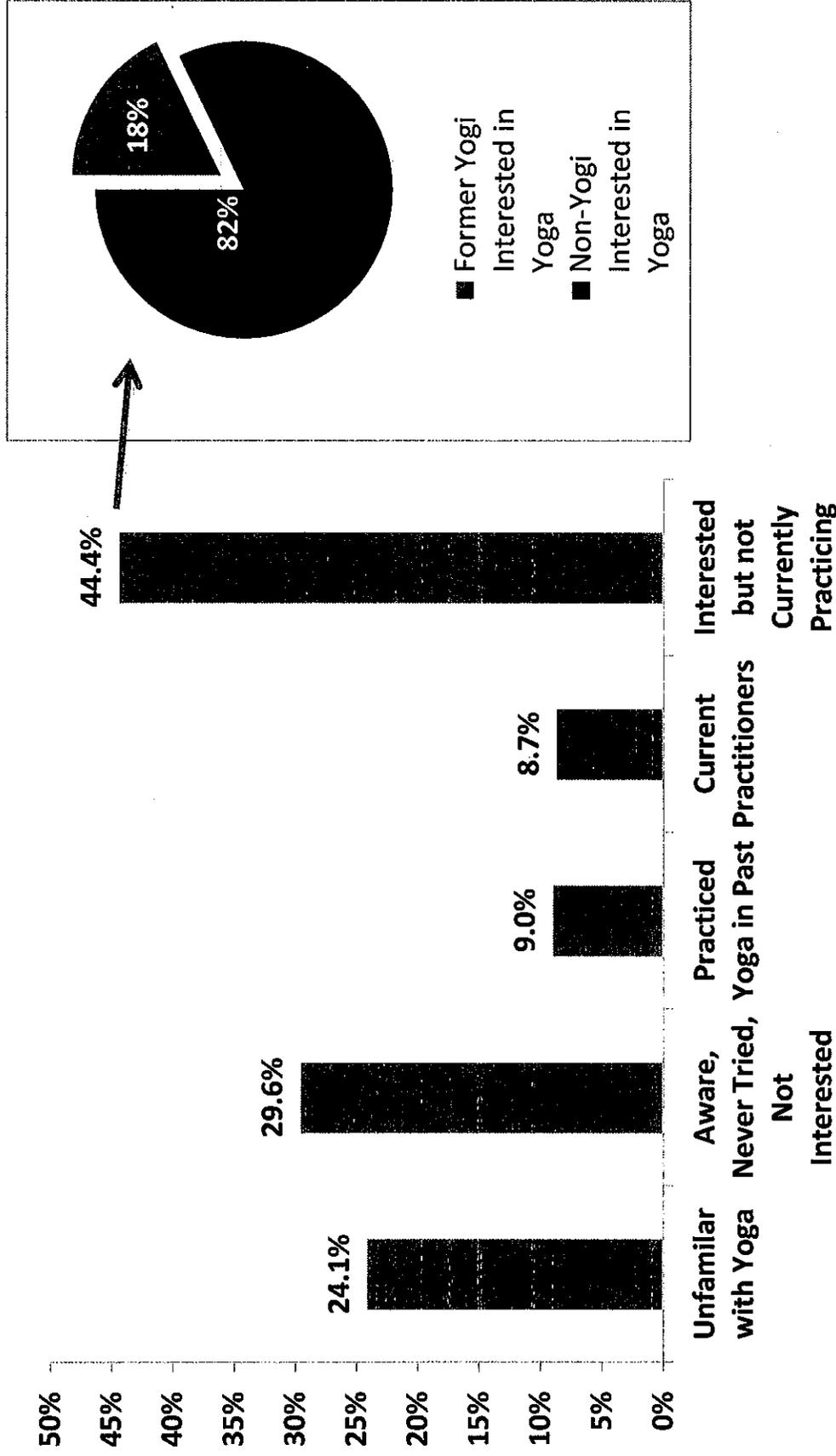
Percent of total U.S. population aged 18 or older who participated in the past year



Yoga participation rates have increased 29% since 2008.

* 2008 data from Harris Interactive

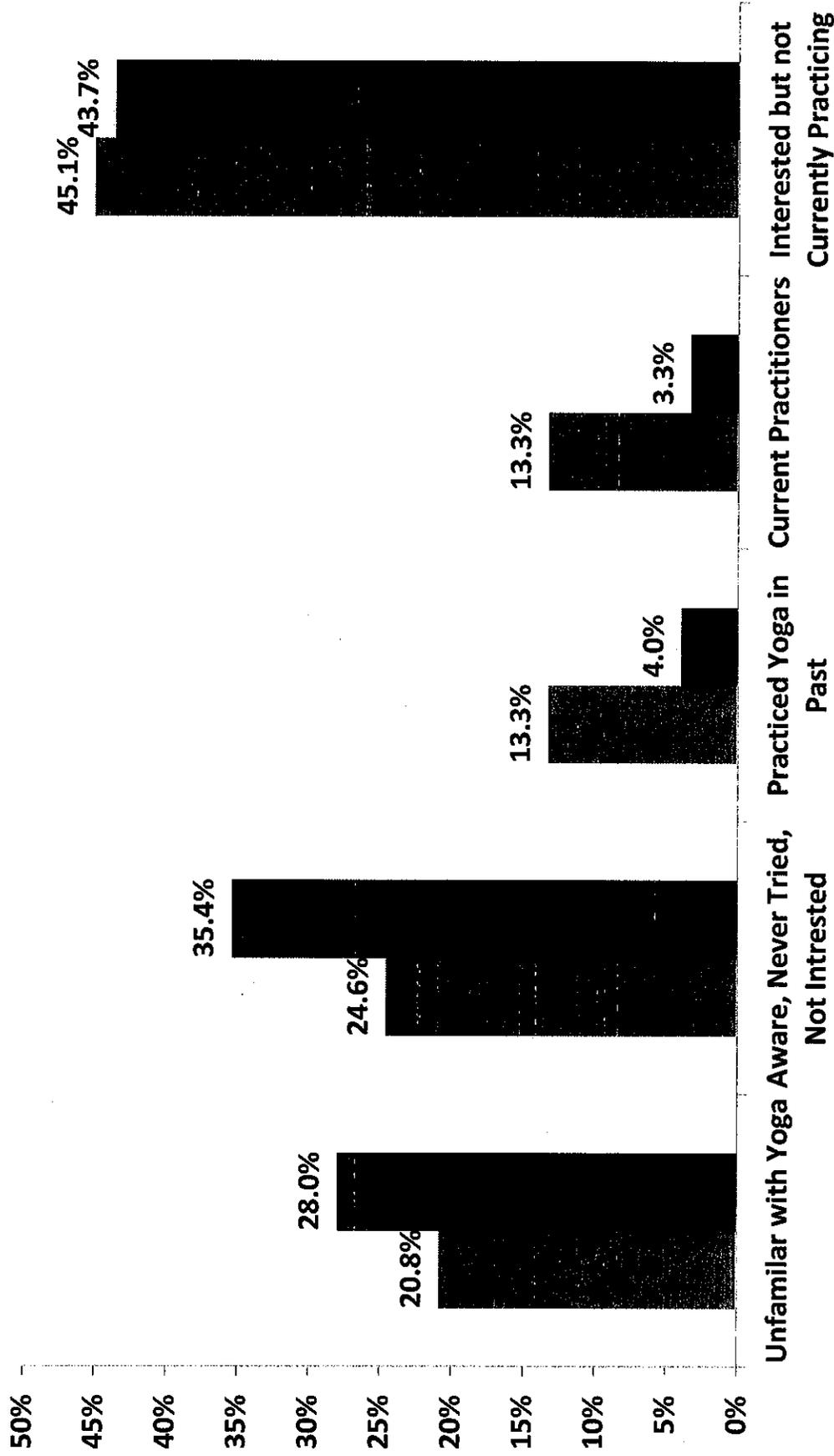
Total Adult Age 18+ Interest in Yoga



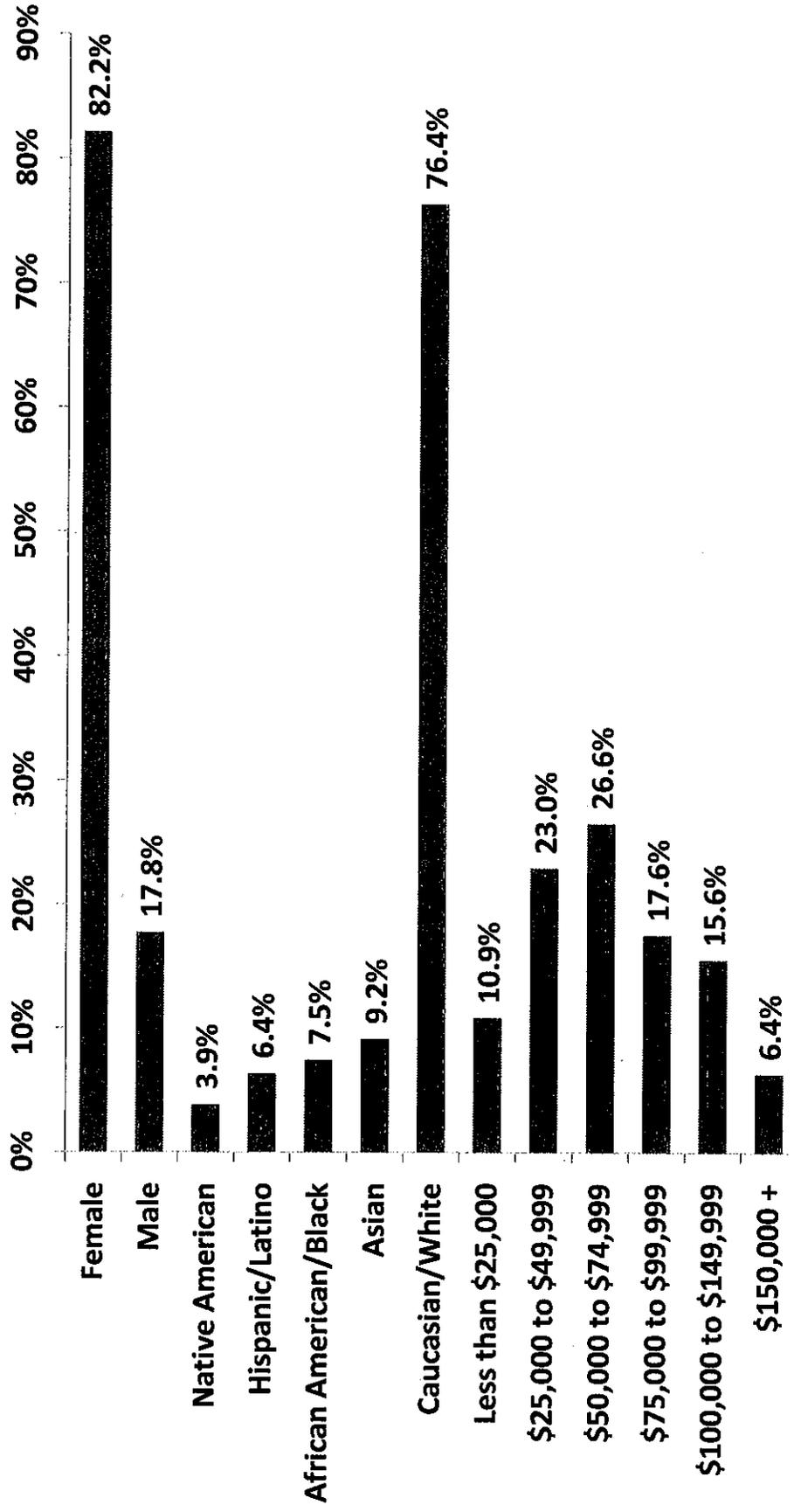
There is huge potential for yoga with 44% of the population saying they are interested in yoga but don't currently practice.

Total Adult Age 18+ Interested In Yoga By Gender

■ Female ■ Male



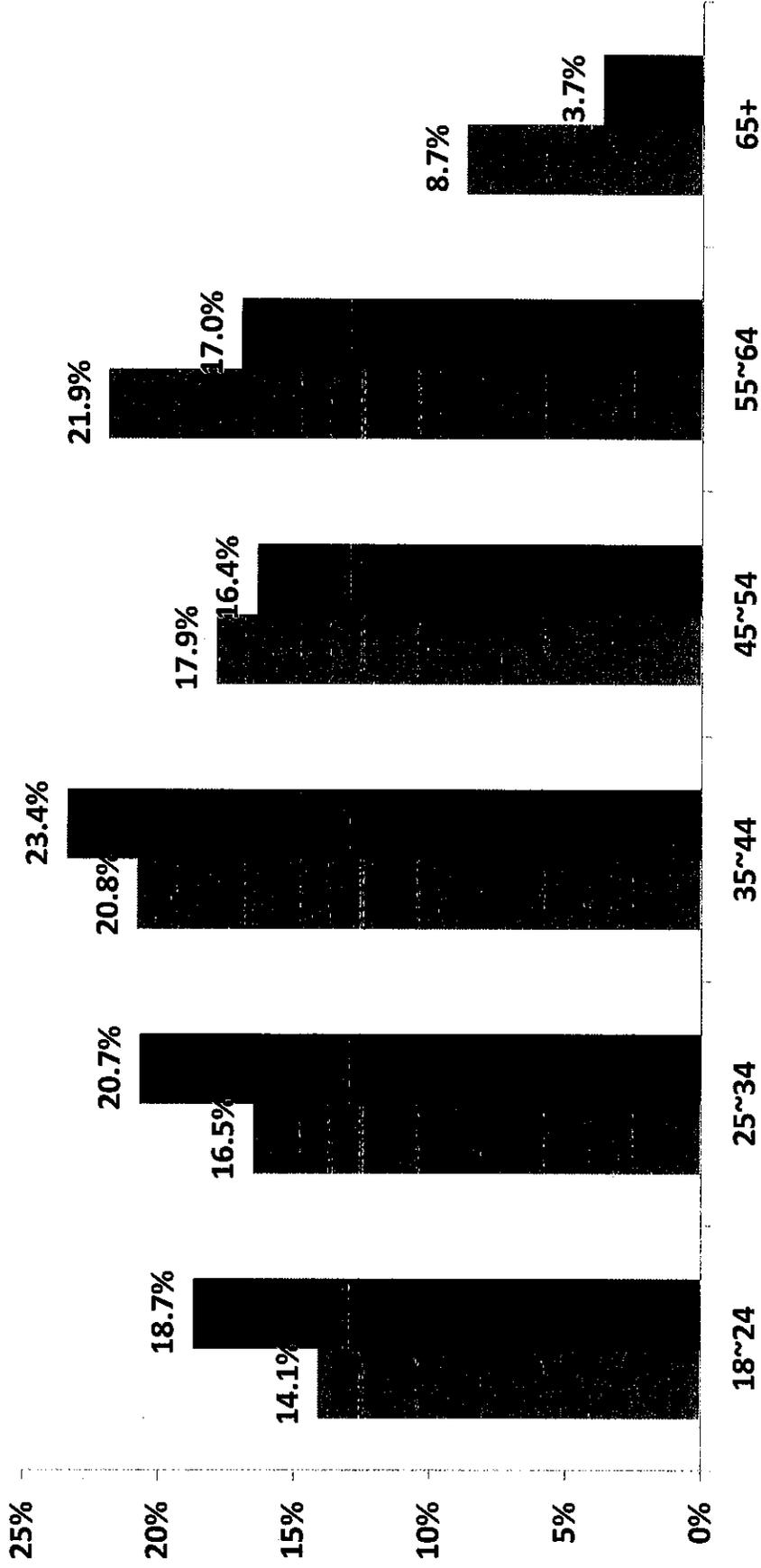
Yogi Demographics



Yoga is predominantly female and Caucasian but attracts a wide range of income groups.

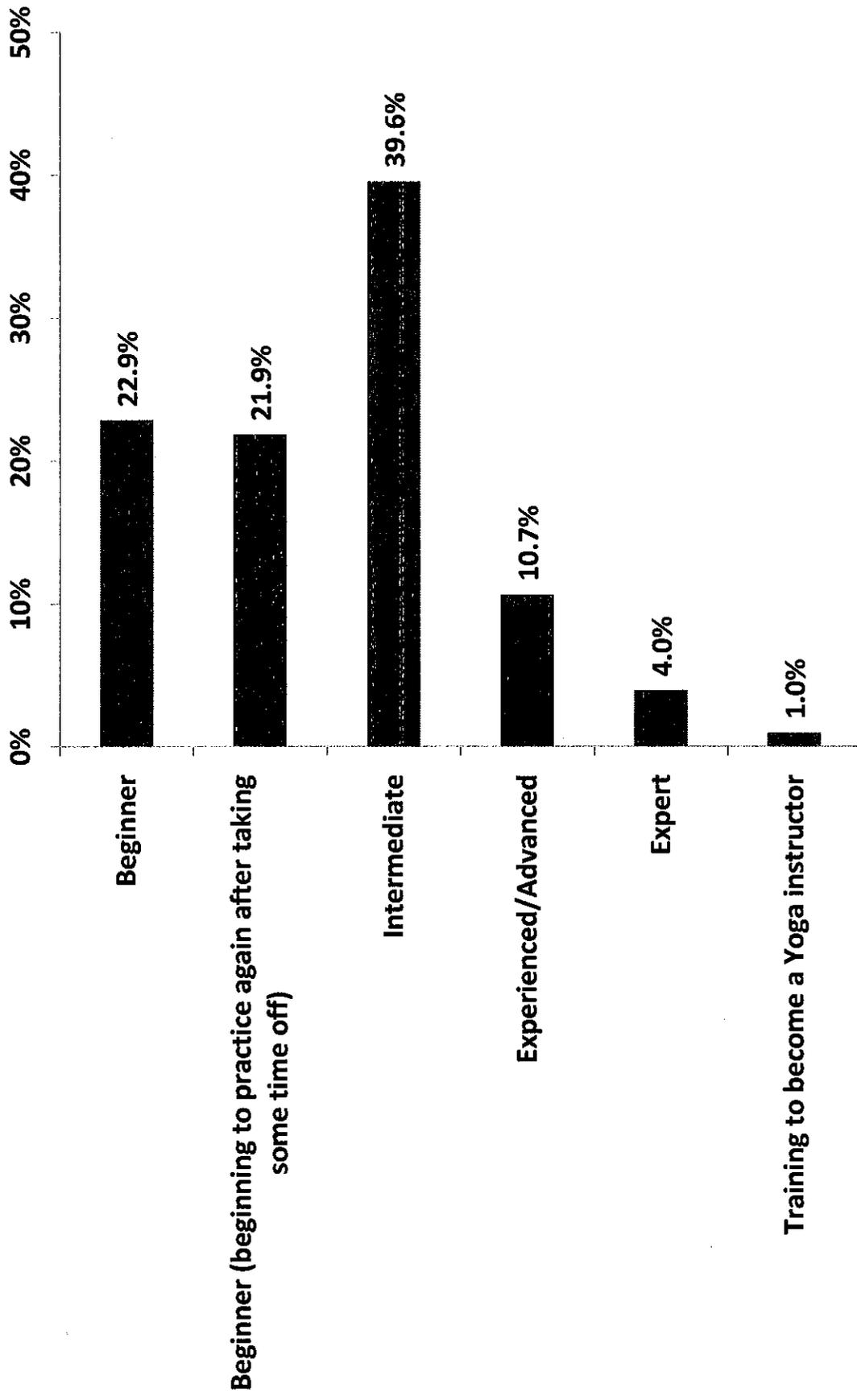
US Adult vs. Yogi Practitioners

■ Adults 18+ ■ Yogi Only

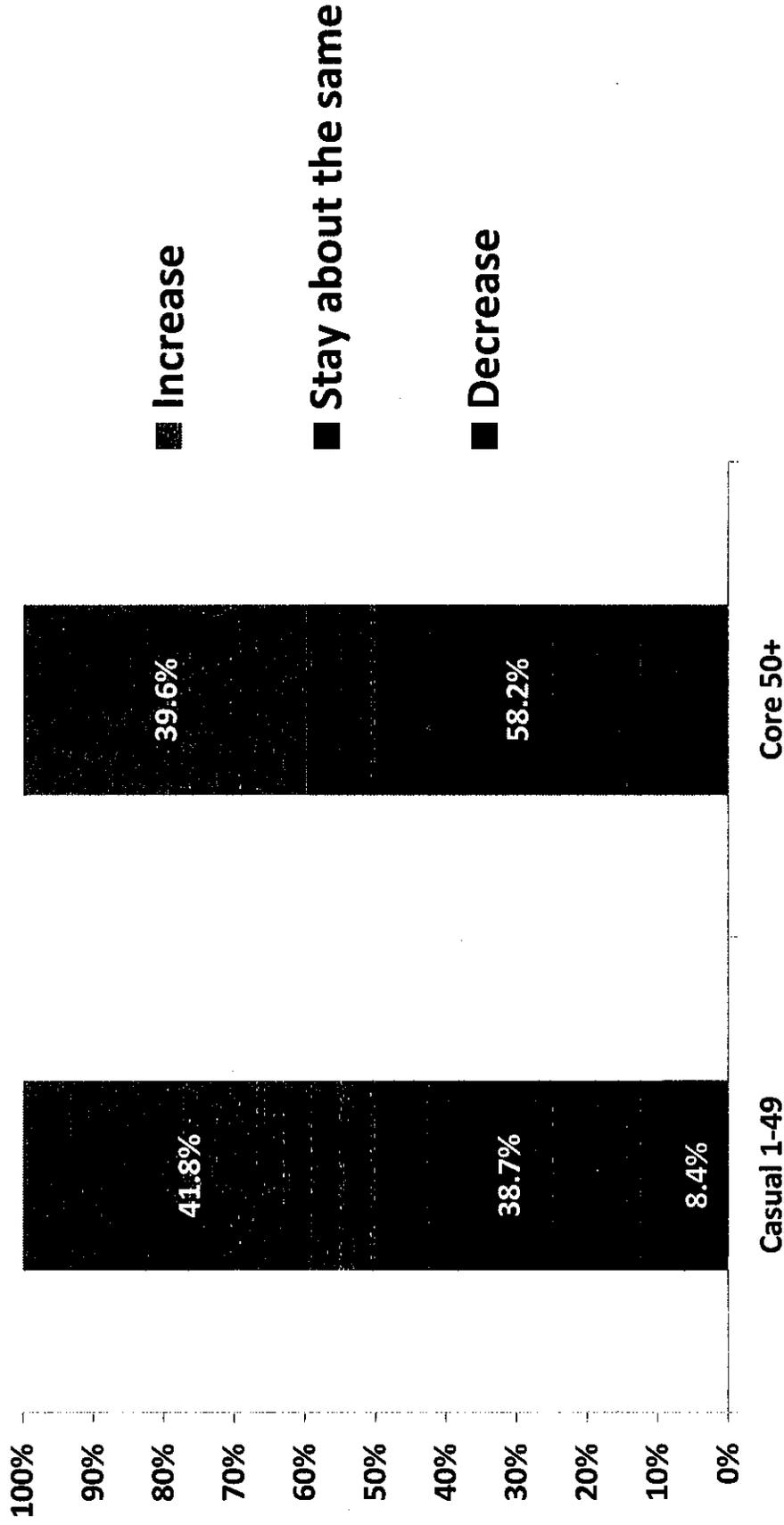


Yoga attracts a wide range of ages with good representation for all age groups up to age 64.

How would you rate your Yoga ability?

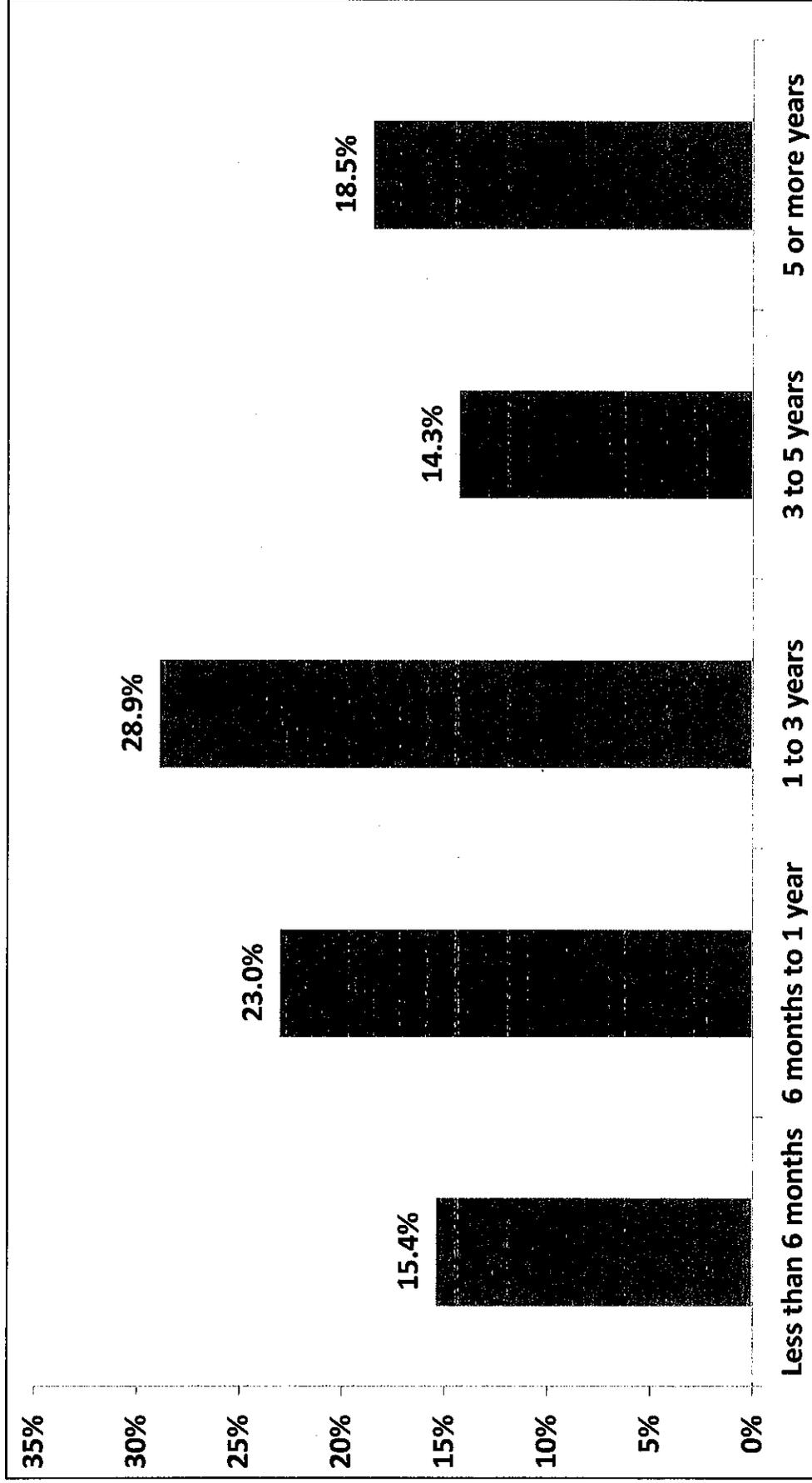


In The Next 12 Months, Will Your Yoga Practice:



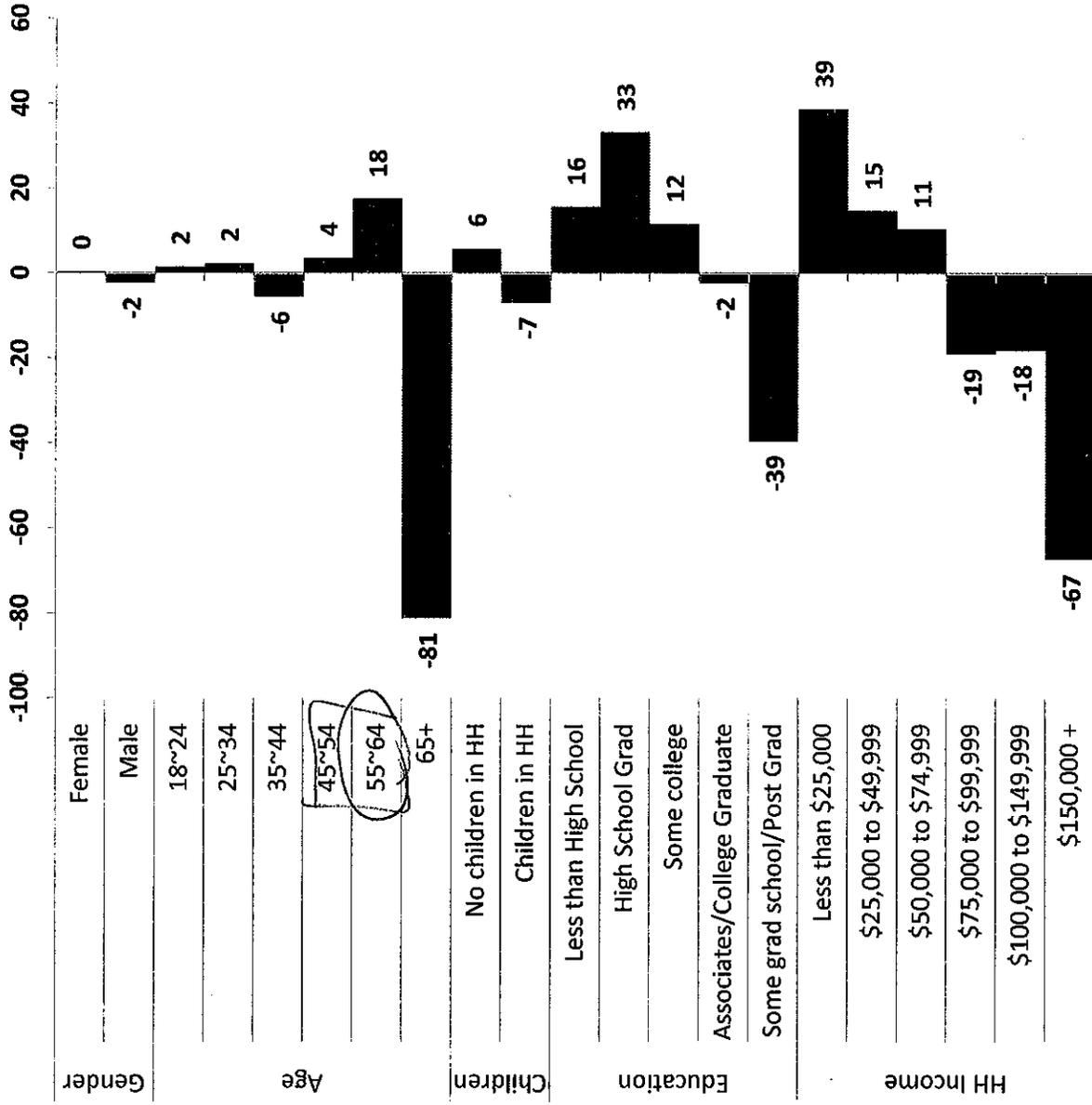
In line with a growing activity, there are very few participants who say their participation will decrease over the next 6 months.

How Long Have You Been Practicing Yoga?



Two thirds of the yogis have been participating for three years or less. This is in line with a growing activity.

Profile Comparisons – The New Yogi

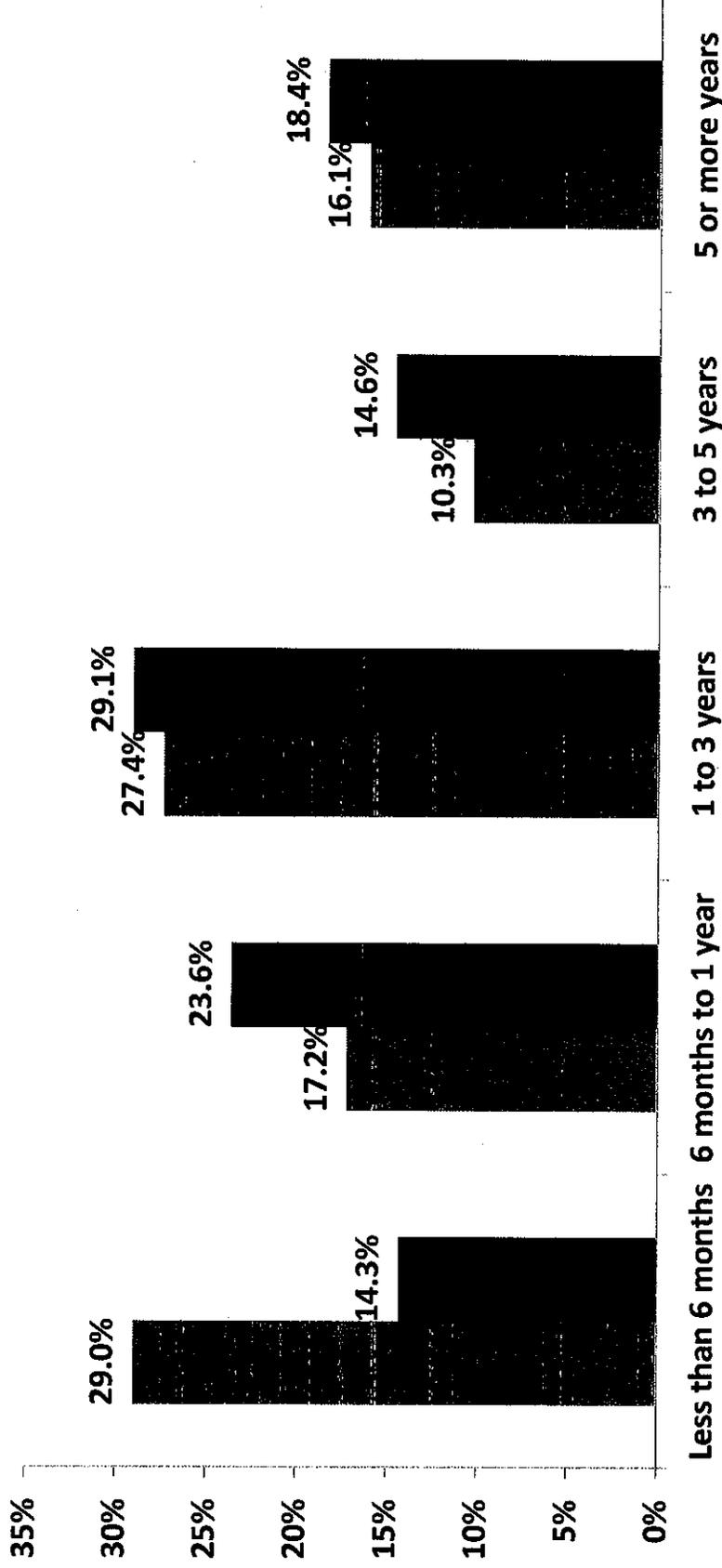


Difference compared to Current Yogi. An index of +4 means the new yogi is 4% more likely to have that profile

New yogis are relatively more likely to have lower incomes and be less well educated

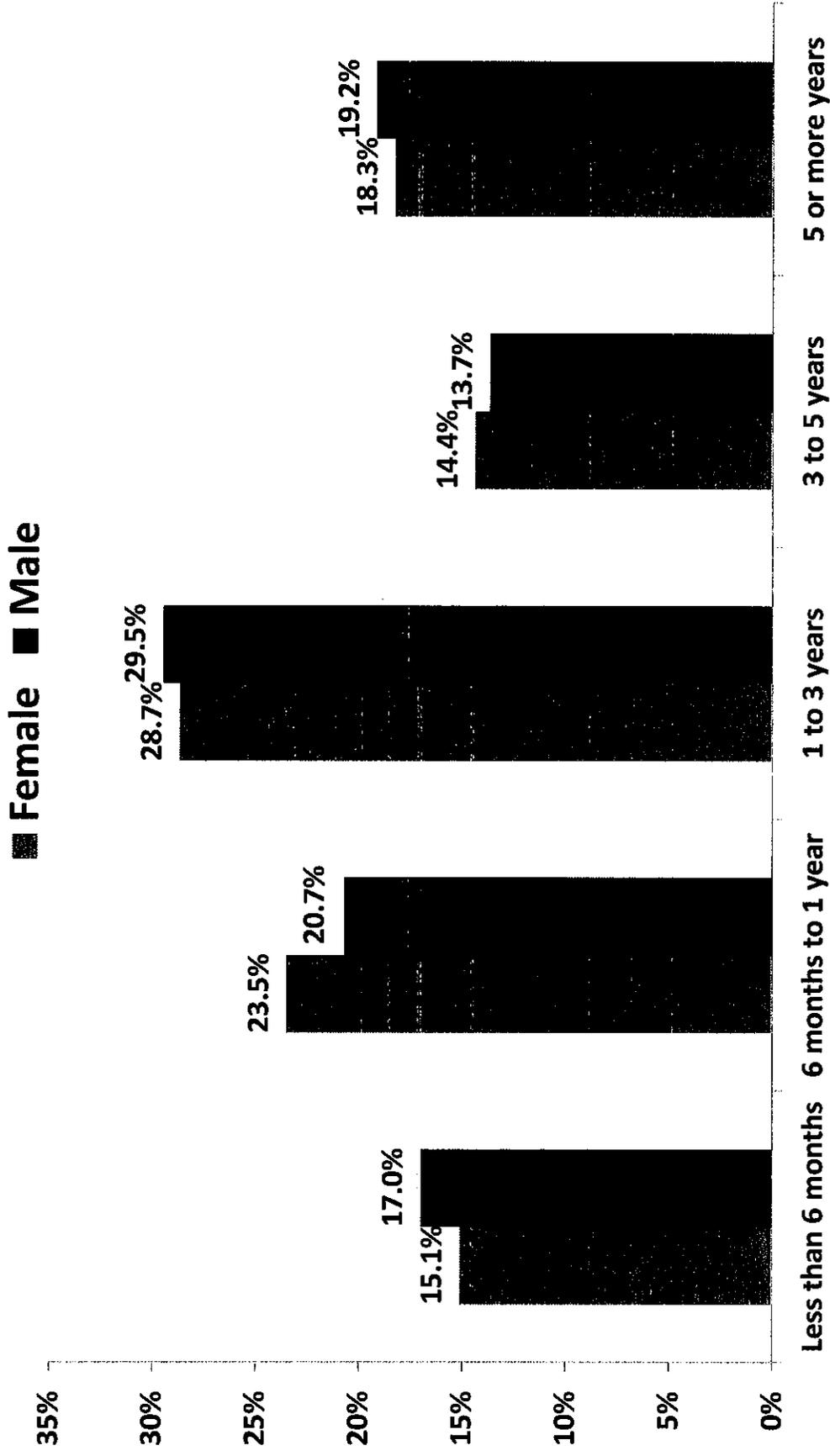
How long have you been practicing?

■ Casual ■ Core



Casual participants are much more likely to have only been participating in yoga for less than 6 months. This indicates that new participants are not getting up to core level within the first six months.

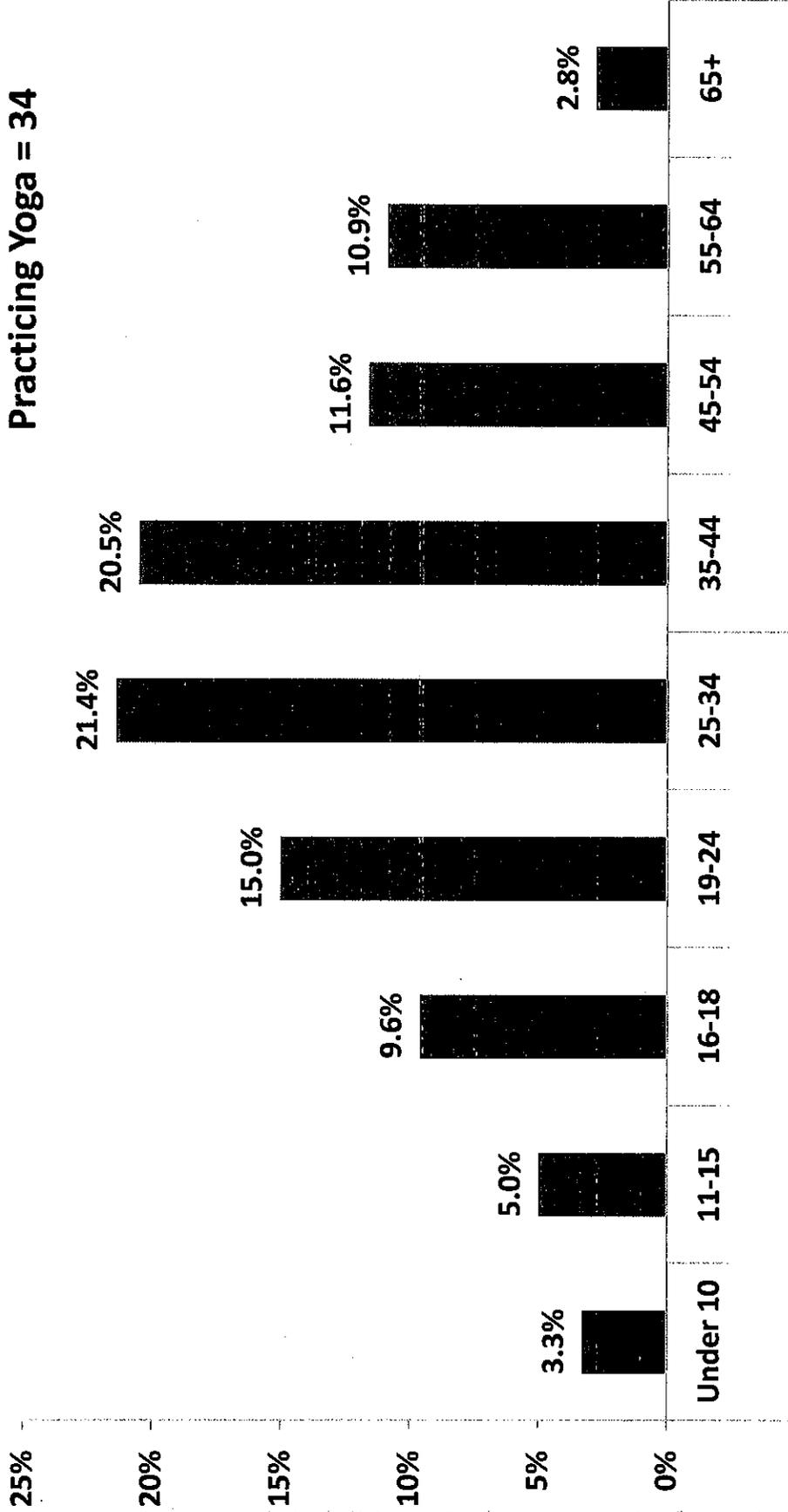
Length of Practice by Gender



Length of practice is similar by gender, indicating drop out rates are also similar.

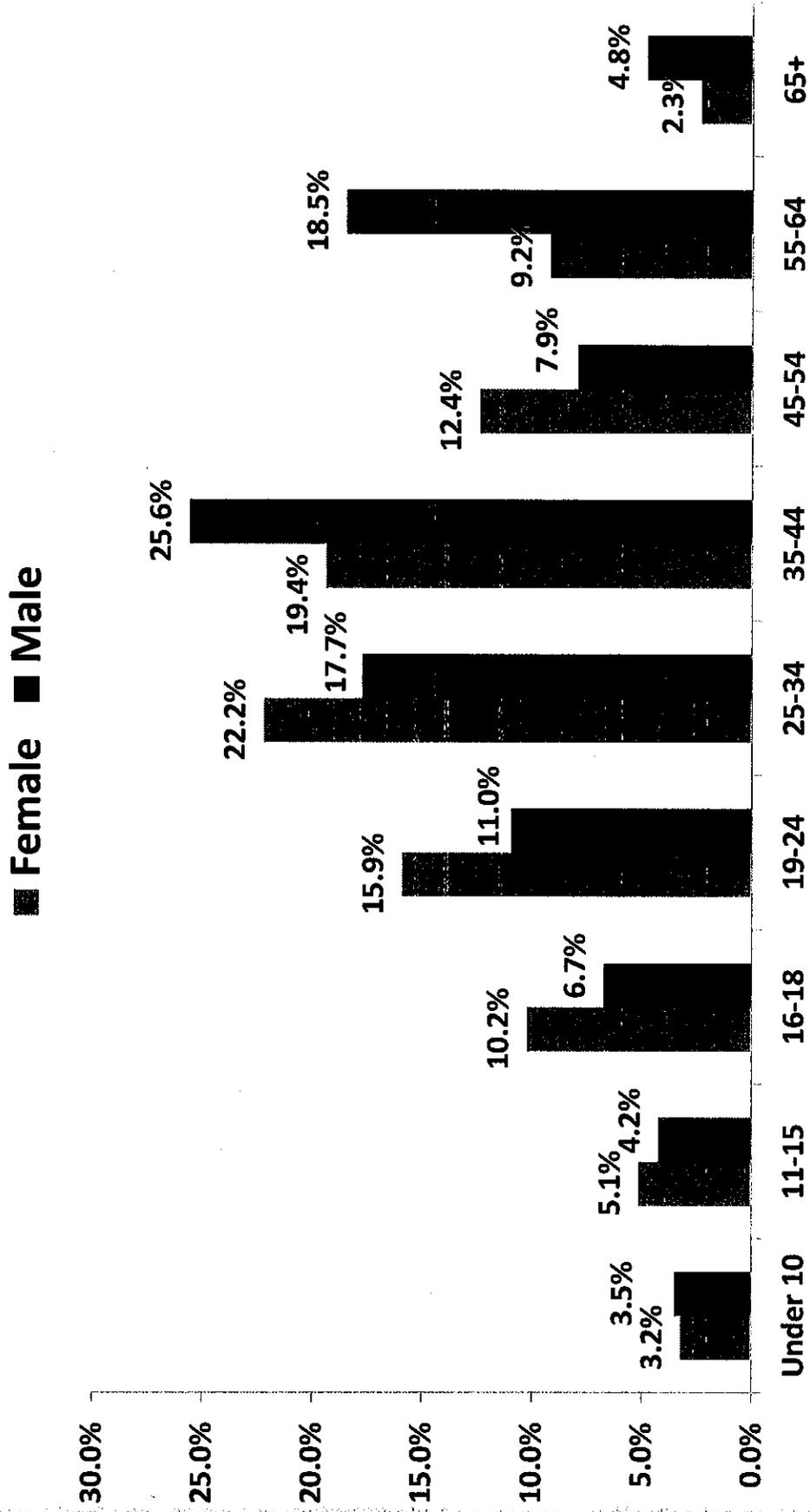
Age Started Practicing Yoga

Mean Age First Started
Practicing Yoga = 34



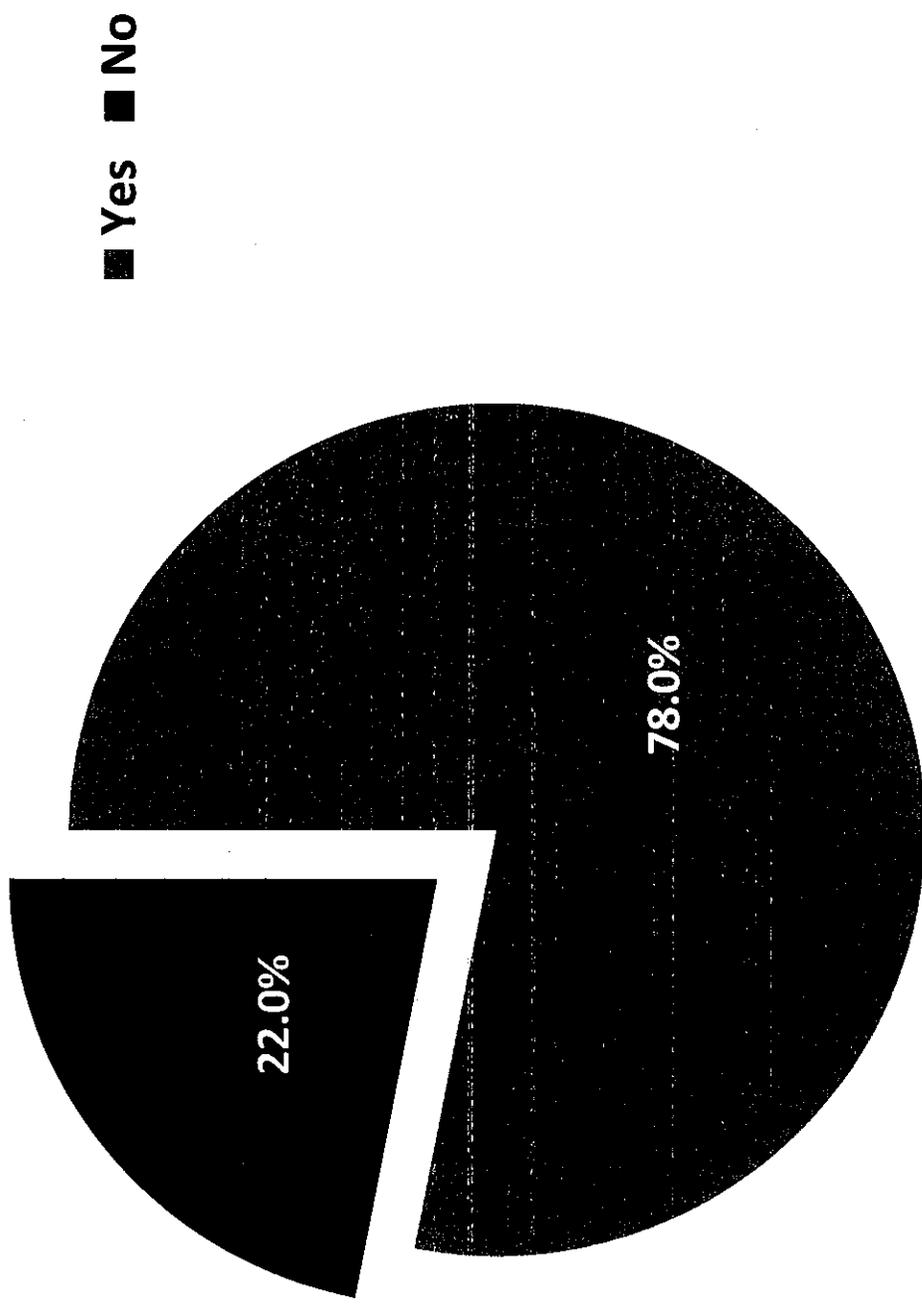
Nearly half of all yoga participants start between the ages of 25 to 44. But interestingly nearly a quarter of yogis start after the age of 45.

Age Started Practicing Yoga by Gender



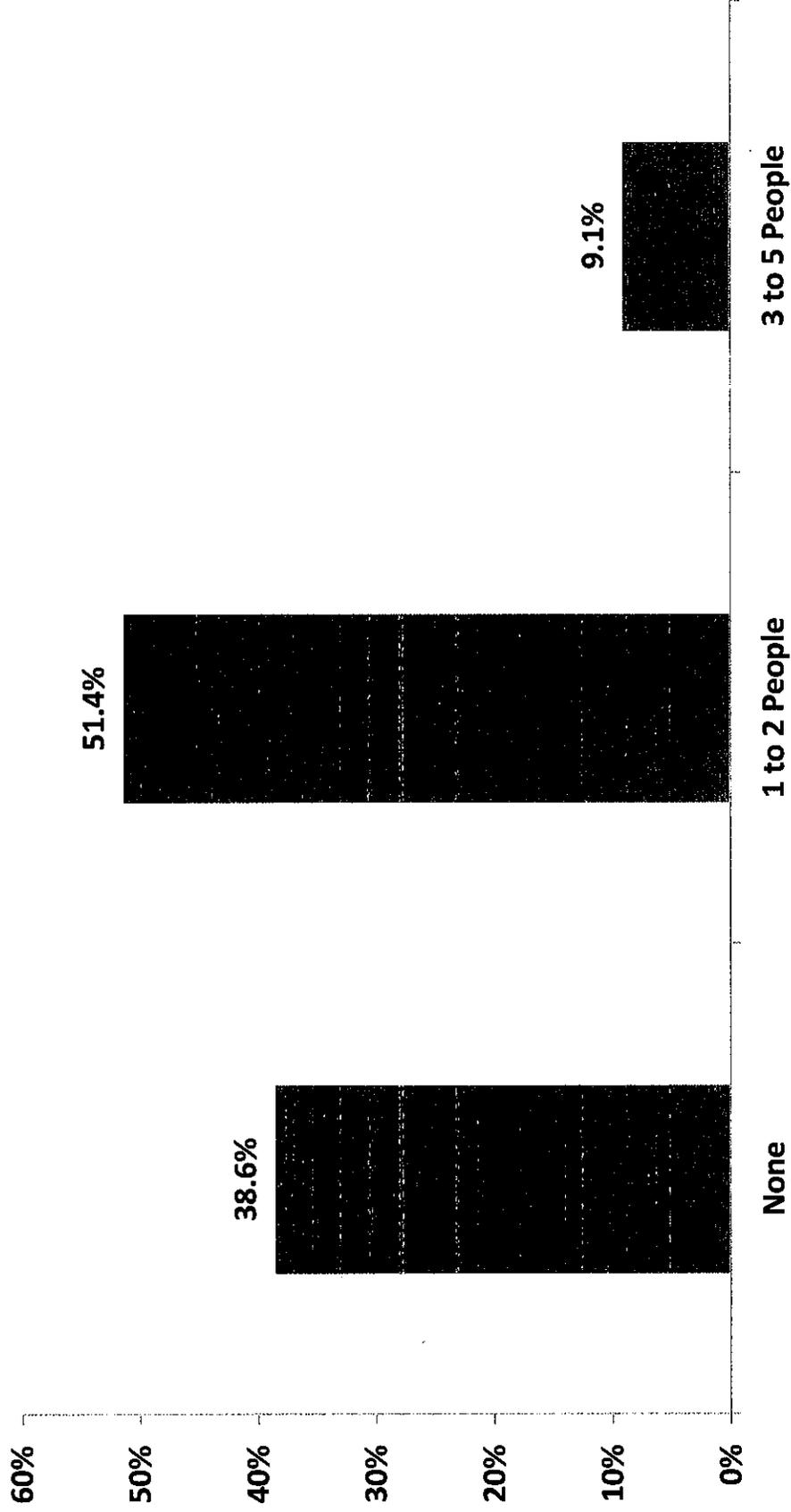
Males tend to take up yoga at a later age than females.

Do you have friends or family that practice Yoga on a regular basis?



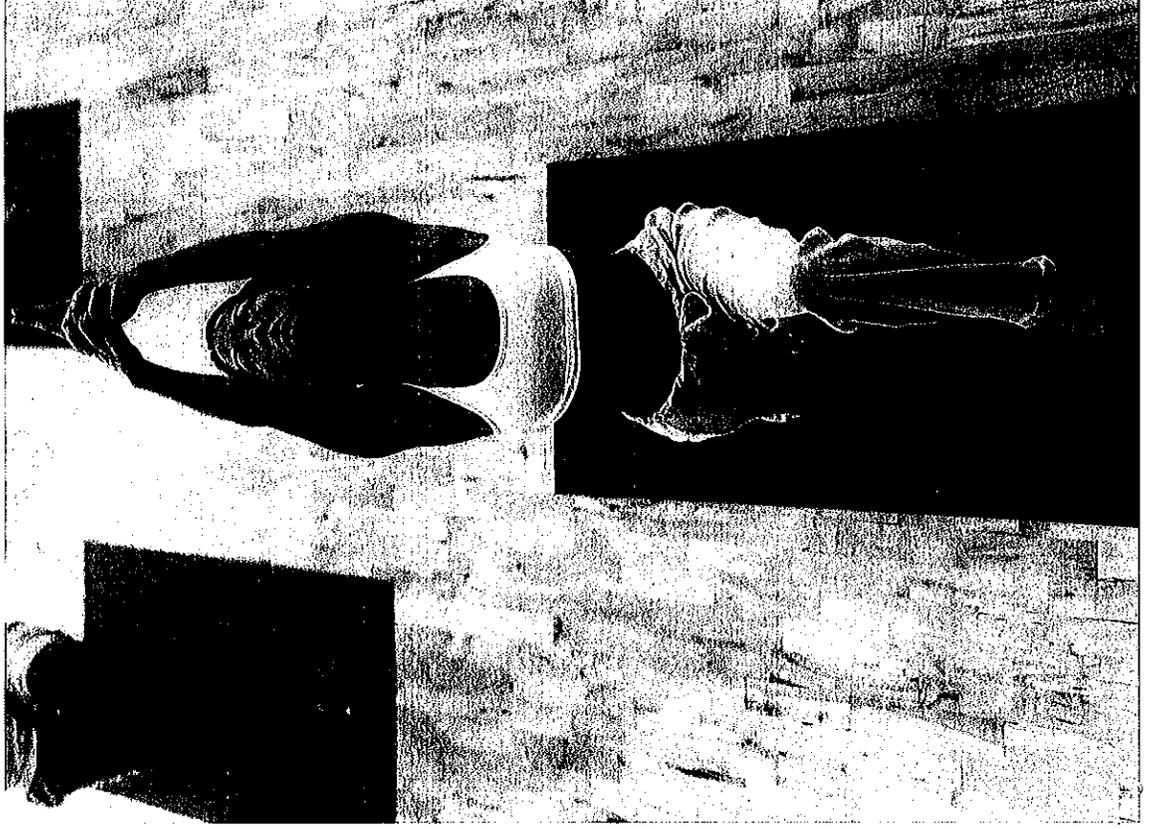
Yoga is a very sociable activity with high level of yogis among their friends.

Number of Yogis Who Live With Another Yoga Participant

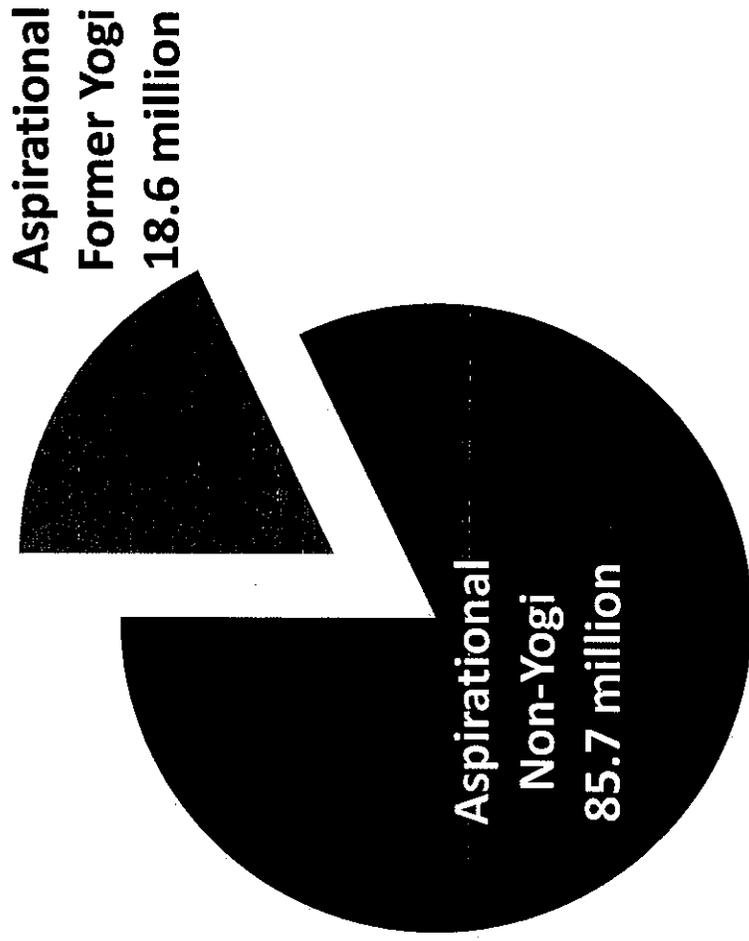


Nearly two thirds of yogis live with another yoga participant in the home.

The Aspirational Yogi

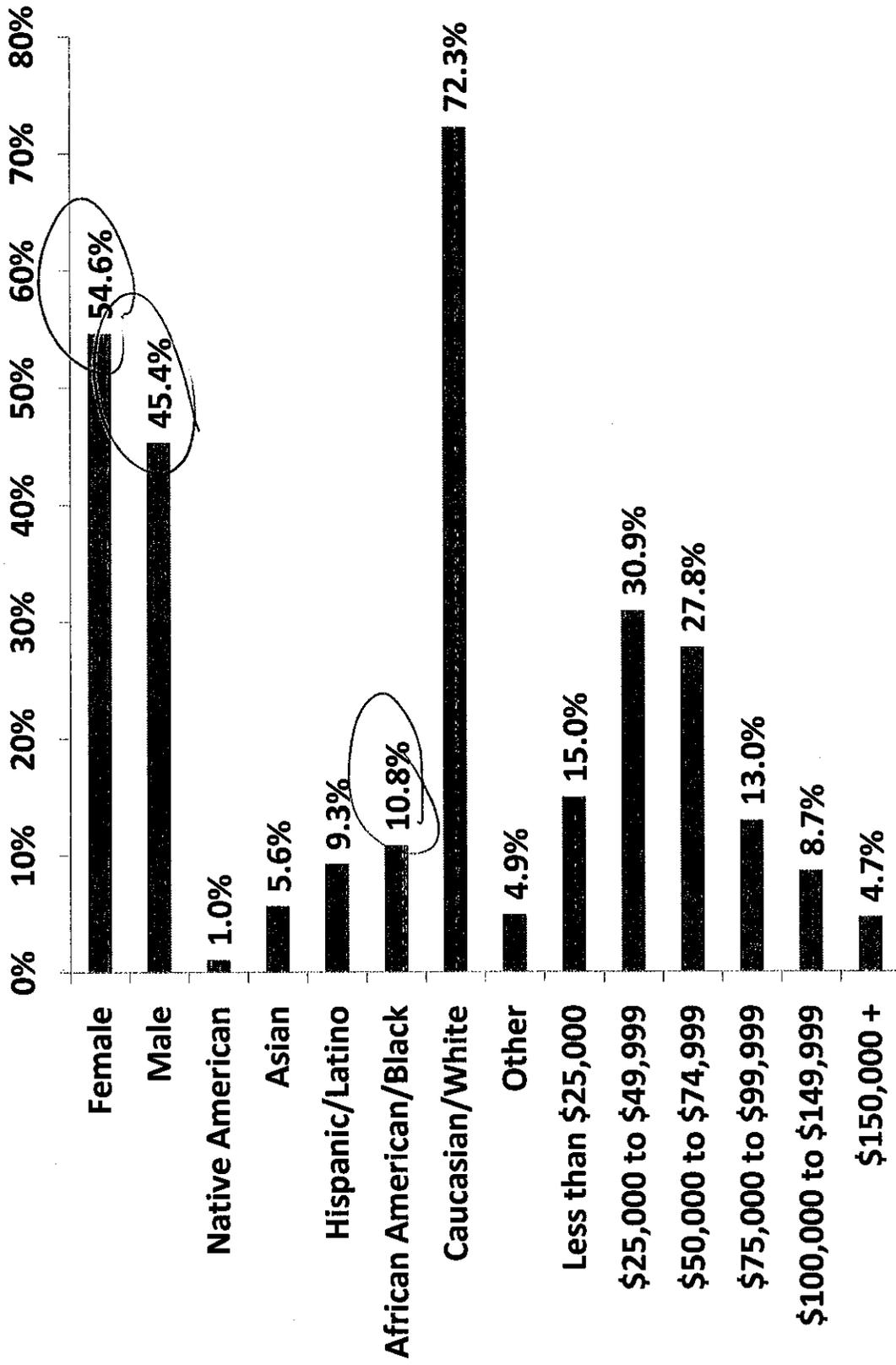


The Aspirational Yogi – 104.4 million adults

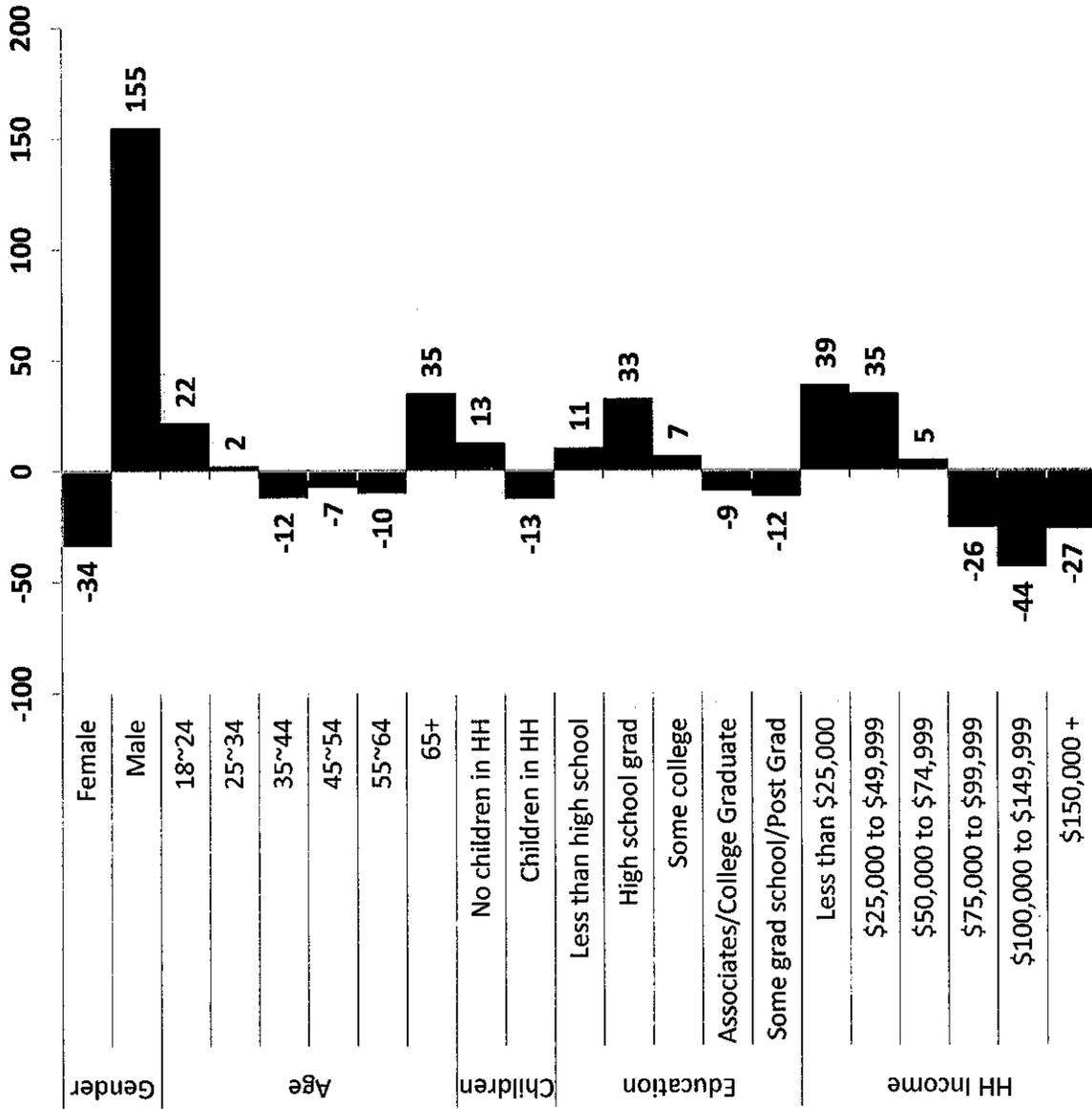


In addition to the 20.4 million current yoga participants, there is a large group of people who aspire to do yoga. We project there are another 18.6 million former yogis who are still interested in yoga and 85.7 million adults who are interested but have so far not participated.

Aspirational Yogi Demographics



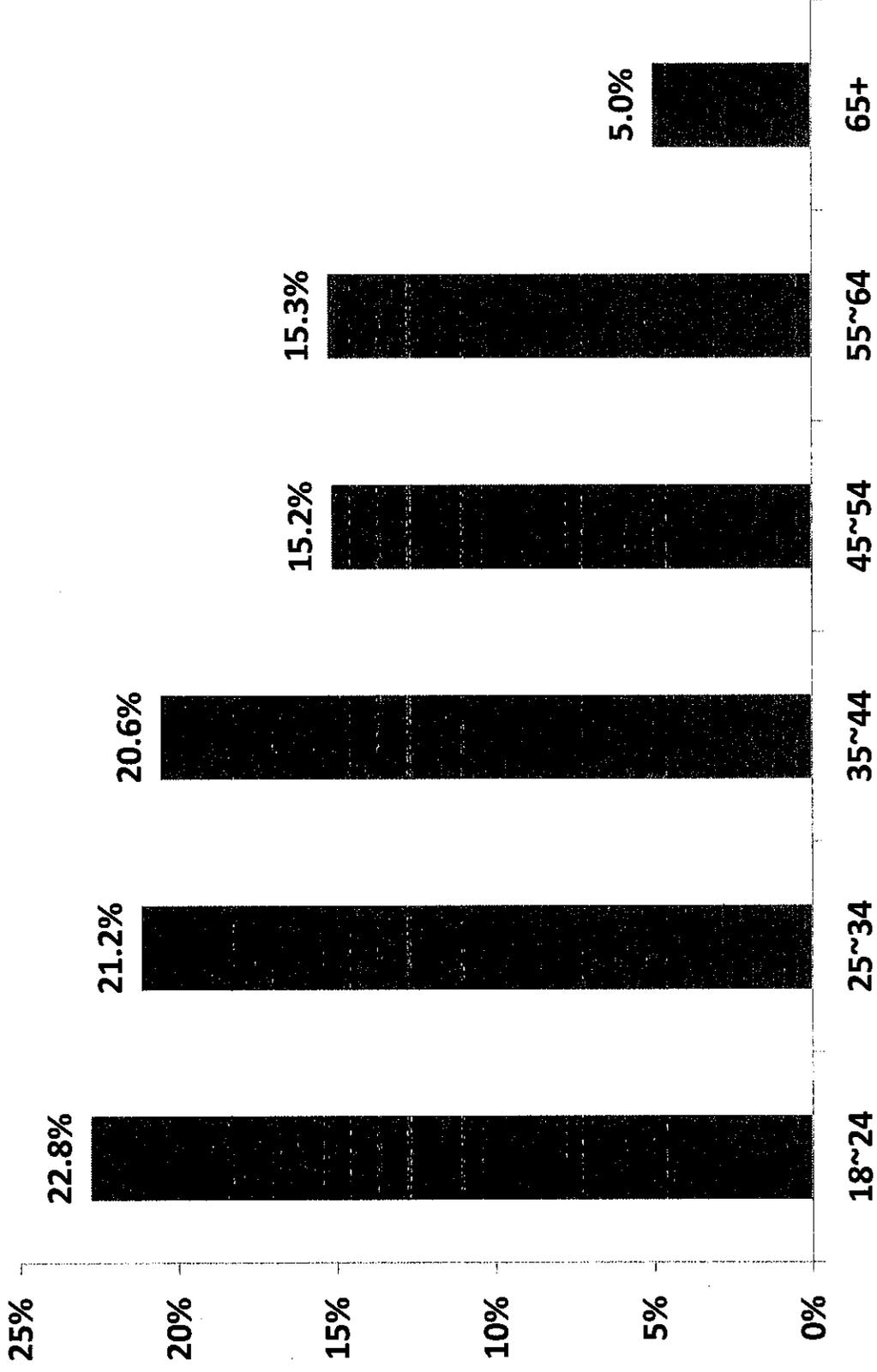
Profile Comparisons – The Aspirational Yogi



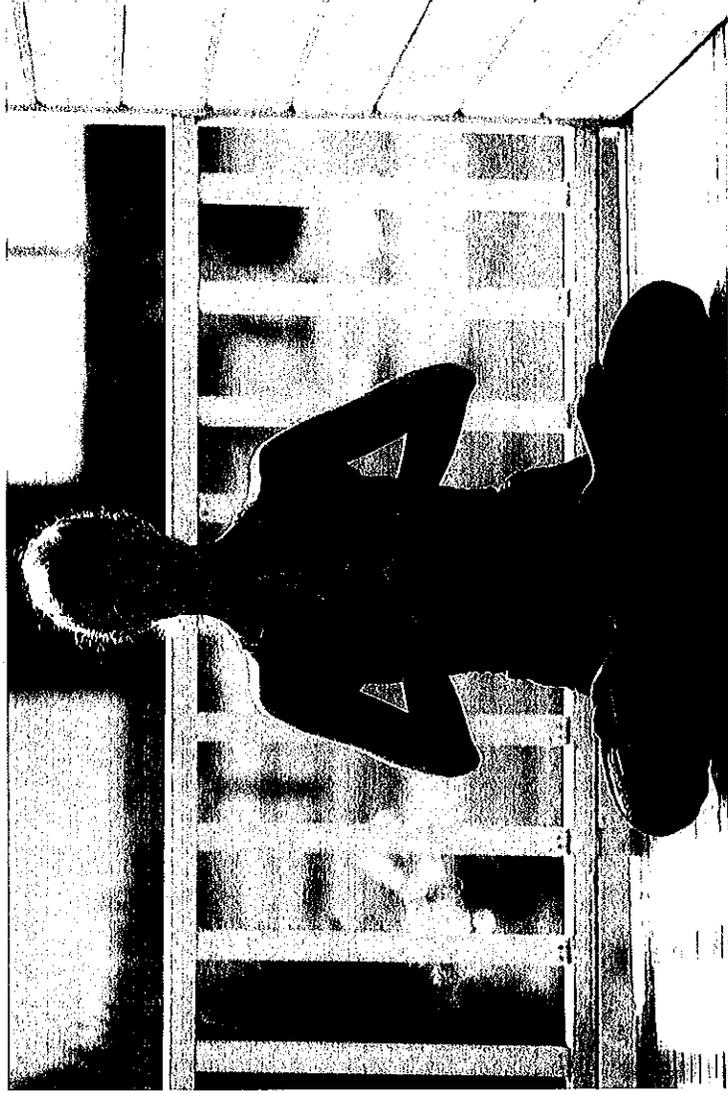
Difference compared to Current Yogi. An index of +5 means the aspirational yogi is 5% more likely to have that profile

The Aspirational Yogi is relatively more likely to be male, have lower income than current yogis.

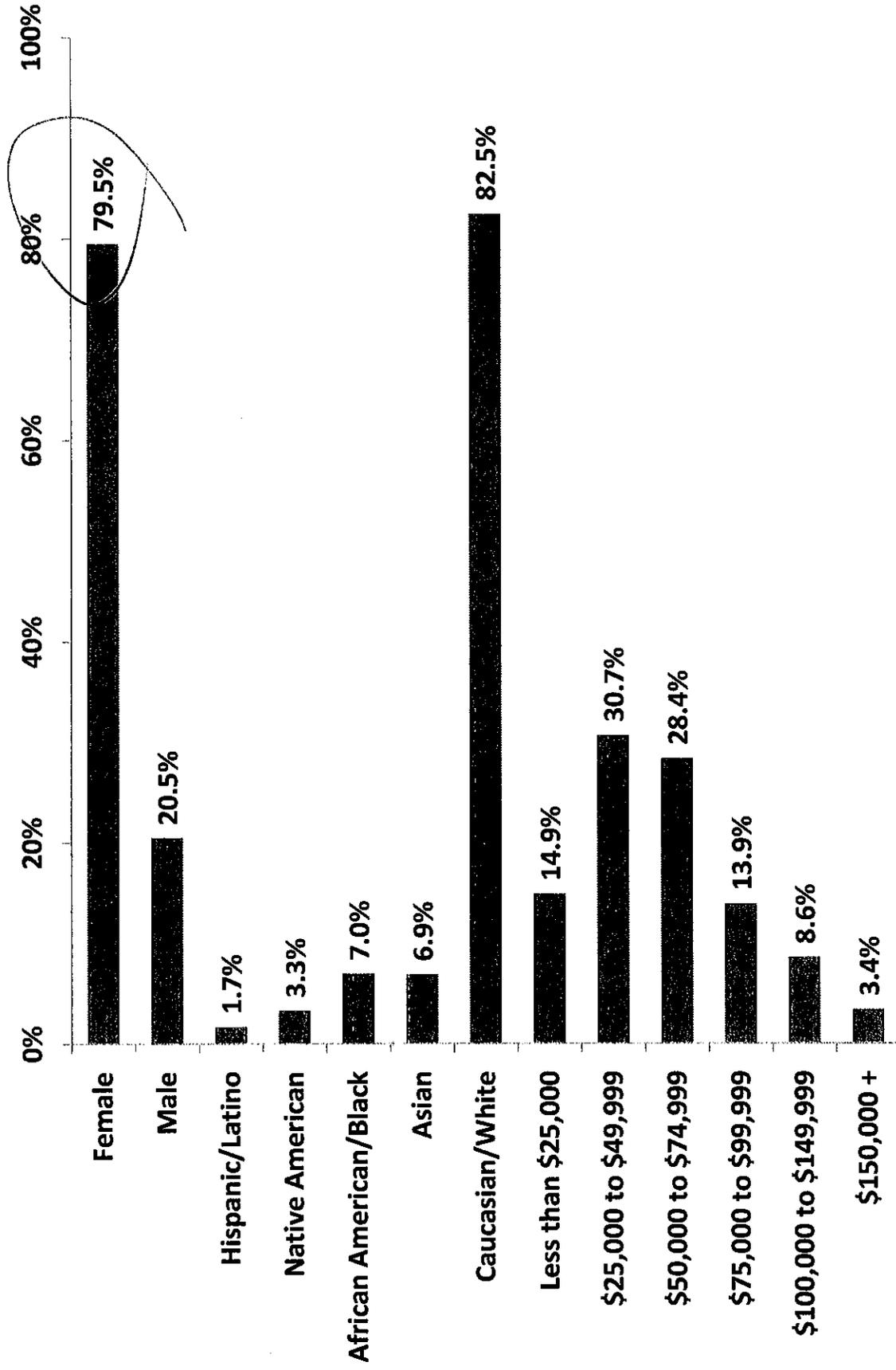
Age of Aspirational Yogi



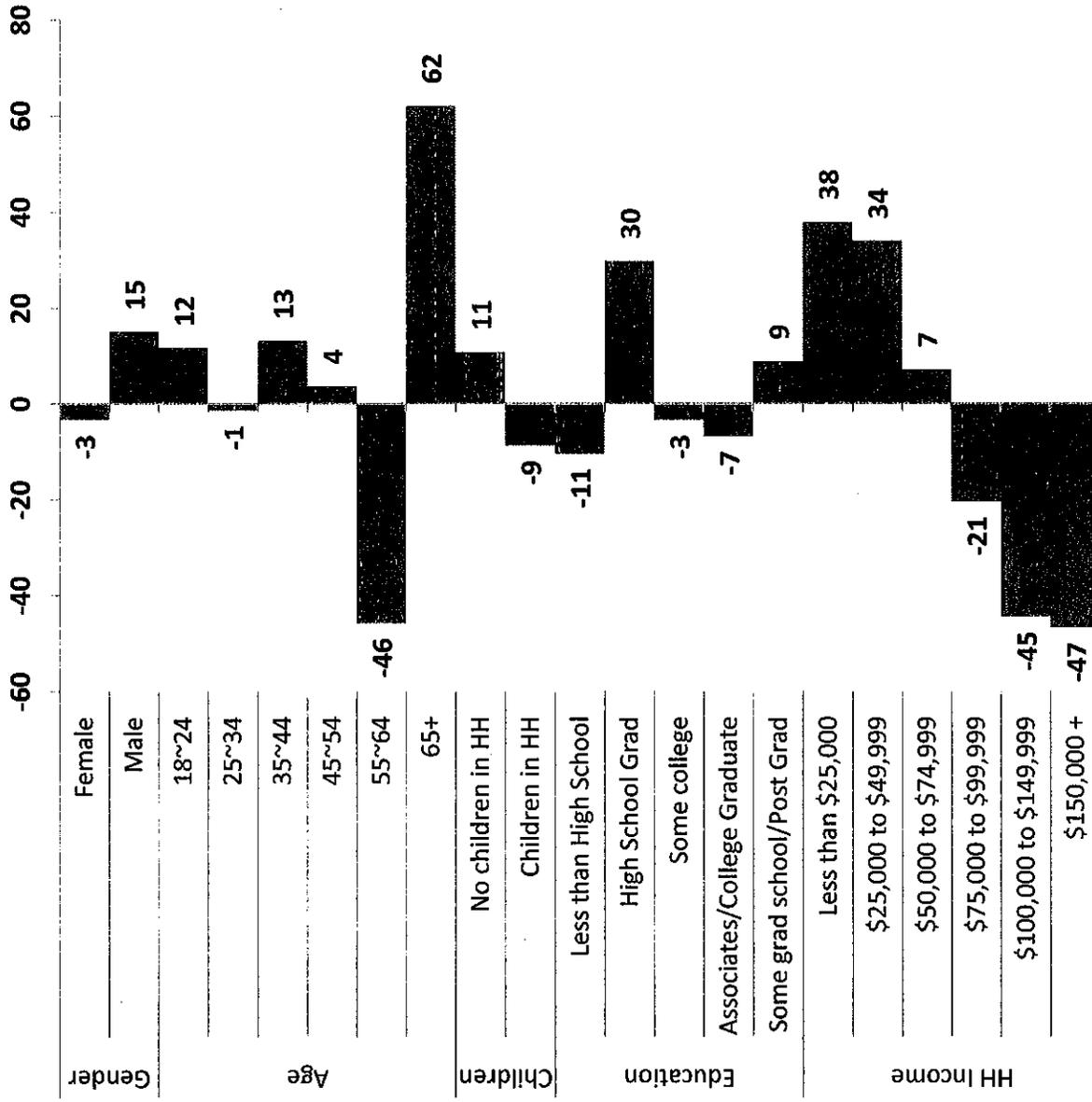
The Former Yogi



Former Yogi Demographics



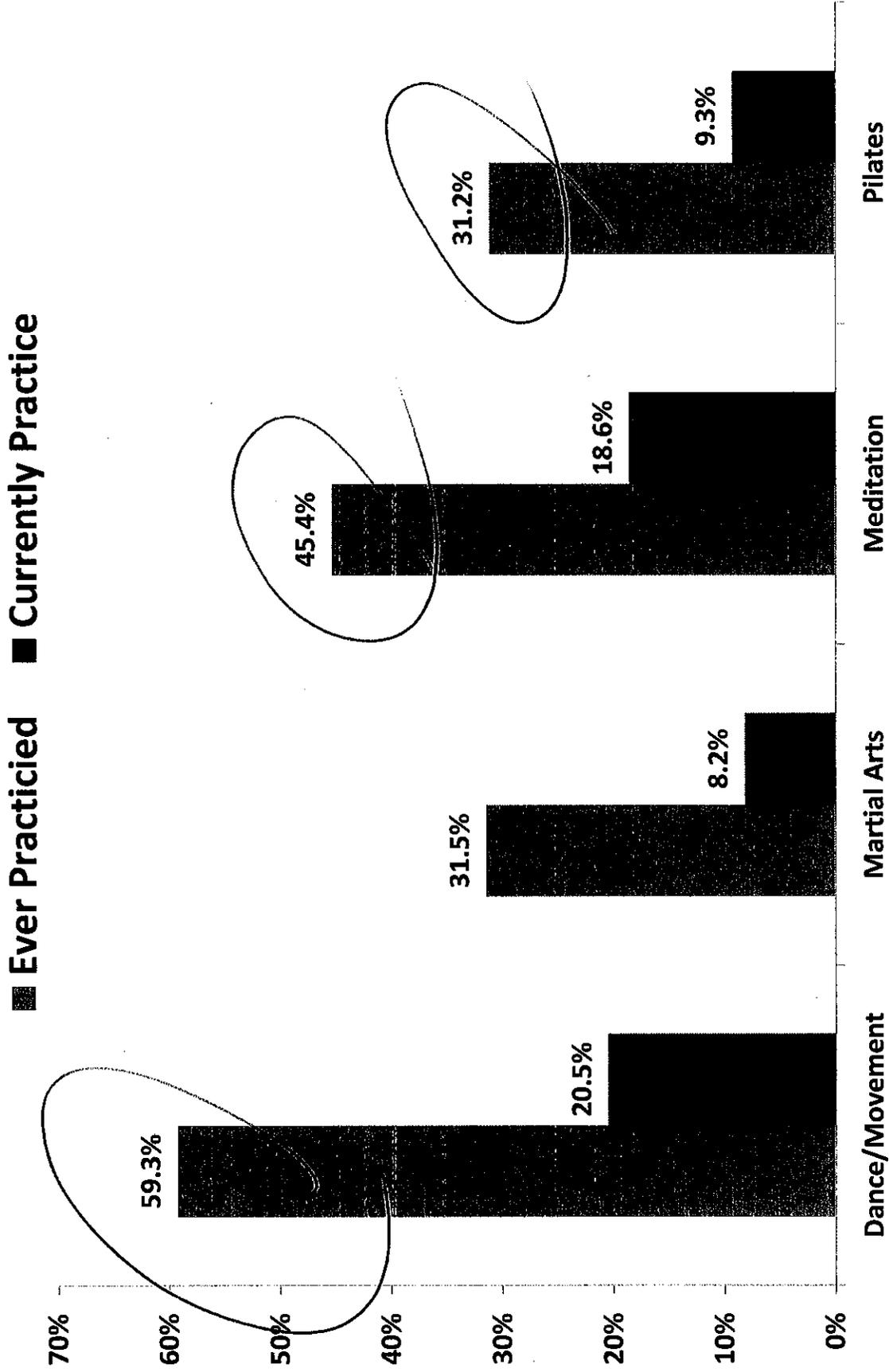
Profile Comparisons – The Former Yogi



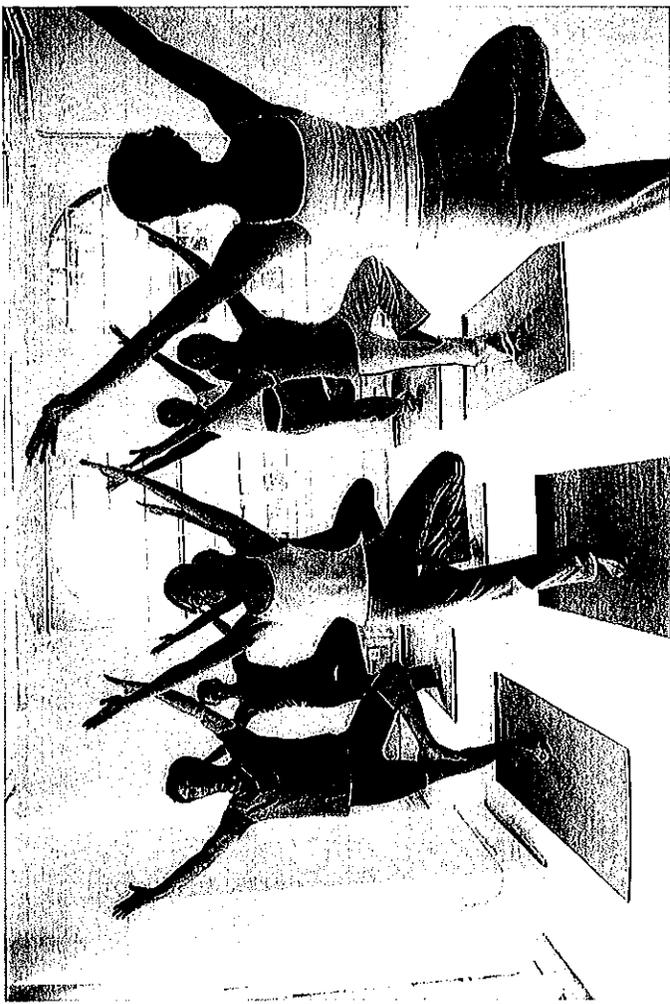
Difference compared to Current Yogi. An index of +4 means the former yogi is 4% more likely to have that profile

Former yogis are relatively more likely to be male, older than 65, have lower incomes .

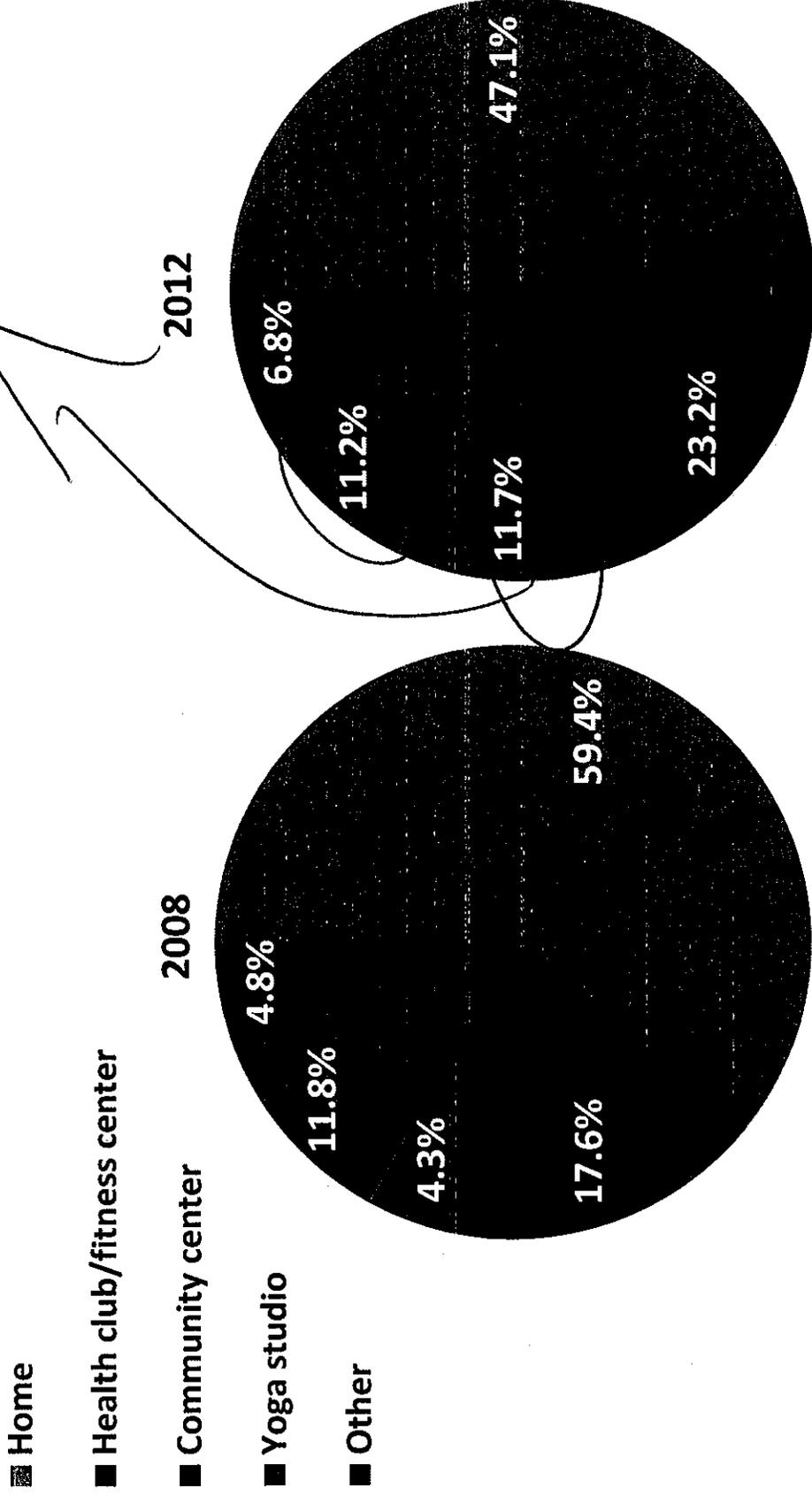
Which Activities Have You Also Participated In?



Venue for Yoga Participation

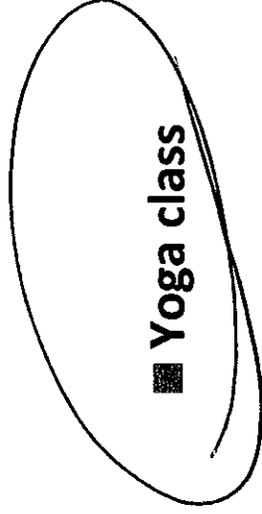
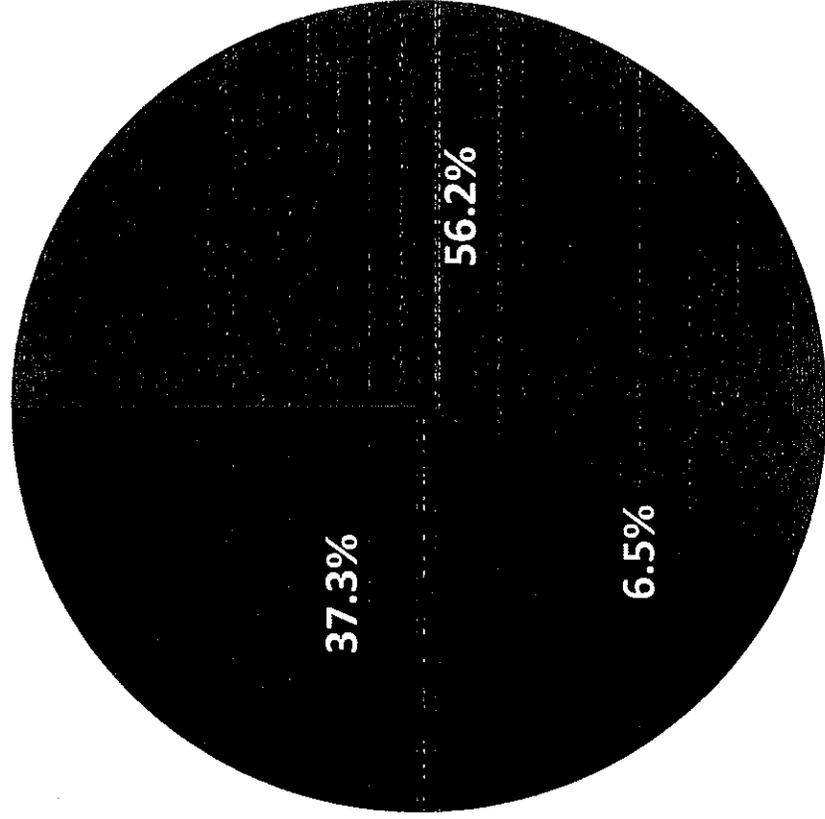


Where do you practice most often?



Nearly half of the participants mostly practiced yoga at home. However, this number has decreased in recent years (from 59% in 2008). Compared to previous studies, yoga at health clubs has increased from 17.6% in 2008 to 23.2% in 2012.

What type of setting do you prefer to practice Yoga?



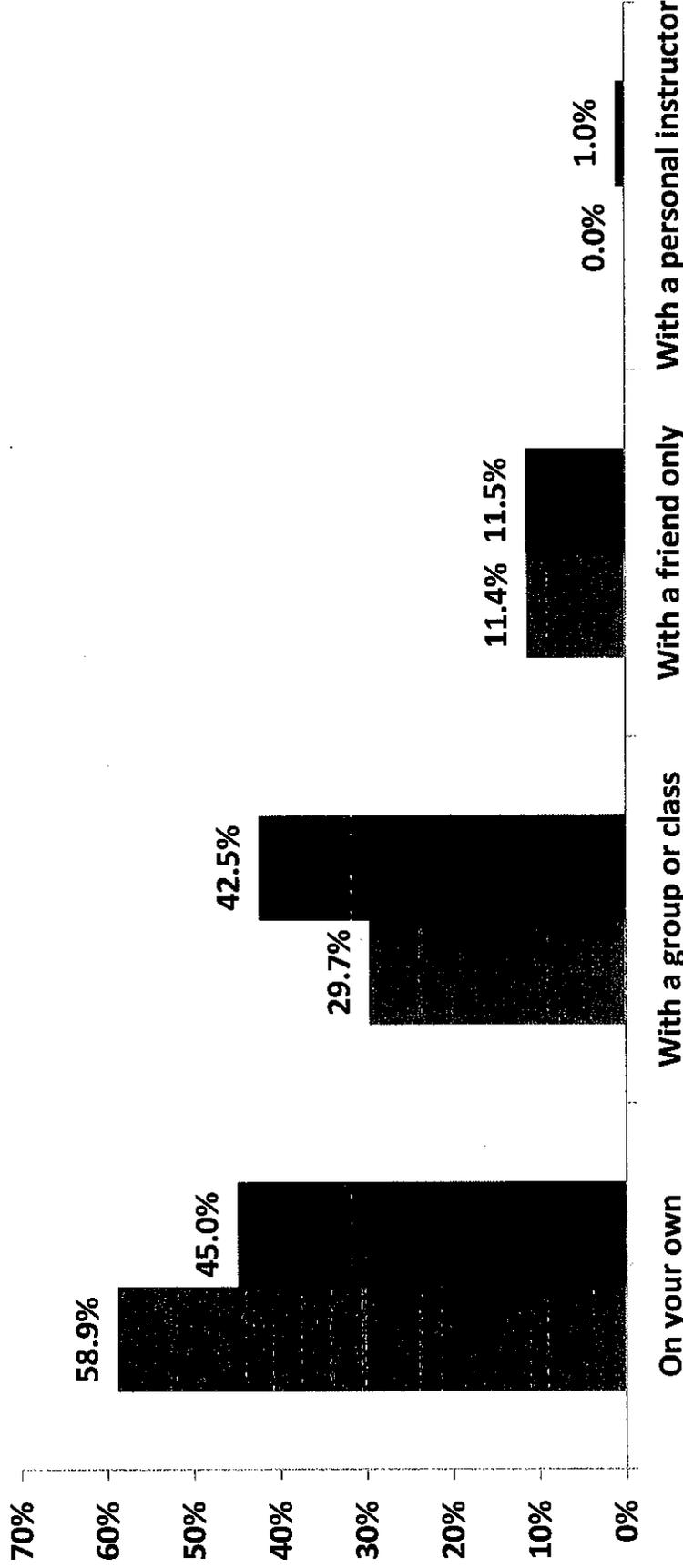
■ Yoga class

- Individual session with a personal instructor
- Practicing Yoga on your own

Yoga is predominantly seen as a group activity with only 6.5% of yogis preferring an individual session with a private instructor.

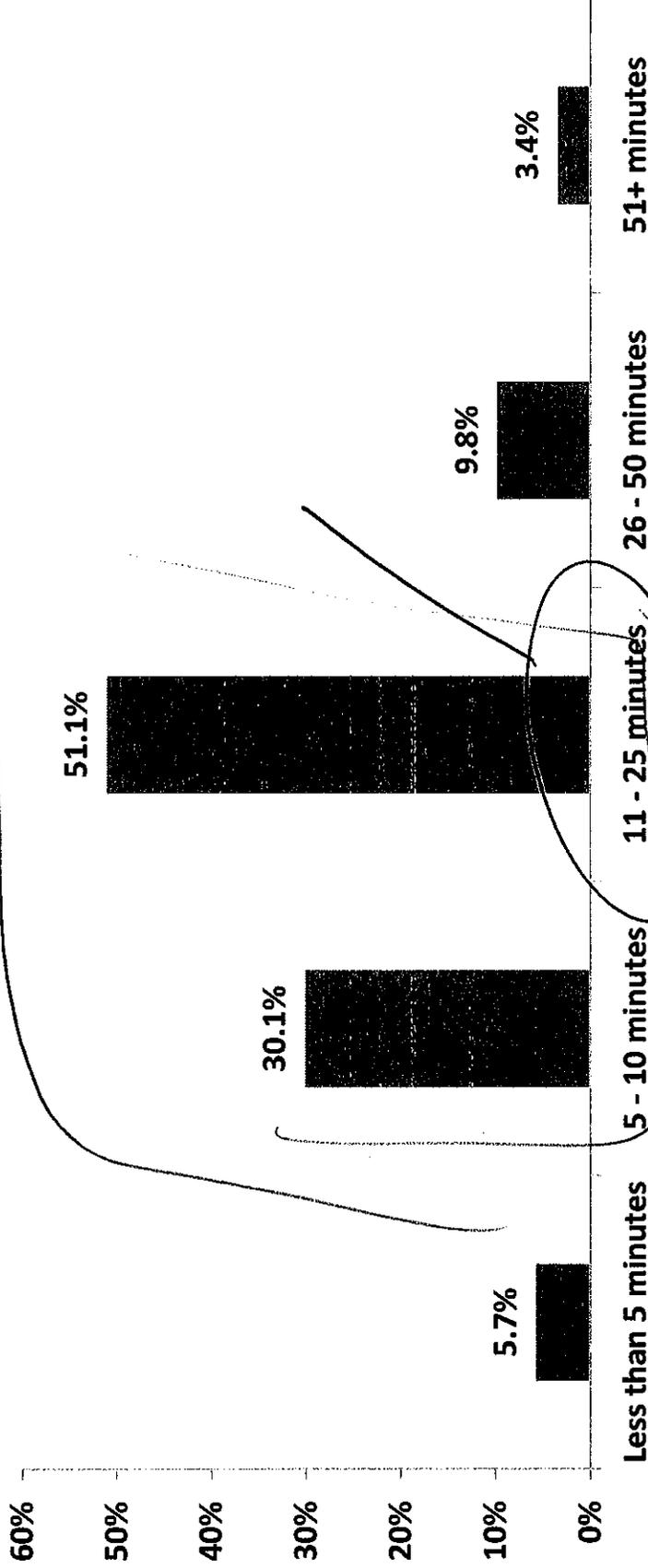
Casual & Core Yogi's Most Often Practice:

■ Casual ■ Core



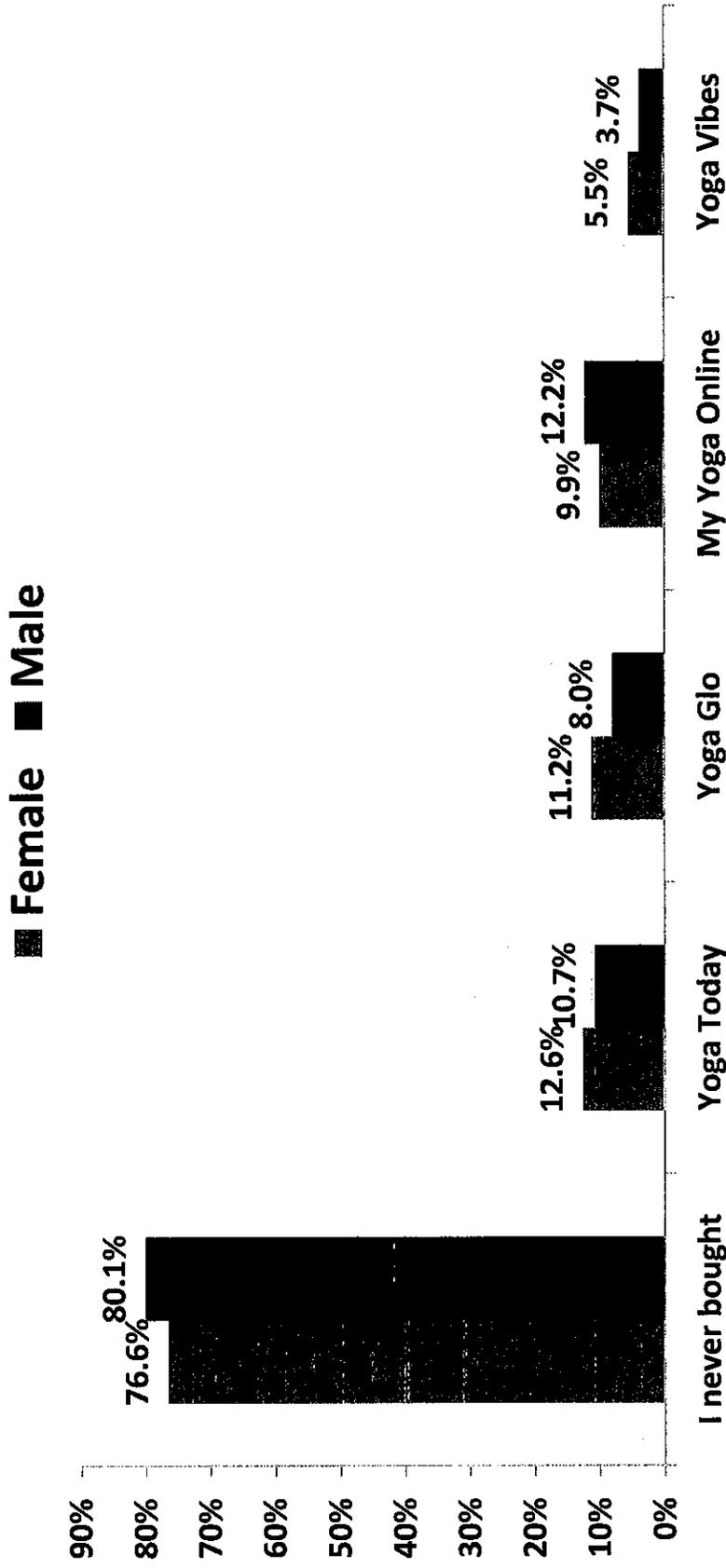
This illustrates the importance of getting yogis into groups and classes to increase participation frequency. Nearly 60% of casual participants practice on their own.

How far would you travel by car to attend a Yoga class?



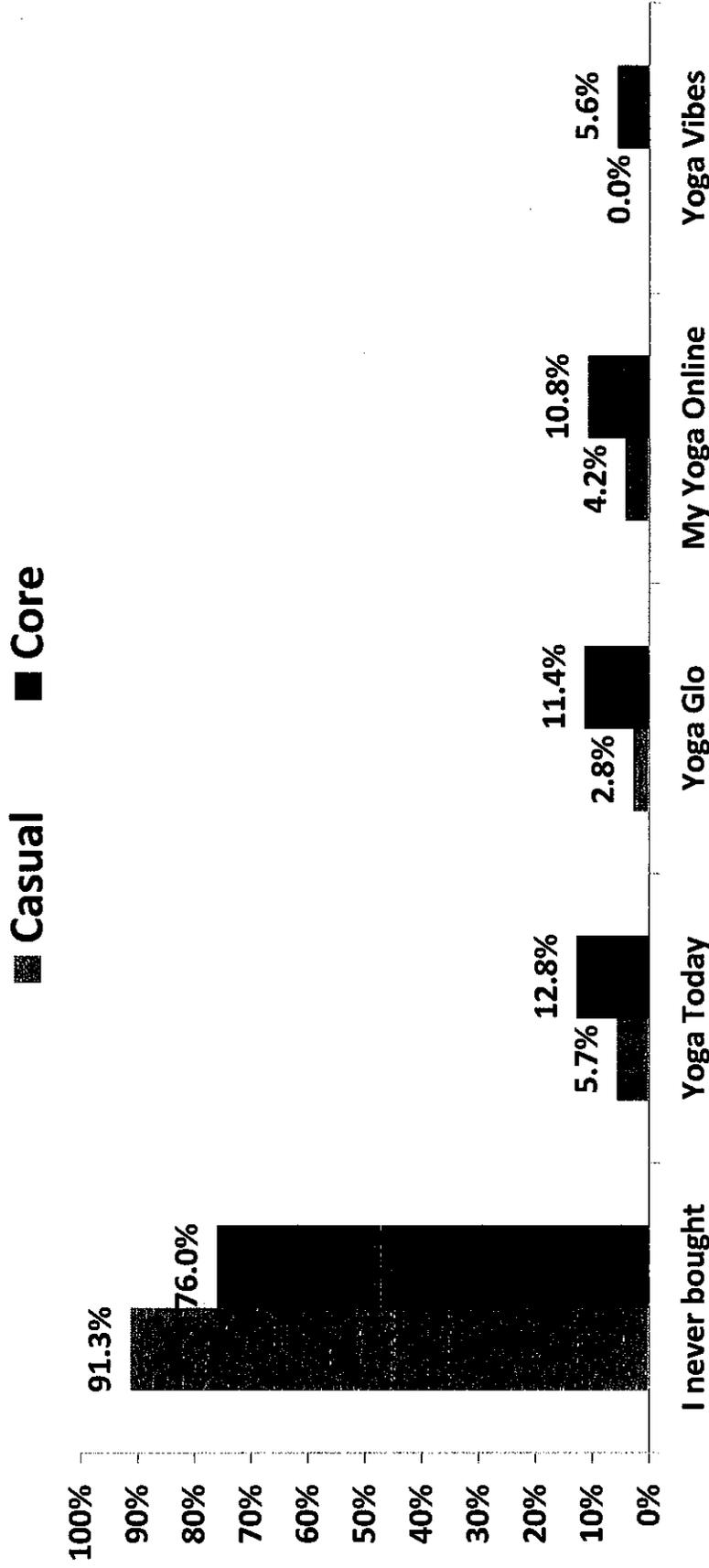
Leisure industry travel times typically show participants will travel approximately one third of the total length of time of the activity. So for a yoga class of 60 minutes, yogis will typically travel 20 minutes. This is confirmed here with over 50% of yogis travelling 11-25 minutes. Yoga studios should use a maximum drive-time of 25 minutes for planning purposes.

Have you watched/subscribed to any Yoga online classes from the following sites:



Nearly 80% of yogis have never subscribed to online classes.

Have you watched/subscribed to any Yoga online classes from the following sites:

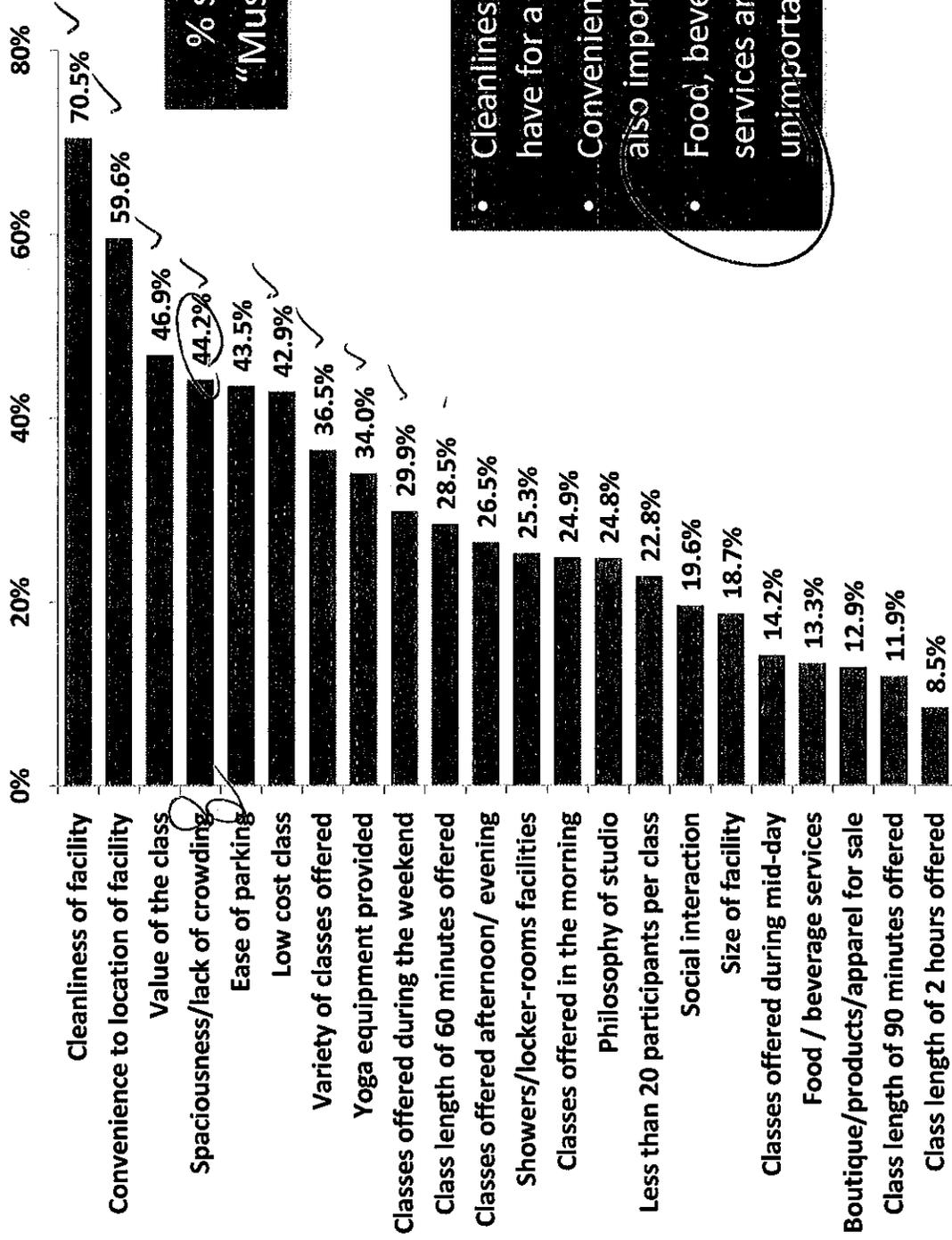


I never bought online Yoga classes from these sites.

Only 8.7% of casual yoga participants have bought an online class.

Top “Must Have” in a Yoga Class

Please rate the following items on their importance to you where 1 is “Must Have” and 5 is “Not Important At All”

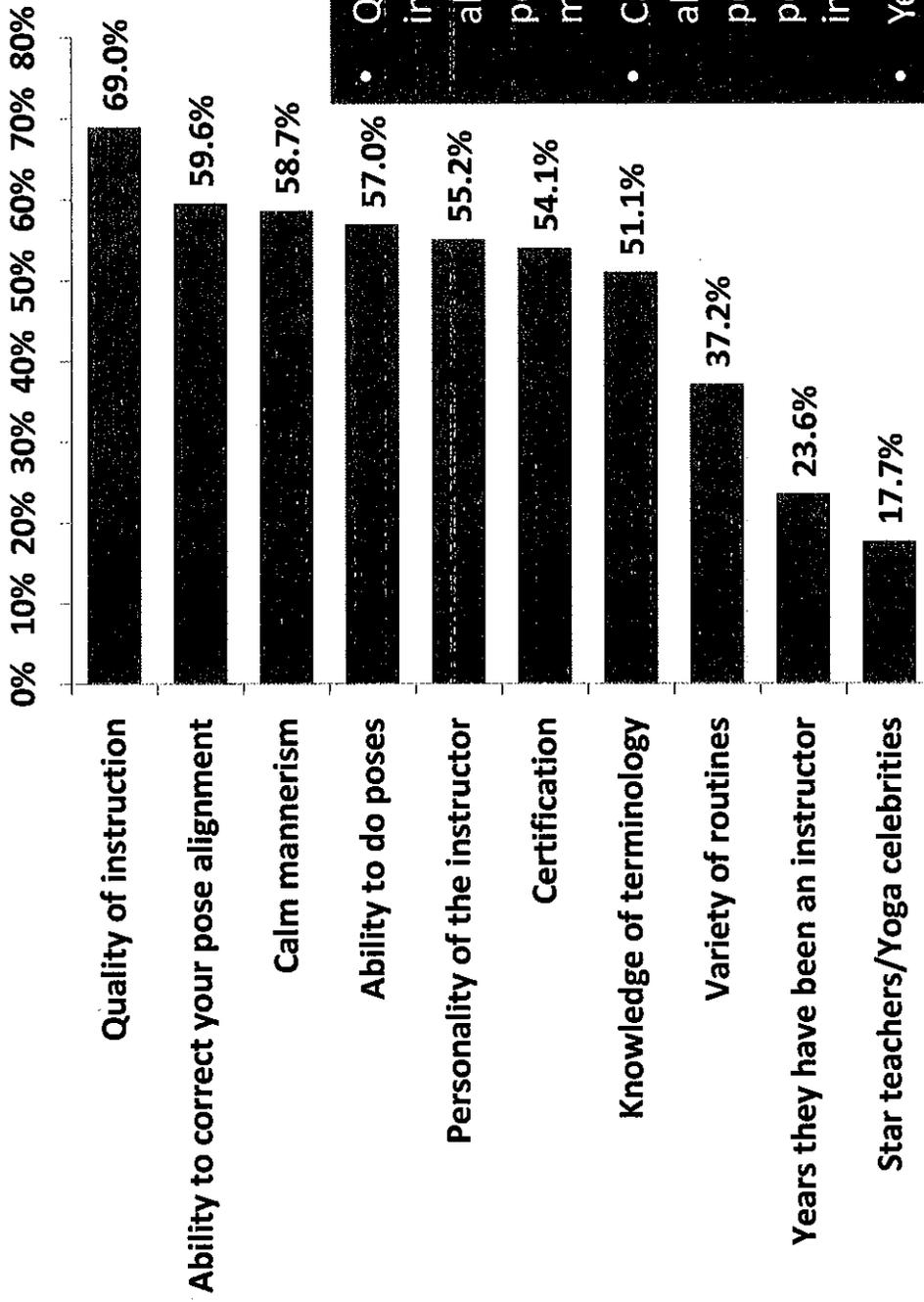


% saying
“Must Have”

- Cleanliness is the top must have for a yoga class
- Convenience and value are also important
- Food, beverage and retail services are relatively unimportant for most yogis

Top “Must Have” in a Yoga Instructor

Please rate the following items on their importance to you where 1 is “Must Have” and 5 is “Not Important At All”



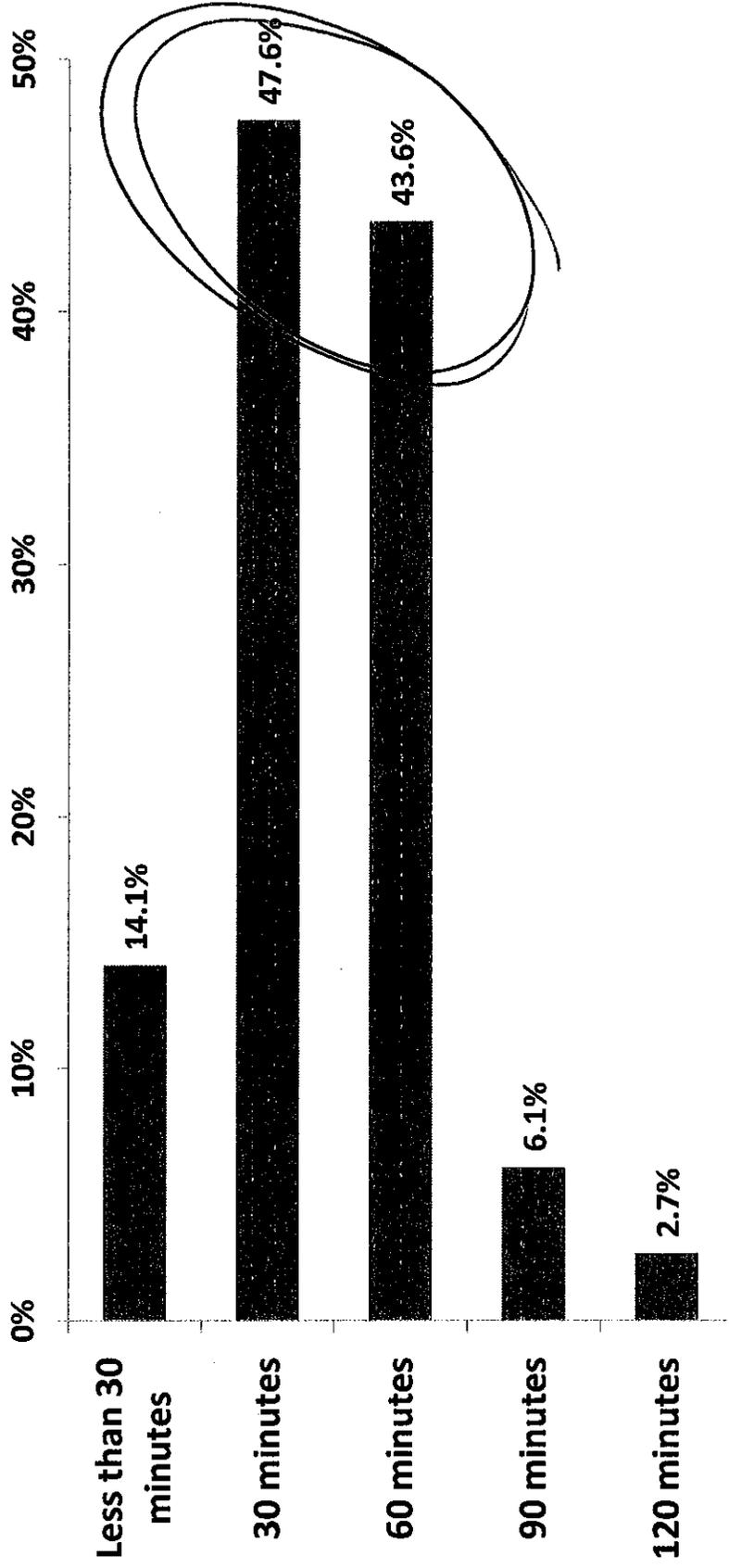
% saying
“Must Have”

- Quality of instruction and ability to correct poses are the top must haves
- Calm mannerism, ability to do the poses and overall personality are also important
- Years as an instructor and “star teachers” are less important

Length of Preferred Yoga Class

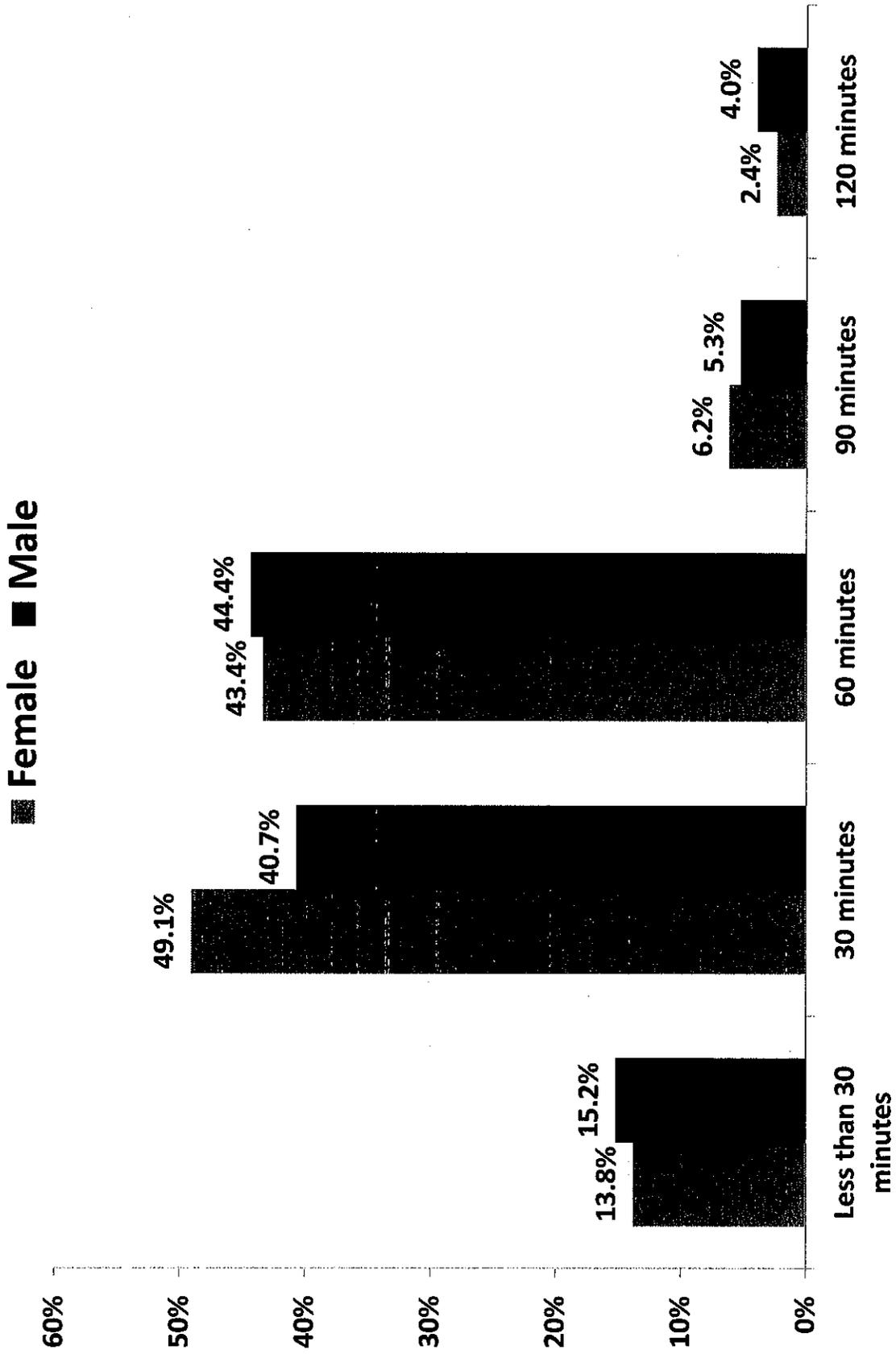


What Length Of Yoga Programs Do You Practice?

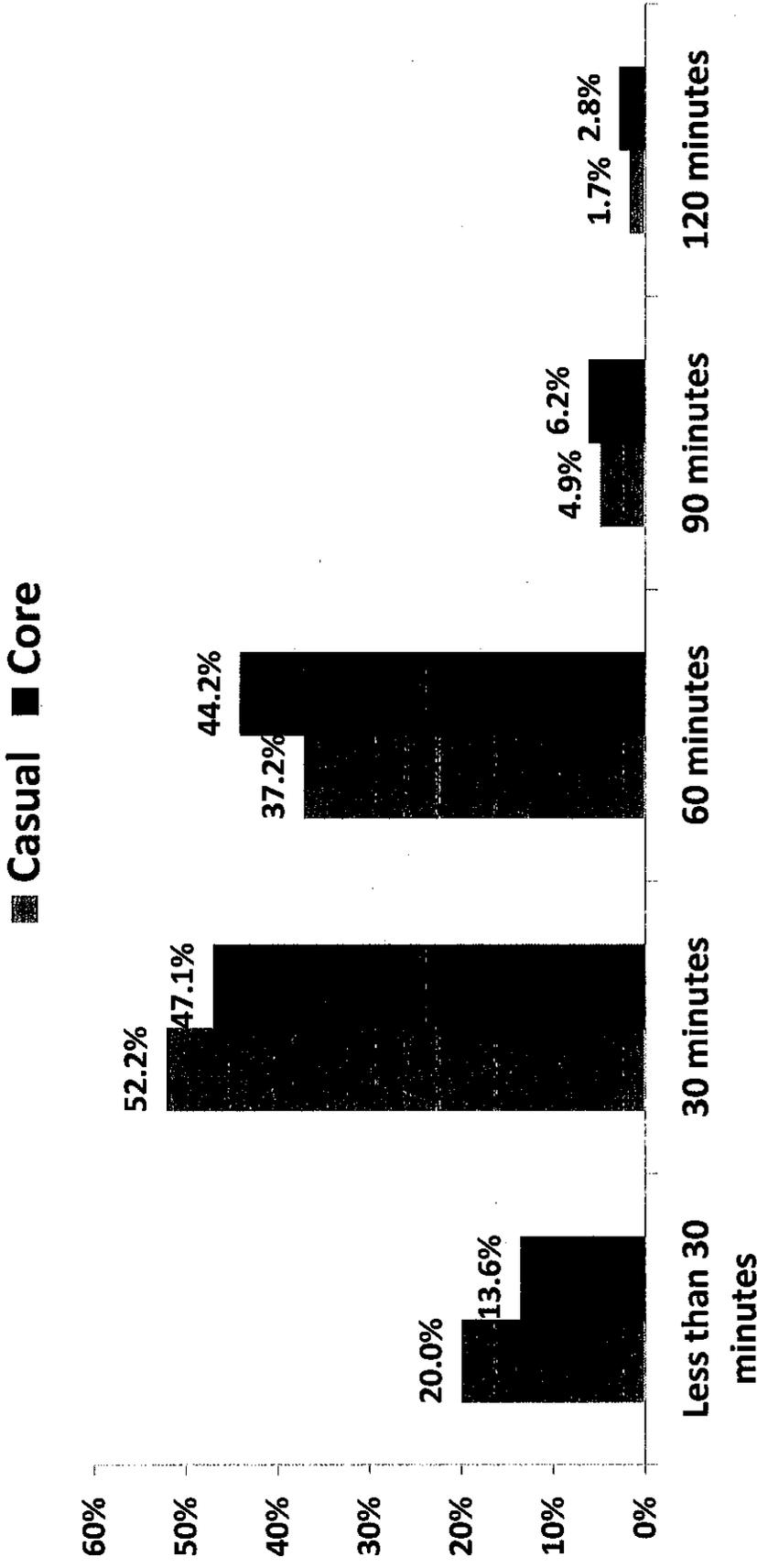


Slightly more yogis prefer a 30 minute program than a 60 minute program.
Most 30 minute programs are practiced in the home (62.3%) where only
25.3% practice a 60 minute program.

Length of Yoga Program Practiced by Gender



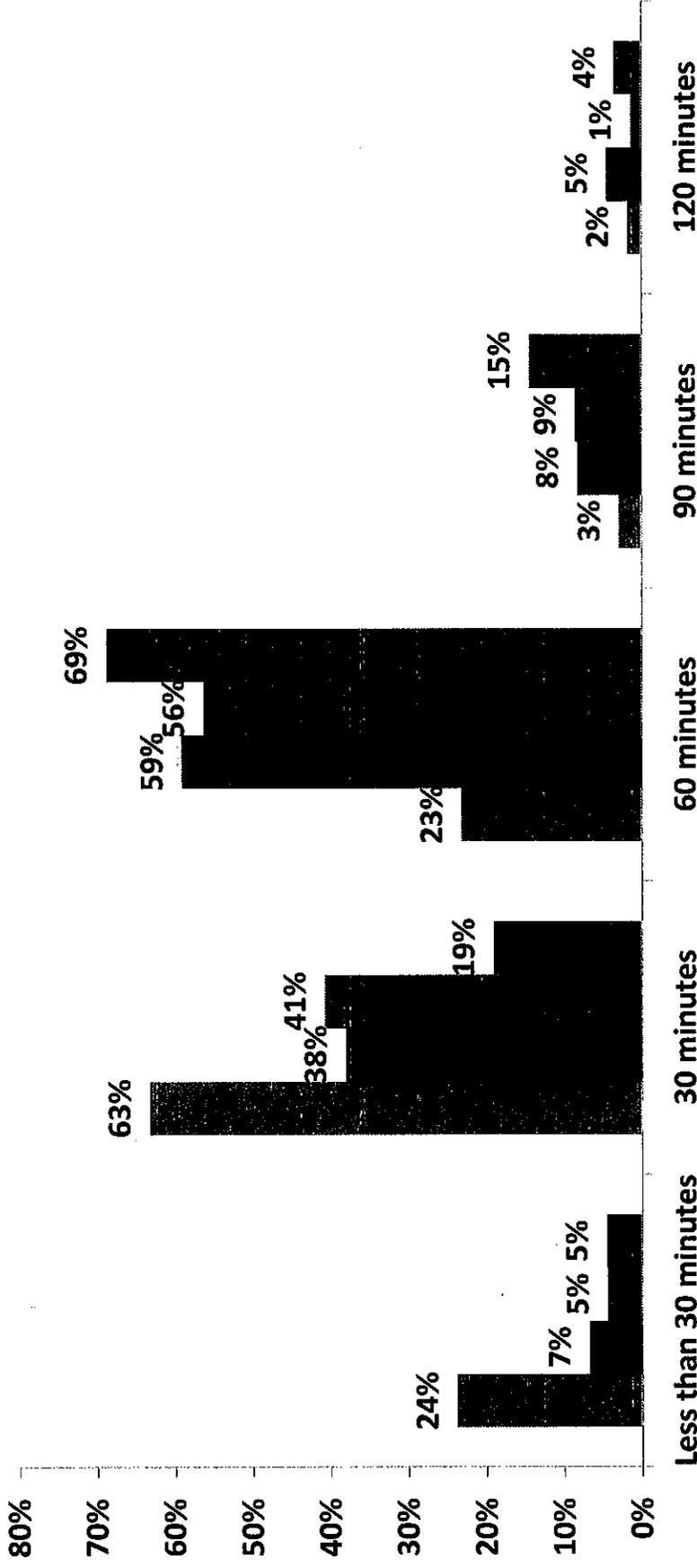
Length of Yoga Program Practiced by Frequency



The preferred length of a yoga program is split between 30 and 60 minutes. The more casual yoga participant is more likely to favor a shorter program.

Length of Yoga Program Practiced by Venue

■ At home ■ Community center ■ Health club/fitness center ■ Yoga Studio

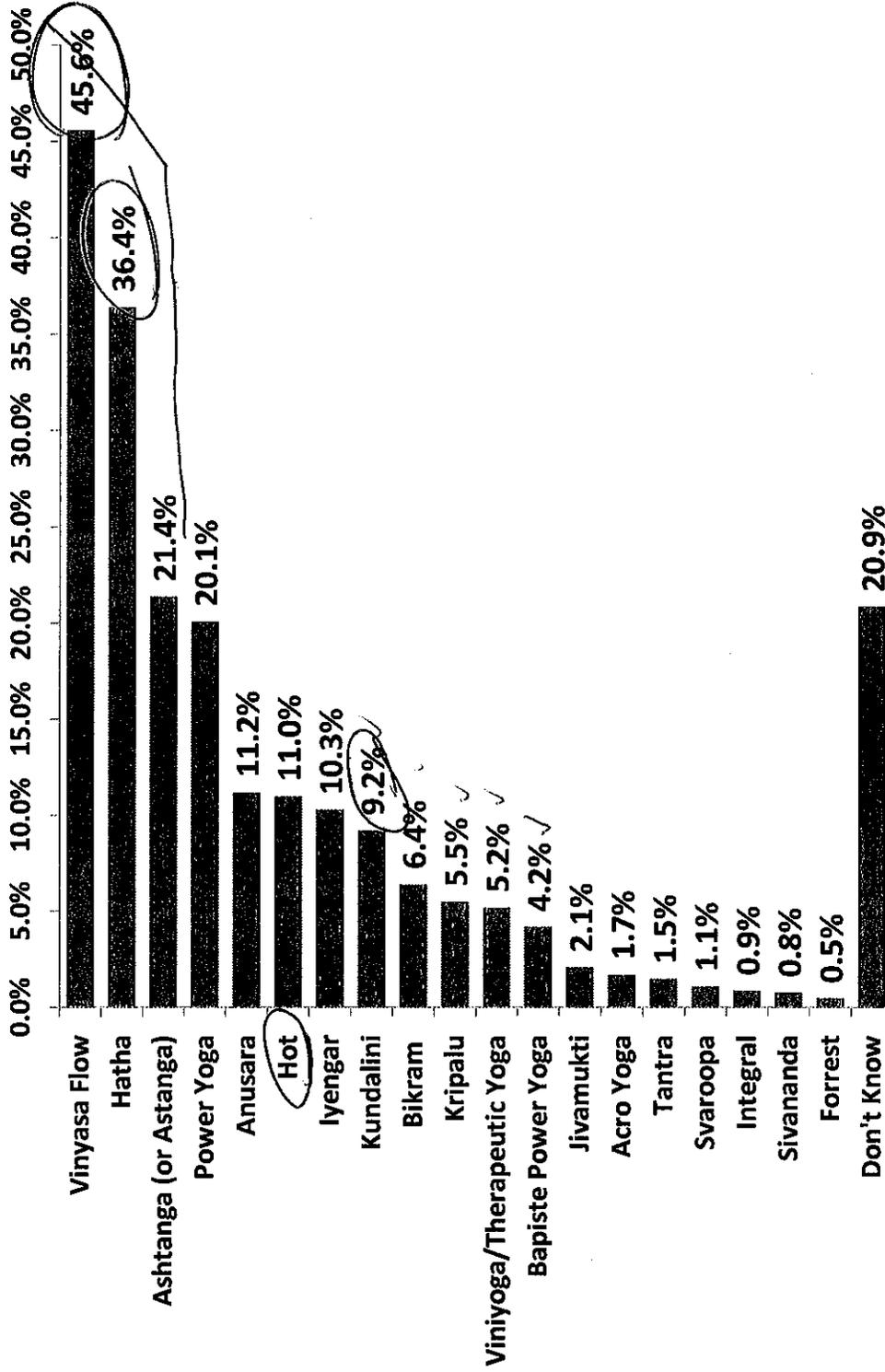


Home yoga participants are more likely to prefer a shorter program. Nearly two thirds of home yoga participants prefer a 30 minute program. Yoga studio participants prefer a 60 minute program.

Styles of Practice

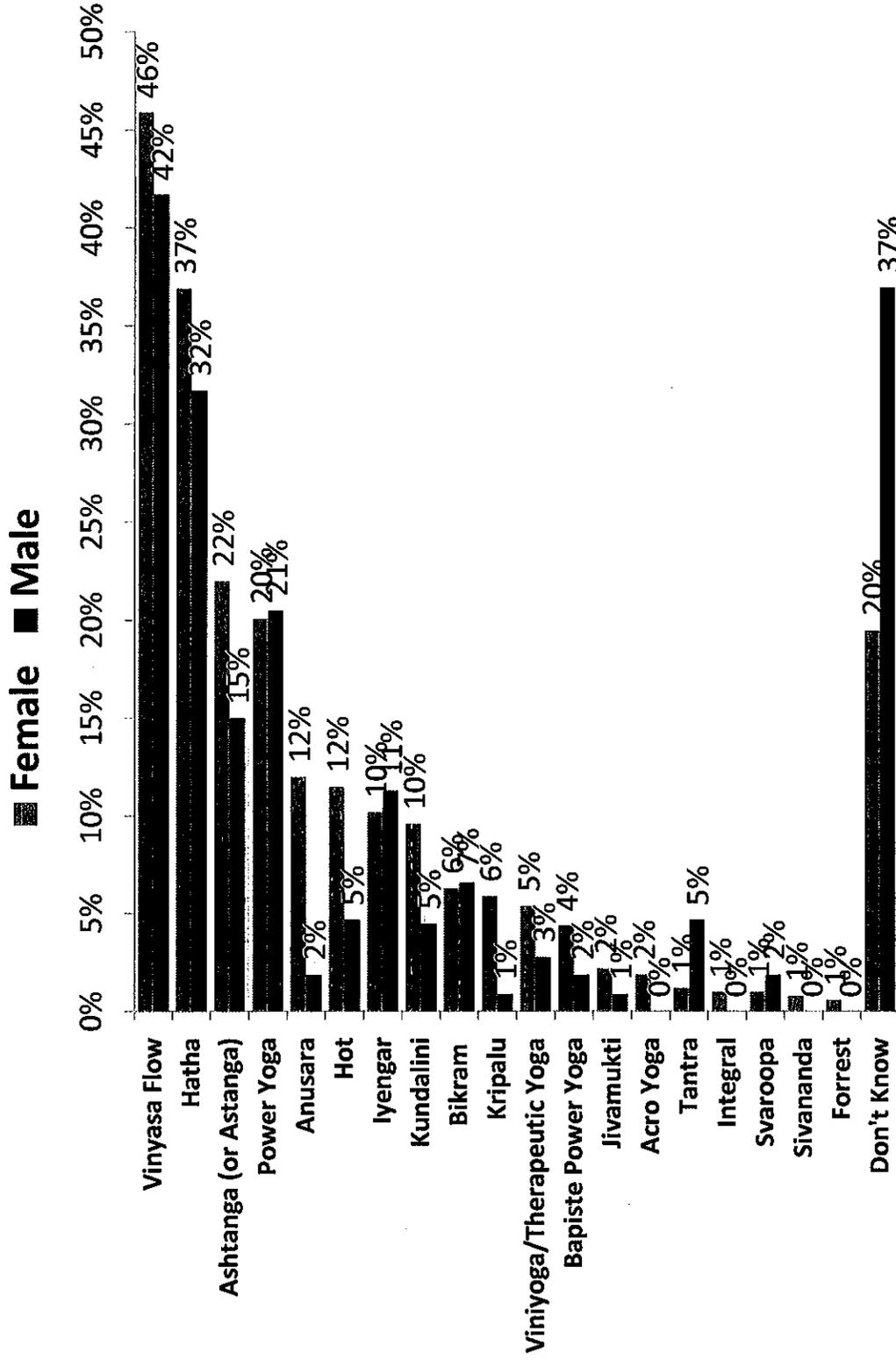


What Styles of Yoga Do You Practice?



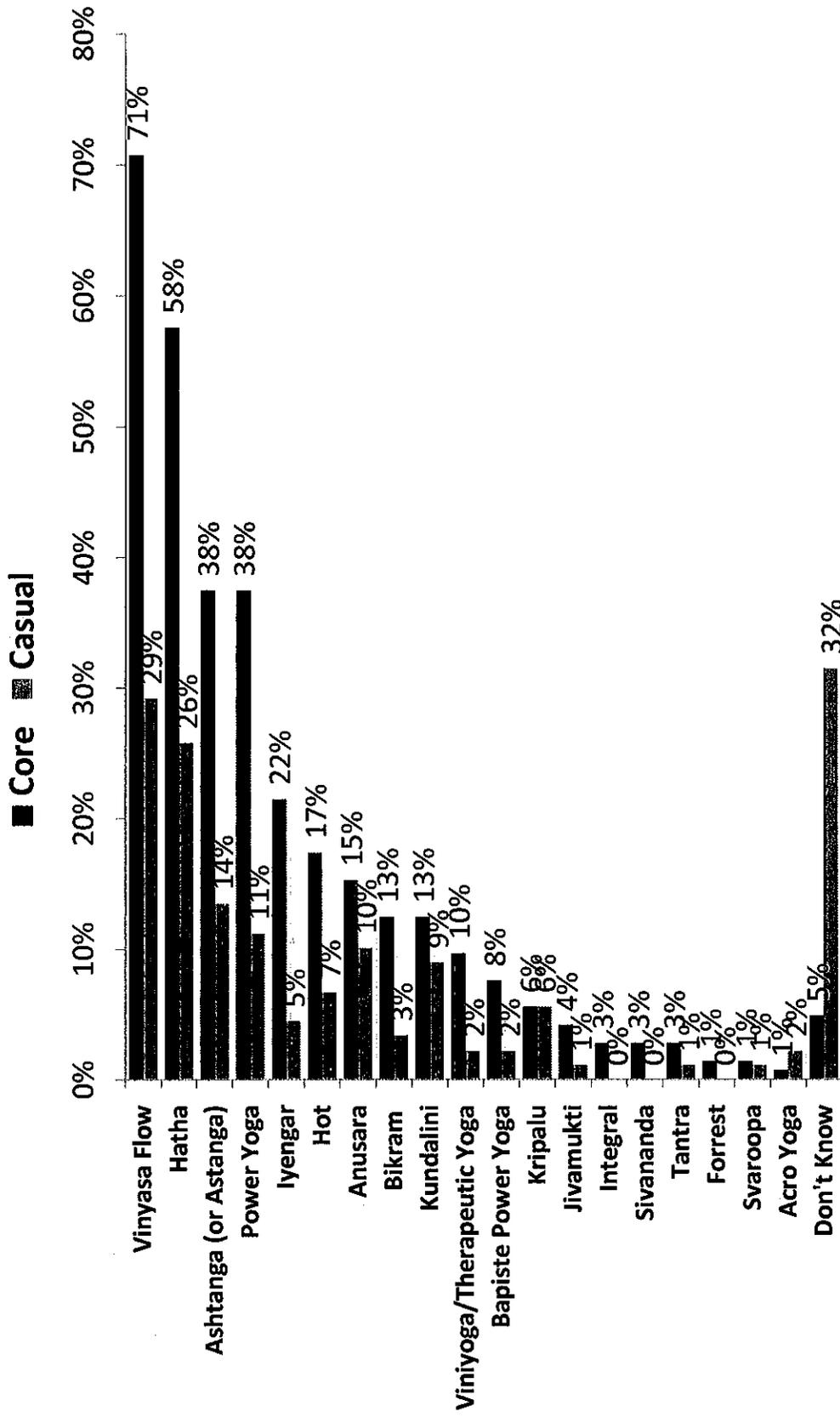
Vinyasa Flow is the most popular form of yoga. One in five yoga participants are unsure of the style of yoga they practice.

Most Popular Styles of Yoga By Gender



Males are considerably more likely to be uncertain of the style of yoga they practice

Most Popular Yoga Styles for Core & Casual Yogis

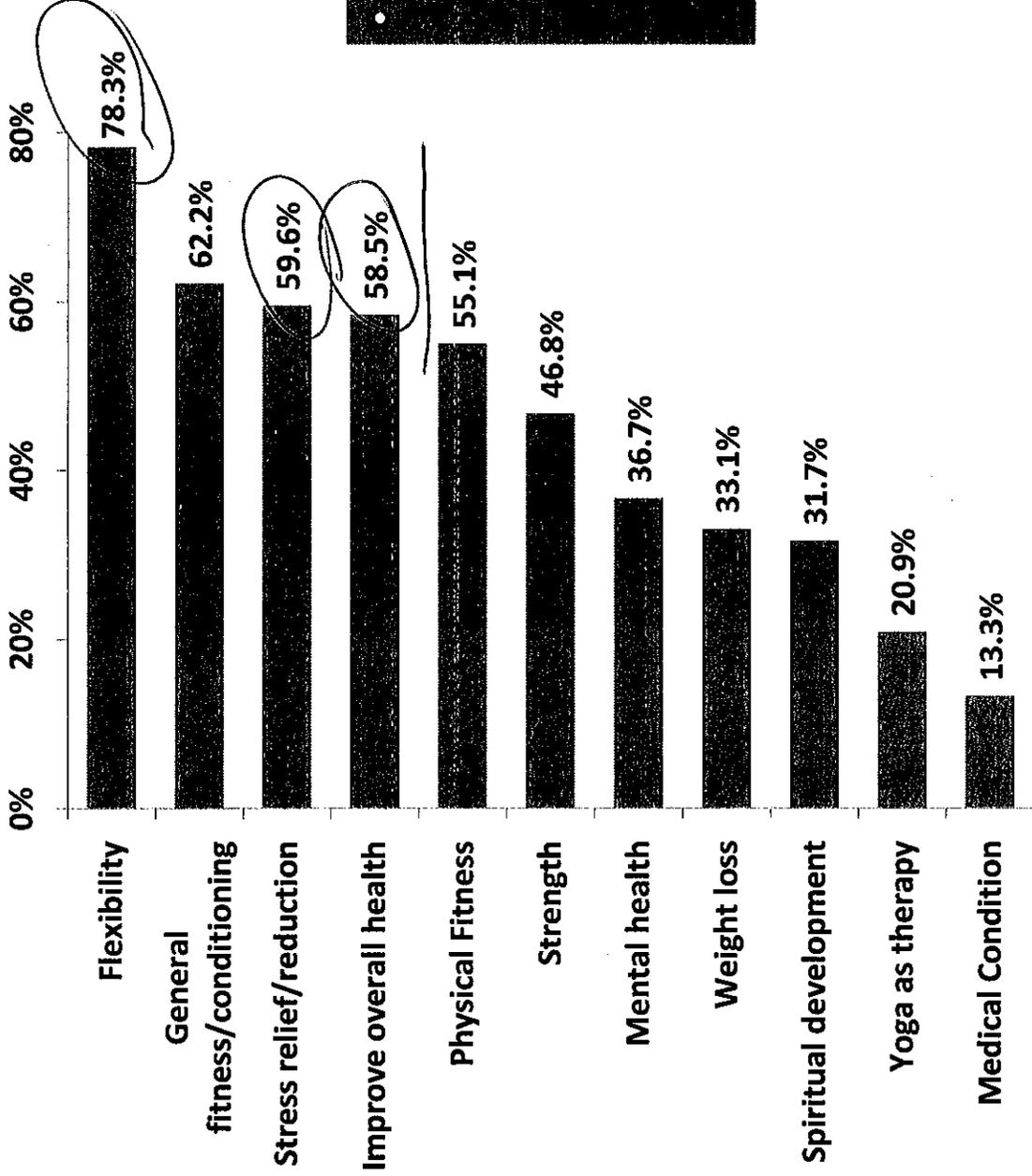


Awareness of specific yoga style is greater among the core participant.

Benefits & Motivations in Practicing Yoga



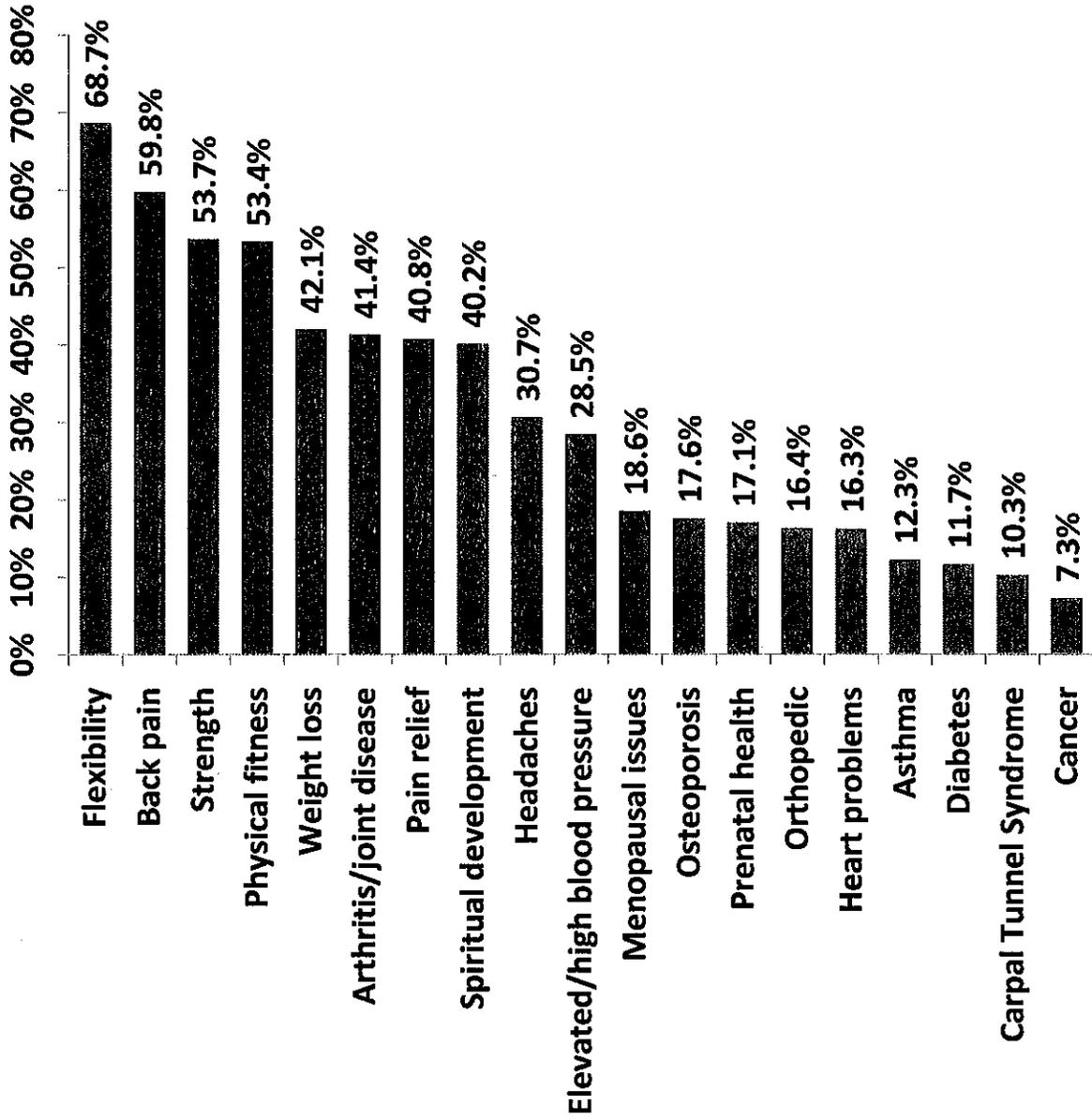
Top Motivations for Starting Yoga



% saying started Yoga for the benefit

- Three quarters of yogi's start yoga to become more flexible followed by general conditioning, stress relief and to improve overall conditioning.

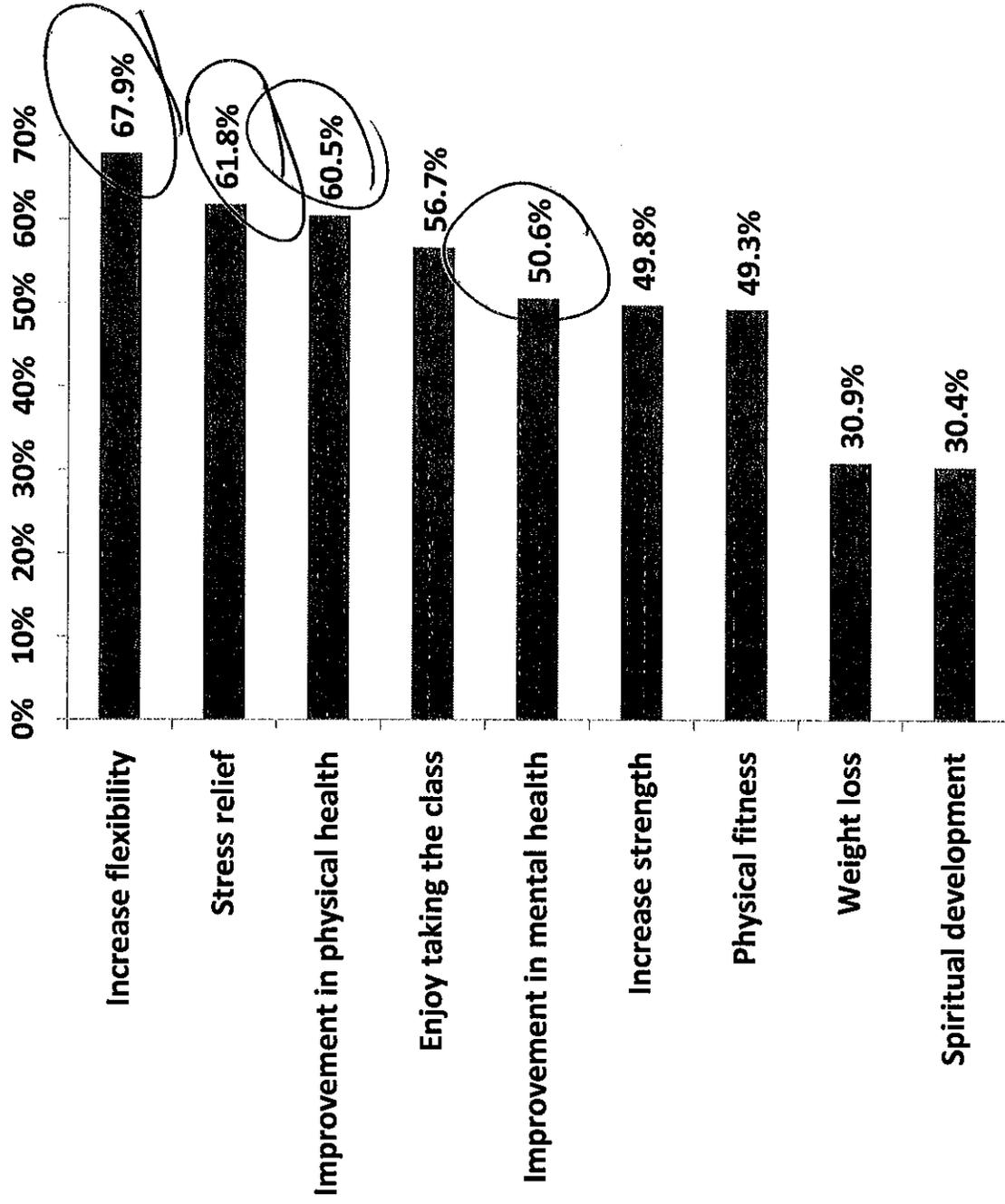
Physical Health Benefits for Yoga



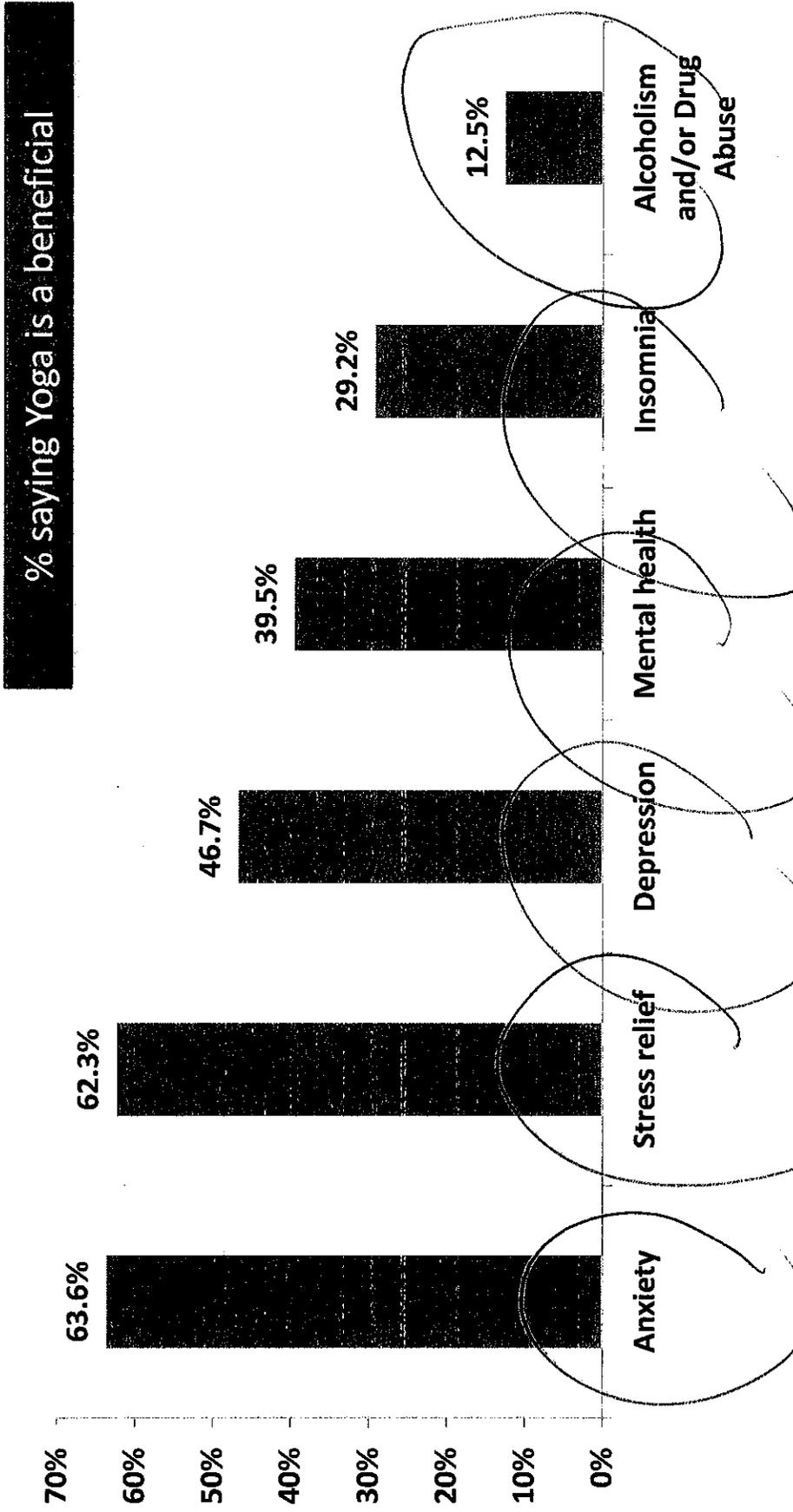
**% saying
Yoga is
beneficial**

- Flexibility, back pain, strength and physical fitness all rate over 50%
- Less benefit is seen for medical conditions such as heart problems, asthma, diabetes and cancer.

Top Motivations That Keep Them Practicing Yoga



Mental Health Benefits of Yoga



Yoga is also seen as beneficial for anxiety and stress relief.

YOGA SPENDING



Yoga Product Spend – Trends

	2008*	2012
Media **	\$ 894,000,000	\$ 691,895,401
Equipment	\$ 862,000,000	\$ 2,344,751,430
Clothing	\$ 1,040,000,000	\$ 2,230,563,599
Instruction	\$ 1,730,000,000	\$ 2,551,706,531
Retreats / Certification ***	\$ 1,164,000,000	\$ 2,502,965,844
TOTAL	\$ 5,690,000,000	\$ 10,321,882,805
Yogis ****	15,800,000	20,406,000

*2008 data from Harris Interactive

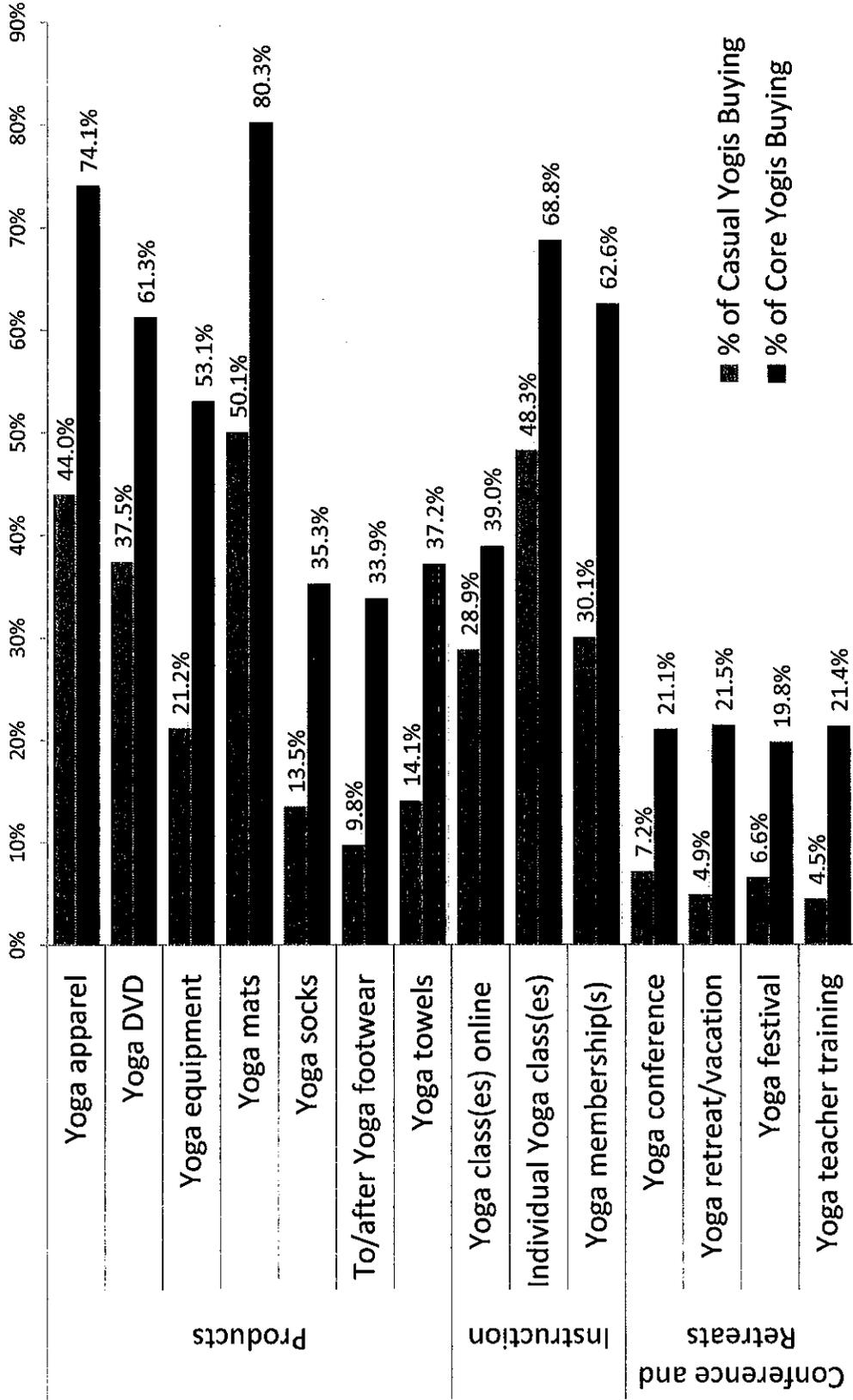
**Media (listed as all media in 2008, DVDs in 2012)

***Retreats / Certification includes conferences, retreats, festivals and certification

****Yogis (adults age 18+, different source for 2008 participation data)

(TT)

Yoga Product Spend – Casual vs. Core



Core yogis buy considerably more yoga products and services.

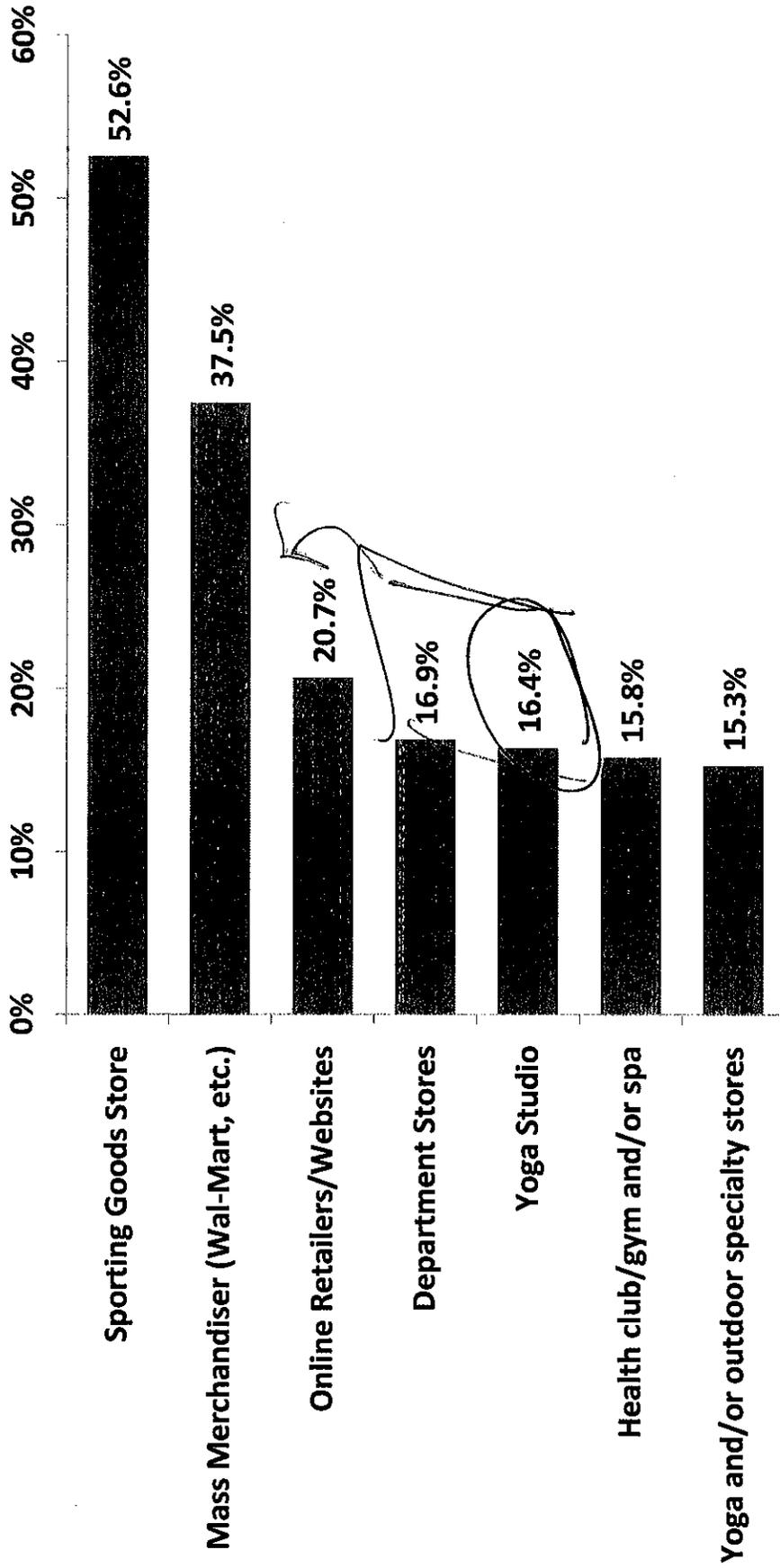
Yoga Product Spend

	Average Per Yogi
Yoga apparel	\$ 58
Yoga DVD	\$ 34
Yoga equipment (straps, blocks, bolsters)	\$ 46
Yoga mats	\$ 47
Yoga socks	\$ 27
To/after Yoga footwear	\$ 26
Yoga towels	\$ 25
Yoga class(es) online via live stream/download	\$ 21
Individual Yoga class(es) at one or more Yoga studios/gyms/health clubs	\$ 50
Yoga membership(s) at one or more Yoga studio/gyms/health clubs	\$ 54
Yoga conference	\$ 26
Yoga retreat/vacation	\$ 43
Yoga festival	\$ 31
Yoga teacher training	\$ 39
Total Spend Per Yogi	\$ 526

Total market revenue projection: \$10.7 billion

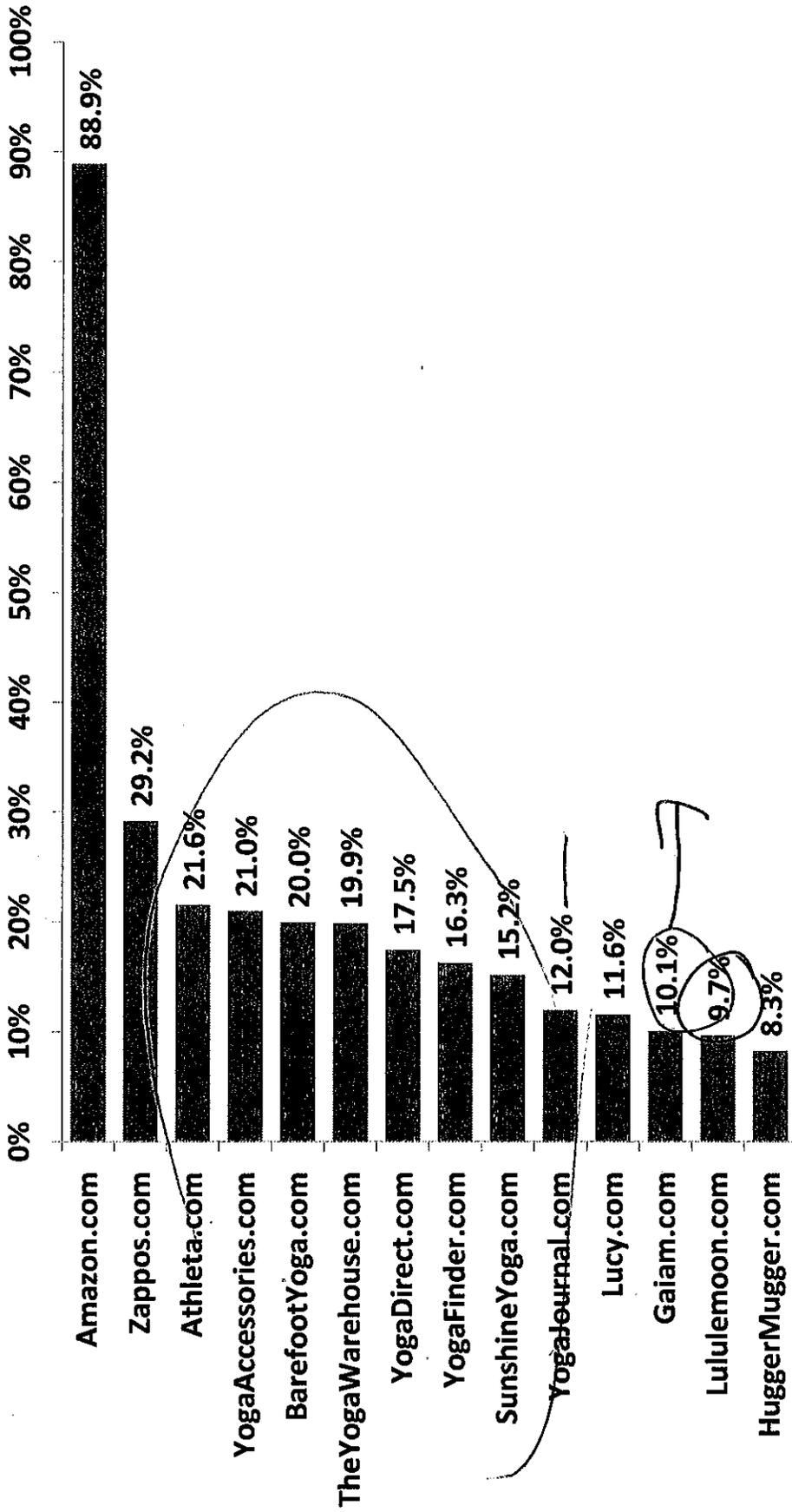
* % of Yogi (Based 650 Respondents)

Top Places to Purchase Yoga Product



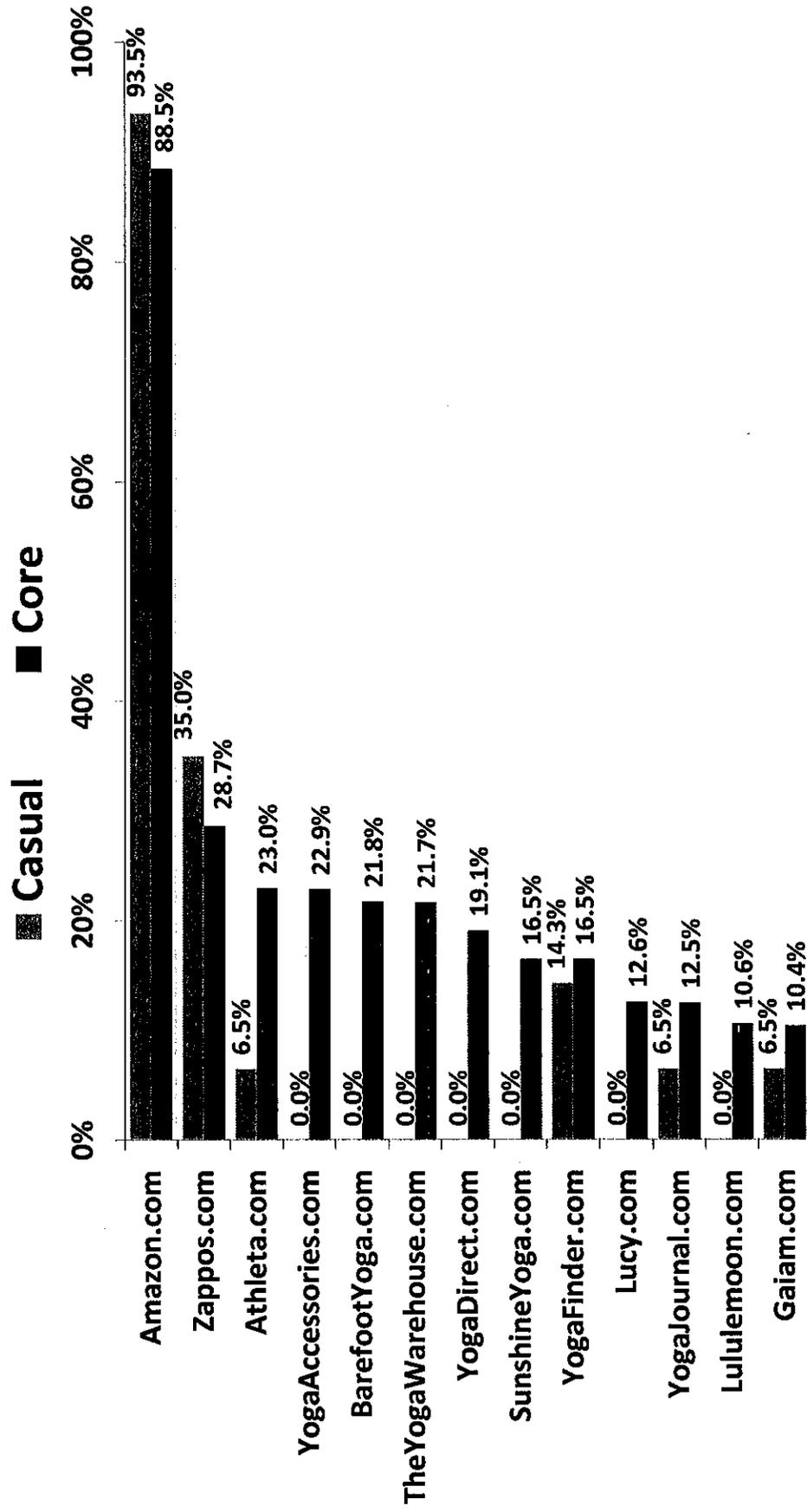
Big Box Sporting goods stores are the leading source for yoga products, followed by mass merchants and online retail.

Top Online Sites



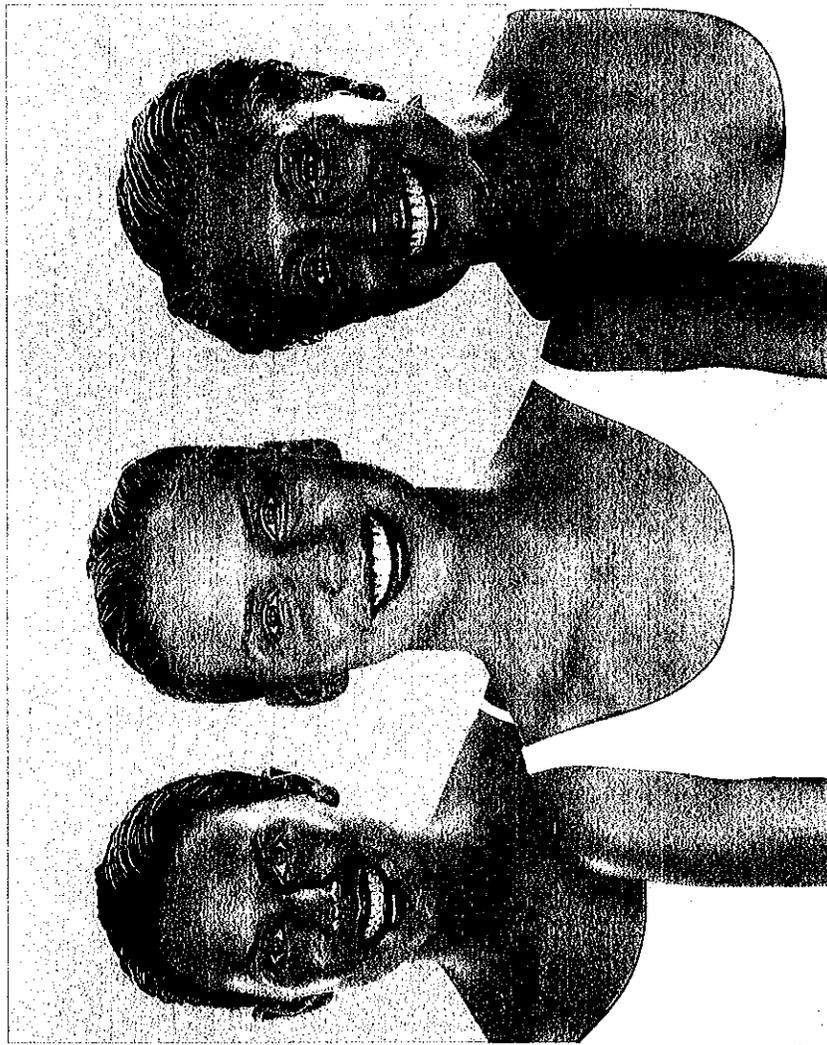
- Amazon dominates the online consumer marketplace.
- A wide range of specific yoga shopping sites have significant share.

Online Stores Used by Casual vs. Core Yogis



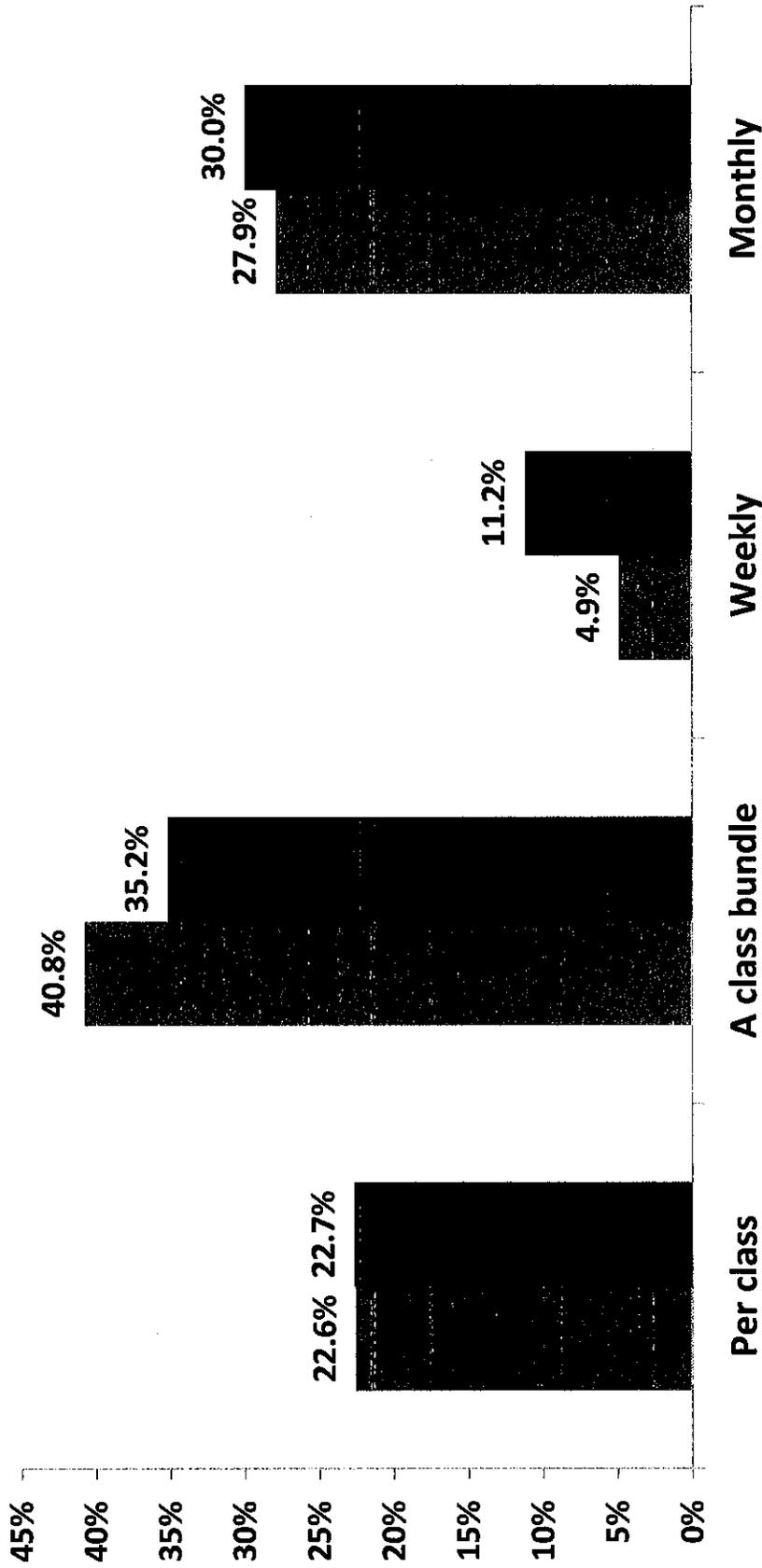
The specialty online yoga stores are dominated by core yogis or what is also commonly referred to as the “alpha” consumer.

The Yoga Economy



How would you prefer to pay for Yoga classes?

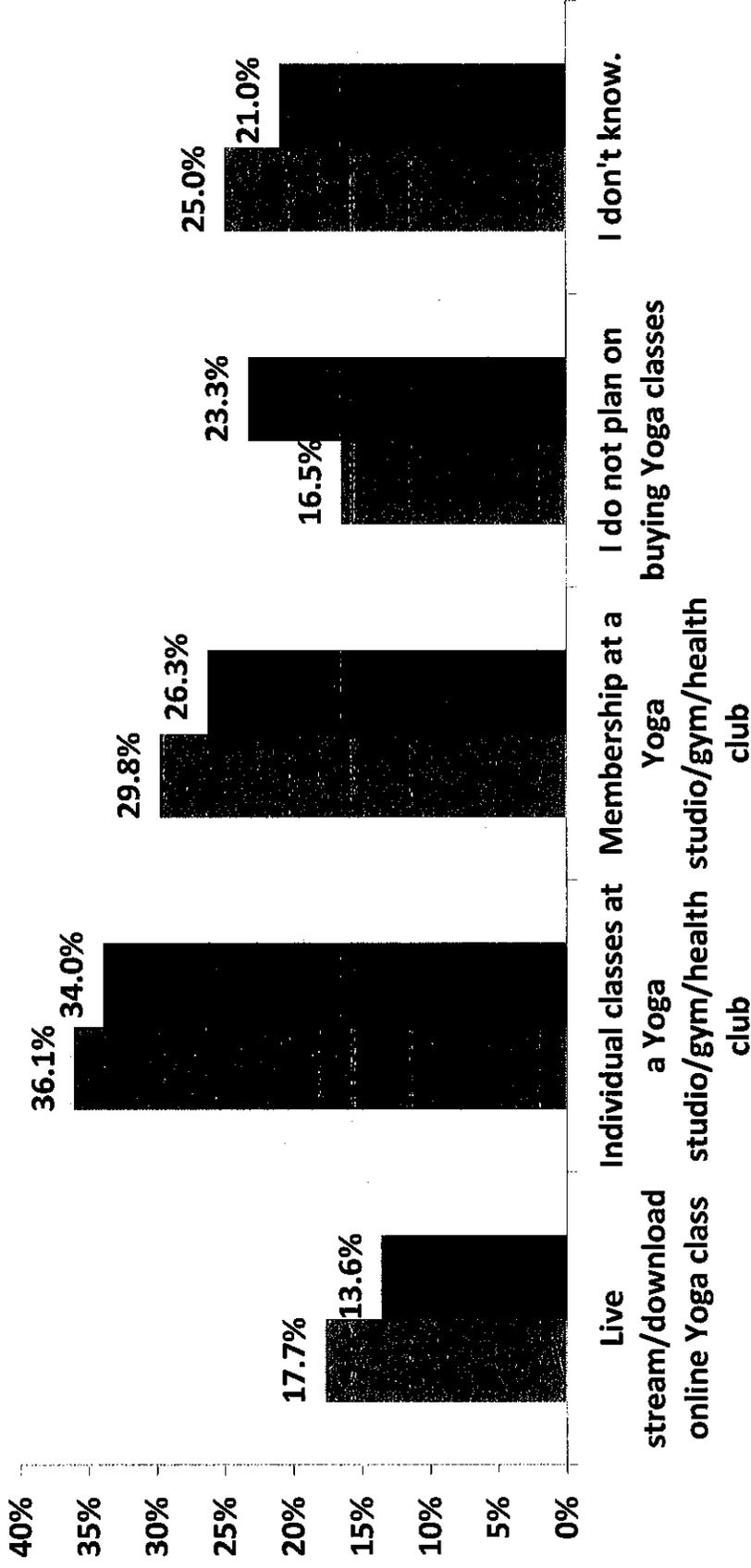
■ Female ■ Male



The preferred options are class bundles or monthly payments.

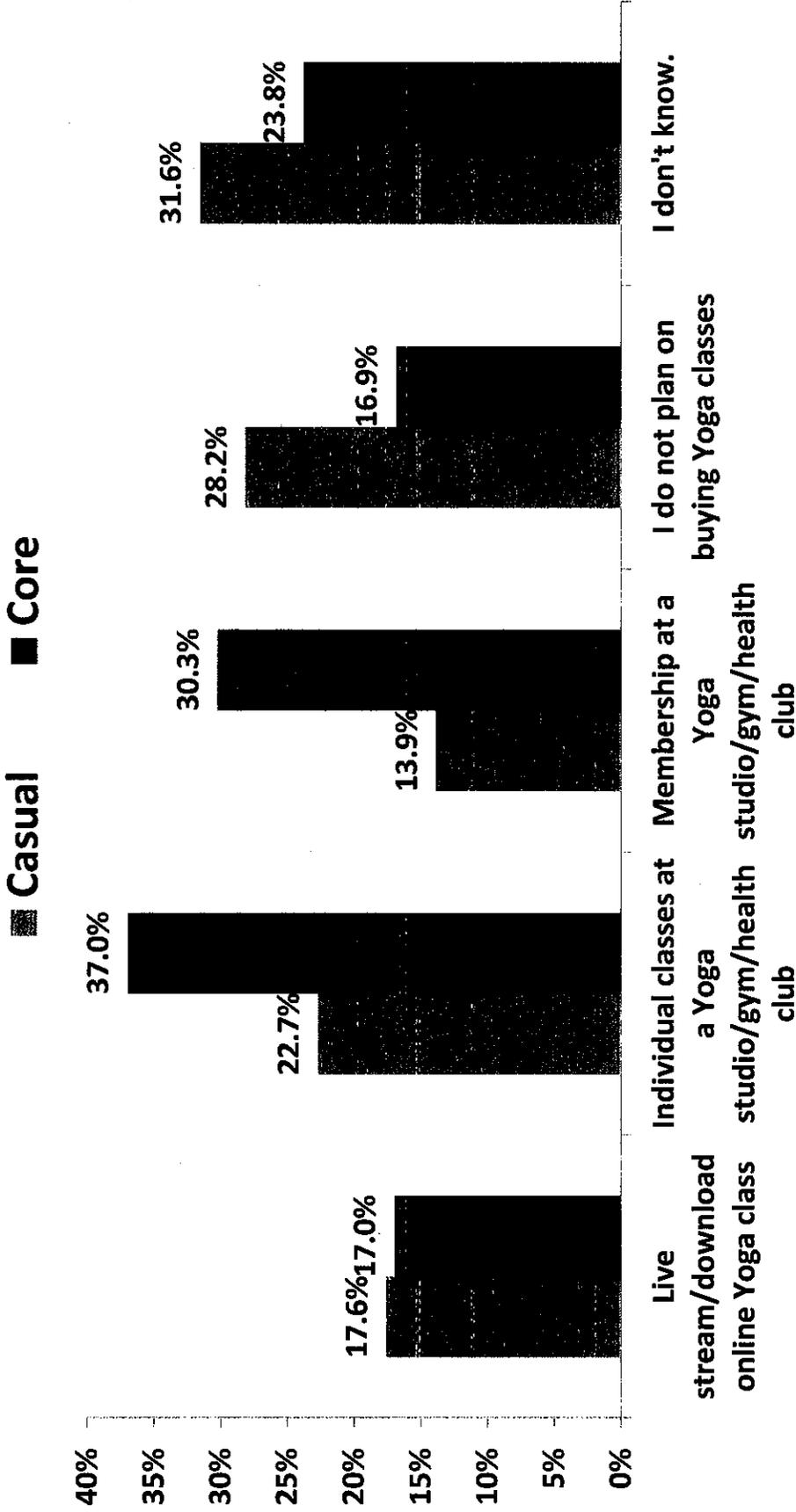
Do you plan on buying any of the following Yoga classes?

■ Female ■ Male



- A third of yogis plan to buy classes at a yoga studio.
- Both membership at a studio and classes had more interest than live streaming or downloading of online yoga classes.

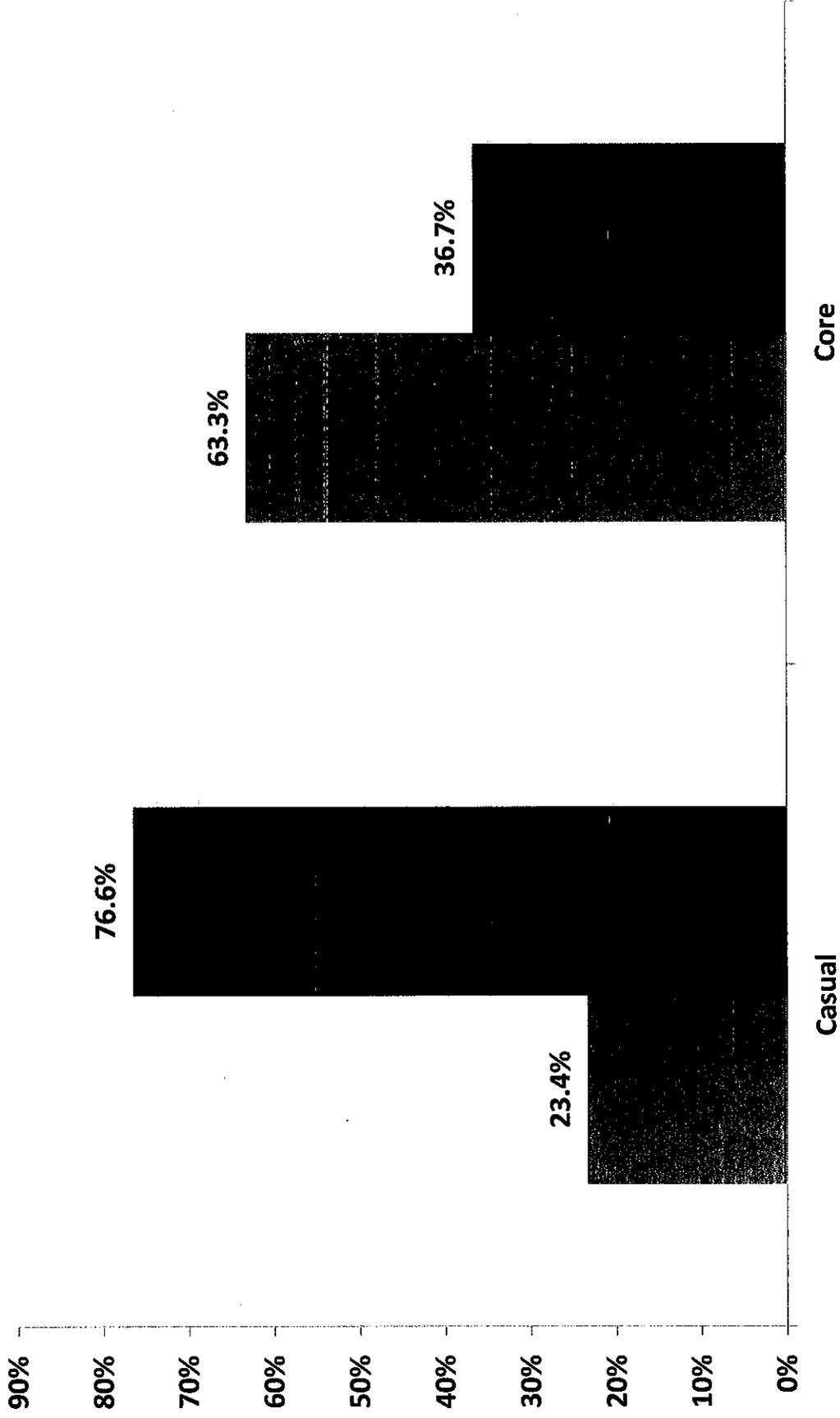
Do you plan on buying any of the following Yoga classes?



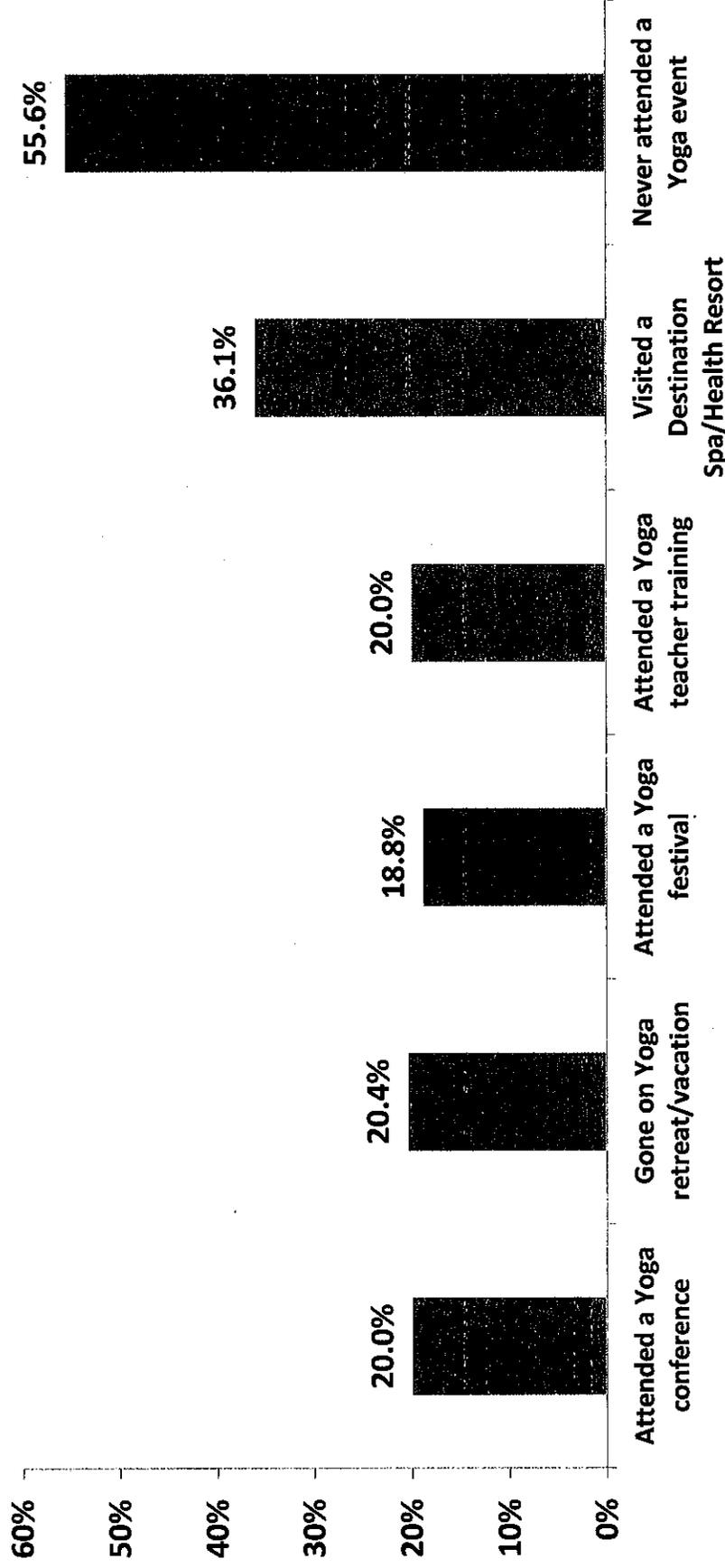
- Interest in classes and membership is much higher among core yoga participants.
- However, interest in online streaming was similar among core and casual yogis.

Do you buy from Yoga products from your Yoga Studio?

■ Yes ■ No

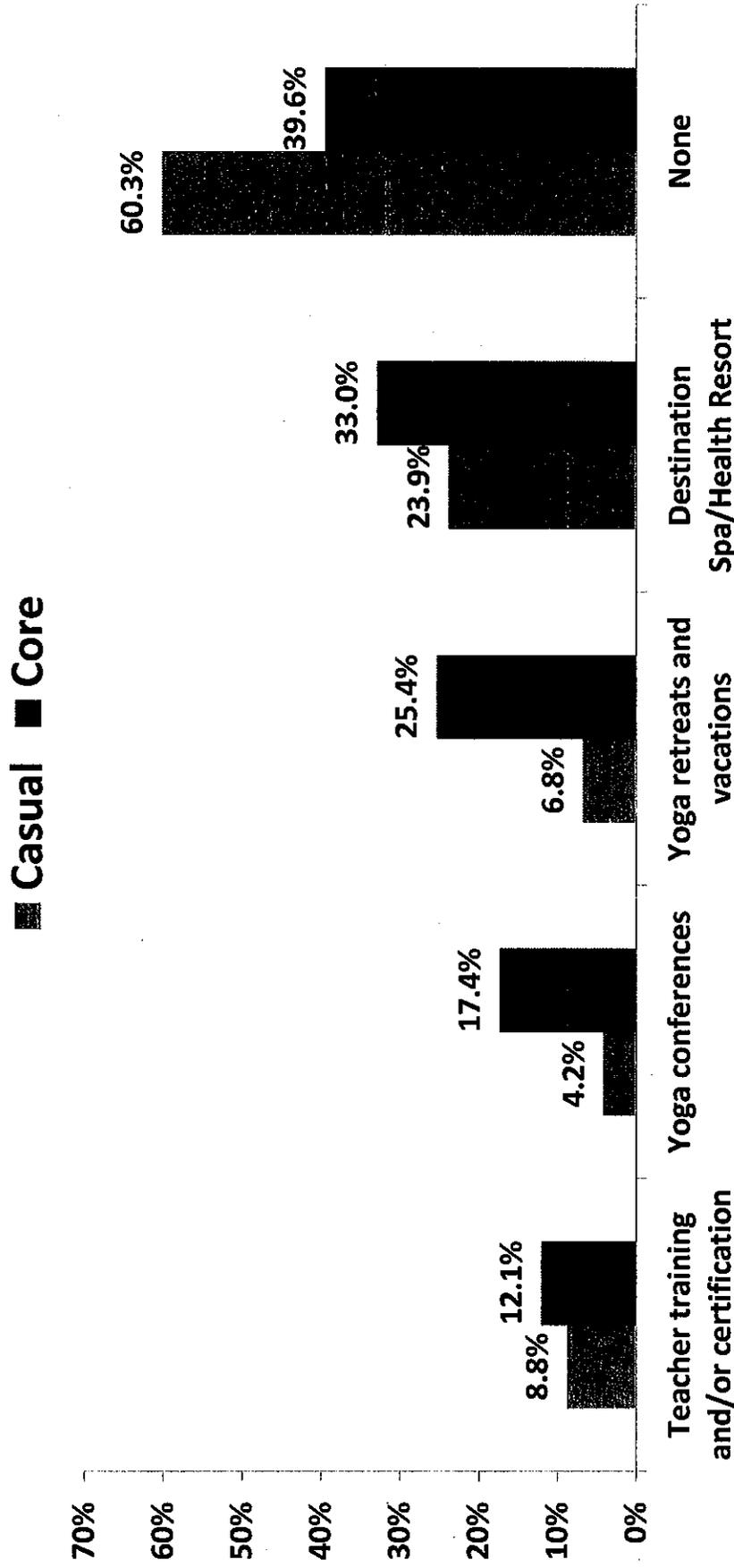


Yoga Events – Ever Attended



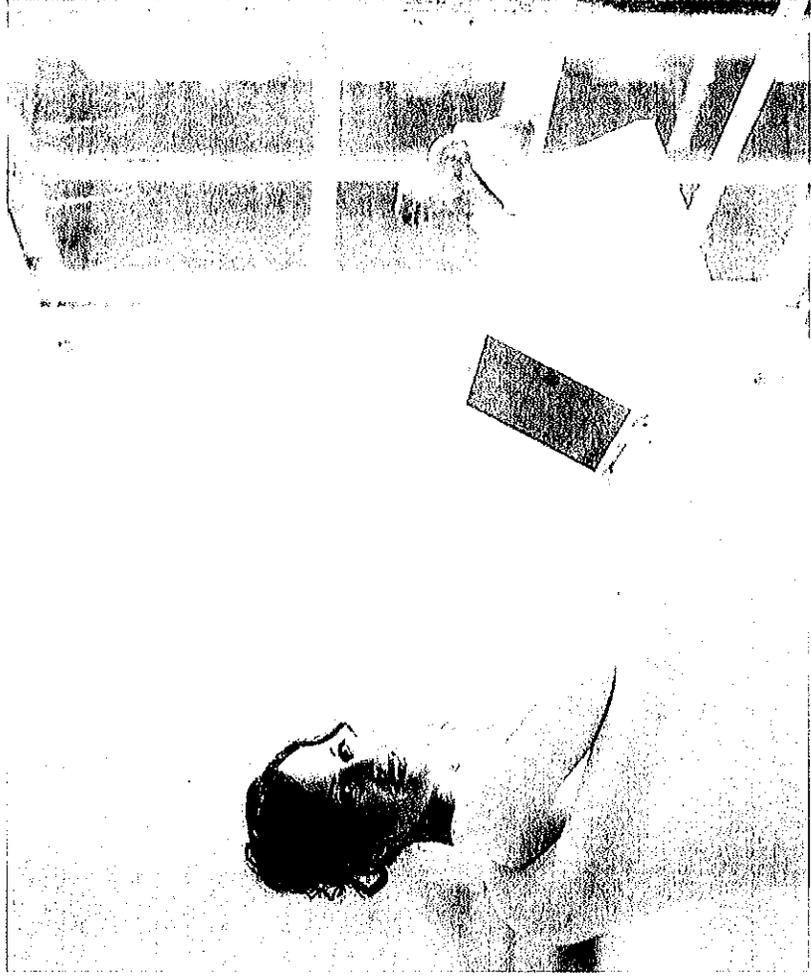
Less than half of current yogis had been to a yoga event at any time. For those attending events, a visit to a spa/destination resort was most popular.

Yogis Planning to Attend an Event in the Next 12 Months

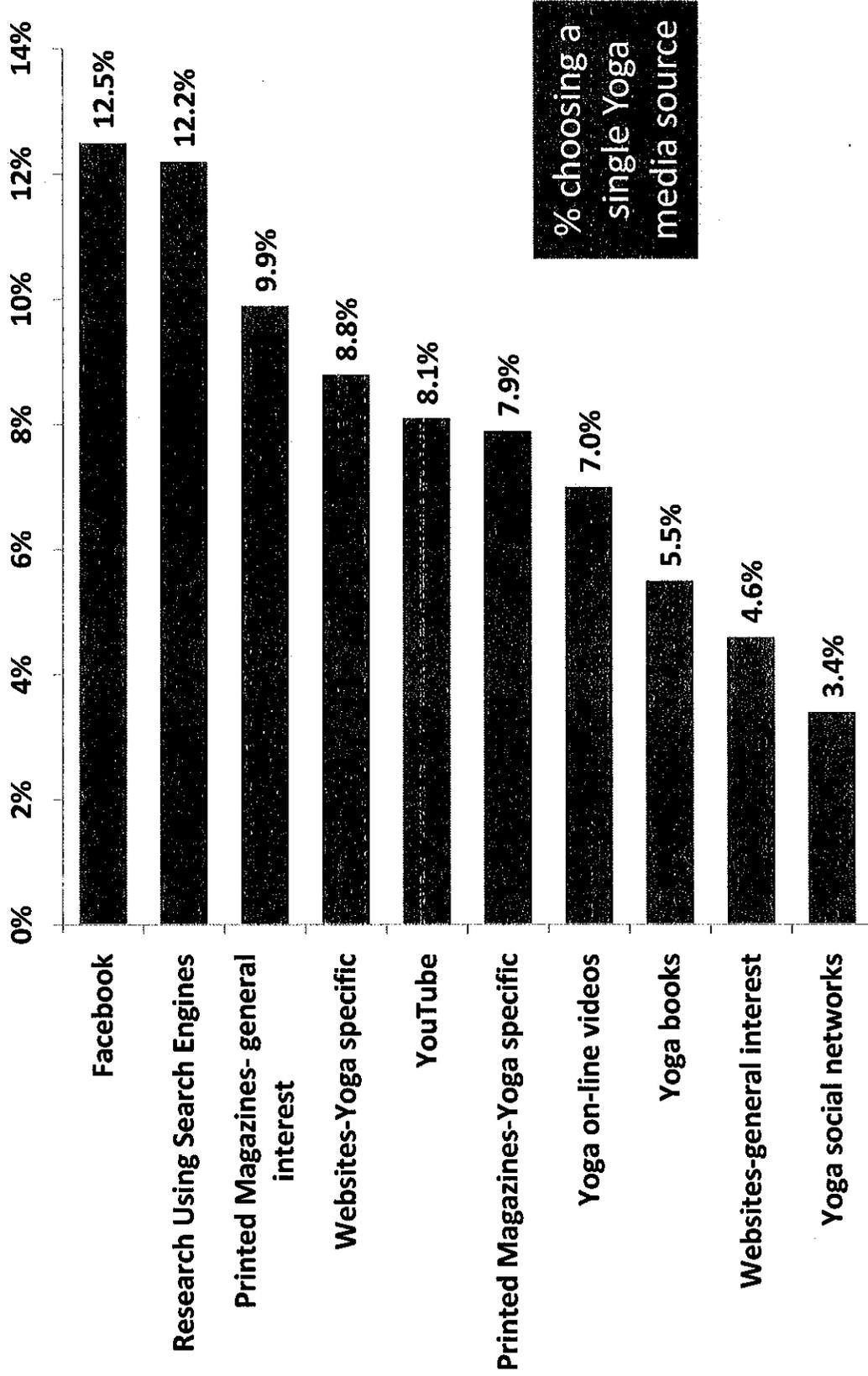


- Around 60% of core yoga participants anticipate attending an event in the next 12 months.
- Casual yogis show most interest in spa/health resorts.

Yoga Media Habits



Top 10 Yoga Media Source



Which of the following "social networking" websites do you use?

	Yogi	Former Yogi	NonYogi
Facebook	83%	84%	75%
YouTube	53%	50%	35%
Twitter	40%	27%	20%
Pinterest	25%	20%	12%
LinkedIn	17%	16%	10%
MySpace	14%	9%	7%
Tumblr	10%	9%	3%
StumbleUpon	7%	5%	3%
None	7%	8%	16%
Other	1%	1%	2%

How would you describe your usage on social networking sites?

% who reported using social networking sites

	Yogi	Former Yogi	NonYogi
I post regularly on social network sites and forums.	56%	58%	41%
I read blogs and forums.	39%	33%	23%
I have a profile but only use it occasionally.	30%	33%	37%
I have my own blog.	14%	15%	8%
None of the above.	4%	4%	13%

FOR MORE INFORMATION

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