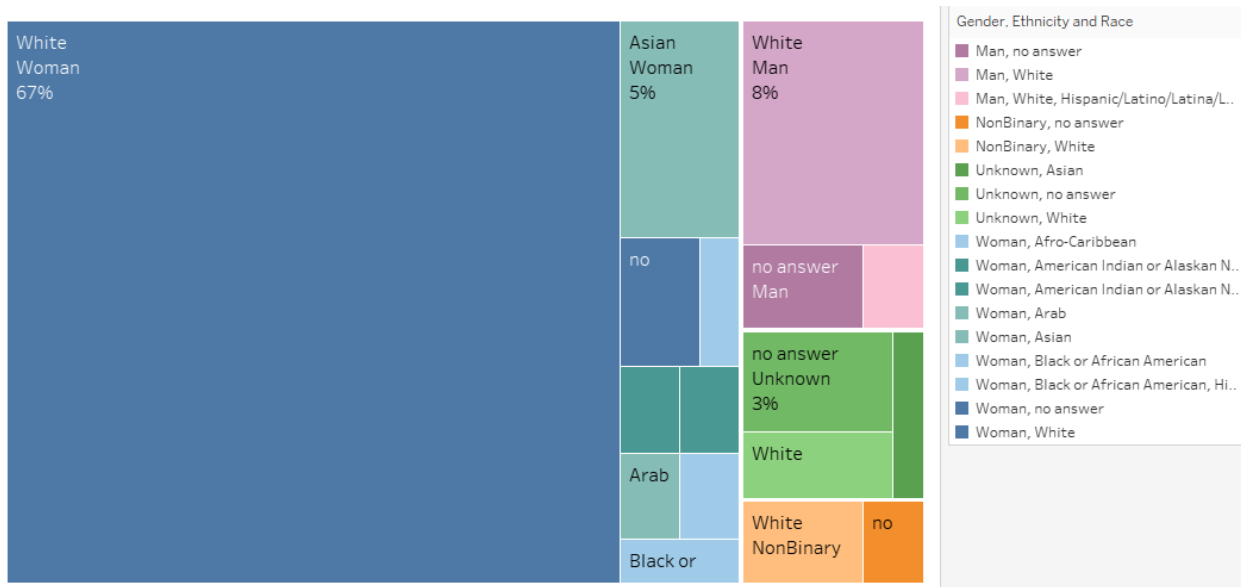


IYAMW Survey 2022

Demographics

- 79% of respondents were White only. The next largest group was Asian only, with 6 responses. Three respondents were Black/African American or Afro Caribbean. Two respondents were American Indian or Alaska Native and White.
- 80% of the respondents were women, 11% men, 3% non-binary, with the rest not responding.



- Taken together, 67% of respondents were White women. The chart above provides a visual representation.
- Incomes are shown below, with the largest group (24%) at over \$100K.

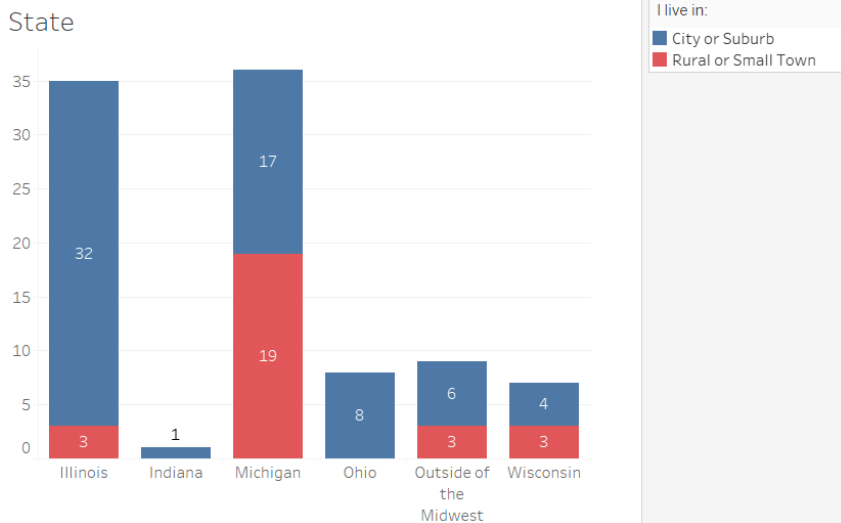
Annual Household Income

under \$10,000	1%
\$10,000-\$19,999	4%
\$20,000-\$34,999	9%
\$35,000- \$49,999	9%
\$50,000 - \$74,999	21%
\$75,000 - \$99,999	11%
over \$100,000	24%
decline to share	20%
NA	1%
Grand Total	100%

Age

18-24	1%
25-34	5%
35-44	10%
45-54	21%
55-64	33%
65-74	24%
75-84	5%
NA	1%
Grand Total	100%

- Age is shown above, with only 16% under 45.
- Michigan and Illinois were the states selected most often with 36 and 35 respondents respectively. Below looks at state and type of community, showing that Illinois-based respondents were overwhelmingly from city or suburb, while Michigan respondents are more evenly divided between urban and rural



- 40% of your group has been doing yoga for more than 20 years. 11-20 years accounts for another 40%.

Membership

- Most respondents were IYNAUS (70%) and IYAMW (63%) members.
 - Only 22 responded to question “Why are you not an IYAMW member?” The top reason given was that they were not aware of organization (11), followed by “no relevant benefit” (9).

IYAMW Member	IYNAUS Member				Grand Total
	Yes	No	I don't know	NA	
Yes	59	2		1	62
No	7	23	1		31
I don't know	3	1	2		6
NA		1			1
Grand Total	69	27	3	1	100

- Of the 59 IYNAUS/IYAMW members, 50 are White.
- The table below shows years of yoga practice for IYNAUS members.

IYNAUS Member by Years Practice

<1 year	1
1-5 years	1
6-10 years	4
11-15 years	18
15-20 years	12
More than 20 years	33
Grand Total	69

- 58 people responded to the question regarding the main reason for joining IYNAUS/IYAMW. The top reason was to feel a part of a larger Iyengar community (18).

- The table below looks at the 69 IYNAUS members and their main reason for joining as well as years of practice. While “to feel a part of a larger community” and “in order to maintain certification” are top reasons for those practicing >20 years, those practicing 11-15 years cited “desire to support association” most often.

	<1 year	1-5 years	6-10 years	11-15 years	15-20 years	More than 20 years
Access to members-only materials through the IYNAUS ..				2	3	4
Desire to support the work of the association			1	7	1	6
Financial incentives (discounts on workshops and class..					1	
I have to in order to maintain my certification				2	2	8
To feel a part of a larger Iyengar Yoga community	1		1	3	2	11
No Answer		1	2	4	3	4
Grand Total	1	1	4	18	12	33

Teaching

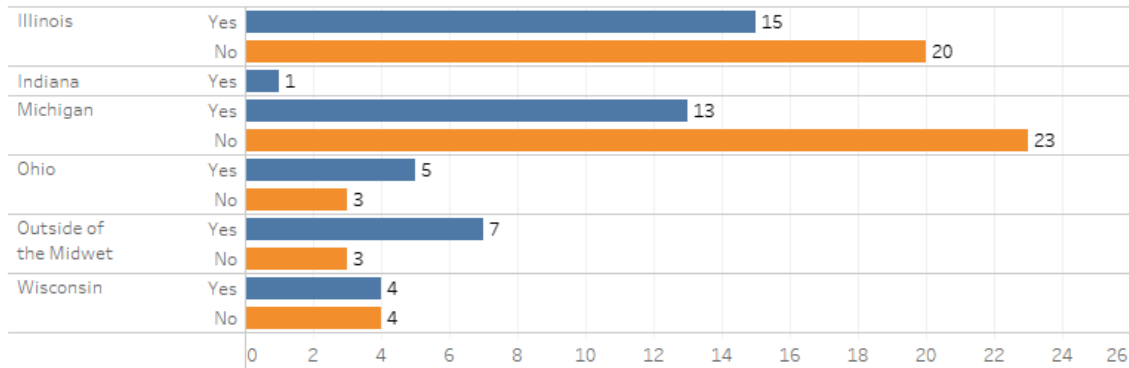
- The majority of respondents are teaching or are interested in teaching, but it’s close, with 46% of respondents not teaching.
 - Of the 46% not teaching, only 18 were IYNAUS/IYAMW members.
- Of teachers (38 total), most want continuing yoga teacher education.
 - 2nd place answer: Regional gatherings to connect with fellow Midwest practitioners
 - 3rd place: Promotion of classes and workshops
 - Only 1 respondent offered programs for children and teens, but 20 expressed interest (yes or maybe response) in funding or resources.
- Only 14 respondents were studio owners.

IYAMW

Not all respondents answered questions on Benefits. Numbers are 75 for awareness and 72 for use. The IYNAUS benefits are not included here because your standard report seemed sufficiently clear.

- Most are aware of IYAMW newsletter (89%), discounted pricing (83%) and scholarships (73%).
 - Less known were voting privileges (59%), grants (49%) and tax deductible status (36%)
- Most have used the newsletter (82%).
 - Discounts and tax-deductible status were used 31% and 28% respectively, voting was 12% and grants and scholarships were only 8%.
- Most people have *not* attended a retreat (54%). The chart below looks at state of residence by attendance at a retreat.

Have you attended an IYAMW retreat in the past?



- For sponsored programs, 47% attended, roughly the same as retreat participation.
 - The main reason people did not attend was they didn't know about the event. In addition, 29% were "not sure" if they had attended, which also suggests people are not aware of these programs.
- 90 respondents ranked the events they'd like to see in future. Looking at those ranked highest based on average rating (with 1 as top score) and the percent who ranked the event 1- 5, the top events are as follows:

	Avg	Ranked 1-5
Asana workshops with visiting senior teachers	3.69	78%
Asana workshops with regional certified teachers	3.59	82%
Yoga philosophy workshops with visiting scholars	4.81	69%
Yoga philosophy workshops with regional certified teachers	5.56	56%

The entire list is shown at end of document.

Community

- The experience of the community was favorable with "welcoming," "accessible" and "inclusive" being rated high. However, of the 10 people who identified as non-White, "exclusive," "inaccessible" and "biased" were chosen 6 times, while among the 64 White respondents, these adjectives were only selected 9 times.
- Looking at goals by average ranking and percent rating 1-3, the most important were "increase membership diversity" and "support teachers through increased programming."

	Ranking	% Rank 1-3
Increase the diversity of our membership	2.94	63%
Support teachers and teachers-in-training through increased programming	3.25	57%
Provide financial assistance to members by lowering rates for workshops/lessons and offering scholarships	3.65	45%
Increase programmatic focus on societal issues and how they interact with yoga	3.95	47%
Outreach to under-served communities	4.08	42%

Have a permanent 'home' (or institute) for Iyengar Yoga in our region	4.81	33%
Increase fundraising to expand financial support	5.31	14%

Communicating

- 87% prefer to receive updates through the IYAMW newsletter and 75% said they *receive and read* the newsletter.
 - All of the types of information for e-newsletters were selected by the majority, with regional classes and workshops being selected the most (81 out of 93).
- In contrast only 35 respondents utilized the IYAWM website. The most popular items respondents would like to see on the website were regional event calendar (80%) and video access to classes and workshops (76%).
- Most found out about the survey from IYAMW newsletter (53%)
 - My yoga teacher ranked second highest at 27% with another 9% citing their yoga studio.
 - Social media accounted for 12%.
- The chart below looks at social media versus age and shows the heavy Facebook usage of respondents 55 and older.

Age	Facebook	Instagram	Snapchat	TikTok	Twitter
18-34	2	3	1	1	1
35-54	22	23		4	6
55-84	40	15	1		6

Table 1: Ranking of all events

	Avg	Ranked 1-5
Asana workshops with visiting senior teachers	3.69	78%
Asana workshops with regional certified teachers	3.59	82%
Yoga philosophy workshops with visiting scholars	4.81	69%
Yoga philosophy workshops with regional certified teachers	5.56	56%
Pranayama workshops with visiting senior teacher	6.49	50%
Pranayama workshops with regional certified teachers	6.69	28%
Therapeutic application workshops	6.04	43%
Workshops about community and culture in our yoga region	8.20	11%
Classes for People of Color	8.39	19%
Community practice sessions	9.00	18%
Community service projects	10.17	12%
Social gatherings	11.53	3%
Asana workshops for teenagers and kids	11.03	10%
Classes for LGBTQ community	12.04	11%
Yoga classes in other languages	13.60	6%