



MUSTEL GROUP
MARKET RESEARCH

▶ Mustel Group Poll

Re: PRACTICE OF YOGA, MEDITATION AND OTHER DISCIPLINES POPULAR IN BC

Are British Columbians seeking discipline in their lives? ... Over half of British Columbians have tried one of the main world disciplines, including yoga, meditation, prayer, tai chi or chi gong¹, according to a Mustel Group poll . But the most popular currently in practice are spiritually-focused – with prayer in the lead, followed closely by meditation.

“Prayer and meditation also have the highest retention rates (of the disciplines examined in this study). This might suggest the staying power of a spiritually-focused discipline for those who explore such avenues,” says Jami Koehl, a Principal of Mustel Group.

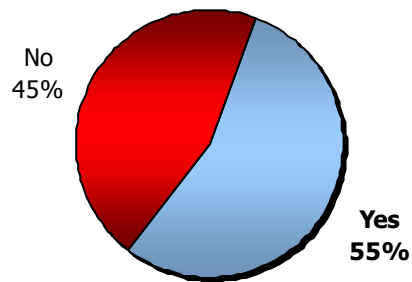
What distinguishes the experimenters from those who shy away? “Perhaps surprisingly (or maybe not), gender is a key differentiator,” says Jami Koehl.

Women are more likely than men to try **any** of these disciplines (67% of women vs. 43% of men: a ratio of 1.5 women to one man). And they also stick with it ... about half of all women are currently practicing one of the disciplines, compared to about one-third of men.

While there are no significant differences between those residing in the GVRD and elsewhere in the province, age is a factor. The “over 55 years” age segment is least likely to be currently practicing one of these disciplines (21% vs. 42-47% of young and middle-aged adults).

¹ Disciplines studied in this research: yoga, meditation, prayer, tai chi and chi gong.

Ever Tried One of these World Disciplines: Yoga, Meditation, Prayer, Tai chi or Chi gong



Base: Total BC Adults (n=502)

	% <u>Tried</u>	% <u>Practice</u>
Among women (n=260)	67%	51%
Among men (n=242)	43%	35%

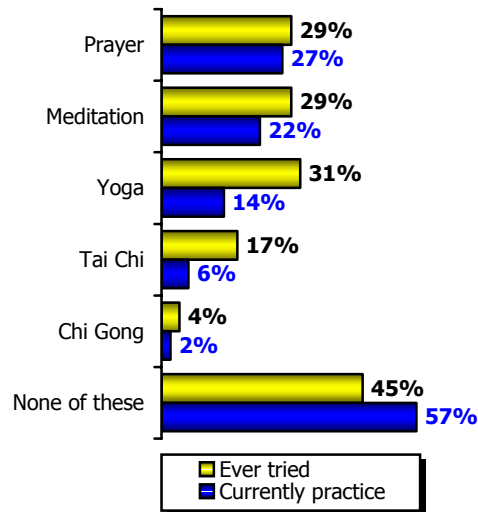
Trial and current practice of specific disciplines: Yoga, meditation and prayer have been tried by about three-in-ten BC adults. Tai chi has been attempted by fewer than one-in-five (17%), while only a tiny proportion (4%) has ever tried chi gong.

Prayer is being **practiced** at this time by more BC adults (27%) than seen for the other disciplines, but is followed closely by meditation (22%) and then at some distance by yoga (14%).

By comparison, tai chi and chi gong have a much smaller following (6% and 2%, respectively).

Nearly six-in-ten adults (57%) are not taking part in any of these specific disciplines at this time.

Trial and Current Practice of Disciplines among total BC adults

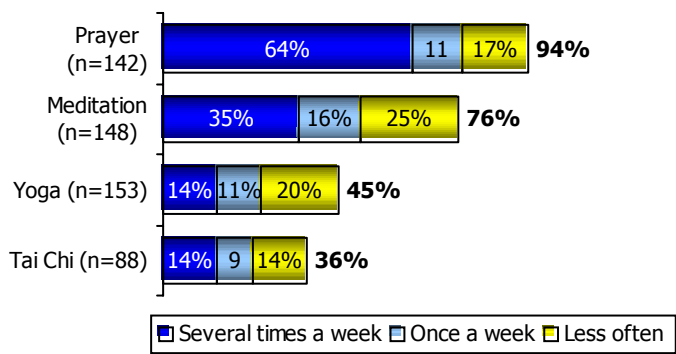


Base: Total BC Adults (n=502)

Q: Have you ever tried any of the following disciplines? How often do you currently practice ... ?

Once practiced, prayer has the strongest **retention**. Nearly all (94%) who have ever tried prayer report that they currently practice it and do so frequently – at least weekly and many pray more often.

Frequency of Still Practicing among those who ever tried



Base: Ever tried each discipline

Q: How often do you currently practice ... ?

People who try meditation also are highly likely to still practice (76%); most meditate at least weekly.

Yoga and tai chi, by comparison, are practiced by less than half of those who start.

Note that convenience of practicing prayer and meditation may be a factor in retention rates.

Who is practicing what?

Yoga: “Looking around your **yoga** class, what do you notice ... beside the envious flexibility of the instructor? You are likely to find more women,” says Jami Koehl of Mustel Group.

Among those currently practicing yoga, **women outnumber men by two to one** (68% of those practicing yoga are women vs. just 32% men) — and not surprisingly, since those who have ever tried yoga are two and a half times as likely to be women (ever tried profile: 73% women vs. 27% men). So, it’s not that men drop out faster; they simply don’t seem to be as attracted to it.

Age is also a factor with yoga. Fewer of those currently practicing yoga are aged 55 years and over compared to the BC adult population (16% vs. 30% in the population), but yoga appears to be slightly more popular among the middle age group (35-54 years). Yoga draws its followers proportionately across the regions. Yoga is practiced more among those with post-secondary educations and those in households with \$55,000 or more annual income. As well, nearly half of those who currently practice yoga also meditate (48%) and nearly as many tell us they currently pray (43%).

Meditation: The profile of those who meditate is also skewed female (59% female and 41% male), but not to the extent as with those who practice yoga.

People who meditate are less likely to have children under 18 at home (21% vs. 32% of the adult population). They are also more apt to have post-secondary education (74% vs. 63% in the population).

Over half of those who meditate also pray (56%) and about one-in-three practices yoga (30%).

Among those currently practicing *both* yoga and meditation, meditation is practiced more often (68% of these individuals say they meditate more often than they do yoga).

Prayer: In BC the discipline most widely in use, prayer, is similar in that more of those who pray are women (60%).

But in other respects, those who pray come from all demographic sectors to the same degree as found in the total adult population profile.

Interestingly, about half of those who pray also meditate (46%).

Tai chi: Those who practice tai chi are highly likely to have post-secondary education.

Also, note that tai chi tends to draw proportionately more from the middle-aged group. Over half of those who practice tai chi also meditate, while just under half also pray.

Note that the sample size of those who practice chi gong is too small for profiling.

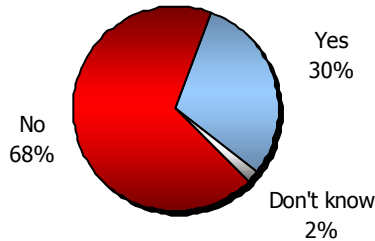
Profiles						
	Currently Practice					None of these (284) %
	Total BC (502) %	Yoga (68) %	Meditation (112) %	Prayer (134) %	Tai Chi (32) * %	
Gender						
Male	49	32	41	40	45	56 ▲
Female	51	68 ▲	59 ▲	60 ▲	55	44
Age						
18 to 34 years	29	32	27	26	22	29
35 to 54 years	41	52	44	46	54	39
55 + years	30	16 ▼	30	28	24	32
Region						
Net GVRD	51	50	48	54	46	52
City of Vancouver	15	16	10	10	16	17
Rest of GVRD	36	34	39	44	30	35
Net Outside GVRD	49	50	52	46	54	48
Capital Region	9	8	10	8	2	9
South Coast Bal. Island	11	9	10	8	11	12
North Coast/ Interior	8	13	9	5	14	7
Southern Interior	21	19	23	25	27	20
Household Composition						
Single no children	29	25	34	36	42	27
Couple no children	29	32	31	26	26	29
Family	41	42	35	37	33	43
Children Under 18						
Yes	32	33	21 ▼	30	25	34
No	68	66	79 ▲	69	75	65
Education						
High school or less	36	24	26	32	13	41
Post high school	63	75 ▲	74	67	87 ▲	59
Household Income						
<\$55,000	42	33	51	45	42	40
\$55,000 +	46	64 ▲	42	42	53	47
Refused/Don't know	12	3	7	13	5	13
Currently Practice						
Yoga	14	100	30	22	35	-
Meditation	22	48	100	46	58	-
Prayer	27	43	56	100	46	-
Tai chi	6	16	17	11	100	-
Chi gong	2	5	8	5	20	-

*Statistical comparisons are made between each column and Total BC column. * Note very small base size.*

"Significant" ▲ higher ▼ lower at 95% confidence level; "directional" differences in grey (not quite at 95% confidence).

Will yoga and meditation attract more of the populace? In terms of **starting or resuming** either of these disciplines, about three-in-ten would like to pursue either yoga or meditation in the future.

Interest in Trying/Resuming Yoga or Meditation



Those with previous experience are the most likely to be interested in resuming practice (about 60-65% of them are interested in starting up again).

As well, women and those under 55 years of age are the most likely to resume or start yoga or meditation.

Base: Never tried/currently not practicing (n=354)

Q: Do you have any interest in trying yoga or meditation in the future/ again in the future?

What motivates people to start yoga or meditation? Meditation is sought out to gain relaxation and stress relief as well as for spiritual and/or personal development reasons. Yoga’s primary attraction is more focused on fitness, as well as alleviating health problems and for greater relaxation and stress relief.

Main Reason Started among those currently practicing		
	<u>Yoga</u> (48) %	<u>Meditation</u> (102) %
Fitness	33	1
Health problem/recommended by health professional/advisor	23	9
Relaxation/ stress relief	21	39
Suggested by friend/ relation	14	6
Curiosity/ interest	8	1
Spiritual	-	17
Personal development	2	16
Major life event /personal turning point	2	5

Q: What was the main reason you started practicing ...?

What benefits of yoga and meditation do people find?

People who have practiced yoga and meditation particularly have noticed the benefit of being relaxed and calmer, especially those who meditate, reported by 72%.

Aside from a relaxing/calming effect, those who practice yoga mention greater flexibility (34%) as a benefit, as well as feeling healthier (26%) and more fit (20%). Some comment on the mental discipline and spiritual growth that they have experienced from yoga.

Those who never tried or no longer practice yoga or meditation associate similar types of benefits. Note that these responses were unaided (volunteered without prompting).

Experienced/ Perceived Benefits			
	<u>Yoga</u> (48) %	<u>Meditation</u> (102) %	<u>Never tried/ no longer practice</u> (105) %
Relaxation/ calmer	49	72 ▲	58
Flexibility/ balance	34	1	30
Healthier/ general health/ enhanced immunity	26	17	17
Fitness/ in shape/ muscle tone	20	3	29
Good self image	11	17	7
Mentally inspiring/ mental discipline	12	22	12
Spiritual/ growth	6	8	6
None/ don't know	7	5	9

Q: And what benefits, if any, have you experienced / did you experience? IF NEVER TRIED: From things you might have read or heard, what would be the benefits of practicing such disciplines?

Here are a few comments from British Columbians on how they have benefited:

- "Better management of my money and better opportunity for business"
- "Reduced blood pressure"
- "My life has improved fantastically in understanding of myself and other people. It gives me tolerance."
- "Feel good about myself."
- "Less anxious"
- "Better outlook on life"
- "More aware"
- "Breathing control"
- "Balance and coordination"

Mustel Group is a Vancouver-based market research firm with a 25 year history and enviable record of accuracy for political polling. See 'Proven Record of Accuracy' on our website: www.mustelgroup.com/accuracy.asp

Survey conducted: September 7-14, 2005
Methodology: Random sample of 502 BC adults, 18 years of age and over
Margin of error: ±4.4% at the 95% confidence level;
Sponsored by: **Mustel Group Market Research**
Contact: Jami Koehl: 604-742-2241 (1-866-742-4221)

Our research featured in: Vancouver Sun article by Douglas Todd, November 12, 2005