

CASE STUDY

Access and inclusivity perceptions for non-profit media outreach

Objectives

- Understand consumer practices and perceptions related to yoga
- Understand whether there are perceived access or inclusivity issues, based on demographics
- Provide current data points for media outreach and PR campaign for International Day of Yoga

Research Design

- Quantitative online survey with 4,000 adults ages 18 to 64. The survey included 2,000 people from the United States, 1,000 from Canada, and 1,000 from the United Kingdom, and was representative of the general population in these countries on gender, age, ethnicity, region, and income
- The sample sizes allowed for sub-group analysis by multiple cuts to dive deeper into the data

Results

- PR brief created for International Day of Yoga for major news outlets in the US, Canada, and U.K.
- Client updated their understanding of current yoga practice and barriers to participation
- Research supported the client's mission to make yoga more widely accessible