

# The Yoga Conversation

January 2014



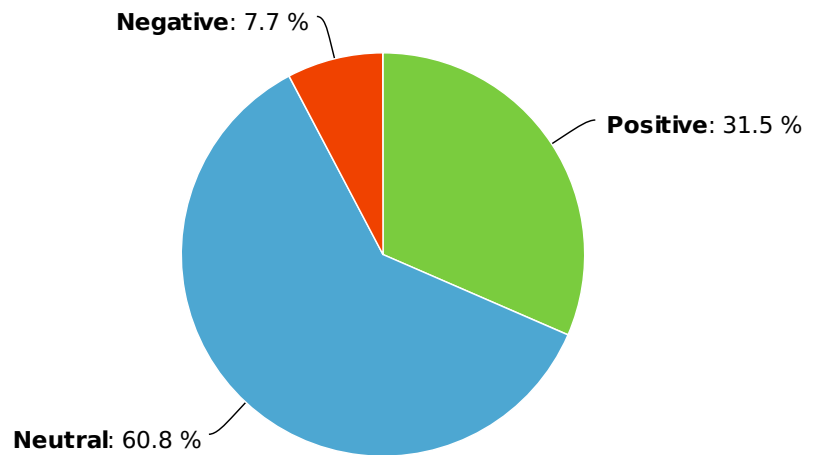
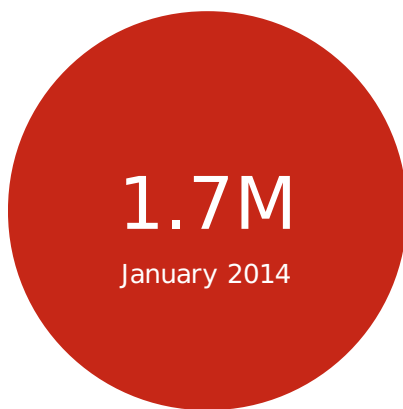
**CHANNEL SIGNAL**   
*listening makes you smarter*

## Category - Yoga

This report is part of a monthly series that documents online consumer comments made about yoga. The Channel Signal algorithm collects these comments from blogs, online media and social media platforms like Twitter, Facebook, YouTube, etc. and analyzes the clean data to report on the top issues and trends that drove the online yoga conversation for January. Our purpose is to provide actionable consumer insight to companies in the yoga business.

## Activity / Sentiment Overview

### Total Consumer Comments



Channel Signal documented over 1,700,000 consumer online mentions of yoga, yoga brands and issues. The chart above shows the sentiment to be predominantly neutral; however, many of these comments shaded toward positive but did not contain the language to mark it as such.

Like last month, the majority of the comments had nothing to do with the practice of yoga - it was about lifestyle, meaning girls wearing yoga pants and yoga being an activity of "typical white girls". Our list of influencers is mostly big media, which is a tell-tell sign that the yoga lifestyle is a growing topic and one that will sell magazines and newspapers.

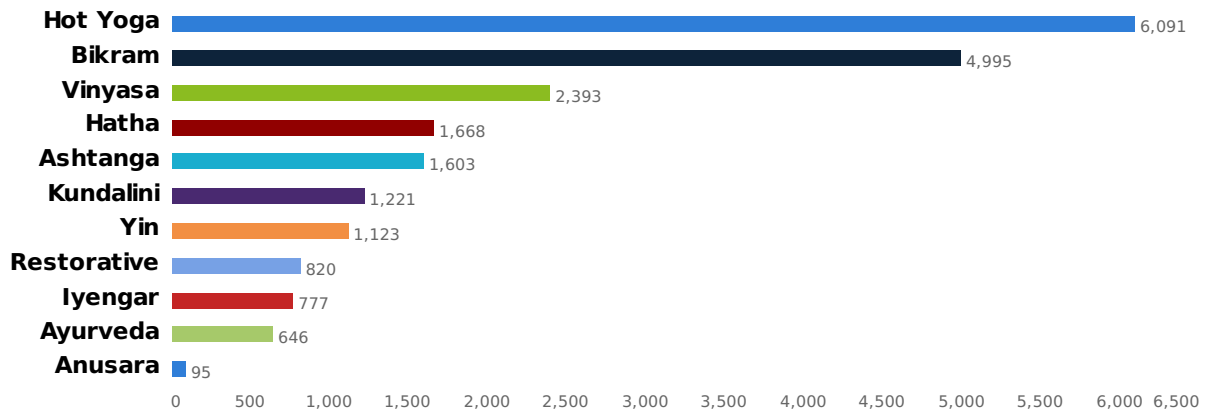
In this report, we're bypassing this lifestyle talk in favor of highlighting industry issues. So, although we collected 1.7 million posts we are posting only those that directly contribute to a topic.

# Comparative Analysis

## ANALYSIS: 1 | What Were January's Most Frequently Mentioned Yoga Practices?

Hot Yoga was the practice most frequently mentioned by consumers, followed by Bikram and Vinyasa. Given that 474 of the Vinyasa mentions included the word "Hot", it's clear that hot yoga is the style of choice for North Americans. We explore the phenomenon in more detail below in Topic #2.

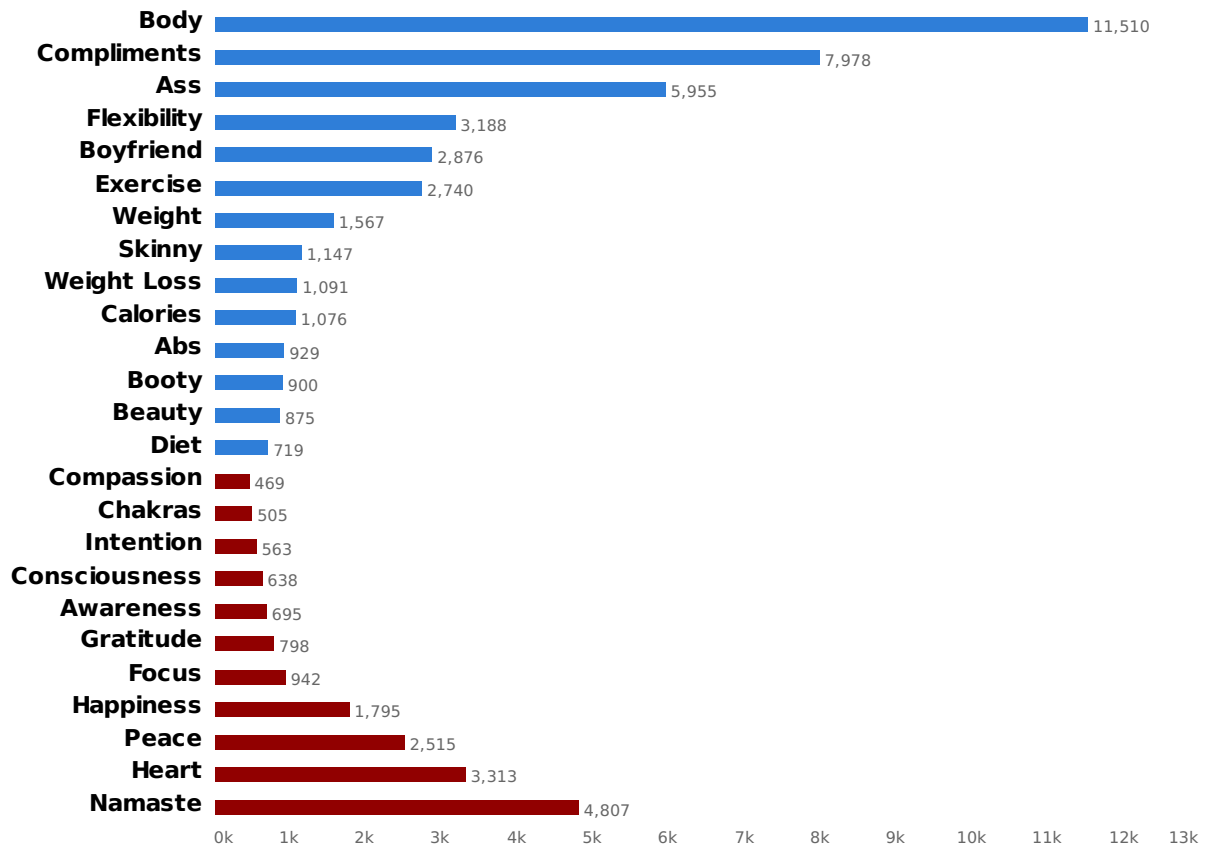
### MENTIONS



## ANALYSIS: 2 | Weight and Body Image Comments Outweigh Spirituality

The graph below compares the use of body-oriented terms like Ass, Body and Skinny with words like Peace, Consciousness and Focus. As you can see, consumers are telling us that their primary yoga goal is looking better.

### MENTIONS



## Topic Analysis

### TOPIC: 1 | Lululemon Bounces Back in January - Is All Forgiven?

Consumers were brutal in their assessment of Lululemon last month. The issue with see-through yoga pant styles, which happened ten months ago, was a hot topic in December and anger over the resulting comments from Lululemon's CEO was very evident.

From a consumer opinion aspect, January was an entirely different month. We collected over 18,000 comments on the company, which made Lululemon the most frequently mentioned yoga brand by a considerable margin. However, the negativity we documented in December was almost completely absent. References to Lululemon's falling stock price disappeared. We saw a few examples of business media picking over the situation from a branding perspective, but nothing serious. A negative Slate magazine piece from a former Lululemon shop employee saw minor levels of sharing, but didn't catch on. The @lululemon Twitter feed attracted solid levels of consumer sharing for its inspirational messages. Most importantly, we saw thousands of positive mentions by customers who were happy with their Lululemon clothing, or planning to buy some soon.

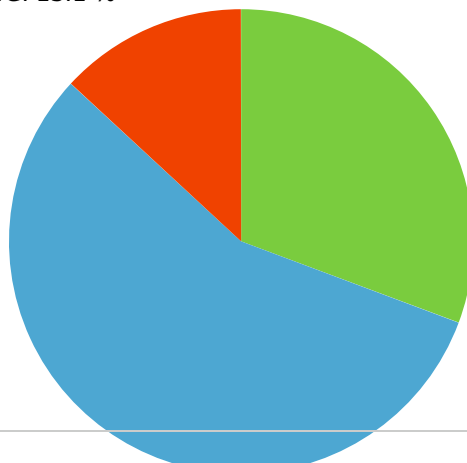
#### KEY INSIGHTS

As we've seen in the past, when companies have very public failures of any kind, consumers hold the top leadership accountable. Lululemon made a serious error with the pant fabric issue and greatly compounded the problem when their CEO and their Chairman made some ill-advised comments. By quickly firing CEO, Christine Day, and removing Chairman, Chip Wilson, and installing as CEO, Laurent Potdevin (the head of a well-liked company like Tom's Shoes) Lululemon appears to have mollified its consumer base. Now it's time to remain mistake-free and leverage the enthusiasm of their customers.

#### MENTIONS

Negative: 13.1 %

Positive: 30.7 %



#### KEY QUOTES

“ @lululemon my 2014 intention is to greet every person I meet with enthusiasm, respect and love.

Link: [http://twitter.com/suzi\\_bird/status/418431157718355968](http://twitter.com/suzi_bird/status/418431157718355968)

Site: twitter.com Author: Suzi Bird (Klout 18)

“ Thanks lululemon for making such wicked cool sports bras #wild #lululemon #love #fitspo #yeg #blonde <http://t.co/M0U4jk1f1K>

**Link:** <http://twitter.com/tayhenn/status/419502187698728960>

**Site:** twitter.com **Author:** Taylor Jayne (Klout 21)

“ **It's something that got the Lululemon CEO unjustly fired. RT @jaymohr37 What the heck is "fat shaming"?**

**Link:** <http://twitter.com/walkoffhbp/status/418938453372317696>

**Site:** twitter.com **Author:** Paul (Klout 54)

“ **I loved lululemon Cool Racerback Tank blue with detailed sticking <http://t.co/OsaJPqeUSf> via @threadflip**

**Link:** <http://twitter.com/APenna13/status/425786142949400576>

**Site:** twitter.com **Author:** PearlsAndCrowns (Klout 23)

**TOPIC: 2**

**Hot Yoga Extends Its Grip on the American Market**

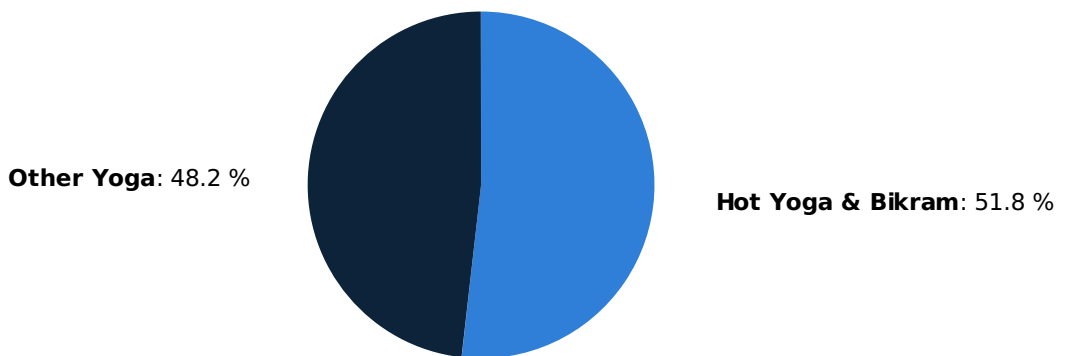
To Channel Signal analysts, the story of consumer comments about hot yoga is not just the numbers, although they dominate the conversation - it's the enthusiasm level. We see thousands of comments from committed Bikram and hot yoga practitioners, as well as from curious (and sometimes nervous) customers who are considering trying their first hot class.

Consumers give hot yoga credit for helping to heal everything from pneumonia to hangovers, along with numerous references to how much better they look and feel. We saw an occasional post about purported dangers, but many more links to articles about the benefits.

**KEY INSIGHTS**

While we heard many in the yoga community initially dismiss heated yoga as a fad, the trend exploded when studio owners started using "Hot Yoga" to circumvent trademarks held by Bikram Choudhury. We're well beyond the fad stage today, in fact, Channel Signal documented no instances of people talking about giving up hot yoga in January. So far, we've not seen many companies design clothing and accessories specifically designed for yoga in the heat, which seems like a missed opportunity. Consumer advice on the web recommends tighter-fitting clothing to allow for sweating, but we don't see enough clothing manufacturers selling these specific attributes.

**MENTIONS**



**KEY QUOTES**

“ **The Benefits of Bikram Yoga: If you have ever wondered about hot**

## QUOTES

**yoga, experts say it has several benefits for... <http://t.co/yWuAPzWa7r>**

**Link:** <http://twitter.com/yogapurchase/status/418190420359643137>

**Site:** twitter.com **Author:** Tamera (Klout 14)

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“ **Can't ever let too much time go without going to hot yoga, man I feel better - so hard though...**

**Link:** <http://twitter.com/georgeorzig/status/418236503421386752>

**Site:** twitter.com **Author:** Bernardine George

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“ **Loveee starting the day off with hot yoga! #addicted**

**Link:** <http://twitter.com/chelseytank/status/418788537622740992>

**Site:** twitter.com **Author:** Chelsey Tank (Klout 31)

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“ **Got some new work out gear to start hot yoga Sunday.. Will I regret this? Probably.**

**Link:** <http://twitter.com/dreamerforever/status/418801555270152192>

**Site:** twitter.com **Author:** Jessica Storning (Klout 27)

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“ **Does anyone know of a good place to do hot yoga? I want to try it so BAD!!**

**Link:** [http://twitter.com/MakeltMo\\_Nasty/status/418801993805619201](http://twitter.com/MakeltMo_Nasty/status/418801993805619201)

**Site:** twitter.com **Author:** Mona(: (Klout 34)

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# Top Influencers

TOP 10 AUTHORS	 KLOUT SCORE
<a href="#">Huffington Post</a>	99.0
<a href="#">TIME.com</a>	99.0
<a href="#">E! Online</a>	99.0
<a href="#">Washington Post</a>	98.0
<a href="#">Forbes</a>	98.0
<a href="#">Los Angeles Times</a>	98.0
<a href="#">The Globe and Mail</a>	95.0
<a href="#">TorontoStar</a>	95.0
<a href="#">Slate</a>	95.0
<a href="#">New York Post</a>	95.0
<b>Overall Average *</b>	<b>23.5</b>

\* This average represents all consumers with Klout scores who posted in this primary category.

## KEY QUOTES

**“ What yoga therapy can do for people struggling with anxiety, grief and trauma <http://t.co/slLu5DM79B>**

**Link:** <http://twitter.com/HuffingtonPost/status/424919430129516545>

**Site:** twitter.com **Author:** Huffington Post (Klout 99)

**“ How meditation and yoga can supercharge your health <http://t.co/tn2vuAlaUN>**

**Link:** <http://twitter.com/HuffingtonPost/status/422846800211759104>

**Site:** twitter.com **Author:** Huffington Post (Klout 99)

**“ Feeling tense? Try rocking the boat in this soothing yoga pose <http://t.co/zEdUPW9sbK>**

**Link:** <http://twitter.com/latimes/status/424810977180540928>






**Site:** twitter.com **Author:** Los Angeles Times (Klout 98)

Channel Signal tracks influence via a metric service called Klout, which measures one's number of followers and how often one's content is re-shared. The influencer chart above shows some of the most important voices to talk about yoga in January. The Huffington Post had several articles, talking about everything from yoga pants to anxiety. Forbes, the Globe and Mail and LA Times referenced the Lululemon CEO change.





## Category Report

### WHAT You Get:

-  A **large dataset** of consumer opinions
-  **Comparative analysis** of the top brands
-  The trending consumer **headlines**
-  Names and quotes from **key influencers**
-  A **monthly strategy call**

### WHY It Matters:

-  See what's trending to **capitalize on opportunities**
-  Know about **product performance** before competitors
-  Get an **unbiased view** of consumer opinions

### WHAT It Costs:

-  **Please call for details.**

## What Is Channel Signal?

We collect and filter large amounts of consumer opinions and then analyze and provide insight into issues that are critical to brands, retailers, event organizers, associations and analysts.



## Other Reports

### Product Review Reports (\$1,000/mo.)

An analysis of consumer product reviews from your e-commerce partners. We break out your top positively and negatively reviewed products and detail unifying themes.



### Brand Reports (\$1,500/mo.)

An analysis of your brand performance. We highlight the total volume, breakout the headlines, back them up with consumer quotes and reveal the top influencers.



### Senior Management Reports (\$5,000/mo.)

A comprehensive review of everything consumers say about your company, including products, marketing initiatives and event sponsorships. Presented with headlines and analysis on each critical topic. Includes a Consumer Review Report.



### Special Reports (Cost determined by scope)

A report based on your needs. It might be a competitor analysis, a review of a new product launch, or an analysis of consumer opinion on an event sponsorship.



Learn more at [www.channelsignal.com](http://www.channelsignal.com) or (435) 640-5933