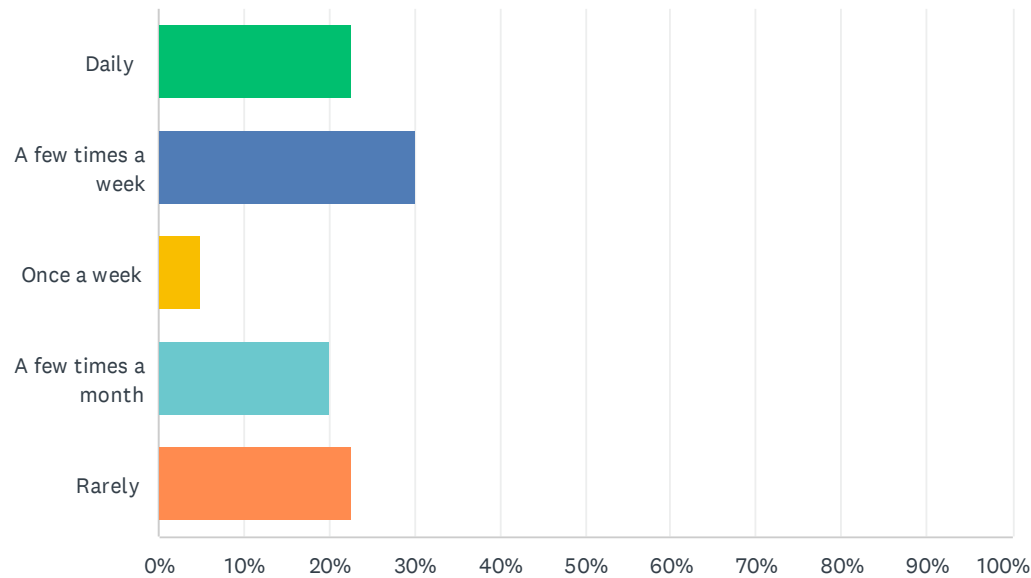


Q1 How often do you practice yoga?

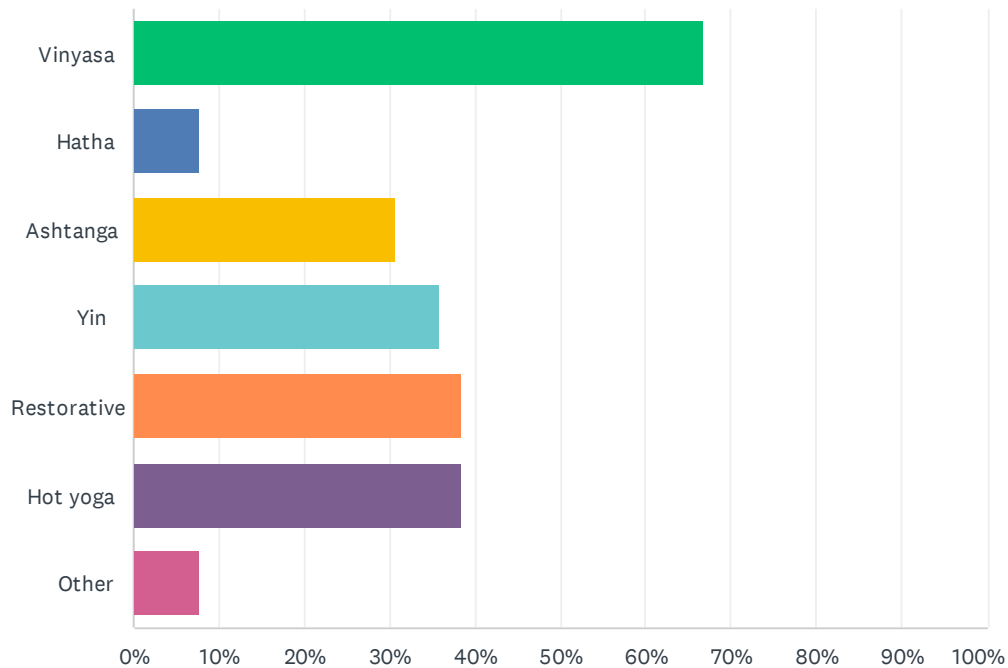
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
Daily	22.50%	9
A few times a week	30.00%	12
Once a week	5.00%	2
A few times a month	20.00%	8
Rarely	22.50%	9
TOTAL		40

Q2 What type(s) of yoga do you practice most often? (Select all that apply)

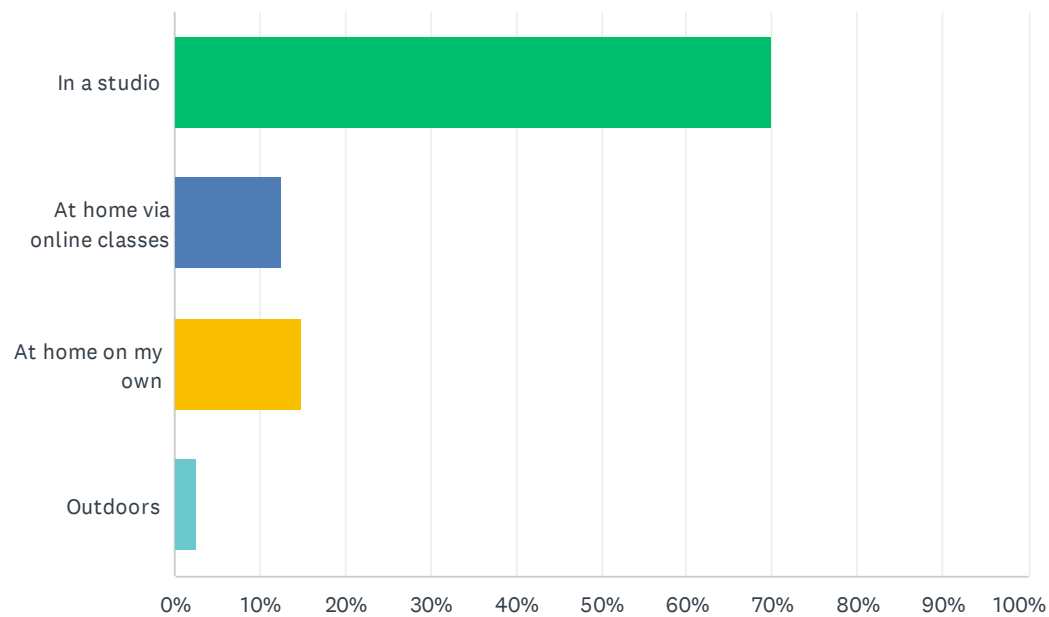
Answered: 39 Skipped: 1



ANSWER CHOICES	RESPONSES	
Vinyasa	66.67%	26
Hatha	7.69%	3
Ashtanga	30.77%	12
Yin	35.90%	14
Restorative	38.46%	15
Hot yoga	38.46%	15
Other	7.69%	3
Total Respondents: 39		

Q3 Where do you typically practice yoga?

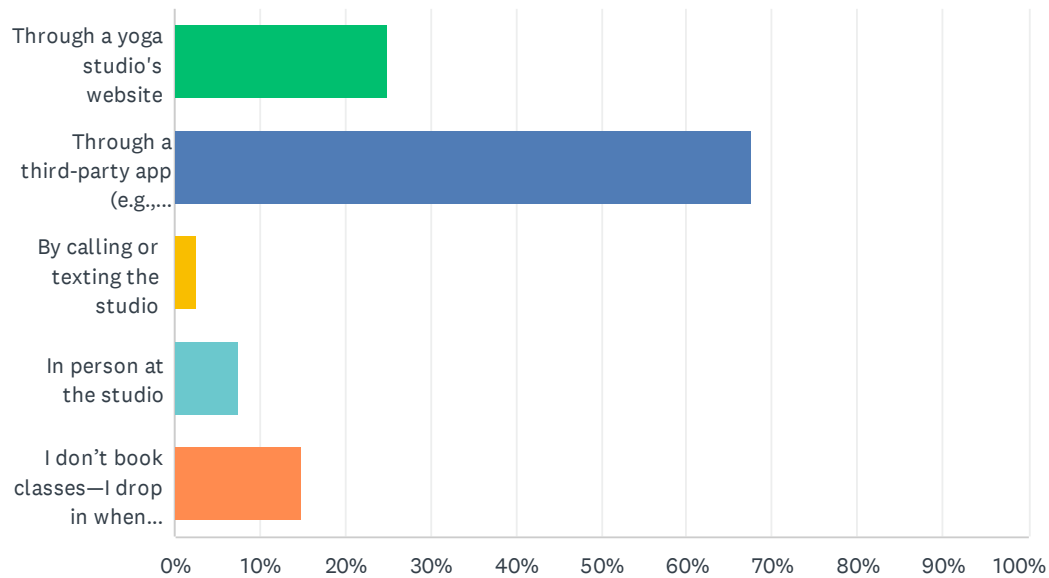
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
In a studio	70.00%	28
At home via online classes	12.50%	5
At home on my own	15.00%	6
Outdoors	2.50%	1
TOTAL		40

Q4 How do you currently book yoga classes? (Select all that apply)

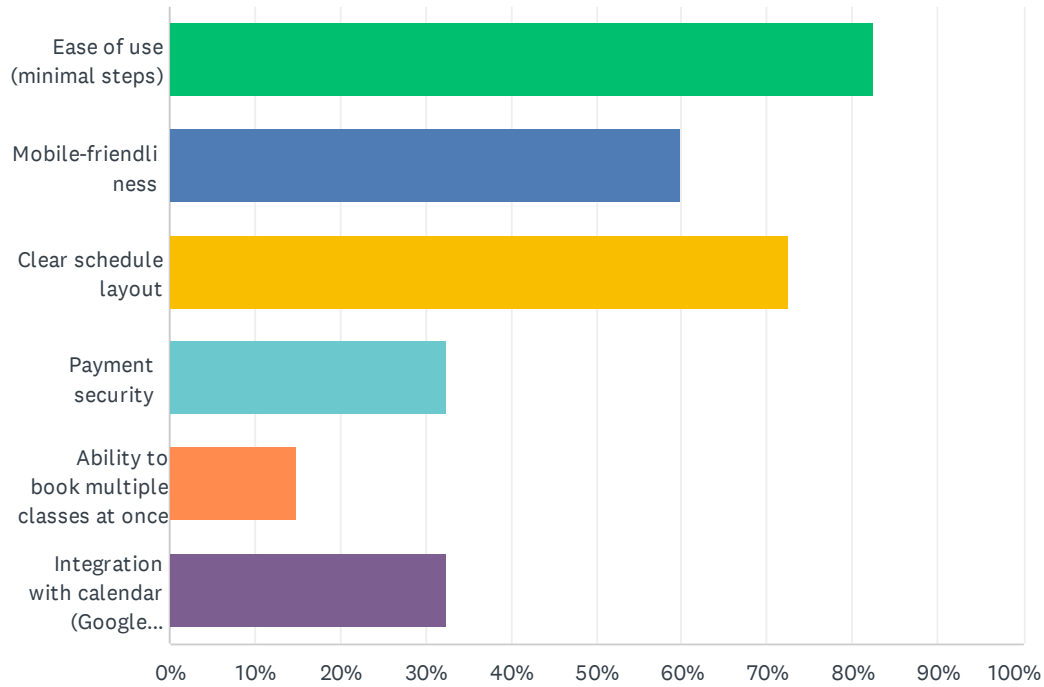
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
Through a yoga studio's website	25.00%	10
Through a third-party app (e.g., Mindbody, ClassPass)	67.50%	27
By calling or texting the studio	2.50%	1
In person at the studio	7.50%	3
I don't book classes—I drop in when convenient	15.00%	6
Total Respondents: 40		

Q5 When booking a class online, which of the following features are most important to you? (Select up to 3)

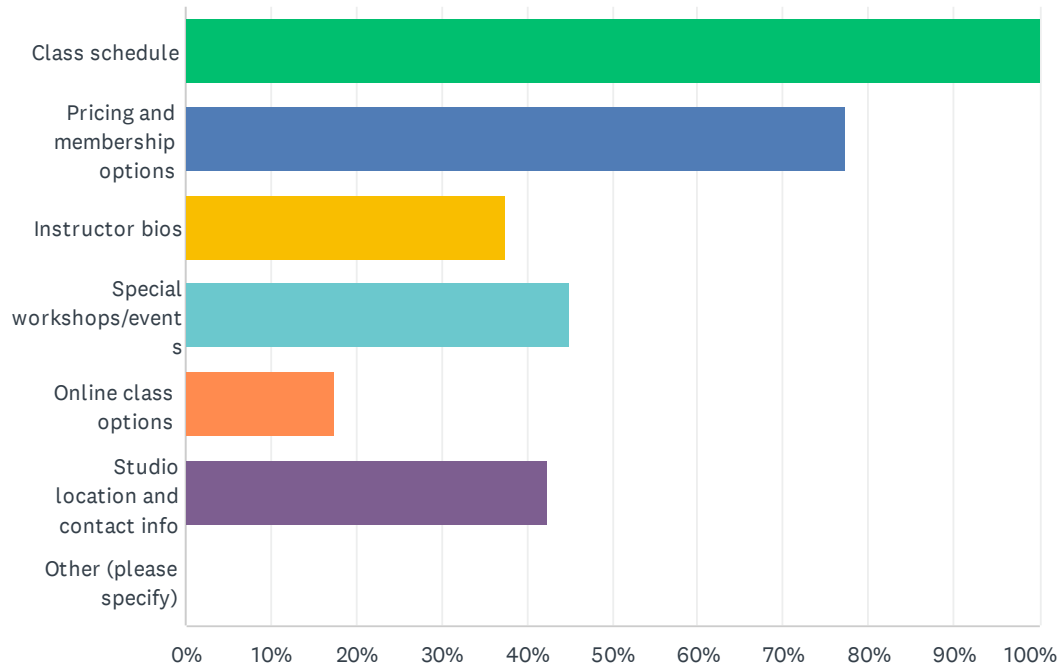
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
Ease of use (minimal steps)	82.50%	33
Mobile-friendliness	60.00%	24
Clear schedule layout	72.50%	29
Payment security	32.50%	13
Ability to book multiple classes at once	15.00%	6
Integration with calendar (Google Calendar, Apple Calendar, etc.)	32.50%	13
Total Respondents: 40		

Q6 When visiting a yoga studio's website, what information do you typically look for? (Select all that apply)

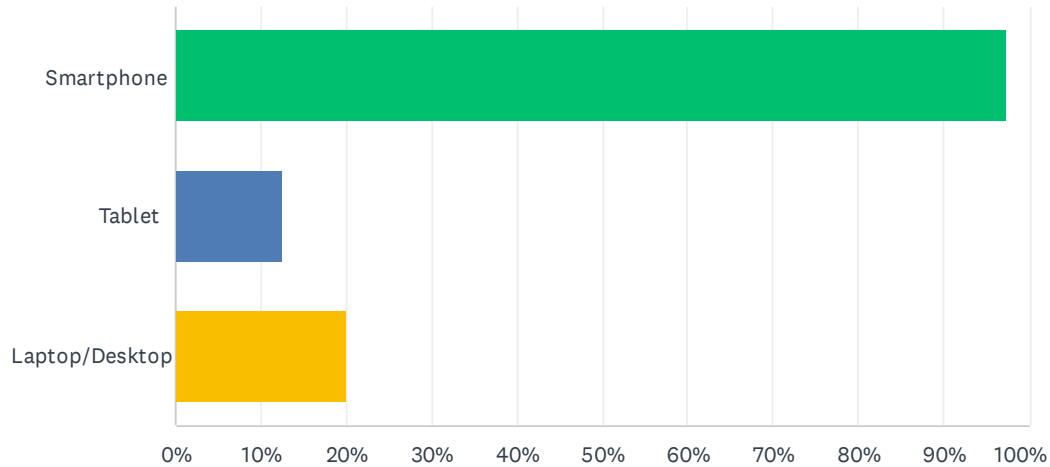
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
Class schedule	100.00%	40
Pricing and membership options	77.50%	31
Instructor bios	37.50%	15
Special workshops/events	45.00%	18
Online class options	17.50%	7
Studio location and contact info	42.50%	17
Other (please specify)	0.00%	0
Total Respondents: 40		

Q7 What devices do you primarily use to browse and book yoga classes? (Select all that apply)

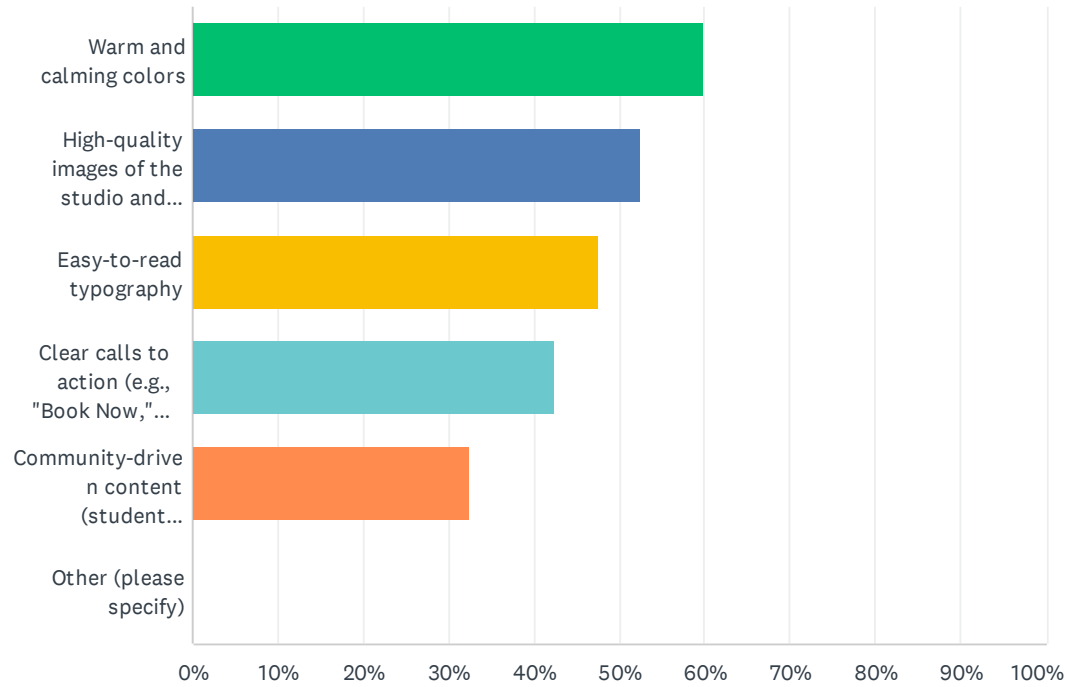
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
Smartphone	97.50%	39
Tablet	12.50%	5
Laptop/Desktop	20.00%	8
Total Respondents: 40		

Q8 What would make a yoga studio's website feel more inviting and aligned with its brand? (Select all that apply)

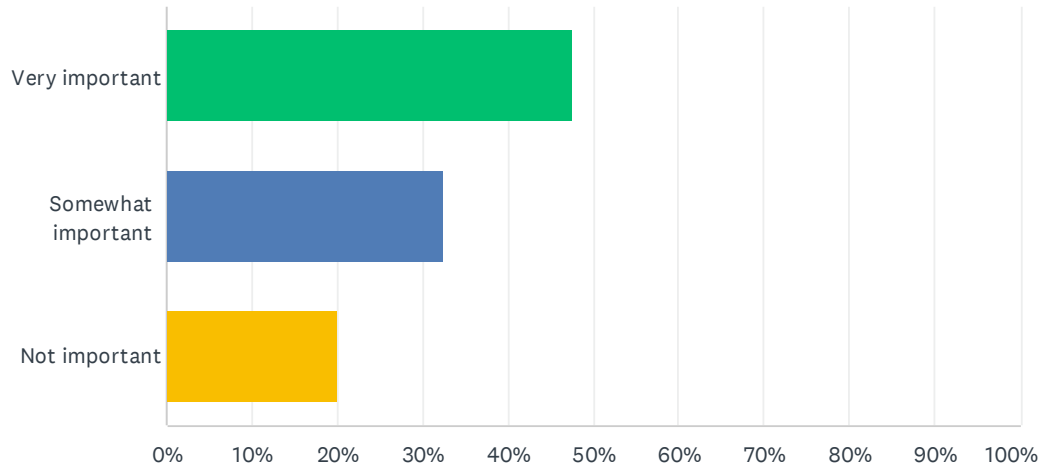
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
Warm and calming colors	60.00%	24
High-quality images of the studio and instructors	52.50%	21
Easy-to-read typography	47.50%	19
Clear calls to action (e.g., "Book Now," "Join a Class")	42.50%	17
Community-driven content (student testimonials, blog, etc.)	32.50%	13
Other (please specify)	0.00%	0
Total Respondents: 40		

Q9 How important is community engagement (e.g., social media presence, studio events, online community) to you when choosing a yoga studio?

Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very important	47.50%	19
Somewhat important	32.50%	13
Not important	20.00%	8
TOTAL		40

Q10 What's one thing you wish yoga studio websites did better?

Answered: 13 Skipped: 27