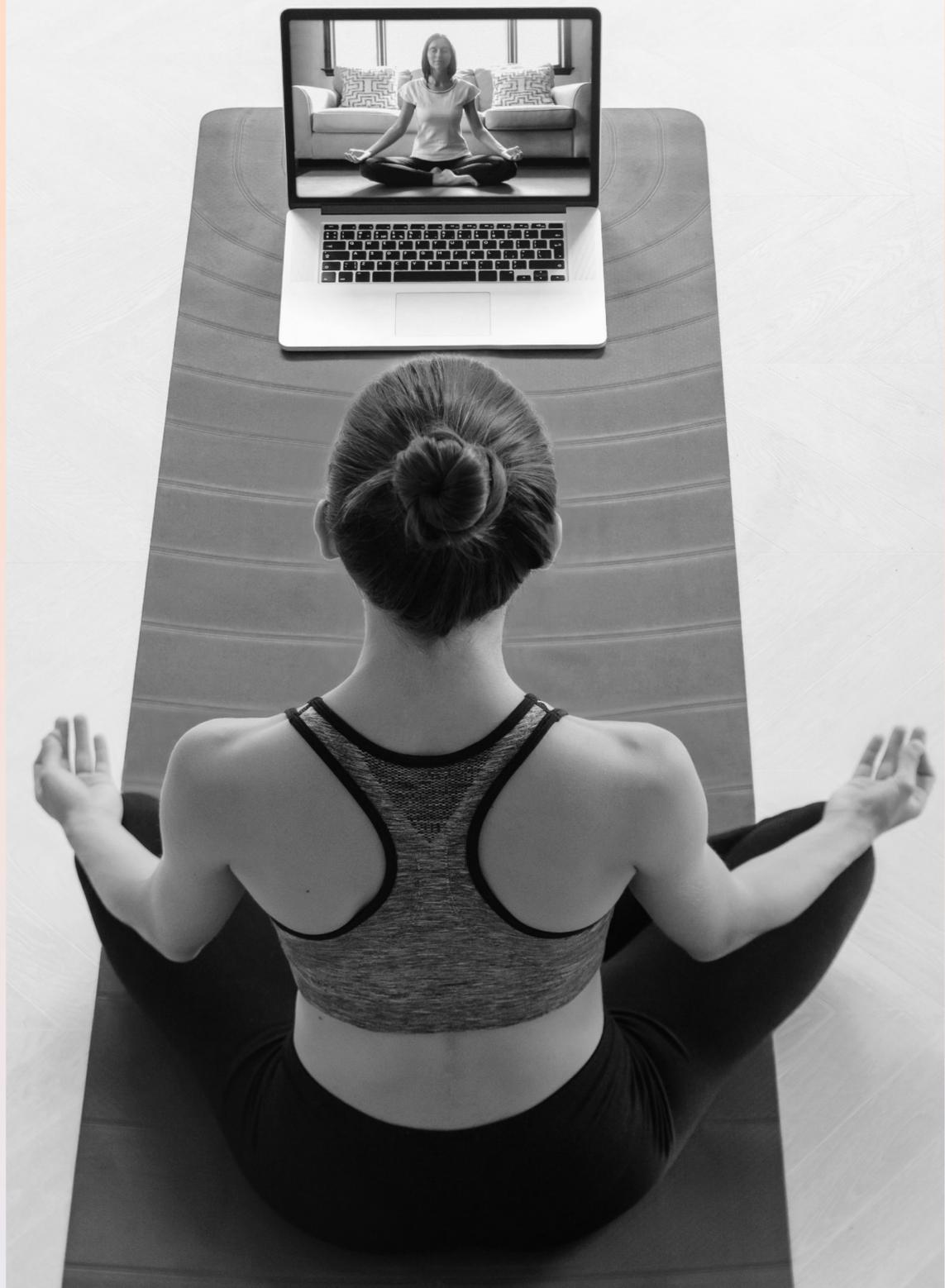


Has lockdown changed our yoga practice for good?

Is online yoga
here to stay?



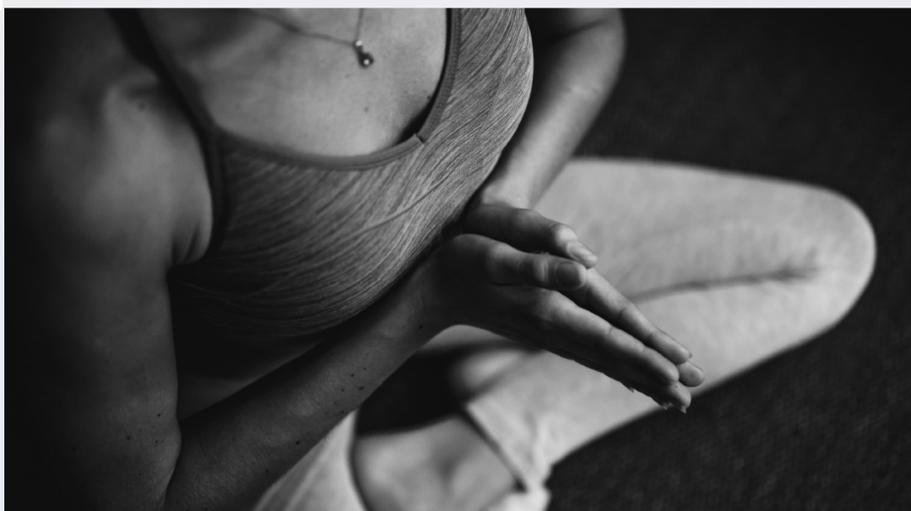
Back in March 2020, 59 % of yoga students practised in yoga studios and another 21% practised on their own at home. Only 9% practised yoga online.

Then the pandemic happened.

As a result, yoga teachers started offering their classes on Zoom. But teachers don't often have a website with a class-booking facility. They asked their students for their email addresses, opened a personal Zoom account, and gave their bank details for students to pay.

At Live Yoga Teachers, we practised yoga on Zoom straight away. We quickly realised the potential of practising via live streaming and we decided to build a platform to make the process easier.

Here are the results of a survey we organised for the launch of our platform.



YOGA STUDENTS WHO WOULD LIKE TO PRACTISE ONLINE

We are seeing over 400% increase in online yoga in one year.

+411%

9%

March 2020

46%

of students said they would like to keep practising online after lockdown

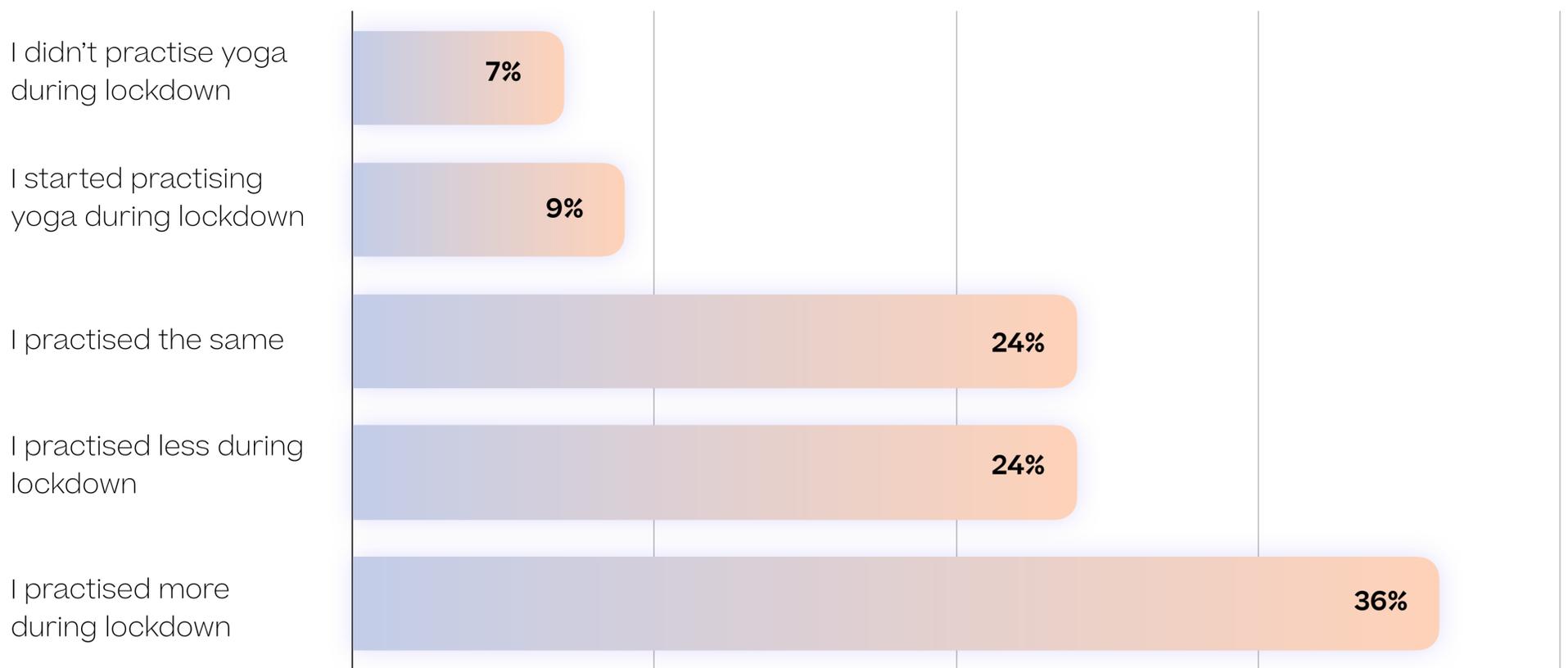
March 2021

Live online yoga helped students practice more often

In March 2020, yoga studios in many countries were asked to close down and to cancel their classes. Despite the national closures, only 7% of yoga students didn't practise during lockdown.

9% of respondents started practising yoga during lockdown, 24% practiced less, and **36% practiced more yoga during lockdown than before the lockdown.**

DID YOU PRACTICE MORE OR LESS DURING LOCKDOWN?



36%

of students practised more during lockdown



Students like to practise on Zoom

Students enjoyed being able to just turn up to the yoga mat without a commute.

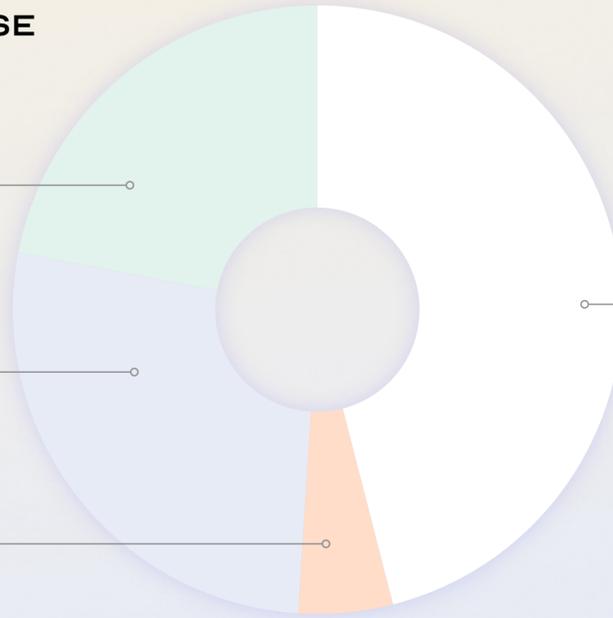
They also liked the flexibility of practising from home: being able to decide to join at the last minute, and practising more often.

HOW DID YOU MOSTLY PRACTISE YOGA DURING LOCKDOWN?

22% Online through a website, live social media or an app

27% By myself at home

5% other



46%

of students practised yoga on Zoom with their yoga teacher or yoga studio

WHAT DO YOU LIKE ABOUT YOUR ZOOM CLASSES?

No time spent commuting

31%

I can decide to go to the class at the last minute

18%

I can practise more often

17%

The teacher is watching me, so I try harder than if it was a prerecorded class

13%

I am less disturbed by other students and more focused on my own practise

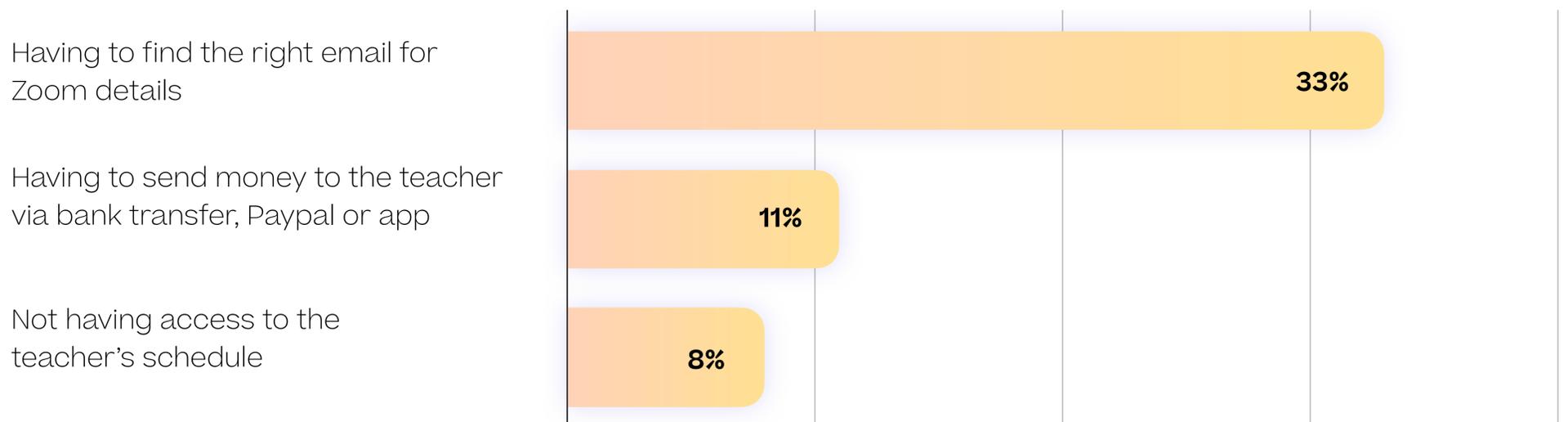
13%

How can the process be improved?

Students receive a lot of emails from multiple teachers, and often have a hard time finding the right email with the Zoom details, just as the class is about to start.

Sometimes they miss the class because they don't have or can't easily find the right information. They also have to pay with a bank transfer after each class, which they might forget.

WHAT DO YOU DISLIKE ABOUT YOUR ZOOM CLASSES?



Online yoga : an opportunity for teachers

Before lockdown, 50% of teachers were teaching in studios, and 29% in private classes (at home or student home).

76% of teachers started teaching on Zoom during lockdown.

30% have been teaching as much during lockdown as before lockdown, and 15% have been teaching more. Some teachers even saw an increase in revenue per class.

43% of them would like to keep practising on Zoom after lockdown.



WHAT DO YOU LIKE ABOUT TEACHING ON ZOOM?

Being able to teach students who live far away

38%

No commute required

36%

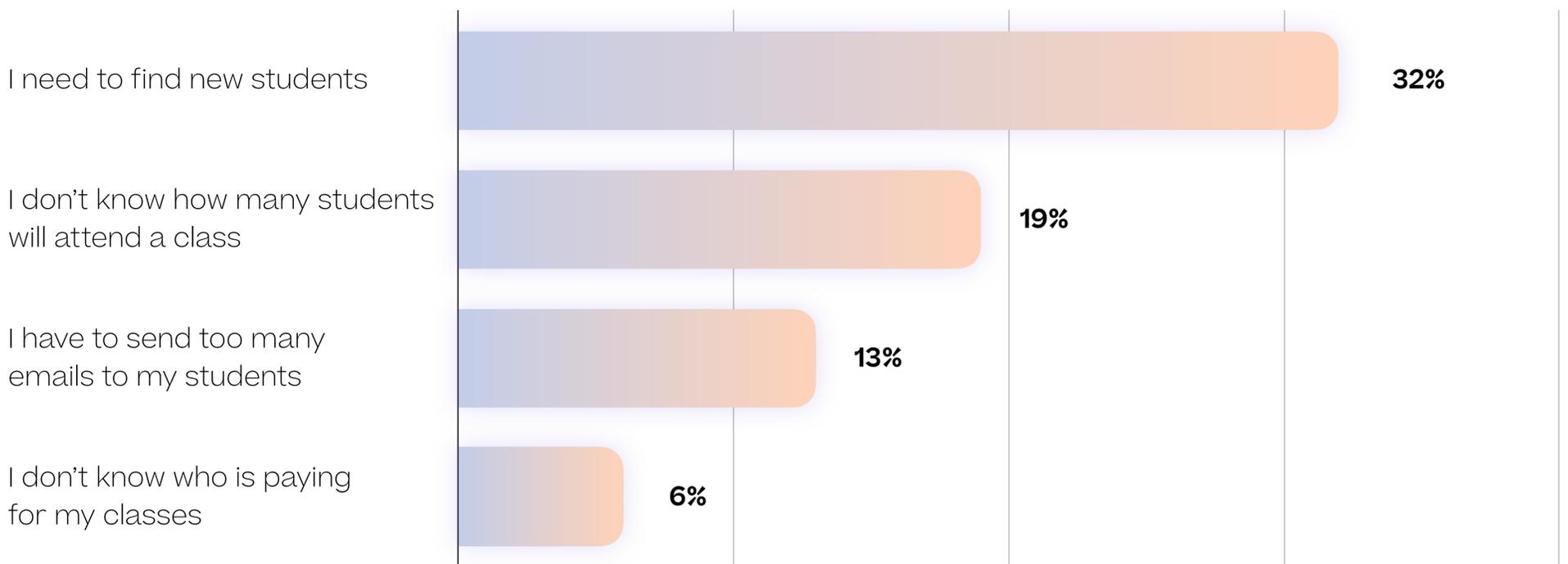
Being able to teach when I want

13%

How can the process be improved?

Teachers' main concern is to find new students. They also find it difficult not knowing how many students will attend a class, having to send them many emails, or not knowing who has paid.

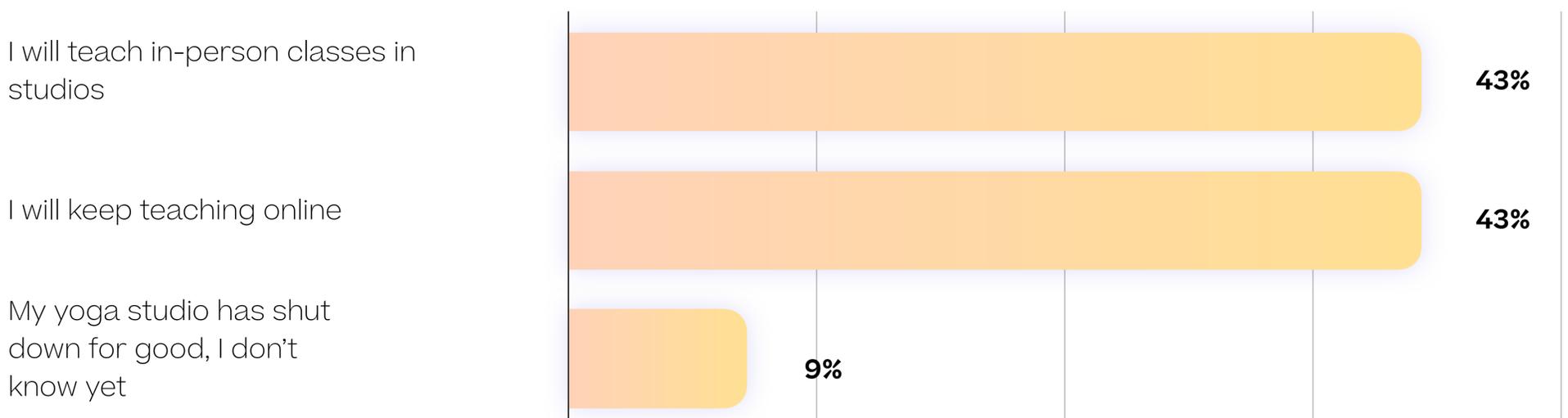
WHAT DO YOU DISLIKE ABOUT YOUR ZOOM CLASSES?



Teaching online might become a necessity after the pandemic

9% of teachers have had their studios shut down for good (4% of students have also faced the same problem)

WHAT WILL YOU DO WHEN THE PANDEMIC IS BEHIND US?



Yoga During Lockdown Survey

Conducted from the 1st of February through the 31st of March 2021, the survey collected answers from 136 respondents (103 students, 33 teachers) from the UK, France and other parts of the world.

The data above is just a sample of what is available, full details and results [here](#). We can also provide detailed data for the UK and France.

Please get in touch if you'd like to dig in a topic a bit more, we would be happy to deliver custom analysis for any specific article. You're welcome to copy graphs and data, but please link to the source (<https://liveyogateachers.com/>)

Example of available data about yoga students

- Props and equipment bought by students during lockdown (spoiler: 29 % didn't buy anything)
- Favourite Youtube channels and apps (Adriene, Down Dog...)
- Reason behind the choice of a studio pre-lockdown (in the UK, 38% chose their studio(s) because of a specific teacher)
- Mental health impact of yoga during the pandemic (for 20% students, yoga helped fight anxiety and depression)
- Who students practice with (14% of their partners join in)
- Where they set up (living room for 36%)

Example of available data about yoga teachers :

- Relationship with studios (52% teach on both studio and personal Zoom account)
- Teachers who have been teaching less/more than before lockdown (22% teachers in the UK have been teaching more than before lockdown)
- Teachers who gave private classes before lockdown (29%)

About Live Yoga Teachers

Live Yoga Teachers is a platform that connects teachers to students for Zoom classes. Any teacher can open an account and use the platform for their own students.

Teachers get a personal page and an admin platform to take bookings. They can build their student contact list, communicate with the students, sell classes and teach stress-free. No need for the teacher to create a website and promote it on Google and social media to find new students. We do it for them.

Students get automated updates from their favourite teachers, can access their schedule, book, pay online and practice more.

Founded by a yoga student specialised in online marketing and a developer, Live Yoga Teachers is currently in its beta phase and is launching to the public soon.

Are you interested? [Get in touch](#).



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