

The State of Online Yoga Teaching in Australia

ADORE
YOGA



A major survey of Australian Yoga Teachers that uncovers the opportunities and pitfalls of teaching yoga online.

Who's teaching online?

Of the 68% of surveyed Australian yoga teachers who teach online:

- 84% teach group online classes
- 53% teach private online classes
- 27% offer online workshops
- 44% offer recordings of their online classes

68%
teach
online



What are we earning?

- 10% of teachers charge \$0 for online classes
- 54% charge less than \$16 per class
- 45% charge \$16+ per class
- 30% are monetising their class recordings

What technology are we using?

- 87% use Zoom to broadcast
- 73% use a laptop to produce their classes
- 38% use a webcam
- 46% use a microphone
- 34% use purpose-bought lighting



Is online yoga teaching here to stay?

- 90% didn't offer online yoga before COVID-19
- 68% intend to continue teaching online after COVID-19
- 80% feel comfortable teaching online
- 64% participate in online classes with other teachers

Top tips

- "Just get started even without perfect technology and space"
- "Be relaxed and don't worry if it is not perfect"
- "Use Instagram, FB groups and YouTube videos for inspo and tech help"
- "My online students have been my stability through all of this"
- "A cheap bluetooth mic really helps when you're moving around teaching"



Get the full report:
info.adoreyoga.com/online-survey-results