



# CROWDED OUT

What Canada's  
professional musicians say  
the impact of the  
pandemic has been on  
their lives, art, and work.

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REPORTING ON NATIONAL SURVEY  
AND EXPLORATORY FOCUS GROUP

GOOD DECISIONS  
REQUIRE GOOD DATA.



JULY 2020

The COVID-19 pandemic has had a profound and widespread impact on Canada's professional musicians. As they rely heavily on live, in-person performances for their professional motivation and income, the complete shutdown of all live events has severely reduced their incomes and impacted their creativity and ability to produce music.

This study explores the impact of the pandemic through the country's professional musicians' eyes. It highlights the severe short-term impact on almost all professional musicians because of the restrictions on live, in-person events that are the primary income source for most musicians in the country. The report also demonstrates the potential long-term impact of the pandemic and the discomfort many musicians feel about returning live, in-person events as long as the risk of contracting COVID-19 persists.

## About the Study

On behalf of Music Canada, Abacus Data conducted a national survey of 723 Canadian professional musicians and a 90-minute online focus group with 12 professional musicians to explore the impact the COVID-19 pandemic was having on their careers, emotional and financial well-being, and the impressions of the music industry in Canada.

An exploratory focus group was conducted before the survey on May 28, while the survey was conducted from June 11 to 23, 2020.

Respondents were invited via the Connect platform and using snowball sampling from Music Canada's Advisory Council.

The margin of error for the survey is + 3.7%, 19 times out of 20.

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## EXECUTIVE SUMMARY

The COVID-19 pandemic has had a profound impact on the lives and incomes of Canada's professional musicians. Not only have live events been cancelled or postponed this year, but the outlook for 2021 is not promising. Most professional musicians say that the number of bookings so far for 2021 is lower than usual, and many don't expect a quick return to the stage – either because of government restrictions or personal discomfort performing while the risk of the virus exists.

Most professional musicians in Canada have relied on government emergency aid to get by. But as those programs expire, the outlook for professional musicians is quite dire. Professional musicians are feeling anxious, scared, uncertain, and worried about the future.

- 1 Live music is the lifeblood for Canada's professional musicians.** It is how they make their living and, more important to them; it is what motivates them as artists. The pandemic feels like a choice – between making a living and keeping them and their family safe. A choice that makes them very uncomfortable.

Canadian professional musicians perform, on average, 96 times a year, travelling across Canada and the globe to performance. The revenue they generate from live performances helps support, on average, another 11.5 other people like band members and those who go on tour with them.

- 2 The pandemic has had a severe impact on Canada's professional musicians' ability to earn a living.** 85% agree that if they can't perform live, they will have a difficult time making a living as a professional musician. To underscore the impact of the pandemic, for the rest of 2020, the average number of bookings is eight, down from last year's average of 87. More than half of the musicians surveyed have zero performances booked for the remainder of the year.



**3 Despite loving to perform, many worry about the health risks associated with COVID-19 if performances restart.**

They worry about their safety, the safety of their loved ones who might be exposed to the virus they could contract, their fans and audiences, and the impact distancing restrictions will have on the experience performing. While some safety protocols, like limited audience size or temperature checks, make some feel more comfortable, there is no silver bullet. The risk of COVID-19 is still too high for most musicians.

**4 The pandemic has also had an impact on professional musicians' ability to create music.**

Most professional musicians surveyed report that their ability to create music or songs been negatively impacted by the pandemic. The pandemic has isolated them from other artists. Physical distancing at home and not being able to access creative spaces is distracting and affects their creativity and productivity.

**5 Going digital isn't an easy solution for most professional musicians.**

The technical aspects and isolation make performing difficult, and the income replacement is nowhere near enough to make up for in-person performances. Many musicians report steep learning curves with technology and dissatisfaction with the lack of connection a digital experience creates between them and their audiences.

**6 As long as physical distancing requirements continue and live performances are limited, professional musicians in Canada will find it hard to make a living.**

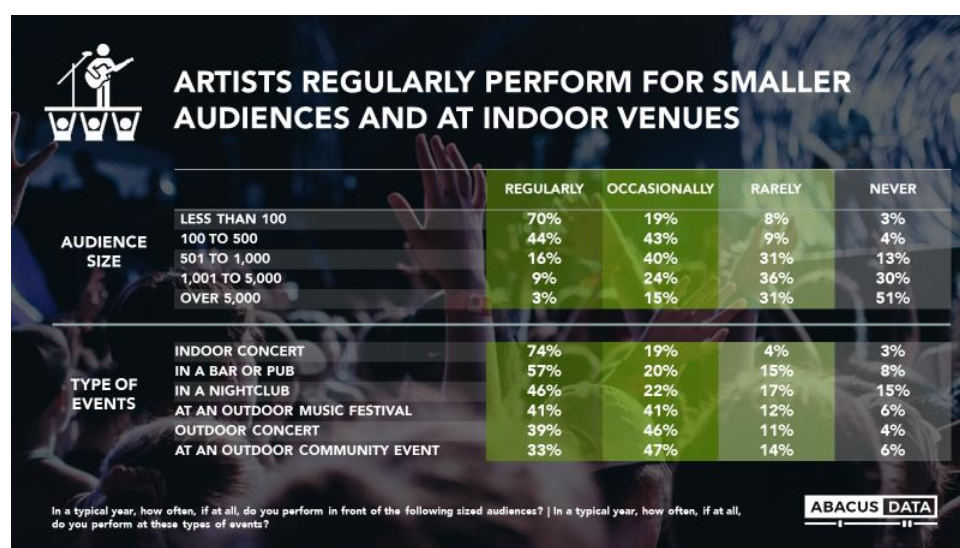
This will hurt their livelihoods, impact their families, and those who are supported by the revenue generated from their live performances (band members, managers, technicians, and others in the industry). It may also have a long-term impact on their creativity and music they produce.

## LIVE PERFORMANCES ARE THE LIFEBLOOD OF PROFESSIONAL MUSICIANS

Canada's professional musicians spent, on average, 49 days on tour last year, with half spending 26 days or more on tour. In a typical year, they perform, on average, at 96 concerts or live events.

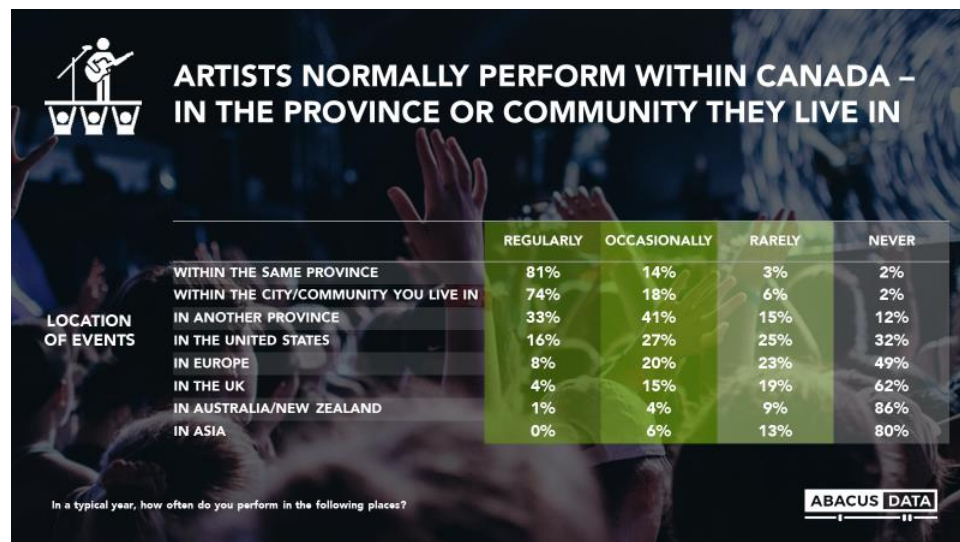
Most professional musicians perform in front of smaller audiences, with 70% saying they regularly play to audiences of 100 or less—only about 1 in 10 reports performing regularly to audiences of over 1,000.

Most regularly perform indoors, in a bar or pub. Only about four in ten reports regularly performing outdoors – either at a music festival, outdoor concert, or an outdoor music event. Given the typical weather in Canada, most professional musicians rely on indoor performances.



At the same time, while most professional musicians regularly perform within their communities or province, about half (43%) say they frequently or occasionally perform in the United States, 28% in Europe, and 19% in the United Kingdom. Travel restrictions to the United States and the on-going spike in infections south of the border will likely have

an extended and profound impact on many professional musicians in Canada.



“ I DON’T SEE US GOING DOWN THERE [UNITED STATES] FOR A LONG TIME – FEMALE MUSICIAN

Professional musicians also support other professionals with the revenue generated from live performances. They report that, on average, 11.5 people directly depend on the revenue they generate from touring and concerts. This includes other band members, technicians, tour organizers, and team members but doesn’t include those employed by venues, concert promoters, or festival organizers who also live off of the revenue generated from these events. Overall, 38% of professional musicians support six or more people, while only 15% don’t support any other professionals with income from their live performances.

Given that in a typical year, the average professional musician in Canada spends 49 days on tour and performs 96 live, in-person performances, it’s likely the role of live music is critical to the livelihoods of professional musicians in the sector.

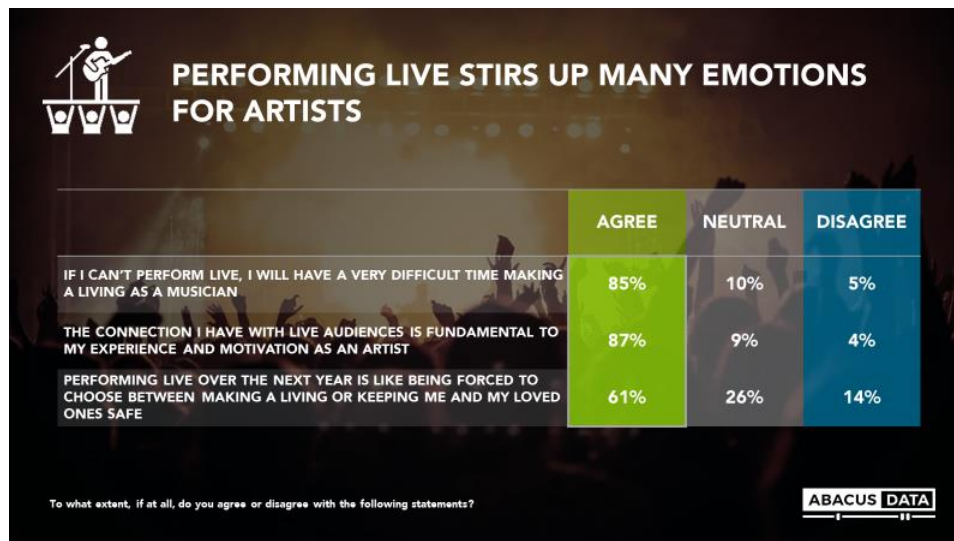
Professional musicians themselves confirmed this assumption. **85% agreed that if they cannot perform live, they will have a challenging time making a living as a professional musician.** This view is held across all professional musicians, regardless of their demographics, the type of music they play, or the types of venues they play in.

But at the same time, live performances are critical to what it means to be a musician in Canada. Almost all agree (87%) that the connection they

“ I MISS THAT CONNECTION, I MISS PLAYING WITH MY BANDMATE, I MISS THAT LIVE FEELING...

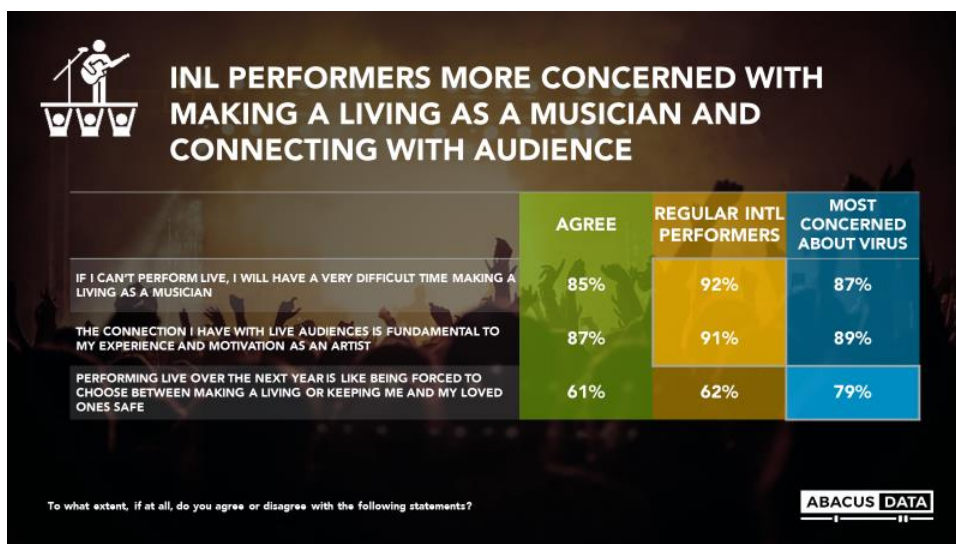
have with live audiences is fundamental to their experience and motivation as a professional musician.

These two factors – the importance of performing live to a professional musician’s motivation and personal income – underscore the impact of the pandemic on their overall well-being.



Despite the desire to perform and its importance to their incomes, most professional musicians still report that they have to make a choice. They say being forced to perform while the risk of contracting COVID-19 still exists is the equivalent of being forced to choose between making a living and keeping themselves and loved ones safe. That's a choice very few want to make, and it has created deep anxiety and uncertainty about the future.





## HOW IS THE PANDEMIC MAKING PROFESSIONAL MUSICIANS FEEL?

To say the pandemic has had a profound impact on the professional and personal lives of Canadian professional musicians is an understatement.

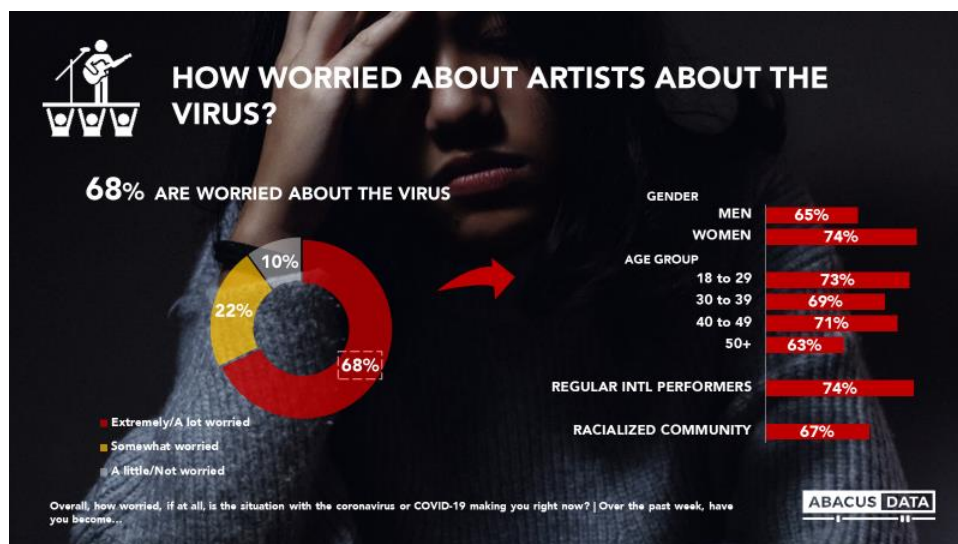
When asked to share three words that best describe how the past few weeks have felt since the pandemic started, professional musicians report a challenging, uncertain, and stressful period. Commonly used words include unpredictable, stress, anxious, worry, isolated, frustrated, and depressed. Some professional musicians felt helpless and scared about the situation.

“

IT'S VERY ANXIETY-PROVOKING, JUST NOT KNOWING...

”



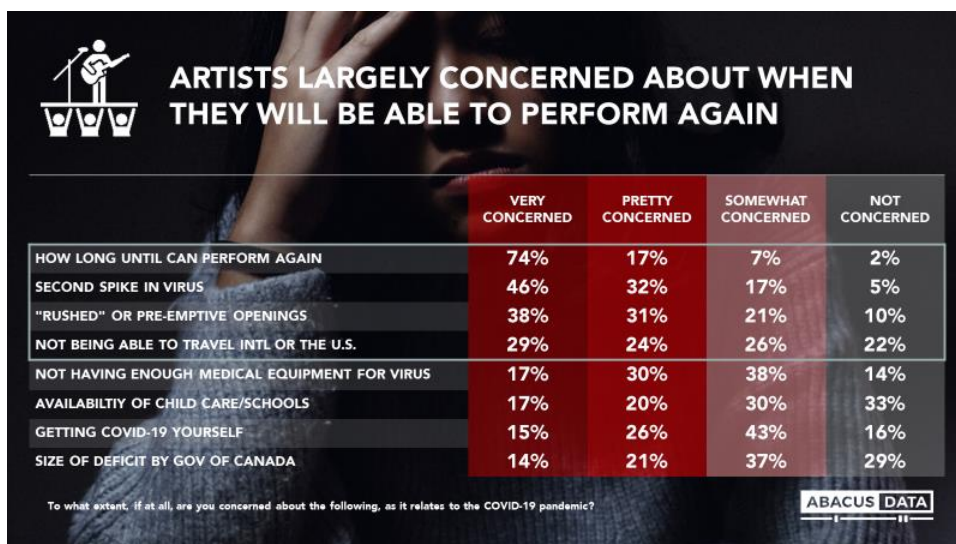


Many aspects of the pandemic concern professional musicians, but four, in particular, have most professional musicians at least pretty concerned. Despite a deep desire to return to doing what they love to do, most professional musicians report being at least pretty worried about the risk of the virus and its impact on their ability to perform.

Most professional musicians saying they are very concerned about how long it will take until they can perform again (74% are very concerned). The risk of a second spike, not being able to travel internationally for work, and rushed or pre-emptive openings has most at least pretty concerned.

A sizeable minority of professional musicians have concerns about child care and schools being open (about 1 in 5 have children under 12 years old at home), about getting COVID themselves, or even whether there will be enough medical equipment.

“EVERY TIME I THINK ABOUT POST-SUMMER AND POST-FALL, WHEN WE’RE STILL NOT BACK TO WORK, THAT’S WHEN MY HEART BEATS OUT OF MY CHEST...”



“

I AM WORRIED ABOUT TRAVELLING AND COMING HOME AND THE PEOPLE THAT ARE IN OUR HOME SPACE THAT WE COULD POTENTIALLY EXPOSE...

”

Concern about the time it will take perform again cross all demographic groups as does pre-emptive or rushed re-opening of venues or concerts. Not surprisingly, those who perform internationally are more likely to be concerned about not being able to travel abroad.



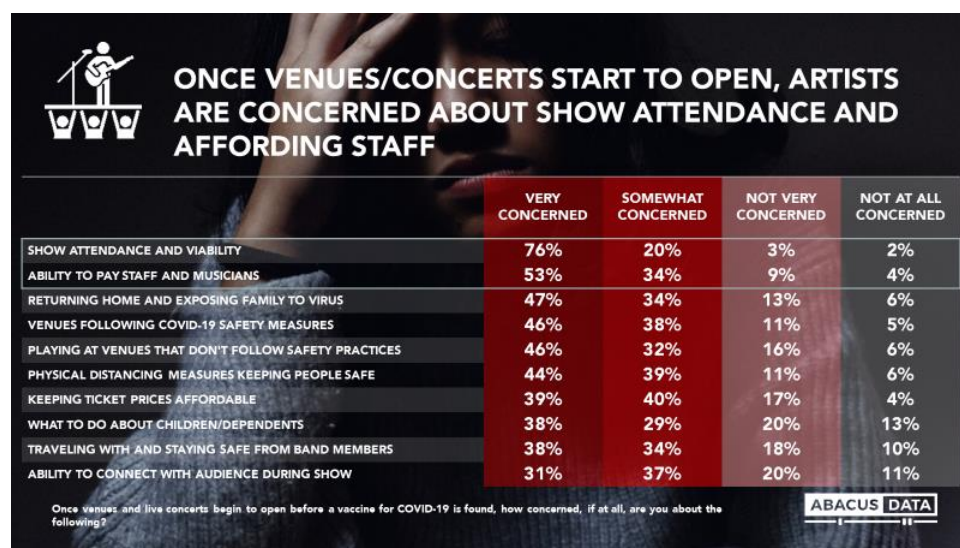
The fear of infection through live performances is clearly on their minds, especially those who are most worried about it. Among those most concerned about the virus, 57% say they are very concerned about venues opening too soon.



But concern about the virus extends far beyond the obvious, and our research finds a complicated and interconnected set of factors that are top-of-mind for professional musicians.

Professional musicians are worried about show attendance and viability (having enough concertgoers attend to make it worthwhile). Still, they are also concerned about having too many concertgoers attend (should venues not follow safety measures). Professional musicians are acutely aware of this balance, and the need to maintain show revenue for the sake of the concert's viability, and the need to maintain safety protocols to protect their health and the health of others.

Most professional musicians say they worry about the viability of shows and concerts, which would come as a result of needing to reduce capacity or institute physical distancing measures. Almost all are also at least somewhat concerned about their ability to pay staff or other professional musicians, exposing their family to the virus when they are on tour, and whether venues will follow COVID-19 safety procedures. The impact of the virus does not just impact the professional musicians themselves but has the potential to impact those around them, including the fans and concertgoers.



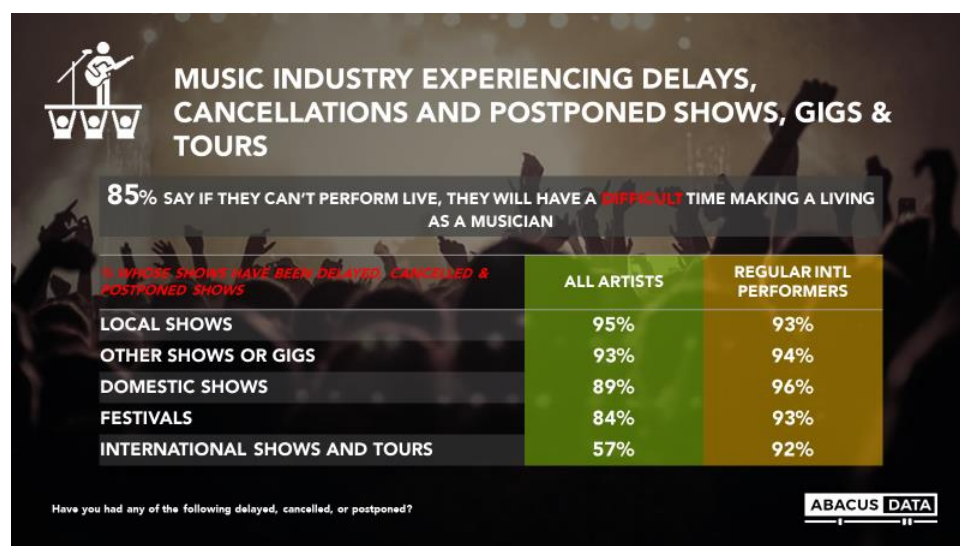
79% of professional musicians say they are concerned about keeping ticket prices affordable. At the same time, two-thirds are worried about their ability to connect with the audience during a concert,



demonstrating a deep affection for their fans and audience – something that was repeatedly mentioned in the focus group we conducted.

## THE IMPACT OF THE PANDEMIC ON CANADA'S PROFESSIONAL MUSICIANS.

As mentioned earlier, live performances are the lifeblood for the vast majority of professional musicians in Canada: **85% say that if they can't perform live, they will have a difficult time making a living as a professional musician.**



And while almost all bookings for 2020 have been cancelled or postponed, the impact extends well into 2021: **76% of professional musicians in Canada report that bookings for next year (2021) are lower than usual.**

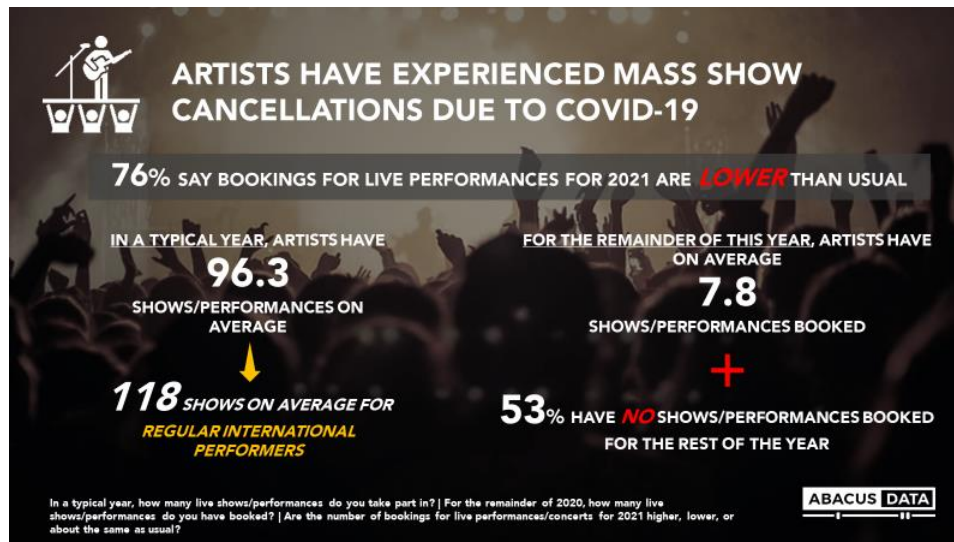
To underscore the impact of the pandemic, we asked professional musicians to share the number of performances they typically play in a given year and then asked how many they have booked for the remainder of 2020.

In a typical year, the professional musicians we surveyed play, on average, 96 shows or performances. Among those who regularly perform internationally, the average number of concerts annually increases to 118.

“  
EVERYTHING SINCE THEN HAS BEEN CANCELLED. TOURS IN THE UK, AND IN THE STATES, AND ACROSS CANADA, AS WELL AS ANY FESTIVAL OPPORTUNITY...  
”

For the rest of 2020, the average number of booked performances is just **about eight**. Even if we pro-rate that number given, we are six months into 2020, that is almost 80 paid performances less, on average, than an average Canadian professional musician would typically play.

And more concerning, **53%** or about half of professional musicians in Canada have *no* shows or performances booked for the rest of the year yet.



What has the financial impact of the pandemic been like on professional musicians in Canada?

- 96% report that their income from music has been negatively impacted.
- 85% of professional musicians say others depend on them for revenue from live, in-person performances – other professional musicians, their managers, and teams that help them tour and perform.
- 75% have applied for and were approved for the Canada Emergency Relief Benefit. 14% did not qualify to receive CERB.

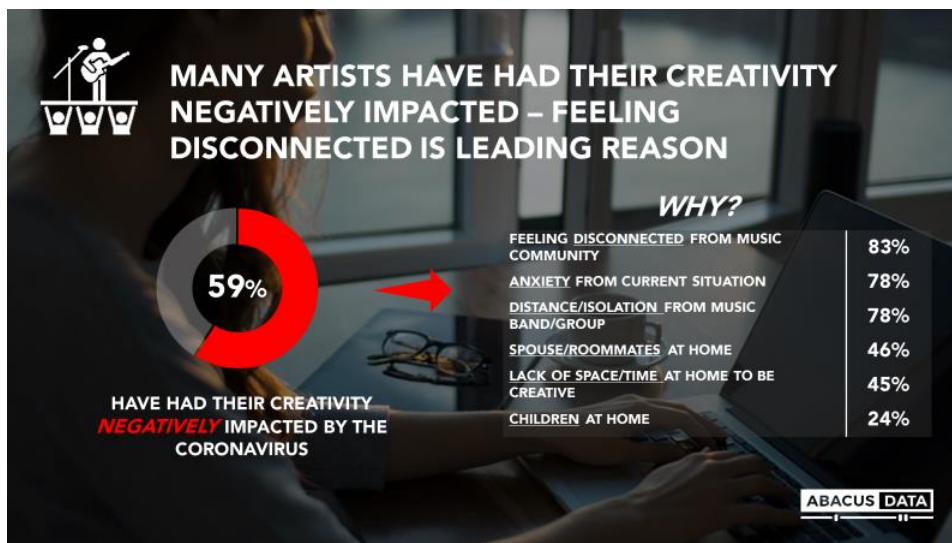
But beyond financial impacts related to the shutdown of all live events, the pandemic has also had an effect on professional musicians' ability to create music.

Most professional musicians (59%) surveyed report that their ability to create music or songs has been negatively impacted by the pandemic. 20% say no impact, while 21% feel it has had a positive effect on their creativity.

Among those who say their ability to create music has been negatively impacted, aspects most negatively affected were:

- ✓ 83% report feeling disconnected from the music community negatively impacting their work.
- ✓ 78% report the distance and isolation from their band or group makes collaboration and input difficult.
- ✓ 78% say anxiety from the pandemic has negatively impacted their creativity and productivity.
- ✓ 46% say having their spouse or roommates in the home has been a source of distraction. 24% say the same thing about having children at home.

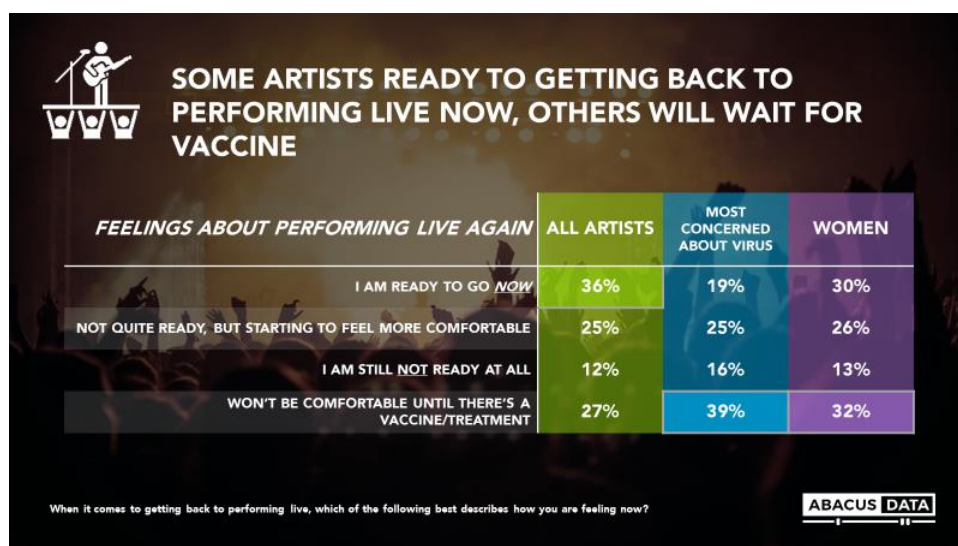
“THE COMMUNITY THAT I BELONG TO... IT FEELS LIKE I'VE LOST A LIMB, I CAN'T STRESS ENOUGH HOW DIFFICULT IT IS TO BE AWAY FROM IT, BECAUSE IT'S LIKE MY SECOND FAMILY”



## WHAT WOULD MAKE PROFESSIONAL MUSICIANS COMFORTABLE PLAYING AGAIN?

Many professional musicians in Canada are ready to get back to live performances now, **but most are not**. 36% say they are prepared to perform again now, while 25% say they aren't quite ready. Another 39% say they are still not prepared or won't be ready until there is a vaccine or treatment for COVID-19.

Those most concerned about the virus and female musicians more generally are the least likely to be ready to play live, in-person events right now and most hesitant until there's a vaccine available



“WE ARE EAGER TO PLAY AGAIN BUT WE'RE ALSO TENTATIVE TO DO IT IN A WAY THAT FEELS SAFE.”



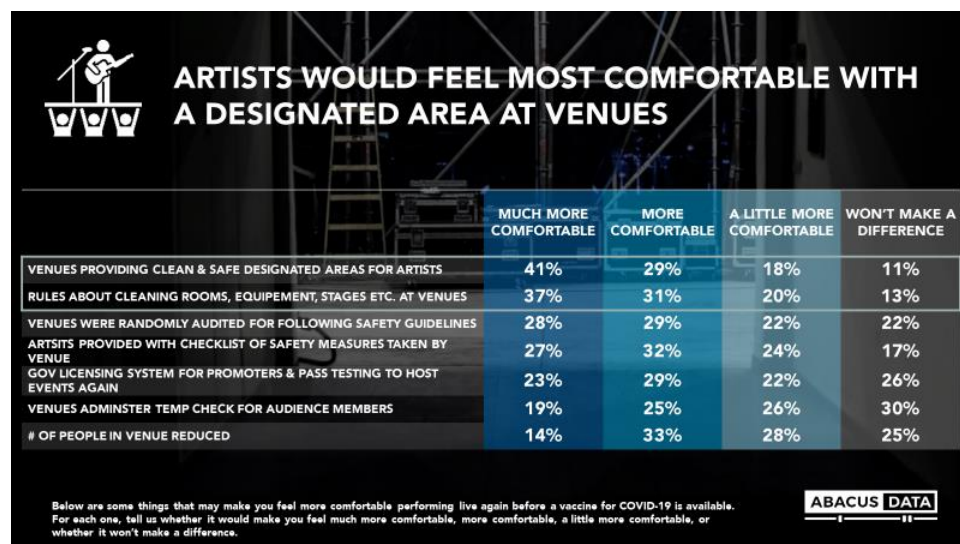


In the survey, we asked respondents what would make them more comfortable performing live music again before a vaccine for COVID-19 is available.

Providing clean and safe designated areas for professional musicians and having rules about clean rooms, equipment, and stages at venues were critically important for at least 70% of professional musicians. For others, these measures would do little to ease concerns.

Some other measures do little to ease concerns about live performances. For example, reducing the number of concertgoers at a venue, or administering temperature checks would only make about half of professional musicians feel more comfortable about performing.

Many would find a government licensing system tied to cleanliness or random audits of venues helpful, but the impact on reducing unease and increasing comfort is not universal.



In short, while there's a genuine desire to get back out and perform again, many musicians remain deeply concerned about the risk to their health, their families' health, and the health of those they perform with and in front of. For some, that concern won't be alleviated until a vaccine or treatment for COVID-19 is developed and widely distributed.

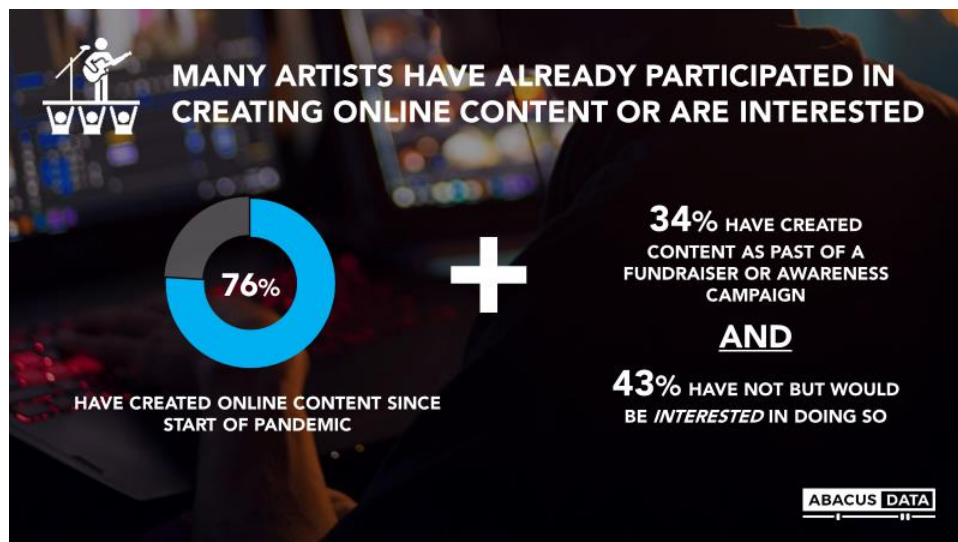
While some measures will work to make musicians more comfortable, no solution is universally accepted.

## ALTERNATIVES TO LIVE PERFORMANCES

With all live events cancelled and professional musicians forced to isolate themselves in their homes, digital platforms have provided an opportunity to engage with audiences and continue to produce and perform music.

During the pandemic, 76% of Canada's professional musicians report having created online content since the start of the pandemic. Younger professional musicians were more likely to have done this than older professional musicians, although a majority in all age groups report having produced online content during this period.

One in three also created content as part of a fundraiser or awareness, and another 43% would have if they were asked to by organizers.



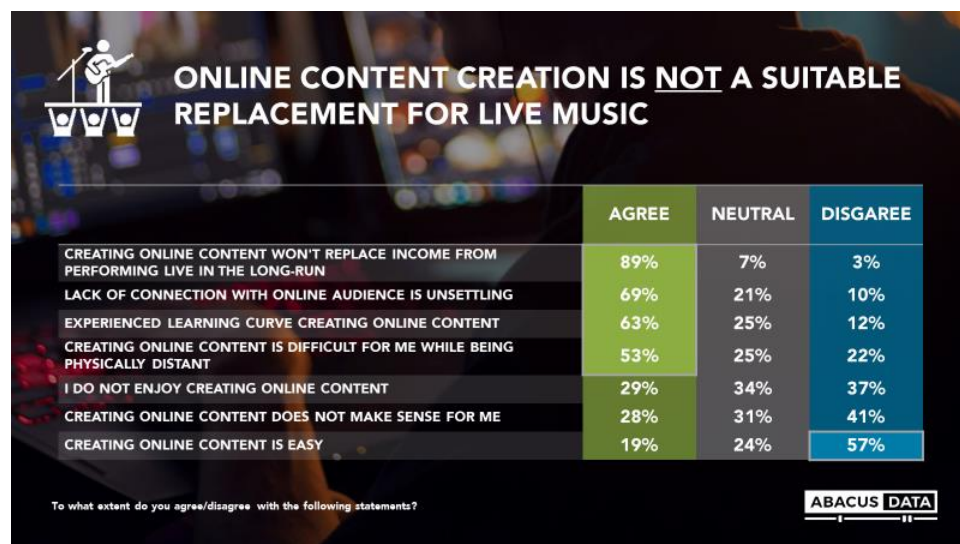
But the transition to digital or online content creation is not necessarily an easy or effective alternative to live, in-person performances.

For example:

- ✓ 69% believe that the lack of connection with online audiences is unsettling.
- ✓ 63% agree that they have experienced a steep learning curve in creating online content.
- ✓ 53% agree that creating online content is difficult for me while being physically distant.
- ✓ Only 19% agree that creating online content is easy.

Most important, almost all agree (89%) that creating online content won't replace the income from performing live in the long run.

“THERE IS THE SENSE OF HAVING TO LEARN A WHOLE NEW SKILLSET AND TRY TO DELIVER THAT WITH SOME SENSE OF QUALITY...”



## THE UPSHOT

The COVID-19 pandemic has had a profound impact on the lives and incomes of Canada's professional musicians. Not only have live events been cancelled or postponed this year, but the outlook for 2021 is not promising. Most professional musicians say that the number of bookings so far for 2021 is lower than usual, and many don't expect a quick return to the stage – either because of government restrictions or personal discomfort performing while the risk of the virus exists.

Most professional musicians in Canada have relied on government emergency aid to get by. But as those programs expire, the outlook for professional musicians is quite dire. Professional musicians are feeling anxious, scared, uncertain, and worried about the future.

This anxiety and the disruption to their lives, caused by family obligations, roommates, and the fear of contracting the virus, has also impacted their ability to create music and be creative.

Live, in-person performances are the lifeblood of professional musicians in Canada. They provide a connection to audiences and the motivation to create. They also are the primary source of income for almost all of Canada's professional musicians.

Finding short-term solutions that create safe and comfortable venues for both professional musicians and concertgoers will be critical to re-opening the live music sector.

But given the hesitancy and concern that many professional musicians express, long-term policy solutions that allow Canada's professional musicians to create the art that so many Canadians love should be a top priority for any stakeholder in the music and cultural sector.

The key findings from the study include:

**Professional musicians depend heavily on live, in-person performances to make a living.** They perform, on average, 96 times a year travelling across Canada and the globe to performance. The revenue they generate from live performances helps support, on average, 11.5 other people tied to their music.

**Live music is the lifeblood for professional musicians.** It is how they make their living and what motivates them as professional musicians. The pandemic feels like a choice – between making a living and keeping them and their family safe.

**The pandemic has fundamentally changed their professional lives and made it harder to be professional musicians.** For the rest of 2020, the average number of bookings is 8, down from last year's average of 87. 85% agree that if they can't perform live, they will have a difficult time making a living as a professional musician.

**But beyond financial impacts related to the shutdown of all live events, the pandemic has also had an effect on professional musicians' ability to create music.** Most professional musicians surveyed report that their ability to create music or songs been negatively impacted by the pandemic. 20% say no impact, while 21% feel it has had a positive impact on their creativity.

**Despite the loss of income and the deep desire to get back to doing what they love, many worry about getting back into live performances.** They worry about their safety, the safety of their loved ones, their fans, and the impact physical distancing restrictions will have on their experience.



**Professional musicians are artists. They want to feel connected to their fans.** COVID has created new barriers for connecting with fans while severely reduced their ability to make money. They also profoundly worried about the impact of the pandemic on the viability of the live-music business, ticket prices, and the overall experience for concertgoers.

**Going digital isn't an easy solution for most professional musicians.**

The technical aspects and isolation make performing difficult, and the income replacement is nowhere near enough to make up for in-person performances.

**As long as distancing continues and live performances are limited, professional musicians in Canada will find it hard to make a living.**

This will hurt not only their livelihoods, impact their families, and those who they support (band members, managers, technicians, and others in the industry), but it could have a long-term impact on the creativity and music they produce.

## SURVEY QUESTIONNAIRE

Thank you for taking the time to complete this important survey. There are several questions, and the survey may take up to 20 minutes to complete. We had a lot of areas to explore and we appreciate your patience and time completing the survey.

The aggregate results of this survey will be used to tell the artist/musician story during the pandemic and lobby all levels of government.

To make sure we are talking to the right people, please answer these first few questions about you.

1. Do you identify as...
  - a. Male
  - b. Female
  - Non Binary
  - c. Prefer to self identify: \_\_\_\_
  - d. Prefer not to say
2. In what province do you currently live in?
3. What age group do you fall into?
  - a. Under 18
  - b. 18 to 29
  - c. 30 to 39
  - d. 40 to 49
  - e. 50 to 59
  - f. 60 to 69
  - g. 70+
4. In 2019, what proportion of your personal income came from any activity related to your music? [sales, performing, consulting, etc]
  - a. Less than 25% [thank and terminate]
  - b. 25% to 49% [thank and terminate]
  - c. 50% to 74%
  - d. 75% to 100%

Thank you!

The next few questions are about your views about the COVID-19 pandemic.

1. Overall, how worried, if at all, is the situation with the coronavirus or COVID-19 making you right now?
  - a. Extremely worried
  - b. Pretty worried
  - c. Somewhat worried
  - d. A little worried
  - e. Not worried at all
2. Over the past week, have you become...
  - a. More worried about the pandemic
  - b. Less worried about the pandemic
  - c. I feel the same as I did a week ago
3. To what extent, if at all, are you concerned about the following, as it relates to the COVID-19 pandemic? [rotate] [very concerned, pretty concerned, somewhat concerned, a little concerned, not concerned at all]
  - a. Getting COVID-19 yourself
  - b. How long it will take before you can perform again
  - c. Not being able to travel to the United States or internationally
  - d.
  - e. The effect of "rushed" or pre-emptive openings of businesses and locations/public places
  - f. There not being enough medical equipment to handle all the cases of COVID-19
  - g. The availability of child care or schools
  - h. A second spike in COVID-19 infections
  - i. The size of the deficit/debt being run by governments in Canada
4. How long do you think it will take before you can live your life more or less like you did before the coronavirus outbreak in Canada?
  - a. Less than two months
  - b. 2 to 6 months
  - c. 6 to 12 months
  - d. 1 to 2 years
  - e. More than 2 years
  - f. Not sure at this point

**The next few questions are about you and your career as an artist/musician.**

5. How long have you been a professional musician?
  - a. Less than a year

- b. 1 to 2 years
  - c. 3 to 5 years
  - d. 5 to 10 years
  - e. More than 10 years
6. Which of the following statements best describes you? Select all that apply
- a. I'm a recording artist (including studio musicians, bands, solo etc.)
  - b. I'm a live performance artist (lead, side, support etc.)
  - c. I'm a songwriter/publisher
  - d. I'm an artist entrepreneur
  - e. Other: please specify
7. What kind of music do you play? Select all that apply
- a. Jazz
  - b. Rock
  - c. Hip hop
  - d. R&B
  - e. Blues
  - f. House
  - g. Country
  - h. Pop
  - i. Classical
  - j. Folk
  - k. Heavy metal
  - l. Electronic
  - m. Soul
  - n. Orchestra
  - o. Reggae
  - p. Other
8. What instrument(s) do you play primarily? Select all that apply
- a. Piano
  - b. Guitar
  - c. Violin
  - d. Drums
  - e. Saxophone
  - f. Flute
  - g. Cello
  - h. Double bass
  - i. Clarinet
  - j. Trumpet

- k. Harp
  - l. Vocalist
  - m. Other: please specify
  - n. I do not play an instrument [Exclusive]
9. Do you play with others or individually or both?
- a. With others/in a band or group
  - b. Individually
  - c. Both
10. Are you signed to a label? [Yes/No]
11. [If YES] Which label are you signed to? [OPEN]
12. What are 3 words that would best describe how life has felt the past few weeks since the pandemic? [3 open spaces]
13. In a typical year, how many live shows/performance do you take part in? [numeric]
14. For 2020, how many live shows/performance do you have booked? [numeric]
15. Are the number of bookings for live performances/concerts for 2021 higher, lower, or about the same as usual?

**The next few questions are about the financial impact of the pandemic.**

16. Do you have a spouse or partner whose primary income also comes from music? [Yes/No]
17. [if YES] And how has your income **from music** been impacted the last few months by the coronavirus/COVID-19? Has it...
- a. Been unaffected
  - b. Increased a lot
  - c. Increased somewhat
  - d. Decreased somewhat
  - e. Decreased a lot
18. Have you had any of the following, delayed, cancelled, or postponed? [Yes/No]
- a. Domestic shows (shows and tours within Canada)



- b. International shows and tours (involving plane travel)
  - c. Local shows (within community)
  - d. Festivals
  - e. Other shows or gigs
19. Have you applied and/or received money from the Canadian Emergency Response Benefit (CERB) government program?
- a. Yes, I have applied and received compensating from CERB
  - b. Yes, I have applied but have yet to receive CERB
  - c. No, but I am thinking about it
  - d. No, I have not and do not plan to apply for CERB
  - e. I do not qualify to receive compensation from CERB
20. Have you applied for any other type of aid or assistance from government related to the pandemic beyond CERB? [Yes/No]
21. [IF YES] What other types of aid or assistance from government have you applied to? [OPEN]
22. [IF YES] Was your application approved and did you receive aid?
- a. Yes, it was approved and I received aid
  - b. Yes, it was approved and I am waiting to receive aid
  - c. No, it was not approved
23. Have you applied for any other type of aid or assistance from other initiatives or funds, NOT from government, associated with the pandemic? [Yes/No]
24. [IF YES] What other types of aid or assistance **NOT** from government have you applied to? [OPEN]
25. [IF YES] Was your application approved and received aid?
- a. Yes, it was approved and I received aid
  - b. Yes, it was approved and I am waiting to receive aid
  - c. No, it was not approved
26. How many other people would you say your income from music directly supports, either as complete income or in addition to other income? This includes band members, technicians etc. [open, numeric]
27. Do you have any other ideas of how governments can help support artists during this time? If so, write them down in the box below. [OPEN]

**The next few questions are about touring and future live performances.**

28. Do you have a manager or are you self-managed?
- Have a manager
  - Self-managed
29. In a typical year, how many days do you spend on tour? [numeric]
30. In a typical year, how often, if at all, do you perform in front of the following sized audiences? [regularly, occasionally, rarely, never] [rotate]
- Less than 100
  - 100 to 500
  - 501 to 1,000
  - 1,000 to 5,000
  - Over 5,000
31. In a typical year, how often, if at all, do you perform at these types of events? [regularly, occasionally, rarely, never] [rotate]
- Indoor concert
  - Outdoor concert
  - At an outdoor music festival
  - At an outdoor community event
  - In a bar or pub
  - In a nightclub
32. In a typical year, how often do you perform in the following places? [regularly, occasionally, rarely, never] [rotate]
- Within the city/community you live in
  - Within the same province
  - In another province
  - In the United States
  - In the UK
  - In Australia/New Zealand
  - In Europe
  - In Asia
33. When it comes to getting back to performing live, which of the following best describes how you are feeling now?
- I am ready to go now.
  - Not quite ready, but I am starting to feel more comfortable about it.
  - I am still not ready at all.

- d. I'm not sure I'll be comfortable performing live until there's a vaccine or treatment for COVID-19.
34. Once venues and live concerts begin to open before a vaccine for COVID-19 is found, how concerned, if at all, are you about the following? [Very concerned, somewhat concerned, not very concerned, not at all concerned, not applicable to me] [rotate]
- a. Show attendance and the ability for concerts to be viable
  - b. Keeping ticket prices affordable for your fans/concert goers
  - c. Your ability to connect with the audience during a concert
  - d. Whether physical distancing rules will work to keep people safe
  - e. Your ability to pay staff and additional musicians
  - f. Whether venues will follow safety measures associated with COVID-19.
  - g. Traveling with band members and keeping safe from each other when sharing vehicles/rooms
  - h. Returning home after shows and exposing family/roommates to virus.
  - i. Being forced to play venues that do not follow safe practices during this period.
  - j. What to do about your children/dependents
35. Below are somethings that may make you feel more comfortable performing live again before a vaccine for COVID-19 is available. For each one, tell us whether it would make you feel much more comfortable, more comfortable, a little more comfortable, or whether it won't make a difference. [rotate]
- a. If provincial or state governments set up a licensing system for live music venues/promoters that required them to pass an inspection before they can host live music events again.
  - b. If there were rules or regulations about the cleaning of venues including equipment, stages, and dressing rooms.
  - c. If venues were randomly audited to make sure they were following distancing/safety guidelines.
  - d. If the number of people allowed into a venue was reduced.
  - e. If venues were required to provide designated areas for artists that were guaranteed to be cleaned and maintained according to health and safety guidelines.
  - f. If venues were required to administer temperature checks for audience members before entering the venue
  - g. If artists were provided with a detailed checklist/description of precautions and measures taken by the venue to ensure everyone's safety and health.

36. To what extent, if at all, do you agree or disagree with the following statements? [strongly agree, agree, neither agree nor disagree, disagree, strongly disagree] [rotate]
- a. Performing live over the next year is like being forced to choose between making a living or keeping me and my loved ones safe.
  - b. If I can't perform live, I will have a very difficult time making a living as a musician.
  - c. The connection I have with live audiences is fundamental to my experience and motivation as an artist.
37. Overall, how do you think the federal government has done

**These next few questions about online content**

38. Have you participated in creating online content since the beginning of the pandemic?
- h. Yes, I have
  - i. No, but I am planning to
  - j. No, and I don't plan to
39. [if YES] Have you generated revenue for the content you have created? [Yes/No]
40. To what extent do you agree/disagree with the following statements? [strongly agree, agree, disagree, strongly disagree, unsure] [rotate]
- a. I have experienced a learning curve to create online content – cutting music together, uploading, monetizing, distribution, “having to learn a new skillset”
  - b. Creating online content is simple and easy from production to uploading it.
  - c. I do not enjoy creating online content and do not plan to spend time on it.
  - d. The lack of connection with what I assume is an audience on the other side of the screen is unsettling.
  - e. The type of music, instrument, or situation makes it difficult to create online content while also being physically distant.
  - f. Creating online content does not make sense for me
  - g. I don't think creating online content will be able to replace the income I've lost from not being able to perform live in the long-term.

41. Have you been asked to create content or perform live as **part of a fundraiser or an effort to raise awareness** during this time?

- a. Yes, I have and I accepted
- b. Yes, I have but I did not accept
- c. No, but I would be interested
- d. No, and I would not be interested

**The next few questions are about the impact of the pandemic on song writing or creativity.**

42. How has your ability to create music/songs been impacted by the coronavirus? [Very negatively, somewhat negatively, somewhat positively, very positively, has not been impacted]

43. [If NEGATIVE] Which of the following factors have negatively impacted your ability to be creative? Select all that apply

- a. Children at home
- b. Spouse/roommates at home
- c. Anxiety from current situation
- d. Distance/isolation from music band/group – input and collaboration
- e. Feeling disconnected from music community – friends, other artists
- f. Lack of space/time at home to be creative
- g. Other (please specify)
- h. None of the above

**These final questions will help us understand more about you and group responses.**

44. Are you...

- a. Single
- b. Married/Common law
- c. Divorced

45. Do you have children at home under 18?

- a. Yes
- b. No

46. Prior to the pandemic, which of the following best describes your household income?

- a. Under \$35,000
- b. \$35,000 to \$50,000



- c. \$50,001 to \$75,000
  - d. \$75,001 to \$100,000
  - e. \$100,001 to \$150,000
  - f. Over \$150,000
  - g. I prefer not to answer
47. How did you vote in the last federal election in October 2019?
- a. Liberal
  - b. Conservative
  - c. NDP
  - d. Green
  - e. Bloc Quebecois
  - f. Another party
  - g. Did not vote
48. What best describes the type of community you live in?
- a. Large city (More than 400,000 people)
  - b. Suburban community (city or town outside a large city)
  - c. Small city (Less than 400,000 people)
  - d. Town (Less than 50,000)
  - e. Rural community (Less than 10,000)
49. Were you...
- a. Born in Canada
  - b. Born outside Canada
50. Are you a member of a racialized group or visible minority community?
- a. Yes
  - b. No
51. Are you a member of an Indigenous community?
- a. Yes
  - b. No