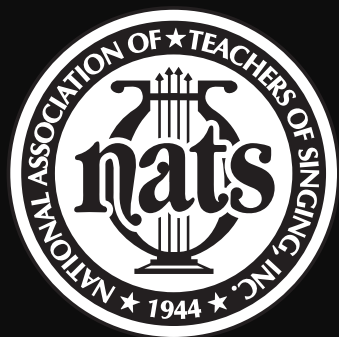


COVID-19 Pandemic Survey Report

Over 1,500 Singing Industry Professionals
Share Insights and Lessons Learned



A Survey Report by the National Association of Teachers of Singing



Survey Overview

COVID-19 Pandemic Survey Report

The National Association of Teachers of Singing (NATS) and PracticeCraft partnered to survey members of the singing industry regarding their experience and the effect of the COVID-19 pandemic on the singing industry.

Over 1,500 (1,538) individuals in the singing industry responded to the survey conducted in the second quarter of 2021. We carefully screened the responses to provide the most reliable and valid results and summaries.

This report summarizes results of that survey and is intended to provide an overview of the singing industry amidst the pandemic, including overall experience, challenges, support networks, finances, changes in activities, and lessons learned. This survey also sought to assess the response of NATS to the pandemic, with a focus on what went well and what could be improved.

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Effects of the 2020 COVID-19 Pandemic

The 2020 COVID-19 pandemic negatively impacted the lives of most respondents (60%). The negative impact was driven primarily by job stability and income reductions, highlighted later in this report. However, 27% of respondents reported a positive impact. The pandemic was felt across many areas of life. Over 50% of respondents reported that their social life, job, family, and careers were all affected “a lot” or “a great deal.”

Pandemic Impact

Positive	Negative
27%	60%

13% of respondents reported that the pandemic had neither a positive nor negative impact.

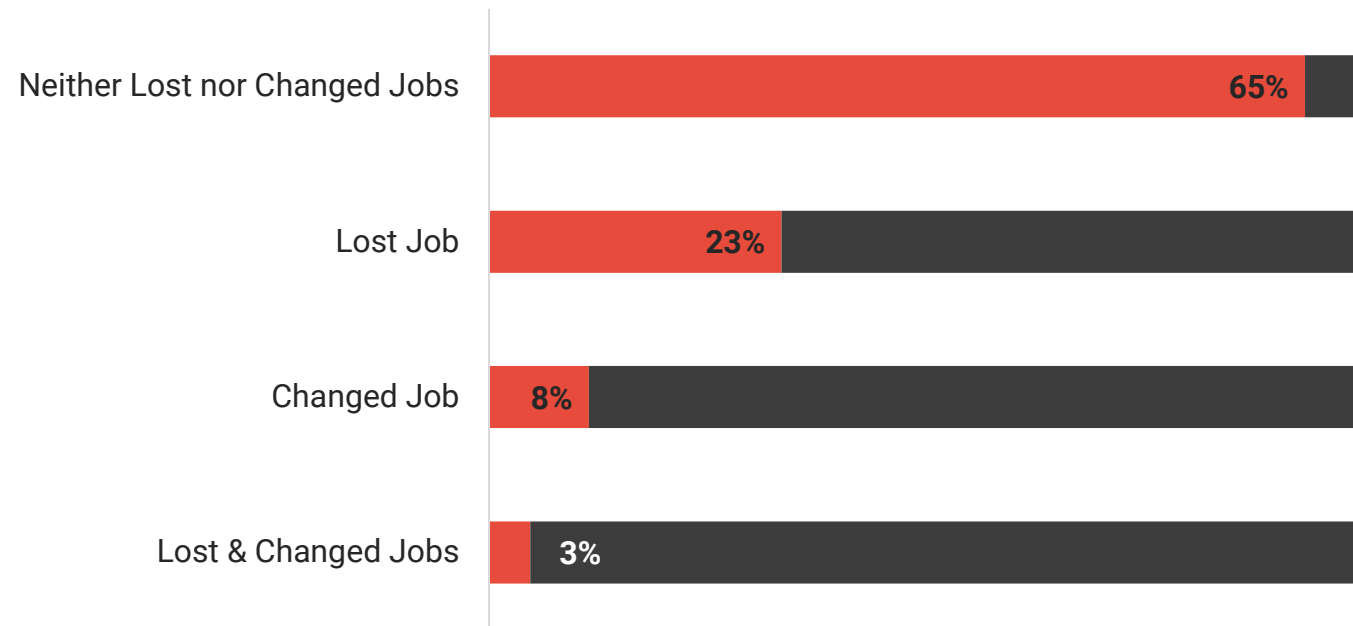
Areas Most Affected

83%	Social
71%	Job
57%	Family
56%	Career
27%	Education

Working During the Pandemic

Job Stability

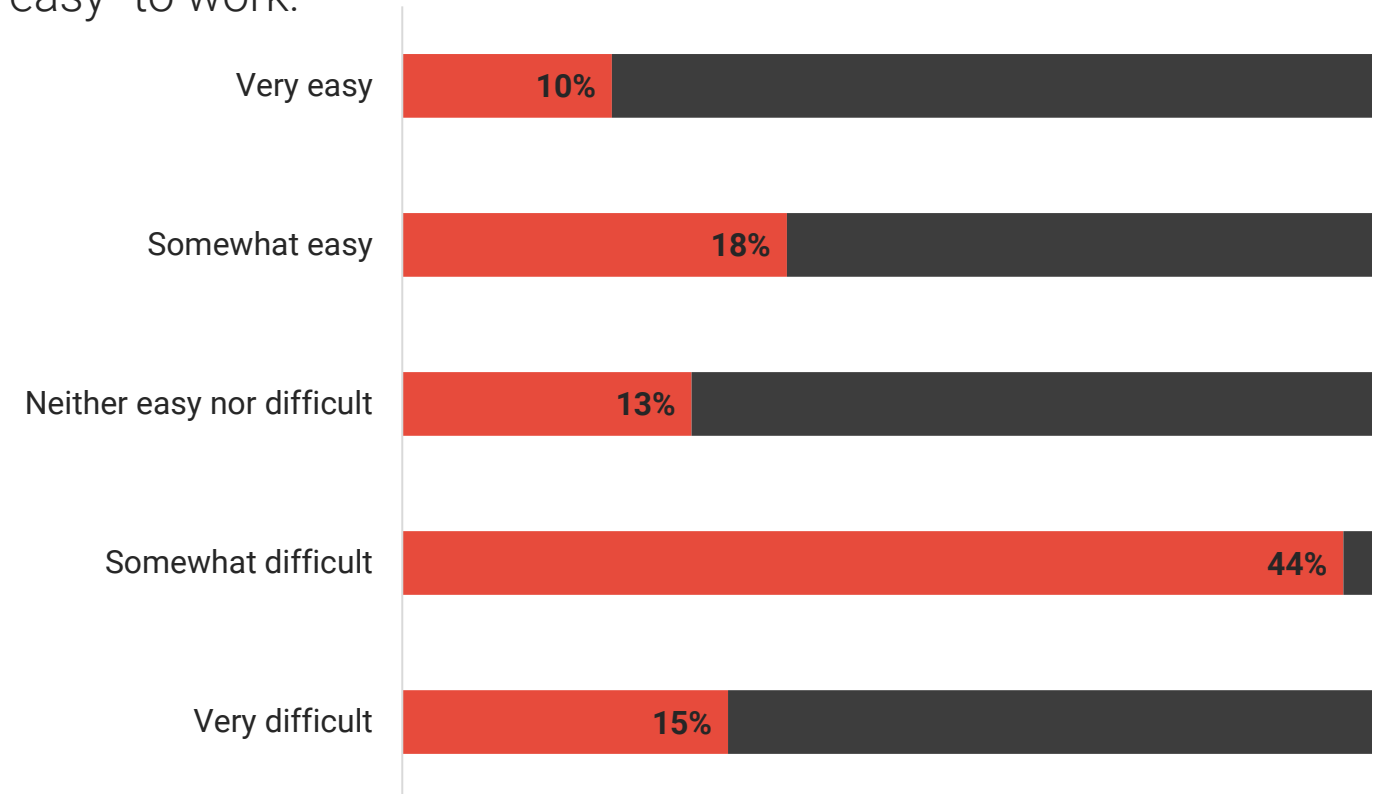
A third of respondents (34%) experienced a job loss, change, or both during the pandemic, whereas 65% experienced no loss or change. Job loss and/or change influenced people's overall experience of the pandemic. Those who lost a job, changed jobs, or both reported a negative overall experience more frequently (69%) than those who did not (55%).



Percentages do not sum to 100% due to rounding error.

Ease of Working

The airborne nature of the virus at the center of the pandemic affected the singing industry unlike many others. Many (59%) found it difficult to work during the pandemic, with only about one fourth of respondents (28%) finding it "somewhat easy" or "very easy" to work.



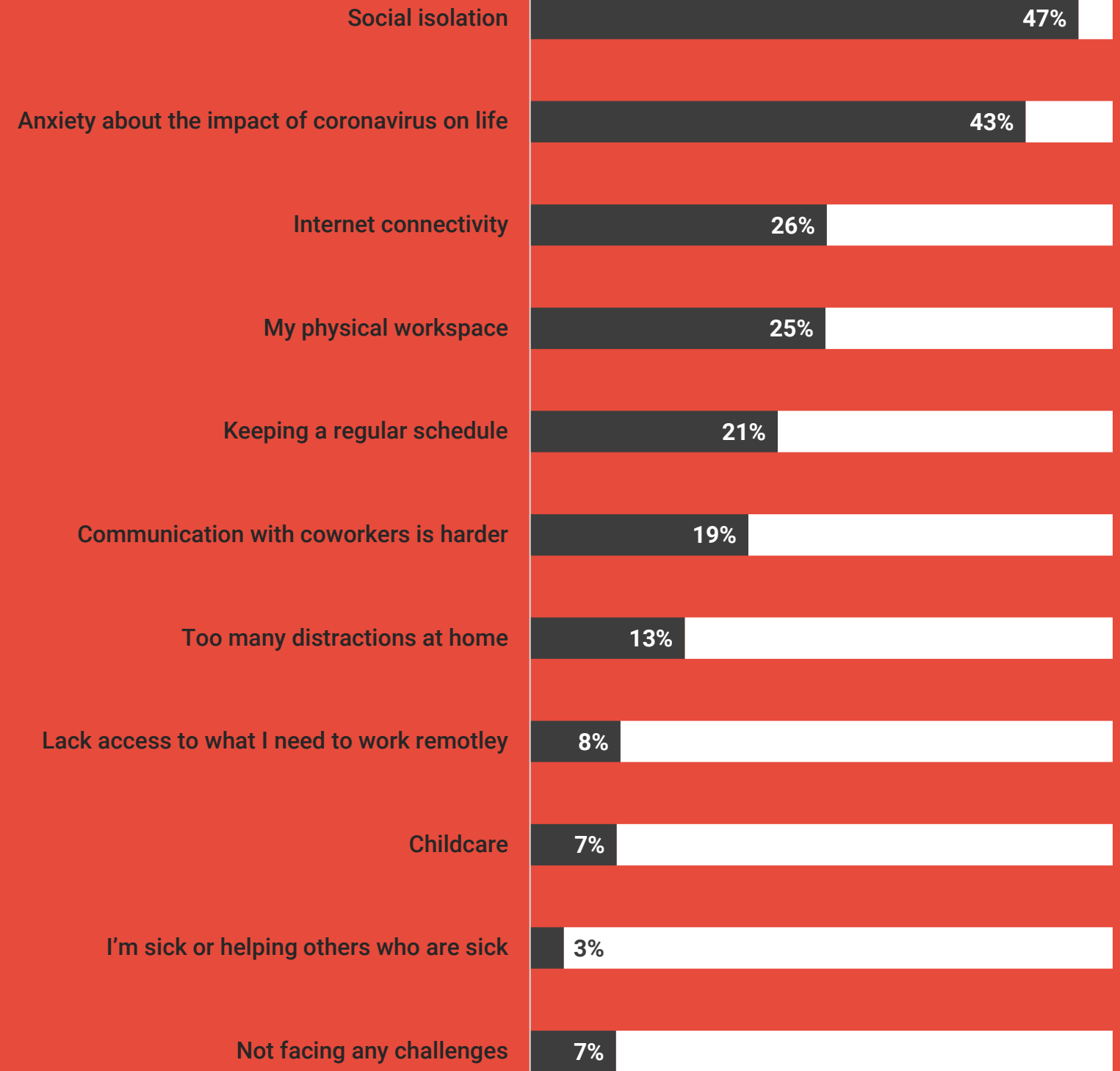
Challenges

The swift and global nature of the pandemic presented many challenges to those in the singing industry, with over 90% of respondents experiencing at least one challenge during the pandemic.

The most frequently cited challenge was social isolation, closely followed by anxiety concerning the impact of COVID-19.

Work-from-home was a new concept to many. About 20% of respondents reported work-related issues, such as internet connectivity, physical workspace limitations, keeping a regular schedule, and coworker communication as significant hurdles.

Despite many experiencing challenges, 7% of respondents reported that they were not facing any challenges.



Confidence in Personal Support Network

Isolation presented a major challenge during the pandemic as people turned to their social networks for support and encouragement.

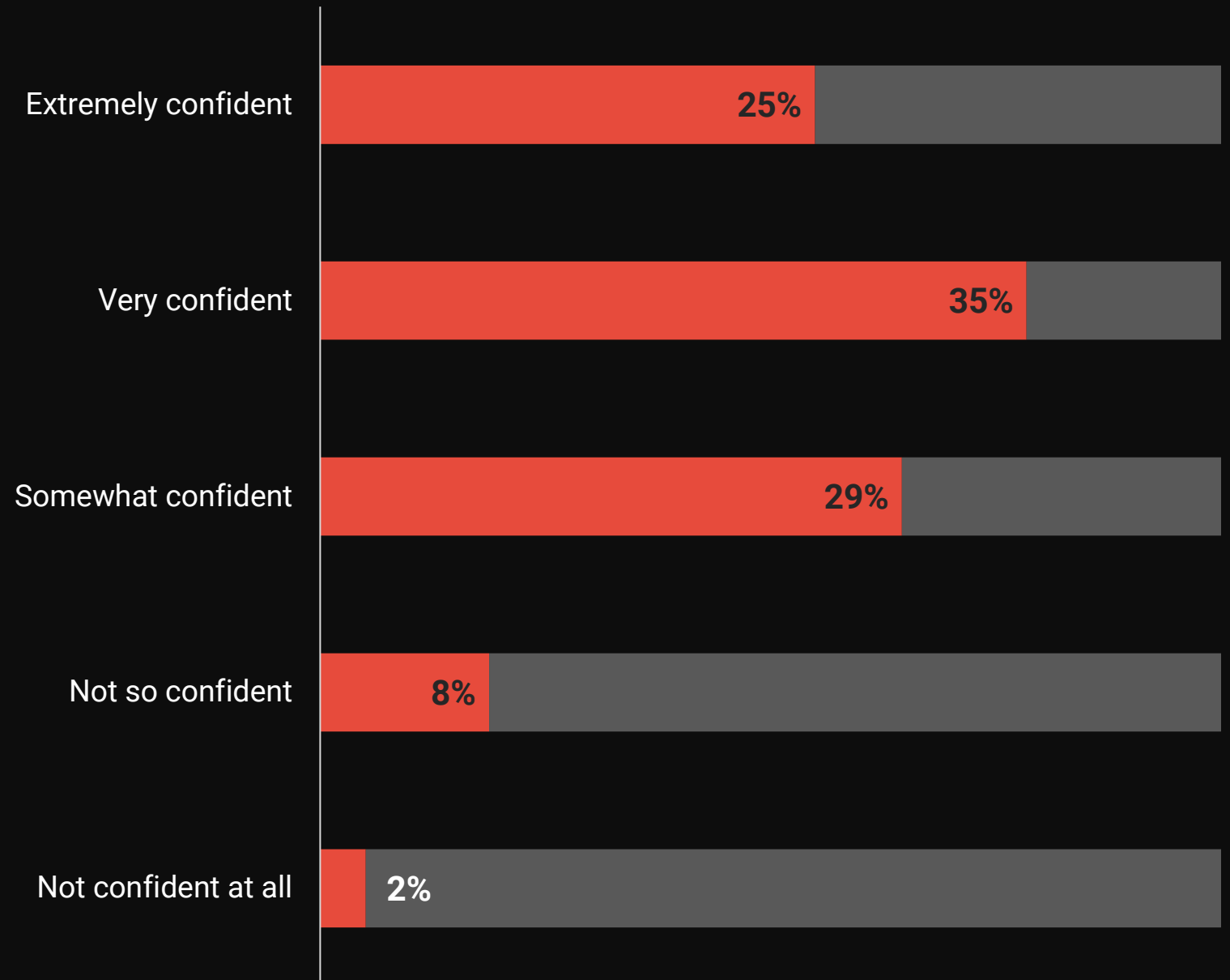
Nearly 90% of respondents reported that they were at least somewhat confident they had a support network outside of work to help them through the pandemic.

However, not all respondents had confidence in their social support network. About 11% were not confident in their network.

89% Confident

11% Not Confident

Percentages on this page do not sum to 100% due to rounding error.



Income Stability

Most respondents (70%) experienced a change in income during the pandemic.

While some experienced an increase in income (11%), the majority (59%) experienced a decrease in income.

Change in income was associated with one's experience of the pandemic. Those who suffered a decrease in salary were nearly twice as likely to report a negative overall experience (69%) compared to those whose income increased (36%).

Change in Income?

11%  Increased

30%  No change

59%  Decreased



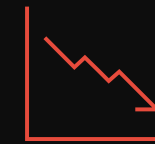
Increased Income

\$45k Median income before the pandemic

\$15k Median salary increase

47% Average percent increase

36% Percent reporting a negative overall experience during the pandemic



Decreased Income

\$54k Median income before the pandemic

\$15k Median salary decrease

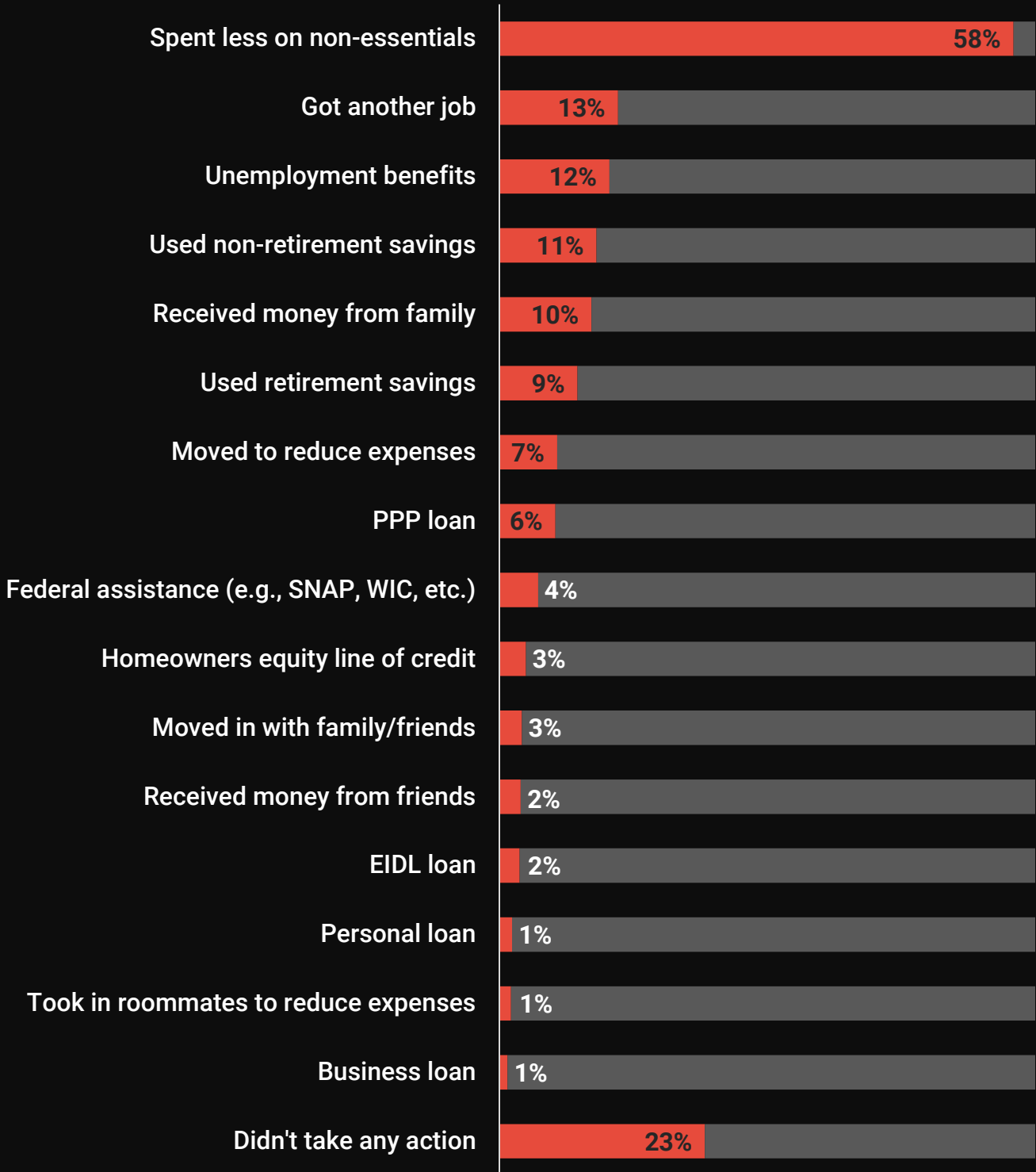
40% Average percent decrease

69% Percent reporting a negative overall experience during the pandemic

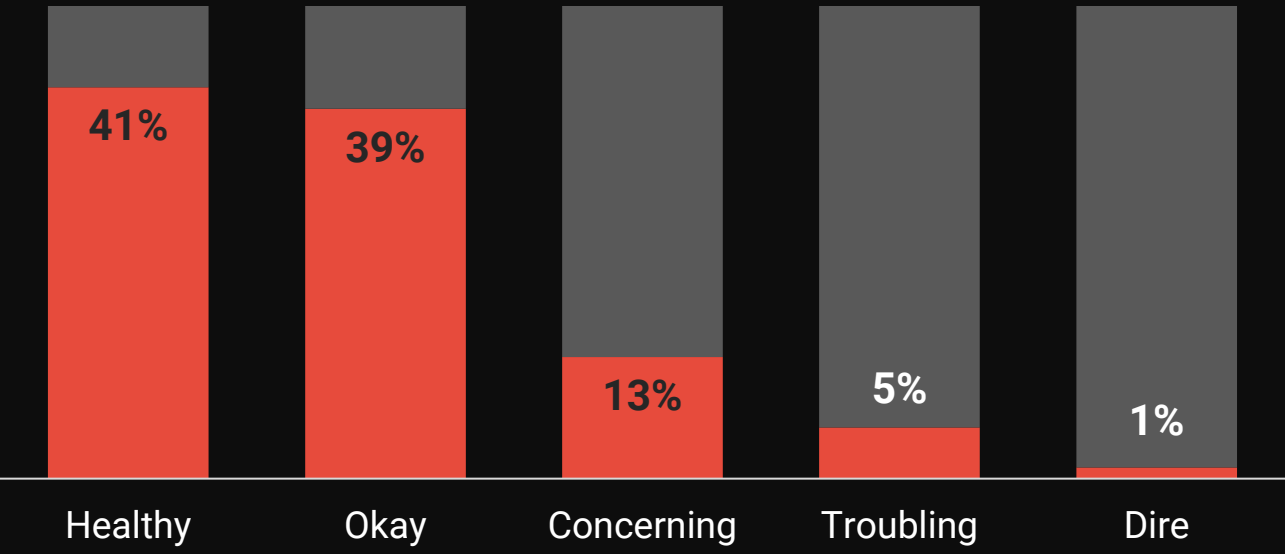
Personal Finances

Despite economic uncertainties and reduced income, most respondents (80%) described their current financial situation as “okay” or “healthy.”

Spending less on non-essentials was how most (58%) chose to improve their financial situation. All other methods were used to varying degrees, but none cited nearly as frequently as curbing non-essential spending.



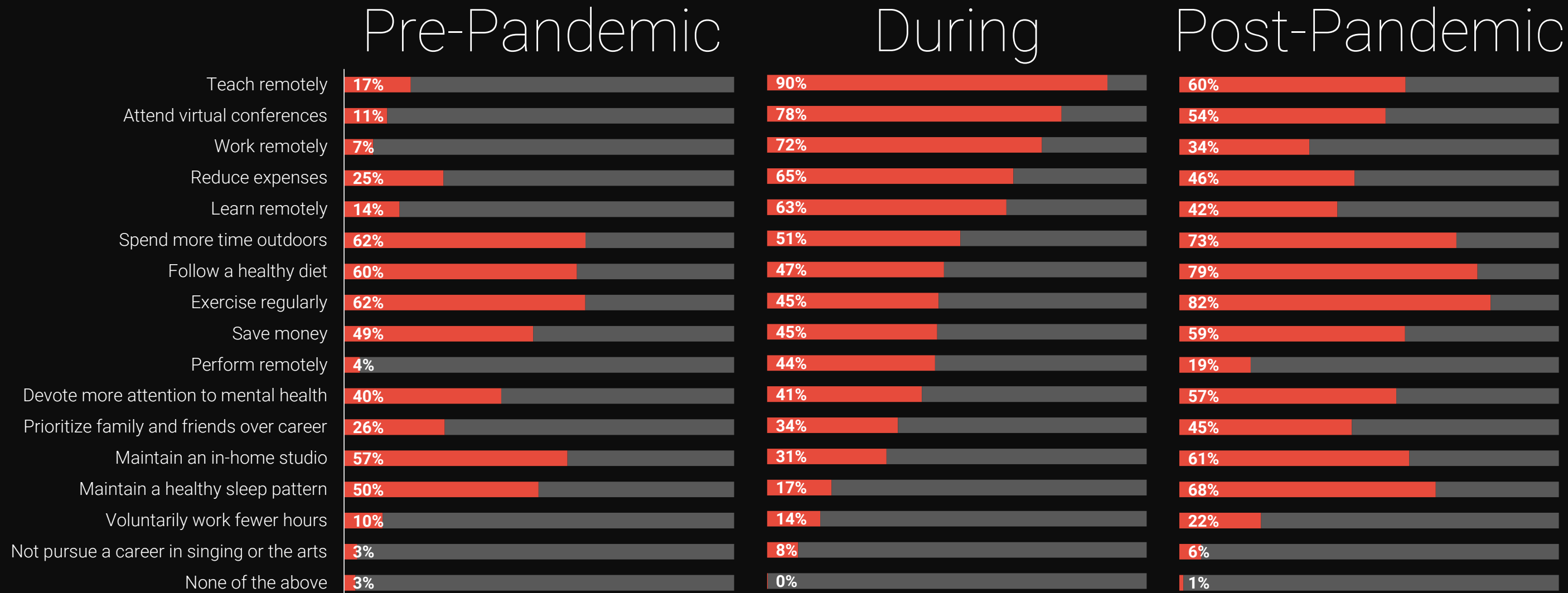
Current Financial Situation



Percentages do not sum to 100% due to rounding error.

How Activities Changed

Respondents reported activities they engaged in before and during the pandemic and predicted what activities they would continue after the pandemic. Remote activities increased during the pandemic, while health focused behaviors declined. Notably, people predicted an increase in all activities, post-pandemic.



Activities Most Likely to Increase

During the pandemic, people not only learned how to **use** remote technologies, but they also learned how to **incorporate** remote technologies into their daily routine. Remote teaching, conferencing, learning, and working were the most changed activities when comparing pre-pandemic activities to post-pandemic predictions. For example, 17% of respondents reported teaching remotely before the pandemic, but 60% reported they would likely continue teaching remotely, resulting in a 43% increase in remote teaching, post-pandemic.

Teach
Remotely



↑ 43%

Conference
Remotely



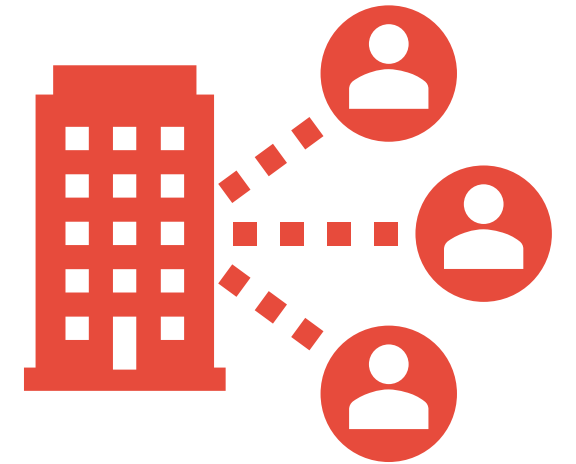
↑ 43%

Learn
Remotely



↑ 28%

Work
Remotely



↑ 27%

Lessons Learned

The pandemic provided an opportunity for many to develop new skills, generate fresh ideas, and discover something about themselves. We asked respondents what they learned during the pandemic. Over 1,400 respondents shared ideas that could be reasonably described by 50 distinct categories. The top four categories accounted for 60% of responses.

31% Remote Teaching

"Teaching remotely, while imperfect, is very doable."

"I didn't think I could have a successful studio online, but it has been wildly successful. It's quite easy to teach remotely."

"It's not pleasant, but it's possible. Remote performing is not good. Internet lag is awful."

"Remote lessons are different. Not as good as in-person lessons, but they work, and many students who could not get here in person studied more regularly remotely."

10% Adapting

"Different isn't always bad... it can be a catalyst for innovation."

"Artists have been 'pivoting' for decades. So, this is not new. What is new is that we all were forced to pivot without knowing the exact direction. We are creative. We create solutions."

8% Technology

"I am much stronger utilizing technology and I feel this will open doors in the future."

"My YouTube Channel saved the day as I have had a steady stream of online clients."

6% Physical & Mental Health

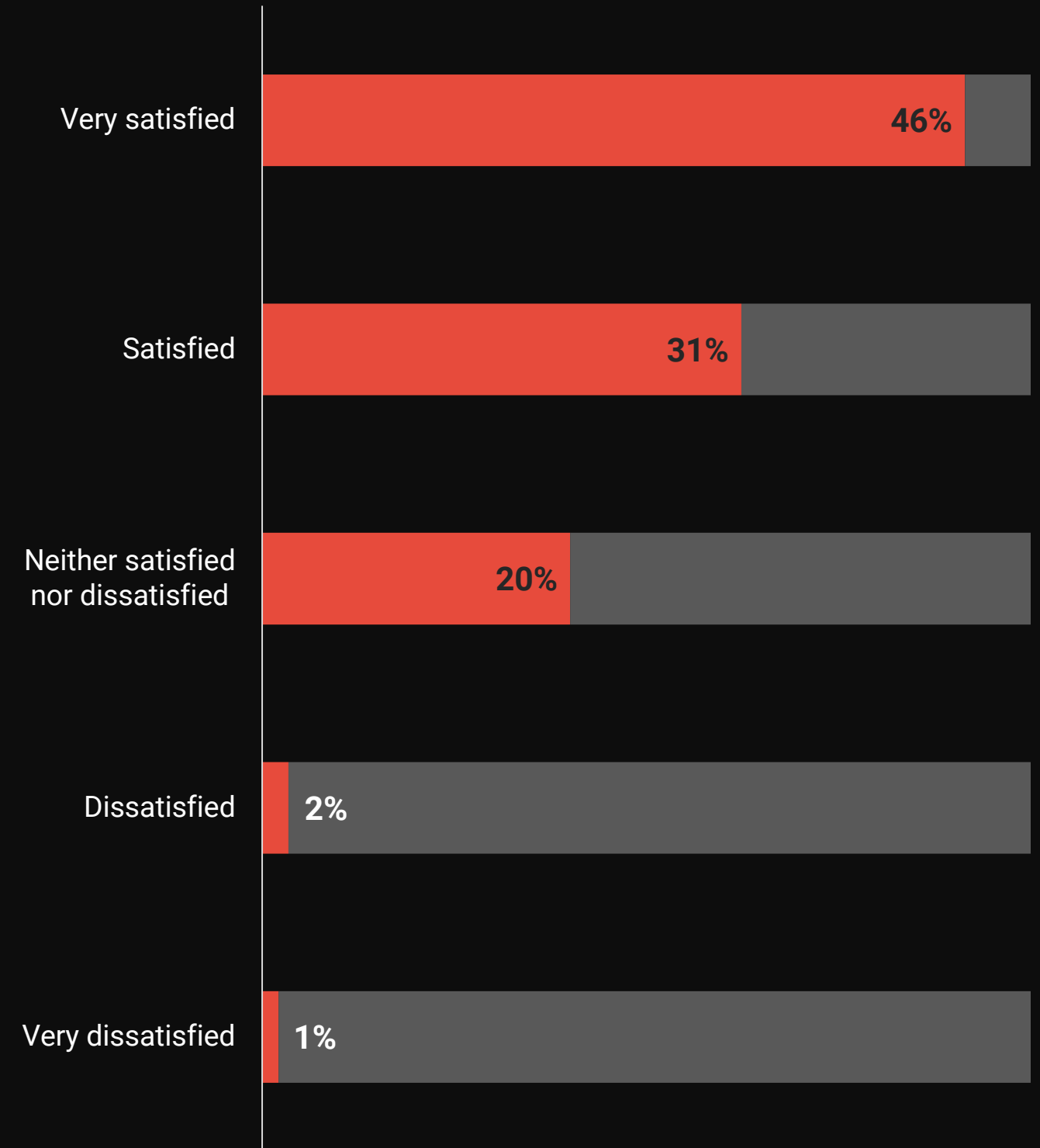
"Take more time to relax. It's okay to sometimes do nothing. Don't feel like you have to constantly be accomplishing something. Spend more time with your family. Listen!"

"I learned that this type of hibernation if you will, can be very, very rewarding and rejuvenating, physically, mentally, and creatively."

Response of NATS to the Pandemic

The onset of the pandemic was swift, and organizations globally were forced to pivot on a moment's notice. Moreover, in the early phases of the pandemic, definitive information was in short supply, and decisions had to be made with little concrete input. Yet, some organizations performed better than others.

Overall, more than three quarters of respondents were satisfied with the response of NATS to the pandemic. Only 3% reported some degree of dissatisfaction, while 20% reported feeling neither satisfied nor dissatisfied.



What NATS Did Well

Over 1,100 respondents shared what they thought NATS did well in responding to the pandemic. Responses fit into 34 categories. The top 3 categories describe about 66% of all responses shared.

29% Singing-Specific Research

"NATS did an excellent job of keeping us informed of scientific studies that pertained specifically to the teaching of singing."

"I think it's great how you immediately engaged in research and supporting teachers with information about safe practices."

22% Remote Events

"NATS made everything accessible and allowed for many of our events to continue in a virtual forum."

15% Remote Teaching Support

"Gave more educational support than I would have thought possible. I am grateful!"





How NATS Can Improve

Over 900 respondents shared ideas about how NATS could have improved its pandemic response. Of those 900, 65% shared there was nothing that could be done to improve the response. The next three most prevalent categories were:

5% Remote Teaching Support

"Provide beginner classes in learning how to teach remotely."

"Possibly even more suggestions from other teacher's; remote lesson examples/tutorials; specifics on using online platforms."

3% Reduced Fees

"Offer reduced membership prices to teachers going through financial hardships."

3% Less Scary Communication

"Not been quite so scary with the initial presentation. We figured it out, but I remember being petrified in March 2020 that we might never sing again."



Demographics

Total
Respondents

1,538

Gender

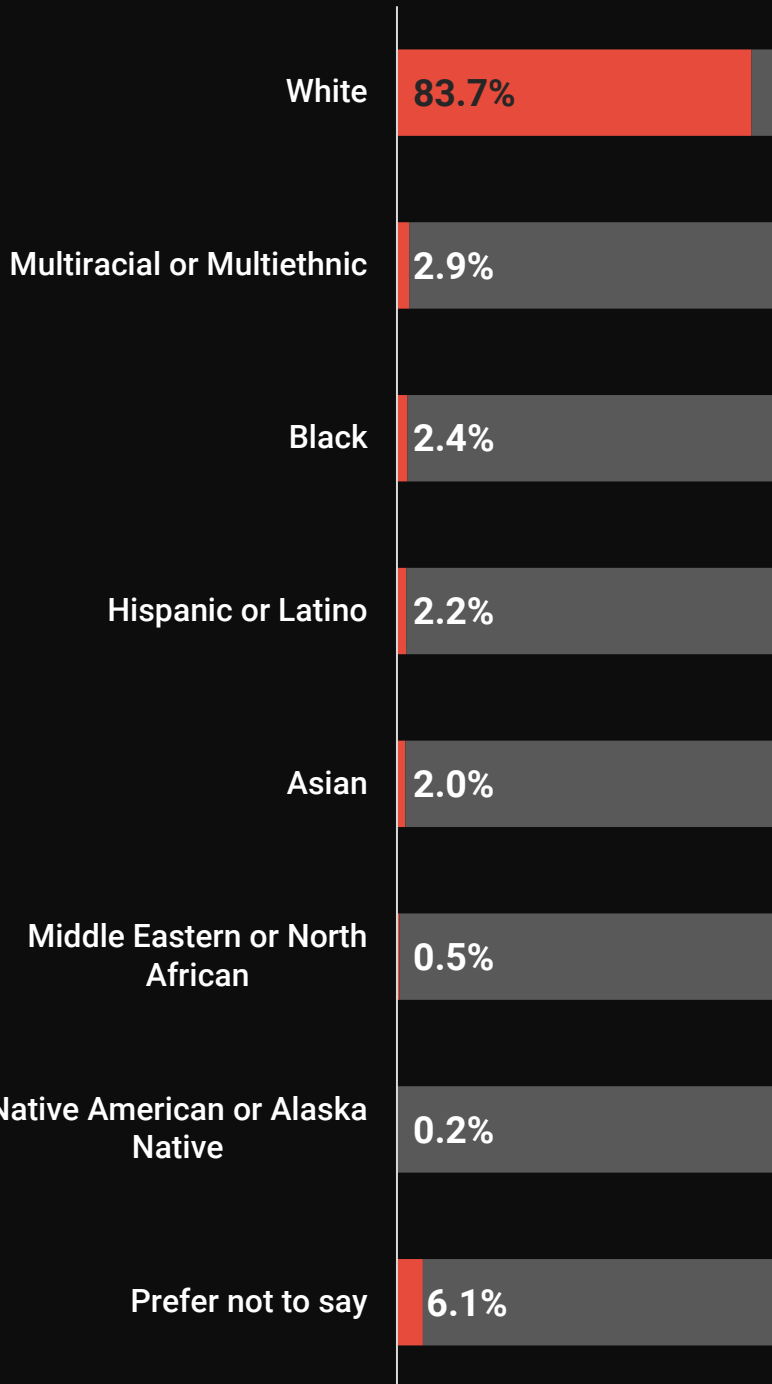
78% Female

20% Male

>1% Non-binary

1% No Answer

Race or Ethnicity



Average Age

54 Years

Work Location

41%



Urban

47%



Suburban

12%



Rural

About NATS

Founded in 1944, National Association of Teachers of Singing, Inc. (NATS) is the largest professional association of teachers of singing in the world with more than 7,000 members in the United States, Canada, and more than 35 other countries. Whether working in independent studios, community schools, elementary and secondary schools, or higher education, NATS members represent the diversity of today's music landscape, teaching in all vocal styles.

Internationally, NATS is represented in Argentina, Australia, Austria, Belgium, Bolivia, Brazil, China, Colombia, Denmark, France, Germany, Greece, Hungary, Indonesia, Ireland, Italy, Japan, Malaysia, Mexico, Netherlands, Portugal, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, and the United Kingdom, with the number of countries growing every year.



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