

Question	Response Options	# of Responses	Total Participants	Total Percentage	Notes
Demographic Information					
What area of the arts and culture sector do you work in? (Please note: selecting "Multi-disciplinary" will expand the survey to include questions from each relevant sector, making your survey longer. Please choose additional sectors only if you wish to provide information about your work in those areas.)	Visual Arts	97	240	40%	
	Music	66	240	28%	
	Performing Arts (non-music)	41	240	17%	
	Multi-disciplinary (Visual Arts, Music)	9	240	4%	
	Multi-disciplinary (Visual Arts, Performing Arts)	11	240	5%	
	Multi-disciplinary (Music, Performing Arts)	10	240	4%	
	Multi-disciplinary (Visual Arts, Music, Performing Arts)	6	240	3%	
How old are you?	21 - 30	62	240	26%	
	31 - 40	45	240	19%	
	41 - 50	41	240	17%	
	51 - 60	33	240	14%	
	61 - 70	30	240	13%	
	70 +	15	240	6%	
	20 and under	8	240	3%	
	Prefer not to say	6	240	3%	
Which gender(s) do you identify with? (Select all that apply)	Female	138	240	58%	
	Male	75	240	31%	
	Non-binary	19	240	8%	
	Two-Spirit	2	240	1%	
	Trans/Transgender	4	240	2%	
	Prefer to self-identify: _____	2	240	1%	
Do you identify as a member of the 2SLGBTQ+ community?	No	137	240	57%	
	Yes	76	240	32%	
	Prefer not to answer	19	240	8%	
Do you identify as a person with a disability that was present at birth, caused by an accident, or developed over time?	No	150	240	63%	
	Yes	68	240	28%	
	Prefer not to answer	19	240	8%	
What level of education have you completed? (Select all that apply)	Bachelor's degree	81	240	34%	
	College diploma	45	240	19%	
	Master's degree	39	240	16%	
	Some college or university	35	240	15%	
	Doctorate or professional degree	18	240	8%	
	High school diploma or equivalent	12	240	5%	
	Some high school	4	240	2%	
	Prefer not to answer	4	240	2%	
	Self-Taught	169	240	70%	
	Workshops/Classes	157	240	65%	
	Direct mentorship from another artist	91	240	38%	

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Have you received any of the following training or education related to your creative field? (Select all that apply)	Post-Secondary Degree (B.A., B.A.H., B.F.A.)	82	240	34%	
	Post-Secondary Diploma/Certificate	48	240	20%	
	Internship or Apprenticeship	34	240	14%	
	Post-Graduate Degree (M.A., M.F.A., PhD)	21	240	9%	
	Other (please specify)	14	240	6%	
	Post-Doctoral Fellowship	2	240	1%	
Approx. How long have you been practicing, working, or involved in the arts and culture sector?	20+ years	100	240	42%	
	1 - 5 years	55	240	23%	
	11 - 20 years	45	240	19%	
	6- 10 years	38	240	16%	
	Less than 1 year	2	240	1%	
Which of the following descriptors would you use to identify yourself? ? (Select all that apply)	Emerging artist	103	240	43%	
	Professional artist	73	240	30%	
	Arts educator	59	240	25%	
	Mid-career artist	56	240	23%	
	Hobbyist	51	240	21%	
	Established artist	43	240	18%	
Arts worker	43	240	18%		
Financial Data					
Approximately, what was your total annual income before taxes from all sources in 2024?	Under \$20,000	74	240	31%	
	\$20,000 – \$39,999	62	240	26%	
	\$40,000 – \$59,999	37	240	15%	
	\$60,000 – \$79,999	31	240	13%	
	\$80,000 – \$99,999	13	240	5%	
	\$100,000 – \$119,999	12	240	5%	
	\$120,000 – \$149,999	6	240	3%	
	\$150,000+	5	240	2%	
Approximately, what was your total income before taxes from your artistic or cultural work in 2024?	Under \$4,999	119	240	50%	
	\$5,000 – \$9,999	35	240	15%	
	\$10,000 – \$19,999	25	240	10%	
	\$20,000 – \$39,999	15	240	6%	
	\$40,000 – \$59,999	2	240	1%	
	\$60,000 – \$79,999	5	240	2%	
	\$80,000 – \$99,999	1	240	0%	
	\$100,000+	1	240	0%	
I did not receive income from my artistic practice in 2024	37	240	15%		
On average, do you work more hours in your creative practice or in other occupational areas?	More hours in my creative practice	87	240	36%	
	More hours in other occupational areas	85	240	35%	
	About the same	29	240	12%	
	slightly more hours in my other occupational areas	28	240	12%	

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	slightly more hours in my creative practice	11	240	5%	
Which of the following best describes your current employment status? (Select all that apply)	Self-employed or freelance in the arts/culture sector	107	240	45%	
	Employed full-time outside the arts/culture sector	51	240	21%	
	Employed full-time in the arts/culture sector	35	240	15%	
	Retired	35	240	15%	
	Employed part-time outside the arts/culture sector	30	240	13%	
	Student	30	240	13%	
	Employed part-time in the arts/culture sector	21	240	9%	
	Self-employed or freelance outside the arts/culture sector	20	240	8%	
	Unemployed/Underemployed, seeking work	20	240	8%	
	Other (please specify): _____	8	240	3%	
	Unemployed/Underemployed, not currently seeking work	4	240	2%	
Which statement is the most applicable to your income generated by your artistic practice?	I can live comfortably off my artistic income	6	240	3%	
	Other option or comment	14	240	6%	
	I can partially live off my artistic work, but rely on other sources for some of my income	37	240	15%	
	I rely primarily on other work to supplement my artistic practice	65	240	27%	
	I do not rely on my artistic work for income	111	240	46%	
	Prefer not to answer	7	240	3%	
On average, how much do you spend/invest annually on your artistic practice?	Less than \$1,000	58	240	24%	
	\$1,000 – \$5,000	121	240	50%	
	\$5,000 – \$10,000	37	240	15%	
	\$10,000 – \$15,000	10	240	4%	
	\$15,000 – \$20,000	5	240	2%	
	More than \$20,000	5	240	2%	
	I have not spent or invested in my artistic practice	4	240	2%	
Are you a member of an arts union or professional organization (eg. ACTRA, UPM, CARFAC, etc.)? <i>This question was a textbox question where respondents filled out their answers themselves</i>	The Society of Composers, Authors, and Music Publishers of Canada (SOCAN)	13	104	13%	
	Canadian Artists' Representation/Le Front des artistes canadiens (CARFAC)	10	104	10%	
	Organization of Kingston Women Artists (OKWA), Union of Professional Musicians (UPM)	7	104	7%	2 options, 7 responses each
	American Federation of Musicians (AFM)	5	104	5%	
	Playwrights Guild of Canada (PGC), Kingston Arts Council (KAC), Alliance of Canadian Cinema, Television and Radio Artists (ACTRA)	4	104	4%	4 options, 4 responses each
	Ontario Registered Music Teachers Association (ORMTA), Canadian Federation of Musicians (CFM), Modern Fuel, Union Gallery	3	104	3%	4 options, 3 responses each
	League of Composers, Association of Registered Graphic Designers (ARGD), Writer's Union of Canada	2	104	2%	2 options, 2 responses each
	Other	21	104	20%	
Have you been able to access health benefits, pension	Yes, through a guild, union, company, The KAC, etc.	8	240	3%	
	Yes, self-registered	2	240	1%	

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plans, or other benefits through your artistic endeavours?	No, I do not have access to benefits	93	240	39%	
	I have access to health benefits through other means (other work, school, family, etc.)	132	240	55%	
Have you taken on unpaid artistic work to gain exposure or future opportunities?	Yes, frequently	69	240	29%	
	Yes, occasionally	115	240	48%	
	No, I never or rarely take on unpaid artistic work	56	240	23%	
<i>Follow Up To Question Above: In your opinion, did your unpaid work to gain exposure or future opportunities eventually improve your financial prospects?</i> <i>184 participants from previous question.</i>	Yes	14	184	8%	
	Somewhat	77	184	42%	
	Unsure	23	184	13%	
	No	70	184	38%	
Have you applied for grants or funding for your artistic practice?	I have not applied	137	240	57%	
	I have applied and have received funding	57	240	24%	
	I have applied multiple times, but have not received any funding	17	240	7%	
	I have applied, but have not received any funding	29	240	12%	
<i>Follow Up To Question Above: What percentage of grant funding supports your work?</i> <i>57 participants from previous question.</i>	Less than 25%	38	57	67%	
	25% - 50%	5	57	9%	
	50% - 75%	3	57	5%	
	75% - 100%	4	57	7%	
	Unsure/prefer not to answer	7	57	12%	
How many hours per week do you dedicate to your arts practice?	Fewer than 10 hours	52	240	22%	
	10 - 20 hours	104	240	43%	
	20 - 30 hours	46	240	19%	
	More than 30 hours	36	240	15%	
Barriers and Support					
Have you experienced any of the following challenges in pursuing your artistic or cultural work? (Select all that apply)	Financial instability / high cost of living	159	240	66%	
	Lack of paid artistic opportunities	156	240	65%	
	Limited access to financial resources (e.g., grants, funding, sponsorship)	125	240	52%	
	Mental health challenges or burnout	119	240	50%	
	Difficulty finding audiences or buyers	116	240	48%	
	Imposter syndrome / lack of confidence	111	240	46%	
	Difficulty in managing the business side of my career (e.g., contracts, taxes, royalties)	108	240	45%	
	Lack of time to dedicate to the process	102	240	43%	
	Difficulty accessing affordable studio, rehearsal, and/or rehearsal space	101	240	42%	
	Limited access to professional development opportunities (e.g., mentorship, education)	85	240	35%	

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	Limited access to affordable equipment, materials, tools, and/or instrument	71	240	30%	
	Transportation difficulties (distance to opportunities, no adequate bus service, etc.)	63	240	26%	
	Legal or copyright issues (e.g., licensing, intellectual property)	34	240	14%	
	Other (please specify): _____	15	240	6%	
	I have not experienced significant challenges	11	240	5%	
Have you faced any systemic barriers as an artist in the community? If so, please identify what these systemic barriers were related to. (Select all that apply)	No, none of the above	116	240	48%	
	Age	59	240	25%	
	Gender identity	46	240	19%	
	Economic class	31	240	13%	
	Race or ethnicity	26	240	11%	
	Mental ability and/or disability	20	240	8%	
	Education	19	240	8%	
	Sexual orientation	16	240	7%	
	Sexual orientation	16	240	7%	
	Physical ability and/or disability	17	240	7%	
	Other (please specify)	14	240	6%	
	Language	4	240	2%	
Religion	2	240	1%		
What form of support would most benefit your artistic career?	Media coverage or publicity	133	240	55%	
	Access to grants or funding	120	240	50%	
	Better access to venues, rehearsal/creation space, or residencies	117	240	49%	
	Better access to education, classes, and workshops	117	240	49%	
	Performance Gigs and Oppurtunities	116	240	48%	
	Higher pay rate	109	240	45%	
	Networking/mentorship opportunities	106	240	44%	
	More stable, long-term contracts	92	240	38%	
	Professional development or training	86	240	36%	
	Business training (e.g., contracts, taxes, pricing artwork)	79	240	33%	
	Recognition/awards from industry leaders or the municipality	77	240	32%	
	Health benefits or insurance	65	240	27%	
Other (please specify)	20	240	8%		
Do you feel you currently have access to the resources and opportunities you need to advance your career?	Somewhat	158	240	66%	
	No (please elaborate, if comfortable): _____	46	240	19%	
	Unsure	23	240	10%	
	Yes	13	240	5%	
Market Data					
	Networking with other artists	111	240	46%	
	Showcasing your work (e.g., exhibitions, performances)	86	240	36%	

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Do you feel Kingston offers sufficient opportunities for: (Select all that you would answer “yes” to)	Presentation/Performance space	54	240	23%	
	Collaborating with arts creation organizations (e.g., Theatre Kingston, Symphony Kingston, etc.)	47	240	20%	
	Access to education and classes/training	45	240	19%	
	Creation, rehearsal, and presentation space	37	240	15%	
	Selling or distributing your work	38	240	16%	
	Accessing funding or grants	33	240	14%	
	Receiving mentorship or guidance	35	240	15%	
	Other (please specify): _____	36	240	15%	
	Collaborating with arts support organizations (e.g., KAC, Film Office, Music Office, KTA, etc.)	12	240	5%	
What do you see as the greatest benefit of practicing as an artist in Kingston?	Strong community support	129	240	54%	
	Access to local arts organizations or events	110	240	46%	
	Opportunities for collaboration	88	240	37%	
	Cost of living in comparison to larger urban centres	79	240	33%	
	Variety of arts support organizations	61	240	25%	
	Municipal support for artists	32	240	13%	
	Educational institution support and opportunities	30	240	13%	
	Grant & financing opportunities	23	240	10%	
Other (please specify): _____	21	240	9%		
Is Kingston your primary location for creating, showcasing, or selling your work?	Yes	156	240	65%	
	No (please elaborate)	25	240	10%	
	I split my focus between Kingston and other regions (please elaborate)	59	240	25%	
Follow Up To Question Above: Where else do you primarily work? (Select all that apply) <i>84 participants from previous question.</i>	Other cities in Ontario	54	84	64%	
	Other provinces in Canada	17	84	20%	
	North America (Outside of Canada)	9	84	11%	
	International (outside of North America)	6	84	7%	
	Online or digital platforms	32	84	38%	
	Seasonal or festival-based work outside Kingston	22	84	26%	
How satisfied are you with municipal support for the arts and culture sector?	Neutral	100	240	42%	
	Somewhat satisfied	62	240	26%	
	Somewhat dissatisfied	38	240	16%	
	Very dissatisfied	28	240	12%	
	Very satisfied	12	240	5%	
How do you typically promote your work? (Select all that apply)	Social media (e.g., Instagram, Facebook, TikTok)	214	240	89%	
	Word of mouth / networking	199	240	83%	
	Collaborations with other artists or collectives	89	240	37%	
	Local shows or open mics	74	240	31%	
	Print media (posters, newspapers)	54	240	23%	
	Email newsletter	36	240	15%	
	Digital ad campaigns	28	240	12%	
Radio or podcasts	31	240	13%		

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	Other (please specify): _____	12	240	5%	
Do you believe Kingston is a good place to live & work as an artist?	Somewhat agree	129	240	54%	
	Strongly agree	43	240	18%	
	Somewhat disagree	26	240	11%	
	Unsure	23	240	10%	
	Strongly disagree	19	240	8%	
Do you have a dedicated studio or workspace for your practice? (select all that apply)	Home studio	103	240	43%	
	Working from home in a non-dedicated space	76	240	32%	
	Private studio or rehearsal space (long-term rental / tenancy)	15	240	6%	
	Shared studio or rehearsal space (co-tenancy)	5	240	2%	
	Short-term or "by the hour" rental space	8	240	3%	
	Temporary or pop-up space (e.g., residencies, outdoor locations)	3	240	1%	
	I do not have a practice space, but do not require one	4	240	2%	
	I do not currently have a dedicated workspace	16	240	7%	
Other (please specify): _____	5	240	2%		

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Performing Arts Questions							
Which performing arts discipline(s) do you primarily work in?	Theatre (e.g. actor, director)	35	68	51%	240	15%	
	Dance (e.g. dancer, choreographer)	12	68	18%	240	5%	
	Other (please specify): _____	11	68	16%	240	5%	
	Literary performing arts (e.g. storyteller, spoken word poet)	9	68	13%	240	4%	
	Drag/Burlesque	9	68	13%	240	4%	
	Comedy (e.g., stand-up, sketch)	8	68	12%	240	3%	
	New Media	6	68	9%	240	3%	
	Multidisciplinary or experimental performance (e.g., virtual reality, performance art)	1	68	1%	240	0%	
	Circus arts or acrobatics (e.g., aerialist, juggler)	1	68	1%	240	0%	
Multidisciplinary or experimental performance (e.g., virtual reality, drag)	1	68	1%	240	0%		
Approximately how many original works (e.g., new choreography, script readings, workshops) did you create or participate in during 2024?	Fewer than 5	31	68	46%	240	13%	
	5-10	21	68	31%	240	9%	
	11-20	5	68	7%	240	2%	
	More than 20	6	68	9%	240	3%	
	I did not create or participate in original works in 2024	5	68	7%	240	2%	
Approximately how many performances did you create/participate in during 2024? (1 show with 6 performances would be considered the 5 – 10 option)	Fewer than 5	16	68	24%	240	7%	
	5 - 10	17	68	25%	240	7%	
	20 - 50	13	68	19%	240	5%	
	More than 50	6	68	9%	240	3%	
	I did not create or participate in a performance in 2024	4	68	6%	240	2%	
How often do you engage in your performing arts practice?	Full-time (35+ hours/week)	10	68	15%	240	4%	
	Part-time (20 - 34 hours/week)	15	68	22%	240	6%	
	Occasionally (1 - 19 hours/week)	21	68	31%	240	9%	
	Sporadically, as time allows	13	68	19%	240	5%	
	Seasonally (e.g., Summer festivals, holiday performances, etc.)	9	68	13%	240	4%	
Financial Data							
What is your typical individual take-home pay per performance (after splits, expenses, and deductions)?	I am typically not paid for live performances	17	68	25%	240	7%	
	Under \$50 per performance	15	68	22%	240	6%	
	\$50-\$100 per performance	10	68	15%	240	4%	
	\$100-\$250 per performance	8	68	12%	240	3%	
	\$250-\$500 per performance	8	68	12%	240	3%	
	Over \$1,000 per performance	2	68	3%	240	1%	
	\$500-\$1,000 per performance	1	68	1%	240	0%	
	Unsure/Prefer not to answer	7	68	10%	240	3%	

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Do you typically profit from live performances?	Profits from performances typically support overhead costs or other business expenses, with little to no profits earned	31	68	46%	240	13%	
	I typically earn a profit from live performances	30	68	44%	240	13%	
	I do not typically profit from live performances	16	68	24%	240	7%	
	I typically invest personal money into live performances, losing money as a result	8	68	12%	240	3%	
What revenue streams do you receive income from? (Select all that apply)	Performance fees (e.g., shows, gigs, live events)	36	68	53%	240	15%	turn into a pie chart?
	Teaching or workshops (e.g., acting classes, dance lessons)	24	68	35%	240	10%	
	I do not receive income from my performance work	19	68	28%	240	8%	
	Tips from live performances (e.g., busking, cabaret)	13	68	19%	240	5%	
	Choreographing, directing, or staging performances	13	68	19%	240	5%	
	Grants or funding (e.g., government, private, or institutional)	11	68	16%	240	5%	
	Merchandise sales (e.g., branded items, programs)	8	68	12%	240	3%	
	Touring or guest appearances	5	68	7%	240	2%	
	Residuals or royalties (e.g., recorded performances, scripts, choreography)	4	68	6%	240	2%	
	Creating/promoting content for social media	1	68	1%	240	0%	
Other (please specify): _____	1	68	1%	240	0%		
How did you primarily get paid for your performances? (Select all that apply)	Flat fee	32	68	47%	240	13%	
	Profit-split / box office sharing	24	68	35%	240	10%	
	I do not typically get paid for my performance work	20	68	29%	240	8%	
	Hourly rate	12	68	18%	240	5%	
	Busking/tips	11	68	16%	240	5%	
	Royalties/residuals	3	68	4%	240	1%	
	Other (please specify): _____	3	68	4%	240	1%	
What are your largest expenses related to your performance work? (Select all that apply)	Equipment or materials (e.g., costumes, props, instruments, technical gear)	32	68	47%	240	13%	
	Venue fees	26	68	38%	240	11%	
	Transportation and travel (e.g., tours, festivals, commuting to gigs)	26	68	38%	240	11%	
	Rehearsal or studio space rental	21	68	31%	240	9%	
	Administrative or production costs (e.g., hiring crew, insurance, copyright fees)	18	68	26%	240	8%	
	Marketing and promotion (e.g., headshots, websites, social media ads)	16	68	24%	240	7%	
	Professional development (e.g., classes, coaching, certifications)	12	68	18%	240	5%	
	Physical development (e.g., gymnastics training, personal trainer)	12	68	18%	240	5%	
	Other (please specify): _____	5	68	7%	240	2%	
Barriers & Support							
What barriers do you face when trying to share or sell your performances? (Select all that apply)	Limited paid performance opportunities	41	68	60%	240	17%	
	Limited performance venues	34	68	50%	240	14%	
	High venue fees	30	68	44%	240	13%	
	Lack of media interest or support	29	68	43%	240	12%	
	Difficulty covering rehearsal space costs	19	68	28%	240	8%	
	High costs of travel for performances	18	68	26%	240	8%	
	Limited access to funding or grants	17	68	25%	240	7%	
	High costs of promotion or distribution	14	68	21%	240	6%	
	Difficulty reaching potential casting directors or audiences	13	68	19%	240	5%	

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	Saturation or competition in local or national performance markets	13	68	19%	240	5%		
	Lack of business knowledge to manage finances effectively	7	68	10%	240	3%		
	I do not currently share or sell my performances	7	68	10%	240	3%		
	Lack of online presence or e-commerce skills	6	68	9%	240	3%		
	Other (please specify): _____	4	68	6%	240	2%		
If you have sold tickets to your performances or booked paid performances, what challenges have you experienced in the selling/booking process? (Select all that apply)	Low ticket sales / audience engagement	31	68	46%	240	13%		
	High platform and/or ticketing service fees (e.g., Eventbrite, venue-organized ticket sales)	21	68	31%	240	9%		
	Pricing my expertise or performances appropriately	20	68	29%	240	8%		
	I have not sold tickets or booked paid performances	17	68	25%	240	7%		
	Negotiating with creatives, promoters, or venues	14	68	21%	240	6%		
	Other (please specify): _____	4	68	6%	240	2%		
What type of support would you find most helpful? (Select all that apply)	High commission, booking agents, management rates	1	68	1%	240	0%		
	Financial grants or funding opportunities	43	68	63%	240	18%		
	Securing performance or rehearsal spaces	42	68	62%	240	18%		
	Subsidized equipment or production costs	33	68	49%	240	14%		
	Networking opportunities with industry professionals	32	68	47%	240	13%		
	Assistance with marketing or audience outreach	29	68	43%	240	12%		
	Professional development programs (e.g., workshops, certifications)	25	68	37%	240	10%		
	Support for touring or travel logistics	23	68	34%	240	10%		
Market Data	Mentorship or peer-to-peer learning	19	68	28%	240	8%		
	Health insurance or benefits	18	68	26%	240	8%		
	Other (please specify): _____	4	68	6%	240	2%		
	Where do you typically perform? (Select all that apply)	Traditional theatre / stage venues (e.g., The Grand Theatre, black box theatres, performance halls)	43	68	63%	240	18%	
		Non-traditional theatre / stage venues (e.g., site-specific, outdoor, immersive)	41	68	60%	240	17%	
		Festivals	34	68	50%	240	14%	
		Local businesses (e.g., restaurants, bars, cafés)	20	68	29%	240	8%	
		Municipal events and/or public programming (e.g., local arts events, outdoor performances held by the City of Kingston)	12	68	18%	240	5%	
		Corporate or private events	7	68	10%	240	3%	
		Touring across Ontario	6	68	9%	240	3%	
		Touring across Canada	4	68	6%	240	2%	
Touring internationally		1	68	1%	240	0%		
Online (e.g., virtual events, live streaming)		9	68	13%	240	4%		
Other (please specify): _____		5	68	7%	240	2%		
In 2024, what best describes your performance opportunities?	Most were paid opportunities (e.g., artist fees, honorariums, percentage of sales)	23	68	34%	240	10%		
	Most were unpaid opportunities (e.g., exposure, volunteer)	23	68	34%	240	10%		
	An even mix of paid and unpaid opportunities	14	68	21%	240	6%		
	I did not perform in 2024	10	68	15%	240	4%		
	Personal network or referrals	41	68	60%	240	17%		
	Social media or online platforms	37	68	54%	240	15%		
	Approached directly by producers, event organizers, or collaborators	34	68	50%	240	14%		
	Self-produced work	27	68	40%	240	11%		

Question	Response Options	# of Responses	Total Performing Arts Participants	Percentage of the Performing Arts Participants	Total Participants	Total Percentage	Notes
How do you typically find work as a performer? (Select all that apply)	Open calls or auditions promoted via physical promotion (e.g., posters, radio ads, billboards)	29	68	43%	240	12%	
	Cold calls or email outreach to venues, promoters, organizers, and collaborators	9	68	13%	240	4%	
	Manager or booking agent	1	68	1%	240	0%	
	KAC resources (newsletter, Opportunities Board, Arts Job Board, social media)	7	68	10%	240	3%	
	Other performance-based organizations resources and newsletters (e.g., Kingston Theatre Alliance, ACTRA, etc.)	12	68	18%	240	5%	
	Other (please specify): _____	5	68	7%	240	2%	
When you get to set or suggest your own payment rates, what criteria do you typically use to determine the cost of your performances-related services? (Select all that apply)	The time and preparation required for the performance	41	68	60%	240	17%	
	Market demand and audience expectations	17	68	25%	240	7%	
	Advice or guidance from peers or mentors	20	68	29%	240	8%	
	What I feel the work is worth or my emotional investment	17	68	25%	240	7%	
	Fee guidelines from industry organizations (e.g., union rates, local standards)	21	68	31%	240	9%	
	I use consistent rates for all performances or services (e.g., per hour, per performance)	14	68	21%	240	6%	
	I find pricing challenging and often adjust it on a case-by-case basis	24	68	35%	240	10%	
Other (please specify): _____	8	68	12%	240	3%		

Questions	Response Questions	# of Responses	Total Music Participants	Percentage of Music Participants	Total Participants	Total Percentage	Notes
Music Questions							
What is your primary role in music creation? (select all that apply)	Musician/Performer	84	91	92%	240	35%	
	Composer/Songwriter	47	91	52%	240	20%	
	Producer/Technician/Mixer	16	91	18%	240	7%	
	Other (please specify): _____	10	91	11%	240	4%	
	Producer/Engineer	11	91	12%	240	5%	
	Conductor	4	91	4%	240	2%	
	DJ/Turntablist	1	91	1%	240	0%	
What is your main method of creating music? (Select all that apply)	Playing live with instruments or vocals	75	91	82%	240	31%	
	Composing or writing music	57	91	63%	240	24%	
	Collaborating with other musicians or producers	42	91	46%	240	18%	
	Recording in a studio	40	91	44%	240	17%	
	Improvising	26	91	29%	240	11%	
	Producing music using digital audio workstations (DAWs)	26	91	29%	240	11%	
	Sampling, looping, or remixing existing audio	7	91	8%	240	3%	
	Other (please specify): _____	4	91	4%	240	2%	
What genre of music do you typically perform? (Select all that apply)	Folk/Country	42	91	46%	240	18%	
	Rock	39	91	43%	240	16%	
	Indie/Singer-songwriter/Acoustic	38	91	42%	240	16%	
	Jazz/Blues/R&B/Soul	36	91	40%	240	15%	
	Pop	36	91	40%	240	15%	
	Musical theatre/Opera	17	91	19%	240	7%	
	Classical/Instrumental	15	91	16%	240	6%	
	Metal/Punk	10	91	11%	240	4%	
	Hip-hop/Rap	8	91	9%	240	3%	
	Gospel/Religious	8	91	9%	240	3%	
	Other (please specify): _____	7	91	8%	240	3%	
Approximately how many original works (e.g., songs, scores) did you create in 2024?	5-10	24	91	26%	240	10%	
	Fewer than 5	22	91	24%	240	9%	
	11-20	18	91	20%	240	8%	
	I did not create original works in 2024	16	91	18%	240	7%	
	More than 20	11	91	12%	240	5%	
Approximately how many performances (e.g. concerts, showcases, events) did you offer or participate in during 2024? For events with more than one show, please consider each show an individual. (e.g., if you only participated in one tour with 11 shows, this would be the 10 - 20 category)	Fewer than 10	29	91	32%	240	12%	
	11-20	25	91	27%	240	10%	
	21-50	21	91	23%	240	9%	
	More than 50	12	91	13%	240	5%	
	I did not participate in any live music performances in 2024	4	91	4%	240	2%	
What types of activities did you participate in during 2024? (Select all that apply)	Concerts	72	91	79%	240	30%	
	Festivals	52	91	57%	240	22%	
	Recording an EP, LP, and/or singles	49	91	54%	240	20%	
	Music videos	26	91	29%	240	11%	
	Multidisciplinary art events or presentations	18	91	20%	240	8%	
	Other (please specify): _____	8	91	9%	240	3%	
Approximately how many hours per week did you spend on your music activities in 2024?	I did not participate in musical activities in 2024	5	91	5%	240	2%	
	Part-time (20 - 34 hours/week)	29	91	32%	240	12%	
	Occasionally (1 - 19 hours/week)	29	91	32%	240	12%	

Questions	Response Questions	# of Responses	Total Music Participants	Percentage of Music Participants	Total Participants	Total Percentage	Notes
How often do you engage in your music practice?	Sporadically, as time allows	17	91	19%	240	7%	
	Full-time (35+ hours/week)	14	91	15%	240	6%	
	Seasonally (e.g., Summer festivals, holiday performances, etc.)	2	91	2%	240	1%	
Financial Data							
What is your typical individual take-home pay per performance (after splits, expenses, and deductions)? (If in band/collective, please estimate your personal cut of performance rates)	Under \$100 per performance	35	91	38%	240	15%	
	\$100-\$250 per performance	32	91	35%	240	13%	
	I am typically not paid for live performances	13	91	14%	240	5%	
	\$250-\$500 per performance	8	91	9%	240	3%	
	Unsure/Prefer not to answer	2	91	2%	240	1%	
	\$2,000-\$5,000 per performance	1	91	1%	240	0%	
Do you typically profit from live performances?	Profits from performances typically support overhead costs or other business expenses, with little to no profits earned	31	91	34%	240	13%	
	I typically earn a profit from live performances (or, if in a band, the members collectively earn a profit)	30	91	33%	240	13%	
	I do not typically profit from live performances	16	91	18%	240	7%	
	I typically invest personal money into live performances, losing money as a result	8	91	9%	240	3%	
	Unsure / Prefer not to answer	6	91	7%	240	3%	
What revenue streams do you receive income from? (Select all that apply)	Performance fees (e.g., concerts, gigs, live events)	71	91	78%	240	30%	
	Album/track sales or streaming revenue	29	91	32%	240	12%	
	Merchandise sales	28	91	31%	240	12%	
	Tips at unpaid gigs	27	91	30%	240	11%	
	Teaching or workshops (e.g., music lessons, art classes)	23	91	25%	240	10%	
	Session work	20	91	22%	240	8%	
	Licensing or royalties (e.g., music licensing, artwork reproduction)	14	91	15%	240	6%	
	I do not currently receive income from my music	12	91	13%	240	5%	
	Grants or funding (e.g., government, private, or institutional)	12	91	13%	240	5%	
	Busking	11	91	12%	240	5%	
	Composing or arranging (ie. contract/commissioned work)	10	91	11%	240	4%	
	Creating/promoting content for social media	3	91	3%	240	1%	
	Other (please specify): _____	3	91	3%	240	1%	
What platforms generate income for your recorded music? (Select all that apply)	I have not received income for my recorded music	43	91	47%	240	18%	
	Streaming (e.g., Spotify, Apple Music)	35	91	38%	240	15%	
	Digital downloads (e.g., Bandcamp, iTunes)	27	91	30%	240	11%	
	Physical album sales (CDs, vinyl)	20	91	22%	240	8%	
	Social Media (TikTok, Youtube, Twitch, etc.)	7	91	8%	240	3%	
	Licensing for film, TV, commercials	3	91	3%	240	1%	
	Other (please specify): _____	4	91	4%	240	2%	
What are your largest expenses related to your musical practice? (Select all that apply)	Instruments or equipment	56	91	62%	240	23%	
	Transportation (e.g., touring, attending performances, shipping equipment)	42	91	46%	240	18%	
	Performance or gig-related costs (e.g., venue fees, sound equipment rentals)	35	91	38%	240	15%	
	Recording costs (e.g., studio time, mixing, mastering)	27	91	30%	240	11%	
	Studio rental or rehearsal space costs	24	91	26%	240	10%	
	Software/subscriptions (e.g., DAWs, music production tools, streaming platforms)	22	91	24%	240	9%	
	Marketing and promotion (e.g., websites, social media ads)	20	91	22%	240	8%	

Questions	Response Questions	# of Responses	Total Music Participants	Percentage of Music Participants	Total Participants	Total Percentage	Notes
	Professional development (e.g., workshops, lessons, mentorship)	14	91	15%	240	6%	
	Support personnel (e.g. marketing staff, guitar tech, sound tech, etc.)	8	91	9%	240	3%	
	Licensing or royalties fees	5	91	5%	240	2%	
	Other (please specify): _____	6	91	7%	240	3%	
Barriers & Support							
What barriers do you face when trying to share or sell your music? (Select all that apply)	Limited paid performance opportunities	47	91	52%	240	20%	
	Lack of media interest or support	43	91	47%	240	18%	
	Limited performance venues	41	91	45%	240	17%	
	Low streaming royalties	40	91	44%	240	17%	
	High costs of promotion or distribution	35	91	38%	240	15%	
	High costs of travel for performances	35	91	38%	240	15%	
	Limited access to funding or grants	31	91	34%	240	13%	
	Saturation or competition in local or national music markets	27	91	30%	240	11%	
	Difficulty covering studio or rehearsal space costs	26	91	29%	240	11%	
	Lack of funds for marketing, branding, or promotion	25	91	27%	240	10%	
	Low ticket sales	22	91	24%	240	9%	
	Confusing or difficult to navigate platforms and mediums to share music	13	91	14%	240	5%	
	Lack of business knowledge to manage finances effectively	7	91	8%	240	3%	
	Inability to afford quality instruments or gear	5	91	5%	240	2%	
Other (please specify): _____	4	91	4%	240	2%		
If you have sold your music or booked paid performances, what challenges have you experienced in the selling/booking process? (Select all that apply)	Negotiating with buyers, promoters, or venues	42	91	46%	240	18%	
	Pricing my music or performances appropriately	39	91	43%	240	16%	
	Difficulty reaching potential buyers or audiences	35	91	38%	240	15%	
	Costs of recording, producing, or distributing my music	28	91	31%	240	12%	
	I have not sold my music or performances	20	91	22%	240	8%	
	High platform and/or streaming service fees (e.g. Spotify, Apple Music)	13	91	14%	240	5%	
	Other (please specify): _____	4	91	4%	240	2%	
	High commission, booking agents, management rates	1	91	1%	240	0%	
What type of support would you find most helpful? (Select all that apply)	Help securing performance or gig opportunities (e.g., venues, festivals)	65	91	71%	240	27%	
	Help with marketing, promotion, or branding for my music	49	91	54%	240	20%	
	Support with booking tours or live events	44	91	48%	240	18%	
	Opportunities for music residencies or studio space access	40	91	44%	240	17%	
	Assistance connecting with industry professionals (e.g., producers, agents, managers)	39	91	43%	240	16%	
	Training / professional development in grant writing	30	91	33%	240	13%	
	Assistance with music distribution or streaming platform access	25	91	27%	240	10%	
	Assistance with copyright or licensing issues	15	91	16%	240	6%	
	Other (please specify): _____	7	91	8%	240	3%	
Market Data							
	Local businesses with dedicated performance space/stage (e.g., Musiikki, The Buckle, Ale House)	65	91	71%	240	27%	
	Traditional stage venues (e.g., The Grand Theatre, Slush Puppy Place, concert/performance halls)	51	91	56%	240	21%	

Questions	Response Questions	# of Responses	Total Music Participants	Percentage of Music Participants	Total Participants	Total Percentage	Notes
Where do you typically perform? (Select all that apply)	Festivals	43	91	47%	240	18%	
	Municipal events and/or public programming (e.g., local arts events, events held by City of Kingston)	33	91	36%	240	14%	
	Local businesses, without dedicated performance space/stage (e.g., restaurants, bars, shops, cafés)	31	91	34%	240	13%	
	Corporate or private events	22	91	24%	240	9%	
	Touring across Ontario	22	91	24%	240	9%	
	Pop-up or temporary locations (e.g., busking, markets, outdoors)	21	91	23%	240	9%	
	Touring across Canada	12	91	13%	240	5%	
	Touring internationally	6	91	7%	240	3%	
	Online (e.g., virtual concerts, live streaming)	8	91	9%	240	3%	
	Other (please specify): _____	4	91	4%	240	2%	
In 2024, what best describes the majority of your performance opportunities?	Most were paid opportunities (e.g., artist fees, honorariums, percentage of sales)	54	91	59%	240	23%	
	An even mix of paid and unpaid opportunities	13	91	14%	240	5%	
	Most were unpaid opportunities (e.g., exposure, volunteer)	10	91	11%	240	4%	
	I did not perform in 2024	6	91	7%	240	3%	
	Most were unpaid opportunities with some opportunity for profit (e.g. merch sales, tips)	8	91	9%	240	3%	
How do you typically find opportunities to perform or share your music? (Select all that apply)	Personal network or referrals	68	91	75%	240	28%	
	Social media or online platforms	53	91	58%	240	22%	
	Approached directly by venues, event organizers, or collaborators	36	91	40%	240	15%	
	Self-organized	34	91	37%	240	14%	
	Cold calls or email outreach to venues, promoters, organizers, and collaborators	33	91	36%	240	14%	
	Open calls or auditions promoted via physical promotion (e.g., posters, radio ads, billboards)	12	91	13%	240	5%	
	Other music-based organizations resources and newsletters (e.g., Kingston Music Office, Musicians Union, etc.)	11	91	12%	240	5%	
	Directly through producers/companies	6	91	7%	240	3%	
	Manager or booking agent	2	91	2%	240	1%	
	KAC resources (newsletter, Arts Events Calendar, Opportunities Board, Arts Job Board, social media)	2	91	2%	240	1%	
Other (please specify): _____	2	91	2%	240	1%		
When you get to set or suggest your own payment rates, what criteria do you typically use to determine the cost of your performances-related services? (Select all that apply)	I find pricing challenging and often adjust it on a case-by-case basis	46	91	51%	240	19%	
	The equipment, software, time, and effort required to create or perform	38	91	42%	240	16%	
	Market demand and audience expectations	25	91	27%	240	10%	
	Audience Expectations	20	91	22%	240	8%	
	Advice or guidance from other musicians or mentors	20	91	22%	240	8%	
	Fee guidelines from industry organizations (e.g., union rates, local standards)	10	91	11%	240	4%	
	I use consistent rates for all services (e.g., hourly, per performance, per composition)	9	91	10%	240	4%	
Other (please specify): _____	3	91	3%	240	1%		

Questions	Response Questions	# of Responses	Total Music Participants	Percentage of Music Participants	Total Participants	Total Percentage	Notes
Visual Arts Questions							
What types of visual art do you primarily create? (Select all that apply)	Painting	77	123	63%	240	32%	
	Mixed media	44	123	36%	240	18%	
	Illustration	40	123	33%	240	17%	
	Digital art (e.g. graphic design, digital painting, animation)	34	123	28%	240	14%	
	Fibre Arts (e.g. weaving, embroidery, textiles)	23	123	19%	240	10%	
	Community-based or socially engaged	21	123	17%	240	9%	
	Photography	20	123	16%	240	8%	
	Printmaking	20	123	16%	240	8%	
	Installation art	15	123	12%	240	6%	
	Sculpture	16	123	13%	240	7%	
	Ceramics/Pottery	13	123	11%	240	5%	
	Experimental media (e.g., Virtual reality, performance art, bio-art)	11	123	9%	240	5%	
	Other (please specify): _____	10	123	8%	240	4%	
Woodwork	4	123	3%	240	2%		
Approximately how many original works did you create in 2024?	Fewer than 5	16	123	13%	240	7%	
	5-10	21	123	17%	240	9%	
	11-20	26	123	21%	240	11%	
	21-50	32	123	26%	240	13%	
	More than 50	25	123	20%	240	10%	
	I did not create any works in 2024	3	123	2%	240	1%	
Approximately how many exhibitions or public displays did you offer or participate in during 2024?	Fewer than 5	63	123	51%	240	26%	
	5-10	18	123	15%	240	8%	
	11-20	8	123	7%	240	3%	
	21-50	1	123	1%	240	0%	
	More than 50	2	123	2%	240	1%	
	I did not display any of my works in 2024	30	123	24%	240	13%	
How often do you engage in your visual arts practice?	Full-time (35+ hours/week)	29	123	24%	240	12%	
	Part-time (20 - 34 hours/week)	37	123	30%	240	15%	
	Occasionally (1 - 19 hours/week)	32	123	26%	240	13%	
	Sporadically, as time allows	21	123	17%	240	9%	
	Seasonally (e.g., Holiday markets, festivals, etc.)	4	123	3%	240	2%	
Financial Data							
What types of work have you sold?	Original Works	92	123	75%	240	38%	
	Murals	9	123	7%	240	4%	
	Commissions	62	123	50%	240	26%	
	Prints/Replications	48	123	39%	240	20%	
	I have not sold my work	16	123	13%	240	7%	
Follow Up To Question Above: What is the average price range of your original works? <i>92 participants from previous question.</i>	Under \$50	5	92	5%	240	2%	
	\$50 - \$100	17	92	18%	240	7%	
	\$100 - \$500	29	92	32%	240	12%	
	\$500 - \$1,000	14	92	15%	240	6%	
	\$1,000 - \$5,000	11	92	12%	240	5%	
	Over \$5,000	4	92	4%	240	2%	
	Unsure/Prefer not to answer	12	92	13%	240	5%	
	Under \$500	2	9	22%	240	1%	

Questions	Response Questions	# of Responses	Total Music Participants	Percentage of Music Participants	Total Participants	Total Percentage	Notes
Follow Up To Question Above: What is the average price range of your work per mural? <i>9 participants from previous question.</i>	\$500 - \$1000	1	9	11%	240	0%	
	\$1,000 - \$5,000	4	9	44%	240	2%	
	\$5,000 - \$10,000	1	9	11%	240	0%	
	Over \$20,000	1	9	11%	240	0%	
Follow Up To Question Above: What is the average price range of your commissioned work? <i>62 participants from previous question.</i>	Under \$50	3	62	5%	240	1%	
	\$50 - \$100	7	62	11%	240	3%	
	\$100 - \$500	24	62	39%	240	10%	
	\$500 - \$1,000	7	62	11%	240	3%	
	\$1,000 - \$5,000	8	62	13%	240	3%	
	Over \$5,000	4	62	6%	240	2%	
	Unsure/Prefer not to answer	7	62	11%	240	3%	
Follow Up To Question Above: What is the average price range of your prints/replications? <i>48 participants from previous question.</i>	Under \$50	25	48	52%	240	10%	
	\$50 - \$100	13	48	27%	240	5%	
	\$100 - \$500	5	48	10%	240	2%	
	\$500 - \$1,000	1	48	2%	240	0%	
	\$1,000 - \$5,000	1	48	2%	240	0%	
Unsure/Prefer not to answer	2	48	4%	240	1%		
Do you typically profit from art sales?	Profits from my art sales typically support overhead costs or other business expenses, with little to no profits earned	33	123	27%	240	14%	
	I typically earn a profit from my art sales	27	123	22%	240	11%	
	I typically invest personal money into my art, losing money as a result	27	123	22%	240	11%	
	I do not typically profit from or sell my art	26	123	21%	240	11%	
	Unsure / Prefer not to answer	9	123	7%	240	4%	
What revenue streams do you receive income from? (Select all that apply)	Selling original works	69	123	56%	240	29%	
	Commissions	41	123	33%	240	17%	
	I do not currently generate income from my visual art practice	37	123	30%	240	15%	
	Teaching classes/workshops	35	123	28%	240	15%	
	Exhibitions	33	123	27%	240	14%	
	Selling prints	30	123	24%	240	13%	
	Selling merchandise	14	123	11%	240	6%	
	Grants or fellowships	12	123	10%	240	5%	
	Other (please specify): _____	10	123	8%	240	4%	
	Promoting/creating content for social media	5	123	4%	240	2%	
Paid Residencies	4	123	3%	240	2%		
Art licensing / rental	1	123	1%	240	0%		
Barriers & Support							
What barriers have you encountered in trying to share or sell your work? (Select all that apply)	Limited audience or market for your work	64	123	52%	240	27%	
	Lack of access to gallery spaces or exhibition opportunities	55	123	45%	240	23%	
	Saturation or competition in local or national markets	40	123	33%	240	17%	
	High costs of promotion or distribution	39	123	32%	240	16%	
	Lack of business knowledge to manage sales effectively	36	123	29%	240	15%	
	Lack of online presence or e-commerce skills	35	123	28%	240	15%	
	Lack of media interest or support	33	123	27%	240	14%	
	Limited access to local or regional art markets	28	123	23%	240	12%	
	Other (please specify): _____	15	123	12%	240	6%	
I do not currently share or sell my artwork	14	123	11%	240	6%		
	Pricing my work or expertise appropriately	68	123	55%	240	28%	
	High commission rates from galleries, markets, or online platforms	46	123	37%	240	19%	

Questions	Response Questions	# of Responses	Total Music Participants	Percentage of Music Participants	Total Participants	Total Percentage	Notes
If you have sold your work, what challenges have you experienced in the selling process? (Select all that apply)	Costs of shipping or delivering artwork	46	123	37%	240	19%	
	Negotiating with buyers or galleries	20	123	16%	240	8%	
	I have not sold my work	17	123	14%	240	7%	
	Other (please specify): _____	10	123	8%	240	4%	
What type of support would you find most helpful? (Select all that apply)	Help securing exhibition spaces (e.g., galleries, pop-ups)	74	123	60%	240	31%	
	Assistance connecting with buyers or collectors	71	123	58%	240	30%	
	Opportunities for artist residencies or workspace access	70	123	57%	240	29%	
	Writing support/consultation for grant applications	54	123	44%	240	23%	
	Training / professional development in grant writing	51	123	41%	240	21%	
	Training / professional development in writing exhibition proposals	50	123	41%	240	21%	
	Writing support/consultation for exhibition or residency applications	50	123	41%	240	21%	
	Other (please specify): _____	9	123	7%	240	4%	
Market Data							
Where do you typically display or sell your artwork? (Select all that apply)	Online platforms (e.g., Etsy, personal website, social media)	64	123	52%	240	27%	
	Art markets or festivals	48	123	39%	240	20%	
	Galleries in Kingston and the surrounding region	36	123	29%	240	15%	
	Galleries outside of the Kingston region	23	123	19%	240	10%	
	Local businesses (e.g., cafés, boutiques)	23	123	19%	240	10%	
	I do not currently sell or display my artwork	21	123	17%	240	9%	
	Personal storefront or studio	12	123	10%	240	5%	
	Commissioned spaces (e.g., public art installations)	11	123	9%	240	5%	
Other (please specify): _____	8	123	7%	240	3%		
If you participated in or presented exhibitions in 2024, which of the following pay structures applied?	I did not exhibit my work in 2024	49	123	40%	240	20%	
	Exhibitions where artist payment is based on sales	40	123	33%	240	17%	
	Unpaid opportunities (e.g. volunteer, exposure, fundraiser)	23	123	19%	240	10%	
	Exhibitions with artist fees (CARFAC rates or higher)	20	123	16%	240	8%	
	Exhibitions with an honorarium (artist fees below CARFAC rates)	11	123	9%	240	5%	
Other options or comments: _____	5	123	4%	240	2%		
How do you find opportunities to exhibit your work? (Select all that apply)	Social media or online platforms	85	123	69%	240	35%	
	Personal network or referrals	64	123	52%	240	27%	
	Word of mouth	60	123	49%	240	25%	
	Open calls promoted via physical promotion (e.g., posters, radio ads, billboards)	42	123	34%	240	18%	
	Other arts-based organizations resources and newsletters (e.g., Kingston School of Art, CARFAC, etc.)	40	123	33%	240	17%	
	KAC resources (newsletter, Opportunities Board / website, social media)	35	123	28%	240	15%	
	Self-produced exhibitions	32	123	26%	240	13%	
	Approached directly by galleries, event organizers, or collaborators	24	123	20%	240	10%	
	Cold calls or email outreach to venues, promoters, organizers, and collaborators	15	123	12%	240	6%	
	Other (please specify): _____	7	123	6%	240	3%	
	Agents or manager	1	123	1%	240	0%	
	The materials, time, and preparation required for to create the art	75	123	61%	240	31%	
	I find pricing challenging and often adjust it on a case by case basis	46	123	37%	240	19%	
	Market demand and buyer expectations	27	123	22%	240	11%	

Questions	Response Questions	# of Responses	Total Music Participants	Percentage of Music Participants	Total Participants	Total Percentage	Notes
When you get to set or suggest your own payment rates, what criteria do you typically use to determine the cost of your art-related services? (Select all that apply)	Advice or mentorship from other artists	29	123	24%	240	12%	
		31	123	25%	240	13%	
	Fee structures proposed by artistic organizations (e.g., CARFAC)	21	123	17%	240	9%	
	I use consistent rates for all pieces (e.g., per square inch)	18	123	15%	240	8%	
	Other (please specify): _____	10	123	8%	240	4%	
	I do not currently sell my artwork	18	123	15%	240	8%	