

Appendix: Publicity Summary of 2016 and 2025 member surveys

2025 Survey

Reasons for joining ARMTA

47% joined solely for liability insurance, several because they were fulfilling an outside requirement to be insured.

21% joined solely for the Registered Music Teacher designation.

A further 21% joined for combined reasons including liability insurance, and/or the Registered Music Teacher designation, professional development, or publication in the Find a Teacher directory.

Of the remaining 11%, most joined to meet colleagues, or because it was just something they thought they should do. One was prompted by a colleague to join.

Reasons for renewing ARMTA membership:

39% - solely liability insurance

5%-solely Registered Music Teacher designation

33% liability insurance in combination with community, events, the registered Music teacher designation, and publication on the Find a Teacher Directory

11% - solely community

10% solely networking

5% - solely professional development

3% - other

The above results were from non-prompted textual answers to two questions (what prompted you to join; now that you are a member, what is the chief reason for renewing)

Survey respondents were asked their opinion on the level of importance they placed upon ARMTA programs, regardless of why they joined or renewed their membership:

“very important” - importance of ARMTA programs and opportunities on a scale of 1-5

89% - liability insurance (studio premises)

67%- liability insurance (performance venues)

39% - studio promotion through find a teacher directory

39% RMT designation

33% professional development

22% - branch membership

28% ARMTA badge on website

17% - web hosting

17% student opportunities

2025 NEW (=/- 5 years) - reasons for joining, reasons for renewal or non-renewal, and relative importance of ARMTA programs and opportunities.

19 respondents.

1 did not renew within the survey range. This ex-member joined for insurance, but did not place high importance on insurance elsewhere in the survey, left because rates were too high.

Reason for joining (19):

9 joined solely for the insurance. One of these did not renew - this person placed less importance on insurance than other respondents. Several taught in music schools and were required to get insurance.

2 joined for insurance and the RMT designation

1 joined for insurance and professional development

1 joined for teacher directory, insurance, and RMT designation

4 joined solely for the RMT designation.

Reason for renewing (18):

1 -insurance and community

7-insurance

1-insurance plus RMT designation

1-insurance, community, and events

2-community

1-professional development

2025 respondents - Teacher demographic

Teacher age

50%	25-34 years of age
17%	35-44 years of age
11%	45-55 years of age
22%	55+ years of age

Subjects taught (respondents only). These percentages are different for the total number of new and reinstated members between 2020-2025) Instruments are dominated by piano and voice.

(67% piano, either exclusively or in combination with another instrument)

(34% voice, either exclusively or in combination with another instrument)

33%	Piano exclusively
11%	Piano and voice
11%	Piano, voice, other
6%	Piano, other
6%	Piano, strings
6%	voice exclusively
6%	Voice, other
17%	Other exclusively

Ages taught

72%	Teach all age groups
22%	All ages to high school
17%	All ages excluding university age
6%	All ages excluding elementary school age

Genres taught

- 4 of 5 voice teachers teach musical theatre
- With the exception of those teaching classical genres exclusively, all other teachers cover several genres.

28%	Classical exclusively
67%	Classical plus other genres (one or any of jazz/musical theatre/ pop/sacred/choral/band)
6%	Speech arts

Student experience levels taught

- 100% of respondents teach beginners
- 78% also teach intermediate
- 56% accept advanced students
- 22% operate studios consisting of 100% beginners.

56%	Beginner/intermediate/advanced
22%	Beginner/intermediate
22%	Beginner exclusively

2016 member survey

2016 - asked new and returning members their reasons for joining/renewing, and the value they place on ARMTA programs.

Most popular:

The overwhelming majority of respondents joined to get the RMT designation and/or the liability insurance.

Least Popular:

Student eligibility to enter ARMTA competitions was the least-stated reason for wanting ARMTA membership.

Only 15.4% of respondents placed specific importance on student competitions.

- We know the age groups mainly taught by respondents would be eligible to enter the student composer competition. At that time ARMTA did not offer the junior/intermediate string competition and string masterclasses.
- This survey did not ask respondents to specify instruments taught.

Rated "extremely important" to existing members - reasons for joining:

79.5% Wanted the RMT designation

71.8% wanted liability insurance

51.3% wanted to be in the find a teacher directory

51.3% wanted to get to know other music teachers

48.7% wanted resources for themselves and students-masterclasses, workshops etc.

43.6% joined because they felt it was just something they should do

30.8% wanted resources to become a better business owner

30.8% wanted resources to inform and connect them to the greater teaching community, such as Tempo and Canadian Music Teacher

30.8% were encouraged to join by an ARMTA member

15.4% wanted students to be able to participate in competitions like piano or student composer