

Dear MTNA Member,

The following pages highlight results from the **2020 MTNA Member Survey**, the first comprehensive survey of its kind conducted since 2005. Between the months of November and December 2020, a total of 3,845 members responded. We were quite pleased by the response, which far surpassed the participation in the 2005 survey.

A membership survey is a snapshot in time. It is a tool to check in with our members to see what is important to you and how satisfied you are with your membership. **Your needs change over time, and a survey like this one informs the leadership of what MTNA is doing well and what needs to be improved.** It also provides you with relevant information about the music teaching profession you can use as a measure to validate and improve your teaching and studio.

The Committee who developed the survey included Beth Klingenstein, Karen Thickstun, Martha Hilley, Brian Shepard and Ryan Greene. **All Federal Trade Commission guidelines were followed** carefully through the development process, such as only collecting historical data and reporting results in aggregate form. The onset of the COVID-19 pandemic before the release of the survey allowed us the opportunity to revise the survey **to include questions about the impact of COVID-19 on music teachers**, greatly enhancing the value of the survey.

In recognition of the increasingly diverse career paths taken by MTNA members and others in the music teaching profession, the teaching-related sections of the survey were organized into **three tracks—Independent Music Teachers, Higher Education Instructors, and Teaching Staff of community music schools, academies and other private sector music teaching entities.** The information gathered within each section provides a comprehensive look at music teaching in all of its diversity.

The complete results of the 2020 MTNA Member Survey are available in the “Business Resources” section of the MTNA website (www.mtna.org). MTNA Member Surveys will become a regular feature in coming years in order for us **to recognize and address new and important trends** in the profession and within our membership. We encourage you to participate in all of them to ensure that the data is truly reflective of our membership.

Sincerely,



Dr. Gary L. Ingle
*Executive Director &
Chief Executive Officer*

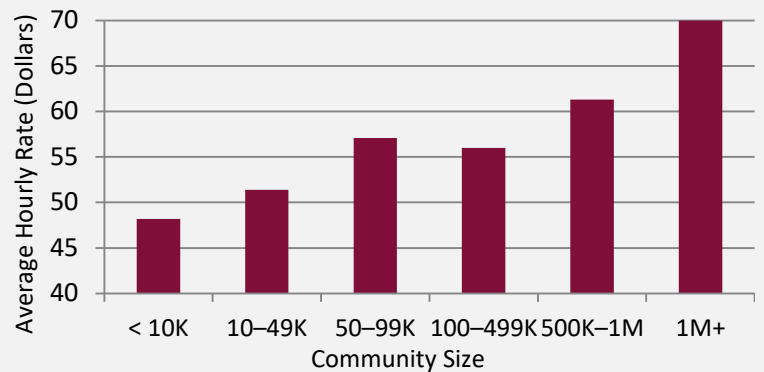
A Snapshot of Independent Music Teachers

Data collected anonymously in compliance with Federal Trade Commission guidelines

60-minute Lesson Rates Reported During the 2019–2020 School Year

Average: \$56.58
Median: \$52.00
Range: \$10 to \$400

60-minute Rates vs. Community Size



Comparison with Data from 2005 MTNA Member Survey

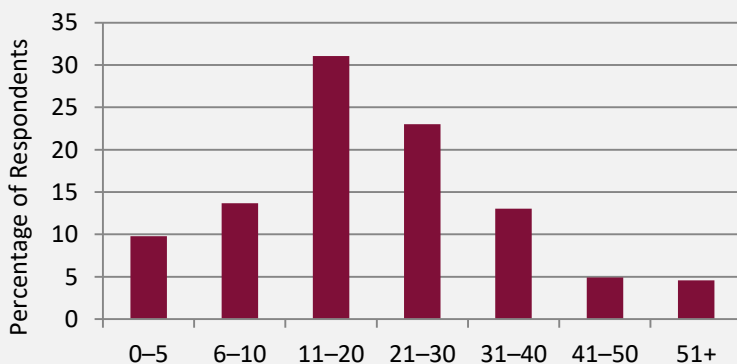
Average 60-minute lesson rate: \$43

Adjusted for inflation (in 2020 dollars) using the U.S. Bureau of Labor Statistics CPI Inflation Calculator: \$56.98

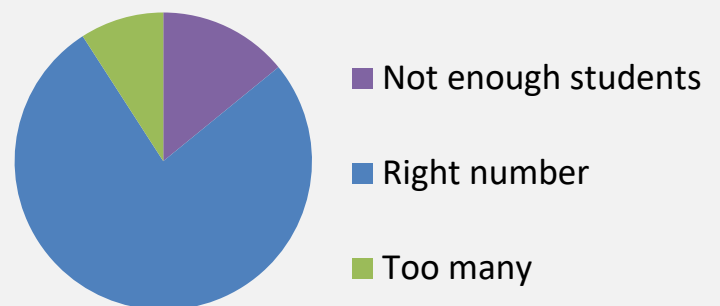
How COVID-19 Impacted Studios

- 65.2%** switched all teaching to online
- 58%** added public health-related policies to studio due to COVID-19
- 50.8%** reported fewer studio hours
- 45.6%** switched to online recitals
- 35.5%** switched to online competitions

Number of Students in a Studio



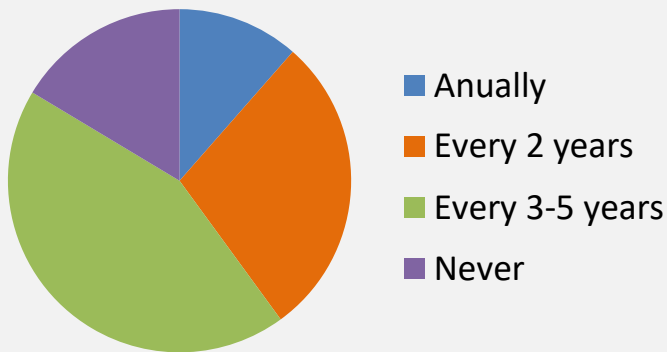
How Teachers Describe their Current Teaching Load



A Snapshot of Independent Music Teachers

Data collected anonymously in compliance with Federal Trade Commission guidelines

How Often Teachers Raise their Rates

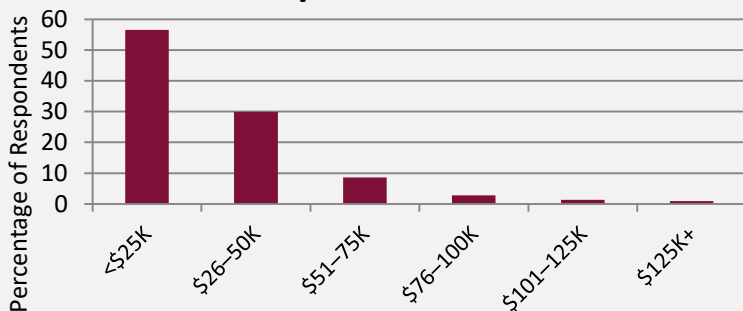


Student Loyalty and Retention

50.6% reported their average student has been with them 6-10 years

43.2% reported their average student has been with them 2-5 years

Gross Annual Income from Track 1: Independent Music Teachers



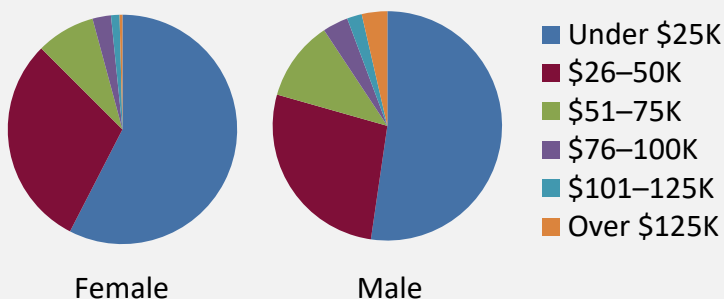
Accepting New Students

74% of teachers interviewed students before accepting them

35% of teachers had a wait list and, of those, averaged **5.5** students on their list.

Comparing Gross Income and Gender In Track 1: Independent Teachers

1,381 Female (87.6%) 195 Male (12.4%)



Reported Summer Income

35.4% income decreased significantly

33.8% income decreased slightly

6.6% no summer income at all

However, **67.2%** indicated their summer income was lower by choice

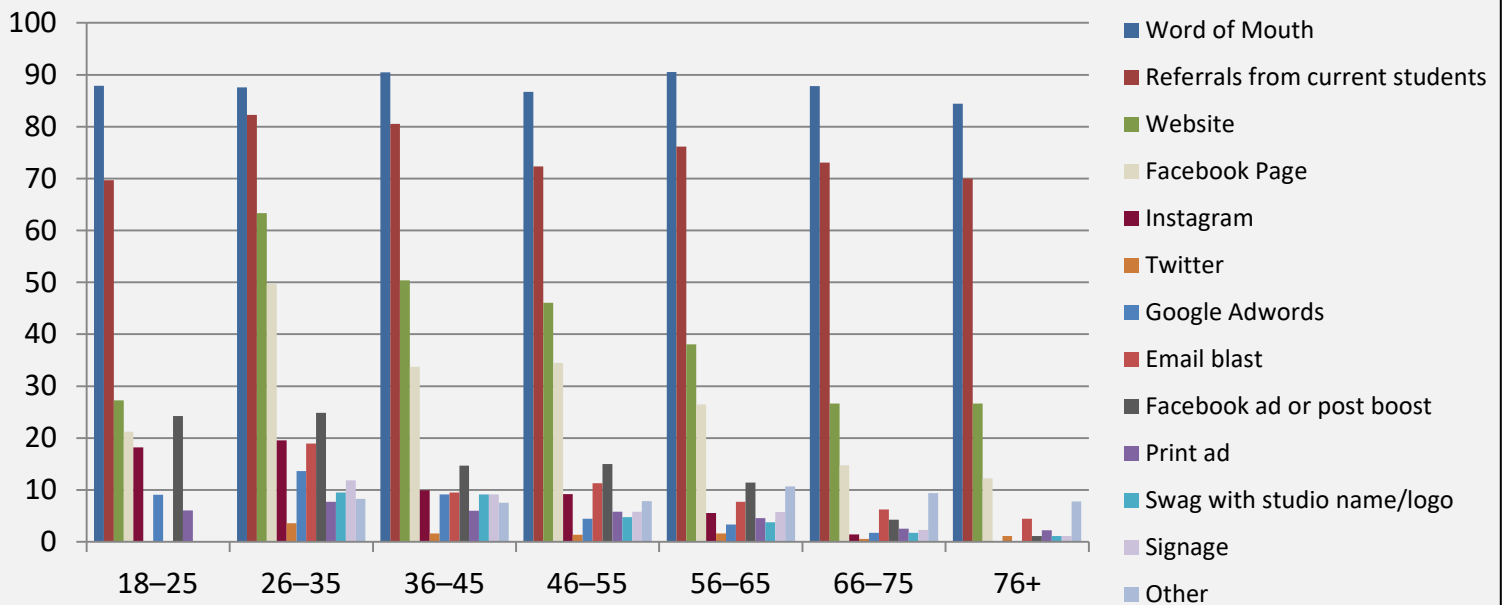
A Snapshot of Independent Music Teachers

Data collected anonymously in compliance with Federal Trade Commission guidelines

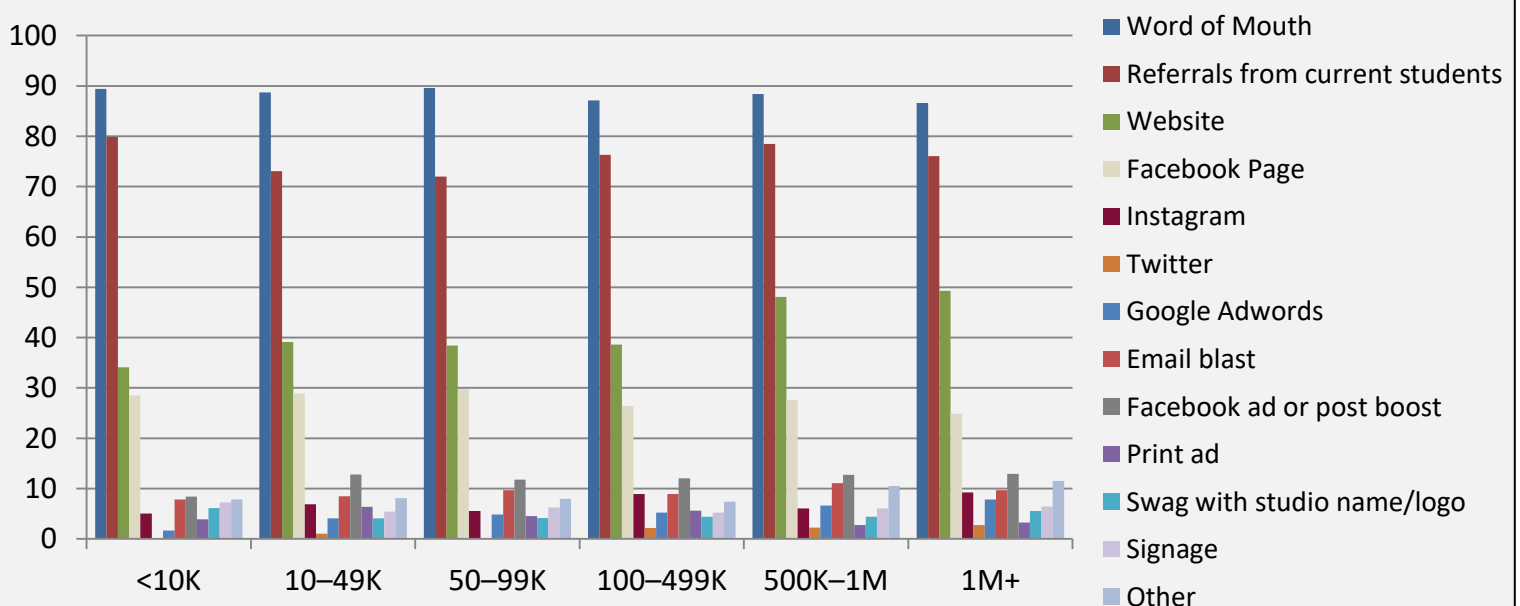
Marketing Strategies used by Independent Teachers

- **86%** reported using word-of-mouth
- **74%** reported using referrals
- **39%** reported using a website
- **27%** reported using a Facebook page
- **<10%** reported using each of email blasts, Google AdWords or print ads

Comparing Age vs. Studio Marketing Strategies



Comparing Community Size vs. Studio Marketing Strategies



A Snapshot of Higher Education Teachers

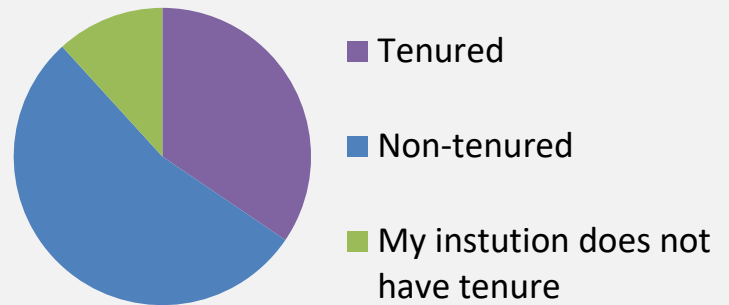
Data collected anonymously in compliance with Federal Trade Commission guidelines

Insights and Conclusions

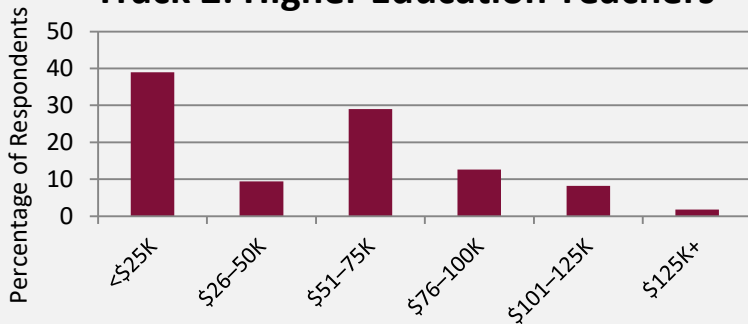
87% indicated none of their academic teaching was conducted online before COVID.

More than half of respondents receive health insurance and retirement contributions from their institutions.

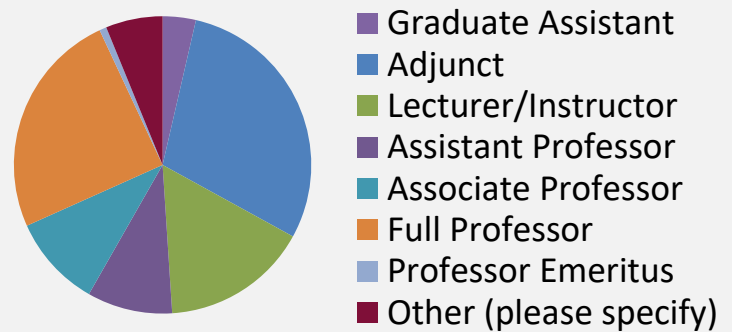
Tenure Status



Gross Annual Income from Track 2: Higher Education Teachers

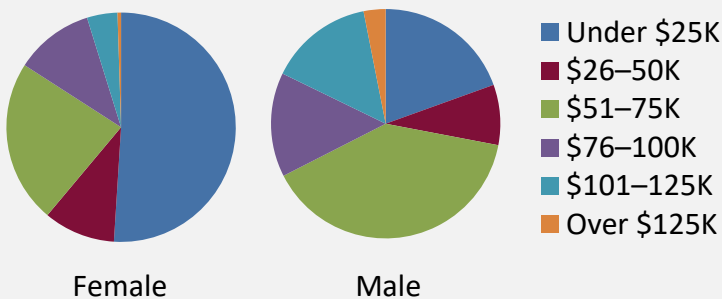


Rank during 2019–2020 Year

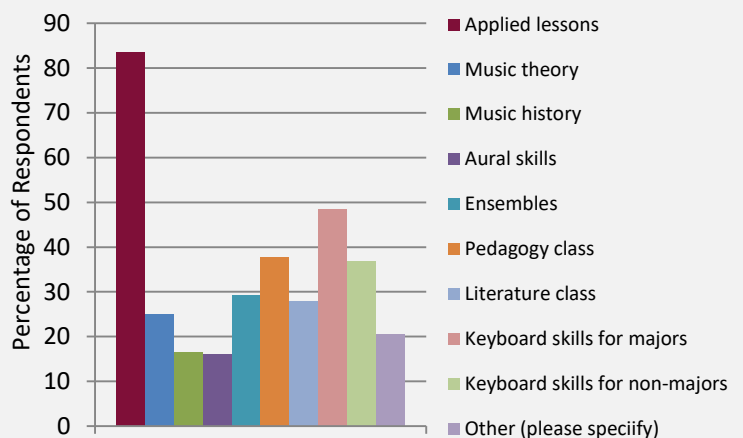


Comparing Gross Income and Gender In Track 2: Higher Education Teachers

208 Female (61.7%) 129 Male (38.3%)



Courses Taught in the Past 5 Years



A Snapshot of Teaching Staff

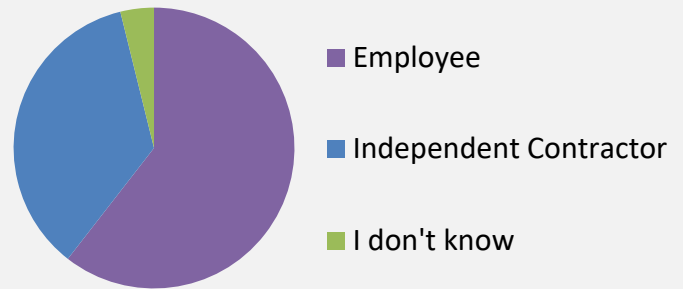
Data collected anonymously in compliance with Federal Trade Commission guidelines

Track 3 Insights

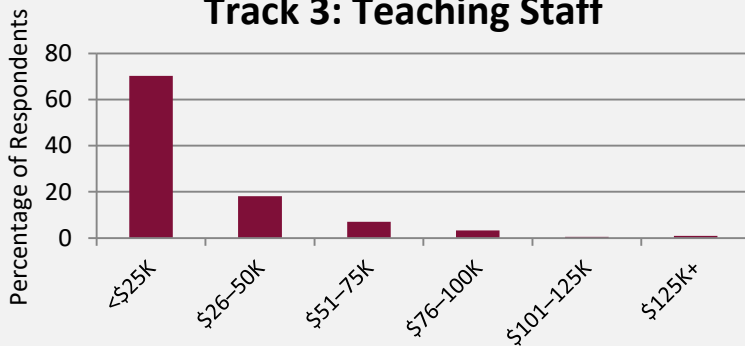
Track 3 teachers were more likely to use advanced marketing tactics beyond Word-of-Mouth and Referrals, with **84.9%** using a Website, **66.9%** a Facebook Page, and **53.6%** using Email Blasts.

75% identified as Part-Time and **25%** Full-Time

Employment Status



Gross Annual Income from Track 3: Teaching Staff



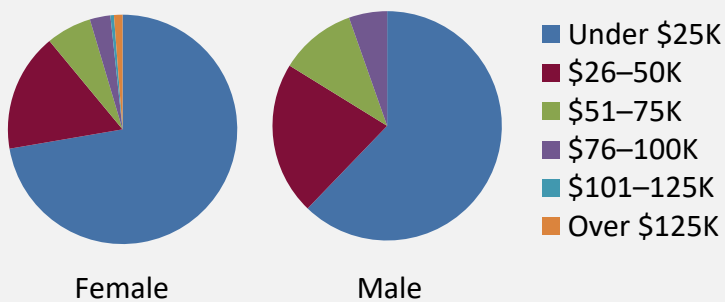
Student Loyalty and Retention

29.61% reported their average student has been with them 6-10 years

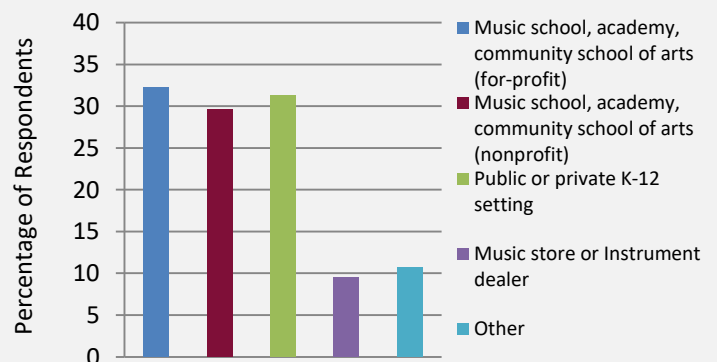
59.23% reported their average student has been with them 2-5 years

Comparing Gross Income and Gender In Track 3: Teaching Staff

173 Female (82.4%) 37 Male (17.6%)

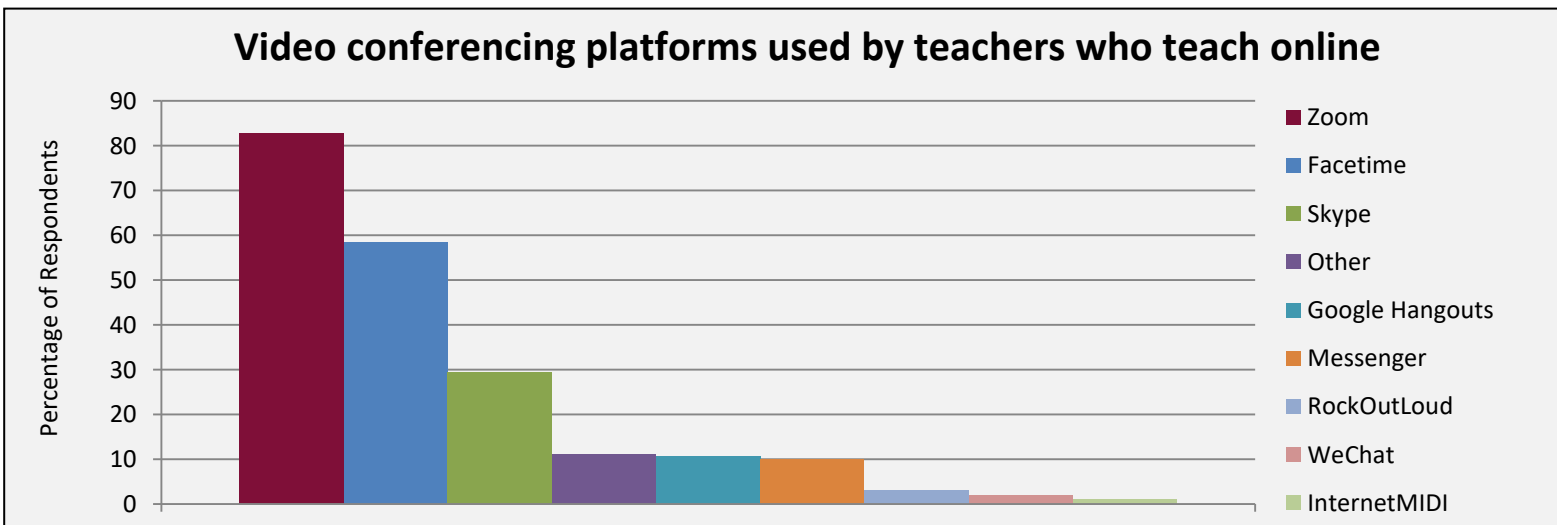
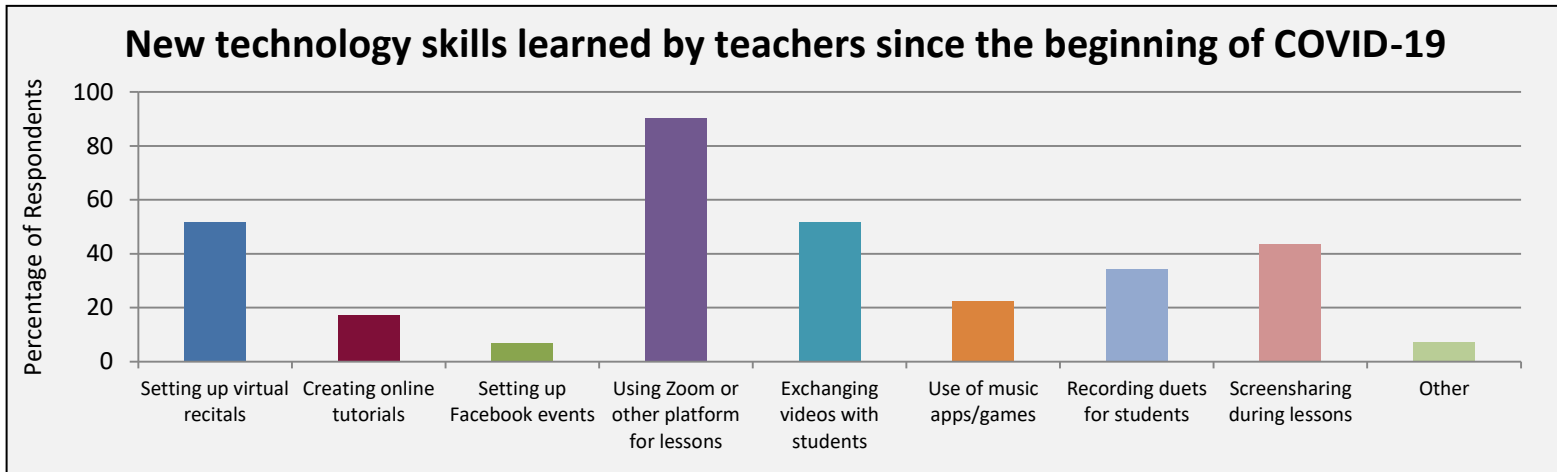
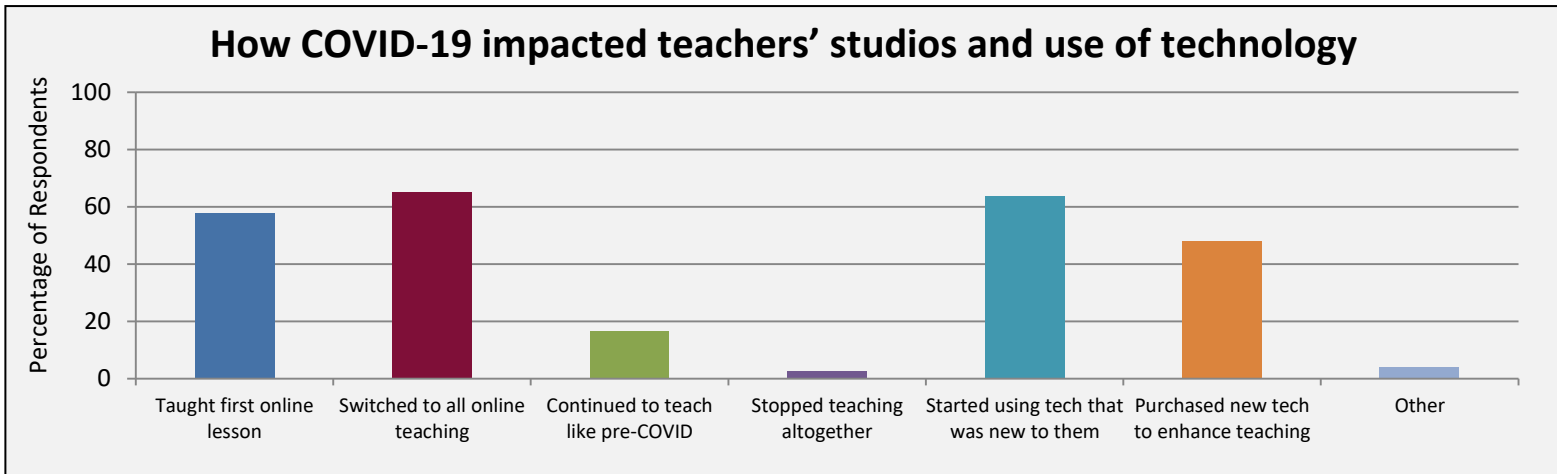


In which organizations were you a member of a Teaching Staff before COVID-19?



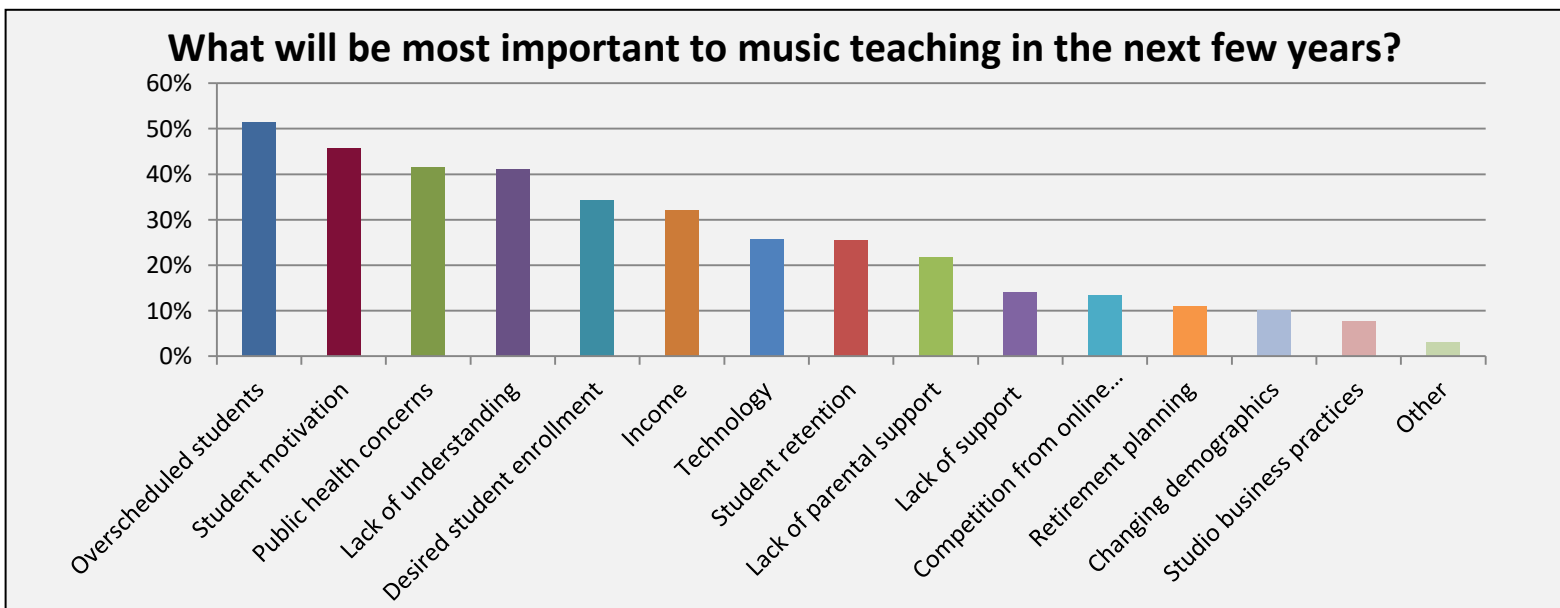
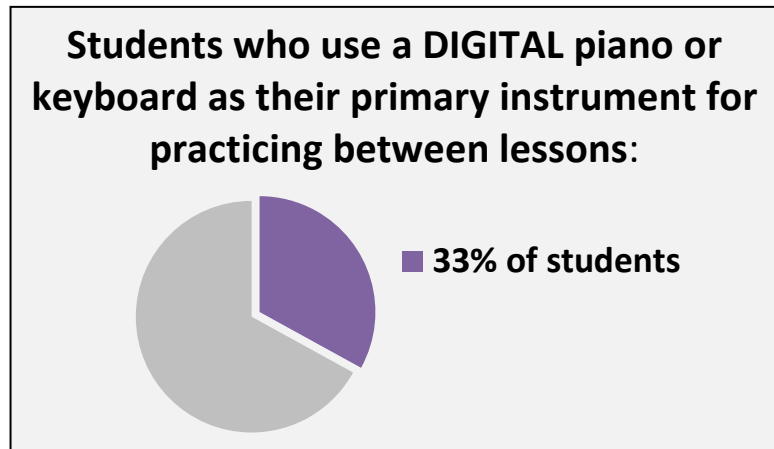
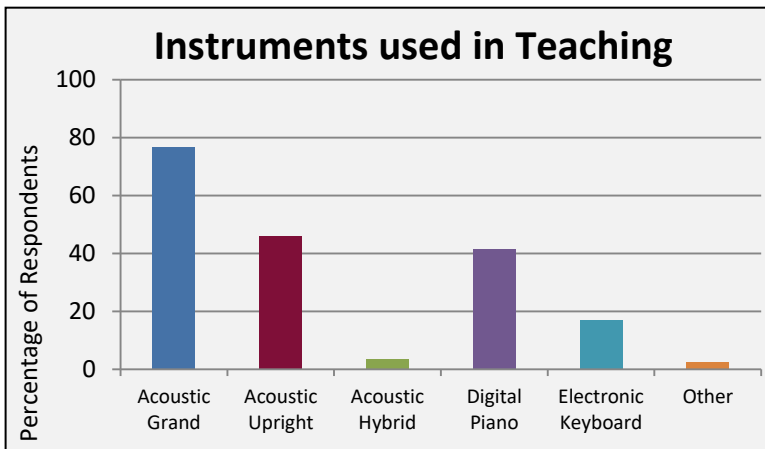
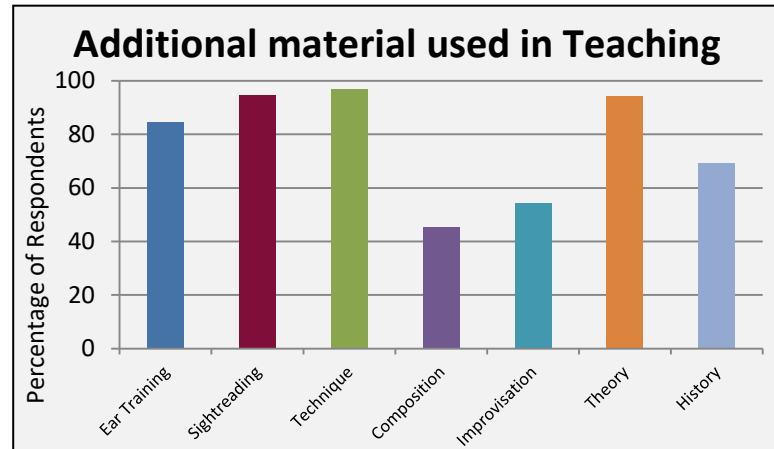
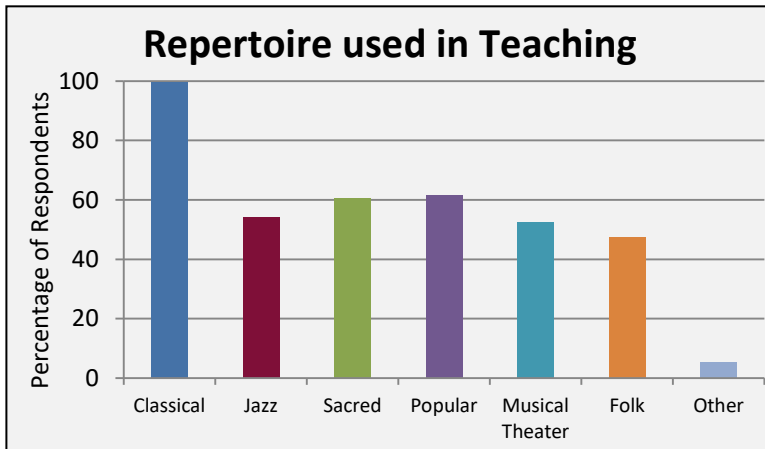
Technology in Music Teaching

Data collected anonymously in compliance with Federal Trade Commission guidelines



Music Study in the U.S. — Current Trends

Data collected anonymously in compliance with Federal Trade Commission guidelines



MTNA Membership and Programs

Data collected anonymously in compliance with Federal Trade Commission guidelines

Insights and Conclusions

30% of respondents were nationally certified (NCTM), while **70%** were not certified.

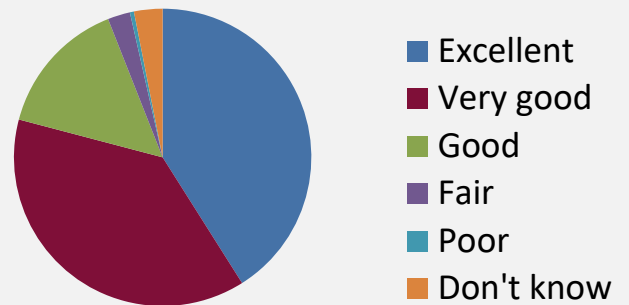
Highest rated MTNA Member Programs

- *American Music Teacher* magazine
- Local Music Teachers Association Meeting or Workshop
- State Conference

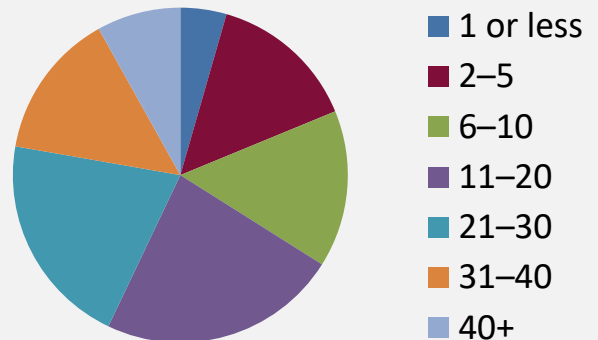
Highest rated MTNA Business Services

- COVID-19 related legal documents
- Office Depot/Office Max discounts
- Legal Documents for the Independent Studio

Overall quality of MTNA's Programs

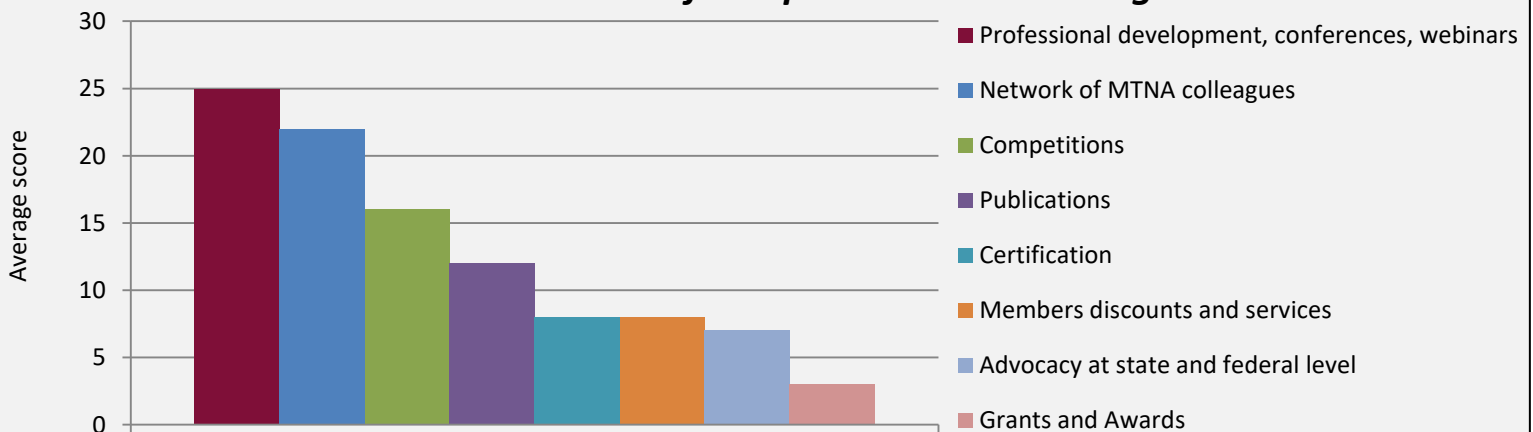


Years as a Member of MTNA



Reasons teachers belong to Music Teachers National Association

Based on allocation of 100 points to these categories



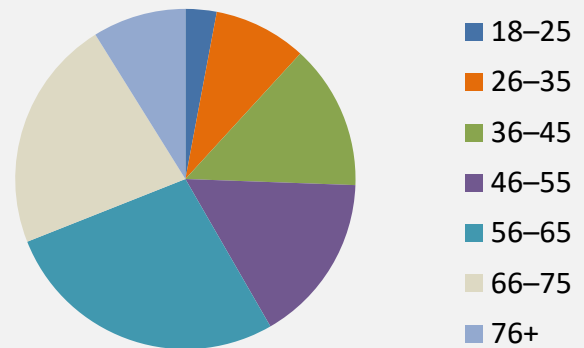
About the 3,845 Survey Respondents

Data collected anonymously in compliance with Federal Trade Commission guidelines

Gender

84% identified as female
14% identified as male
1% preferred not to answer
1% preferred to self describe

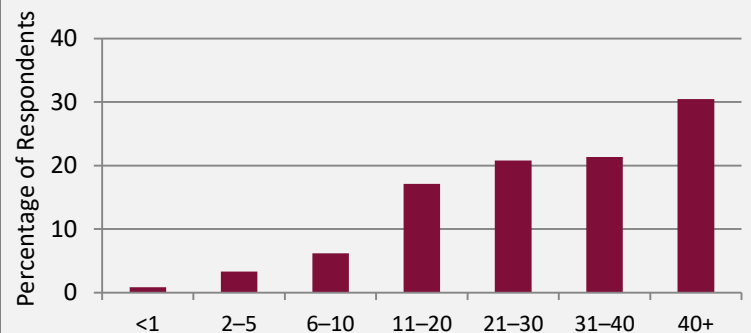
Age



Race

American Indian or Alaska Native	0.12%
Asian	8.96%
Black or African American	0.71%
Native Hawaiian or Other Pacific Islander	0.27%
Caucasian	82.32%
More than one race	2.11%
Other	1.782%
Prefer not to answer	3.77%

Number of Years Teaching



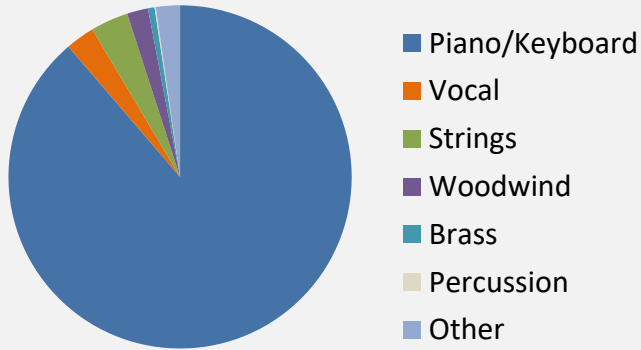
Source of Income

	Primary Source of Income	Secondary Source of Income	Does Not Apply
Track 1: Independent Studio	63.25% 1,664	28.47% 749	8.29% 218
Track 2: Higher Education	13.23% 348	8.17% 215	78.60% 2,068
Track 3: Teaching Staff	7.56% 199	10.83% 285	81.60% 2,147

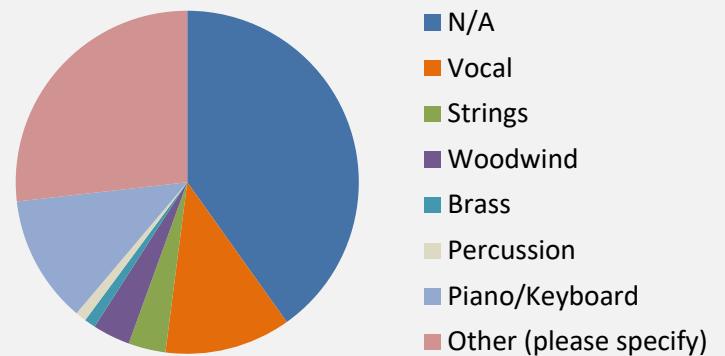
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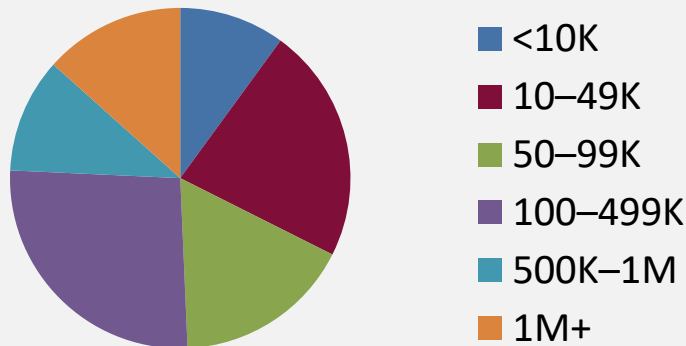
Primary Teaching Area



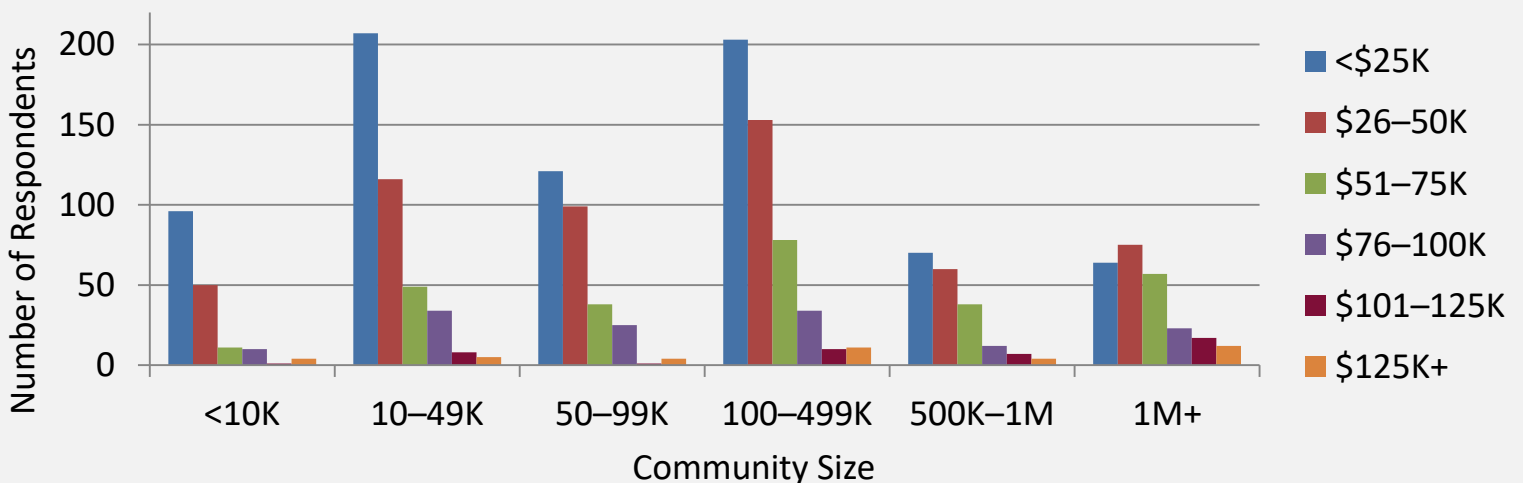
Secondary Teaching Area



Community Size by Population



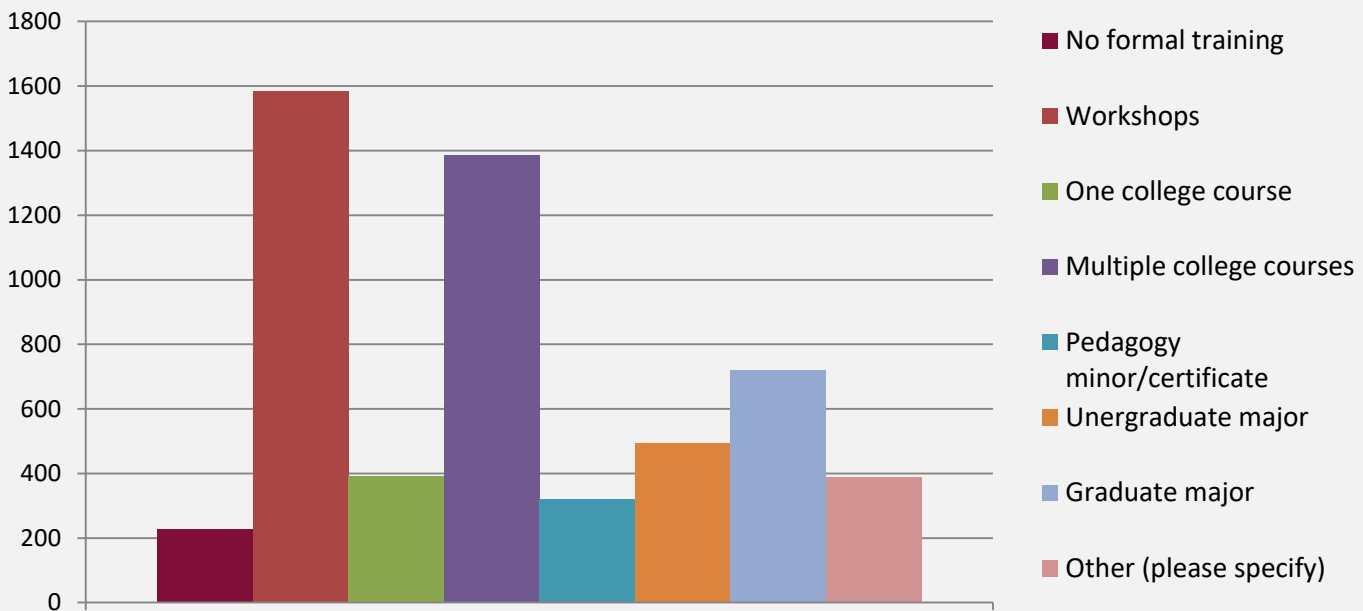
Gross Teaching Income Compared to Community Size



About the 3,845 Survey Respondents

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Formal Pedagogy Training



Highest Degree Earned

