

The background of the cover is a deep red color with a pattern of overlapping, semi-transparent circles in lighter shades of red and pink. Scattered throughout the background are white musical notes, including treble clefs, eighth notes, and sixteenth notes, some of which are accompanied by small, glowing white dots. The text is centered and reads:

MTNA

2024
MEMBER SURVEY
Highlights & Insights

Dear MTNA Member,

We're excited to share the results of the **2024 MTNA Member Survey**! Between October and December, 2,719 members participated in this important project. Like a live performance, you'll find this survey captures a moment in time, offering you **valuable insights** into the music teaching profession and informing us about how we can better serve you.

This is the third MTNA survey of its kind, following previous ones completed in 2005 and 2020. Many questions from 2020 were repeated to identify trends, and all data was collected following **Federal Trade Commission** guidelines. Where relevant, we've included **comparison data to track trends**.

A project like this wouldn't be possible without the work of volunteers and staff, so I extend my gratitude to Past President Karen Thickstun and Director of Membership Development Ryan Greene for developing and implementing this survey and to all our members who participated in this vital research.

You can find the full results, along with past surveys, in the [Business Resources](#) section of the MTNA website. MTNA will continue conducting these surveys, and we encourage you to participate each time—your voice helps shape the future of our profession!

Thank you for being a part of the MTNA community!

Sincerely,



Brian Shepard
Chief Executive Officer

About the Survey

This is a benchmarking survey designed to provide valuable and current relevant information on the music teaching profession. A total of 2,719 MTNA members completed the survey. All data was collected anonymously in compliance with Federal Trade Commission guidelines. When applicable, comparison data is shown from the 2005 and 2020 member surveys to indicate relevant changes and/or potential trends.

Three tracks were created to capture the most common teaching situations among teachers. Members were instructed to complete all tracks relevant to them, since they may teach in more than one setting:

- **Track 1 Independent Studio** (2,815 responses): Teacher receives payment directly from parent or student (examples: home studio, students' homes, independent studio in commercial location, independent studio in non-commercial location, online, other).
- **Track 2 Higher Education** (311 responses): College, university, junior/community college, online institution.
- **Track 3 Teaching Staff** (295 responses): Paid employee or independent contractor (examples: music school/academy/community school of arts, music/piano store, public or private K–12 setting).

Results of the 2024 Member Survey are available in a shorter 22-page "Highlights & Insights" document and a more comprehensive [84-page "Summary Data & Insights" document](#).

A Snapshot of Independent Music Teachers

Data collected anonymously in compliance with Federal Trade Commission guidelines

60-minute Lesson Rates Reported During the 2023–2024 School Year

Average: \$65.72

Median: \$60

Range: \$0 to \$310

A breakdown of rates by State and Division appears in the [full version of the survey results](#)

Adjusting for Inflation

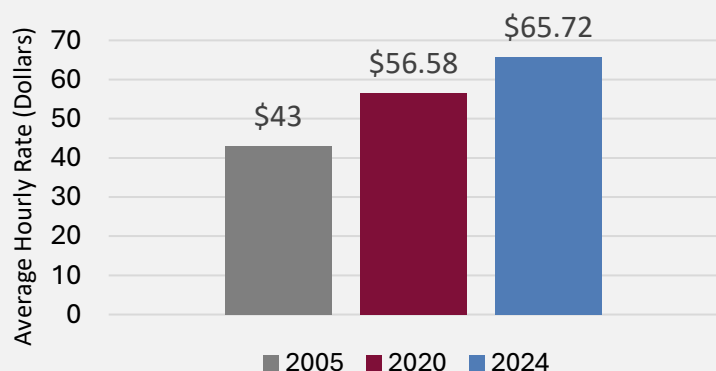
Using the U.S. Bureau of Labor Statistics CPI Inflation Calculator

\$43 in 2005 → \$69.54 in 2024

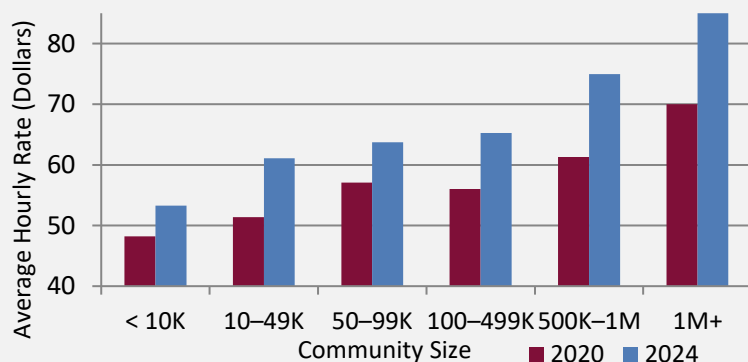
\$56.58 in 2020 → \$67.64 in 2024

Average from the 2024 survey: \$65.72

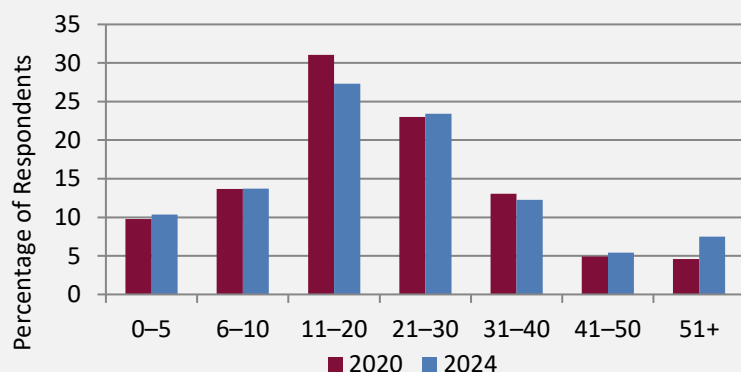
60-minute Lesson Rates Comparison



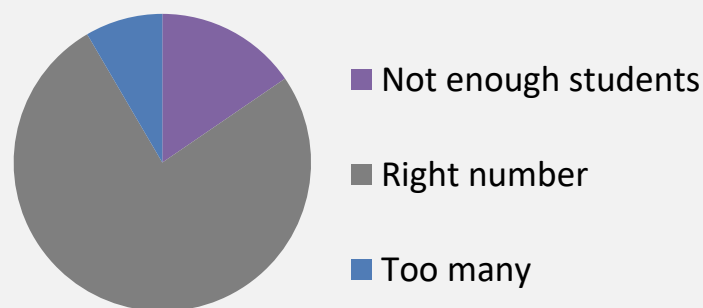
60-minute Rates vs. Community Size



Number of Students in a Studio



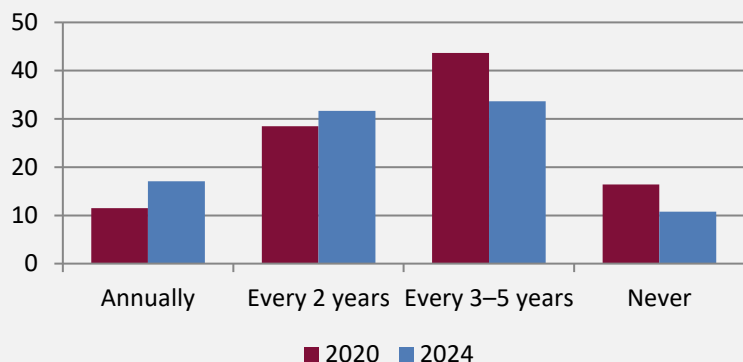
How Teachers Describe their Current Teaching Load



A Snapshot of Independent Music Teachers

Data collected anonymously in compliance with Federal Trade Commission guidelines

How Often Teachers Raise their Rates

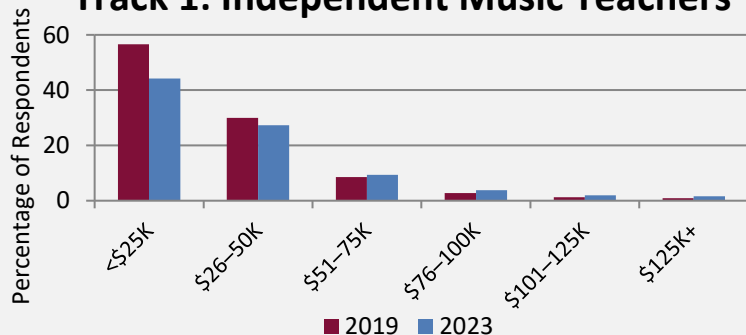


Student Loyalty and Retention

52.1% reported their average student has been with them 6–10 years (50.6% in 2020)

39.8% reported their average student has been with them 2–5 years (43.2% in 2020)

Gross Annual Income from Track 1: Independent Music Teachers



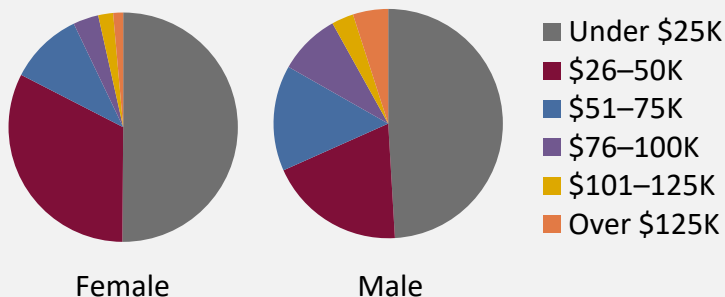
Accepting New Students

79% of teachers interviewed students before accepting them (74% in 2020)

43% of teachers had a wait list and, of those, averaged 7 students on their list (35% and 5.5 in 2020)

Comparing Gross Income and Gender In Track 1: Independent Teachers

1,283 Female (88.9%) 161 Male (11.1%)



Reported Summer Income

26% reported some lessons/classes are required for students to retain spot in the studio

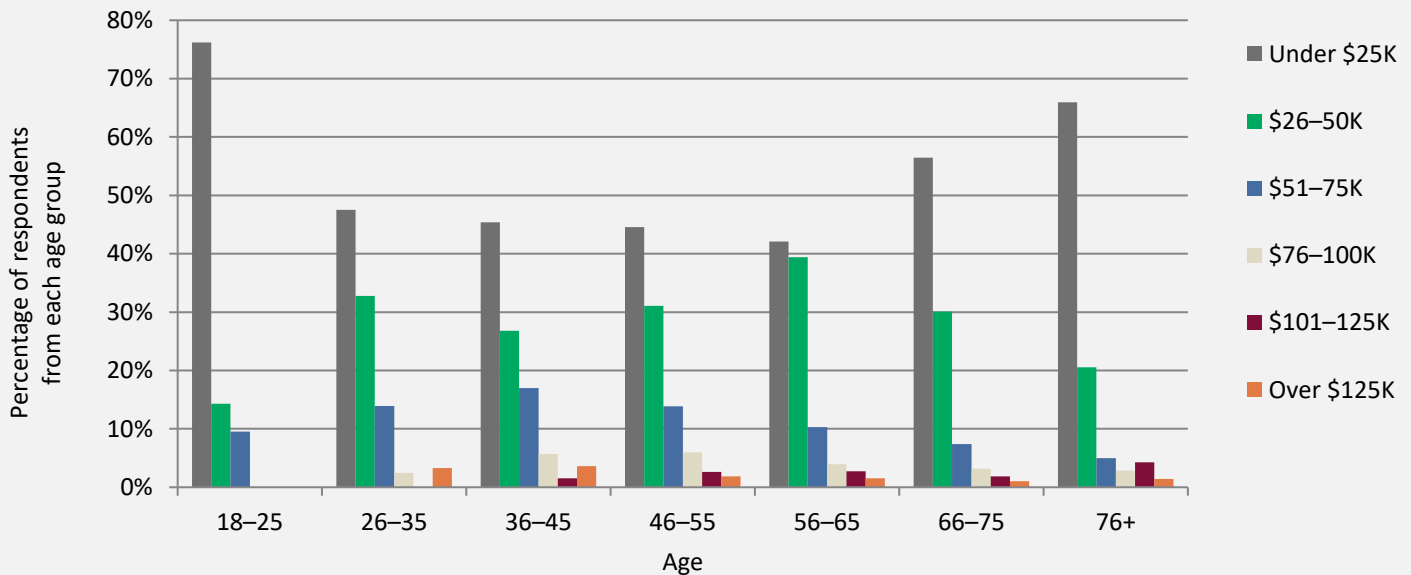
13% reported summer income is included in full-year tuition plan

11% reported no summer income

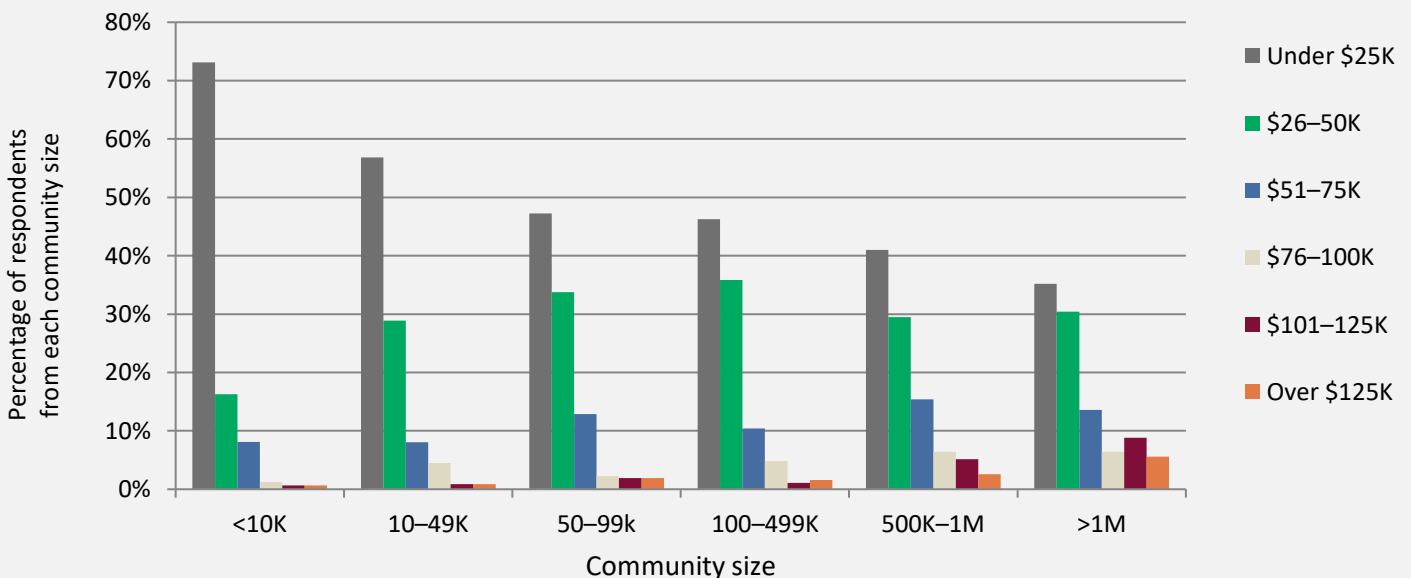
A Snapshot of Independent Music Teachers

Data collected anonymously in compliance with Federal Trade Commission guidelines

Comparing Age vs. Gross Annual Income



Comparing Community Size vs. Gross Annual Income



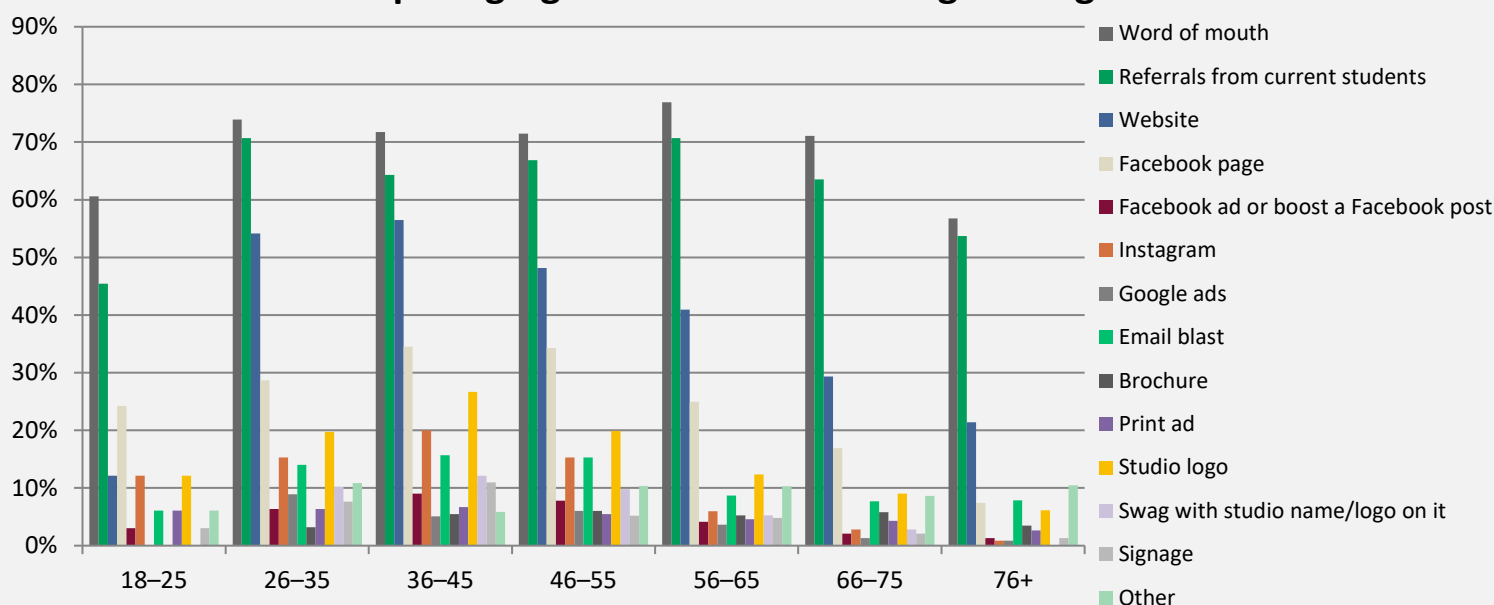
A Snapshot of Independent Music Teachers

Data collected anonymously in compliance with Federal Trade Commission guidelines

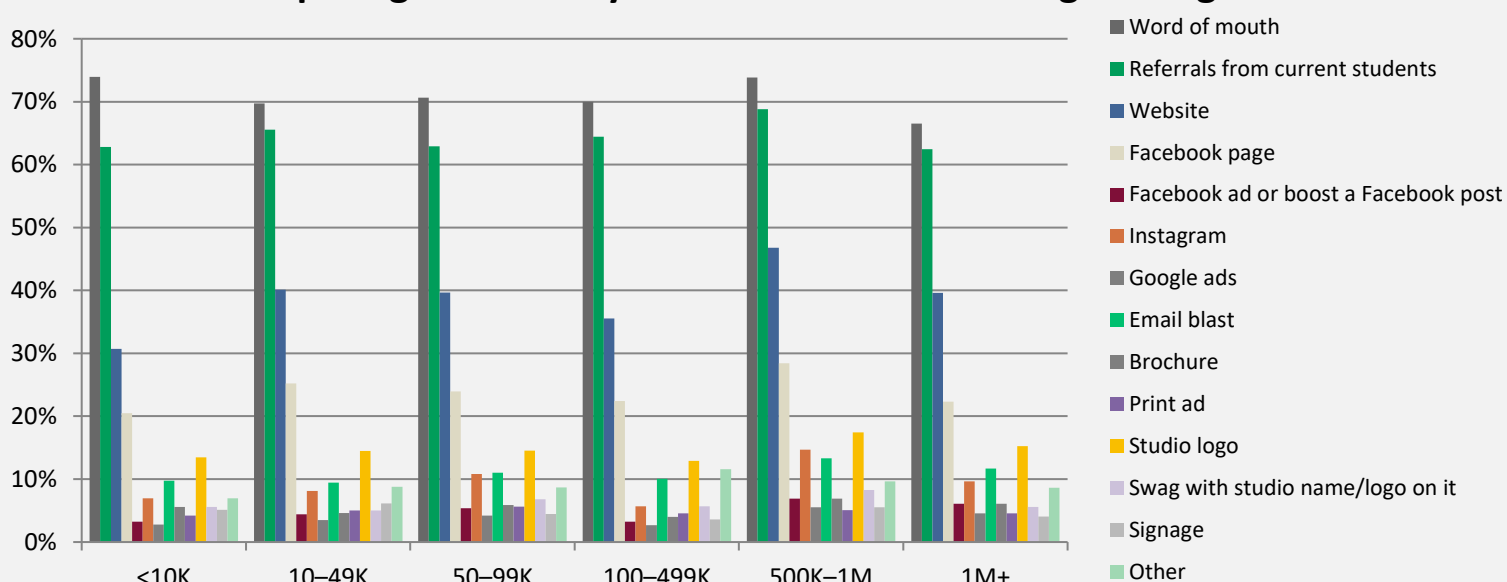
Marketing Strategies used by Independent Teachers

- **85%** reported using word-of-mouth (87% in 2020)
- **77%** reported using referrals (74% in 2020)
- **45%** reported using a website (39% in 2020)
- **28%** reported using a Facebook page (27% in 2020)
- **10%** reported using Instagram (7% in 2020)

Comparing Age vs. Studio Marketing Strategies



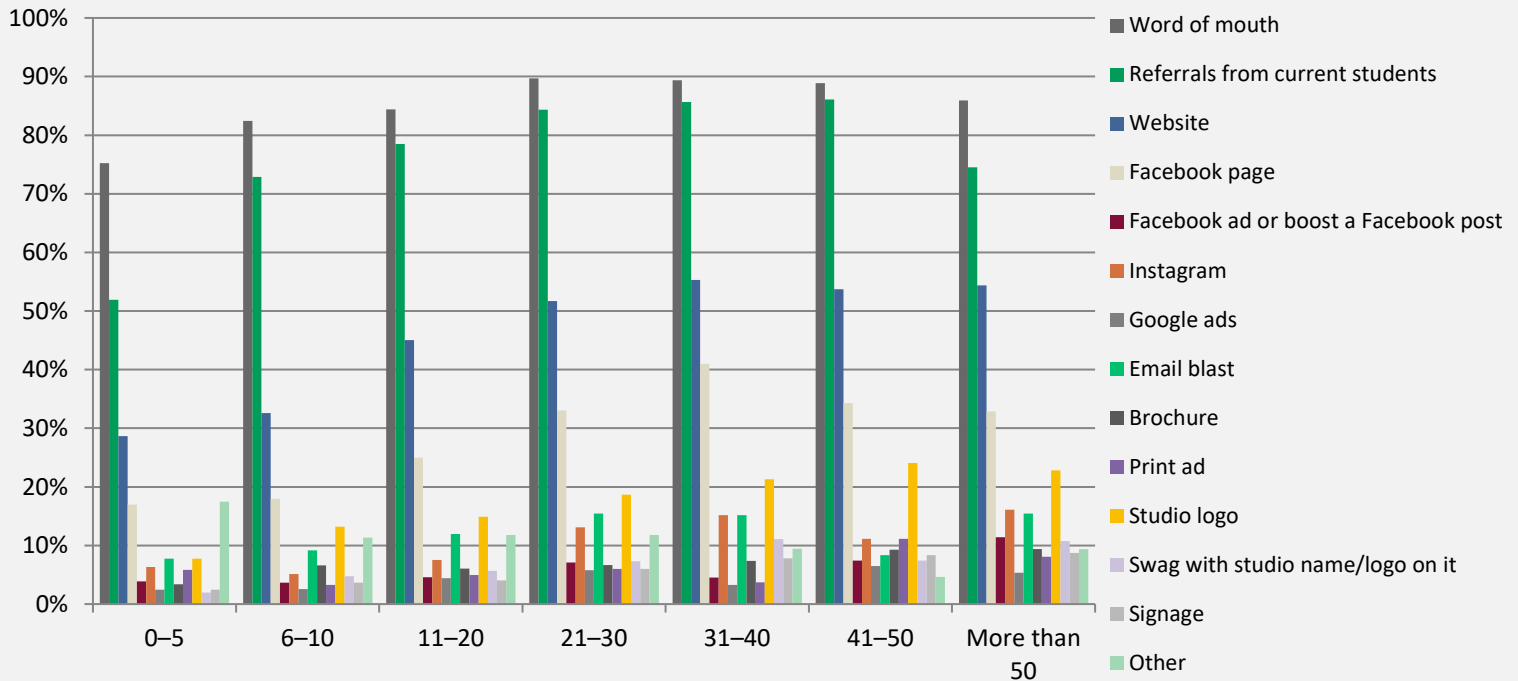
Comparing Community Size vs. Studio Marketing Strategies



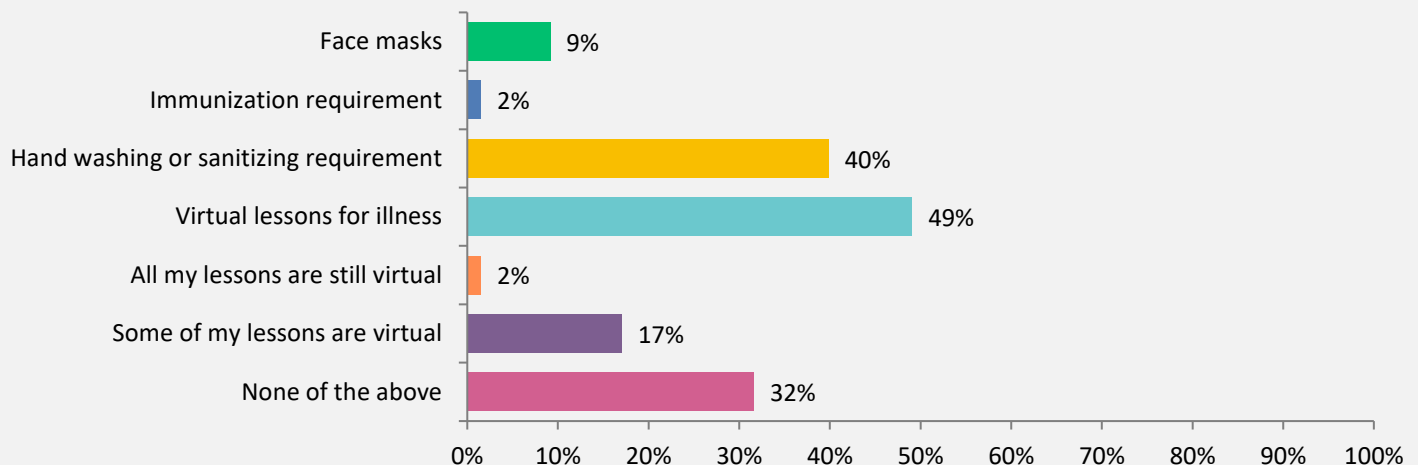
A Snapshot of Independent Music Teachers

Data collected anonymously in compliance with Federal Trade Commission guidelines

Comparing Studio Size (individual students) vs. Studio Marketing Strategies



What technologies or studio policies due to COVID-19 are you still using?



A Snapshot of Higher Education Teachers

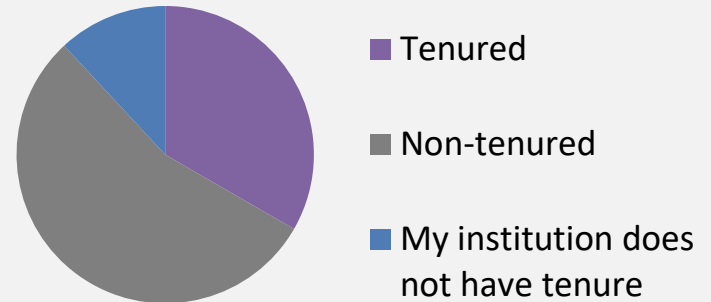
Data collected anonymously in compliance with Federal Trade Commission guidelines

Track 2 Insights

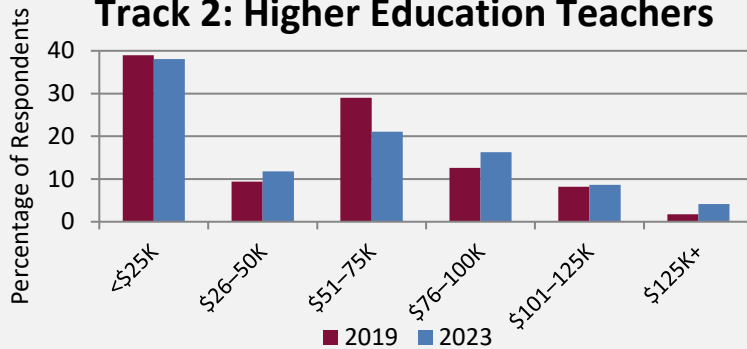
50.6% teach full-time and **49.4%** teach part-time at their institutions.

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

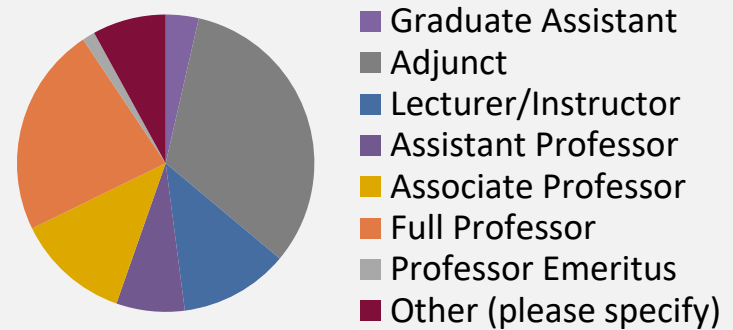
Tenure Status



Gross Annual Income from Track 2: Higher Education Teachers

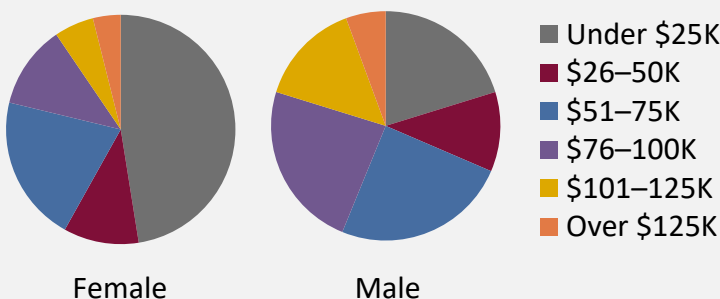


Rank during 2023–2024 Year



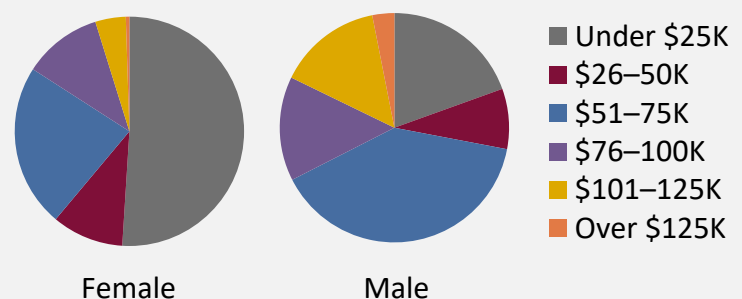
2023 Gross Income vs. Gender In Higher Education Teachers

179 Female (66.8%) 89 Male (33.2%)



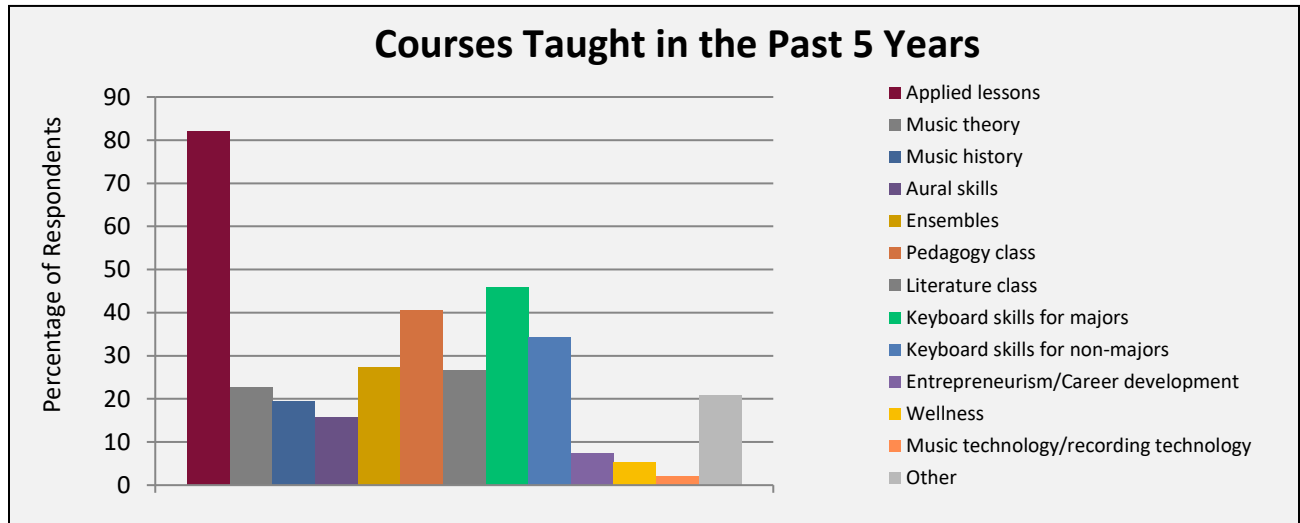
2019 Gross Income vs. Gender In Higher Education Teachers

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



A Snapshot of Higher Education Teachers

Data collected anonymously in compliance with Federal Trade Commission guidelines



A Snapshot of Teaching Staff

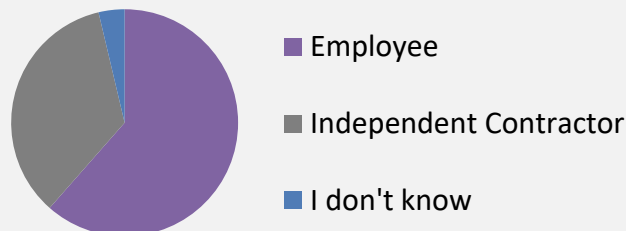
Data collected anonymously in compliance with Federal Trade Commission guidelines

Track 3 Marketing Strategies

80.3% of these teachers (or their institution) used a website and **55.2%** used a Facebook page. To compare, only **45%** of Track 1 teachers used a website and **28.2%** a Facebook page.

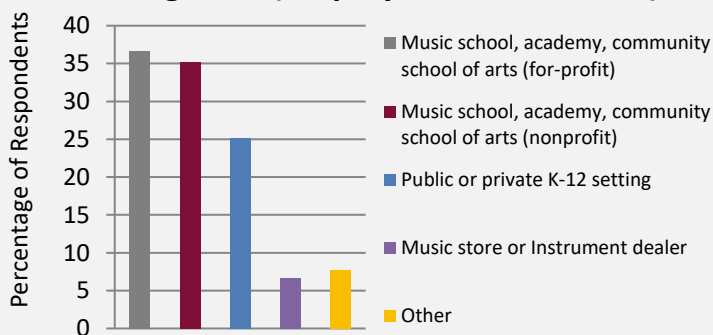
Only **74%** of Track 3 teachers used word-of-mouth vs. **85%** of Track 1. **66%** used referrals from current students vs. **77%** of Track 1.

Employment Status



68% identified as Part-Time and **32%** Full-Time (76% Part-Time and 24% Full-Time in 2020)

In which organizations were you a member of a Teaching Staff (employee or contractor)?

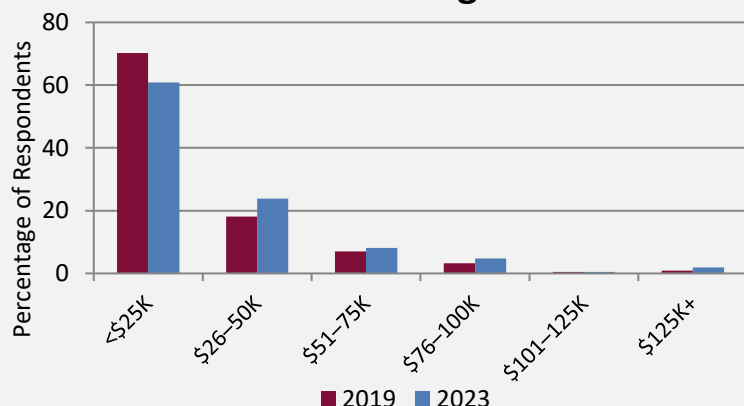


Student Loyalty and Retention

27% reported their average student has been with them 6–10 years (29.6% in 2020).

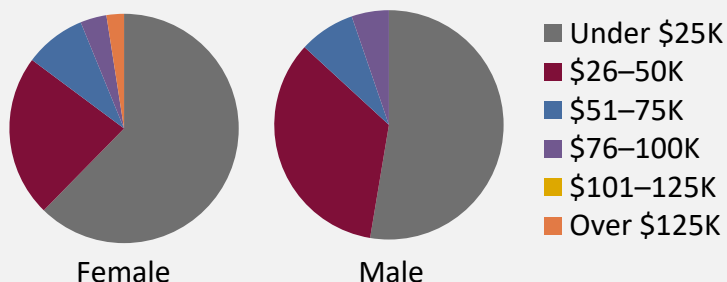
60.4% reported their average student has been with them 2–5 years (59.2% in 2020)

Gross Annual Income from Track 3: Teaching Staff



Comparing Gross Income and Gender In Track 3: Teaching Staff

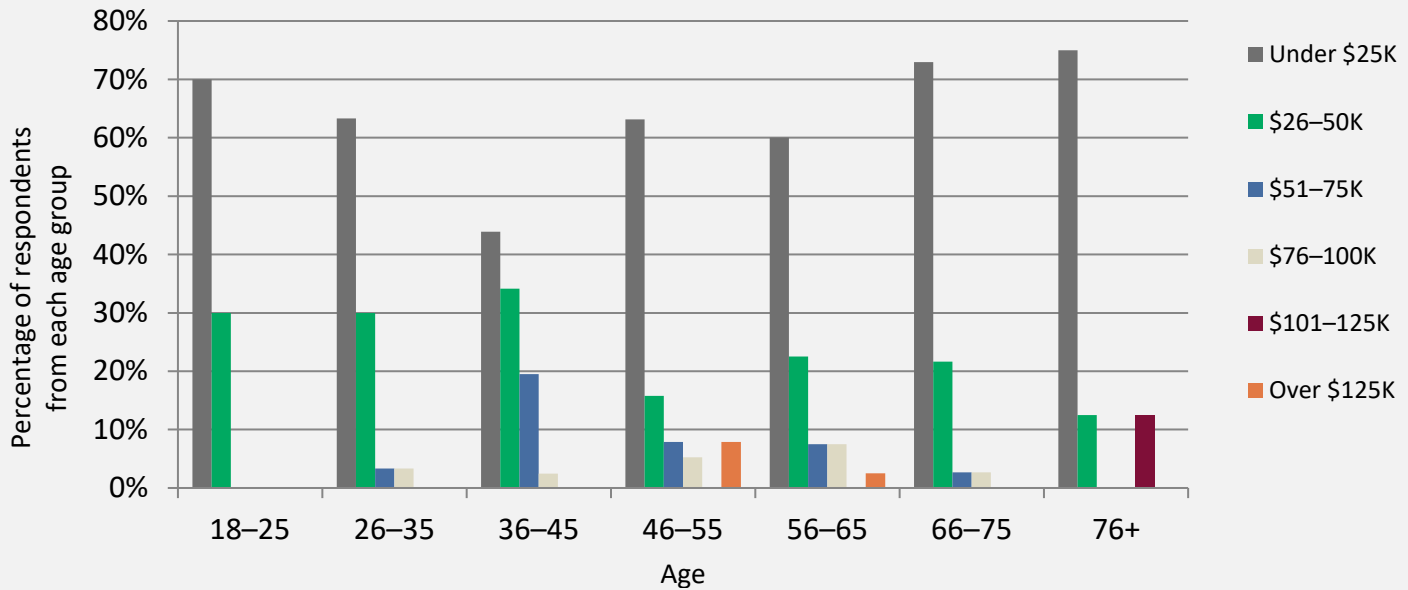
162 Female (81%) 38 Male (19%)



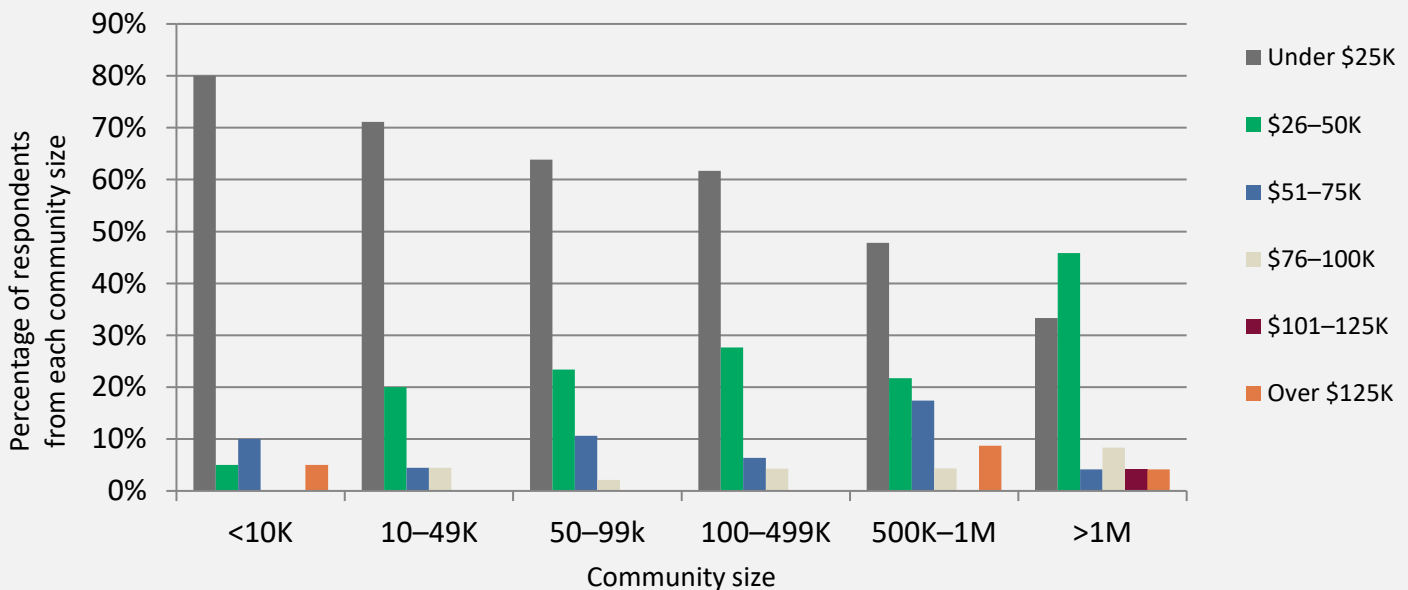
A Snapshot of Teaching Staff

Data collected anonymously in compliance with Federal Trade Commission guidelines

Comparing Age vs. Gross Annual Income



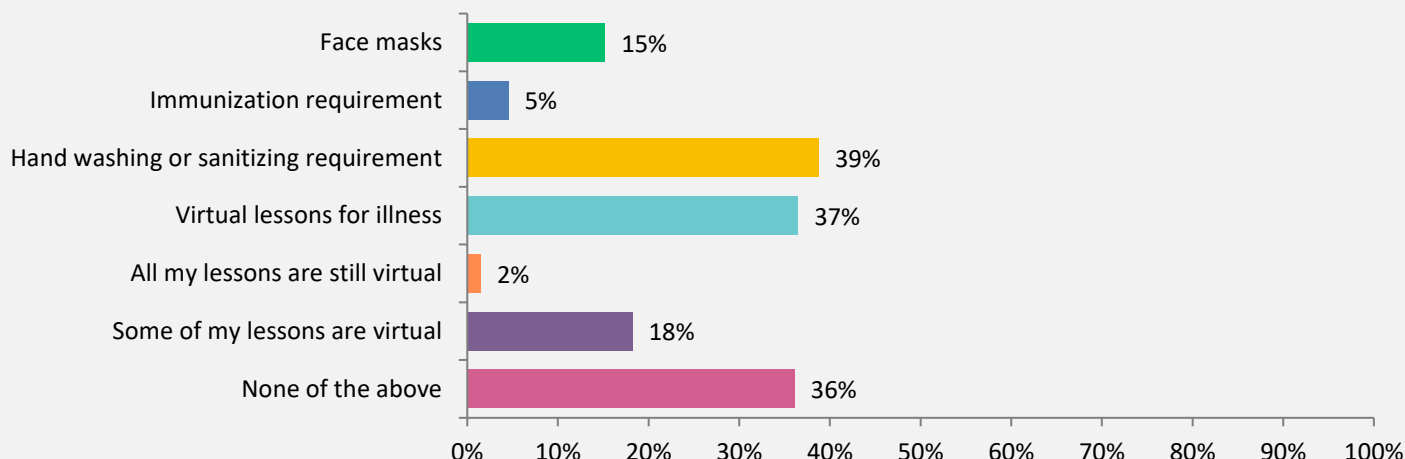
Comparing Community Size vs. Gross Annual Income



A Snapshot of Teaching Staff

Data collected anonymously in compliance with Federal Trade Commission guidelines

What technologies or studio policies due to COVID-19 are you or your institution still using?



In the 2023–2024 academic year, what percentage of the lesson fee did you receive?

- Average fee received was **63%**
- Average fee received as reported from the 2020 survey was **69%**

60-minute Lesson Rates Reported During the 2023–2024 School Year

Average: \$80
Median: \$65
Range: \$0 to \$616

Adjusting for Inflation

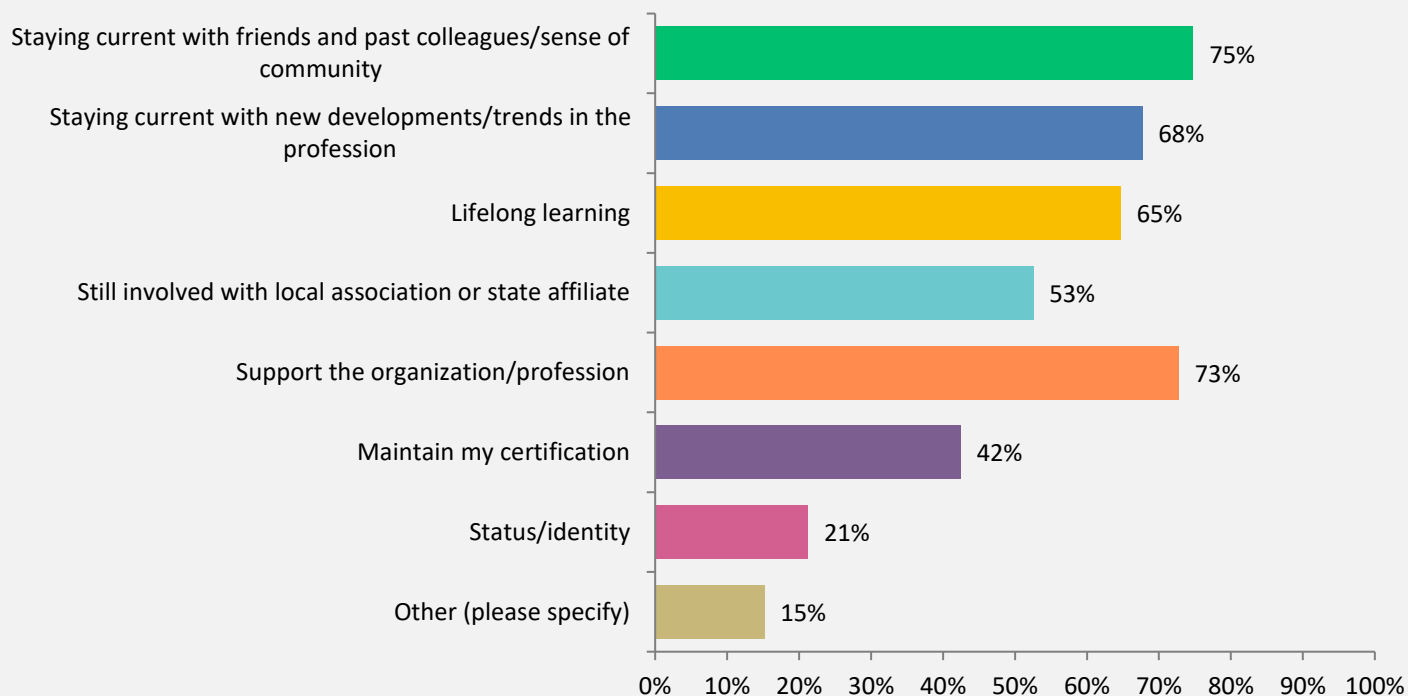
Using the U.S. Bureau of Labor Statistics CPI Inflation Calculator

\$66.87 in 2020 → \$81.78 in 2024
Average from the 2024 survey: \$80

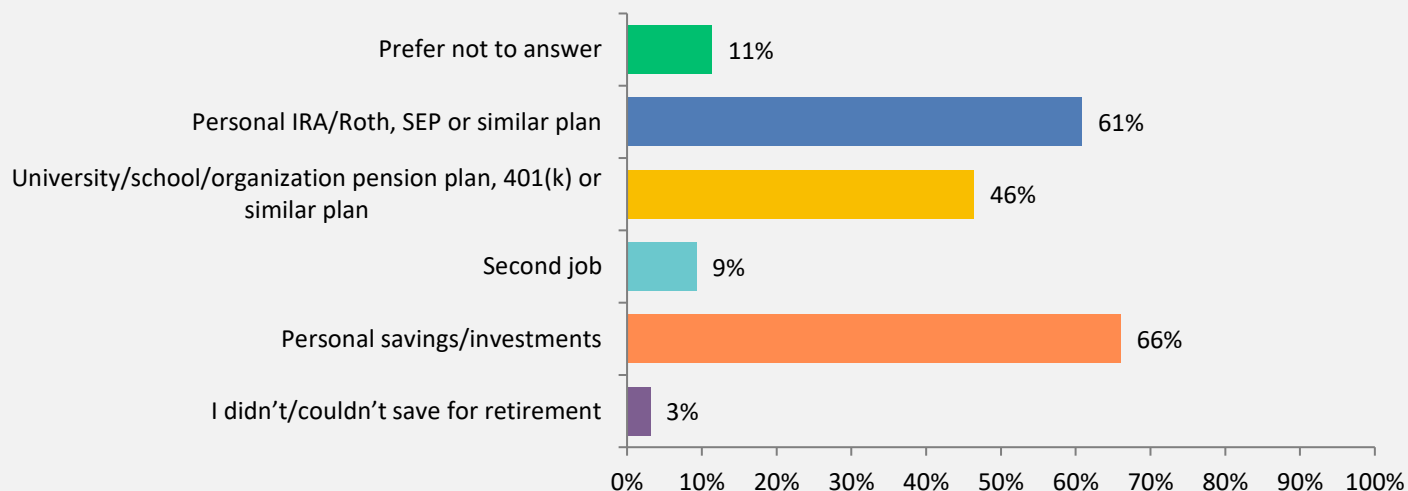
Retired from Teaching

Data collected anonymously in compliance with Federal Trade Commission guidelines

As a retiree, why have you decided to continue as a MTNA member? Select all that apply.



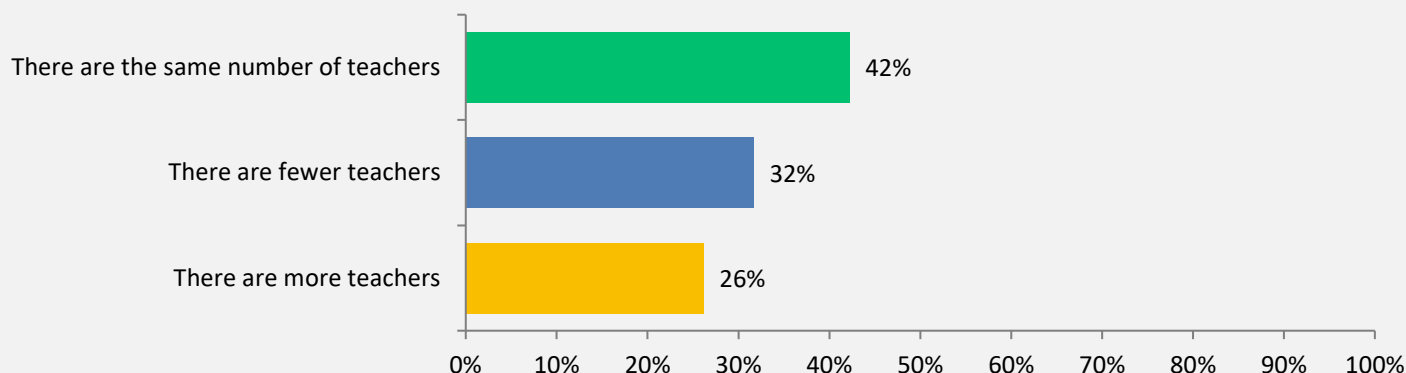
How did you prepare for retirement? Select all that apply.



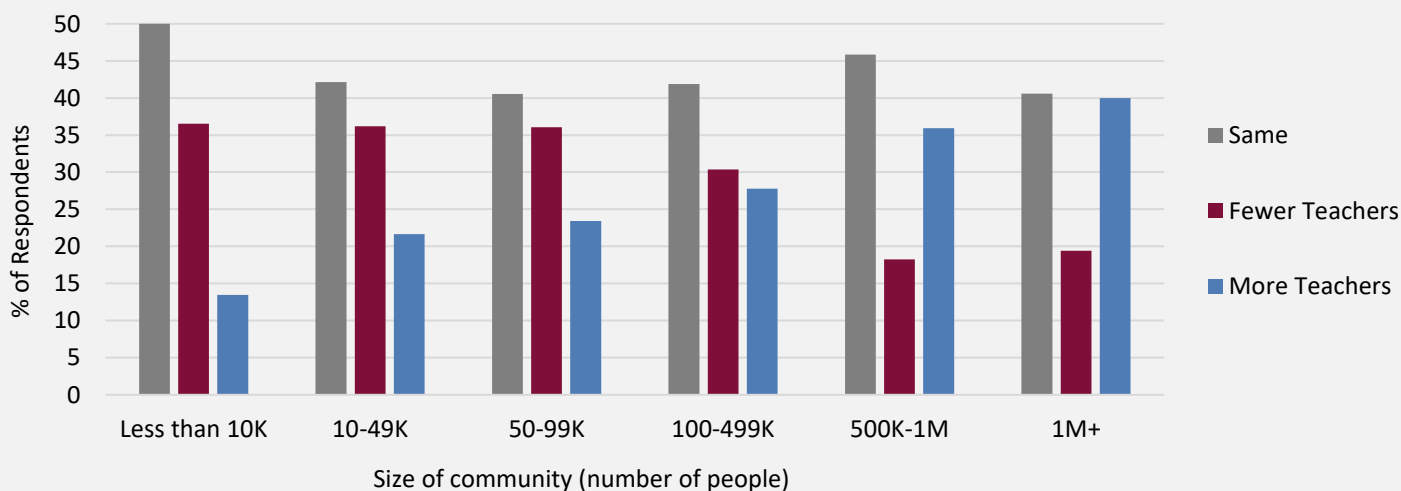
Current Trends

Data collected anonymously in compliance with Federal Trade Commission guidelines

What is your best estimate of how the number of teachers of your instrument in your community/town/city has changed in the past five years?



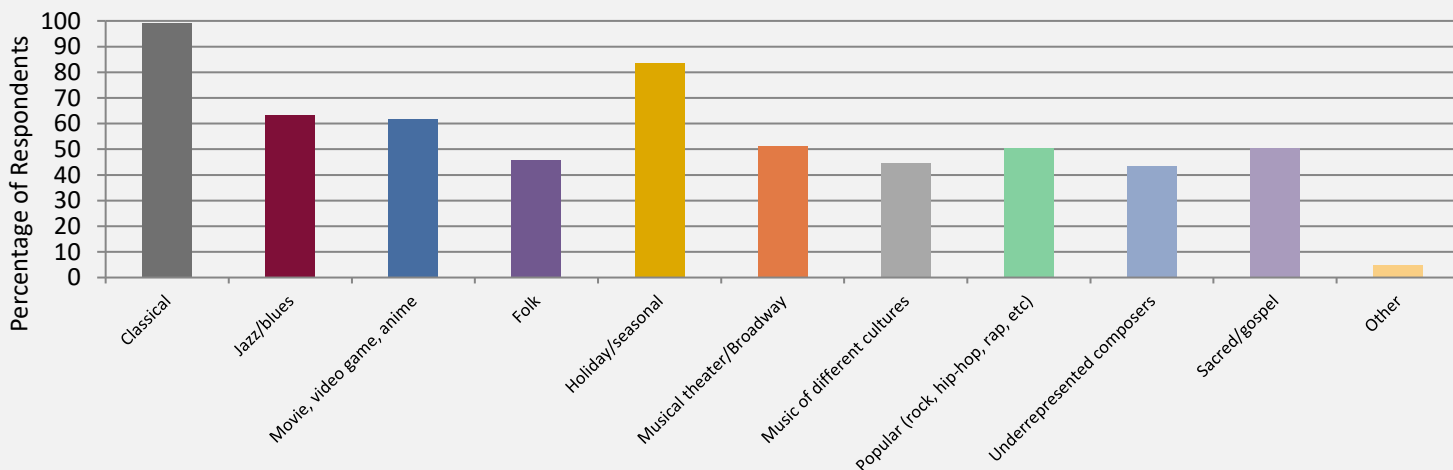
Change in number of teachers in your community/town/city over the past five years compared to reported community size



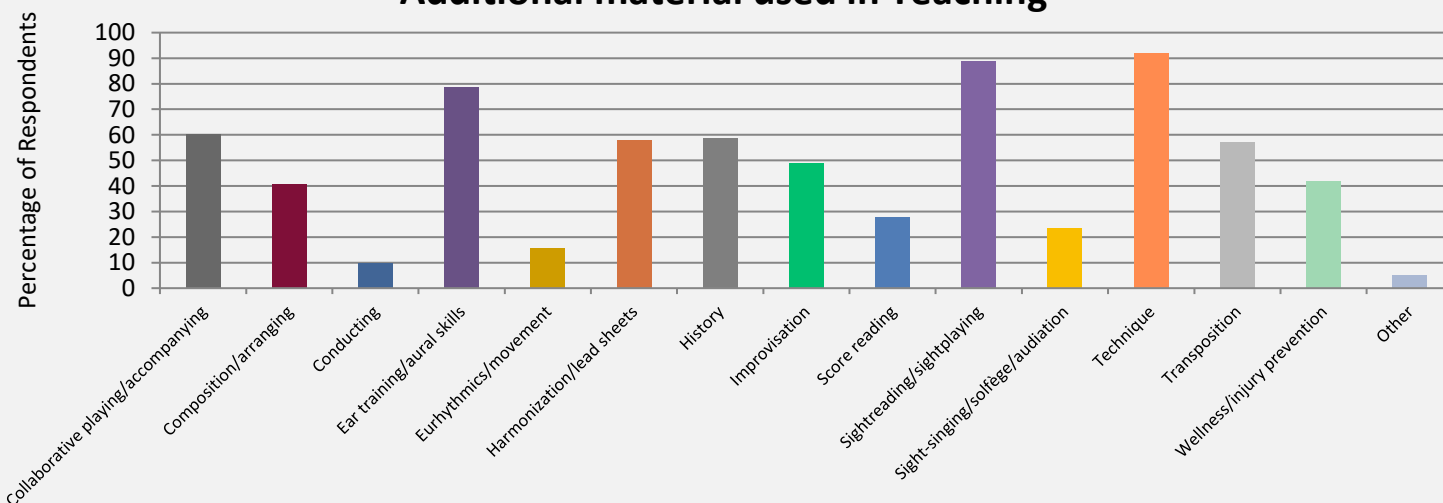
Current Trends

Data collected anonymously in compliance with Federal Trade Commission guidelines

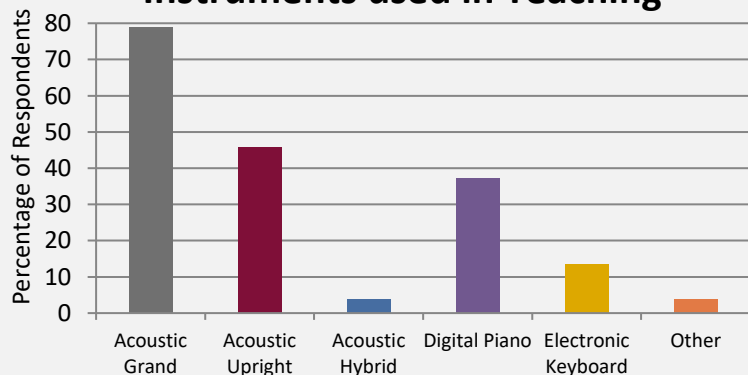
Repertoire used in Teaching



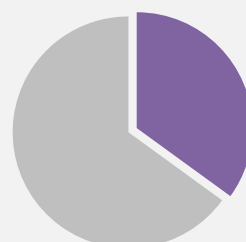
Additional material used in Teaching



Instruments used in Teaching



Students who use a digital piano or keyboard as their primary instrument for practicing between lessons:

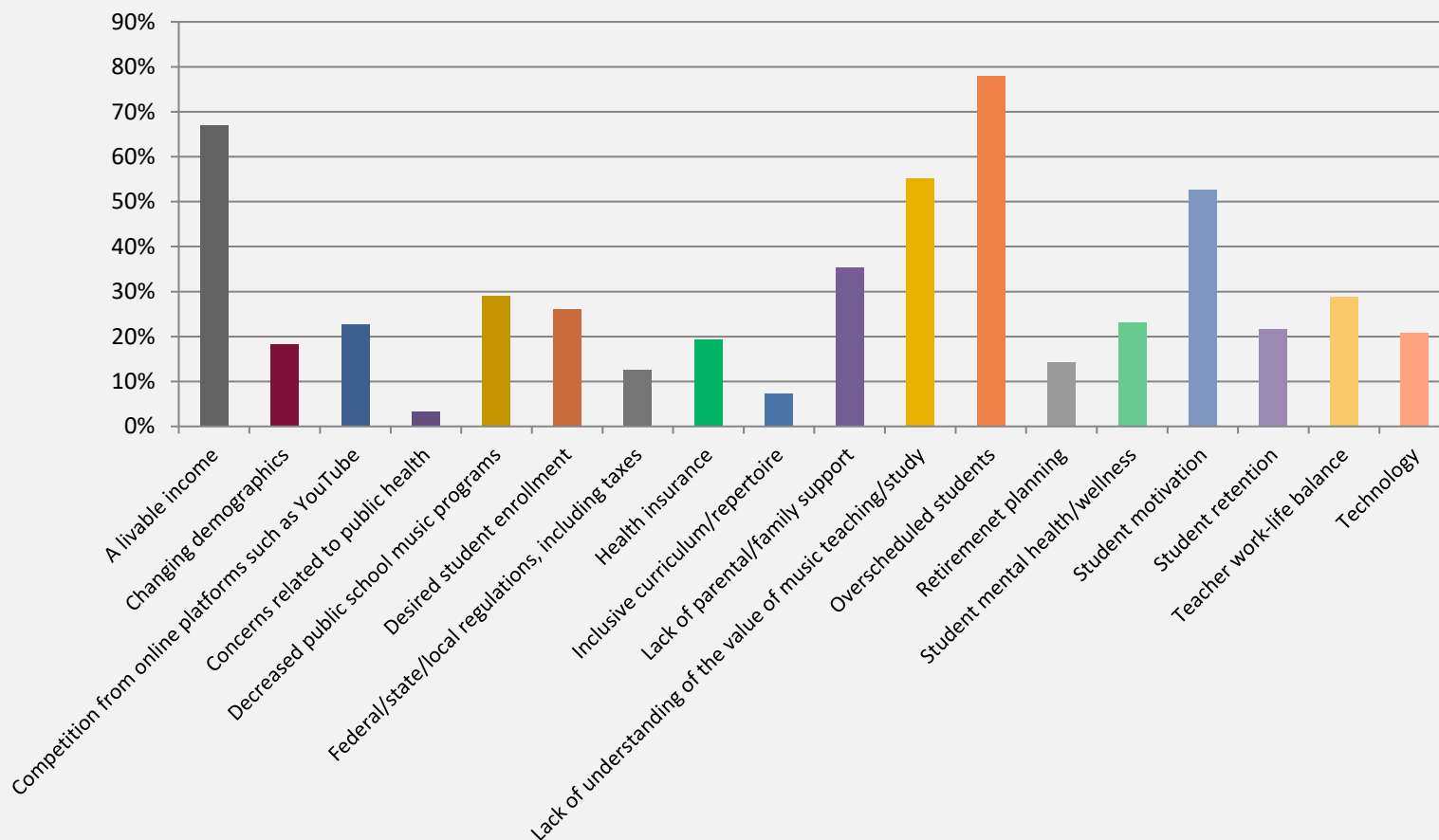


**35% of students
(up from 33% in
2020)**

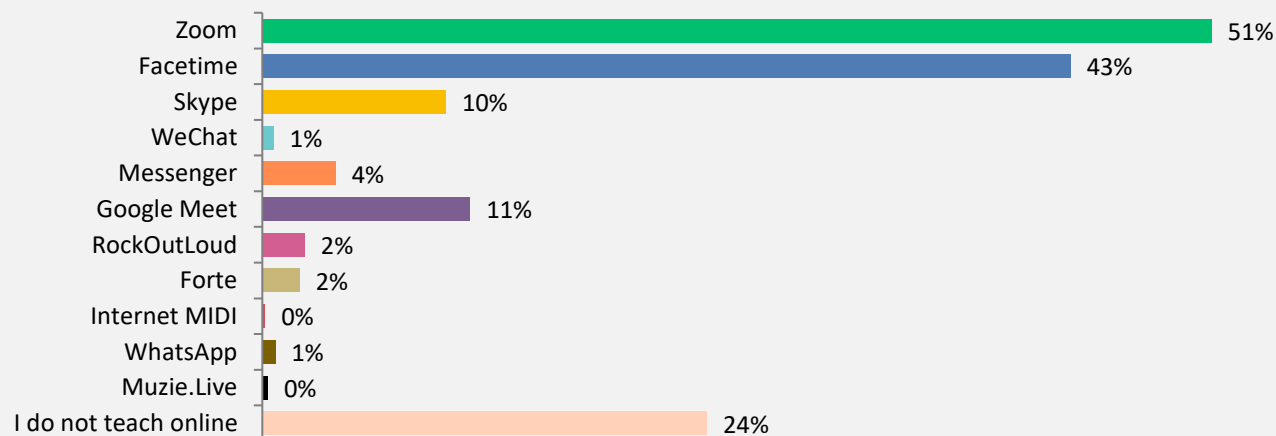
Current Trends

Data collected anonymously in compliance with Federal Trade Commission guidelines

Which of the following challenges will be most important to independent music teaching in the next five years? Select your top five choices.



Video conferencing platforms used by teachers who teach online

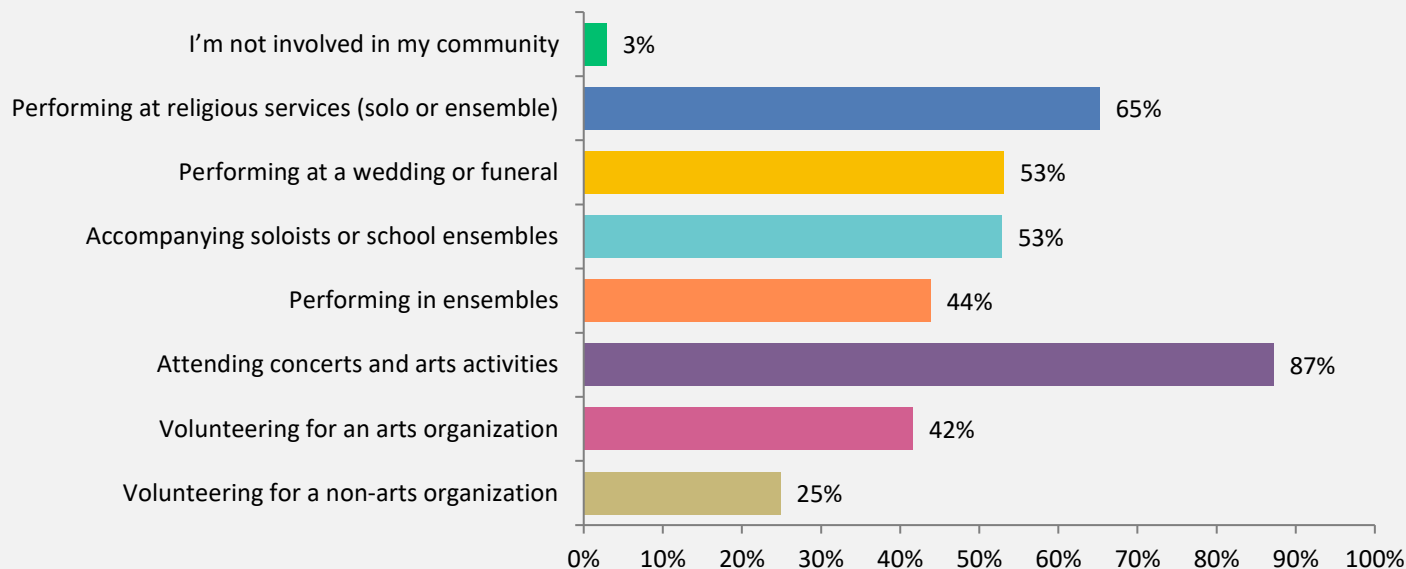


Community Engagement & Advocacy

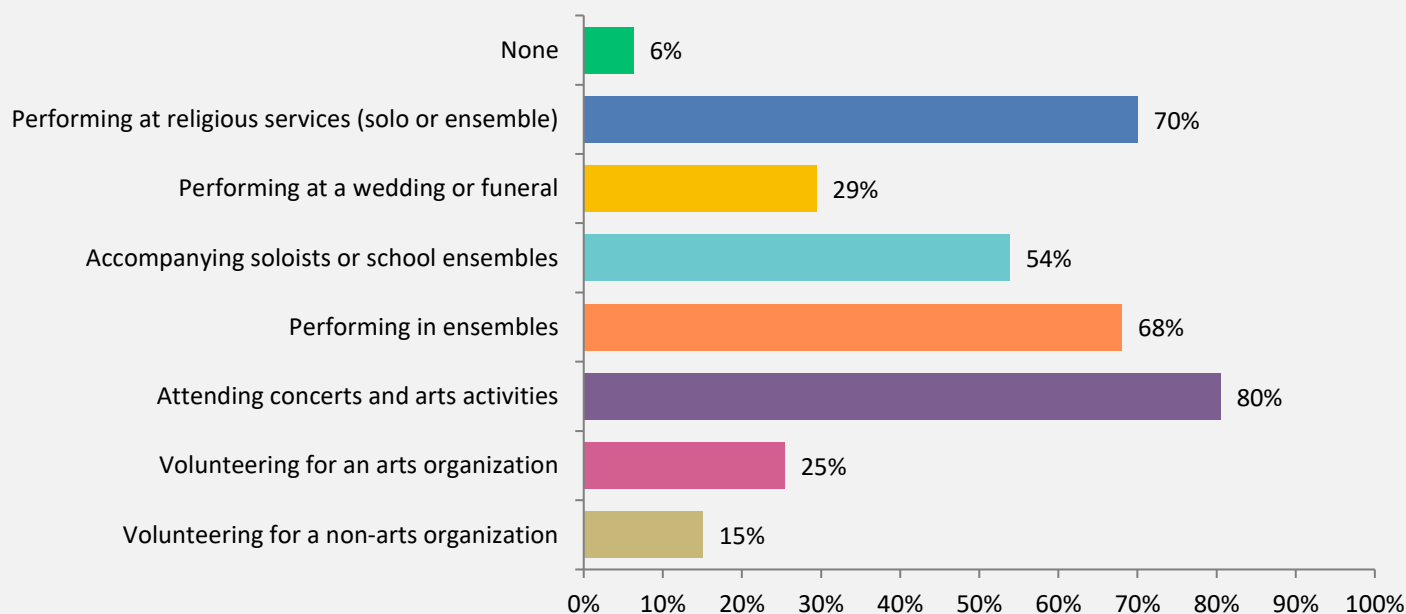
Data collected anonymously in compliance with Federal Trade Commission guidelines

Over the past five years, how have you been involved in your community?

Select all that apply.



Over the past five years, did you encourage your students (and teach them how) to be involved in the community in any of these ways? Select all that apply.



MTNA Membership and Programs

Data collected anonymously in compliance with Federal Trade Commission guidelines

Selected Insights

33.4% of survey respondents were nationally certified (NCTM) and **66.6%** were not certified.

Highest rated MTNA Member Programs

1. *American Music Teacher* magazine
2. Local Music Teachers Association Meeting or Workshop
3. State Conference

(the same top 3 were reported in 2020)

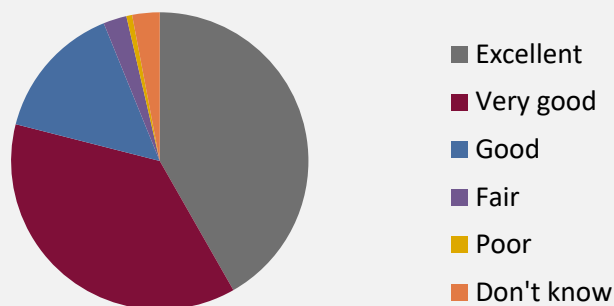
Highest rated MTNA Member Benefits

1. Office Depot/Office Max discounts
2. Sheet music discounts

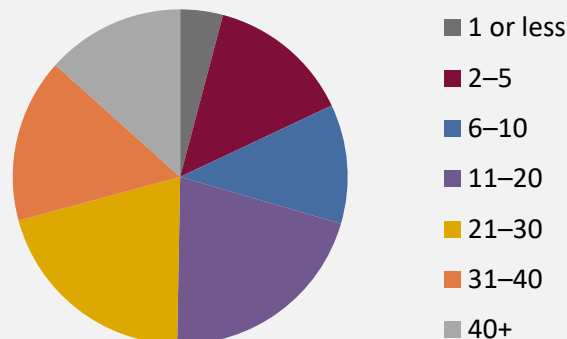
Highest rated MTNA Business Services

1. Membership surveys and results
2. *A Brief Tax Guide for the Independent Teacher*

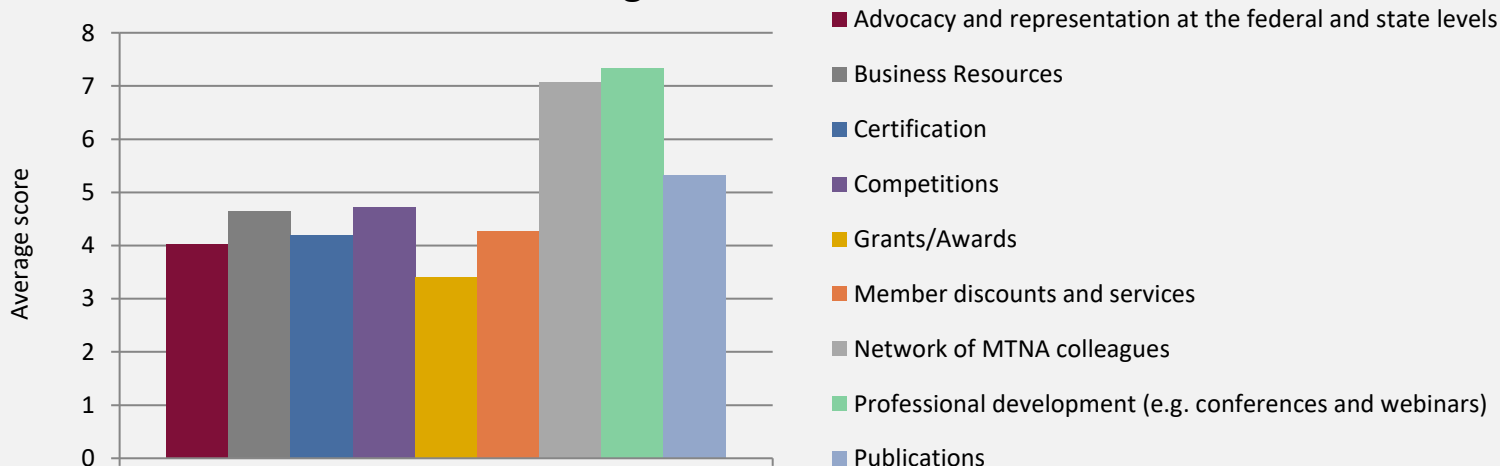
Overall quality of MTNA's Programs



Years as a Member of MTNA

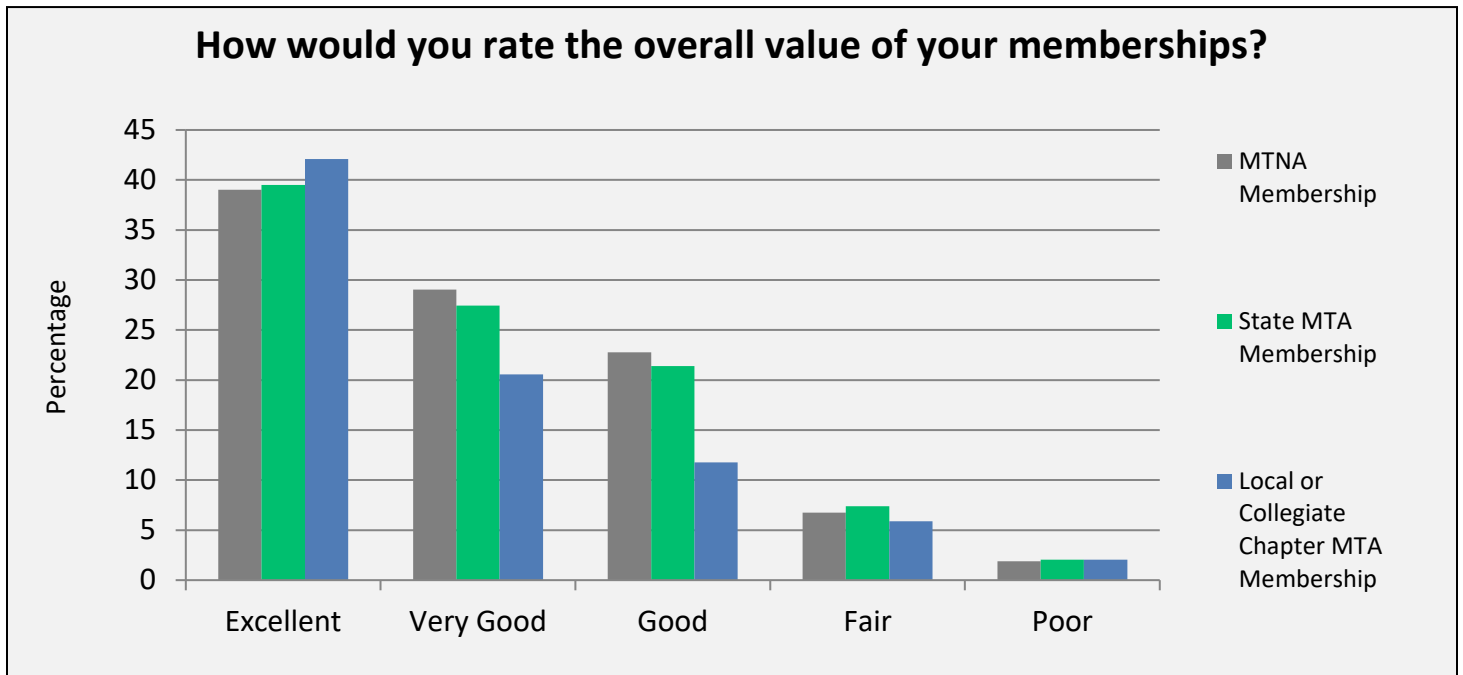


Reasons teachers belong to Music Teachers National Association



MTNA Membership and Programs

Data collected anonymously in compliance with Federal Trade Commission guidelines



About the 2,719 Survey Respondents

Data collected anonymously in compliance with Federal Trade Commission guidelines

Number of Responses Per Track

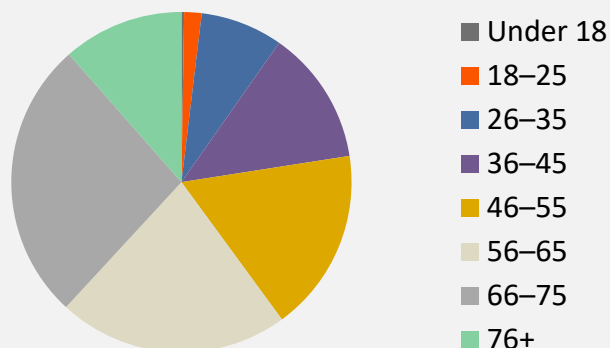
Members were instructed to complete all tracks relevant to them, since they may teach in more than one setting:

Track 1 Independent Studio: 2,815 responses

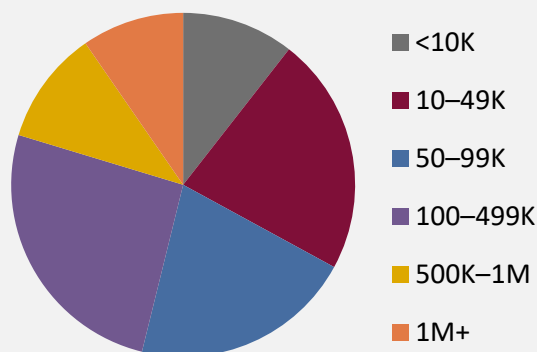
Track 2 Higher Education: 311 responses

Track 3 Teaching Staff: 295 responses

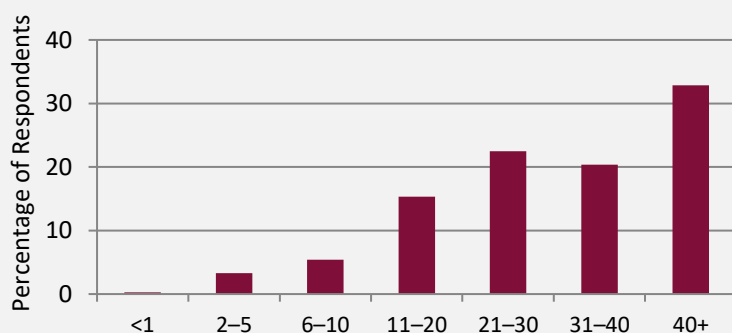
Age



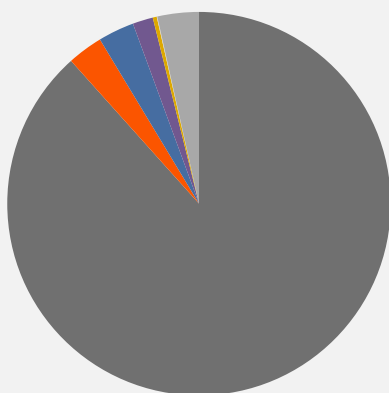
Community Size by Population



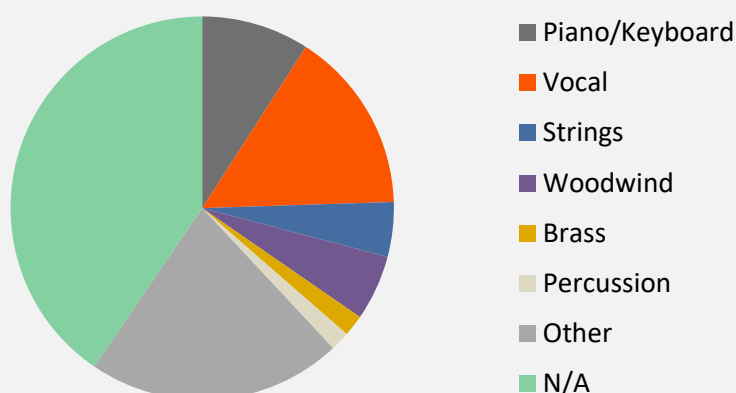
Number of Years Teaching



Primary Teaching Area



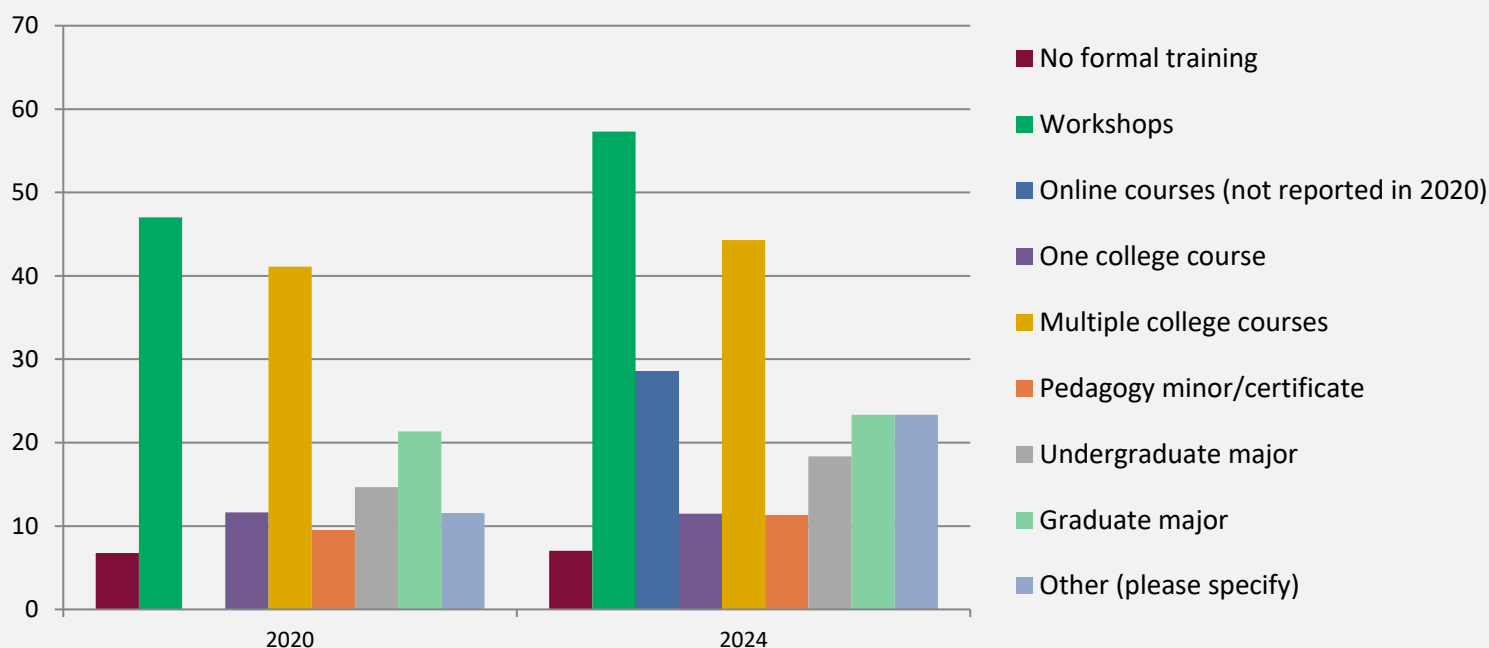
Secondary Teaching Area



About the 2,719 Survey Respondents

Data collected anonymously in compliance with Federal Trade Commission guidelines

Formal Pedagogy Training (Shown as Percentage, Respondents can select multiple)



Highest Degree Earned (Shown as Percentage, Respondents select one)

