

AMTA Member Demographics

The American Massage Therapy Association (AMTA) is a professional association of more than 55,000 members. AMTA professional members have demonstrated a level of skill and knowledge through education and/or testing and must meet continuing education requirements to retain membership.

AMTA provides information about massage therapy to the public and works to improve the professional climate for massage therapists. The association also helps consumers and healthcare professionals locate qualified massage therapists nationwide, through AMTA's Find a Massage Therapist® free national locator service available at www.findamassagetherapist.org or toll-free at 888-843-2682 [888-THE-AMTA].

- AMTA has more than 55,000 members
- AMTA is a non-profit massage therapy association.
- AMTA has chapters in all 50 states and the District of Columbia.
- AMTA is governed by an elected National Board of Directors.
- AMTA was founded in 1943.

The following data is based on AMTA member surveys.



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Who are AMTA Members?

Gender

AMTA's membership is predominantly female — 85% are female, 15% are male.

Age

53% of AMTA members are between the ages of 35 and 54 with the median age of 44.

- 6% are age 18-24
- 21% are age 25-35
- 24% are age 35-44
- 30% are age 45-54
- 16% are age 55-64
- 4% are 65+

Education

41% of AMTA members have received at least a bachelor's degree and 42% have attended some college/technical or Associates degree.

Practice Area Population

- 37% of AMTA members primarily practice in a town or city of 10,000 to 99,999 people
- 18% practice in a city of 100,000 to 499,999 people
- 16% practice in city of more than 1 million people
- 12% practice in a city of 500,000 to 1 million people
- 11% practice in a town of less than 10,000 people
- 6% practice in a rural area.

How do AMTA Members Describe Their Massage Practices?

Practice Time

- 38% of AMTA members describe their practice as full-time¹ (17+ hours a week)
- 62% describe their practice as part-time (1-16 hours a week)

Practice Type

- 74% Sole practitioner with own business
- 31% Self-employed contractor
- 29% Employee

Practice Settings

Massage therapists practice in a variety of settings and locations, and in a variety of contractual arrangements. A therapist may practice at several different sites and/or settings in a single day.

- 44% Travel to Client Locations
- 39% Private practice/solo office
- 22% In a spa or salon
- 21% In healthcare setting
- 17% Office with other massage therapists
- 9% In a health club

How Many Work Full-Time and/or Part-Time?

The median number of hours a massage therapist works per week is 12

- 21% work 10-16 hours per week
- 20% work 5-9 hours per week
- 18% work 1-4 hours per week

How Many Years In the Profession?

- 63% of massage therapists have been earning an income as a massage therapist for 4 or more years.
- 31% have been practicing 1-3 years.

How Many Have Internet Access?

- 92% of AMTA members have access to the internet.

¹ Full-time, as defined by members, involves 17 or more hours of actual massage per week. Additional time is spent on practice management, billing, marketing, etc.

American Massage Therapy Association®

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