

RMTAO

2024 Fee Survey Results



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The Registered Massage Therapists' Association of Ontario (RMTAO) conducted a fee survey to get an idea of the customary rates currently charged by RMTs across Ontario. This survey, in addition to the rate of inflation and previous member surveys and feedback, will be used to offer RMTs further guidance on setting fees.

RMTs in Ontario independently set rates/fees for their practice, and those fees are not regulated. The Fee Survey results are intended as a recommendation for RMTs looking for guidance and is intended to provide a benchmark against which massage therapists can begin to develop their own fee schedule. There are many factors that an RMT can consider when developing their fee schedule, including but not limited to, the average fee for treatment in their area.

The survey was open from February 8, 2024, to February 23, 2024. The survey was sent to 6941 RMTAO members and there was a total of 1,268 respondents. The most popular treatment time was 60 minutes with 964 respondents or (98.67%). 360 (36.96%) of respondents raised their rates less than 6 months ago with the rate of inflation – 794 (82.79%) and increased expenses – 790 (82.38%) being the most popular reasons to raise fees. The largest number of respondents, 761 (79.35%), said they usually raise their fees by \$5 - \$10.

For those who charge a cancellation fee, the most popular answer was that they do not charge a fee at the first cancelled or missed appointment; full appointment fee is charged at subsequent cancelled/missed appointments 317 (35.90%). 91-100 received the highest response percentage (10.83) when asked how many hours RMTs typically work in a month. When asked to provide their monthly expenses, the largest expense range was 1001-2000 at 198 respondents.

The majority of respondents said they do not offer special discounts for those in special need 512 (53.11%), and 348 (36.1%) indicated it would depend on the situation. When asked how respondents pay for their primary work, the largest number of respondents, 259 (37.59%), chose a split percentage without a cap.

When asked what the greatest challenge in making adequate income, 209 (24.56%) respondents chose professional fees (e.g. continuing education, professional liability insurance, CMTO registration).

CMTO districts

Answered – 1268

District	Responses
District 1 - Kenora, Rainy River, Thunder Bay, Cochrane, Algoma, Manitoulin, Sudbury and Timiskaming	68 (5.36%)
District 2 - Nipissing, the counties of Renfrew, Hastings, Prince Edward, Frontenac and Lanark, the united counties of Lennox and Addington, Leeds and Grenville, Prescott and Russell, Stormont, Dundas and Glengarry and the regional municipality of Ottawa Carleton	192 (15.14%)
District 3 - Muskoka, the territorial district of Parry Sound, the counties of Haliburton, Peterborough, Northumberland, Victoria and the regional municipalities of Durham and York	165 (13.01%)
District 4 - City of Toronto west from Yonge Street	130 (10.25%)
District 5 - counties of Simcoe, Dufferin, Wellington, Halton and Peel	206 (16.25%)
District 6 - counties of Grey, Bruce, Huron, Perth, Oxford, Elgin, Kent, Middlesex, Lambton, and Essex	156 (12.30%)
District 8 - counties of Waterloo, Hamilton Wentworth, Brant, Haldimand-Norfolk, and Niagara	189 (14.91%)
District 9 - City of Toronto east from Yonge Street	112 (8.83%)
Unsure of District	50 (3.94%)

Reported hourly rates by districts

Respondents were asked to indicate their customary rate (pre-HST) for each of their offered massage treatment times. The chart below shows the average amount charged per treatment across all districts and across all services.

	Dist 1	Dist 2	Dist 3	Dist 4	Dist 5	Dist 6	Dist 8	Dist 9	Unsure
# of Responses	58	163	147	101	177	139	160	91	36
15 min	34.83	45.434	32.28	45.00	34.97	41.32	39.84	37.82	N/A
30 min	65.501	70.87	64.11	75.69	67.323	63.74	66.15	73.18	65.92
45 min	81.86	89.55	83.35	94.83	85.42	80.19	83.65	93.61	87.08
60 min	100.66	108.08	102.39	119.36	105.42	97.17	101.42	114.97	104.13
75 min	127.52	129.33	127.07	142.10	124.99	117.40	125.72	138.23	138.88
90 min	141.58	147.71	142.58	165.00	144.10	137.31	143.11	159.21	145.61
Half Day	500	350	240	670	328	420	375	152.55	N/A
Full Day	100	850	700	1500	900	840	675	N/A	N/A

What type of practice environment do you work in?

Answered - 973

	Responses
Massage therapy clinic	330 (33.92%)
Multidisciplinary clinic (different health professions)	414 (42.55%)
Spa	37 (3.80%)
Fitness centre	10 (1.03%)
Massage therapy chain	10 (1.03%)
Home-based	303 (31.14%)
Mobile	72 (7.40%)

Which of the following treatment times do you offer? (select all that apply)

Answered - 977

	Responses
15 minutes	76 (7.78%)
30 minutes	852 (87.21%)
45 minutes	841 (86.08%)
60 minutes	964 (98.67%)
75 minutes	494 (50.56%)
90 minutes	818 (83.73%)
120 minutes	163 (16.68%)
Half day (e.g. on site or corporate event)	15 (1.54%)
Full day (e.g. on site or corporate event)	10 (1.02%)

When was the last time you raised your massage therapy rates?

Answered - 974

- Don't know - 26 (2.67%)
- Less than 6 months ago – 360 (36.96%)
- 6 months – 1 year ago – 229 (23.51%)
- 1-2 years ago – 266 (27.31%)
- Over 2 years ago – 93 (9.55%)

What factors influence you to raise your rates (select all that apply)

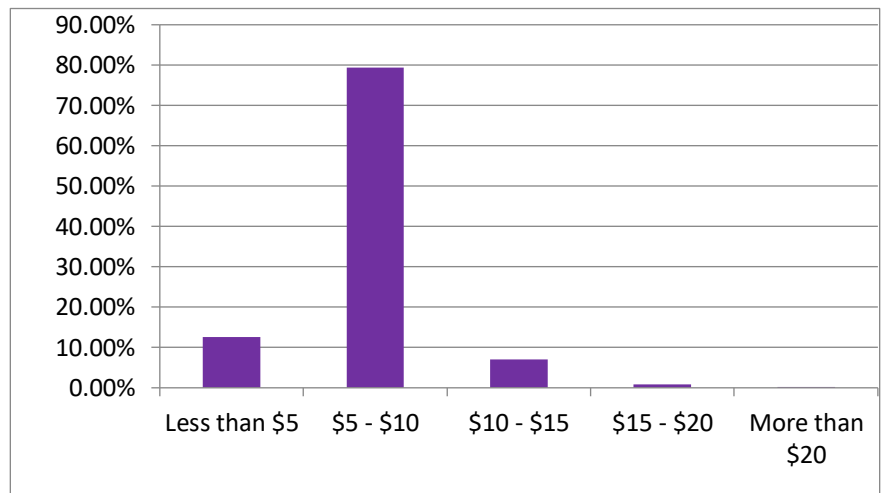
Answered 959

- Rate of inflation – 794 (82.79%)
- Increased expenses – 790 (82.38%)
- New continuing education, modalities or techniques – 245 (25.55%)
- Additional treatment times available – 22 (2.29%)
- Always raise rates on a regular schedule – 188 (19.60%)
- RMTAO recommendation – 150 (15.64%)

How much do you typically raise your rates?

Answered – 959

- Less than \$5 – 120 (12.51%)
- \$5 - \$10 – 761 (79.35%)
- \$10 - \$15 – 68 (7.09%)
- \$15 - \$20 – 8 (0.83%)
- More than \$20 – 2 (0.21%)



How do you handle fees for cancelled or missed appointments?

Answered - 883

	Responses
No cancellation fee is charged.	128 (14.50%)
No fee is charged at first cancelled or missed appointment, full appointment fee is charged at subsequent cancelled/missed appointments.	317 (35.90%)
No fee is charged at first cancelled or missed appointment, 50% of appointment fee is charged at subsequent cancelled/missed appointments.	193 (21.86%)
Full appointment fee is charged from the first cancelled/missed appointment	161 (18.23%)
50% of appointment fee is charged from first cancelled/missed appointment	56 (6.34%)
Administrative fee is charged	28 (3.17%)
Other	211

What is the average number of hours of appointments you book per month?

Answered - 896

Hours per month	% of responses
0-10	1.12
11 to 20	6.14
21-30	7.81
31-40	8.82
41-50	8.82
51-60	10.71
61-70	8.26
71-80	14.85
81-90	9.93
91-100	10.83
101-110	2.79
111-120	4.8
121-130	1.34
131-140	0.89
141-150	1.12
151-160	0.67
161-170	0.22
191-200	0.22
221 - 230	0.11
241-250	0.22
291-300	0.22
481-490	0.11

What are your average monthly expenses?

Answered 709

Range	# of responses
0-500	124
501 – 1,000	112
1,001-2,000	198
2,001 – 3,000	79
3,001-4,000	32
4,001-5,000	17
5,001-6,000	8
6,001-7,000	4
7,001-8,000	1
10,000	3
12,000	2
17,500	1
18,000	2
43,471.79	1
Unknown/ Variable	125

Do you offer special rates for those with greater financial need?

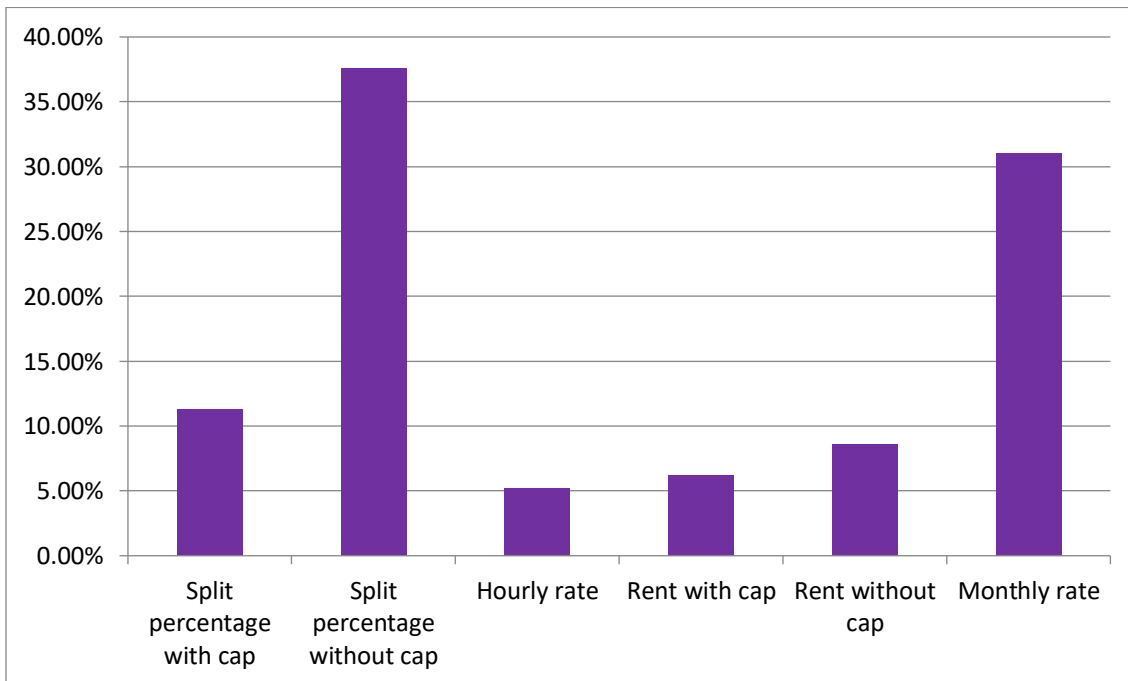
Answered 964

Choices	Responses
Yes	104 (10.79%)
No	512 (53.11%)
It depends on the situation	348 (36.10%)

How do you pay for working in your primary workplace?

Answered 689

- Split percentage with cap – 78 (11.32%)
- Split percentage without cap – 259 (37.59%)
- Hourly rate – 36 (5.22%)
- Rent with cap – 43 (6.24%)
- Rent without cap – 59 (8.56%)
- Monthly rate – 214 (31.06%)
- Other (please specify) - 269



What do you think is your greatest challenge in making an adequate income?

Answered 851

	Responses
Physical challenges of massage therapy	396 (46.53%)
Professional fees (e.g. continuing education, professional liability insurance, CMTO registration)	209 (24.56%)
Not enough patients	57 (6.70%)
Difficulties with clinic owners	20 (2.35%)
Not able to charge adequate fees	88 (10.34%)
Not able to work enough hours	81 (9.52%)
Other	252