

U.S. Massage Market

Product Mix Offered To Patients



Media Consumption By Channel

Most Used Resources When Seeking Information About Massage News & Information



57% of massage therapists consume industry news and information via massage **newspapers and magazines** at least 2x per month. 31% at least 1x per week.



36% consume news and information via massage **e-newsletters** at least 1x per week.

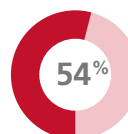


24% consume news and information via massage **webinars** at least 1x per month.

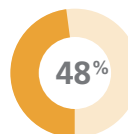


19% consume news and information via massage **app/web reader** at least 1x per month.

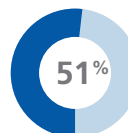
Most Used Resources When Seeking Information About Massage Products & Services



ranked **massage newspapers and magazines** as either the 1st or 2nd most used resource.



ranked **e-newsletters** as either the 1st or 2nd most used resource.



ranked Social Media as an **"almost never"** used resource.

Source: 2014 MPA Media Massage Information Resources Survey



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