

# U.S. Massage Therapy Profession

## Daily Reading by Device



Read an online article on a  
**PC/desktop/laptop**



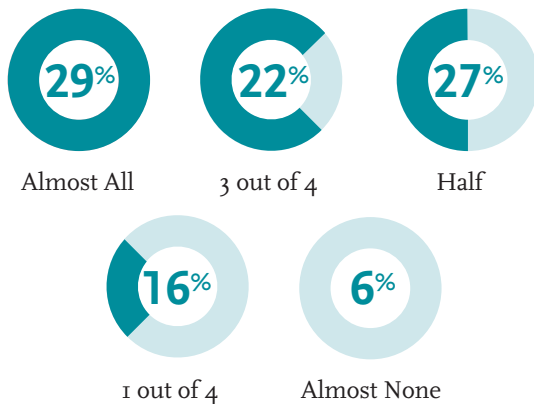
Read an online article on a **tablet**  
(any tablet – Apple iPad, Google  
Nexus, Samsung Galaxy, etc.)



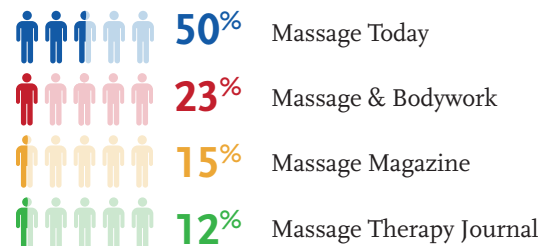
Read an online article  
on a **smartphone**

Percentage of massage therapists who read articles online daily.

## % Print Publications Read



## Print Publication Most Likely Read



“When you do read a massage therapy print publication,  
which one are you most likely to read?”

“Of the massage therapy print publications you receive,  
approximately what percentage of the issues do you read?”

