

Massage Today's
Massage Therapy Online & Print Reading Survey

Executive Summary

March 2016

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on Feb. 25, 2016 by MPA Media, publishers of *Massage Today*, *Acupuncture Today*, *Dynamic Chiropractic* and *Dynamic Chiropractic Practice Insights*. The survey was sent to 77,962 massage therapists via email. The response rate was just over one percent (1.9%).

Like all online surveys, participants tended to “self-select” based upon their interest in the topic presented.

DISCUSSION

This survey was designed to help establish the opinions of massage therapists (MTs) in relation to how and what they read online and in print.

The first question asked respondents how often they read online through various devices. The results show that 36% of MTs read online articles daily through their laptop / desktop, followed by 31% who read online articles daily on their smartphone and 27% who read articles daily on their tablet.

The second question asked MTs how they find the online articles they read. Search engines and e-newsletters topped the list (67% and 64%, respectively), followed by social media (57%) and visiting websites regularly (44%).

The next question focused on print readership: “Of the massage therapy print publications you receive, approximately what percentage of the issues do you read?” Seventy-eight percent read half or more of the print publications they receive, with 29% reading “almost all,” 22% reading “3 out of 4” and 27% reading half.

The responses to Question 4 show that lack of time (64%) is the reason the majority of MTs don’t read the massage therapy print publication issues they receive. Another 26% didn’t read issues because the editorial content “didn’t appear interesting enough.”

The next question looked at which publication is “most likely” to be read when the massage therapist has the time. *Massage Today* was the clear favorite at 50% readership.

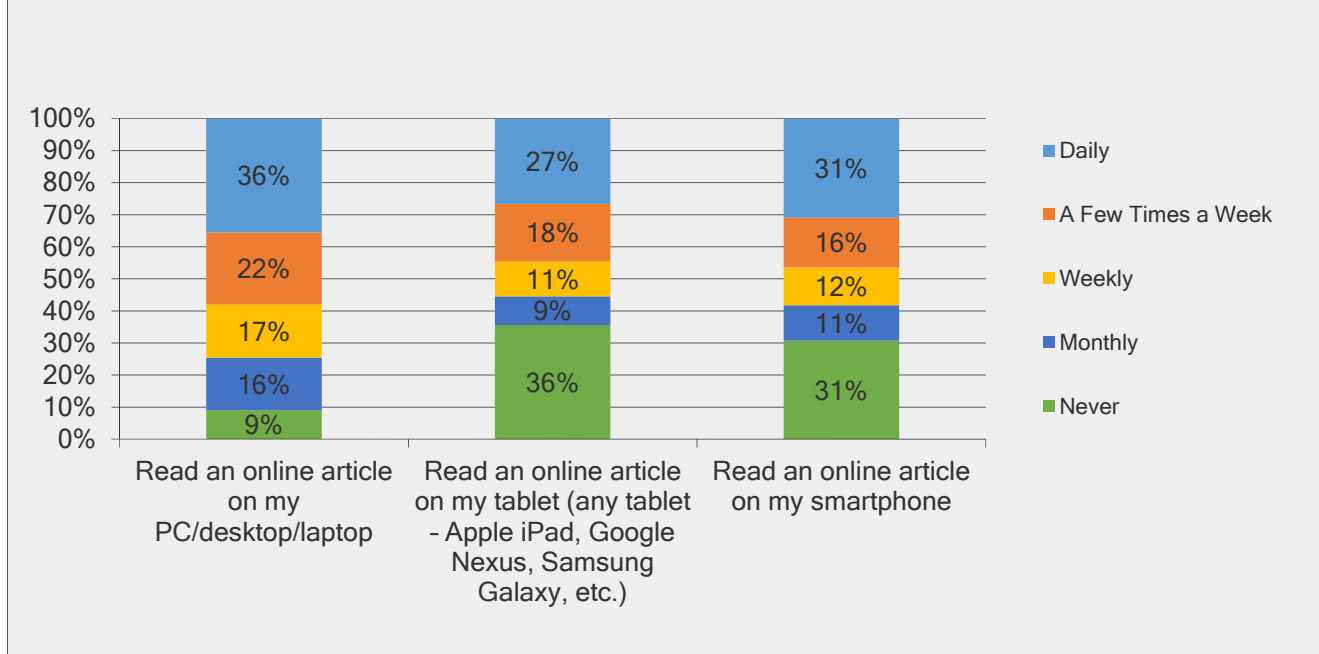
CONCLUSION

A growing percentage of MTs are reading articles online through their laptops / desktops, smartphones and tablets. This trend toward more immediate access to information is having an impact on the average number of massage therapy publication issues being read. This places pressure on massage therapy publications to provide content that is interesting and relevant. This may explain why *Massage Today*, a newspaper, is chosen more often than its magazine competitors by MTs who have limited time to read massage therapy content.

Massage Therapy Online Reading Survey

Q1 How often do you do the following?

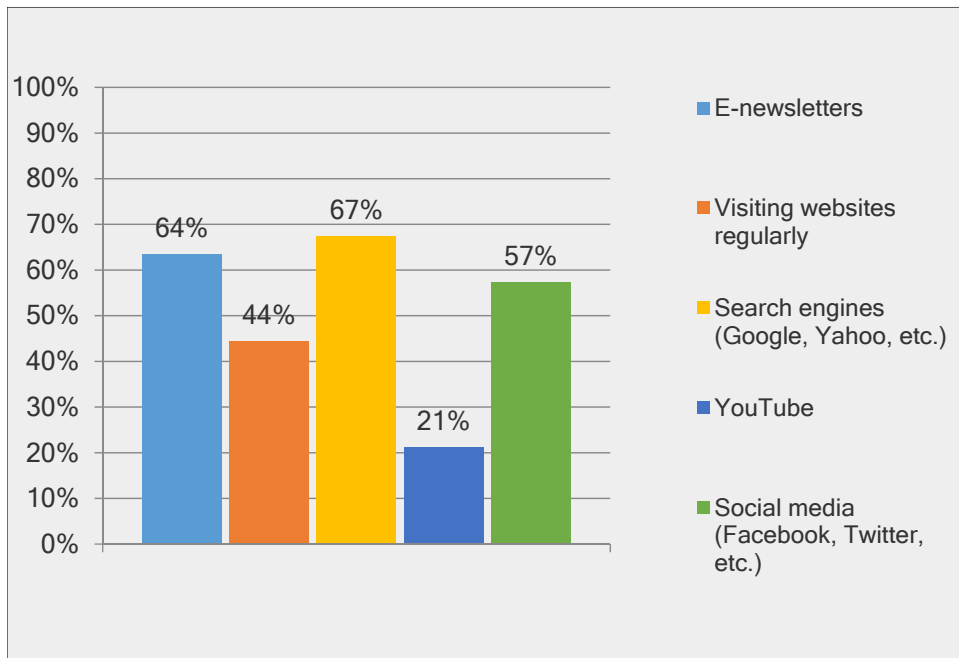
Answer Options	Daily	A Few Times a Week	Weekly	Monthly	Never
Read an online article on my PC/desktop/laptop	36%	22%	17%	16%	9%
Read an online article on my tablet (any tablet - Apple iPad, Google Nexus, Samsung Galaxy, etc.)	27%	18%	11%	9%	36%
Read an online article on my smartphone	31%	16%	12%	11%	31%



Massage Therapy Online Reading Survey

Q2 How do you find online articles you want to read? [Please select all that apply]

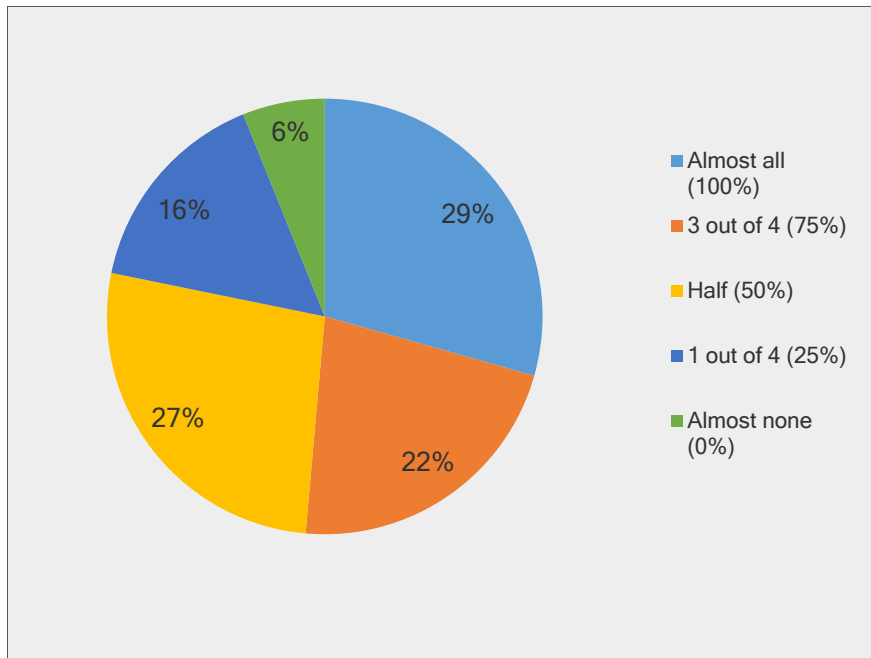
Answer Options	Response Percent
E-newsletters	64%
Visiting websites regularly	44%
Search engines (Google, Yahoo, etc.)	67%
YouTube	21%
Social media (Facebook, Twitter, etc.)	57%



Massage Therapy Online Reading Survey

Q3 Of the massage therapy print publications you receive, approximately what percentage of the issues do you read?

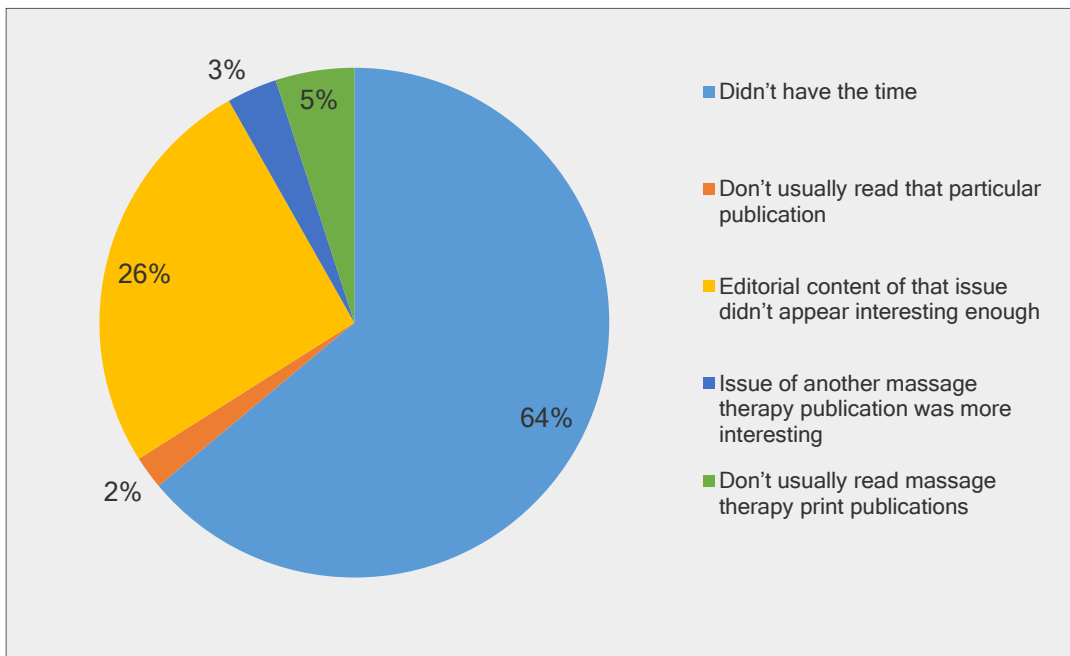
Answer Options	Response Percent
Almost all (100%)	29%
3 out of 4 (75%)	22%
Half (50%)	27%
1 out of 4 (25%)	16%
Almost none (0%)	6%



Massage Therapy Online Reading Survey

Q4 When you don't read a particular issue of a massage therapy print publication, what is the primary reason?

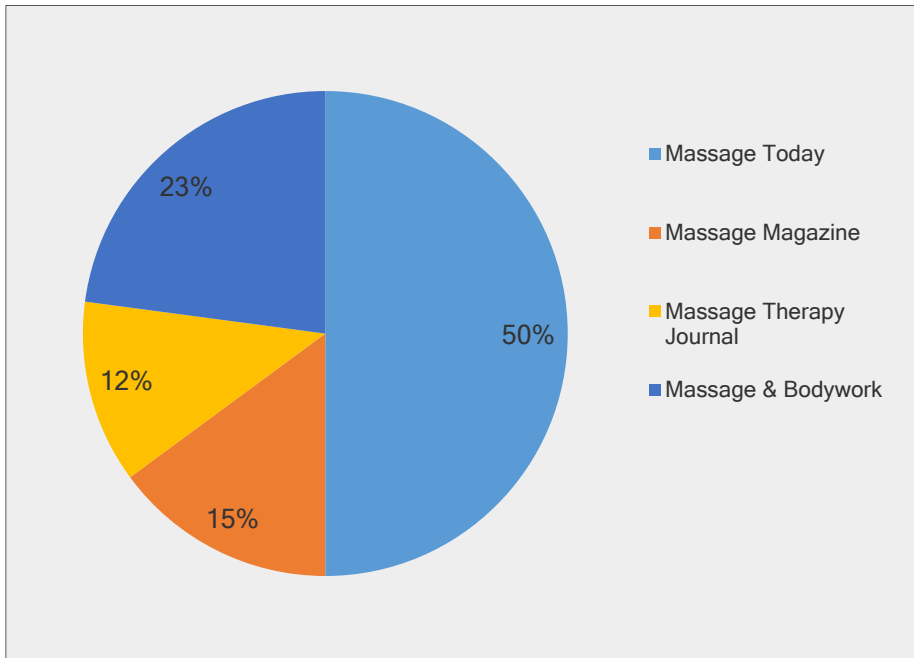
Answer Options	Response Percent
Didn't have the time	64%
Don't usually read that particular publication	2%
Editorial content of that issue didn't appear interesting enough	26%
Issue of another massage therapy publication was more interesting	3%
Don't usually read massage therapy print publications	5%



Massage Therapy Online Reading Survey

Q5 When you do read a massage therapy print publication, which one are you most likely to read?

Answer Options	Response Percent
Massage Today	50%
Massage Magazine	15%
Massage Therapy Journal	12%
Massage & Bodywork	23%



Massage Therapy Online Reading Survey

Q6 How long have you been in practice?

Answer Options

Less than 5 years
5 to 9 years
10 to 14 years
15 to 19 years
20 to 24 years
25 years or more

Response Percent

7%
18%
24%
21%
15%
15%

