

# **The Expanding Massage Therapy Practice Survey**

## **Executive Summary**

A RESEARCH REPORT BY



# METHODOLOGY

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This survey was initiated on November 29, 2011 by MPA Media, publishers of *Massage Today*, *Dynamic Chiropractic*, *Dynamic Chiropractic PracticeINSIGHTS* and *Acupuncture Today*. The survey was sent to 38,359 massage therapists. The response rate was 0.8 percent. Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

# DISCUSSION

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This survey was created to establish the habits and opinions of massage therapists as they relate to how and why they offer certain products and services to their clients. The first question asks massage therapists to describe how long they have been in practice. Here, the majority of massage therapists (30 percent) say they have been in practice between 5 and 9 years, followed by 10 to 14 years (27 percent), less than 5 years (15 percent), 15 to 19 years (14 percent), 20 to 24 years (7 percent) and 25 years or more (6 percent).

When asked the percentage of clients they currently offer products to, the majority (70 percent) say they offer products to less than 10 percent of their clients, followed by almost all (15 percent), about 25 percent (9 percent), about half (4 percent) and about 75 percent (2 percent). In total, approximately 20 percent of therapists offer products to at least half of their clients.

Next, we asked massage therapists to describe the products and services they offer their clients. Here, the majority of massage therapists who currently offer a product to a client (45 percent) offer topical analgesics. As indicated in the previous question, where 70 percent said they offer products to less than 10 percent of their clients, only a small percentage of massage therapists report specific products and services that they offer their clients.

However, there appears to be significant growth potential in several markets as massage therapists say they are thinking about offering or would like to someday offer an e-newsletter (46 percent), homeopathic



remedies (33 percent), rehab products (32 percent), herbs (29 percent), pillows (29 percent), nutritional supplements (27 percent), topical analgesics (25 percent), acupuncture (20 percent) and posture clothing (20 percent).

In general, 44 percent of massage therapists expect to increase the products and services they offer their clients, 52 percent expect they will offer about the same and only 5 percent intend to decrease the products and services they offer their clients.

Nearly two-thirds (64 percent) of respondents find information about new products and services to offer their clients through their colleagues, followed by trade publications (62 percent), the Internet (56 percent), and conventions (37 percent).

## **CONCLUSION**

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Overall, it appears that massage therapists do offer their clients some type of product or service to their clients. In fact, nearly half of the respondents indicated that they will increase the products and services they offer their clients. There are a number of products and services that massage therapists are considering adding to their practice, signaling potential growth in those markets.

In this survey, massage therapists indicate they are thinking about or would someday like to offer an e-newsletter, rehab products, anti-aging products and services, homeopathic remedies, herbs, nutritional supplements, acupuncture, posture clothing and pillows.

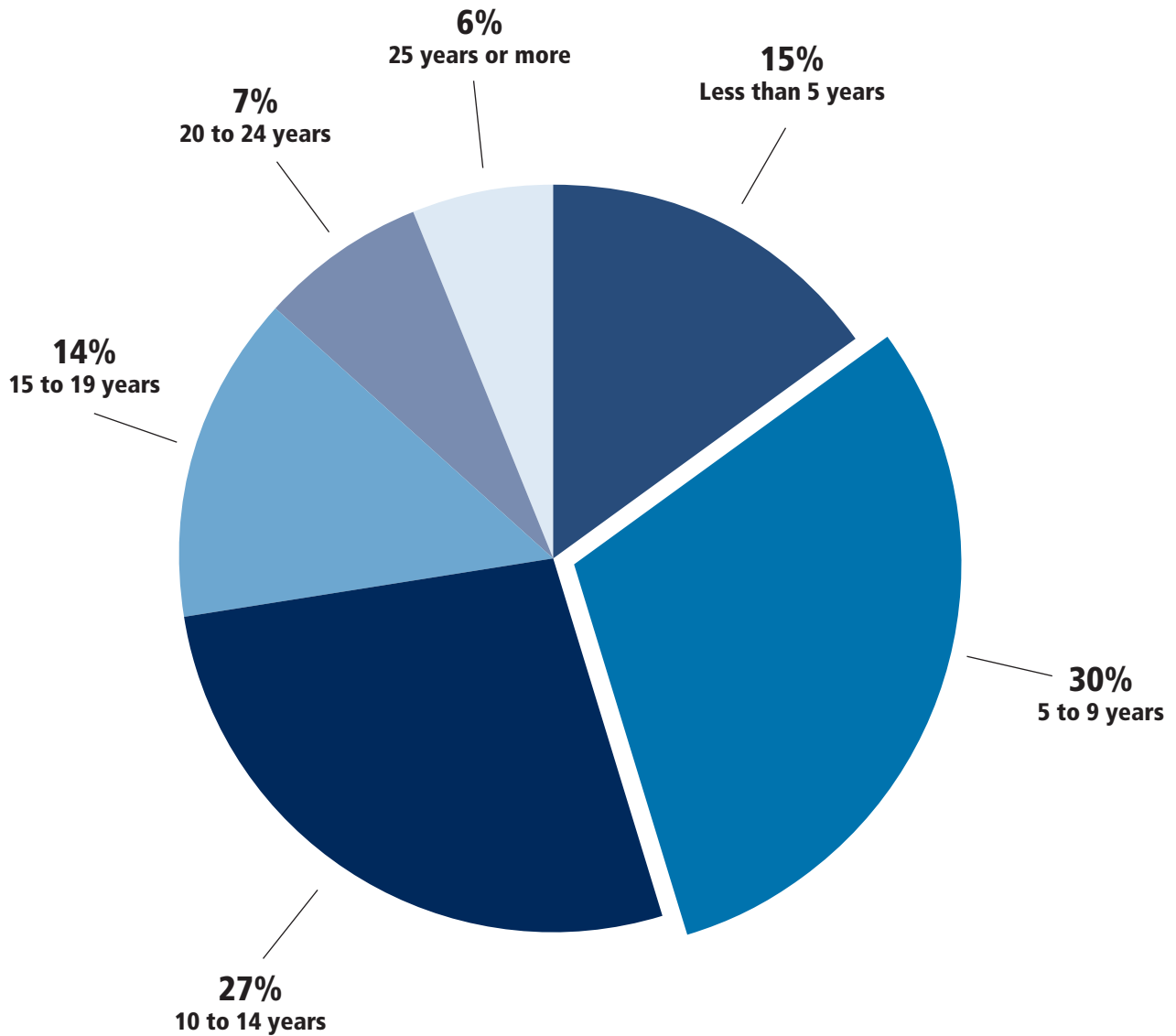
After their colleagues, the majority of massage therapists say they find information about new products and services through trade publications (60 percent). They also find this information through the Internet and conventions.

The information in this survey should be used to better understand how massage therapists purchase their practice supplies, how knowledgeable they are about certain companies and where they get information about new products and/or services.



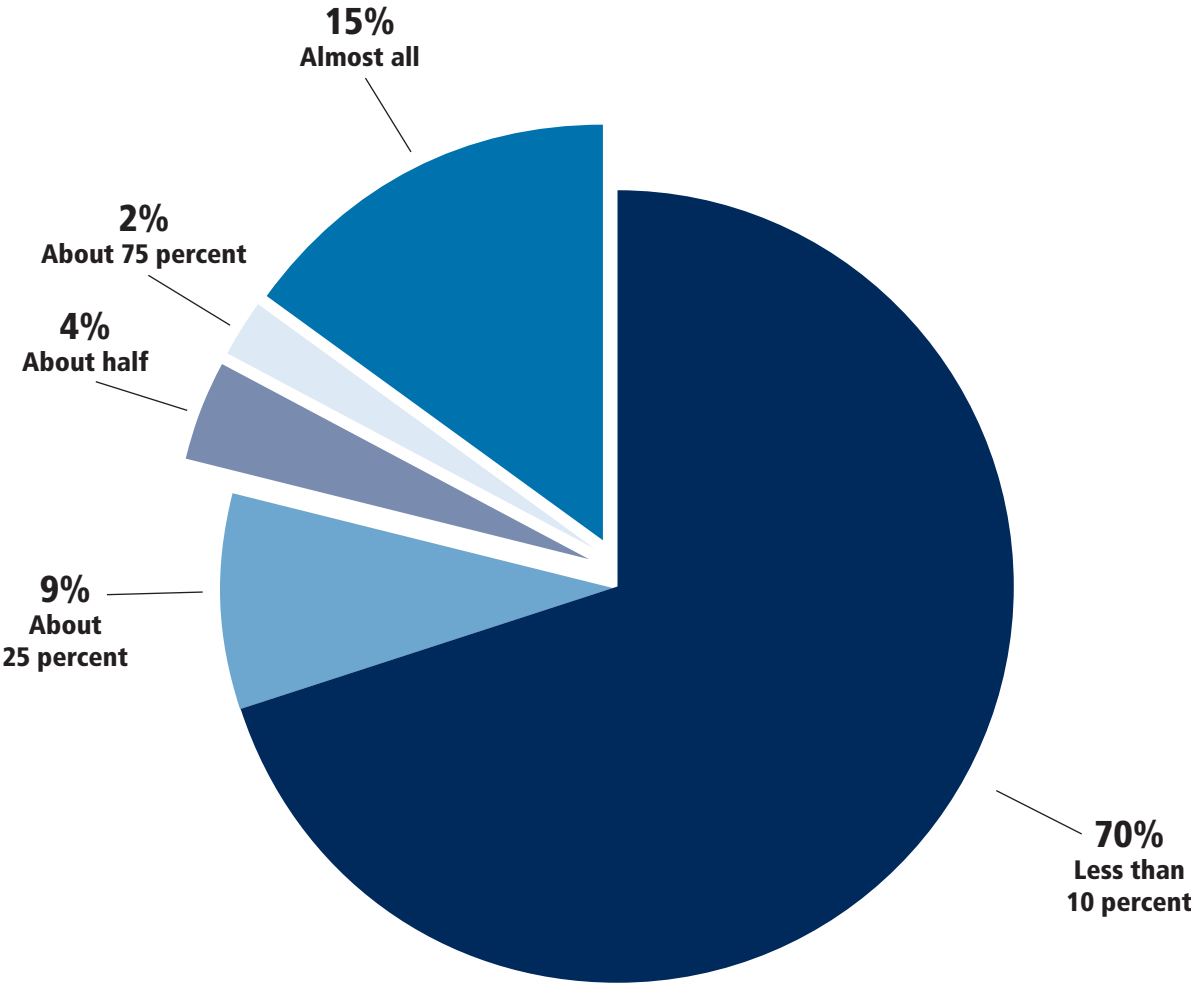
## 1. How long have you been in practice?

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2. What percentage of your clients do you currently offer products to?

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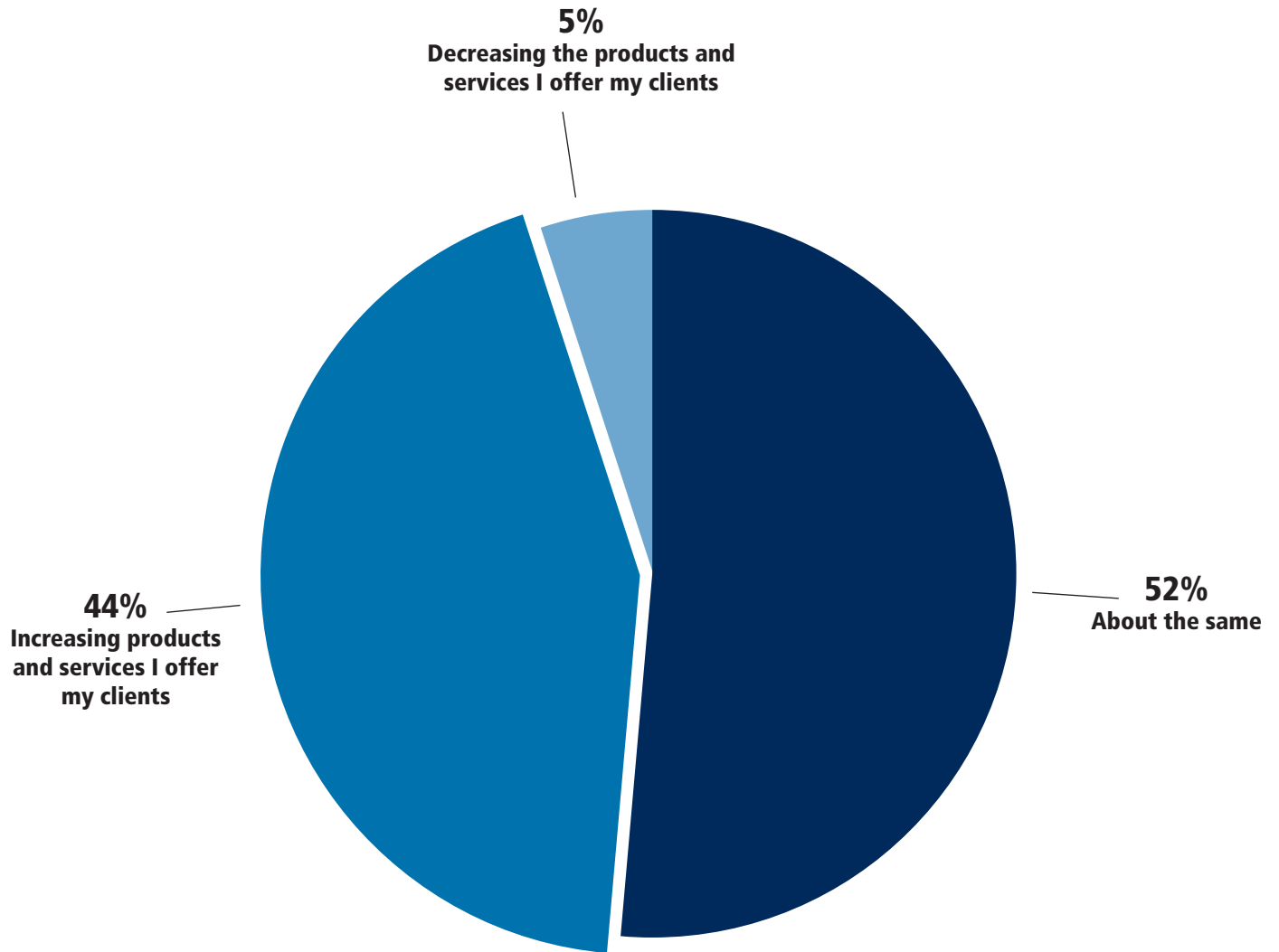
### 3. Which of the following do you offer to your clients?

	Currently offer to clients	Thinking about offering	Would like to offer someday	Not interested in offering
Topical analgesics	45%	14%	11%	30%
E-newsletter	17%	21%	25%	38%
Nutritional supplements	15%	13%	14%	58%
Homeopathic remedies	13%	15%	18%	55%
Herbs	12%	13%	16%	59%
Anti-aging products and services	11%	6%	7%	76%
Rehab products	11%	15%	17%	57%
Acupuncture	7%	6%	14%	73%
Pillows	6%	15%	14%	65%
Weight loss products	6%	6%	7%	81%
TENS devices	4%	8%	11%	77%
Low-level laser products	2%	6%	8%	85%
Orthotics	2%	4%	10%	84%
Posture clothing	1%	10%	10%	80%



#### 4. In general, what is your future expectation about what you offer your clients?

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**5. Where do you find information about new products and services to offer your clients? [Please select all that apply]**

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