

**National Survey of  
Massage Therapy Publications**  
May 2006

Conducted for  
***Massage Today***

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## Objectives

***Massage Today*** commissioned **Research USA®** to conduct a nationwide survey of massage therapists to determine which industry journals they receive and read.

Some other areas studied included:

- Number of last four issues read
- Internet usage
- Number of years as a practicing massage therapist
- Description of practice

## Methodology

The names used for this survey were selected on an n<sup>th</sup> name basis from a list of massage therapists purchased from infoUSA specifically for this survey. A total of 1,000 names were used for the mailing.

On March 31, 2006, every name selected was mailed a two-page questionnaire, a cover letter from **Research USA, Inc.** asking for their cooperation, a one-dollar incentive, and a stamped return envelope.

A second mailing to non-respondents was made on April 21, 2006.

This mailing consisted of a questionnaire, cover letter from **Research USA**, and a stamped return envelope.

No indication was given in either mailing to show for whom the survey was being conducted.

By May 8, 2006, 482 completed questionnaires had been returned:

Questionnaires mailed		1,000
Returned:		
Undelivered	111	
Incomplete	<u>6</u>	<u>117</u>
Net effective mailing		883
Completed questionnaires returned		482
Percentage return		54.6%

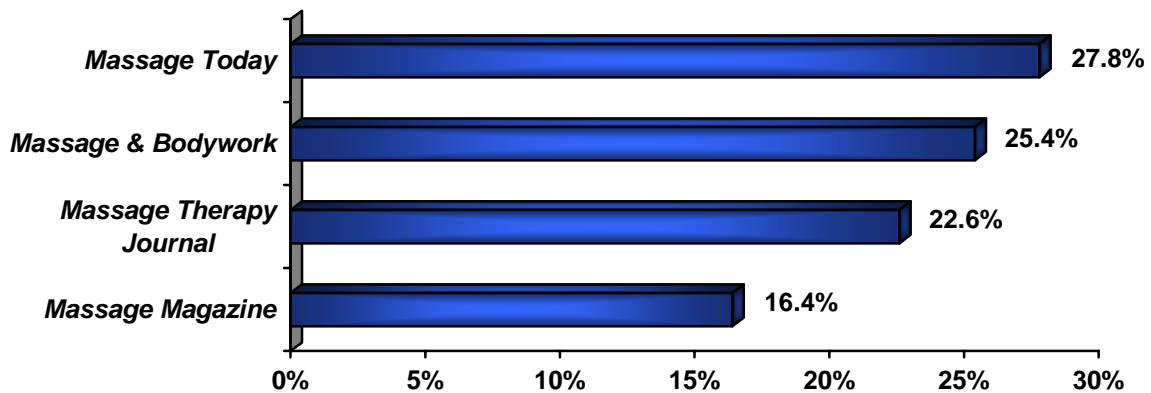
The tables in this report are based on a computer tabulation of the 482 completed questionnaires that were returned.

Results are projectable within a range of  $\pm 4.6\%$  (with 95% confidence) for most of the tables that follow.

## Summary of Results

Over one-fourth of all respondents (27.8%) are regular readers of ***Massage Today*** who read at least 3 out of the last 4 issues. Smaller numbers are regular readers of *Massage & Bodywork*, *Massage Therapy Journal* and *Massage Magazine*.

**Percentage of All Respondents Who Are Regular Readers of Each Publication (Read 3 or more of the last 4 issues)**



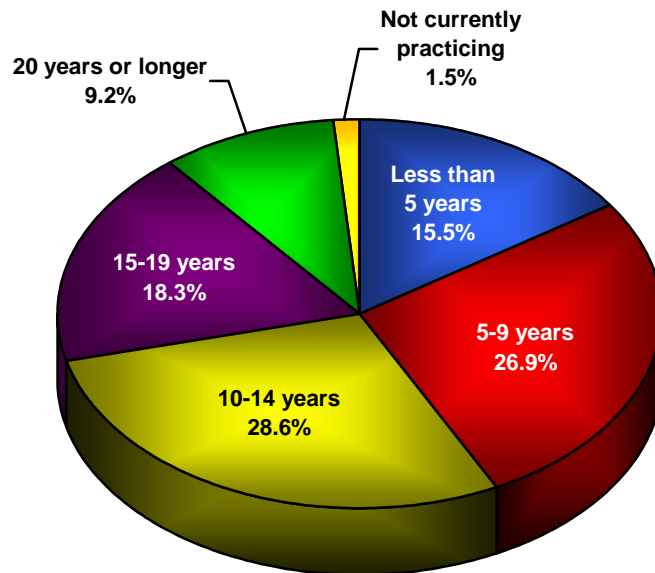
## About Their Internet Usage

Over four-fifths of respondents (85.3%) have an e-mail address. Most of those responding (86.0%) have made an online purchase and 71.8% have made an online purchase for their practice.

### ***Demographic Characteristics***

Nearly all respondents (98.5%) are currently practicing massage therapists. On average, they have been in practice for 11.6 years.

#### **Number of Years as a Practicing Massage Therapist**

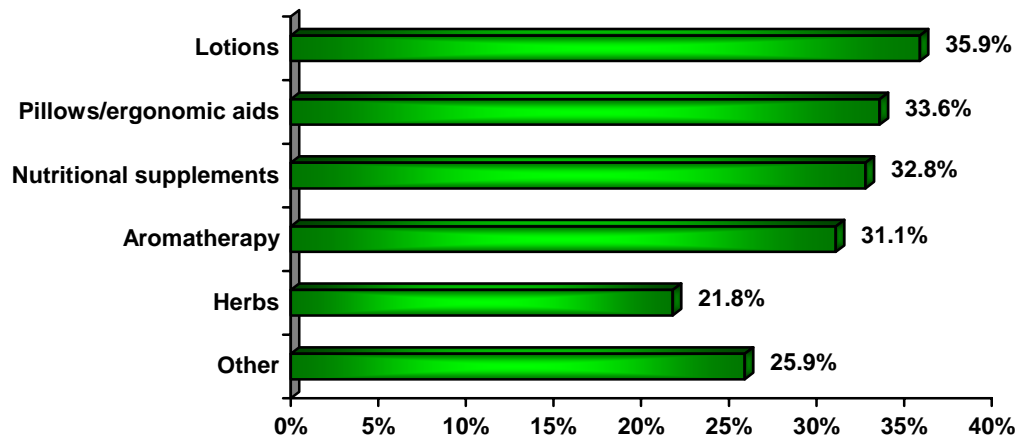


The average age of all respondents is 46.4 years.

More than two-fifths of those responding (44.4%) sell products to their clients.

Over three-fourths (77.0%) currently recommend/discuss or sell one or more of the products studied to their clients.

**Products Recommended/Discussed/Sold to Clients**



1. Which of these publications do you receive personally addressed to you?

<b><i>Massage Today</i></b>	37.6%
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<i>Massage &amp; Bodywork</i>	34.6
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<i>Massage Therapy Journal</i>	29.0
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<i>Massage Magazine</i>	18.3
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Receive one or more	75.7%
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Base: 482

2. How many of the last four issues of each publication have you read or looked into?

	<i><u>Massage Magazine</u></i>	<i><u>Massage &amp; Bodywork</u></i>	<i><u>Massage Therapy Journal</u></i>	<i><u>Massage Today</u></i>
4 of 4	13.3%	18.9	19.3%	22.2%
3 of 4	3.1	6.5	3.3	5.6
2 of 4	4.4	8.5	6.0	5.6
1 of 4	5.6	8.7	4.8	5.4
0 of 4	35.3	28.4	32.2	31.3
Do not receive/ no answer	<u>38.3</u>	<u>29.0</u>	<u>34.4</u>	<u>29.9</u>
	100.0%	100.0%	100.0%	100.0%
Regular readers (Read 3 or more of last 4 issues)	16.4%	25.4%	22.6%	27.8%

\*Base: 482

\* Based on total respondents

***About Their Internet Usage***

3. Do you have an e-mail address?

Yes	85.3%
No	<u>14.7</u>
	100.0%

Base: 477

4. Have you ever purchased anything online?

Yes	86.0%
No	<u>14.0</u>
	100.0%

Base: 477

5. Have you ever purchased anything online for your practice?

Yes	71.8%
No	<u>28.2</u>
	100.0%

Base: 475

***Demographic Characteristics***

6. How long have you been a practicing massage therapist?

Less than 1 year	.2%
1 – 4 years	15.3
5 – 9 years	26.9
10 – 14 years	28.6
15 – 19 years	18.3
20 – 34 years	8.4
35 years or longer	.8
Not currently practicing	<u>1.5</u>
	100.0%
Average	11.6 years

Base: 476

7. What is your age?

Under 25	1.9%
25 – 34	12.0
35 – 44	26.3
45 – 54	37.4
55 – 64	19.5
65 or over	<u>2.9</u>
	100.0%
Average	46.4 years
Median	46.7 years

Base: 476

8. How do you best describe your practice?

Solo in office	34.3%
Clinic	14.7
Home based	13.6
Multidisciplinary setting	11.7
Spa setting	11.3
Solo mobile	6.2
Health/Fitness Center	2.1
Other	<u>6.1</u>
	100.0%

Base: 470

9. Do you sell products to your clients?

Yes	44.4%
No	<u>55.6</u>
	100.0%

Base: 473

10. Which products do you recommend/discuss/sell to your clients?

Lotions	35.9%
Pillows/Ergonomic aids	33.6
Nutritional supplements	32.8
Aromatherapy	31.1
Herbs	21.8
Other	25.9
One or more	77.0%

Base: 482