

# **National Survey of Massage Therapists**

## **Executive Summary**

A RESEARCH REPORT BY



## METHODOLOGY

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This survey was initiated on August 15, 2011 by MPA Media, publishers of *Massage Today*, *Dynamic Chiropractic*, *Acupuncture Today* and *Dynamic Chiropractic PracticeINSIGHTS*. The survey was sent to 52,666 massage therapists. The response rate was 1.7 percent.

## DISCUSSION

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This survey was created to establish nationwide reading habits, preferences and general demographics of massage therapists. The first question asks massage therapists how long they have been practicing. The majority of respondents (31 percent) say they have been practicing between 5-9 years, followed by 10-14 years (22 percent), 1-4 years (16 percent), 15-19 years (14 percent), 20-34 years (11 percent), less than 1 year (4 percent) and 35 years or longer (1 percent). Another 1 percent indicate that they are not currently practicing.

When asked to describe their practice, nearly a third of respondents (30 percent) say they work solo in office, 18 percent work in a home-based setting, 11 percent work in a multi-disciplinary setting, 10 percent work in a spa setting, 9 percent work in a clinic, 5 percent work solo mobile and 3 percent work in a health/fitness center. The other 15 percent responded "other." However, most of these responses indicate that the majority of the 15 percent work in more than one of the aforementioned settings.

When asked to name massage therapy publications that they receive personally addressed, the majority of respondents (81 percent) say they receive *Massage Today*, followed by *Massage Magazine* (39 percent), *Massage & Bodywork* (37 percent) and *Massage Therapy Journal* (32 percent).

Nearly half of respondents (47 percent) say they read *Massage Today* the most, followed by *Massage & Bodywork* (21 percent), *Massage Magazine* (17 percent) and *Massage Therapy Journal* (15 percent).

Three quarters of respondents (75 percent) say that they rely on *Massage Today* to keep them informed about what is happening in massage therapy. From there, 35 percent say they rely on *Massage & Bodywork* and *Massage Magazine*, followed by *Massage Therapy Journal* (30 percent).



Next, we asked massage therapists how often they visit massage therapy news websites. Here, 25 percent say they visit *Massage Today* “often,” followed by websites for *Massage Magazine* (13 percent), *Massage & Bodywork* (12 percent), and *Massage Therapy Journal* (7 percent).

Nearly three quarters (73 percent) of respondents say they have a website for their practice and nearly half (49 percent) have a Facebook page followed by a Google places listing (33 percent), a Twitter account (12 percent), an online web store (7 percent) and You-Tube channel/videos (6 percent).

The majority of massage therapists (94 percent) say they have made a purchase online for their practice. More than a third (36 percent) currently sell products to their clients. Of those massage therapists who sell products to their patients, 37 percent sell lotions followed by aromatherapy (33 percent), pillows/ergonomic aids (33 percent), nutritional supplements (24 percent) and herbs (15 percent).

We continue to examine the respondents’ demographic, asking for their age. Here, 34 percent of massage therapists say they are between the ages of 45-54, followed by 55-64 (30 percent), 35-44 (19 percent), 25-34 (10 percent), 65 or over (6 percent) and under 25 (1 percent).

## CONCLUSION

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Overall, massage therapists prefer to read *Massage Today* and visit [MassageToday.com](http://MassageToday.com) above all the top massage therapy publications and websites. The majority of respondents (81 percent) receive *Massage Today* personally addressed to them and 25 percent visit *Massage Today’s* website often. Three quarters of massage therapists say that they rely on *Massage Today* to keep them informed about what is happening in massage therapy.

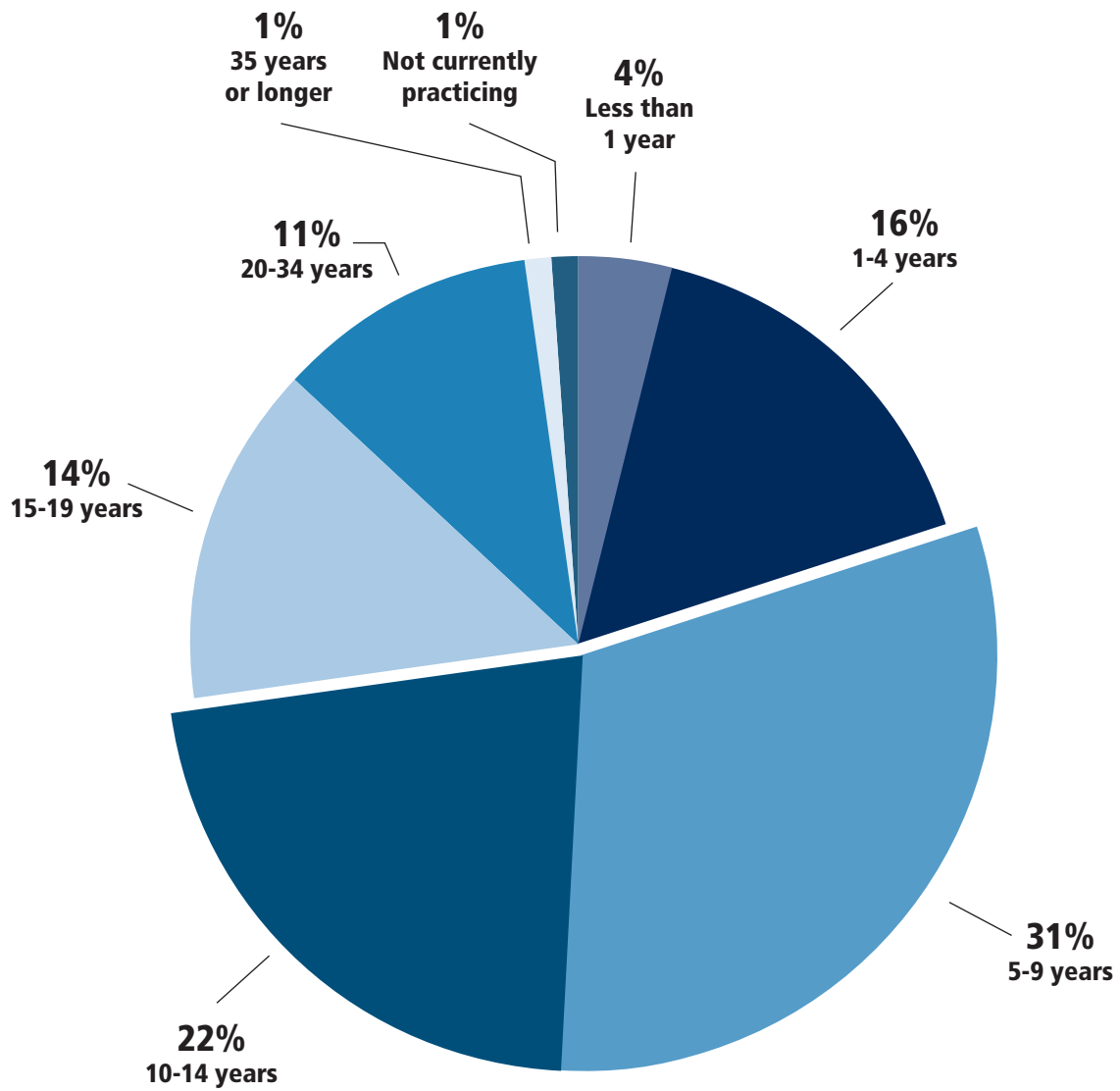
Nearly all of respondents have purchased a product for their practice online and more than a third sell products to their clients. Of those who sell products to their patients, 37 percent sell lotions, 33 percent sell aromatherapy, 33 percent sell pillows/ergonomic aids, 24 percent sell nutritional supplements and 15 percent sell herbs.

This information should be used to better understand the demographic characteristics of massage therapists and to determine what massage therapy publications/websites they prefer.

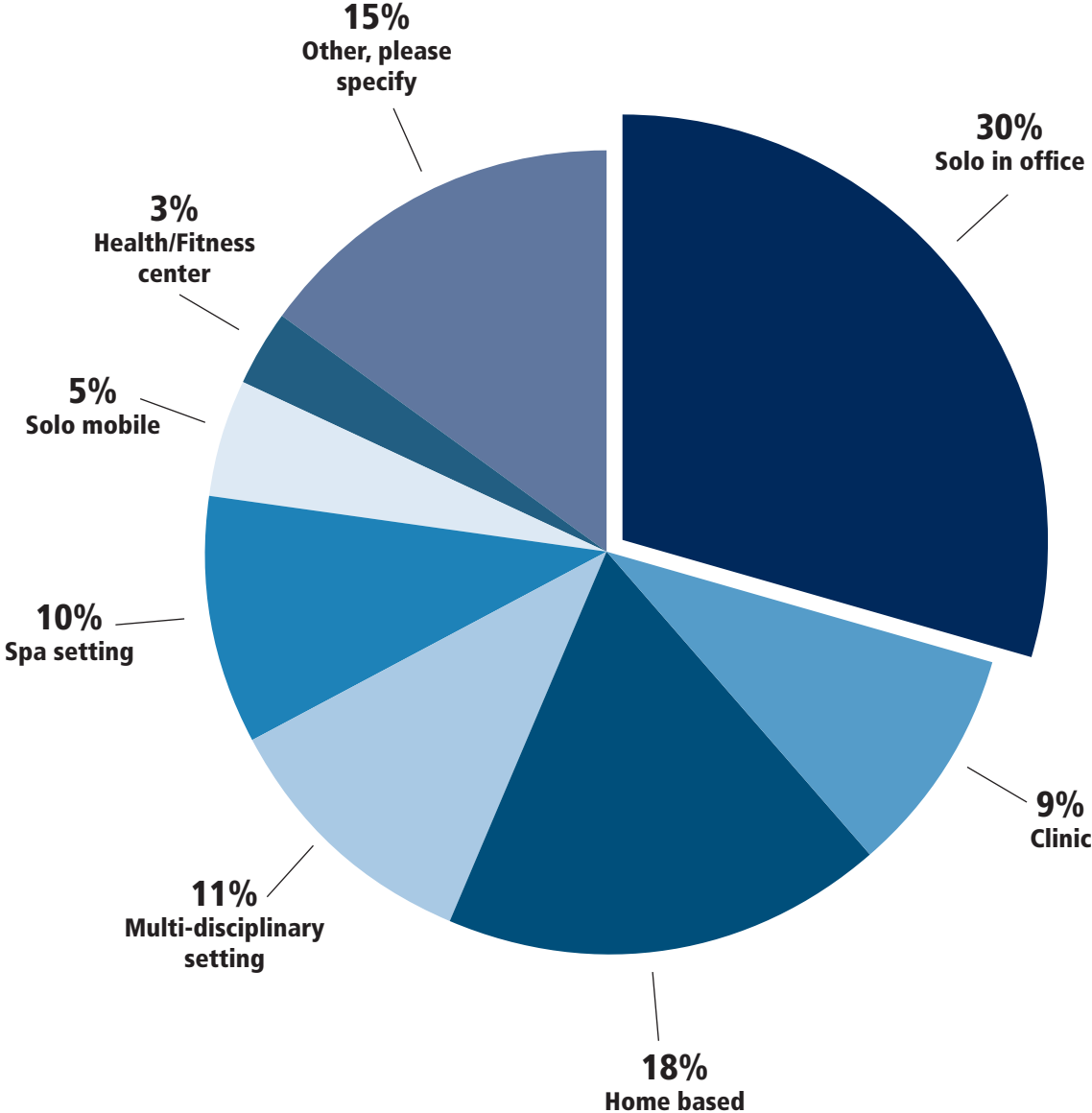


## 1. How long have you been a practicing massage therapist?

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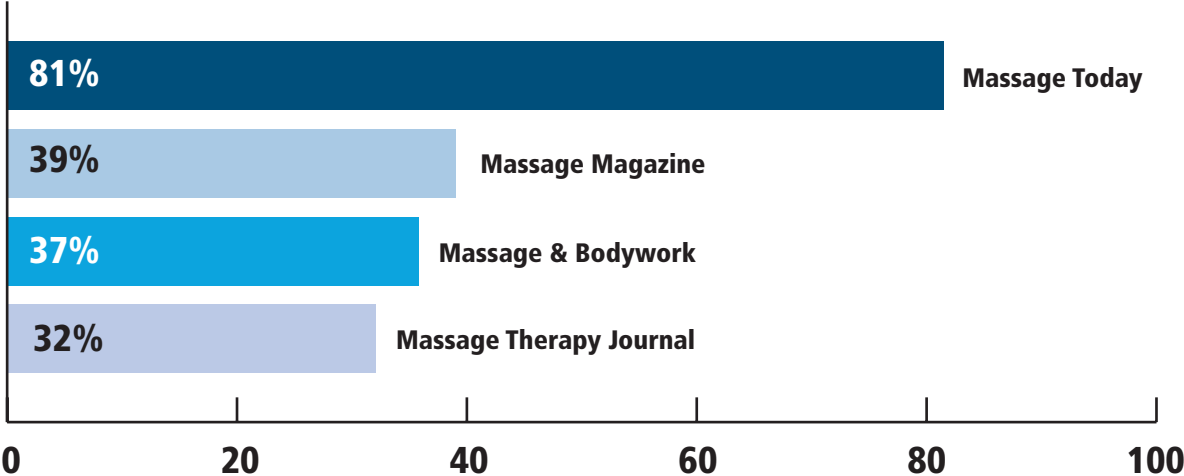


2. How do you best describe your practice?



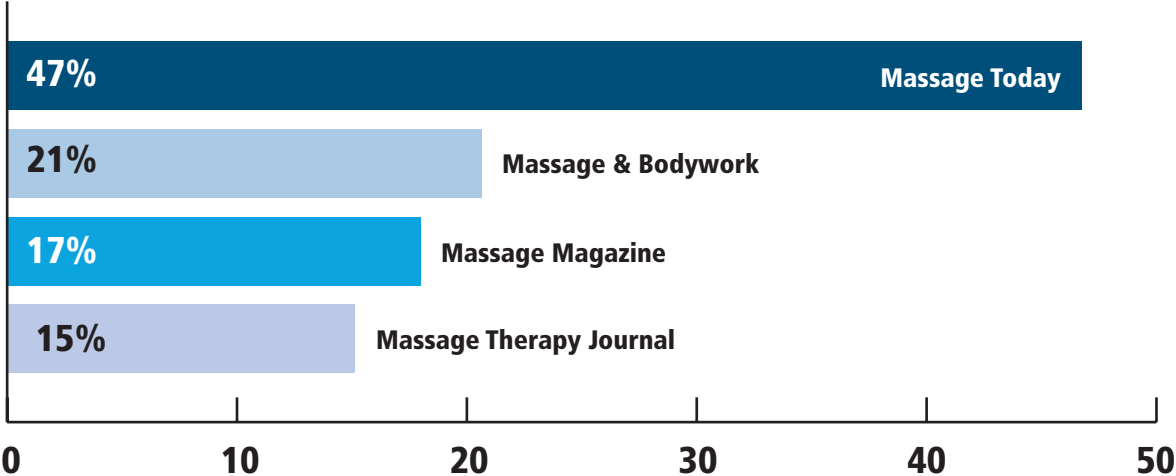
**3. Which of these publications do you receive personally addressed to you?**

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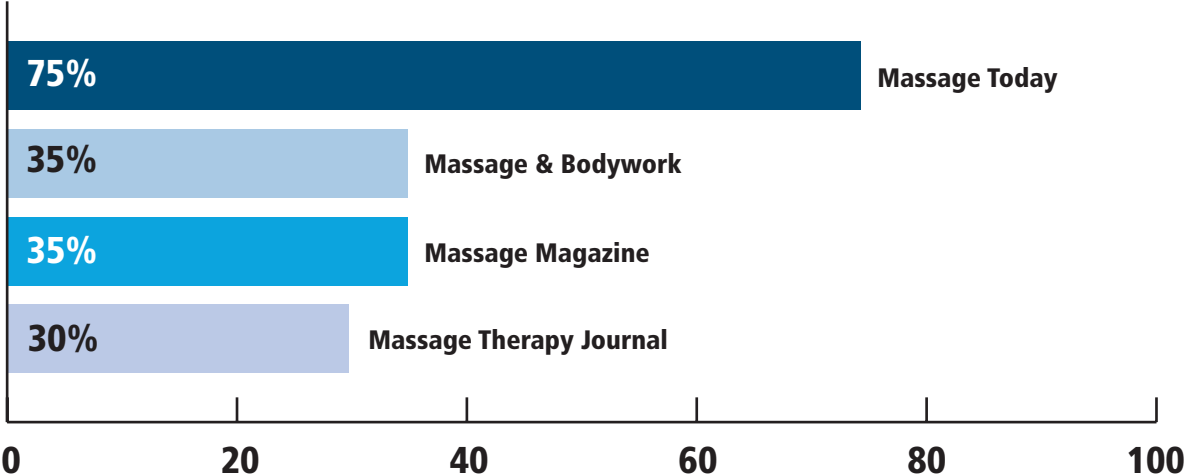
**4. Which publication do you read the most?**

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**5. Please check each publication that you rely on to keep you informed about what is happening in massage therapy.**

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## 6. How often do you visit the following publications' websites?

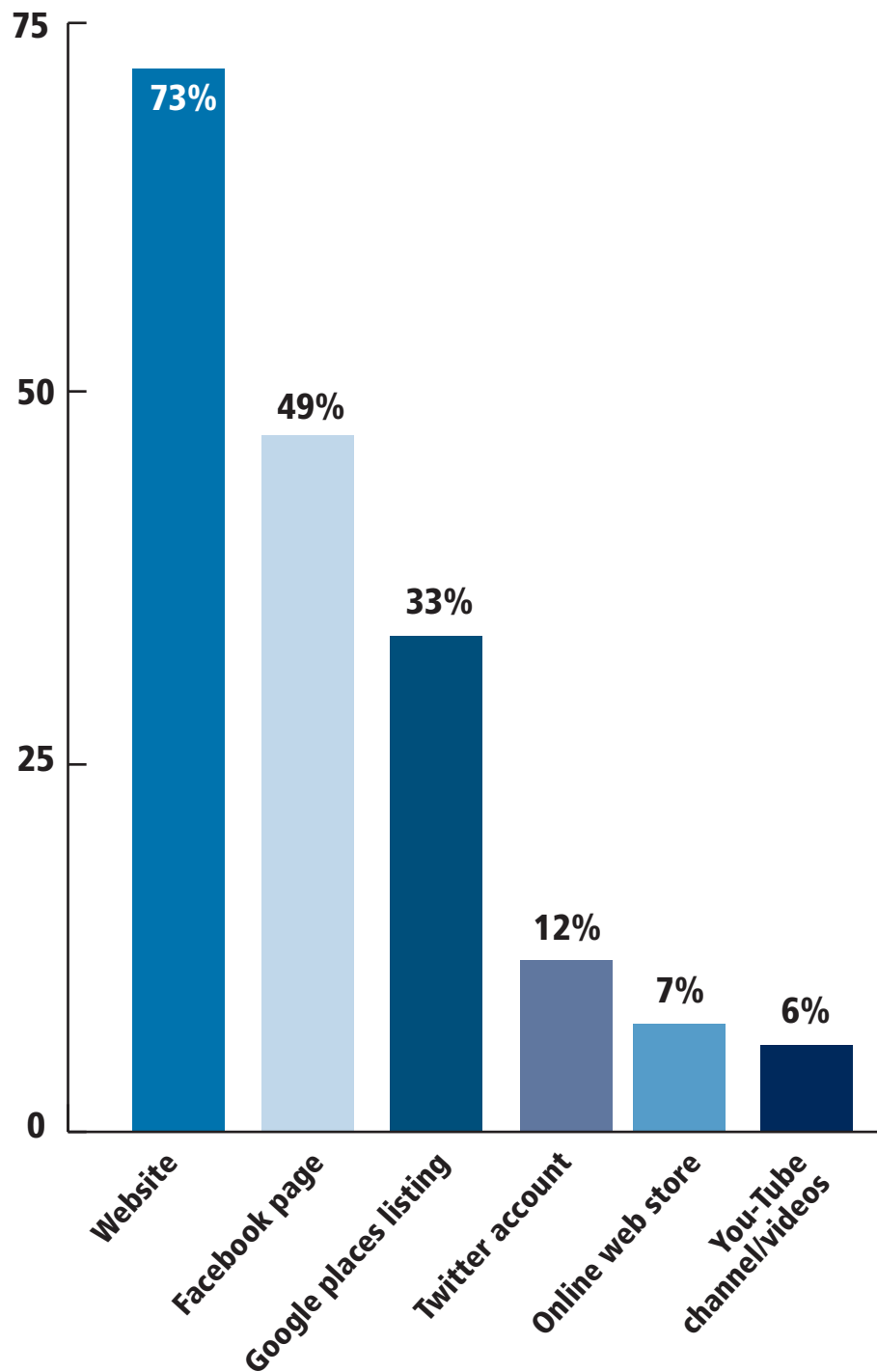
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Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Often	Seldom	Never
<b>Massage Today</b>	25%	46%	29%
<b>Massage Magazine</b>	13%	37%	50%
<b>Massage &amp; Bodywork</b>	12%	36%	52%
<b>Massage Therapy Journal</b>	7%	31%	62%



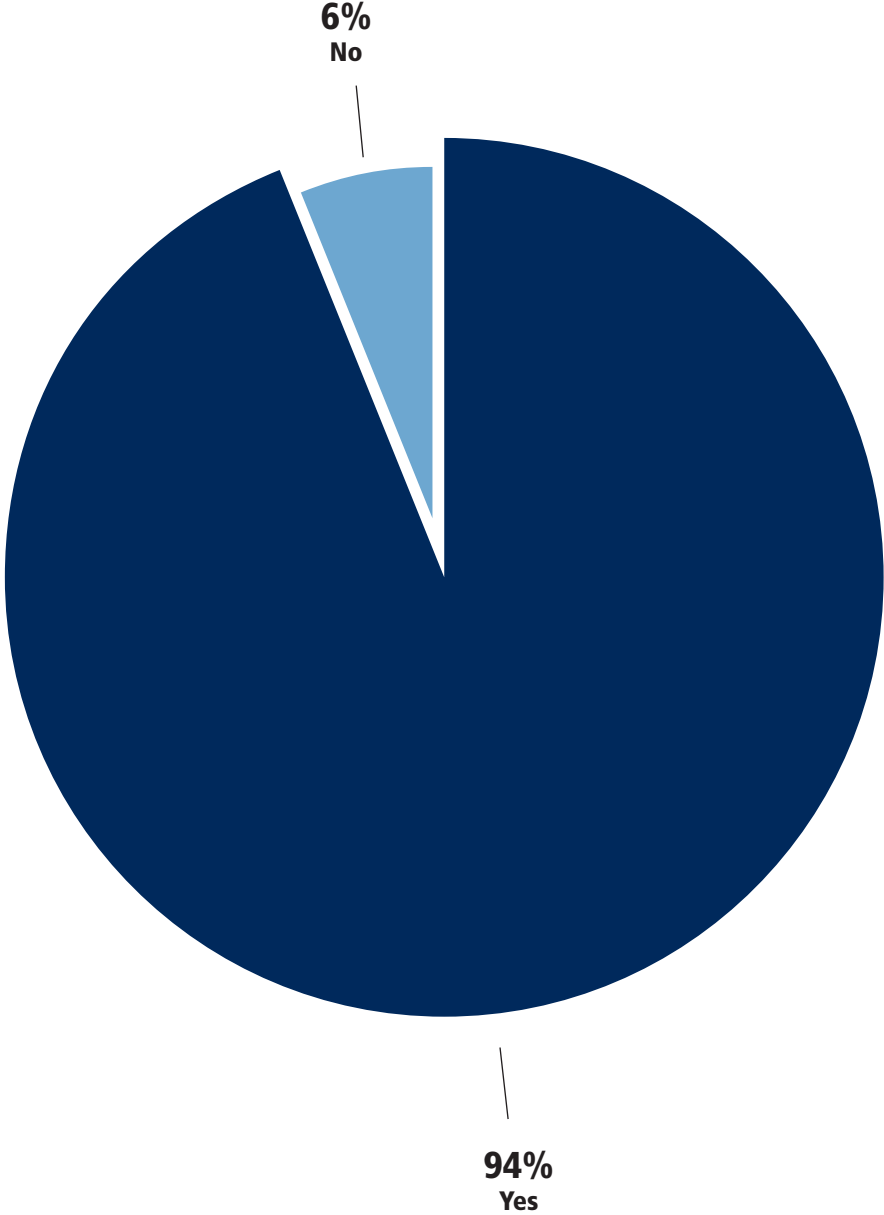
**7. Which of the following do you have for your practice?**  
[Please check all that apply.]

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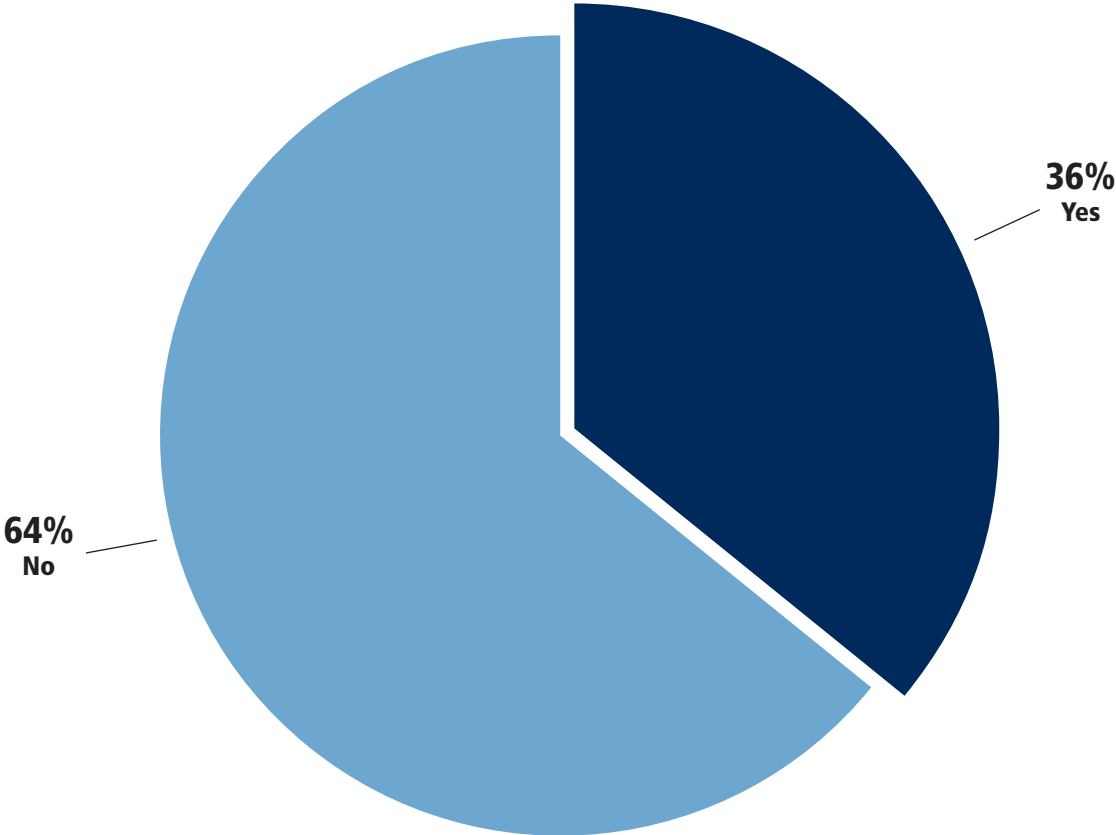
**8. Have you ever purchased anything online for your practice?**

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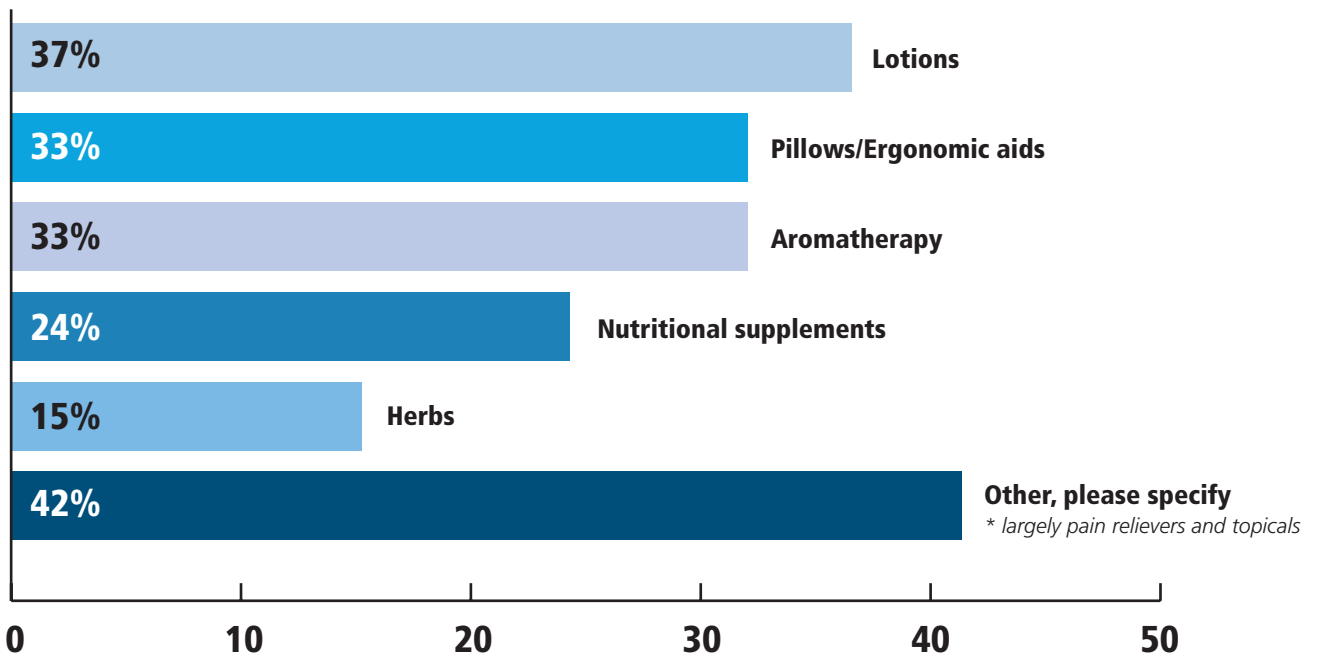
**9. Do you sell products to your clients?**

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

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**11. What is your age?**

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