

Massage Therapy Video Survey

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on December 13, 2011 by MPA Media, publishers of *Massage Today*, *Dynamic Chiropractic*, *Acupuncture Today* and *Dynamic Chiropractic PracticeINSIGHTS*. The survey was sent to 38,059 massage therapists. The response rate was 1.3 percent. Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

DISCUSSION

This survey was created to establish the habits and opinions of massage therapists as they relate to their interest level in videos and how they watch videos. The first question asks massage therapists if they have ever viewed videos on the web. Here, the majority (81 percent) say they have viewed videos on the web. The remaining respondents indicate they do not view videos on the web (7 percent), or that they haven't, but would if they saw something interesting (11 percent).

When asked to rate their use of certain web information formats, more than half (59 percent) rated written content the highest, either preferring it or accessing it “often.” Video content was also rated almost as high (55 percent), followed by eNewsletters (36 percent), audio content (32 percent) and webinars (27 percent).

Next, we asked massage therapists to describe the level of interest they had for certain types of videos. Here, 83 percent say they have a high interest in instructional videos that show hands-on techniques and nearly half (46 percent) have a high interest in demonstration videos that best describe how to use products and brands massage therapists use in their practice. Almost half (45 percent) show a high interest in interviews with leaders of the profession, while 40 percent say they have a high interest in instructional videos on practice management and finance and 36 percent find a high interest in news reports.

When asked the maximum amount of time that they are typically willing to spend on videos of certain types, 86 percent of massage therapists say that they are willing to spend 10 or more minutes on instructional, hands-on techniques that they are very interested in. Another 71 percent are willing to spend 10 or more minutes on instructional videos about techniques they are curious about. Over 80% are willing to spend at least three minutes watching videos on demonstration of products they are very interested in (88 percent), products they are curious about (80 percent) and interviews with leaders of the chiropractic profession (87 percent). While more than three-quarters (76 percent) are willing to spend at least three minutes watching a video news report.



Assuming the topic of the video is interesting, 66 percent say they will watch a web video if the sound and picture quality is okay, 27 percent only watch high quality videos and 7 percent don't care much about web video production.

Next, we ask massage therapists how often they use other electronic devices besides their desktop computer when accessing the web to watch video. Here, nearly three-quarters (73 percent) say they frequently or sometimes use a laptop computer, followed by a smart phone (27 percent) and a tablet computer (25 percent).

In determining the demographic of our respondents, one-third (33 percent) say they have been in practice between five and nine years, followed by 10 to 14 years (27 percent), less than 5 years (13 percent), 15 to 19 years (12 percent), 20 to 24 years (8 percent) and 25 years or more (7 percent).

Nearly a third (31 percent) of our respondents say they are between the ages of 45 and 54, followed by 55-64 (30 percent) 35-44 (21 percent), 65 or over (8 percent), 25-34 (9 percent) and under 25 (1 percent).

CONCLUSION

Overall, it appears that most massage therapists have viewed videos on the web. In fact, more than half (55 percent) of respondents say that they prefer or often use video content as a way to obtain web information.

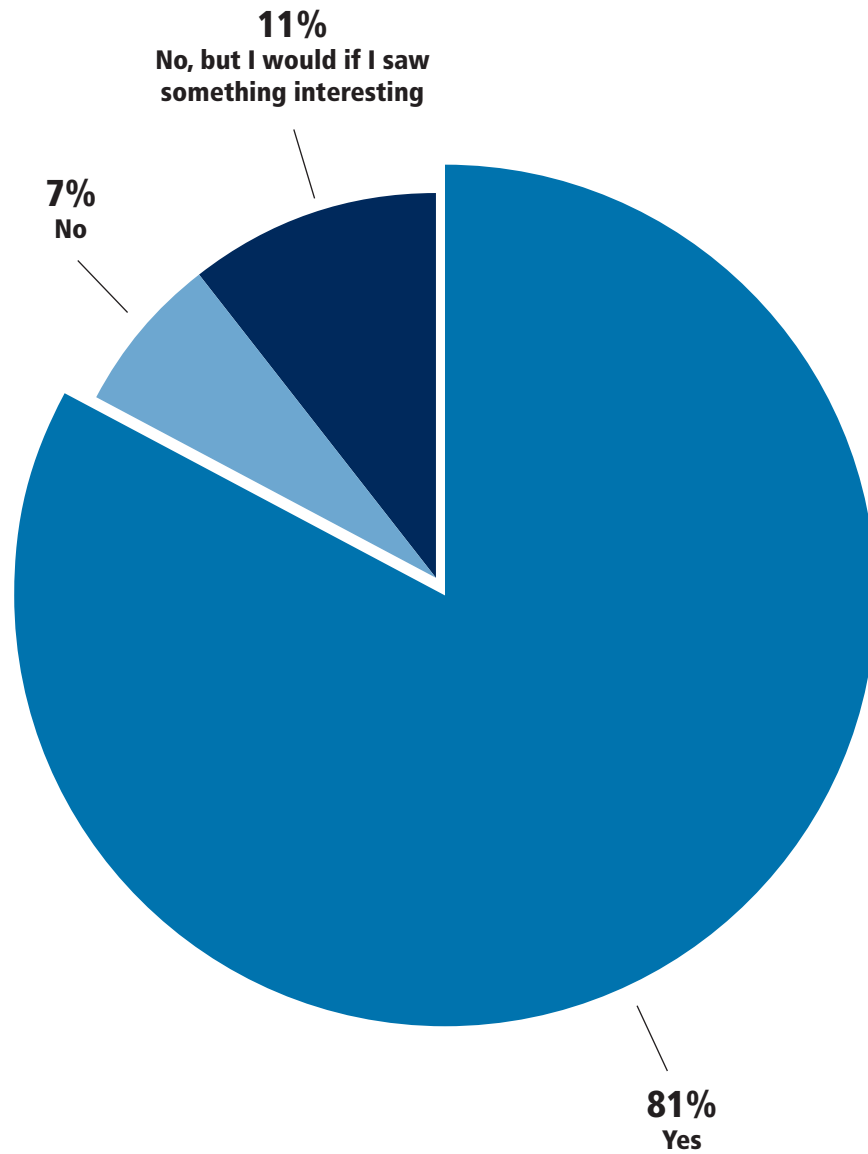
Most massage therapists (83 percent) indicate that they have a high interest in instructional videos that show hands-on techniques and another 86 percent will spend 10 or more minutes watching this type of video if it is a technique they are very interested in. More than 80 percent are willing to spend at least three minutes watching videos on demonstration of products they are very interested in (88 percent), products they are curious about (80 percent) and interviews with leaders of the chiropractic profession (87 percent).

Massage therapists who responded to this survey appear to care about the quality of a video. Only 7 percent of respondents say they don't care much about web video production quality. The remaining respondents only watch if the video quality is high or okay.

The information in this survey should be used to better understand how massage therapists watch web videos, what types of videos they prefer to watch, how much time they spend watching certain types of videos and what type of electronic device (besides a desktop computer) they use to view web videos



1. Have you ever viewed videos on the web?



2. How would you rate your use of the following web information formats?

	Preferred	Often	Sometimes	Seldom	Never
Video content	27%	28%	28%	13%	5%
Written content	19%	40%	26%	9%	5%
Webinars	13%	14%	25%	27%	21%
Audio content	9%	23%	37%	21%	10%
eNewsletters	8%	28%	35%	23%	5%



**3. What level of interest do you have for these types of videos?
(Rate from 5 to 1 with 5 being the highest rated.)**

	High interest				Low interest
Instructional videos that show hands-on techniques	67%	16%	9%	5%	3%
Demonstration videos that best describe how to use products and brands you use in practice	21%	25%	24%	16%	14%
Instructional videos on practice management and finance	19%	21%	27%	19%	15%
Interviews with leaders of the profession	17%	28%	30%	16%	8%
News reports	13%	23%	35%	19%	10%

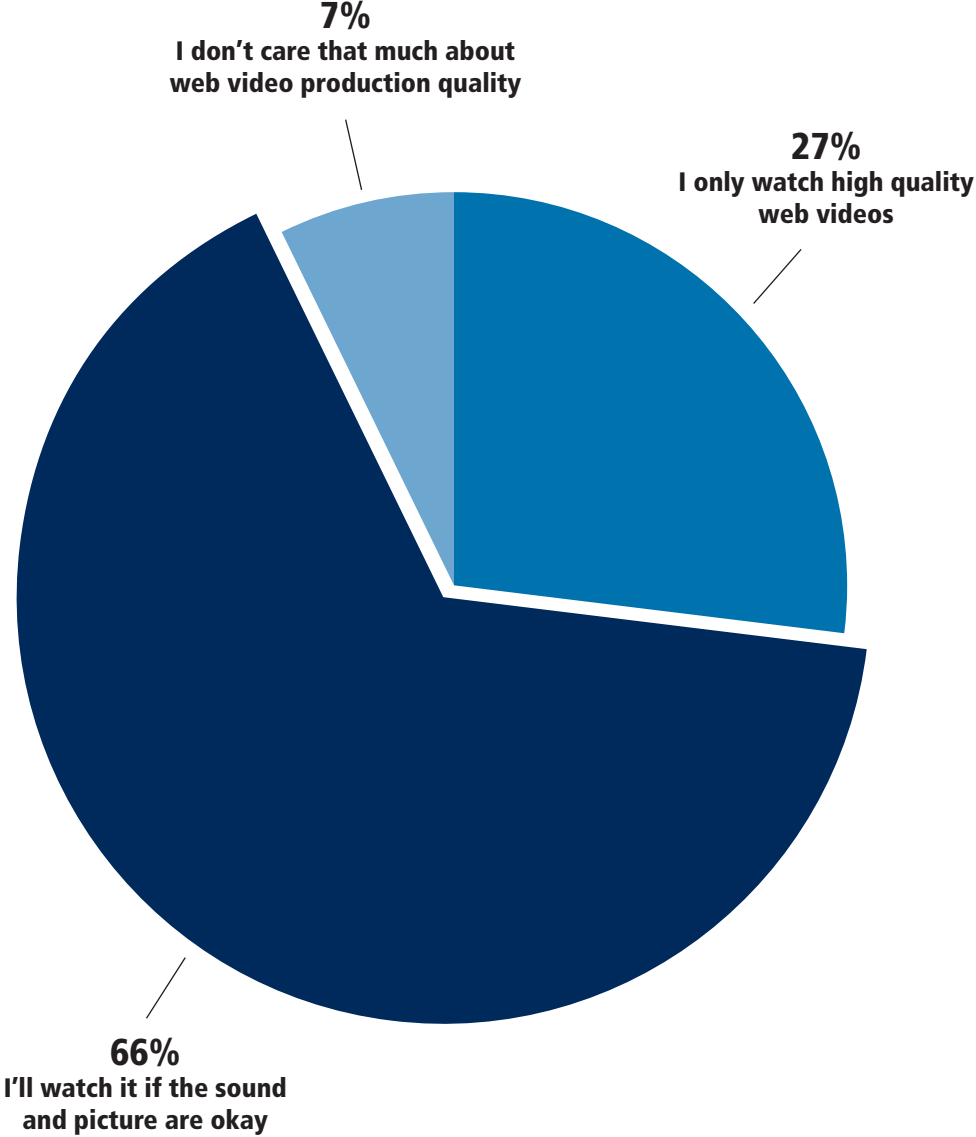


**4. What is the maximum amount of time that you are typically willing to spend on videos of the following types?
(Select number of minutes: 1,3, 5, 10, more than 10)**

	1 minute	3 minutes	5 minutes	10 minutes	More than 10 minutes
Instructional, hands-on techniques I'm very interested in	2%	4%	8%	20%	66%
Instructional, about techniques I'm curious about	3%	5%	21%	29%	42%
Interviews with leaders of the profession	13%	19%	31%	20%	16%
Demonstrations of products I'm very interested in	12%	20%	33%	22%	13%
Demonstrations of products I'm curious about	20%	28%	30%	14%	8%
News reports	24%	27%	29%	12%	8%



5. Assuming the topic is interesting, which of the following best matches your opinion on the importance of production quality for web videos?

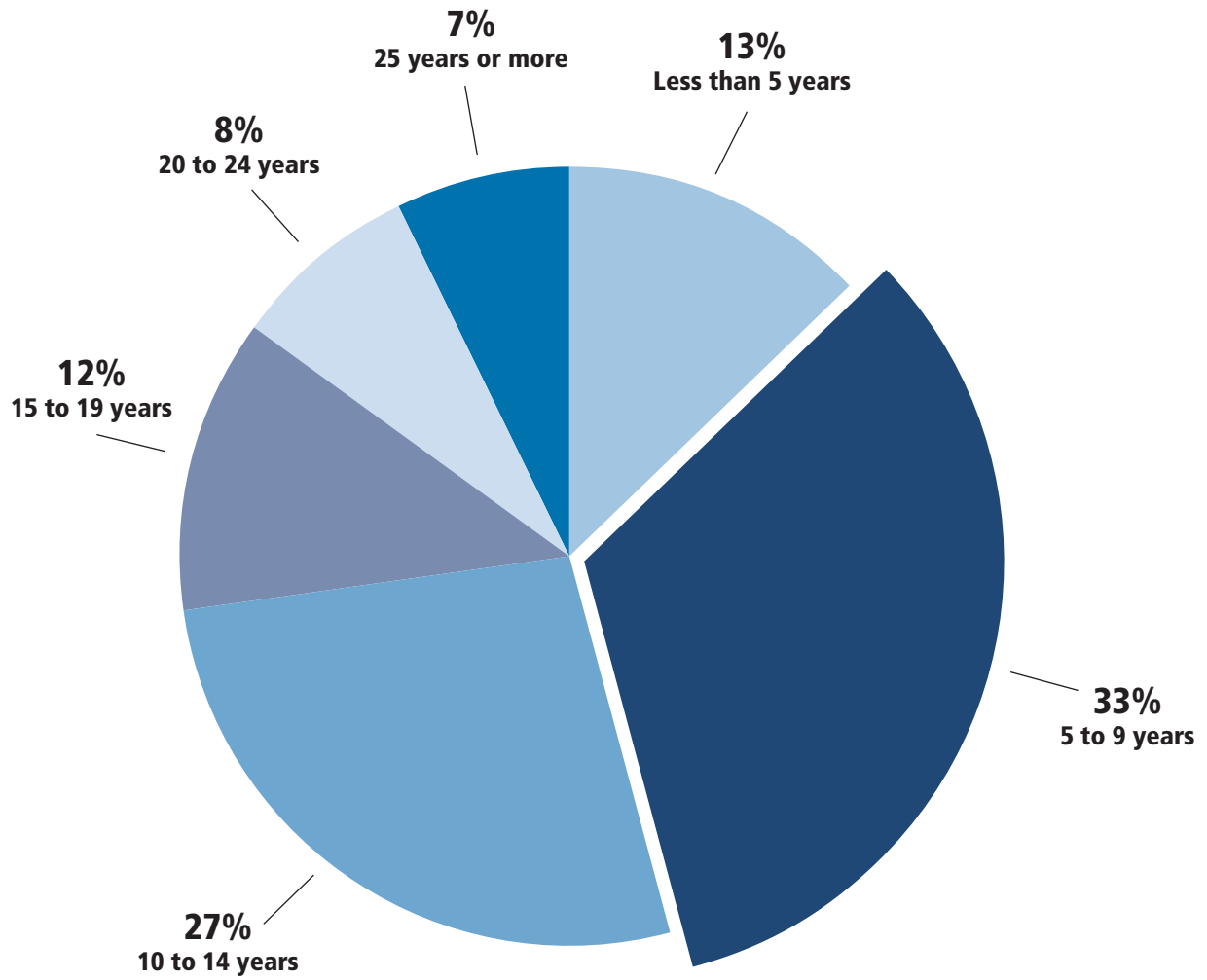


6. Besides your desktop computer, how much do you use each of these when accessing the web (to watch video)?

	Frequently	Sometimes	Rarely	Never	N/A
Laptop computer	58%	15%	7%	6%	14%
Smart phone	16%	11%	14%	23%	36%
Tablet computer	15%	10%	4%	19%	51%



7. How long have you been in practice?



8. What is your age?

