

2017 FACT SHEET

Preparing you for success

In today's economic climate, it's critical to respond to consumer behavior. Look to AMTA's *Massage Therapy Consumer Survey Fact Sheet* and *2017 Massage Profession Research Report* to get a head start on the competition!

What are consumers looking for?



Develop concrete marketing messages that stress pain relief and the health related benefits of massage.

Massage for medical reasons

More consumers are using massage for medical and health reasons.

- **50%** of massage consumers got their last massage for medical or healthcare reasons, down from 52% in 2015, but up from 43% in 2013.
- **46%** of men and **53%** of women received their last massage for health reasons.
- **53%** of massage consumers 65 or older got their last massage for a medical or health reason in 2015.



How should you market massage services differently to consumers who view it as an indulgence compared to that of a health care regimen?

Pain Management

Americans are looking to massage for pain relief. Within the last 12 months,

- **23%** of massage consumers received their last massage for pain relief, up from 19% in 2015 but still down from 29% in 2014.
- **11%** received their last massage to relieve muscle soreness or stiffness, compared to 15% in 2015.
- **22%** of women and **25%** of men received their last massage for pain relief.
- **12%** of massage consumers got their last massage for injury recovery/rehabilitation, up from 11% up from 2015.

Primary reasons for receiving last massage

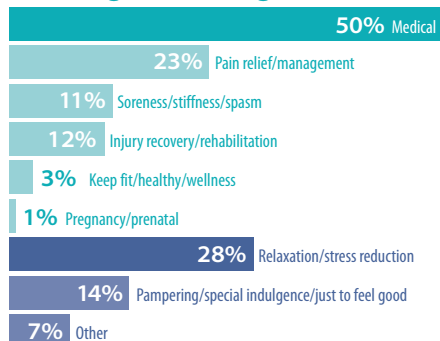


Figure 5, pg 14

Understand why different demographic groups receive massage so you can better tailor your message to those audiences.

Americans' beliefs about medical applications of massage

	2013	2014	2015	2016
Massage can be effective in reducing pain.	88%	92%	91%	89%
Massage can be beneficial to health and wellness.	88%	91%	90%	88%

Figure 6, pg 16

Stress Reduction, Relaxation & Pampering

- **28%** of American massage recipients received their last massage to relieve their stress.
- **35%** of massage consumers who are college graduates got their last massage for stress reduction.
- **27%** of male massage consumers got their last massage for relaxation or stress reduction in 2016, up from 18% in 2015.
- **14%** of massage consumers received their last massage for pampering, just to feel good or special indulgence in 2016, up from 10% in 2015.

* For purposes of this report, relaxation and stress relief were not included under medical or health reasons for massage.

What changes are taking place in the profession?



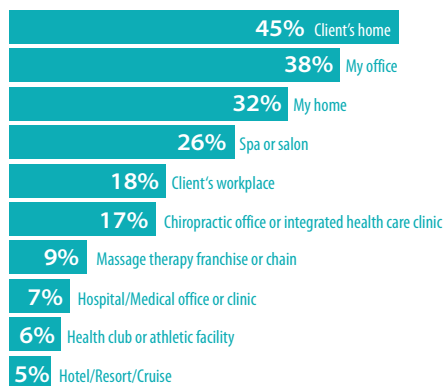
Learning to target consumer markets that are most likely to receive massage gives you a career advantage — preparing you for long-term success!

Who gets massage?

Of those consumers that received a massage in 2015...

- **60%** were women.
- **60%** earned more than \$50,000 per year.
- **37%** have a child under 18 living in their household.
- **59%** are over 44 years of age.
- **51%** were college graduates.
- **33%** of massage consumers were between 18 and 34 years old.
- **26%** of massage consumers were between 35 and 44 years old, the highest of any group.
- **31%** of massage consumers were baby boomers, between 45 and 64 years old.
- **9%** of massage consumers were 65 years or older.

In what type of massage setting do you work?



*The average therapist works in at least two locations
Figure 21, pg 36*

Consumer Use of Massage

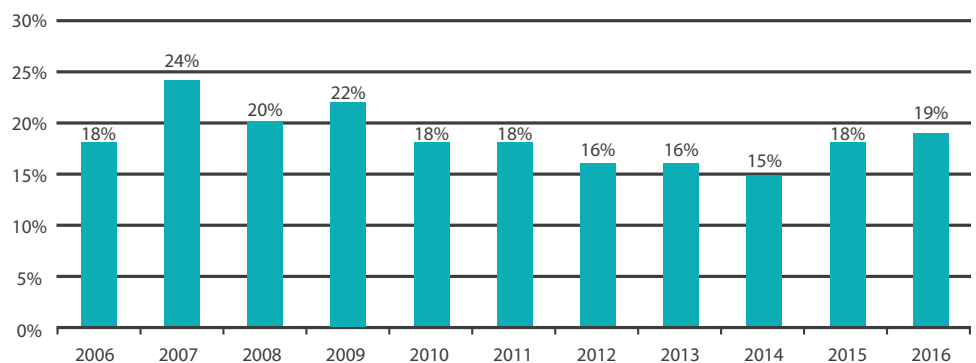


Figure 2, pg 9



Anticipate changes in consumer expectations and consider ways to address them.

Massage use today.

- **19%** of adult Americans had at least one massage in the last twelve months.
- Women received an average of **4** massages in 2016.
- Of massage consumers, men received an average of **3.5** massages in 2016.
- Consumers went to an average of over **2.5** different locations for massage in a given year.

Check out AMTA's Career Success series

Learn about various workplace options at amtamassage.org/careerguides.

Empower yourself!

The belief in the efficacy of massage continues to grow. Develop ways to promote the value of massage, whether through a client newsletter, social media, or through **National Massage Therapy Awareness Week**.

AMTA's *2017 Massage Profession Research Report* is based on four 2016 AMTA benchmark surveys that track the state of the profession. To obtain the full report, log in at amtamassage.org. AMTA members receive the report as a benefit of their membership.