

2014 fact sheet: priming you for success

In today's economic climate, it's critical to respond to consumer behavior. Look to AMTA's *2013 Massage Therapy Consumer Survey Fact Sheet* and *2014 Massage Profession Research Report*, and get a head start on the competition!

what are consumers looking for?

Primary reasons for receiving last massage	
Medical	43%
Pain relief/Pain management	19%
Soreness/Stiffness/Spasms	15%
Injury recovery/Rehabilitation	5%
Keep fit/Healthy/Wellness	4%
Relaxation/Stress Reduction	32%
Pampering/Just to feel good/Special indulgence	16%

Massage for medical reasons

More consumers are using massage for medical and health reasons.

- **43%** of massage consumers got a massage for medical reasons in 2013, on par with the percentage from 2012.
- **55%** of men and **36%** of women who received massage, did so for a medical reason.
- In 2013 roughly **35 million** American adults discussed massage therapy with their doctors or healthcare providers (**16%** of all American adults).

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

Pain-relief techniques

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

- **19%** of massage consumers did so to reduce or manage pain.
- **14%** got a massage to relieve muscle soreness or stiffness.
- **88%** of Americans agree that massage can be effective in reducing pain.

Consider learning pain-relief techniques. Older massage clients are most likely to respond to a marketing message that references pain relief or treatment for a health condition.

Check out AMTA's Career Success Series to learn about various workplace options at amtamassage.org/careerguides.

Stress reduction

Though the economy is in recovery, personal stress remains a significant issue.

- **32%** of American massage recipients received massage to relieve their stress.
- **40%** of massage consumers who are college graduates got a massage for relaxation/stress reduction.
- **37%** of female massage consumers got a massage for relaxation/stress in 2013, up from **35%** in 2012.

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

Keep yourself informed!

Be sure to review AMTA's industry data to keep yourself up to date on trends in your profession. amtamassage.org/research



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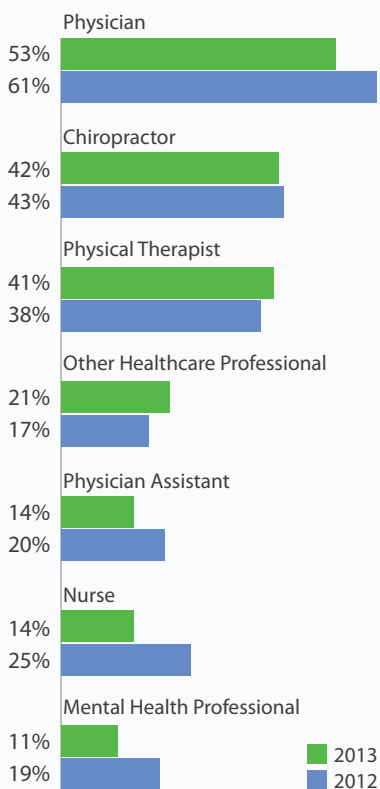
what changes are taking place?

Massage and Health Care

Despite the decline in physician referrals (53% in 2013 compared to 61% in 2012), overall consumer referrals to massage therapy increased from 2012 to 2013. Referrals from Physical Therapists increased to 41% in 2013.

Explore ways to encourage consumers to discuss massage with their health care providers. See chart below.

Healthcare professionals who recommend massage.



Who gets massage?

Of those consumers that received massage in 2013...

- 83% lived in metropolitan areas.
- 67% were women.
- 57% earned more than \$50,000 per year.
- 56% did not have a child under 18 living in their household.
- 45% are over 44 years of age.
- 40% were college graduates.

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

Massage use in 2013.

- 16% of adult Americans had at least one massage in the last twelve months.
- Medical reasons (43%) and relaxation/stress reduction (32%) are top motivators for massage.

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



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 *2014 Massage Profession Research Report* is based on three 2013 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.