

2005 Massage Therapy *Consumer Survey Fact Sheet*

Following are findings of a telephone survey conducted by Opinion Research Corporation International, Princeton, NJ, and commissioned by the American Massage Therapy Association® (AMTA®). The survey was conducted August 11-14, 2005 among a national probability sample of 1,014 adults (506 men and 508 women) ages 18 and older, living in private households in the continental United States. The survey has a confidence level of plus or minus 3 percent.

This is the ninth annual survey of American consumers commissioned by AMTA.



Popularity and Use of Massage

Two million more people received a massage this year than last year. Confidence in massage therapy is also high, as nearly three quarters of those surveyed indicate they would recommend massage to someone they know.

- Approximately 47 million Americans – more than one in five adults surveyed (22 percent) – received a massage within the past 12 months, representing an increase of 2 million people from last year.
- 34 percent of respondents received a massage within the past five years – an increase of 4 million people from 2003.
- 90 percent of those polled believe massage can be beneficial to your health. 94 percent of 18-24 year olds believe that statement.
- Use of massage among those 65 and older has tripled since 1997 (15 percent in 2005 versus 4 percent in 1997.)
- 73 percent of those polled would recommend massage therapy to someone they know. This represents an 8-point increase over a year ago, demonstrating consumer confidence in massage as a part of a healthy lifestyle.
- 84 percent of African-Americans (9 points over last year) and 84 percent of Hispanics (6 points over last year) would recommend massage therapy.

Massage On The Rise For Pain Relief

For the first time in the 9 years AMTA has conducted a consumer survey, therapeutic massage ties medication as the preferred form of pain relief for respondents.

- 28 percent of respondents ranked medication and massage as the form of treatment that brought them the greatest

relief from pain. This is followed by chiropractic therapy (11 percent), physical therapy (8 percent), and acupuncture (3 percent.)

- Nearly 46 percent of all respondents have had a massage at some time to relieve pain and more than half of 18-34 year olds have had a massage to relieve pain.
- 93 percent of respondents agree massage therapy can be effective in reducing pain.
- Therapy for an injury would motivate more people to have regular massage (15 percent) than any reason other than a discount or free massage (24 percent.) Among those 65 years and older, therapy for an injury also is a greater motivator for regular massage (16 percent) than discount or free massage (9 percent.)

Massage Gaining Popularity Among Males

More men are receiving massage therapy than in previous years.

- The total number of men receiving a massage within the past year increased 3 percentage points over a year ago while the number of men receiving a massage within the past five years increased 5 points. This suggests a clear trend that more men are catching on to the benefits of massage therapy as part of a healthy lifestyle.
- 17 percent of men surveyed had a massage in the past 12 months, up from 14 percent last year.
- 28 percent received a massage in the past five years, up from 23 percent last year. In comparison, the rate for women who received massages in the past five years remained consistently high at 40 percent for the past two annual surveys.

American Massage Therapy Association®

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Where Americans Are Getting Their Massages

51 percent of adult Americans prefer to receive a massage in a professional setting, with 30 percent indicating they prefer to receive a massage at home.

- Asked to list their top three choices for where they would prefer to receive a professional massage, 30 percent of respondents prefer to receive professional massage at home, 27 percent of respondents prefer a spa [while 44 percent of African-American respondents and 29 percent of Hispanics prefer a spa] and 24 percent prefer the massage therapist's location.
- When asked where they received their last massage, 20 percent of respondents said a spa, 18 percent indicated a massage therapist's location, while 13 percent at home or in the home of someone they know.

About AMTA

The American Massage Therapy Association (AMTA) is a professional association of more than 54,000 members. AMTA professional members have demonstrated a level of skill and knowledge through education and/or testing and must meet continuing education requirements to retain membership.

The American Massage Therapy Association provides information about massage therapy to the public. The association also helps consumers and healthcare professionals locate qualified massage therapists nationwide, through its Find a Massage Therapist® national locator service. The free national locator service is available via AMTA's Web site at www.amtamassage.org and toll-free at 888-843-2682 [888-THE-AMTA].

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