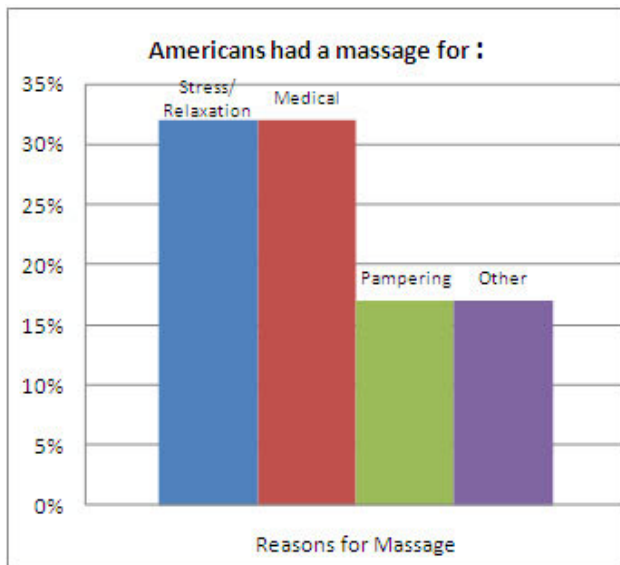


2009 Massage Therapy Consumer Survey Fact Sheet

Massage Used More Than Ever for Medical/Health Reasons

Thirty-two percent of Americans get massages for medical and health reasons, according to the 13th annual consumer survey sponsored by the American Massage Therapy Association® (AMTA®), compared to 31 percent last year.

- Twenty-five percent of Americans ages 35-44 have talked to their doctor or healthcare provider about massage therapy this year, compared to 14 percent in 2008.
- Seeking a massage for medical or health reasons is now tied with relaxation and stress reduction as the top reasons why Americans get massages.
- Of those who discussed massage therapy with their doctors, 52 percent say their doctor strongly recommended/encouraged them to get a massage.
- Eighty-six percent of Americans agree that massage can be effective in reducing pain.
- Eighty-five percent of people agree that massage can be beneficial to your health and wellness.



Massage therapy for stress reduction

- This year, 32 percent of Americans said they got a massage for stress and/or relaxation in the last five years; compared to 36 percent last year.
- Fifty-seven percent of Americans say they are more stressed this year than they were a year ago.

Massage therapy and Income

- Forty-seven percent of those making \$35,000 to \$50,000 a year say they have considered massage to manage stress.
- Thirty-four percent of those making less than \$35,000 a year got massage for medical/health reasons. This group is the second largest income bracket of those who had a massage for medical/health reasons.
- Forty-nine percent of those making \$75,000 to \$100,000 choose massage for medical or health reasons.

Older Americans are most likely to seek massage for its medical and health benefits rather than for relaxation or stress reduction

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- Among those who have had a massage in the last five years, 41 percent of those over 65 years of age and 41 percent of those between the ages of 55 and 64 received their last massage for medical or health reasons.
- In contrast, only 13 percent of those over 65 and 28 percent of those ages 55 to 64 had massage for relaxation/stress reduction.

Massage considerations and recommendations

- Fifty-seven percent of 35-44 year olds who had a massage in the previous 12 months have considered massage to manage stress.
- Sixty-two percent of Americans have or would recommend massage therapy to a relative or someone else they know.