

Massage Therapy

fast Facts



The Business of Massage

- ABMP estimates 241,058 trained therapists provide massage and bodywork in the United States.ⁱ
- Consumers receive approximately 120 million to 135 million massage sessions annually, making massage therapy a \$7 billion to \$10 billion industry.ⁱⁱ
- Twelve percent of U.S. adults visited a massage therapist in 2004, and 40 percent have received a professional massage sometime in their life.ⁱⁱⁱ
- Consumers have an overwhelmingly positive response to a massage once they try it — 96 percent report favorable feelings about their experience.^{iv}
- The median price for a one-hour massage is \$60 (ABMP 2005 Member Survey).
- Massage therapy use is on a par with consumer use of chiropractic and physical therapy services. Most chiropractic and physical therapy treatments are reimbursed by health insurance, while more than 90 percent of massage therapy sessions are paid out of the client's pocket.^v
- Consumers in the West are most likely to have received a massage in 2004 — 18 percent in a recent survey, compared with 13 percent in the Midwest, 11 percent in the Northeast, and 8 percent in the South. Massage use has grown most in metropolitan areas.^{vi}
- The number of state-approved schools has increased 122.8 percent between 1998 and 2006. Larger schools dominate the field — one-fourth of schools account for more than 70 percent of graduates. Half the schools account for 90.5 percent of all graduates (ABMP 2004 survey of state-approved massage schools).
- The 18th annual list of the 100 Best Companies for Working Mothers, published by *Working Mother* magazine in September 2003, notes that 77 of the top 100 companies offered work-site massage.
- There are as many as 250 known types of massage and bodywork, with new massage modalities emerging every year.^{vii}
- In the 37 states with licensing, uniform rules apply throughout each particular state, though the detailed requirements vary. Requirements in the current 14 non-licensed states vary considerably.^{viii}

Consumer Perspectives

- Spas employ an estimated 280,700 people (International Spa Association [ISPA] 2004 Spa Industry Study).

Choosing a Massage Therapist

Call ABMP at 800-458-2267 for a referral or visit www.massagetherapy.com for:

- A 250-item glossary and searchable 600-story archive to learn about the types of massage that best suit your needs.
- MessageFinder, to identify practitioners by massage type and location. As a condition of membership, ABMP practitioners agree to follow the ABMP code of ethics; their training and credentials are verified by ABMP.
- Complete information on what to expect during a massage session.
- A state-by-state listing of regulation and training requirements for massage therapy.

Associated Bodywork
& Massage Professionals

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www.massagetherapy.com



- Massage therapy is the most requested service in spas (Day Spa Business Report 2002).
- Nearly 15 percent of U.S. adults reported visiting a spa between June 2002 and June 2003 (ISPA 2004 Spa Industry Study).
- Revenues for the U.S. spa industry in 2002 were \$11.2 billion, up from \$5 billion in 1999, a 124 percent growth rate (ISPA 2004 Spa Industry Study).
- Women make up the majority of spa consumers (71 percent), according to the ISPA 2004 Spa Industry Study.

Benefits of Massage

- The *Annals of Internal Medicine* reported in 2003 that massage therapy was **effective for treating persistent back pain**, as did a 2000 report by the *Canadian Medical Association Journal*.
- Research has shown massage reduces **carpal tunnel syndrome** symptoms. *The Journal of Bodywork and Movement Therapies*, 2004.
- Premature infant massage in the NICU was reported in *Neonatal Network* to be effective in **increasing weight gain**, improving **developmental scores**, **shortening hospital stays** and improving parent-baby bonding (2003).
- Touch Therapy Institute at the University of Miami reports its massage therapy studies indicate effectiveness in:
 - * **Reducing mothers' risk** for premature delivery and post-partum depression; improved sleep for babies.
 - * **Reduced pain** from migraines and arthritis.
 - * **Reduced aggression** in adolescents and **less hyperactivity** in adolescents with ADHD.
 - * **Greater alertness** in autistic children.
 - * **Better lung function** in asthmatic children.
 - * **Decreased glucose levels** in diabetic children.
 - * **Less stress and improved performance** for employees receiving work-site massage.
- Massage therapy has been shown to strengthen the **immune system**, according to research published in the *Journal of Neuroscience*, 1996, and *Psychosomatic Medicine*, 2000.
- In 2005, *Cancer Control* reported massage therapy effectively **reduced stress and anxiety in cancer patients**, with a promising outlook for pain control and management of other symptoms.
- **Oncology** patients show less pain, fatigue, nausea, anxiety and depression following massage therapy, according to a study by Sloan-Kettering Cancer Center, 2004, and a report in the *Journal of Nursing Scholarship*, 2002.
- Women with lymph node dissection receiving arm massage had **less pain** and surgery-related discomfort, according to a 2004 *Cancer Nursing* article.

About ABMP

Associated Bodywork & Massage Professionals is a national professional membership association serving the massage therapy and esthetic professions.

Founded in 1987 and headquartered in Evergreen, Colo., ABMP is employee-owned and is the largest massage membership association in the United States with 57,000 members.

Consumers can locate qualified practitioners nationwide at www.massagetherapy.com.

Notes

ⁱ January 2006 analysis was based on state licensing lists, totals from primary membership organizations [ABMP and AMTA], National Certification Board for Therapeutic Massage and Bodywork certificants and state populations. General receptivity toward massage in particular regions was also factored in.

ⁱⁱ A calculation using the 2005 average ABMP member-client contact hours per week (15.4), at an average rate of \$60 per hour, yields an annual 182 million sessions and \$9.3 billion. Some therapists have either overreported income or provided free or discounted services, so the figure has been revised downward. The 120 million to 135 million annual massage sessions represent \$6.5 billion to \$8.8 billion, with remaining dollars collected accruing to spa owners, landlords, medical professionals providing space and referrals. Also factored in are training, equipment, services and marketing to reach \$7 billion to 10 billion.

ⁱⁱⁱ National consumer telephone survey by independent, national public opinion research firm Harstad Strategic Research, Inc., Boulder, Colo. Representative sample of 1,027 adults aged 21 and older, conducted Jan. 3–11, 2005.

^{iv} *ibid.*

^v *ibid.*

^{vi} *ibid.*

^{vii} Massage, bodywork and somatic therapies are often complex mixtures of holistic healing practices involving physical, emotional and spiritual components. The definitions in the *Massagetherapy.com* glossary (www.massagetherapy.com/glossary) have been compiled from a wide variety of sources over nearly two decades. Some were supplied by developers of techniques, others by associations and educational institutions. Still others are a blend of data gleaned from several sources.

^{viii} Compiled from state websites, including the District of Columbia. For more information, visit www.massagetherapy.com/media and click on "Public Policy and Licensing."

May 2006