

[IMAGE]

# National Survey of Massage Therapy Publications

May 2006

## Summary of Results

Over one-fourth of all respondents (27.8%) are regular readers of *Massage Today* who read at least 3 out of the last 4 issues. Smaller numbers are regular readers of *Massage & Bodywork*, *Massage Therapy Journal* and *Massage Magazine*.

### Percentage of All Respondents Who Are Regular Readers of Each Publication (Read 3 or more of the last 4 issues)

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## About Their Internet Usage

Over four-fifths of respondents (85.3%) have an e-mail address. Most of those responding (86.0%) have made an online purchase and 71.8% have made an online purchase for their practice.

## Demographic Characteristics

Nearly all respondents (98.5%) are currently practicing massage therapists. On average, they have been in practice for 11.6 years.

### Number of Years as a Practicing Massage Therapist

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The average age of all respondents is 46.4 years.

More than two-fifths of those responding (44.4%) sell products to their clients.

Over three-fourths (77.0%) currently recommend/discuss or sell one or more of the products studied to their clients.

### Products Recommended/Discussed/Sold to Clients

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[IMAGE]

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