

Fast Facts

- The public receives approximately 230 million massages a year. This makes the massage industry an 11 to 15 billion dollar industry.
- 24% of U.S. adults had visited a massage therapist in 2007. 85% of those people reported a very favorable experience.
- The average price for a 1-hour massage is \$70. The average price of a 1-hour massage at LaVida Massage is \$50.00.
- People living in the Midwest are the most likely to have had a massage. Between 19% and 20% of adults had one in 2006 compared with 14% in the Northeast and 12% in the South.
- Massage therapy is the most requested service in spas.
- 21% of American adults had discussed massage therapy with their healthcare provider in 2005. This number is up from 14% in 2002.
- 70% of massage therapists say they receive referrals from healthcare professionals.
- According to the U.S. Department of Labor employment for massage therapists is expected to increase 20 percent from 2006 to 2016, faster than average for all occupations.
- Persons age 55 and older, or "Baby Boomers," are projected to be the most rapidly growing segment of the U.S. population over the next decade. These citizens are the most frequent patrons in the massage industry.
- Massage is second only to medication as the principle form of pain relief respondents said gave the greatest relief from pain. Medication accounts for about 30% while massage accounts for about 21%.
- Americans make more visits to see alternative therapists than to see primary-care physicians, spending well over \$21.2 billion annually.
- 17% of men surveyed have had a massage within the past year, up from 14% last year.

Fast Facts

- 26% of people who had a massage within the past 5 years did so because of stress relief or relaxation needs.
- 18% of large corporations of 500 or more people offer massage therapy to their employees
- The percentage of Americans using Massage Therapists has doubled since 1997. 39% of those polled stated the main reason they had never had a massage was due to the cost.
- Massage is one of the oldest forms of healing. It is both non-invasive and drug free.
- Men 65 and older are more likely to get massages for medical or healthcare reasons. They placed medications first at 24% and massage second at 19%.
- 32% of Hispanic respondents chose massage therapy as their preferred choice of pain relief, and 57% of Hispanics have had a massage to relieve pain.
- The number of people who had their massage paid by an insurance company or a co-pay doubled from 5% in 2005 to 10% in 2006.

