

Readership Survey of the Massage Therapy Market

Conducted by
Lewis & Clark

September 2010

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This report was prepared by Lewis Copulsky and Benjamin Copulsky. All material © 2010 by The Doyle Group.

Introduction

- Purpose

This survey was conducted by Lewis&Clark, an independent research organization. Its purpose was to learn about readership of publications among massage professionals. The magazines included:

- *Massage & Bodywork*
- *Massage Magazine*
- *Massage Today*
- *MTJ*

- Methodology

Email invitations to participate in an online survey were sent on July 13, 2010, to a total of 20,000 massage professionals. An opportunity to enter a drawing for an Apple iPad was offered as an incentive to participate. Survey distribution and collection was handled by Lewis&Clark, and the survey sponsor was not identified in any of the materials distributed. Magazines were listed in alphabetical order to prevent bias.

A total of 1,889 usable returns were received by the August 18, 2010 cut-off date. The margin of error for percentages based on 1,889 responses is within $\pm 2.5\%$ at the 95% confidence level.

This survey was conducted in accordance with accepted research standards and practices.

- About Lewis&Clark

Lewis&Clark is an independent research firm founded in 1983. Serving a national clientele consisting chiefly of magazine publishers and associations, Lewis&Clark specializes in providing high quality quantitative and qualitative research, via focus groups, mail, telephone, and online based methodologies.

Clients have included Goodman Media Group, Lebhar-Friedman, Oxford University Press, Reed Business Information, and United Business Media.

Key Survey Findings

Survey respondents value *Massage Magazine* more than the other publications studied in a wide variety of areas.

- **As a group, *Massage Magazine* readers are more responsive than readers of any other publication in the field.** (PAGE 4)
- More survey respondents **receive *Massage Magazine*** than any other publication. (PAGE 5)
- Survey respondents spend more time **reading *Massage Magazine*** than other publications. (PAGE 6)
- Survey respondents read **more of *Massage Magazine*** than any other publication. (PAGE 7)
- Survey respondents **keep *Massage Magazine* issues longer** than any other publication. (PAGE 8)
- Survey respondents **share *Massage Magazine* more often** than any other publication. (PAGE 9)
- Survey respondents **more frequently seek further information, discuss items, pass items along, visit the publication web site, and/or file/use ideas** from the articles and columns they see in *Massage Magazine* than any other publication. (PAGE 10)
- Survey respondents **more frequently purchase products and services, call advertisers, visit advertiser websites, contact dealers, suppliers, or reps, recommend products and services, file and discuss ads, and consider products for retail sales** based on reading advertisements in *Massage Magazine* than any other publication. (PAGE 11)
- Survey respondents **trust *Massage Magazine*** more than other publications, and are more likely to say that *Massage Magazine* has **the most relevance, most editorial integrity, is most useful to them, has the highest quality appearance, and is most likely to identify products they want to buy.** (PAGE 12)
- Survey respondents are more likely have visited *Massage Magazine* s website (**massagemag.com**) than any other publication. (PAGE 15)
- Survey respondents are most likely to turn to *Massage Magazine* ' website (**massagemag.com**) for information about:
 - Techniques and training. (PAGE 16)
 - Self-care. (PAGE 16)
 - Massage research. (PAGE 16)
 - Practice building. (PAGE 16)
 - Products and services. (PAGE 16)
 - Industry news and events. (PAGE 16)
 - Marketing their business. (PAGE 16)
- Survey respondents are more likely to follow *Massage Magazine* through **online social networking** and more likely to follow *Massage Magazine* website's **blog** than any other publication. (PAGE 19)
- Survey respondents are more likely to use *Massage Magazine* to research **continuing education** than any other publication. (PAGE 21)

Significant Survey Finding:

As a group, *Massage Magazine* readers are more responsive than readers of any other publication in the field

- **Actions Taken Based on Reading Articles and Columns**

Compared to readers of other publications, *Massage Magazine* readers are more likely, after reading an article or column . . .

- to have sought further information,
- discussed item with others,
- passed item along to others,
- **visited the publication website,**
- filed item for future reference, and/or
- used/modified an idea.

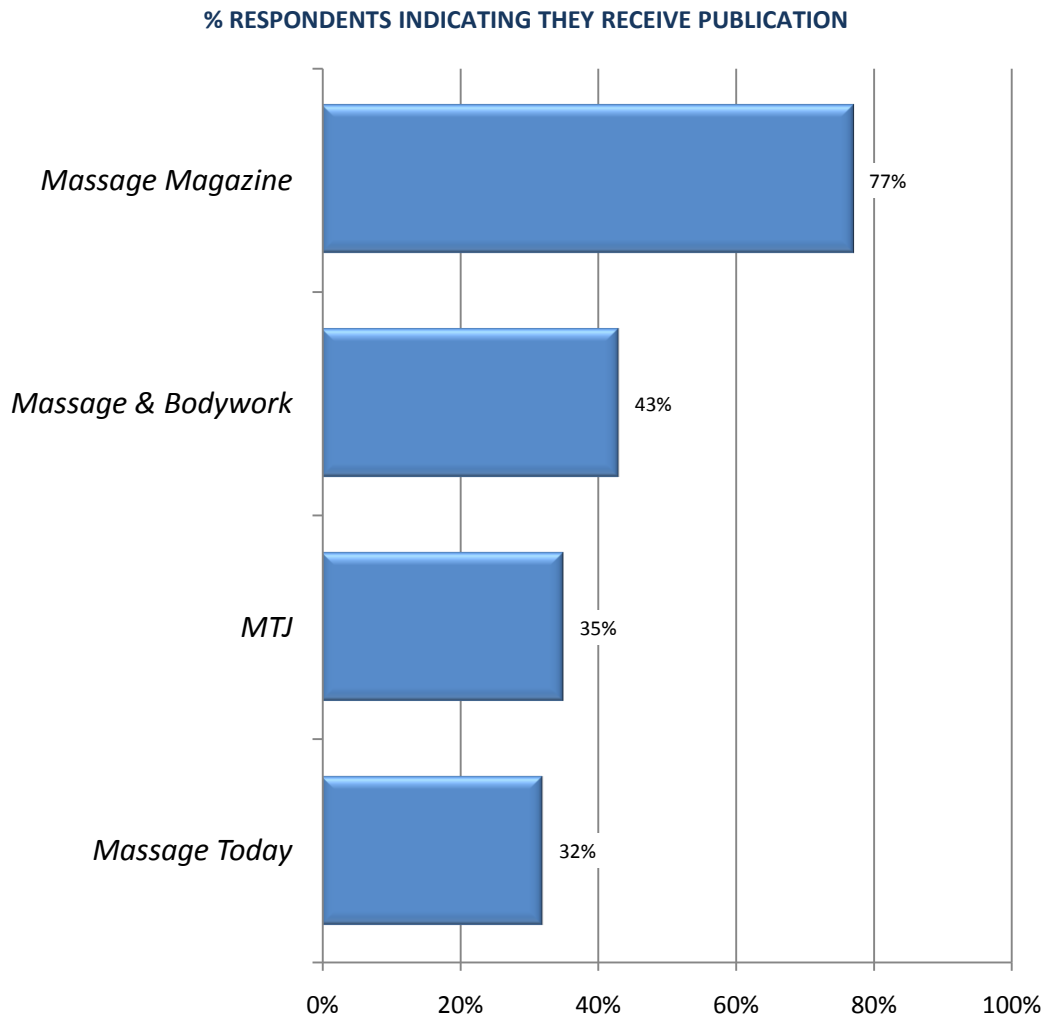
% OF RESPONDENTS TAKING SPECIFIED ACTION

	<i>Massage Magazine</i>	<i>Massage & Bodywork</i>	<i>Massage Today</i>	<i>MTJ</i>
Sought further information	70%	47%	29%	28%
Discussed item with others	72%	44%	33%	29%
Passed item along to others	66%	43%	31%	27%
Visited the publication Web site	70%	43%	27%	24%
Filed item for future reference	73%	46%	32%	34%
Used/modified an idea	71%	46%	29%	32%

Summary of Selected Findings

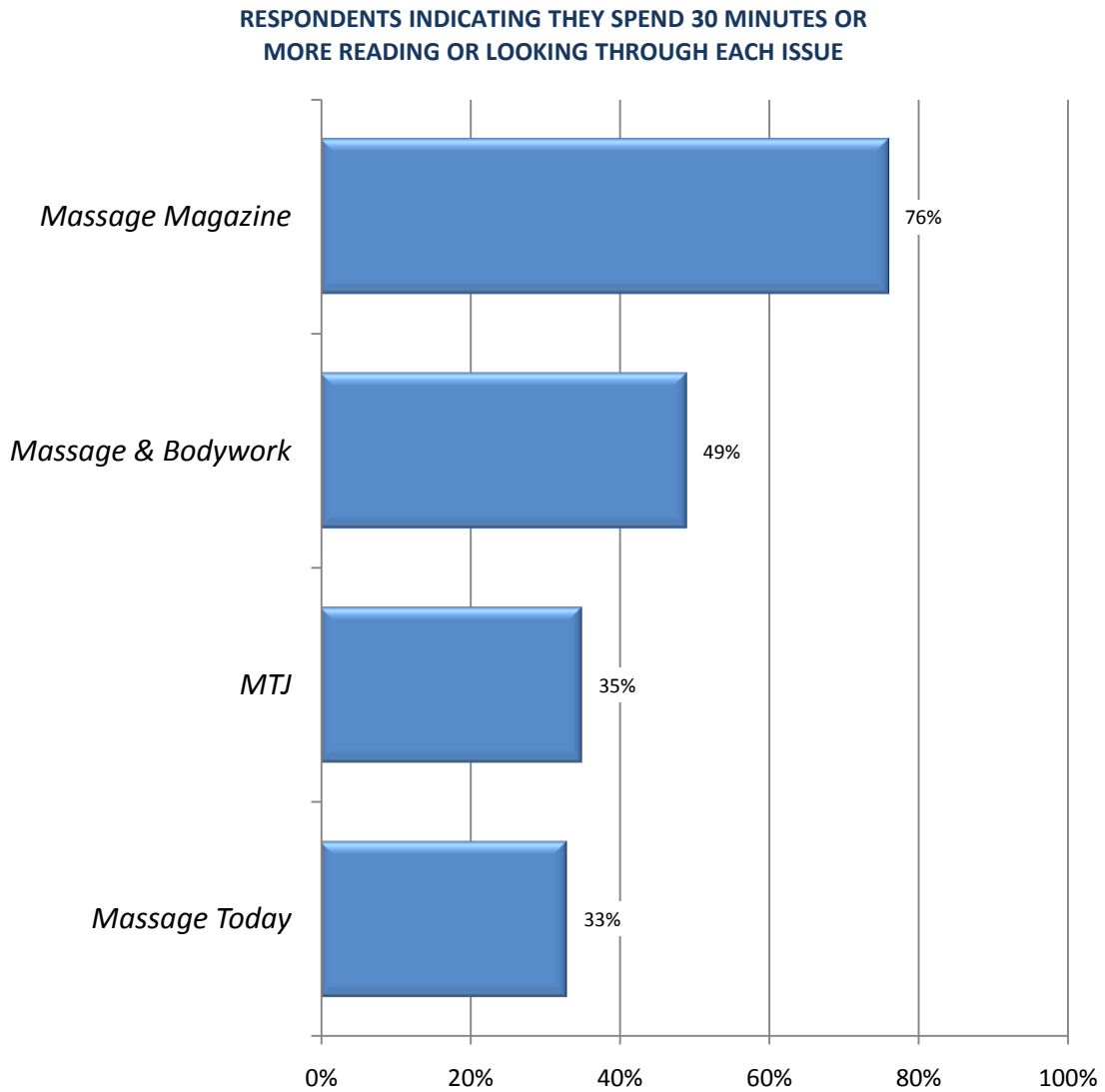
- Publications Received

After *Massage Magazine*, the publication most likely to be received by respondents is *Massage & Bodywork*.



- Reading Issue

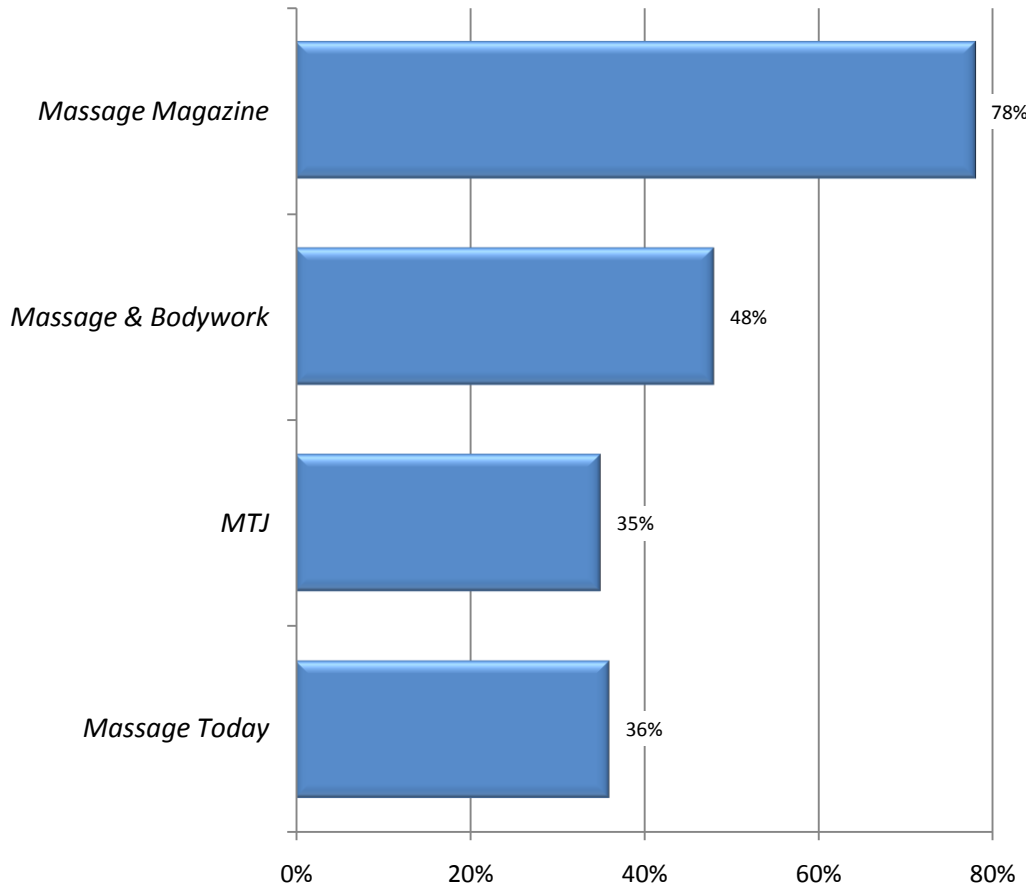
Respondents are more likely to spend **at least thirty minutes** reading their issue of *Massage Magazine* than any other publication studied.



- **Reading Issue** (continued)

Respondents are more likely to read at least one-half of their issue of *Massage Magazine* than any other publication studied.

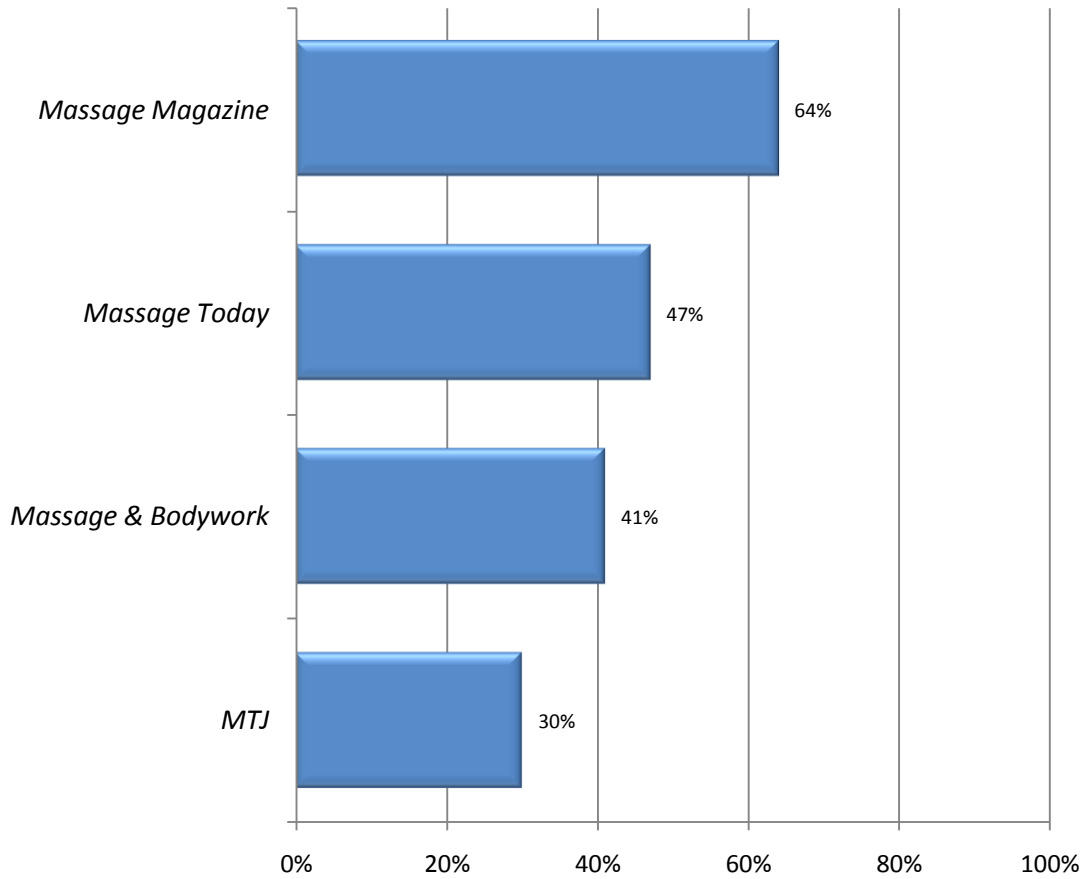
% RESPONDENTS INDICATING THEY READ 50% OR MORE OF PUBLICATION



- Retaining Issue

Respondents are more likely to keep their issue of *Massage Magazine* for **over a month** than any other publication studied.

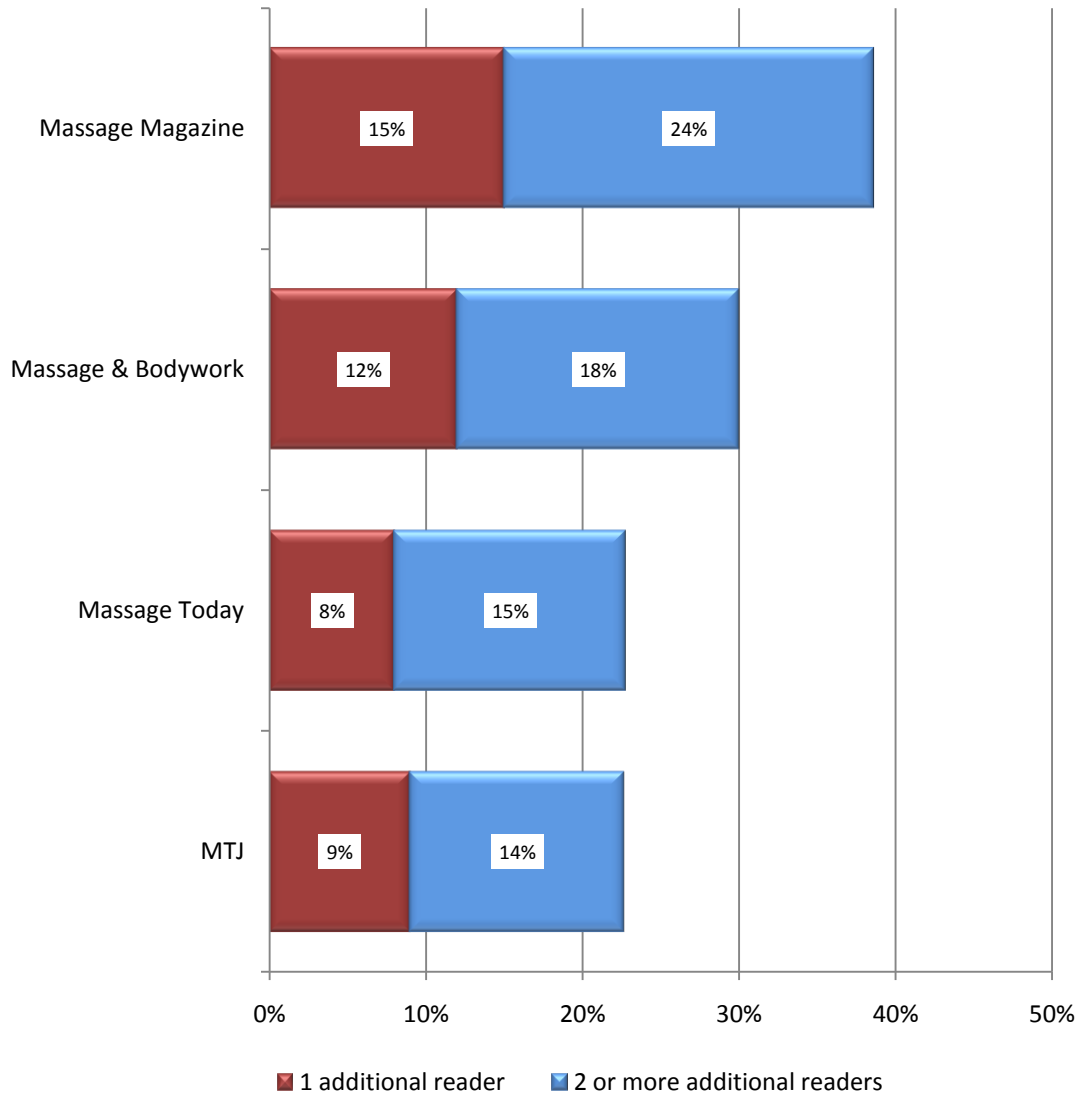
% RESPONDENTS INDICATING THEY KEEP FOR ONE MONTH OR MORE



- **Additional Readers**

Respondents are more likely to share their issue of *Massage Magazine* than any other publication studied.

RESPONDENTS INDICATING THEY SHARE PUBLICATION WITH ONE OR MORE PEOPLE



• Actions Taken Based on Reading Articles and Columns

Compared to readers of other publications, *Massage Magazine* readers are more likely, after reading an article or column . . .

- to have sought further information,
- **discussed item with others,**
- passed item along to others,
- visited the publication website,
- filed item for future reference, and/or
- used/modified an idea.

% OF RESPONDENTS TAKING SPECIFIED ACTION

	<i>Massage Magazine</i>	<i>Massage & Bodywork</i>	<i>Massage Today</i>	<i>MTJ</i>
Sought further information	70%	47%	29%	28%
Discussed item with others	72%	44%	33%	29%
Passed item along to others	66%	43%	31%	27%
Visited the publication Web site	70%	43%	27%	24%
Filed item for future reference	73%	46%	32%	34%
Used/modified an idea	71%	46%	29%	32%

• **Actions Taken Based on Reading Advertisements**

Compared to readers of other publications, *Massage Magazine* readers are more likely, after reading an advertisement . . .

- purchased/ordered a product or service,
- called advertiser,
- visited an advertiser's Web site,
- contacted an advertiser in some other way,
- contacted dealer, supplier or rep,
- recommended product or service,
- filed ad for future reference,
- discussed ad with others, and/or
- considered products for retail sales.

% OF RESPONDENTS TAKING SPECIFIED ACTION

	<i>Massage Magazine</i>	<i>Massage & Bodywork</i>	<i>Massage Today</i>	<i>MTJ</i>
Purchased/ordered a product or service	74%	41%	19%	21%
Called advertiser	70%	37%	29%	25%
Visited an advertiser's Web site	77%	42%	27%	26%
Contacted an advertiser in some other way	62%	32%	32%	29%
Contacted dealer, supplier or rep	70%	41%	27%	25%
Recommended product or service	74%	41%	21%	23%
Filed ad for future reference	75%	45%	29%	29%
Discussed ad with others	76%	38%	27%	26%
Considered products for retail sales	78%	39%	23%	24%

- Comparing Publications – Quality, Influence, Utility

Compared to readers of other publications, *Massage Magazine* readers are more likely to say that *Massage Magazine* . . .

- I trust the most for accurate information,
- Has the most relevance to my profession,
- Has the most editorial integrity,
- **Is the most useful to me in my practice,**
- Has the highest quality appearance, and/or
- Helps identify products I want to buy.

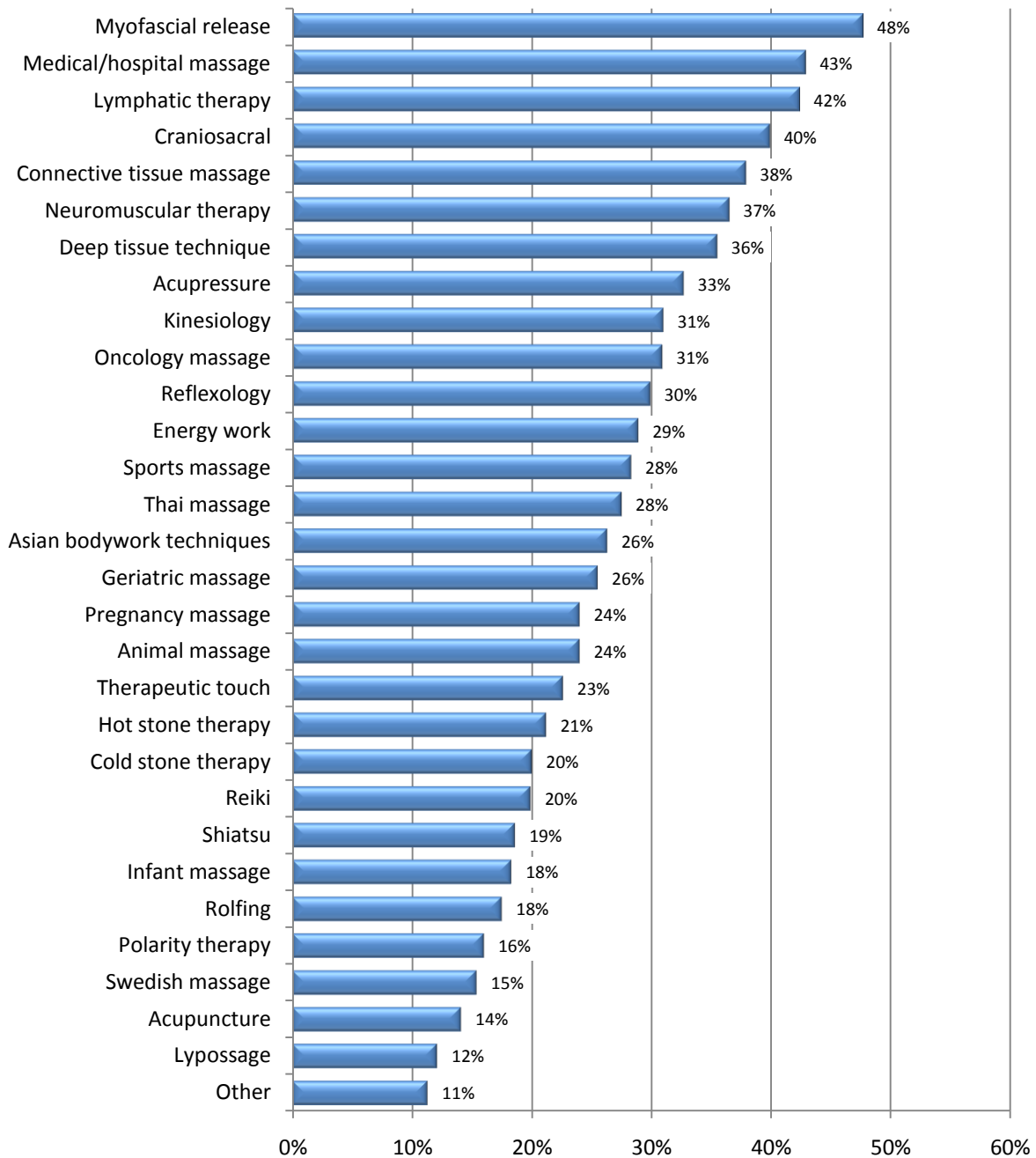
% OF RESPONDENTS CHOOSING PUBLICATION AS BEST IN LISTED CATEGORY

	<i>Massage Magazine</i>	<i>Massage & Bodywork</i>	<i>Massage Today</i>	<i>MTJ</i>
I trust the most for accurate information	33%	32%	11%	25%
Has the most relevance to my profession	37%	31%	13%	19%
Has the most editorial integrity	31%	30%	13%	26%
Is the most useful to me in my practice	39%	31%	13%	17%
Has the highest quality appearance	38%	34%	3%	24%
Helps identify products I want to buy	51%	25%	9%	15%

- Learning New Techniques

Respondents indicate that they are interested in learning a variety of massage techniques in the near future, the leading one of which is myofascial release.

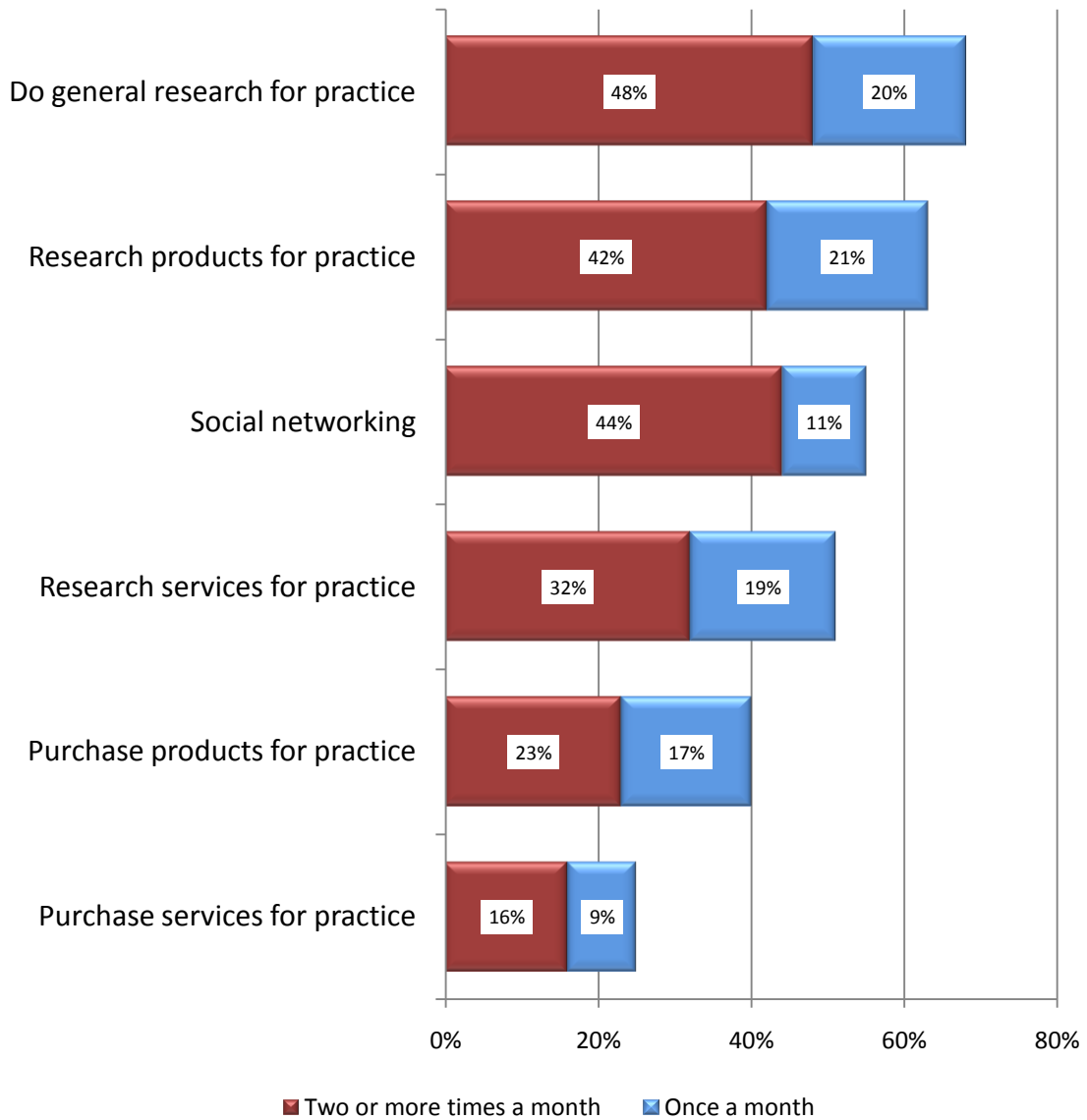
% RESPONDENTS INDICATING THEY ARE INTERESTED IN LEARNING LISTED TECHNIQUE



- Using the Internet For Researching and Purchasing Products and Services

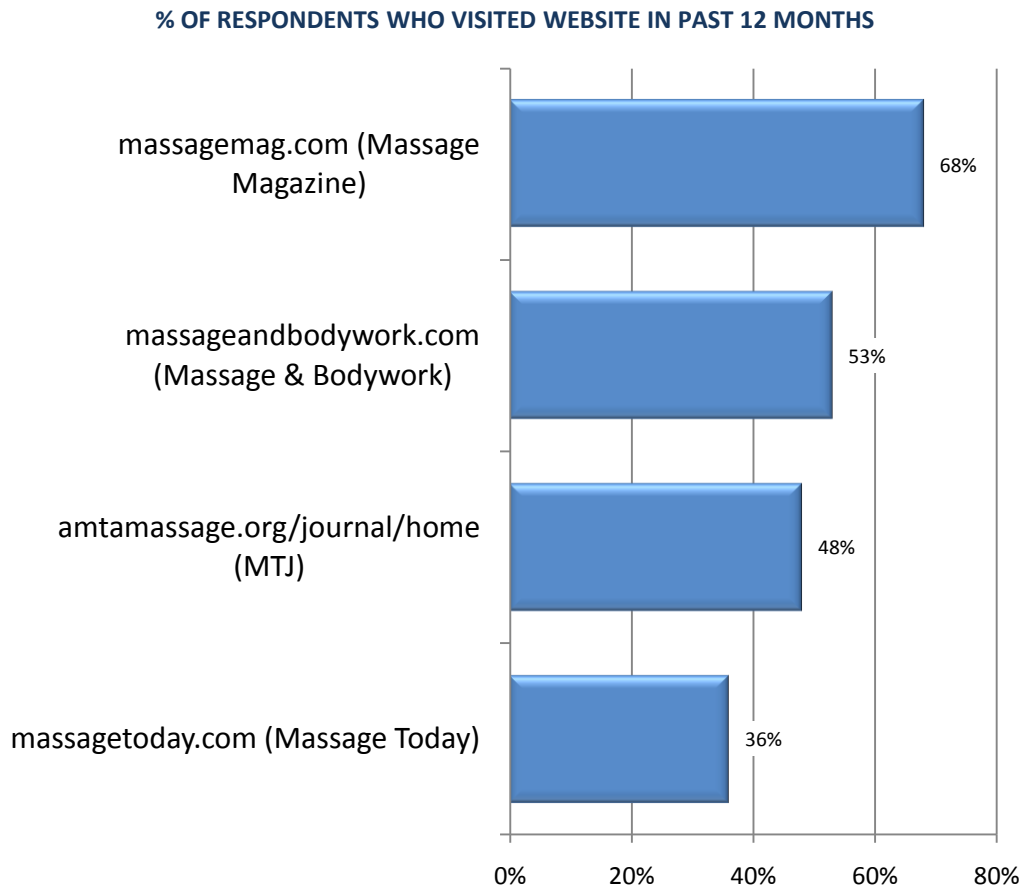
One-half or more of respondents use the internet for general research, research products, and social networking, and close to one-half use it to research services.

% OF RESPONDENTS ENGAGING IN ONLINE ACTIVITY ONCE A MONTH OR MORE



- **Publication Web Sites**

Respondents are more likely to have visited massagemag.com in the past twelve months than other massage-related websites.



• Comparing Publication Web Sites

Compared to readers of other publications, *Massage Magazine* readers are more likely to use *Massage Magazine*'s website for information on . . .

- Techniques and training,
- Self-care,
- Massage research,
- Practice building,
- **Products and services,**
- Industry news and events, and/or
- Marketing your business.

% OF RESPONDENTS ACCESSING WEBSITE FOR INFORMATION ON LISTED TOPIC

	<i>Massage Magazine</i>	<i>MTJ</i>	<i>Massage & Bodywork</i>	<i>Massage Today</i>
Techniques and training	55%	38%	46%	23%
Self-care	54%	32%	45%	21%
Massage research	55%	40%	45%	23%
Practice building	55%	35%	45%	21%
Products and services	65%	29%	44%	21%
Industry news and events	55%	39%	41%	30%
Marketing your business	54%	37%	42%	22%

WEBSITES:

MTJ = amtamassage.org/journal/home

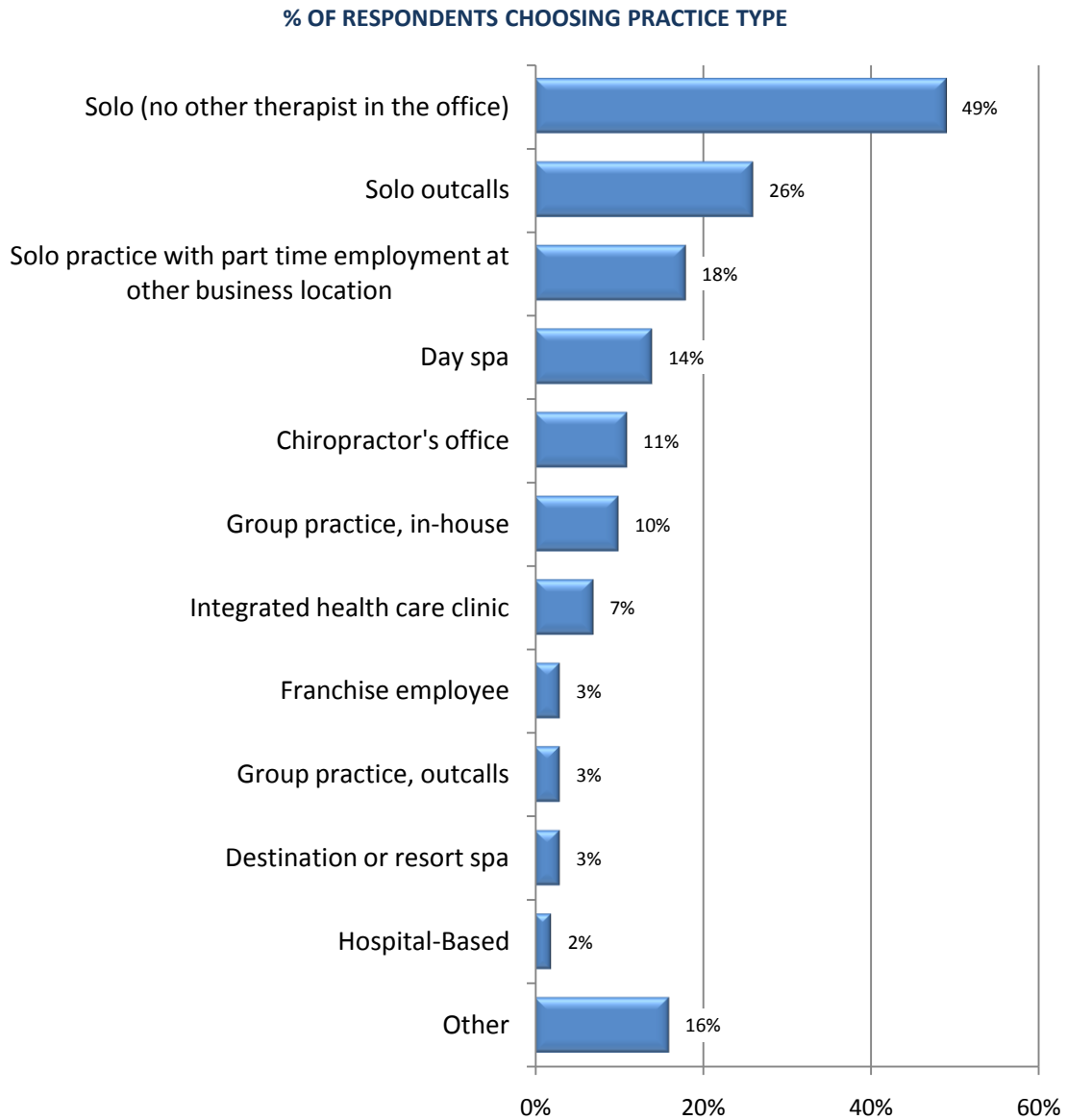
Massage & Bodywork = massageandbodywork.com

Massage Magazine = massagemag.com

Massage Today = massagetoday.com

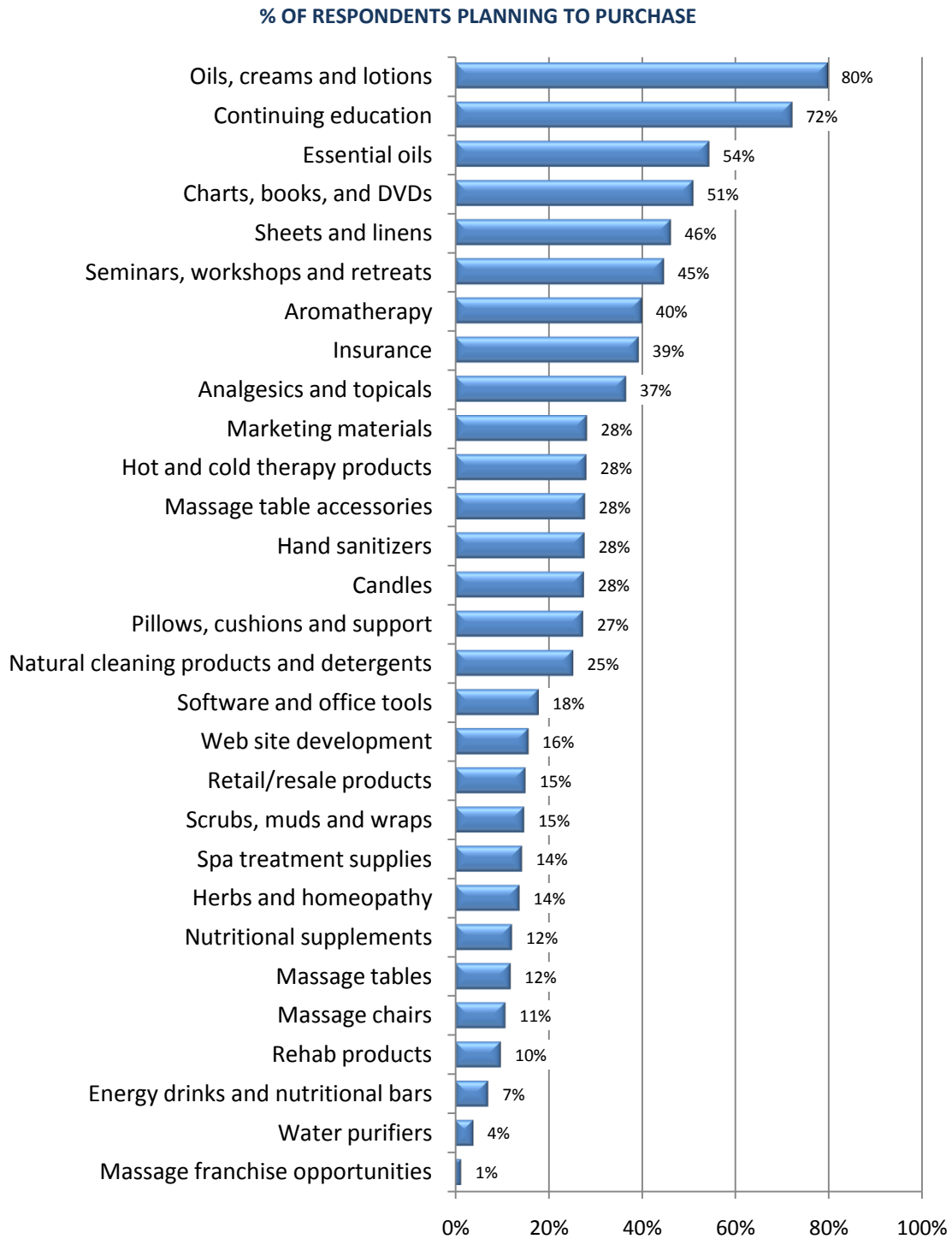
- Type of Practice

Respondents are most likely to work as a solo practitioner.



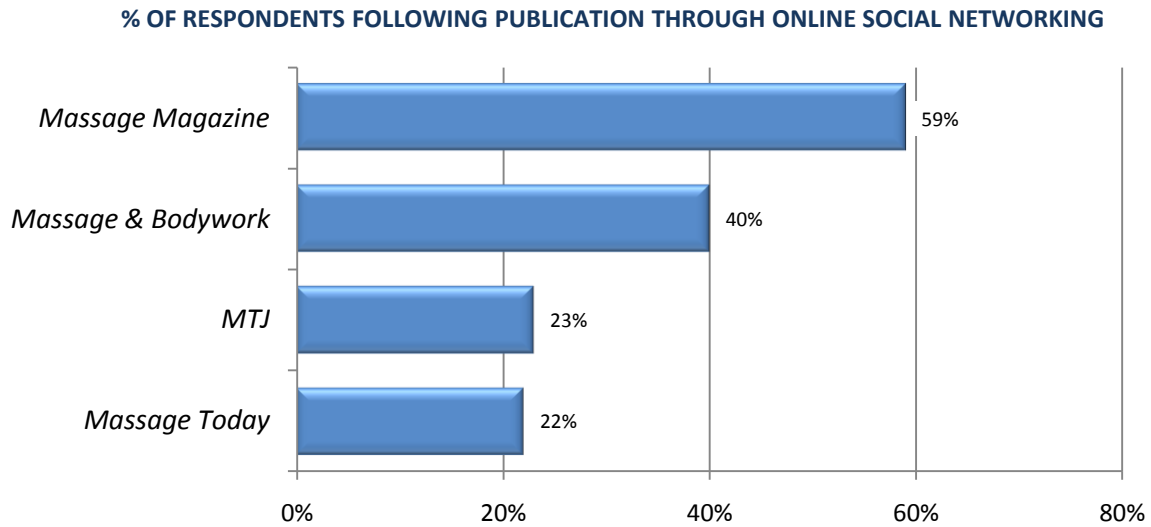
- Purchasing Plans

Respondents **plan to purchase** a variety of products and services for their practice in the next twelve months.

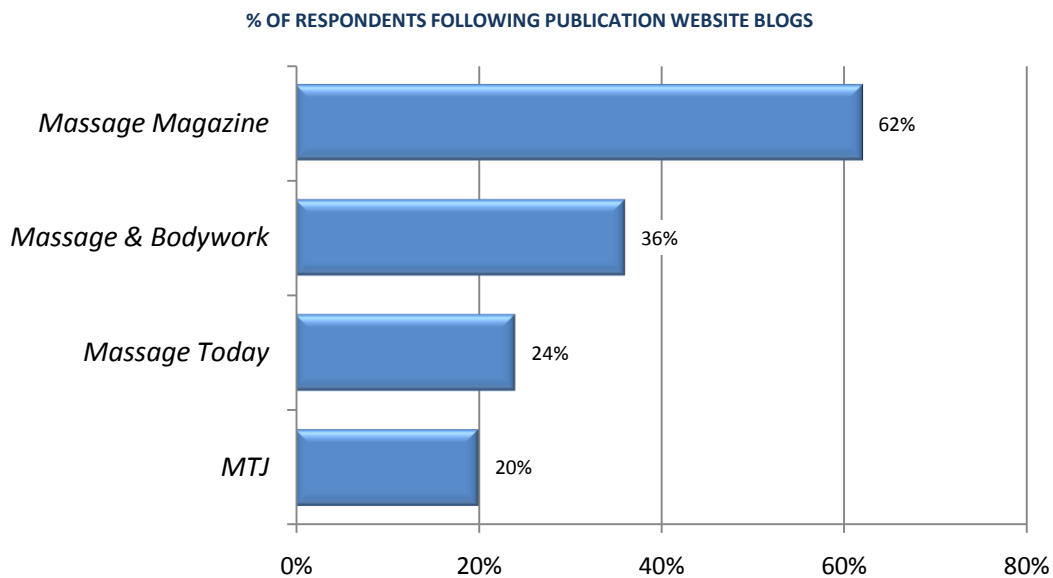


- Social Networking

Respondents are more likely to follow *Massage Magazine* through online social networking than other publications studied.

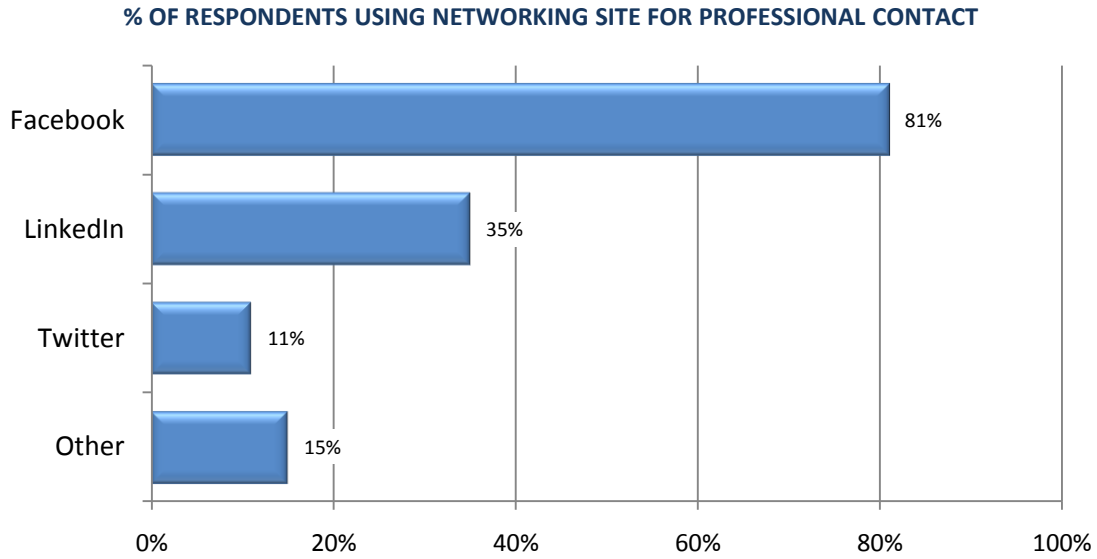


Respondents are more likely to follow or contribute to *Massage Magazine*'s blog than those of other publications studied.

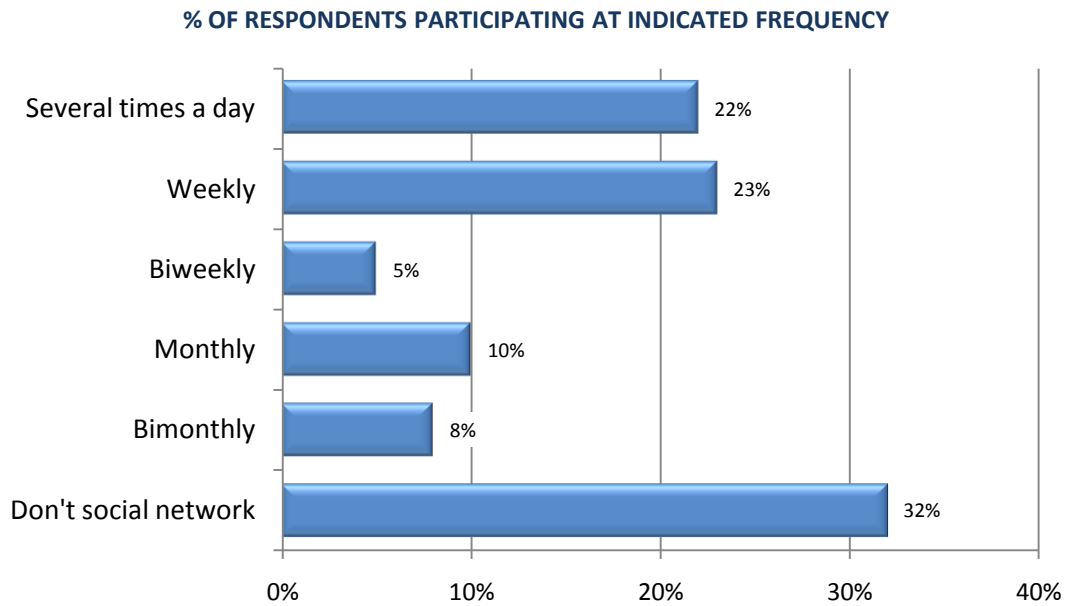


- **Social Networking** (continued)

Respondents are more likely to use Facebook for professional contact than other online networking sites.

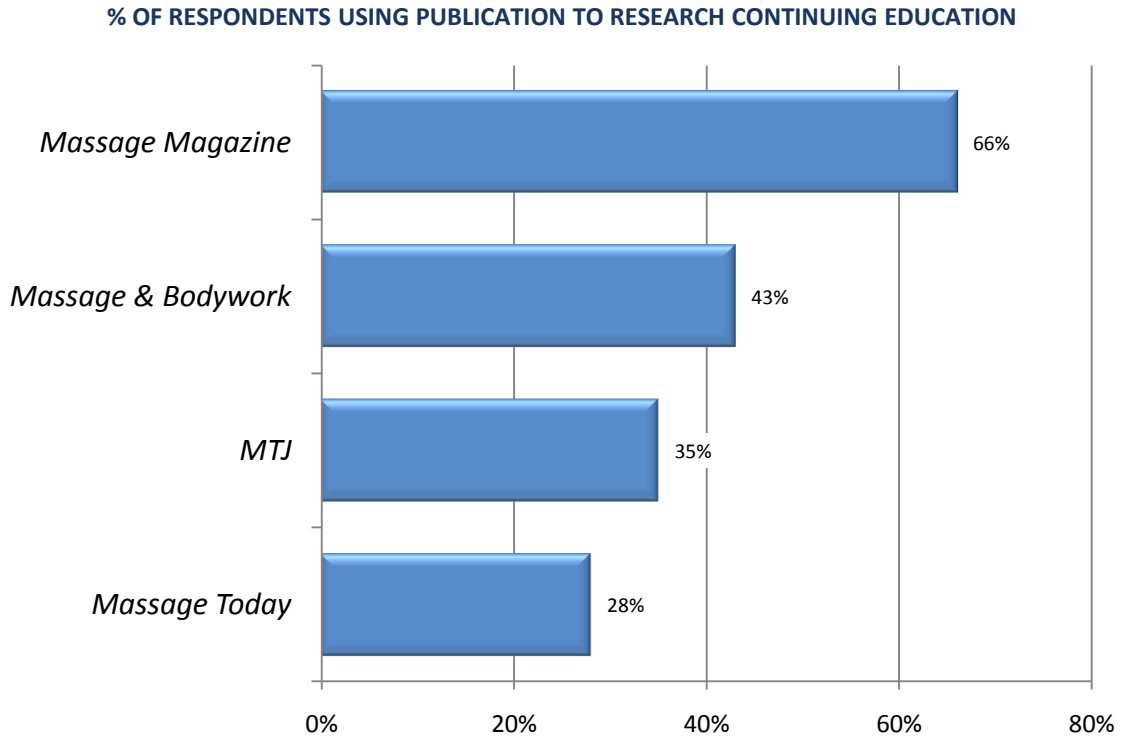


Two-fifths of respondents participate in social networking at least once per week.



- Researching Continuing Education

Respondents are more likely to use *Massage Magazine* to research continuing education than other magazines studied.



- Retailing Products

Respondents retail a variety of products in their practice.

