Readership Survey of the Massage Therapy Market

Conducted by Lewis & Clark

September 2010
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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 ±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* ’s 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.

<table>
<thead>
<tr>
<th>% OF RESPONDENTS TAKING SPECIFIED ACTION</th>
<th>Massage Magazine</th>
<th>Massage &amp; Bodywork</th>
<th>Massage Today</th>
<th>MTJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sought further information</td>
<td>70%</td>
<td>47%</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>Discussed item with others</td>
<td>72%</td>
<td>44%</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>Passed item along to others</td>
<td>66%</td>
<td>43%</td>
<td>31%</td>
<td>27%</td>
</tr>
<tr>
<td>Visited the publication Web site</td>
<td>70%</td>
<td>43%</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>Filed item for future reference</td>
<td>73%</td>
<td>46%</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>Used/modified an idea</td>
<td>71%</td>
<td>46%</td>
<td>29%</td>
<td>32%</td>
</tr>
</tbody>
</table>
Summary of Selected Findings

- Publications Received

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

% Respondents indicating they receive publication:

- **Massage Magazine**: 77%
- **Massage & Bodywork**: 43%
- **MTJ**: 35%
- **Massage Today**: 32%
• **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.

![Bar chart showing percentage of respondents indicating they read 50% or more of each publication.](chart.png)

- **Massage Magazine**: 78%
- **Massage & Bodywork**: 48%
- **MTJ**: 35%
- **Massage Today**: 36%
- Retaining Issue

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

![Bar chart showing percentage of respondents keeping issues for one month or more](chart.png)
- **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**

<table>
<thead>
<tr>
<th>Publication</th>
<th>One Additional Reader</th>
<th>Two or More Additional Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Massage Magazine</td>
<td>15%</td>
<td>24%</td>
</tr>
<tr>
<td>Massage &amp; Bodywork</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Massage Today</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>MTJ</td>
<td>9%</td>
<td>14%</td>
</tr>
</tbody>
</table>
• 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

<table>
<thead>
<tr>
<th>Action</th>
<th><em>Massage Magazine</em></th>
<th><em>Massage &amp; Bodywork</em></th>
<th><em>Massage Today</em></th>
<th><em>MTJ</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sought further information</td>
<td>70%</td>
<td>47%</td>
<td>29%</td>
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<td>66%</td>
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<td>31%</td>
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<td>27%</td>
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<tr>
<td>Used/modified an idea</td>
<td>71%</td>
<td>46%</td>
<td>29%</td>
<td>32%</td>
</tr>
</tbody>
</table>
- **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.

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

<table>
<thead>
<tr>
<th>% OF RESPONDENTS CHOOSING PUBLICATION AS BEST IN LISTED CATEGORY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Massage Magazine</strong></td>
</tr>
<tr>
<td>-----------------------</td>
</tr>
<tr>
<td>I trust the most for accurate information</td>
</tr>
<tr>
<td>Has the most relevance to my profession</td>
</tr>
<tr>
<td>Has the most editorial integrity</td>
</tr>
<tr>
<td>Is the most useful to me in my practice</td>
</tr>
<tr>
<td>Has the highest quality appearance</td>
</tr>
<tr>
<td>Helps identify products I want to buy</td>
</tr>
</tbody>
</table>
• 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.
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

- **Do general research for practice**
  - Two or more times a month: 48%
  - Once a month: 20%

- **Research products for practice**
  - Two or more times a month: 42%
  - Once a month: 21%

- **Social networking**
  - Two or more times a month: 44%
  - Once a month: 11%

- **Research services for practice**
  - Two or more times a month: 32%
  - Once a month: 19%

- **Purchase products for practice**
  - Two or more times a month: 23%
  - Once a month: 17%

- **Purchase services for practice**
  - Two or more times a month: 16%
  - Once a month: 9%
- **Publication Web Sites**

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

![Bar Chart](chart.png)

**% of Respondents Who Visited Website in Past 12 Months**

- massagemag.com (Massage Magazine): 68%
- massageandbodywork.com (Massage & Bodywork): 53%
- amtamassage.org/journal/home (MTJ): 48%
- massagetoday.com (Massage Today): 36%
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.

<table>
<thead>
<tr>
<th>% OF RESPONDENTS ACCESSING WEBSITE FOR INFORMATION ON LISTED TOPIC</th>
<th>Massage Magazine</th>
<th>MTJ</th>
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<th>Massage Today</th>
</tr>
</thead>
<tbody>
<tr>
<td>Techniques and training</td>
<td>55%</td>
<td>38%</td>
<td>46%</td>
<td>23%</td>
</tr>
<tr>
<td>Self-care</td>
<td>54%</td>
<td>32%</td>
<td>45%</td>
<td>21%</td>
</tr>
<tr>
<td>Massage research</td>
<td>55%</td>
<td>40%</td>
<td>45%</td>
<td>23%</td>
</tr>
<tr>
<td>Practice building</td>
<td>55%</td>
<td>35%</td>
<td>45%</td>
<td>21%</td>
</tr>
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<td>Products and services</td>
<td>65%</td>
<td>29%</td>
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</tr>
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<td>Industry news and events</td>
<td>55%</td>
<td>39%</td>
<td>41%</td>
<td>30%</td>
</tr>
<tr>
<td>Marketing your business</td>
<td>54%</td>
<td>37%</td>
<td>42%</td>
<td>22%</td>
</tr>
</tbody>
</table>

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.

  ![Graph showing the percentage of respondents choosing different practice types](image)
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.

![Bar chart showing the percentage of respondents following each publication through online social networking.]

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

![Bar chart showing the percentage of respondents following each publication’s website blogs.]

• **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.

![Bar Chart](chart.png)

<table>
<thead>
<tr>
<th>Publication</th>
<th>% of Respondents</th>
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<tbody>
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<td>35%</td>
</tr>
<tr>
<td>Massage Today</td>
<td>28%</td>
</tr>
</tbody>
</table>
Retailing Products

Respondents retail a variety of products in their practice.

% OF RESPONDENTS CARRYING PRODUCT

- Analgesics and topicals: 20%
- Oils, creams and lotions: 15%
- Essential oils: 13%
- Aromatherapy: 12%
- Hot and cold therapy products: 9%
- Nutritional supplements: 7%
- Candles: 7%
- Retail/resale products: 6%
- Charts, books, and DVDs: 5%
- Herbs and homeopathy: 5%
- Pillows, cushions and support: 4%
- Continuing education: 4%
- Scrubs, muds and wraps: 4%
- Rehab products: 4%
- Spa treatment supplies: 3%
- Hand sanitizers: 3%
- Seminars, workshops and retreats: 3%
- Energy drinks and nutritional bars: 3%
- Massage tables: 2%
- Natural cleaning products and detergents: 2%
- Sheets and linens: 2%
- Massage table accessories: 2%
- Massage chairs: 2%
- Marketing materials: 1%
- Software and office tools: 1%
- Insurance: 1%
- Water purifiers: 1%
- Web site development: 1%
- Massage franchise opportunities: 0%