



MASSAGE THERAPY IS A PROFESSION IN DEMAND!

The demand for professional massage therapists is growing! More and more people are discovering the health-promoting benefits of massage. Therapeutic massage is increasingly recognized by physicians, doctors of chiropractic and other health professionals as a valuable therapy for their patients. And individuals from new mothers to business executives to fitness enthusiasts are finding out that massage therapy helps reduce stress, relieve muscle tension and manage pain.

Massage therapists are able to work in a variety of settings, including their own place of practice, a client's home, a health care setting, a fitness center, or an on-site workplace. Sole practitioners and independent contractors account for the largest percentage of massage therapists. The average annual income (including tips) for a massage therapist is comparable to other health care support professionals. A massage therapist who provides 15 hours of massage a week earns, on average, \$29,250 annually (15 hours a week is an average practice work-week with time added on for marketing, scheduling, billing, paperwork, etc).

As a professional massage therapist, you'll find that employment opportunities are on the rise:

- According to the U.S. Department of Labor, employment opportunities for massage therapists is expected to grow at a faster than average rate through 2014 as people learn more about the benefits of massage therapy;
- Through 2012, massage therapists are likely to see a 21 percent to 35 percent rise in job opportunities;
- Massage therapists who complete formal training and pass the national certification exam are likely to have very good career opportunities;
- Currently, 36 states and the District of Columbia regulate massage therapists, a 76 percent increase since 1995.



The client base for professional massage therapists is growing:

- In 2005, 34 percent of adult Americans received a massage in the past five years;
- Massage therapy is gaining popularity with male clients. In 2005, 28 percent of men received a massage in the past five years, up from 23 percent in 2004;
- For women, rates have remained consistently high, with 40 percent having received a massage in the past five years;
- In 2005, massage therapy was projected to be a \$6 to \$11 billion a year industry, serving approximately 47 million Americans;
- Employers are recognizing the benefits of massage for their employees, finding that massage relieves pain, reduces stress and increases productivity;
- Corporations such as Allstate, FedEx, General Electric, Hewlett-Packard, Home Depot, JC Penney, Texas Instruments and Yahoo! all offer massage therapy as an employee benefit.

Hospitals and other health care institutions are increasingly promoting the benefits of massage for their patients:

- Eighty-two percent of the hospitals that provide complementary therapies include massage therapy in their health care offerings;
- Of these hospitals, 70 percent utilize massage therapy for pain management and relief.
- The majority of massage therapists (70 percent) indicate they receive referrals from health care professionals.

For a rewarding, flexible career that is increasingly in demand, you'll find that becoming a professional massage therapist puts your future in YOUR HANDS!

This information was obtained from the American Massage Therapy Association 2005 Massage Therapy Industry Fact Sheet (www.amtamassage.org) and the U.S. Department of Labor Occupational Outlook Handbook 2006-2007.