

Therapeutic Massage

Five Year Trend

Five Year Enrollment Change	-16.7%		FY 2008 FTEs	10.33
Five Year FTEs Change	-1.4%		FY 2009 FTEs	11.80
Five Year Graduate Change	16.7%		FY 2010 FTEs	11.77
FY 2007 Enrollee	36		FY 2011 FTEs	9.40
FY 2008 Enrollee	38		FY 2007 Graduate	12
FY 2009 Enrollee	43		FY 2008 Graduate	16
FY 2010 Enrollee	44		FY 2009 Graduate	17
FY 2011 Enrollee	30		FY 2010 Graduate	18
FY 2007 FTEs	9.53		FY 2011 Graduate	14

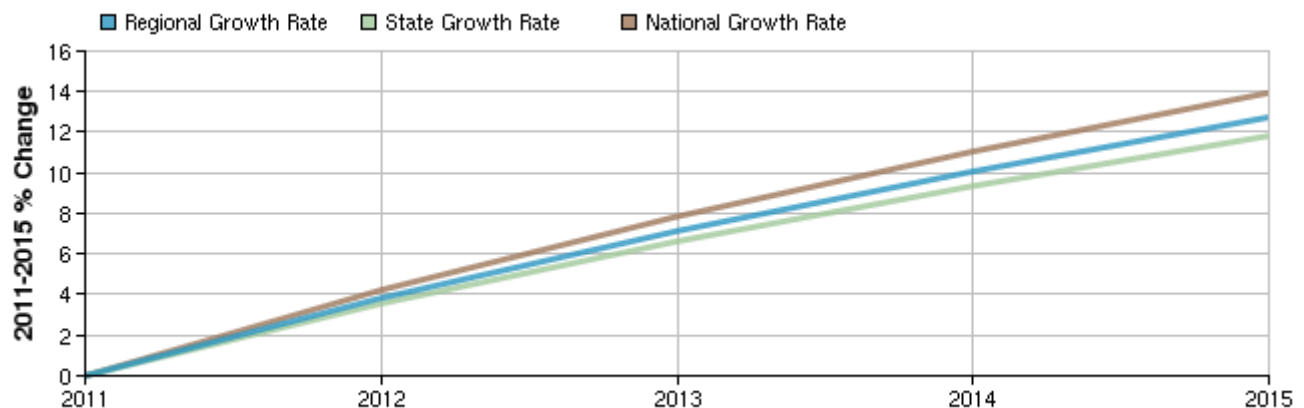
Selected Occupations

Occupation	Education Level
Massage therapists (SOC 31-9011)	Postsecondary vocational award

Executive Summary

Basic Information	
2011 Occupational Jobs	101
2015 Occupational Jobs	114
Total Change	13
Total % Change	12.87%
Openings	18
2011 Median Hourly Earnings	\$15.45

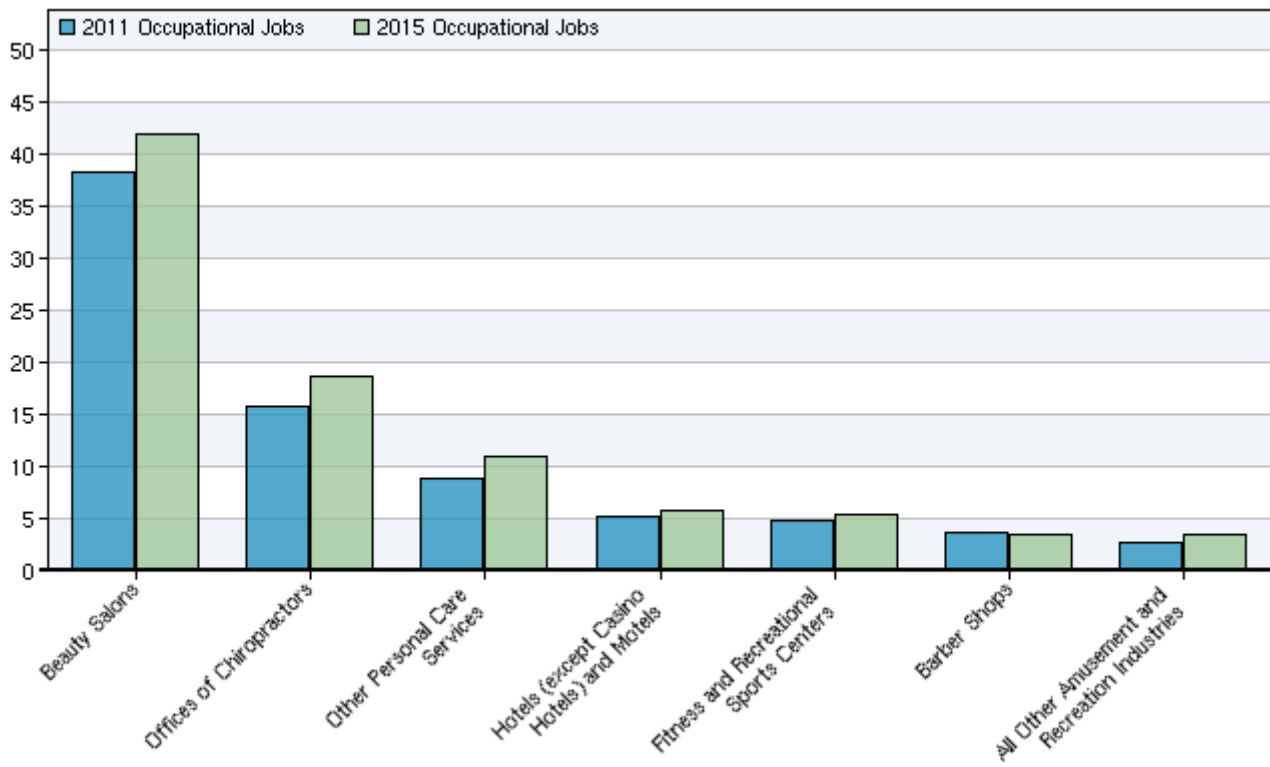
Occupational Change Summary



Region	2011 Jobs	2015 Jobs	Change	% Change	Openings	2011 Median Hourly Earnings
Regional Total	101	114	13	13%	18	\$15.45
State Total	2,195	2,455	260	12%	378	\$16.12
National Total	129,743	147,835	18,092	14%	25,084	\$16.56

Source: EMSI Complete Employment - 2011.3

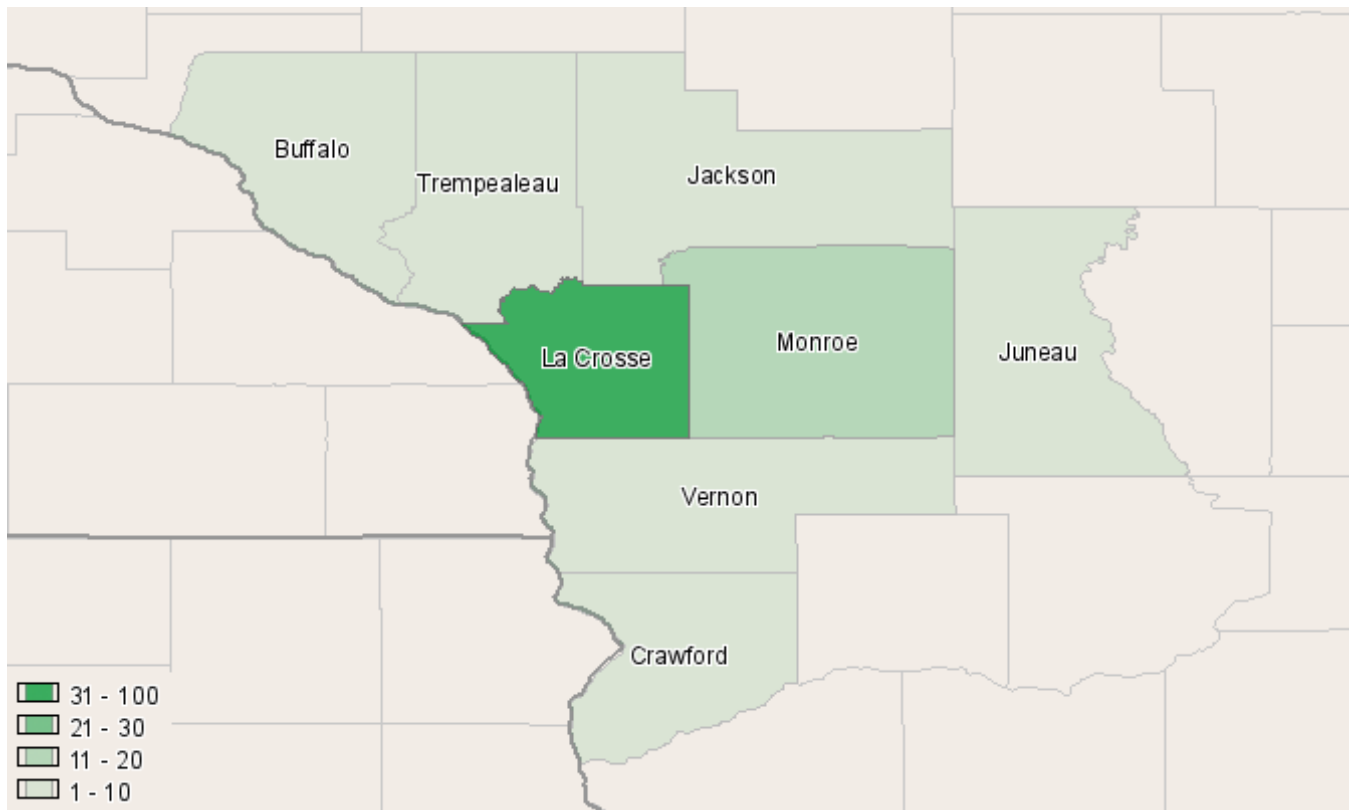
Top Industries for Selected Occupation



NAICS Code	Name	2011 Jobs	2015 Jobs	Change	% Change
812112	Beauty Salons	38	42	4	11%
621310	Offices of Chiropractors	16	19	3	19%
812199	Other Personal Care Services	<10	11	--	--
721110	Hotels (except Casino Hotels) and Motels	<10	<10	--	--
713940	Fitness and Recreational Sports Centers	<10	<10	--	--
812111	Barber Shops	<10	<10	--	--
713990	All Other Amusement and Recreation Industries	<10	<10	--	--

Source: EMSI Complete Employment - 2011.3

Occupation Distribution



County	2011 Jobs
La Crosse, WI (55063)	50
Monroe, WI (55081)	12
Vernon, WI (55123)	<10
Crawford, WI (55023)	<10
Jackson, WI (55053)	<10
Buffalo, WI (55011)	<10
Juneau, WI (55057)	<10
Trempealeau, WI (55121)	<10

Source: EMSI Complete Employment - 2011.3

Three Year Graduate Employers

Therapeutic Massage

2007-2008

Graduates	16
Graduates Responding	15
Employed in Related Occupations	6
Employed in Non-Related Occupations	6
Seeking Employment	1
Not in Labor Market	2

Massage Therapist	Body and Balance Therapeutic Massage, Whitehall, WI
Massage Therapist	Natural Nervona Massage, Tomah, WI
Massage Therapist	Bronson Chiropractic, Onalaska, WI
Massage Therapist	Back and Balance, La Crosse, WI
Massage Therapist	Signature Chiropractic Center, Onalaska, WI
Massage Therapist	Self-Employed, Warrens, WI

2008-2009

Graduates	18
Graduates Responding	17
Employed in Related Occupations	8
Employed in Non-Related Occupations	3
Seeking Employment	4
Not in Labor Market	2

Certified Nursing Assistant	Tomah Memorial Hospital, Tomah, WI
Hairstylist/ Massage Therapist	Dreamin' & Believin' Therapeutic Massage, LLC
Massage Technician	A Healthy Touch, Sparta, WI
Massage Technician	Independent MCFI, Onalaska, WI
Massage Therapist	Heart Song Massage, La Crosse, WI
Massage Therapist	Herbal Healings, La Crosse, WI
Massage Therapist	Shake N Shed Fitness, Onalaska, WI
Massage Therapist	Warm Touch Body Spa, Marshfield, WI

2009-2010

Graduates	19
Graduates Responding	15
Employed in Related Occupations	8
Employed in Non-Related Occupations	4
Seeking Employment	2
Continuing Education	1
Not in Labor Market	0

Certified Massage Therapist	Gemin Therapeutic Massage, Genoa, WI
Massage Therapist	Main Street Massage, La Crescent, MN
Massage Therapist	Massage Envy, Rochester, MN
Massage Therapist	Oasis Spa, La Crosse, WI
Massage Therapist	Self-Employed, La Crosse, WI
Massage Therapist	Self-Employed, Stevens Point, WI
Massage Therapist	Self- Employed, Holmen, WI
Massage Therapist	Signature Chiropractic and Massage, Onalaska, WI

Region Information

Region: Western Technical College District

Description: Western District Counties

County Areas: Buffalo, Wisconsin (55011), Crawford, Wisconsin (55023), Jackson, Wisconsin (55053), Juneau, Wisconsin (55057), La Crosse, Wisconsin (55063), Monroe, Wisconsin (55081), Trempealeau, Wisconsin (55121), Vernon, Wisconsin (55123)

Data Sources and Calculations

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Non-employer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

Occupational Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

State Data Sources

This report uses state data from the following agencies:

- Wisconsin Department of Workforce Development
- Bureau of Workforce Information