

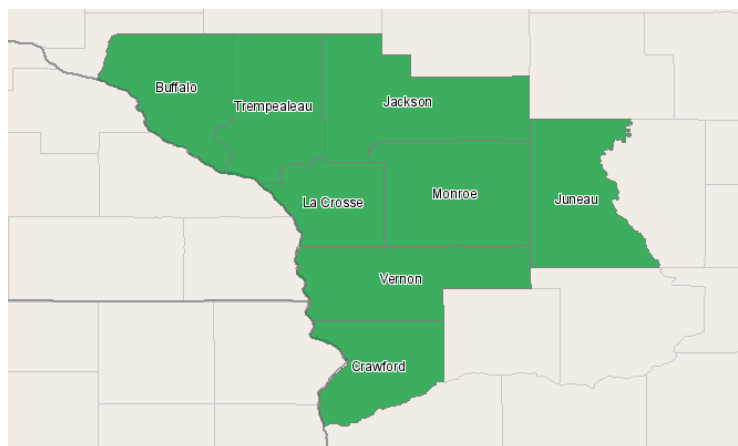
Western Technical College



400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Therapeutic Massage Occupation Report April 27, 2012

Western Technical College District



Region Info

Name: 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)

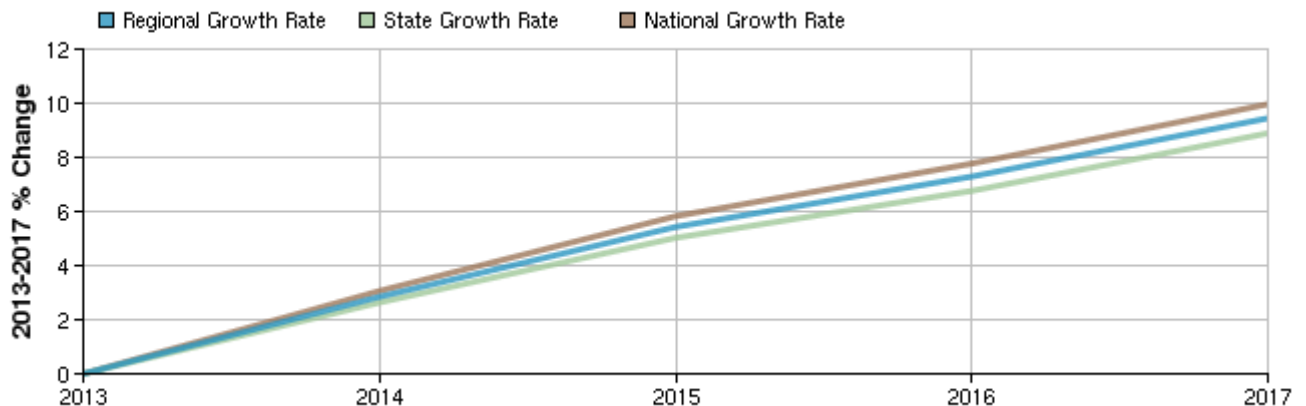
Selected Occupations

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

Executive Summary

Basic Information	
2013 Occupational Jobs	110
2017 Occupational Jobs	120
Total Change	10
Total % Change	9.11%
Openings	16
2011 Median Hourly Earnings	\$15.49

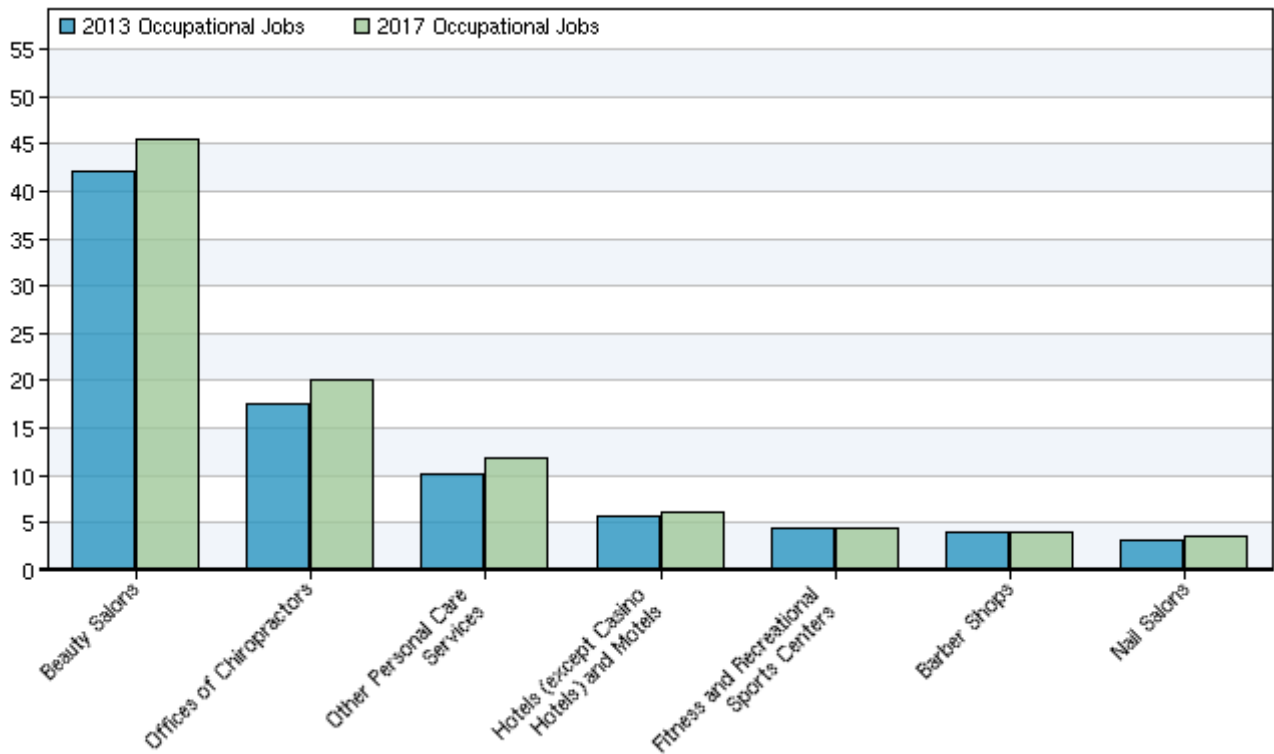
Occupational Change Summary



Region	2013 Jobs	2017 Jobs	Change	% Change	Openings	2011 Median Hourly Earnings
Regional Total	110	120	10	9%	16	\$15.49
State Total	2,362	2,572	210	9%	329	\$16.70
National Total	140,875	154,914	14,039	10%	21,053	\$16.75

Source: EMSI Complete Employment - 2011.4

Top Industries for Selected Occupation



NAICS Code	Name	2013 Jobs	2017 Jobs	Change	% Change
812112	Beauty Salons	42	46	4	10%
621310	Offices of Chiropractors	18	20	2	11%
812199	Other Personal Care Services	10	12	2	20%
721110	Hotels (except Casino Hotels) and Motels	<10	<10	--	--
713940	Fitness and Recreational Sports Centers	<10	<10	--	--
812111	Barber Shops	<10	<10	--	--
812113	Nail Salons	<10	<10	--	--

Source: EMSI Complete Employment - 2011.4

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 Nonemployer 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.

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information.