

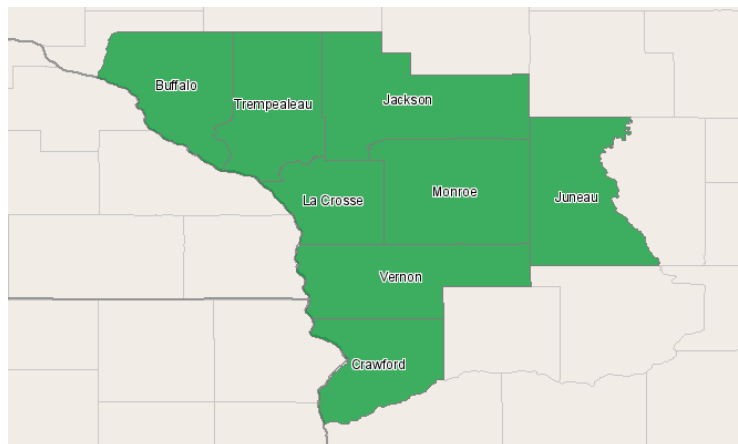
# Western Technical College



400 Seventh Street  
La Crosse, Wisconsin 54601  
608.785.9200

## Occupation Report for Therapeutic Massage Program August 28, 2012 2012 Third Quarter Data for 2013-2017 Projections

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

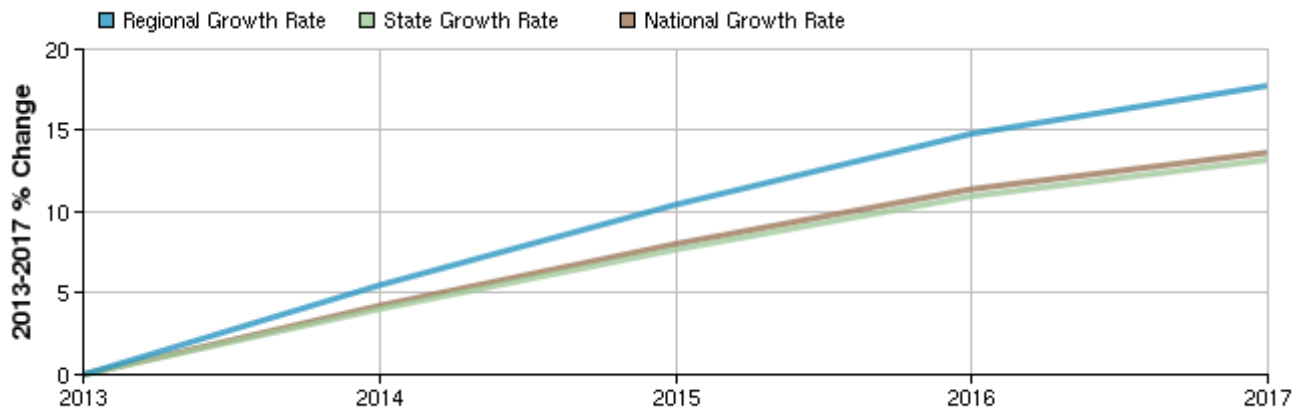
## Executive Summary

---

Basic Information	
2013 Occupational Jobs	189
2017 Occupational Jobs	223
Total Change	34
Total % Change	17.95%
Openings	43
2012 Median Hourly Earnings	\$13.08

## Occupational Change Summary

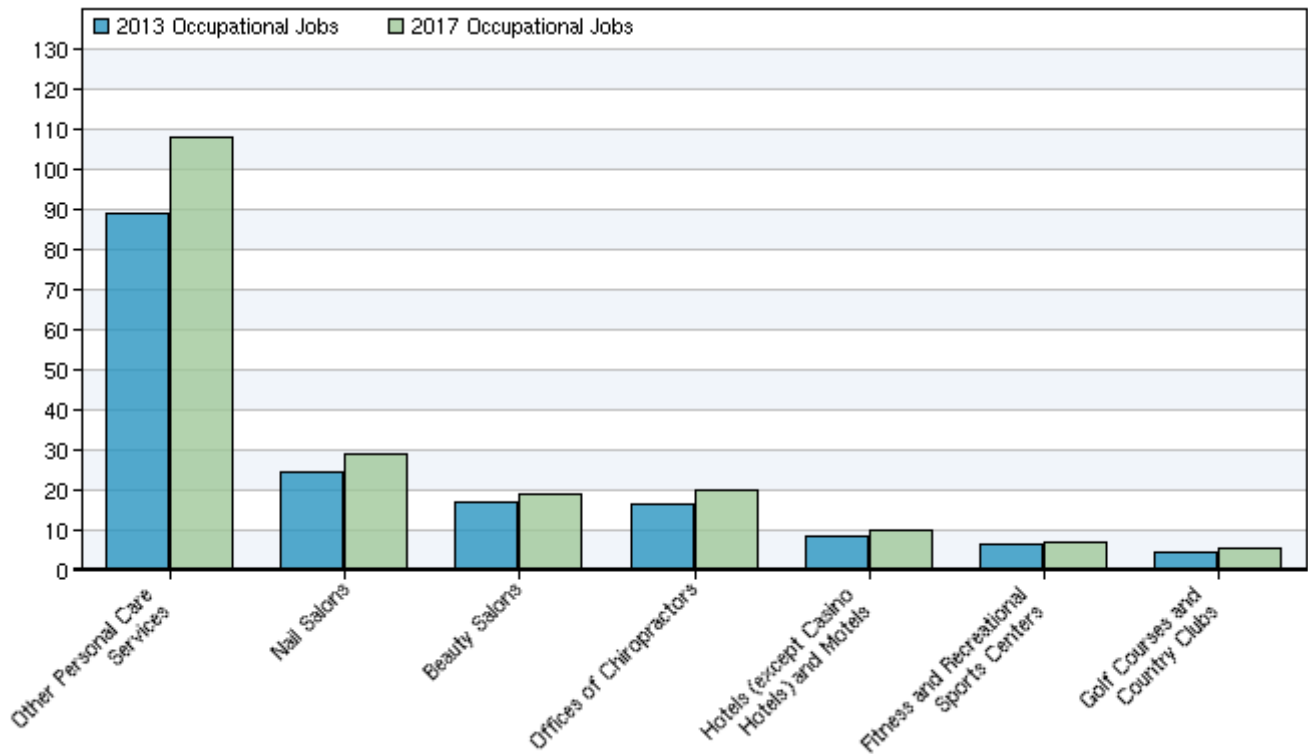
---



Region	2013 Jobs	2017 Jobs	Change	% Change	Openings	2012 Median Hourly Earnings
Regional Total	189	223	34	18%	43	\$13.08
State Total	4,005	4,534	529	13%	735	\$13.94
National Total	295,311	335,612	40,301	14%	55,370	\$13.99

Source: EMSI Complete Employment - 2012.2

## Top Industries for Selected Occupation



NAICS Code	Name	2013 Jobs	2017 Jobs	Change	% Change
812199	Other Personal Care Services	89	108	19	21%
812113	Nail Salons	24	29	5	21%
812112	Beauty Salons	17	19	2	12%
621310	Offices of Chiropractors	17	20	3	18%
721110	Hotels (except Casino Hotels) and Motels	<10	10	--	--
713940	Fitness and Recreational Sports Centers	<10	<10	--	--
713910	Golf Courses and Country Clubs	<10	<10	--	--

Source: EMSI Complete Employment - 2012.2

### 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.