

Occupation Overview

Emsi Q1 2017 Data Set

April 2017

Western Technical College



400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Parameters

Occupations

Code	Description
31-9011	Massage Therapists

Regions

Code	Description
55011	Buffalo County, WI
55023	Crawford County, WI
55053	Jackson County, WI
55057	Juneau County, WI
55063	La Crosse County, WI
55081	Monroe County, WI
55121	Trempealeau County, WI
55123	Vernon County, WI

Timeframe

2018 - 2022

Datarun

2017.1 – Employees

Therapeutic Massage 2017 (AED) in Western Technical College District

Massage Therapists (SOC 31-9011): Perform therapeutic massages of soft tissues and joints. May assist in the assessment of range of motion and muscle strength, or propose client therapy plans.

Sample of Reported Job Titles: Medical Massage Therapist Massage Therapist Licensed Massage Therapist Licensed Massage Practitioner (LMP) Clinical Massage Therapist Therapeutic Massage Technician Registered Massage Therapist Integrated Deep Tissue Massage Therapist Certified Massage Therapist (CMT) Bodywork Therapist

Related O*NET Occupation: Massage Therapists (31-9011.00)

Occupation Summary for Therapeutic Massage 2017 (AED)

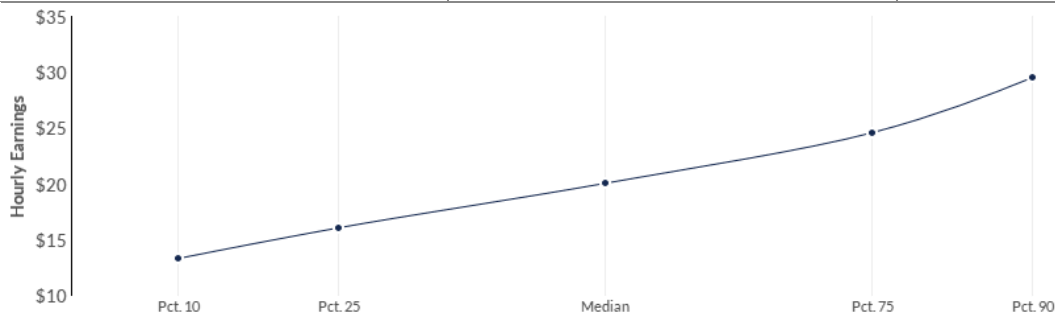
65 Jobs (2016) 32% below National average	8.7% % Change (2018-2022) Nation: 10.0%	\$20.04/hr Median Hourly Earnings Nation: \$19.20/hr
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Growth for Massage Therapists (31-9011)

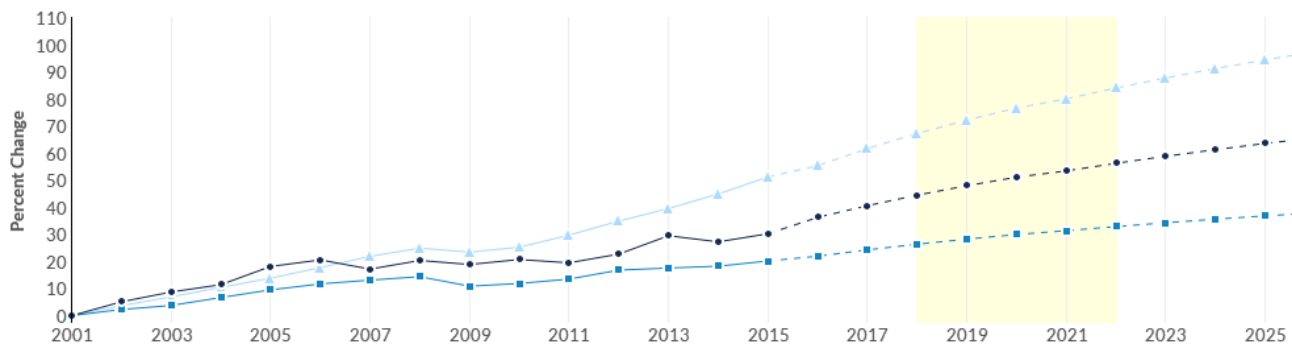
69 2018 Jobs	75 2022 Jobs	6 Change (2018-2022)	8.7% % Change (2018-2022)
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Percentile Earnings for Massage Therapists (31-9011)

\$16.04/hr 25th Percentile Earnings	\$20.04/hr Median Earnings	\$24.58/hr 75th Percentile Earnings
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Regional Trends





	Region	2018 Jobs	2022 Jobs	Change	% Change
●	Region	69	75	6	8.7%
●	Wisconsin	1,841	1,935	94	5.1%
●	United States	103,448	113,825	10,377	10.0%

Region	2018 Jobs	2022 Jobs	Change	% Change
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Regional Breakdown

County	2022 Jobs
La Crosse County, WI	56
Monroe County, WI	<10
Jackson County, WI	<10
Trempealeau County, WI	<10
Vernon County, WI	<10

Occupation Gender Breakdown

Gender	2016 Jobs	2016 Percent
Males	6	9.8% 
Females	59	90.2% 

Occupation Age Breakdown

Age	2016 Jobs	2016 Percent
14-18	0	0.3% 
19-24	11	16.4% 
25-34	25	38.7% 
35-44	12	19.0% 
45-54	10	14.7% 
55-64	6	8.9% 
65+	1	2.1% 

Occupation Race/Ethnicity Breakdown

	Race/Ethnicity	2016 Jobs	2016 Percent
●	White	62	94.8%
●	Asian	1	2.0%
●	Hispanic or Latino	1	1.6%
●	Two or More Races	1	1.0%
●	Black or African American	0	0.5%
●	American Indian or Alaska Native	0	0.1%
●	Native Hawaiian or Other Pacific Islander	0	0.0%

National Educational Attainment

	Education Level	2016 Percent
●	Less than high school diploma	2.3%
●	High school diploma or equivalent	17.2%
●	Some college, no degree	36.8%
●	Associate's degree	17.2%
●	Bachelor's degree	20.9%
●	Master's degree	4.2%
●	Doctoral or professional degree	1.5%

Occupational Programs

	1 Programs (2015)	19 Completions (2015)	3 Openings (2015)
CIP Code		Program	Completions (2015)
51.3501		Massage Therapy/Therapeutic Massage	19

Industries Employing Therapeutic Massage 2017 (AED)

Industry	Occupation Jobs in Industry (2016)	% of Occupation in Industry (2016)	% of Total Jobs in Industry (2016)
Beauty Salons	31	47.1%	6.6%
Offices of Chiropractors	17	26.7%	6.3%
Hotels (except Casino Hotels) and Motels	<10	6.9%	0.3%
Offices of All Other Miscellaneous Health Practitioners	<10	4.7%	7.9%
Other Personal Care Services	<10	4.5%	5.7%

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

State Data Sources

This report uses state data from the following agencies: Illinois Department of Employment Security, Employment Projections; Iowa Workforce Development; Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives; Minnesota Department of Employment and Economic Development; Wisconsin Department of Workforce Development, Bureau of Workforce Information

