

Occupation Overview

EMSI Q2 2015 Data Set

Therapeutic Massage
October 2015

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

2016 - 2020

Datarun

2015.2 – Employees

Therapeutic Massage 2015 (AED) in 8 Counties

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 Licensed Massage Therapist Licensed Massage Practitioner (LMP) Clinical Massage Therapist Therapeutic Massage Technician Reiki Master Registered Massage Therapist Orthopedic Neuromuscular Therapist Neuromuscular Therapist Massage Therapist

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

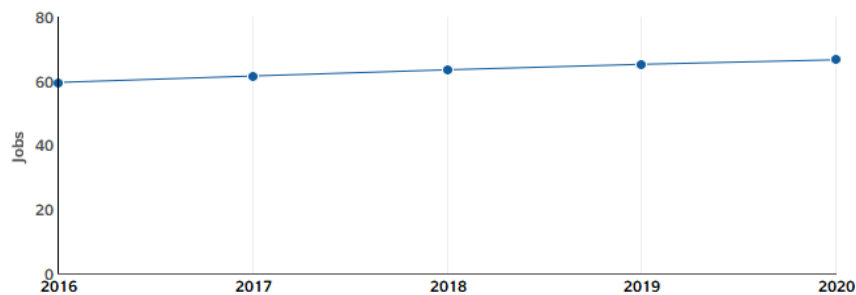
SOC	Description	2016 Jobs	2020 Jobs	2016 - 2020 Change	2016 - 2020 % Change	Openings	Annual Openings	Median Hourly Earnings
31-9011	Massage Therapists	60	67	7	12%	<10	Insf. Data	\$20.31

Occupation Summary for Therapeutic Massage 2015 (AED)

57 Jobs (2015) 38% below National average	11.8% % Change (2016-2020) Nation: 11.9%	\$20.31/hr Median Hourly Earnings Nation: \$17.88/hr
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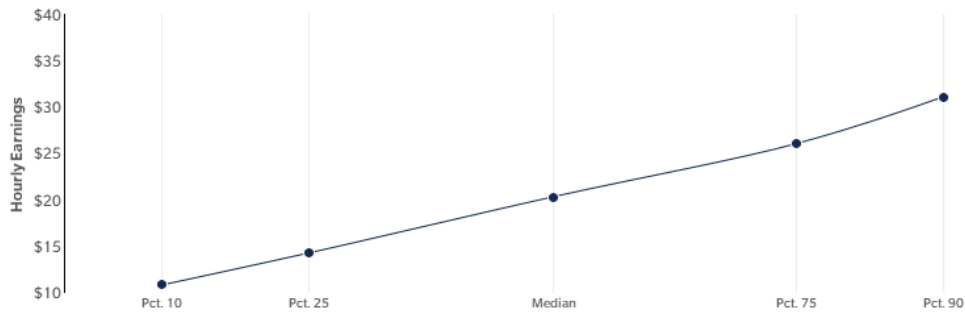
Growth for Massage Therapists (31-9011)

60 2016 Jobs	67 2020 Jobs	7 Change (2016-2020)	11.8% % Change (2016-2020)
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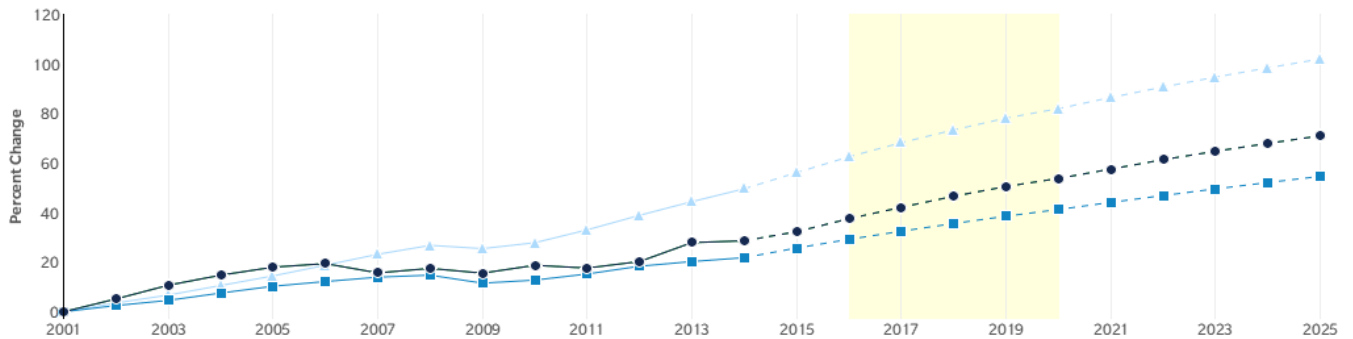


Percentile Earnings for Massage Therapists (31-9011)

\$14.25/hr 25th Percentile Earnings	\$20.31/hr Median Earnings	\$26.07/hr 75th Percentile Earnings
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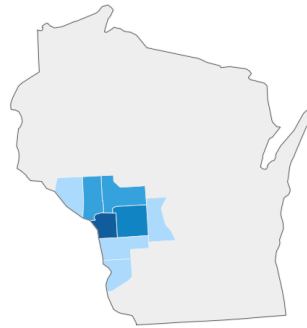


Regional Trends



	Region	2016 Jobs	2020 Jobs	Change	% Change
●	Region	60	67	7	11.7%
■	State	1,572	1,719	147	9.4%
▲	Nation	95,120	106,483	11,363	11.9%
●	Western Technical College District	60	67	7	11.7%

Regional Breakdown



County	2020 Jobs
La Crosse County, WI	42
Monroe County, WI	<10
Trempealeau County, WI	<10
Jackson County, WI	<10
Vernon County, WI	<10

Occupation Gender Breakdown



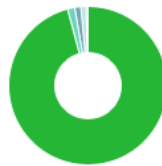
Gender	2015 Jobs	2015 Percent
Males	5	9.4%
Females	52	90.6%


Occupation Age Breakdown



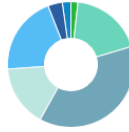
	Age	2015 Jobs	2015 Percent
●	14-18	0	0.3%
●	19-24	10	16.6% 
●	25-34	21	36.2% 
●	35-44	13	22.5% 
●	45-54	9	15.6% 
●	55-64	4	7.0% 
●	65+	1	1.8% 








Occupation Race/Ethnicity Breakdown



	Race/Ethnicity	2015 Jobs	2015 Percent
●	White	55	95.8% 
●	Asian	1	1.5%
●	Two or More Races	1	1.2%
●	Hispanic or Latino	1	1.1%
●	Black or African American	0	0.4%
●	American Indian or Alaska Native	0	0.0%
●	Native Hawaiian or Other Pacific Islander	0	0.0%

National Educational Attainment



	Education Level	2015 Percent
●	Less than high school diploma	1.8% 
●	High school diploma or equivalent	18.6% 
●	Some college, no degree	37.7% 
●	Associate's degree	15.8% 
●	Bachelor's degree	20.3% 
●	Master's degree	3.7% 
●	Doctoral or professional degree	2.2% 

Occupational Programs

	1 Programs (2014)	27 Completions (2014)	2 Openings (2014)
CIP Code	Program		Completions (2014)
51.3501	Massage Therapy/Therapeutic Massage		27

Industries Employing Therapeutic Massage 2015 (AED)

Industry	Occupation Jobs in Industry (2015)	% of Occupation in Industry (2015)	% of Total Jobs in Industry (2015)
Beauty Salons	22	38.6%	4.9%
Offices of Chiropractors	20	35.6%	7.1%
Hotels (except Casino Hotels) and Motels	<10	5.8%	0.2%
Offices of All Other Miscellaneous Health Practitioners	<10	4.3%	11.0%
Other Personal Care Services	<10	3.8%	4.7%

Appendix A - Data Sources and Calculations

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.

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.

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.

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.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

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