

Massage Therapy in Alberta

Albertans' Use, Evaluations and Funding Sources of Massage Therapy Services

Alberta Public Opinion Study – October 2016

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Faron Ellis, PhD
Research Chair

faron.ellis@lethbridgecollege.ca
www.lethbridgecollege.ca/go/csrl

Lethbridge College
3000 College Drive South
Lethbridge AB T1K 1L6



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Contents

Methodology	2
Executive Summary	3
Relaxation Massage	4
Received relaxation massage in past 12 months	4
Evaluation of relaxation massage services	5
Funding source of relaxation massage services.....	6
Therapeutic Massage	7
Received therapeutic massage in past 12 months	7
Evaluation of therapeutic massage services	8
Funding source of therapeutic massage services.....	9
Reasons for choosing therapeutic massage services.....	10
Awareness of Unregulated Professional Status of Massage Therapy Services in Alberta	12
Support for Establishment of an Alberta College of Massage Therapists	13
Support for Establishment of an Alberta College of Massage Therapists (full tabular data)	14
Demographics	15
Questions	15

Methodology

- **Population** The province of Alberta has a total population of 4,233,933 residents (Statistics Canada, July 1, 2016) approximately 78% of which are 18 years of age or older for an adult population of 3,302,467.
- **Sample** Data were collected by Lethbridge College students in the fall of 2016. Students interviewed 1,513 adult Alberta residents by telephone from October 1 to 8, 2016 under the supervision of principal investigator Faron Ellis, Research Chair, Citizen Society Research Lab. Landline telephone numbers were selected from a sample drawn from InfoGroup directories and supplemented with a selection of mobile numbers from CSRL lists. We sincerely thank all participants who took time out of their day to respond to our inquiries. Further results from this study and results from past studies can be accessed by visiting the CSRL web pages at: www.lethbridgecollege.ca/go/csrl
- **Representativeness** Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the province of Alberta. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender, region of province and age).
- **Confidence** The weighted sample yields a margin of error ± 2.5 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary ± 5.0 percentage points, Edmonton and immediate area ± 5.0 percentage points, North ± 5.2 percentage points, South ± 4.9 percentage points 19 times out of 20).
 - 373 Albertans indicated they received relaxation massage therapy services in the past twelve months resulting in a very robust subsample with a confidence interval of ± 5 percentage points at a 95% confidence level.
 - 502 Albertans indicated they received therapeutic massage therapy services in the past twelve months resulting in a very robust subsample with a confidence interval of ± 4.4 percentage points at a 95% confidence level
- **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre. We thank members of Lethbridge College's IT team for their support in helping maintain the IB Commons Call Center.
- **Sponsorship** These data are part of a larger study of the opinions and attitudes of Alberta residents conducted by the Citizen Society Research Lab at Lethbridge College. This particular question was derived from student and faculty interest in the topics.

Executive Summary: Massage Therapy in Alberta

As part of our ongoing analysis of public opinion in Alberta, the Citizen Society Research Lab at Lethbridge College incorporates items of community interest into our omnibus surveys of the adult Alberta population. In the fall of 2016 we included a series of questions of interest to our massage therapy students and faculty, and the massage therapy industry in Alberta. Below is a brief, initial analysis of the results.

Relaxation Massage

- Nearly one-quarter of all adult Albertans (24.5%) received relaxation massage therapy services in the past twelve months (over 800,000 Albertans). No significant regional differences are measured but several important demographic differences emerge with women, upper income, and middle-aged Albertans most likely to have received relaxation massage services.
- Albertans who received a relaxation massage rated the benefits very positively, with an overall mean rating of 7.7 on a scale ranging from one (no benefit) to 10 (extremely beneficial). Women evaluated benefits even higher than did men.
- A majority of Albertans who received relaxation massage services in the past year paid for those services with their own funds while a significant plurality paid through their employment benefits packages.

Therapeutic Massage

- Approximately one-third of Albertans (33.0%) received therapeutic massage services in the past twelve months (over one-million Albertans.) No significant regional variations are measures.
- Although women were more likely than men to have received therapeutic massage services in the past twelve months, Alberta men are nearly twice as likely to have received therapeutic massage treatment than they were to receive relaxation massage services.
- Albertans who received therapeutic massage services rated the service very positively, with an overall mean rating of 8.4 on a scale ranging from one (no benefit) to 10 (extremely beneficial).
- Two of every five Albertans (40.0%) who received therapeutic massage services paid for those services with their own funds. Over one-third paid through their employment benefits plans while a further one-fifth paid through their private extended health plans.
- A significant number of Albertans were referred to their massage therapist by a physician, but more chose therapeutic massage services because of personal research, opinion or preference, or because a friend or family member referred them.

Awareness of Unregulated Professional Status of Massage Therapy Services in Alberta

- A substantial majority of Albertans (62.3%) were not aware of the unregulated professional status of the Alberta massage therapy industry.

Support for the Establishment of an Alberta College of Massage Therapists

- The vast majority of Albertans (91.9%) support the establishment of an Alberta college of massage therapists.

Relaxation Massage

Received relaxation massage services in past 12 months

Nearly one-quarter of all adult Albertans (24.5%) received relaxation massage services in the past twelve months (over 800,000 Albertans). No significant differences are measured in the various regions of the province.

- Women (32.8%) were twice as likely as men (16.1%) to have received relaxation massage therapy services in the past year.
- Upper income residents (34.8%) were more likely than middle (23.7%) and lower (21.5%) income residents to receive relaxation massage services in the past year.
- Seniors (11.7%) and those with the least amount of formal education (18.3%) were among the least likely to receive relaxation massage services.

Region of Alberta	North	Edmonton	Calgary	South	Alberta
Yes	25.3	21.7	26.2	24.6	24.5
No	74.7	78.3	73.8	75.4	75.5

Gender*	Male	Female
Yes	16.1	32.8
No	83.9	67.2

Household Income*	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Yes	21.5	23.7	34.8
No	78.5	76.3	65.2

Religious Participation	2-3 times/month-more	Several times/year	Rarely-never
Yes	19.8	30.6	23.9
No	80.2	69.4	76.1

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Yes	18.3	26.3	23.4	27.7
No	81.7	73.7	76.6	72.3

Age*	18-29	30-44	45-64	65 and older
Yes	25.3	33.3	26.6	11.7
No	74.7	66.7	73.4	88.3

Provincial Vote	NDP	Wildrose	PC	Liberal	Undecided
Yes	23.8	23.5	24.6	22.2	25.5
No	76.2	76.5	75.4	77.8	74.5

Notes: Due to rounding, proportions may not total exactly 100; * sig < 0.05

Relaxation Massage

Evaluations of relaxation massage services received in past 12 months

Albertans who received a relaxation massage rated the service very positively, with an overall rating of 7.7 (mean) on a scale ranging from one (no benefit) to 10 (extremely beneficial). Nearly one-third (30.7%) gave the service a top score of 10, while less than one in ten (8.2%) rated the service lower than 5. Nearly nine in ten (87.6%) rated the service as better than 5.

- Women (8.1) evaluated the benefits of relaxation massage services higher than did men (7.1).
- No significant regional or other demographic differences are measured.

Benefits of Massage Services				Summary Statistics	
Rank	(%)	Rank	(%)	Mean	Median
1 – no benefit	3.9	1-4	8.2	7.7	8.0
2	1.7	5	4.2	Mode	Range
3	0.8	6-9	56.9	10.0	1 to 10
4	1.8	10	30.7	Standard Deviation	2.27
5	4.2				
6	9.5				
7	14.1				
8	26.0				
9	7.3				
10 – extremely beneficial	30.7				

Benefits of Relaxation Massage Services (mean scores)					
Area of province	North	Edmonton	Calgary	South	Alberta
	7.8	8.0	7.5	7.7	7.7
Gender*	Male	Female	All Albertans		
	7.1	8.1	7.7		
Income	Under \$60,000	\$60-\$120,000	Over \$120,000		
	7.8	7.9	7.5		
Religious Participation	1-3 per month/more	Several per year	Rarely/never		
	7.4	7.8	7.9		
Age	18-29	30-44	45-64	65 and older	
	8.2	7.7	7.7	7.2	
Education	High School or Less	Some Post-secondary	College-Tech-Trade	University Grad	
	7.4	8.2	7.9	7.5	

Range = 1 (no benefit) to 10 (extremely beneficial)

Relaxation Massage

Funding source for relaxation massage services in past 12 months

A majority of Albertans (50.7%) who received relaxation massage services in the past year paid for those services with their own funds. A significant plurality of Albertans (41.4%) had those services paid for by their employment benefits packages. Only 7.9% received these services as a gift from their family, friends, company or employer.

- No significant differences in funding sources are measured between regions or different demographic groups.

Region of Alberta	North	Edmonton	Calgary	South	Alberta
Own funds	51.2	48.8	45.9	56.4	50.7
Company/employer	38.4	45.1	48.0	34.7	41.4
Gift	10.5	6.1	6.1	8.9	7.9

Gender	Male	Female
Own funds	53.0	49.6
Company/employer	40.0	42.1
Gift	7.0	8.3

Household Income	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Own funds	58.2	44.6	48.2
Company/employer	29.7	46.4	47.3
Gift	12.1	8.9	4.5

Religious Participation	2-3 times/month-more	Several times/year	Rarely-never
Own funds	50.7	42.7	54.0
Company/employer	38.8	48.3	39.1
Gift	10.4	9.0	6.9

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Own funds	63.0	44.9	56.1	45.5
Company/employer	32.6	44.9	34.6	47.8
Gift	4.3	10.3	9.3	6.7

Age	18-29	30-44	45-64	65 and older
Own funds	50.6	48.2	48.1	66.7
Company/employer	40.5	44.6	43.7	28.2
Gift	8.9	7.1	8.1	5.1

Notes: Due to rounding, proportions may not total exactly 100; * sig < 0.05

Therapeutic Massage

Received therapeutic massage services in past 12 months

Approximately one-third of Albertans (33.0%) received therapeutic massage services in the past twelve months (over one-million Albertans.) No significant regional variations are measures, although Edmontonians (27.3%) are somewhat less likely than are other Albertans to have receive therapeutic massage services in the past year.

- Although women (36.0%) are more likely than men (30.0%) to have received therapeutic massage services, Alberta men are nearly twice as likely to have received therapeutic massage treatment than they are to receive relaxation massage services.
- Likelihood of receiving therapeutic massage services increases with income. Nearly half (45.6%) of upper income Albertans received therapeutic massage services last year compared to one-third of middle income earners (33.1%) and only one-quarter (27.1%) of lower income earners.
- Middle aged Albertans are more likely to receive therapeutic massage services than are older (22.2%) and younger (29.7%) Albertans.

Region of Alberta	North	Edmonton	Calgary	South	Alberta
Yes	35.8	27.3	35.9	33.2	33.0
No	64.2	72.7	64.1	66.8	67.0

Gender*	Male	Female
Yes	30.0	36.0
No	70.0	64.0

Household Income*	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Yes	27.1	33.1	45.6
No	72.9	66.9	54.4

Religious Participation	2-3 times/month-more	Several times/year	Rarely-never
Yes	28.6	38.7	33.3
No	71.4	61.3	66.7

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Yes	22.7	33.0	36.2	36.2
No	77.3	67.0	63.8	63.8

Age	18-29	30-44	45-64	65 and older
Yes	29.7	40.3	37.7	22.2
No	70.3	59.7	62.3	77.8

Notes: Due to rounding, proportions may not total exactly 100; * sig < 0.05

Therapeutic Massage

Evaluations of benefits of therapeutic massage services received in past 12 months

Albertans who received therapeutic massage services rated the service very positively, with an overall rating of 8.4 (mean) on a scale ranging from one (no benefit) to 10 (extremely beneficial). Two of every five (40.1%) gave the service a top score of 10, while less than one in twenty-five (3.2%) rated the service lower than 5. More than nine in ten (93.0%) rated the service as better than 5.

- Women (8.8) evaluated the benefits of the services higher than did men (8.0).
- No significant regional or other demographic differences are measured.

Benefits of Therapeutic Massage Services				Summary Statistics	
Rank		Rank	(%)	Mean	Median
1 – no benefit	1.8	1-4	3.2	8.4	9.0
2	0.6	5	3.9		
3	0.5	6-9	52.9	Mode	Range
4	0.3	10	40.1	10.0	1 to 10
5	3.9				
6	4.3				
7	10.8				
8	25.0				
9	12.8				
10 – extremely beneficial	40.1				
				Standard Deviation	
				1.86	

Benefits of Therapeutic Massage Services (mean scores)

Area of Province	North	Edmonton	Calgary	South	Alberta
	8.4	8.4	8.5	8.3	8.4
Gender*	Male	Female	All Albertans		
	8.0	8.8	8.4		
Income	Under \$60,000	\$60-\$120,000	Over \$120,000		
	8.3	8.3	8.8		
Religious Participation	1-3 per month/more	Several per year	Rarely/never		
	8.3	8.8	8.3		
Age	18-29	30-44	45-64	65 and older	
	8.1	8.8	8.4	8.2	
Education	High School or Less	Some Post-secondary	College-Tech-Trade	University Grad	
	8.7	8.4	8.3	8.4	

Range = 1 (no benefit) to 10 (extremely beneficial)

Therapeutic Massage

Funding source for therapeutic massage services in past 12 months

A significant plurality of Albertans (40.0%) who received therapeutic massage services in the past twelve months paid for those services with their own funds. Over one-third (34.3%) had those services paid for through their employment benefits plans while a further one-fifth (19.5%) paid for the services by using their own private extended health plans. Very few Albertans had these services paid for by or by an auto insurance company (3.3%) or by the Alberta Workers Compensation Board (2.9%).

- Important regional and age differences are measured with southern (58.1%) Albertans (and to a lesser extent northern Albertans), and seniors (56.8%) much more likely to pay for therapeutic massage services from their own funds than are other Albertans.

Region of Alberta*	North	Edmonton	Calgary	South	All Alberta
Own funds	41.8	32.4	26.9	58.1	40.0
Company/employer	34.4	36.3	41.8	24.8	34.3
Private extended health	18.9	22.5	23.9	13.2	19.5
Auto insurance	4.1	5.9	3.0	0.8	3.3
Alberta WCB	0.8	2.9	4.5	3.1	2.9

Gender	Male	Female
Own funds	39.0	40.6
Company/employer	39.0	30.6
Private extended health	16.1	22.1
Auto insurance	1.4	5.2
Alberta WCB	4.6	1.5

Household Income	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Own funds	51.9	39.5	29.1
Company/employer	19.4	37.0	47.5
Private extended health	20.4	16.7	19.9
Auto insurance	2.8	4.9	2.8
Alberta WCB	5.6	1.9	0.7

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Own funds	43.1	46.9	42.6	32.6
Company/employer	29.3	21.9	35.8	41.3
Private extended health	19.0	20.8	18.5	19.8
Auto insurance	1.7	6.3	2.5	2.9
Alberta WCB	6.9	4.2	0.6	3.5

Age*	18-29	30-44	45-64	65 and older
Own funds	39.4	34.3	37.8	56.8
Company/employer	34.0	37.3	35.6	25.7
Private extended health	19.1	18.7	21.8	16.2
Auto insurance	6.4	3.7	2.7	0.0
Alberta WCB	1.1	6.0	2.1	1.4

Notes: Due to rounding, proportions may not total exactly 100; * sig < 0.05

Therapeutic Massage

Reason for choosing therapeutic massage services in past 12 months

A significant number of Albertans were referred to their massage therapist by a physician (31.5% including several chiropractor referrals), but more chose therapeutic massage services because of personal research, opinion or preference (41.9%). A further quarter of those choosing therapeutic massage (22.6%) were referred by a friend or family member. Very few Albertans were referred to a massage therapist by their health insurance provider (1.8%), and fewer still by the Alberta Workers Compensation Board (1.2%).

- Northern Albertans were most likely to be referred by a physician (38.6%), while Calgarians (25.2%) were the least likely to cite physician referrals and most likely to cite personal reasons (50.4%).
- Women (33.9%) were more likely to be referred by a physician than were men (28.4%), while men (28.9%) were more likely to cite family or friends as their main referral than were women (17.7%).
- No other significant differences in referral source between other demographic groups were detected.

Reasons for choosing therapeutic massage

Region*	North	Edmonton	Calgary	South	All Alberta
Personal decision	37.8	41.5	50.4	37.8	41.9
Physician referral	38.6	31.1	25.2	31.1	31.5
Friend/family referral	23.6	20.8	17.6	28.1	22.6
Health ins. referral	0.0	2.8	3.1	1.5	1.8
Auto ins. referral	0.0	2.8	2.3	0.0	1.2
WCB referral	0.0	0.9	1.5	1.5	1.0

Gender	Male	Female
Personal decision	38.7	44.4
Physician referral	28.4	33.9
Friend/family referral	28.9	17.7
Health ins. referral	0.4	2.9
Auto ins. referral	1.8	0.7
WCB referral	1.8	0.4

Household Income	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Personal decision	37.3	38.8	47.2
Physician referral	33.1	35.6	27.8
Friend/family referral	23.7	23.8	20.8
Health ins. referral	0.0	1.9	2.1
Auto ins. referral	1.7	0.0	2.1
WCB referral	4.2	0.0	0.0

Therapeutic Massage

Reasons for choosing therapeutic massage (continued)

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Personal decision	36.9	29.7	47.9	44.8
Physician referral	26.2	42.6	30.9	27.9
Friend/family referral	27.7	24.8	18.2	23.8
Health ins. referral	4.6	2.0	0.6	1.7
Auto ins. referral	1.5	0.0	2.4	0.6
WCB referral	3.1	1.0	0.0	1.2

Age	18-29	30-44	45-64	65 and older
Personal decision	35.4	42.2	42.7	48.0
Physician referral	28.3	34.1	33.3	26.7
Friend/family referral	32.3	18.5	20.3	22.7
Health ins. referral	2.0	0.7	1.6	2.7
Auto ins. referral	2.0	2.2	1.0	0.0
WCB referral	0.0	2.2	1.0	0.0

Notes: Due to rounding, proportions may not total exactly 100; * sig < 0.05

Awareness of Unregulated Professional Status of Massage Therapy Services in Alberta

A substantial majority of Albertans (62.3%) were not aware of the unregulated professional status of the massage therapy industry in Alberta. Slightly more than one-third of Albertans (37.7%) claimed knowledge of the professional status of massage therapy prior to us alerting them to the lack of a professional college of massage therapists.

- No significant differences in awareness were measured between the regions of the province, or between demographic groups.
- The only significant differences in awareness were measured between those who had received therapeutic massage services in the past year, who were the most aware of any group (43.3%) and those who did not receive therapeutic services in the past year (35.2%).
- Interestingly, differences in awareness were not as great between those who received or did not receive relaxation massages.

Region of Alberta	North	Edmonton	Calgary	South	Alberta
Yes	39.7	38.6	39.7	33.3	37.7
No	60.3	61.4	60.3	66.7	62.3

Massage Services Received (past 12 months)	Relaxation Massage		Therapeutic Massage*	
	Yes	No	Yes	No
Yes	41.3	36.7	43.3	35.2
No	58.7	63.3	56.7	64.8

Gender	Male	Female
Yes	38.1	37.3
No	61.9	62.7

Household Income	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Yes	35.3	38.5	42.0
No	64.7	61.5	58.0

Religious Participation	2-3 times/month-more	Several times/year	Rarely-never
Yes	39.9	35.8	36.9
No	60.1	64.2	63.1

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Yes	30.2	35.7	38.9	41.9
No	69.8	64.3	61.1	58.1

Age	18-29	30-44	45-64	65 and older
Yes	28.9	34.0	43.5	41.4
No	71.1	66.0	56.5	58.6

Notes: Due to rounding, proportions may not total exactly 100; * sig < 0.05

Support for the Establishment of an Alberta College of Massage Therapists

It is clear from the data below, and the expanded tables on the following page, that the vast majority of Albertans (91.9%) support the establishment of an Alberta college of massage therapists. Most of those, and a clear majority of all Albertans (57.4%) are strongly supportive, with the remainder (34.5%) somewhat supportive. Very few Albertans are somewhat opposed (4.8%), and fewer still are strongly opposed (3.3%).

- No significant regional differences in support levels were measured, although northern Albertans (95.2%) were even more universal in their support than were other Albertans.
- Similarly, women (94.5%) are more universally supportive than are their still very supportive male counterparts (89.1%).

Region of Alberta	North	Edmonton	Calgary	South	Alberta
Support	95.2	92.4	91.1	89.2	91.9
Oppose	4.8	7.6	8.9	10.8	8.1

Massage Services Received (past 12 months)	Relaxation Massage		Therapeutic Massage	
	Yes	No	Yes	No
Support	92.5	91.6	92.8	91.4
Oppose	7.5	8.4	7.2	8.6

Gender*	Male	Female
Support	89.1	94.5
Oppose	10.9	5.5

Household Income	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Support	89.7	91.5	93.1
Oppose	10.3	8.5	6.9

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Support	90.1	93.7	91.0	92.7
Oppose	9.9	6.3	9.0	7.3

Age	18-29	30-44	45-64	65 and older
Support	91.1	93.6	92.4	90.1
Oppose	8.9	6.4	7.6	9.9

Provincial Vote	NDP	Wildrose	PC	Liberal	Undecided
Support	95.3	90.3	90.3	92.7	95.9
Oppose	4.7	9.7	9.7	7.3	4.1

Notes: Due to rounding, proportions may not total exactly 100; * sig < 0.05

Support for the Establishment of an Alberta College of Massage Therapists

Region of Alberta	North	Edmonton	Calgary	South	Alberta
Strongly support	60.4	54.6	59.2	55.7	57.4
Somewhat support	34.7	37.8	31.8	33.5	34.5
Somewhat oppose	3.0	4.8	3.6	7.4	4.8
Oppose	1.8	2.8	5.3	3.4	3.3

Massage Services Received (past 12 months)	Relaxation Massage*		Therapeutic Massage*	
	Yes	No	Yes	No
Strongly support	63.4	55.2	61.6	55.1
Somewhat support	29.3	36.3	31.0	36.3
Somewhat oppose	4.7	4.9	5.3	4.5
Strongly oppose	2.5	3.6	2.1	4.0

Gender*	Male	Female
Strongly support	50.1	64.2
Somewhat support	39.0	30.3
Somewhat oppose	7.1	2.7
Oppose	3.9	2.7

Household Income	Under \$60,000	\$60,000 to \$120,000	Over \$120,000
Strongly support	59.1	58.1	54.6
Somewhat support	30.9	33.4	38.5
Somewhat oppose	5.6	5.0	3.9
Strongly oppose	4.4	3.5	3.0

Education	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Strongly support	58.7	58.6	54.9	58.2
Somewhat support	31.3	35.1	36.1	34.5
Somewhat oppose	4.8	4.2	5.1	4.9
Strongly oppose	5.2	2.1	3.9	2.4

Age	18-29	30-44	45-64	65 and older
Strongly support	56.1	56.7	58.3	57.8
Somewhat support	35.1	36.9	34.1	32.3
Somewhat oppose	5.5	4.6	5.3	3.7
Strongly oppose	3.4	1.8	2.3	6.1

Demographics (%)

Area of Province		Gender		Income		Education		Age	
Calgary	25.2	Male	49.9	Under \$60,000	35.1	H-School/less	18.2	18-29	22.1
Edmonton	25.1	Female	50.1	\$60-\$120,000	39.3	Some P-Sec.	20.0	30-44	22.5
North	23.2			Over \$120,000	25.6	Col-Tech-Grad	30.2	45-64	33.1
South	26.5					University Grad	31.6	65 or older	22.3

Mean age = 48 years old

Religious Participation

2-3/month-more	25.2
Several/year	20.6
Rarely-never	54.2

Note: Due to rounding, proportions may not total exactly 100

Questions

Thinking for a moment about massage therapy services in Alberta. Massage therapy is the manual manipulation of soft body tissues to enhance a person's health and well-being. While there are several types of massage, two general categories are *relaxation massage* and *therapeutic massage*. Relaxation Massage is most often practiced in settings like spas, wellness centers and resorts, Therapeutic Massage, also known as deep tissue, medical, or clinical massage, is practiced in settings like clinics, hospitals and chiropractic offices.

- Please tell me if you have received relaxation massage services in the past 12 months?
 - If yes, ask: On a scale that ranges from 1 to 10, with 1 being little or no benefit, and 10 being extremely beneficial, how much benefit did you receive from your last relaxation massage?
 - Please tell me who paid for this service?
- Have you received therapeutic massage treatment in the past 12 months?
 - If yes, ask: On a scale that ranges from 1 to 10, with 1 being little or no benefit, and 10 being extremely beneficial, how much benefit did you receive from your last relaxation massage?
 - Please tell me who paid for this service?
 - Please tell me what led you to choose massage therapy as a treatment?

Massage Therapy is not a regulated profession in Alberta because there is no governing association that enforces standards of practices, codes of ethics, and training requirements, as do the 30 Alberta health professional regulatory bodies such as the Alberta College of Physicians and Surgeons, the Alberta College of Dietitians, or the Alberta College of Physical Therapists.

- Please tell me if, before today, you were aware that massage therapy is not a regulate profession in Alberta?
- Please tell me whether you strongly support, somewhat support, somewhat oppose or strongly oppose the establishment of an Alberta College of Massage Therapists that would govern the standards of practices, codes of ethics, and training requirements of massage therapists in Alberta.