** Massage Therapists**

**Labor Market Information Report**

**Monterey Peninsula College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

October 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Massage Therapists compared to the demand for this occupation in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, and Santa Cruz Counties.) There is a projected annual gap of about 753 students in the Bay region and 29 students in the SC-Monterey Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1262.00 - Massage Therapy in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Monterey Peninsula College and in the region.

# Introduction

This report profiles Massage Therapists in the 12 county Bay region and in the SC-Monterey sub-region for the review of an existing program at Monterey Peninsula College.

|  |
| --- |
| * **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.
 |
| Entry-Level Educational Requirement: Postsecondary nondegree *award* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 52% |

# Occupational Demand

**Table 1. Employment Outlook for Massage Therapists in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Massage Therapists |  5,914  |  6,705  | 792 | 13% |  3,963  |  793  | $11.00 | $19.21 |

*Source: EMSI 2019.2*

**Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Massage Therapists in SC-Monterey Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Massage Therapists |  351  |  374  | 23 | 7% |  206  |  41  | $9.15 | $17.32 |

*Source: EMSI 2019.2*

**SC-Monterey Sub-Region** includes Monterey, San Benito, and Santa Cruz Counties

### Job Postings in Bay Region and SC-Monterey Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (September 2018 - August 2019)**

| Occupation | Bay Region | SC-Monterey |
| --- | --- | --- |
|  Massage Therapists | 1,372 | 23 |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Massage Therapists for latest 12 months (September 2018 - August 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Massage Therapist | 1,338 | Massage Front Desk Sales | 2 |
| Therapist, Information And Technology Industry | 10 | Skin Therapist | 1 |
| Hair Stylist | 6 | Masseur | 1 |
| Therapist | 3 | Massage Therapy Teacher | 1 |
| Massage Therapist | 2 | Mas | 1 |
| Massage Sales | 2 | Google - Inspired Massage Incubator | 1 |
| Massage Practitioner | 2 | Free Therapeutic Massage Training With Morales & Psoas Massage Bodywork | 1 |
|  |  | Cmt-Chair Massage Event | 1 |

**Table 4b. Top Job Titles for Massage Therapists for latest 12 months (September 2018 - August 2019) SC-Monterey Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | SC-Monterey | Common Title | SC-Monterey |
| Massage Therapist | 21 | Massage Practitioner | 2 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Massage Therapists in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Other Personal Care Services (812199) | 1,546 | 1,817 | 18% | 26% |
| Nail Salons (812113) | 1,092 | 1,274 | 17% | 18% |
| Beauty Salons (812112) | 966 | 1,068 | 11% | 16% |
| Hotels (except Casino Hotels) and Motels (721110) | 536 | 549 | 2% | 9% |
| Offices of All Other Miscellaneous Health Practitioners (621399) | 362 | 490 | 35% | 6% |
| Offices of Chiropractors (621310) | 347 | 366 | 5% | 6% |
| Fitness and Recreational Sports Centers (713940) | 273 | 298 | 9% | 5% |
| Diet and Weight Reducing Centers (812191) | 122 | 107 | -12% | 2% |
| Offices of Podiatrists (621391) | 83 | 92 | 11% | 1% |
| Offices of Physical, Occupational and Speech Therapists, and Audiologists (621340) | 63 | 75 | 19% | 1% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Jobs for Massage Therapists in Bay Region and SC-Monterey Sub-Region (September 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | SC-Monterey |
| Massage Envy | 161 | San Ramon Chiropractic | 6 | Massage Envy | 44 |
| Soothe | 152 | Salon Green | 6 | Soothe | 25 |
| Marriott International Incorporated | 78 | Incorporate Massage | 6 | Marriott International Incorporated | 17 |
| Soothe Inc | 45 | Athletes Performance, Inc | 6 | Soothe Inc | 15 |
| Hand And Stone Spa | 32 | Sutter Health | 5 | Salon Green | 6 |
| Bay Club | 18 | Plus One Health Management, Inc | 5 | Xpresspa | 4 |
| Equinox | 14 | Burke Williams | 5 | Incorporate Massage | 4 |
| Ulta Beauty Inc. | 11 | Active Sports Clubs | 5 | Ctm | 4 |
| Ctm | 9 | Villasport | 4 | Burke Williams | 4 |
| Xpresspa | 8 | Hyatt | 4 | Bay Club | 4 |
| HCR ManorCare | 8 | Fairmont Hotels & Resorts | 4 | Villasport | 3 |
| Exos | 8 | Chaminade Resort & Spa | 4 | HCR ManorCare | 3 |
| Interstate Hotels & Resorts | 7 | Burke Williams Spa | 4 | Elements Massage | 3 |
| Bliss Spa | 7 | Bright Skincare And Massage | 4 | Burke Williams Spa | 3 |
| Bay Club Incorporated | 7 | Benchmark Hospitality International | 4 | San Ramon Chiropractic | 2 |
| Auberge Resorts | 7 | Silverado Resort & Spa | 3 | Plus One Health Management, Inc | 2 |
| Amenify | 7 | Rosewood Hotels Resorts | 3 | Mobile Styles | 2 |

*Source: Burning Glass*

# Educational Supply

There are four (4) community colleges in the Bay Region issuing 40 awards on average annually (last 3 years) on TOP 1262.00 - Massage Therapy. There is one college (MPC) in the SC-Monterey Sub-Region issuing 12 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 1262.00 - Massage Therapy in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ units | Certificate Low unit | Total |
| De Anza College  | Silicon Valley |  5  |  3  |  11  |  19  |
| Monterey Peninsula College  | SC-Monterey |  6  |  2  |  4  |  12  |
| Skyline College  | Mid-Peninsula |  |  7  |  |  7  |
| West Valley College | Silicon Valley |  |  |  2  |  2  |
| **Total Bay Region** |  **11**  |  **12**  |  **17**  |  **40**  |
| **Total SC-Monterey Sub-Region** | **6** | **2** | **4** | **12** |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 793 annual openings for Massage Therapists and 40 annual (3-year average) awards for an annual undersupply of 753 students. In the SC-Monterey Sub-Region, there is also a gap with 41 annual openings and 12 annual (3-year average) awards for an annual undersupply of 29 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1262.00 - Massage Therapy**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | Monterey Peninsula College (All CTE Programs) | State (1262.00) | Bay (1262.00) | SC-Monterey (1262.00) | Monterey Peninsula College (1262.00) |
| % Employed Four Quarters After Exit | 74% | 69% | 66% | 62% | 63% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,272 | $5,424 | $4,515 | $3,857 | n/a |
| Median % Change in Earnings | 46% | 55% | 58% | 54% | 54% | n/a |
| % of Students Earning a Living Wage | 63% | 60% | 34% | n/a | n/a | n/a |

*Source: Launchboard Pipeline (version available on 9/26/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Massage Therapists in Bay Region (September 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Massage | 1,356 | Cardiopulmonary Resuscitation (CPR) | 52 | Product Sales | 16 |
| Massage Therapy | 1,348 | Therapeutic Massage | 46 | Retail Sales | 16 |
| Customer Service | 788 | Professional Services Marketing | 45 | Sales | 16 |
| Sports Massage | 739 | Treatment Planning | 40 | Jackson Structured Design | 15 |
| Music | 713 | Guest Services | 38 | Acupressure | 14 |
| Payment Receiving | 508 | Reflexology | 38 | Appointment Setting | 14 |
| Deep Tissue Massage | 138 | Anatomy | 37 | Customer Contact | 13 |
| Hot Stone Massage | 107 | Laundry | 30 | Physical Therapy | 12 |
| Hydrotherapy | 86 | Maintaining Supplies | 26 | Swedish Massage | 12 |
| Safety Training | 78 | Client Base Retention | 25 | Lifting Ability | 11 |
| Allergies | 77 | Aromatherapy | 24 | Oncology | 11 |
| Asset Protection | 77 | Physiology | 23 | Retail Industry Knowledge | 11 |
| Blood Pressure Measurement | 77 | Chair Massage | 22 | Social Services | 11 |
| High Blood Pressure | 77 | Skin Care | 19 | Customer Billing | 10 |
| Scheduling | 64 | Product Knowledge | 16 | Injury Prevention | 10 |

*Source: Burning Glass*

**Table 10. Certifications for Massage Therapists in the Bay Region (September 2018 - August 2019)**

Note: 73% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Massage Therapist Certification | 899 | Driver's License | 3 |
| First Aid Cpr Aed | 44 | Cosmetology License | 3 |
| Certified Medical Technologist | 18 | Certified Manager of Software Testing | 3 |
| Business License | 14 | Leadership In Energy And Environmental Design (LEED) Certified | 2 |
| American Heart Association Certification | 6 | Home Care Certificate | 2 |
| Certified Therapist | 4 | Ca License | 2 |
| Basic Life Saving (BLS) | 4 | Athletic Trainer Certification | 2 |
| Basic Cardiac Life Support Certification | 4 | Adult Education Certificate | 1 |
| Basic Cardiac Life Support Certification | 4 | Home Care Certificate | 2 |

*Source: Burning Glass*

**Table 11. Education Requirements for Massage Therapists in Bay Region**

Note: 96% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
| High school or vocational training | 328 | 4% |
| Associate Degree | 228 | 3% |
| Bachelor’s Degree or Higher | 6,836 | 93% |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

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