

# Who Are Your Students?

Exploring the ABMP Membership Survey

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## Who Am I?



ABMP Sr. Director of Marketing & Business Development.

Originally from Boston, MA. Love cooking/eating.

Passionate about people, and making good ideas great.

Also, I like data, and I coordinate our data and survey work.

Jed Heneberry

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## Who Are Your Students?



Demographics      Qualitative Responses      Attitudinal Segmentation      Putting It All Together

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## About the Data

Data presented is a combination of member and nonmember surveys and analysis of our member database.

The main survey was conducted with an outside research firm and has a margin of error of +/- 1.3 percentage points at a 95% confidence level, a very high level of confidence, and a sample size in the thousands.

Certain questions or sub-groups do create a smaller sample size.

Bottom line: we feel very good about presenting this, but that doesn't mean everything in here is an official fact.

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## About the Data

### Have a question about something on screen?

Ask and I will do my best to answer it, but we may need to follow up separately.

### Have a question about if we have data that you don't see on screen?

Please write it down and we can follow up separately.

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## Looking at the Big Picture



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### Who Am I?



Demographics

- 37
- Married
- Marketing professional



Qualitative Responses

Passionate about people, and making good ideas great.



Attitudinal Segmentation

- Product Reviews & Price Comparisons
- Action & adventure films
- Gourmet & specialty foods



Putting It All Together



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## DEMOGRAPHICS

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### Are Bodywork Students Getting Younger or Older?

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| Are Bodywork Students Getting Younger or Older?

**Neither!**

The average age of a student member when they join ABMP has been 35 for the past 5 years.

			
30% 20-29	31% 30-39	20% 40-49	12% 50-59

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| Are Bodywork Students Getting Younger or Older?

What are you seeing in your school?



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What is the Breakdown of Gender in the Massage Profession?

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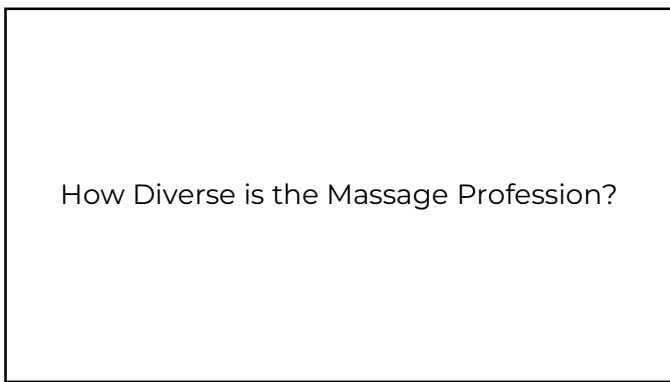
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### How Diverse is the Massage Profession?

Has anyone implemented successful strategies regarding increasing diversity at your school?

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### Where Do Professionals Work?

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### Where Do Professionals Work?



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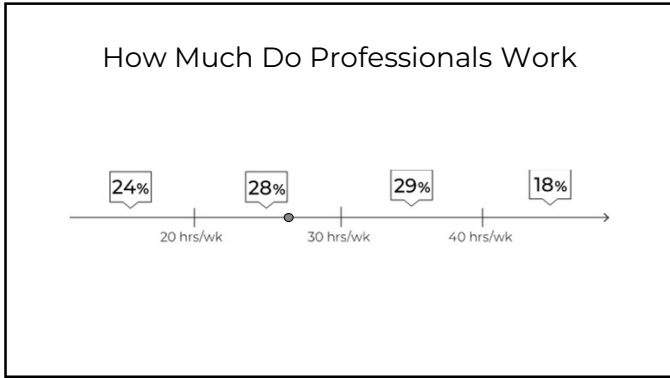
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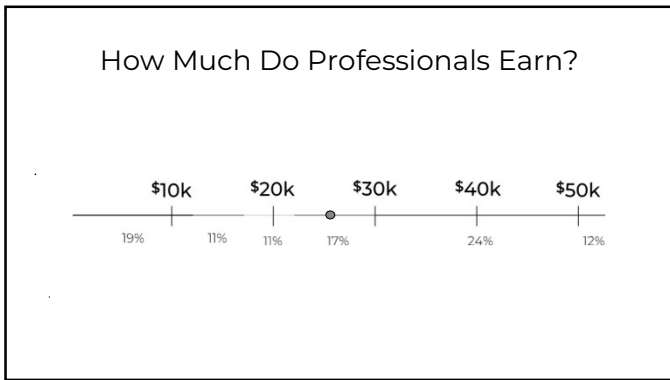
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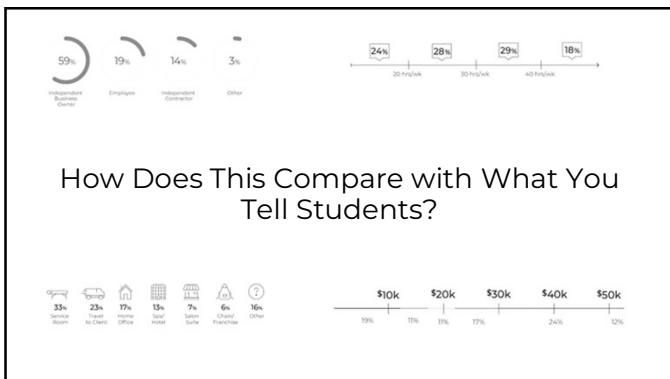
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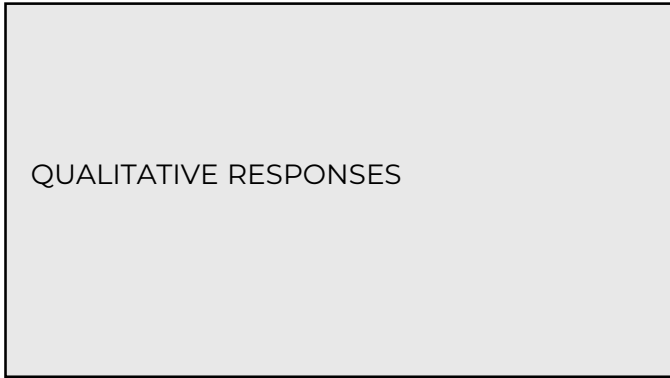
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| What Did Students Tell Us?

Where do you look for information to help you learn and advance in your profession? Choose all that apply.

Schools or Instructors	77%
Current Professionals	69%
YouTube	59%
Social Media	47%

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**What Did Students Tell Us?**

How do you usually engage with resources helpful to you in your work? Choose all that apply.

**Most popular:** Video, **75%**

**Most unique:** One-on-One Advisor, **39%**

**Most shameless plug:** Podcasts, **39%**



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**What Did Students Tell Us?**

Which of the following social media platforms do you use to find information that helps you learn and advance in your work?



YouTube	33%
Facebook	31%
Instagram	26%
Pinterest	15%
Tik Tok	12%
LinkedIn	8%
Reddit	6%

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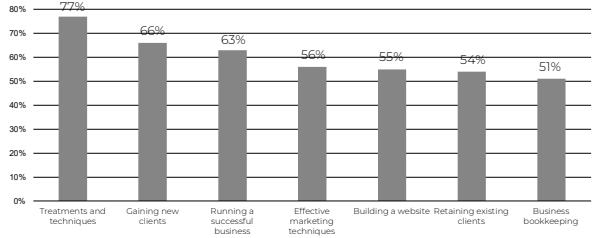
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**What Did Students Tell Us?**

What kind of information would be most helpful to you? Choose all that apply.



Treatments and techniques	77%
Gaining new clients	66%
Running a successful business	63%
Effective marketing techniques	56%
Building a website	55%
Retaining existing clients	54%
Business bookkeeping	51%

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## Slide 25

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**JH0** These images are just placeholder ideas. I do want to highlight the podcast though with this slide and talk a bit about it, so that one is a meaningful placeholder while the other isn't really

Jed Heneberry, 2022-04-08T16:07:46.775

How Do Professionals Feel About Their Career?

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How Do Professionals Feel About Their Career?

"I am satisfied with my choice of career"

8.8!

Agree on a scale of 1-10



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How Do Professionals Feel About Their Career?

Based on where you are in your career, what brings you the most satisfaction in your work?



- Helping people
- Flexible hours
- Being an independent business owner
- Following my own path for what I want in my work
- Having work that allows me to be creative
- Having work I can do anywhere I choose to live
- Making good money
- Working in an industry with people like me

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### Define the term: "Net Promoter Score"

Ask the single question, "How likely would you be to recommend this company, product, or service to a friend or colleague."

9 or 10 = **Promoter**

7 or 8 = Neutral

0-6 = **Detractor**

% of Promoters - % of Detractors = **Net Promoter Score**

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### How Do Professionals Feel About Their Career?

% of Promoters - % of Detractors = **Net Promoter Score**

Apple: 47

Marlboro: -3

Costco: 79



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### How Do Professionals Feel About Their Career?

% of Promoters - % of Detractors = **Net Promoter Score**

Apple: 47

Marlboro: -3

Costco: 79

ABMP:  
73% Promoters  
21% Neutral  
7% Detractors

$$73 - 7 = 66$$

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| How Do Professionals Feel About Their Career?

How likely would you be to recommend massage therapy as a career?

Massage therapy:  
43% Promoters  
28% Neutral  
29% Detractors

$43 - 29 = 14$

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Why Do We Think That Is?

"I am satisfied with my choice of career"  
Agree on a scale of 1-10

8.8!

Massage therapy:  
43% Promoters  
28% Neutral  
29% Detractors  
 $43 - 29 = 14$

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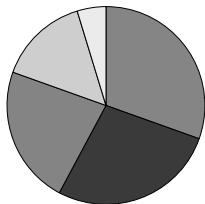
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| Why Do We Think That Is?

What are the greatest challenges you are facing with respect to your work?



- Maintaining or growing my visibility in the profession
- Finding new customers
- Keeping up with compliance requirements and regulations
- Staying competitive with others in my profession for jobs and opportunities
- Finding a more rewarding job

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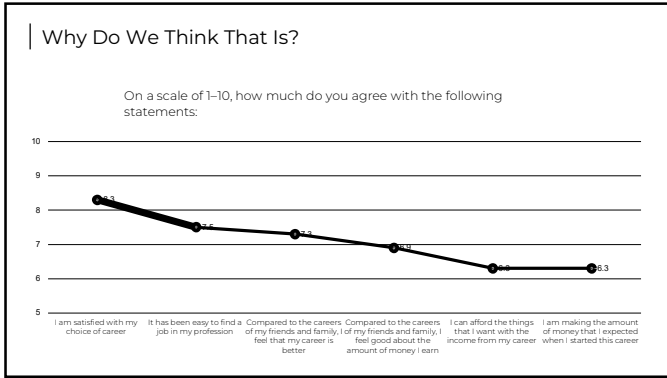
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**JH0** Things like this are probably better recreated as charts or line graphs or something? We can discuss

Jed Heneberry, 2022-04-08T16:17:20.367



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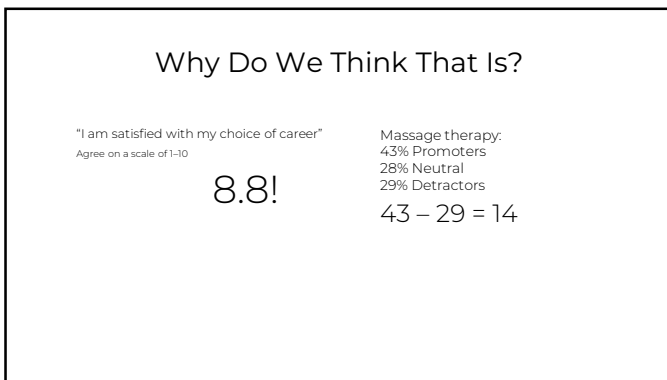
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ATTITUDINAL SEGMENTATION

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Dear Female Massage Therapist  
Age 30-39 ...

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ABMP Attitudinal Segmentation

We surveyed all of our contacts across our family of associations and email lists.

The Audience Audit firm identified people who had similar answers to a group of questions, and created profiles based on those answers.

We are then able to use those segments as filters within other questions.

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Overview: Guides



Maria

I feel a calling to do the work I do.  
People look to me for guidance about succeeding in my profession.  
I do the work I do to help people feel good about themselves.  
My profession needs to adapt in a transformative way to succeed in the future.  
I am excited about the opportunities to excel in the next few years.

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### Overview: Groupies



I think the main membership associations for my profession include plenty of people like me.  
 Liability insurance is critical for professionals like me.  
 Membership associations are a good place to find quality professional development opportunities.  
 Associations are the best source of people with experience in my profession.

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### Overview: Grinders



I worry about being competitive in my profession if I can't keep up with trends and developments.  
 It's harder than ever to be successful in my profession.  
 I worry about my ability to adapt to the challenges my profession is facing in the next few years.  
 Working in my profession is very stressful.

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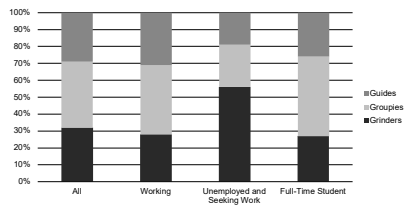
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### ABMP Attitudinal Segmentation

These profiles are found across all of our associations, groups, and market segments in different proportions, with a rough 33/33/33 breakdown overall.



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### Guides / Groupies / Grinders

How do these groups show up in your school?

Maria Susan Ashley

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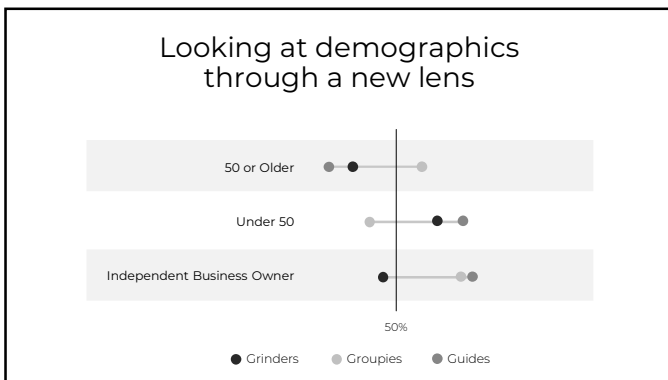
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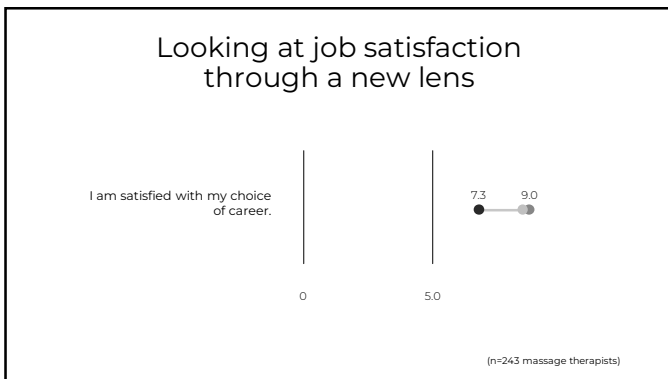
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PUTTING IT ALL TOGETHER

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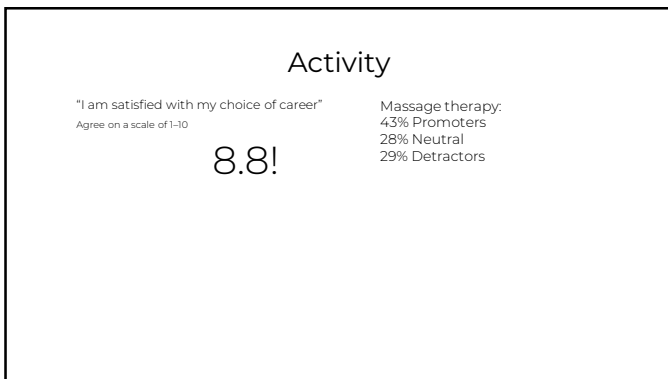
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### Activity

"I am satisfied with my choice of career"  
Agree on a scale of 1-10

8.8!

Massage therapy:  
43% Promoters  
28% Neutral  
29% Detractors

Questions for Consideration

- Why do you think this disconnect exists?
- What would make a person neutral?
- What would move a neutral person to be a promoter?
- What would make a person a detractor?
- What would move a detractor to a promoter?
- What would prevent someone from becoming a detractor in the first place?
- What else should we be considering?

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### Activity

"I am satisfied with my choice of career"  
Agree on a scale of 1-10

8.8!

Massage therapy:  
43% Promoters  
28% Neutral  
29% Detractors

1. Taking into account your experience and the data we have reviewed, revisit this conversation at your table.
2. Nominate 1 person to record thoughts and ideas.
3. Spend **5 minutes** discussing potential reasons for this situation.
4. Spend **10 minutes** brainstorming ideas to create more promoters and fewer detractors.
5. I will ask for volunteers to share at the end.

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### Activity

"I am satisfied with my choice of career"  
Agree on a scale of 1-10

8.8!

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Questions for Consideration

- Why do you think this disconnect exists?
- What would make a person neutral?
- What would move a neutral person to be a promoter?
- What would make a person a detractor?
- What would move a detractor to a promoter?
- What would prevent someone from becoming a detractor in the first place?
- What else should we be considering?

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# Who Are Your Students?

Exploring the ABMP Membership Survey

**THANK YOU!!**

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