



PROFESSION ADVANCEMENT

Americans Say Acupuncture is on Their To-Do List

Editorial Staff

Prepare yourself for more patients—according to a recent study, the MINDBODY Wellness Index, Americans are curious about acupuncture.

The survey, taken by nearly 17,000 participants, indicates that acupuncture ranks as the top integrative health service people want to try. In fact, 29 percent of respondents selected acupuncture over massage, acupressure, nutrition counseling, and others.¹ Survey results also show acupuncture is the most popular for all age groups and genders with the exception of 18-25 year-old women, where it came in second behind massage services.

An interesting discovery—men prioritize integrative health slightly more than women (32 percent versus 29 percent). Men also spend more money on integrative health services than women (\$300 versus \$228 annually). However, fewer men have actually tried integrative health services.



It's important to note that last year Americans spent \$14.7 billion out-of-pocket on services from complementary practitioners. About one-third of this was spent on conventional services. Around 30 percent of Americans prioritize integrative health through services like massage, acupuncture, chiropractic care, alternative health care, and others.

Overall, consumers ages 26–45 spend more per year (\$312 average) than 18–25 year-olds (\$204) and 46–65 year-olds (\$228). In addition, 37 percent of Americans go to an integrative health practitioner three or more times a year. Unfortunately, the older age group engages less often in integrative health activities than the younger generation.

Reference

1. 2019 MINDBODY Wellness Index: Integrative Health in America. [MINDBODY](#), 2019.

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