

Here They Come!

This graph shows the increase in first-time users of massage and other CAM therapies by decade. These changes are expressed in "% person years," a measurement that incorporates the number of new users and the number of years in that decade that use continued. The trends expressed by this data are more important than the specific "person years" noted, as this value does not directly correlate with a particular percentage of the U.S. population.

Source: Kessler RC, Davis RB, Foster DF, et al. Long-term trends in the use of complementary and alternative medical therapies in the United States. *Annals of Internal Medicine* 2001;135, pp262-68.

