

Fitness Trainers and Aerobics Instructors

Labor Market Analysis: San Diego County

May 2019

Summary

- Do not Proceed
- Proceed with Caution
- Proceed

**PROCEED WITH
NEW PROGRAM?**



**SUPPLY
GAP?**



**AT OR ABOVE
THE LIVING WAGE**

- High
- Medium
- Low

**NUMBER OF
INSTITUTIONS THAT
PROVIDE TRAINING**

- High
- Medium
- Low

**NUMBER OF ANNUAL
JOB OPENINGS**

- Bachelor's Degree+
- Associate Degree
- Some College or Certificate
- High School Diploma or Equivalent
- Less than a HS Diploma
- Apprenticeship

**EXPECTED LEVEL
OF EDUCATION**

According to available labor market information, there is a large demand for *Fitness Trainers and Aerobics Instructors* in San Diego County. *Fitness Trainers and Aerobics Instructors* have a labor market demand of 988 annual job openings, while average demand for an occupation in San Diego County is 277 annual job openings. Seven educational institutions in San Diego County supply 114 awards for this occupation, suggesting that there is a supply gap. However, this supply number does not include people currently in the labor force looking for work as *Fitness Trainers and Aerobics Instructors*. This occupation's entry-level earnings are not higher than the Self-Sufficiency Standard (\$15.99 per hour); however, its median wages are higher than the Self-Sufficiency Standard (i.e., living wage).

Introduction

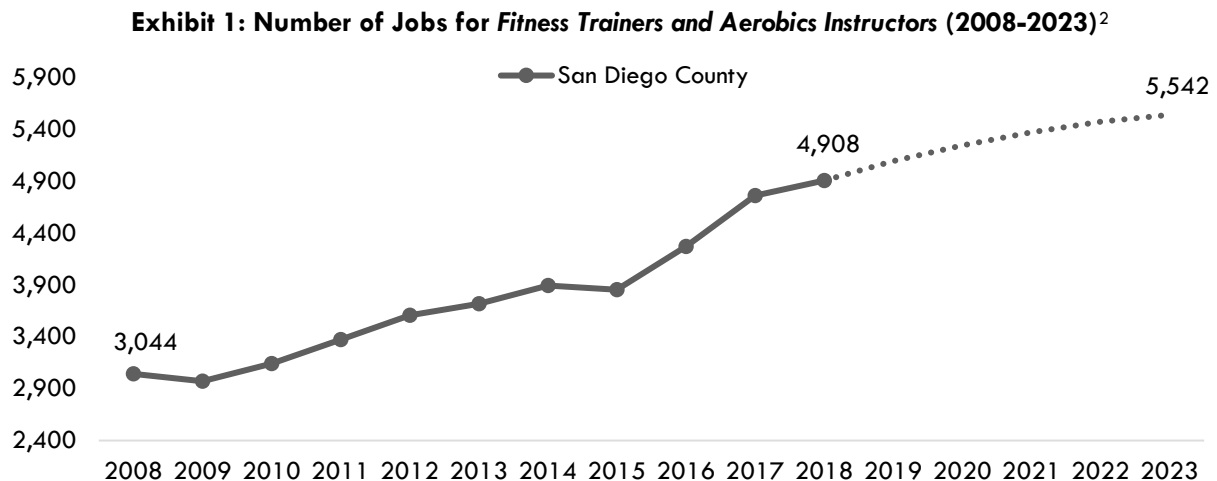
This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)¹ system:

Fitness Trainers and Aerobics Instructors (SOC 39-9031): Instruct or coach groups or individuals in exercise activities. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills. Sample reported job titles include:

- Yoga Instructor
- Personal Trainer
- Group Fitness Instructor
- Group Exercise Instructor
- Fitness Specialist
- Fitness Consultant
- Certified Personal Trainer
- Fitness Instructor

Projected Occupational Demand

Between 2018 and 2023, *Fitness Trainers and Aerobics Instructors* are projected to increase by **634** jobs or **13** percent (Exhibit 1). Employers in San Diego County will need to hire **988** workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.



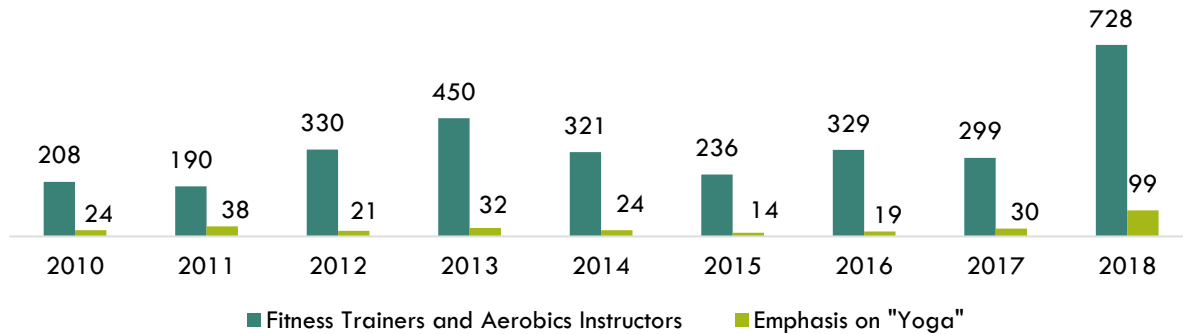
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

² Emsi 2019.02; QCEW, Non-QCEW, Self-Employed.

Online Job Postings

Between 2010 and 2018, there was an average of 343 online job postings per year for *Fitness Trainers and Aerobics Instructors* in San Diego County. Of those postings, there was an average of 33 online job postings per year listing “yoga” as a skill (Exhibit 2).

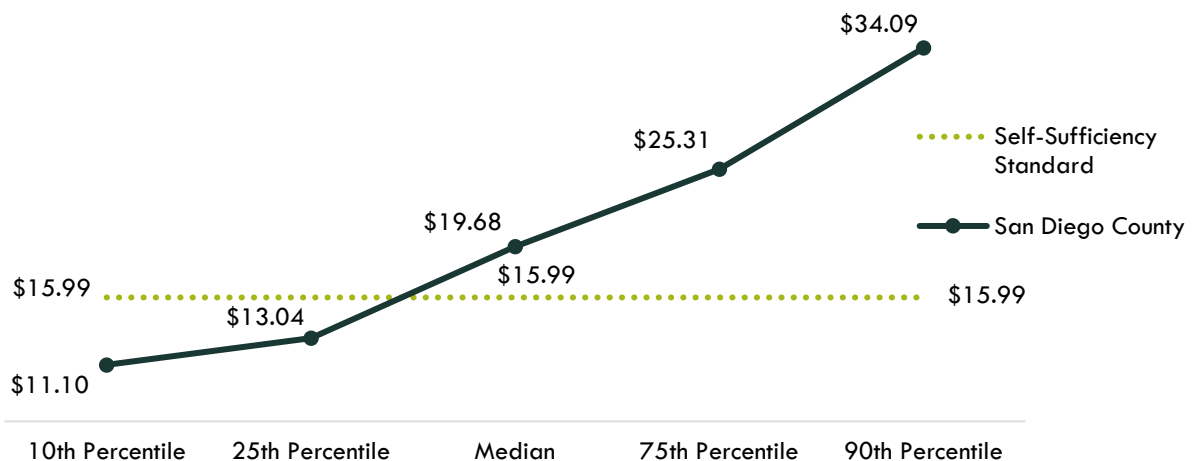
Exhibit 2: Number of Online Job Postings for *Fitness Trainers and Aerobics Instructors* in San Diego County (2010-2018)³



Earnings

Fitness Trainers and Aerobics Instructors receive median hourly earnings of \$19.68; this is higher than the Self-Sufficiency Standard for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3).⁴

Exhibit 3: Hourly Earnings⁵ for *Fitness Trainers and Aerobics Instructors* in San Diego County⁶



³ Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool.” 2010-2018.

⁴ The self-sufficiency wage in San Diego for one adult is \$15.99 (insightcced.org/2018-self-sufficiency-standard).

⁵ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁶ Emsi 2019.02; QCEW, Non-QCEW, Self-Employed.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁷ There are **two** TOP codes and **two** CIP codes related to *Fitness Trainers and Aerobics Instructors* (Exhibit 4).

Exhibit 4: Related TOP and CIP Codes for *Fitness Trainers and Aerobics Instructors*

<i>Fitness Trainers and Aerobics Instructors</i>
TOP 083520: Fitness Trainer
TOP 122800: Athletic Training and Sports Medicine
CIP 31.0507: Physical Fitness Technician
CIP 51.0913: Athletic Training/Trainer

According to TOP data, **six** community colleges supply the region with awards for these occupations: [MiraCosta College](#), [Palomar College](#), [San Diego City College](#), [San Diego Mesa College](#), [San Diego Miramar College](#), and [Southwestern College](#). According to CIP data, **one** non-community college supplies the region with awards, [Mueller College](#) (Exhibit 5).

Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2013-14 through PY2016-17 Average)

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY14-15 to PY16-17)	Other Educational Institutions 3-Yr Annual Average Awards (PY13-14 to PY15-16)	3-Yr Total Average Supply (PY13-14 to PY16-17)
083520	Fitness Trainer	107	0	107
	• MiraCosta	65	0	
	• Palomar	0	0	
	• San Diego City	9	0	
	• San Diego Mesa	4	0	
	• San Diego Miramar	20	0	
	• Southwestern	9	0	

⁷ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

31.0507	Physical Fitness Technician	0	7	7
	• Mueller	0	7	
			Total	114

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁸ suggests that there is a **supply gap** for this occupation in San Diego County, with **988** annual openings and **114** awards. Comparatively, there are **8,853** annual openings in California and **1,606** awards⁹ (Exhibit 6).

Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	988	114	874
California	8,853	1,606	7,247

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

Student Outcomes

Based on the information available in the CTE LaunchBoard, students who took courses in the related TOP codes exhibited the following outcomes (Exhibit 7).

Exhibit 7: Strong Workforce Program Metrics for TOP 083520: Fitness Trainer San Diego-Imperial Region vs. California (PY2015-16)

Metric	San Diego-Imperial	California
Number of course enrollments ¹⁰	1,851	5,671

⁸ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁹ Centers of Excellence Student Outcomes supply table (coecc.net/Supply-and-Demand.aspx).

¹⁰ The number of enrollments in courses assigned to the TOP code in the selected year.

Metric	San Diego-Imperial	California
Completed 12+ CTE units in one year ¹¹	65	311
Completed 48+ CTE contact hours in one year ¹²	N/A	N/A
Number of students who got a degree or certificate ¹³	116	233
Number of students who transferred ¹⁴	115	375
Employed in the second fiscal quarter after exit ¹⁵	58%	62%
Employed in the fourth fiscal quarter after exit ¹⁶	54%	61%
Job closely related to field of study ¹⁷	N/A	N/A
Median earnings in the second fiscal quarter after exit ¹⁸	\$5,903	\$5,506
Median change in earnings ¹⁹	19%	26%
Attained a living wage ²⁰	39%	34%

Top Employers and Work Locations

Between January 1, 2016 and December 31, 2018, the top five employers in San Diego County for this occupation were [24 Hour Fitness](#), [Exos](#), [YMCA](#), [Meditfit Corporate Services](#), and [Sharp Healthcare](#) (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for *Fitness Trainers and Aerobics Instructors*²¹

Top Employers	
<ul style="list-style-type: none"> • 24 Hour Fitness • Exos • YMCA • Medifit Corporate Services • Sharp Healthcare 	<ul style="list-style-type: none"> • Active Sports Clubs • Sunsational Swim School • Crunch Fitness • Equinox • Michaels Arts and Crafts

¹¹ The number of students who completed 12 or more credit CTE units.

¹² The number of students who completed 48 or more noncredit CTE instructional contact hours.

¹³ The number of unduplicated students who earned a locally-issued certificate, Chancellor's Office approved certificate, associate degree, and/or California Community Colleges bachelor's degree in the selected TOP code.

¹⁴ Students who took non-introductory courses or completed a California Community Colleges Chancellor's Office award in the selected TOP code in selected year who subsequently enrolled for the first time in a four-year institution the following year.

¹⁵ Among all exiters with a valid SSN, the percentage who were employed two quarters after exiting California Community Colleges.

¹⁶ Among exiting students with a valid SSN, the percentage who were employed four quarters after exiting California Community Colleges.

¹⁷ Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

¹⁸ Among exiting students, the median second-quarter earnings one year after the year in which they exited California Community Colleges.

¹⁹ Among exiting students with a valid SSN, the percentage change in earnings one year before and one year after exiting California Community Colleges.

²⁰ Among completers and skills builders who exited, the proportion of students who attained a living wage.

²¹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

Skills, Education, and Certifications

Exhibit 9 indicates the educational attainment for the occupation found currently in the national labor force. The typical training for this occupation is *short-term on-the-job training*. The typical entry-level education is a *high school diploma or equivalent*.²²

Exhibit 9: National Educational Attainment of *Fitness Trainers and Aerobics Instructors*²³

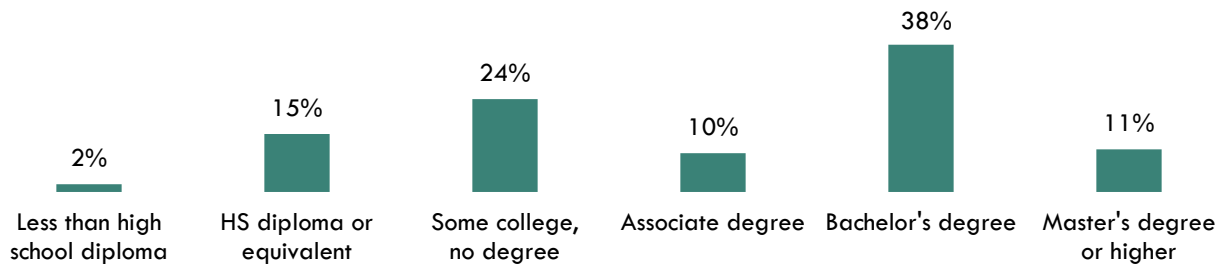


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

Exhibit 10: Top Skills for *Fitness Trainers and Aerobics Instructors* in San Diego County²⁴

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Cardiopulmonary Resuscitation (CPR) • Teaching • Group Fitness • Aerobics • Scheduling 	<ul style="list-style-type: none"> • Communication Skills • Physical Abilities • Energetic • Positive Disposition • Research 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft PowerPoint • Microsoft Word • Adobe InDesign • Adobe Photoshop

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²² Emsi 2019.02; QCEW, Non-QCEW, Self-Employed.

²³ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified October 18, 2018. bls.gov/emp/tables/educational-attainment.htm.

²⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.