

Exercise Trainers and Group Fitness Instructors

Labor Market Analysis: San Diego County

May 2021

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	MINIMUM EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 Proceed with Caution	 	 	<input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	<input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma
 	<p>MEDIUM</p> 	<p>HIGH</p> 	<input type="checkbox"/> Apprenticeship

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Exercise Trainers and Group Fitness Instructors* in San Diego County have a labor market demand of 907 annual job openings (while average demand for a single occupation in San Diego County is 277 annual job openings), and six educational institutions in San Diego County supply 124 awards for this occupation, suggesting that there is a supply gap in the labor market. Entry-level wages are below the living wage and median wages for this occupation are at the living wage. The COE recommends proceeding with caution when developing a new program because entry-level wages are below the living wage while 1) a high number of annual job openings exist and 2) a supply gap exists for this occupation. Colleges should note that **the percentage of students who complete a related program and earn a living wage is lower than students who complete Career Education programs in general.**

Introduction

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

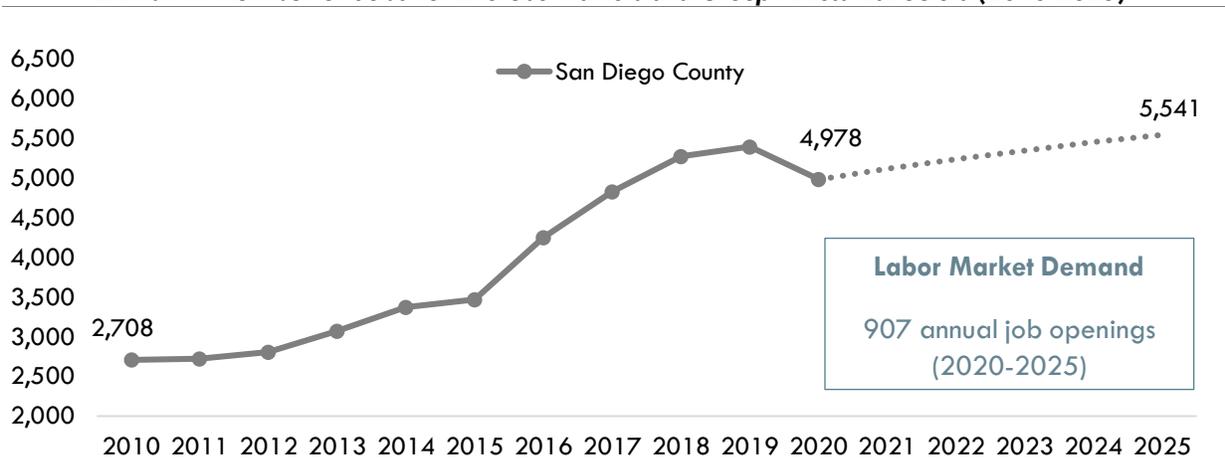
Exercise Trainers and Group Fitness Instructors (SOC 39-9031): Instruct or coach groups or individuals in exercise activities for the primary purpose of personal fitness. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills. Develop and implement individualized approaches to exercise. Sample reported job titles include:

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

Projected Occupational Demand

Between 2020 and 2025, *Exercise Trainers and Group Fitness Instructors* are projected to increase by **563** net jobs or **11** percent (Exhibit 1). Employers in San Diego County will need to hire **907** workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for Exercise Trainers and Group Fitness Instructors (2010-2025)²



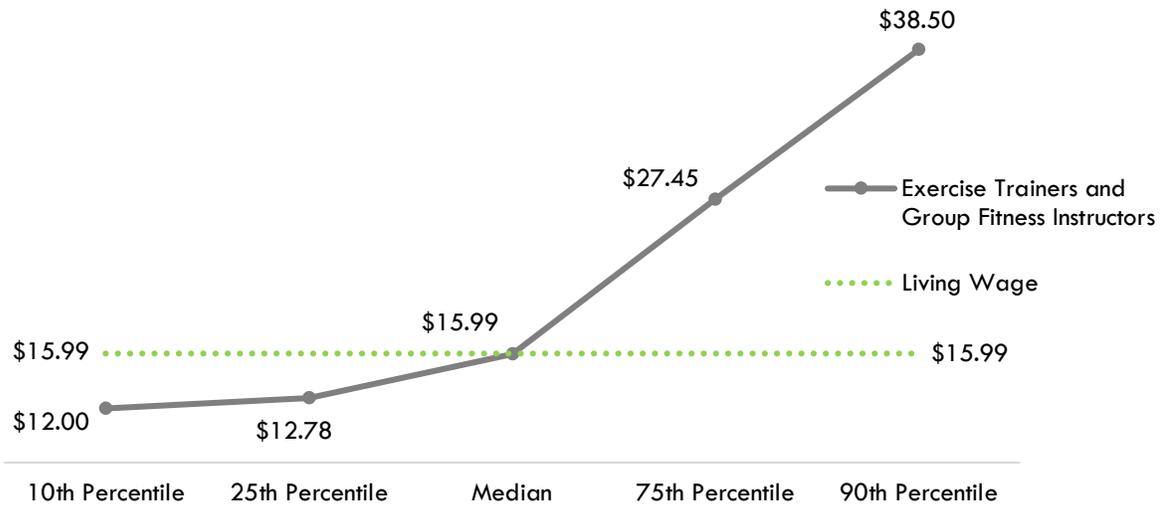
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

² EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

Earnings

Exercise Trainers and Group Fitness Instructors receive entry-level hourly earnings of \$12.78; this is less than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 2).³

Exhibit 2: Average Hourly Earnings⁴ for *Exercise Trainers and Group Fitness Instructors* in San Diego County⁵



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.⁶ There are two TOP codes and two CIP codes related to *Exercise Trainers and Group Fitness Instructors* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Exercise Trainers and Group Fitness Instructors*

TOP or CIP Code	TOP or CIP Program Title
TOP 0835.20	Fitness Trainer
TOP 1228.00	Athletic Training and Sports Medicine
CIP 31.0507	Physical Fitness Technician
CIP 51.0913	Athletic Training/Trainer

³ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

⁴ 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.

⁵ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

⁶ 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).

According to TOP data, six community colleges supply the region with awards for this occupation: MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, San Diego Miramar College and Southwestern College. According to CIP data, no non-community-college institutions supply the region with awards (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2016-17 through PY2019-20 Average)**

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY14-15 to PY18-19)
0835.20	Fitness Trainer	124	0	124
	• MiraCosta	76	0	
	• Palomar	1	0	
	• San Diego City	8	0	
	• San Diego Mesa	6	0	
	• San Diego Miramar	17	0	
	• Southwestern	16	0	
			Total	124

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁷ suggests that there is a supply gap for this occupation in San Diego County, with 907 annual openings and 124 awards. Comparatively, there are 8,532 annual openings in California and 721 awards, suggesting that there is also a supply gap across the state⁸ (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	907	124	783
California	8,532	721	7,811

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.

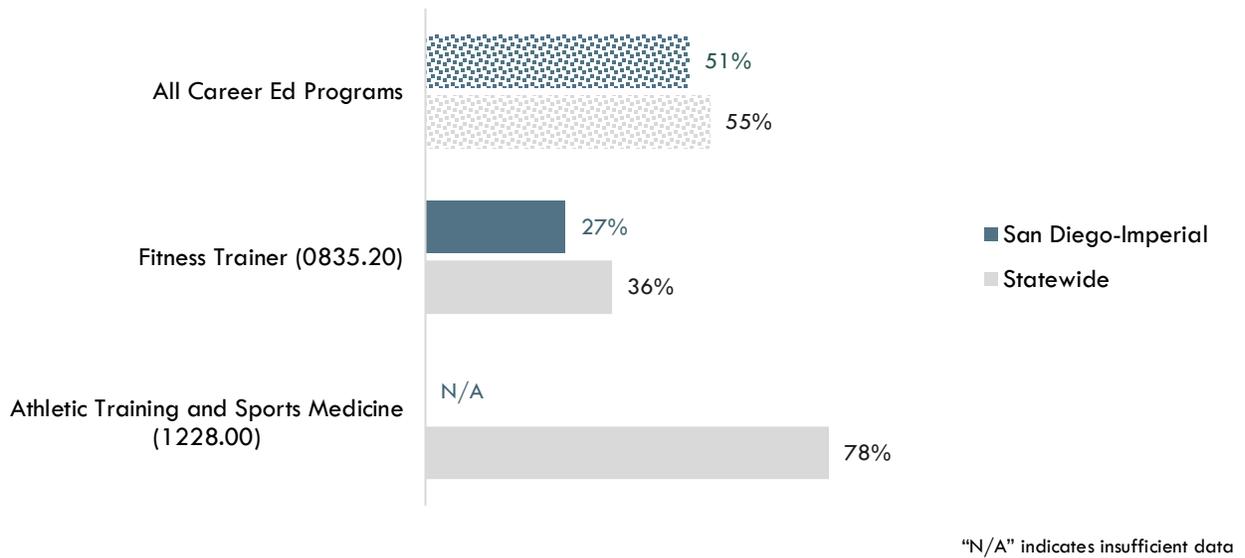
⁷ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁸ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 27 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Exercise Trainers and Group Fitness Instructors*, compared to 36 to 78 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).⁹

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2017-18¹⁰

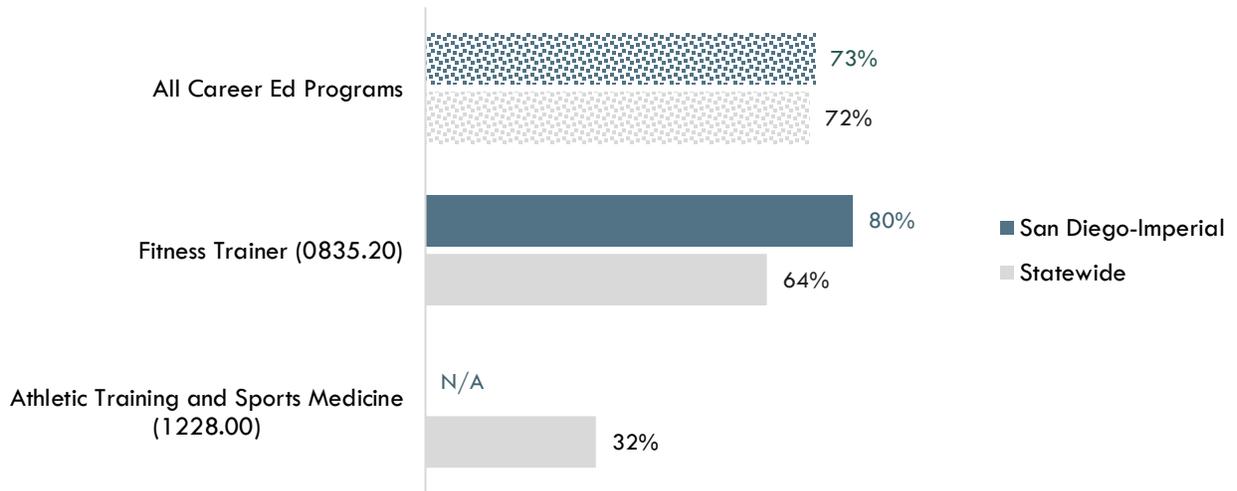


⁹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁰ Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 80 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Exercise Trainers and Group Fitness Instructors*, compared to 32 to 64 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹¹

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2016-17¹²



"N/A" indicates insufficient data

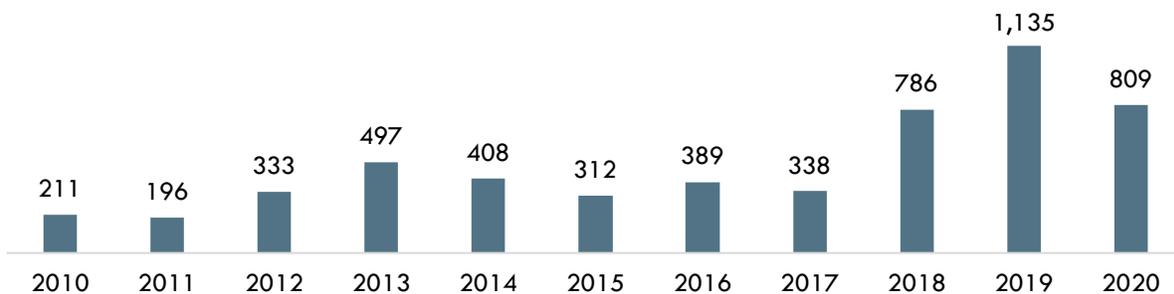
¹¹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹² Most recent year with available data is Program Year 2016-17. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 492 online job postings per year for *Exercise Trainers and Group Fitness Instructors* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

Exhibit 7: Number of Online Job Postings for Exercise Trainers and Group Fitness Instructors in San Diego County (2010-2020)¹³



Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for *Exercise Trainers and Group Fitness Instructors* were 24 Hour Fitness, YMCA, EXOS, Chuze Fitness, and Planet Fitness based on online job postings (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for Exercise Trainers and Group Fitness Instructors¹⁴

Top Employers	
<ul style="list-style-type: none">• 24 Hour Fitness• YMCA• EXOS• Chuze Fitness• Planet Fitness	<ul style="list-style-type: none">• Sharp Healthcare• Crunch• Active Sports Clubs• Plus One Health Management• Equinox

¹³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Education, Skills, and Certifications

Exhibit 9 indicates the educational attainment for the occupation found currently in the national labor force. The typical entry-level education is a **bachelor's degree**.¹⁵

Exhibit 9: National Educational Attainment of Exercise Trainers and Group Fitness Instructors¹⁶

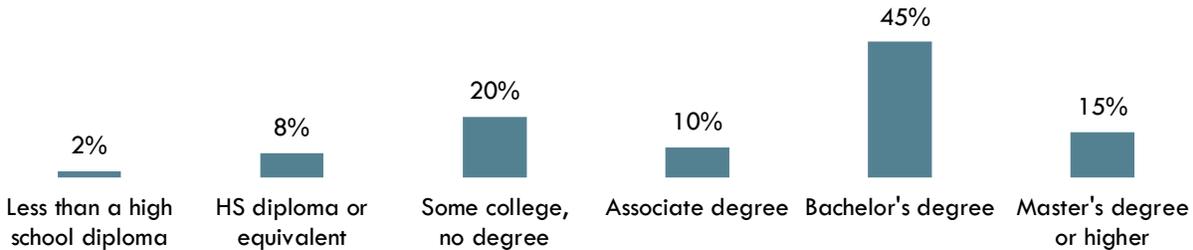


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 10: Top Skills for Exercise Trainers and Group Fitness Instructors in San Diego County¹⁷

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Cardiopulmonary Resuscitation • Teaching • Group Fitness • Fitness • Customer Service • Yoga • Aerobics • Client Base Retention • Product Sales • Automated External Defibrillator • Scheduling • Pilates • Zumba • Administrative Functions • Lifting Ability 	<ul style="list-style-type: none"> • Communication Skills • Physical Abilities • Energetic • Research • Positive Disposition • Organizational Skills • Creativity • Building Effective Relationships • Teamwork / Collaboration • Writing • Planning • Computer Literacy • Multi-Tasking • Detail-Oriented • Problem Solving 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word • Microsoft PowerPoint • Facebook • Microsoft Outlook • Google Docs • SQL • Social Media Platforms • JavaScript • Active Server Pages • AngularJS • Microsoft Access • MongoDB • NoSQL • Object Oriented Development Software

¹⁵ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

¹⁶ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. bls.gov/emp/tables/educational-attainment.htm.

¹⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 11: Top Certifications for *Exercise Trainers and Group Fitness Instructors* in San Diego County¹⁸

Top Certifications in Online Job Postings

1. First Aid CPR AED
2. Personal Fitness Trainer Certification
3. Group Exercise Instructor
4. Certified Fitness Instructor
5. Water Safety Instructor
6. AFAA Certification
7. Basic Life Saving (BLS)
8. Sports Medicine Certification
9. American Heart Association Certification
10. Security Clearance
11. Basic Cardiac Life Support Certification
12. CDL Class B
13. Bio-Hazard Certification
14. Certified Pilates Instructor
15. Certified Recreational Therapist

¹⁸ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

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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.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.