







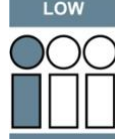


Fitness and Wellness Occupations

Labor Market Analysis: Imperial County

September 2021

Summary

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

This brief provides labor market information about *Fitness and Wellness Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Fitness and Wellness Occupations* include “Exercise Trainers and Group Fitness Instructors” and “Dietetic Technicians.” According to available labor market information, *Fitness and Wellness Occupations* in Imperial County have a labor market demand of four annual job openings (while average demand for a single occupation in Imperial County is 12 annual job openings), and no institutions supply awards for these occupations, suggesting that there is a supply gap in the labor market. Entry-level wages are below the living wage, but median wages are above the living wage. This brief recommends proceeding with caution when developing a new program and supports a program modification because 1) a small supply gap exists in the region; and 2) although entry-level earnings are below the living wage, median wages are above the living wage. The colleges should note that the percentage of students who earn a living wage after completing a related program in the region is below the percentage of students statewide who complete Career Education programs in general.

Introduction

This report provides labor market information in Imperial County for the following occupational codes 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.
- **Dietetic Technicians (SOC 29-2051):** Assist in the provision of food service and nutritional programs, under the supervision of a dietitian. May plan and produce meals based on established guidelines, teach principles of food and nutrition, or counsel individuals.

For the purpose of this report, these occupations are referred to as *Fitness and Wellness Occupations*.

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).

Projected Occupational Demand

Between 2020 and 2025, *Fitness and Wellness Occupations* are projected to increase by **six** net jobs or **32** percent (Exhibit 1a). Employers in Imperial County will need to hire **four** workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1a: Number of Jobs for *Fitness and Wellness Occupations* (2010-2025)²

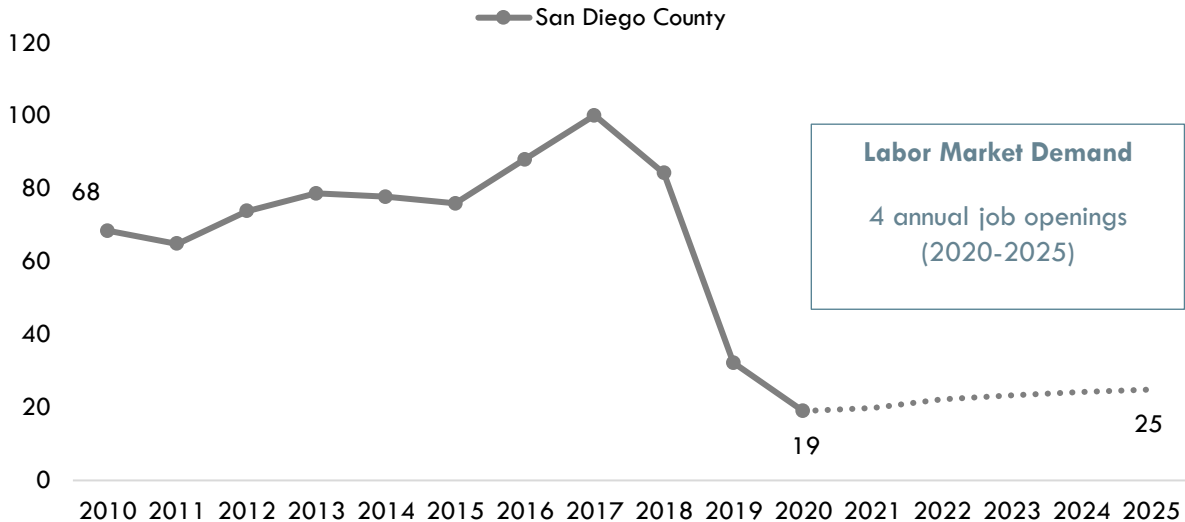


Exhibit 1b disaggregates the projected number of jobs change by occupation. “Exercise Trainers and Group Fitness Instructors” are projected to have the most labor market demand between 2020 and 2025, with **four** annual job openings.

Exhibit 1b: Number of Jobs for *Fitness and Wellness Occupations* in Imperial County (2020-2025)³

Occupational Title	2020 Jobs	2025 Jobs	2020 - 2025 Net Jobs Change	2020-2025 % Net Jobs Change	Annual Job Openings (Demand)
Exercise Trainers and Group Fitness Instructors	19	25	6	32%	4
Dietetic Technicians	0	0	0	0%	0
Total	19	25	6	32%	4

² EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

³ EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

Earnings

Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for “Exercise Trainers and Group Fitness Instructors” are \$12.70.

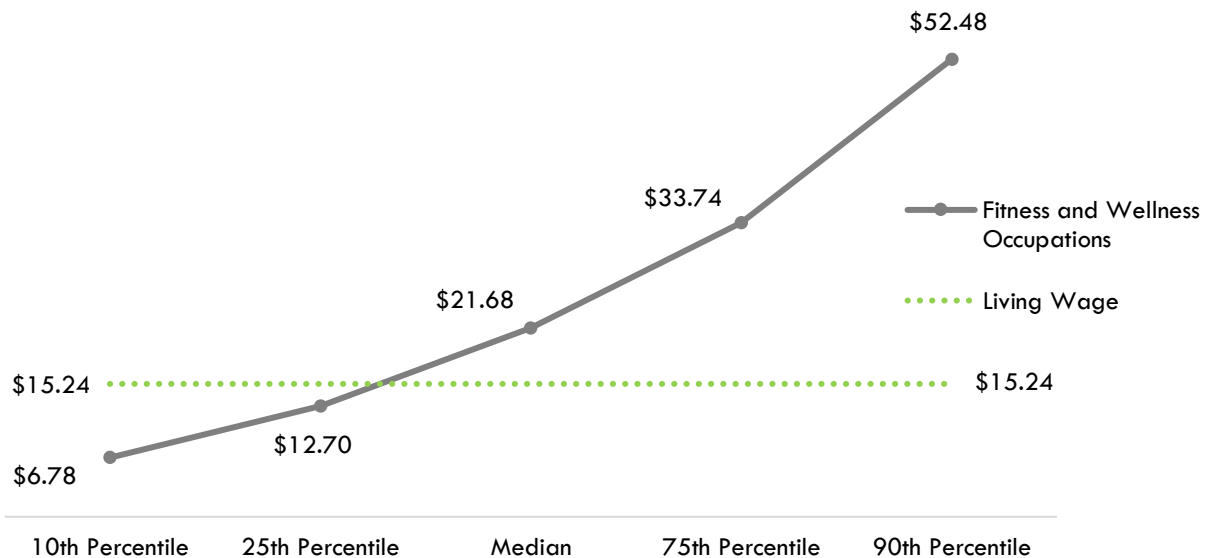
Exhibit 2a: Hourly Earnings for *Fitness and Wellness Occupations* in Imperial County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Exercise Trainers and Group Fitness Instructors	\$12.70	\$21.68	\$33.74
Dietetic Technicians	N/A	N/A	N/A

“N/A” indicates insufficient data

On average, the entry-level hourly earnings for *Fitness and Wellness Occupations* are \$12.70; this is less than the living wage for a household of two adults and two school-age children in Imperial County, which is \$15.24 per hour (Exhibit 2b).⁵

Exhibit 2b: Average Hourly Earnings⁶ for *Fitness and Wellness Occupations* in Imperial County⁷



⁴ EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

⁵ “Family Needs Calculator (formerly the California Family Needs Calculator),” Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

⁶ 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.

⁷ EMSI 2021.2; 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.⁸ There are five TOP codes and eight CIP codes related to *Fitness and Wellness Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Fitness and Wellness Occupations*⁹

TOP or CIP Code	TOP or CIP Program Title
TOP 0835.20	Fitness Trainer
TOP 1228.00	Athletic Training and Sports Medicine
TOP 1306.00	Nutrition, Foods, and Culinary Arts
TOP 1306.20	Dietetic Services and Management
TOP 1306.60	Dietetic Technology
CIP 12.0500	Cooking and Related Culinary Arts, General
CIP 12.0599	Culinary Arts and Related Services, Other
CIP 19.0501	Foods, Nutrition, and Wellness Studies, General
CIP 19.0505	Foodservice Systems Administration/Management
CIP 31.0507	Physical Fitness Technician
CIP 51.0913	Athletic Training/Trainer
CIP 51.3103	Dietetic Technician
CIP 51.3104	Dietitian Assistant

⁸ 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).

⁹ This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes in the Exhibit 3.

According to TOP data, no community colleges supply the region with awards for these occupations. According to CIP data, no non-community-college institution 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 (PY16-17 to PY19-20)
0835.20	Fitness Trainer	0	0	0
1228.00	Athletic Training and Sports Medicine	0	0	0
1306.00	Nutrition, Foods, and Culinary Arts	0	0	0
1306.20	Dietetic Services and Management	0	0	0
1306.60	Dietetic Technology	0	0	0

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹⁰ suggests that there is a **supply gap** for these occupations in Imperial County, with **four** annual openings and **zero** awards. Comparatively, there are **7,913** annual openings in California and **1,115** awards, suggesting that there is a supply gap across the state¹¹ (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
Imperial	4	0	4
California	7,913	1,115	6,798

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.

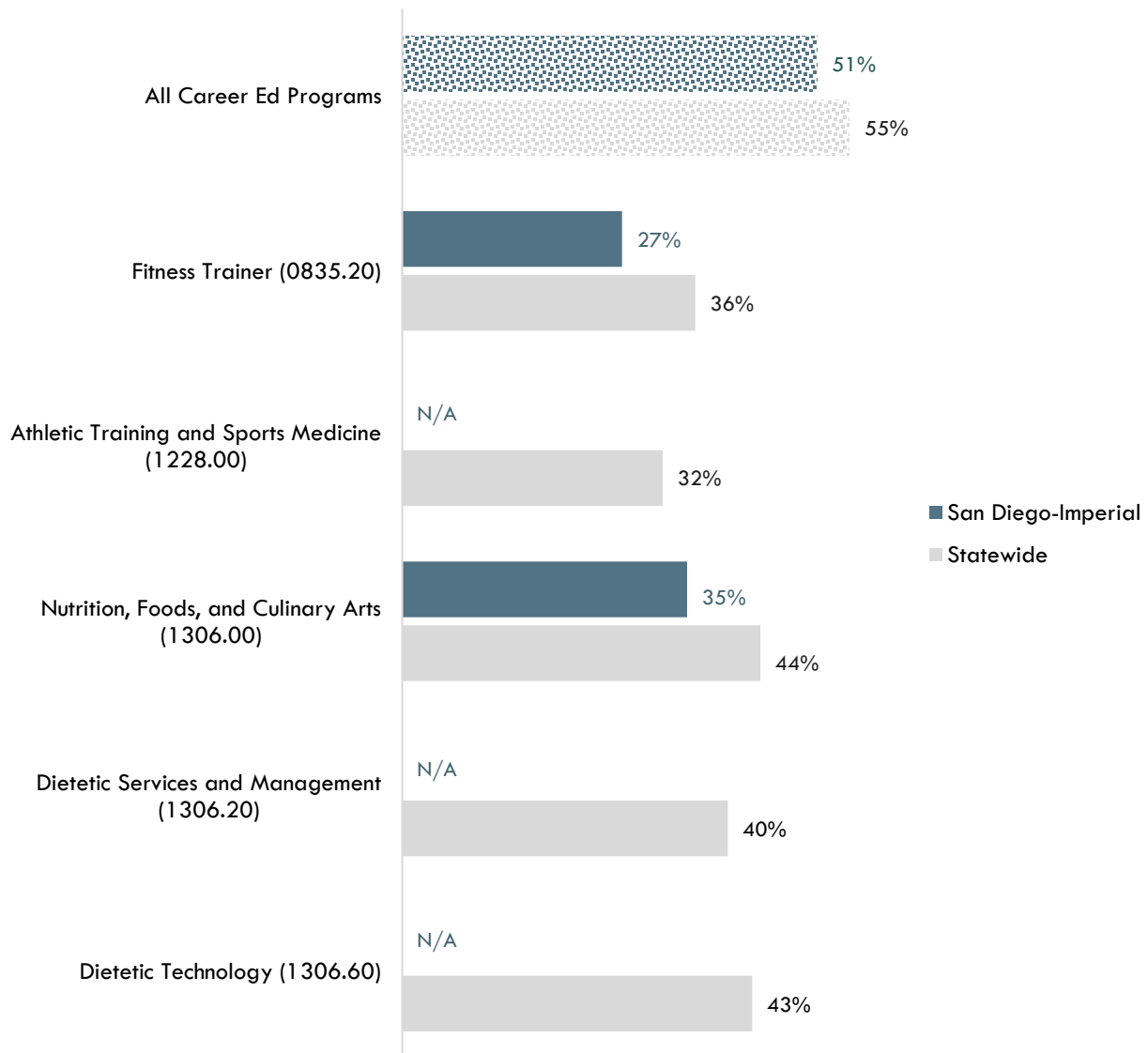
¹⁰ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹¹ "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 to 35 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Fitness and Wellness Occupations*, compared to 32 to 44 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).¹²

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2017-18¹³



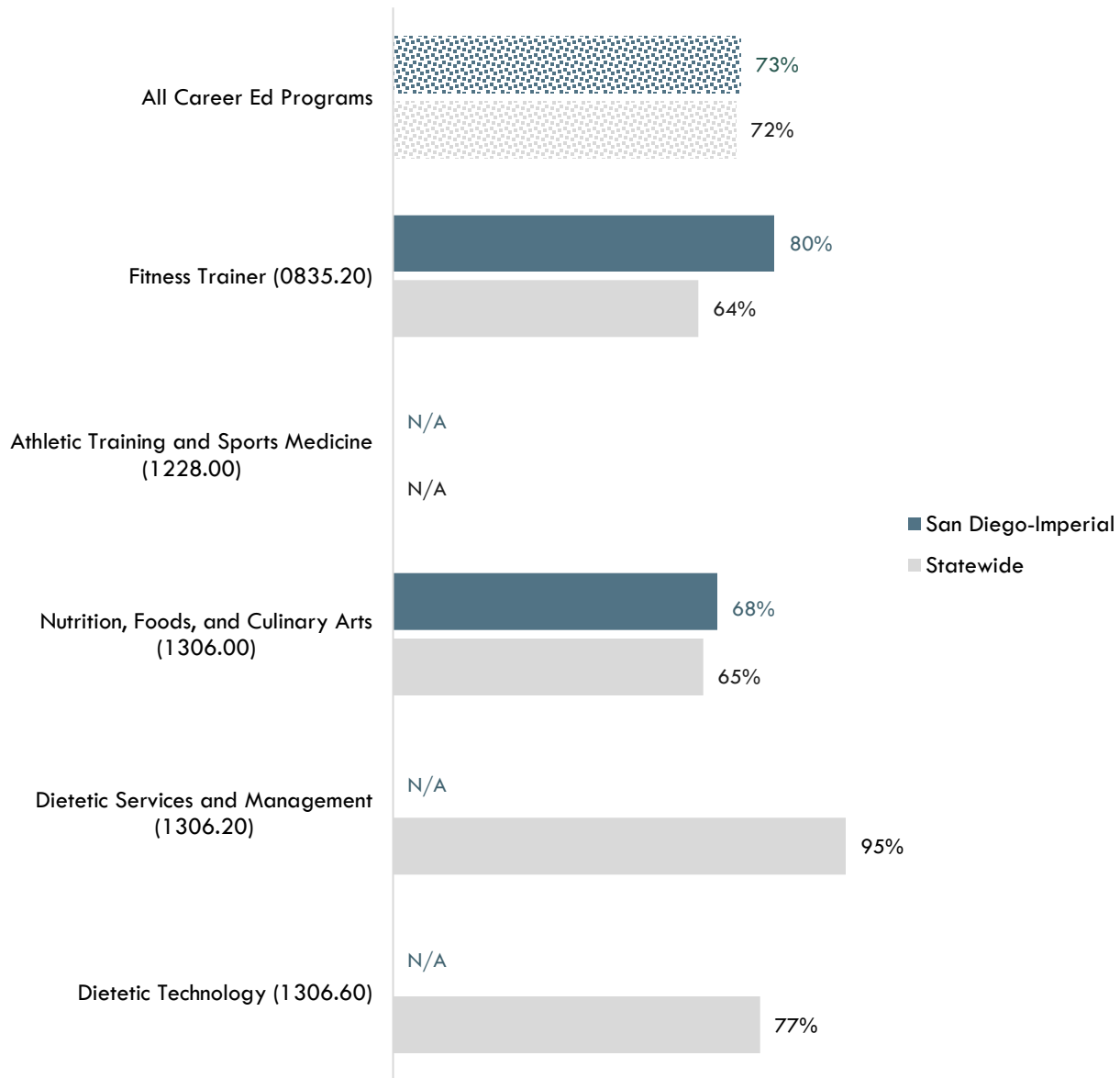
"N/A" indicates insufficient data

¹² "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹³ Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 68 to 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 *Fitness and Wellness Occupations*, compared to 64 to 95 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹⁴

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2016-17¹⁵



"N/A" indicates insufficient data

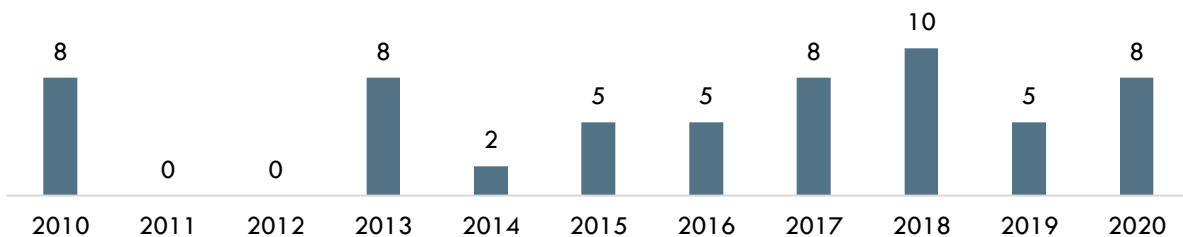
¹⁴ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁵ 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 **five** online job postings per year for *Fitness and Wellness Occupations* in Imperial 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 b). 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 *Fitness and Wellness Occupations* in Imperial County (2010-2020)¹⁶



Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in Imperial County for *Fitness and Wellness Occupations* were **Central Union High School District, Heber Elementary, Snap Fitness, The GEO Group, and CSD Interpreting Services** based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for *Fitness and Wellness Occupations* in Imperial County¹⁷

Top Employers

- Central Union High School District
- Heber Elementary
- Snap Fitness
- The GEO Group
- CSD Interpreting Services

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

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

Education, Skills, and Certifications

Fitness and Wellness Occupations have a national educational attainment ranging from a high school diploma or equivalent to an associate degree (Exhibit 9a).

Exhibit 9a: National Educational Attainment for *Fitness and Wellness Occupations*¹⁸

Occupational Title	Typical Entry-Level Education
Dietetic Technicians	Associate degree
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent

Based on online job postings between January 1, 2018 and December 31, 2020 in Imperial County, employers posted a high school diploma or equivalent as the educational requirement for *Fitness and Wellness Occupations* (Exhibit 9b).¹⁹

Exhibit 9b: Educational Requirements for *Fitness and Wellness Occupations* in Imperial County²⁰



¹⁸ EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

¹⁹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

²⁰ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. bls.gov/emp/tables/educational-attainment.htm.

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 *Fitness and Wellness Occupations* in Imperial County²¹

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Nutrition Services • Food Preparation • Meal Serving • Basic Mathematics • Food Safety • Cardiopulmonary Resuscitation • Sales • Exercise Programs • Skin Test • Recreational Therapy • Repair • Safety Training • Scheduling • Systems Development 	<ul style="list-style-type: none"> • Communication Skills • Writing • Energetic • Teamwork / Collaboration • Creativity 	<ul style="list-style-type: none"> • None Listed

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

Exhibit 11: Top Certification for *Fitness and Wellness Occupations* in Imperial County²²

Top Certification in Online Job Postings
<ol style="list-style-type: none"> 1. First Aid CPR AED 2. Personal Fitness Trainer Certification

²¹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

²² 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.