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Labor Market Analysis

Athletic Training



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Colleges



Prepared by the Central Valley/Mother Lode Center of Excellence

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COVID-19 Statement: This report includes employment projection data by Emsi. Emsi’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

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Summary

Please note the COVID-19 statement on page 2 when considering this report's findings.

This study conducted by the Central Valley/Mother Lode Center of Excellence examines labor market demand, wages, skills, and postsecondary supply for Athletic Training. Two occupations related to Athletic Training were identified for Merced College:

- 29-9091, Athletic Trainers
- 39-9031, Exercise Trainers and Group Fitness Instructors

Key findings:

- **Occupational demand** — Nearly 1,008 workers were employed in jobs related to Athletic Training in 2021 in the North Central Valley/Northern Mother Lode (NCV/NML) subregion. The largest occupation is exercise trainers and group fitness instructors with 949 workers, employment is expected to contract by 14% over the next five years, while still maintaining 141 annual openings.
- **Wages** — Athletic trainers earn the highest entry-level wage, \$21.09/hour in the subregion.
- **Employers** — Employers with the most job postings in the subregion are In Shape Health Clubs, In Shape Solutions, and University Pacific.
- **Occupational titles** — The most common occupational title in job postings in the subregion is Fitness Trainers and Aerobics Instructors. The most common job title is Swim Instructor.
- **Skills and certifications** — The top baseline skill is communication skills, the top specialized skill is cardiopulmonary resuscitation (CPR), and the top software skill is Microsoft Office. The most in-demand certification is a first aid cpr aed.
- **Education** — A high school diploma or equivalent is typically required for exercise trainers and group fitness instructors. A bachelor's degree is typically required for athletic trainers.
- **Supply** — Analysis of postsecondary completions shows that on average 16 awards were conferred in the Central Valley/Mother Lode region each year.

Based on a comparison of occupational demand and supply, there is an undersupply of 137 trained workers in the subregion and 359 workers in the region. The Center of Excellence recommends that Merced College work with the regional directors, the college's advisory board, and local industry in the development of programs to address the shortage of Athletic Training workers in the region.

Introduction

The Central Valley/Mother Lode Center of Excellence was asked by Merced College to provide labor market information for Athletic Training. The geographical focus for this report is the North Central Valley/Northern Mother Lode (NCV/NML) subregion, but regional demand and supply data has been included for broader applicability and use. The average living wage for a single adult in the NCV/NML subregion is \$12.65/hour.¹ Analysis of the program and occupational data related to Athletic Training resulted in the identification of applicable occupations. The Standard Occupational Classification (SOC) System codes and titles used in this report are:

- 29-9091, Athletic Trainers
- 39-9031, Exercise Trainers and Group Fitness Instructors

The occupational titles, job descriptions, sample job titles, and knowledge and skills from the Bureau of Labor Statistics and O*NET OnLine are shown below.

Athletic Trainers

Job Description: Evaluate and treat musculoskeletal injuries or illnesses. Provide preventive, therapeutic, emergency, and rehabilitative care.

Knowledge: Medicine and Dentistry, Customer and Personal Service, Psychology, Therapy and Counseling, English Language

Skills: Active Listening, Critical Thinking, Judgment and Decision Making, Monitoring, Speaking

Exercise Trainers and Group Fitness Instructors

Job Description: 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.

Knowledge: Customer and Personal Service, English Language, Education and Training, Psychology

Skills: Instructing, Service Orientation, Speaking, Active Listening, Learning Strategies

Occupational Demand

The NCV/NML subregion employed 1,008 workers in Athletic Training occupations in 2021 (Exhibit 1). The largest occupation is exercise trainers and group fitness instructors with 949 workers in 2021. This occupation is expected to contract by 14% over the next five years, while still maintaining the greatest number of projected annual openings, 141.

Exhibit 1. Athletic Training employment and occupational projections in the NCV/NML subregion

Occupation	2021 Jobs	2026 Jobs	5-Year Change	5-Year % Change	Annual Openings
Exercise Trainers and Group Fitness Instructors	949	812	(137)	(14%)	141
Athletic Trainers	60	66	6	11%	6
TOTAL	1,008	878	(130)	(13%)	147

¹ The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

Wages

Exhibit 2 shows the entry-level hourly wages of the Athletic Training occupations. Athletic trainers earn the highest entry-level wage, \$21.09/hour in the subregion².

Exhibit 2. Athletic Training entry-level wages in the NCV/NML subregion



Job Postings

There were 95 job postings for the two occupations in the NCV/NML subregion from November 2021 to April 2022.³ The employers with the most job postings are listed in Exhibit 3.

Exhibit 3. Top employers of Athletic Training by number of job postings

Employer	Job Postings	% Job Postings
In Shape Health Clubs	4	6%
In Shape Solutions	4	6%
University Pacific	4	6%
Best Buy	3	4%
California State University Stanislaus	3	4%
In Shape Solutions Llc	3	4%
Mbk Senior Living	3	4%
Aqua Mobile Swim School	2	3%
City Manteca	2	3%
Gym Fitness Center	2	3%

Exhibit 4 shows how job postings for the targeted occupations in the NCV/NML subregion are distributed across two O*NET OnLine occupations. The occupational title Fitness Trainers and Aerobics Instructors is listed in 82 job postings. Note how this occupational title dominates the job posting results. Common job titles in postings include Swim Instructor in 18 job postings, Group Fitness Instructor in five job postings, and Fitness Instructor Mbkfit Instructor in three job postings.

² Entry-level wages are derived from the 25th percentile.

³ Other than occupation titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Exhibit 4. Top occupational titles in job postings for Athletic Training

Occupational Title	Job Postings	% of Job Postings
Fitness Trainers and Aerobics Instructors	82	86%
Athletic Trainers	13	14%

Salaries

Exhibit 5 shows the “Market Salaries” for Athletic Training occupations. These are calculated by Burning Glass using a machine learning model built off of millions of job postings every year. This accounts for adjustments based on locations, industry, skills, experience, education requirements, among other variables.

Exhibit 5. Salaries for Athletic Training occupations

Market Salary Percentile	Salary Amount
10th Percentile	\$26,321
25th Percentile	\$29,304
50th Percentile	\$36,762
75th Percentile	\$45,764
90th Percentile	\$59,607

Education

Of the 95 job postings, 54 listed an education level preferred for the positions being filled. Among those, 72% requested high school or vocational training, 31% requested a bachelor’s degree, and 13% requested a master’s degree (Exhibit 6). A job posting can indicate more than one education level. Hence, the percentages shown in the chart below may total more than 100%.

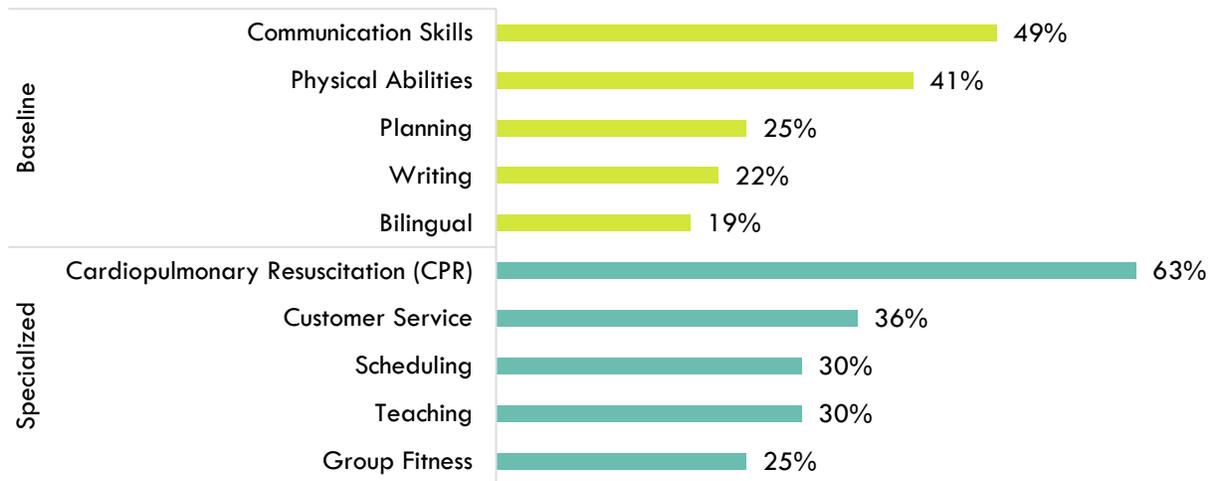
Exhibit 6. Education levels requested in job postings for Athletic Training

Education Level	Job Postings	% of Job Postings
High school or vocational training	39	72%
Bachelor's degree	17	31%
Master's degree	7	13%
Doctoral degree	6	11%
Associate's degree	1	2%

Baseline and Specialized Skills

Exhibit 7 depicts the top baseline and specialized skills for the targeted occupations. The three most important baseline skills are communication skills, 49% of job postings, physical abilities, 41%, and planning, 25%. The top three specialized skills are cardiopulmonary resuscitation (CPR), 63% of job postings, customer service, 36%, and scheduling, 30%.

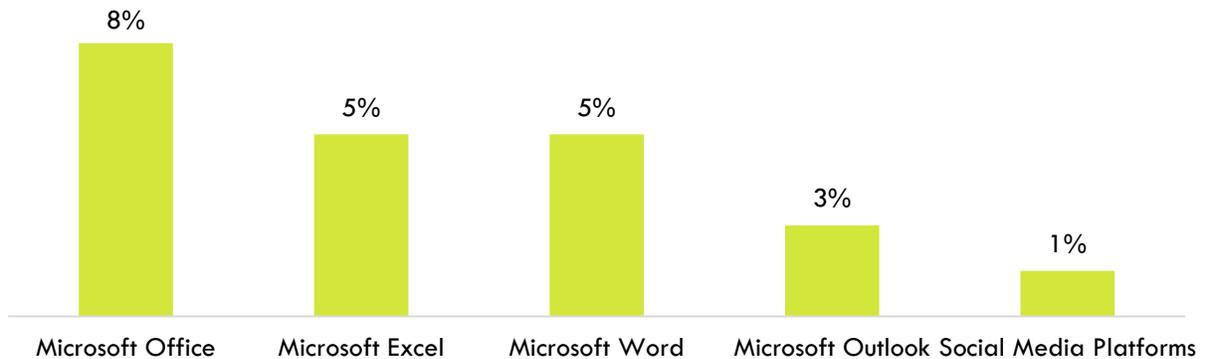
Exhibit 7. In-demand Athletic Training baseline and specialized skills



Software Skills

Analysis also included the software skills most in demand by employers. Microsoft Office and Excel were the top two software skills identified in job postings (Exhibit 8).

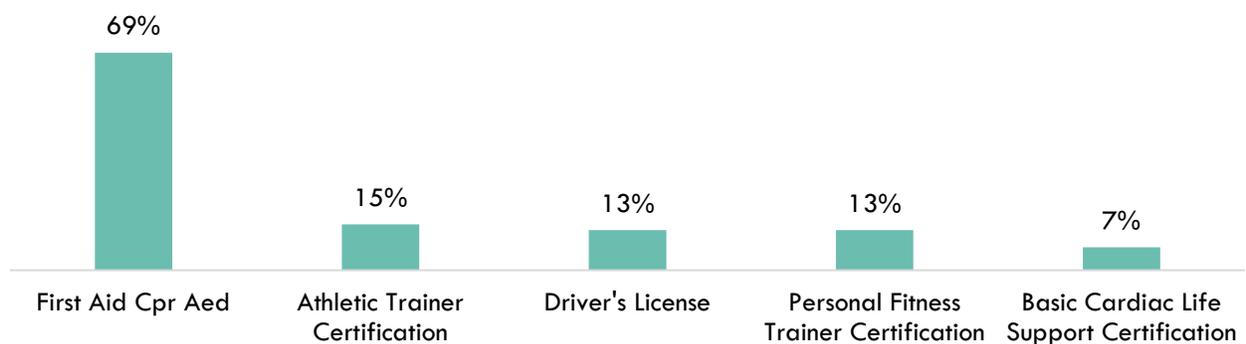
Exhibit 8. In-demand Athletic Training software skills



Certifications

Of the 95 job postings, 55 contained certification data. Among those, 69% indicated a need for a First Aid Cpr Aed. The next top certifications are athletic trainer certification and a driver's license (Exhibit 9).

Exhibit 9. Top Athletic Training certifications requested in job postings



Education, Work Experience & Training

A high school diploma or equivalent is typically required for exercise trainers and group fitness instructors. A bachelor's degree is typically required for athletic trainers (Exhibit 10).

Exhibit 10. Education, work experience, training, and Current Population Survey results for Athletic Training occupations⁴

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent	None	Short-term	28.6%
Athletic Trainers	Bachelor's degree	None	None	20.2%

Supply

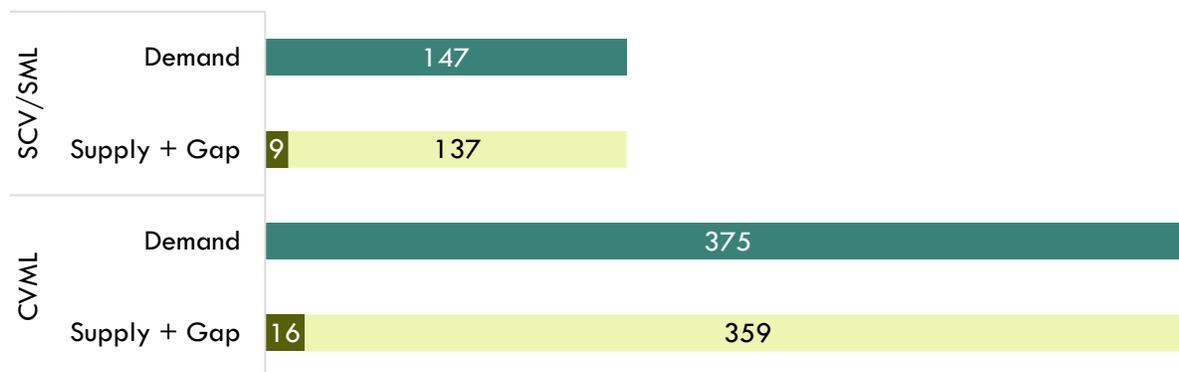
Analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) included the TOP code and title: 122800 - Athletic Training and Sports Medicine. Analysis of the last three years of data shows that, on average, 16 awards were conferred in the Central Valley/Mother Lode region each year (Exhibit 11).

Exhibit 11. Postsecondary supply for Athletic Training occupations in the region

TOP/ CIP Code- Title	College	Associate Degree	Subtotal
122800 - Athletic Training and Sports Medicine	Modesto	9	9
	Sequoias	7	7
TOTAL		16	16

There is an undersupply of 137 Athletic Training workers in the NCV/NML subregion and 359 workers in the region (Exhibit 12).

Exhibit 12. Athletic Training workforce demand (annual job openings), postsecondary supply of students (awards), and additional students needed to fill gap in the NCV/NML subregion and region



⁴ "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

Student Outcomes

Exhibit 13 summarizes employment and wage outcomes from the California Community College Chancellor's Cal-PASS Plus LaunchBoard for the TOP code related to Athletic Training. Of note, 11 athletic training and sports medicine students received a degree or certificate or attained apprenticeship journey status.

Exhibit 13. Regional metrics for the TOP code related to Athletic Training

Metric	Athletic Training and Sports Medicine 122800
Students Who Got a Degree or Certificate or Attained Apprenticeship Journey Status	11
Number of Students Who Transferred	*
Job Closely Related to Field of Study	*
Median Change in Earnings	*
Attained a Living Wage	*
* denotes data not available.	

Conclusion

The entry-level wages of the two occupations exceed the NCV/NML subregion's average living wage. There were 95 job postings in the past six months for occupations related to Athletic Training in the subregion. Analysis of skills and certification requirements in job postings indicates:

- The top baseline skill is communication skills, and the top specialized skill is cardiopulmonary resuscitation (CPR).
- The top software skill is Microsoft Office.
- The top certification is a First Aid Cpr Aed.

There is an undersupply of trained workers, a shortage of 137 in the NCV/NML subregion and 359 in the region.

Recommendation

Based on these findings, it is recommended that Merced College work with the regional directors, the college's advisory board, and local industry in the development of programs to address the shortage of Athletic Training workers in the region.

Appendix A: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor’s Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (EMSI). EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry: economicmodeling.com .
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm .
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Burning Glass: burning-glass.com/ .
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 occupations as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org .

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (EMSI) formula that includes historical employment and economic indicators along with national, state and local trends.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.