

Labor Market Analysis for Program Recommendation:
 0835.20/Fitness Trainer (*Pilates Mat Instructor*)
 Orange County Center of Excellence, September 2022



Summary

Program LMI Endorsement	Endorsed: All LMI Criteria Met <input type="checkbox"/>	Endorsed: Some LMI Criteria Met <input checked="" type="checkbox"/>	Not LMI Endorsed <input type="checkbox"/>
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Program LMI Endorsement Criteria

	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Supply Gap:	<i>Comments:</i> there is projected to be 2,029 annual job openings throughout Los Angeles and Orange counties for <i>exercise trainers and group fitness instructors</i> , which is more than the 183 awards conferred by educational institutions .	
Living Wage: (Entry-Level, 25 th)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> <i>exercise trainers and group fitness instructors</i> have entry-level hourly wages significantly below the OC living wage of \$20.63 .	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<i>Comments:</i> The typical entry-level education for <i>exercise trainers and group fitness instructors</i> is a high school diploma . However, nearly one-third of workers in the field have completed some college or an associate degree as their highest level of education .	

Emerging Occupation(s)

Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
<i>Comments:</i> N/A	

The Orange County Center of Excellence for Labor Market Research (OC COE) prepared this report to determine whether there is a supply gap in the Los Angeles/Orange County regional labor market related to one middle-skill occupation, which includes a variety of exercise and fitness instruction job titles, including Pilates mat instructors:

- Exercise Trainers and Group Fitness Instructors (39-9031)

Based on the available data there appears to be a supply gap for *exercise trainers and group fitness instructors*. Though this occupations typically requires a high school diploma, nearly one-third of workers in the field have completed a community college education. However, entry-level wages for *exercise trainers and group fitness instructors* are significantly below the living wage. **Therefore, due to some of the regional labor market criteria being met, the COE endorses this proposed program.**

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for the occupations included in this report.

Exhibit 1: Occupational Demand and Supply in Los Angeles/Orange Counties

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25 th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Exercise Trainers and Group Fitness Instructors (39-9031)	2,029	183	LA: \$14.87 OC: \$14.16	High school diploma or equivalent	29%

Demand:

- The number of jobs related to *exercise trainers and group fitness instructors* are projected to increase 1% through 2026, equating to 2,029 annual job openings. This occupation includes a variety of job titles and not solely Pilates mat instructors; therefore, demand for Pilates mat instructors is overstated.
- Hourly entry-level wages for *exercise trainers and group fitness instructors* are \$14.87 in Orange County, which is significantly below the living wage of \$20.63.
- There were 636 online job postings that were specifically for Pilates mat instructors over the past 12 months. The highest number of postings were for Pilates instructors, certified Pilates instructors, and personal fitness trainers
- The typical entry-level education for *exercise trainers and group fitness instructors* is a high school diploma or equivalent.
- Nearly one-third (29%) of workers in the field have completed some college or an associate degree as their highest level of educational attainment.

Supply:

- There was an average of 54 awards conferred annually by 14 community colleges in Los Angeles and Orange Counties from 2018 to 2021.
- There was an average of 129 awards conferred by 5 non-community college institutions between 2017 and 2020.
- Orange County community college students that exited fitness trainer programs in the 2018-2019 academic year had a median annual wage of \$26,296 after exiting the program and 26% attained the regional living wage.
- Throughout Orange County, 88% of fitness trainer students that exited their program in 2017-18 reported that they are working in a job closely related to their field of study. However, only eight students responded to the CTE Outcomes Survey (CTEOS).

Demand

Occupational Projections:

Exhibit 2 shows the annual percent change in jobs for *exercise trainers and group fitness instructors* from 2016 through 2026. Employment in *exercise trainers and group fitness instructors* declined by over 20% from 2019 to 2020 due to the COVID-19 pandemic, which is significantly higher than the 7% decline across all occupations in the same period. While employment for *exercise trainers and group fitness instructors* continued to decline into 2021, it is projected to increase each year through 2026 at a slightly higher rate than all occupations.

Exhibit 2: Annual Percent Change in Jobs for Exercise Trainers and Group Fitness Instructors, 2016-2026

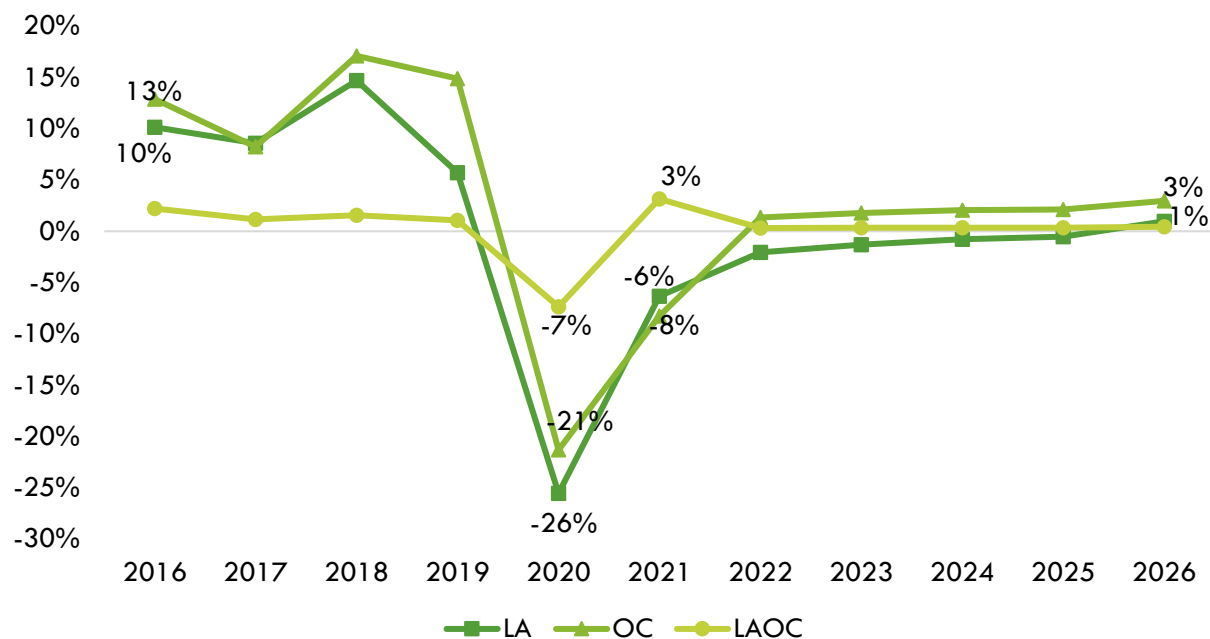


Exhibit 3 shows the five-year occupational demand projections for *exercise trainers and group fitness instructors*. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 1% through 2026. There is projected to be 2,029 jobs available annually. It is important to note that this occupation includes a variety of trainers and fitness instructors and not solely Pilates mat instructors. Therefore, the data in Exhibit 3 is overstated for Pilates mat instructors.

Exhibit 3: Occupational Demand in Los Angeles and Orange Counties¹

Geography	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change	Annual Openings
Los Angeles	8,784	8,463	(321)	(4%)	1,362
Orange	3,713	4,109	396	11%	667
Total	12,497	12,572	75	1%	2,029

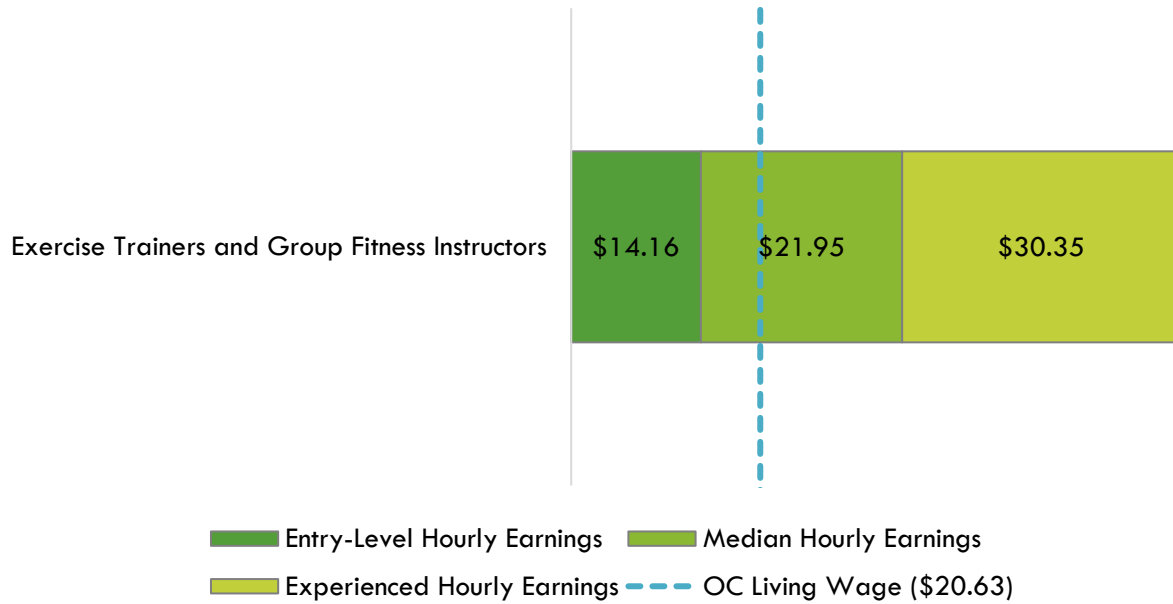
Wages:

The labor market endorsement in this report considers the entry-level hourly wages for *exercise trainers and group fitness instructors* in Orange County as they relate to the county's living wage. Los Angeles County wages are included below in order to provide a complete analysis of the LA/OC region.

The typical entry-level hourly wages for *exercise trainers and group fitness instructors* are \$14.16, which is significantly below the living wage for one adult (\$20.63 in Orange County). Experienced workers can expect to earn \$30.35, which is above the living wage. Orange County's average wages are lower than the average statewide wage of \$27.69 for this occupation. Exhibit 4 shows the wage range for *exercise trainers and group fitness instructors* in Orange County and how it compares to the regional living wage.

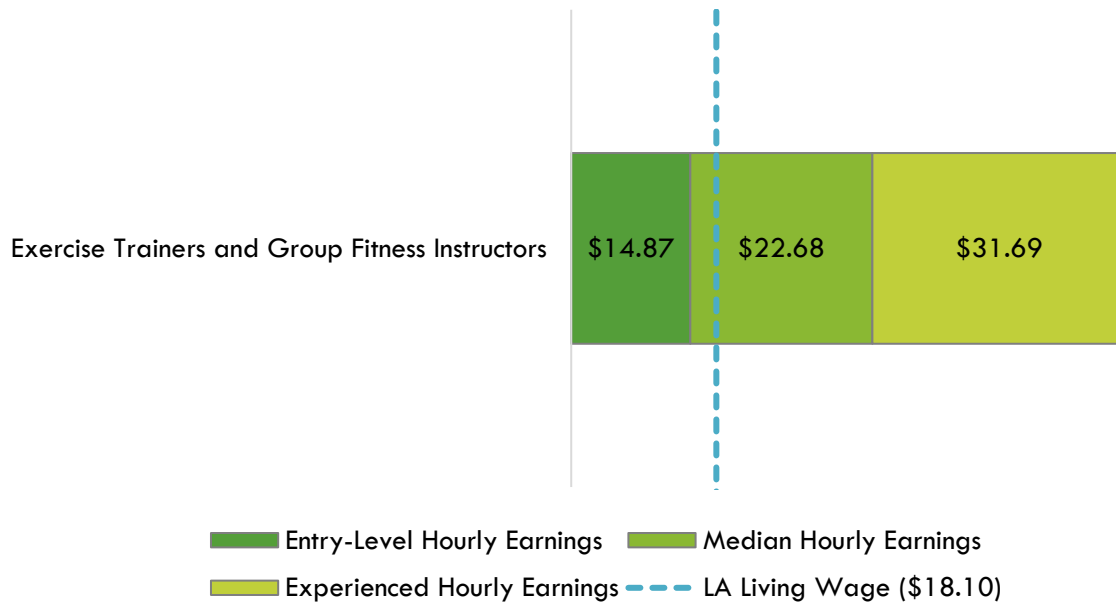
¹ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Exhibit 4: Wages by Occupation in Orange County



The typical entry-level hourly wages for *exercise trainers and group fitness instructors* are \$14.87, which is below the living wage for one adult (\$18.10 in Los Angeles County). Experienced workers can expect to earn \$31.69, which is above the living wage. Los Angeles County’s average wages are lower than the average statewide wage of \$27.69 for this occupation. Exhibit 5 shows the wage range for *exercise trainers and group fitness instructors* in Los Angeles County and how it compares to the regional living wage.

Exhibit 5: Wages by Occupation in Los Angeles County



Job Postings:

There were 3,808 online job postings related to *exercise trainers and group fitness instructors* listed in the past 12 months. Of those, 17% (636) were specifically for Pilates trainers or instructors. Exhibit 6 shows the number of job postings by occupation. The remainder of this section focuses solely on job postings for Pilates mat instructors.

Exhibit 6: Number of Job Postings by Occupation (n=3,808)

Job Type	Job Postings	Percentage of Job Postings
Other Exercise Trainers and Group Fitness Instructors	3,172	83%
Pilates Trainers or Instructors	636	19%
Total Postings	3,808	100%

The top employers in the region, by number of job postings, are shown in Exhibit 7.

Exhibit 7: Top Employers by Number of Job Postings (n=636)

Employer	Job Postings	Percentage of Job Postings
Equinox	104	16.4%
Club Pilates	58	9.1%
YMCA	54	8.5%
Cooper Life	11	1.7%
Life Time	10	1.6%
Out-Fitnrg	8	1.3%
Fitness 19	7	1.1%
Satx Fit Concierge	6	0.9%
Bay Club	5	0.8%
Pacific Coast Pilates	5	0.8%

The top specialized, soft, and software/computer skills listed by those most frequently mentioned in job postings (denoted in parens) are shown in Exhibit 8.

Exhibit 8: Top Skills by Number of Job Postings (n=636)

Top Specialized Skills	Top Soft Skills	Top Software and Computer Skills
Pilates (493)	Teaching (345)	Project Management Software (23)
Cardiopulmonary Resuscitation (CPR) (272)	Customer Service (266)	Microsoft Office (8)
Automated External Defibrillator (226)	Communications (217)	Google Play (6)
Yoga (135)	Energetic (203)	Google Drive (1)
Group Exercise Instruction (90)	Operations (112)	
Zumba (76)	Computer Literacy (107)	

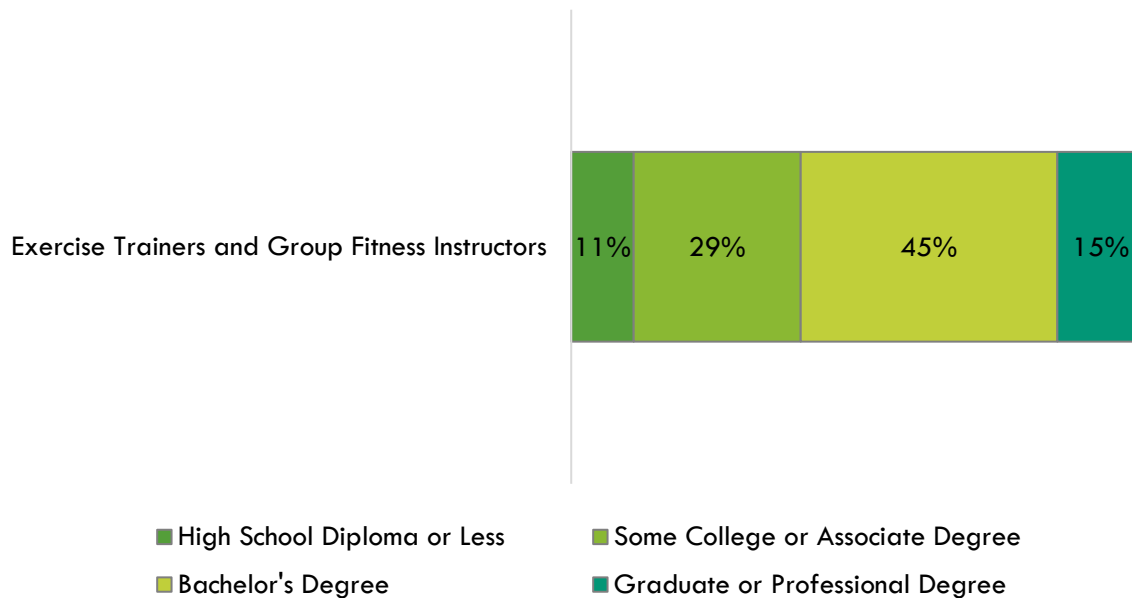
Top Specialized Skills	Top Soft Skills	Top Software and Computer Skills
Fitness Training (56)	Motivational Skills (99)	
Instructing (51)	Time Management (99)	
Membership Sales (38)	Written Communication (99)	
Marketing (29)	Trustworthiness (93)	

Educational Attainment:

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for *exercise trainers and group fitness instructors*. However, the national-level educational attainment data indicates 29% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 9 shows the educational attainment for *exercise trainers and group fitness instructors*.

Only 3% of job postings for Pilates mat instructors listed a minimum education requirement in Los Angeles/Orange County. Of those, 94% (17) requested a high school diploma and 6% (1) requested a doctoral or professional degree.

Exhibit 9: National-level Educational Attainment for Occupations



Educational Supply

Community College Supply:

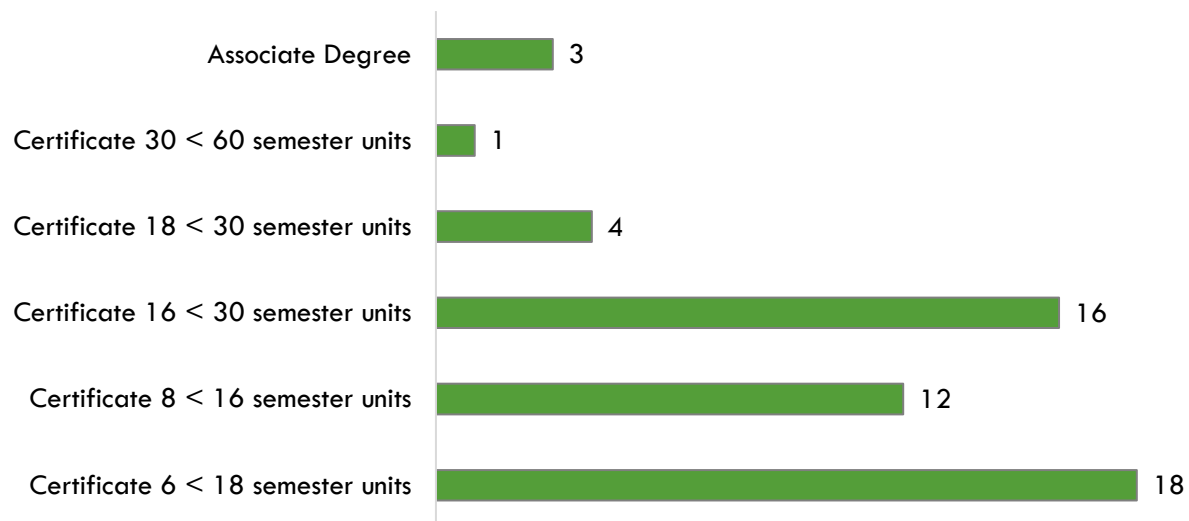
Exhibit 10 shows the three-year average number of awards conferred by community colleges in the related TOP code: Fitness Trainer (0835.20). The colleges with the most completions in the region are Orange Coast and Saddleback. Over the past 12 months, there were three other related program recommendation requests from regional community colleges.

Exhibit 10: Regional Community College Awards (Certificates and Degrees), 2018-2021

TOP Code	Program	College	2018-2019 Awards	2019-2020 Awards	2020-2021 Awards	3-Year Award Average		
0835.20	Fitness Trainer	Cerritos	0	3	3	2		
		East LA	0	1	0	0		
		Glendale	3	2	6	3		
		LA City	0	0	2	1		
		LA Harbor	0	1	2	1		
		Mt San Antonio	0	0	1	0		
		Pasadena	2	3	8	5		
		Rio Hondo	6	1	1	2		
		LA Subtotal	11	11	23	14		
		Cypress	0	1	1	0		
		Fullerton	3	4	6	4		
		Irvine	4	4	0	3		
		Orange Coast	5	32	26	21		
		Saddleback	0	0	31	10		
		Santa Ana	2	2	1	2		
		OC Subtotal	14	43	65	40		
		Supply Subtotal/Average			25	54	88	54
		Supply Total/Average			25	54	88	54

Exhibit 11 shows the annual average community college awards by type from 2018-19 through 2020-21. Of the 54 awards, 33% (18) were for certificates between 6 and less than 18 semester units, 30% (16) were for certificates between 8 and less than 16 semester units, and 22% (12) were for certificates between 16 and less than 30 semester units.

Exhibit 11: Annual Average Community College Awards by Type, 2017-2020



Community College Student Outcomes:

Exhibit 12 shows the Strong Workforce Program (SWP) metrics for fitness trainer programs in Coast Community College District (Coast CCD), the Orange County Region, and California. Notably, Orange Coast is the only Coast CCD college with active fitness trainer programs. Of the 1,083 fitness trainer students throughout the county, 50% (544) attended Orange Coast. Nearly 22% of fitness trainer students throughout the state attended an Orange County community college.

Additionally, Coast CCD students that exited fitness trainer programs in the 2018-19 academic year had median annual earnings of \$30,056, which is higher than both Orange County community college median (\$26,296) and the statewide median (\$25,876). However, these figures are significantly lower than the living wage in Orange County. Though 80% of Coast CCD students reported being employed in their field of study, only five students responded to the CTE Outcomes Survey.

Exhibit 12: Fitness Trainer (0835.20) Strong Workforce Program Metrics, 2019-20²

SWP Metric	Coast CCD	OC Region	California
SWP Students	544	1,083	4,998
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	18%	16%	17%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Insufficient Data	Insufficient Data	1
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	0	15	131
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2018-19)	44	98	427

² All SWP metrics are for 2019-20 unless otherwise noted.

SWP Metric	Coast CCD	OC Region	California
SWP Students with a Job Closely Related to Their Field of Study (2017-18)	80%	88%	60%
Median Annual Earnings for SWP Exiting Students (2018-19)	\$30,056 (\$14.45)	\$26,296 (\$12.64)	\$25,876 (\$12.44)
Median Change in Earnings for SWP Exiting Students (2018-19)	46%	41%	23%
SWP Exiting Students Who Attained the Living Wage (2018-19)	28%	26%	32%

Non-Community College Supply:

For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for *exercise trainers and group fitness instructors*. Exhibit 13 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Code: Sport and Fitness Administration/Management (31.0504) and Physical Fitness Technician (31.0507). Due to different data collection periods, the most recent three-year period of available data is from 2017 to 2020. Between 2017 and 2020, five non-community college institutions in the region conferred an average of 129 awards annually in related training programs.

Exhibit 13: Regional Non-Community College Awards, 2017-2020

CIP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award Average
31.0504	Sport and Fitness Administration/Management	Pepperdine University	9	25	25	20
		University of Antelope Valley	6	23	23	18
Supply Subtotal/Average			25	54	88	54
31.0507	Physical Fitness Technician	American Fitness and Nutrition Academy	0	23	38	20
		California Healing Arts College	11	6	0	6
		Pepperdine University	0	0	0	0
		Southern California Health Institute	66	49	81	65
Supply Subtotal/Average			77	78	119	91
Supply Total/Average			92	126	167	129

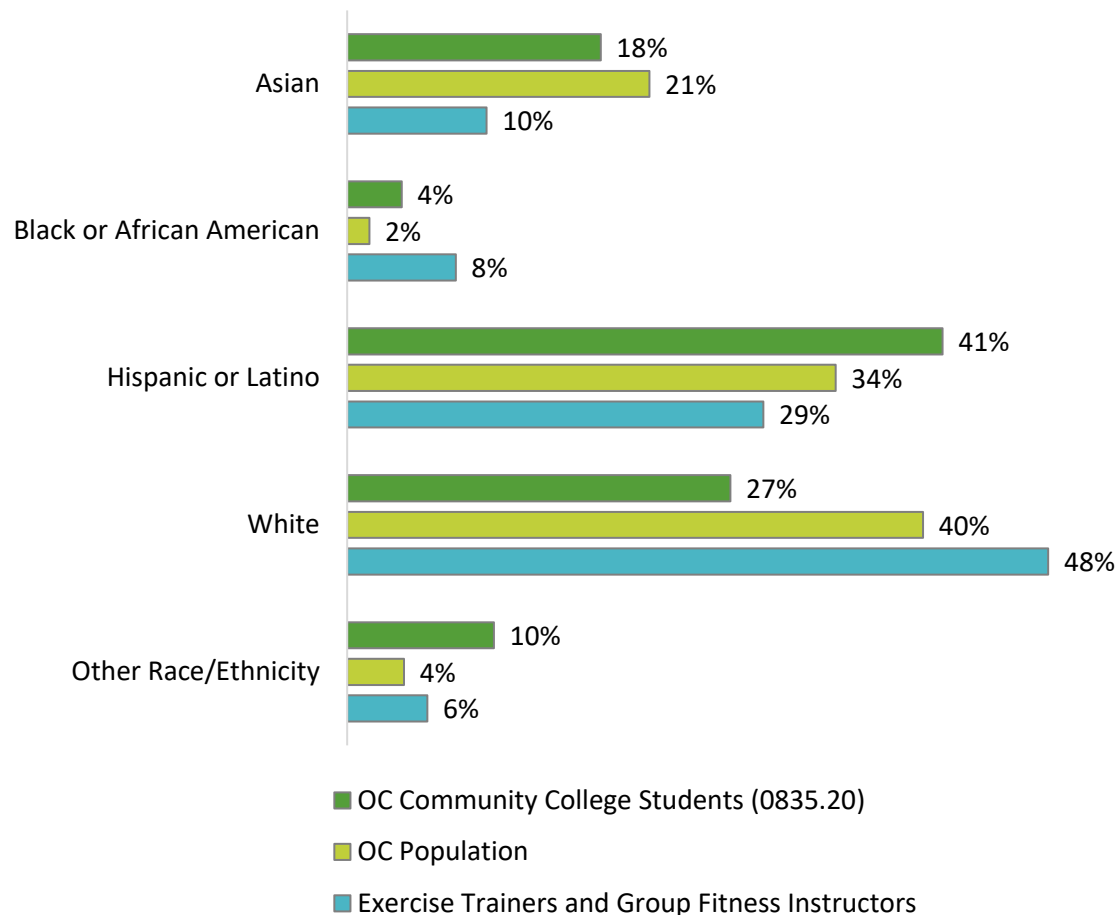
Regional Demographics

This section analyzes demographic data for Orange County community college students enrolled in commercial dance programs compared to the OC population, as well occupational data, for the purpose of identifying potential diversity and equity issues that can be addressed by community college programs.

Ethnicity:

Exhibit 14 shows the ethnicity of Orange County community college students enrolled in fitness trainer programs compared to the overall Orange County population, as well as *exercise trainers and group fitness instructors*. Notably, 48% of workers employed in *exercise trainers and group fitness instructors* are White, which is much higher than the population (40%) and significantly higher than community college fitness trainer students (27%). Conversely, 41% of Orange County community college students and 34% of the Orange County population are Hispanic or Latino, which is higher than *exercise trainers and group fitness instructors* (29%). Though the percentage of Asian community college students (18%) is nearly equal to the Orange County population (21%), only 10% of *exercise trainers and group fitness instructors* are Asian.

Exhibit 14: Program and County Demographics by Ethnicity

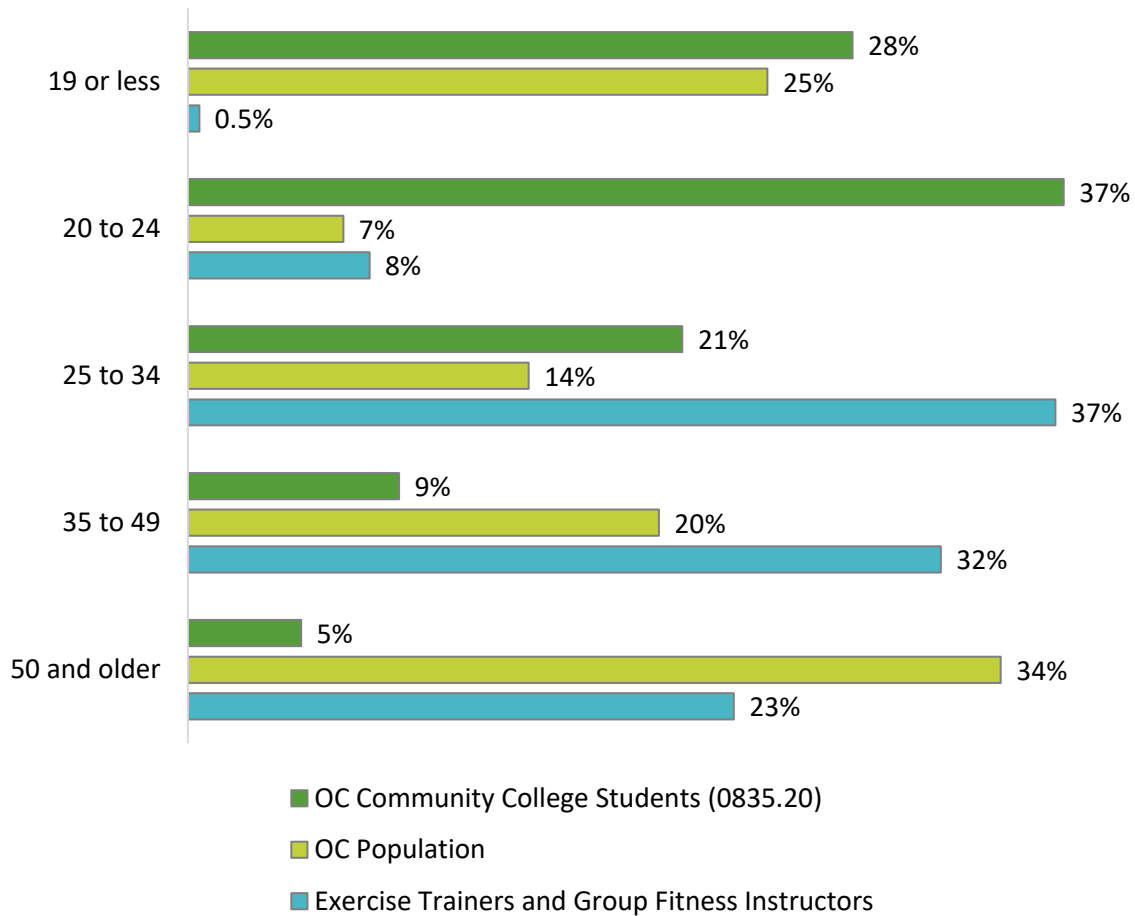


Age:

Exhibit 15 shows the age of Orange County community college students enrolled in fitness trainer programs compared to the overall Orange County population, as well as *exercise trainers and group fitness instructors*. Nearly 70% of *exercise trainers and group fitness instructors* are age 25 to 49, which is more than double the Orange County population (34%) and Orange County community college students (30%).

The plurality of Orange County community college students are 20 to 24 (37%), which is significantly higher than the Orange County population (7%) and *exercise trainers and group fitness instructors* (8%), which are nearly exactly aligned.

Exhibit 15: Program and County Demographics by Age

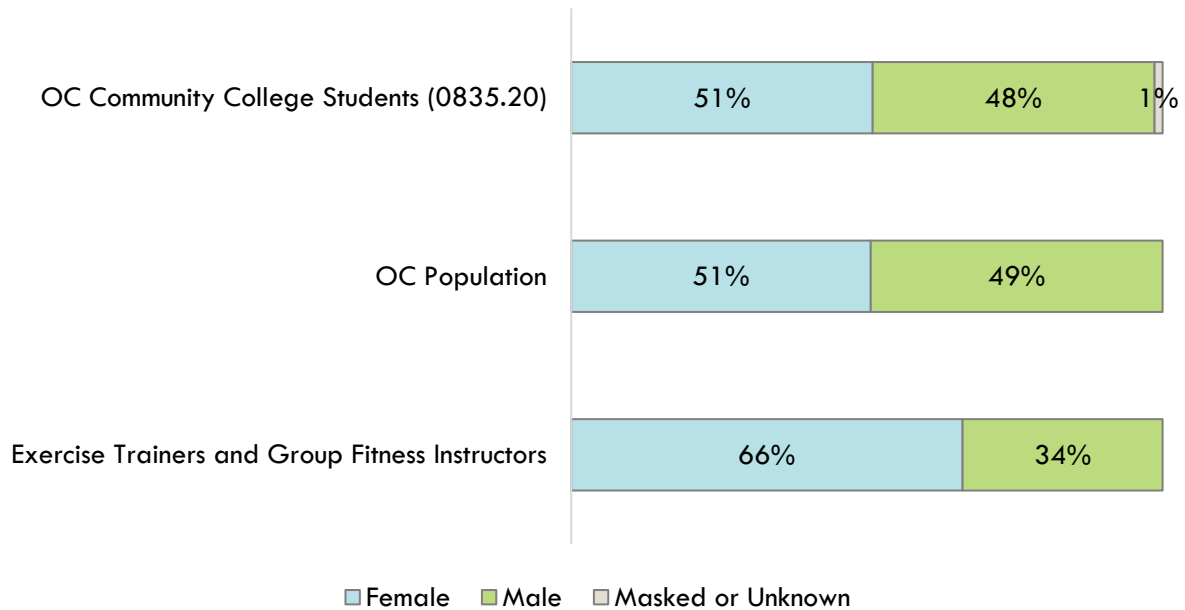


Sex:

Exhibit 16 shows the sex of Orange County community college students enrolled in fitness trainer programs compared to the overall Orange County population as well as *exercise trainers and group fitness instructors*.

Though the Orange County population and Orange County community college students are split nearly evenly between men and women, 66% of *exercise trainers and group fitness instructors* are women.

Exhibit 16: Program and County Demographics by Sex



Appendix A: Methodology A

The OC COE prepared this report by analyzing data from occupations and education programs. Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies. Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

Using a TOP-SOC crosswalk, the OC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

The OC COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a "supply table" with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP code data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data), also known as IPEDS. TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

Data included in this analysis represent the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the OC COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; 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 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.

Appendix B: Data Sources

Data Type	Source
Occupational Projections, Wages, and Job Postings	<p>Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics and the American Community Survey. For more information, see https://lightcast.io/</p>
Living Wage	<p>The living wage is derived from the Insight Center’s California Family Needs Calculator, which measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, child care, health care, transportation, and taxes. For more information, see: https://insightccd.org/family-needs-calculator/</p> <p>The living wage for one adult in Orange County is \$20.63 per hour (\$42,910.40 annually). This figure is used by the CCCCCO to calculate the percentage of students that attained the regional living wage.</p>
Typical Education and Training Requirements, and Educational Attainment	<p>The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data. For more information, see https://www.bls.gov/emp/documentation/education/tech.htm</p>
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	<p>The O*NET database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations. For more information, see https://www.onetonline.org/help/online/</p>
Educational Supply	<p>The CCCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: https://datamart.cccco.edu</p> <p>The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</p>
Student Metrics and Demographics	<p>LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, see: https://www.calpassplus.org/LaunchBoard/Home.aspx</p>
Population and Occupation Demographics	<p>The Census Bureau’s American Community Survey (ACS) is the premier source for detailed population and housing information. For more information, see: https://www.census.gov/programs-surveys/acs</p>

Data Type	Source
	Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products. For more information, see: https://usa.ipums.org/usa/about.shtml

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