







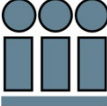


## Exercise Trainers and Group Fitness Instructors

Labor Market Analysis: San Diego County

November 2023

### Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 <b>Proceed with Caution</b>	 	 	<input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Apprenticeship <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
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	<b>HIGH</b> 	<b>HIGH</b> 	

This brief provides labor market information about *Exercise Trainers and Group Fitness Instructors* to assist the San Diego & Imperial Counties Community Colleges with program development and strategic planning. According to available labor market information, *Exercise Trainers and Group Fitness Instructors* in San Diego County have a labor market demand of 1,044 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and eight institutions supply 149 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 above the living wage. The COE recommends proceeding with caution when developing a new program because even though entry-level wages are below the living wage 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)<sup>1</sup> 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
- Fitness Trainer
- Pilates Instructor
- Group Exercise Instructor
- Fitness Specialist
- Fitness Consultant
- Certified Personal Trainer

## Projected Occupational Demand

Between 2022 and 2027, employers in San Diego County will need to hire 1,044 workers annually to fill new jobs and backfill jobs in *Exercise Trainers and Group Fitness Instructors* due to attrition caused by turnover and retirement, for example (Exhibit 1).

**Exhibit 1: Number of Jobs for Exercise Trainers and Group Fitness Instructors  
in San Diego County (2022-2027)<sup>2</sup>**

Occupational Title	2022 Jobs	2027 Jobs	2022 - 2027 Net Jobs Change	2022- 2027 % Net Jobs Change	Annual Job Openings (Demand)
Exercise Trainers and Group Fitness Instructors	4,842	5,484	642	13%	1,044

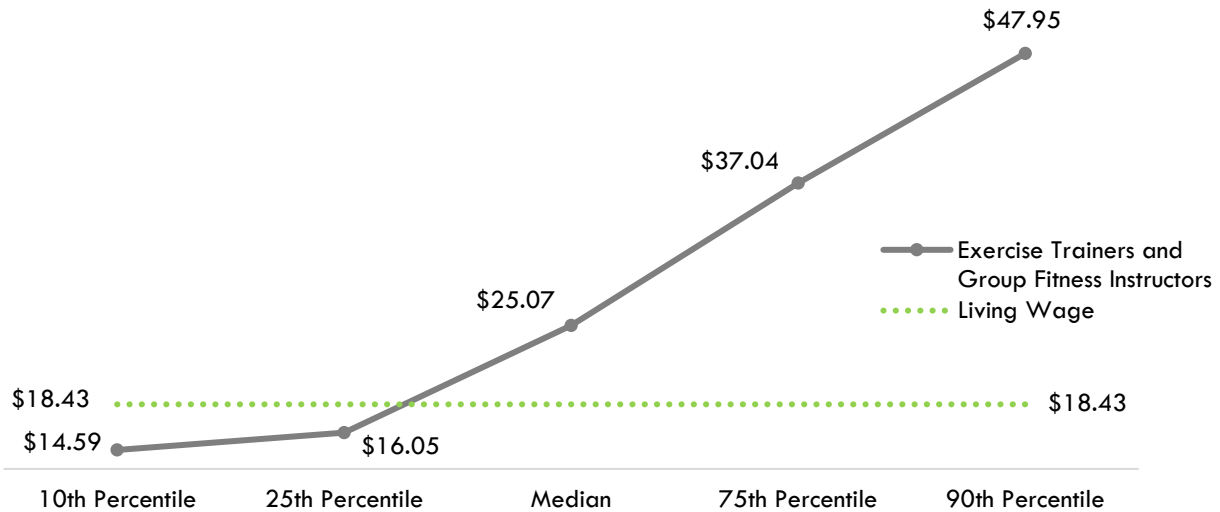
<sup>1</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. [bls.gov/soc/](https://www.bls.gov/soc/).

<sup>2</sup> Lightcast 2023.03; QCEW, Non-QCEW, Self-Employed.

## Earnings

*Exercise Trainers and Group Fitness Instructors* receive entry-level hourly earnings of \$16.05; this is less than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2).<sup>3</sup>

**Exhibit 2: Average Hourly Earnings<sup>4</sup> for *Exercise Trainers and Group Fitness Instructors* in San Diego County<sup>5</sup>**



## 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.<sup>6</sup> 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*<sup>7</sup>**

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

<sup>3</sup> "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. [insightcced.org/family-needs-calculator](https://insightcced.org/family-needs-calculator).

<sup>4</sup> 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.

<sup>5</sup> Lightcast 2023.03; QCEW, Non-QCEW, Self-Employed.

<sup>6</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](https://datamart.cccco.edu)) and CIP data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](https://nces.ed.gov/ipeds/use-the-data)).

<sup>7</sup> This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes in Exhibit 3.

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, two non-community-college institutions supply the region with awards: Point Loma Nazarene University and San Diego State University (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions  
(Program Year 2019-20 through Program Year 2020-21 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY19-20 to PY21-22)	Other Institutions 2-Yr Annual Average Awards (PY19-20 to PY20-21)	Total Average Supply (PY19-20 to PY21-22)
0835.20	Fitness Trainer	<b>113</b>	<b>0</b>	<b>113</b>
	• MiraCosta	76	0	
	• Palomar	1	0	
	• San Diego City	2	0	
	• San Diego Mesa	3	0	
	• San Diego Miramar	20	0	
	• Southwestern	11	0	
51.0913	Athletic Training/Trainer	<b>0</b>	<b>36</b>	<b>36</b>
	• Point Loma Nazarene University	0	3	
	• San Diego State University	0	33	
			<b>Total</b>	<b>149</b>

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>8</sup> suggests that a **supply gap** exists for this occupation in San Diego County, with **1,044** annual openings and **149** awards. Comparatively, there are **9,891** annual openings in California and **728** awards, suggesting that there is a **supply gap** across the state<sup>9</sup> (Exhibit 5).

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

	<b>Demand</b> (Annual Openings)	<b>Supply<sup>10</sup></b> (Annual Awards)	<b>Supply Gap or Oversupply</b>
San Diego	1,044	149	<b>895</b>
California	9,891	728	<b>9,163</b>

**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.

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

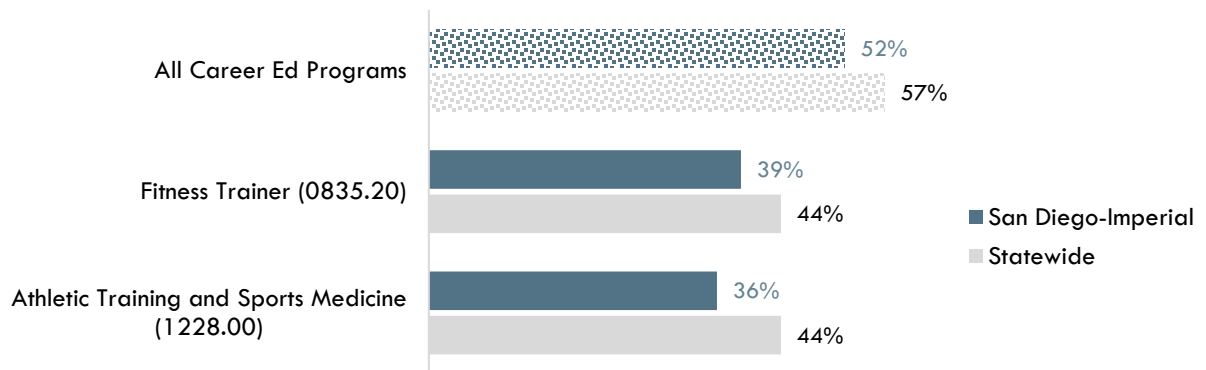
<sup>9</sup> "Supply and Demand," Centers of Excellence Student Outcomes, <https://coeccc.net/our-resources/>.

<sup>10</sup> Awards included: associate degree; award <1 year; award 1<2 years; and postsecondary awards.

## Student Outcomes and Regional Comparisons

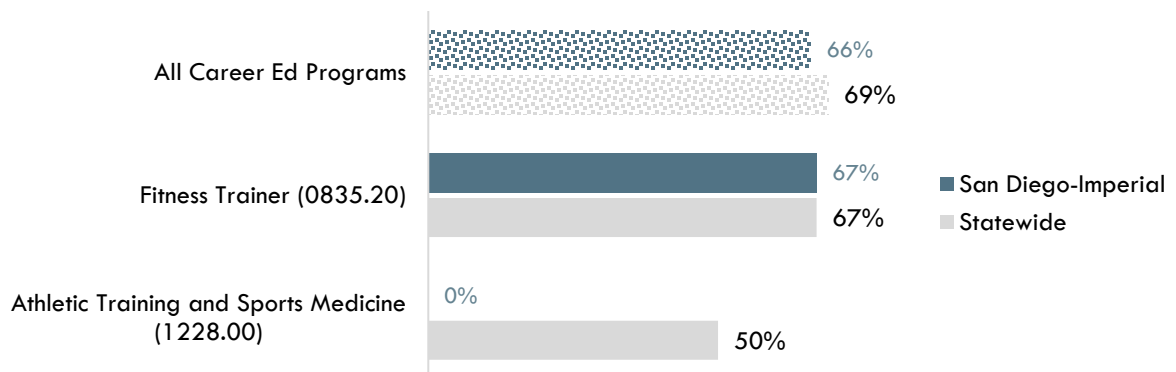
According to the California Community Colleges LaunchBoard, 36 to 39 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Exercise Trainers and Group Fitness Instructors*, compared 44 percent statewide and 57 percent of students in Career Education programs in general across the state (Exhibit 6a).<sup>11</sup>

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2020-21<sup>12</sup>**



According to the California Community Colleges LaunchBoard, 67 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 50 to 67 percent statewide and 69 percent of students in Career Education programs in general across the state (Exhibit 6b).<sup>13</sup>

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2019-20<sup>14</sup>**



"N/A" indicates insufficient data

<sup>11</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>12</sup> Most recent year with available data is Program Year 2020-21. Among completers and skills builders who exited, the percentage of students who attained a living wage.

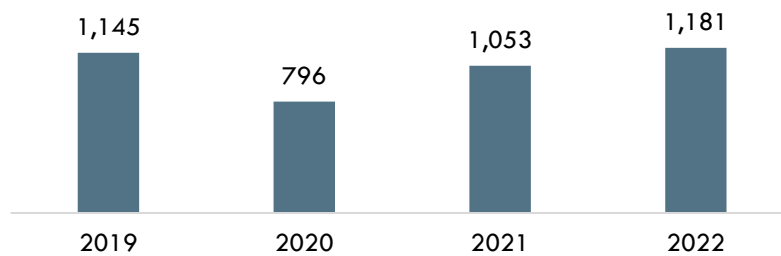
<sup>13</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>14</sup> Most recent year with available data is Program Year 2019-20. 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 2019 and 2022, there was an average of 1,044 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). While this brief includes online jobs postings data to help with curriculum development, the community colleges should note that this type of data is impacted by several variables: employers may post a position multiple times to increase the pool of applicants; a job posting can remain posted after a business decides not to fill a position; or an employer may use one posting to fill multiple positions, for example.

**Exhibit 7: Number of Online Job Postings for *Exercise Trainers and Group Fitness Instructors* in San Diego County (2019-2022)<sup>15</sup>**



<sup>15</sup> Lightcast; "Job Posting Analytics." 2018-2022.

## Top Employers

Between January 1, 2020 and December 31, 2022, the top five employers in San Diego County for *Exercise Trainers and Group Fitness Instructors* were *YMCA*, *24 Hour Fitness*, *Chuze Fitness*, *Planet Fitness*, and *Corepower Yoga* based on online job postings (Exhibit 8).

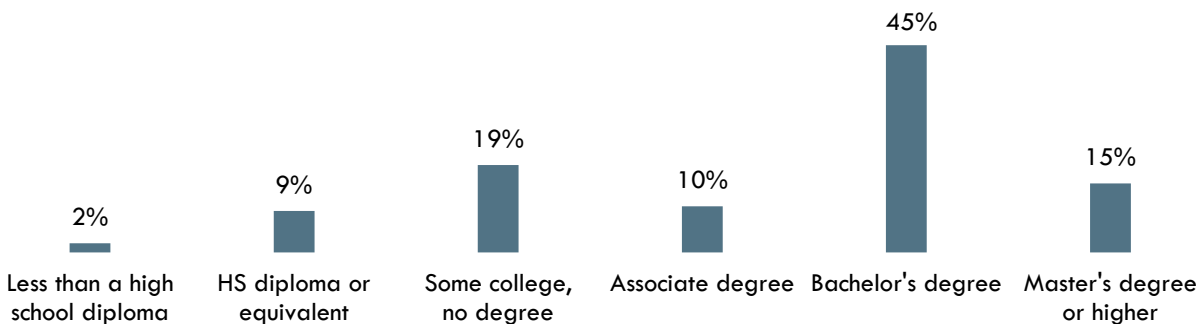
**Exhibit 8: Top Employers for Exercise Trainers and Group Fitness Instructors in San Diego County<sup>16</sup>**

Top Employers	
<ul style="list-style-type: none"> <li>• YMCA</li> <li>• 24 Hour Fitness</li> <li>• Chuze Fitness</li> <li>• Planet Fitness</li> <li>• Corepower Yoga</li> </ul>	<ul style="list-style-type: none"> <li>• EXOS</li> <li>• Crunch Fitness</li> <li>• Iron Orr Fitness</li> <li>• Stretchlab</li> <li>• Waterworks Aquatics</li> </ul>

## Education, Skills, and Certifications

Exhibit 9a indicates that the typical educational attainment for the occupation found currently in the National labor force is a *bachelor's degree*. The typical entry-level education is a *high school diploma or equivalent* (Exhibit 9a).

**Exhibit 9a: National Educational Attainment for Exercise Trainers and Group Fitness Instructors<sup>17</sup>**



\*May not total 100 percent due to rounding

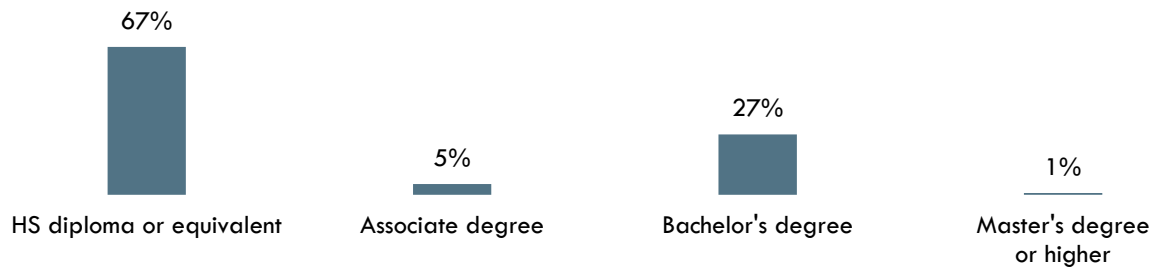
<sup>16</sup> Lightcast; "Job Posting Analytics." 2020-2022.

<sup>17</sup> Lightcast 2023.03; QCEW, Non-QCEW, Self-Employed.



Based on online job postings between January 1, 2020 and December 31, 2022 in San Diego County, employers posted a **high school diploma or equivalent** as the most requested educational requirement for *Exercise Trainers and Group Fitness Instructors* (Exhibit 9b).<sup>18</sup>

**Exhibit 9b: Educational Requirements for Exercise Trainers and Group Fitness Instructors in San Diego County<sup>19</sup>**



\*May not total 100 percent due to rounding

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2020 and December 31, 2022.

**Exhibit 10: Top Skills for Exercise Trainers and Group Fitness Instructors in San Diego County<sup>20</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Group Exercise Instruction</li> <li>• Cardiopulmonary Resuscitation</li> <li>• Fitness Training</li> <li>• Yoga</li> <li>• Kinesiology</li> <li>• Pilates</li> <li>• Marketing</li> <li>• Exercise Science</li> <li>• Instructing</li> <li>• Lifeguarding</li> <li>• Strength Training And Conditioning</li> <li>• Physical Education</li> <li>• Zumba</li> <li>• Sports Medicine</li> <li>• Working With Children</li> </ul>	<ul style="list-style-type: none"> <li>• Teaching</li> <li>• Communications</li> <li>• Customer Service</li> <li>• Sales</li> <li>• Management</li> <li>• Professionalism</li> <li>• Lifting Ability</li> <li>• Operations</li> <li>• Scheduling</li> <li>• Enthusiasm</li> <li>• Energetic</li> <li>• Cleanliness</li> <li>• Coaching</li> <li>• Planning</li> <li>• Detail Oriented</li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>

<sup>18</sup> Lightcast; "Job Posting Analytics." 2020-2022.

<sup>19</sup> "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](https://bls.gov/emp/tables/educational-attainment.htm).

<sup>20</sup> Lightcast; "Job Posting Analytics." 2020-2022.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2020 and December 31, 2022.

**Exhibit 11: Top Certifications for *Exercise Trainers and Group Fitness Instructors* in San Diego County<sup>21</sup>**

Top Certifications in Online Job Postings

1. Cardiopulmonary Resuscitation (CPR) Certification
2. Automated External Defibrillator (AED) Certification
3. Personal Trainer Certification
4. First Aid Certification
5. American College Of Sports Medicine (ACSM) Certification
6. Athletics And Fitness Association Of America (AFAA) Certification
7. Certified Fitness Trainer
8. Group Fitness Instructor Certification
9. American Red Cross (ARC) Certification
10. Valid Driver's License
11. Pilates Certification
12. Fitness Professional
13. Lifeguard Certification
14. CPR/AED For The Professional Rescuer
15. Yoga Certification

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<sup>21</sup> Lightcast; "Job Posting Analytics." 2020-2022.

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San Diego & Imperial Center of Excellence

### **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 (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.