

LABOR MARKET ANALYSIS

FOR PROGRAM RECOMMENDATION



C·O·E

CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

PERSONAL TRAINERS IN THE GREATER SACRAMENTO REGION

North (Greater Sacramento)
Center of Excellence

MARCH 2024

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SUMMARY

The North (Greater Sacramento) of Excellence for Labor Market Research prepared this report to provide a labor market analysis of educational supply and occupational demand for middle-skilled careers in the North (Greater Sacramento) subregion. This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers.

This report primarily focuses on training that leads to jobs in middle-skilled occupations - jobs that typically require education beyond a high school diploma but less than a bachelor's degree - but may include higher-skilled occupations for training pathways that lead to a bachelor's degree. Lowered skilled occupations are rarely considered in this analysis due to the lessened barriers for entry-level work, such as no formal education and fewer on-the-job training requirements.

Key findings include:

- Greater Sacramento's personal training jobs are mainly concentrated in the fitness instructor occupation, which represents 95% of the region's personal training jobs and has below-living wage entry-level hourly wages.
- Personal training jobs are projected to grow similarly in the Greater Sacramento subregion as in California (15% vs 16%).
- Over the next five years, personal training jobs are projected to have more than 700 annual openings in the Greater Sacramento subregion.
- Analysis of wage data shows that while the two personal training occupations earn a median hourly wage greater than the single adult living wage of \$18.72 per hour, entry-level wages are lower for fitness trainers (\$16.54/hour).
- Awards data analysis shows that North (Greater Sacramento) training providers conferred an average of 4 awards (certificates and associate degrees) in fitness training programs over the last three academic years.

Recommendations include:

- The North (Greater Sacramento) Center of Excellence recommends ...
- The North (Greater Sacramento) Center of Excellence also recommends ...

INTRODUCTION

The North (Greater Sacramento) Center of Excellence (COE) was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- These middle-skill occupations require more education and training beyond a high school diploma but usually less than a four-year degree:
 - Exercise Trainers and Group Fitness Instructors (39-9031)
- Students who transfer and earn a four-year degree could pursue the following high-skill occupations:
 - Athletic Trainers (29-9091)

A review of related programs revealed the following Taxonomy of Programs (TOP) title(s) and code(s) are appropriate for inclusion in this report:

- Fitness Trainer (0835.20)

The corresponding Classification of Instructional Program (CIP) title(s) and code(s) are:

- Physical Fitness Technician (31.0507)

OCCUPATIONAL DEMAND

Exhibit 1 summarizes the five-year projected job growth for the studied occupations in North (Greater Sacramento)¹, North/Far North, and California.

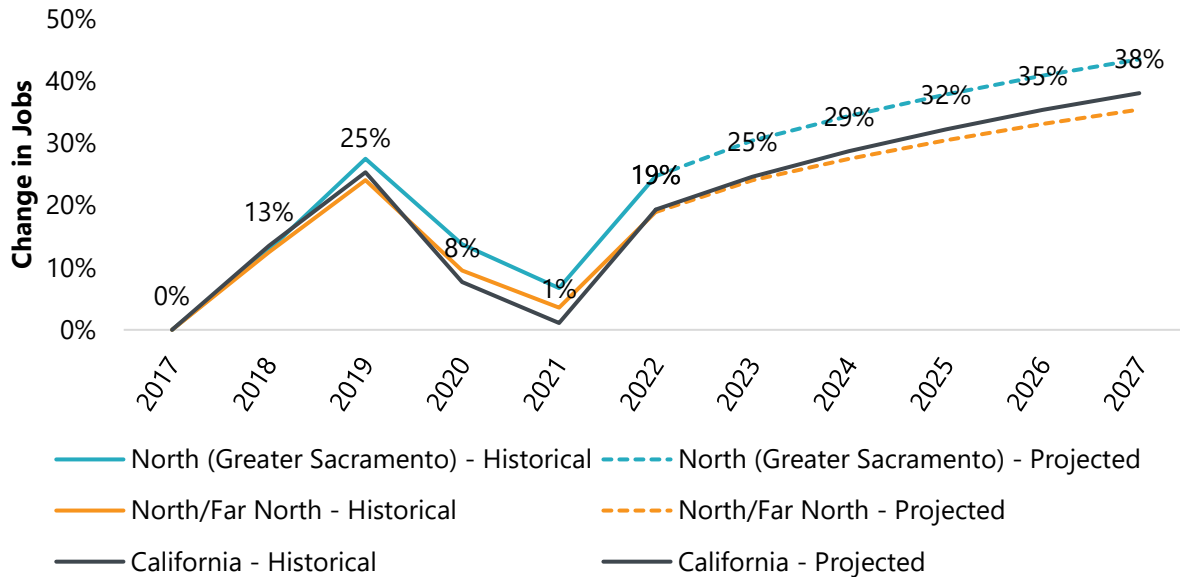
Exhibit 1. Employment and projected demand, 2022-2027

Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	2022-2027 Annual Openings
Exercise Trainers and Group Fitness Instructors	3,146	3,618	473	15%	712
Athletic Trainers	164	190	26	16%	16
North (Greater Sacramento)	3,310	3,809	499	15%	728
Exercise Trainers and Group Fitness Instructors	4,010	4,561	551	14%	895
Athletic Trainers	231	267	36	16%	22
North/Far North	4,241	4,828	587	14%	918
Exercise Trainers and Group Fitness Instructors	47,557	55,008	7,451	16%	10,843
Athletic Trainers	3,007	3,486	479	16%	291
California	50,564	58,494	7,930	16%	11,134

¹ The North (Greater Sacramento) subregion covers seven counties, including El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

Exhibit 2 compares the net changes in jobs between 2017 through 2022 and the projected changes through 2027. The rate of change is indexed to the total number of jobs in 2017.

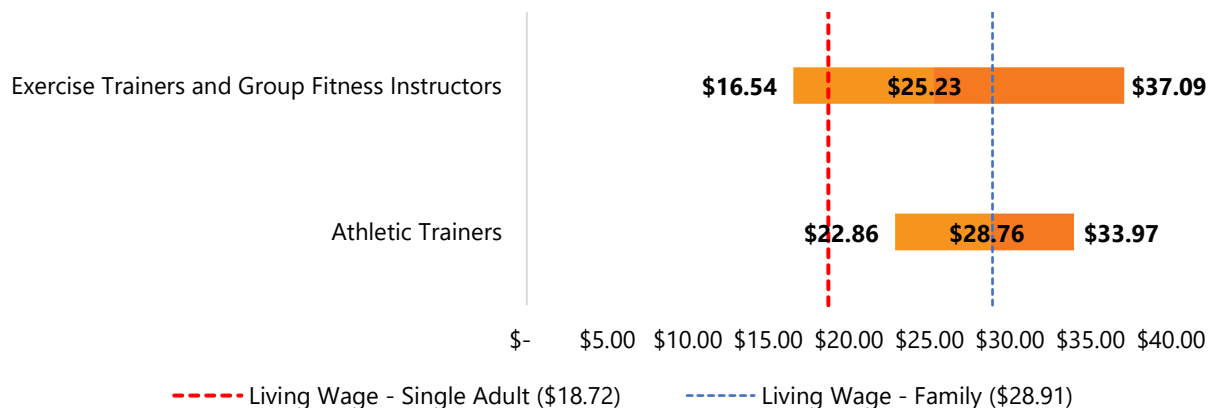
Exhibit 2. Changes in employment, 2017-2027



Wages

Exhibit 3 compares the 25th percentile, median, and 75th percentile hourly wages for the selected occupations to the Greater Sacramento living wage for one working adult (\$18.72 per hour) and a small family (\$28.91 per hour).^{2,3} The 25th and 75th percentile hourly wages are used to estimate entry-level and experienced worker wages.

Exhibit 3. Hourly wages by occupation, 2022



² Living wage is defined as the level of income one working adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. Please note that the 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages.

³ A small family is defined as one working adult and one school aged child (between the ages of 5 and 12 years).

JOB POSTINGS

About Job Postings Analysis

This section analyzes recent data from online job postings. Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical trends. However, job postings are not the same as labor market demand; demand is based on projected annual openings. Job postings should be used to inform community college curriculum development and identify potential employers for targeted experiential learning opportunities.

Please note several limitations to analyzing and interpreting online job postings. Employers may post a position multiple times to increase the number of job applicants. Job postings may remain online after a business chooses not to fill a position. Employers may advertise one posting to fill multiple vacancies. And not all jobs are posted online.

The North COE identified 584 online job postings for the selected occupations in the seven-county Greater Sacramento subregion. Job posting data comes from Lightcast (formerly Emsi Burning Glass) and represents unique advertisements newly posted online during the last 12 months, from March 2023 through February 2024.

Top Employers and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations.

Exhibit 4. Job postings by occupation

Occupation	Unique Job Postings	Share of Job Postings
Exercise Trainers and Group Fitness Instructors	530	91%
Athletic Trainers	54	9%
Total Job Postings	584	100%

Exhibit 5 shows the top 10 relevant job titles with the most job postings.

Exhibit 5. Top jobs titles

Job Title	Number of Job Postings
Swim Instructors	58
Group Fitness Instructors	52
Head Swim Instructors	36
Certified Personal Trainers	33
Athletic Trainers	30
Group Exercise Instructors	28
Yoga Instructors	28
Personal Trainers	26
Fitness Trainers	24
Fitness Instructors	20

Exhibit 6 shows the top 10 relevant employers with the most job postings for the selected occupations.

Exhibit 6. Top Employers

Employer	Number of Job Postings
In-Shape Health Clubs	27
California Family Fitness	25
Life Time	22
Sunsational Swim School	22
24 Hour Fitness	21
VillaSport Athletic Club and Spa	17
9Round	17

Employer	Number of Job Postings
Crunch Norcal	15
Celo	12
YMCA	12

Top Skills and Qualifications

Exhibit 7 shows the most relevant certifications requested by employers for the selected occupations.

Exhibit 7. Most in-demand certifications

Certification	Job Postings
CPR/First Aid/AED Certification	145
Personal Trainer Certification	59
Certified Athletic Trainer	29
Group Fitness Instructor Certification	26
American College of Sports Medicine (ACSM) Certification	19

Exhibit 8 shows the top 10 skills across three categories for the studied occupations: specialized, essential, and software skills.⁴

Exhibit 8. Most in-demand skills

Specialized Skills	Common Skills	Software Skills
Group Exercise Instruction	Communication	Microsoft Excel
Safety Training	Customer Service	Microsoft Word
Pilates	Teaching	Salesforce
Athletic Training	Management	--
Yoga	Sales	--
Marketing	Professionalism	--
Fitness Training	Lifting Ability	--
Lifeguarding	Planning	--
Rehabilitation	Coaching	--
Exercise Programs	Writing	--

⁴ Specialized skills are those primarily required to perform specific tasks in an occupation. Essential skills are typically related to employability. These are skills that are prevalent across many occupations, and include both interpersonal attributes and learned skills (aka "soft skills"). Software skills are specific to any software tool or programming component used to support a job.

Exhibit 9 shows the minimum education level preferred by employers for related job postings in the Greater Sacramento subregion.⁵

Exhibit 9. Employer-preferred education

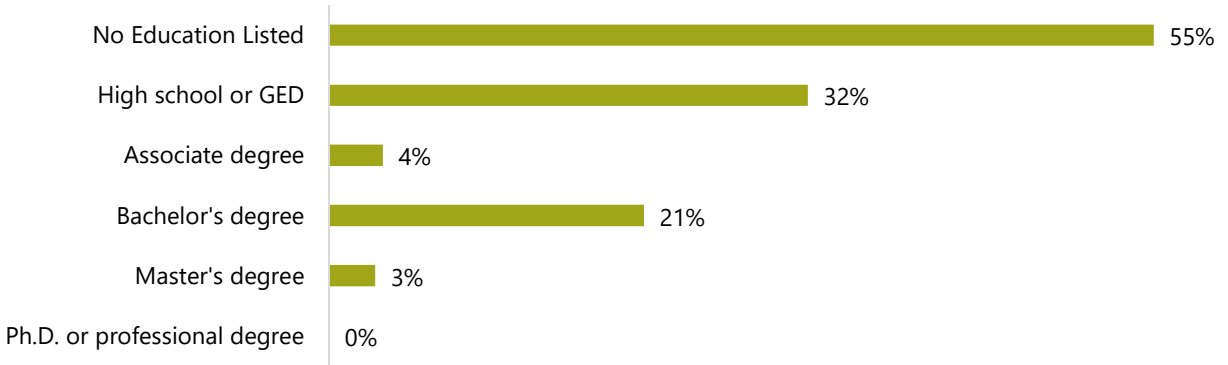
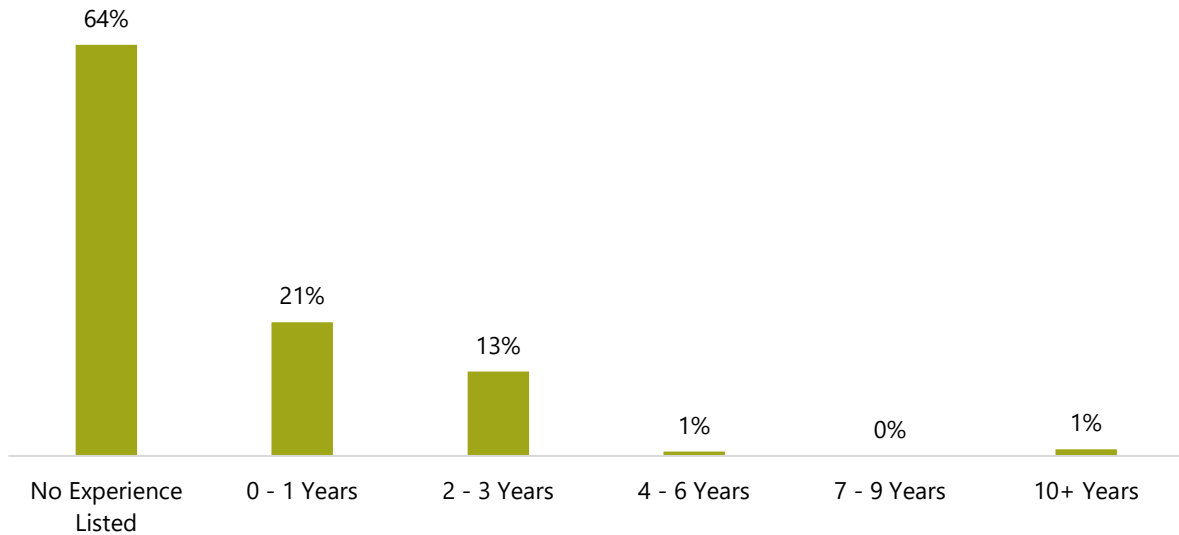


Exhibit 10 shows the minimum level of experience employers prefer for related job postings in the Greater Sacramento subregion.⁶

Exhibit 10. Employer-preferred job experience



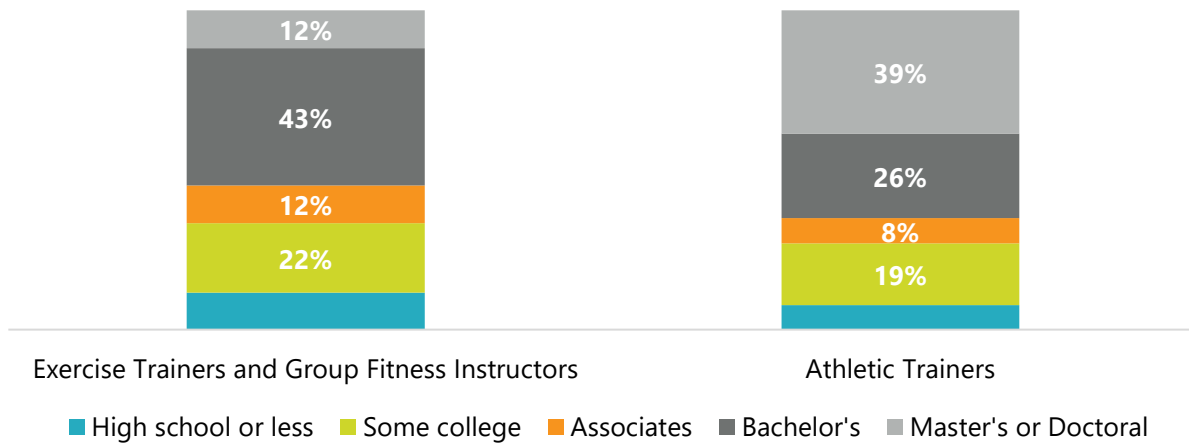
⁵ Employers may include more than one level of education as a hiring requirement in a job posting. As a result, the values in exhibit 9 may sum to greater than 100%.

⁶ Employers may include more than one level of experience as a hiring requirement in a job posting. As a result, the values in exhibit 10 may sum to greater than 100%.

EDUCATION AND TRAINING REQUIREMENTS

The U.S. Census Bureau collects data on the highest education level achieved by workers across all occupations. Exhibit 11 shows California's educational attainment of the current workforce in the selected occupations.

Exhibit 11. California educational attainment for selected occupations, 2019



The U.S. Bureau of Labor Statistics (BLS) uses a categorical system to assign typical entry-level education and job requirements to each occupation for which the BLS publishes projection data. These categories include entry-level education, work experience in a related occupation, and on-the-job training. Exhibit 12 shows the selected occupations' typical entry-level job requirements.

Exhibit 12. Typical entry-level job requirements

Occupation	Entry-level Education Requirements	Work Experience Requirements	On-The-Job Training Requirements
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent	None	Short-term on-the-job training
Athletic Trainers	Bachelor's degree	None	None

EDUCATIONAL SUPPLY

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 13 shows the TOP and CIP codes for educational programs related to the selected occupations.

Exhibit 13. TOP and CIP codes for training programs related to the selected occupations

TOP Programs and Codes	Aligned CIP Programs and Codes
Fitness Trainer (0835.20)	Physical Fitness Technician (31.0507)
Kinesiology (1270.00) <i>(Note: This is typically a transfer pathway; therefore, its data is not included in supply analysis)</i>	Sports, Kinesiology, and Physical Education/Fitness, General (31.0501) Exercise Science and Kinesiology (31.0505) <i>(Note: Data included in supply gap analysis)</i>

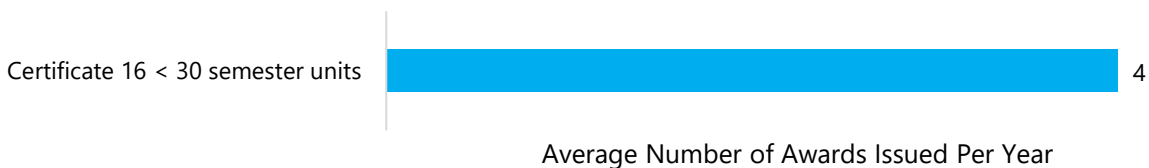
Community College Supply

Exhibits 14 and 15 compare the average number of certificates and degrees from selected Greater Sacramento community college programs over the last three academic years.

Exhibit 14. Annual average community college awards by program

Program - TOP Code	College	Annual Awards 2020-21	Annual Awards 2021-22	Annual Awards 2022-23	3-Yr Annual Awards Average
Fitness Trainer (0835.20)	American River	2	0	0	1
	Sierra	6	3	1	3
	Grand Total	8	3	1	4

Exhibit 15. Annual average community college awards by type, 2019-20 through 2021-22



Other Postsecondary Supply

Exhibit 16 compares the average number of degrees that non-community college training providers conferred in the Greater Sacramento subregion over the last three academic years.

Please note that non-community college data often lags by one year, and other postsecondary awards data may only cover a two-year average due to taxonomy updates from the 2010 to 2020 CIP codes.

Exhibit 16. Other postsecondary awards by program

Program - CIP Code	Provider	Annual Awards 2019-20	Annual Awards 2020-21	Annual Awards 2021-22	3-Yr Annual Awards Average
Sports, Kinesiology, and Physical Education/Fitness, General - 31.0501	CSU Sacramento (BA only)	317	300	301	306
	Subtotal	317	300	301	306
Exercise Science and Kinesiology - 31.0505	William Jessup (BA only)	22	22	24	23
	Subtotal	22	22	24	23
	Grand Total	339	322	325	329

FINDINGS

This report focuses on two occupations in the personal training career pathway: exercise trainers and group fitness instructors and athletic trainers.

Occupational Demand

- The Greater Sacramento subregion held more than 3,300 personal training jobs in 2022. These jobs are projected to increase by 15% over the next five years, adding nearly 500 new jobs to the subregion by 2027.
- Greater Sacramento's personal training jobs are mainly concentrated in the fitness instructor occupation, representing 95% of the area's personal training jobs.
- Personal training jobs are projected to grow similarly in the Greater Sacramento subregion as in California.
- Over the next five years, personal training jobs are projected to have more than 700 annual openings in the Greater Sacramento subregion.

Wages

- Analysis of wage data shows that while personal training occupations earn a median hourly wage greater than the single adult living wage of \$18.72 per hour, entry-level wages are lowest for exercise trainers and group fitness instructors (\$16.54/hour).

Job Postings

- In the last 12 months, there were 584 online job postings for personal training occupations.
- Employers with the most job postings include local gyms such as In-Shape Health Clubs, California Family Fitness (now part of the In-Shape Family), and swim schools.
- CPR/First/AED is the most desired certification, followed by personal training certifications (such as ACE).

Education and Training Requirements

- Between 27% and 34% of incumbent workers in personal training occupations have educational attainment levels consistent with community college offerings (some college or associate degrees).
- Another 26% to 43% of incumbent personal trainers hold a bachelor's degree. A higher proportion of athletic trainers (39%) have a graduate degree (master's).

Postsecondary Supply

- Two Greater Sacramento community colleges offer degrees and certificates in personal and athletic training programs. These programs conferred an average of 4 awards

(certificates and associate degrees) in fitness training programs over the last three academic years.

- Local non-community college postsecondary training providers also offer training related to the studied occupations. Non-community college training providers conferred an average of 329 awards in kinesiology-related programs over the last three years.

RECOMMENDATIONS

- Based on a comparison of annual openings to average annual awards in the Greater Sacramento subregion, there seems to be an undersupply of workers in this career pathway.
 - Community colleges and other postsecondary training providers issued an average of 333 awards over the last three years.
 - There are 728 projected annual openings for personal and athletic training jobs.
- It is important to note that 95% of Greater Sacramento's personal training jobs are concentrated in an occupation (Exercise Trainers and Group Fitness Instructors) that pays an entry-level wage (\$16.54) below the subregion's living wage (\$18.72). However, reported median wages for the occupation (\$25.23) exceed the living wage. Community colleges offering training in this field of study should ensure that students know the potential for earning low wages when beginning this career pathway.

APPENDIX A. METHODOLOGY AND SOURCES

This report identified Occupations using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and O*Net OnLine. This report's findings were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

"The Chancellor's Office Curriculum Inventory System (COCI)." California Community Colleges Curriculum Inventory (COCI), 2023. <https://coci2.ccctechcenter.org/>.

Glasmeier, Amy K. "Living Wage Calculator." Living Wage Calculator, 2023. <https://livingwage.mit.edu/>.

Integrated Postsecondary Education Data System (IPEDS). National Center for Education Statistics. U.S. Department of Education. <https://nces.ed.gov/ipeds/>.

Labor Market Information Division. California Employment Development Department. <https://labormarketinfo.edd.ca.gov/>.

Lightcast (Formerly EMSI/Burning Glass) 2024.1; QCEW Employees, Non-QCEW Employees, and Self-Employed. <https://www.economicmodeling.com/>. (Note: 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)).

Management Information Systems (MIS) Data Mart. California Community Colleges Chancellor's Office. <https://datamart.cccco.edu/>.

O*NET OnLine. U.S. Department of Labor/Employment and Training Administration (DOL ETA). <https://www.onetonline.org/>.

Self-Sufficiency Standard Tool for California. The University of Washington. <http://www.selfsufficiencystandard.org/>

"Taxonomy of Programs." California Community Colleges Chancellor's Office. June 2012, 6th Edition. <https://www.cccco.edu/-/media/CCCCO-Website/About-Us/Divisions/Educational-Services-and-Support/Academic-Affairs/What-we-do/Curriculum-and-Instruction-Unit/Files/TOPmanual6200909corrected12513pdf.ashx>

"TOP-CIP-SOC Crosswalk." Centers of Excellence for Labor Market Research. June 2021 Edition. <http://coecc.net/>

APPENDIX B. GLOSSARY

Key Terms	Definition
Occupation	<p>Occupation refers to a category of jobs, careers, or professions that are similar regarding the work performed and the skills the workers possess. Workers who perform essentially the same tasks are in the same occupation, whether in the same industry. Some occupations are concentrated in a few industries, while others are found in many industries.</p> <p>Occupations differ from jobs in that jobs show the number of positions held in each occupation.</p>
Jobs	<p>A job is a specific instance of employment and includes any position where a worker provides labor for monetary compensation.</p> <p>Job numbers include employees (those who work for businesses) and proprietors (those who work for themselves). Full- and part-time jobs are included and counted equally (i.e., not adjusted to full-time equivalents). Data for jobs, or employment, are annual averages.</p>
Employment	<p>Employment refers to filled jobs, whether full- or part-time, temporary or permanent. The scope of "who" is counted as employed is noted in Appendix A. Methodology and Sources.</p>
Job Change	<p>Job change is the net increase or decrease of jobs over a given timeframe.</p>
Job Opening	<p>Job openings are the projected number of positions available for workers entering an occupation.</p> <p>Openings include growth and replacement job counts. Growth job counts are the positive change in the total number of workers employed. Replacement job counts are the estimates of new workers needed to replace workers permanently leaving the occupation.</p>
Percentile Wage (or wages)	<p>A percentile wage is the value of a wage at which a certain percentage of workers falls below. For example, a 25th percentile hourly wage of \$15.00 indicates that 25% of workers earn less than \$15.00, while 75% earn more. Percentile wages are specific to the geography shown in the report.</p> <p>The 25th-percentile and 75th-percentile hourly wages are used as a proxy for entry-level and experienced-level wages.</p>
Living Wage	<p>The living wage is the level of income a single, working adult with no children must earn to meet basic needs. The living wage is calculated using basic allowances for food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs, and assumes full-time employment (40 hours per week, 52 weeks a year).</p>

Key Terms	Definition
	Beginning in 2023-24, NFN COE adopted the MIT calculations for a living wage better aligned to the economic conditions following the pandemic. For additional information, please visit https://livingwage.mit.edu/ .
Educational Attainment	Educational attainment is the highest level of education achieved by workers in an occupation. The data include workers aged 25 years and older.
Typical Entry-level Education	<p>The education level most workers need to gain employment in an occupation. Categories range from "no formal educational credential" and "high school diploma or equivalent" to "doctoral or professional degree." The types most relevant to community training are "some college, no degree," "postsecondary nondegree award," and "associate degree."</p> <p>The typical entry-level education may differ from the actual educational levels attained by workers employed in an occupation.</p>
Typical Work Experience	The relevant prior experience a worker needs to gain employment in an occupation. Categories include "5 years or more", "less than five years," and "none."
Typical On-The-Job (OTJ) Training	The level of on-the-job training a worker must obtain for competency in the skills required for an occupation. Categories include "none," "short-term (1 month or less)," "moderate-term (more than one month but less than 12 months)," "long-term (more than 12 months)," "apprenticeship," and "internship/residency."
Awards	Awards are the number of certificates and degrees conferred for a specific course of study each year. Awards count "papers" and, as a result, may be greater than the number of students who complete a program.

Funding Acknowledgement: This report was made available with Strong Workforce Program funding from the North Far North Regional Consortium.

COVID-19 Statement: This report includes employment projection data produced by Lightcast (formerly EMSI). Employment projections are developed using models based on historical data, which in this set of projections covers the period through 2021. Most input data, therefore, precedes the pandemic. Employment projections are long-term projections intended to capture structural changes in the economy, not cyclical fluctuations. As such, projections data are not intended to capture the impacts of the recession that began in February 2020. Cyclical fluctuations, like recessions, impact projections when they become part of the historical data set.

Important Disclaimer: 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. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges, or their representatives based upon components or recommendations contained in this study.

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