

Labor Market Analysis for Program Recommendation:
 0835.20/Fitness Trainer
 (Yoga Therapy Certificate, 300-Hour)
 Orange County Center of Excellence, October 2023



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 3,592 annual job openings throughout Los Angeles and Orange counties for <i>exercise trainers and group fitness instructors</i> , which is more than the 231 awards conferred by educational institutions .	
Living Wage: (Entry-Level, 25 th)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> Entry-level hourly wages for <i>exercise trainers and group fitness instructors</i> are \$15.29 , which is 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 or equivalent. Additionally, a significant percentage 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 yoga therapists:

- 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* and typical education requirements for these occupations align with a community college education. However, typical entry-level wages are 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: Labor Market Endorsement Summary

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)	LA: 2,546 OC: 1,046	LA: 166 OC: 65	OC: \$15.29	High School Diploma or Equivalent	29%
Total	3,592	231	N/A	N/A	N/A

Demand:

- The number of jobs related to *exercise trainers and group fitness instructors* is projected to increase 16% through 2027, equating to 3,592 annual job openings.
- The hourly entry-level wage for *exercise trainers and group fitness instructors* is \$15.29 in Orange County, which is below the living wage of \$20.63
- There were 3,481 online job postings for *exercise trainers and group fitness instructors* over the past 12 months. The highest number of postings were for *yoga teachers or instructors*, which accounted for 11% (376) of job postings.
- The typical entry-level education for *exercise trainers and group fitness instructors* is a high school diploma or equivalent.
- Approximately 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 97 awards conferred by 16 community colleges in Los Angeles and Orange Counties from 2019 to 2022.
- Non-community college institutions conferred an average of 134 awards from 2019 to 2021.
- Orange County community college students that exited fitness trainer programs in the 2020-21 academic year had a median annual wage of \$32,836 after exiting the program and 33% attained the regional living wage.
- Throughout Orange County, 73% of fitness trainer students that exited their program in 2019-20 reported that they are working in a job closely related to their field of study.

Demand

Occupational Projections:

Exhibit 2 shows the annual percent change in jobs for *exercise trainers and group fitness instructors* from 2017 through 2027. Employment for *exercise trainers and group fitness instructors* declined 13% from 2019 to 2020 in Orange County due to the COVID-19 Pandemic, which is nearly double the 7% decline across all occupations during the same period. However, employment in this occupation began to increase in 2022 and is projected to grow at a slightly higher rate compared to all occupations through 2027.

Exhibit 2: Annual Percent Change in Jobs for Yoga Therapy Occupations, 2017-2027

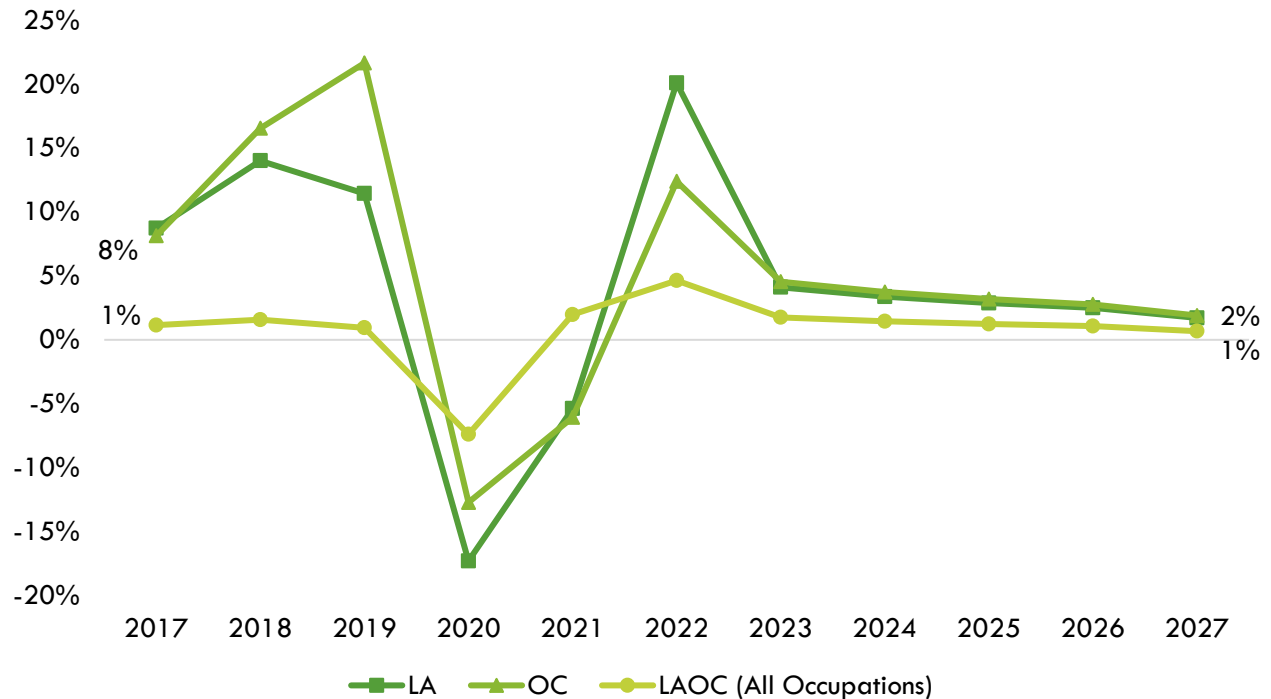


Exhibit 3 shows the five-year occupational demand projections for *exercise trainers and group fitness instructors*. In Los Angeles/Orange County, the number of jobs related to this occupation is projected to increase by 16% through 2027. There is projected to be 3,592 jobs available annually.

Exhibit 3: Occupational Demand in Los Angeles and Orange Counties¹

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	11,474	13,244	1,770	15%	2,546
Orange	4,612	5,405	793	17%	1,046
Total	16,086	18,648	2,562	16%	3,592

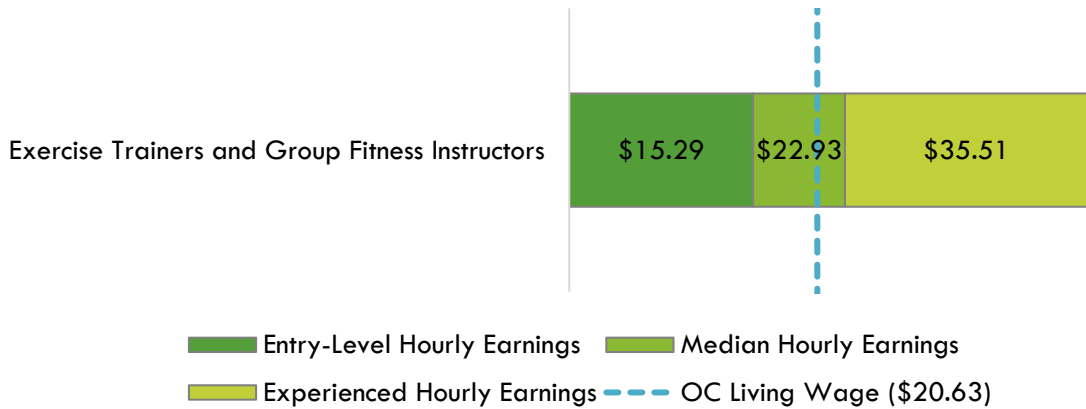
¹ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

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.

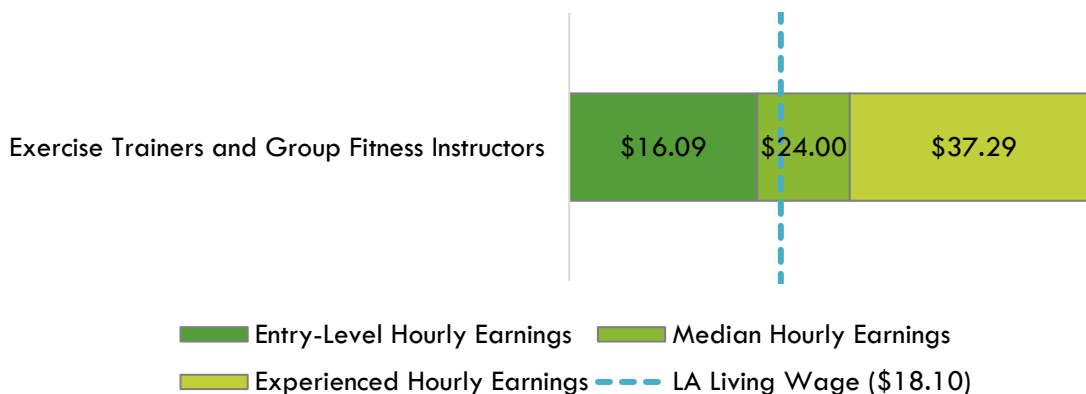
The typical entry-level hourly earnings for *exercise trainers and group fitness instructors* are \$15.29, which is significantly below the living wage for one adult in Orange County (\$20.63). Median hourly earnings are \$22.93, which is above the living wage. Orange County's average wage (\$28.17) is also below the average statewide wage of \$30.68 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.

Exhibit 4: Wages by Occupation in Orange County



The typical entry-level hourly earnings for *exercise trainers and group fitness instructors* are \$16.09, which is below the living wage for one adult in Los Angeles County (\$18.10). Median hourly earnings are \$24.00, which is above the living wage. Los Angeles County's average wage (\$29.38) is slightly below the average statewide wage of \$30.68 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:

Important Online Job Postings Data Note: Online job postings data is sourced from Lightcast, a labor market analytics firm that scrapes, collects, and organizes data from online job boards such as LinkedIn, Indeed, Glassdoor, Monster, GovernmentJobs.com, and thousands more. Lightcast uses natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. However, NLP has limitations that include understanding contextual words of phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.² For these reasons, job postings could be assigned to the wrong employer, industry, or occupation within Lightcast's database.

Additionally, there are several limitations when analyzing job postings. A single job posting may not represent a single job opening, as employers may be creating a pool of candidates for future openings or hiring for multiple positions with a single posting. Additionally, not all jobs are posted online, and jobs may be filled through other methods such as internal promotion, word-of-mouth advertising, physical job boards, or a variety of other channels.

There were 3,481 online job postings related to exercise trainers and group fitness instructors listed in the past 12 months. Of those, 11% (375) were for yoga teachers or instructors and one (1) job posting was specifically for yoga therapists. Exhibit 6 shows the number of job postings by occupation. The remainder of this section focuses solely on job postings for yoga teachers or instructors.

Exhibit 6: Number of Job Postings by Occupation (n=3,481)

Job Type	Job Postings	Percentage of Job Postings
Other Exercise Trainers and Group Fitness Instructors	3,105	89%
Yoga Teachers or Instructors	376	11%
Yoga Therapists	1	0%
Total Postings	3,481	100%

The top employers in the region for yoga teachers or instructors, by number of job postings, are shown in Exhibit 7.

Exhibit 7: Top Employers by Number of Job Postings (n=376)

Employer	Job Postings	Percentage of Job Postings
CorePower Yoga	83	22%
Levi Strauss	23	6%
Trustmark National Bank	22	6%
YMCA	11	3%
Crunch	10	3%
Brightside	7	2%
Beyond Yoga	6	2%
Hot 8 Yoga	5	1%
Kosha 5 Yoga Studio	5	1%
Monte Nido & Affiliates	5	1%

² K. R. Chowdhary, Fundamentals of Artificial Intelligence (Basingstoke: Springer Nature, 2020), <https://link.springer.com/book/10.1007/978-81-322-3972-7>.

The top specialized, soft, and computer skills for yoga teachers or instructors listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 8.

Exhibit 8: Top Skills by Number of Job Postings (n=376)

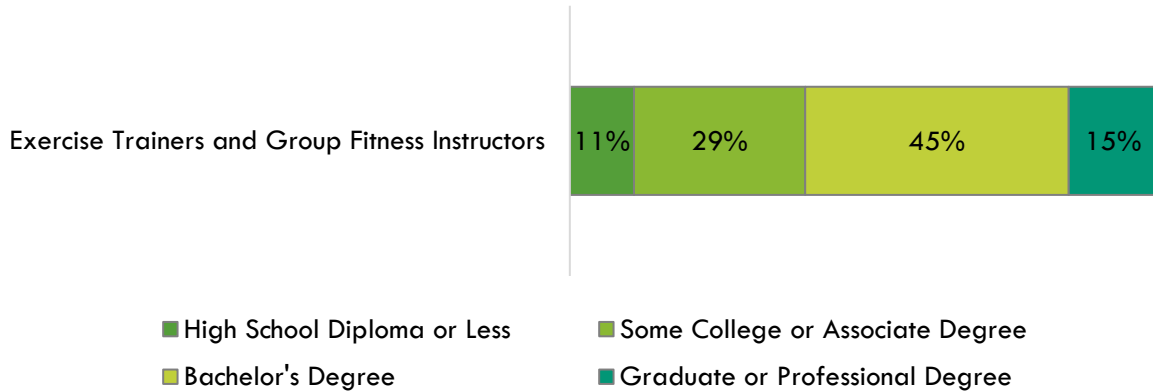
Top Specialized Skills	Top Soft Skills	Top Computer Skills
Yoga (159)	Teaching (107)	Markdown (11)
Fitness Training (85)	Planning (100)	Microsoft Excel (10)
Communication Planning (83)	Cleanliness (88)	Microsoft Office (6)
Occupational Safety and Health (83)	Communications (70)	Microsoft Outlook (5)
Online Teaching (83)	Customer Service (66)	Microsoft PowerPoint (5)
Group Exercise Instruction (33)	Sales (46)	Accounting Software (4)
Pilates (30)	Management (39)	Analytical Dashboard (4)
Merchandising (28)	Coaching (32)	Microsoft Word (4)
CPR (Cardiopulmonary Resuscitation) (27)	Leadership (30)	Paychex (4)
Zumba (27)	Lifting Ability (28)	Online Databases (3)

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*. The national-level educational attainment data indicates 29% of workers in the field have completed some college or associate degree as their highest level of education. Exhibit 9 shows the educational attainment for *exercise trainers and group fitness instructors*.

Of the 44% of cumulative job postings for yoga teachers and instructors that listed a minimum education requirement in Los Angeles/Orange County, 70% (115) requested a high school diploma or an associate degree and 30% (49) requested a bachelor's degree.

Exhibit 9: National-level Educational Attainment for Occupations



Educational Supply

Community College Supply:

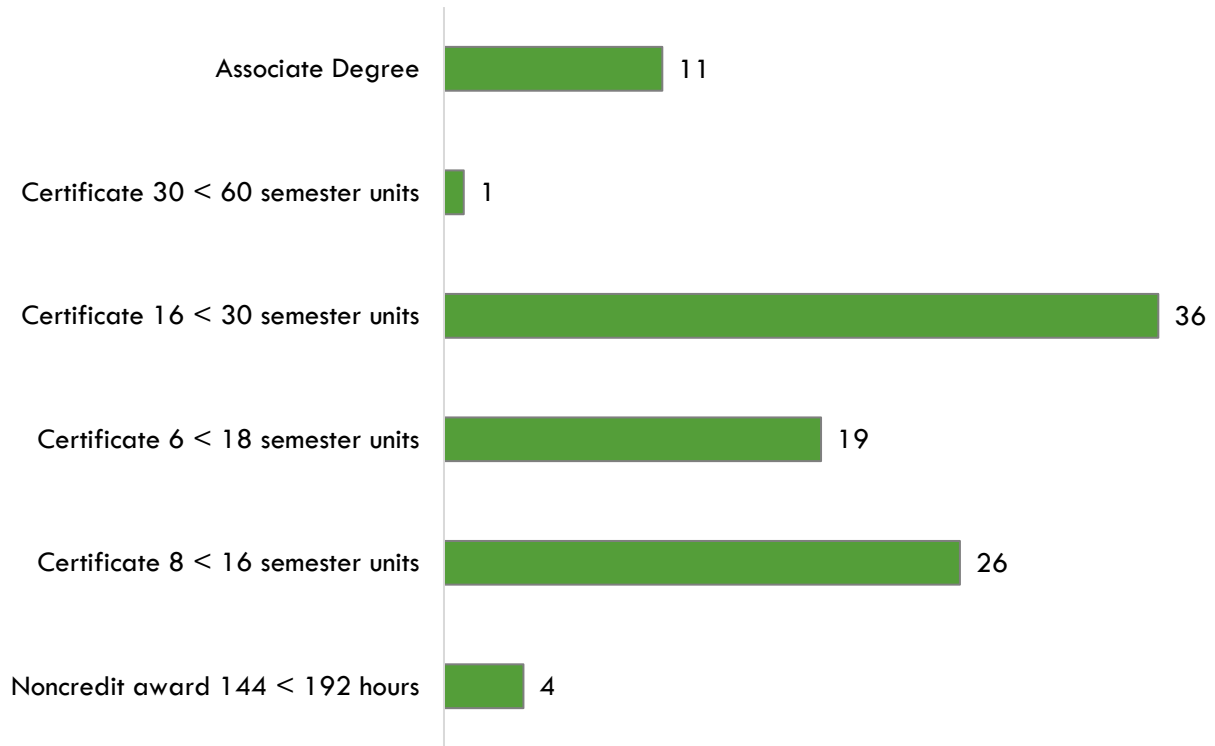
Exhibit 10 shows the three-year average number of awards conferred by community colleges in the related TOP codes: Fitness Trainer (0835.20) and Coaching (0835.60). The colleges with the most completions in the region are Orange Coast, Saddleback and Santa Monica. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

Exhibit 10: Regional Community College Awards (Certificates and Degrees), 2019-2022

TOP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
0835.20	Fitness Trainer	Cerritos	3	3	5	4
		Compton	0	0	1	0
		East LA	1	0	2	1
		Glendale	2	6	4	4
		LA City	0	2	2	1
		LA Harbor	1	2	1	1
		Mt San Antonio	0	1	5	2
		Pasadena	3	8	11	7
		Rio Hondo	1	1	0	0
		LA Subtotal	11	23	31	20
		Cypress	1	1	7	3
		Fullerton	4	6	1	4
		Irvine	4	0	3	2
		Orange Coast	32	26	28	29
		Saddleback	0	31	34	22
		Santa Ana	2	1	1	1
		OC Subtotal	43	65	74	61
Supply Subtotal/Average			54	88	105	81
083560	Coaching	Rio Hondo	0	2	2	1
		Santa Monica	9	12	11	11
		LA Subtotal	9	14	13	12
		Cypress	2	0	3	2
		Fullerton	1	2	1	1
		Saddleback	0	2	2	1
		OC Subtotal	3	4	6	4
Supply Subtotal/Average			12	18	19	16
Supply Total/Average			66	106	124	97

Exhibit 11 shows the annual average community college awards by type from 2019-20 through 2021-22. Of the 97 awards, 37% (36) were for certificates between 16 and less than 30 semester units, 27% (26) were for certificates between 8 and less than 16 semester units, and 20% (19) were for certificates between 6 and less than 18 semester units.

Exhibit 11: Annual Average Community College Awards by Type, 2019-2022



Community College Student Outcomes:

Exhibit 12 shows the Strong Workforce Program (SWP) metrics for fitness trainer programs in North Orange County Community College District (NOCCCD), the Orange County Region, and California. Of the 988 fitness trainer students in the 2020-21 academic year, 24% (242) attended an NOCCCD college.

Additionally, NOCCCD students that exited fitness trainer programs in the 2020-21 academic year had slightly higher median annual earnings (\$32,710) compared to all fitness trainer students statewide (\$32,268). Approximately 75% of NOCCCD fitness trainer students reported working in a job closely related to their field of study, higher than the statewide average of 67%. Additionally, 35% of NOCCCD students attained the living wage.

Exhibit 12: Fitness Trainer (0835.20) Strong Workforce Program Metrics, 2020-21³

SWP Metric	NOCCCD	OC Region	California
SWP Students	242	988	5,152
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	17%	19%	17%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Insufficient Data	Insufficient Data	69%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	Insufficient Data	39	194
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2019-20)	37	88	405
SWP Students with a Job Closely Related to Their Field of Study (2019-20)	75%	73%	67%
Median Annual Earnings for SWP Exiting Students	\$32,710 (\$15.73)	\$32,836 (\$15.79)	\$32,268 (\$15.51)
Median Change in Earnings for SWP Exiting Students	36%	15%	20%
SWP Exiting Students Who Attained the Living Wage	35%	33%	44%

³ All SWP metrics are for 2020-21 unless otherwise noted.

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 two-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: Sport and Fitness Administration/Management (31.054) and Physical Fitness Technician (31.0507). Due to different data collection periods, the most recent two-year period of available data is presented, from 2019 to 2021. Between 2019 and 2021, four-year colleges in the region conferred an average of 134 awards annually in related training programs.

Exhibit 13: Regional Non-Community College Awards, 2020-2021

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2-Year Award Average
31.0504	Sport and Fitness Administration/Management	Pepperdine University	25	20	22
		University of Antelope Valley	23	19	20
Supply Subtotal/Average			48	39	42
31.0507	Physical Fitness Technician	American Fitness and Nutrition Academy	38	30	34
		California Healing Arts College	0	5	2
		Southern California Health Institute	81	30	56
Supply Subtotal/Average			119	65	92
Supply Total/Average			167	104	134

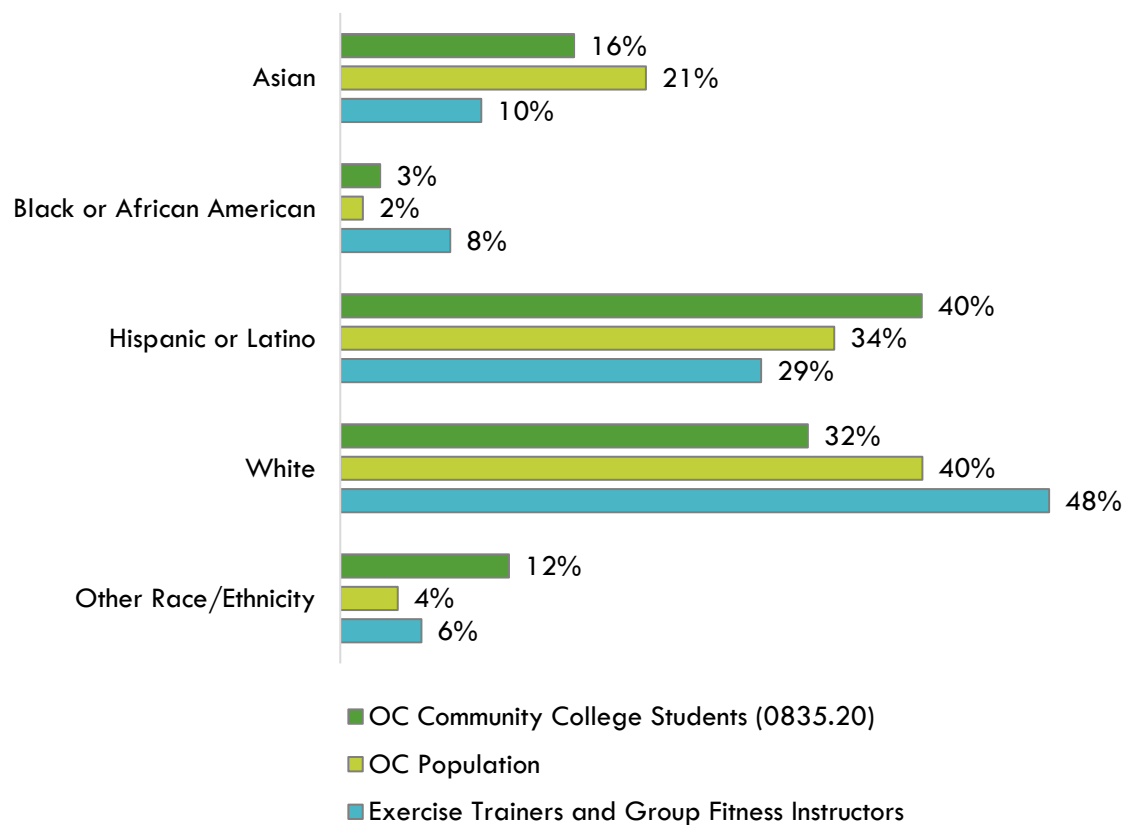
Regional Demographics

This section analyzes demographic data for Orange County community college students enrolled in fitness trainer 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 for workers employed as *exercise trainers and group fitness instructors*. White (48%) workers comprise the largest group of *exercise trainers and group fitness instructors*, higher than their representation in the population (40%) and representation among fitness trainer students (32%). Hispanic or Latino workers are the next largest group of *exercise trainers and group fitness instructors* at 29%, lower than their representation in the population (34%) and considerably lower than the number of Hispanic or Latino fitness trainer students (40%).

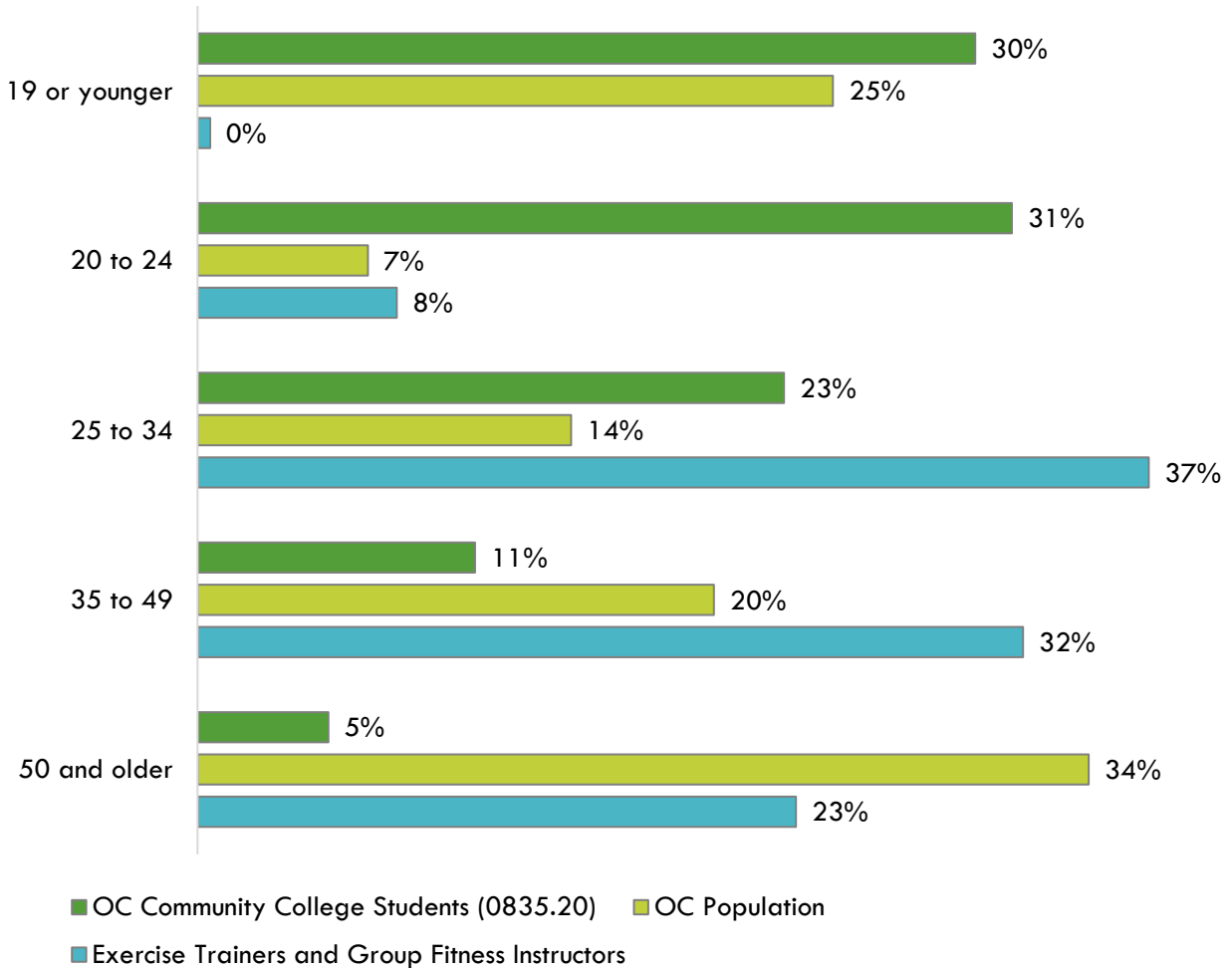
Exhibit 14: Program and County Demographics by Ethnicity



Age:

Exhibit 14 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*. More than two-thirds (69%) of *exercise trainers and group fitness instructors* are aged 25 to 49 years, more than double the population (34%) as well as fitness trainer students (33%). Notably, fitness trainer students are largely younger, with nearly two-thirds of students aged 24 years or younger.

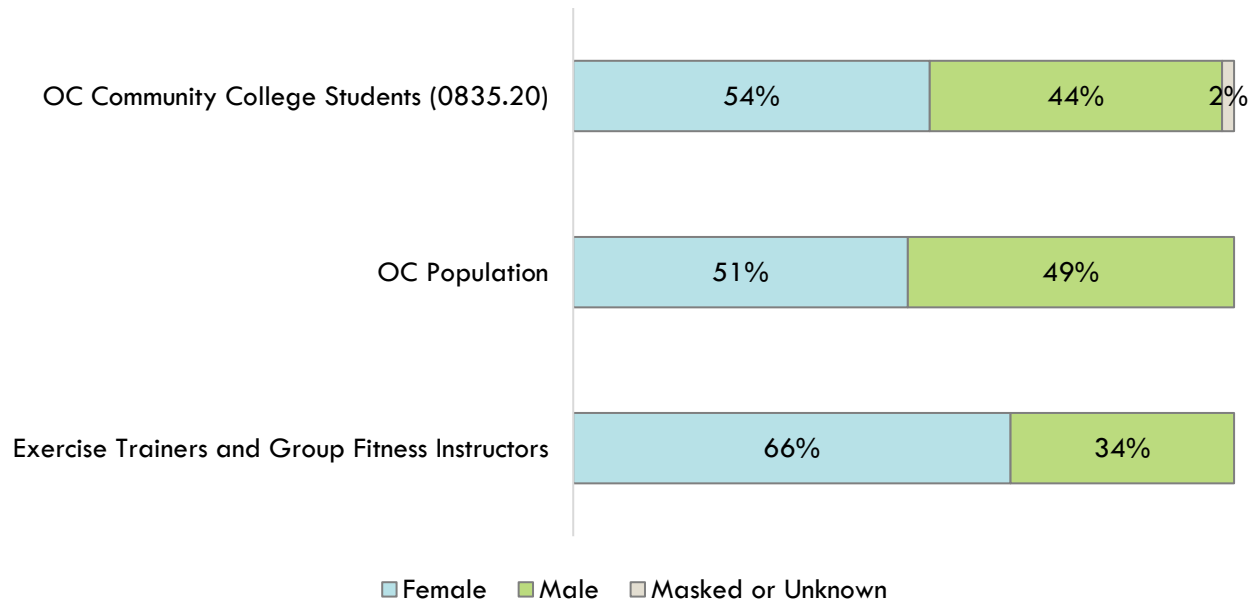
Exhibit 14: Program and County Demographics by Age



Sex:

Exhibit 15 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*. While women and men are almost evenly represented among the population, women comprise nearly two-thirds (66%) of *exercise trainers and group fitness instructors* and more than half (54%) of fitness trainer students.

Exhibit 15: Program and County Demographics by Sex



Appendix A: Methodology

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>

Data Type	Source
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> <p>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</p>

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