

# Fitness and Health Occupations

# Labor Market Information Report

# Mission College

## Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

**May 2021**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Fitness and Health workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara county). There is a projected annual gap of about 5,301 students in the Bay region and 1,295 students in the Silicon Valley Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 0835.20 – Fitness Trainer programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Mission College and in the region.

This report profiles Fitness and Health Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at Mission College.

* **Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other (11-9198):** All managers not listed separately.  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%
* **Health Education Specialists (21-1091):** Provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Collect and analyze data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May serve as resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs. Excludes “Community Health Workers” (21-1094).  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%
* **Exercise Trainers and Group Fitness Instructors (39-9031):** Instruct or coach groups or individuals in exercise activities. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills. Excludes teachers classified in 25-0000 Education, Training, and Library Occupations. Excludes “Coaches and Scouts” (27-2022) and “Athletic Trainers” (29-9091).  
    Entry-Level Educational Requirement: High school diploma or equivalent  
    Training Requirement: Short-term on-the-job training  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 30%

## Occupational Demand

**Table 1. Employment Outlook for Fitness and Health Occupations in Bay Region**

| **Occupation** | **2019 Jobs** | **2024 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Personal Service Managers, All  Other; Entertainment and  Recreation Managers, Except  Gambling; and Managers, All  Other | 41,119 | 42,712 | 1,593 | 4% | 18,582 | 3,097 | $ 33 | $ 62 |
| Health Education Specialists | 2,222 | 2,389 | 167 | 8% | 1,575 | 263 | $ 23 | $ 34 |
| Exercise Trainers and Group  Fitness Instructors | 14,114 | 12,277 | -1,836 | -13% | 11,909 | 1,985 | $ 18 | $ 28 |
| **Total** | **57,455** | **57,378** | **-77** | **0%** | **32,066** | **5,345** | **$28.93** | **$52.56** |
| Source: EMSI 2021.2 | | | | | | | | |

**Bay Region includes:** Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Fitness and Health Occupations in Silicon Valley Sub-region**

| **Occupation** | **2019 Jobs** | **2024 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Personal Service Managers, All Other; Entertainment and  Recreation Managers, Except Gambling; and Managers, All Other | 9,873 | 10,832 | 958 | 10% | 5,106 | 851 | $ 47 | $ 76 |
| Health Education Specialists | 465 | 552 | 87 | 19% | 390 | 65 | $ 26 | $ 31 |
| Exercise Trainers and Group Fitness Instructors | 2,763 | 2,328 | -434 | -16% | 2,314 | 386 | $ 18 | $ 27 |
| **Total** | **13,101** | **13,712** | **611** | **5%** | **7,810** | **1,302** | **$40.14** | **$64.07** |
| Source: EMSI 2021.2 | | | | | | | | |

**Silicon Valley Sub-Region includes:** Santa Clara County

### Job Postings in Bay Region and Silicon Valley Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (May 2020 - Apr 2021)**

| **Occupation** | **Bay Region** | **Silicon Valley** |
| --- | --- | --- |
| Fitness Trainers and Aerobics Instructors | 1,709 | 428 |
| Health Educators | 1,404 | 395 |
| Athletic Trainers | 125 | 38 |
| Source: Burning Glass | | |

**Table 4a. Top Job Titles for Fitness and Health Occupations for latest 12 months (May 2020 - Apr 2021) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Swim Instructor | 174 | Health/Wellness Coach | 28 |
| Personal Trainer | 129 | Group Exercise Instructor | 27 |
| Pilates Instructor | 86 | Yoga Instructor | 26 |
| Group Fitness Instructor | 82 | Health Coach | 24 |
| Fitness Trainer | 67 | Group Instructor | 22 |
| Fitness Instructor | 60 | Fitness Coach Trainer | 22 |
| Educator | 50 | Athletic Trainer | 22 |
| Health Educator | 35 | Health Screener | 21 |
| Healthcare Specialist | 29 | Fitness Attendant | 20 |
| Source: Burning Glass | | | |

**Table 4b. Top Job Titles for Fitness and Health Occupations for latest 12 months (May 2020 - Apr 2021) Silicon Valley Sub-Region**

| **Title** | **Silicon Valley** | **Title** | **Silicon Valley** |
| --- | --- | --- | --- |
| Swim Instructor | 47 | Nurse Health Specialist | 8 |
| Pilates Instructor | 40 | Personal Fitness Trainer | 7 |
| Personal Trainer | 35 | Fitness Instructor | 7 |
| Group Fitness Instructor | 19 | Fitness Attendant | 7 |
| Group Exercise Instructor | 13 | Pt Athletic Trainer | 6 |
| Educator | 12 | Lifeguard/Swim Instructor | 6 |
| Health Coach | 10 | Private Swim Instructor | 5 |
| Health Screener | 9 | Lg Home Theater Specialist | 5 |
| Fitness Trainer | 9 | Fitness Technician | 5 |
| Source: Burning Glass | | | |

## Industry Concentration

**Table 5. Industries hiring Fitness and Health Workers in Bay Region**

| **Industry – 6 Digit NAICS (No. American**  **Industry Classification) Codes** | **Jobs in Industry (2019)** | **Jobs in Industry (2024)** | **% Change (2019-24)** | **% Occupation Group in Industry (2019)** |
| --- | --- | --- | --- | --- |
| Fitness and Recreational Sports Centers | 9,780 | 7,798 | -20% | 14% |
| Local Government, Excluding Education and Hospitals | 2,884 | 3,018 | 5% | 5% |
| Corporate, Subsidiary, and Regional Managing Offices | 1,958 | 1,794 | -8% | 3% |
| Federal Government, Civilian, Excluding Postal Service | 1,468 | 1,598 | 9% | 3% |
| Custom Computer Programming Services | 1,472 | 1,618 | 10% | 3% |
| Internet Publishing and Broadcasting and  Web Search Portals | 1,444 | 1,638 | 13% | 3% |
| Research and Development in the Physical, Engineering,  and Life Sciences (except Nanotechnology & Biotechnology) | 981 | 1,357 | 38% | 2% |
| Residential Remodelers | 1,129 | 1,388 | 23% | 2% |
| Civic and Social Organizations | 1,127 | 875 | -22% | 2% |
| Administrative Management and General Management Consulting Services | 802 | 921 | 15% | 1% |
| Source: EMSI 2021.2 | | | | |

**Table 6. Top Employers Posting Fitness and Health Occupations in Bay Region and Silicon Valley Sub-Region (May 2020 - Apr 2021)**

| **Employer** | **Bay** | **Employer** | **Silicon Valley** |
| --- | --- | --- | --- |
| Anthem Blue Cross | 60 | Anthem Blue Cross | 31 |
| University Of California | 51 | Stanford University | 21 |
| CVS Health | 49 | Lucile Packard Childrens Hospital | 21 |
| Kaiser Permanente | 37 | Iqvia | 16 |
| Galileo Learning | 37 | Hospital Corporation of America | 16 |
| Jenny Craig | 33 | Department of Veterans Affairs | 15 |
| Iqvia | 32 | Satellite Healthcare Incorporated | 10 |
| Svetness | 28 | Galileo Learning | 10 |
| Sunsational Swim School | 27 | City Sunnyvale | 10 |
| American Swim Academy | 27 | CVS Health | 10 |
| Source: Burning Glass | | | |

## Educational Supply

There are 11 community colleges in the Bay Region issuing 44 awards on average annually (last 3 years ending 2018-19) on TOP 0835.20 – Fitness Trainer. In the Silicon Valley Sub-Region, there are two (2) community colleges that issued 7 awards on average annually (last 3 years) on this TOP code.

**Table 7. Community College Awards on TOP 0835.20 – Fitness Trainer in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- |
| Canada | Mid-Peninsula | 1 | 1 | 2 |
| Chabot | East Bay | 0 | 1 | 1 |
| Diablo Valley | East Bay | 2 | 3 | 5 |
| Foothill | Silicon Valley | 0 | 1 | 1 |
| Laney | East Bay | 0 | 1 | 1 |
| Merritt | East Bay | 0 | 1 | 1 |
| Monterey | SC-Monterey | 1 | 0 | 1 |
| Ohlone | East Bay | 0 | 2 | 2 |
| San Mateo | Mid-Peninsula | 0 | 7 | 7 |
| Santa Rosa | North Bay | 2 | 15 | 17 |
| West Valley | Silicon Valley | 0 | 6 | 6 |
| **Total** |  | **6** | **38** | **44** |
| Source: Data Mart | | | | |

*Note: The annual average for awards is 2016-17 to 2018-19.*

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 5,345 annual openings for the Fitness and Health occupational cluster and 44 annual (3-year average) awards for an annual undersupply of 5,301 students. In the Silicon Valley Sub-Region, there is also a gap with 1,302 annual openings and 7 annual (3-year average) awards for an annual undersupply of 1,295 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0835.20 – Fitness Trainer**

| **Metric Outcomes** | **Bay**  **All CTE Programs** | **Mission**  **All CTE Program** | **State 0835.20** | **Bay 0835.20** | **Silicon Valley 0835.20** | **Mission 0835.20** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 75% | 77% | 64% | 60% | N/A | N/A |
| Median Annual Earnings for SWP  Exiting Students | $44,575 | $46,809 | $23,494 | $27,692 | $30,150 | N/A |
| Median Change in Earnings for SWP Exiting Students | 31% | 27% | 34% | 47% | 38% | N/A |
| Exiting Students Who Attained the  Living Wage | 52% | 50% | 34% | 40% | 45% | N/A |
| Source: Launchboard Strong Workforce Program from version 2017-18. | | | | | | |

## Skills, Certifications and Education

**Table 9. Top Skills for Fitness and Health Occupations in Bay Region (May 2020 - Apr 2021)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Cardiopulmonary Resuscitation (CPR) | 991 | Sales | 183 |
| Teaching | 951 | Public Health and Safety | 177 |
| Customer Service | 531 | Training Programs | 167 |
| Cleaning | 479 | Acute Care | 165 |
| Fitness | 465 | Patient/Family Education and Instruction | 152 |
| Scheduling | 401 | Social Media | 148 |
| Patient Care | 369 | Customer Contact | 142 |
| Group Fitness | 356 | Budgeting | 123 |
| Yoga | 256 | Onboarding | 117 |
| Health Education | 244 | Music | 114 |
| Personal Protective Equipment (PPE) | 239 | Treatment Planning | 110 |
| Pilates | 216 | Customer Checkout | 103 |
| Educational Programs | 193 | Rehabilitation | 100 |
| Staff Management | 186 | Lifting Ability | 99 |
| Source: Burning Glass | | | |

**Table 10. Certifications for Fitness and Health Occupations in Bay Region (May 2020 - Apr 2021)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| First Aid Cpr Aed | 731 | Certified Fitness Instructor | 47 |
| Registered Nurse | 423 | Registered Dietitian | 46 |
| Driver's License | 291 | Certified Lactation Consultant | 46 |
| Personal Fitness Trainer Certification | 222 | Certified Health Education Specialist | 46 |
| Basic Life Saving (BLS) | 149 | Advanced Cardiac Life Support (ACLS) Certification | 36 |
| Athletic Trainer Certification | 85 | AFAA Certification | 36 |
| American Heart Association Certification | 82 | Water Safety Instructor | 32 |
| Basic Cardiac Life Support Certification | 77 | Certified Dialysis Nurse | 32 |
| Group Exercise Instructor | 59 | Certified Nurse Educator | 30 |
| Certified Diabetes Educator (CDE) | 53 | Certified Teacher | 29 |
| Source: Burning Glass | | | |

*Note: 48% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.*

**Table 11. Education Requirements for Fitness and Health Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 493 | 30% |
| Associate's degree | 153 | 9% |
| Bachelor's degree and higher | 1,002 | 61% |
| Source: Burning Glass | | |

*Note: 49% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.*

## Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

## Sources

O\*Net Online  
Labor Insight/Jobs (Burning Glass)  
Economic Modeling Specialists International (EMSI)  
CTE LaunchBoard www.calpassplus.org/Launchboard/  
Statewide CTE Outcomes Survey  
Employment Development Department Unemployment Insurance Dataset  
Living Insight Center for Community Economic Development  
Chancellor’s Office MIS system

## Contacts

For more information, please contact:

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