

Fitness Trainer Occupations Labor Market Analysis: San Diego County

March 2019

Summary

According to available labor market information, there is a large demand for occupations that could be trained by a *Fitness Trainer* program. For the purpose of this report, these occupations are referred to as “Fitness Trainer Occupations.” *Fitness Trainer Occupations* in San Diego County have a labor market demand of 1,006 annual job openings. Seven educational institutions in San Diego County supply 114 awards for these occupations, suggesting that there is a supply gap. However, this supply number does not include people currently in the labor force looking for work in *Fitness Trainer Occupations*.

The following list summarizes findings from the labor market analysis for *Fitness Trainer Occupations*:

- Between 2018 and 2023, *Fitness Trainer Occupations* are projected to increase by 667 jobs or 13 percent.
- Employers in San Diego County will need to hire 1,006 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.
- Between 2010 and 2018, there was an average of 379 online job postings per year for *Fitness Trainer Occupations* in San Diego County.
- On average, the median hourly earnings for *Fitness Trainer Occupations* is \$22.03; this is more than the Self-Sufficiency Standard for a single adult in San Diego County, which is \$15.99 per hour.
- There are two Taxonomy of Programs (TOP) codes and two Classification of Instructional Programs (CIP) codes related to *Fitness Trainer Occupations*.
- According to TOP data, six community colleges supply the region with awards for these occupations: MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, San Diego Miramar College, and Southwestern College. According to CIP data, one non-community college supplies the region with awards, Mueller College.
- Comparing labor demand (annual openings) with labor supply suggests that there is a supply gap for these occupations in San Diego County, with 1,006 annual openings and 114 awards. Comparatively, there are 8,999 annual openings in California and 675 awards.

- Between January 1, 2016 and December 31, 2018, the top five employers in San Diego County for these occupations were 24 Hour Fitness, Athletes Performance, YMCA, Medifit Corporate Services, and Exos.
- Based on online job postings between January 1, 2016 and December 31, 2018, the top listed educational requirement for *Fitness Trainer Occupations* is a high school diploma or vocational training.

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Athletic Trainers (SOC 29-9091):** Evaluate and advise individuals to assist recovery from or avoid athletic-related injuries or illnesses, or maintain peak physical fitness. May provide first aid or emergency care.
- **Fitness Trainers and Aerobics Instructors (SOC 39-9031):** Evaluate and advise individuals to assist recovery from or avoid athletic-related injuries or illnesses, or maintain peak physical fitness. May provide first aid or emergency care.

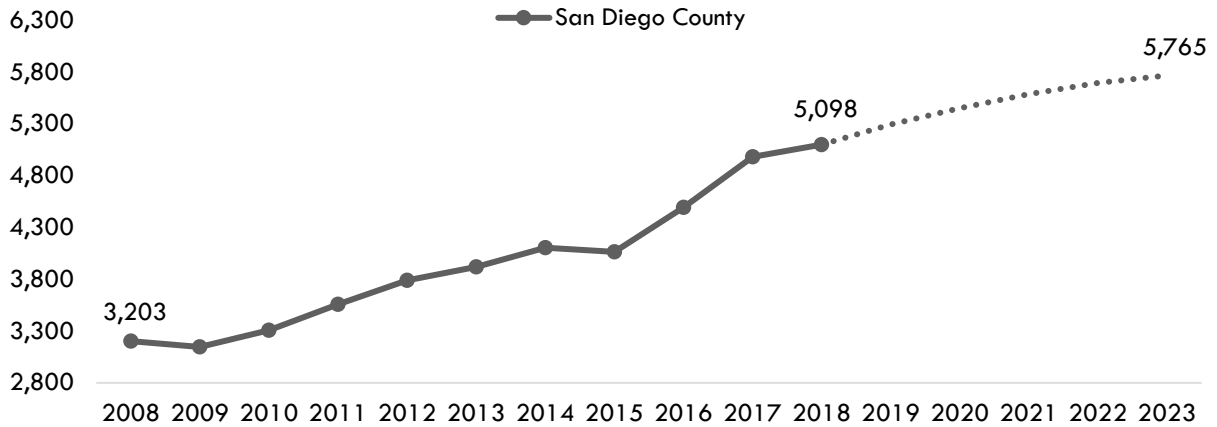
For the purpose of this report, these occupations are referred to as *Fitness Trainer Occupations*.

Projected Occupational Demand

Between 2018 and 2023, *Fitness Trainer Occupations* are projected to increase by 667 jobs or 13 percent (Exhibit 1). Employers in San Diego County will need to hire 1,006 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

¹ 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).

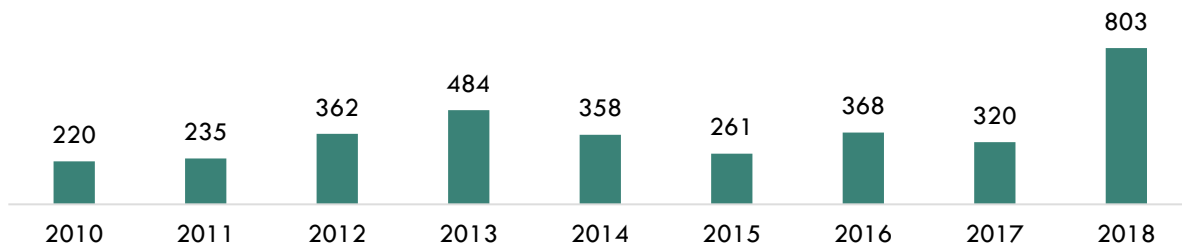
Exhibit 1: Number of Jobs for Fitness Trainer Occupations (2008-2023)²



Online Job Postings

Between 2010 and 2018, there was an average of 379 online job postings per year for *Fitness Trainer Occupations* in San Diego County (Exhibit 2).

Exhibit 2: Number of Online Job Postings for Fitness Trainer Occupations in San Diego County (2010-2018)³



Earnings

The median hourly earnings of *Fitness Trainer Occupations* range from \$19.68 to \$24.37 (Exhibit 3a). On average, the median hourly earnings for *Fitness Trainer Occupations* is \$22.03; this is more than the Self-Sufficiency Standard for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3b).⁴

² Source: Emsi 2019.01; QCEW, Non-QCEW, Self-Employed.

³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2018.

⁴ The self-sufficiency wage in San Diego for one adult is \$15.99 (insightcced.org/2018-self-sufficiency-standard).

Exhibit 3a: Hourly Earnings for Fitness Trainer Occupations in San Diego County

Occupational Title	Entry-Level Hourly Earnings (10 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (90 th Percentile)
Athletic Trainers	\$18.41	\$24.37	\$33.85
Fitness Trainers and Aerobics Instructors	\$11.10	\$19.68	\$34.04

Exhibit 3b: Hourly Earnings⁵ for Fitness Trainer Occupations in San Diego County⁶



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.⁷ There are **two** TOP codes and **two** CIP codes related to *Fitness Trainer Occupations* (Exhibit 4).

⁵ 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.

⁶ Source: Emsi 2019.01; QCEW, Non-QCEW, Self-Employed.

⁷ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

Exhibit 4: Related TOP and CIP Codes for *Fitness Trainer Occupations*

<i>Fitness Trainer Occupations</i>
TOP 083520: Fitness Trainer
TOP 122800: Athletic Training and Sports Medicine
CIP 31.0507: Physical Fitness Technician
CIP 51.0913: Athletic Training/Trainer

According to TOP data, six community colleges supply the region with awards for these occupations: [MiraCosta College](#), [Palomar College](#), [San Diego City College](#), [San Diego Mesa College](#), [San Diego Miramar College](#), and [Southwestern College](#). According to CIP data, one non-community college supplies the region with awards, [Mueller College](#) (Exhibit 5).

Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2013-14 through PY2016-17 Average)

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY14-15 to PY16-17)	Other Educational Institutions 3-Yr Annual Average Awards (PY13-14 to PY15-16)	3-Yr Total Average Supply (PY13-14 to PY16-17)
083520	Fitness Trainer	107	0	107
	• MiraCosta	65	0	
	• Palomar	0	0	
	• San Diego City	9	0	
	• San Diego Mesa	4	0	
	• San Diego Miramar	20	0	
	• Southwestern	9	0	
31.0507	Physical Fitness Technician	0	7	7
	• Mueller	0	7	
			Total	114

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁸ suggests that there is a **supply gap** for these occupations in San Diego County, with **1,006** annual openings and **114** awards. Comparatively, there are **8,999** annual openings in California and **675** awards⁹ (Exhibit 6).

Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	1,006	114	892
California	8,999	675	8,324

Please note: This is a basic analysis of supply and demand of labor. 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. Additionally, the data does not include workers who are currently in the labor force who could fill these positions or workers who are not captured by publicly available data.

Student Outcomes

Based on the information available in the CTE LaunchBoard, students who took courses in the related TOP codes exhibited the following outcomes (Exhibit 7).

Exhibit 7: Strong Workforce Program Metrics for TOP 083520: Fitness Trainer San Diego-Imperial Region vs. California (PY2015-16)

Metric	San Diego-Imperial	California
Number of course enrollments ¹⁰	1,851	5,671
Completed 12+ CTE units in one year ¹¹	65	311
Completed 48+ CTE contact hours in one year ¹²	N/A	N/A

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

⁹ Centers of Excellence Student Outcomes supply table. (coeccc.net/Supply-and-Demand.aspx).

¹⁰ The number of enrollments in courses assigned to the TOP code in the selected year.

¹¹ The number of students who completed 12 or more credit CTE units.

¹² The number of students who completed 48 or more noncredit CTE instructional contact hours.

Metric	San Diego-Imperial	California
Number of students who got a degree or certificate ¹³	116	233
Number of students who transferred ¹⁴	115	375
Employed in the second fiscal quarter after exit ¹⁵	58%	62%
Employed in the fourth fiscal quarter after exit ¹⁶	54%	61%
Job closely related to field of study ¹⁷	N/A	N/A
Median earnings in the second fiscal quarter after exit ¹⁸	\$5,903	\$5,506
Median change in earnings ¹⁹	19%	26%
Attained a living wage ²⁰	39%	34%

Top Employers and Work Locations

Between January 1, 2016 and December 31, 2018, the top five employers in San Diego County for these occupations were [24 Hour Fitness](#), [Athletes Performance](#), [YMCA](#), [Medifit Corporate Services](#), and [Exos](#) (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for *Fitness Trainer Occupations*²¹

Top Employers	
<ul style="list-style-type: none"> • 24 Hour Fitness • Athletes Performance, Inc. • YMCA • Medifit Corporate Services • Exos 	<ul style="list-style-type: none"> • Sharp Healthcare • Active Sports Clubs • Sunsational Swim School • Crunch Fitness • Equinox

¹³ The number of unduplicated students who earned a locally-issued certificate, Chancellor's Office approved certificate, associate degree, and/or California Community Colleges bachelor's degree in the selected TOP code.

¹⁴ Students who took non-introductory courses or completed a California Community Colleges Chancellor's Office award in the selected TOP code in selected year who subsequently enrolled for the first time in a four-year institution the following year.

¹⁵ Among all exiters with a valid SSN, the percentage who were employed two quarters after exiting California Community Colleges.

¹⁶ Among exiting students with a valid SSN, the percentage who were employed four quarters after exiting California Community Colleges.

¹⁷ Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

¹⁸ Among exiting students, the median second-quarter earnings one year after the year in which they exited California Community Colleges.

¹⁹ Among exiting students with a valid SSN, the percentage change in earnings one year before and one year after exiting California Community Colleges.

²⁰ Among completers and skills builders who exited, the proportion of students who attained a living wage.

²¹ L Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

Skills, Education, and Certifications

Fitness Trainer Occupations have educational requirements ranging from a high school diploma or equivalent to a bachelor's degree (Exhibit 9a).

Exhibit 9a: Educational Requirements for *Fitness Trainer Occupations*²²

Occupational Title	Typical Entry-Level Education
Athletic Trainers	Bachelor's degree
Fitness Trainers and Aerobics Instructors	High school diploma or equivalent

Based on online job postings between January 1, 2016 and December 31, 2018, the top listed educational requirement for *Fitness Trainer Occupations* is a [high school diploma or vocational training](#) (Exhibit 9b).²³

Exhibit 9b: Educational Requirements for *Fitness Trainer Occupations* in San Diego County²⁴

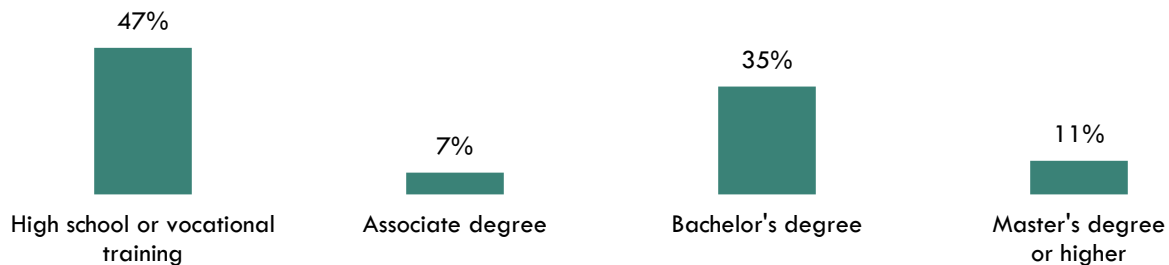


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

²² Source: Emsi, 2019.01; QCEW, Non-QCEW, Self-Employed.

²³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

²⁴ Bureau of Labor Statistics, Educational attainment for workers 25 years and older by detailed occupation. [bls.gov/emp/ep_table_111.htm](https://www.bls.gov/emp/ep_table_111.htm).

Exhibit 10: Top Skills for *Fitness Trainer Occupations* in San Diego County²⁵

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Cardiopulmonary Resuscitation (CPR) • Teaching • Group Fitness • Scheduling • Aerobics 	<ul style="list-style-type: none"> • Communication Skills • Physical Abilities • Energetic • Research • Positive Disposition 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft PowerPoint • Microsoft Word • Word Processing • Computer-Assisted Auditing Technology services

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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 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.

²⁵ Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool.” 2016-2018.