

# Nutrition and Community Wellness Occupations

## Labor Market Analysis: San Diego County

December 2020

### Summary



The brief provides labor market information about *Nutrition and Community Wellness Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Nutrition and Community Wellness Occupations* include “Athletic Trainers,” “Community Health Workers,” “Dietetic Technicians,” “Dietitians and Nutritionists,” and “Exercise Trainers and Group Fitness Instructors.” According to available labor market information, *Nutrition and Community Wellness Occupations* in San Diego County have a labor market demand of 1,258 annual job openings and 13 educational institutions in San Diego County supply 547 awards for these occupations, suggesting that there is a supply gap in the labor market. Entry-level wages are above the living wage for all occupations except for “Dietetic Technicians” and “Exercise Trainers and Group Fitness Instructors,” and median wages for all occupations except “Dietetic Technicians” are above the living wage. While there appears to be a supply gap, this brief recommends **proceeding with caution** when developing a new program because 1) some of these occupations’ entry-level and median wages are below the living wage; and 2) the percentage of students who obtained a living wage after completing related programs is below the state average for students who complete Career Education programs in general.

## Introduction

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

- **Community Health Workers** (SOC 21-1094): Promote health within a community by assisting individuals to adopt healthy behaviors. Serve as an advocate for the health needs of individuals by assisting community residents in effectively communicating with healthcare providers or social service agencies. Act as liaison or advocate and implement programs that promote, maintain, and improve individual and overall community health. May deliver health-related preventive services such as blood pressure, glaucoma, and hearing screenings. May collect data to help identify community health needs.
- **Dietitians and Nutritionists** (SOC 29-1031): Plan and conduct food service or nutritional programs to assist in the promotion of health and control of disease. May supervise activities of a department providing quantity food services, counsel individuals, or conduct nutritional research.
- **Dietetic Technicians** (SOC 29-2051): Assist in the provision of food service and nutritional programs, under the supervision of a dietitian. May plan and produce meals based on established guidelines, teach principles of food and nutrition, or counsel individuals.
- **Athletic Trainers** (SOC 29-9091): Evaluate and treat musculoskeletal injuries or illnesses. Provide preventive, therapeutic, emergency, and rehabilitative care.
- **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.

For the purpose of this report, these occupations are referred to as *Nutrition and Community Wellness Occupations*.

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<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).

## Projected Occupational Demand

Between 2019 and 2024, *Nutrition and Community Wellness Occupations* are projected to increase by 917 net jobs or 13 percent (Exhibit 1 a). During this period, employers in San Diego County are projected to hire 1,258 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 1a: Number of Jobs for Nutrition and Community Wellness Occupations (2009-2024)<sup>2</sup>**

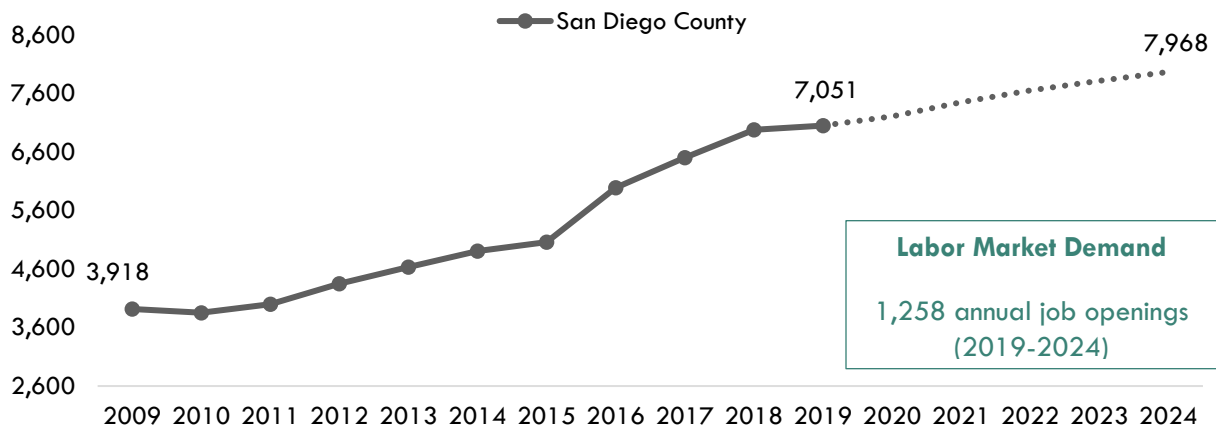


Exhibit 1 b breaks down the projected number of jobs change by occupation more specifically: *Exercise Trainers and Group Fitness Instructors* are projected to increase the most by 699 total jobs between 2019 and 2024 (Exhibit 1 b).

**Exhibit 1b: Number of Jobs for Nutrition and Community Wellness Occupations in San Diego County (2019-2024)<sup>3</sup>**

Occupational Title	2019 Jobs	2024 Jobs	2019 - 2024 Net Jobs Change	2019- 2024 % Net Jobs Change	Annual Job Openings (Demand)
Exercise Trainers and Group Fitness Instructors	5,291	5,990	699	13%	1,067
Dietitians and Nutritionists	773	867	95	12%	69
Community Health Workers	488	557	68	14%	72
Athletic Trainers	143	177	34	24%	16
Dietetic Technicians	356	377	21	6%	34
<b>Total</b>	<b>7,051</b>	<b>7,968</b>	<b>917</b>	<b>13%</b>	<b>1,258</b>

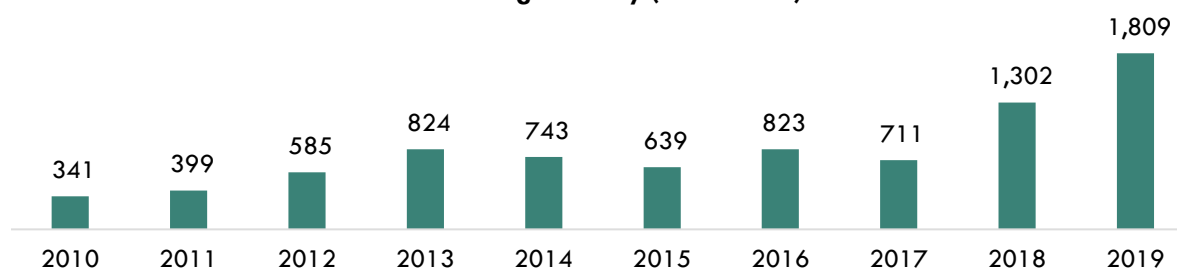
<sup>2</sup> EMSI 2020.04; QCEW, Non-QCEW, Self-Employed.

<sup>3</sup> EMSI 2020.04; QCEW, Non-QCEW, Self-Employed

## Online Job Postings

This report analyzes not only historical and projected data (traditional labor market information or LMI), 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 2010 and 2019, there was an average of **818** online job postings per year in San Diego County for *Nutrition and Community Wellness Occupations* (Exhibit 2). Please note that online job postings do not equal labor market demand; demand is represented by annual job openings (Exhibit 1b). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

**Exhibit 2: Number of Online Job Postings for *Nutrition and Community Wellness Occupations* in San Diego County (2010-2019)<sup>4</sup>**



## Earnings

The entry-level hourly earnings for *Nutrition and Community Wellness Occupations* range from **\$12.79** to **\$31.64** (Exhibit 3a).

**Exhibit 3a: Hourly Earnings for *Nutrition and Community Wellness Occupations* in San Diego County<sup>5</sup>**

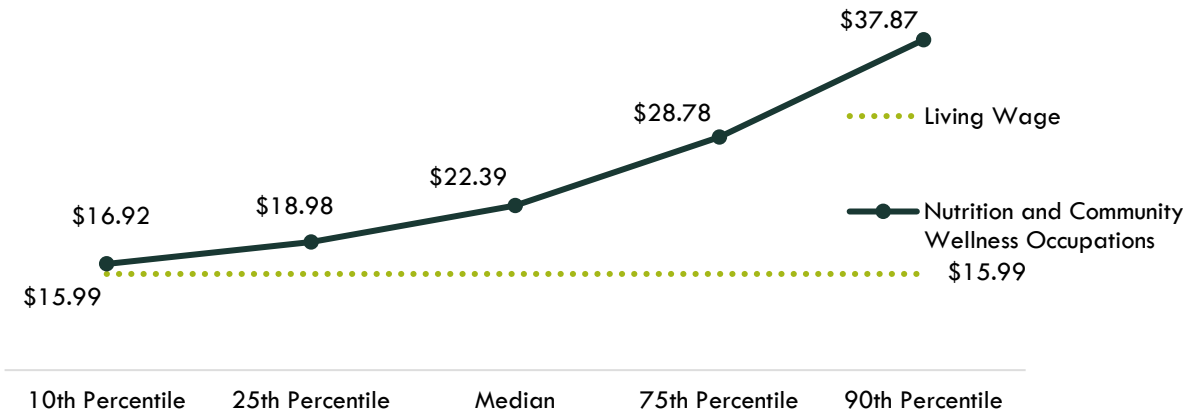
Occupational Title	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Dietitians and Nutritionists	\$31.64	\$36.37	\$41.49
Athletic Trainers	\$20.55	\$25.29	\$31.67
Community Health Workers	\$16.99	\$19.75	\$24.80
Dietetic Technicians	\$12.93	\$14.55	\$18.51
Exercise Trainers and Group Fitness Instructors	\$12.79	\$16.00	\$27.43

<sup>4</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2019.

<sup>5</sup> EMSI 2020.04; QCEW, Non-QCEW, Self-Employed

On average, the entry-level hourly earnings for *Nutrition and Community Wellness Occupations* is \$22.39; this is more than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3b).<sup>6</sup>

**Exhibit 3b: Average Hourly Earnings<sup>7</sup> for Nutrition and Community Wellness Occupations in San Diego County<sup>8</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>9</sup> There are **nine** TOP codes and **14** CIP codes related to *Nutrition and Community Wellness Occupations* (Exhibit 4).

**Exhibit 4: Related TOP and CIP Codes for Nutrition and Community Wellness Occupations**

### *Nutrition and Community Wellness Occupations*

TOP 083520: Fitness Trainer

TOP 122800: Athletic Training and Sports Medicine

TOP 126100: Community Health Care Worker

TOP 130600: Nutrition, Foods, and Culinary Arts

TOP 130620: Dietetic Services and Management

<sup>6</sup> "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. [insightccd.org/2018-self-sufficiency-standard](https://insightccd.org/2018-self-sufficiency-standard).

<sup>7</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>8</sup> EMSI 2020.04; QCEW, Non-QCEW, Self-Employed.

<sup>9</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)).

### *Nutrition and Community Wellness Occupations*

TOP 130660: Dietetic Technology

TOP 130900: Gerontology

TOP 210400: Human Services

TOP 210450: Disability Services

CIP 12.0500: Cooking and Related Culinary Arts, General

CIP 12.0599: Culinary Arts and Related Services, Other

CIP 19.0499: Family and Consumer Economics and Related Services, Other

CIP 19.0501: Foods, Nutrition, and Wellness Studies, General

CIP 19.0505: Foodservice Systems Administration/Management

CIP 19.0702: Adult Development and Aging

CIP 30.1101: Gerontology

CIP 31.0507: Physical Fitness Technician

CIP 44.0000: Human Services, General

CIP 44.0701: Social Work

CIP 51.0913: Athletic Training/Trainer

CIP 51.2208: Community Health and Preventive Medicine

CIP 51.3103: Dietetic Technician

CIP 51.3104: Dietitian Assistant

According to TOP data, **eight** community colleges supply the region with awards for this occupation: [Cuyamaca College](#), [MiraCosta College](#), [Palomar College](#), [San Diego City](#), [San Diego Continuing Education](#), [San Diego Mesa College](#), [San Diego Miramar](#) and [Southwestern College](#). According to CIP data, **five** non-community colleges supply the region with awards, [Alliant International University-San Diego](#), [Ashford University](#), [National University](#), [Point Loma Nazarene University](#), and [San Diego State University](#) (Exhibit 5).

**Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions  
(Program Year 2014-15 through PY2018-19 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY16-17 to PY18-19)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY18-19)
083520	Fitness Trainer	<b>121</b>	<b>0</b>	<b>121</b>
	• MiraCosta	69	0	
	• Palomar	0	0	
	• San Diego City	10	0	
	• San Diego Mesa	7	0	
	• San Diego Miramar	19	0	
	• Southwestern	16	0	
126100	Community Health Care Worker	<b>2</b>	<b>0</b>	<b>2</b>
	• San Diego City	2	0	
130600	Nutrition, Foods, and Culinary Arts	<b>29</b>	<b>0</b>	<b>29</b>
	• MiraCosta	0	0	
	• San Diego Cont Ed	5	0	
	• San Diego Mesa	24	0	
130620	Dietetic Services and Management	<b>9</b>	<b>0</b>	<b>9</b>
	• San Diego Mesa	9	0	
130900	Gerontology	<b>9</b>	<b>0</b>	<b>9</b>
	• MiraCosta	9	0	
	• San Diego City	0	0	
210400	Human Services	<b>106</b>	<b>0</b>	<b>106</b>
	• Cuyamaca	50	0	
	• San Diego City	38	0	
	• Southwestern	18	0	
19.0501	Foods, Nutrition, and Wellness Studies, General	<b>0</b>	<b>4</b>	<b>4</b>
	• Point Loma Nazarene University	0	4	

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY16-17 to PY18-19)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY18-19)
19.0505	Foodservice Systems Administration/Management	<b>0</b>	<b>1</b>	<b>1</b>
	• Point Loma Nazarene University	0	1	
19.0702	Adult Development and Aging	<b>0</b>	<b>11</b>	<b>11</b>
	• Ashford University	0	11	
30.1101	Gerontology	<b>0</b>	<b>63</b>	<b>63</b>
	• Alliant International University-San Diego	0	0	
	• Ashford University	0	38	
	• San Diego State University	0	25	
44.0701	Social Work	<b>0</b>	<b>108</b>	<b>108</b>
	• Point Loma Nazarene University	0	10	
	• San Diego State University	0	98	
51.0913	Athletic Training/Trainer	<b>0</b>	<b>32</b>	<b>32</b>
	• Point Loma Nazarene University	0	10	
	• San Diego State University	0	22	
51.2208	Community Health and Preventive Medicine	<b>0</b>	<b>52</b>	<b>52</b>
	• National University	0	52	
			<b>Total</b>	<b>547</b>



## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>10</sup> suggests that there is a **supply gap** for these occupations in San Diego County, with **1,258** annual openings and **547** awards. Comparatively, there are **12,562** annual openings in California and **2,169** awards, suggesting that there is a supply gap across the state<sup>11</sup> (Exhibit 6).

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

	<b>Demand</b> (Annual Openings)	<b>Supply</b> (Total Annual Average Supply)	<b>Supply Gap or Oversupply</b>
San Diego	1,258	547	<b>711</b>
California	12,562	2,169	<b>10,393</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.

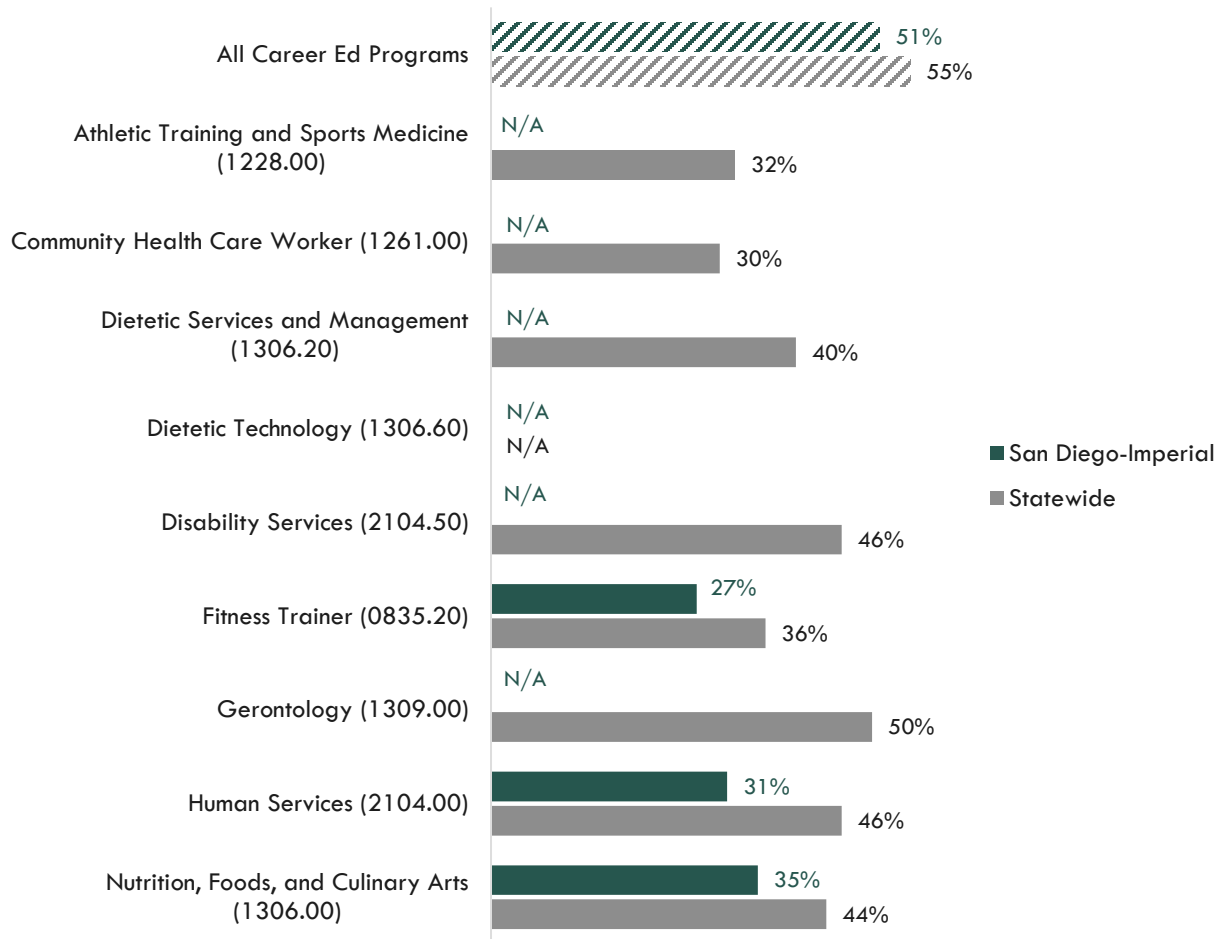
<sup>10</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

<sup>11</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).

## Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, between 27 to 35 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Nutrition and Community Wellness Occupations*, compared to 30 to 50 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 7a).

**Exhibit 7a: Proportion of Students Who Earned a Living Wage, PY2017-18<sup>12</sup>**

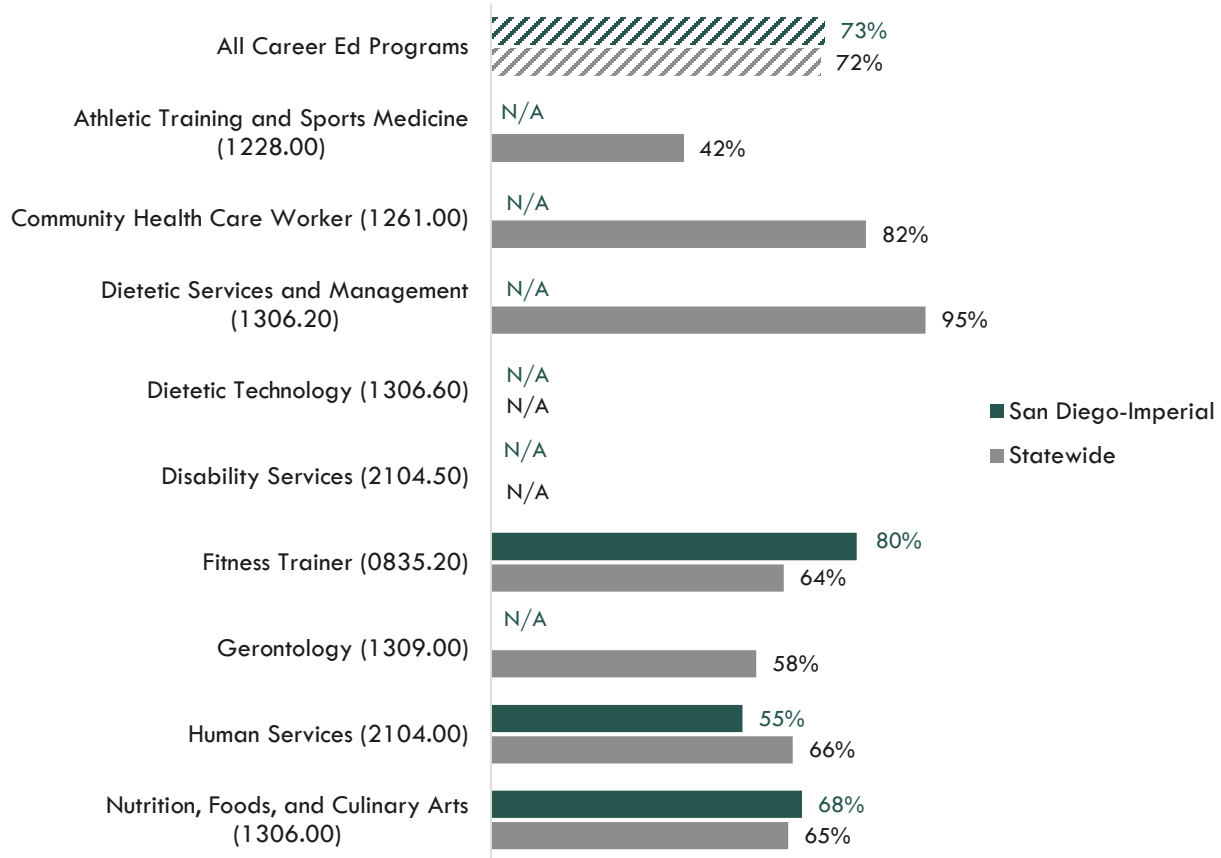


"N/A" indicates insufficient data

<sup>12</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, between 55 to 80 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a related program, compared to 42 to 95 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 7b).

**Exhibit 7b: Percentage of Students in a Job Closely Related to Field of Study, PY2016-17<sup>13</sup>**



"N/A" indicates insufficient data

<sup>13</sup> Most recent year with available data is Program Year 2016-17. 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.

## Top Employers

Between January 1, 2017 and December 31, 2019, the top five employers in San Diego County for these occupations were 24 Hour Fitness, YMCA, EXOS, Sharp Healthcare, and University of California, San Diego (Exhibit 8).

### Exhibit 8: Top Employers in San Diego County for *Nutrition and Community Wellness Occupations*<sup>14</sup>

Top Employers	
<ul style="list-style-type: none"><li>• 24 Hour Fitness</li><li>• YMCA</li><li>• EXOS</li><li>• Sharp Healthcare</li><li>• University of California, San Diego</li></ul>	<ul style="list-style-type: none"><li>• Sweetwater Union High School District</li><li>• Scripps Health</li><li>• SDSU Research Foundation</li><li>• Athletes Performance, Inc.</li><li>• Escondido Union School District</li></ul>

## Education, Skills and Certifications

*Nutrition and Community Wellness Occupations* have a national educational attainment ranging from a high school diploma or equivalent to a bachelor's degree (Exhibit 9a).

### Exhibit 9a: National Educational Attainment for *Nutrition and Community Wellness Occupations*<sup>15</sup>

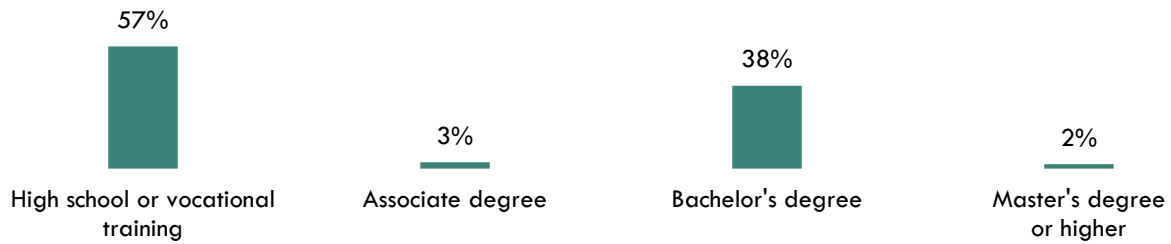
Occupational Title	Typical Entry-Level Education
Dietitians and Nutritionists	Bachelor's degree
Athletic Trainers	Bachelor's degree
Dietetic Technicians	Associate degree
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent
Community Health Workers	High school diploma or equivalent

<sup>14</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

<sup>15</sup> EMSI 2020.04; QCEW, Non-QCEW, Self-Employed.

Based on online job postings between January 1, 2017 and December 31, 2019 in San Diego County, the top listed educational requirement for *Nutrition and Community Wellness Occupations* is a **high school or vocational training** (Exhibit 9b).<sup>16</sup>

**Exhibit 9b: Educational Requirements for Nutrition and Community Wellness Occupations in San Diego County<sup>17</sup>**



\*May not add to 100% due to rounding

Exhibit 10 lists the top specialized, soft and software skills that appeared in online job postings between January 1, 2017 and December 31, 2019.

**Exhibit 10: Top Skills for Nutrition and Community Wellness Occupations in San Diego County<sup>18</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Cardiopulmonary Resuscitation (CPR)</li> <li>• Teaching</li> <li>• Group Fitness</li> <li>• Customer Service</li> <li>• Scheduling</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Physical Abilities</li> <li>• Energetic</li> <li>• Research</li> <li>• English</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft PowerPoint</li> <li>• Microsoft Word</li> <li>• Microsoft Access</li> <li>• Word Processing</li> </ul>

<sup>16</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

<sup>17</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).

<sup>18</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

Prepared by:

Tina Ngo Bartel, Director

John Edwards, Research Analyst

San Diego-Imperial Center of Excellence for Labor Market Research

[tngobartel@miracosta.edu](mailto:tngobartel@miracosta.edu)

[jedwards@miracosta.edu](mailto:jedwards@miracosta.edu)



### **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.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.