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Labor Market Analysis

Fitness Specialist



Prepared by Central Valley/Mother Lode Center of Excellence



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Table of Contents

Summary.....	2
Key Findings.....	2
Recommendation.....	2
Introduction.....	3
Employment.....	4
Wages.....	5
Job Postings.....	6
Top Employers.....	6
Top Job Titles.....	6
Salaries.....	7
Education.....	7
Baseline, Specialized, and Software Skills.....	7
Certifications.....	8
Education, Work Experience, & Training.....	8
Supply.....	9
Student Outcomes.....	11
Recommendation.....	11
Appendix: Methodology & Data Sources.....	12

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Summary

The Central Valley/Mother Lode Center of Excellence developed this report for Modesto Junior College to determine whether there is demand in the local labor market that is not being met by the supply from postsecondary programs. This report summarizes labor market demand, wages, skills, and postsecondary supply for *Fitness Specialist*, which includes:

- Athletic Trainers (SOC 29-9091)
- Exercise Trainers and Group Fitness Instructors (SOC 39-9031)

Key Findings

- **Occupational Demand** — *Fitness Specialist* occupations have a labor market demand of 247 annual job openings in the North Central Valley/Northern Mother Lode (NCV/NML) subregion. Between 2021 and 2026, *exercise trainers and group fitness instructors* are projected to have the most demand with 237 annual job openings (growth of 19%).
- **Wages** — The average entry-level wage for the occupations of interest is \$19.38/hour, which is above the living wage in the NCV/NML subregion – \$12.65/hour for a single adult.¹ Of the two occupations, *athletic trainers*, earn the highest entry-level wage, \$22.20/hour.
- **Employers and Titles** — Employers in the NCV/NML subregion include In-Shape Solutions, InstaSwim, and Sunsational Swim School. The most common job title is athletic trainers.
- **Skills and Certifications** — The top baseline skill is teaching; the top specialized skill is Cardiopulmonary Resuscitation (CPR); and the top software skill is Microsoft. The most in-demand certification is a Cardiopulmonary Resuscitation (CPR) Certification.
- **Education** — A high school diploma or equivalent is typically required for *exercise trainers and group fitness instructors*, while a bachelor's degree is typically required for *athletic trainers*.
- **Supply and Demand Analysis** — Based on 247 annual openings (i.e., demand) and two postsecondary degrees awarded (i.e., supply), an analysis of supply and demand suggests there is an undersupply of 245 workers in the NCV/NML subregion. In the CVML region, two awards were conferred suggesting an undersupply of 633 workers (based on 635 annual openings in the CVML region).

Recommendation

Based on a comparison of demand and supply, there is an undersupply of trained workers in the NCV/NML subregion and the CVML region. The Center of Excellence recommends that Modesto Junior College work with the regional directors, the college's advisory board, and local industry in the development of programs to address the shortage of *Fitness Specialist* workers.

¹ The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

Introduction

The Central Valley/Mother Lode Center of Excellence developed this report to provide Modesto Junior College with labor market information for *Fitness Specialist*. The geographical focus for this report is the North Central Valley/Northern Mother Lode (NCV/NML) subregion, but regional demand and supply data has been included for broader applicability and use. Analysis of the program and occupational data related to *Fitness Specialist* is included in the report. The Standard Occupational Classification (SOC) System codes and occupational titles used in this report are from the Bureau of Labor Statistics and O*NET OnLine:

Athletic Trainers (SOC 29-9091)

- **Job Description:** Evaluate and treat musculoskeletal injuries or illnesses. Provide preventive, therapeutic, emergency, and rehabilitative care.
- **Knowledge:** Medicine and Dentistry, Customer and Personal Service, Psychology, Therapy and Counseling, English Language
- **Skills:** Active Listening, Critical Thinking, Judgment and Decision Making, Monitoring, Speaking

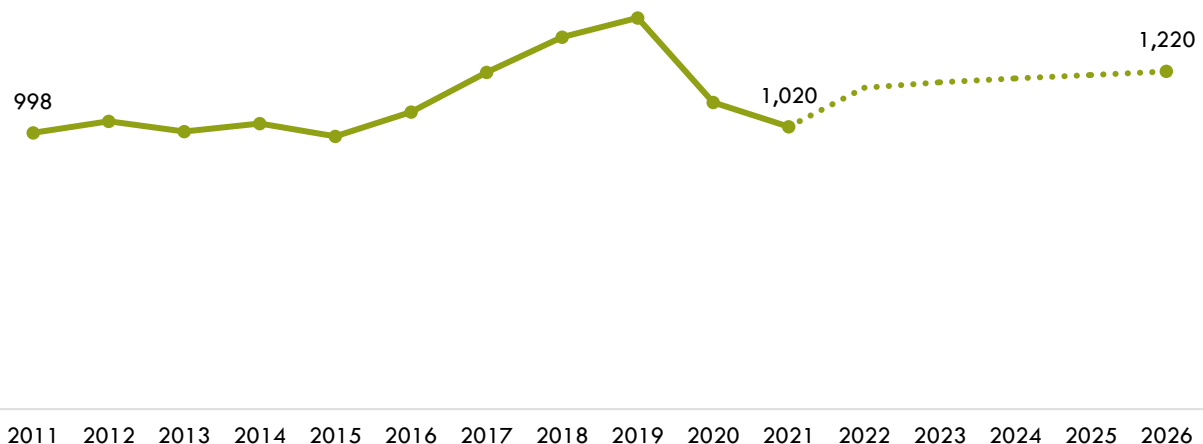
Exercise Trainers and Group Fitness Instructors (SOC 39-9031)

- **Job Description:** 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.
- **Knowledge:** Customer and Personal Service, English Language, Education and Training, Psychology
- **Skills:** Instructing, Service Orientation, Speaking, Active Listening, Learning Strategies

Employment

Exhibit 1a shows the employment trends for the two *Fitness Specialist* occupations in the NCV/NML subregion. Between 2021 to 2026, the number of jobs for the two occupations of interest is projected to increase by 200, growing by 20%.

Exhibit 1a. Historical employment and projected occupational demand for *Fitness Specialist* occupations in the NCV/NML subregion, 2011-2026



Occupations related to *Fitness Specialist* in the NCV/NML subregion employed 1,020 workers in 2021 (Exhibit 1b). *Exercise trainers and group fitness instructors* are projected to have 237 annual openings and grow by 19%.

Exhibit 1b. Current employment and projected occupational demand for *Fitness Specialist* occupations in the NCV/NML subregion, 2021-2026

Occupation	2021 Jobs	2026 Jobs	5-Year Change	5-Year % Change	Annual Openings
Exercise Trainers and Group Fitness Instructors	942	1,119	177	19%	237
Athletic Trainers	78	101	23	29%	10
TOTAL	1,020	1,220	200	20%	247

Wages

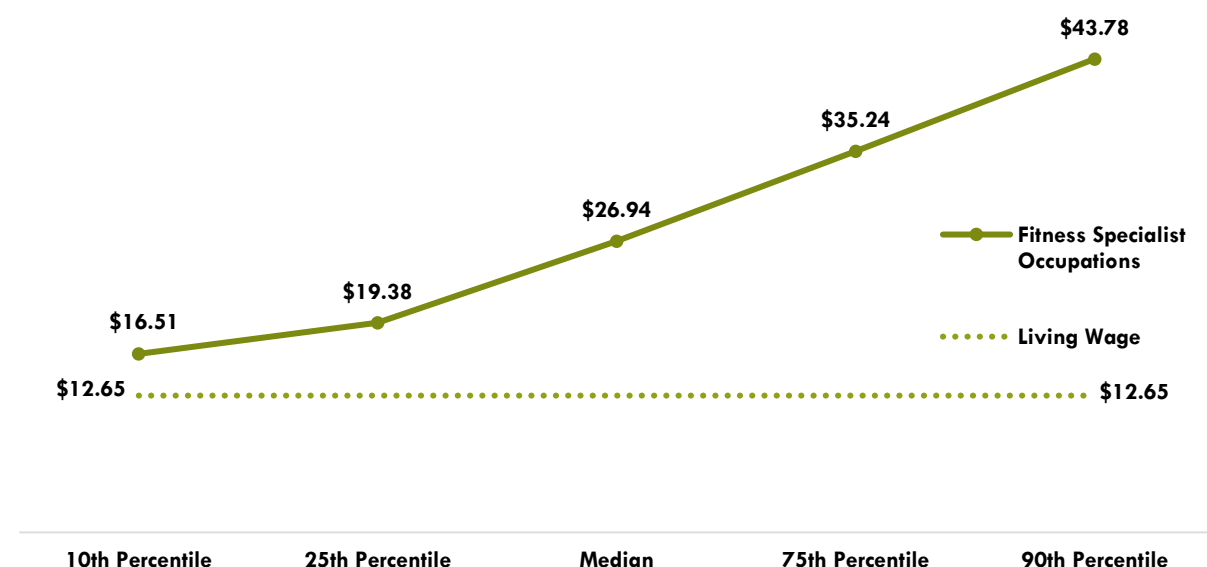
The average living wage for a single adult in the NCV/NML subregion is \$12.65/hour.² Exhibit 2a shows the entry-hourly wages for the two occupations on interest. Of the two occupations, *athletic trainers*, pay the highest entry-level hourly wage, \$22.20/hour.³

Exhibit 2a. Hourly wages for *Fitness Specialist* occupations in the NCV/NML subregion

Occupation	25 th Percentile Hourly Earnings	Median Hourly Earnings	75 th Percentile Hourly Earnings
Athletic Trainers	\$22.20	\$28.12	\$34.30
Exercise Trainers and Group Fitness Instructors	\$16.55	\$25.75	\$36.18

Exhibit 2b shows the average hourly wages for the two *Fitness Specialist* occupations; all five average wages are above the living wage for the NCV/NML subregion.

Exhibit 2b. Average hourly wages for *Fitness Specialist* occupations in the NCV/NML subregion



² The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

³ Note: 10th and 25th percentiles are considered entry-level wages while 75th and 90th are considered experienced wages, which may be obtained through long-term employment or extra training, etc.

Job Postings

There were 130 unique job postings for the two *Fitness Specialist* occupations in the NCV/NML subregion from March 2023 to August 2023.⁴

Top Employers

The employers with the most job postings are listed in Exhibit 3. The top employers in online job postings were In-Shape Solutions, InstaSwim, and Sunsational Swim School.

Exhibit 3. Top employers of *Fitness Specialist* workers

Employer
In-Shape Solutions
InstaSwim
Sunsational Swim School
ARCH Healthcare
Justin's Scuba Time
Emh Sports
Aspire Public Schools
Booster Enterprises
Vibrantcare Rehabilitation
Curare

Top Job Titles

Exhibit 4 shows the most job titles for *Fitness Specialist* workers in the NCV/NML subregion.

Exhibit 4. Top job titles for *Fitness Specialist* workers

Job Title
Athletic Trainers
Swim Instructors
Yoga Instructors
Certified Athletic Trainers
Recreation Specialists

⁴ Other than occupational titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Salaries

Exhibit 5 shows the “Market Salaries” for *Fitness Specialist* workers. These are calculated by Lightcast using a machine learning model built from millions of job postings every year. This accounts for adjustments based on location, industry, skills, experience, education, among other variables.

Exhibit 5. Market salaries for *Fitness Specialist*

Market Salary	Job Postings
\$30,000-\$36,999	26
\$37,000-\$43,999	14
\$86,000-\$92,999	9
\$44,000-\$50,999	8

Education

Of the 130 unique job postings, 92 listed a preferred or minimum educational requirement for the position being filled. Among those, 39% requested a high school or GED, while 34% requested a bachelor’s degree (Exhibit 6).

Exhibit 6. Education levels requested in job postings for *Fitness Specialist*

Education Level	Job Postings	% of Job Postings
High school or GED	36	39%
Bachelor's degree	31	34%
Master's degree	13	14%
Ph.D. or professional degree	8	9%
Associate degree	4	4%

Baseline, Specialized, and Software Skills

Exhibit 7 shows the top baseline, specialized, and software skills in job postings. The most common baseline skill is teaching. The most common specialized skill is Cardiopulmonary Resuscitation (CPR). The most common software skill is Microsoft.

Exhibit 7. In-demand baseline, specialized, and software skills for *Fitness Specialist* in job postings

Baseline Skills	Specialized Skills	Software Skills
Teaching	(CPR)	Microsoft Software
Communications	Lifeguarding	Safety Software
Management	Athletic Training	
First Aid	Rehabilitation	
Customer Service	Injury Prevention	

Certifications

Of the job postings that listed a certification, 24% indicated a need for a Cardiopulmonary Resuscitation (CPR), followed by Automated External Defibrillator (AED) (Exhibit 8).

Exhibit 8. Top *Fitness Specialist* certifications requested in job postings

Certifications	% of Job Postings
Cardiopulmonary Resuscitation (CPR) Certification	24%
Automated External Defibrillator (AED) Certification	10%
Certified Athletic Trainer	5%
CPR/AED for the Professional Rescuer	5%
American Red Cross (ARC) Certification	3%

Education, Work Experience, & Training

A high school diploma or equivalent is typically required for *exercise trainers and group fitness instructors*, while a bachelor's degree is typically required for *athletic trainers* (Exhibit 9).

Exhibit 9. Education, work experience, training, and Current Population Survey results for *Fitness Specialist* occupations⁵

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent	None	Short-term	29%
Athletic Trainers	Bachelor's degree	None	None	20%

⁵ "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

Supply

An analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) for the last three program years shows that, on average, two (2) awards were conferred in the NCV/NML subregion (Exhibits 10 and 11).

Exhibit 10. TOP and CIP codes for Fitness Trainer

TOP Titles	CIP Titles
0835.20 - Fitness Trainer	31.0507 - Physical Fitness Technician

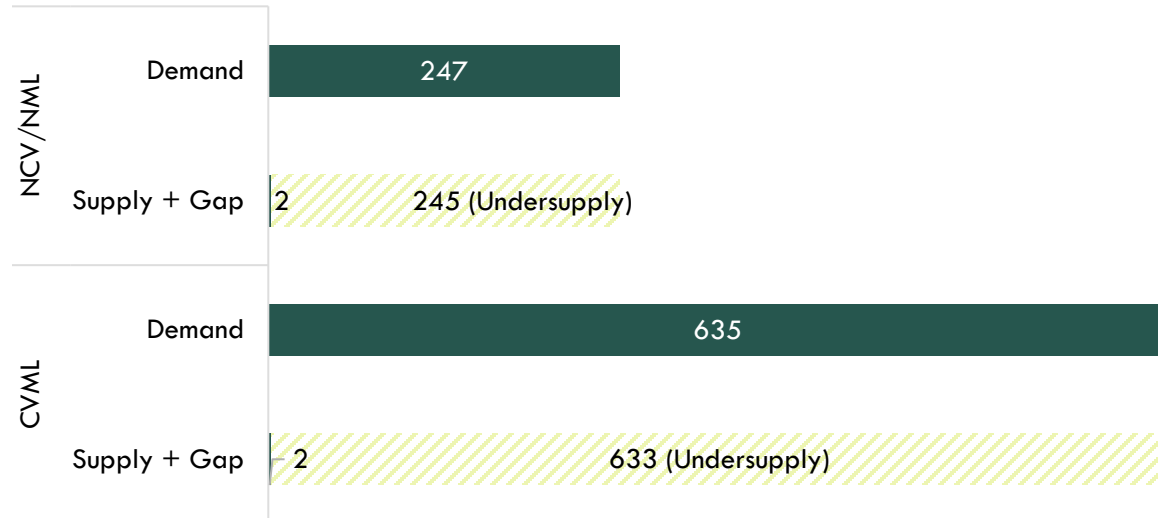
Exhibit 11. Postsecondary supply for Fitness Trainer

TOP/ CIP Code- Title	College	Certificate 30 < 60 Semester Units	Total
0835.20 - Fitness Trainer	San Joaquin Delta*	2	2*
NCV/NML TOTAL		2	2
CVML TOTAL		2	2

*NCV/NML awards

There is an undersupply of 245 *Fitness Specialist* workers in the NCV/NML subregion and an undersupply of 633 workers in the CVML region (Exhibit 12).

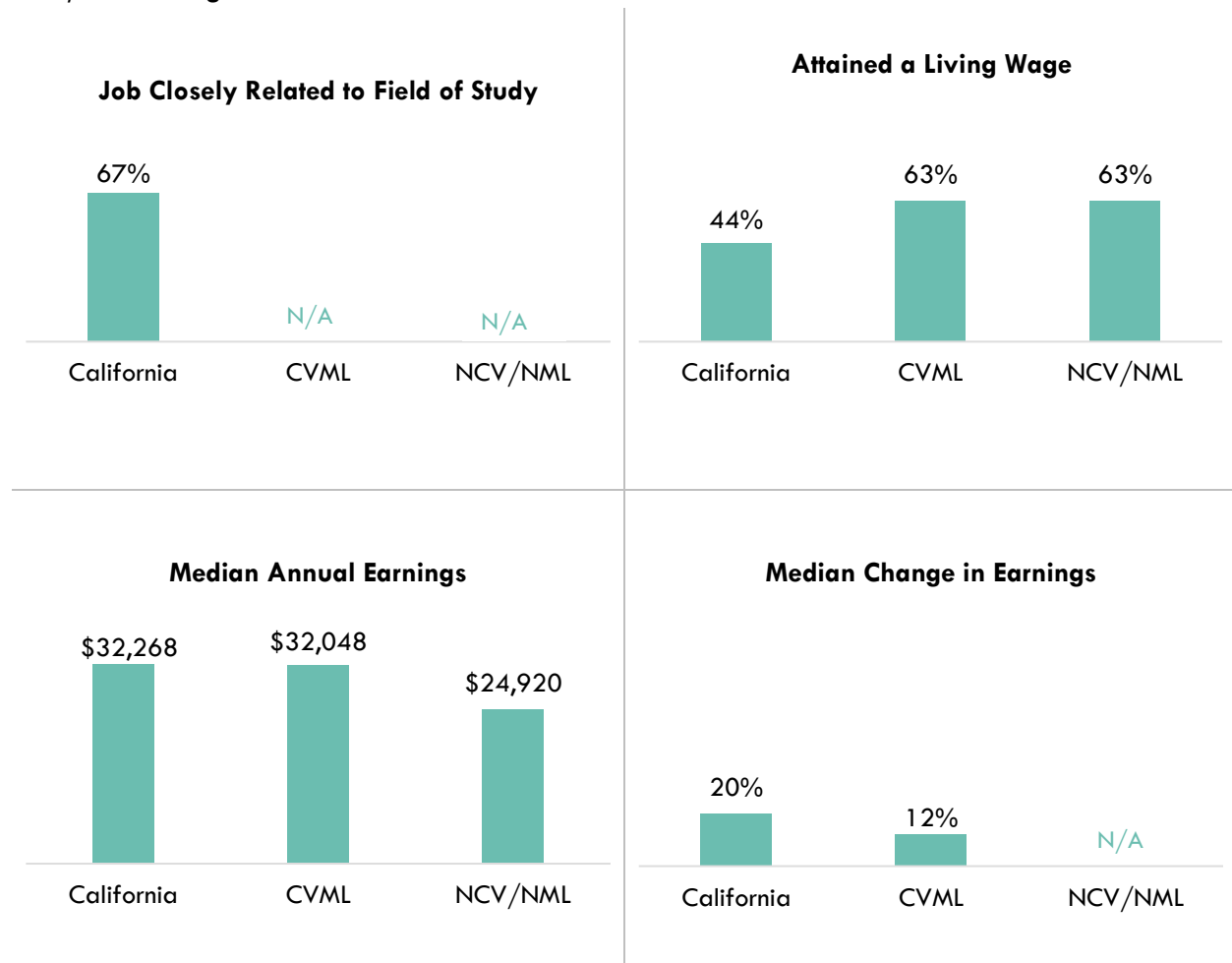
Exhibit 12. *Fitness Specialist* workforce demand (annual job openings), postsecondary awards (supply), and additional students needed to fill gap in the NCV/NML subregion and CVML region



Student Outcomes

Exhibits 13 summarize outcomes from California Community College Chancellor's LaunchBoard for TOP 0835.20 – Fitness Trainer.

Exhibit 13. LaunchBoard Metrics for TOP 0835.20 - Fitness Trainer in California, CVML region, and NCV/NML subregion



Recommendation

This report suggests there is a shortage of 245 workers in the NCV/NML subregion and a shortage of 633 workers in the CVML region for *Fitness Specialist*. Based on these findings, it is recommended that Modesto Junior College work with the regional directors, the college's advisory board, and local industry in the development of programs to address the shortage of *Fitness Specialist* workers in the region.

Appendix: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor's Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (Lightcast). Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast 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). Occupational wage estimates also affected by county-level Lightcast earnings by industry: economicmodeling.com.
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm .
LaunchBoard	Chancellor's LaunchBoard. https://www.calpassplus.org/LaunchBoard/SWP.aspx
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Burning Glass: burning-glass.com/ .
Additional Education Requirements/Employer Preferences	The O*NET Job Zone database includes over 900 as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org .

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (LIGHTCAST) formula that includes historical employment and economic indicators along with national, state and local trends.

LaunchBoard (Attained the Living Wage): Among SWP students who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit.

LaunchBoard (Median Annual Earnings): Among SWP students who exited the community college system and who did not transfer to any postsecondary institution, median earnings following the academic year of exit.

LaunchBoard (Median Change in Earnings): Among SWP students who exited and who did not transfer to any postsecondary institution, median change in earnings between the second quarter prior to the beginning of the academic year of entry and the second quarter after the end of the academic year of exit from the last college attended.

LaunchBoard (Job Closely Related to Field of Study): Among SWP students who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.