



Personal Trainer

Program Report For Greater South Bay and Peninsula Region (Santa Clara and San Mateo Counties)

November 2016

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Health and Physical Education/Fitness, General

CIP 2010: A general program that focuses on activities and principles that promote physical fitness, achieve and maintain athletic prowess, and accomplish related research and service goals. Includes instruction in human movement studies, motivation studies, rules and practice of specific sports, exercise and fitness principles and techniques, basic athletic injury prevention and treatment, and organizing and leading fitness and sports programs.

Target Occupations‡

Athletic Trainers (29-9091)

Fitness Trainers and Aerobics Instructors (39-9031)

‡Based on EMSI crosswalk of the Classification of Instructional Programs (CIP) codes with Standard Occupational Classification (SOC) codes as published by the U.S. Department of Education.

In 2016, the number of Personal Trainer jobs in the target occupations in Santa Clara and San Mateo Counties totaled 4,555. The Bureau of Labor Statistics (BLS) expects the total number of positions to increase by almost 8% over the next three years.

Occupation Summary for Personal Trainer

4,555 Jobs (2016)¹ 38% above National average ²	7.9% % Change (2016-2019)³ Nation: 5.7%	\$19.20/hr Median Hourly Earnings Nation: \$18.53/hr
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¹Based on total number of jobs for target occupations in Santa Clara and San Mateo Counties.

²Represents occupation density as compared to national average (national average=1).

³Based on turnover and new jobs.

Target occupations that are mapped to the Personal Trainer program are disaggregated to see which occupations are projected to see the highest number of annual openings (Fitness Trainers and Aerobics Instructors), highest percentage rate of growth over the next three years (Athletic Trainers), and the highest median hourly earnings (Athletic Trainers). While Fitness Trainers and Aerobic Instructors are expected to experience job growth (8%), these occupations are more represented and concentrated in our region (Santa Clara and San Mateo Counties) compared to the national average.

Target Occupations

Occupation	2016 Jobs	Annual Openings	Median Hourly Earnings	Growth (2016 - 2019)	Location Quotient (2016)
Fitness Trainers and Aerobics Instructors	4,428	200	\$19.09/hr	7.72%	1.46
Athletic Trainers	127	9	\$22.95/hr	14.17%	0.49

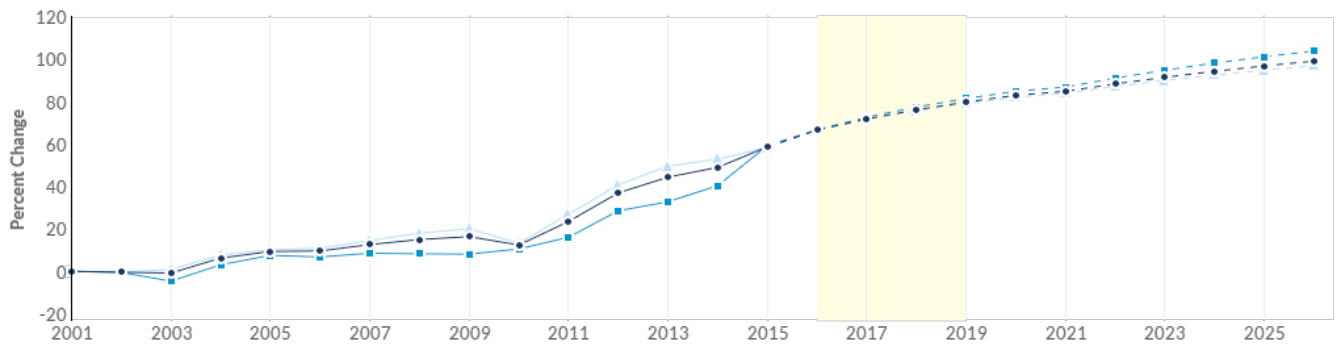
Growth in Personal Trainer occupations show how each occupation is projected to increase in jobs over the next three years. A growth of about 8% is expected in the next three years for Personal Trainer occupations, especially among Athletic Trainers (+14%).

Growth for Personal Trainers

4,555 2016 Jobs	4,916 2019 Jobs	361 Change (2016-2019)	7.9% % Change (2016-2019)
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Occupation	2016 Jobs	2019 Jobs	Change	% Change
Athletic Trainers (29-9091)	127	145	18	14%
Fitness Trainers and Aerobics Instructors (39-9031)	4,428	4,770	342	8%

Regional Trends

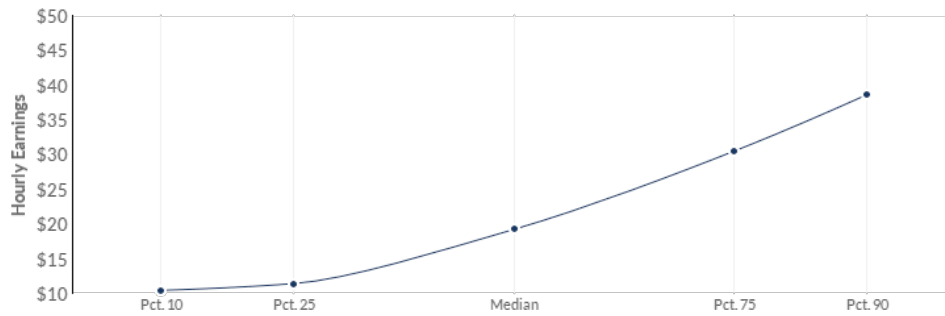


Region	2016 Jobs	2019 Jobs	Change	% Change
● Region	4,555	4,916	361	7.9%
● San Mateo County, CA	1,419	1,544	125	8.8%
● Santa Clara County, CA	3,135	3,371	236	7.5%

The percentile earnings table shows the range Personal Trainer occupations earn in the region. While the median earnings are about \$19/hour, wages can range from below \$11/hour to above \$30/hour. Each of the target occupations' range in wages is also displayed.

Percentile Earnings for Personal Trainers

\$11.39/hr 25th Percentile Earnings	\$19.20/hr Median Earnings	\$30.48/hr 75th Percentile Earnings
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Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Athletic Trainers (29-9091)	\$18.40	\$22.95	\$29.57
Fitness Trainers and Aerobics Instructors (39-9031)	\$11.20	\$19.09	\$30.51

Program Completion Data

Program data reviews completion information about awards by institution and types of awards conferred in the region (Santa Clara and San Mateo Counties). Foothill College is one of the eight regional institutions that is supporting and preparing for Personal Trainer occupations.





Program Summary for Health and Physical Education/Fitness, General

8	215	301
Regional Institutions	Regional Program Completions (2015)	Annual Openings (2015)
had Completions in the last 13 years	Foothill College Completions: 6	

Regional Completions by Institution

Institution	Certificates (2015)	Degrees (2015)	Total Completions (2015)
San Jose State University	0	155	155
College of San Mateo	46	0	46
Foothill College	0	6	6
Skyline College	0	5	5
West Valley College	1	2	3
De Anza College	0	0	0
Gavilan College	0	0	0
Mission College	0	0	0

Regional Completions by Award Level

Award Level	Completions (2015)	Percent
Award of less than 1 academic year	47	21.9% 
Associates degree	13	6.0% 
Bachelors degree	115	53.5% 
Masters degree	40	18.6% 

Target Occupations Demographics

The demographics among those employed in Personal Trainer occupations in Santa Clara and San Mateo Counties for 2016 show that more than half are female (58%), more than a quarter are between the ages of 25-34 (27%), and a majority are White (61%).

Occupation Gender Breakdown

Gender	2016 Jobs	2016 Percent	
Males	1,906	41.8%	
Females	2,649	58.2%	

Occupation Age Breakdown

Age	2016 Jobs	2016 Percent	
14-18	153	3.3%	
19-24	725	15.9%	
25-34	1,214	26.7%	
35-44	986	21.6%	
45-54	784	17.2%	
55-64	488	10.7%	
65+	207	4.5%	

Occupation Race/Ethnicity Breakdown

Race/Ethnicity	2016 Jobs	2016 Percent	
White	2,760	60.6%	
Hispanic or Latino	808	17.7%	
Asian	582	12.8%	
Black or African American	242	5.3%	
Two or More Races	136	3.0%	
Native Hawaiian or Other Pacific Islander	16	0.4%	
American Indian or Alaska Native	11	0.2%	

Industries Employing Personal Training Occupations

A number of industries in Santa Clara and San Mateo Counties employ those trained in Personal Training and its related occupations. The following table represents a regional industry breakdown of the number of Personal Trainer positions employed, the percentage of Personal Trainers employed by industry and the Personal Trainer jobs represent within all jobs by each industry. While Offices of Fitness and Recreational Sports Centers employed 62% of all regional Personal Trainer positions in 2016, Personal Trainer occupations composed only a third of jobs in that industry (34%).

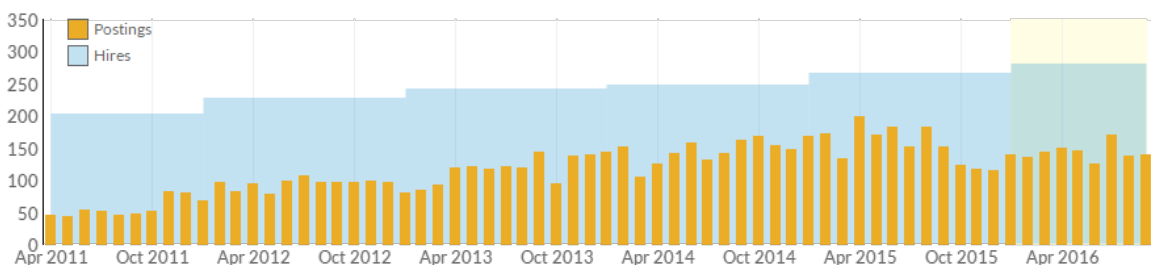
Industries Employing Personal Trainers

Industry	Occupation Group Jobs in Industry (2016)	% of Occupation Group in Industry (2016)	% of Total Jobs in Industry (2016)
Fitness and Recreational Sports Centers	2,831	62.2%	33.5%
Civic and Social Organizations	394	8.6%	10.2%
All Other Amusement and Recreation Industries	142	3.1%	8.1%
Sports and Recreation Instruction	125	2.7%	3.6%
Exam Preparation and Tutoring	118	2.6%	3.6%

In an average month, there were 143 unique (internet) job postings for Personal Trainer jobs, and 280 actually hired from January 2016 to September 2016. This means there was approximately 2 hires for every 1 unique (internet) job posting for occupations in Personal Training. In cases where there were more hires but fewer job postings, it suggests that the internet may not be the primary way that job openings for these occupations are advertised.

Job Postings vs. Hires

143	280
Avg. Monthly Postings (Jan 2016 - Sep 2016)	Avg. Monthly Hires (Jan 2016 - Sep 2016)



Occupation	Avg Monthly Postings (Jan 2016 - Sep 2016)	Avg Monthly Hires (Jan 2016 - Sep 2016)
Fitness Trainers and Aerobics Instructors	135	275
Athletic Trainers	7	5

The top five concentrated hard and soft skills employers list in Personal Trainer job posting descriptions are listed below. The “Postings with Skill” column is the total amount of (internet) job postings that mention the skills listed below. These numbers may be higher than the average monthly postings from above, because this number includes duplicated (internet) job postings. The “Relevance Scores” gauge relevance of the skill by indicating the frequency in which this skill is being mentioned in (internet) job postings for Accounting Technology compared to all other (internet) job postings.

Most Relevant Hard Skills

Skill	Relevance Score	Postings with Skill
Aerobics	210.73	312
Personal Trainer	114.97	436
BodyPumps	107.02	91
Automated External Defibrillator	101.27	787
Physical Fitness	83.81	296

Most Relevant Soft Skills

Skill	Relevance Score	Postings with Skill
Endurance	3.01	98
Scheduling (Project Management)	0.12	437
Creativity	0.03	23
Career Development	0.02	6
Team Building	0.01	5

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi 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 Emsi earnings by industry.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

CareerBuilder/Emsi Job Postings

Job postings are collected from various sources and processed/enriched by Careerbuilder to provide information such as standardized company name, occupation, skills, and geography. Emsi performs additional filtering and processing to improve compatibility with Emsi data.

State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department