

Program Market Demand

Physical Fitness Technician

Emsi Q3 2018 Data Set

September 2018

College of San Mateo



3401 CSM Drive
San Mateo, California 94402
650.358.6880

Parameters

Programs

Code	Description
31.0507	Physical Fitness Technician

Regions

Code	Description
6001	Alameda County, CA
6013	Contra Costa County, CA
6075	San Francisco County, CA
6081	San Mateo County, CA
6085	Santa Clara County, CA

Education Levels

Any

Completions Year

2015

Jobs Timeframe

2017 - 2024

Job Postings Timeframe

Sep 2016 - Aug 2018

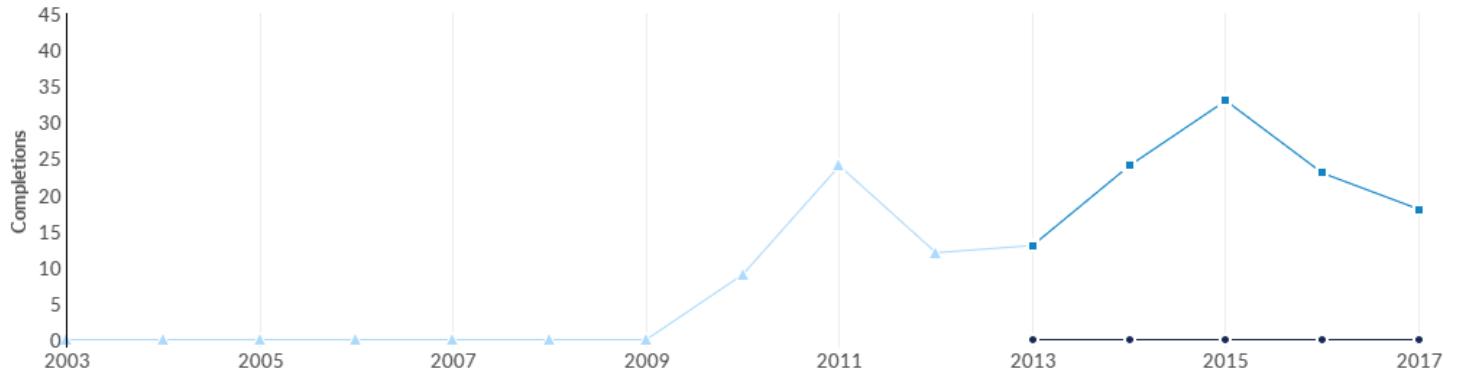
Program Overview



	Completions (2015)	% Completions	Institutions (2015)	% Institutions
● All Programs	33	100%	6	100%
● Distance Offered Programs	0	0%	0	0%
● Non-Distance Offered Programs	33	100%	6	100%

Institution	Completions (2015)	Growth % YOY (2015)	Market Share (2015)
Diablo Valley College	14	75.0%	42.4%
College of San Mateo	7	16.7%	21.2%
Gavilan College	5	Insf. Data	15.2%
Ohlone College	3	-25.0%	9.1%
Canada College	3	-25.0%	9.1%
Merritt College	1	0.0%	3.0%

Regional Trends



	2013 Completions	2015 Completions	% Change
● Distance Offered Programs	0	0	0.0%
■ Non-Distance Offered Programs	13	33	+153.8%
▲ All Programs	13	33	+153.8%

Job Postings vs. Hires

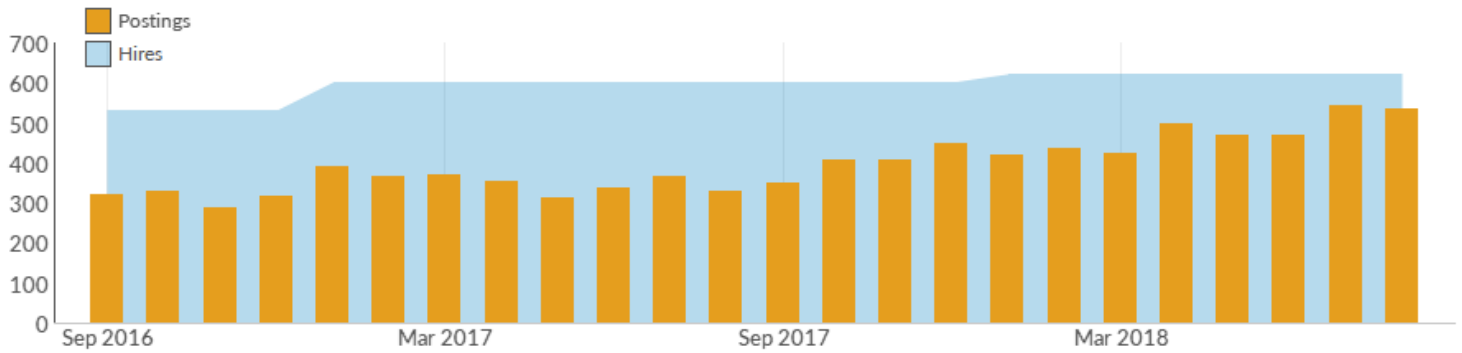
396

Avg. Monthly Postings (Sep 2016 - Aug 2018)

595


Avg. Monthly Hires (Sep 2016 - Aug 2018)

In an average month, there were 396 unique job postings for 2 Occupations, and 595 actually hired. This means there were approximately 2 hires for 2 Occupations for every 1 unique job posting.



Occupation	Avg Monthly Postings (Sep 2016 - Aug 2018)	Avg Monthly Hires (Sep 2016 - Aug 2018)
Fitness Trainers and Aerobics Instructors	375	585
Athletic Trainers	20	10

Job Postings Summary

<p>3,086 Unique Postings 12,726 Total Postings</p>	<p>4 : 1 Posting Intensity  Regional Average: 4 : 1</p>	<p>43 days Median Posting Duration Regional Average: 33 days</p>
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There were 12,726 total job postings for your selection from September 2016 to August 2018, of which 3,086 were unique. These numbers give us a Posting Intensity of 4-to-1, meaning that for every 4 postings there is 1 unique job posting.

This is close to the Posting Intensity for all other occupations and companies in the region (4-to-1), indicating that they are putting average effort toward hiring for this position.

Target Occupations

<p>10,016 Jobs (2017) 17% above National average</p>	<p>+15.8% % Change (2017-2024) Nation: +12.1%</p>	<p>\$21.66/hr Median Hourly Earnings Nation: \$18.93/hr</p>	<p>1,974 Annual Openings</p>
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Occupation	2017 Jobs	Annual Openings	Median Hourly Earnings	Growth (2017 - 2024)	Location Quotient (2017)
Fitness Trainers and Aerobics Instructors	9,740	1,946	\$21.49/hr	+15.35%	1.23
Athletic Trainers	276	28	\$24.94/hr	+30.80%	0.43

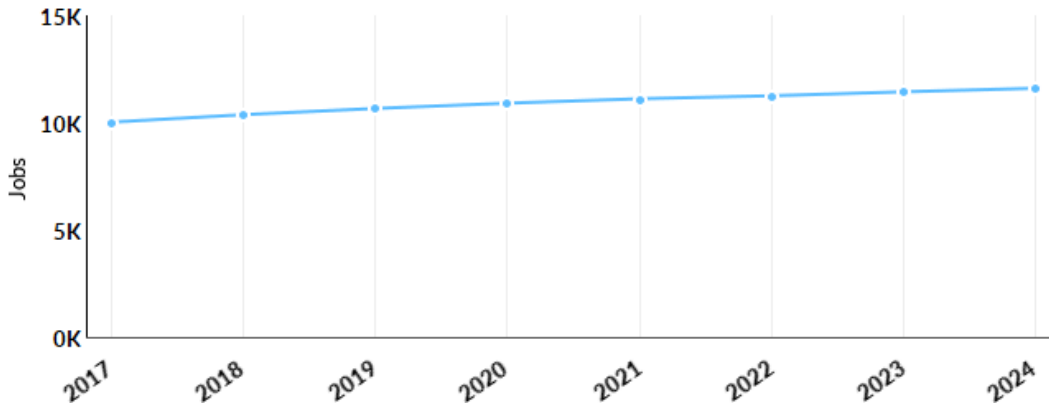
Growth

10,016
2017 Jobs

11,596
2024 Jobs

1,580
Change (2017-2024)

15.8%
% Change (2017-2024)



Occupation	2017 Jobs	2024 Jobs	Change	% Change
Athletic Trainers (29-9091)	276	361	85	31%
Fitness Trainers and Aerobics Instructors (39-9031)	9,740	11,235	1,495	15%

Percentile Earnings

\$15.82/hr

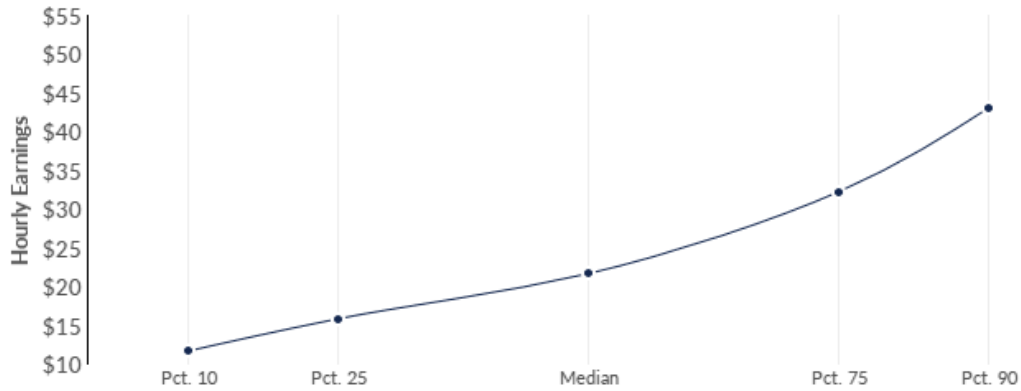
25th Percentile Earnings

\$21.66/hr

Median Earnings

\$32.24/hr

75th Percentile Earnings



Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Athletic Trainers (29-9091)	\$22.37	\$24.94	\$32.55
Fitness Trainers and Aerobics Instructors (39-9031)	\$15.61	\$21.49	\$32.22

Top Companies Posting

Company	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
24 Hour Fitness Worldwide, Inc.	4,950 / 613	8 : 1 	71 days
Equinox Holdings, Inc.	575 / 135	4 : 1 	35 days
Exos LLC	428 / 135	3 : 1 	40 days
Plus One Holdings, Inc.	111 / 87	1 : 1 	59 days
Crunch, LLC	207 / 74	3 : 1 	50 days
Accruepartners	250 / 72	3 : 1 	43 days
Orangetheory Fitness	259 / 68	4 : 1 	54 days
University of California	342 / 66	5 : 1 	57 days
Health Fitness Corporation	169 / 56	3 : 1 	48 days
Leisure Sports, Inc.	94 / 43	2 : 1 	51 days
Renaissance Clubsport	86 / 37	2 : 1 	41 days
The Perfect Workout	94 / 33	3 : 1 	38 days
YMCA	53 / 31	2 : 1 	14 days
Sports Fitness, Inc	122 / 27	5 : 1 	52 days
Massage Envy	78 / 26	3 : 1 	44 days
Trustmark Corporation	69 / 26	3 : 1 	36 days
Bay Club	33 / 25	1 : 1 	9 days
Functional Foto	194 / 25	8 : 1 	222 days
In-Shape Health Clubs, Inc.	31 / 21	1 : 1 	102 days
G X I Inc	92 / 20	5 : 1 	92 days
Club Pilates LLC	37 / 17	2 : 1 	32 days
Planet Fitness, Inc.	25 / 17	1 : 1 	14 days
Total	40 / 17	2 : 1 	21 days
Western Express, Inc.	46 / 16	3 : 1 	41 days
Ufc Gym	20 / 15	1 : 1 	34 days

Aerobics Plus	83 / 14	6 : 1		82 days
Bay Clubs, Inc.	16 / 14	1 : 1		111 days
Thumbtack, Inc.	21 / 14	2 : 1		2 days
Edventure More	37 / 13	3 : 1		69 days
Inc Research, LLC	41 / 13	3 : 1		88 days
Fitness 19, LLC	17 / 12	1 : 1		24 days
Fitness Evolution	24 / 12	2 : 1		16 days
Wainer Fitness	14 / 12	1 : 1		50 days
Work In Sports LLC	14 / 12	1 : 1		144 days
Academy of Art University	18 / 11	2 : 1		39 days
Snap Fitness	14 / 11	1 : 1		21 days
Yoga Works, Inc.	36 / 11	3 : 1		18 days
Aquila, Inc.	30 / 10	3 : 1		31 days
Koko Fitness, Inc.	10 / 10	1 : 1		12 days
Retro Fitness	26 / 10	3 : 1		30 days
San Mateo County Community College District	125 / 10	13 : 1		58 days
Camp Edmo	13 / 9	1 : 1		20 days
Crunch Fitness	16 / 9	2 : 1		25 days
J.F. Shea Construction, Inc.	27 / 9	3 : 1		49 days
Saint Mary's College of California	15 / 9	2 : 1		32 days
General Dynamics Corporation	91 / 8	11 : 1		82 days
Health Contact Partners, Inc.	30 / 8	4 : 1		31 days
Namazi	8 / 8	1 : 1		22 days
Peninsula Volunteers, Inc	13 / 8	2 : 1		21 days
University of San Francisco	44 / 8	6 : 1		117 days

Top Posted Job Titles

Job Title	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Personal Trainer	5,005 / 876	6 : 1	48 days
Group Fitness Instructor	1,987 / 611	3 : 1	53 days
Group Instructor	1,349 / 195	7 : 1	62 days
Fitness Specialist	338 / 143	2 : 1	38 days
Athletic Trainer	544 / 126	4 : 1	49 days
Fitness Instructor	517 / 125	4 : 1	33 days
Pilates Instructor	334 / 98	3 : 1	32 days
Fitness Coach	223 / 89	3 : 1	49 days
Fitness Trainer	178 / 79	2 : 1	23 days
Yoga Instructor	96 / 49	2 : 1	30 days
Personal Banker (Business and Financial Operations)	190 / 46	4 : 1	15 days
Strength and Conditioning Coach	131 / 33	4 : 1	42 days
Adjunct Instructor	78 / 30	3 : 1	58 days
Educator	52 / 22	2 : 1	38 days
Training Manager (Management)	53 / 21	3 : 1	39 days
Instructor	37 / 20	2 : 1	39 days
Certified Trainer	55 / 17	3 : 1	8 days
Department Head (Education, Training, and Library)	80 / 17	5 : 1	32 days
Fitness Manager (Personal Care and Service)	42 / 15	3 : 1	34 days
Floor Supervisor (Personal Care and Service)	33 / 15	2 : 1	78 days
Camp Counselor	26 / 14	2 : 1	20 days
Fitness Manager (Management)	33 / 14	2 : 1	19 days
Sales Manager (Sales and Related)	56 / 13	4 : 1	50 days
Sales Trainer	190 / 13	15 : 1	83 days

Yoga Teacher	29 / 13	2 : 1		41 days
Coach	21 / 11	2 : 1		16 days
Business Coach	17 / 9	2 : 1		3 days
Marketing Manager	14 / 8	2 : 1		36 days
Nurse Instructor	22 / 8	3 : 1		37 days
Personal Instructor	12 / 8	2 : 1		24 days
Fitness Coordinator	11 / 7	2 : 1		21 days
Health Coach	7 / 7	1 : 1		47 days
Job Coach	16 / 7	2 : 1		12 days
Web Designer (Arts, Design, Entertainment, Sports, and Media)	22 / 7	3 : 1		69 days
4th Grade Teacher	8 / 6	1 : 1		20 days
Branch Manager	46 / 6	8 : 1		33 days
College Faculty	100 / 6	17 : 1		42 days
Operations Trainer	25 / 6	4 : 1		66 days
Personal Coach	9 / 6	2 : 1		9 days
Pilates Teacher	8 / 6	1 : 1		29 days
Wealth Management Advisor	18 / 6	3 : 1		62 days
Zumba Instructor	10 / 6	2 : 1		17 days
Program Director (Education, Training, and Library)	7 / 5	1 : 1		15 days
Assistant Director (Management)	101 / 4	25 : 1		90 days
Bell Person	6 / 4	2 : 1		7 days
Certified Instructor	11 / 4	3 : 1		32 days
Clinical Manager (Management)	14 / 4	4 : 1		47 days
Customer Service Associate (Sales and Related)	5 / 4	1 : 1		32 days
Department Head (Management)	7 / 4	2 : 1		36 days

Fitness Consultant

7 / 4

2 : 1

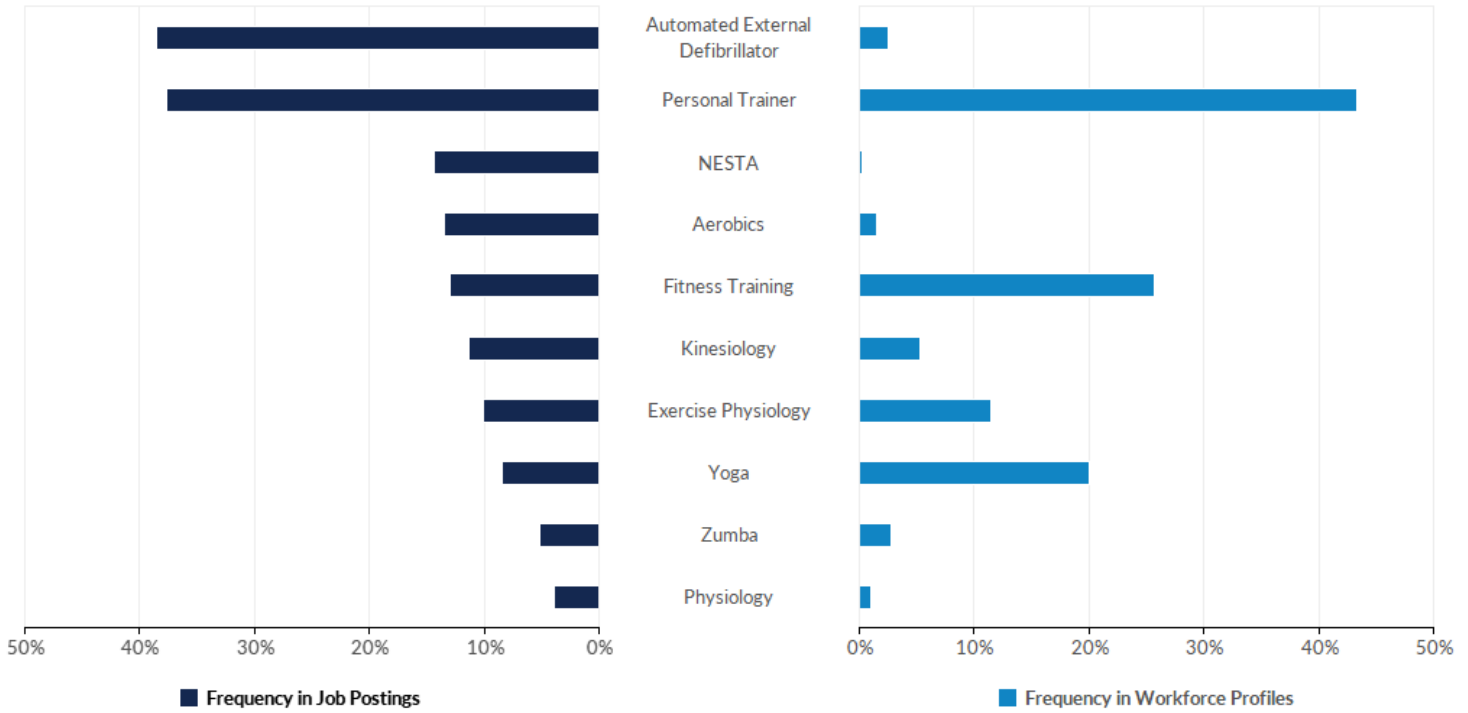


16 days

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings against skills present in today's workforce. Along with Emsi's job posting analytics, this comparison leverages Emsi's dataset of more than 100M online resumés and profiles. All resumés and profiles used in these comparisons have been updated within the last three years.

*The skills associated with workforce profiles represent workers of all education and experience levels.

Top Hard Skills



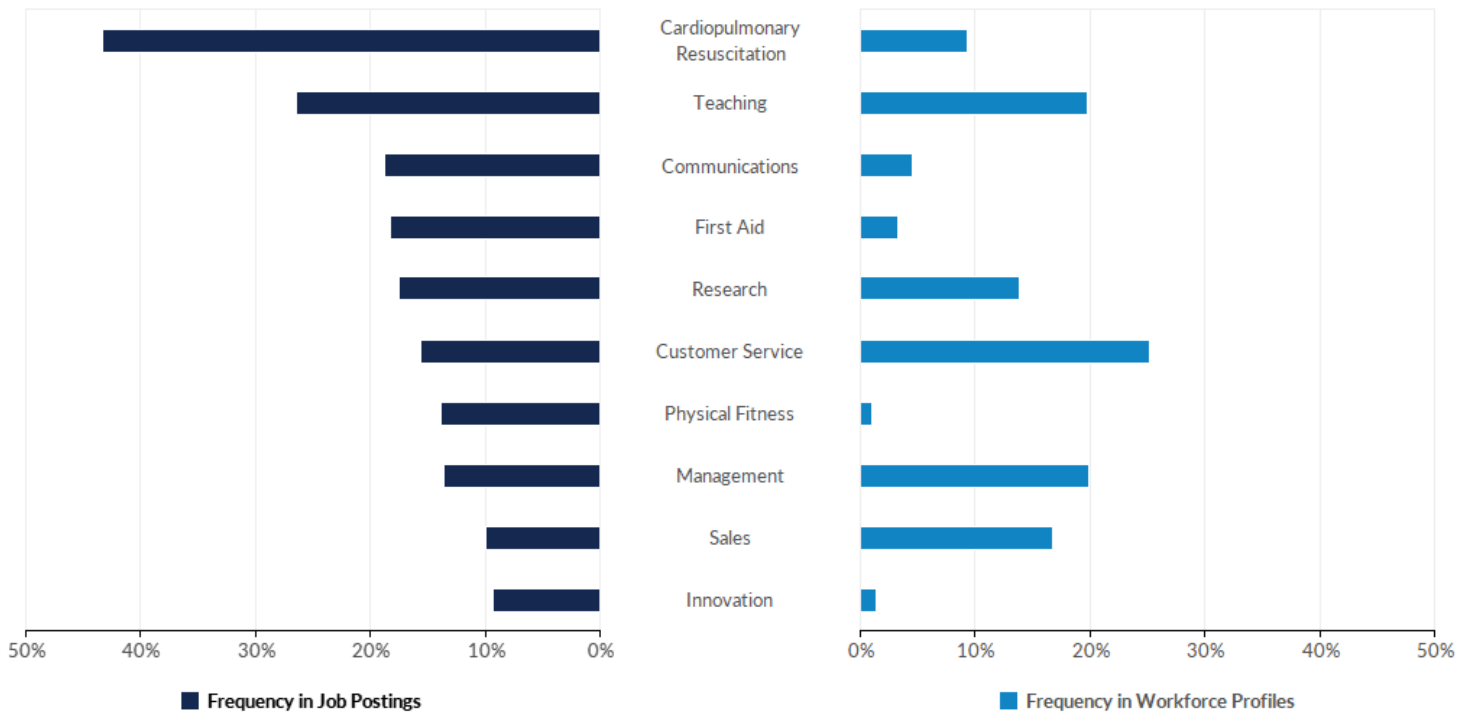
Top Hard Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Automated External Defibrillator	39%	1,189 / 3,086	3%	120 / 4,724
Personal Trainer	38%	1,163 / 3,086	43%	2,044 / 4,724
NESTA	14%	444 / 3,086	0%	12 / 4,724
Aerobics	13%	415 / 3,086	1%	70 / 4,724
Fitness Training	13%	401 / 3,086	26%	1,216 / 4,724
Kinesiology	11%	350 / 3,086	5%	248 / 4,724
Exercise Physiology	10%	312 / 3,086	11%	543 / 4,724

Yoga	8%	261 / 3,086	20%	945 / 4,724
Zumba	5%	158 / 3,086	3%	132 / 4,724
Physiology	4%	122 / 3,086	1%	46 / 4,724
Sports Medicine	4%	109 / 3,086	4%	193 / 4,724
Client Rapport	3%	101 / 3,086	1%	33 / 4,724
Physical Exercises	2%	76 / 3,086	3%	129 / 4,724
Purchasing	2%	71 / 3,086	1%	64 / 4,724
Vocabularies	2%	69 / 3,086	0%	7 / 4,724
Anatomy	2%	66 / 3,086	1%	68 / 4,724
Lesson Planning	2%	63 / 3,086	1%	63 / 4,724
Learning Styles	2%	61 / 3,086	0%	0 / 4,724
Discounts And Allowances	2%	60 / 3,086	0%	0 / 4,724
Instructing	2%	60 / 3,086	1%	27 / 4,724
Strength Training	2%	58 / 3,086	21%	1,009 / 4,724
Rehabilitations	2%	54 / 3,086	8%	379 / 4,724
Professional Services	2%	49 / 3,086	0%	15 / 4,724
Demonstration Skills	2%	48 / 3,086	0%	14 / 4,724
Disabilities	2%	47 / 3,086	0%	22 / 4,724
Demos	1%	41 / 3,086	0%	20 / 4,724
Selling Techniques	1%	37 / 3,086	2%	115 / 4,724
Customer Satisfaction	1%	35 / 3,086	2%	100 / 4,724
Injury Prevention	1%	35 / 3,086	7%	317 / 4,724
Eager Evaluations	1%	34 / 3,086	0%	6 / 4,724
Lecturing	1%	33 / 3,086	0%	23 / 4,724
Curriculum Development	1%	28 / 3,086	2%	110 / 4,724
Medical Records	1%	28 / 3,086	0%	20 / 4,724

Circuit Training	1%	26 / 3,086	4%	174 / 4,724
Health Promotion	1%	22 / 3,086	2%	95 / 4,724
Personal Income Tax	1%	22 / 3,086	0%	0 / 4,724
Weight Loss	1%	22 / 3,086	4%	170 / 4,724
Weight Training	1%	22 / 3,086	13%	621 / 4,724
Fingerprinting	1%	21 / 3,086	0%	0 / 4,724
Merchandising	1%	21 / 3,086	3%	136 / 4,724
Occupational Health And Safety Administration (OSHA)	1%	21 / 3,086	0%	6 / 4,724
Stretching	1%	21 / 3,086	4%	211 / 4,724
Accounting	1%	20 / 3,086	2%	82 / 4,724
Basic First Aid	1%	19 / 3,086	0%	4 / 4,724
Enhanced Data GSM Environment	1%	19 / 3,086	0%	7 / 4,724
Health Education	1%	19 / 3,086	5%	217 / 4,724
Advising	1%	17 / 3,086	0%	0 / 4,724
Appeals	1%	17 / 3,086	0%	7 / 4,724
Business Systems	1%	17 / 3,086	0%	5 / 4,724
Developmental Disabilities	1%	17 / 3,086	0%	9 / 4,724

Top Common Skills



Top Common Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Cardiopulmonary Resuscitation	43%	1,336 / 3,086	9%	441 / 4,724
Teaching	26%	816 / 3,086	20%	937 / 4,724
Communications	19%	579 / 3,086	5%	215 / 4,724
First Aid	18%	564 / 3,086	3%	152 / 4,724
Research	17%	540 / 3,086	14%	654 / 4,724
Customer Service	16%	482 / 3,086	25%	1,187 / 4,724
Physical Fitness	14%	426 / 3,086	1%	50 / 4,724
Management	14%	419 / 3,086	20%	942 / 4,724
Sales	10%	308 / 3,086	17%	791 / 4,724
Innovation	9%	289 / 3,086	1%	66 / 4,724
Writing	7%	203 / 3,086	5%	239 / 4,724
Operations	5%	150 / 3,086	6%	274 / 4,724

Hospitality	4%	123 / 3,086	1%	66 / 4,724
Microsoft Outlook	4%	117 / 3,086	3%	150 / 4,724
Microsoft Excel	4%	112 / 3,086	13%	625 / 4,724
Cleanliness	3%	101 / 3,086	1%	31 / 4,724
Written Communication	3%	94 / 3,086	0%	8 / 4,724
Friendly Demeanor	3%	85 / 3,086	0%	3 / 4,724
Computer Literacy	3%	84 / 3,086	0%	16 / 4,724
Service-Orientation	3%	82 / 3,086	0%	4 / 4,724
Leadership	3%	80 / 3,086	19%	885 / 4,724
Time Management	3%	80 / 3,086	5%	229 / 4,724
Public Speaking	3%	78 / 3,086	27%	1,259 / 4,724
Microsoft PowerPoint	2%	74 / 3,086	11%	528 / 4,724
Creativity	2%	73 / 3,086	0%	0 / 4,724
Trust	2%	73 / 3,086	0%	7 / 4,724
Grammars	2%	71 / 3,086	0%	15 / 4,724
Creative Thinking	2%	57 / 3,086	0%	1 / 4,724
Critical Thinking	2%	57 / 3,086	1%	42 / 4,724
Humility	2%	57 / 3,086	0%	2 / 4,724
Intellectual	2%	53 / 3,086	0%	5 / 4,724
Active Listening	2%	50 / 3,086	0%	5 / 4,724
Prioritization	2%	49 / 3,086	0%	14 / 4,724
Problem Solving	2%	48 / 3,086	2%	77 / 4,724
Interpersonal Skills	1%	46 / 3,086	1%	29 / 4,724
Presentations	1%	45 / 3,086	3%	131 / 4,724
Punctuality	1%	43 / 3,086	0%	2 / 4,724
Training And Development	1%	40 / 3,086	1%	55 / 4,724

Interpersonal Communications	1%	38 / 3,086	0%	14 / 4,724
Mentorship	1%	37 / 3,086	2%	78 / 4,724
Literacy	1%	36 / 3,086	0%	21 / 4,724
Verbal Communication Skills	1%	34 / 3,086	0%	6 / 4,724
Information Technology	1%	32 / 3,086	2%	89 / 4,724
Reliability	1%	31 / 3,086	0%	10 / 4,724
Devoted	1%	30 / 3,086	0%	7 / 4,724
Driving	1%	28 / 3,086	0%	15 / 4,724
Imagination	1%	28 / 3,086	0%	4 / 4,724
Coordinating	1%	27 / 3,086	3%	125 / 4,724
Financial Services	1%	27 / 3,086	0%	15 / 4,724
Decision Making	1%	23 / 3,086	0%	21 / 4,724

Top Qualifications

Qualification	Postings with Qualification
Group Fitness Instructor Certification	163
Certified Personal Training	73
Certified Strength And Conditioning Specialist	55
Group Exercise Certification	21
Commercial Driver's License (CDL)	10
Certified First Responder	9
Personal Trainer Certification	7
Advanced Life Support	3
Certified Athletic Trainer	3
Certified Fitness Trainer	3
Certified Health Education Specialist	2
Licensed Massage Therapist	2
Licensed Vocational Nurses	2
Certified Application Counselor	1
Certified Health Fitness Specialist	1
Certified Medical Assistant	1
Fitness Professional	1

Appendix A - Data Sources and Calculations

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.

Emsi Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

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.

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.

State Data Sources

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