



Education Report

Sports, Kinesiology, and Physical Education/Fitness, General

California

A horizontal line with three circular markers. The first marker on the left is blue, the second in the middle is dark blue, and the third on the right is grey.

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Definition of Sports, Kinesiology, and Physical Education/Fitness, General, CIP 31.0501

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.

Awards

The table below is a list of postsecondary awards in CIP 31.0501 that were granted by institutions located in California in the 2021 academic year.

| Schools | Certs & 2yr Awards ¹ | 4yr Awards ² | Post-Grad Awards ³ | Avg Net Price ⁴ |
|---|---------------------------------|-------------------------|-------------------------------|----------------------------|
| California State University-Fullerton | | 544 | 37 | \$4,939 |
| California State University-Northridge | | 458 | 36 | \$8,708 |
| Mt San Antonio College | 446 | | | \$5,774 |
| San Diego State University | | 416 | | \$6,867 |
| California State University-Long Beach | | 293 | 107 | \$9,171 |
| College of the Canyons | 328 | | | \$6,400 |
| California State University-Sacramento | | 300 | 4 | \$7,778 |
| California State University-Fresno | | 267 | 19 | \$6,336 |
| California State University-Los Angeles | | 266 | 3 | \$2,695 |
| San Jose State University | | 227 | 23 | \$14,603 |
| San Francisco State University | | 216 | 12 | \$13,641 |
| California State University-East Bay | | 203 | 5 | \$12,631 |
| California State University-San Bernardino | | 202 | | \$3,254 |
| California State Polytechnic University-Pomona | | 198 | 3 | \$12,942 |
| California State University-San Marcos | | 173 | 10 | \$14,296 |
| California State University-Dominguez Hills | | 163 | | \$4,500 |
| California State University-Monterey Bay | | 154 | | \$6,085 |
| Riverside City College | 146 | | | \$7,161 |
| California State University-Bakersfield | | 129 | | \$7,368 |
| Cabrillo College | 124 | | | \$18,139 |
| California Polytechnic State University-San Luis Obispo | | 106 | 2 | \$20,708 |
| California State Polytechnic University-Humboldt | | 89 | 9 | \$13,904 |
| California State University-Chico | | 84 | 10 | \$13,749 |
| Sonoma State University | | 91 | | \$7,055 |
| University of the Pacific | | 70 | 13 | \$21,311 |
| California State University-Stanislaus | | 78 | | \$7,230 |
| Diablo Valley College | 73 | | | \$8,878 |
| Shasta College | 36 | | | \$7,973 |
| Norco College | 35 | | | \$7,404 |

| Schools | Certs & 2yr Awards ¹ | 4yr Awards ² | Post-Grad Awards ³ | Avg Net Price ⁴ |
|--|---------------------------------|-------------------------|-------------------------------|----------------------------|
| Long Beach City College | 34 | | | \$6,550 |
| Clovis Community College | 27 | | | \$6,305 |
| Moreno Valley College | 22 | | | \$4,899 |
| West Hills College-Lemoore | 19 | | | \$13,571 |
| Coastline Community College | 18 | | | \$8,953 |
| Los Angeles Harbor College | 18 | | | \$12,787 |
| City College of San Francisco | 15 | | | \$9,261 |
| Concordia University-Irvine | | 15 | | \$25,640 |
| Lionel University | 14 | | | \$13,213 |
| Saddleback College | 13 | | | \$7,918 |
| Cosumnes River College | 12 | | | \$7,223 |
| San Diego Miramar College | 12 | | | \$7,880 |
| College of the Siskiyous | 9 | | | \$11,340 |
| Pacific Union College | | 9 | | \$22,767 |
| Platt College-Anaheim | 9 | | | \$24,328 |
| American River College | 8 | | | \$8,101 |
| Santa Ana College | 8 | | | \$6,351 |
| College of San Mateo | 7 | | | \$5,427 |
| Grossmont College | 7 | | | \$5,999 |
| MiraCosta College | 7 | | | \$6,946 |
| Reedley College | 7 | | | \$7,089 |
| Feather River Community College District | 6 | | | \$11,415 |
| Solano Community College | 6 | | | \$5,950 |
| West Hills College-Coalinga | 6 | | | \$11,458 |
| Chaffey College | 5 | | | \$13,939 |
| East Los Angeles College | 5 | | | \$12,028 |
| Fullerton College | 5 | | | \$11,191 |
| Taft College | 5 | | | \$7,143 |
| Columbia College | 4 | | | \$10,735 |
| Lassen Community College | 4 | | | \$11,495 |
| Modesto Junior College | 4 | | | \$14,421 |
| Hartnell College | 3 | | | \$7,721 |
| Orange Coast College | 3 | | | \$6,836 |
| Southwestern College | 3 | | | \$6,789 |
| Butte College | 2 | | | \$10,736 |
| College of Marin | 2 | | | \$7,717 |

| Schools | Certs & 2yr Awards ¹ | 4yr Awards ² | Post-Grad Awards ³ | Avg Net Price ⁴ |
|--|---------------------------------|-------------------------|-------------------------------|----------------------------|
| El Camino Community College District | 2 | | | \$13,296 |
| Mt San Jacinto Community College District | 2 | | | \$7,704 |
| Point Loma Nazarene University | | 2 | | \$34,851 |
| Sacramento City College | 2 | | | \$7,788 |
| Santa Barbara City College | 2 | | | \$14,000 |
| West Valley College | 2 | | | \$6,890 |
| Antelope Valley Community College District | 1 | | | \$6,203 |
| Contra Costa College | 1 | | | \$9,405 |
| Los Angeles Valley College | 1 | | | \$11,833 |
| Merced College | 1 | | | \$13,426 |
| Monterey Peninsula College | 1 | | | \$12,007 |
| Saint Mary's College of California | | 1 | | \$25,022 |
| San Joaquin Delta College | 1 | | | \$17,503 |
| Skyline College | 1 | | | \$4,885 |
| Allan Hancock College | | | | \$6,629 |
| Bakersfield College | | | | \$6,989 |
| Cerritos College | | | | \$9,557 |
| Cerro Coso Community College | | | | \$11,710 |
| Chabot College | | | | \$8,576 |
| Citrus College | | | | \$8,852 |
| College of the Desert | | | | \$14,179 |
| College of the Sequoias | | | | \$5,205 |
| Compton College | | | | \$10,875 |
| Cuesta College | | | | \$14,586 |
| Cuyamaca College | | | | \$6,460 |
| Cypress College | | | | \$7,951 |
| Foothill College | | | | \$9,820 |
| Fresno Pacific University | | | | \$15,350 |
| Gavilan College | | | | \$8,705 |
| Golden West College | | | | \$5,433 |
| Imperial Valley College | | | | \$2,300 |
| Irvine Valley College | | | | \$4,860 |
| La Sierra University | | | | \$25,230 |
| Lake Tahoe Community College | | | | \$7,867 |
| Las Positas College | | | | \$7,675 |
| Mendocino College | | | | \$8,465 |

| Schools | Certs & 2yr Awards ¹ | 4yr Awards ² | Post-Grad Awards ³ | Avg Net Price ⁴ |
|---------------------------|---------------------------------|-------------------------|-------------------------------|----------------------------|
| Moorpark College | | | | \$4,856 |
| San Diego City College | | | | \$8,370 |
| San Diego Mesa College | | | | \$7,663 |
| Santa Monica College | | | | \$6,380 |
| Santa Rosa Junior College | | | | \$9,220 |
| Sierra College | | | | \$5,921 |
| Victor Valley College | | | | \$12,848 |
| West Los Angeles College | | | | \$10,259 |
| Whittier College | | | | \$22,091 |
| Yuba College | | | | \$5,503 |
| Total | 1,534 | 4,754 | 293 | |

1. Undergraduate certificates and associate's degrees

2. Bachelor's degrees and post-baccalaureates

3. Master's, post-master's, and doctorates

4. Average net price represents full-time beginning undergraduate students who paid the in-state or in-district tuition rate and were awarded grant or scholarship aid from federal, state or local governments, or the institution. Data as of the 2020-2021 academic year.

Awards data are per the National Center for Education Statistics (NCES) and JobsEQ for the 2021 academic year. Any programs shown here reflect only data reported to the NCES; reporting is required of all schools participating in any federal finance assistance program authorized by Title IV of the Higher Education Act of 1965, as amended—other training providers in the region that do not report data to the NCES are not reflected in the above.

Occupation Crosswalk

The below table lists all occupations linked with the program, Sports, Kinesiology, and Physical Education/Fitness, General, CIP 31.0501.

| | | Education and Training Requirements | | | Educational Attainment | | | | |
|---------|--|-------------------------------------|---|---|------------------------|-------------------------|--------------------|-------------------|---------------------|
| | | Typical Education Needed for Entry | Work Experience in a Related Occupation | Typical On-the-Job Training Needed to Attain Competency in the Occupation | No College | Some College, No Degree | Associate's Degree | Bachelor's Degree | Postgraduate Degree |
| 25-1193 | Recreation and Fitness Studies Teachers, Postsecondary | Doctoral or professional degree | None | None | 1% | 1% | 1% | 14% | 82% |
| 27-2021 | Athletes and Sports Competitors | None | None | Long-term on-the-job training | 11% | 14% | 9% | 59% | 8% |
| 27-2022 | Coaches and Scouts | Bachelor's degree | None | None | 7% | 10% | 5% | 47% | 32% |
| 39-9031 | Exercise Trainers and Group Fitness Instructors | High school diploma or equivalent | None | Short-term on-the-job training | 7% | 12% | 8% | 53% | 20% |

Education and training requirements are from the Bureau of Labor Statistics (BLS); educational attainment mix are regional data modeled by Chmura using Census educational attainment data projected to 2022Q4 along with source data from the BLS

Definition of Recreation and Fitness Studies Teachers, Postsecondary (25-1193)

Teach courses pertaining to recreation, leisure, and fitness studies, including exercise physiology and facilities management. Includes both teachers primarily engaged in teaching and those who do a combination of teaching and research.

Definition of Athletes and Sports Competitors (27-2021)

Compete in athletic events.

Definition of Coaches and Scouts (27-2022)

Instruct or coach groups or individuals in the fundamentals of sports for the primary purpose of competition. Demonstrate techniques and methods of participation. May evaluate athletes' strengths and weaknesses as possible recruits or to improve the athletes' technique to prepare them for competition. Those required to hold teaching certifications should be reported in the appropriate teaching category.

Definition of Exercise Trainers and Group Fitness Instructors (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.

Occupation Details

As of 2022Q4, total employment for occupations linked to Sports, Kinesiology, and Physical Education/Fitness, General in California was 70,235. Over the past three years, linked occupations shed 7,269 jobs in the region and are expected to need in aggregate approximately 93,337 newly trained workers over the next seven years.

Snapshot of Occupations Linked to Sports, Kinesiology, and Physical Education/Fitness, General in California¹

| SOC | Occupation | Current | | | | | | 3-Year History | 7-Year Forecast | | | | |
|-----------------------------------|--|-------------------|-----------------------------|-------------|----------------|-------------|-----------------------------|----------------|-------------------|------------------|------------------|----------------|------------------|
| | | Empl | Mean Ann Wages ² | LQ | Unempl | Unempl Rate | Online Job Ads ³ | Ann % | Total Demand | Exits | Transfers | Empl Growth | Avg Ann Growth % |
| 39-9031 | Exercise Trainers and Group Fitness Instructors | 42,612 | \$61,300 | 1.06 | 1,219 | 2.8% | 2,419 | -3.6% | 62,537 | 20,259 | 36,982 | 5,296 | 1.7% |
| 27-2022 | Coaches and Scouts | 24,285 | \$60,700 | 0.83 | 691 | 2.8% | 1,197 | -2.9% | 27,895 | 10,434 | 13,787 | 3,674 | 2.0% |
| 25-1193 | Recreation and Fitness Studies Teachers, Postsecondary | 2,037 | \$135,100 | 1.24 | 38 | 1.8% | 176 | -2.5% | 1,273 | 654 | 553 | 67 | 0.5% |
| 27-2021 | Athletes and Sports Competitors | 1,301 | \$115,100 | 0.49 | 175 | 12.2% | n/a | 2.1% | 1,631 | 491 | 835 | 305 | 3.1% |
| Total - Linked Occupations | | 70,235 | \$64,200 | 0.95 | 2,123 | 3.0% | 3,792 | -3.2% | 93,337 | 31,838 | 52,157 | 9,342 | 1.8% |
| Total - All Occupations | | 19,219,968 | \$71,900 | 1.00 | 797,161 | 4.1% | 547,112 | 0.6% | 17,029,863 | 6,722,656 | 9,379,252 | 927,955 | 0.7% |

Source: [JobsEQ®](#)

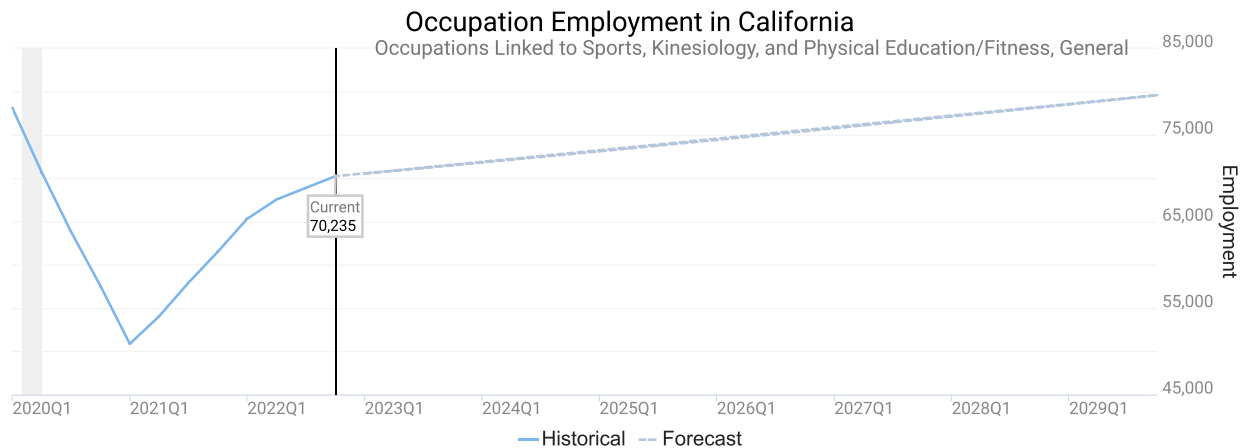
Data as of 2022Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.



Source: JobsEQ®, Data as of 2022Q4. The shaded areas of the graph represent national recessions.

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns. Occupation unemployment figures are imputed by Chmura.

Employment by Industry

The table illustrates the industries in California which most employ occupations linked to Sports, Kinesiology, and Physical Education/Fitness, General. The single industry most employing these occupations in the region is Other Amusement and Recreation Industries, NAICS 7139. This industry employs 31,187 workers in the linked occupations—employment which is expected to increase by 4,147 jobs over the next ten years; furthermore, 56,530 additional new workers in these linked occupations will be needed for this industry due to separation demand, that is, to replace workers in this occupation and industry that retire or move into a different occupation.

Industry Distribution for Occupations Linked to Sports, Kinesiology, and Physical Education/Fitness, General in California

| NAICS Code | Industry Title | Current | | | 10-Year Demand | | |
|------------|--|---------------|--------|--------|----------------|-------------|--------------|
| | | % of Occ Empl | Empl | Exits | Transfers | Empl Growth | Total Demand |
| 7139 | Other Amusement and Recreation Industries | 44.4% | 31,187 | 20,440 | 36,091 | 4,147 | 60,677 |
| 6116 | Other Schools and Instruction | 15.6% | 10,931 | 7,439 | 11,067 | 4,255 | 22,760 |
| 8129 | Other Personal Services | 8.2% | 5,760 | 4,053 | 7,394 | 1,530 | 12,977 |
| 6113 | Colleges, Universities, and Professional Schools | 7.8% | 5,461 | 3,054 | 3,881 | 441 | 7,376 |
| 7112 | Spectator Sports | 5.7% | 4,016 | 2,571 | 3,677 | 1,736 | 7,984 |
| 6111 | Elementary and Secondary Schools | 5.3% | 3,706 | 2,106 | 2,809 | 143 | 5,058 |
| 8134 | Civic and Social Organizations | 4.0% | 2,839 | 2,013 | 3,554 | 918 | 6,485 |
| 6112 | Junior Colleges | 2.3% | 1,591 | 788 | 876 | -20 | 1,644 |
| 9211 | Executive, Legislative, and Other General Government Support | 0.7% | 464 | 286 | 488 | 16 | 790 |
| 9221 | Justice, Public Order, and Safety Activities | 0.7% | 463 | 285 | 486 | 13 | 784 |
| 6221 | General Medical and Surgical Hospitals | 0.6% | 434 | 273 | 495 | 11 | 780 |
| | All Others | 4.8% | 3,383 | 2,188 | 3,719 | 540 | 6,447 |

Source: JobsEQ®

Data as of 2022Q4 except wages which are as of 2021. Note that occupation-by-industry wages represent adjusted national data and may not be consistent with regional, all-industry occupation wages shown elsewhere in JobsEQ.

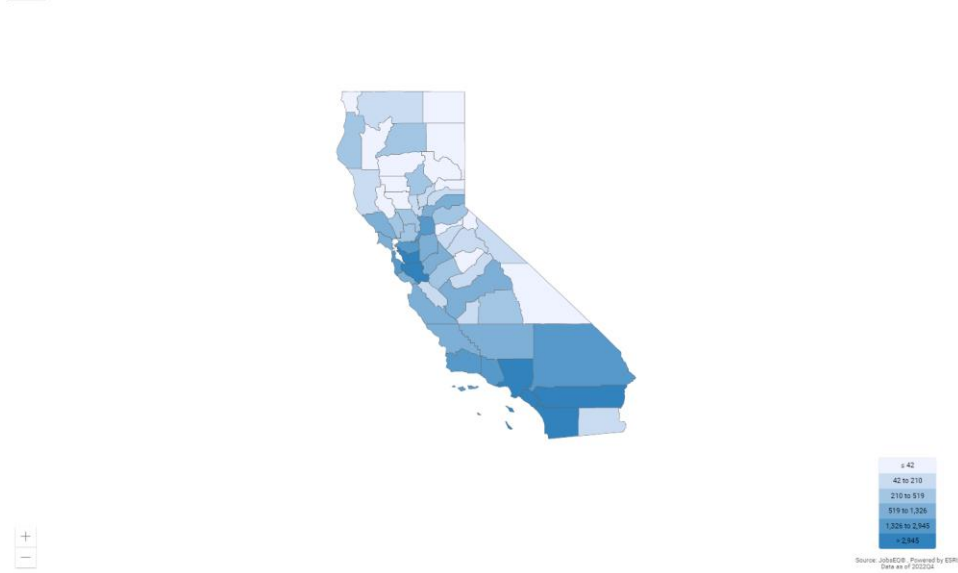
Note: Figures may not sum due to rounding.

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Geographic Distribution

The map below illustrates the county-level distribution of employed workers in California in occupations linked to Sports, Kinesiology, and Physical Education/Fitness, General. Employment is shown by place of work.

California, Occupation Concentration by Place of Work for Occupations Linked to Sports, Kinesiology, and Physical Education/Fitness, General



Top Counties with Employment Linked to Sports, Kinesiology, and Physical Education/Fitness, General, 2022Q4

| Region | Employment |
|-----------------------------------|------------|
| Los Angeles County, California | 18,404 |
| Orange County, California | 7,241 |
| San Diego County, California | 6,757 |
| Santa Clara County, California | 4,440 |
| Alameda County, California | 3,398 |
| Riverside County, California | 2,946 |
| San Francisco County, California | 2,724 |
| San Bernardino County, California | 2,353 |
| Sacramento County, California | 2,241 |
| Contra Costa County, California | 1,908 |

Source: JobsEQ®

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4.

Demographic Profile

The population in California was 39,346,023 per American Community Survey data for 2016-2020.

Of individuals 25 to 64 in California, 35.4% have a bachelor's degree or higher which compares with 34.3% in the nation. Per American Community Survey 2016-2020 estimates, the region has about 576,714 students enrolled in grade 12.

Summary¹

| | Percent | | Value | |
|---|------------|-------|------------|-------------|
| | California | USA | California | USA |
| Demographics | | | | |
| Population (ACS) | — | — | 39,346,023 | 326,569,308 |
| Male | 49.7% | 49.2% | 19,562,882 | 160,818,530 |
| Female | 50.3% | 50.8% | 19,783,141 | 165,750,778 |
| Median Age ² | — | — | 36.7 | 38.2 |
| Under 18 Years | 22.8% | 22.4% | 8,956,641 | 73,296,738 |
| 18 to 24 Years | 9.5% | 9.3% | 3,724,239 | 30,435,736 |
| 25 to 34 Years | 15.3% | 13.9% | 6,007,913 | 45,485,165 |
| 35 to 44 Years | 13.3% | 12.7% | 5,233,903 | 41,346,677 |
| 45 to 54 Years | 12.8% | 12.7% | 5,039,155 | 41,540,736 |
| 55 to 64 Years | 12.0% | 12.9% | 4,739,675 | 42,101,439 |
| 65 to 74 Years | 8.3% | 9.4% | 3,270,380 | 30,547,950 |
| Population Growth | | | | |
| Population (Pop Estimates) ⁴ | — | — | 39,029,342 | 333,287,557 |
| Population Annual Average Growth ⁴ | 0.3% | 0.6% | 108,479 | 1,940,990 |
| People per Square Mile | — | — | 250.4 | 94.3 |
| Educational Attainment, Age 25-64 | | | | |
| No High School Diploma | 15.2% | 10.5% | 3,199,850 | 17,929,220 |
| High School Graduate | 20.4% | 25.4% | 4,282,776 | 43,289,555 |
| Some College, No Degree | 21.0% | 20.5% | 4,412,172 | 34,959,338 |
| Associate's Degree | 8.0% | 9.3% | 1,678,082 | 15,776,790 |
| Bachelor's Degree | 22.6% | 21.6% | 4,741,354 | 36,888,244 |
| Postgraduate Degree | 12.9% | 12.7% | 2,706,412 | 21,630,870 |
| Social | | | | |
| Poverty Level (of all people) | 12.6% | 12.8% | 4,853,434 | 40,910,326 |
| Households Receiving Food Stamps/SNAP | 9.0% | 11.4% | 1,183,873 | 13,892,407 |
| Enrolled in Grade 12 (% of total population) | 1.5% | 1.3% | 576,714 | 4,358,865 |
| Disconnected Youth ³ | 1.9% | 2.5% | 38,451 | 433,164 |
| Children in Single Parent Families (% of all children) | 32.8% | 34.0% | 2,796,858 | 23,628,508 |
| Uninsured | 7.2% | 8.7% | 2,806,173 | 28,058,903 |
| Speak English Less Than Very Well (population 5 yrs and over) | 17.4% | 8.2% | 6,432,102 | 25,312,024 |

Source: [JobsEQ®](https://www.chmuraecon.com/jobseq)

1. American Community Survey 2016-2020, unless noted otherwise

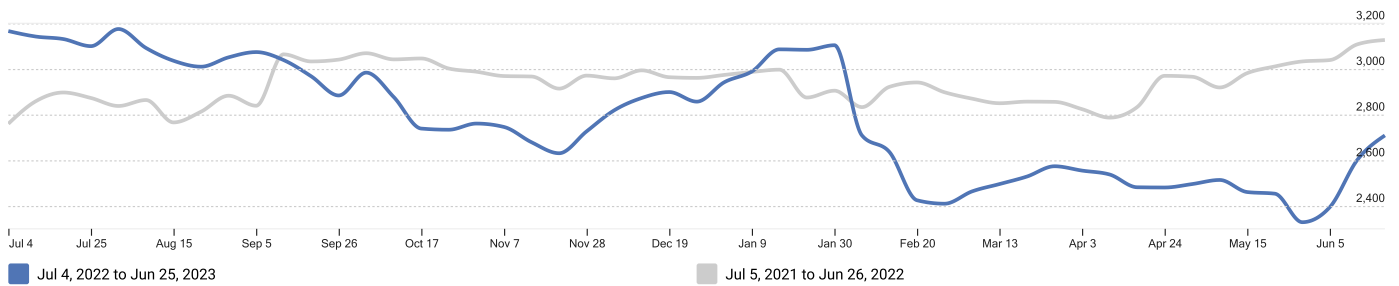
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

RTI (Job Postings)

Active Job Ads by Date



Occupations

| SOC | Occupation | Active Job Ads |
|-------------|--|----------------|
| 39- 9031.00 | Exercise Trainers and Group Fitness Instructors | 6,174 |
| 27- 2022.00 | Coaches and Scouts | 4,557 |
| 25- 1193.00 | Recreation and Fitness Studies Teachers, Postsecondary | 503 |
| 27- 2021.00 | Athletes and Sports Competitors | 5 |

Locations

| Location | Active Job Ads |
|---|----------------|
| Oakland, CA 94607 | 353 |
| San Francisco, California | 209 |
| Los Angeles, California | 163 |
| San Diego, California | 150 |
| San Jose, California | 93 |
| Irvine, California | 78 |
| Sacramento, California | 58 |
| Santa Clara, California | 49 |
| University of California Davis | 47 |
| 2130 Fulton St, San Francisco, CA 94117 | 36 |

Employers

| Employer Name | Active Job Ads | |
|---------------------------------|----------------|--|
| Svetness | 476 | |
| 24 Hour Fitness | 437 | |
| Oakland Unified School District | 350 | |
| BFit Gyms | 330 | |
| Equinox | 259 | |
| Orange Theory | 240 | |
| Gold's Gym - SoCal | 172 | |
| Sverness | 167 | |
| EXOS | 158 | |
| Crunch (Harman) - Inc. | 132 | |

Certifications

| Certificate Name | Active Job Ads | |
|--|----------------|--|
| Certification in Cardiopulmonary Resuscitation (CPR) | 3,522 | |
| First Aid Certification | 1,557 | |
| AED Essentials | 993 | |
| Certified Personal Trainer (CPT) | 916 | |
| AFAA Personal Fitness Trainer | 564 | |
| Driver's License | 263 | |
| International Sports Sciences Association (ISSA) Certification | 250 | |
| Certified Strength and Conditioning Specialist (CSCS) | 162 | |
| Group Exercise Instructor | 138 | |
| Group Exercise Certification | 92 | |

Hard Skills

| Skill Name | Active Job Ads | |
|---|----------------|--|
| Sports Coaching | 3,087 | |
| Personal Training | 1,997 | |
| Automated External Defibrillators (AED) | 1,244 | |
| Ability to Lift 41-50 lbs. | 988 | |
| Physiology | 510 | |
| Defibrillators | 494 | |
| Working With Children | 464 | |
| Psychology | 401 | |
| Sales | 401 | |
| Microsoft Excel | 355 | |

Soft Skills

| Skill Name | Active Job Ads | |
|--|----------------|--|
| Communication (Verbal and written skills) | 5,747 | |
| Cooperative/Team Player | 2,447 | |
| Organization | 2,417 | |
| Customer Service | 2,234 | |
| Enthusiastic/Energetic | 1,812 | |
| Punctual | 1,709 | |
| Adaptability/Flexibility/Tolerance of Change and Uncertainty | 1,291 | |
| Motivational | 1,206 | |
| Self-Motivated/Ability to Work Independently/Self Leadership | 1,023 | |
| Interpersonal Relationships/Maintain Relationships | 916 | |

Job Titles

| Job Title | Active Job Ads | |
|---|----------------|--|
| Personal Trainer | 709 | |
| Personal Trainer - Earn \$25 to \$45 per hour | 376 | |
| Fitness Coach | 357 | |
| Group Fitness Instructor | 186 | |
| Fitness Coach (NEW HIRE) | 149 | |
| Fitness Trainer | 146 | |
| Fitness Instructor | 128 | |
| Group X Coach | 108 | |
| Pilates Instructor | 95 | |
| Group Exercise Instructor | 78 | |

Job Types

| Type | Active Job Ads | |
|-------------------------|----------------|--|
| Part-Time | 5,582 | |
| Full-Time | 3,579 | |
| Temporary (unspecified) | 1,168 | |
| Permanent | 265 | |
| Remote | 148 | |
| Temporary (long-term) | 51 | |
| Temporary (short-term) | 8 | |
| Remote Not Indicated | 11,091 | |

Programs

| Program Name | Active Job Ads | |
|--------------------|----------------|--|
| Kinesiology | 816 | |
| Exercise Science | 695 | |
| Physical Education | 543 | |
| Nutrition | 311 | |
| Education | 182 | |
| Physical Therapy | 148 | |
| Physiology | 148 | |
| Life Science | 136 | |
| Health Education | 126 | |
| Dance | 125 | |

Education Levels

| Minimum Education Level | Active Job Ads | |
|-----------------------------------|----------------|--|
| High school diploma or equivalent | 2,683 | |
| Bachelor's degree | 1,369 | |
| Associate's degree | 184 | |
| Master's degree | 118 | |
| Doctoral or professional degree | 31 | |
| Unspecified/other | 6,854 | |

California Regional Map



FAQ

What is CIP?

The 2010 Classification of Instructional Programs (CIP) is taxonomy of instructional program classifications and descriptions. It was developed and has been updated by the U.S. Department of Education's National Center for Education Statistics (NCES).

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

What is the source of the job ads?

Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 07/05/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.

What is the program-to-occupation crosswalk?

Training programs are classified according to the Classification of Instructional Programs (CIP codes). For relating training programs, this report uses a modified version of the CIP to SOC crosswalk from the National Center for Education Statistics (NCES). While this is a very helpful crosswalk for estimating occupation production from training program awards data, the crosswalk is neither perfect nor comprehensive. Indeed, it is hard to imagine such a crosswalk being perfect since many training program graduates for one reason or another do not end up employed in occupations that are most related to the training program from which they graduated. Therefore, the education program analyses should be considered in this light.

As an example of the many scenarios that may unfold, consider a journalism degree that crosswalks into three occupations: editors, writers, and postsecondary communications teachers. Graduates with a journalism degree may get a job in one of these occupations—and that may be the most-likely scenario—but a good number of these graduates may get a job in a different occupation altogether (the job may be somewhat related, such as a reporter, or the job may be totally unrelated, such as a real estate agent). Furthermore, a graduate may stay in school or go back to school for a degree that will lead to other occupation possibilities. Still another possibility includes the graduate not entering the labor market (maybe being unemployed, being a non-participant, or moving to another region).

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth

demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an occupation (or industry) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

About This Report

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