



Adaptive Fitness

**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‡

Athletes and Sports Competitors (27-2021)

Coaches and Scouts (27-2022)

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 Adaptive Fitness jobs in the target occupations in Santa Clara and San Mateo Counties totaled 8,505. The Bureau of Labor Statistics (BLS) expects the total number of positions to increase by about 8% over the next three years.

Occupation Summary for Adaptive Fitness

8,505¹ Jobs (2016)² 44% above National average	8.1% % Change (2016-2019)³ Nation: 5.2%	\$17.51/hr Median Hourly Earnings Nation: \$17.26/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 Adaptive Fitness program are disaggregated to see which occupations are projected to see the highest number of annual openings (Coaches and Scouts), highest percentage rate of growth over the next three years (Coaches and Scouts), and the highest median hourly earnings (Athletes and Sports Competitors). While Coaches and Scouts are expected to experience job growth (9%), these occupations are more represented and concentrated in our region (Santa Clara and San Mateo Counties) compared to the national average.

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
Coaches and Scouts	3,971	256	\$15.53/hr	8.59%	1.47
Athletes and Sports Competitors	107	7	\$26.65/hr	8.41%	0.55

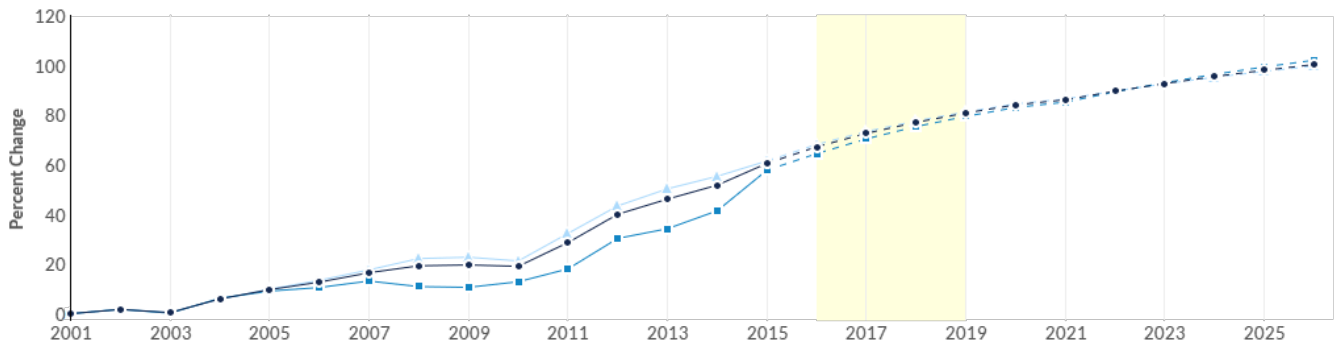
Growth in the Adaptive Fitness occupations show how each occupation is projected to increase in jobs over the next three years. A growth of about 8% is expected in the next three years for Adaptive Fitness.

Growth for Adaptive Fitness

8,505 2016 Jobs	9,198 2019 Jobs	693 Change (2016-2019)	8.1% % Change (2016-2019)
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Occupation	2016 Jobs	2019 Jobs	Change	% Change
Athletes and Sports Competitors (27-2021)	107	116	9	8%
Coaches and Scouts (27-2022)	3,971	4,312	341	9%
Fitness Trainers and Aerobics Instructors (39-9031)	4,428	4,770	342	8%

Regional Trends

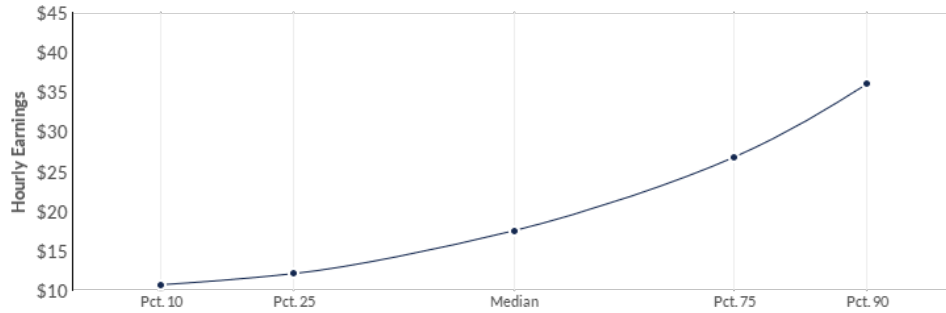


Region	2016 Jobs	2019 Jobs	Change	% Change
● Region	8,505	9,198	693	8.1%
● San Mateo County, CA	2,157	2,354	197	9.1%
● Santa Clara County, CA	6,348	6,844	496	7.8%

The percentile earnings table shows the range the Adaptive Fitness occupations earn in the region. While the median earnings are around \$17/hour, wages can range from below \$12/hour to above \$26/hour. Each of the target occupations' range in wages is also displayed.

Percentile Earnings for Adaptive Fitness

\$12.10/hr	\$17.51/hr	\$26.79/hr
25th Percentile Earnings	Median Earnings	75th Percentile Earnings



Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Athletes and Sports Competitors (27-2021)	\$21.40	\$26.65	\$38.43
Coaches and Scouts (27-2022)	\$12.85	\$15.53	\$22.41
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 Adaptive Fitness occupations.





Program Summary for Health and Physical Education/Fitness, General

8	215	558
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 Adaptive Fitness occupations in Santa Clara and San Mateo Counties for 2016 show that more than half are male (52%) and more than a quarter are between the ages of 25-34 (26%) and a majority are White (62%).

Occupation Gender Breakdown

Gender	2016 Jobs	2016 Percent	
Males	4,454	52.4%	
Females	4,052	47.6%	

Occupation Age Breakdown

Age	2016 Jobs	2016 Percent	
14-18	513	6.0%	
19-24	1,534	18.0%	
25-34	2,242	26.4%	
35-44	1,710	20.1%	
45-54	1,306	15.4%	
55-64	812	9.6%	
65+	387	4.5%	

Occupation Race/Ethnicity Breakdown

Race/Ethnicity	2016 Jobs	2016 Percent	
White	5,239	61.6%	
Hispanic or Latino	1,382	16.2%	
Asian	1,138	13.4%	
Black or African American	410	4.8%	
Two or More Races	287	3.4%	
Native Hawaiian or Other Pacific Islander	31	0.4%	
American Indian or Alaska Native	18	0.2%	

Industries Employing Adaptive Fitness Occupations

A number of industries in Santa Clara and San Mateo Counties employ those trained in Adaptive Fitness and its related occupations. The following table represents a regional industry breakdown of the number of Adaptive Fitness positions employed, the percentage of Adaptive Fitness employed by industry and the Adaptive Fitness jobs represent within all jobs by each industry. While Fitness and Recreational Sports Centers employed 39% of all regional Adaptive Fitness positions in 2016, Adaptive Fitness occupations composed about the same number of jobs in that industry (40%).

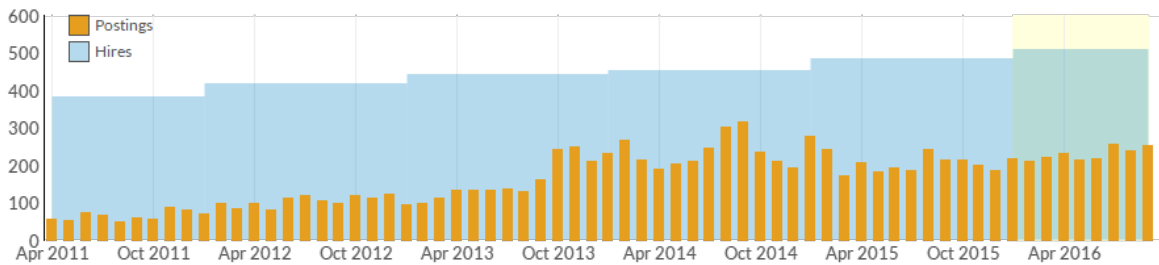
Industries Employing Adaptive Fitness

Industry	Occupation Group Jobs in Industry (2016)	% of Occupation Group in Industry (2016)	% of Total Jobs in Industry (2016)
Fitness and Recreational Sports Centers	3,337	39.2%	39.5%
Colleges, Universities, and Professional Schools	672	7.9%	1.9%
Sports and Recreation Instruction	572	6.7%	16.6%
Exam Preparation and Tutoring	567	6.7%	17.5%
Civic and Social Organizations	482	5.7%	12.4%

In an average month, there were 229 unique (internet) job postings for Adaptive Fitness jobs, and 507 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 Adaptive Fitness. In cases where there were hires but no 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

229	507
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
Coaches and Scouts	94	229
Athletes and Sports Competitors	0	3

The top five relevant hard and soft skills employers list in Adaptive Fitness 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 Score” gauge relevance of the skill by indicating the frequency in which this skill is being mentioned in (internet) job postings for Adaptive Fitness compared to all other (internet) job postings.

Most Relevant Hard Skills

Skill	Relevance Score	Postings with Skill
Asymmetric Simple Exclusion Process	531.82	206
Aerobics	90.81	312
Automated External Defibrillator	51.81	858
Personal Trainer	49.51	436
BodyPumps	46.13	91

Most Relevant Soft Skills

Skill	Relevance Score	Postings with Skill
Endurance	1.34	100
Scheduling (Project Management)	0.04	537
Team Management	0.04	5
Public Speaking	0.03	6
Imagination	0.02	3

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