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**Personal Trainer Report  
For Greater South Bay and Peninsula Region  
(Santa Clara and San Mateo Counties)**

## Physical Fitness Technician

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CIP 2010: A program that prepares individuals for employment in health and fitness clubs, wellness centers, public and private recreation facilities, hospitals and corporate fitness programs where they will perform a variety of instructional and administrative duties. Includes instruction in human anatomy and physiology, fitness techniques, exercise science, personal training, nutrition, and customer service.

## Target Occupations<sup>‡</sup>

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Athletic Trainers

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Fitness Trainers and Aerobics Instructors

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‡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 2011, the number of physical fitness technician jobs in the target occupations in Santa Clara and San Mateo Counties totaled 3,114. The Bureau of Labor Statistics (BLS) expects the total number of positions to increase by 51.3% from 2010 to 2020. Regional openings in 2011, which included created jobs and turnover, totaled 275. Completions in physical fitness technician programs totaled 12 from ten institutions, with an additional 168 completions from other related programs. These additional programs are linked to multiple occupations and not all those who complete will enter the target occupations indicated in this report.

### Target Occupation Performance

<b>3,114*</b> <b>Jobs (2011)</b> Nation Location Quotient: 1.05 <sup>†</sup>	<b>51.3%*</b> <b>Growth (2010-2020)</b> Nation: 25.3%	<b>\$23.09/hr</b> <b>Median Earnings</b> Nation: \$15.62/hr
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\*Based on total number of jobs for target occupations in Santa Clara and San Mateo Counties.

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

Regional Openings (2011)**	275	
Regional Program Completions (2011)	12	
All Regional Completions for Target Occupations (2011) ††	180	

\*\*Openings include created jobs and turnover.

†† Includes all regional programs applicable to target occupations.

### Physical Fitness Technician Occupations Performance

Target Occupations	Regional Openings (2011)	Median Hourly Earnings	Growth (2010-2020)	Job Postings <sup>§</sup> As of 05/03/13
Fitness Trainers and Aerobics Instructors	266	\$23.10	52.0%	118
Athletic Trainers	9	\$22.94	31.6%	4

### Regional Breakdown for Physical Fitness Technician Occupations

County Name	2010 Jobs	2020 Jobs	2013 Annual Openings	Median Hourly Earnings	2010 National Location Quotient
Santa Clara	1,771	2,838	103	\$22.50	0.88
San Mateo	1,093	1,494	55	\$24.09	1.31
Total	2,864	4,332	158	\$23.09	

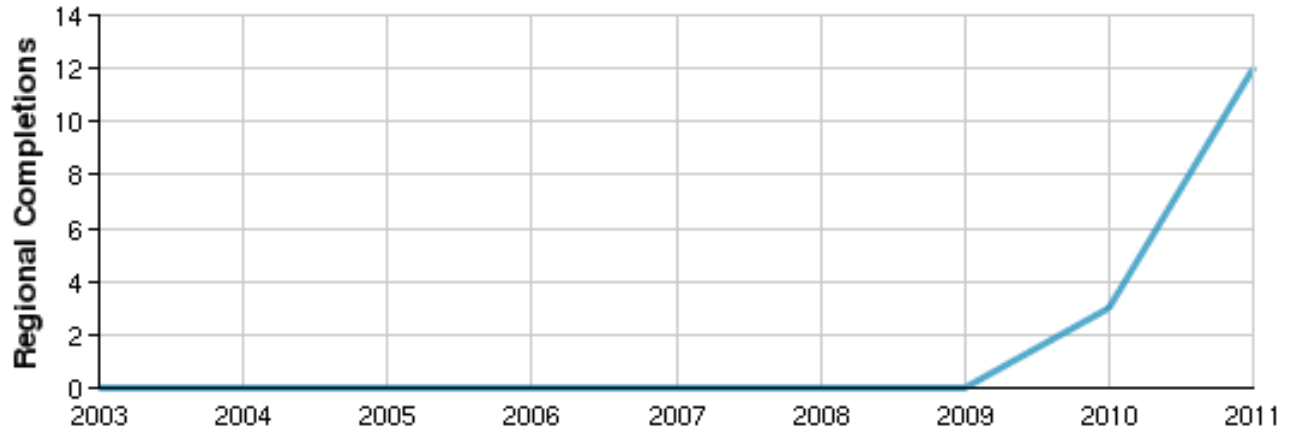
§ Current Job Postings as of 05/03/13.

## Training Providers

**2**  
Institutions

**12\***  
Completions (2011)

\*Based on IPEDS data.



Institution	Degrees	Certificates	Total Completions
Canada College	1	10	11
Mission College	0	1	1

Other regional programs may train individuals eligible for the targeted physical fitness technician occupations, which are based on an occupation-program crosswalk developed by the Department of Education. These additional programs are offered at San Jose State University, West Valley College, and Gavilan College. As noted earlier, many postsecondary programs are linked to multiple occupations and not all those who complete the program will enter the target occupation.

### Related Regional Programs Allowing Entry to Physical Fitness Technician

	<b>2</b>		<b>168</b>			
	<b>Programs (2011)</b>		<b>Completions (2011)</b>			
<b>Program</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	
Health and Physical Education/Fitness, General	120	149	165	199	166	
Athletic Training/Trainer	4	2	0	0	2	

### Target Occupations Demographics

The demographics among those employed in the target physical fitness technician occupations in Santa Clara and San Mateo Counties for 2012 show that nearly two-thirds are women (63.7%) and nearly half are between the ages of 19-34 (48.8%).

#### Gender Demographics (Regional)

<b>Gender</b>	<b>Jobs (2013)</b>	<b>% of Total</b>
Male	1,369	36.3%
Female	2,408	63.7%

#### Age Demographics (Regional)

<b>Age</b>	<b>Jobs (2013)</b>	<b>% of Total</b>
14-18 Years	325	8.6%
19-21 Years	563	14.9%
22-24 Years	462	12.2%
25-34 Years	819	21.7%
35-44 Years	657	17.4%
45-54 Years	538	14.2%
55-64 Years	280	7.4%
65+ Years	134	3.5%

## Industries Employing Physical Fitness Technician Occupations

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A number of industries in Santa Clara and San Mateo Counties employ those trained as physical fitness technicians and its related occupations. The following table represents a regional industry breakdown of the number of physical fitness technicians employed, the percentage of physical fitness technician jobs employed by industry and the percentage physical fitness technician jobs represent within all jobs by each industry. While fitness and recreational sports centers employed nearly two-thirds (64.3%) of all regional physical fitness technicians in 2012, physical fitness technicians and its related occupations represent approximately one-fourth of the total jobs in that industry (27.2%).

### Inverse Staffing Patterns

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Top Five Industry	Occupation Group Jobs in Industry (2013)	% of Occupation Group in Industry (2013)	% of Total Jobs in Industry (2013)
Fitness and Recreational Sports Centers	2,428	64.3%	27.2%
Civic and Social Organizations	299	7.9%	8.4%
Sports and Recreation Instruction (Private)	114	3.0%	2.7%
All Other Amusement and Recreation Industries	114	3.0%	4.6%
Exam Preparation and Tutoring (Private)	101	2.7%	2.6%

## Compatible Occupations for Physical Fitness Technician

Individuals completing a physical fitness technician program share many skills and abilities with other occupations. The Occupational Information Network (O\*Net) identifies compatible occupations based on an analysis of overlapping knowledge, skills and ability. Additional education required for transition can range from short on-site training to advanced post secondary degrees. The following tables show how much education might be needed to be employed in these compatible occupations.

### Compatible Occupations\* for Physical Fitness Technician: Associate's Degree or Less

Rank	Occupation	Median Hourly Earnings	2013 Jobs	2010-2020 Change	2010-2020 Estimated Annual Openings
1	Physical Therapist Assistants	\$28.13	316	78	12
2	Licensed Practical and Licensed Vocational Nurses	\$28.32	3,170	741	151
3	Occupational Therapy Aides	\$19.56	78	15	3
4	Cardiovascular Technologists and Technicians	\$28.08	247	37	7
5	Respiratory Therapy Technicians	\$22.05	35	0	1
6	Occupational Therapy Assistants	\$27.46	111	31	4
7	Physical Therapist Aides	\$13.86	443	67	13
8	Medical Assistants	\$18.81	6,003	770	165
9	Psychiatric Technicians	\$22.49	148	0	3
10	Massage Therapists	\$14.62	2,644	747	110
11	Home Health Aides	\$11.08	7,729	4,168	482
12	Childcare Workers	\$10.28	19,364	5,682	1,135
13	Preschool Teachers, Except Special Education	\$16.21	4,263	748	178
14	Self-Enrichment Education Teachers	\$17.87	7,407	2,504	343

### Compatible Occupations\* for Physical Fitness Technician: Bachelor's Degree or More

Rank	Occupation	Median Hourly Earnings	2013 Jobs	2010-2020 Change	2010-2020 Estimated Annual Openings
1	Physical Therapists	\$41.29	1,367	266	39
2	Adapted Physical Education Specialists	\$20.02	6,718	1,618	248
3	Chiropractors	\$36.24	748	(9)	21
4	Athletes and Sports Competitors	\$32.59	277	102	16
5	Occupational Therapists	\$42.63	723	118	24
6	Physician Assistants	\$52.12	511	110	20
7	Acupuncturists	\$29.91	1,088	194	38
8	Recreational Therapists	\$26.65	104	11	5
9	Clinical Nurse Specialists	\$57.96	18,699	2,649	566
10	Recreation Workers	\$12.22	3,541	1,049	150

\* Compatible occupations are based on O\*Net compatibility index values over 90.

## Data Sources and Calculations

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### 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.

### 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.

### Data Sources

This report uses employment data from the Quarterly Census of Employment and Wages (QCEW) reported by the US Bureau of Labor Statistics (BLS) and includes self-employed workers who count their self-employed work as their primary source of income. Non-QCEW workers such as railroad, military and some non-QCEW government employees are not included.

### O\*Net Compatibility Index

The Occupational Information Network (O\*NET) is being developed under the sponsorship of the US Department of Labor/Employment and Training Administration (USDOL/ETA) through a grant to the North Carolina Department of Commerce.

Each descriptor in O\*NET OnLine is associated with a scale, such as Importance, Level, Context and Extent of the activity. Each scale has a minimum and maximum value. Because each of these scales covers a different numerical range, a descriptor mean of 3.0 signifies something different in each scale.

The equation for conversion of original ratings to standardized scores is:  $S = ((O - L) / (H - L)) * 100$ , where S is the standardized score, O is the original rating score on one of the three scales, L is the lowest possible score on the rating scale used, and H is the highest possible score on the rating scale used. For example, an original Importance rating score of 3 is converted to a standardized score of 50 ( $50 = [(3 - 1) / (5 - 1)] * 100$ ). For another example, an original Level rating score of 5 is converted to a standardized score of 71 ( $71 = [(5 - 0) / (7 - 0)] * 100$ ).