

7 Occupations in Peninsula (SF-SM-SC)

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What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumé, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

7 Occupations

39-9031 Exercise Trainers and Group Fitness
Instructors

29-9091 Athletic Trainers

27-2023 Umpires, Referees, and Other Sports
Officials

27-2022 Coaches and Scouts

27-2099 Entertainers and Performers, Sports and
Related Workers, All Other

27-2031 Dancers

27-2032 Choreographers

3 Counties

6075 San Francisco County, CA

6081 San Mateo County, CA

6085 Santa Clara County, CA

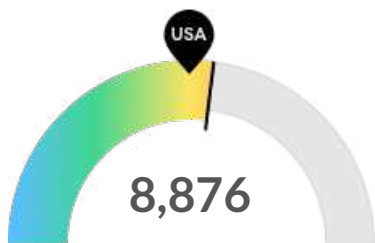
Class of Worker

QCEW Employees

The information in this report pertains to the chosen occupations and geographical areas.

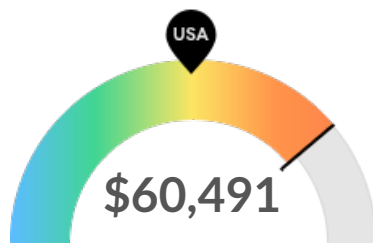
Executive Summary

Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs



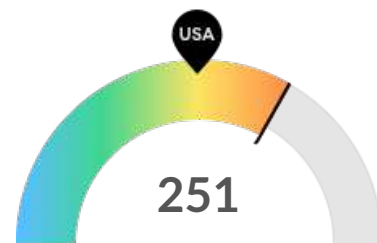
Jobs (2015)

Your area is a hotspot for this kind of job. The national average for an area this size is 7,934* employees, while there are 8,876 here.



Compensation

Earnings are high in your area. The national median salary for your occupations is \$45,783, compared to \$60,491 here.



Job Posting Demand

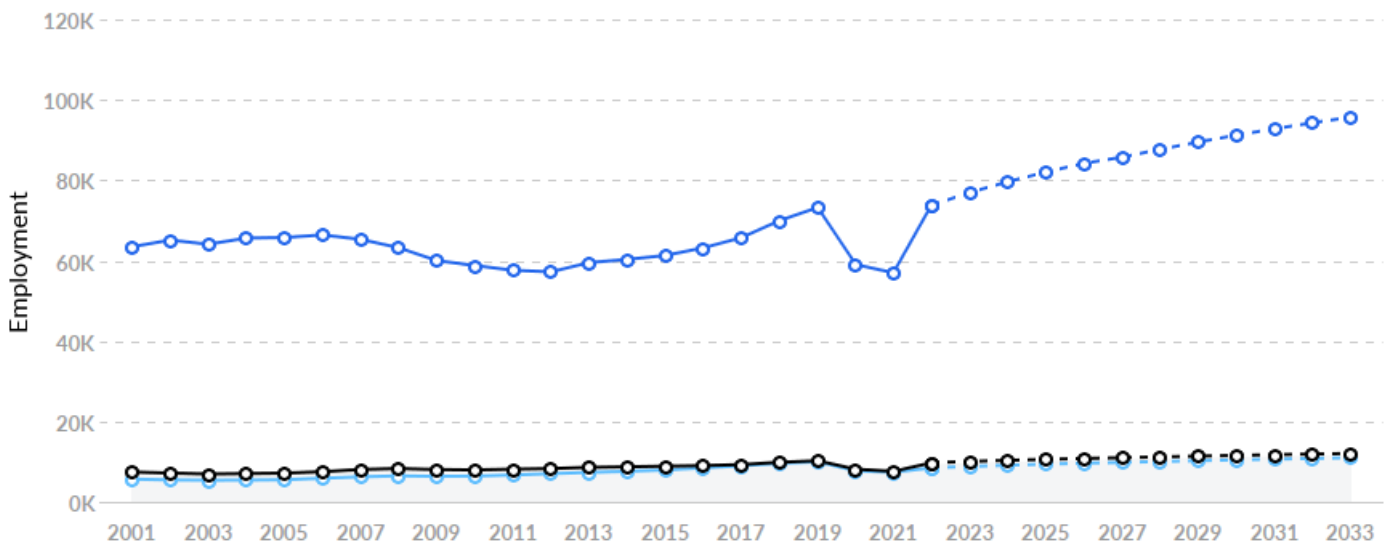
Job posting activity is high in your area. The national average for an area this size is 160* job postings/mo, while there are 251 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is Higher Than the National Average

An average area of this size typically has 7,934* jobs, while there are 8,876 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



Region	2015 Jobs	2033 Jobs	Change	% Change
● Peninsula (SF-SM-SC)	8,876	12,055	3,179	35.8%
● National Average	7,934	10,976	3,042	38.3%
● California	61,294	95,684	34,390	56.1%

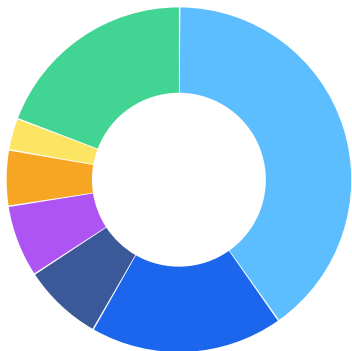
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Regional Breakdown



County	2015 Jobs
Santa Clara County, CA	4,358
San Francisco County, CA	2,889
San Mateo County, CA	1,629

Most Jobs are Found in the Other Amusement and Recreation Industries Industry Sector

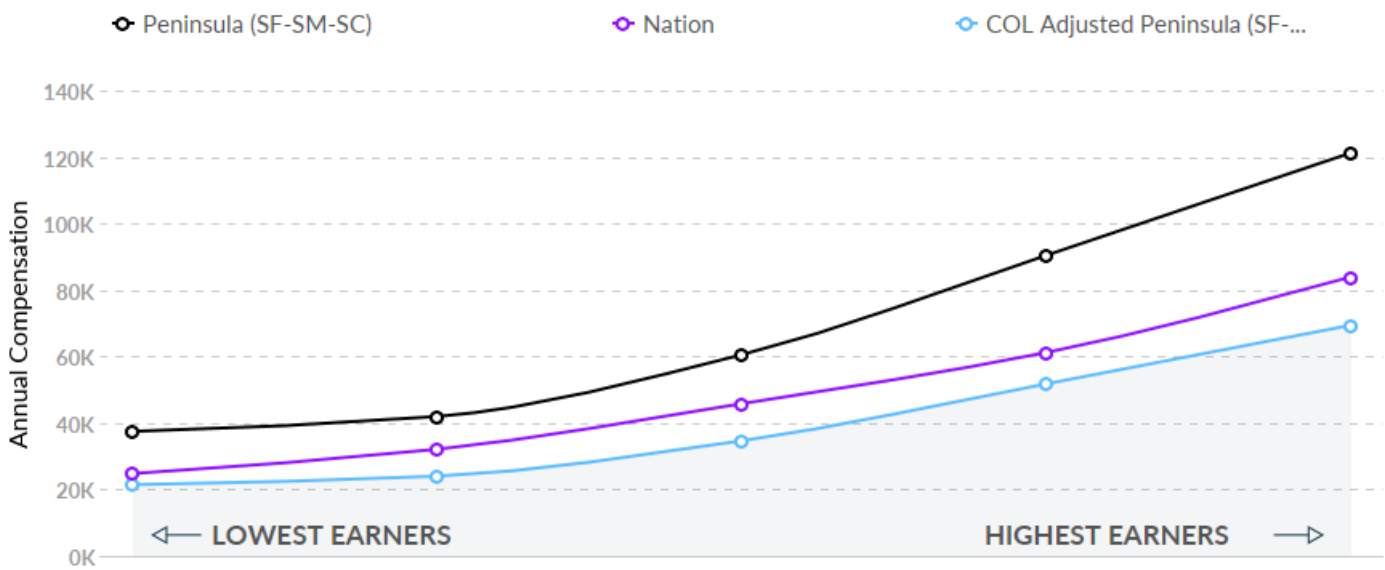


Industry	% of Occupation in Industry (2015)
Other Amusement and Recreation Industries	40.1%
Other Schools and Instruction	18.1%
Civic and Social Organizations	7.5%
Colleges, Universities, and Professional Schools	6.8%
Education and Hospitals (Local Government)	5.2%
Elementary and Secondary Schools	3.0%
Other	19.3%

Compensation

Regional Compensation Is 32% Higher Than National Compensation

For your occupations, the 2022 median wage in your area is \$60,491, while the national median wage is \$45,783.



Job Posting Activity



21,108 Unique Job Postings

The number of unique postings for this job from Jan 2015 to Dec 2021.



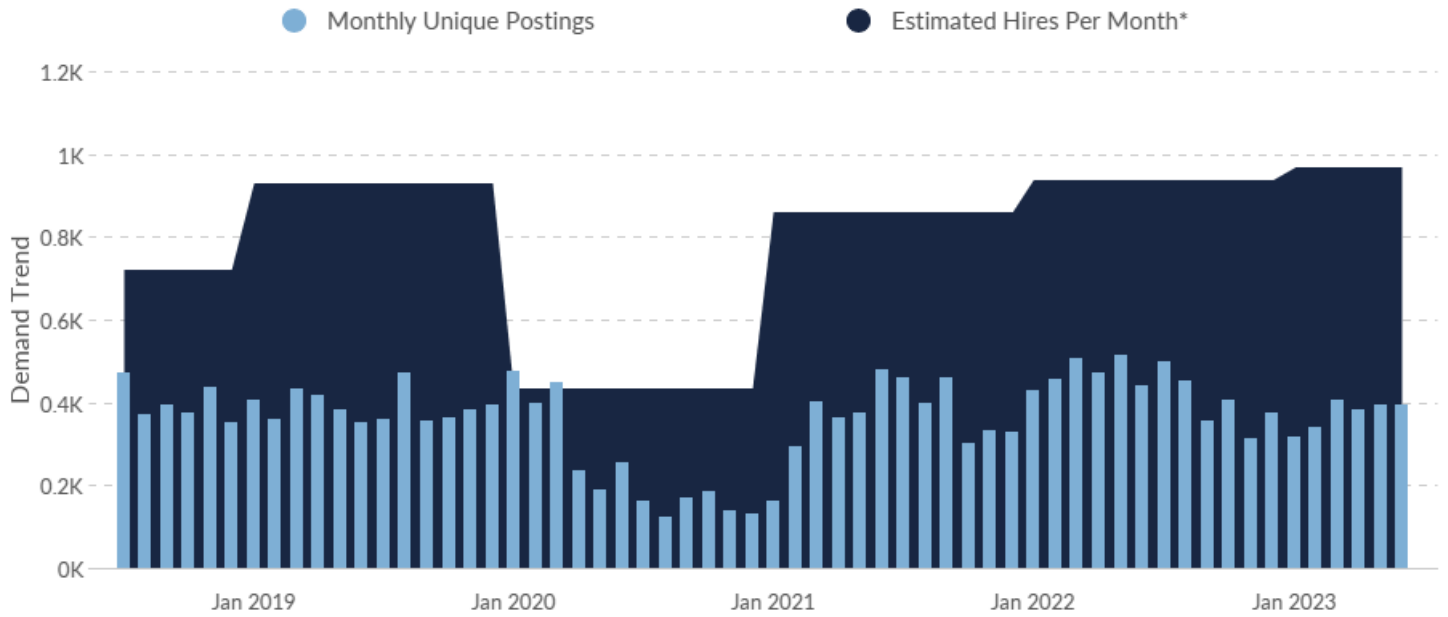
2,429 Employers Competing

All employers in the region who posted for this job from Jan 2015 to Dec 2021.



31 Day Median Duration

Posting duration is 6 days longer than what's typical in the region.



Occupation	Avg Monthly Postings (Jan 2015 - Dec 2021)	Avg Monthly Hires (Jan 2015 - Dec 2021)
Coaches and Scouts	196	240
Exercise Trainers and Group Fitness Instructors	129	368
Athletic Trainers	7	15
Umpires, Referees, and Other Sports Officials	8	23
Entertainers and Performers, Sports and Related Workers, All Other	1	17
Dancers	1	46
Choreographers	1	28

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies		Unique Postings	Top Job Titles		Unique Postings
East Side Union High School Dis...	1,314	<div style="width: 100%;"></div>	Personal Trainers	1,435	<div style="width: 100%;"></div>
24 Hour Fitness	847	<div style="width: 64%;"></div>	Group Exercise Instructors	771	<div style="width: 55%;"></div>
EXOS	660	<div style="width: 50%;"></div>	Swim Instructors	609	<div style="width: 45%;"></div>
San Mateo Union High School D...	446	<div style="width: 33%;"></div>	Group Fitness Instructors	494	<div style="width: 37%;"></div>
YMCA	396	<div style="width: 29%;"></div>	High School Coaches	429	<div style="width: 32%;"></div>
Fremont Union High School Dist...	358	<div style="width: 26%;"></div>	Pilates Instructors	335	<div style="width: 25%;"></div>
Bay Club	251	<div style="width: 18%;"></div>	Boys Basketball Coaches	309	<div style="width: 23%;"></div>
Stanford University	246	<div style="width: 18%;"></div>	Athletic Trainers	269	<div style="width: 20%;"></div>
University of California	237	<div style="width: 17%;"></div>	High School Soccer Coaches	263	<div style="width: 19%;"></div>
Athletes' Performance	226	<div style="width: 16%;"></div>	Yoga Instructors	255	<div style="width: 18%;"></div>

Top Distinguishing Skills by Demand

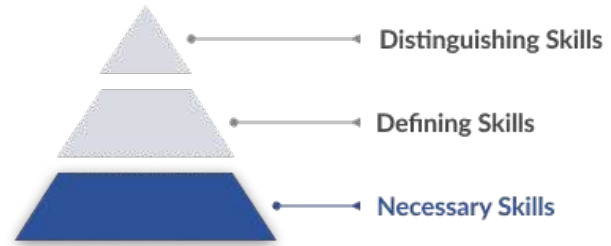
Not enough data to display Distinguishing Skills for this occupation.

Top Defining Skills by Demand

Not enough data to display Defining Skills for this occupation.

Top Necessary Skills by Demand

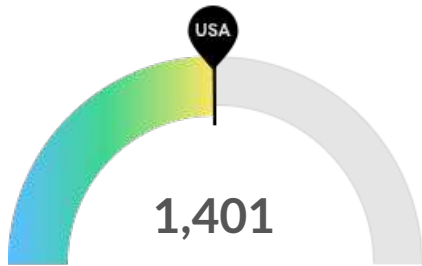
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



Skill	Salary Boosting	Job Postings Requesting
Cardiopulmonary Resuscitation (CPR) Certification	✘	6,359
Automated External Defibrillator (AED) Certification	✘	4,161
First Aid Certification	✘	4,129
Valid Driver's License	✘	1,399
Cardiopulmonary Resuscitation (CPR)	✘	1,395
Fundraising	✘	1,194
Marketing	✘	936
Cash Handling	✘	821
Strength Training And Conditioning	✘	693
Instructing	✘	626

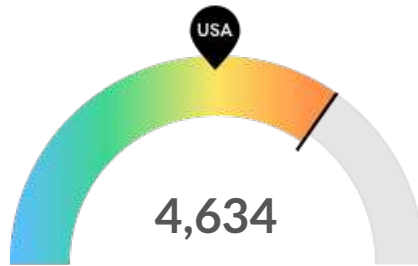
Demographics

Retirement Risk Is About Average, While Overall Diversity Is High



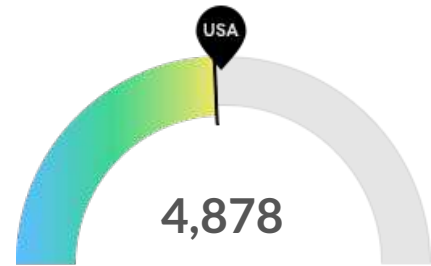
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 1,407* employees 55 or older, while there are 1,401 here.



Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 2,702* racially diverse employees, while there are 4,634 here.

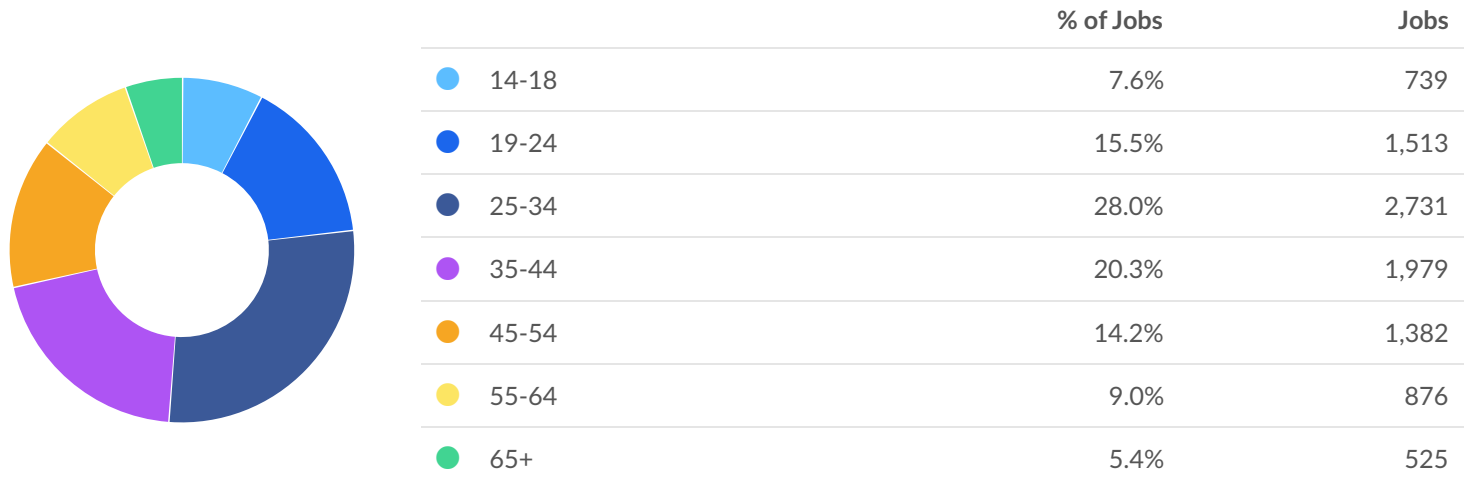


Gender Diversity

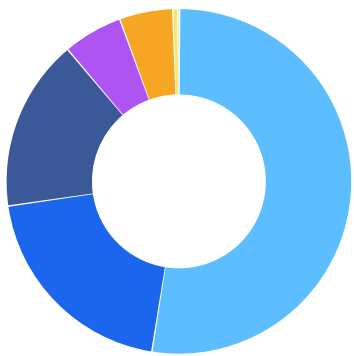
Gender diversity is about average in your area. The national average for an area this size is 5,078* female employees, while there are 4,878 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Occupation Age Breakdown

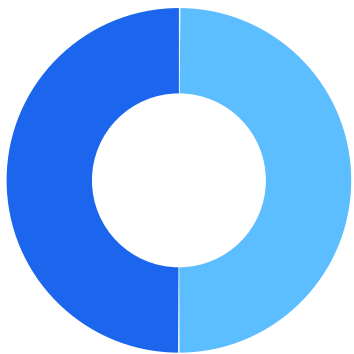


Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	52.4%	5,111
Hispanic or Latino	20.2%	1,968
Asian	16.1%	1,572
Black or African American	5.6%	545
Two or More Races	5.0%	486
Native Hawaiian or Other Pacific Islander	0.5%	47
American Indian or Alaska Native	0.2%	16

Occupation Gender Breakdown



	% of Jobs	Jobs
Males	49.9%	4,866
Females	50.1%	4,878

Occupational Programs



11 Programs

Of the programs that can train for this job, 11 have produced completions in the last 5 years.



1,129 Completions (2021)

The completions from all regional institutions for all degree types.



3,332 Openings (2021)

The average number of openings for an occupation in the region is 491.

CIP Code	Top Programs	Completions (2021)
31.0501	Sports, Kinesiology, and Physical Education/Fitness, General	503
31.0505	Exercise Science and Kinesiology	255
50.0501	Drama and Dramatics/Theatre Arts, General	123
31.0504	Sport and Fitness Administration/Management	97
50.0101	Visual and Performing Arts, General	54
50.0506	Acting	46
50.0301	Dance, General	33
31.0507	Physical Fitness Technician	11
51.0913	Athletic Training/Trainer	4
51.9999	Health Professions and Related Clinical Sciences, Other	3

Top Schools	Completions (2021)	
San Francisco State University	294	
San Jose State University	279	
University of San Francisco	167	
West Valley College	60	
De Anza College	50	
City College of San Francisco	41	
Foothill College	39	
Skyline College	36	
Academy of Art University	34	
College of San Mateo	29	

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 are also affected by county-level Emsi earnings by industry.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Cost of Living Data

Emsi's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

Lightcast Job Postings

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

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.