

Kentley Insights

2023 Market Research Report

Gyms and Fitness Centers

December 2022

Report: 713940

Report Contents

3 Overview

- Methodology
- Industry Definition & Examples

4 Industry Snapshot - Revenue & Growth

5 Industry Snapshot - Costs & Profitability

Section One

REVENUE & GROWTH BENCHMARKS

7 Industry Growth Details

- Industry Revenue
- Number of Companies
- Number of Locations / Offices
- 2014-2022 Historical Figures
- Forecasts for 2021 and the Next 5 Years

8 Growth Benchmarks

- Revenue per Company
- Revenue per Location
- Locations per Company
- 2014-2022 Historical Figures
- Forecasts for 2023 and the Next 5 Years

9 Breakdown of Product Lines

- Percentage of Revenue from Product Lines

10 Service Subsector Growth

- Sales and 5-Year CAGR

11 Income vs. Revenue Growth Matrix

- Service Subsectors vs. Industry

12 Sales per Capita by State

- Sales per Capita and State Rankings

13 Sales as a Percent of Income by State

- Sales as a % of Income and State Rankings

14 Sales per Location by State

- Sales per Location and State Rankings

15 Pricing & Inflation

- Annual Inflation - Indexed to 2006
- 2014-2022 Historical Figures
- Forecasts for 2023 and the Next 5 Years
- Monthly Inflation Figures for the Past 4 Years

16 Consolidation Analysis

- Number of Companies by Business Size
- Number of Locations by Business Size
- Locations per Company by Business Size
- 2012 versus 2021

17 Employment by Business Size

- Number of Employees by Business Size
- Employees per Company by Business Size
- Employees per Location by Business Size
- 2012 versus 2021

18 Service Subsector Analysis

- Number of Companies
- Number of Locations
- 5-Year CAGR

Report Contents (Continued)

19 Service Subsector Analysis

- Employment
- Payroll per Employee
- 5-Year CAGR

Section Two

COST, CAPITAL & PROFIT BENCHMARKS

21 Profitability & Financial Ratio Analysis

- Percent of Companies that are Profitable
- Average Net Income as a Percent of Revenue
- Financial Ratios

22 Balance Sheet Benchmarks

- Asset, Liabilities & Equity Breakdowns

23 Operating Expenses

- Industry Operating Expenses
- Industry Revenue vs. Operating Expense Growth
- Operating Expense as a Percent of Revenue
- 2014-2022 Historical Figures
- Forecasts for 2023 and the Next 5 Years

24 Operating Expenses by Company & Location

- Operating Expenses per Company
- Operating Expenses per Location
- Revenue vs. Expenses Growth per Location
- 2014-2022 Historical Figures
- Forecasts for 2023 and the Next 5 Years

25 Operating Expense Detail

- Employee Expenses
- Property Expenses
- Equipment Expenses
- IT Expenses
- Other Operating Expenses

26 Productivity & Industry Employment

- Revenue per Employee
- Total Industry Employees
- Employees per Company
- 2014-2022 Historical Figures
- Forecasts for 2023 and the Next 5 Years

27 Employee Productivity by State

- Revenue per Employee and State Rankings

28 Industry Payroll

- Payroll per Employee
- Payroll per Company
- Payroll per Location
- 2014-2022 Historical Figures
- Forecasts for 2023 and the Next 5 Years

29 Payroll by Business Size

- Payroll per Company
- Payroll per Location
- Payroll per Employee
- 2012 versus 2021

30 Payroll per Employee by State

- Payroll per Employee
- State Rankings

31 Job Categorization Benchmarks

- Management & Finance
- Sales & Marketing
- Technology, Engineering & Science
- Service, Support & Training
- Operations
- Percent of Industry's Employees

32 Job Categorization Pay Ranges

- Management & Finance
- Sales, Service & Marketing
- Operations
- Pay Bands

33 Top 20 Jobs Breakdown

- Percent of Total Employees
- Rank Ordered

34 Top 20 Jobs Pay

- Pay Bands
- Rank Ordered

35 Total Employment by State

- Number of Employees and State Rankings
- State Rankings

36 Population to Every Employee by State

- Number of Residents to Industry Employee
- State Rankings

Report Methodology

Kentley Insights is the leader in data-driven industry market research reports. This report includes extensive data sets and forecasts on the Gyms and Fitness Centers industry, which will provide you with key insights and benchmarks to create a broad and in-depth diagnostic and understanding of any company in the industry.

For this report, the core data is sourced from comprehensive business surveys filled out by companies in the Gyms and Fitness Centers industry. Our analysts create the industry forecasts utilizing historical trends, industry dynamics, econometrics, and macroeconomic trends. Data sources include the Bureau of Labor, the Census Bureau, the IRS, the Bureau of Economic Analysis, the Federal Reserve, and the Department of Commerce.

Industry Definition

Gyms and Fitness Centers

The Gyms and Fitness Centers industry includes companies primarily engaged in operating fitness and recreational sports facilities featuring exercise and other active physical fitness conditioning or recreational sports activities, such as swimming, skating, or racquet sports.

Industry Examples

Aerobic dance centers : Athletic clubs, physical fitness facilities : Body building studios, physical fitness : Exercise centers : Fitness centers : Gymnasiums : Health club, physical fitness : Health spas (without lodging), physical fitness : Health studio, physical fitness : Ice skating rinks : Physical fitness centers : Physical fitness studio : Racquetball clubs : Rinks, ice or roller skating : Roller skating rinks : Skating rinks, ice or roller : Spas, fitness (without lodging) : Sports clubs, physical fitness facilities : Squash clubs : Strength development centers : Swimming pools : Tennis clubs : Wave pools : Weight training centers

Industry Snapshot - Revenue & Growth

Below is the revenue and growth snapshot for the Gyms and Fitness Centers industry, covering industry size, growth, forecasts, revenue per company, product line concentration, pricing, sales per capita, and sales per location, and benchmark how many of these metrics compare to the industries within the service sector.

Overall Industry Size

The overall 2022 revenue for the Gyms and Fitness Centers industry was \$36.9 billion. The industry is above average in industry size, ranking in the top 40% of service industries in terms of size.

Overall Industry Growth

Over the past 3 years, industry revenue have been growing at an annual rate of 0.7% per year. This growth rate significantly lags the 6.2% average for service industries and ranks it in the bottom 20% of all service industries.

Overall Industry Growth Forecast

Given the macroeconomic climate and industry dynamics, the forecasted industry revenue growth rate for the next 5 years is 3.3% per year for the Gyms and Fitness Centers industry.

Revenue per Company

In 2022, the average revenue per company for the industry was approximately \$1.2 million, which grew at a 0.6% annual rate over the past 3 years.

Product Line Concentration

In the Gyms and Fitness Centers industry, the top 3 product lines make up 77% of revenue, which ranks in the bottom 40% of service industries.

Pricing & Inflation

From 2021 to 2022, price inflation for the industry was 3.2%. While over the past 5 years, inflation has averaged 0.8% per year.

Sales per Capita

For the Gyms and Fitness Centers industry, Massachusetts has the highest sales per capita at \$194. This is 90% higher than the average \$102 per capita across the U.S.

Sales per Location

For the industry, New York has the highest sales per location at \$1.8 million, which is 91% higher than the U.S. average of \$.9 million in sales per location.

Industry Snapshot - Costs, Capital & Profit

Below is an industry snapshot on operating expenses, employee productivity, payroll, job categorization, profitability, and relevant benchmarks.

Operating Expenses

In 2022, the operating expenses as a percent of revenue for the Gyms and Fitness Centers industry was 90.5%, and over the past 3-Years total operating expenses for the industry grew at 2.1% per year.

Operating Expense Breakdown

The breakdown of operating expenses for the industry is as follows: 42% for employee expenses, 11% for property expenses, 17.3% for equipment expenses, 1.3% for IT expenses, 10.8% for miscellaneous expenses, while 17.6% was spent on other operating expenses.

Employee Productivity

For the Gyms and Fitness Centers industry, in 2022 the sales per employee grew 8.6% over 2021 to \$51,676, which ranks the industry in the bottom 20% of service industries.

Profitability

63.5% of Companies in the Gyms and Fitness Centers industry are profitable, with an average net income of 12.4% of revenue, which ranks the industry in the bottom 40% of service industries.

Payroll per Employee

In 2022, payroll per employee equaled \$15,711 for the industry, which ranks it in the top 20% of service industries. Payroll per employee has grown at an annual rate of 2.7% over the past 3 years.

Payroll by State

Hawaii is the highest paying state in the Gyms and Fitness Centers industry, with a payroll per employee of \$22,386, which is 50.8% higher than the U.S. average.

Job Categorization

The jobs breakdown in the Gyms and Fitness Centers industry is as follows: 18% of the jobs are in management and finance, 69.4% of the jobs are in sales, service and marketing, while 12.7% of the jobs are in operations and technology.

Top Jobs

The top job in the Gyms and Fitness Centers industry is Recreation and Fitness Workers at 36% of the industry employees. While the second ranked job is Miscellaneous Entertainment Attendants and Related Workers at 8.7% of the industry employees.

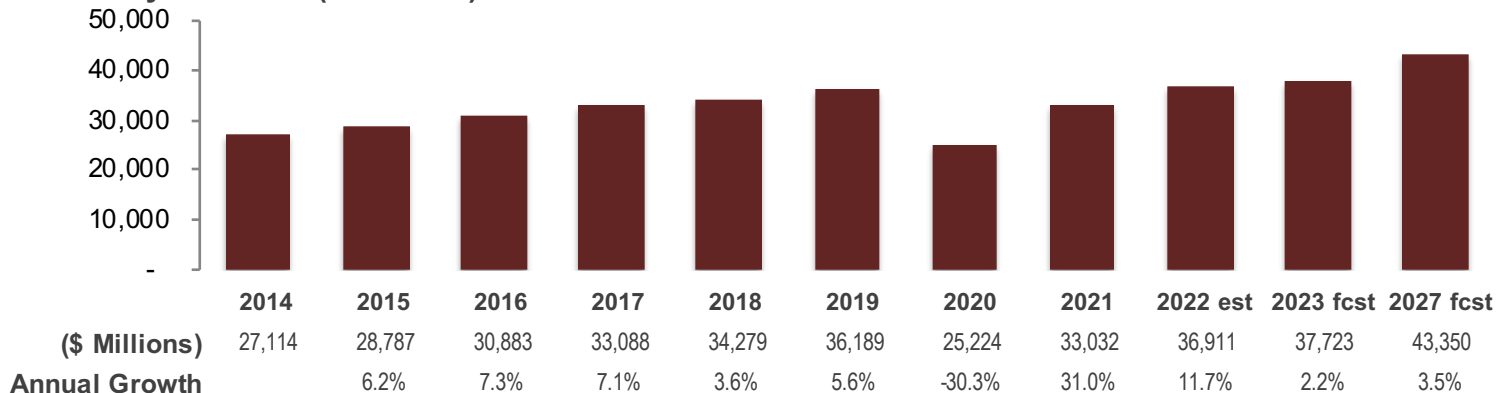
Section One

Revenue & Growth Benchmarks

Industry Growth Details

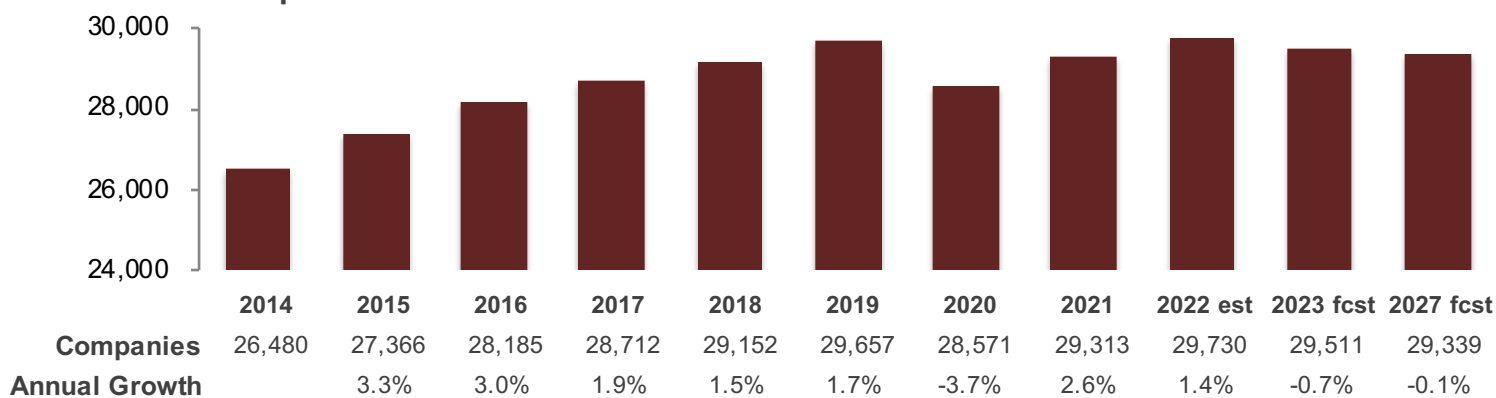
To get a macro level view of the Gyms and Fitness Centers industry, below are the historical details and industry growth forecasts for total industry revenue, number of companies, and number of locations.

Industry Revenue (\$ Millions)



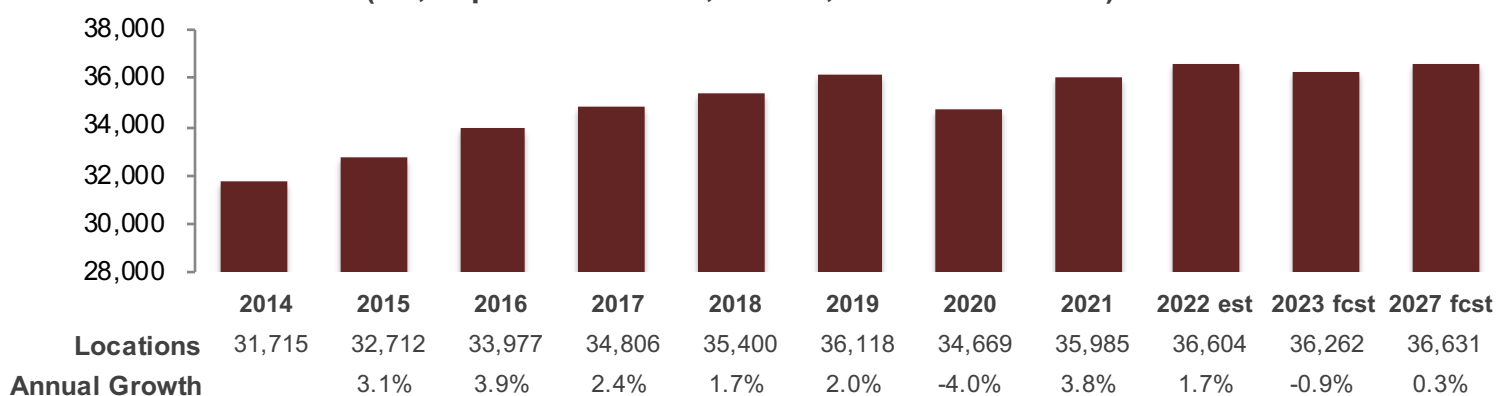
Compound Annual Growth Rate **0.7%** 3-Year **2.2%** 5-Year

Number of Companies



Compound Annual Growth Rate **0.1%** 3-Year **0.7%** 5-Year

Number of Locations (i.e., separate facilities, offices, or retail locations)

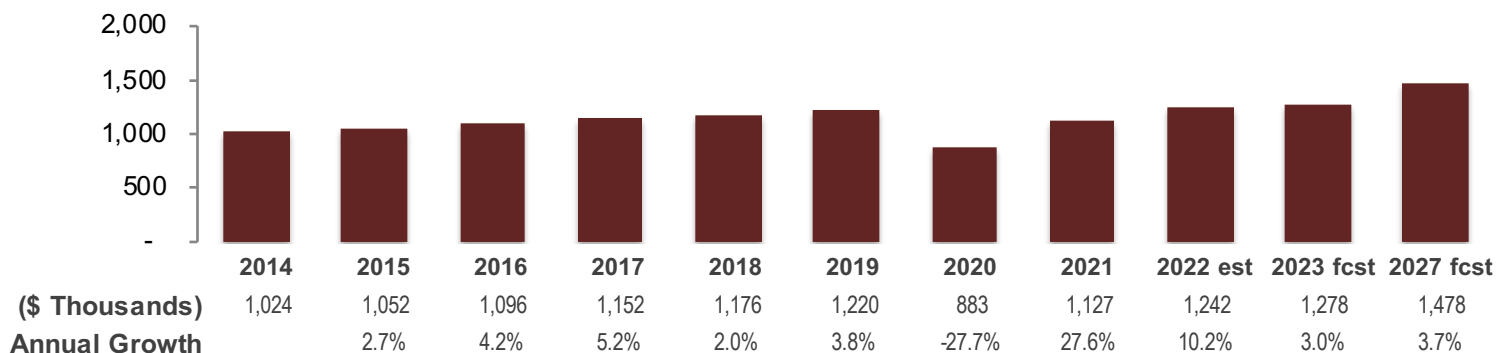


Compound Annual Growth Rate **0.4%** 3-Year **1.0%** 5-Year

Growth Benchmarks

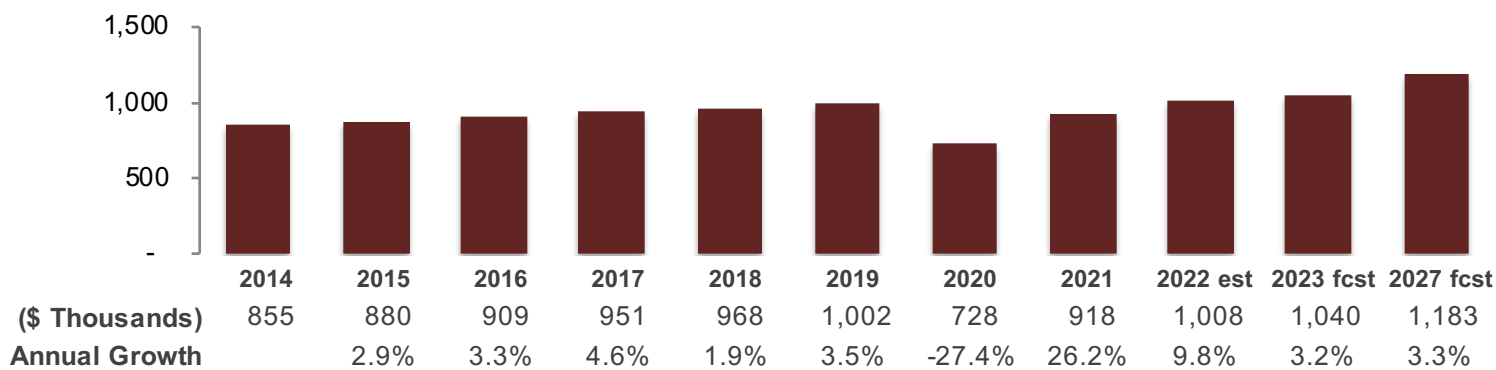
Below are the normalized growth benchmarks for the Gyms and Fitness Centers industry, including revenue per company, revenue per location, and locations per company. These metrics are typically better to use to benchmark a company's performance, since they normalize for company and location growth.

Revenue per Company (\$ Thousands)



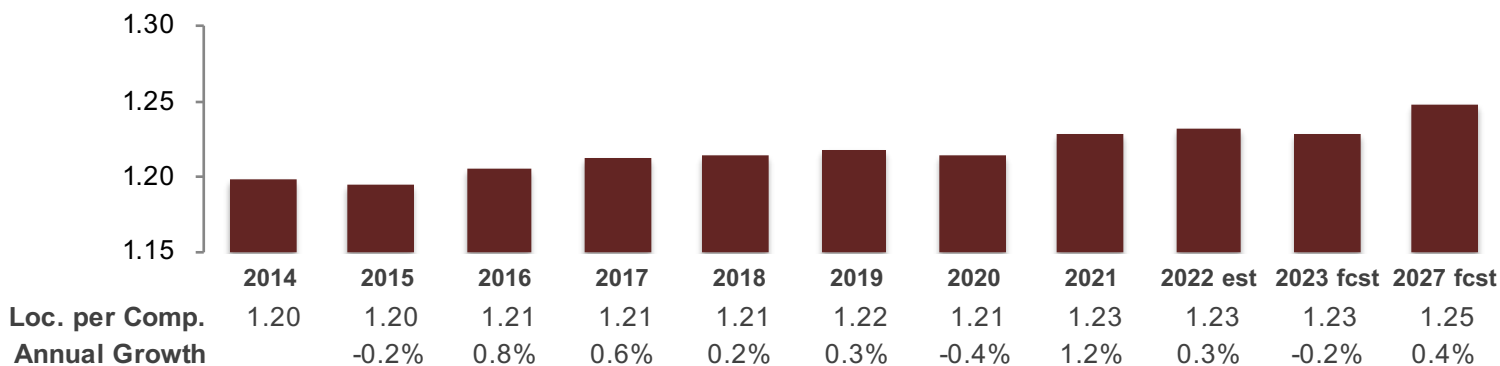
Compound Annual Growth Rate **0.6%** 3-Year **1.5%** 5-Year

Revenue per Location (\$ Thousands)



Compound Annual Growth Rate **0.2%** 3-Year **1.2%** 5-Year

Locations per Company

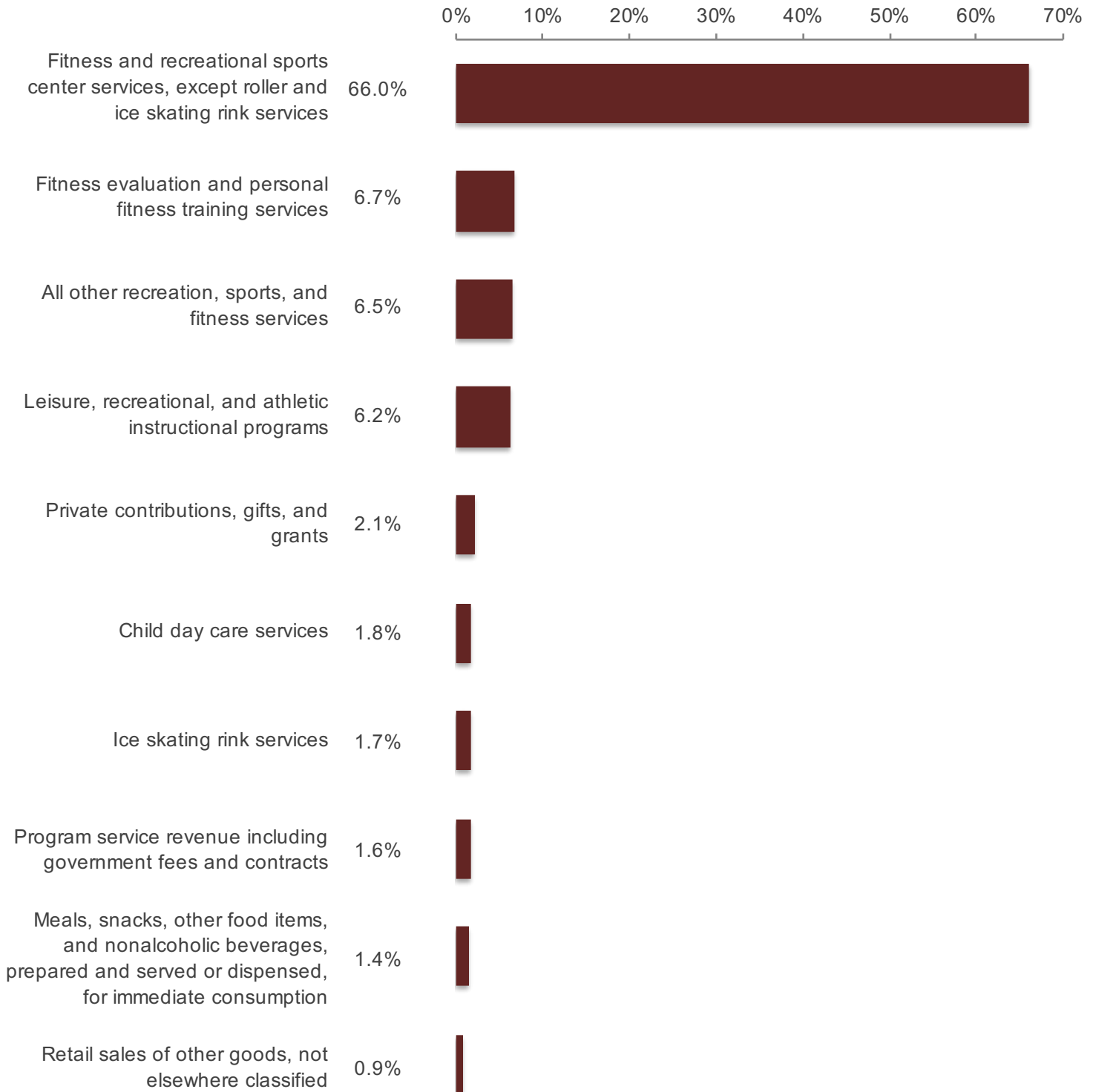


Compound Annual Growth Rate **0.4%** 3-Year **0.3%** 5-Year

Breakdown of Top Product Lines

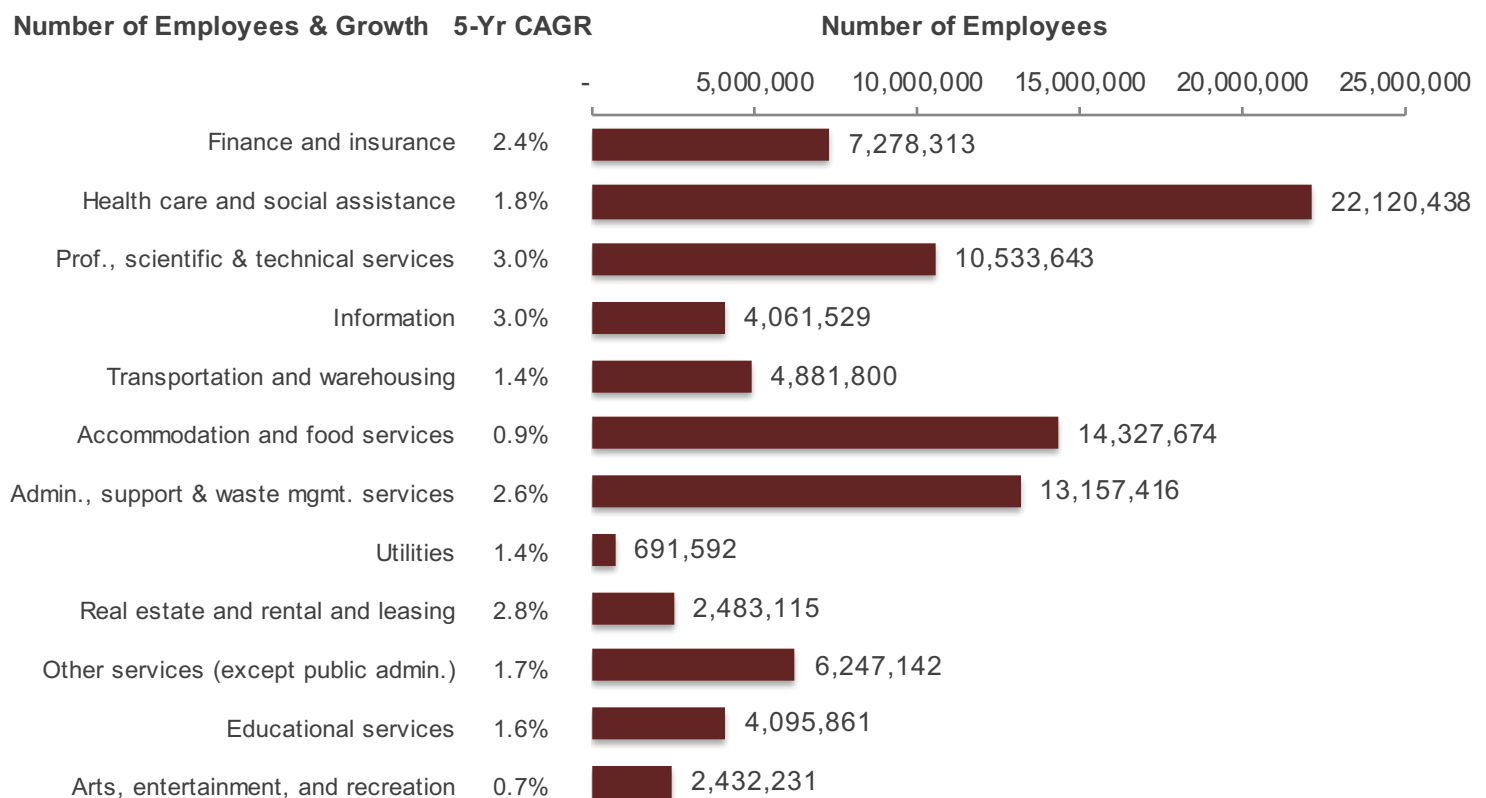
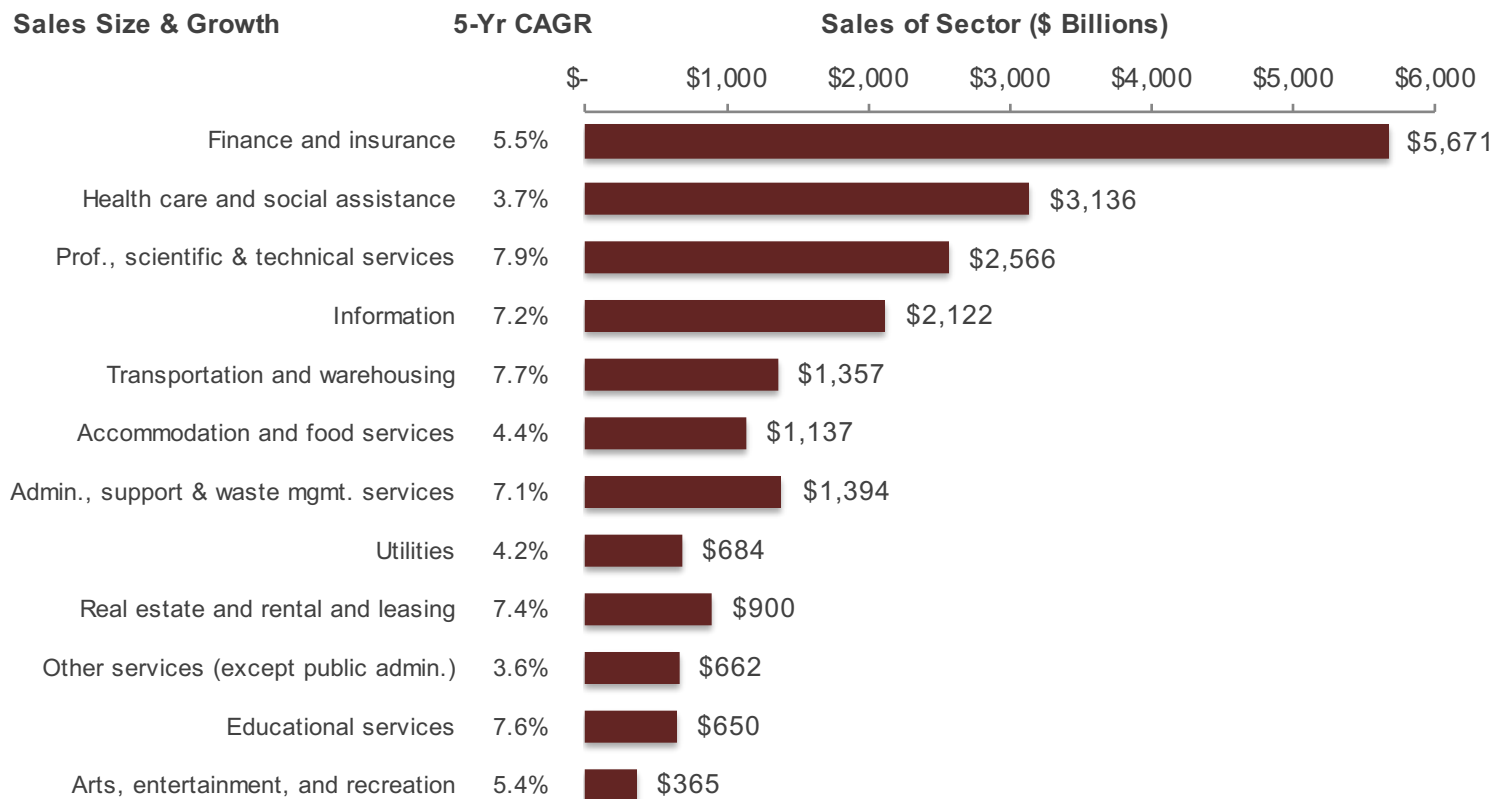
Below represents Gyms and Fitness Centers industry sales as a percentage of the top product lines, which is used to highlight potential growth opportunities, strengths, and weaknesses.

Breakdown of Sales by Top Product Lines (%) Gyms and Fitness Centers



Services Sector Growth

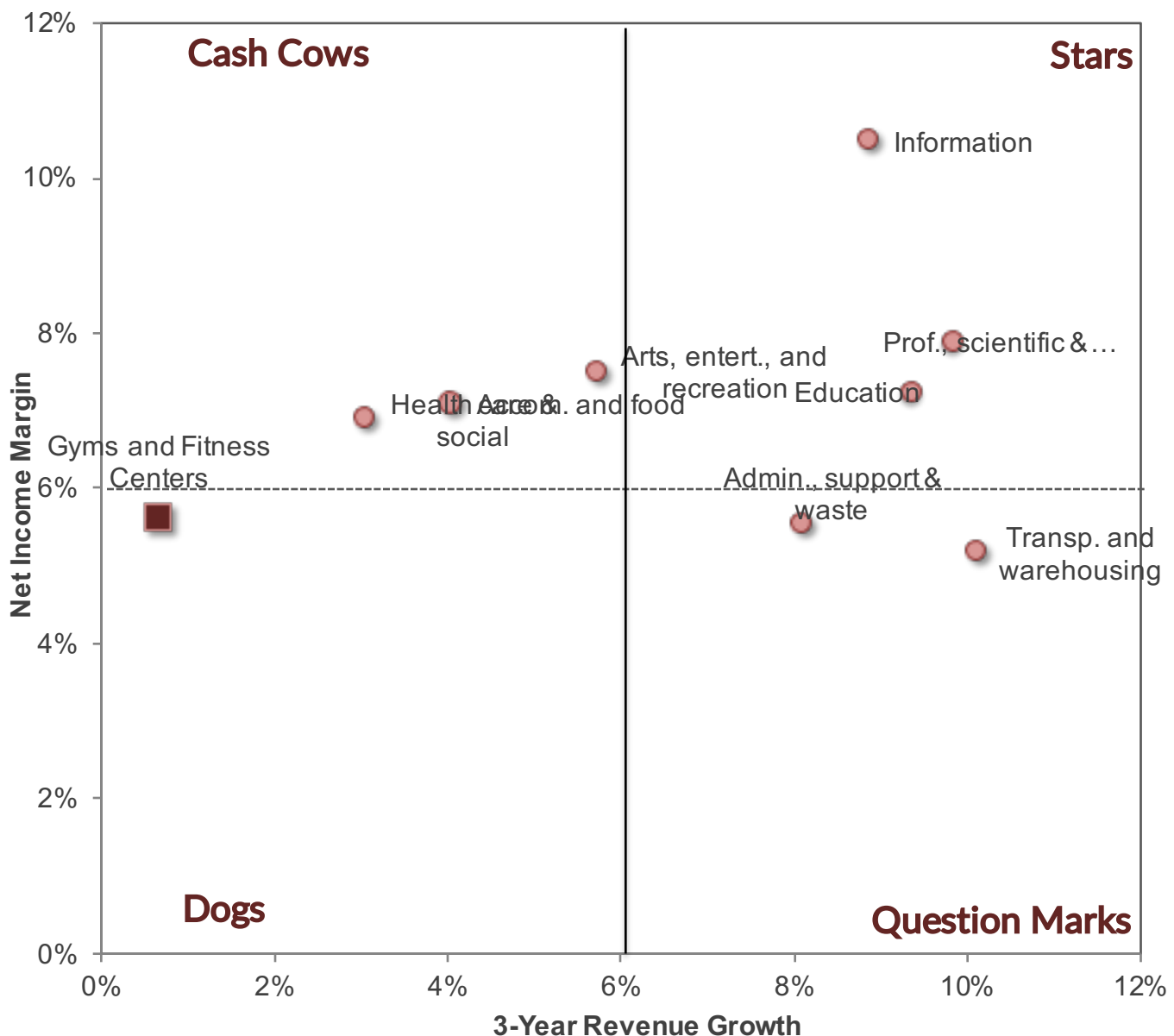
Below is the size and growth of all of the major service subsectors, which is typically utilized to understand how an industry is performing against the macro economy.



Income vs. Revenue Growth Matrix

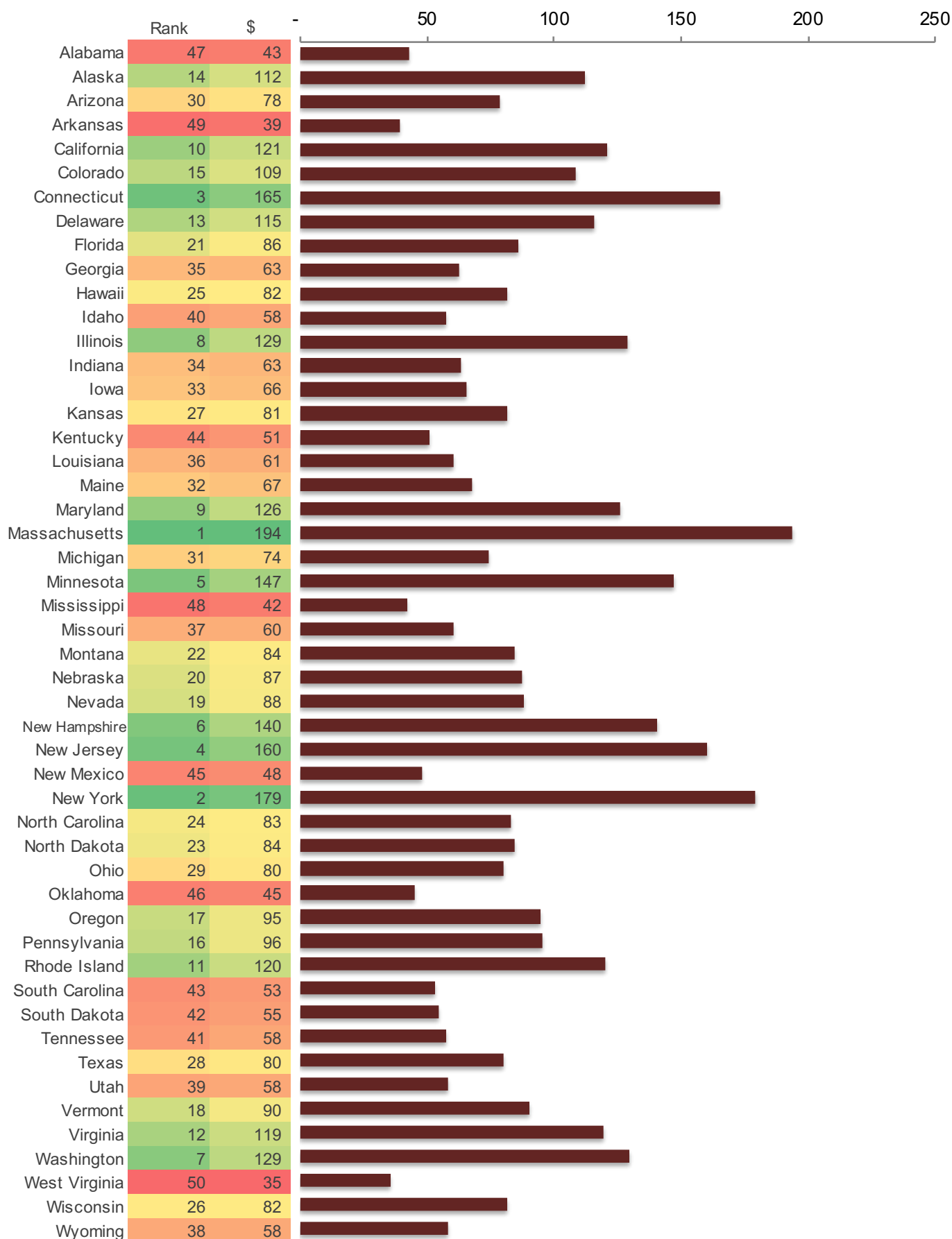
Similar to the famous BCG Matrix, though substituting net income margin for relative market share and taking it to the industry level, the Income vs. Revenue Growth Matrix is an insightful tool to create context for an industry and companies. Where is your industry on the matrix? And, more importantly, where does your company fall on the matrix?

Industries which can generate high net income margin and high revenue growth are known as the Star industries, which often attract higher levels of competition chasing the growth. While, those that generate low net income margin and low revenue growth are known as the Dogs. Often, Dog industries are very mature, and growth comes from consolidation and driving costs out of the business. Industries with high net income margin and low revenue growth are Cash Cows, which typically are more mature and have less overall investment, but have nice industry dynamics to protect the margins of the industry. While Question Mark industries are those that have high revenue growth, but low net income margin. Companies in Question Mark industries, which can drive competitive differentiation and a higher net income margin, can often realize significant profit growth.



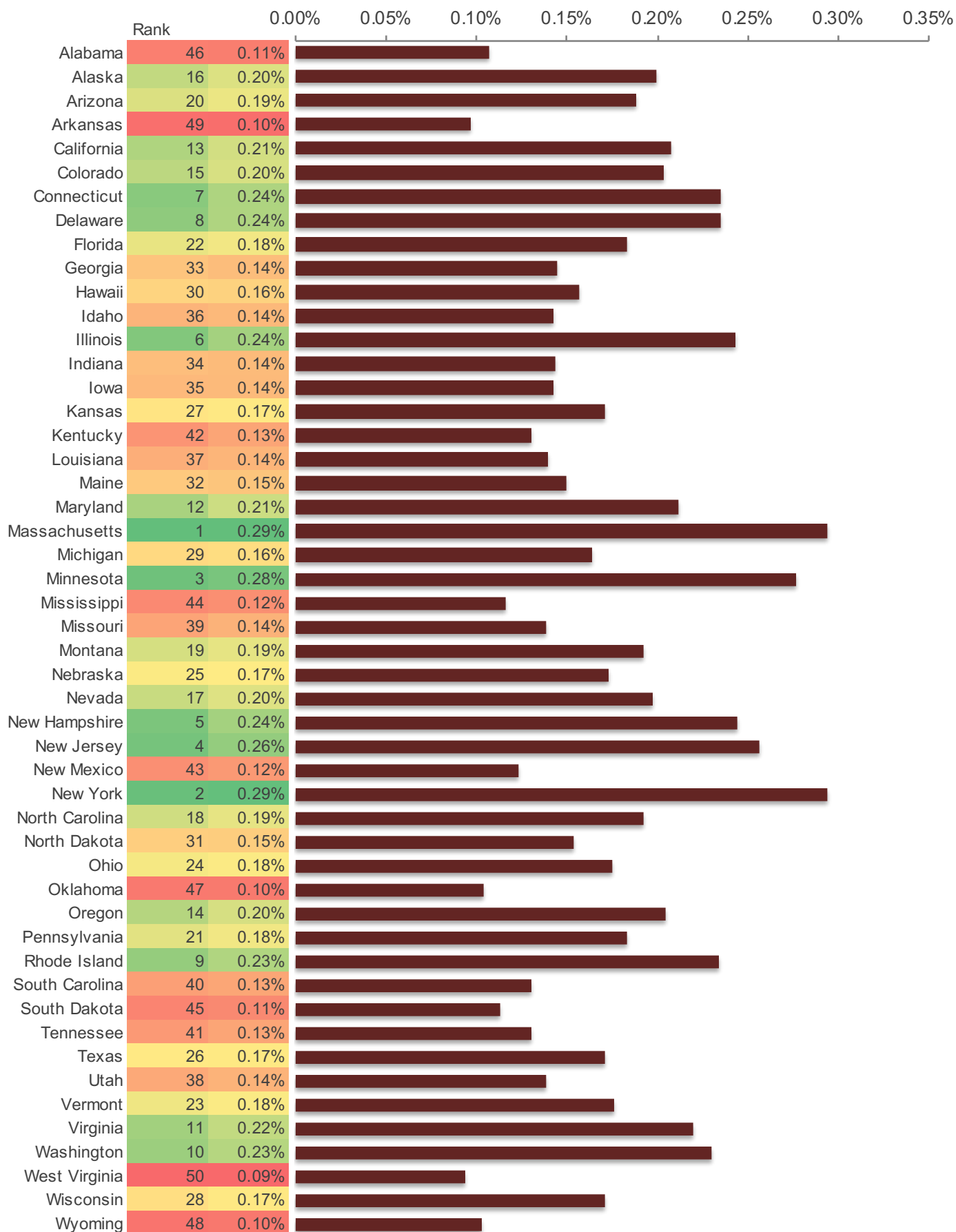
Sales per Capita by State

Below is industry sales per capita by state, which is useful to understand the total market potential by state. The metric is enhanced when compared to the sales per location in each state. When it states "no data", there wasn't a sufficient sample size of data for the state.



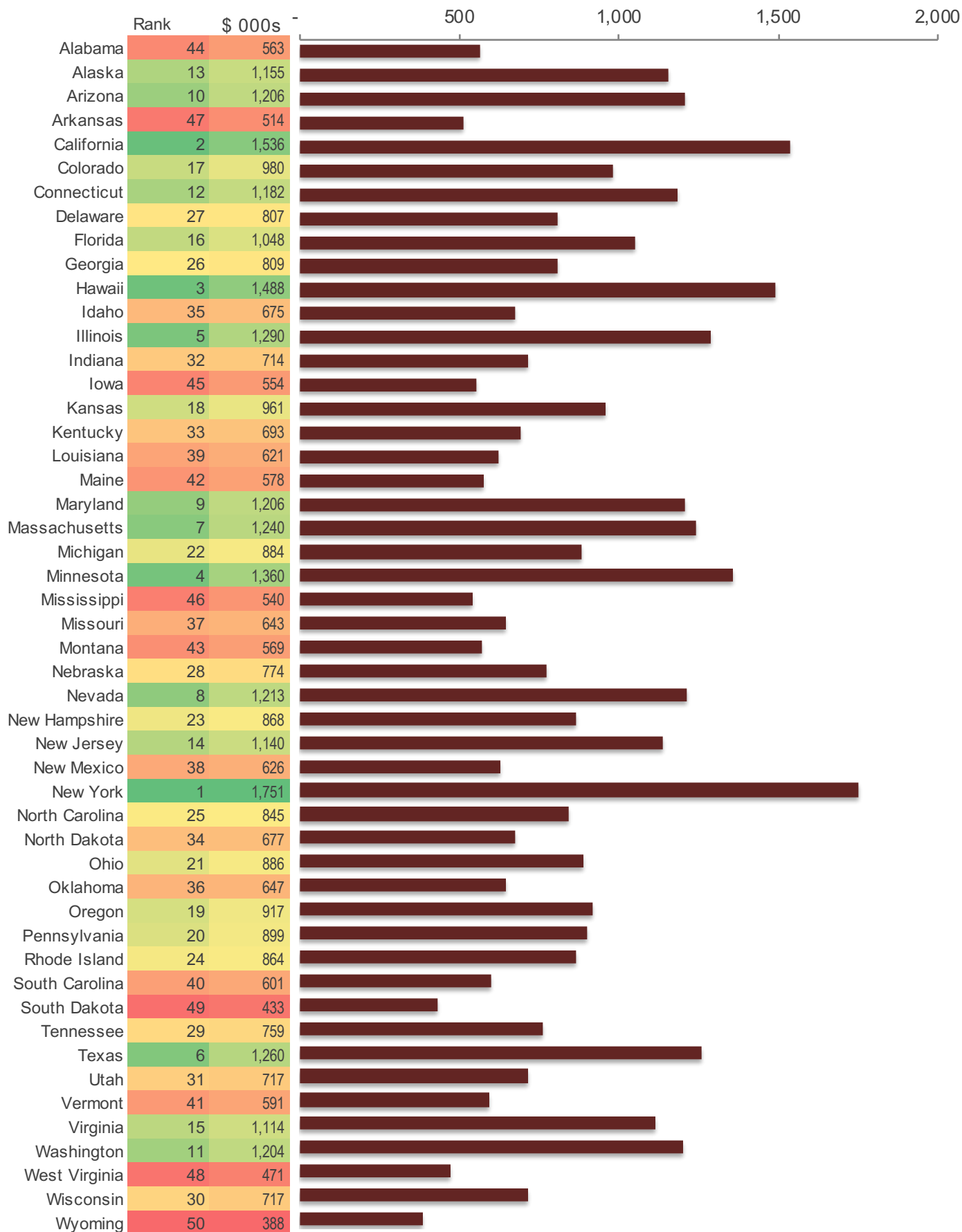
Sales as a Percent of Income by State

Sales as a percent of income helps highlight the consumption differences by state. When it states "no data", there wasn't a sufficient sample size of data for the state.



Sales per Location by State

Sales per location highlights the competitive intensity of a state. Those states with really high sales per location, will most likely face increasing competition. While those with low sales per location will often be consolidated to drive cost and capital efficiencies. "No data" means there wasn't a sufficient sample size of data for the state.

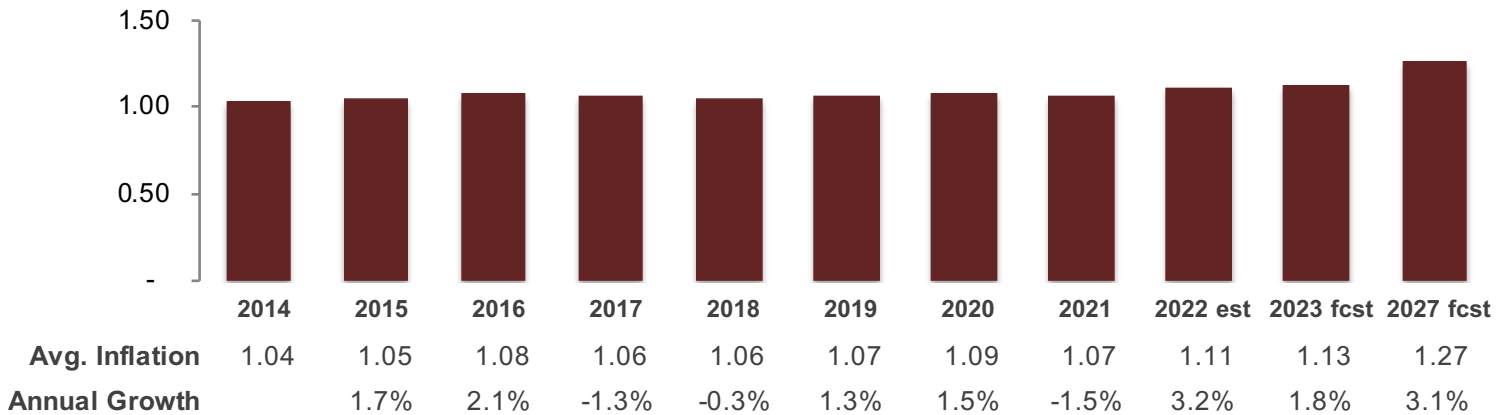


Pricing & Inflation

Understanding the pricing and inflation dynamics of an industry is critical to help inform the pricing decisions of a company. Below is the historical and forecasted inflation of the industry, and the seasonality of inflation over the past 4 years.

Gyms and Fitness Centers Industry Inflation

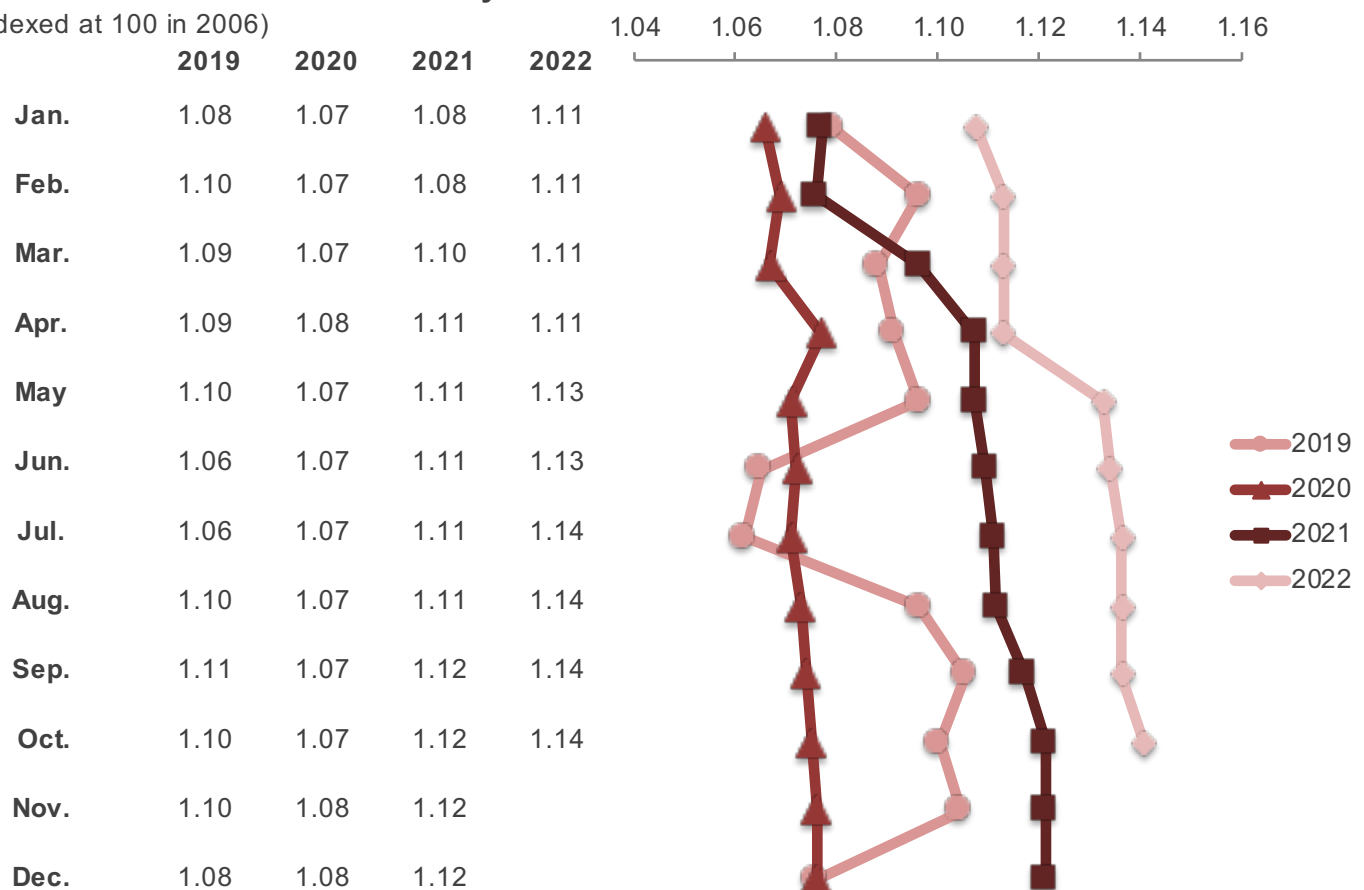
(Indexed at 100 in 2006)



Compound Annual Growth Rate **1.1%** 3-Year **0.8%** 5-Year

Gyms and Fitness Centers Industry Inflation

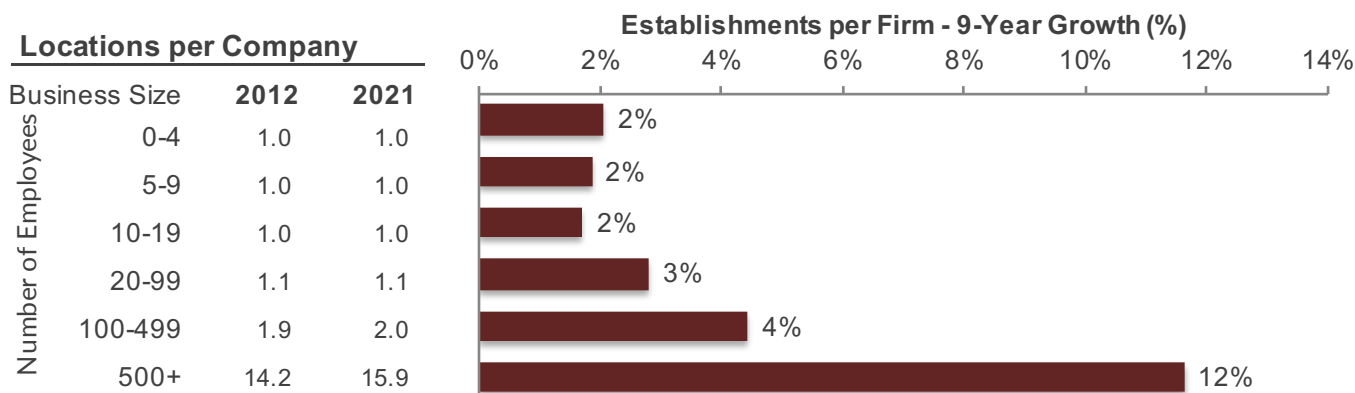
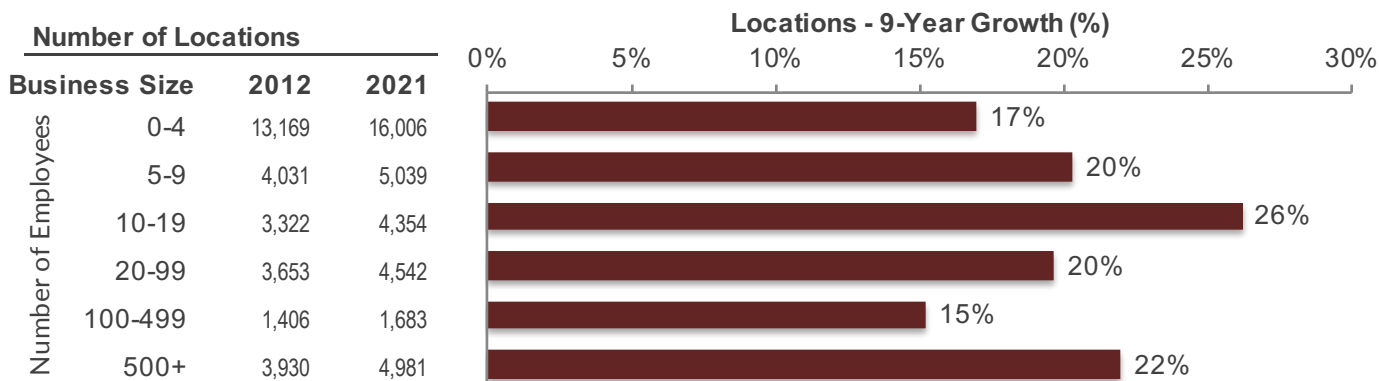
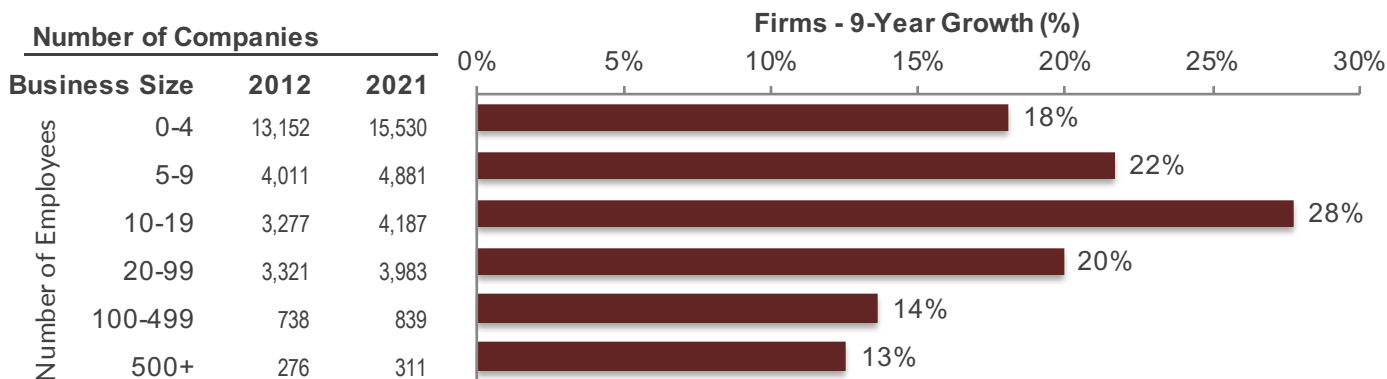
(Indexed at 100 in 2006)



Consolidation Analysis

While industry level benchmarks are useful, digging into the growth and consolidation dynamics by the size of companies (e.g., 0-4 employees = small company, 500+ employees = large company) can provide deep context and insight into the competitive dynamics. Below you have the number of companies, locations and locations per company by business size and growth.

Gyms and Fitness Centers Industry



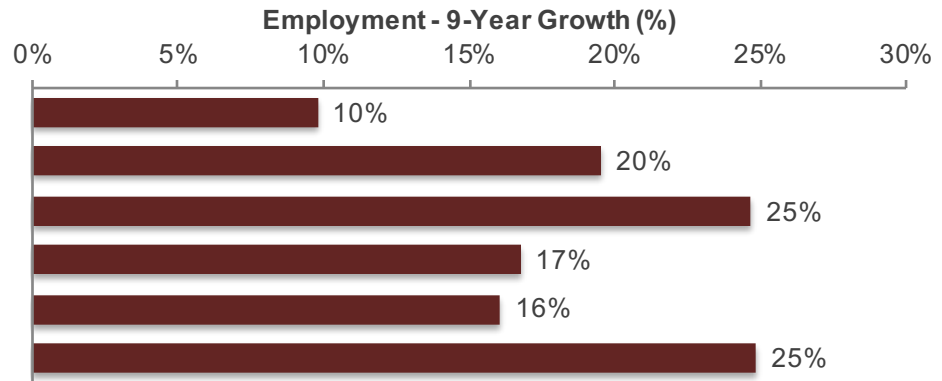
Employment by Business Size

Employment dynamics by size of company highlights a deeper level of insight into what size companies are growing and shrinking. Below are metrics on employees, employees per company, and employees per location segmented by business size.

Gyms and Fitness Centers Industry

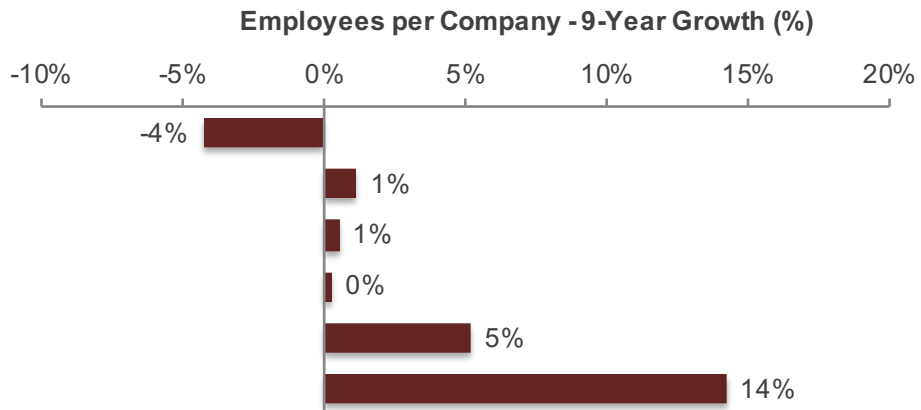
Number of Employees

Business Size	2012	2021
0-4	19,910	22,294
5-9	25,956	31,643
10-19	44,310	56,353
20-99	130,519	155,430
100-499	121,104	143,377
500+	239,618	305,177



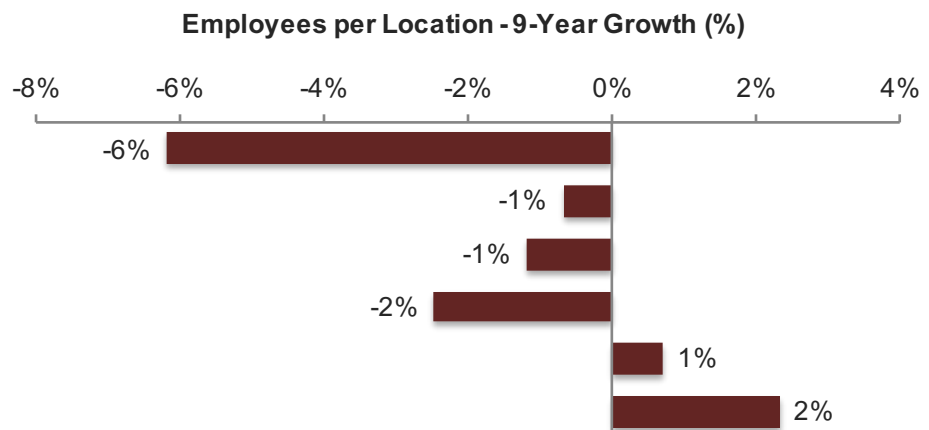
Employees per Company

Business Size	2012	2021
0-4	1.5	1.4
5-9	6.5	6.5
10-19	13.5	13.6
20-99	39.3	39.4
100-499	164.1	172.6
500+	868.2	991.8



Employees per Location

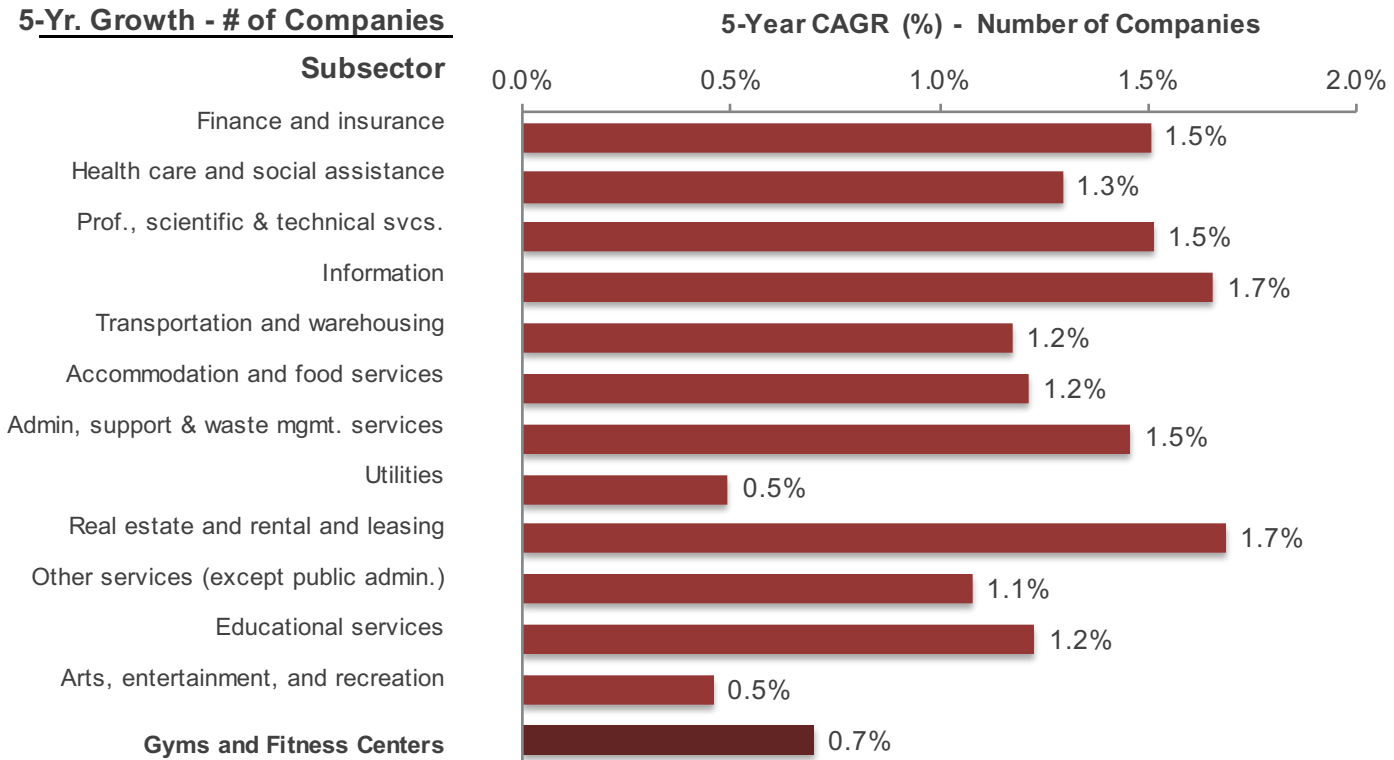
Business Size	2012	2021
0-4	1.5	1.4
5-9	6.4	6.4
10-19	13.3	13.2
20-99	35.7	34.8
100-499	86.1	86.8
500+	61.0	62.4



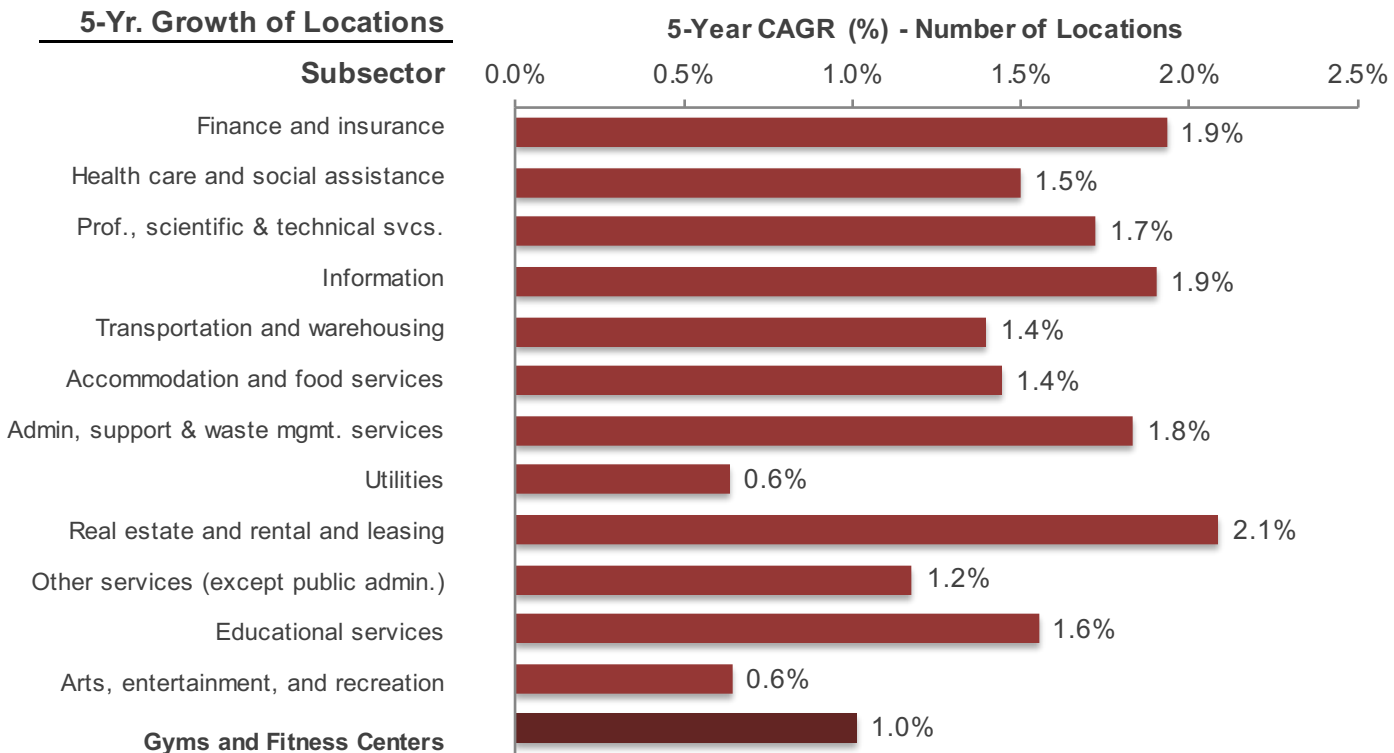
Subsector Analysis (1/2)

Below are 5-year growth figures for number of companies and locations for all of the major services subsectors with the Gyms and Fitness Centers industry metric at the bottom of the chart.

5-Yr. Growth - # of Companies



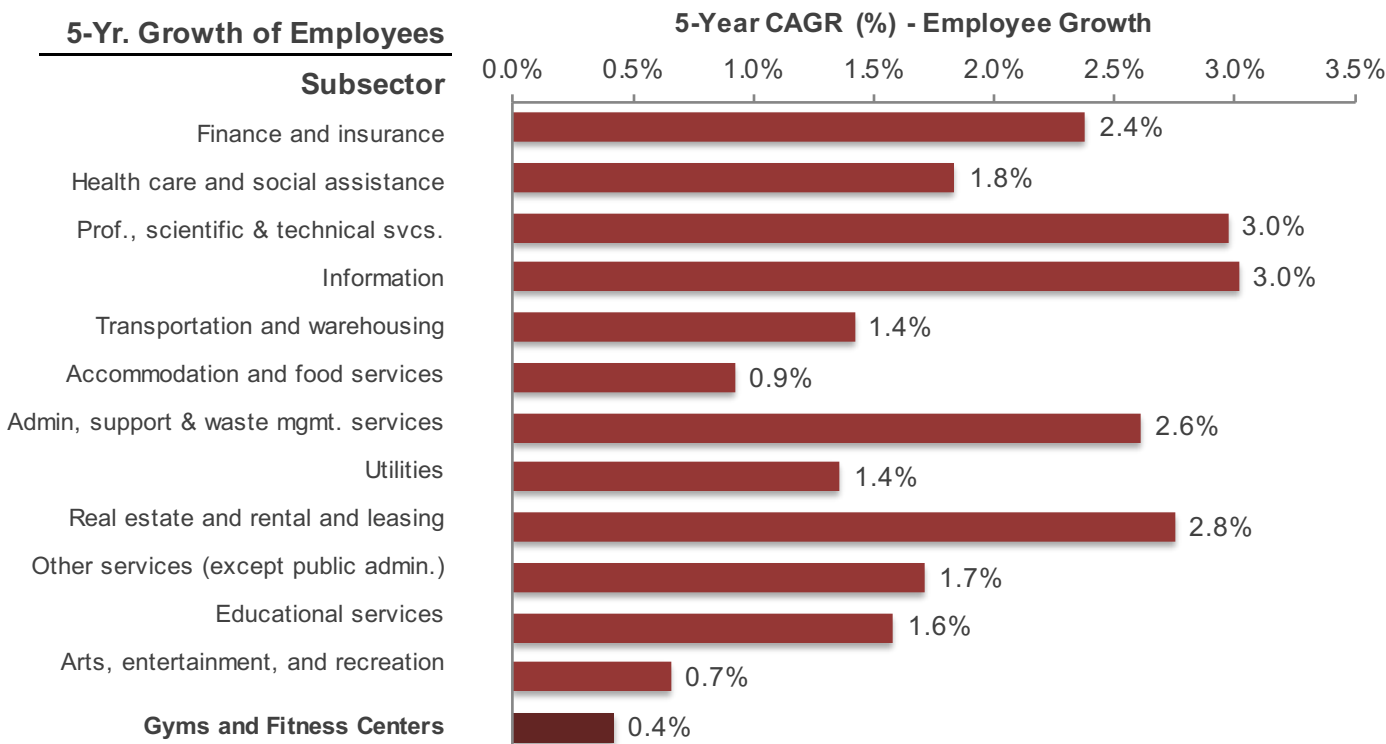
5-Yr. Growth of Locations



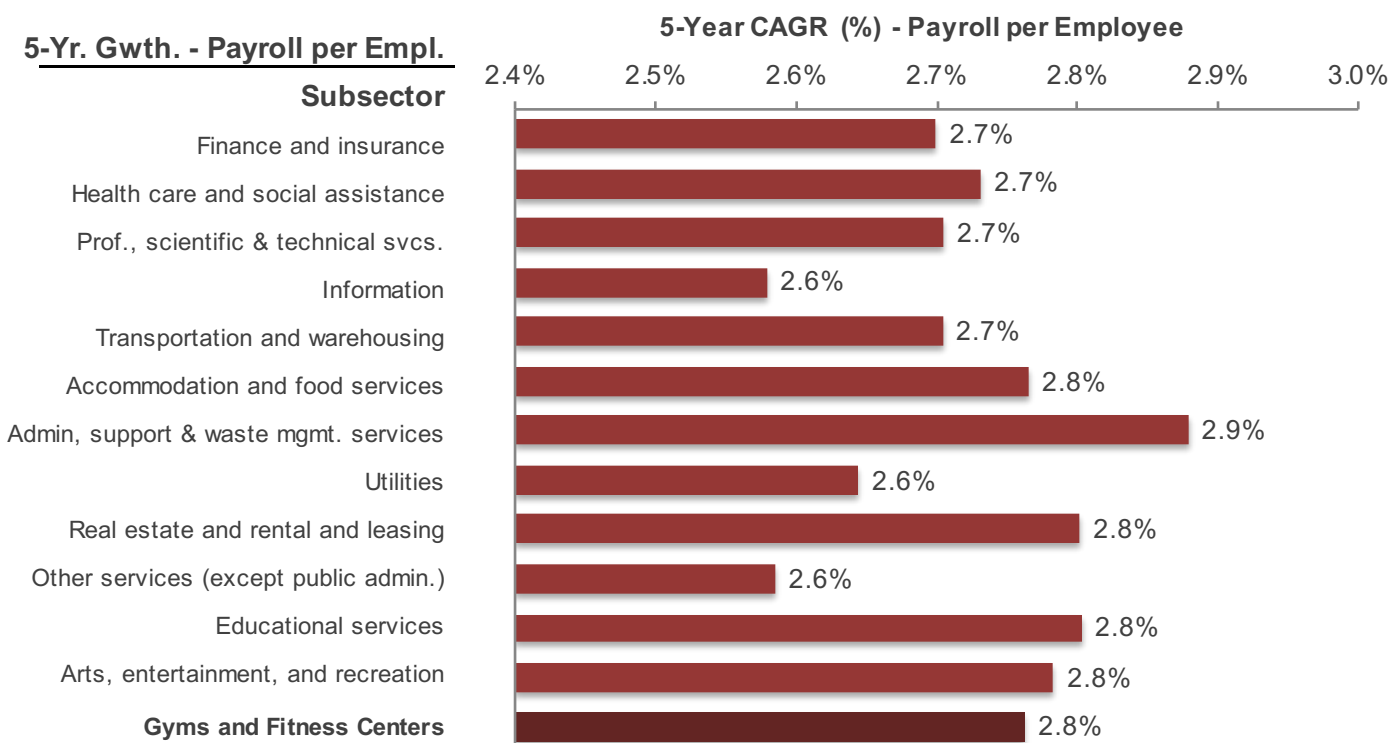
Subsector Analysis (2/2)

Below are 5-year growth figures for number of employees and payroll per employee for all major services subsectors with the Gyms and Fitness Centers industry metric at the bottom of the chart.

5-Yr. Growth of Employees



5-Yr. Gwth. - Payroll per Empl.



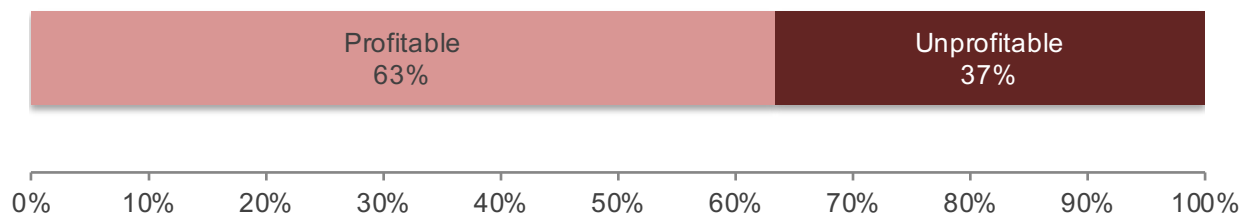
Section Two

Costs, Capital & Profit Benchmarks

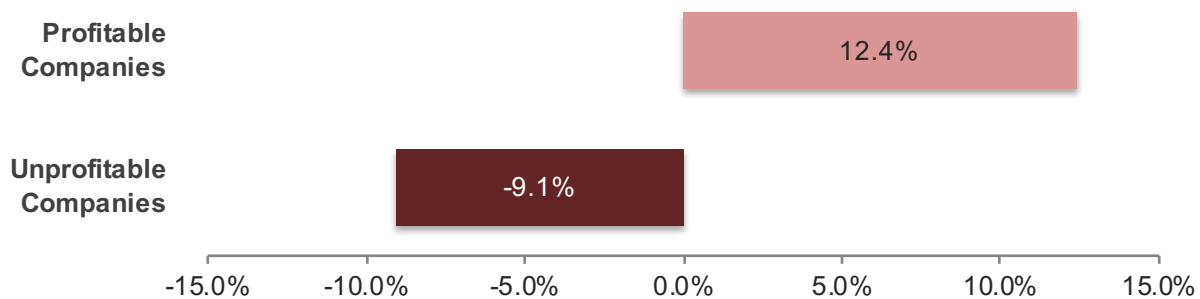
Profitability & Financial Ratio Analysis

Below are benchmarks for the percent of companies that are profitable, average net income as a percent of revenue, and financial ratios including total asset turnover, fixed asset turnover, fixed assets to total assets ratio, total assets to total liabilities ratio, return on sales, return on total assets, return on net worth, total liabilities to net worth ratio, fixed assets to net worth ratio, and solvency ratio.

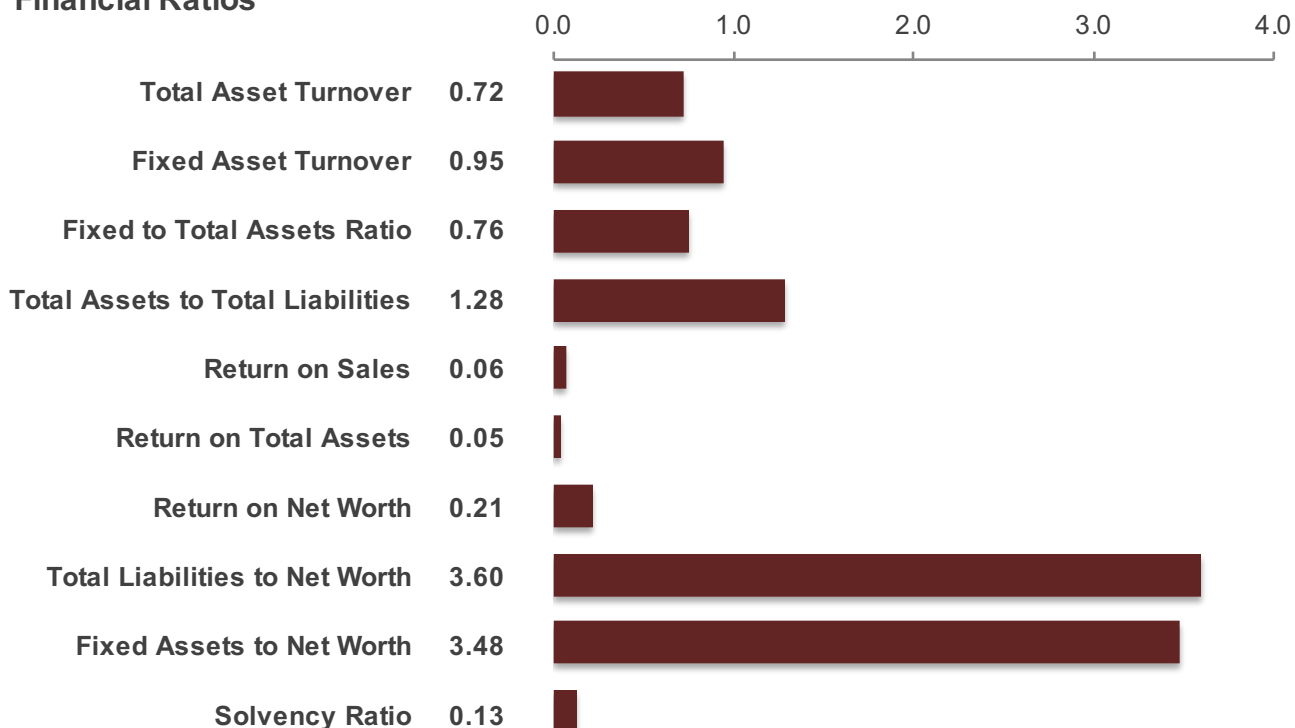
Percent of Companies that are Profitable



Average Net Income as a Percent of Revenue

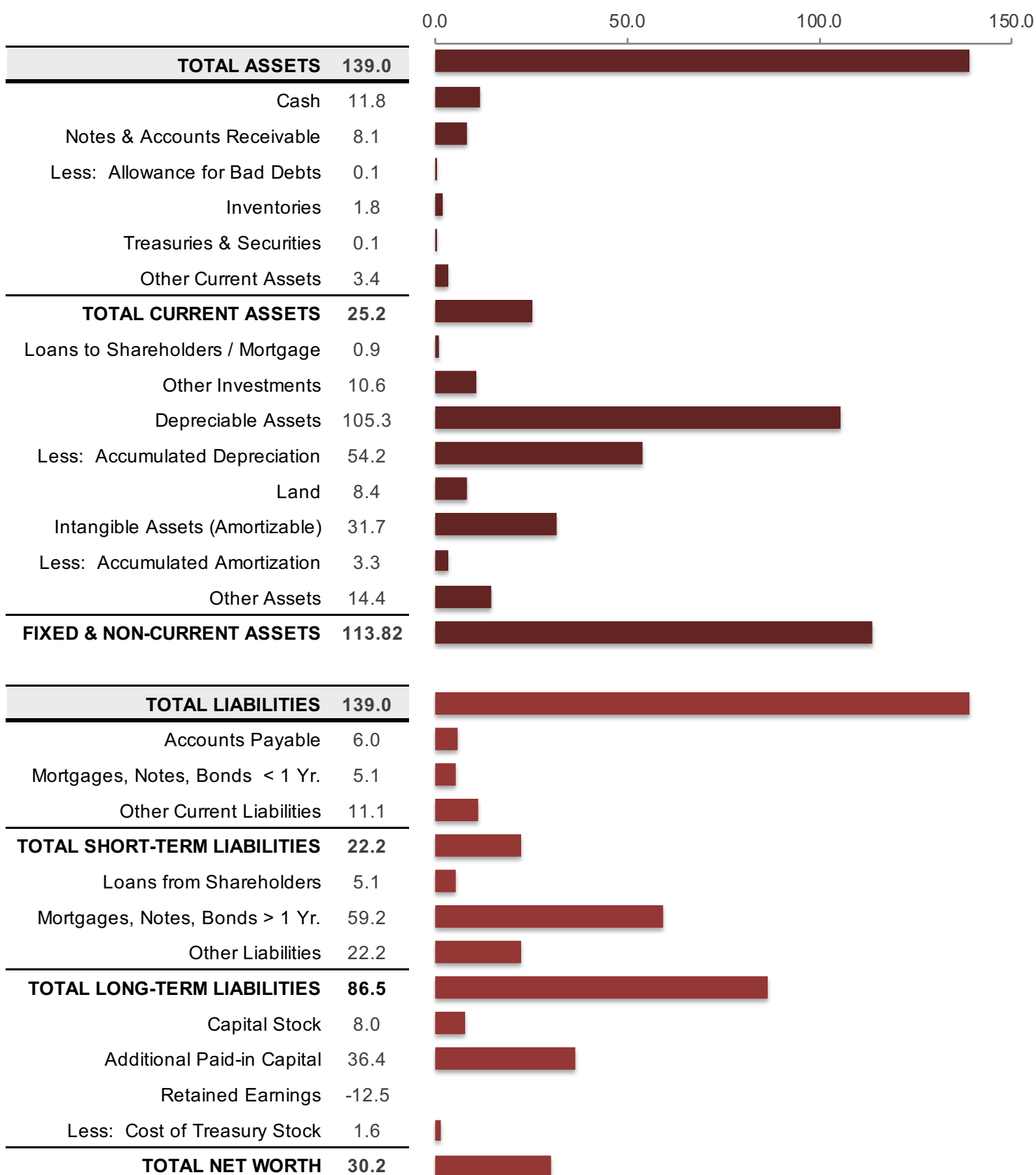


Financial Ratios



Balance Sheet Benchmarks - Assets, Liabilities & Equity

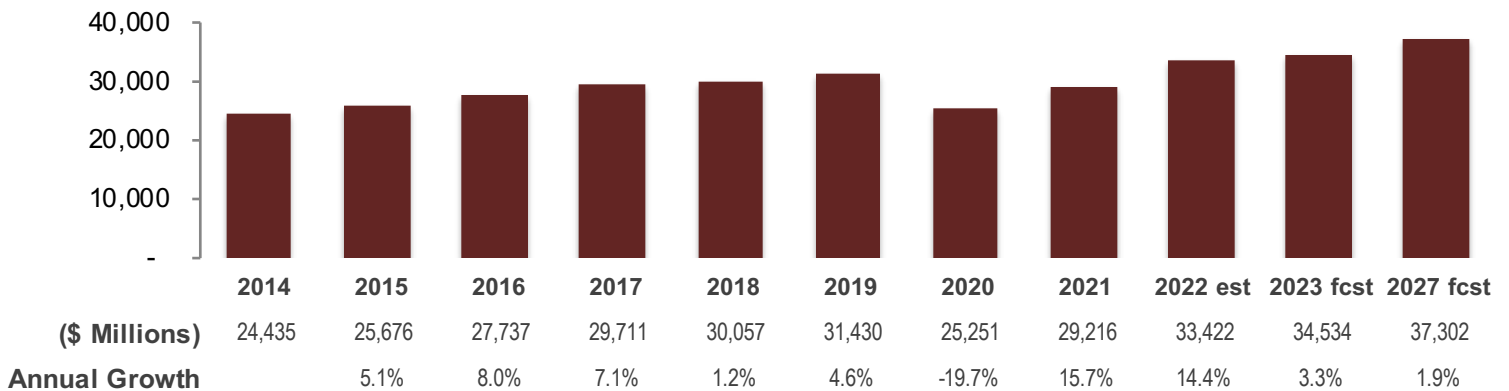
Below are balance sheet benchmarks with a breakdown of assets, liabilities & equity. All the benchmarks are indexed to total revenue at 100.



Operating Expenses

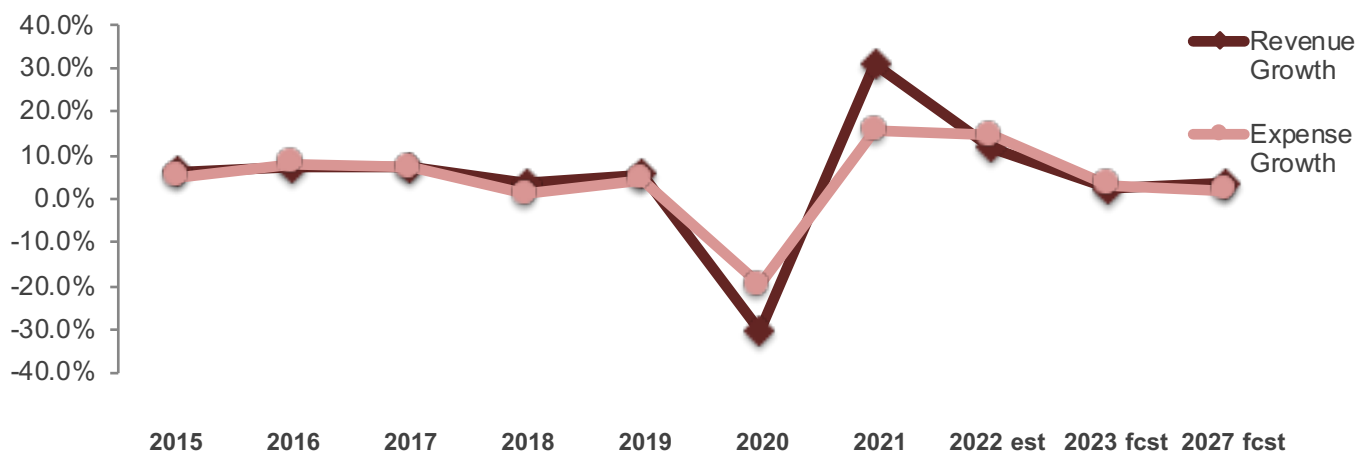
Below is total industry operating expense, industry revenue vs. industry opex growth, and opex as a percentage of revenue for the Gyms and Fitness Centers industry. The data sets include historicals and forecasts.

Industry Operating Expenses

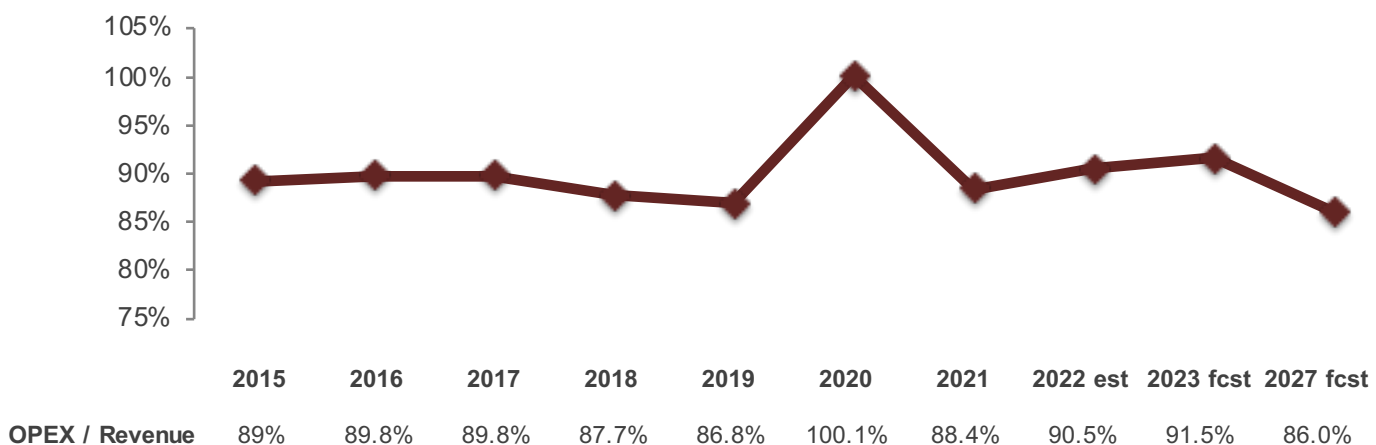


Compound Annual Growth Rate **2.1%** 3-Year **2.4%** 5-Year

Industry Revenue vs. Operating Expense Growth



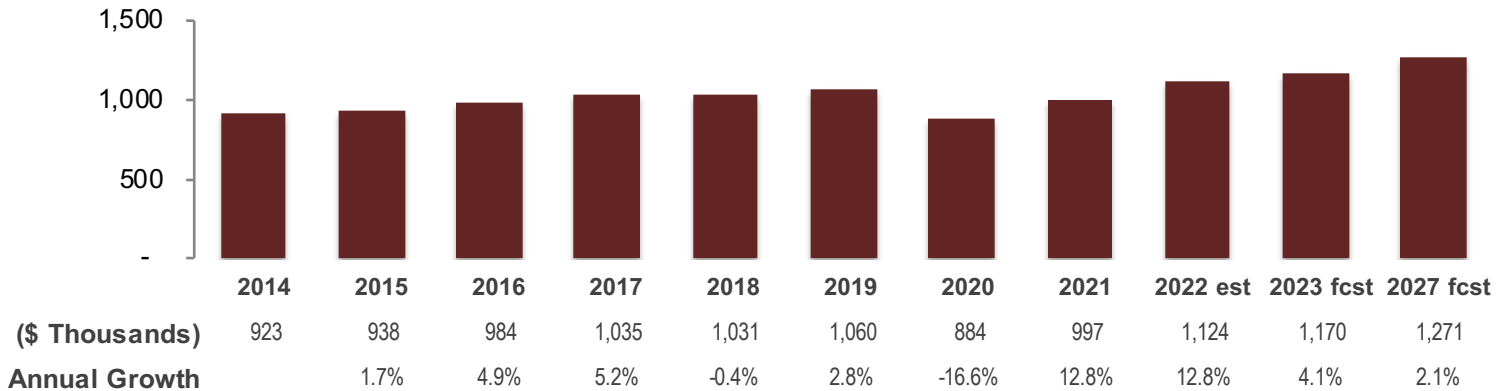
Operating Expense as a Percent of Revenue



Operating Expenses per Company & Location

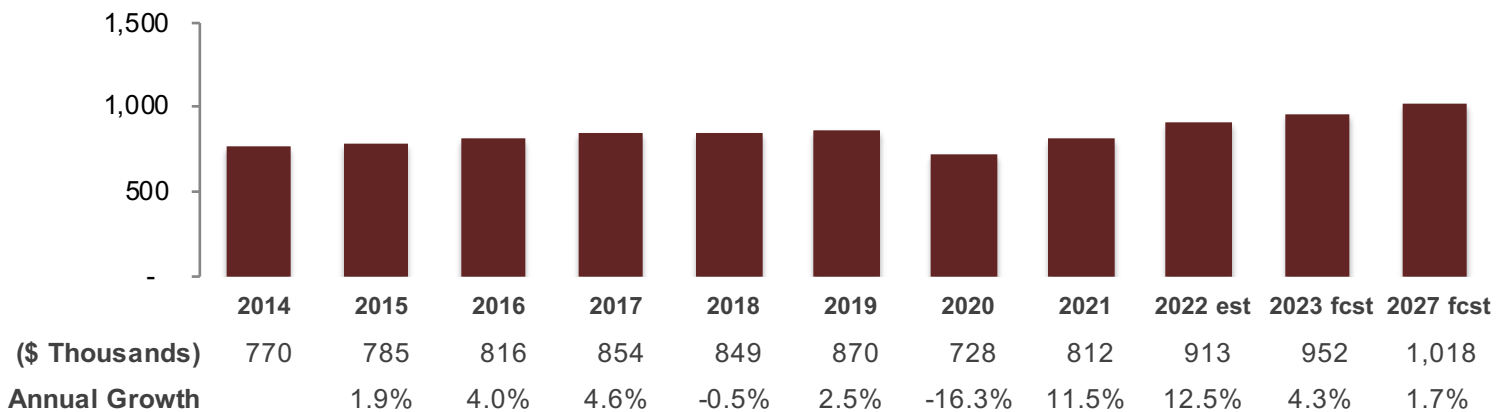
Given the dynamics of company and location growth and consolidation in the industry, it is important to normalize operating expense growth by company and location, which are below. This serves as a better benchmark for operating expense comparisons.

Industry Operating Expenses per Company



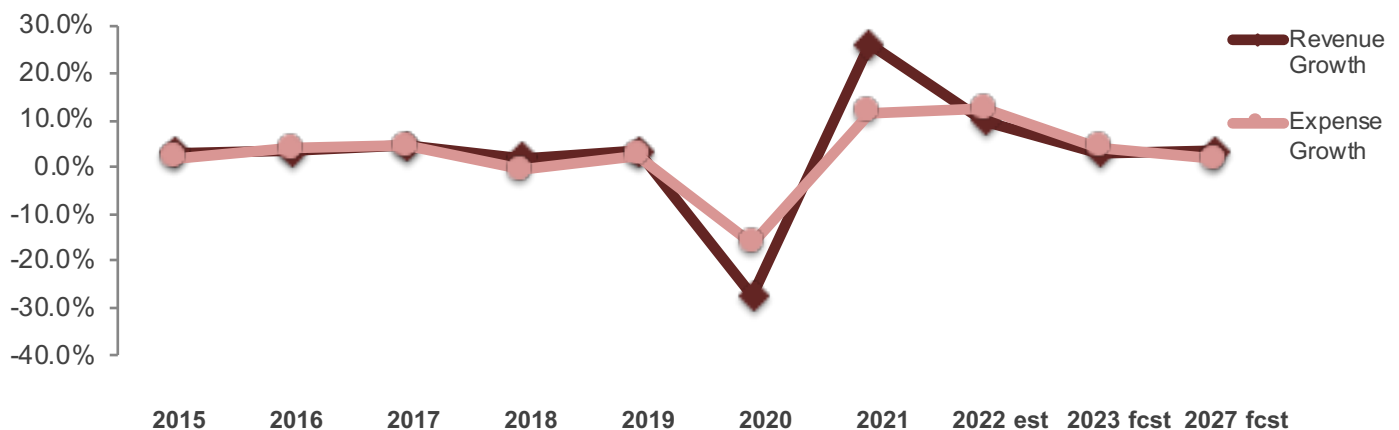
Compound Annual Growth Rate **2.0%** 3-Year **1.7%** 5-Year

Industry Operating Expenses per Location



Compound Annual Growth Rate **1.6%** 3-Year **1.4%** 5-Year

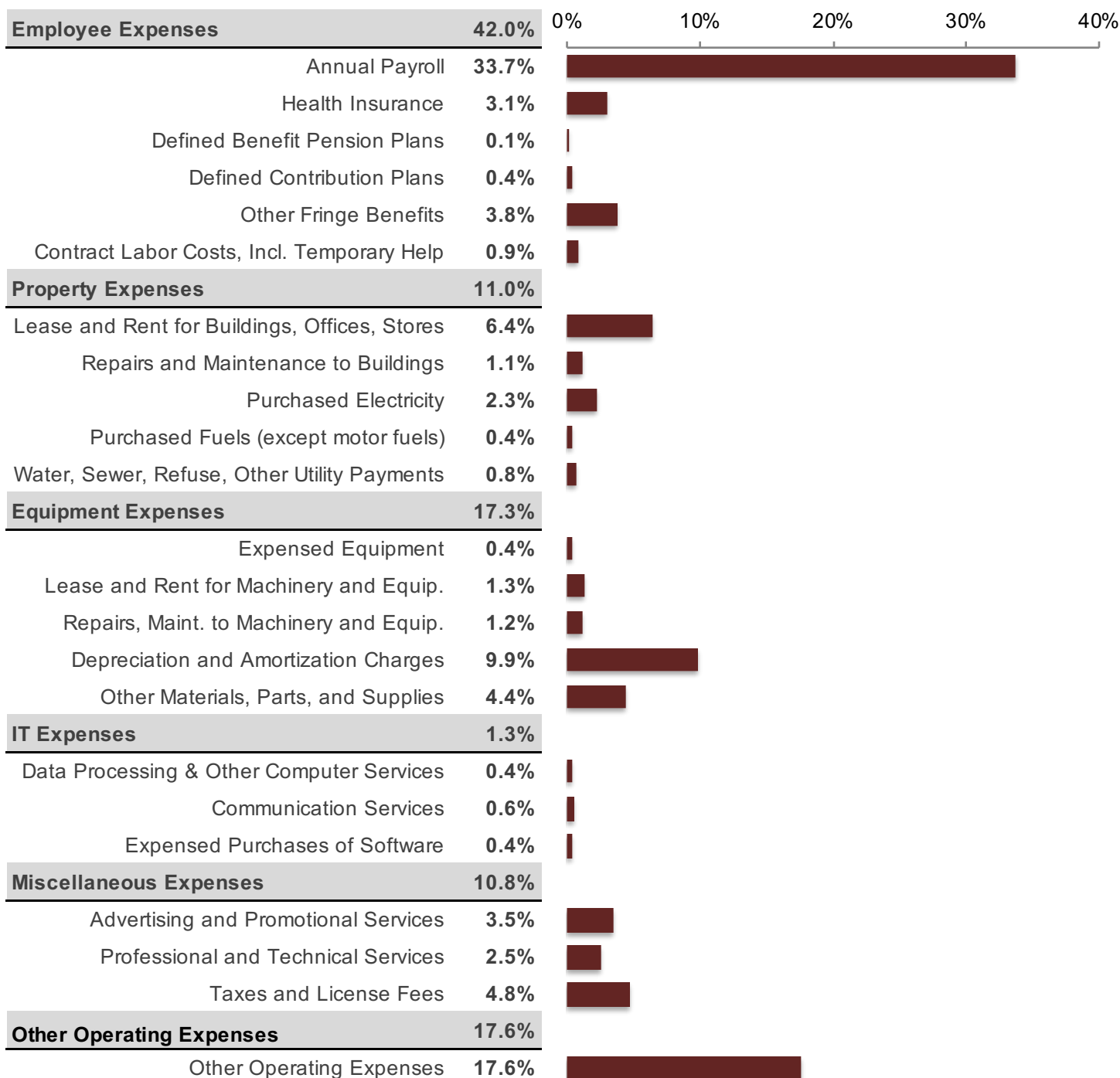
Revenue Growth per Location vs. Operating Expense Growth per Location



Operating Expense Detail

Below outlines the breakdown of operating expenses, broken down by employee, property, equipment, IT, and other categories. Operating expense detail is typically used in a gap analysis to highlight opportunities where a company has variances to the benchmark expense data.

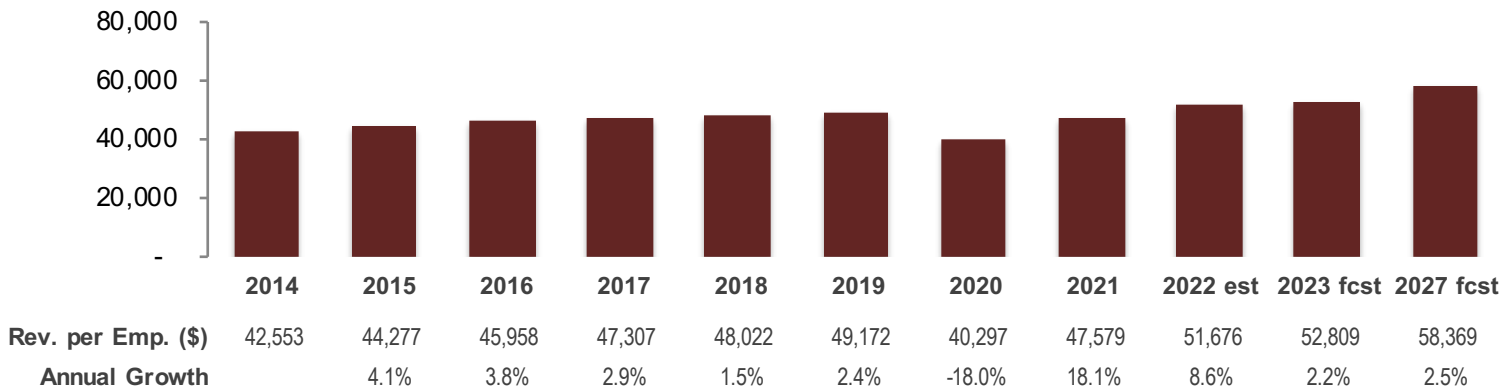
Operating Expense Breakdown



Employee Productivity & Industry Employment

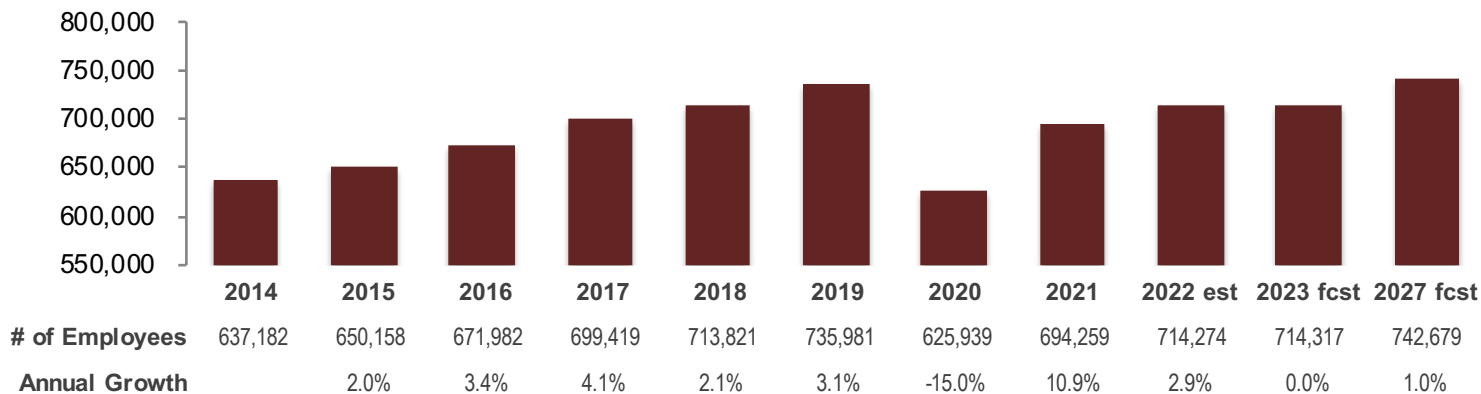
Below are data sets on productivity (revenue per employee), total industry employees, and employees per company. Each data set includes historicals and forecasts.

Productivity - Revenue (output) per Employee



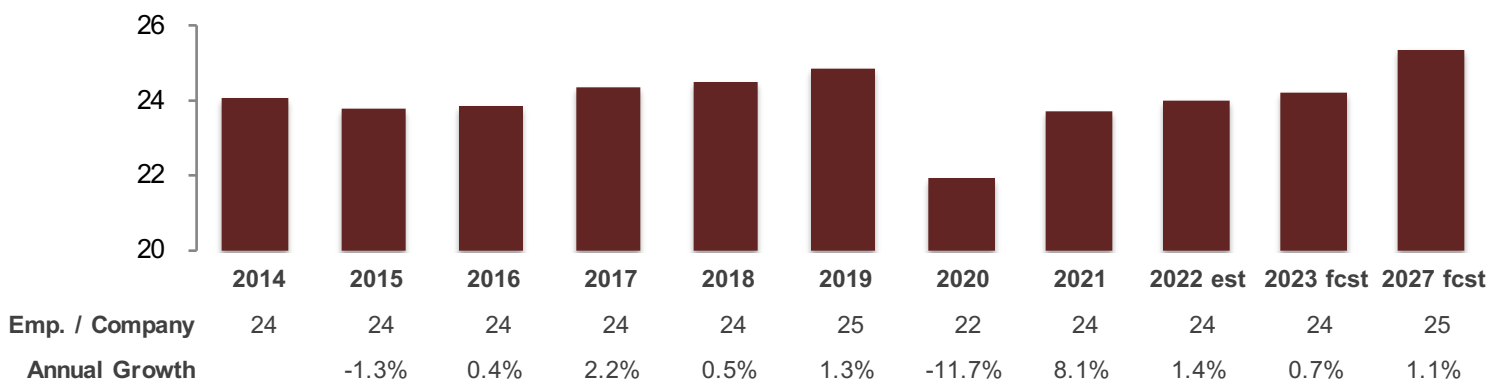
Compound Annual Growth Rate **1.7%** 3-Year **1.8%** 5-Year

Total Industry Employees



Compound Annual Growth Rate **-1.0%** 3-Year **0.4%** 5-Year

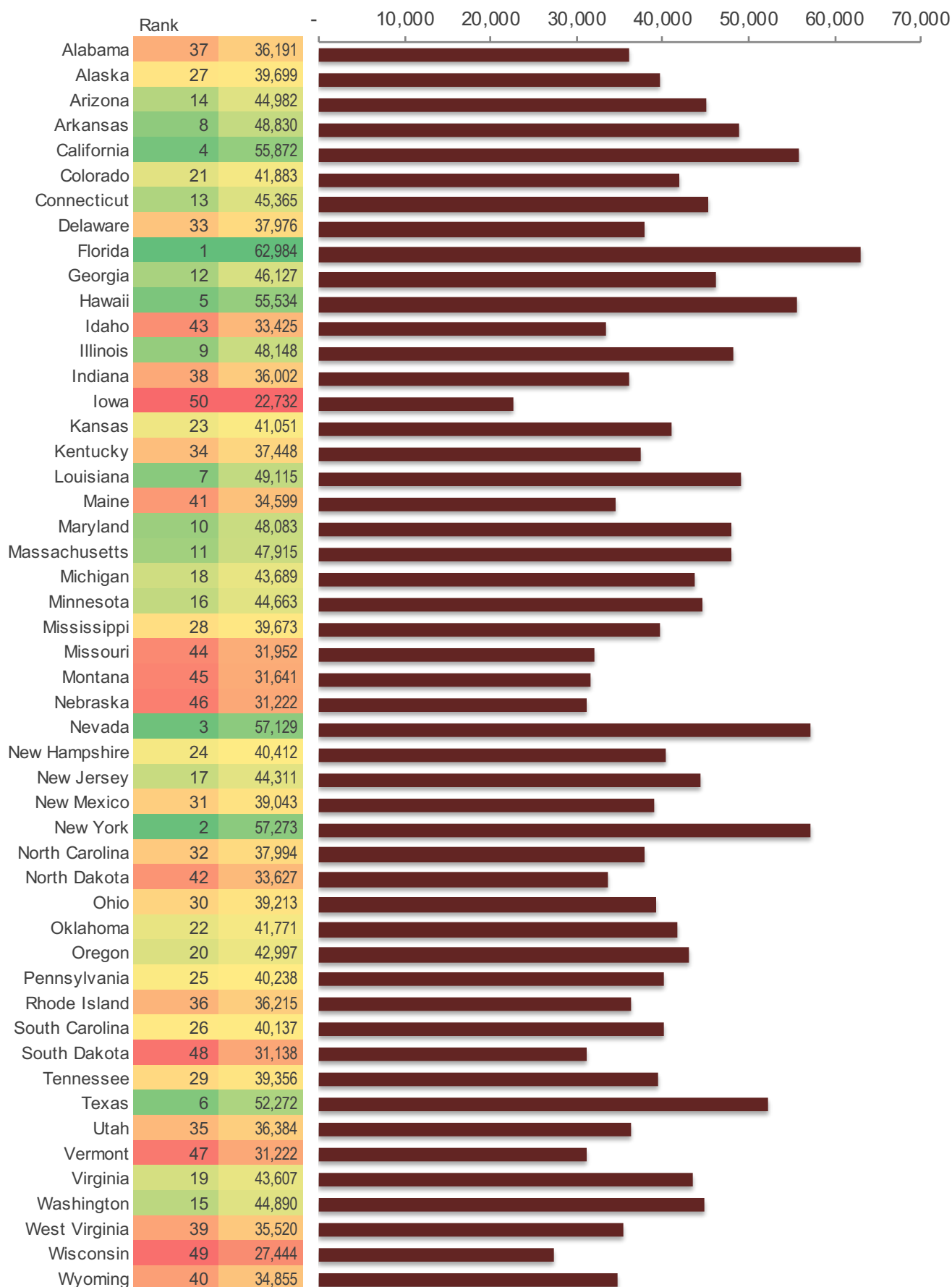
Employees per Company



Compound Annual Growth Rate **-1.1%** 3-Year **-0.3%** 5-Year

Productivity by State - Revenue (output) per Employee

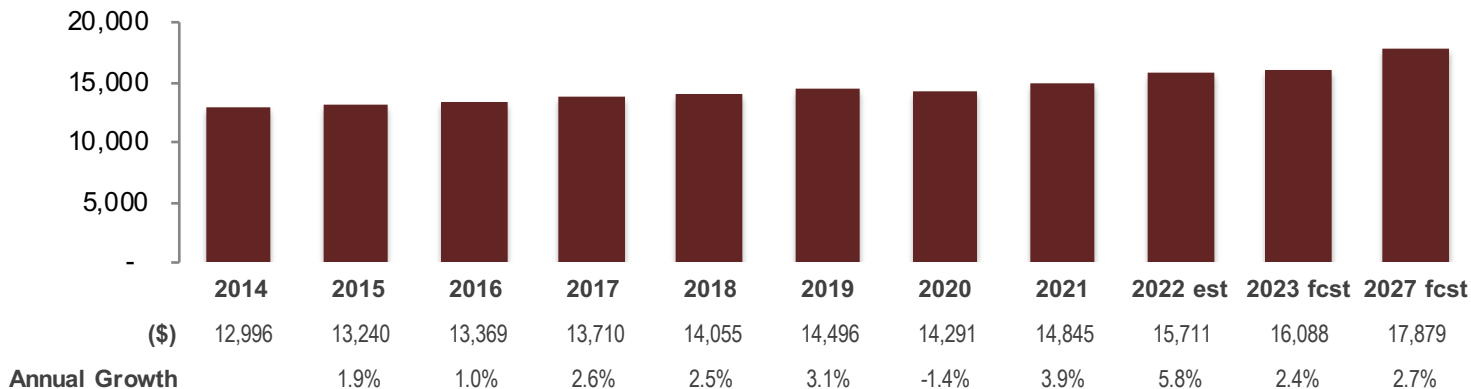
Below is productivity (total revenue divided by total number of employees) by state. When it states "no data", there wasn't a sufficient sample size of data for the state.



Industry Payroll

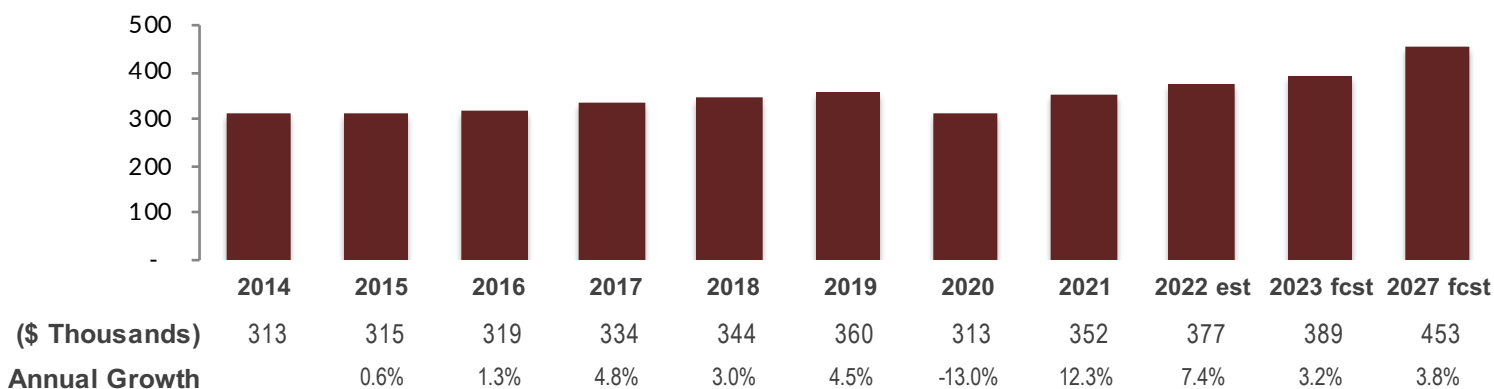
One of the consistently difficult strategic questions for every company is "are we paying our people the right amount?" In the next sections, we'll tackle this question from many different angles. The first benchmarks below cover payroll per employee, company, and location. In particular, payroll per employee is a strong metric to benchmark against, both in terms of the dollar figure but also the historical and forecasted growth.

Payroll per Employee



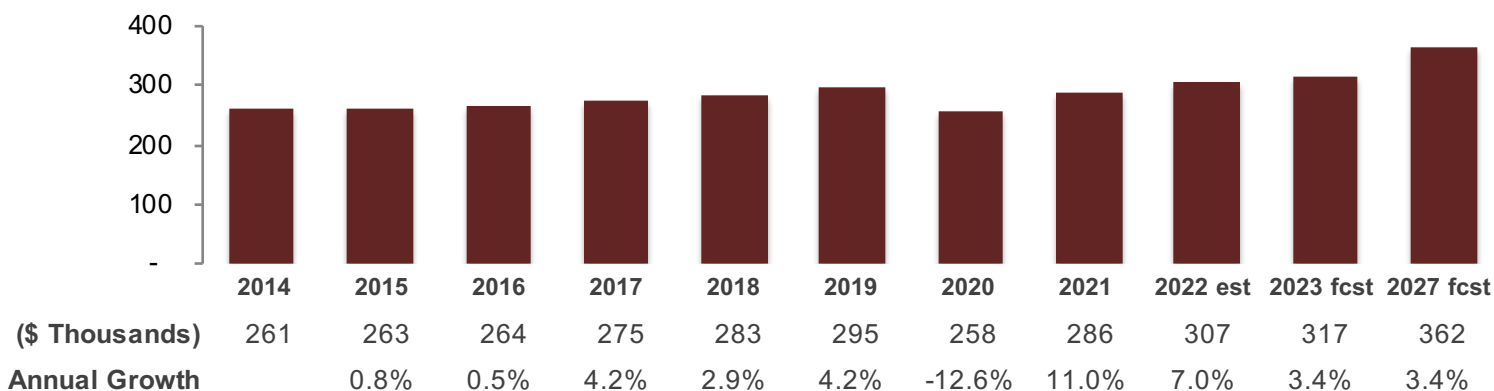
Compound Annual Growth Rate **2.7%** 3-Year **2.8%** 5-Year

Payroll per Company



Compound Annual Growth Rate **1.6%** 3-Year **2.5%** 5-Year

Payroll per Location



Compound Annual Growth Rate **1.2%** 3-Year **2.2%** 5-Year

Payroll by Business Size

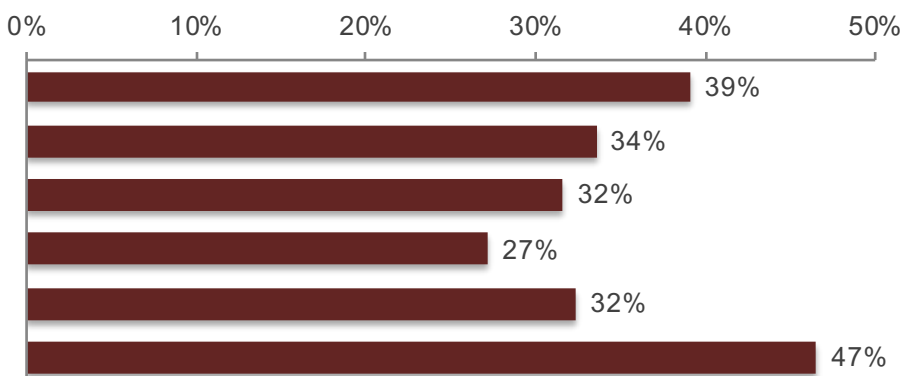
Payroll by business size metrics can create insights into how different size companies are fairing and how they pay for talent. Typically, the payroll per employee by business size (last chart) tells an interesting story about how different size companies compensate their talent.

Gyms and Fitness Centers Industry

Payroll per Company (\$000s)

Business Size	2012	2021
0-4	35	49
5-9	84	112
10-19	177	233
20-99	479	609
100-499	2,097	2,776
500+	12,027	17,627

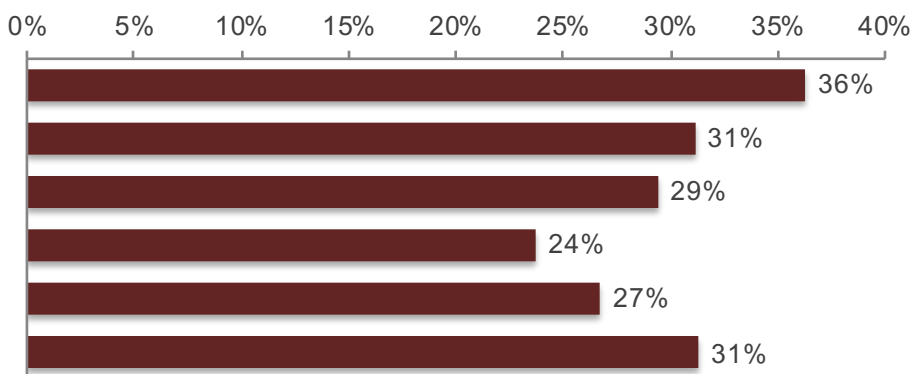
Payroll per Firm - 9-Year Growth (%)



Payroll per Establ. (\$000s)

Business Size	2012	2021
0-4	35	48
5-9	83	109
10-19	174	226
20-99	435	538
100-499	1,101	1,395
500+	845	1,109

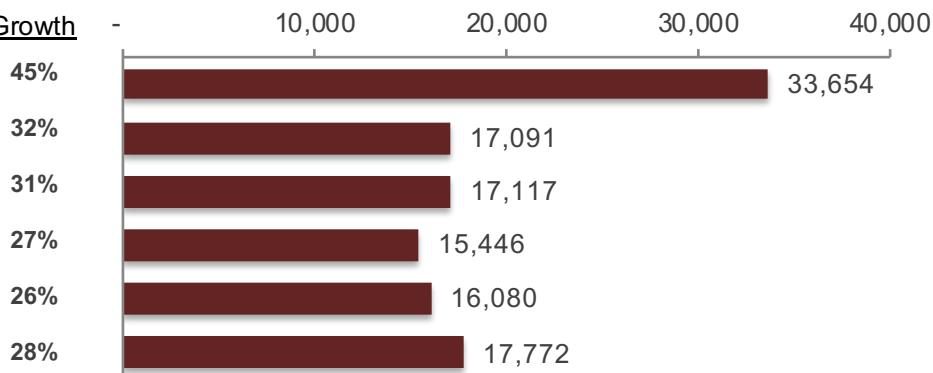
Payroll per Establishment - 9-Year Growth (%)



Payroll per Employee (\$)

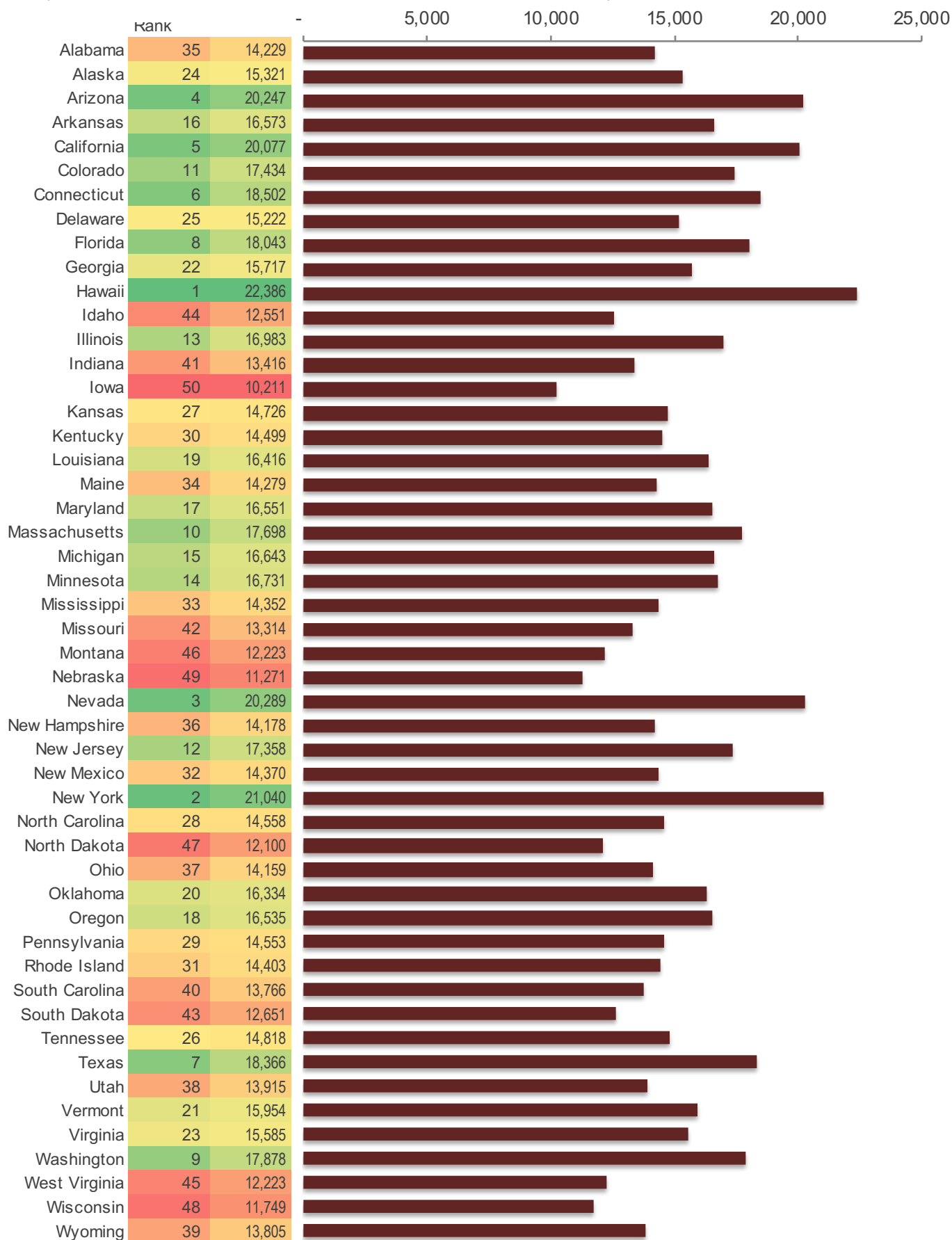
Business Size	2012	2021	7-Yr. Growth
0-4	23,168	33,654	45%
5-9	12,947	17,091	32%
10-19	13,072	17,117	31%
20-99	12,179	15,446	27%
100-499	12,781	16,080	26%
500+	13,853	17,772	28%

2022 Payroll per Employee



Payroll per Employee by State

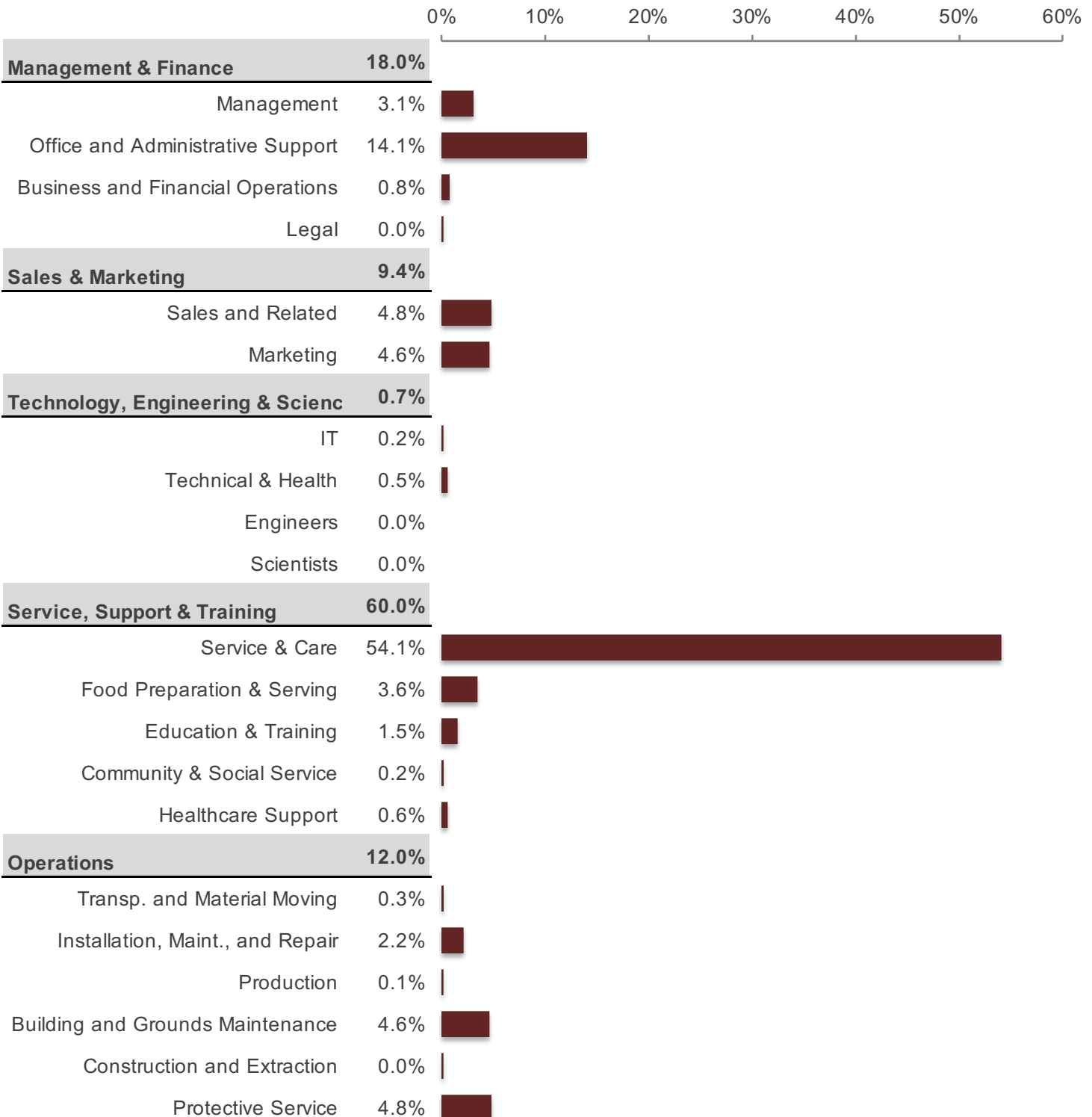
The competition for talent is local, with the supply and demand dynamics of each state driving compensation. When it states "no data", there wasn't a sufficient sample size of data for the state.



Job Categorization Benchmarks

Ensuring your company has the right people in the right roles, is just as important as having the right number of people and the proper compensation. Pay particular attention to management ratios, and the three higher-level categories of 1. management & finance, 2. sales, service & marketing, and 3. operations.

Job Categories as a % of Total Employees



Job Categorization Pay Ranges

Below are the pay ranges of the high-level job categories. The bottom 10% represents the average that the 10% lowest paid receive in hourly pay, while the top 90% represents the average that the 10% highest paid receive in hourly pay. In those instances where the sample size was not statistically significant, the figures are left blank.

Gyms and Fitness Centers

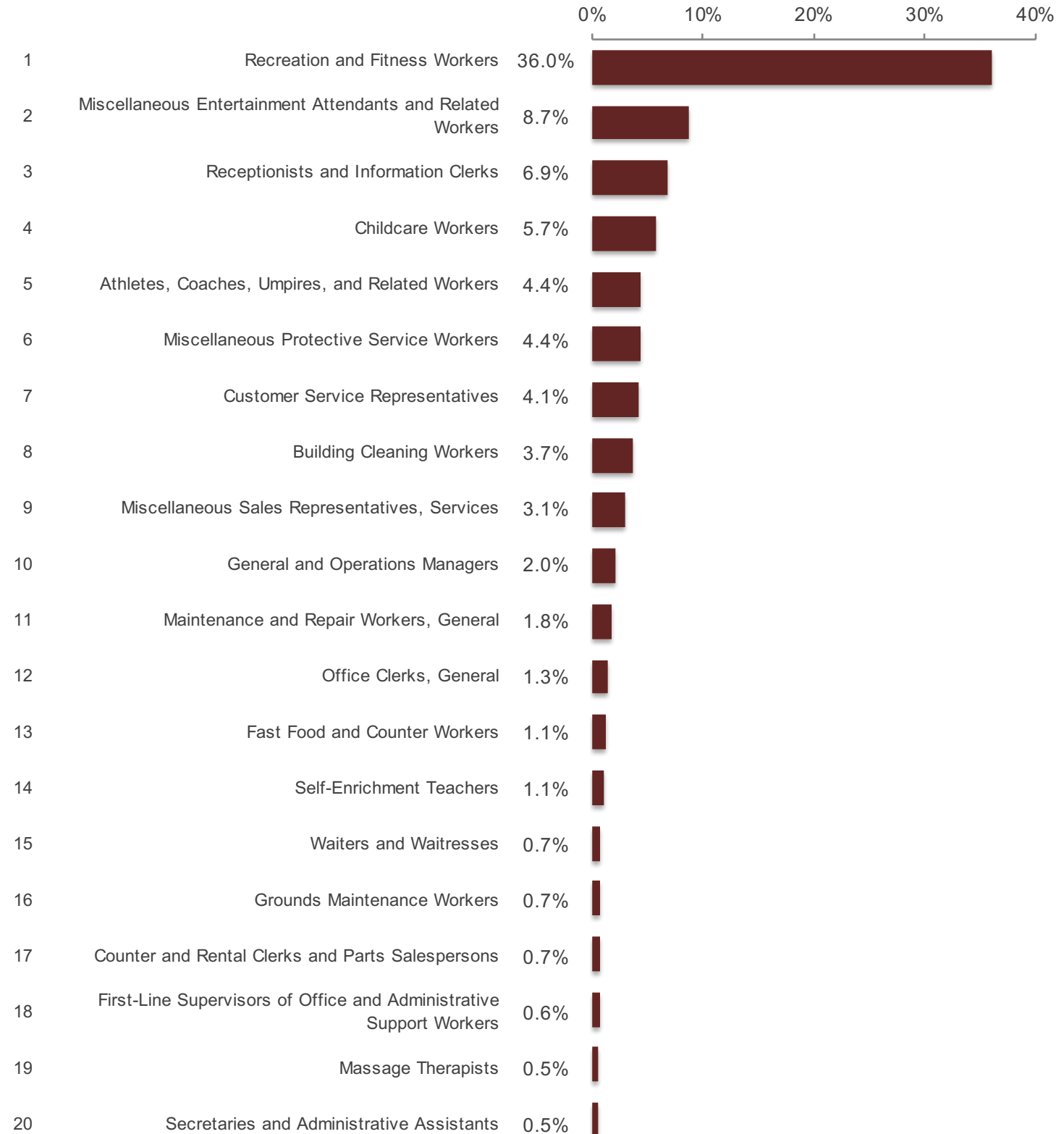
Industry Pay Ranges

	Bottom 10%	Bottom 25%	Mean	Top 75%	Top 90%
Management & Finance					
Management	\$17.45	\$24.00	\$43.09	\$52.29	\$79.34
Office and Administrative Support	\$9.56	\$11.30	\$15.23	\$17.18	\$22.92
Business and Financial Operations	\$14.15	\$19.13	\$28.63	\$34.42	\$47.66
Legal	#	#	#	#	#
Sales & Marketing					
Sales and Related	\$9.67	\$11.51	\$19.72	\$21.63	\$37.12
Arts, Design, Entertainment, Media	\$10.42	\$13.23	\$22.91	\$29.03	\$40.91
Technology, Engineering & Science					
Computers	\$20.56	\$27.71	\$40.64	\$53.30	\$65.28
Technical & Healthcare	\$12.49	\$18.03	\$28.65	\$37.41	\$47.13
Engineering & Architecture	#	#	#	#	#
Life, Physical & Social Science	#	#	#	#	#
Service, Support & Training					
Personal Service & Care	\$9.95	\$12.73	\$20.37	\$25.92	\$34.44
Food Preparation & Serving	\$9.49	\$10.72	\$14.86	\$16.18	\$21.05
Education, Training & Library	\$9.87	\$12.29	\$19.23	\$23.92	\$32.43
Community & Social Service	#	#	#	#	#
Healthcare Support	\$11.36	\$13.77	\$22.85	\$28.46	\$40.26
Operations					
Transportation and Material Moving	\$10.16	\$12.38	\$16.36	\$18.67	\$24.40
Installation, Maint., and Repair	\$11.26	\$13.78	\$20.21	\$24.85	\$32.49
Production	\$12.53	\$13.18	\$17.25	\$19.62	\$24.29
Building and Grounds Maintenance	\$10.14	\$12.16	\$15.34	\$16.71	\$21.28
Construction and Extraction	\$13.85	\$15.75	\$22.74	\$25.79	\$38.09
Protective Service	\$9.12	\$10.08	\$12.91	\$13.77	\$17.18

Top 20 Industry Jobs -Percent of Employment

The below metrics go into the details of the industry's top jobs ranked by percent of total employment.

Top Jobs - Percent of Total Employment



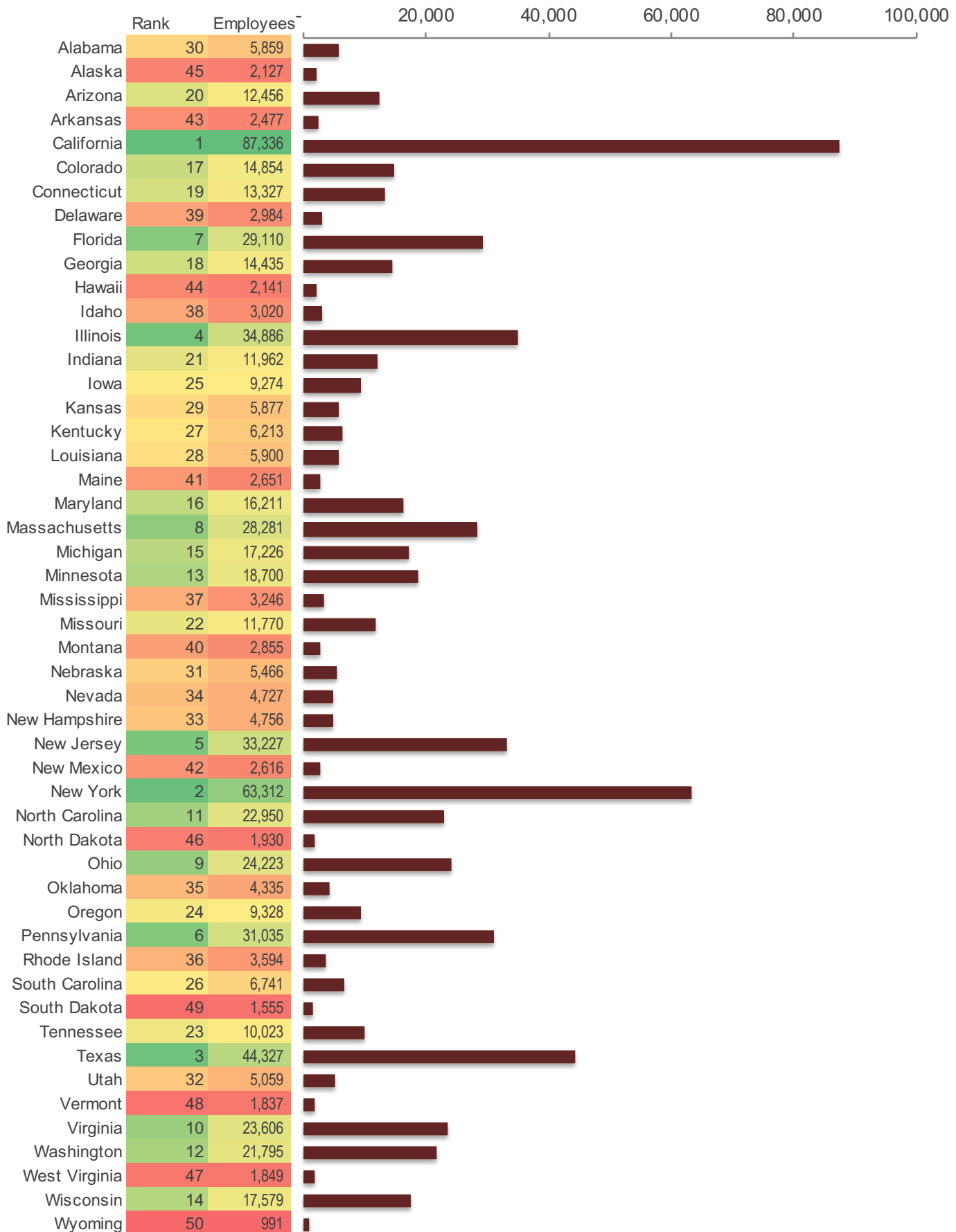
Top 20 Jobs - Pay Bands

Below are the details of the wage bands for the industry's top jobs. The bottom 10% represents the average that the 10% lowest paid receive in hourly pay, while the top 90% represents the average that the 10% highest paid receive in hourly pay. In those instances where the sample size was not statistically significant, the figures are left blank.

Top Detailed Jobs - Pay Bands		Bottom 10%	Bottom 25%	Mean	Top 75%	Top 90%
1	Recreation and Fitness Workers	\$10.66	\$13.74	\$23.07	\$29.44	\$39.26
2	Miscellaneous Entertainment Attendants and Related Workers	\$9.33	\$10.77	\$13.33	\$15.13	\$16.83
3	Receptionists and Information Clerks	\$9.30	\$10.47	\$13.48	\$15.59	\$19.03
4	Childcare Workers	\$8.78	\$9.70	\$12.26	\$13.83	\$16.36
5	Athletes, Coaches, Umpires, and Related Workers	*	*	*	*	*
6	Miscellaneous Protective Service Workers	\$8.99	\$9.94	\$12.25	\$13.23	\$16.00
7	Customer Service Representatives	\$9.76	\$11.56	\$14.69	\$16.01	\$22.12
8	Building Cleaning Workers	\$10.00	\$11.90	\$14.63	\$16.15	\$19.87
9	Miscellaneous Sales Representatives, Services	\$9.86	\$12.68	\$22.05	\$26.06	\$42.09
10	General and Operations Managers	\$17.17	\$23.66	\$42.57	\$50.51	\$79.70
11	Maintenance and Repair Workers, General	\$11.04	\$13.41	\$19.24	\$23.48	\$30.77
12	Office Clerks, General	\$9.25	\$10.29	\$15.40	\$18.62	\$23.86
13	Fast Food and Counter Workers	\$8.97	\$10.11	\$12.61	\$14.30	\$16.25
14	Self-Enrichment Teachers	\$9.80	\$12.45	\$19.86	\$25.11	\$33.15
15	Waiters and Waitresses	\$9.32	\$10.13	\$13.40	\$15.45	\$19.60
16	Grounds Maintenance Workers	\$10.10	\$12.25	\$15.32	\$17.48	\$21.53
17	Counter and Rental Clerks and Parts Salespersons	\$9.16	\$9.89	\$13.54	\$14.88	\$20.95
18	First-Line Supervisors of Office and Administrative Support Workers	\$13.91	\$16.81	\$24.98	\$30.11	\$39.27
19	Massage Therapists	\$10.62	\$13.68	\$22.84	\$28.40	\$41.25
20	Secretaries and Administrative Assistants	\$12.47	\$14.70	\$21.53	\$24.65	\$32.16

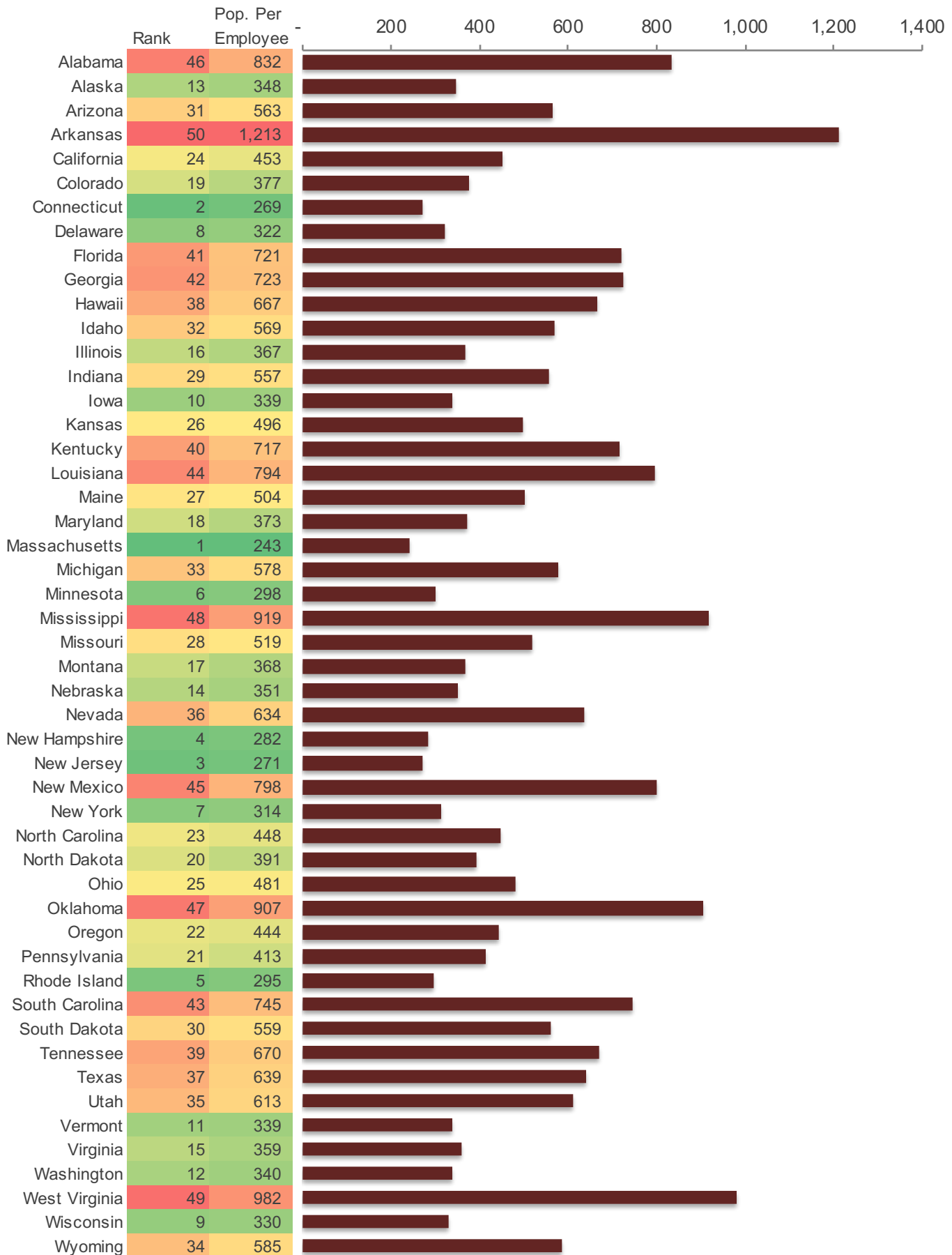
Total Employees by State

It is always good to know how large the industry talent pool is in a state. "No data" means there wasn't a sufficient sample size of data for the state.



State Population to Every Industry Employee

Below is the data set of the state residents per each industry employee by state. "No data" means there wasn't a sufficient sample size of data for the state.



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