**Personal Training Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

October 2020

# Recommendation

Based on all available data, there appears to be an undersupply of Personal Training workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties). There is a projected annual gap of about 2,698 students in the Bay region and 706 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for TOP 0835.20-Fitness Trainer programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at City College of San Francisco (CCSF) and in the region.

# Introduction

This report profiles Personal Training Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at City College of San Francisco (CCSF).

|  |
| --- |
| * **Fitness Trainers and Aerobics Instructors / Exercise Trainers and Group Fitness Instructors (39-9031):** Instruct or coach groups or individuals in exercise activities. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills. Excludes teachers classified in 25-0000 Education, Training, and Library Occupations. Excludes “Coaches and Scouts” (27-2022) and "Athletic Trainers" (29-9091). |
| Entry-Level Educational Requirement: High school diploma or equivalent |
| Training Requirement: Short-term on-the-job training |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 34% |

**Occupational Demand**

**Table 1. Employment Outlook for Personal Training Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Fitness Trainers and Aerobics Instructors / Exercise Trainers and Group Fitness Instructors | 13,720 | 15,370 | 1,650 | 12% | 13,710 | 2,742 | $15.35 | $26.46 |

*Source: EMSI 2020.3*

**Bay Region includes:** Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Personal Training Occupations in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Fitness Trainers and Aerobics Instructors / Exercise Trainers and Group Fitness Instructors | 3,557 | 3,997 | 441 | 12% | 3,573 | 715 | $17.57 | $29.47 |

*Source: EMSI 2020.3*

**Mid-Peninsula Sub-Region includes**; San Francisco and San Mateo Counties

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Sept 2019 - Aug 2020)**

| Occupation | Bay Region | Mid-Peninsula Sub-Region |
| --- | --- | --- |
| Fitness Trainers and Aerobics Instructors | 2,674 | 731 |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Personal Training Occupations for latest 12 months (Sept 2019 - Aug 2020) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Personal Trainer | 288 | Exercise Specialist | 22 |
| Group Fitness Instructor | 180 | Certified Personal Trainer | 21 |
| Swim Instructor | 168 | Recreation Specialist | 19 |
| Pilates Instructor | 86 | Pilates Reformer Instructor | 17 |
| Group X Instructor | 83 | Group Fitness Instructor/Coach | 16 |
| Fitness Trainer | 69 | Skills Trainer/Personal Attendant | 15 |
| Group Exercise Instructor | 66 | Certified Yoga Instructor | 15 |
| Yoga Instructor | 58 | Certified Pilates Instructor | 15 |
| Fitness Instructor | 42 | Fitness Attendant | 14 |
| Personal Fitness Trainer | 37 | Entry Level Personal Fitness Trainer | 14 |
| Health Fitness Specialist | 33 | Swim Instructor/Lifeguard | 13 |
| Personal Training Manager | 29 | Personal Trainer/Fitness Instructor | 13 |
| Fitness Coach Trainer | 27 | Lifeguard/Swim Instructor | 13 |
| Yoga Teacher | 26 | Personal Trainer - - Sport | 12 |

**Table 4b. Top Job Titles for Personal Training Occupations for latest 12 months (Sept 2019 - Aug 2020) Mid-Peninsula Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Mid-Peninsula | Common Title | Mid-Peninsula |
| Personal Trainer | 60 | Fitness Floor Trainer | 8 |
| Swim Instructor | 38 | Spin Instructor | 7 |
| Group Fitness Instructor | 33 | Skills Trainer/Personal Attendant | 7 |
| Pilates Instructor | 28 | Certified Personal Trainer | 7 |
| Group Exercise Instructor | 27 | Recreation Specialist | 5 |
| Yoga Teacher | 18 | Personal Trainer/Fitness Instructor | 5 |
| Group X Instructor | 15 | Entry Level Personal Fitness Trainer | 5 |
| Fitness Instructor | 15 | Children's Sports Instructor | 5 |
| Yoga Instructor | 13 | Bodyrok Indoor Cycling Instructor | 5 |
| Exercise Specialist | 12 | At Planet Fitness | 5 |
| Fitness Trainer | 10 | Pilates Reformer Instructor | 4 |
| Health Fitness Specialist | 9 | Personal Training Manager | 4 |
| Water Exercise Instructor | 8 | Personal Trainer - Ocean | 4 |
| Personal Fitness Trainer | 8 | Personal Trainer - Alemany | 4 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Personal Training Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2019) | Jobs in Industry (2024) | % Change (2019-24) | % Occupation Group in Industry (2019) |
| Fitness and Recreational Sports Centers (713940) | 8,927 | 10,097 | 13% | 65% |
| Civic and Social Organizations (813410) | 992 | 1,046 | 5% | 7% |
| All Other Amusement and Recreation Industries (713990) | 430 | 479 | 11% | 3% |
| Local Government, Excluding Education and Hospitals (903999) | 386 | 406 | 5% | 3% |
| Sports and Recreation Instruction (611620) | 345 | 402 | 17% | 3% |
| Exam Preparation and Tutoring (611691) | 334 | 391 | 17% | 2% |
| Fine Arts Schools (611610) | 266 | 310 | 17% | 2% |
| All Other Miscellaneous Schools and Instruction (611699) | 222 | 281 | 27% | 2% |
| Colleges, Universities, and Professional Schools (611310) | 123 | 138 | 12% | 1% |
| Parking Lots and Garages (812930) | 113 | 121 | 7% | 1% |

*Source: EMSI 2020.3*

**Table 6. Top Employers Posting Personal Training Occupations in Bay Region and Mid-Peninsula Sub-Region (Sept 2019 - Aug 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| 24 Hour Fitness | 270 | Anytime Fitness | 15 | 24 Hour Fitness | 62 |
| Exos | 102 | Yogaworks | 14 | Exos | 35 |
| In Shape Health Clubs | 93 | Equinox | 14 | Crunch Fitness | 21 |
| In Shape | 52 | Dabs Inc | 14 | Trustmark Company | 15 |
| YMCA | 36 | Crunch | 14 | University California | 13 |
| Yogasix | 32 | Club Pilates | 14 | Yogasix | 12 |
| Orangetheory Fitness | 30 | Aqua Mobile Swim School | 14 | YMCA | 11 |
| Crunch Fitness | 26 | Perfect Workout | 13 | Bay Club | 11 |
| Bay Club | 25 | American Swim Academy | 13 | Equinox | 10 |
| Trustmark Company | 24 | Umpqua Community College | 12 | Plus One Health Management | 9 |
| City Sports Club | 23 | The Swimming Swan | 12 | Marriott International Incorporated | 9 |
| Plus One Health Management | 22 | Super Soccer Stars | 12 | Bay Club Incorporated | 9 |
| Planet Fitness | 22 | My Gym Children's Fitness Center | 12 | University Of California San Francisco | 8 |
| Bay Club Incorporated | 22 | Massage Envy | 12 | Peninsula Jewish Community Center | 7 |
| Active Wellness | 22 | Jewish Community Center | 12 | Jewish Community Center | 7 |
| In Shape Health Clubs Incorporated | 18 | Marriott International Incorporated | 11 | Bootcampsf | 7 |
| University California | 16 | Wired | 10 | Yogaworks | 6 |

*Source: Burning Glass*

# Educational Supply

There are 11 community colleges in the Bay Region issuing 44 awards on average annually (last 3 years ending 2018-19) on TOP 0835.20-Fitness Trainer. There are two (2) colleges in the Mid-Peninsula Sub-Region issuing nine (9) awards on average annually (last 3 years) on this TOP code.

**Table 7. Community College Awards on TOP 0835.20-Fitness Trainer in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate Low Unit | Total |
| Canada | Mid-Peninsula | 1 | 1 | 2 |
| Chabot | East Bay |  | 1 | 1 |
| Diablo Valley | East Bay | 2 | 3 | 5 |
| Foothill | Silicon Valley |  | 1 | 1 |
| Laney | East Bay |  | 1 | 1 |
| Merritt | East Bay |  | 1 | 1 |
| Monterey | SC - Monterey | 1 |  | 1 |
| Ohlone | East Bay |  | 2 | 2 |
| San Mateo | Mid-Peninsula |  | 7 | 7 |
| Santa Rosa | North Bay | 2 | 15 | 17 |
| West Valley | Silicon Valley |  | 6 | 6 |
| **Total Bay Region** | | **6** | **38** | **44** |
| **Total Mid-Peninsula Sub-Region** | | **1** | **8** | **9** |

# Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 2,742 annual openings for the Personal Training occupational cluster and 44 annual (3-year average) awards for an annual undersupply of 2,698 students. In the Mid-Peninsula Sub-Region, there is also a gap with 715 annual openings and 9 annual (3-year average) awards for an annual undersupply of 706 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0835.20-Fitness Trainer**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **2017-18** | **Bay**  All CTE Programs | **CCSF**  All CTE Programs | **State** 0835.20 | **Bay** 0835.20 | **Mid-Peninsula** 0835.20 | **CCSF**  0835.20 |
| % Employed Four Quarters After Exit | 74% | 66% | 62% | 65% | 67% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $12,765 | $6.076 | $7,505 | $7,542 | n/a |
| Median % Change in Earnings | 46% | 25% | 32% | 49% | 35% | n/a |
| % of Students Earning a Living Wage | 63% | 46% | 36% | 46% | n/a | n/a |

*Source: Launchboard Pipeline (version available on (9/16/20)*

# Skills, Certifications and Education

**Table 9. Top Skills for Personal Training Occupations in Bay Region (Sept 2019 - Aug 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Skill** | **Postings** | **Skill** | **Postings** | **Skill** | **Postings** |
| Cardiopulmonary Resuscitation (CPR) | 1,482 | Physiology | 155 | Fitness and Nutrition | 71 |
| Teaching | 1,041 | Administrative Functions | 138 | Budgeting | 66 |
| Group Fitness | 706 | Music | 135 | Staff Management | 56 |
| Fitness | 602 | Cleaning | 134 | Onboarding | 55 |
| Yoga | 460 | Customer Contact | 130 | Membership Sales | 53 |
| Customer Service | 423 | Health Promotion Programs | 123 | Public Speaking | 48 |
| Pilates | 346 | Social Media | 123 | Point of Sale System | 43 |
| Scheduling | 344 | Sales | 120 | Customer Billing | 40 |
| Lifting Ability | 304 | Training Programs | 100 | Injury Prevention | 40 |
| Client Base Retention | 257 | Exercise Programs | 98 | Rehabilitation | 39 |
| Aerobics | 241 | Basic Mathematics | 91 | Repair | 39 |
| Product Sales | 208 | Training Packages | 86 | Performance Appraisals | 36 |
| Automated External Defibrillator | 202 | Faculty Training | 75 | Billing Inquiries | 34 |
| Zumba | 197 | Progress Reports | 74 | Child Development | 32 |
| Anatomy | 188 | Lesson Planning | 72 | Instagram | 32 |

*Source: Burning Glass*

**Table 10. Certifications for Personal Training Occupations in Bay Region (Sept 2019 - Aug 2020)**

Note: 52% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| **Certification** | **Postings** | **Certification** | **Postings** |
| First Aid CPR AED | 1,003 | Sports Medicine Certification | 11 |
| Personal Fitness Trainer Certification | 223 | Basic Cardiac Life Support Certification | 10 |
| Group Exercise Instructor | 187 | American Red Cross Certified Lifeguard | 9 |
| AFAA Certification | 148 | Security Clearance | 8 |
| Driver's License | 97 | CDL Class C | 8 |
| Certified Fitness Instructor | 71 | Certified Energy Manager | 7 |
| American Heart Association Certification | 46 | Certified Pool/Spa Operator | 4 |
| Water Safety Instructor | 36 | Public Safety Certificate | 3 |
| Certified Teacher | 32 | Massage Therapist Certification | 3 |
| Basic Life Saving (BLS) | 29 | Certified Safety and Security Director | 3 |
| Certified Pilates Instructor | 21 | Certified Fitness Trainer | 3 |
| Bilingual Certification | 12 | CDL Class A | 3 |

*Source: Burning Glass*

**Table 11. Education Requirements for Personal Training Occupations in Bay Region**

Note: 62% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| High school or vocational training | 731 | 71% |
| Associate Degree | 32 | 3% |
| Bachelor’s Degree or Higher | 257 | 26% |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

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