

Fitness Trainers and Aerobics Instructors Labor Market Information Report Cabrillo College

Prepared by the San Francisco Bay Center of Excellence
for Labor Market Research
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Recommendation

Based on all available data, there appears to be an undersupply of Fitness Trainers and Aerobics Instructors compared to the demand for this occupation in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, and Santa Cruz Counties). The gap is about 2,465 students annually in the Bay region and 373 students annually in the SC-Monterey Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0835.20 - Fitness Trainer in the state and region. It is recommended that this 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 Cabrillo College and in the region.

Introduction

This report profiles Fitness Trainers and Aerobics Instructors in the 12 county Bay region and in the SC-Monterey sub-region for the revision of an existing program at Cabrillo College.

- **Fitness Trainers and Aerobics Instructors (SOC 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 Fitness Trainers and Aerobics Instructors in Bay Region

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Annual Openings	10% Hourly Wage	Median Hourly Wage
Fitness Trainers and Aerobics Instructors	13,016	14,344	1,328	10%	12,503	2,501	\$11.46	\$21.77

Source: EMSI 2018.4

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 Fitness Trainers and Aerobics Instructors in SC-Monterey Sub-Region

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Annual Openings	10% Hourly Wage	Median Hourly Wage
Fitness Trainers and Aerobics Instructors	1,999	2,165	166	8%	1,875	375	\$10.80	\$21.08

Source: EMSI 2018.4

SC-Monterey Sub-Region includes Monterey, San Benito, and Santa Cruz Counties

Job Postings in Bay Region and SC-Monterey Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Nov 2017 - Oct 2018)

Occupation	Bay Region	Cabrillo Region	SC-Monterey
Fitness Trainers and Aerobics Instructors	2,196	680	11

Source: Burning Glass

Table 4. Top Job Titles for Fitness Trainers and Aerobics Instructors for latest 12 months (Nov 2017 - Oct 2018)

Common Title	Bay	Cabrillo Region	SC-Monterey	Common Title	Bay	Cabrillo Region	SC-Monterey
Personal Trainer	557	150	23	Yoga Instructor	68	18	4
Group Exercise Instructor	224	92	4	Fitness Trainer	55	20	
Swim Instructor	201	73	8	Recreation Specialist	35	7	5
Group Fitness Instructor	120	37	6	Personal Fitness Trainer	33	12	2
Group X Instructor	117	22	3	Yoga Teacher	20	6	1
Pilates Instructor	104	36	1	Fitness Attendant	18	8	3
Fitness Instructor	89	20	8	Exercise Specialist	13	4	
Fitness Specialist	86	39	8	Personal Fitness Manager	13	7	

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Fitness Trainers and Aerobics Instructors in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2017)	Jobs in Industry (2022)	% Change (2017-22)	% in Industry (2017)
Fitness and Recreational Sports Centers (713940)	8,311	8,408	11%	63.9%
Civic and Social Organizations (813410)	1,008	1,004	3%	7.6%
All Other Amusement and Recreation Industries (713990)	539	551	8%	4.2%
Local Government, Excluding Education and Hospitals (903999)	400	403	5%	3.1%
Sports and Recreation Instruction (611620)	310	315	17%	2.4%
Exam Preparation and Tutoring (611691)	283	289	17%	2.2%
Fine Arts Schools (611610)	231	235	14%	1.8%
All Other Miscellaneous Schools and Instruction (611699)	168	171	19%	1.3%

Source: EMSI 2018.4

Table 6. Top Employers Posting Jobs for Fitness Trainers and Aerobics Instructors in Bay Region and SC-Monterey Sub-Region (Nov 2017 - Oct 2018)

Employer	Bay	Employer	Cabrillo Region	Employer	SC-Monterey
24 Hour Fitness	320	24 Hour Fitness	66	In Shape Health Clubs Incorporated	11
Athletes Performance, Inc	82	YMCA	43	Destination Hotels & Resorts	9
YMCA	76	Exos	35	24 Hour Fitness	6
Exos	75	Athletes Performance, Inc	34	Active Sports Clubs	5
Equinox	50	Medifit Corporate Services	22	US Army	5
Medifit Corporate Services	38	City Sports Club	14	US Government	4
In Shape Health Clubs Incorporated	36	In Shape Health Clubs Incorporated	11	YMCA	4
Crunch Fitness	34	Leisure Sports Incorporated	10	Active Wellness	3
City Sports Club	33	Plus One Health Management	10	Department Army	3
Leisure Sports Incorporated	33	City Sunnyvale	9	US Navy	3
Active Sports Clubs	32	Destination Hotels & Resorts	9	University California	3
Leisure Sports Hospitality	28	Equinox	9	University Of California Santa Cruz	3
Bay Club	25	Oshman Family Jcc	9	Benchmark Hospitality International	2
Trustmark Company	23	Bay Club	8	City Watsonville	2
City Concord	22	Active Sports Clubs	7	Carmel Valley Ranch	1
The Swimming Swan	21	City Sports Clubs	7	Chaminade Resort & Spa	1
University California	21	Massage Envy	7	Christie Pitko Yoga	1
Active Wellness	17	Gymguyz Silicon Valley South	6	City Monterey	1

Source: Burning Glass

Educational Supply

There are 11 community colleges in the Bay Region issuing 27 awards annually on TOP 0835.20 - Fitness Trainer. There is one college in the SC-Monterey Sub-Region issuing two awards annually on this TOP code.

Table 7. Awards on TOP 0835.20 - Fitness Trainer in the Bay Region

College	Sub-Region	Headcount	Associates	Certificates	Total
Cabrillo	Santa Cruz & Monterey	295			
Canada	Mid-Peninsula	n/a	2	1	3
Diablo Valley	East Bay	97	3	6	9
Gavilan	Silicon Valley	27		2	2
Laney	East Bay	23		1	1
Marin	North Bay	1			
Merritt	East Bay	n/a		1	1
Mission	Silicon Valley	17		1	1
Monterey	Santa Cruz & Monterey	32	1	1	2

Fitness Trainers and Aerobics Instructors in 12 County Bay Region and in SC-Monterey Sub-Region, 2018

Ohlone	East Bay	n/a		4	4
San Mateo	Mid-Peninsula	78		4	4
Santa Rosa	North Bay	32	2	5	7
Solano	North Bay	465	2		2
West Valley	Silicon Valley	145			
Total Bay Region		1,212	10	26	36
Total SC-Monterey Sub-Region		327	1	1	2

Source: IPEDS, Data Mart and Launchboard

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 2,501 annual openings for Fitness Trainers and Aerobics Instructors and 36 annual awards for an annual undersupply of 2,465 students. In the SC-Monterey sub-region, there is also a gap with 375 annual openings and 2 annual awards for an annual undersupply of 373 students.

Student Outcomes

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

2015-16	Bay (All CTE Programs)	Cabrillo College (All CTE Programs)	State (TOP 0835.20)	Bay (TOP 0835.20)	SC-Monterey (TOP 0835.20)	Cabrillo College (TOP 0835.20)
% Employed Four Quarters After Exit	75%	69%	62%	73%	n/a	n/a
Median Quarterly Earnings Two Quarters After Exit	\$13,996	\$8,349	\$5,506	\$4,752	n/a	n/a
Median % Change in Earnings	40%	56%	26%	13%	n/a	n/a
% of Students Earning a Living Wage	63%	70%	34%	n/a	n/a	n/a

Source: Launchboard Pipeline (version available on 11/15/18)

Skills, Certifications and Education

Table 9. Top Skills for Fitness Trainers and Aerobics Instructors in Bay Region (Nov 2017 - Oct 2018)

Skill	Postings	Skill	Postings	Skill	Postings
Cardiopulmonary Resuscitation (CPR)	1,252	Zumba	135	Staff Management	53
Teaching	885	Physiology	126	Fitness and Nutrition	47
Fitness	453	Music	120	Basic Mathematics	44
Customer Service	430	Health Promotion Programs	97	Occupational Health and Safety	42
Group Fitness	422	Sales	94	Equipment Cleaning	39

Fitness Trainers and Aerobics Instructors in 12 County Bay Region and in SC-Monterey Sub-Region, 2018

Scheduling	311	Faculty Training	90	Rehabilitation	39
Aerobics	301	Customer Contact	89	Fundraising	37
Yoga	295	Budgeting	82	Repair	37
Client Base Retention	283	Anatomy	81	Employee Training	35
Pilates	240	Cleaning	81	Appointment Setting	34
Automated External Defibrillator	235	Training Programs	72	Injury Prevention	31
Product Sales	209	Training Packages	70	Newsletters	30
Lifting Ability	188	Lesson Planning	62	Public Speaking	28
Administrative Functions	179	Record Keeping	60	Onboarding	27
Exercise Programs	153	Progress Reports	55	Customer Billing	26

Source: Burning Glass

Table 10. Certifications for Fitness Trainers and Aerobics Instructors in the Bay Region (Nov 2017 - Oct 2018)

Note: 51% 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	779	Certified Teacher	10
Group Exercise Instructor	301	Certified Pilates Instructor	8
Personal Fitness Trainer Certification	133	IT Infrastructure Library (ITIL) Certification	8
Driver's License	90	Project Management Certification	8
AFAA Certification	62	Certified Fitness Trainer	7
Exercise Science	47	Cdl Class C	6
Water Safety Instructor	45	Certified Lifeguard	5
Nutrition Certification	39	Security Clearance	5
Ceu's Certificate	14	Boot Camp Certificate	4
American Heart Association Certification	11	Certified Fitness Instructor	3
Basic Cardiac Life Support Certification	10	Physical Fitness	3
Basic Life Saving (BLS)	10	Sports Medicine Certification	3

Source: Burning Glass

Table 11. Education Requirements for Fitness Trainers and Aerobics Instructors in Bay Region

Fitness Trainers and Aerobics Instructors in 12 County Bay Region and in SC-Monterey Sub-Region, 2018

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
High school or vocational training	506 (61%)
Associate Degree	50 (6%)
Bachelor's Degree or Higher	274 (33%)

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 CCCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard 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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