



Fitness Trainer Occupations Labor Market Information Report Laney 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 Trainer workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda, Contra Costa counties). There is a projected annual gap of about 2,663 students in the Bay region and 768 students in the East Bay Sub-Region.

Laney College has also provided additional labor market data from Balanced Body, Inc. to document regional labor market demand for Pilates Instructors: “In the months before Covid-19, there were over 300 unfilled Pilates instructor positions in the Bay Area. During the pandemic, studios have lost many of their teachers, as instructors left to start their own zoom practices. We project upwards of 300 unfilled jobs in the next year, in addition to the lucrative opportunities of private practices by both Zoom and in person. The limiting factor for growth for most Pilates businesses both locally and nationally, is a lack of qualified teachers. The gap exists because there are not enough comprehensively certified Pilates instructors in the field to meet the current demand in an ever growing industry.

Source: Owner, Aspire Pilates Center, Balanced Body, Inc.

Introduction

This report 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 Laney College and in the region.

This report profiles Fitness Trainer Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Laney College.

- **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: 30%

Occupational Demand

Table 1. Employment Outlook for Fitness Trainer Occupations in Bay Region

Occupation	2019 Jobs	2024 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Exercise Trainers and Group Fitness Instructors	13,742	15,336	1,594	12%	13,533	2,707	\$ 15.36	\$ 26.45
Total	13,742	15,336	1,594	12%	13,533	2,707	\$15.36	\$26.45

Source: EMSI 2020.4

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 Trainer Occupations in East Bay Sub-region

Occupation	2019 Jobs	2024 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Exercise Trainers and Group Fitness Instructors	3,923	4,396	473	12%	3,890	778	\$ 15.47	\$ 25.98
Total	3,923	4,396	473	12%	3,890	778	\$15.47	\$25.98

Source: EMSI 2020.4

East Bay Sub-Region includes: Alameda, Contra Costa Counties

Job Postings in Bay Region and East Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Apr 2020 - Mar 2021)

Occupation	Bay Region	East Bay
Fitness Trainers and Aerobics Instructors	1,515	479

Source: Burning Glass

Table 4a. Top Job Titles for Fitness Trainer Occupations for latest 12 months (Apr 2020 - Mar 2021) Bay Region

Title	Bay	Title	Bay
Swim Instructor	136	Fitness Coach Trainer	22
Personal Trainer	117	Group Instructor	20
Group Fitness Instructor	77	Personal Fitness Trainer	18
Pilates Instructor	75	Aquatic Specialist	15
Fitness Trainer	61	Personal Trainer/Fitness Instructor	14
Fitness Instructor	52	Fitness Attendant	14
Yoga Instructor	28	Sale And Fitness Instructor	13
Group Exercise Instructor	27	Skills Trainer/Personal Attendant	12
Yoga Teacher	22	Certified Personal Trainer	12

Source: Burning Glass

Table 4b. Top Job Titles for Fitness Trainer Occupations for latest 12 months (Apr 2020 - Mar 2021) East Bay Sub-Region

Title	East Bay	Title	East Bay
Swim Instructor	61	Personal Training Manager	7
Personal Trainer	40	Personal Fitness Trainer	6
Fitness Trainer	40	Aquatic Specialist	6
Group Fitness Instructor	26	Yoga Instructor	5
Pilates Instructor	22	Crossfit Trainer	5

Title	East Bay	Title	East Bay
Fitness Instructor	15	Certified Pilates Instructor	5
Fitness Coach Trainer	11	Certified Personal Trainer	5
Group Instructor	10	Water Safety Instructor	4
Personal Trainer/Fitness Instructor	8		

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Fitness Trainer 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	9,281	7,286	-21%	61%
Civic and Social Organizations	1,015	791	-22%	7%
All Other Amusement and Recreation Industries	465	503	8%	4%
Local Government, Excluding Education and Hospitals	390	443	13%	4%
Exam Preparation and Tutoring	340	415	22%	3%
Sports and Recreation Instruction	356	359	1%	3%
Fine Arts Schools	273	357	31%	3%
All Other Miscellaneous Schools and Instruction	225	265	17%	2%
Parking Lots and Garages	130	116	-11%	1%
Educational Support Services	99	117	18%	1%

Source: EMSI 2020.4

Table 6. Top Employers Posting Fitness Trainer Occupations in Bay Region and East Bay Sub-Region (Apr 2020 - Mar 2021)

Employer	Bay	Employer	East Bay
Galileo Learning	31	American Swim Academy	17
Svetness	28	Svetness	14
Orangetheory Fitness	23	Orangetheory Fitness	11
24 Hour Fitness	23	Galileo Learning	10
Planet Fitness	20	Sunsational Swim School	9
Aqua Mobile Swim School	19	Planet Fitness	9
Best Buy	18	24 Hour Fitness	9
American Swim Academy	17	Wired	8
Fit Republic	16	Fit Republic	8
Crunch Fitness	16	City Sports Club	8

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. In the East Bay Sub-Region, there are five (5) community colleges that issued 10 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	Subregion	Associate	Certificate Low	Total
Canada	Mid-Peninsula	1	1	2
Chabot	East Bay	0	1	1
Diablo Valley	East Bay	2	3	5
Foothill	Silicon Valley	0	1	1
Laney	East Bay	0	1	1
Merritt	East Bay	0	1	1
Monterey	SC-Monterey	1	0	1
Ohlone	East Bay	0	2	2
San Mateo	Mid-Peninsula	0	7	7
Santa Rosa	North Bay	2	15	17
West Valley	Silicon Valley	0	6	6
Total		6	38	44

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 2,707 annual openings for the Fitness Trainer occupational cluster and 44 annual (3-year average) awards for an annual undersupply of 2,663 students. In the East Bay Sub-Region, there is also a gap with 778 annual openings and 10 annual (3-year average) awards for an annual undersupply of 768 students.

Student Outcomes

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

Metric Outcomes	Bay All CTE Programs	Laney All CTE Programs	State 0835.20	Bay 0835.20	East Bay 0835.20	Laney 0835.20
Students with a Job Closely Related to Their Field of Study	75%	74%	64%	60%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$44,575	\$39,109	\$23,494	\$27,692	\$25,032	N/A
Median Change in Earnings for SWP Exiting Students	31%	32%	34%	47%	104%	N/A
Exiting Students Who Attained the Living Wage	52%	46%	34%	40%	N/A	N/A

Source: Launchboard Strong Workforce Program from version 2017-18.

Skills, Certifications and Education

Table 9. Top Skills for Fitness Trainer Occupations in Bay Region (Apr 2020 - Mar 2021)

Skill	Posting	Skill	Posting
Cardiopulmonary Resuscitation (CPR)	697	Exercise Programs	73
Teaching	574	Lifting Ability	64
Fitness	417	Faculty Training	63
Group Fitness	327	Training Programs	60
Customer Service	308	Anatomy	59
Cleaning	250	Membership Sales	57
Yoga	226	Zumba	52

Skill	Posting	Skill	Posting
Pilates	195	Aerobics	49
Scheduling	165	Client Base Retention	47
Personal Protective Equipment (PPE)	104	Physiology	44
Music	103	Public Speaking	41
Sales	94	Customer Checkout	40
Social Media	94	Budgeting	38
Customer Contact	83	Onboarding	37

Source: Burning Glass

Table 10. Certifications for Fitness Trainer Occupations in Bay Region (Apr 2020 - Mar 2021)

Certification	Posting	Certification	Posting
First Aid Cpr Aed	542	Athletic Trainer Certification	8
Personal Fitness Trainer Certification	173	American Heart Association Certification	7
Driver's License	83	Security Clearance	6
Group Exercise Instructor	59	Basic Life Saving (BLS)	6
AFAA Certification	41	Nutrition Certification	5
Certified Fitness Instructor	40	Sports Medicine Certification	4
Water Safety Instructor	24	Exercise Science	4
Bilingual Certification	19	Basic Cardiac Life Support Certification	4
Certified Teacher	14	Certified Pool/Spa Operator	3
Certified Pilates Instructor	8	ServSafe	2

Source: Burning Glass

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.

Table 11. Education Requirements for Fitness Trainer Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	386	65%
Associate's degree	20	3%
Bachelor's degree and higher	186	32%

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

For more information, please contact:

- Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), leila@baccc.net
- John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544