

# Fitness Trainer Occupations

# Labor Market Information Report

# Laney College

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

**May 2021**

## 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 |
| 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 |
| 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 CCCCO 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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