

Fitness Professions

Inland Empire/Desert Region (Riverside and San Bernardino counties combined)

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.

Summary

- Employment for *fitness trainers and aerobics instructors* is expected to **increase by 13% between 2019 and 2024** in the Inland Empire/Desert Region. A total of **695 annual job openings** will be available each year over the five-year timeframe.
- The 50th percentile, median hourly wage for *fitness trainers and aerobics instructors* is **\$18.92, below the \$21.78 per hour self-sustainable hourly wage** estimate for a single adult with one child. The median hourly wage is above the \$18 per hour "good wage," but only if the job offers benefits.
- There was an average of 11 credentials issued annually from regional community college training programs over the last three academic years. One private educational institution outside the community college system issued an annual average of five (5) credentials over the previous three academic years. Combined, there is a potential supply of 16 qualified fitness trainers and aerobics instructors in the region.
- The COE recommends creating new or expanding existing fitness trainer programs. Please see the [Recommendation](#) section for more detail.

Introduction

This report provides data on the occupation and program most closely related to fitness professions. The California Community College fitness trainer (TOP 0835.20) program prepares students for careers related to fitness and health, such as fitness specialists, aerobics or movement instructor, and human performance technician (Taxonomy of Programs, 2012). *Fitness and aerobics instructors* is the most closely related occupation to the training provided by this program. This occupation is a catch-all collection of fitness related jobs; personal trainers and yoga instructors, for example. The description and a sample of job titles for *fitness trainers and aerobics instructors* are listed below.

Fitness Trainers and Aerobics 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.

Sample job titles: Pilates Instructor, Aerobics Instructor, Fitness Coordinator, Fitness Director, Fitness Instructor, Fitness Specialist, Fitness Trainer, Group Exercise Instructor, Group Fitness Instructor, Personal Trainer, Yoga Instructor

Entry-Level Educational Requirement: High school diploma or vocational training

Training Requirement: Less than one month on-the-job training

Work Experience Required: None

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 34%

Job Opportunities

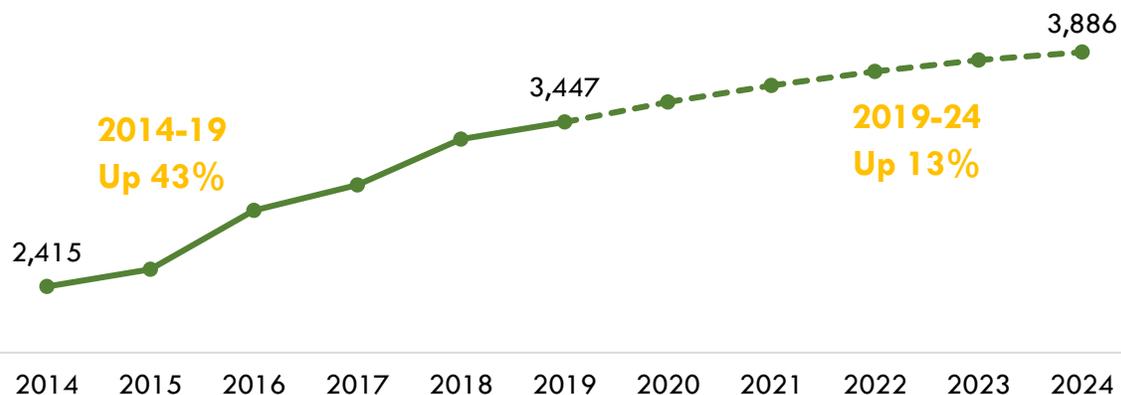
In 2019, there were 3,447 *fitness trainer and aerobics instructor* jobs in the Inland Empire/Desert Region (IEDR). This occupation is projected to increase employment by 13% through 2024. Employers in the region will need to hire 3,477 workers over the next five years to fill new jobs and backfill jobs that workers are permanently vacating (includes occupational transfers and retirements). Exhibit 1 displays five-year projected job growth, and Exhibit 2 displays historical and projected jobs for *fitness trainers and aerobics instructors* in the IEDR.

Exhibit 1: Five-year projections for fitness trainers and aerobics instructors

2019 Jobs	2024 Jobs	5-Yr % Change (New Jobs)	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
3,447	3,886	13%	3,477	695	16%

Source: EMSI 2020.2

Exhibit 2: Historical and projected jobs in the IEDR, 2014 – 2024



Source: EMSI 2020.2

Job Postings

Exhibit 3 displays the number of job ads posted during the last 12 months, along with the regional and statewide average time to fill for *fitness trainers and aerobics instructors*. On average, local employers fill online job postings for *fitness trainers and aerobics instructors* within 36 days. This regional average is six days shorter than the statewide average of 42 days, indicating that local employers may face fewer challenges than other employers in California when looking to fill open positions.

Exhibit 3: Job ads and time to fill, July 2019 – June 2020

Job Ads	Regional Average Time to Fill (Days)	California Average Time to Fill (Days)
540	36	42

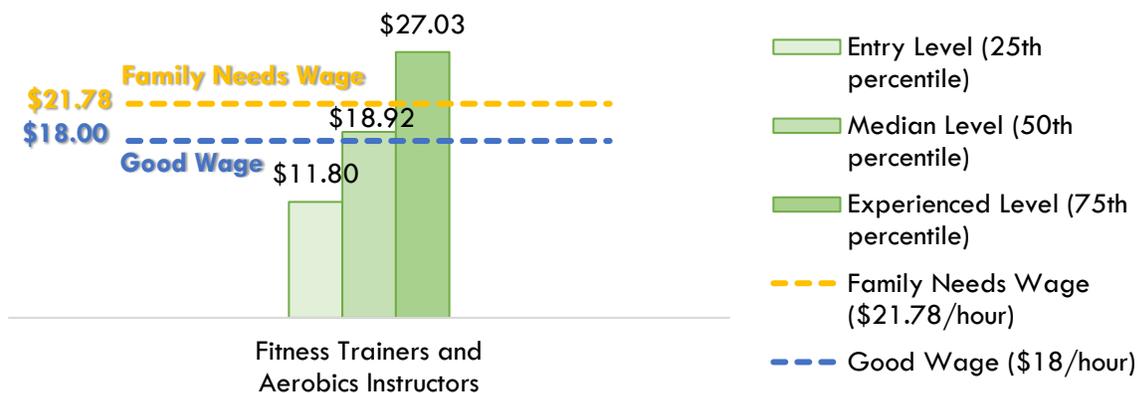
Source: Burning Glass – Labor Insights

Earnings

Community colleges should ensure their training programs lead to employment opportunities that provide a self-sustainable level of income. The Brookings Institute in their Advancing Opportunity in California's Inland Empire report found that a "good job" wage in the region is above \$18.00 per hour, or \$37,440 per year (Shearer, Shah & Gootman, p. 25). The Family Needs Calculator estimates that a self-sustainable wage for a single adult with one school-age child is \$21.78 per hour or \$45,992 annually (Pearce & Manzer, 2020).

The median wage for *fitness trainers and aerobics instructors* surpasses the Brookings Institute's "good job" wage. Despite this, this wage is below the Family Needs Calculator self-sustainability rate. Wages for *fitness trainers and aerobics instructors* do not exceed the self-sustainability rate until at the experienced-level. Exhibit 4 displays the IEDR hourly earnings for this occupation.

Exhibit 4: Hourly earnings for fitness trainers and aerobics instructors



Source: EMSI 2020.2

According to occupational guides developed by the California Labor Market Information Division, benefits for *fitness trainers and aerobics instructors* vary based on employer and full-time/part-time status. Nationally, about half of health clubs offer health insurance to full-time instructor; health or dental insurance, life insurance, vacation pay, or pension or profit-sharing plans. Part-time instructors do not enjoy the same benefits (Detailed Occupational Guides, 2020).

Employers, Skills, Education, Work Experience, and Certifications

Exhibit 5 displays the employers that posted more than ten job ads for *fitness trainers and aerobics instructors* over the last 12 months in the IEDR.

Exhibit 5: Employers posting the most job ads for fitness trainers and aerobics instructors, July 2019 – June 2020

Employers (Cities)	Job Ads
24 Hour Fitness (Fontana, Redlands, Riverside, Rialto, Ontario, Moreno Valley, Apple Valley, Upland, Temecula, Rancho Cucamonga, Murrieta, Eastvale, Chino)	131
LA Fitness (Riverside, San Bernardino, Rancho Cucamonga, Upland, Fontana)	48
Crunch Fitness (Riverside, Chino)	32
Planet Fitness (Upland, San Bernardino, Ontario, Chino)	28
Chuze Fitness (Rialto, San Bernardino, Rancho Cucamonga, Corona)	21
YMCA (San Bernardino, Highland, Chino)	13
In-Shape Health Clubs (Victorville, Cathedral City)	11
<i>Total for all other employers</i>	256
Total	540

Source: Burning Glass – Labor Insights

Exhibit 6 displays a sample of specialized and employability skills that employers are seeking when looking for workers to fill *fitness trainer and aerobics instructor* positions. Specialized skills are job-specific skills that employers are requesting for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is commonly referred to as "soft skills." The skills requested in job postings may be utilized as a helpful guide for curriculum development.

Exhibit 6: Sample of in-demand skills from employer job ads for fitness trainers and aerobics instructors, July 2019 – June 2020

Occupation	Specialized Skills	Employability Skills
Fitness Trainers and Aerobics Instructors (n=411)	<ul style="list-style-type: none"> • Cardiopulmonary Resuscitation (CPR) • Teaching • Group Fitness • Customer Service • Scheduling 	<ul style="list-style-type: none"> • Physical Abilities • Communication Skills • Positive Disposition • Energetic • Research

Source: Burning Glass – Labor Insights

Exhibit 7 displays the entry-level education and minimum advertised education requirements typically required to become a *fitness trainer and aerobics instructor*, according to the Bureau of Labor Statistics (BLS), and the educational attainment for incumbent workers with "some college, no degree" and an "associate degree" according to the U.S. Census (2016-17).

Exhibit 7: Typical entry-level education, educational attainment, and the minimum advertised education requirements for fitness trainers and aerobics instructors, July 2019 – June 2020

Occupation	Typical Entry-Level Education Requirement	Educational Attainment (Percentage of incumbent workers with a Community College Credential or Some Postsecondary Coursework)	Minimum Advertised Education Requirement from Job Ads			
			Number of job postings	High school diploma or vocational training	Associate degree	Bachelor's degree or higher
Fitness Trainers and Aerobics Instructors	High school diploma or vocational training	34%	203	90%	0%	10%

Source: EMSI 2020.2, Burning Glass – Labor Insights

Exhibit 8 displays the typical work experience required and real-time work experience requirements from employer job ads for *fitness trainers and aerobics instructors* over the last twelve months.

Exhibit 8: Typical work experience required and real-time work experience requirements, last 12 months

Occupation	Work Experience Typically Required	Real-Time Work Experience Required from Job Ads			
		Number of job postings	0 – 2 years	3 – 5 years	6+ years
Fitness Trainers and Aerobics Instructors	None	172	95%	5%	-

Source: EMSI 2020.2, Burning Glass – Labor Insights

Exhibit 9 displays the certifications required by employers posting job ads for *fitness trainers and aerobics instructors* in the IEDR. About 30% of employer job postings with certification information were seeking certified personal trainers without a preference for a specific certifying agency. The certifying agencies most frequently found in job postings include:

- National Strength and Conditioning Association (NSCA)
- American College of Sports Medicine (ACSM)
- National Academy of Sports Medicine (NASM)

For more information regarding personal trainer certifications issued by these agencies, links to their websites have been provided in the appendix.

Exhibit 9: Certifications required by employer job ads for fitness trainers and aerobics instructors, July 2019 – June 2020

Occupation	Certifications
Fitness Trainers and Aerobics Instructors (n=213)	<ul style="list-style-type: none"> • First Aid CPR AED (150 posts) • Personal Fitness Trainer Certification (64 posts)

Source: Burning Glass – Labor Insights

Student Completions and Program Outcomes

Exhibit 10 displays completion data for California Community College fitness trainer (0835.20) programs in the IEDR between 2016 and 2019. The student completion and outcome methodology are available on page 10.

Exhibit 10: Annual average community college credentials for the fitness trainer program in the IEDR

0835.20 – Fitness Trainer	6<18 Semester Units Certificate	18<30 Semester Units Certificate	Associate of Science (A.S.)	CCC Annual Average Credentials, Academic Years
Desert	0	4	-	4
Riverside	2	4	1	7
Total	2	8	1	11

Source: MIS Data Mart

Community college student outcome information based on the selected TOP code and region is provided in Exhibit 11. Dashes indicate that there were too few students to obtain accurate program outcome information.

Exhibit 11: 0835.20 – Fitness trainer strong workforce program outcomes

Strong Workforce Program Metrics: 0835.20 – Fitness Trainer Academic Year 2016-17, unless noted otherwise	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2017-18)	89	4,617
Completed 9+ career education units in one year (2017-18)	-	16%
Economically disadvantaged students	67%	71%
Students who attained a noncredit workforce milestone in a year (2017-18)	-	-
Students who earned a degree, certificate, or attained apprenticeship (2017-18)	-	158
Transferred to a four-year institution (transfers)	-	-
Job closely related to the field of study (2015-16)	-	62%
Median annual earnings (all exiters)	-	-
Median change in earnings (all exiters)	-	-
Attained a living wage (completers and skills-builders)	-	-

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Credentials granted from other educational providers outside of the California Community College system are displayed in Exhibit 12 along with the relevant CIP code.

Exhibit 12: Annual average community college credentials for the physical fitness technician program in the IEDR

31.0507 – Physical Fitness Technician	Award 1<2 Academic Year	Other Educational Providers Annual Average Credentials, Academic Years 2014-17
InterCoast Colleges-Riverside	5	5
Total	5	5

Source: IPEDS

Recommendation

The Community College fitness program prepares students for careers in fitness and health. Students completing this program should be qualified to enter employment as the *fitness trainers and aerobics instructors* occupation. This occupation is expected to have 695 annual job openings over the next five years in the Inland Empire/Desert Region. The *fitness trainers and aerobics instructors* occupation offers a median hourly wage of \$18.92 per hour, above the \$18 per hour "good wage" established by the Brookings Institute, but only if the job offers benefits. According to national research, only half of employers provide full-time workers health insurance, part-time workers do not enjoy the same benefits.



This occupation is below the self-sustainability standard for a single adult with one child, \$21.78 per hour. Most employer job ads were looking for a candidate with a high school diploma or vocational training.

Two colleges in the region offer instruction in the fitness trainer program, conferring an average of 11 credentials over the last three academic years. Private educational institutions conferred five (5) annual average awards. Strong workforce metrics are not available for this program.

The COE recommends creating new or expanding existing fitness trainer programs to meet the regional need for more workers in this field. Colleges should partner with relevant employers to ensure students have the required skills to earn a wage that meets or exceeds the self-sustainable hourly wage of \$21.78 per hour. Employers offering less than the self-sustainability standard should at least provide an hourly wage above \$18 per hour in addition to health benefits.

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Methodology and Data Notes

Exhibit 10 displays the average annual regional California Community College (CCC) credentials conferred during the three academic years between 2016 and 2019, from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, along with the enrollments from the most recent year available on LaunchBoard. Credentials are the combined total of associate degrees and certificates issued during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variation that might be present in a single year. Enrollments are the count of enrollments in courses assigned to the TOP code in the selected year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from records provided by California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2020a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS), administered by Santa Rosa Junior College (LaunchBoard, 2020a).

Job postings data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014).