** Fitness Trainer Occupations**

**Labor Market Information Report**

**Monterey Peninsula College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

October 2019

# 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 SC-Monterey sub-region (Monterey, San Benito, and Santa Cruz Counties).) There is a projected annual gap of about 5,303 students in the Bay region and 307 students in the SC-Monterey Sub-Region. Even when only the demand for Fitness Trainers and Aerobics Instructors is used in the demand vs. supply analysis (and the demand for Recreation Workers is excluded) there is still an annual gap of about 2,741students in the Bay region and 158 students 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 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 Monterey Peninsula College and in the region.

# Introduction

This report profiles Fitness Trainer Occupations in the 12 county Bay region and in the SC-Monterey sub-region for the review of an existing program at Monterey Peninsula 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% |
| * **Recreation Workers (SOC 39-9032)**: Conduct recreation activities with groups in public, private, or volunteer agencies or recreation facilities. Organize and promote activities, such as arts and crafts, sports, games, music, dramatics, social recreation, camping, and hobbies, taking into account the needs and interests of individual members. |
| 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 Trainer Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Fitness Trainers and Aerobics Instructors | 14,229 | 15,755 | 1,526 | 11% | 13,897 | 2,779 | $11.45 | $25.96 |
| Recreation Workers | 14,023 | 14,903 | 880 | 6% | 12,807 | 2,561 | $11.37 | $16.02 |
| **Total** | **28,251** | **30,658** | **2,406** | **9%** | **26,704** | **5,341** | **$11.41** | **$21.02** |

*Source: EMSI 2019.2*

**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 SC-Monterey Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Fitness Trainers and Aerobics Instructors | 897 | 940 | 44 | 5% | 802 | 161 | $11.16 | $23.71 |
| Recreation Workers | 815 | 869 | 53 | 7% | 749 | 150 | $11.03 | $14.19 |
| **TOTAL** | **1,712** | **1,809** | **97** | **6%** | **1,551** | **310** | **$11.10** | **$19.18** |

*Source: EMSI 2019.2*

**SC-Monterey Sub-Region** includes Monterey, San Benito, 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 (September 2018 - August 2019)**

| Occupation | Bay Region | SC-Monterey |
| --- | --- | --- |
| Fitness Trainers and Aerobics Instructors | 3,147 | 92 |
| Recreation Workers | 2,878 | 142 |
| **Total** | **6,025** | **234** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Fitness Trainer Occupations for latest 12 months (September 2018 - August 2019)**

**Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Personal Trainer | 673 | Camp Director | 85 |
| Activities Assistant | 407 | Recreation Leader | 72 |
| Summer Camp Counselor | 338 | Fitness Specialist | 70 |
| Swim Instructor | 320 | Leader | 69 |
| Group Exercise Instructor | 270 | Recreation Assistant | 66 |
| Group Fitness Instructor | 219 | Assistant Camp Director | 66 |
| Pilates Instructor | 187 | Day Camp Counselor | 63 |
| Camp Counselor | 165 | Yoga Teacher | 48 |
| Fitness Instructor | 142 | Activity Leader | 46 |
| Group X Instructor | 127 | Exercise Specialist | 41 |
| Yoga Instructor | 109 | Activities Director | 41 |
| Activities Coordinator | 102 | Recreation Specialist | 40 |
| Personal Fitness Trainer | 94 | Recreation Coordinator | 39 |
| Fitness Trainer | 88 | Specialist, Atria | 37 |

**Table 4b. Top Job Titles for Fitness Trainer Occupations for latest 12 months (September 2018 - August 2019) SC-Monterey Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | SC-Monterey | Common Title | SC-Monterey |
| Activities Assistant | 25 | Recreation Leader | 4 |
| Recreation Assistant | 24 | Recreation Coordinator | 4 |
| Personal Trainer | 20 | Pilates Instructor | 4 |
| Fitness Advisor | 11 | Camp Counselor | 4 |
| Swim Instructor | 9 | Recreation Aid Nf | 3 |
| Fitness Instructor | 9 | Recreation Aid Golf | 3 |
| Activities Coordinator | 9 | Life Enrichment Manager | 3 |
| Group Fitness Instructor | 7 | Group X Instructor | 3 |
| Group Exercise Instructor | 7 | Day Camp Counselor | 3 |
| Fitness Attendant | 6 | Coordinator | 3 |
| Fitness Specialist | 5 | Yoga Instructor | 2 |
| Camp Director | 5 | Summer Camp Counselor | 2 |
| Bay, - Oncology - Multi Specialty Group | 5 | Recreation Specialist | 2 |
| Activities Director | 5 | Recreation Program Specialist | 2 |

*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 (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Fitness and Recreational Sports Centers (713940) | 10,377 | 11,579 | 12% | 37% |
| Local Government, Excluding Education and Hospitals (903999) | 5,090 | 5,116 | 1% | 18% |
| Civic and Social Organizations (813410) | 2,361 | 2,449 | 4% | 8% |
| Services for the Elderly and Persons with Disabilities (624120) | 1,081 | 1,308 | 21% | 4% |
| Nursing Care Facilities (Skilled Nursing Facilities) (623110) | 962 | 997 | 4% | 3% |
| All Other Amusement and Recreation Industries (713990) | 781 | 876 | 12% | 3% |
| Assisted Living Facilities for the Elderly (623312) | 541 | 598 | 11% | 2% |
| Sports and Recreation Instruction (611620) | 446 | 520 | 17% | 2% |
| Exam Preparation and Tutoring (611691) | 429 | 503 | 17% | 2% |
| Continuing Care Retirement Communities (623311) | 354 | 404 | 14% | 1% |
| Other Individual and Family Services (624190) | 337 | 389 | 15% | 1% |
| Fine Arts Schools (611610) | 334 | 386 | 16% | 1% |
| Golf Courses and Country Clubs (713910) | 318 | 330 | 4% | 1% |
| Hotels (except Casino Hotels) and Motels (721110) | 294 | 297 | 1% | 1% |
| Religious Organizations (813110) | 286 | 290 | 1% | 1% |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 273 | 278 | 2% | 1% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Fitness Trainer Occupations in Bay Region and SC-Monterey Sub-Region (September 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | SC-Monterey |
| 24 Hour Fitness | 460 | Atria Senior Living | 40 | YMCA | 19 |
| Galileo Learning | 280 | Plus One Health Management | 39 | In Shape Health Clubs Incorporated | 16 |
| YMCA | 241 | Steve Kates Camp | 38 | Salinas City Elementary | 14 |
| Exos | 177 | Jewish Community Center Of San Francisco | 38 | US Army | 13 |
| Bay Club | 76 | Active Sports Clubs | 37 | US Government | 9 |
| Sunrise Senior Living, Inc. | 74 | University California | 36 | Sunrise Senior Living, Inc. | 9 |
| Edventure More | 70 | Perfect Workout | 35 | 24 Hour Fitness | 8 |
| Equinox | 64 | Galileo | 30 | Hyatt | 7 |
| Athletes Performance, Inc | 62 | Salvation Army | 28 | Department Army | 7 |
| Plus One Health Management, Inc | 58 | Active Wellness | 26 | California State University | 6 |
| Adventures In Writing Camp | 56 | Los Gatos Swim Racquet Club | 25 | Pacific Companies | 5 |
| In Shape Health Clubs Incorporated | 52 | Kidztopros | 25 | Greenfield Union School District County | 5 |
| Marriott International Incorporated | 50 | Belmont Village Senior Living | 25 | US Navy | 4 |
| Boys & Girls Clubs Of America | 48 | City Concord | 24 | Mount Hermon Association, Inc | 4 |
| Avid4 Adventure | 48 | University Of California Berkeley | 22 | In Shape Health Clubs | 4 |
| Bay Club Incorporated | 46 | Brainvyne Lego & Money Camps | 22 | In Shape | 4 |
| Education Unlimited | 43 | Peninsula Jewish Community Center | 21 | Destination Hotels & Resorts | 4 |

*Source: Burning Glass*

# Educational Supply

There are 12 community colleges in the Bay Region issuing 38 awards on average annually (last 3 years) on TOP 0835.20 - Fitness Trainer. There are two colleges in the SC-Monterey Sub-Region issuing three (3) awards on average annually (last 3 years) on this TOP code.

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ unit | Certificate Low unit | Total |
| Cañada College | Mid-Peninsula | 1 | 1 |  | 2 |
| Chabot College | East Bay | - | 0 | 1 | 1 |
| College of San Mateo | Mid-Peninsula |  | 3 | - | 3 |
| Diablo Valley College | East Bay | 2 | 4 |  | 6 |
| Gavilan College | Santa Cruz - Monterey |  | 1 |  | 1 |
| Merritt College | East Bay |  |  | 2 | 2 |
| Mission College | Silicon Valley |  |  | 1 | 1 |
| Monterey Peninsula College | Santa Cruz - Monterey | 1 | 1 |  | 2 |
| Ohlone College | East Bay |  | 2 | 2 | 4 |
| Santa Rosa Junior College | North Bay | 2 | 5 | 5 | 12 |
| Solano College | North Bay | 1 |  |  | 1 |
| West Valley College | Silicon Valley |  | 3 | 0 | 3 |
| **Total Bay Region** | | **7** | **20** | **11** | **38** |
| **Total SC-Monterey Sub-Region** | | **1** | **2** | **0** | **3** |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 5,341 annual openings for the Fitness Trainer occupational cluster and 38 annual (3-year average) awards for an annual undersupply of 5,303 students. In the SC-Monterey Sub-Region, there is also a gap with 310 annual openings and 3 annual (3-year average) awards for an annual undersupply of 307 students. Even when only the demand for Fitness Trainers and Aerobics Instructors is used in the demand vs. supply analysis (and the demand for Recreation Workers is excluded) there is still an annual gap of about 2,741students in the Bay region and 158 students in the SC-Monterey Sub-Region.

# 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) | Monterey Peninsula College (All CTE Programs) | State (0835.20) | Bay (0835.20) | SC-Monterey (0835.20) | Monterey Peninsula College (0835.20) |
| % Employed Four Quarters After Exit | 74% | 78% | 61% | 71% | n/a | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $13,648 | $5,506 | $4,752 | n/a | n/a |
| Median % Change in Earnings | 46% | 29% | 36% | 13% | n/a | n/a |
| % of Students Earning a Living Wage | 63% | 71% | 34% | n/a | n/a | n/a |

*Source: Launchboard Pipeline (version available on 9/26/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Fitness Trainer Occupations in Bay Region (September 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Cardiopulmonary Resuscitation (CPR) | 2,489 | Automated External Defibrillator | 350 | Physiology | 132 |
| Teaching | 1,935 | Product Sales | 343 | Dementia knowledge | 130 |
| Customer Service | 1,070 | Budgeting | 327 | Record Keeping | 125 |
| Group Fitness | 855 | Employee Training | 301 | Social Media | 123 |
| Scheduling | 785 | Music | 290 | Conflict Management | 111 |
| Fitness | 753 | Customer Contact | 240 | Supervisory Skills | 108 |
| Cleaning | 507 | Administrative Functions | 237 | Public Speaking | 106 |
| Yoga | 470 | Zumba | 207 | Child Development | 105 |
| Aerobics | 443 | Sales | 200 | Customer Checkout | 105 |
| Lifting Ability | 415 | Exercise Programs | 173 | Newsletters | 103 |
| Client Base Retention | 409 | Child Care | 150 | Rehabilitation | 101 |
| Pilates | 395 | Assisted Living | 149 | Occupational Health and Safety | 100 |
| Staff Management | 384 | Lesson Planning | 149 | Fundraising | 96 |
| Faculty Training | 363 | Anatomy | 142 | Cooking | 94 |
| Educational Programs | 351 | Health Promotion Programs | 142 | Training Programs | 93 |

*Source: Burning Glass*

**Table 10. Certifications for Fitness Trainer Occupations in Bay Region (September 2018 - August 2019)**

Note: 59% 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 | 1,726 | Massage Therapist Certification | 20 |
| Driver's License | 513 | Food Handler Certification | 18 |
| Group Exercise Instructor | 361 | CDL Class B | 18 |
| Personal Fitness Trainer Certification | 244 | Certified Pilates Instructor | 17 |
| Certified Fitness Instructor | 114 | Athletic Trainer Certification | 17 |
| AFAA Certification | 77 | Project Management Certification | 16 |
| Water Safety Instructor | 60 | IT Infrastructure Library (ITIL) Certification | 14 |
| American Heart Association Certification | 53 | Exercise Science | 13 |
| CDL Class C | 39 | Certified Recreational Therapist | 13 |
| Certified Teacher | 32 | Certified Lifeguard | 13 |
| Ca License | 30 | Activity Director Certified (ADC) | 10 |
| Basic Life Saving (BLS) | 28 | Certified Strength and Conditioning Specialist | 9 |

*Source: Burning Glass*

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

Note: 55% 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 | 1,432 | 54% |
| Associate Degree | 273 | 10% |
| Bachelor’s Degree or Higher | 943 | 36% |

*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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