**** **Fitness Trainers and Aerobics Instructors**

**Labor Market Information Report**

**Foothill College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

June 2020

# Recommendation

Based on all available data, there appears to be an undersupply of Fitness Trainers and Aerobics Instructorscompared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara County). There is a projected annual gap of about 2,813 students in the Bay region and 689 students in the Silicon Valley Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1228.00- Athletic Training and Sports Medicine 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 Foothill College and in the region.

# Introduction

This report profiles Fitness Trainers and Aerobics Instructorsin the 12 county Bay region and in the Silicon Valley sub-region for a possible new Athletic Training and Sports Medicine program at Foothill College.

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| --- |
|  |
| * **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  | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Fitness Trainers and Aerobics Instructors |  14,244  |  15,910  | 1,665 | 12% |  14,162  |  2,832  | $14.97 | $25.58 |

*Source: EMSI 2020.1*

**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 Silicon Valley Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Fitness Trainers and Aerobics Instructors |  3,369  |  3,858  | 489 | 15% |  3,483  |  697  | $16.77 | $26.96 |

*Source: EMSI 2020.1*

**Silicon Valley Sub-Region** includes Santa Clara County

### Job Postings in Bay Region and Silicon Valley Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (May 2019 - April 2020)**

| Occupation | Bay Region | Silicon Valley |
| --- | --- | --- |
|  Fitness Trainers and Aerobics Instructors | 3,201 | 850 |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Fitness Trainers and Aerobics Instructors for latest 12 months (May 2019 - April 2020) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Personal Trainer | 615 | Certified Personal Trainer | 31 |
| Swim Instructor | 340 | Fitness Attendant | 27 |
| Group Fitness Instructor | 295 | Exercise Specialist | 27 |
| Group Exercise Instructor | 201 | Zumba Instructor | 24 |
| Pilates Instructor | 175 | Aquatics Coordinator | 21 |
| Fitness Trainer | 153 | Certified Personal Fitness Trainer | 19 |
| Fitness Instructor | 153 | Specialist, Entertainment And Recreation Industry | 14 |
| Yoga Instructor | 138 | Water Exercise Instructor | 12 |
| Group X Instructor | 137 | Water Aerobics Instructor | 11 |
| Fitness Specialist | 84 | Kickboxing Instructor | 11 |
| Personal Fitness Trainer | 78 | Trainer | 10 |
| Yoga Teacher | 63 | Lead Trainer | 10 |
| Recreation Specialist | 50 | Spin Instructor | 8 |
| Personal Fitness Manager | 47 | Coordinator | 8 |

**Table 4b. Top Job Titles for Fitness Trainers and Aerobics Instructors for latest 12 months (May 2019 - April 2020) Silicon Valley Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Silicon Valley | Common Title | Silicon Valley |
| Personal Trainer | 138 | Recreation Specialist | 8 |
| Swim Instructor | 125 | Fitness Attendant | 8 |
| Group Exercise Instructor | 103 | Exercise Specialist | 7 |
| Group Fitness Instructor | 57 | Boot Camp Instructor | 7 |
| Pilates Instructor | 50 | Personal Fitness Manager | 6 |
| Yoga Instructor | 46 | Certified Personal Trainer | 6 |
| Fitness Specialist | 25 | Swim Lifeguard/Instructor | 5 |
| Personal Fitness Trainer | 23 | Lead Trainer | 5 |
| Fitness Instructor | 23 | Birthday Party Coordinator | 5 |
| Group X Instructor | 22 | Tai Chi Instructor | 4 |
| Fitness Trainer | 20 | Spinning/Cycling Instructor | 4 |
| Yoga Teacher | 15 | Recreational Gymnastics Instructor | 4 |
| Zumba Instructor | 12 | Studio Wellness Advisor | 3 |
| Aquatics Coordinator | 9 | Part-Time Children's Instructor Opportunity | 3 |

*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 (2019) | Jobs in Industry (2022) | % Change (2019-24) | % Occupation Group in Industry (2019) |
| Fitness and Recreational Sports Centers (713940) | 9,271 | 10,457 | 13% | 65% |
| Civic and Social Organizations (813410) | 1,094 | 1,146 | 5% | 8% |
| All Other Amusement and Recreation Industries (713990) | 447 | 500 | 12% | 3% |
| Local Government, Excluding Education and Hospitals (903999) | 430 | 450 | 5% | 3% |
| Sports and Recreation Instruction (611620) | 344 | 400 | 16% | 2% |
| Exam Preparation and Tutoring (611691) | 337 | 394 | 17% | 2% |
| Fine Arts Schools (611610) | 261 | 303 | 16% | 2% |
| All Other Miscellaneous Schools and Instruction (611699) | 210 | 261 | 24% | 1% |

*Source: EMSI 2020.1*

**Table 6. Top Employers Posting Jobs for Fitness Trainers and Aerobics Instructors in Bay Region and Silicon Valley Sub-Region (May 2019 - April 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Silicon Valley |
| 24 Hour Fitness | 387 | Bay Club Incorporated | 23 | Exos | 84 |
| Exos | 168 | University California | 22 | 24 Hour Fitness | 82 |
| In Shape Health Clubs | 97 | City Sports Club | 22 | YMCA | 28 |
| In Shape | 64 | In Shape Health Clubs Incorporated | 21 | Los Gatos Swim Racquet Club | 16 |
| YMCA | 59 | Los Gatos Swim Racquet Club | 16 | Yogasix | 14 |
| Bay Club | 44 | My Gym Children's Fitness Center | 15 | Plus One Health Management | 14 |
| Equinox | 39 | Forma Gym | 15 | Bay Club | 13 |
| Plus One Health Management | 33 | Anytime Fitness | 15 | Kb Fitness Exercise Studio | 12 |
| Yogasix | 32 | Xponential Fitness | 14 | Flying Fish Swimming School | 11 |
| Trustmark Company | 31 | Crunch | 14 | Waterworks Swim School Waterworks Aquatics | 10 |
| Orangetheory Fitness | 28 | Waterworks Swim School Waterworks Aquatics | 13 | Villasport | 10 |
| Marriott International Incorporated | 28 | Fitness 19 | 13 | Trustmark Company | 10 |
| Crunch Fitness | 27 | American Swim Academy | 13 | California Sports Center | 10 |
| Active Sports Clubs | 27 | Umpqua Community College | 12 | City Sunnyvale | 9 |
| Perfect Workout | 25 | Salvation Army | 12 | Perfect Workout | 8 |
| Active Wellness | 25 | Kb Fitness Exercise Studio | 12 | Orangetheory Fitness | 8 |
| Planet Fitness | 24 | Super Soccer Stars | 11 | Forma Gym | 8 |

*Source: Burning Glass*

# Educational Supply

There are five (5) community colleges in the Bay Region issuing 18 awards on average annually (last 3 years ending 2018-19) on TOP 1228.00- Athletic Training and Sports Medicine. There are two colleges in the Silicon Valley Sub-Region issuing eight (8) awards on average annually (last 3 years) on this TOP code.

There is one (1) Other Educational Institution in the Bay Region issuing one (1) award on average annually (last 3 years ending 2016-17) on TOP 1228.00-Athletic Training and Sports Medicine. There are no Other Educational Institutions in the Silicon Valley Sub-Region Region issuing awards on this TOP code.

**Table 7a. Awards on TOP 1228.00-Athletic Training and Sports Medicine in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate Low Unit | Total |
| Diablo Valley | East Bay |  2  |  |  2  |
| Foothill | Silicon Valley |  2  |  |  2  |
| Ohlone | East Bay |  4  |  |  4  |
| Santa Rosa | North Bay |  4  |  |  4  |
| West Valley | Silicon Valley |  |  6  |  6  |
| **Total Bay Region** |  **12**  |  **6**  |  **18**  |
| **Total Silicon Valley Sub-Region** | **2** | **6** | **8** |

# Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

**Table 7b. Other Educational Institutions Awards on TOP 1228.00-Athletic Training and Sports Medicine in Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| **College** | **Sub-Region** | **Award < 1 academic yr** | **Total** |
| Gurnick Academy of Medical Arts | Mid-Peninsula | 1 | 1 |
| **Total Bay Region** | **1** | **1** |
| **Total Silicon Valley Sub-Region** | **0** | **0** |

# Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 2,832 annual openings for the Fitness Trainers and Aerobics Instructorsoccupational cluster and 19 annual (3-year average) awards for an annual undersupply of 2,813 students. In the Silicon Valley Sub-Region, there is also a gap with 697 annual openings and 8 annual (3-year average) awards for an annual undersupply of 689 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1228.00-Athletic Training and Sports Medicine**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | Foothill College (All CTE Programs) | State (1228.00) | Bay (1228.00) | Silicon Valley (1228.00) | Foothill College (1228.00) |
| % Employed Four Quarters After Exit | 74% | 77% | 62% | n/a | n/a | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $15,310 | $4,450 | n/a | n/a | n/a |
| Median % Change in Earnings | 46% | 82% | 64% | n/a | n/a | n/a |
| % of Students Earning a Living Wage | 63% | 76% | n/a | n/a | n/a | n/a |

*Source: Launchboard Pipeline (version available on 5/28/20)*

# Skills, Certifications and Education

**Table 9. Top Skills for Fitness Trainers and Aerobics Instructors in Bay Region (May 2019 - April 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Cardiopulmonary Resuscitation | 1,776 | Anatomy | 202 | Faculty Training | 82 |
| Teaching | 1,209 | Physiology | 178 | Fitness and Nutrition | 81 |
| Group Fitness | 865 | Customer Contact | 157 | Staff Management | 79 |
| Fitness | 702 | Health Promotion Programs | 145 | Onboarding | 60 |
| Yoga | 533 | Social Media | 144 | Injury Prevention | 49 |
| Customer Service | 510 | Sales | 138 | Newsletters | 47 |
| Scheduling | 453 | Exercise Programs | 137 | Rehabilitation | 47 |
| Pilates | 418 | Music | 137 | Point of Sale System | 43 |
| Lifting Ability | 365 | Cleaning | 130 | Public Speaking | 43 |
| Client Base Retention | 341 | Training Programs | 107 | Rowing | 43 |
| Aerobics | 337 | Basic Mathematics | 102 | Membership Sales | 42 |
| Product Sales | 270 | Training Packages | 101 | Performance Appraisals | 42 |
| Automated External Defibrillator | 267 | Budgeting | 86 | Repair | 42 |
| Zumba | 243 | Progress Reports | 84 | Occupational Health and Safety | 41 |
| Administrative Functions | 215 | Lesson Planning | 83 | Child Care | 40 |

*Source: Burning Glass*

**Table 10. Certifications for Fitness Trainers and Aerobics Instructors in Bay Region (May 2019 - April 2020)**

Note: 52% 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 | 1,194 | Athletic Trainer Certification | 14 |
| Personal Fitness Trainer Certification | 265 | Massage Therapist Certification | 13 |
| Group Exercise Instructor | 256 | Certified Lifeguard | 13 |
| AFAA Certification | 160 | Sports Medicine Certification | 11 |
| Driver's License | 99 | Basic Cardiac Life Support Certification | 11 |
| Certified Fitness Instructor | 94 | Certified Strength and Conditioning Specialist | 10 |
| American Heart Association Certification | 67 | CDL Class C | 9 |
| Water Safety Instructor | 42 | Certified Energy Manager | 8 |
| Basic Life Saving (BLS) | 36 | Bilingual Certification | 8 |
| Certified Teacher | 29 | Security Clearance | 6 |
| Certified Pilates Instructor | 24 | Certified Pool/Spa Operator | 4 |

*Source: Burning Glass*

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

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 | Percent 12 Mos. Postings |
| High school or vocational training | 846 | 70% |
| Associate Degree | 55 | 5% |
| Bachelor’s Degree or Higher | 298 | 25% |

*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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