**Fitness Trainers and Aerobics Instructors**

**Labor Market Information Report**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

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# Recommendation

Based on all available data included in this report, there appears to be a significant undersupply of Fitness Trainers and Aerobics Instructors compared to the demand for this occupation in the Bay region and the East Bay sub-region. The annual gap between demand and supply is about 2,280 in the region and about 612 in the East Bay sub-region. This undersupply warrants the addition of the proposed new Fitness Trainer program at Las Positas College.

This report also provides student outcomes data on employment and earnings for regional and sub-regional Fitness Trainer programs (TOP 0835.20) compared to other community colleges in the state with programs on TOP 0835.20. It is recommended that this data be reviewed to better understand how the regional and sub-regional student outcomes compare to other programs in the state.

# Introduction

This report profiles Fitness Trainers and Aerobics Instructors in the 12 county Bay Region and the East Bay Sub-Region (Alameda and Contra Costa counties) for a proposed new Fitness Trainer program at Las Positas 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.

*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 Aerobic Instructors (39-9031) in Bay Region and East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Region | Occupation | 2016 Jobs | 2021 Jobs | 5-Yr Change | 5-Yr % Change | 5-year Open-ings | Annual Open-ings | 10% Hrly Wage | Median Hrly Wage |
| Bay | Fitness Trainers and Aerobics Instructors | 12,340 | 13,616 | 1,276 | 10% | 11,575 | 2,315 | $10.41 | $21.47 |
| East Bay | Fitness Trainers and Aerobics Instructors | 3,398 | 3,709 | 311 | 9% | 3,131 | 626 | $10.66 | $20.59 |

*Source: EMSI 2017.3***Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties
**East Bay Sub-Region** includes Alameda and Contra Costa counties

### Job Postings in Bay Region and East Bay Sub-Region

**Table 2. Number of Job Postings by Occupation for latest 12 months (Nov. 2016 – Oct. 2017)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | East Bay |
| Fitness Trainers and Aerobics Instructors | 1,219 | 276 |

*Source: Burning Glass*

**Table 3. Top Job Titles for Fitness Trainers and Aerobics Instructors (39-9031) for latest 12 months (Nov. 2016 – Oct. 2017)**

|  |  |  |
| --- | --- | --- |
| Common Title | Bay Region | East Bay |
| Personal Trainer | 362 | 92 |
| Group Exercise Instructor | 245 | 65 |
| Swim Instructor | 78 | 21 |
| Group Fitness Instructor | 74 | 12 |
| Fitness Specialist | 72 | 10 |
| Pilates Instructor | 69 | 5 |
| Yoga Instructor | 43 | 4 |
| Fitness Instructor | 34 | 10 |

*Source: Burning Glass*

# Industry Concentration

**Table 4. Industries hiring Fitness Trainers and Aerobics Instructors in Bay Region**

|  |  |  |
| --- | --- | --- |
| Industry – 4 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2016) | % in Industry (2016) |
| Other Amusement and Recreation Industries (7139) | 8,413 | 68.2% |
| Civic and Social Organizations (8134) | 1,074 | 8.7% |
| Other Schools and Instruction (6116) | 965 | 7.8% |
| Local Government, Excluding Education and Hospitals (9039) | 376 | 3.0% |
| Individual and Family Services (6241) | 182 | 1.5% |
| Other Personal Services (8129) | 177 | 1.4% |
| Colleges, Universities, and Professional Schools (6113) | 118 | 1.0% |

*Source: EMSI 2017.3*

**Table 5. Top Employers Posting Jobs in Bay Region and East Bay for latest 12 months (Nov. 2016 – Oct. 2017)**

|  |  |  |  |
| --- | --- | --- | --- |
| Employer | Bay Region | Employer | East Bay |
| 24 Hour Fitness | 194 | 24 Hour Fitness | 85 |
| Athletes Performance, Inc | 84 | City Of Concord | 11 |
| Medifit Corporate Services | 72 | In Shape Health Clubs Incorporated | 11 |
| Accruepartners | 58 | American Swim Academy | 8 |
| In Shape Health Clubs Incorporated | 48 | Leisure Sports Hospitality | 8 |
| Exos | 36 | Leisure Sports Incorporated | 8 |
| Active Sports Clubs | 28 | Contra Costa Community College District | 6 |
| Crunch Fitness | 24 | Renaissance Club Sport | 6 |
| University Of California San Francisco | 17 | University Of California Berkeley | 6 |

*Source: Burning Glass*

# Educational Supply

On the supply side, there are 12 community colleges in the region issuing 35 awards annually on TOP 0835.20 - Fitness Trainer. There are 4 community colleges in the East Bay sub-region issuing 14 awards annually on this same TOP Code.

**Table 6. Fitness Trainer Programs on TOP 0835.20 in Bay Region or CIP 31.0507 Physical Fitness Technician**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | CC Headcount | Associate Degrees | Certificates or Other Credit Awards | Total Awards |
| Canada | Mid-Peninsula | on another TOP or n<10 | 2 | 1 | 3 |
| Diablo Valley | East Bay | 120 | 3 | 6 | 9 |
| Gavilan | Silicon Valley | on another TOP or n<10 | 0 | 2 | 2 |
| Laney | East Bay | on another TOP or n<10 | 0 | 0 | 0 |
| Merritt | East Bay | on another TOP or n<10 | 0 | 1 | 1 |
| Mission | Silicon Valley | 35 | 0 | 1 | 1 |
| Monterey | SC & Monterey | 2 | 1 | 1 | 2 |
| Ohlone | East Bay | on another TOP or n<10 | 0 | 4 | 4 |
| San Mateo | Mid-Peninsula | 77 | 0 | 4 | 4 |
| Santa Rosa | North Bay | 52 | 2 | 5 | 7 |
| Solano | North Bay | 507 | 2 | 0 | 2 |
| West Valley | Silicon Valley | 50 | 0 | 0 | 0 |
| **Total Bay Region** | **858** | **10** | **25** | **35** |
| **Total East Bay** | **120** | **3** | **11** | **14** |

# *Source: Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2015-16. Associate degrees and Certificates for Community Colleges is the annual average for 2014-17.

# Gap Analysis

The labor market gap is large in the Bay region for this occupation with annual openings of 2,315 and annual supply of 35 community college students. This represents an undersupply of about 2,280 students. In the East Bay sub-region, the gap is also significant, with annual openings of 626 and annual supply of 14 students. This represents an undersupply of about 612 students.

# Student Outcomes

Based on the information available in the CTE Launchboard, students taking courses on TOP code 0835.30 - Fitness Trainer in the Bay Region have slightly lower employment rates, median change in earnings, and attainment of a living wage than the statewide medians for those metrics.

* Students on this TOP code at Santa Rosa have the highest rate of employment in 2014-15 in the state.
* Students on this TOP code at Diablo Valley have the highest median wage gain in the state in 2014-15.

However, looking at outcomes data on this TOP code is difficult because a lot of courses are probably coded to the four-digit TOP 0835.00 - Physical Education. Therefore, the outcomes data for those students wouldn’t show up under TOP 0835.20 - Fitness Trainer. There are many courses on the TOP code for Physical Education with 49,847 students taking courses in the Bay Region in 2015-16. Therefore looking at outcomes for students taking courses on TOP 0835.00 would not help us determine the outcomes for the Fitness Trainer programs.

**Table 7. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0835.20 - Fitness Trainer at Bay Region Colleges**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **2014-15** | **Bay Region (All Programs)** | **State (0835.20)** | **Bay Region (0835.20)** | **East Bay Sub-Region (0835.20)** | **Top College in Bay Region (0835.20)** |
| % Employed Four Quarters After Exit | 68% | 63% | 66% | 54% | Santa Rosa | 92% |
| Median Earnings Two Quarters After Exit | $12,640 | $4,760 | $4,971 | $4,490 | Data not available because n<10 |
| Median % Change in Earnings | 37% | 25% | 17% | 89% | Diablo Valley | 89% |
| % of Students Earning a Living Wage | 51% | 29% | 26% | 24% | Data not available because n<10 |

# Skill & Certifications

**Table 8. Top Skills & Certifications for Fitness Trainers and Aerobics Instructors in the Bay Region (Nov 2016 – Oct 2017)**

Note: 43% 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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Skill** | **Latest 12 Mos. Postings** | **Skill** | **Latest 12 Mos. Postings** | **Certification** | **Latest 12 Mos. Postings** |
| Cardiopulmonary Resuscitation (CPR) | 497 | Aerobics | 109 | First Aid CPR AED | 451 |
| Teaching | 285 | NETA | 101 | Personal Fitness Trainer Certification | 239 |
| Instruction | 268 | Workshops | 94 |
| Scheduling | 232 | Client Base Retention | 93 | Group Exercise Instructor | 208 |
| Administrative Functions | 198 | Yoga | 82 | Nutrition Certification | 56 |
| Customer Service | 190 | Seminars | 82 | Exercise Science | 10 |
| Group Fitness | 159 | Automated External Defibrillator | 77 | Water Safety Instructor | 10 |
| Fitness | 151 | Product Sales | 77 | Step Certification | 5 |

*Source: Burning Glass*

**Table 8. Education Requirements in Bay Region**

Note: 64% 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** | **% of Total Postings indicating a degree level** |
| High school or vocational training | 263 | 60% |
| Associate Degree | 27 | 6% |
| Bachelor’s Degree or higher | 150 | 34% |

*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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