

# Personal Trainer Occupations

# Labor Market Information Report

# Diablo Valley College

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

**July 2021**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Personal Trainer workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa counties). There is a projected annual gap of about 1,941 students in the Bay region and 581 students in the East Bay Sub-Region.

## 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 Diablo Valley College and in the region.

This report profiles Personal Trainer Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new Personal Training Entrepreneurship program at Diablo Valley 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 Personal 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 | 14,114 | 12,277 | -1,836 | -13% | 11,909 | 1,985 | $18 | $28 |
| **Total** | **14,114** | **12,277** | **-1,837** | **-13%** | **11,909** | **1,985** | **$18** | **$28** |
| Source: EMSI 2021.2 | | | | | | | | |

**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 Personal 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 | 4,194 | 3,694 | -499 | -12% | 3,549 | 591 | $19 | $26 |
| **Total** | **4,194** | **3,694** | **-500** | **-12%** | **3,549** | **591** | **$19** | **$26** |
| Source: EMSI 2021.2 | | | | | | | | |

**East Bay Sub-Region includes:** Alameda and 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 (Jun 2020 - May 2021)**

| **Occupation** | **Bay Region** | **East Bay** |
| --- | --- | --- |
| Fitness Trainers and Aerobics Instructors | 1,881 | 593 |
| Source: Burning Glass | | |

**Table 4a. Top Job Titles for Personal Trainer Occupations for latest 12 months (Jun 2020 - May 2021) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Swim Instructor | 193 | Group Instructor | 26 |
| Personal Trainer | 146 | Fitness Coach Trainer | 22 |
| Group Fitness Instructor | 85 | Fitness Attendant | 20 |
| Fitness Trainer | 76 | Personal Trainer/Fitness Instructor | 18 |
| Pilates Instructor | 76 | Certified Personal Trainer | 17 |
| Fitness Instructor | 66 | Yoga Teacher | 17 |
| Yoga Instructor | 32 | Personal Fitness Trainer | 16 |
| Group Exercise Instructor | 29 | Entry Level Personal Fitness Trainer | 15 |
| Aquatic Specialist | 26 | Lifeguard/Swim Instructor | 14 |
| Source: Burning Glass | | | |

**Table 4b. Top Job Titles for Personal Trainer Occupations for latest 12 months (Jun 2020 - May 2021) East Bay Sub-Region**

| **Title** | **East Bay** | **Title** | **East Bay** |
| --- | --- | --- | --- |
| Swim Instructor | 70 | Fitness Coach Trainer | 11 |
| Fitness Trainer | 43 | Certified Personal Trainer | 7 |
| Personal Trainer | 43 | Personal Trainer/Coach | 7 |
| Group Fitness Instructor | 29 | Personal Training Manager | 7 |
| Fitness Instructor | 24 | Yoga Instructor | 7 |
| Pilates Instructor | 23 | Crossfit Trainer | 6 |
| Group Instructor | 14 | Lifeguard/Swim Instructor | 6 |
| Aquatic Specialist | 12 | Neuro Exercise Specialist | 6 |
| Personal Trainer/Fitness Instructor | 12 | Entry Level Personal Fitness Trainer | 5 |
| Source: Burning Glass | | | |

## Industry Concentration

**Table 5. Industries hiring Personal 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 2021.2 | | | | |

**Table 6. Top Employers Posting Personal Trainer Occupations in Bay Region and East Bay Sub-Region (Jun 2020 - May 2021)**

| **Employer** | **Bay** | **Employer** | **East Bay** |
| --- | --- | --- | --- |
| Galileo Learning | 47 | American Swim Academy | 27 |
| Svetness | 33 | Svetness | 15 |
| American Swim Academy | 28 | Galileo Learning | 15 |
| Orangetheory Fitness | 25 | Orangetheory Fitness | 12 |
| 24 Hour Fitness | 25 | 24 Hour Fitness | 9 |
| Crunch Fitness | 24 | Wired | 8 |
| Aqua Mobile Swim School | 22 | Stoneridge Creek Retirement Community | 8 |
| Sunsational Swim School | 21 | Planet Fitness | 8 |
| Best Buy | 21 | City Sports Club | 8 |
| Bay Club Incorporated | 19 | Sunsational Swim School | 7 |
| 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 1,985 annual openings for the Personal Trainer occupational cluster and 44 annual (3-year average) awards for an annual undersupply of 1,941 students. In the East Bay Sub-Region, there is also a gap with 591 annual openings and 10 annual (3-year average) awards for an annual undersupply of 581 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** | **Diablo Valley**  **All CTE Programs** | **State 0835.20** | **Bay 0835.20** | **East Bay 0835.20** | **Diablo Valley 0835.20** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to  Their Field of Study | 75% | 72% | 64% | 60% | N/A | N/A |
| Median Annual Earnings for SWP  Exiting Students | $44,575 | $34,637 | $23,494 | $27,692 | $25,032 | $19,887 |
| Median Change in Earnings for SWP  Exiting Students | 31% | 32% | 34% | 47% | 104% | 1% |
| Exiting Students Who Attained the  Living Wage | 52% | 39% | 34% | 40% | N/A | N/A |
| Source: Launchboard Strong Workforce Program from version 2017-18. | | | | | | |

## Skills, Certifications and Education

**Table 9. Top Skills for Personal Trainer Occupations in Bay Region (Jun 2020 - May 2021)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Cardiopulmonary Resuscitation (CPR) | 828 | Exercise Programs | 79 |
| Teaching | 747 | Faculty Training | 79 |
| Fitness | 500 | Lifting Ability | 75 |
| Cleaning | 418 | Training Programs | 70 |
| Customer Service | 398 | Zumba | 62 |
| Group Fitness | 389 | Anatomy | 60 |
| Yoga | 271 | Customer Checkout | 59 |
| Pilates | 218 | Membership Sales | 54 |
| Personal Protective Equipment (PPE) | 216 | Budgeting | 52 |
| Scheduling | 212 | Payroll Processing | 52 |
| Music | 128 | Health Checks | 50 |
| Sales | 127 | Aerobics | 47 |
| Social Media | 115 | Client Base Retention | 47 |
| Customer Contact | 99 | Educational Programs | 47 |
| Source: Burning Glass | | | |

**Table 10. Certifications for Personal Trainer Occupations in Bay Region (Jun 2020 - May 2021)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| First Aid Cpr Aed | 630 | Nutrition Certification | 11 |
| Personal Fitness Trainer Certification | 264 | American Heart Association Certification | 9 |
| Driver's License | 84 | Sports Medicine Certification | 7 |
| Group Exercise Instructor | 66 | Certified Strength and Conditioning Specialist | 7 |
| Certified Fitness Instructor | 52 | Certified Pilates Instructor | 7 |
| AFAA Certification | 40 | Exercise Science | 5 |
| Water Safety Instructor | 35 | Basic Life Saving (BLS) | 5 |
| Athletic Trainer Certification | 18 | Massage Therapist Certification | 4 |
| Bilingual Certification | 16 | Certified Pool/Spa Operator | 4 |
| Certified Teacher | 14 | Basic Cardiac Life Support Certification | 4 |
| Source: Burning Glass | | | |

*Note: 52% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.*

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

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 558 | 71% |
| Associate's degree | 16 | 2% |
| Bachelor's degree and higher | 216 | 27% |
| Source: Burning Glass | | |

*Note: 58% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.*

## 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

For more information, please contact:

• Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [leila@baccc.net](mailto:leila@baccc.net)

• John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544