



Fitness Trainer (TOP 0835.20)

November 2023

Prepared by the South Central Coast Center of Excellence for
Labor Market Research

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation – Fitness Trainer. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

Key Findings

- In the South Central Coast region, **the number of jobs related to Fitness Trainer are expected to increase** for Exercise Trainers and Group Fitness Instructors.
- Fitness Trainer is anticipated to experience a **low risk of automation** for Exercise Trainers and Group Fitness Instructors.
- In 2021 there were 606 regional completions in programs related to the occupation identified as aligned with Fitness Trainer and 753 openings, indicating an **undersupply**.
- Typical entry-level education is a **high school diploma or equivalent** for Exercise Trainers and Group Fitness Instructors.
- Completers of Fitness Trainer programs from the 2019-2020 academic year in the South Central Coast region had a **median annual wage upon completion of \$21,536**.
- 58% of students are **employed within a year** after completing a program.
- 31% of students **attained a living wage** within a year of completion.
- 73% of students were **part-time**, 13% **skill builders**, 35% **first-generation**, and 70% **economically disadvantaged**.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

There is one occupation in the standard occupational classification (SOC) system that was identified as related to Fitness Trainer for this analysis. The occupation title and description, as well as reported job titles, are included in Exhibit 1.

Exhibit 1 – Occupation, Description, and Sample Job Titles

SOC Code	Title	Description	Sample of Reported Job Titles
39-9031	Exercise Trainers and Group Fitness Instructors	Instruct or coach groups or individuals in exercise activities for the primary purpose of personal fitness. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills. Develop and implement individualized approaches to exercise.	Aerobics Instructor, Fitness Instructor, Fitness Specialist, Fitness Technician, Fitness Trainer, Group Exercise Instructor, Group Fitness Instructor, Personal Trainer, Private Trainer, Yoga Instructor

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Fitness Trainer are expected to increase for Exercise Trainers and Group Fitness Instructors.

Exhibit 2 – Five-Year Projections for Fitness Trainer in the South Central Coast Region

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change
39-9031	Exercise Trainers and Group Fitness Instructors	2,817	2,955	138	5%

Source: Lightcast™ Analyst 2022

Earnings

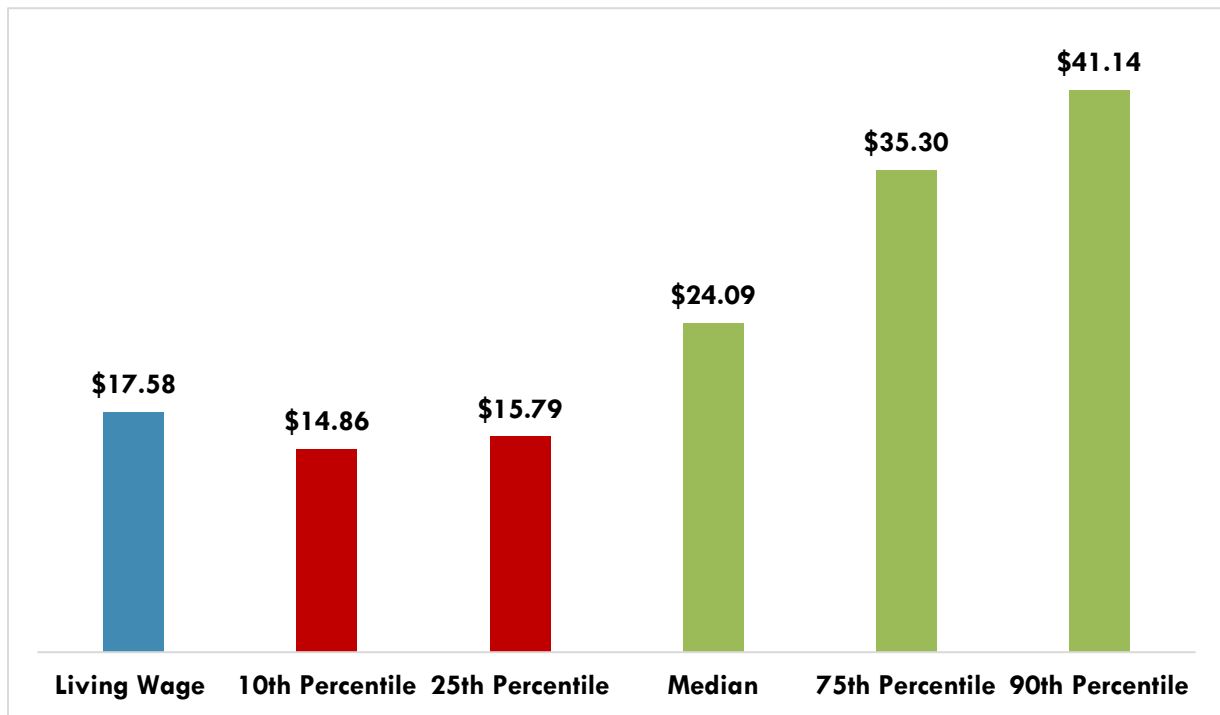
Exhibit 3 contains hourly wages and annual average earnings for this occupation. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings are represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Fitness Trainer in the South Central Coast Region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
39-9031	Exercise Trainers and Group Fitness Instructors	\$15.79	\$24.09	\$35.30

Source: Lightcast™ Analyst 2022

Exhibit 3b – Earnings for Fitness Trainer in the South Central Coast Region



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Lightcast™ Analyst 2022

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for the occupation relevant to the field of study. Employer job postings are consulted to understand who is looking for professionals in a given field, and what they are looking for in potential candidates. To identify job postings related to Fitness Trainer the following standard occupational classification was used:

21-1093 Exercise Trainers and Group Fitness Instructors

Top Occupations

In 2022, there were 734 employer postings for the occupation related to Fitness Trainer.

Exhibit 4 – Top Occupations by Job Postings

SOC Code	Occupation	Job Postings, Full Year 2022
39-9031	Exercise Trainers and Group Fitness Instructors	734

Source: Lightcast™ Analyst 2022

Exhibit 4b – Top Occupations and Risk of Automation

SOC Code	Occupation	Risk of Automation
39-9031	Exercise Trainers and Group Fitness Instructors	Low

Source: Lightcast™ Analyst 2022

Top Titles

The top job titles for employers posting ads for jobs related to Fitness Trainer are listed in Exhibit 5. Personal Trainers is mentioned as the job title in 13% of all relevant job postings (84 postings).

Exhibit 5 – Job Titles

Title	Job Postings, Full Year 2022
Personal Trainers	84
Swim Instructors	63
Group Exercise Instructors	52
Group Fitness Instructors	37
Fitness Instructors	36

Source: Lightcast™ Analyst 2022

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Fitness Trainer field. The top employer posting job ads was YMCA. The top worksite cities for this occupation were Santa Barbara, Santa Clarita, Thousand Oaks, Simi Valley, and San Luis Obispo.

Exhibit 6 – Top Employers (n=734)

Employer	Job Postings, Full Year 2022
YMCA	69
Crunch	27
Equinox	23
Gold's Gym	23
24 Hour Fitness	23

Source: Lightcast™ Analyst 2022

Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Fitness Trainer. Group Exercise Instruction is the most sought-after specialized skill for employers, followed by Cardiopulmonary Resuscitation (CPR) and Pilates. Communications, Teaching, and Customer Service were the most requested baseline skills. Equinox (OSGi), Microsoft Excel, and Software Systems were the most commonly requested software and programming skills.

Exhibit 7 – Specialized Skills (n= 1,597)

Skills	Job Postings, Full Year 2022
Group Exercise Instruction	116
Cardiopulmonary Resuscitation (CPR)	90
Pilates	73
Strength Training and Conditioning	70
Zumba	67
Fitness Training	67
Yoga	62
Exercise Program	59
Exercise Science	52
Lifeguarding	48
Kinesiology	48
Anatomy	46
Lesson Planning	46
Pediatrics	36
Instructing	33

Source: Lightcast™ Analyst 2022

Exhibit 7b – Baseline Skills (n= 2,423)

Skills	Job Postings, Full Year 2022
Communications	245
Teaching	230
Customer Service	177
Management	116
Sales	101
Coaching	76
Energetic	70
Enthusiasm	70
Operations	65
Writing	63

Source: Lightcast™ Analyst 2022

Exhibit 7c – Software and Programming Skills (n= 113)

Skills	Job Postings, Full Year 2022
Equinox (OSGi)	23
Microsoft Excel	19
Software Systems	16
Microsoft PowerPoint	11
Microsoft Word	9
Microsoft Outlook	8
Microsoft Office	5
Google Calendar	4
Zoom	2
Human Resources Information System (HRIS)	2

Source: Lightcast™ Analyst 2022

Industry Concentration

Exhibit 8 shows the industries with the most Fitness Trainer postings in the South Central Coast region. Note: 40% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 8 – Industries Employing the Most in the Fitness Trainer Field, 2022

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Arts, Entertainment, and Recreation	192	44%
Health Care and Social Assistance	86	20%
Educational Services	67	15%
Accommodation and Food Services	26	6%
Public Administration	16	4%

Source: Lightcast™ Analyst 2022

Certifications

Exhibit 9 lists the most in-demand certifications in the Fitness Trainer field. The top requested certification in job postings was Cardiopulmonary Resuscitation (CPR) Certification.

Exhibit 9 – Certifications (n= 1,124)

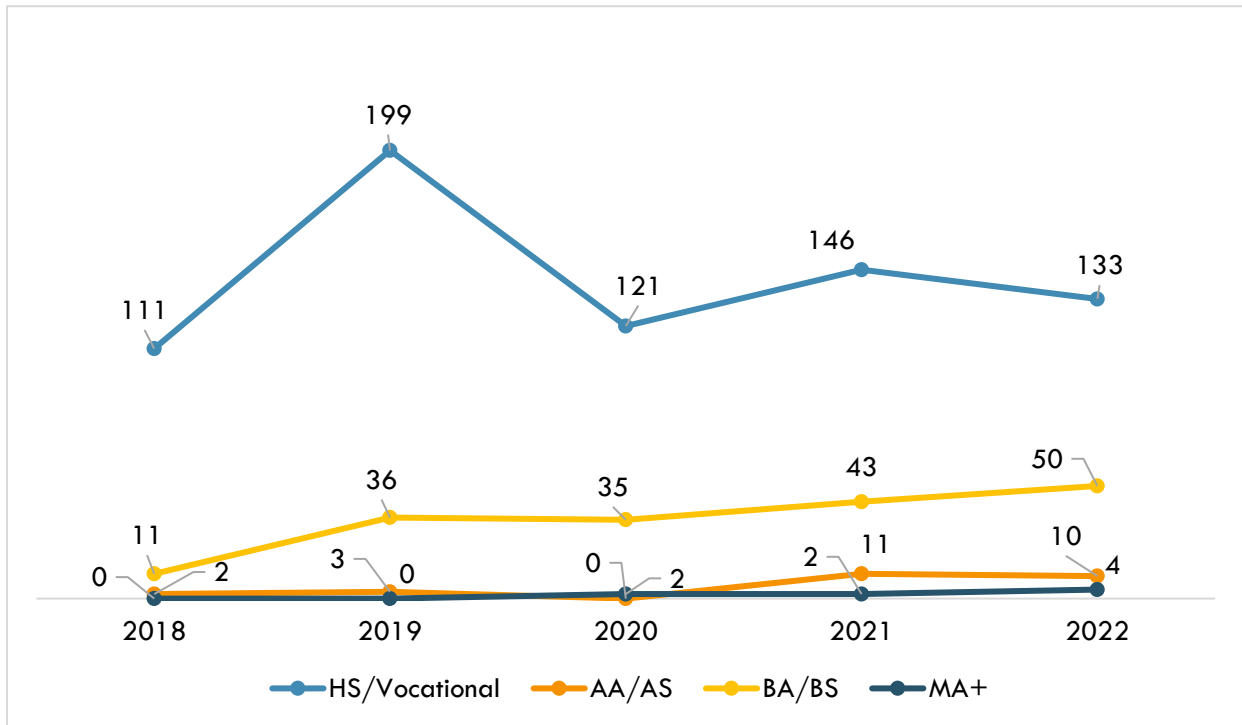
Certifications	Job Postings, Full Year 2022
Cardiopulmonary Resuscitation (CPR) Certification	265
Automated External Defibrillator (AED) Certification	212
First Aid Certification	153
Personal Trainer Certification	117
Athletics And Fitness Association of America (AFAA) Certification	70

Source: Lightcast™ Analyst 2022

Job Postings - Minimum Educational Attainment Over Time

Exhibit 10 displays the change in job advertisements over the last five years for Fitness Trainer, according to the minimum advertised education. In 2022, there were 197 total job ads posted with a minimum advertised education, with 133 of them requiring a high school diploma or vocational training.

Exhibit 10 – Educational Demand, Minimum Advertised



Source: Lightcast™ Analyst 2022

Job Postings – Proportion of Job Postings by Minimum Educational Attainment Required

To gauge employer preference for candidates with particular education levels, the proportion of job postings by minimum advertised education appears in Exhibit 11. Employers posting job ads for Fitness Trainer have frequently sought candidates with a high school diploma or vocational training.

Exhibit 11 – Occupational Demand by Education, Minimum Advertised

Minimum Education Requirement	2018	2019	2020	2021	2022
HS Diploma / Vocational Training	90%	84%	77%	72%	68%
Associate Degree	2%	1%	0%	5%	5%
Bachelor’s Degree	8%	15%	22%	21%	25%
Graduate Degree	0%	0%	1%	1%	2%

Source: Lightcast™ Analyst 2022

Education and Training

Exhibit 12 shows the typical entry-level education requirement for the occupation of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 12 – Education and Training Requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
39-9031	Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent	Short-term on-the-job training

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 606 regional completions (2021) and 753 regional openings (2021) in the South Central Coast region aligned with programs related to the occupation in this report.

Exhibit 13 – Completions and Openings

10 Regional Institutions had Related Programs (2021)	606 Regional Completions (2021)	753 Annual Openings (2021)
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Source: Lightcast™ Analyst 2022

Related Programs

CIP Code	Program	Completions (2021)
31.0501	Sports, Kinesiology, and Physical Education/Fitness, General	453
31.0507	Physical Fitness Technician	133
31.0504	Sport and Fitness Administration/Management	20

Source: Lightcast™ Analyst 2022

CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to Fitness Trainer in the South Central Coast region.

Exhibit 14 – CCC and Non-CCC Awards the South Central Coast, 2021

CCC Programs	Completers
College of the Canyons	328
Moorpark College	16
Antelope Valley College	3
Cuesta College	3
Santa Barbara City College	2
Allan Hancock College	0
Non-CCC Programs	Completers
International Sports Sciences Association	127
Cal Poly San Luis Obispo	108
University of Antelope Valley	19
UC Santa Barbara	0

Source: Lightcast™ Analyst 2022

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the regional Fitness Trainer Programs (TOP: 0835.20) for the 2019-2020 academic year.

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- 58% of students are **employed within a year** after completing a program.
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Sources

O*Net Online, Lightcast™ Analyst 2022, MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to Fitness Trainer. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.