



## **Fitness Trainer (TOP 0835.20): Fitness Leadership & Performance Specialist**

**July 2024**

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

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### **Program Recommendation**

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Fitness Trainer (Fitness Leadership and Performance Specialist). 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 that align with the occupations:

- Health Education Specialists
- Athletic Trainers
- Exercise Trainers and Group Fitness Instructors

### **Key Findings**

- In 2022, there were 3,324 jobs for athletic trainers and related occupations in the South Central Coast Region.
- This number is expected to increase by 14% through 2027.
- Projections show approximately 712 annual openings in the region. There were 129 awards conferred in relevant programs, indicating an undersupply.
- According to the Bureau of Labor Statistics, Health Education Specialists and Athletic Trainers typically require a bachelor's degree. Exercise Trainers and Group Fitness Instructors typically require a high school diploma or equivalent.

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<sup>1</sup> 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 are three occupations in the standard occupational classification (SOC) system that were identified for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

**Exhibit 1 – Occupations, Descriptions, and Sample Job Titles**

SOC Code	Title	Description	Sample of Reported Job Titles
21-1091	<b>Health Education Specialists</b>	Provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Use data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May link health systems, health providers, insurers, and patients to address individual and population health needs. May serve as resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs.	Certified Diabetes Educator, Clinical Instructor, Community Health Consultant, Education Coordinator, Health Education Coordinator, Health Education Specialist, Health Educator, Health Promotion Specialist, Public Health Educator, Public Information Officer
29-9091	<b>Athletic Trainers</b>	Evaluate and treat musculoskeletal injuries or illnesses. Provide preventive, therapeutic, emergency, and rehabilitative care.	Athletic Instructor, Athletic Lecturer, Athletic Trainer, Certified Athletic Trainer, Personal Trainer, Resident Athletic Trainer, Women's Athletic Trainer
39-9031	<b>Exercise Trainers and Group Fitness Instructors</b>	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 for athletic trainers and related occupations is expected to increase 14% through 2027. Approximately 712 annual openings are expected through 2027.

**Exhibit 2 – Five-Year Projections for Athletic Trainers and related Occupations in the South Central Coast Region**

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
21-1091	Health Education Specialists	332	382	50	15%	48
29-9091	Athletic Trainers	137	181	44	32%	20
39-9031	Exercise Trainers and Group Fitness Instructors	2,855	3,229	374	13%	644
	<b>TOTAL</b>	<b>3,324</b>	<b>3,792</b>	<b>468</b>	<b>14%</b>	<b>712</b>

Source: Lightcast™ Analyst 2024

## Earnings

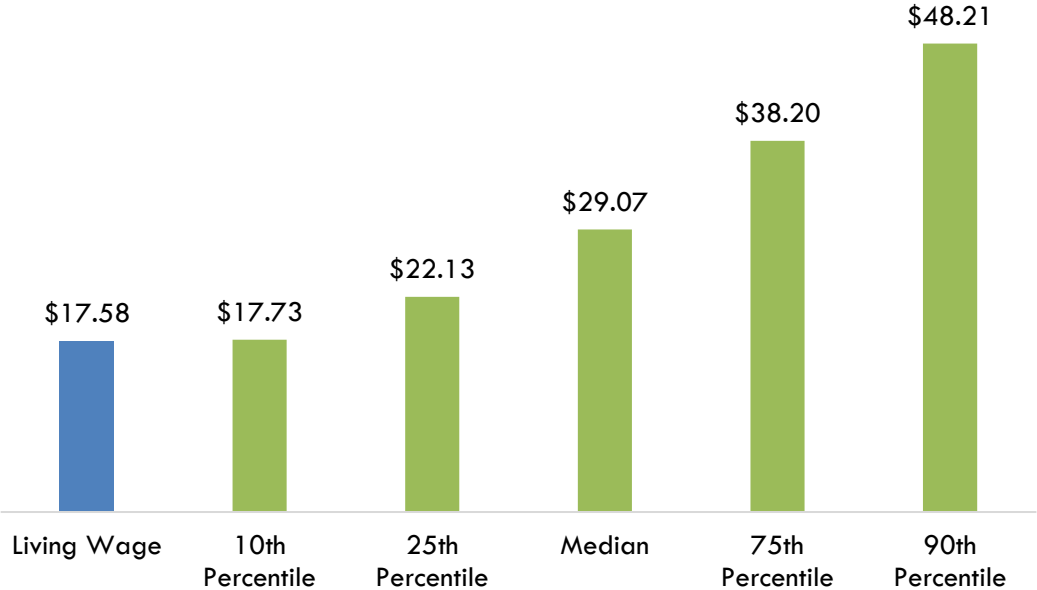
Exhibit 3 contains hourly wages for the occupations of interest. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Athletic Trainers and related Occupations in the South Central Coast Region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
21-1091	Health Education Specialists	\$23.41	\$29.52	\$40.36
29-9091	Athletic Trainers	\$26.14	\$32.18	\$39.09
39-9031	Exercise Trainers and Group Fitness Instructors	\$16.85	\$25.52	\$35.14

Source: Lightcast™ Analyst 2024

**Exhibit 3b – Earnings for Athletic Trainers and related Occupations  
in the South Central Coast Region**



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Lightcast™ Analyst 2024

## 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 occupations 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 relevant job postings, the following occupations were used:

21-1091	Health Education Specialists
29-9091	Athletic Trainers
39-9031	Exercise Trainers and Group Fitness Instructors

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## Top Occupations

Over the past 12 months (July 2023 to June 2024), there have been 953 employer job postings for Athletic Trainers and related occupations.

**Exhibit 4 – Job Postings by Occupation**

SOC Code	Occupation	Job Postings, Last 12 months
39-9031	Exercise Trainers and Group Fitness Instructors	659
21-1091	Health Education Specialists	242
29-9091	Athletic Trainers	52
	<b>Total</b>	<b>953</b>

Source: Lightcast™ Analyst 2024

## Top Titles

The top job titles for employers posting ads for Athletic Trainers and related occupations are listed in Exhibit 5.

**Exhibit 5 – Job Titles**

Title	Job Postings, Last 12 months
Group Exercise Instructors	49
Group Fitness Instructors	45
Pilates Instructors	42
Personal Trainers	40
Fitness Trainers	38
Yoga Instructors	37
Fitness Instructors	26
Mental Health Workers	22
Athletic Trainers	21
Health and Fitness Managers	20

Source: Lightcast™ Analyst 2024

**Top Employers**

Exhibit 6 lists the major employers hiring professionals in the field of interest. The top employer posting job ads was YMCA. The top worksite cities for these jobs were Santa Barbara, Thousand Oaks, and Oxnard.

**Exhibit 6 – Top Employers**

<b>Employer</b>	<b>Job Postings, Last 12 months</b>
YMCA	80
Gold's Gym	45
Crestwood Behavioral Health	26
24 Hour Fitness	25
Planet Fitness	19
LA Fitness	12
Crunch Fitness	12
UFC Gym	12

Source: Lightcast™ Analyst 2024

## Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Athletic Trainers. Athletic Training is the most sought-after specialized skill for employers. Communication was the most requested baseline skill. Microsoft Excel was the most requested software and programming skill.

**Exhibit 7 – Specialized Skills**

Skills	Job Postings, Last 12 months
Athletic Training	279
Group Exercise Instruction	223
Kinesiology	203
Exercise Science	170
Adult Cardiopulmonary Resuscitation (CPR)	104
Pilates	88
Cardiopulmonary Resuscitation (CPR)	77
Yoga	63
Strength Training and Conditioning	56
Anatomy	56

Source: Lightcast™ Analyst 2024

**Exhibit 7b – Baseline Skills**

Skills	Job Postings, Last 12 months
Communication	372
Customer Service	233
Coordinating	227
Teaching	196
Advising	178
Sales	142
Planning	105
Management	103
Writing	90
Professionalism	89

Source: Lightcast™ Analyst 2024

**Exhibit 7c – Software and Programming Skills**

<b>Skills</b>	<b>Job Postings, Last 12 months</b>
Microsoft Excel	23
Microsoft Office	20
Microsoft PowerPoint	17
Project Management Software	13
Microsoft Outlook	13
Zoom (Video Conferencing Tool)	12
Google Workspace	12
Build Tools	11

Source: Lightcast™ Analyst 2024

**Education and Training**

Exhibit 8 shows the typical entry-level education requirement for Athletic Trainers and related occupations along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 8 – Education and Training Requirements**

<b>SOC</b>	<b>Occupation</b>	<b>Typical entry-level education</b>	<b>Typical on-the-job training</b>
21-1091	Health Education Specialists	Bachelor's degree	None
29-9091	Athletic Trainers	Bachelor's degree	None
39-9031	Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent	Short-term

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



### Regional Completions and Openings

Between 2020 and 2023, there were 129 awards (26 community college and 103 non-community college awards) conferred in the South Central Coast region aligned with the programs that have historically trained for the occupations of interest.

**Exhibit 9 – Three-Year Average of Awards Conferred in the Region**

TOP/CIP Code	Program	3-Year Average (2020-2023)
0835.20	Fitness Trainer	19
0835.60	Coaching	1
1228.00	Athletic Training and Sports Medicine	6
31.0504	Sport and Fitness Administration/Management	1
31.0507	Physical Fitness Technician	102
51.0913	Athletic Training/Trainer	-
	<b>Average</b>	<b>129</b>

Source: Datamart and IPEDS

### CCC Awards

Exhibit 10 shows the average number of awards granted by community colleges within programs historically dedicated to training for Athletic Trainers and related occupations.

**Exhibit 10 – CCC Awards in the South Central Coast Region, 2020-2023 Average**

CCC Programs	3-Year Average
Moorpark	13
Canyons	8
Antelope Valley	2
Cuesta	2
Allan Hancock	1

Source: DataMart

**Sources**

O\*Net Online, Lightcast™ Analyst 2024, 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 Athletic Trainers and related occupations. 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.