

# Labor Market Analysis for: 0835.20 Fitness Trainer

Inland Empire/Desert Center of Excellence, December 2024

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## Summary

<b>Program LMI Endorsement</b>	All LMI Criteria Met	<b>Some LMI Criteria Met (Proceed with Caution)</b>	LMI Criteria NOT Met
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Program LMI Endorsement Criteria		
<b>Supply Gap</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<i>Comments: There is projected to be 978 annual job openings throughout the Inland Empire/Desert region, which is more than the 15 annual average awards conferred by educational institutions over the last 3 years. Supply data includes both community college awards (15) and non-community college awards (0).</i>	
<b>Living Wage</b>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments: All (100%) of annual job openings for this occupation have entry-level hourly wages below the IE/D living wage of 20.42.<sup>1</sup></i>	
<b>Education</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<i>Comments: Most job postings for target occupations require a high school diploma or equivalent (78%). See Exhibits 8 and 9 for more details.</i>	

The Inland Empire/ Desert (IE/D) Center of Excellence for Labor Market Research (IE/D COE) reviewed the following occupation to prepare this report:

- Middle-Skill (typically require training/education above a HS diploma but less than a bachelor’s degree)
  - Exercise Trainers and Group Fitness Instructors (39-9031)

## Summary of findings

### Demand

- The number of jobs related to the middle-skill occupation is projected to increase 14% through 2028, with 978 annual job openings (new and replacement jobs).
- Hourly entry-level wages for the occupation are below living wage at the 25<sup>th</sup> percentile hourly wage, estimated to be \$16.27 in IE/D.
- There were 498 online job postings from 93 employers over the past 12 months with the highest postings for personal trainers and fitness trainers.
- Most job postings for target occupations require high school diploma or equivalent (78%), followed by bachelor’s degree (17%), associate degree (3%), and above a bachelor’s degree (2%).

### Supply

- On average, there were 15 annual awards conferred by educational institutions over the last 3 years in related fields: 15 from community colleges and 0 from other institutions (e.g., 4-year universities, private schools).
- IE/D community college students that exited these programs in the 2021-22 academic year earned a median annual wage of \$30,236 (\$14.53 per hour).
- In California, 67% of students that exited their program in 2021-22 reported that they are working in a job closely related to their field of study. Due to a lack of student exit data in the most recent academic year this metric cannot be determined for the IE/D region.
- Community college programs play an important role diversifying the talent pipeline in these occupations. Most IE/D professionals in Fitness Trainer occupations are Hispanic/Latino or White (73%), “early career” or “mid-career” age category (64%), and female (58%). Most community college students in related programs are Hispanic/Latino (75%), “pre-career/college” age category (56%), and female (73%).

<sup>1</sup> The [UW self-sufficiency standard](#) is currently used by the CO and other COEs, the self-sufficiency standard was last updated by UW in 2024. To provide an alternative perspective, the COE will provide an alternative living wage calculation from MIT in the analysis below as an additional reference point. MIT estimates, the living wage for an adult with no kids living in 2024 is \$26.30 in Riverside County and \$25.17 in San Bernadino County.

## Introduction

California Community College Fitness Trainer (TOP 0835.20) programs prepare students for employment in the preparation for training occupations in fitness and health, such as fitness specialists, aerobics or movement instructor, and human performance technician (Taxonomy of Programs, 2023). The knowledge, skills, and abilities trained by Fitness Trainer programs lead to employment in occupations related to physical fitness.

## Job Demand

In 2023, there were 4,392 jobs in occupations related to physical fitness in the IE/D region. Regional employment for this occupation group is projected to increase by 14% through 2028 with 978 job openings projected annually. Exhibit 1 displays the job count, five-year projected job growth, and job openings in the region.

**Exhibit 1. Five-year projections for occupations related to physical fitness, IE/D Region, 2023-2028**

Occupation	SOC	2023 Jobs	2028 Jobs	2023 - 2028 % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Exercise Trainers and Group Fitness Instructors	39-9031	4,392	5,001	14%	4,892	978

SOURCE: LIGHTCAST 2024.3

## Job Postings

The following analysis for occupations related to physical fitness using online job posting data.

**Important note:** The data produced in this section were generated by leveraging online job posting data sourced from Lightcast, which is the labor market analytics software tool COEs use to produce these briefs. The job posting data is collected from scraping online job boards such as LinkedIn, Indeed, Glassdoor and many others. The process Lightcast uses to assemble this data does have some limitations due to methods that recruitment professionals sometimes use (e.g., posting one job to fill multiple positions). For example, the number of jobs posted is not necessarily the same as the number of job vacancies.<sup>2</sup> While not perfect, Lightcast leverages machine learning and other AI technologies to enrich, deduplicate and aggregate this information to make it a meaningful dataset.

Exhibit 2 displays the number of job ads posted for occupations related to physical fitness over the last 12 months and the median posting duration. Over the previous 12 months, there were 498 unique job postings for occupations related to physical fitness in the region from 93 employers.

**Exhibit 2. Job ads and posting duration, IE/D Region, Dec 2023 – Nov 2024**

Job Title	Job Ads	Median Posting Duration
Exercise Trainers and Group Fitness Instructors	498	29 days

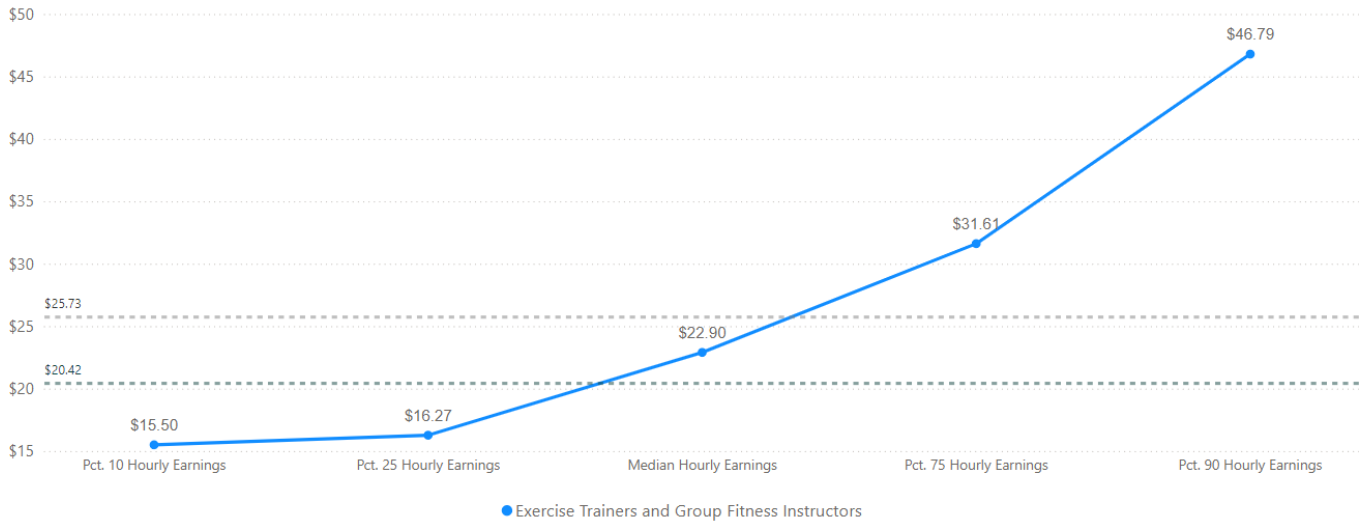
SOURCE: LIGHTCAST 2024.3

<sup>2</sup> "Job Posting Analytics (JPA) Methodology." Lightcast Knowledge Base, <https://kb.lightcast.io/en/articles/6957446-job-posting-analytics-jpa-methodology>

# Earnings

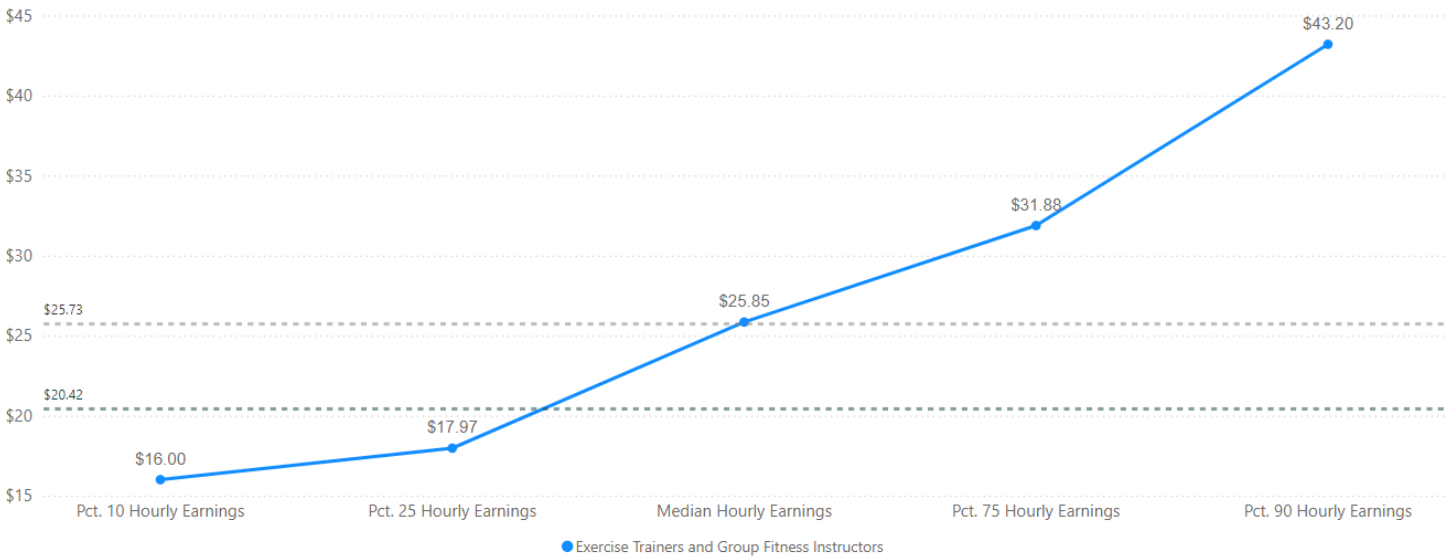
Exhibit 3a displays the hourly earnings for the occupation related to physical fitness and Exhibit 3b displays the hourly earnings for job postings of the same occupation and compares both to the UW Self-Sufficiency Standard for the IE/D of \$20.42<sup>3</sup> and the MIT IE/D living wage of \$25.73.<sup>4</sup> The living wage criteria is determined by using the data in Exhibit 3a but Exhibit 3b is also shown to provide regional context using job posting data.

**Exhibit 3a. Projected hourly earnings by percentile, IE/D Region, 2023**



SOURCE: LIGHTCAST 2024.2

**Exhibit 3b. Hourly earnings of job postings by percentile, IE/D Region, Dec 2023 – Nov 2024**



SOURCE: LIGHTCAST 2024.2

All projected entry-level earnings (that is, the earnings of the lowest paid 25% of employees in the IE/D) were not above the UW Self-Sufficiency Standard for the IE/D (see Exhibit 3a). The occupation listed was also below the MIT living wage for an adult with no children (\$25.73) in projected entry-level earnings (see Exhibit 3a).

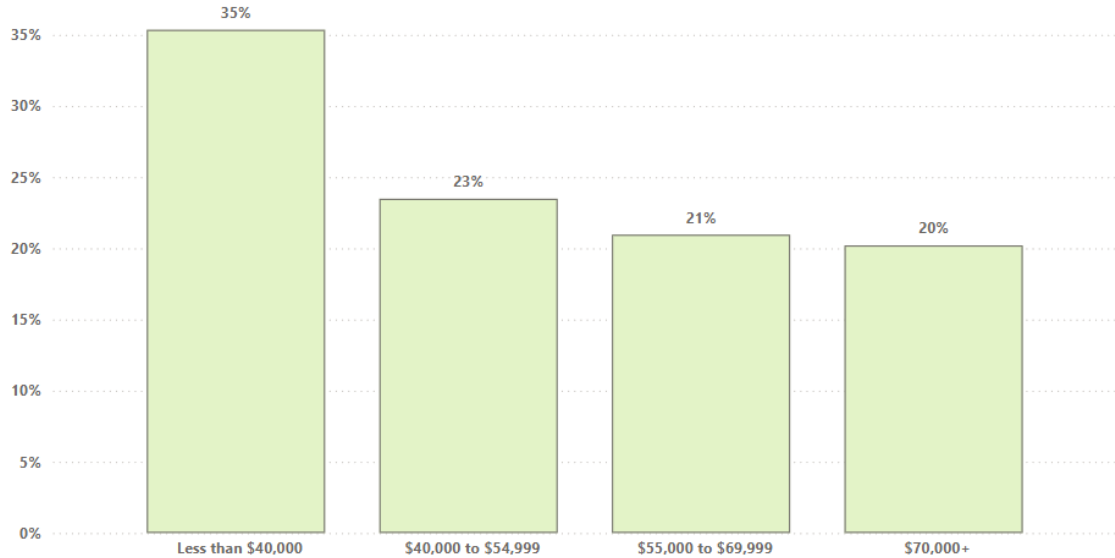
<sup>3</sup> The [UW self-sufficiency standard](#) is currently used by the CO and other COEs, the self-sufficiency standard was last updated by UW in 2024. To provide an alternative perspective, the COE will provide an alternative living wage calculation from MIT in the analysis below as an additional reference point. MIT estimates, the living wage for an adult with no kids living in 2024 is \$26.30 in Riverside County and \$25.17 in San Bernadino County.

<sup>4</sup> *ibid.*

## Advertised Salary from Online Job Ads

Exhibit 4 displays the regional online advertised salaries for the occupations related to physical fitness over the last 12 months. The salary information of online job ad data suggests most employers (58%) advertise an annual salary less than or equal to \$54,999 (\$26.44 per hour).

**Exhibit 4. Online advertised salaries for occupations related to physical fitness, IE/D Region, Dec 2023 – Nov 2024**



SOURCE: LIGHTCAST 2024.3

## Online Job Advertisements: top job titles, skills, education & work experience.

Exhibit 5 displays the job titles most frequently used in job postings for the occupations related to physical fitness over the last 12 months. Assessing the top advertised job titles may provide insight into the types of positions sought by employers.






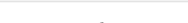




**Exhibit 5. Most frequently used job titles in job ads, IE/D Region, Dec 2023 – Nov 2024**

Job Title	Unique Postings
Personal Trainers	64
Fitness Trainers	46
Fitness Instructors	43
Personal Training Managers	23
Group Fitness Instructors	22
Group Exercise Instructors	19
Yoga Instructors	15
Pilates Instructors	12
Certified Pilates Instructors	10
Certified Fitness Trainers	9

SOURCE: LIGHTCAST 2024.3

Exhibit 6 displays the employers posting the most job ads for this occupational group during the last 12 months. Showing employer names can provide insight into where students may find employment after completing a program and may inform job development and other employer engagement targets for faculty and staff involved in related programs. “LA Fitness” and “24 Hour Fitness” had the highest unique job posts for this occupational group in the last 12 months. Posting intensity is the ratio of total job posts to unique job posts which are deduplicated. A higher posting intensity can represent the level of effort and activity the organization is putting into hiring for that position. The following report comes directly from Lightcast’s Job Posting Analytics dashboard.

**Exhibit 6. Employers posting the most job ads, IE/D Region, Dec 2023 – Nov 2024**

Company	Total/Unique (Dec 2023 - Nov 2024)	Posting Intensity	Median Posting Duration
LA Fitness	237 / 86	3 : 1 	22 days
24 Hour Fitness	143 / 52	3 : 1 	38 days
Chuze Fitness	19 / 14	1 : 1 	25 days
The Camp Transformation Center	29 / 13	2 : 1 	21 days
Planet Fitness	33 / 13	3 : 1 	38 days
Kev's Gym	29 / 12	2 : 1 	12 days
Coachella Fitness Concepts	11 / 11	1 : 1 	17 days
Gold's Gym	24 / 11	2 : 1 	38 days
UFC Gym	33 / 11	3 : 1 	55 days
Emh Sports	13 / 8	2 : 1 	39 days

SOURCE: LIGHTCAST 2024.3

Exhibit 7 displays the top common, specialized and computer skills that were included in the job postings over the last 12 months. Today's demand is an important indicator of which skills employers are looking for in the current market. Analyzing skills from a historical perspective as well as projecting the future needs of employers may provide insight into how the job posting skills demand compares to the market as a whole. Rapidly growing skills are those that are increasing in demand at a faster rate than the market as a whole.<sup>5</sup>

**Exhibit 7. Top 10 in-demand skills from employer job ads, IE/D Region, Dec 2023 – Nov 2024**

Common skills	Total Postings	Skill Growth Relative to Market
Communication	206	Lagging
Customer Service	200	Stable
Teaching	167	Growing
Sales	141	Stable
Management	102	Stable
Lifting Ability	99	Growing
Enthusiasm	83	Rapidly Growing
Professionalism	64	Growing
Physical Fitness	55	Growing
Writing	53	Growing

Specialized skills	Total Postings	Skill Growth Relative to Market
Fitness Training	78	Lagging
Program Design	77	
Group Exercise Instruction	72	Stable
Cardiopulmonary Resuscitation (CPR)	67	Growing
Automated External Defibrillator	57	Stable
Anatomy	46	Growing
Pilates	45	Growing
Customer Acquisition Management	44	Lagging
Instructing	43	Growing
Yoga	39	Stable

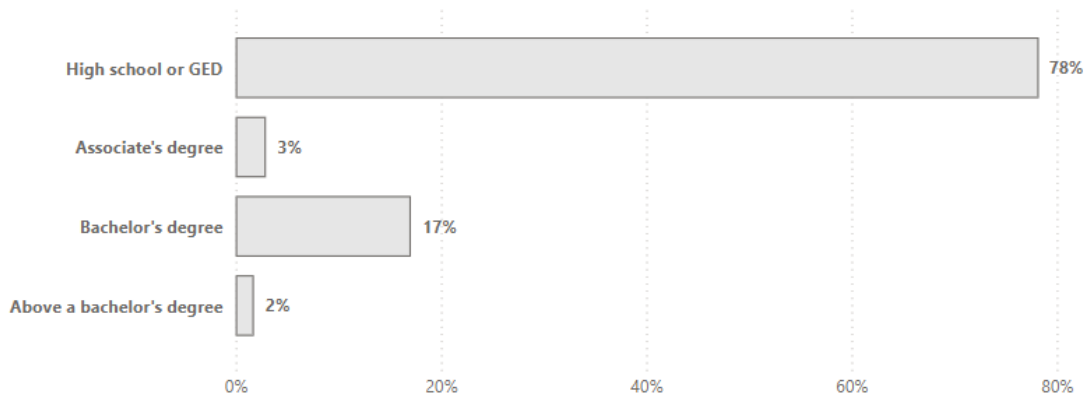
Computer Skills	Total Postings	Skill Growth Relative to Market
Microsoft Excel	4	Growing
cURL	3	Growing
Microsoft Office	3	Growing
Microsoft Outlook	3	Rapidly Growing
Single Sign-On (SSO)	3	Stable
Apache Spark	2	Growing
Microsoft PowerPoint	2	Rapidly Growing
Project Management Software	2	Stable

SOURCE: LIGHTCAST 2024.3

<sup>5</sup> "What are Lightcast Skill Projects", Lightcast Knowledge base, <https://kb.lightcast.io/en/articles/8496296-what-are-lightcast-skill-projections>

Exhibit 8 includes the minimum educational requirements from job postings for this occupational group with high school diploma or equivalent (78%) significantly greater than associate degree (3%) or bachelor’s degree (17%) or above a bachelor’s degree (2%).

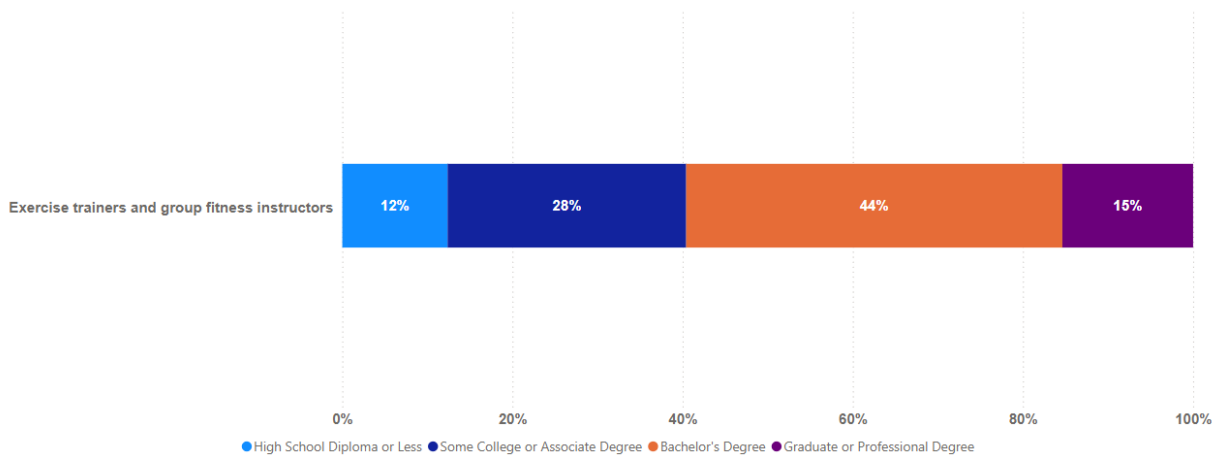
**Exhibit 8 Minimum educational requirements in job postings for this occupational group, IE/D Region, Dec 2023 – Nov 2024**



SOURCE: LIGHTCAST 2024.3

For the middle-skill occupation, the Bureau of Labor Statistics (BLS) education attainment data in Exhibit 9 for current professionals in the occupation of interest indicates that an estimated 28% of workers have completed some college or an associate degree as their highest level of education.

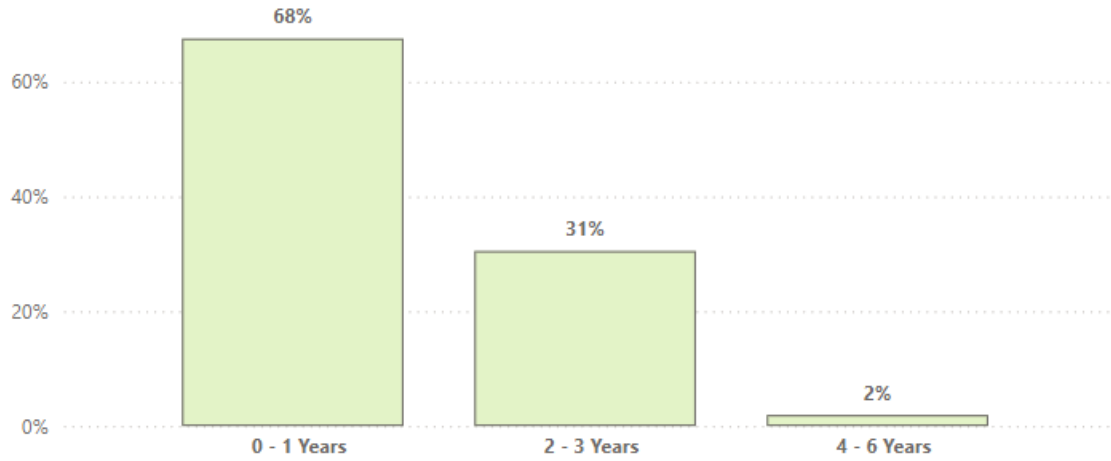
**Exhibit 9 National-level Education Attainment for Occupations**



SOURCE: BLS 2021

Exhibit 10 displays the work experience typically required from employer job ads for this occupational group. The majority (68%) of employers listing minimum experience requirements sought candidates with 0-1 years of previous work experience.

**Exhibit 10 Work experience requirements,  
IE/D Region, Dec 2023 – Nov 2024**



SOURCE: LIGHTCAST 2024.3



## Student Completions and Program Outcomes

Exhibit 11 displays student completions for the Fitness Trainer (TOP 0835.20) programs over the last three academic years (2020-2023). In the previous three academic years, two regional community colleges issued an average of 15 awards in relevant programs.

**Exhibit 11 Annual average community college awards for Fitness Trainer (TOP 0835.20), IE/D, 2020-2023**

Top Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
0835.20	Fitness Trainer	College of the Desert	3	4	16	8
0835.20	Fitness Trainer	Riverside	8	7	6	7
<b>Total</b>			<b>11</b>	<b>11</b>	<b>22</b>	<b>15</b>

SOURCE: MIS DATA MART

### Non-Community College Supply

However, student award completion data was not found in the IE/D for other related non-community college programs: Physical Fitness Technician (CIP 31.0507).

### Strong Workforce Program Outcomes

California SWP program outcome data may provide useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 12.

**Exhibit 12 Fitness Trainer strong workforce program outcomes, IE/D & California, most recent academic year**

Program metric title	Inland Empire/Desert	Statewide
Attained a living wage (completers and skills-builders)	51%	44%
Completed 9+ career education units in one year	17%	18%
Job closely related to the field of study		67%
Median annual earnings (all exiters)	\$30,236	\$32,268
Students who attained a noncredit workforce milestone in a year	91%	71%
Students who earned a degree, certificate, or attained apprenticeship	12	174
Unduplicated count of enrolled students	357	5,962

SOURCE: LAUNCHBOARD

# Building an Inclusive Economy

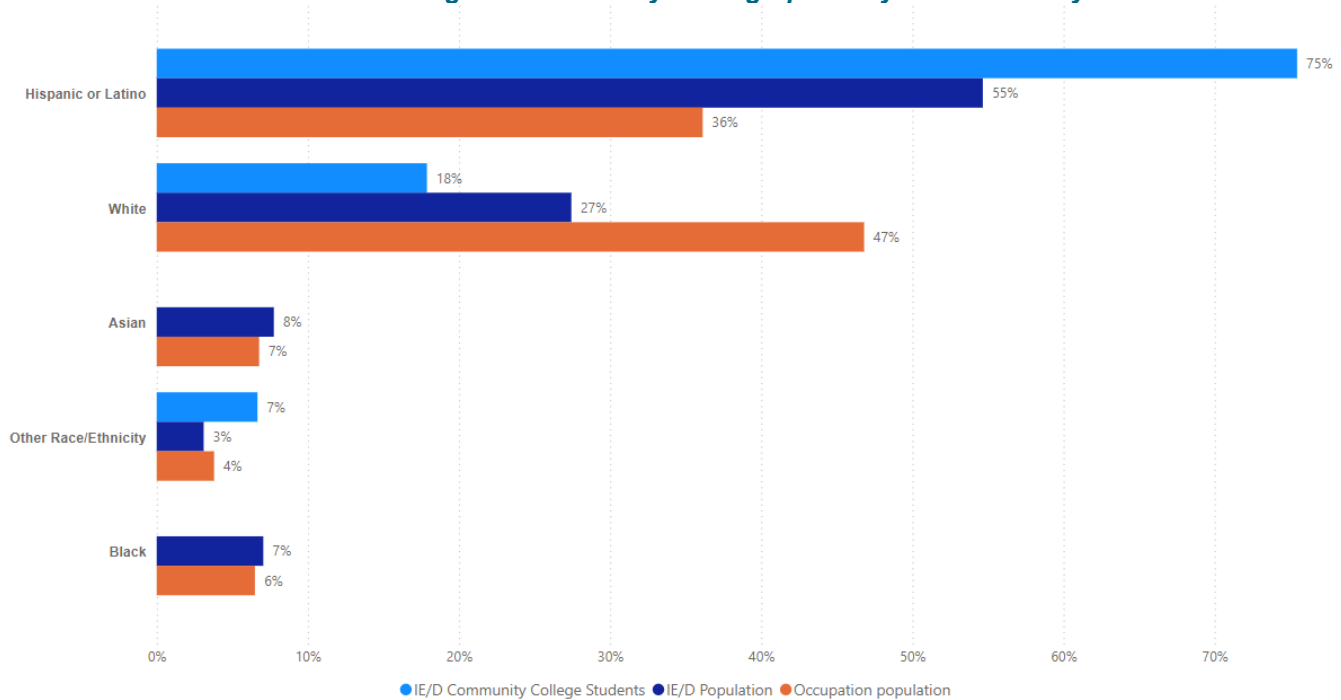
This section examines demographic data for IE/D community college students in Fitness Trainer programs compared to the IE/D population. We also include demographics for related occupation data for the single occupation related to physical fitness. This analysis can be used to:

- Understand the community college system’s current or potential role supporting a diverse talent pipeline into the occupations of interest.
- Inform students (and the faculty and staff working with them) the extent to which individuals from similar demographic groups are over or underrepresented in the professions related to their field of study.
- Inform employers of the diverse talent pipeline coming from the community college system for the occupations analyzed.

Exhibit 13 compares the race/ethnicity of IE/D community college students enrolled in Fitness Trainer programs compared to the IE/D population.

Notably, 75% of students enrolled in Fitness Trainer programs are Hispanic/Latino, which is significantly higher than Hispanic/Latino workers in occupations related to physical fitness in the IE/D region (36%). Additionally, 47% of the IE/D population that are employed in occupations related to physical fitness are White, which is significantly higher than both IE/D community college students (18%) and IE/D population (27%). Though 7% of the workers employed in occupations related to physical fitness and 8% of the IE/D population are Asian, it appears that less than 1% of students in Fitness Trainer programs are Asian.

**Exhibit 13 Program and County Demographics by Race/Ethnicity**

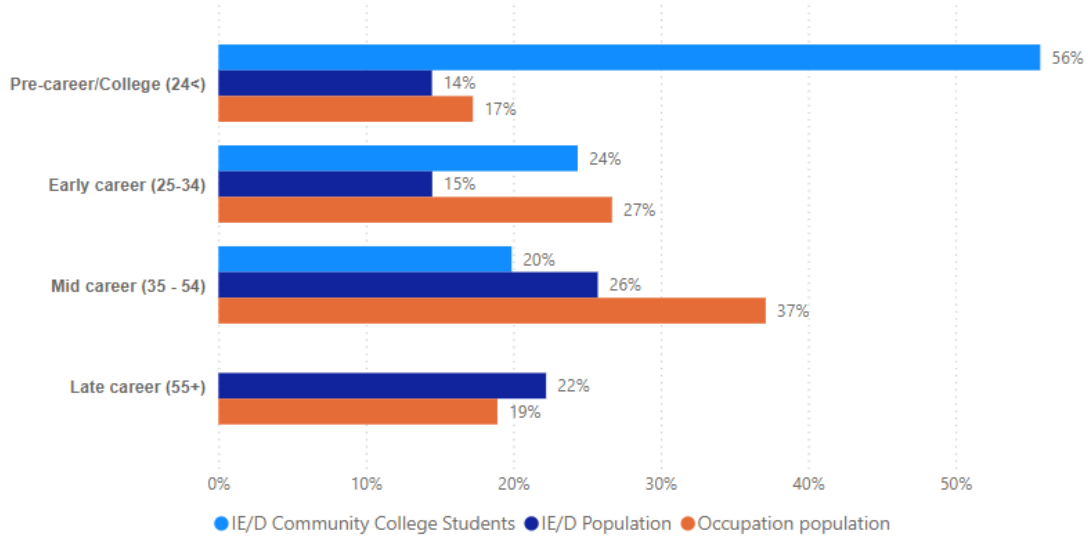


SOURCE: LIGHTCAST 2024.3 AND LAUNCHBOARD

Exhibit 14 compares the age of IE/D community college students enrolled in Fitness Trainer programs compared to the IE/D population.

The majority of students enrolled in Fitness Trainer programs are in the “pre-career/college” category (56%) as compared to IE/D population (14%) and workforce (17%) in this occupation related to physical fitness. These programs are an important entry point for young physical fitness professionals.

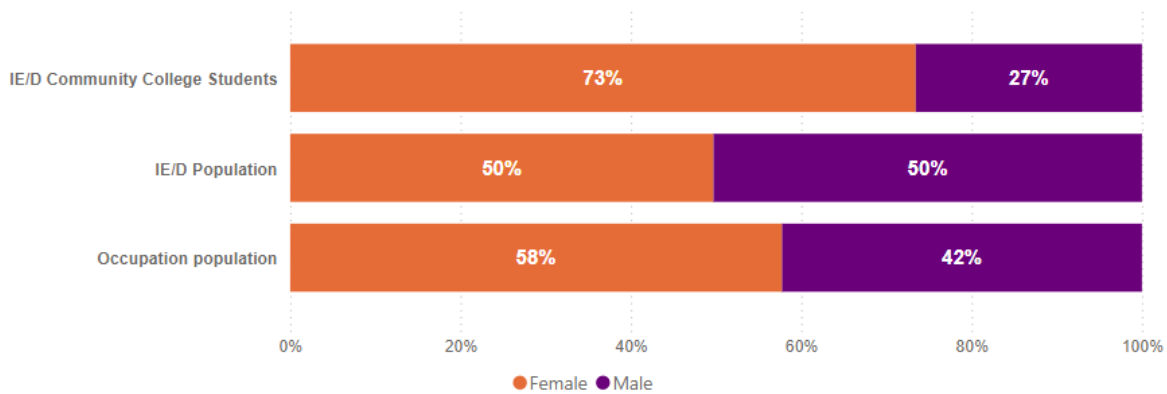
**Exhibit 14 Program and County Demographics by Age**



SOURCE: LIGHTCAST 2024.3 AND LAUNCHBOARD

Exhibit 15 compares the gender of IE/D Region community college students enrolled in Fitness Trainer programs compared to the IE/D population. We also include demographics for related occupation data for the occupation related to physical fitness to identify potential diversity and equity issues addressable by community college programs.

**Exhibit 15 Program and County Demographics by Gender**



SOURCE: LIGHTCAST 2024.3 AND LAUNCHBOARD

Most IE/D professionals in physical fitness occupations are Hispanic/Latino or White (73%), “early career” or “mid-career” age category (64%), and female (58%). Most community college students in related programs are Hispanic/Latino (75%), “pre-career/college” age category (56%), and female (73%). Major takeaways:

- Community colleges are an important talent source for employers committed to greater racial/ethnic diversity, especially Hispanic/Latino professionals.
- College programs may want to consider strategies to engage more men into these programs.

## Appendix: Methodology

Exhibit 12 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2020 and 2023 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2023a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS) administered by Santa Rosa Junior College (LaunchBoard, 2023a).

## Appendix: References

Type of Data	Source
Occupational Projections, Wages, and Job Postings	Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment. <a href="https://lightcast.io/">https://lightcast.io/</a>
Living Wage (UW)	Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024. <a href="http://www.selfsufficiencystandard.org/">http://www.selfsufficiencystandard.org/</a> .  This calculation measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. The living wage for one adult in San Bernardino County is \$20.07 per hour (\$42,392 annually). The living wage for one adult in Riverside County is \$20.76 per hour (\$43,854 annually). The average living wage to represent Inland Empire/Desert is \$20.42 per hour (\$43,123 annually).
Living Wage (MIT)	The living wage is derived from MIT's Living Wage Calculator, which measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. For more information, see: <a href="https://livingwage.mit.edu/pages/methodology">https://livingwage.mit.edu/pages/methodology</a> The living wage for one adult in San Bernardino County is \$25.17 per hour (\$52,353.60 annually). The living wage for one adult in Riverside County is \$26.30 per hour (\$54,704 annually). The average living wage to represent Inland Empire/Desert is \$25.74 per hour (53,539.20 annually)
Typical Education and Training Requirements, and Educational Attainment	The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data. For more information, see <a href="https://www.bls.gov/emp/documentation/education/tech.htm">https://www.bls.gov/emp/documentation/education/tech.htm</a>
Educational Supply	The CCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: <a href="https://datamart.cccco.edu">https://datamart.cccco.edu</a> The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see <a href="https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions">https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</a>

Student Metrics and Demographics	LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, see: <a href="https://www.calpassplus.org/LaunchBoard/Home.aspx">https://www.calpassplus.org/LaunchBoard/Home.aspx</a>
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