



Health & Fitness Specialist/Personal Trainer

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Prepared by the Los Angeles/Orange County Center of Excellence for Labor Market Research

Occupation Codes and Descriptions

Currently, there are two occupations in the standard occupational classification (SOC) system related to the study of fitness trainers, and one emerging occupation in the O*NET¹ database of occupational information. 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 (6-Digit) or O*NET (8-Digit) Code	Title	Description	Sample of Reported Job Titles
11-9039.02	Fitness and Wellness Coordinators	Manage or coordinate fitness and wellness programs and services. Manage and train staff of wellness specialists, health educators, or fitness instructors.	Chief Wellness Officer, Executive Wellness Programs Director, Fitness and Wellness Director, Fitness Coordinator, Fitness Director, Fitness Supervisor, Fitness/Wellness Director, Group Fitness Manager (GFM), Recreational Sports Director, Wellness Director
29-9091.00	Athletic Trainers	Evaluate and advise individuals to assist recovery from or avoid athletic-related injuries or illnesses, or maintain peak physical fitness. May provide first aid or emergency care.	Assistant Athletic Trainer, Athletic Instructor, Athletic Trainer, Certified Athletic Trainer, Clinical Instructor, Graduate Assistant Athletic Trainer, Head Athletic Trainer, Head Athletic Trainer/Strength Coach, Resident Athletic Trainer, Sports Medicine Coordinator
39-9031.00	Fitness Trainers and Aerobics Instructors	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.	Aerobics Instructor, Fitness Coordinator, Fitness Director, Fitness Instructor, Fitness Specialist, Fitness Trainer, Group Exercise Instructor, Group Fitness Instructor, Personal Trainer, Yoga Instructor

Source: O*NET Online

¹ New and emerging occupations (N&E) are incorporated into the O*NET-SOC classification system based on the evolving nature of workforce requirements stemming from changes in technology, society, law, and business practices. Incorporating N&E occupations into the O*NET system makes O*NET information more beneficial and responsive. <https://www.onetcenter.org/reports/NewEmerging.html>

Current and Future Employment

In Los Angeles County, the number of health and fitness training related occupations is expected to increase by 12% over the next five years. More than 400 job opportunities will be available annually for this group of occupations through 2021 due to new job growth and replacement need (e.g., retirements). Exhibit 2 contains detailed employment projections data for these occupations.

Exhibit 2 – Five-year projections for health and fitness training jobs in Los Angeles County

SOC	Occupation	2016 Jobs	2021 Jobs	2016 - 2021 Change	2016 - 2021 % Change	Annual Openings
39-9031	Fitness Trainers and Aerobics Instructors	9,262	10,331	1,069	12%	394
29-9091	Athletic Trainers	448	524	76	17%	25
		9,710	10,855	1,145	12%	419

Source: Economic Modeling Specialists International (EMSI)

Earnings

In Los Angeles County, the entry-level average wage for health and fitness training occupations is \$11.53 per hour, which is below the MIT Living Wage² estimate of \$13.08 per hour for a single adult. The average annual earnings for this occupation group in the region is \$49,156 per year, assuming full-time employment.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings is represented by the 10th percentile of wages, median hourly earnings is represented by the 50th percentile of wages, and experienced hourly earnings is represented by the 90th percentile of wages, demonstrating various levels of employment.

² MIT Living Wage Calculator. <http://livingwage.mit.edu/>

Exhibit 3 – Earnings for health and fitness training occupations in Los Angeles County, 2016-2021

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings	Average Annual Earnings
29-9091	Athletic Trainers	\$14.54	\$22.29	\$34.12	\$48,647
39-9031	Fitness Trainers and Aerobics Instructors	\$11.39	\$23.27	\$36.21	\$49,180
		\$11.53	\$23.23	\$36.08	\$49,156

Source: Economic Modeling Specialists International (EMSI)

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 occupations relevant to the field of study. Employer job postings are consulted to understand who is employing health and fitness trainers, and what they are looking for in potential candidates. To identify job postings related to health and fitness training jobs, the following keywords/search terms were used: fitness trainers and aerobics instructors (39-9031.00), fitness and wellness coordinators (11-9039.02), and athletic trainers (29-9091.00).

Top Occupations

In 2016, there were 1,425 employer postings for health and fitness training jobs. More than three-quarters of the postings (78%) were for fitness trainers and aerobics instructors (1,110 job postings). There were 1,566 job postings for the same occupations in 2015, and 1,232 job postings in 2014.

Exhibit 4 – Top occupations in job postings (n=1,425)

SOC Code	Occupation	Job Postings, Full Year 2016
39-9031.00	Fitness Trainers and Aerobics Instructors	1,110
11-9039.02	Fitness and Wellness Coordinators	249
29-9091.00	Athletic Trainers	66

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for health and fitness trainers are listed in exhibit 5. Personal trainer is mentioned as the job title in 23% of all relevant job postings (331 postings).

Exhibit 5 –Job titles (n=1,425)

Title	Job Postings, Full Year 2016
Personal Trainer	331
Group Exercise Instructor	192
Swim Instructor	142
Assistant Manager	79
Group Fitness Instructor	65
Pilates Instructor	60
Athletic Trainer	58
Fitness Manager	56
Fitness Instructor	40
Director of Wellness	28

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the field of health and fitness training. Top employers postings job ads included 24 Hour Fitness, Sunsational Swim School, and Gold's Gym. The top worksite cities in the region for these occupations were Los Angeles, Santa Monica, Pasadena, Long Beach, and Torrance.

Exhibit 6 – Top employers (n=1,425)

Employer	Job Postings, Full Year 2016
24 Hour Fitness	468
Sunsational Swim School	21
Gold's Gym	16
Aquamobile Swim School	14
California State University	14

Source: Labor Insight/Jobs (Burning Glass)

Certifications and Skills

Personal Fitness Trainer Certification is the most sought after certification for this occupation group, and was included on 58% of the postings that specified a certification. Job-specific skills desired by employers are CPR, fitness, AED, instruction, and scheduling.

Exhibit 7 –Job certifications (n=612) and job skills (n=958)

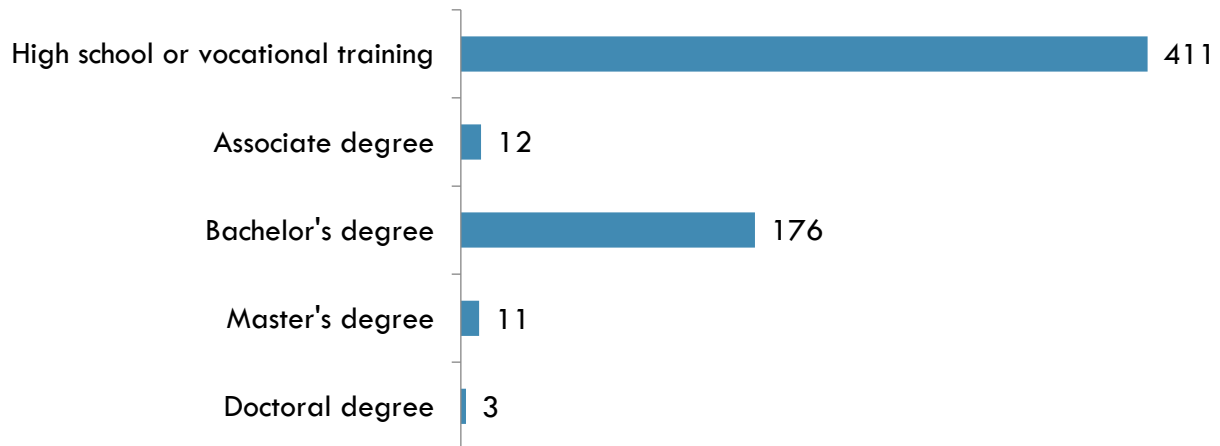
Certification	Job Postings, Full Year 2016	Skills	Job Postings, Full Year 2016
Personal Fitness Trainer Certification	355	Cardiopulmonary Resuscitation (CPR)	477
First AID, CPR, AED	228	Fitness	326
Athletic Trainer	52	Automated External Defibrillator	249
Group Exercise Instructor	31	Instruction	233
Water Safety Instructor	18	Scheduling	227

Source: Labor Insight/Jobs (Burning Glass)

Advertised Education Levels

Exhibit 8 displays the education level requested by employers in online job ads. The majority of employers were looking for a candidate with high school or vocational training. Approximately 57% of job postings did not specify a level of education.

Exhibit 8 – 2016 Online job ads with minimum advertised education requirements for health and fitness training jobs (n=613)



Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Health and fitness training jobs in Los Angeles County are most often found in the fitness and recreational sports centers industry (54% of total jobs in the industry). Exhibit 9 shows the industries that are the largest employers of health and fitness trainers in the Los Angeles County.

Exhibit 9 – Industries with the largest number of health and fitness trainers, 2016

NAICS (6-Digit)	Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
71-3940	Fitness and Recreational Sports Centers	5,204	54%
81-3410	Civic and Social Organizations	764	8%
71-3990	All Other Amusement and Recreation Industries	463	5%

Education and Training

Student completion data was compiled for California Community College (CCC) programs that train students for these occupations. Exhibit 10 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training, and percentage of workers in the field who hold a community college award or have completed some postsecondary courses.

Exhibit 10 – Education and training requirements 2015-2020

SOC	Occupation	Typical entry-level education	Typical on-the-job training	% of Community College Award Holders or Some Postsecondary Coursework
39-9031	Fitness Trainers and Aerobics Instructors	High school diploma or equivalent	Short-term on-the-job training	34%
29-9091	Athletic Trainers	Bachelor's degree	None	27%

Source: Economic Modeling Specialists International, Bureau of Labor Statistics Employment Projections (Educational Attainment)

Currently, there are six community colleges in Los Angeles County that train students in programs related to the field of health and fitness training. Exhibit 11 displays the headcount and annual average community college awards for each of the colleges training in this field. Headcount is the actual number of students enrolled, regardless of credit hours. It is also important to note that an award is not equivalent to a single person in search of a job opening, since a student may earn more than one award (e.g. an associate degree and a certificate).

Between 2012-2015, the total annual average community college awards conferred was 10 (2 associate degrees and 8 certificates) across 1 program: Fitness Trainer (0835.20)

Exhibit 11 – CCC Student Awards (by TOP and College)

		2012 – 2015 Annual Average				
TOP Code	Program	College	CCC Headcount	CCC Associate Degrees	CCC Certificates	Total Average CC Awards
0835.20	Fitness Trainer	Cerritos	37	2	2	4
		Compton	5	N/A	N/A	N/A
		El Camino	25	N/A	N/A	N/A
		Glendale	13	N/A	N/A	N/A
		Mt San Antonio	149	N/A	N/A	N/A
		Rio Hondo	188	N/A	6	6
			417	2	8	10

Source: California Community Colleges Chancellor's Office MIS Data Mart

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 Fitness Trainer Taxonomy of Program (TOP) code (0835.20) in Los Angeles County for the 2014-15 academic year.

- The median annual wage after program completion is \$17,543
- 26% of students are earning a living wage
- 77% of students are employed within six months after completing a program

Source: CTE LaunchBoard

Program Recommendation

This report was compiled by the Los Angeles/Orange County Center of Excellence to provide regional labor market data for the program recommendation of Fitness Trainer. This report is to 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.

Based on the data, it appears that there might be an unmet need for health and fitness trainers in Los Angeles County. The finding is based on the following:

- Health and fitness training occupations are forecasted to increase by 12% over the next five years, resulting in over 400 annual openings
- Between 2012-2015, there was an average of 10 community college awards conferred each year
- The typical entry-level education for the occupations studied is either a HS diploma/equivalent or a Bachelor's degree. However, between 27-34% of the workforce in each occupation has completed community college level coursework, signaling that these occupations may be accessible for community college level students.

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), 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

Lori Sanchez, Director

Center of Excellence, Los Angeles/Orange County

Notes

Data included in this analysis represents the labor market demand for positions most closely related to health and fitness training occupations. Standard occupational classification (SOC) codes were chosen based on the national education level required for employment (associate degree and postsecondary certificate) as well as the proportion of current workers who hold a community college award or have had some community college training. This selection process narrows the labor market analysis to the most relevant employment opportunities for students with community college education and/or training.

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 should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information 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.