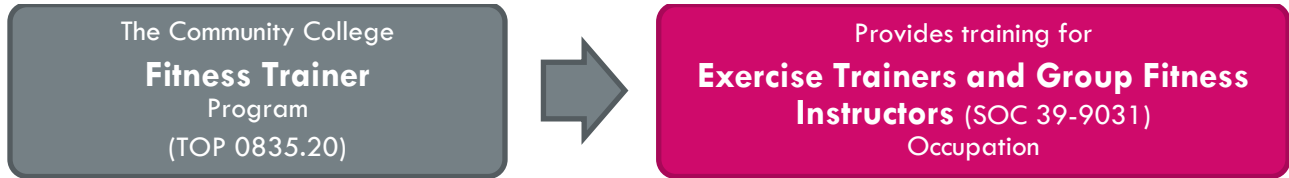


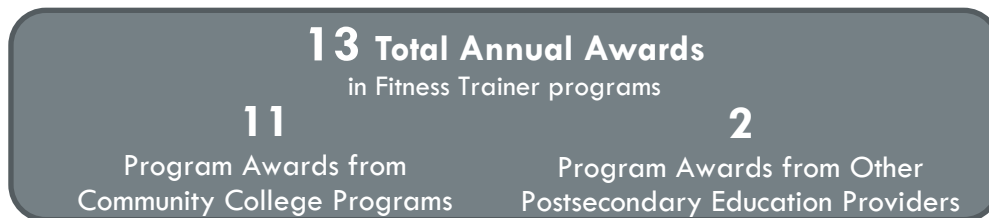
Fitness Professionals (Nutrition Emphasis)

Inland Empire/Desert Region (Riverside and San Bernardino counties)

Summary



Over the next five years (2021-2026), exercise trainer and group fitness instructor employment is projected to



The Inland Empire/Desert Centers of Excellence

 **Recommends**

fitness trainer program development
to meet the need for more workers in the region

Introduction

This report provides labor market occupational demand and wage research and postsecondary program outcomes related to fitness professionals with nutritional knowledge. California Community College fitness trainer programs (TOP 0835.20) prepare students for employment in training occupations in fitness and health, such as fitness specialists, aerobics or movement instructors, and human performance technicians (Taxonomy of Programs, 2012). The knowledge, skills, and abilities trained by fitness trainer programs with an emphasis on nutrition lead to employment as exercise trainers and group fitness instructors.

Exercise Trainers and Group Fitness Instructors (SOC 39-9031)

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 the corrective measures necessary to improve their skills. Develop and implement individualized approaches to exercise.

Sample job titles: Aerobics Instructor, Fitness Instructor, Fitness Specialist, Fitness Technician, Fitness Trainer, Group Exercise Instructor, Group Fitness Instructor, Personal Trainer, Private Trainer, Yoga Instructor

Entry-Level Educational Requirement: High school diploma or vocational training

Work Experience Required: None

Training Requirement: Less than one month of on-the-job training

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 29%

Job Counts and Projections

In 2021, there were 2,920 exercise trainer and group fitness instructor jobs in the Inland Empire/Desert Region. Employment for this occupation is expected to increase by 12% through 2026, with 536 job openings projected annually. Exhibit 1 displays the job counts, five-year projected job growth, job openings, and the share of incumbent workers aged 55 years and older in the region.

Exhibit 1: Five-year projections, Inland Empire/Desert Region, 2021-2026

2021 Jobs	2026 Jobs	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
2,920	3,260	12%	2,680	536	19%

Source: Lightcast 2022.3

An online job advertisement (ad) search for exercise trainers and group fitness instructors was conducted to reveal the employers seeking these workers, including the time it takes to fill positions, earnings information, and in-demand skills. Over the previous 12 months, there were 645 job ads posted for exercise trainers and group fitness instructors in the region. Of these job ads, nearly 12% (77 ads) sought candidates with nutrition knowledge. The job ad information in this report analyzes the 77 job ads for exercise trainers and group fitness instructors with nutritional knowledge.

Exhibit 2 shows the number of job ads posted during the last 12 months and the regional and statewide average time to fill this job. On average, regional employers spent 47 days filling online job ads for this occupation, the same as California. Time to fill information indicates regional employers experience similar challenges filling open positions as other employers in California.

Exhibit 2: Job ads and time to fill, Inland Empire/Desert Region, October 2021 – September 2022

Job Ads	Regional Average Time to Fill (Days)	Statewide Average Time to Fill (Days)
77	47	47

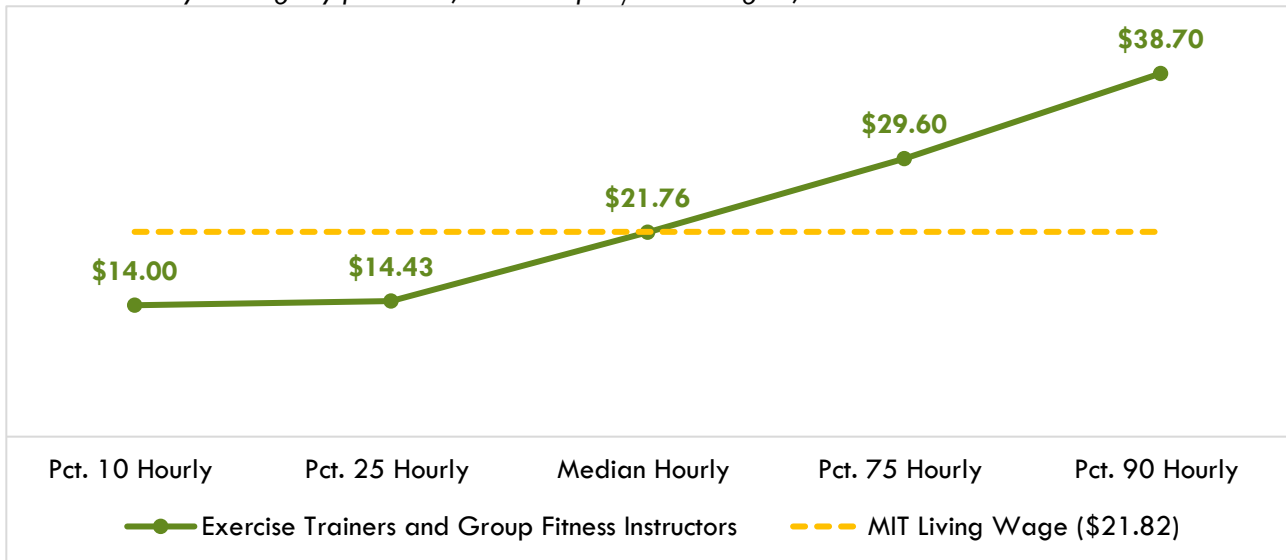
Source: Burning Glass – Labor Insights

Earnings and Benefits

Community colleges should ensure their training programs lead to employment opportunities that provide a living wage. The MIT living wage calculator estimates that an individual must earn \$21.82 per hour or \$45,386 annually in California (Glasmeier, 2022).

Exhibit 3 displays the hourly earnings for exercise trainers and group fitness instructors. The median hourly earnings for exercise trainers and group fitness instructors is \$21.76 per hour (\$45,300 annual), nearly matching the region's hourly living wage standard.

Exhibit 3: Hourly earnings by percentile, Inland Empire/Desert Region, 2021



Source: Lightcast 2022.3

California Labor Market Information Division's occupational guides indicate that about half of all national health clubs offer health or dental insurance benefits, life insurance, vacation pay, or pension or profit-sharing plans. Many part-time trainers and instructors do not receive benefits other than the benefit of using the fitness facilities at no cost (Detailed Occupational Guides, 2022).

Advertised Salary from Online Job Ads

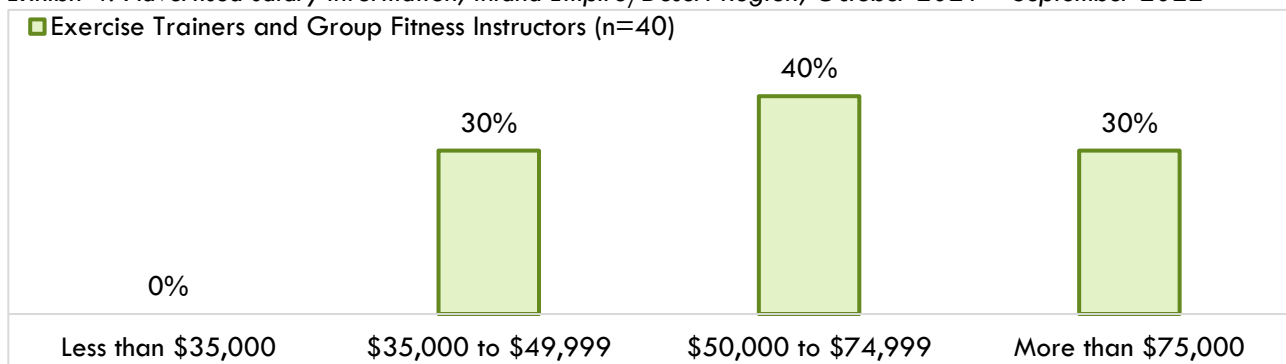
Exhibit 4 displays online job ad salary data for exercise trainers and group fitness instructors with nutritional knowledge over the last 12 months. Online job ad salary information reveals employers willing to pay

exercise trainers and group fitness instructors with nutritional knowledge an average annual salary of \$62,000, above the region's \$45,386 annual (\$21.82 hourly) MIT living wage standard. About 52% (40 out of 77) of online job ads for this occupation provided salary information.

The advertised salary information displayed may be misleading since salary figures are prorated to reflect full-time, annual earnings status. For example, job ads from Svetness Personal Training state that workers may earn between \$35 and \$45 per hour during training sessions, equating to \$72,800 and \$93,600 annually. However, Svetness Personal Training offers in-home training services, and the commute time between training sessions is not considered in this calculation.

Burning Glass Labor Insight's Market Salary Tool, a machine learning model that provides insight into the likely salary of workers within a specific occupation and a specific set of skills, reveals that the median salary for exercise trainers and group fitness instructors with nutritional knowledge is \$44,260 annually, nearly matching the living wage standard.

Exhibit 4: Advertised salary information, Inland Empire/Desert Region, October 2021 – September 2022



Source: Burning Glass – Labor Insights

Job Titles, Employers, Skills, Education, and Work Experience

Exercise trainers and group fitness instructors is a broad occupational description encompassing various fitness disciplines and styles, from aerobics to yoga and everything in between. Searching online employer job postings provides insight into the types of fitness professional roles employers seek to fill.

Exhibit 5 displays the job titles most frequently requested by employers seeking exercise trainers and group fitness instructors with nutritional knowledge in the region over the last 12 months. The most commonly requested job title for exercise trainers and group fitness instructors with nutritional knowledge was personal trainer.

Exhibit 5: Most frequently used job titles in employer job ads, Inland Empire/Desert Region, October 2021 – September 2022

Job Titles	Job Ads
Personal Trainer	46
Personal Training Manager	9
Group Fitness Trainer	6
Personal Fitness Trainer	4
Certified Trainer	3
Personal Training General Manager	3
<i>All other job titles</i>	6
Total	77

Source: Burning Glass – Labor Insights

Exhibit 6 displays the employers that posted the most job ads for exercise trainers and group fitness instructors in the region over the last 12 months. Showing employer names provides insight into where students may find employment after completing a program. 24-Hour Fitness posted the most job ads in the region over the previous 12 months for exercise trainers and group fitness instructors with nutritional knowledge.

Exhibit 6: Employers posting the most job ads for exercise trainers and group fitness instructors over the last 12 months, Inland Empire/Desert Region, October 2021 – September 2022

Top Employers	Job Ads
24-Hour Fitness	32
Crunch Fitness	17
Svetness Personal Training	12
Lead the Way Fitness	5
Bay City Partners	3
LA Fitness	3
<i>All other employers</i>	5
Total	77

Source: Burning Glass – Labor Insights

Exhibit 7 lists a sample of specialized and employability skills employers' seek when looking for workers to fill exercise trainer and group fitness instructor positions. Specialized skills are occupation-specific skills that employers request for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job ads may be utilized to guide curriculum development.

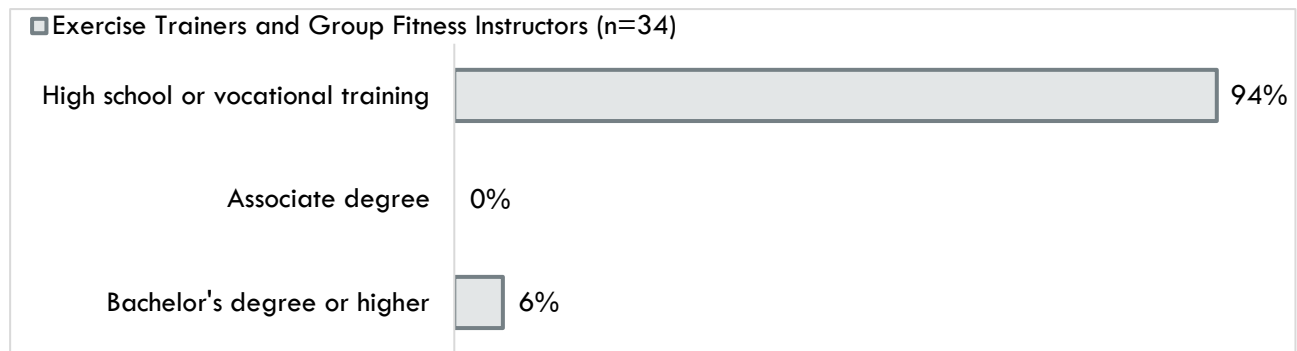
Exhibit 7: Sample of in-demand skills from employer job ads, Inland Empire/Desert Region, October 2021 – September 2022

Specialized skills (n=66)	Employability skills
<ul style="list-style-type: none"> • Cardiopulmonary Resuscitation (CPR) • Teaching • Lifting Ability • Sales • Scheduling 	<ul style="list-style-type: none"> • Physical Abilities • Organizational Skills • Building Effective Relationships • Communication Skills • Positive Disposition

Source: Burning Glass – Labor Insights

Exhibit 8 displays the minimum advertised education requirements for exercise trainers and group fitness instructors with nutritional knowledge. Approximately 94% of job ads for exercise trainers and group fitness instructors sought candidates with a high school diploma or vocational training.

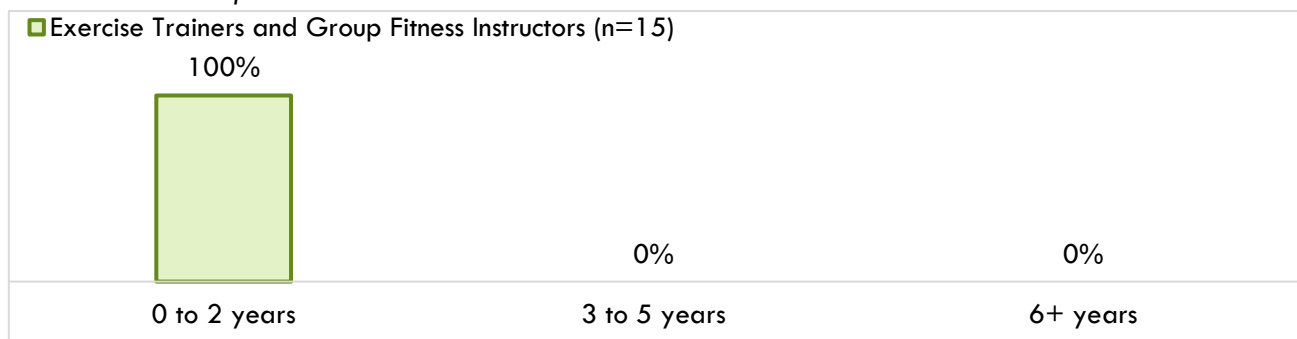
Exhibit 8: Minimum advertised education requirements, Inland Empire/Desert Region, October 2021 – September 2022



Source: Burning Glass – Labor Insights

Exhibit 9 displays the real-time work experience requirements from employer job ads for exercise trainers and group fitness instructors with nutritional knowledge. All employers sought candidates with zero to two years of work experience.

Exhibit 9: Work experience required and real-time work experience requirements, Inland Empire/Desert Region, October 2021 – September 2022



Source: Burning Glass – Labor Insights

Certifications

Exhibit 10 displays the certifications most frequently requested by employers posting job ads for exercise trainers and group fitness instructors with nutritional knowledge in the region. Approximately 30% (23 ads) of exercise trainers and group fitness instructors with nutritional knowledge requirements sought candidates with their personal trainer certification. The certifying agencies most frequently found in job postings include:

- National Academy of Sports Medicine (NASM) (11 ads)
- National Strength and Conditioning Association (NSCA) (10 ads)
- American College of Sports Medicine (ACSM) (10 ads)

Some employers will accept workers with any of these certifications. For more information regarding personal trainer certifications issued by these agencies, links to their websites have been provided in the appendix.

Exhibit 10: Certifications most frequently requested by employer job ads for exercise trainers and group fitness instructors, Inland Empire/Desert Region, October 2021 – September 2022

Occupation	Certifications
Exercise Trainers and Group Fitness Instructors (n=30)	<ul style="list-style-type: none"> • Personal Fitness Trainer Certification (23 posts) • First Aid CPR AED (17 posts) • Personal Trainer • Sports Medicine Certification (10 ads)

Source: Burning Glass – Labor Insights

In addition to personal trainer certifications, the National Academy of Sports Medicine (NASM) also provides certifications for nutritional coaches. The NASM Certified Nutrition Coach Certification (NASM-CNC) was not included in job ads for exercise trainers and group fitness instructors over the last 12 months. There are no prerequisites for the Nutrition Certification (NASM, 2022a). Please visit the NASM website for more information regarding the NASM Certified Nutrition Coach Certification.

Student Completions and Programs Outcomes

Exhibit 11 displays student completions for fitness trainer (0835.20) programs over the last three academic years, 2019-22. Regional community colleges have issued ten awards annually in fitness trainer programs over the previous three academic years. Program completion and student outcome methodologies can be found in the appendix.

Exhibit 11: 2018-21, Annual average community college awards for fitness trainer programs, Inland Empire/Desert Region, Academic Years 2019-2022

TOP 0835.20 – Fitness Trainer (Local Program Title)	Academic Year 2019-20	Academic Year 2020-21	Academic Year 2021-22	Total CC Annual Average Awards, Academic Years 2019-22
Desert (Fitness Specialist, Health and Wellness, Personal Trainer, and Yoga Teacher Training)				4

TOP 0835.20 – Fitness Trainer (Local Program Title)	Academic Year 2019-20	Academic Year 2020-21	Academic Year 2021-22	Total CC Annual Average Awards, Academic Years 2019-22
Certificate 16 < 30 semester units	1	1	1	1
Certificate 6 < 18 semester units	4	2	3	3
Moreno Valley (Fitness Professionals)				0
Riverside (Fitness Professions, Pilates Dance/Conditioning Instructor)				7
Associate Degree	2	3	1	2
Certificate 16 < 30 semester units	3	5	6	5
Total	10	11	11	11

Source: MIS Data Mart, COCI

California 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. Among the students exiting fitness trainer programs in the region, 65% of program completers and skills builders students earned a living wage, and the median annual earnings were \$37,290.

Exhibit 12: 0835.20 – Fitness trainer strong workforce program outcomes, Inland Empire/Desert Region, Academic Year 2018-2019 (Unless Noted)

Strong Workforce Program Metrics: 0835.20 – Fitness Trainer Academic Year 2018-19, unless noted otherwise	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2019-20)	253	4,998
Completed 9+ career education units in one year (2019-20)	13%	17%
Perkins Economically disadvantaged students (2019-20)	87%	74%
Students who attained a noncredit workforce milestone in a year (2019-20)	-	85%
Students who earned a degree, certificate, or attained apprenticeship (2019-20)	-	131
Transferred to a four-year institution (transfers)	-	427
Job closely related to the field of study (2017-18)	-	60%
Median annual earnings (all exiters)	\$37,290	\$25,876
Median change in earnings (all exiters)	3%	23%
Attained a living wage (completers and skills-builders)	65%	32%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Exhibit 13 displays awards from other postsecondary education providers reported in physical fitness technician (CIP 31.0507) programs. Completion data is compiled from the Integrated Postsecondary Education

Data System (IPEDS) for the most recent three years. One other regional postsecondary education provider issued two awards annually over the last three academic years.

Exhibit 13: Other educational providers physical fitness technician programs, three-year annual average credentials, Inland Empire/Desert Region, Academic Years 2017-2020

31.0507 – Physical Fitness Technician	Postsecondary Awards	Other Educational Providers Annual Average Credentials, Academic Years 2017-2020
InterCoast Colleges-Riverside	2	2
Total	2	2

Source: IPEDS

Summary of Findings

Community college fitness trainer programs provide the knowledge, skills, and abilities that prepare students for employment as exercise trainers and group fitness instructors. This occupation is projected to increase employment by 12% through 2026, with 536 job openings available annually. The median hourly earnings for exercise trainers and group fitness instructors is \$21.76 (\$45,386 annual), nearly matching the region's \$21.82 hourly (\$45,386 annual) living wage standard. Over the previous 12 months, there were 645 job ads posted for exercise trainers and group fitness instructors in the region. Of these job ads, nearly 12% (77 ads) sought candidates with nutrition knowledge.

Regional fitness trainer programs (TOP 0835.20) have issued 11 awards annually over the last three academic years. Other regional postsecondary institutions have issued two awards annually in programs that provide training for fitness professionals. Combined, postsecondary education providers in the region issued 13 awards annually over the last three academic years. Among the students exiting community college fitness trainer programs in the region, 65% of program completers and skills builders students earned a living wage, and the median annual earnings were \$37,290.

The Centers of Excellence recommends expanding occupational training for exercise trainers and group fitness instructors. Colleges considering this program should partner with applicable employers to document the skills needed for students to quickly earn self-sustainable earnings after exiting these programs.

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October 2022

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Appendix: Methodology

Exhibit 11 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2019 and 2022 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total of associate degrees and certificates issued 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 records. 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, 2022a). 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, 2022a).

Job ad data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job ads often do not reveal employers' hiring intentions; it is unknown if employers plan to hire one or multiple workers from a single online job ad or collecting resumes for future hiring needs. A closed job ad may not be the result of a hired worker.

Table 1. 2021 to 2026 job growth, wages, entry-level education, training, and work experience required for exercise trainers and group fitness instructors in the Inland Empire/Desert Region (Riverside and San Bernardino counties combined)

Occupation (SOC)	2021 Jobs	5-Year Change	5-Year % Change	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage (10 th to 90 th percentile)	Median Hourly Wage (50 th percentile)	Average Annual Earnings	Entry-Level Education & On-The-Job-Training	Work Experience Required
Exercise Trainers and Group Fitness Instructors (39-9031)	2,920	340	12%	536	\$14.00 to \$38.70	\$21.76	\$53,800	High school diploma or equivalent & Less than one month	None

Source: Lightcast 2022.3