



Exercise Science (Fitness Trainer TOP: 0835.20)

December 2020

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/Group Fitness Instructors.
- Fitness Trainer is anticipated to experience a **low risk of automation** for Exercise Trainers/Group Fitness Instructors.
- In 2019 there were 319 regional completions in programs related to the occupation identified as related to Fitness Trainer and 687 openings, indicating an **undersupply**.
- Typical entry-level education is a **high school diploma or equivalent** for the related occupation.
- Completers of regional Fitness Trainer programs from the 2017-2018 academic year had a **median annual wage upon completion of \$20,804**.
- 68% of students are **employed within a year** after completing a program.
- 26% of students **attained a living wage** within a year of completion.
- Completers experienced an average of **33% change in earnings** after exiting.
- 62% of students were **part time**, 13% **skill builders**, 24% **first-generation**, and 72% **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 Coordinator, Fitness Instructor, Fitness Specialist, Fitness Trainer, Group Exercise Instructor, Group Fitness Instructor, Personal 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/Group Fitness Instructors.

Exhibit 2 – Five-year projections for Fitness Trainer in the South Central Coast region

SOC	Occupation	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change
39-9031	Exercise Trainers and Group Fitness Instructors	3,552	4,044	492	14%

Source: Economic Modeling Specialists International (EMSI)

Earnings

In the South Central Coast region, the average wage for the listed occupation is \$24.99 per hour.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. 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	\$16.56	\$24.99	\$31.03

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 looking for exercise trainers, and what they are looking for in potential candidates. To identify job postings related to Fitness Trainer following standard occupational classification was used:

39-9031 Exercise Trainers and Group Fitness Instructors

Top Occupations

In 2019, there were 364 employer postings for the occupation related to Fitness Trainer.

Exhibit 4 – Top occupation in job postings and risk of automation tables

SOC Code	Occupation	Job Postings, Full Year 2019
39-9031	Exercise Trainers and Group Fitness Instructors	364

Source: Labor Insight/Jobs (Burning Glass)

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

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related to Fitness Trainer are listed in Exhibit 5. Personal Trainer is mentioned as the job title in 16% of all relevant job postings (60 postings).

Exhibit 5 –Job titles

Title	Job Postings, Full Year 2019
Personal Trainer	60
Group X Instructor	42
Group Fitness Instructor	20
Group Exercise Instructor	18
Personal Trainer In	11

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Fitness Trainer field. The top employer posting job ads was 24 Hour Fitness. The top worksite cities in the region for these occupations were Santa Barbara, Santa Clarita, Thousand Oaks, Simi Valley, and Lancaster.

Exhibit 6 – Top employers (n=610)

Employer	Job Postings, Full Year 2019
24 Hour Fitness	102
Ciymca	22
Gold's Gym	18
Crunch	15
In Shape Health Clubs	13

Source: Labor Insight/Jobs (Burning Glass)

Skills

Cardiopulmonary Resuscitation (CPR) is the most sought after skill for employers hiring for jobs related to Fitness Trainer.

Exhibit 7 –Job skills (n=340)

Skills	Job Postings, Full Year 2019
Cardiopulmonary Resuscitation (CPR)	239
Teaching	157
Group Fitness	122
Scheduling	98
Product Sales	68
Aerobics	66
Fitness	66

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 8 shows the industries with the most Fitness Trainer postings in the South Central Coast. Note: 23% 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, 2019

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Arts, Entertainment, and Recreation	220	78.3%
Educational Services	14	5.0%
Health Care and Social Assistance	10	3.6%
Other Services (except Public Administration)	10	3.6%

Source: Labor Insight/Jobs (Burning Glass)

Education and Training

Exhibit 9 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 9 – 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	None

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

Regional Completions and Openings

There were 319 regional completions (2019) and 687 regional openings (2019) in the South Central Coast region in programs related to the occupations identified as related to Fitness Trainer.

Exhibit 10 – Completions and Openings

4 Regional Institutions had Related Programs (2019)	319 Regional Completions (2019)	687 Annual Openings (2019)
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Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2019)
31.0501	Health and Physical Education/Fitness, General	183
31.0507	Physical Fitness Technician	113
31.0504	Sport and Fitness Administration/Management	23
13.1314	Physical Education Teaching and Coaching	0

Source: Economic Modeling Specialists International (EMSI)

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 Fitness Trainer Program (TOP: 0835.20) in the South Central Coast region for the 2017-18 academic year.

- Completers of Fitness Trainer programs from the 2017-2018 academic year in the South Central Coast region had a **median annual wage upon completion of \$20,804**.
- 68% of students are **employed within a year** after completing a program.
- 26% of students **attained a living wage** within a year of completion.
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Source: CTE LaunchBoard

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

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.