



## Personal Training Certificate of Achievement (Fitness Trainer TOP: 0835.20)

June 2019

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 – Personal Training Certificate of Achievement. 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 grow over the next five years.
- All three associated occupations are anticipated to experience low risk of automation.
- In 2017 there were 492 regional completions in programs related to the occupations identified as related to Fitness Trainer and 654 openings, indicating an undersupply in this area.
- Typical entry-level education ranges from a high school diploma or equivalent for Fitness Trainers and Aerobics Instructors, to a Bachelor's degree for Fitness and Wellness Coordinators & Athletic Trainers.
- Completers of regional Fitness Trainer programs (TOP 0835.20) from the 2015-2016 academic year had a median annual wage upon completion of \$18,638.
- 70% of students are employed within a year after completing a program.

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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

Currently, there are three occupations in the standard occupational classification (SOC) system that are related to Fitness Trainer. The occupation titles and descriptions, 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
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	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	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

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Fitness Trainer are expected to grow over the next five years. Exhibit 2 contains detailed employment projection data for these occupations.

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

SOC	Occupation	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change
11-9039 (11-9039.02)	<b>Education Administrators, All Other (Fitness and Wellness Coordinators)</b>	293	322	29	10%
29-9091	<b>Athletic Trainers</b>	132	148	16	12%
39-9031	<b>Fitness Trainers and Aerobics Instructors</b>	3,144	3,244	100	3%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

In the South Central Coast region, the average wage for the listed occupations is \$22.18 per hour.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. 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 Fitness Trainer in the South Central Coast region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
11-9039 (11-9039.02)	<b>Education Administrators, All Other (Fitness and Wellness Coordinators)</b>	\$19.33	\$30.04	\$49.44
29-9091	<b>Athletic Trainers</b>	\$10.52	\$12.36	\$22.08
39-9031	<b>Fitness Trainers and Aerobics Instructors</b>	\$17.57	\$22.06	\$28.27

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 fitness trainers, and what they are looking for in potential candidates. To identify job postings related to Fitness Trainer, the following standard occupational classifications were used:

11-9039.02	<b>Fitness and Wellness Coordinators</b>
29-9091	<b>Athletic Trainers</b>
39-9031	<b>Fitness Trainers and Aerobics Instructors</b>

## Top Occupations

In 2018, there were 285 employer postings for occupations related to Fitness Trainer.

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

<b>SOC Code</b>	<b>Occupation</b>	<b>Job Postings, Full Year 2018</b>
39-9031	Fitness Trainers and Aerobics Instructors	234
11-9039.02	Fitness and Wellness Coordinators	40
29-9091	Athletic Trainers	11

Source: Labor Insight/Jobs (Burning Glass)

<b>SOC Code</b>	<b>Occupation</b>	<b>Risk of Automation</b>
39-9031	Fitness Trainers and Aerobics Instructors	Low
11-9039.02	Fitness and Wellness Coordinators	Low
29-9091	Athletic Trainers	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 30% of all relevant job postings (84 postings).

**Exhibit 5 –Job titles**

<b>Title</b>	<b>Job Postings, Full Year 2018</b>
Personal Trainer	84
Group X Instructor	25
Group Fitness Instructor	18
Fitness Manager	15
Swim Instructor	14
Fitness Instructor	12
Yoga Instructor	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 Clarita, Thousand Oaks, Oxnard, Westlake Village, and Santa Barbara.

**Exhibit 6 – Top employers (n=270)**

<b>Employer</b>	<b>Job Postings, Full Year 2018</b>
24 Hour Fitness	80
Ciymca	27
Town Sports International Holdings Inc.	12
Associated Students Incorporated	11
In Shape Health Clubs Incorporated	9

Source: Labor Insight/Jobs (Burning Glass)

## Skills

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

**Exhibit 7 –Job skills (n=237)**

Skills	Job Postings, Full Year 2018
Cardiopulmonary Resuscitation (CPR)	186
Teaching	98
Group Fitness	95
Aerobics	65
Fitness	65

Source: Labor Insight/Jobs (Burning Glass)

## Industry Concentration

Exhibit 9 shows the industries where most fitness trainers are employed in the South Central Coast region. Note: 27% 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 9 – Industries employing the most fitness trainers, 2018**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Arts, Entertainment, and Recreation	156	75%
Accommodation and Food Services	11	5%
Educational Services	9	4%
Health Care and Social Assistance	9	4%
Other Services (Except Public Administration)	9	4%

Source: Labor Insight/Jobs (Burning Glass)

## Education and Training

Exhibit 10 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 10 – Education and training requirements**

SOC	Occupation	Typical entry-level education	Typical on-the-job training
11-9039.02	<b>Fitness and Wellness Coordinators</b>	Bachelor's Degree	None
29-9091	<b>Athletic Trainers</b>	Bachelor's Degree	None
39-9031	<b>Fitness Trainers and Aerobics Instructors</b>	High school diploma or equivalent	Short-term on-the-job training

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

## Regional Completions and Openings

There were 492 regional completions (2017) and 654 regional openings (2017) in the South Central Coast region in programs related to the occupations identified as related to Fitness Trainer.

**Exhibit 11 – Completions and Openings**

<b>7</b> Regional Institutions had Related Programs (2017)	<b>492</b> Regional Completions (2017)	<b>654</b> Annual Openings (2017)
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Source: Economic Modeling Specialists International (EMSI)

## Related Programs

CIP Code	Program	Completions (2017)
31.0501	Health and Physical Education/Fitness, General	241
31.0507	Physical Fitness Technician	168
51.0000	Health Services/Allied Health/Health Sciences, General	44
13.0401	Educational Leadership and Administration, General	31
51.0913	Athletic Training/Trainer	6
31.0504	Sport and Fitness Administration/Management	2
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 the Fitness Trainer program (TOP Code: 0835.20) in the South Central Coast region for the 2015-16 academic year.

- The median annual wage for students after exiting is \$18,638
- Starting salary in the region for Fitness Trainers and Aerobic Instructors is \$47,278
- 70% of students are employed within a year after completing a program
- Students who transfer and earn a bachelor's degree could pursue the following careers:
  - Fitness and Wellness Coordinators

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 represents the labor market demand for positions most closely related to fitness trainers. 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.