



Coaching – TOP 0835.60

February 2025

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 – Coaching. 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 that align with the following occupations:

- Coaches and Scouts (SOC 27-2022)
- Exercise Trainers and Group Fitness Instructors (SOC 39-9031)
- Recreation Workers (SOC 39-9032)

Key Findings

- In 2023, there were 7,436 jobs for the three occupations of interest in the South Central Coast Region.
- The number of new jobs is expected to increase by 8% through 2028.
- Projections show nearly 1,500 annual openings in the region. There were 127 awards conferred in relevant programs, indicating an undersupply.
- According to the Bureau of Labor Statistics, Coaches and Scouts typically require a bachelor's degree while Exercise Trainers and Group Fitness Instructors and Recreation Workers typically require a high school diploma or equivalent.

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 are three occupations in the standard occupational classification (SOC) system that were identified for this analysis. 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 Code	Title	Description	Sample of Reported Job Titles
27-2022	Coaches and Scouts	Instruct or coach groups or individuals in the fundamentals of sports for the primary purpose of competition. Demonstrate techniques and methods of participation. May evaluate athletes' strengths and weaknesses as possible recruits or to improve the athletes' technique to prepare them for competition. Those required to hold teaching certifications should be reported in the appropriate teaching category.	Baseball Coach, Basketball Coach, Coach, Cross Country Coach, Football Coach, Gymnastics Coach, Soccer Coach, Softball Coach, Track and Field Coach, Volleyball Coach
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 Instructor, Fitness Specialist, Fitness Technician, Fitness Trainer, Group Exercise Instructor, Group Fitness Instructor, Personal Trainer, Private Trainer, Yoga Instructor
39-9032	Recreation Workers	Conduct recreation activities with groups in public, private, or volunteer agencies or recreation facilities. Organize and promote activities, such as arts and crafts, sports, games, music, dramatics, social recreation, camping, and hobbies, taking into account the needs and interests of individual members.	Activities Assistant, Activities Director, Activity Aide, Activity Assistant, Activity Coordinator, Activity Director, Recreation Assistant, Recreation Coordinator, Recreation Supervisor

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of *new* jobs for Coaching-related occupations is expected to increase by 8% through 2028. Nearly 1,500 annual openings are expected through 2028.

**Exhibit 2 – Five-Year Projections for Coaching-related workers
in the South Central Coast Region**

SOC	Occupation	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
27-2022	Coaches and Scouts	1,682	1,813	131	8%	250
39-9031	Exercise Trainers and Group Fitness Instructors	3,118	3,352	234	8%	644
39-9032	Recreation Workers	2,636	2,847	211	8%	603
	TOTAL	7,436	8,012	576	8%	1,497

Source: Lightcast™ Analyst

Earnings

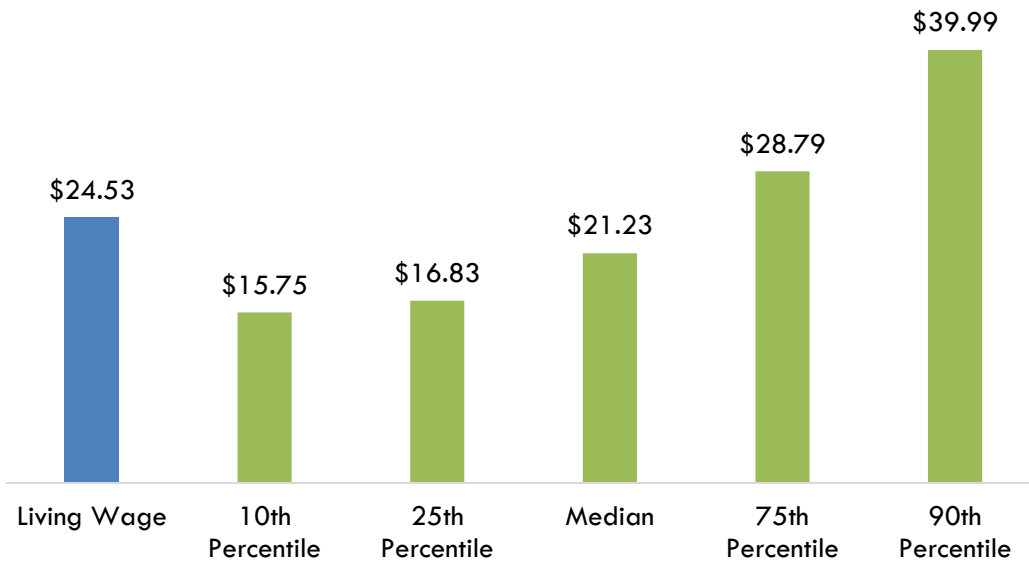
Exhibit 3 contains hourly wages for the occupations of interest. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings are represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings in the South Central Coast Region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-2022	Coaches and Scouts	\$17.16	\$20.72	\$31.74
39-9031	Exercise Trainers and Group Fitness Instructors	\$16.81	\$25.44	\$35.01
39-9032	Recreation Workers	\$16.53	\$17.53	\$19.62

Source: Lightcast™ Analyst

Exhibit 3b – Earnings in the South Central Coast Region



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Lightcast™ Analyst

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 the occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for professionals in a given field, and what they are looking for in potential candidates. To identify relevant job postings, the following occupations were used:

27-2022	Coaches and Scouts
39-9031	Exercise Trainers and Group Fitness Instructors
39-9032	Recreation Workers

Top Occupations

Over the past 12 months (February 2024 to January 2025), there have been 1,132 employer job postings for the three occupations of interest.

Exhibit 4 – Job Postings by Occupation

SOC Code	Occupation	Job Postings, Last 12 months
27-2022	Coaches and Scouts	447
39-9031	Exercise Trainers and Group Fitness Instructors	393
39-9032	Recreation Workers	292
	Total	1,132

Source: Lightcast™ Analyst

Top Titles

The top job titles for employers posting ads for Coaching-related occupations are listed in Exhibit 5.

Exhibit 5 – Job Titles

Title	Job Postings, Last 12 months
Activities Assistants	66
Swim Instructors	48
Group Exercise Instructors	38
Pilates Instructors	37
Activities Coordinators	28
Personal Trainers	27
Yoga Instructors	24
Camp Counselors	21
Gymnastics Coaches	18
Group Fitness Instructors	18

Source: Lightcast™ Analyst

Top Employers

Exhibit 6 lists the major employers hiring professionals in the field of interest. The top employers posting job ads were YMCA, Ventura County Community College District, and Gold's Gym.

Exhibit 6 – Top Employers

Employer	Job Postings, Last 12 months
YMCA	101
Ventura County Community College District	33
Gold's Gym	30
24 Hour Fitness	27
San Luis Coastal Unified School District	26
California Lutheran University	17
Stretchlab	17
Planet Fitness	16
Youth Evolution Activities	15
Daland Swim School	15

Source: Lightcast™ Analyst

Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to the three occupations of interest. CPR is the most sought-after specialized skill for employers. Communication was the most requested baseline skill. Microsoft Excel was the most requested software.

Exhibit 7 – Specialized Skills

Skills	Job Postings, Last 12 months
Cardiopulmonary Resuscitation (CPR)	114
Pilates	95
Group Exercise Instruction	88
Safety Standards	78
Fundraising	65
Working with Children	63
Sports Coaching	61
Lesson Planning	57
Yoga	53
Marketing	52

Source: Lightcast™ Analyst

Exhibit 7b – Baseline Skills

Skills	Job Postings, Last 12 months
Communication	460
Teaching	385
Customer Service	310
Coaching	211
Planning	180
Leadership	165
Management	159
Scheduling	113
Professionalism	106
Sales	101

Source: Lightcast™ Analyst

Exhibit 7c – Software and Programming Skills

Skills	Job Postings, Last 12 months
Microsoft Excel	63
Microsoft Office	55
Microsoft PowerPoint	49
Microsoft Outlook	20
Project Management Software	18

Source: Lightcast™ Analyst

Education and Training

Exhibit 8 shows the typical entry-level education requirement for the three occupations included in this report. *Coaches and Scouts* typically require a bachelor’s degree while *Exercise Trainers and Group Fitness Instructors* and *Recreation Workers* typically require a high school diploma or equivalent.

Exhibit 8 – Education and Training Requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-2022	Coaches and Scouts	Bachelor’s degree	None
39-9031	Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent	Short-term
39-9032	Recreation Workers	High school diploma or equivalent	Short-term

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

Regional Completions and Openings

Between 2020 and 2023, there was an average of 127 awards conferred in the South Central Coast region aligned with the programs that have historically trained for the occupations of interest.

Exhibit 9 – Three-Year Average of Awards Conferred in the Region

TOP/CIP Code	Program	3-Year Average (2020-2023)
0835.20	Fitness Trainer	20
0835.60	Coaching	0
1228.00	Athletic Training and Sports Medicine	5
31.0504	Sport and Fitness Administration/Management	1
31.0507	Physical Fitness Technician	102
	Total	127

Source: Datamart and IPEDS

CCC Awards

Exhibit 10 shows the average number of awards granted by community colleges within programs historically dedicated to training for the occupations included in this report.

Exhibit 10 – CCC Awards in the South Central Coast Region, 2020-2023 Average

CCC Programs	3-Year Average
Allan Hancock	1
Antelope Valley	2
Canyons	7
Cuesta	2
Moorpark	13

Source: DataMart

Sources

O*Net Online, Lightcast™ Analyst, 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 Coaching. 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.