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# Labor Market Analysis

## Personal Training



POWERED BY



Prepared by the Central Valley/Mother Lode Center of Excellence

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**COVID-19 Statement:** This report includes employment projection data by Emsi. Emsi’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

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# Summary

Please note the COVID-19 statement on page 2 when considering this report's findings.

This study conducted by the Central Valley/Mother Lode Center of Excellence examines labor market demand, wages, skills, and postsecondary supply for Personal Training. One occupation related to Personal Training was identified for Fresno City College:

- 39-9031, Exercise Trainers and Group Fitness Instructors

## Key findings:

- **Occupational demand** — Nearly 1,170 workers were employed in jobs related to Personal Training in 2020 in the South Central Valley/Southern Mother Lode (SCV/SML) subregion. Exercise trainers and group fitness instructors have 1,163 workers, a projected growth rate of 11% over the next five years, and 215 annual openings.
- **Wages** — Exercise trainers and group fitness instructors has an entry-level wage of \$15.02/hour in the subregion.
- **Employers** — Employers with the most job postings in the subregion are Instaswim, Planet Fitness, and Aqua Mobile Swim School.
- **Occupational titles** — The most common occupational title in job postings in the subregion is Fitness Trainers and Aerobics Instructors. The most common job title is Swim Instructor.
- **Skills and certifications** — The top baseline skill is communication skills, the top specialized skill is cardiopulmonary resuscitation (CPR), and the top software skill is Microsoft Excel. The most in-demand certification is a First Aid Cpr Aed.
- **Education** — A high school diploma or equivalent is typically required for exercise trainers and group fitness instructors.
- **Supply** — Analysis of postsecondary completions shows that on average 5 awards were conferred in the Central Valley/Mother Lode region each year.

Based on a comparison of occupational demand and supply, there is an undersupply of 215 trained workers in the subregion and 359 workers in the region. The Center of Excellence recommends that Fresno City College work with the regional directors, the college's advisory board, and local industry in the expansion of programs to address the shortage of Personal Training workers in the region.

# Introduction

The Central Valley/Mother Lode Center of Excellence was asked by Fresno City College to provide labor market information for Personal Training. The geographical focus for this report is the South Central Valley/Southern Mother Lode (SCV/SML) subregion, but regional demand and supply data has been included for broader applicability and use. The average living wage for a single adult in the SCV/SML subregion is \$11.91/hour.<sup>1</sup> Analysis of the program and occupational data related to Personal Training resulted in the identification of applicable occupations. The Standard Occupational Classification (SOC) System codes and titles used in this report are:

- 39-9031, Exercise Trainers and Group Fitness Instructors

The occupational titles, job descriptions, sample job titles, and knowledge and skills from the Bureau of Labor Statistics and O\*NET OnLine are shown below.

## **Exercise Trainers and Group Fitness Instructors**

**Job Description:** 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.

**Knowledge:** Customer and Personal Service, English Language, Education and Training, Psychology

**Skills:** Instructing, Service Orientation, Speaking, Active Listening, Learning Strategies

# Occupational Demand

The exercise trainers and group fitness instructors occupation had 1,163 workers in 2020. This occupation is projected to grow by 11% over the next five years having 215 annual openings.

**Exhibit 1. Personal Training employment and occupational projections in the SCV/SML subregion**

Occupation	2020 Jobs	2025 Jobs	5-Year Change	5-Year % Change	Annual Openings
Exercise Trainers and Group Fitness Instructors	1,163	1,287	124	11%	215
<b>TOTAL</b>	<b>1,163</b>	<b>1,287</b>	<b>124</b>	<b>11%</b>	<b>215</b>

# Wages

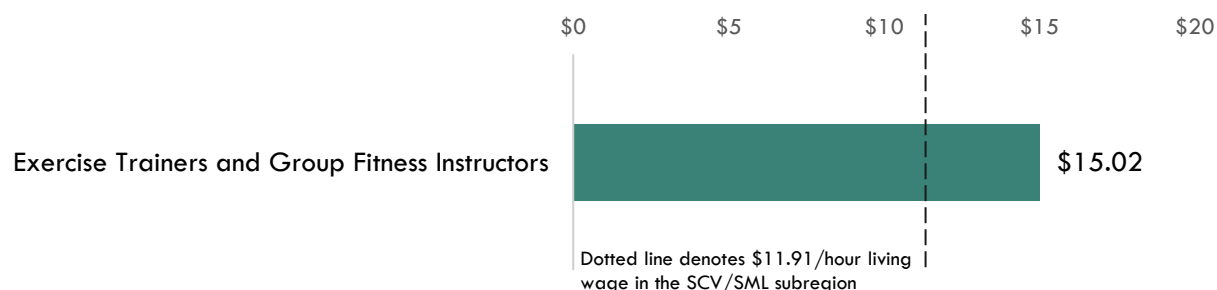
Exercise trainers and group fitness instructors earn an entry-level wage of \$15.02/hour in the subregion<sup>2</sup> (Exhibit 2).

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<sup>1</sup> The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

<sup>2</sup> Entry-level wages are derived from the 25<sup>th</sup> percentile.

## Exhibit 2. Personal Training entry-level wages in the SCV/SML subregion



## Job Postings

There were 118 job postings for the occupation in the SCV/SML subregion from January 2022 to June 2022.<sup>3</sup> The employers with the most job postings are listed in Exhibit 3.

### Exhibit 3. Top employers of Personal Training by number of job postings

Employer	Job Postings	% Job Postings
Instaswim	12	11%
Planet Fitness	10	9%
Aqua Mobile Swim School	7	6%
Safety 1st Aquatics	6	6%
Safe 2 Swim	4	4%
Xponential Fitness	4	4%
Chuze Fitness	3	3%
Kaweah Delta Health Care Dst	3	3%
Pinnacle Training Systems	3	3%
Svetness	3	3%

Exhibit 4 shows how job postings for the targeted occupations in the SCV/SML subregion are distributed across one O\*NET OnLine occupation. The occupational title Fitness Trainers and Aerobics Instructors is listed in 118 job postings. Note how this occupational title dominates the job posting results. Common job titles in postings include Swim Instructor in 20 job postings, Private Swim Instructor in 12 job postings, and Fitness Trainer in 10 job postings.

### Exhibit 4. Top occupational titles in job postings for Personal Training

Occupational Title	Job Postings	% of Job Postings
Fitness Trainers and Aerobics Instructors	118	100%

<sup>3</sup> Other than occupation titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

## Salaries

Exhibit 5 shows the “Market Salaries” for Personal Training occupations. These are calculated by Burning Glass using a machine learning model built off of millions of job postings every year. This accounts for adjustments based on locations, industry, skills, experience, education requirements, among other variables.

### Exhibit 5. Salaries for Personal Training occupations

Market Salary Percentile	Salary Amount
10th Percentile	\$24,952
25th Percentile	\$27,951
50th Percentile	\$34,412
75th Percentile	\$49,119
90th Percentile	\$54,098

## Education

Of the 118 job postings, 57 listed an education level preferred for the positions being filled. Among those, 88% requested high school or vocational training, 16% requested a bachelor’s degree, and 5% requested an associate degree (Exhibit 6). A job posting can indicate more than one education level. Hence, the percentages shown in the chart below may total more than 100%.

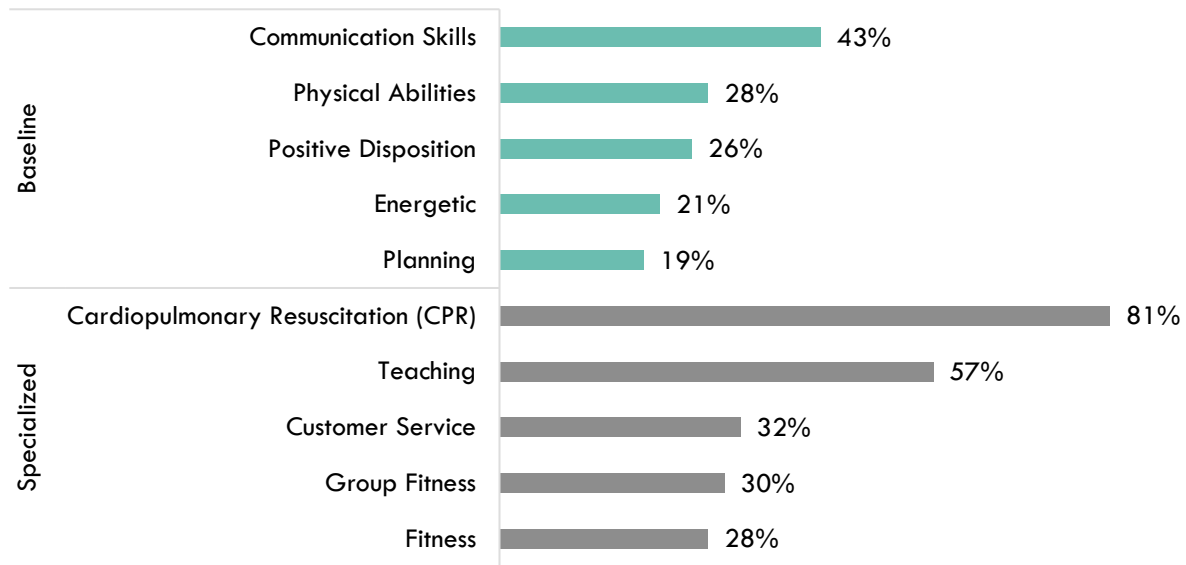
### Exhibit 6. Education levels requested in job postings for Personal Training

Education Level	Job Postings	% of Job Postings
High school or vocational training	50	88%
Bachelor's degree	9	16%
Associate's degree	3	5%
Master's degree	1	2%
Doctoral degree	1	2%

## Baseline and Specialized Skills

Exhibit 7 depicts the top baseline and specialized skills for the targeted occupations. The three most important baseline skills are communication skills, 43% of job postings, physical abilities, 28%, and positive disposition, 26%. The top three specialized skills are cardiopulmonary resuscitation (CPR), 81% of job postings, teaching, 57%, and customer service, 32%.

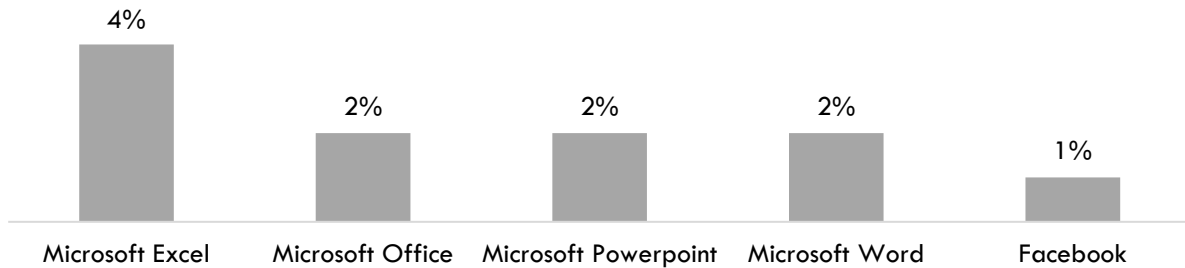
**Exhibit 7. In-demand Personal Training baseline and specialized skills**



**Software Skills**

Analysis also included the software skills most in demand by employers. Microsoft Excel and Office were the top two software skills identified in job postings (Exhibit 8).

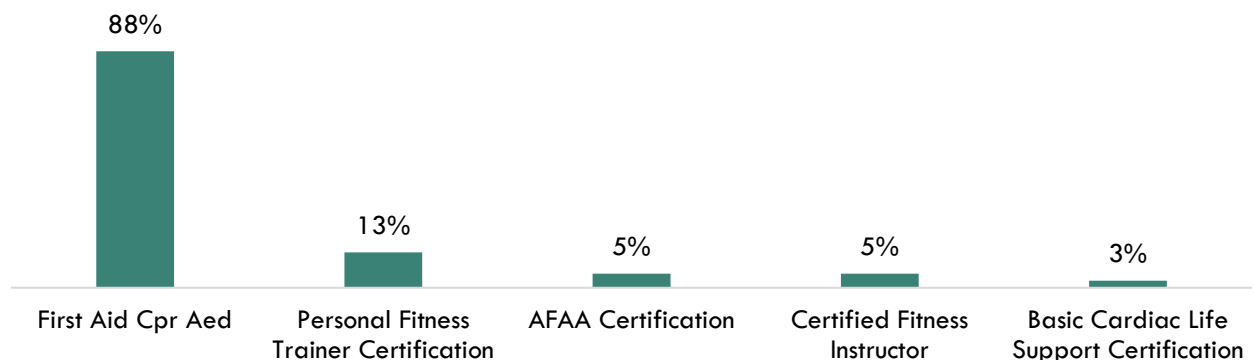
**Exhibit 8. In-demand Personal Training software skills**



**Certifications**

Of the 118 job postings, 76 contained certification data. Among those, 88% indicated a need for a First Aid Cpr Aed. The next top certifications are a personal fitness trainer certification and afaa certification (Exhibit 9).

**Exhibit 9. Top Personal Training certifications requested in job postings**



# Education, Work Experience & Training

A high school diploma or equivalent is typically required for exercise trainers and groups fitness instructors (Exhibit 10).

**Exhibit 10. Education, work experience, training, and Current Population Survey results for Personal Training occupations<sup>4</sup>**

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent	None	Short-term	28.6%

## Supply

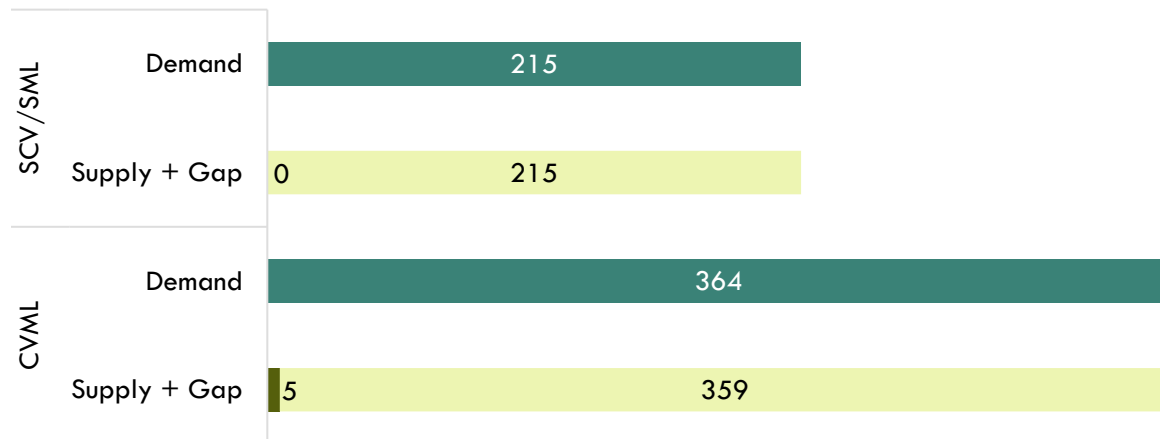
Analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) included the TOP code and title: 083520 - Fitness Trainer. Analysis of the last three years of data shows that, on average, 5 awards were conferred in the Central Valley/Mother Lode region each year (Exhibit 11).

**Exhibit 11. Postsecondary supply for Personal Training occupations in the region**

TOP/CIP Code- Title	College	Certificate 18 < 30 Semester Units	Certificate 30 < 60 Semester Units	Subtotal
083520 - Fitness Trainer	San Joaquin Delta	3	2	5
<b>TOTAL</b>		<b>3</b>	<b>2</b>	<b>5</b>

There is an undersupply of 215 Personal Training workers in the SCV/SML subregion and 359 workers in the region (Exhibit 12).

**Exhibit 12. Personal Training workforce demand (annual job openings), postsecondary supply of students (awards), and additional students needed to fill gap in the SCV/SML subregion and region**



<sup>4</sup> "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.



# Student Outcomes

There was no data available for employment and wage outcomes from the California Community College Chancellor's Cal-PASS Plus LaunchBoard for the TOP code related to Personal Training.

## Conclusion

The entry-level wages of the occupation exceed the SCV/SML subregion's average living wage. There were 118 job postings in the past six months for occupation related to Personal Training in the subregion. Analysis of skills and certification requirements in job postings indicates:

- The top baseline skill is communication skills, and the top specialized skill is cardiopulmonary resuscitation (CPR).
- The top software skill is Microsoft Excel.
- The top certification is a First Aid Cpr Aed.

There is an undersupply of trained workers, a shortage of 215 in the SCV/SML subregion and 359 in the region.

## Recommendation

Based on these findings, it is recommended that Fresno City College work with the regional director, the college's advisory board, and local industry in the expansion of programs to address the shortage of Personal Training in the region.

# Appendix A: Methodology & Data Sources

## Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor’s Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (EMSI). EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry: <a href="http://economicmodeling.com">economicmodeling.com</a> .
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: <a href="https://www.bls.gov/emp/tables/educational-attainment.htm">https://www.bls.gov/emp/tables/educational-attainment.htm</a> .
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: <a href="http://labormarketinfo.edd.ca.gov">labormarketinfo.edd.ca.gov</a> .
Job Posting and Skills Data	Burning Glass: <a href="http://burning-glass.com/">burning-glass.com/</a> .
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 occupations as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: <a href="http://onetonline.org">onetonline.org</a> .

## Key Terms and Concepts

**Annual Job Openings:** Annual openings are calculated by dividing the number of years in the projection period by total job openings.

**Education Attainment Level:** The highest education attainment level of workers age 25 years or older.

**Employment Estimate:** The total number of workers currently employed.

**Employment Projections:** Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (EMSI) formula that includes historical employment and economic indicators along with national, state and local trends.

**Living Wage:** The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

**Occupation:** An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

**Percent Change:** Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

**Replacements:** Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

**Total Job Openings (New + Replacements):** Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

**Typical Education Requirement:** represents the typical education level most workers need to enter an occupation.

**Typical On-The-Job Training:** indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.