

June 2021

Labor Market Analysis

Personal Trainers

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Prepared by the Central Valley/Mother Lode Center of Excellence

Table of Contents

- Summary 2
 - Key findings 2
- Introduction..... 3
- Occupational Demand 3
- Wages 4
- Job Postings 4
 - Salaries..... 5
 - Education..... 5
 - Baseline and Specialized Skills..... 5
 - Software Skills..... 6
 - Certifications..... 6
- Education, Work Experience & Training 7
- Supply 8
- Student Outcomes 9
- Conclusion 10
- Recommendation 10
- Appendix A: Methodology & Data Sources 11

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 trainers. Two occupations related to personal trainer were identified for Porterville College:

- 39-9031, Exercise Trainers and Group Fitness Instructors
- 29-9091, Athletic Trainers

Key findings:

- **Occupational demand** — More than 1,600 workers were employed in jobs related to personal trainers in 2019 in the South Central Valley/Southern Mother Lode (SCV/SML) subregion. The largest occupation is fitness trainers and aerobics instructors with 1,498 workers in 2019, a projected decline in employment of 11% over the next five years, and 234 annual openings.
- **Wages** — Athletic trainers earn the highest entry-level wage, \$21.79/hour in the subregion and \$21.61/hour in the region.
- **Employers** — Employers with the most job postings in the subregion are Instaswim, Planet Fitness, and Talent Hack.
- **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 athletic trainer.
- **Skills and certifications** — The top baseline skill is communication, the top specialized skill is CPR, and the top software skill is Microsoft Office. 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, and a bachelor's degree is typically required for athletic trainers.
- **Supply** — Analysis of postsecondary completions in the region shows that on average five 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 243 trained workers in the subregion and 403 workers in the region. The Center of Excellence recommends that Porterville College work with the college's advisory board, and local industry in the development of programs to address the shortage of personal trainer workers in the region.

Introduction

The Central Valley/Mother Lode Center of Excellence was asked by Porterville College to provide labor market information for personal trainers. 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.¹ Analysis of the program and occupational data related to personal trainers 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
- 29-9091, Athletic Trainers

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, Education and Training, Psychology, English Language

Skills: Instructing, Service Orientation, Social Perceptiveness, Speaking, Active Listening

Athletic Trainers

Job Description: Evaluate and treat musculoskeletal injuries or illnesses. Provide preventive, therapeutic, emergency, and rehabilitative care.

Knowledge: Medicine and Dentistry, Therapy and Counseling, Customer and Personal Service, Education and Training, English Language

Skills: Active Listening, Critical Thinking, Monitoring, Speaking, Active Learning

Occupational Demand

The South Central Valley/Southern Mother Lode subregion employed 1,608 workers in personal trainer occupations in 2019 (Exhibit 1). The largest occupation is fitness trainers and aerobics instructors with 1,498 workers in 2019. This occupation is projected to contract by 11% over the next five years but has the greatest number of projected annual openings, 234.

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

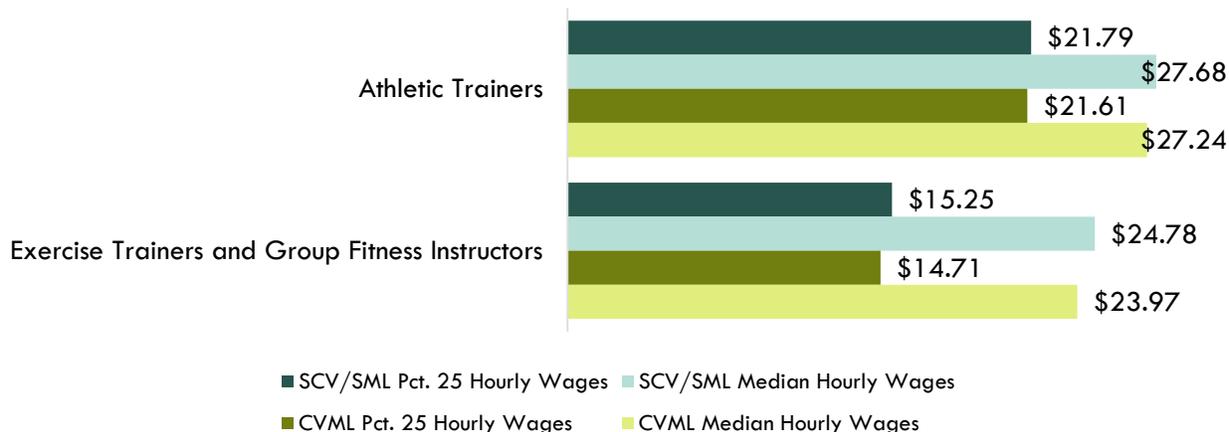
Occupation	2019 Jobs	2024 Jobs	5-Year Change	5-Year % Change	Annual Openings
Exercise Trainers and Group Fitness Instructors	1,498	1,328	(170)	(11%)	234
Athletic Trainers	110	117	7	7%	9
TOTAL	1,608	1,446	(162)	(10%)	243

¹ 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://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

Wages

Exhibit 2 compares the entry-level and experienced wages of the personal trainer occupations. Athletic trainers earn the highest entry-level wage, \$21.79/hour in the subregion and \$21.61/hour in the region.

Exhibit 2. Entry-level and experienced wage comparison in the SCV/SML subregion and region



Job Postings

There were 138 job postings for the two occupations in the SCV/SML subregion from December 2020 to May 2021.² The employers with the most job postings are listed in Exhibit 3.

Exhibit 3. Top employers of personal trainers by number of job postings

Employer	Job Postings	% Job Postings
Instaswim	6	5%
Planet Fitness	6	5%
Talent Hack	4	3%
The Wonderful Company Llc	4	3%
Best Buy	3	2%
Canoga Park Fitness, Llc	3	2%
Forest Service	3	2%
Jamies School Of Fish Swim School	3	2%
Powdr Corporation	3	2%
Svetness	3	2%

Exhibit 4 shows how job postings for the targeted occupations in the SCV/SML subregion are distributed across two O*NET OnLine occupations. The occupational title fitness trainers and aerobics instructors is listed in 107 job postings. Note how this occupational title dominates the job posting results. Common job titles in postings include athletic trainer in 11 job postings, personal trainer in eight job postings, and fitness trainer in seven job postings.

² 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.

Exhibit 4. Top occupational titles in job postings for personal trainers

Occupational Title	Job Postings	% of Job Postings
Fitness Trainers and Aerobics Instructors	107	78%
Athletic Trainers	31	22%

Salaries

Exhibit 5 shows the “Market Salaries” for personal trainer occupations that are calculated by Burning Glass which uses a machine learning model built off of millions of job postings every year, and accounts for adjustments based on locations, industry, skills, experience, education requirements, among other variables.

Exhibit 5. Salaries for personal trainer occupations

Market Salary Percentile	Salary Amount
10th Percentile	\$26,689
25th Percentile	\$31,180
50th Percentile	\$36,931
75th Percentile	\$44,165
90th Percentile	\$53,047

Education

Of the 138 job postings, 87 listed an education level preferred for the positions being filled. Of those, 69% requested high school or vocational training, 43% requested a bachelor’s degree, and 14% 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%.

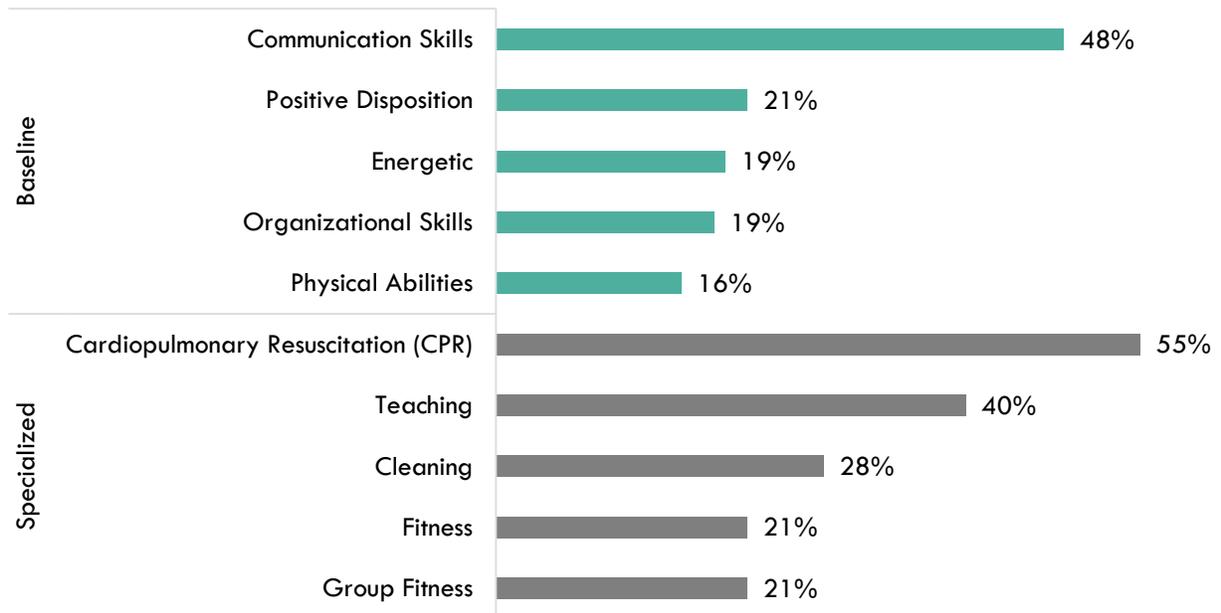
Exhibit 6. Education levels requested in job postings for personal trainers

Education Level	Job Postings	% of Job Postings
High school or vocational training	60	69%
Bachelor's degree	37	43%
Associate degree	12	14%
Master's degree	7	8%
Doctoral degree	3	3%

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, 48% of job postings, positive disposition, 21%, and energetic, 19%. The top three specialized skills are CPR, 55% of job postings, teaching, 40%, and cleaning, 28%.

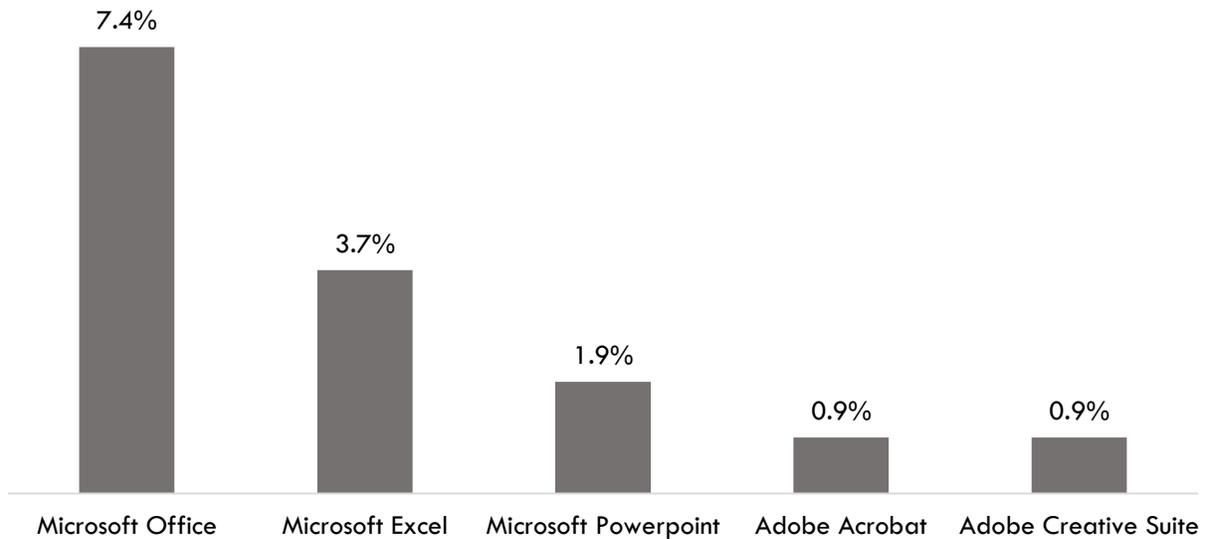
Exhibit 7. In-demand personal trainer baseline and specialized skills



Software Skills

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

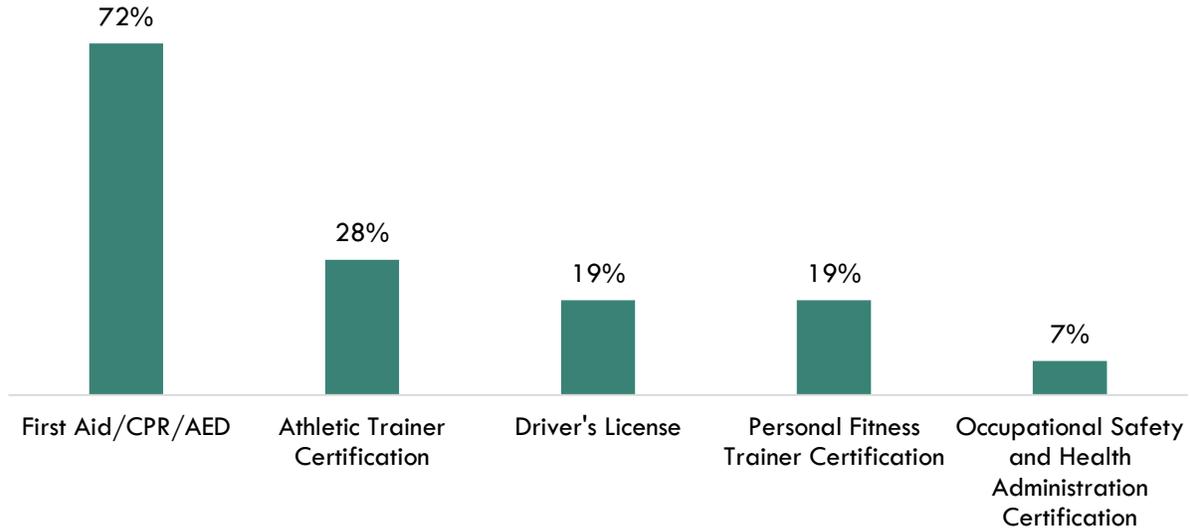
Exhibit 8. In-demand personal trainer software skills



Certifications

Of the 138 job postings, 72 contained certification data. Among those, 72% indicated a need for a first aid/CPR/AED. The next top certifications are Athletic Trainer Certification and driver’s license (Exhibit 9). (Due to the low number of job postings with certifications listed, the chart below may not be representative of the full sample.)

Exhibit 9. Top personal trainer certifications requested in job postings



Education, Work Experience & Training

A high school diploma or equivalent is typically required for exercise trainers and group fitness instructors, and a bachelor's degree is typically required for athletic trainers (Exhibit 10).

Exhibit 10. Education, work experience, training, and Current Population Survey results for personal trainer occupations³

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%
Athletic Trainers	Bachelor's degree	None	None	20.2%

³ "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

Supply

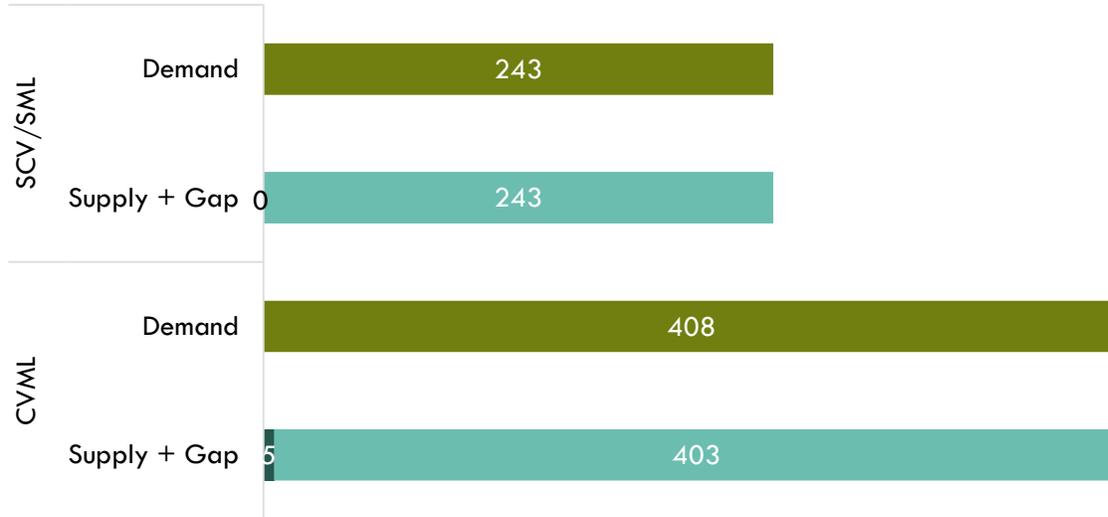
Analysis of program data from the California Community Colleges Chancellor's Office Data Mart included the TOP code and title: 083520 - Fitness Trainer. Analysis of the last three years of data shows that, on average, five awards were conferred in the Central Valley/Mother Lode region each year (Exhibit 11).

Exhibit 11. Postsecondary supply for personal trainer occupations in the region

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

There is an undersupply of 243 personal trainer workers in the SCV/SML subregion and 403 workers in the region (Exhibit 11).

Exhibit 11. Personal trainer workforce annual demand and supply in the SCV/SML subregion and region



Student Outcomes

Exhibit 12 summarizes employment and wage outcomes from the California Community College Chancellor’s Cal-PASS Plus LaunchBoard for the TOP code related to personal trainers. Of note, 55% of fitness trainer students attained a living wage.

Exhibit 12. Regional metrics for the TOP code related to personal trainers

Metric	Fitness Trainer 083520
Students Who Got a Degree or Certificate or Attained Apprenticeship Journey Status	*
Number of Students Who Transferred	*
Job Closely Related to Field of Study	*
Median Change in Earnings	*
Attained a Living Wage	55%
* denotes data not available.	

Conclusion

The entry-level wages of the two occupations exceed the SCV/SML subregion's average living wage. There were 138 job postings in the past six months for occupations related to personal trainers in the subregion. Analysis of skills and certification requirements in job postings indicates:

- The top baseline skill is communication, and the top specialized skill is CPR.
- The top software skill is Microsoft Office.
- The top certification is a first aid/CPR/AED.

There is an undersupply of trained workers, a shortage of 243 workers in the SCV/SML subregion and 403 workers in the region.

Recommendation

Based on these findings, it is recommended that Porterville College work with the college's advisory board, and local industry in the development of programs to address the shortage of personal trainers 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: economicmodeling.com .
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: https://www.bls.gov/emp/tables/educational-attainment.htm .
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Burning Glass: burning-glass.com/ .
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: onetonline.org .

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.