



Exercise Trainers and Group Fitness Instructors in 2 California Counties

Contents

What is Lightcast Data?	1
Report Parameters	2
Executive Summary	3
Jobs	4
Compensation	7
Job Posting Activity	8
Demographics	12
Occupational Programs	15
Appendix A	16

What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumé, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

1 Occupation

39-9031 Exercise Trainers and Group Fitness Instructors

2 Counties

6079 San Luis Obispo County, CA

6083 Santa Barbara County, CA

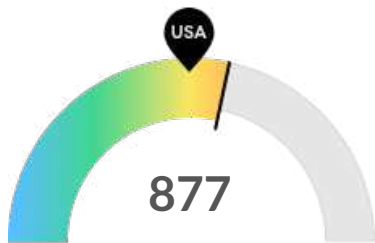
Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupation and geographical areas.

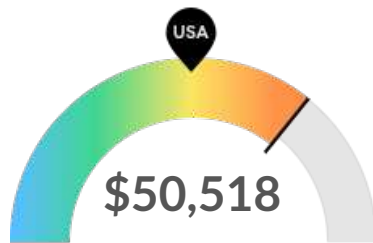
Executive Summary

Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs



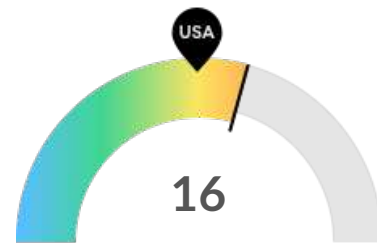
Jobs (2023)

Your area is a hotspot for this kind of job. The national average for an area this size is 726* employees, while there are 877 here.



Compensation

Earnings are high in your area. The national median salary for Exercise Trainers and Group Fitness Instructors is \$40,458, compared to \$50,518 here.



Job Posting Demand

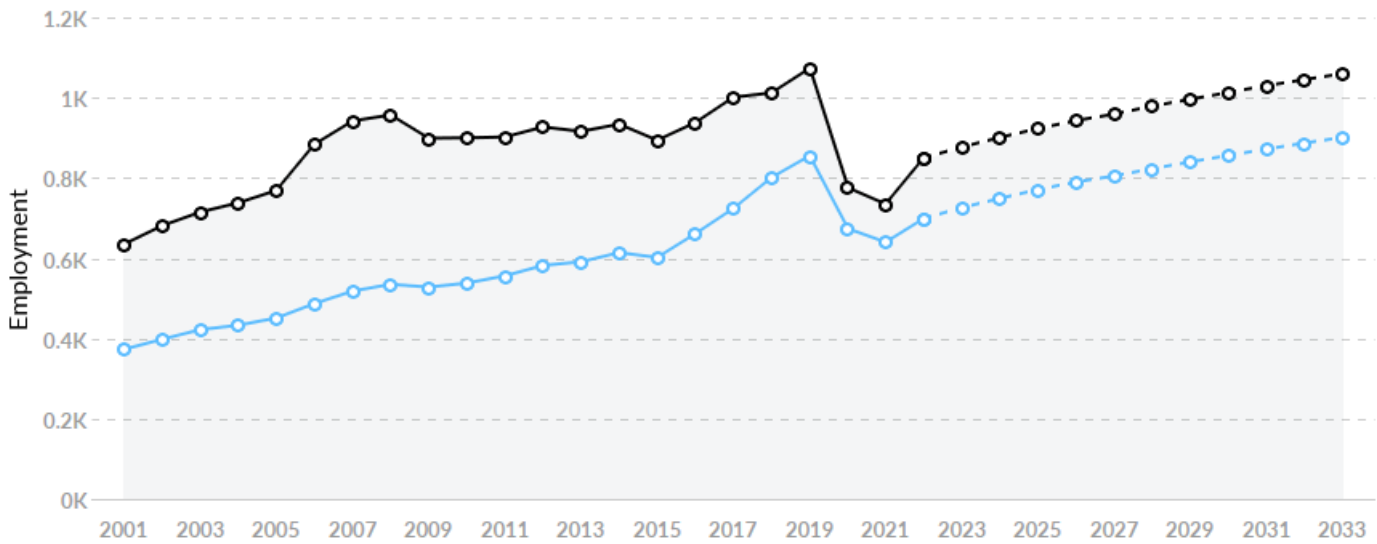
Job posting activity is high in your area. The national average for an area this size is 13* job postings/mo, while there are 16 here.

*National average values are derived by taking the national value for Exercise Trainers and Group Fitness Instructors and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is Higher Than the National Average

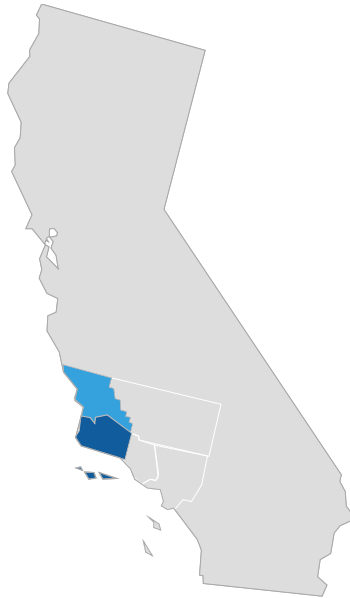
An average area of this size typically has 726* jobs, while there are 877 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



Region	2023 Jobs	2033 Jobs	Change	% Change
● 2 California Counties	877	1,060	183	20.9%
● National Average	726	901	175	24.1%

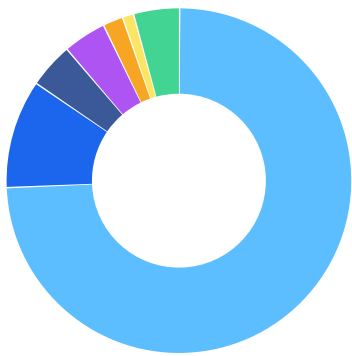
*National average values are derived by taking the national value for Exercise Trainers and Group Fitness Instructors and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Regional Breakdown



County	2023 Jobs
Santa Barbara County, CA	590
San Luis Obispo County, CA	287

Most Jobs are Found in the Other Amusement and Recreation Industries Industry Sector

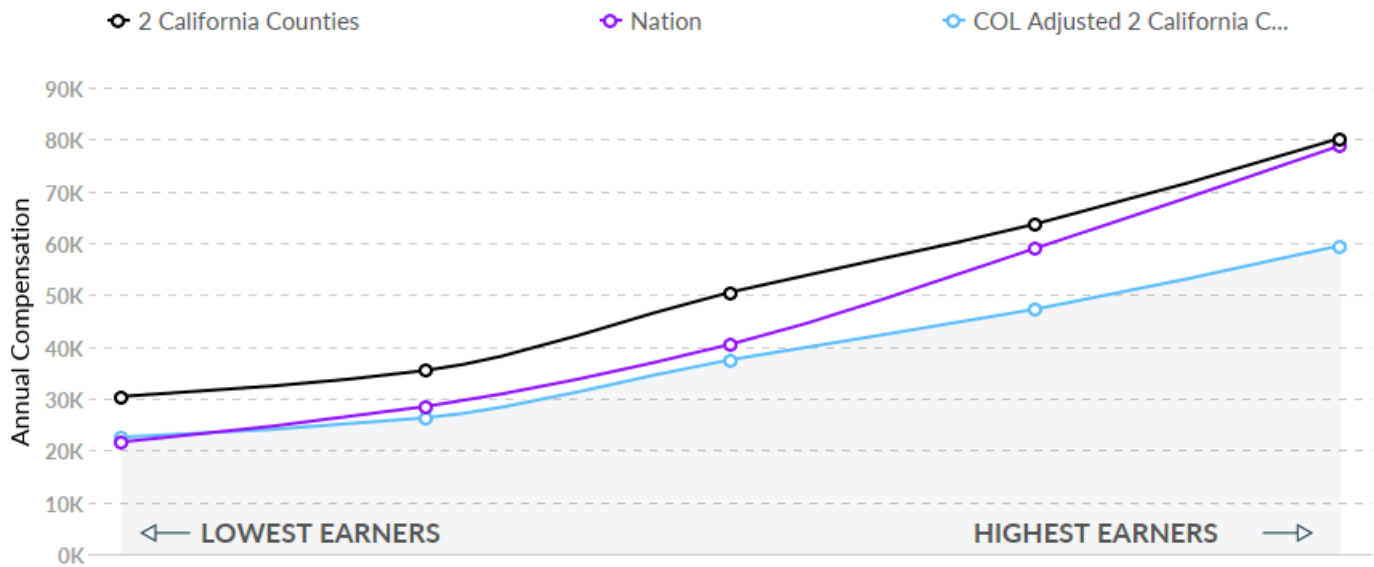


Industry	% of Occupation in Industry (2023)
Other Amusement and Recreation Industries	74.3%
Civic and Social Organizations	10.2%
Other Schools and Instruction	4.2%
Local Government, Excluding Education and Hospitals	4.0%
Other Personal Services	1.9%
Traveler Accommodation	1.1%
Other	4.3%

Compensation

Regional Compensation Is 25% Higher Than National Compensation

For Exercise Trainers and Group Fitness Instructors, the 2021 median wage in your area is \$50,518, while the national median wage is \$40,458.



Job Posting Activity



96 Unique Job Postings

The number of unique postings for this job from Jan 2023 to Jun 2023.



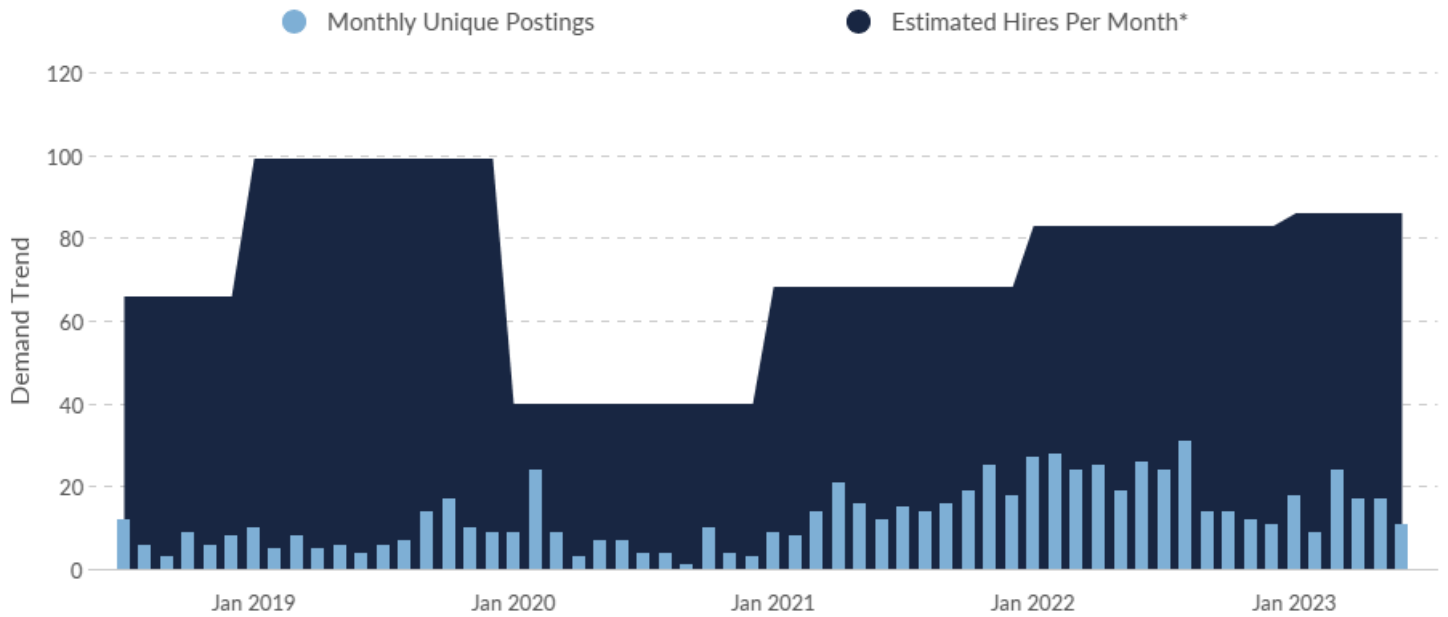
34 Employers Competing

All employers in the region who posted for this job from Jan 2023 to Jun 2023.



35 Day Median Duration

Posting duration is 2 days longer than what's typical in the region.



Occupation	Avg Monthly Postings (Jan 2023 - Jun 2023)	Avg Monthly Hires (Jan 2023 - Jun 2023)
Exercise Trainers and Group Fitness Instructors	16	86

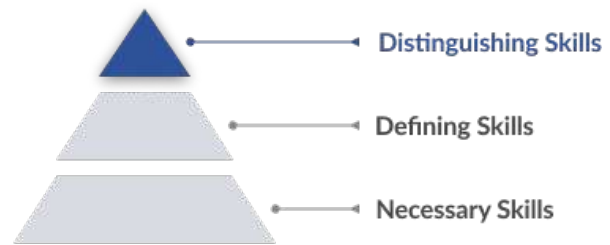
*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings
YMCA	16
Stretchlab Montecito	6
Hoamco (Homeowners Associat...	3
9Round	2
Associated Students	2
City Of Santa Barbara	2
Cuesta College	2
Expond Gmbh	2
In-Shape Solutions	2
Michaels	2

Top Job Titles	Unique Postings
Swim Instructors	14
Group Exercise Instructors	12
Yoga Instructors	6
Head Swim Instructors	5
Lifeguards/Swim Instructors	5
Pilates Instructors	5
Fitness Instructors	4
Fitness Trainers	4
Floor Trainers	4
Group Fitness Instructors	3

Top Distinguishing Skills by Demand

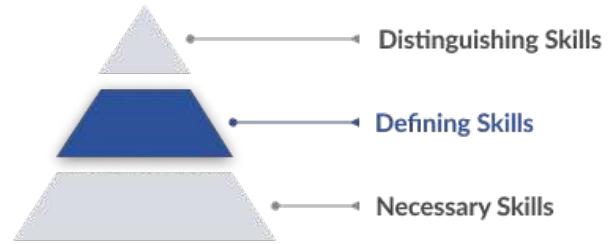
An occupation's Distinguishing Skills are the advanced skills that are called for occasionally. An employee with these skills is likely more specialized and able to differentiate themselves from others in the same role.



Skill	Salary Boosting	Job Postings Requesting
Strength Training And Conditioning		17
Exercise Programs		3
Zumba		3
Lifeguard Certification		1

Top Defining Skills by Demand

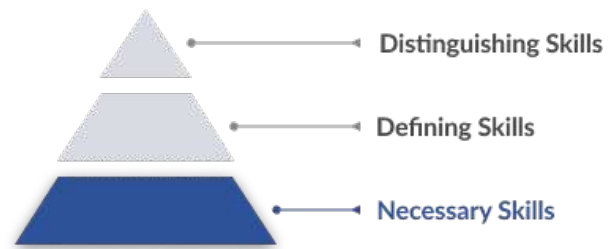
An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.



Skill	Salary Boosting	Job Postings Requesting
Cardiopulmonary Resuscitation (CPR) Certification	✘	41
Automated External Defibrillator (AED) Certification	✘	38
Group Exercise Instruction	✘	22
Athletics And Fitness Association Of America (AFAA) Certification	✘	20
Pilates	✔	16
American College Of Sports Medicine (ACSM) Certification	✘	15
Lifeguarding	✘	11
Yoga	✘	10
Fitness Training	✘	7
Personal Trainer Certification	✘	7

Top Necessary Skills by Demand

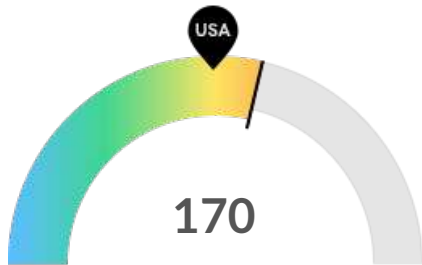
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



Skill	Salary Boosting	Job Postings Requesting
First Aid Certification	✘	30
Instructing	✘	5

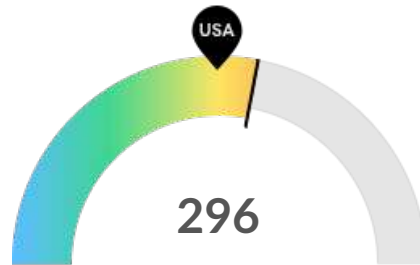
Demographics

Retirement Risk Is High, While Overall Diversity Is About Average



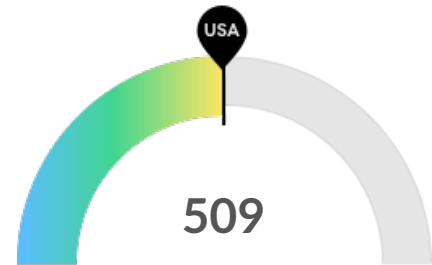
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 138* employees 55 or older, while there are 170 here.



Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 249* racially diverse employees, while there are 296 here.

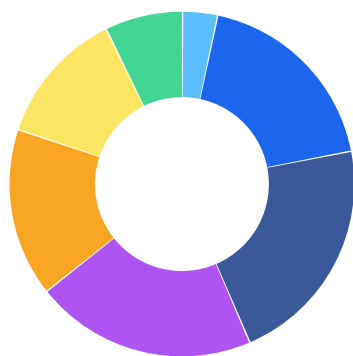


Gender Diversity

Gender diversity is about average in your area. The national average for an area this size is 510* female employees, while there are 509 here.

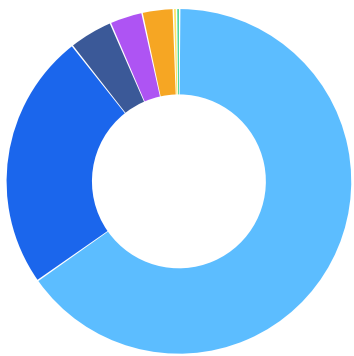
*National average values are derived by taking the national value for Exercise Trainers and Group Fitness Instructors and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Occupation Age Breakdown



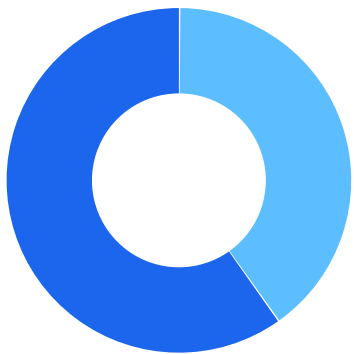
	% of Jobs	Jobs
14-18	3.3%	28
19-24	18.6%	158
25-34	21.6%	184
35-44	20.8%	177
45-54	15.8%	134
55-64	12.7%	108
65+	7.3%	62

Occupation Race/Ethnicity Breakdown



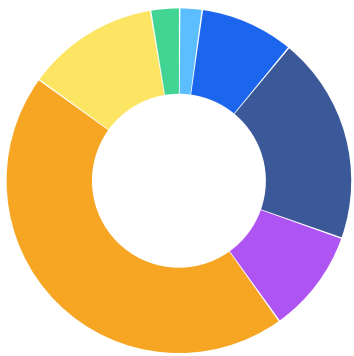
	% of Jobs	Jobs
White	65.2%	554
Hispanic or Latino	24.1%	205
Asian	4.1%	35
Black or African American	3.1%	26
Two or More Races	2.9%	25
Native Hawaiian or Other Pacific Islander	0.3%	3
American Indian or Alaska Native	0.3%	2








Occupation Gender Breakdown



	% of Jobs	Jobs
Males	40.1%	341
Females	59.9%	509

National Educational Attainment



	% of Jobs
 Less than high school diploma	2.1%
 High school diploma or equivalent	8.8%
 Some college, no degree	19.4%
 Associate's degree	9.7%
 Bachelor's degree	44.8%
 Master's degree	12.4%
 Doctoral or professional degree	2.7%

Occupational Programs



5 Programs

Of the programs that can train for this job, 5 have produced completions in the last 5 years.



341 Completions (2021)

The completions from all regional institutions for all degree types.



246 Openings (2021)

The average number of openings for an occupation in the region is 74.

CIP Code	Top Programs	Completions (2021)
31.0501	Sports, Kinesiology, and Physical Education/Fitness, General	124
31.0507	Physical Fitness Technician	115
31.0505	Exercise Science and Kinesiology	101
31.0504	Sport and Fitness Administration/Management	1

Top Schools	Completions (2021)
International Sports Sciences Association	127
California Polytechnic State University-San Luis Obispo	108
Westmont College	37
Allan Hancock College	30
Santa Barbara City College	21
Cuesta College	18

Appendix A

Exercise Trainers and Group Fitness Instructors (SOC 39-9031):

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. Excludes Educational Instruction and Library Occupations (25-0000), Coaches and Scouts (27-2022), and Athletic Trainers (29-9091).

Sample of Reported Job Titles:

Yoga Instructor
Personal Trainer
Personal Fitness Trainer
Fitness Trainer
Pilates Instructor
Group Fitness Instructor
Group Exercise Instructor
Fitness Specialist
Fitness Consultant
Certified Personal Trainer

Related O*NET Occupation:

Exercise Trainers and Group Fitness Instructors (39-9031.00)