

# Salary Report

## for Health and Fitness Professionals



In 2013, ACE conducted a survey of health and fitness professionals in an effort to better understand current salary conditions in the industry, and how education and experience can affect pay levels. More than 3,000 ACE Personal Trainers, Group Fitness Instructors, Health Coaches, and Advanced Health and Fitness Specialists worldwide responded. The data, collected by independent, third-party researchers found that part-time health and fitness professionals reported significantly higher salaries than were disclosed in a 2010 survey. Additionally, those with advanced certifications including Health Coach, and Advanced Health and Fitness Specialist, continue to receive more benefits than other certification holders.

12%

SINCE 2010, AVERAGE SALARY  
OF PART-TIME PERSONAL  
TRAINERS HAS INCREASED

### AVERAGE SALARY OR HOURLY RATE BY CERTIFICATION

Annual salaries for full-time health and fitness professionals and part-time Group Fitness Instructors have remained constant since 2010. Part-time Personal Trainers and part-time professionals with advanced certifications, however, have seen a significant salary increase in the past three years. Keep in mind that about 40% of professionals surveyed who hold a Group Fitness Instructor Certification also hold another ACE certification, which artificially inflated the earnings reported in that category.



#### PERSONAL TRAINER



#### GROUP FITNESS INSTRUCTOR

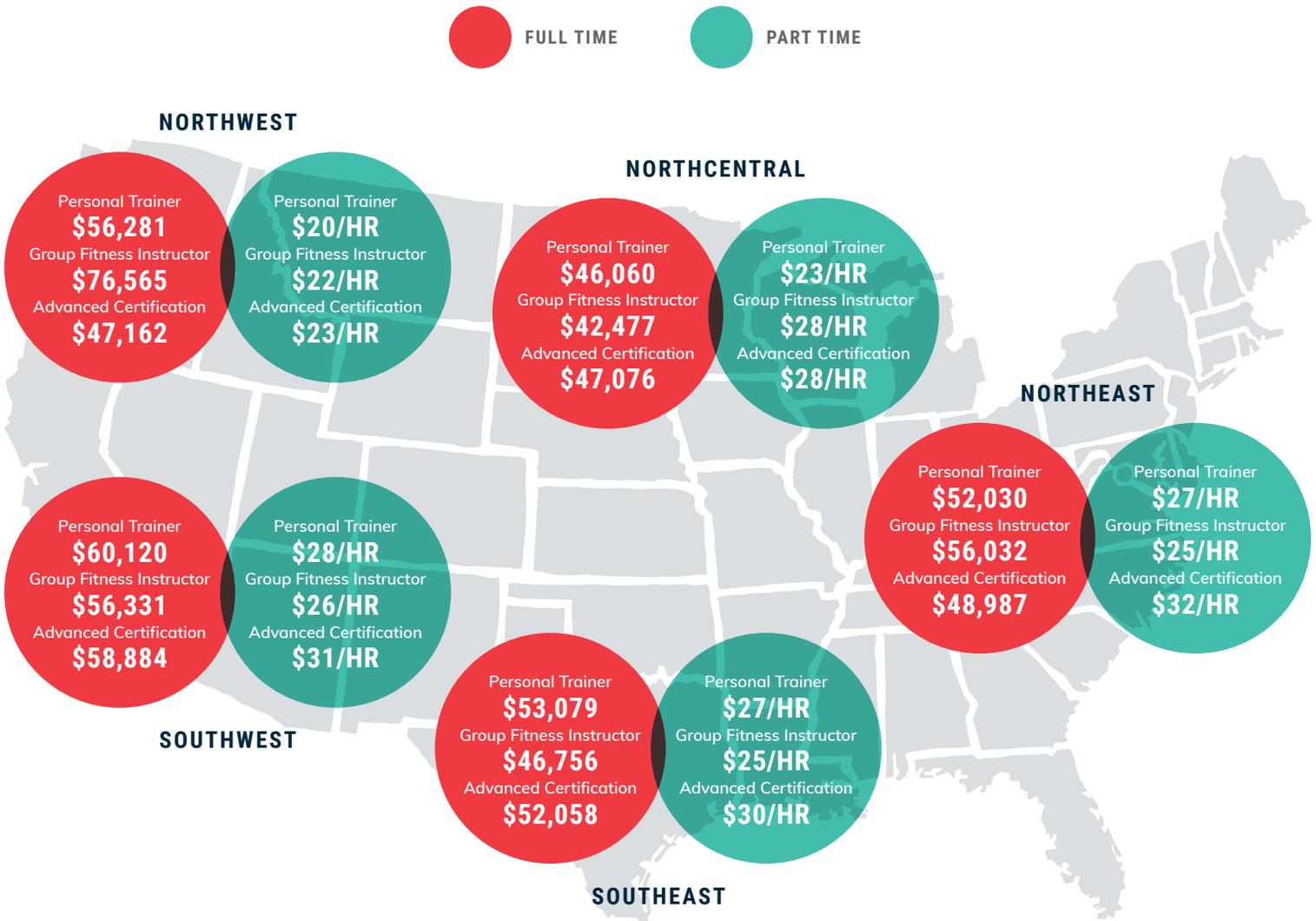


#### HEALTH COACH



## AVERAGE SALARY OR HOURLY RATE BY REGION

The Southeast and Southwest regions experienced the greatest increase overall since 2010. The Northeast has seen an overall decrease in salaries among health and fitness professionals. In the past three years, Group Fitness Instructors have seen the most significant salary increases across all regions.



**69%**

OF PERSONAL TRAINERS  
WORK WITH OVERWEIGHT  
OR OBESE ADULTS

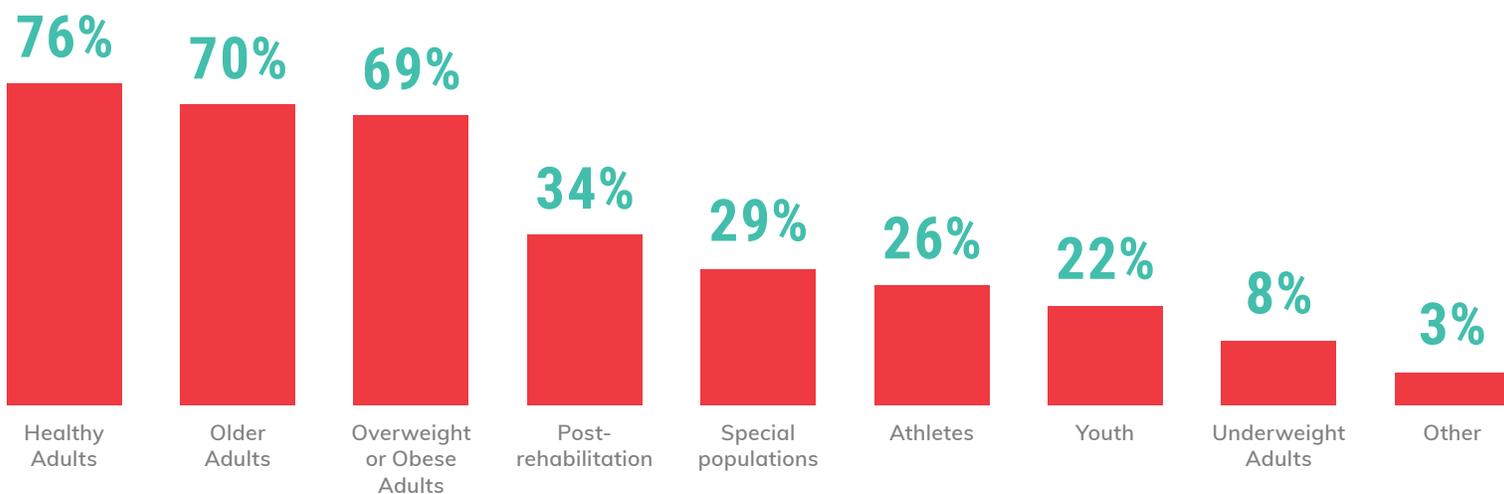
In 2013,  
boot camps and  
dance fitness  
classes soared in  
popularity

**75%**

OF PROFESSIONALS HOLD  
A BACHELOR'S DEGREE  
OR HIGHER

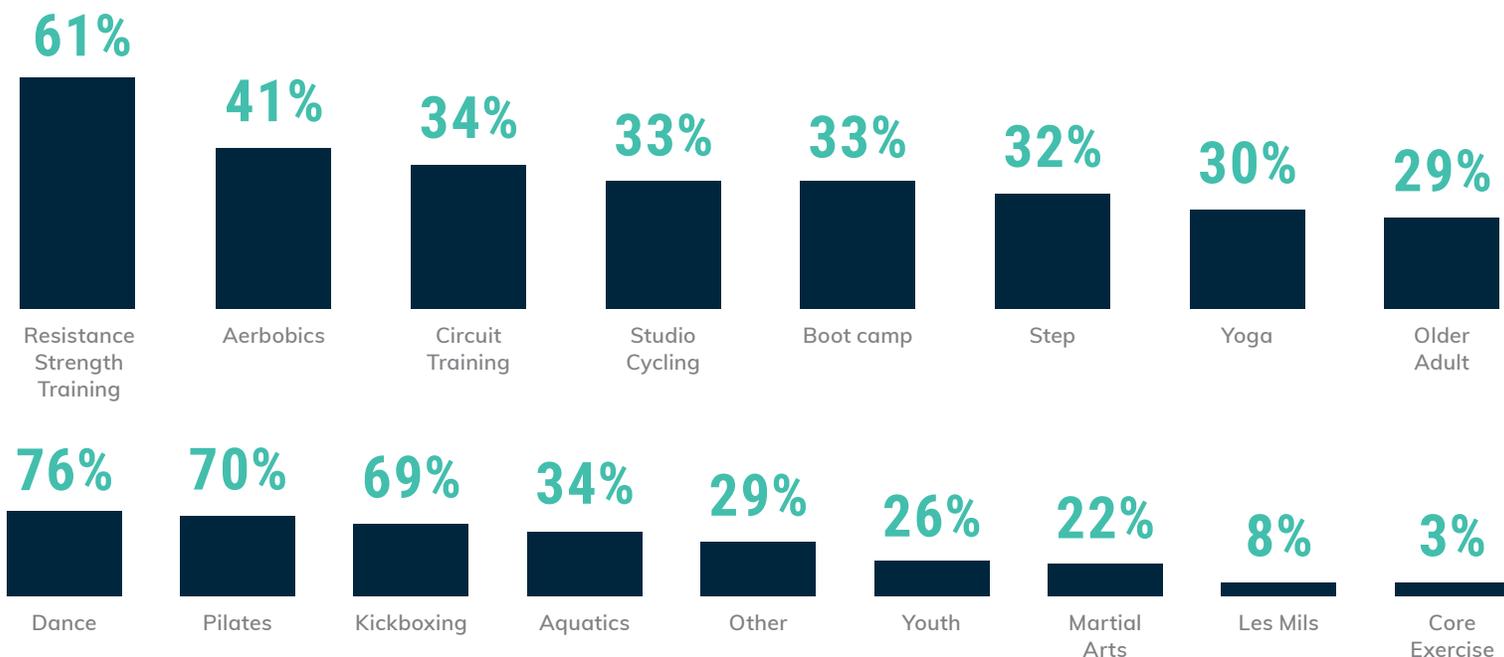
## MOST POPULAR CLIENT TYPES FOR PERSONAL TRAINERS

The predominant client base for personal trainers is adults, although they range from healthy to overweight and seniors. Full-time personal trainers are more likely to work with a broad range of other clients as well, most notably special populations.



## POPULAR GROUP FITNESS INSTRUCTOR SPECIALTIES

While aerobics and step continue to attract millions of adults per year to group exercise, the popularity of those classes has significantly decreased since 2010. Boot camps and dance-based fitness, including Zumba® classes, have soared in popularity.



9%

SINCE 2010, POPULARITY OF DANCE FITNESS CLASSES HAS INCREASED 9%

52%

OF PROFESSIONALS WITH AN ADVANCED CERTIFICATION SAY IT ALLOWS THEM TO EARN MORE

## MOST POPULAR FITNESS JOB TITLES

Personal Trainers and Group Fitness Instructors still account for most (59%) of positions in the fitness industry. Yoga instructors replaced Pilates instructors, which made the most popular list in 2010. Club owners, not surprisingly, still hold the top spot for highest annual pay.



## EMPLOYEE BENEFITS

The number of health and fitness professionals who receive traditional employee benefits including health, dental, vision, life insurance, 401K plans, the Employee Assistance Program (EAP), paid vacation, paid sick leave and paid maternity leave is relatively consistent with 2010. In general, professionals who hold advanced certifications continue to receive greater employee benefits.

