



New Data Quantifies the "NASM Premium": Certified Professionals Earn 22% More Than Industry Peers

New Study Reveals a Stark ‘Decade Gap’ in Earnings, Establishing a New Economic Floor for Personal Trainers

TABLE 1: Independent (Self Employed) Earning Advantage by Training Modality

Training Category (Independent/Self Employed)	NASM Earnings (Avg. \$/hr)	Industry Earnings (Avg. \$/hr)	NASM Premium (Avg. % lift)
In-Person 1:1	\$62.34	\$55.08	13.2%
Virtual / Online	\$57.84	\$44.41	30.2%
Small Group Training	\$50.89	\$41.22	23.4%
COMBINED	\$57.02	\$46.90	21.6%

***Note:** Data reflects self-reported earnings from 1,133 active personal trainers across the industry.

TABLE 2: Career Stage Earnings Comparison

Career Stage	NASM Combined (Avg. \$/Hr)	Industry Combined (Avg. \$/Hr)	NASM Premium (Avg. % Lift)
1 to 3 Years	\$52.97	\$32.00	65.5%
4 to 9 Years	\$58.38	\$38.42	52%
10+ Years	\$73.17	\$66.10	10.7%

Methodology

The survey was conducted among 1,133 active personal trainers. The sample included 842 NASM-certified professionals and 291 non-NASM / industry trainers. The study has a margin of error of +/- 2.9% at a 95% confidence level.