

Program Profile

Kinesiology and Exercise Science

31.0505

The Program Profile is a comprehensive view of an academic program that covers Gray DI's major sources: Student Demand, Employment, and Competitive Intensity.

Please reach out to support@graydi.us with any questions.

Filters

Global Filters

These filters apply to all data sources.

Program (CIP)

31.0505 Kinesiology And Exercise Science

Custom Market

None selected

States

None selected

Counties

None selected

Cities

None selected

Award Levels

Bachelor's

Key	Meaning
TTM	Trailing 12 Months
Prev.	Previous
YoY	Year Over Year

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STUDENT DEMAND

a. Enrollment	5
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New Enrollment

This page shows several years of trends for new enrollments for trailing 12-month periods. Each of these periods includes three terms. SU is summer, FA is fall, and SP is spring. Each abbreviation is followed by the related calendar year. For example, "SP 24" is spring 2024.



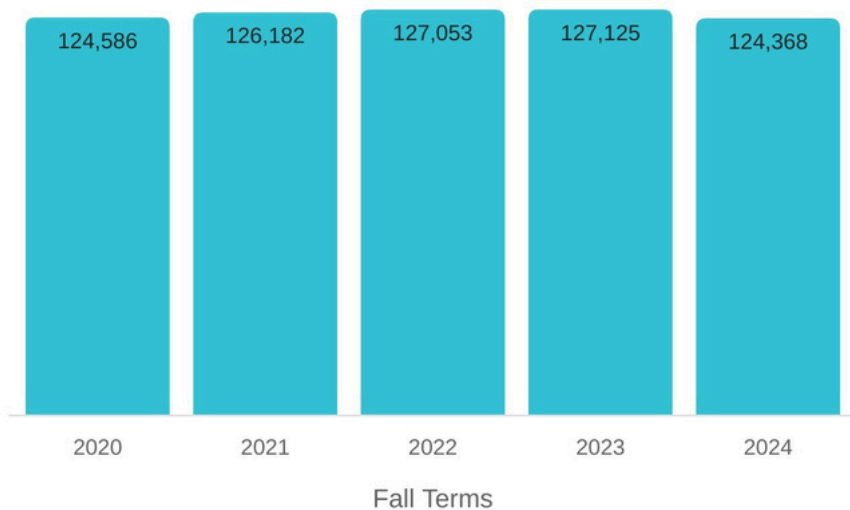
Terms TTM

Term

	Fall	Spring
TTM 1: FA 24, SP 24	21,605	1,175
TTM 2: FA 23, SP 23	22,559	1,172
TTM 3: FA 22, SP 22	21,954	1,086
TTM 4: FA 21, SP 21	20,618	1,204

Total Fall Enrollment

This chart displays total enrollment for the fall terms.



Completions

This page shows trends for total, on-ground, and online completions in both volume and growth.



Academic Year ↑	Total Complet...	On-Ground	Online
2021	-	-	-
2022	↓ -1.86%	↓ -2.12%	↑ 4.10%
2023	↓ -0.39%	↓ -0.54%	↑ 2.91%

Source: IPEDS and Gray DI analysis.

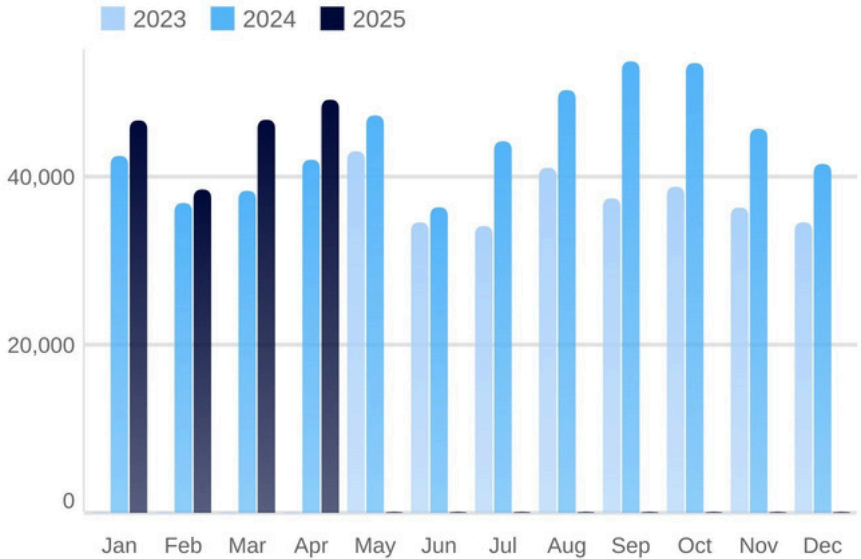
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Google Searches: Trends

This page shows Google search trends over the trailing 24 months.

Google Searches		Trailing 12 Mo.	
Apr. 2025			
49,157		553,619	
7,158 ↗ YoY	17.0% ↗ YoY	136,081 ↗	32.6% ↗

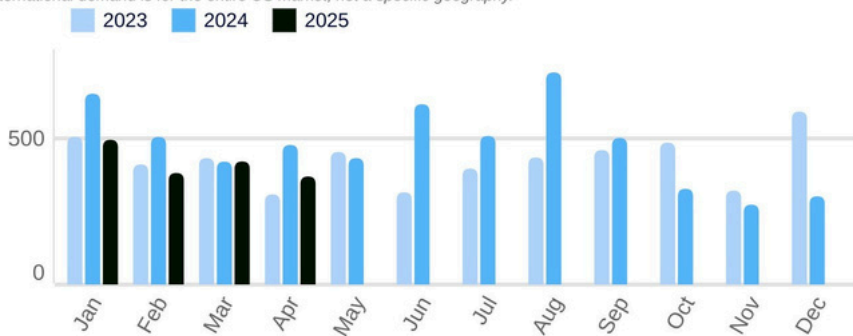


Source: Google and Gray DI analysis.

International Demand

This chart shows page views by international students searching for programs in the US.

International demand is for the entire US market, not a specific geography.



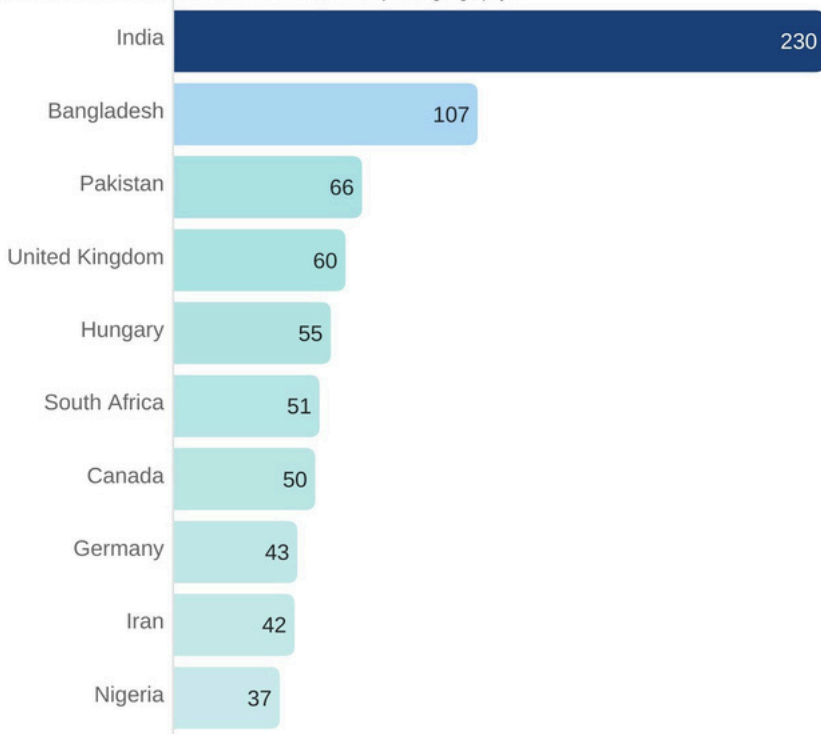
Demand Year	↑	Page Views	Page Views
2021		6,571	-
2022		5,442	↓ -17.2%
2023		5,109	↓ -6.1%
2024		5,736	
2025		5,885	↑ 2.6%

Source: Study Portals and Gray DI analysis. Countries with an internet firewall will be underrepresented (e.g., Russia, China, North Korea).

International Demand: Countries

This chart shows the top ten countries with the highest volume of page views for programs in the US.

International demand is for the entire US market, not a specific geography.



Source: Study Portals and Gray DI analysis. Countries with an internet firewall will be underrepresented (e.g....

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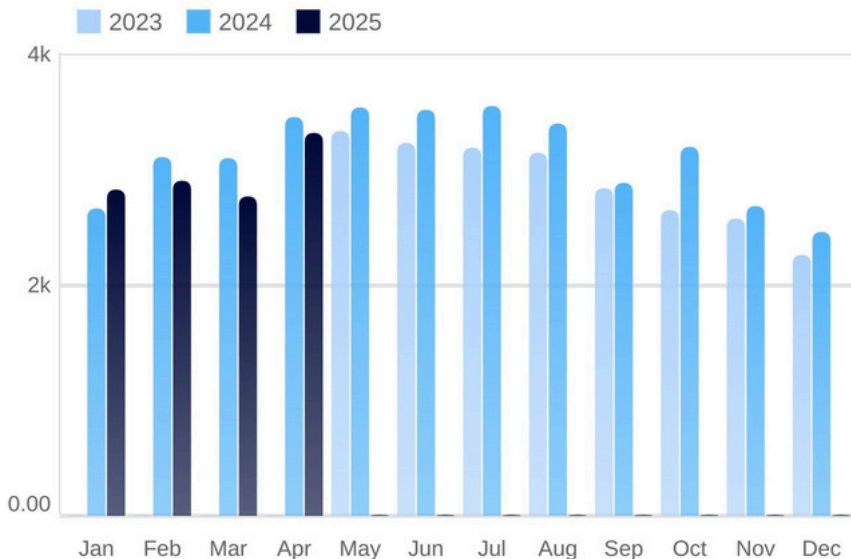
Employment

a. Job Postings	12
b. BLS	27

Job Postings: Trends

This page shows job posting trends for occupations related to the program.

Job Postings		Trailing 12 Mo.	
Apr. 2025			
3,314		36,992	
-137 ↘ YoY	-4.0% ↘ YoY	1,496 ↗	4.2% ↗



Source: Indeed and Gray DI analysis.

Top Occupations

This chart displays the job postings by occupations that were pursued by the program's graduates.

Program

Occupations



Trailing 12 months

Job Postings: Salary Trends

This page shows salary trends for the job postings. Please note the scale is cropped which makes changes more pronounced.

Weighted Salary		Trailing 12 Mo.	
Apr. 2025			
\$55,309		\$71,684	
-\$ 14,241 ↘ YoY	-20.5% ↘ YoY	\$ 5,030 ↗	7.5% ↗



Job Postings: Weighted Salaries

This page shows the salaries for the top ten occupations pursued by program graduates. Salaries are weighted by employment volume.

SOC and Title	Postings TTM	↓	Weighted Salary
11-1021 General and Operations Managers	8,537		\$ 79,878
27-2022 Coaches and Scouts	5,732		\$ 51,635
41-4012 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	3,168		\$ 71,580
11-2022 Sales Managers	1,614		\$ 89,540
13-1071 Human Resources Specialists	1,198		\$ 61,726
29-9091 Athletic Trainers	1,054		\$ 58,318
11-2021 Marketing Managers	989		\$ 103,109
43-1011 First-Line Supervisors of Office and Administrative Support Workers	855		\$ 47,434
25-2031 Secondary School Teachers, Except Special and Career/Technical Education	815		\$ 56,632
15-1232 Computer User Support Specialists	802		\$ 55,755

Job Postings: Top Technical Skills

The word cloud highlights the technical skills that appear most frequently in the job postings.



Trailing 12 months

Job Postings: Top Technical Skills

This page shows the technical skills that have appeared most frequently in the job postings over the trailing 12 months.

Technical Skill	Apr. Postings	Prev. TTM	TTM ↓	Unit Change	Percent Change
MARKETING	522	5,168	5,543	↑ 374	↑ 7.2%
MICROSOFT OFFICE	317	3,653	3,879	↑ 227	↑ 6.2%
PROJECT MANAGEMENT	178	1,964	2,258	↑ 294	↑ 15.0%
FINANCE	170	1,900	2,109	↑ 209	↑ 11.0%
ACCOUNTING	133	1,700	1,690	↓ -10	↓ -0.6%
CONSTRUCTION	143	1,468	1,660	↑ 192	↑ 13.1%
MENTAL HEALTH	128	1,287	1,534	↑ 246	↑ 19.1%
NURSING	110	1,345	1,450	↑ 106	↑ 7.9%
REHABILITATION	127	1,367	1,416	↑ 49	↑ 3.6%
BUSINESS DEVELOPMENT	125	1,200	1,411	↑ 210	↑ 17.5%

Source: Indeed and Gray DI analysis.

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Job Postings: Top Durable Skills

The word cloud highlights the durable skills that appear most frequently in the job postings.



Trailing 12 months

Job Postings: Top Durable Skills

This page shows the durable skills that have appeared most frequently in the job postings over the trailing 12 months.

Durable Skill	Apr. Postings	Prev. TTM	TTM ↓	Unit Change	Percent Change
Management	1,165	13,260	13,580	↑ 320	↑ 2.4%
Leadership	1,003	10,015	10,786	↑ 771	↑ 7.7%
Customer Service	710	8,606	8,344	↓ -262	↓ -3.0%
Coaching	760	6,561	7,369	↑ 808	↑ 12.3%
Planning	525	7,484	5,933	↓ -1,550	↓ -20.7%
Supervision	433	4,935	4,963	↑ 28	↑ 0.6%
Collaboration	448	3,750	4,582	↑ 832	↑ 22.2%
Teaching	486	4,019	4,405	↑ 385	↑ 9.6%
Innovation	331	2,884	3,565	↑ 681	↑ 23.6%
Research	292	3,358	3,428	↑ 70	↑ 2.1%

Job Postings: Industry Volume

This page shows the top ten industries that advertised jobs in occupations that program grads have gone into.

Industry	Apr. Postings	Prev. TTM	TTM ↓	Unit Change	Percent Change
Education	193	3,100	2,540	↓ -559	↓ -18.0%
Healthcare	168	2,677	2,234	↓ -443	↓ -16.5%
Retail and Wholesale	60	1,657	1,046	↓ -611	↓ -36.9%
Government and Public Administration	53	760	653	↓ -107	↓ -14.0%
Manufacturing	25	751	464	↓ -287	↓ -38.2%
Financial Services	24	738	422	↓ -316	↓ -42.8%
Nonprofit and Ngo	25	567	369	↓ -197	↓ -34.8%
Information Technology	21	516	354	↓ -162	↓ -31.5%
Primary and Secondary Schools	25	472	346	↓ -126	↓ -26.6%
Restaurants and	25	564	342	↓ -221	↓ -39.2%

Source: Indeed and Gray DI analysis.

Job Postings: Industry Growth

This page shows the top ten growing industries that advertised jobs in occupations that program grads have gone into.

Prev. TTM and TTM limited to >= 10 postings

Industry	Apr. Postings	Prev. TTM	TTM	Unit Change ↓	Percent Change
Banking and Lending	28	104	303	↑ 199	↑ 191.1%
Accounting and Tax	11	73	188	↑ 115	↑ 157.2%
Business Consulting	12	44	156	↑ 112	↑ 253.5%
General Merchandise and Superstores	13	14	102	↑ 88	↑ 624.1%
Investment and Asset Management	8	14	71	↑ 58	↑ 416.2%
Internet and Web Services	8	26	77	↑ 51	↑ 197.8%
Catering and Food Service Contractors	7	30	80	↑ 50	↑ 164.9%
Department, Clothing and Shoe Stores	12	28	71	↑ 43	↑ 154.8%
Food and Beverage Manufacturing	9	73	104	↑ 31	↑ 42.7%
Home Furniture and					

Source: Indeed and Gray DI analysis.

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Job Postings: Employer Volume

This page shows the top ten employers that advertised jobs in occupations that program grads have gone into.

Company Name	Apr. Postings	Prev. TTM	TTM ↓	Unit Change	Percent Change
Athletes Untapped	44	2	186	↑ 184	↑ 10252.9%
Deloitte	7	144	167	↑ 23	↑ 16.1%
Teachme.To	54	0	147	↑ 147	-
Walmart	12	110	137	↑ 27	↑ 24.8%
Accenture	7	59	127	↑ 67	↑ 113.2%
West Virginia Department Of Education	25	64	126	↑ 63	↑ 97.9%
Domino's Franchise	0	56	105	↑ 49	↑ 87.4%
Wells Fargo	7	54	82	↑ 28	↑ 51.0%
Outlier	0	1	76	↑ 75	↑ 7763.3%
Price Waterhouse Coopers	1	73	69	↓ -4	↓ -5.7%

Source: Indeed and Gray DI analysis.

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Job Postings: Employer Growth

This page shows the top ten growing employers that advertised jobs in occupations that program grads have gone into.

Prev. TTM and TTM limited to >= 10 postings

Company Name	Apr. Postings	Prev. TTM	TTM	Unit Change ↓	Percent Change
Accenture	7	59	127	↑ 67	↑ 113.2%
West Virginia Department Of Education	25	64	126	↑ 63	↑ 97.9%
Domino's Franchise	0	56	105	↑ 49	↑ 87.4%
Alleviation Enterprise Llc	4	11	58	↑ 47	↑ 416.0%
Confidential	0	15	48	↑ 33	↑ 222.9%
Nan	47	20	50	↑ 29	↑ 146.2%
Wells Fargo	7	54	82	↑ 28	↑ 51.0%
Walmart	12	110	137	↑ 27	↑ 24.8%
Deloitte	7	144	167	↑ 23	↑ 16.1%
Cvs Health	12	33	51	↑ 18	↑ 54.1%

Source: Indeed and Gray DI analysis.

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Job Postings: Job Titles Volume

This page shows the top ten job titles that advertised jobs in occupations that program grads have gone into.

Job Title	Apr. Postings	Prev. TTM	TTM ↓	Unit Change	Percent Change
General Manager	47	640	557	↓ -82	↓ -12.9%
Athletic Trainer	40	488	505	↑ 17	↑ 3.5%
Sales Representative	38	403	481	↑ 78	↑ 19.2%
Store Manager	33	394	370	↓ -24	↓ -6.0%
Assistant Store Manager	28	352	315	↓ -37	↓ -10.6%
Outside Sales Representative	25	282	298	↑ 16	↑ 5.6%
Assistant General Manager	17	266	203	↓ -63	↓ -23.8%
Sales Manager	16	192	197	↑ 6	↑ 3.0%
Exercise Physiologist	14	186	180	↓ -6	↓ -3.2%
General Laborer	13	184	168	↓ -16	↓ -8.7%

Source: Indeed and Gray DI analysis.

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Job Postings: Job Titles Growth

This page shows the top ten growing job titles that advertised jobs in occupations that program grads have gone into.

Prev. TTM and TTM limited to >= 10 postings

Job Title	Apr. Postings	Prev. TTM	TTM	Unit Change ↓	Percent Change
Employment Coach	12	31	116	↑ 84	↑ 270.1%
Tennis Coach	27	30	112	↑ 82	↑ 274.5%
Sales Representative	38	403	481	↑ 78	↑ 19.2%
Lacrosse Coach	4	19	69	↑ 51	↑ 272.9%
Insurance Account Representative	7	15	60	↑ 45	↑ 292.2%
Shift Manager	4	48	90	↑ 42	↑ 88.6%
Basketball Coach	8	23	65	↑ 41	↑ 179.3%
Volleyball Coach	11	32	72	↑ 41	↑ 127.4%
On - Site Industrial Athletic Trainer	5	31	65	↑ 34	↑ 111.0%
Restaurant General Manager	3	33	65	↑ 32	↑ 97.3%

Source: Indeed and Gray DI analysis.

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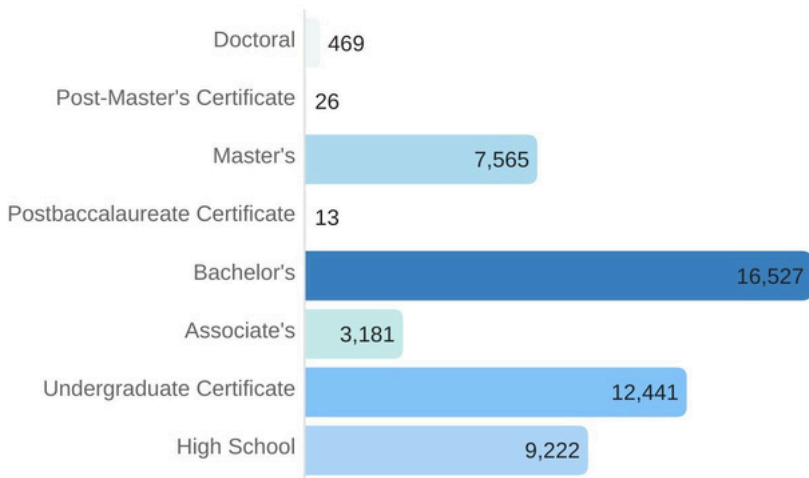
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Job Postings: Requested Degree Levels

This page shows job postings by advertised degree level for the occupations these graduates go into.

This page ignores award level filtering.

Associate & Below	Bachelor's & Above
Apr. 2025	Apr. 2025
2,173	2,088
<i>Trailing 12 Mo.</i>	<i>Trailing 12 Mo.</i>
24,844	24,601
755 ↗ 3.1% ↗	2,302 ↗ 10.3% ↗



Trailing 12 months

BLS: Wages

This page shows median wages for the top ten occupations pursued by the program's graduates, as well as the overall median wage for all graduates.

2022 Median Wage		2023 Median Wage	
\$ 84,124		\$ 88,724	
		\$ 4,600 ↗	5.5% ↗
SOC and Title	2023 Employment ↓	2022	2023
11-1021 General and Operations Managers	21,525	\$94,158	\$98,163
27-2022 Coaches and Scouts	13,112	\$43,320	\$44,002
41-3091 Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	11,533	\$59,203	\$61,825
11-9198 Managers, All Other	11,127	\$111,622	\$115,205
41-4012 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	10,312	\$62,955	\$65,272
13-1198 Project Management Specialists	8,729	\$77,650	\$82,071
25-2031 Secondary School Teachers, Except Special and Career/Technical Education	7,605	\$66,513	\$70,603

Source: BLS and Gray DI analysis.

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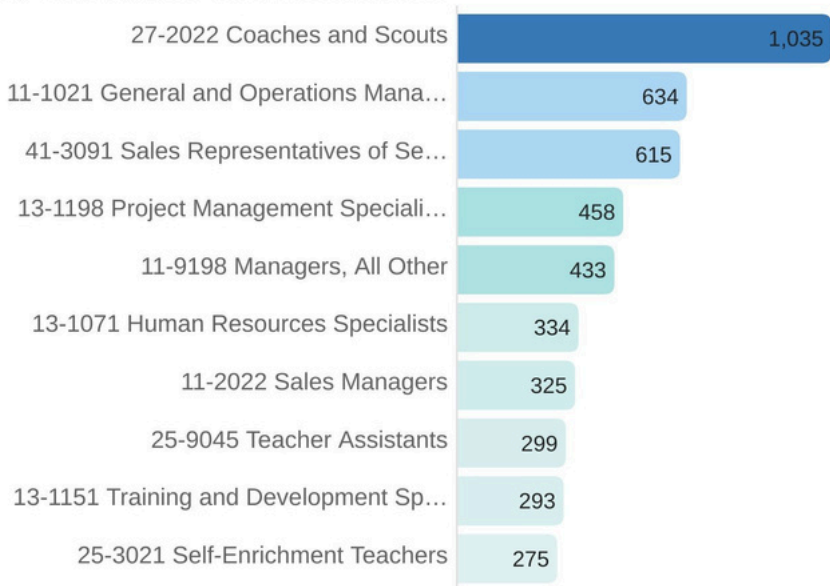
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BLS: Employment

This page shows BLS employment for the last two years, as well as top employment growth over the last year.

2022 Employment	2023 Employment
185,661	193,699
	8,038 ↗
	4.3% ↗

Top Employment Growth 2022-2023



COMPETITIVE INTENSITY

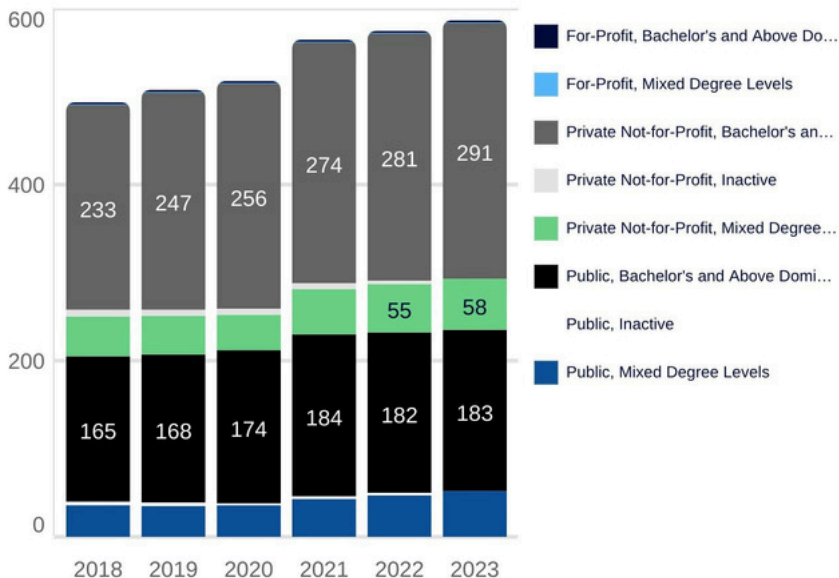
a. Institutions	30
a. Completions	32

Institutions by Sector

This page shows the distribution of institutions by sector for the previous six years.

Total Institutions
2023
586

Online Institutions
2023
29



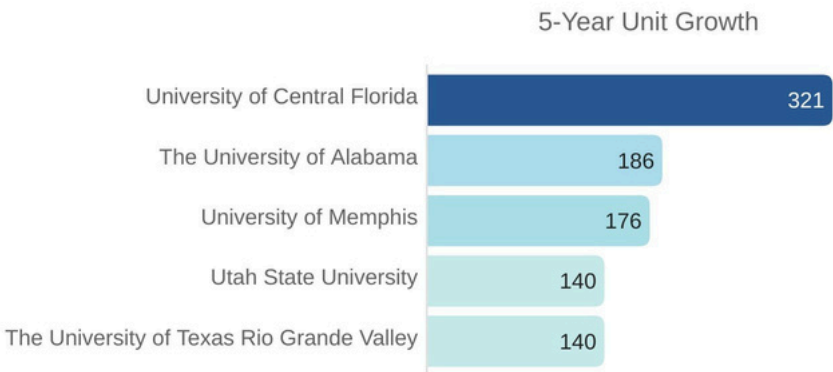
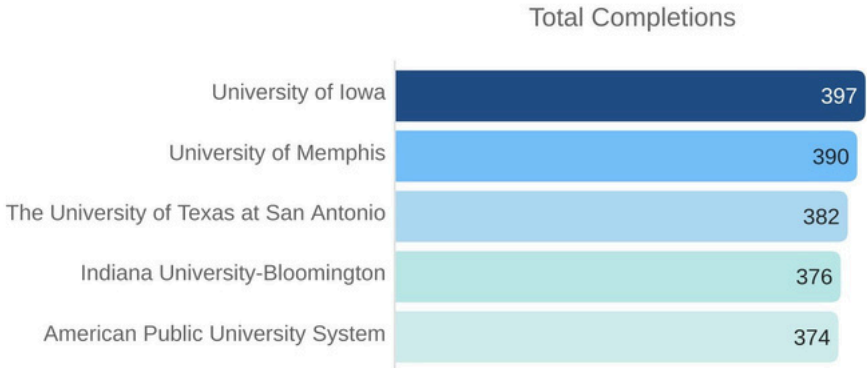
Source: IPEDS and Gray DI analysis.

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Top Institutions by Volume and Growth

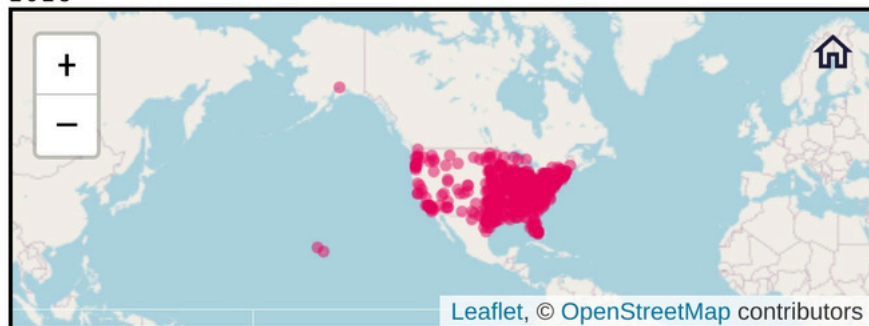
This chart shows the five institutions with the greatest number of completions and the five with the highest growth.



On-Ground Institutions

This page shows the distribution of on-ground completions by institution.

2023



Campus	On-Ground Completions	↓
University of Iowa	397	
The University of Texas at San Antonio	382	
Indiana University-Bloomington	376	
Texas State University	364	
The University of Texas Rio Grande Valley	331	
University of Central Florida	321	
Texas A & M University-College Station	319	
University of Houston	307	

Source: IPEDS and Gray DI analysis.

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Institutions with Online In-Market Completions

This page shows the distribution of in-market institutions. Alaska and Puerto Rico have been filtered out.

2023



Campus	Online Completions	↓
American Public University System	373	
University of Memphis	120	
Oregon State University	108	
University of North Carolina Wilmington	87	
Liberty University	80	
Concordia University-Saint Paul	57	
California Baptist University	47	

A 0 value indicates the institution that has few students or offers for this program in this market. However, they may still compete with online programs in this market.

Source: IPEDS and Gray DI analysis.