



Labor Market Analysis for Program Recommendation

Pilates Instructor Occupations

Santa Rosa Junior College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
March 2022

Recommendation

Based on all available data, there appears to be an “undersupply” of Pilates Instructors compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 2,354 students in the Bay region and 369 students in the North Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0835.20 Fitness Trainer programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Santa Rosa Junior College and in the region.

This report profiles Pilates Instructor Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Santa Rosa Junior College.

- Athletic Trainers (29-9091):** Evaluate and advise individuals to assist recovery from or avoid athletic-related injuries or illnesses, or maintain peak physical fitness. May provide first aid or emergency care.
 Entry-Level Educational Requirement: Bachelor’s degree
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 21%
- Exercise Trainers and Group Fitness Instructors (39-9031):** Instruct or coach groups or individuals in exercise activities. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills. Excludes teachers classified in 25-0000 Education, Training, and Library Occupations. Excludes “Coaches and Scouts” (27-2022) and “Athletic Trainers” (29-9091).
 Entry-Level Educational Requirement: High school diploma or equivalent
 Training Requirement: Short-term on-the-job training
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 30%

Occupational Demand

Table 1. Employment Outlook for Pilates Instructor Occupations in Bay Region

| Occupation | 2020 Jobs | 2025 Jobs | 5-yr Change | 5-yr % Change | 5-yr Total Openings | Annual Openings | 25% Hourly Earning | Median Hourly Wage |
|-------------------|-----------|-----------|-------------|---------------|---------------------|-----------------|--------------------|--------------------|
| Athletic Trainers | 544 | 614 | 69 | 13% | 256 | 51 | \$20 | \$52 |

| Occupation | 2020 Jobs | 2025 Jobs | 5-yr Change | 5-yr % Change | 5-yr Total Openings | Annual Openings | 25% Hourly Earning | Median Hourly Wage |
|---|---------------|---------------|-------------|---------------|---------------------|-----------------|--------------------|--------------------|
| Exercise Trainers and Group Fitness Instructors | 12,049 | 12,449 | 399 | 3% | 11,733 | 2,347 | \$19 | \$55 |
| Total | 12,593 | 13,063 | 470 | 4% | 11,989 | 2,398 | | |

Source: EMSI 2021.3

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Pilates Instructor Occupations in North Bay Sub-region

| Occupation | 2020 Jobs | 2025 Jobs | 5-yr Change | 5-yr % Change | 5-yr Total Openings | Annual Openings | 25% Hourly Earning | Median Hourly Wage |
|---|--------------|--------------|-------------|---------------|---------------------|-----------------|--------------------|--------------------|
| Athletic Trainers | 66 | 73 | 6 | 10% | 29 | 6 | \$27 | \$55 |
| Exercise Trainers and Group Fitness Instructors | 2,108 | 2,039 | -69 | -3% | 1,900 | 380 | \$12 | \$49 |
| Total | 2,174 | 2,112 | -62 | -3% | 1,929 | 386 | | |

Source: EMSI 2021.3

North Bay Sub-Region includes: Marin, Napa, Solano, Sonoma Counties

Job Postings in Bay Region and North Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Feb 2021 - Jan 2022)

| Occupation | Bay Region | North Bay |
|---|------------|-----------|
| Fitness Trainers and Aerobics Instructors | 2,961 | 340 |
| Athletic Trainers | 232 | 30 |

Source: Burning Glass

Table 4a. Top Job Titles for Pilates Instructor Occupations for latest 12 months (Feb 2021 - Jan 2022) Bay Region

| Title | Bay | Title | Bay |
|--------------------------|-----|------------------------------------|-----|
| Swim Instructor | 281 | Group Exercise Instructor | 39 |
| Personal Trainer | 244 | Athletic Trainer | 37 |
| Group Fitness Instructor | 122 | Indoor Swim Instructor | 37 |
| Pilates Instructor | 98 | Substitute Summer Group Instructor | 30 |
| Fitness Instructor | 88 | Certified Personal Trainer | 29 |
| Fitness Trainer | 87 | Private Swim Instructor | 29 |
| Yoga Instructor | 56 | Group Instructor | 26 |
| Aquatic Specialist | 54 | Certified Athletic Trainer | 25 |
| Exercise Specialist | 45 | Lifeguard/Swim Instructor | 24 |

| Title | Bay | Title | Bay |
|-------|-----|-------|-----|
|-------|-----|-------|-----|

Source: Burning Glass

**Table 4b. Top Job Titles for Pilates Instructor Occupations for latest 12 months (Feb 2021 - Jan 2022)
North Bay Sub-Region**

| Title | North Bay | Title | North Bay |
|----------------------------|-----------|------------------------------------|-----------|
| Personal Trainer | 42 | Exercise Specialist | 5 |
| Swim Instructor | 23 | Group Exercise Instructor | 5 |
| Fitness Instructor | 17 | Lifeguard/Swim Instructor | 5 |
| Aquatic Specialist | 16 | Recreation Specialist | 5 |
| Fitness Trainer | 14 | Substitute Summer Group Instructor | 5 |
| Pilates Instructor | 9 | Yoga Instructor | 5 |
| Group Fitness Instructor | 8 | Aquatic Specialist I | 4 |
| Aqua Instructor | 7 | Certified Personal Trainer | 4 |
| Certified Athletic Trainer | 5 | Lead Trainer | 4 |

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Pilates Instructor Workers in Bay Region

| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2020) | Jobs in Industry (2025) | % Change (2020-25) | % Occupation Group in Industry (2020) |
|---|-------------------------|-------------------------|--------------------|---------------------------------------|
| Fitness and Recreational Sports Centers | 6,517 | 3,740 | -43% | 51% |
| Civic and Social Organizations | 714 | 471 | -34% | 6% |
| All Other Amusement and Recreation Industries | 512 | 546 | 7% | 5% |
| Local Government, Excluding Education and Hospitals | 487 | 486 | 0% | 5% |
| Exam Preparation and Tutoring | 380 | 438 | 15% | 4% |
| Sports and Recreation Instruction | 336 | 324 | -3% | 3% |
| Fine Arts Schools | 318 | 369 | 16% | 3% |
| All Other Miscellaneous Schools and Instruction | 214 | 183 | -15% | 2% |
| Colleges, Universities, and Professional Schools | 184 | 211 | 15% | 2% |
| General Medical and Surgical Hospitals | 142 | 137 | -3% | 1% |

Source: EMSI 2021.3

Table 6. Top Employers Posting Pilates Instructor Occupations in Bay Region and North Bay Sub-Region (Feb 2021 - Jan 2022)

| Employer | Bay | Employer | North Bay |
|--------------------------|-----|---------------------------|-----------|
| Galileo Learning | 119 | Svetness | 16 |
| YMCA | 71 | Pure Barre | 14 |
| Svetness | 59 | Galileo Learning | 12 |
| University Of California | 52 | Best Buy | 8 |
| Exos | 47 | Santa Rosa Country Club | 7 |
| Perfect Workout | 44 | Clubcorp Incorporated | 7 |
| Best Buy | 44 | Salvation Army | 6 |
| 24 Hour Fitness | 44 | In Shape Health Clubs | 6 |
| British Swim School | 39 | F45 Training Corte Madera | 6 |
| Crunch Fitness | 36 | Active Wellness | 6 |

Source: Burning Glass

Educational Supply

There are 11 community colleges in the Bay Region issuing 44 awards on average annually (last 3 years ending 2018-19) on TOP 0835.20 Fitness Trainer. In the North Bay Sub-Region, there is one (1) community college (SRJC) that issued 17 awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 0835.20 Fitness Trainer in Bay Region

| College | Subregion | Associate | Certificate Low | Total |
|---------------|----------------|-----------|-----------------|-----------|
| Canada | Mid-Peninsula | 1 | 1 | 2 |
| Chabot | East Bay | 0 | 1 | 1 |
| Diablo Valley | East Bay | 2 | 3 | 5 |
| Foothill | Silicon Valley | 0 | 1 | 1 |
| Laney | East Bay | 0 | 1 | 1 |
| Merritt | East Bay | 0 | 1 | 1 |
| Monterey | SC-Monterey | 1 | 0 | 1 |
| Ohlone | East Bay | 0 | 2 | 2 |
| San Mateo | Mid-Peninsula | 0 | 7 | 7 |
| Santa Rosa | North Bay | 2 | 15 | 17 |
| West Valley | Silicon Valley | 0 | 6 | 6 |
| Total | | 6 | 38 | 44 |

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 2,398 annual openings for the Pilates Instructor occupational cluster and 44 annual (3-year average) awards for an annual undersupply of 2,354 students. In the North Bay Sub-Region, there is also a gap with 386 annual openings and 17 annual (3-year average) awards for an annual undersupply of 369 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0835.20 Fitness Trainer

| Metric Outcomes | Bay All CTE Programs | Santa Rosa All CTE Programs | State 0835.20 | Bay 0835.20 | North Bay 0835.20 | Santa Rosa 0835.20 |
|---|----------------------|-----------------------------|---------------|-------------|-------------------|--------------------|
| Students with a Job Closely Related to Their Field of Study | 74% | 76% | 60% | 60% | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | \$48,138 | \$43,256 | \$25,430 | \$28,548 | \$34,238 | N/A |
| Median Change in Earnings for SWP Exiting Students | 23% | 29% | 24% | 27% | 25% | N/A |
| Exiting Students Who Attained the Living Wage | 52% | 53% | 32% | 37% | 51% | N/A |

Source: Launchboard Strong Workforce Program Median of 2018-20.

Skills, Certifications and Education

Table 9. Top Skills for Pilates Instructor Occupations in Bay Region (Feb 2021 - Jan 2022)

| Skill | Posting | Skill | Posting |
|-------------------------------------|---------|--------------------------|---------|
| Cardiopulmonary Resuscitation (CPR) | 1,441 | Customer Contact | 164 |
| Teaching | 1,255 | Social Media | 151 |
| Fitness | 684 | Budgeting | 150 |
| Customer Service | 622 | Injury Prevention | 146 |
| Cleaning | 589 | Vaccination | 121 |
| Group Fitness | 586 | Educational Programs | 117 |
| Scheduling | 458 | Anatomy | 110 |
| Yoga | 411 | Zumba | 109 |
| Pilates | 293 | Faculty Training | 106 |
| Personal Protective Equipment (PPE) | 257 | Health Checks | 106 |
| Sales | 218 | Exercise Programs | 105 |
| Music | 183 | Administrative Functions | 97 |
| Rehabilitation | 179 | Staff Management | 92 |

| Skill | Posting | Skill | Posting |
|-----------------|---------|------------|---------|
| Lifting Ability | 175 | Physiology | 88 |

Source: Burning Glass

Table 10. Certifications for Pilates Instructor Occupations in Bay Region (Feb 2021 - Jan 2022)

| Certification | Posting | Certification | Posting |
|--|---------|--|---------|
| First Aid Cpr Aed | 1,088 | Certified Strength and Conditioning Specialist | 22 |
| Personal Fitness Trainer Certification | 442 | Certified Teacher | 19 |
| Driver's License | 205 | Boc Certified | 18 |
| Athletic Trainer Certification | 159 | Sports Medicine Certification | 14 |
| Group Exercise Instructor | 117 | Basic Cardiac Life Support Certification | 12 |
| AFAA Certification | 77 | Citrix Certified Advanced Administrator (CCAA) | 11 |
| Certified Fitness Instructor | 75 | Nutrition Certification | 10 |
| Water Safety Instructor | 43 | Certified Pilates Instructor | 9 |
| Basic Life Saving (BLS) | 34 | Advanced Cardiac Life Support (ACLS) Certification | 8 |
| American Heart Association Certification | 31 | Cdl Class C | 7 |

Source: Burning Glass

Note: 48% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.

Table 11. Education Requirements for Pilates Instructor Occupations in Bay Region

| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
|------------------------------------|-------------------------|--------------------------|
| High school or vocational training | 1,009 | 67% |
| Associate's degree | 22 | 1% |
| Bachelor's degree | 472 | 32% |

Source: Burning Glass

Note: 53% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard www.calpassplus.org/Launchboard/

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor's Office MIS system

Contacts

For more information, please contact:

- Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), leila@baccc.net
- John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544