



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
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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
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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

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