

**Labor Market Information Report**

**Yoga Instructor Occupations**

**Diablo Valley College**

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

### March 2023

## Recommendation

Based on all available data, there appears to be an “undersupply” of Yoga Instructors compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda, Contra Costa counties). There is a projected annual gap of about 952 students in the Bay region and 276 students in the East 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 Diablo Valley College and in the region.

This report profiles Yoga Instructor Occupations in the 12 county Bay region and in the East Bay sub-region for exploratory purposes regarding a Yoga Instruction program at Diablo Valley College.

* **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 Yoga Instructor Occupations in Bay Region**

| **Occupation** | **2021 Jobs** | **2026 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 | 7,170 | 6,082 | -1,088 | -15% | 5,076 | 1,015 | $19 | $29 |
| **Total** | **7,170** | **6,082** | **-1,088** | **-15%** | **5,076** | **1,015** | **$19** | **$29** |
| Source: Lightcast 2022.3 |
| **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 Yoga Instructor Occupations in East Bay Sub-region**

| **Occupation** | **2021 Jobs** | **2026 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 | 2,066 | 1,682 | -385 | -19% | 1,426 | 285 | $20 | $27 |
| **Total** | **2,066** | **1,682** | **-385** | **-19%** | **1,426** | **285** | **$20** | **$27** |
| Source: Lightcast 2022.3 |
| **East Bay Sub-Region includes**: Alameda, Contra Costa Counties |

### Job Postings in Bay Region and East Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Feb. 2022 - Jan. 2023)**

| **Occupation** | **Bay Region** | **East Bay** |
| --- | --- | --- |
| Exercise Trainers and Group Fitness Instructors | 634 | 193 |
| Source: Lightcast |

**Table 4a. Top Job Titles for Yoga Instructor Occupations for latest 12 months (Feb. 2022 - Jan. 2023) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Swim Instructors | 61 | Exercise Specialists | 15 |
| Personal Trainers | 56 | Fitness Instructors | 15 |
| Group Fitness Instructors | 53 | Fitness Trainers | 14 |
| Yoga Instructors | 41 | After School Program Instructors | 13 |
| Lifeguards/Swim Instructors | 22 | Head Swim Instructors | 11 |
| Pilates Instructors | 21 | Personal Fitness Trainers | 11 |
| Recreation Specialists | 18 | Swim Instructors/Swim Coaches | 10 |
| Group Exercise Instructors | 17 | Lead Instructors | 8 |
| Aquatics Specialists | 15 | Health Fitness Professionals | 6 |
| Source: Lightcast |

**Table 4b. Top Job Titles for Yoga Instructor Occupations for latest 12 months (Feb. 2022 - Jan. 2023) East Bay Sub-Region**

| **Title** | **East Bay** | **Title** | **East Bay** |
| --- | --- | --- | --- |
| Swim Instructors | 22 | Aquatics Specialists | 4 |
| Group Fitness Instructors | 20 | Gym Instructors | 4 |
| Yoga Instructors | 14 | Personal Fitness Trainers | 4 |
| Fitness Instructors | 10 | Pilates Instructors | 4 |
| Personal Trainers | 10 | Certified Personal Trainers | 3 |
| Fitness Trainers | 9 | Pilates Reformer Instructors | 3 |
| Lifeguards/Swim Instructors | 9 | Children's Fitness Instructors | 2 |
| After School Program Instructors | 7 | Fitness Attendants | 2 |
| Head Swim Instructors | 6 | Fitness Coaches | 2 |
| Source: Lightcast |

## Industry Concentration

**Table 5. Industries hiring Yoga Instructors in Bay Region**

| **Industry - 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2021)** | **Jobs in Industry (2026)** | **% Change (2021-26)** | **% Occupation Group in Industry (2022)** |
| --- | --- | --- | --- | --- |
| Fitness and Recreational Sports Centers | 4,934 | 6,184 | 25% | 71% |
| Civic and Social Organizations | 466 | 607 | 30% | 7% |
| Local Government, Excluding Education and Hospitals | 286 | 299 | 4% | 4% |
| Exam Preparation and Tutoring | 155 | 194 | 25% | 2% |
| Sports and Recreation Instruction | 129 | 206 | 60% | 2% |
| Fine Arts Schools | 123 | 169 | 37% | 2% |
| All Other Miscellaneous Schools and Instruction | 77 | 107 | 38% | 1% |
| Parking Lots and Garages | 69 | 80 | 15% | 1% |
| Pet Care (except Veterinary) Services | 63 | 92 | 46% | 1% |
| Colleges, Universities, and Professional Schools | 68 | 74 | 9% | 1% |
| Source: Lightcast 2022.3 |

**Table 6. Top Employers Posting Yoga Instructor Occupations in Bay Region and East Bay Sub-Region (Feb. 2022 - Jan. 2023)**

| **Employer** | **Bay** | **Employer** | **East Bay** |
| --- | --- | --- | --- |
| YMCA | 35 | American Swim Academy | 11 |
| Plus One Health Management | 17 | Kidztopros | 7 |
| Corepower Yoga | 16 | Equinox | 6 |
| EXOS | 15 | Svetness Corp. | 6 |
| Equinox | 15 | University of California | 6 |
| Svetness Corp. | 15 | Concord Technology | 5 |
| Crunch Fitness | 14 | Corepower Yoga | 5 |
| Kidztopros | 13 | YMCA | 5 |
| University of California | 12 | Azo Fitness | 4 |
| American Swim Academy | 11 | Forma Gym | 4 |
| Source: Lightcast |

## Educational Supply

There are 14 community colleges in the Bay Region issuing 63 awards on average annually (last 3 years ending 2019-20) on TOP 0835.20 - Fitness Trainer. In the East Bay Sub-Region, there are six (6) community colleges that issued nine (9) 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 Degree** | **High unit Certificate** | **Low unit Certificate** | **Total** |
| --- | --- | --- | --- | --- | --- |
| Cabrillo | SC-Monterey | 0 | 0 | 1 | 1 |
| Contra Costa | East Bay | 0 | 0 | 1 | 1 |
| Diablo Valley | East Bay | 1 | 1 | 0 | 2 |
| Foothill | Silicon Valley | 0 | 0 | 2 | 2 |
| Gavilan | Silicon Valley | 0 | 0 | 2 | 2 |
| Laney | East Bay | 0 | 0 | 1 | 1 |
| Las Positas | East Bay | 0 | 0 | 1 | 1 |
| Merritt | East Bay | 0 | 0 | 2 | 2 |
| Monterey | SC-Monterey | 2 | 0 | 1 | 3 |
| Ohlone | East Bay | 0 | 0 | 2 | 2 |
| San Mateo | Mid-Peninsula | 0 | 0 | 6 | 6 |
| Santa Rosa | North Bay | 5 | 0 | 23 | 28 |
| Solano | North Bay | 1 | 0 | 0 | 1 |
| West Valley | Silicon Valley | 0 | 0 | 11 | 11 |
| **Total** |  | **9** | **1** | **53** | **63** |
| Source: Data Mart |
| Note: The annual average for awards is 2017-18 to 2019-20. |

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 1,015 annual openings for the Yoga Instruction occupational cluster and 63 annual (3-year average) awards for an annual undersupply of 952 students. In the East Bay Sub-Region, there is also a gap with 285 annual openings and 9 annual (3-year average) awards for an annual undersupply of 276 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** | **DVC All CTE Programs** | **State 0835.20** | **Bay 0835.20** | **East Bay 0835.20** | **DVC 0835.20** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 73% | 61% | 60% | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | $48,926 | $38,122 | $25,642 | $28,976 | $26,832 | $22,758 |
| Median Change in Earnings for SWP Exiting Students | 23% | 25% | 25% | 26% | 4% | 48% |
| Exiting Students Who Attained the Living Wage | 50% | 41% | 29% | 33% | N/A | N/A |
| Source: Launchboard Strong Workforce Program Median of 2018 to 2021. |

## Skills, Certifications and Education

**Table 9. Top Skills for Yoga Instructor Occupations in Bay Region (Feb. 2022 - Jan. 2023)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Group Exercise Instruction | 90 | Zumba | 36 |
| Kinesiology | 78 | Strength Training And Conditioning | 32 |
| Exercise Science | 66 | Instructing | 28 |
| Fitness Training | 64 | Sports Medicine | 23 |
| Pilates | 54 | Anatomy | 22 |
| Cardiopulmonary Resuscitation (CPR) | 51 | Health Promotion | 22 |
| Yoga | 45 | Adult Cardiopulmonary Resuscitation (CPR) | 19 |
| Lifeguarding | 44 | Exercise Prescription | 19 |
| Working With Children | 42 | Safety Standards | 19 |
| Physical Education | 39 | Water Safety Instruction | 19 |
| Source: Lightcast |

**Table 10. Certifications for Yoga Instructor Occupations in Bay Region (Feb. 2022 - Jan. 2023)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Cardiopulmonary Resuscitation (CPR) Certification | 229 | CPR/AED For The Professional Rescuer | 16 |
| Automated External Defibrillator (AED) Certification | 187 | Basic Life Support (BLS) Certification | 15 |
| First Aid Certification | 131 | Water Safety Instructor Certification | 15 |
| Personal Trainer Certification | 98 | Certified Fitness Trainer | 13 |
| Group Fitness Instructor Certification | 56 | Pilates Certification | 12 |
| Athletics And Fitness Association of America (AFAA) Certification | 55 | American Red Cross Lifeguard Certification | 6 |
| American College Of Sports Medicine (ACSM) Certification | 54 | American Red Cross CPR Certification | 5 |
| American Red Cross (ARC) Certification | 44 | Yoga Certification | 5 |
| Valid Driver's License | 35 | American Red Cross First Aid Certification | 4 |
| Lifeguard Certification | 18 | CDL Class C License | 4 |
| Source: Lightcast |

**Table 11. Education Requirements for Yoga Instruction Occupations in Bay Region**

| **Education Level** | **Job Postings** | **% of Total** |
| --- | --- | --- |
| High school or GED | 143 | 50% |
| Associate degree | 26 | 9% |
| Bachelor's degree & higher | 116 | 41% |
| Source: Lightcast |
| Note: 65% 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 job descriptions and skills listed in O\*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

## Sources

O\*Net Online
Lightcast
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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