



## Commercial Music TOP: 1005.00

October 2021

Prepared by the South Central Coast Center of Excellence for  
Labor Market Research

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Commercial Music. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

### Key Findings

- In the South Central Coast region, the number of jobs related to Commercial Music are expected to **remain steady** for all three related occupations.
- Commercial Music is anticipated to experience a **low risk of automation** for Music Directors and Composers and Musicians and Singers, and a **medium risk** for Sound Engineering Technicians.
- In 2020 there were 738 regional completions in programs related to the occupations identified as aligned with Commercial Music and 209 openings, indicating an **oversupply**.
- Typical entry-level education is **no formal education credential** for Musicians and Singers, a **postsecondary nondegree award** for Sound Engineering Technicians, and a **Bachelor's degree** for Music Directors and Composers.
- Completers of regional Commercial Music programs from the 2018-2019 academic year had a **median annual wage** upon completion of \$22,096.
- 42% of students are **employed within a year** after completing a program.
- 23% of students **attained a living wage** within a year of completion.
- +54% **change in earnings** for completers.
- 64% of students were **part time**, 4% **skill builders**, 39% **first-generation**, and 81% **economically disadvantaged**.

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<sup>1</sup> The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

## Occupation Codes and Descriptions

There are three occupations in the standard occupational classification (SOC) system that were identified as related to Commercial Music for this analysis. The occupation titles and descriptions, as well as reported job titles are included in Exhibit 1.

**Exhibit 1 – Occupation, description, and sample job titles**

<b>SOC Code</b>	<b>Title</b>	<b>Description</b>	<b>Sample of Reported Job Titles</b>
27-2041	<b>Music Directors and Composers</b>	Conduct, direct, plan, and lead instrumental or vocal performances by musical artists or groups, such as orchestras, bands, choirs, and glee clubs; or create original works of music.	--
27-2042	<b>Musicians and Singers</b>	Play one or more musical instruments or sing. May perform on stage, for broadcasting, or for sound or video recording.	--
27-4014	<b>Sound Engineering Technicians</b>	Assemble and operate equipment to record, synchronize, mix, edit, or reproduce sound, including music, voices, or sound effects, for theater, video, film, television, podcasts, sporting events, and other productions.	Audio Engineer, Audio Operator, Mastering Engineer, Mixer, Mixing Engineer, Recording Engineer, Sound Editor, Sound Engineer, Sound Technician, Studio Engineer

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Commercial Music are expected to remain steady for all three related occupations.

**Exhibit 2 – Five-year projections for Commercial Music in the South Central Coast Region**

SOC	Occupation	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change
27-2041	Music Directors and Composers	339	339	0	0%
27-2042	Musicians and Singers	1,139	1,133	-6	-1%
27-4014	Sound Engineering Technicians	95	96	1	1%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

In the South Central Coast region, the average wage for the listed occupations is \$26.09 per hour.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Commercial Music in the South Central Coast Region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-2041	Music Directors and Composers	\$17.32	\$27.12	\$42.49
27-2042	Musicians and Singers	\$15.49	\$25.12	\$49.01
27-4014	Sound Engineering Technicians	\$17.33	\$30.30	\$52.61

Source: Economic Modeling Specialists International (EMSI)

## Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking within the field, and what they are looking for in potential candidates. To identify job postings related to Commercial Music following standard occupational classifications were used:

11-3011	Music Directors and Composers
27-2042	Musicians and Singers
27-4014	Sound Engineering Technicians

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## Top Occupations

In 2019, there were 65 employer postings for the occupations related to Commercial Music.

**Exhibit 4 – Top occupations in job postings and risk of automation tables**

SOC Code	Occupation	Job Postings, Full Year 2019
27-4014	Sound Engineering Technicians	37
27-2042	Musicians and Singers	20
27-2041	Music Directors and Composers	8

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
27-4014	Sound Engineering Technicians	Medium
27-2042	Musicians and Singers	Low
27-2041	Music Directors and Composers	Low

Source: Labor Insight/Jobs (Burning Glass)

### Top Titles

The top job titles for employers posting ads for jobs related to Commercial Music are listed in Exhibit 5.

**Exhibit 5 –Job Titles**

<b>Title</b>	<b>Job Postings, Full Year 2019</b>
Kettle Bell Ringer	5
Assistant Field Engineer/Sound and Security Personnel	3
Acoustic Research Engineer – Audio Perception	2
Piano Accompanist	2
Musician Sideman	2
Music Director Assistant	2
Liturgical Musician	2
Concert/Corporate Stagehands and AV Technician	2
Church Organist	2
Acoustic Research Engineer – Audio Perception	2

Source: Labor Insight/Jobs (Burning Glass)

### Top Employers

Exhibit 6 lists the major employers hiring professionals in the Commercial Music field. The top employer posting job ads was Best Buy. The top worksite cities in the region for these occupations were Santa Clarita, Oxnard, Santa Maria, Santa Barbara, and San Luis Obispo.

**Exhibit 6 – Top Employers (n=57)**

<b>Employer</b>	<b>Job Postings, Full Year 2019</b>
Best Buy	5
Salvation Army	5
Samsung America Inc	3
Six Flags Inc	3
Cuesta College	2
Rhino California, Llc	2
William S Hart Union High	2

Source: Labor Insight/Jobs (Burning Glass)

### Skills

Music is the most sought after skill for employers hiring for jobs related to Commercial Music.

**Exhibit 7 –Job Skills (n=48)**

Skills	Job Postings, Full Year 2019
Music	14
Customer Service	8
Piano	7
Singing	7
Customer Contact	6
Consumer Electronics	5
Audio Engineering	5

Source: Labor Insight/Jobs (Burning Glass)

### Industry Concentration

Exhibit 8 shows the industries with most Commercial Music postings in the South Central Coast. Note: 37% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

**Exhibit 8 – Industries employing the most in the Commercial Music field, 2019**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Retail Trade	10	24.4%
Educational Services	7	17.1%
Arts, Entertainment, and Recreation	6	14.6%
Other Services (Except Public Administration)	5	12.2%
Administrative and Support and Waste Management and Remediation Services	3	7.3%

Source: Labor Insight/Jobs (Burning Glass)

## Education and Training

Exhibit 9 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 9 – Education and Training Requirements**

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-2041	<b>Music Directors and Composers</b>	Bachelor's degree	None
27-2042	<b>Musicians and Singers</b>	No formal education credential	Long-term on-the-job training
27-4014	<b>Sound Engineering Technicians</b>	Postsecondary nondegree award	Short-term on-the-job training

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

## Regional Completions and Openings

There were 738 regional completions (2020) and 209 regional openings (2020) in the South Central Coast region in programs related to the occupations identified as aligned with Commercial Music.

**Exhibit 10 – Completions and Openings**

<b>17</b> Regional Institutions had Related Programs (2020)	<b>738</b> Regional Completions (2020)	<b>209</b> Annual Openings (2020)
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Source: Economic Modeling Specialists International (EMSI)

## Related Programs

CIP Code	Program	Completions (2020)
50.0501	Drama and Dramatics/Theatre Arts, General	188
50.0901	Music, General	176
09.0701	Radio and Television	140
50.0502	Technical Theatre/Theatre Design and Technology	88
50.0904	Music Theory and Composition	44
50.0101	Visual and Performing Arts, General	31
50.0903	Music Performance, General	22
50.0910	Jazz/Jazz Studies	16
10.0203	Recording Arts Technology/Technician	14
50.0913	Music Technology	10
09.0799	Radio, Television, and Digital Communication, Other	9

Source: Economic Modeling Specialists International (EMSI)

## Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from current students and exiters of regional Commercial Music programs (TOP: 1005.00) for the 2018-19 academic year.

- **Median annual wage** upon completion of \$22,096.
- 42% of students are **employed within a year** after completing a program.
- 23% of students **attained a living wage** within a year of completion.
- +54% **change in earnings** for completers.
- 64% of students were **part time**, 4% **skill builders**, 39% **first-generation**, and 81% **economically disadvantaged**.

Source: CTE LaunchBoard

## Sources

O\*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

## Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to Commercial Music. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.