

Commercial Music

The Inland Empire/Desert Region (Riverside-San Bernardino-Ontario Metropolitan Statistical Area) and the Los Angeles/Orange County Region (Los Angeles-Long Beach-Anaheim Metropolitan Statistical Area)

Summary

- Employment for the commercial music occupational group is expected to increase by 6% through 2022. **Nearly 20,100 job openings** will be available over the five-year timeframe in the Inland Empire/Desert Region and the Los Angeles/Orange County Region.
- The median wage for each of the commercial music occupations is **above the MIT Living Wage estimate of \$12.30 per hour** for a single adult living in the Inland Empire/Desert Region.
- Based on the average annual number of program completers for the selected community college program in the region (**74 total community college and other educational institutions awards**), and the annual openings for commercial music occupations across both regions (**4,011 annual job openings**), there appears to be an opportunity for program growth.

Introduction

This report details the occupations relevant to the commercial music program. For entertainment-based industries such as the music business, Los Angeles and Orange counties are included in the demand analysis due to the proximity to the Inland Empire/Desert Region, as well as the increased job opportunities there. For this particular occupational group, there are greater than 11 times more jobs in Los Angeles and Orange counties than there are in the Inland Empire/Desert Region. The four occupations included in the commercial music occupational group are the following:

- Audio and Video Equipment Technicians
- Music Directors and Composers
- Musicians and Singers
- Sound Engineering Technicians

Job Opportunities

In 2017, there were nearly 37,100 jobs in the commercial music occupational group in the Inland Empire/Desert Region and the Los Angeles/Orange County Region combined. Across both regions, employment related to this group is expected to increase 6% through 2022. Employers will need to hire nearly 20,100 workers over the next five years to fill new jobs and to backfill jobs that workers are leaving –including retirements. Appendix A, Tables 1, 2, and 3 show the projected job growth for each of the detailed occupations in this group by region.

Exhibit 1: Five-year projections for commercial music occupations

Region	2017 Jobs	5-Yr % Change (New Jobs)	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
Inland Empire/Desert	2,965	8%	1,660	332	29%
Los Angeles/Orange County	34,128	6%	18,395	3,679	19%
Combined	37,093	6%	20,054	4,011	25%

Source: EMSI 2018.1

Over the last 12 months (March 2017 to February 2018), there were 588 advertisements (ads) for jobs in the commercial music occupational group in the Inland Empire/Desert Region and the Los Angeles/Orange County regions combined. In the full-year 2017, there were 655 job ads; 829 job ads in 2016; 921 job ads in 2015; and 654 job ads in 2014. All occupations in this group are filled within five days of the national average, indicating that it is neither overly easy nor difficult for employers to find qualified candidates to fill their open positions, except musicians and singers, which takes a bit longer to fill in both regions when compared to the national average. Exhibits 2 and 3 show the number of job ads posted during the last 12 months and the average time to fill for each region.

Exhibit 2: Job ads and time to fill for commercial music occupations in the Inland Empire/Desert during the last 12 months, Mar 2017 – Feb 2018

Occupation	Job Ads	Regional Average Time to Fill (Days)	National Average Time to Fill (Days)
Audio and Video Equipment Technicians	32	38	36
Music Directors and Composers	11	39	40
Sound Engineering Technicians	5	45	43
Musicians and Singers	4	40	33
TOTAL	52	-	-

Source: Burning Glass – Labor Insights

Exhibit 3: Job ads for commercial music occupations in the Los Angeles/Orange County Region during the last 12 months, Mar 2017 – Feb 2018

Occupation	Job Ads	Average Time to Fill for Region (Days)	Average Time to Fill for Nation (Days)
Audio and Video Equipment Technicians	330	37	36
Sound Engineering Technicians	136	46	43
Music Directors and Composers	36	42	40
Musicians and Singers	34	42	33
TOTAL	536	-	-

Source: Burning Glass – Labor Insights

Earnings

The median wage for each of the commercial music occupations in the Inland Empire/Desert Region is above the MIT Living Wage estimate of \$12.30 per hour, or \$25,586 annually for a single adult living in the area. These wages are also sufficient for an adult living in a household with one other working adult and one child (\$14.50 per hour, per adult or \$30,160 annually for each adult). The entry-level wage for each of the commercial music occupations in the Los Angeles/Orange County Region is above the MIT Living Wage estimate of \$13.96 per hour, or \$29,037 annually for a single adult living in that area. These wages are also sufficient for an adult living in a household with one

other working adult and one child (\$15.86 per hour, per adult or \$32,989 annually for each adult). See Exhibits 4 and 5 for wage information by region.

Exhibit 4: Earnings for commercial music occupations in the Inland Empire/Desert Region

Occupation	Entry to Experienced Hourly Earnings Range*	Median Wage*	Avg. Annual Earnings
Sound Engineering Technicians	\$20.30 to \$30.83	\$26.95	\$59,100
Musicians and Singers	\$15.65 to \$21.64	\$17.68	\$46,900
Music Directors and Composers	\$12.28 to \$25.32	\$15.49	\$41,900
Audio and Video Equipment Technicians	\$13.13 to \$19.74	\$15.33	\$36,300

Source: EMSI 2018.1

*Entry Hourly is 25th percentile wage, the median is 50th percentile wage, experienced is 75th percentile wage.

Exhibit 5: Earnings for commercial music occupations in the Los Angeles/Orange County Region

Occupation	Entry to Experienced Hourly Earnings Range*	Median Wage*	Avg. Annual Earnings
Sound Engineering Technicians	\$20.15 to \$46.25	\$28.69	\$75,500
Audio and Video Equipment Technicians	\$16.89 to \$33.95	\$22.21	\$55,100
Musicians and Singers	\$16.20 to \$25.44	\$18.19	\$53,700
Music Directors and Composers	\$14.22 to \$25.83	\$17.43	\$45,300

Source: EMSI 2018.1

*Entry Hourly is 25th percentile wage, the median is 50th percentile wage, experienced is 75th percentile wage.

Work Locations, Employers, Skills, and Education

Exhibit 6 displays the top employers and work locations from job ads from the last 12 months for both regions combined.

Exhibit 6: The top employers and work locations for commercial music occupations in the Inland Empire/Desert Region and the Los Angeles/Orange County Region combined

Occupation	Top Employers	Top Work Locations
Commercial Music Occupational Group	<ul style="list-style-type: none"> PSAV Presentation Services California State University Blizzard Entertainment 	<ul style="list-style-type: none"> Los Angeles Irvine Santa Monica

Source: Burning Glass – Labor Insights

Exhibit 7 lists the top specialized, soft, and software and programming skills that employers are seeking when looking for workers to fill commercial music positions.

Exhibit 7: Top skills in highest demand for commercial music occupations in the Inland Empire/Desert Region and the Los Angeles/Orange County Region combined, Mar 2017 – Feb 2018

Occupation	Specialized skills	Soft skills	Software and Programming skills
Audio and Video Equipment Technicians (n=289)	<ul style="list-style-type: none"> Equipment Operation Dynamic Host Configuration Protocol (DHCP) IP Address Setup 	<ul style="list-style-type: none"> Troubleshooting Communication Skills Building Effective Relationships 	<ul style="list-style-type: none"> Microsoft Office Microsoft Operating Systems
Sound Engineering Technicians (n=64)	<ul style="list-style-type: none"> Broadcast Routers Music 	<ul style="list-style-type: none"> Troubleshooting Editing Creativity 	<ul style="list-style-type: none"> Pro Tools Microsoft Office AutoCAD
Music Directors and Composers (n=14)	<ul style="list-style-type: none"> Music Music Production Piano 	<ul style="list-style-type: none"> Planning Creativity Writing 	<ul style="list-style-type: none"> Microsoft Office
Musicians and Singers (n=18)	<ul style="list-style-type: none"> Music Piano Singing Accompaniment 	<ul style="list-style-type: none"> Teaching Chaperoning Building Effective Relationships 	<ul style="list-style-type: none"> Microsoft Word Microsoft Excel

Source: Burning Glass – Labor Insights

Exhibit 8 displays the entry-level education level education typically required to enter these occupations according to the Bureau of Labor Statistics (BLS). This chart also displays educational attainment for incumbent workers with “some college, no degree” and an “associate degree” according to the U.S. Census (2015-16) and the minimum advertised education requirement requested by employers in online job ads.

Exhibit 8: Educational attainment and online job ads with minimum advertised education requirements for commercial music occupations in the Inland Empire/Desert Region and the Los Angeles/Orange County Region combined, Mar 2017 – Feb 2018

Occupations	Typical Entry-Level Education Requirement	Educational Attainment (Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework)	Minimum Advertised Education Requirement from Job Ads			
			Number of Job Postings (n=)	High school diploma or vocational training	Associate degree	Bachelor's degree or higher
Audio and Video Equipment Technicians	Postsecondary nondegree award	46%	218	73%	7%	20%
Sound Engineering Technicians	Postsecondary nondegree award	46%	37	8%	8%	84%
Music Directors and Composers	Bachelor's degree	25%	22	27%	-	73%
Musicians and Singers	No formal educational credential	25%	18	39%	11%	50%

Source: EMSI 2018.1, Current Population Survey, Burning Glass – Labor Insights

Industry

Industry staffing patterns display a list of industries that employ particular occupations. Exhibit 9 displays the industries that employ commercial music occupations in the Inland Empire/Desert and Los Angeles/Orange County regions.

Exhibit 9: Top industries employing each commercial music occupation in the Inland Empire/Desert Region and the Los Angeles/Orange County Region combined, Mar 2017 – Feb 2018

Occupation	Top Industries from Staffing Pattern (NAICS)	Industry Classification from Job Ads	
		Number of Job Postings (n=)	Top Industries from Job Ads (NAICS)
Audio and Video Equipment Technicians	<ul style="list-style-type: none"> Motion Picture and Video Industries (5121) 54% 	247	<ul style="list-style-type: none"> Traveler Accommodation (7211) Colleges, Universities, and Professional Schools (6113)
Sound Engineering Technicians	<ul style="list-style-type: none"> Motion Picture and Video Industries (5121) 52% Sound Recording Industries (5122) 26% 	60	<ul style="list-style-type: none"> Software Publishers (5112) Motion Picture and Video Industries (5121)
Music Directors and Composers	<ul style="list-style-type: none"> Religious Organizations (8131) 40% Independent Artists, Writers, and Performers (7115) 25% 	36	<ul style="list-style-type: none"> Religious Organizations (8131) Independent Artists, Writers, and Performers (7115)
Musicians and Singers	<ul style="list-style-type: none"> Independent Artists, Writers, and Performers (7115) 44% Religious Organizations (8131) 23% Performing Arts Companies (7111) 15% 	25	<ul style="list-style-type: none"> Colleges, Universities, and Professional Schools (6113) Independent Artists, Writers, and Performers (7115)

Source: EMSI 2018.1, Burning Glass – Labor Insights

Student Completions

Exhibit 10 shows the annual average regional community college awards (associate degrees and certificates) conferred during the three academic years between 2014 and 2017, with the relevant TOP code as well as the program title used at each college, sourced from the Chancellor’s Office Curriculum Inventory (COCI). Awards granted from 2013 to 2016 outside of the California Community Colleges are in Exhibit 11, along with the relevant CIP code. Please note, an award is not

equivalent to a single person in search of a job opening since a student may earn more than one award, such as an associate degree in addition to a certificate. Community College student outcome information is from the CTE LaunchBoard based on the selected TOP code(s) and region.

Exhibit 10: Annual average community college student completions for commercial music programs in the Inland Empire/Desert Region

1005.00 – Commercial Music	Annual Community College Headcount (2016-17)	Community College Annual Average Awards (2014-17)
Chaffey – Commercial Music	99	
Associate Degree		1
Crafton Hills – No program listed in Chancellor’s Office Curriculum Inventory (COCI)	27	
Mt. San Jacinto – Audio Technology	264	
Associate Degree		17
Certificate 30 to < 60 semester units		23
Norco College – Commercial Music: Performance	178	
Associate Degree		2
Certificate 30 to < 60 semester units		2
Total CC Headcount (2016-17)	568	
Total annual average community college awards		45

Source: LaunchBoard, IPEDS

1005.00 – Commercial Music program Strong Workforce outcomes in the Inland Empire/Desert Region in the academic year 2015-16:

- Number of course enrollments: 866 (California median: 1,110)*
- Number of students who transferred to a 4-year institution: 20 (CA: 53)
- Employed in the second fiscal quarter after exit: 65% (CA: 62%)
- Median earnings in the second fiscal quarter after exit: \$5,160 (CA: \$4,796)
- Employed in the fourth fiscal quarter after exit: 68% (CA: 61%)
- The percentage in a job closely related to the field of study: 40% (CA: 48%) [2014-15]
- Median change in earnings: 89% (CA: 72%)
- The proportion of students who attained a living wage: 24% (CA: 24%)

*academic year 2016-17



Exhibit 11: Annual average other educational institution completions for recording arts technology/technician programs in the Inland Empire/Desert Region

10.0203 - Recording Arts Technology/Technician	Other Educational Institutions Annual Average Certificates or Other Credit Awards (2013-16)
Argosy University-The Art Institute of California-Inland Empire	
Associate Degree	29
Total Annual Average Other Awards	29

Source: IPEDS

Sources

- Economic Modeling Specialists International (EMSI)
- Labor Insight/Jobs (Burning Glass)
- CTE LaunchBoard
- California Community Colleges Chancellor’s Office Management Information Systems (MIS)
- Chancellor’s Office Curriculum Inventory (COCI, version 2.0)
- O*Net Online
- MIT Living Wage Calculator
- Center of Excellence TOP to SOC Crosswalk

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Appendix A: Occupation definitions, five-year projections, and earnings for commercial music occupations

Occupation Definitions (SOC code), Education and Training Requirement, Community College Education Attainment

Music Directors and Composers (27-2041)

Conduct, direct, plan, and lead instrumental or vocal performances by musical groups, such as orchestras, bands, choirs, and glee clubs. Includes arrangers, composers, choral directors, and orchestrators.

Sample job titles: Artistic Director, Children's Choir Director, Choir Director, Conductor, Handbell Choir Director, Liturgical Music Director, Music Director, Music Minister, Music Ministries Director, Orchestra Director, Composer, Creative Director, Film Composer, Jingle Writer, Music Arranger, Music Composer, Music Producer, Songwriter

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework: 25%

Musicians and Singers (27-2042)

Play one or more musical instruments or sing. May perform on stage, for on-air broadcasting, or for sound or video recording.

Sample job titles: Choir Member, Entertainer, Gospel Singer, Opera Singer, Singer, Singer Songwriter, Singing Messenger, Singing Telegram Performer, Tenor, Vocalist, Cellist, English Horn Player, Horn Player, Musician, Oboist, Orchestra Musician, Percussionist, Timpanist, Violinist, Violist

Entry-Level Educational Requirement: No formal educational credential

Training Requirement: More than twelve months on-the-job training

Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework: 25%



Audio and Video Equipment Technicians (27-4011)

Set up, or set up and operate audio and video equipment including microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, sound and mixing boards, and related electronic equipment for concerts, sports events, meetings and conventions, presentations, and news conferences. May also set up and operate associated spotlights and other custom lighting systems.

Sample job titles: Audio Technician, Audio Visual Specialist, Audio Visual Technician, Audio/Visual Manager, Broadcast Engineer, Master Control Operator (MCO), Operations Technician, Production Assistant, Stagehand, Videographer

Entry-Level Educational Requirement: Postsecondary nondegree award

Training Requirement: Less than one-month on-the-job training

Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework: 46%

Sound Engineering Technicians (27-4014)

Operate machines and equipment to record, synchronize, mix, or reproduce music, voices, or sound effects in sporting arenas, theater productions, recording studios, or movie and video productions.

Sample job titles: Audio Engineer, Audio Operator, Broadcast Engineer, Broadcast Technician, Master Control Operator, Mixer, Recording Engineer, Sound Engineer, Sound Technician, Studio Engineer

Entry-Level Educational Requirement: Postsecondary nondegree award

Training Requirement: Less than one-month on-the-job training

Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework: 46%

Table 1. 2017 to 2022 job growth for commercial music occupations, Inland Empire/Desert Region

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Musicians and Singers (27-2042)	1,552	1,652	100	6%	858	172
Audio and Video Equipment Technicians (27-4011)	685	764	79	12%	403	81
Music Directors and Composers (27-2041)	611	650	39	6%	338	68
Sound Engineering Technicians (27-4014)	117	122	5	4%	60	12
Total	2,965	3,188	223	8%	1,660	332

Source: EMSI 2018.1

Table 2. 2017 to 2022 job growth for commercial music occupations, Los Angeles/Orange County Region

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Musicians and Singers (27-2042)	14,404	15,071	667	5%	7,656	1,531
Audio and Video Equipment Technicians (27-4011)	11,688	12,774	1,086	9%	6,575	1,315
Sound Engineering Technicians (27-4014)	4,471	4,678	207	5%	2,264	453
Music Directors and Composers (27-2041)	3,564	3,733	169	5%	1,899	380
Total	34,128	36,256	2,128	6%	18,395	3,679

Source: EMSI 2018.1

Table 3. 2017 to 2022 job growth for commercial music occupations, Inland Empire/Desert Region and Los Angeles/Orange County Region combined

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Musicians and Singers (27-2042)	15,957	16,722	765	5%	8,515	1,703
Audio and Video Equipment Technicians (27-4011)	12,373	13,538	1,165	9%	6,979	1,396
Sound Engineering Technicians (27-4014)	4,588	4,801	213	5%	2,325	465
Music Directors and Composers (27-2041)	4,175	4,384	209	5%	2,237	447
Total	37,093	39,444	2,351	6%	20,054	4,011

Source: EMSI 2018.1