

Commercial Music Occupations

Labor Market Analysis: San Diego County

November 2024

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Proceed with Caution	 	 	☐ Doctorate Degree ☐ Master's Degree ☐ Bachelor's Degree ☐ Associate Degree ☒ Some College or Certificate ☐ HS Diploma or Equivalent ☐ Less Than a HS Diploma ☐ Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?  	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING HIGH 	NUMBER OF ANNUAL JOB OPENINGS MEDIUM 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region’s community colleges with strategic planning and program development. *Commercial Music Occupations* include “Audio and Video Technicians,” “Musicians and Singers,” and “Sound Engineering Technicians.” According to available data, *Commercial Music Occupations* in San Diego County have a labor market demand of 354 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and 15 institutions supply 261 awards for these occupations, suggesting that there is a supply gap in the labor market. Employers historically reported to the California Employment Development Department (EDD) and U.S. Bureau of Labor Statistics (BLS) that on average *Commercial Music Occupations* earned entry-level earnings of *Music Occupations* are \$20.01 per hour, which is below the living wage of \$26.01 per hour in San Diego County. Recent online job postings (2021-2023) also suggest low wages, with entry-level earnings posted between \$20 to \$22 per hour. This brief recommends proceeding with caution when developing a new program but supports a program modification because on average these occupations’ entry-level wages are below the living wage, however 1) there is a supply gap in the region, 2) on average the typical entry-level education is a postsecondary non-degree award for these occupations. Additionally, colleges should note that **the percentage of students who complete a related program and earn a living wage is generally lower than students who complete Career Education programs in general.**

Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)¹ system:

- **Audio and Video Technicians** (SOC 27-4011): Set up, maintain, and dismantle audio and video equipment, such as microphones, sound speakers, connecting wires and cables, sound and mixing boards, video cameras, video monitors and servers, and related electronic equipment for live or recorded events, such as concerts, meetings, conventions, presentations, podcasts, news conferences, and sporting events.
- **Musicians and Singers** (SOC 27-2042): Play one or more musical instruments or sing. May perform on stage, for broadcasting, or for sound or video recording.
- **Sound Engineering Technicians** (SOC 27-4014): 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.

For the purpose of this report, these occupations are referred to as *Commercial Music Occupations*.

Projected Occupational Demand

Between 2023 and 2028, employers in San Diego County will need to hire **354** workers annually to fill new jobs and backfill jobs in *Commercial Music Occupations* due to attrition caused by turnover and retirement, for example (Exhibit 1). “Musicians and Singers” are projected to have the most labor market demand between 2023 and 2028, with **255** annual job openings.

Exhibit 1: Number of Jobs for Commercial Music Occupations (2023-2028)²

Occupational Title	2023 Jobs	2028 Jobs	2023 – 2028 Net Jobs Change	2023 - 2028 % Net Jobs Change	Annual Job Openings (Demand)
Musicians and Singers	1,883	1,918	35	2%	255
Audio and Video Technicians	699	735	36	5%	71
Sound Engineering Technicians	259	279	20	8%	28
Total	2,841	2,932	91	3%	354

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc/](https://www.bls.gov/soc/).

² Lightcast 2024.03; QCEW, Non-QCEW, Self-Employed.

Earnings

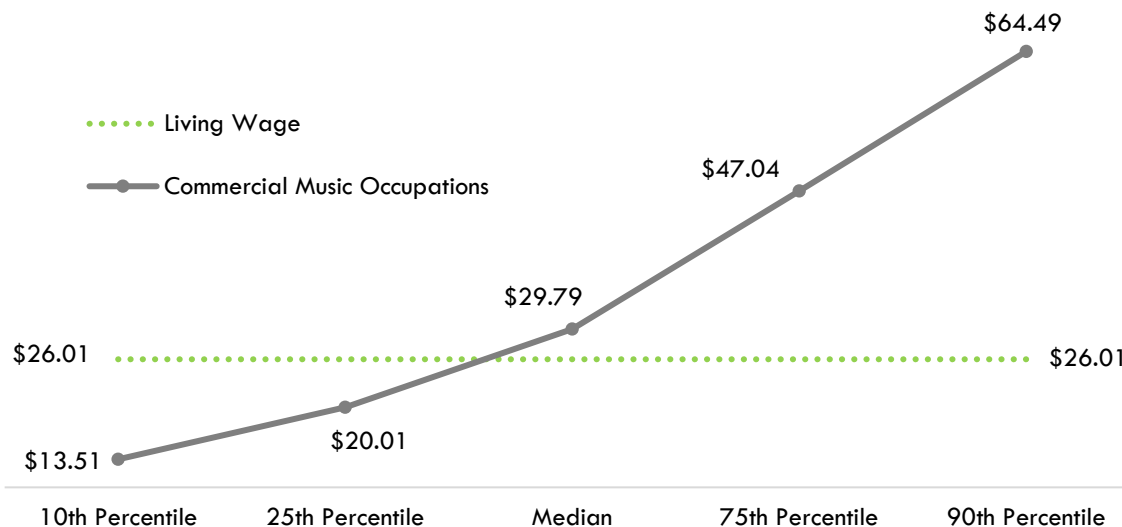
According to traditional³ labor market information (LMI), entry-level hourly earnings for *Commercial Music Occupations* range from \$17.56 to \$20.24 (Exhibit 2).

Exhibit 2: Hourly Earnings for Commercial Music Occupations in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Musicians and Singers	\$17.56	\$35.29	\$56.48
Sound Engineering Technicians	\$22.23	\$28.37	\$49.53
Audio and Video Technicians	\$20.24	\$25.71	\$35.12

On average, the entry-level hourly earnings are \$20.01—or \$41,620.80 annual salary⁵; this is less than the living wage for a single adult in San Diego County, which is \$26.01 per hour (Exhibit 3).⁶

Exhibit 3: Hourly Earnings⁷ for Commercial Music Occupations in San Diego County⁸



³ Traditional LMI is generally historical data captured by the U.S. Bureau of Labor Statistics (BLS) or the California Employment Development Department (EDD). It does not account for recent technological, economic, or legislative changes that may affect labor market demand and wages.

⁴ Lightcast 2024.03; QCEW, Non-QCEW, Self-Employed.

⁵ Annualized salaries assume a full-time position with 2,080 hours. Multiplying the hourly wage with 2,080 yields the annual salary.

⁶ Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024.

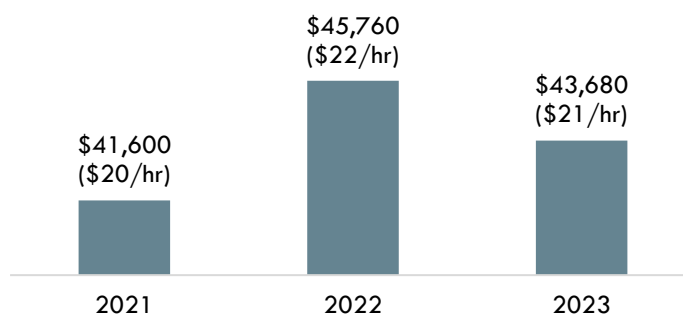
selfsufficiencystandard.org/California.

⁷ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁸ Lightcast 2024.03; QCEW, Non-QCEW, Self-Employed.

Between January 1, 2021 and December 30, 2023, employers advertised between \$20 to \$22 per hour in online job postings for *Commercial Music Occupations* in San Diego County (Exhibit 4).⁹ This suggests that employers in recent years are increasing wages due to labor market forces that may not be captured by traditional LMI.

Exhibit 4: Entry-Level Advertised Salaries in Online Job Postings for *Commercial Music Occupations* in San Diego County (2021-2023)*



*Hourly wages are rounded to the nearest dollar amount.

Expected Level of Education

According to traditional LMI, *Commercial Music Occupations* have a national educational attainment ranging from no formal educational credential to a postsecondary non-degree award.¹⁰ (Exhibit 5).

Exhibit 5: National Educational Attainment for *Commercial Music Occupations*¹¹

Occupational Title	Typical Entry-Level Education
Audio and Video Technicians	Postsecondary non-degree award
Sound Engineering Technicians	Postsecondary non-degree award
Musicians and Singers	No formal educational credential

⁹ Lightcast 2024.03; "Job Posting Analytics." 2021-2023.

¹⁰ Lightcast 2024.03; QCEW, Non-QCEW, Self-Employed.

¹¹ Lightcast 2024.03; QCEW, Non-QCEW, Self-Employed.

Online job postings between January 1, 2021 and December 31, 2023 in San Diego County had a **high school diploma or equivalent** as the most requested educational requirement for *Commercial Music Occupations*; however, employers also expected the following certifications (Exhibit 6).¹²

**Exhibit 6: Top Certifications for Commercial Music Occupations in San Diego County
in Online Job Postings (2021-2023)¹³**

- | | |
|--|---|
| 1. AVIXA Certified Technology Specialist | 3. Audiovisual Certification |
| 2. 10-Hour OSHA General Industry Card | 4. 30-Hour OSHA General Industry Card
CompTIA Network+ |

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. There are **four** TOP codes and **nine** CIP codes related to *Commercial Music Occupations* (Exhibit 7).

Exhibit 7: Related TOP and CIP Codes for Commercial Music Occupations¹⁴

TOP or CIP Code	TOP or CIP Program Title
TOP 0604.00	Radio and Television
TOP 0610.00	Mass Communications
TOP 1004.00	Music
TOP 1005.00	Commercial Music
CIP 09.0701	Radio and Television
CIP 10.0105	Communications Technology/Technician
CIP 10.0202	Radio and Television Broadcasting Technology/Technician
CIP 10.0203	Recording Arts Technology/Technician
CIP 15.0307	Audio Engineering Technology/Technician
CIP 50.0901	Music, General
CIP 50.0903	Music Performance, General
CIP 50.0913	Music Technology

¹² Lightcast 2024.03; "Job Posting Analytics." 2021-2023.

¹³ Lightcast 2024.03; "Job Posting Analytics." 2021-2023.

¹⁴ This brief uses a conservative estimate of program supply and only calculates awards from the TOP code listed in Exhibit 7.

According to TOP data, eight community colleges supply the region with awards for these occupations: Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City, San Diego Mesa College, San Diego Miramar and Southwestern College. According to CIP data, seven non-community-college institutions supply the region with awards: California State University-San Marcos, Point Loma Nazarene University, San Diego Christian College, San Diego State University, University of California-San Diego, University of Saint Katherine, and University of San Diego (Exhibit 8).

**Exhibit 8: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2019-20 Through Program Year 2022-23 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY20-21 to PY22-23)	Other Educational Institutions 3-Yr Annual Average Awards (PY19-20 to PY21-22)	Total Average Supply (PY19-20 to PY22-23)
0604.00	Radio and Television	9	0	9
	Palomar	6	0	
	• Associate Degree	3	0	
	• Certificate 30 < 60 units	3	0	
	Southwestern	3	0	
	• Associate Degree	3	0	
1004.00	Music	44	0	44
	Cuyamaca	3	0	
	• Associate Degree	3	0	
	Grossmont	7	0	
	• Associate Degree	7	0	
	MiraCosta	6	0	
	• Associate Degree	6	0	
	• Certificate 6 < 18 units	0	0	
	Palomar	8	0	
	• Associate Degree	7	0	
	• Certificate 6 < 18 units	1	0	
	San Diego Mesa	9	0	
	• Associate Degree	6	0	
	• Certificate 16 < 30 units	3	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY20-21 to PY22-23)	Other Educational Institutions 3-Yr Annual Average Awards (PY19-20 to PY21-22)	Total Average Supply (PY19-20 to PY22-23)
	Southwestern	11	0	
	• Associate Degree	9	0	
	• Certificate 16 < 30 units	1	0	
	• Certificate 6 < 18 units	1	0	
1004.00	Music	36	0	36
	MiraCosta	26	0	
	• Associate Degree	11	0	
	• Certificate 16 < 30 units	13	0	
	• Certificate 6 < 18 units	2	0	
	San Diego City	7	0	
	• Associate Degree	5	0	
	• Certificate 16 < 30 units	2	0	
	San Diego Miramar	2	0	
	• Associate Degree	2	0	
	• Certificate 16 < 30 units	0	0	
	Southwestern	1	0	
	• Associate Degree	1	0	
	• Certificate 16 < 30 units	0	0	
09.0701	Radio and Television	0	74	74
	San Diego State University	0	74	
	• Bachelor's degree	0	74	
50.0901	Music, General	0	38	38
	California State University-San Marcos	0	8	
	• Bachelor's degree	0	8	
	Point Loma Nazarene University	0	4	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY20-21 to PY22-23)	Other Educational Institutions 3-Yr Annual Average Awards (PY19-20 to PY21-22)	Total Average Supply (PY19-20 to PY22-23)
	• Bachelor's degree	0	4	
	San Diego Christian College	0	0	
	• Bachelor's degree	0	0	
	San Diego State University	0	1	
	• Bachelor's degree	0	1	
	University of California-San Diego	0	20	
	• Bachelor's degree	0	20	
	University of Saint Katherine	0	0	
	• Bachelor's degree	0	0	
	University of San Diego	0	5	
	• Bachelor's degree	0	5	
50.0903	Music Performance, General	0	57	57
	Point Loma Nazarene University	0	0	
	• Bachelor's degree	0	0	
	San Diego State University	0	57	
	• Bachelor's degree	0	57	
50.0903	Music Performance, General	0	3	3
	Point Loma Nazarene University	0	3	
	• Bachelor's degree	0	3	
Total				261

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹⁵ suggests that there is a supply gap for these occupations in San Diego County, with 354 annual openings and 261 awards. Comparatively, there are 5,481 annual openings in California and 4,833 awards, suggesting that there is a supply gap across the state¹⁶ (Exhibit 9).

Exhibit 9: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Annual Awards)	Supply Gap or Oversupply
San Diego	354	261	93
California	5,481	4,833	648

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

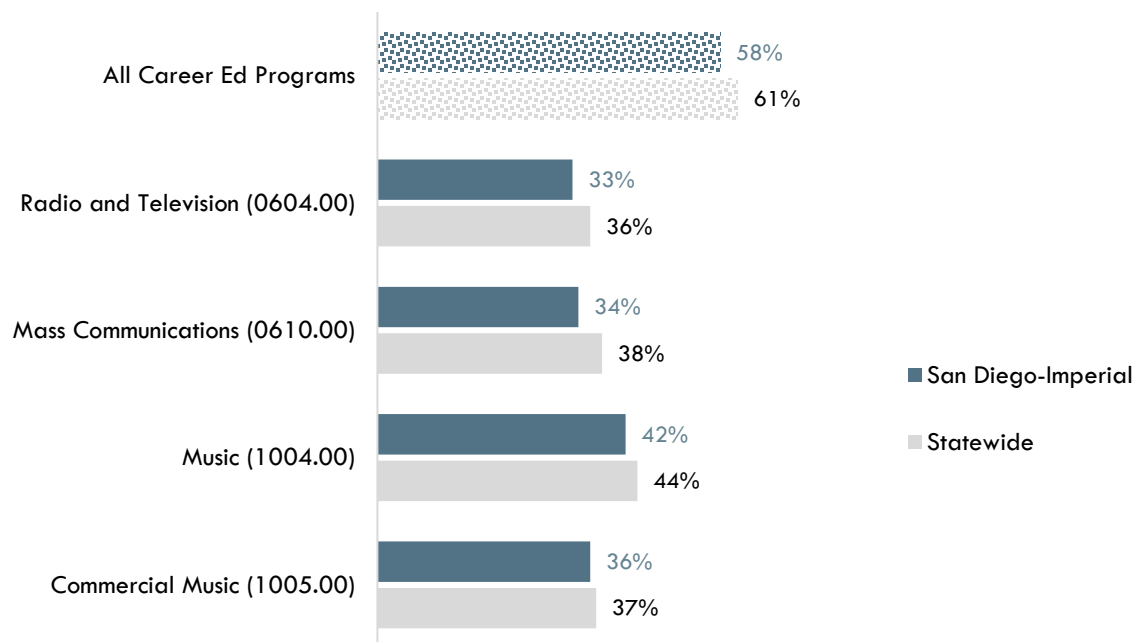
¹⁵ Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁶ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/our-resources.

Student Outcomes and Regional Comparisons

According to the California Community Colleges DataVista, 33 to 42 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Commercial Music Occupations*, compared to 36 to 44 percent statewide and 61 percent of students in Career Education programs in general across the state (Exhibit 10).¹⁷

Exhibit 10: Percentage of Students Who Earned a Living Wage by Program, PY2021-22¹⁸

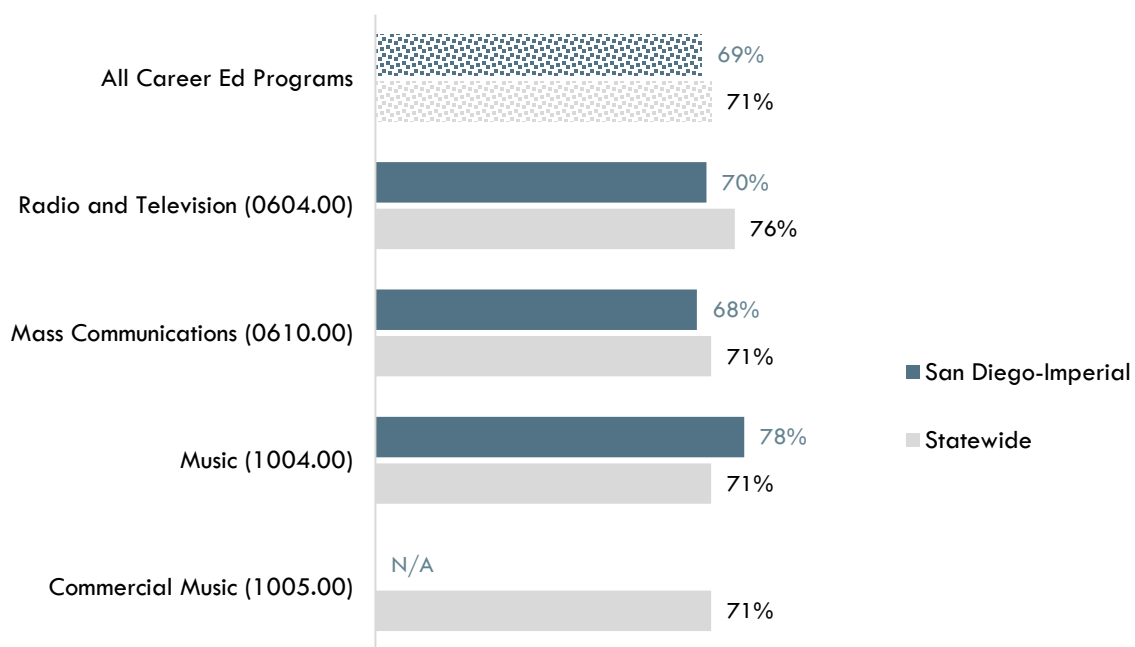


¹⁷ DataVista, California Community Colleges, datavista.cccco.edu/.

¹⁸ Most recent year with available data is Program Year 2021-22. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges DataVista, 68 to 78 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Commercial Music Occupations*, compared to 71 to 76 percent statewide and 71 percent of students in Career Education programs in general across the state (Exhibit 11).¹⁹

Exhibit 11: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2020-21²⁰



"N/A" indicates insufficient data

¹⁹ DataVista, California Community Colleges, datavista.cccco.edu/.

²⁰ Most recent year with available data is Program Year 2020-21. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Employers

Between January 1, 2021 and December 31, 2023, the top five employers in San Diego County for *Commercial Music Occupations* were [Encore Global](#), [Encore](#), [AVI Systems](#), [Audio Visual Management](#), and [Diversified Agency](#) based on online job postings (Exhibit 12).

Exhibit 12: Top Employers for Commercial Music Occupations in San Diego County²¹

Top Employers	
• Encore Global • Encore • AVI Systems • Audio Visual Management • Diversified Agency	• AVI-SPL • Jamul Casino • University Of St Augustine • Evans Hotels • Poway Unified School District

Skills

Exhibit 13 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2021 and December 31, 2023.

Exhibit 13: Top Skills for Commercial Music Occupations in San Diego County²²

Specialized Skills	Soft Skills	Software Skills
• Audiovisual Equipment • Crestron • Project Management • Effective Communication • Operations Management • Equipment Operation • Electronic Components • Invoicing • Upselling • Electrical Wiring • Low Voltage • Control Systems • Hand Tools • Power Tool Operation • Audio-Visual Technology	• Troubleshooting • Customer Service • Communication • Operations • Professionalism • Management • Lifting Ability • Problem Solving • Leadership • Detail Oriented • Technical Acumen • Self-Motivation • Writing • Video Conferencing • Planning	• N/A

²¹ Lightcast 2024.03; "Job Posting Analytics." 2021-2023.

²² Lightcast 2024.03; "Job Posting Analytics." 2021-2023.

Prepared by:

Tina Ngo Bartel, Executive Director (tingobartel@miracosta.edu)

John Edwards, Research Analyst (jedwards@miracosta.edu)

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; 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 the report 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.