



## Commercial Dance (TOP 1008.10)

March 2022

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 labor market data for the program recommendation – Commercial Dance. 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. ***\*This Analysis covers South Central Coast Region and Los Angeles County***

### Key Findings

- In the South Central Coast Region and Los Angeles County, the number of jobs related to Commercial Dance are expected to **increase** Miscellaneous Entertainers and Performers, Sports and Related Workers, and **remain steady** for Dancers and Choreographers.
- Commercial Dance is anticipated to experience **a low risk of automation** for Choreographers and Miscellaneous Entertainers and Performers, Sports and Related Workers, and a **high risk** for Dancers.
- In 2020 there were 1,109 completions and 653 openings in the South Central Coast Region and Los Angeles County in programs related to the occupations identified as aligned with Commercial Dance, indicating an **oversupply**.
- Typical entry-level education ranges from a **high school diploma or equivalent** for Choreographers and **no formal education credential** for the other two occupations.
- Completers of statewide Commercial Dance programs from the 2018-2019 academic year had a **median annual wage upon completion of \$26,668**.
- 52% of students are **employed within a year** after completing a program. (statewide)
- 32% of students **attained a living wage** within a year of completion. (statewide)
- Completers experienced an average of **+26% change in earnings after exiting**. (statewide)
- 60% of students were **part time**, 5% **skill builders**, 31% **first-generation**, and 68% **economically disadvantaged**. (statewide)

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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 Dance 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>
27-2031	<b>Dancers</b>	Perform dances. May perform on stage, for broadcasting, or for video recording.	Ballerina, Ballet Company Member, Ballet Dancer, Ballet Soloist, Belly Dancer, Company Dancer, Dancer, Latin Dancer, Performing Artist, Soloist Dancer
27-2032	<b>Choreographers</b>	Create new dance routines. Rehearse performance of routines. May direct and stage presentations.	Ballet Director, Choreographer, Dance Director, Dance Maker, Musical Choreographer
27-2099	<b>Miscellaneous Entertainers and Performers, Sports and Related Workers</b>	All entertainers and performers, sports and related workers not listed separately.	--

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast Region and Los Angeles County, the number of jobs related to Commercial Dance are expected to increase for Miscellaneous Entertainers and Performers, Sports and Related Workers, and remain steady for Dancers and Choreographers.

**Exhibit 2 – Five-year projections for Commercial Dance in the South Central Coast and Los Angeles County**

SOC	Occupation	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change
27-2031	<b>Dancers</b>	453	459	6	1%
27-2032	<b>Choreographers</b>	119	119	0	0%
27-2099	<b>Miscellaneous Entertainers and Performers, Sports and Related Workers</b>	4,149	4,547	398	10%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

In the South Central Coast and Los Angeles County, the average wage for the listed occupations is \$20.95 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 Dance in the South Central Coast and Los Angeles County**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-2031	<b>Dancers</b>	\$14.05	\$20.32	\$36.42
27-2032	<b>Choreographers</b>	\$12.60	\$23.58	\$42.46
27-2099	<b>Miscellaneous Entertainers and Performers, Sports and Related Workers</b>	\$13.52	\$20.96	\$40.14

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 for commercial dancers, and what they are looking for in potential candidates. To identify job postings related to Commercial Dance the following standard occupational classifications were used:

27-2031	Dancers
27-2032	Choreographers
27-2099	Miscellaneous Entertainers and Performers, Sports and Related Workers

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## Top Occupations

In 2019, there were 87 employer postings for the occupations related to Commercial Dance.

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

SOC Code	Occupation	Job Postings, Full Year 2019
27-2031	<b>Dancers</b>	60
27-2099	<b>Miscellaneous Entertainers and Performers, Sports and Related Workers</b>	14
27-2032	<b>Choreographers</b>	13

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
27-2031	<b>Dancers</b>	High
27-2099	<b>Miscellaneous Entertainers and Performers, Sports and Related Workers</b>	Low
27-2032	<b>Choreographers</b>	Low

Source: Labor Insight/Jobs (Burning Glass)

### **Top Titles**

The top job titles for employers posting ads for jobs related to Commercial Dance are listed in Exhibit 5. Dancer is mentioned as the job title in 10% of all relevant job postings (9 posting).

**Exhibit 5 –Job Titles**

<b>Title</b>	<b>Job Postings, Full Year 2019</b>
Dancer	9
Guitar Soloist	5
Dancer/Sing	4
NBC World of Dance	4
Dancer who Sings	3

Source: Labor Insight/Jobs (Burning Glass)

### **Top Employers**

Exhibit 6 lists the major employers hiring professionals in the Commercial Dance field. The top employer posting job ads was Carnival Entertainment. The top worksite cities in the region for these occupations were Los Angeles, Culver City, Pomona, Burbank, and Gardena.

**Exhibit 6 – Top Employers (n=75)**

<b>Employer</b>	<b>Job Postings, Full Year 2019</b>
Carnival Entertainment	15
GK	6
NBC	6
Ohana Dance	3
A Stage of Our Own	2

Source: Labor Insight/Jobs (Burning Glass)

## Skills

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

**Exhibit 7 –Job Skills (n=39)**

Skills	Job Postings, Full Year 2019
Music	14
Singing	14
Newsletters	13
Teaching	13
Guitar	10
Repair	7
Wardrobe Maintenance	7

Source: Labor Insight/Jobs (Burning Glass)

## Industry Concentration

Exhibit 8 shows the industries with most Commercial Dance postings in the South Central Coast Region and Los Angeles County. Note: 55% 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 Dance field, 2019**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Arts, Entertainment, and Recreation	20	48.8%
Information	6	14.6%
Educational Services	4	9.8%
Finance and Insurance	4	9.8%
Public Administration	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
27-2031	<b>Dancers</b>	No formal education credential	Long-term on-the-job training
27-2032	<b>Choreographers</b>	High school diploma or equivalent	Long-term on-the-job training
27-2099	<b>Miscellaneous Entertainers and Performers, Sports and Related Workers</b>	No formal education credential	Short-term on-the-job training

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

## Completions and Openings

There were 1,109 completions (2020) and 653 openings (2020) in the South Central Coast Region and Los Angeles County in programs related to the occupations identified as aligned with Commercial Dance.

**Exhibit 10 – Completions and Openings**

<b>19</b> Institutions had Related Programs (2020)	<b>1,109</b> Completions (2020)	<b>653</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	787
50.0101	Visual and Performing Arts, General	251
50.0301	Dance, General	34
50.0509	Musical Theatre	24
50.0399	Dance, Other	13

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 exiters of statewide Commercial Dance Programs (TOP: 1008.10) for the 2018-19 academic year.

- Completers of statewide Commercial Dance programs from the 2018-2019 academic year had a **median annual wage upon completion of \$26,668.**
- 52% of students are **employed within a year** after completing a program. (statewide)
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## 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 Dance. 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.