

# Voice Acting

*Inland Empire/Desert Region (Riverside and San Bernardino counties) and California*

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## Introduction

This labor market assessment aims to determine regional supply and demand related to voice acting. Voice acting is a performance in which only the voice is used to represent characters or provide narration (Lindsay, 2022). Voice actors lend their talent to various projects, including animated television series, audiobooks, movies, documentary television and film, commercials, video games, and more.

Voice actor is an alternative job title and skill associated with the actors occupation (SOC 27-2011). Since voice acting is an alternative job title and a skill subset of actors, traditional occupational demand and earnings data specifically for voice acting roles do not exist. To better understand the current demand for voice acting knowledge, skills, and abilities (KSAs), this report provides an analysis of employers seeking voice actors via online job advertisements (ads).

## Online Job Advertisements

To ensure the job ad information analyzed in this report is specific to positions that utilize voice acting skills, the following keywords were applied to the job ad search:

- Voice Acting
- Voice Actor
- Voiceover
- Voice-over Artist

Over the last 12 months, from October 2021 to September 2022, there were three (3) job ads related to voice acting workers posted in the Inland Empire/Desert Region. Regional employers, MindTrap Escape Room and Clever Fox Escape Rooms, sought game masters and actors to utilize voice acting skills in providing an immersive escape room experience.

The voice acting job ad search was expanded to the California state level, identifying 12 total job ads over the previous 12 months. The employers posting the most job ads for voice actors were Filmless, MindTrap Escape Room, and Homes.com

The skills most frequently included in job ads were:

- Customer Service
- Audio Production
- Pro Tools

Education requirements were included in only two of the statewide job ads, seeking individuals with a high school diploma or vocational training.

The limited job ad information for voice actors found in Burning Glass's Labor Insight tool may indicate that employers seek these workers in forums other than typical job advertisements. For example, Backstage.com provides a dedicated database of talent agencies used to connect production companies to performers.

### Alternative Voice Acting Job Search Resources: Backstage

Backstage's job search tool (<https://www.backstage.com/>) identified 15 on-site job ads posted for voiceover actors over the last 12 months within a 200-mile radius of Los Angeles, encompassing most of the Inland Empire/Desert Region (Backstage, 2022). Of these voice acting job ads:

- 67% Sought Male Voice Actors (10 Ads)
- 27% Sought Female Voice Actors (4 Ads)
- One Job Ad Did Not Specify a gender
- One Job Specified the Need for Bilingual Voice Actors (Arabic/English)
- 40% Of Job Ads Sought Individuals Who Could Speak with an Accent Other than "Standard American" (6 Ads).

Current technology allows for voice acting work to be conducted remotely. Multiple job opportunities for voice actors were found outside of the region. Over the last 12 months, 68 remote voice actor job ads were posted across Backstage's locations, including the United States, United Kingdom, Canada, Australia, and Argentina (Backstage, 2022). Of these 68 remote job ads:

- 64% sought individuals to speak English with a standard American accent
- 36% sought individuals to speak with an accent other than standard American.
- More than 13% of job ads sought individuals to speak a language other than English (Danish, German, French, Hindi, Japanese, Spanish, and Swedish)
- 45% of remote job ads sought male voice actors
- 34% sought female voice actors
- 21% did not specify a gender.

Combining on-site and remote job opportunities, 83 voice actor job opportunities were posted on Backstage over the last 12 months.

Voiceover performers are covered under several SAG-AFTRA collective bargaining agreements to guarantee fair wages, health and retirement contributions, residuals, additional compensation, and advocate for vocal

health (SAG-AFTRA, 2022). Detailed compensation information is available on the SAG-AFTRA website. For example, voiceover artists are compensated \$1,030 for a television trailer; this compensation covers the airing of a trailer for 13 weeks (SAG-AFTRA, 2022a).

## Education Programs

The radio and television community college program aligned with voice actor training (TOP 0604.00). California Community College radio and television programs prepare students for employment through the instruction of the history, theories, principles, techniques, functions, technologies, and creative processes of radio and television (including combined television/film/video programs) in reaching mass audiences (Taxonomy of Programs, 2012).

Regional community colleges do not currently offer programs related to voice acting. According to the Chancellor's Office Curriculum Inventory (COCI), an inventory provided by the CCCCO, two community colleges in the state provide training related to voice acting. Long Beach City College provides a Show Business-Commercials, Voice-Over, Film Acting program utilizing the other business and management program code (TOP 0599.00), and Saddleback College offers a Screen Acting and Voice Performance program utilizing the radio and television program code (0604.00). Program outcome information is not available for either of these community college programs.

The program student learning outcomes for Long Beach City College may be helpful for program development. The program student learning outcomes of Long Beach City College's program include the ability to demonstrate skills to successfully audition at an acceptable industry level and identify the different styles of voice acting and the studio recording techniques required to complete a successful audition (Long Beach City College, 2022). According to Backstage.com, it is rare for aspiring voice actors to pursue an education degree exclusively to learn more about voice acting (Lindsay, 2022).

## Summary of Findings

Over the last 12 months, Burning Glass's Labor Insight tool identified three (3) job ads for voice acting positions in the Inland Empire/Desert Region, seeking individuals to work in escape rooms. Alternatively, in Backstage's job search tool, there were a combined 83 voiceover acting jobs posted over the last 12 months worldwide. While there were 15 job ads posted for on-site voice over actors, most job opportunities for voice actors were remote (68 ads).

Regional community colleges do not currently provide training for voice actors.

Local colleges developing voice acting programs should consider contacting colleges with existing programs to determine if preliminary student outcomes exist and if training leads to gainful employment in this field.

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## Appendix: Methodology

Job ad data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear

online" (Carnevale et al., 2014). Online job ads often do not reveal employers' hiring intentions; it is unknown if employers plan to hire one or multiple workers from a single online job ad or collecting resumes for future hiring needs. A closed job ad may not be the result of a hired worker.