










Music Business Occupations

Labor Market Analysis: San Diego County

May 2026

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL(S) OF EDUCATION
 <p>Proceed with Caution</p>	 	 	<input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input checked="" type="checkbox"/> Less Than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	<p>HIGH</p> 	<p>MEDIUM</p> 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region’s community colleges with strategic planning and program development. *Music Business Occupations* include “Agents and Business Managers of Artists, Performers, and Athletes,” “Music Directors and Composers,” and “Musicians and Singers.” According to available data, *Music Business Occupations* in San Diego County have a labor market demand of 327 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and 10 institutions supply 148 awards for these occupations. Entry-level wages are below the living wage. This brief recommends proceeding with caution when developing a new program and supports a program modification because 1) there is a supply gap and 2) a medium number of annual job openings exist for these occupations;. However, entry-level wages are below the living wage. 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 codes in the Standard Occupational Classification (SOC)¹ system:

- **Agents and Business Managers of Artists, Performers, and Athletes** (SOC 13-1011): Represent and promote artists, performers, and athletes in dealings with current or prospective employers. May handle contract negotiation and other business matters for clients.
- **Music Directors and Composers** (SOC 27-2041): 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.
- **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.

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

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. <https://www.bls.gov/soc/>.

Projected Occupational Demand

Between 2024 and 2029, businesses in San Diego County will need to hire 327 employees annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example (Exhibit 1).

Most of this labor market demand comes from Musicians and Singers, which is projected to have the most annual job openings with 241 openings each year between 2024 and 2029.

Exhibit 1: Number of Jobs for Music Business Occupations (2024-2029)²

Occupational Title	2024 Jobs	2029 Jobs	2024 - 2029 Net Jobs Change	2024 - 2029 % Net Jobs Change	Annual Job Openings (Demand)
Musicians and Singers	2,003	2,055	52	3%	241
Music Directors and Composers	539	564	25	5%	56
Agents and Business Managers of Artists, Performers, and Athletes	299	280	-19	-6%	30
Total	2,841	2,899	58	2%	327

Earnings

According to traditional³ labor market information (LMI), entry-level hourly earnings for *Music Business Occupations* range from \$18.79 to \$25.08 (Exhibit 2).

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

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Agents and Business Managers of Artists, Performers, and Athletes	\$25.08	\$38.54	\$89.20
Musicians and Singers	\$18.92	\$37.47	\$58.29
Music Directors and Composers	\$18.79	\$29.45	\$40.26

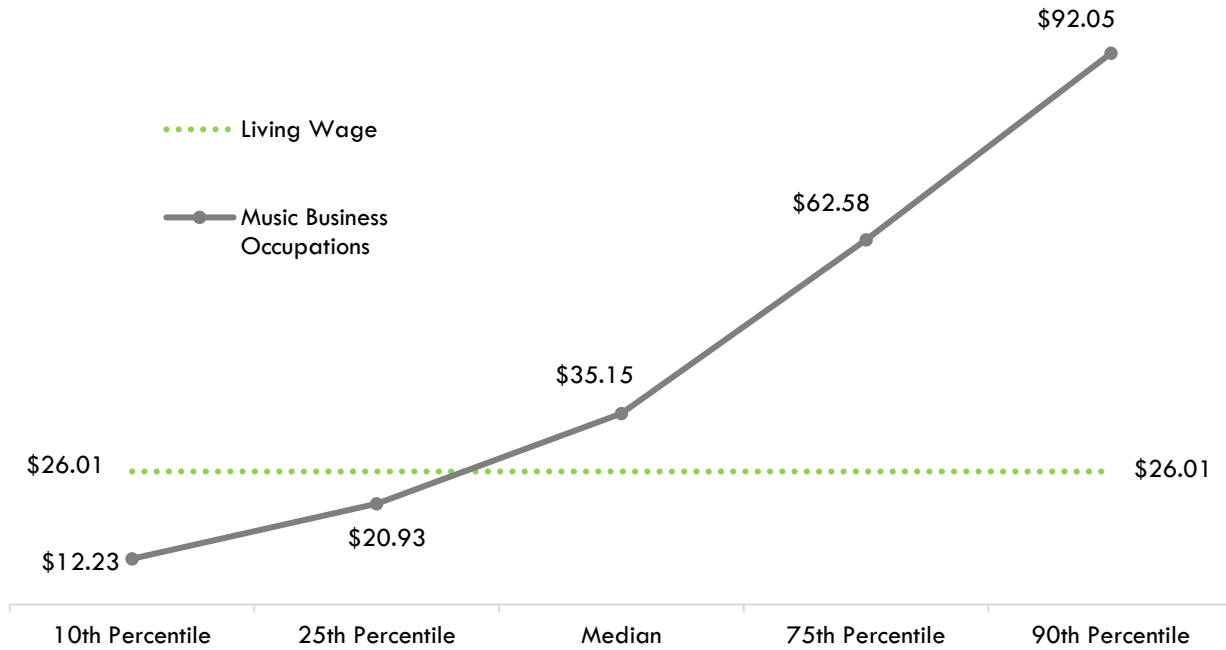
² Lightcast 2026.01; QCEW, Non-QCEW, Self-Employed.

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 2026.01; QCEW, Non-QCEW, Self-Employed.

On average, the entry-level hourly earnings for employed *Music Business Occupations* are \$20.93—or \$43,534.40 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 *Music Business Occupations* in San Diego County⁸



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

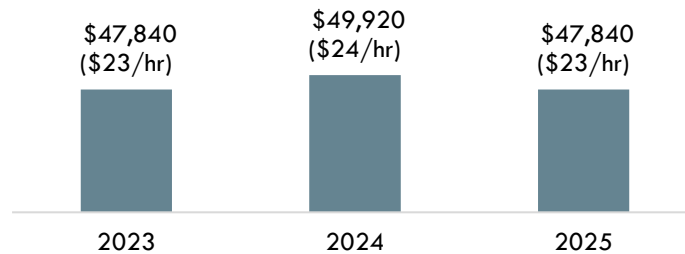
⁶ Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024. selfsufficiencystandard.org/California.

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 2026.01; QCEW, Non-QCEW, Self-Employed.

In online job postings, employers also advertised between \$23 to \$24 per hour between January 1, 2023 and December 31, 2025 for *Music Business Occupations* in San Diego County (Exhibit 4).⁹ This suggests that employer-advertised wages in online job postings were slightly higher than the entry-level wages reported in traditional labor market information.

Exhibit 4: Entry-Level Advertised Salaries in Online Job Postings for *Music Business Occupations* in San Diego County (2023-2025)



Expected Level of Education

According to traditional LMI (data reported to EDD and BLS), *Music Business Occupations* have a national educational attainment ranging from **no formal educational credential** to a **bachelor's degree** (Exhibit 5).¹⁰

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

Occupational Title	Typical Entry-Level Education
Agents and Business Managers of Artists, Performers, and Athletes	Bachelor's degree
Music Directors and Composers	Bachelor's degree
Musicians and Singers	No formal educational credential

⁹ Lightcast 2026.01; "Job Posting Analytics." 2023-2025.

¹⁰ Lightcast 2026.01; QCEW, Non-QCEW, Self-Employed.

¹¹ Lightcast 2026.01; QCEW, Non-QCEW, Self-Employed.

Similarly, online job postings between January 1, 2023 and December 31, 2025 in San Diego County had a [bachelor's degree](#) as the most requested educational requirement for *Music Business Occupations*; however, employers also expected the following certifications (Exhibit 6).¹²

Exhibit 6: Top Certifications for *Music Business Occupations* in San Diego County in Online Job Postings (2023-2025)¹³

1. Valid Driver's License
2. Certified Purchasing Manager

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 [three](#) TOP codes and [seven](#) CIP codes related to *Music Business Occupations* (Exhibit 7).

Exhibit 7: Related TOP and CIP Codes for *Music Business Occupations*¹⁴

TOP or CIP Code	TOP or CIP Program Title
TOP 0509.20	Purchasing
TOP 1004.00	Music
TOP 1005.00	Commercial Music
CIP 50.0509	Musical Theatre
CIP 50.0903	Music Performance, General
CIP 50.0904	Music Theory and Composition
CIP 50.0913	Music Technology
CIP 50.0917	Sound Arts
CIP 50.1003	Music Management
CIP 52.0202	Purchasing, Procurement/Acquisitions and Contracts Management

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 College](#), [San Diego Mesa College](#), [San Diego Miramar College](#), and [Southwestern College](#). According to CIP data, two non-community-college institutions supply the region with awards, [Point Loma Nazarene University](#) and [San Diego State University](#) (Exhibit 8).

¹² Lightcast 2026.01; "Job Posting Analytics." 2023-2025.

¹³ Lightcast 2026.01; "Job Posting Analytics." 2023-2025.

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

**Exhibit 8: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2021-22 Through Program Year 2024-25 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY22-23 to PY24-25)	Other Educational Institutions 3-Yr Annual Average Awards (PY21-22 to PY23-24)	Total Average Supply (PY21-22 to PY24-25)
1004.00	Music	43	0	43
	Cuyamaca	5	0	
	• Associate degree	5	0	
	Grossmont	9	0	
	• Associate degree	9	0	
	MiraCosta	7	0	
	• Associate degree	7	0	
	Palomar	7	0	
	• Associate degree	7	0	
	• Certificate 6 < 18 units	0	0	
	San Diego Mesa	6	0	
	• Associate degree	4	0	
	• Certificate 16 < 30 units	2	0	
	Southwestern	9	0	
	• Associate degree	8	0	
	• Certificate 16 < 30 units	1	0	
1005.00	Commercial Music	37	0	37
	MiraCosta	20	0	
	• Associate degree	7	0	
	• Certificate 16 < 30 units	12	0	
	• Certificate 6 < 18 units	1	0	
	San Diego City	7	0	
	• Associate degree	5	0	
	• Certificate 16 < 30 units	2	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY22-23 to PY24-25)	Other Educational Institutions 3-Yr Annual Average Awards (PY21-22 to PY23-24)	Total Average Supply (PY21-22 to PY24-25)
	San Diego Miramar	7	0	
	• Associate degree	6	0	
	• Certificate 16 < 30 units	1	0	
	Southwestern	3	0	
	• Associate degree	3	0	
50.0509	Musical Theatre	0	3	3
	San Diego State University	0	3	
	• Master's degree	0	2	
	• Bachelor's degree	0	1	
50.0903	Music Performance, General	0	61	61
	Point Loma Nazarene University	0	0	
	• Bachelor's degree	0	0	
	San Diego State University	0	61	
	• Master's degree	0	9	
	• Postbaccalaureate certificate	0	1	
	• Bachelor's degree	0	51	
50.0904	Music Theory and Composition	0	0	0
	Point Loma Nazarene University	0	0	
	• Bachelor's degree	0	0	
50.0913	Music Technology	0	4	4
	Point Loma Nazarene University	0	4	
	• Bachelor's degree	0	4	
			Total	148

Demand vs. Supply

Comparing labor demand with labor supply¹⁵ suggests that there is a **supply gap** for these occupations in San Diego County, with **327** annual openings and **148** awards. Comparatively, there are **4,739** annual openings in California and **3,064** awards, suggesting that there is a **supply gap** across the state (Exhibit 9).¹⁶

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	327	148	179
California	4,739	3,064	1,675

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.

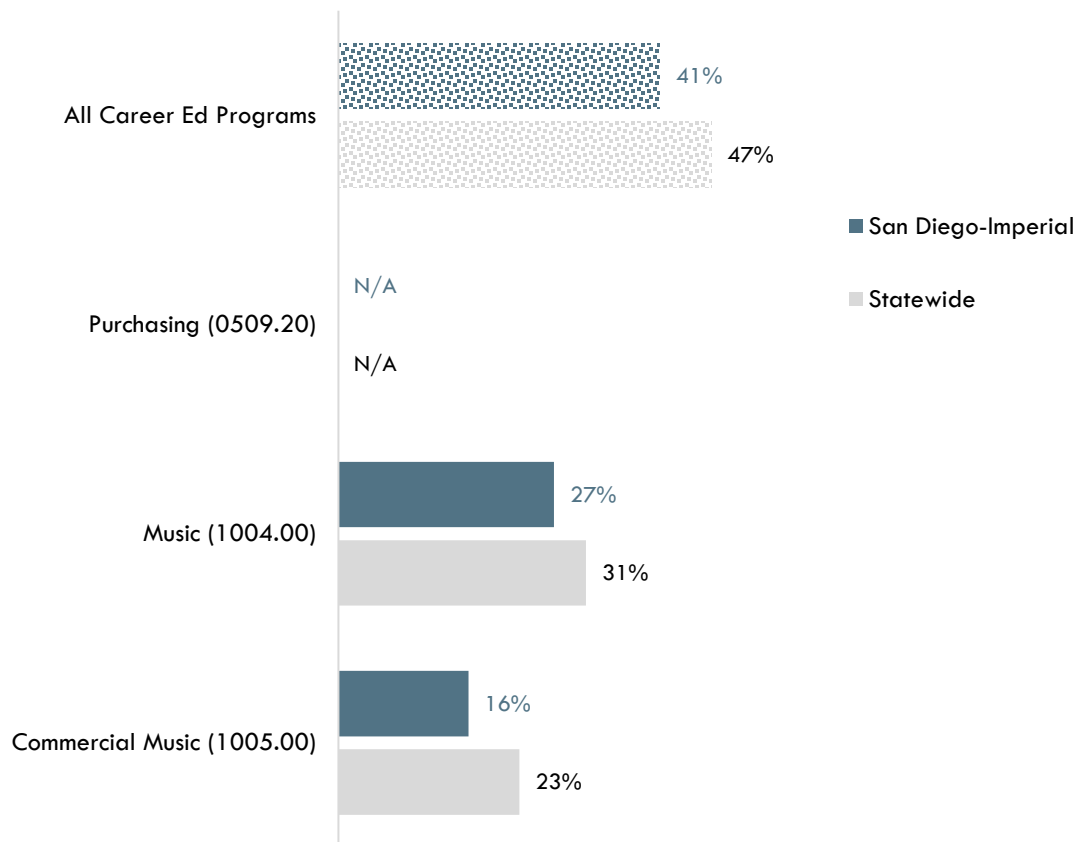
¹⁵ Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

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, 16 to 27% of students in the San Diego-Imperial region earned a living wage after completing a program related to *Music Business Occupations*, compared to 23 to 31% statewide and 47% 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, PY2023-24¹⁸



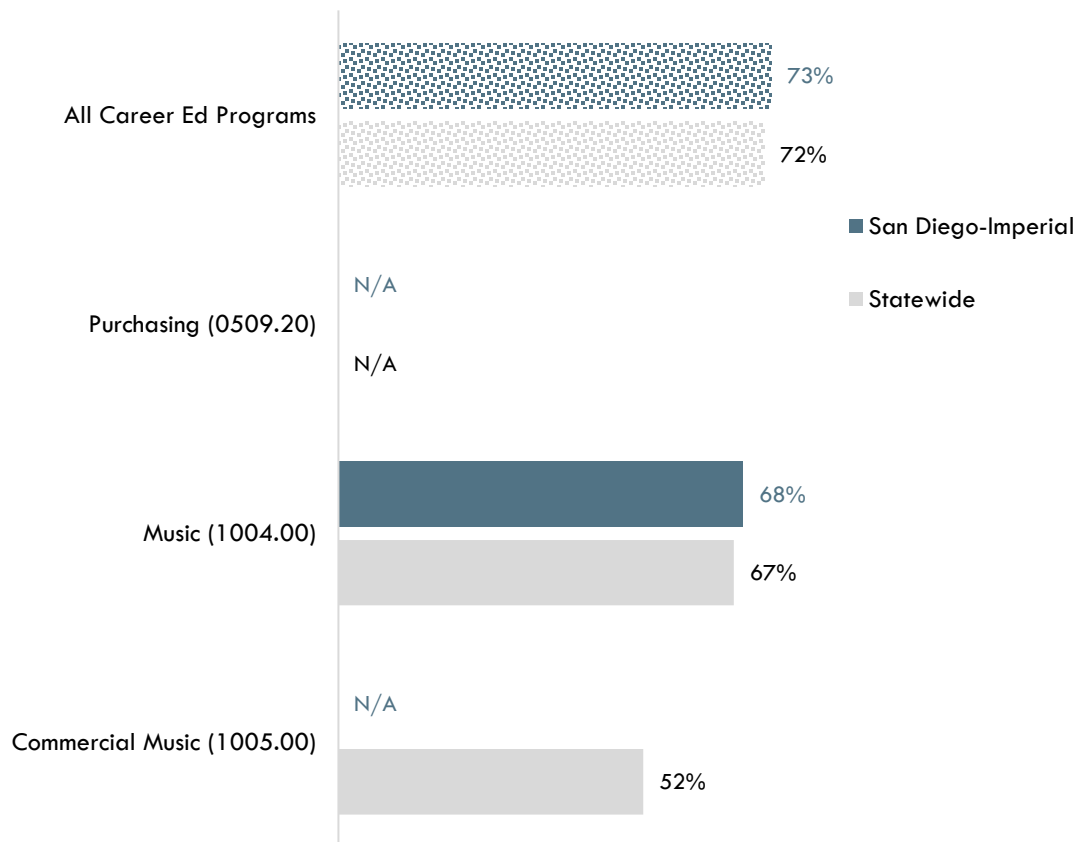
"N/A" indicates insufficient data

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

¹⁸ Most recent year with available data is Program Year 2023-24. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges DataVista, 68% of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Music Business Occupations*, compared to 52 to 67% statewide and 72% 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, PY2022-23²⁰



“N/A” indicates insufficient data

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

²⁰ Most recent year with available data is Program Year 2022-23. 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, 2023 and December 31, 2025, the top employers in San Diego County for *Music Business Occupations* included Roman Catholic Bishop Of San Diego, Rose International, San Diego Community College District-District Office, Poway Unified School District, and Roman Catholic Diocese Of San Diego based on online job postings (Exhibit 12).

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

Top Employers	
<ul style="list-style-type: none"> • Roman Catholic Bishop Of San Diego • Rose International • San Diego Community College District-District Office • Poway Unified School District • Roman Catholic Diocese Of San Diego 	<ul style="list-style-type: none"> • Bridgewater Consulting Group • Sam Ash Music • Regal Entertainment Group • ASGN • House Of Prayer Lutheran Church

Skills

Exhibit 13 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2023 and December 31, 2025.

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

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Musical Accompaniment • Choral Music • Purchasing • Procurement • Worship Ministry • Supply Management • Contract Management • Guitars • Supply Chain • Accounting Systems • Sight Reading • Risk Management • Supplier Relationship Management • Accounts Payable • Total Cost Of Ownership 	<ul style="list-style-type: none"> • Communication • Customer Service • Leadership • Writing • Planning • Operations • Management • Coordinating • English Language • Action Oriented • Teaching • Scheduling • Personal Integrity • Detail Oriented • Business Administration 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft PowerPoint • Microsoft Word • Microsoft Outlook

²¹ Lightcast 2026.01; "Job Posting Analytics." 2023-2025.

²² Lightcast 2026.01; "Job Posting Analytics." 2023-2025.

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