



Actors, Producers, and Directors in 2 California Counties

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What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumé, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

1 Occupation

27-2010 Actors, Producers, and Directors

2 Counties

6079 San Luis Obispo County, CA

6083 Santa Barbara County, CA

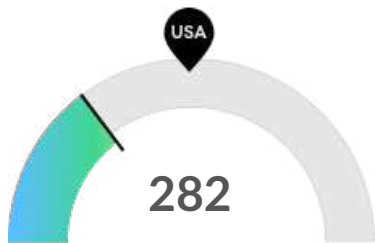
Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupation and geographical areas.

Executive Summary

Light Job Posting Demand Over a Thin Supply of Regional Jobs



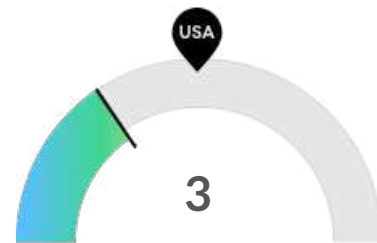
Jobs (2023)

Your area is not a hotspot for this kind of job. The national average for an area this size is 560* employees, while there are 282 here.



Compensation

Earnings are about average in your area. The national median salary for Actors, Producers, and Directors is \$66,677, compared to \$76,377 here.



Job Posting Demand

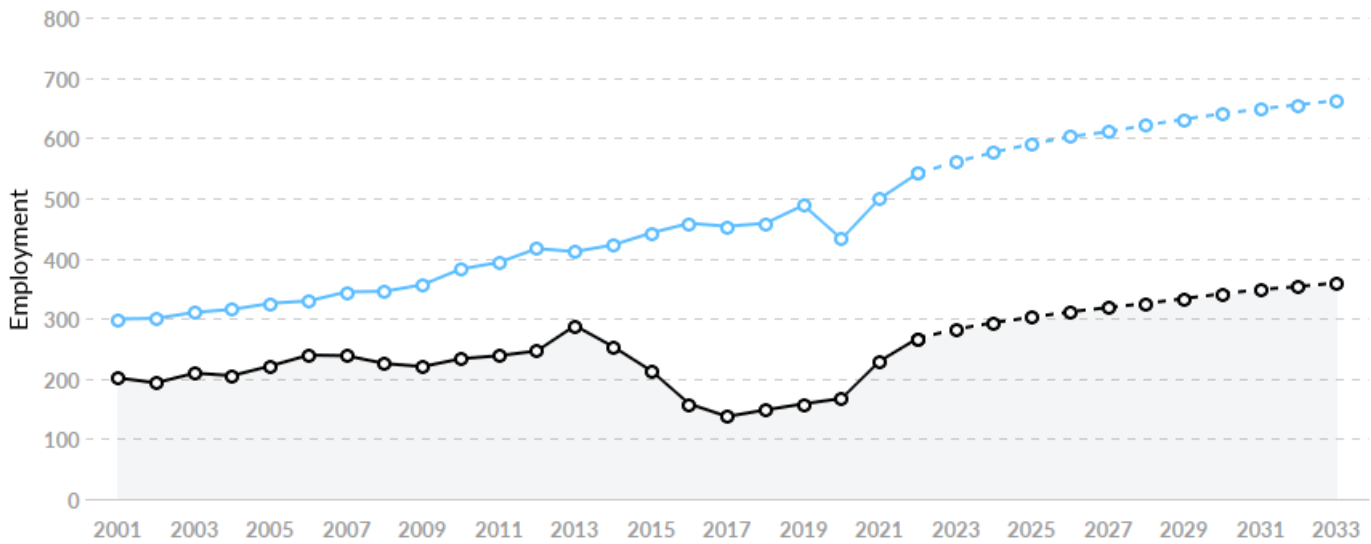
Job posting activity is low in your area. The national average for an area this size is 5* job postings/mo, while there are 3 here.

*National average values are derived by taking the national value for Actors, Producers, and Directors and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is Lower Than the National Average

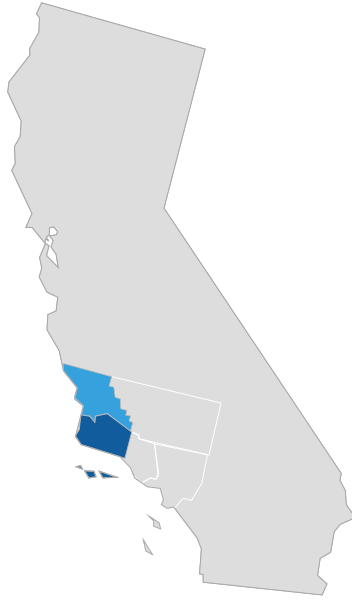
An average area of this size typically has 560* jobs, while there are 282 here. This lower than average supply of jobs may make it more difficult for workers in this field to find employment in your area.



Region	2023 Jobs	2033 Jobs	Change	% Change
● 2 California Counties	282	359	77	27.1%
● National Average	560	662	102	18.3%

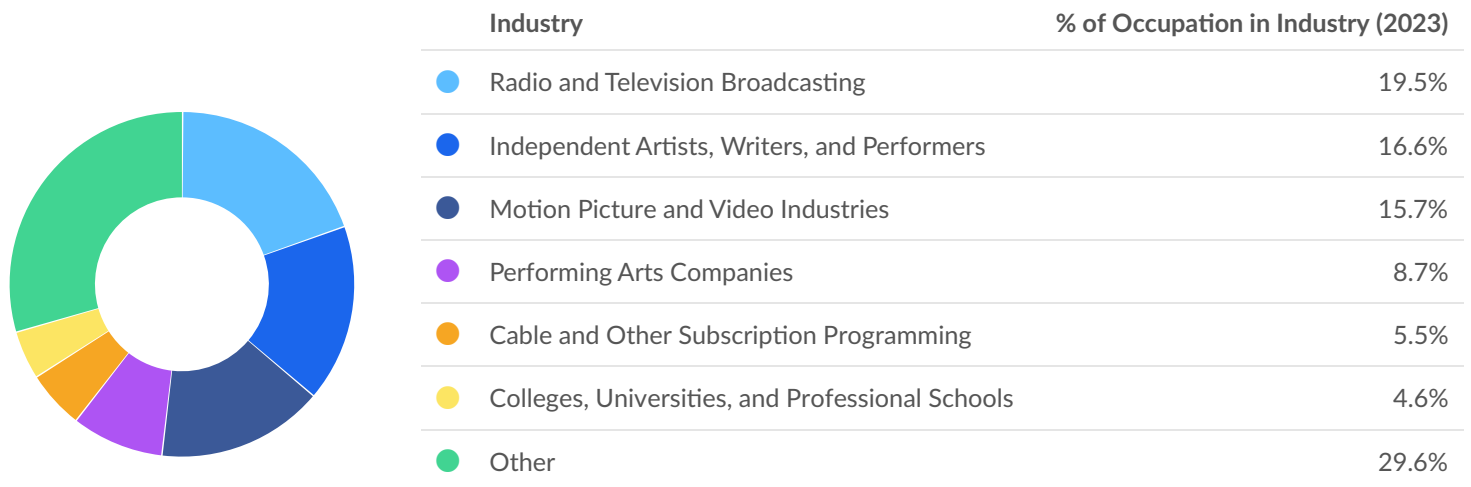
*National average values are derived by taking the national value for Actors, Producers, and Directors and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Regional Breakdown



County	2023 Jobs
Santa Barbara County, CA	217
San Luis Obispo County, CA	65

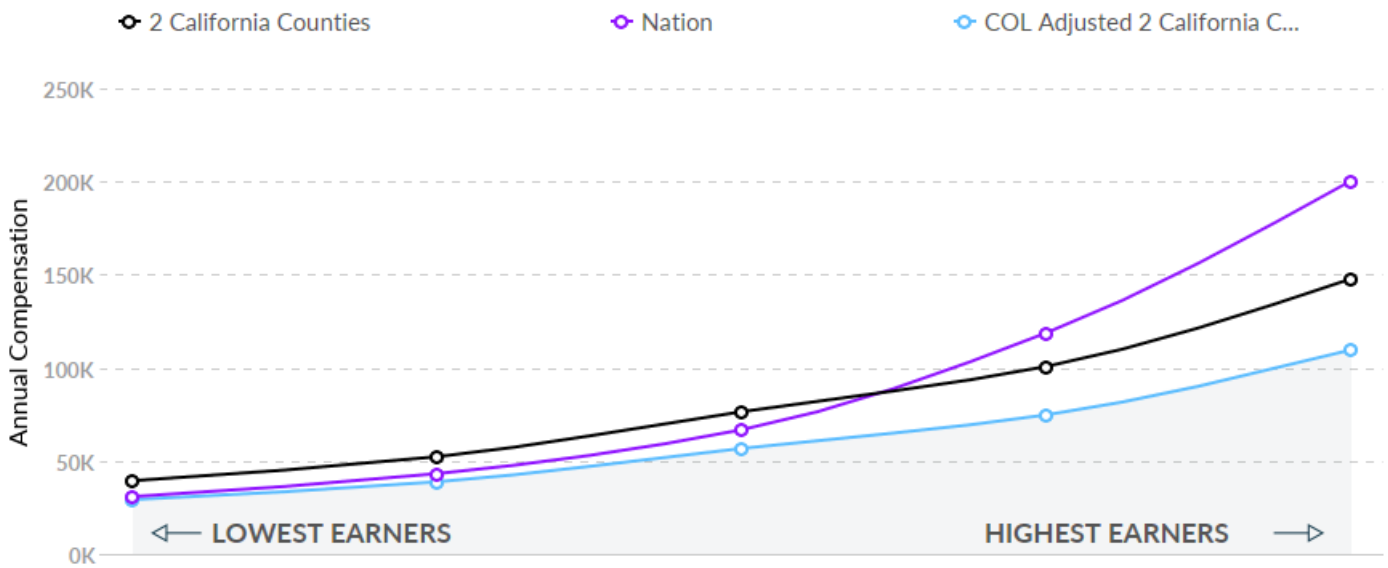
Most Jobs are Found in the Radio and Television Broadcasting Industry Sector



Compensation

Regional Compensation Is 15% Higher Than National Compensation

For Actors, Producers, and Directors, the 2021 median wage in your area is \$76,377, while the national median wage is \$66,677.



Job Posting Activity



15 Unique Job Postings

The number of unique postings for this job from Jan 2023 to Jun 2023.



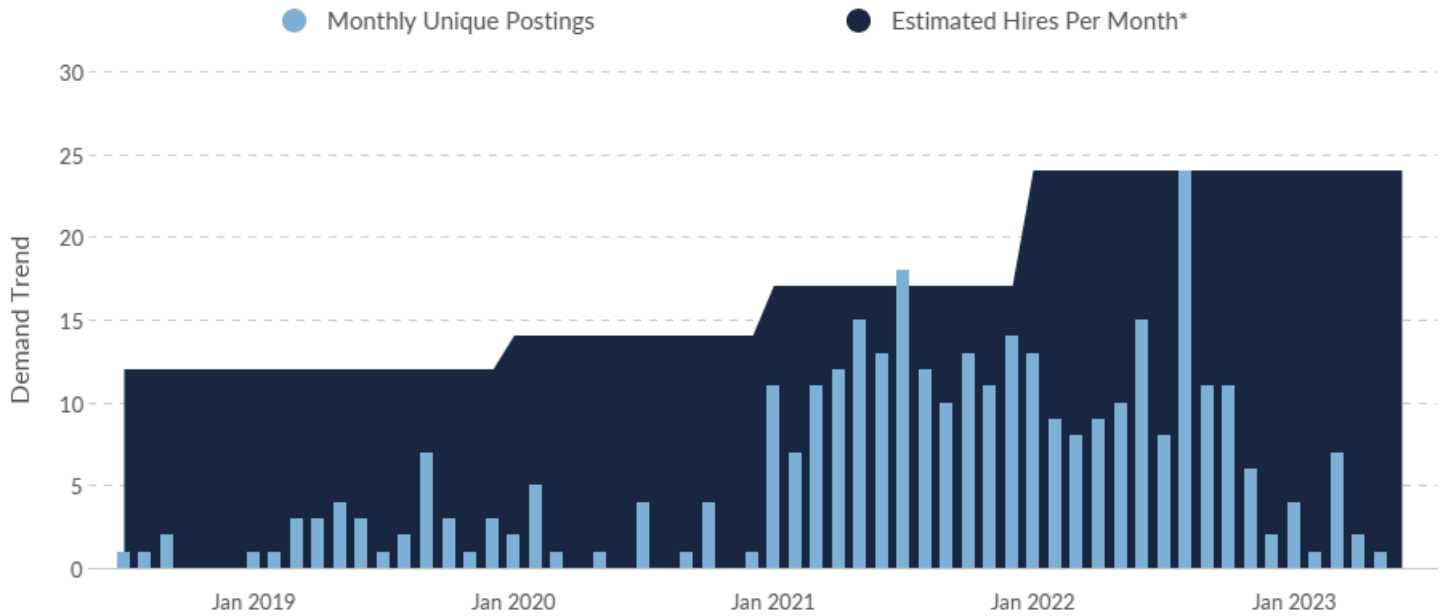
9 Employers Competing

All employers in the region who posted for this job from Jan 2023 to Jun 2023.




















39 Day Median Duration

Posting duration is 6 days longer than what's typical in the region.



Occupation	Avg Monthly Postings (Jan 2023 - Jun 2023)	Avg Monthly Hires (Jan 2023 - Jun 2023)
Actors, Producers, and Directors	3	24

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings	Top Job Titles	Unique Postings
California Weekly Explorer	3 	News Producers	5 
Cherry Hill Programs	2 	Performers/Teachers	3 
E.W. Scripps	2 	Casting Assistants	1 
Kmgh-Tv	2 	Character Artists	1 
Momentum WORK	1 	Digital Video Producers	1 
News-Press & Gazette Company	1 	Entertainers	1 
The Great American Melodrama	1 	Producers	1 
VirtualVocations	1 	Program Coordinators	1 
		Stage Managers	1 

Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

Top Defining Skills by Demand

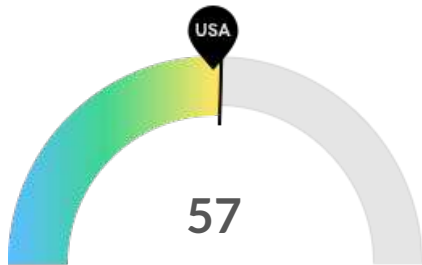
Not enough data to display Defining Skills for this occupation.

Top Necessary Skills by Demand

Not enough data to display Necessary Skills for this occupation.

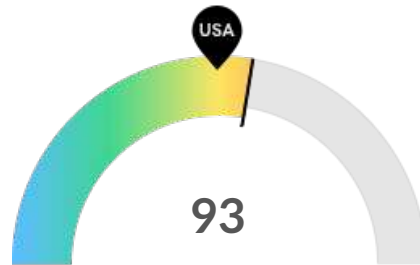
Demographics

Retirement Risk Is About Average, While Overall Diversity Is About Average



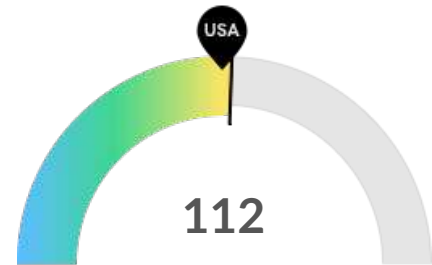
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 55* employees 55 or older, while there are 57 here.



Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 80* racially diverse employees, while there are 93 here.

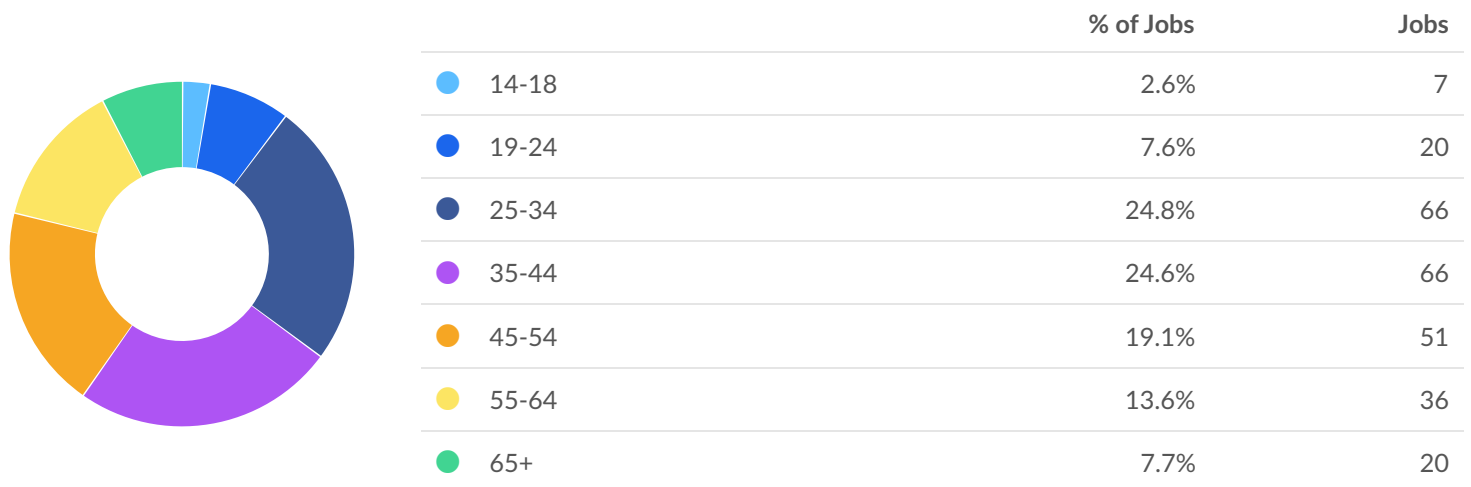


Gender Diversity

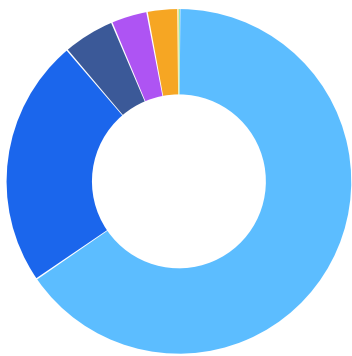
Gender diversity is about average in your area. The national average for an area this size is 109* female employees, while there are 112 here.

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Occupation Age Breakdown



Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	65.4%	175
Hispanic or Latino	23.3%	62
Asian	4.9%	13
Black or African American	3.4%	9
Two or More Races	2.9%	8
Native Hawaiian or Other Pacific Islander	0.1%	0
American Indian or Alaska Native	0.1%	0

Occupation Gender Breakdown



	% of Jobs	Jobs
Males	57.9%	155
Females	42.1%	112

Occupational Programs



10 Programs

Of the programs that can train for this job, 10 have produced completions in the last 5 years.



969 Completions (2021)




The completions from all regional institutions for all degree types.



62 Openings (2021)

The average number of openings for an occupation in the region is 74.

CIP Code	Top Programs	Completions (2021)
09.0100	Communication, General	469
50.0601	Film/Cinema/Media Studies	186
09.0401	Journalism	102
10.0301	Graphic Communications, General	94
50.0501	Drama and Dramatics/Theatre Arts, General	74
09.0701	Radio and Television	19
50.0602	Cinematography and Film/Video Production	14
09.0702	Digital Communication and Media/Multimedia	8
50.0502	Technical Theatre/Theatre Design and Technology	2
50.0101	Visual and Performing Arts, General	1

Top Schools	Completions (2021)	
University of California-Santa Barbara	697	
California Polytechnic State University-San Luis Obispo	187	
Santa Barbara City College	44	
Cuesta College	21	
Allan Hancock College	11	
Westmont College	9	

Appendix A

Actors, Producers, and Directors in 2 California Counties

Appendix B - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Cost of Living Data

Emsi's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.