

Music Occupations

Sumner County, TN
45 Minute Drive Time



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What is Emsi Data?

Emsi 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, resumés, and job postings to give you a complete view of the workforce.

Emsi 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*.

 The Atlantic Forbes Harvard Business Review The New York Times WSJ USA TODAY

Report Parameters

13 Occupations

13-1011	Agents and Business Managers of Artists,
27-1019	Artists and Related Workers, All Other
27-2012	Producers and Directors
27-2041	Music Directors and Composers
27-2042	Musicians and Singers

27-2099	Miscellaneous Entertainers and Performe.
27-3011	Broadcast Announcers and Radio Disc Joc
27-4011	Audio and Video Technicians
27-4012	Broadcast Technicians
<i>See Appendix A for all 13 Occupations</i>	

8 Counties

21213	Simpson County, KY
47037	Davidson County, TN
47111	Macon County, TN
47147	Robertson County, TN

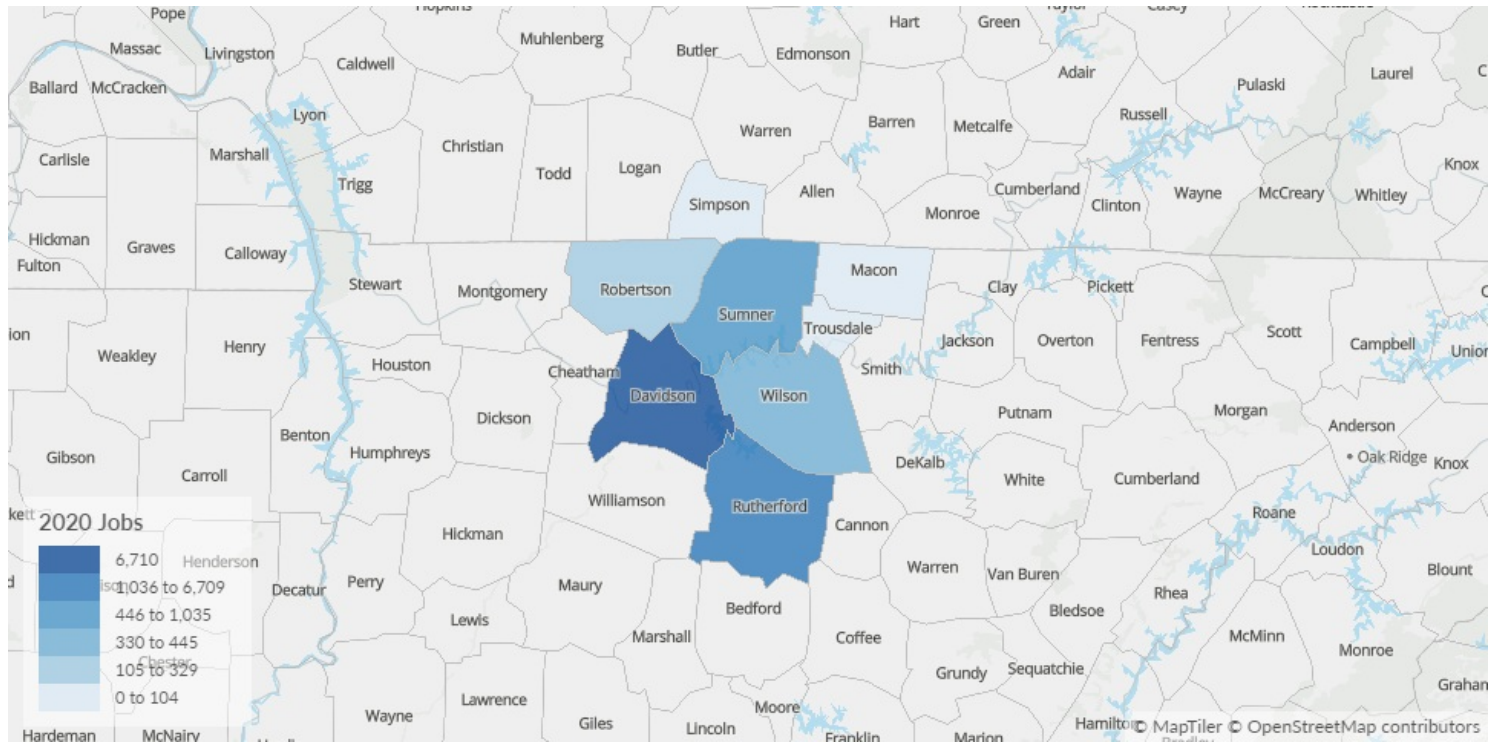
47149	Rutherford County, TN
47165	Sumner County, TN
47169	Trousdale County, TN
47189	Wilson County, TN

Class of Worker

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

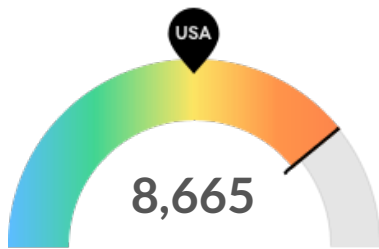
The information in this report pertains to the chosen occupations and geographical areas.

Workforce Map



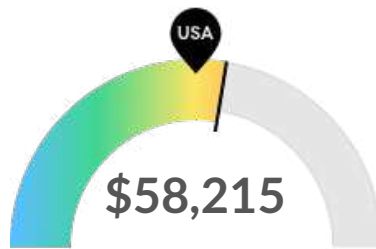
Executive Summary

Aggressive Hiring Competition Over a Deep Supply of Regional Talent



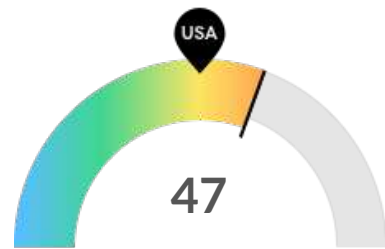
Supply (Jobs)

Your area is a hotspot for this kind of talent. The national average for an area this size is 3,925* employees, while there are 8,665 here.



Compensation

The cost for talent is about average in your area. The national median salary for your occupations is \$53,542, while you'll pay \$58,215 here.



Demand (Job Postings)

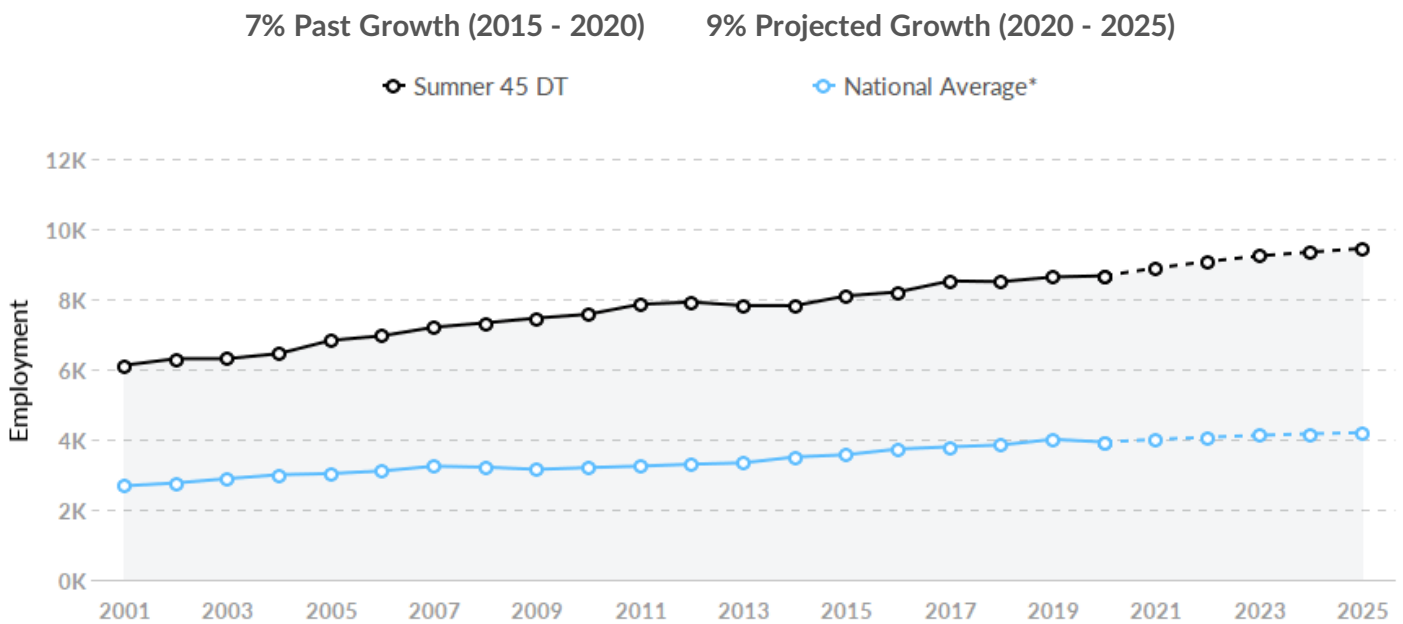
Competition from online job postings is high in your area. The national average for an area this size is 34* job postings/mo, while there are 47 here.

*National average values are derived by taking the national value for your occupations 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.

Supply (Jobs)

Supply Is Higher Than the National Average

The regional vs. national average employment helps you understand if the supply of your occupations is a strength or weakness for your area, and how it is changing relative to the nation. An average area of this size would have 3,925* employees, while there are 8,665 here. This higher than expected supply may make it easier to find candidates. The gap between expected and actual employment is expected to increase over the next 5 years.



*National average values are derived by taking the national value for your occupations 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.

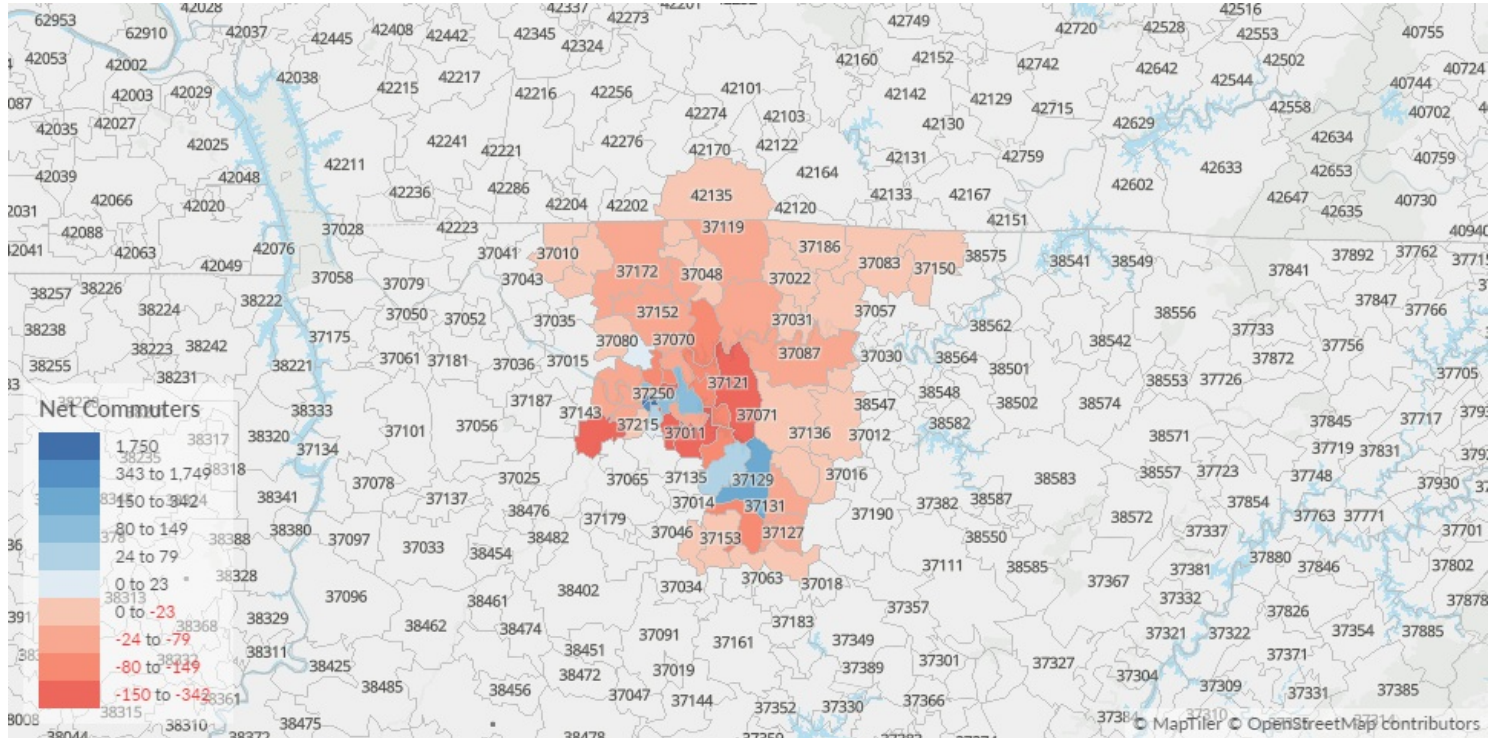
Most Jobs are Found in the Performing Arts Companies Industry Sector



Industry	% of Occupation in Industry (2020)
Performing Arts Companies	20.0%
Sound Recording Industries	15.8%
Motion Picture and Video Industries	13.2%
Independent Artists, Writers, and Performers	11.5%
Religious Organizations	10.8%
Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	8.1%
Other	20.6%

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



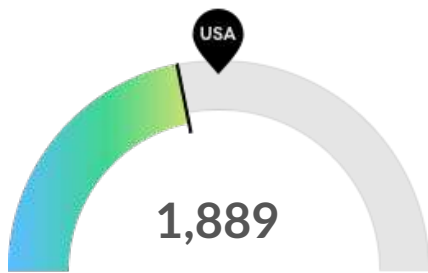
Where Talent Works

Where Talent Lives

ZIP	Name	2020 Employment
37203	Nashville, TN (in Davids...	3,040
37212	Nashville, TN (in Davids...	709
37129	Murfreesboro, TN (in Ru...	393
37214	Nashville, TN (in Davids...	357
37075	Hendersonville, TN (in S...	309

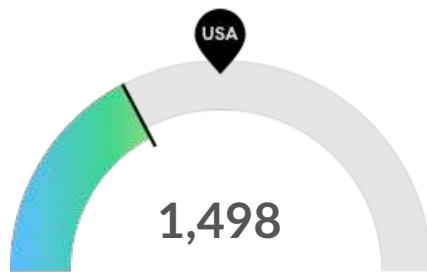
ZIP	Name	2020 Workers
37203	Nashville, TN (in Davids...	1,290
37075	Hendersonville, TN (in S...	402
37211	Nashville, TN (in Davids...	382
37212	Nashville, TN (in Davids...	365
37013	Antioch, TN (in Davidso...	287

Retirement Risk Is Low, While Overall Diversity Is Low



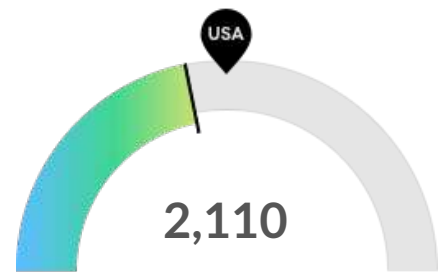
Retiring Soon

Retirement risk is low in your area. The national average for an area this size is 2,282* employees 55 or older, while there are 1,889 here.



Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 2,449* racially diverse employees, while there are 1,498 here.



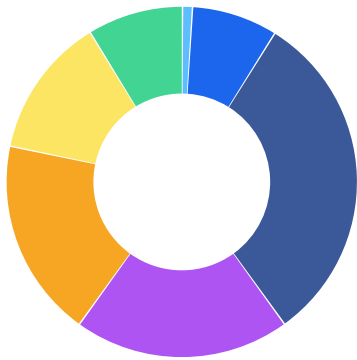
Gender Diversity

Gender diversity is low in your area. The national average for an area this size is 2,550* female employees, while there are 2,110 here.

*National average values are derived by taking the national value for your occupations 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.

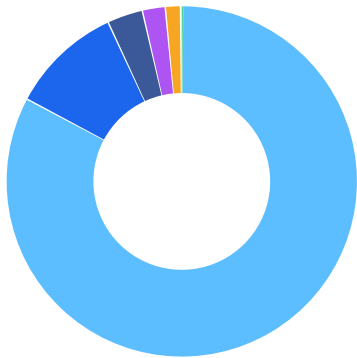
Demographic Details

Occupation Age Breakdown



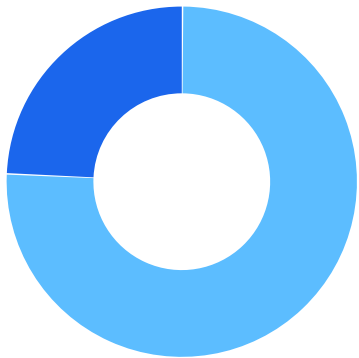
	% of Jobs	Jobs
14-18	0.9%	79
19-24	7.9%	686
25-34	31.1%	2,698
35-44	19.9%	1,723
45-54	18.3%	1,590
55-64	13.0%	1,125
65+	8.8%	764

Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	82.7%	7,167
Black or African American	10.3%	894
Hispanic or Latino	3.3%	284
Two or More Races	2.1%	183
Asian	1.4%	121
American Indian or Alaska Native	0.2%	14
Native Hawaiian or Other Pacific Islander	0.0%	2

Occupation Gender Breakdown

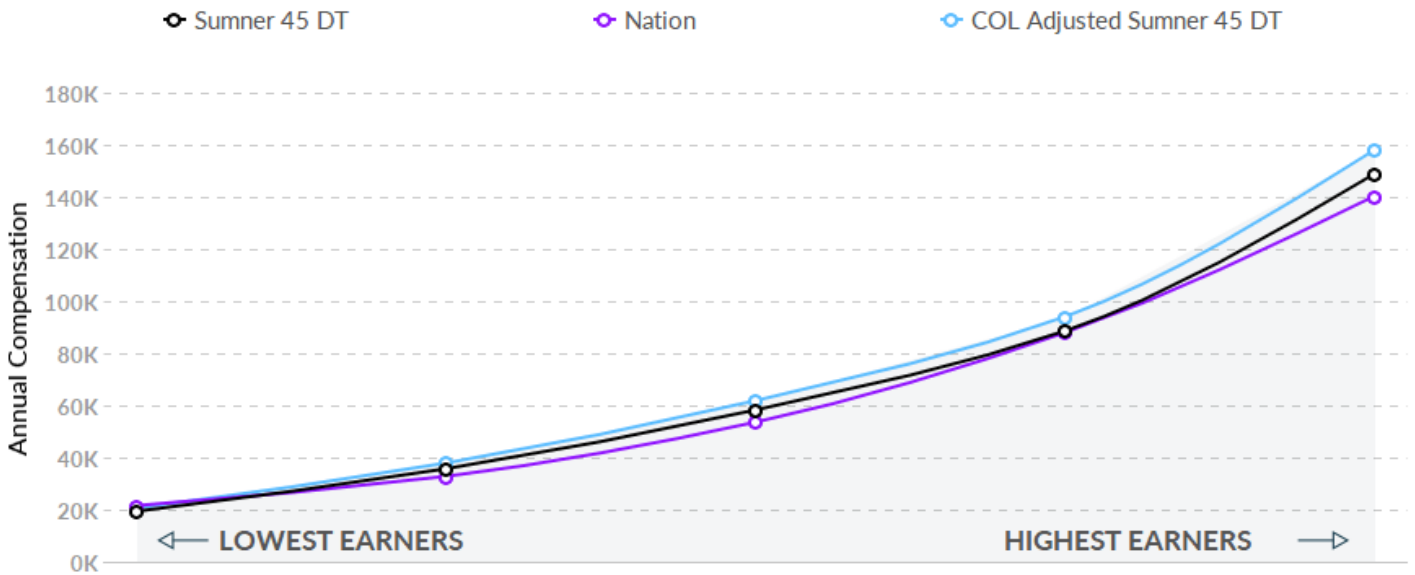


	% of Jobs	Jobs
● Males	75.6%	6,554
● Females	24.4%	2,110

Compensation

Talent Is 9% More Expensive, While the Cost of Living Should Make Attraction Easier

In 2019, the median compensation for your occupations in your area is \$58,215. Based on the national median wage of \$53,542 for this position, this means you will spend about 9% more to employ your occupations here. However, their actual purchasing power will be 15% greater than the national median when we adjust for regional cost of living (which is 6% lower than average). This may make it easier to attract talent to the region at this price.



Demand



178 Employers Competing

All employers in the region who posted for this job over the last 12 months.



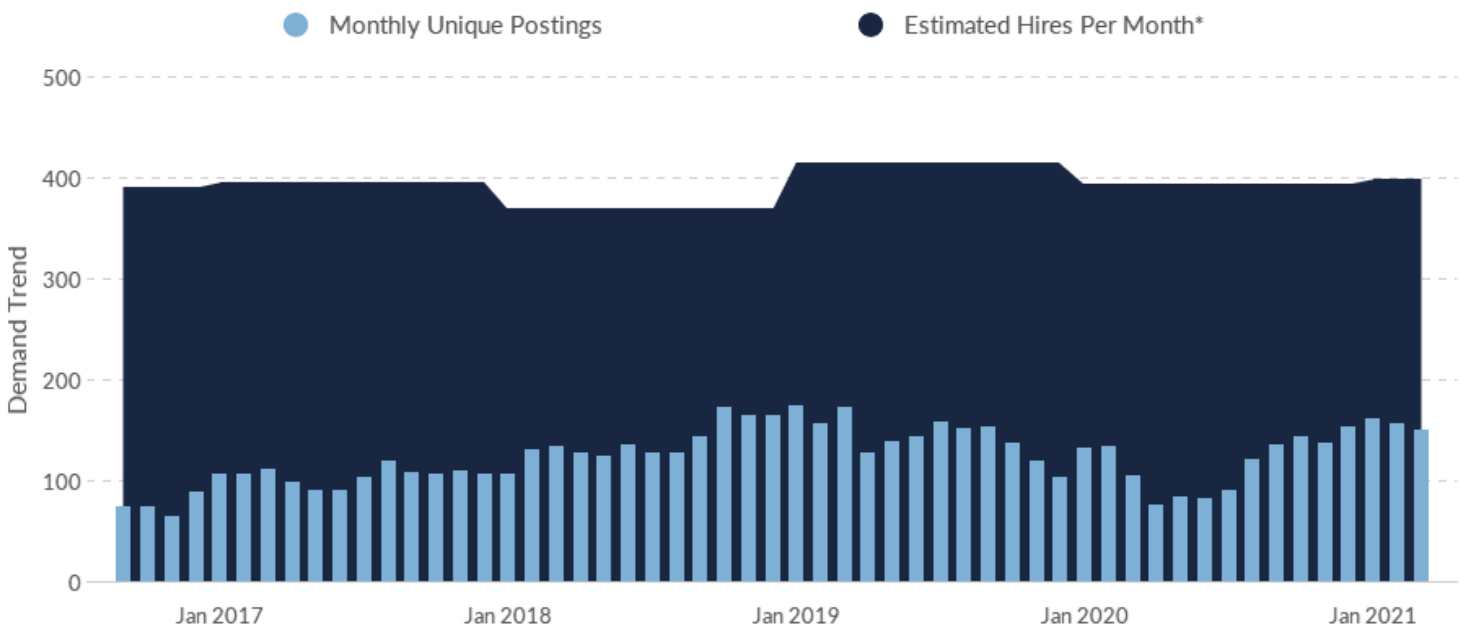
562 Unique Job Postings

The number of unique postings for this job over the last 12 months.



29 Day Median Duration

Posting duration is 4 days shorter than what's typical in the region.








Occupation	Avg Monthly Postings (Apr 2020 - Mar 2021)	Avg Monthly Hires (Apr 2020 - Mar 2021)
Producers and Directors	49	68
Audio and Video Technicians	35	57
Broadcast Technicians	17	8
Film and Video Editors	7	14
Musicians and Singers	3	138

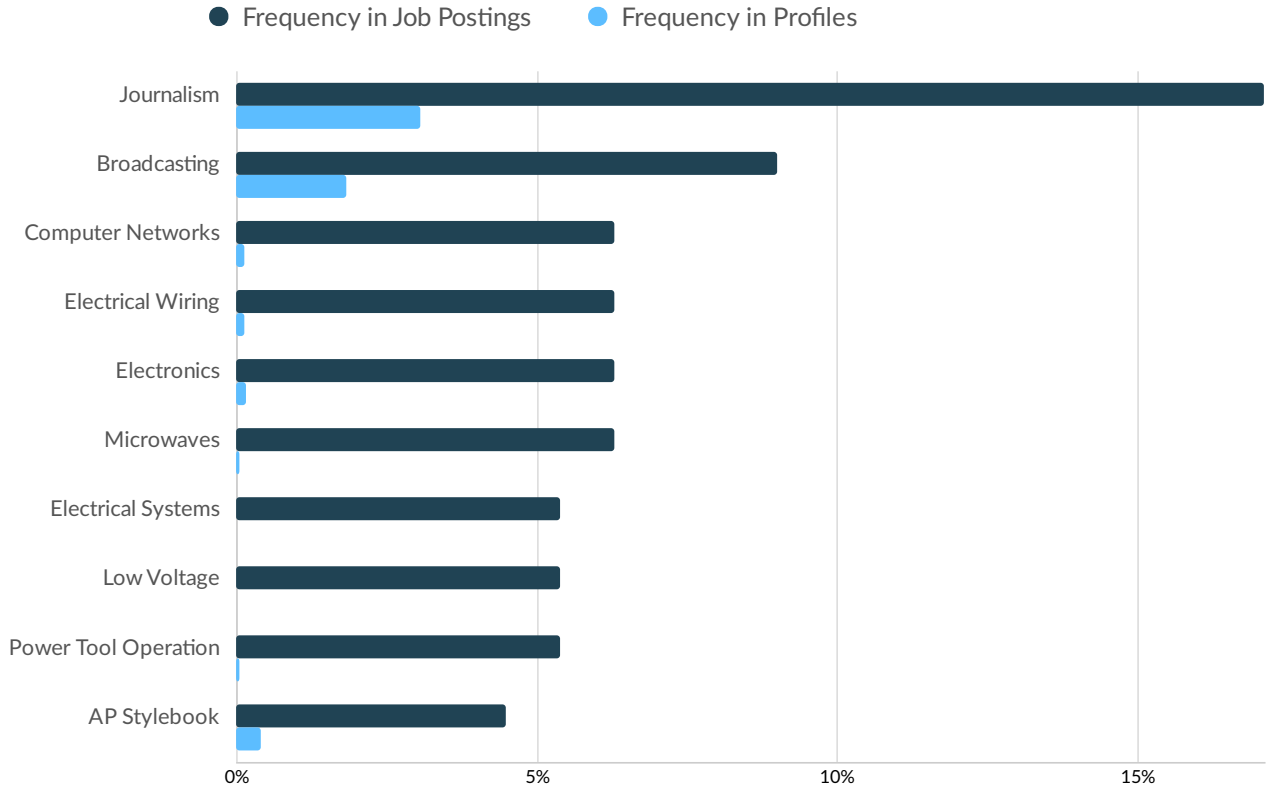
*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Emsi hires are calculated using a combination of Emsi jobs data, information on separation rates from the Bureau of Labor Statistics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

Occupation	Avg Monthly Postings (Apr 2020 - Mar 2021)	Avg Monthly Hires (Apr 2020 - Mar 2021)
Broadcast Announcers and Radio Disc Jockeys	6	9
Agents and Business Managers of Artists, Performers, and Athletes	2	33
Music Directors and Composers	3	20
Sound Engineering Technicians	1	17
Miscellaneous Entertainers and Performers, Sports and Related Workers	0	6
Musical Instrument Repairers and Tuners	1	3
Artists and Related Workers, All Other	0	4

Top Companies	Unique Postings
Meredith Corporation	29 
Sinclair Broadcast Group, Inc.	19 
The E W Scripps Company	13 
Iheartmedia, Inc.	12 
Belmont University	11 

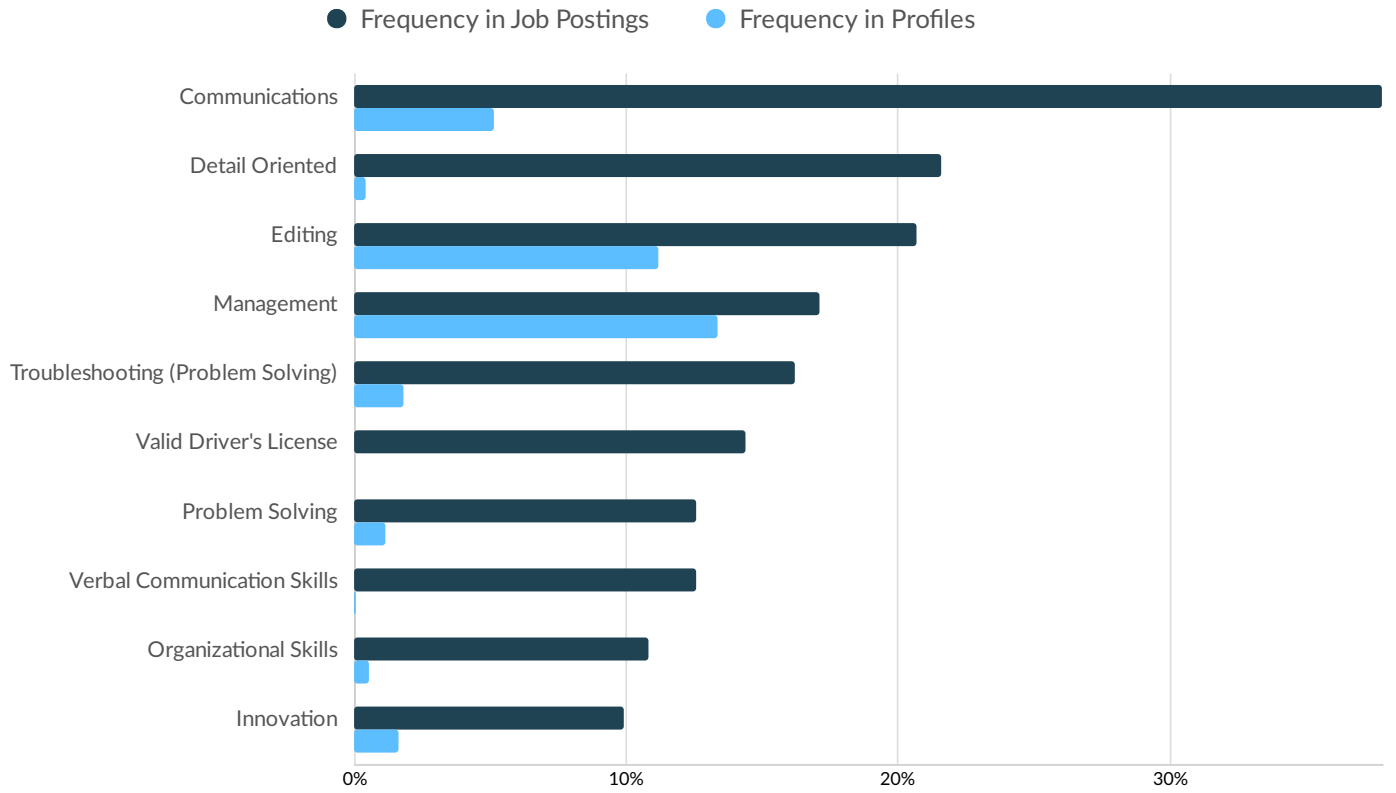
Top Job Titles	Unique Postings
Producers	21 
Videographers	18 
Audiovisual Technicians	16 
Digital Producers	16 
News Producers	16 

Top Hard Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Journalism	19	17%	205	3%
Broadcasting	10	9%	122	2%
Computer Networks	7	6%	9	0%
Electrical Wiring	7	6%	10	0%
Electronics	7	6%	11	0%
Microwaves	7	6%	4	0%
Electrical Systems	6	5%	0	0%
Low Voltage	6	5%	0	0%
Power Tool Operation	6	5%	4	0%
AP Stylebook	5	5%	28	0%

Top Common Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	42	38%	343	5%
Detail Oriented	24	22%	27	0%
Editing	23	21%	746	11%
Management	19	17%	893	13%
Troubleshooting (Problem Solving)	18	16%	121	2%
Valid Driver's License	16	14%	0	0%
Problem Solving	14	13%	75	1%
Verbal Communication Skills	14	13%	5	0%
Organizational Skills	12	11%	35	1%
Innovation	11	10%	110	2%

Graduate Pipeline



39 Programs

54 programs can train for this job, while only 39 programs have produced completers in this region.



1,772 Completions (2019)

The completions from all regional institutions for all degree types.



1,050 Openings (2019)

The average number of openings for an occupation in the region is 127.

Top Programs	Completions (2019)
Music Management	493
Recording Arts Technology/Tech...	213
Music, Other	147
Cinematography and Film/Video...	132
Speech Communication and Rhe...	113

Top Schools	Completions (2019)
Belmont University	714
Middle Tennessee State Univers...	423
SAE Institute of Technology-Nas...	127
Vanderbilt University	105
Tennessee State University	84

Appendix A (Occupations)

Code	Description	Code	Description
13-1011	Agents and Business Managers of Artists, Performers, and Athletes	27-4011	Audio and Video Technicians
27-1019	Artists and Related Workers, All Other	27-4012	Broadcast Technicians
27-2012	Producers and Directors	27-4014	Sound Engineering Technicians
27-2041	Music Directors and Composers	27-4032	Film and Video Editors
27-2042	Musicians and Singers	27-4098	Lighting Technicians and Media and Communication Equipment Workers, All Other
27-2099	Miscellaneous Entertainers and Performers, Sports and Related Workers	49-9063	Musical Instrument Repairers and Tuners
27-3011	Broadcast Announcers and Radio Disc Jockeys		