

**Photography**

**October 2017**

**Prepared by the Los Angeles/Orange County Center of Excellence for Labor Market Research**

**Program Recommendation**

This report was compiled by the Los Angeles/Orange County Center of Excellence to provide regional labor market data for the program recommendation of applied photography. This report is to 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.

Based on the data, the COE has determined there is an unmet need for Applied Photography in Los Angeles County. Reasons include:

* Photography occupations are forecasted to increase by 9% over the next five years, resulting in over 900 annual openings
* On average, 117 awards (associate degrees and certificates) are conferred each year
* Approximately one third of the workforce has completed some postsecondary work, signaling that these jobs are attainable for community college students

**Occupation Codes and Descriptions**

Currently, there is one occupation in the standard occupational classification (SOC) system related to photography. The occupation title and description, as well as reported job titles are included in Exhibit 1.

**Exhibit 1 – Occupations, descriptions and sample job titles**

|  |  |  |  |
| --- | --- | --- | --- |
| **SOC Code** | **Title** | **Description** | **Sample of Reported Job Titles** |
| 27-4021 | Photographers | Photograph people, landscapes, merchandise, or other subjects, using digital or film cameras and equipment. May develop negatives or use computer software to produce finished images and prints. Includes scientific photographers, aerial photographers, and photojournalists. | Advertising Photographer, Commercial Photographer, Newspaper Photographer, Owner/Photographer, Photo Editor, Photographer, Photojournalist, Portrait Photographer, Sports Photographer, Studio Owner |

Source: O\*NET Online

**Current and Future Employment**

In Los Angeles County, the number of photographers is expected to increase by 9% over the next five years. More than 900 job opportunities will be available annually for this occupation through 2021 due to new job growth and replacement need (e.g., retirements). Exhibit 2 contains detailed employment projections data for these occupations.

**Exhibit 2 – Five-year projections for photographers in Los Angeles County**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **SOC** | **Occupation** | **2016 Jobs** | **2021 Jobs** | **2016 - 2021 Change** | **2016 - 2021 % Change** | | **Annual Openings** |
| 27-4021 | Photographers | 8,730 | 9,477 | 747 | | 9% | 921 |

Source: Economic Modeling Specialists International (EMSI)

**Earnings**

In Los Angeles County, the entry-level average wage for photographers is $12.51 per hour, which is below the MIT Living Wage[[1]](#footnote-1) estimate of $13.08 per hour for a single adult. The average annual earnings for this occupation in the region is $41,674 per year, assuming full-time employment.

Exhibit 3 contains hourly wages and annual average earnings for this occupation. Entry-level hourly earnings is represented by the 10th percentile of wages, median hourly earnings is represented by the 50th percentile of wages, and experienced hourly earnings is represented by the 90th percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for photographers in Los Angeles County, 2016-2021**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SOC** | **Occupation** | **Entry-Level Hourly Earnings** | **Median Hourly Earnings** | **Experienced Hourly Earnings** | **Average Annual Earnings** | |
| 27-4021 | Photographers | $12.51 | $16.74 | $34.78 | | $41,674 |

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 photography. Employer job postings are consulted to understand who is employing photographers, and what they are looking for in potential candidates. To identify job postings related to photography, keywords/search terms such as *photographers (27-4021)* and *photo editors* were used, and keywords/search terms such as *retail* or *graphic design* were excluded.

*Top Occupations*

In 2016, there were 574 employer job postings related to photography. Approximately two thirds of the job postings (68%) were for photographers (389 job postings). There were 1,071 job postings for the same occupations in 2015, and 577 job postings in 2014.

**Exhibit 4 – Top occupations in job postings (n=574)**

|  |  |  |
| --- | --- | --- |
| **SOC Code** | **Occupation** | **Job Postings,**  **Full Year 2016** |
| 27-4021 | Photographers | 389 |
| 27-4031 | Camera Operators, Television, Video, and Motion Picture | 98 |
| 27-3041 | Editors | 44 |

Source: Labor Insight/Jobs (Burning Glass)

*Top Titles*

The top job titles for employers posting ads for photographers are listed in Exhibit 5. Photographer is mentioned as the job title in 48% of all relevant job postings (276 out of 574 job postings).

**Exhibit 5 –Job titles (n=574)**

|  |  |
| --- | --- |
| **Title** | **Job Postings,**  **Full Year 2016** |
| Photographer | 276 |
| Videographer | 104 |
| Photo Editor | 18 |
| Real Estate Photographer | 15 |
| Photojournalist | 9 |

Source: Labor Insight/Jobs (Burning Glass)

*Top Employers*

Exhibit 6 lists the major employers hiring professionals in the field of photography. Top employers postings job ads included Lifetouch, Mom365, and NBC. The top worksite cities in the region for these workers were Los Angeles, Santa Monica, Long Beach, Beverly Hills, and Pasadena.

**Exhibit 6 – Top employers (n=175)**

|  |  |
| --- | --- |
| **Employer** | **Job Postings,**  **Full Year 2016** |
| Lifetouch | 12 |
| Mom365, Inc | 7 |
| NBC | 6 |
| The Noerr Programs | 6 |
| CBS Broadcasting | 5 |

Source: Labor Insight/Jobs (Burning Glass)

*Specialized Skills*

Photography is the skill most desired by employers (200 out of 259 job postings). Other job-specific skills desired by employers include photo editing, videography, and skills using Adobe software.

**Exhibit 7 –Job skills (n=259)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Skills** | **Job Postings, Full Year 2016** | **Skills** | **Job Postings,**  **Full Year 2016** |
| Photography | 200 | Adobe InDesign | 43 |
| Adobe Photoshop | 103 | Adobe Illustrator | 38 |
| Photo Editing | 72 | Adobe Acrobat | 36 |
| Videography | 50 | Adobe Creative Suite | 34 |

Source: Labor Insight/Jobs (Burning Glass)

*Advertised Education Levels*

Exhibit 8 displays the education level requested by employers in online job ads. The majority of employers were looking for a candidate with high school or vocational training. Approximately 83% of job postings did not specify a level of education.

**Exhibit 8 – 2016 Online job ads with minimum advertised education requirements for photographers (n=99)**

Source: Labor Insight/Jobs (Burning Glass)

**Industry Concentration**

Photography jobs in Los Angeles County are most often found in the all other professional, scientific, and technical services industry (38% of total jobs in the industry). Exhibit 9 shows the industries that are the largest employers of photographers in Los Angeles County.

**Exhibit 9 – Industries with the largest number of photographers, 2016**

|  |  |  |  |
| --- | --- | --- | --- |
| **NAICS (6-Digit)** | **Industry** | **Occupation Group Jobs in Industry** | **% of Occupation Group in Industry** |
| 541990 | All Other Professional, Scientific, and Technical Services | 3,321 | 38% |
| 711510 | Independent Artists, Writers, and Performers | 1,096 | 13% |
| 541921 | Photography Studios, Portrait | 1,085 | 12% |
| 512110 | Motion Picture and Video Production | 905 | 10% |
| 541922 | Commercial Photography | 495 | 6% |

**Education and Training**

Exhibit 10 shows the typical entry-level education requirement for the occupation of interest, along with the typical on-the-job training, and percentage of workers in the field who hold a community college award or have completed some postsecondary courses. About 33% of the workforce for this occupation has completed some community college education as their highest level of education.

**Exhibit 10 – Education and training requirements, 2015-2020**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SOC** | **Occupation** | **Typical entry-level education** | **Typical on-the-job training** | **% of Community College Award Holders or Some Postsecondary Coursework** |
| 27-4021 | Photographers | High school diploma or equivalent | Long-term on-the-job training | 33% |

Source: Economic Modeling Specialists International, Bureau of Labor Statistics Employment Projections (Educational Attainment)

Currently, there are 14 community colleges in Los Angeles County that train students in applied photography. Exhibit 11 displays the headcount and annual average community college awards for each of the colleges training in this field. Headcount is the actual number of students enrolled, regardless of credit hours. It is also important to note that an award is not equivalent to a single person in search of a job opening, since a student may earn more than one award (e.g. an associate degree and a certificate).

Between 2012-2015, the total annual average community college awards conferred was 117 (31 associate degrees and 86 certificates) across one program: Applied Photography (1012.00)

**Exhibit 11 – CCC Student Awards (by TOP and College)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **2012 – 2015 Annual Average** | | | | |
| **TOP Code** | **Program** | **College** | **CCC Headcount** | **CCC Associate Degrees** | **CCC Certificates** | **Total Average CC Awards** |
| 1012.00 | Applied Photography | Cerritos | 105 | N/A | N/A | N/A |
| Citrus | 231 | N/A | N/A | N/A |
| East LA | 724 | 3 | 16 | 19 |
| El Camino | 444 | 4 | 1 | 5 |
| Glendale | 430 | N/A | N/A | N/A |
| LA City | 578 | 2 | 32 | 34 |
| LA Harbor | 114 | N/A | N/A | N/A |
| LA Mission | 55 | N/A | N/A | N/A |
| LA Pierce | 367 | N/A | N/A | N/A |
| LA Valley | 175 | N/A | N/A | N/A |
| Long Beach | 337 | 3 | 4 | 7 |
| Mt San Antonio | 597 | 8 | 21 | 29 |
| Pasadena | 660 | N/A | 1 | 1 |
| Santa Monica | 1,940 | 11 | 11 | 22 |
|  |  |  | **6,757** | **31** | **86** | **117** |

Source: California Community Colleges Chancellor’s Office MIS Data Mart

**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 the Applied Photography Program (TOP code 1012.00) in Los Angeles County for the 2014-15 academic year.

* The median annual wage after program completion is $15,013
* 33% of students are earning a living wage
* 54% of students are employed within six months after completing a program

Source: CTE LaunchBoard

**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 represents the labor market demand for positions most closely related to photography. Standard occupational classification (SOC) codes were chosen based on the national education level required for employment (associate degree and postsecondary certificate) as well as the proportion of current workers who hold a community college award or have had some community college training. This selection process narrows the labor market analysis to the most relevant employment opportunities for students with community college education and/or training.

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 should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information 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.

1. MIT Living Wage Calculator. http://livingwage.mit.edu/ [↑](#footnote-ref-1)