

# Photography

*Inland Empire/Desert Region (Riverside-San Bernardino-Ontario Metropolitan Statistical Area) and Los Angeles/Orange County Region (Los Angeles-Long Beach-Anaheim Metropolitan Statistical Area)*

## Summary

- The occupation of photographers is projected to have **717 job openings** over the next five years (2017-2022) in the Inland Empire/Desert Region.
- The entry-level wage for photographers is **above the MIT Living Wage estimate of \$12.30 per hour** for a single adult living in the Inland Empire/Desert Region.
- There appears to be an opportunity for program growth based on the average annual number of program completions for the selected community college programs (**41 average annual community college credentials**), and the annual openings for photographers in the region (**143 annual job openings**).

## Introduction

The occupation detailed in this report is listed below along with its corresponding definition/description, sample job titles, education and training requirements, as well as the community college educational attainment of current workers within this occupation:

### **Photographers (27-4021)**

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.

**Sample job titles:** Advertising Photographer, Commercial Photographer, Newspaper Photographer, Owner/Photographer, Photo Editor, Photographer, Photojournalist, Portrait Photographer, Sports Photographer, Studio Owner

*Entry-Level Educational Requirement: High school diploma or equivalent*

*Training Requirement: More than 12 months on-the-job-training*

*Percentage of incumbent workers with a Community College Credential or Some Postsecondary Coursework: 35%*

Labor market demand data for Los Angeles and Orange counties are included this report in addition to the Inland Empire/Desert Region. There are approximately seven times more job opportunities for the photographers in Los Angeles and Orange counties than in the local Inland Empire/Desert Region.

## Job Opportunities

In 2017, there were 12,365 photography jobs in the Inland Empire/Desert Region and Los Angeles/Orange County Region combined. This occupational group is projecting to increase employment by 7% over the next five years. Employers in the region will need to hire 6,114 workers over the projection period to backfill jobs that workers are permanently vacating (includes retirements). Exhibit 1 displays the projected growth for photographers for the Inland Empire/Desert Region, Los Angeles and Orange counties, as well as both geographies combined.

*Exhibit 1: Five-year projections for photographers in the Inland Empire/Desert Region and Los Angeles and Orange counties*

Region	2017 Jobs	5-Yr Change	5-Yr % Change (New Jobs)	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
Inland Empire/Desert	1,460	58	4%	717	143	19%
Los Angeles and Orange counties	10,905	754	7%	5,397	1,079	10%
<b>Total</b>	<b>12,365</b>	<b>811</b>	<b>7%</b>	<b>6,114</b>	<b>1,223</b>	<b>19%</b>

Source: EMSI 2018.3

## Earnings

The entry-level wage for photographers is above the MIT Living Wage estimate of \$12.30 per hour for a single adult living in the Inland Empire/Desert Region (\$13.96 for Los Angeles and Orange counties). These wages are also sufficient for two working adults and one child (\$14.50 per hour, per adult or \$30,160 annually for each adult). Exhibit 2 displays wage information for this occupation in the Inland Empire/Desert Region and Los Angeles/Orange County Region.

*Exhibit 2: Earnings for photographers in the Inland Empire/Desert Region and Los Angeles County*

Occupation	Entry to Experienced Hourly Earnings Range*	Median Wage*	Average Annual Earnings
Inland Empire/Desert	\$14.66 to \$18.70	\$16.76	\$35,900
Los Angeles and Orange counties	\$15.42 to \$2038	\$17.26	\$41,000

Source: EMSI 2018.3

\*Entry Hourly is 25th percentile wage, the median is 50th percentile wage, experienced is 75th percentile wage.

## Job Postings, Employers, Skills, and Education

Exhibit 3 shows the number of job ads posted during the last 12 months along with the regional and national average time to fill for both regions. On average, open positions for photographers take 52 days to fill in the Inland Empire/Desert Region and Los Angeles and Orange counties combined. This is 11 days longer than the national average as whole, indicating that open positions are somewhat harder to fill locally.

*Exhibit 3: Job ads for photographers in the Inland Empire/Desert Region and Los Angeles and Orange counties combined and time to fill, November 2017 – October 2018*

Occupation	Job Ads	Regional Average Time to Fill (Days)	National Average Time to Fill (Days)
Photographers	860	52	41

Source: Burning Glass – Labor Insights

Exhibit 4 displays the top employers posting job ads during the last 12 months.

*Exhibit 4: The top employers for photographers in the Inland Empire/Desert Region and Los Angeles and Orange counties combined during the last 12 months, November 2017 – October 2018*

Occupation	Top Employers
Photographers (n=733)	<ul style="list-style-type: none"> <li>Lifetouch, Inc.</li> <li>Mom365, Inc.</li> </ul>

Source: Burning Glass – Labor Insights

Exhibit 5 lists a sample of in-demand specialized and employability skills that employers are seeking when looking for workers to fill photographer positions.

*Exhibit 5: Sample of in-demand skills from employer job ads for photographers in the Inland Empire/Desert Region and Los Angeles and Orange counties combined, November 2017 – October 2018*

Occupation	Specialized skills	Employability skills
Photographers (n=649)	<ul style="list-style-type: none"> <li>Adobe Photoshop</li> <li>Sales</li> <li>Customer Service</li> </ul>	<ul style="list-style-type: none"> <li>Editing</li> <li>Creativity</li> <li>Communication Skills</li> </ul>

Source: Burning Glass – Labor Insights

Exhibit 6 displays the entry-level education typically required to enter this occupation according to the Bureau of Labor Statistics, educational attainment for incumbent workers with “some college, no degree” and an “associate degree” according to the U.S. Census, and the minimum advertised education requirement requested by employers in online job ads.

*Exhibit 6: Typical entry-level education requirement, educational attainment, and online job ads with minimum advertised education requirements for photographers in the Inland Empire/Desert Region, November 2017 – October 2018*

Occupation	Typical Entry-Level Education Requirement	Two-Year Postsecondary Level of Educational Attainment*	Minimum Advertised Education Requirement from Job Ads			
			Number of Job Postings (n=)	High school diploma or vocational training	Associate degree	Bachelor's degree or higher
Photographers	High school diploma or equivalent	35%	297	60%	7%	33%

Source: EMSI 2018.3, Burning Glass – Labor Insights

\*Percentage of incumbent workers with some postsecondary coursework, a postsecondary certification, or an associate degree.

## Student Completions

Exhibit 7 shows the annual average regional community college credentials (associate degrees and certificates) conferred during the three academic years between 2014 and 2017, with the relevant TOP code as well as the program title used at each college, sourced from the Chancellor’s Office Curriculum Inventory (COCI). Credentials granted from other educational institutions from 2013 to 2016 are displayed in Exhibit 8, along with the relevant CIP code. Please note, an award is not equivalent to a single person in search of a job opening since a student may earn more than one award, such as an associate degree in addition to a certificate. Community College student outcome information was obtained from the CTE LaunchBoard based on the selected TOP code(s) and region.

*Exhibit 7: Annual average community college student completions for applied photography programs in the Inland Empire/Desert Region*

<b>1012.00 – Applied Photography</b>	<b>Community College Headcount (2016-17)</b>	<b>Community College Annual Average Credentials (2014-17)</b>
<b>Barstow – Photography</b>	55	
<b>Chaffey – Photography, Still Photography</b>	557	
Associate Degree		6
Certificate 30 to < 60 semester units		6
<b>Moreno Valley</b>	25	
<b>Mt. San Jacinto</b>	244	
<b>Palo Verde</b>	12	
<b>Riverside – Applied Photography</b>	468	
Associate Degree		6
Certificate 18 to < 30 semester units		13
<b>Total community college headcount (2016-17)</b>	<b>1,359</b>	
<b>Total annual average community college credentials (2014-17)</b>		<b>31</b>

Source: LaunchBoard, IPEDS, COCI

**1012.00 – Applied Photography Strong Workforce outcomes in the Inland Empire/Desert Region in the academic year 2015-16 [unless noted otherwise]:**

- Number of course enrollments: 1,790 (California median: 315) [2016-17]
- Number of students who transferred to a 4-year institution: 82 (CA: 20)
- Employed in the second fiscal quarter after exit: 63% (CA: 62%)
- Median earnings in the second fiscal quarter after exit: \$4,641 (CA: \$5,970)
- Employed in the fourth fiscal quarter after exit: 59% (CA: 58%)
- Median annual earnings: \$16,297 (CA: \$19,801)
- The percentage in a job closely related to the field of study: 33% (CA: 67%) [2014-15]
- Median change in earnings: 27% (CA: 36%)
- The proportion of students who attained a living wage: 28% (CA: 44%)

*Exhibit 8: Annual average other educational institutions student completions for commercial photography programs in the Inland Empire/Desert Region*

50.0406 – Commercial Photography (CIP)	Other Educational Institutions Annual Average Certificates or Other Credit Credentials (2013-16)
<b>Argosy University – The Art Institute of California-Inland Empire</b>	
Associate Degree	10
<b>Total annual average other credentials (2013-16)</b>	<b>10</b>

Source: IPEDS

**Sources**

- O\*Net Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists International (EMSI)
- CTE LaunchBoard
- MIT Living Wage Calculator
- Chancellor’s Office Curriculum Inventory (COCI, version 2.0)
- The Integrated Postsecondary Education Data System (IPEDS)

Michael Goss, Director  
 Center of Excellence, Inland Empire/Desert Region  
[michael.goss@chaffey.edu](mailto:michael.goss@chaffey.edu)  
 November 2018