

Photography

Inland Empire/Desert Region (Riverside-San Bernardino-Ontario Metropolitan Statistical Area)

Summary

- Employment for photographers is expected to **increase by 9% between 2017 and 2022** in the Inland Empire/Desert Region. More than **700 job openings** will be available over the five-year timeframe.
- 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 local region (**144 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%

Job Opportunities

In 2017, there were more than 1,400 photographer jobs in the Inland Empire/Desert Region. This occupation is projecting to increase employment by 9% by 2022. Employers in the region will need to hire more than 700 workers over the next five years to fill new jobs and backfill jobs that workers are permanently vacating (includes retirements). Exhibit 1 displays the projected growth for photographers in the region.

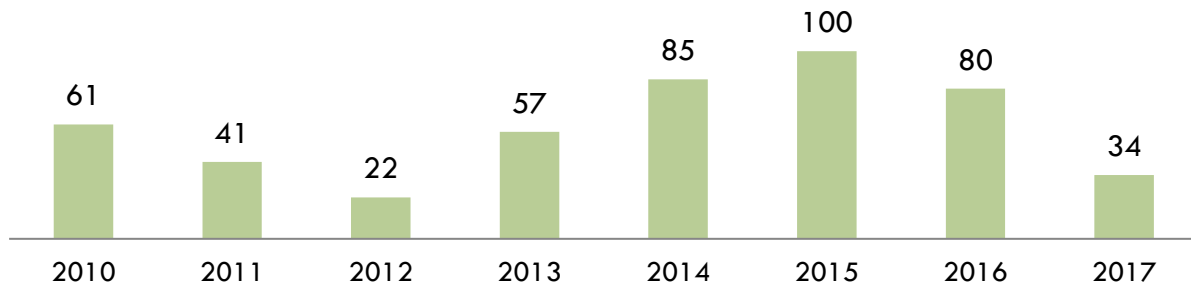
Exhibit 1: Five-year projections for photographers in the Inland Empire/Desert Region

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	1,411	131	9%	718	144	19%

Source: EMSI 2018.2

Over the last 12 months (July 2017 to June 2018), there were 56 advertisements (ads) for photographer jobs in the Inland Empire/Desert Region. From 2010 to 2017, there was an annual average of 60 job ads per year (Exhibit 2).

Exhibit 2: Number of online job postings for photographers in the Inland Empire/Desert Region, 2010 to 2017



Source: Burning Glass – Labor Insights

The average time to fill for photographers in the Inland Empire/Desert Region is two days shorter than the national average, indicating that it is slightly easier for local employers to find qualified candidates to fill their open positions in the region. Exhibit 3 shows the number of job ads posted during the last 12 months along with the regional and national average time to fill.

Exhibit 3: Job ads for photographers in the Inland Empire/Desert Region and time to fill, July 2017 – June 2018

Occupation	Job Ads	Regional Average Time to Fill (Days)	National Average Time to Fill (Days)
Photographers	56	38	40

Source: Burning Glass – Labor Insights

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. These wages are also sufficient for an adult living in a household with one other working adult and one child (\$14.50 per hour, per adult or \$30,160 annually for each adult). Exhibit 4 displays wage information for photographers in the Inland Empire/Desert Region.

Exhibit 4: Earnings for photographers in the Inland Empire/Desert Region

Occupation	Entry to Experienced Hourly Earnings Range*	Median Wage*	Avg. Annual Earnings
Photographers	\$14.91 to \$19.07	\$16.99	\$37,400

Source: EMSI 2018.2

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

Employers, Skills, and Education

Exhibit 5 displays the top employers posting job ads for photographers during the last 12 months.

Exhibit 5: The top employers posting job ads for photographers in the Inland Empire/Desert Region during the last 12 months, July 2017 – June 2018

Occupation	Top Employers
Photographers (n=49)	<ul style="list-style-type: none"> • Lifetouch Inc. • Mom365 • Cox Enterprises

Source: Burning Glass – Labor Insights

Exhibit 6 lists the in-demand skills that employers are seeking when looking to hire photographers.

Exhibit 6: Sample of in-demand skills from employer job ads for photographers in the Inland Empire/Desert Region, July 2017 – June 2018

Occupation	Specialized skills	Soft skills	Software and Programming skills
Photographers (n=34)	<ul style="list-style-type: none"> Sales Manual Dexterity Graphic Design Customer Service 	<ul style="list-style-type: none"> Communication Skills Creativity Editing Energetic 	<ul style="list-style-type: none"> Adobe Photoshop Microsoft Office Adobe InDesign

Source: Burning Glass – Labor Insights

Exhibit 7 displays the entry-level education typically required to become a photographer 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 7: Typical entry-level education requirement, educational attainment, and online job ads with minimum advertised education requirements for photographers in the Inland Empire/Desert Region, July 2017 – June 2018

Occupation	Typical Entry-Level Education Requirement	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%	34	71%	6%	23%

Source: EMSI 2018.2, Burning Glass – Labor Insights

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

Student Completions

Exhibits 8 and 9 show 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 11, 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 8: Annual average community college student completions for applied photography programs in the Inland Empire/Desert Region

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

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: 2,376) [2016-17]
- Number of students who transferred to a 4-year institution: 82 (CA: 120)
- Employed in the second fiscal quarter after exit: 63% (CA: 59%)
- Median earnings in the second fiscal quarter after exit: \$5,042 (CA: \$5,042)
- Employed in the fourth fiscal quarter after exit: 59% (CA: 57%)
- Median annual earnings: \$16,297 (CA: \$19,801)
- The percentage in a job closely related to the field of study: 33% (CA: 59%) [2014-15]
- Median change in earnings: 19% (CA: 32%)
- The proportion of students who attained a living wage: 28% (CA: 36%)



Exhibit 9: Annual average other educational institutions student completions for 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)
Argosy University – The Art Institute of California-Inland Empire	
Associate Degree	10
Total annual average other credentials (2013-16)	10

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)

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