

# Photographers

## Labor Market Analysis: San Diego County

---

May 2018

### Summary

The following list summarizes findings from the labor market analysis below for *Photographers*:

- Between 2017 and 2022, *Photographers* are projected to increase by 213 jobs or 10 percent.
- Employers in San Diego County will need to hire 218 workers annually to fill new jobs and backfill jobs due to attrition such as retirement or turnover.
- Between 2010 and 2017, there was an average of 128 online job postings per year for *Photographers* in San Diego County.
- *Photographers* earn median hourly earnings of \$16.73; this is more than the Self-Sufficiency Standard for a single adult in San Diego County, which is \$13.09 per hour.
- According to the California Community Colleges Chancellor's Office Management Information System (MIS) Data Mart, there are three Taxonomy of Programs (TOP) codes associated with this occupation: 050910: Advertising, 061400: Digital Media and 101200: Applied Photography.
- According to the TOP data, four colleges supply the region with awards for this occupation: Palomar College, MiraCosta College, San Diego City College and Southwestern College.
- Comparing labor demand (annual openings) with labor supply suggests that there is a supply gap for this occupation in San Diego County, with 218 annual openings and 91 awards. Comparatively, there are 2,477 annual openings in California and 690 completions.
- Between January 1, 2015 and December 31, 2017, the top five employers in San Diego County for this occupation were Mom365 Incorporated, Lifetouch, Tribune Company, NBC and KUSI.
- The typical on-the-job training for this profession is long-term on-the-job training. The typical entry-level education is a high school diploma or equivalent.

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)<sup>1</sup> system:

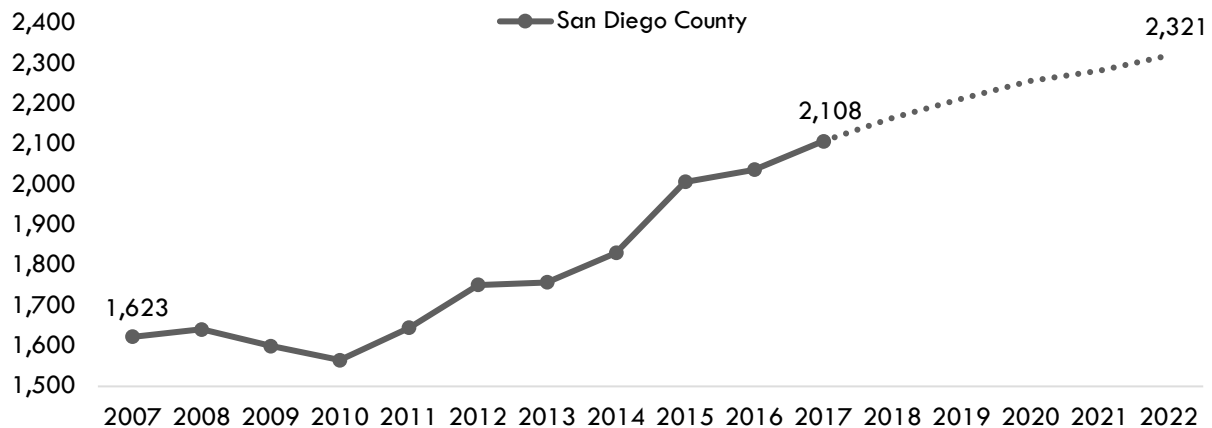
**Photographers (SOC 27-4021):** Photograph people, landscapes, merchandise, or other subjects, using digital or film cameras and equipment. May develop negatives or use computer software to produce finished images and prints. Includes scientific photographers, aerial photographers, and photojournalists. Sample reported job titles include:

- Photojournalist
- Portrait Photographer
- Advertising Photographer
- Sports Photographer
- Newspaper Photojournalist
- Commercial Photographer
- Studio Owner
- Photographer
- Photo Editor
- Owner/Photographer

## Projected Occupational Demand

Between 2017 and 2022, *Photographers* are projected to increase by 213 jobs or 10 percent (Exhibit 1). Employers in San Diego County will need to hire 218 workers annually to fill new jobs and backfill jobs due to attrition such as retirement or turnover.

**Exhibit 1: Number of Jobs for Photographers (2007-2022)<sup>2</sup>**



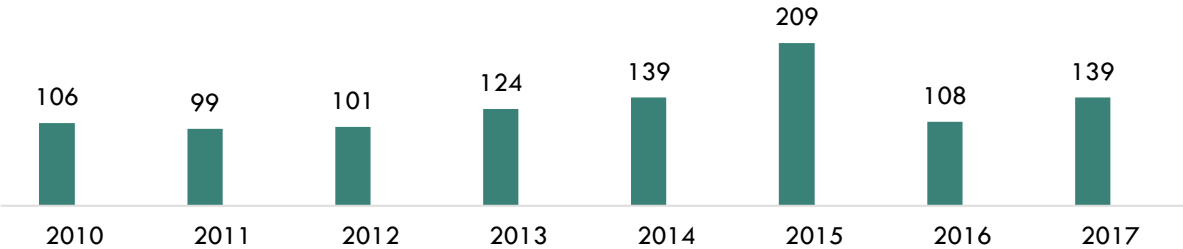
<sup>1</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

<sup>2</sup> Economic Modeling Specialists, Int'l. (EMSI). San Diego (6073). 2018.02 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2007-2022.

## Online Job Postings

Between 2010 and 2017, there was an average of 128 online job postings per year for Photographers in San Diego County (Exhibit 2).

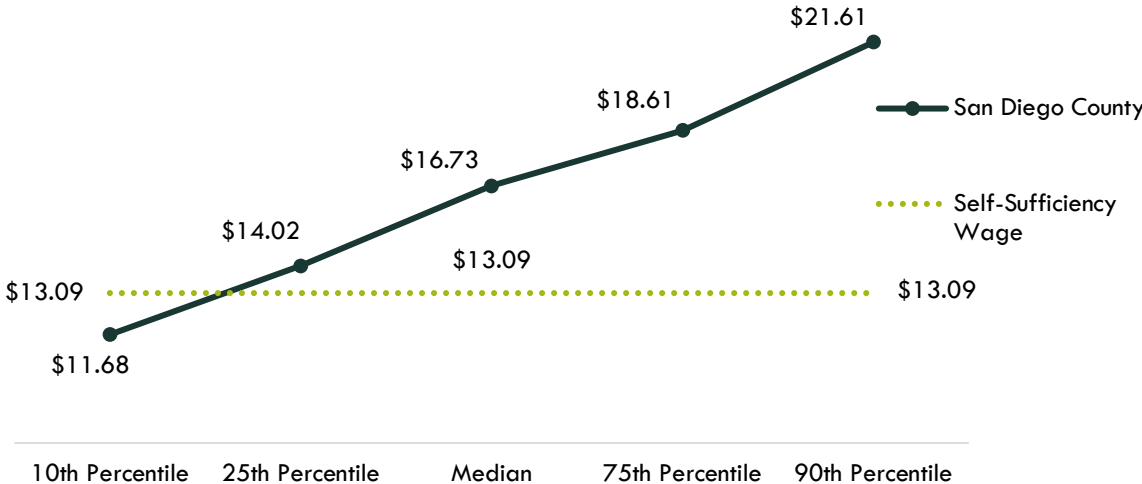
**Exhibit 2: Number of Online Job Postings for Photographers in San Diego County (2010-2017)<sup>3</sup>**



## Earnings

Photographers earn median hourly earnings of \$16.73; this is more than the Self-Sufficiency Standard for a single adult in San Diego County, which is \$13.09 per hour (Exhibit 3).<sup>4</sup>

**Exhibit 3: Hourly Earnings for Photographers in San Diego County<sup>5</sup>**



<sup>3</sup> Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2010-2017.  
<sup>4</sup> The self-sufficient wage in San Diego for one adult is \$13.09 (insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california).  
<sup>5</sup> EMSI. San Diego (6073). 2018.02 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2017-2022.

### Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of related program completers/graduates/awards in San Diego County. According to the California Community Colleges Chancellor’s Office Management Information System (MIS) Data Mart, there are **three** Taxonomy of Programs (TOP) codes associated with this occupation: 050910: Advertising, 061400: Digital Media and 101200: Applied Photography (Exhibit 4).

**Exhibit 4: Related TOP Codes in San Diego County**

<b>SOC 27-4021: Photographers</b>
TOP 050910: Advertising
TOP 061400: Digital Media
TOP 101200: Applied Photography

According to the TOP data, **four** colleges supply the region with awards for this occupation: **Palomar College, MiraCosta College, San Diego City College and Southwestern College** (Exhibit 5).

**Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions by Occupation (Program Year 2013-14 through PY2016-17 Average)**

TOP6	TOP6 Title	3-Yr Annual Average CC Awards (PY14-15 to PY16-17)	Other Educational Institutions 3-Yr Annual Average Awards (PY13-14 to PY15-16)	3-Yr Total Average Supply (PY13-14 to PY16-17)
050910	Advertising	<b>7</b>	<b>0</b>	<b>7</b>
	• Palomar	7	0	
061400	Digital Media	<b>37</b>	<b>0</b>	<b>37</b>
	• MiraCosta	15	0	
	• Palomar	14	0	
	• San Diego City	8	0	

TOP6	TOP6 Title	3-Yr Annual Average CC Awards (PY14-15 to PY16-17)	Other Educational Institutions 3-Yr Annual Average Awards (PY13-14 to PY15-16)	3-Yr Total Average Supply (PY13-14 to PY16-17)
101200	Applied Photography	47	0	47
	• MiraCosta	13	0	
	• Palomar	20	0	
	• San Diego City	7	0	
	• Southwestern	8	0	
			Total	91

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>6</sup> suggests that there is a **supply gap** for this occupation in San Diego County, with **218** annual openings and **91** awards. Comparatively, there are **2,477** annual openings in California and **690** completions<sup>7</sup> (Exhibit 6).

### Exhibit 6: Labor Demand (Annual Openings) Compared to Labor Supply (Average Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or <b>Oversupply</b>
San Diego	218	91	<b>127</b>
California	2,477	690	<b>1,787</b>

**Please note:** This is a basic analysis of supply and demand of labor for these occupations. This data should be used to discuss the potential gaps or oversupply of workers for these occupations; however, it should not be the only basis for determining whether or not a program should be developed. Additionally, the data does not include workers who are currently in the labor force who could fill these positions or workers who are not captured by publicly available data.

<sup>6</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

<sup>7</sup> EMSI. San Diego (6073). 2018.02 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2017-2022.

## Student Outcomes

Based on the information available in the CTE LaunchBoard, students who took courses in the related TOP codes exhibited the following outcomes (Exhibit 7).

**Exhibit 7: Strong Workforce Program Metrics for  
TOP 101200: Applied Photography in the San Diego-Imperial Region (PY2015-16)**

Metric	San Diego-Imperial	California
Number of course enrollments <sup>8</sup>	1,631	24,930
Completed 12+ CTE Units in One Year <sup>9</sup>	124	2,248
Completed 48+ CTE Contact Hours in One Year <sup>10</sup>	N/A	267
Number of students who got a degree or certificate <sup>11</sup>	31	282
Number of students who transferred <sup>12</sup>	47	1,106
Employed in the second fiscal quarter after exit <sup>13</sup>	57%	60%
Employed in the fourth fiscal quarter after exit <sup>14</sup>	53%	58%
Job closely related to field of study <sup>15</sup>	N/A	N/A
Median earnings in the second fiscal quarter after exit <sup>16</sup>	\$4,785	\$5,490
Median change in earnings <sup>17</sup>	0%	36%
Attained a living wage <sup>18</sup>	36%	38%

<sup>8</sup> The number of enrollments in courses assigned to the TOP code in the selected year.

<sup>9</sup> The number of students who completed 12 or more credit CTE units.

<sup>10</sup> The number of students who completed 48 or more noncredit CTE instructional contact hours.

<sup>11</sup> The number of unduplicated students who earned a locally-issued certificate, Chancellor's Office approved certificate, associate degree, and/or California Community Colleges bachelor's degree in the selected TOP code.

<sup>12</sup> Students who took non-introductory courses or completed a California Community Colleges Chancellor's Office award in the selected TOP code in selected year who subsequently enrolled for the first time in a four-year institution the following year.

<sup>13</sup> Among all exiters with a valid SSN, the percentage who were employed two quarters after exiting California Community Colleges.

<sup>14</sup> Among exiting students with a valid SSN, the percentage who were employed four quarters after exiting California Community Colleges.

<sup>15</sup> Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

<sup>16</sup> Among exiting students, the median second-quarter earnings one year after the year in which they exited California Community Colleges.

<sup>17</sup> Among exiting students with a valid SSN, the percentage change in earnings one year before and one year after exiting California Community Colleges.

<sup>18</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

## Top Employers and Work Locations

Between January 1, 2015 and December 31, 2017, the top five employers in San Diego County for this occupation were [Mom365 Incorporated](#), [Lifetouch](#), [Tribune Company](#), [NBC](#) and [KUSI](#) (Exhibit 8).

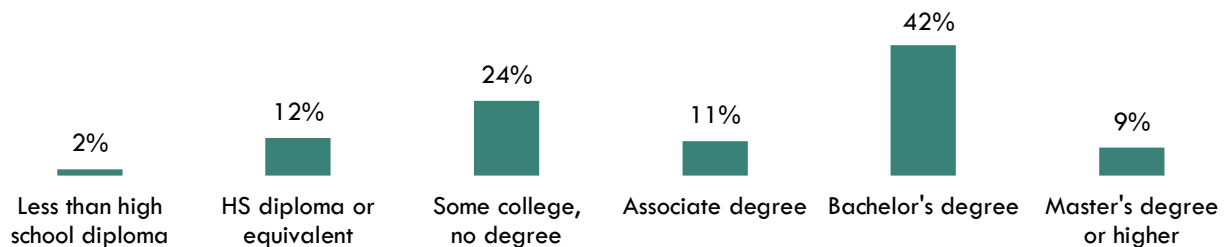
### Exhibit 8: Top Employers in San Diego County for Photographers

Top Employers	
• Mom365, Inc	• Magic Memories Llc
• Lifetouch	• San Diego Community College District
• Tribune Company	• Teddy Bear Portraits
• NBC	• Bella Baby Photography
• Kusi	• Hornblower Cruises Events
• Kfmb Stations	• Iconic Group
• Photogenic Incorporated	• Scripps Health

## Skills, Education and Certifications

Exhibit 9 indicates the educational attainment for the occupation found currently in the national labor force. The typical on-the-job training for this profession is [long-term on-the-job training](#). The typical entry-level education is a [high school diploma or equivalent](#).<sup>19</sup>

**Exhibit 9: National Educational Attainment of Photographers** <sup>20</sup>



<sup>19</sup> EMSI. San Diego (6073). 2018.02 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2017-2022.

<sup>20</sup> Bureau of Labor Statistics, Educational attainment for workers 25 years and older by detailed occupation. [bls.gov/emp/ep\\_table\\_111.htm](https://bls.gov/emp/ep_table_111.htm).

Exhibit 10 lists the top specialized and soft skills that appeared in online job postings for between January 1, 2015 and December 31, 2017.

**Exhibit 10: Top Skills for Photographers in San Diego County<sup>21</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Photography</li> <li>• Sales</li> <li>• Customer Service</li> <li>• Journalism</li> <li>• Teamwork / Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Editing</li> <li>• Creativity</li> <li>• Computer Literacy</li> <li>• Detail-Oriented</li> <li>• Communication Skills</li> </ul>	<ul style="list-style-type: none"> <li>• Adobe Photoshop</li> <li>• Final Cut Pro</li> <li>• Adobe InDesign</li> <li>• Adobe Acrobat</li> <li>• Adobe Creative Suite</li> </ul>

Tina Ngo Bartel, Director  
 John Edwards, Research Analyst  
 Center of Excellence, San Diego-Imperial Region  
[tngobartel@miracosta.edu](mailto:tngobartel@miracosta.edu)  
[jedwards@miracosta.edu](mailto:jedwards@miracosta.edu)



<sup>21</sup> Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2015-2017.