



Photographers in Kern County, CA

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What is Lightcast Data?

Lightcast 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.

Lightcast 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*.



Report Parameters

1 Occupation

27-4021 Photographers

1 County

6029 Kern County, CA

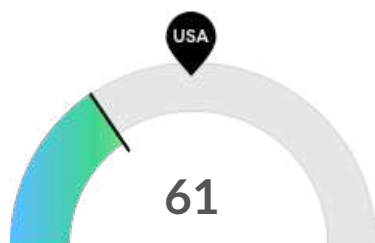
Class of Worker

QCEW Employees and Non-QCEW Employees

The information in this report pertains to the chosen occupation and geographical area.

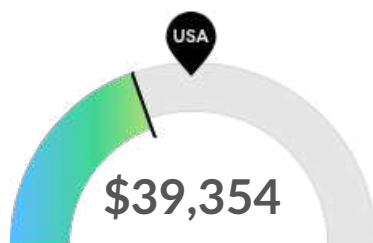
Executive Summary

Aggressive Job Posting Demand Over a Thin Supply of Regional Jobs



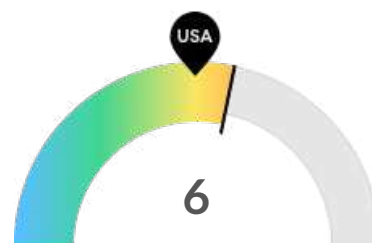
Jobs (2023)

Kern County, CA is not a hotspot for this kind of job. The national average for an area this size is 114* employees, while there are 61 here.



Compensation

Earnings are low in Kern County, CA. The national median salary for Photographers is \$40,768, compared to \$39,354 here.



Job Posting Demand

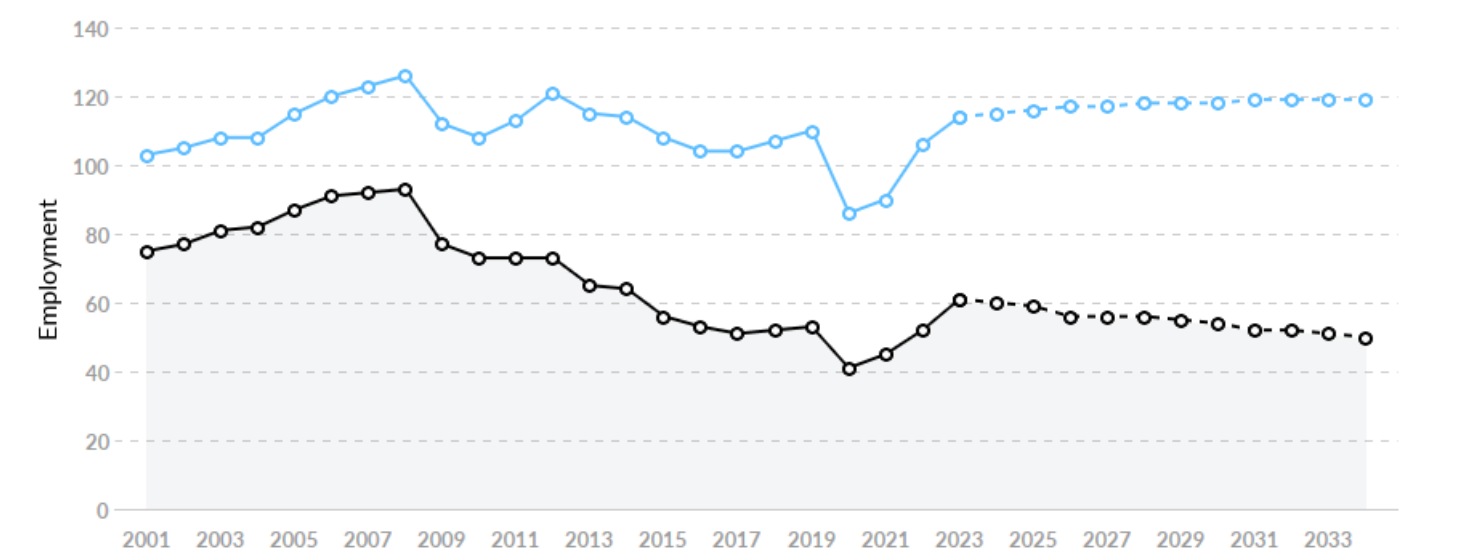
Job posting activity is high in Kern County, CA. The national average for an area this size is 5* job postings/mo, while there are 6 here.

*National average values are derived by taking the national value for Photographers and scaling it down to account for the difference in overall workforce size between the nation and Kern County, CA. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is Lower Than the National Average

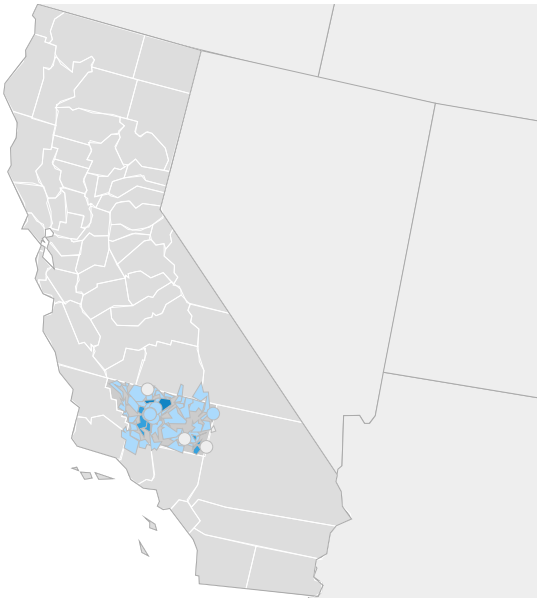
An average area of this size typically has 114* jobs, while there are 61 here. This lower than average supply of jobs may make it more difficult for workers in this field to find employment in your area.



Region	2023 Jobs	2028 Jobs	Change	% Change
● Kern County, CA	61	56	-5	-8.3%
● National Average	114	118	3	2.9%

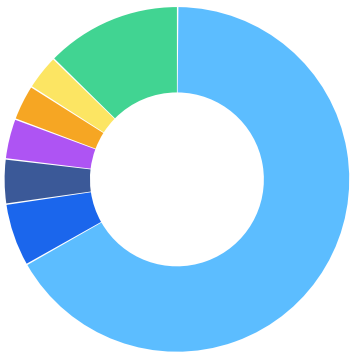
*National average values are derived by taking the national value for Photographers and scaling it down to account for the difference in overall workforce size between the nation and Kern County, CA. In other words, the values represent the national average adjusted for region size.

Regional Breakdown



ZIP	2023 Jobs
Ridgecrest, CA 93555 (in Kern county)	12
Bakersfield, CA 93304 (in Kern county)	<10
Bakersfield, CA 93301 (in Kern county)	<10
Bakersfield, CA 93309 (in Kern county)	<10
Bakersfield, CA 93308 (in Kern county)	<10

Most Jobs are Found in the Other Professional, Scientific, and Technical Services Industry Sector

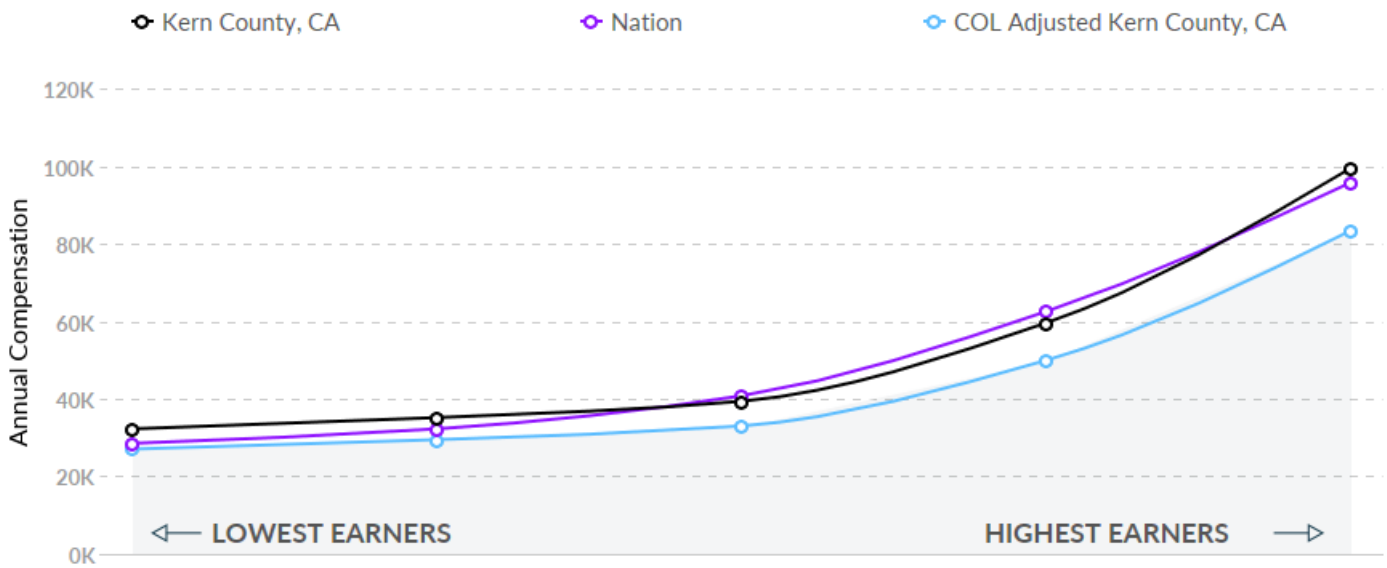


Industry	% of Occupation in Industry (2023)
Other Professional, Scientific, and Technical Services	66.7%
Radio and Television Broadcasting Stations	5.9%
Automobile Dealers	4.2%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	3.8%
Federal Government, Military	3.3%
Warehouse Clubs, Supercenters, and Other General Merchandise Retailers	3.3%
Other	12.8%

Compensation

Regional Compensation Is 3% Lower Than National Compensation

For Photographers, the 2023 median wage in Kern County, CA is \$39,354, while the national median wage is \$40,768.



Job Posting Activity



115 Unique Job Postings

The number of unique postings for this job from Jan 2023 to Aug 2024.



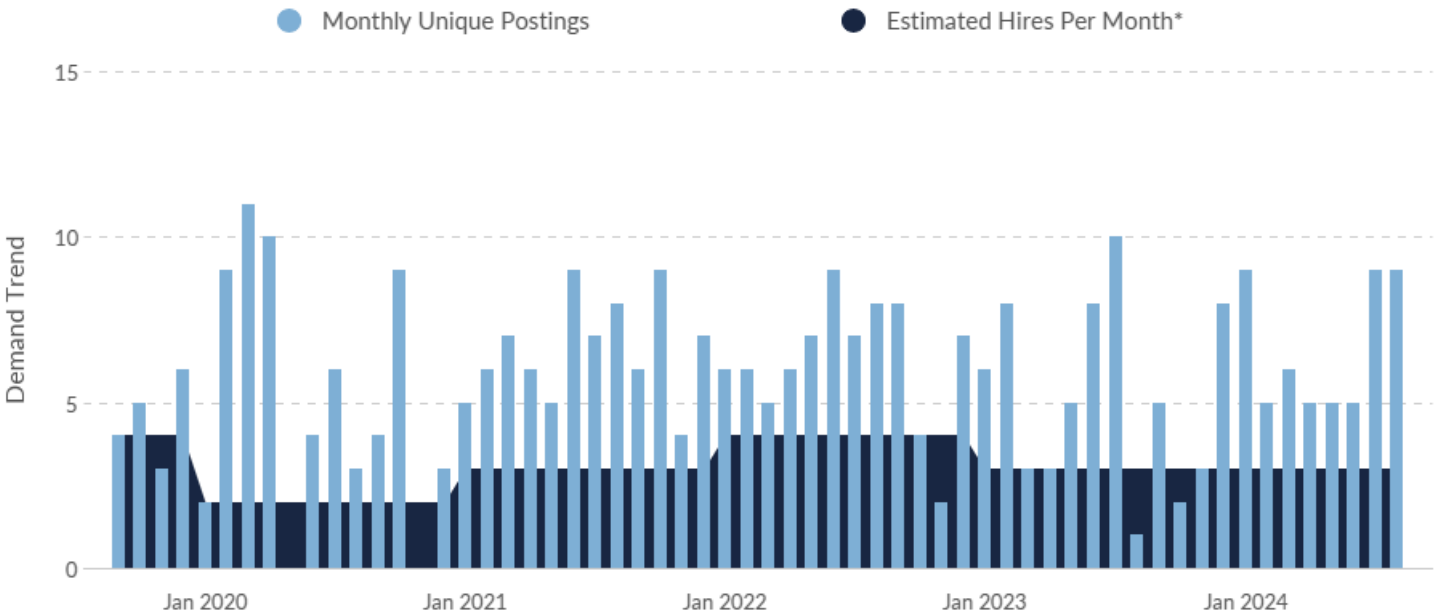
34 Employers Competing

All employers in the region who posted for this job from Jan 2023 to Aug 2024.



29 Day Median Duration

Posting duration is 2 days longer than what's typical in the region.



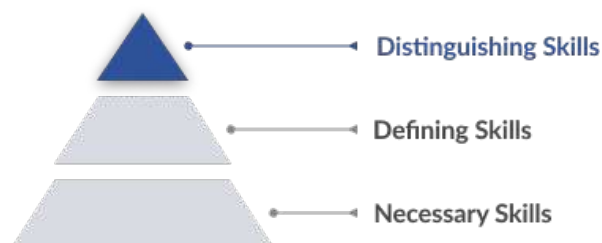
Occupation	Avg Monthly Postings (Jan 2023 - Aug 2024)	Avg Monthly Hires (Jan 2023 - Aug 2024)
Photographers	6	3

*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. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings	Top Job Titles	Unique Postings
Portrait Holdings	7	Photographers	32
Shutterfly	7	Newborn Photographers	13
Sinclair Broadcast Group	7	Real Estate Photographers	9
Balfour	5	Graduation Photographers	7
Gradimages	5	News Photographers	7
Pro Motion Pix	5	Sports Photographers	5
Hall Photography	4	Event Photographers	4
Woodward West	4	School Photographers	4
Crawl With US	3	Automotive Photographers	2
Fotofetch	3	Creative Specialists	2

Top Distinguishing Skills by Demand

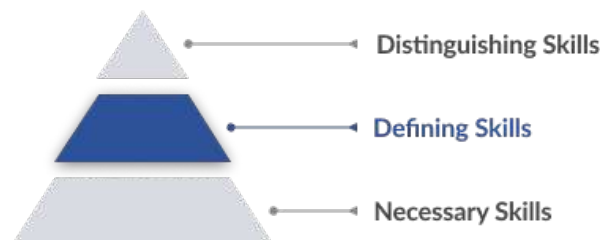
An occupation's Distinguishing Skills are the advanced skills that are called for occasionally. An employee with these skills is likely more specialized and able to differentiate themselves from others in the same role.



Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Adobe Photoshop Lightroom	✗	6	+9.9%	Growing
Drone Pilot Certificate	✗	4	+6.8%	Stable
Photo Editing	✗	3	+7.5%	Stable
Wedding Photography	✗	0	+9.7%	Growing

Top Defining Skills by Demand

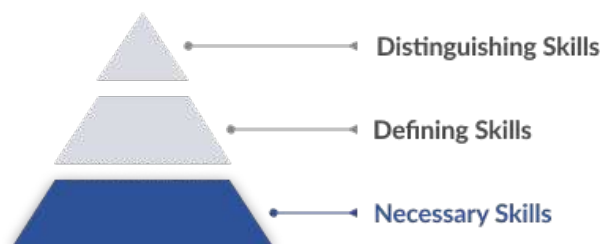
An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.



Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Photography	×	61	+21.1%	Rapidly Growing
Valid Driver's License	×	22	+7.5%	Stable
Videography	×	10	+8.3%	Stable

Top Necessary Skills by Demand

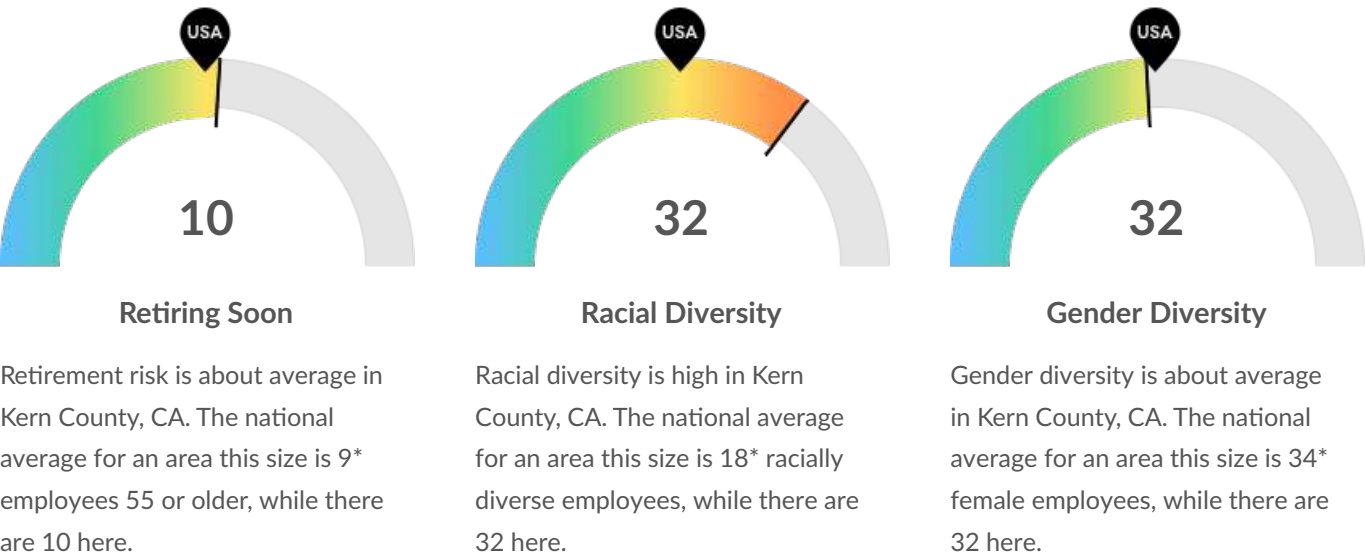
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



Skill	Salary Boosting	Job Postings Requesting	Projected Growth	Growth Relative to Market
Marketing	×	12	+23.0%	Rapidly Growing
Adobe Photoshop	×	6	+9.6%	Growing

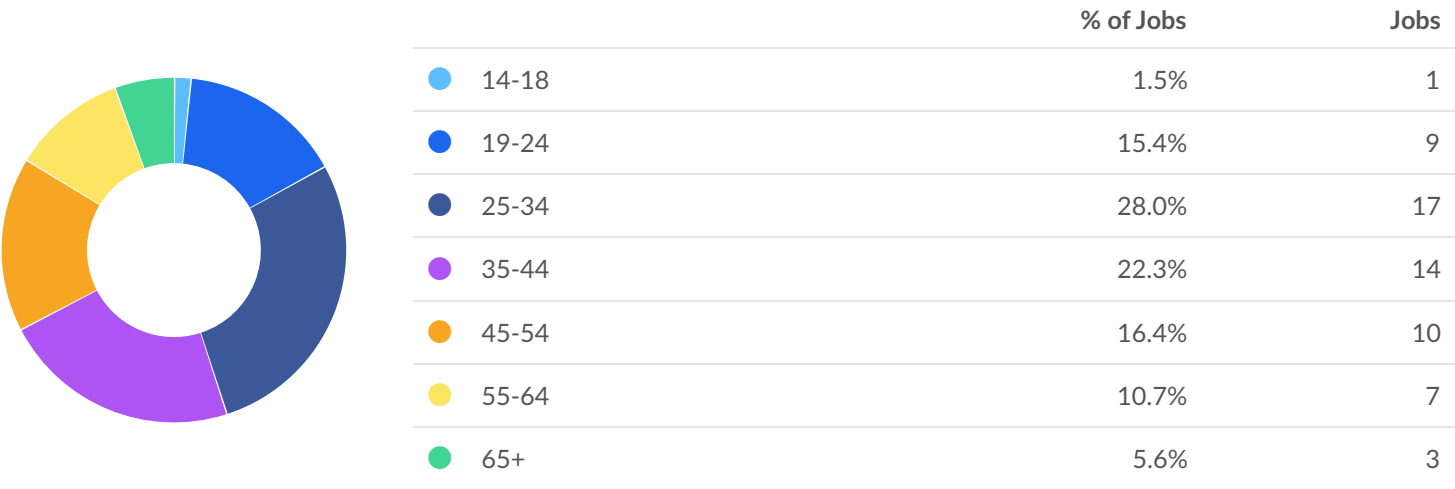
Demographics

Retirement Risk Is About Average, While Overall Diversity Is High

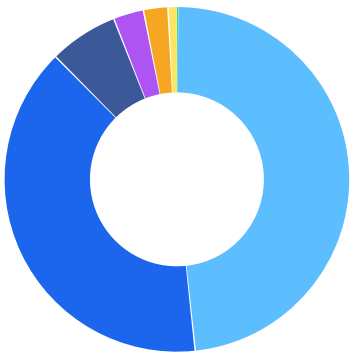


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Occupation Age Breakdown

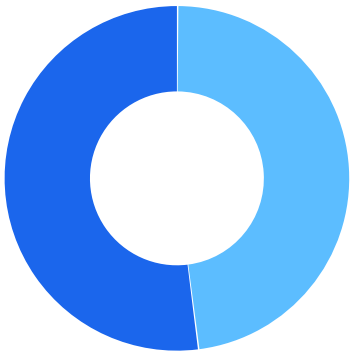


Occupation Race/Ethnicity Breakdown



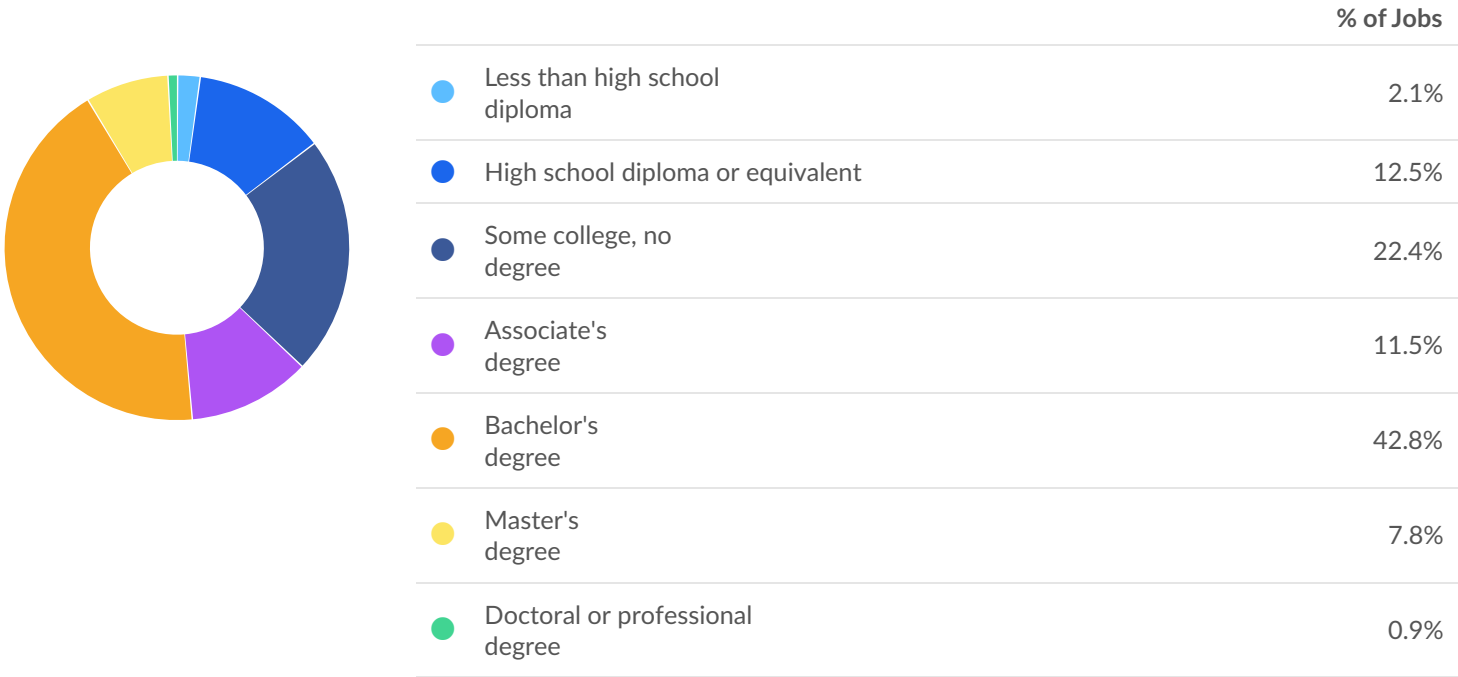
	% of Jobs	Jobs
White	48.2%	30
Hispanic or Latino	39.3%	24
Asian	6.5%	4
Black or African American	2.8%	2
Two or More Races	2.3%	1
American Indian or Alaska Native	0.9%	1
Native Hawaiian or Other Pacific Islander	0.0%	0

Occupation Gender Breakdown



	% of Jobs	Jobs
Males	47.9%	29
Females	52.1%	32

National Educational Attainment



Occupational Programs



4 Programs

Of the programs that can train for this job, 4 have produced completions in the last 5 years.



134 Completions (2023)

The completions from all regional institutions for all degree types.



5 Openings (2023)

The average number of openings for an occupation in the region is 65.

CIP Code	Top Programs	Completions (2023)
50.0701	Art/Art Studies, General	96
50.0101	Visual and Performing Arts, General	15
09.0401	Journalism	14
10.0201	Photographic and Film/Video Technology/Technician	9

Top Schools	Completions (2023)
Bakersfield College	81
California State University-Bakersfield	34
Taft College	10
Cerro Coso Community College	9

Appendix A

Photographers (SOC 27-4021):

Photograph people, landscapes, merchandise, or other subjects. May use lighting equipment to enhance a subjects appearance. May use editing software to produce finished images and prints. Includes commercial and industrial photographers, scientific photographers, and photojournalists. Excludes Camera Operators, Television, Video, and Film (27-4031).

Sample of Reported Job Titles:

Photojournalist
News Photographer
Portrait Photographer
Photographer
Industrial Photographer
Advertising Photographer
Studio Photographer
Sports Photographer
Newspaper Photojournalist
Commercial Photographer

Related O*NET Occupation:

Photographers (27-4021.00)

Appendix B - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Cost of Living Data

Lightcast's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.