



Education Report

Photography

California



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Definition of Photography, CIP 50.0605

A program that focuses on the principles and techniques of communicating information, ideas, moods, and feelings through the creation of images on photographic film, plates, and digital images and that may prepare individuals to be professional photographic artists. Includes instruction in camera and equipment operation and maintenance, film and plate developing, light and composition, films and printing media, color and special effects, photographic art, photographic history, use of computer applications to record or enhance images and applications to the photography of various subjects.

Awards

The table below is a list of postsecondary awards in CIP 50.0605 that were granted by institutions located in California in the 2021 academic year.

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
Academy of Art University	15	31	47	\$32,593
Citrus College	28			\$8,852
California Institute of the Arts		14	11	\$53,916
New York Film Academy	7	7	9	\$43,006
California State University-Sacramento		20		\$7,778
Art Center College of Design		19		\$50,420
Cabrillo College	13			\$18,139
Butte College	12			\$10,736
Moorpark College	12			\$4,856
San Francisco Art Institute		12		\$42,757
Ventura College	12			\$3,971
California College of the Arts		10		\$40,231
Grossmont College	10			\$5,999
College of the Canyons	9			\$6,400
Saddleback College	9			\$7,918
California Baptist University		7		\$23,494
Cerritos College	7			\$9,557
Modesto Junior College	7			\$14,421
Hartnell College	6			\$7,721
Diablo Valley College	4			\$8,878
Foothill College	4			\$9,820
San Joaquin Delta College	3			\$17,503
De Anza College	2			\$8,236
Monterey Peninsula College	2			\$12,007
Napa Valley College	2			\$18,440
Santa Ana College	2			\$6,351
College of San Mateo	1			\$5,427
Cuesta College	1			\$14,586
Merced College	1			\$13,426
Rio Hondo College	1			\$7,873
Southwestern College	1			\$6,789
University of La Verne		1		\$22,538
Victor Valley College	1			\$12,848
Barstow Community College				\$9,756

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
City College of San Francisco				\$9,261
Columbia College				\$10,735
Cosumnes River College				\$7,223
Glendale Community College				\$7,823
Irvine Valley College				\$4,860
Lake Tahoe Community College				\$7,867
Las Positas College				\$7,675
Mount Saint Mary's University				\$24,508
Mt San Jacinto Community College District				\$7,704
Orange Coast College				\$6,836
Pacific Union College				\$22,767
Pasadena City College				\$6,466
Porterville College				\$5,757
Santa Rosa Junior College				\$9,220
West Valley College				\$6,890
Total	172	121	67	

1. Undergraduate certificates and associate's degrees

2. Bachelor's degrees and post-baccalaureates

3. Master's, post-master's, and doctorates

4. Average net price represents full-time beginning undergraduate students who paid the in-state or in-district tuition rate and were awarded grant or scholarship aid from federal, state or local governments, or the institution. Data as of the 2020-2021 academic year.

Awards data are per the National Center for Education Statistics (NCES) and JobsEQ for the 2021 academic year. Any programs shown here reflect only data reported to the NCES; reporting is required of all schools participating in any federal finance assistance program authorized by Title IV of the Higher Education Act of 1965, as amended—other training providers in the region that do not report data to the NCES are not reflected in the above.

Occupation Crosswalk

The below table lists all occupations linked with the program, Photography, CIP 50.0605.

		Education and Training Requirements			Educational Attainment				
		Typical Education Needed for Entry	Work Experience in a Related Occupation	Typical On-the-Job Training Needed to Attain Competency in the Occupation	No College	Some College, No Degree	Associate's Degree	Bachelor's Degree	Postgraduate Degree
25-1121	Art, Drama, and Music Teachers, Postsecondary	Master's degree	None	None	1%	1%	1%	14%	83%
27-4021	Photographers	High school diploma or equivalent	None	Moderate-term on-the-job training	9%	14%	10%	55%	12%

Education and training requirements are from the Bureau of Labor Statistics (BLS); educational attainment mix are regional data modeled by Chmura using Census educational attainment data projected to 2022Q4 along with source data from the BLS

Definition of Art, Drama, and Music Teachers, Postsecondary (25-1121)

Teach courses in drama, music, and the arts including fine and applied art, such as painting and sculpture, or design and crafts. Includes both teachers primarily engaged in teaching and those who do a combination of teaching and research.

Definition of Photographers (27-4021)

Photograph people, landscapes, merchandise, or other subjects. May use lighting equipment to enhance a subject's appearance. May use editing software to produce finished images and prints. Includes commercial and industrial photographers, scientific photographers, and photojournalists.

Occupation Details

As of 2022Q4, total employment for occupations linked to Photography in California was 28,091. Over the past three years, linked occupations shed 1,542 jobs in the region and are expected to need in aggregate approximately 20,142 newly trained workers over the next seven years.

Snapshot of Occupations Linked to Photography in California¹

SOC	Occupation	Current						3-Year History	7-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Ann %	Total Demand	Exits	Transfers	Empl Growth	Avg Ann Growth %
27-4021	Photographers	16,349	\$56,600	1.19	785	4.7%	212	-2.3%	12,523	4,163	6,611	1,749	1.5%
25-1121	Art, Drama, and Music Teachers, Postsecondary	11,742	\$153,900	1.02	213	1.8%	804	-1.0%	7,619	3,813	3,220	586	0.7%
Total - Linked Occupations		28,091	\$97,300	1.11	999	3.5%	1,016	-1.8%	20,142	7,976	9,831	2,335	1.1%
Total - All Occupations		19,219,968	\$71,900	1.00	797,161	4.1%	550,676	0.6%	17,029,863	6,722,656	9,379,252	927,955	0.7%

Source: [JobsEQ®](#)

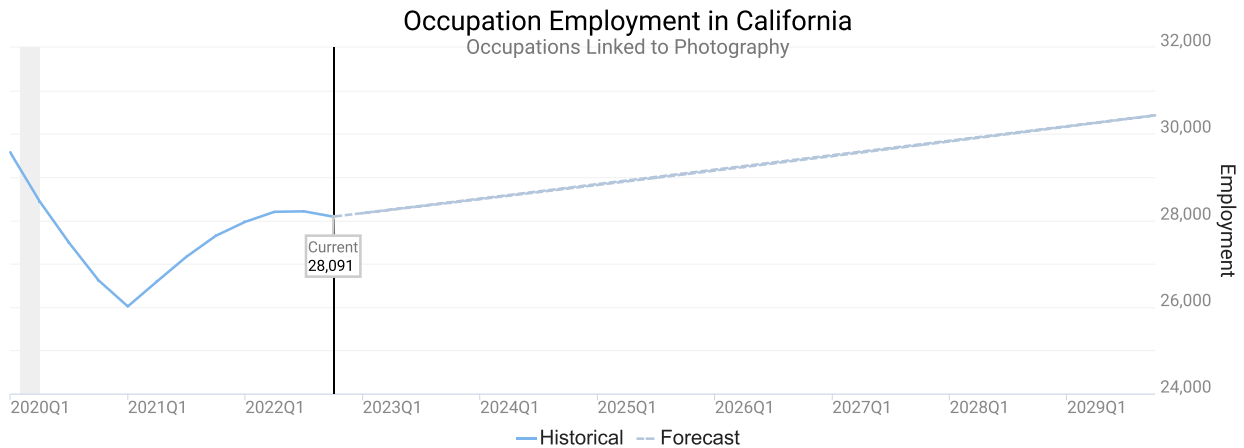
Data as of 2022Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.



Source: JobsEQ®. Data as of 2022Q4. The shaded areas of the graph represent national recessions.

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns. Occupation unemployment figures are imputed by Chmura.

Employment by Industry

The table illustrates the industries in California which most employ occupations linked to Photography. The single industry most employing these occupations in the region is Other Professional, Scientific, and Technical Services, NAICS 5419. This industry employs 12,882 workers in the linked occupations—employment which is expected to increase by 2,222 jobs over the next ten years; furthermore, 12,224 additional new workers in these linked occupations will be needed for this industry due to separation demand, that is, to replace workers in this occupation and industry that retire or move into a different occupation.

Industry Distribution for Occupations Linked to Photography in California

NAICS Code	Industry Title	Current			10-Year Demand		
		% of Occ Empl	Empl	Exits	Transfers	Empl Growth	Total Demand
5419	Other Professional, Scientific, and Technical Services	45.9%	12,882	4,723	7,501	2,222	14,446
6113	Colleges, Universities, and Professional Schools	28.5%	8,003	3,721	3,161	646	7,529
6112	Junior Colleges	11.0%	3,099	1,384	1,172	-22	2,533
5121	Motion Picture and Video Industries	2.3%	641	233	370	98	700
6116	Other Schools and Instruction	2.2%	629	326	276	213	814
5162	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	2.0%	563	198	315	46	560
7115	Independent Artists, Writers, and Performers	0.7%	201	76	120	49	245
5161	Radio and Television Broadcasting Stations	0.7%	184	60	95	-15	141
	All Others	6.7%	1,889	677	1,040	165	1,882

Source: JobsEQ®

Data as of 2022Q4 except wages which are as of 2021. Note that occupation-by-industry wages represent adjusted national data and may not be consistent with regional, all-industry occupation wages shown elsewhere in JobsEQ.

Note: Figures may not sum due to rounding.

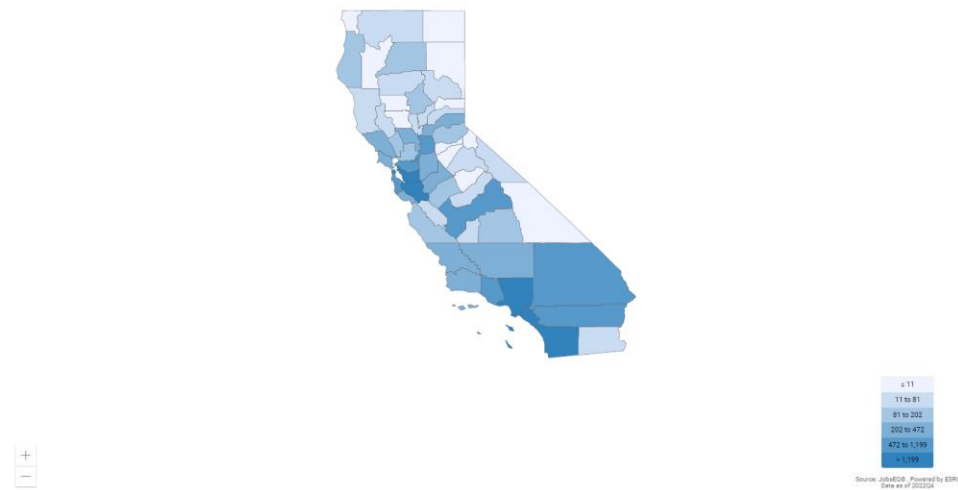
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Geographic Distribution

The map below illustrates the county-level distribution of employed workers in California in occupations linked to Photography. Employment is shown by place of work.

California, Occupation Concentration by Place of Work for Occupations Linked to Photography

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Top Counties with Employment Linked to Photography, 2022Q4

Region	Employment
Los Angeles County, California	9,237
San Diego County, California	2,631
Orange County, California	2,365
Santa Clara County, California	1,686
San Francisco County, California	1,373
Alameda County, California	1,199
Riverside County, California	991
San Bernardino County, California	921
Sacramento County, California	765
San Mateo County, California	656

Source: JobsEQ®

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2022Q3, imputed where necessary with preliminary estimates updated to 2022Q4.

Demographic Profile

The population in California was 39,346,023 per American Community Survey data for 2016-2020.

Of individuals 25 to 64 in California, 35.4% have a bachelor's degree or higher which compares with 34.3% in the nation. Per American Community Survey 2016-2020 estimates, the region has about 576,714 students enrolled in grade 12.

Summary¹

	Percent		Value	
	California	USA	California	USA
Demographics				
Population (ACS)	—	—	39,346,023	326,569,308
Male	49.7%	49.2%	19,562,882	160,818,530
Female	50.3%	50.8%	19,783,141	165,750,778
Median Age ²	—	—	36.7	38.2
Under 18 Years	22.8%	22.4%	8,956,641	73,296,738
18 to 24 Years	9.5%	9.3%	3,724,239	30,435,736
25 to 34 Years	15.3%	13.9%	6,007,913	45,485,165
35 to 44 Years	13.3%	12.7%	5,233,903	41,346,677
45 to 54 Years	12.8%	12.7%	5,039,155	41,540,736
55 to 64 Years	12.0%	12.9%	4,739,675	42,101,439
65 to 74 Years	8.3%	9.4%	3,270,380	30,547,950
Population Growth				
Population (Pop Estimates) ⁴	—	—	39,029,342	333,287,557
Population Annual Average Growth ⁴	0.3%	0.6%	108,479	1,940,990
People per Square Mile	—	—	250.4	94.3
Educational Attainment, Age 25-64				
No High School Diploma	15.2%	10.5%	3,199,850	17,929,220
High School Graduate	20.4%	25.4%	4,282,776	43,289,555
Some College, No Degree	21.0%	20.5%	4,412,172	34,959,338
Associate's Degree	8.0%	9.3%	1,678,082	15,776,790
Bachelor's Degree	22.6%	21.6%	4,741,354	36,888,244
Postgraduate Degree	12.9%	12.7%	2,706,412	21,630,870
Social				
Poverty Level (of all people)	12.6%	12.8%	4,853,434	40,910,326
Households Receiving Food Stamps/SNAP	9.0%	11.4%	1,183,873	13,892,407
Enrolled in Grade 12 (% of total population)	1.5%	1.3%	576,714	4,358,865
Disconnected Youth ³	1.9%	2.5%	38,451	433,164
Children in Single Parent Families (% of all children)	32.8%	34.0%	2,796,858	23,628,508
Uninsured	7.2%	8.7%	2,806,173	28,058,903
Speak English Less Than Very Well (population 5 yrs and over)	17.4%	8.2%	6,432,102	25,312,024

Source: [JobsEQ®](https://www.chmuraecon.com/jobseq)

1. American Community Survey 2016-2020, unless noted otherwise

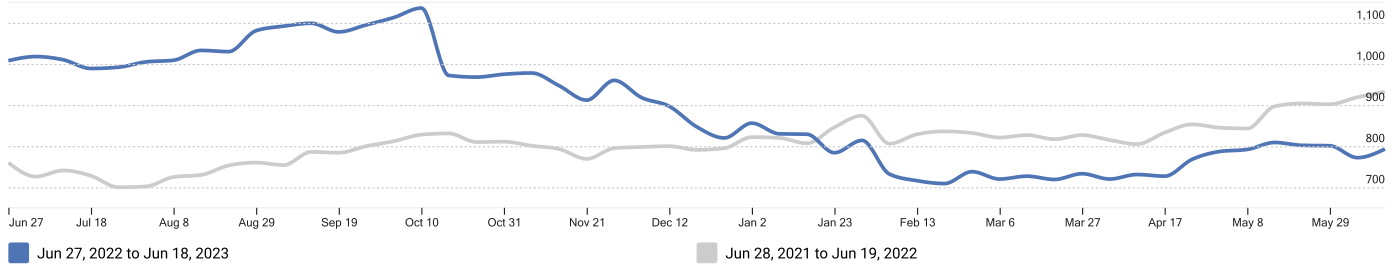
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2022, annual average growth rate since 2012. Post-2019 data for Connecticut counties are imputed by Chmura.

RTI (Job Postings)

Active Job Ads by Date



Occupations

SOC	Occupation	Active Job Ads
25- 1121.00	Art, Drama, and Music Teachers, Postsecondary	2,693
27- 4021.00	Photographers	1,175

Locations

Location	Active Job Ads
Los Angeles, California	338
University of Southern California (USC)	161
University of California Davis	148
University of California Los Angeles	114
333 S Twin Oaks Valley Rd, San Marcos, CA 92096, USA	85
400 West 1st Street, Chico, CA 95929, USA	59
San Francisco, California	55
Sacramento, California	47
University of California San Diego	47
San Diego, California	45

Employers

Employer Name	Active Job Ads	
Los Angeles, California	275	
Davis, California	142	
University of Southern California	132	
Cal State University (CSU) San Marcos	85	
California State University, Chico	59	
Irvine, California	52	
La Jolla, California	45	
JC Penney Portraits	44	
Shutterfly	42	
Chapman University	40	

Certifications

Certificate Name	Active Job Ads	
Driver's License	103	
Certification in Cardiopulmonary Resuscitation (CPR)	7	
First Aid Certification	6	
Licensed Clinical Social Worker (LCSW)	5	
Board Certified Trainer (BCT)	3	
Family Nurse Practitioner (FNP-BC)	3	
Secret Clearance	3	
Certified Data Management Administrator (NCDA)	2	
Certified Occupational Therapy Assistant (COTA)	2	
OSHA 10	2	

Hard Skills

Skill Name	Active Job Ads	
Teaching/Training, School	1,189	
Adobe Photoshop	316	
Music	283	
Photography	268	
Microsoft Office	204	
Working With Children	146	
Adobe Lightroom	134	
Microsoft Excel	131	
Graphic Design	130	
Bilingual	114	

Soft Skills

Skill Name	Active Job Ads	
Communication (Verbal and written skills)	1,537	
Cooperative/Team Player	757	
Organization	514	
Detail Oriented/Meticulous	420	
Self-Motivated/Ability to Work Independently/Self Leadership	417	
Customer Service	412	
Problem Solving	293	
Adaptability/Flexibility/Tolerance of Change and Uncertainty	254	
Interpersonal Relationships/Maintain Relationships	252	
Ability to Work in a Fast Paced Environment	233	

Job Titles

Job Title	Active Job Ads	
Photographer	148	
Seasonal Studio Photographer	34	
Newborn Photographer	31	
School Photographer	20	
Automotive Photographer	18	
Freelance Photographer	17	
Music Instructor	16	
Holiday Photographer Seasonal U.S	12	
Music Specialist	11	
Photographer/Videographer for Event Security Company	10	

Job Types

Type	Active Job Ads	
Full-Time	1,610	
Part-Time	1,383	
Temporary (unspecified)	687	
Permanent	111	
Remote	78	
Temporary (long-term)	23	
Temporary (short-term)	6	
Temp-to-Hire	2	
Remote Not Indicated	3,790	

Programs

Program Name	Active Job Ads	
Humanities	172	
Fine Arts	138	
Music	131	
Art	108	
Communications	58	
Photography	47	
Education	46	
Theater	35	
History	33	
Journalism	33	

Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	924	
Master's degree	489	
High school diploma or equivalent	267	
Doctoral or professional degree	263	
Associate's degree	134	
Unspecified/other	1,791	

California Regional Map



FAQ

What is CIP?

The 2010 Classification of Instructional Programs (CIP) is taxonomy of instructional program classifications and descriptions. It was developed and has been updated by the U.S. Department of Education's National Center for Education Statistics (NCES).

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

What is the source of the job ads?

Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 06/28/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.

What is the program-to-occupation crosswalk?

Training programs are classified according to the Classification of Instructional Programs (CIP codes). For relating training programs, this report uses a modified version of the CIP to SOC crosswalk from the National Center for Education Statistics (NCES). While this is a very helpful crosswalk for estimating occupation production from training program awards data, the crosswalk is neither perfect nor comprehensive. Indeed, it is hard to imagine such a crosswalk being perfect since many training program graduates for one reason or another do not end up employed in occupations that are most related to the training program from which they graduated. Therefore, the education program analyses should be considered in this light.

As an example of the many scenarios that may unfold, consider a journalism degree that crosswalks into three occupations: editors, writers, and postsecondary communications teachers. Graduates with a journalism degree may get a job in one of these occupations—and that may be the most-likely scenario—but a good number of these graduates may get a job in a different occupation altogether (the job may be somewhat related, such as a reporter, or the job may be totally unrelated, such as a real estate agent). Furthermore, a graduate may stay in school or go back to school for a degree that will lead to other occupation possibilities. Still another possibility includes the graduate not entering the labor market (maybe being unemployed, being a non-participant, or moving to another region).

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth

demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an occupation (or industry) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.