



# Occupation Report

---

## Photographers

California

---



Occupation Snapshot ..... 3

Employment by Industry ..... 4

Wages ..... 5

Occupation Demographics ..... 6

Education Profile ..... 7

Postsecondary Programs Linked to Photographers ..... 8

RTI (Job Postings) ..... 9

Top Skill and Certification Gaps ..... 13

Occupation Gaps ..... 14

Geographic Distribution ..... 15

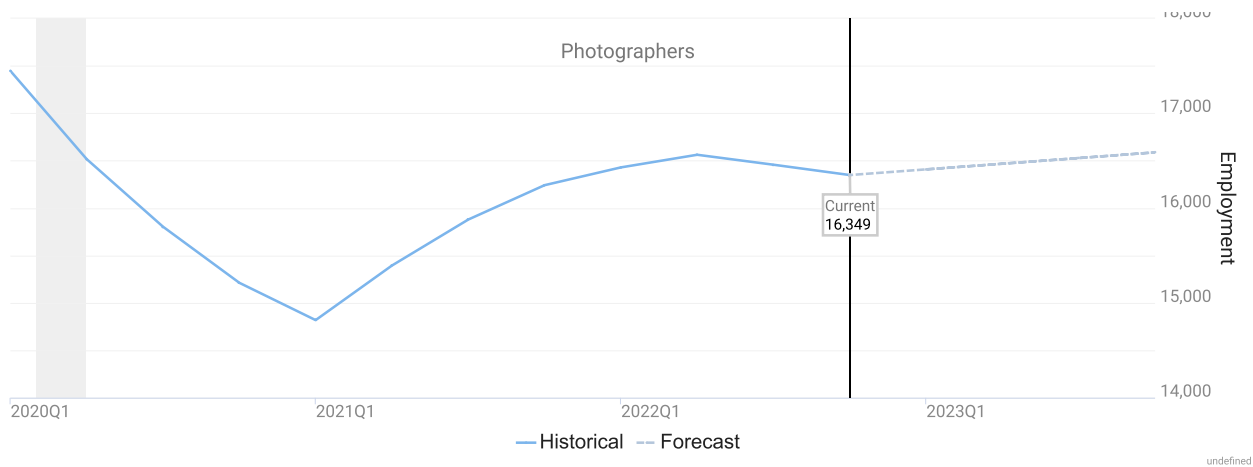
California Regional Map ..... 17

Data Notes ..... 18

FAQ ..... 19

# Occupation Snapshot



6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
Photographers	16,349	\$56,600	1.19	-1,167	1,754	1.5%



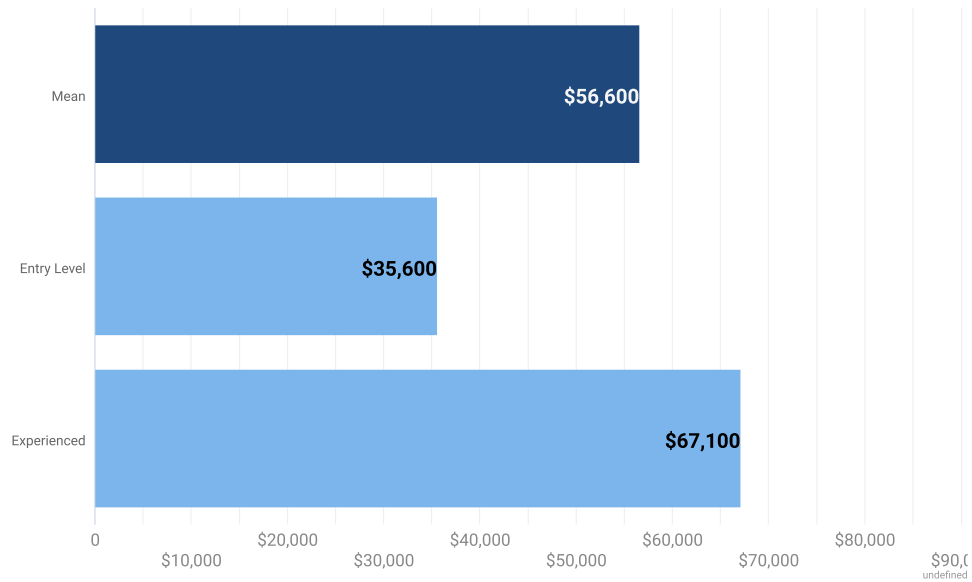
- 💡 “Annual Demand” is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.
- 💡 “Forecast Ann Growth” is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

# Employment by Industry

Industry Title	% of Occ Empl	Empl	10-Year Separations	10-Year Empl Growth	10-Year Total Demand
Other Professional, Scientific, and Technical Services	78.8%	12,882	12,224	2,222	14,446
Motion Picture and Video Industries	3.9%	641	603	98	700
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	3.4%	563	514	46	560
Independent Artists, Writers, and Performers	1.2%	201	196	49	245
Radio and Television Broadcasting Stations	1.1%	184	155	-15	141
Web Search Portals, Libraries, Archives, and Other Information Services	0.7%	113	111	28	139
Amusement Parks and Arcades	0.6%	104	107	38	145
Newspaper, Periodical, Book, and Directory Publishers	0.6%	101	81	-17	64
Advertising, Public Relations, and Related Services	0.6%	94	86	8	94
Automobile Dealers	0.6%	91	82	5	88
All Others	8.4%	1,375	1,242	92	1,335

-  The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.
-  “10-Year Empl Growth” may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

# Wages

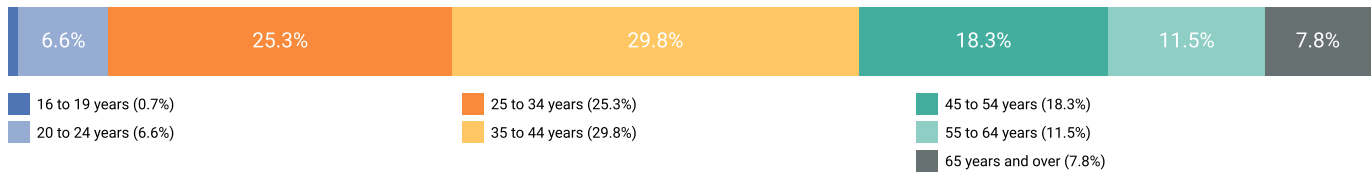


Occupation	Mean	Median	Entry Level	Experienced
Photographers	\$56,600	\$49,600	\$35,600	\$67,100

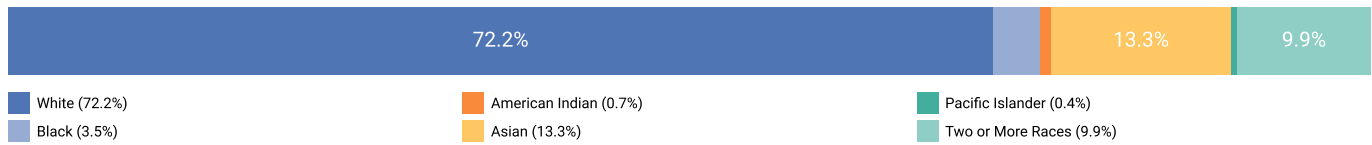
- 💡 Occupation wages here utilize BLS OEWS data, imputed and brought forward by Chmura.
- 💡 When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

# Occupation Demographics

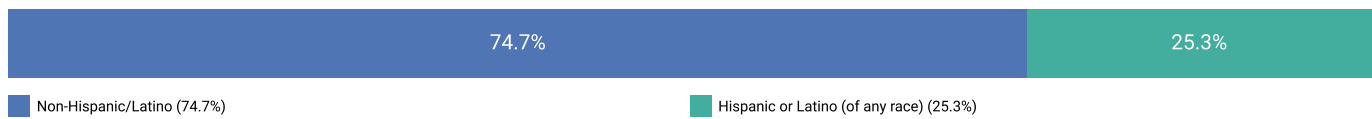
## Age



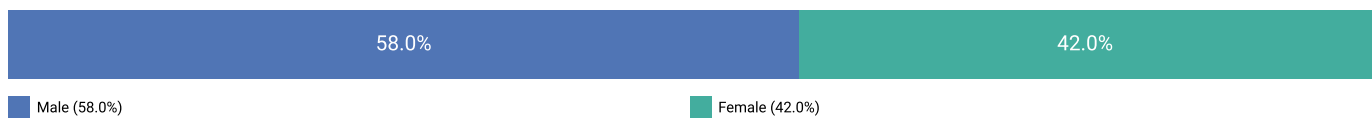
## Race



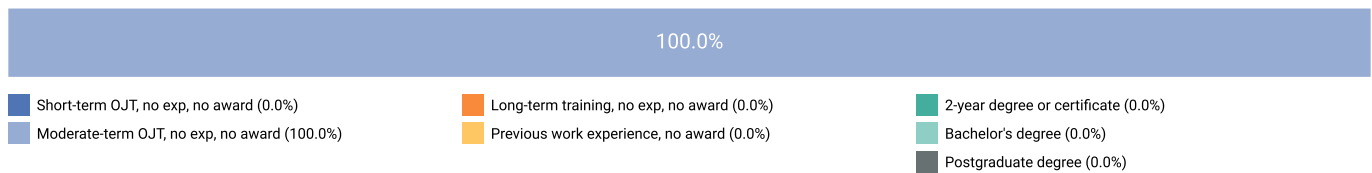
## Ethnicity



## Gender

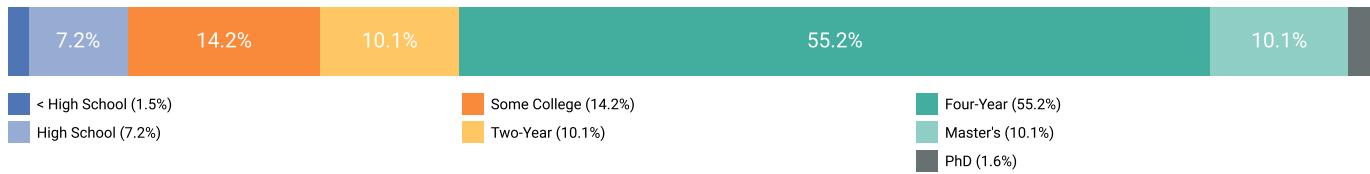


## Education and Training Requirements



# Education Profile

## Educational Attainment



Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Photographers	High school diploma or equivalent	None	Moderate-term on-the-job training

 The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

 The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

# Postsecondary Programs Linked to Photographers

Program	Awards
<b>Academy of Art University</b>	
Photography	93
<b>California State University-Fullerton</b>	
Art/Art Studies, General	96
<b>California State University-Long Beach</b>	
Art/Art Studies, General	220
<b>California State University-Los Angeles</b>	
Art/Art Studies, General	173
<b>California State University-Northridge</b>	
Art/Art Studies, General	302
<b>Golden West College</b>	
Visual and Performing Arts, General	85
<b>Pasadena City College</b>	
Art/Art Studies, General	98
<b>San Diego State University</b>	
Art/Art Studies, General	219
<b>University of California-San Diego</b>	
Visual and Performing Arts, General	99
<b>University of California-Santa Cruz</b>	
Art/Art Studies, General	116

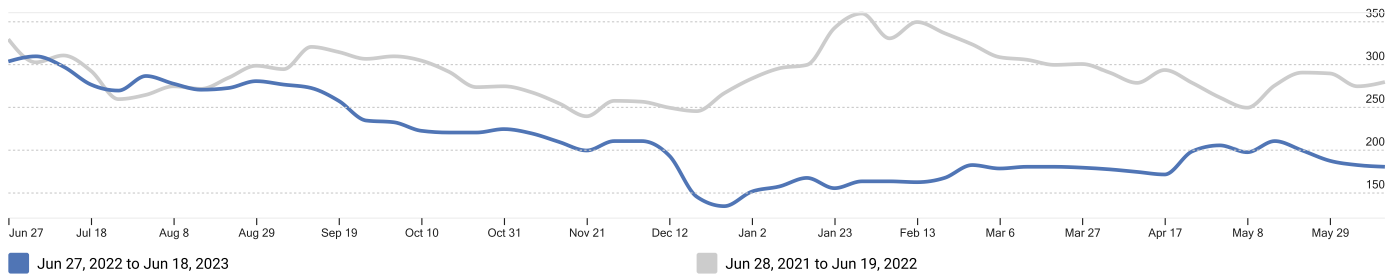
 The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.

 Among postsecondary programs at schools located in California, the sampling above identifies those most linked to Photographers. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>



# RTI (Job Postings)

Active Job Ads by Date



Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

## Occupations

SOC	Occupation	Active Job Ads
27-4021.00	Photographers	1,175

### Locations

Location	Active Job Ads	
Los Angeles, California	73	
Sacramento, California	35	
San Francisco, California	34	
San Diego, California	33	
Fresno, California	24	
San Jose, California	24	
Culver City, California	22	
Riverside, California	15	
Anaheim, California	14	
Irvine, California	14	

### Employers

Employer Name	Active Job Ads	
JC Penney Portraits	44	
Shutterfly	44	
MOM365	39	
Nationwide Studios Inc.	34	
Pro-MotionPix, LLC	29	
Jostens	23	
CoStar Group	21	
IPS Security Inc	19	
Nexstar Media Group, Inc.	18	
Sweet Me Photography	18	

### Hard Skills

Skill Name	Active Job Ads	
Photography	261	
Adobe Photoshop	223	
Working With Children	127	
Adobe Lightroom	123	
Microsoft Office	98	
Ability to Lift 41-50 lbs.	70	
Adobe Creative Suite	70	
Sales	69	
Adobe Premiere Pro	65	
Ability to Lift 31-40 lbs.	44	

### Job Titles

Job Title	Active Job Ads	
Photographer	149	
Seasonal Studio Photographer	43	
Newborn Photographer	35	
School Photographer	27	
Preschool Photographer	23	
Automotive Photographer	18	
Freelance Photographer	17	
Photographer/Videographer for Event Security Company	17	
Product Photographer	13	
Holiday Photographer Seasonal U.S	12	

### Education Levels

Minimum Education Level	Active Job Ads	
High school diploma or equivalent	267	
Bachelor's degree	111	
Associate's degree	14	
Master's degree	2	
Unspecified/other	781	

### Programs

Program Name	Active Job Ads	
Photography	36	
Journalism	17	
Communications	14	
Graphic Design	6	
Video Production	6	
Art	5	
Computer Science	4	
Library Science	3	
Film	2	
Marketing	2	

# Top Skill and Certification Gaps

Top 10 Skill Gaps in California

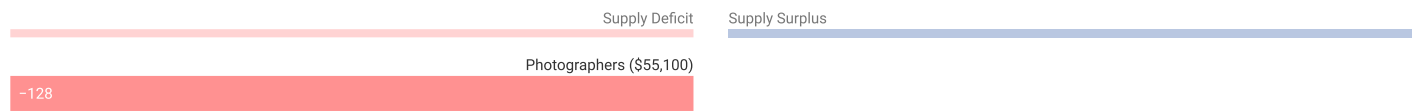
Name	Candidates	Openings	Gap
Microsoft Office	101	149	-48
Adobe Illustrator	37	51	-14
Microsoft Excel	56	70	-14
Sales	101	115	-14
Apple Keynote	3	15	-12
Apple Final Cut Pro	27	39	-12
Python	1	9	-8
Customer Relationship Management (CRM)	13	20	-7
MATLAB	1	8	-7
Marketing	27	33	-6



Top 10 Certification Gaps in California

Name	Candidates	Openings	Gap
Secret Clearance	1	4	-3
Commercial Driver's License (CDL)	0	1	-1
Certification in Cardiopulmonary Resuscitation (CPR)	1	1	0
First Aid Certification	1	1	0

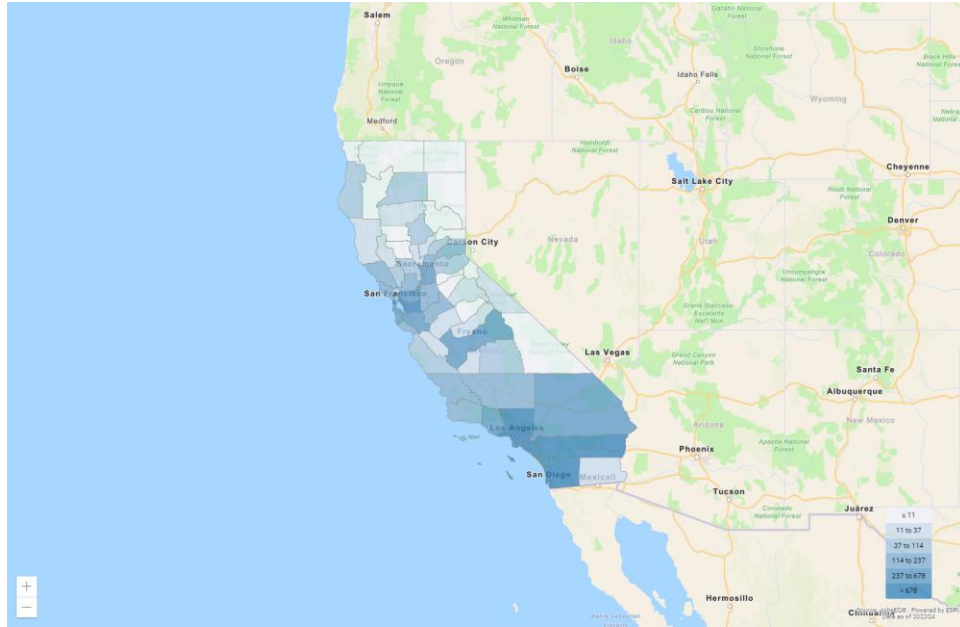
 Skill and certifications gaps can help inform employee development programs, as well as provide a comparison of the needs of regional employers to the supply.

# Occupation Gaps



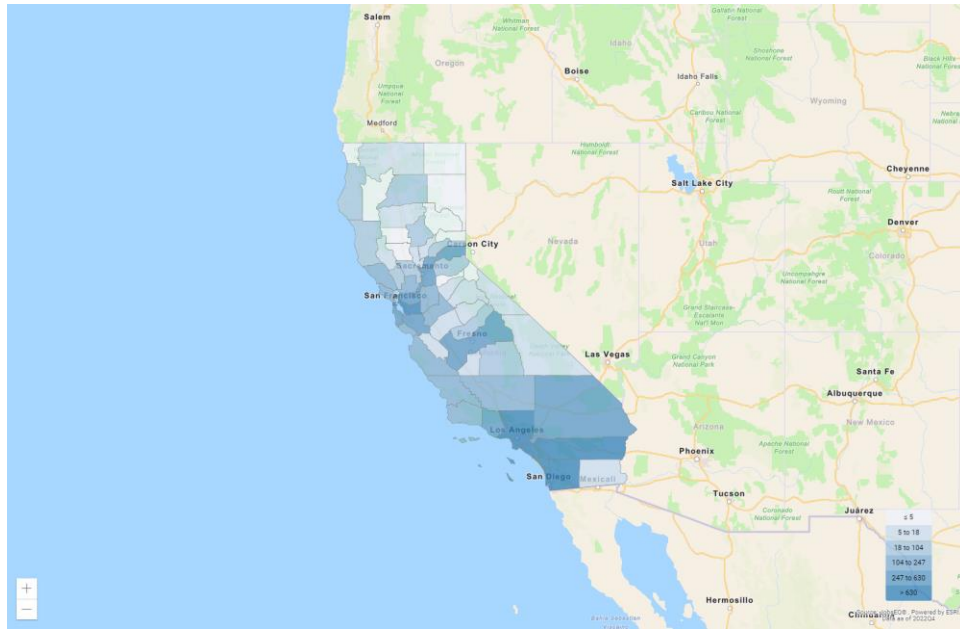
-  The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has an occupation expected to grow quickly but the educational requirement for the occupation does not match well with the educational attainment of its residents, there is a high potential for an occupation shortfall in the region. Alternatively, slow-growing or contracting occupations often represent potential supply surpluses.
-  The potential supply shortfall is an underlying force that the market needs to resolve one way or another, such as by employers recruiting from further distances for these occupations, wages going up to attract more candidates, and/or increased demand and wages enticing more local residents to get training for these occupations. While this an important analysis for determining local occupation needs, the occupation gap should be considered along with other regional data including growth and separation forecasts, unemployment rates, wage trends, and award and skill gap analyses.

# Geographic Distribution



**Top Counties by Place of Work for Photographers, 2022Q4**

Region	Employment
Los Angeles County, California	5,447
San Diego County, California	1,416
Orange County, California	1,380
San Francisco County, California	706
Alameda County, California	682
Riverside County, California	678
Santa Clara County, California	628
San Bernardino County, California	582
Sacramento County, California	506
San Mateo County, California	473



**Top Counties by Place of Residence for Photographers, 2022Q4**

Region	Employment
Los Angeles County, California	5,456
Orange County, California	1,544
San Diego County, California	1,391
Alameda County, California	700
San Francisco County, California	662
Riverside County, California	631
Santa Clara County, California	558
Sacramento County, California	512
San Bernardino County, California	488
San Mateo County, California	476

💡 “Place of work” employment is based upon the location of employers for these workers. “Place of residence” data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.



# California Regional Map



# Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2022Q4 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Wages by occupation are as of 2022Q4, utilizing BLS OEWS data, imputed and brought forward by Chmura. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2022Q4 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2022Q4 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2020-2021 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- 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.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of August 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dynamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2022Q4 and modeled by Chmura based upon occupation employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendencies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

# FAQ

## **What is (LQ) location quotient?**

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) 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 annual demand?**

Annual demand is a of the sum of the annual projected growth demand and 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. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.