

**Labor Market Analysis: 1012.00/Applied Photography
Photography (Associate of Arts (A.A.) degree; Certificate requiring 30 to <60 semester units)**

Los Angeles Center of Excellence, December 2022

Summary

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to one middle-skill occupation:

- **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.¹

Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree.² This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data, there appears to be a supply gap for *photographers* in the region. While entry-level wages are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, approximately one-third of current workers in the field have completed some college or an associate degree. **Therefore, due to some of the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

¹ [Photographers : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics \(bls.gov\)](#)

² The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor’s degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

Demand:

- **Supply Gap Criteria** – Over the next five years, **1,957 jobs are projected to be available annually** in the region due to new job growth and replacements, **which is more than the three-year average of 154 awards conferred** by educational institutions in the region.
- **Living Wage Criteria** –Within Los Angeles County, **typical entry-level hourly wages for photographers are \$14.59, which is lower than the self-sufficiency standard** hourly wage (living wage) for one adult in the region (\$18.10 in Los Angeles County).³
- **Educational Criteria** –The Bureau of Labor Statistics (BLS) lists a high school diploma as the typical entry-level education for *photographers*.
 - However, the national-level educational attainment data indicates **34% of workers in the field have completed some college or an associate degree.**

Supply:

- There are **11 community colleges** in the greater LA/OC region that issue awards in applied photography, conferring an average of **154 awards annually** between 2018 and 2021.
- Currently, there are no non-community college institutions in the greater LA/OC region that have conferred awards for programs that crosswalk to Applied Photography (1012.00) in the past three years.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for *photographers*. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 13% through 2026. There will be nearly 2,000 job openings per year through 2026 due to job growth and replacements.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties⁴

Geography	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change	Annual Openings
Los Angeles	12,670	14,334	1,664	13%	1,571
Orange	2,932	3,362	430	15%	386
Total	15,602	17,695	2,094	13%	1,957

Wages

The labor market endorsement in this report considers the entry-level hourly wages for *photographers* in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater LA/OC region. Detailed wage information, by county, is included in Appendix A.

³ Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

⁴ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Los Angeles County—The typical entry-level hourly wages for *photographers* are \$14.59, which is below the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Experienced workers can expect to earn wages of \$43.71, which is higher than the self-sufficiency standard.

Exhibit 2: Hourly Earnings for Occupations in LA County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Photographers (27-4021)	\$14.59	\$24.63	\$43.71

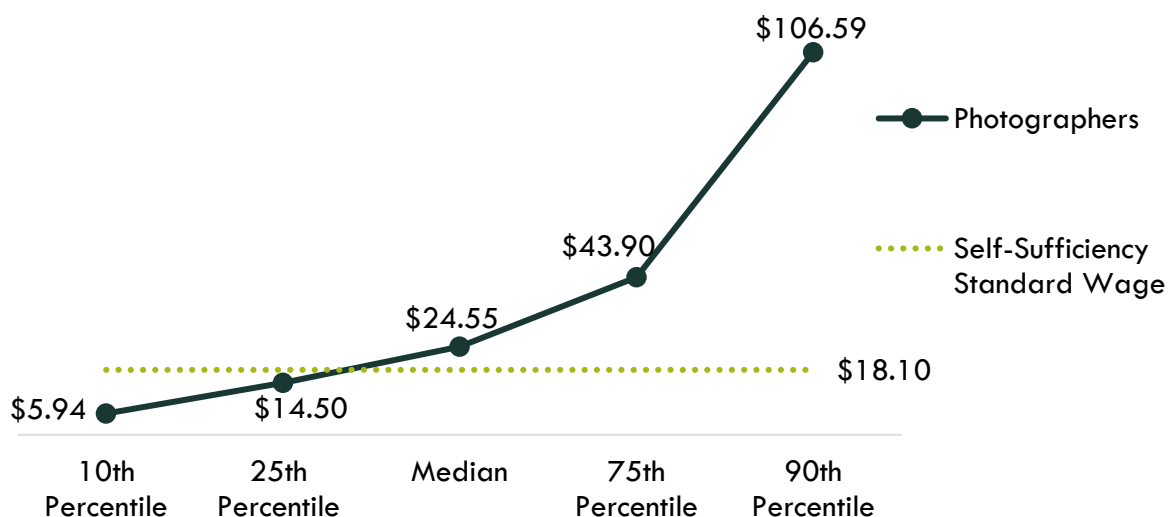
Orange County—The typical entry-level hourly wages for *photographers* are \$14.11, which is below the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Experienced workers can expect to earn wages of \$44.77, which is higher than the self-sufficiency standard.

Exhibit 3: Hourly Earnings for Occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Photographers (27-4021)	\$14.11	\$24.18	\$44.77

On average, the entry-level earnings for the occupations in this report are \$14.50; this is below the living wage for one single adult in Los Angeles County (\$18.10). However, the median wages for *photographers* in the region is \$24.55, which is above the LA County self-sufficiency standard wage. Exhibit 4 shows the average wage for the occupations in this report, from entry-level to experienced workers.

Exhibit 4: Average Hourly Earnings for Photographers in LA/OC



Job Postings

There were 1,687 online job postings for *photographers* listed in the past 12 months. The highest number of job postings were for photographers, videographers/photographers, automotive photographers, graduation photographers, and product photographers. The top skills were photography, Adobe Photoshop, marketing, Adobe Photoshop Lightroom, and product photography. The top three employers, by number of job postings, in the region were: Balfour, Cherry Hill Programs, and Shutterfly.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for *photographers*. However, the national-level educational attainment data indicates 34% of workers in the field have completed some college or an associate degree. Of the 32% of *photographer* job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 75% (404) requested high school or vocational training, 3% (17) requested an associate degree, and 22% (120) requested a bachelor's degree.

Educational Supply

Community College Supply—Exhibit 5 shows the annual and three-year average number of awards conferred by community colleges in the related TOP code: Applied Photography (1012.00). The colleges with the most completions in the region are: Santa Monica, Mt. San Antonio, and LA City. Currently, there are no other institutions in the greater LA/OC region that have conferred awards for programs comparable to Applied Photography (1012.00) in the past three years.

Exhibit 5: Regional community college awards (certificates and degrees), 2018-2021

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
1012.00	Applied Photography	East LA	24	5	1	10
		El Camino	10	10	7	9
		Glendale	-	6	5	4
		LA City	37	38	5	27
		LA Pierce	-	2	3	2
		Mt San Antonio	40	31	10	27
		Pasadena	10	5	1	5
		Santa Monica	23	37	33	31
		LA Subtotal	144	134	65	114
		Cypress	5	5	2	4
		Fullerton	20	11	4	12
		Orange Coast	32	18	21	24
		OC Subtotal	57	34	27	39
		Supply Total/Average			201	168

Appendix A: Occupational demand and wage data by county

Exhibit 6. Los Angeles County

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Photographers (27-4021)	12,670	14,334	1,664	13%	1,571	\$14.59	\$24.63	\$43.71

Exhibit 7. Orange County

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Photographers (27-4021)	2,932	3,362	430	15%	386	\$14.11	\$24.18	\$44.77

Exhibit 8. Los Angeles and Orange Counties

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Photographers (27-4021)	15,602	17,695	2,094	13%	1,957	High school diploma or equivalent

Appendix B: Sources

- O*NET Online
- Labor Insight (Burning Glass Technologies)
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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