



# Photography

## Program Report For Greater South Bay and Peninsula Region (Santa Clara and San Mateo Counties)

September 2016

12345 El Monte Road  
Los Altos Hills, California 94022  
650.949.7777

## Photography

---

CIP 2010: 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.

## Target Occupations

---

Photographers (27-4021) \*

\*Includes self-employed photographers

In 2016, the number of Photography jobs in the target occupations in Santa Clara and San Mateo Counties totaled 1,305. The Bureau of Labor Statistics (BLS) expects the total number of positions to increase by 3.8% over the next three years.

## Occupation Summary for Photography

<b>1,305</b> Jobs (2016) <sup>1</sup> 1% below National average <sup>2</sup>	<b>3.8%</b> % Change (2016-2019) <sup>3</sup> Nation: 3.6%	<b>\$17.78/hr</b> Median Hourly Earnings Nation: \$15.03/hr
--	--	---

<sup>1</sup>Based on total number of jobs for target occupations in Santa Clara and San Mateo Counties.

<sup>2</sup>Represents occupation density as compared to national average (national average=1).

<sup>3</sup>Based on turnover and new jobs.

Target occupations that are mapped to the Photography program are disaggregated to see which occupations are projected to see the highest number of annual openings (Photographers), highest percentage rate of growth over the next three years (Photographers), and the highest median hourly earnings (Photographers). While Photographers are expected to experience job growth (4%), these occupations are slightly less represented and concentrated in our region (Santa Clara and San Mateo Counties) compared to the national average.

## Target Occupations

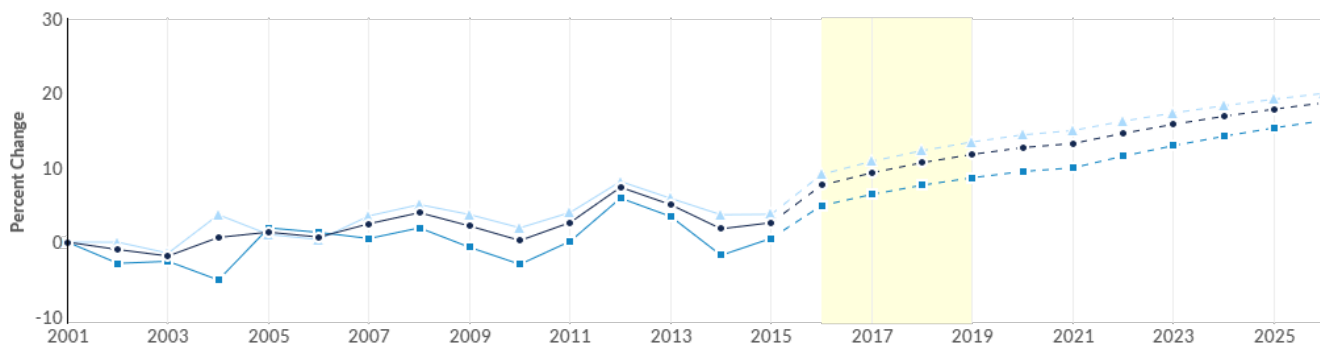
Occupation	2016 Jobs	Annual Openings	Median Hourly Earnings	Growth (2016 - 2019)	Location Quotient (2016)
Photographers	1,305	53	\$17.78/hr	3.83%	0.99

Growth in the Photography occupations show how each occupation is projected to increase in jobs over the next three years. Modest growth is expected for Photographers (4%) from 2016-2019.

## Growth for Photographers (SOC 27-4021)

<b>1,305</b> 2016 Jobs	<b>1,355</b> 2019 Jobs	<b>50</b> Change (2016-2019)	<b>3.8%</b> % Change (2016-2019)
---------------------------	---------------------------	---------------------------------	-------------------------------------

## Regional Trends

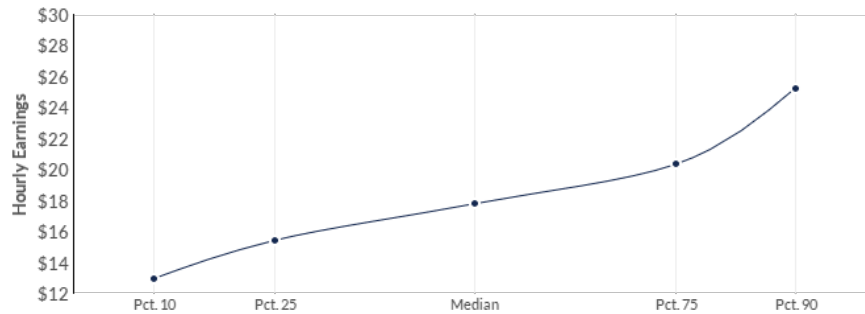


	Region	2016 Jobs	2019 Jobs	Change	% Change
●	Region	1,305	1,355	50	3.8%
●	San Mateo County, CA	442	458	16	3.6%
●	Santa Clara County, CA	863	897	34	3.9%

The percentile earnings table shows the range the Photography occupations earn in the region. While the median earnings are \$17.78/hour, wages can range from around \$15/hour to over \$20/hour.

### Percentile Earnings for Photographers (SOC 27-4021)

<b>\$15.41/hr</b> 25th Percentile Earnings	<b>\$17.78/hr</b> Median Earnings	<b>\$20.32/hr</b> 75th Percentile Earnings
---	--------------------------------------	---



## Program Completion Data

Program data reviews completion information about awards by institution and types of awards conferred in the region (Santa Clara and San Mateo Counties). Foothill College is the one of six regional institutions that is supporting and preparing for Photography occupations.

### Program Summary for Photography

<b>6</b>	<b>28</b>	<b>93</b>
<b>Regional Institutions</b>	<b>Regional Program Completions (2015)</b>	<b>Annual Openings (2015)</b>
had Completions in the last 13 years	Foothill College Completions: 8	

### Regional Completions by Institution

Institution	Certificates (2015)	Degrees (2015)	Total Completions (2015)
College of San Mateo	0	7	7
De Anza College	0	5	5
West Valley College	5	3	8
Foothill College	4	4	8
San Jose City College	0	0	0
Argosy University-The Art Institute of California-Silicon Valley	0	0	0

### Regional Completions by Award Level

Award Level	Completions (2015)	Percent
Award of less than 1 academic year	9	32.1% 
Associates degree	19	67.9% 

## Target Occupations Demographics

The demographics among those employed in Photography occupations in Santa Clara and San Mateo Counties for 2016 show that there is almost an even split between male (52%) and females (48%) and about a third are between the ages of 25-34 (30%). The majority of those employed in Photography occupations are White (70%).

### Occupation Gender Breakdown

Gender	2016 Jobs	2016 Percent	
Males	674	51.7%	
Females	631	48.3%	

### Occupation Age Breakdown

Age	2016 Jobs	2016 Percent	
14-18	5	0.3%	
19-24	55	4.2%	■
25-34	394	30.2%	
35-44	369	28.3%	
45-54	246	18.8%	
55-64	163	12.5%	■
65+	74	5.7%	■

### Occupation Race/Ethnicity Breakdown

Race/Ethnicity	2016 Jobs	2016 Percent	
White	919	70.4%	
Hispanic or Latino	169	12.9%	■
Asian	157	12.0%	■
Black or African American	43	3.3%	■
Two or More Races	16	1.2%	
American Indian or Alaska Native	1	0.1%	
Native Hawaiian or Other Pacific Islander	1	0.0%	

## Industries Employing Photography Occupations

A number of industries in Santa Clara and San Mateo Counties employ those trained in Photography programs. The following table represents a regional industry breakdown of the number of Photography positions employed, the percentage of Photography employed by industry and the percentage Photography jobs represent within all jobs by each industry. While All Other Professional, Scientific, and Technical Services employed 58% of all regional Photography positions in 2016, photographers compose a minority of all jobs in that industry (36%). While Commercial Photography employed 4% of all regional Photography positions in 2016, photographers composed almost half (47%) of all jobs in that industry.

## Industries Employing Photographers

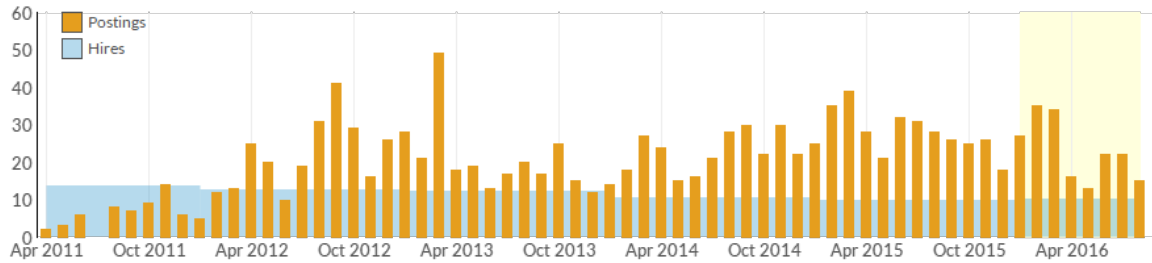
Industry	Occupation Jobs in Industry (2016)	% of Occupation in Industry (2016)	% of Total Jobs in Industry (2016)
All Other Professional, Scientific, and Technical Services	754	57.8%	35.7%
Photography Studios, Portrait	116	8.9%	43.4%
Independent Artists, Writers, and Performers	98	7.5%	3.5%
Commercial Photography	45	3.5%	47.4%
Translation and Interpretation Services	43	3.3%	17.1%



In an average month (from January to August 2016), there were 23 unique (internet) job postings for Photography jobs, and 10 positions were filled between January 2016 to August 2016. This suggests there was approximately 1 hire for every 2 unique job postings for occupations in Photography.

## Job Postings vs. Hires

<b>23</b>	<b>10</b>
<b>Avg. Monthly Postings (Jan 2016 - Aug 2016)</b>	<b>Avg. Monthly Hires (Jan 2016 - Aug 2016)</b>



Occupation	Avg Monthly Postings (Jan 2016 - Aug 2016)	Avg Monthly Hires (Jan 2016 - Aug 2016)
Photographers	23	10

The top five concentrated hard and soft skills employers list in Photography job posting descriptions are listed below. The “Postings with Skill” column is the total amount of (internet) job postings that mention the skills listed below. These numbers may be higher than the average monthly postings from above, because this number includes duplicated (internet) job postings. The “Concentration Score” gauge relevance of the skill by indicating the frequency in which this skill is being mentioned in (internet) job postings for Photography compared to all other (internet) job postings.

## Concentrated Hard Skills

Skill	Concentration Score	Postings with Skill
Photographic Assistant	1,149.74	3
Photographic Lighting	895.51	12
Costume Design	602.22	11
Printmaking	478.04	11
Color Correction	287.99	16

## Concentrated Soft Skills

Skill	Concentration Score	Postings with Skill
Memory	5.24	5
Imagination	2.26	5
Leading	0.61	36
Creativity	0.23	5
Scheduling (Project Management)	0.13	55

# Appendix A - 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 also affected by county-level Emsi earnings by industry.

## Completers Data

The completers 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.

## 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.

## CareerBuilder/Emsi Job Postings

Job postings are collected from various sources and processed/enriched by Careerbuilder to provide information such as standardized company name, occupation, skills, and geography. Emsi performs additional filtering and processing to improve compatibility with Emsi data.

## State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department