



12345 El Monte Road  
Los Altos Hills, California 94022  
650.949.7777

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

**October 2014**

## 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 2014, the number of photography jobs in Santa Clara and San Mateo counties totaled 1,317. The Bureau of Labor Statistics (BLS) expects the total number of positions to increase by 3.2% over the next three years. Regional openings in 2014, which included created jobs and turnover, totaled 43. Completions in photography programs totaled 20 from three institutions, with an additional 251 completions from other related programs. These other programs are linked to multiple occupations and not all those who complete will enter the target occupations indicated in this report.

### Target Occupation Performance

<b>1,317*</b> <b>Jobs (2014)</b> National Location Quotient: 1.06 <sup>†</sup>	<b>3.2%*</b> <b>Growth (2014-2017)</b> National: 4.6%	<b>\$17.60/hr</b> <b>Median Earnings</b> National: \$13.58/hr
--	---	---

\*Based on total number of jobs for target occupations Santa Clara and San Mateo counties.

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

Regional Openings (2014)	43	
Regional Program Completions (2013)	20	
All Regional Completions for Target Occupations (2013)	271	

### Photography Occupation Performance

Target Occupations	Regional Openings (2014)	Median Hourly Earnings	Growth (2014-2017)
Photographers (27-4021)	43	\$17.60	3.2%

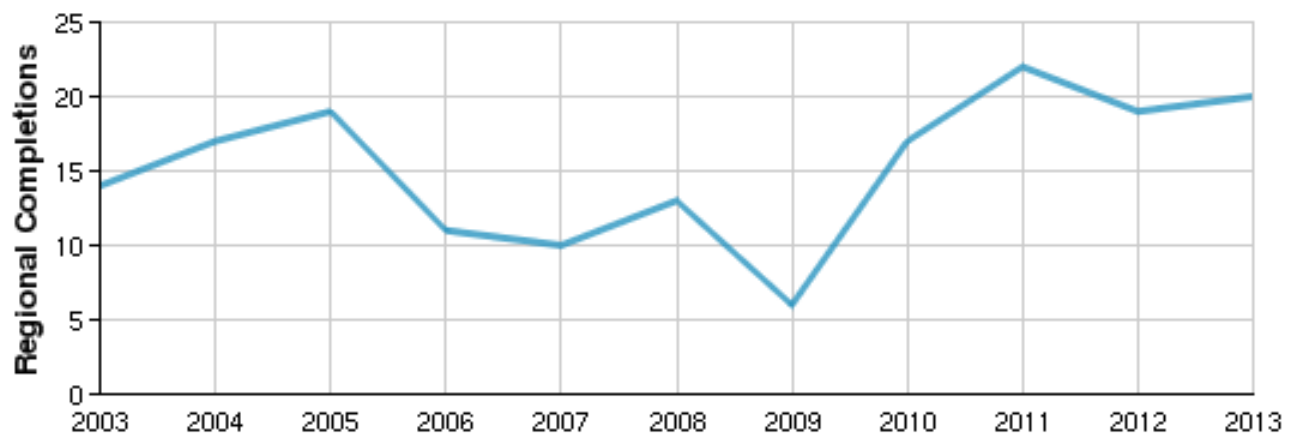
## Regional Breakdown for Photographers

County Name	2014 Jobs	2017 Jobs	2014 Annual Openings	Median Hourly Earnings	2014 National Location Quotient
Santa Clara	837	869	26	\$16.70	0.93
San Mateo	480	490	17	\$19.17	1.42
Total	1,317	1,360	43	\$17.60	

## Regional Photography Training Providers

<b>3</b> Institutions	<b>20*</b> Completions (2013)
--------------------------	----------------------------------

\*Based on IPEDS data.



Institution	Degrees	Certificates	Total Completions
Foothill College	9	1	10
West Valley College	3	2	5
College of San Mateo	5	0	5

Other regional programs may train individuals eligible for photography occupations. These additional programs are offered at San Jose State University, Gavilan College, Mission College, San Jose City College, Canada College, Skyline College, De Anza College, College of San Mateo and West Valley College. As noted earlier, many postsecondary programs are linked to multiple occupations and not all those who complete the program will enter the target occupation.

### Related Regional Programs Allowing Entry to Photography

Program	<b>4</b> Programs (2013)		<b>271</b> Completions (2013)		
	2009	2010	2011	2012	2013
Art/Art Studies, General (50.0701)	227	234	204	209	221
Visual and Performing Arts, General (50.0101)	24	31	26	28	30
Photography (50.0605)	6	17	22	19	20
Commercial Photography (50.0406)	0	0	0	0	0

## Target Occupation Demographics

The demographics among those employed in photography occupations in Santa Clara and San Mateo counties for 2014 show more women than men employed (57% and 43%) and over half are between the ages of 25-44 (54%). The national breakdown of the education level among those employed in photography occupations show that 48% have earned a Bachelor's degree or above.

### Gender Demographics (Regional)

---

Gender		
Male	43%	
Female	57%	

---

### Age Demographics (Regional)

---

Age		
14-18	2%	
19-24	18%	
25-44	54%	
45-64	23%	
65+	3%	

---

### Educational Attainment (National)

---

Doctoral or professional degree	1%	
Master's degree	6%	
Bachelor's degree	41%	
Associate's degree	11%	
Some college, no degree	27%	
High school diploma or equivalent	13%	
Less than high school diploma	2%	

---

## Industries Employing Photography Occupations

A number of industries in Santa Clara and San Mateo counties employ those trained in photography. The following table represents a regional industry breakdown of the number photographers employed, the percentage of photographers employed by industry and the percentage photography jobs represent within all jobs by each industry. Photo studios employed only 12.9% of all regional photographers in 2014, but photographers represent nearly a half of the total jobs in that industry (47.6%).

### Inverse Staffing Patterns (Regional)

<b>Industry</b>	<b>Occupation Jobs in Industry (2014)</b>	<b>% of Occupation in Industry (2014)</b>	<b>% of Total Jobs in Industry (2014)</b>
All Other Professional, Scientific, and Technical Services (541990)	705	53.5%	33.8%
Photography Studios, Portrait (541921)	170	12.9%	47.6%
Independent Artists, Writers, and Performers (711510)	109	8.3%	4.5%
Commercial Photography (541922)	45	3.4%	49.8%
Translation and Interpretation Services (541930)	42	3.2%	17.5%

## Compatible Occupations for Photography

Individuals completing a photography program share many skills and abilities with other occupations. The Occupational Information Network (O\*Net) identifies compatible occupations based on an analysis of overlapping knowledge, skills and ability. Additional education required for transition can range from short on-site training to advanced post-secondary degrees. The following table shows how much education might be needed to be employed in these compatible occupations.

### Compatible Occupations\* for Photography: Associate's Degree or Less

Rank	Occupation	Median Hourly Earnings	2014 Jobs	2014-2017 Change	2014-2017 Estimated Annual Openings
1	Public Address System and Other Announcers	\$12.88	180	6	5
2	Tailors, Dressmakers, and Custom Sewers	\$15.71	370	(21)	4
3	Inspectors, Testers, Sorters, Samplers, and Weighers	\$20.65	6,214	(26)	122
4	Retail Salespersons	\$11.27	37,323	755	1,225
5	Counter and Rental Clerks	\$13.44	5,877	54	152
6	Electrical and Electronic Equipment Assemblers	\$16.06	7,023	11	75
7	Demonstrators and Product Promoters	\$13.21	846	34	28
8	Reservation and Transportation Ticket Agents and Travel Clerks	\$16.16	3,419	(171)	33
9	Photographic Process Workers and Processing Machine Operators	\$19.80	277	4	10
10	Gaming and Sports Book Writers and Runners	\$13.91	123	2	3
11	Prepress Technicians and Workers	\$22.36	355	(42)	6
12	Medical Records and Health Information Technicians	\$23.74	1,041	90	44
13	Hairdressers, Hairstylists, and Cosmetologists	\$12.24	4,811	253	163
14	Film and Video Editors	\$26.49	215	29	9
15	Gaming Dealers	\$9.30	876	(44)	12
16	Log Graders and Scalers	\$14.59	15	0	0
17	Skincare Specialists	\$16.79	397	51	15
18	Childcare Workers	\$11.42	9,747	859	443
19	Floral Designers	\$14.57	462	(26)	9
20	Shipping, Receiving, and Traffic Clerks	\$16.46	6,259	44	138
21	Opticians, Dispensing	\$20.94	489	77	31
22	Weighers, Measurers, Checkers, and Samplers, Recordkeeping	\$13.45	1,014	8	19
23	Hotel, Motel, and Resort Desk Clerks	\$13.17	1,402	134	87
24	Parts Salespersons	\$16.41	1,204	(18)	24
25	Receptionists and Information Clerks	\$17.10	8,363	397	275
26	Customer Service Representatives	\$21.57	18,658	1,375	746
27	Self-Enrichment Education Teachers	\$20.37	3,638	357	139

\*Compatible occupations are based on O\*NET compatibility index values over 90.

## Data Sources and Calculations

---

### State Data Sources

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

### 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.

### 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.

### 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.

### 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.

### Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.



