



# Photographers in 2 California Counties

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## What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumé, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



## Report Parameters

### 1 Occupation

27-4021 Photographers

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### 2 Counties

6079 San Luis Obispo County, CA

6083 Santa Barbara County, CA

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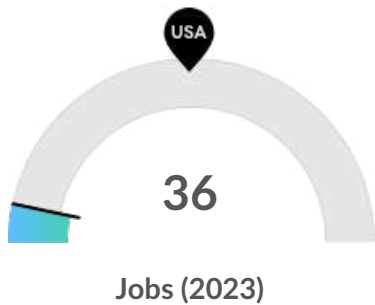
### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

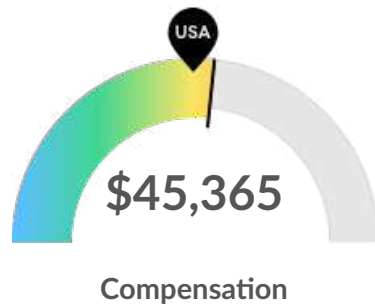
The information in this report pertains to the chosen occupation and geographical areas.

## Executive Summary

### Average Job Posting Demand Over a Thin Supply of Regional Jobs



Your area is not a hotspot for this kind of job. The national average for an area this size is 363\* employees, while there are 36 here.



Earnings are about average in your area. The national median salary for Photographers is \$41,598, compared to \$45,365 here.



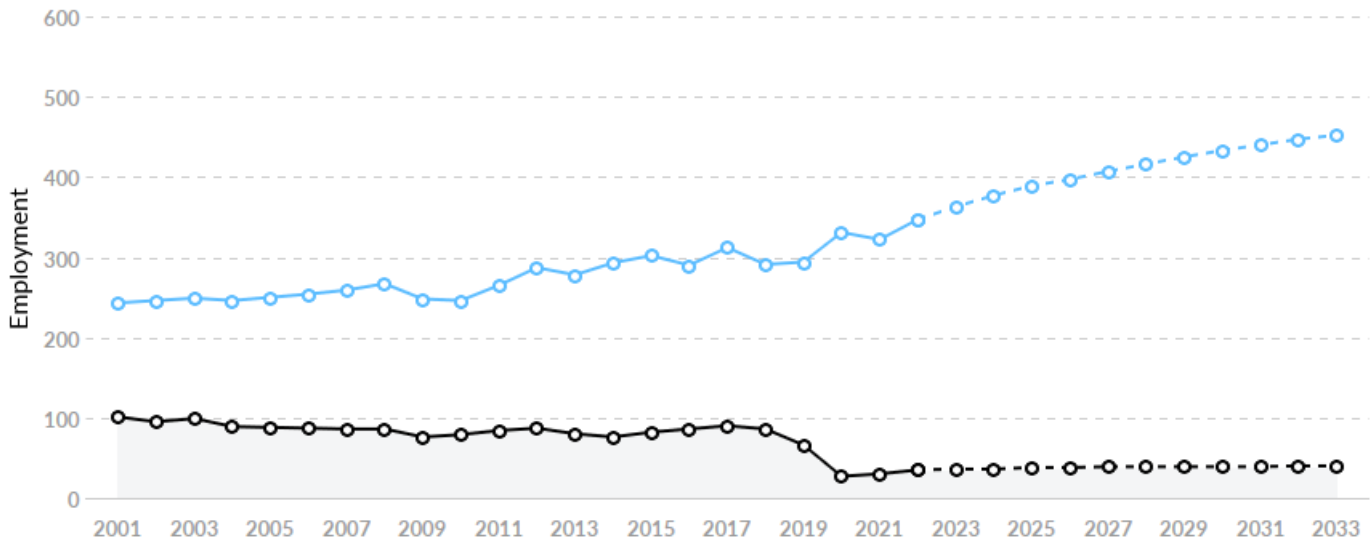
Job posting activity is about average in your area. The national average for an area this size is 4\* job postings/mo, while there are 4 here.

\*National average values are derived by taking the national value for Photographers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

# Jobs

## Regional Employment Is Lower Than the National Average

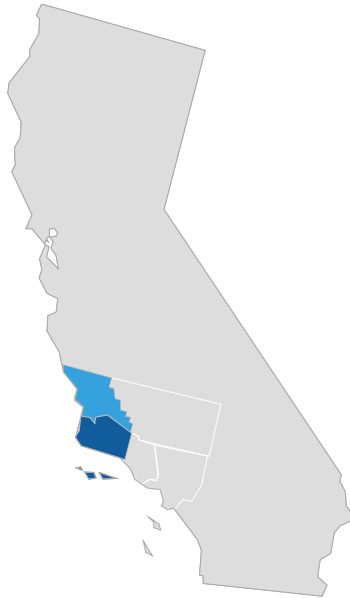
An average area of this size typically has 363\* jobs, while there are 36 here. This lower than average supply of jobs may make it more difficult for workers in this field to find employment in your area.



Region	2023 Jobs	2033 Jobs	Change	% Change
● 2 California Counties	36	40	4	10.6%
● National Average	363	452	89	24.6%

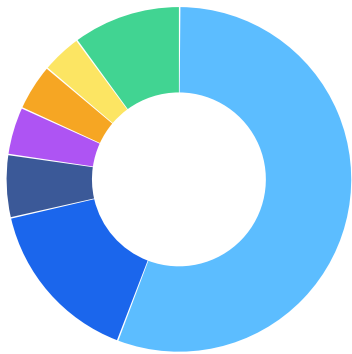
\*National average values are derived by taking the national value for Photographers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

## Regional Breakdown



County	2023 Jobs
Santa Barbara County, CA	25
San Luis Obispo County, CA	11

## Most Jobs are Found in the Other Professional, Scientific, and Technical Services Industry Sector



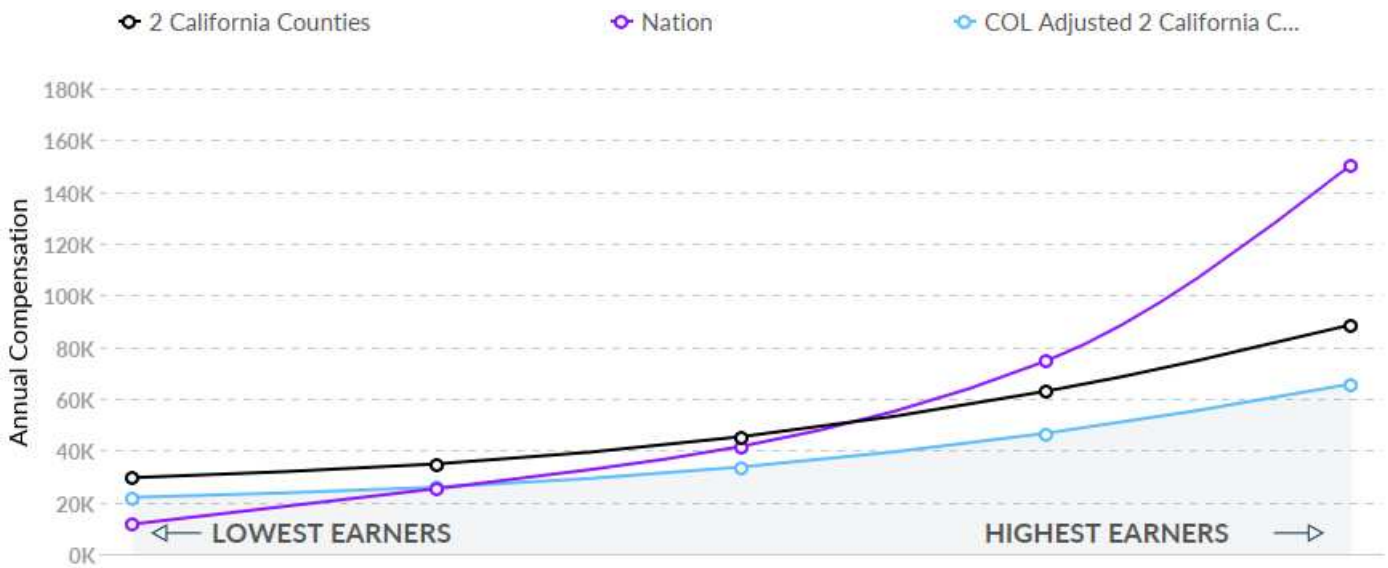
Industry	% of Occupation in Industry (2023)
<span style="color: #42a5f5;">●</span> Other Professional, Scientific, and Technical Services	55.7%
<span style="color: #0070c0;">●</span> Radio and Television Broadcasting	15.6%
<span style="color: #1e334d;">●</span> Federal Government, Military	5.9%
<span style="color: #8e44ad;">●</span> Employment Services	4.5%
<span style="color: #f39c12;">●</span> Other Information Services	4.4%
<span style="color: #f1c40f;">●</span> Newspaper, Periodical, Book, and Directory Publishers	3.8%
<span style="color: #27ae60;">●</span> Other	10.1%



# Compensation

## Regional Compensation Is 9% Higher Than National Compensation

For Photographers, the 2021 median wage in your area is \$45,365, while the national median wage is \$41,598.



# Job Posting Activity



**26 Unique Job Postings**

The number of unique postings for this job from Jan 2023 to Jun 2023.



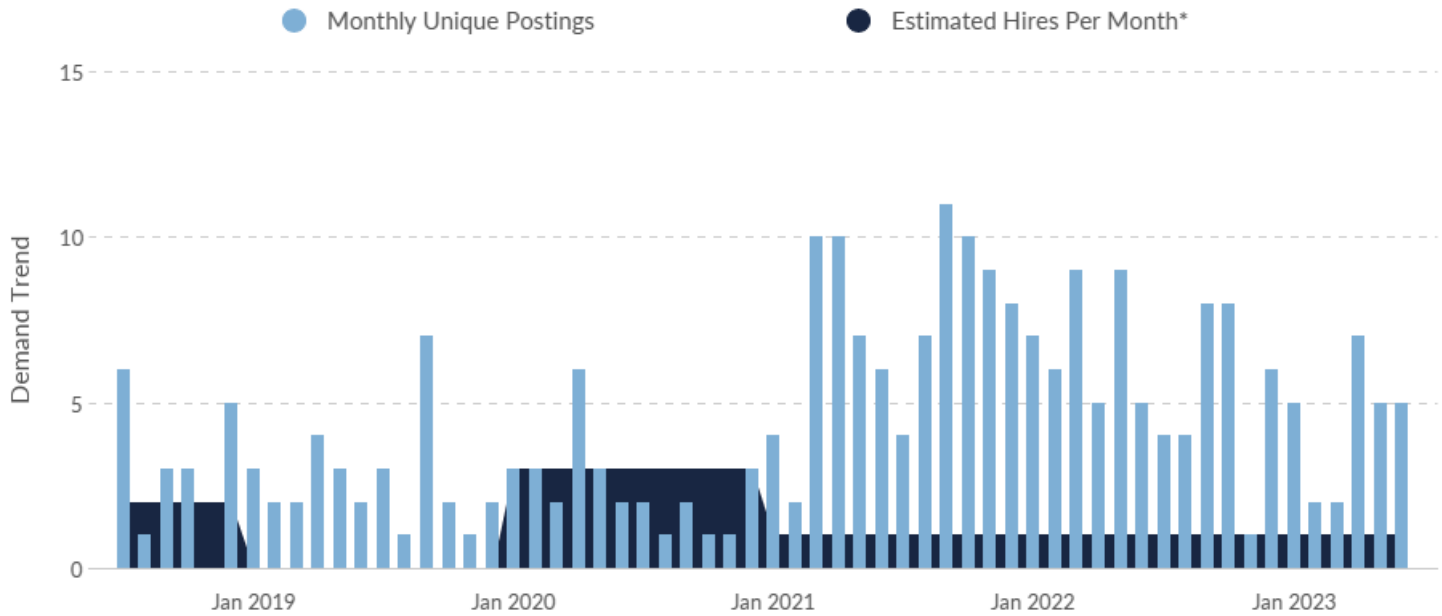
**15 Employers Competing**

All employers in the region who posted for this job from Jan 2023 to Jun 2023.



**27 Day Median Duration**

Posting duration is 6 days shorter than what's typical in the region.



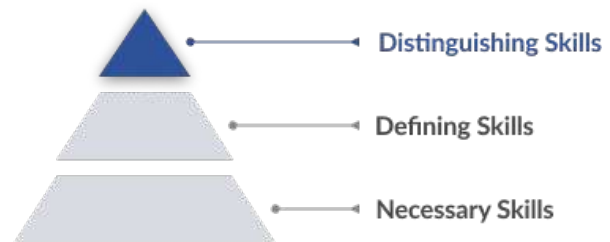
Occupation	Avg Monthly Postings (Jan 2023 - Jun 2023)	Avg Monthly Hires (Jan 2023 - Jun 2023)
Photographers	4	1

\*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings	Top Job Titles	Unique Postings
Gradimages	3	Photographers	7
Associated Students	2	Graduation Photographers	4
Balfour	2	Videographers/Photographers	3
Class Valuation	2	Photographers Manager	2
Deckers	2	Photographers/Sales Associates	2
Photogenic	2	Photography Assistants	2
Urban Body Jewelry	2	Real Estate Photographers	2
Auto Express Window Stickers	1	Automotive Photographers	1
Cheez	1	Photographers/Editors	1
E.W. Scripps	1	Photography Sales Specialists	1

## Top Distinguishing Skills by Demand

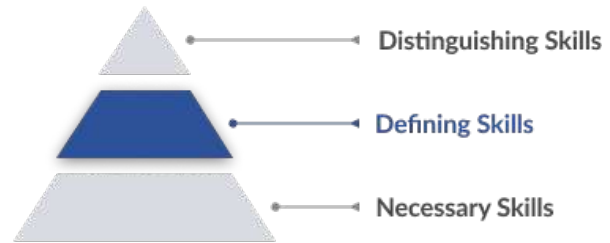
An occupation's Distinguishing Skills are the advanced skills that are called for occasionally. An employee with these skills is likely more specialized and able to differentiate themselves from others in the same role.



Skill	Salary Boosting	Job Postings Requesting
Adobe Photoshop Lightroom		2
Drone Pilot Certificate		0
Digital Single-Lens Reflex Cameras		0
Portrait Photography		0
Wedding Photography		0

## Top Defining Skills by Demand

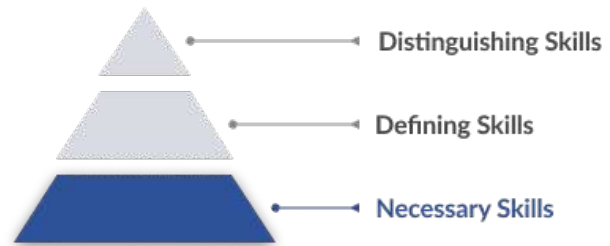
An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.



Skill	Salary Boosting	Job Postings Requesting
Photography	✓	21
Videography	✓	6
Valid Driver's License	✗	4

## Top Necessary Skills by Demand

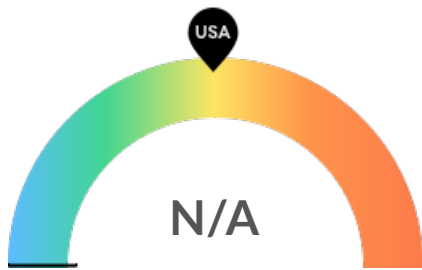
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



Skill	Salary Boosting	Job Postings Requesting
Adobe Photoshop	✗	6
Marketing	✗	4

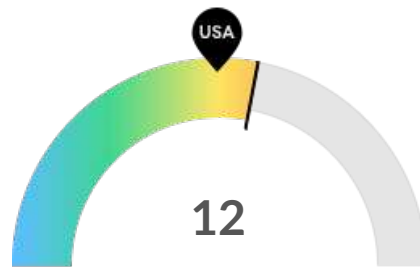
## Demographics

### Reliable Retirement Information Is Not Available, While Overall Diversity Is High



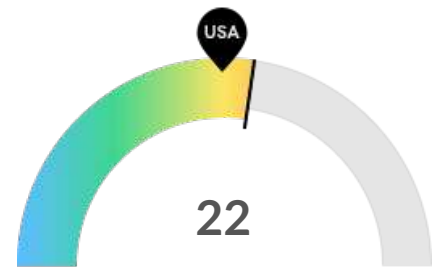
**Retiring Soon**

Reliable retirement information is not available in your area, because there are too few employees.



**Racial Diversity**

Racial diversity is high in your area. The national average for an area this size is 10\* racially diverse employees, while there are 12 here.

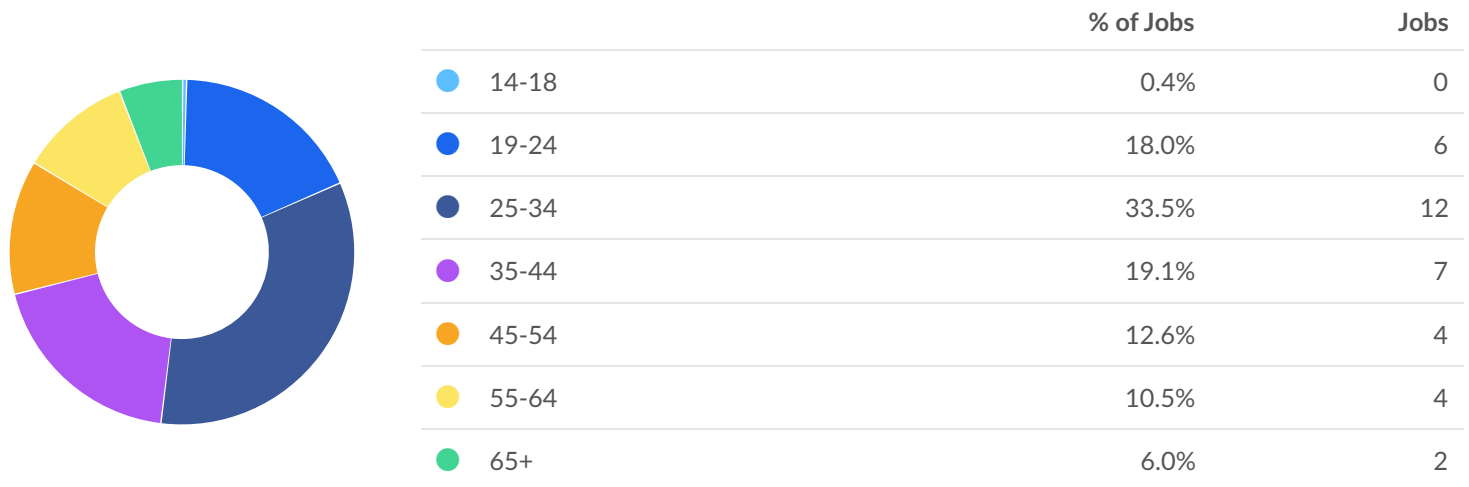


**Gender Diversity**

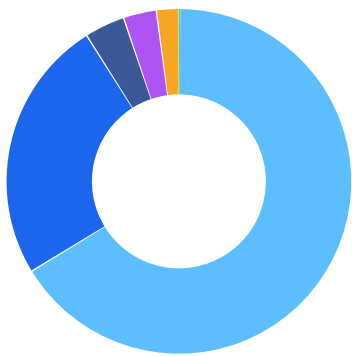
Gender diversity is high in your area. The national average for an area this size is 19\* female employees, while there are 22 here.

\*National average values are derived by taking the national value for Photographers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

## Occupation Age Breakdown

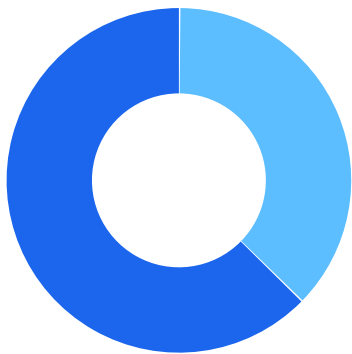


## Occupation Race/Ethnicity Breakdown



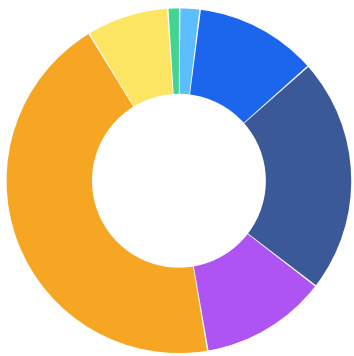
	% of Jobs	Jobs
White	66.2%	23
Hispanic or Latino	24.7%	9
Asian	3.8%	1
Two or More Races	3.1%	1
Black or African American	2.1%	1
American Indian or Alaska Native	0.0%	0
Native Hawaiian or Other Pacific Islander	0.0%	0

## Occupation Gender Breakdown



	% of Jobs	Jobs
Males	37.3%	13
Females	62.7%	22

## National Educational Attainment



	% of Jobs
<span style="color: #00AEEF;">●</span> Less than high school diploma	1.9%
<span style="color: #0070C0;">●</span> High school diploma or equivalent	11.5%
<span style="color: #003366;">●</span> Some college, no degree	22.0%
<span style="color: #800080;">●</span> Associate's degree	11.9%
<span style="color: #FFA500;">●</span> Bachelor's degree	44.0%
<span style="color: #FFD700;">●</span> Master's degree	7.7%
<span style="color: #008000;">●</span> Doctoral or professional degree	1.1%

# Occupational Programs



**8 Programs**

Of the programs that can train for this job, 8 have produced completions in the last 5 years.



**408 Completions (2021)**

The completions from all regional institutions for all degree types.



**7 Openings (2021)**

The average number of openings for an occupation in the region is 74.

CIP Code	Top Programs	Completions (2021)
50.0702	Fine/Studio Arts, General	110
09.0401	Journalism	102
10.0301	Graphic Communications, General	94
50.0701	Art/Art Studies, General	83
10.0201	Photographic and Film/Video Technology/Technician	9
09.0702	Digital Communication and Media/Multimedia	8
50.0101	Visual and Performing Arts, General	1
50.0605	Photography	1

Top Schools	Completions (2021)
California Polytechnic State University-San Luis Obispo	223
University of California-Santa Barbara	75
Santa Barbara City College	51
Cuesta College	28
Allan Hancock College	20
Westmont College	11



## Appendix A

**Photographers (SOC 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. Excludes Camera Operators, Television, Video, and Film (27-4031).

**Sample of Reported Job Titles:**

- Photojournalist
- News Photographer
- Portrait Photographer
- Photographer
- Industrial Photographer
- Advertising Photographer
- Studio Photographer
- Sports Photographer
- Newspaper Photojournalist
- Commercial Photographer

**Related O\*NET Occupation:**

Photographers (27-4021.00)