

Labor Market Analysis: 1301.10/Consumer Services

Consumer Affairs - Associate of Arts (A.A.) Degree

Financial Counseling - Certificate requiring 8 to <16 semester units

Los Angeles Center of Excellence, June 2023

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, 25 th)	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>			
Education:	Yes	<input type="checkbox"/>	No	<input checked="" 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 two occupations:

- **Personal Financial Advisors (13-2052)** Advise clients on financial plans using knowledge of tax and investment strategies, securities, insurance, pension plans, and real estate. Duties include assessing clients' assets, liabilities, cash flow, insurance coverage, tax status, and financial objectives. May also buy and sell financial assets for clients.¹
- **Credit Counselors (13-2071)** Advise and educate individuals or organizations on acquiring and managing debt. May provide guidance in determining the best type of loan and explain loan requirements or restrictions. May help develop debt management plans or student financial aid packages. May advise on credit issues, or provide budget, mortgage, bankruptcy, or student financial aid counseling.²

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.³ Although both occupations typically require a bachelor's degree, nearly half of *credit counselors* have completed some college/associate degree or less education, while only 14% of *personal financial advisors* in the field have completed an associate degree or less education. Since this program is considered foundational for the field of financial counseling, labor market information is included for *personal financial advisors* (13-2052). In order to provide a more nuanced view of the regional job market and an appropriate amount of detail as it

¹ [Personal Financial Advisors: U.S. Bureau of Labor Statistics \(bls.gov\)](https://www.bls.gov)

² [Credit Counselors \(bls.gov\)](https://www.bls.gov)

³ 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.

relates to opportunities attainable to community college students, real-time job postings were limited to those requiring a high school diploma, vocational training, or an associate degree. 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 these consumer services occupations in the region. Both occupations have entry-level wages that exceed the self-sufficiency standard wage in both Los Angeles and Orange counties. While nearly half of *credit counselors* working in the field have completed some college/associate degree, only 17% of *personal financial advisors* have completed an associate degree or less education. **Therefore, due to some of the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, **2,040 jobs are projected to be available annually** in the region due to new job growth and replacements, **which is more/less than the three-year average of 732 awards conferred** by educational institutions in the region.
 - There were **2,258 online middle-skill job postings for consumer services occupations** listed in the past 12 months. The highest number of job postings were for financial advisors, client advisors, financial consultants, financial counselors, and financial coordinators.
- **Living Wage Criteria** – Within Los Angeles County, **both occupations have entry-level wages above the self-sufficiency standard hourly wage (\$18.10/hour).**⁴
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **bachelor's degree** as the **typical entry-level education** for the occupations in this report.
 - The national-level educational attainment data indicates **46% of credit counselors have completed some college/associate degree or less education**, while only 17% of *personal financial advisors* have completed an associate degree or less education.
 - 83% of *personal financial advisors* have completed a bachelor's degree or more education.

Supply:

- There are **10 community colleges** in the greater LA/OC region that issue awards related to finance and/or consumer services, conferring an average of **72 awards annually** between 2018 and 2021.
- Between 2017 and 2020, there was an average of **660 awards conferred annually** in related training programs by non-community college institutions throughout the greater LA/OC region.

⁴ Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these consumer services occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 8% through 2026. There will be more than 2,000 job openings per year through 2026 due to job growth and replacements.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties⁵

Geography	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change	Annual Openings
Los Angeles	16,122	17,335	1,214	8%	1,435
Orange	6,632	7,139	507	8%	605
Total	22,753	24,474	1,721	8%	2,040

Wages

The labor market endorsement in this report considers the entry-level hourly wages for these consumer services occupations 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.

Los Angeles County

Both occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$22.38 and \$29.48. Experienced workers can expect to earn wages between \$30.25 and \$76.43.

Exhibit 2: Earnings for Occupations in LA County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Personal Financial Advisors (13-2052)	\$29.48	\$48.83	\$76.43	\$101,600
Credit Counselors (13-2071)	\$22.38	\$26.78	\$30.25	\$55,700

*rounded to the nearest \$100

Orange County

Both occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$21.79 and \$25.99. Experienced workers can expect to earn wages between \$29.27 and \$61.42.

⁵ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

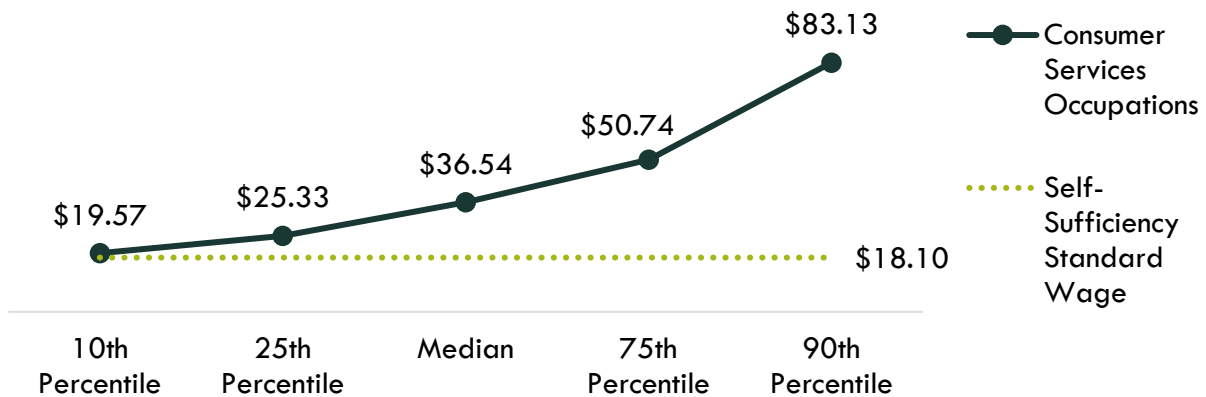
Exhibit 3: Earnings for Occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Personal Financial Advisors (13-2052)	\$25.99	\$42.55	\$61.42	\$88,500
Credit Counselors (13-2071)	\$21.79	\$26.05	\$29.27	\$54,200

*rounded to the nearest \$100

On average, the entry-level earnings for the occupations in this report are \$25.33; this is above the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 4 shows the average wage for the occupations in this report, from entry-level to experienced workers.

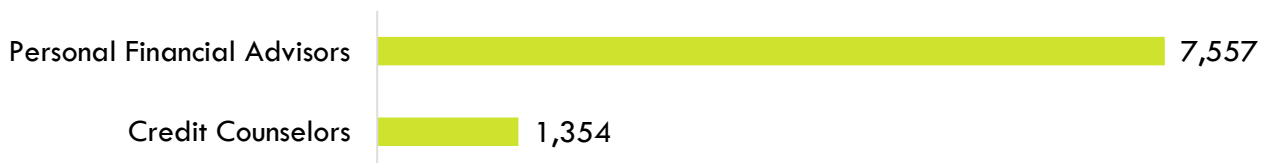
Exhibit 4: Average Hourly Earnings for Consumer Services Occupations in LA/OC



Job Postings

There were 2,258 online middle-skill job postings for consumer services occupations listed in the past 12 months.⁶ Exhibit 5 displays the number of job postings by occupation. The majority of job postings (85%) were for *personal financial advisors*, followed by *credit counselors* (15%). The highest number of job postings were for financial advisors, client advisors, financial consultants, financial counselors, and financial coordinators. The top skills were financial service, investments, marketing, sales prospecting, and customer relationship management. The top three employers, by number of job postings, in the region were: Mutual of Omaha, Fidelity Investments, and Charles Schwab.

Exhibit 5: Job postings by occupation (last 12 months)



⁶ In order to provide a more nuanced view of the regional job market and an appropriate amount of detail as it relates to opportunities attainable for community college students, real-time job postings were limited to those requiring a high school diploma, vocational training, or an associate degree.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for both occupations in this report. The national-level educational attainment data indicates 46% of *credit counselors* have completed some college/associate degree or less education, while only 17% of *personal financial advisors* have completed an associate degree or less education. 83% of *personal financial advisors* have completed a bachelor's degree or more education. Of the 32% of middle-skill consumer services job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 90% (648) requested high school or vocational training, and 10% (69) requested an associate degree.

Educational Supply

Community College Supply

Exhibit 6 shows the annual and three-year average number of awards conferred by community colleges in the related TOP codes: Baking and Finance (0504.00), and Consumer Services (1301.10). The colleges with the most completions in the region are LA Valley, LA City, and Orange Coast.

Exhibit 6: Regional community college awards (certificates and degrees), 2018-2021

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
0504.00	Banking and Finance	Citrus	8	-	-	3
		Glendale	1	3	3	2
		LA City	9	21	12	14
		LA Pierce	1	5	9	5
		LA Southwest	2	2	-	1
		LA Valley	34	34	36	35
		Long Beach	-	1	3	1
		Pasadena	5	1	2	3
		LA Subtotal	60	67	65	64
Supply Subtotal/Average			60	67	65	64
1301.10	Consumer Services	LA City	-	-	1	0
		Mt San Antonio	-	-	1	0
		LA Subtotal	-	-	2	1
		Orange Coast	-	15	6	7
		OC Subtotal	-	15	6	7
Supply Subtotal/Average			-	15	8	8
Supply Total/Average			60	82	73	72

Non-Community College Supply

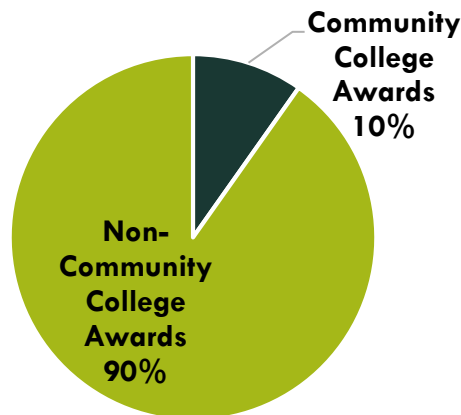
For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for consumer services occupations. Exhibit 7 shows the annual and three-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2017 to 2020. Between 2017 and 2020, non-community college institutions in the region conferred an average of 660 bachelor's and sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards that typically take fewer than four years to complete. Bachelor's degrees are included in this report, since both occupations typically require a bachelor's degree.

Exhibit 7: Regional non-community college awards, 2017-2020

CIP	Program	Institution	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
19.0101	Family and Consumer Sciences/ Human Sciences, General	CSU-Long Beach	398	440	506	448
		CSU-Northridge	237	209	184	210
		The Master's University & Seminary	7	-	-	2
Supply Total/Average			642	649	690	660

Exhibit 8 shows the proportion of community college awards conferred in LA/OC compared to the number of non-community college awards for the programs in this report. Nine of ten awards conferred in these programs are awarded by non-community colleges in the LA/OC region.

Exhibit 8: Community College Awards Compared to Non-Community College Awards in LA/OC Region, 3-Year Average



Appendix A: Occupational demand and wage data by county

Exhibit 9. 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)
Personal Financial Advisors (13-2052)	15,377	16,517	1,140	7%	1,359	\$29.48	\$48.83	\$76.43
Credit Counselors (13-2071)	744	818	73	10%	75	\$22.38	\$26.78	\$30.25
Total	16,122	17,335	1,214	8%	1,435	-	-	-

Exhibit 10. 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)
Personal Financial Advisors (13-2052)	6,364	6,851	487	8%	579	\$25.99	\$42.55	\$61.42
Credit Counselors (13-2071)	268	288	20	7%	26	\$21.79	\$26.05	\$29.27
Total	6,632	7,139	507	8%	605	-	-	-

Exhibit 11. Los Angeles and Orange Counties

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	% Age 55 and older*	Typical Entry-Level Education
Personal Financial Advisors (13-2052)	21,741	23,369	1,628	7%	1,939	33%	Bachelor's degree
Credit Counselors (13-2071)	1,012	1,105	93	9%	101	19%	Bachelor's degree
Total	22,753	24,474	1,721	8%	2,040	-	-

*The average percentage of workers age 55 and older across all occupations in the greater LA/OC region is 27%. *Personal financial advisors* has a larger share of older workers, which typically indicates greater replacements needs to offset the amount of impending retirements.

Appendix B: Sources

- O*NET Online
- 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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