

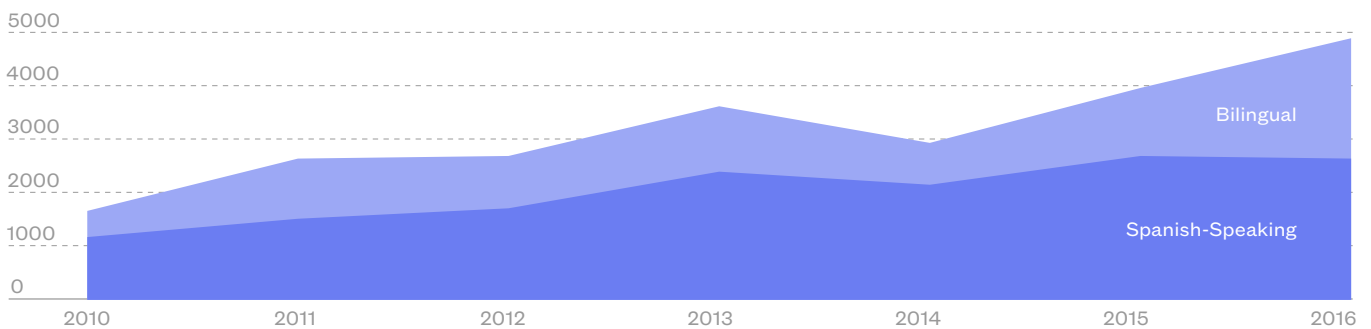
# Demand for Bilingual Workers in Iowa

## 1. INCREASED DEMAND FOR BILINGUAL WORKERS IN IOWA\*

- Between 2010 and 2016, **online job postings in Iowa for bilingual workers nearly tripled**, from 1,658 to 4,946 job postings. This marked a 198.3% increase in the number of online job postings for bilingual workers since 2010.
- Demand for language proficiency in Spanish followed this trend. Postings for candidates who speak Spanish **more than doubled** between 2010 and 2016, increasing from 1,169 to 2,669 job postings, or by 128.3%.

### Rising Demand for Bilingual Workers in Iowa

Online Job Postings, 2010-2016



Online Job Postings	2010	2011	2012	2013	2014	2015	2016	% Change, 2010-2016
<b>Bilingual</b>	1,658	2,691	2,733	3,654	2,988	4,023	4,946	<b>198.3%</b>
<b>Spanish-Speaking</b>	1,169	1,551	1,717	2,420	2,170	2,733	2,669	<b>128.3%</b>
<b>Total Job Postings</b>	129,217	186,971	180,609	240,967	295,886	350,411	385,759	<b>198.5%</b>

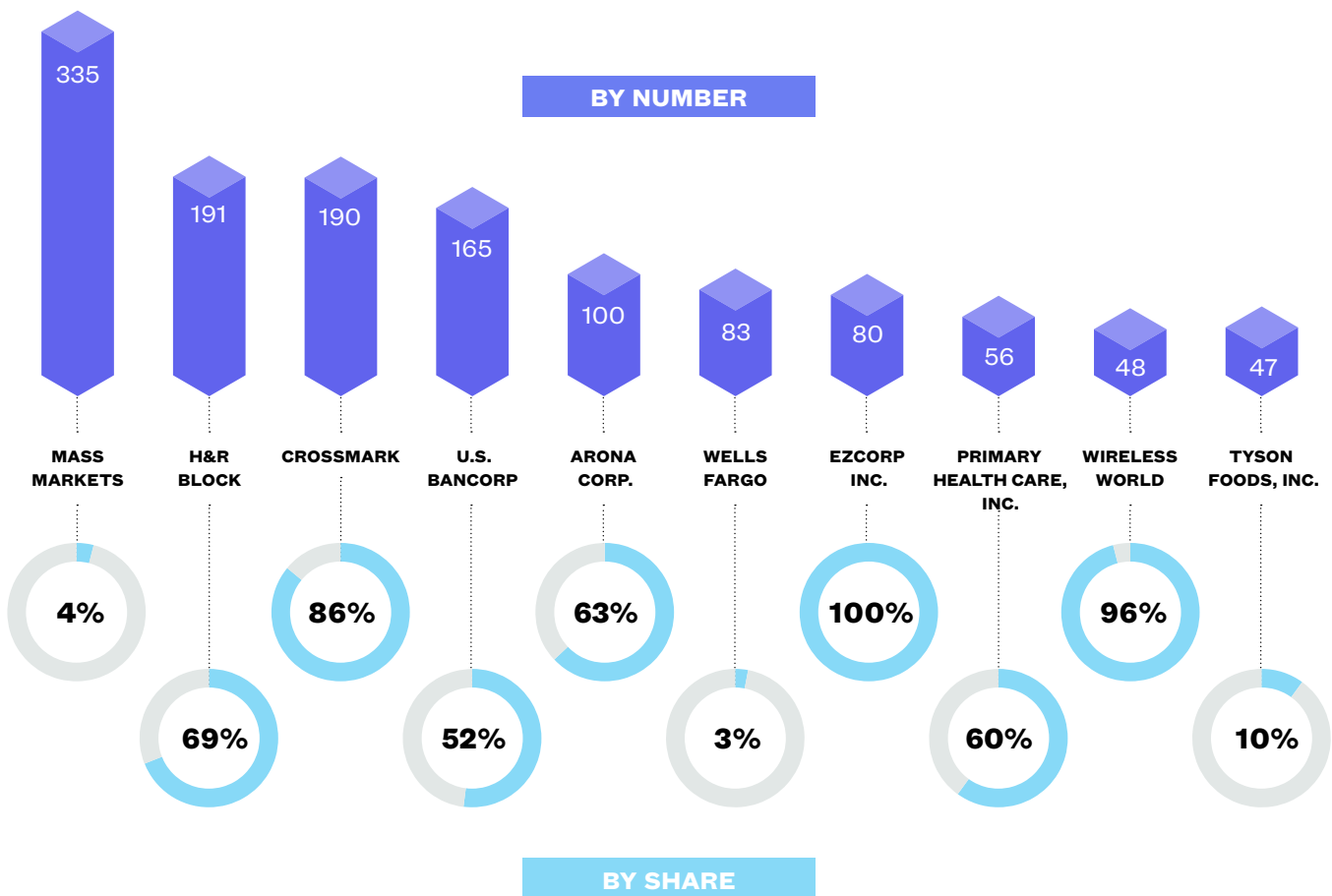
\* Source: New American Economy analysis of Burning Glass data (2016)

## 2. TOP 10 EMPLOYERS SEEKING BILINGUAL CANDIDATES

- In 2016, **jobs for bilingual workers represented a significant share of online job postings** at many of Iowa's most recognizable employers.
- Of the Top 10 Iowa employers for bilingual workers, 7 called for bilingual candidates in more than half of all of their online job postings, including **H&R Block, Crossmark, and U.S. Bancorp.**
- At Crossmark, **86%** of online job postings called for bilingual candidates, at Wireless World, that number was **96%**, and at EZCorp Inc., **100%** of their online job postings in 2016 called for bilingual candidates.

### Top Employers for Bilingual Workers

Online Job Postings by Number and Share of All Postings from Company, 2016



### 3. BILINGUAL POSTINGS IN THE TOP FIVE KEY INDUSTRIES

- In 2016, postings for bilingual candidates accounted for **a significant number of job postings** in key Iowa industries. The largest demand for bilingual applicants was found in the Business Support Services industry (692 postings) and the Insurance Carriers industry (336 postings).
- In the Accounting, Tax Preparation, Bookkeeping, and Payroll Services industry and the Grocery and Related Product Merchant Wholesalers industry, nearly **one in four** online job postings called for bilingual applicants.

### Top Industries for Bilingual Workers

Online Job Postings, 2016

**Business Support Services**

**692 bilingual job postings**

(5% of the industry)

**Insurance Carriers**

**336 bilingual job postings**

(3% of the industry)

**Depository Credit Intermediation**

**321 bilingual job postings**

(5% of the industry)

**Grocery & Related Product Merchant Wholesalers**

**198 bilingual job postings**

(37% of the industry)

**Accounting, Tax Preparation, Bookkeeping, & Payroll Services**

**194 bilingual job postings**

(25% of the industry)

