

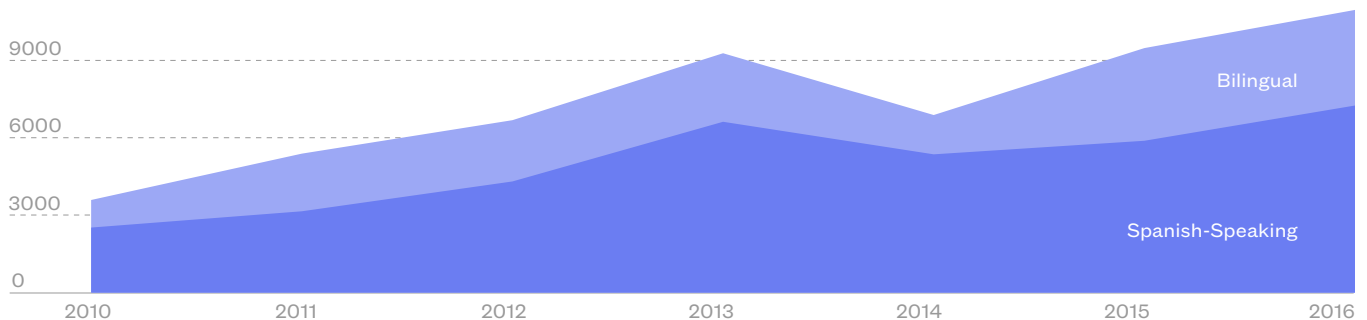
Demand for Bilingual Workers in Michigan

1. INCREASED DEMAND FOR BILINGUAL WORKERS IN MICHIGAN*

- Between 2010 and 2016, **online job postings in Michigan for bilingual workers nearly tripled**, from 3,626 to 10,863 job postings. This marked a 199.6% increase in the number of online job postings for bilingual workers since 2010.
- Demand for language proficiency in Spanish also followed this trend. Postings for candidates who speak Spanish **nearly tripled** between 2010 and 2016, increasing from 2,439 to 6,944 job postings, or by 184.7%.

Rising Demand for Bilingual Workers in Michigan

Online Job Postings, 2010-2016



Online Job Postings	2010	2011	2012	2013	2014	2015	2016	% Change, 2010-2016
Bilingual	3,626	5,382	6,679	9,333	6,939	9,522	10,863	199.6%
Spanish-Speaking	2,439	3,012	4,072	6,310	5,051	5,641	6,944	184.7%
Total Job Postings	302,215	402,769	463,593	602,372	638,851	778,079	936,500	209.9%

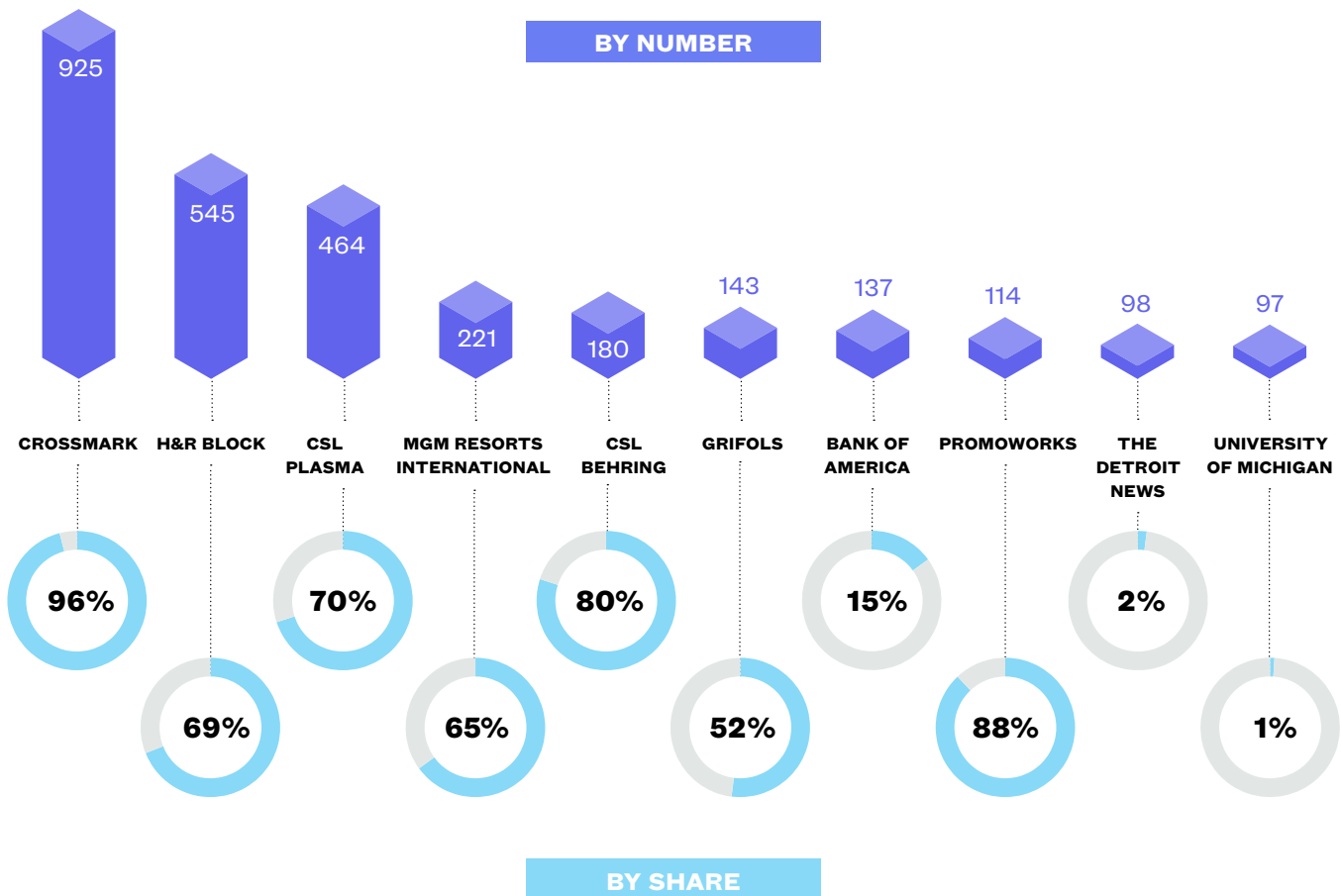
* Source: New American Economy analysis of Burning Glass data (2016)

2. TOP 10 EMPLOYERS SEEKING BILINGUAL CANDIDATES

- In 2016, **jobs for bilingual workers represented a significant share of online job postings** at many of Michigan’s most recognizable employers.
- Seven of the top 10 Michigan employers for bilingual workers called for bilingual candidates in more than half of all of their online job postings, including **H&R Block, MGM Resorts International, and Crossmark.**
- At Crossmark, **96.1%** of online job postings called for bilingual candidates. At Promoworks, that number was **88.4%**, and at CSL Behring, **79.6%** 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 made up **a significant share of job postings** in key Michigan industries. The largest demand for bilingual applicants was found in the Grocery industry (4.7%) and the Accounting industry (4.2%).
- In the Grocery industry, **nearly 1,000 online job postings** called for bilingual applicants.

Top Industries for Bilingual Workers

Online Job Postings, 2016

