



# LANGUAGE DIVERSITY & THE WORKFORCE

## The Growing Need for Bilingual Workers in New Jersey's Economy

As employers strive to increase their competitiveness in the global economy, they are increasingly seeking candidates who have the language skills necessary to communicate with a diverse customer base, and with operations and competitors overseas. This research brief explores the growing demand for bilingual talent in New Jersey from some of the state's biggest industries and employers, and highlights the need to attract and promote language diversity in New Jersey's workforce among both foreign-born and U.S.-born workers.

**There is increasing demand from New Jersey employers for candidates who speak world languages.** Between 2010 and 2014, job postings in New Jersey showed increased demand for proficiency in German (53.2%), Chinese (20.6%), Spanish (20.3%), and a slight increase for French (0.4%). In absolute numbers, there has been an enormous increase in demand for Spanish language proficiency in the workplace in New Jersey. Between 2010 and 2014, there has been a net increase of nearly 3,000 job postings seeking candidates proficient in Spanish.

### CHANGE IN SHARE OF JOB POSTINGS SEEKING CANDIDATES WITH WORLD LANGUAGE PROFICIENCY (2010–2014)

Language	2010–2014 Increase
German	53.2%
Chinese	20.6%
Spanish	20.3%
French	0.4%
Total Increase for All 4 Languages	19.8%

**In 2014, jobs for bilingual workers represented at least 1 in 5 online job postings at many of New Jersey's top employers.** In 2014, jobs for bilingual workers represented at least 1 in 5 of the overall postings at the following companies: Bank of America (19.9%), H&R Block (22.3%), State Farm Insurance Companies (24.5%), Rent-A-Center (24.1%), and Crossmark, Inc. (21.5%). Of the companies with the highest absolute numbers of bilingual job postings, four (Bank of America, AT&T, Rutgers, and Wells Fargo) have more than 6,000 total employees and are consistently ranked among the top employers in New Jersey.

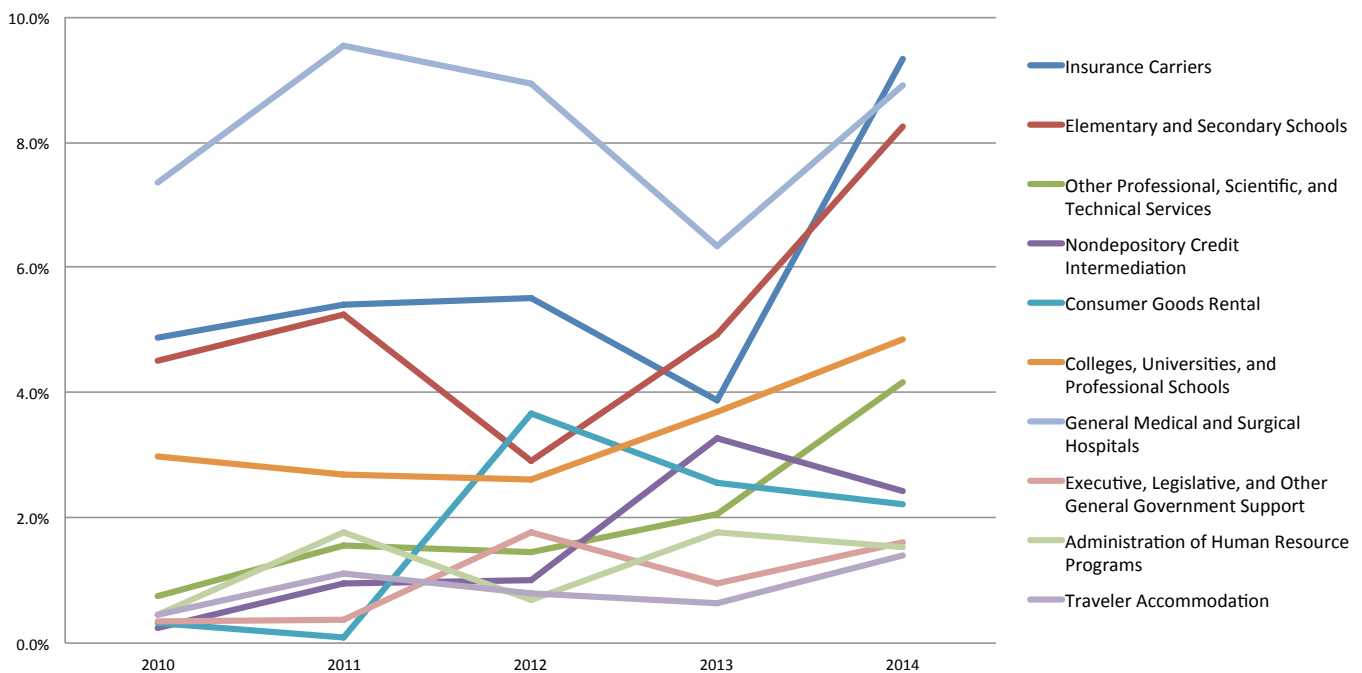
Employer	Bilingual Job Postings	Bilingual Share of Postings
Bank of America	560	19.9%
H&R Block	164	22.3%
AT&T	137	12.1%
Wells Fargo	119	7.9%
Promoworks	101	7.1%
State Farm Insurance Companies	79	24.5%
Rent-A-Center	75	24.1%
Crossmark Incorporated	65	21.5%
Bayada Home Health Care	55	2.4%
Rutgers, the State University of New Jersey	49	2.1%

**In 2014, there were more than 3,500 job postings for bilingual workers across 10 of New Jersey's key industries, including Finance and Health Care.** The top ten industries seeking bilingual candidates — which include Finance and Insurance, Health Care and Social Assistance, and Educational Services — have more than 100 job postings each for bilingual candidates. In 2014, there were 3,552 job postings for bilingual candidates across these ten industries alone.

- Finance and Insurance (1,167)
- Health Care and Social Assistance (519)
- Professional, Scientific, and Technical Services (405)
- Retail Trade (372)
- Educational Services (301)
- Information (258)
- Manufacturing (189)
- Administrative and Support and Waste Management and Remediation Services (115)
- Wholesale Trade (114)
- Public Administration (112)

**From 2010 to 2014, industries that require high levels of service and communication also show increased demand for bilingual job candidates.**

**Share of Bilingual Jobs by Industry, Top 10 Gainers, 2010 to 2014**



#### METHODOLOGICAL APPENDIX

For this study we used online job postings data acquired from Burning Glass. Every day, Burning Glass collects data from almost 40,000 sources, mining and coding data from each posting. To obtain data on bilingual and foreign language requirements in New Jersey, we used key-word text searches (for example: "Bilingual," and "Spanish") to mine job postings by year, occupation (group), employer, and industry. Accessed in December 2015.