

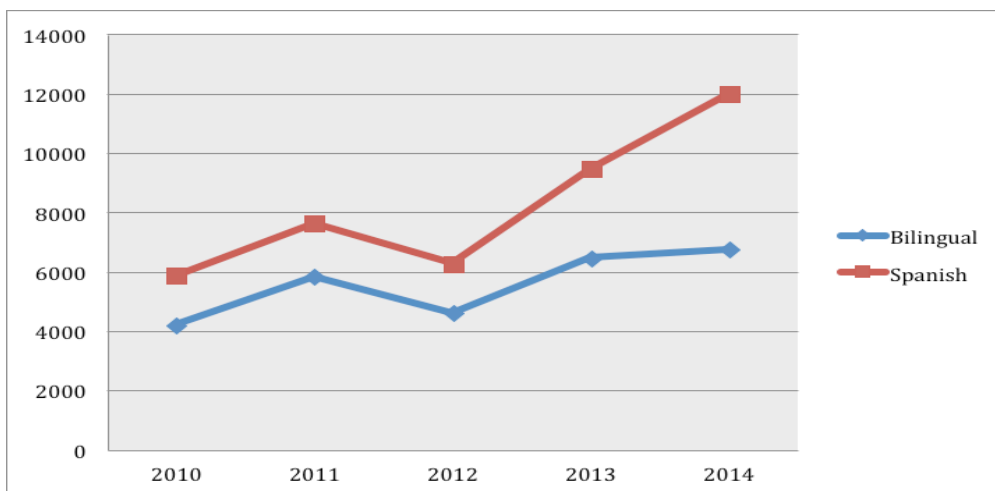
LANGUAGE DIVERSITY & THE WORKFORCE

The Growing Need for Bilingual Workers in Arizona'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 Arizona from some of the state's biggest industries and employers, and highlights the need to attract and promote language diversity in Arizona's workforce among both foreign-born and U.S.-born workers.

There is increasing demand from Arizona employers for candidates who speak world languages. Between 2010 and 2014, online job postings in Arizona for bilingual candidates increased by 60.3 percent, from 4,211 to 6,751 postings. Demand for Spanish-speaking workers more than doubled, from 5,873 to 11,990 postings.

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

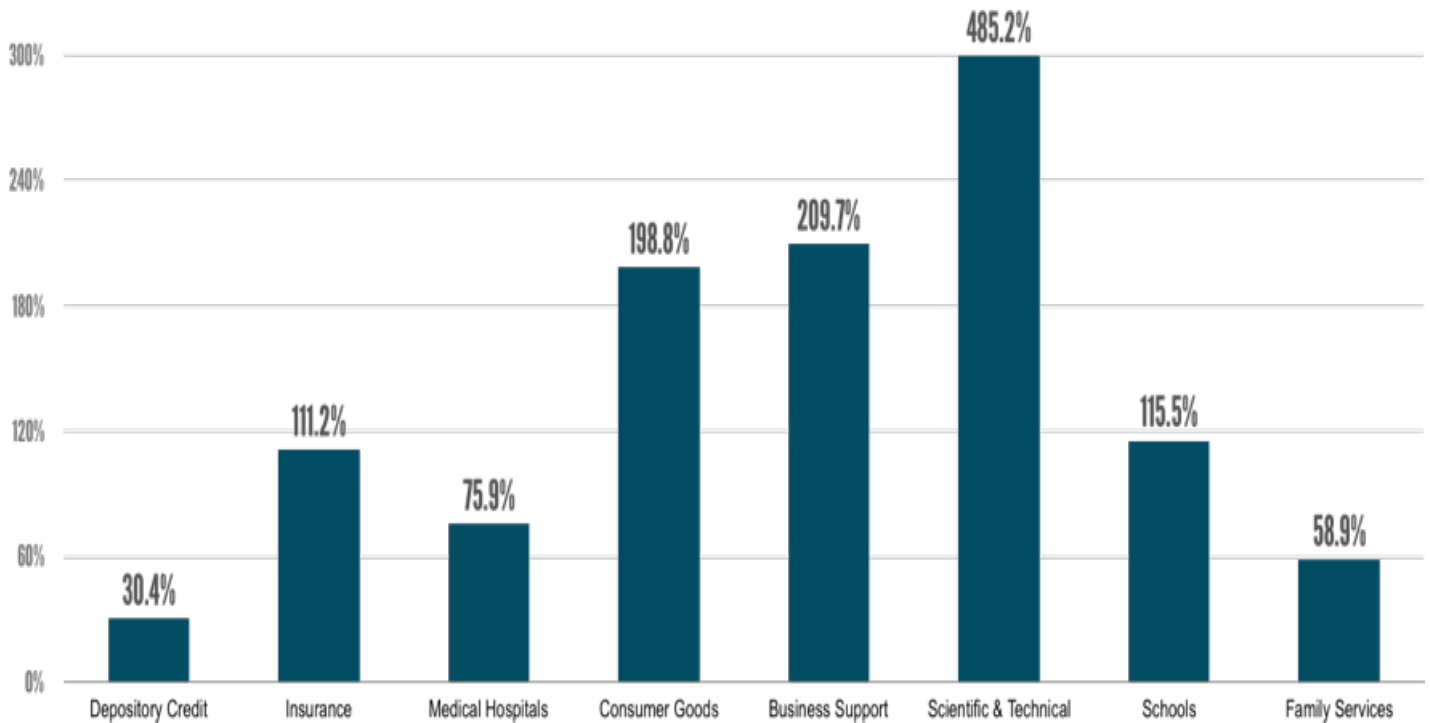


In 2014, jobs for bilingual workers represented a significant share of online job postings at some of Arizona's top employers. In 2014, jobs for bilingual workers represented more than one in four job postings at Bank of America (32.32%) and Rent-A-Center (32.37%), and more than one in ten jobs at Maricopa Integrated Health (12.55%), Midfirst Bank (12.57%), and State Farm Insurance Companies (14.64%).

Employer	Bilingual Job Postings	Bilingual Share of Postings
Bank of America	617	32.32%
Rent-A-Center	257	32.37%
Maricopa Integrated Health	103	12.55%
Midfirst Bank	95	12.57%
State Farm Insurance Companies	88	14.64%
Wells Fargo	77	4.58%
UnitedHealth Group	68	2.15%
JPMorgan Chase Company	52	2.72%
H&R Block	51	4.21%
Lowe's Companies, Inc.	51	4.62%

Between 2010 and 2014 postings for bilingual candidates increased in many of Arizona’s key industries, including: Professional, Scientific, and Technical Services (485.2% increase); Business Support Services (209.7% increase); Consumer Goods Rental (198.8% increase); Elementary and Secondary Schools (115.5% increase); Insurance Carriers (111.2% increase); General Medical and Surgical Hospitals (75.9% increase); Individual and Family Services (58.9% increase); and Depository Credit Intermediation (30.4% increase).

**INCREASE IN NUMBER OF JOB POSTINGS SEEKING BILINGUAL CANDIDATES
BY INDUSTRY, 2010-2014**



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 Arizona, we used key-word text searches (for example: “Bilingual,” and “Spanish”) to mine job postings by year, occupation (group), employer, and industry. Accessed in January 2016.