

# Demand for Bilingual Workers in Colorado

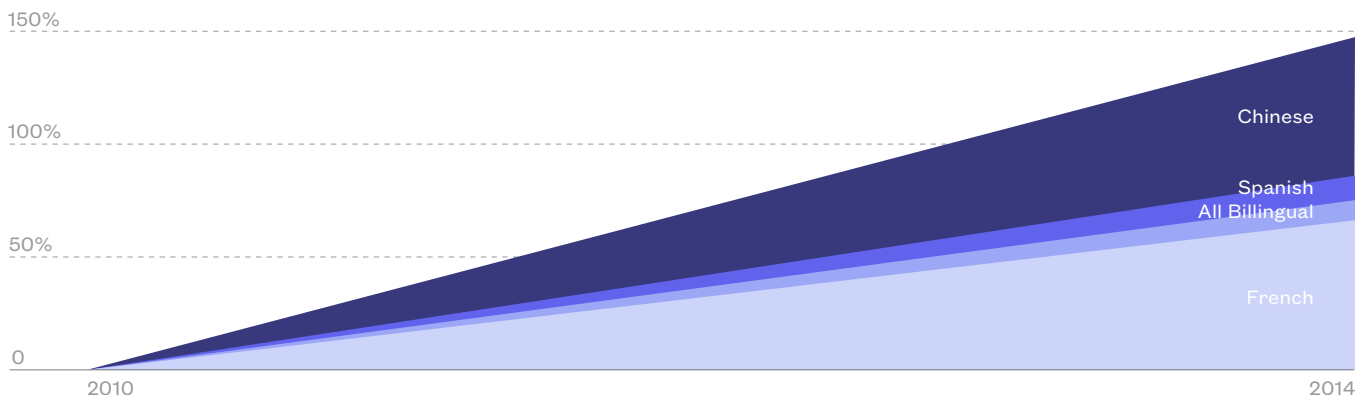
**A**s employers strive to increase their competitiveness in the global economy, they are increasingly seeking candidates who have the language skills necessary to communicate with a diverse customer base, and with operations and competitors overseas. This research brief explores the growing demand for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

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

- Between 2010 and 2014, online job postings in Colorado for bilingual candidates **nearly doubled**, from 2,892 to 5,092 postings.
- Specifically, demand increased for the following world languages: Chinese (**147.7%**), Spanish (**87.4%**), and French (**66.9%**).

### Rising Demand for Bilingual Workers in Colorado

Growth in Online Job Postings by Language, 2010-2014



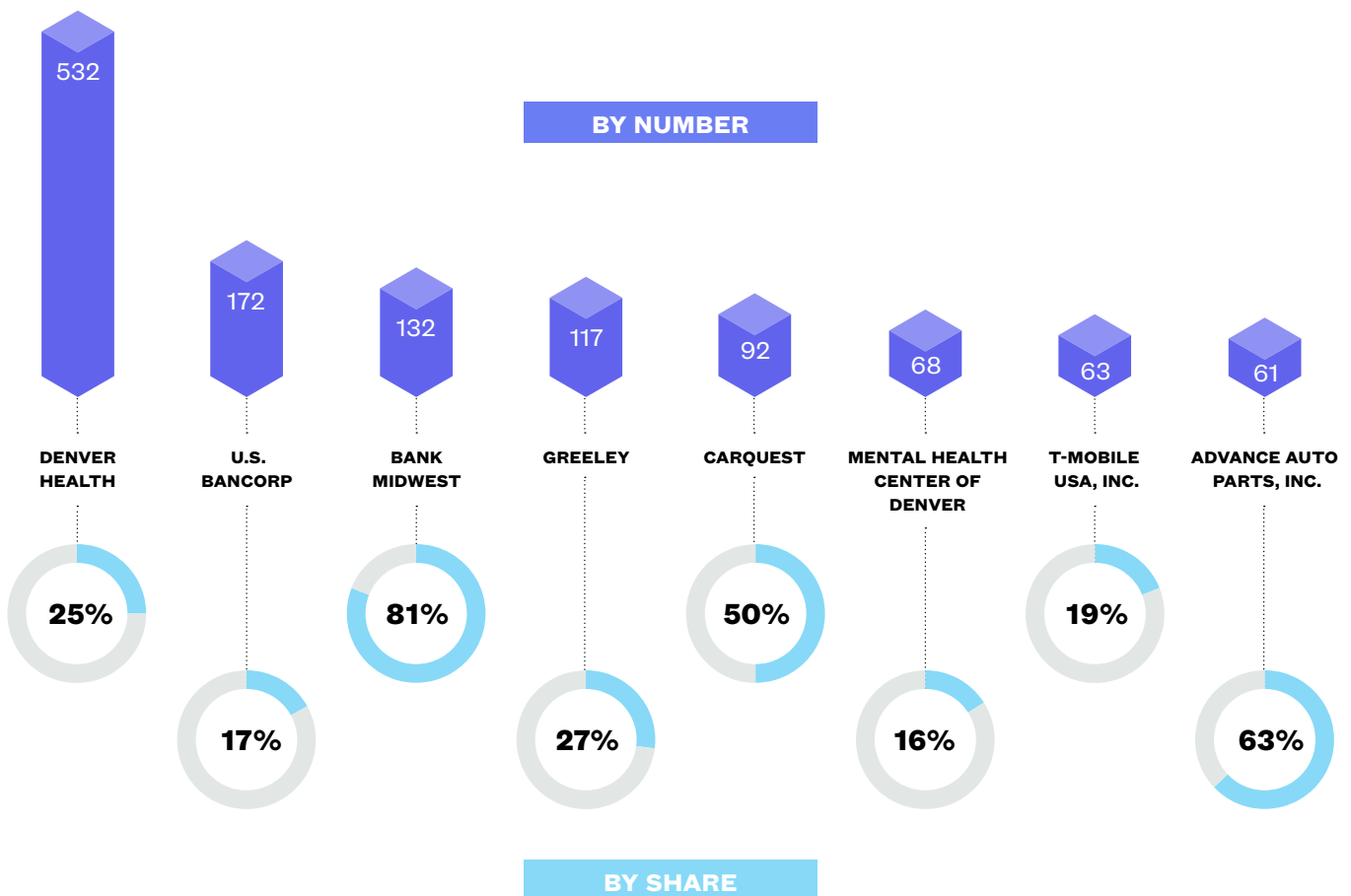
\* Source: New American Economy analysis of Burning Glass data (2016)

## 2. TOP EMPLOYERS SEEKING BILINGUAL CANDIDATES

- In 2014, **jobs for bilingual workers represented a significant share of online job postings** at some of Colorado’s most recognizable employers.
- Of the top 8 Colorado employers for bilingual workers, Bank Midwest, Advance Auto Parts, and Carquest all sought bilingual workers for **half or more** of their online job postings.
- More than **one in four** of the postings requested bilingual workers at Greeley and Denver Health.
- More than **one in ten** of the postings requested bilingual workers at T-Mobile, U.S. Bancorp, and Mental Health Center of Denver.

### Top Employers for Bilingual Workers

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



### 3. BILINGUAL POSTINGS IN KEY INDUSTRIES

- Between 2010 and 2014, postings for bilingual candidates **increased across Colorado industries**, including: General Medical and Surgical Hospitals (**361.7%**), Executive, Legislative, and Other General Government Support (**240%**), Elementary and Secondary Schools (**193.2%**), Outpatient Care Centers (**102.6%**), Depository Credit Intermediation (**90.6%**), Insurance Carriers (**86%**), Business Support Services (**52.7%**), and Traveler Accommodation (**3.4%**).

### Rising Demand for Bilingual Workers in Key Industries

Growth in Online Job Postings by Key Industry, 2010-2014

