

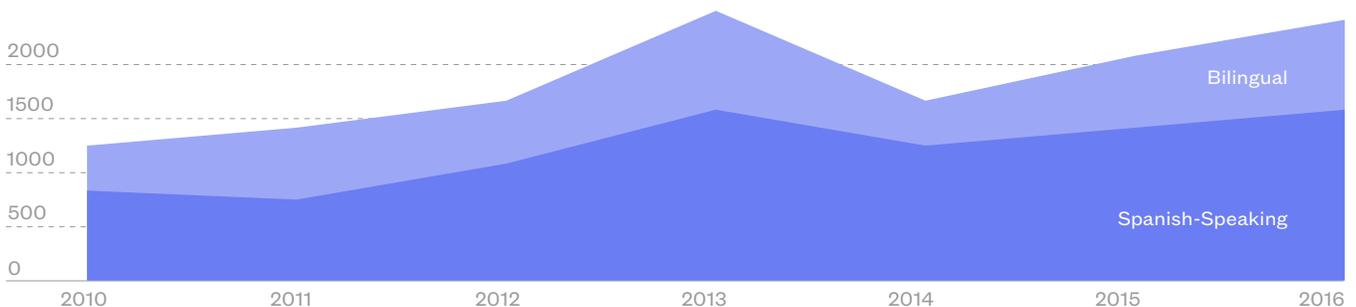
Demand for Bilingual Workers in Arkansas

1. INCREASED DEMAND FOR BILINGUAL WORKERS IN ARKANSAS*

- Between 2010 and 2016, **online job postings in Arkansas for bilingual workers nearly doubled**, from 1,468 to 2,914 job postings. This marked a 98.5% 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 also **nearly doubled** between 2010 and 2016, increasing from 1,036 to 1,856 job postings, or by 79.2%.

Rising Demand for Bilingual Workers in Arkansas

Online Job Postings, 2010-2016



Online Job Postings	2010	2011	2012	2013	2014	2015	2016	% Change, 2010-2016
Bilingual	1,468	1,681	1,980	3,032	1,975	2,488	2,914	98.5%
Spanish-Speaking	1,036	933	1,271	1,875	1,498	1,731	1,856	79.2%
Total Job Postings	85,392	95,397	109,313	144,141	175,784	213,478	267,209	212.9%

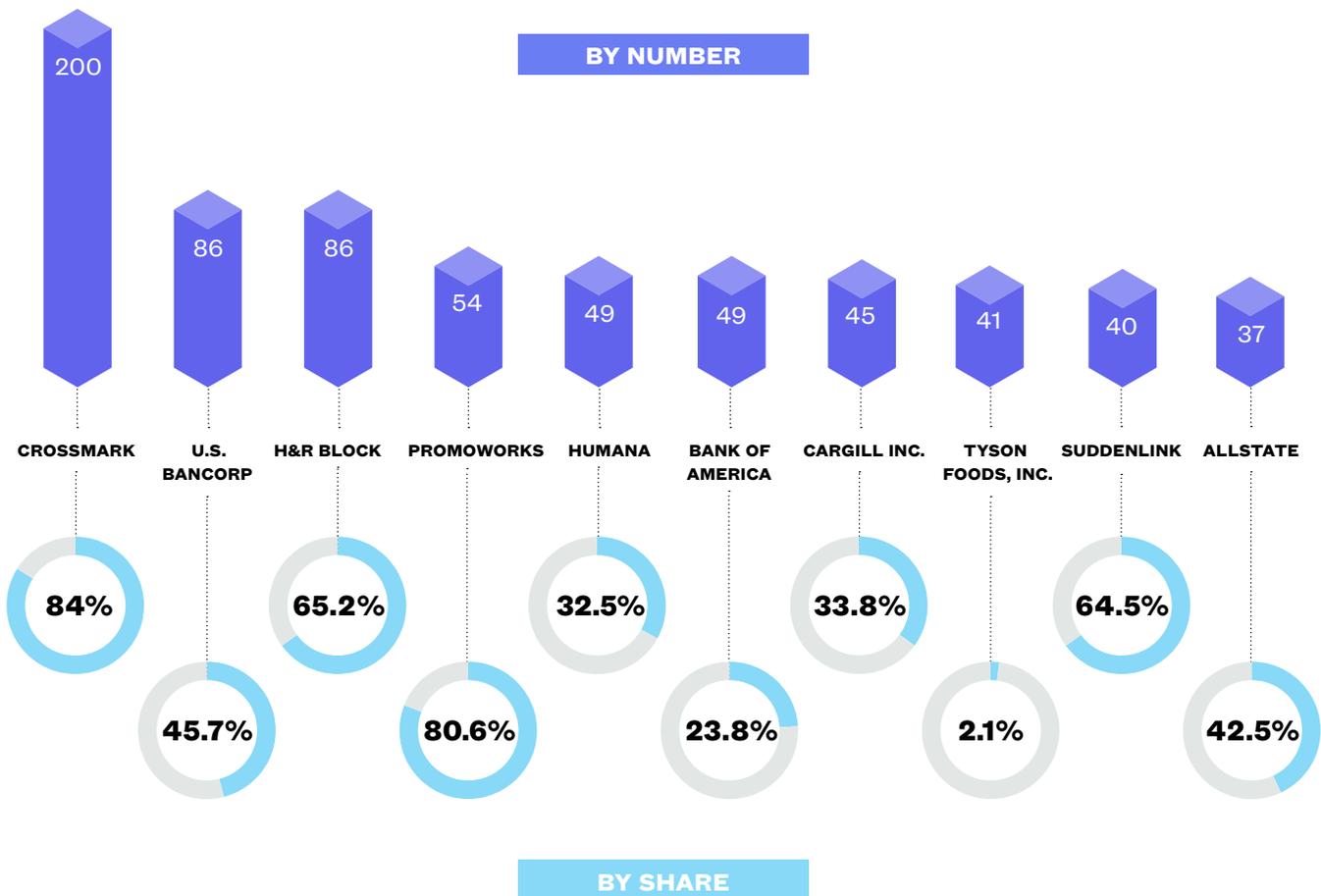
* Source: New American Economy analysis of Burning Glass data (2016)

2. TOP 10 EMPLOYERS SEEKING BILINGUAL CANDIDATES

- In 2016, **jobs for bilingual workers represented a significant share of online job postings** at many of Arkansas' most recognizable employers.
- Seven of the top 10 Arkansas employers for bilingual workers called for bilingual candidates in more than a third of all of their online job postings, including **H&R Block, Allstate, and U.S. Bancorp**.
- At Crossmark, **84.0%** of online job postings called for bilingual candidates. At Promoworks, that number was **80.6%**, and at Suddenlink, **64.5%** 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 Arkansas industries. The largest demand for bilingual applicants was found in the Grocery industry (14.6%) and the Depository Credit Intermediation industry (6.3%).
- In the Grocery and Related Product Merchant Wholesalers industry, **over 200 online job postings** called for bilingual applicants.

Top Industries for Bilingual Workers

Online Job Postings, 2016

