

## **NEW GEORGETOWN REPORT FINDS THAT OF 4 MILLION JOB OPENINGS POSTED ONLINE, 2 MILLION ARE FOR COLLEGE GRADUATES**

*Three out of five online job advertisements are for white-collar professional and STEM occupations*

(Washington, D.C., April 22, 2014) – More than 80 percent of job openings for workers with a bachelor’s degree or better are posted online, compared to less than 50 percent of job openings for workers with less education\*, according to a new report from the Georgetown University Center on Education and the Workforce.

The report analyzes the demand for college talent in the job market by examining online job advertisements for college degree-holders by education requirement, occupation, industry, and state.

Sixty-one percent of online job openings for college graduates are in white-collar professional occupations (33%) and STEM occupations (28%), which together account for over 1.1 million job openings posted online of the 1.9 million total online job openings for college graduates.

- Managerial and professional office (606,000 ads)
- STEM (507,000 ads)
- Sales and office support (254,000 ads)
- Healthcare professional and technical (200,000 ads)
- Education (101,000 ads)
- Community services and the arts (94,000 ads)
- Food and personal services (43,000 ads)
- Blue-collar (40,000 ads)
- Social science (8,000 ads)
- Healthcare support (5,000 ads)

“As the economy continues to recover from the recession, employers are looking for college graduates who can fill jobs in STEM, management, and professional fields,” said Tamara Jayasundera, a co-author of the report.

As seen in online job ads, the most in-demand white-collar professional jobs are:

- Accountants and auditors (50,000 ads)
- Medical/health services managers (45,000 ads)

The most in-demand STEM jobs advertised online are:

- Applications software developers (125,000 ads)
- Computer systems analysts (48,000 ads)

Among industries, the report finds the healthcare sector has a robust demand for college talent, especially for job seekers with graduate degrees. More than half of online job ads for college graduates in healthcare require a graduate degree.

Within the healthcare sector, registered nurse is the most in-demand occupation in online job ads. There are 50,000 job ads for nurses with a Bachelor's of Science in Nursing (B.S.N.) degree. Among employers, Hospital Corporation of America (HCA), Cleveland Clinic, and Providence Health & Services are the top online advertisers in the healthcare industry.

While most jobs in food and personal service do not require a college degree, 11 percent require a bachelor's degree, mostly for jobs like supervisors and head chefs. "In some cases, employers want college graduates for food service jobs, but they aren't flipping burgers," said Anthony P. Carnevale, the report's lead author.

The consulting and business services industry, which arose only 30 years ago, is now the top online advertiser for college talent, accounting for 23 percent of online job ads. Among employers in consulting and business services, Accenture, Deloitte Development LLC, and IBM are the top online advertisers of college jobs.

The most in-demand online job ads that offer high salaries are:

- Physicians and surgeons (\$185,000)
- Financial manager (\$120,000)
- Marketing manager (\$126,000)
- Applications software developer (\$92,000)
- Sales manager (\$117,000)
- Financial manager (\$120,000)

\*DISCLAIMER: Online job ads adequately represent job openings that require a BA or higher, but significantly underrepresent jobs for workers below the BA level. Because of this, the authors only examine online job advertisements that require a BA or better.

The full report, executive summary, and technical report for *The College Labor Market: Where the Jobs Are* are available online at <http://cew.georgetown.edu/report/onlinecollegelabormarket>.

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