

## CareerBuilder's Labor Day Study Reveals 3 Major Forces Shaping the U.S. Job Market

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CHICAGO, Sept. 2, 2016 /PRNewswire/ -- As the country gets ready to celebrate the contributions of American workers on September 5th, CareerBuilder is releasing new research that sheds light on the marketplace in which they operate. CareerBuilder's 2016 Labor Day study explores three key drivers of employment changes in the U.S., trends associated with each driver and occupations that are among those benefitting the most.

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"There are multiple factors that will influence job growth or deceleration, but most of the major shifts in employment today are tied to lifestyle changes, technology advancement and globalization," said Matt Ferguson, CEO of CareerBuilder and co-author of *The Talent Equation*. "Whether we're talking about the rise of the sharing economy, the power of smart technology or companies communicating in multiple languages and time zones, these trends are moving the needle on job growth for a wide variety of fields."

CareerBuilder's labor market analysis arm Emsi collects and interprets data from more than 100 national and local employment resources. While there are numerous variables that will influence employment shifts, for the purposes of this study, CareerBuilder and Emsi looked at a short list of trends that have played some part in the growth of specific occupations. The following tables highlight trends that fit within the main categories of lifestyle changes, technology advancement and globalization and show how specific occupations have been positively impacted.

Lifestyle Changes	Occupation Impacted	Current Number of Jobs	Number of Jobs Added 2012 to 2016	Percentage of Job Growth
People are choosing to eat out more, giving rise to the "foodie" generation.	Cooks, Restaurant	1,219,433	164,804	16%
More people are embracing the sharing economy. (example: Uber)	Taxi Drivers and Chauffeurs	283,175	37,023	15%
America is becoming more health-conscious.	Fitness Trainers and Aerobics Instructors	309,519	33,303	12%
Families are more careful with finances				

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after the last recession.	Personal Financial Advisors	257,493	29,913	13%	
More people are choosing to bank and shop online.	Information Security Analysts	86,563	9,342	12%	
Couples are postponing having children until later in life.	Obstetricians and Gynecologists	25,219	1,082	4%	
	Technology Advancement				
There's an "app" for everything and "smart" technology is moving beyond phones to clothes, homes and more.	Software Developers, Applications		772,195	112,045	17%
Technology has made advertising become more intuitive and effective based on ability to track and interpret online behavior.	Marketing Managers		208,611	19,024	10%
Technology has become ingrained in everyday life and is how people stay connected.	Computer User Support Specialists		665,646	63,849	11%
Technology is catching health disorders sooner and extending lives.	Medical Records and Health Information Technicians		198,831	14,451	8%
Technology is enabling companies to corral and interpret big data to make better business decisions.	Database Administrators		120,476	9,794	9%
Technology is integrated into countless consumer and business products with new offerings and iterations released all the time.	Technical Writers		55,129	5,381	11%

Globalization	Occupation Impacted	Current Number of Jobs	Number of Jobs Added 2012 to 2016	Percentage of Job Growth
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Companies are serving customers in different time zones, meaning workers are needed at all hours.	Customer Service Representatives	2,674,925	225,910	9%
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Companies are looking to gain a greater understanding of international markets they're targeting.	Market Research Analysts	532,336	67,551	15%
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Expanding beyond borders is requiring communication in different languages.	Interpreters and Translators	78,455	9,845	14%
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There is greater emphasis on preserving the global environment.	Wind Turbine Service Technicians	7,061	1,889	37%
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Maps for mobile phones and navigation systems are in demand as people explore new terrain.	Cartographers and Photogrammetrists	13,193	1,802	16%
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Students and workers looking for information on careers can get detailed insights at [findyourcalling.com](http://findyourcalling.com) or by viewing career profiles under the "[Browse Jobs](#)" header on the CareerBuilder homepage.

#### *About Emsi*

Emsi is a CareerBuilder company that provides industry-leading employment data and economic analysis via web tools and custom reports. Emsi turns vast amounts of labor market data into easy-to-use information that helps organizations understand the connection between economies, people, and work, and ultimately build a better workforce. Emsi's software services - Analyst and Career Coach - are used by thousands of professionals in higher education, workforce and economic development, and the private sector. Emsi has also produced more than 1,400 comprehensive impact analyses for colleges and universities in the U.S. and internationally. For more information, visit [www.economicmodeling.com](http://www.economicmodeling.com)

#### *About CareerBuilder®*

As the global leader in human capital solutions, CareerBuilder specializes in cutting-edge HR software as a service to help companies with every step of the recruitment process from acquire to hire. CareerBuilder works with top employers across industries, providing job distribution, sourcing, workflow, CRM, data and analytics in

one pre-hire platform. It also operates leading job sites around the world. Owned by TEGNA Inc. (NYSE:TGNA), Tribune Media (NYSE:TRCO) and McClatchy (NYSE:MNI), CareerBuilder and its subsidiaries operate in the United States, Europe, South America, Canada and Asia. For more information, visit [www.careerbuilder.com](http://www.careerbuilder.com).

*Media Contact*

Jennifer Grasz

773-527-1164

[jennifer.grasz@careerbuilder.com](mailto:jennifer.grasz@careerbuilder.com)

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