

# DIGITAL SKILLS IN DEMAND FOR THE FUTURE OF WORK

Capital One and labor analytics firm Burning Glass Technologies analyzed 27 million online job postings in a study revealing the significance of digital fluency across today's middle-skill jobs. An estimated 2/3 of Americans don't have a college degree; however, the study shows that digital skills can be crucial door openers to the middle-skill market, helping to provide career advancement and higher wages in lieu of higher education.

## KEY DEFINITIONS

### Middle-Skill Jobs

Occupations that typically do not require a bachelor's degree and pay above the national living wage.

### Non-Digital Middle-Skill

Middle-skill jobs that do not call for digitally intensive skills.

### Digital Middle-Skill

Middle-skill jobs that call for baseline, healthcare, machining technology, or advanced digital skill sets.

### Door Openers

Middle-skill occupations with a high demand for digital skills, but which are typically entry level and do not regularly require a bachelor's degree.

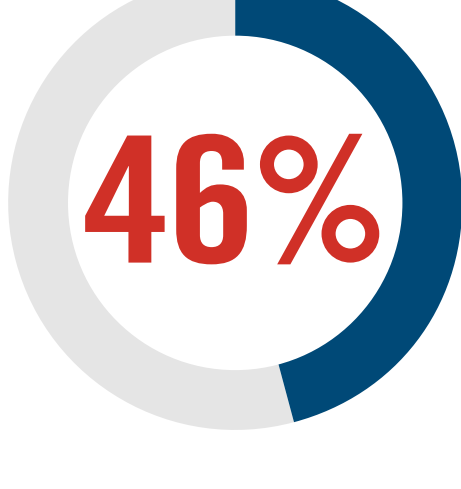
### Career Advancers

More advanced in both the level of required experience and the sophistication of the required digital capabilities than their feeder positions.

### Specialized Roles

Require domain- or even role-specific digital skills especially in manufacturing and health care. Requires a base digital competency to enter the profession.

As Technology Transforms the Workplace, Digital Skills are Critical to Future Proof Middle-Skill Careers



of all labor demand is comprised of **MIDDLE-SKILL** jobs

82%

Middle-skill jobs requiring digital skills (digital middle-skill jobs), an increase of 4% since 2015

78%

Digital middle-skill jobs calling for productivity software skills like word processing and spreadsheets

## DIGITAL JOBS PAY MORE

**Baseline Digital Skills** like productivity software pay **17% higher wages** than non-digital middle-skill jobs.

**Advanced Digital Salaries** like Information Technology (IT) and Customer Relationship Management (CRM) software place individuals in the top quarter of all earners.



Non-Digital Middle-Skill  
\$15/hour



Baseline Digital Skills  
\$20/hour



Advanced Digital Skills  
>\$28/hour

## Digital Skills Provide a Career Path to Middle- and High-Skill Jobs

Mastery of digital skills can replace the educational requirements for many occupations, and advance individuals upwards in their careers. Higher level digital skills needed for specialized roles and advanced positions lower the risk of automation.

### Baseline Digital Skills Serve as a Door Opener

More than 4 million annual job postings call for baseline productivity skills like using spreadsheets and word processing programs.



## DOOR OPENER OCCUPATIONS

Bookkeeper

\$17.91/hr



Sales Representative

\$18.20/hr



Computer Support Specialist

\$23.38/hr



Automotive Service Technician

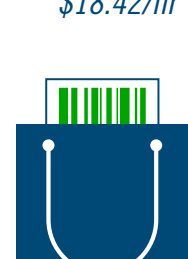
\$24.86/hr



## CAREER ADVANCER OCCUPATIONS

Retail Store Manager

\$18.42/hr



Office Manager

\$23.30/hr



Human Resources Specialist

\$28.06/hr



Network / Systems Administrator

\$37.41/hr



## SPECIALIZED ROLES

Registered Nurse

\$32.45/hr



Medical Secretary

\$15.89/hr



Maintenance Technician

\$17.61/hr



Closing the skills gap is crucial for a healthy workforce today and tomorrow. To learn more about Future Edge, Capital One's investment to help Americans succeed in the digital economy, visit [capitaloneinvestingforgood.com](http://capitaloneinvestingforgood.com).