

THE JOB MARKET IS SPLIT IN TWO

What employers are advertising for and what job seekers are searching for are almost entirely different lists

Employers say they can't find workers. Job seekers say they can't find jobs. Both are telling the truth, because they're describing two different markets that happen to share a job board. Here's the data, side by side.

What employers are posting for	What job seekers are searching for
Nursing occupations	Customer service representative
Truck & delivery drivers	Warehouse worker
Sales representatives	Sales representative
Physical & occupational therapists	Administrative assistant
Imaging technologists	Data entry clerk
Retail sales	Delivery driver
Software & IT engineers	Receptionist
Dentists & dental hygienists	Registered nurse

Only one title shows up strong on both sides: registered nurse. Everything else splits clean — credentialed demand on one side, walk-in supply on the other.

Why this happens

Employers are hiring for a market that runs on licenses and clinical training. Job seekers, especially the ones without a credential yet, are searching a market that runs on neither. The gap between those two lists isn't laziness on one side or pickiness on the other — it's a training and access bottleneck that neither job board bothers to explain.

What to do with it

If your search lives in the crowded lane — customer service, warehouse, admin, data entry, reception — you're not competing against a handful of people. You're competing against everyone else standing in the one lane that doesn't require a credential. The move isn't "become a nurse by Tuesday." It's finding the shorter on-ramps between no-credential and full-license: medical assistant programs, IT support certifications, dental hygiene prerequisites — training measured in months, not years, that moves you out of the flooded lane.

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SOURCE: Monster Q2 2026 Market Report — employer posting volume and candidate search activity, April–June 2026 (monster.com/career-advice/research/job-market-trends).