



THE ADECCO GROUP

Adecco Swiss Job Market Index

The importance of the press as an advertising channel has declined sharply

The press had long been the most important channel for job advertisements. Our company surveys show that even ten years ago a quarter of job vacancies were still advertised in the press. Since then the proportion of job ads placed in the press has continuously declined. Today the press is hardly of any importance for advertising job vacancies. Job ads in the press have become so insignificant overall that they are hardly of any relevance to the job market as a whole. Consequently, since the 2nd quarter of 2018 the number of job advertisements in the press is no longer used in the job index calculations.

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