

Stefan Sacchi, 2007 (working paper)

Vergleich des Manpower-Index mit den SMM-Pressedaten: Problematische Messung der Stellenmarktentwicklung anhand der Inseratefläche

(Comparison of the Manpower index with the Job Market Monitor's press data: Problems of measuring job market development on the basis of advertising space)

[abstract]

From February 1972 to December 2005, the recruitment agency Manpower published a monthly job market index based on the space occupied by job advertisements in large daily newspapers. This index had been widely accepted by both the public and economic researchers as an indicator of the demand side of the labour market, but became less meaningful as the significance of the online job market grew, and was eventually discontinued. The aim of this paper is to compare the Manpower index with the retrospective press survey of the Swiss Job Market Monitor.