

# RECRUITMENT

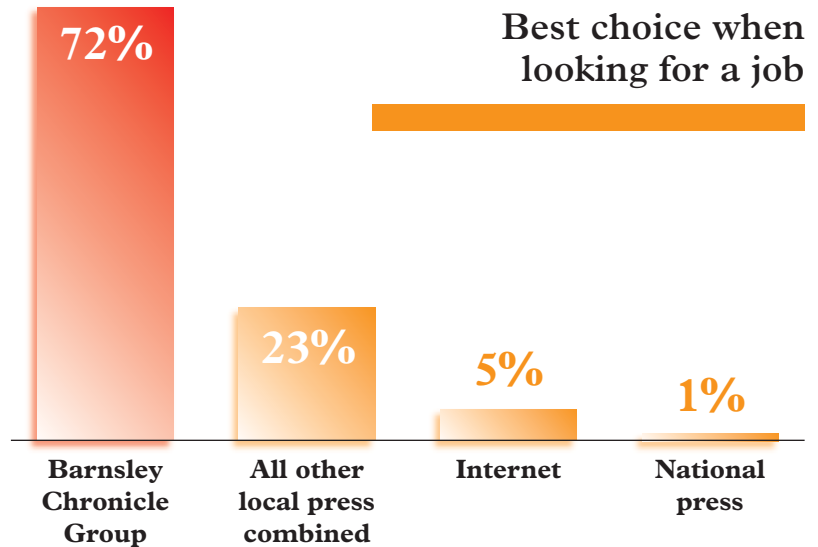
## The Recruitment Market

The need to fill vacancies quickly and cost effectively can be a priority to most companies regardless of their size.

With a large and loyal readership the Barnsley Chronicle Group is by far the first choice medium for recruitment in Barnsley.

Within the area covered by the Barnsley Chronicle research 30,000 adults are considering changing jobs within the next 12 months and this figure grows to 41,000 over the next three years.

- 7 out of 10 adults expressing a preference in the survey area make the Chronicle group first choice medium when looking for a job.
- Almost 6 out of 10 adults would look for a job within the Barnsley area.
- 79% of adults look at job advertisements in the local press.
- 2½ times as many job seekers look in the Chronicle group first than all other advertising media combined.



## Adults within the research area considering job change or starting work

In the next 3 years  
**19%**  
**41,000**  
ADULTS

In the next 12 months  
**14%**  
**30,000**  
ADULTS