

Global Talent Survey

MARCH 2024

A collaboration of
Boston Consulting Group,
The Network,
and The Stepstone Group

JobCLOUD

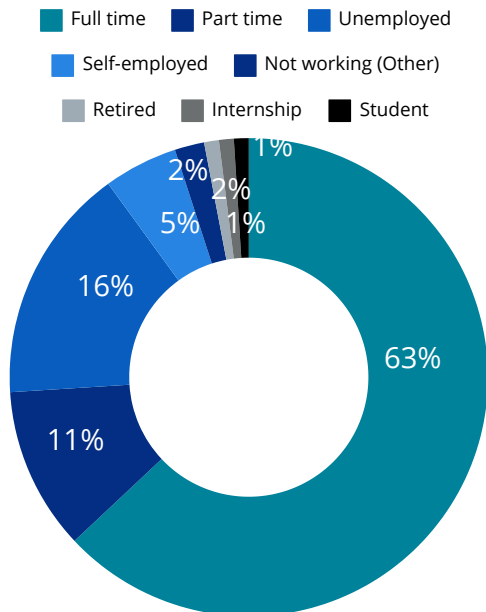


Methodology

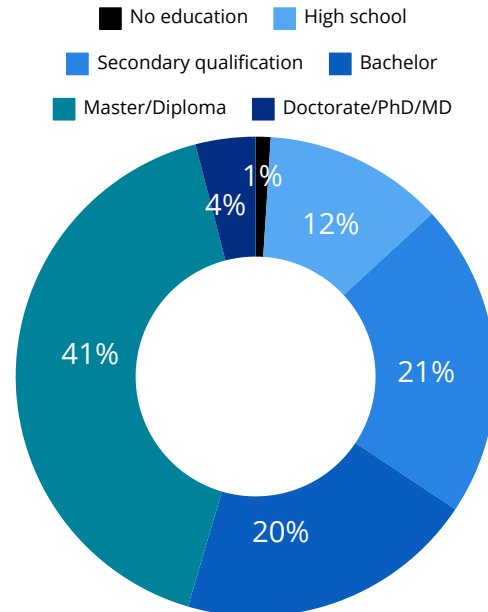
The **Global Talent Survey 2024** explores the work preferences of people worldwide. It collects over **150 000 global workforce responses** from more than **185 countries**. The survey covers several topics, including the willingness to relocate for work, preferred countries for employment, reasons for choosing these countries and expectations from future employers abroad.

As shown below, in Switzerland **634 workforce participants aged** from their **early twenties to late sixties** contributed to the study. Most of the respondents work in a **full - time job** and hold a **university degree**. The sample includes **50% men and 47% women**, most of whom work in commercial industries. The **3** most representative background **industries** are “Industrial Goods”, “Technology&IT” and “Health and social care”.

Employment status



Education



Industry background



Global Mobility Trends



Switzerland ranks as the seventh most popular destination for relocation globally. The top three cities worldwide are London, Amsterdam and Dubai, while Swiss cities Zurich, Geneva and Basel are ranked 19th, 39th and 60th, respectively.

The **highest interest** in relocating to **Switzerland** comes from **Bosnia and Herzegovina, Germany, Italy, Austria** and **France**.

People are primarily attracted to Switzerland for its exceptional **quality of life**, great **job opportunities**, stable and **secure environment**, as well as its **high income** and **cost of living**.

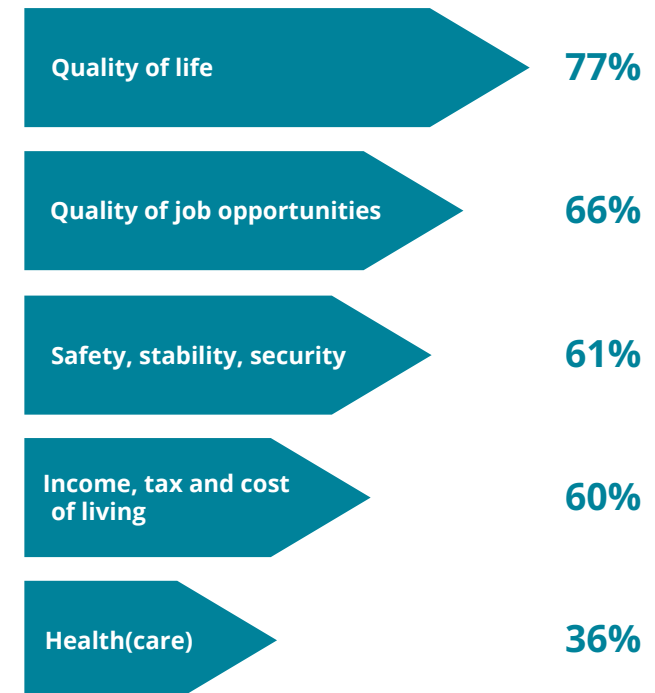
Top 10 countries to relocate



Global attractiveness of Switzerland



Reasons for choosing Switzerland



Swiss Mobility Trends

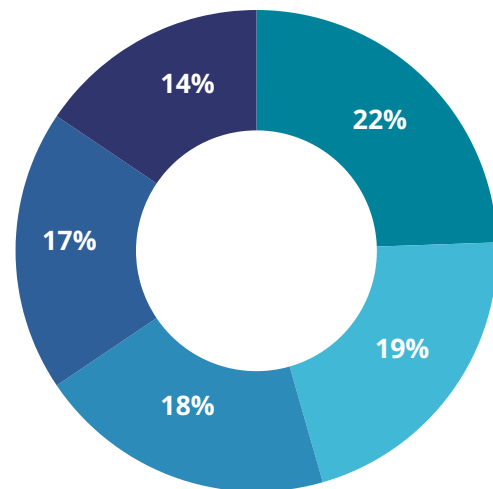
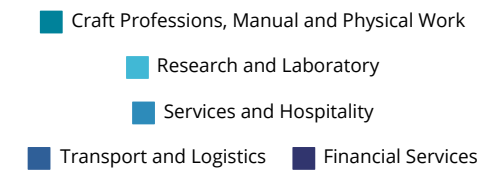


Job roles and **industries** play a large part in **willingness to relocate**. The highest number of participants open to relocate came from the fields “Manual and Physical Work”, “Research and Laboratory” and “Services&Hospitality”.

The **most preferred locations** for Swiss people **to relocate** are the **USA, Germany, Canada, Austria and France**. But Italy and UK also landed among the top 10 destinations.

People consider **relocating** primarily **for economic and career growth opportunities**. However, **not being able to bring family members** or the **strong emotional attachment** to their current country are on the top results for not moving abroad.

Most mobile occupations in Switzerland



Preferred destinations



Reasons to relocate

1. Concrete job offer
2. Financial and economic reasons
3. Better overall life quality
4. More challenging work
5. Personal growth

Reasons to stay

1. Inability to bring family
2. Strong attachment to country
3. Concerns about safety
4. Limited social life
5. Lack of knowledge

Relocation support and remote work



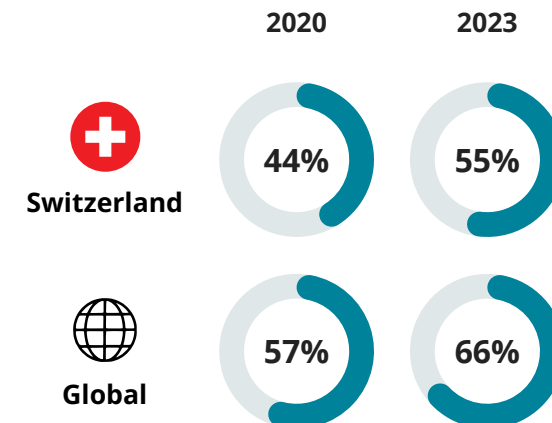
It's essential that employers **support relocation**. Around **80%** of respondents **expect** their future employer to provide **assistance with regard to housing, visas, and permits**.

The worldwide shift toward remote work during the pandemic opened the door to **virtual mobility**— **66%** of the respondents said that they would **consider working remotely for an employer with no physical presence** in their country, compared with 57% at the height of the pandemic.

What do jobseekers expect from their employers when moving abroad for a job?



Willingness to work remotely for a foreign employer



About JobCloud

We are the leading digital company for the Swiss employment market. With our well - known job platforms and innovative hiring technologies, we have helped Swiss companies to hire successfully and efficiently for 20 years.



JobCLOUD

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#1 job platform in Switzerland
4.4 million visits per month

jobup.ch

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2.6 million visits per month

JobScout24.ch

The largest and fastest job search engine in Switzerland
940K visits per month

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