



# Jobs Online: December 2025 Quarter

Quarterly New Zealand Online Job Advertisements

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January 2026

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## Ministry of Business, Innovation and Employment (MBIE)

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# Introduction

## OVERVIEW OF KEY RESULTS – YEAR ENDED DECEMBER 2025 QUARTER

- Online job advertisements grew by 6.4 per cent in the year to the December 2025 quarter. This was the second consecutive quarter of annual growth. Online job advertisements have now had annual growth for the last two quarters, after falling for 11 consecutive quarters.
- Online job advertisements grew across 7 out of 9 industries over the year. Growth was led by the Primary, Health care and IT industries, while Education saw the largest fall.
- Online job advertisements grew for all 8 occupation groups over the year. Growth was led by Sales and Technicians & trades workers.
- Online job advertisements grew in 4 out of 5 skill levels, with the biggest growth in Semi-skilled and Unskilled skill levels over the year.
- Online job advertisements grew in 7 out of 10 regions over the year. However, advertising continued to decline in Auckland, down 1 per cent.

## Purpose of *Jobs Online*

Online job advertisements are a key indicator of labour demand. The relationship between online job advertisements and labour demand is complex. For example, an increase in job advertisements in an industry may indicate the industry is expanding, and looking for new workers, or the industry has a high rate of turnover or churn (workers are moving between businesses, but overall employment is not necessarily increasing). On the other hand, a decline in online job advertisements can signal reduced employment in an industry, or that industry is using alternative advertising methods in their hiring processes (such as word-of-mouth or social networks), or an industry has less turnover than before.

*Jobs Online* monitors changes in the seasonally unadjusted index of online job advertisements (previously a trend index was used, see the [methodology document](#) for further information). It uses information of online job advertisements from 4 employment websites: SEEK, Trade Me Jobs, the Education Gazette and Kiwi Health Jobs. *Jobs Online* measures changes of the raw unweighted data, and is disaggregated by industries, occupations, skill levels, and regions. Duplicate advertisements within each employment website and across the websites have been removed.

This quarterly report displays the latest *Jobs Online* data up to the December 2025 quarter and the same quarter in the previous year (December 2024 quarter) as well as the same quarter 3 years earlier (December 2022 quarter) and 10 years ago (December 2015 quarter).

The monthly unadjusted advertisements from May 2007 to December 2025 are also available in the following link: [Jobs Online monthly unadjusted data](#). This data shows the monthly patterns of online job advertisements.

# Overall Online Job Advertisements

There was an increase of 6.4 per cent for total online job advertisements over the year to the December 2025 quarter. This was the second consecutive quarter of annual growth. Online job advertisements have now had annual growth for the last two quarters, after falling for 11 consecutive quarters.

In the medium term (three years) there was a 44.0 per cent fall in online job advertisements, while over the past 10 years there was a 9.2 per cent fall.

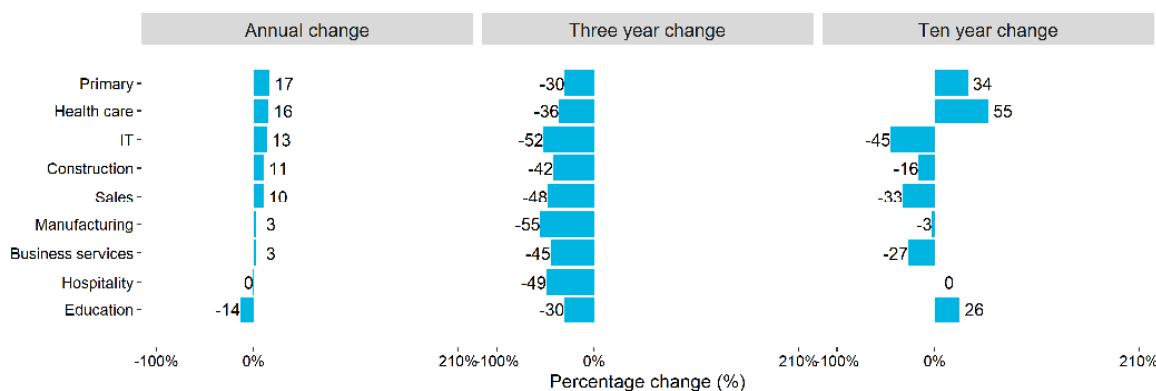
Figure 1: *All Vacancies Index (job vacancies advertised online)*



## Online Job Advertisements by Industry

Online job advertisements grew across 7 out of 9 industries over the year to the December 2025 quarter and across 3 out of 9 industries over the ten years since the December 2015 quarter. All industries saw a fall in job advertisements over the 3 years between the December 2022 and December 2025 quarters.

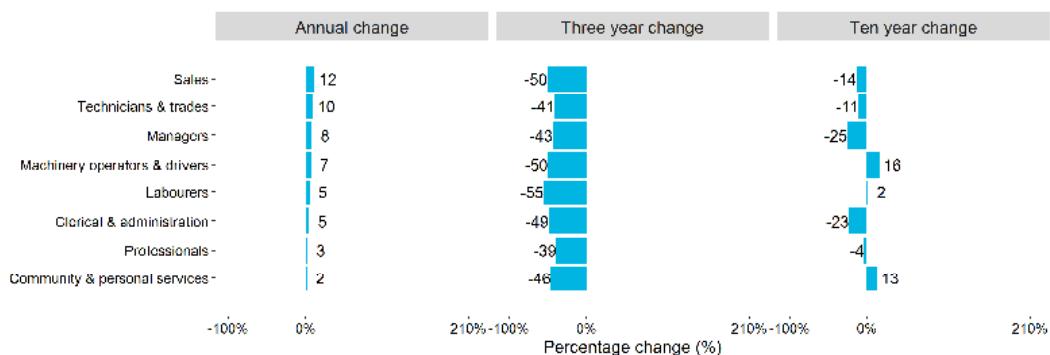
Figure 2: *Annual, 3-year and 10-year changes in All Vacancies Index by industries*



## Online Job Advertisements by Occupation and Skills

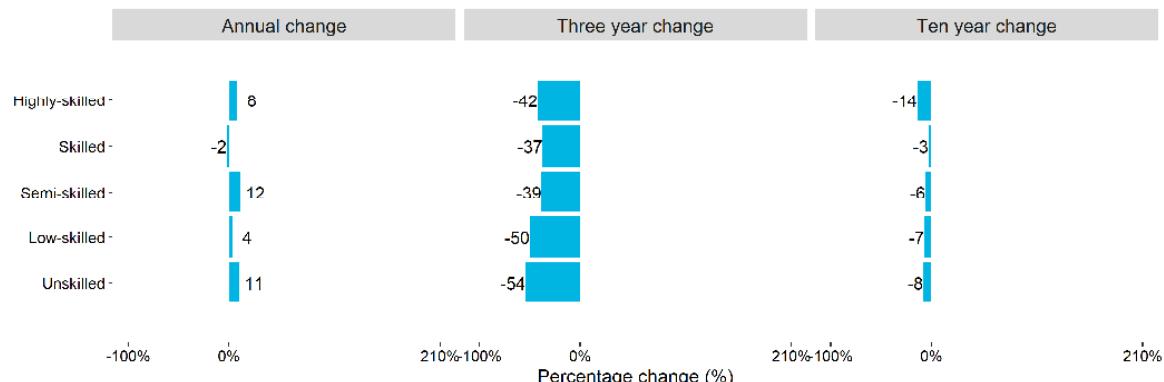
Online job advertisements grew for all 8 occupation groups annually and in 3 out of 8 occupation groups over the last 10 years to the December 2025 quarter. Over the last 3 years to the December 2025 quarter, online job advertisements fell in all occupation groups.

Figure 3: Annual, 3-year and 10-year changes in All Vacancies Index by occupation groups



Online job advertisements grew in 4 out of 5 skill levels over the year to the December 2025 quarter. Over three years between the December 2022 and December 2025 quarters, and over 10 years to the December 2025 quarter online job advertisements fell for all skill levels.

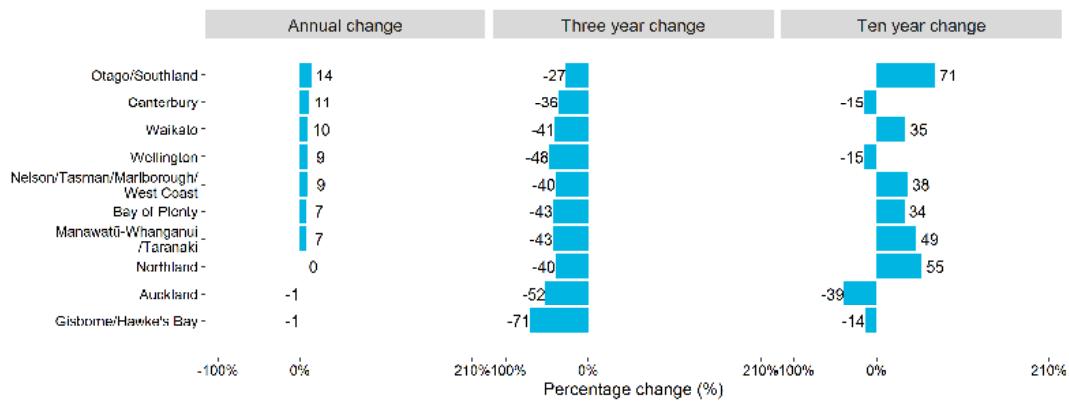
Figure 4: Annual, 3-year and 10-year changes in All Vacancies Index by skill levels



## Online Job Advertisements by Region

Online job advertisements grew in 7 out of 10 regions over the year to the December 2025 quarter. Online job advertisements also grew in 6 out of 10 regions over the 10 years to the December 2025 quarter. Online job advertisements fell in all regions in the 3 years between the December 2022 and December 2025 quarters. Online job advertisements continued to fall slightly in Auckland.

Figure 5: Annual, 3-year and 10-year changes in All Vacancies Index by region



## Data Downloads

The data reported in the *Jobs Online* quarterly report can be accessed by following the link: [Jobs Online quarterly data](#).

# Northland

Figure 6: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Northland

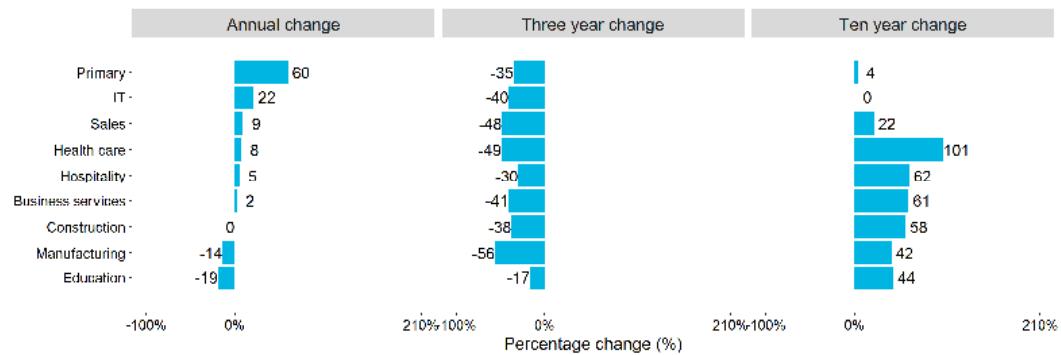


Figure 7: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Northland

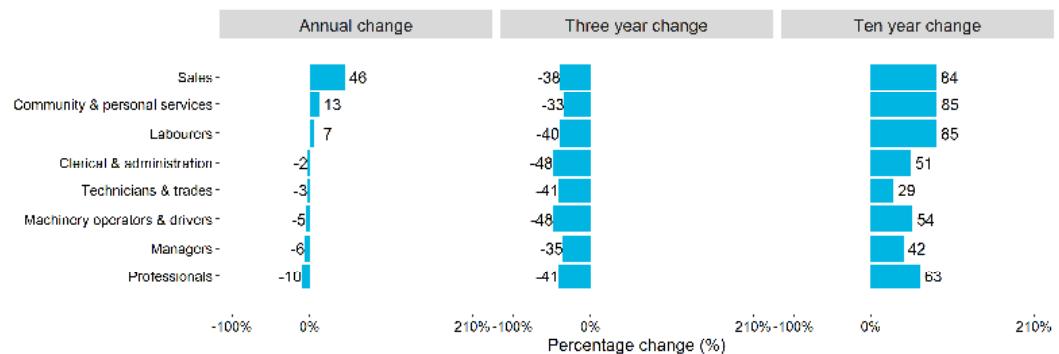
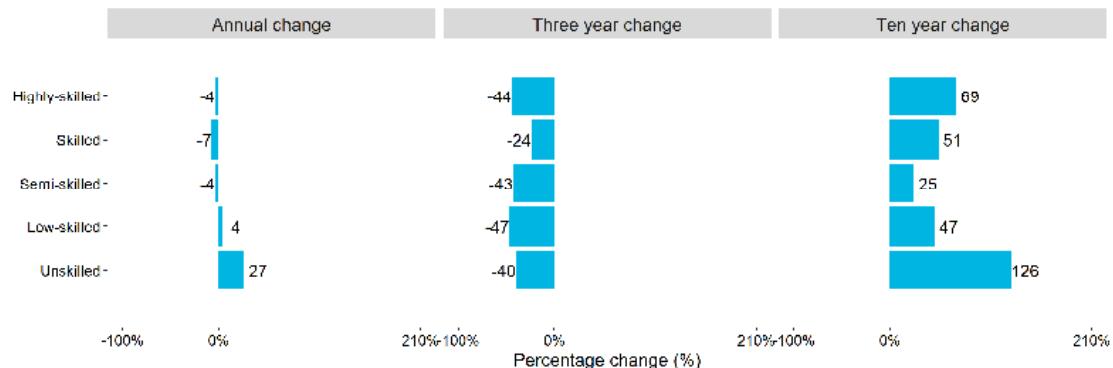


Figure 8: Annual, 3-year and 10-year changes in All Vacancies Index by skill levels – Northland



# Auckland

Figure 9: Annual, 3-year and 10-year changes in All Vacancies Index by industry – Auckland

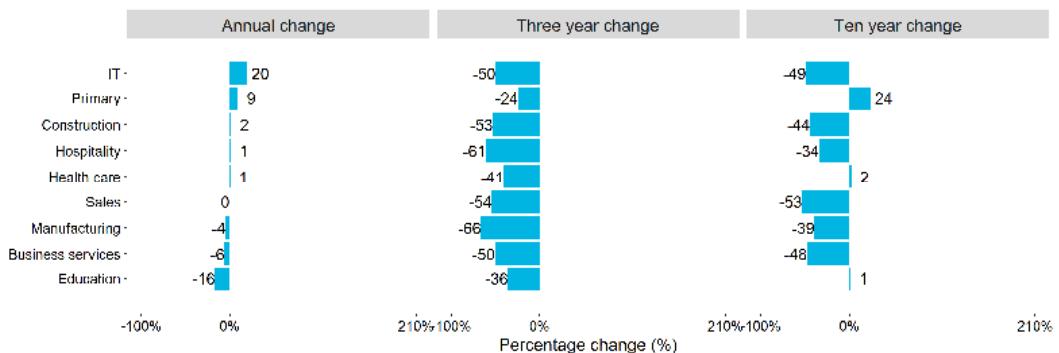


Figure 10: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Auckland

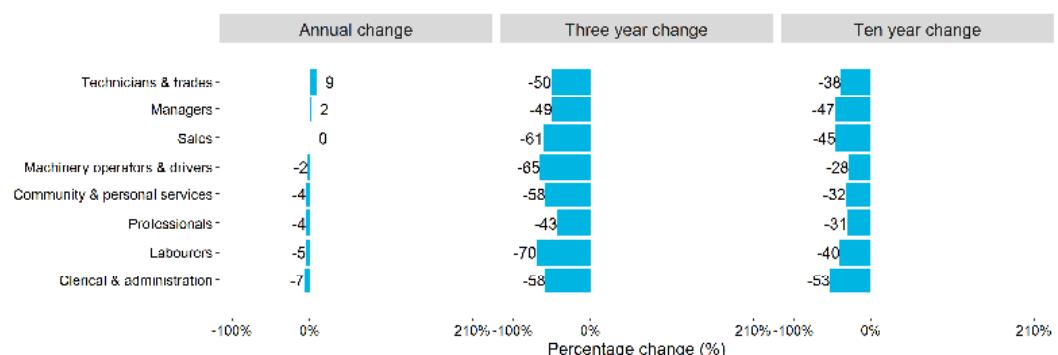
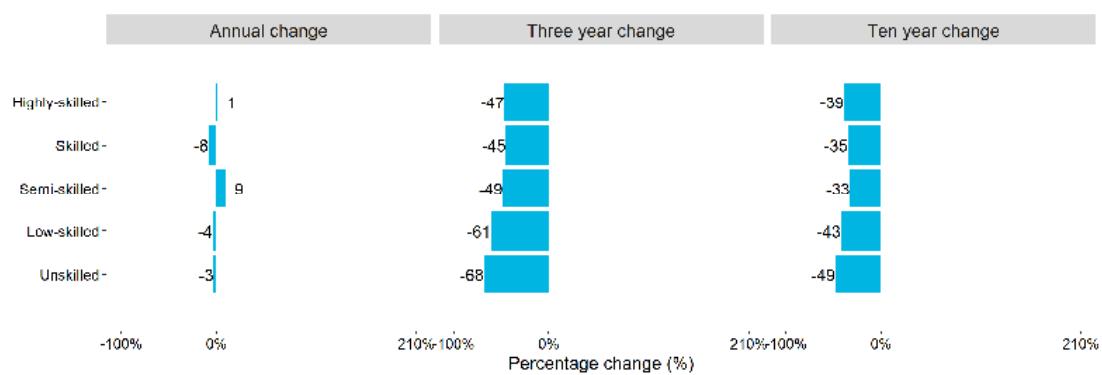


Figure 11: Annual, 3-year and 10-year changes in All Vacancies Index by skill level – Auckland



# Waikato

Figure 12: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Waikato

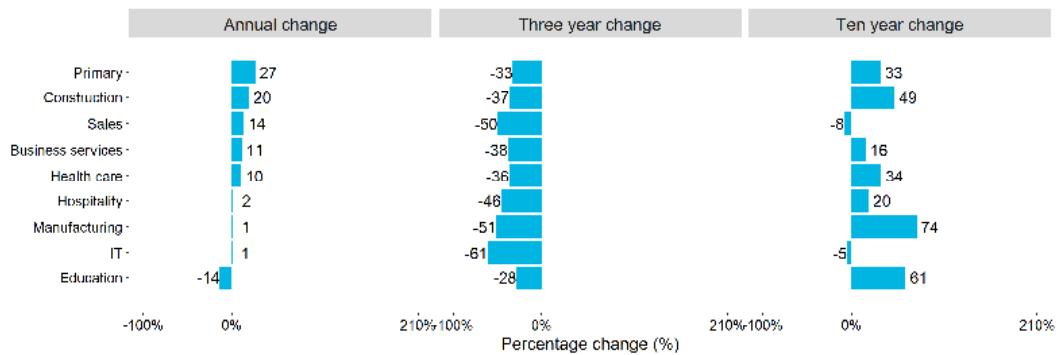


Figure 13: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Waikato

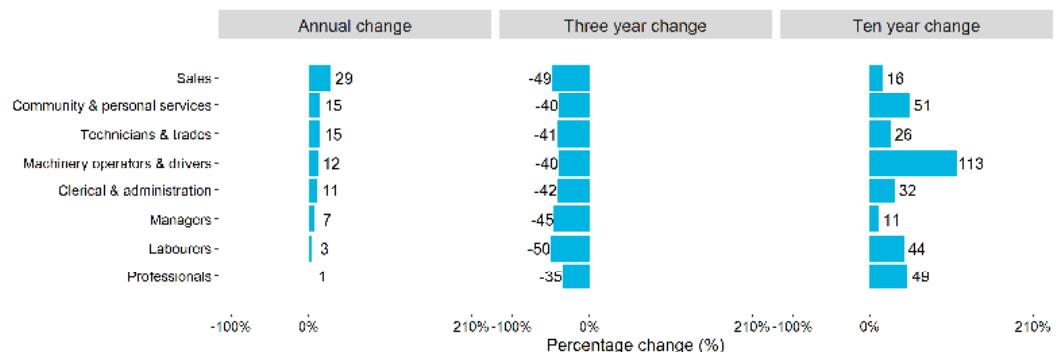
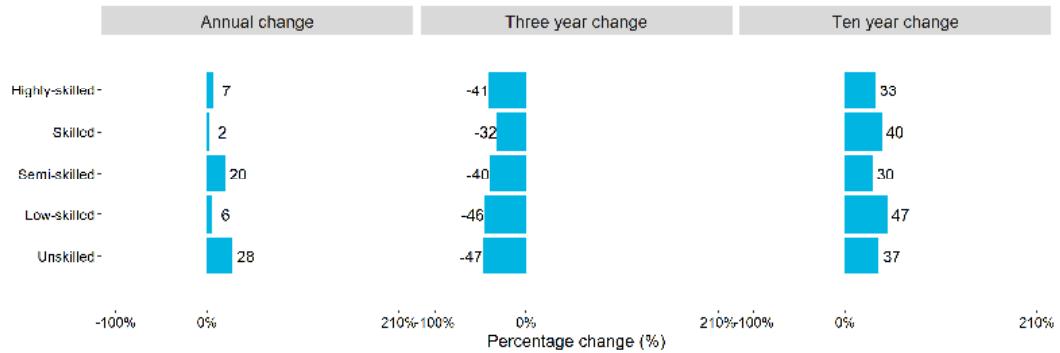


Figure 14: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Waikato



# Bay of Plenty

Figure 15: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Bay of Plenty

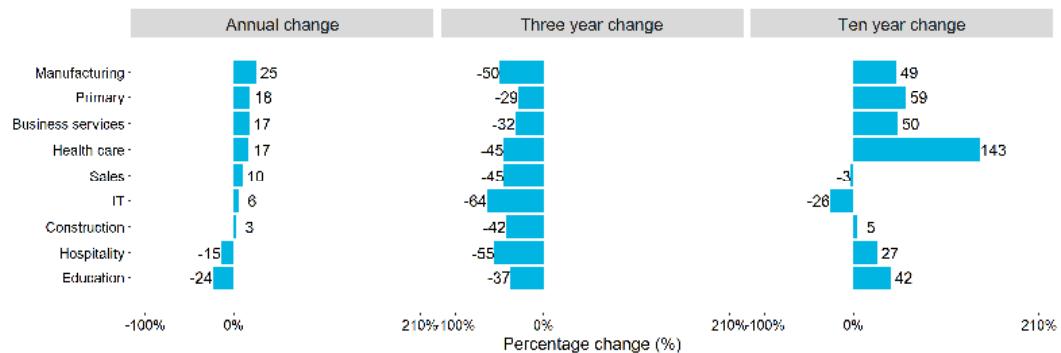


Figure 16: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Bay of Plenty

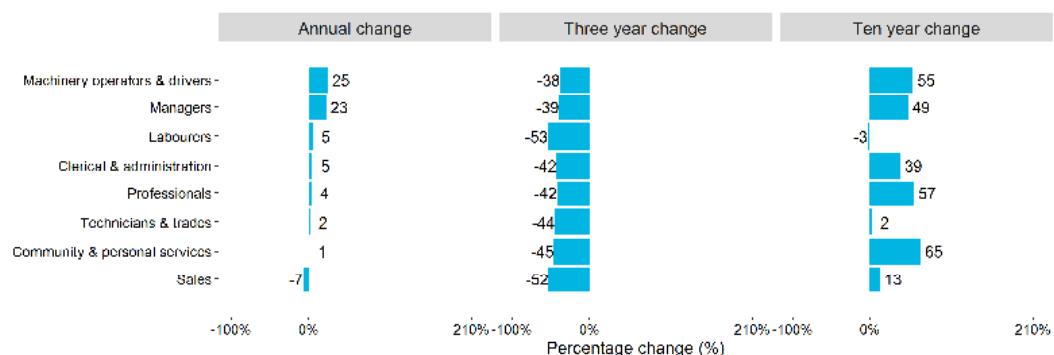
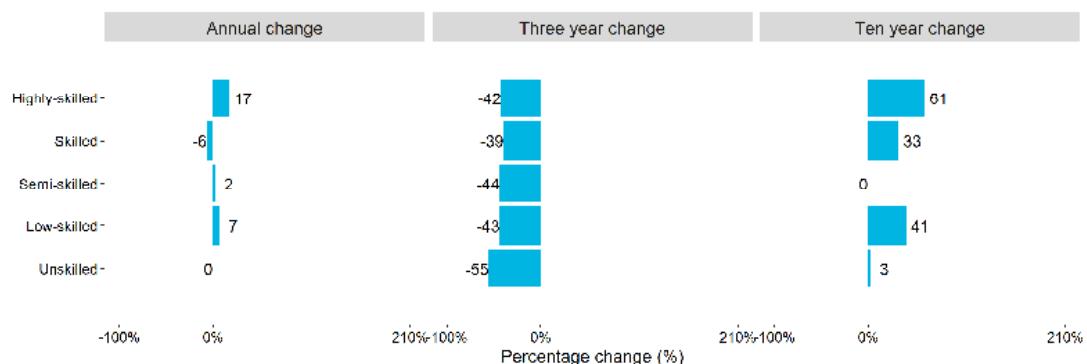


Figure 17: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Bay of Plenty



# Gisborne/Hawke's Bay

Figure 18: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Gisborne/Hawke's Bay

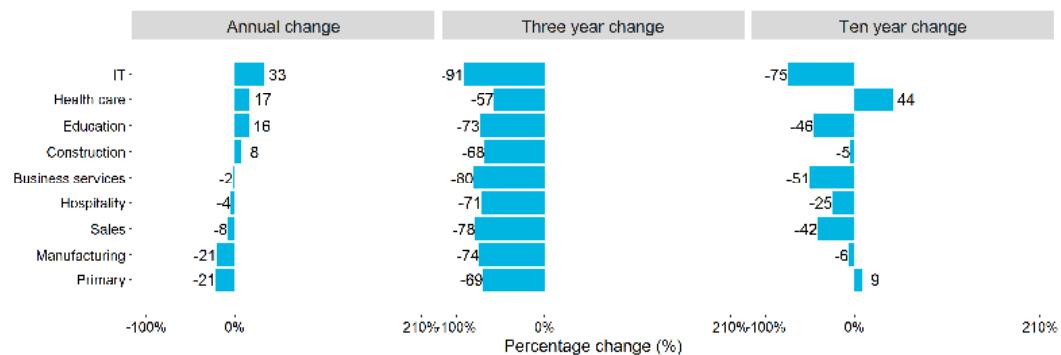


Figure 19: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Gisborne/Hawke's Bay

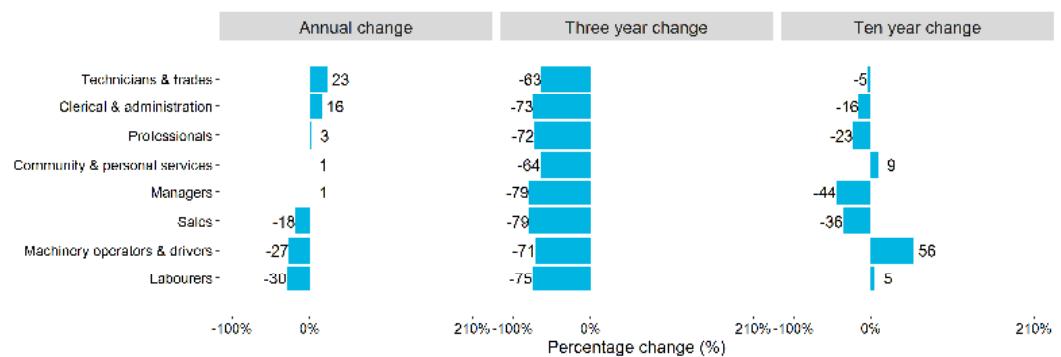
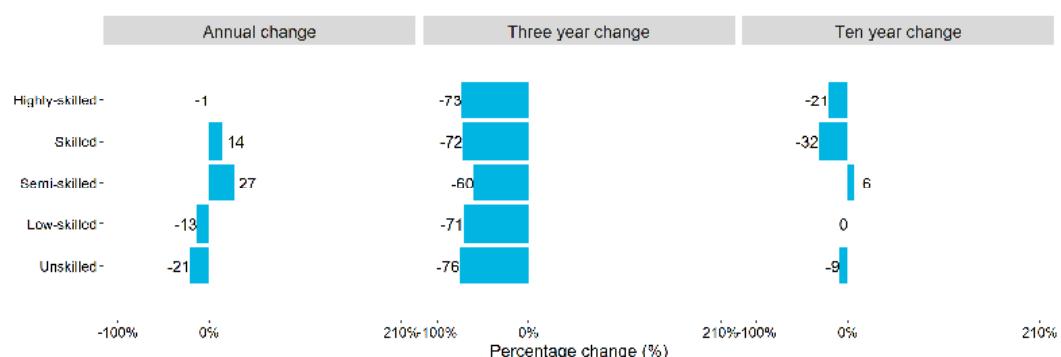


Figure 20: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Gisborne/Hawke's Bay



# Manawatū-Whanganui/Taranaki

Figure 21: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Manawatū-Whanganui/Taranaki

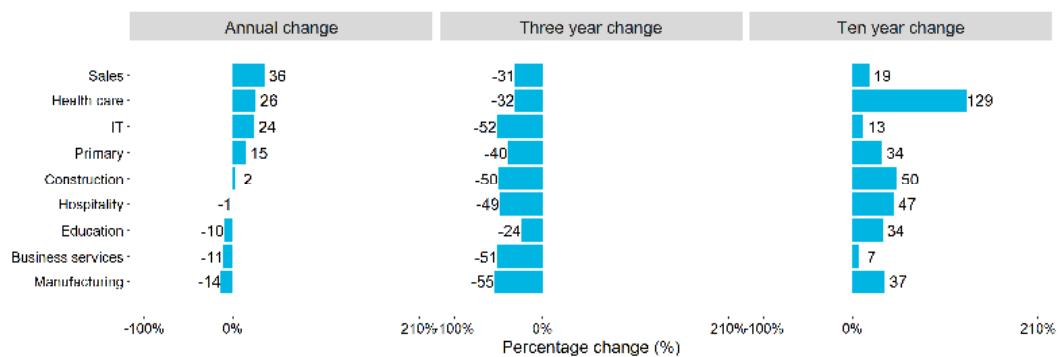


Figure 22: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Manawatū-Whanganui/Taranaki

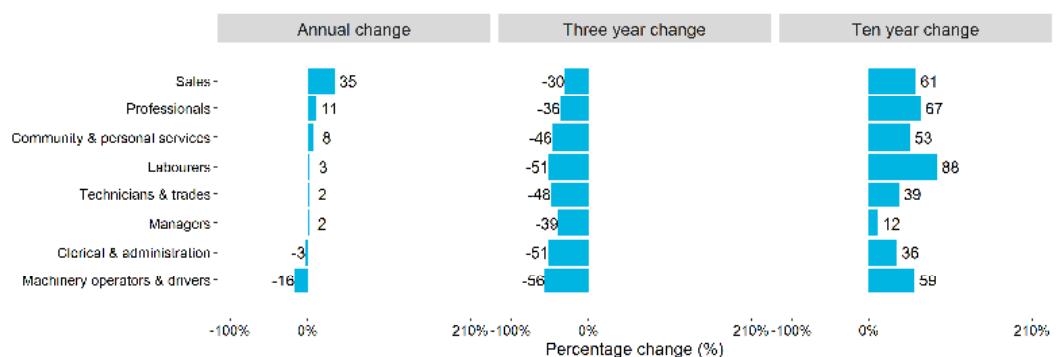
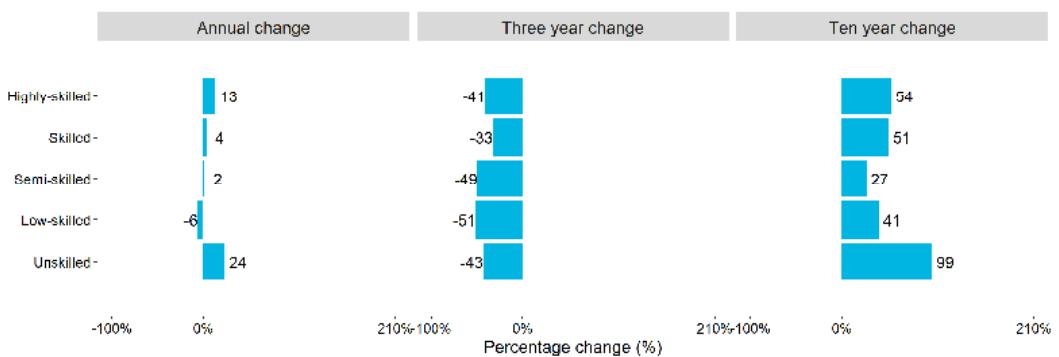


Figure 23: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Manawatū-Whanganui/Taranaki



# Wellington

Figure 24: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Wellington

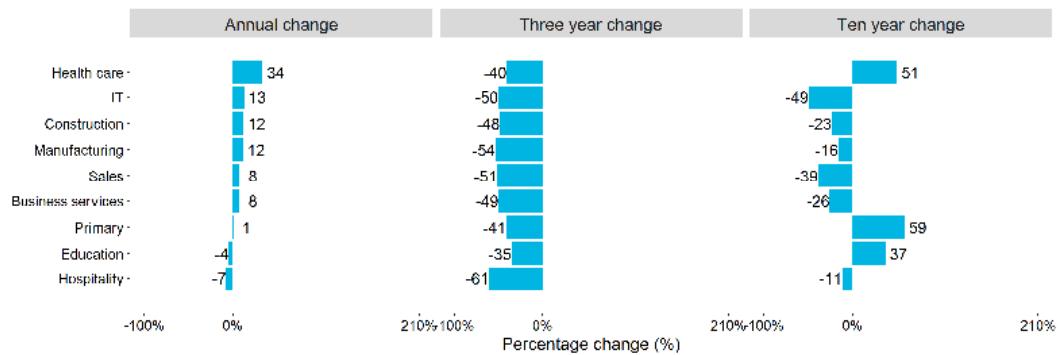


Figure 25: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Wellington

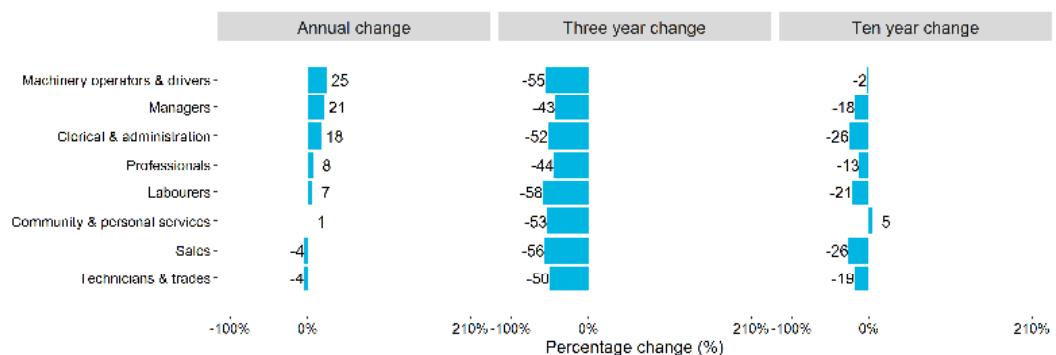
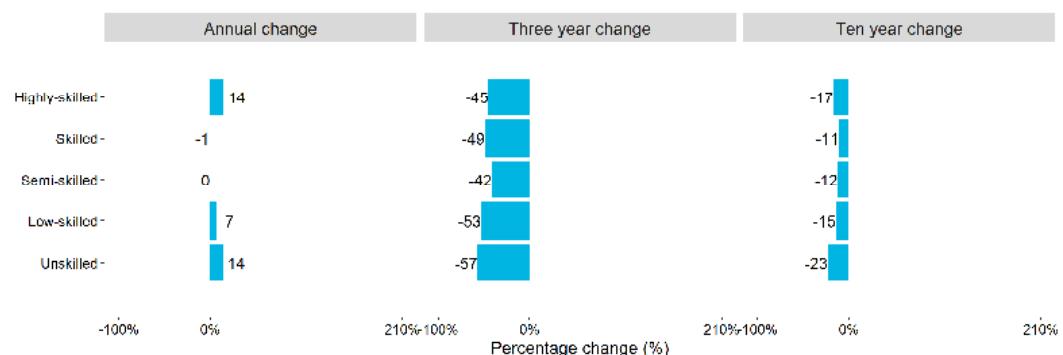


Figure 26: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Wellington



# Nelson/Tasman/Marlborough/West Coast

Figure 27: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Nelson/Tasman/Marlborough/West Coast

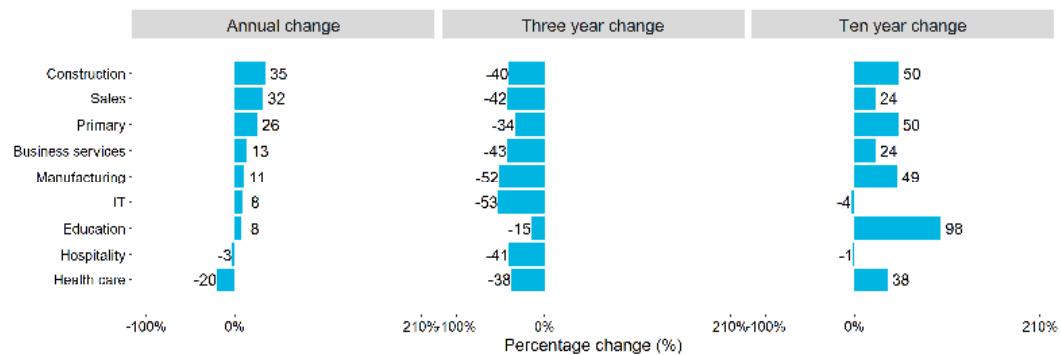


Figure 28: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Nelson/Tasman/Marlborough/West Coast

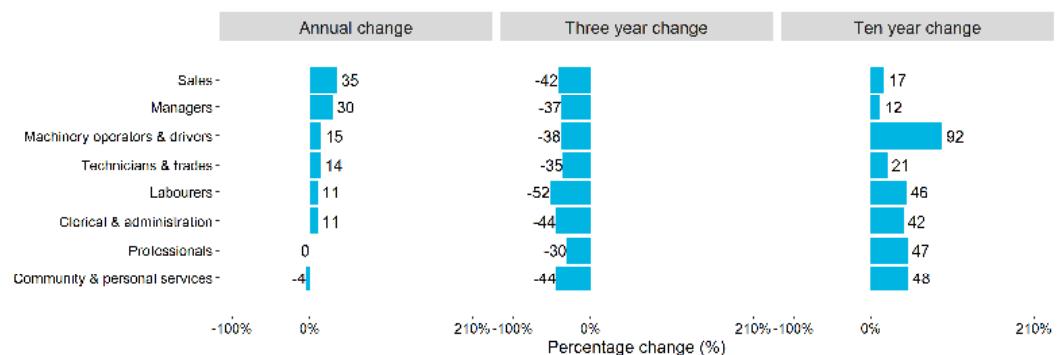
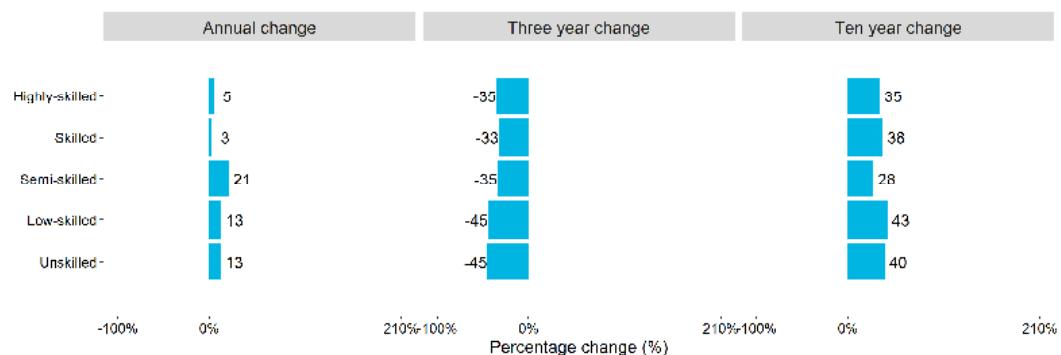


Figure 29: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Nelson/Tasman/Marlborough/West Coast



# Canterbury

Figure 30: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Canterbury

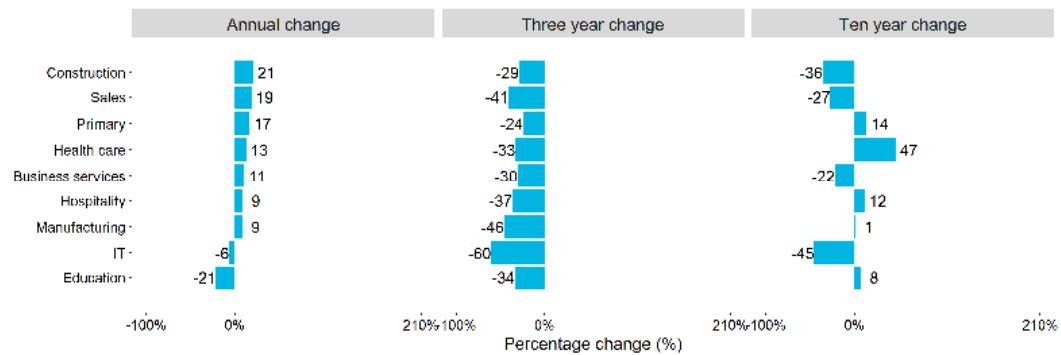


Figure 31: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Canterbury

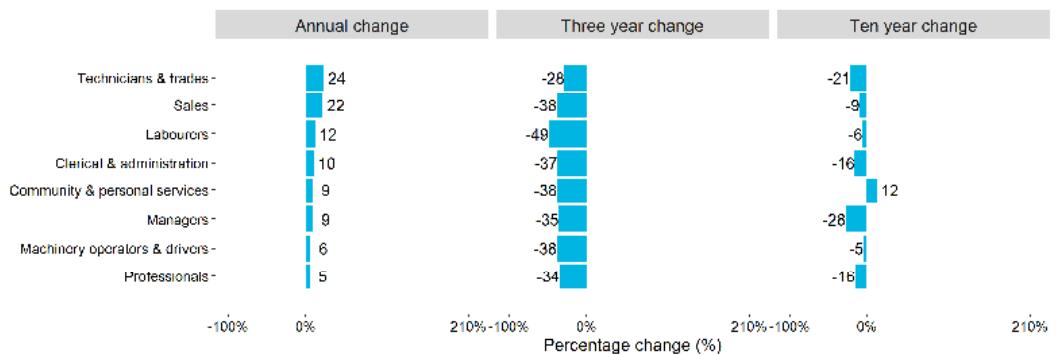
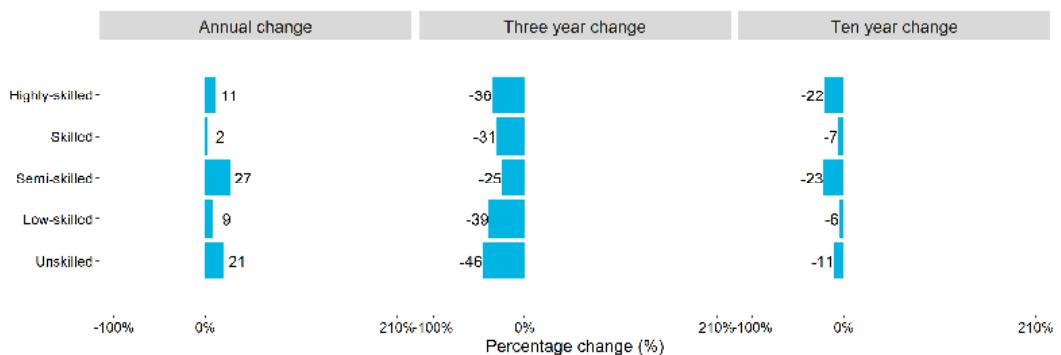


Figure 32: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Canterbury



# Otago/Southland

Figure 33: Annual, 3-year and 10-year changes in All Vacancies Index by industry - Otago/Southland

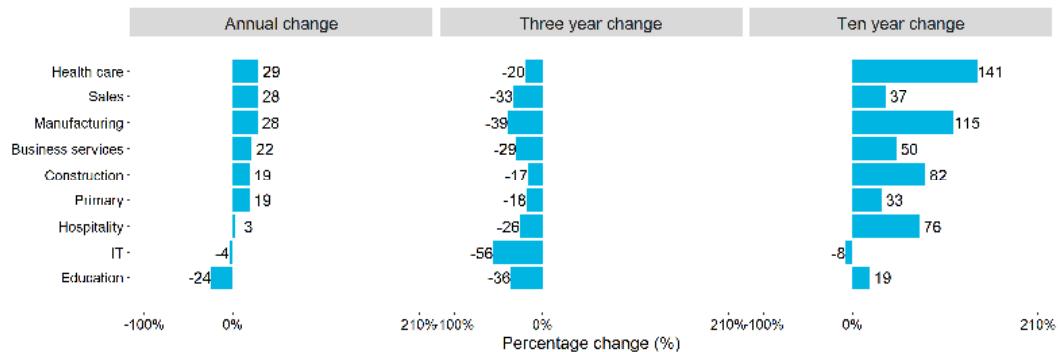


Figure 34: Annual, 3-year and 10-year changes in All Vacancies Index by occupation - Otago/Southland

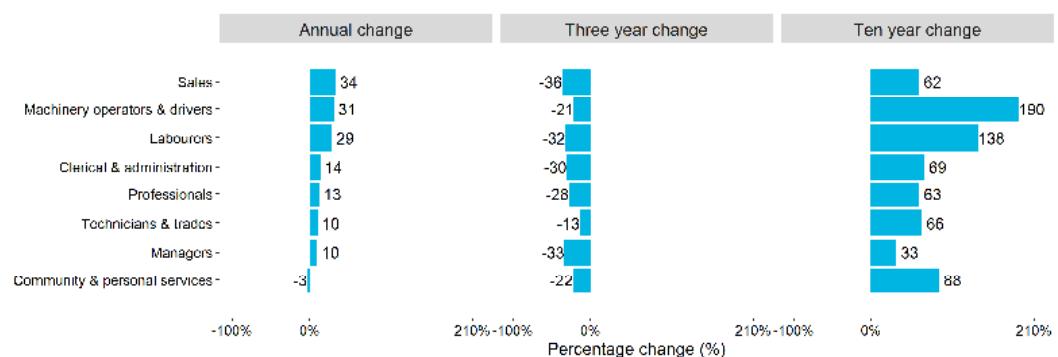


Figure 35: Annual, 3-year and 10-year changes in All Vacancies Index by skill level - Otago/Southland

