



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI



# Jobs Online: March 2026 Quarter

Quarterly New Zealand Online Job Advertisements

April 2026





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

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# Introduction

## □ OVERVIEW OF KEY RESULTS – YEAR ENDED MARCH 2026 QUARTER

- Online job advertisements grew by 11.8 per cent in the year to the March 2026 quarter. This was the third consecutive quarter of annual growth. Online job advertisements have now experienced annual growth for the last three quarters, after falling for 11 consecutive quarters.
- Online job advertisements grew across 8 out of 9 industries over the year. Growth was led by the Construction, Primary, and Health care industries, while Education saw the only fall.
- Online job advertisements grew for all 8 occupation groups over the year. Growth was led by Sales and Machinery operators & drivers.
- Online job advertisements grew in all 5 skill levels, with the biggest growth in the Unskilled skill level over the year.
- Online job advertisements grew in all 10 regions over the year. Auckland recorded its first quarter of annual growth since September 2022.

## **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* is an unseasonally adjusted index that tracks changes in the number of job vacancies advertised online. (previously a trend index was used, see the [methodology document](#)<sup>1</sup> for further information). It uses information from 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.

Index series for monthly unadjusted advertisements from May 2007 to March 2026 are also available in the following link: [Jobs Online – Monthly Unadjusted Series](#)<sup>2</sup>. This data shows the monthly patterns of online job advertisements.

<sup>1</sup> [Jobs Online – Information about our new data processing pipeline \[PDF, 189 KB\]](#)

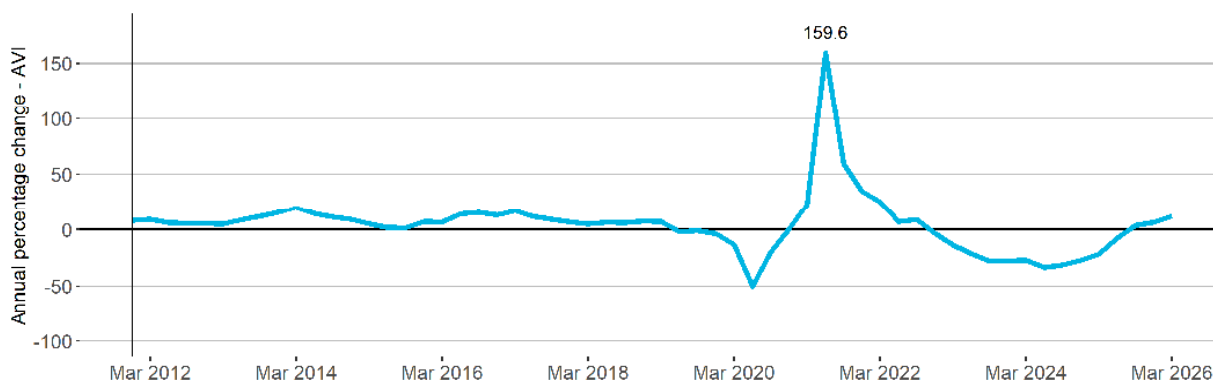
<sup>2</sup> [Jobs Online – Monthly Unadjusted Series from May 2007 \[CSV, 41 KB\]](#)

# Overall Online Job Advertisements

There was an increase of 11.8 per cent for total online job advertisements over the year to the March 2026 quarter. Online job advertisements have now experienced annual growth for the last three quarters, after falling for 11 consecutive quarters.

In the medium term (three years) there was a 36.4 per cent fall in online job advertisements, while over the past 10 years there was a 4.9 per cent fall.

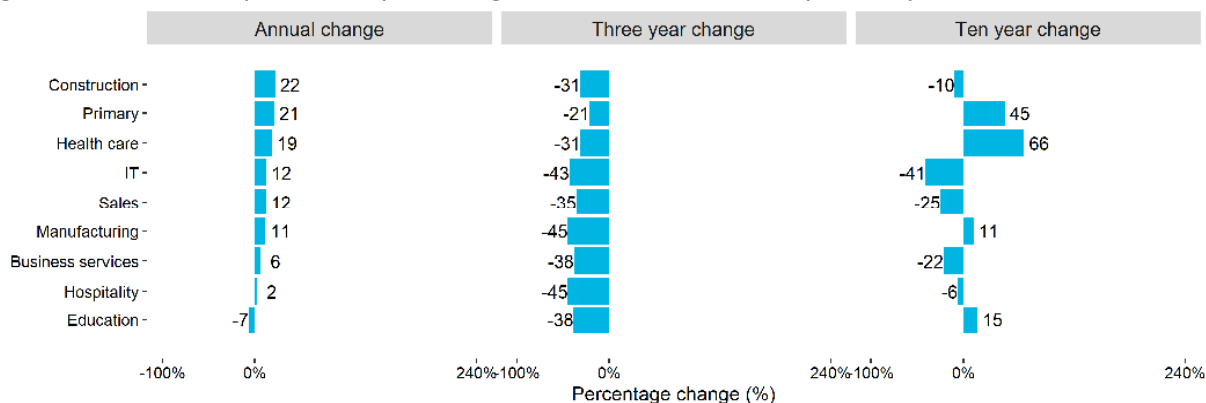
Figure 1: All Vacancies Index (job vacancies advertised online)



## Online Job Advertisements by Industry

Online job advertisements grew across 8 out of 9 industries over the year to the March 2026 quarter. However, all industries saw a fall in job advertisements over the three years between the March 2023 and March 2026 quarters. There was growth across 4 out of 9 industries over the 10 years since the March 2016 quarter.

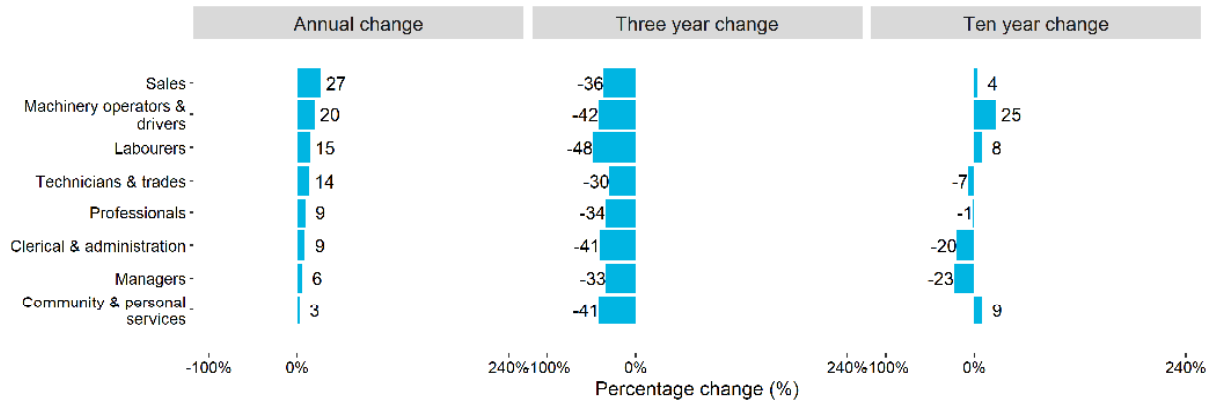
Figure 2: Annual, three-year and ten-year changes in All Vacancies Index by industry



## Online Job Advertisements by Occupation and Skills

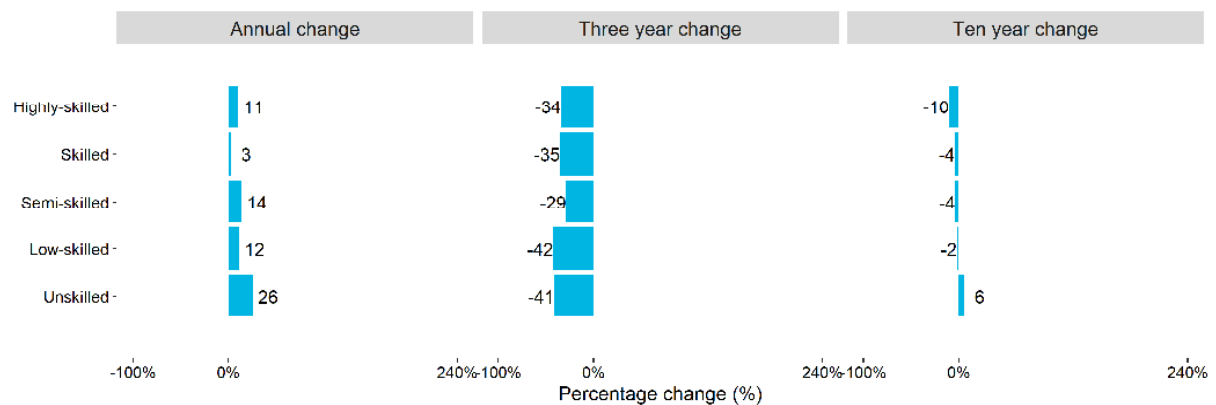
Online job advertisements grew for all 8 occupation groups annually. Over the last three years to the March 2026 quarter, online job advertisements fell in all occupation groups. There was growth in 4 out of 8 occupation groups over the last 10 years to the March 2026 quarter.

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



Online job advertisements grew in all 5 skill levels over the year to the March 2026 quarter. Over three years between the March 2023 and March 2026 quarters online job advertisements fell for all skill levels. Over 10 years to the March 2026 quarter online job advertisements grew in the Unskilled level only.

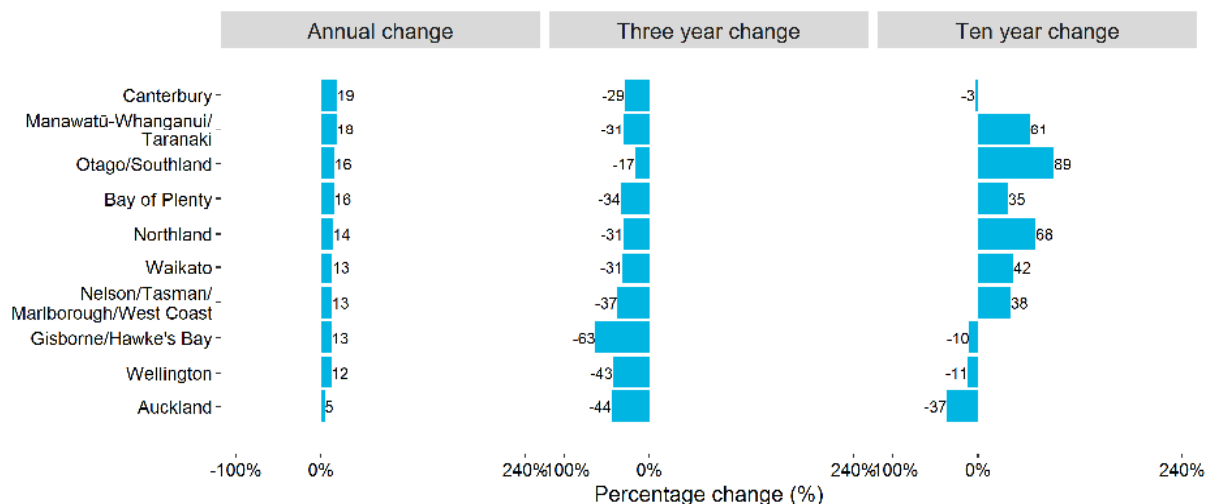
Figure 4: Annual, three-year and ten-year changes in All Vacancies Index by skill levels



## Online Job Advertisements by Region

Online job advertisements grew in all 10 regions over the year to the March quarter. Auckland recorded its first quarter of annual growth since the December 2022 quarter. Online job advertisements fell in all regions in the three years between the March 2023 and March 2026 quarters. Online job advertisements also grew in 6 out of 10 regions over the 10 years to the March 2026 quarter.

Figure 5: Annual, three-year and ten-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, three-year and ten-year changes in All Vacancies Index by industry – Northland

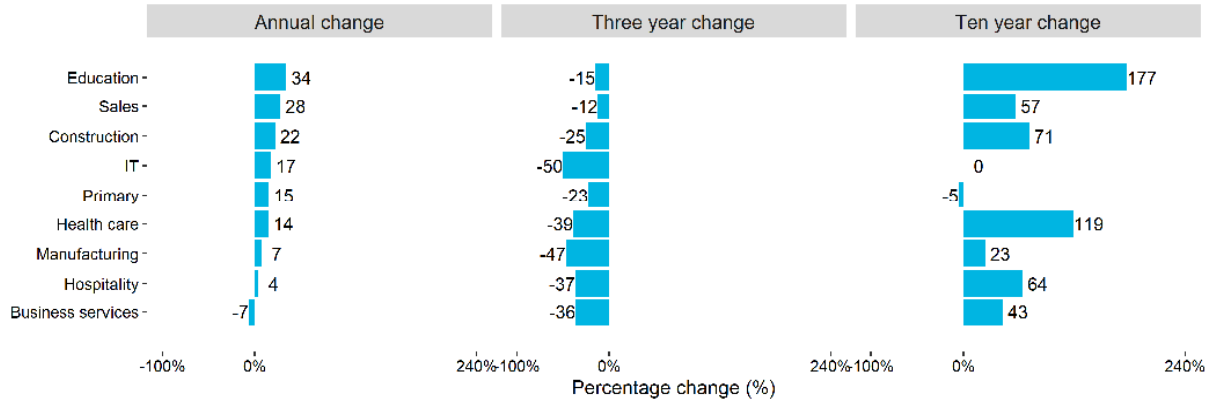


Figure 7: Annual, three-year and ten-year changes in All Vacancies Index by occupation – Northland

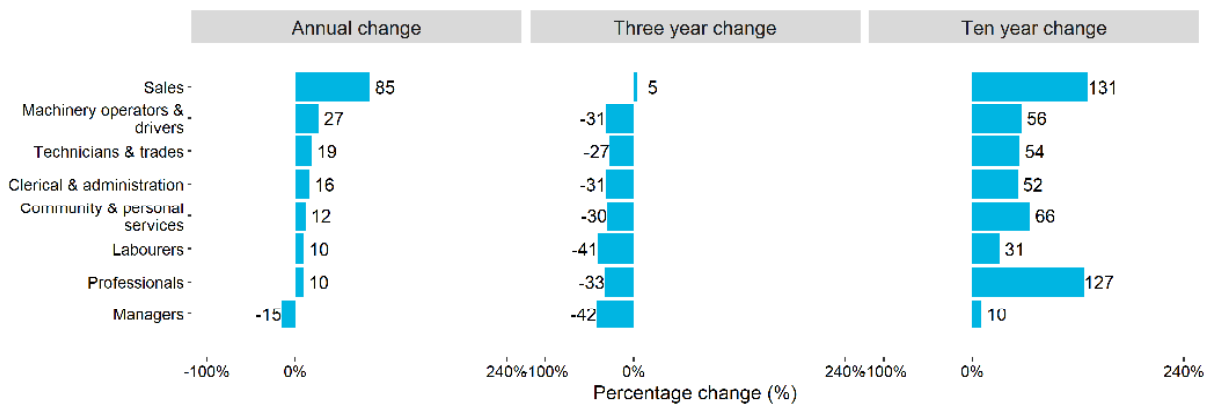
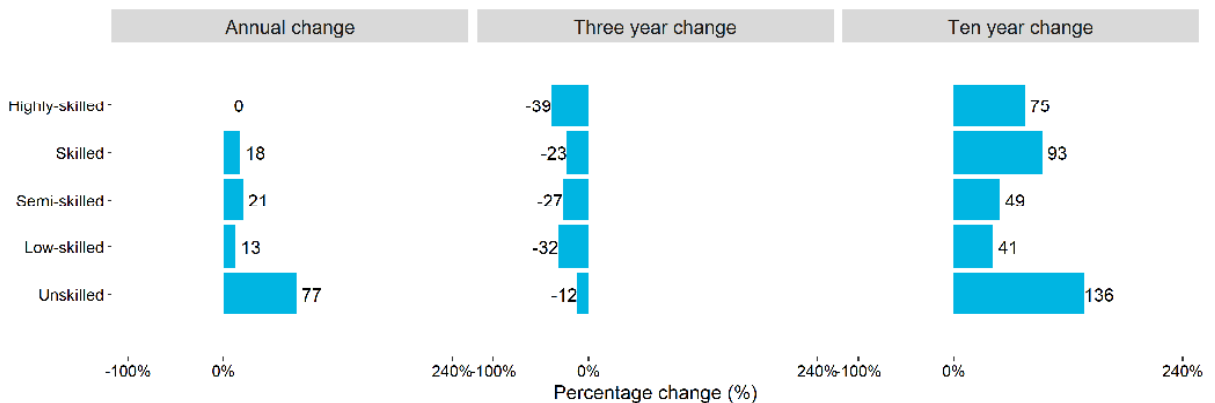


Figure 8: Annual, three-year and ten-year changes in All Vacancies Index by skill levels – Northland



# Auckland

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

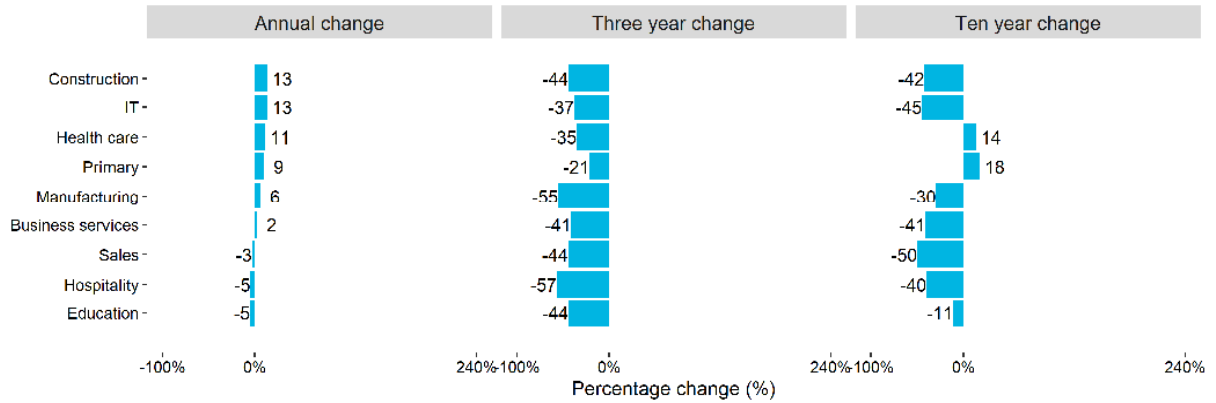


Figure 10: Annual, three-year and ten-year changes in All Vacancies Index by occupation - Auckland

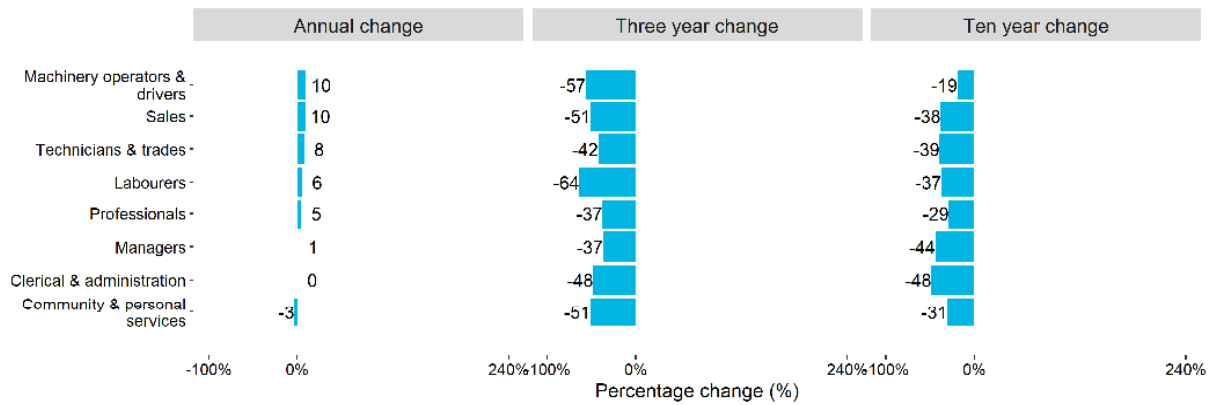
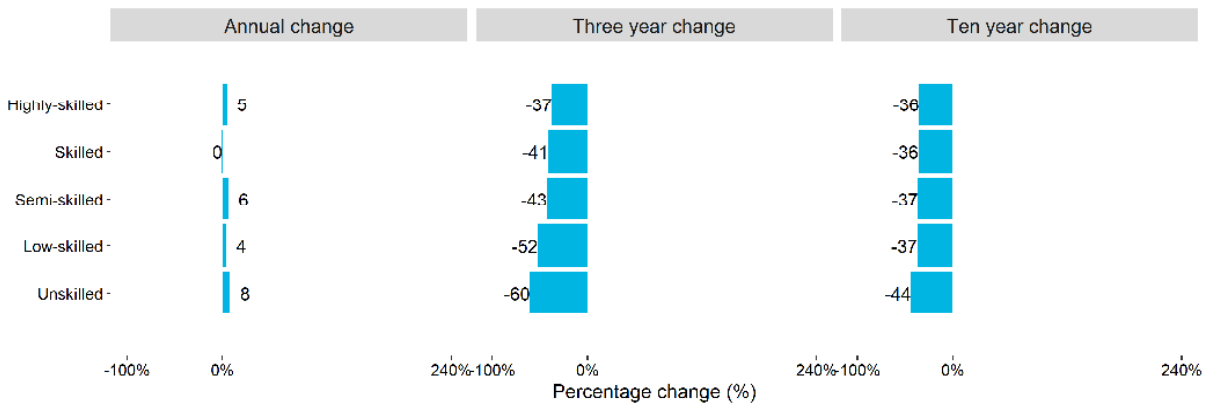


Figure 11: Annual, three-year and ten-year changes in All Vacancies Index by skill level – Auckland



# Waikato

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

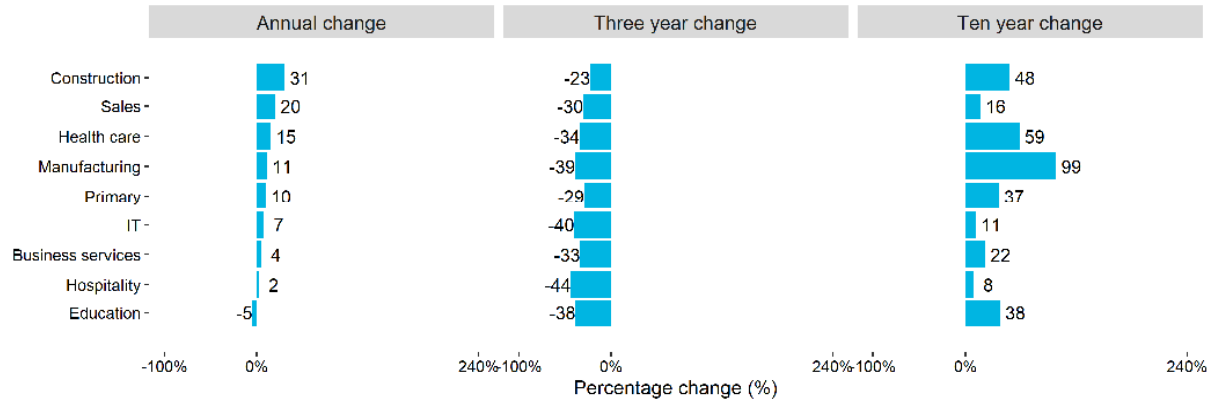


Figure 13: Annual, three-year and ten-year changes in All Vacancies Index by occupation - Waikato

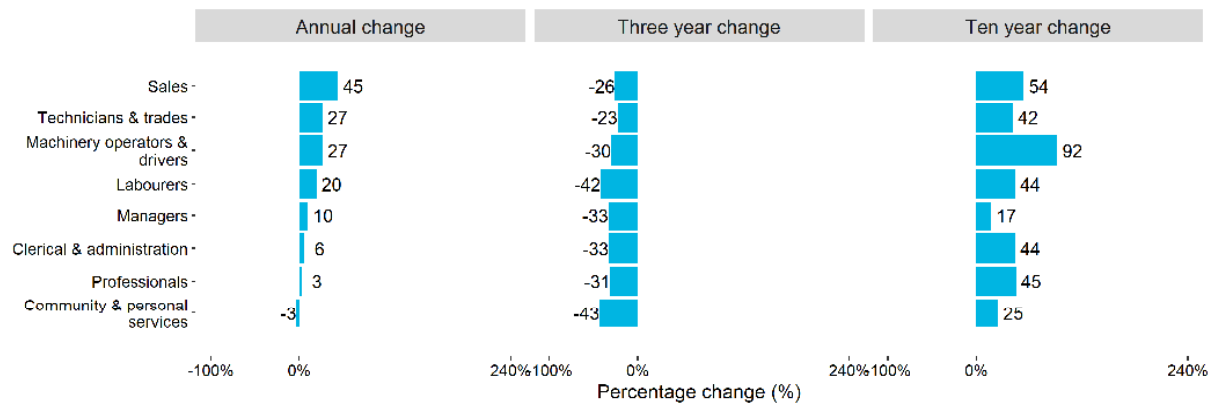
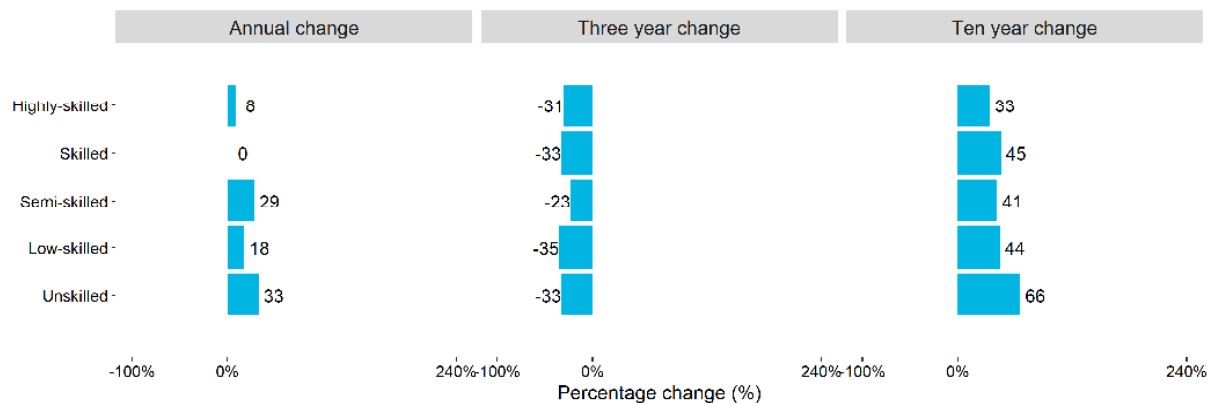


Figure 14: Annual, three-year and ten-year changes in All Vacancies Index by skill level - Waikato



# Bay of Plenty

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

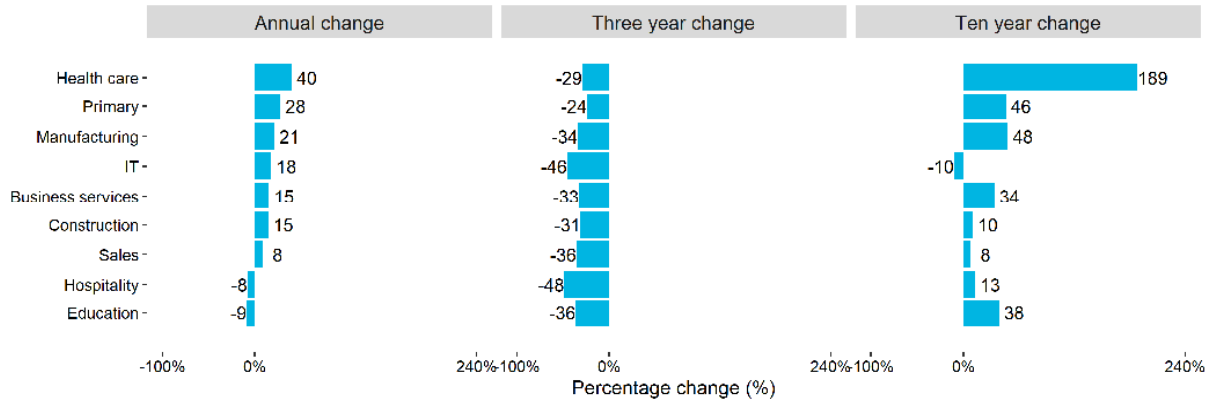


Figure 16: Annual, three-year and ten-year changes in All Vacancies Index by occupation - Bay of Plenty

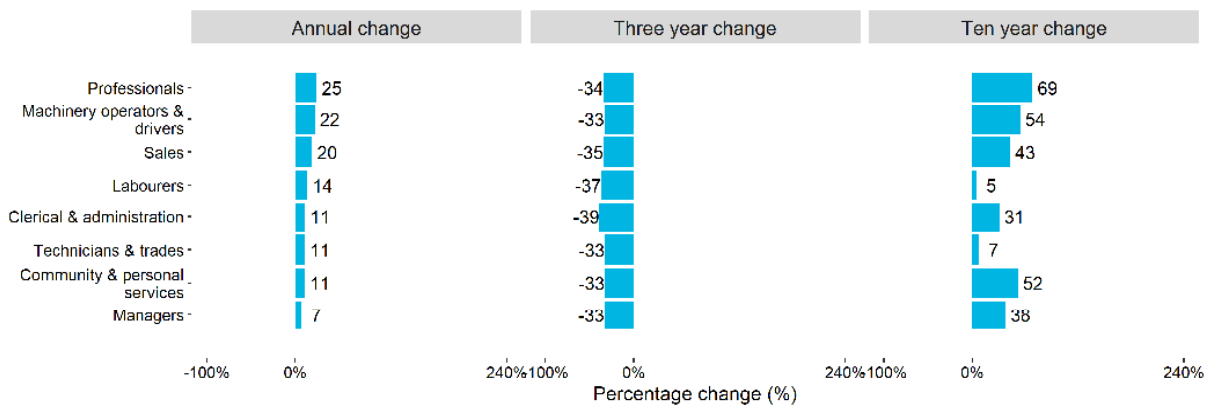
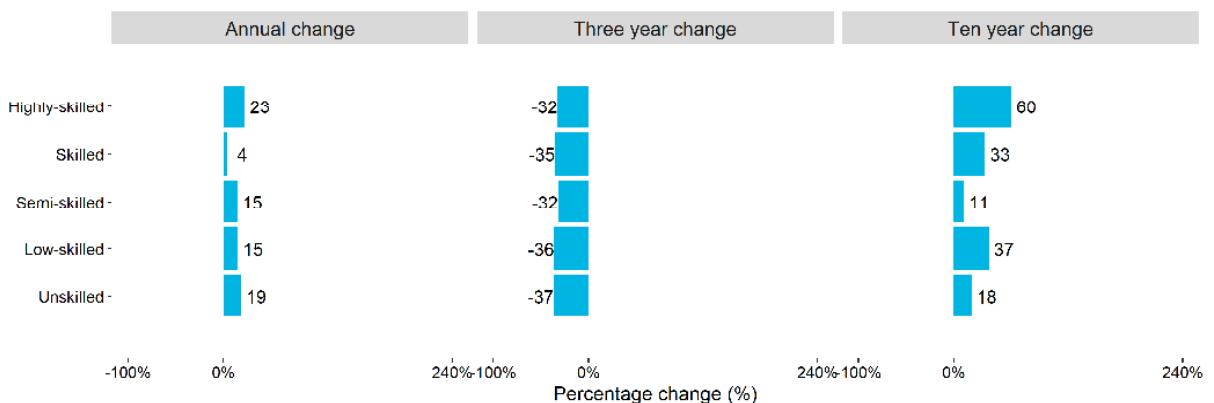


Figure 17: Annual, three-year and ten-year changes in All Vacancies Index by skill level - Bay of Plenty



# Gisborne/Hawke's Bay

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

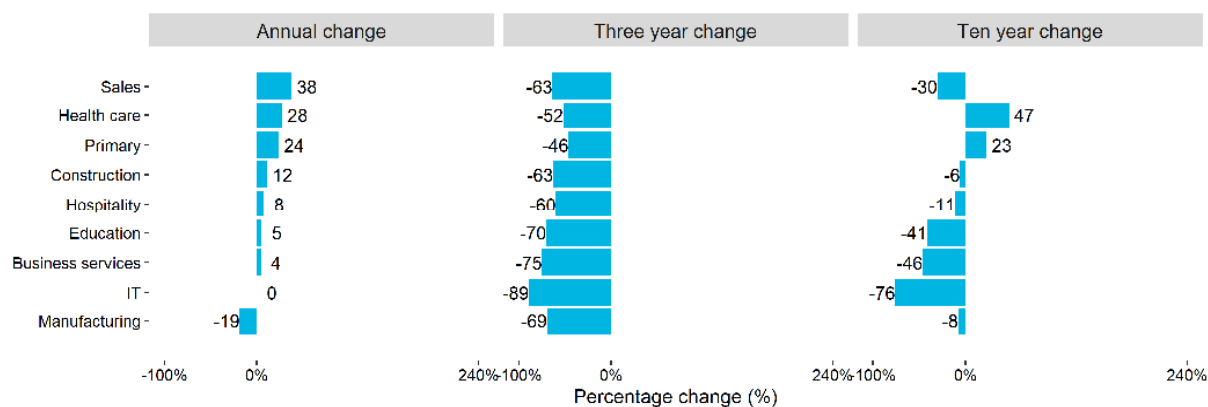


Figure 19: Annual, three-year and ten-year changes in All Vacancies Index by occupation - Gisborne/Hawke's Bay

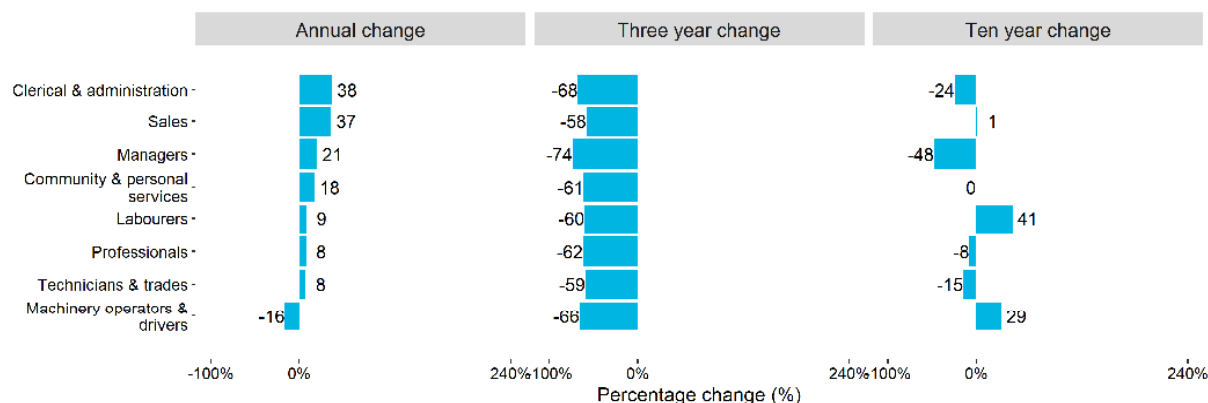
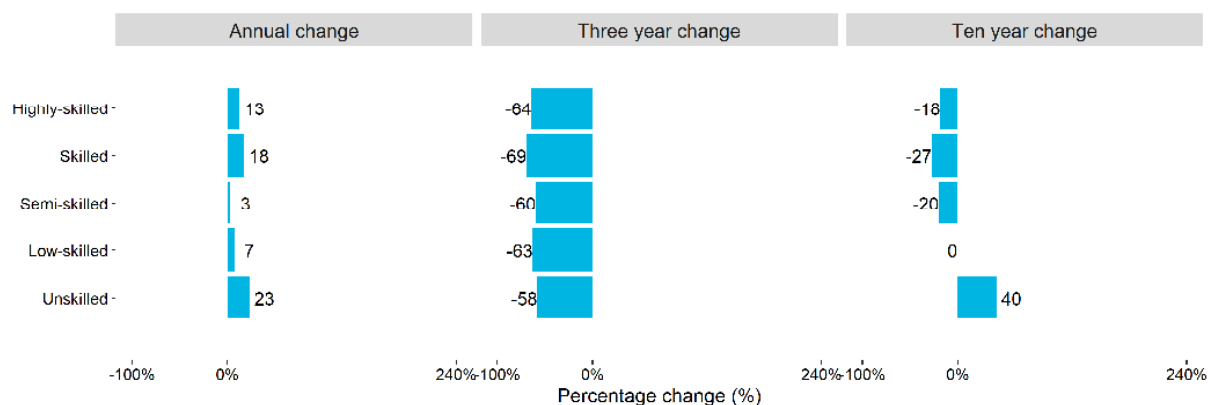


Figure 20: Annual, three-year and ten-year changes in All Vacancies Index by skill level - Gisborne/Hawke's Bay



# Manawatū-Whanganui/Taranaki

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

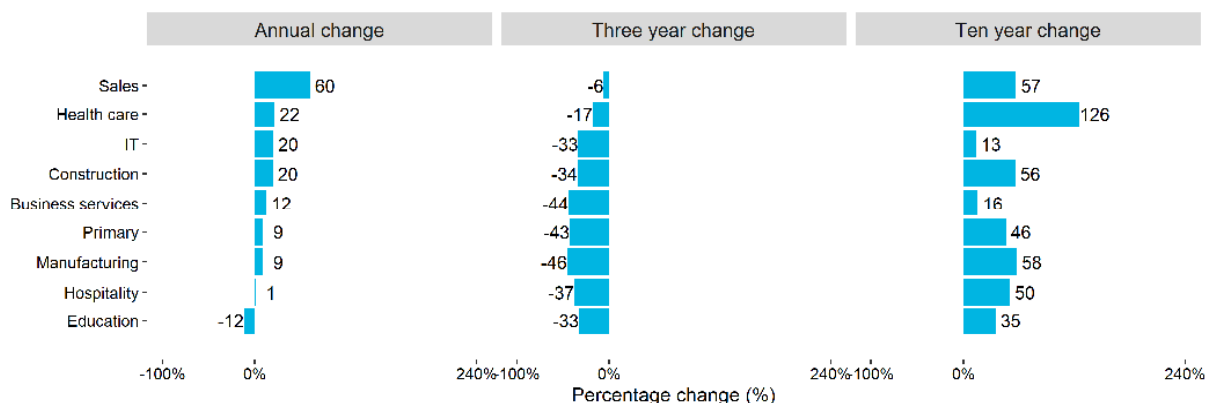


Figure 22: Annual, three-year and ten-year changes in All Vacancies Index by occupation - Manawatū-Whanganui/Taranaki

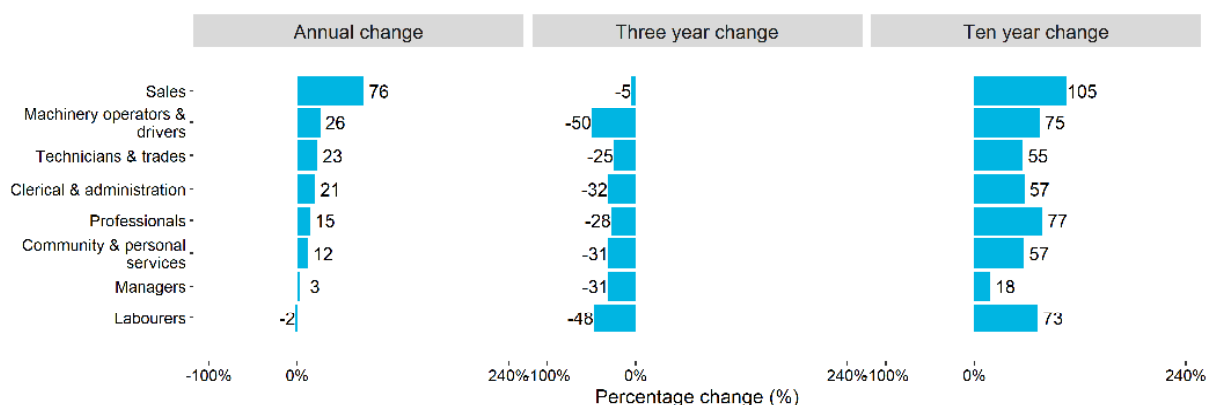
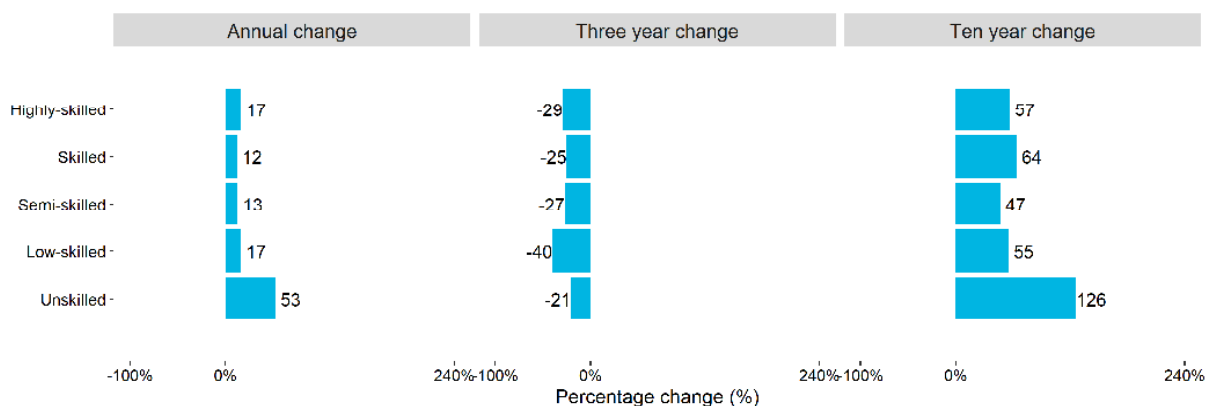


Figure 23: Annual, three-year and ten-year changes in All Vacancies Index by skill level - Manawatū-Whanganui/Taranaki



# Wellington

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

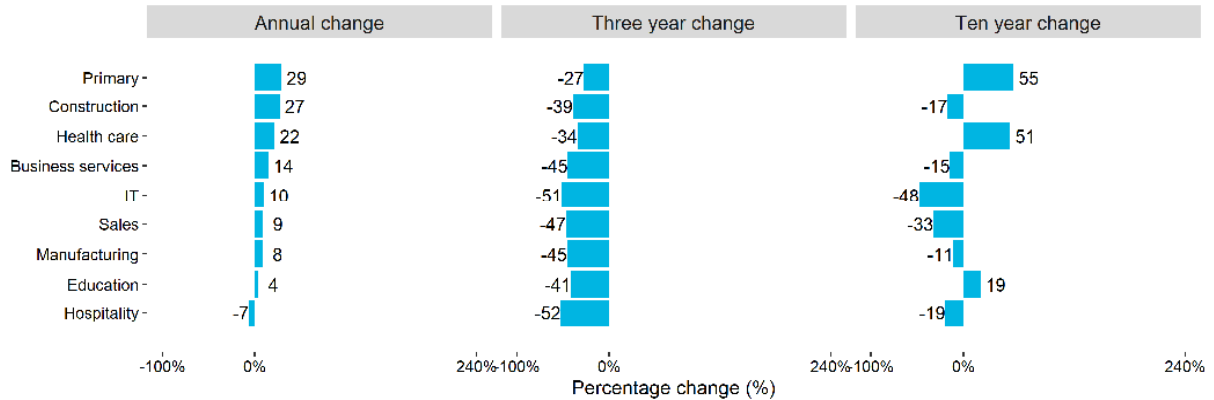


Figure 25: Annual, three-year and ten-year changes in All Vacancies Index by occupation - Wellington

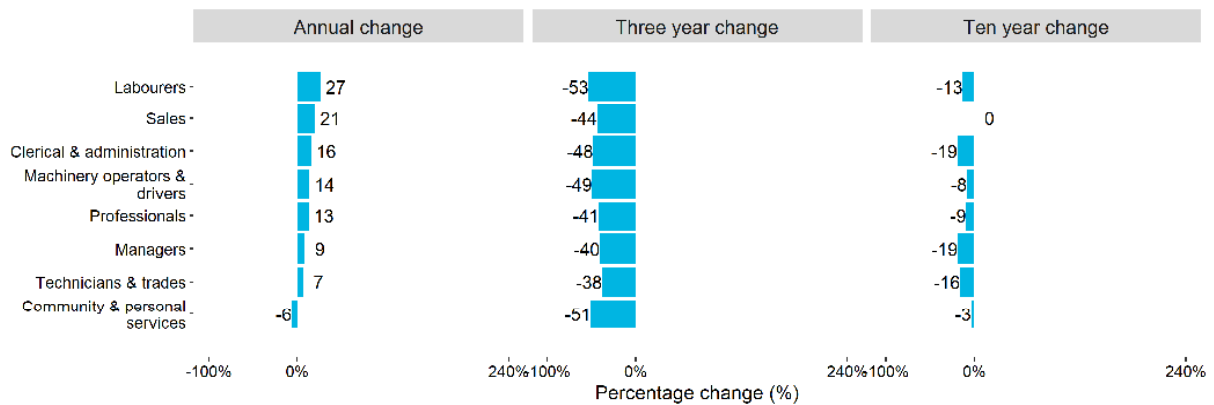
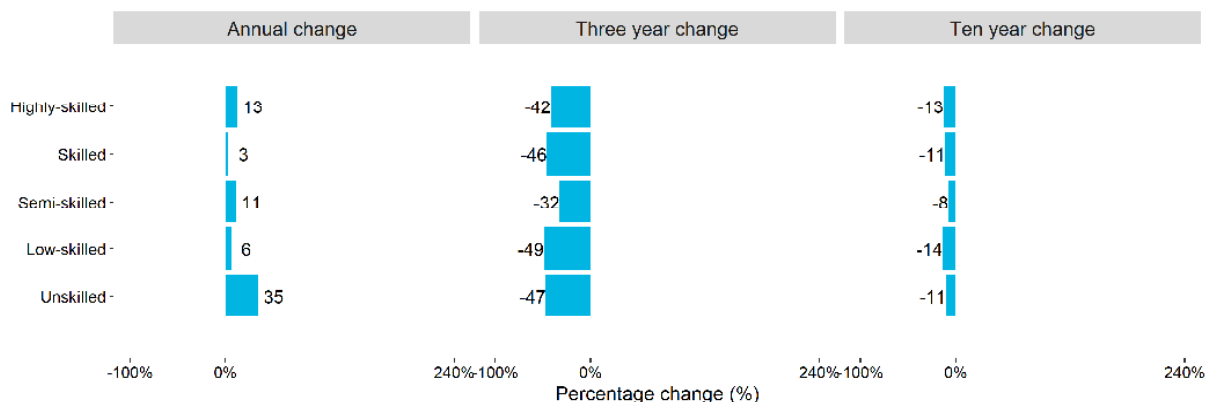


Figure 26: Annual, three-year and ten-year changes in All Vacancies Index by skill level - Wellington



# Nelson/Tasman/Marlborough/West Coast

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

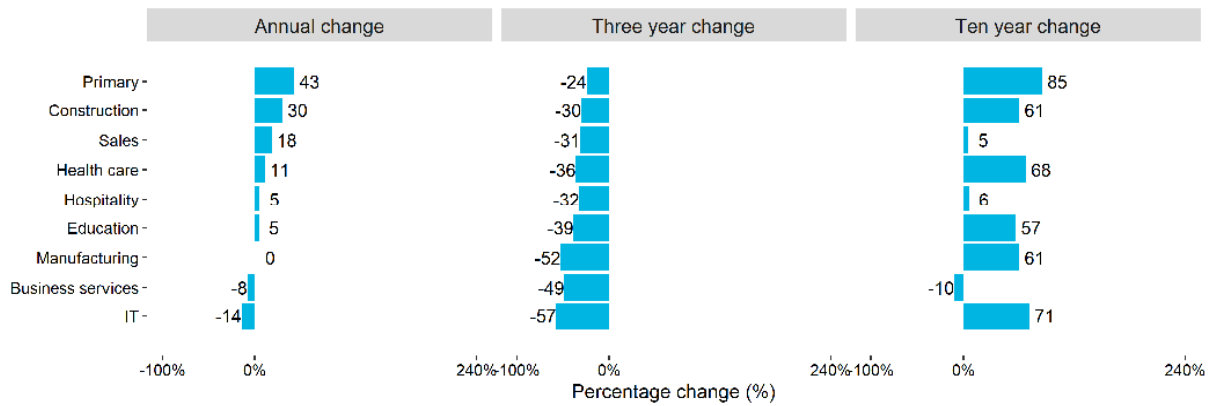


Figure 28: Annual, three-year and ten-year changes in All Vacancies Index by occupation - Nelson/Tasman/Marlborough/West Coast

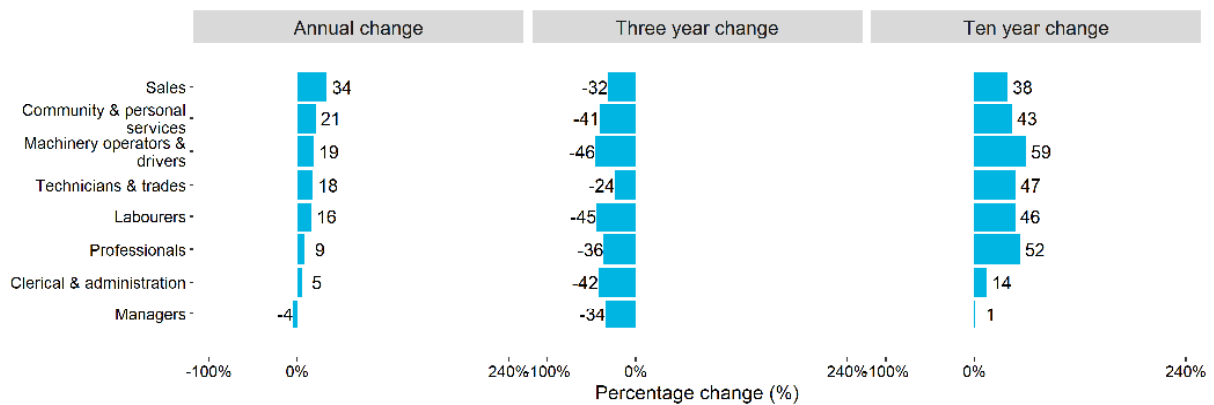
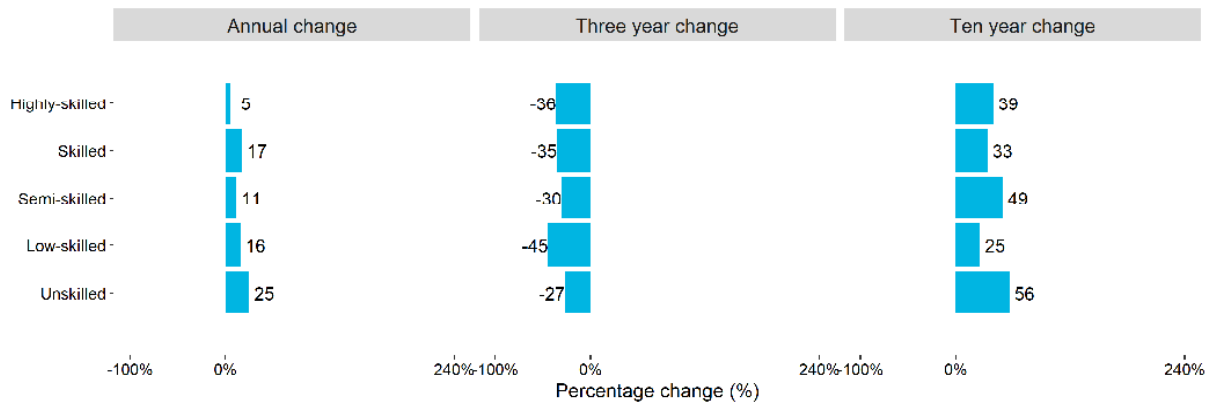


Figure 29: Annual, three-year and 10-year changes in All Vacancies Index by skill level - Nelson/Tasman/Marlborough/West Coast



# Canterbury

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

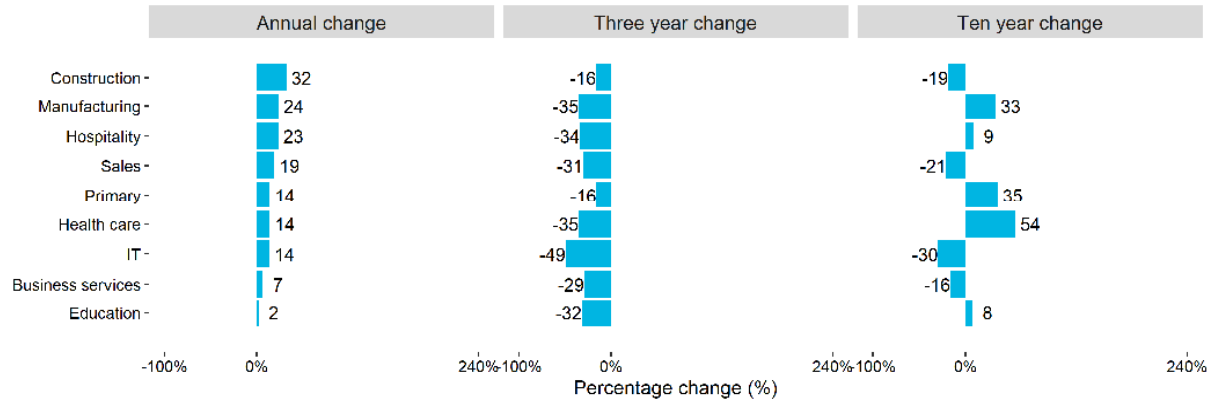


Figure 31: Annual, three-year and ten-year changes in All Vacancies Index by occupation - Canterbury

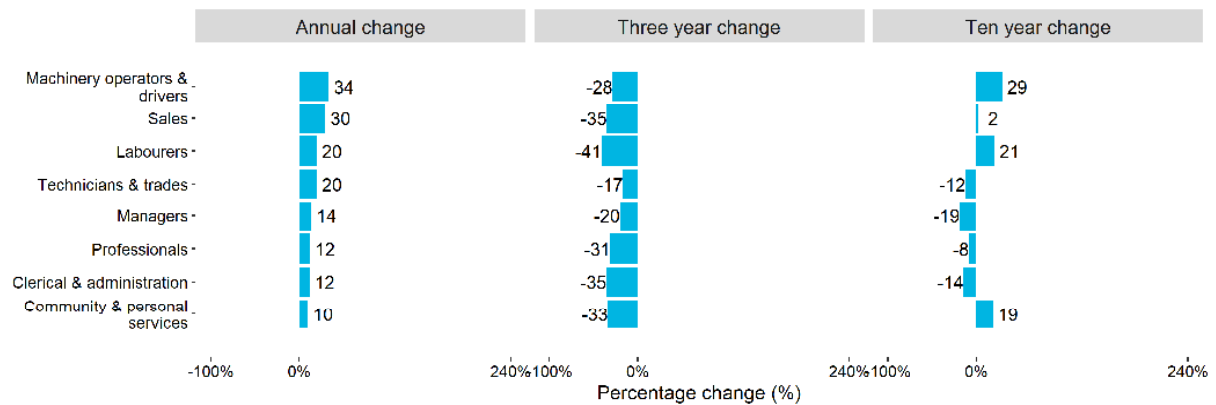
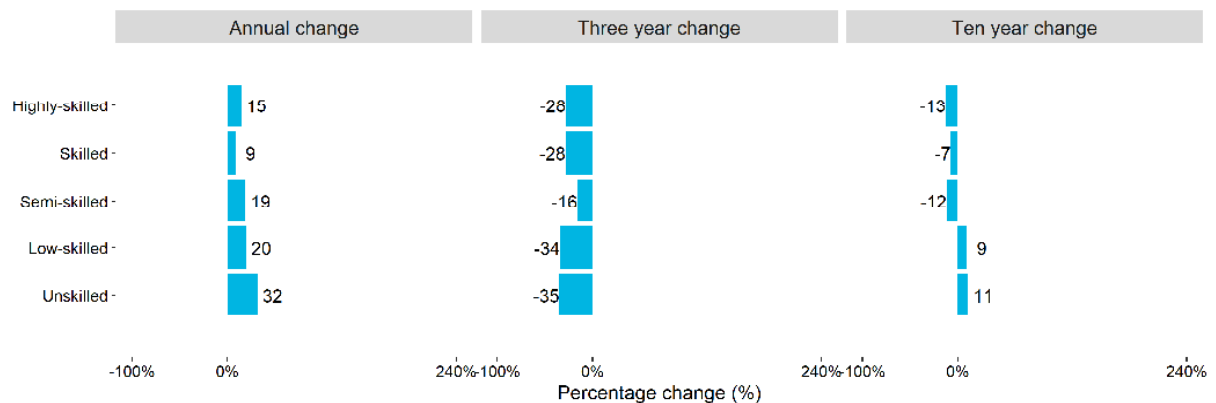


Figure 32: Annual, three-year and ten-year changes in All Vacancies Index by skill level - Canterbury



# Otago/Southland

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

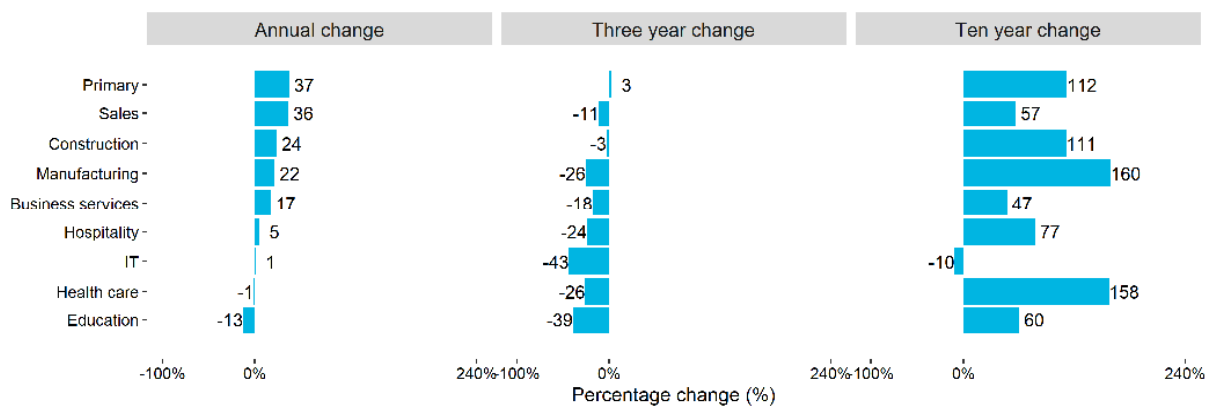


Figure 34: Annual, three-year and ten-year changes in All Vacancies Index by occupation - Otago/Southland

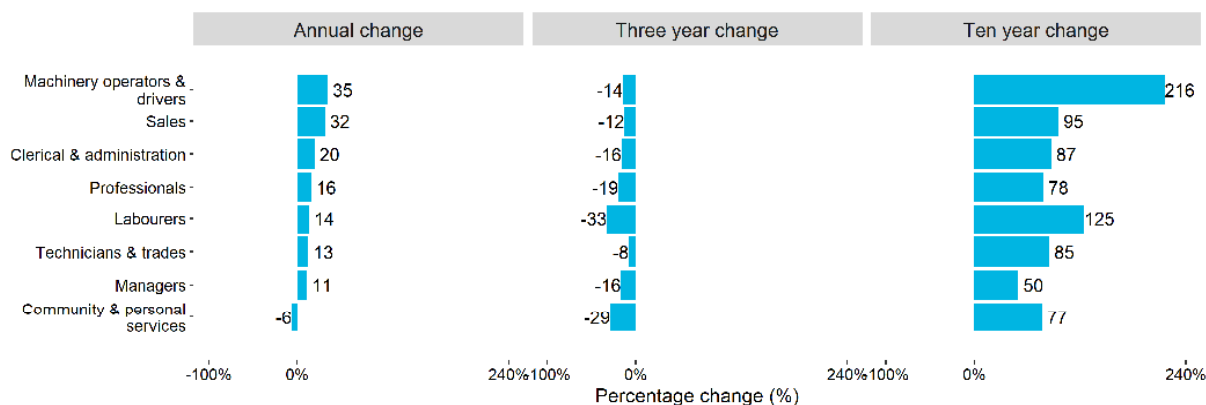


Figure 35: Annual, three-year and ten-year changes in All Vacancies Index by skill level - Otago/Southland

