



Jobs Online: March Quarter 2024

Quarterly Trends in New Zealand Online Job Advertisements

April 2024





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

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Introduction

■ OVERVIEW OF KEY RESULTS

- Online job advertising continued to fall in the March 2024 quarter (down 5.4 per cent) and over the year to March 2024 (down 26.7 per cent). Firms stated they intend to hire more people over the latest quarter, as measured by *ANZ Business Outlook*, but demand has softened compared to December 2023 (down from a net 7.0 to a net 3.5 per cent intending to hire more people).
- Online job advertising fell for all industries. The biggest quarterly falls were in the IT, Manufacturing and Construction industries, while the smallest fall was for the Education industry.
- Online job advertising also fell for all occupation groups, with the biggest quarterly falls in the Professionals, Machinery operators and drivers and Labourer occupation groups.
- Online job advertising declined across all five skill levels compared to the previous quarter, with Highly-skilled jobs seeing the biggest fall (down 8.0 per cent).
- Compared to the previous quarter, online job advertising decreased in all regions. The Wellington region saw the biggest fall while Gisborne/Hawke's Bay saw the smallest fall due to growth in the Hospitality and Health care industries partially offsetting other falls.

Purpose of *Jobs Online*

Jobs Online monitors changes in online job advertisements using an index. It uses information from online job advertisements from four internet job boards: SEEK, Trade Me Jobs, the Education Gazette and Kiwi Health Jobs. *Jobs Online* measures changes using raw unweighted data, and is disaggregated by industries, occupations, and regions. Duplicate advertisements within each job board, across job boards and across consecutive months are removed.

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 a particular 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). Likewise, a decline in online job advertisements can signal reduced employment in an industry, or that the industry is using alternatives to online advertising in their hiring processes (such as word-of-mouth or social networks). Alternatively, a decline in online advertisements may signal an industry has less turnover than before.

This quarterly report highlights the latest *Jobs Online* data up to March 2024 and the previous quarter (December 2023) and with the same quarter last year (March 2023).

The monthly unadjusted vacancies from May 2007 to March 2024 are also available at [Jobs Online monthly unadjusted data](#). This data shows the monthly patterns of online job advertising.

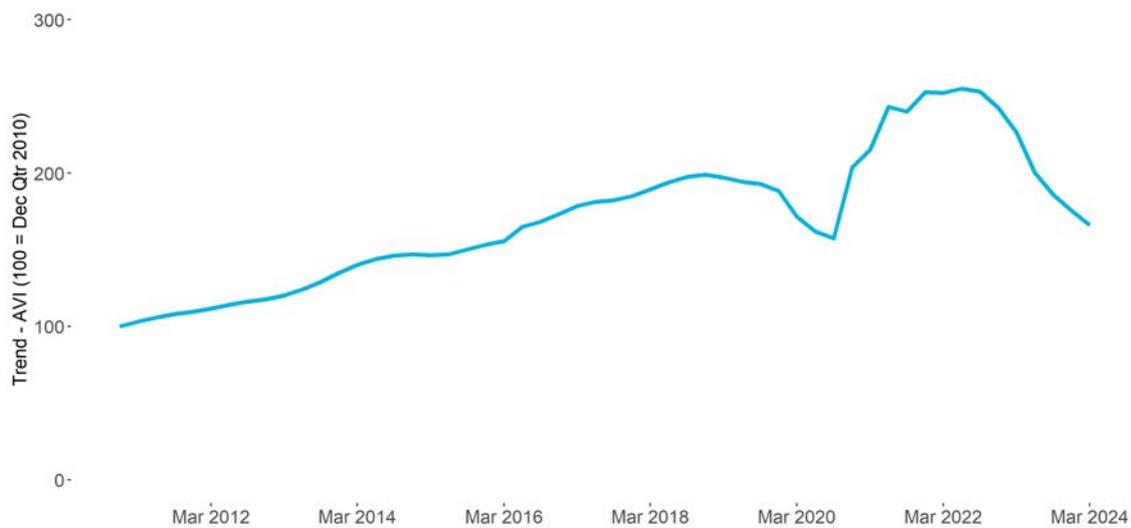
Overall Online Job Advertisements

Online job advertising down over both the quarter and the year

Online job advertising continued to fall, down 5.4 per cent in the March 2024 quarter. There have now been seven consecutive quarterly decreases since September 2022. Over the year to March 2024, vacancies fell 26.7 per cent.

In March 2024, a net 3.5 per cent of firms stated they intend to hire more people, but demand softened compared to a net 7.0 per cent in December 2023, as shown in the [ANZ Business Outlook](#).

Figure 1: All Vacancies Index (online job advertisements)



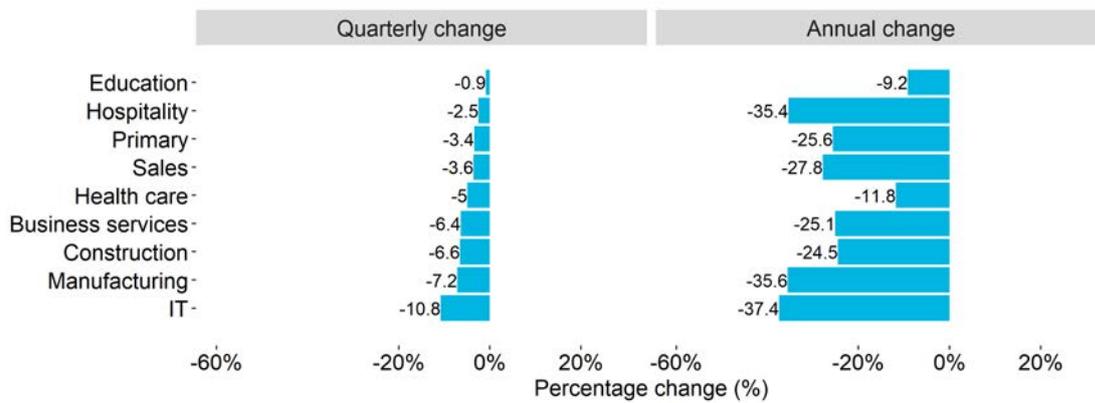
Online Job Advertisements by Industry

Online job advertisements fell across all industries

In the March 2024 quarter, the largest falls were in the IT, Manufacturing and Construction (down 10.8, 7.2 and 6.6 per cent respectively). The smallest fall was for the Education industry (down 0.9 per cent).

Job advertising was lower than the March 2023 quarter for all industries. Regionally, job advertisements for the Education industry grew in Northland, while Hospitality and Health care grew in Gisborne/Hawkes’s Bay.

Figure 2: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry

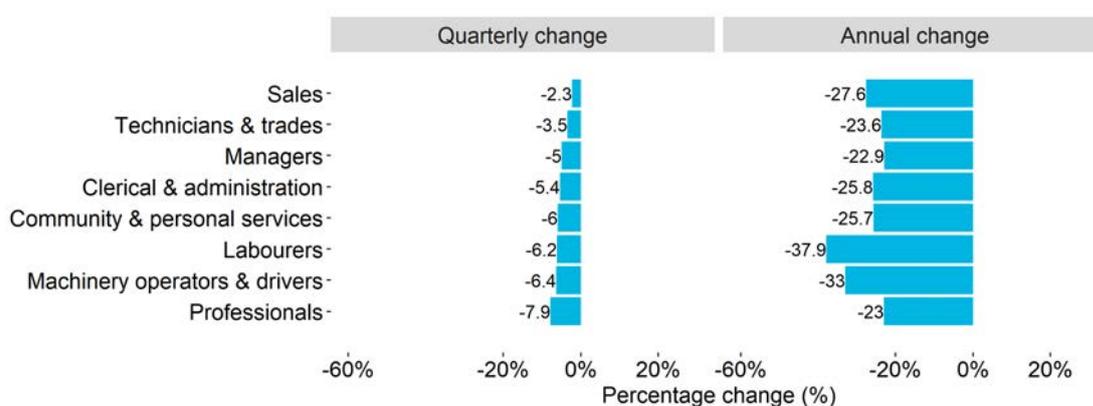


Online Job Advertisements by Occupation and Skills

Online job advertisements for all occupation groups decreased over the quarter

The largest fall in job advertising was for Professionals (down 7.9 per cent), while Sales had the smallest fall in advertising (down 2.3 per cent). Over the year, online job advertising decreased in all occupation groups, with the biggest fall for Labourers (down 37.9 per cent).

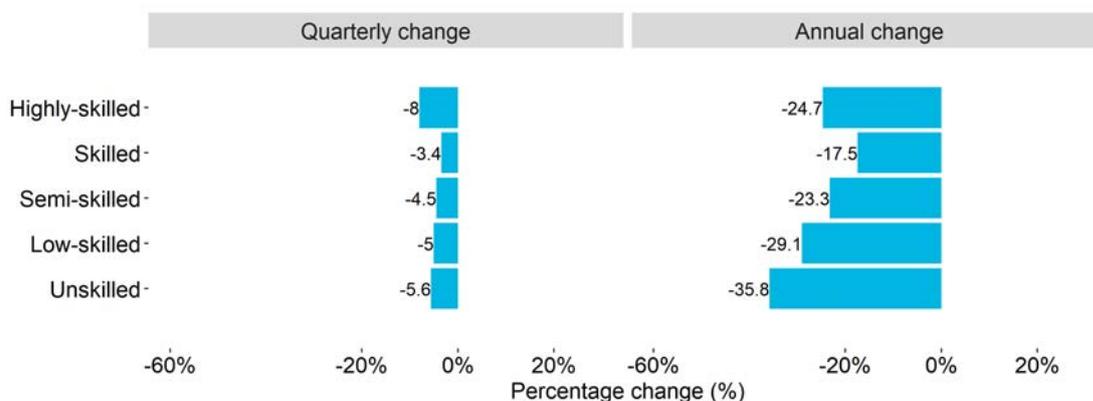
Figure 3: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation groups



Online job advertisements continued to decrease for all skill levels

Online job advertising decreased for all five skill levels in the March 2024 quarter, falling the most for Highly-skilled jobs (down 8.0 per cent). Over the year, job advertisements also fell for all skill levels. The biggest fall was for Unskilled advertisements, down 35.8 per cent between March 2023 and March 2024.

Figure 4: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill levels



Online Job Advertisements by Region

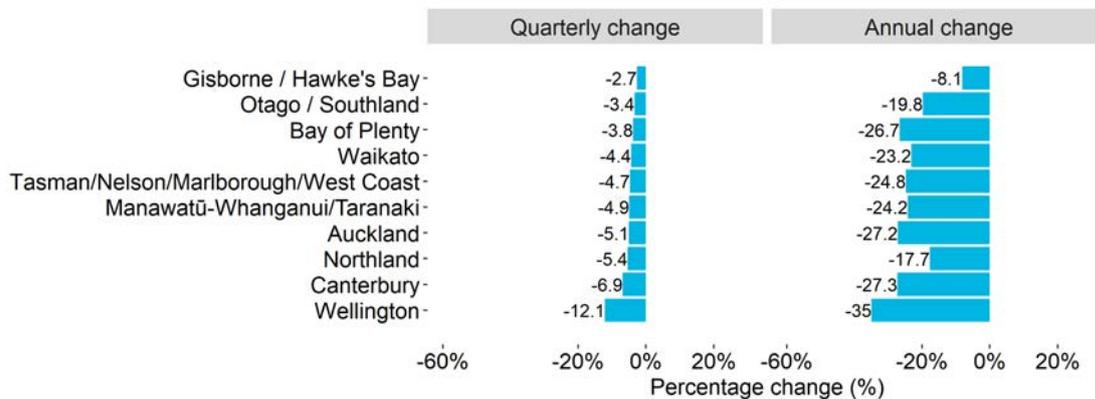
Online job advertising fell in all regions

The Wellington region saw the largest fall in job advertisements over the quarter, while Gisborne/Hawke’s Bay had the smallest quarterly fall (down 12.1 and 2.7 per cent respectively).

Online job advertising decreased in all regions over the year to March 2024, with the largest falls in Wellington (down 35.0 per cent), Canterbury (down 27.3 per cent) and Auckland (down 27.2 per cent).

Quarterly and annual changes for each region by industry, occupation and skill level can be found in the Appendix of the report.

Figure 5: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by region



Revisions & Links

Jobs Online is adjusted for seasonal variations. This may lead to noticeable revisions of previously published figures in recent findings. The changes reported in the table are the quarterly percentage change and the annual percentage change for the All Vacancies Index (AVI).

All Vacancies Index				
	Quarterly		Annual	
	Revised	Previously Published	Revised	Previously Published
Quarter	Percentage change (%)			
Mar-23	-6.5%	-5.3%	-10.1%	-5.1%
Jun-23	-11.6%	-7.9%	-21.4%	-13.2%
Sep-23	-7.3%	-8.1%	-26.6%	-21.0%
Dec-23	-5.5%	-9.3%	-27.5%	-27.3%

Note: The results for the changes are based on seasonally adjusted data with correction for extreme values.

Data Downloads

The data used in the *Jobs Online* quarterly report can be accessed at *Jobs Online* by following the links on this page: [Jobs Online quarterly data](#).

Appendix

Northland

Figure 6: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Northland

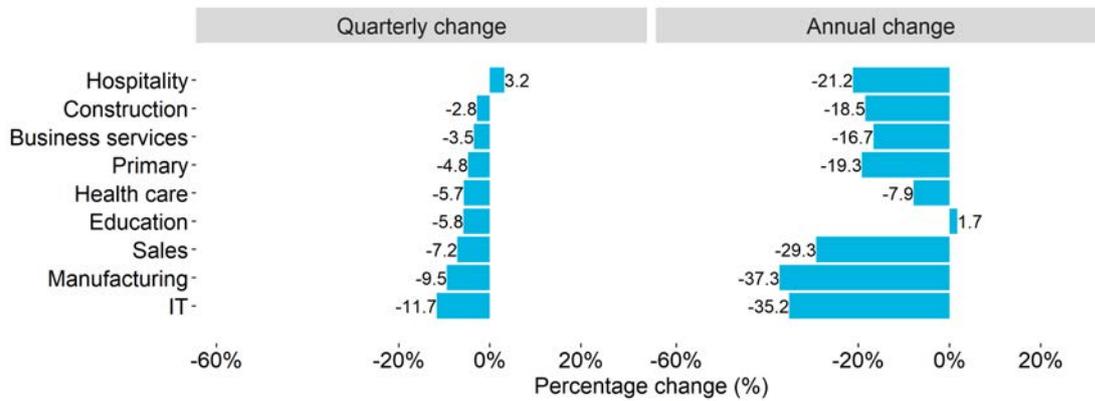


Figure 7: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Northland

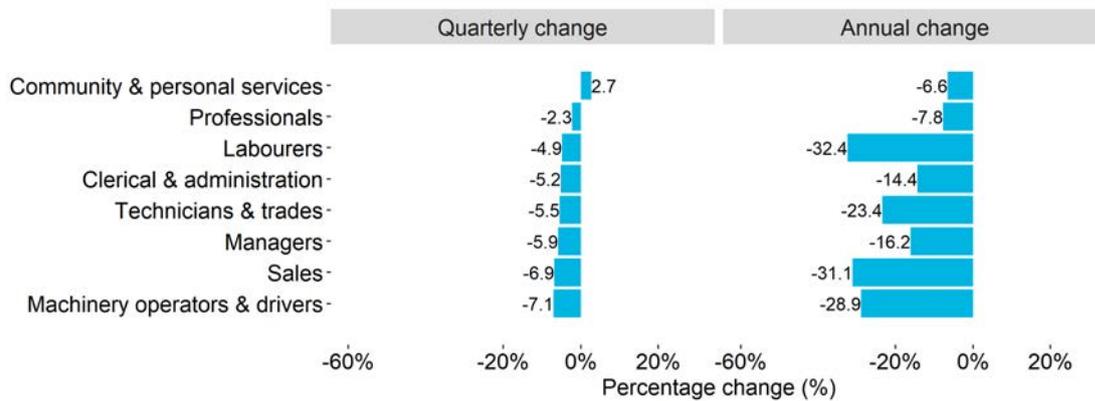
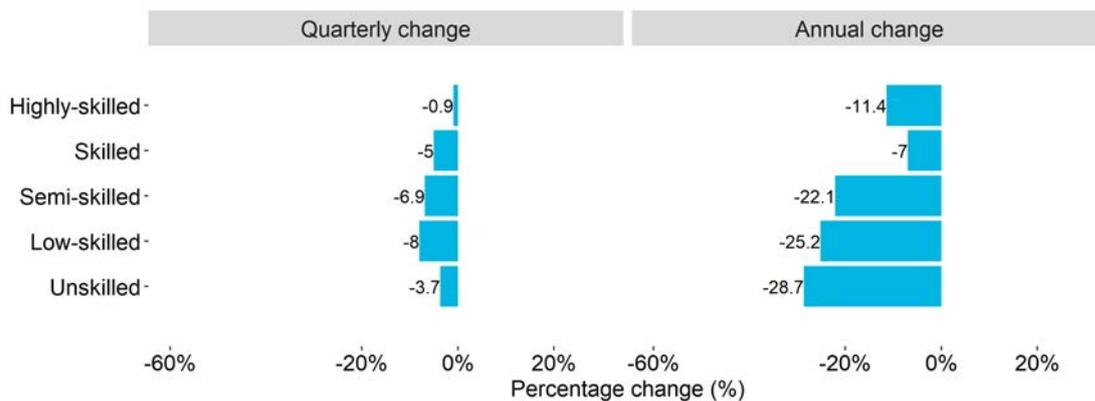


Figure 8: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill levels - Northland



Auckland

Figure 9: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Auckland

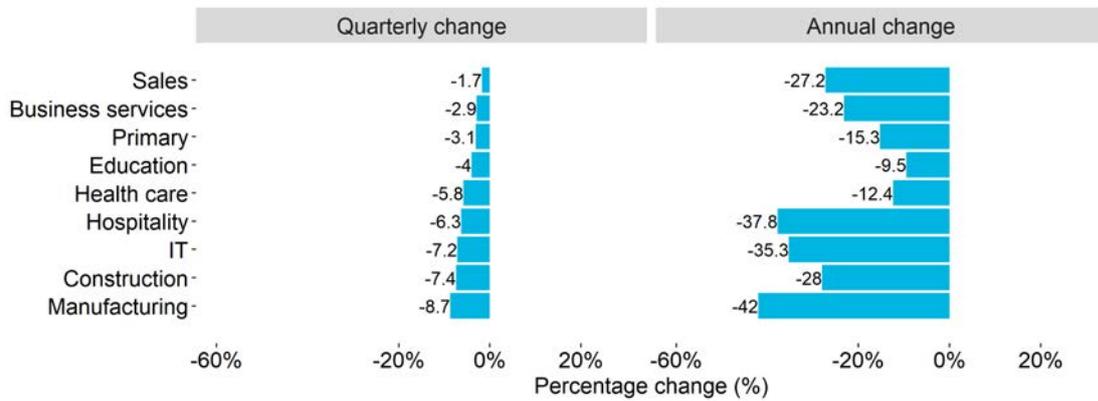


Figure 10: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Auckland

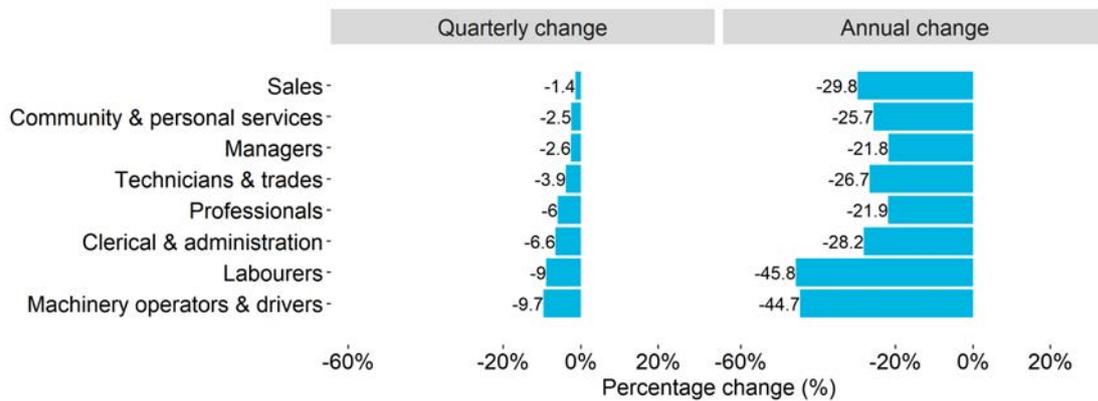
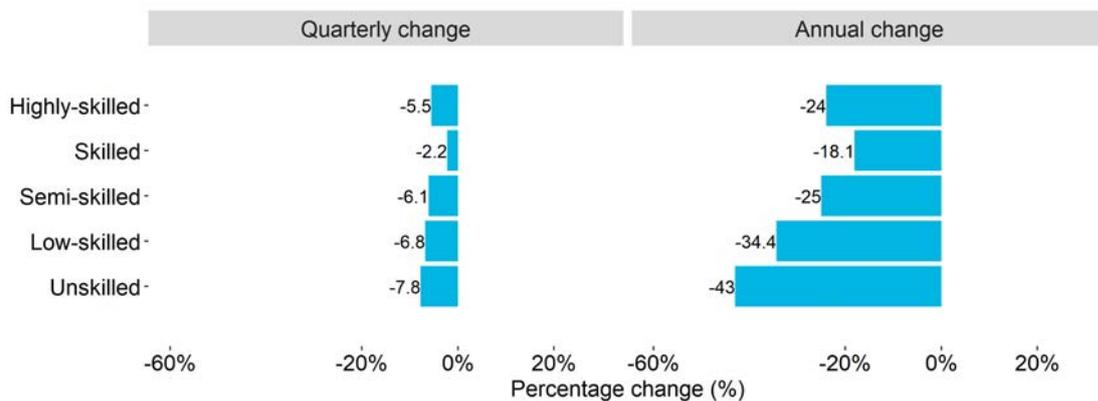


Figure 11: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Auckland



Waikato

Figure 12: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Waikato

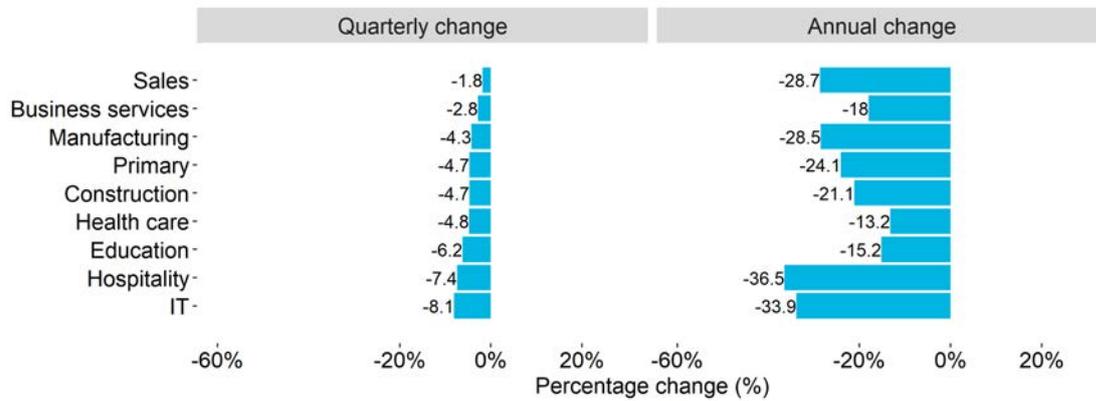


Figure 13: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Waikato

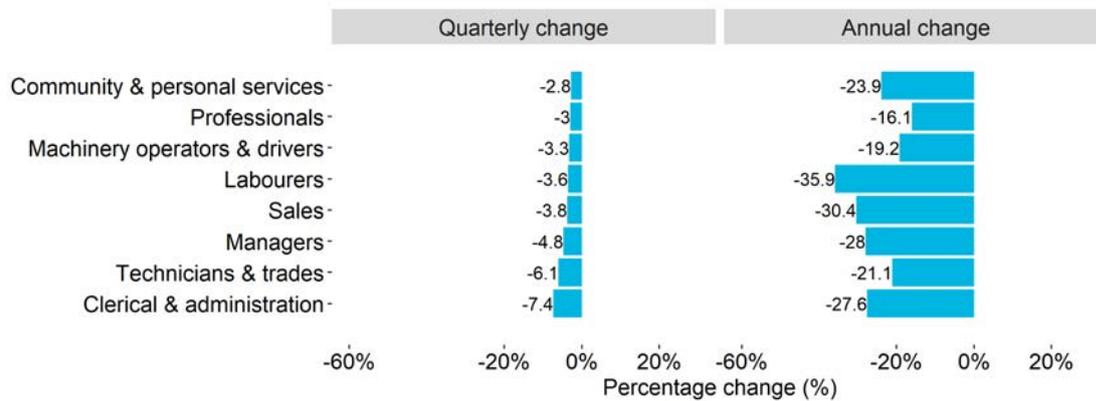
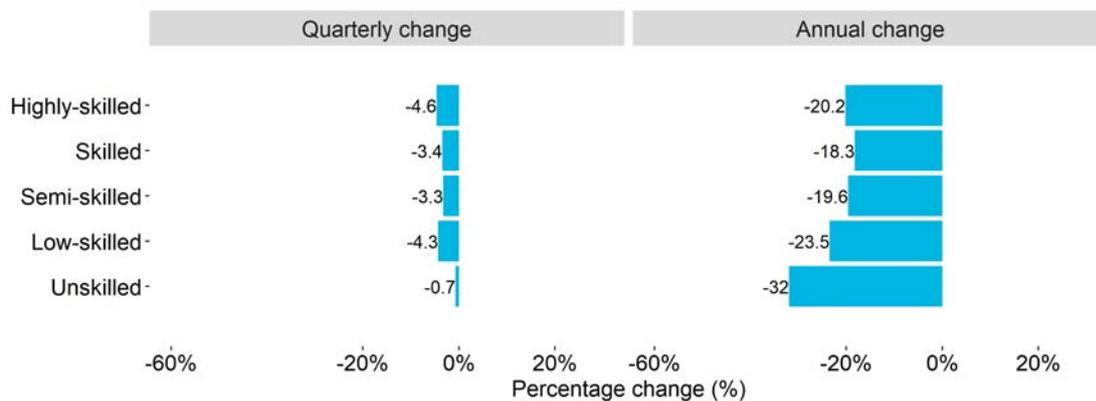


Figure 14: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Waikato



Bay of Plenty

Figure 15: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Bay of Plenty

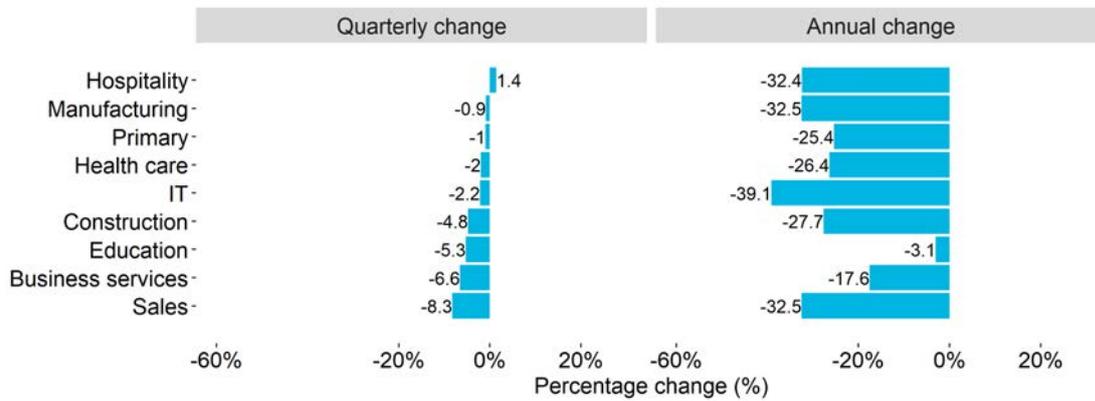


Figure 16: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Bay of Plenty

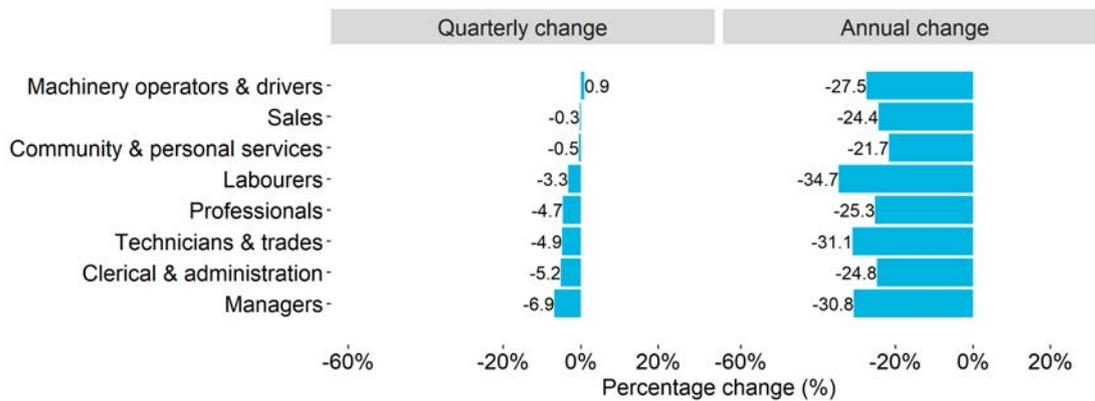
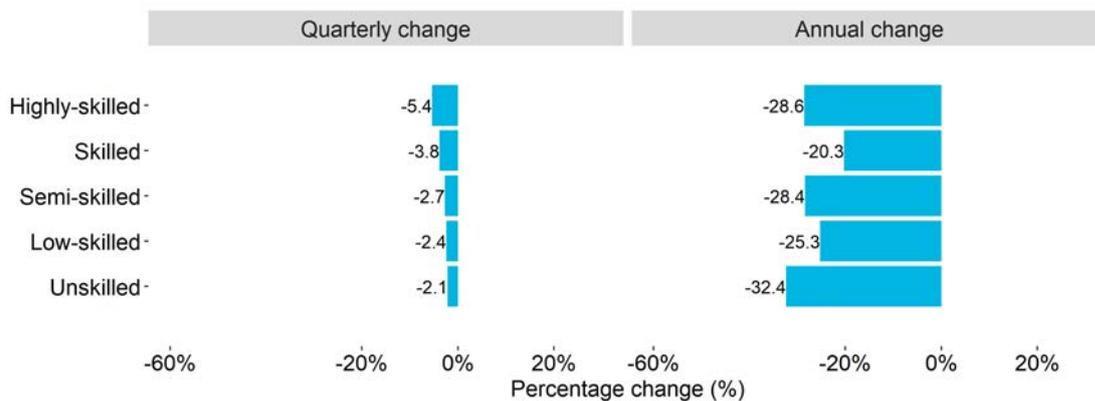


Figure 17: Quarterly and annual changes All Vacancies Index (online job advertisements) by skill level - Bay of Plenty



Gisborne/Hawke's Bay

Figure 18: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Gisborne/Hawke's Bay

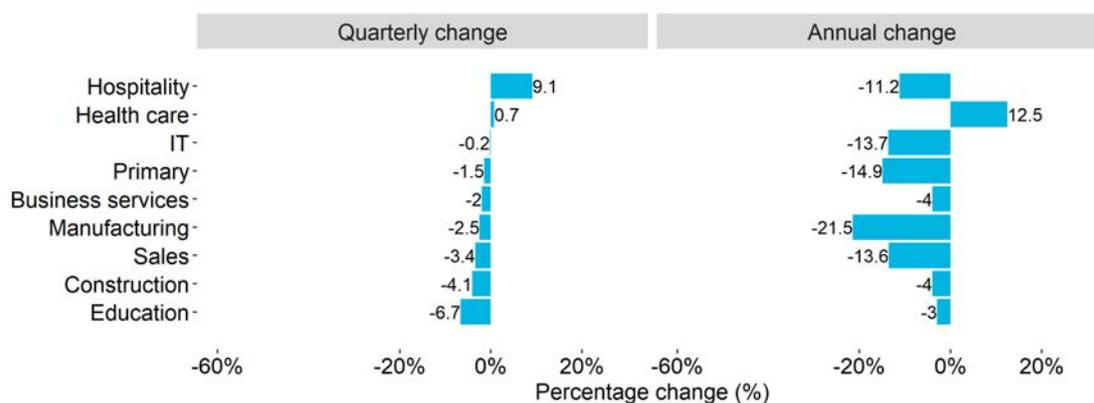


Figure 19: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Gisborne/Hawke's Bay

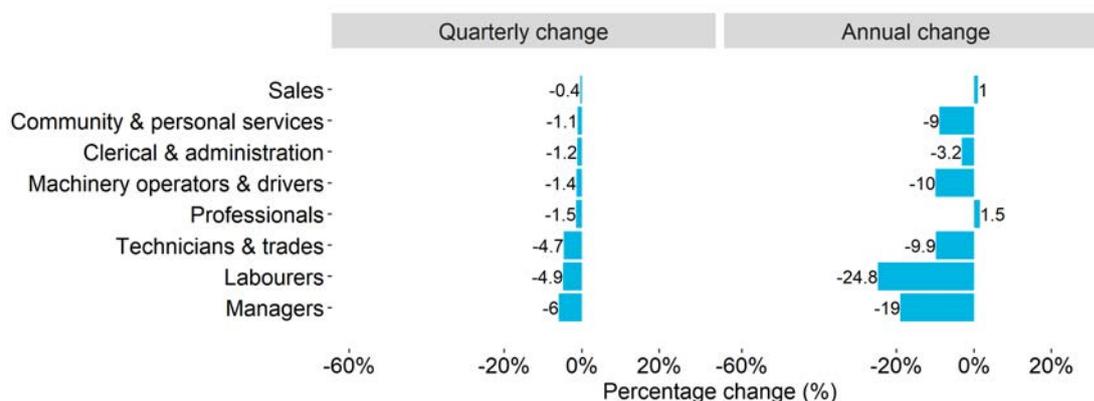
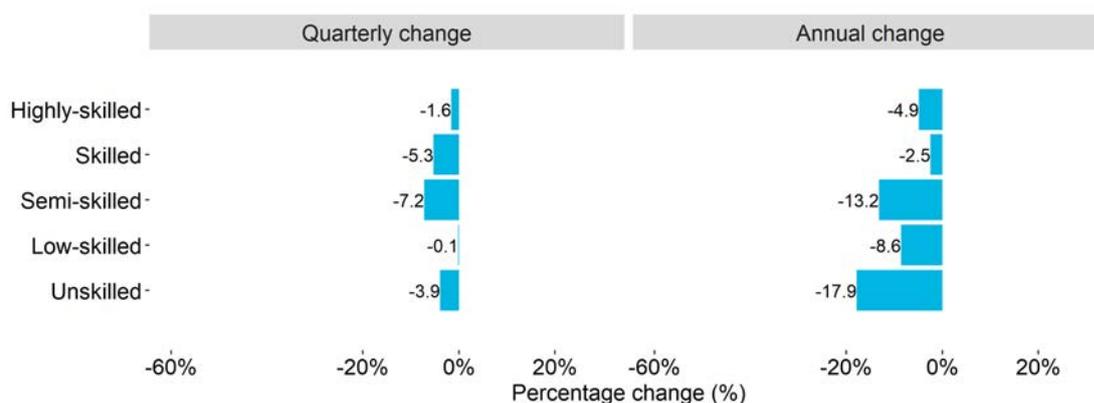


Figure 20: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Gisborne/Hawke's Bay



Manawatū-Whanganui/Taranaki

Figure 21: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Manawatū-Whanganui/Taranaki

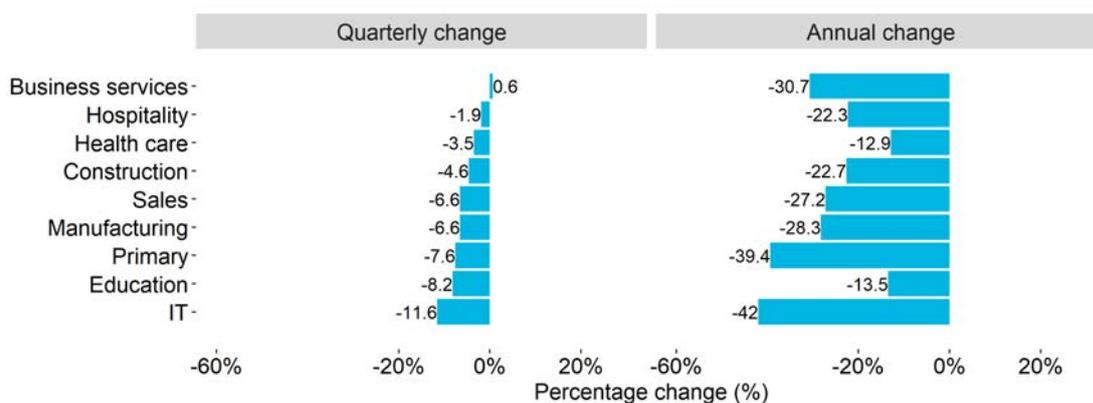


Figure 22: Quarterly and annual (quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Manawatū-Whanganui/Taranaki

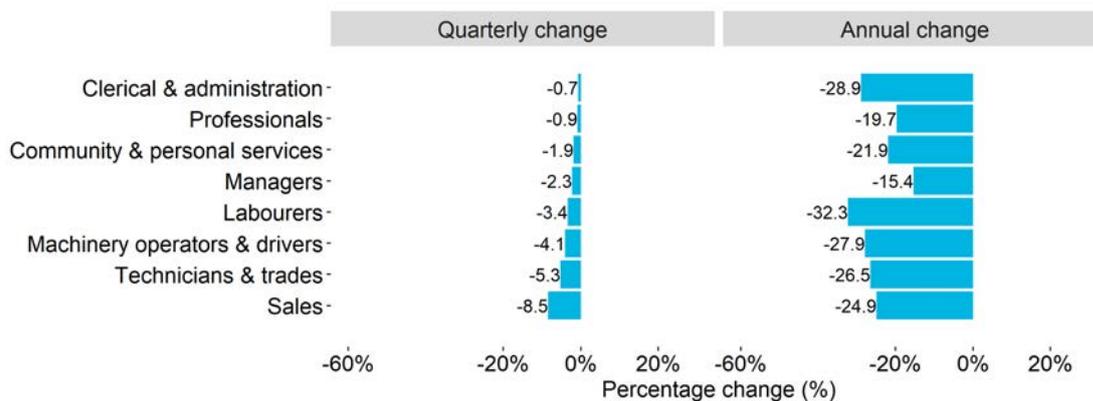
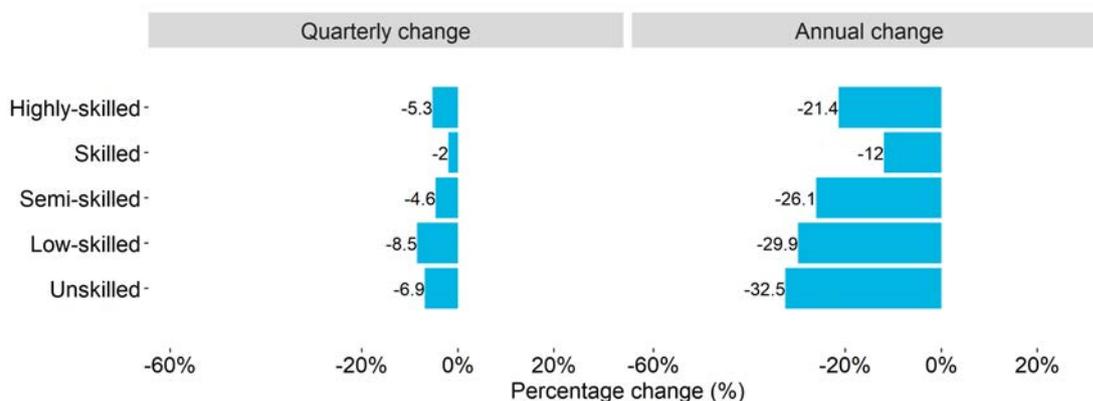


Figure 23: Quarterly and annual (quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Manawatū-Whanganui/Taranaki



Wellington

Figure 24: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Wellington

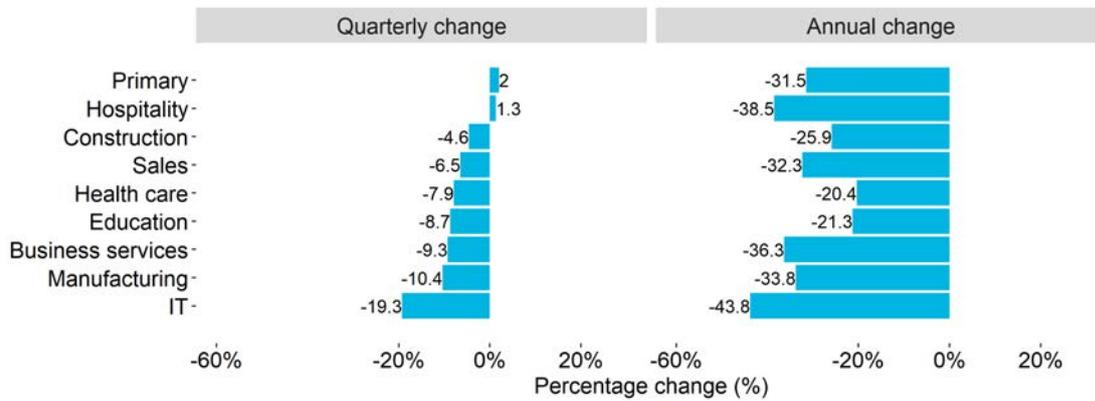


Figure 25: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Wellington

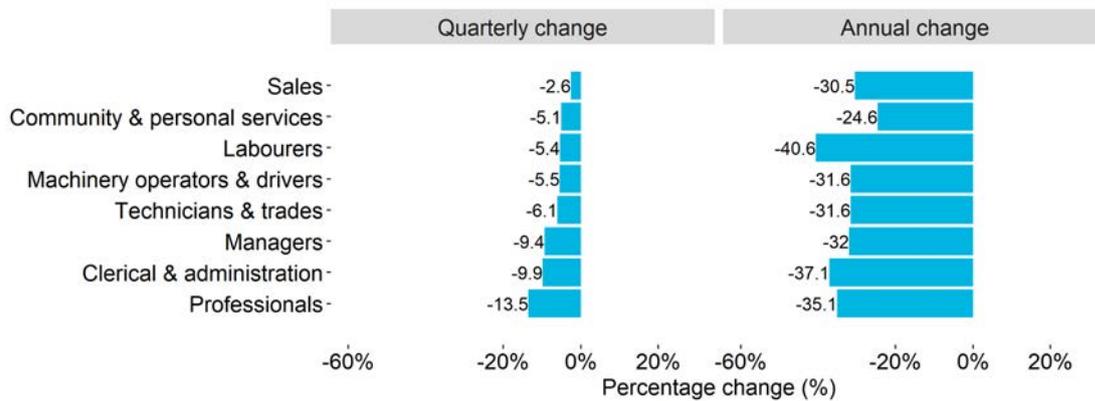
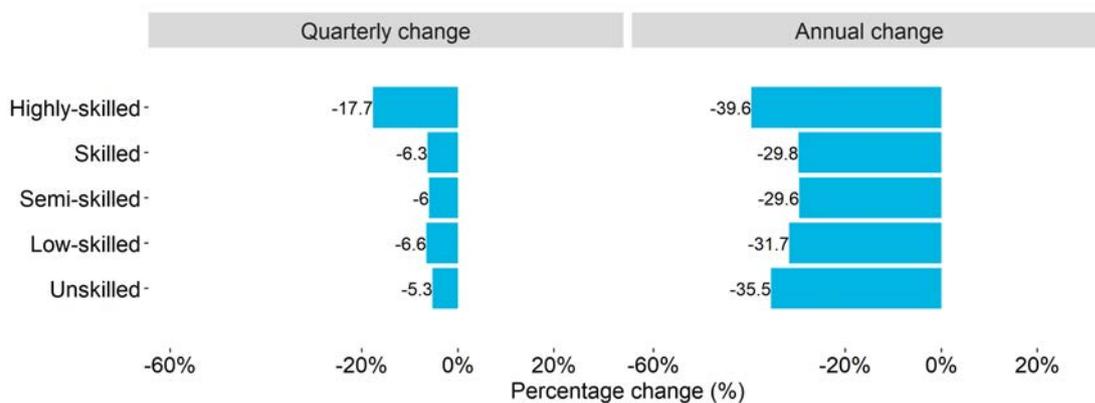


Figure 26: Quarterly and annual changes in All Vacancies Index (online job advertisements) by skill level - Wellington



Nelson/Tasman/Marlborough/West Coast

Figure 27: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Nelson/Tasman/Marlborough/West Coast

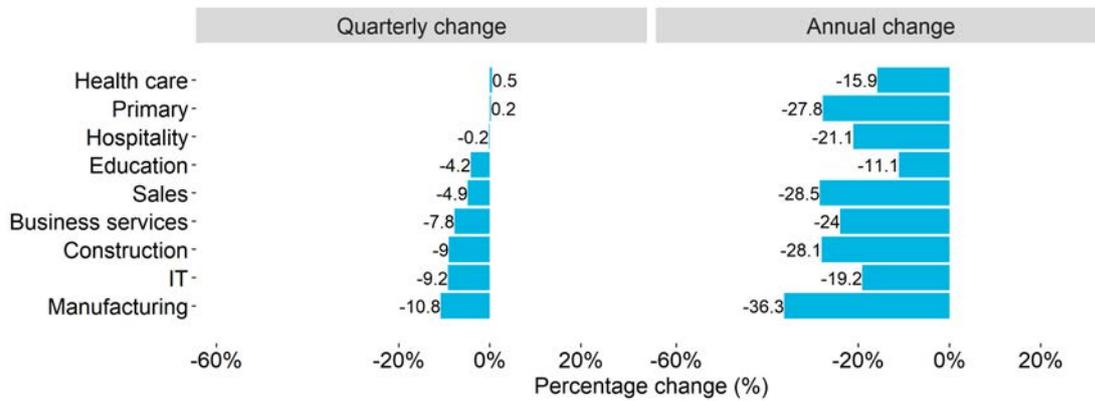


Figure 28: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Nelson/Tasman/Marlborough/West Coast

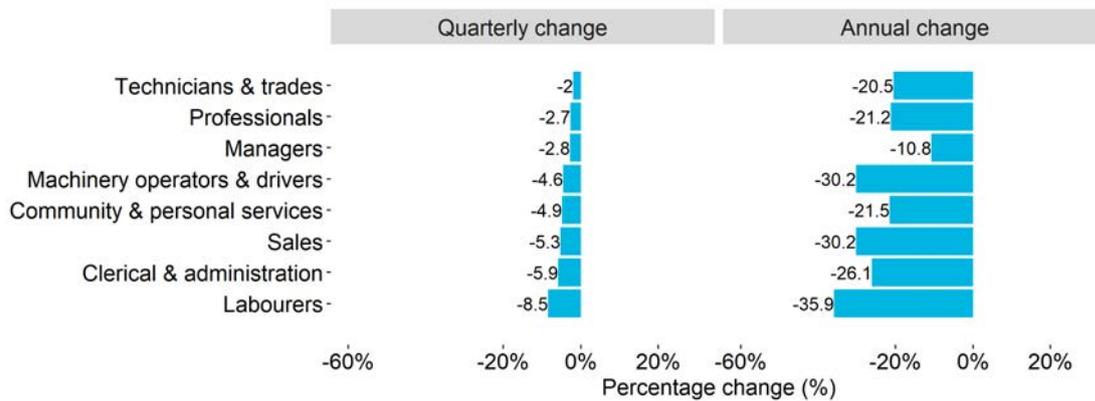
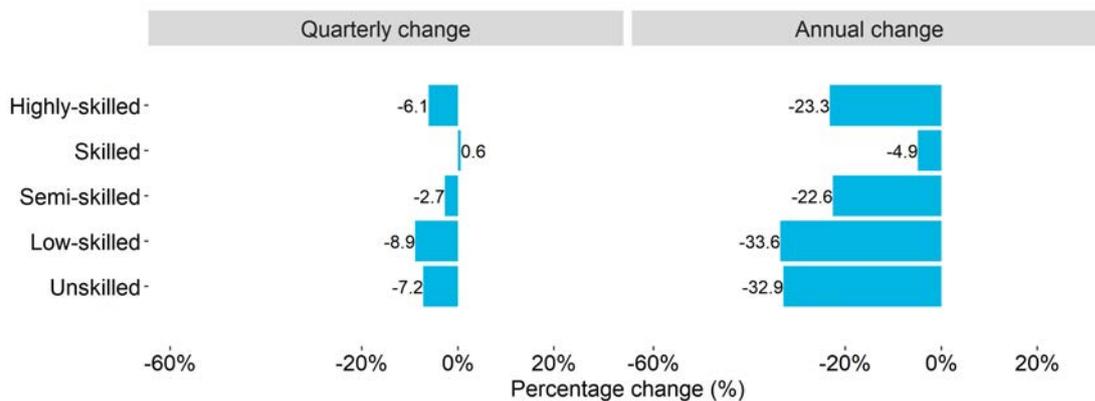


Figure 29: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Nelson/Tasman/Marlborough/West Coast



Canterbury

Figure 30: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Canterbury

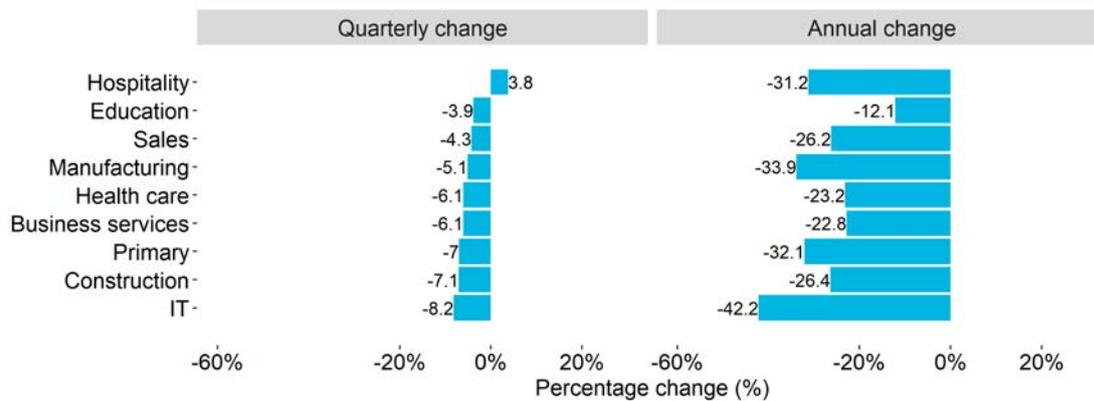


Figure 31: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Canterbury

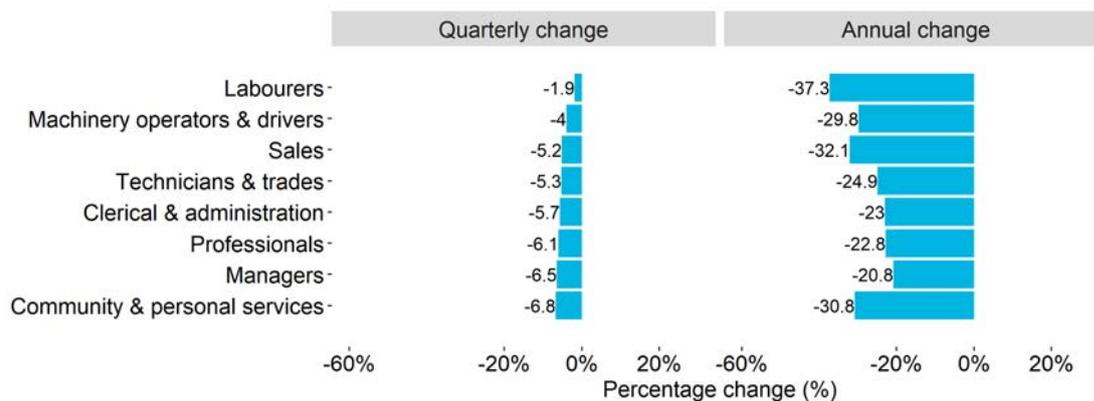
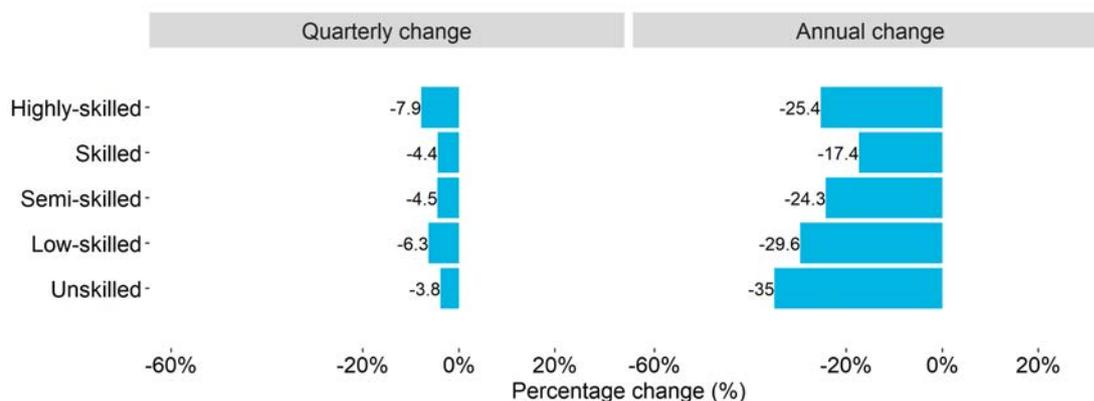


Figure 32: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Canterbury



Otago/Southland

Figure 33: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by industry - Otago/Southland

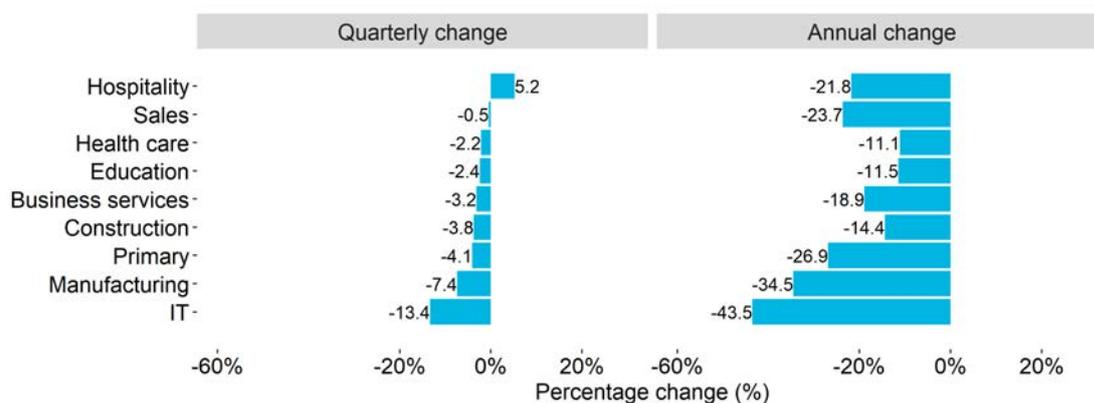


Figure 34: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by occupation - Otago/Southland

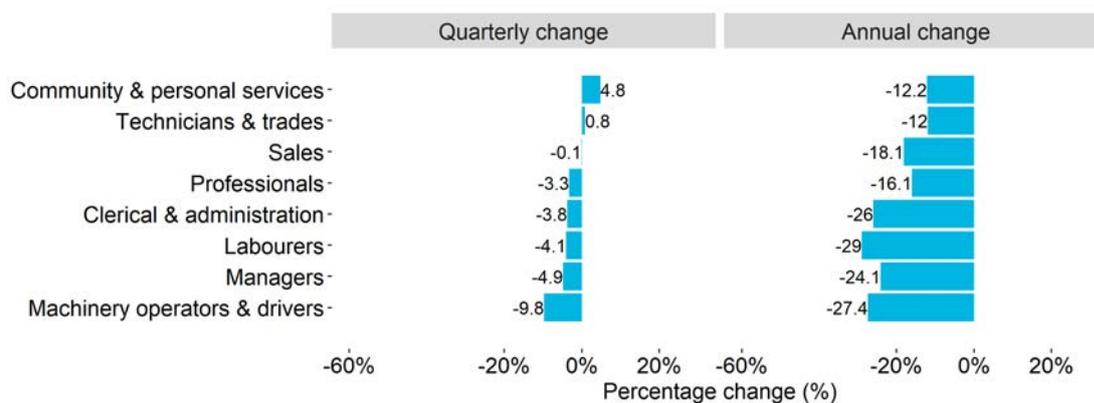


Figure 35: Quarterly and annual (point to point quarterly) changes in All Vacancies Index (online job advertisements) by skill level - Otago/Southland

