

A SNAPSHOT OF FINDINGS FROM THE 2025 EMPLOYMENT MONITOR

Workers and employers in NZ – industry comparisons

MBIE’s employment monitor delivers a comprehensive view of New Zealand workers’ and employers’ perceptions, experiences and pressures in the employment market. This infographic focuses on key **industries of interest**. Verian surveyed over 900 employers and around 1,700 workers in February and March 2025. Comparisons are made with 2024 results where statistically significant.

Statistical significance

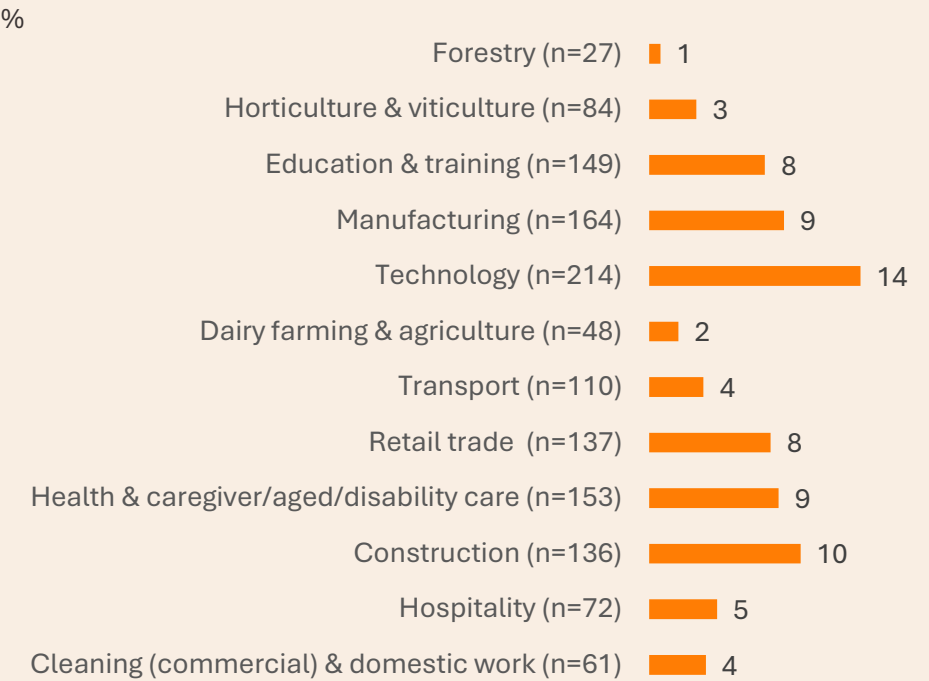
Maximum sampling errors vary according to the sample size in each industry. The reader should take care in interpreting results in industries with less than 50 respondents. Sample sizes are shown in the sample profile charts.

How to interpret the ‘heat maps’ in this infographic

Heat maps have been created using industry rankings for each measure (not statistical significance). The numbers shown in each cell refer to the survey results for that measure. **Green** depicts more positive results, while **red** depicts less positive results.



2025 Sample profile – workers in key industries



27% of workers surveyed were in industries outside of the ones shown on this chart

Industry variations of up to 26 points exist in worker satisfaction with their employment situation and trust in their employer.

Although almost all workers in cleaning and domestic roles report being satisfied with their employment, they are significantly more likely than workers in other industries to describe their satisfaction as only ‘slight.’ Many also report high levels of anxiety and job insecurity, indicating a strong sense of dependence on their current employment.

Overall perceptions of employment situation	All workers	Forestry	Horticulture & viticulture	Education & training	Manufacturing	Technology	Dairy farming & agriculture	Transport	Retail trade	Health & caregiver/aged/disability care	Construction	Hospitality	Cleaning (commercial) & domestic work
% satisfied with employment situation	84	83	86	90	87	86	80	82	78	74	88	79	97 ▲
% trust employer	71	83	78	75	74	73	70	65	66	57	73	66	67

Workers in cleaning and domestic work, hospitality, and health & supportive care services are most likely to express concerns about their employment.

% with employment concern or employment breach	All workers	Forestry	Horticulture & viticulture	Education & training	Manufacturing	Technology	Dairy farming & agriculture	Transport	Retail trade	Health & caregiver/aged/disability care	Construction	Hospitality	Cleaning (commercial) & domestic work
One or more employment concerns	49	28	37	49	40	41	46	49	52	64	51	65	74
Pay related employment concern	26	11	20	28	18	25	28	25	28	34	31	34	43
Hours related employment concern	21	22	9	22	19	19	13	25	24	20	26	32	43
Harassment or discrimination	16	1 ▼	12	16	10	13	17	15	15	27	18	17	36 ▲
Workplace culture/safety concern	22	7	13	19	17	20	24	19	29	32	30 ▲	43	46

Perceived worker replaceability varies across industries by more than 30 points and is most common in retail trade. Financial reliance on the job is a particular concern in technology and construction.

Potential vulnerabilities	All workers	Forestry	Horticulture & viticulture	Education & training	Manufacturing	Technology	Dairy farming & agriculture	Transport	Retail trade	Health & caregiver/aged/ disability care	Construction	Hospitality	Cleaning (commercial) & domestic work
% say employer could easily replace me	69	49	56	58	64	64	68	73	83	72	63	73	75
% say it's essential to stay in job for financial reasons	82	79	67	72 ▽	81	87 ▲	82	81	82	81	86	82	76

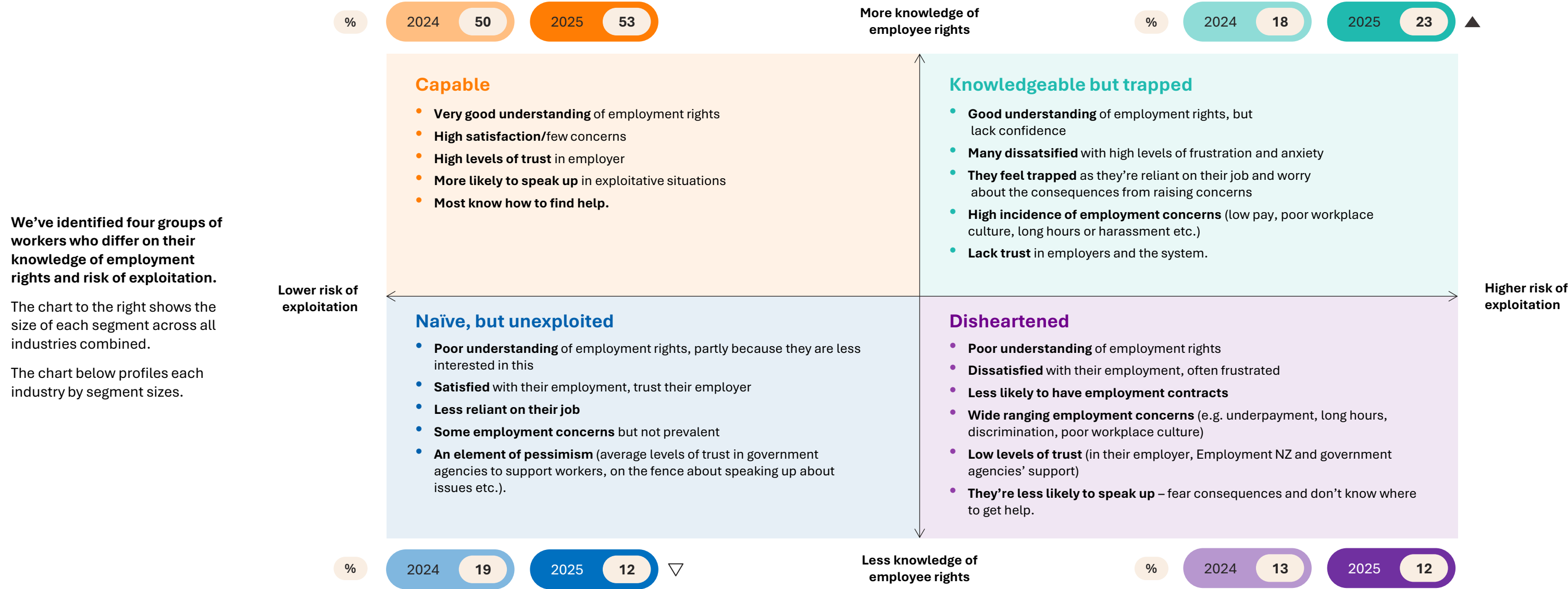
Workers in health & supportive care services, dairy farming & agriculture, hospitality, and education & training would find it the hardest to 'speak up' if faced with an exploitative situation.

Speaking up	All workers	Forestry	Horticulture & viticulture	Education & training	Manufacturing	Technology	Dairy farming & agriculture	Transport	Retail trade	Health & caregiver/aged/ disability care	Construction	Hospitality	Cleaning (commercial) & domestic work
% say it would be very difficult to speak up in exploitative situation	35	28	35	38 ▽	29	23 ▽	41	31	25	44	30	38	27 ▽

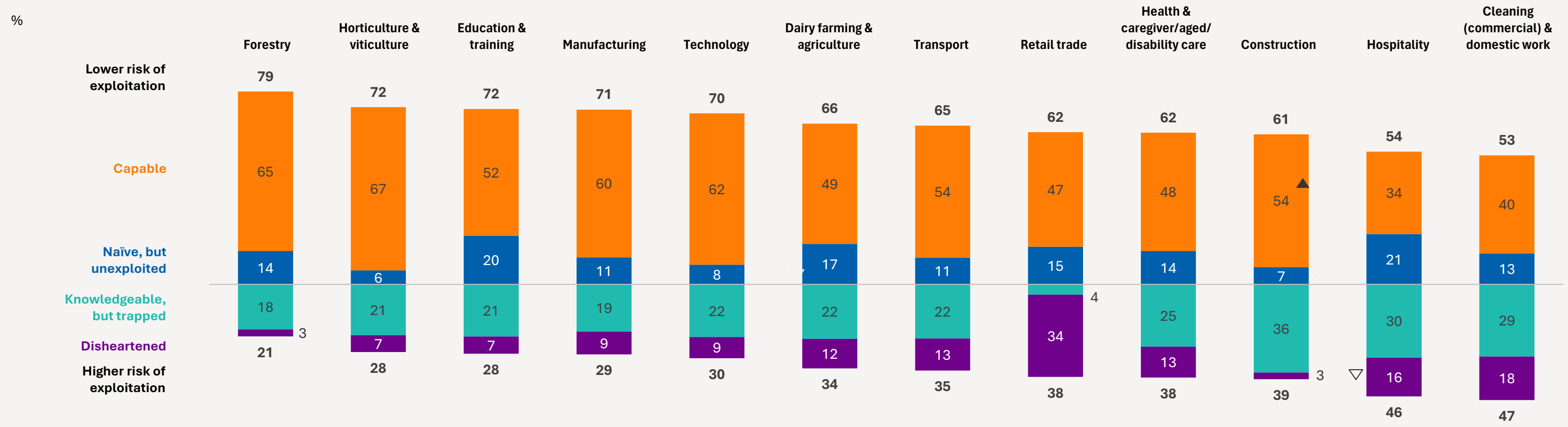
Workers in cleaning & domestic work and hospitality have both low knowledge and uncertainty about where to go for information and support. employment rights online.

Among those who searched for information, workers in technology and manufacturing found it easiest to find information online.

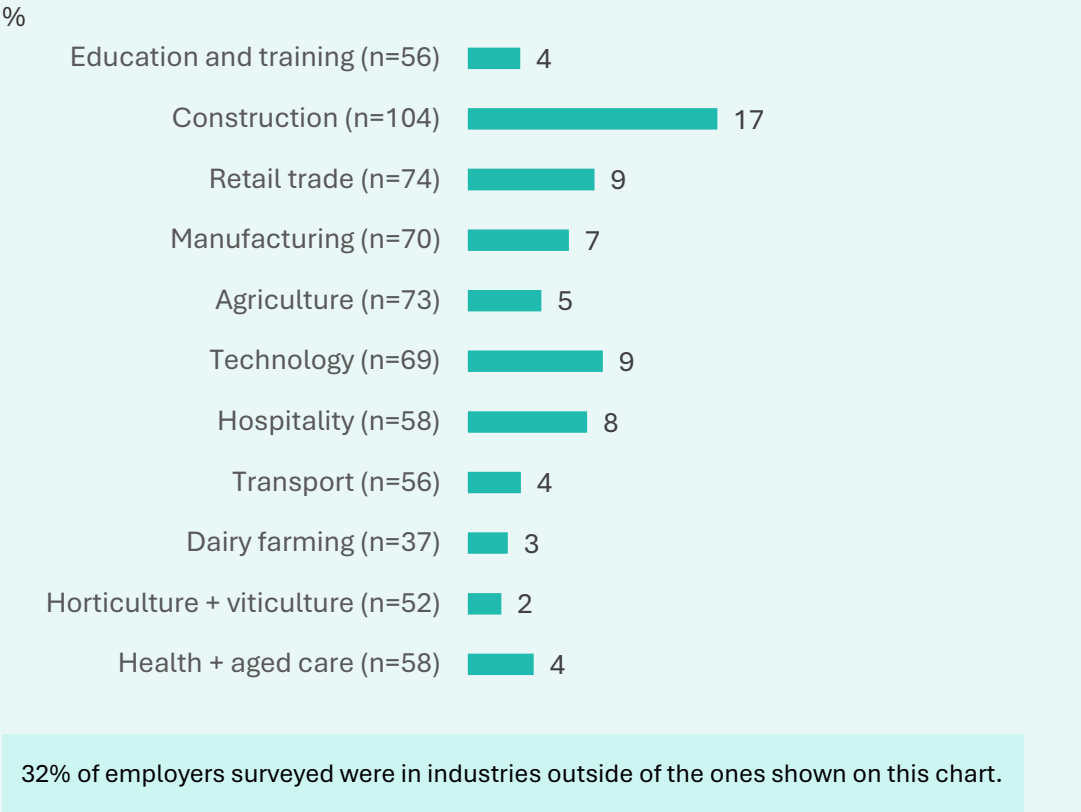
	All workers	Forestry	Horticulture & viticulture	Education & training	Manufacturing	Technology	Dairy farming & agriculture	Transport	Retail trade	Health & caregiver/aged/ disability care	Construction	Hospitality	Cleaning (commercial) & domestic work
Self-rated understanding (% well/very well)	81	92	91	77	84	89	80	84	82	84	85	69	74
Average number of employment rights misunderstood or unsure about (tested out of 14)	3.3	2.6	3.0	3.5	3.3	3.7	3.2	2.8	3.3	3.0	3.5 ▽	3.9	4.5
% know where to go for help if I need support with my employment rights	78	79	74	81	81	83 ▲	78	79	85 ▲	76	76	62	72
% found it easy to find employment law information online	83 ▲	83	72	84	86	87 ▲	83	85	75	83	81	83	77
% think NZ government agencies support workers well	48	71 ▲	57	34	61	65 ▲	51	34	36	37	58	48	41



Industries with the greatest risk of exploitation are the retail trade, cleaning and domestic work, hospitality, construction, and health & caregiver/aged/disability care.



2025 Sample profile – employers in key industries



Finding good workers continues to be a key business pressure for more than half of employers in all industries bar two. This business pressure has weakened in health and aged care since 2024.

	All employers	Education and training	Transport	Dairy farming	Manufacturing	Hospitality	Health + aged care	Retail trade	Construction	Agriculture	Horticulture + viticulture	Technology
% difficult to find good workers in NZ	57% ▽	47%	55%	60%	55%	66%	31% ▽	63%	64%	61%	53%	55%

Most employers in all sectors continue to be confident of their understanding of employment obligations.

However, employers in technology and retail have the biggest tested knowledge gaps in 2025.

	All employers	Education and training	Transport	Dairy farming	Manufacturing	Hospitality	Health + aged care	Retail trade	Construction	Agriculture	Horticulture + viticulture	Technology
Self-rated understanding (% well/very well)	79%	85%	82%	91%	85%	83%	77%	80%	72%	71%	85%	82%

	All employers	Education and training	Transport	Dairy farming	Manufacturing	Hospitality	Health + aged care	Retail trade	Construction	Agriculture	Horticulture + viticulture	Technology
Average number of employment laws misunderstood	3.6	3.6	3.5	3.2	3.7	3.4	3.5	4.1	3.7	3.8	3.5	4.6

More than half of employers in eight of the 11 industries say it's hard to keep up with employment laws.

At least one in five employers in four industries don't know where to go for support. Employers in agriculture and hospitality are least likely to find it easy to source employment law information online.

	All employers	Education and training	Transport	Dairy farming	Manufacturing	Hospitality	Health + aged care	Retail trade	Construction	Agriculture	Horticulture + viticulture	Technology
% find it hard to keep up with employment laws	53%	56%	44%	44%	48%	56%	58%	59%	55%	78%	55%	55%

	All employers	Education and training	Transport	Dairy farming	Manufacturing	Hospitality	Health + aged care	Retail trade	Construction	Agriculture	Horticulture + viticulture	Technology
% know where to go for support or help with employment obligations	83%	82%	87%	91%	90%	78%	80%	85%	83%	82%	78%	80%

	All employers	Education and training	Transport	Dairy farming	Manufacturing	Hospitality	Health + aged care	Retail trade	Construction	Agriculture	Horticulture + viticulture	Technology
% easy to find employment law information online	81%	90%	82%	81%	88%	68%	78%	88%	84%	72%	86%	82%

