



# News Release

Media contact:  
Mark Skeffington 519-756-1116, x228  
[mark@workforceplanningboard.org](mailto:mark@workforceplanningboard.org)

---

## NOVEMBER EMPLOYMENT STATISTICS PUZZLING

BRANTFORD (Dec. 2, 2011) – There's some puzzling numbers in Brantford-Brant's November employment figures released Friday.

Brantford-Brant's unemployment rate fell to 8.2 per cent in November from 8.8 per cent in October, according to Statistics Canada numbers released by [BrantJobs](#). Ontario's rate fell more modestly to 7.9%, while the national rate edged up to 7.4%.

While Brantford-Brant's unemployment rate fell – 700 fewer people were unemployed – 2,000 fewer people were also listed as employed in November than in October.

"The lower unemployment rate is reason for optimism," said Jill Halyk, executive director of the [Workforce Planning Board of Grand Erie](#). "But we can't explain the lower number of employed."

Halyk said there's a significant number of people "who have fallen off the radar" and are no longer participating in the labour force. Typically, people leave the labour force when they retire or go back to school. The end of seasonal employment, such as farm work and landscape work, may also be a factor in the drop in employed. But the size of the drop is still puzzling.

"We'll be monitoring the numbers to try to find out what is happening with these individuals."

Brantford-Brant's unemployment rate continues to be higher than for Canada, Ontario and neighbouring communities, but the margin is shrinking.

BrantJobs listed 267 job postings in November, an 11% increase from a year earlier. Local postings have been particularly strong in trades, transportation and some parts of manufacturing, while demand for health care and child care professions is growing.

The Workforce Planning Board is one of 25 non-profit organizations in Ontario that play a leadership role in labour force planning.

BrantJobs is a service of the City of Brantford and County of Brant, providing a broad range of employment solutions to local employers and job seekers.

- 30 -

For more information, please contact:

Jill Halyk, Executive Director, Workforce Planning Board, 519-756-1116, x227

[jhalyk@workforceplanningboard.org](mailto:jhalyk@workforceplanningboard.org)