



News Release

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BRANTFORD JOBLESS RATE ON DOWNWARD TREND

BRANTFORD (Feb. 6, 2015) – Brantford’s unemployment rate fell for the third month in a row in January, settling at 6%.

January’s local seasonally adjusted jobless rate was 6%, down from 6.2% in December, according to Statistics Canada figures released Friday. Brantford’s unemployment rate has fallen each month since October, when it was 6.9%.

Canada’s jobless rate dipped to 6.6%, even though employment increased by 35,000 - mostly part-time - positions across the country, while Ontario’s unemployment rate was 6.9%.

Brantford’s numbers were positive across the board, with the number of people working up 1,100 and more residents participating in the job market.

“The local trend remains encouraging,” said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie. “We know there are companies out there that are looking for employees, and many of those firms are willing to train new staff on the job.”

The Workforce Planning Board just completed its EmployerOne survey of Grand Erie employers, which asked companies and organizations to talk about their hiring plans and what skills and attributes they are looking for.

“Even though the survey is closed, we encourage employers to continue to communicate about what kinds of occupations they need and what skills they are looking for,” Halyk said.

Data purchased by the Workforce Planning Board show there were 1,527 online job postings in Brantford from October to December. Of those postings, the most sought-after jobs were: retail managers, public works labourers, financial sales representatives, registered nurses, and truck drivers.

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

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Note: Statistics Canada’s monthly Labour Force Survey provides estimates of employment and unemployment, based on a sampling of households in communities.