



News Release

Media contact:
Mark Skeffington 519-756-1116, x228
mark@workforceplanningboard.org

NORFOLK ECONOMY GAINED JOBS OVER LAST YEAR

BRANTFORD (April 4, 2014) – Norfolk’s economy gained 2,400 jobs over the last year, according to new figures.

Of the 2,400 jobs gained in the last 12 months, 1,900 were full-time positions, according to Statistics Canada figures released Friday by the Workforce Planning Board of Grand Erie.

The figures show that 30,900 people in Norfolk were employed in March 2014, up 2,400 from a year before. At the same time, the area’s labour force grew by 2,200, even though the adult population remained unchanged at 53,600.

March 2014’s seasonally adjusted unemployment rate was 10.2%, down from 12% a year before. In comparison, Brantford’s March jobless rate was 7.4%, Ontario’s was 7.3% and the national rate was 6.9%.

Norfolk’s March unemployment rate was higher than recorded between June and December 2013, when it was in the 7.3% to 7.7% range. Traditionally, unemployment climbs over the winter due to less demand for workers by farms and greenhouses.

“Although the unemployment rate is higher than in previous quarters, there are positive signs that more Norfolk residents are working and participating in the workforce,” said Jill Halyk, executive director of the Workforce Planning Board.

Halyk added that comparing figures over a 12-month period paints a more accurate picture of how the economy is doing than by looking at every three months. This is especially true in Norfolk, where there are many seasonal jobs.

Other information collected by the Workforce Planning Board points to the positive trend continuing. A large-scale survey of 218 Grand Erie employers conducted in January called EmployerONE showed that 62% of those surveyed planned to hire in 2014, with 2,000 total hires anticipated.

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.