



# News Release

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## BRANTFORD'S JOBLESS RATE DIPS

**BRANTFORD (May 8, 2015)** – Brantford's unemployment rate dipped in April, even though the number of people who reported they were working also fell.

April's local seasonally adjusted jobless rate fell to 5.2%, down from 5.4% in March, according to Statistics Canada figures released Friday. Brantford's unemployment rate has fallen by 1% over the last five months and remains consistently below the national and Ontario averages.

Canada's jobless rate remained unchanged at 6.8% in April, while Ontario's was almost identical at 6.9%.

"April's figures for Brantford are an example of why you have to look beyond the unemployment rate," said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie. "While a falling unemployment rate is good news, a drop in the employment rate is a concern. The job market is complex and often contains mixed news."

Brantford's employment rate fell to 65.7% from the recent high of 66.5% in March, as an estimated 800 fewer people reported they were working in mid-April.

There was a dip in the number of people employed locally in teaching, and sales and service occupations in April, according to Statistics Canada.

The Workforce Planning Board of Grand Erie is among 26 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. Brantford figures represent a three-month moving average and are seasonally adjusted.*