



News Release

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JOBLESS RATE DROP NOT ALL GOOD NEWS

BRANTFORD (Sept. 5, 2014) – Brantford’s unemployment rate fell in August, but year-over-year figures are cause for concern.

August’s local seasonally adjusted jobless rate was 6.2%, down from 6.6% in July, according to Statistics Canada figures released Friday.

However, comparing this August with August 2013 suggests a falling unemployment rate may be due to more residents giving up on their job search.

“Year-over-year August figures are concerning,” said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie. “In the last 12 months, the number of people employed has dropped by 1,200 and the labour force has shrunk by 1,800 people. So, while fewer people are reporting they are unemployed, the figures suggest they may have stopped looking for work.”

Canada’s jobless rate remained unchanged at 7%, while Ontario’s unemployment rate dipped to 7.4%.

Halyk said that last month Statistics Canada reported the first wave of “baby boomers” leaving the labour force, which affected job numbers. “We are unable to say if this is impacting the local job market in Brantford.”

One positive sign locally remains the strength of manufacturing, which has steady employment figures, said Halyk. Manufacturers have reported they are optimistic about growth, and several companies are in the midst of expanding and are looking for workers, including welders.

BrantJobs posted 431 jobs in August, down about 30 positions from July and from August 2013.

[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. 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.