Workforce Planning Board of Grand Erie
Commission de planification de la main-d'oeuvre de Grand Erie

News Release

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BRANTFORD JOBLESS RATE UNCHANGED

BRANTFORD (Jan. 9, 2015) – Brantford's unemployment rate held steady in December and more residents reported they were working.

December's local seasonally adjusted jobless remained at 6.2%, the same as November, according to Statistics Canada figures released Friday. Meanwhile, Norfolk's unemployment rate was 7.5% in December, based on a 3-month moving average.

Canada's jobless rate remained unchanged at 6.6%, with a net loss of about 4,300 jobs, while Ontario's unemployment rate was 7%.

Brantford saw a modest climb in employment during December in manufacturing and sales and service occupations, the latter likely due to hiring for the Christmas season.

"The labour market continues to be relatively stable across the Brantford area, which offers a measure of security," said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie.

"We have seen moderate gains in employment and the number of people participating in the job market. Most of the recent gains have occurred in sales and restaurant jobs, due to seasonal hiring, but there's good news in that employment in other sectors has remained stable."

BrantJobs posted 244 jobs in December, up modestly from last December.

The Workforce Planning Board is currently conducting a survey of area employers called EmployerOne that should provide a sense of businesses' plans for hiring over the next year. "The survey can tell us valuable information on employers' hiring projections, so we hope businesses complete it," Halyk said.

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.