



News Release

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BRANTFORD'S JOBLESS RATE AVERAGE FOR CANADA

BRANTFORD (March 7, 2014) – Brantford's jobless rate has climbed back up to the national average after months of remarkably low figures.

February's local seasonally adjusted jobless rate climbed to 7.1%, up from 5.9% recorded in January, according to Statistics Canada figures released Friday. Brantford's rate dipped to a 5-year low of 4.1% in November, but has climbed since. However, last month's rate is still below February 2013's 7.7% figure.

Canada's jobless rate remained unchanged at 7% last month, while Ontario's was 7.5%, with a net loss of 7,000 jobs across the country.

"Previous declines in Brantford's unemployment rate have moderated and are more reflective of the Ontario average," said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie.

"Two factors during the last month likely impacted the increased rate locally: the closures of Big Lots and Myers Industries, resulting in an estimated 400 job losses, and the impact of severe winter weather on different types of businesses."

Halyk noted that Brantford's February employment rate – the percentage of people who reported they were working -- was 60.1%. That's above the employment rates in neighbouring communities of Hamilton, St. Catharines and London.

BrantJobs had 309 job postings in February, down 83 from January but almost identical to the 319 posted in February 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.