



# News Release

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## BRANTFORD'S JOBLESS RATE FOLLOWS NATIONAL RATE UPWARDS

BRANTFORD (Jan. 10, 2014) – After a series of dramatic declines, Brantford's jobless rate increased in December, partly due to seasonal jobs ending.

December's local jobless rate climbed to 5.1%, up a full percentage point from the 5-year low of 4.1% recorded in November, according to Statistics Canada figures released Friday.

Canada's jobless rate climbed to 7.2% and Ontario's jumped to 7.9%, up from 7.2% in November, as Ontario accounted for 39,000 of the 46,000 jobs lost across the country.

Despite December's numbers, Brantford's job market has performed well over the last 12 months.

"Although the unemployment rate increased in the past month, a comparison to December 2012 shows it fell by more than 3%. This is good news for our community," said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie.

Local job losses were seen in agriculture, construction, transportation and manufacturing, sectors that often see a seasonal decline in December.

December saw yet another drop in the number of people in the labour force, a trend that continues to be a concern, Halyk said. "The labour force continues to shrink faster than employment is growing. It raises questions as to why people have stopped looking for work."

BrantJobs job postings were also impacted by seasonal trends. There were 208 postings in December, down from 285 postings in November. However, December's number was up modestly from a year ago.

December's jobless numbers have been released while the Workforce Planning Board and two dozen community partners are doing a comprehensive workforce survey across Grand Erie. One of EmployerOne's goals is to gather employer input to help ensure our community continues to provide employees that meet business and industry needs.

[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.