



News Release

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BRANTFORD'S JOBLESS RATE CLIMBS BUT MORE PEOPLE ARE WORKING

BRANTFORD (April 4, 2014) – Brantford's jobless rate climbed for the fifth straight month in March even though more people reported they were working.

March's local seasonally adjusted jobless rate climbed to 7.4%, up from 7.1% in February, according to Statistics Canada figures released Friday.

Canada's jobless rate improved to 6.9%, down from 7%, as 43,000 new jobs were created across the country, including gains in jobs for youth. Ontario's unemployment rate fell to 7.3% in March.

In Brantford, even though the unemployment rate worsened, the employment rate improved, with 60.8% of residents reporting they were working (up from 60.1% in February). Another 800 people were working in March over February, while the ranks of the unemployed grew by 300 people.

"While the unemployment rate is higher we did see progress in the last month, with 500 more people employed overall," said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie.

Halyk said there was further good news in March's figures. The size of Brantford's labour force and the participation rate – the percentage of people in the local labour market – both grew in March. "Seeing more people participate in the workforce is a positive trend compared to the last few months," she said.

Other information collected by the Workforce Planning Board points to the positive trend continuing. A large-scale survey of 218 Grand Erie employers conducted in January called EmployerONE showed that 62% of those surveyed planned to hire in 2014, with 2,000 total hires anticipated.

BrantJobs, meanwhile, had a strong month for job postings in March, with 401 positions listed online. That was up almost a hundred from the 309 postings in February and also bettered the 358 posted in March 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.

- 30 -

Note: Statistics Canada's monthly Labour Force Survey provides estimates of employment and unemployment, based on a sampling of households in communities.