



# News Release

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## DECEMBER SAW MORE PEOPLE WORKING

BRANTFORD (Jan. 8, 2016) - Brantford's job numbers improved across the board in December as more people reported they were working.

December's local seasonally adjusted unemployment rate was 4.9%, down half a percentage point from 5.4% in November, according to Statistics Canada figures released Friday. Canada's jobless rate was unchanged at 7.1%, while Ontario's was 6.7%.

Brantford's unemployment rate is now the second lowest in southwestern Ontario, second to Guelph's 4.2%. Hamilton's rate is 5.9%.

"Overall it's positive news," said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie. "There are factors in the global economy that may cause volatility, but locally there are some positive things happening, such as plans for a new hotel."

There was also good news about Brantford's employment rate, which climbed a full percentage point to 60.9%, as the government's survey estimated 1,100 more people were working. Other key barometers also moved in a positive direction, reversing a recent downwards trend.

However, looking back over 12 months, there are questions and concerns, Halyk said. She noted that 1,300 fewer people were working last month compared to December 2014, and we don't know if those people retired or left the job market for other reasons.

Employment grew last month in manufacturing and the trades, and fell in sales and service. Halyk noted that this suggests that the upswing in employment wasn't due to seasonal hiring.

BrantJobs posted 305 jobs in December, down 24% from November, but up by the same percentage from a year ago. Manufacturing- and retail-related jobs consistently top the list of posted positions, followed by postings in trades and equipment operators, and transportation and warehousing.

[BrantJobs](#) is a service of the City of Brantford and County of Brant, providing a broad range of employment solutions to local employers and jobseekers. The [Workforce Planning Board](#) is one of 26 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.