



News Release

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BRANTFORD JOBLESS RATE HOLDS STEADY

BRANTFORD (May 5, 2017) – Brantford’s jobless rate held steady in April, even though fewer people were working.

Brantford’s unemployment rate was 4.7% in April, the same as the month before, according to seasonally adjusted figures released by Statistics Canada Friday. The only other Ontario community with a lower unemployment rate is Guelph at 4.6%.

Canada’s monthly jobless rate was 6.5% in April. Ontario’s fell to 5.8% - the lowest since 2001 - even though the actual number of employed residents fell slightly.

In Brantford, an estimated 1,500 fewer people were working in April than in March. So even though the unemployment rate was unchanged, the percentage of the labour force working fell almost 1.5 percentage points to 64%.

“We had a very strong labour market for January to March in Brantford, so it’s too early to say if April’s drop in employment is a concern,” said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie. “It’s more important to watch long-term trends than month-to-month changes, but we will continue to monitor.”

Halyk pointed out that Ontario’s unemployment rate fell in April, even though fewer people were working.

At the same time, Statistics Canada reported that 20,000 fewer men aged 25 to 64 were working across Canada in April. Halyk said it’s possible that some of those job losses were in Brantford, while retirements may have also been up in April.

The Workforce Planning Board releases information on the number of advertised job postings every three months. The latest data from Vicinity Jobs shows that more than 3,200 jobs were advertised locally for January to March 2017, up 9 per cent from the October to December quarter.

The [Workforce Planning Board](#) is one of 26 non-profit organizations funded through the Government of 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. Brantford’s unemployment figures are reported on a 3-month moving average, while Canada’s and Ontario’s are monthly.