



News Release

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JOB PICTURE IMPROVING

BRANTFORD (Nov. 3, 2017) – Employment in Brantford grew for the fourth straight month in October, pushing down the local jobless rate.

Brantford's unemployment rate was 5.3% last month, down from 5.5% in September, according to seasonally adjusted estimates released by Statistics Canada Friday.

Canada's monthly unemployment rate climbed 0.1% to 6.3% in October, even though 35,000 more people were working. Ontario's monthly jobless rate climbed to 5.9%, attributed to more people searching for work.

In Brantford, there was an estimated 73,000 people working in October. Since July, an estimated 4,800 more people found jobs locally, with a larger share of that growth coming in full-time work.

"The employment outlook continues to be strong," said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie. "We are hearing from many local businesses that they are in desperate need of qualified workers and they simply aren't getting applicants."

Halyk said there is plenty of visible evidence that businesses are looking to hire, with companies advertising openings through multiple ways, including roadside signs.

"Companies are doing whatever they can to invite applicants to submit resumes. For individuals unsure if they have the skills employers want, we encourage them to visit our community's employment services. These organizations can help people identify their skills and qualifications, and connect them to employers."

About 500 local jobs were posted online during October, similar to September, according to TalentNeuron data purchased by the Workforce Planning Board. TalentNeuron crawls websites to find online job postings. The top postings were: driver, customer service representative, labourer and sales associate.

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.