

# 4Q14

## Local News Release

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### **FAIR HIRING CLIMATE EXPECTED FOR BRANTFORD**

(Brantford, ON, September 9, 2014) – Brantford area employers expect a fair hiring climate for the fourth quarter of 2014, according to the latest Manpower Employment Outlook Survey.

“Survey data reveals that three per cent of employers plan to hire for the upcoming quarter (October to December), while 19 per cent anticipate cutbacks,” stated Shannon Balon of Manpower’s Hamilton office. Another 74 per cent of employers plan to maintain their current staffing levels in the upcoming quarter, while the remaining four per cent are unsure about their hiring intentions.

“With seasonal variations removed from the data, Brantford’s fourth quarter Net Employment Outlook of two per cent is a decrease of six percentage points when compared to the previous quarterly Outlook,” said Balon. “It is also a six percentage point decrease from the Outlook reported during the same time last year, indicating a conservative hiring pace for the upcoming months.”

“We continue to see some positive signs from employers across the country. However, the hiring climate is expected to be more modest in the fourth quarter, with the weakest Net Employment Outlook we’ve seen since the second quarter of 2010,” said Byrne Luft, Vice President of Operations for Manpower Canada. “Although the political environments in Quebec and Ontario have stabilized after their provincial elections, it has not yet translated to an uptick in the general mood, particularly among SMBs. We do expect to see growth in the public administration, transportation & public utilities, and financial, insurance & real estate sectors however, and energy

exports continue to grow at a strong rate. This growth is expected to be strongest in Western Canada; Alberta is, once again, a strong driver of the Canadian economy.”