



January, 2010*

Full-time Job Losses Push Employment Levels Down

- Employment fell in January from December, as is the normal seasonal pattern, but remained above all employment levels in the month of January since 2005.
- A decrease in full-time jobs more than offset the increase in part-time employment, reducing the overall employment level.
- Unemployment rose very slightly between December and January, mitigated by a labour force decrease.
- The end result was a small increase in the unemployment rate, which rose above the January 2009 rate but below the January 2008 rate.
- Between January 2009 and January 2010, **Goods Sector** employment as a whole rose as a result of higher Agriculture and Construction employment. Manufacturing employment fell over this period.
- **Service Sector** employment as a whole fell mainly due to losses in the Trade, Professional, Technical & Scientific Services, Accommodations & Food Services, and Public Administration.

Economic Region Data 3 Month Average (Ending in January 2010)					
Economic Region	Cape Breton	Northern	Valley	Southern	Halifax
Population 15+	114,700	131,400	102,000	103,200	323,200
Labour force	61,600	79,400	62,400	60,300	229,500
Employed	52,300	70,100	56,900	51,500	215,300
Unemployed	9,300	9,300	5,500	8,800	14,100
Participation rate	53.7%	60.4%	61.2%	58.4%	71.0%
Unemployment rate	15.1%	11.7%	8.8%	14.6%	6.1%

Note: Data is not seasonally adjusted

Source: Statistics Canada's LFS

*This report is an analysis of three month moving average data from Statistics Canada's monthly Labour Force Survey. The reader should be cautioned that because of relatively small sample sizes in subprovincial regions, data reliability may be an issue.

In the News

Regular bus service may link Windsor and much of Hants County to Halifax before long. Acting on a request from the Municipality of East Hants, **Kings Transit** is asking consultants to research the matter and report by March 15. Kings Transit began with just two buses and six employees and now has 15 buses on the road and more than 30 full-time employees and the route the municipally owned bus company services has grown from the Kentville-Wolfville corridor to cover Windsor to Weymouth. **Hants Journal – January 26th**

Canadian Tire retail communications manager Joanne Elson confirmed by email on January 21 that the company was currently looking at options in Windsor. The Windsor-West Hants Planning Department said nothing has been approved on developments for a Canadian Tire in Windsor at this point. **Hants Journal – January 25th**

2010 will be a significant year for **Windsor's Home Hardware**. The store will undergo a major 7,000 square foot expansion which will see every section of the existing store get bigger according to dealer-owner Jeff Redden. There will also be a Bell Mobility Centre and a Kiosk for Just Us! To Go. It is expected the new home accessories centre will be opened by late March 2010 while the other renovations and expansions are expected to be completed in May of 2010. Staff numbers are expected to increase to close to 50. **Hants Journal – January 14th**

Transcontinental Media recently announced plans to centralize all page layout and ad building operations of its Maritime newspapers at The Guardian in Charlottetown. The transfer of all the newspaper pre-press operations will be starting in March and should be complete by the end of the year. The new positions created will be offered to the employees of the local newspapers holding similar positions. The centre will be taking over pagination and pre-press operations for six dailies in Nova Scotia and Prince Edward Island plus approximately 20 weeklies and specialty publications from Nova Scotia and New Brunswick. Transcontinental Media is the fourth-largest media group in Canada, with more than 3,000 employees and annual revenues of \$648 million in 2008. **The Guardian Newspaper – January 21st**

Acadian Lines has applied to the Nova Scotia Utility and Review Board to discontinue its Kentville-to-Digby service, as well as reduce frequency and service on several other rural routes citing major financial losses. The company said it lost \$1.6 million on its Maritime routes in 2009 and plans to shift its focus to urban areas in Nova Scotia and New Brunswick. **The Truro Daily News – January 13th**

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