



Vote Local Survey – Sep 2021

Introduction

In collaboration with Leger and the Canadian Global Cities Council (CGCC), a coalition of CEOs from nine of Canada's largest urban Chambers of Commerce and Boards of Trade, the Brampton Board of Trade conducted a federal election survey of its members to create a clear picture of what its members want to see from Canada's next government. The federal election survey includes public and business community views on key election issues.

This report provides the key findings from a survey of 300 residents in Brampton and 51 members of the Brampton board, conducted between August 19 and August 30 2021, using Leger's online panel for the general population data and an open link sent to the board for the business data.

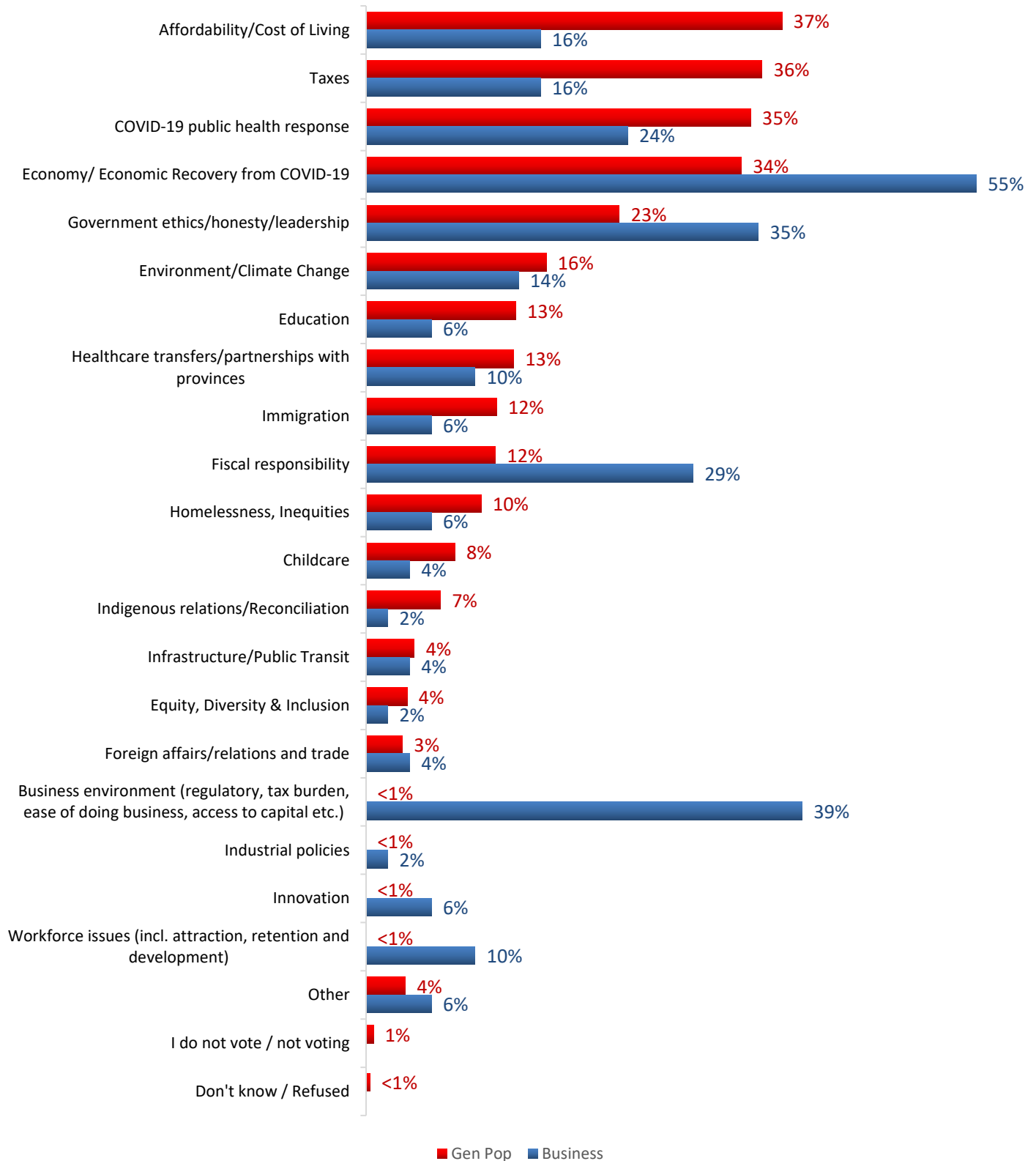
Weighting has been employed to ensure that the *general population* sample composition accurately reflects the adult population of the region, as per the latest census data. No margin of error can be associated with a non-probability sample (i.e. a web panel in this case). For comparative purposes, though, a probability sample of 300 respondents as is the case with the *general population* data would have a margin of error of $\pm 7.4\%$, 19 times out of 20.

Key Findings

MOST IMPORTANT ISSUES

- The 2021 federal elections will be impacted by a plethora of issues, mainly revolving around economic and ecological matters. Roughly one-third of residents care mostly about affordability (37%), taxes (36%), the COVID-19 public health response (35%), and the economic recovery from COVID-19 (34%).
 - Affordability is significantly more of an issue among renters (55% compared to 33% of homeowners).
- Residents aren't the only group concerned about the COVID situation; 55% of businesses cite the economic recovery from COVID-19 as the most important issue followed by government ethics/honesty (35%). They also place importance on aspects that will impact their ability to pursue their activities in optimal conditions: fiscal responsibility (29%), and the COVID-19 public health response (24%).

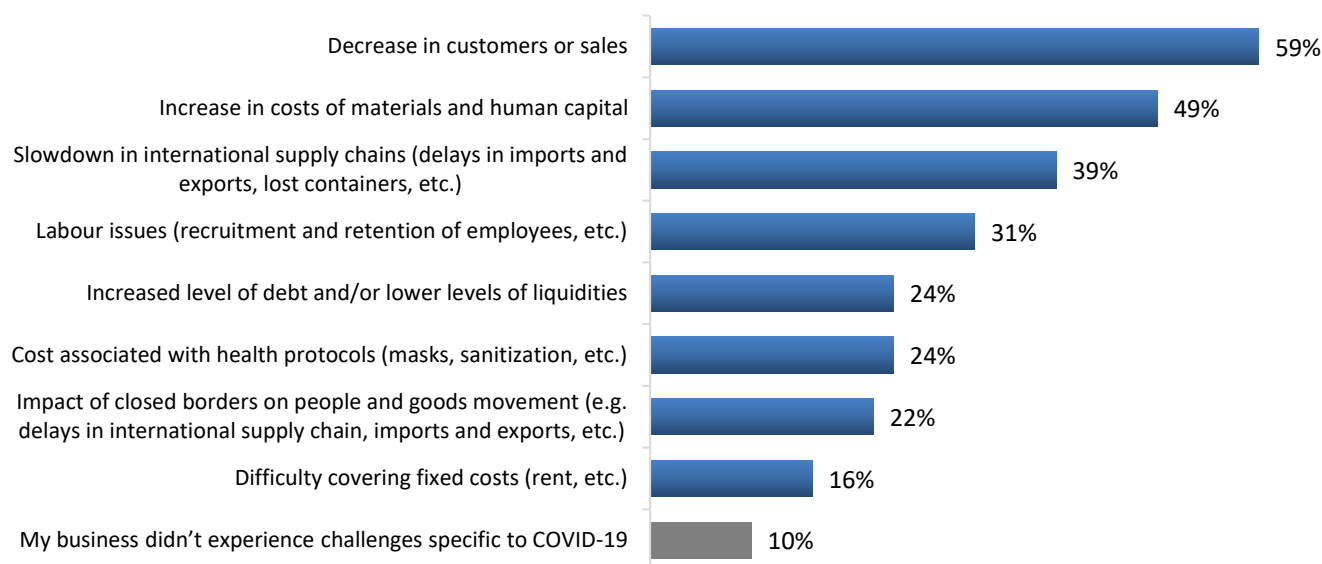
What are the most important issues that will influence how you vote in the Federal Election on September 20th 2021?



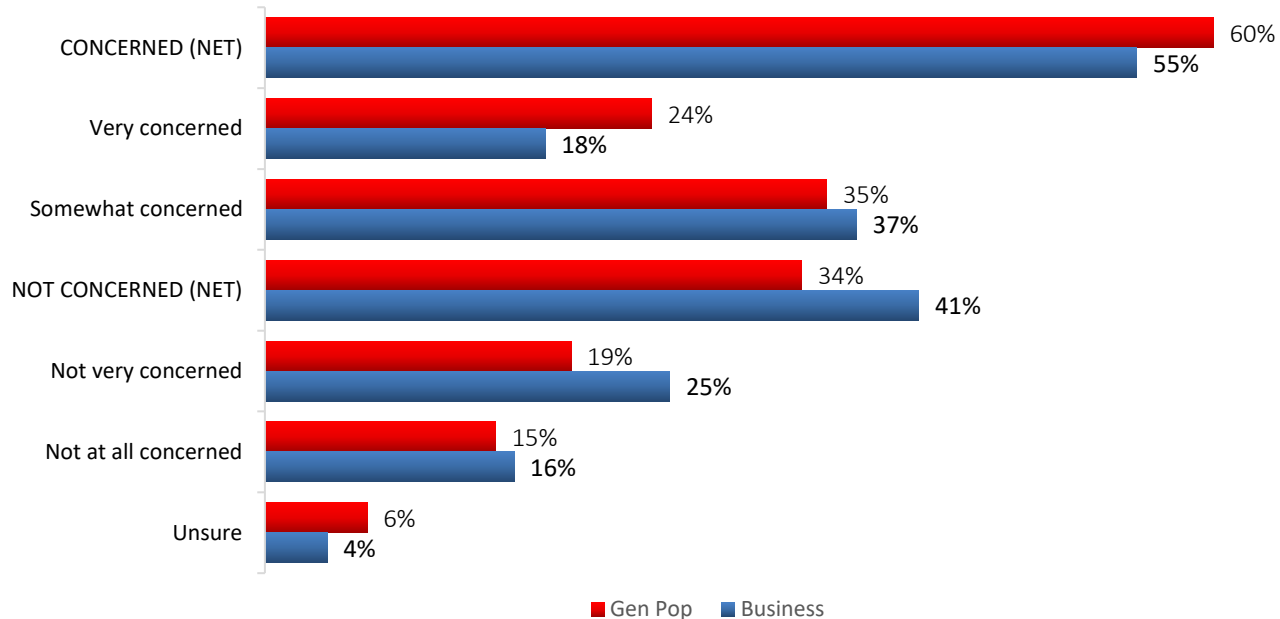
COVID RESPONSE

- Throughout the past year, a significant proportion of businesses has faced hardships and challenges stemming from the pandemic situation. Business leaders report decreased customers and sales level (59%), as well as an increase in costs of materials and human capital (49%) and slowdowns in international supply chains (39%). Other cite labour issues (31%), while one-quarter say increased levels of debt (24%), the costs associated with health protocols (24%), and the impact of closed borders on people and goods (22%).
- More than half of businesses reports being concerned with the assistance programs coming to an end (55%) while 41% say they are not concerned with the end of the assistance programs.
- Among residents, six-in-ten (60%) respondents are very or somewhat concerned and only 34% say they are not concerned with the assistance programs coming to an end.
- It is also worth noting that a vast majority of residents are in favor of vaccine passport system (78%) with businesses nearly as supportive (73%).
- Residents and business leaders see the primary benefits of a system certifying COVID safety as: avoiding widespread lockdowns/stay at home orders (61% and 76% respectively); ensuring the safety and health of workers in the workplace (59% and 63% respectively); and giving consumers confidence to participate in economic activities (52% and 57% respectively).

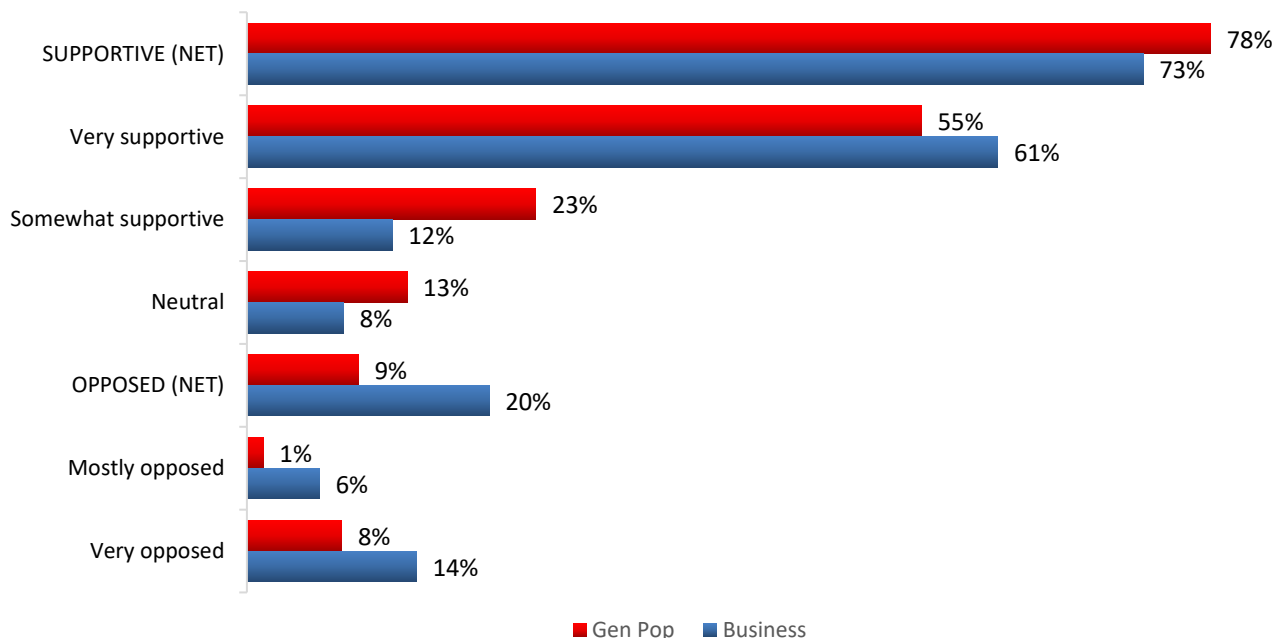
What are the key challenges your business is facing as a result of COVID-19?



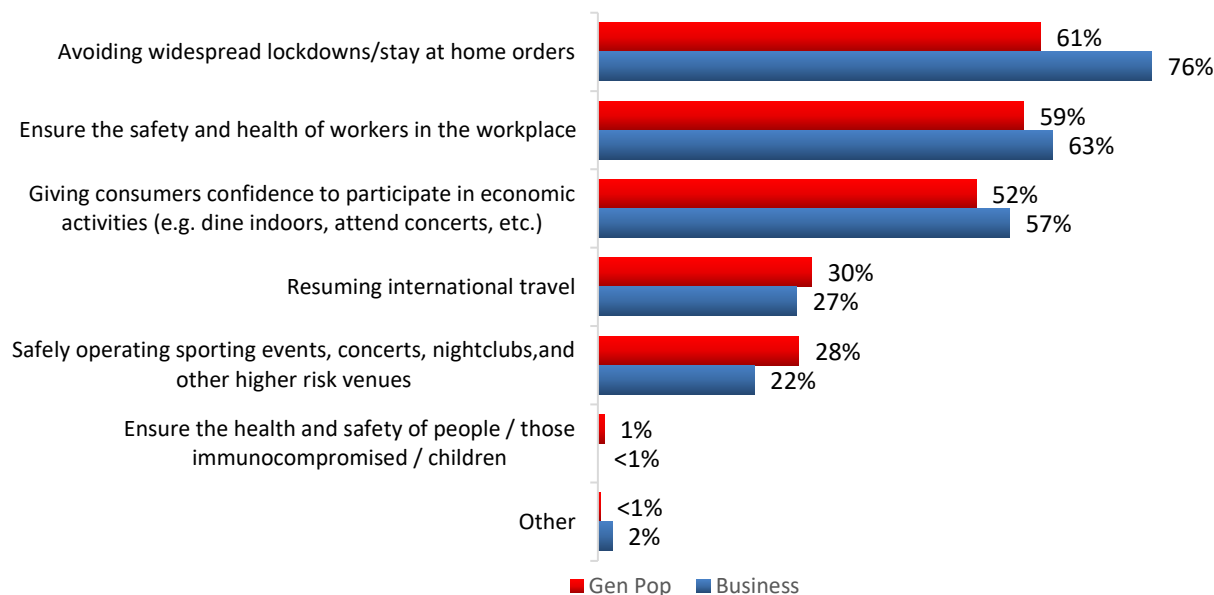
To what degree are you concerned or not concerned about the Federal government COVID-19 assistance programs coming to an end?



With the threat of a fourth wave of COVID-19 in the fall, how supportive would you be of a system that requires Canadians to show proof of vaccination to access certain businesses or services, with exemptions and accommodations for those who cannot be vaccinated?



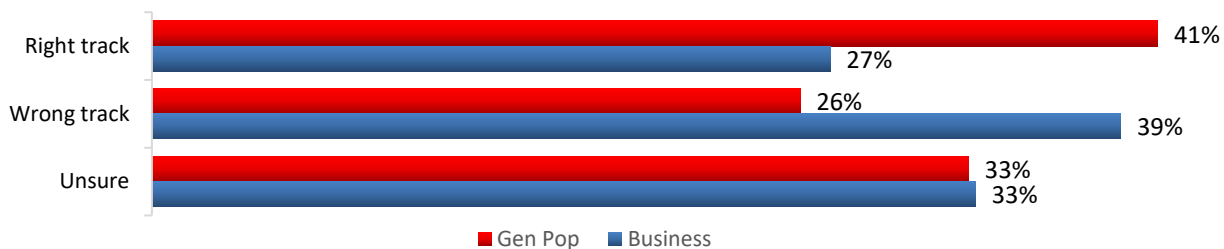
What would you see as the primary benefits of a system of certifying COVID safety?



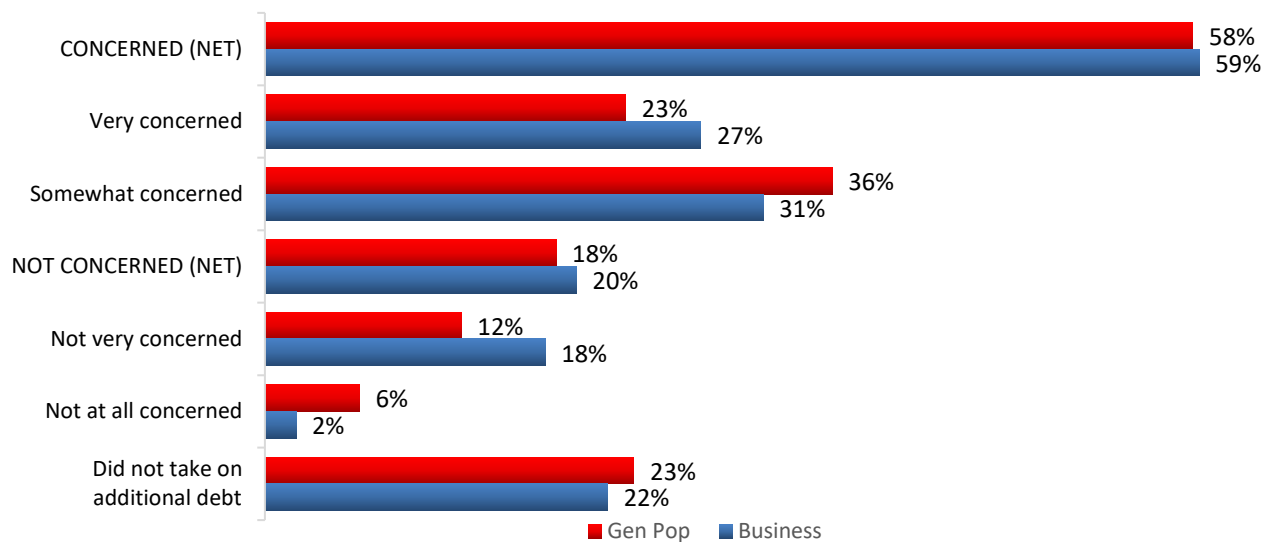
ECONOMY

- Four-in-ten in residents (41%) believe the Canadian economic recovery is on the right track (although many report being 'unsure'). However, a similar number (39%) of businesses say the economy is on the wrong track.
- Financially, residents and businesses are equally worried about the impact of the covid-19 pandemic; six-in-ten of them declare being very or somewhat concerned about the additional debt taken on in response to the pandemic (residents: 58%, businesses: 59%).
- The rising cost of goods and the tax burden stemming from increased federal debt are also deemed concerning issues among both populations, as a vast majority of respondents (be they businesses or not) reports being concerned (75% of businesses say they are very concerned).
- As the concern levels regarding the current financial situation are high, respondents are not especially optimistic for the future, as just two-in-ten residents (19%) and businesses (20%) are confident their financial situation will improve, and half of individuals do not expect any improvement to their financial situation (50%) with 39% of businesses expecting it to stay the same. More than two-in-ten foresee a worsening of their situation (22% of residents and 25% among businesses).
- The outlook on financial stability also translates into peoples' expectations around their standards of living, as just two-in-ten residents are expecting them to improve (18%), and even fewer businesses agree with the statement (12%). Both groups are characterized by strong levels of pessimism, as 41% of residents and 49% of businesses expect a stagnation in their standards of living, are expecting them to get worse (residents: 29%, businesses: 20%), or feel unsure (residents: 12%, businesses: 20%).

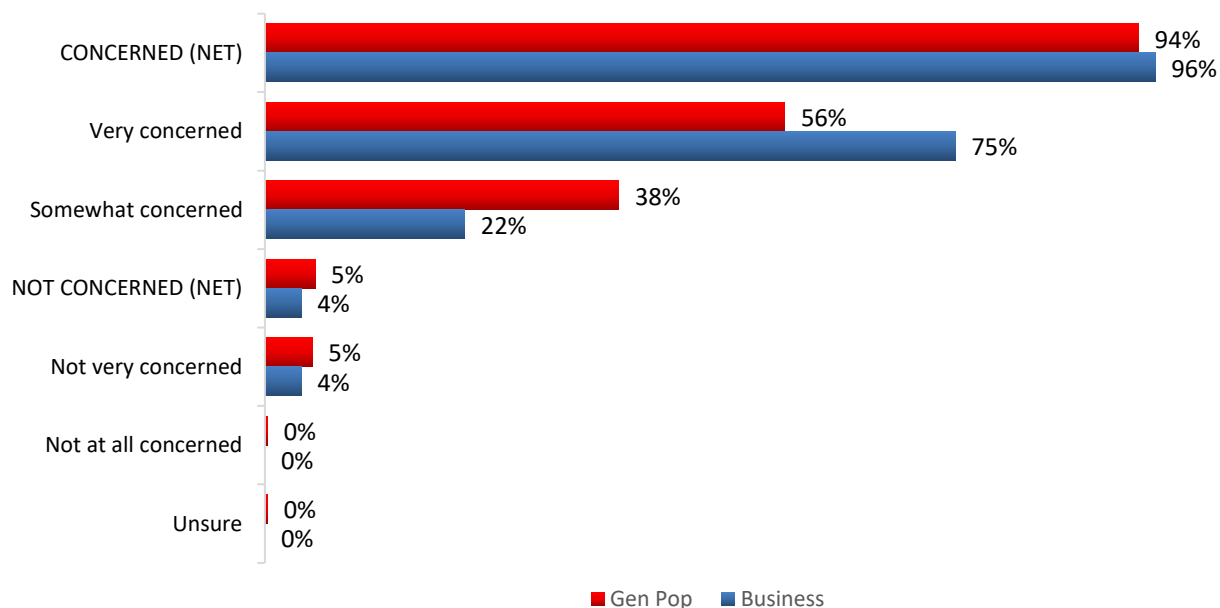
Do you believe the Canadian economic recovery is on the right track or wrong track?



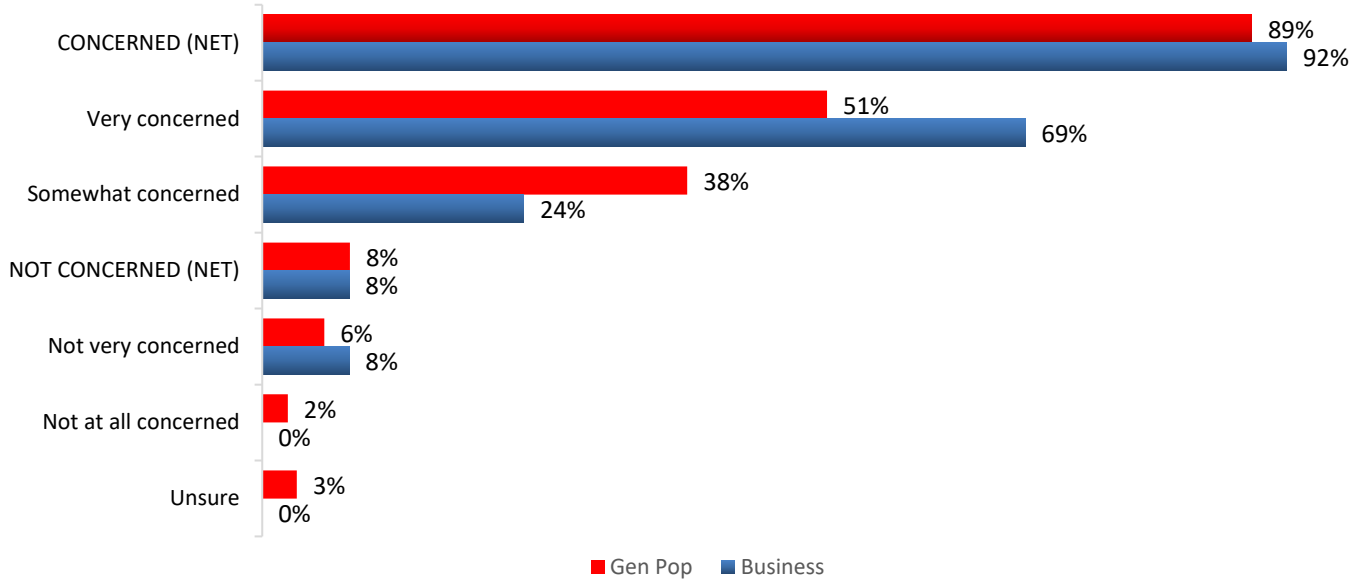
To what degree are you concerned or not about the additional debt you/your businesses took on in response to the pandemic?



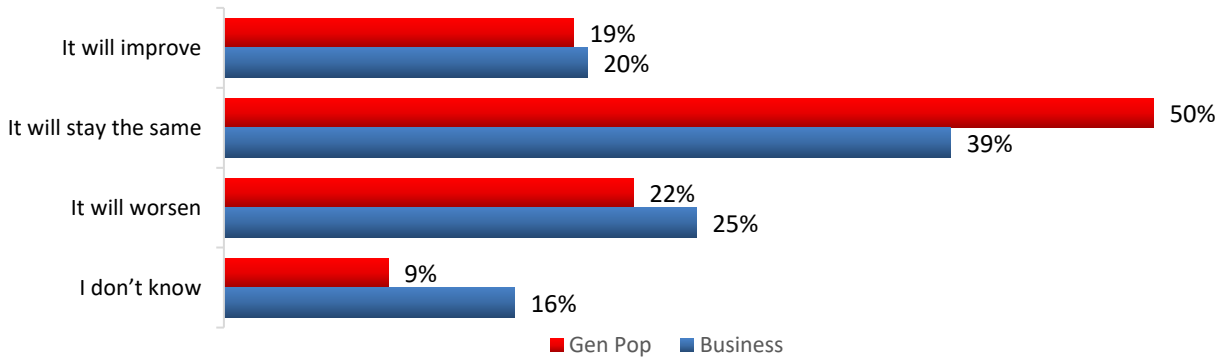
To what degree are you concerned about the rising cost of goods?



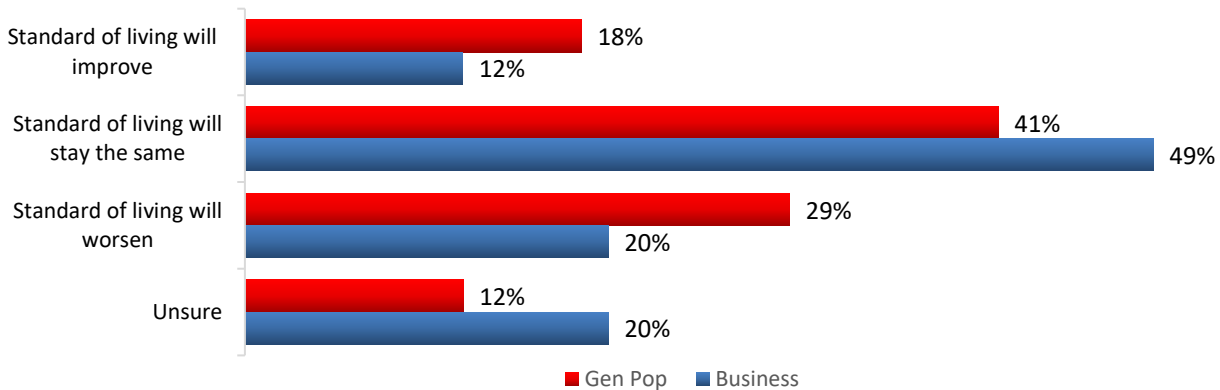
To what degree are you concerned about the tax burden increasing in light of increased federal debt?



How confident are you about your own/your business's financial security over the next year?



How do you anticipate your standard of living will change over the next five years?



ENVIRONMENT

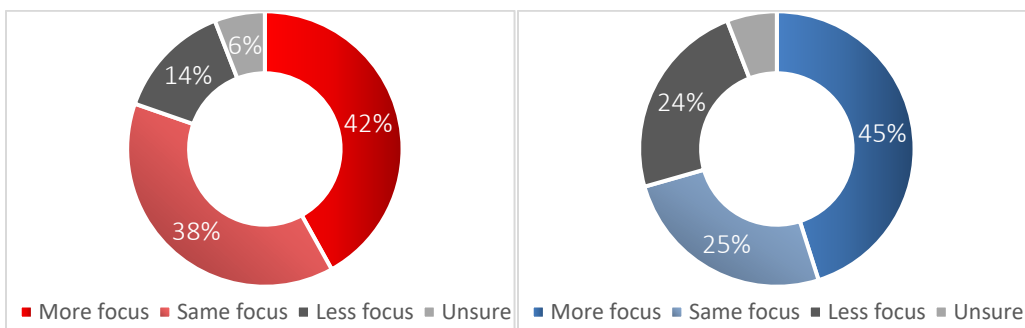
- Four-in-ten residents (42%) and businesses (45%) would like to see more focus on addressing climate change.
- While 44% of residents say they want to see more focus on providing support to businesses and local clean technologies to address climate change, 57% of businesses express this desire.
- Four-in-ten businesses (41%) and a third of residents (32%) want to see more focus on supporting local low carbon innovation.

Would you like to see more focus, about the same or less focus on...

...climate change?

Gen Pop

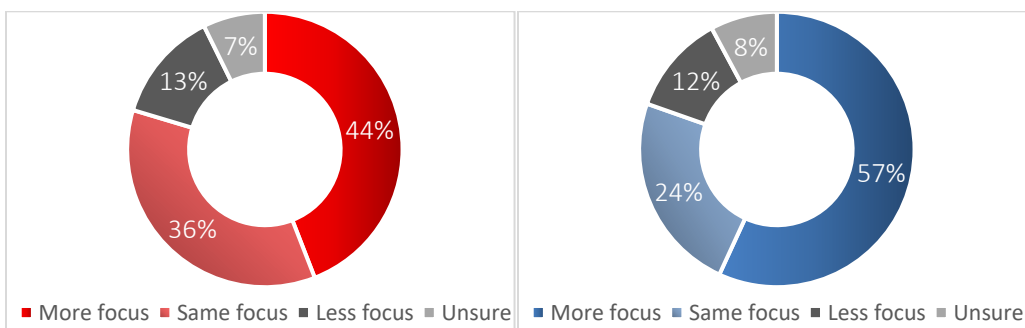
Business



... supports provided to businesses and local clean technologies to address climate change?

Gen Pop

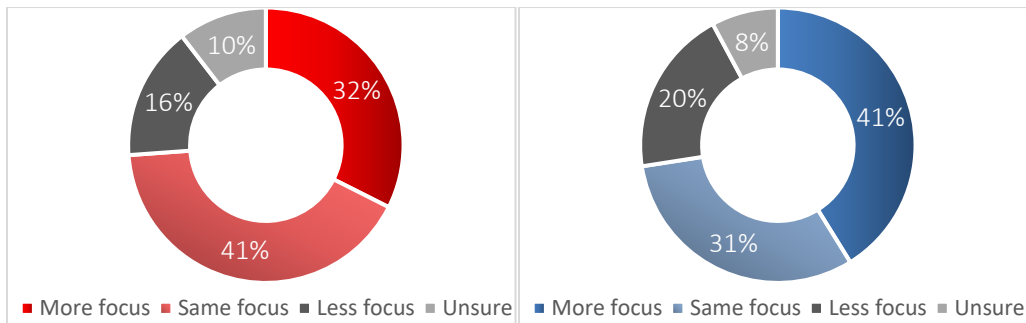
Business



... supporting local low carbon innovation?

Gen Pop

Business



AFFORDABILITY AND WORKFORCE

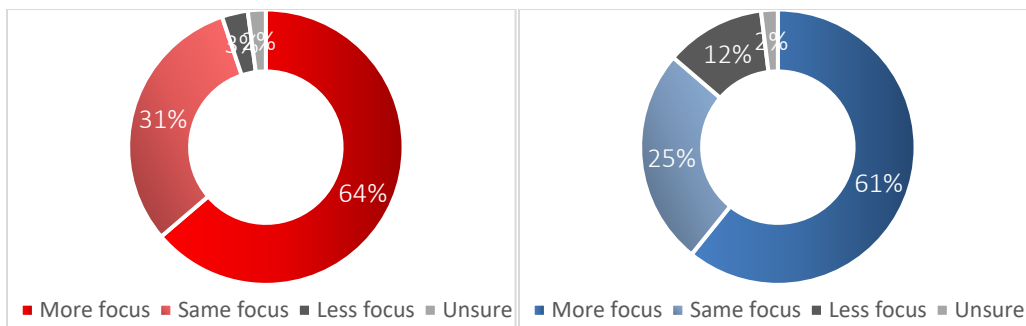
- Six-in-ten businesses (61%) and residents (64%) would like to see more focus on addressing housing affordability, while one-third would like to see about the same focus (25% and 31% respectively).
- About three-in-ten (28%) of residents declare that they have recently moved or considered moving due to the cost of housing.
 - Younger Brampton residents (aged 18-34 vs. 35+) and renters (vs. homeowners) are significantly more likely to have had to move or consider moving due to the costs.
- The pandemic seems to have dealt somewhat of a blow to businesses, as more than half declares having faced issues in terms of employee recruitment and retention affordability (55%) and six-in-ten have had difficulty in recruitment and retention since the start of the pandemic (61%). One third say ability to attract investment / do business due to changes in Canada’s regulatory environment has worsened (33%).
- Three-quarters of businesses in Brampton would like to see the government support the tourism industry, increase support for small and medium businesses in exploring new trade opportunities, increase capacity of trade-enabling infrastructure, and do more to address aging demographics. Seven-in-ten say they want to see increased efforts to improve credential recognition for highly skilled immigrants. A similar proportion would also like to see support for businesses to adopt & adapt to automation, artificial intelligence, and the future of work.

Would you like to see more focus, about the same or less focus on...

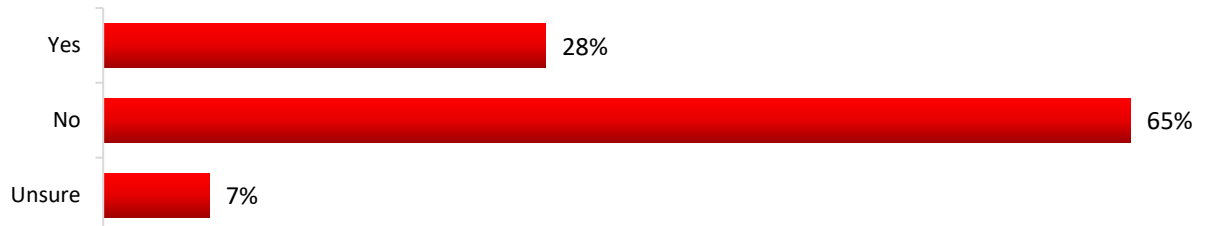
...addressing housing affordability?

Gen Pop

Business



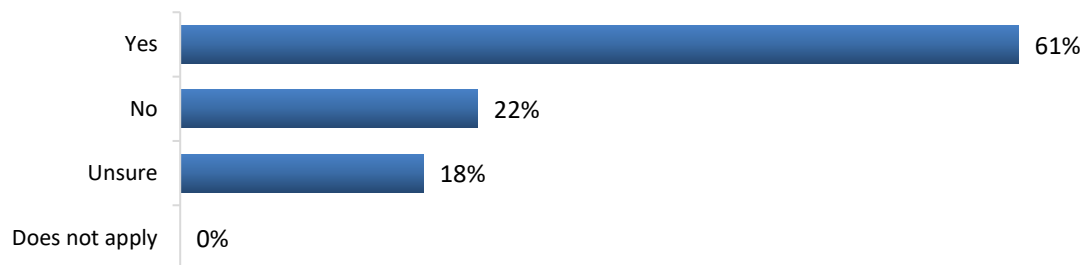
Have you recently moved or are you considering leaving/moving due to the cost of housing?



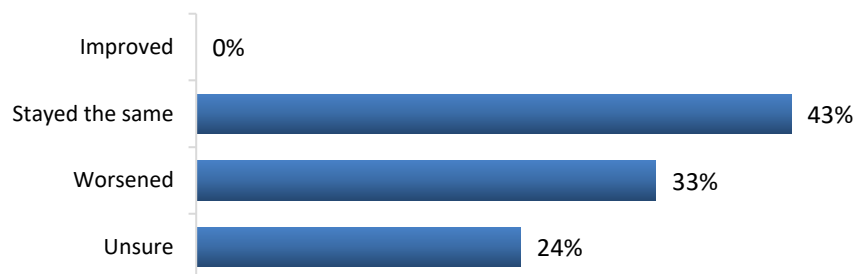
Has your business's ability to recruit or retain employees been affected by affordability issues?



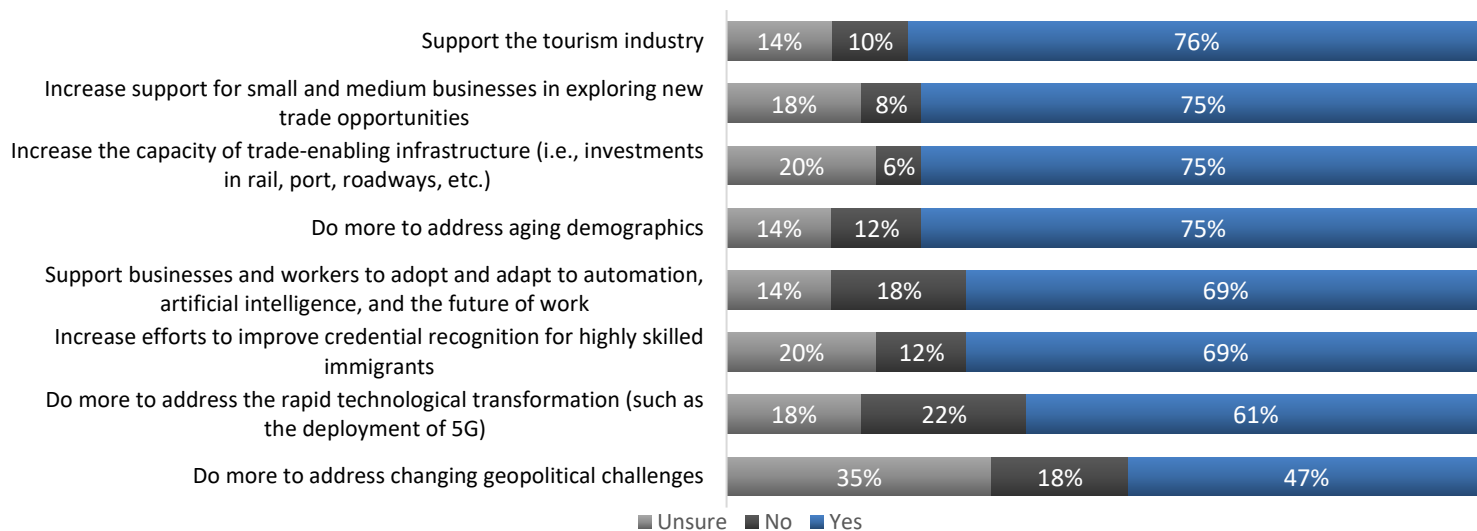
Has your business experienced difficulties recruiting/hiring employees since the onset of the pandemic?



Compared to other jurisdictions, how have changes in Canada’s regulatory environment over the past two years impacted our ability to attract investment or do business?



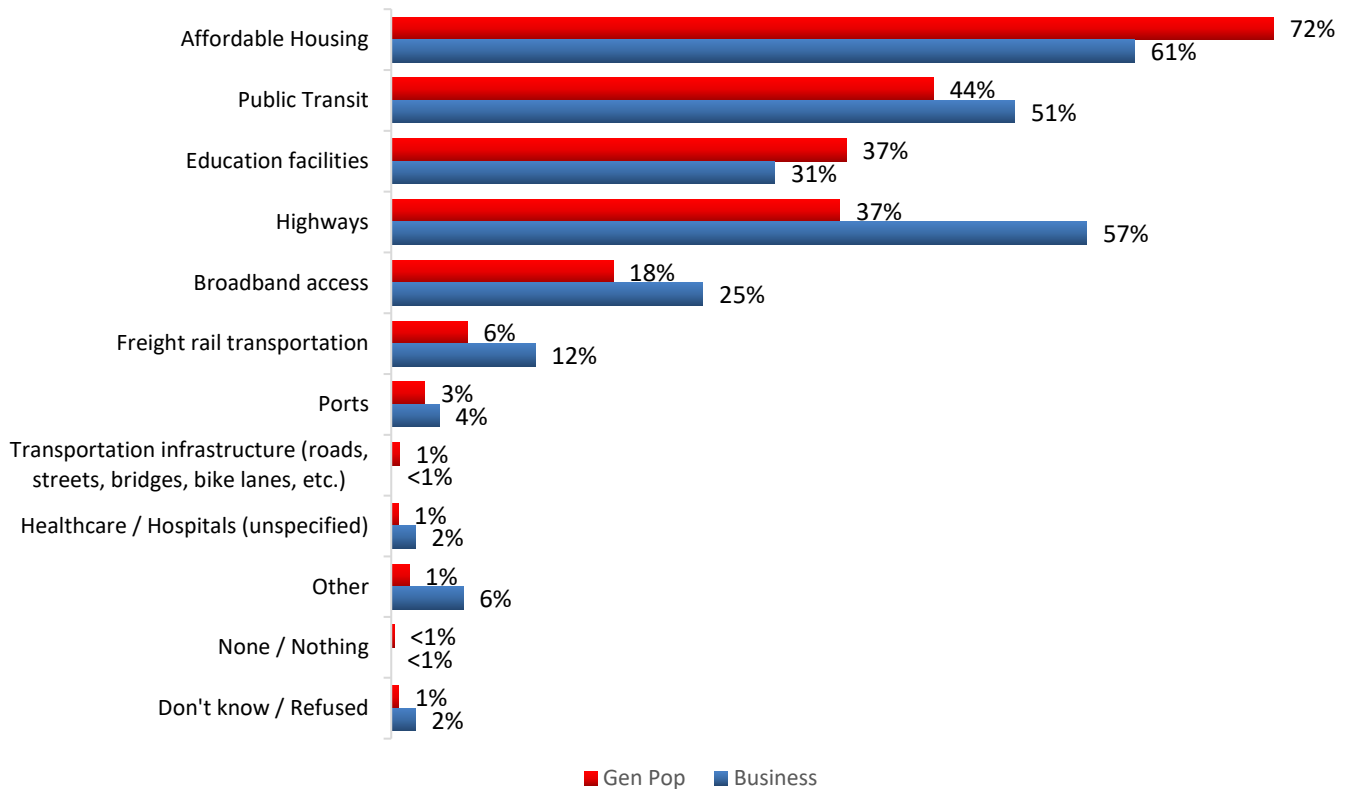
Would you like to see the next Federal Government:



INFRASTRUCTURE

- Brampton residents consider affordable housing to be the main pain point in their region, as is reported by nearly three-quarters of respondents (72%). Public transit (44%) sits at number two, with education facilities (37%) and highways (37%) nearly as important. Broadband access is a pain point for 18% although all other issues follow distantly.
- While the priorities of businesses might differ from those of residents, their top 3 pain points remain the same as they all directly affect workers’ employability. The top pain point remains affordable housing (61%) although highways follow closely (57%). Public transit (51%) is also important to businesses followed by education facilities (31%). Broadband access follows next with 25% of businesses deeming this a pain point.

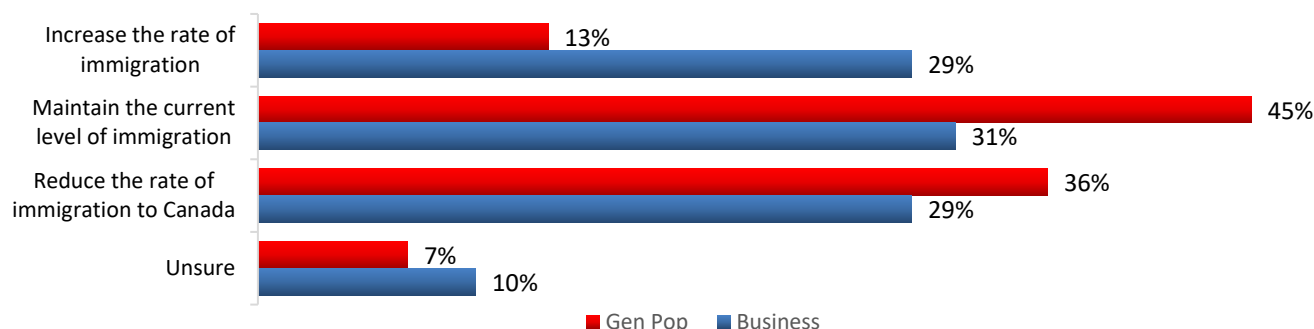
As we emerge from the pandemic, what are the key infrastructure pain points in your region?



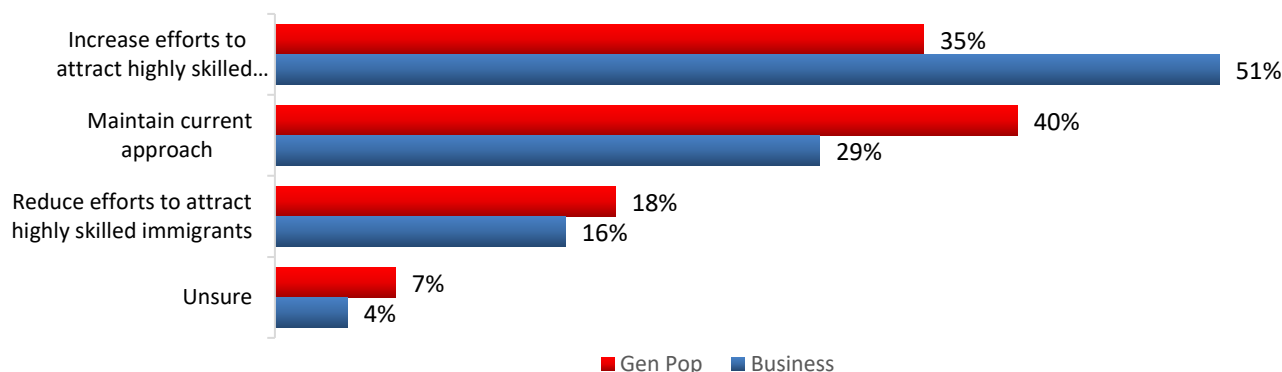
IMMIGRATION

- The need for a bigger labour force has some impact when looking at businesses’ position towards immigration policies, as three-in-ten (29%) would like the next federal government to increase the rate of immigration, while a similar proportion would like to see the current level maintained (31%). At the same time, another third of businesses would like a reduced rate (29%).
- A greater proportion of residents are in favour of maintaining immigration rates (45%) or reducing immigration (36%) compared to those who would like to see immigration rates increased (13%).
- There is some divide when it comes to highly skilled immigrants: half of businesses think the federal government should increase efforts to attract them (51%), compared to 35% of residents. Four-in-ten in residents (40%) would like the current approach to be maintained (vs. 29% among businesses), while nearly two-in-ten residents (18%) and businesses (16%) would like the efforts to be reduced.

Do you believe the next Federal government should:



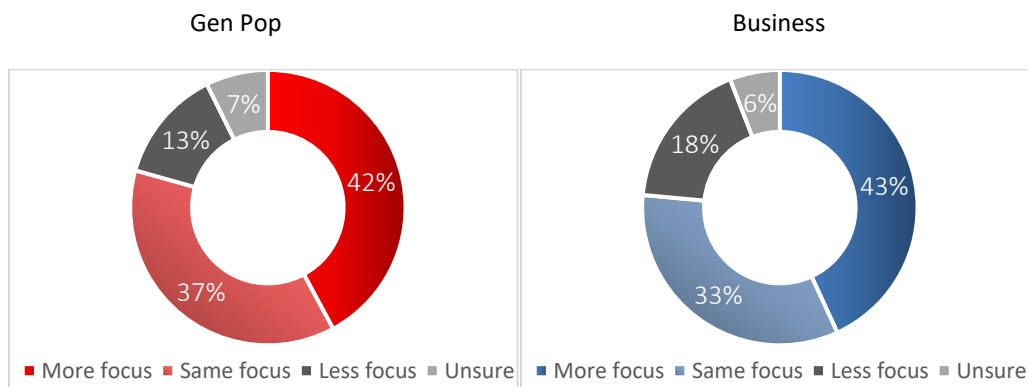
Do you think the Federal Government should increase or decrease efforts in attracting and bringing highly skilled immigrants to Canada to address workforce needs?



INDIGENOUS RELATIONS

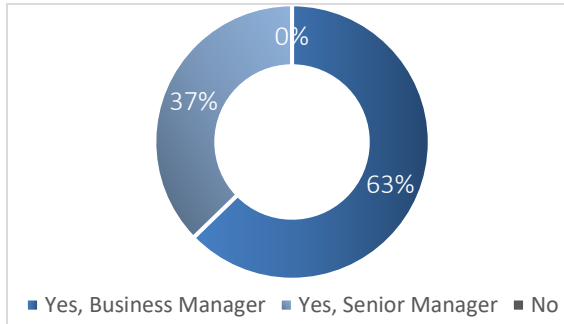
- According to four in ten respondents, Indigenous reconciliation should earn more focus (residents: 42%, businesses: 43%).

Would you like to see the next Federal Government focus more/about the same/less on Indigenous reconciliation?

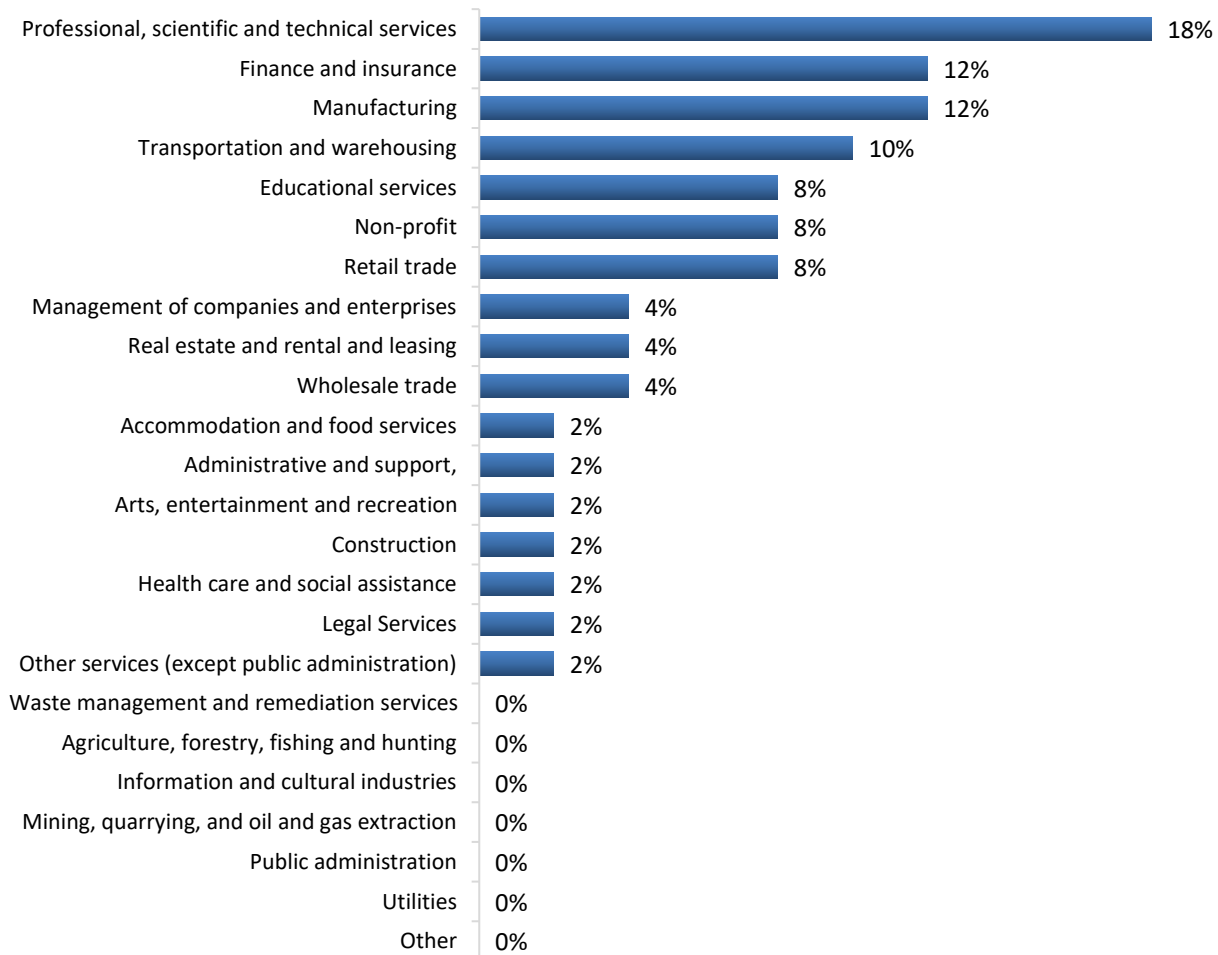


DEMOGRAPHICS

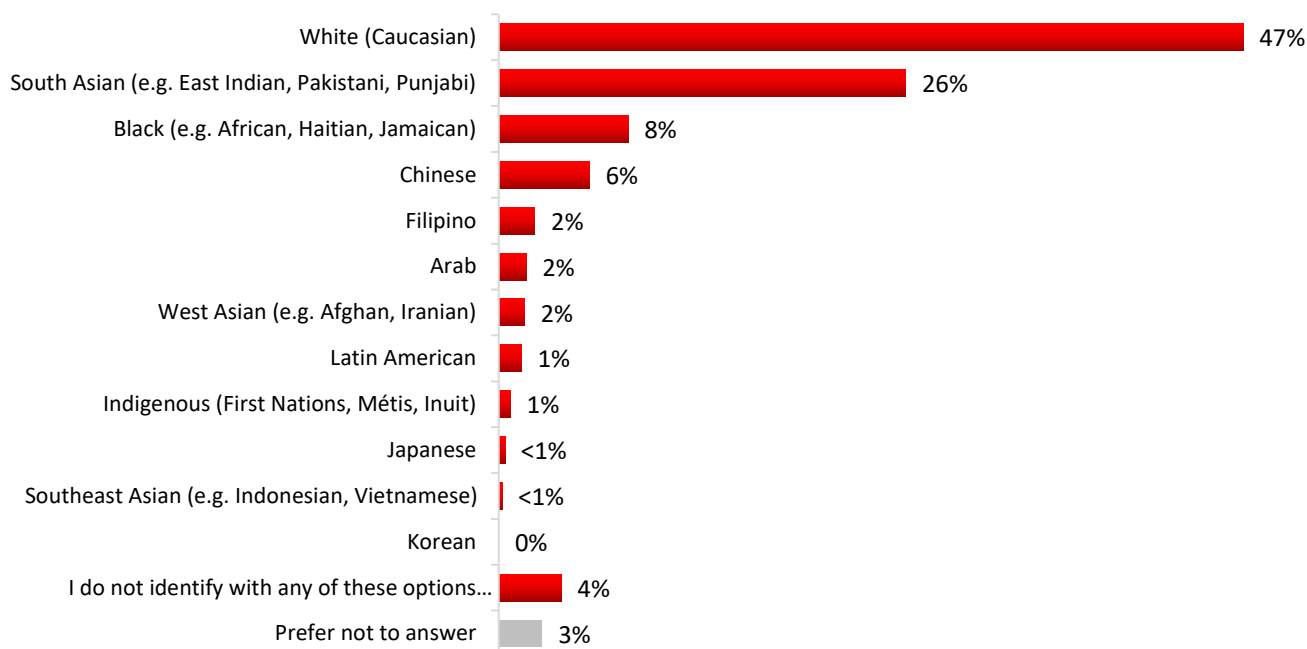
Are you a business owner or senior manager?



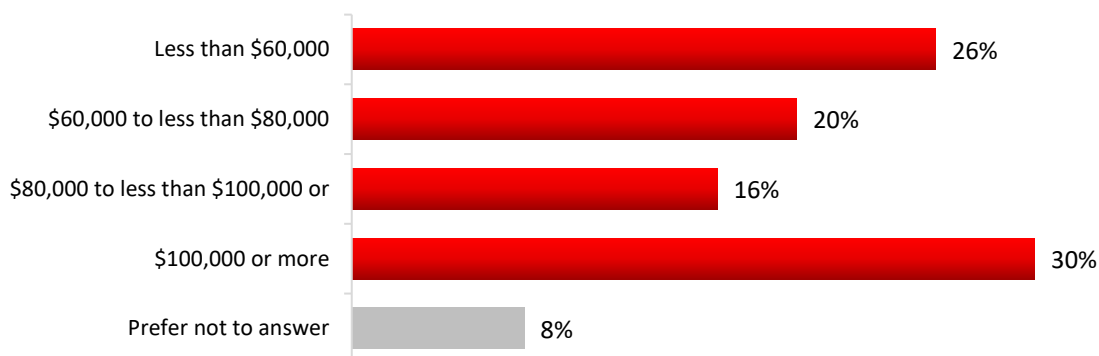
What industry does your business/organization operate in?



I would describe my ethnic or cultural background as (select all that apply):



Which of these broad ranges best describes your total annual household income before taxes?



What is the highest level of school/education that you have completed?

