



NARRATIVE
RESEARCH

Part 4: Business Confidence and Economic Issues Report

August 2020

Prepared for:





Brampton Board of Trade

Business Confidence and Economic Issues

Key Highlights

Methodology:



Online surveys

111 business people completed surveys from June 10th to July 3rd, 2020.

Business Profile

23.1 years
Average length of time business has operated in Brampton

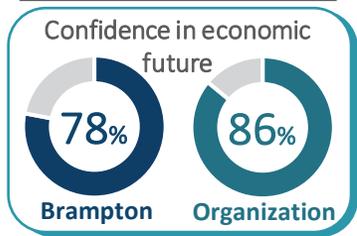
38% Located in **Brampton only**

37% Also elsewhere in Canada

Industry

- Mfg/B2B 58%
- Service 29%
- Retail 5%
- Other 8%

Economic Confidence



Top 3 Issues Facing Brampton Businesses Today (Key Unaided Mentions)

- 33%** Transportation infrastructure
- 23%** Pandemic/COVID-19 impact
- 20%** Access to talent/skilled labour

Suggestions for Board of Trade to Alleviate Issues (Key Unaided Mentions)

- 14%** Work with government
- 11%** Promote small/local businesses
- 8%** Engage business community

Economic Outlook Over The Next 12 Months

32% Expect the # of staff within their organization to **increase**

76% Environmental sustainability

73% Economic sustainability

72% Ability to generate revenue

Civic Leadership

Only 1 in 2 agree ... that the municipal government...
... displays a **positive external brand image**
... **shares priorities that align with business needs**

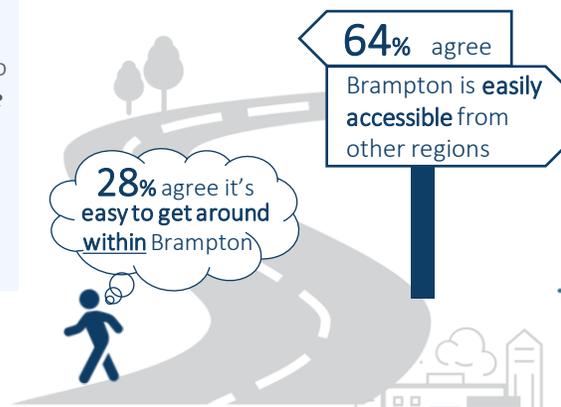
40% Believe Brampton's business community is doing enough to **foster a positive business environment**

Only 1 in 2 are confident in...
... Brampton City Council's **ability to make good decisions**
... the **senior levels of government**

Advice for City Hall to Increase Business Competitiveness (Key Unaided Mentions)

- #1** Support small/local businesses
- #2** Focus on business growth/Attract new businesses
- #3** Improve infrastructure

Transportation



Ways to Improve Transportation and Accessibility Both Into and Within Brampton (Key Unaided Mentions)

#1	#2	#3
Better public transit	All day GO Train service	Improve highway capability/Build new highway

Trade and Investment

21% Import goods for resale in Brampton

28% Export goods

Top 3 Issues Impacting Trade

- Transportation costs **56%**
- Tariffs **41%**
- Protectionism **35%**

Technology and Innovation

64% Know how to **find the personnel to implement** them

55% Aware of the best **financing options**

55% Knowledgeable about what is **available to optimize operations**

53% Say their **top innovation barrier** is their **budget**

Talent

66% Prefer to **advertise online** for recruiting

45% Find it difficult to find **new talent** for their organization

66% Organization **offers internships or co-op opportunities**

79% **Pay** those completing internships/co-ops

78% Believe the **City should support** the three existing post-secondary institutions and their proposal to expand university offerings...
... **to attract/develop local talent/skilled labour** **#1**
... **for economic growth/benefits local businesses** **#2**
... **because they are established/credible** **#3**

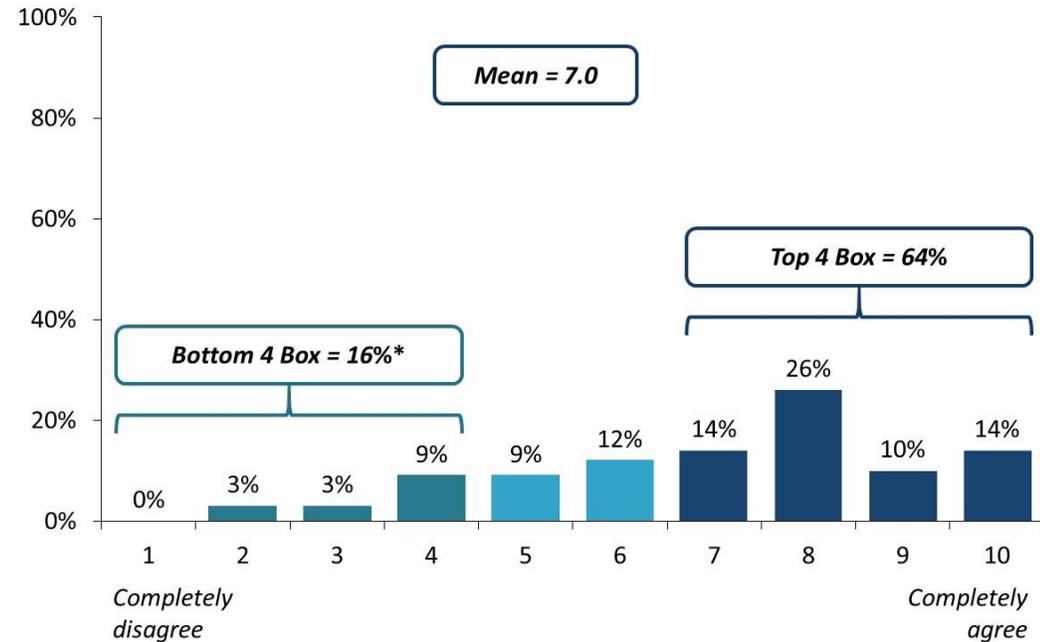


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Transit and Transportation

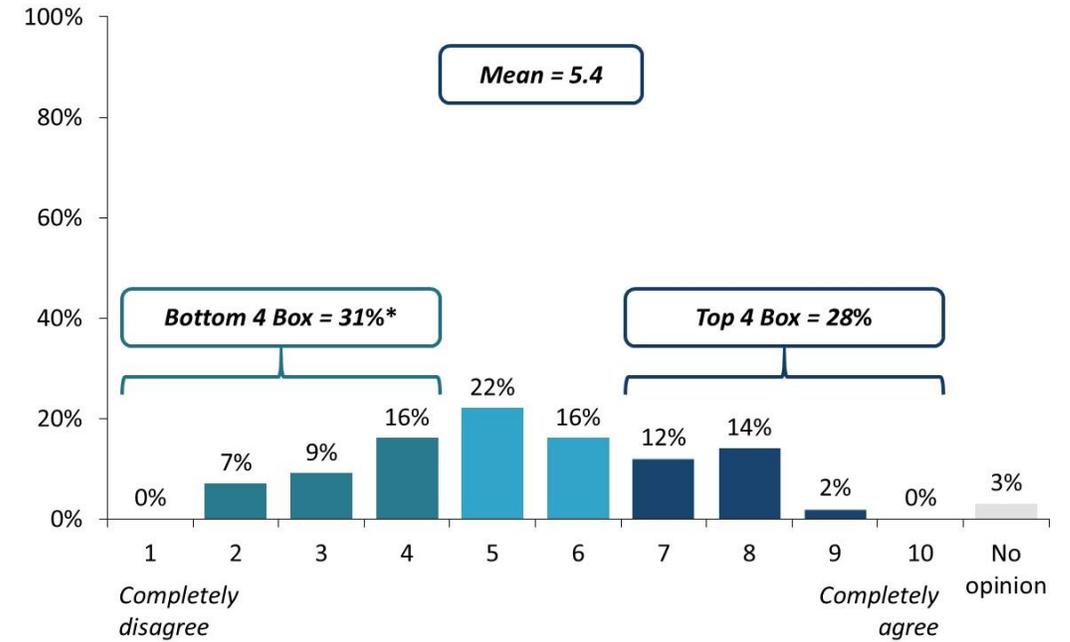
While a small majority consider Brampton to be easily accessible from other regions, the view that it is easy to get around within Brampton is limited.

City of Brampton is Easily Accessible From Other Regions



Q.C1: To what extent do you agree that the City of Brampton is easily accessible from other regions? (n=58)
*Due to rounding.

Easy to Get Around Within Brampton



Q.C2: And to what extent do you agree that it is easy to get around within Brampton? (n=58) *Due to rounding. Note: Responses of 'No opinion' are excluded from the calculation of the mean.

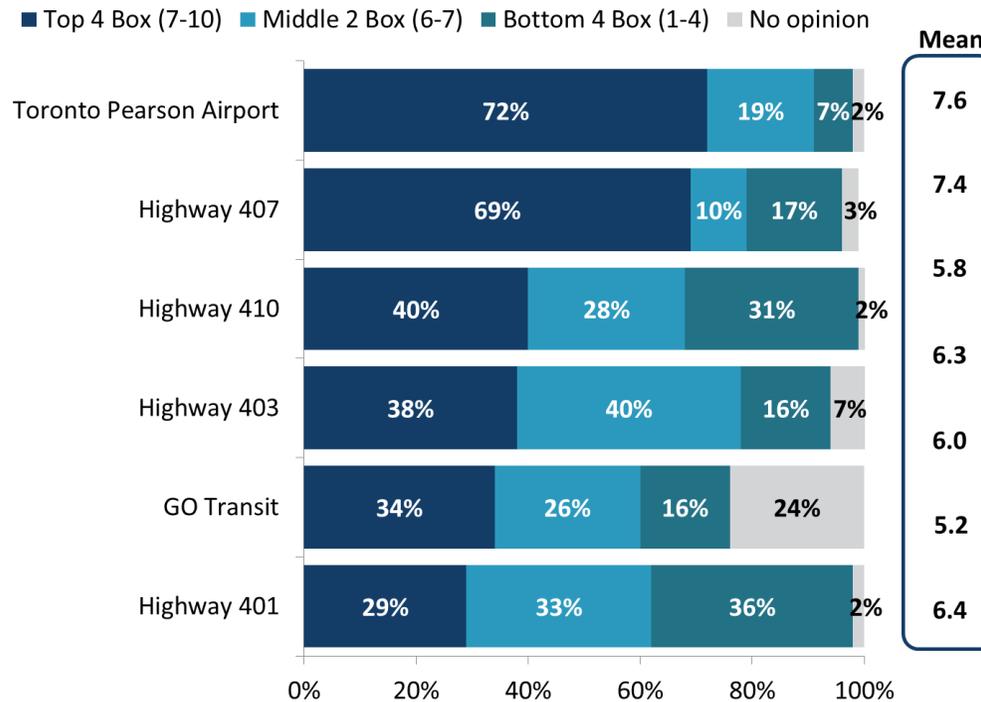


Satisfaction with Transportation Assets

Though business leaders are generally satisfied with Toronto Pearson Airport and Highway 407, satisfaction is voiced considerably less often regarding all other local and surrounding transportation assets measured in this survey.

Satisfaction with Local and Surrounding Transportation Assets

Ratings on 1-10 Scale, 1=Completely dissatisfied, 10=Completely satisfied



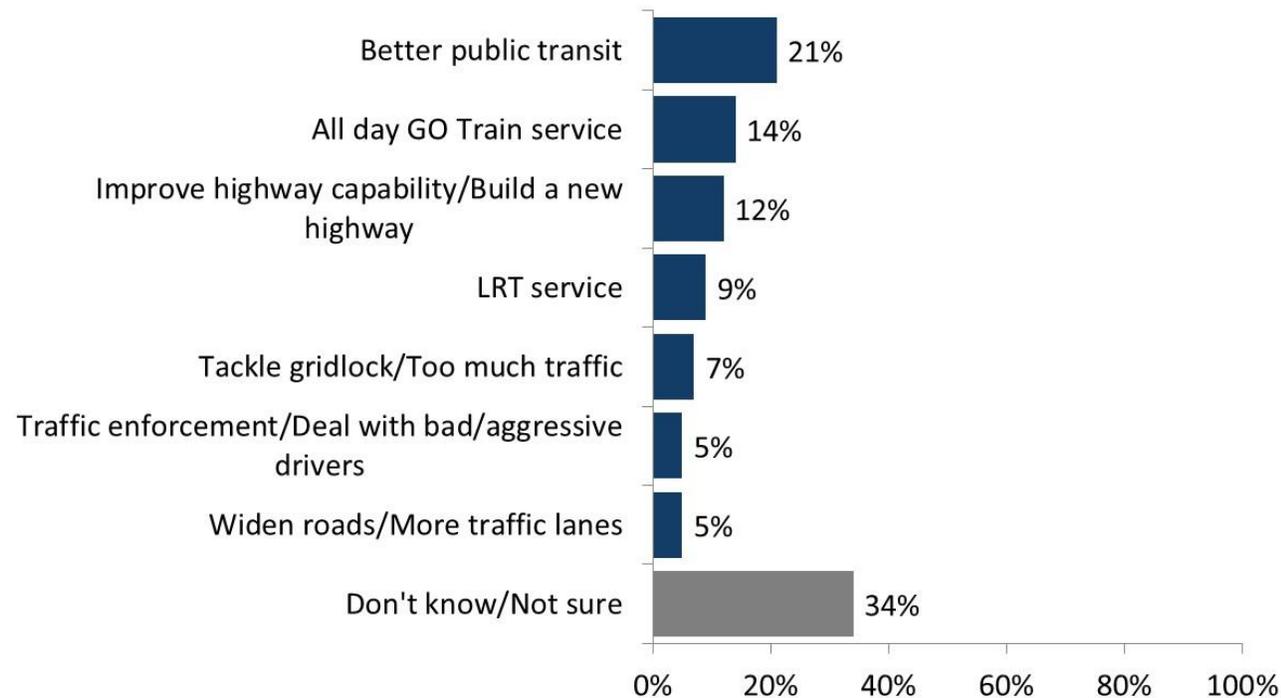
Q.C3: Thinking of local and surrounding transportation assets, how satisfied are you with...? (n=58) Note: Responses of 'No opinion' are excluded from the calculation of the mean.



Better public transit is the top suggestion offered to improve transportation and accessibility both into and within Brampton.

Ways to Improve Transportation and Accessibility Both Into and Within Brampton

Key Unaided Mentions

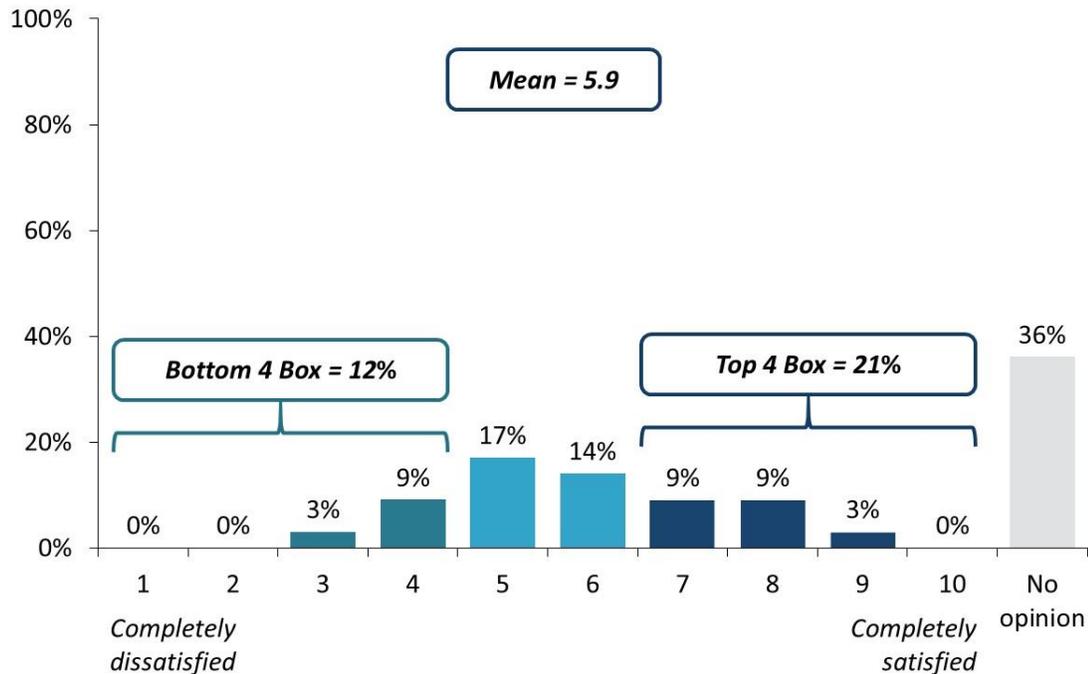


Q.C4: What, if anything, could be done to improve transportation and accessibility both into and within Brampton? (n=58)



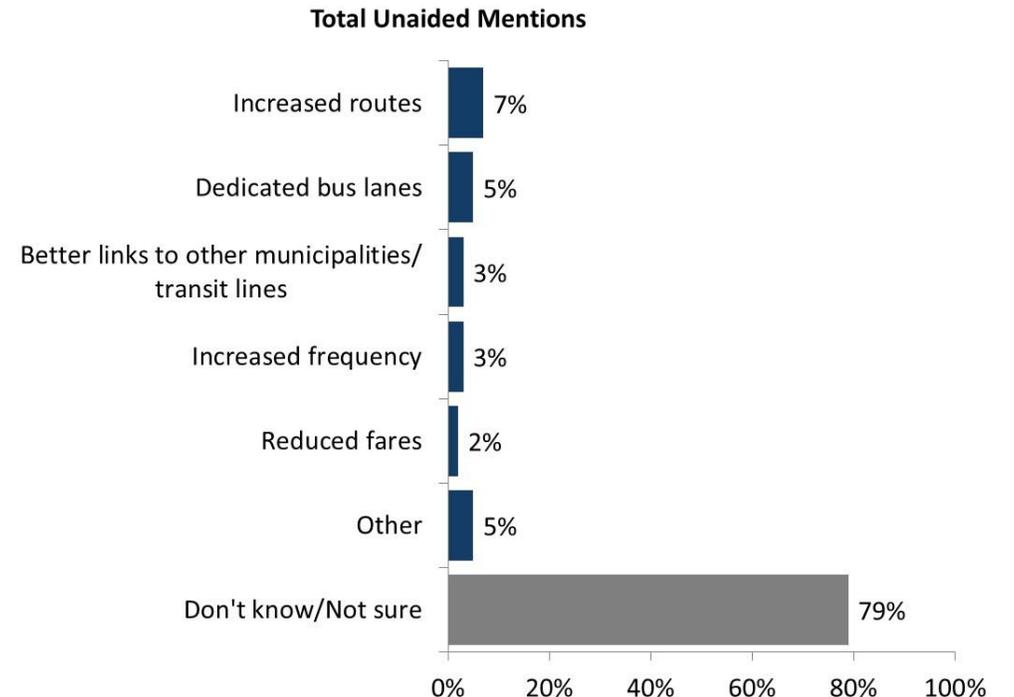
Satisfaction with Brampton Transit is moderate, with most business leaders being at least somewhat satisfied with the public transit system.

Satisfaction with Brampton Transit



Q.C5: How satisfied are you with Brampton Transit, Brampton's current public transit system? (n=58) Note: Responses of 'No opinion' are excluded from the calculation of the mean.

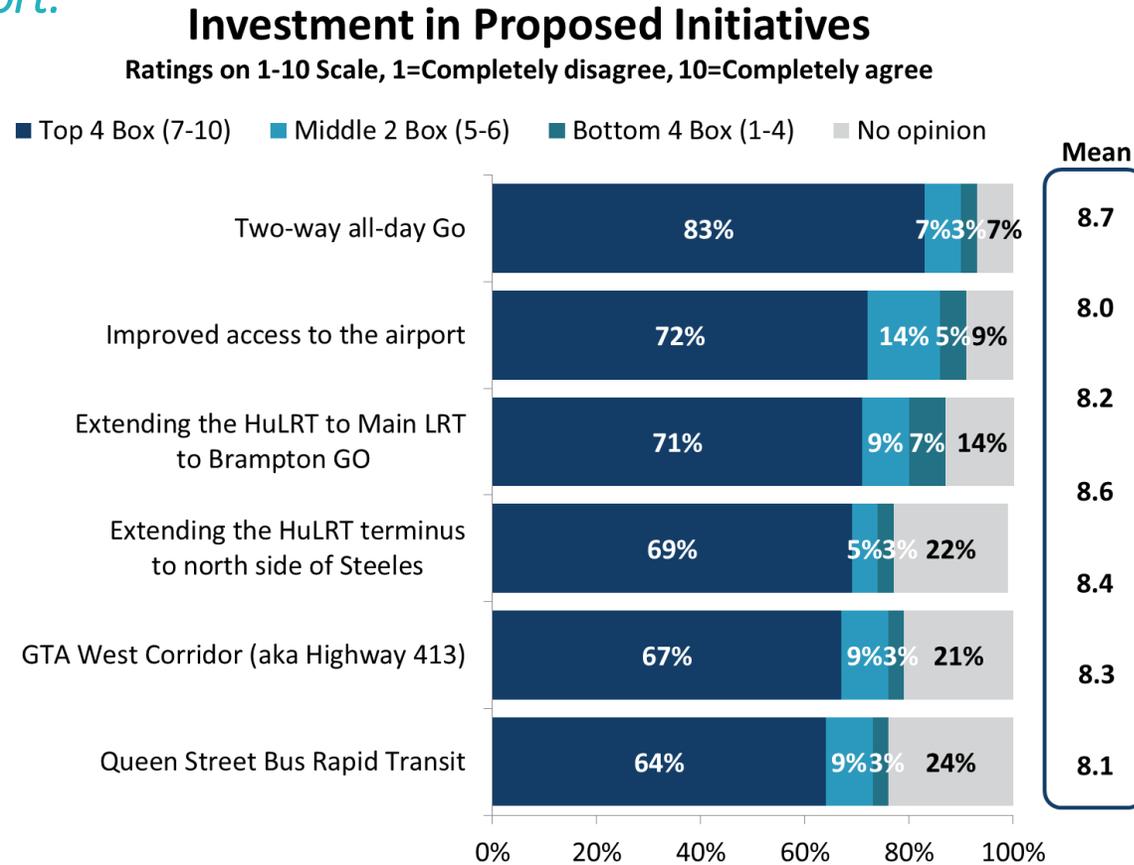
Ways to Improve Brampton Transit



Q.C7: What, if anything, could be done to improve Brampton Transit, Brampton's public transit system? (n=58)



Business leaders are generally supportive of investment in proposed initiatives, with two-way all-day GO service receiving the strongest support.



Q.C6a-g: To what extent do you agree with the investment in the following proposed initiatives? (n=58) *Note: Responses of 'No opinion' are excluded from the calculation of the mean.*

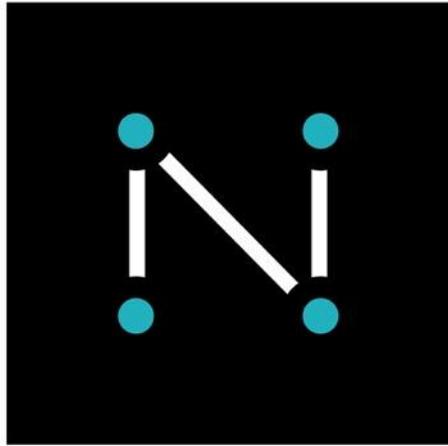


“Traffic congestion reduces appeal for people to move and work here”

“I would like to see Two-way, All-day GO train service... a redeveloped downtown Brampton by 2022.”

“I would like the GTA West highway budgeted by 2022.”

“I would like an LRT extension to Brampton GO before 2030”



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