



NARRATIVE
RESEARCH

Business Confidence and Topical Issues Report

December 2023

Prepared for:



Talent





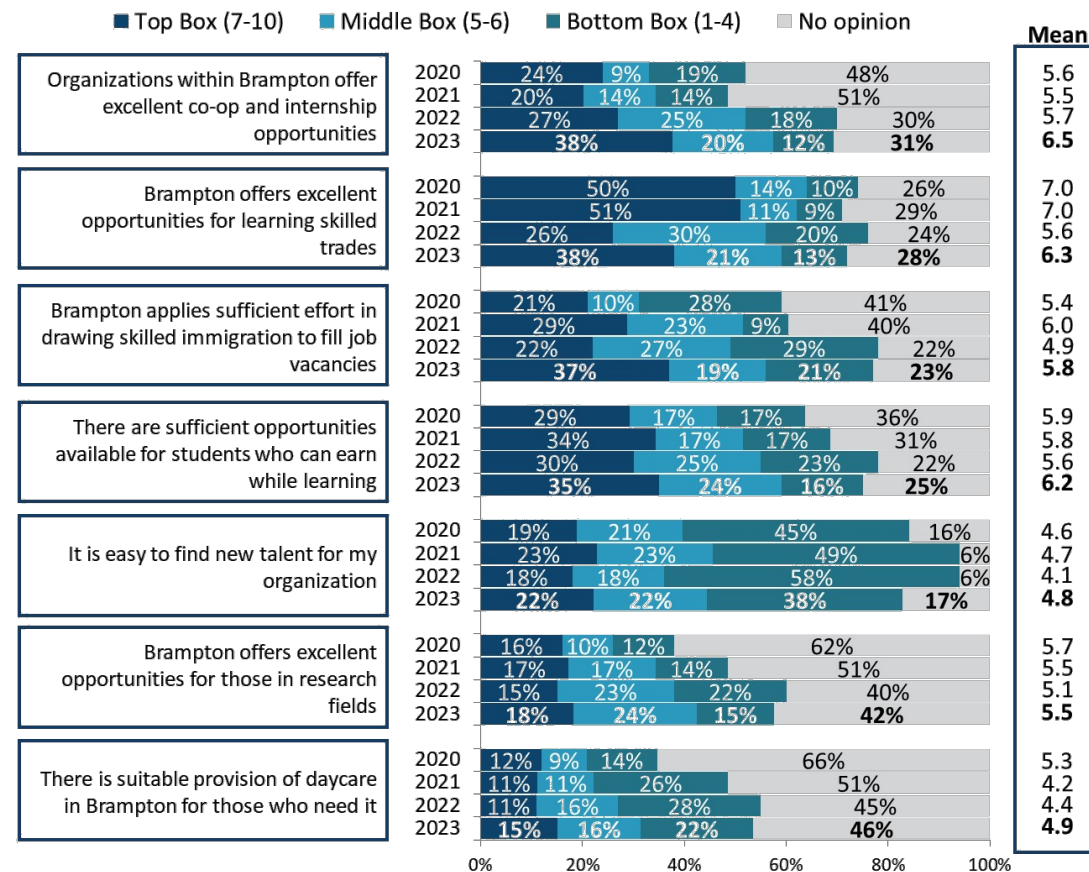
Employment Opportunities

Business owners are not convinced that Brampton is providing people with strong employment opportunities.

Asked a series of statements related to opportunities within Brampton available to their organizations, business leaders are not providing high ratings and many do not feel informed enough to provide an opinion. Business leaders are somewhat likely to believe *that organizations within Brampton offer excellent co-op and internship opportunities* (38%; up 11 points), that *Brampton offers excellent opportunities for learning skilled trades* (38%, up 12 points), that *Brampton applies sufficient effort in drawing skilled immigration to fill job vacancies* (37%; up 15 points), and that *there are sufficient opportunities available for students who can earn while learning* (35%; up 5 points). (Table C14a-g)

Agreement with Statements

Ratings on 1-10 Scale, 10=Completely agree and 1=Completely disagree



Q.C14a-g: To what extent do you agree with the following? (2020: n=58; 2021: n=35*; 2022: n=130; 2023: n=104) Responses of 'No opinion' are excluded from the calculation of the mean. *Caution: Small sample size. Responses of 4% or less are shown by a bar.

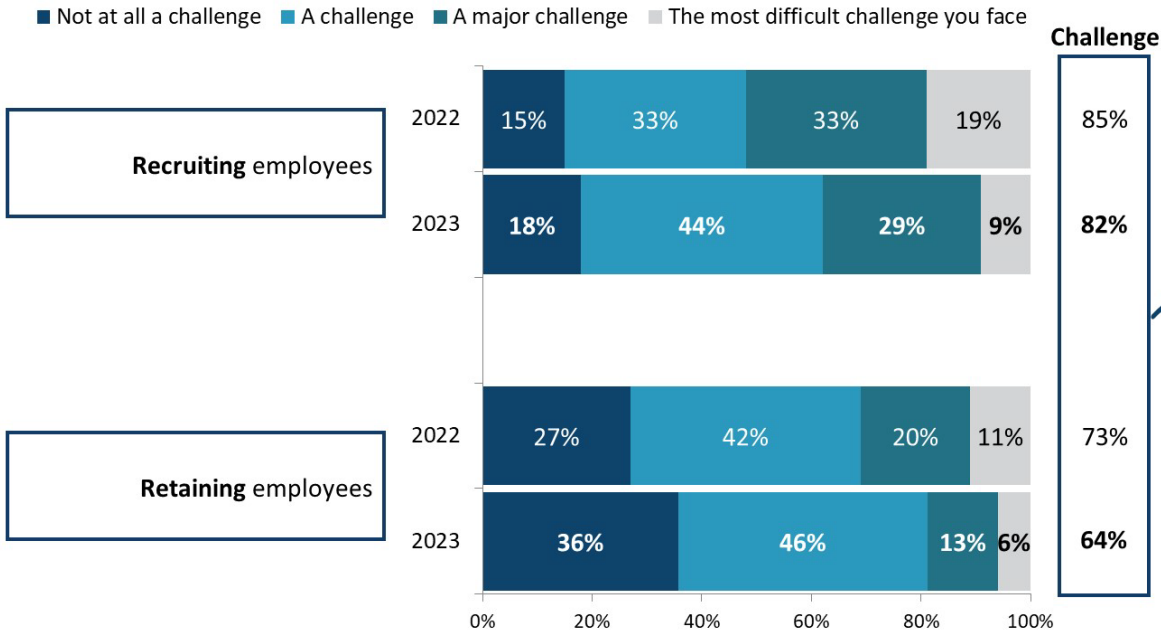


Challenges for Business

For many business leaders, recruiting employees remains a challenge although the ability to retain talent appears to be improving.

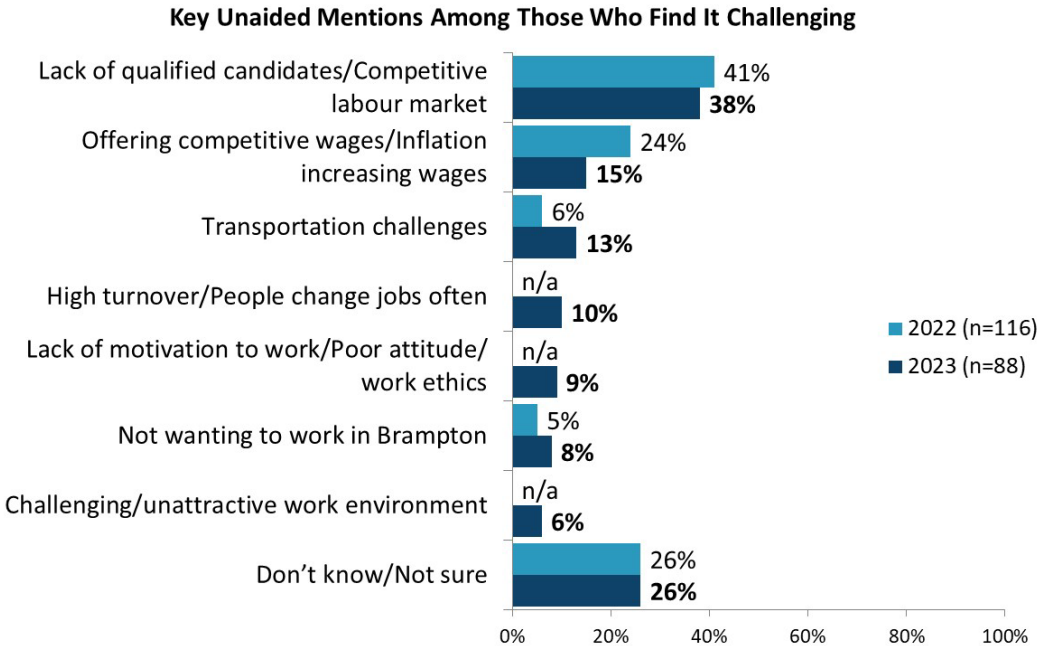
Business leaders report recruiting employees is roughly as difficult as it was in 2022, but that retaining talent has become somewhat easier (64%, down from 73% in 2022). Recruitment and retention continue to be a challenge thanks to a competitive labour market, rising wages, transportation challenges, and a higher turnover rate. (Tables 18a-b and 18AA)

Challenges for Business



Q.18a-b: To what extent, if at all, is each of the following a challenge for your business? (2022: n=130; 2023: n=104) *New question in 2022.*

Reasons Recruitment and Retention is a Challenge



Q.18AA: [IF A CHALLENGE OR A MAJOR CHALLENGE OR THE MOST DIFFICULT CHALLENGE YOU FACE IN Q.18A OR Q.18B] Why is [recruitment/retention/recruitment and retention] of employees a challenge for your business? *New question in 2022. *Caution: Small sample size.*