



NARRATIVE
RESEARCH

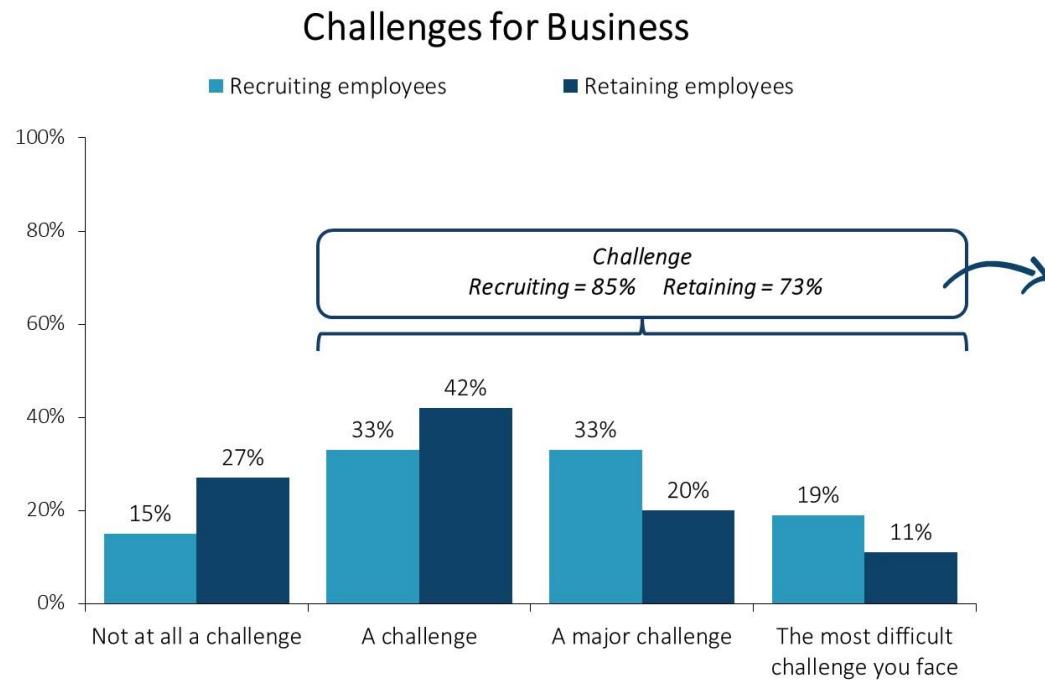
Talent





Most business leaders report that both recruiting and retaining employees is a challenge for their business.

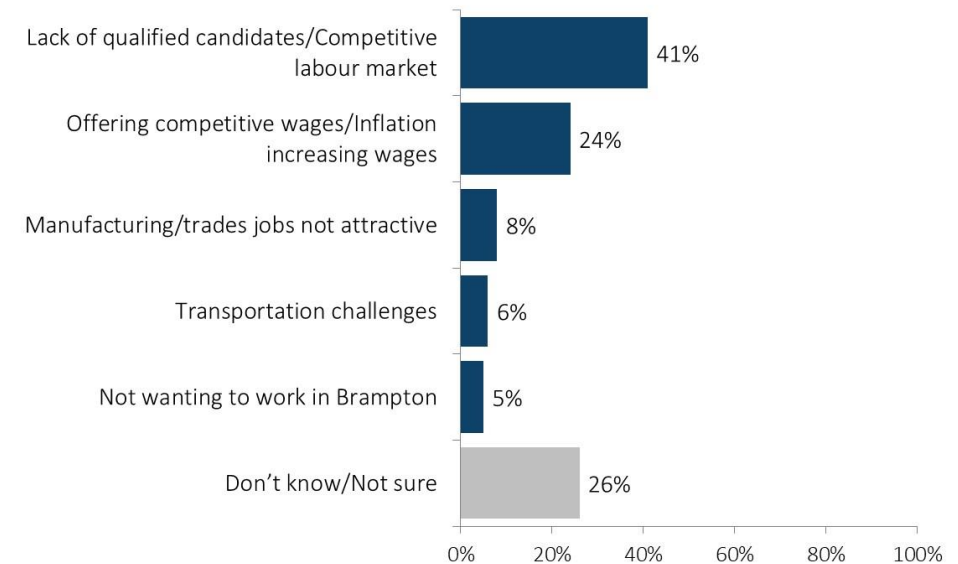
Organizations with more than 50 years in operation are more likely to report that both recruiting and retaining employees is the most difficult challenge they face. Relatedly, businesses with more than 100 employees also report that retaining employees is the most difficult challenge they face. Lack of qualified candidates/competitive labour market is the most commonly cited reason for why they face these employment challenges. (Tables 18a-b and 18AA)



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

Reasons Recruitment and Retention is a Challenge

Key Unaided Mentions Among Those Who Find It Challenging



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? (n=116) New question in 2022. *Caution: Small sample size.



Support for Post-Secondary Institutions

Two-thirds of survey respondents believe that supporting the existing three post-secondary institutions is Brampton's highest priority.

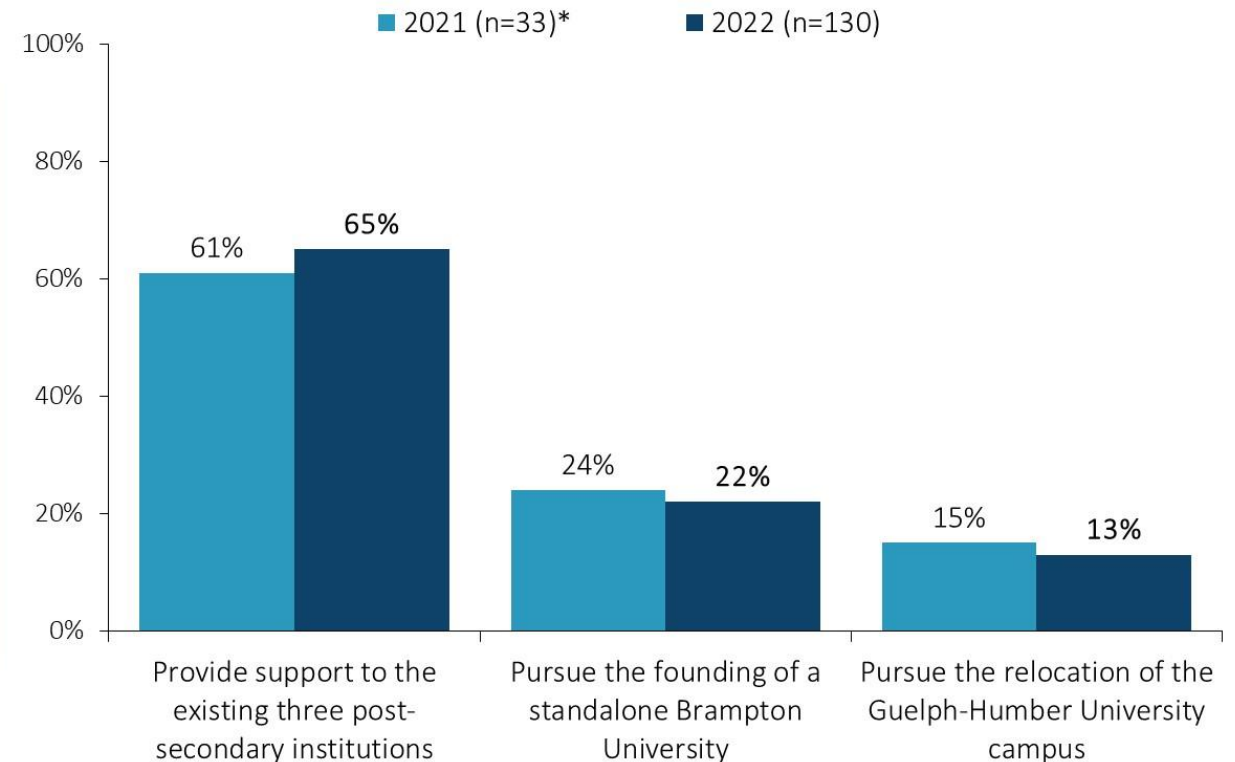
Given the choice of three options relating the Brampton's post-secondary sector, business leaders most commonly indicate that providing support for the existing institutions should be highest priority. Only two in ten business leaders believe that the founding of a standalone Brampton University is of the highest priority. Results remain highly similar to last year.

Businesses that have been in operation for less than 30 years are more likely to want a standalone Brampton University, and businesses with 100 employees are more are least likely to feel this is highest priority. (Table C15)

Regarding post-secondary education in Brampton, there are three options for the path forward:

- *The expansion of existing institutions that currently have presence and offerings available to students in Brampton, those being Ryerson University, Algoma University and Sheridan College.*
- *A new Brampton University, which is being proposed by City Council.*
- *To relocate Guelph-Humber to Brampton, still in negotiations.*

Highest Priority for Brampton's Post-Secondary Sector



Q.C15: In terms of Brampton's post-secondary sector, which one of the following should take the highest priority? *Note: New question in 2021. *Caution: Small sample size.*



Verbatim Commentary – Post-Secondary

Given the ability to share further comments on Brampton’s post-secondary institutions, a variety of comments were offered by a small proportion each.

“Why reinvent the wheel when you can simply improve upon existing and long-standing institutions?”

“Big enough city to have an independent university.”

“BU has proved to be controversial and may be a non-starter with the provincial government... supporting expansion of the existing institutions is a more doable solution.”

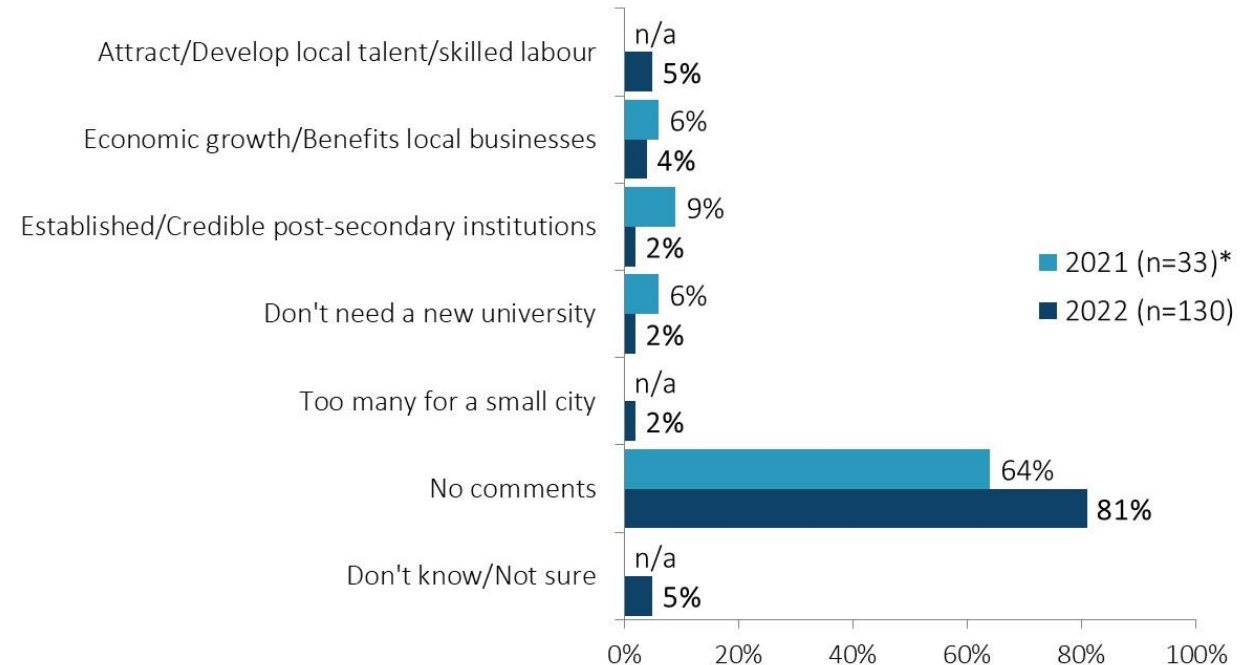
“Brampton is a manufacturing city, and we need support in the technical areas of machinery manufacturing. I think improving technical schools such as Sheridan, Algoma, etc.. This will help our business’ needs for technical talent.”

“Don’t overlook the contributions of private colleges.”

“Housing and traffic in Brampton are already a major issue within the city. We should not be bringing another college/university into the city until we are able to comfortably house the current students who are already attending the above-mentioned institutions.”

Comments Regarding Post-Secondary Institutions in Brampton

Total Unaided Mentions



Q.C15a: Please share any other comments you have regarding post-secondary institutions in Brampton? (n=33)* *Note: New question in 2021. *Caution: Small sample size.*