



SE OAKVILLE

Child Care Market Analysis

MAY 2019



Census data Demographics

This section provides statistical information about the market area. The demographic profile of a population is vital to understanding who lives in the community and what their needs for services are. Characteristics such as age, language, education, work force participation and income can be a predictor of service use.

Child care demand in Halton

While there are many factors driving the use of child care, there are three main factors that appear to be particularly influential in Halton – female participation in the labour force, newcomer status, and income level.

Analysis of female labour force participation rates (LFP) reveals substantial variation across Halton with East Milton showing the highest female LFP of 73 per cent and South West Oakville with the lowest rate of 57 per cent. From 2011 to 2016, the female LFP rose for North East Burlington and South East Oakville. However, decreases in rates were noticed across most of the rest of the Region. For Halton, a one per cent decrease in LFP translates into 1,472 less females not in the labour force and unlikely to need child care.

Another key factor in Halton is newcomer status where using child care differs greatly depending on the length of time a person has lived in Canada. Kindergarten Parent Survey results for 2018 indicate families who reported always having lived in Canada use child care much more (84 per cent) than those who have lived in Canada for 10 years or less (53 per cent). We also know that child care use differs by income level where families who earn a higher income are more likely to use licensed child care. Families that earn more than \$150,000 annually use child care at a rate of 84 per cent as compared to 48 per cent of families with an annual income of less than \$50,000. Considering these and other variables (alone or factored together) can help to better understand what the actual demand may be in an area.



Characteristic	SE Oakville		Oakville	
	#	%	#	%
Population, 2016	29,673	...	193,764	...
Population change, 2011 to 2016	100	2%	11,244	6%
Total number of children 13 months to 12 years of age	3,781	13%	29,210	15%
Infant (13 to 18 months)	90	2%	815	3%
Toddler (19 to 30 months)	200	5%	1,733	6%
Preschool (31 to 3.8 years)	283	7%	2,324	8%
Kindergarten (3.8 to 5.8 years)	530	14%	4,296	15%
School-age (5.8 to 12 years)	2,678	71%	20,043	69%
Mother tongue not English	7,855	26%	63,130	33%
Recent immigrants	1,685	6%	10,165	5%
Total population aged 25 to 64 years with no certificate, diploma or degree	495	2%	4,090	2%
Total population aged 25 to 64 years with a postsecondary certificate, diploma or degree	12,155	41%	80,370	41%
Labour Force Participation Rate (Males and females)	15,740	64%	105,725	68%
Labour Force Participation Rate (Females)	7,625	59%	51,470	64%
Income	#	%	#	%
Total number of households in after-tax income of households	10,845	...	66,240	...
\$0 to \$29,999	1,470	14%	7,205	11%
\$30,000 to \$59,999	2,015	19%	12,075	18%
\$60,000 to \$99,999	2,145	20%	15,565	23%
\$100,000 to \$124,999	985	9%	7,930	12%
\$125,000 and over	4,220	39%	23,440	35%
In low income in 2015 based on after-tax low-income measure (LIM-AT)	2,820	26%	18,670	35%

Low Income Measure After-Tax (LIM-AT): A fixed per cent (50%) of median adjusted economic family income, where "adjusted" indicates that family needs are taken into account.

Statistics Canada randomly rounds each individual value either up or down to a multiple of '5' or '10'. As a result, when these data are summed or grouped, the total value may not match the individual values since totals and sub-totals are independently rounded. Similarly, percentages, which are calculated on rounded data, may not necessarily add up to 100 percent.

SOURCE: Statistics Canada, Census 2016

Supply of child care services SE Oakville

This map shows the location of full-day licensed child care centres within the market area.

* Map excludes nursery school programs and private-home child care providers, as well as full-day child care programs or before and after-school programs licensed after March 11, 2019.



Licensed full-day and before and after-school programs

The following table lists licensed full-day child care programs and before and after-school programs operating in the market area. Information on location, licensed capacity and market rate specific to each program are provided.

Legend	Site name	CCSMA ¹	Licensed capacity ²						(\$) ³ Market rate ³			
			Total capacity	INF	TOD	PRE	JK/SK	SA	INF	TOD	PRE	SA/BAS
27	Clanmore Montessori	No	87	0	15	72	0	0	*	†	†	*
302	Dearcroft Montessori	No	80	0	28	0	52	0	*	†	†	*
62	Hopedale Montessori School - Thomas St. Campus	Yes	20	0	10	10	0	0	*	\$51.35	\$51.35	*
70	Kidlogic - Oakville	Yes	128	10	30	48	40	0	\$70.10	\$53.60	\$48.60	*
287	Kids & Company - Cornwall	Yes	153	30	60	48	0	15	\$87.81	\$74.25	\$61.84	\$31.49
35	Kids & Company - Ford Child Care	Yes	59	10	15	34	0	0	\$65.84	\$56.09	\$54.62	*
326	La Fontaine Montessori	No	16	0	0	16	0	0	*	*	†	*
85	Little Feet Big Dreams Child Care	Yes	48	9	15	24	0	0	\$72.47	\$60.79	\$55.70	*
127	Peekaboo - Winston Churchill	Yes	142	20	30	72	20	0	\$72.64	\$62.99	\$55.63	*
141	Smiles Preschool	No	32	0	0	32	0	0	*	*	†	*
149	The Chartwell House Early Learning Centre	No	69	0	25	24	20	0	*	†	†	*
317	Western Heights Montessori Academy - Maple Grove	No	127	10	16	45	26	30	†	†	†	†
214	YMCA Oakville - Oakville Trafalgar	Yes	57	0	15	16	26	0	*	\$57.00	\$54.50	*
219	YMCA Oakville - St. Luke	Yes	119	0	0	40	26	53	*	\$57.00	\$54.50	\$25.00
318	Western Heights Montessori Academy - Oakhill	No	102	0	0	0	42	60	*	*	*	†
224	YMCA Oakville - SACC - E.J. James	Yes	66	0	0	0	0	66	*	*	*	\$25.00
231	YMCA Oakville - SACC - James W. Hill	Yes	132	0	0	0	52	80	*	*	*	\$25.00
233	YMCA Oakville - SACC - Maple Grove	Yes	56	0	0	0	26	30	*	*	*	\$25.00
238	YMCA Oakville - SACC - New Central	Yes	82	0	0	0	52	30	*	*	*	\$25.00
253	YMCA Oakville - SACC - St. Vincent	Yes	56	0	0	0	26	30	*	*	*	\$25.00

* Rate not applicable

† Rate not available

¹ A Child Care Service Management Agreement (CCSMA) is the agreement between a licensed child care operator (or licensed home child care agency) and Halton Region which allows access to funding that supports high quality, inclusive, and affordable child care in Halton.

² Licensed capacity for infant, toddler, preschool, junior and senior kindergarten, and school-age spaces from the Ontario Child Care Management System (OCCMS) on March 11, 2019.

³ Market rate is the parent fee paid to a service provider for the cost of a child care space. A market rate is provided only for licensed child care programs with a Child Care Service Management Agreement who offer core child care services such as full-day programming for infants, toddlers and preschoolers, or before and after-school programs for school-age children. The market rate is as of March 11, 2019.

Child care Market analysis

Our goal is to help you develop an effective business plan by providing data relevant to a particular market area. The tables below summarize key information about licensed full-day centre-based child care and before and after-school programs operating in the vicinity. It does not include data from nursery school programs or private-home child care providers. Average market rates by space type and municipality are shown to provide comparative data about prices across Halton. A market rate is the full cost of the child care space charged by service providers.

Description	SE Oakville		Oakville		Halton	
	#	%	#	%	#	%
Total number of licensed full-day child care programs and before and after-school programs	20	...	112	...	279	...
Total licensed capacity	1,631	...	10,473	...	27,662	...
Infant spaces	89	5%	317	3%	795	3%
Toddler spaces	259	16%	1,142	11%	2,742	10%
Preschool spaces	481	29%	2,366	23%	5,821	21%
Kindergarten spaces	408	25%	2,564	24%	7,169	26%
School-age spaces	394	24%	4,084	39%	11,135	40%
Programs with a licensed capacity of >75 spaces or more	10	50%	57	51%	163	58%
Programs with a Child Care Service Management Agreement	17	85%	101	90%	263	94%
Programs with a Memorandum of Understanding ¹	10	50%	59	53%	130	47%
Programs participating in Quality First (QF)	14	70%	93	83%	242	87%
QF Level 1 Foundational	3	21%	22	24%	53	22%
QF Level 2 Developmental	1	7%	9	10%	20	8%
QF Level 3 Progressive	10	71%	62	67%	166	69%

¹ An agreement with Inclusion Services that supports quality inclusion of children with special needs in licensed centre-based and private-home child care programs.

Average market rate ¹	Burlington	Milton	Oakville	Halton Hills	Halton
Infant full-day	\$73.48	\$72.04	\$72.44	\$67.70	\$72.44
Toddler full-day	\$59.90	\$58.35	\$60.30	\$53.37	\$59.36
Preschool full-day	\$53.48	\$52.21	\$57.00	\$48.15	\$54.45
School-age before and after-school (JK-12 years)	\$25.50	\$24.00	\$25.18	\$22.62	\$24.71

¹ A market rate is available only for licensed child care programs with a Child Care Service Management Agreement. Information from nursery school programs and private-home day care agencies are not included in the calculation of the average market rates. The market average equals the sum of all current available values in each category divided by the total number of programs in the category.

Child care need: The current outlook for South East Oakville

Understanding the patterns of demand and supply allows for focused efforts to shape supply to match child care demand. Comparing demand data (child care utilization rates) with the current supply of licensed spaces allows us to estimate met/unmet need. Whether an area is operating in excess or shortage of licensed child care space is shown below.

Market area	Infant		Toddler		Preschool		School-age	
	Met/unmet need	Number of licensed child care spaces	Met/unmet need	Number of licensed child care spaces	Met/unmet need	Number of licensed child care spaces	Met/unmet need	Number of licensed child care spaces
SE Oakville	Excess	+ 76 to 100 spaces	Excess	+ Over 200 spaces	Excess	+ Over 200 spaces	Excess	+ 26 to 50 spaces
Oakville	Excess	+ 151 to 200 spaces	Excess	+ Over 200 spaces	Excess	+ Over 200 spaces	Excess	+ Over 200 spaces
Halton	Excess	+ 151 to 200 spaces	Excess	+ Over 200 spaces	Excess	+ Over 200 spaces	Excess	+ Over 200 spaces

Community assets

Halton private-home child care agencies

Agency name	Head office address	Locale	Postal code	Service area
A Child's Place Home Day Care Agency	10588 Eighth Line RR#2	Georgetown	L7G 4S5	Georgetown, Acton
Cherish Private Home Child Care	410 Bronte Street South	Milton	L9T 0H8	Milton, Georgetown, Acton
Halton Day Care Services	298 Bussel Crescent	Milton	L9T 0W4	Milton, Oakville
Little Leaders Home Daycare Agency	1513 Pembroke Drive	Oakville	L6H 1V6	Milton, Oakville, Burlington
Today's Family Licensed Home Early Learning and Child Care	44 Greendale Drive	Hamilton	L9C 5Z4	Burlington
Wee Watch – Burlington (Friendly Faces Day Care Services Inc.)	5144 Cherryhill Crescent	Burlington	L7L 4C2	Burlington
Wee Watch - Milton (Paradise Home Day Care Services Inc.)	1551 Dorian Crescent	Milton	L9E 1H6	Milton
Wee Watch - Oakville (Bronte Day Care Services Inc.)	59 Fairwood Place	Burlington	L7T 1E4	Oakville

Oakville

EarlyON Child and Family Centres (Main and satellite locations)

EarlyON Child and Family Centres provide a broad set of free programs and resources for children aged 0 to 6, and their families and caregivers. EarlyON Child and Family Centres are funded by Halton Region. Oakville Parent-Child Centre (OPCC) operates the EarlyON programs in the Oakville area.

Site name	Address	Municipality	Postal code
Main	461 North Service Road West, Unit 17	Oakville	L6M 2V5
Satellite	481 North Service Road West, Unit 25	Oakville	L6M 2V6
Sixth Line - satellite location	1500 Sixth Line	Oakville	L6H 2P2
Oakwood - satellite location	357 Bartos Drive	Oakville	L6K 3E5

Community and recreation centres

Building name	Address	Municipality	Postal code
Glen Abbey Community Centre	1415 Third Line	Oakville	L6M 3G2
Halton Islamic Community Centre	4269 Regional Road 25	Oakville	L6M 4E9
Iroquois Ridge Community Centre	1051 Glenashton Drive	Oakville	L6H 6Z4
Queen Elizabeth Park Community and Cultural Centre	2302 Bridge Road	Oakville	L6L 2G6
River Oaks Community Centre	2400 Sixth Line	Oakville	L6H 3N8
St. Volodymyr Cultural Centre	1280 Dundas Street West	Oakville	L6M 4H9

South East Oakville

Social housing: Family and all-ages communities

Building	Address	Municipality	Postal code	Number of Units
Jean and Howard Caine Apartments	259 Robinson Street	Oakville	L6J 6G8	59
Mariposa Co-op	1150 Gable Drive	Oakville	L6J 7R8	33
Normandy Place	30 Normandy Place	Oakville	L6K 3V2	70
Rotary Centennial Tower	17 Stewart Street	Oakville	L6K 1X3	80
Sheridan Woods	2301 Sheridan Garden Drive	Oakville	L6J 7R9	52

Nursery schools

Site name	Address	Municipality	Postal code	License capacity
Oxford Learning Centre - Oakville South	511 Maple Grove Drive, Unit 2	Oakville	L6J 6X8	24
Playbox Nursery School	304 Spruce Street	Oakville	L6J 2H1	37

Places of worship

Name	Address	Municipality	Postal code	Child care program available on-site		
				Full-day program	Nursery school	Child care program name
Chartwell Baptist Church	228 Chartwell Road	Oakville	L6J 3Z8	No	No	
Clearview Christian Reformed Church	2300 Sheridan Garden Drive	Oakville	L6J 7R2	Yes	No	Little Feet Big Dreams Child Care
Grace Evangelical Lutheran Church	304 Spruce Street	Oakville	L6J 2H1	No	Yes	Playbox Nursery School
Holy Trinity Catholic Church	2110 Trafalgar Road	Oakville	L6J 4Z2	No	No	
Knox Presbyterian Church	89 Dunn Street	Oakville	L6J 3C8	No	No	
Maple Grove United Church	346 Maple Grove Drive	Oakville	L6J 4V5	Yes	No	
Oakville Christian Centre	146 Trafalgar Road	Oakville	L6J 3G6	No	No	
Shaarei Beth El Synagogue	186 Morrison Road	Oakville	L6J 4J4	No	Yes	
St. Andrew Catholic Church	47 Reynolds Street	Oakville	L6J 3J9	No	No	
St. Cuthbert's Anglican Church	1541 Oakhill Drive	Oakville	L6J 1Y6	No	No	
St. John's United Church	262 Randall Street	Oakville	L6J 1P9	No	No	
St. Jude's Anglican Church	160 William Street	Oakville	L6J 1C5	Yes	No	Hopedale Montessori School

Schools

Elementary schools	Address	Municipality	Postal code	School board
E. J. James	338 Cairncroft Road	Oakville	L6J 4M6	Halton District
James W. Hill	2860 Kingsway Drive	Oakville	L6J 6R3	Halton District
Maple Grove	288 Maple Grove Drive	Oakville	L6J 4V5	Halton District
New Central	133 Balsam Drive	Oakville	L6J 3X4	Halton District
Sainte-Marie	336 Maurice Drive	Oakville	L6J 2X3	French Catholic
St. Luke	2750 Kingsway Drive	Oakville	L6J 7G5	Halton Catholic
St. Vincent	1280 Braeside Drive	Oakville	L6J 2A4	Halton Catholic
Secondary schools	Address	Municipality	Postal code	School board
Oakville Trafalgar	1460 Devon Road	Oakville	L6J 3L6	Halton District

Source: Board School Identification Database (BSID) / Ontario School Information System (OnSIS) as updated/maintained by boards, March 2019.