



EAST MILTON

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	East Milton		Milton	
	#	%	#	%
Population, 2016	39,237	...	110,128	...
Population change, 2011 to 2016	6,815	21%	25,766	31%
Total number of children 13 months to 12 years of age	9,245	24%	23,600	21%
Infant (13 to 18 months)	295	3%	853	4%
Toddler (19 to 30 months)	625	7%	1,820	8%
Preschool (31 to 3.8 years)	855	9%	2,400	10%
Kindergarten (3.8 to 5.8 years)	1,509	16%	4,014	17%
School-age (5.8 to 12 years)	5,961	64%	14,514	61%
Mother tongue not English	14,805	38%	36,445	33%
Recent immigrants	2,285	6%	5,645	5%
Total population aged 25 to 64 years with no certificate, diploma or degree	1,155	3%	3,250	3%
Total population aged 25 to 64 years with a postsecondary certificate, diploma or degree	16,235	41%	44,075	40%
Labour Force Participation Rate (Males and females)	21,760	78%	59,805	74%
Labour Force Participation Rate (Females)	10,520	73%	28,470	69%
Income	#	%	#	%
Total number of households in after-tax income of households	11,580	...	34,260	...
\$0 to \$29,999	600	5%	2,510	7%
\$30,000 to \$59,999	1,985	17%	6,450	19%
\$60,000 to \$99,999	3,940	34%	11,280	33%
\$100,000 to \$124,999	2,135	18%	5,705	17%
\$125,000 and over	2,870	25%	8,270	24%
In low income in 2015 based on after-tax low-income measure (LIM-AT)	3,215	28%	9,435	28%

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.

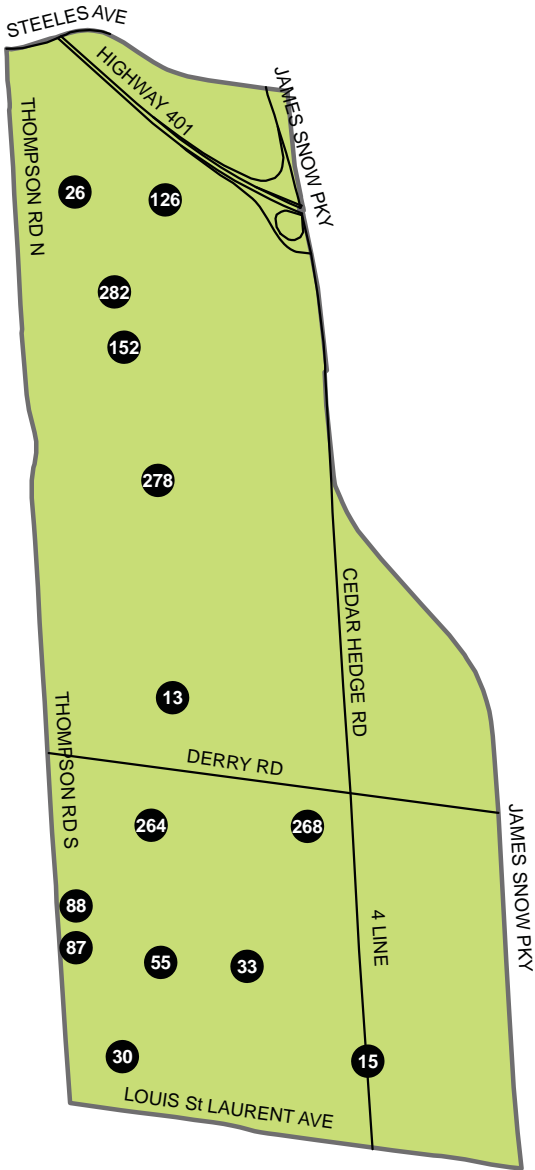
Statistics Canada randomly rounds each individual value either up or down to a multiple of '5' or '10'. As a result, when these data are summed or grouped, the total value may not match the individual values since totals and sub-totals are independently rounded. Similarly, percentages, which are calculated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

SOURCE: Statistics Canada, Census 2016

Supply of child care services **East Milton**

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						(\$) Market rate ³			
			Total capacity	INF	TOD	PRE	JK/SK	SA	INF	TOD	PRE	SA/BAS
15	Building Blocks Montessori and Preschool - Fourth Line	Yes	110	0	15	39	26	30	\$67.00	\$57.00	\$52.00	\$50.50
30	Cudley Corner Child Care Centre - Kennedy Circle	Yes	102	0	15	48	15	24	*	\$49.25	\$47.25	\$24.21
33	Firm Foundation	No	75	0	0	0	0	75	*	*	*	†
87	Little Hands Children's Learning Centre	Yes	111	10	30	48	0	23	\$68.00	\$57.00	\$52.00	†
88	Little Hands Children's Learning Centre III	Yes	92	9	23	40	20	0	\$68.00	\$57.00	\$52.00	*
13	MCRC Bruce Trail Early Learning and Child Care Centre	Yes	216	0	15	40	52	109	*	\$51.50	\$47.50	\$25.50
126	Peekaboo - Milton	Yes	147	10	45	92	0	0	\$71.26	\$62.53	\$57.47	*
152	The Family Place - Milton	Yes	41	10	15	16	0	0	\$78.35	\$67.35	\$56.00	*
26	MCRC Chris Hadfield Before and After School Program	Yes	121	0	0	0	52	69	*	*	*	\$25.50
55	MCRC Hawthorne Village Before and After School Program	Yes	128	0	0	0	52	76	*	*	*	\$25.50
264	YMCA Toronto - SACC - Guardian Angels	Yes	208	0	0	0	78	130	*	*	*	\$22.00
268	YMCA Toronto - SACC - Irma Coulson	Yes	208	0	0	0	78	130	*	*	*	\$22.00
278	YMCA Toronto - SACC - St. Anthony of Padua	Yes	224	0	0	0	78	146	*	*	*	\$22.00
282	YMCA Toronto - SACC - St. Peter	Yes	220	0	0	0	78	142	*	*	*	\$22.00

* 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	East Milton		Milton		Halton	
	#	%	#	%	#	%
Total number of licensed full-day child care programs and before and after-school programs	14	...	50	...	279	...
Total licensed capacity	2,003	...	6,772	...	27,662	...
Infant spaces	39	2%	159	2%	795	3%
Toddler spaces	158	8%	558	8%	2,742	10%
Preschool spaces	323	16%	1,265	19%	5,821	21%
Kindergarten spaces	529	26%	1,862	27%	7,169	26%
School-age spaces	954	48%	2,928	43%	11,135	40%
Programs with a licensed capacity of >75 spaces or more	13	93%	42	84%	163	58%
Programs with a Child Care Service Management Agreement	14	100%	48	96%	263	94%
Programs with a Memorandum of Understanding ¹	7	50%	20	40%	130	47%
Programs participating in Quality First (QF)	13	93%	42	84%	242	87%
QF Level 1 Foundational	1	8%	8	19%	53	22%
QF Level 2 Developmental	1	8%	3	7%	20	8%
QF Level 3 Progressive	8	62%	28	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 East Milton

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
East Milton	Shortage	- 26 to 50 spaces	Shortage	- 101 to 150 spaces	Shortage	- Over 200 spaces	Shortage	- Over 200 spaces
Milton	Shortage	- 26 to 50 spaces	Shortage	- 151 to 200 spaces	Shortage	+ 0 to 25 spaces	Excess	+ 151 to 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

Milton

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. Milton Community Resource Centre (MCRC) operates the EarlyON programs in the Milton area.

Site name	Address	Municipality	Postal code
Milton Community Resource Centre	410 Bronte Street South	Milton	L9T 0H8
Southside Community Church - satellite location (school year)	200 Main Street East	Milton	L9T 1N8
Viola Desmond Public School - satellite location	1450 Leger Way	Milton	L9T 7K9

Community and recreation centres

Building name	Address	Municipality	Postal code
Boyne Community Centre	2287 Britannia Road West	Milton	L9T 4B7
John Tonelli Sports Centre	217 Laurier Avenue	Milton	L9T 3R5
Milton Leisure Centre	1100 Main Street East	Milton	L9T 6H7
Milton Thompson Memorial Arena	77 Thompson Road South	Milton	L9T 2R5
Milton Sports Centre	605 Santa Maria Boulevard	Milton	L9T 6J5
Nassagaweya Tennis Centre and Community Hall	150 Mary Street	Milton	L9T 6Z5

East Milton

Nursery schools

Site name	Address	Postal code	Licensed capacity
There are no nursery schools located in this area			

Social housing: Family and all-ages communities

Building	Address	Locale	Municipality	Postal code	Number of units
There are no social housing properties located in this area					

Places of worship

Name	Address	Locale	Municipality	Postal code	Child care program available on-site		
					Full-day program	Nursery school	Child care program name
New Life Pentecostal Church	824 Thompson Road South	Milton	Milton	L9T 2X5	Yes	No	Little Hands Children's Learning Centre

Schools

Elementary schools	Address	Municipality	Postal code	School board
Bruce Trail	1199 Costigan Road	Milton	L9T 6N8	Halton District
Chris Hadfield	1114 Woodward Avenue	Milton	L9T 5P5	Halton District
Guardian Angels	650 Bennett Boulevard	Milton	L9T 6B1	Halton Catholic
Hawthorne Village	850 Bennett Boulevard	Milton	L9T 6X9	Halton District
Irma Coulson	625 Sauve Street	Milton	L9T 8M4	Halton District
St. Anthony of Padua	1240 Tupper Drive	Milton	L9T 6T7	Halton Catholic
St. Peter	137 Dixon Drive	Milton	L9T 5P7	Halton Catholic
Secondary schools	Address	Municipality	Postal code	School board
Bishop Reding	1120 Main Street East	Milton	L9T 6H7	Halton Catholic

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