

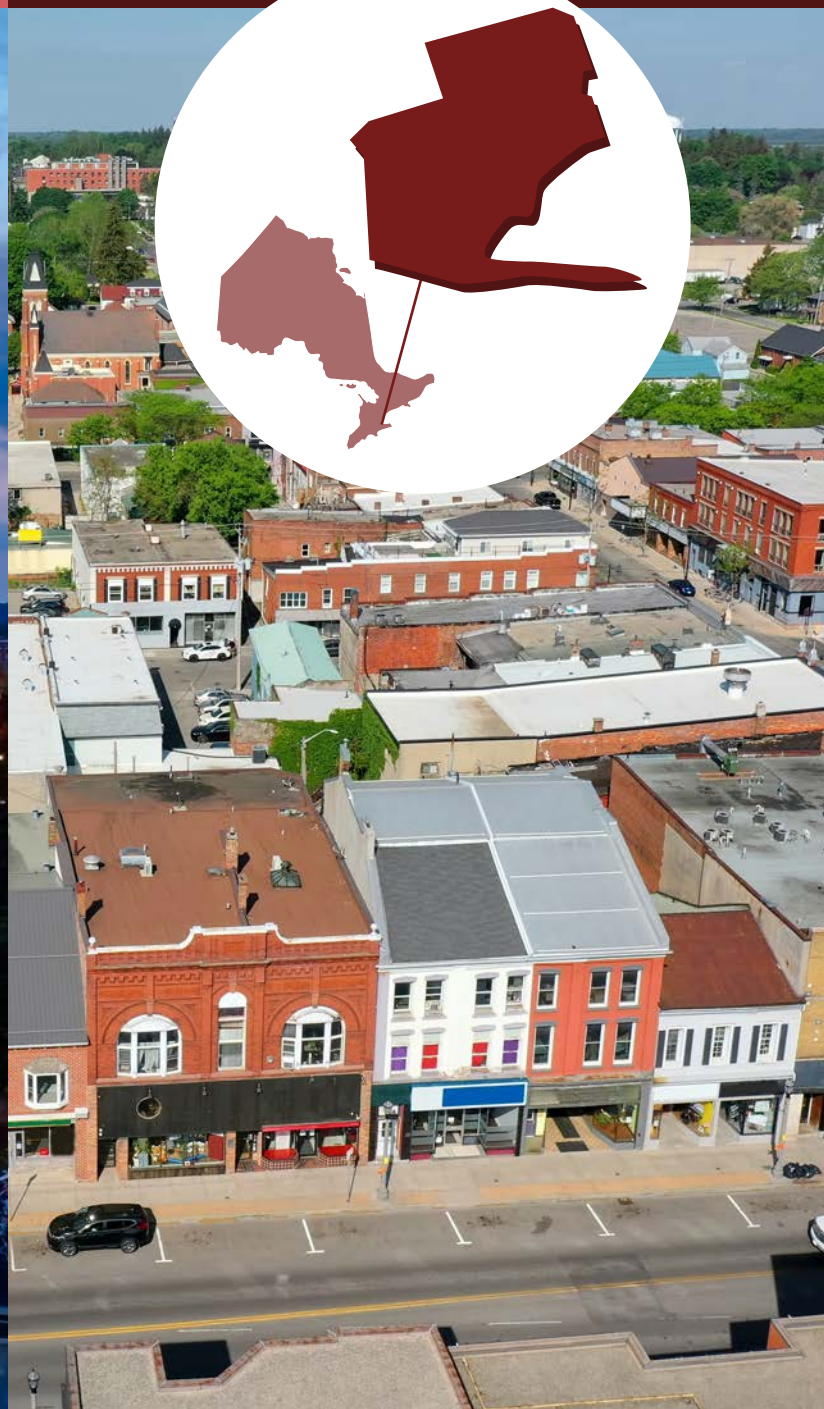
knowing u numbers

A community approach to understanding
the early childhood education workforce

City of Brantford



Haldimand Norfolk County





City of Brantford

Haldimand Norfolk County

The regional data presented here are part of the larger provincial early childhood education workforce study **Knowing Our Numbers** (KON). The City of Brantford and Haldimand Norfolk County are two of 43 regional children's service districts that participated in the study. In total, they represent over 91% of all regions in Ontario. Details on the project, methodology, and province-wide results can be found [here](#). The data from the City of Brantford and Haldimand Norfolk County were merged in consultation with regional officials. In the **Executive Report**, Brantford and Norfolk are part of the 'West' data region. Census data provided on the following pages allow readers to put the results into the context of regional demographics.

This report should be cited as:

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City of Brantford

Population and Family

Population 2021 144,771 2016 134,808 <i>Change since 2016:</i> +7.40%	Average number of children per family 1.8
Population density per sq km 132.3	One-parent families 18.7%
Median age 41.6 years	Lone-parent families Women 14.4% Men 4.2%
Racialized population 12.9%	Marital status Married or living common-law 57.2% Not married or living common-law 42.8% Married or common-law with children 41.9%
Multi-generational households 3.9%	Language most often spoken at home English 92.4% French 0.2% Other 5.5%
Immigrant population 14.2%	<i>*Estimates associated with Indigenous languages are more affected than most by the incomplete enumeration of certain reserves and settlements in the Census of Population.</i>
Indigenous identity 4.8%	Home ownership Owner 71.5% Renter 28.4%
Education No certificate, diploma, or degree 18.5% High school diploma or equivalent 31.4% Post secondary certificate, diploma or degree 50.1% <i>*15+ years old</i>	Spending more than 30% on shelter costs 20.5%
Education obtained outside Canada 6.7% <i>*25-64 years old</i>	

Employment and Income

Labour force participation rate Women 58.1% Men 67.0%	Commuting duration (mins) Less than 15 37.2 32.5 43.1 15 to 29 30.3 29.2 31.7 30 to 44 17.1 19.3 14.3 45 to 59 7.9 9.2 6.4 60 minutes and over 7.5 9.9 4.5
Unemployment rate Women 12.7% Men 10.2%	Income distribution In bottom half of the distribution 50.4 49.0 51.7 In bottom decile 8.4 8.1 8.6 In second decile 9.9 9.2 10.6 In third decile 10.5 10.2 10.8 In fourth decile 10.9 10.8 11.1 In fifth decile 10.7 10.6 10.7 In top half of the distribution 49.6 51.0 48.3 In sixth decile 11.0 11.3 10.8 In seventh decile 10.7 10.9 10.4 In eighth decile 10.4 10.7 10.1 In ninth decile 10.2 10.5 9.9 In top decile 7.3 7.6 7.0
Prevalence of low income (LIM) 0-17 11.0% 0-5 12.7% 18-64 8.3% <i>*LIM: Low Income Measure reflects those whose incomes are below half of the median of the adjusted income distribution</i>	
Median employment income \$37,600	
Median employment income in 2020 for full-year full-time workers \$60,800	
Median total income of household in 2020 \$85,000	
Median after-tax income of household in 2020 \$75,500	

Reference: <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?Lang=E&SearchText=brant&DGUIDlist=2021A00033529&GENDERlist=1,2,3&STATISTIClist=1,4&HEADERlist=0>

Haldimand Norfolk County

Population and Family

Population		Average number of children per family	1.9
2021	116,872		
2016	109,787	One-parent families	13.8%
Change since 2016:	+6.50%		
Population density per sq km	40.5	Lone-parent families	
		Women	10.2%
Median age	46.4 years	Men	3.5%
Racialized population	4.2%	Marital status	
Multi-generational households	2.9%	Married or living common-law	62.1%
Immigrant population	9.9%	Not married or living common-law	37.9%
Indigenous identity	3.6%	Married or common-law with children	38.7%
Education		Language most often spoken at home	
No certificate, diploma, or degree	19.8%	English	95.9%
High school diploma or equivalent	32.0%	French	0.2%
Post secondary certificate, diploma or degree	48.2%	Other	3.1%
<i>*15+ years old</i>		<i>*Estimates associated with Indigenous languages are more affected than most by the incomplete enumeration of certain reserves and settlements in the Census of Population.</i>	
Education obtained outside Canada	3.3%	Home ownership	
<i>*25-64 years old</i>		Owner	83.0%
		Renter	17.0%
		Spending more than 30% on shelter costs	16.1%

Employment and Income

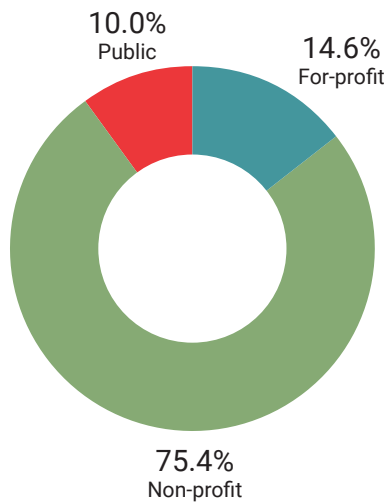
Labour force participation rate		Commuting duration (mins)	Total %	% Men	% Women
Women	54.4%	Less than 15	30.4	25.5	36.7
Men	63.0%	15 to 29	28.5	27.5	29.7
Unemployment rate		30 to 44	20.9	22.2	19.4
Women	10.5%	45 to 59	10.1	11.6	8.1
Men	8.3%	60 minutes and over	10.1	13.3	6.1
Prevalence of low income (LIM)		Income distribution	Total %	% Men	% Women
0-17	9.3%	In bottom half of the distribution	49.2	47.9	50.5
0-5	9.9%	In bottom decile	7.6	7.5	7.7
18-64	8.1%	In second decile	9.5	8.7	10.2
<i>*LIM: Low Income Measure reflects those whose incomes are below half of the median of the adjusted income distribution</i>		In third decile	10.2	10.0	10.4
		In fourth decile	10.6	10.5	10.8
Median employment income	\$35,200	In fifth decile	11.2	11.1	11.4
Median employment income in 2020 for full-year full-time workers	\$60,400	In top half of the distribution	50.8	52.1	49.5
Median total income of household in 2020	\$86,000	In sixth decile	11.6	11.8	11.5
Median after-tax income of household in 2020	\$75,500	In seventh decile	11.2	11.3	11.0
		In eighth decile	11.0	11.4	10.6
		In ninth decile	9.9	10.3	9.6
		In top decile	7.1	7.4	6.8

Reference: <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?Lang=E&SearchText=norfolk&GENDERlist=1,2,3&STATISTIClist=1&DGUIDlist=2021A00033528&HEADERlist=0>

Sample Characteristics

A total of 132 individuals working in early years services in the City of Brantford and Haldimand Norfolk County responded to the survey (referred to as the 'workforce survey'). Of these, 76.5% are RECEs and 23.5% are non-RECEs (referred as the 'workforce'). Most respondents are from non-profit programs (75.4%). Additionally, 20 directors responded to the survey. As the number of respondents who are licensed home child care providers in the regions is low (n=12), data are not presented here; these data are included in the [Executive Report](#).

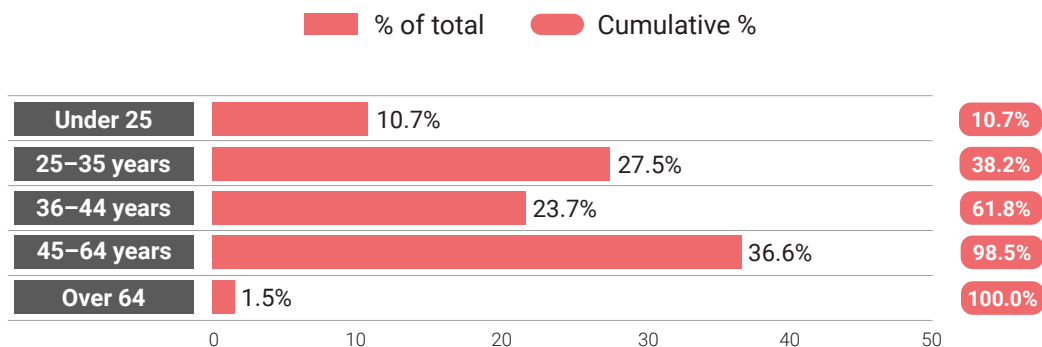
Percentage Respondents by Auspice Workforce



AGE

Approximately 62% of *workforce* respondents are under the age of 45. In addition, almost half of director/supervisor respondents are under the age of 45 years. Of the total number of directors/supervisors (20) who responded to the survey, all are RECEs and all have been registered with the College of Early Childhood Educators for less than five years.

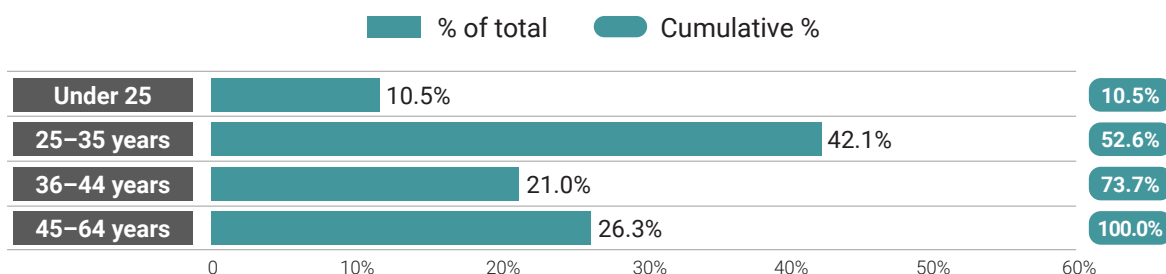
Age Distribution of Respondents *Workforce*



Respondents working in for-profit organizations are more likely to be younger. About 74% of *workforce* participants from for-profit programs are under the age of 45 years. By comparison, 60.8% in non-profit programs and 53.9% in public programs are under 45 years of age.

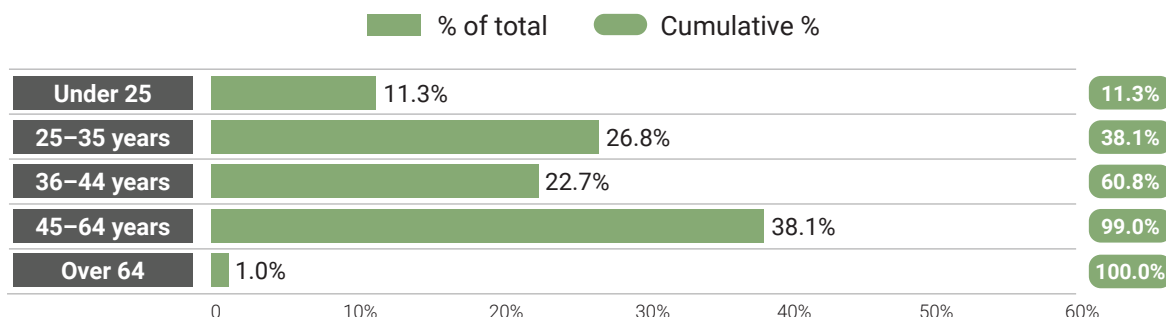
Age Distribution by Auspice Workforce

For-Profit

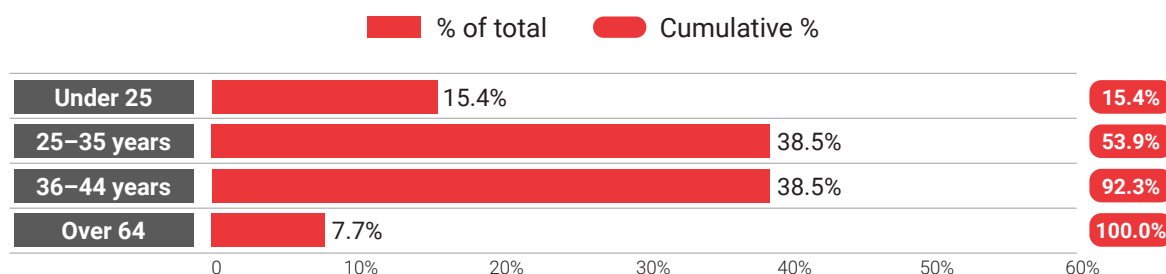


Note: Interpret with caution due to small sample size.

Non-Profit



Public



Note: Interpret with caution due to small sample size.

YEARS OF EXPERIENCE

Participants who work in public programs have the most median years of experience.

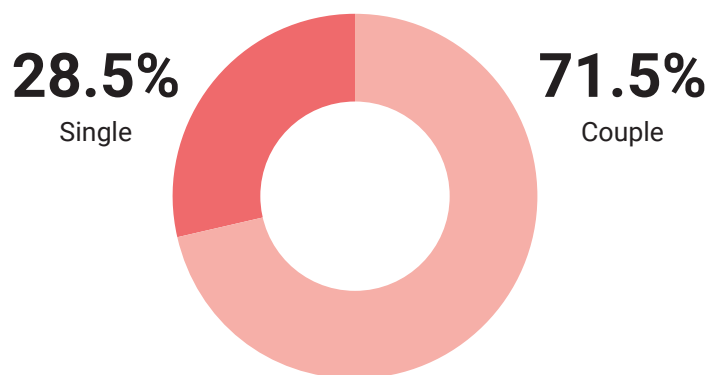
Years of Experience by Auspice
Workforce

Auspice	Mean	Minimum	25th percentile	Median	75th percentile	Maximum
For-profit	10.2	0.0	5.0	7.0	12.0	37.0
Non-profit	11.3	0.0	3.0	8.0	17.0	40.0
Public	18.2	0.0	10.0	18.0	25.0	37.0

FAMILY STATUS

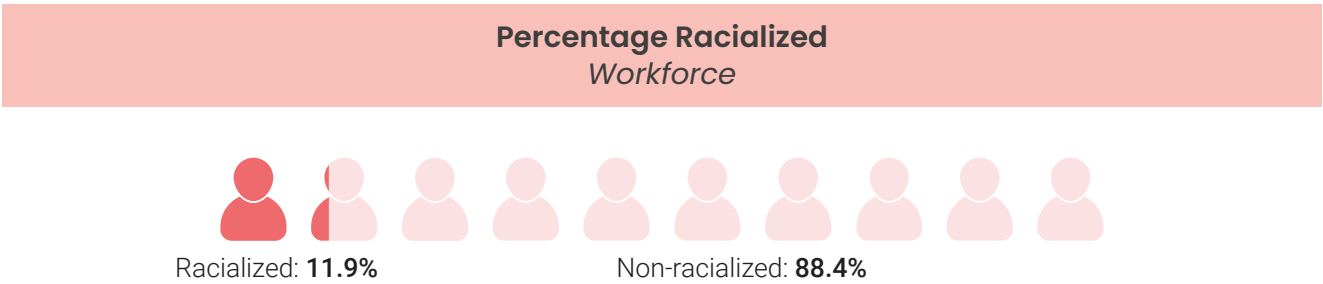
Approximately 29% of the *workforce* survey respondents are single.

Respondents' Family Status
Workforce

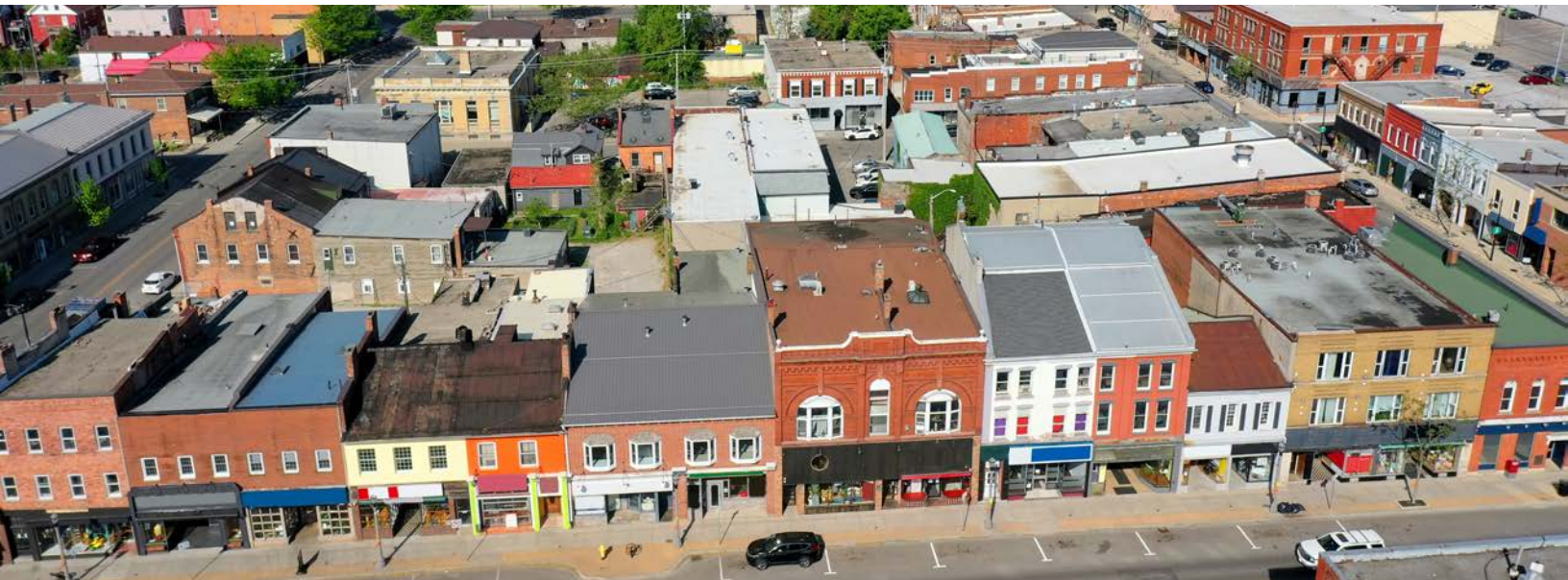
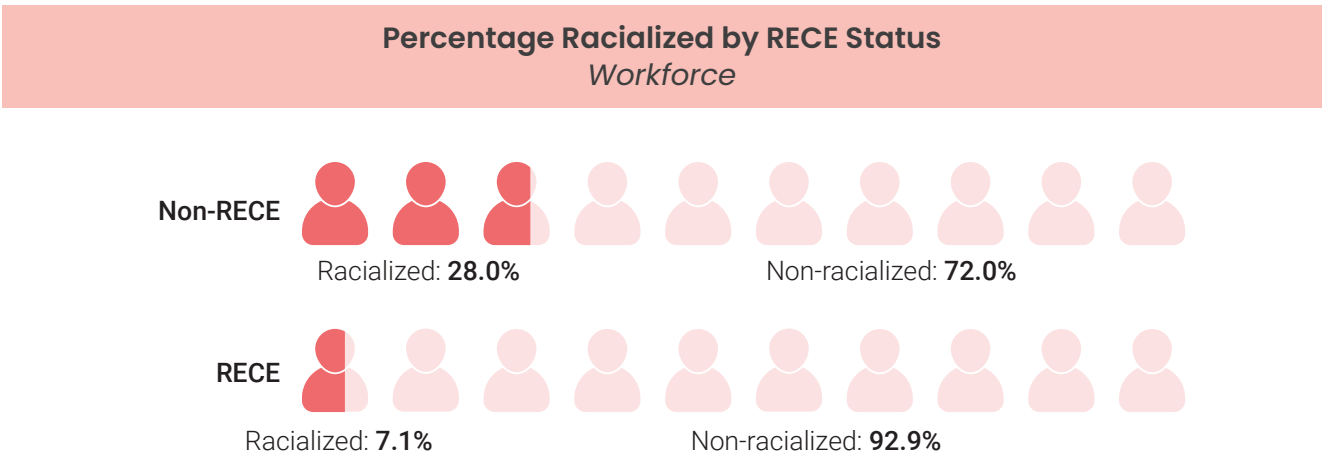


RACIALIZATION

About 12% of the *workforce* sample identify as racialized.



Non-RECEs are more likely than RECEs to identify as racialized. This is similar to the province-wide findings.



Compensation

WAGES

Wages of RECEs are higher than for non-RECEs. Those in public programs have the highest hourly wages. Approximately 29% of respondents report having additional employment to supplement their primary wages.

Hourly Wages by Auspice and RECE Status Workforce

Auspice	RECE status	
	Non-RECE	RECE
For-profit	\$20.00	\$22.90
Non-profit	\$21.33	\$24.92
Public	N/A	\$27.30
Average across auspice	\$20.67	\$25.04

Note: All averages are weighted.

Reported director/supervisor wages in Brantford and Haldimand Norfolk County are lower (\$27.50 per hour) than those in provincial participating regions. The median director/supervisor hourly wage for the overall provincial findings is \$30 per hour, with a minimum of \$18 per hour and a maximum of \$80 per hour.

Brantford and Haldimand Norfolk County Director/Supervisor Wage Range by Position

Position	Average	Minimum	25th percentile	Median	75th percentile	Maximum
Director etc.	\$26.75	\$18.00	\$25.00	\$27.50	\$28.50	\$34.00

Note: interpret with caution due to low sample size.

BENEFITS

Only 67.5% of *workforce* respondents report having access to paid sick days. Less than half (48%) report having pensions or RRSP contributions through their employer, and 61% have extended health benefits. Almost three-quarters (74%) have access to paid professional learning opportunities. Pay increases for obtaining a new credential or degree in early education are not very common (16.3%). Tuition assistance is rare (5.7%).

Percentage of Respondents with Access to Non-Mandatory Benefits *Workforce*



74.0%

Paid professional development



67.5%

Paid sick days



62.6%

Paid programming time during the workday



61.0%

Extended health benefits (e.g., dental, physiotherapy, etc.)



58.5%

Paid bereavement leave



52.9%

Paid team meeting time during the workday



48.8%

Paid personal or mental health days



48.0%

Pension benefits or contributions to an RRSP



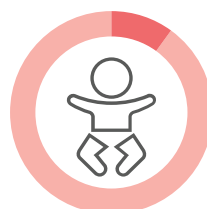
20.3%

Salary scale with regular guaranteed increases reflecting my qualifications, responsibilities, and seniority



16.3%

Pay increase for obtaining a new credential or degree in early childhood education



9.8%

Parental leave top-up



5.7%

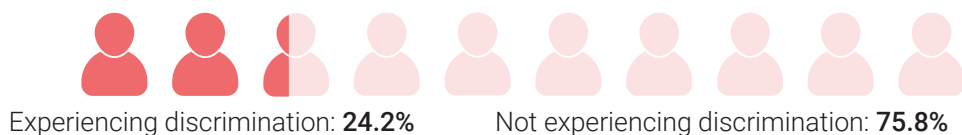
Tuition assistance

Workforce Stability, Stress, and Job Satisfaction

DISCRIMINATION

Almost one-quarter (24.2%) of *workforce* respondents report having experienced workplace discrimination. The types of discrimination experienced vary, with bullying (64.5%) being the most common, followed by education/seniority (45.2%). Note that bullying may involve, or be rooted in, other forms of discrimination (e.g., racism or ageism).

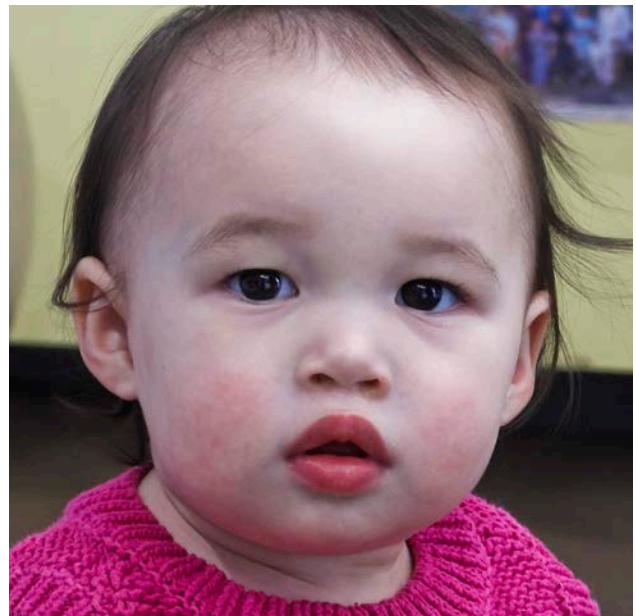
Percentage of Respondents Reporting Experiences of Workplace Discrimination *Workforce*



Types of Discrimination *Workforce*

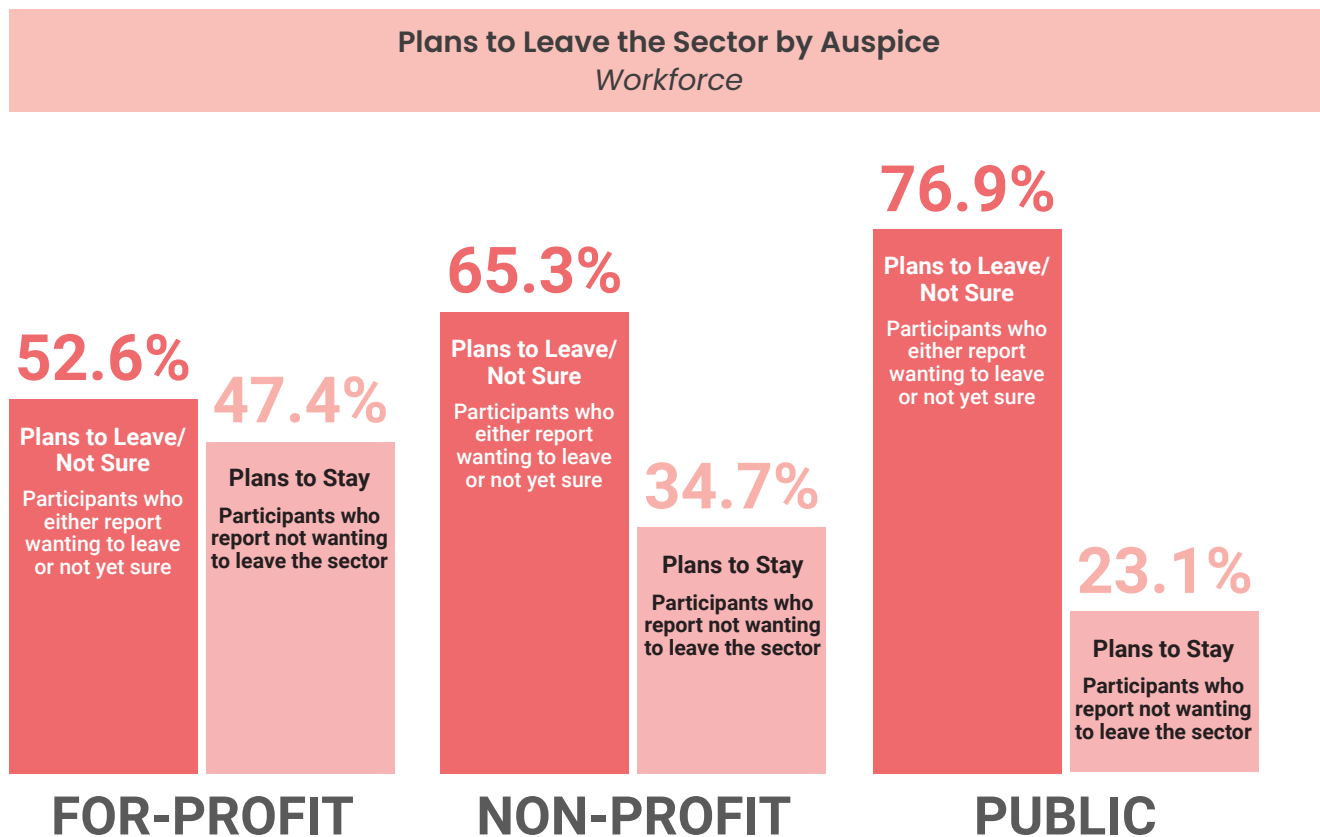
Bullying	64.5%
Education/seniority	45.2%
Ageism	22.6%
Body prejudice	19.4%
Sexism	16.1%
Mental health	12.9%
Other*	12.9%

*Combined due to low sample size. Includes racism, religious belief, ableism, immigration status, and homophobia.



JOB SATISFACTION

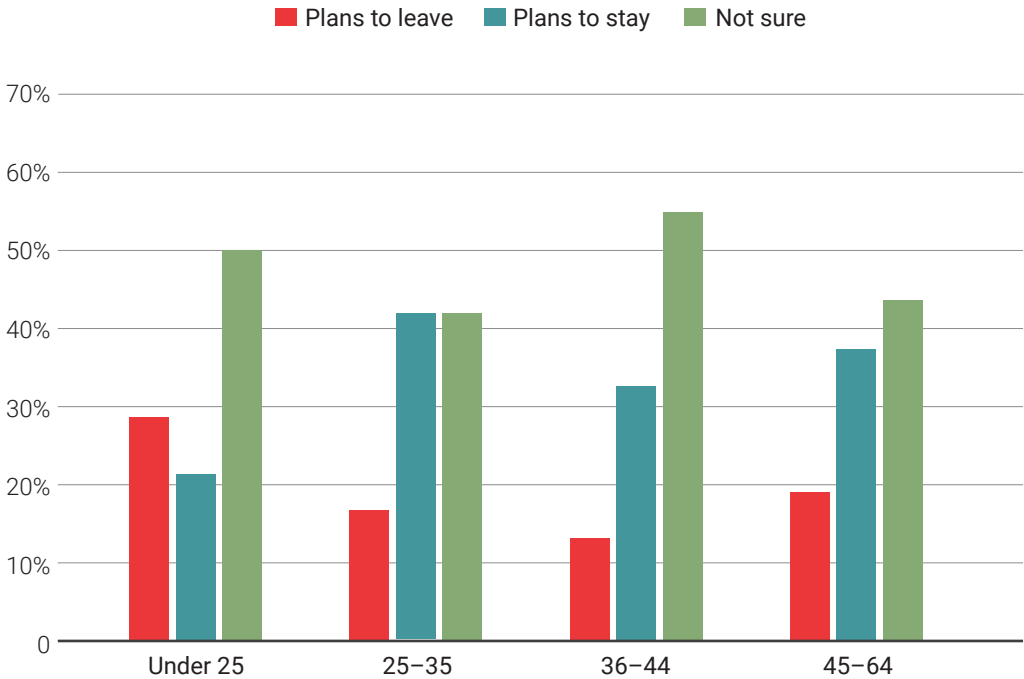
Across all auspices, only 35.6% of respondents from Brantford and Haldimand Norfolk County report plans to stay in the sector over the next five years. Those who work in for-profit programs are less likely to report plans to leave or say they are unsure (52.6%). Those who work in public programs are mostly likely to report plans to leave or report they are unsure of their plans (76.9%). These findings have important implications for retention strategies.





All age groups report high levels of uncertainty about their plans for staying in the sector. Those between the age of 25 and 35 years are most likely to report plans to stay. Those under the age of 25 years are most likely to report plans to leave over the next five years. These results have implications for policy development and investment in retention strategies. Note that those 65+ are not included in these findings as plans for retirement would confound results.

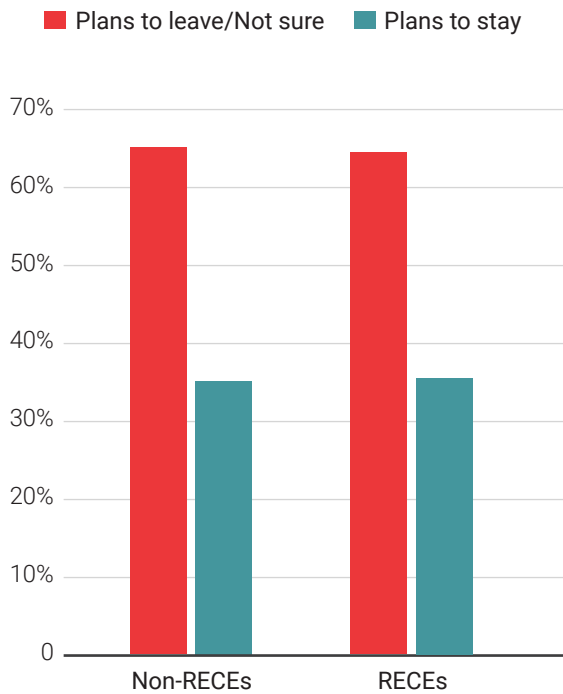
Plans to Leave the Sector by Age of Respondent
Workforce



Note: Numbers may not add up to 100% due to rounding.

There are no differences between RECEs and non-RECEs in terms of plans to leave the sector over the next five years.

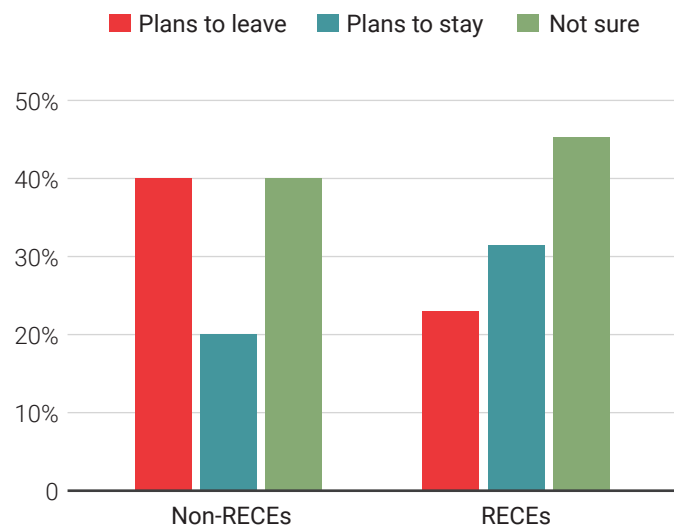
Plans to Leave the Sector by RECE Status *Workforce*



Plans to leave the sector are associated with experiences of workplace discrimination. Those who experience discrimination are more likely to report plans to leave over the next five years or uncertainty in their plans. Of these, non-RECEs are more likely to report plans to leave compared to RECEs. This has implications for professional learning and human resource management. More detailed discussion can be found in the [Executive Report](#).

Plans to Leave by Those Who Experience Workplace Discrimination by RECE Status

Workforce



Only 45% of director/supervisor respondents in Brantford and Haldimand Norfolk County report having plans to stay in the sector over the next five years.



WORKPLACE STRESS

Those working within public auspices report the highest levels of stress on a scale of 1 (low stress) to 5 (high stress). In addition, RECEs report higher levels of stress than non-RECEs. Non-RECE respondents who work in for-profit programs have the highest reported levels of stress. In contrast, non-RECEs who work in public programs report the least amount of stress.

Average Level of Stress by Auspice Workforce

(1=low stress; 5=high stress)

Auspice	RECE status		Average across RECE status
	Non-RECE	RECE	
For-profit	4.0	2.8	3.2
Non-profit	3.1	3.5	3.4
Public	2.0	3.8	3.6
Average across auspice	3.0	3.4	3.4

Note: All averages are weighted.

Participants in Brantford and Haldimand Norfolk County generally report a low level of job satisfaction. On a scale of 1 (low job satisfaction) to 5 (high job satisfaction), participants' level of satisfaction is 2.9 out of 5. Those working in public programs report the highest level of job satisfaction.

Average Level of Job Satisfaction by Auspice and RECE Status Workforce

(1=low job satisfaction; 5=high job satisfaction)

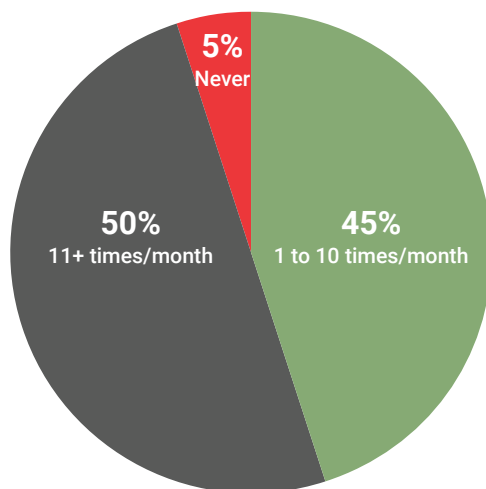
Auspice	RECE status		Average across RECE status
	Non-RECE	RECE	
For-profit	2.1	2.8	2.6
Non-profit	2.3	2.7	2.6
Public	2.3	3.1	3.6
Average across auspice	2.2	2.9	2.9

Note: All averages are weighted.

WORKPLACE STABILITY

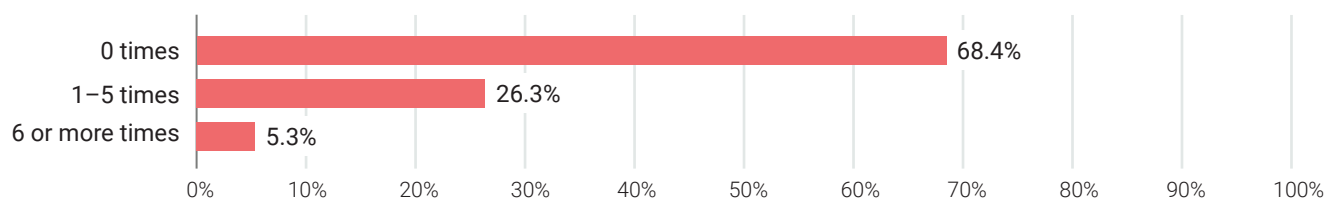
Directors often stand in for absent staff by necessity, taking them away from their leadership and administrative duties. Almost all (95%) director/supervisor respondents report having to fill in to maintain ratios at least once a month. Half report this occurs more than 10 times per month.

Number of Times per Month Directors/Supervisors Fill in Ratio



Staff shortages also have deleterious effects on the inclusion of children with disabilities or varying needs. Almost one-third (31.6%) of director/supervisor respondents report they have had to send a child(ren) with a disability home in the previous 12 months due to staffing shortages. This is higher than the provincial sample average of 26.6%.

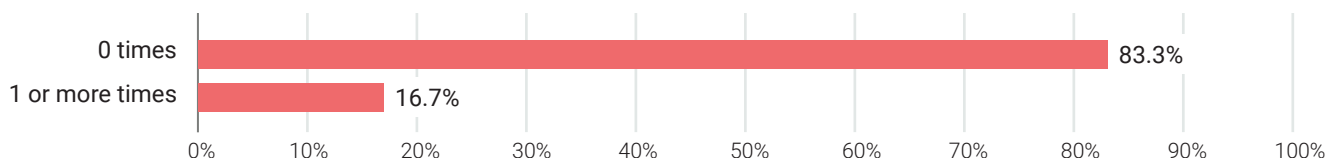
Percentage Reporting Frequency of Times in the Previous 12 Months Directors/Supervisors Sent Children with Disabilities Home Due to Staffing Shortages



Note: Interpret with caution due to low sample size.

Almost 17% of Brantford and Haldimand Norfolk County director/supervisor respondents report they have de-enlisted at least one child with a disability from their program in the previous 12 months due to staffing shortages. Furthermore, 25% report they have refused admission to a child with a disability in the previous 12 months due to workforce shortages (data not shown).

Percentage Reporting Frequency of Times in the Previous 12 Months Directors/Supervisors De-enlisted Children with Disabilities Due to Staffing Shortages



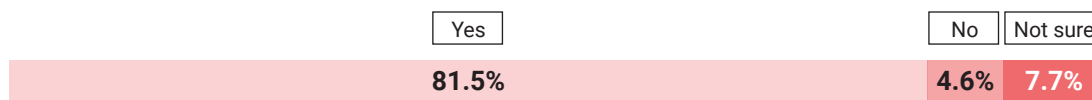
About half (51.5%) of *workforce* respondents in Brantford and Haldimand Norfolk County report they would recommend a career in the early years to others who are interested.

Percentage of Workforce Respondents Who Recommend a Career in the Early Years



Almost 82% of *workforce* respondents state they would recommend their program to a family member or friend looking for child care.

Percentage of Workforce Respondents Who Recommend Their Early Years Program to a Family Member or Friend



Note: Totals do not add up to 100 due to missing data.

Professional Development

FORMS OF PROFESSIONAL DEVELOPMENT

The City of Brantford and Haldimand Norfolk County respondents report that the most common form of professional learning in the previous 12 months was online delivery (78.8%), followed by performance reviews (64.4%). Only 10.6% of respondents report having taken a course in the previous 12 months.

Although online delivery is the most common form of professional learning received in the previous 12 months, respondents report it is among the least desired format (18.9%), second only to performance reviews (18.2%). Respondents prefer taking courses (31.1%), participating in ongoing communities of practice (31.1%), and attending conferences (28.8%) for their continued learning, all of which are forms of collective learning.

Forms of Professional Learning Received by Region in the Previous 12 Months and Desired Forms of Professional Learning

Workforce



CONTENT OF PROFESSIONAL DEVELOPMENT

About 35% of respondents report receiving training in anti-bias/anti-racism, while 43.2% report receiving training in supporting children with disabilities. Over one-third report receiving training in cultural diversity (36.4%), and critical trauma-informed practice (34.9%) in the previous 12 months. In contrast, participants report the least amount of professional learning in the areas of incorporating Afrocentric ways of being (8.3%) and supporting newcomer families (16.7%). Census data for the region help contextualize results.

The most wanted professional learning reported is centred around supporting vulnerable (47.7%) and newcomer families (45.5%), incorporating Afrocentric ways of being (42.4%), critical trauma-informed practice (40.2%), and supporting children with disabilities (44.7%). Around one-third of participants report they also want training in all other topics included in the survey. These include cultural diversity in early years settings (36.4%), anti-bias/anti-racism/anti-oppression education (32.6%), incorporating land-based learning (37.1%), making workplaces more accessible (34.1%), supporting 2LSGBTQIA+ children and families (36.4%), and Indigenous ways of knowing and being/colonization (37.1%).

Equity, Diversity, and Inclusion Learning of Respondents in Brantford and Norfolk Workforce

