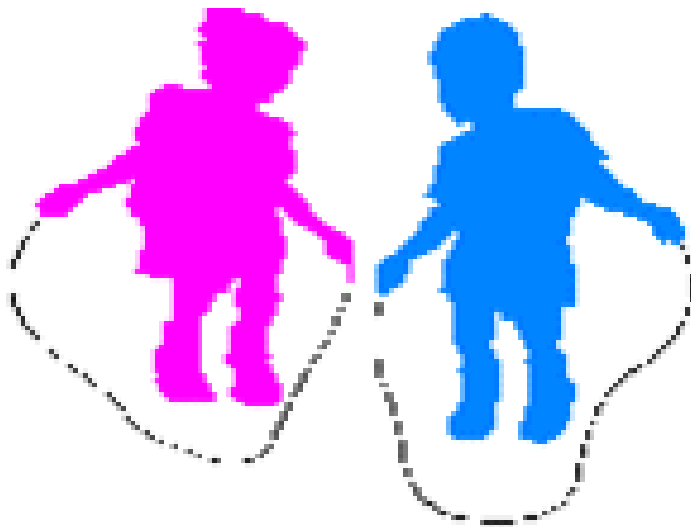


**Market Study**  
**for**  
**Wisconsin Rural Child Care**



**July 2002**

**Report Prepared by**  
**Wisconsin Rural Child Care Initiative Partnership**

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## Section 1. Market Study Objectives

The demand for affordable quality child care in rural communities is growing due to the successful implementation of W-2 programs, labor shortages, and statewide child care subsidy demands.

From the initial research conducted, the Child Care Referral & Resource (CCR&R) Agencies concluded that the majority of the rural child care facilities are operated by low-income entrepreneurs. These facilities serve low-income families. On the average, fifty percent of these businesses close within 24 months of operation.

The Wisconsin Rural Child Care Initiative Partnership (RCCIP) commissioned this market study to analyze the demand, supply, net gains / losses, and technical assistance accessibility for the child care industry in sixteen pilot counties.

This market study was conducted to support the following objectives:

1. Collect rural child care demand and supply data in sixteen pilot counties in Wisconsin
2. Determine the capacity of Wisconsin's rural child care industry in the pilot counties
3. Assess child care demands in the pilot counties
4. Evaluate potential demand and supply disparities
5. Quantify net gains and losses in capacity building
6. Identify technical assistance accessibility issues

This market study began in September 2001. All analyses included in the report are based on data collected in 2001.

## Section 2. Data Collection Methods

Four types of data were collected to support the analysis effort. These data types included:

- Demand for rural child care services by county
- Supply of rural child care services by county
- Net changes introduced by the opening and closing of child care facilities by county
- Training, technical assistance, consultation, and planning activities

### **2.1 Demand for rural child care services by county**

The demand for rural child care services was determined by the number of requests processed by the local resource & referral agencies. These requests were grouped into seven categories:

- Total number of clients served
- Type of care requested
- Ages of children
- Special requests
- Special needs requests
- Ethnic heritage of parents
- Family income level

### **2.2 Supply of rural child care services by county**

The supply of rural child care services was determined by the number of operational child care facilities in each pilot county. These facilities were grouped into four categories:

- Regulated child care programs
- Capacity and enrollment
- Children age groups
- Special care

### **2.3 Net changes introduced by opening and closing rural child care facilities**

Approximately fifty percent of rural child care businesses close within 24 months of operation. The most frequently cited reason for closing has been their inability to be profitable. Data collected was grouped into three categories:

- Number of new child care facilities opened by county
- Number of existing child care facilities closed by county
- Net gains / losses in total capacity by county

## **2.4 Training, technical assistance, consultation, and planning Activities**

Information collected was grouped into the following four categories:

- Training
- Technical assistance and consultation
- Starting child care sessions
- Community planning

## **2.5 Pilot Counties**

Sixteen rural counties have been selected to participate in this study. These counties include:

- Adams
- Clark
- Crawford
- Grant
- Iowa
- Lafayette
- Langlade
- Lincoln
- Marathon
- Marquette
- Portage
- Richland
- Taylor
- Vernon
- Waushara
- Wood

### Section 3. Data Analysis Approaches

The following paragraphs describe in detail the data analysis approaches employed in this report.

#### 3.1 Analysis of Demand

The demand data was grouped into seven categories. Each category was analyzed in detail by displaying the data collected in a clear table format, computing relevant percentages, and graphically displaying the data when appropriate.

##### 3.1.1 Client Served

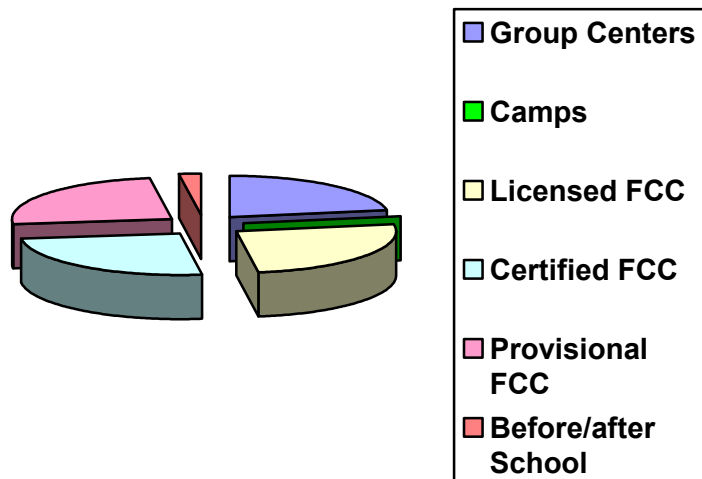
The four largest counties (Marathon, Wood, Portage, and Grant) combined processed 81.3 % of total referrals and 80.4% of the total children referred.

County	Clients Served								
	# cases who received referrals (not including enhanced)	# of cases who received enhanced referrals	Total # of referrals	# of families served through referrals (unduplicated)	# of repeat requests from families	# of children for whom families call the CCR&R requesting referrals	# of consultations, but not referrals	% of referrals processed	% of children referred
Adams	38	0	43	37	5	55	42	1.6%	1.6%
Clark	46	0	48	44	2	68	51	1.8%	2.0%
Crawford	43	8	53	51	2	66	10	2.0%	1.9%
Grant	141	42	203	183	20	266	44	7.7%	7.7%
Iowa	34	15	59	49	10	79	14	2.2%	2.3%
Lafayette	14	5	20	19	1	25	7	0.8%	0.7%
Langlade	46	0	49	41	3	75	6	1.9%	2.2%
Lincoln	81	1	88	76	6	113	12	3.3%	3.3%
Marathon	753	20	836	636	63	1006	54	31.6%	29.3%
Marquette	12	0	12	12	0	15	5	0.5%	0.4%
Portage	400	1	404	398	3	543	123	15.3%	15.8%
Richland	19	4	25	23	2	34	6	0.9%	1.0%
Taylor	12	0	13	11	1	14	5	0.5%	0.4%
Vernon	15	1	17	16	1	23	7	0.6%	0.7%
Waushara	66	0	67	66	1	105	123	2.5%	3.1%
Wood	560	65	706	582	81	946	489	26.7%	27.6%
<b>Totals</b>	<b>2280</b>	<b>162</b>	<b>2643</b>	<b>2244</b>	<b>201</b>	<b>3433</b>	<b>998</b>	<b>100.0%</b>	<b>100.0%</b>

**3.1.2 Type of Care Requested**

Requests were grouped into six facility types: group child care center, camps, licensed family child care, certified family child care, provisional family child care, and before/after school care.

County	Type of Care Requested					
	# of requests for group centers - full or part-day (record by child)	# requests for camps (record by child)	# of requests for licensed family child care (record by child)	# of requests for certified family child care (record by child)	# of requests for provisional family child care (record by child)	# requests for before/after school care
Adams	50	0	50	50	50	2
Clark	60	0	61	59	56	4
Crawford	52	0	53	53	52	7
Grant	199	0	202	202	199	31
Iowa	56	0	59	58	55	6
Lafayette	19	0	20	20	20	1
Langlade	59	0	60	60	60	2
Lincoln	89	1	96	91	90	6
Marathon	742	9	952	936	897	61
Marquette	6	0	12	12	12	1
Portage	424	0	519	519	519	36
Richland	25	0	24	24	24	5
Taylor	10	0	13	13	13	0
Vernon	16	0	17	17	17	8
Waushara	64	0	95	95	95	11
Wood	819	0	858	847	847	64
<b>Totals</b>	<b>2690</b>	<b>10</b>	<b>3091</b>	<b>3056</b>	<b>3006</b>	<b>245</b>
<b>Type of care requested</b>	<b>22.24%</b>	<b>0.08%</b>	<b>25.55%</b>	<b>25.26%</b>	<b>24.85%</b>	<b>2.03%</b>

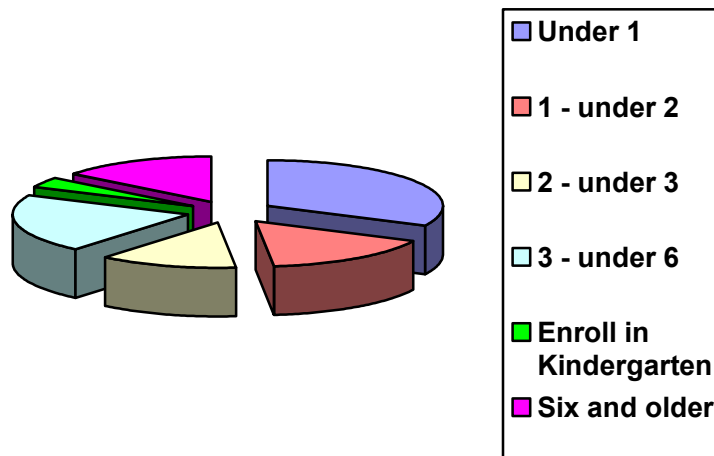


Demand in the individual counties tracked closely with the overall percentages.

3.1.3 Ages of Children

The ages of children were divided into six groups. The area with the largest demand was newborn to one year. This could correspond to mothers returning to work. The second largest demand area was pre-school children not enroll in kindergarten. At this stage, parents are normally looking for facilities with more advanced educational and developmental programs.

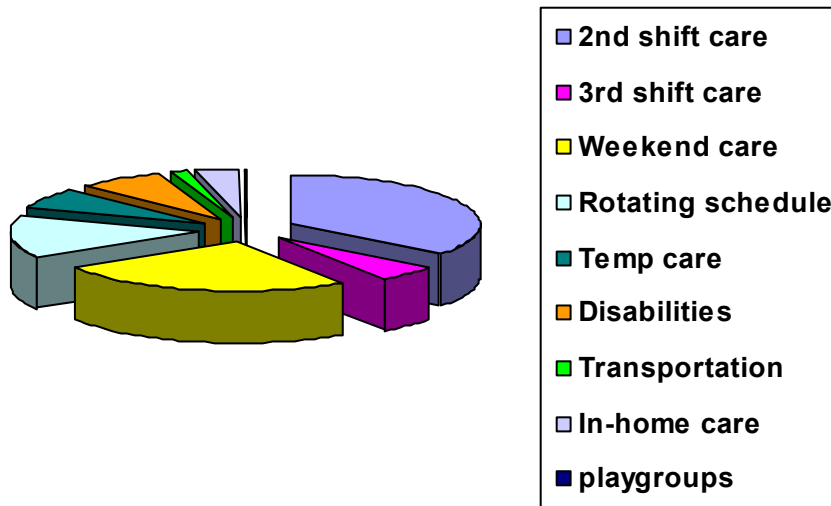
Ages of Children						
County	# of requests for infants (ages birth to 11 months)	# of requests for toddlers (ages 1 year to 1 year 11 months)	# of requests for young preschool (ages 2 to 2 years 11 months)	# of requests for preschoolers (ages 3 years to 5 years 11 months)	# of requests for Kindergarten (children enrolled in Kindergarten)	# of requests for school-age (ages 6+ years)
Adams	16	9	7	12	2	9
Clark	18	8	14	19	1	8
Crawford	26	10	8	16	1	5
Grant	108	34	36	48	8	32
Iowa	29	19	12	11	3	5
Lafayette	10	9	2	3	0	1
Langlade	23	17	8	17	0	10
Lincoln	50	21	12	14	5	11
Marathon	335	136	124	222	30	159
Marquette	3	1	3	4	2	2
Portage	166	89	81	108	26	73
Richland	12	4	5	11	0	2
Taylor	7	2	1	1	1	2
Vernon	7	4	1	5	1	5
Waushara	29	15	12	20	6	23
Wood	266	172	116	209	32	151
<b>Totals</b>	<b>1105</b>	<b>550</b>	<b>442</b>	<b>720</b>	<b>118</b>	<b>498</b>
<b>% Age distribuion</b>	<b>32.19%</b>	<b>16.02%</b>	<b>12.88%</b>	<b>20.97%</b>	<b>3.44%</b>	<b>14.51%</b>



3.1.4 Specialized Care Requests

Special requests constitute services outside the normal business hours, temporary services, and transportation services. The largest demand areas were second shift and weekend child care.

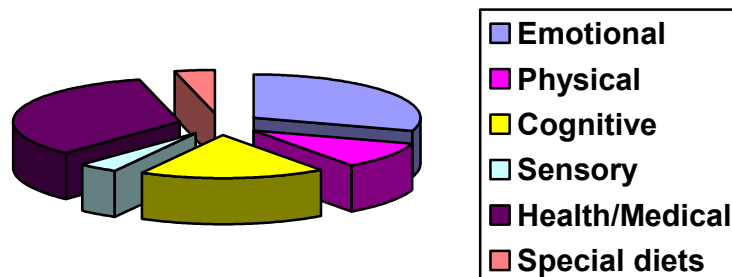
County	Special Requests									
	# of requests for 2nd Shift care (report by child)	# of requests for 3rd Shift care (report by child)	# of requests for weekend care (report by child)	# of requests for rotating schedule (report by child)	# of requests for temporary/emergency care (report by child)	# of requests for sick care (report by child)	# requests for children with disabilities (report by child)	# of requests for transportation (report by family)	# requests for in-home care (report by family)	# requests for playgroups or mother's day out (report by family)
Adams	1	0	1	0	1	0	1	0	0	0
Clark	5	2	4	0	0	0	4	0	0	0
Crawford	6	0	0	0	0	0	1	0	0	0
Grant	12	1	2	11	0	0	8	1	0	0
Iowa	1	1	0	2	0	0	0	0	0	0
Lafayette	1	0	0	2	0	0	0	0	0	0
Langlade	1	0	1	0	0	0	0	1	0	0
Lincoln	0	1	2	0	1	0	0	0	3	0
Marathon	53	10	78	10	13	0	1	6	17	0
Marquette	5	0	2	1	3	0	1	0	0	0
Portage	26	5	12	29	13	0	12	0	0	0
Richland	4	1	4	3	0	0	1	0	1	0
Taylor	0	0	0	0	0	0	0	0	1	0
Vernon	3	1	1	1	0	0	0	0	0	0
Waushara	13	0	4	10	7	0	3	0	0	0
Wood	76	7	40	12	2	0	12	0	0	1
<b>Totals</b>	<b>207</b>	<b>29</b>	<b>151</b>	<b>81</b>	<b>40</b>	<b>0</b>	<b>44</b>	<b>8</b>	<b>22</b>	<b>1</b>
<b>% of Special Requests</b>	<b>35.51%</b>	<b>4.97%</b>	<b>25.90%</b>	<b>13.89%</b>	<b>6.86%</b>	<b>0.00%</b>	<b>7.55%</b>	<b>1.37%</b>	<b>3.77%</b>	<b>0.17%</b>



3.1.5 Special Needs Requests

This group consists of children with special medical, physical, or dietary needs. The three areas with the largest demand were emotional / behavioral disability, health / medical disability, and cognitive disability.

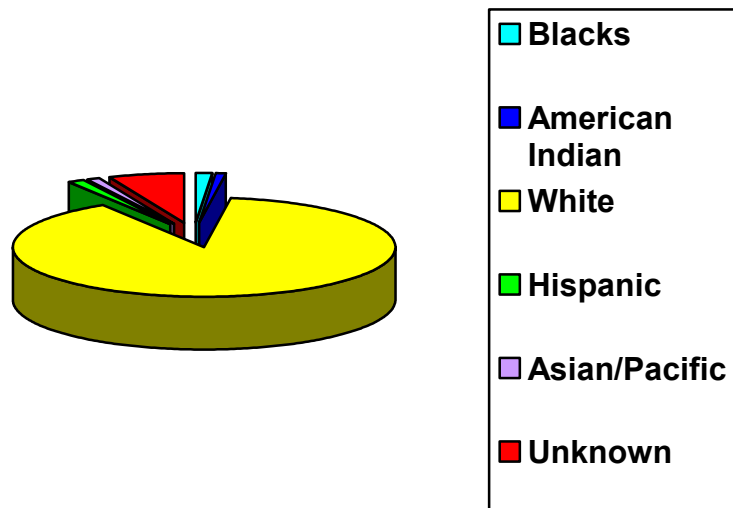
Special Needs Requests									
County	# requests for Emotional/Behavioral Disability (report by child)	# requests for Physical Disability (report by child)	# requests for Cognitive Disability (report by child)	# requests for Sensory Disability (report by child)	# for Health /Medical Disability (report by child)	# requests for Feeding Tubes (report by child)	# requests for Monitors (report by child)	# requests for Special Diets (report by child)	# requests for Shots (report by child)
Adams	0	0	0	0	1	0	0	0	0
Clark	0	1	1	1	1	0	0	0	0
Crawford	0	0	0	0	1	0	0	0	0
Grant	3	1	0	1	3	0	0	0	0
Iowa	0	0	0	0	0	0	0	0	0
Lafayette	0	0	0	0	0	0	0	0	0
Langlade	0	0	0	0	0	0	0	0	0
Lincoln	0	0	0	0	0	0	0	0	0
Marathon	0	2	1	0	2	0	0	0	0
Marquette	1	0	0	0	0	0	0	0	0
Portage	4	0	4	0	5	0	0	0	0
Richland	0	0	0	0	1	0	0	0	0
Taylor	1	0	0	0	0	0	0	0	0
Vernon	0	0	0	0	0	0	0	0	0
Waushara	2	0	1	0	0	0	0	0	0
Wood	4	1	2	0	3	0	0	2	0
<b>Totals</b>	<b>15</b>	<b>5</b>	<b>9</b>	<b>2</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>
<b>Special Needs Requests</b>	<b>30.00%</b>	<b>10.00%</b>	<b>18.00%</b>	<b>4.00%</b>	<b>34.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>4.00%</b>	<b>0.00%</b>



3.1.6 Ethnic Heritage of Parents

The majority of the families in the rural area are white.

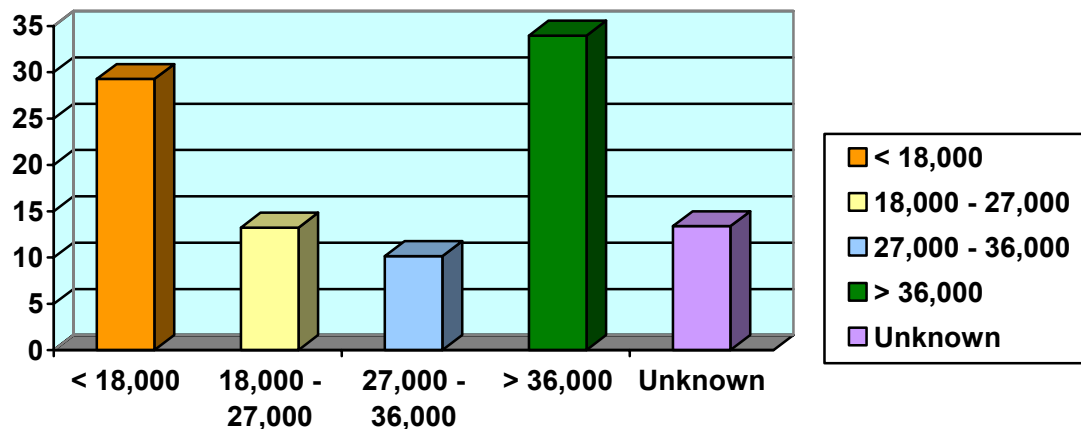
County	Ethnic Heritage of Parents					
	# of Black Parents (not of Hispanic origin) (report by family)	# of American Indian/ Alaskan Native Parents (report by family)	# of White Parents (report by family)	# of Hispanic Parents (report by family)	# of Asian/Pacific Islander (report by family)	# Not disclosed / unknown (report by family)
Adams	0	2	32	2	0	2
Clark	0	0	46	0	0	0
Crawford	0	0	43	0	0	10
Grant	2	0	179	1	2	19
Iowa	1	0	54	0	0	4
Lafayette	0	0	18	0	0	2
Langlade	1	0	42	0	0	3
Lincoln	0	0	78	1	0	3
Marathon	8	1	680	6	10	68
Marquette						
Portage						
Richland	0	0	17	3	0	5
Taylor	0	0	9	0	0	3
Vernon	0	0	17	0	0	0
Waushara						
Wood	17	10	563	18	7	10
<b>Totals</b>	<b>29</b>	<b>13</b>	<b>1778</b>	<b>31</b>	<b>19</b>	<b>129</b>
<b>Ethnic distribution</b>	<b>1.45%</b>	<b>0.65%</b>	<b>88.94%</b>	<b>1.55%</b>	<b>0.95%</b>	<b>6.45%</b>



3.1.7 Family Income Level

The county by county analysis indicates Adams, Clark, Waushara, and Wood counties scored significantly higher in the less than \$18,000 family income category. Adams, Clark, Taylor, Waushara, and Wood counties scored significantly lower in the greater than \$36,000 family income category.

County	Income Level of Families Served					
	# of families under \$18,000	# of families between \$18,000 - \$27,000	# of families between \$27,000 - \$36,000	# of families over \$36,000	# not disclosed/unknown	# of families seeking referrals who are receiving a Wisconsin Shares Child Care Subsidy
Adams	18	8	4	7	1	10
Clark	17	11	6	8	4	5
Crawford	13	7	7	14	10	3
Grant	58	36	21	53	15	13
Iowa	7	6	3	27	6	3
Lafayette	6	1	3	7	2	3
Langlade	12	6	2	16	10	12
Lincoln	12	11	6	39	14	22
Marathon	129	71	78	300	195	173
Marquette	4	0	2	4	2	3
Portage	121	62	45	161	12	120
Richland	6	3	0	9	5	4
Taylor	3	1	0	2	6	3
Vernon	2	3	1	5	5	2
Waushara	37	14	3	11	1	38
Wood	270	83	67	166	39	182
<b>Totals</b>	<b>715</b>	<b>323</b>	<b>248</b>	<b>829</b>	<b>327</b>	<b>596</b>
<b>Family Income Distribtuions</b>	<b>29.28%</b>	<b>13.23%</b>	<b>10.16%</b>	<b>33.95%</b>	<b>13.39%</b>	



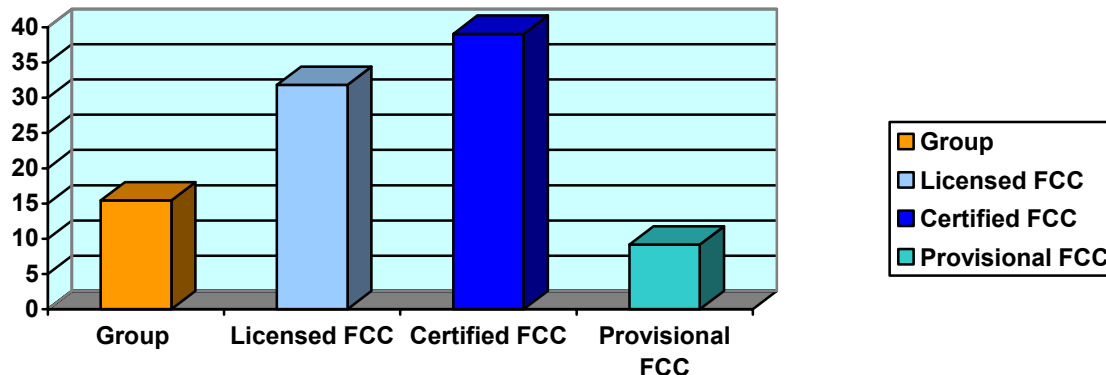
**3.2 Analysis of Supply**

The supply data was grouped into four categories. Each category was analyzed in detail by displaying the data collected in a clear table format, computing relevant percentages, and graphically displaying the data when appropriate.

**3.2.1 Regulated Child Care Programs**

The table below lists the count of existing child care facilities collected for each pilot county.

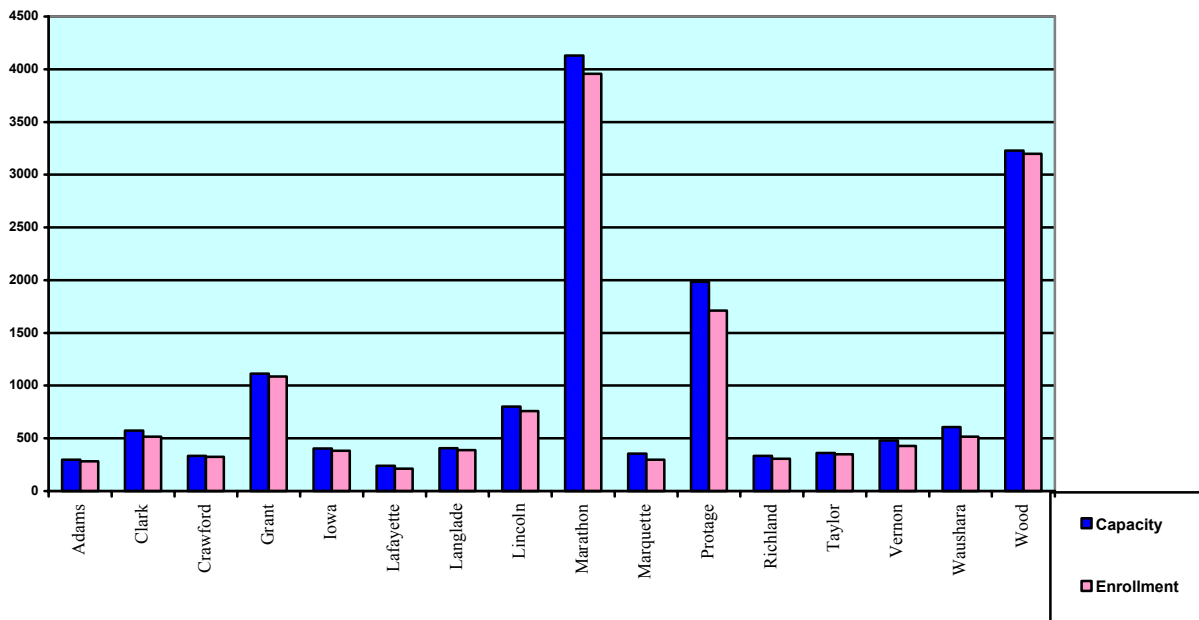
County	Regulated Child Care Facilities								
	# licensed full-day group centers	# licensed part-day preschool centers	# school age programs	# school age certified	# licensed camps	# licensed family child care	# certified family child care	# provisional family child care	# dual regulated (licensed and certified) providers
Adams	1	2	1	0	0	10	7	3	0
Clark	4	7	0	0	0	20	12	6	7
Crawford	4	1	0	0	0	11	13	0	3
Grant	9	7	0	0	0	49	55	2	17
Iowa	5	2	0	0	0	13	16	1	2
Lafayette	2	3	0	0	0	12	13	0	2
Langlade	5	1	1	0	0	12	10	2	3
Lincoln	6	3	2	0	0	22	21	5	3
Marathon	25	10	17	0	2	85	140	33	13
Marquette	4	2	1	0	0	5	10	4	1
Portage	13	5	12	0	0	49	32	5	7
Richland	3	2	0	0	0	10	20	2	2
Taylor	2	2	1	0	0	7	11	1	0
Vernon	4	2	1	0	0	27	7	0	2
Waushara	7	2	1	0	0	18	11	2	4
Wood	27	16	13	1	2	38	98	46	10
<b>Totals</b>	<b>121</b>	<b>67</b>	<b>50</b>	<b>1</b>	<b>4</b>	<b>388</b>	<b>476</b>	<b>112</b>	<b>76</b>
<b>Type of Facilities</b>	9.93%	5.50%	4.10%	0.08%	0.33%	31.83%	39.05%	9.19%	



**3.2.2 Capacity and Enrollment**

Counties with the most excess capacities in percentage have been identified as Clark, Lafayette, Marquette, Portage, Vernon, and Waushara.

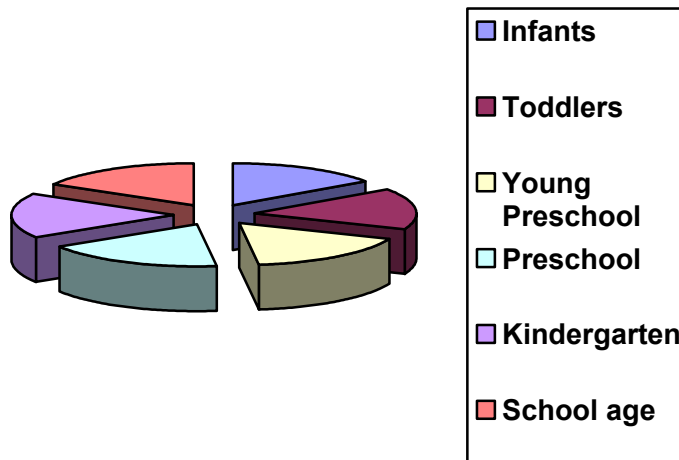
County	Capacity/Enrollment			
	Total capacity in your SDA in all regulated child care programs	Total enrollment in your SDA in all regulated child care programs	Excess Capacity	%
Adams	298	282	16	5.37%
Clark	575	515	60	10.43%
Crawford	334	324	10	2.99%
Grant	1115	1087	28	2.51%
Iowa	404	381	23	5.69%
Lafayette	239	212	27	11.30%
Langlade	408	388	20	4.90%
Lincoln	800	760	40	5.00%
Marathon	4130	3958	172	4.16%
Marquette	354	297	57	16.10%
Portage	1985	1712	273	13.75%
Richland	335	307	28	8.36%
Taylor	362	348	14	3.87%
Vernon	478	427	51	10.67%
Waushara	606	516	90	14.85%
Wood	3229	3199	30	0.93%
<b>Totals</b>	<b>15652</b>	<b>14713</b>	<b>939</b>	<b>6.00%</b>



3.2.3 Age Groups

The table below lists the number of facilities licensed to care for children in each of the six age groups. The capacities spread relatively even among all age groups.

County	Age Groups					
	Infants	Toddlers	Young Preschool	Preschool	Kindergarten	School Age
Adams	18	20	20	22	21	20
Clark	41	41	42	49	42	42
Crawford	28	28	28	29	28	28
Grant	104	106	111	121	113	112
Iowa	32	33	35	37	34	35
Lafayette	25	27	27	30	28	27
Langlade	21	22	23	21	21	19
Lincoln	38	39	47	49	48	42
Marathon	204	214	225	231	235	225
Marquette	19	20	22	26	21	20
Portage	79	86	96	101	95	87
Richland	26	30	34	37	33	32
Taylor	17	18	17	20	20	18
Vernon	36	36	37	40	38	36
Waushara	31	32	35	41	35	34
Wood	180	187	196	214	205	204
<b>Totals</b>	<b>899</b>	<b>939</b>	<b>995</b>	<b>1068</b>	<b>1017</b>	<b>981</b>
<b>Age Group Distributions</b>	15.24%	15.92%	16.87%	18.10%	17.24%	16.63%



3.2.4 Specialized Care

Based on the collected data, family child care facilities (licensed, certified, and provisional certified) provided the majority of 2<sup>nd</sup> shift, 3<sup>rd</sup> shift, and weekend child care services.

County	Specialized Care - 2nd Shift					Specialized Care - 3rd Shift					Specialized Care - Weekend				
	# full-day licensed group centers	# part-day licensed group centers	# licensed family child care	# certified family child care	# provisional certified family child care	# full-day licensed group centers	# part-day licensed group centers	# licensed family child care	# certified family child care	# provisional certified family child care	# full-day licensed group centers	# part-day licensed group centers	# licensed family child care	# certified family child care	# provisional certified family child care
Adams	1	0	1	4	0	0	0	0	3	0	1	0	1	3	0
Clark	0	0	1	1	0	0	0	0	0	0	0	0	1	2	0
Crawford	0	0	1	3	0	0	0	0	0	0	0	0	0	1	0
Grant	0	0	3	12	2	0	0	1	5	1	0	0	5	8	0
Iowa	0	0	0	3	0	0	0	0	1	0	0	0	0	1	0
Lafayette	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0
Langlade	0	0	1	3	0	0	0	0	0	0	0	0	1	3	0
Lincoln	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0
Marathon	0	0	14	64	7	0	0	5	33	1	1	0	15	46	3
Marquette	0	0	1	3	1	0	0	0	2	0	0	0	0	6	1
Portage	0	0	5	2	2	0	0	2	0	2	0	0	3	2	0
Richland	1	0	0	7	0	0	0	0	6	0	0	0	0	6	0
Taylor	0	0	1	2	0	0	0	0	1	0	0	0	1	1	0
Vernon	0	0	1	1	0	0	0	0	1	0	0	0	3	2	0
Waushara	0	0	1	2	0	0	0	0	1	0	0	0	1	3	0
Wood	2	0	8	22	7	0	0	0	10	3	0	0	5	15	7
<b>Totals</b>	<b>4</b>	<b>0</b>	<b>38</b>	<b>131</b>	<b>19</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>64</b>	<b>7</b>	<b>2</b>	<b>0</b>	<b>37</b>	<b>101</b>	<b>11</b>

**3.3 Analysis of Net Gains and Losses**

Data collected for child care opening and closing was grouped into the following three categories:

**3.3.1 Number of New Child Care Facilities Opened by County**

County	Number of New Child Care Programs in 2001														
	# new licensed camps	# spaces gained	# new licensed full-day centers	# spaces gained preschool/drop-in part-day centers	# spaces gained	# new licensed family child care	# spaces gained	# new certified family child care	# spaces gained	# new provisional certified fcc	# spaces gained	school-age programs	# spaces gained	# new school-age certified	# spaces gained
Adams	0	0	0	0	0	2	16	1	6	1	3	0	0	0	0
Clark	0	0	0	0	0	1	8	2	9	2	10	0	0	0	0
Crawford	0	0	0	0	0	2	16	2	12	1	6	0	0	0	0
Grant	0	0	0	0	0	1	8	6	33	1	6	0	0	0	0
Iowa	0	0	0	0	0	2	16	3	18	1	6	0	0	0	0
Lafayette	0	0	0	0	0	2	16	5	22	1	6	0	0	0	0
Langlade	0	0	0	0	0	1	2	2	6	2	12	0	0	0	0
Lincoln	0	0	1	25	0	1	8	3	18	2	12	0	0	0	0
Marathon	0	0	0	0	1	170	7	32	36	164	37	216	1	40	0
Marquette	0	0	0	0	0	1	8	3	18	4	24	0	0	0	0
Portage	0	0	2	24	0	7	44	10	60	3	18	1	75	0	0
Richland	0	0	0	0	0	0	0	4	24	2	12	0	0	0	0
Taylor	0	0	0	0	0	0	0	3	18	0	0	0	0	0	0
Vernon	0	0	2	35	0	3	24	1	6	1	6	0	0	0	0
Waushara	0	0	1	50	0	2	16	3	18	2	12	0	0	0	0
Wood	0	0	3	71	1	36	8	62	19	91	24	82	0	0	0
<b>Totals</b>	0	0	9	205	2	206	40	276	103	523	84	431	2	115	0
<b>% Space Gained</b>				12%		12%		16%		30%		25%		7%	

The above table tabulates the number of new facilities opened and corresponding spaces added for each type of child care facility.

**3.3.2 Number of Child Care Facilities Closed by County**

The table below tabulates the number of facilities closed and corresponding spaces lost for each type of child care facility.

County	Number of Child Care Programs Closed in 2001															
	# licensed camps closed	# spaces lost	# licensed full-day centers closed	# spaces lost	# licensed preschool/drop-in	# spaces lost	# licensed family child care closed	# spaces lost	# certified family child care closed	# spaces lost	# provisional certified family child	# spaces lost	# licensed school-age programs	# spaces lost	# school-age certified closed	# spaces lost
Adams	0	0	0	0	0	0	3	24	2	12	2	9	0	0	0	0
Clark	0	0	0	0	0	0	4	32	4	21	0	0	0	0	0	0
Crawford	0	0	0	0	0	0	4	32	1	5	0	0	0	0	0	0
Grant	0	0	1	33	1	20	2	16	6	36	1	6	1	10	0	0
Iowa	0	0	0	0	0	0	2	16	0	0	1	4	0	0	0	0
Lafayette	0	0	0	0	2	33	3	24	3	18	1	6	0	0	0	0
Langlade	0	0	0	0	0	0	2	16	2	12	1	0	0	0	0	0
Lincoln	0	0	0	0	0	0	3	24	9	54	0	0	1	26	0	0
Marathon	0	0	0	0	3	168	19	140	40	210	20	108	0	0	0	0
Marquette	0	0	0	0	0	0	0	0	3	18	1	6	0	0	0	0
Portage	0	0	0	0	0	0	15	120	9	54	2	12	1	75	0	0
Richland	0	0	0	0	0	0	2	16	1	6	1	5	0	0	0	0
Taylor	0	0	0	0	0	0	1	8	2	12	1	6	0	0	0	0
Vernon	0	0	0	23	0	0	6	46	0	0	1	3	0	0	0	0
Waushara	0	0	1	85	0	0	2	16	3	18	0	0	0	0	0	0
Wood	0	0	1	58	1	32	11	88	21	117	8	35	1	7	0	0
<b>Totals</b>	0	0	3	199	7	253	79	618	106	593	40	200	4	118	0	0
<b>% Space Losses</b>				<b>10%</b>				<b>13%</b>		<b>31%</b>		<b>30%</b>		<b>10%</b>		<b>6%</b>

**3.3.3 Net Gains / Losses by County**

Based on the data collected, the net change for 2001 was 225 spaces less due to facility closing. Out of the sixteen pilot counties only four counties showed very slight increases in capacity.

County	Net Changes		
	Total spaces gained by county	Total spaces lost by county	Net Gains / Losses
Adams	25	45	20
Clark	27	53	26
Crawford	34	37	3
Grant	47	121	74
Iowa	40	20	20
Lafayette	44	81	37
Langlade	20	28	8
Lincoln	63	104	41
Marathon	622	626	4
Marquette	50	24	26
Portage	221	261	40
Richland	36	27	9
Taylor	18	26	8
Vernon	71	72	1
Waushara	96	119	23
Wood	342	337	5
<b>Totals</b>	1756	1981	225

The top three reasons stated for closure were:

- found job outside the home
- moved
- stress and burn-out

All of these reasons indicated that poor profitability was an underlying cause of the facility closure. In particular, taking a job outside the home most likely represented an increase in pay. Likewise, poor profitability and cash flow resulting bill paying difficulty would generate significant stress and burnout. Finally, if the facility was generating sustainable profits, the facility operator would be less likely to close down the business and move elsewhere.

**3.4 Analysis of Demand vs. Supply**

Inconsistent units of measure used during the data collection process prevented an analysis comparing demand data directly with supply data. However, analyzing the demand and supply trends has helped shed light on several potential areas of concern.

**3.4.1 Capacity Issue – Excess Capacity, Net Changes, and Requests**

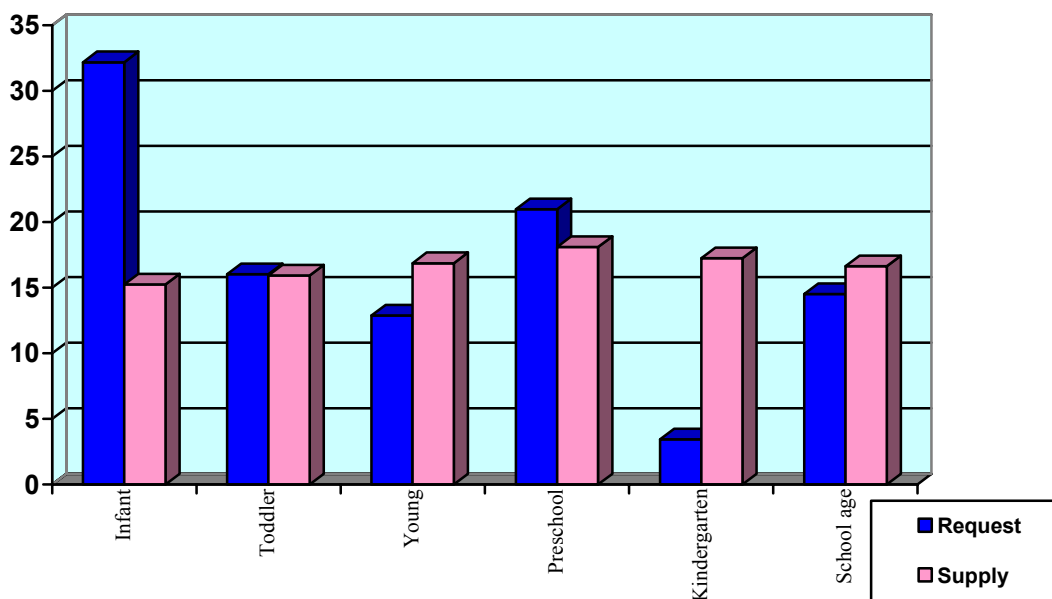
Based on the results presented in Sections 3.1.1, 3.2.2, and 3.3.3, there could be serious capacity shortages in all counties based on the excess capacity, net changes, and requests data.

	<b>Capacity vs. Request</b>			
<b>County</b>	<b>Excess Capacity</b>	<b>Net Changes</b>	<b>Net Capacity</b>	<b>No. of Children the Referral Are Requested</b>
Adams	16	20	4	55
Clark	60	26	34	68
Crawford	10	3	7	66
Grant	28	74	46	266
Iowa	23	20	43	79
Lafayette	27	37	10	25
Langlade	20	8	12	75
Lincoln	40	41	1	113
Marathon	172	4	168	1006
Marquette	57	26	83	15
Portage	273	40	233	543
Richland	28	9	37	34
Taylor	14	8	6	14
Vernon	51	1	50	23
Waushara	90	23	67	105
Wood	30	5	35	946
<b>Totals</b>	939	225	714	3433

**3.4.2 Ages of Children Issue**

The ages of children were viewed in six groups: Infants, Toddlers, Young preschool, Preschool, Kindergarten, and School-age. Comparing the percentage distribution between the demand and supply presented in Sections 3.1.3 and 3.2.3, there is a strong indication that disparities could exist in the infants, young preschool, and kindergarten age groups.

	Age Group Distribution					
Type	Infants	Toddlers	Young Preschool	Preschool	Kindergarten	School Age
Request	32.19%	16.02%	12.88%	20.97%	3.44%	14.51%
Supply	15.24%	15.92%	16.87%	18.10%	17.24%	16.63%



### 3.4.3 Specialized Care Issue

As presented in Section 3.1.4, 35.51% of requests were for 2<sup>nd</sup> shift child care, and 25.90% were for weekend child care. On the supply side, as presented in Section 3.2.4, the majority of the 2<sup>nd</sup> shift, 3<sup>rd</sup> shift, and weekend child care were provided by family child care facilities. The long working hours could contribute to the stress and burnout symptoms experienced by small child care providers.

### 3.5 Analysis of Training and Technical Assistance Effort

Training and technical assistance for rural child care providers have been limited relative to their urban counterparts. This section examines the training related information collected during the market study effort. This data included only trainings provided by CCR&R agencies.

#### 3.5.1 Training Events

Based on the data collected, all training events were well attended. However, the trainings offered have been infrequent and limited.

	Training Events		
County	# training events your CCR&R sponsored in 2001	# attending	Average attendance
Adams	1	24	24
Clark	1	6	6
Crawford	5	111	22
Grant	23	890	39
Iowa	4	43	11
Lafayette	3	26	9
Langlade	6	60	10
Lincoln	6	80	13
Marathon	12	312	26
Marquette	4	43	11
Portage	4	95	24
Richland	3	34	11
Taylor	5	78	16
Vernon	3	38	13
Waushara	5	575	115
Wood	19	347	18
<b>Totals</b>	<b>104</b>	<b>2762</b>	<b>27</b>

**3.5.2 Technical Assistance and Consultation**

The Child Care Referral & Resource Agencies serve as the central contact point for all child care industry related information. These agencies support not only the providers, but also the general public including employers, community organizations, and parents. These agencies also publish monthly, bi-monthly, or quarterly newsletters to effectively disseminate news on regulation changes, industry best practices, and other related and beneficial information.

	<b>Technical Assistance and Consultation</b>			
<b>County</b>	# times technical assistance and general information given to providers	# newsletter issues to providers per year	# times technical assistance and general information given to employers	# times technical assistance or general information given to other community agencies and individuals (including media)
<b>Adams</b>	233	12	25	314
<b>Clark</b>	207	12	29	357
<b>Crawford</b>	369	4	4	188
<b>Grant</b>	1111	4	24	559
<b>Iowa</b>	394	4	3	121
<b>Lafayette</b>	300	4	0	94
<b>Langlade</b>	66	6	3	89
<b>Lincoln</b>	82	6	2	138
<b>Marathon</b>	511	6	10	1042
<b>Marquette</b>	100	4	0	72
<b>Portage</b>	712	4	1	673
<b>Richland</b>	390	4	2	153
<b>Taylor</b>	49	6	1	50
<b>Vernon</b>	135	4	6	20
<b>Waushara</b>	176	4	40	144
<b>Wood</b>	1623	12	135	1324
<b>Totals</b>	6458	96	285	5338

**3.5.3 Starting Child Care Sessions**

Based on the data collected, it appeared the majority of child care providers started the business without attending the start-up sessions offered by their local CCR&R. This could partially contribute to the high failure rate in rural child care businesses. Many entrepreneurs entered the business without acquiring the necessary business knowledge and skills to manage and grow a profitable enterprise.

	<b>Starting Child Care Sessions</b>			
<b>County</b>	<b># start-up sessions offered by CCR&amp;R</b>	<b># attending</b>	<b># consultations with prospective providers</b>	<b># people who later became regulated</b>
Adams	0	0	45	3
Clark	0	0	18	0
Crawford	1	11	58	4
Grant	1	11	76	3
Iowa	1	13	32	2
Lafayette	1	7	27	2
Langlade	4	0	18	5
Lincoln	3	0	46	7
Marathon	3	1	190	76
Marquette	0	0	59	6
Portage	0	0	196	13
Richland	1	7	22	3
Taylor	2	0	9	3
Vernon	1	50	21	3
Waushara	0	0	70	4
Wood	0	0	62	9
<b>Totals</b>	<b>18</b>	<b>100</b>	<b>949</b>	<b>143</b>

**3.5.4 Community Planning**

The community planning meetings are often the only forum for rural child care providers to meet and discuss business and management issues. Unfortunately, without more detail it is impossible to determine whether these meetings were well attended or beneficial to the providers.

	<b>Community Planning</b>
<b>County</b>	<b># local community child care planning meetings you or your staff attended during 2001</b>
Adams	50
Clark	53
Crawford	9
Grant	81
Iowa	14
Lafayette	3
Langlade	23
Lincoln	24
Marathon	88
Marquette	14
Portage	30
Richland	4
Taylor	19
Vernon	17
Waushara	20
Wood	197
<b>Totals</b>	<b>646</b>

## Section 4. Conclusion

The market study helped define future efforts in the following four areas:

### **4.1 Building Capacity to Keep Pace with the Market Demands**

The market trends will be communicated to providers via newsletters and community planning meetings. This information will help providers focus their services and continued education decisions to keep pace with the market demands.

### **4.2 Developing Business Skill Training and Technical Assistance System**

Develop standardized business skill training and follow-up technical assistance delivery system to help serious entrepreneurs build a solid business early on. Also, a peer support structure will be built into the delivery system to help deal with stress and minimize the feeling of isolation. This effort will benefit the long-term capacity building and retention for the child care industry.

### **4.3 Enhance business profitability and sustainability**

With the proper business structure and knowledge, child care businesses can be more profitable. The enhanced profitability could improve business sustainability and employee wages. This in turn will reduce the traditionally high industry turnover rate.

### **4.4 Enhance service quality**

With sustainable businesses, service quality could be addressed and focused.