



Child Care in Manitoba: Workforce Survey Highlights

MCCA

Manitoba Child
Care Association

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PROBE RESEARCH



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Methodology

Research Objectives

As one major element of a larger research project, Probe Research surveyed MCCA's members and child care workers to understand their workplace satisfaction, their views on recent policy changes and their expectations for the future of the sector.

Methodology

A 17-minute (average) online survey was conducted between February 4 and 18, 2025, with 830 child care workers and MCCA members responding. This survey was designed in collaboration with MCCA and tracked many of the same questions Probe posed of members and workers in 2016.

Sample

MCCA provided Probe with a contact database that included emails for approximately 4,280 MCCA members. These members received a unique link to the survey via email, along with two reminders. This netted 327 survey completes.

In addition, Probe and MCCA asked members to circulate an open, sharable link to the survey to colleagues, staff and other child care workers they knew. MCCA also shared the open link on its website and social media channels. This outreach netted an additional 503 survey completes.

Because this survey involves a sample of convenience, we cannot ascribe a margin-of-error. The survey was not randomly sampled, and we cannot be sure the responses are representative of the 8,800 child care workers in Manitoba.

However, a random and representative non-convenience sample of 327 MCCA members alone would have a margin of error of ± 5.2 percentage points, 19 times out of 20 (Finite Population Correction).

Similarly, a random and representative non-convenience sample of 830 child care workers in Manitoba would have a margin of error of ± 3.2 percentage points, 19 times out of 20 (Finite Population Correction), based on Statistics Canada's estimated total workforce of 8,800.

Profile of Respondents

	Total (N=830) (%)	Winnipeg (n=495) (%)	Rural (n=335) (%)
Gender			
Male	2	3	1
Female	97	97	98
Another gender identity	-	-	1
Age			
18 to 29	15	15	15
30 to 39	28	23	34
40 to 49	26	27	24
50+	32	35	27
Income			
<\$30K	8	8	7
\$30K-\$59K	30	33	26
\$60K-\$100K	35	33	37
\$100K+	27	26	29

Profile of Respondents

	Total (N=830) (%)	Winnipeg (n=495) (%)	Rural (n=335) (%)
Education			
<ECE diploma	25	26	25
ECE diploma	43	44	43
Post-diploma+	31	30	31
Other	1	1	1
Indigenous			
Yes	15	11	20
Born in Canada			
No	21	28	11
Racialized			
Yes	10	14	5

Profile of Respondents

	Total (N=830) (%)	Director (n=200) (%)	Supervisor/ Administrator (n=204) (%)	ECE (n=216) (%)	Assistant/ Trainee (n=144) (%)	Family Child Care (n=66) (%)
Gender						
Male	2	2	2	4	2	-
Female	97	98	98	96	96	100
Another gender identity	-	-	-	-	1	-
Age						
18 to 29	15	3	6	22	38	2
30 to 39	28	18	26	36	35	19
40 to 49	26	27	36	22	13	32
50+	32	51	32	21	15	47
Income						
<\$30K	8	-	-	6	33	11
\$30K-\$59K	30	8	36	44	36	28
\$60K-\$100K	35	38	35	37	25	36
\$100K+	27	54	29	13	7	25

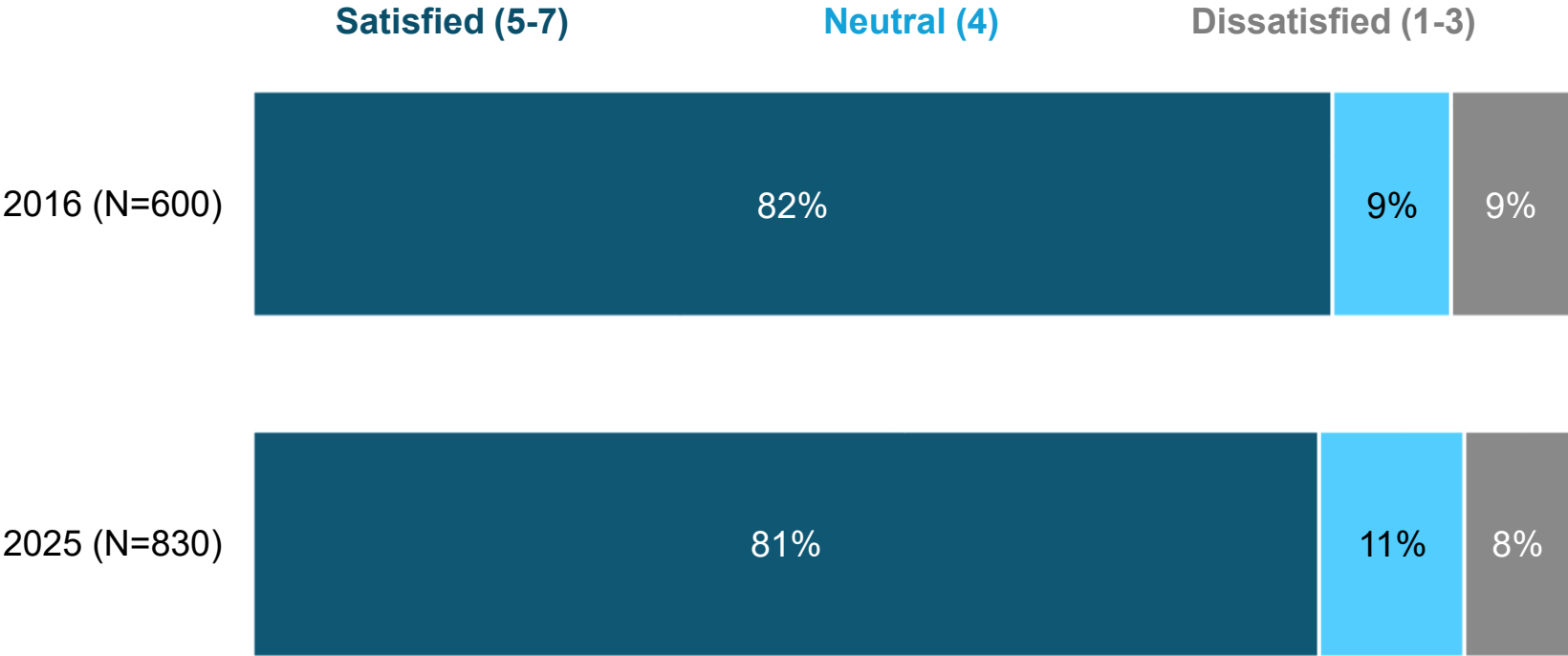
Profile of Respondents

	Total (N=830) (%)	Director (n=200) (%)	Supervisor/ Administrator (n=204) (%)	ECE (n=216) (%)	Assistant/ Trainee (n=144) (%)	Family Child Care (n=66) (%)
Education						
<ECE diploma	25	5	9	14	85	46
ECE diploma	43	35	53	68	7	38
Post-diploma+	31	59	38	17	7	14
Other	1	1	-	-	1	2
Indigenous						
Yes	15	15	15	15	15	14
Born in Canada						
No	21	9	14	23	36	42
Racialized						
Yes	10	5	6	13	17	19

Overall Job Satisfaction: Tracking 2016-2025

Job satisfaction has remained very stable since 2016

Q5. How satisfied are you with the following aspects of your current job? Please use the 7-point scale, where 1 means very dissatisfied and 7 means very satisfied... Your overall job satisfaction? (Base: All respondents)



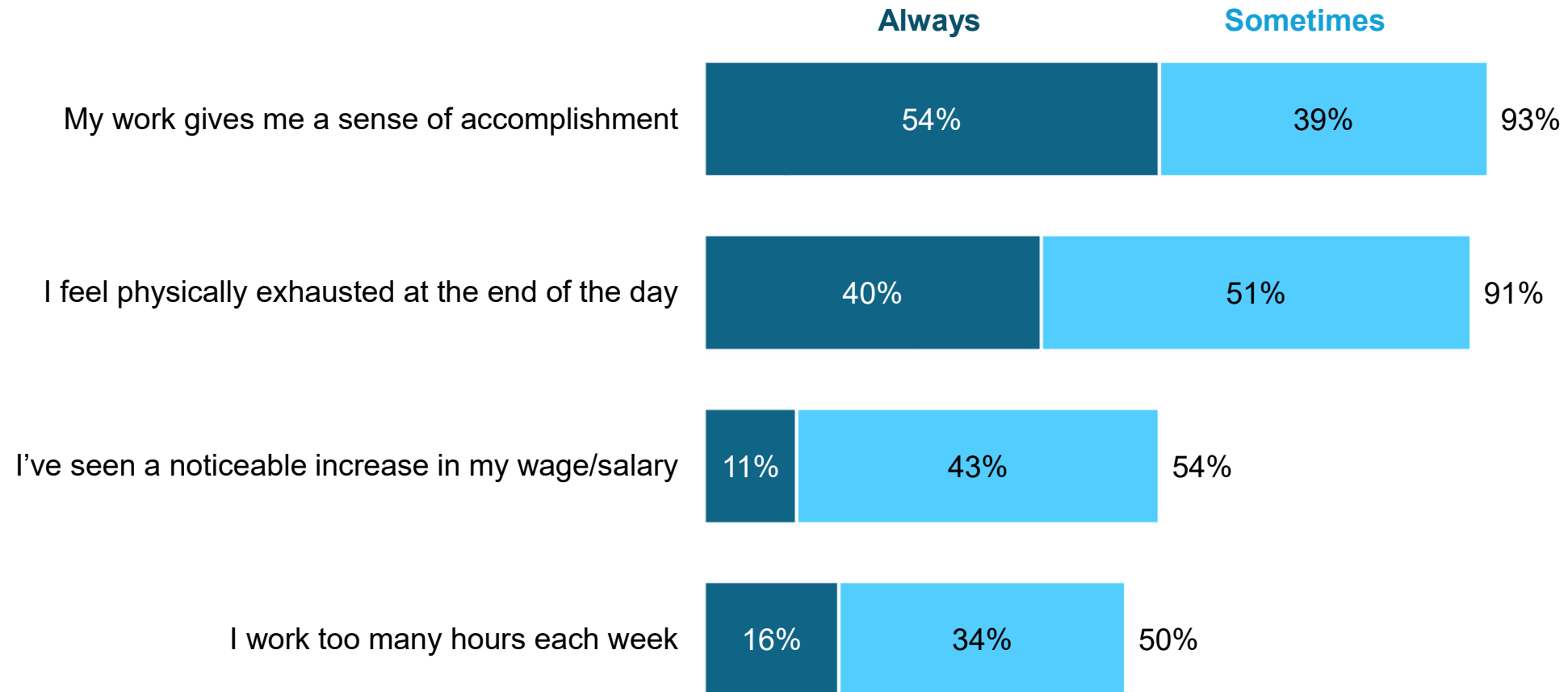
Satisfaction is higher among:

- Older, more experienced workers. For example, 88% of those 55+ are satisfied vs. 72% among those under 30.
- Directors (88% satisfied vs. 73% among ECEs).

Workload, Satisfaction and Pay

Most feel a sense of accomplishment at work, and over one-half have seen a noticeable pay hike

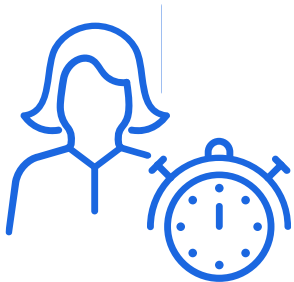
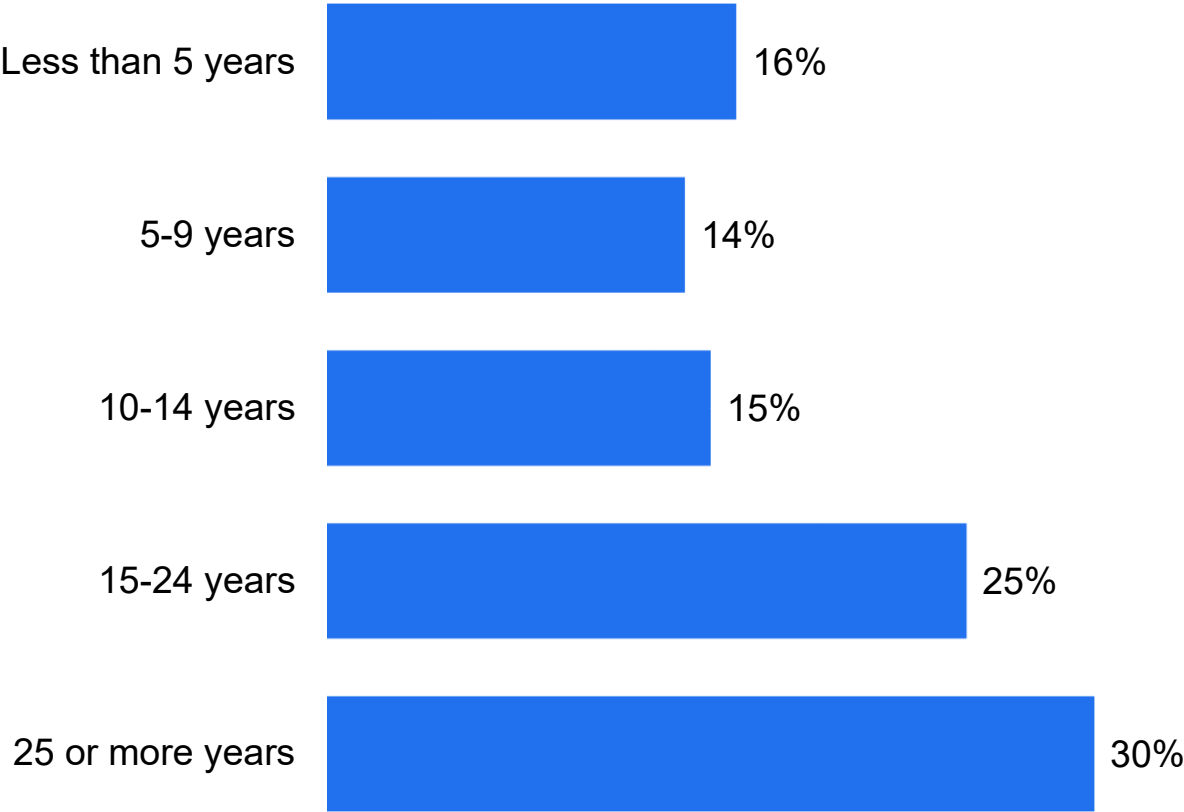
Q6. How often, if at all, do each of the following statements reflect how you feel about your work? (Base: All respondents, N=830)



Child Care Tenure

More than one-half of respondents have worked more than 15 years in a licensed child care

Q2. How many years have you worked in licensed child care? (Base: All respondents, N=830)



Average tenure

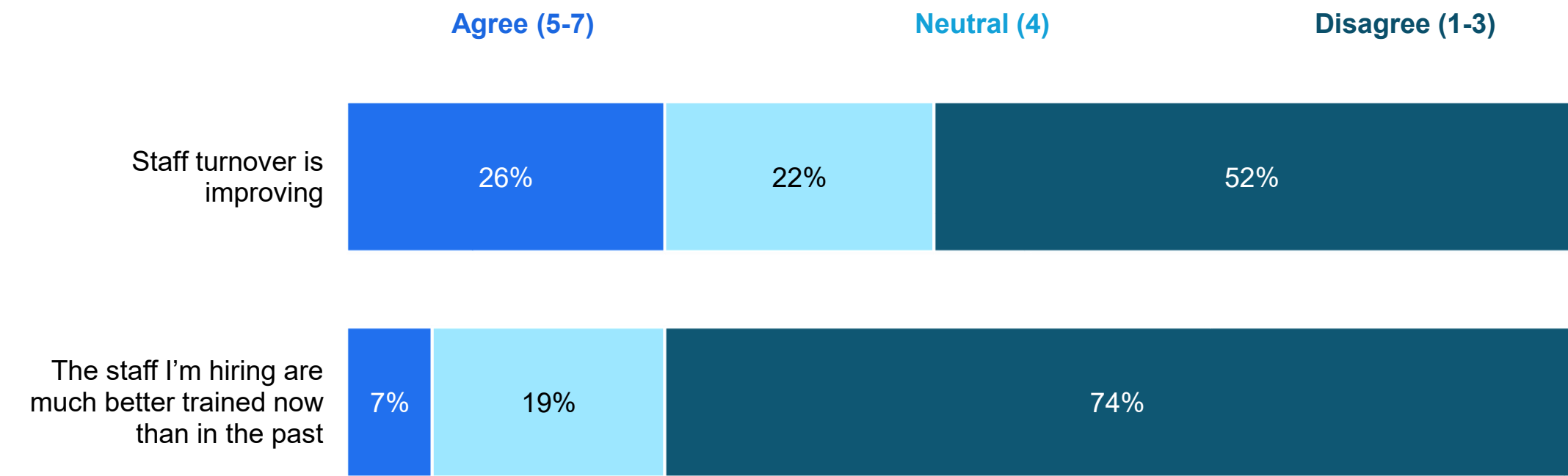
2016 = 14.7

2025 = 17.2

Staff Turnover and Training

Directors say staff turnover and training is not improving

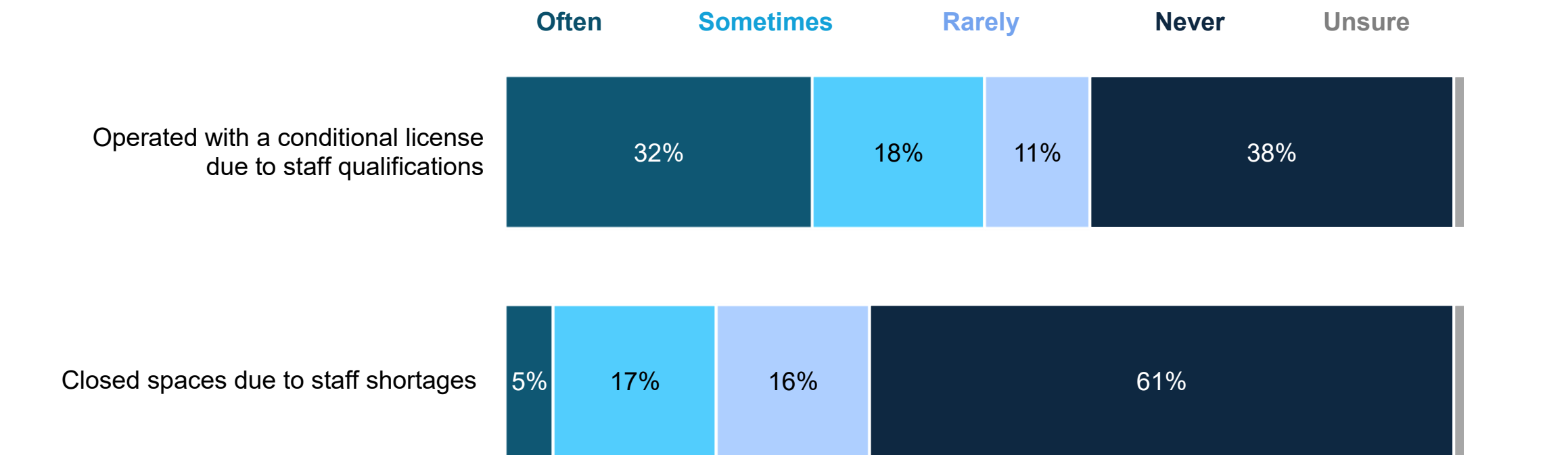
Q19. Do you agree or disagree with the following statements? Let's use the 1 to 7 scale where 1 means you strongly disagree, and 7 means you strongly agree. (Base: Child care centre directors, n=200)



Impact of Staffing Shortages

Staff shortages lead to space closures, and many directors often operate with a conditional license

Q17. In the last year, how often have you... (Base: Child care centre directors, n=200)





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