

Mount Carroll Childcare Feasibility Executive Summary

March 24, 2023

1. The City of Mount Carroll, Economic Development Corporation commissioned this study to determine the feasibility of a childcare center in Shimer Square. Based upon the following results, Triangle2 recommends moving forward with plans for the center, which will serve approximately 125 families in the community.
2. The results are based on 402 completed phone interviews, and 130 online surveys of moms of children ages 0-10. The target study area was a 30-minute drivetime from Shimer Square, which has a total population of 32,346, and a population of children ages 12 and younger of 9,506.
3. The Shimer Square location was found to be very or somewhat convenient by 97% in the online survey and 70% of those interviewed by phone.
4. 80% of the online respondents and 86% of phone respondents have interest in a full-day childcare/preschool at Shimer Square.
5. The most in-demand full-day programs are (1) Toddlers & 3-Year-Old preschool, (2) 4-year-old preschool and (3) Infants.
6. About half of the demand is for full-day programs.
7. The most important elements in choosing childcare are (1) Quality of Staff (2) Price (3) Location
8. The most important curricula to be included in a program are (1) social-emotional skills (2) School Readiness (3) Motor skills art.
9. 68% of respondents are very or somewhat interested in a before and/or afterschool program.

Projections

| Category | Participants |
|-----------------------------|---------------|
| Under 2 | 15-25 |
| Age 2 | 40-55 |
| Age 3 and Older | 30-45 |
| Total Early Learning | 85-125 |
| Before School | 50-60 |
| After School | 75-100 |