

# 2017 UW Market Rate Survey Results

## Why Conduct a Market Rate Survey?

- To find out how much child care costs in different settings and areas of Wisconsin
- To inform DCF where rates should be adjusted
- To fulfill federal CCDF plan reporting requirements (and CCDBG)
- To find out how Wisconsin Shares rates compare to private paying rates. What is the buying power of Wisconsin Shares?
- To assess how accessible child care slots are to families with Wisconsin Shares
- To help empower families receiving Wisconsin Shares with average pricing information so they can make informed consumer choices

## What Data Are Collected?

- Provider information: county, regulation type, capacity, ages served, number of children with subsidy (these come from DCF)
- Child care provider prices by age
- Child care provider hourly prices, daily prices, weekly prices, and monthly prices
- Child enrollment by age for each child care provider (to calculate slots and average price per slot)

## Which Providers Are Included?

- Regulated licensed and certified, full-day, full-week providers
- Having weekly, monthly, or daily prices (hourly prices are not converted)

## Understanding the Market Rate Survey Results

Term	Definition
Geography	The Wisconsin county. Prices vary by geographic area. Licensed providers in tribal territories are counted in the appropriate county.
Regulation type	Family providers include licensed family and certified providers. Group providers include licensed group and public school programs. Group centers tend to charge more.
Age group	Prices are broken down by age group: infants (0-1), toddlers (2-3), preschoolers (4-5), or school-age (6+). Wisconsin Shares pays differently by these age groups. Providers usually charge more for younger children.
County Maximum Subsidy Amount	Wisconsin Shares caps issuance at a maximum weekly subsidy amount that varies by county and type of care. Each county's 2017 maximum weekly subsidy amount by age group is listed. Federal TANF recommends that this be set at the 75 <sup>th</sup> percentile of the market rate.
Average price per slot	This is the statistical mean of weekly price for each available slot in the age group, regulation type, and county. Consider this an average weekly price, weighted by providers' available slots. It is possible that the average price listed is not charged by any provider, but is a composite of multiple providers' prices.
Regulated providers used for average	The number of regulated child care facilities whose surveys were received and used for calculating the average. When this number is low, we can have less

	confidence in how representative the prices are. When this number is high, we can have more confidence in the prices.
Regulated providers in county	The number of regulated child care facilities in the county for this setting of care (i.e., group centers or family providers).

## **How is this Market Rate Survey Different from Previous Surveys?**

- Survey was developed and administered by the University of Wisconsin Survey Center; previous surveys were administered by CCR&Rs as part of the Business information form.
- Survey was sent to all licensed group providers, licensed family providers, public school programs, and certified providers; previous surveys were sent to licensed group and licensed family providers only.
- Slots were calculated based on child enrollment; in previous survey analyses slots were calculated based on licensed capacity.
- Providers with more than 75% of children receiving subsidy were included in the results; these providers were excluded in previous result calculations.