

What is the Child Care Market Rate Survey?



The Wisconsin Shares child care subsidy program, funded through the Child Care Development Fund (CCDF), supports families across the state by funding a portion of the cost of child care, providing greater access to high-quality care and expanding options for eligible families. Subsidy rates are based in part on the results of an annual Market Rate Survey, which is completed by child care providers across Wisconsin.

To better understand the true cost of child care, which is often not what providers charge families and includes non-personnel expenses, workforce costs, and per child annual cost of care, at various levels of quality, DCF has completed an enhanced market rate survey process that not only considers the market rate survey (MRS) results but also includes a narrow cost analysis that captures additional cost information outside of the MRS. The information below provides a snapshot of the full 2022 Child Care Market Rate Survey Results report.

For more information and to read the full report, visit [DCF's website](#).

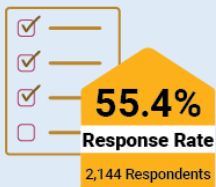
Methodology

The goal of the market rate analysis is to determine the variance of child care rates across the state based on the various provider types, age of children, and geographic location. The MRS child care rates and provider practices were obtained through two provider-based surveys.

1. The MRS data was obtained through the annual Business Information Form survey.
2. The provider practices data was obtained through a Narrow Cost of Care survey developed to capture additional costs related to child care.



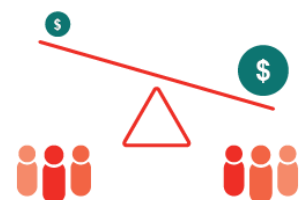
Market Rate Survey Results



The results show the prices of regulated child care in the private market throughout the state and compares them to the child care rates that are available to subsidy-eligible children. These results inform the Department of the “buying power” of subsidy-eligible families for child care slots across the state.

Workforce

Several ECE workforce studies have been completed and through the 2022 narrow cost analysis, the data shows that the current workforce salaries are significantly lower than similar positions within existing K-12 programs and positions that require the same educational attainment.



Per Child Annual Cost of Care

The graphs below highlight the true cost of care, which is often not what providers charge families. To keep rates affordable for families, providers often reduce staff compensation and/or benefits. These graphs underscore that parent fees alone cannot fund high-quality child care and new investments are needed.

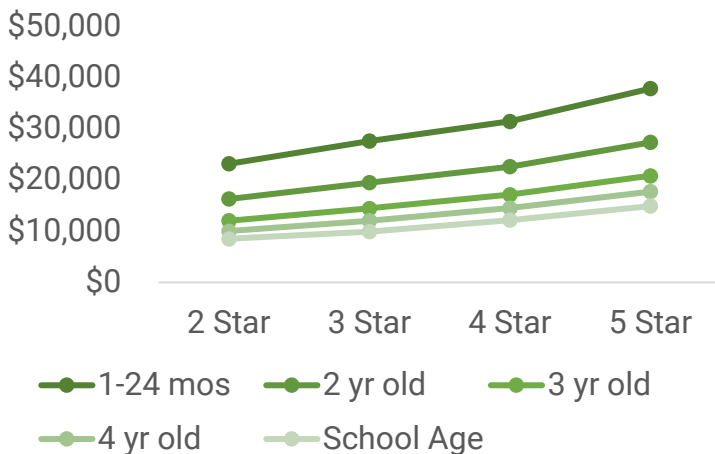


Based on survey results, the use of recommended salary and benefits scale and other publicly available data, the department calculated the annual child care costs based on YoungStar level, child age, and urbanicity.

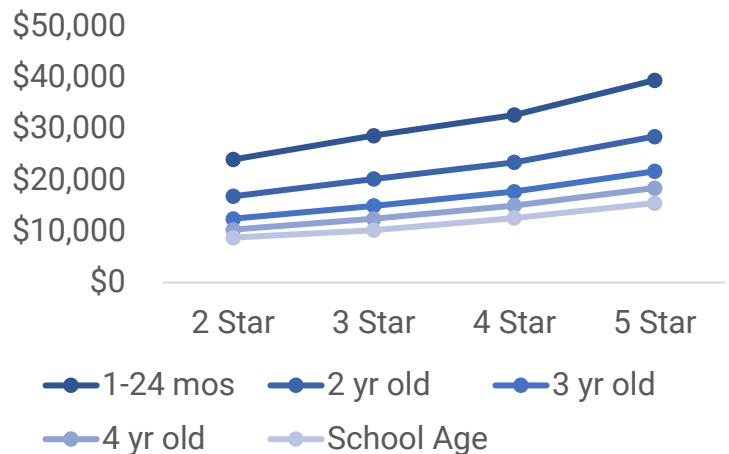
Licensed Family Providers



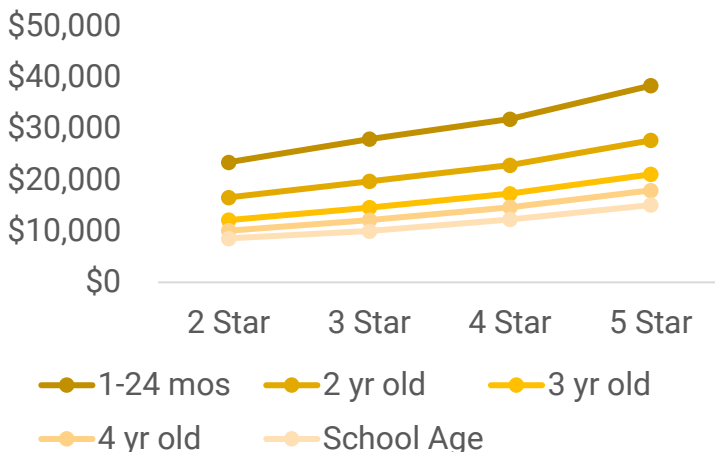
Zone A (0-24% urban)



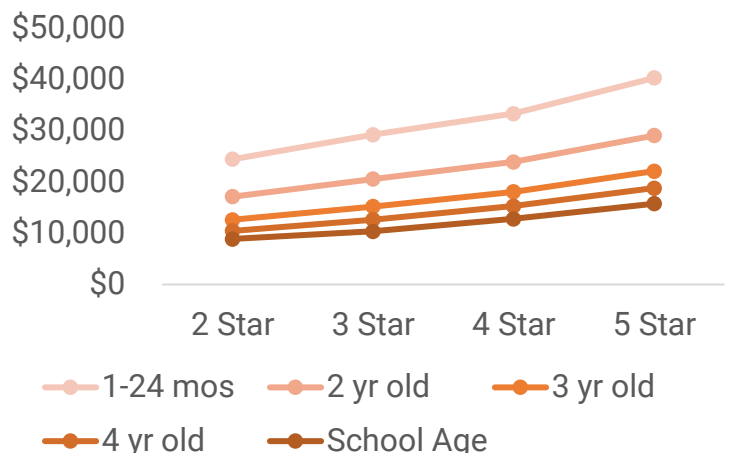
Zone B (24-49% urban)



Zone C (50-74% urban)



Zone D (75-100% urban)



Wisconsin Child Care Subsidy Rate Zones

