

Oklahoma Child Care Market Rate Report

2024

University of Oklahoma

Center for Early Childhood Professional Development
in collaboration with the
Center for Public Management



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General Information

Purpose

The 2024 Oklahoma Child Care Market Rate Survey was completed to support the Oklahoma lead agency in complying with regulations issued by the Office of Child Care (OCC), Administration for Children and Families (ACF), Department of Health & Human Service (HHS). The revised final rule became effective November 28, 2016, to address the child care provisions in the Personal Responsibility and Work Opportunity Reconciliation Act (PRWORA) of 1996. The designated lead agency in Oklahoma, the Oklahoma Department of Human Services (OKDHS), receives Child Care Development Funding (CCDF) for child care activities identified within the state plan. Title 45, Part 98.45 of the Code of Federal Regulations requires the lead agency to certify rates as sufficient to provide equal access to stable, high-quality child care for low-income children.

The 2024 Oklahoma Child Care Market Rate Survey (Survey) does not independently meet the reporting requirements for equal access under Title 45, Part 98.45. The Survey is to be used only as a data source representing private pay child care market rates as compiled through a telephone survey of child care providers licensed by the Oklahoma Department of Human Services. All assessments, projections, consultations, rate setting, cost analysis, policy determinations, opinions, reporting, publications and all other duties required by regulation are the sole responsibility of the lead agency. The survey complies with the following sections of the requirements:

CFR Title 45 Part 98.45(d)(1)

The market rate survey reflects (consideration to) variations by geographic location, category of provider, quality rating, and age of child.

CFR Title 45 Part 98.45(d)(2)(ii)

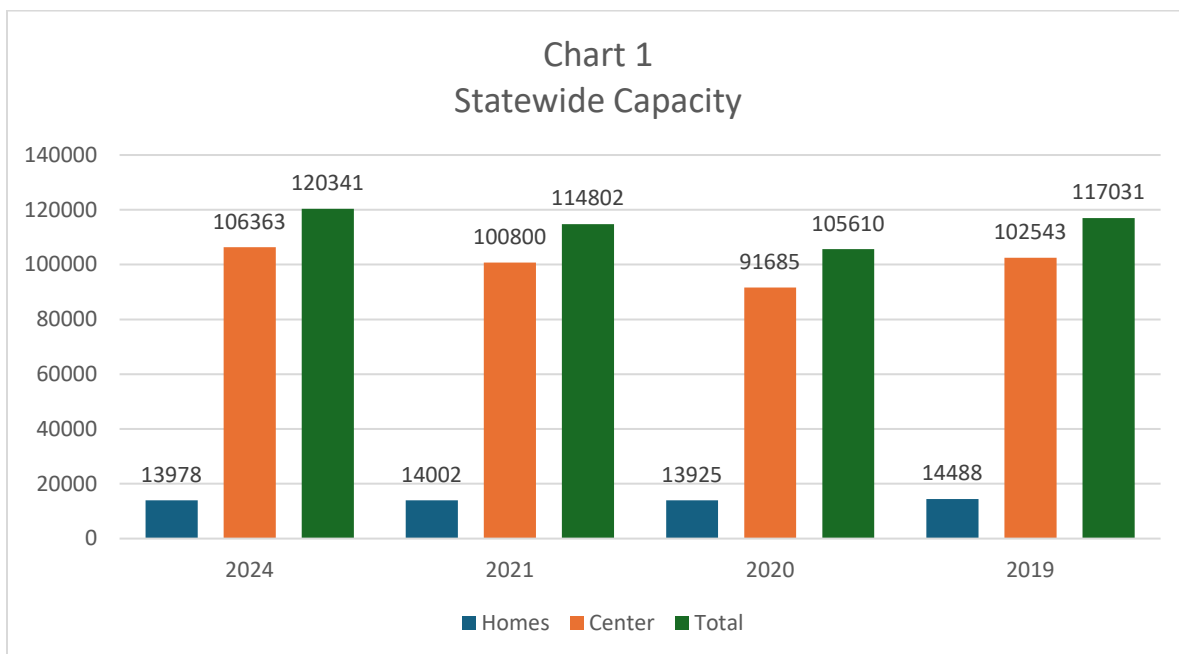
Quantifies the percentage of child care slots where the provider's price exceeds the subsidy amount; calculates the mean and median rate; and provides the rate needed to access 75% of paid slots.

Oklahoma Child Care Demographics

Child Care Capacity

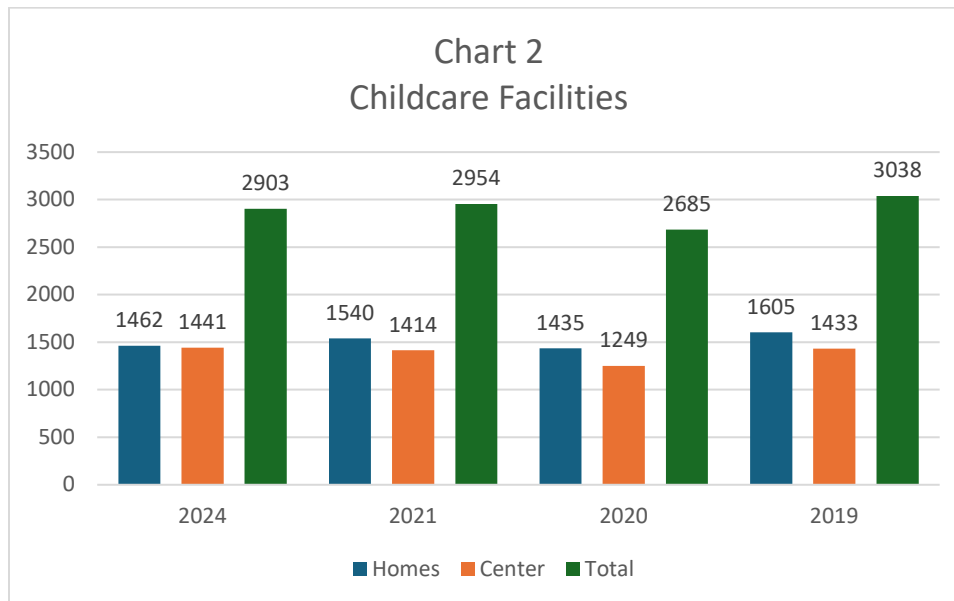
The OKDHS Child Care Services provided point in time data from June 2024 showing Oklahoma’s child care facilities with a licensed capacity of 120341. The data outlined total capacity per provider by primary facility type. Of that number, 106,363 slots are in child care centers and 13,978 in child care homes.

The overall statewide capacity in 2024 is higher than the licensed capacity in each of the previous years that the survey was performed from 2019 onward. There is an increase of 5,539 slots for a 4.8% increase in capacity over the 2021 capacity. This is driven by a 5.5% (5,553 slots) increase in the capacity of centers over the 2021 center capacity. The capacity is higher in 2024 than in any of the previous years illustrated in Chart1. The number of slots in homes showed a slight decline from 2021 to 2024, although it is higher than the number of slots in homes in the 2020 survey.



Child Care Facilities

The number of licensed child care facilities continues to decline to a low of 2,903 in 2024 when compared to 2021. This is a reduction of 51 facilities (1.7%) from 2021. While the number of licensed centers has increased slightly from 2019 through 2024, the number of licensed homes has declined.



Oklahoma Quality Rating and Improvement System (QRIS): Stars Program

- <https://oklahoma.gov/okdhs/services/child-care-services/qris.html>

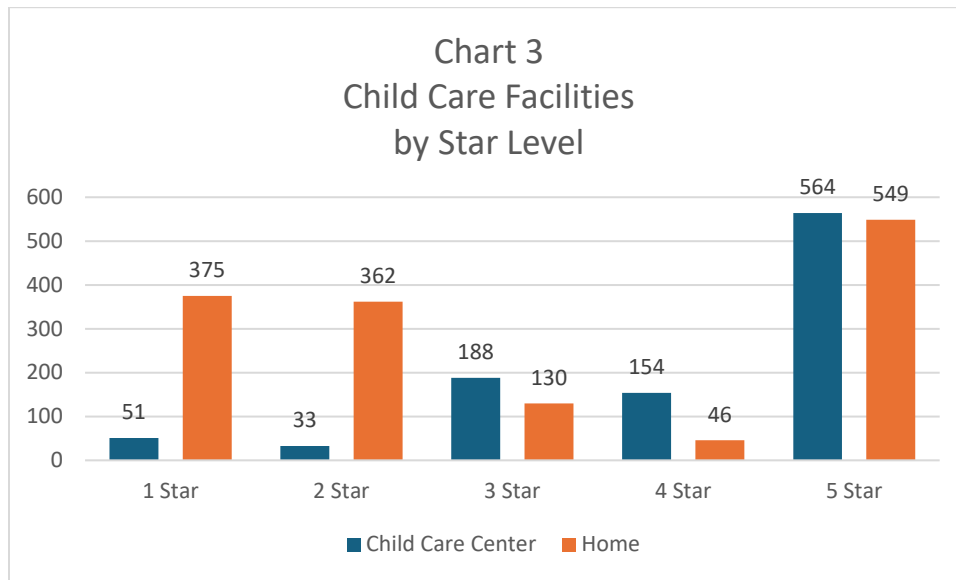
The Stars Program defines and maintains standards of quality beyond minimum licensing requirements using practice and evidence quality criteria. The goals of the program are:

- To increase the education and competency levels of child care providers.
- To increase access to quality child care for children receiving subsidized care.
- To provide a system for parents to evaluate the quality of child care services.

The current system is built on a 5 star rating system. This rating system applies to both child care centers and family child care homes. Child care providers are able to apply for their desired level. The levels are:

- 1 Star: Program meets minimum licensing requirements.
- 2 Star: The facility meets all 1 star criteria and additional quality criteria such as enhanced education and training for staff (i.e. enhanced education and training in child development).
- 3 Star: All 1 and 2 Star criteria are met and additional quality criteria are provided (i.e. providing rich hands on activities and equipment) and sharing the information with families.
- 4 Star: All 1, 2, and 3 Star criteria are met and additional quality criteria are provided (i.e. lesson plans that meet the interests and developmental needs for each child and regular program-wide activities promoting basic skills and higher-level thinking).
- 5 Star: All 1, 2, 3, and 4 Star criteria are met and additional quality criteria are provided (i.e. a choice of five or more program wide practices such as working with schools about children's health and wellness needs).

Chart 3 represents the number of homes and child care centers by star level. This chart focuses on those facilities that were identified as part of the target population to be surveyed. A comparison to previous years is not possible due to changes in the Star program rating system implemented on June 1, 2022.



Organizations

Oklahoma families utilizing child care have benefitted from the ongoing missions of the University of Oklahoma’s Center for Early Childhood Professional Development (CECPD) and the Oklahoma Department of Human Services’ Child Care Services (CCS). Their innovative work, dedication and initiatives have improved the safety and quality of child care through provider training and support of quality and safety-based initiatives. The 2024 Market Rate Survey is the result of a collaboration between these organizations.

Market Rate Defined

CFR Title 45 Part 98.45a stipulates that:

The Lead Agency shall certify that the payment rates for the provision of child care services under this part are sufficient to ensure equal access, for eligible families in the area served by the Lead Agency, to child care services comparable to those provided to families not eligible to receive CCDF assistance or child care assistance under any other Federal, State, or tribal programs.

The agreed upon price is evidenced by actual enrollment at the pricing point. The market rate is not: 1) the rate established by OKDHS for child care subsidies; 2) the rate offered by facilities with no public access; or 3) the rate reported by facilities receiving significant financial subsidies from government through the Head Start program.

2024 Child Market Rate Survey

OKDHS Child Care Services provided the child care facility data used in this analysis. The full data set of licensed child care facilities contained 2,903 child care facilities including both centers and homes. There were 1,462 Child Care Homes and 1441 Child Care Centers as shown in Table 1.

Per Oklahoma Statute, all child care facilities must be licensed by CCS. For rate purposes, CCS identifies two categories of settings, child care homes and child care centers. However, for licensing purposes, CCS separately identifies large family child care homes (LFCCH) and family child care homes (FCCH). There are specific requirements differentiating LFCCH and FCCH with the major difference being staffing levels and the maximum number of children allowed in care. LFCCH may care for up to twelve children at one time, while FCCH are limited to no more than seven. Child care centers may care for any number of children if all requirements are met by the center. CCS identifies centers by type such as part-day, permit, day camp, drop-in, and out of school care. Table 1 illustrates the distribution of child care homes and centers licensed by CCS.

Table1: Child Care Facilities in Oklahoma in 2024

Homes	1462
Centers	1441
Total	2903

Market Target Rate Population

Child Care Centers: After exclusions there were a total of 990 child care centers in the target population. Head Start facilities and centers with part-day, permit, day camp, drop-in, out of school licensure were excluded from the survey.

Child Care Homes: The number of licensed child care homes across all star levels is 1,462. Homes that were part-day, permit, day camp, drop-in, out of school licensure were excluded from the survey.

Table 2 identifies the number of child care homes and centers licensed by Child Care Services in 2024 that were included in the market rate survey.

Table 2: Child Care Facilities in Target Population

Homes	1462
Center	990
Total	2452

Market Rate Survey Statistical Validity

To determine statistical validity, the margins of error percentage for each full-time rate offered by OKDHS were calculated at the 95% confidence level.

The survey data rates were reported in terms of daily, weekly, monthly, biweekly, and bimonthly rates. Daily rates were calculated for reporting purposes. DHS rates were reported based on daily rates reported by [OK2023Rates.pdf \(americorpschildcare.com\)](#). Weekly rates were divided by 5 to calculate a daily rate. Monthly rates were divided by the maximum number of days eligible for reimbursement.

Survey Administration

Demographic data for child care facilities was provided by OKDHS. The University of Oklahoma Center for Public Management (CPM) was contracted to provide interviewers to contact the facilities. Unlike in previous years, there was no prior contact with facilities indicating that they would be contacted by interviewers.

CPM provided all necessary equipment to interviewers in order to conduct the survey. Interviews were conducted by telephone. In the initial phase, three calls were attempted before a home/center was dropped from the data set as unable to contact. In order to maximize the number of participating providers, a second phase of phone contacts were attempted approximately three weeks after the initial phase with two additional phone contact attempts.

The results of the phone interviews were categorized as:

- No Longer in Business – After contacting the facility the interviewer was informed that the facility was no longer in business.
- Wrong Number – The interviewer was informed that they had contacted a wrong number.
- Refused – The facility specifically refused to provide information related to rates or enrollment information.
- Unable to contact – After a minimum of three attempts the interviewer was unable to contact anyone at the facility.
- Disconnected – After contacting the facility, the call was terminated.
- Participate – The facility provided enrollment and rate information to the interviewer by age group.

Methodology

Rate information was collected from each provider completing the survey. It was reported on a daily, weekly, biweekly, monthly, or bimonthly basis as told by the provider contacted. The Total Statewide Capacity was calculated using the data provided by OKDHS for all licensed homes and licensed centers in the state of Oklahoma. The number of filled slots was collected from the providers surveyed by age category.

Mean and median value rates were calculated for each age group by facility type and star level. The validity of the data was determined at the .05 level and results that were determined to be statistically significant were eliminated from any further analysis. Grand means and medians were calculated across all categories for both homes and centers.

For both child care centers and homes, the data was sorted and ranked by rate from low to high. Based on the OKDHS rates the percentage of slots that OKDHS could purchase (based on the facilities total capacity) were determined by age group and star level. A similar process was used to determine the rate that OKDHS would have to utilize in order to purchase 75% of all filled slots.

Survey Limitations

General Limitations

The 2024 Oklahoma Child Care Market Rate Report was designed and compiled using similar techniques in the 2021 report and replicates many of the tables, charts and appendices of that report when possible.

Dependence on Facility Reporting

The accuracy of the report is dependent on child care facilities accurately reporting their full-time rates and the number of children in care. The report relies upon the information, as reported, to compile data, create rate summaries and develop tables. Inaccuracies reported by facilities in terms of rates and or the number of children in care could affect results.

Survey Responses

The target population contained 2,452 facilities. After removing facilities that were no longer in business and that had no telephone, the final sample size was 2,431 facilities. After removing those facilities that surveyors were unable to contact and those that refused to participate or terminated the call, the total number of survey participants was 1,527 for a response rate of 62.8%. The following two tables represent the response rate by homes and centers and a comparison of the response rate by year.

Table 3A: Survey Outcomes and Response Rate by Provider Type

	Home	Center	Total
Total Facilities in Population	1462	990	2452
Less: Ineligible - Not in Business	18	3	21
Less: No Telephone/Wrong Number	49	25	43
Eligible Facilities	1395	962	2431
Less Refusals & Terminations	267	214	481
Less: Unable to Contact	284	139	423
Completed Surveys	844	609	1527
Response Rate	60.5%	63.3%	62.8%

Table 3B: Survey Outcomes and Response Rate – All Facilities 2012, 2014, 2021, and 2024

	2012	2014	2021	2024
Total Facilities in Population	2994	2937	2134	2452
Less: Ineligible - Not in Business	41	28	28	21
Less: No Telephone/Wrong Number	160	220	27	43
Eligible Facilities	2793	2689	2079	2431
Less Refusals & Terminations	528	363	319	481
Less: Unable to Contact	606	542	444	423
Completed Surveys	1659	1784	1316	1527
Response Rate	59.4%	66.3%	63.3%	62.8%

The Stars program was updated in June 2022 to its current 5 star system. The survey population by star level and provider type are shown in the following table.

Table 4: Population by Provider Type and Star Rating

Star Level	Child Care Center	Home	Total
1 Star	51	375	426
2 Star	33	362	395
3 Star	188	130	318
4 Star	154	46	200
5 Star	564	549	1113
Total	990	1462	2452

Statewide Market Rate Survey Results

Appendix A illustrates the results of the 2024 Oklahoma Child Care Market Rate Survey for the specified full-time rate categories. Each rate category includes the mean, median and current child care subsidy rate offered by OKDHS. Each category also includes the calculated number of slots that OKDHS can purchase based on their published rates, as well as the subsidy rate that would be needed to purchase 75% percent of filled slots.

Key Findings

The overall number of licensed child care facilities has declined since the 2021 survey due to a decrease in the number of homes. The number of child care centers has actually increased from 2021 to 2024. Despite the decline in licensed facilities, the total capacity of the system has increased with the increase in the number of child care centers. The ability to fill slots at the OKDHS subsidized rate is highest among 4 and 5 star level facilities. This is particularly true with younger age groups, 3 or younger.

Appendix A: 2024 Market Rates by Facility Type

Child Care Centers

Age	Star Level	Filled Slots	Mean	Median	DHS Rate	% of Slots DHS Can Buy	Rate to Equal or Exceed 75%
Infant	1	178	\$50.87	\$45.80	\$20.00	0.0%	\$71.59
	2	173	\$42.06	\$44.32	\$22.80	14.8%	\$65.00
	3	291	\$39.30	\$40.00	\$38.00	34.7%	\$52.00
	4	284	\$47.53	\$44.00	\$44.00	44.7%	\$57.40
	5	1002	\$45.03	\$44.70	\$50.60	61.5%	\$55.60
	Totals	1928	\$44.81	\$43.95		48.6%	
Toddler	1	266	\$47.34	\$40.80	\$20.00	0.0%	\$69.05
	2	242	\$40.73	\$41.44	\$21.80	8.9%	\$50.00
	3	383	\$35.29	\$35.00	\$33.60	56.1%	\$46.00
	4	340	\$46.30	\$41.00	\$41.80	60.0%	\$54.00
	5	1219	\$42.34	\$40.00	\$48.10	71.5%	\$52.00
	Totals	2450	\$42.17	\$39.59		63.6%	
2 Years Old	1	387	\$45.90	\$41.00	\$17.20	0.0%	\$65.60
	2	268	\$38.10	\$37.64	\$19.60	8.7%	\$45.00
	3	471	\$33.36	\$32.00	\$31.50	35.6%	\$41.00
	4	381	\$40.99	\$37.00	\$35.90	37.3%	\$50.00
	5	1517	\$38.67	\$37.00	\$41.30	55.7%	\$47.40
	Totals	3024	\$39.01	\$36.79		43.8%	
3 Years Old	1	393	\$43.99	\$40.52	\$17.20	0.0%	\$63.20
	2	362	\$36.69	\$35.63	\$19.60	8.6%	\$43.00
	3	476	\$32.15	\$31.50	\$31.50	42.9%	\$41.00
	4	406	\$38.02	\$35.00	\$35.90	49.6%	\$44.00
	5	1668	\$38.32	\$36.00	\$41.30	62.8%	\$45.40
	Totals	3305	\$37.89	\$35.73		43.6%	
4 Years Old	1	312	\$42.63	\$39.03	\$17.00	0.0%	\$58.66
	2	240	\$37.62	\$38.00	\$18.50	0.0%	\$43.00
	3	386	\$30.10	\$30.00	\$22.80	3.7%	\$40.00
	4	310	\$35.27	\$33.00	\$25.20	11.1%	\$43.88
	5	1210	\$34.79	\$33.00	\$29.00	17.8%	\$42.00
	Totals	2458	\$35.39	\$33.78		12.3%	
5 Years Old	1	174	\$38.52	\$37.00	\$17.00	1.4%	\$57.00
	2	144	\$34.66	\$32.74	\$18.50	0.0%	\$40.23
	3	234	\$27.82	\$25.00	\$22.80	20.5%	\$35.00
	4	168	\$29.13	\$28.50	\$25.20	34.9%	\$34.00
	5	800	\$31.58	\$29.60	\$29.00	39.0%	\$38.40
	Totals	1520	\$31.82	\$29.91		30.3%	
School Age	1	208	\$34.40	\$31.01	\$13.80	0.0%	\$47.60
	2	282	\$28.66	\$25.50	\$16.10	0.0%	\$32.00
	3	448	\$23.74	\$23.00	\$18.80	27.4%	\$28.00
	4	434	\$25.64	\$25.00	\$20.70	34.6%	\$32.00

	5	1403	\$27.91	\$26.00	\$23.80	21.8%	\$33.20
	Totals	2775	\$27.44	\$25.68		22.0%	

Child Care Homes

Age	Star Level	Filled Slots	Mean	Median	DHS Rate	% of Slots DHS Can Buy	Rate to Equal or Exceed 75%
Infant	1	156	\$30.94	\$31.00	\$20.00	0.0%	\$39.00
	2	126	\$35.97	\$34.00	\$20.70	8.9%	\$40.00
	3	58	\$33.11	\$31.50	\$28.60	56.1%	\$39.00
	5	185	\$50.10	\$40.00	\$45.40	71.4%	\$50.00
	Totals	525	\$39.14	\$34.95		60.2%	
Toddler	1	189	\$31.94	\$30.50	\$20.00	7.9%	\$38.00
	2	171	\$33.47	\$32.67	\$20.70	2.3%	\$36.95
	3	60	\$30.80	\$30.00	\$28.60	40.2%	\$37.50
	4	12	\$38.29	\$38.50	\$39.50	50.0%	\$44.34
	5	226	\$49.62	\$40.00	\$45.40	65.5%	\$50.00
	Totals	658	\$38.42	\$34.43		33.2%	
2 Years Old	1	254	\$33.26	\$30.00	\$17.20	7.8%	\$37.64
	2	229	\$33.42	\$30.00	\$18.50	2.7%	\$35.00
	3	72	\$33.45	\$29.50	\$26.50	32.9%	\$35.00
	4	18	\$35.04	\$34.00	\$36.00	61.7%	\$40.00
	5	253	\$47.03	\$36.95	\$41.40	65.4%	\$46.60
	Totals	826	\$37.58	\$32.17		33.0%	
3 Years Old	1	221	\$32.24	\$30.00	\$17.20	7.3%	\$36.95
	2	189	\$31.26	\$30.00	\$18.50	1.5%	\$35.00
	3	86	\$30.51	\$28.48	\$26.50	39.8%	\$35.00
	5	259	\$41.39	\$35.00	\$41.40	74.2%	\$42.00
	Totals	755	\$34.94	\$31.54		38.4%	
4 Years Old	1	182	\$32.26	\$30.00	\$16.20	6.8%	\$36.95
	2	118	\$32.22	\$30.00	\$18.50	2.1%	\$35.00
	3	56	\$32.49	\$29.00	\$22.80	18.1%	\$37.00
	4	17	\$29.57	\$29.70	\$26.60	34.5%	\$32.00
	5	164	\$37.40	\$35.00	\$30.60	35.4%	\$40.00
	Totals	537	\$33.76	\$31.41		18.4%	
5 Years Old	1	51	\$28.11	\$25.50	\$16.00	15.6%	\$33.00
	2	42	\$35.01	\$30.00	\$18.50	0.0%	\$35.00
	3	22	\$28.59	\$25.75	\$22.80	33.7%	\$30.00
	4	8	\$32.17	\$31.00	\$26.60	0.0%	\$35.00
	5	74	\$41.34	\$35.00	\$30.60	38.9%	\$40.00
	Totals	197	\$34.77	\$30.28		24.6%	
School Age	1	72	\$25.84	\$25.00	\$13.00	11.2%	\$30.00
	2	83	\$24.67	\$25.00	\$13.70	5.4%	\$29.00
	3	29	\$29.92	\$24.35	\$18.20	28.2%	\$30.00
	4	9	\$33.15	\$33.00	\$20.70	0.0%	\$36.00
	5	77	\$42.61	\$32.00	\$23.80	13.2%	\$40.00
	Totals	270	\$30.94	\$27.19		12.7%	

Appendix B: 2024 Market Rate Survey Call Questions

Select Your Surveyor ID

Enter Call Status:

- Call Answered
- Busy
- No Answer

Introduction Script

Hello, my name is (surveyor) and I'm calling with the University of Oklahoma's Center for Early Childhood Professional Development. May I speak with the Director or someone who can provide feedback for the 2024 Child Care Market Rate Survey? The Child Care Market Rate Survey takes less than 5 minutes to complete and will help to determine the market rates for child care in Oklahoma. The information you provide is confidential and your facility will not be individually identified. The aggregate data is used by DHS to assess if their subsidy rates are sufficient to allow families choices and access to child care. You're under no obligation to participate, you may stop at any time and your decision will not be reported to DHS. Will you participate in this short survey to help determine Oklahoma's child care rates?

Participation Opt-in:

- Participate – *Begin Survey*
- Disconnected
- Wrong Number
- Refused – *Skip to survey end*
- No longer in business

Private Pay Children:

This survey seeks information for private pay children who are in care four or more hours per day. Please do not include children whose care is paid by child care subsidy or are in care less than four hours per day. Do you have children in care four or more hours per day who are private paid?

Private Pay Children:

- Yes
- No - Okay, thank you very much for your time. *Survey End*

Market Rate Survey – Part 1

Are your rates based on daily, weekly, or monthly care?

- Daily
- Weekly
- Monthly
- Every 2 weeks (biweekly)
- 2 times per month (bimonthly)

Do you charge an enrollment or registration fee?

- Yes
- No

If Yes to above – how much do you charge for enrollment or registration?

Market Rate Survey – Part 2

UNDER 1 YEAR

Recalling this survey is only seeking information for private pay children, how many children under the age of one year old are in your care more than four hours per day?

If >0 above, how much do you charge to care for these children under one year?

1 YEAR OLD

How many private pay children who are one year old are in your care more than four hours per day?

If >0 above, how much do you charge to care for these one year old children?

2 YEARS OLD

How many private pay children who are two years old are in your care more than four hours per day?

If >0 above, how much do you charge to care for these two year old children?

3 YEARS OLD

How many private pay children who are three years old are in your care more than four hours per day?

If >0 above, how much do you charge to care for these three year old children?

4 YEARS OLD

How many private pay children who are four years old are in your care more than four hours per day?

If >0 above, how much do you charge to care for these four year old children?

5 YEARS OLD

How many private pay children who are five years old are in your care more than four hours per day?

If >0 above, how much do you charge to care for these five year old children?

6 YEARS OLD OR OLDER

How many private pay children who are six years old or older are in your care more than four hours per day?

If >0 above, how much do you charge to care for these six years or older children?

Survey End - The survey is complete. Thank you for your time.