



2021

Oklahoma Child Care Market Rate Report



Prepared by
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THE POWER OF KNOWLEDGE

2021 Oklahoma Child Care Market Rate Report

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GENERAL INFORMATION

Purpose

The 2021 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 2021 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)

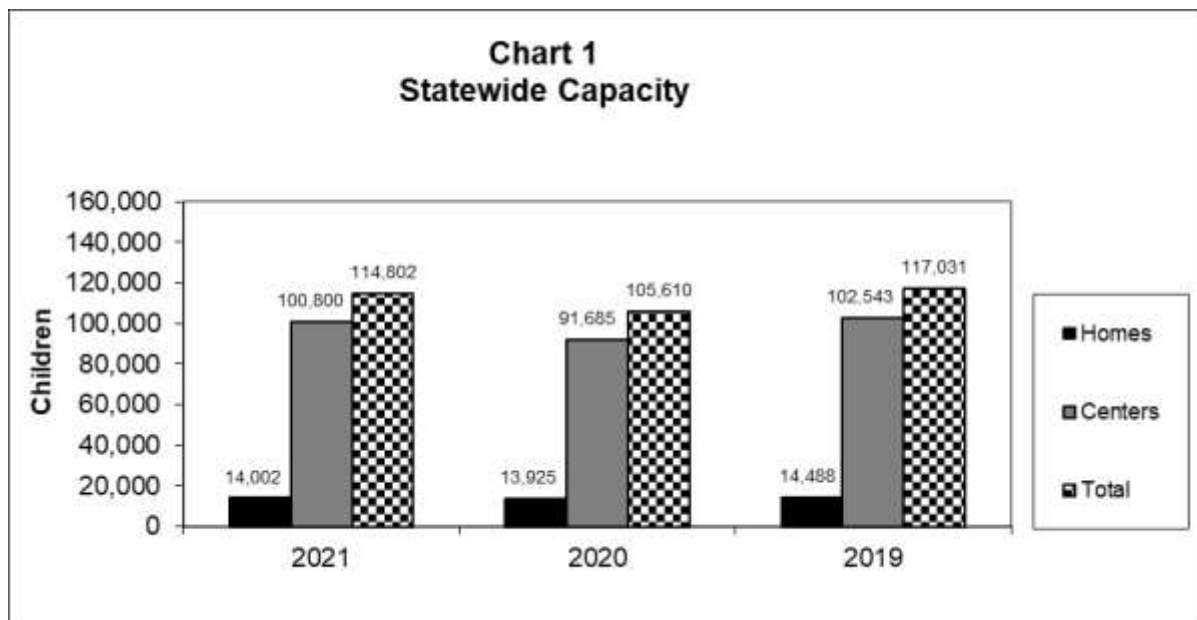
Quantifies the percentage of child care slots where the providers price exceeds the subsidy amount; calculates the mean and median rate; and provides the rate needed to access 75% of paid slots.

Oklahoma Child Care Demographics

Child Care Capacity

The OKDHS Child Care Services provided point in time data from January 2021 showing Oklahoma's child care facilities with a licensed capacity of 114,802, with 100,800 slots in child care centers and 14,802 in child care homes.¹

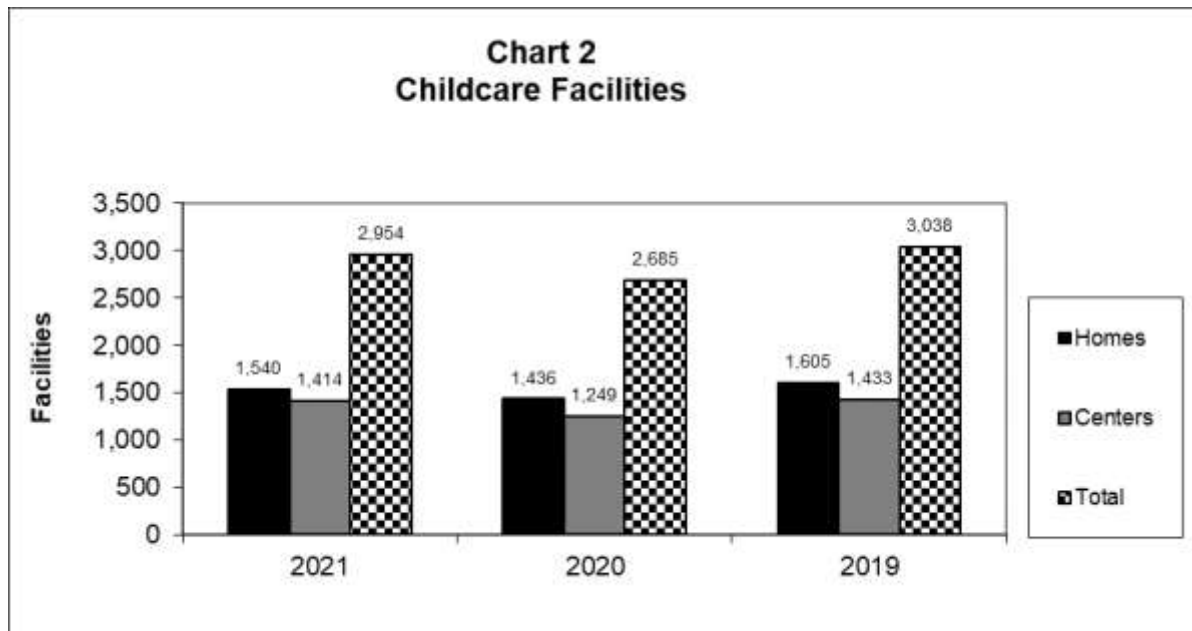
Although lower than 2019 levels, the 2021 point in time total represents an increase of 8.7% greater than the 2020 level of 105,610. The increase in capacity between 2020 to 2021 was primarily a result of child care centers increased capacity from 91,685 to 100,800 for a net gain of 9,115. Homes remain relatively stable with a gain of 75 slots from 13,925 to 14,002.¹



Child Care Facilities

The number of licensed child care facilities has been in a generally decline since 2012 when the number of facilities exceeded 4,000. At a point in time during January 2021, OKDHS Child Care Services reported the number of Oklahoma's child care facilities at 2,954, with 1,540 child care homes and 1,414 homes.¹

Although lower than 2019 levels, the 2021 point in time total represents an increase of 10% greater than the 2020 level of 2,684. The increase in the total number of facilities was spread equally between centers and homes. During this period, homes increased by 104 from 1,436 to 1,540 while centers increased by 165 from 1,249 to 1,414. Although the number of centers was similar to homes, the capacity of centers grew at an increased rate.¹



Child Care Quality Incentive – Reaching for the Stars

From the OKDHS Publication Reaching for the Stars:
<http://www.okdhs.org/OKDHS%20Publication%20Library/99-39.pdf>

Reaching for the Stars is the name of Oklahoma’s Quality Rating and Improvement System (QRIS). Oklahoma was the first state in the nation to implement a QRIS. The majority of other states have now implemented some form of a quality rating and improvement system. The Reaching for the Stars program is for all child care providers who are shaping the lives of children and the future of our state.

Our goal is for each provider to Reach for the Stars, grow professionally and be recognized for their accomplishments, for parents and the public to recognize and value quality practices, and for all of Oklahoma's children to benefit from the highest quality early childhood experiences.

What is a Quality Rating and Improvement System? A QRIS is a method to assess, improve, and communicate the positive practices in early care and education settings. The criteria used in QRIS have been developed from research and what is universally considered to be quality care.

Oklahoma's Quality Rating Improvement System was designed to assist individual providers in improving the care and education they provide for children, raise the professional development level of child care providers, and increase parents' awareness of the importance of positive practices in child care. Child Care Services (CCS) is committed to providing the resources and incentives needed to increase Star levels. Please consult your Licensing Specialist or Stars Outreach Specialist (SOS) to determine how you can join other child care providers in enhancing and improving child care in Oklahoma.

Three Star: An owner must apply for and meet all 1, 1+ and 2 Star criteria and 1) be accredited by one of the approved national accrediting agencies or 2) be a Head Start meeting the Head Start Performance Standards.

Two Star: An owner must either apply and meet all 1, 1+ and 2 Star criteria or meet licensing status and compliance and be accredited by a national accrediting body approved by CCS or a Head Start grantee and compliant with Head Start Performance Standards.

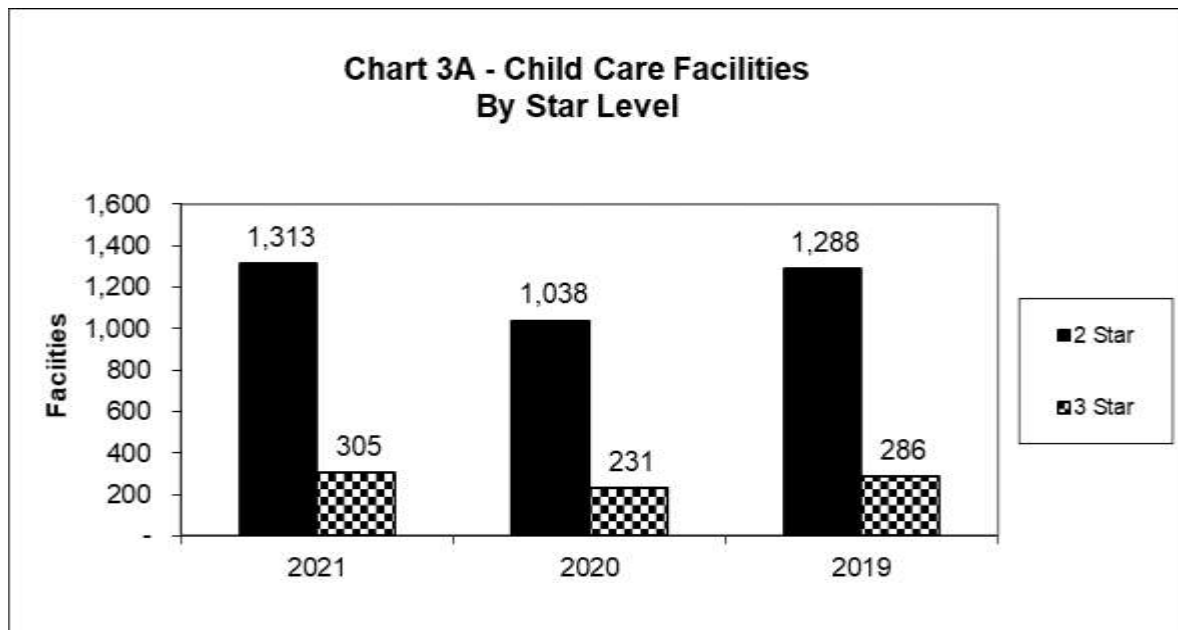
One Star Plus: An owner must apply for and meet all 1 Star and 1+ criteria.

One Star: Meeting minimum licensing requirements is the foundation for Reaching for the Stars. A program that has a 6-month permit or a license is automatically designated as a One Star program.

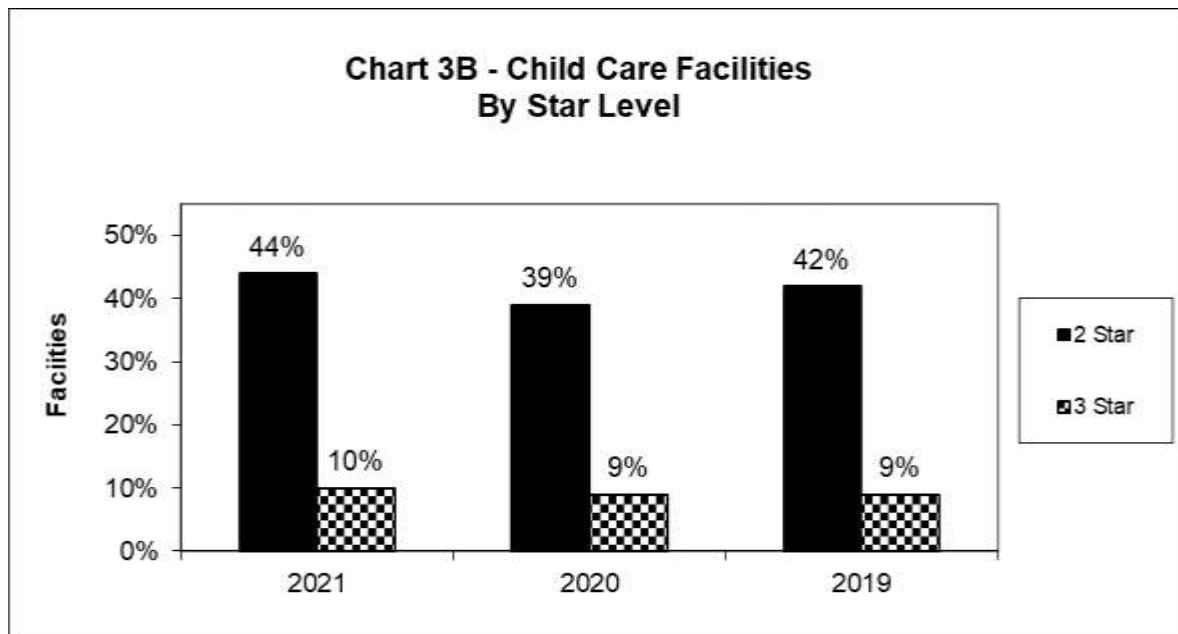
Complete Star policy can be located at www.okdhs.org. Resources in this book can assist programs in understanding and implementing CCS Reaching for the Stars policy.

Child Care Services has worked extensively to increase child care facility participation in the Reaching for the Stars program. As a result, the number and percentage of 2- & 3-Star child care facilities have steadily increased, except during 2020. ²

As of January 2021, there were 1,313 two- and three-star child care facilities in Oklahoma. This is a significant increase of 27.5% from the 1,038 licensed in 2020. However, the 2020 amount was a significant decrease of 24.1% from 2019 levels. ¹



After a significant decline in facilities, capacity and star facilities, 2021 looks to be more in line with historical levels. The percentage of two- & three-star facilities went from 42% in 2019, to 39% in 2020 before rebounding to 44% in 2021. ¹



¹ January 2021 point in time data provided by OKDHS Child care Services; 2020 and 2019 data are monthly averages as published in the respective OKDHS Annual Reports

² January 2021 point in time data provided by OKDHS Child care Services; historical data as published in 2016 OKDHS Annual Report

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 2021 Market Rate Survey is a collaborative effort between CCS, CECPD and Gnosis, Inc. Historically, Gnosis completed the 2010, 2012, 2014 and 2017 Market Rate Surveys providing the rate data required to meet federal requirements pursuant to child care affordability. Except as related to the development, administration and compilation of the market rate survey, Gnosis does not provide services, training or consultation to any child care facility.

Contact information for participating organizations:

Gnosis, Inc.
P.O. Box 722014
Norman, OK 73070
gnosis@cox.net

University of Oklahoma – College of Continuing Education
Center for Early Childhood Professional Development
1801 North Moore Avenue
Moore, OK 73160
cecpd.org

Oklahoma Department of Human Services
Child Care Services
P.O. Box 25352
Oklahoma City, OK 73125
okdhs.org

Market Rate Defined

The term market rate is used throughout the report. For purposes of this report:

The market rate is defined as the agreed upon pricing point, in an open market, between a child care provider and a private pay family for child care services.

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.

Use of Market Rate Results

The 2021 Oklahoma Child Care Market Rate survey does not make recommendations for rate setting or policy issues associated with child care in Oklahoma. Data from the survey allows for independent comparisons of rates established by the OKDHS child care subsidy program with market rates as reported by child care facilities. It's important to note the market rate may not be reflective of the actual cost incurred by child care facilities for providing care, but merely the agreed upon price for child care as reported by facilities. Changes to existing child care subsidy rates are initiated through a process defined by OKDHS and CCS.

Percentile Defined

The Statewide Market Rate Results in Appendix A includes data presented as a percentile titled, “% of Slots OKDHS Can Buy.” This represents the *Market Rate Percentage*; defined as the percentage of total slots within a given category at or below the OKDHS child care subsidy payment rate. For example, if the Market Rate Percentage is 75%, and there are 100 slots for 3-year-old children in 2 Star facilities, the OKDHS subsidy payment rate would be sufficient to purchase 75% of the market, or 75 out of the 100 available slots.

OKDHS Rate Structure

OKDHS child care subsidy reimbursement rates are categorized by child care setting, the age of the child, Star rating and time spent in care. OKDHS offers a blended rate for school age children attending full-time during the summer and part-time during the school year. The Market Rate Survey collects and reports data from child care facilities on 23 full-time rate categories paid through OKDHS child care subsidy.

- Setting – OKDHS categorizes rates by the setting, or type of child care provider. Differential rates are offered to child care centers and child care homes.

- Age of Child – OKDHS categorizes rates by the age of the child. In centers, age categories are: under 1 year; under 2 years; under 4 years; under 6 years; and over 6 years. In homes, age categories are: under 2 years; under 4 years; under 6 years; and over 6 years.
- Star Rating – OKDHS categorizes rates by the Star rating of the provider. Differential rates are offered for ratings of 1 Star, 1 Star Plus, 2 Star and 3 Star. The Market Rate Survey does not report on 1 Star Plus facilities or 3 Star Homes as there are an insufficient number of providers throughout the state to identify as a market.
- Full-time & Part-time – OKDHS categorizes rates based on the number of hours a child is in supervised care. Child care provided equal to or in excess of four hours per day is designated full-time while care less than four hours is designated part-time. The Market Rate Survey only collects and reports on full-time rates as part-time rates are calculated based on their full time equivalent.

2021 CHILD CARE MARKET RATE SURVEY

Source Data

OKDHS Child Care Services provided a data set containing licensing and demographic data for all 2,954 licensed child care centers and homes as of January 2021.

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.

Table 1 - Child Care Facilities in Oklahoma as of January 2021

Centers	1,414
Homes	<u>1,540</u>
Total	2,954

Market Rate Target Population

The target population of the market rate survey excluded child care facilities operating as Head Start programs from the target population due to potentially restricted public enrollment and or significant subsidized support from the federal governmental program.

Child Care Centers: Exclusion of Head Start facilities accounted for 219 child care centers excluded from the survey resulted in 1,195 centers remaining. An additional 373 centers were excluded because their licensing status was part-day, permit, day camp, drop-in, out of school licensure or had 1 Star Plus ratings. After these exclusions, there were 822 child care centers in the target population.

Child Care Homes: There were a total of 1,540 child care homes before excluding 228 part-day, permit, day camp, drop-in, out of school licensure, and 1 Star Plus & 3 Star homes. After exclusions, there were 1,312 homes in the target population.

Table 2 - Child Care Facilities in Target Population

Centers	822
Homes	<u>1,312</u>
Total	2,134

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. Rates for 1 Star Plus facilities and 3 Star homes are excluded from the market rates illustrated in Appendix A due to an insufficient number of facilities required for statistical validity and lack of identified market. The survey represents the actual facility reported market rate for 20,782 child care slots. Child care centers have a margin of error of +/- 2.14%, child care homes +/- 2.37% and all facilities combined +/- 1.64%.

Survey Content

The data collected during the survey was compiled to meet federal requirements and provide the opportunity for comparison with prior surveys.

The survey utilized a weekly rate as the basis for data collection to correlate with the most frequent form of rate offered to private pay families by child care facilities. Rates reported by month were divided by a factor of 4.33 and daily rates were multiplied by 5. Post collection, the report converts all rates to a daily basis for correlation with OKDHS subsidy rates.

Survey Administration

Names, telephone numbers and demographic licensing information for licensed child care facilities were supplied by CCS. In addition, CCS provided notice of the survey to announce the beginning of the survey and communicate the survey was an authorized and legitimate exercise in data collection. There were four independent contracted interviewers selected through the University of Oklahoma's PEAK temporary employment office to telephone facilities and collect rate data for the survey.

Interviewers were provided a laptop computer and cellular telephone. Each individual underwent orientation and training prior to contacting child care facilities and utilized a common script to insure consistency between interviewers. The script, as illustrated in Appendix C, was accessed through a Gnosis dedicated weblink. Interviewers were provided daily call lists to enter data collected through telephone calls into the Gnosis database. Each facility was assigned a unique identifier provider reference number. Data collection began February 23, 2021 and ended March 18, 2021 for a total of nineteen business days of interviewing. Interviews were conducted Monday through Friday, generally between the hours of 8:00 AM and 5:00 PM. Upon request, a limited number of interviews were conducted after standard business hours.

Results of the telephone interviews were categorized as follows:

- No Longer in Business – This category was utilized when the interviewer was specifically informed the provider was not currently in the business of providing child care. Facilities in this category were deemed ineligible for participation.

- No Telephone / Wrong Number – This category was utilized when the interviewer was specifically informed, they had contacted a wrong number; a recording indicated the telephone was no longer in service; or a FAX machine answered. Facilities in this category were deemed ineligible for participation.
- Refused – This category was utilized when the provider specifically refused to provide any rate, registration or enrollment information for all age groups.
- Unable to Contact – This category was utilized when the interviewer did not make contact with the facility after a minimum of five attempted contacts.
- No Public Care – This category was utilized when the provider specifically indicated there were no private pay children in care; no children currently in care but still open; all care was part-time; differential rates within an age group; bartered rates; or inclusion of younger children in the school age count.
- Response – This category was utilized when the provider provided the interviewer with any rate, or enrollment information. If information was provided for selected age groups but not all, the provider was considered to have responded and the data was included.

Survey Limitations

General Limitations

The 2021 Oklahoma Child Care Market Rate Report was designed and compiled using similar techniques as previous reports and replicates many of the tables, charts and appendices of previous reports when possible. However, OKDHS made a significant change to the child care subsidy rates since the 2017 report by replacing geographically differentiated rates with a statewide rate system. This change makes comparison with previous surveys difficult without extensive data analysis.

Conditional Dependence on Facility Reporting

The accuracy of the report is primarily conditional on child care facilities accurately reporting their full-time rates and the number of private pay 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.

School Age – Combined Ages

Data for children 4 years old and above was not utilized if the facility was unable to separate the number of children by age as defined in the OKDHS rate structure. Some programs, primarily centers, were unable to differentiate children age 4 and above.

School Age – Different Categories of Full Time

Some child care facilities report different rates for school age child care in the Summer than during the school year. Even when care exceeds the 4-hour definition for full-time rate, a facility might charge rates significantly different dependent on the time of year.

School Age - 4 Day School Week

Several Oklahoma school districts utilize a 4-day school week. Within these communities, some child care facilities have elected to offer a full day of care during the weekly school off day. This could skew the cost of care when comparing to a facility in a 5-day school district.

One Star Plus Rate Limitations

There are an insufficient number of 1 Star Plus facilities to be considered a market.

Three Star Home Rate Limitations

3 Star child care homes do not exist in such numbers to be considered a market.

Survey Response

A total of 2,134 facilities were included in the target population. Of these facilities, 55 did not participate because they were no longer in business or had a disconnected or wrong telephone number. There were 319 facilities refusing to participate or terminating the interview and 444 that could not be contacted. At the end of the data collection period, 1,316 interviews were completed for a response rate of 63.3%. Tables 3A and 3B illustrate an overview of the survey outcomes and response rate. See Appendix B, Survey Data Table for additional data.

	Centers	Homes	Total
Total Facilities in Sample	822	1,312	2,134
Less: Ineligible – Not in Business	1	27	28
Less: No Telephone / Wrong Number	<u>7</u>	<u>20</u>	<u>27</u>
Eligible Facilities	814	1,265	2,079
Less: Refusals & Terminations	143	176	319
Less: Unable to contact	<u>83</u>	<u>361</u>	<u>444</u>
Completed Interviews	588	728	1,316
Response Rate	72.2%	57.5%	63.3%

	2012	2014	2021
Total Facilities in Sample	2,994	2,937	2,134
Less: Ineligible – Not in Business	41	28	28
Less: No Telephone / Wrong Number	<u>160</u>	<u>220</u>	<u>27</u>
Eligible Facilities	2,793	2,689	2,079
Less: Refusals & Terminations	528	363	319
Less: Unable to contact	<u>606</u>	<u>542</u>	<u>444</u>
Completed Interviews	1,659	1,784	1,316
Response Rate	59.4%	66.3%	63.3%

The Reaching for the Stars initiative is the basis of Oklahoma’s tiered reimbursement initiative. All child care subsidy rates by age and setting are segregated by the Star rating of the provider. Survey population by Star rating and provider type are shown in Table 4.

Table 4 – Population by Provider Type and Star Rating

	Centers	Homes	Total
One Star	96	817	913
Two Star	527	457	984
Three Star	<u>199</u>	<u>38</u>	<u>237</u>
Total Completed	822	1,312	2,134

Statewide Market Rate Survey Results

Appendix A illustrates the results of the 2021 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. The results also include the calculated percentile of slots within each market rate category currently accessible by the OKDHS child care subsidy rate and the OKDHS child care subsidy rate needed to access the 75th percentile.

Key Findings

There was a decline in facilities and capacity during 2020. Although not scientifically proven, this most likely is a result of decreased need for child care resulting from the COVID-19 pandemic. Current, point in time data from January 2021, suggests this trend is reversing as more caregivers return to work outside the home and demand for care increases. Industries such as child care, who are heavily dependent upon caregivers working outside the home, are disproportionately affected by the pandemic. In addition, small marginal decreased in demand do not allow for a reduction in staffing, thus already thin margins decreased making operations even more difficult.

Families seeking child care in Oklahoma have a variety of potential pricing options, but availability of open slots may limit these choices.

The cost of child care can significantly impact the economic situation of working families and the impact is greater to families with earnings at or near the minimum wage. The OKDHS child care subsidy program is designed to assist low income families with the cost of child care and provide an incentive to work. Without subsidy, a caregiver may not be able to afford child care and be faced with the decision to forego work or perhaps find a less safe environment for their children.

Head Start facilities provide enhanced quality child care to low income families in a highly subsidized environment. The distribution of Head Start facilities is skewed toward rural areas leaving low income families in the largest cities with fewer options than those in smaller, more rural, communities.

Publication Availability

Copies of this publication are available from:

Child Care Services
P.O. Box 25352
Oklahoma City, OK 73125

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

Appendix A: 2021 Market Rates - Oklahoma

Child Care Centers

Age	Star Rating	Filled Slots N =	Mean Rate	Median Rate	DHS Rate	% of slots OKDHS Can Buy	Rate to equal or exceed 75%
Infants	1 Star	480	\$ 44.32	\$ 40.00	\$ 20.00	0.00%	\$ 56.80
	2 Star	923	\$ 35.01	\$ 33.00	\$ 38.00	68.91%	\$ 40.00
	3 Star	627	\$ 44.86	\$ 46.62	\$ 44.00	30.94%	\$ 50.00
	Totals	2,030	\$ 40.26	\$ 38.86		40.89%	
Toddlers	1 Star	758	\$ 40.92	\$ 38.03	\$ 20.00	0.00%	\$ 53.08
	2 Star	1,158	\$ 33.30	\$ 32.00	\$ 33.60	61.66%	\$ 37.00
	3 Star	784	\$ 40.91	\$ 41.20	\$ 41.80	51.02%	\$ 48.00
	Totals	2,700	\$ 37.65	\$ 36.36		41.26%	
2's & 3's	1 Star	2,105	\$ 38.40	\$ 35.00	\$ 17.20	0.48%	\$ 46.38
	2 Star	3,105	\$ 31.07	\$ 30.00	\$ 31.50	60.06%	\$ 34.58
	3 Star	1,981	\$ 36.83	\$ 37.11	\$ 35.90	42.20%	\$ 41.92
	Totals	7,191	\$ 34.80	\$ 33.42		37.70%	
4's & 5's	1 Star	1,279	\$ 36.14	\$ 33.28	\$ 17.00	1.72%	\$ 44.77
	2 Star	1,528	\$ 29.20	\$ 26.48	\$ 22.80	29.45%	\$ 34.00
	3 Star	1,103	\$ 32.68	\$ 33.55	\$ 25.20	12.24%	\$ 35.00
	Totals	3,910	\$ 32.45	\$ 30.70		15.52%	
School Age	1 Star	318	\$ 27.74	\$ 28.85	\$ 13.80	0.00%	\$ 32.00
	2 Star	478	\$ 19.29	\$ 17.00	\$ 18.80	55.02%	\$ 22.00
	3 Star	535	\$ 23.57	\$ 22.00	\$ 20.70	41.68%	\$ 28.80
	Totals	1,331	\$ 23.03	\$ 21.84		36.51%	
All Ages	1 Star	4,940	\$ 38.09	\$ 35.11		0.65%	
	2 Star	7,192	\$ 30.75	\$ 29.10		54.62%	
	3 Star	5,030	\$ 36.15	\$ 36.54		35.55%	
	Totals	17,162	\$ 34.45	\$ 33.01		33.49%	

Child Care Homes

Age	Star Rating	Filled Slots N =	Mean Rate	Median Rate	DHS Rate	% of slots OKDHS Can Buy	Rate to equal or exceed 75%
Infants	1 Star	824	\$ 28.78	\$ 28.00	\$ 20.00	14.08%	\$ 33.00
	Totals	824	\$ 28.78	\$ 28.00		14.08%	
Toddlers	2 Star	380	\$ 28.57	\$ 29.00	\$ 28.60	46.32%	\$ 33.00
	Totals	1,204	\$ 28.72	\$ 28.32		24.25%	
2's & 3's	1 Star	1,206	\$ 27.08	\$ 26.00	\$ 17.20	3.57%	\$ 31.00
	2 Star	446	\$ 27.34	\$ 27.00	\$ 26.50	48.21%	\$ 30.00
	Totals	1,652	\$ 27.15	\$ 26.27		15.62%	
4's & 5's	1 Star	562	\$ 26.50	\$ 25.00	\$ 16.20	7.83%	\$ 31.00
	2 Star	159	\$ 24.59	\$ 25.00	\$ 22.80	30.19%	\$ 28.00
	Totals	721	\$ 26.08	\$ 25.00		12.76%	
School Age	1 Star	-	\$ -	\$ -	\$ 13.00	0.00%	\$ -
	2 Star	43	\$ 21.77	\$ 20.00	\$ 18.20	37.21%	\$ 27.00
	Totals	43	\$ 21.77	\$ 20.00		37.21%	
All Ages	1 Star	2,592	\$ 27.50	\$ 26.42		7.83%	
	2 Star	1,028	\$ 27.14	\$ 27.14		44.26%	
	Totals	3,620	\$ 27.39	\$ 26.62		18.18%	

APPENDIX B: SURVEY DATA TABLE

	Centers		Homes		Total	
Survey Population						
Child Care Facilities	822	100.0%	1,312	100.0%	2,134	100.0%
Ineligible - Not in Business	1	0.1%	27	2.1%	28	1.3%
No Telephone / Wrong Number	7	0.9%	20	1.5%	27	1.3%
Eligible Facilities	<u>814</u>	<u>99.0%</u>	<u>1,265</u>	<u>96.4%</u>	<u>2,079</u>	<u>97.4%</u>
Response Rate						
Eligible Facilities	814	100.0%	1,265	100.0%	2,079	100.0%
Refusals and Terminations	143	17.6%	176	13.9%	319	15.3%
Unable to Contact	83	10.2%	361	28.5%	444	21.4%
Completed - Response Rate	<u>588</u>	<u>72.2%</u>	<u>728</u>	<u>57.5%</u>	<u>1,316</u>	<u>63.3%</u>
Population by Star Rating						
One Star	96	11.7%	817	62.3%	913	42.8%
One Star Plus	-	0.0%	-	0.0%	-	0.0%
Two Star	527	64.1%	457	34.8%	984	46.1%
Three Star	199	24.2%	38	2.9%	237	11.1%
Total Population	<u>822</u>	<u>100.0%</u>	<u>1,312</u>	<u>100.0%</u>	<u>2,134</u>	<u>100.0%</u>

	2014		2017		2021	
Survey Population						
Child Care Facilities	2,994	100.0%	2,937	100.0%	2,134	100.0%
Ineligible - Not in Business	41	1.4%	28	1.0%	28	1.3%
No Telephone / Wrong Number	160	5.3%	220	7.5%	27	1.3%
Eligible Facilities	<u>2,793</u>	<u>93.3%</u>	<u>2,689</u>	<u>91.6%</u>	<u>2,079</u>	<u>97.4%</u>
Response Rate						
Eligible Facilities	2,793	100.0%	2,689	100.0%	2,079	100.0%
Refusals and Terminations	528	18.9%	363	13.5%	319	15.3%
Unable to Contact	606	21.7%	542	20.2%	444	21.4%
Completed - Response Rate	<u>1,659</u>	<u>59.4%</u>	<u>1,784</u>	<u>66.3%</u>	<u>1,316</u>	<u>63.3%</u>
Responses by Star Rating						
One Star	732	44.1%	815	45.7%	479	36.4%
One Star Plus	41	2.5%	45	2.5%	-	0.0%
Two Star	752	45.3%	779	43.7%	653	49.6%
Three Star	134	8.1%	145	8.1%	184	14.0%
Completed Interviews	<u>1,659</u>	<u>100.0%</u>	<u>1,784</u>	<u>100.0%</u>	<u>1,316</u>	<u>100.0%</u>

Appendix C

Telephone Contact Script

Call Form - 2021 Market Rate Survey

* Required

Untitled Section

1. Select Your Surveyor ID *

Mark only one oval.

A1

B2

C3

D4

E5

F6

G7

2. Enter Center ID Number *

3. Enter Call Status *

Mark only one oval.

Call Answered

Busy

No Answer

Introduction
Script

HELLO, MY NAME IS [PAT SMITH] 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 2021 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 CHOICE 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 ?

4. Participation Opt-in *

Mark only one oval.

- Participate *Skip to question 5*
- Disconnected
- Wrong Number
- Refused *Skip to section 4 (Survey End - Refused)*
- No longer in business

Survey End - Refused

THANK YOU FOR YOUR TIME. GOODBYE

Private Pay
Qualification

THIS SURVEY SEEKS INFORMATION FOR PRIVATE PAY CHILDREN WHO ARE IN CARE FOUR OR MORE HOURS PER DAY. PLEASE DO NOT INCLUDE CHILDREN WHO'S 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 ?

5. Private Pay Children? *

Mark only one oval.

- Yes *Skip to question 6*
- No *Skip to section 6 (Survey End - No Private Pay Children)*

Survey End - No Private Pay
Children

THE SURVEY IS COMPLETE. THANK YOU FOR YOUR TIME.
GOODBYE

Market Rate Survey - Part 1

6. ARE YOUR RATES BASED ON DAILY, WEEKLY, OR MONTHLY CARE? *

Mark only one oval.

- Daily
- Weekly
- Monthly
- Every 2 weeks (Biweekly)
- 2 times per month (Bimontly)

7. DO YOU CHARGE AN ENROLLEMENT OR REGISTRATION FEE? *

Mark only one oval.

- Yes
- No

8. [IF YES TO ABOVE...] HOW MUCH DO YOU CHARGE FOR ENROLLEMENT OR REGISTRATION?

Market Rate Survey - Part 2

Under 1 Year

9. 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 ?

10. [IF >0 ABOVE...] HOW MUCH DO YOU CHARGE TO CARE FOR THESE CHILDREN UNDER ONE YEAR ?

1 Year Old

11. HOW MANY PRIVATE PAY CHILDREN WHO ARE ONE YEAR OLD ARE IN YOUR CARE MORE THAN FOUR HOURS PER DAY ?

12. [IF >0 ABOVE...] HOW MUCH DO YOU CHARGE TO CARE FOR THESE ONE YEAR OLD CHILDREN ?

2 Years Old

13. HOW MANY PRIVATE PAY CHILDREN WHO ARE TWO YEARS OLD ARE IN YOUR CARE MORE THAN FOUR HOURS PER DAY ?

14. [IF >0 ABOVE...] HOW MUCH DO YOU CHARGE TO CARE FOR THESE TWO YEAR OLD CHILDREN ?

3 Years Old

15. HOW MANY PRIVATE PAY CHILDREN WHO ARE THREE YEARS OLD ARE IN YOUR CARE MORE THAN FOUR HOURS PER DAY ?

16. [IF >0 ABOVE...] HOW MUCH DO YOU CHARGE TO CARE FOR THESE THREE YEAR OLD CHILDREN ?

4 Years Old

17. HOW MANY PRIVATE PAY CHILDREN WHO ARE FOUR YEARS OLD ARE IN YOUR CARE MORE THAN FOUR HOURS PER DAY ?

18. [IF >0 ABOVE...] HOW MUCH DO YOU CHARGE TO CARE FOR THESE FOUR YEAR OLD CHILDREN ?

5 Years Old

19. HOW MANY PRIVATE PAY CHILDREN WHO ARE FIVE YEARS OLD ARE IN YOUR CARE MORE THAN FOUR HOURS PER DAY ?

20. [IF >0 ABOVE...] HOW MUCH DO YOU CHARGE TO CARE FOR THESE FIVE YEAR OLD CHILDREN ?

6 Years Old or Older

21. HOW MANY PRIVATE PAY CHILDREN WHO ARE SIX YEARS OR OLDER ARE IN YOUR CARE MORE THAN FOUR HOURS PER DAY ?

22. [IF >0 ABOVE...] HOW MUCH DO YOU CHARGE TO CARE FOR THESE SIX YEARS OR OLDER CHILDREN ?

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