

2024 Oregon Child Care Market Price Study:

SUMMARY OF CHANGES IN CHILD CARE PRICES BY AGE AND TYPE OF CARE OVER TIME

Prepared by the Oregon Child Care Research Partnership

Purpose of the 2024 Oregon Market Price Study

The 2024 Oregon Market Price Study identifies child care prices and the geographic distribution served, type of care, the local supply and demand for child care, and facilities' perceptions of the capacity of families to pay for care. The 2024 Oregon Market Price Study examines geographic patterns in the prices charged by facilities by age of child served, type of care, and pricing modes (hourly, monthly, daily, weekly).

This document summarizes findings from the 2024 Market Price Study about the statewide changes in child care prices by age and type of care over time. For full report, see health.oregonstate.edu/early-learners/research/oregon-child-care-market-price-study-2024.

Data Source

Prior studies were completed in 1990, 1992, 1994, 1999, 2000, 2002, 2004, 2006, 2008, 2010, 2012, 2014, 2016, 2018, 2020, and 2022. In 2024, like in past years, the data on price and supply was collected through the local Child Care Resource and Referral (CCR&R) and Central Coordination at Western Oregon University. Between the months of October and December 2024, local CCR&Rs collected price and supply capacity data from child care facilities which were recorded in the Find Child Care Oregon database. Prices charged by 2,656 facilities from every part of the state were included in the priced market analysis dataset, including 1,001 (38%) small home-based care, 883 (34%) centers, and 772 (29%) large home-based careⁱ. The findings below use this priced market analysis dataset and illustrate how full-time prices have increased over time by type of care (center, large home, and small home) and age groups served (infant, toddler, and preschool) using rates weighted by child care slotsⁱⁱ.

Findings

Between 2000 and 2024 statewide prices increased for all ages and types of care. Over time, center care prices have increased the most compared to large and small home-based care. Between 2022 and 2024 prices increased modestly, barely keeping up with inflation. The following summarizes increases in rates over time for each type of care in terms of both nominal and inflation-adjusted pricesⁱⁱⁱ.

Center Care

For center care, prices have steadily increased across all age groups. Between 2022 and 2024^{iv} center prices increased by 11% for all age groups (infants, toddlers, preschool). Over time, nominal prices have increased by 219% for infants and 212% for toddlers, and 211% for preschoolers over the last 24 years, see Figure 1.

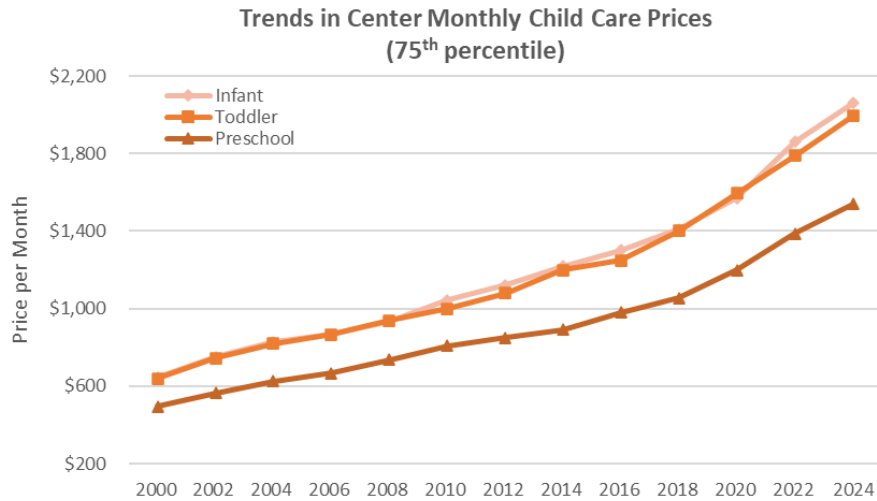


Figure 1

After adjusting for inflation to account for how the value of money has changed over time, infant prices rose by 3%, and toddler and preschool prices rose by 4% between 2022 and 2024. Over time, center care prices increased faster between 2000 and 2004, leveled off for a few years, and then increased again. The percent increase in rates since 2000 (after adjusting for inflation) was 75% for infants and 71% for toddlers and preschoolers, see Figure 2.

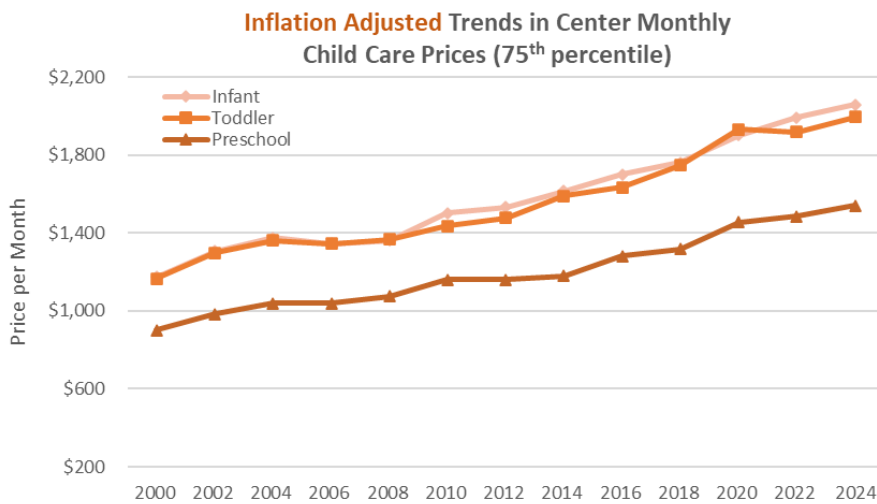


Figure 2

Large Home-Based Care

Prices for large homes have steadily increased across all age groups. Between 2022 and 2024, large home prices increased by 10%, 7%, and 15% for infant, toddler, and preschool age groups, respectively. Over the last 24 years, nominal prices have increased by 178% for infants, 168% for toddlers, and 179% for preschoolers (see Figure 3).

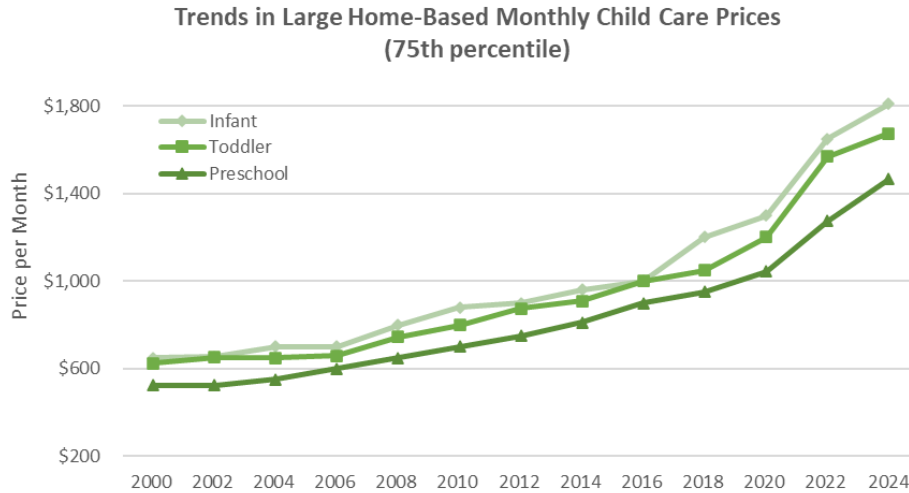


Figure 3

After adjusting for inflation, between 2022 and 2024, large home prices increased by 2% for infants and 7% for preschoolers, but toddler prices decreased by half a percent. Over time, prices were barely keeping up with inflation from 2000 through 2008. Since then, however, large home-based prices have steadily outpaced inflation, with a leveling out from 2022 to 2024 for infants and toddlers but a continued increase for preschool prices. Since 2000, inflation adjusted prices have increased by 53%, 47% and 53% for infant, toddler, and preschool age groups, respectively, see Figure 4.

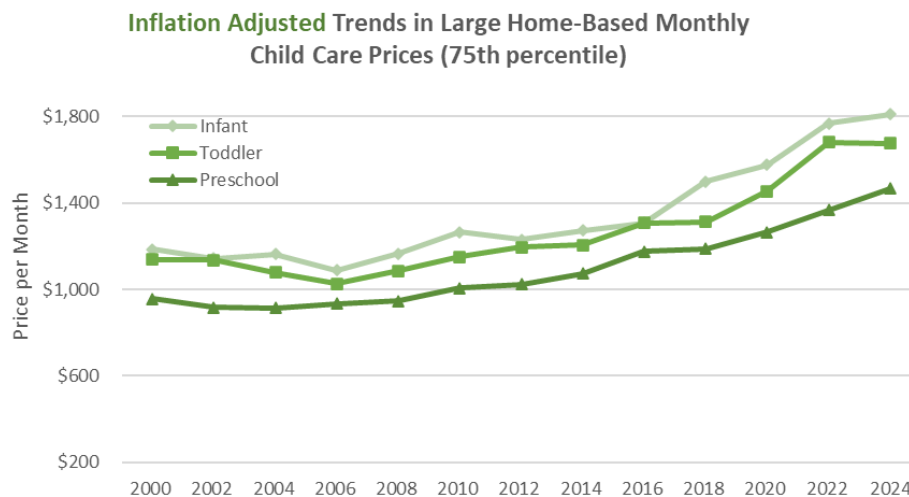


Figure 4

Small Home-Based Care

For small home-based care, prices have increased more modestly than other facility types.

Trends in pricing modality for small home-based child care has changed over time. Hourly was the most predominate mode facilities used to charge parents through 2018. In 2020, hourly and monthly were both used about equally. In 2022 and beyond, monthly became the most

predominate mode used. Therefore, both hourly and monthly are reported over time for small home-based care.

Hourly Small Home-Based Rates

Between 2022 and 2024, small home-based hourly prices increased by 17%, 27%, 20% for infant, toddler and preschool age groups. Over time, nominal hourly rates for small home-based child care have increased since 2000, with most of that increase being since 2018. Nominal hourly prices have increased by 211% for infants, 209% for toddlers, and 200% for preschool since 2000, see Figure 5.

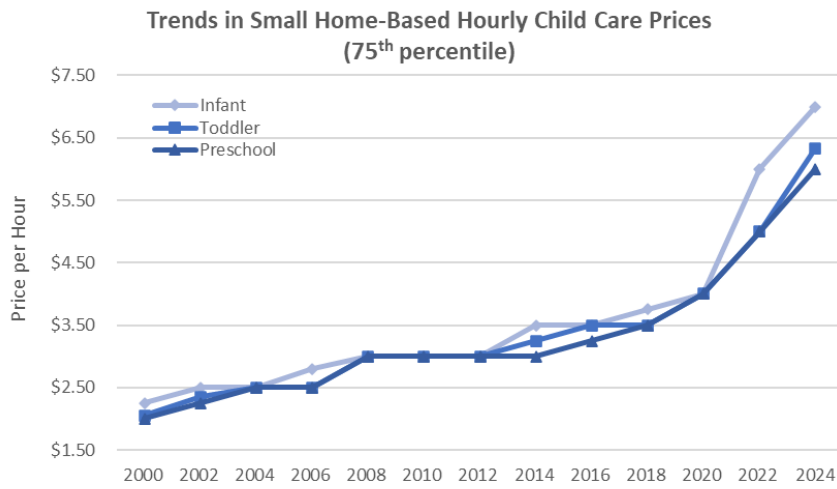


Figure 5

After adjusting for inflation, small home-based prices rose by 9% for infants and 18% for toddlers, and 12% for preschool care between 2022 and 2024. Over time, small home-based hourly prices remained relatively constant between 2000 and 2018, with a larger increase over the last four years, especially for infants. The overall percent increase in rates since 2000 (after adjusting for inflation) was 71% for infants, 70% for toddlers, and 65% for preschoolers, see Figure 6.

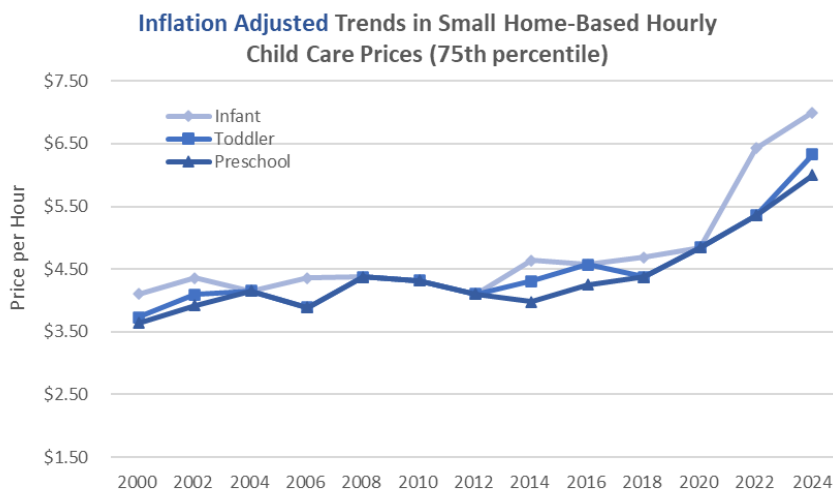


Figure 6

Monthly Small Home-Based Rates

Between 2022 and 2024, small home-based monthly prices increased by 7%, 9%, and 7% for infant, toddler and preschool age groups, respectively. Over time, nominal monthly rates for small home-based child care have increased since 2000, with most of that increase being since 2018. Nominal hourly prices have increased by 175% for infants, 163% for toddlers, and 142% for preschool since 2000, see Figure 7.

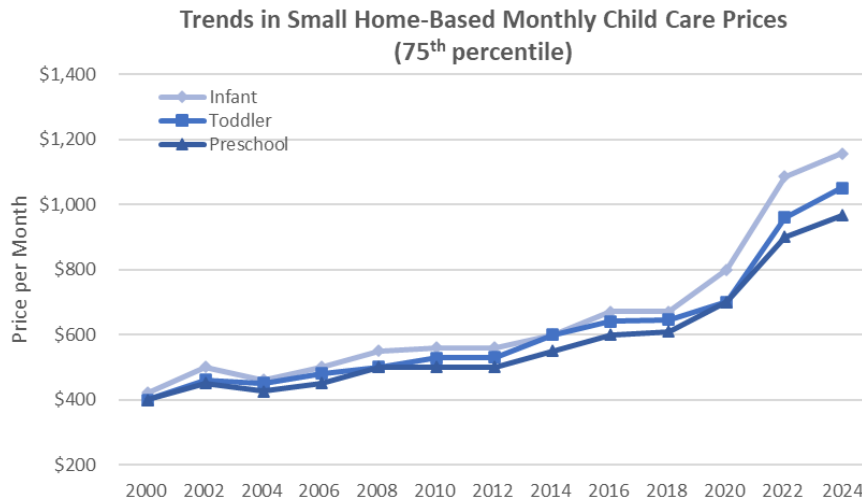


Figure 7

After adjusting for inflation, small home-based prices rose by 2% for toddlers while remaining stable for infants and preschool care. Over time, small home-based monthly prices have remained relatively constant between 2000 and 2018, followed by a larger increase between 2018 and 2022 and then leveling between 2022 and 2024. The overall percent increase in rates since 2000 (after adjusting for inflation) was 51% for infants, 44% for toddlers, and 33% for preschoolers, see Figure 8.

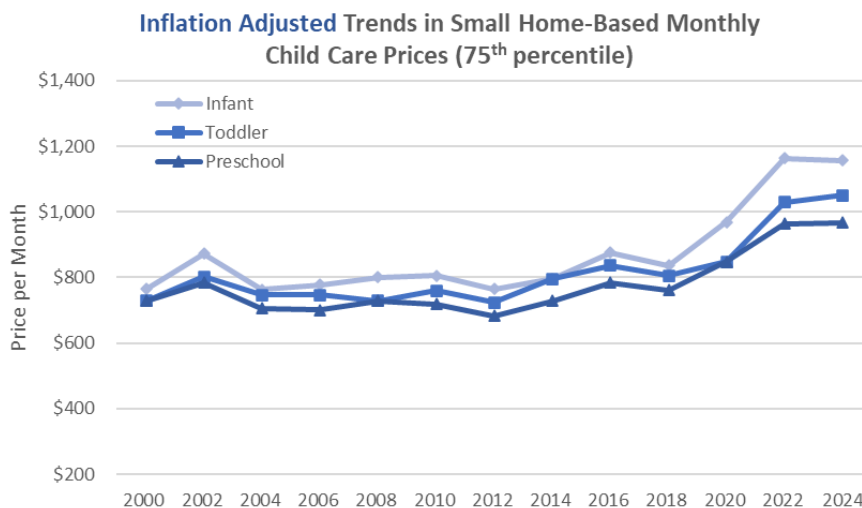


Figure 8

Conclusion

From 2000 to 2024, nominal and inflation-adjusted prices for all types of care and age groups have increased, with the growth in statewide prices being largest in center care compared to large and small home-based care. Over the last 24 years (after adjusting for inflation), prices have increased the most among centers, with a 75% increase for infants and 71% increase for toddlers and preschool-age children. Changes in small and large home-based care facility prices over time are similar with percentage increases ranging from 47-53% for large home-based and 33%-51% for small home-based care, depending on the age group and pricing mode. Prices saw smaller increases between 2022 and 2024. Across all three types of care, inflation-adjusted price increases were less than 5%, except large home-based preschool, which increased by 7% after adjusting for inflation.

ⁱ Home-based child care providers are typically identified by their regulatory status: a) small home-based providers are known as registered family child care, and b) large home-based providers are known as certified family child care. We use the terms small and large home-based care rather than the regulatory titles throughout this report.

ⁱⁱ The price per child care slots was calculated by weighting the reported prices by facility capacity. The purpose of calculating the price per child care slot was to represent the actual prices available to consumers in the community, regardless of whether it was a large or small facility. For centers and large home-based care, total age group capacity was used to weight care prices. For small home-based providers, total capacity regardless of age of child served, was used to weight care prices. For more information on weighting by child care slots, see 2022 Oregon Child Care Market Price Study Report.

ⁱⁱⁱ The Consumer Price Index for All Urban Consumers (CPI-U) (which covers approximately 93 percent of the total U.S. population) is used to adjust child care prices for inflation. Adjusting prices for inflation accounts for how the value of money has changed over time.

^{iv} Child care rates for 2020 are as of March 1, 2020, prior to the COVID-19 pandemic. Child care rates for 2022 are as of December 2022.