

2024 Oregon Child Care Market Price Study

EXECUTIVE SUMMARY

Purpose and Rational

The purpose of the 2024 Oregon Market Price Studyⁱ is to examine statewide and geographic patterns in the prices charged by facilities by age of child served, type of care, and pricing modes (hourly, monthly, daily, weekly). The market price survey is a tool used by states to collect up-to-date information on what facilities, within given geographic areas, charge parents for various types of child care. This information is then considered during the state budget process when establishing state subsidy rate policies for providers who serve Child Care and Development Fund (CCDF) eligible families.

The Market Price Study fulfills the Child Care and Development Fund (CCDF) federal funding requirement stipulating that child care subsidy rates be informed by market rates. The 2014 Reauthorization of the Child Care and Development Block Grant Act (CCDGB) Act broadened the purpose of the market rate studies to also address concerns around the costs to provide such care, which often exceeds the prices charged to parents. The State of Oregon is working toward addressing the cost of providing child care in the CCDF planning process in the future. Consistent with past Market Price Study Reports, this 2024 Report continues to be focused on how the market operates as indicated by the price of child care charged by facilities.

Prices are what providers charge families and are distinct from other financial aspects of running a child care business. Prices are not the same as program revenue or income, nor are prices the same as the costs or expenses involved in running a child care program. This report is focused on the prices families encounter when looking to purchase child care from the priced market.

High-Level Findings

Below we summarize high-level findings from the Market Price Study Report, including (a) 2024ⁱⁱ child care prices by type of care and ages served, (b) changes in statewide prices over time, and (c) geographic price clusters by type of care. References to where to find more information in the main report on each topic are provided throughout.

2024 Child Care Prices Vary by Type of Care and Ages Served

Overall, prices are lower for small home-based child care than for centers and large home-based care regardless of age of child served or pricing mode. Large home-based care prices are closer to center prices than small home-based prices. Additionally, within each type of care, toddler prices are lower than infant prices and higher than preschool prices (see figure below).

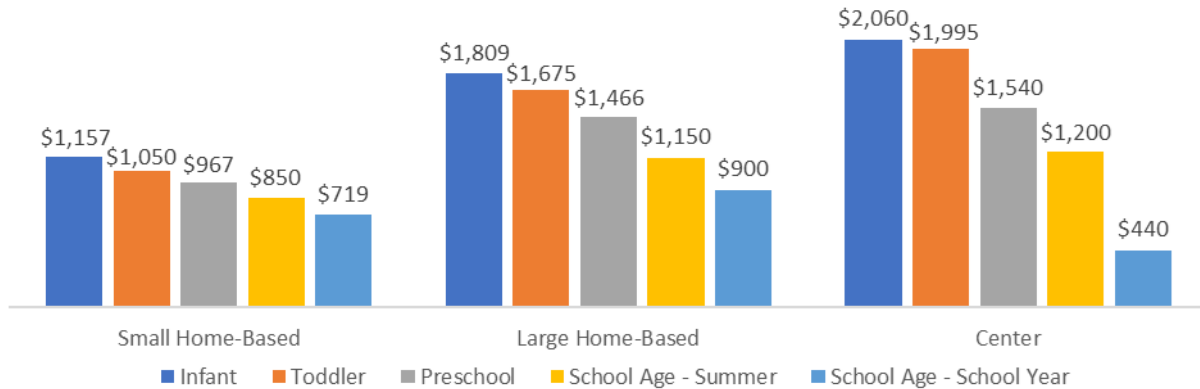
See 2024 Oregon Child Care Market Price Study Reportⁱⁱⁱ pages 20-21 for full 2024 statewide child care prices results.

ⁱ Although these surveys are described as market rate surveys by the federal government, we use the term market price survey because the title clearly distinguishes the process of collecting price data from setting maximum payment rates, which is done by the state.

ⁱⁱ Prices current as of December 2024.

ⁱⁱⁱ Full report can be found at health.oregonstate.edu/early-learners/research/oregon-child-care-market-price-study-2024

**2024 Statewide Full-Time, Monthly Prices at the 75th Percentile
for Child Care Slots by Type of Care**



Statewide Prices Continue to Increase Over Time

Between 2022 and 2024, monthly prices increased across all care types. Center facilities saw largest prices increase (+11% for infants, toddlers, and preschoolers), followed by large home (+10% for infants, +7% for toddlers, and +15% for preschool age groups), and then small home-based (+7% for infants, +9% for toddlers, and +7% for preschool age groups). The rate of inflation from 2022 to 2024 was 7%. After adjusting prices for inflation, the price of care in center-based care and large home-based preschool care just outpaced inflation, while the price of care in small home-based facilities and large home-based infant and toddler care generally kept up with inflation.

Statewide trends over the past 24 years show prices have consistently increased across all care types. After adjusting for inflation, over the last 24 years, center prices have increased the most compared to home-based care types (+75% for infants and +71% for both toddlers and preschoolers). Home-based care saw similar inflation-adjusted increases across age groups, with 47-53% increase in prices for large home-based and 33-51% increase in prices for small home-based, depending on age group and pricing mode.

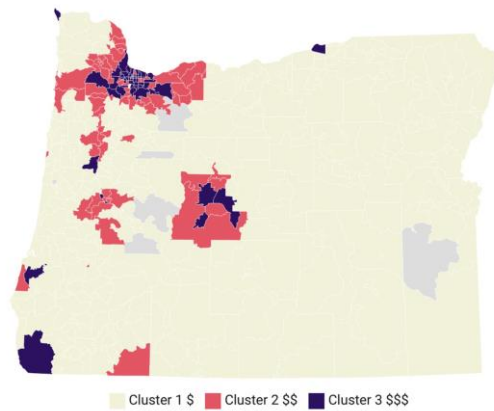
See 2024 Oregon Child Care Market Price Study Report pages 21-29 for full price changes over time results.

Geographic Price Cluster Analyses identified Distinct Child Care Markets across Oregon Zip Codes

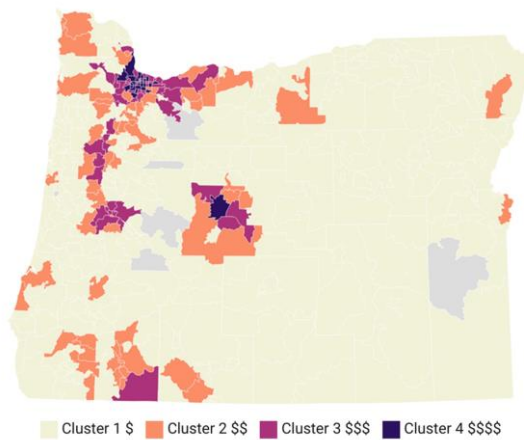
Consistent with past years, child care prices were best defined by four clusters for center care and large home-based care and three clusters were identified for small home-based care. The greatest differences in prices by geographic clusters were found for center care and large home-based care, especially for infant and toddler prices. Although some variation exists, most of the zip codes in the higher priced clusters were in urban designated zip codes, while those in lowest priced clusters were in rural zip codes.

2024 Geographic Clusters of Monthly Child Care Prices by Type of Care

Small Home-Based Care



Center and Large Home-Based Care



See 2024 Oregon Child Care Market Price Study Report pages 33-39 for full geographic price clusters result findings.