

New Mexico Children Youth and Families Department 2011 Market Rate Survey

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Introduction

Every two years, the Children, Youth and Families Department (CYFD) asks New Mexico child care providers what they charge to care for children. The information that is collected helps CYFD set reimbursement rates for child care providers.

Survey information was collected by the University of New Mexico, Division of Continuing Education's NewMexicoKids Child Care Resource & Referral (CCR&R), (505) 277-7900. Collected data was compiled and analyzed under the direction of Dr. Kate Krause, Professor of Economics at the University of New Mexico (505) 277-3429. Statistical support was provided by Marco Llanos and Olufolake Odufuwa, Ph.D. students in the Department of Economics at the University of New Mexico.

A postcard was mailed to all licensed providers notifying them that the Market Rate Survey was going to take place and alerting them that they would be receiving a phone call from the NewMexicoKids CCR&R program. Shortly after the postcard was mailed, a letter was mailed explaining the purpose of the call, along with the survey questionnaire giving providers the option of calling in their responses or waiting for the call. Receiving the postcard improved the response rate as many had their responses ready when contacted. Some even called in their responses.

Survey results were analyzed by age category, geography (metro or rural), and type of care (licensed centers, licensed group homes, licensed family homes and registered homes). Metro counties include Bernalillo, Doña Ana, Los Alamos, Sandoval, Santa Fe, San Juan, and Valencia. The State's remaining counties are rural. Age categories are defined as follows: Infant (Birth – 11 months, 1 yr – 1 yr 11 months), Toddler (2 yr – 2 yr 11 months), Preschool (3 yr – 3 yr 11 months, 4 yr – 4 yr 11 months, 5 yr – 5 yr 11 months), and School Age (6 – 12 years).

Data was also analyzed by STAR level. Licensed child care providers participate in a five-level quality rating system. All licensed programs must have attained at least a 1-STAR designation (basic licensure). Reimbursement rates increase with higher STAR designation beginning with 2-STAR providers and continuing through 5-STAR providers (accreditation).

The tables presented in this report summarize monthly rates charged in each of the designated market segments (i.e. disaggregated by type of provider, age of children, metro or rural location, and STAR level) and allows for a comparison of market rates with the CYFD reimbursement rates. Each table presents the mean market rate, the median market rate, the rate that falls at the 75th percentile in the distribution of rates, the minimum and maximum rates, and the current CYFD reimbursement rate. The tables also give the number of respondents in each category, the number of slots in each category and the differences between the CYFD rates and the mean and 75th percentile rates. All means were calculated by multiplying the provider's monthly rate for each age group times the total of the number of children currently enrolled and the number of vacancies in that age group at that provider. Thus the means are interpreted as being weighted by the number of child slots in each category at each provider. All percentiles were calculated based on the distribution of providers. For example, the 50th percentile market rate is the rate at which half of providers charge more and half charge less.

Providers were given the option of reporting monthly, weekly or daily full-time rates. Hourly rates were multiplied by 173.33, daily rates by 21.665 and weekly rates by 4.33 to establish monthly charges. Most providers include

the state Gross Receipts Tax in their rates; 29.02% of all providers charge Gross Receipt Taxes in addition to their stated rates.

Methodology

The Market Rate Survey questionnaires for licensed and registered providers were developed by Nina Johnson, Program Manager, Early Childhood Services, Children, Youth and Families Department (CYFD) in conjunction with the UNM Division of Continuing Education staff and were reviewed by child care providers. The questionnaire (see Appendix B) included questions regarding demographic and environmental information; base child care rates; special, extra or additional rates; and enrollment.

The methodology included attempting to survey all licensed providers accepting private paid fees with a response rate of 70-85% and a representative sample from an estimated 1,250 non-relative registered home providers. Licensed providers that do not charge parents a market rate fee were eliminated from the population. These non-market rate providers include Head Start programs; programs completely subsidized by either the federal, state, or city governments or grants; and licensed tribal programs. This reduced the population of licensed center-based, family child care or family group home providers to 954. Surveys were completed with 807 providers or 84.59% of the target population. To ensure equal representation, data collection targeted providers by type and county. Providers were called using contact information in the NewMexicoKids referral database and from lists provided by CYFD’s Child Care Services Bureau.

Only Registered homes that provide care for non-related children were included in the survey. The list was divided by county to assure that all possible counties were represented. After introducing themselves and stating the purpose of the call, the surveyors verified that the caregiver provided child care for children who were not related to them. A total of 125 registered homes were successfully surveyed.

Response and Related Issues

The results of multiple attempts to contact licensed and registered providers are summarized in the following table. Many attempts were unsuccessful, and the reasons for failure to contact the provider are shown. Attempts continued until the interview was complete or until ten attempts had been made.

Phone Call Outcomes	Licensed Centers and Homes	Registered Homes
Successfully Completed	807	125
Unsuccessful Attempts	1984	403
Not Doing Child care	5	0
Wrong Number	25	18
Declined Survey	36	12
Did Not Have Or Would Not Give Rates	1	0
Total Calls Attempted	2933	576

Summary of Results

The tables below outline the results of the Market Rate Survey. The first set of tables (Tables 1 – 24) present the market rates for licensed and registered providers disaggregated by type of care and age category. The tables are

organized by the following age groups: Infant (0 – 1 yr 11 months), Toddler (2 years – 2 years 11 months), Preschool (3 years – 5 years 11 months), School Age (6 years – 12 years). Because rates differ by whether a provider is located in a rural or metro county and by whether the provider is a center, family home or group home, separate tables display rates for each of these categories of provider. For example, the first table represents market rates for care for infants in metro centers. Within each table, rates are reported separately by STAR level.

More responses were received from metro centers than from the other categories of providers. The data reflect an inverse correlation between mean market rate and age category: rates are highest for infant care and decline with the age of the child. The average rural market rate is generally lower than the average metro market rate. The average center market rate is higher than the family home market rate, which is higher than the group home market rate. N/A indicates that no responses for the particular STAR level, age group, and home location/type were given or that there are no providers that fit into that particular category.

The second set of tables (tables 25 – 29) present aggregated data for the entire market and for care disaggregated by age groups only.

Results/Tables

Infant Care, Tables 1 - 6

Table 1: Infant Monthly Full-Time Rates: Metro Centers	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	457.32	500.52	524.52	557.64	584.04
Number of Respondents	21	89	20	14	43
Total Number of Slots In Category	357	1785	406	267	1186
Minimum Market Rate	324.75	368.05	497.95	461.97	460.00
Maximum Market Rate	1000.00	1050.00	822.70	1014.00	941.50
Average Market Rate	627.29	641.09	658.77	719.55	701.72
Standard Deviation	194.59	144.53	92.90	142.56	132.66
CYFD Rate Difference from Average	-169.97	-140.57	-134.25	-161.91	-117.68
CYFD Rate % Difference from Average	-27.10	-21.93	-20.38	-22.50	-16.77
Median (50th Percentile) Market Rate	541.25	595.00	638.67	649.75	651.00
75th Percentile of the Market Rate	714.45	707.17	721.63	777.00	814.04
CYFD Rate Difference from 75th Percentile	-257.13	-206.65	-197.11	-219.36	-230.00
CYFD Rate % Difference from 75th Percentile	-35.99	-29.22	-27.31	-28.23	-28.25

Table 2: Infant Monthly Full-Time Rates: Metro Family Homes	Registered	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	267.59	350.59	393.79	417.79	450.91	N/A
Number of Respondents	80	17	19	1	2	N/A
Total Number of Slots In Category	136	25	28	1	2	N/A
Minimum Market Rate	216.50	324.75	390.00	519.60	541.25	N/A
Maximum Market Rate	1200	1503.06	1503.06	519.60	627.85	N/A
Average Market Rate	496.46	636.57	558.22	519.60	541.25	N/A
Standard Deviation	165.40	268.22	238.84	N/A	61.23	N/A
CYFD Rate Difference from Average	-228.87	-285.98	-164.43	-101.81	-90.34	N/A
CYFD Rate % Difference from Average	-46.10	-44.93	-29.46	-19.59	-16.69	N/A
Median (50th Percentile) Market Rate	476.30	541.25	541.25	519.60	584.55	N/A
75th Percentile of the Market Rate	541.25	649.50	606.20	519.60	627.85	N/A
CYFD Rate Difference from 75th Percentile	-273.66	-298.91	-212.41	-101.81	-176.94	N/A
CYFD Rate % Difference from 75th Percentile	-50.56	-46.02	-35.04	-19.59	-28.18	N/A

Table 3: Infant Monthly Full-Time Rates: Metro Group Homes	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	363.85	407.05	431.05	464.17	490.57
Number of Respondents	22	87	6	5	3
Total Number of Slots In Category	58	248	18	11	11
Minimum Market Rate	259.00	173.20	433.00	541.25	476.30
Maximum Market Rate	974.92	1155.00	649.99	649.50	562.90
Average Market Rate	588.67	541.58	523.86	625.88	539.28
Standard Deviation	197.51	150.30	70.78	50.77	45.07
CYFD Rate Difference from Average	-224.82	-134.53	-92.81	-161.71	-48.71
CYFD Rate % Difference from Average	-38.19	-24.84	-17.72	-25.84	-9.03
Median (50th Percentile) Market Rate	552.07	519.60	541.25	627.85	541.25
75th Percentile of the Market Rate	714.45	597.54	562.90	649.50	562.90
CYFD Rate Difference from 75th Percentile	-350.60	-190.49	-131.85	-185.33	-72.33
CYFD Rate % Difference from 75th Percentile	-49.07	-31.88	-23.42	-28.53	-12.85

Table 4: Infant Monthly Full-Time Rates: Rural Centers	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	402.00	445.20	469.20	502.32	584.04
Number of Respondents	23	53	5	9	9
Total Number of Slots In Category	291	515	78	128	142
Minimum Market Rate	65.00	300.00	447.00	368.05	216.00
Maximum Market Rate	831.98	866.60	714.45	749.09	627.85
Average Market Rate	488.06	508.20	547.40	524.50	486.15
Standard Deviation	205.33	121.89	134.37	111.89	163.90
CYFD Rate Difference from Average	-86.06	-63.00	-78.20	-22.18	97.89
CYFD Rate % Difference from Average	-17.63	-12.40	-14.29	-4.23	20.14
Median (50th Percentile) Market Rate	476.66	476.30	477.71	523.93	479.80
75 th Percentile of the Market Rate	562.90	559.22	693.28	558.57	593.21
CYFD Rate Difference from 75th Percentile	-160.90	-114.02	-224.08	-56.25	-9.17
CYFD Rate % Difference from 75th Percentile	-28.58	-20.39	-32.32	-10.07	-1.55

Table 5: Infant Monthly Full-Time Rates: Rural Family Homes	Registered	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	247.68	328.90	372.10	396.10	429.22	477.31
Number of Respondents	18	5	5	N/A	2	N/A
Total Number of Slots In Category	29	9	6	N/A	3	N/A
Minimum Market Rate	200.00	389.70	324.75	N/A	424.33	N/A
Maximum Market Rate	681.97	649.50	714.45	N/A	433.00	N/A
Average Market Rate	454.10	492.21	437.33	N/A	378.66	N/A
Standard Deviation	139.12	130.16	160.12	N/A	76.84	N/A
CYFD Rate Difference from Average	-206.42	-163.31	-65.23	N/A	50.56	N/A
CYFD Rate % Difference from Average	-45.46	-33.18	-14.92	N/A	13.35	N/A
Median (50th Percentile) Market Rate	422.34	433.00	368.05	N/A	378.66	N/A
75 th Percentile of the Market Rate	541.25	649.50	433.00	N/A	433.00	N/A
CYFD Rate Difference from 75th Percentile	-293.57	-320.60	-60.90	N/A	-3.78	N/A
CYFD Rate % Difference from 75th Percentile	-54.24	-49.36	-14.06	N/A	-0.87	N/A

Table 6: Infant Monthly Full-Time Rates: Rural Group Homes	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	341.72	384.92	408.92	442.04	490.57
Number of Respondents	9	58	2	6	7
Total Number of Slots In Category	21	161	6	12	17
Minimum Market Rate	259.80	324.75	425.96	324.33	433.00
Maximum Market Rate	541.25	649.50	433.00	476.30	541.25
Average Market Rate	445.65	443.46	428.31	384.15	492.85
Standard Deviation	112.43	101.55	4.98	56.55	39.46
CYFD Rate Difference from Average	-103.93	-58.54	-19.39	57.89	-2.28
CYFD Rate % Difference from Average	-23.32	-13.20	-4.53	15.07	-0.46
Median (50th Percentile) Market Rate	433.00	433.00	429.48	378.87	519.60
75th Percentile of the Market Rate	525.00	500.00	433.00	433.00	541.25
CYFD Rate Difference from 75th Percentile	-183.28	-115.08	-24.08	9.04	-50.68
CYFD Rate % Difference from 75th Percentile	-34.91	-23.02	-5.56	2.09	-9.36

Toddler Care, Tables 7 - 12

Table 7: Toddler Monthly Full-Time Rates: Metro Centers	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	408.69	451.89	475.89	509.01	535.41
Number of Respondents	26	109	22	16	50
Total Number of Slots In Category	371	1543	324	569	1037
Minimum Market Rate	300.00	315.00	389.70	389.70	285.78
Maximum Market Rate	1066.00	950.00	822.70	882.00	928.00
Average Market Rate	646.40	596.63	590.19	631.64	662.37
Standard Deviation	191.77	135.84	105.81	130.89	131.87
CYFD Rate Difference from Average	-237.71	-144.74	-114.30	-122.63	-126.96
CYFD Rate % Difference from Average	-36.77	-24.26	-19.37	-19.41	-19.17
Median (50th Percentile) Market Rate	577.27	541.25	562.90	596.25	618.67
75 th Percentile of the Market Rate	736.10	671.15	636.47	675.00	764.00
CYFD Rate Difference from 75th Percentile	-327.41	-219.26	-160.58	-165.99	-228.59
CYFD Rate % Difference from 75th Percentile	-44.48	-32.67	-25.23	-24.59	-29.92

Table 8: Toddler Monthly Full-Time Rates: Metro Family Homes	Registered	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	253.44	312.08	355.28	379.28	412.40	438.80
Number of Respondents	90	19	22	1	2	N/A
Total Number of Slots In Category	119	30	28	3	4	N/A
Minimum Market Rate	216.50	324.75	350.00	519.60	541.25	N/A
Maximum Market Rate	1200	1503.06	1503.06	519.60	627.85	N/A
Average Market Rate	466.51	689.13	661.49	519.60	584.55	N/A
Standard Deviation	159.65	257.39	240.43	N/A	61.23	N/A
CYFD Rate Difference from Average	-213.07	-377.05	-306.21	-140.32	-172.15	N/A
CYFD Rate % Difference from Average	-45.67	-54.71	-46.29	-27.01	-29.45	N/A
Median (50th Percentile) Market Rate	433.00	541.25	541.25	519.60	584.55	N/A
75 th Percentile of the Market Rate	541.25	649.50	606.20	519.60	627.85	N/A
CYFD Rate Difference from 75th Percentile	-287.81	-337.42	-250.92	-140.32	-215.45	N/A
CYFD Rate % Difference from 75th Percentile	-53.18	-51.95	-41.39	-27.01	-34.32	N/A

Table 9: Toddler Monthly Full-Time Rates: Metro Group Homes	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	330.17	373.37	397.37	430.49	456.89
Number of Respondents	23	91	6	5	3
Total Number of Slots In Category	58	224	13	16	6
Minimum Market Rate	259.80	173.20	433.00	519.60	476.30
Maximum Market Rate	974.25	1155.00	649.99	649.50	562.90
Average Market Rate	556.10	522.34	516.31	583.10	523.21
Standard Deviation	184.72	144.95	70.98	56.04	45.07
CYFD Rate Difference from Average	-225.93	-148.97	-118.94	-152.61	-66.32
CYFD Rate % Difference from Average	-40.63	-28.52	-23.04	-26.17	-12.68
Median (50th Percentile) Market Rate	541.25	476.30	530.42	606.20	541.25
75th Percentile of the Market Rate	692.80	562.90	541.25	627.85	562.90
CYFD Rate Difference from 75th Percentile	-362.63	-189.53	-143.88	-197.36	-106.01
CYFD Rate % Difference from 75th Percentile	-52.34	-33.67	-26.58	-31.43	-18.83

Table 10: Toddler Monthly Full-Time Rates: Rural Centers	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	374.04	417.24	441.24	474.36	535.41
Number of Respondents	23	53	5	9	9
Total Number of Slots In Category	235	498	54	143	112
Minimum Market Rate	65.00	200.00	411.35	368.05	216.00
Maximum Market Rate	797.32	866.60	714.45	739.00	627.85
Average Market Rate	434.69	451.05	565.16	530.53	437.85
Standard Deviation	189.53	121.89	145.24	112.63	163.98
CYFD Rate Difference from Average	-60.65	-33.81	-123.92	-56.17	97.56
CYFD Rate % Difference from Average	-13.95	-7.50	-21.93	-10.59	22.28
Median (50th Percentile) Market Rate	476.30	433.00	466.12	510.94	479.80
75 th Percentile of the Market Rate	541.25	487.12	693.28	541.25	593.21
CYFD Rate Difference from 75th Percentile	-167.21	-69.88	-252.04	-66.89	-57.80
CYFD Rate % Difference from 75th Percentile	-30.89	-14.35	-36.35	-12.36	-9.74

Table 11: Toddler Monthly Full-Time Rates: Rural Family Homes	Registered	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	208.98	307.24	350.44	374.44	407.56	438.80
Number of Respondents	19	6	5	N/A	2	N/A
Total Number of Slots In Category	31	11	6	N/A	4	N/A
Minimum Market Rate	200.00	280.00	324.75	N/A	424.33	N/A
Maximum Market Rate	681.97	649.50	649.50	N/A	433.00	N/A
Average Market Rate	473.85	503.53	394.46	N/A	378.66	N/A
Standard Deviation	149.37	150.76	137.44	N/A	76.84	N/A
CYFD Rate Difference from Average	-264.87	-196.29	-44.02	N/A	28.90	N/A
CYFD Rate % Difference from Average	-55.90	-38.98	-11.16	N/A	7.63	N/A
Median (50th Percentile) Market Rate	411.35	497.95	346.40	N/A	378.66	N/A
75th Percentile of the Market Rate	563.29	649.50	412.43	N/A	433.00	N/A
CYFD Rate Difference from 75th Percentile	-354.31	-342.26	-61.99	N/A	-25.44	N/A
CYFD Rate % Difference from 75th Percentile	-62.90	-52.70	-15.03	N/A	-5.88	N/A

Table 12: Toddler Monthly Full-Time Rates: Rural Group Homes	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	322.78	365.98	389.98	423.10	456.89
Number of Respondents	9	59	2	6	7
Total Number of Slots In Category	22	158	9	8	18
Minimum Market Rate	259.80	324.75	406.23	324.33	433.00
Maximum Market Rate	541.25	562.90	433.00	476.30	541.25
Average Market Rate	415.65	422.01	421.10	378.82	515.39
Standard Deviation	112.13	72.02	18.93	56.55	46.95
CYFD Rate Difference from Average	-92.87	-56.03	-31.12	44.28	-58.50
CYFD Rate % Difference from Average	-22.34	-13.28	-7.39	11.69	-11.35
Median (50th Percentile) Market Rate	412.43	433.00	419.61	378.87	519.60
75th Percentile of the Market Rate	525.00	500.00	433.00	433.00	541.25
CYFD Rate Difference from 75th Percentile	-202.22	-134.02	-43.02	-9.90	-84.36
CYFD Rate % Difference from 75th Percentile	-38.52	-26.80	-9.94	-2.29	-15.59

Preschool Care, Tables 13 - 18

Table 13: Preschool Monthly Full-Time Rates: Metro Centers	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	379.21	422.41	446.41	479.53	505.93
Number of Respondents	28	113	23	18	52
Total Number of Slots In Category	978	4532	1105	569	3503
Minimum Market Rate	300.00	113.33	389.70	265.04	285.78
Maximum Market Rate	1001.33	945.00	779.40	1014.00	925.00
Average Market Rate	636.39	570.39	564.85	630.43	634.29
Standard Deviation	186.34	134.89	88.83	170.76	126.42
CYFD Rate Difference from Average	-257.18	-147.98	-118.44	-150.90	-128.36
CYFD Rate % Difference from Average	-40.41	-25.94	-20.97	-23.94	-20.24
Median (50th Percentile) Market Rate	548.46	534.03	548.47	566.16	593.83
75th Percentile of the Market Rate	712.28	636.51	608.80	667.00	718.89
CYFD Rate Difference from 75th Percentile	-333.07	-214.10	-162.39	-187.47	-212.96
CYFD Rate % Difference from 75th Percentile	-46.76	-33.64	-26.67	-28.11	-29.62

Table 14: Preschool Monthly Full-Time Rates: Metro Family Homes	Registered	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	232.32	311.20	354.40	378.40	411.52	437.92
Number of Respondents	93	18	21	1	2	1
Total Number of Slots In Category	186	43	46	2	5	4
Minimum Market Rate	216.50	324.75	346.40	519.60	541.25	433.00
Maximum Market Rate	1200	692.80	900.00	519.60	627.85	433.00
Average Market Rate	476.27	469.19	522.70	519.60	610.53	433.00
Standard Deviation	158.64	108.35	120.07	N/A	61.23	N/A
CYFD Rate Difference from Average	-243.95	-157.99	-168.30	-141.20	-199.01	4.92
CYFD Rate % Difference from Average	-51.22	-33.67	-32.20	-27.17	-32.60	1.14
Median (50th Percentile) Market Rate	433	497.95	541.25	519.60	584.55	433.00
75th Percentile of the Market Rate	541.25	541.25	562.90	519.60	627.85	433.00
CYFD Rate Difference from 75th Percentile	-308.93	-230.05	-208.50	-141.20	-216.33	4.92
CYFD Rate % Difference from 75th Percentile	-57.08	-42.50	-37.04	-27.17	-34.46	1.14

Table 15: Preschool Monthly Full-Time Rates: Metro Group Homes	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	324.56	367.76	391.76	424.88	451.28
Number of Respondents	23	92	6	5	3
Total Number of Slots In Category	96	446	41	27	12
Minimum Market Rate	259.80	122.68	433.00	519.60	476.30
Maximum Market Rate	974.25	990.00	649.99	649.50	562.90
Average Market Rate	610.59	496.74	525.30	593.37	528.62
Standard Deviation	188.67	135.68	71.70	56.04	45.07
CYFD Rate Difference from Average	-286.03	-128.98	-133.54	-168.49	-77.34
CYFD Rate % Difference from Average	-46.84	-25.97	-25.42	-28.40	-14.63
Median (50th Percentile) Market Rate	541.25	476.30	530.42	606.20	541.25
75th Percentile of the Market Rate	692.80	548.46	541.25	627.85	562.90
CYFD Rate Difference from 75th Percentile	-368.24	-180.70	-149.49	-202.97	-111.62
CYFD Rate % Difference from 75th Percentile	-53.15	-32.95	-27.62	-32.33	-19.83

Table 16: Preschool Monthly Full-Time Rates: Rural Centers	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	348.50	391.70	415.70	448.82	505.93
Number of Respondents	23	53	5	9	9
Total Number of Slots In Category	640	1443	249	241	112
Minimum Market Rate	65.00	200.00	346.40	368.05	216.00
Maximum Market Rate	649.95	866.60	714.45	739.00	593.21
Average Market Rate	408.49	438.91	433.93	520.74	455.10
Standard Deviation	163.77	121.78	172.71	113.99	153.81
CYFD Rate Difference from Average	-59.99	-47.21	-18.23	-71.92	50.83
CYFD Rate % Difference from Average	-14.69	-10.76	-4.20	-13.81	11.17
Median (50th Percentile) Market Rate	433.00	433.00	431.05	495.06	440.00
75 th Percentile of the Market Rate	519.60	487.12	693.28	541.25	541.25
CYFD Rate Difference from 75th Percentile	-171.10	-95.42	-277.58	-92.43	-35.32
CYFD Rate % Difference from 75th Percentile	-32.93	-19.59	-40.04	-17.08	-6.53

Table 17: Preschool Monthly Full-Time Rates: Rural Family Homes	Registered	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	211.20	304.40	347.60	371.60	404.72	437.92
Number of Respondents	21	6	5	N/A	2	N/A
Total Number of Slots In Category	55	10	8	N/A	5	N/A
Minimum Market Rate	200.00	280.00	324.75	N/A	324.33	N/A
Maximum Market Rate	681.97	649.50	584.55	N/A	433.00	N/A
Average Market Rate	392.66	505.02	368.32	N/A	389.53	N/A
Standard Deviation	149.94	153.32	109.64	N/A	76.84	N/A
CYFD Rate Difference from Average	-181.46	-200.62	-20.72	N/A	15.19	N/A
CYFD Rate % Difference from Average	-46.21	-39.73	-5.63	N/A	3.90	N/A
Median (50th Percentile) Market Rate	411.35	497.95	346.40	N/A	378.66	N/A
75th Percentile of the Market Rate	541.25	649.50	412.43	N/A	433.00	N/A
CYFD Rate Difference from 75th Percentile	-330.05	-345.10	-64.83	N/A	-28.28	N/A
CYFD Rate % Difference from 75th Percentile	-60.98	-53.13	-15.72	N/A	-6.53	N/A

Table 18: Preschool Monthly Full-Time Rates: Rural Group Homes	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	317.57	360.77	384.77	417.89	451.28
Number of Respondents	9	61	2	6	7
Total Number of Slots In Category	45	322	10	33	55
Minimum Market Rate	259.80	324.75	397.84	324.33	433.00
Maximum Market Rate	541.25	562.90	433.00	476.30	541.25
Average Market Rate	415.65	417.31	415.42	372.58	502.87
Standard Deviation	112.12	70.69	24.86	52.56	46.95
CYFD Rate Difference from Average	-98.08	-56.54	-30.65	45.31	-51.59
CYFD Rate % Difference from Average	-23.60	-13.55	-7.38	12.16	-10.26
Median (50th Percentile) Market Rate	407.38	407.38	415.42	368.05	519.60
75th Percentile of the Market Rate	525.00	454.65	433.00	389.70	541.25
CYFD Rate Difference from 75th Percentile	-207.43	-93.88	-48.23	28.19	-89.97
CYFD Rate % Difference from 75 th Percentile	-39.51	-20.65	-11.14	7.23	-16.62

School Age Care, Tables 19 – 24

Table 19: School Age Monthly Full-Time Rates: Metro Centers	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	331.81	375.01	399.01	432.13	458.53
Number of Respondents	14	78	18	9	30
Total Number of Slots In Category	348	1876	499	118	993
Minimum Market Rate	180.00	259.80	337.74	116.91	266.00
Maximum Market Rate	1090.00	894.00	692.80	1014.00	765.00
Average Market Rate	726.23	450.00	495.92	441.03	454.40
Standard Deviation	274.93	130.87	98.05	237.48	125.61
CYFD Rate Difference from Average	-394.42	-74.99	-96.91	-8.90	4.13
CYFD Rate % Difference from Average	-54.31	-16.66	-19.54	-2.02	0.91
Median (50th Percentile) Market Rate	534.54	452.32	505.13	554.24	519.60
75 th Percentile of the Market Rate	840.00	541.25	537.00	606.20	563.00
CYFD Rate Difference from 75th Percentile	-508.19	-166.24	-137.99	-174.07	-104.47
CYFD Rate % Difference from 75th Percentile	-60.50	-30.71	-25.70	-28.71	-18.56

Table 20: School Age Monthly Full-Time Rates: Metro Family Homes	Registered	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	232.32	306.51	349.71	373.71	406.83	433.23
Number of Respondents	71	8	10	N/A	N/A	1
Total Number of Slots In Category	111	12	10	N/A	N/A	1
Minimum Market Rate	216.50	324.75	345.00	N/A	N/A	433.00
Maximum Market Rate	866.65	541.25	606.20	N/A	N/A	433.00
Average Market Rate	425.52	407.04	478.30	N/A	N/A	433.00
Standard Deviation	141.69	71.18	92.73	N/A	N/A	N/A
CYFD Rate Difference from Average	-193.20	-100.53	-128.59	N/A	N/A	0.23
CYFD Rate % Difference from Average	-45.40	-24.70	-26.88	N/A	N/A	0.05
Median (50th Percentile) Market Rate	433	413.51	541.25	N/A	N/A	433.00
75th Percentile of the Market Rate	497.95	443.97	562.90	N/A	N/A	433.00
CYFD Rate Difference from 75th Percentile	-265.63	-137.46	-213.19	N/A	N/A	0.23
CYFD Rate % Difference from 75th Percentile	-53.34	-30.96	-37.87	N/A	N/A	0.05

Table 21: School Age Monthly Full-Time Rates: Metro Group Homes	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	320.19	363.39	387.39	420.51	446.91
Number of Respondents	23	72	5	4	3
Total Number of Slots In Category	24	233	18	10	5
Minimum Market Rate	259.80	108.25	433.00	541.25	476.30
Maximum Market Rate	974.25	990.00	649.99	649.50	562.90
Average Market Rate	441.27	439.26	263.49	612.69	510.94
Standard Deviation	188.67	132.33	81.77	46.77	45.07
CYFD Rate Difference from Average	-121.08	-75.87	123.90	-192.18	-64.03
CYFD Rate % Difference from Average	-27.44	-17.27	47.02	-31.37	-12.53
Median (50 th Percentile) Market Rate	541.25	433.00	519.60	617.02	541.25
75th Percentile of the Market Rate	692.80	541.25	541.25	638.67	562.90
CYFD Rate Difference from 75th Percentile	-372.61	-177.86	-153.86	-218.16	-115.99
CYFD Rate % Difference from 75th Percentile	-53.78	-32.86	-28.43	-34.16	-20.61

Table 22: School Age Monthly Full-Time Rates: Rural Centers	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	319.64	362.84	386.84	419.96	458.53
Number of Respondents	23	53	5	9	9
Total Number of Slots In Category	191	283	75	19	68
Minimum Market Rate	65.00	200.00	192.00	411.35	324.75
Maximum Market Rate	649.50	866.60	714.45	541.25	440.00
Average Market Rate	404.15	390.20	403.30	449.20	282.98
Standard Deviation	164.76	139.20	221.96	59.69	66.54
CYFD Rate Difference from Average	-84.51	-27.36	-16.46	-29.24	175.55
CYFD Rate % Difference from Average	-20.91	-7.01	-4.08	-6.51	62.04
Median (50th Percentile) Market Rate	443.98	415.40	377.90	477.38	324.75
75th Percentile of the Market Rate	500.00	476.30	572.75	526.09	440.00
CYFD Rate Difference from 75th Percentile	-180.36	-113.46	-185.91	-106.13	18.53
CYFD Rate % Difference from 75th Percentile	-36.07	-23.82	-32.46	-20.17	4.21

Table 23: School Age Monthly Full-Time Rates: Rural Family Homes	Registered	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	190.08	297.25	340.45	364.45	397.57	433.23
Number of Respondents	18	3	4	N/A	1	N/A
Total Number of Slots In Category	28	4	9	N/A	0	N/A
Minimum Market Rate	200.00	280.00	324.75	N/A	324.33	N/A
Maximum Market Rate	681.97	649.50	541.25	N/A	324.33	N/A
Average Market Rate	418.10	350.72	368.32	N/A	324.33	N/A
Standard Deviation	146.41	193.24	101.55	N/A	76.84	N/A
CYFD Rate Difference from Average	-228.02	-53.47	-27.87	N/A	397.57	N/A
CYFD Rate % Difference from Average	-54.54	-15.25	-7.57	N/A	N/A	N/A
Median (50th Percentile) Market Rate	373.33	562.90	362.89	N/A	324.33	N/A
75th Percentile of the Market Rate	454.65	649.50	470.06	N/A	324.33	N/A
CYFD Rate Difference from 75th Percentile	-264.57	-352.25	-129.61	N/A	73.24	N/A
CYFD Rate % Difference from 75th Percentile	-58.19	-54.23	-27.57	N/A	22.58	N/A

Table 24: School Age Monthly Full-Time Rates: Rural Group Homes	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Current CYFD Reimbursement Rate	310.59	353.79	377.79	410.91	451.28
Number of Respondents	9	56	1	6	7
Total Number of Slots In Category	19	166	3	16	20
Minimum Market Rate	259.80	275.00	393.53	324.33	433.00
Maximum Market Rate	541.25	562.90	393.53	476.30	541.25
Average Market Rate	345.31	400.93	393.53	378.70	502.28
Standard Deviation	112.16	76.23	N/A	52.67	46.95
CYFD Rate Difference from Average	-34.72	-47.14	-15.74	32.21	-55.37
CYFD Rate % Difference from Average	-10.05	-11.76	-4.00	8.51	-11.02
Median (50th Percentile) Market Rate	398.88	399.44	393.53	368.05	519.60
75th Percentile of the Market Rate	525.00	476.30	393.53	389.70	541.25
CYFD Rate Difference from 75th Percentile	-214.41	-122.51	-15.74	21.21	-94.34
CYFD Rate % Difference from 75 th Percentile	-40.84	-25.72	-4.00	5.44	-17.43

Aggregated Data

Table 25: Market Rates and CYFD Rates by STAR Level for Licensed Facilities	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
Average CYFD Reimbursement Rate	340.45	383.65	407.65	440.77	476.4
Number of Respondents	111	348	37	42	72
Total Number of Slots In Category	3956	14573	2914	1847	7438
Average Market Rate	483.67	478.75	522.89	490.18	538.05
Standard Deviation	162.13	143.93	126.38	128.9	156.42
CYFD Rate Difference from Average Market Rate	-143.22	-95.1	-115.24	-49.41	-61.65
CYFD Rate % Difference from Average Market Rate	-29.61	-0.20	-0.22	-0.10	-0.11
Median (50th Percentile) Market Rate	433	433	519.96	460.78	533.13
75th Percentile of the Market Rate	528.62	523.57	565.06	541.25	584.75
CYFD Rate Difference from 75th Percentile	-188.17	-139.92	-157.41	-100.48	-108.35
CYFD % Difference from 75th Percentile	-35.60	-26.72	-27.86	-18.56	-18.53

Table 26: Infant Market Rates and CYFD Rates by STAR Level	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
Average CYFD Reimbursement Rate	374.06	417.26	441.26	474.38	517.31
Number of Respondents	95	291	34	36	62
Total Number of Slots In Category	772	2743	509	423	1356
Weighted Average Market Rate	564.78	594.30	633.96	645.19	675.21
Standard Deviation	209.43	155.93	111.49	154.29	161.83
CYFD Rate Difference from Average Market Rate	-190.72	-177.04	-192.7	-170.81	-157.9
CYFD Rate % Difference from Average Market Rate	-0.34	-0.30	-0.30	-0.26	-0.23
Median (50th Percentile) Market Rate	541.25	519.6	605.51	560.74	607.6
75th Percentile of the Market Rate	649.5	617.02	693.23	649.5	798.88
CYFD Rate Difference from 75th Percentile	-275.44	-199.76	-251.97	-175.12	-281.57
CYFD % Difference from 75th Percentile	-42.41	-32.37	-36.35	-26.96	-35.25

Table 27: Toddler Market Rates and CYFD Rates by STAR Level	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
Average CYFD Reimbursement Rate	342.50	385.70	409.70	442.82	477.03
Number of Respondents	107	330	36	40	69
Total Number of Slots in Category	737	2456	403	381	1173
Average Market Rate	562.21	549.43	580.15	583.20	637.97
Standard Deviation	205.38	149.72	106.22	130.73	150.08
CYFD Rate Difference from Average Market Rate	-219.71	-163.73	-170.45	-140.38	-160.94
CYFD Rate % Difference from Average Market Rate	-0.39	-0.30	-0.29	-0.24	-0.25
Median (50th Percentile) Market Rate	520	497.95	528.3	541.25	606.2
75th Percentile of the Market Rate	649.50	562.9	636.47	619.00	749.09
CYFD Rate Difference from 75th Percentile	-307	-177.2	-226.77	-176.175	-272.06
CYFD % Difference from 75th Percentile	-47.27	-31.48	-35.63	-28.46	-36.32

Table 28: Preschool Market Rates and CYFD Rates by STAR Level	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
Average CYFD Reimbursement Rate	330.91	374.11	398.11	431.23	465.04
Number of Respondents	108	343	37	42	72
Total Number of Slots in Category	1833	6797	1407	880	3822
Average Market Rate	543.09	529.83	539.40	588.10	620.23
Standard Deviation	176.43	134.40	100.22	150.37	142.42
CYFD Rate Difference from Average Market Rate	-212.18	-155.72	-141.29	-156.87	-155.19
CYFD Rate % Difference from Average Market Rate	-0.39	-0.29	-0.26	-0.27	-0.25
Median (50th Percentile) Market Rate	478.33	476.30	537	541.25	556.12
75th Percentile of the Market Rate	606.43	555.68	595.11	627.85	709.4
CYFD Rate Difference from 75th Percentile	-275.52	-181.57	-197	-196.62	-244.36
CYFD % Difference from 75th Percentile	-45.43	-32.68	-33.10	-31.32	-34.45

Table 29: School Age Market Rates and CYFD Rates by STAR Level	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
Average CYFD Reimbursement Rate	314.33	357.53	381.53	414.65	446.22
Number of Respondents	64	257	28	24	44
Total Number of Slots in Category	614	2577	595	163	1087
Average Market Rate	587.92	439.32	476.70	446.41	436.06
Standard Deviation	182.87	122.96	118.16	171.36	113.72
CYFD Rate Difference from Average Market Rate	-273.59	-81.79	-95.165	-31.76	10.16
CYFD Rate % Difference from Average Market Rate	-0.47	-0.19	-0.20	-0.07	0.02
Median (50th Percentile) Market Rate	443.98	433.00	497.95	493.62	519.54
75th Percentile of the Market Rate	541.25	519.60	539.13	583.10	554.17
CYFD Rate Difference from 75th Percentile	-226.92	-162.07	-157.6	-168.45	-107.95
CYFD % Difference from 75th Percentile	-41.93	-31.19	-29.23	-28.89	-19.48

Additional Analysis of Data

The primary focus of the survey was to determine rates for child care in New Mexico. However additional survey questions allow us to investigate additional features of the industry. These features are summarized in Tables 30 – 36. The tables report the percent of providers that charge gross receipts tax in addition to their reported rates; the percent of enrolled children receiving a CYFD subsidy; the extent to which care is available outside the normal working day; the extent to which caregivers maintain a wait list, which is one measure of the adequacy of supply of child care; the factors that influence rate-setting by caregivers; and changes in rates since 2009. This section closes with a comparison between average market rates with the CYFD Reimbursement Rates.

Gross Receipts Tax

Table 30: Gross Receipts Tax	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
Percent Charging GRT in Addition to Rate	27.93	30.75	24.32	28.57	25.00
Overall % Charging GRT	29.02				

Fewer than 30% of providers charge gross receipts taxes in addition to their rates. This practice does not vary systematically by Star level.

Percent of Children Receiving Subsidy

Subsidy rates are highest among Family Home providers and lowest among Group Home providers. At each level of licensure more than half of the children in Rural Family Homes receive a CYFD subsidy. More than 70% of the children enrolled at 5-STAR Metro Family Homes and 4-STAR Rural Family Homes receive a CYFD subsidy.

Table 31: % of enrolled children receiving CYFD Subsidy	Registered	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR
Metro Centers	N/A	19.67	54.46	64.87	41.46	40.24
Metro Family Homes	33.86	28.74	51.36	56.52	17.72	71.43
Metro Group Homes	N/A	8.06	22.53	27.31	29.06	42.21
Rural Centers	N/A	42.27	51.61	35.53	52.68	26.45
Rural Family Homes	50.63	50.48	59.20	66.67	70.77	60.22
Rural Group Homes	N/A	1.98	44.60	0.00	36.36	37.22

Hours of Operation

On average, child care providers remain open for 11.7 hours per day, based on reported weekday hours. Far more caregivers are open early (before 7 a.m.) than are open late (after 7 p.m.). A small minority are open 24 hours a day. The availability of care at these hours varies by type of care: centers are generally the least likely to offer extended-hour care. Average hours of care disaggregated by type of care, STAR Level, and location are presented in Table 33.

Table 32: Hours of Operation, Overall Averages	
Average hours open (daily)	11.7
Percent open 24 hours	5.61%
Percent open before 7 a.m.	36.43%
Percent open after 7 p.m.	6.41%
Number of Observations	873

Table 33: Hours of Operation by Type of Care and Star Level

		Registered	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Metro Centers	Average hours open (daily)	N/A	10.52	11.25	11.37	10.57	10.96
	Percent offering extended hour care	N/A	24.32%	55.83%	70.83%	31.58%	64.15%
	Percent open 24 hours	N/A	0	0	0	0	0
	Percent open before 7 a.m.	N/A	21.62%	57.50%	70.83%	36.84%	66.04%
	Percent open after 7 p.m.	N/A	0	5.83%	0	5.26%	5.66%
	Number of Observations	N/A	37	120	24	19	53
Rural Centers	Average hours open (daily)	N/A	10.3	10.56	9.42	10.74	10.48
	Percent offering extended hour care	N/A	8.70%	16.98%	0	50.00%	30.00%
	Percent open 24 hours	N/A	0	0	0	0	0
	Percent open before 7 a.m.	N/A	8.70%	16.98%	0	50.00%	40.00%
	Percent open after 7 p.m.	N/A	8.70%	16.98%	0	50.00%	40.00%
	Number of Observations	N/A	23	53	5	10	10
Metro Family	Average hours open (daily)	12.2	12.52	12.25	10.42	11.37	10.48
	Percent offering extended hour care	64.21%	34.09%	56.03%	62.50%	25.00%	40.00%
	Percent open 24 hours	14.74%	9.09%	15.52%	12.50%	0	0
	Percent open before 7 a.m.	46.32%	25.00%	36.21%	62.50%	0	20.00%
	Percent open after 7 p.m.	9.47%	2.27%	8.62%	0	0	20.00%
	Number of Observations	95	44	116	8	8	5
Rural Family	Average hours open (daily)	11.41	11.37	11.43	--	10.88	10.82
	Percent offering extended hour care	28.57%	28.57%	61.19%	--	50.00%	42.86%
	Percent open 24 hours	0	0	16.42	--	0	0
	Percent open before 7 a.m.	19.05%	21.43%	38.81%	--	37.50%	28.57%
	Percent open after 7 p.m.	9.52%	7.14%	14.93%	--	25.00%	0
	Number of Observations	21	14	67	2	8	7
Metro Group	Average hours open (daily)	N/A	11.37	12.24	10.5	11.38	11.42
	Percent offering extended hour care	N/A	20.00%	13.51%	25.00%	22.22%	27.78%
	Percent open 24 hours	N/A	0	0	0	0	0
	Percent open before 7 a.m.	N/A	20.00%	13.51%	25.00%	11.11%	22.22%
	Percent open after 7 p.m.	N/A	0	0	0	0	0
	Number of Observations	N/A	25	37	4	9	18
Rural Group	Average hours open (daily)	N/A	--	--	--	--	10.58
	Percent offering extended hour care	N/A	9.09%	--	--	--	25.00%
	Percent open 24 hours	N/A	0	--	--	--	0
	Percent open before 7 a.m.	N/A	9.09%	--	--	--	25.00%
	Percent open after 7 p.m.	N/A	0	--	--	--	0
	Number of Observations	N/A	11	8	--	5	4

Maintenance of a Waitlist

Among all of the surveyed providers, only 40% of all providers reported having a waitlist. Licensed providers were more likely to maintain a waitlist than were registered providers.

Table 34: Percentage of Providers Maintaining a Waitlist						
Waitlist, Metro	Registered	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Centers	N/A	45.95%	36.67%	25.00%	42.11%	64.15%
Number Reporting	N/A	37	120	24	19	53
Family Homes	21.05%	47.73%	31.03%	37.50%	37.50%	80.00%
Number Reporting	95	44	116	8	8	5
Group Homes	N/A	36.00%	37.84%	25.00%	33.33%	44.44%
Number Reporting	N/A	25	37	4	9	18
Waitlist, Rural	Registered	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Centers	N/A	65.22%	56.60%	40.00%	60.00%	70.00%
Number Reporting	3	23	53	5	10	10
Family Homes	9.52%	50.00%	34.33%	50.00%	37.50%	42.86%
Number Reporting	21	14	67	2	8	7
Group Homes	N/A	63.64%	25.00%	N/A	40.00%	50.00%
Number Reporting	N/A	11	8	N/A	5	4

Considerations in Setting Rates

Providers were asked about the factors that influence their rate determination. Because providers could give multiple answers, these are not expressed as percentages. Child care rates in the community were named most often, with overall operating costs the second most common answer.

Table 35: Number of Respondents, What do you consider when setting your rates?						
Child care Rates in Community	CYFD Reimbursement Rates	Parents' Willingness to Pay	Overall Operating Costs	Profit Level Desired	Staff Salaries, Training	Special Needs Children
470	238	262	382	67	174	12

Parents' willingness to pay, CYFD reimbursement rates and the cost of staff salaries and training were mentioned by more than one hundred providers, but fewer than mentioned the prevailing rates in the community or operating costs. Relatively few providers responded that they set their rates in order to earn their desired profit level or in response to the number of special needs children in their care.

Changes in Rates Since 2009

Due to a rate reduction in 2010, CYFD Reimbursement Rates have fallen for every category of provider. Changes in average market rates since 2009 were mixed. Market rates were reported for 99 of the 120 provider categories. Of those, the average rate in 44 categories was lower in 2011 than in 2009; for 55 categories the average rate was higher. Among 1-STAR and 5-STAR providers, average market rates fell in more than half of the categories we

report. Among 3-STAR providers, the average market rate increased in all categories except metro centers, toddlers, and metro and rural group homes, school age.

Table 36: Change in Average Rates, 2009 to 2011	1-STAR	2-STAR	3-STAR	4-STAR	5-STAR
Metro Centers, Infants	-92.7	44.61	3.63	125.11	-3.4
Metro Family Homes, Infants	23.11	-6.2		5	
Metro Group Homes, Infants	-18.34	-3.55	29.14	16.51	-2.39
Rural Centers, Infants	-33.01	-22.64	103	82.81	-10.26
Rural Family Homes, Infants	-56.67	-16.22			
Rural Group Homes, Infants	88.15	35.56	5.81	-54.6	45.65
Metro Centers, Toddlers	20.37	53.71	-1.18	95.95	32.05
Metro Family Homes, Toddlers	108.75	168.54		86.22	
Metro Group Homes, Toddlers	-27.78	36.34	25.2	-20.32	-18.46
Rural Centers, Toddlers	-66.08	-3.42	145.8	94.94	-18.54
Rural Family Homes, Toddlers	-56.19	-51.38			
Rural Group Homes, Toddlers	68.98	28.28	9.43	-25.62	47.39
Metro Centers, Pre-school	29.45	41.3	6.93	98.03	29.73
Metro Family Homes, Pre-school	-88.84	43.61		123.03	
Metro Group Homes, Pre-school	99.57	4.34	36.6	-5.81	-13.05
Rural Centers, Pre-school	-52.19	-4.06	37.04	89.56	-18.63
Rural Family Homes, Pre-school	70.25	-73.52			
Rural Group Homes, Pre-school	75.17	27.84	5.72	-10.2	65.82
Metro Centers, School age	199.62	-20.9	19.82	-61.21	-64.25
Metro Family Homes, School age	-92.2	15.18			
Metro Group Homes, School age	-46.23	3.32	-220.4	21.91	-30.73
Rural Centers, School age	-95.1	-15.56	69.64	56.49	-126.54
Rural Family Homes, School age	-39.28	-80.48			
Rural Group Homes, School age	27.53	21.62	-10.91	-11.3	98.41
Number of categories, reduced average rates	13	11	3	7	10
Number of categories, increased average rates	11	13	13	12	6
Aggregate	-62.27	-7.31	13.31	-14.41	-23.94
Aggregate Infant	-20.68	76.1	82.72	109.29	62.14
Aggregate Toddler	-1.17	62.49	67.9	82.02	74.8
Aggregate Pre-school	14.87	50.23	44.65	93.15	68.99
Aggregate School age	67.85	7.08	26.12	-34.3	-152.47

Differences between CYFD Reimbursement Rates and Average Market Rates

CYFD Reimbursement Rates tend to be less than the average market rate. The CYFD Reimbursement Rate is less than half the average market rate for 1-STAR Toddler Metro Family Homes and 1-STAR School-age Metro Centers. The CYFD reimbursement rate is less than the average market rate for all categories of 2-STAR providers and most categories of 3-, 4-, and 5-STAR providers. The CYFD Reimbursement Rate exceeds the average market rate in fifteen of 130 provider categories.

Among licensed caregivers, the difference between the CYFD Reimbursement Rate and the market average ranges from 54.71% less than the average (1-STAR Metro Family Homes, Toddler) to 62.04% more than the average (5-STAR Rural Centers, School-aged).

Among registered homes, in all categories the CYFD reimbursement rate is approximately half the average market rate. The difference ranges from 55.9% lower (Toddler, Rural) to 45.4% lower (School-age, Metro).

Observations and Lessons Learned

The amount of time it took to complete this project from start to finish was three months. One and a half months was devoted to planning, which included modifications to the initial survey, creating letters and postcards, preparing the NACCRRAware database, translating documents, creating spreadsheets, creating training tools, mass mailing process, hiring and training two students, and training temporary staff. Data collection was completed in one and a half months. As recommended in the last Market Rate Survey, response rates to the survey were improved by sending out an initial postcard and following up with a mailing containing the survey questionnaire.

- Time was needed to train temporary personnel. It would be more efficient to have the trainer on-site at all times for questions and clarifications.
- Even though the child care center programs were aware of the breakdown of information needed for the Market Rate Survey regarding enrollment numbers, it was difficult for programs to answer the questions accurately as they typically have combinations of age groups per classroom. (for example, ages 3 and 4 grouped together).
- We attempted to contact programs at an earlier timeframe for this Market Rate Survey, but many of the programs were closed for the holidays.

Recommendations:

- More time is needed to train temporary surveyors.
- Having a trainer available at all times for questions and clarifications would be more efficient.
- Hiring bilingual surveyors would be more efficient but is difficult in such a short timeframe.

2011 Market Rate Survey Instrument

Licensed Child Care

GENERAL INFORMATION

Phone:

Name of Program:

Location:

Geo-category (metro/rural):

STAR Level:

Type of Care (Center/Family Home/Group Home):

INTERVIEWER: *Hello, my name is _____ and I am calling to conduct a child care market rate survey for New Mexico's Children, Youth and Families Department. May I speak with the director of the program?*

We are also doing this survey in Spanish. Would you prefer our Spanish-speaking interviewer call you back?

Every two years, CYFD asks child care providers what they charge to care for children. We need your help in gathering this information. The information that you give us will help us to evaluate the current state child care rates.

This phone call will take approximately __ minutes. Do you have some time to speak with me today?

Start Here

INTERVIEWER: *First, I'm going to ask you some general questions about the care that you provide.*

1. Which one of the following best describes your type of care?

- For-profit licensed child care center
- Non-profit licensed child care center
- Pre-school
- Out of School Time Program
- Licensed family child care home (6 or fewer)
- Licensed group child care home (6 – 12)
- Head Start —→ INTERVIEWER: *Thank you for your cooperation, but you do not need to continue the survey. We are collecting information about child care prices for private-paying families.*

2. What ages of children do you accept?

- Birth to 11 months
- 1 year to 1 year 11 months
- 2 years to 2 years 11 months
- 3 years to 3 years 11 months
- 4 years to 4 years 11 months
- 5 years to 5 years 11 months
- 6-12 years

3. What are your days and hours of operation? [*interviewer: make note of non-traditional hours (before 7:00 AM; after 7:00 PM; weekends)*]

Days and hours of operation: _____

4. What is the most typical way you charge for full time care? By the hour, day, week or month?

- Hour
- Day
- Week
- Month

INTERVIEWER: *My next questions are specific to each age group that you care for, starting with infants 0-1 year.*

INFANTS (birth to 11 months)

5. How many infants are enrolled?

_____ Number of infants enrolled

6. How much do you charge per [answer to 4] for FULL TIME infant care? \$_____

7. Do you charge a different rate for PART TIME infant care?

Yes

No → Skip to 9

8. How much do you charge per [answer to 4] for PART TIME infant care? \$_____

INTERVIEWER: *My next group of questions is regarding care for one-year olds.*

ONE-YEAR-OLDS (1 year to 1 year 11 months)

9. How many one-year-olds are enrolled?

_____ Number of one-year-olds enrolled

10. Do you charge a different rate for one-year-olds than you do for infants?

Yes

No → Skip to 14

11. How much do you charge per [answer to 4] for FULL TIME one-year-old care? \$_____

12. Do you charge a different rate for PART TIME one-year-old care?

Yes

No → Skip to 14

13. How much do you charge per [answer to 4] for PART TIME one-year-old care? \$_____

INTERVIEWER: *My next group of questions is regarding care for two-year olds.*

TWO-YEAR-OLDS (2 years to 2 years 11 months)

14. How many two-year-olds are enrolled?

_____ Number of two-year-olds

15. Do you charge a different rate for two-year-olds than you do for one-year-olds?

Yes

No → Skip to 19

16. How much do you charge per [answer to 4] for FULL TIME two-year-old care? \$_____

17. Do you charge a different rate for PART TIME two-year-old care?

Yes

No → Skip to 19

18. How much do you charge per [answer to 4] for PART TIME two-year-old care? \$_____

INTERVIEWER: *My next group of questions is regarding care for three-year olds.*

THREE-YEAR-OLDS (3 years to 3 years 11 months)

19. How many three-year-olds are enrolled?

_____ Number of three-year-olds enrolled

20. Do you charge a different rate for three-year-olds than you do for two-year-olds?

Yes

No → Skip to 24

21. How much do you charge per [answer to 4] for FULL TIME three-year-old care? \$_____

22. Do you charge a different rate for PART TIME three-year-old care?

Yes

No → Skip to 24

23. How much do you charge per [answer to 4] for PART TIME three-year-old care? \$_____

INTERVIEWER: *My next group of questions is regarding care for four-year olds.*

FOUR-YEAR-OLDS (4 years to 4 years 11 months)

24. How many four-year-olds are enrolled?

_____ Number of four-year-olds enrolled

25. Do you charge a different rate for four-year-olds than you do for three-year-olds?

Yes

No → Skip to 29

26. How much do you charge per [answer to 4] for FULL TIME four-year-old care? \$_____

27. Do you charge a different rate for PART TIME four-year-old care?

Yes

No → Skip to 29

28. How much do you charge per [answer to 4] for PART TIME four-year-old care? \$_____

INTERVIEWER: *My next group of questions is regarding care for five-year olds.*

FIVE-YEAR-OLDS (5 years to 5 years 11 months)

29. How many five-year-olds are enrolled?

_____ Number of five-year-olds enrolled

30. Do you charge a different rate for five-year-olds than you do for four-year-olds?

Yes

No → Skip to 34

31. How much do you charge per [answer to 4] for FULL TIME five-year-old care? \$_____

32. Do you charge a different rate for PART TIME five-year-old care?

Yes

No → Skip to 34

33. How much do you charge per [answer to 4] for PART TIME five-year-old care? \$_____

INTERVIEWER: *My next group of questions is regarding care for six to twelve-year-olds.*

SIX TO TWELVE-YEAR-OLDS

34. How many six to twelve-year-olds are enrolled?

_____ Number of six to twelve-year-olds enrolled

35. Do you charge a different rate for six to twelve-year-olds than you do for five-year-olds?

Yes

No → Skip to 39

36. How much do you charge per [answer to 4] for FULL TIME six to twelve-year-old care? \$_____

37. Do you charge a different rate for PART TIME six to twelve-year-old care?

Yes

No → Skip to 39

38. How much do you charge per [answer to 4] for PART TIME six to twelve-year-old care? \$_____

INTERVIEWER: *My next questions relate to discounts you may offer or additional fees that you may charge for other services offered.*

39. Do you charge a gross receipts tax in addition to your base rate?

- Yes
- No

40. If you provide care before 7:00 AM, after 7:00 PM or on weekends, do you charge more for it?

- Yes
- No
- Don't know/no answer

41. Do you adjust your usual rates in any of the following ways?

- Decreased rates for families with low incomes
- Discount for two or more children from the same family
- Scholarships
- Other (please specify: _____)

INTERVIEWER: *Finally, I just have a few questions about your enrollment and rate-setting.*

42. Are you currently accepting more children?

- Yes
- No → Skip to 43

43. Do you offer care for children whose care is supported by subsidy from the Children, Youth and Families Department?

- Yes
- No

44. How many children receiving state subsidies do you currently have enrolled?

_____ Number of children with subsidies in enrolled

45. How many hours per week does a child need to attend your child care program to be considered full time?

_____ Hours per week

46. Which of the following most greatly influences the rates that you set (the amount you charge a family)?

- Child care rates in the community
- Overall operating costs
- Staff salaries and training costs
- CYFD reimbursement rates
- Number of children with special needs
- Profit level desired
- Parents' willingness to pay

47. Thank you for taking the time to complete this survey. Is there anything else you would like to tell us?

2010 Market Rate Survey Instrument

Registered Homes

GENERAL INFORMATION

Phone:

Name of Program:

Location:

Geo-category (metro/rural):

INTERVIEWER: *Hello, my name is _____ and I am calling to conduct a child care market rate survey for New Mexico's Children, Youth and Families Department. Is this _____ [program/provider name]?*

We are also doing this survey in Spanish. Would you prefer our Spanish-speaking interviewer call you back?

Every two years, CYFD asks child care providers what they charge to care for children. We need your help in gathering this information. The information that you give us will help us to evaluate the current state child care rates.

This phone call will take approximately ___ minutes. Do you have some time to speak with me today?

Start Here

INTERVIEWER: *First, I'm going to ask you some general questions about the care that you provide.*

48. Do you care for any children that are NOT related to you?

- Yes
- No → INTERVIEWER: *Thank you for your cooperation, but you do not need to continue the survey. We are collecting information about child care prices for non-related families.*

49. What ages of children do you accept?

- Birth to 11 months
- 1 year to 1 year 11 months
- 2 years to 2 years 11 months
- 3 years to 3 years 11 months
- 4 years to 4 years 11 months
- 5 years to 5 years 11 months
- 6-12 years

50. What are your days and hours of operation? [*INTERVIEWER: make note of non-traditional hours (before 7:00 AM; after 7:00 PM; weekends)*]

Days and hours of operation: _____

51. What is the most typical way you charge for full time care? By the hour, day, week or month?

- Hour
- Day
- Week
- Month

INTERVIEWER: *My next questions are specific to each age group that you care for, starting with infants 0-1 year.*

INFANTS (birth to 11 months)

52. How many infants are enrolled?

_____ Number of infants enrolled

53. How much do you charge per [answer to 4] for FULL TIME infant care? \$_____

54. Do you charge a different rate for PART TIME infant care?

Yes

No → Skip to 9

55. How much do you charge per [answer to 4] for PART TIME infant care? \$_____

INTERVIEWER: *My next group of questions is regarding care for one-year olds.*

ONE-YEAR-OLDS (1 year to 1 year 11 months)

56. How many one-year-olds are enrolled?

_____ Number of one-year-olds enrolled

57. Do you charge a different rate for one-year-olds than you do for infants?

Yes

No → Skip to 14

58. How much do you charge per [answer to 4] for FULL TIME one-year-old care? \$_____

59. Do you charge a different rate for PART TIME one-year-old care?

Yes

No → Skip to 14

60. How much do you charge per [answer to 4] for PART TIME one-year-old care? \$_____

INTERVIEWER: *My next group of questions is regarding care for two-year olds .*

TWO-YEAR-OLDS (2 years to 2 years 11 months)

61. How many two-year-olds are enrolled?

_____ Number of two-year-olds

62. Do you charge a different rate for two-year-olds than you do for one-year-olds?

Yes

No → Skip to 19

63. How much do you charge per [answer to 4] for FULL TIME two-year-old care? \$_____

64. Do you charge a different rate for PART TIME two-year-old care?

Yes

No → Skip to 19

65. How much do you charge per [answer to 4] for PART TIME two-year-old care? \$_____

INTERVIEWER: *My next group of questions is regarding care for three-year olds.*

THREE-YEAR-OLDS (3 years to 3 years 11 months)

66. How many three-year-olds are enrolled?

_____ Number of three-year-olds enrolled

67. Do you charge a different rate for three-year-olds than you do for two-year-olds?

Yes

No → Skip to 24

68. How much do you charge per [answer to 4] for FULL TIME three-year-old care? \$_____

69. Do you charge a different rate for PART TIME three-year-old care?

Yes

No → Skip to 24

70. How much do you charge per [answer to 4] for PART TIME three-year-old care? \$_____

INTERVIEWER: *My next group of questions is regarding care for four-year olds.*

FOUR-YEAR-OLDS (4 years to 4 years 11 months)

71. How many four-year-olds are enrolled?

_____ Number of four-year-olds enrolled

72. Do you charge a different rate for four-year-olds than you do for three-year-olds?

Yes

No → Skip to 29

73. How much do you charge per [answer to 4] for FULL TIME four-year-old care? \$_____

74. Do you charge a different rate for PART TIME four-year-old care?

Yes

No → Skip to 29

75. How much do you charge per [answer to 4] for PART TIME four-year-old care? \$_____

INTERVIEWER: *My next group of questions is regarding care for five-year olds.*

FIVE-YEAR-OLDS (5 years to 5 years 11 months)

76. How many five-year-olds are enrolled?

_____ Number of five-year-olds enrolled

77. Do you charge a different rate for five-year-olds than you do for four-year-olds?

Yes

No → Skip to 34

78. How much do you charge per [answer to 4] for FULL TIME five-year-old care? \$_____

79. Do you charge a different rate for PART TIME five-year-old care?

Yes

No → Skip to 34

80. How much do you charge per [answer to 4] for PART TIME five-year-old care? \$_____

INTERVIEWER: *My next group of questions is regarding care for six to twelve-year-olds.*

SIX TO TWELVE-YEAR-OLDS

81. How many six to twelve-year-olds are enrolled?

_____ Number of six to twelve-year-olds enrolled

82. Do you charge a different rate for six to twelve-year-olds than you do for five-year-olds?

Yes

No → Skip to 39

83. How much do you charge per [answer to 4] for FULL TIME six to twelve-year-old care? \$_____

84. Do you charge a different rate for PART TIME six to twelve-year-old care?

Yes

No → Skip to 39

85. How much do you charge per [answer to 4] for PART TIME six to twelve-year-old care? \$_____

INTERVIEWER: *My next questions relate to discounts you may offer or additional fees that you may charge for other services offered.*

86. Do you charge a gross receipts tax in addition to your base rate?

- Yes
- No

87. If you provide care before 7:00 AM, after 7:00 PM or on weekends, do you charge more for it?

- Yes
- No
- Don't know/no answer

88. Do you adjust your usual rates in any of the following ways?

- Decreased rates for families with low incomes
- Discount for two or more children from the same family
- Scholarships
- Other (please specify: _____)

INTERVIEWER: *Finally, I just have a few questions about your enrollment and rate-setting.*

89. Are you currently accepting more children?

- Yes
- No → Skip to 43

90. Do you offer care for children whose care is supported by subsidy from the Children, Youth and Families Department?

- Yes
- No

91. How many children receiving state subsidies do you currently have enrolled?

_____ Number of children with subsidies in enrolled

92. How many hours per week does a child need to attend your child care program to be considered full time?

_____ Hours per week

93. Which of the following most greatly influences the rates that you set (the amount you charge a family)?

- Child care rates in the community
- Overall operating costs
- Staff salaries and training costs
- CYFD reimbursement rates
- Number of children with special needs
- Profit level desired
- Parents' willingness to pay

94. Thank you for taking the time to complete this survey. Is there anything else you would like to tell us?

For questions about the 2011 Market Rate Survey, please call: 1-800-832-1321

