

# **NEW JERSEY CHILD CARE MARKET RATE SURVEY**

**2012**

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**Division of Family Development  
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## NEW JERSEY CHILD CARE MARKET RATE SURVEY: 2012 EXECUTIVE SUMMARY

The Federal Government requires each state to conduct a survey every two years of child care market prices. The results are one factor used in establishing rates that providers will be reimbursed for child care costs.

The Department of Human Services' (DHS) Office of Research and Evaluation worked with the Division of Family Development (DFD) and New Jersey's Child Care Resource and Referral (CCR&R) agencies in conducting New Jersey's child care market rate survey. Information was obtained for two types of regulated child care providers:

- Licensed child care centers are facilities maintained for the care, development or supervision of six or more children who are under 13 years of age.
- Registered family child care providers are individuals who deliver child care services in their own homes for three to five children for no less than 15 hours per week.

The Department distributed surveys to licensed child care centers in the fall of 2012. Child Care Resource and Referral agencies were contacted to provide information about family providers as well as some non-responding child care centers. Responses were received from 1,491 of the 3,743 qualifying child care centers and summarized by CCR&Rs for 2,243 registered family child care providers.

Findings showed the highest average full-time rates for the care of infants, followed by toddlers, preschool and school age children. Centers charged substantially higher rates than family child care providers for most types of care, ranging from the lowest of about \$36 more per week for weekly preschool care to the most, about \$56 per week more for weekly infant care. Differences are greater for centers that charge monthly rates for care of children under six years old. These differences may reflect the different services available for children served in centers or the greater concentration of family child care in urban communities more apt to be low-income. Child care subsidies offer families a wider choice among family child care providers than among centers for care of children under 6 years old, particularly in more affluent locales where rates are the highest.

By contrast, mean rates for before and/or after school care are higher among family child care providers. This may reflect the limited number of children family providers can care for in their homes or the patterns of family use of before/after school care.

Market Rate	Center Weekly	Center Monthly/ 4.33	Family Care*
Weekly Mean – Infants/Toddlers	\$208.63	\$234.58	\$151.31
Weekly Mean - Preschool	\$182.98	\$205.10	\$139.24
Weekly Mean - Before School	\$63.60	\$37.36	\$82.32
Weekly Mean - After School	\$80.55	\$61.80	\$91.64
Weekly Mean - Before/After School	\$116.61	\$86.59	\$116.73
Weekly Mean - Summer (School-age)	\$201.76	\$175.89	\$148.52

\* All family care rates are weekly rates.

# NEW JERSEY CHILD CARE MARKET RATE SURVEY: 2012

## Introduction

The Federal Government requires each state to conduct a survey every two years of prices community providers charge families for child care. This information is one consideration used to establish the rates that providers will be reimbursed for child care costs.

New Jersey collects fee data on two types of regulated providers: A licensed child care center is any facility which is maintained for the care, development or supervision of six or more children who are under 13 years of age. By contrast, a registered family child care provider is a caregiver who offers child care services in her own private residence to no fewer than three and no more than five children at any one time for no fewer than 15 hours per week. Whereas the licensing of child care centers is mandated by law, family child care registration is voluntary.

## Terminology

Throughout this report, the term “*market rate*” or “*rate*” is used consistent with federal nomenclature to describe *prices* that are set in the open market by child care providers. This must be distinguished from the *rate of payment* established by the Department of Human Services for reimbursing child care providers.

## The Instrument

The Department of Human Services’ (DHS) Office of Research and Evaluation (ORE) worked with the Division of Family Development (DFD) and New Jersey’s Child Care Resource and Referral agencies (CCR&Rs) to conduct New Jersey’s child care market rate survey.

The data collection instruments were central to this collaboration. Research and program staff at DFD generated questions about full-time rates charged for different age groups and program types based on different payment schedules, e.g., weekly or monthly. Additional questions captured information regarding additional fees or charges, discounts when more than one child was enrolled, acceptance of children with subsidies and hours of program operation. For family providers, modifications were made consistent with the data already reported on the NJ Association of Child Care Resource & Referral Agencies (NJACCRRRA) database. Information from these sources was augmented by descriptive information from existing child care provider databases maintained by the NJ Department of Children and Families’ Office of Licensing.

## Methods

The New Jersey Department of Children and Families (DCF) was the primary source for information about licensed child care centers. The DCF maintains a database of all licensed child care centers. In August 2012, the DCF Office of Licensing provided DHS ORE with an unduplicated list of 3,743 currently operating child care centers. Excluded from the list were Head Start programs and centers receiving targeted Child Care Development Fund (CCDF) dollars to provide child care services and do not charge families for child care.

DFD's Office of Child Care Operations mailed surveys to child care centers in September 2012; surveys were accompanied by letters from the Director of the Division of Family Development and instructions for completing the survey. Providers could complete the survey online or complete a hard copy that could be returned to DHS by fax or mail.

The desired response rate was 50% among qualifying providers. To ensure an adequate response rate, Office of Child Care Operations followed up the surveys with postcard reminders to non-responding centers. Staff also made phone calls to non-responding centers and searched for rates on center internet websites.

Information about registered family child care providers is available from each county's Child Care Resource and Referral (CCR&R) agency formerly known as Unified Child Care Agencies (UCCA). For the rates, CCR&Rs completed a survey with averaged weekly rates for specified age categories and provided these summaries to DFD's Office of Child Care Operations. Rate information was summarized for 2,243 providers.

DHS data entry and research staff entered, corrected and analyzed both center and family rate information, and a DHS research geographer developed analytical maps.

### **Limitations to the Data**

There were a number of limitations to the source data. Center data were obtained from centers directly based upon a list of current open centers with fees from DCF's Office of Licensing. Despite their efforts to exclude centers without fees from the working database, some responding centers reported that they did not charge families for child care. Also, even though the database identified currently operating centers, some closed in the interim. These ineligible centers were excluded from the analysis.

The center licensing database also includes a number of types of child care that were not appropriate for inclusion in the child care market rate study:

- Partial day programs which operate less than five days per week or offer less than full-time care (i.e., less than 6 hours per day). These services are not suitable for working families. Centers that could be identified as partial day programs were excluded from the analysis.
- Kindergarten child care wrap around programs, which are not covered by child care subsidies

An unavoidable limitation of these data is that while it is possible to determine the number of ineligible centers among those returning surveys, it is not possible to identify ineligible centers among the non-responding centers. The reported response rate therefore will be somewhat lower than the true response rate, since it is likely that some ineligible centers did not respond to the survey and therefore cannot be excluded when calculating the response rate.

Another potential concern is that information about child care centers came from different sources: licensing data, respondent surveys, websites, and CCR&R data. Websites and CCR&R information may or may not be current and were less apt to include information regarding enrollment, discounts or fees.

The sole source of information about family child care providers were the county-based Child Care Resource and Referral agencies. They queried each of their databases and provided summary information that included total numbers of providers and average rates. One consequence is that it is not possible to calculate a rate that corresponds to the 75<sup>th</sup> percentile to compare to state subsidies for different types of family care.

In addition, while information was collected from November 2012 to March 2013, it is conceivable that not all rates upon which the summary was based had been updated. The CCR&Rs collect somewhat different data in somewhat different formats. As a result, some had broader or narrower age categories or captured a wider or narrower range of rates (e.g., hourly and monthly). Finally, data collected by CCR&Rs do not include some of the details that are available from direct surveys, including percent discounts, amounts of fees and the like. These differences raise questions regarding comparisons to data from previous years.

Rate information was obtained for 1,491 responding child care centers from the sample of 3,743 qualifying centers, and in summary form, for 2,243 registered family child care providers.

## **GEOGRAPHIC DISTRIBUTION OF LICENSED CHILD CARE CENTERS**

This section of the report provides a brief overview of the distribution of licensed child care centers. The Department of Children and Families Office of Licensing (OOL) maintains a database with the addresses of every child care center in NJ. Of the 4,132 centers in the database, 3,743 charge a fee. A DHS spatial analyst used a GIS to geocode or map all of these licensed child care centers that charge a fee. The results are shown in Figure 1A. Figure 1B is a dot density map, showing the distribution of children under the age of five in 2010<sup>1</sup>.

As one would expect, child care providers are located in or near areas with the highest concentrations of children. In NJ, the highest concentrations are arrayed along the population corridors traced by major interstate highways, the NJ Turnpike and the Garden State Parkway. Sparsely populated areas like park lands along Kittatinny Ridge in northwestern New Jersey, the Pinelands in the interior of South Jersey and the lowlands along the Delaware Bay have very few children or centers.

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<sup>1</sup> 2010 was most recent year that child population data were available at tract level.

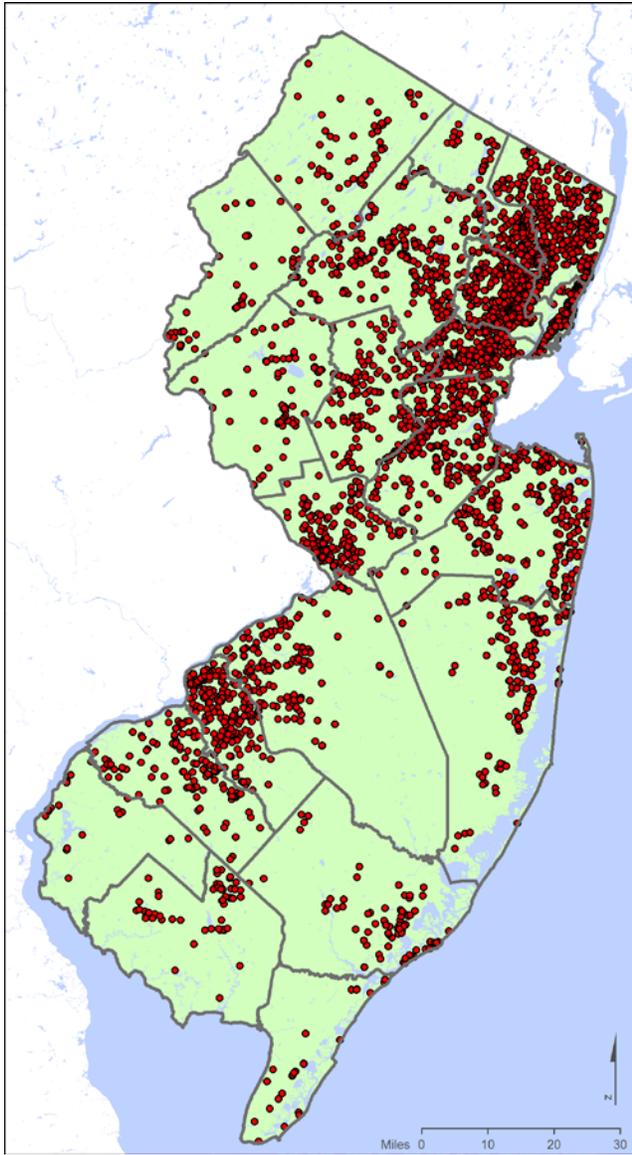


Figure 1A: 3,743 fee-charging child care centers in 2012

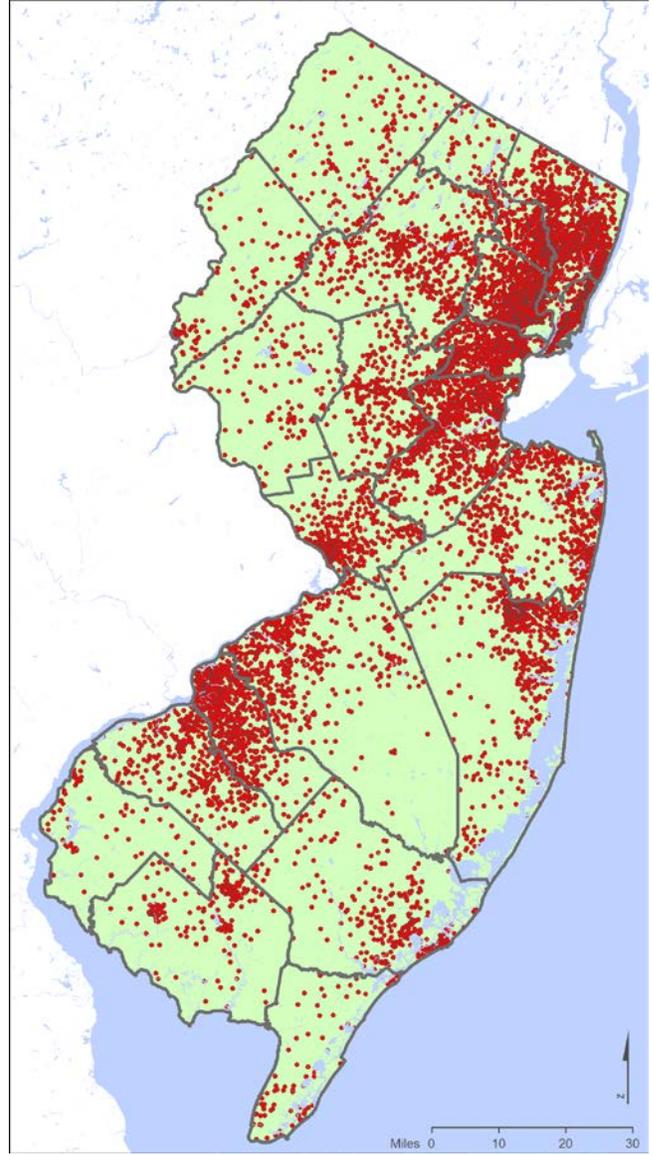


Figure 1B: Dot density map of children under age five based on 2010 Census Bureau data. Each dot represents 50 children.

## CENTER MARKET RATE SURVEY RESULTS

### Characteristics of Child Care Centers

#### Representativeness

The database from which the sample was drawn included 3,743 qualifying centers. Excluded were centers that were known (on the database) to not charge fees for child care, including Head Start programs and targeted funded child care providers. Based on surveys that were returned, an additional 399 centers were ineligible; the largest number (245 or 61.4%) being partial day only programs that served children under the age of 6 for less than six hours per day and/or less than five days per week. In addition, 123 centers closed during the data collection phase and were excluded.

As of March 15, 2013, rate information was obtained from 1,491 centers or 44.6% of the 3,345 centers that were qualifying and not known to be ineligible (3,743-399). It should be noted that some centers that did not return surveys may also be ineligible and there may also be a small number of respondents who returned surveys but were ineligible. The reasons for ineligibility are shown in Table 1 below.

**TABLE 1  
REASONS FOR INELIGIBILITY OR EXCLUSION**

<b>Reason</b>	<b>N</b>	<b>%</b>
Medical care only	1	0.3%
No fee for child care or Abbott only	30	7.5%
Partial day only	245	61.4%
Program closed	123	30.8%
<b>TOTAL</b>	<b>399</b>	<b>100.0%</b>

The responding centers were compared to the total population of child care centers and the qualifying centers (i.e., centers with fees) on a number of dimensions, including geographic representation. As shown in Table 2, the regional distribution of responding child care centers closely resembles that of qualifying child care centers as well as the child care licensing database, providing some confidence that results are geographically representative.

**TABLE 2  
REGIONAL DISTRIBUTION OF RESPONDING CENTERS WITH RATES**

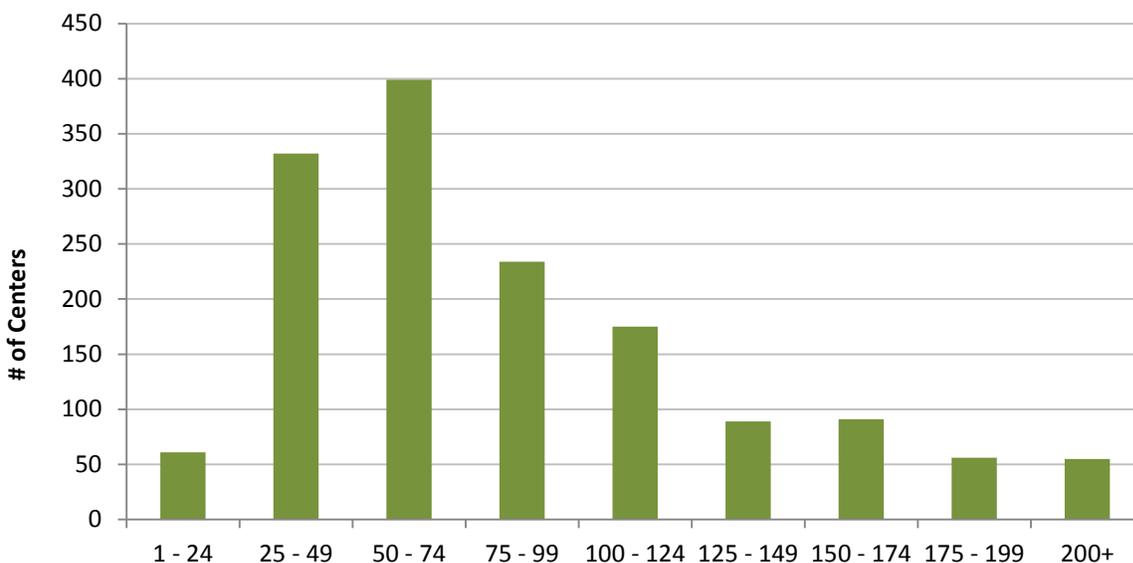
REGION	ALL CENTERS		QUALIFYING CENTERS		RESPONDING CENTERS	
	N	%	N	%	N	%
North	1,874	45.4%	1,671	44.6%	654	43.9%
Central	1,537	37.2%	1,429	38.2%	560	37.6%
South	721	17.4%	640	17.1%	275	18.4%
Missing	0	0.0%	3	0.1%	2	0.1%
TOTAL	4,132	100.0%	3,743	100.0%	1,491	100.0%

Other Program Characteristics.

The Department of Children and Families maintains a database of licensed child care centers. This database also records other information about licensed programs, including funding and program type (before/after school, full day, or school vacations/holidays). The licensing data show that responding programs were almost all (1,397 or 93.6%) privately-funded. A majority were also full day programs (956 or 64.1%). About 30% (440 or 29.5%) offered either before and/or after school programs. A relatively small number were half and full day programs (82 or 5.5%) or provided care during school vacations and holidays (7 or 0.5%).

The primary difference compared to the licensing database is the small number of half and full day programs among responding child care centers; these programs made up about 12.3% of the licensing database compared to 5.5% of responding centers. This discrepancy no doubt occurred because half and full day programs include partial day programs that were excluded from the study because they do not provide full-time child care.

**Figure 2** Licensed capacity of responding centers with rates



The licensing database also captures the licensed child capacity for each of the programs. The range is substantial, from a minimum of 11 up to a maximum of 440 with a median of 70. More than 50% of the responding centers had licensed capacity for up to 74 children and about 80% were licensed for up to 124.

Table 3 gives some indication of the ages of the children served by responding child care centers. Ages served were determined from the rate information. Centers typically served more than one age group and offered several different types of programs. However, the school-age population was served by the largest proportion (74.4%) of responding centers. This may, in part, reflect expansion of services to the younger segment of this age group among preschool programs as well as possible reporting errors (e.g., programs that serve children less than six years old for a 6-hour day reporting rates for extended care as before/after school). Among children less than six years old, preschool age care appears to be somewhat more common, reported by about 63% of the centers compared to about half that reported programs (i.e., rates) for infants and/or toddlers.

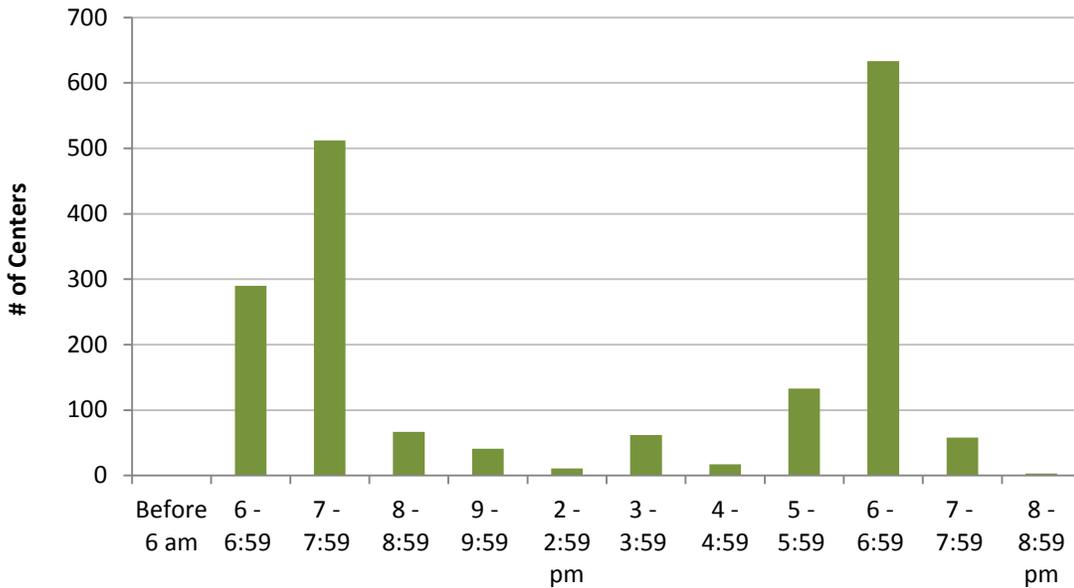
**TABLE 3  
AGES OF CHILDREN SERVED**

Ages Served	N	%
Infants/Toddlers	759	50.9%
Preschool	942	63.2%
School-Age (any)	1,110	74.4%
Before/After	986	66.1%
Summer	591	39.6%

### Hours of Program Operation

The survey asked child care centers the hours they offer full-time child care (i.e., care for infants, toddlers and preschool age children). There were a total of 911 responses. Figure 3 shows that child care centers that provide full-day programming begin offering care after 5 am. However, the majority open between (512 or 56.2%) open between 7 and 7:59 am. A smaller percentage of centers (290 or 31.8%) open earlier between 6 and 6:59 am. Services typically end between 6:00 and 6:59 PM (633 or 69.5%). However, program end times range from 2 pm to 8 pm.

**Figure 3** Child care center hours of operation for children under 6 years (opening and closing times)



Median program hours for centers serving infants, toddlers and preschool age children is 11 hours, although families may not necessarily require child care coverage for the entire time. Of the centers serving children under 6 years, 879 or 91.4% operate year-round, an additional 78 or 8.4% operate for 10 months of the year, i.e., during the school year; data are unavailable for five centers.

Before and after school programs operate during the school year but have starting and closing times that resemble full-time child care. Most before school programs start at 7 am (47.2%), while most after school programs close at 6 PM (60.8%).

### Child Care Center Market Rates

The primary purpose of the Child Care Market Rate Survey was to obtain fee information for different age groups and program types. Centers were asked to report rates for the different age groups that they serve. Rates were averaged for the following two age categories:

- Infants/Toddlers (0 – 30 months old)
- Preschool Children (2 ½ - 6 years old)

It should be noted that some centers charged the same rate for all children under 6 years old, while others had as many as 6 different rates within each of these two age categories. If there was overlap in a rate, for example, if there was one rate for children up to 3 years old and another for children older than 3, then the preschool rate was an average of the rate from 0 to 3 years old and the rate for children older than 3 years old.

Centers were asked to record the different rates that they charged, for example, daily, weekly, monthly or some other rate. Information about these different rates is reported separately. In addition, conversions were made from a monthly to a weekly rate to examine the increase or reduction in cost resulting from different payment schedules.

**TABLE 4  
STATEWIDE WEEKLY CHILD CARE CENTER MARKET RATES<sup>2</sup>**

Age/Program	N	Mean	Median	50% Between: *
Weekly Infant/Toddler	443	\$208.63	\$200.00	\$170.00 and \$238.00
Weekly Preschool	494	\$182.98	\$175.00	\$150.00 and \$209.25
Weekly School Age				
Before/After	227	\$116.61	\$100.00	\$82.00 and \$130.00
Before Separately/Only	194	\$63.60	\$50.00	\$34.75 and \$80.00
After Separately/Only	256	\$80.55	\$75.00	\$50.00 and \$99.30
Weekly Summer - School Age	447	\$201.76	\$181.00	\$145.00 and \$250.00

\* This is the middle 50% falling between the 25<sup>th</sup> and 75<sup>th</sup> percentiles.

Table 4 displays weekly market rates for infants, toddlers, preschool children and two different types of school-age programs (before and after school and summer camp). With the exception of summer camp, the younger the child the higher the rate for child care. Families paid a median of \$200 per week for infant care and \$175 per week for preschool age care.

It is important to note that rates may reflect the hours of service utilization. Some programs offer families the option of enrolling for fewer full-time hours at a lower rate. The costs as self-reported may reflect either minimum or maximum utilization or something in between; thus, individual families may pay either more or less than the rates indicated.

**TABLE 5  
STATEWIDE MONTHLY CHILD CARE CENTER MARKET RATES**

Age/Program	N	Mean	Median	50% Between: *
Monthly Infant/Toddler	390	\$1,015.73	\$995.00	\$808.75 and \$1,200.00
Monthly Preschool	512	\$888.07	\$857.50	\$700.00 and \$1,021.25
Monthly School Age				
Before/After	361	\$374.95	\$325.00	\$260.00 and \$471.50
Before Separately/Only	450	\$161.75	\$135.00	\$125.00 and \$170.00
After Separately/Only	605	\$267.61	\$259.00	\$202.00 and \$320.00
Monthly Summer - School Age	127	\$761.61	\$737.00	\$584.00 and \$925.00

\* This is the middle 50% falling between the 25<sup>th</sup> and 75<sup>th</sup> percentiles.

Monthly rates are less common than weekly rates for infants and toddlers, but more common than weekly rates for school-age child care. It should be noted that some programs offer many different payment schedules, allowing families to choose the option that best meets their needs. Monthly rates were divided by 4.33 to yield estimated weekly costs. As shown in Table 6, families paying monthly spend about \$23-\$25 more per week than families who pay on a weekly basis for care for children under six years old. By contrast, school age care costs substantially less when paid monthly. Families paying monthly spend from \$18-\$30 per week less than families paying weekly for various types of before and after school care for their school-age children. These lower costs suggest that a benefit accrues from paying “up front” for school-age

<sup>2</sup> The *mean* is the average of provider rates; when there are some extreme values, either very low or very high, the average will not be as typical of the overall distribution as the median. The *median* rate is the exact midpoint dividing the distribution in half or in other words it represents the 50<sup>th</sup> percentile. Half of the reported rates fall below the median and half are above the median rate. The middle 50% fall between the 25<sup>th</sup> and 75<sup>th</sup> percentiles.

child care. There is also a substantial benefit of about \$26 per week for monthly payment for summer care.

A very small number of responding centers reported yearly rates; only twelve for infants and toddlers and 33 for preschool age children. The median yearly rate for infants and toddlers was \$13,959.83, with the 75<sup>th</sup> percentile at \$16,896.75. For preschoolers, the median yearly rate was \$9,960 with the 75<sup>th</sup> percentile at \$12,350.

**TABLE 6  
COMPARISON OF STATEWIDE AVERAGE WEEKLY CHILD CARE CENTER MARKET RATES TO MONTHLY RATES CALCULATED ON A WEEKLY BASIS**

Age/Program	N	Month to Week	N	Week
Infant/Toddler	390	\$234.58	443	\$208.63
Preschool	512	\$205.10	494	\$182.98
School Age				
Before/After	361	\$86.59	227	\$116.61
Before Separately/Only	450	\$37.36	194	\$63.60
After Separately/Only	605	\$61.80	256	\$80.55
Summer - School Age	127	\$175.89	447	\$201.76

Daily rates were obtained for programs for both children less than six years of age and school-age children. Highest daily rates were for infants and toddlers followed by summer care for school age children. However, fewer centers offer daily rates than either weekly or monthly rates for most types of care. Only daily and monthly summer child care was offered by similar numbers of providers (120 and 127 respectively).

**TABLE 7  
STATEWIDE DAILY CHILD CARE CENTER MARKET RATES**

Age/Program	N	Mean	Median	50% Between: *
Daily Infant/Toddler	148	\$50.03	\$45.95	\$39.15 and \$60.00
Daily Preschool	175	\$43.49	\$40.00	\$33.00 and \$50.00
Daily School Age				
Before/After	98	\$28.29	\$20.50	\$14.00 and \$30.00
Before Separately/Only	100	\$12.27	9.00	\$5.00 and \$12.00
After Separately/Only	120	\$16.38	\$13.37	\$9.00 and \$19.75
Daily Summer - School Age	128	\$47.32	\$45.00	\$35.00 and \$50.00

\* This is the middle 50% falling between the 25<sup>th</sup> and 75<sup>th</sup> percentiles.

By multiplying by five, daily rates could be converted to weekly rates. These rates were the most costly on a weekly basis, exceeding both weekly and month-to-weekly rates for almost all types of care, the only exceptions being before care (separately) and after care (separately) which were most expensive on a daily basis per week than on a weekly basis. It is possible that individuals using daily care may use it on a part-day basis, e.g., less than five days per week.

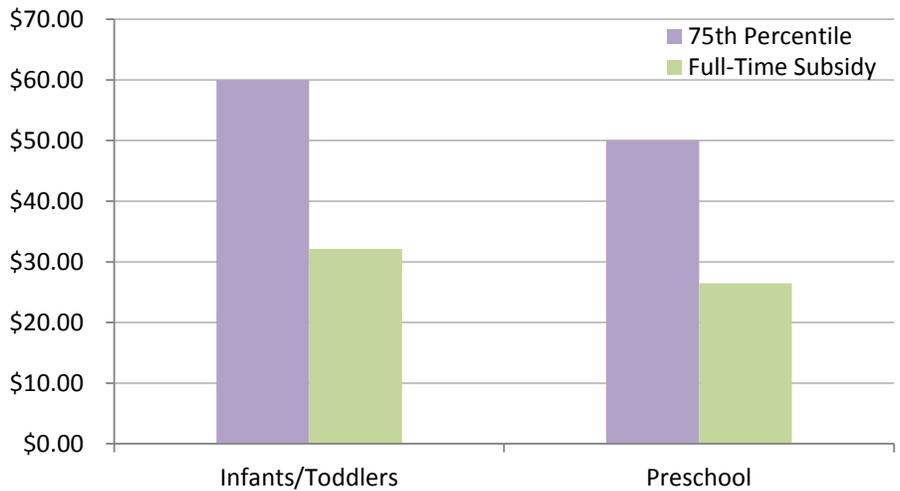
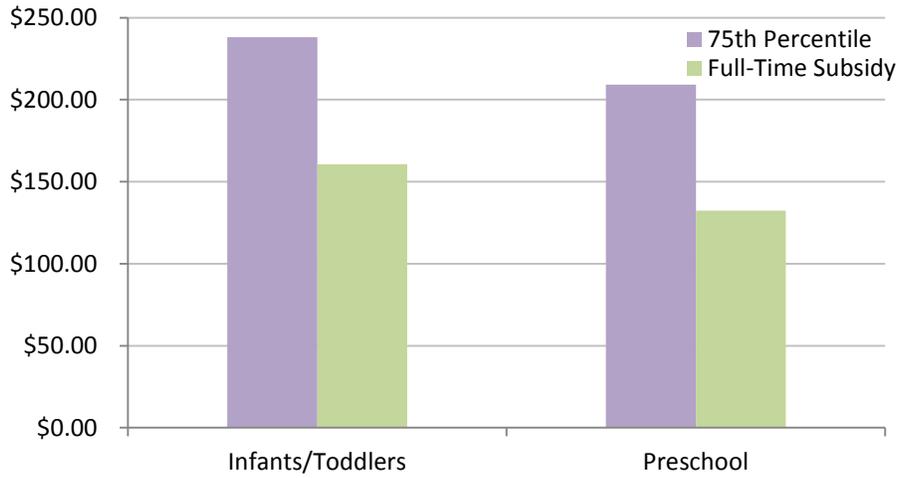
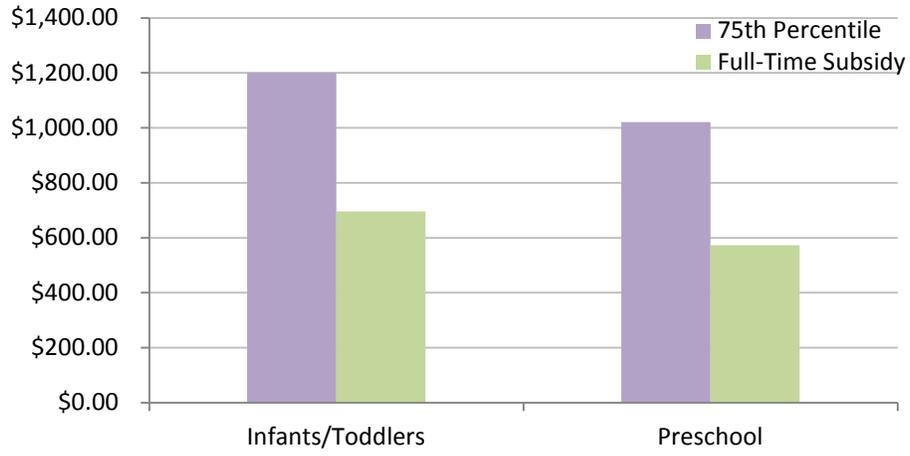
**TABLE 8  
COMPARISON OF STATEWIDE AVERAGE WEEKLY CHILD CARE CENTER MARKET  
RATES TO MONTHLY AND DAILY RATES ON A WEEKLY BASIS**

Age/Program	Day to Week	Month to Week	Week
Daily Infant/Toddler	\$250.15	\$234.58	\$208.63
Daily Preschool	\$217.45	\$205.10	\$182.98
Daily School Age			
Before/After	\$141.45	\$86.59	\$116.61
Before Separately/Only	\$61.35	\$37.36	\$63.60
After Separately/Only	\$81.90	\$61.80	\$80.55
Daily Summer - School Age	\$236.60	\$175.89	\$201.76

Figure 4 (next page) compares the rates for infants/toddlers and preschool age children at the 75<sup>th</sup> percentile to the currently prevailing child care subsidy (effective July 1, 2009). The state subsidies correspond to about the 10<sup>th</sup> percentile for infants/toddlers and falls below the 10<sup>th</sup> percentile for preschool age children.

Examined regionally, there is little variation. Among northern region centers, infant/toddler subsidies (regardless of whether calculated at the daily, weekly or monthly level) fall between the 10<sup>th</sup> and 25<sup>th</sup> percentiles for 2012 rates, while all preschool subsidies fall below the 10<sup>th</sup> percentile. For centers in the central region of the state, all subsidies fall below the 10<sup>th</sup> percentile for both infant/toddlers and preschool rates regardless of how they are levied. Among centers in the southern region, daily and weekly subsidies fall at about the 10<sup>th</sup> percentile for infants/toddlers and below the 10<sup>th</sup> percentile for preschool age children. Monthly subsidies for both infants/toddlers and preschool age children fall between the 10<sup>th</sup> and 25<sup>th</sup> percentiles for monthly rates for these age groups.

Figure 4 Statewide rates at the 75<sup>th</sup> percentile for child care by in comparison to the statewide child care subsidy



## Additional Fees

In addition to rates for child care, some centers also charged additional fees, particularly registration fees (see Table 9 below). Median registration fees for programs that include care for children less than six years old were about \$25 greater than median fees for programs that included school-age care. In addition to registration fees, centers charged a wide range of other fees, particularly late fees. However, many such fees are optional, including late fees, optional lunches, and classes (e.g., music or karate). Thirty programs also reported charging refundable deposits. YMCA and YWCAs may also require membership, which may have been reported as registration. For the 57 programs listing their membership fees separately, memberships ranged from \$30 to \$80, with a median of \$50.

**TABLE 9  
ADDITIONAL FEES**

<b>FEES</b>	<b>N</b>	<b>Median</b>
Registration Fee (Children under 6)	858	\$75.00
Registration Fee (School-Age)	971	\$50.00

## Discounts

The Child Care Market Rate Survey included questions about the availability of discounts for additional children from the same household. Findings show that of the 1,373 programs responding to the question, most (1,177 or 85.7%) offered discounts for additional children, with a median discount at 10% for an additional child; percentages ranged from 3 to 100%. Some programs (N=149) reported dollar discounts. For those reporting weekly discounts (N=27), the median was \$17.50; for those reporting monthly discounts (N=103), the median was \$31.

In 87.2% of the cases, one sibling paid the full rate, while additional children paid a reduced rate. In 12.8% of the cases, all children paid a reduced rate. In a small number of instances, centers mentioned that discounts increased for each additional child. Generally, centers indicated that the discount applied to the lowest rate or the oldest child.

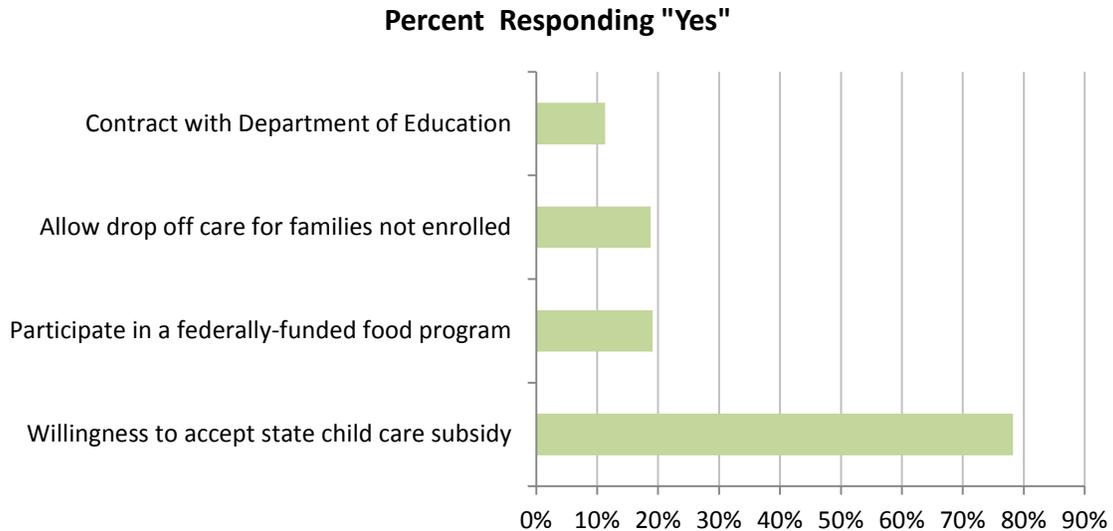
## Other Program Characteristics

The survey asked about subsidies to families through targeted state programs. These subsidies make child care accessible to low-income families. Most child care centers reported that they would be willing to accept children who receive subsidies through Work First New Jersey (WFNJ) or the New Jersey Cares for Kids (NJCK) programs. A total of 78.2% (N=1,053) of the 1,346 responding centers indicated that they would accept children with these subsidies. An additional 227 or 16.9% reported that they were unsure; only 4.9% (N=66) stated that they would not accept a child with a subsidy.

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**Figure 5** Selected Program Characteristics

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Thirty-one programs indicated that they were employer-sponsored programs on both the 2013 Child Care Market Rate Survey and the DCF Licensing database, 2.1% of all responding centers.

According to the DCF Licensing database, there were also 71 programs (3.8% of all responding centers) that were contracted to serve Abbott children, i.e., children who reside in the designated Abbott districts. These programs may serve other children in non-Abbott classrooms, including infants and toddlers as well as some preschool children.

### **Quality Indicators**

In keeping with national efforts to promote and measure indicators of child care quality, questions were added to the survey regarding quality indicators, including use of a state-approved or evidence-based curriculum, center interest in a program that recognized quality care, e.g., by offering an enhanced subsidy for high quality programs, and center interest in an array of supports that might improve program quality. In addition, the study examined information from the DCF Licensing database regarding whether centers have National Association for the Education of Young Children (NAEYC) accreditation, another oft-cited quality measure.

Accreditation. Among the responding centers, 58 or 3.9% held NAEYC accreditation.<sup>3</sup> These percentages are higher if only programs that serve children under 6 are considered; 55 or 5.5% have NAEYC accreditation.

Curriculum. A total of 499 centers of 33.4% reported the use of one or more state-approved or evidence based curricula. The most commonly-cited was the Creative Curriculum, which was

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<sup>3</sup> Percentages for the DCF OOL database was 140 or 3.3% with NAEYC accreditation.

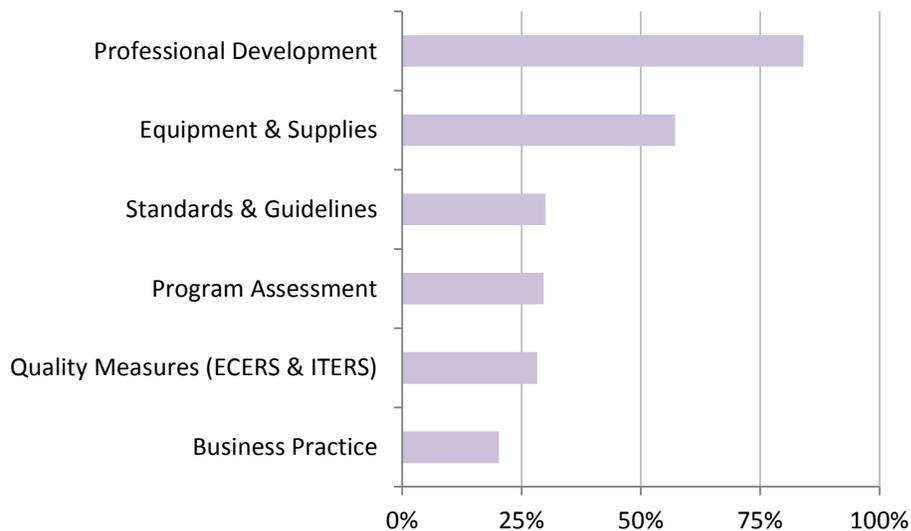
reported by 308 or 61.7% of the centers. Others included Early Childhood Classroom Models reported by 27.7% (N=138) and High/Scope reported by 22.6% (N=113). Tools of the Mind, Curiosity Corner and Bank Street were reported by 5.2% (N=26), 3.4% (N=17), and 2.4% (N=12) respectively.

**Quality Improvement.** A total of 93% indicated that they were either interested in a program that recognized quality or were unsure. Only 7% stated that they were not interest in quality recognition. Interest was greatest for quality improvement supports related to professional development, which were mentioned by 84.1% or 835 of the centers that answered the question. Interest in supports related to equipment and supplies was mentioned by 568 or 57.2%. From 28% - 30% were interested in supports related to standards and guidelines, program assessment, and specific quality measures such as the Early Childhood Environment Rating Scale (ECERS) or the Infant/Toddler Environment Rating Scale (ITERS). Only about 20% were interested in supports related to business practice.

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**Figure 6 Percent interested in quality improvement supports**

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## FAMILY CHILD CARE PROVIDER MARKET RATE SURVEY RESULTS

### Characteristics of Family Child Care Providers

Child Care Resource and Referral (CCR&R) agencies provided data about rates charged by registered family child care providers. Information was extracted from December 31, 2012 through February 19, 2013. Rates reported were weekly averages for all providers for the following age categories:

- Infants (0-18 months)
- Toddlers (18-30 months)
- Infants and Toddlers combined (0-30 months)
- Preschoolers (2 ½ - 6 years)

In addition, CCR&Rs also reported rates for the following types of school-age care for children 6 to 13 years of age:

- Before/after school care (weekly and hourly)
- Summer care (weekly)

Prior child care market rate studies sent surveys to registered family providers listed on the databases that Child Care Resource and Referral agencies maintain in each county. Surveys sent to these providers requested information about rates for different types of child care, fees, discounts, hours and days of operation, and other information. However, response rates tended to average about 45% and follow-up contact with individual providers was both costly and time-consuming.

This year, the Department requested family provider information directly from the CCR&Rs. Their databases contain rates as well as other information about family child care providers. This approach had the advantage of capturing rates for the entire population of registered family child care providers (as opposed to a sample of survey respondents), but also had several limitations:

- Not all rates may be updated and current.
- There is variability among CCR&Rs in the information collected (e.g., only weekly data, or only before/after school combined rather than separate rates for before and after school).
- Some information elicited in previous surveys is not captured by any of the CCR&R databases and thus cannot be replicated for 2012.
- Information is aggregated by county, and therefore, only county and statewide averages can be obtained; of particular importance is the inability to report the rate that corresponds to the 75<sup>th</sup> percentile, the nationally-recommended subsidy level.

Geographic Distribution. CCR&Rs reported rates for 2,243 registered family child care providers. Table 9 shows the number of registered family child care providers by the county in which they were registered. Compared to 2010, there was a statewide decline of 476 providers or 17.5% and a decline of 754 or 25.2% since 2008. Only two counties, Hudson and Salem showed increases compared to 2008, but these represented declines from greater gains that occurred in 2010.

**TABLE 10  
GEOGRAPHIC DISTRIBUTION OF FAMILY CHILD CARE PROVIDERS**

County	2008		2010		2012		Change ('10 to '12)
	N	%	N	%	N	%	N
Atlantic	121	4.0%	89	3.3%	59	2.6%	-30
Bergen	168	5.6%	113	4.2%	91	4.1%	-22
Burlington	158	5.3%	133	4.9%	120	5.3%	-13
Camden	205	6.8%	157	5.8%	120	5.3%	-37
Cape May	15	0.5%	18	0.7%	9	0.4%	-9
Cumberland	138	4.6%	176	6.5%	70	3.1%	-106
Essex	484	16.1%	479	17.6%	382	17.0%	-97
Gloucester	76	2.5%	54	2.0%	59	2.6%	5
Hudson	359	12.0%	380	14.0%	366	16.3%	-14
Hunterdon	38	1.3%	25	0.9%	23	1.0%	-2
Mercer	102	3.4%	95	3.5%	69	3.1%	-26
Middlesex	145	4.8%	121	4.5%	124	5.5%	3
Monmouth	149	5.0%	118	4.3%	106	4.7%	-12
Morris	103	3.4%	86	3.2%	68	3.0%	-18
Ocean	137	4.6%	99	3.6%	57	2.5%	-42
Passaic	253	8.4%	272	10.0%	253	11.3%	-19
Salem	36	1.2%	47	1.7%	41	1.8%	-6
Somerset	51	1.7%	38	1.4%	30	1.3%	-8
Sussex	42	1.4%	37	1.4%	29	1.3%	-8
Union	158	5.3%	138	5.1%	132	5.9%	-6
Warren	58	1.9%	44	1.6%	35	1.6%	-9
Missing	1	0.0%	0	0.0%	0	0.00%	0
<b>TOTAL</b>	<b>2,997</b>	<b>100.0%</b>	<b>2,719</b>	<b>100.0%</b>	<b>2,243</b>	<b>100.0%</b>	<b>-476</b>

**Table 11  
Ages of Children Served**

Ages Served. Family child care providers primarily served infants, toddlers, and preschool-age children. About 67%-77% of registered family child care providers served children up to 6 years old. At least 34% served school-age children, primarily in combined before and after school programs. About 40% provided summer care for school-age children.

Ages Served	N <sup>4</sup>	%
Infants	1,659	74.0%
Toddlers	1,728	77.0%
Preschool	1,515	67.5%
School-Age		
Before/After	764	34.1%
Before Only	504	22.5%
After Only	551	24.6%
Summer	907	40.4%

<sup>4</sup> Numbers sum to more than the 2,243 providers and percentages total more than 100 percent, because providers may serve multiple age groups.

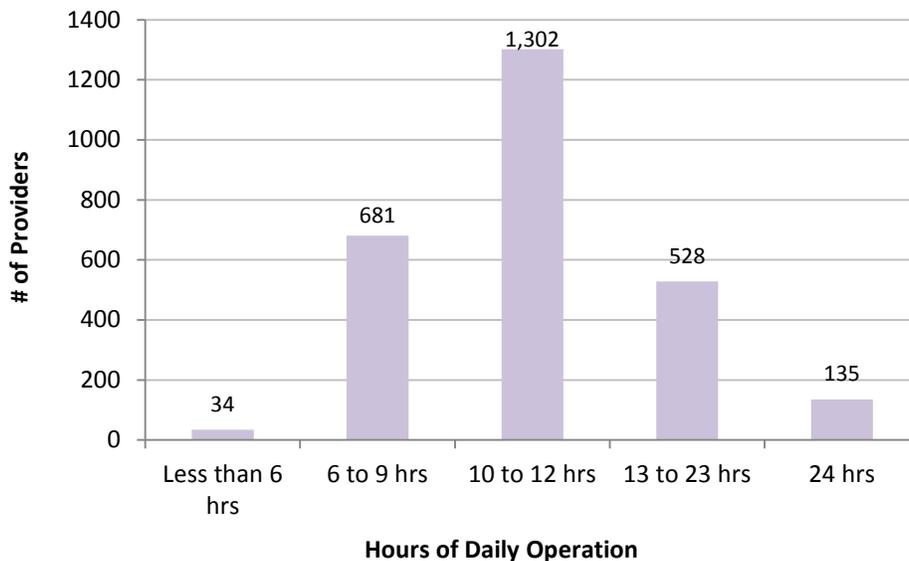
## Days and Hours of Program Operation

CCR&Rs were asked to provide information about the days and hours that family providers offer child care. The agencies reported aggregate data, for example, the number of family providers who operated on Saturdays or the number offering 24 hour care.

Of the 2,243 family providers, 2,141 or 95.5% offered care Monday through Friday. A much smaller percentage offered care on either Saturdays (N=664 or 29.6%) or Sundays (N=553 or 24.7%).

Of the 21 county agencies, 20 reported information regarding the hours that family providers offered child care; one agency with 30 registered family providers did not report this information. However, another agency with 366 providers only reported information for providers offering 24 hour care. Data were thus available for 19 counties and 1,847 providers (82.3% of the total). The data showed that most family providers operated for 10 to 12 hours (70.5%). About 37% operated 6 to 9 hours, while 28.6% provided care for from 13 to 23 hours. Less than 2% offered care for less than 6 hours, and about 7% reported availability for round-the-clock care.

**Figure 7** Daily hours of operation of registered family child care providers



## Family Child Care Market Rates

Table 11 displays weekly family child care provider rates for different age groups. Two types of rates, weighted and un-weighted are provided for each age/program category. The weighted average considers the number of providers in each county, so that rates in counties with more providers contribute more to the statewide average than rates in counties with fewer providers. By contrast, the un-weighted average considers each county equally.

Since not all counties reported rates for each age/program category, the number of counties is indicated in the table. Within each county, providers may not offer all types of care, and thus,

the table reports the number of providers for each rate/program category. These data show that slightly more providers served preschool age children (N=2,146) than either infants (N=2,035) or toddlers (N=2,080).

Rate information shows that the younger the child, the more costly the care. As shown in Table 11, the weekly average cost for infants was \$155.63 per week, while the average cost for preschool age children was \$135.25 per week, a difference of about \$20 per week. Rates for infants were also about \$5-\$6 more on a weekly basis than toddler rates (at \$150.34 per week). Rates for combined before and after school rates averaged about \$100 per week; separately, each was about \$85 to \$90 per week. Weekly holiday care resembled rates for preschool age care, while summer care was about \$8 per week less than either holiday or preschool age care.

**TABLE 12  
STATEWIDE WEEKLY FAMILY CHILD CARE PROVIDER MARKET RATES**

Age/Program	Providers	Weighted Average	Unweighted Average	Counties
Infant	1,659	\$159.06	\$170.18	21
Toddler	1,728	\$151.26	\$162.42	21
Infant/Toddler	1,480	\$151.31	\$159.29	17
Preschool	1,515	\$139.24	\$151.30	21
Before/After School (Combined)	764	\$116.73	\$107.17	16
Before School Separately/Alone	504	\$82.32	\$74.07	10
After School Separately/Alone	551	\$91.64	\$83.12	12
Summer	907	\$148.52	\$143.51	13

In addition to weekly rates, CCR&Rs could report other rates that their family child care providers charged for school-age child care, including hourly rates for before and/or after school. As shown in Table 12, fewer counties collected hourly rate information for their family child care providers. Weekly rates tended to be the most common for all types of child care.

**TABLE 13  
HOURLY RATES FOR SCHOOL-AGE CHILD CARE**

Age/Program	Weighted Avg.	Unweighted Avg.	County	Providers
Before Sch. (alone)	\$6.68	\$8.16	8	253
After Sch. (alone)	\$6.31	\$6.64	9	269
Before/After Sch.	\$6.55	\$6.46	11	237

It should be noted that on a weekly basis, the hourly rate costs more. As an example, in one county the average hourly price charged by its family child care providers for after school care is \$8.10 per hour. The average weekly rate for that care is \$81.00. If a family uses two hours daily the weekly total would be identical, \$81.00, but if they used 3 hours daily for the five days it would come to \$121.50. Thus, hourly rates are only cost effective for families who use relatively few hours or limited days, either because of their work schedules or because they combine different types of care, e.g., registered family child care providers with other options such as free care provided by relatives.

Rates also varied by county. The three counties that tended to have the highest rates were Hunterdon, Somerset and Sussex. The counties with the lowest average rates for infants and toddlers were Camden, Cumberland and Essex; for preschool care, the average rates were lowest in Cumberland, Hudson and Union counties. Obviously, the higher the county's average rates, the less affordable family care was for those using subsidies. Average infant/toddler rates are less than the subsidy in a number of the low-income counties, e.g., Atlantic, Essex, and Hudson,<sup>5</sup> but substantially higher in high-income counties such as Hunterdon and Somerset. Average costs for preschool age family care exceeded averages in all but one county (Cumberland); it was approximately equivalent in Hudson County.

**TABLE 14  
WEEKLY RATES FOR CHILD CARE BY COUNTY**

<b>County</b>	<b>Infant</b>	<b>Toddler</b>	<b>Infant/Toddler</b>	<b>Preschool</b>	<b>Before/After School</b>
Atlantic	\$145.19	\$139.48	\$142.33	\$127.04	
Bergen	\$196.31	\$179.58	\$165.51	\$151.72	\$82.57
Burlington	\$155.21	\$155.93	\$150.00	\$135.00	\$87.93
Camden	\$144.37	\$137.84	\$141.10	\$122.00	
Cape May	\$166.00	\$145.00	\$145.00	\$158.00	\$125.00
Cumberland	\$117.00	\$113.75	\$115.38	\$102.75	\$101.58
Essex	\$143.88	\$134.62	\$143.88	\$132.15	
Gloucester	\$175.00	\$150.00		\$170.00	\$120.00
Hudson	\$148.00	\$142.00	\$142.00	\$119.00	\$135.00
Hunterdon	\$237.32	\$239.33	\$238.29	\$237.66	
Mercer	\$155.87	\$151.90		\$126.64	\$88.33
Middlesex	\$163.54	\$155.16	\$159.35	\$141.35	\$120.95
Monmouth	\$155.40	\$137.42	\$146.41	\$124.24	\$118.80
Morris	\$194.52	\$188.08	\$180.39	\$182.27	\$167.54
Ocean	\$192.00	\$184.00		\$163.00	\$90.00
Passaic	\$166.00	\$162.00	\$160.50	\$153.00	
Salem	\$189.74	\$187.74	\$170.58	\$170.58	\$120.88
Somerset	\$212.00	\$209.00		\$203.00	\$142.00
Sussex	\$200.01	\$196.93	\$198.40	\$204.09	
Union	\$153.91	\$145.61	\$149.76	\$120.77	
Warren	\$162.49	\$155.46	\$158.98	\$133.10	\$64.10
<b>Statewide</b>	<b>\$159.06</b>	<b>\$151.26</b>	<b>\$151.31</b>	<b>\$139.24</b>	<b>\$116.73</b>
<b>Subsidy</b>	<b>\$151.20</b>	<b>\$151.20</b>	<b>\$151.20</b>	<b>\$118.80</b>	<b>\$89.10</b>

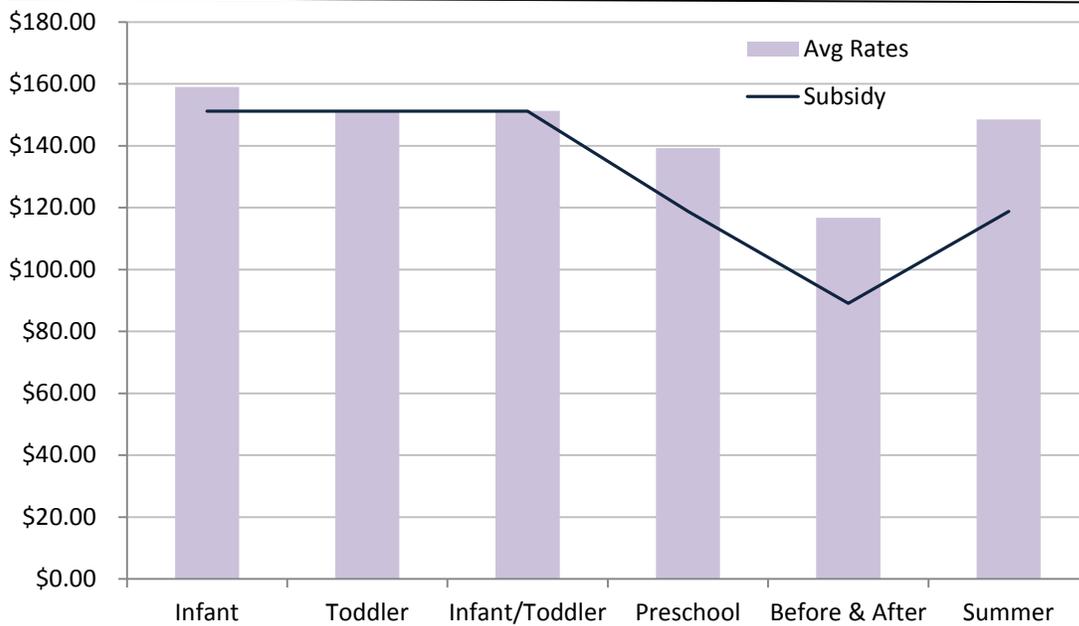
### Rates and Subsidies

The current child care subsidy (SFY 2012) for infants and toddlers (0 to 30 months) is virtually identical to the average rate charged for infant/toddler care; preschool subsidies are about \$20 per week less than the average charge for family child care for children 2 ½ to 6 years old. Subsidies for before and after school combined is about \$27 per week less than average rates

<sup>5</sup> And probably also Camden, since infant and toddler rates are both below the subsidy for the infant/toddler combined rate.

charged by registered family child care providers, while subsidies for full-time care for school-age children is about \$30 less than the average rate for summer care for school-age children.

**Figure 8** Average rates of different types of family child care in comparison to the subsidy



**TABLE 15**  
**COMPARISON OF SUBSIDY TO THE WEEKLY RATES**

Age Group	Weighted Average Rates	Subsidy	Difference
Infants/Toddlers	\$151.31	\$151.20	-\$0.11
Preschool	\$139.24	\$118.80	-\$20.44
Before/After School	\$116.73	\$89.10	-\$14.76
Summer	\$148.52	\$118.80	-\$29.72

## Additional Fees

Relatively few family child care providers charged fees in addition to the cost of child care. About 24% (N=481) charged for registration and 309 providers (16.6%) charged for trips and recreation, while 237 (12.2%) charged for meals. Only 124 family providers or 6.5% charged for transportation.

**TABLE 16  
ADDITIONAL FEES**

<b>FEES</b>	<b>N</b>	<b>%</b>
Registration Fee	481	24.2%
Trips Fee	309	16.6%
Meals Fee	237	12.2%
Transportation Fee	124	6.5%

## Discounts and Vouchers

The Child Care Market Rate Survey included questions about the availability of discounts for additional children from the same household. Findings show that a very small percentage of family providers (444 or 22.3%) reported to CCR&Rs that they offered discounts for additional children. Direct mail surveys to family providers in 2008 showed higher proportions (about 60%) offering these discounts. It may be that a sizable number of providers do not provide this information to the CCR&R.

The survey also asked about subsidies to families through targeted state programs. CCR&Rs reported that 1,603 (71.6%) registered family providers accept New Jersey Cares for Kids (NJCK) vouchers and 1,613 (71.9%) would accept children who receive subsidies through Work First New Jersey (WFNJ). Direct surveys of providers conducted in 2008 indicated that more than 90% would accept children with these child care subsidies. Here too there may be a differential response to this item as opposed to changes in practices.

## **APPENDICES**

Center Survey

Family Provider Survey

**CHILD CARE CENTER MARKET RATE SURVEY – 2012**

Center Name/ID:

Address:

**1. Please provide the total number of children at your center/site location, the total within each specified age group, and the number of children receiving state subsidies as of Fall 2012.**

<b>Age Group</b>	<b>All Children (#)</b>	<b>Children Receiving Subsidies (#)</b>
A. All Children Enrolled		
B. Infants and Toddlers (0 to 2 1/2 yrs)		
C. Preschool Age (2 1/2 to 6 yrs)		
D. School-Age (6 to 13 yrs) in before or after school		

<b>2. The Full-time Price for Infants, Toddlers and Preschool-Age Children as of Fall 2012</b> <i>Only complete <u>this</u> question if children can attend 5 days per week for 6 or more hours each day. Do not include prices for Kindergarten.</i> <b>List each age group with a separate rate.</b>	<b>Day</b> (only if you charge by the day)	<b>Week</b> (only if you charge by the week)	<b>Month</b> (only if you charge by the month)	<b>Other</b> (e.g., hour, year, term) <b>Specify:</b> _____	<b>How Many Hours of Care Equal The Full-Time Price?</b>	<b>Additional Price for Extended Care (More Than Full-Time Hours)</b>
A. Ages: _____ to _____	\$	\$	\$	\$	hrs	
B. Ages: _____ to _____	\$	\$	\$	\$	hrs	
C. Ages: _____ to _____	\$	\$	\$	\$	hrs	
D. Ages: _____ to _____	\$	\$	\$	\$	hrs	
E. Ages: _____ to _____	\$	\$	\$	\$	hrs	
F. Ages: _____ to _____	\$	\$	\$	\$	hrs	

<b>3. Prices for School-Age Children for:</b> <ul style="list-style-type: none"> <li>• Before/After School (as of Fall 2012); do not include Before/After school for ½ day Kindergarten.</li> <li>• Summer Care (Summer 2012)</li> </ul>	<b>Day</b> (only if you charge by the day)	<b>Week</b> (only if you charge by the week)	<b>Month</b> (only if you charge by the month)	<b>Other</b> (e.g., summer, two weeks) <b>Specify:</b> _____	<b>Hours of Care per Day for this Price</b>
A. Before School <i>Only</i>	\$	\$	\$	\$	hrs
B. After School <i>Only</i>	\$	\$	\$	\$	hrs
C. Before & After School <i>Combined</i>	\$	\$	\$	\$	hrs
D. Summer Care/Camp	\$	\$	\$	\$	hrs

**THE SURVEY CONTINUES ON THE REVERSE SIDE → → → →**

**4. Discounts**

- A. Are rates discounted for families with more than one child enrolled?  Yes  No
- B. If yes, please write the percent of the discount \_\_\_\_\_% or \$\_\_\_\_\_ off per month.
- C. Is the discount applied to (circle one):  
**EVERY CHILD      ADDITIONAL CHILDREN/LOWEST RATE      OTHER**

**5. Additional Charges or Fees per Child** – Enter the amount; use the following codes to indicate how often the fee is charged: (a) one-time only (b) daily (c) weekly (d) monthly (e) annually (f) other.

Additional Charges or Fees	Application fee/ membership/registration fee	Special Needs Program (0 to 2 ½ yrs)	Special Needs Program (2 ½ - 6 yrs)	Other (Specify)
Amount	\$	\$	\$	\$
Frequency (use codes above)				
Description:				

**6. Program Information**

- A. Are you an employer-sponsored program? (i.e., child care offered by a private or public entity for its employees?)  
 Yes  No  
 ↓  
 If yes, is your program *only* open to employees?  Yes  No
- B. Do you contract with the NJ Department of Education?  Yes  No
- C. Do you participate in a federally-funded food program? (e.g., CACFP)  Yes  No
- D. Would you be willing to accept a child with a state child care subsidy?  Yes  No  Unsure
- E. Do you use a state-approved or evidence-based curriculum? Check all that apply.  
 Bank Street Developmental Interaction Approach  The Creative Curriculum  Curiosity Corner  
 High/Scope Preschool Curriculum  Tools of the Mind Project  Early Childhood Classroom Models
- F. What hours do you provide the following types of child care? How many months do you operate?  
 Infant/Toddler/Preschool Start: \_\_\_ AM PM until: \_\_\_ AM PM \_\_\_ months  
 Before School Start: \_\_\_ AM PM until: \_\_\_ AM PM \_\_\_ months  
 After School Start: \_\_\_ AM PM until: \_\_\_ AM PM \_\_\_ months  
 Summer Program/Camp Start: \_\_\_ AM PM until: \_\_\_ AM PM \_\_\_ months (school age only)
- G. Does your center/site allow drop off care for families not otherwise enrolled?  Yes  No
- H. Would you be interested in a program that recognized quality child care?  Yes  No  Unsure
- I. What quality improvement supports would help your program? Check all that apply.  Program Assessment  
 Standards/Guidelines  Equipment  Professional Development Training  Business Practice  
 Early Childhood Environment Rating Scale (ECERS) or Infant/Toddler Environment Rating Scale (ITERS)

**THANK YOU FOR YOUR HELP!**

## 2012 Family Child Care Provider County Summary

### 1. Child Care Resource & Referral Agency Information

#### 1. What is the name of your CCR&R?

#### 2. County (for which you are providing data; only one per form):

#### 3. Contact information for this information:

Name of contact person (please print):

Phone number (Include area code):

Email:

#### 4. When was the query completed?

Date of query:      MM    DD    YYYY  
 /  /

### 2. Number of Registered Family Child Care Providers

#### 1. How many registered family child care providers are there in your database for the county?

### 3. Weekly Child Care Prices for Full-Time Care for Infants, Toddlers and Presc...

Query your NACCRA database to obtain average weekly prices for family child care for the following age groups in the county:

- > Infants (0 - 18 months)
- > Toddlers (19 - 30 months)
- > Infants and Toddlers (0 to 30 months)
- > Preschool Age Children (31 months to about 5 years)

Provide the average price as follows \$xxx.xx.

Indicate the number of family providers upon which each average is based (e.g., 45).

Full-time care is five days per week for a minimum of 6 hours per day.

NOTE: Your CCR&R may have different age categories. Aggregate if needed. Ignore slight differences in the query, e.g., 0-17 months, but note them in the comments section at the end.

#### 1. Infants (0 to 18 months)- Average Weekly Price for Full-Time Care

Average Price:

Number of Family Providers:

## 2012 Family Child Care Provider County Summary

### 2. Toddlers (19 to 30 months)- Average Weekly Price for Full-Time Care

Average Price:

Number of Family Providers:

### 3. Infants/Toddlers (0 to 30 months)- Average Weekly Price for Full-Time Care

Average Price:

Number of Family Providers:

### 4. Preschool Age (31 months to about 6 years)- Average Weekly Price for Full-Time Care

Average Price:

Number of Family Providers:

## 4. Prices for School-Age Care

Enter weekly rates if available. Otherwise, enter hourly rates in the space provided. Only enter rates if information is reported in your database. Please note if information is not collected.

### 1. Before School Only

Average Weekly Rate:

# of Providers (Weekly Rates):

Average Hourly Rate:

# of Providers (Hourly Rates):

### 2. After School Only

Average Weekly Rate:

# of Providers (Weekly Rates):

Average Hourly Rate:

# of Providers (Hourly Rates):

### 3. Before and After School

Average Weekly Rate:

# of Providers (Weekly Rates):

Average Hourly Rate:

# of Providers (Hourly Rates):

### 4. Summer Care (School-Age Children)

Average Weekly Rate for Full-Time Care:

# of Providers

## 2012 Family Child Care Provider County Summary

### 5. Full-Time Holiday Care (Weekly, Daily or Hourly Rates, e.g., President's Day, Winter break)

Average Weekly Price:	<input type="text"/>
# of Providers (Weekly Prices):	<input type="text"/>
Average Daily Price:	<input type="text"/>
# of Providers (Daily Prices):	<input type="text"/>
Average Hourly Price:	<input type="text"/>
# of Providers (Hourly Prices):	<input type="text"/>

### 5. Discounts, Additional Fees and Vouchers

#### 1. Registered Family Provider Information

Number offering discounts if more than one child is enrolled:	<input type="text"/>
Number charging registration fees:	<input type="text"/>
Number charging meal fees:	<input type="text"/>
Number charging fees for transportation:	<input type="text"/>
Number charging fees for trips/recreation:	<input type="text"/>
Number willing to accept NJCK vouchers:	<input type="text"/>
Number willing to accept WFNJ vouchers:	<input type="text"/>

### 6. Days and Hours of Operation

#### 1. Days of Operation

Number of providers offering care Monday through Friday:	<input type="text"/>
Number of providers offering care on Saturday:	<input type="text"/>
Number of providers offering care on Sunday:	<input type="text"/>

#### 2. Number of Hours of Care on a Typical Day (Wednesday)

**Only complete if information can be easily obtained.**

Number of providers operating 24 hours:	<input type="text"/>
Number of providers operating 13-23 hours:	<input type="text"/>
Number of providers operating 10-12 hours:	<input type="text"/>
Number of providers operating 6-9 hours:	<input type="text"/>
Number of providers operating less than 6 hours:	<input type="text"/>

### 7. Comments

## 2012 Family Child Care Provider County Summary

### 1. Comments:

