



DIVISION OF EARLY LEARNING

2024-2025 MARKET RATE SURVEY REPORT

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Background

The Market Rate Survey (MRS) is the collection of private pay rates charged by child care providers throughout the state of Florida. This information informs the Division of Early Learning (DEL), early learning coalitions (ELCs/coalitions) and partners statewide about the cost of child care within local communities. The information collected is used to analyze the prices and fees charged by child care providers for services based on full-time and part-time care. The market rate is one tool used to determine the School Readiness (SR) reimbursement rates for contracted providers.

The MRS must be statistically valid, reliable and reflect variations in the cost of child care services by geographic area, provider type and ages of children served. Lead Agencies may use a statistically valid and reliable pre-approved alternative methodology, such as a cost estimation model for setting payment rates. A cost estimation model estimates the cost of care by incorporating both data and assumptions to estimate what expected costs would be incurred by child care providers and parents under different scenarios. Another approach is a narrow cost analysis, incorporating a cost survey to collect cost data at the provider level to measure the costs to deliver child care services. Lead Agencies must conduct these activities no earlier than two years before the submission date of the triennial Child Care and Development Fund (CCDF) State Plan.

Part VI, Chapter 1002 of the Florida Statutes (F.S.), requires annual calculation of the prevailing market rate and procedures for the collection of data to support the calculation of the cost data. By November 1, the Florida Department of Education must submit to the legislature the current fiscal year (FY) reimbursement rates by county, provider type and care level, cost data, market rate survey data and narrow cost analysis. The Florida Legislature uses this data to assist with establishing provider reimbursement rates for the SR program.

DEL conducts the MRS in accordance with 45 Code of Federal Regulations (C.F.R.) Section 98.45 and includes the prevailing market rate based on the 75th percentile. DEL is required to certify that rates are sufficient to ensure SR children have equal access to child care services comparable to services provided to families not eligible to receive CCDF assistance or child care assistance under any other federal, state or tribal programs. The data relied on to determine that payment rates are sufficient to ensure equal access in the CCDF State Plan must be described. Examples of factors Lead Agencies can consider include:

- Payment rates set at the 75th percentile or higher of the most recent survey.
- Tiered rates or differential rates for special populations, higher quality care or other conditions.
- Rates based on data on the actual cost of providing care.
- Data on the size of the difference in expenditures between payment rates set at the 75th percentile and rates that are below the 75th percentile.
- Data on the proportion of children being served over time.
- Data on the types of settings where children are served.
- Feedback from parents, including parent surveys or parental complaints.

The benchmark for equal access established by the Administration for Children and Families' Office of Child Care (OCC) is the 75th percentile of the current child care market. OCC considers payment rates set at the 75th percentile or higher as providing equal access.

DEL conducted a narrow cost analysis, and the outcome of the analysis is delineated below.

Methodology for the Narrow Cost Analysis

- The first step in the narrow cost analysis was to gather cost data for centers and family child care homes (FCCH).
- DEL used two tools to generate cost data:
 - FY 2024-2025 Provider Cost of Care Survey data from Florida's Single Statewide Information System (SSIS). This is self-reported annual cost data entered by the providers as part of the annual update of their provider profile in the SSIS.
 - The Provider Cost of Quality Calculator (PCQC) was used to estimate costs for a 'typical' center and FCCH at this link: <https://pcqc.acf.hhs.gov>.

Provider Cost of Care Survey FY 2024-2025

- DEL consolidated provider cost of care data from the FY 2024-2025 survey in Florida's SSIS. For the FY, there were nearly 8,700 responses.
- The raw provider cost of care data was cleansed based on the following criteria:
 - Removed records if the average cost per child was more than \$100 per day or less than \$6 per day.
 - Removed records with 0 enrolled children.
 - Removed records with an annual cost of \$0.00 in any cost category. Removed FCCHs with reported enrollments over required limits (10 for FCCH, 12 for Large FCCH).
- From the cleansed provider cost of care data, the average cost data for the following categories was used as input to create a profile for a typical center and FCCH as required in s. 1002.82, F.S.:
 - Materials and curriculum
 - Educational materials – includes books, toys, puppets, wall posters, manipulatives, consumable items like paint, paper, crayons
 - Curriculum – all print and electronic textbooks, instructional materials, lesson plans, teacher guides, workbooks, tests and other curriculum-related materials, annual subscriptions and all supplemental materials
 - Food/food preparation
 - Meals and snacks, including drinks, formula
 - Kitchen supplies
 - Consumables such as dish soap, containers, foil, cling wrap
 - Maintenance
 - Maintenance staff or services
 - Yard/playground maintenance
 - Replacing or repairing furnishings, equipment and buildings systems such as HVAC, electrical and plumbing
 - Regulatory costs
 - Licensing
 - Accreditation (for example, Gold Seal, national associations and memberships)
 - Operational costs were generated using the Provider Cost of Quality Calculator (PCQC) as described in the next section.
 - Payroll
 - Benefits
 - Rent or Mortgage
 - Facility Expenses (utilities, insurance, maintenance)
 - Training expenses
 - Equipment and supplies
 - Other goods and services

Average Annual Costs from the Provider Cost of Care Survey for FY 2024-2025							
Provider Type	Average of Enrollments	Average of Regulatory Costs	Average of Food/Prep Costs	Average of Maintenance Costs	Average of Materials and Curriculum Costs	Average of Operational Costs	Total Cost
Center	76	\$3,725	\$45,736	\$32,042	\$19,484	\$540,734	\$641,720
Family Child Care Home	6	\$603	\$7,486	\$5,246	\$2,900	\$28,081	\$44,317

The Provider Cost of Quality Calculator (PCQC)

- The PCQC was recommended by regional CCDF staff for generating cost of care data. Assistance was received from staff at the National Center on Early Childhood Quality Assurance (NCECQA) in setting up a center and FCCH. The site is found at <https://pcqc.acf.hhs.gov>.
- Average enrollment numbers for centers and FCCHs from the Provider Cost of Care Survey were used to create a profile for a typical center and FCCH. Additional input was received from DEL's SR program staff regarding the age levels and number of classrooms at a center and a FCCH.
- The PCQC used staff-to-student ratios and group size limits to calculate staff needed for a typical center and FCCH:
 - Center (76 children total)
 - Infant Rooms – 8 children
 - Toddler and 2-Year-old Rooms – 12 children
 - Preschool Rooms – 28 children
 - School-Age Rooms – 28 children
 - FCCH (6 children total)
 - 3 Infants
 - 1 Toddler/2-Year-old
 - 1 Preschool-aged child
 - 1 School-aged child
- Three cost scenarios were created for both Centers and FCCHs:
 - Base Quality – Basic Licensing
 - Mid-Quality – School Readiness Contract Eligible
 - High-Quality – High-Quality Child Care

How the methodology addresses the cost of child care providers' implementation of health, safety, quality and staffing requirements

- When determining whether the PCQC was a reasonably appropriate estimate of the cost of care, DEL considered the following:
 - Recommendations from Region IV CCDF staff to use the PCQC tool.
 - Specific guidance from staff at the NCECQA when establishing center and FCCH models in the PCQC.
 - Cost data from the Provider Cost of Care Survey from the SSIS.
 - The PCQC's detailed cost modeling, using Florida's industry averages for costs including:
 - Personnel Costs
 - Director's Salary
 - Education Coordinator Salary
 - Administrative Assistant Salary
 - Classroom Teacher Salary
 - Teacher Assistant Salary

- Substitute Hourly Wage
- Worker’s Compensation
- Unemployment Rate
- Unemployment (maximum basis for annual wages)
- Disability Rate
- Disability Max
- Health Insurance
- Annual Paid Time Off (hours per staff)
- Additional Benefits
- Annual Teaching Staff Training
- Training Fees and Background Checks
- Percent Additional Teaching Staff Time
- Additional Per-Staff Cost
- Non-Personnel Costs
 - Food and Food Prep
 - Kitchen Supplies
 - Classroom Supplies
 - Education Supplies
 - Office Supplies and Equipment
 - Medical Supplies
 - Insurance
 - Square Feet (average per classroom)
 - Rent, Lease or Mortgage
 - Utilities
 - Building Insurance
 - Maintenance, Repair and Cleaning
 - Additional Per Classroom Cost
 - Transportation
 - Telephone and Internet
 - Audits and Legal Fees
 - Licensing Fees and Permits
 - Professional Services and Fees
 - Accreditation Fees
 - Professional Membership and Subscriptions
 - Additional per Site Cost
- The resulting decision was to use the cost of care estimator with the following cost drivers:
 - Emphasize modeling an average center and FCCH using the average monthly children served and overall costs from the FY 2024-2025 provider cost of care survey in Florida’s SSIS.
 - Classify Base, Mid and High-Quality providers based on the lower, mid and higher salary ranges for all staff members for centers and FCCHs.
 - For the following cost categories, the average values from the Provider Cost of Care Survey were used. For other cost categories, the default values from PCQC were used.

Average Annual Costs Used from the Provider Cost of Care Survey for FY 2024-2025				
Provider Type	Average of Regulatory Fees Cost	Average of Food/Prep Cost	Average of Maintenance Cost	Average of Materials and Curriculum Cost
Center	\$3,725	\$45,736	\$32,042	\$19,484
Family Child Care Home	\$603	\$7,486	\$5,246	\$2,900

- In addition to increasing the salaries for the Mid and High-Quality providers, the following quality categories were increased:
 - Centers
 - Additional Contribution to Health Insurance
 - Paid Time Off
 - Annual Teaching Staff Training
 - Percent Additional Teaching Staff Time
 - FCCHs
 - Hours Worked per Week
 - Training and Professional Development
 - Substitute to Allow Training and Professional Development

- For Centers, the following changes were made among the three quality levels. Note that for salaries, the PCQC model recommended three salary values for Teachers and Assistant Teachers. These were used as the Base, Mid and High-Quality salaries for these positions. For Directors, Education Coordinators and Administrative Assistants, there were only two recommendations. These were used as the Base and High-Quality salaries, and the midpoint was used as the Mid-Quality salary for these positions.
 - Salary, using Florida Salaries from the U.S. Bureau of Labor Statistics
 - Base Quality
 - Classroom Teacher – Florida’s average annual wage for Preschool Teachers Except Special Education.
 - Assistant Teacher – Florida’s average annual wage for Childcare Workers.
 - Director – Florida’s average annual wage for Education Administrators, Preschool and Childcare Center/Program.
 - Educational Coordinator – Florida’s average annual income for Education Administrators, Preschool and Childcare Center/Program.
 - Administrative Assistant – Florida’s minimum wage.
 - Mid-Quality
 - Classroom Teacher – Midpoint between the Base Quality salary and the High-Quality salary.
 - Assistant Teacher – Midpoint between the Base Quality salary and the High-Quality salary.
 - Director – Midpoint between the Base Quality salary and the High-Quality salary.
 - Educational Coordinator – Midpoint between the Base Quality salary and the High-Quality salary described below.
 - Administrative Assistant – Midpoint between the Base Quality salary and the High-Quality salary.
 - High-Quality
 - Classroom Teacher – Florida’s average annual wage for Kindergarten Teachers.
 - Assistant Teacher – Applied the same percentage increase that was given to Classroom Teachers from Base to High-Quality.
 - Director – Applied the same percentage increase that was given to Classroom Teachers from Base to Mid-Quality.
 - Educational Coordinator – Applied the same percentage increase that was given to Classroom Teachers from Base to Mid-Quality.
 - Administrative Assistant – Applied the same percentage increase that was given to Classroom Teachers from Base to Mid-Quality.
 - Additional Contribution to Health Insurance
 - Base Quality – No additional contribution.
 - Mid-Quality – \$1,000 per employee.
 - High-Quality – \$2,000 per employee.

- Paid Time Off
 - Base Quality – 40 hours per employee.
 - Mid-Quality – 50 hours per employee.
 - High-Quality – 60 hours per employee.
- Annual Teaching Staff Training
 - Base Quality – 20 hours per teacher.
 - Mid-Quality – 30 hours per teacher.
 - High-Quality – 40 hours per teacher.
- Percent of Additional Teaching Staff Time (additional staff time to cover breaks during the day and to make up the difference between a typical 8-hour workday and the actual hours the center is open).
 - Base Quality – 20%.
 - Mid-Quality – 23%.
 - High-Quality – 26%.
- For FCCH, the following changes were made among the three quality levels. Note that for salaries, DEL received recommendations from staff at NCECQA to use the average of the Director and Teacher salaries for each quality level as described in the section for Centers.
 - Salary, using Florida Salaries from the US Bureau of Labor Statistics
 - Base Quality
 - Average of the following:
 - ❖ Classroom Teacher – Florida’s average annual wage for ‘Preschool Teachers Except Special Education.’
 - ❖ Director – Florida’s average annual wage for ‘Education Administrators.’
 - Mid-Quality
 - Average of the following:
 - ❖ Classroom Teacher – Midpoint between the Base Quality salary and the High-Quality salary described below.
 - ❖ Director – Midpoint between the Base Quality salary and the High-Quality salary described below.
 - High-Quality
 - Average of the following:
 - ❖ Classroom Teacher – Florida’s average annual wage for Kindergarten Teachers.
 - ❖ Director – Applied the same percentage increase that was given to Classroom Teachers from Base to Mid-Quality.
 - Hours Worked per Week – FCCH providers often work more than 40 hours per week. The following increases for Mid and High-Quality were made to the base 50 hours set up in PCQC:
 - Base Quality – 50 Hours per week.
 - Mid-Quality – 52 Hours per week.
 - High-Quality – 55 Hours per week.
 - Training and Professional Development – The following increases for Mid and High-Quality were made to the default \$297 per year set up in PCQC:
 - Base Quality – \$297 per year.
 - Mid-Quality – \$497 per year.
 - High-Quality – \$697 per year.
 - Substitute to allow Training and Professional Development. The following increases for Mid and High-Quality were set up in PCQC to hire a substitute to allow the owner to attend professional development classes.
 - Base Quality – \$0 per year.
 - Mid-Quality – \$260 per year (20 hours at \$13.00 per hour).
 - High-Quality – \$390 per year (30 hours at \$13.00 per hour).

- The PCQC uses the data entered to generate annual costs per child based on the classroom groups.
 - Centers
 - Infants
 - Toddler and 2-Year-olds
 - Preschool
 - School-Age
 - Family Child Care Homes
 - One annual cost per child regardless of age group.
- The next step was to map these costs per child into the standard care levels used in the Market Rate Survey and in SR Rates. This is done using the mathematical proportions between the weighted average private pay rates for the following care levels from the MRS for both Centers and FCCHs. Annual costs from PCQC are converted to daily costs by dividing by 260 (the number of workdays in a year).
 Standard Care Levels are:
 - Infants
 - Toddlers
 - 2-Year-olds
 - Preschool 3-Year-olds
 - Preschool 4-Year-olds
 - School-Age

Part-Time rates were calculated based on the mathematical proportion of the corresponding Part-Time to Full-Time weighted-average private pay rates from the MRS. This resulted in the following set of daily costs of care for Centers and FCCHs for the corresponding quality levels:

Centers			
Full-Time Daily Cost per Child for all Care Levels			
Care Level	Base	Mid	High
Infant	\$68.68	\$89.26	\$110.71
Toddler	\$55.35	\$70.08	\$85.41
2-Year-Old	\$51.72	\$65.48	\$79.81
Preschool 3	\$38.44	\$45.88	\$53.58
Preschool 4	\$35.83	\$42.77	\$49.95
Preschool 5	\$34.41	\$41.07	\$47.96
School-Age	\$28.64	\$34.18	\$39.91

Centers			
Part-Time Daily Cost per Child for all Care Levels			
Care Level	Base	Mid	High
Infant	\$56.36	\$73.24	\$90.85
Toddler	\$45.62	\$57.76	\$70.39
2-Year-Old	\$42.33	\$53.59	\$65.32
Preschool 3	\$28.90	\$34.49	\$40.28
Preschool 4	\$25.83	\$30.84	\$36.01
Preschool 5	\$24.16	\$28.83	\$33.67
School-Age	\$18.69	\$22.30	\$26.04

Family Child Care Homes			
Full-Time Daily Cost per Child for all Care Levels			
Care Level	Base	Mid	High
Infant	\$53.99	\$63.35	\$72.60
Toddler	\$49.20	\$57.73	\$66.15
2-Year-Old	\$46.39	\$54.43	\$62.38
Preschool 3	\$43.81	\$51.41	\$58.92
Preschool 4	\$42.05	\$49.34	\$56.55
Preschool 5	\$40.25	\$47.23	\$54.13
School-Age	\$35.18	\$41.28	\$47.30

Family Child Care Homes			
Part-Time Daily Cost per Child for all Care Levels			
Care Level	Base	Mid	High
Infant	\$41.51	\$48.71	\$55.82
Toddler	\$37.74	\$44.29	\$50.75
2-Year-Old	\$35.59	\$41.76	\$47.86
Preschool 3	\$33.68	\$39.53	\$45.30
Preschool 4	\$32.51	\$38.15	\$43.72
Preschool 5	\$31.38	\$36.82	\$42.20
School-Age	\$27.52	\$32.29	\$37.00

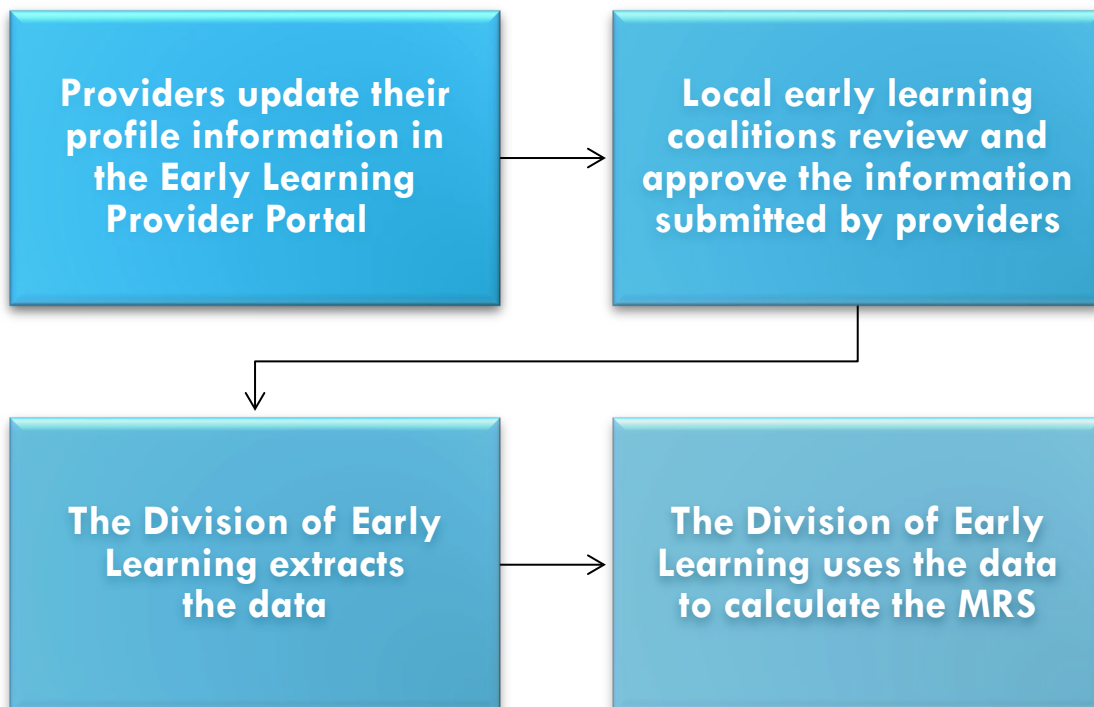
In accordance with s. 1002.82, F.S., DEL submits the following information to the Legislature by November 1st annually to inform the state's review of reimbursement rates:

- The current FY SR reimbursement rates, by county, by provider type and by care level. DEL also supplied the rates by unit of care (FT or PT).
- The average salaries for child care instructors and child care directors from the Florida Department of Commerce's Bureau of Workforce Statistics and Economic Research. Recall that the PCQC used these average salaries for child care staff.
- The average annual costs from child care providers for materials and curriculum, regulatory fees, salaries and benefits, and all other operational costs per child. DEL provided this from cleansed Provider Cost of Care survey data and incorporated these averages into the PCQC models for Centers and FCCHs.
- The MRS for the most recent FY.
- The details of the costs for Base, Mid and High-Quality Care for the typical Center and FCCH.

Methodology

Providers interested in contracting with an ELC to offer SR services must be compliant with health and safety requirements, meet the contract minimum threshold for program assessment and access the Early Learning Provider Portal located within the SSIS to update their profiles. The profile update process facilitates completion of the MRS. The profile update allows families to receive the most current information on child care programs. Prior to the development of the MRS, DEL gathered private pay rate data from contracted and non-contracted legally operating providers. DEL coordinates a statewide campaign January through May that includes a flyer and email blasts to the ELCs encouraging them to invite providers and local child care organizations to invite their members to participate in the provider profile update. The profile update gathers information from all providers with active profiles in the SSIS: those with a SR contract or a VPK contract with DEL, and those that do not wish to contract with DEL but have agreed to complete a provider profile in the SSIS. During this same period, providers complete the Cost of Care survey also available in the SSIS.

DEL Market Rate Survey Methodology Process:



DEL conducts a webinar annually in November to share the results of the preceding year's MRS and explain how it was conducted to providers, ELCs, provider association groups and other interested stakeholders. The webinar participants are informed of the CCDF's requirement to analyze the cost of providing child care services by conducting a narrow cost analysis. DEL incorporates input from the most recent webinar into the upcoming MRS. No changes were suggested to the minimum and maximum rates used for the MRS.

Feedback from the previous webinar held on November 20, 2024, was incorporated into the FY 2024-2025 Market Rate Survey. The feedback was to consider using data from a different month, with May being the most frequently requested. This is a logical choice because the school/summer transition happens in May and because May is typically the month with the highest enrollment. This was the only change requested.

The webinar held on November 12, 2025, confirmed the choice of May being the best month for gathering School Readiness rate data. The following changes were recommended for the rate edits:

- Exclude Full-Time Daily Rates that are over \$110.00 (instead of \$100.00) or under \$11.00 (instead of \$10.00).
- Exclude Part-Time Daily Rates that are over \$75.00 (instead of \$70.00) or under \$6.00 (no change from previous).

These changes will be incorporated into the upcoming FY 2025-2026 Market Rate Survey.

Care Levels

DEL continues to use the following care levels in the MRS.

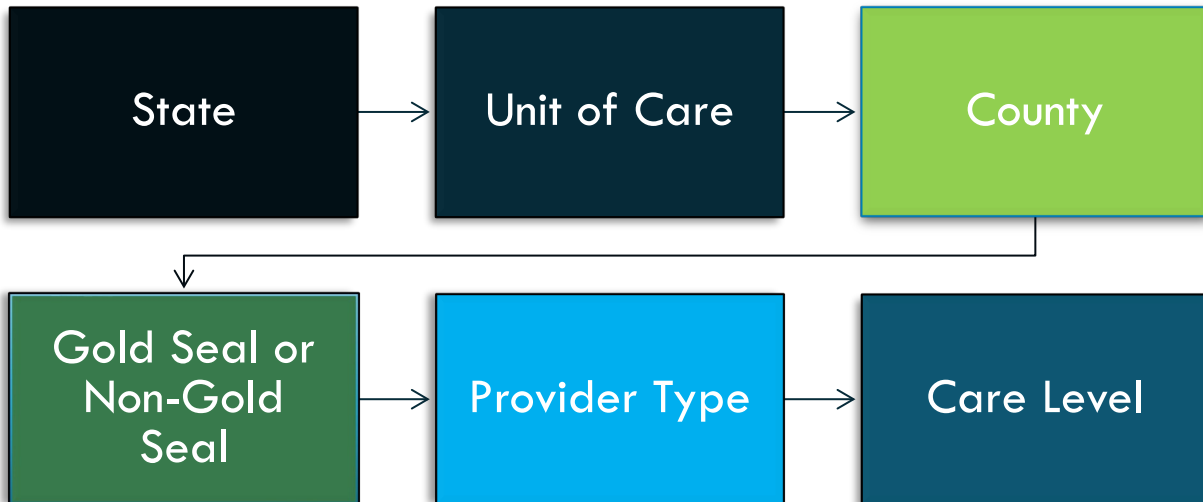
Care Levels	
Infant	Birth to 12 months of age
Toddler	12 to 24 months of age
2-Year-Old	24 to 36 months of age
Preschool 3-Year-Old	36 to 48 months of age
Preschool 4-Year-Old	48 to 60 months of age
Preschool 5-Year-Old	60 months of age to school entry
School-Age	School entry to 14 years of age

Provider Types

Section 1002.895, F.S., requires DEL to differentiate market rates by provider type as indicated below.

Provider Type Groups	
Private Center	Gold Seal Private Center
Large Family Child Care Home	Gold Seal Large Family Child Care Home
Family Child Care Home	Gold Seal Family Child Care Home
Public School	Gold Seal Public School
Non-Public School	Gold Seal Non-Public School
Faith-Based Exempt	Gold Seal Faith-Based Exempt

DEL organizes the MRS data into the categories shown in the following image:



Calculating the Market Rate

Private Pay Rates

The Early Learning Provider Portal in Florida's SSIS allows providers to create profiles, which include the rates providers charge private pay customers. The SSIS records these rates by care level (based on the age of the child) and unit of care (full-time or part-time).

As recommended by the OCC, private pay rates are weighted based on the total capacity of the provider. The total capacity for providers is available from the Florida Department of Children and Families as the primary source of data, and from the provider profiles in the SSIS as a secondary source.

Private pay rates are entered by the provider and errors may occur that are not caught by the provider or the ELC before being approved in the SSIS. For this reason, daily private pay rates that fall outside an accepted range of values are excluded from the survey. The MRS report shows the number of rates used and the number of rates excluded.

- Full-Time Daily Rates are excluded if over \$100.00 or under \$10.00 per day.
- Part-Time Daily Rates are excluded if over \$70.00 or under \$6.00 per day.

School Readiness Rates

The MRS contains SR rates for each provider type listed on the preceding page.

Rate Differentials to Providers

Gold Seal:

The Gold Seal Quality Care program acknowledges child care facilities and family day care homes that are accredited by nationally recognized agencies based on the applicable accrediting standards of the National Association for the Education of Young Children, the National Association of Family Child Care, and the National Early Childhood Program Accreditation Commission. Head Start, Early Head Start and Migrant and Seasonal Head Start programs that receive subsidy rates and are accredited are also eligible for the Gold Seal program. In addition, s. 1002.945(6), F.S., provides that a child care facility that participates in the SR program and has achieved Gold Seal Quality status shall receive a minimum 20 percent rate differential for each enrolled SR child by care level and unit of care.

Quality:

SR providers are eligible to receive Quality Performance Incentive (QPI) differentials for each care level and unit of care based upon their program assessment composite scores. Providers with program assessment composite scores of:

- 4.50 to 4.99 receive a 4% differential.
- 5.00 to 5.99 receive a 7% differential.
- 6.00 to 7.00 receive a 10% differential.

Child Assessment:

SR providers implementing an approved child assessment may be eligible for a payment differential of five (5) percent for each care level and unit of care. The total available payment differential for both CLASS scores and implementation of child assessments will not exceed 15 percent.

Special Needs:

SR providers that care for an SR child with special needs by providing additional care beyond the services required by the Americans with Disabilities Act (ADA) may be eligible for a negotiated payment differential up to 20 percent above the infant reimbursement rate.

MRS Format and Calculations

The following calculations use data from this year’s MRS. All calculations on the MRS Report can be replicated by sorting and reviewing the data or by using Excel.

DEL calculates and provides both the average market rate and the 75th percentile rate to set provider reimbursement rates and to ensure eligible children have equal access to quality child care services.

Criteria for the following sample calculations:

County	Sample
Provider Type	Private Center
Gold Seal	Non-Gold Seal
Unit of Care Code	FT
Care Level	Preschool 5
Exclude	N (for rates that were not excluded from the survey).

This chart shows the basic format of this year’s MRS. The examples show the calculations for the green shaded numbers below in the sample report.

Division of Early Learning Market Rate Report County Summary Sample County Full Time Daily Rates															
ProviderType Private Center GoldSeal Non GoldSeal		Number of Providers		Private Pay Rates						Approved Provider Reimbursement Rate			Total Payment Rate		
Care Level	Sample County Number of Providers with Private Pay Rates Excluded	Sample County Number of Providers with Private Pay Rates	Sample County Weighted Average Private Pay Rate	Sample County Maximum Private Pay Rate	Sample County Minimum Private Pay Rate	Sample County Weighted Median Private Pay Rate	Sample County Most Frequent Private Pay Rate	Sample County Weighted 75th Percentile Private Pay Rate	Sample County Weighted Average Reimbursement Rate without Gold Seal	Sample County Percent of Weighted Average Private Pay Rate	Sample County Percent of Weighted 75th Percentile Private Pay Rate	Sample County Weighted Average Total Payment Rate	Sample County Percent of Weighted Average Private Pay Rate	Sample County Percent of Weighted 75th Percentile Private Pay Rate	
Infant	43	0	\$ 53.43	\$ 66.00	\$ 31.00	\$ 51.20	\$ 50.00	\$ 58.00	\$ 50.00	94%	86%	\$ 52.33	98%	90%	
Toddler	48	0	\$ 44.80	\$ 61.80	\$ 30.00	\$ 45.00	\$ 35.70	\$ 50.00	\$ 35.70	80%	71%	\$ 37.35	83%	75%	
2 Year Old	52	0	\$ 40.47	\$ 58.00	\$ 25.00	\$ 39.00	\$ 32.30	\$ 45.73	\$ 32.30	80%	71%	\$ 33.94	84%	74%	
Preschool 3	54	0	\$ 36.83	\$ 58.00	\$ 25.00	\$ 35.50	\$ 27.00	\$ 40.00	\$ 27.00	73%	68%	\$ 28.24	77%	71%	
Preschool 4	54	0	\$ 35.61	\$ 57.00	\$ 22.00	\$ 35.00	\$ 26.00	\$ 39.00	\$ 26.00	73%	67%	\$ 27.26	77%	70%	
Preschool 5	47	0	\$ 30.51	\$ 55.00	\$ 20.00	\$ 29.00	\$ 26.00	\$ 33.00	\$ 25.96	85%	79%	\$ 26.83	88%	81%	
School Age	44	0	\$ 28.69	\$ 51.53	\$ 17.20	\$ 26.90	\$ 20.75	\$ 35.00	\$ 20.75	72%	59%	\$ 21.69	76%	62%	

Calculations for the Minimum, Maximum, and Most Frequent Private Pay Rates

The following chart shows the private pay rates and corresponding licensed capacities for non-Gold Seal private centers in the sample county for full-time preschool 5-year-old children. The private pay rates were sorted from lowest to highest in the chart below. The chart shows the minimum, maximum, and most frequent private pay rates. These rates are “calculated” by sorting and reviewing the data or by using functions in Excel.

Private Pay Rate	Licensed Capacity
\$ 20.00	90
\$ 21.81	75
\$ 22.00	130
\$ 26.00	37
\$ 26.00	45
\$ 26.00	30

Minimum Private Pay Rate (\$20)

Most Frequent Private Pay Rate (\$26) - Note: if more than one rate occurs the same (highest) number of times, we select the first (lowest) rate.

\$	26.00	99
\$	26.00	44
\$	26.00	36
\$	26.20	188
\$	26.20	119
\$	27.00	68
\$	27.00	90
\$	27.00	57
\$	28.00	53
\$	28.00	185
\$	28.00	55
\$	28.00	153
\$	28.00	191
\$	28.00	60
\$	28.41	115
\$	28.75	87
\$	29.00	99
\$	29.00	25
\$	29.06	114
\$	30.00	85
\$	30.00	59
\$	30.00	93
\$	31.18	43
\$	31.20	99
\$	31.20	72
\$	31.20	46
\$	31.20	75
\$	32.00	181
\$	32.00	73
\$	33.00	159
\$	33.00	101
\$	33.00	58
\$	33.80	216
\$	34.00	121
\$	34.00	39
\$	35.00	79
\$	35.00	150
\$	37.41	105
\$	39.64	34
\$	45.73	142
\$	55.00	75

Maximum Private Pay Rate (\$55)

Value	Private Pay Category
\$ 55.00	Maximum Private Pay Rate
\$ 20.00	Minimum Private Pay Rate
\$ 26.00	Most Frequent Private Pay Rate

Calculations for the Weighted Average Private Pay Rate

Again, this example used the private pay rates and licensed capacities for the non-Gold Seal private centers in the sample county for full-time preschool 5-year-old children. Private pay rates were weighted based on licensed capacity.

The process was to apply weights to the rates based on the percentage of the total licensed capacity for all providers in the selected categories. In this case, the total capacity was 4,350. The “weight” was the licensed capacity divided by the total capacity of 4,350 to arrive at a weight for each rate. The next step was to multiply each private pay rate by the corresponding weight and add these to arrive at the weighted average private pay rate of \$30.51.

Private Pay Rate	Licensed Capacity	Weight	Private Pay Rate X Weight
\$ 20.00	90	2.07%	\$ 0.41
\$ 21.81	75	1.72%	\$ 0.38
\$ 22.00	130	2.99%	\$ 0.66
\$ 26.00	37	0.85%	\$ 0.22
\$ 26.00	45	1.03%	\$ 0.27
\$ 26.00	30	0.69%	\$ 0.18
\$ 26.00	99	2.28%	\$ 0.59
\$ 26.00	44	1.01%	\$ 0.26
\$ 26.00	36	0.83%	\$ 0.22
\$ 26.20	188	4.32%	\$ 1.13
\$ 26.20	119	2.74%	\$ 0.72
\$ 27.00	68	1.56%	\$ 0.42
\$ 27.00	90	2.07%	\$ 0.56
\$ 27.00	57	1.31%	\$ 0.35
\$ 28.00	53	1.22%	\$ 0.34
\$ 28.00	185	4.25%	\$ 1.19
\$ 28.00	55	1.26%	\$ 0.35
\$ 28.00	153	3.52%	\$ 0.98
\$ 28.00	191	4.39%	\$ 1.23
\$ 28.00	60	1.38%	\$ 0.39
\$ 28.41	115	2.64%	\$ 0.75
\$ 28.75	87	2.00%	\$ 0.58
\$ 29.00	99	2.28%	\$ 0.66
\$ 29.00	25	0.57%	\$ 0.17
\$ 29.06	114	2.62%	\$ 0.76
\$ 30.00	85	1.95%	\$ 0.59

\$	30.00	59	1.36%	\$	0.41
\$	30.00	93	2.14%	\$	0.64
\$	31.18	43	0.99%	\$	0.31
\$	31.20	99	2.28%	\$	0.71
\$	31.20	72	1.66%	\$	0.52
\$	31.20	46	1.06%	\$	0.33
\$	31.20	75	1.72%	\$	0.54
\$	32.00	181	4.16%	\$	1.33
\$	32.00	73	1.68%	\$	0.54
\$	33.00	159	3.66%	\$	1.21
\$	33.00	101	2.32%	\$	0.77
\$	33.00	58	1.33%	\$	0.44
\$	33.80	216	4.97%	\$	1.68
\$	34.00	121	2.78%	\$	0.95
\$	34.00	39	0.90%	\$	0.30
\$	35.00	79	1.82%	\$	0.64
\$	35.00	150	3.45%	\$	1.21
\$	37.41	105	2.41%	\$	0.90
\$	39.64	34	0.78%	\$	0.31
\$	45.73	142	3.26%	\$	1.49
\$	55.00	75	1.72%	\$	0.95
Total		4,350	100.00%	\$	30.51

Value	Private Pay Category
\$ 30.51	Weighted Average Private Pay Rate

Calculations for the Weighted Median (50th Percentile) and Weighted 75th Percentile Private Pay Rates

Private Pay Rate	Licensed Capacity	Cumulative Capacity	% of Total Capacity	
\$55.00		4,350	100.0%	
\$45.73	142	4,275	98.3%	
\$39.64	34	4,133	95.0%	
\$37.41	105	4,099	94.2%	
\$35.00	79	3,994	91.8%	
\$35.00	150	3,915	90.0%	
\$34.00	121	3,765	86.6%	
\$34.00	39	3,644	83.8%	
\$33.80	216	3,605	82.9%	
\$33.00	159	3,389	77.9%	
\$33.00	101	3,230	74.3%	Weighted 75 th Percentile Private Pay Rate
\$33.00	58	3,129	71.9%	

\$32.00	181	3,071	70.6%	
\$32.00	73	2,890	66.4%	
\$31.20	99	2,817	64.8%	
\$31.20	72	2,718	62.5%	
\$31.20	46	2,646	60.8%	
\$31.20	75	2,600	59.8%	
\$31.18	43	2,525	58.0%	
\$30.00	85	2,482	57.1%	
\$30.00	59	2,397	55.1%	
\$30.00	93	2,338	53.7%	
\$29.06	114	2,245	51.6%	
\$29.00	99	2,131	49.0%	Weighted Median Private Pay Rate
\$29.00	25	2,032	46.7%	
\$28.75	87	2,007	46.1%	
\$28.41	115	1,920	44.1%	
\$28.00	53	1,805	41.5%	
\$28.00	185	1,752	40.3%	
\$28.00	55	1,567	36.0%	
\$28.00	153	1,512	34.8%	
\$28.00	191	1,359	31.2%	
\$28.00	60	1,168	26.9%	
\$27.00	68	1,108	25.5%	
\$27.00	90	1,040	23.9%	
\$27.00	57	950	21.8%	
\$26.20	188	893	20.5%	
\$26.20	119	705	16.2%	
\$26.00	37	586	13.5%	
\$26.00	45	549	12.6%	
\$26.00	30	504	11.6%	
\$26.00	99	474	10.9%	
\$26.00	44	375	8.6%	
\$26.00	36	331	7.6%	
\$22.00	130	295	6.8%	
\$21.81	75	165	3.8%	
\$20.00	90	90	2.1%	
Total Capacity	4,350			

The 75th percentile market rate is the price below which 75 percent of child care providers reported charging for services. The 50th percentile (or weighted mean) is the market rate below which half of the child care providers reported charging for services. According to the Florida CCDF Plan, the 75th percentile private pay rates are used as a benchmark for the SR payment rates.

According to the *National Center for Child Care Subsidy Innovation and Accountability*:

“Providers with more capacity have a larger share of the market than do providers with less capacity. In other words, the more children a provider serves, the greater the impact or weight the provider has on the market. It is for this reason that most researchers recommend the MRS analysis includes calculations that consider the number of slots available at each price... This approach provides a more accurate representation of the State or local market and the number of slots available to purchase at the same price.”

The following process shows how DEL calculated the weighted median (50th percentile) and weighted 75th percentile private pay rates using the individual private pay rates and licensed capacities (as a measure of the number of slots available to the market for child care).

1. Begin with the Private Pay Rate and Licensed Capacity columns. Sort by the provider Private Pay Rate from largest to smallest and then by Licensed Capacity from largest to smallest.
2. Add a Total for the Licensed Capacity column.
3. Begin from the lowest rate and count the cumulative Licensed Capacity numbers.
4. At the highest rate, the Cumulative Capacity will equal the Total Capacity from below and the “% of Total Capacity” will be 100%.
5. Add the “% of Total Capacity” column, dividing the Cumulative Capacity by the Total Capacity.
6. For the Weighted 75th Percentile Private Pay Rate, find the Private Pay Rate associated with the “% of Total Capacity” closest to 75%.
7. For the 50th percentile (Weighted Median Private Pay Rate), find the Private Pay Rate associated with the “% of Total Capacity” closest to 50%.

The following chart shows the private pay rates and corresponding licensed capacities for non-Gold Seal private centers in the sample county for full-time preschool 5-year-old children.

Sample Worksheet for Weighted Median (50th Percentile) and Weighted 75th Percentile Private Pay Rates

Value	Private Pay Category
\$29.00	Weighted Median (50 th Percentile)
\$33.00	Weighted 75 th Percentile

Calculations for the Weighted Average School Readiness Rates

Note the column for the “Weighted Average Approved Provider Reimbursement Rate with Gold Seal” is omitted from the summary reports for non-Gold Seal providers as in our current example. The Market Rate Report also shows the weighted-average SR payment rates compared to the corresponding private pay rates. The report shows the base SR rates, the base rates with the Gold Seal differential included and the rate with all differentials included. Payment differentials include:

- Gold Seal
- Quality Performance Incentive (QPI)
- Child Assessments
- Special Needs

Calculations for the Weighted Average Approved Provider Reimbursement Rate without Gold Seal

DEL used the reimbursement rates and the days paid at that rate to calculate the weighted average. This example is for the Weighted Average Approved Provider Reimbursement Rate without Gold Seal for non-Gold Seal private centers in the sample county for full-time preschool 5-year-old children.

The process is to display each rate and the corresponding number of days paid at that rate for the selected report category. The “weight” is the percentage of the total days paid under SR funding at that rate. Multiply the rate by the weight and add all the rate x weights, resulting in the weighted rate of \$25.96. Note, there was one provider with 10 days paid at a \$20.00 rate that reduced the weighted average from \$26.00 to \$25.96.

Weighted Average Approved Provider Reimbursement Rate without Gold Seal	Days Paid at Contract Approved Rate	Weight	Rate X Weight
\$ 26.00	46	0.033650329	\$ 0.87
\$ 26.00	41	0.029992685	\$ 0.78
\$ 26.00	62	0.045354792	\$ 1.18
\$ 26.00	19	0.013899049	\$ 0.36
\$ 26.00	32	0.023408925	\$ 0.61
\$ 26.00	37	0.027066569	\$ 0.70
\$ 26.00	19	0.013899049	\$ 0.36
\$ 20.00	10	0.007315289	\$ 0.15
\$ 26.00	28	0.020482809	\$ 0.53
\$ 26.00	18	0.01316752	\$ 0.34
\$ 26.00	97	0.070958303	\$ 1.84
\$ 26.00	14	0.010241405	\$ 0.27
\$ 26.00	4	0.002926116	\$ 0.08
\$ 26.00	22	0.016093636	\$ 0.42
\$ 26.00	37	0.027066569	\$ 0.70
\$ 26.00	17	0.012435991	\$ 0.32
\$ 26.00	31	0.022677396	\$ 0.59
\$ 26.00	33	0.024140454	\$ 0.63
\$ 26.00	109	0.07973665	\$ 2.07
\$ 26.00	55	0.040234089	\$ 1.05
\$ 26.00	96	0.070226774	\$ 1.83
\$ 26.00	142	0.103877103	\$ 2.70
\$ 26.00	19	0.013899049	\$ 0.36
\$ 26.00	32	0.023408925	\$ 0.61
\$ 26.00	13	0.009509876	\$ 0.25
\$ 26.00	20	0.014630578	\$ 0.38
\$ 26.00	26	0.019019751	\$ 0.49
\$ 26.00	10	0.007315289	\$ 0.19
\$ 26.00	30	0.021945867	\$ 0.57
\$ 26.00	30	0.021945867	\$ 0.57
\$ 26.00	22	0.016093636	\$ 0.42
\$ 26.00	49	0.035844916	\$ 0.93
\$ 26.00	61	0.044623263	\$ 1.16
\$ 26.00	46	0.033650329	\$ 0.87
\$ 26.00	40	0.029261156	\$ 0.76
	1,367	1.0	\$ 25.96

Value	Private Pay Category
\$25.96	Weighted Average Approved Provider Reimbursement Rate without Gold Seal

Market Rate Report Description

DEL publishes the following reports:

- Statewide Full-Time Care Report
- Statewide Part-Time Care Report
- Full-Time Care Report for each County
- Part-Time Care Report for each County

The reports contain rate information required by statute plus additional rate information useful for analyzing SR reimbursement rates. This information is available by coalition, county, age group and provider type. DEL distributes the market rate reports to ELCs and publishes the market rate for full- and part-time care on its [website](#).

The statewide and county-level reports are in the same format as shown below for statewide full-time Gold Seal private centers and for statewide full-time non-Gold Seal private providers. Note that the “Approved Provider Reimbursement Rate with Gold Seal (School Readiness)” columns were only included for Gold Seal providers. For non-Gold Seal providers, these columns were not included in the report.

Division of Early Learning
2024-25 Market Rate Report
State Summary
Full Time Daily Rates

ProviderType 1. Licensed/Exempt
GoldSeal GoldSeal

Care Level	Number of Providers with Private Pay Rates	Number of Providers with Private Pay Rates Excluded	Private Pay Rates						Approved Provider Reimbursement Rate without Gold Seal (School Readiness)			Approved Provider Reimbursement Rate with Gold Seal (School Readiness)			Total Payment Rate (School Readiness)		
			Weighted Average Private Pay Rate	Maximum Private Pay Rate	Minimum Private Pay Rate	Weighted Median Private Pay Rate	Most Frequent Private Pay Rate	Weighted 75th Percentile Private Pay Rate	Weighted Average Approved Provider Reimbursement Rate without Gold Seal	Percent of Weighted Average Private Pay Rate	Percent of Weighted 75th Percentile Private Pay Rate	Weighted Average Approved Provider Reimbursement Rate with Gold Seal	Percent of Weighted Average Private Pay Rate	Percent of Weighted 75th Percentile Private Pay Rate	Weighted Average Total Payment Rate	Percent of Weighted Average Private Pay Rate	Percent of Weighted 75th Percentile Private Pay Rate
Infant	1,324	4	\$ 61.76	\$ 95.25	\$ 20.00	\$ 62.00	\$ 60.00	\$ 70.00	\$ 51.70	83.71%	73.86%	\$ 62.02	100.42%	88.60%	\$ 64.81	104.94%	92.59%
Toddler	1,511	3	\$ 55.01	\$ 100.00	\$ 18.00	\$ 55.00	\$ 60.00	\$ 61.15	\$ 42.17	76.66%	68.96%	\$ 50.57	91.93%	82.70%	\$ 52.92	96.20%	86.54%
2 Year Old	1,584	5	\$ 51.67	\$ 98.19	\$ 17.00	\$ 50.80	\$ 50.00	\$ 59.00	\$ 39.15	75.77%	66.36%	\$ 46.98	90.92%	79.63%	\$ 49.17	95.16%	83.34%
Preschool 3	1,613	4	\$ 47.83	\$ 98.19	\$ 17.00	\$ 47.00	\$ 40.00	\$ 54.00	\$ 31.45	65.75%	58.24%	\$ 37.80	79.03%	70.00%	\$ 39.88	83.38%	73.85%
Preschool 4	1,609	4	\$ 46.37	\$ 98.19	\$ 15.00	\$ 45.60	\$ 40.00	\$ 53.00	\$ 30.03	64.76%	56.66%	\$ 36.06	77.77%	68.04%	\$ 38.04	82.04%	71.77%
Preschool 5	1,594	4	\$ 45.53	\$ 98.19	\$ 15.00	\$ 44.00	\$ 40.00	\$ 52.20	\$ 29.32	64.40%	56.17%	\$ 35.23	77.38%	67.49%	\$ 37.09	81.46%	71.05%
School Age	1,387	5	\$ 38.19	\$ 100.00	\$ 12.00	\$ 37.00	\$ 40.00	\$ 44.00	\$ 22.43	58.73%	50.98%	\$ 26.45	69.20%	60.11%	\$ 27.64	72.37%	62.82%

ProviderType 1. Licensed/Exempt
GoldSeal Non GoldSeal

Care Level	Number of Providers with Private Pay Rates	Number of Providers with Private Pay Rates Excluded	Private Pay Rates						Approved Provider Reimbursement Rate without Gold Seal (School Readiness)			Total Payment Rate (School Readiness)		
			Weighted Average Private Pay Rate	Maximum Private Pay Rate	Minimum Private Pay Rate	Weighted Median Private Pay Rate	Most Frequent Private Pay Rate	Weighted 75th Percentile Private Pay Rate	Weighted Average Approved Provider Reimbursement Rate without Gold Seal	Percent of Weighted Average Private Pay Rate	Percent of Weighted 75th Percentile Private Pay Rate	Weighted Average Total Payment Rate	Percent of Weighted Average Private Pay Rate	Percent of Weighted 75th Percentile Private Pay Rate
Infant	2,891	14	\$ 54.73	\$ 100.00	\$ 10.16	\$ 54.00	\$ 50.00	\$ 62.00	\$ 50.39	92.07%	81.27%	\$ 52.64	96.18%	84.90%
Toddler	3,412	14	\$ 48.80	\$ 100.00	\$ 10.39	\$ 47.00	\$ 40.00	\$ 56.00	\$ 41.89	85.84%	74.80%	\$ 43.75	89.65%	78.13%
2 Year Old	3,664	13	\$ 45.60	\$ 100.00	\$ 10.62	\$ 44.00	\$ 40.00	\$ 52.00	\$ 38.52	84.47%	74.08%	\$ 40.32	88.42%	77.54%
Preschool 3	3,973	36	\$ 41.02	\$ 100.00	\$ 12.40	\$ 40.00	\$ 40.00	\$ 46.75	\$ 30.61	74.62%	65.48%	\$ 32.33	78.82%	69.16%
Preschool 4	4,166	36	\$ 38.24	\$ 100.00	\$ 10.00	\$ 37.80	\$ 30.00	\$ 43.80	\$ 29.16	76.26%	66.58%	\$ 30.91	80.83%	70.57%
Preschool 5	4,250	41	\$ 36.72	\$ 100.00	\$ 10.00	\$ 36.00	\$ 30.00	\$ 42.00	\$ 28.10	76.53%	66.90%	\$ 29.69	80.86%	70.69%
School Age	4,192	32	\$ 30.56	\$ 100.00	\$ 10.00	\$ 27.60	\$ 25.00	\$ 38.00	\$ 22.20	72.64%	58.42%	\$ 23.17	75.82%	60.97%

Finally, if there are fewer than four rates available for reporting, the corresponding cell is populated with an asterisk (*). This is done to protect confidentiality.