

“From a business perspective, it does not make financial sense to have a high number of subsidy students enrolled due to the reimbursement rate. Not providing a 100% reimbursement rate creates inequality in our field.”

2024 State of Child Care Survey

THE PRIMARY CHALLENGE TO STAFFING REPORTED IS HIGHER WAGES BEING OFFERED AT OTHER PLACES OF EMPLOYMENT (#1 CHOICE FOR 36%)



Child care owner and administrator respondents, representing both center and home-based providers



85% of respondents indicated that they are not currently enrolled at full capacity.

The top (2) responses as to why they are under-enrolled are:

- ▶ Lack of demand from families
- ▶ Families cannot afford tuition

The number one challenge currently faced by an owner/administrator is not enough children enrolling (53% of respondents selected)

“Being the only licensed childcare center in a rural community poses its own set of challenges. Being able to find quality qualified applicants while also looking for ways to increase the starting wage to a wage higher than the local dishwasher is becoming tougher and tougher. Our tuition is below the state average and we have already priced ourselves out of range for some families that need us the most.”