



2026 Market Rate Survey

NJ Division of Family Development

Introduction

- Equal Access to Child Care
- Child Care Assistance Program (CCAP) Provider Payment Rates
- CCAP Provider Payment Rates vs. Private-Pay Tuition Rates

Market Rate Survey Requirement

- States are required to conduct a child care Market Rate Survey every three years.
- Federal policy requires CCAP provider payment rates to be informed by market prices.
- Provider payment rates must be sufficient so CCAP children have equal access to child care services as children who are not receiving assistance.

Market Rate Survey

- The New Jersey Department of Human Services (DHS), Division of Family Development (DFD) collaborates with the Rutgers University School of Social Work to design the survey instruments.
- Rutgers manages data collection and analysis to prepare the Market Rate Survey report which will be published at:
<https://www.childcarenj.gov/Resources/Reports>
- Providers' answers to survey questions will remain anonymous.

The Market Rate Survey

- The survey is designed to:
 - Collect up-to-date child care market data by provider type, child age group, geographic locations, and quality indicators;
 - Compare market rates to CCAP provider reimbursement rates; and
 - Examine child care supply and identify geographic areas with potential supply gaps.

The Market Rate Survey

- The survey takes approximately 20 minutes to complete and will ask questions about:
 - Age groups of children served;
 - Program's tuition rates;
 - Enrollment;
 - Hours of operation; and
 - Staffing Levels

Survey Timeframe

- Survey distribution to Summer Youth Camps began on July 23, 2026.
- Licensed Center and Family Child Care (FCC) surveys will be distributed beginning September 2026.

Survey Distribution

- All active providers will be surveyed, regardless of whether or not they care for children receiving CCAP assistance.
- Providers complete the survey electronically and submit via secure online connection.
- Data submitted by providers will remain confidential and will **not** be shared or posted publicly.

Survey Distribution

- Child Care Resource & Referral (CCR&R) agencies will distribute the survey link by email to providers in their respective counties.
- All active providers will be surveyed initially.
- Weekly survey distribution will continue to non-responders.
- Providers with multiple site locations must complete a survey for each site.

Provider Participation

- CCAP provider payment rates must be set based on the results of the most recent Market Rate Survey.
- Provider participation is critical to accurately identify the true market price of child care, so New Jersey can set CCAP provider payment rates accordingly.

Narrow Cost Analysis

- New Jersey is also required to complete a Narrow Cost Analysis Survey.
- The final question of the Market Rate Survey asks the provider if they would like to participate in a Narrow Cost Analysis survey to be offered at a later date.

Narrow Cost Analysis

- The purpose of the Narrow Cost Analysis survey is to estimate the cost of child care in two areas:
 - The cost to meet basic health, safety, staffing and quality requirements; and
 - The cost to deliver higher-quality care.

Narrow Cost Analysis

- The survey will ask questions about child care providers' operating costs, such as:
 - Personnel/Staffing Expenses
 - Program Expenses (i.e. materials/supplies)
 - Building Expenses (i.e. rent/utilities/insurance)
 - Revenue (i.e. tuition, fees, CCAP payments)

