

2023 Wisconsin Statewide Child Care Rates Report



2023 CHILD CARE COSTS

Wisconsin State Averages

Average **weekly** cost and range are presented for each age group.



\$248

\$90 - \$510

0 to 2 years



\$225

\$90 - \$500

3 to 4 years



\$212

\$72 - \$500

5+ years

See **page 2** for specific **county** averages

Family Income vs. Cost of Child Care

7% of a household's income towards child care is considered affordable by the US Department of Health & Human Services, **no matter how many children**

7% of weekly WI household income



According to the 7% target, WI families with median household income can afford **\$99** per week for child care

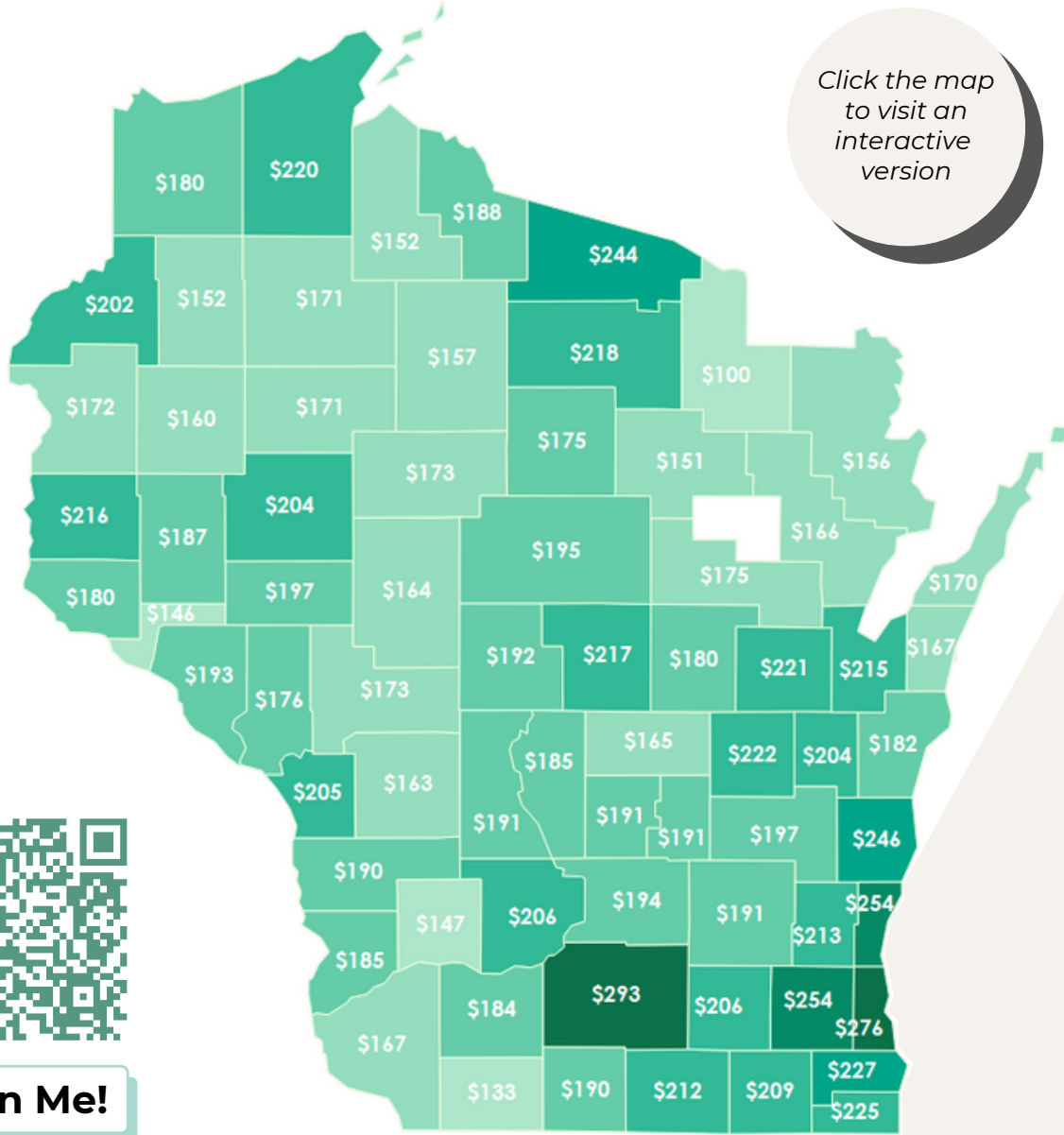


The median cost of child care in WI is **\$217** per week, **per child**

\$217

2023 CHILD CARE COSTS

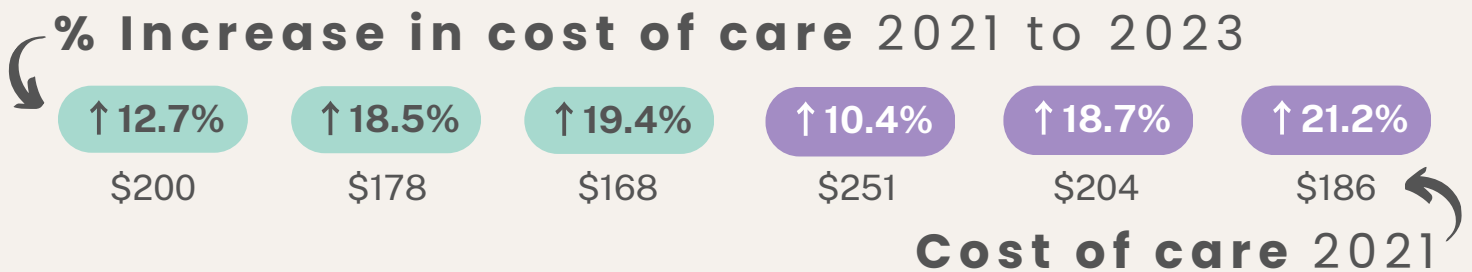
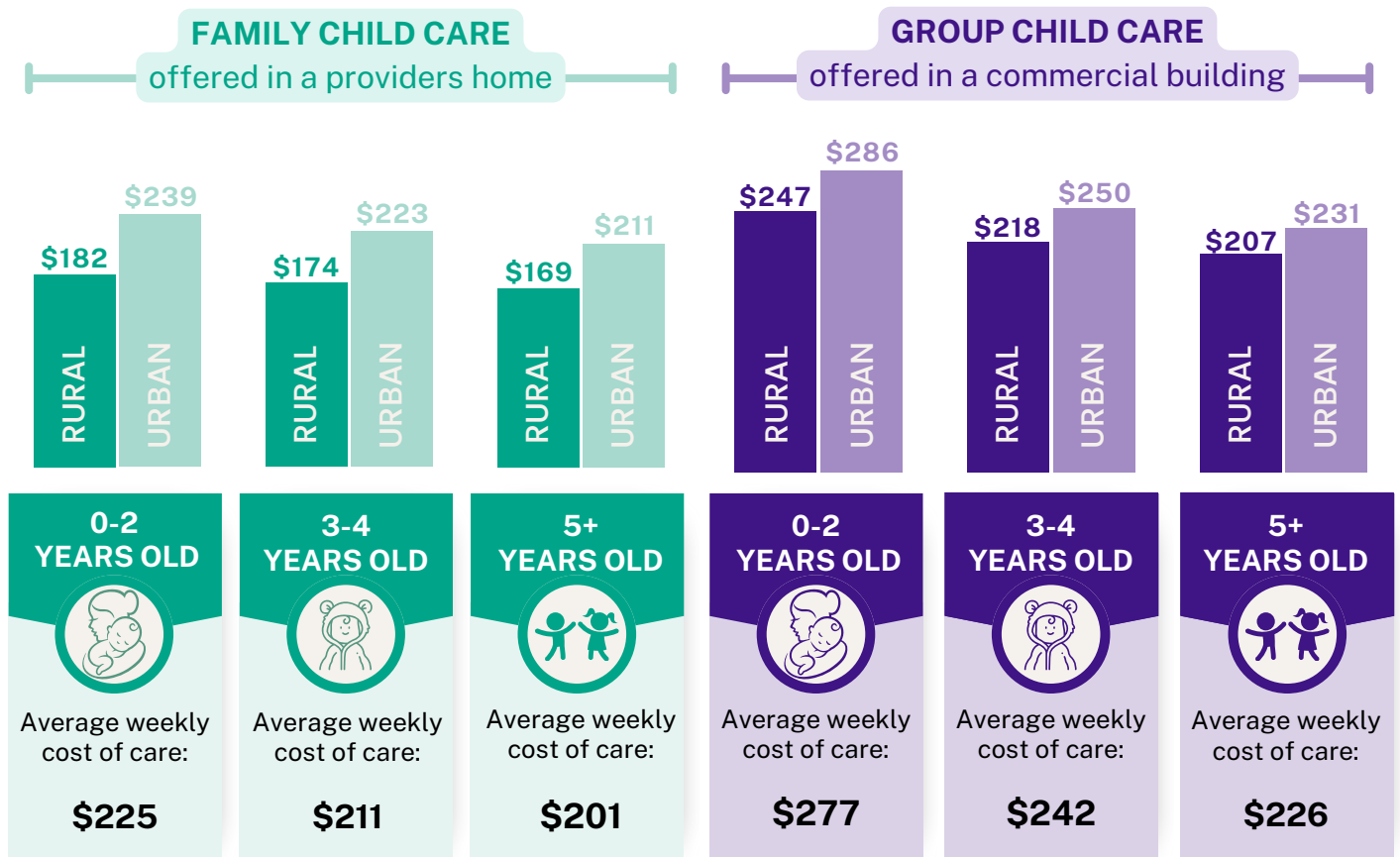
Wisconsin County Averages



Looking for child care? Contact your local Child Care Resource & Referral Agency for a customized referral to regulated provider(s). Services are available both online or with support from a live referral specialist. Use the interactive map or visit [SFTA's website](#) to find your local CCR&R.

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Factors that Influence Cost of Care



Child care rates in WI have increased **15.6%** over two years

- 2022: average increase of 6.6%
- 2023: average increase of 9.0%



Care for children ages 5 and up had the largest rate increase.

2023 CHILD CARE COSTS

Methods and Definitions

Data Collection

This report analyzed data from **1,079 licensed child care providers**, collected through the *Business Information Form*. Included were every provider that updated weekly or monthly rates between January and December in 2023, which were then converted to a common weekly format. Four minor errors were corrected, and two records with significant inconsistencies were removed. Please note that averages are not adjusted for provider capacity.

Definitions

Business Information Form is a yearly survey conducted by CCR&Rs, typically in the summer, that collects information on regulated childcare providers.

CCR&R: Or Child Care Resource Referral Agencies, provide a range of services for child care providers throughout the state of WI.

Family Child Care is offered inside a child care provider's home, and can care for a maximum of four to eight children, depending on their ages. Children of all ages can be cared for and create a community in the same space. a maximum of four to eight children, depending on their ages. Children of all ages can be cared for and create a community in the same space.

Group Child Care takes place in a commercial building specifically used for child care and care for nine or more children. Children typically stay in one classroom with consistent classmates and teachers/care providers and transition to new developmentally appropriate classrooms as they grow older.

Regulated child care in Wisconsin refers to providers who are either certified or licensed through the Department of Children and Families

Rural Area: anything not in an Urban Area. Rural areas compromise open county and settlements with fewer than 2,500 residents.

School Age Program and Preschool Program are also types of regulated care. They are represented in the analysis and omitted when filtering only Family or Group averages. They represent a smaller proportion of regulated providers (2-3% of providers).

Urban Area: the Census Bureau identifies two types of urban areas:

- Urbanized Areas with 50,000 or more people
- Urban Clusters with at least 2,500 but fewer than 50,000 people.

These Urban Areas represent densely populated regions with high population density and urban land use.

SFTA: Supporting Families Together Association is Wisconsin's statewide member association for organizations and individuals committed to making every early childhood a great one. Wisconsin's Child Care Resource & Referral Agencies (CCR&Rs) and Family Resource Centers (FRCs) are our members.

