

### 2017 Market Rate Survey Verification Calls

To verify survey responses, three samples (random samples generated in SPSS) were drawn for a total sample of 787 providers:

- An initial sample of approximately 15% of responses received as of 1/23/17
- A second sample of approximately 15% of responses received after 1/23/17 through 2/27/17
- A third sample of approximately 15% of responses received after 2/27/17 through 3/13/17

Targeted scripts were created for calls to various types of child care providers, including licensed centers, licensed family and informal child care providers, schools and other programs. A minimum of three attempts were made to contact each provider included in the sample, typically spread out over several days and at different times of day.

Callers used a mystery shopper approach and asked about care for a two-year-old, four-year-old, or child entering elementary school. Responses were recorded and entered into a spreadsheet for comparison with information provided by the same providers on a survey form.

As might be expected, some providers could not be reached or refused to provide information over the telephone, with a few indicating information would be provided at the time of a visit.

Among the sample of 770 providers, a total of 662 contacts (86%) were completed.

### Verification Call Results

Provider Type	Number in sample	Contact completed			Contact not completed
		Completed	Refused	No child care	
Licensed centers	286	258	6	1	21
Schools	69	66	-	1	2
Exempt	204	162	2	1	39
Family	165	128	12	2	23
Informal	46	15	2	6	23
Total	770	629	22	11	108

Overall, verification results showed that providers generally reported the same or nearly the same rates on the survey and the verification calls. Because of the mystery shopper call technique, it is not surprising that rates reported on the survey and rates reported to callers might differ to some degree for the following reasons:

- While the survey was administered primarily in the months of November 2016 – February 2017, the verification calls were completed in February and March 2017, and providers may have been citing changing rates for an upcoming session.
- Providers may cite discounted rates to a parent expressing a direct interest or early interest in care for an upcoming session or year.

- Providers may cite a discounted second-child rate to the parent, as suggested in the lower percentage of rates matching for the four-year-old vs. two-year-old care.

### Rate Verification Results

Provider type	Type of care	Same rate	Within +/- \$10 of survey rate	Within +/- \$15 of survey rate	Number of rates compared
Licensed centers	2-year-old weekday care	63%	84%	88%	169
	4-year-old weekday care	51%	74%	80%	170
	After-school care	54%	74%	81%	110
	Summer care	54%	76%	80%	113
Licensed family providers	2-year-old weekday care	62%	86%	90%	97
	4-year-old weekday care	46%	67%	74%	76
	After-school care	25%	58%	58%	24
	Summer care	43%	64%	64%	28
All provider types*	2-year-old weekday care	61%	84%	88%	281
	4-year-old weekday care	48%	73%	79%	274
	After-school care	55%	75%	79%	186
	Summer care	51%	74%	78%	160

\*Other provider types not reported separately due to the small numbers of responses.

While there were discrepancies between rates reported on the survey and those provided on verification calls, the state may have confidence in the survey rates for the following reasons:

- The strong survey response rates
- The percentage of providers reporting rates on verification calls within \$10 of the rates reported on the survey forms
- The use of percentiles for reporting and comparing rate data reported on survey responses