CT data collaborative

# Using ACS PUMS to Explore the Affordability of Market-Rate Child Care for Connecticut Families

May 29, 2025

Jill Walsh and Cynthia Willner

# Agenda

- Project background and overview
- Data Sources
- Methodology
- Findings

# Project Background

- This project was done in conjunction with RAPID Survey 1 on child care access and affordability
- We looked at the cost of child care for all CT families with young children using public data sources

# Project Overview

- **What percentage of household income would families need to spend to enroll all of their young children in market-rate, center-based child care for all of their young children?**
- **Data Sources**: CT Office of Early Childhood Market Rate Survey, 2023 ACS PUMS 1-year estimates
- **Findings**: 87% of CT families with young children, and most families within the demographic subgroups we looked at, would need to spend more than 7% of their income on child care

# Data Sources

- CT Office of Early Childhood's (OEC) 2024 Connecticut Child Care Market Rate Report
  - Weekly market rates for center-based child care
  - Regional rates based on the age of children (infants/toddlers and preschool-aged children)

# Data Sources

- 2023 ACS PUMS 1-year estimates
  - Number and age of young children per household
  - Householder race/ethnicity
  - Parent employment status
  - Annual household income
  - PUMA of residence

# Methodology

- Estimated the annual cost of child care for each family from OEC's weekly market rates, based on:
  - Region of residence
  - Number and Age of Children
  - Center-based child care
- PUMAS do not nest within child care regions
  - Calculated a weighted average market rate based on the number of towns in each region within a PUMA

# Methodology

- Using PUMS data, divided each family's annual cost of child care by their household income to determine affordability (<7% of annual income)
- Disaggregated by demographic variables

# Methodology Example

A family lives in Hartford, CT and has 2 children, ages 1 and 4

(ACS PUMS)

Hartford PUMA is in the North Central Region

Infants/Toddlers: $365/week

Preschool-Aged Children: $290/week

(CT OEC)

Child care cost:

(1*365)+(1*290) = $655/week or

$34,060/year

Family income is $61,885

(ACS PUMS)

Market-rate child care ($34,060) is

55% of annual income

# Limitations

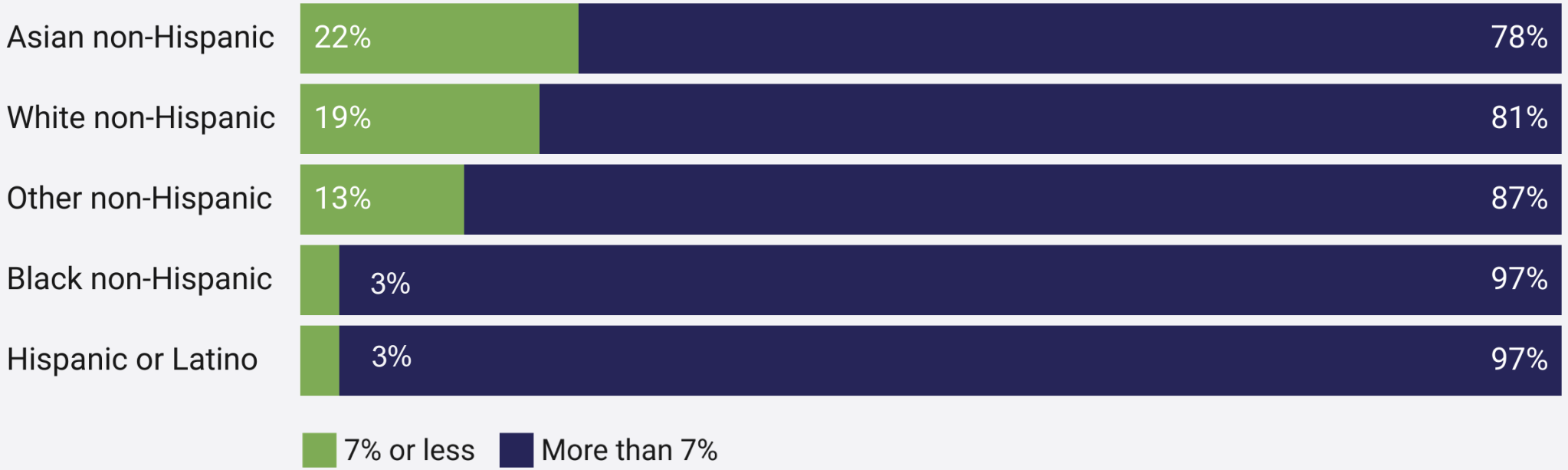
- Only considered center-based child care costs
- Only considered market-rate child care; did not consider sliding scale or subsidized child care rates
- Did not calculate margins of error
- Race/ethnicity are of the householder only

# Findings

- 87% of families in Connecticut would need to spend more than 7% of their household income to pay the market rate for full-time, year-round care in a child care center for all of their young children.

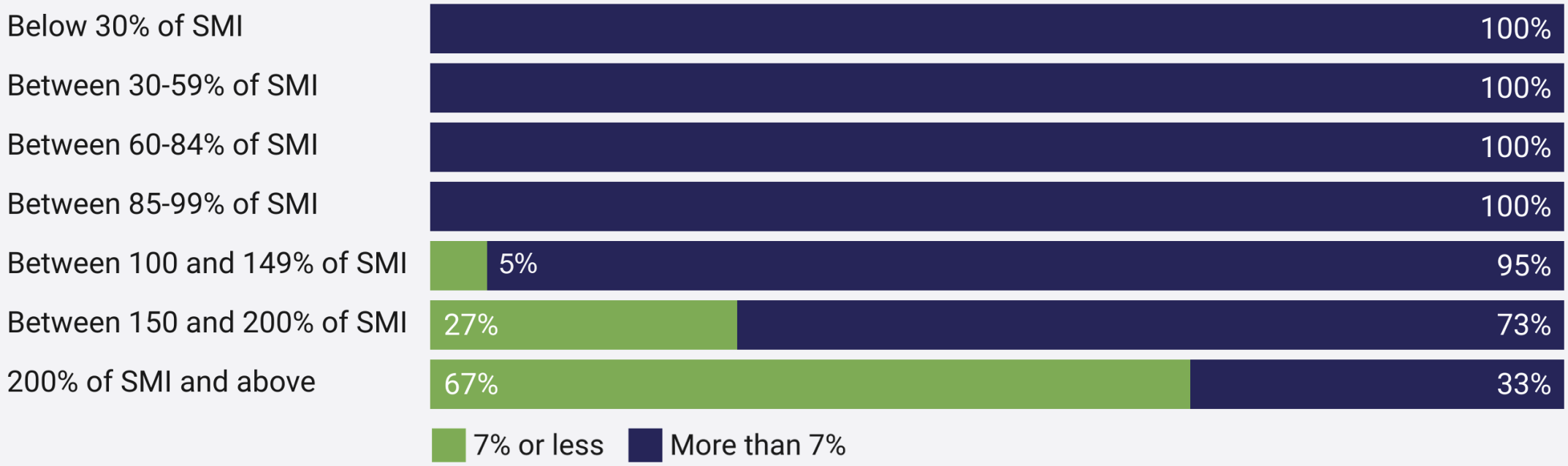
# Affordability by Race and Ethnicity

- Market-rate child care cost >7% of household income for the majority of all race/ethnicity groups, ranging from 78% of Asian non-Hispanic-headed households to 97% of Black non-Hispanic and Hispanic/Latino-headed households.



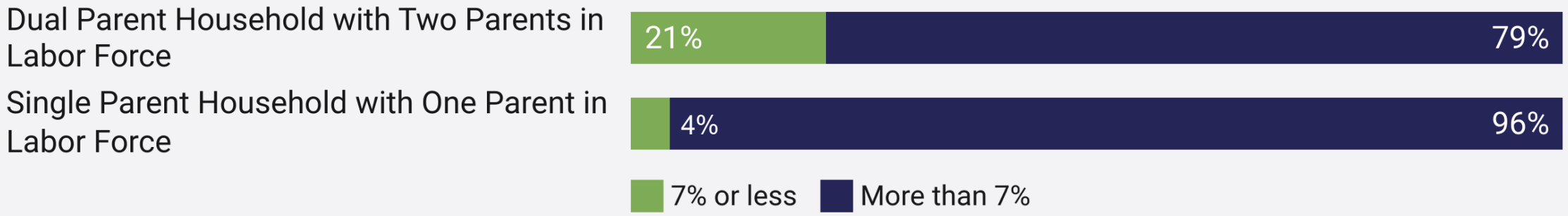
# Affordability by Income

- Even for families earning between 150% to 200% of the state median income, market-rate child care cost >7% of household income for most families.



# Affordability by Parent Employment Status

- For households with two parents in the labor force, market-rate child care cost >7% of household income for 79% of families. For single parent families with one parent in the labor force, this was true for 96% of families.

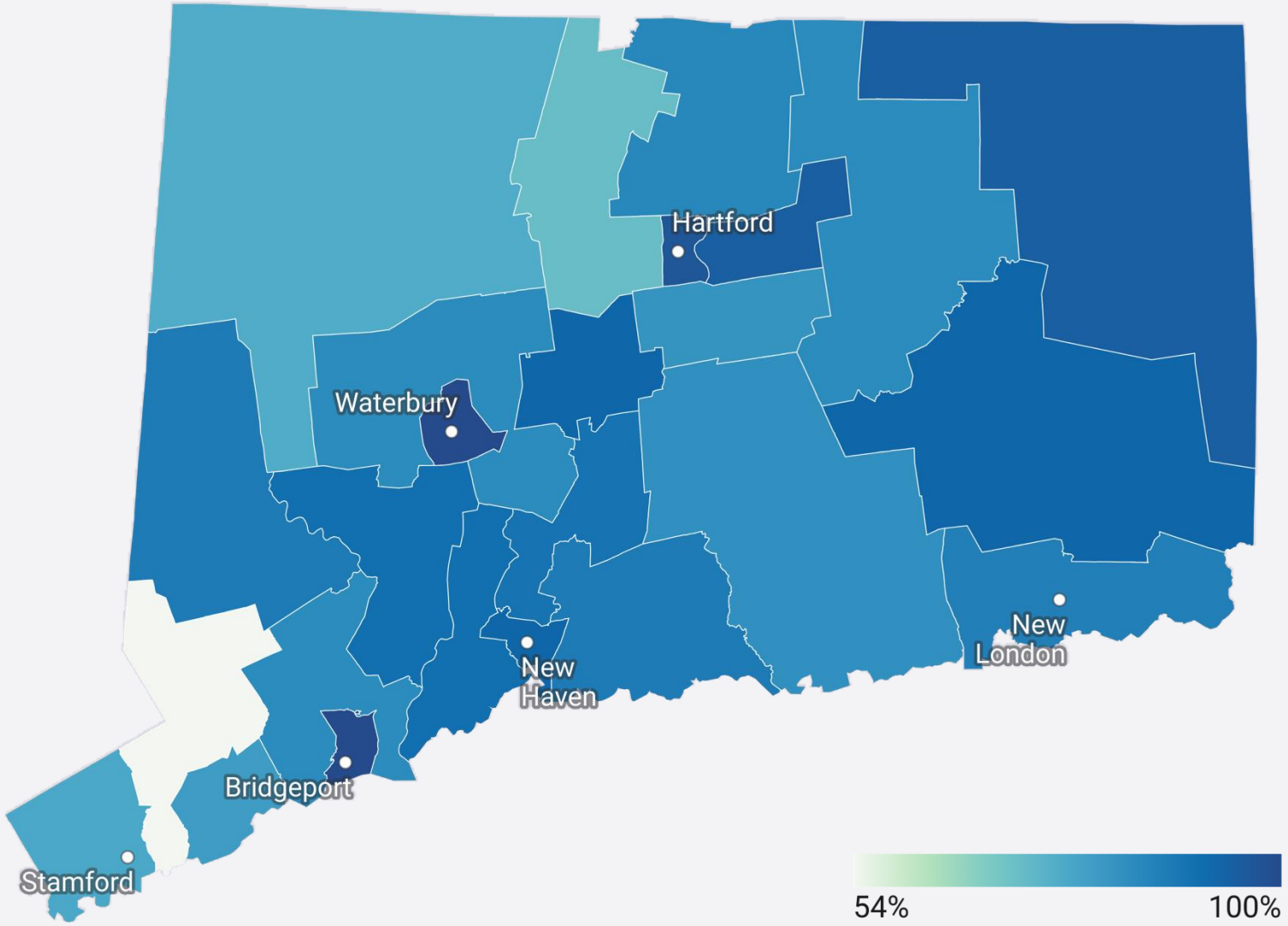


# Affordability by Number and Age of Children

- Eighty percent (80%) of families with one preschool-aged child and 88% of families with one infant or toddler would need to spend >7% of their income to afford market-rate care.

| Young Children | Infants and Toddlers | Preschool-Aged Children | 7% or less | More than 7% |
|---|---|---|---|---|
| 1 | 0 | 1 | 20% | 80% |
| 1 | 1 | 0 | 12% | 88% |
| 2 | 0 | 2 | 12% | 88% |
| 2 | 1 | 1 | 6% | 94% |
| 2 | 2 | 0 | 6% | 94% |
| 3 | 1 | 2 | 0% | 100% |
| 3 | 2 | 1 | 0% | 100% |

# Percent of Families Needing to Spend >7% of Household Income on Market-Rate Child Care by PUMA



# Implications

- As of 2025, OEC revised Care 4 Kids subsidy guidelines to cap family fees at below 7% of a family's income for families with incomes up to 60% of SMI
- Most families earning >60% of SMI will continue to be ineligible for subsidies
- Not all child care providers accept Care 4 Kids subsidies
- CT RAPID Survey: 34% of income-eligible families access Care 4 Kids subsidies

# Thank you!

https://www.ctdata.org/child-care-affordability

jill@ctdata.org

# Notes placeholder

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# Presentation Title

Date

# Our Mission

To connect people and data to promote **informed decision-making** and to **advance equity** in Connecticut.

Insert Logo

# Your Mission

- Add your mission statement here

# Organization Name

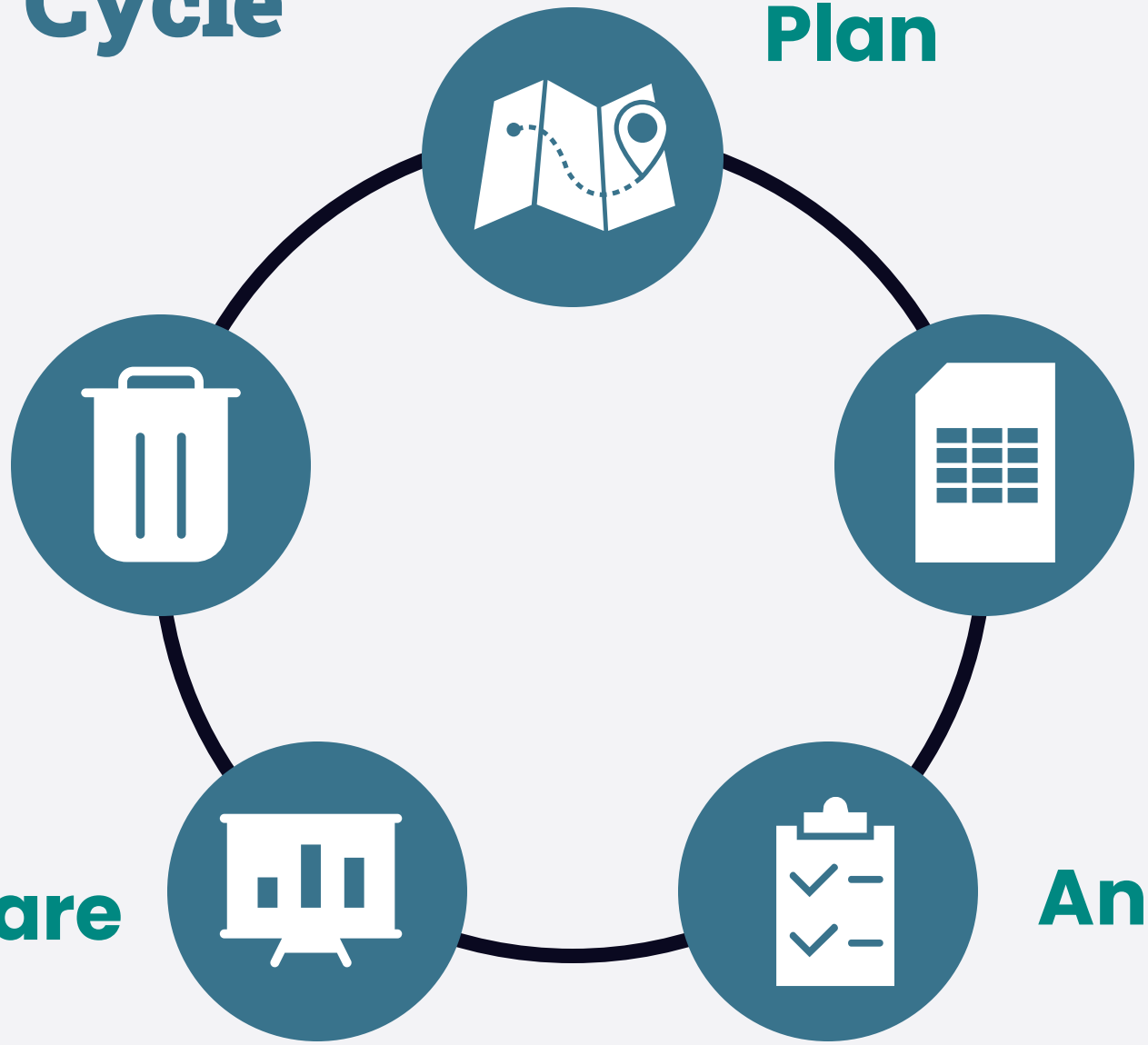
- Location
- Who you serve
- What you do?
- How long has it been since you have worked with Data Strategic Planning

Insert picture:

Picture of team, location, program..

CT data

# Data Life Cycle



# Data Strategic Planning helped you to build...

CT data

# You use this to help answer this/ these questions...

# Data Strategic Planning impacted my organization's culture...

CT data

# Data Strategic Planning Changed this process in our work

CT data

# This process change helps us to do this better..

CT data

# We implemented this technology…

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collaborative
Thank you
CTData.org
@CTOpenData

# What is Data Literacy?

Data literacy is the ability to systematically and ethically ask and answer real-world questions with data. This includes:

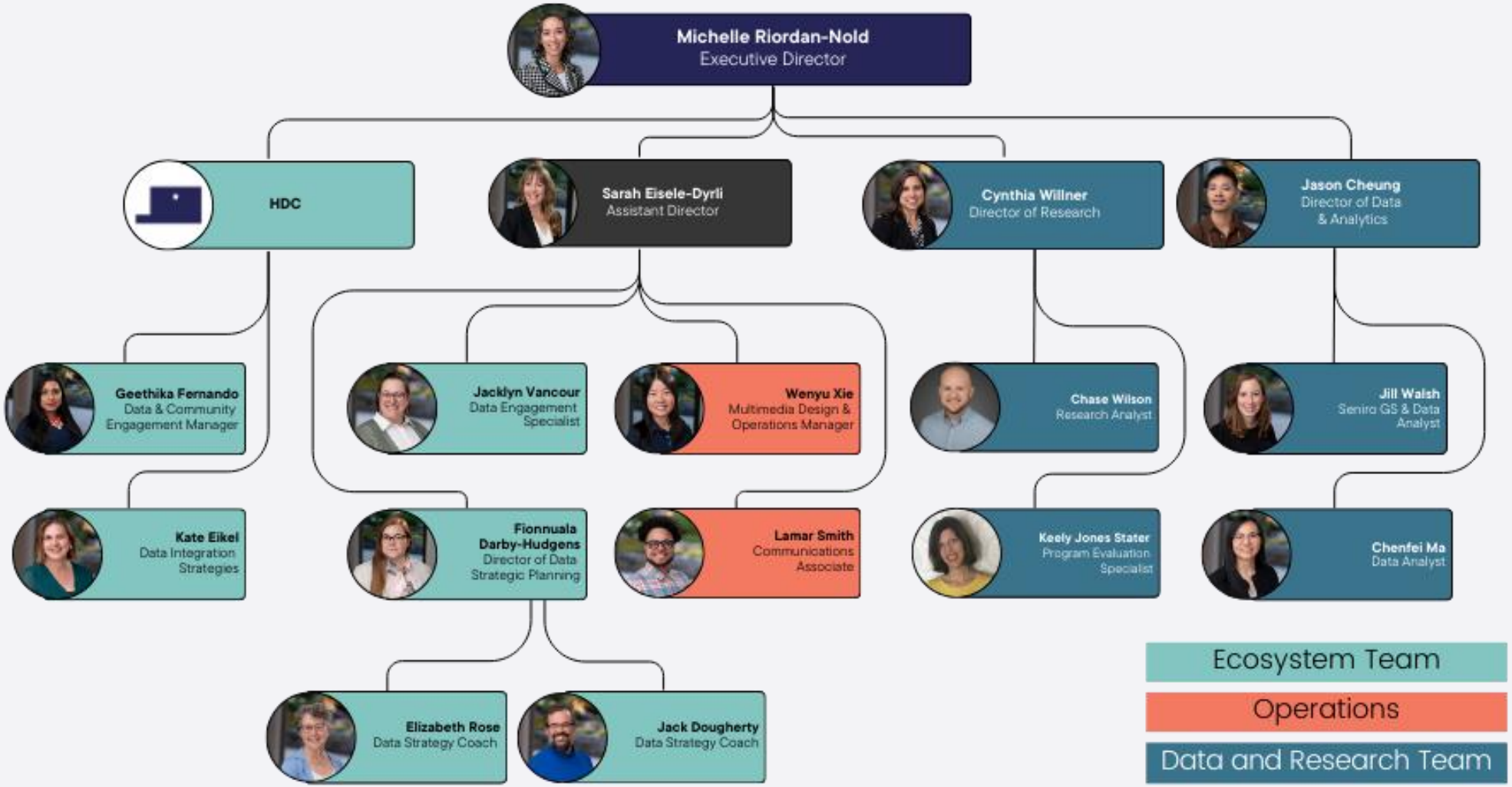
## Collecting & Finding Data

## Critiquing & Interpreting Data

Critical Consumer

## Analyzing & Applying Data

# CTData Collaborative Organizational Chart




CTData Collaborative April 2025

# Data Support

Data Helpline

Strategic Data Planning ©

Data Consulting

Data Academy

# Data Community

## Conference

Annual conference where we discuss the most pressing data topics

## Equity in Data Community of Practice

Diversity, equity, and inclusion in demographic data collection

# Breaking New Ground, Building New Foundations

- Leading, convening, and facilitating statewide conferences & forums
- Organizing and designing workshops that increase data literacy & expand organizational capacity
- Partnering with organizations to liberate, process, analyze, & visualize data
- Providing a data “helpline” by assisting data users with obtaining, displaying, interpreting, & using data
- Linking data across agencies so we can understand service delivery and impact

# Services We Provide

## Data & Data Tools

Raw data, interactive data projects, data visualization & analysis consulting

## Data Helpline

Email info@ctdata.org for quick data assistance.

## CTData Academy

Data Workshops

## Integrated Data System

Hartford Data Collaborative

## Conferences & Community of Practice

Data Convenings

## Census State Data Center

Census data, census data education, analysis of census data

# Services We Provide

Data Workshops
Data Helpline
Data Visualization
Data Analysis

Data Strategic Planning ©
Customized Data Literacy Training

Special Projects, Technical Tools
Integrated Data Systems

# Meet the Team

**Kate Bittinger Eikel**

*Data Integration Strategist*

**Jason Cheung**

*Data Analyst*

**Sarah Eisele-Dyrli**

*Assistant Director*

**Geethika Fernando**

*Data & Community |Engagement Manager*

**Jasmine Honegan**

*Data Engagement Specialist*

**Ilya Ilyankou**

*Technologist*

# Meet the Team

## Lori Reynolds

*Communications & Program Assistant*

## Michelle Riordan-Nold

*Executive Director*

## Cynthia Willner

*Senior Research Associate*

# SDC Resources

Explore Census Tools

Find Census Data

Promote Census 2020

Understand Response Rates

Learn About Privacy Protections

Read Our Census Blogs

Compare ACS Data Over Time

Ask Us A Data Question

# Data By Topic

## 200+ Datasets & 2000,000 Visits to the data

### Business & Economy

Description Here

### Children & Families

Description Here

### Civic Engagement

Description Here

### Criminal Justice

Description Here

### Demographics & Population

Description Here

### Education

Description Here

# Data Tools

## Housing Portal

Description Here

## Town Profiles

Description Here

## Connect Regional Data Stories

Description Here

## Nursing Data Portal

Description Here

## Health in Hartford's Neighborhoods

Description Here

## SEOW Prevention Data Portal

Description Here

# Data Tools

## 2020 PSC Housing Data Profiles

Description Here

## Early Development Instrument (EDI)

Description Here

## Migration & Population Trends in Connecticut

Description Here

## Differential Privacy Impact Demo Tool

Description Here

## CT Census Tracts/Towns

Description Here

## Connecticut ACS 2018 Map

Description Here

# Our SDC Work Includes

Data Helpline

Census 2020

PUMA Designations

# CT Data Academy

## Analyzing Qualitative Data

Description Here

## The Basics of Data Literacy

Description Here

## Data Storytelling

Description Here

## Quantitative Data Analysis

Description Here

## Data Visualization

Description Here

## Survey Design

Description Here

# 2021 Customized Data Workshops

UCONN
SCHOOL OF SOCIAL WORK

Connecticut's
Community
Action Agencies

AURORA
Women and Girls Foundation

# Community Action Agencies

Department of Social Services

**Knowledge**

**Skills**

**Confidence**

# Consulting

## Bridgeport Prospers

Description Here

## Eviction Data

Description Here

CT data

# Data Support

Data literacy is the ability to systematically and ethically ask and answer real-world questions with data. This includes:

**Strategic Data Planning ©**

**Data Analysis**

**Data Visualization**

# Overview

## What is Integrated Data?

Description Here

## About Hartford Data Collaborative

Description Here

CT data

# Accomplishments Since Inception

Established governance committees and structure

Created legal documents/ framework for data sharing

Completed 6 Data Linking Pulls since late 2020

# Building a Local Integrated Data Infrastructure

## Current Data Integration Projects

- Hartford Opportunity Youth Collaborative
- Hartford Student Internship Program
- Re-Entry Welcome Center
- Promise Neighborhoods/North Hartford Ascend Pipeline

# Equity in Data Community of Practice

## Data Walks

Integrating analysis of people with lived experience into data projects

## More Than Numbers

Diversity, equity, and inclusion inn demographic data collection

## Do No Harm with Data

Integrating an equity lens into data visualization

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MASSACHUSETTS
CONNECTICUT
Boston
Worcester
Springfield
Hartford
Waterbury
Bridgeport
Stamford
Yonkers
Paterson
Newark
NEW YORK
Jersey City
Elizabeth
Albany
Troy
Pittsfield
Greenfield
Leominster
Newton
Quincy
Brockton
Plymouth
Provincetown
Cape Cod
Hyannis
Monomoy I.
Nantucket
Woonsocket
Pawtucket
Providence
Taunton
Fall River
New Bedford
Woods Hole
Holyoke
Chicopee
Milford
Windsor
New Britain
Bristol
Torrington
Danbury
Norwich
Middletown
Newburgh
Poughkeepsie
Liberty
Monticello
Hudson
Catskill
Delhi
Oneonta
Stamford
Ravena
Walton
Saugerties
Susquehanna
Delaware
Hudson
Port Jervis
Dunmore
Old Forge
Wilkes-Barre
Stroudsburg
White Plains
New City
New Rochelle
Hempstead
E. Orange
Morristown
Easton
Plainfield
Bethlehem
Emmaus
Edison
Princeton
Trenton
Long Branch
Asbury Park
Levittown
Brentwood
Patchogue
Riverhead
Hartford
Cape Cod Bay
Nantucket Sound
United States Census 2020

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Conference

Conference

Conference

# Conference

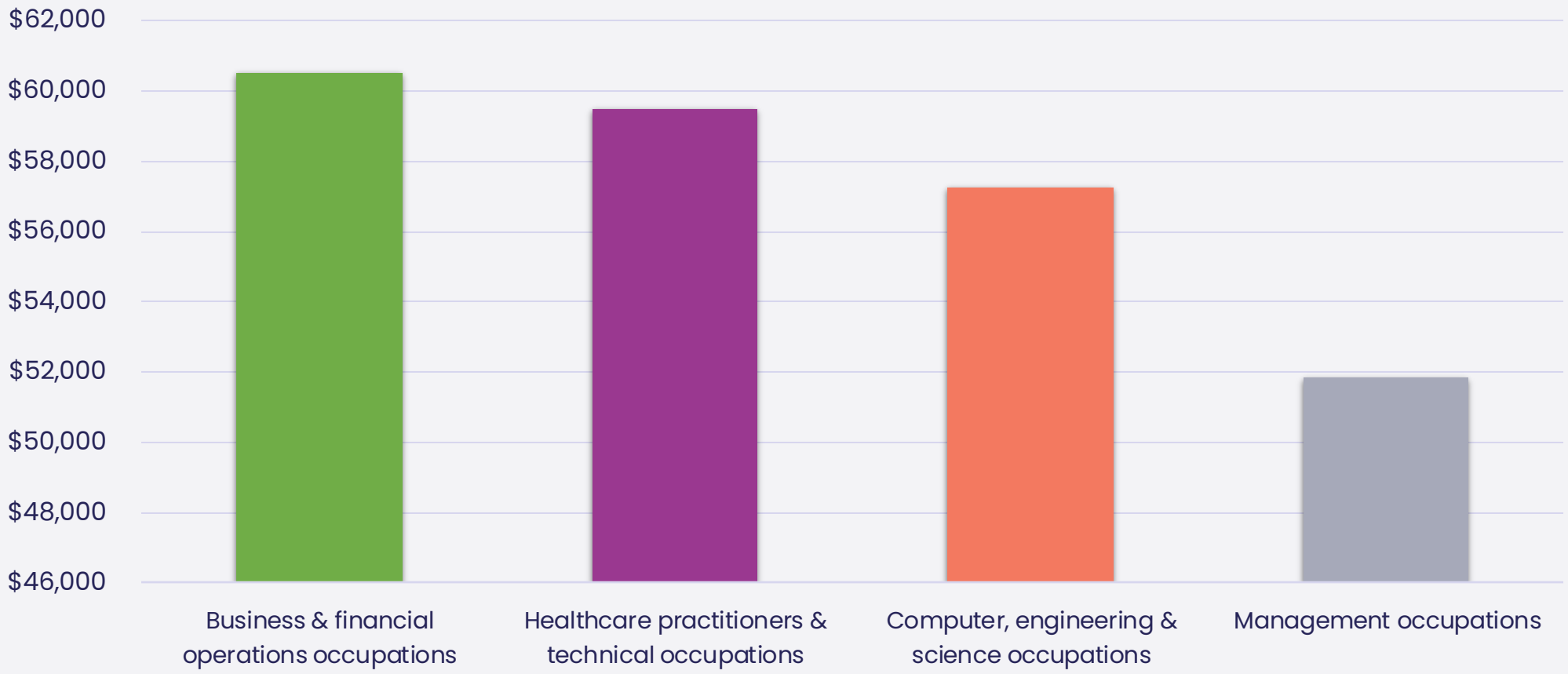
# 78%

Females make up 78% of the healthcare workforce in Connecticut



Source: Essential Equality: Women, COVID-19 and Rebuilding CT.

# In Hartford, Healthcare is among the 5 occupations with median earnings over $50,000






Source: Economic Security, Women & Girls Data Platform.

# Visualizing Your Story

## Connecting Narrative & Visualization

## Factoid Stories

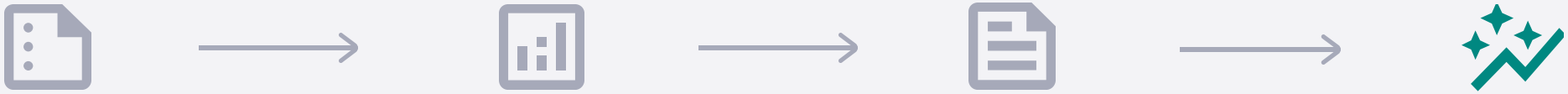
*Big Numbers & Text*

**14%**

of children in CT live in families under the poverty line

*Icon Arrays*

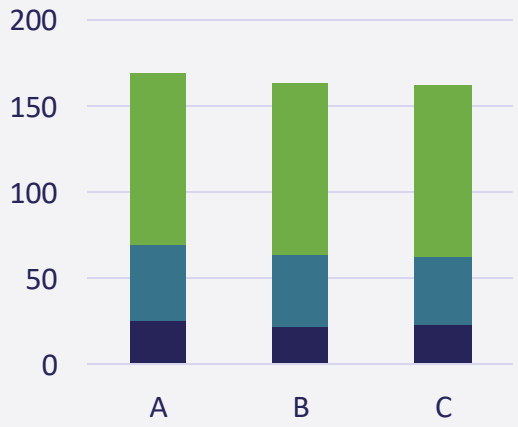
8 in 10 children...



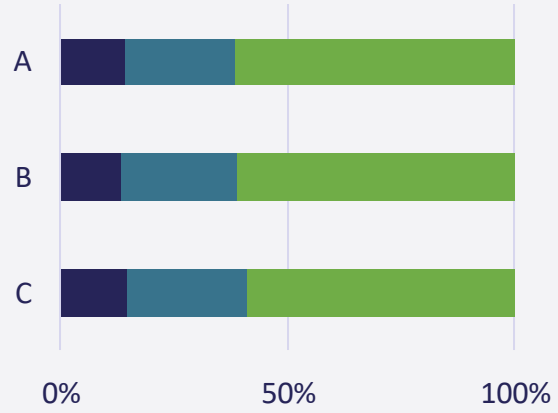
# Visualizing Your Story

## Connecting Narrative & Visualization

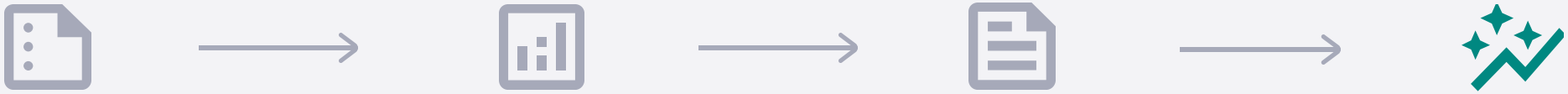
*Stacked Vertical Bar Chart*




*Stacked Horizontal Bar Chart*




# Comparison Stories

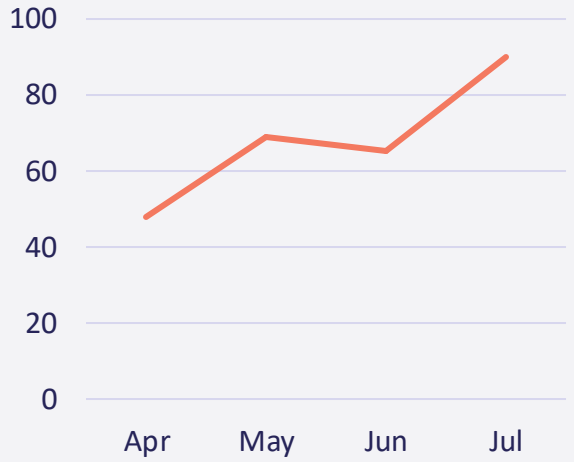


# Visualizing Your Story

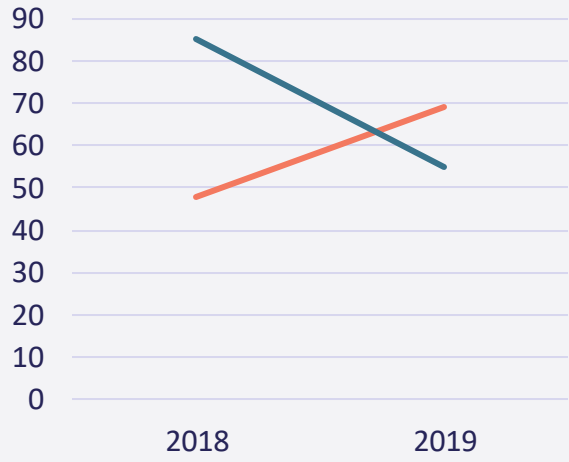
## Connecting Narrative & Visualization

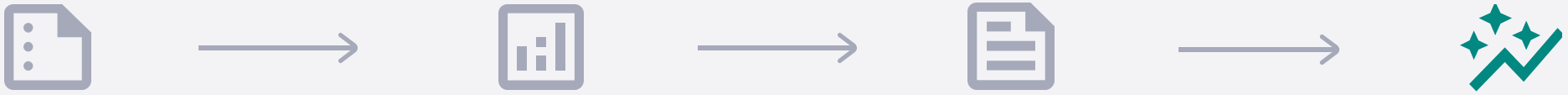
## Change Stories

*Line Graph*




*Slopegraph*



# Process of Crafting a Data Story

Knowing Your Content

Analyzing & Interpreting Your Data

Crafting Your Narrative

Visualizing Your Story

# Knowing Your Content

## Sub-Head Here

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# Analyzing & Interpreting Data

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# Crafting Your Narrative

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# Town Profiles

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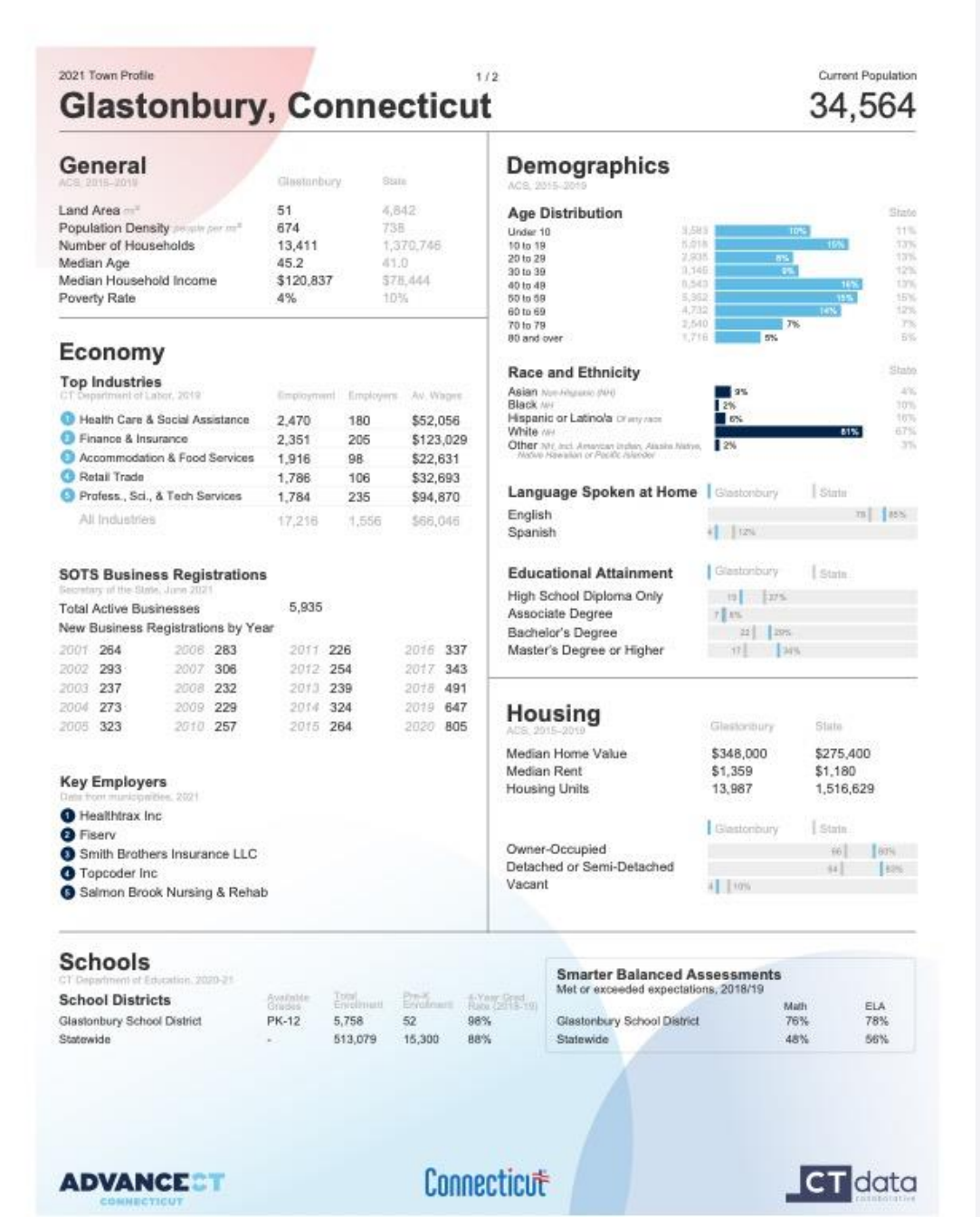

2021 Town Profile 1 / 2

Glastonbury, Connecticut

Current Population 34,564

### General

ACS, 2015–2019

| | Glastonbury | State |
|---|---|---|
| Land Area mi² | 51 | 4,842 |
| Population Density people per mi² | 674 | 738 |
| Number of Households | 13,411 | 1,370,746 |
| Median Age | 45.2 | 41.0 |
| Median Household Income | $120,837 | $78,444 |
| Poverty Rate | 4% | 10% |

### Economy

**Top Industries**

CT Department of Labor, 2019

| | Employment | Employers | Av. Wages |
|---|---|---|---|
| 1 Health Care & Social Assistance | 2,470 | 180 | $52,056 |
| 2 Finance & Insurance | 2,351 | 205 | $123,029 |
| 3 Accommodation & Food Services | 1,916 | 98 | $22,631 |
| 4 Retail Trade | 1,786 | 106 | $32,693 |
| 5 Profess., Sci., & Tech Services | 1,784 | 235 | $94,870 |
| All Industries | 17,216 | 1,556 | $66,046 |

**SOTS Business Registrations**

Secretary of the State, June 2021

Total Active Businesses 5,935

New Business Registrations by Year

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 2001 | 264 | 2006 | 283 | 2011 | 226 | 2016 | 337 |
| 2002 | 293 | 2007 | 306 | 2012 | 254 | 2017 | 343 |
| 2003 | 237 | 2008 | 232 | 2013 | 239 | 2018 | 491 |
| 2004 | 273 | 2009 | 229 | 2014 | 324 | 2019 | 647 |
| 2005 | 323 | 2010 | 257 | 2015 | 264 | 2020 | 805 |

**Key Employers**

Data from municipalities, 2021

1. Healthtrax Inc
2. Fiserv
3. Smith Brothers Insurance LLC
4. Topcoder Inc
5. Salmon Brook Nursing & Rehab

### Demographics

ACS, 2015–2019

**Age Distribution**

| | | State |
|---|---|---|
| Under 10 | 10% | 11% |
| 10 to 19 | 15% | 13% |
| 20 to 29 | 8% | 13% |
| 30 to 39 | 9% | 12% |
| 40 to 49 | 14% | 13% |
| 50 to 59 | 15% | 15% |
| 60 to 69 | 14% | 12% |
| 70 to 79 | 7% | 7% |
| 80 and over | 5% | 5% |

**Race and Ethnicity**

| | | State |
|---|---|---|
| Asian Non-Hispanic (NH) | 3% | 4% |
| Black NH | 2% | 10% |
| Hispanic or Latino/a Of any race | 6% | 16% |
| White NH | 81% | 67% |
| Other NH, incl. American Indian, Alaska Native, Native Hawaiian or Pacific Islander | 2% | 3% |

**Language Spoken at Home**

| | Glastonbury | State |
|---|---|---|
| English | 79 | 85% |
| Spanish | 4 | 12% |

**Educational Attainment**

| | Glastonbury | State |
|---|---|---|
| High School Diploma Only | 19 | 27% |
| Associate Degree | 7 | 8% |
| Bachelor's Degree | 22 | 29% |
| Master's Degree or Higher | 17 | 34% |

### Housing

ACS, 2015–2019

| | Glastonbury | State |
|---|---|---|
| Median Home Value | $348,000 | $275,400 |
| Median Rent | $1,359 | $1,180 |
| Housing Units | 13,987 | 1,516,629 |

| | Glastonbury | State |
|---|---|---|
| Owner-Occupied | 66 | 63% |
| Detached or Semi-Detached | 84 | 63% |
| Vacant | 4 | 10% |

### Schools

CT Department of Education, 2020-21

**School Districts**

| | Available Grades | Total Enrollment | Pre-K Enrollment | 4-Year Grad Rate (2018-19) |
|---|---|---|---|---|
| Glastonbury School District | PK-12 | 5,758 | 52 | 98% |
| Statewide | - | 513,079 | 15,300 | 88% |

**Smarter Balanced Assessments**

Met or exceeded expectations, 2018/19

| | Math | ELA |
|---|---|---|
| Glastonbury School District | 76% | 78% |
| Statewide | 48% | 56% |

ADVANCECT CONNECTICUT Connecticut CTdata collaborative

# Town Profiles

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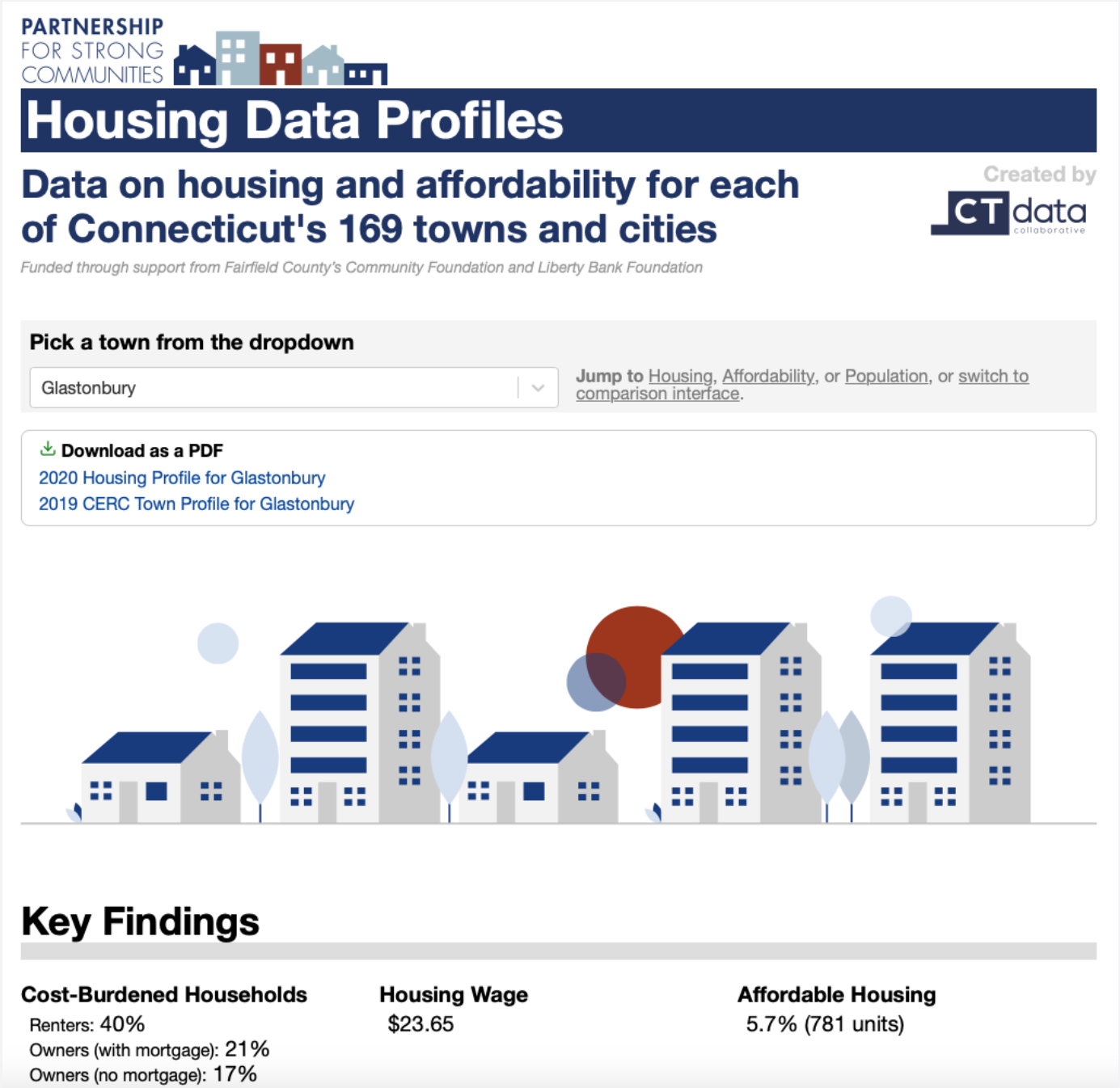


# Town Profiles

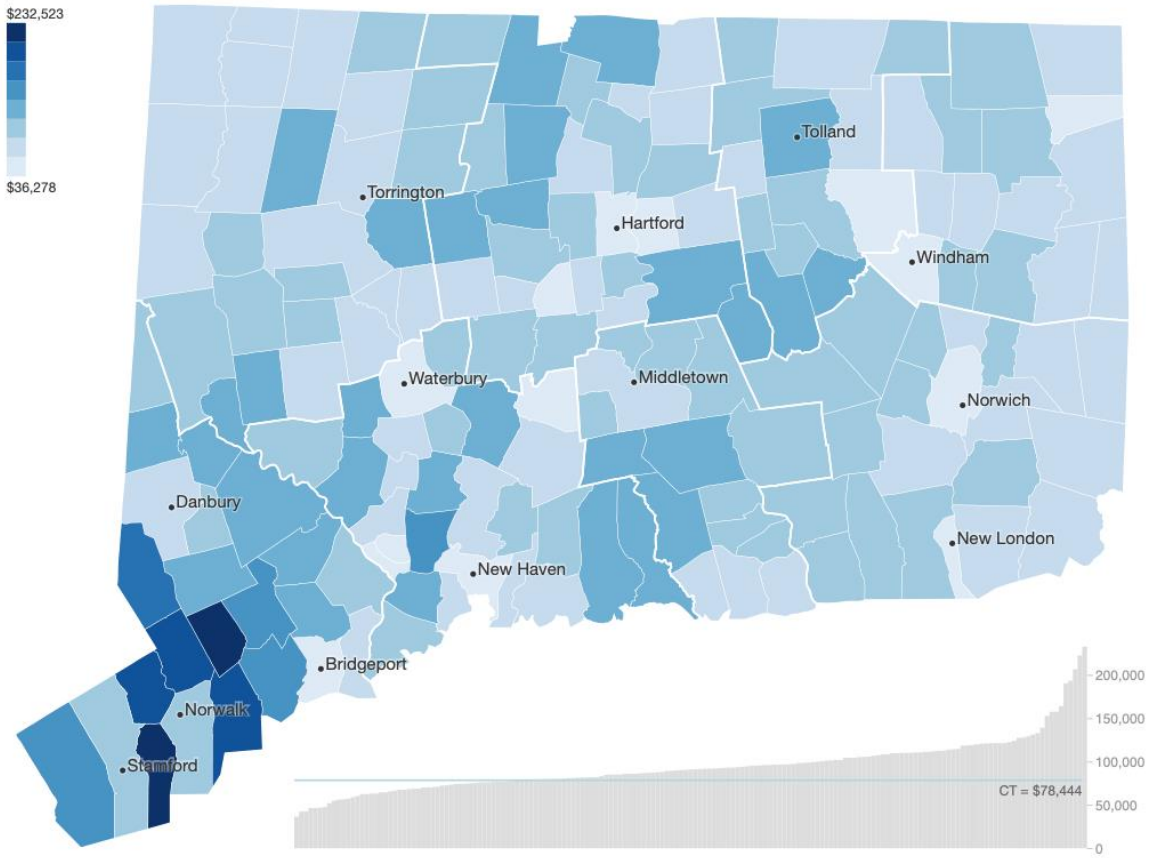
Visit preventionportal.ctdata.org

# State Data Center

## American Community Survey Data Tool

## Connecticut

According to 2015-2019 American Community Survey

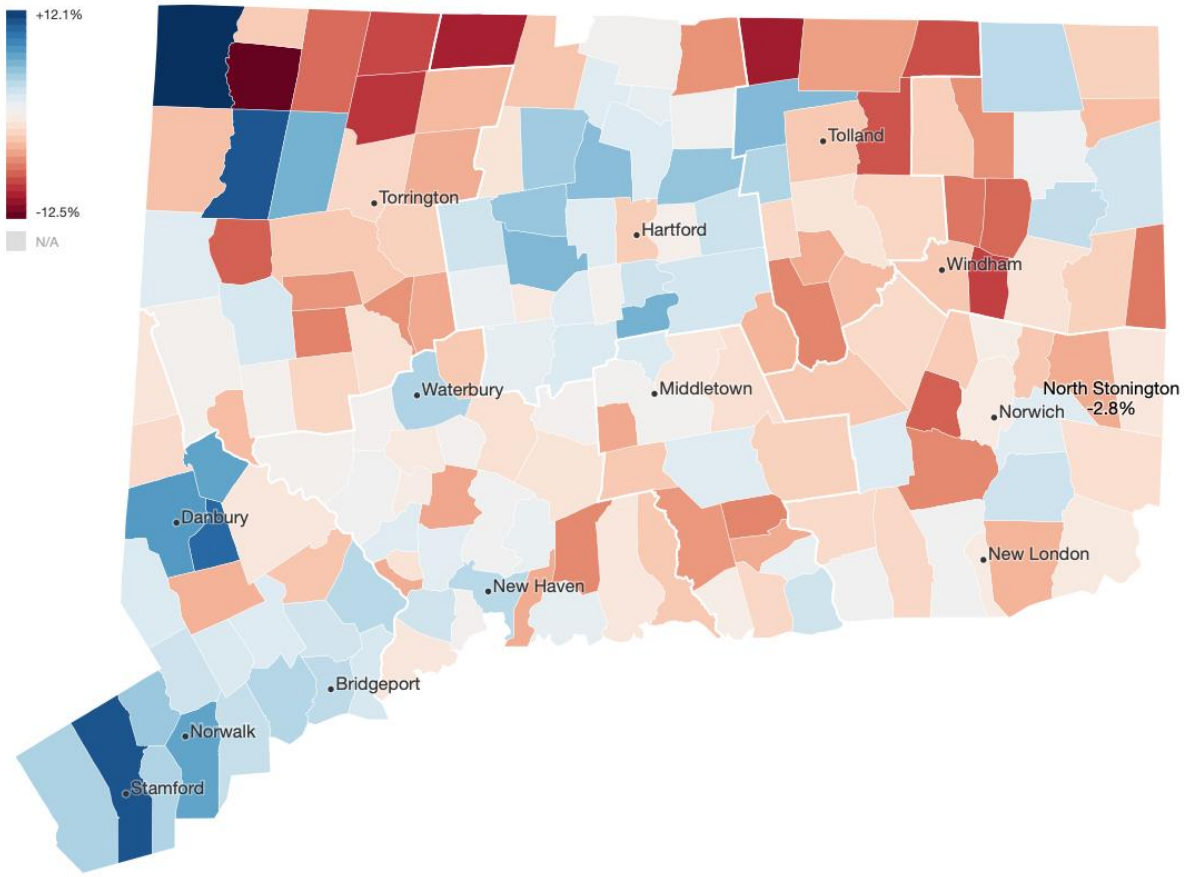


# State Data Center

## Census 2020 Data Hub

## Featured Tool

Connecticut Population and Demographic Changes between 2010 and 2020



# Data Helpline

| Year | Number of Requests | Hours of Assistance |
|---|---|---|
| 2017 | 48 | 33 |
| 2018 | 53 | 22 |
| 2019 | 70 | 37 |
| 2020 | 136 | 42 |
| 2021 YTD | 112 | 30 |

Email for quick assistance.
For large requests we offer contracted work.

CT data

# Future Data Covenings

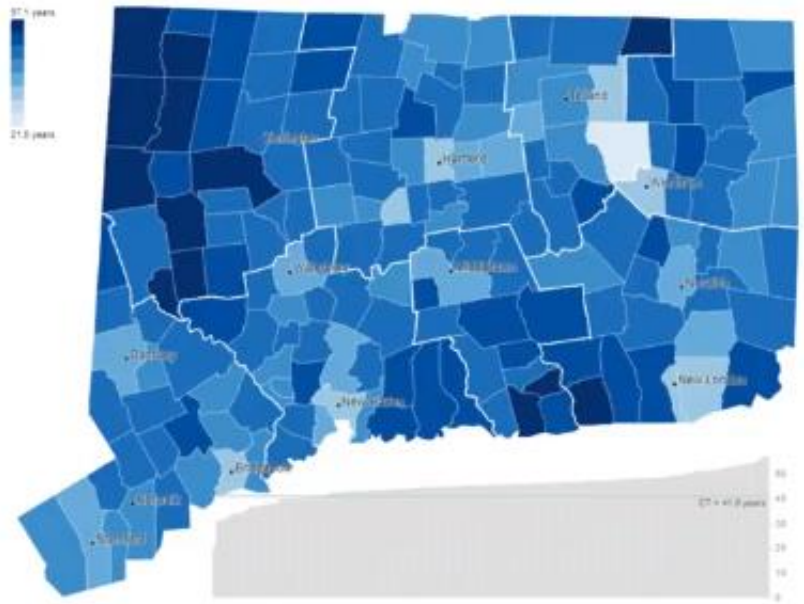
## Potential Future Topics

Disclosure Avoidance System

Population Estimates

Other Topics of Interest

## Census 2020 Data Release



# State Data Center

## sub header

State Data Centers assist the Census Bureau by disseminating census and other federal statistics.

As a Census State Data Center partner, CTData is the local resource to contact with questions about finding and interpreting census data.

# CTData Academy

## sub header

CTData Academy offers data literacy workshops that demystify complex data concepts and support informed decision-making at every skill level.

# Community of Practice

## sub header

We are a group of Connecticut data users who meet monthly to support one another as we work toward incorporating more equitable data practices.

# Hartford Data Collaborative (HDC)

## sub header

HDC is a network of Hartford area non-profit organizations, government agencies, and philanthropic partners that facilitates data sharing and data integration among its partners.

# Data Helpline

## sub header

We operate a Data Helpline so you can ask us questions about data and we can help you find an answer.

# Data Strategic Planning

## sub header

Supporting mission-driven organizations with individualized data coaching to make data a strategic asset.