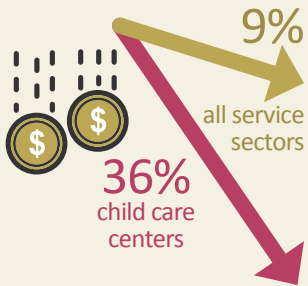


# Trends in Child Care Industry Revenue and Employment

## INITIAL COVID-19 IMPACT

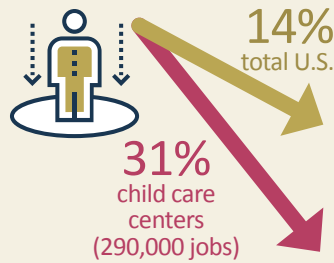
### DROP IN REVENUE

2ND QUARTER 2020



### DROP IN EMPLOYMENT

MARCH TO APRIL 2020



Between March 2020 and March 2021, CONGRESS PROVIDED \$52 BILLION in supplemental child care funding to states



So parents could have choices in the child care market

So programs could continue to operate despite a reduction in enrollment

For additional compensation to sustain programs in a competitive market, where child care is low paid

## IN 2022

### 624,300 CHILD CARE BUSINESSES



76,850 Centers



547,465 Home-based

BETWEEN 2019 AND 2022

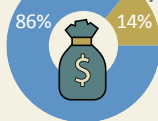
Centers increased by 3,900

Homes declined by 17,235

### REVENUE

\$68.5 billion

Centers \$58.9 B Homes \$9.6 B



### AVERAGE REVENUE

\$766,866 Centers

\$17,472 Home-based (\$10,400 net)

### 1.5 MILLION PEOPLE EMPLOYED

957,525 Centers

547,465 Home-based

Centers

Home-based

AVERAGE COMPENSATION



\$28,185 Center employee

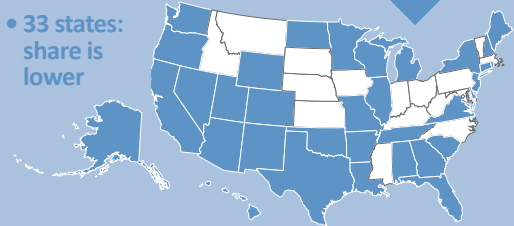
## COMPARED TO 2019

Share of children under 5 in paid care

- 17 states and DC: share is greater
- 33 states: share is lower

Paid child care use

down 1.2 M children



### PAID CHILD CARE USE IN STATES

Share of children in paid care ranges widely

8.5% in New Mexico

41.2%

in District of Columbia

## 2023 AND BEYOND

### EMPLOYMENT & WAGES

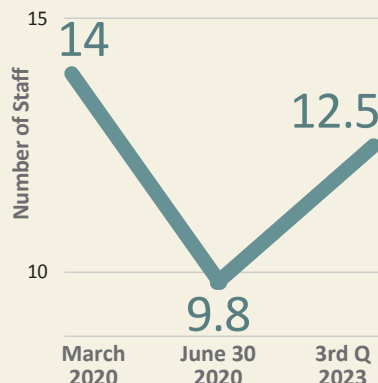
By the 2nd quarter of 2023, total wages for child care workers surged more than 31% above pre-pandemic levels, reaching \$30 billion annually

Average annual wage for child care workers

increased by 27% from \$24,969 to \$31,797



### AVERAGE NUMBER OF STAFF PER CHILD CARE CENTER



### FUTURE OF THE CHILD CARE INDUSTRY

INCREASES SINCE PRE-COVID  
Revenue  
Employment  
Wages

UNKNOWN

Are these gains sustainable once all the supplemental federal child care funding has been spent?

by September 30, 2024