

Tracking the Impact of COVID-19 on the Child Care Industry

Updated as of September 24, 2020



Tracking the Impact of COVID-19 on the Child Care Industry

The onset of COVID-19 in the United States has led to a dramatic shift in the child care landscape. Beginning in March 2020, many child care businesses were forced to close their doors to stem the spread of the virus. Some will remain closed indefinitely. However, states have begun to relax stay-at-home orders, and with the implementation of new policies and procedures, many child care centers are reopening.

With more than 30,000 customers, Procare Solutions, the leader in child care management software, can offer an important and unique perspective on the state of the child care industry. In this report, Procare provides data showing the impact of COVID-19 on child care businesses, including trends in attendance and center reopenings.

About the Data

Attendance trends are based on anonymized attendance data for child care businesses in the United States that use one of Procare Solutions' cloud-based products, including: Procare Connect, Procare Select with Procare Cloud, and SchoolCare/Daycare Works. See final "Addendum" page for additional details. Please note: delayed attendance entry by centers may cause a slight shift in data published in prior reports; however, overall trends remain unchanged.

This data includes only child care centers using Procare Solutions' software and is not necessarily a statistical representation of the entire state.

The following is excluded from the data:

- Centers implementing a Procare product after the beginning of the COVID-19 shutdown
- Holidays
- Weekends



Key Terms

Center

A school, daycare or child care center with pre-COVID attendance of 16 or more children per weekday.

Normal Attendance

The average attendance for the week of Monday, March 2nd to Friday, March 6th, which is before the onset of several state-mandated COVID-19 closures.

Closed

A center is considered to have closed if its attendance from Monday, April 13th to Friday, April 17th was less than 5% of its normal attendance. Based on our data, this was the week with the lowest overall attendance recorded.

Reopened

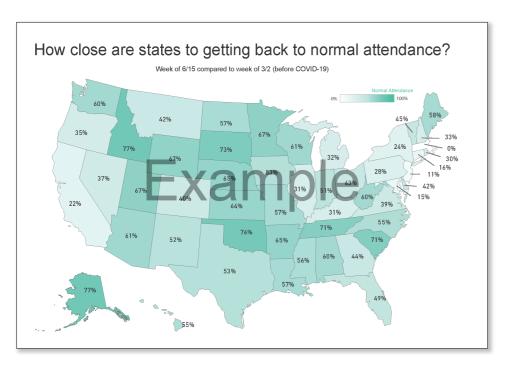
A center is considered to have reopened on the day it returns to 10% or more of its normal attendance after having been closed.

Weekly % Change in Attendance

A percent change in attendance when compared to the previous week, which shows the rate at which attendance is changing. For example, if a center had an attendance of 100 children one week, and then had an attendance of 120 children the next week, this would represent an increase of +20%.

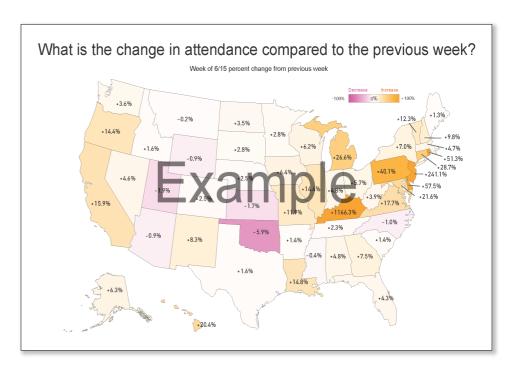


Using This Report | National Maps



How close are states to getting back to normal attendance?

This map shows how close centers are to returning to their normal attendance, using the week of 3/2/2020 as the baseline. The darker the color of the state, the closer the state is to returning to its attendance levels before COVID-19. 100% means attendance in this state has returned to normal.



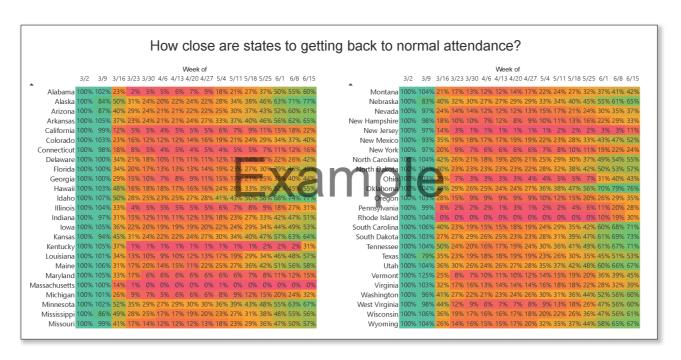
What is the change in attendance compared to the previous week?

This map shows the change in attendance from the prior week. Each state will display as a color in the range from pink to orange. Pink trending states reflect a decrease in the average attendance compared to the the previous week, orange trending states reflect an increase from the previous week.

There are cases where some percentages may be very high. For example, if a state had an average daily attendance of 10 students and the next week it had an average daily attendance of 2,000, this would represent a 20,000% increase. This is valid data and is expected when a large number of centers reopen in that week.



Using This Report | National Heatmap

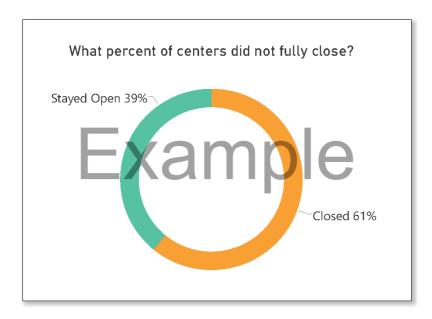


How close are states to getting back to normal attendance?

This table shows how close centers are to returning to their normal attendance, using the week of 3/2/2020 as the baseline. This is a state-by-state, week-by-week view of how attendance dropped and then is recovering. Each cell will display the percentage of normal attendance of that week, and color in the range from red to green. Green represents 100% (normal) attendance and red represents 0%.

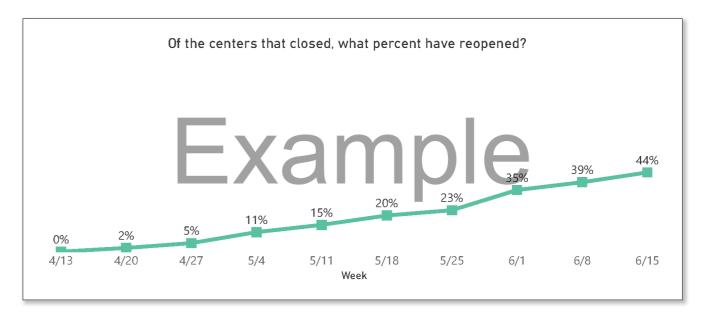


Using This Report | National and State Specific Detail



What percent of centers did not fully close?

This chart displays the percentage of centers that stayed open through the COVID-19 crisis vs. those that closed. A center is considered to have closed if its attendance from Monday, April 13th to Friday, April 17th (the week with the worst overall attendance recorded) was less than 5% of its normal attendance.

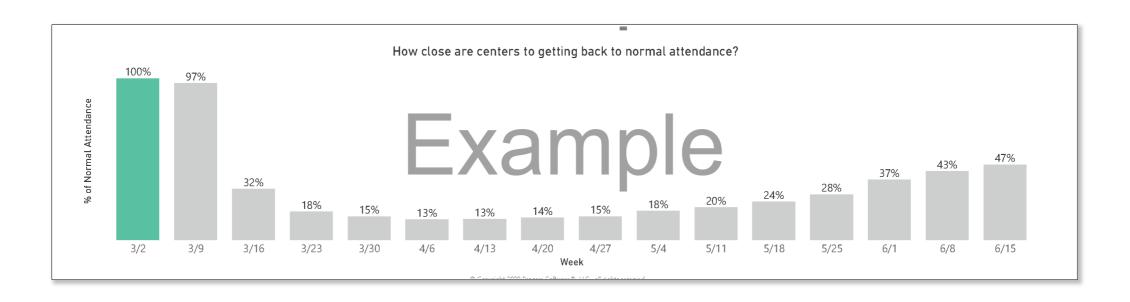


Of the centers that closed, what percent have reopened?

This chart displays a week-by-week percentage of centers that have reopened. A center is considered to have reopened on the day it returns to 10% or more of its normal attendance after having been closed. 100% means that all centers that closed have reopened.



Using This Report | National and State Specific Detail, cont.



How close are centers to getting back to normal attendance?

This table shows how close centers are to returning to their normal attendance, using the week of 3/2/2020 as the baseline. This is a week-by-week view of how attendance dropped and then is recovering. 100% means attendance has returned to normal.



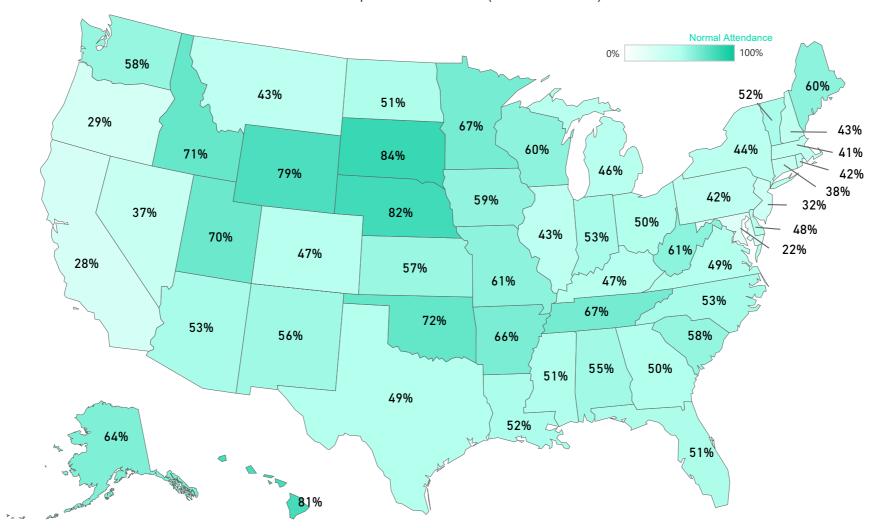
National Data

* Seasonally Adjusted - See Addendum



How close are states to getting back to normal attendance?

Week of 9/14 compared to week of 3/2 (before COVID-19)



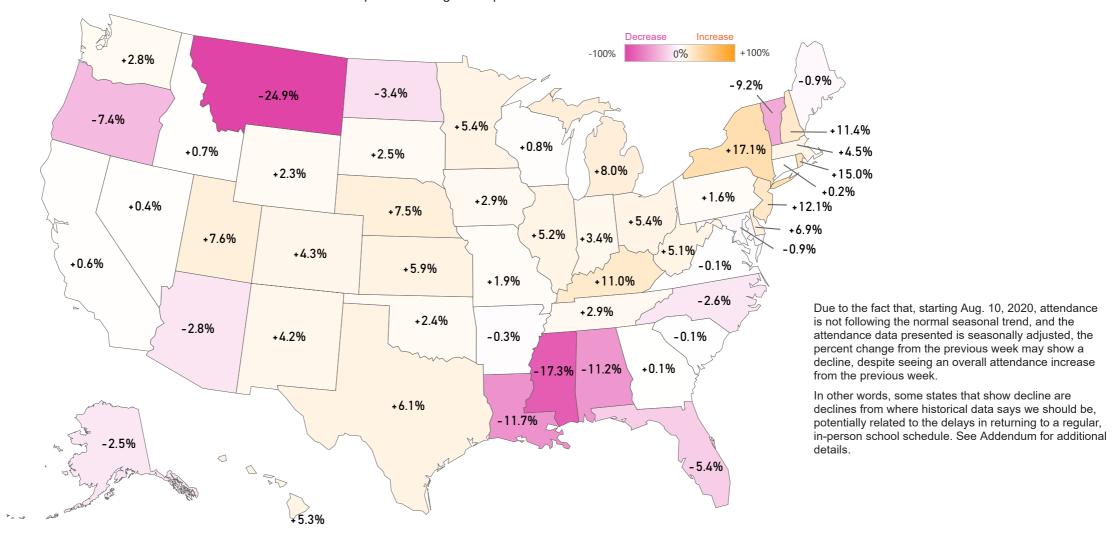
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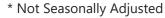


What is the change in attendance compared to the previous week?

Week of 9/14 percent change from previous week

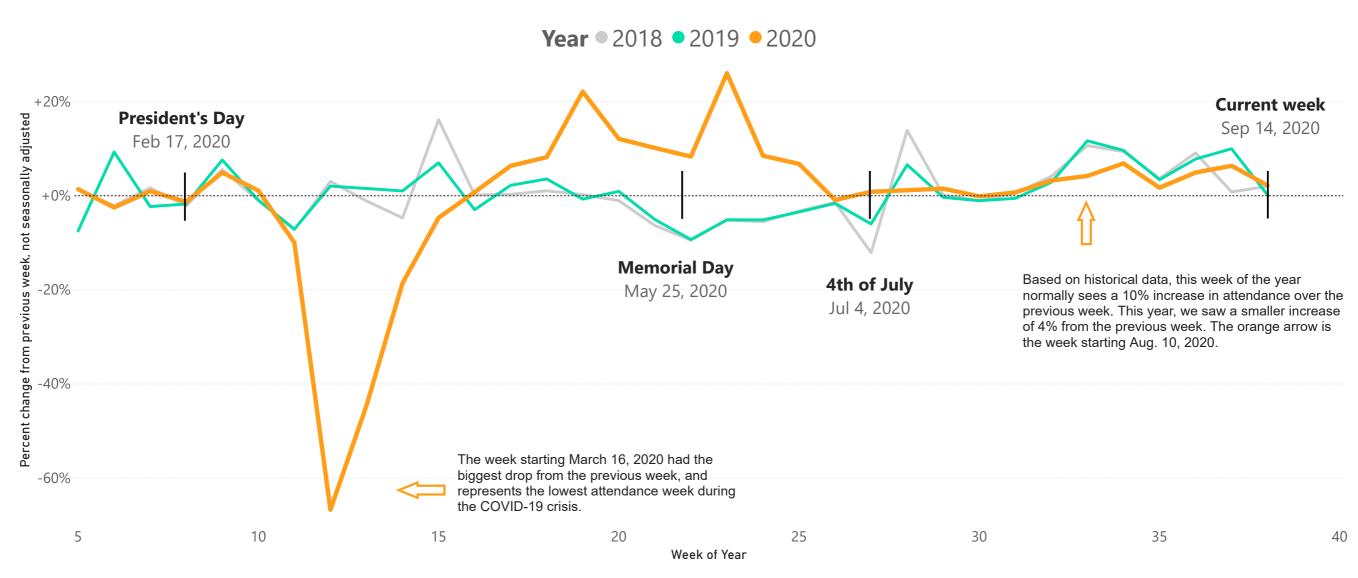


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How does the weekly change in attendance compare to previous years?



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How close are states to getting back to normal attendance?

Week of

3/2 3/9 3/16 3/23 3/30 4/6 4/13 4/20 4/27 5/4 5/11 5/18 5/25 6/1 6/8 6/15 6/22 6/29 7/6 7/13 7/20 7/27 8/3 8/10 8/17 8/24 8/31 9/7 9/14

9% 18% 21% 28% 38% 51% 57% 62% 64% 64% 62% 64% 65% 65% 70% 67% 69% 69% 66% 62% 55%

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Week of

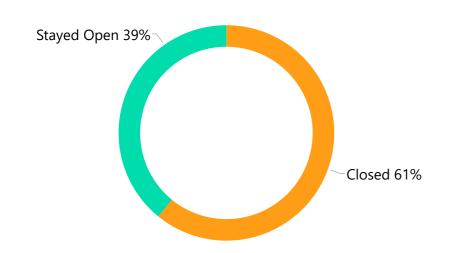
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Nebraska 100% 83% 40% 32% 30% 27% 26% 29% 29% 33% 34% 39% 45% 56% 62% 66% 68% 71% 71% 71% 71% 73% 71% 77% 86% 83% 82% 76% 82% New Hampshire 100% 98% 18% 10% 10% New Mexico 100% 93% 35% 19% North Dakota Pennsylvania 100% 100% South Dakota 100% 79% 35% 23% 19% 18% 18% 19% 19% 23% 26% 30% 35% 46% 51% 54% 47% 48% 48% 48% 50% 52% 54% 50% 50% 45% 46% 46% 49% Wisconsin 100% 106% 36% 19% 17% 16% 16% 17% 18% 20% 22% 26% 36% 48% 57% 63% 65% 66% 63% 63% 64% 63% 65% 62% 59% 58% 59% 60% 60% Wyoming 100% 104% 26% 14% 16% 15% 15% 17% 20% 32% 35% 37% 44% 58% 66% 68% 68% 74% 66% 66% 73% 74% 75% 71% 67% 82% 77% 77% 79%

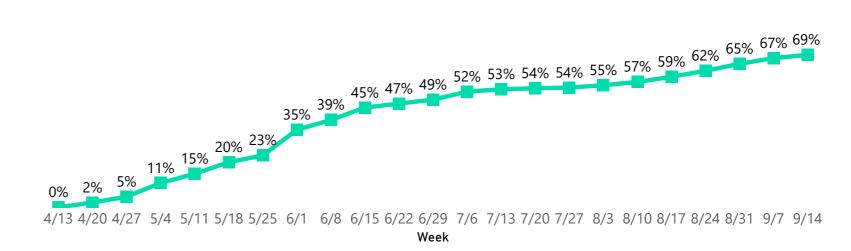
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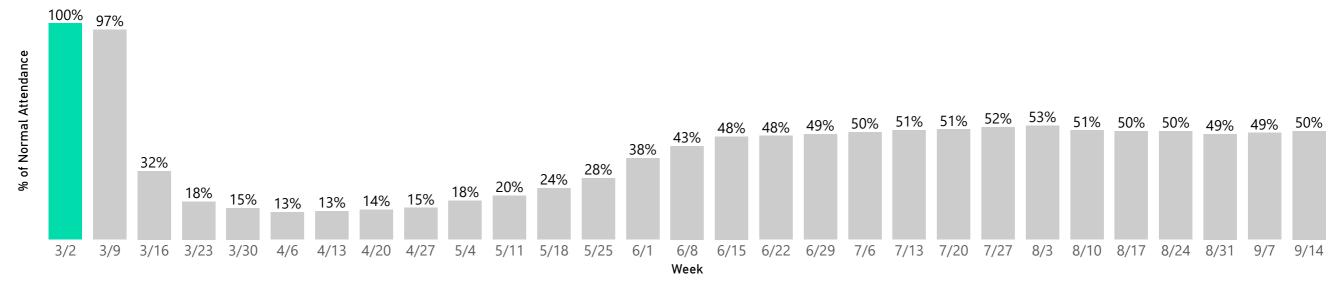


What percent of centers did not fully close?



Of the centers that closed, what percent have reopened?







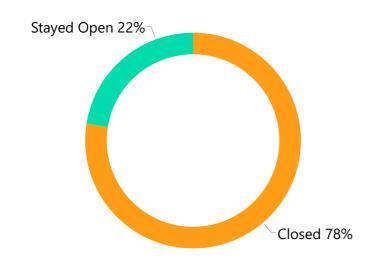
Individual State Data

COVID-19 Impact | Alabama

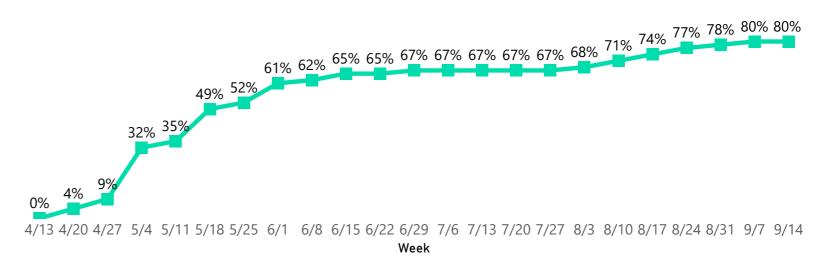
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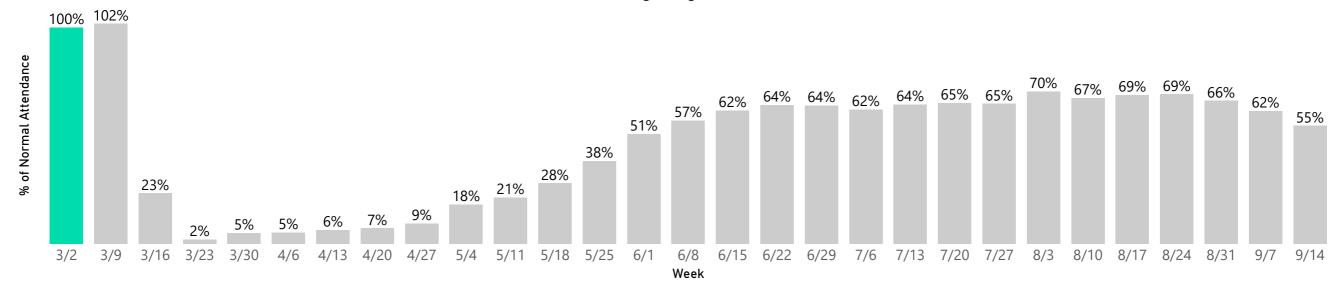


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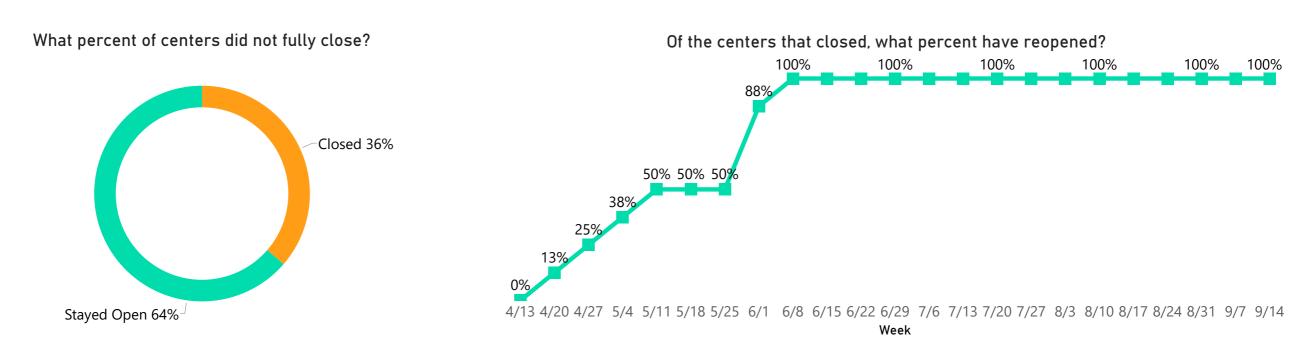




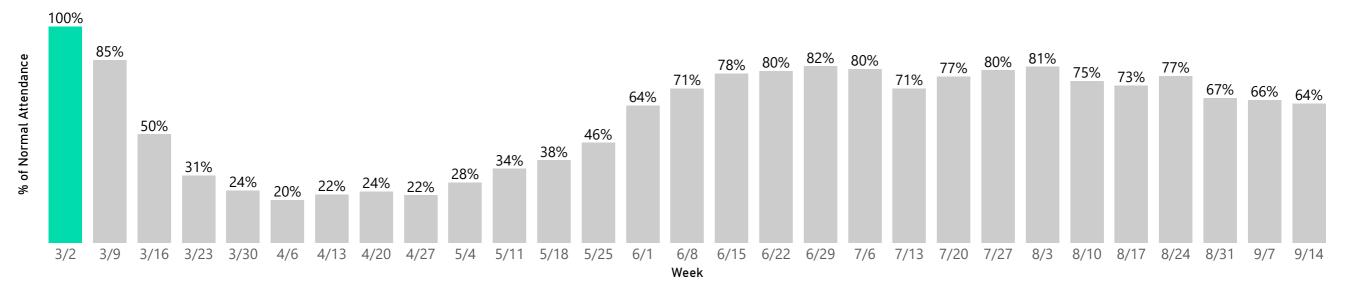
COVID-19 Impact | Alaska









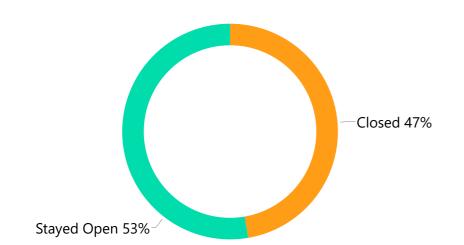


COVID-19 Impact | Arizona

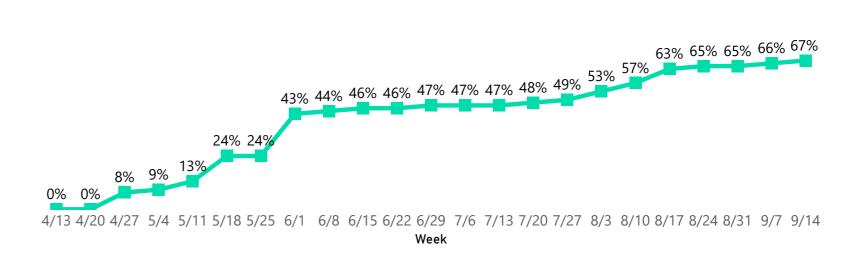
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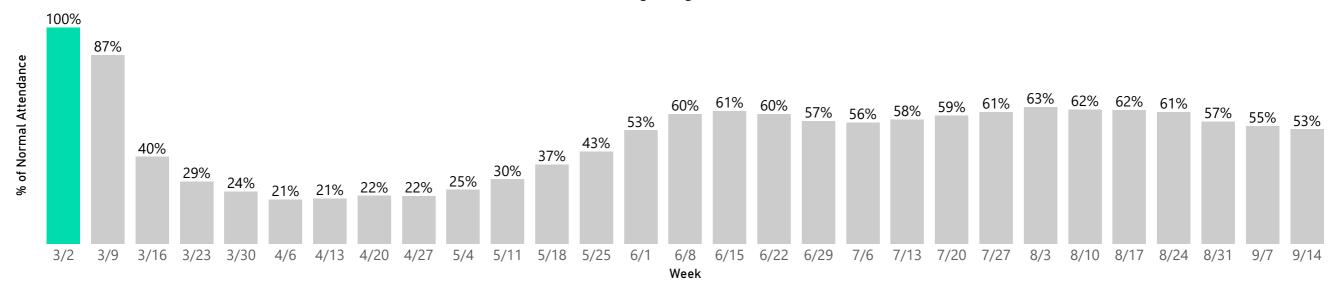


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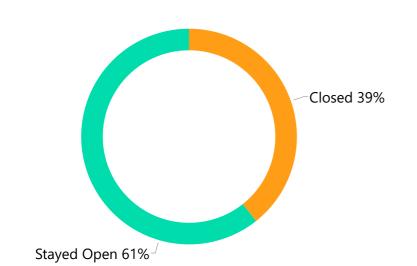


COVID-19 Impact | Arkansas

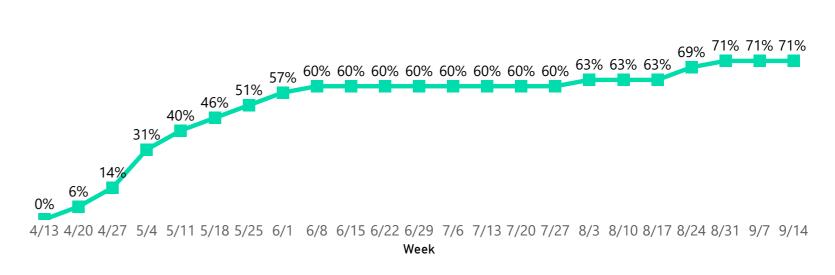


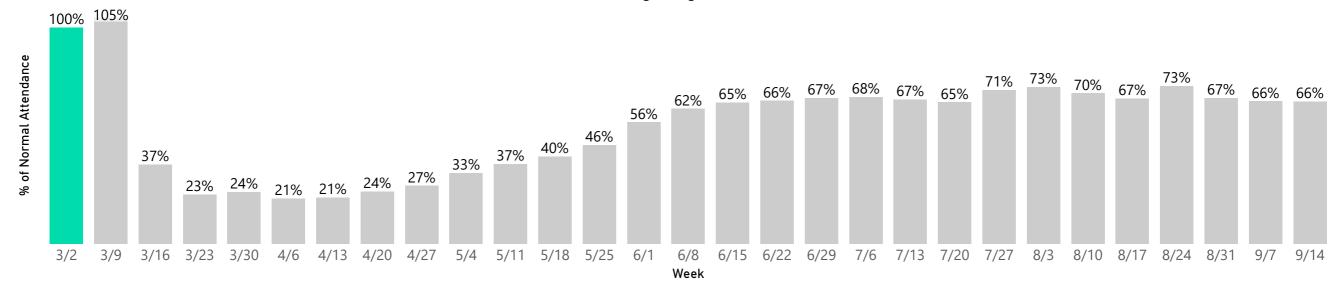


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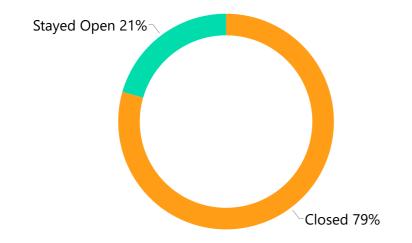


COVID-19 Impact | California

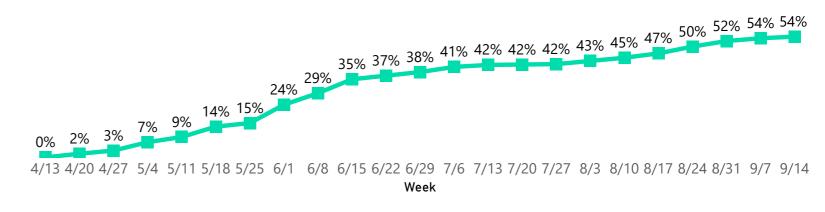
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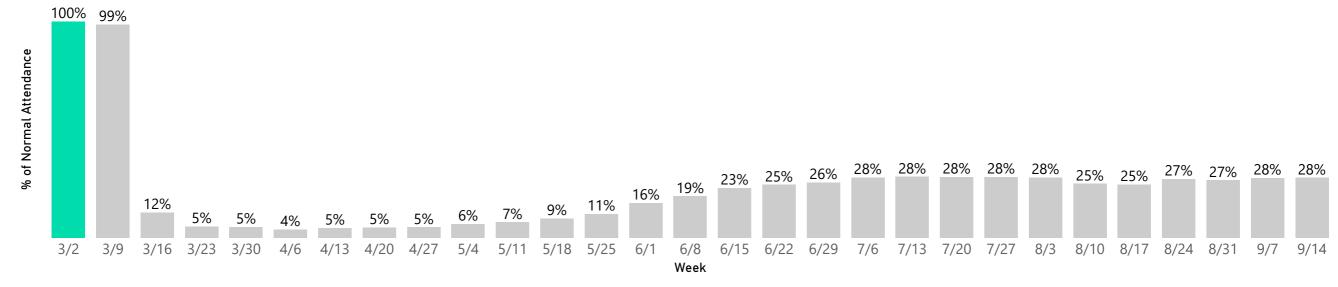


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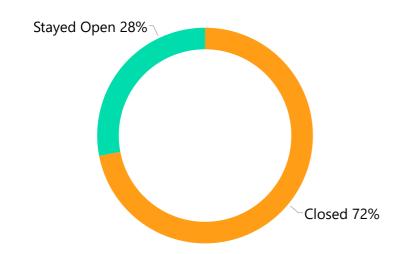


COVID-19 Impact | Colorado

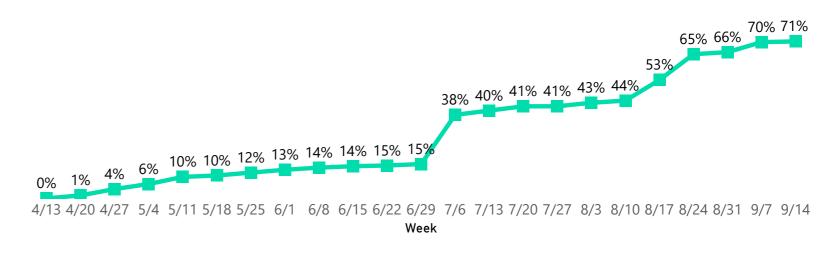
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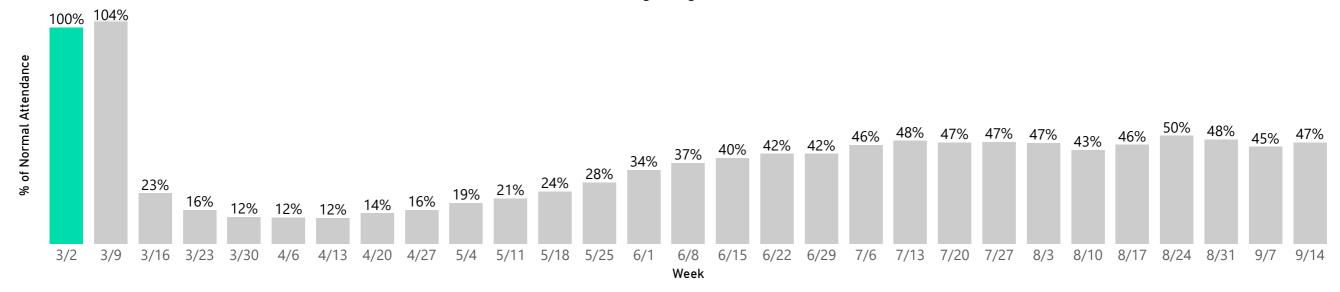


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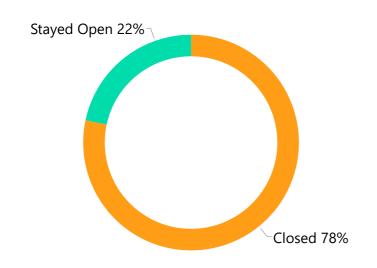


COVID-19 Impact | Connecticut

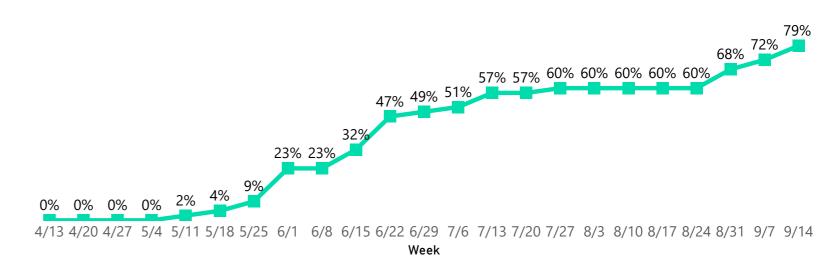
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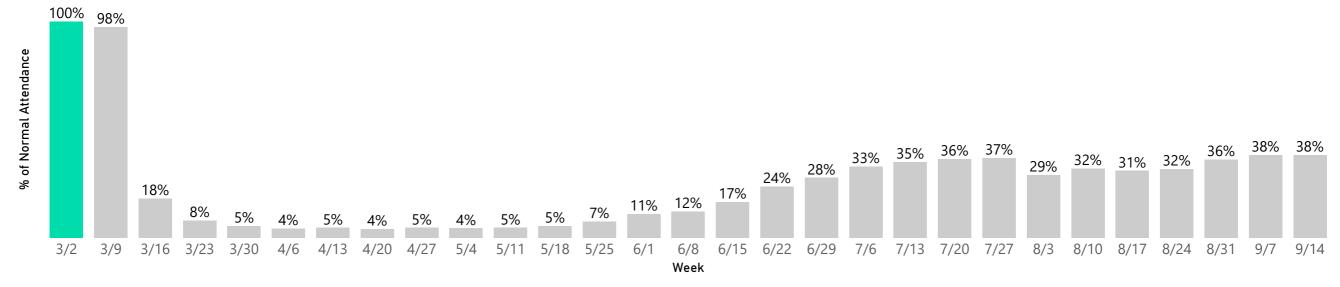


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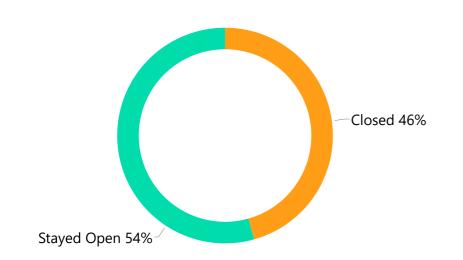


COVID-19 Impact | Delaware

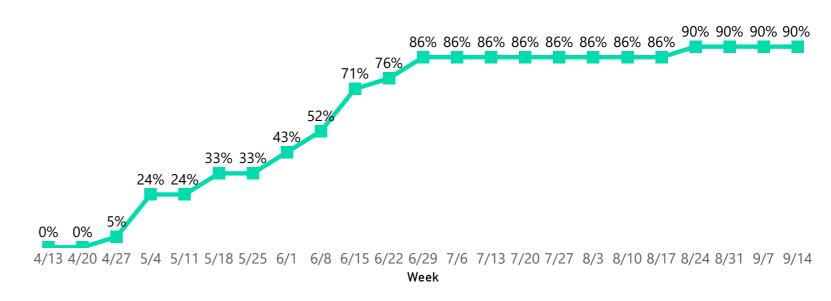


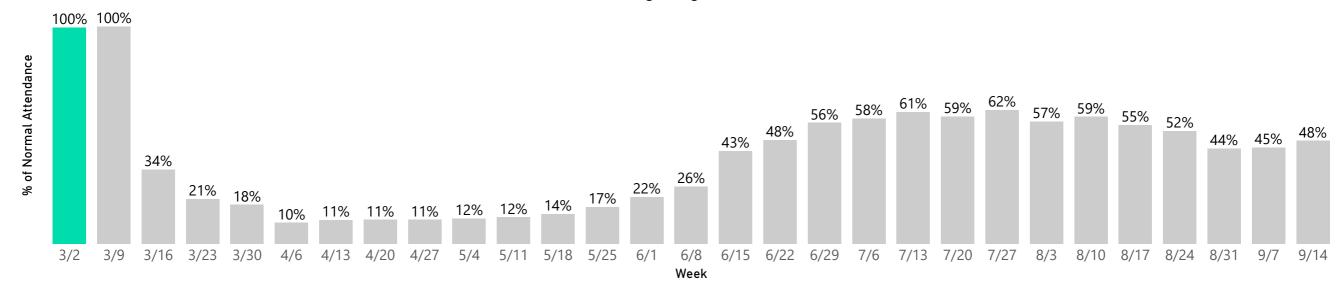


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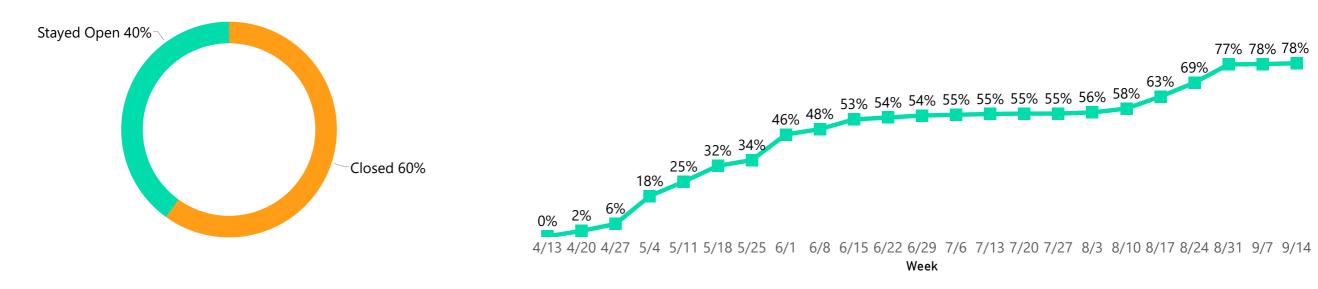
COVID-19 Impact | Florida

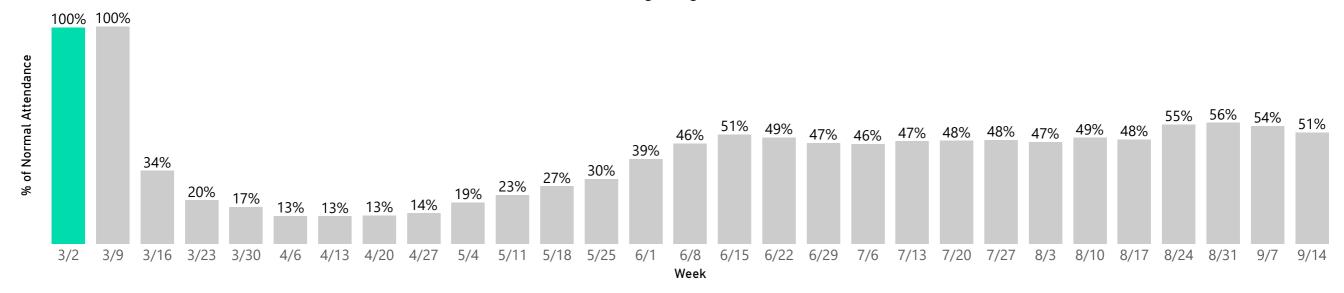




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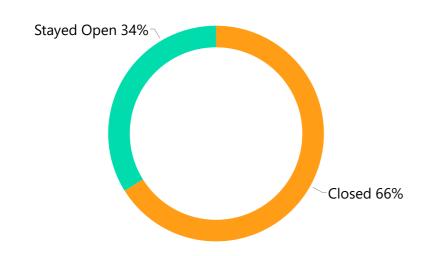


COVID-19 Impact | Georgia

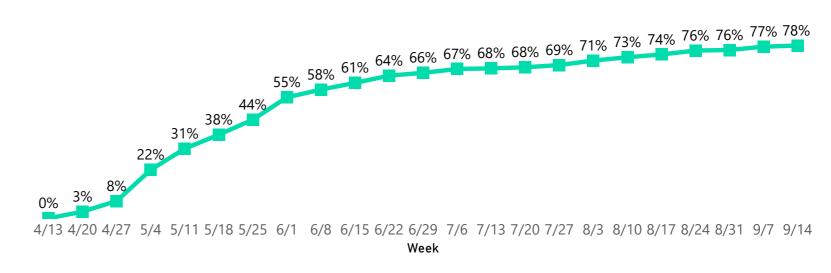
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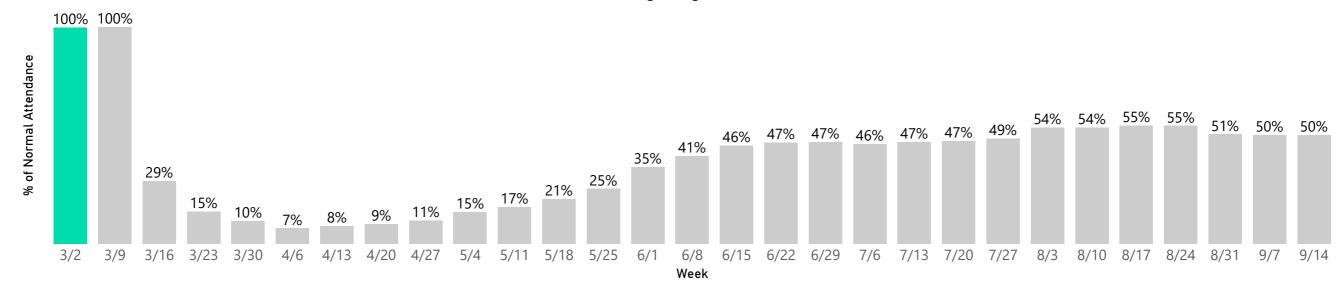


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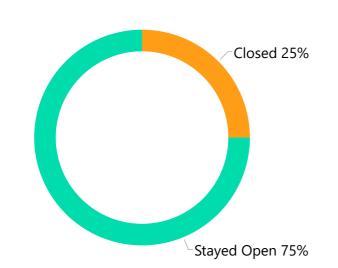


COVID-19 Impact | Hawaii

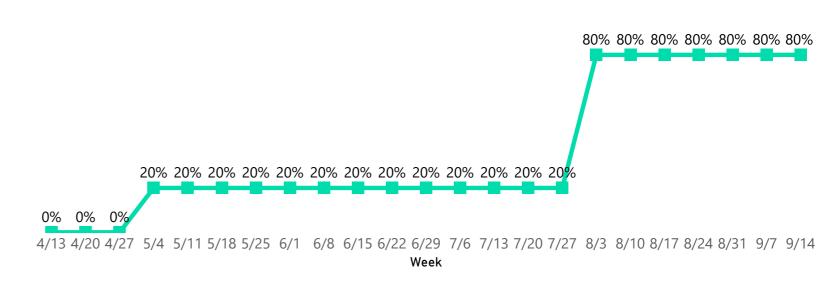
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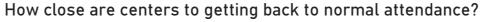


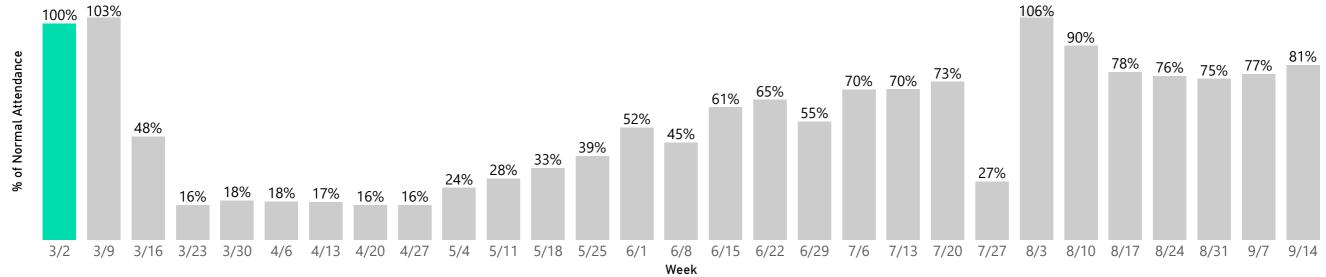
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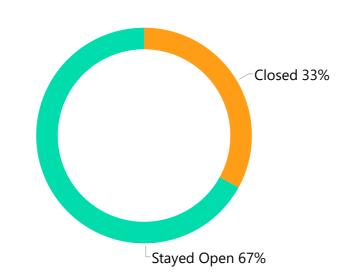


COVID-19 Impact | Idaho

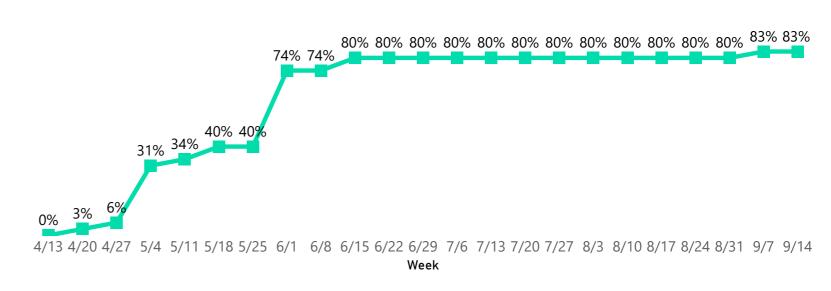


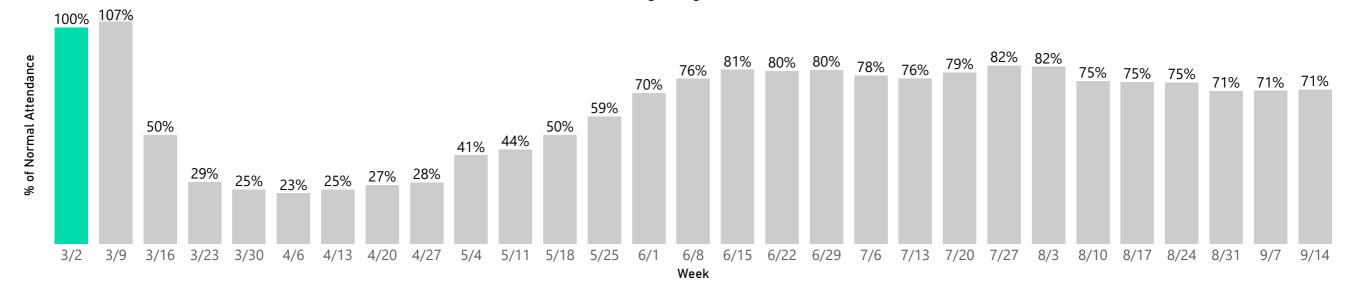


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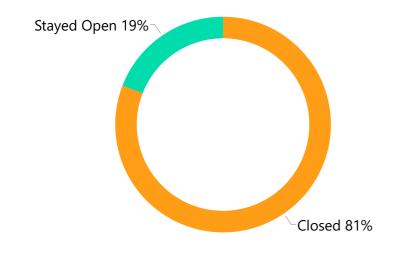


COVID-19 Impact | Illinois

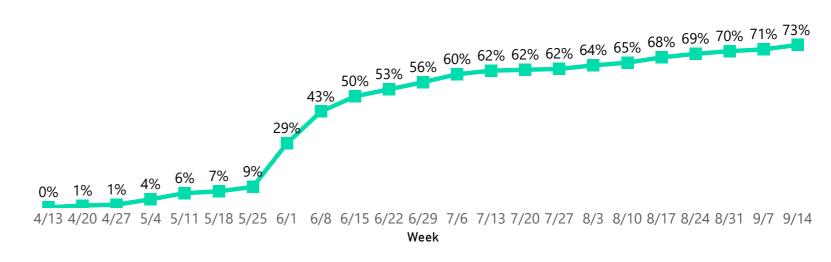
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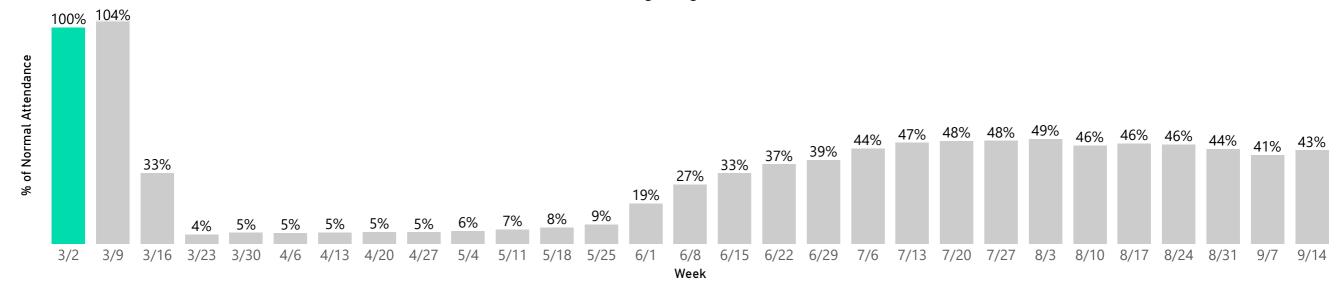


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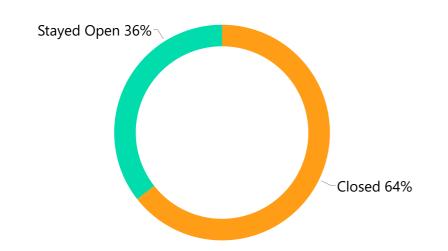


COVID-19 Impact | Indiana

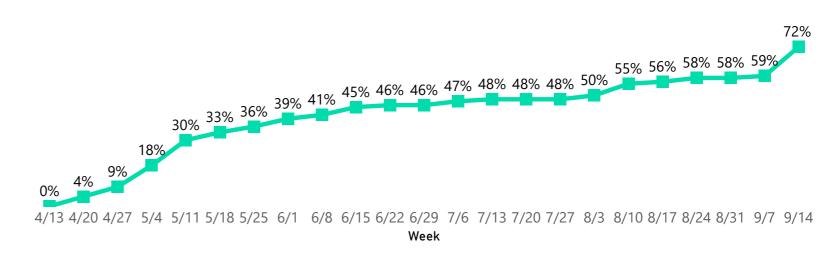


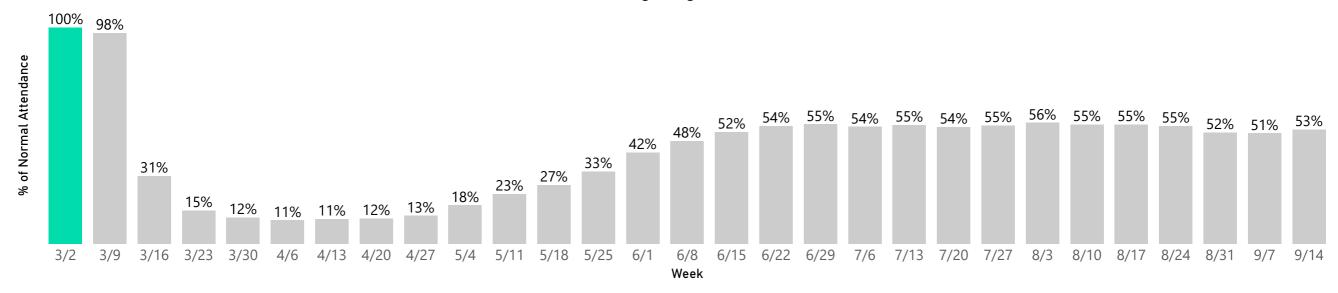


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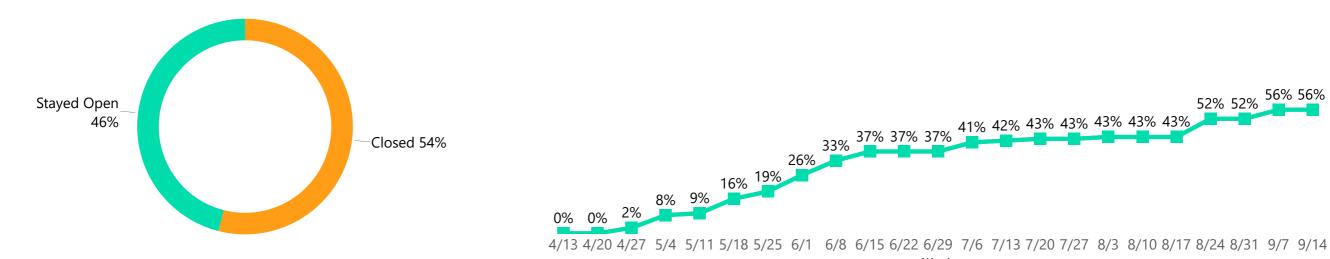
COVID-19 Impact | Iowa



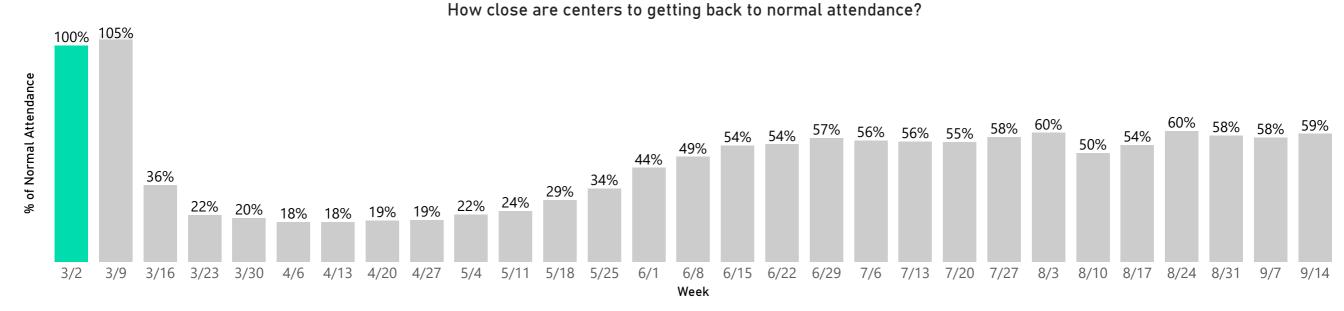


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Week



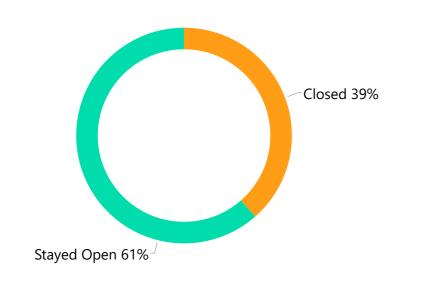
COVID-19 Impact | Kansas

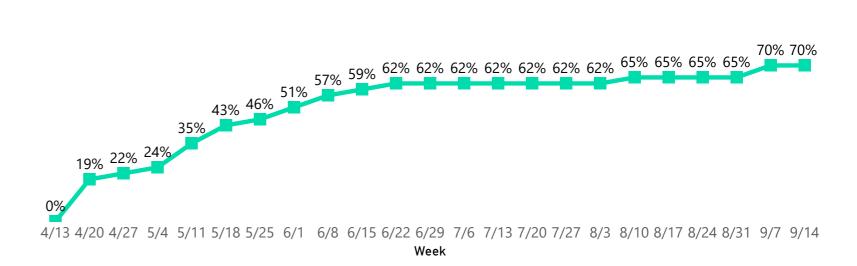
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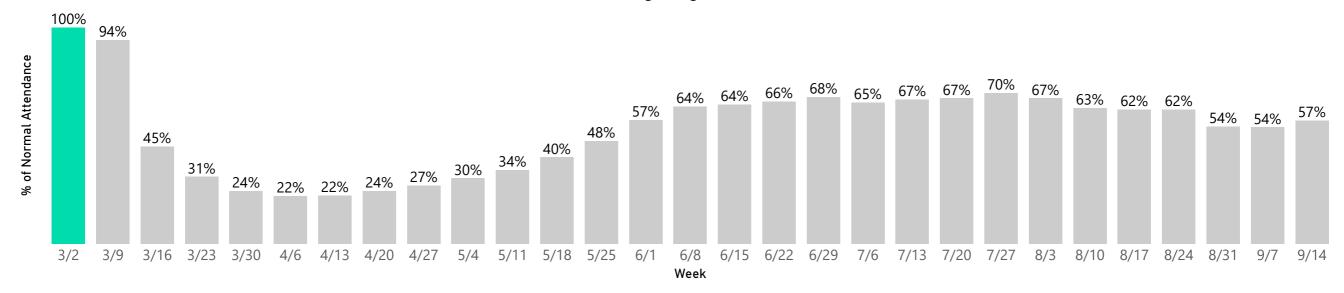


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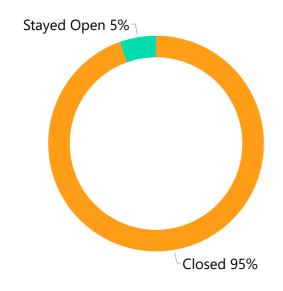


COVID-19 Impact | Kentucky

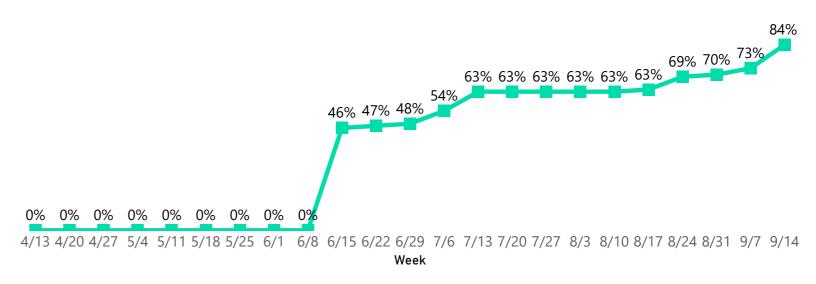


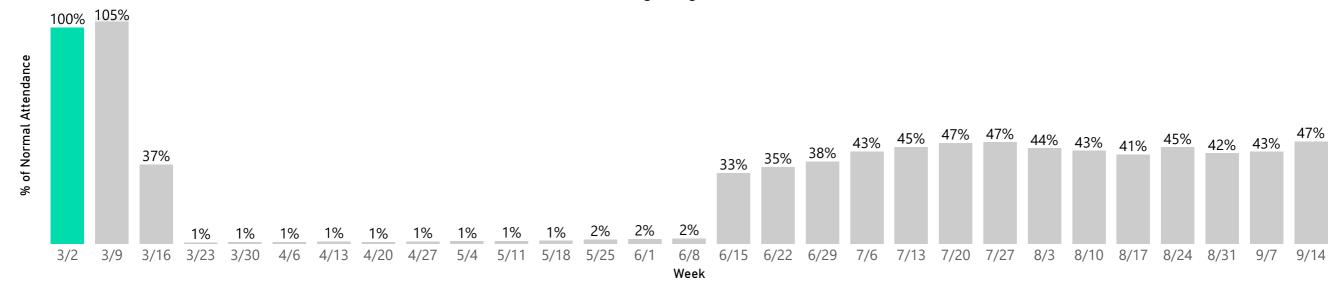


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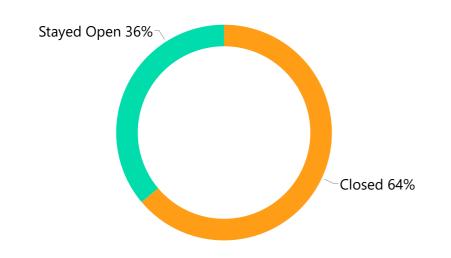


COVID-19 Impact | Louisiana

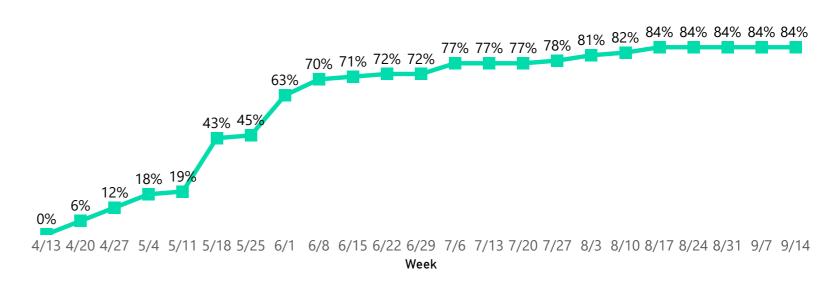
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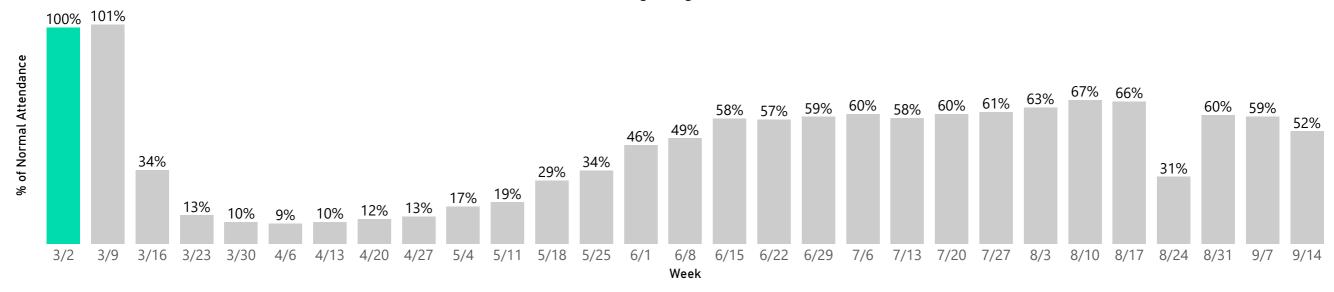


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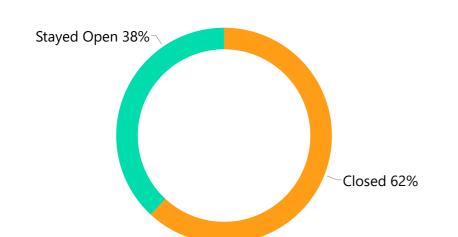


COVID-19 Impact | Maine

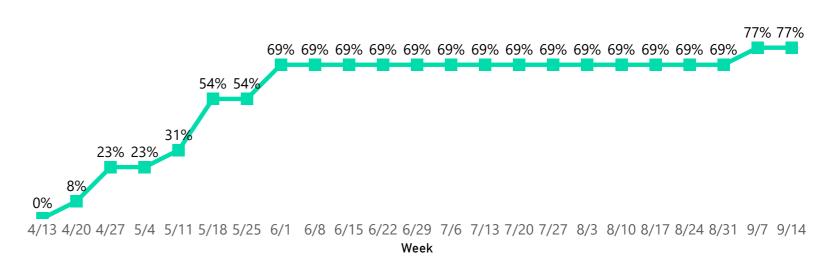


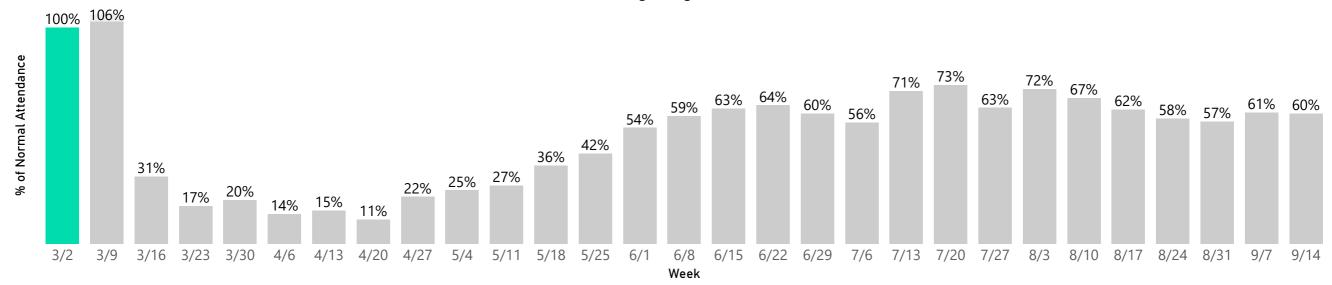


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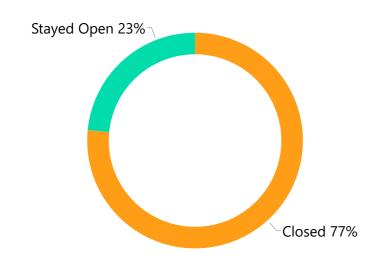


COVID-19 Impact | Maryland

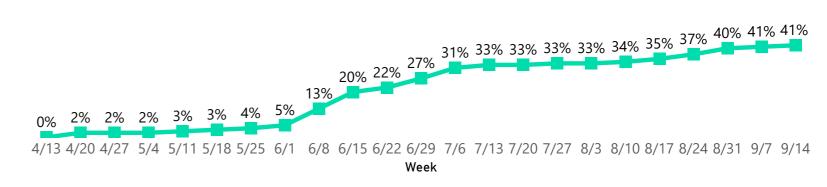


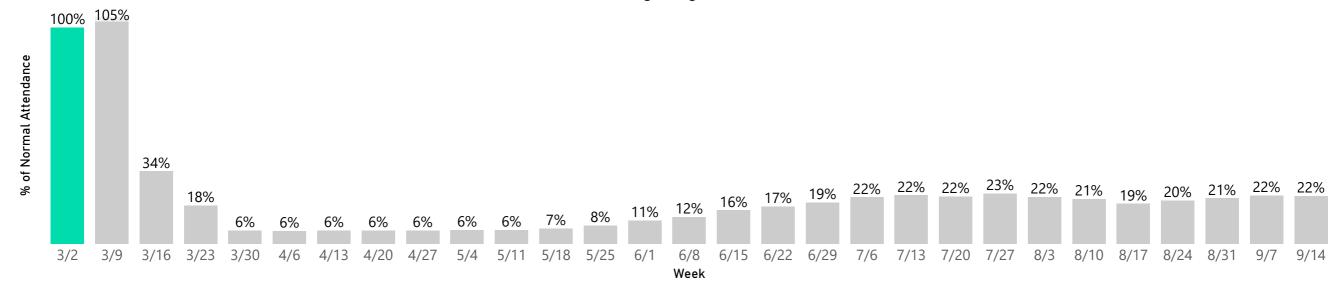


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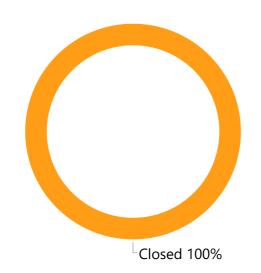


COVID-19 Impact | Massachusetts

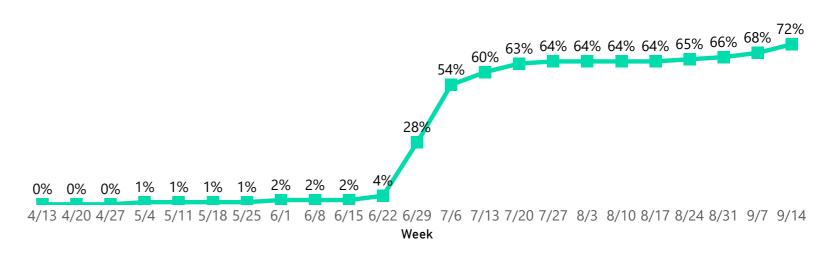


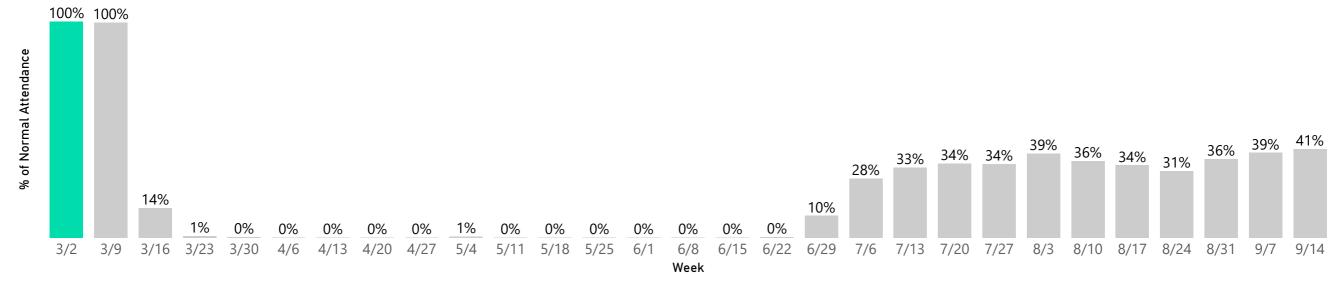


What percent of centers did not fully close?



Of the centers that closed, what percent have reopened?



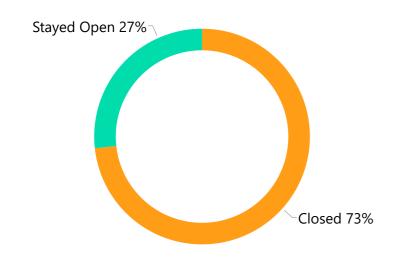


COVID-19 Impact | Michigan

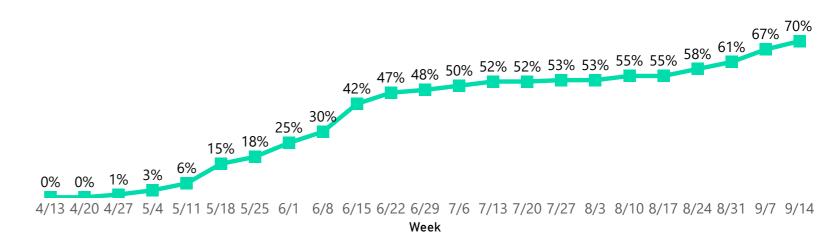
* Seasonally Adjusted - See Addendum

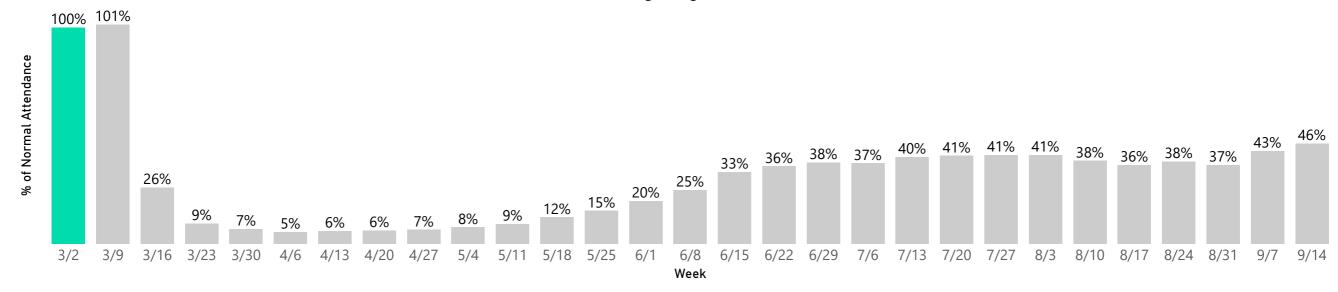


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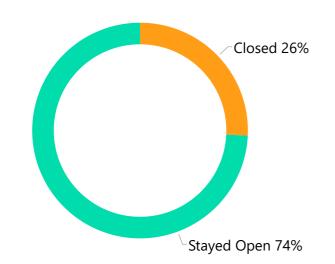


COVID-19 Impact | Minnesota

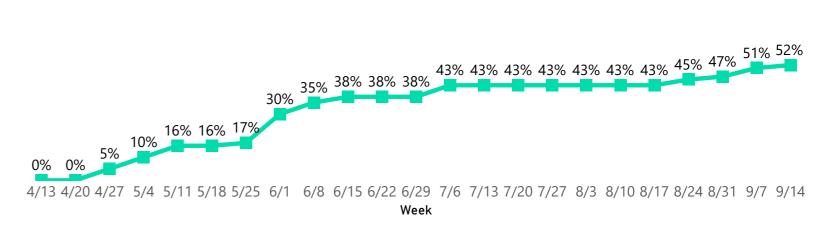
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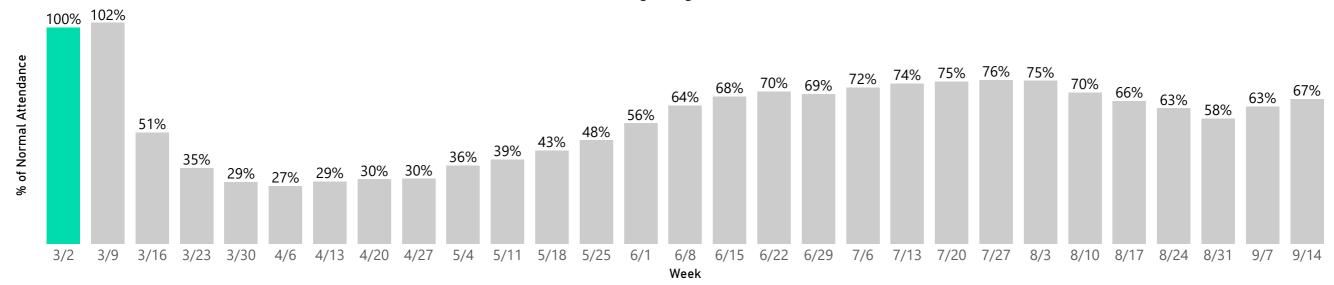


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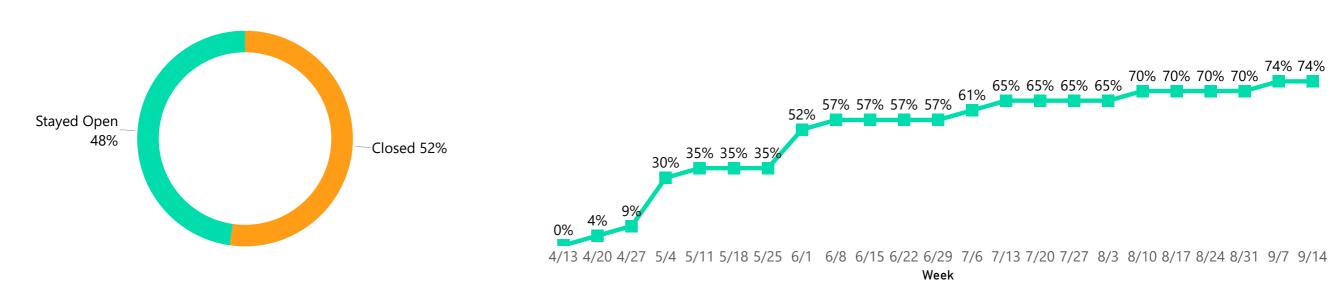
COVID-19 Impact | Mississippi



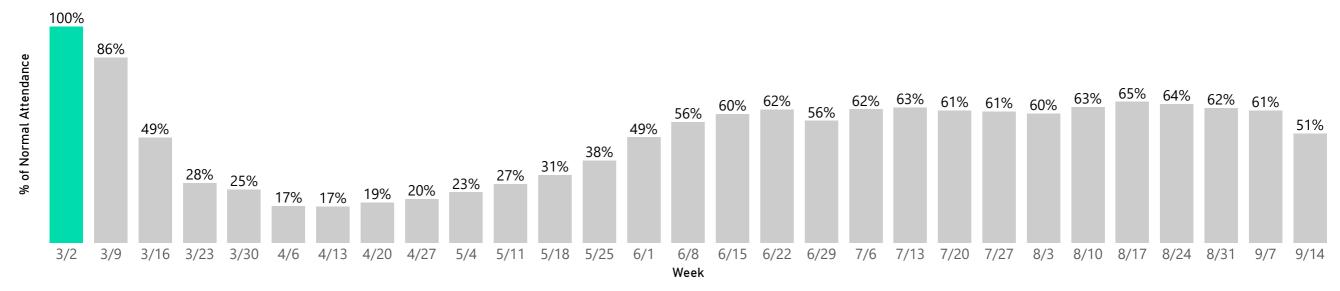


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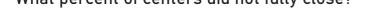


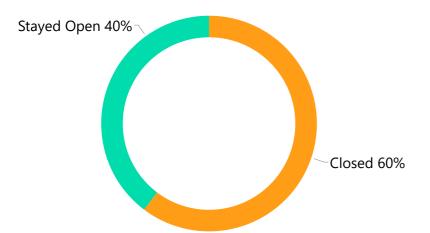
COVID-19 Impact | Missouri



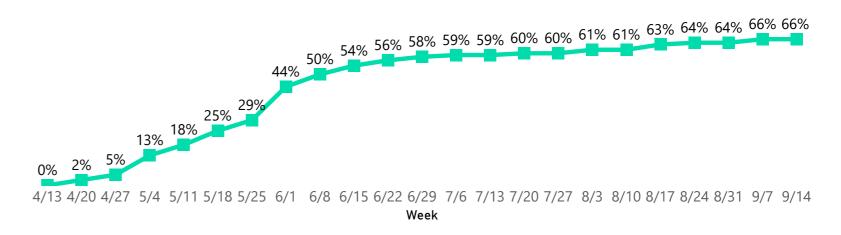


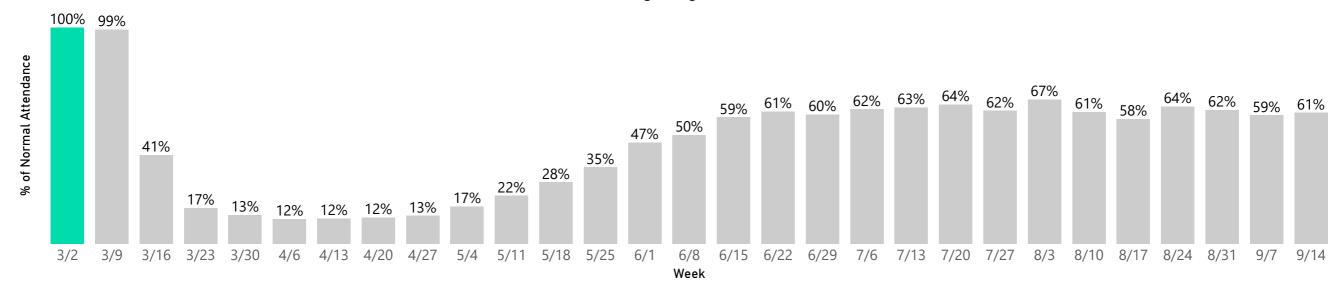
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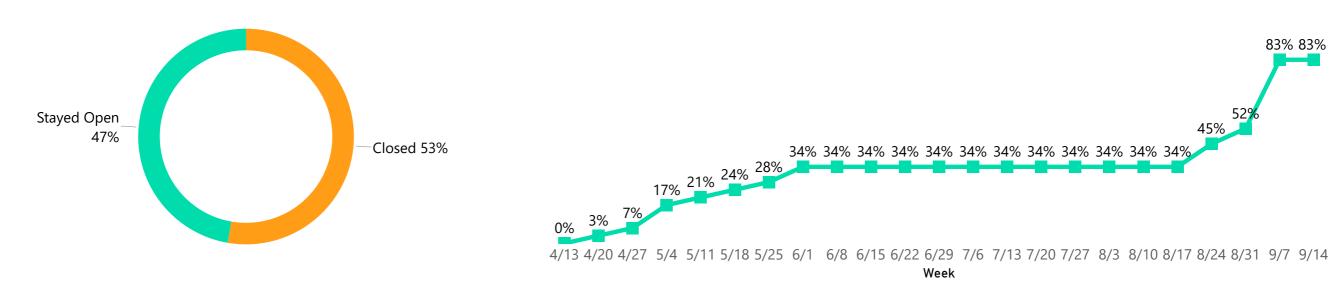
COVID-19 Impact | Montana

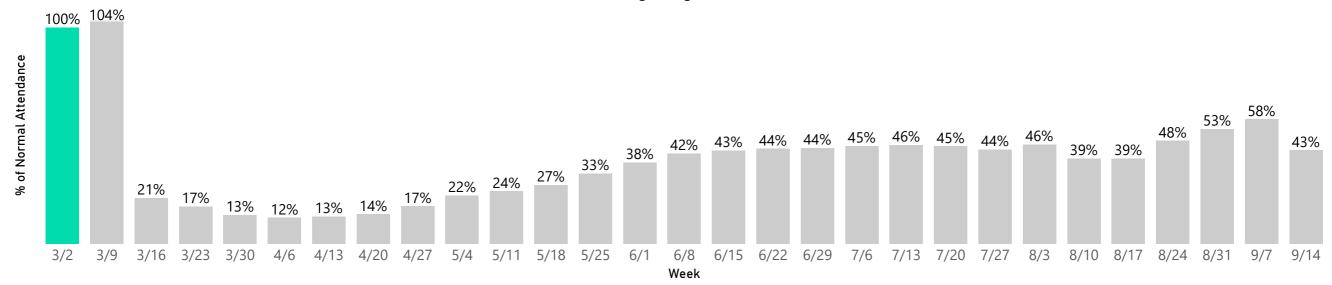




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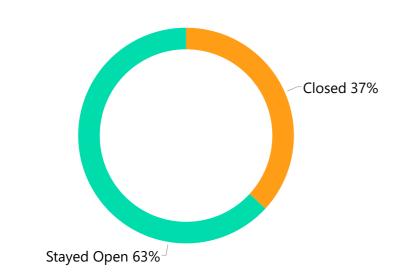


COVID-19 Impact | Nebraska

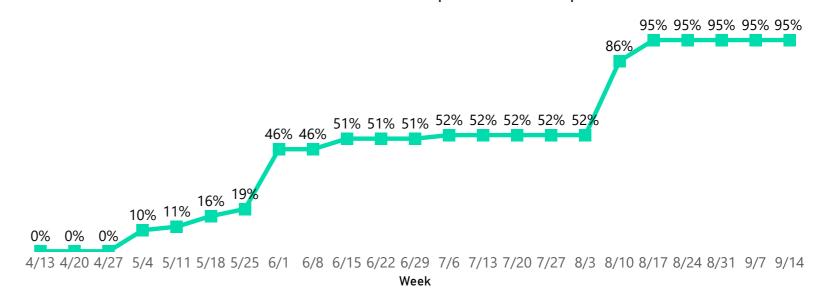
* Seasonally Adjusted - See Addendum

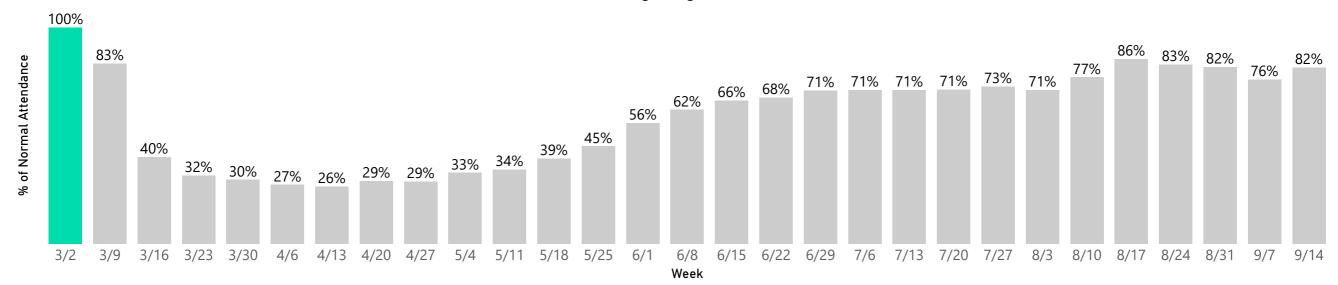


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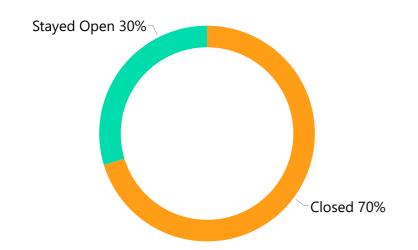


COVID-19 Impact | Nevada

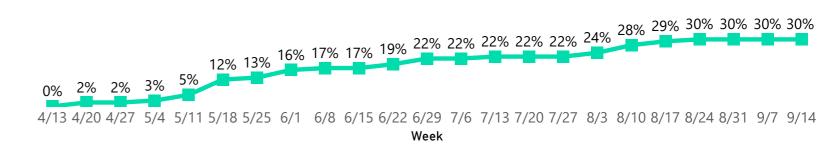


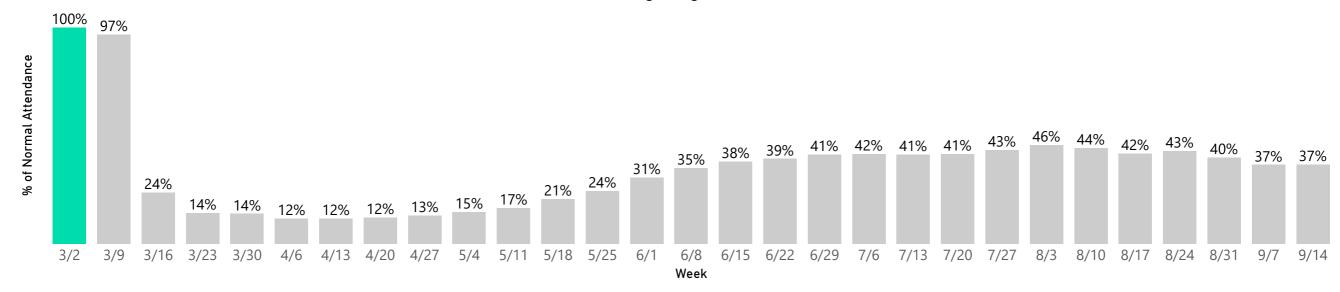


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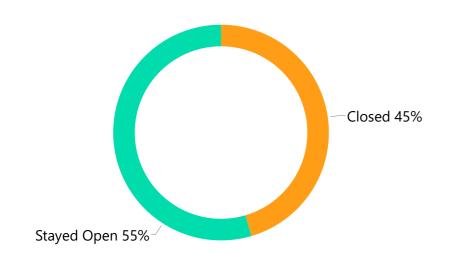


COVID-19 Impact | New Hampshire

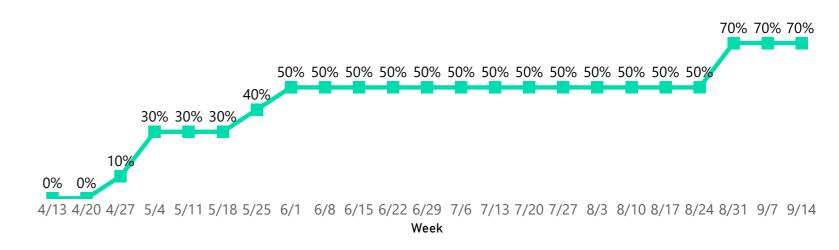
* Seasonally Adjusted - See Addendum

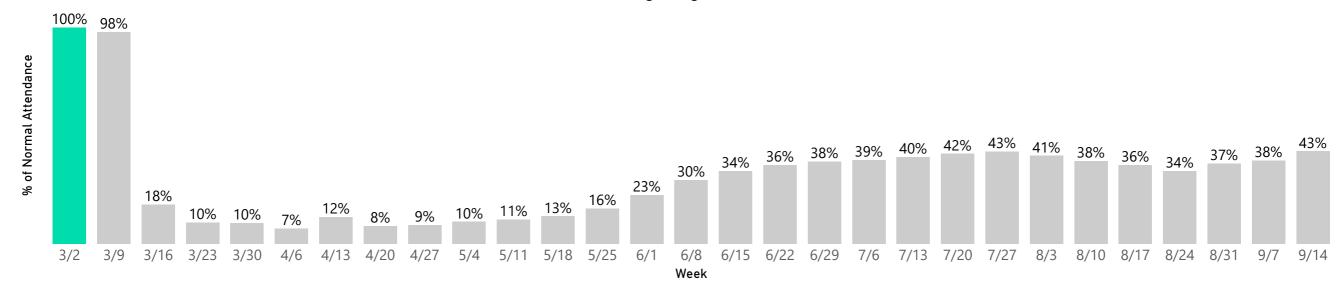


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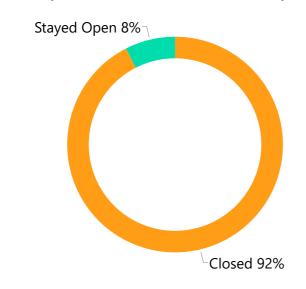


COVID-19 Impact | New Jersey

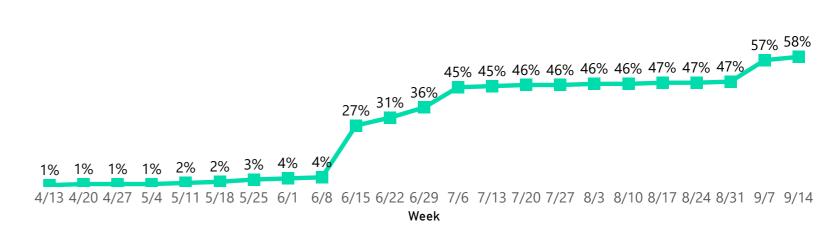
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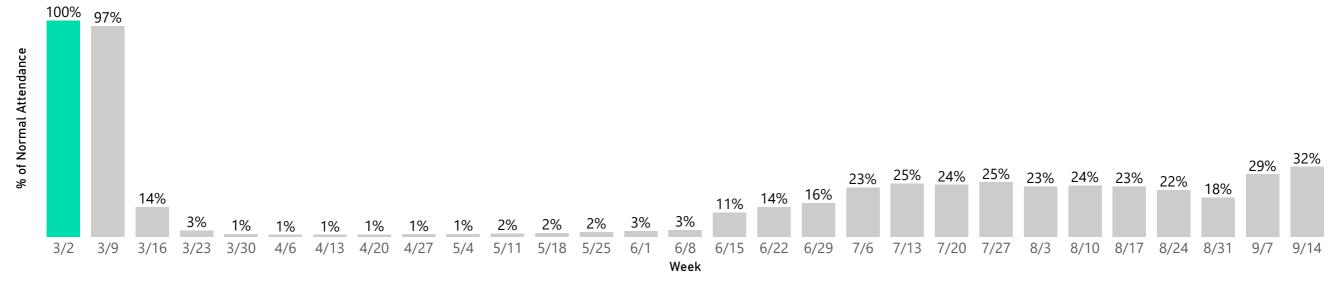


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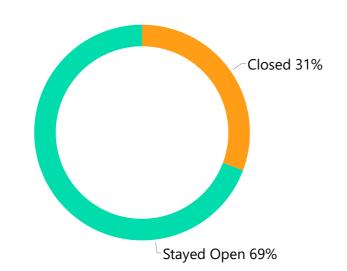


COVID-19 Impact | New Mexico

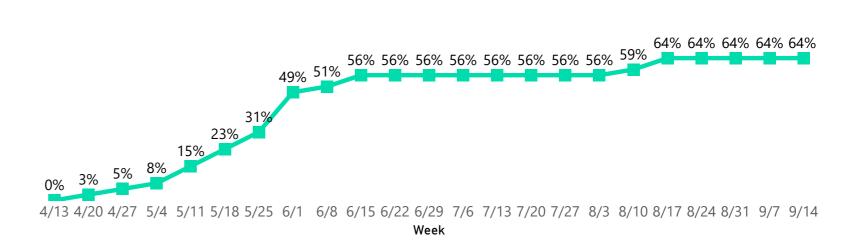


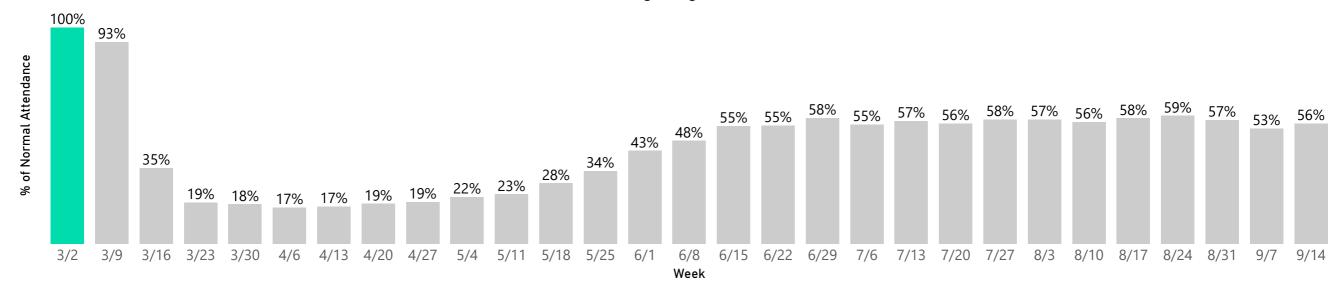


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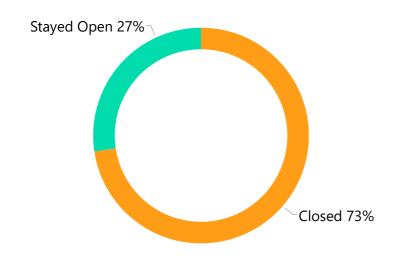


COVID-19 Impact | New York

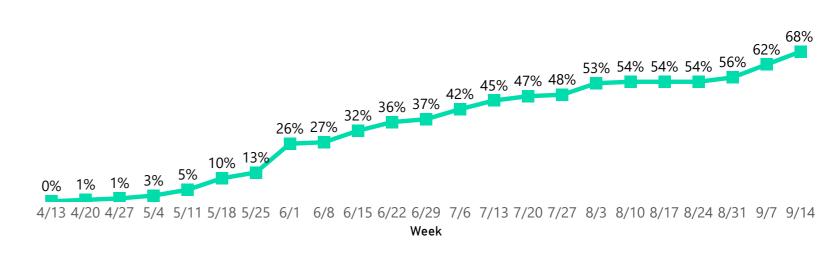
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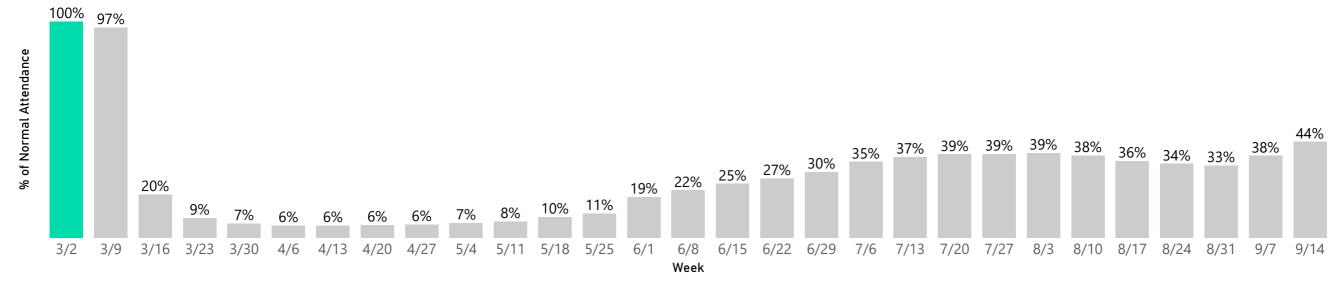


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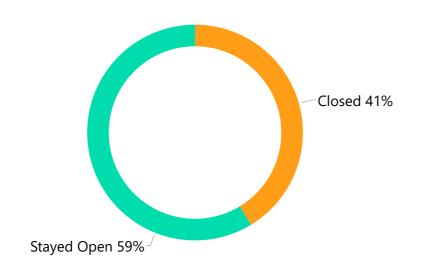


COVID-19 Impact | North Carolina

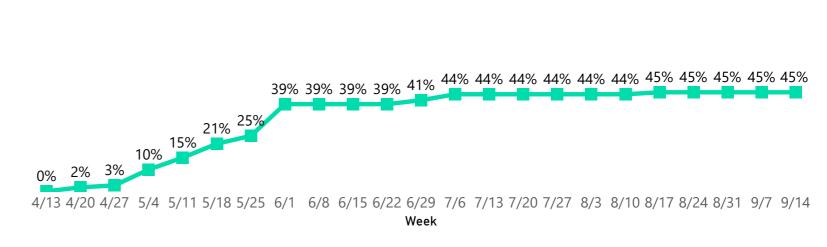


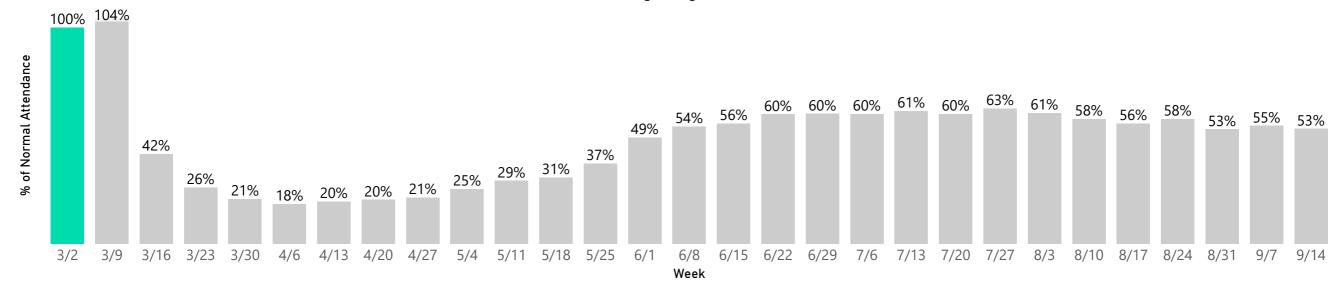


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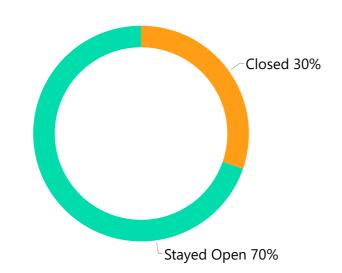


COVID-19 Impact | North Dakota

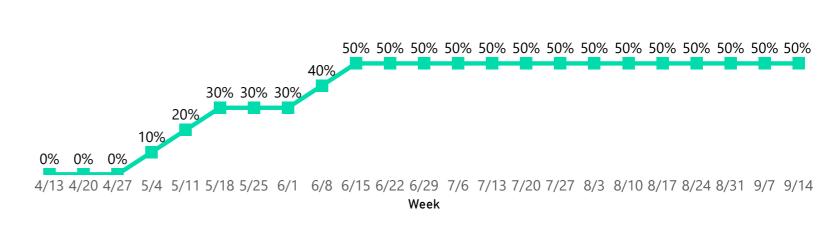


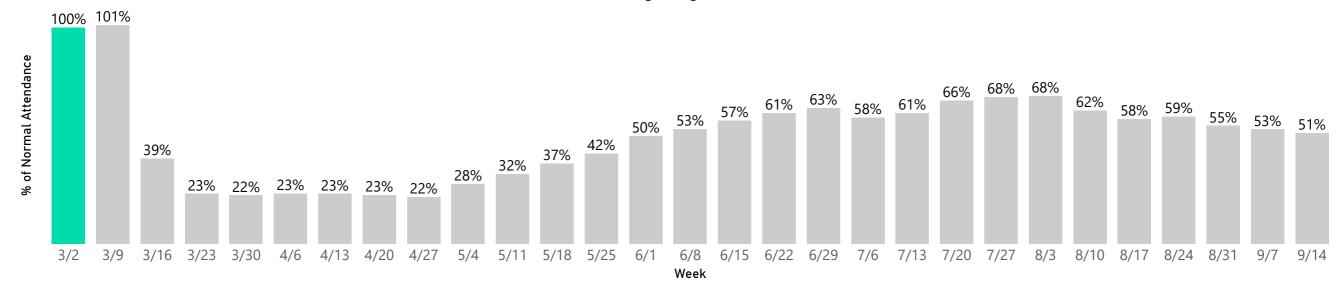


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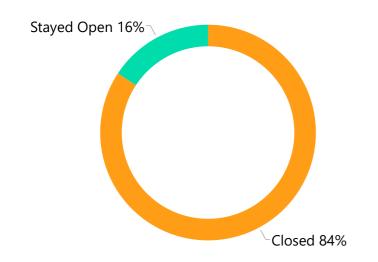


COVID-19 Impact | Ohio

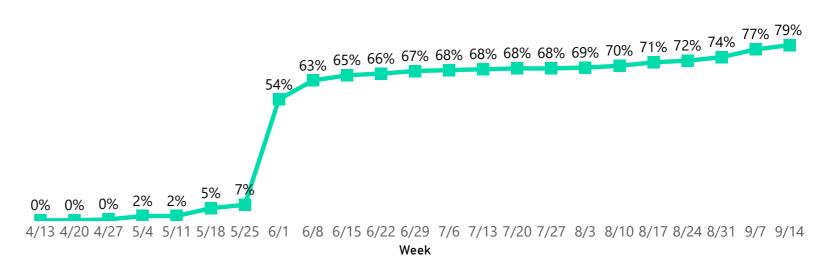
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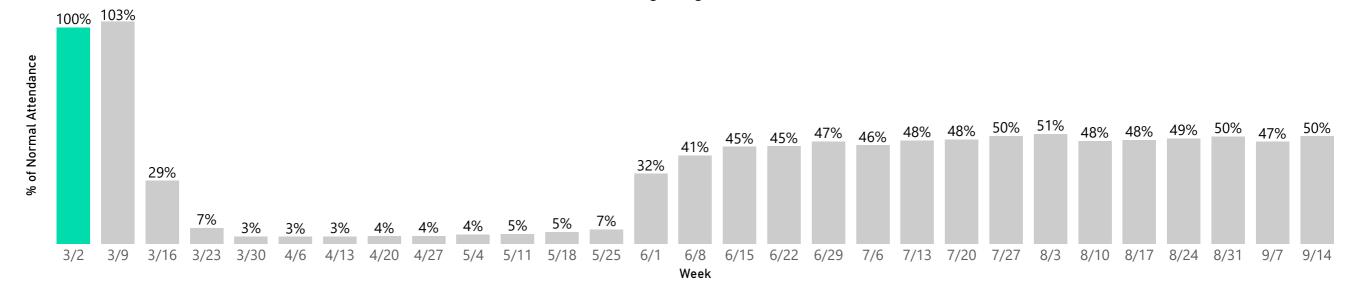


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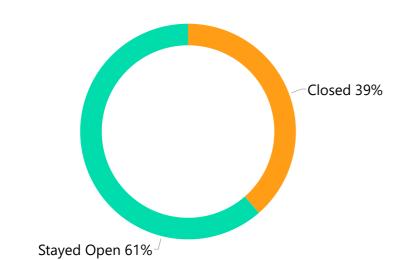


COVID-19 Impact | Oklahoma

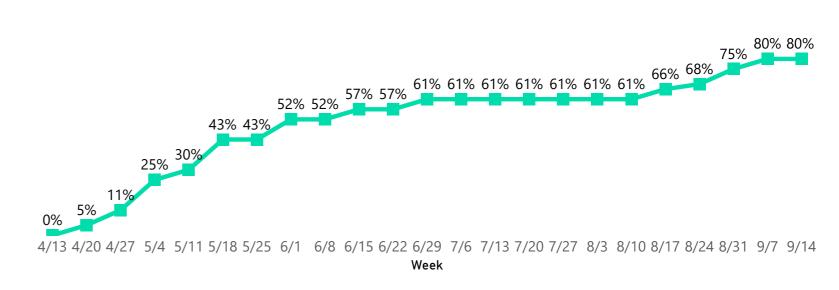


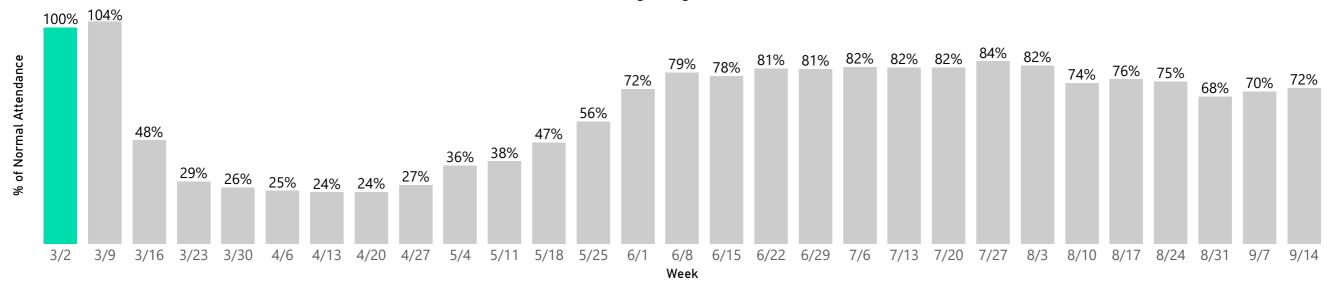


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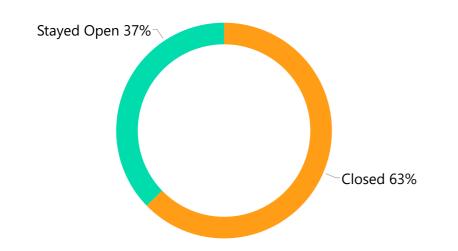


COVID-19 Impact | Oregon

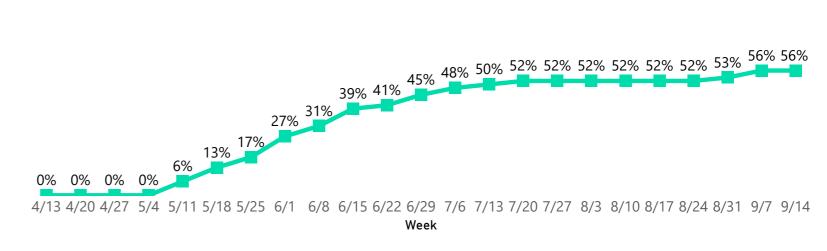
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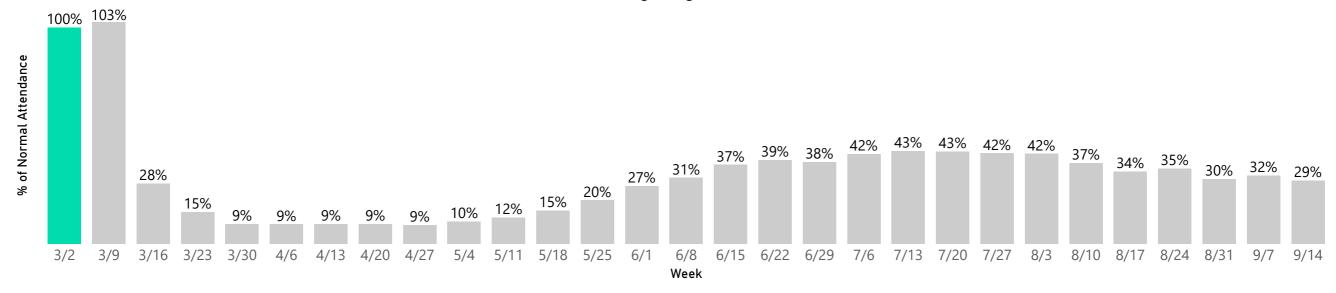


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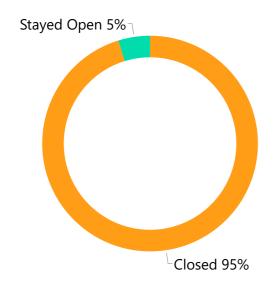


COVID-19 Impact | Pennsylvania

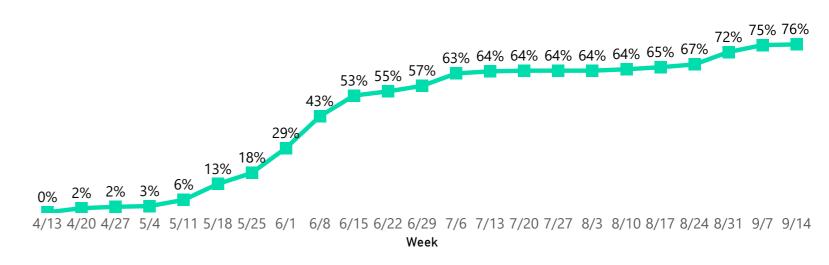
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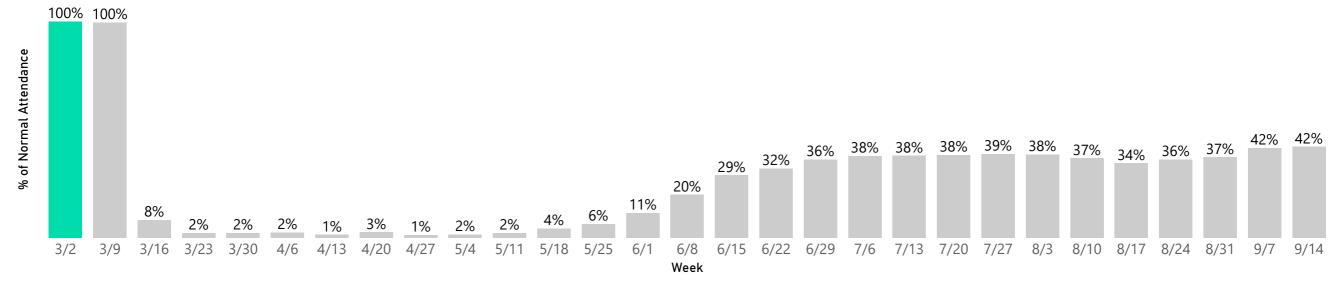


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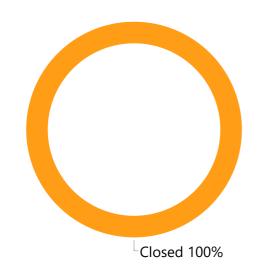


COVID-19 Impact | Rhode Island

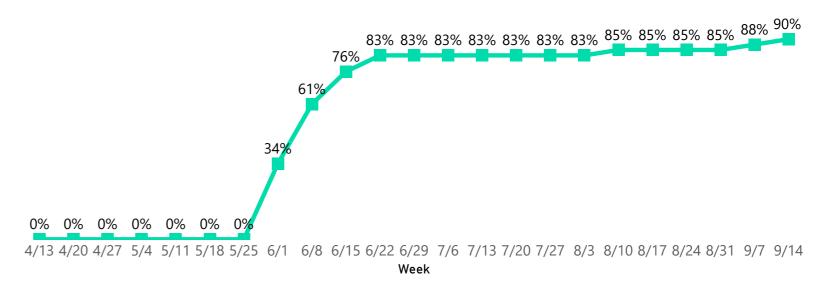
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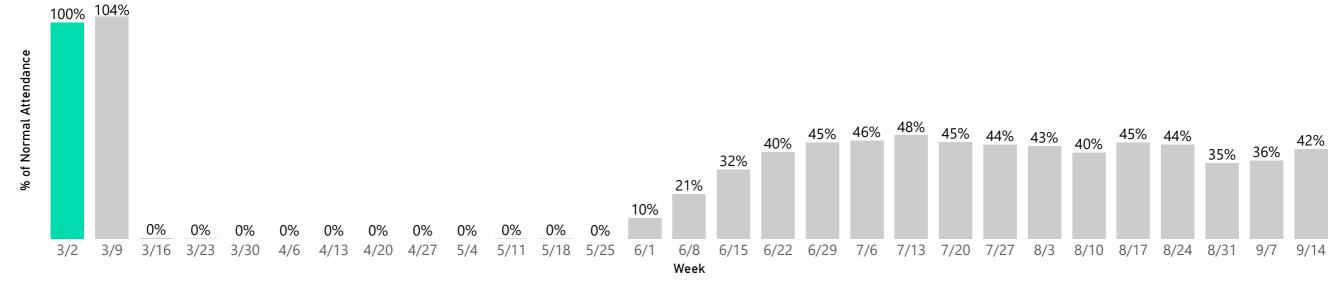


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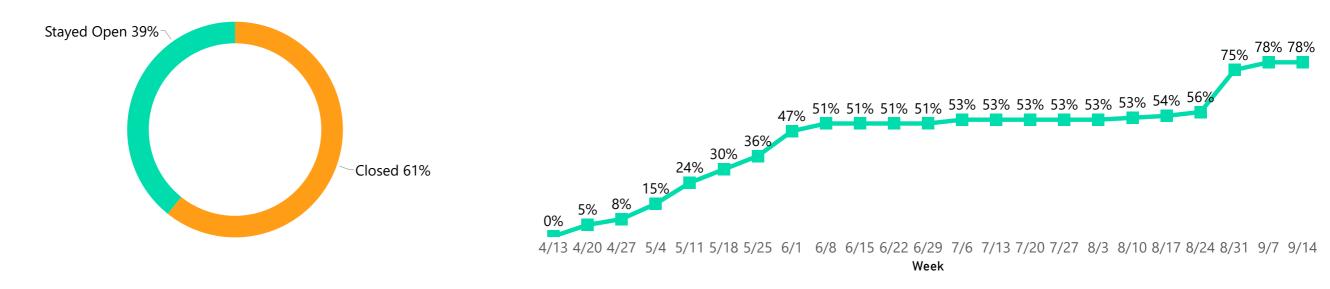
COVID-19 Impact | South Carolina

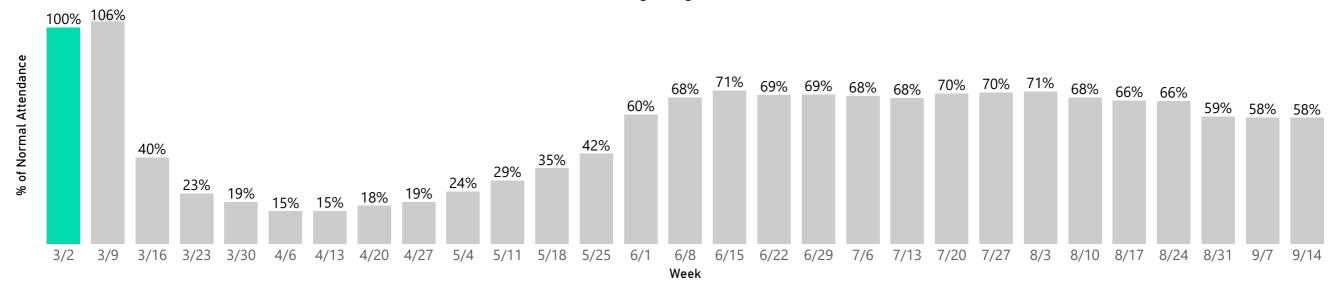




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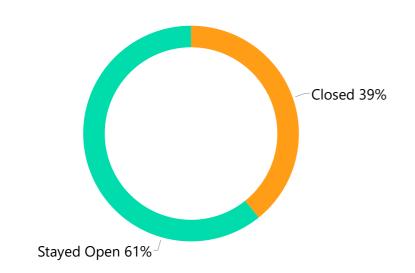


COVID-19 Impact | South Dakota

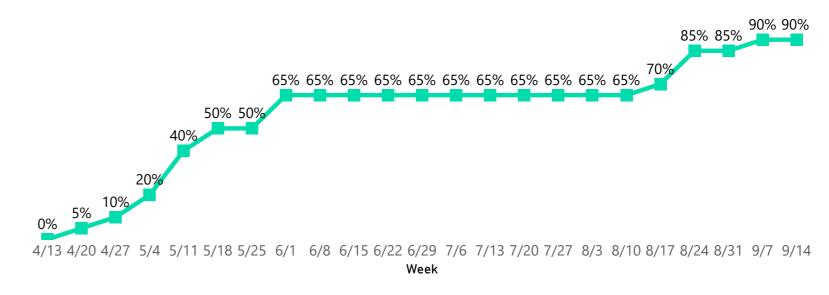


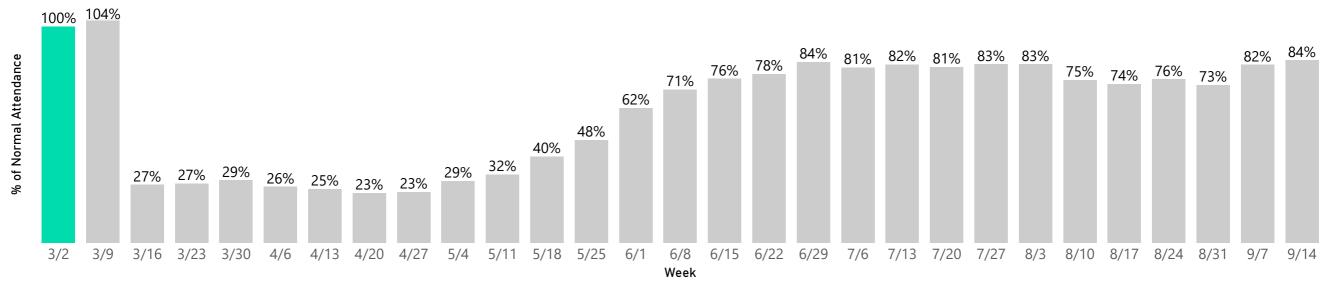


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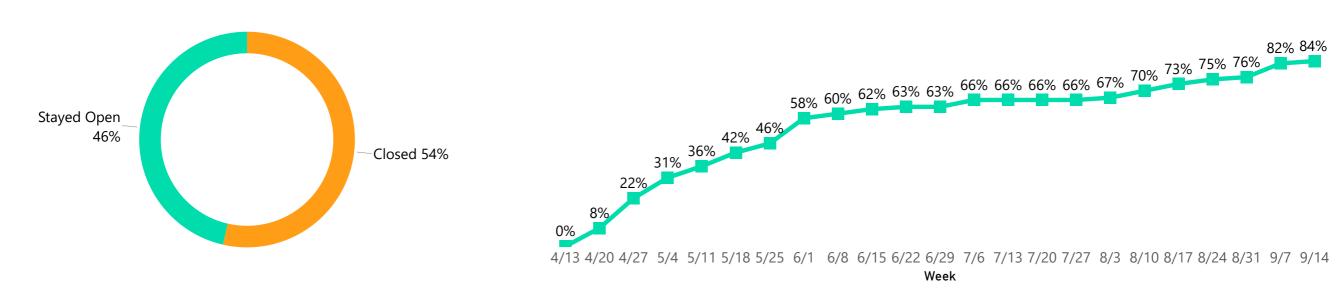
COVID-19 Impact | Tennessee

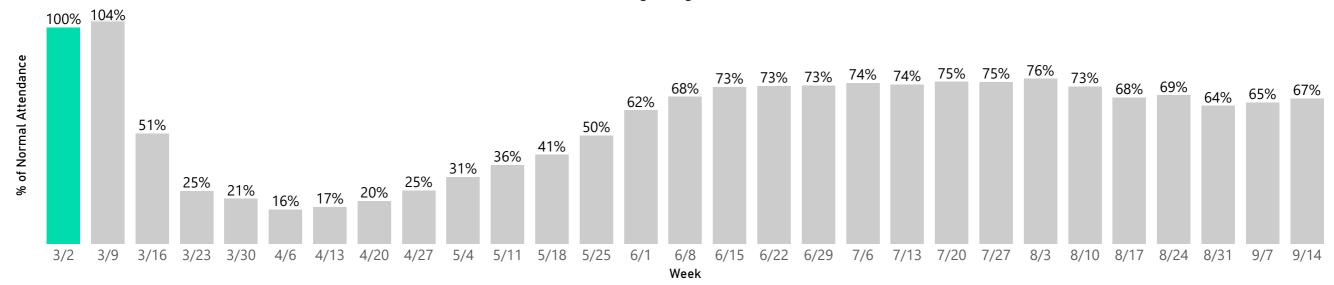




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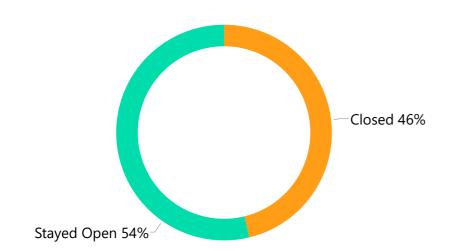


COVID-19 Impact | Texas

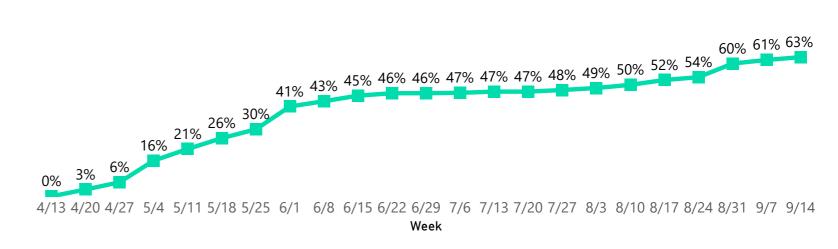


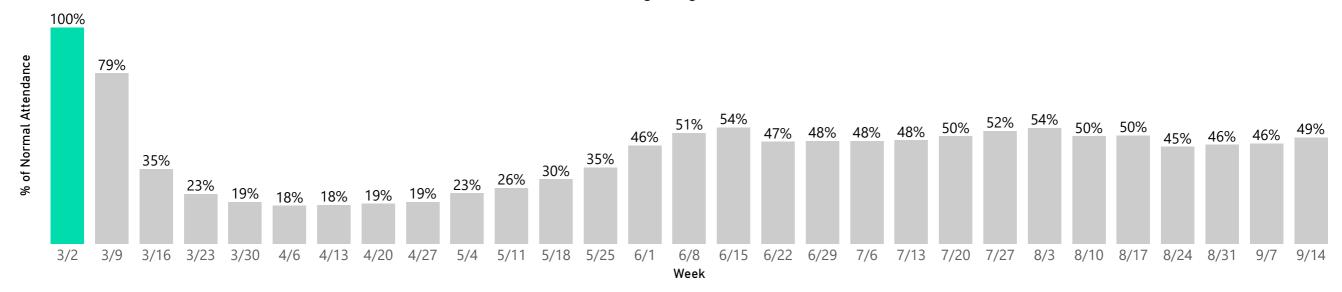


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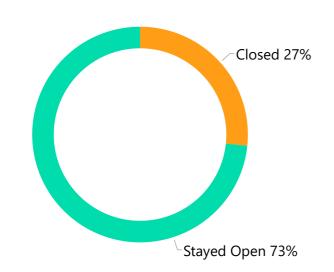


COVID-19 Impact | Utah

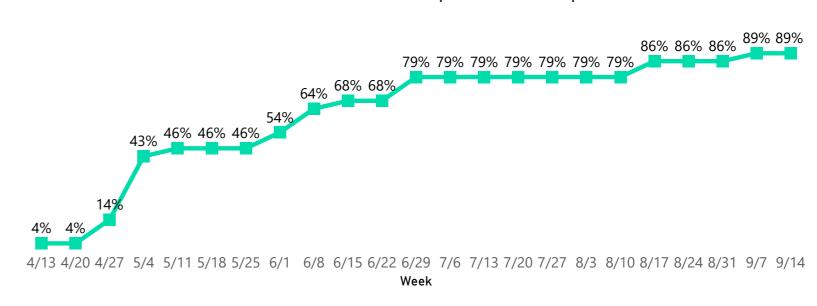
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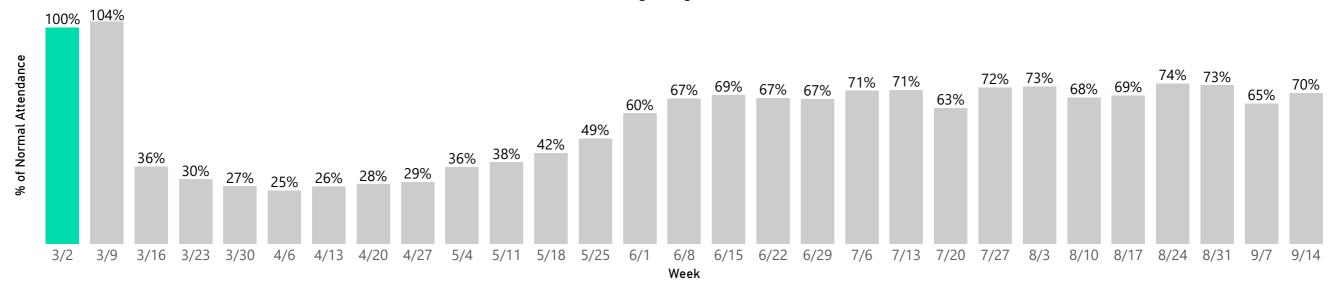


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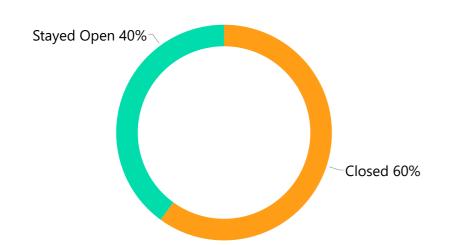


COVID-19 Impact | Vermont

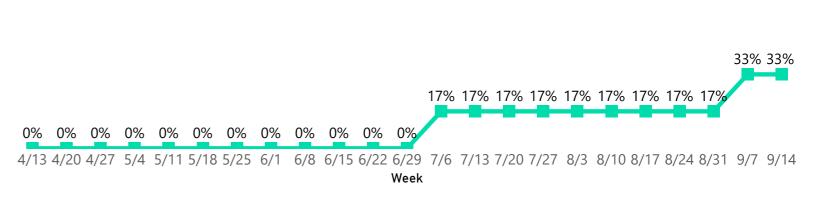
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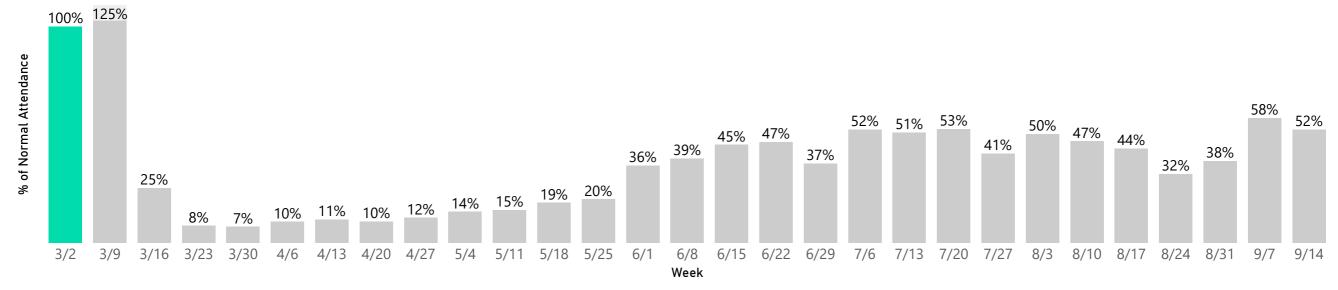
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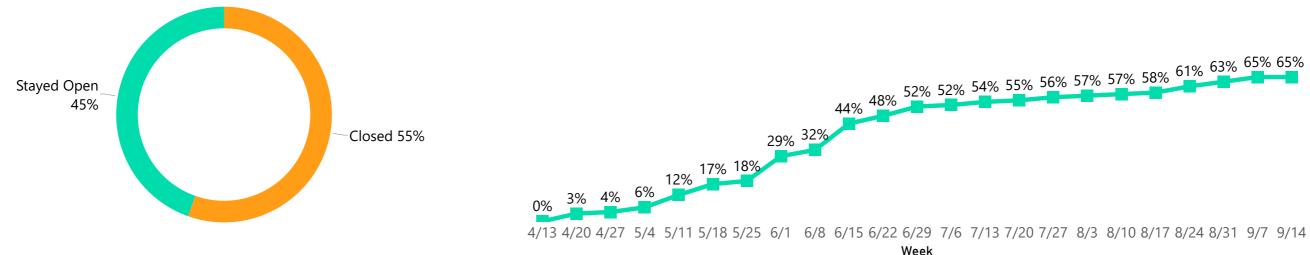
COVID-19 Impact | Virginia



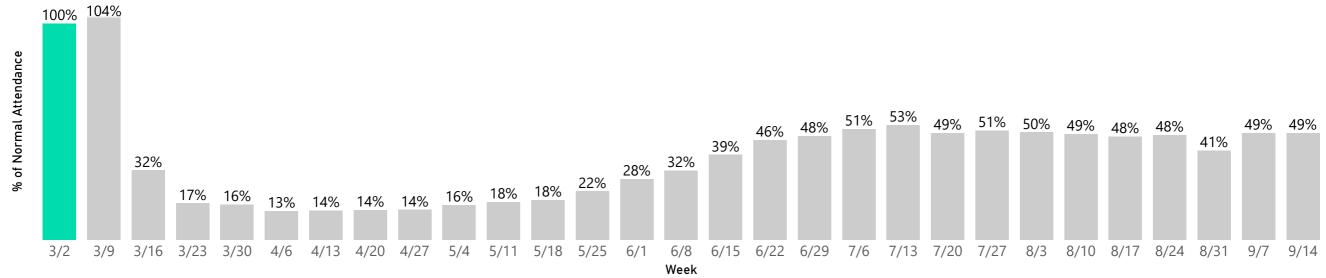


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Week

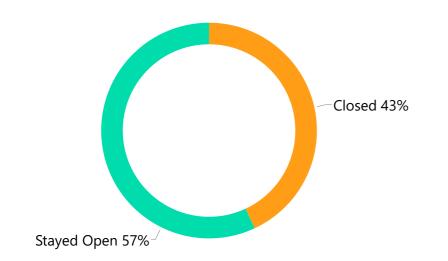


COVID-19 Impact | Washington

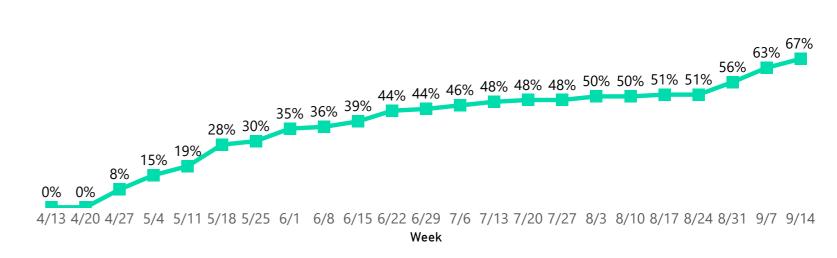
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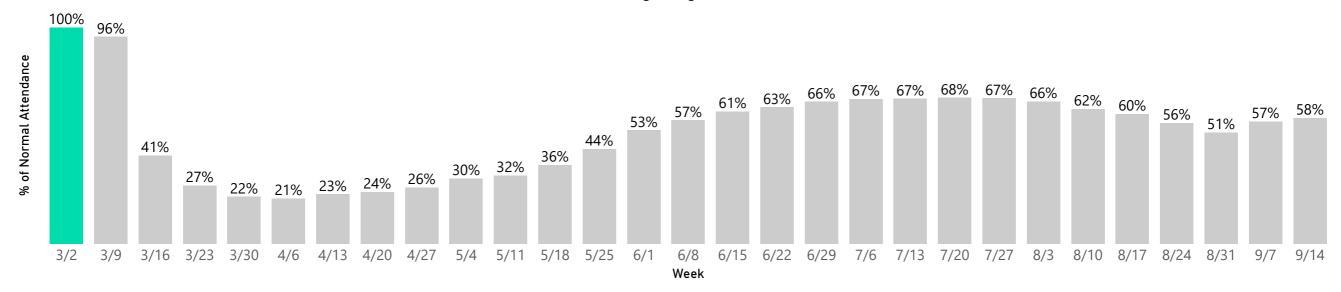


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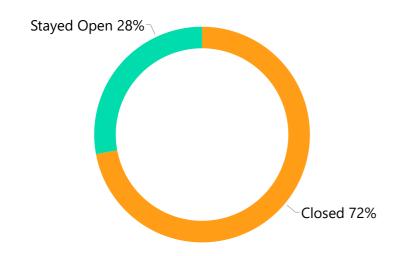


COVID-19 Impact | West Virginia

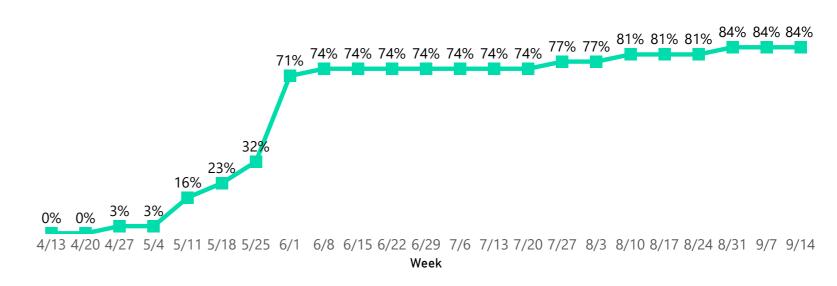
* Seasonally Adjusted - See Addendum

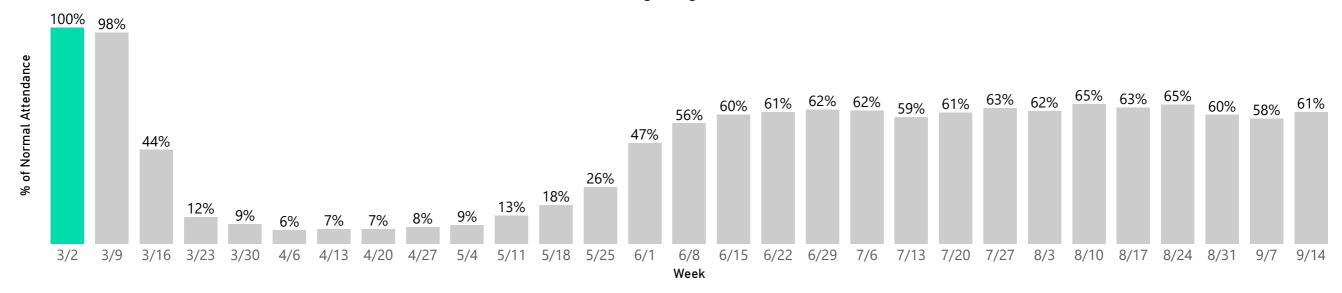


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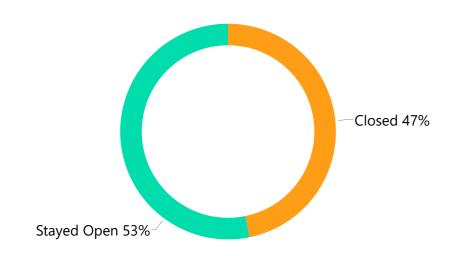


COVID-19 Impact | Wisconsin

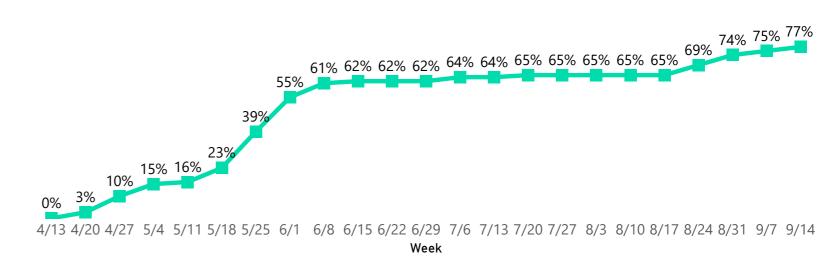


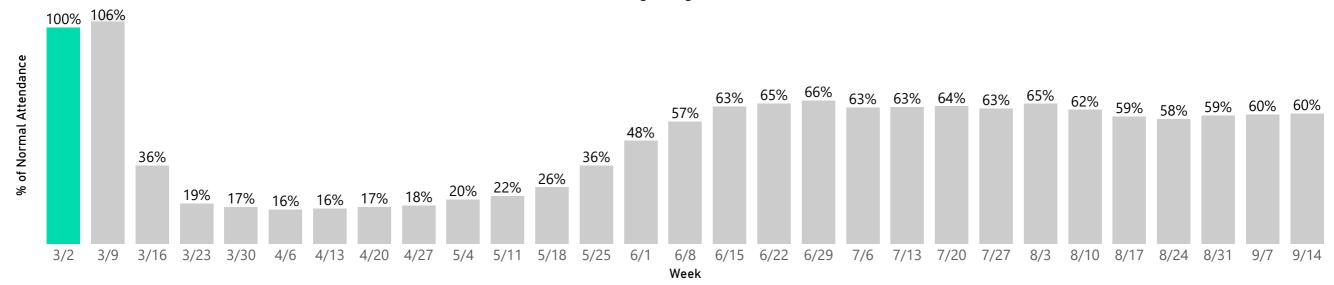


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COVID-19 Impact | Wyoming

* Seasonally Adjusted - See Addendum

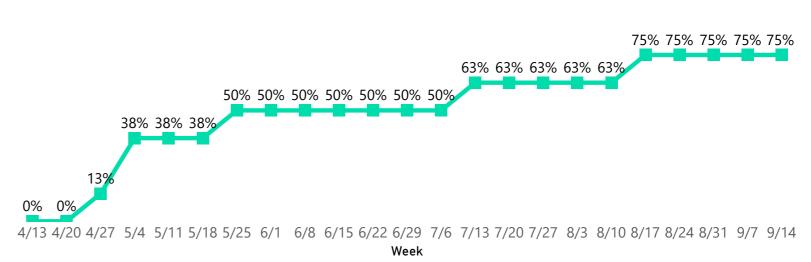


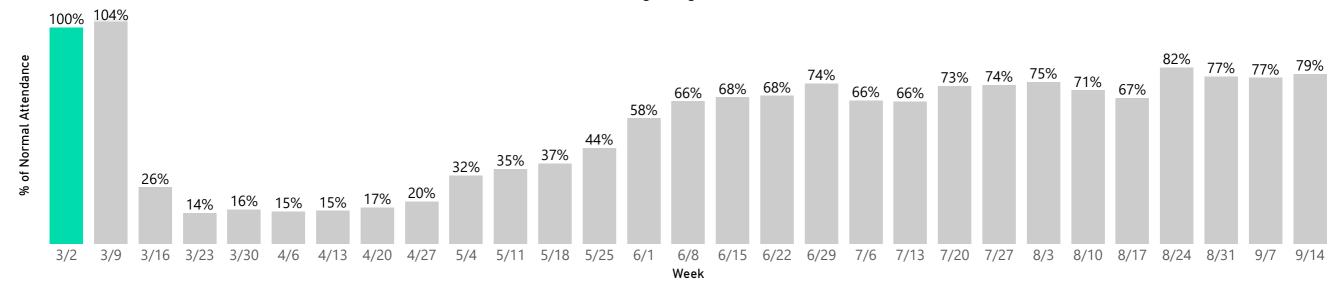
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Addendum

Seasonal Adjustment

Attendance data is seasonally adjusted using a statistical method to correct for normal yearly cycles. Specifically, a Seasonal-Trend decomposition using LOESS (STL) was performed with average daily attendance calculated for each ISO week from 1/1/2018 to 3/2/2020 (pre-COVID) and a period of 52 weeks.

Holidays

Holidays excluded from attendance data and from seasonal trend calculation:

- New Year's Day (1/1/2018, 1/1/2019, 1/1/2020)
- Martin Luther King Day (1/15/2018, 1/21/2019, 1/20/2020)
- Presidents' Day (2/19/2018, 2/18/2019, 2/17/2020)
- Good Friday (3/30/2018, 4/19/2019, 4/10/2020)
- Easter Sunday (4/1/2018, 4/21/2019, 4/12/2020)
- Easter Monday (4/2/2018, 4/22/2019, 4/13/2020)
- Memorial Day (5/28/2018, 5/27/2019, 5/25/2020)
- Independence Day (7/4/2018, 7/4/2019, 7/4/2020)
- Independence Day After (7/5/2018, 7/5/2019, 7/5/2020)

- Labor Day (9/3/2018, 9/2/2019, 9/7/2020)
- Columbus Day (10/8/2018, 10/14/2019, 10/12/2020)
- Veterans' Day (11/11/2018, 11/11/2019, 11/11/2020)
- Thanksgiving Day (11/22/2018, 11/28/2019, 11/26/2020)
- Black Friday (11/23/2018, 11/29/2019, 11/27/2020)
- Christmas Eve Day (12/24/2018, 12/24/2019, 12/24/2020)
- Christmas Day (12/25/2018, 12/25/2019, 12/25/2020)