

# Trends in Home-Based Child Care (HBCC) and Families' Perception of Quality

## State HBCC Demographics

↓ **20%**

Number of HBCC programs declined from 14,561 in 2010 to 11,613 in 2019

↓ **2%**

Number of children under age 5 declined from 364,928 in 2010 to 358,346 in 2019

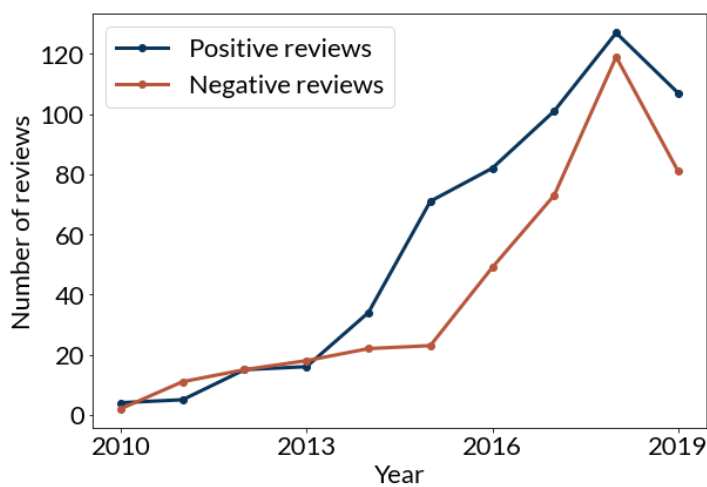


## Online reviews of child care programs

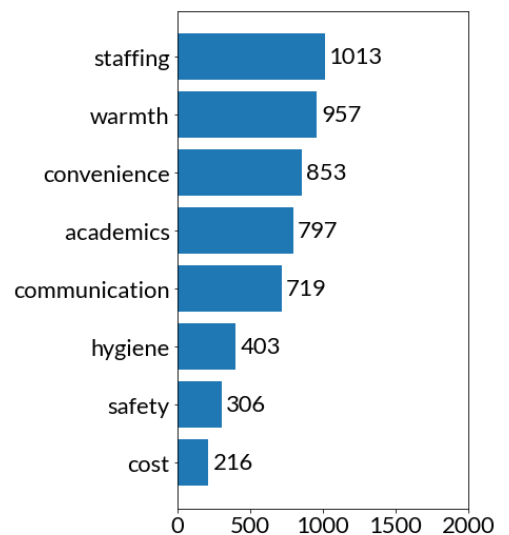
As the number of home-based child care providers sharply declined across the country, parents left more negative online reviews of all care providers (see line chart). At right, the list of reviews by topic area offers insight on how parents experience the changing child care market within their state.

- Number of positive reviews: **562**
- Number of negative reviews: **413**

Number of Reviews from 2010 to 2019



Number of Reviews in Each Topic



We extracted publicly available reviews from Google Maps, Yelp, and Care.com and identified topics using *topic modeling*, a statistical technique for identifying underlying themes in text. It's worth noting that one review could be categorized as including multiple topics. Our analysis revealed that the vast majority of the 51 states (92%) experienced a decline in HBCC providers between 2010 and 2019. Furthermore, our findings suggest that this decline was related to an increase in the number of negative reviews across several key topics, including warmth, convenience, safety, hygiene, communication, staffing, and cost.

Suggested citation: Ekyalongo, Y. Y., Li, W., & Franchett, A. (2023). As the number of home-based child care providers declines sharply, parents are leaving more negative online child care reviews. Child Trends. <https://doi.org/10.56417/962223560>