

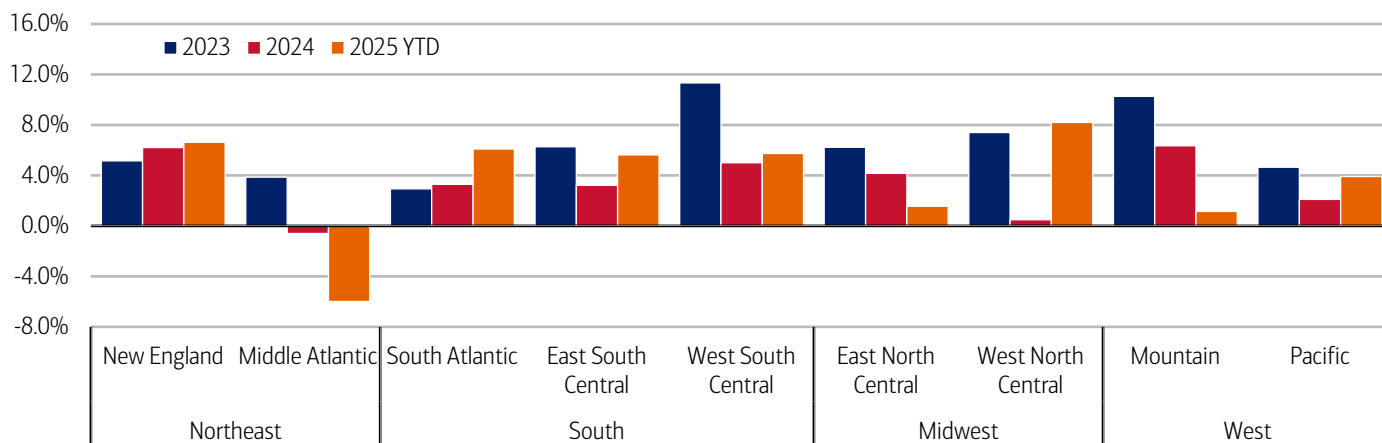
Daily Insights

The cost of childcare varies across the country

29 October 2025

Different divisions in the South have seen relatively similar year-over-year (YoY)% growth rates in childcare payments in 2025 as of September, while the Northeast is more varied

Average childcare payment by US Census Division (annual, YoY%)



Source: Bank of America internal data

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Childcare payment trends varied across the US in September. Nationally, average payments rose 3.6% year-over-year (YoY), a slower pace than in 2023. However, regional patterns diverged. In the South, all Census Divisions saw similar YoY increases around the 5.5% to 6% range. The Northeast, however, was more mixed: New England continued its upward trend with a 6.6% YoY increase, while the Middle Atlantic experienced a decline in payments year-to-date (YTD). Looking ahead, childcare supply pressures are likely to intensify in regions with the fastest population growth – particularly the South and Midwest.

Read the Institute’s publication, [The many costs of childcare](#).

Methodology

Selected Bank of America transaction data is used to inform the macroeconomic views expressed in this report and should be considered in the context of other economic indicators and publicly available information. In certain instances, the data may provide directional and/or predictive value. The data used is not comprehensive; it is based on **aggregated and anonymized** selections of Bank of America data and may reflect a degree of selection bias and limitations on the data available.

Bank of America credit/debit card spending per household includes spending from active US households only. Only consumer card holders making a minimum of five transactions a month are included in the dataset. Spending from corporate cards is excluded. Data regarding merchants who receive payments are identified and classified by the Merchant Categorization Code (MCC) defined by financial services companies. The data are mapped using proprietary methods from the MCCs to the North American Industry Classification System (NAICS), which is also used by the Census Bureau, in order to classify spending data by subsector. Spending data may also be classified by other proprietary methods not using MCCs.

If applicable, the consumer deposit data based on Bank of America internal data is derived by anonymizing and aggregating data from Bank of America consumer deposit accounts in the US and analyzing that data at a highly aggregated level.

If applicable, any payments data represents aggregated spend from US Retail, Preferred, Small Business and Wealth Management clients with a deposit account or credit card. Any reference to aggregated spend include total credit card, debit card, ACH, wires, bill pay, business/peer-to-peer, cash and checks.

Census Bureau Regions are defined as follows:

New England: Connecticut, Maine, Massachusetts, Vermont, Rhode Island, New Hampshire

Middle Atlantic: New Jersey, New York, Pennsylvania

East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin

West North Central: Iowa, Kansas, Missouri, Minnesota, Nebraska, North Dakota, South Dakota

South Atlantic: Delaware, District of Columbia, West Virginia, Virginia, Florida, Georgia, Maryland, North Carolina, South Carolina

East South Central: Alabama, Kentucky, Mississippi, Tennessee

West South Central: Arkansas, Louisiana, Oklahoma, Texas

Mountain: Colorado, Wyoming, Montana, Utah, New Mexico, Nevada, Idaho, Arizona

Pacific: Alaska, California, Hawaii, Oregon, Washington

Unless otherwise stated, data is not adjusted for seasonality, processing days or portfolio changes, and may be subject to periodic revisions.

Additional information about the methodology used to aggregate the data is available upon request.

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Disclosures

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