



2011 International Nanny Association Salary and Benefits Survey

Information in this report is based on the year 2010

Five hundred and twenty eight (528) in-home child care providers responded to this survey. The respondents include Nannies, Traveling Nannies, Temporary Nannies, Newborn Care Specialists, Doulas, Governesses, etc. For simplification the title “Nanny” will be used to refer to all respondents.

About Survey Respondents

Who responded to the INA Survey?

- 72.35% identified themselves as a nanny (382)
- 19.32% identified themselves as a nanny/household manager (102)
- 2.46% identified themselves as being employed in a nanny share arrangement (13)
- 2.08% identified themselves as a newborn care specialist (11)
- 1.33% identified themselves as a temporary nanny (7)
- 1.14% identified themselves as another type of child care provider (6)
- .76% identified themselves as governesses (4)
- .57% identified themselves as a traveling nannies (3)

What is your highest level of formal education?

- 22.93% reported completing high school
- 16.38% reported completing more than 2 years of college
- 20.62% reported completing community college (2-Year)
- 19.65% reported holding a BS or BA in a child development, education, psychology related subject
- 15.41% reported completing a Bachelors Degree in an unrelated subject
- 12.50% reported completing a nanny training program (64)
- 9.63% reported other (50)
- 3.85% reported holding a Masters Degree
- 2.12% reported receiving a GED
- 1.35% reported completing elementary school

How do you keep current as a child care provider?

- 83.23% reported keeping current with CPR and First Aid training
- 81.41% reported reading books and periodicals
- 37.98% reported holding membership in local nanny groups
- 29.29% reported attending professional conferences
- 29.09% reported attending continuing education classes
- 23.43% reported attending classes offered by community colleges or learning centers

Are you CPR and/or First Aid Certified?

- 98.31% reported having CPR Training
- 92.18% reported having First Aid Training



Are you currently employed?

92.4% identified themselves as employed (488)
7.58% identified themselves as unemployed (40)

Does your employer furnish your room and board?

87.3% reported living in their own homes (*Live-out*) (461)
9.6% reported living in their employers home (*Live-in*)(51)
3.1% reported living in separate quarters provided by their employer (*Live-in*) (16)

How many years have you worked as a nanny?

17.42% had 10 to 15 years experience (92)
14.02% had 7 to 10 years experience (74)
12.50% had 20 plus years experience (66)
12.50% had 5 to 7 years experience (66)
12.50% had 4 to 5 years experience (66)
11.55% had 15 to 20 years experience (61)
5.68% had less than one year experience (30)
5.49% had 3 years experience (29)
4.55% had 1 year plus experience (24)
3.79% had 2 years plus experience (20)

How many nanny positions have you held that lasted longer than two (2) years?

29.88% reported having two long-term positions
25.30% reported having one long-term position
17.13% reported having three long-term positions
11.95% reported having four long-term positions
10.76% reported having five or more long-term positions
4.98% reported having eight or more long-term positions

How long have you worked for your present employer?

39.58% reported being employed by their current employer for less than one year (209)
21.02% reported being employed by their current employer one year plus (111)
13.83% reported being employed by their employer two years plus (73)
9.85% reported being employed by their current employer three years plus (52)
6.40% reported being employed by their current employer 4 to 5 years (34)
4.36% reported being employed by their current employer for 5 to 7 years (23)
4.96% reported being employed by their current employer for more than 7 years (26)

How many children are presently in your care?

52.00% reported caring for 2 children child (275)
26.70% reported caring for only 1 child (141)
18.18% reported caring for 3 children (96)
5.37% reported caring for 4 or more children (28)



What is the age group of the children in your care?

- 35.61% reported caring for children aged 3 to 5
- 31.82% reported caring for children aged 5 to 9
- 28.03% reported caring children aged 1 to 2
- 23.30% reported caring for children aged 2 to 3
- 17.99% reported caring for children 6 months to one year of age
- 14.20% reported caring for pre-teens
- 12.31% reported caring for children less than 6 months of age
- 8.90% reported caring for teenagers

Are you currently caring for multiples or special needs children?

- 87.70% reported caring for singleton(s)
- 16.4% reported caring for a set of twins
- 7.13% reported caring for children with special needs
- 1.58% reported caring for a set of triplets
- 0.20% reported caring for a set of quads

Do you have a work agreement in place with your current employer?

- 65.56% reported that they do have a work agreement
- 34.50% reported that they don't have a work agreement

How did you find your current position?

- 42.23% reported using a local nanny placement agency
- 19.89% reported using a local Internet job site or online classified
- 15.72% reported using a word of mouth referral –networking
- 10.04% reported using an option that was not listed on the survey
- 7.77% reported using a national Internet recruiting site
- 2.27% reported using a nationwide placement agency
- 1.33% reported using a newspaper advertisement
- 0.76% reported using a local bulletin board



Nanny Salaries and Benefits

What was your gross (pre-tax) weekly salary in 2010? (Some respondents are part-time employees)

- 11.17% reported earning \$600 per week
- 8.71% reported earning \$300 or less per week
- 7.77% reported earning \$800 per week
- 7.58% reported earning \$750 per week
- 7.58% reported earning \$650 per week
- 7.20% reported earning \$500 per week
- 6.25% reported earning \$700 per week
- 5.49% reported earning \$550 per week
- 4.73% reported earning \$850 per week
- 4.73% reported earning \$350 per week
- 4.73% reported earning \$450 per week
- 4.56% reported earning \$900 per week
- 4.36% reported earning \$1000 per week
- 4.36% reported earning \$400 per week
- 2.84% reported earning \$950 per week
- 8.25% reported earning other than listed options

What is the profile of your employer family?

- 67.87% reported working for a professional couple (357)
- 10.08% reported working for a couple where one or both parents work from home (53)
- 7.03% reported working for a couple where one parent is a professional/and one parent is at home (37)
- 4.75% reported working for an independently wealthy individual or family (25)
- 3.42% reported working for a professional single parent (18)
- 2.09% reported working for a divorced couple with shared custody (11)
- 1.09% reported working for a nationally known celebrity (10)
- 1.52% reported working for a locally known celebrity (8)
- 0.95% reported working for a government employee (5)
- 0.38% reported working for an internationally known celebrity (2)

Is your employer withholding and reporting your payroll taxes?

- 67.33% reported employers withholding both federal and state taxes
- 24.24% reported employers not withholding any employment taxes
- 8.43% reported employers withholding federal taxes only



What benefits does your employer provide?

- 66.88% reported receiving paid national and religious holidays
- 63.96% reported receiving paid sick days
- 49.38% reported receiving 2 weeks paid vacation
- 36.04% reported receiving reimbursement for use of my vehicle
- 31.67% reported receiving use of an employer furnished vehicle
- 30.42% reported receiving paid personal days
- 23.96% reported receiving more than 2 weeks paid vacation
- 16.04% reported receiving 100% paid health insurance
- 12.29% reported receiving 1 week paid vacation
- 11.88% reported receiving cell phone allowance
- 12.08% reported receiving 50% paid health insurance
- 10.42% reported receiving membership to a health or country club
 - 6.46% reported receiving paid registration and/or travel expense to professional conferences
 - 2.29% reported receiving retirement plan contributions
 - 3.96% reported receiving employer paid dues to a professional association
 - 4.38% reported receiving employer paid continuing education or college courses
 - 0.83% reported receiving disability insurance
 - 1.04% reported receiving a clothing allowance

What is your hourly rate of pay for baby-sitting or working on temporary (short-term) assignments?

- 25.75% reported earning \$15.00 per hour
- 17.68% reported earning \$20.00 per hour
- 12.28% reported earning \$12.00 per hour
- 11.11% reported earning \$18.00 per hour
- 10.61% reported earning \$10.00 per hour
 - 7.58% reported earning \$14.00 per hour
 - 2.02% reported earning \$8.00 per hour
 - 0.51% reported earning \$7.25 per hour (Federal minimum wage) (2 people)
 - 0.25% reported earning \$7.00 per hour (1 person)
- 11.62% reported something other than the options the survey offered (46 people)

Live-Out Nannies: How are you compensated if you stay overnight to care for the child/children?

- 20.15% reported receiving \$100 per night additional compensation
- 15.23% reported receiving \$75 per night additional compensation
- 13.51% reported receiving \$50 per night additional compensation
- 12.04% reported receiving \$150 per night additional compensation
- 11.55% reported receiving no additional compensation
 - 4.42% reported receiving \$125 per night additional compensation
- 23.10% reported receiving other types of compensation

Live-In Nannies: How are you compensated if you provide overnight care?

- 37.80% reported that they don't receive additional compensation
- 13.39% reported that they receive an additional \$50 per day
- 10.24% reported that they receive an additional \$100 per day
- 7.87% reported that they receive an additional \$75 per day
- 4.72% reported that they receive an additional \$150 per day



Live-Out Nannies: What is your rate of pay if you travel with your employer family?

- 63.39% reported they do not travel with their employer family
- 12.95% reported receiving no additional compensation
- 7.37% reported receiving other types of compensation
- 4.46% reported receiving an additional \$150 per day
- 4.24% reported receiving an additional \$100 per day
- 2.68% reported receiving an additional \$50 per day
- 1.79% reported receiving an additional \$75 per day
- 1.56% reported receiving an additional \$125 per day

Live-In Nannies: What is your rate of pay if you travel with your employer family?

- 54.14% reported that don't travel with the employer
- 21.05% reported that don't receive additional compensation for traveling
- 7.52% reported that they receive an additional \$100 per day for traveling
- 3.01% reported that they receive an additional \$75 per day for traveling
- 2.26% reported that they receive an additional \$150 per day for traveling

When your employer doesn't need you to work, do they pay you for the time you have off?

- 72.18% reported they are paid their normal salary
- 13.18% reported that if they aren't needed, they don't get paid
- 9.00% reported that they are asked to make up the childcare hours
- 5.65% reported other

Did you receive an increase in salary (raise) in 2010?

- 34.69% reported receiving an increase that was not listed in the survey options
- 15.45% reported receiving a \$50 per week increase
- 15.16% reported receiving a 5% per week increase
- 14.58% reported receiving a \$25 per week increase
- 7.29% reported receiving a \$100 per week increase
- 6.12% reported receiving a \$10 per week increase
- 4.37% reported receiving a 10% per week increase
- 2.33% reported receiving a 7% per week increase

Did you receive a holiday gift or year-end bonus in 2010?

- 26.20% reported that their specific bonus was not listed on the survey options
 - 20.58% reported receiving a bonus of one week's salary
 - 12.68% reported not receiving a bonus or gift
 - 12.68% reported receiving a generous gift (Between \$100 and \$500 gift or gift certificate)
 - 9.98% reported receiving two weeks salary bonus check
 - 8.32% reported receiving cash plus a gift (\$100 or larger gift or gift certificate)
 - 4.78% reported receiving an extravagant gift (In excess of \$500)
 - 2.29% reported receiving a one month salary bonus check
 - 2.49% reported receiving more than one month salary bonus check
- (The gifts received included luxury services, travel, designer apparel and accessories)



Compared to 2008 are you earning more or less today?

61.71% reported that they are earning more than they did in 2008

18.74% reported that they are earning less than they did in 2008

19.55% reported that their salary is about the same as it was 2008

Did your employer report your year-end monetary gift/bonus as taxable income ?

81.68% reported no

18.32% reported yes

Breakdown of Salaries for Live-out Nannies

Listed Alphabetically by State

If fewer than 3 people responded we did not include the city or salary information

A

Full time live out nannies in Phoenix Arizona earn on average, \$537.50 per week based on 4 responses.

C

Live out nannies in Los Angeles, California earn on average, \$678 per week based on 26 responses.

Live out nannies in Long Beach, California earn on average \$488 per week based on 4 responses.

Live out nannies in Sacramento, California earn on average \$417 per week based on 3 responses.

Live out nannies in San Francisco, California earn on average \$638 per week based on 23 responses.

Live out nannies in San Jose, California earn on average, \$690 per week based on 25 responses.

Full time live out nannies in Denver Colorado earn on average \$654 per week based on 15 responses.

E

Full time live out nannies in Tampa, Florida earn on average \$767 per week based on 3 responses

G

Full time live out nannies in Atlanta, Georgia earn on average, \$703.12 per week based on 16 responses.

I

Full time live out nannies in Chicago Illinois earn on average \$668 per week based on 11 responses.



M

Full time live out nannies in Maine earn on average \$650 per week based on 9 responses.

Full time live out nannies in Baltimore, Maryland earn on average \$675 per week based on 4 responses.

Full time live out nannies in Boston, Massachusetts earn on average \$723 per week based on 49 responses.

Full time live out nannies in Detroit, Michigan earn on average \$556 per week based on 17 responses.

Full time live out nannies in Minneapolis/St Paul, Minnesota earn on average \$590 per week based on 15 responses.

Full time live out nannies in St. Louis, Missouri earn on average \$550 per week based on 3 responses.

N

Full time live out nannies in New York City, New York earn on average \$702 based on 26 responses.

Live-in nannies in New York City, New York earn on average \$713 per week based on 8 responses.

Full time live out nannies in Charlotte, North Carolina earn on average \$636 per week based on 14 responses.

Full time live out nannies in Raleigh, North Carolina earn on average \$594 per week based on 8 responses.

O

Full time live out nannies in Cincinnati, Ohio earn on average \$567 per week based on 6 responses.

Full time live out nannies in Columbus, Ohio earn on average \$463 per week based on 4 responses.

Full time live out nannies in Cleveland, Ohio earn on average \$629 per week based on 7 responses.

Full time live out nannies in Portland, Oregon earn on average \$667 per week based on 3 responses.

P

Full time live out nannies in Philadelphia Pennsylvania earn on average \$571 per week based on 12 responses.

T

Full time live out nannies in Austin, Texas earn on average \$600 per week based on 5 responses.

Full time live out nannies in Dallas, Texas earn on average \$800 per week based on 8 responses.

Full time live out nannies in Houston, Texas earn on average \$623 per week based on 46 responses.



W

Full time live out nannies in Seattle, Washington earn on average \$675 per week based on 14 responses.

Full time live out nannies in the Washington DC, earn on average \$847 per week based on 14 responses.

Full time live out nannies in Milwaukee, Wisconsin earn on average \$612 per week based on 9 responses.

Trends and Observations from the Eyes of the Domestic Payroll Industry

Below are a few observations provided by Kathy Webb of Homework Solutions, Inc. and 4nannytaxes.com

Nannies in family share arrangements are able to grow their income (\$18-20 per hour is the common gross hourly wage that is split between families) compared to what they could command with an individual family.

The nanny’s hourly rate has been flat between 2009 and 2011. When employers have turnover they are often hiring the new nanny at a lower hourly rate, frequently \$1-2 an hour less.

There has been an uptick in families with variable payroll, showing more employers are paying their nanny on an hourly basis and have varying hours from week to week. In the past, a flat weekly rate (salary) was basically the norm. Our general sense is that the employers are becoming more sensitive to the FLSA hourly rate and overtime requirements, as we are not seeing significant movement in the total wages, just more fluctuation in how payroll is being processed.

4. We are handling a lot more mileage reimbursement via payroll. We don’t have a good sense whether families are simplifying and letting the nanny be reimbursed through their regular payroll process versus giving the nanny cash to cover driving her own vehicle on the job or more employers are actually reimbursing for mileage more often today.

**Nanny wages, past and present supplied by Tom Breedlove,
Breedlove & Associates, Payroll & Tax Service for Household Employers.**

Salary comparisons for the first quarter of the following years, the average annual salary over the past four years:

2008	2009	2010	2011
\$30,114	\$28,678	\$28,432	\$30,012

New Employer Salaries (National)

We also looked at the salaries being offered by new employers in the first quarter of 2011 and compared it to the previous years:

2008	2009	2010	2011
\$32,074	\$32,243	\$32,590	\$34,765



2011 Growth vs. 2010 (Key Markets)

We looked at a handful of key markets and found wages had grown in the first quarter of 2011 (compared to Q1 2010) in most markets (exceptions are the Midwest markets):

San Francisco	+14%	Raleigh/Durham	+10%	Philadelphia	+6%
Seattle	+13%	Houston	+8%	Chicago	+1.5%
New York	+13%	Portland	+8%	Cleveland	+0.5
Boston	+11%	Dallas	+7%	Detroit	-2%
Washington, DC	+11%	Atlanta	+6%		

Benefits

The percentage of families offering paid time off and Health Insurance has not changed significantly for our client base:

	2010	2011
2+ Weeks	62%	63%
1 Week	32%	32%
Less than 1 Week	6%	5%

Health Insurance	10%	12%*

*This is likely a function of the new Health Insurance Tax Credit for Small Employers

In summary, by all measures, it's clear that the marketplace is trending back up with 2011 being notably improved in most areas of the country.



Agency Insights

FOURTEEN AGENCIES FROM COAST TO COAST RESPONDED TO THE FOLLOWING QUESTIONS:

How often do clients offer health care benefits? New York, Chicago, Houston and Baltimore reported that it was rare but Los Angeles, San Francisco, Seattle, Washington DC, Portland, Tampa, Minneapolis, and Cleveland all reported that it was very common and frequently it is a stipend paid directly to the nanny to cover her individual insurance premium.

How often do nanny employers expect a certain amount of light housekeeping chores above and beyond child related duties? The answers ran from less than 10% to almost all clients ask for a certain level of daily tidying up, including laundry, errands and maybe some cooking

What is the percentage of your clients that provide a vehicle for the nanny's work related use? New York City responded "not applicable" and Westchester County, New York said 90% provided a nanny car. L.A., Seattle and Chicago said that about 50% of their clients provide a car and the remaining agencies averaged between about 2% to 30%.

How many male nannies did you place in 2010? The Los Angeles agency was the only agency to report that they successfully placed one male nanny.

How many nanny shares did you fill in 2010? The Baltimore agency filled 6 share-a-nanny positions, the Chicago agency filled three nanny share positions, the San Francisco Bay area agency filled two and the Seattle, Portland and Los Angeles agencies reported that they successfully filled one nanny share position.

HOW WOULD YOU DESCRIBE YOUR CLIENT BASE?

1. Professional Couple – 13 agencies said this was the profile of their most frequent client family
2. Professional Parent and Stay-at-Home parent – 1 said this profile fit the majority of her client base and 12 agencies said this profile fit the second largest portion of their client families.
3. Professional Single Parent – This description fit the third largest portion of the agencies' client families.

What is the percentage of English first language nannies your agency represents?

Westchester Co, NY:	70%	San Francisco Bay Area:	40%
New York City:	80%	Baltimore:	85%
Los Angeles:	95%	Seattle:	95%
Chicago:	15%	Washington DC:	35%
Houston:	15%	Portland, OR:	90%
Cleveland:	95%	Minneapolis:	95%
Tampa/Orlando:	82%		



STATE, CITY	AVERAGE WEEKLY GROSS SALARY	DO YOUR CLIENTS PAY REQUIRED TAXES	HOURLY RANGE
NEW YORK CITY AND SURROUNDING AREA	\$850 TO \$925 PER WEEK BASED ON AN AVERAGE OF A 53 - 55 HOUR WORK WEEKS	DON'T KNOW	\$16.00 - \$20.00 PER HOUR
LOS ANGELES AND SURROUNDING AREA	\$900 TO \$1250 PER WEEK BASED ON AN AVERAGE OF 50 HOUR WORK WEEKS	APPROXIMATELY 80%	\$18.00 - \$25.00 PER HOUR
CHICAGO AND SUBURBS	\$650 TO \$900 PER WEEK BASED ON AN AVERAGE OF 50 HOUR WORK WEEKS	APPROXIMATELY 70%	\$13.00 - \$18.00 PER HOUR
HOUSTON AND SURROUNDING AREAS	\$650 TO \$750 PER WEEK BASED ON AN AVERAGE OF 50 HOUR WORK WEEKS	WE THINK 100% ARE IN COMPLIANCE	\$12.00 - \$15.00 PER HOUR
PHILADELPHIA AND SOUTH NEW JERSEY	\$650 TO \$750 PER WEEK BASED ON AN AVERAGE OF 50 HOUR WORK WEEKS	DON'T KNOW	\$13.00 - \$15.00 PER HOUR
SAN FRANCISCO AND SURROUNDING AREAS	\$800 TO \$1000 PER WEEK BASED ON AN AVERAGE OF 45 TO 50 HOURS PER WEEK	99% PAY LEGALLY	\$18.00 TO \$20.00 PER HOUR
BALTIMORE AND SURROUNDING AREAS	\$550 TO \$750 PER WEEK BASED ON AN AVERAGE OF 45 TO 50 HOURS PER WEEK	ESTIMATE 80%	\$12.00 TO \$15.00 PER HOUR
SEATTLE AND SURROUNDING AREAS	\$600 TO \$900 PER WEEK BASED ON AN AVERAGE OF 40 TO 45 HOURS PER WEEK	WE THINK 100% ARE IN COMPLIANCE	\$15.00 TO \$20.00 PER HOUR
WASHINGTON DC AND SURROUNDING AREAS	\$720 TO \$1000 PER WEEK BASED ON AN AVERAGE OF 45 TO 50 HOURS PER WEEK	98% - 100%	\$16.00 TO \$20.00 PER HOUR
PORTLAND, OREGON AND SURROUNDING AREAS	\$600 PER WEEK BASED ON AN AVERAGE OF 45 TO 50 HOURS PER WEEK	WE THINK 100% ARE IN COMPLIANCE	\$12.00 TO \$15.00 PER HOUR
CLEVELAND AND AKRON	\$550 TO \$720 PER WEEK BASED ON AN AVERAGE OF 45 HOURS PER WEEK	APPROXIMATELY 90%	\$12.00 TO \$16.00 PER HOUR
MINNEAPOLIS AND ST PAUL	\$640 TO \$900 BASES ON AN AVERAGE OF 45 HOURS PER WEEK.	WE THINK 100% ARE IN COMPLIANCE	\$16.00 TO \$17.00 PER HOUR
TAMPA, ORLANDO, WEST COAST OF FLORIDA	\$660 BASED ON AN AVERAGE OF 44 HOURS PER WEEK	APPROXIMATELY 83%	\$15.00 PER HOUR