Objectives

- To provide credible salary and benefit information about in-home child care professionals.
- Show the effects of training and experience on salary and benefits.
- Monitor salary and benefit changes over time.
Method

- Survey developed jointly by the INA and Survey Design & Analysis
- 3rd revision in 2014
- Distribution channels
  - Agencies
  - Email invites to INA Members
  - Facebook promotions on INA Facebook and other member pages
- 982 complete plus 261 partial responses
Response Distribution

- Facebook link 41%
- INA email invite 35.3%
- Agency/Member email invite 18.2%
- All other 5.5%
Nanny Profile

- Respondents job titles
  - Nanny 53%
  - Nanny/Household Manager 39%
  - Newborn Care Specialists and Specialty Nanny 5%

- 99% female
- 92% live outside the employer’s home
- 85% some college education
- 77% work full time, up from 70% in 2012
• 90% CPR certified; 85% first aid certified

• 30% have taken online childcare CE classes, up from 21% in 2012

• 79% work for families where both parents work

• 78% have worked 3 or fewer years with the current employer, 13% have worked 3 – 5 years with the current employer
Nanny Experience

- 28% less than 5 years in the field
- 32% between 5 – 10 years in the field
- 40% greater than 10 years in the field

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Nanny Education

- 53% have an associates, bachelors or higher level degree in early childhood education, child development, education or a child related field, a 15% increase from 2012

- 31% have attended a nanny educational conference or workshop in the prior 12 months

- 13% have completed the INA Basic Skills Assessment and/or the INA Nanny Credential Exam
Nanny Pay

- Average hourly rate USD$18.66, $1/hour increase from 2012
- 49% have had a salary increase in prior 12 months, up from 38% in 2012
- 60% paid hourly, 27% on a weekly basis
- 68% legally compensated for overtime
Nanny Pay (Cont.)

- Education and experience correlate with higher hourly wage
- 60% received an annual bonus in 2013, up from 53% in 2011
- Newborn care specialists and specialty nannies earn more
- INA Credentialed nannies average $19.96 per hour
Nanny Pay (Cont.)

- 64% are paid legally
- 41% are paid through a payroll service, up from 31% in 2012
- 75% earn more than they did in 2010, up from 69% in 2012 when compared to 2008
International Compensation

- 48 respondents from AUS (only 30 included an hourly rate), 7 from Canada, 8 from the UK
- Compensation converted to USD January 2015
- No statistical difference in hourly rate US vs. AUS (after the conversion)
- CAN and UK had an insufficient survey size to compute
Hourly Rate By Years of Experience

- Approximately how many years experience do you have as a nanny? N=639
Hourly Rate By Education Level

- What is your highest level of traditional education outside of any nanny training? N=1027*

*Includes Nanny and Nanny/Household Manager
Hourly Rate by Type of Family

- Couples when one partner does not work pay more for nanny care
Hourly Rate by Time with Current Employer

- 78% have 3 or fewer years with current employer
Nanny Benefits

- 62% receive paid vacation
- 57% receive paid holidays, down from 66% in 2012
- 71% receive “guaranteed pay” when the family does not need them
- 10% receive full health insurance; 12% receive partial health insurance
Aspects of Nanny Job

- 12% provide overnight care
- 71% do temporary childcare outside their regular job
- 29% found their job through a local nanny agency; another 10% through a national nanny agency
- 34% found their job online, a 10% increase from 2012
- 77% care for 1 (31%) or 2 (46%) children

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Aspects of Nanny Job

• 13% care for multiples and 13% care for children with special needs

• 42% have children of their own, up from 35% in 2012

• 67% have a written work agreement
  • 80% who were placed by a nanny agency have a written work agreement

• 77% have been with their current employer less than 3 years
Executive Summary

Conclusions

- Improved economic conditions are evident in the industry; higher hourly rate, more bonuses, more full time work

- Technology trends are contributing to changes in the nanny industry; increase use of online classes, online listing services in job search, and more using a payroll service

- Education level and experience of nannies and most aspects of the nanny job have remained stable over the last 3 years.
INA’s Handbook for Nanny Employers Created for INA member nanny agencies to help them provide families step by step guidance when hiring a nanny.

Here are some of the expert tips provided in this handbook:
- Interviewing Candidates
- Negotiating Salary and Vacation Time
- Writing A Work Agreement
- Identifying and Managing Problems
- Employer Tax Obligations
- Sample job applications, performance review forms, home emergency templates and more

The International Nanny Association (INA) is a non-profit professional association dedicated to excellence in in-home childcare.

INA members include nannies, newborn care specialists, nanny placement agencies, educators and specialty services that support the industry.

The INA articulates standards, produces assessment and credentialing tools, publishes educational materials for families, and has held an annual educational conference for 30 consecutive years.