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# 2022 INA Salary and Benefits Survey

Prepared by Survey Design & Analysis

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**March 20, 2023**



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**SURVEY DESIGN & ANALYSIS**  
WHEN DECISIONS MATTER

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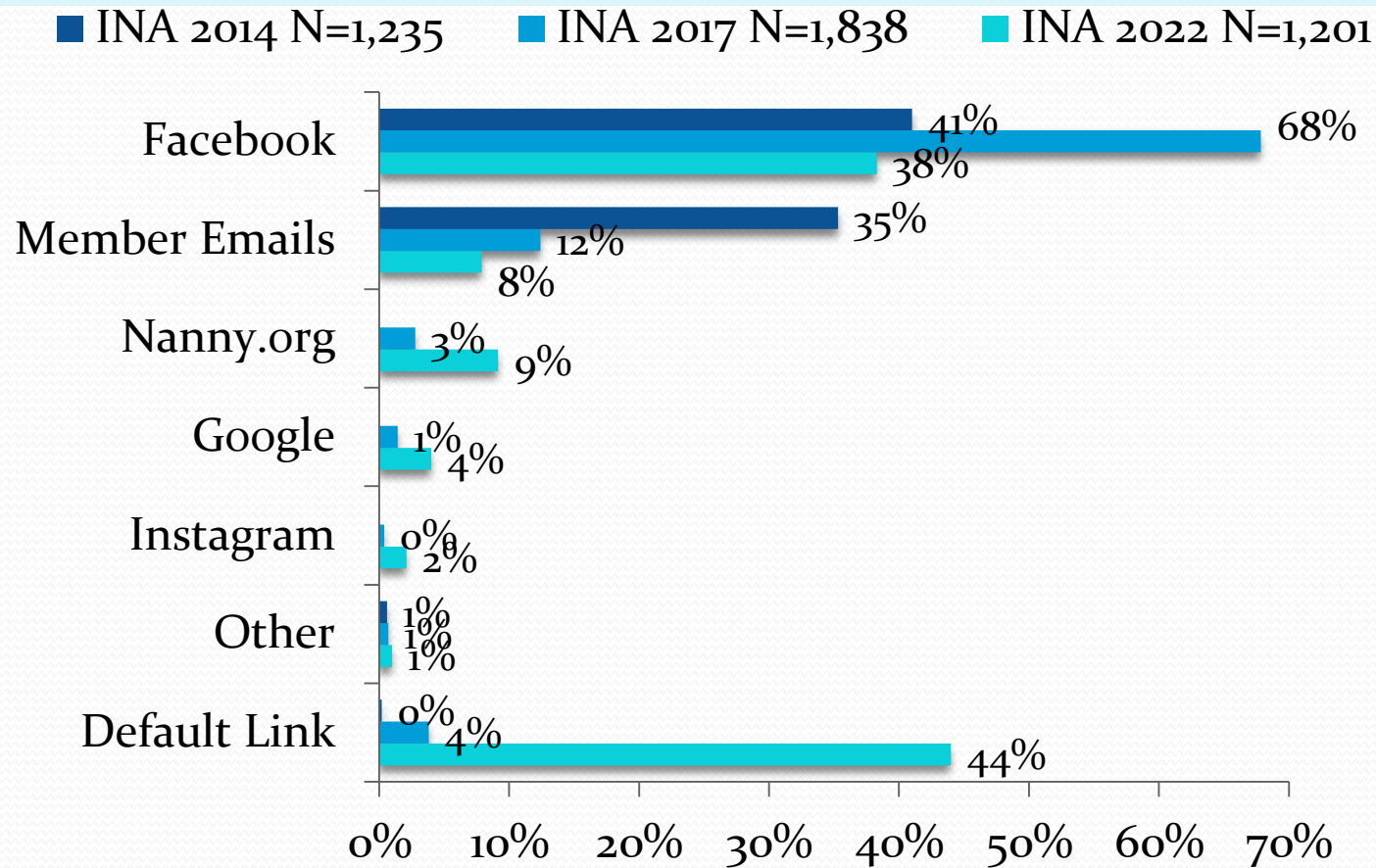
# Objectives

- To provide credible salary and benefit information for the nanny profession as well as that of newborn care specialists.
- Show the effects of training and experience on salary and benefits.
- Monitor salary and benefit changes over time.

# Methods

- SDA and INA jointly worked on survey changes from the 2017 INA survey. In particular, questions for Newborn Care Specialists were broken out separately.
- The survey was refined through extensive reviews, tests and a pilot run.
- The survey was distributed directly by the INA using an SDA-generated generic link.
- A total of 978 complete and 223 partial responses were received during the period from 1/19/2023 through 2/19/2023.

# Response Distribution



# Executive Summary

# Executive Summary

- Nanny Profile – **No Change from Previous Years**
  - Nannies (57%) and Nanny/Household managers (39%)
  - 98% of nannies are female
  - 78% of nannies work full-time(=>35 hours per week)
  - 91% of nannies live outside their employer's home
  - 78% of nannies have more than 4 years experience
  - 89% have CPR certification, 83% have first aid
  - 98% of respondents from the United States
- Nanny Profile – **New, Changing or Trending**
  - 90% of respondents are nannies and 7% newborn care specialists, 3% were neither (and were disqualified).
  - 54% of nannies have at least a 2-year college degree (42% in 2017)
  - 35% of nannies subscribe to nanny online newsletters and/or blogs down from 53% in 2017
  - More nannies are on hourly system for their pay; 69% in 2017 → 83% in 2022

# Executive Summary

- Nanny Pay and Benefits – **No Change from Previous Years**
  - Experience and education affect a nanny's hourly pay rate
    - More experience and/or an advanced degree means higher hourly rate
  - Nanny pay is highest on the coasts; California, Washington on the west and New York, Maryland and Massachusetts in the east
  - 69% of nannies receive at least 2 weeks paid time off
- Nanny Pay and Benefits – **New, Changing or Trending**
  - Nanny median hourly rate is increasing \$16 in 2012 → \$19 in 2017 → \$25 in 2022; NCS median hourly rate is \$35.
  - 72% of nannies are compensated for overtime, up from 58% in 2017
  - 28% of nannies receive health insurance, full (11%) or partial (17%) up from 17% in 2017
  - 74% of nannies receive an end of the year bonus, up from 60% in 2017
  - More nannies are receiving paid time off
    - Personal days: 36% in 2012 → 51% in 2017 → 80 % in 2022
  - 67% do not travel as part of their job up from 54% in 2017
  - Percent that receive a yearly salary increase; 38% in 2012 → 52% in 2017 → 67% in 2022



# Executive Summary

- Aspects of Nanny Job - **No Change from Previous Years**
  - Number of children cared for, 46% - two children, 30% - one child
  - Ages of children, infant to teenagers, 3-5 years most common (41%)
  - 38% percent caring for multiples/special needs children
  - 73% of nannies have been with their current employer for 3 years or less
  - 9% of nannies bring their own children to work
  - 70% of nannies feel they are making “More” (52%) or “Much More” (18%) than in 2021
- Aspects of Nanny Job - **New, Changing or Trending**
  - 46% of nannies found current position by local placement agencies; 42% by an online recruiting site
  - 69% of NCS’s found position by “word of mouth”
  - 76% of NCS’s worked more than 30 weeks in 2022
  - 77% of nannies have written work agreements; up from 69% in 2017
  - 83% of nannies were paid as employees in 2022
  - 55% use “Bank Transfer” for payments
  - 72% of nannies are paid from a payroll service up from 50% in 2017
    - 31% use Care.com HomePay service; next most popular is GTM with 21%



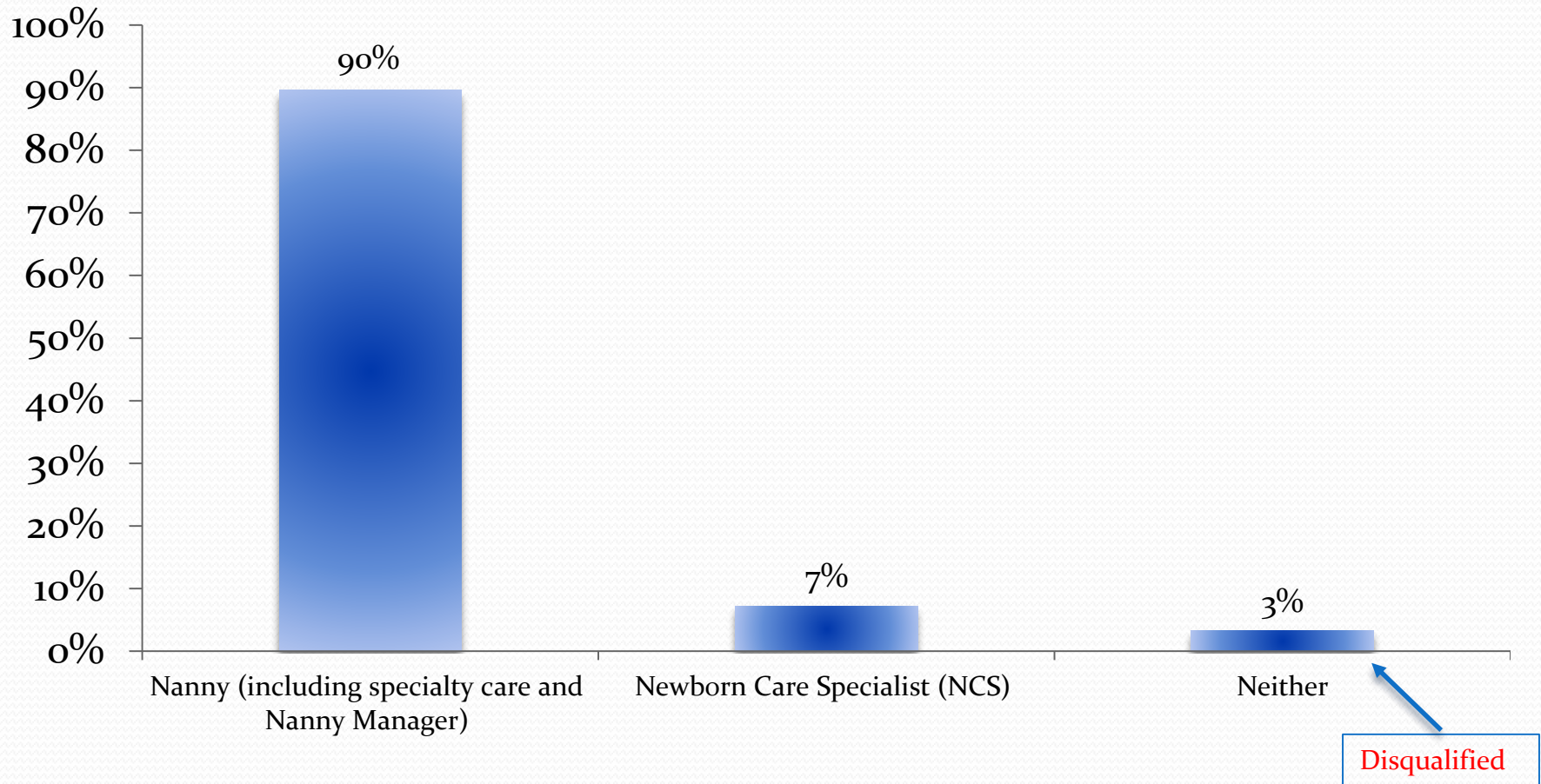
# Executive Summary

- Family Type has shifted
  - 57% of nannies work for a couple with at least one parent working from home, up from 17% in 2017
  - 47% of NCS's work for a couple with both parents on maternity leave
- Observations
  - The pandemic has clearly had its affect on the nanny industry.
  - Higher wages and more benefits indicate that the pandemic has brought to light the value of child care.
  - More nannies are using local placement agencies (46%) for finding positions than online recruiting sites (42%) unlike in previous years.
  - Although 42 of the 50 states and the District of Columbia were represented in the results, more than 20% of nannies were from either California or Texas.

# Introduction

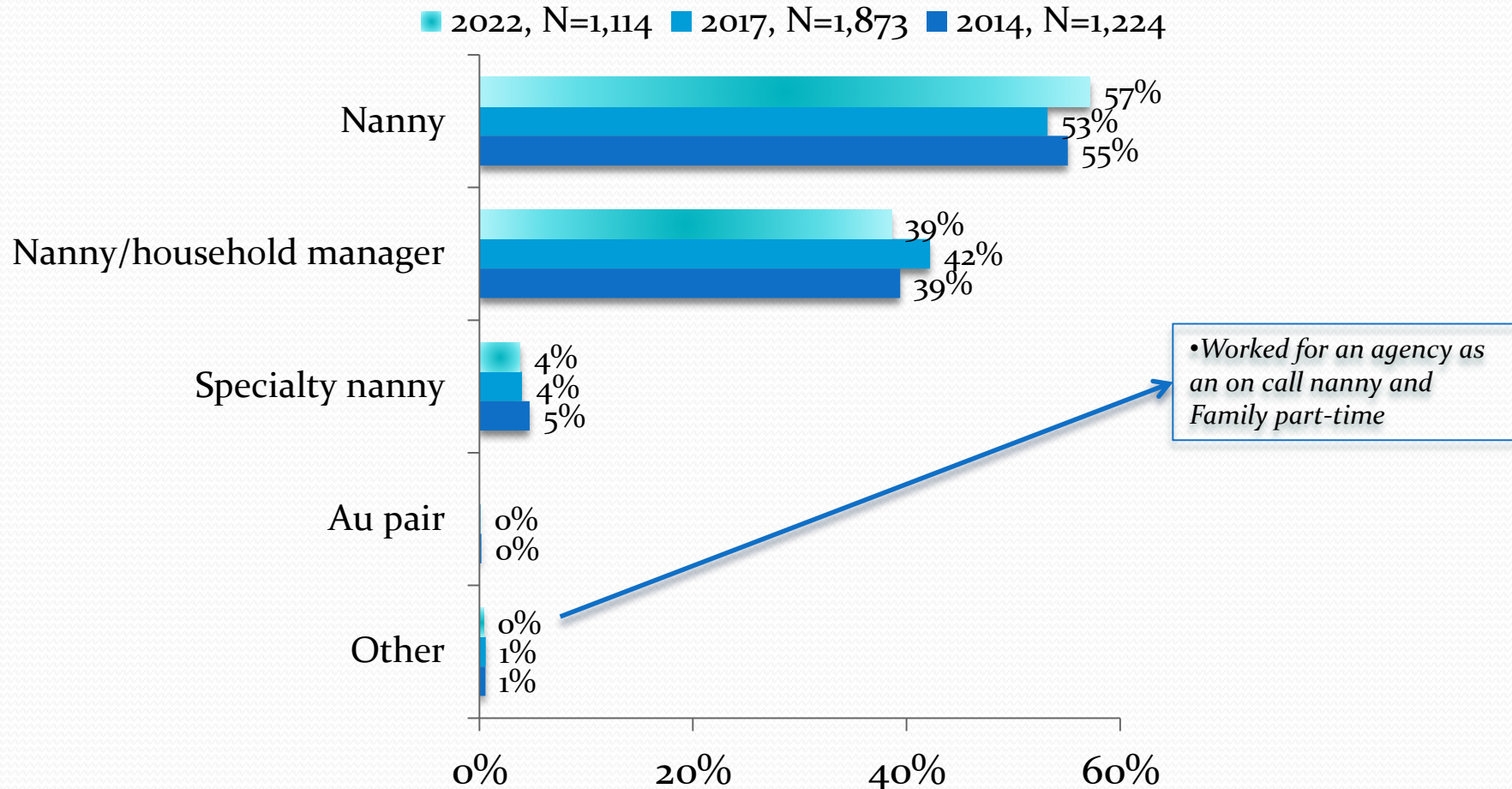
# Nanny or NCS

*During 2022 were you working primarily as a Nanny or as a Newborn Care Specialist? N=1,286*



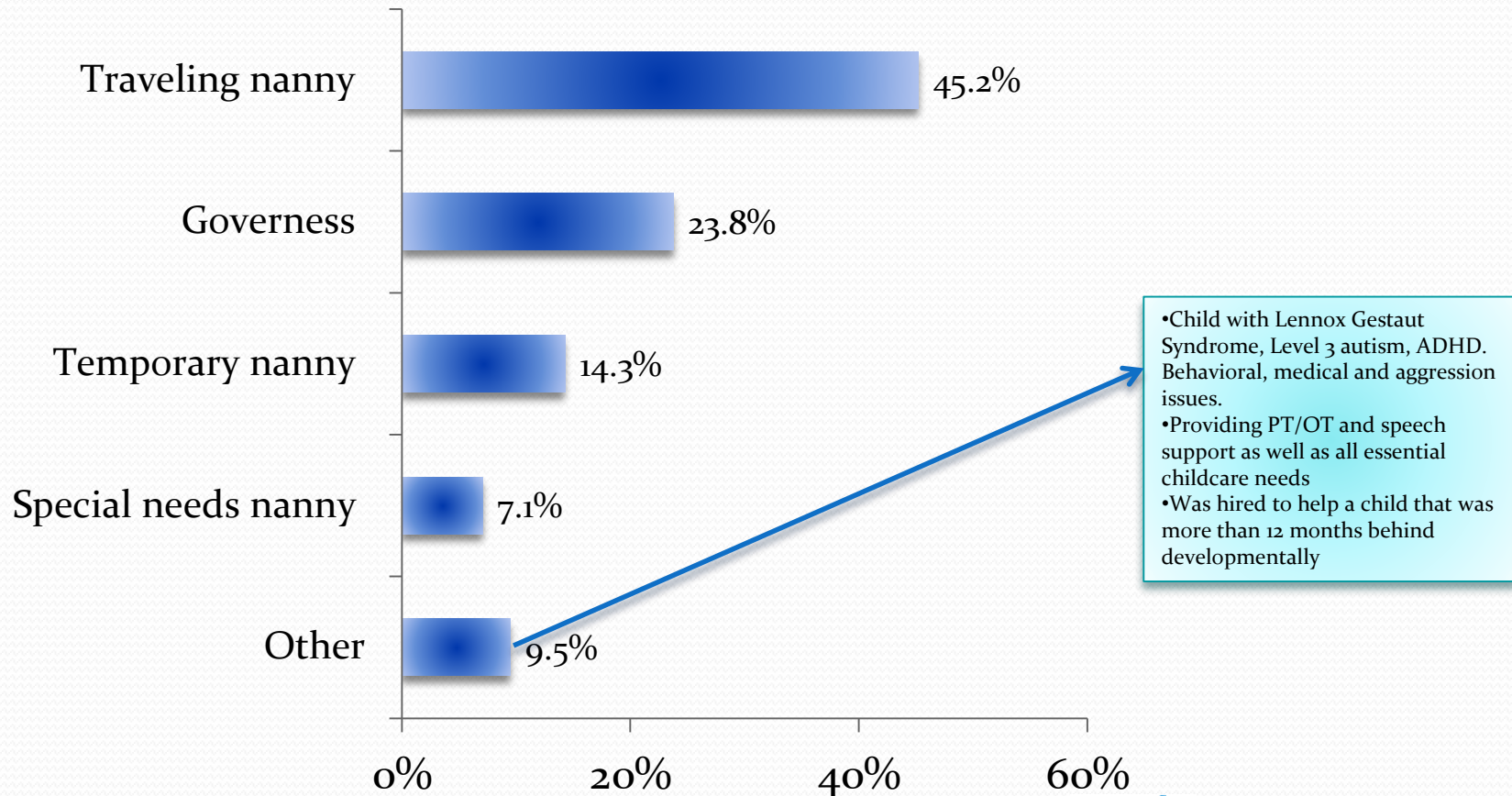
# Role

Which of the following best describes your role in your employer's home as a nanny?



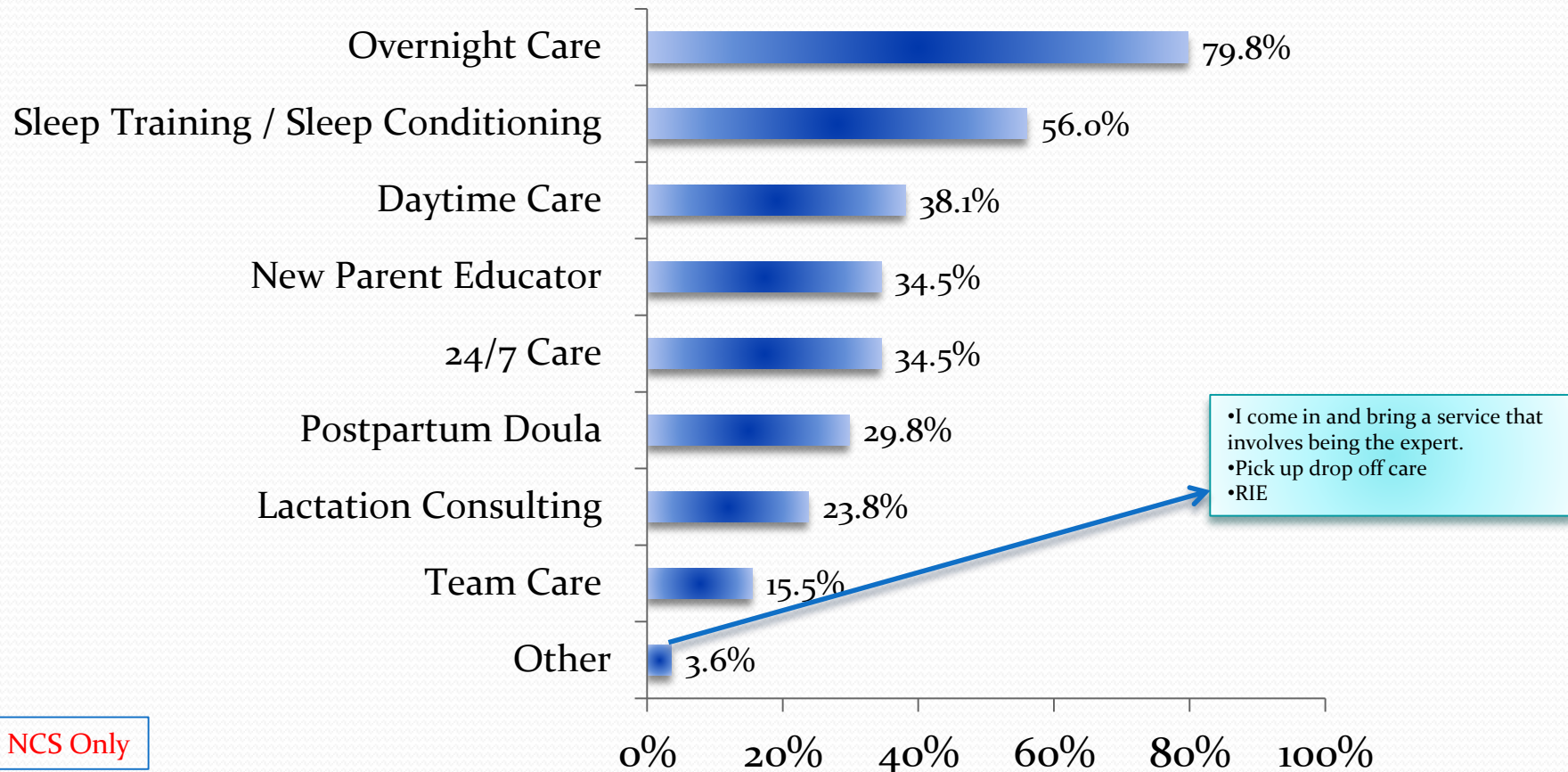
# Specialty Nanny

Which of the following types of specialty nannies were you over the last 12 months? N=42



# Role as an NCS

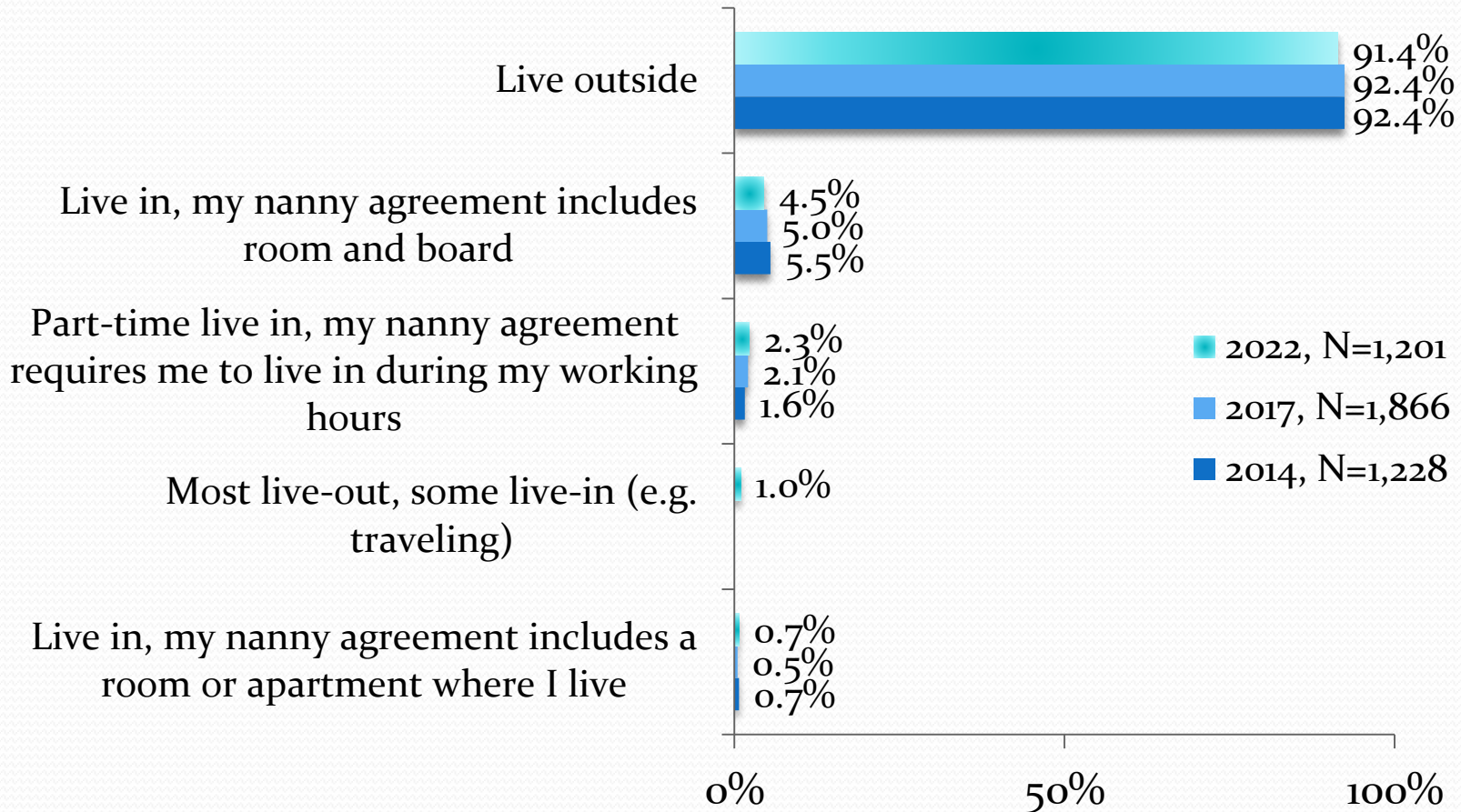
4. Which of the following best describes your typical role as an NCS? (Select all that apply) N=84



NCS Only

# Living Arrangement

*Do you live-in or live-out of your employer's home?*

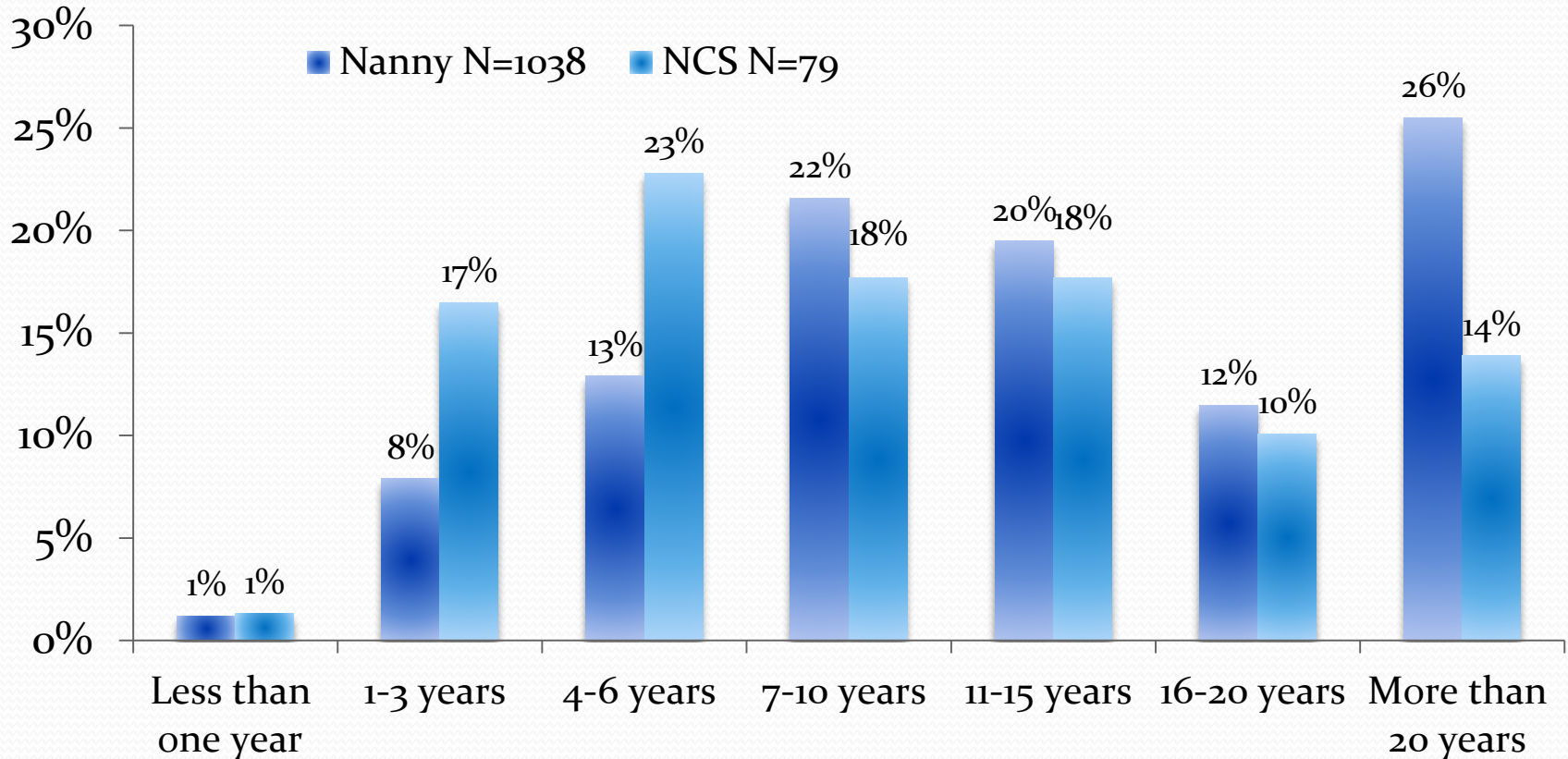




# Experience, Education and Certifications

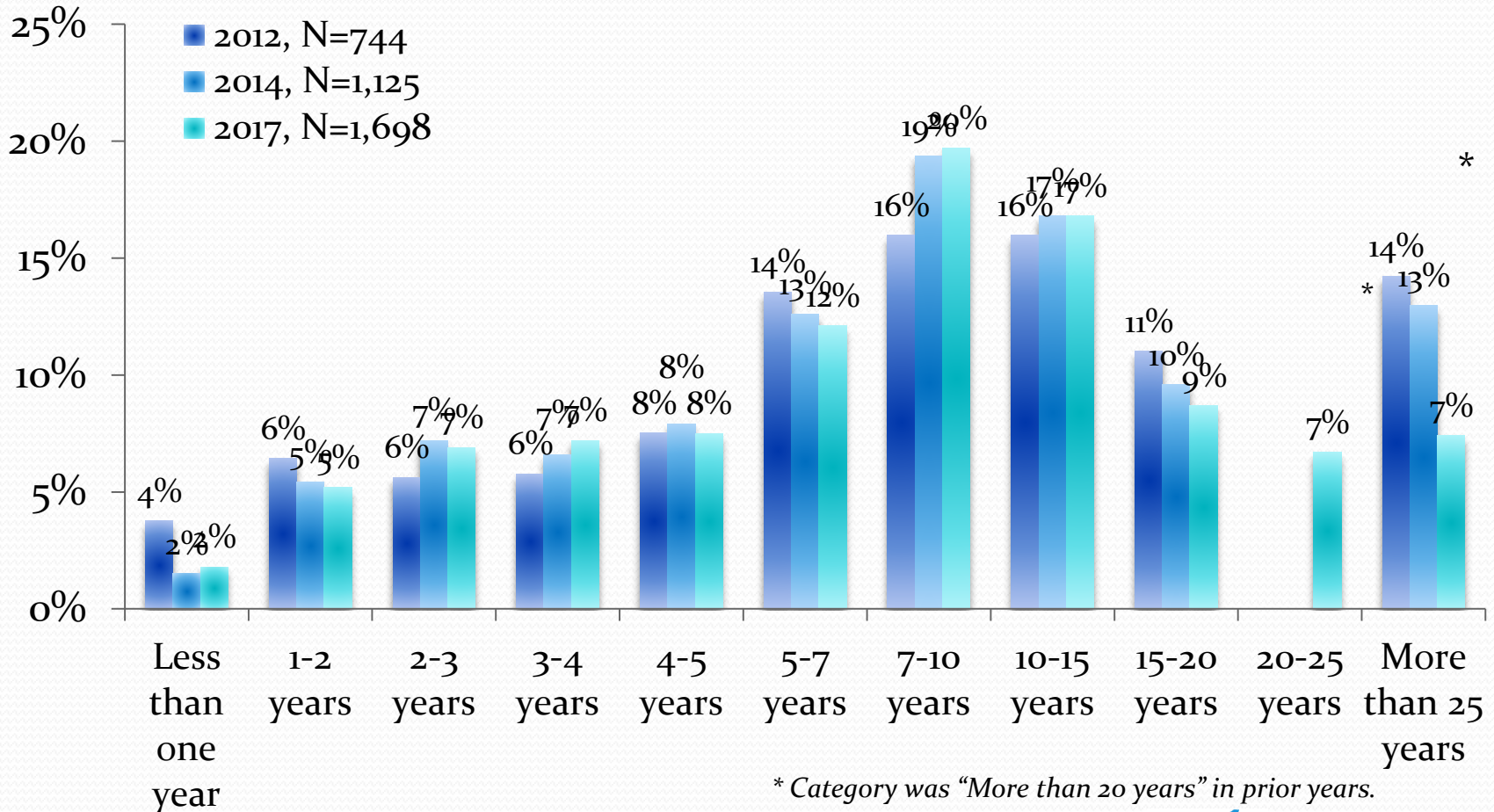
# Experience as a Nanny

*Approximately, how many years experience do you have as a nanny?*



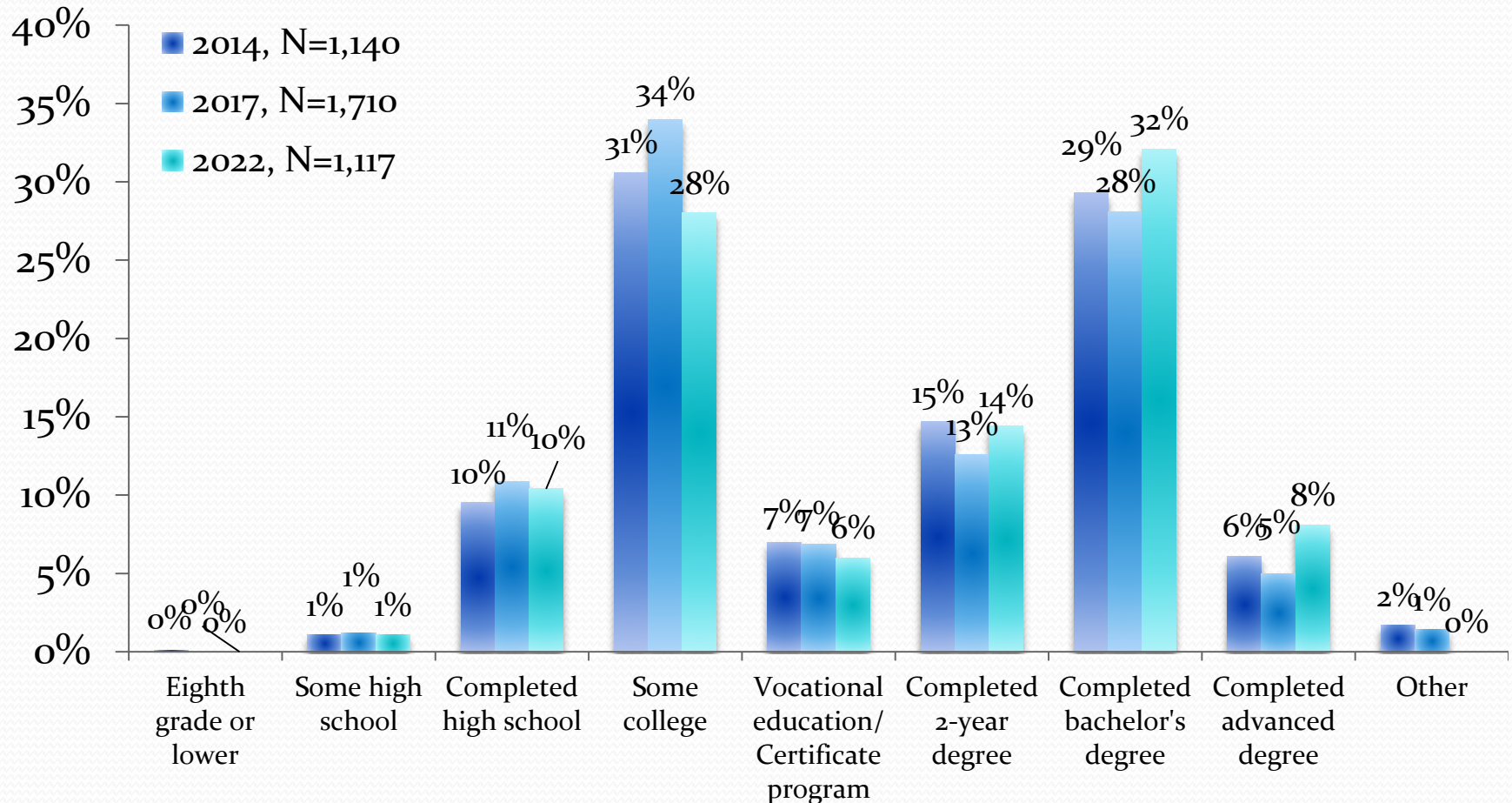
# Experience as a Nanny (Prior Years)

Approximately, how many years experience do you have as a nanny?



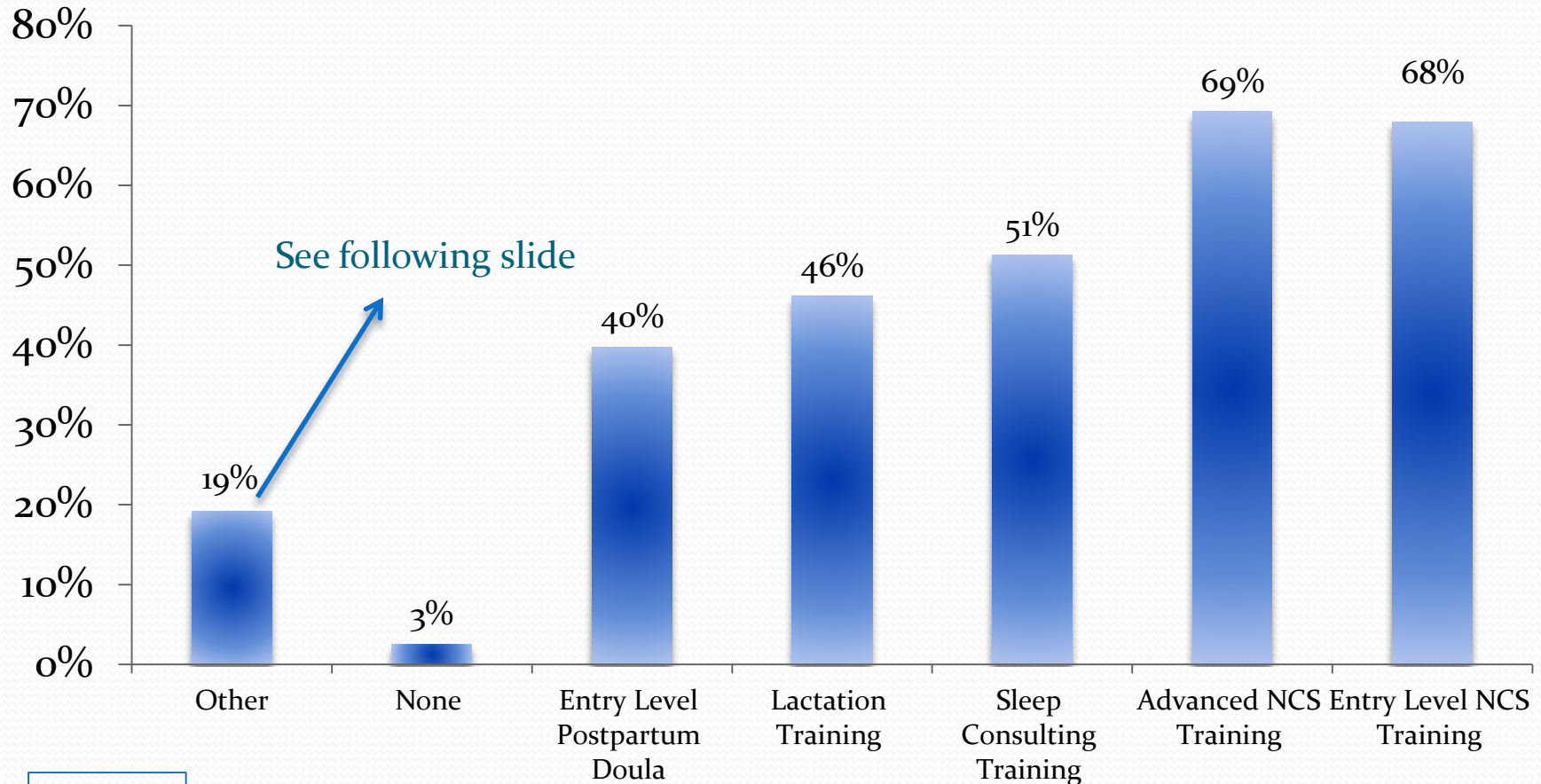
# Education Level

*What is your highest level of traditional education outside of any nanny training?*



# NCS Specific Training

Which of the following NCS specific training have you had? (Select all that apply) N=78



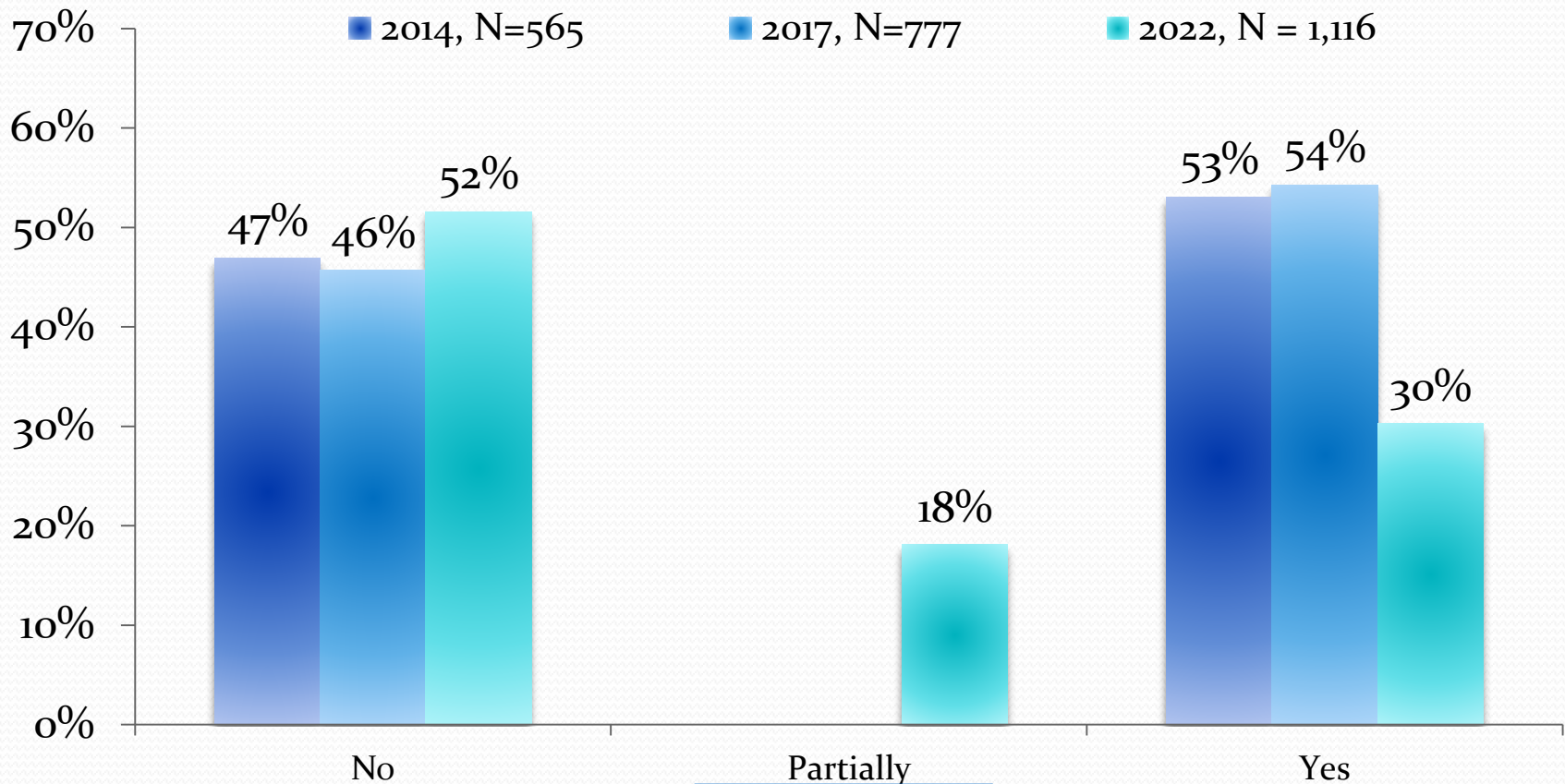
NCS Only

# NCS Specific Training: "Other"

- *BA early children Education*
- *Babywearing Consultant*
- *Birth Doula*
- *Certified Reflux Consultant*
- *Full spectrum doula training, safe sleep training, lactation training and childbirth Ed training*
- *Infant Feeding Specialist*
- *Infant Mental Health Endorsement, Perinatal Mood Disorder training*
- *RIE and Montessori*
- *Short courses in handling of breastmilk, sleep conditioning, 24-hour care, infant oral anatomy.*
- *Montessori educator*
- *New Parent Educator (2)*
- *Perinatal Mental Health Training*

# Child-related Education

Do you have a degree (2-year, bachelor's, master's or PhD) in early childhood education, child development, education or other child-related field? *[Asked of those with a degree.]*

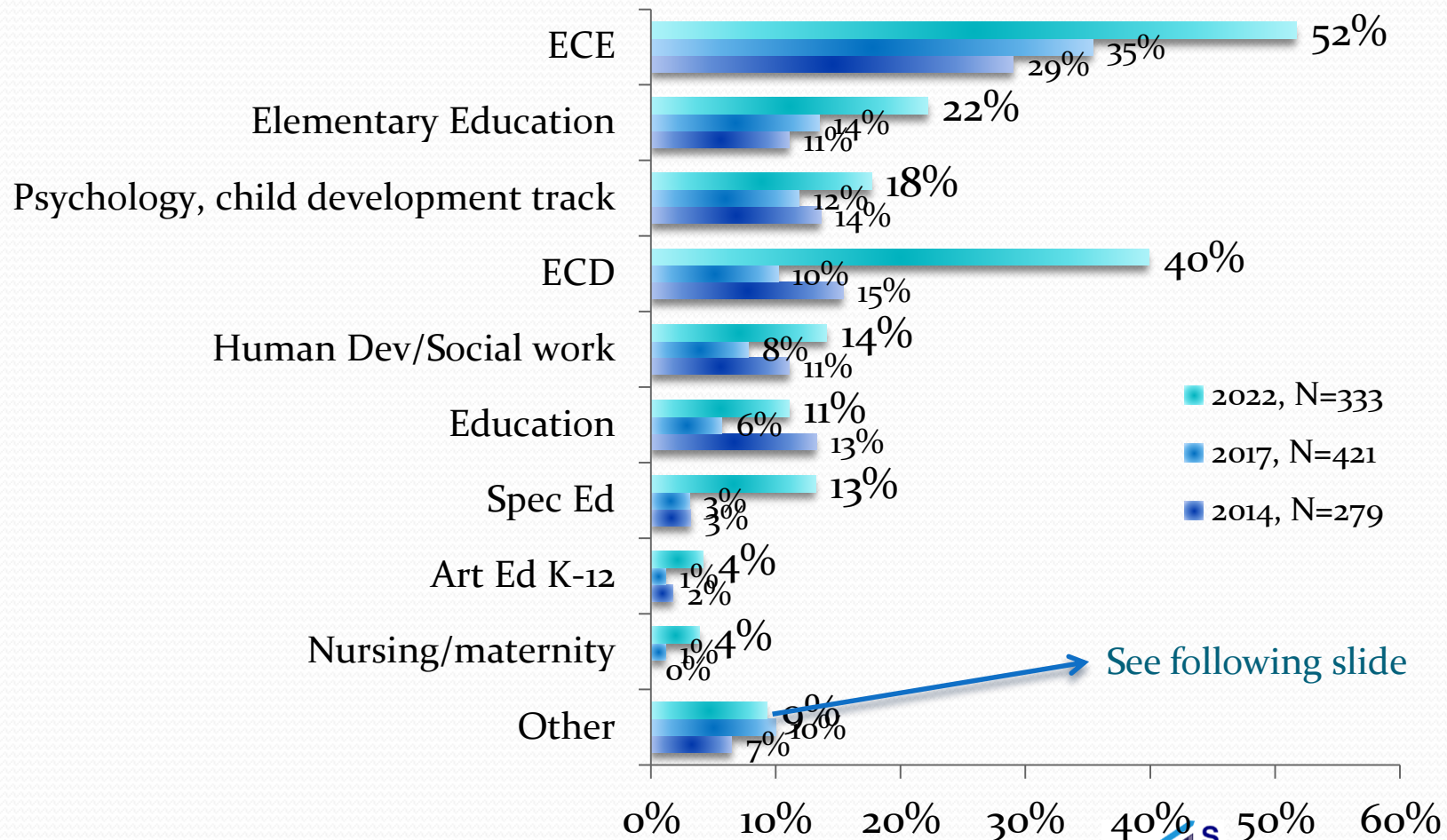


New option in 2022.



# Type of Child-related Education

In which of the following child-related areas is (are) your degree(s)? (Select all that apply)



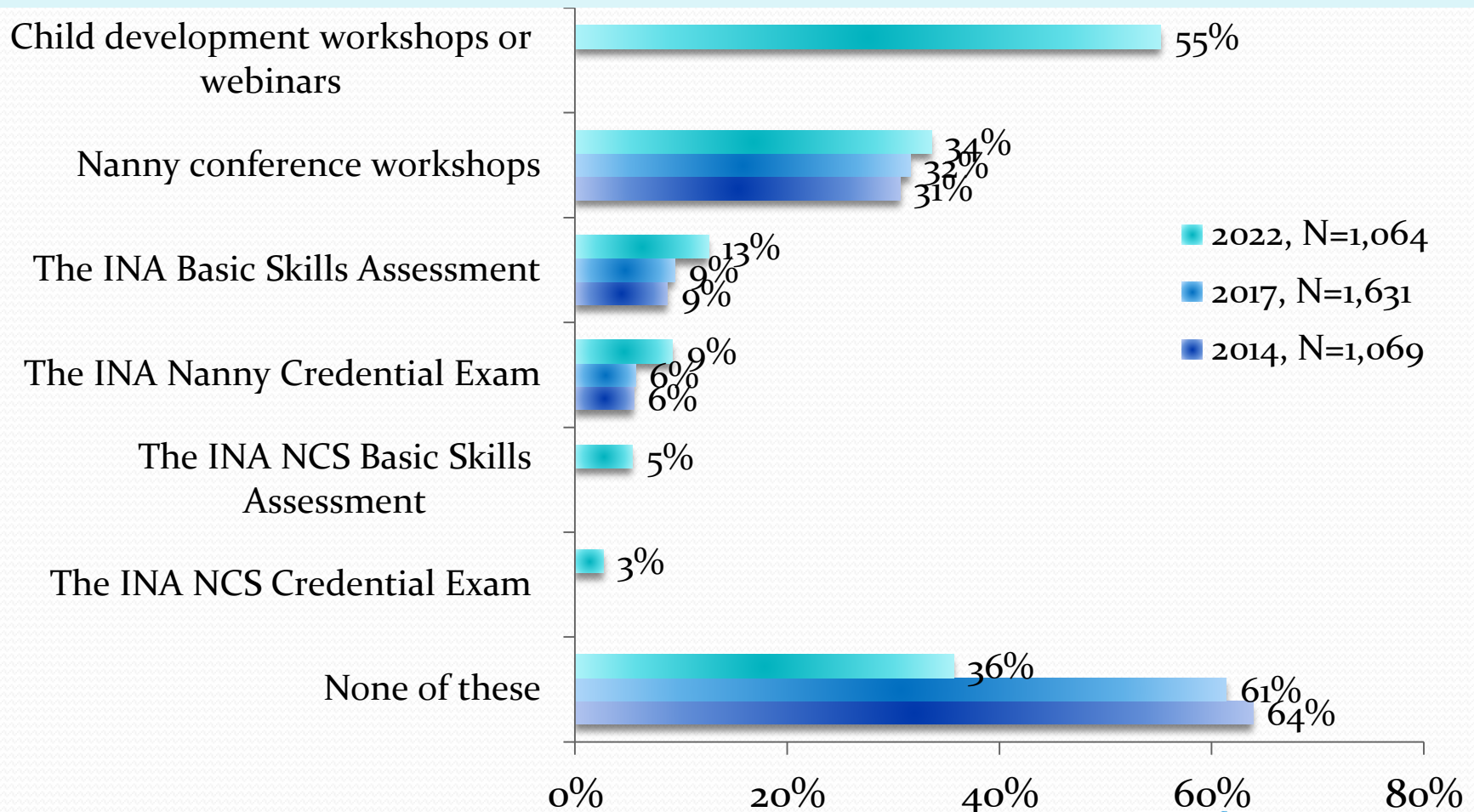
See following slide

# Type of Child-related Education: "Other"

- *1 year certification for Infant Toddler care*
- *Art therapy*
- *Criminal Justice*
- *Critical and Creative Thinking*
- *Doula*
- *Graphic Arts*
- *Journalism/Ad PR*
- *Language (2)*
- *Newborn care specialist (4)*
- *NNEB (3)*
- *Pediatrician*
- *Postpartum, Childbirth Educator*
- *Psychology (2)*
- *RIE*
- *School Counseling*
- *Social Sciences (2)*
- *Speech pathology (2)*
- *Stem certificate*
- *TESOL*
- *Waldorf*

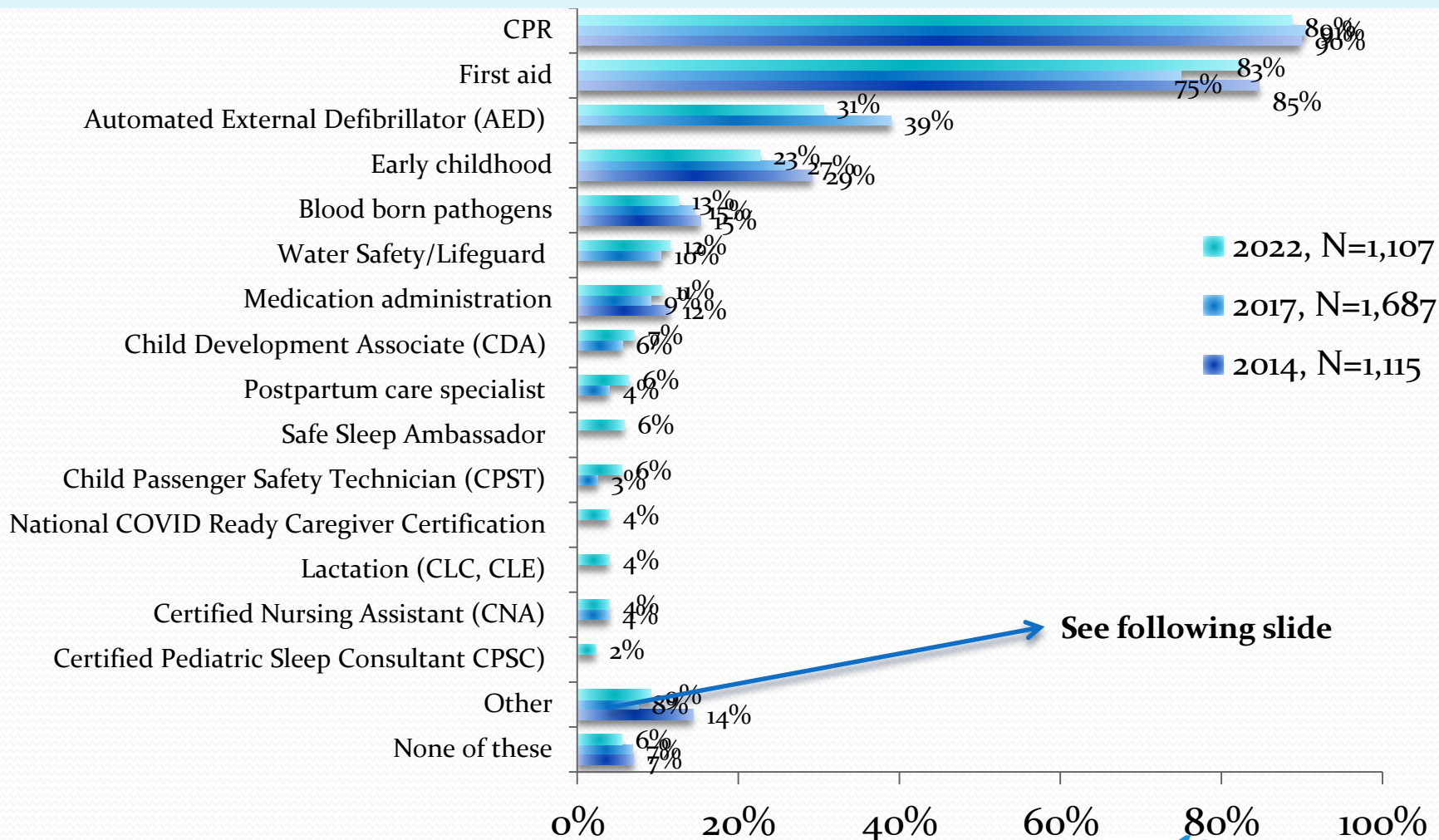
# Nanny Credentials

Which of the following have you successfully completed? (Select all that apply.)



# Certifications

Which of the following certifications do you currently hold? (Select all that apply.)



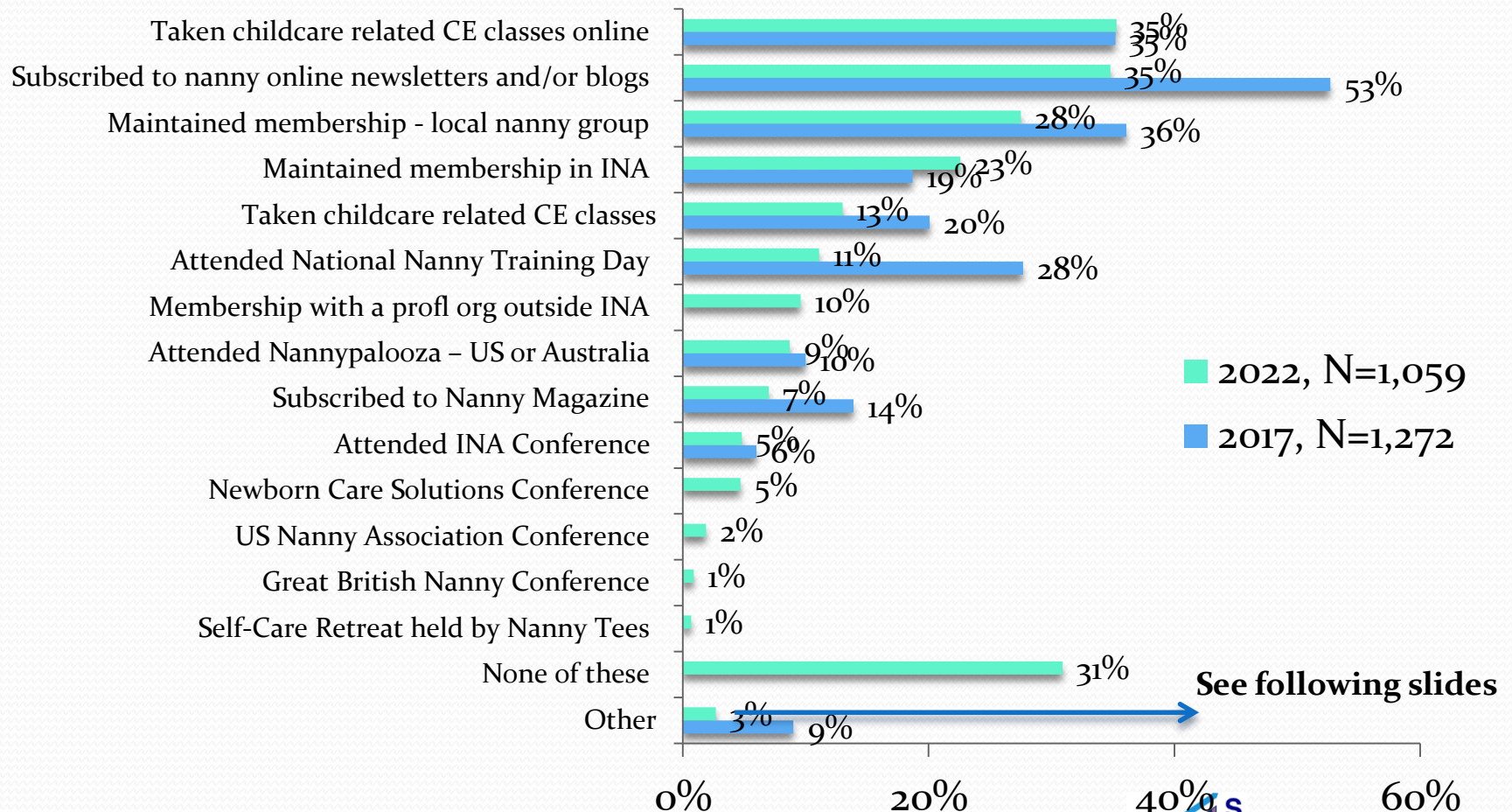
# Nanny Certifications: "Other"



- 12 hour essentials, medication administration, emergency preparedness, supervision of children
- A variety of childcare workshops conscious discipline etc..
- AED
- Bachelors degree in philosophy and psychology
- Bachelors in early childhood education, masters in elementary education
- Behavior 40 hr training
- Birth & postpartum doula (2)
- CACHE Advance Certification (2)
- Certified Infant reflux consultant
- Certified Medical Assistant (CMA) (2)
- Certified positive discipline instructor (5)
- Certified Professional Nanny (3)
- Child anise prevention training
- Child behavioral
- Child safety and nutrition
- College classes
- Completion certificate from Nanny training school 1990
- CPD Early Years Foundation
- Dance school owner and certified dance teacher
- Developmental works, TN early learning standards hops
- Elementary School Librarian Certification
- EMT (2)
- EPI pen (2)
- EPILEPSY FOUNDATION: SEIZURE RECOGNITION AND FIRST AID
- Food hygiene, maternity nurse level 5, teaching children to read (Ruth Miskin: Read Write Inc)
- Food management
- Identify child abuse
- I'm working with the speech and general therapist to autistic child
- Infant Feeding Specialist
- Infant massage (2)
- Infant Toddler Care and Dev.
- International Nanny Training Days
- K-8 teacher certification (2)
- Mass Dept of early Ed and care lead teacher for infants toddlers preschoolers and director II certified
- Mater it's practitioner award, Makaton level 1
- Montessori teacher (2)
- More than 10 different webinars and certifications (2)
- NCP from USNA
- Therapeutic Ultrasound
- NCS Training/Certification (24)
- Newborn Sleep Consultant cert
- NNEB degree
- NRP, CCE, HIV/AIDS hours
- Nurturing Nanny, Nanny Institute, BLW, Water Safety, Respectful Carer, Conscious Discipline, PDA, How to Feed Littles,
- Organization and other classes
- Pediatric respiratory therapist
- Phlebotomy
- Positive Discipline, Child Nutrition
- Potty Training consultant, Childhood nutrition
- Professional Nanny Training Certification
- RDH
- Red Cross babysitting certification
- RIE training (3)
- RN (4)
- Seizure recognition and first aid
- Several through the USNI.
- SIDS
- Slp
- Suicide awareness and prevention training, tourniquet training
- Teaching Cert.
- Texas teaching license

# Professional Activity Participation

Which if any of the following professional activities have you taken part in within the last 12 months? N=1,272



See following slides

# Professional Activity: “Other”



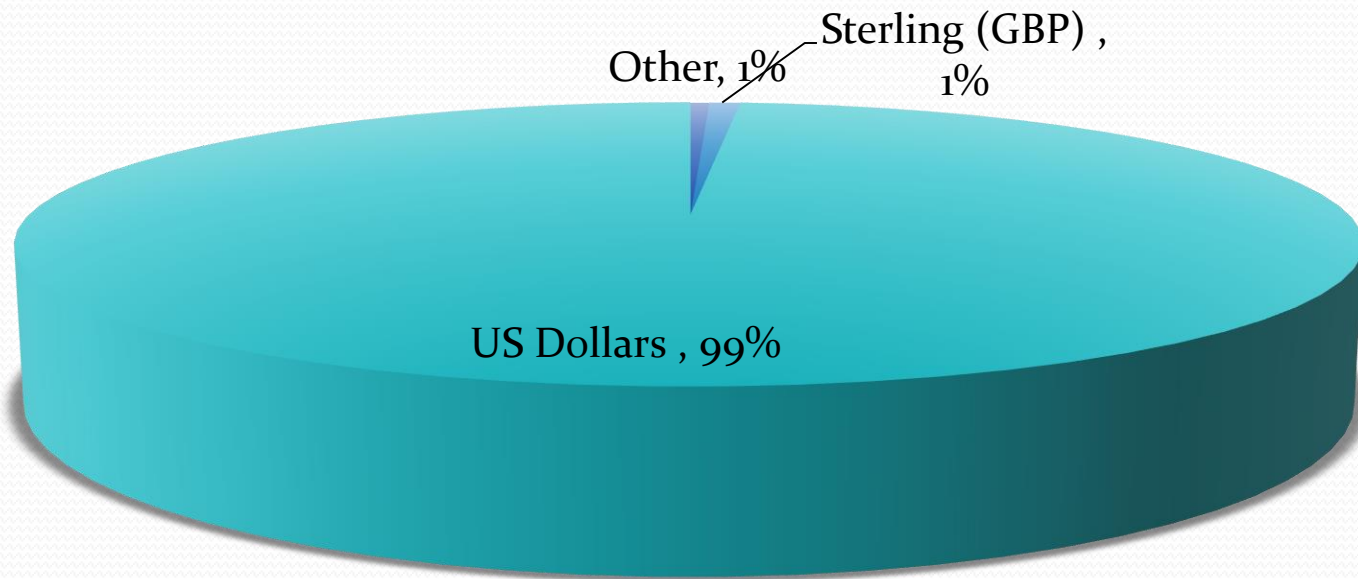
- APNA Conference
- Ask the Nanny weekly Lives
- Attended local and state parenting conferences/early childhood educator conference
- California Early Childhood Online (CECO) modules
- CAPPA CONFERENCE
- Continuing education in cpr, 1st aid & EpiPen training
- coursera course work
- CPR
- DONA membership + NCSA membership
- Foster parenting classes and license renewal
- Grad school in related field
- Infant/Child CPR and first Aid
- Mindfulness conference
- NAEYC National Convention (2)
- NDWA membership- I feel like that really should be a listed option on here
- Newborn Care Specialist Training with Newborn Care Solutions
- Newborn care trainings and wvwns
- Occupational therapy training
- Read books
- RN
- Sleep consultant certification
- Sleep training
- Started a network/support group for professional nannies and governesses
- Taken a Childcare course with the Chilcare Institute in London UK
- Teaching Every Reader: The Science of Reading; Newborn Care Solutions 16-Hour Newborn Care Specialist Training Training in feeding challenges RIE Montessori.
- Trainings
- US Nanny Association Credential



# Compensation

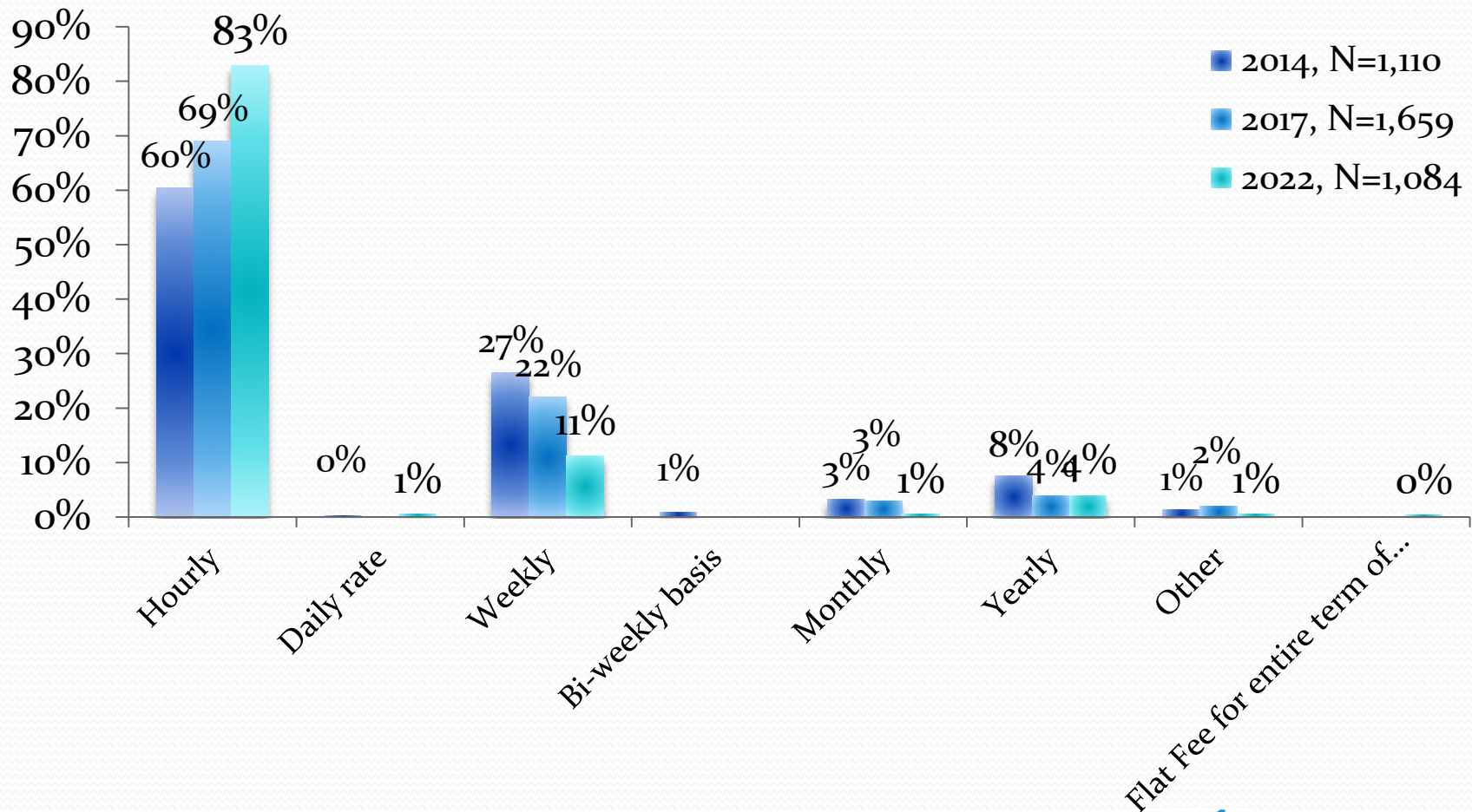
# Payment Currency Type

*In which currency are you paid? N=1,084*



# Salary Type

Which of the following best represents how you get paid from your employer?



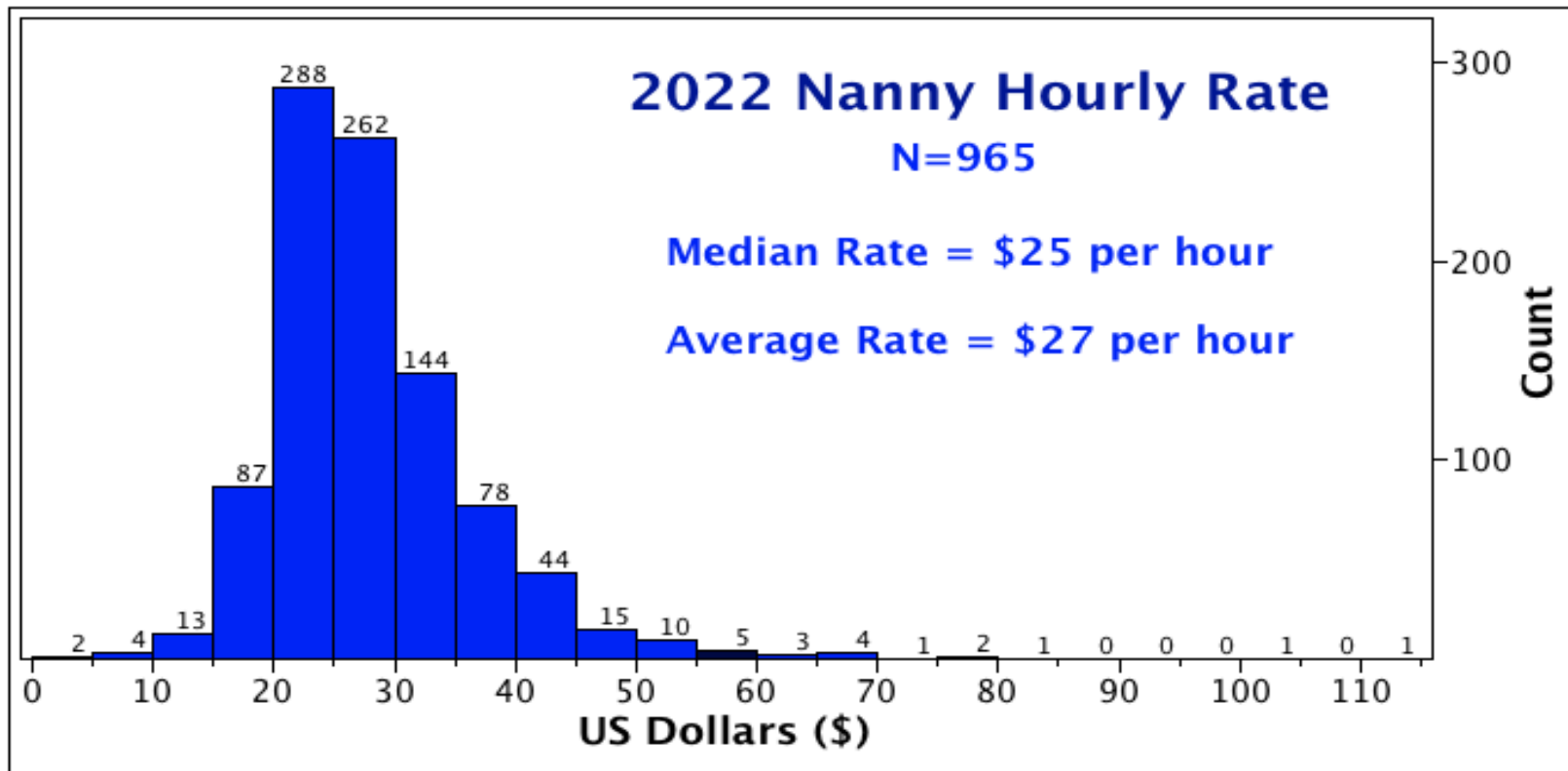
# Salary Type: “Other”



- *12 hours and 24 hours*
- *Bi-monthly, flat rate*
- *Guaranteed hours (2)*
- *Hourly with guaranteed salary*
- *Salary plus overtime*

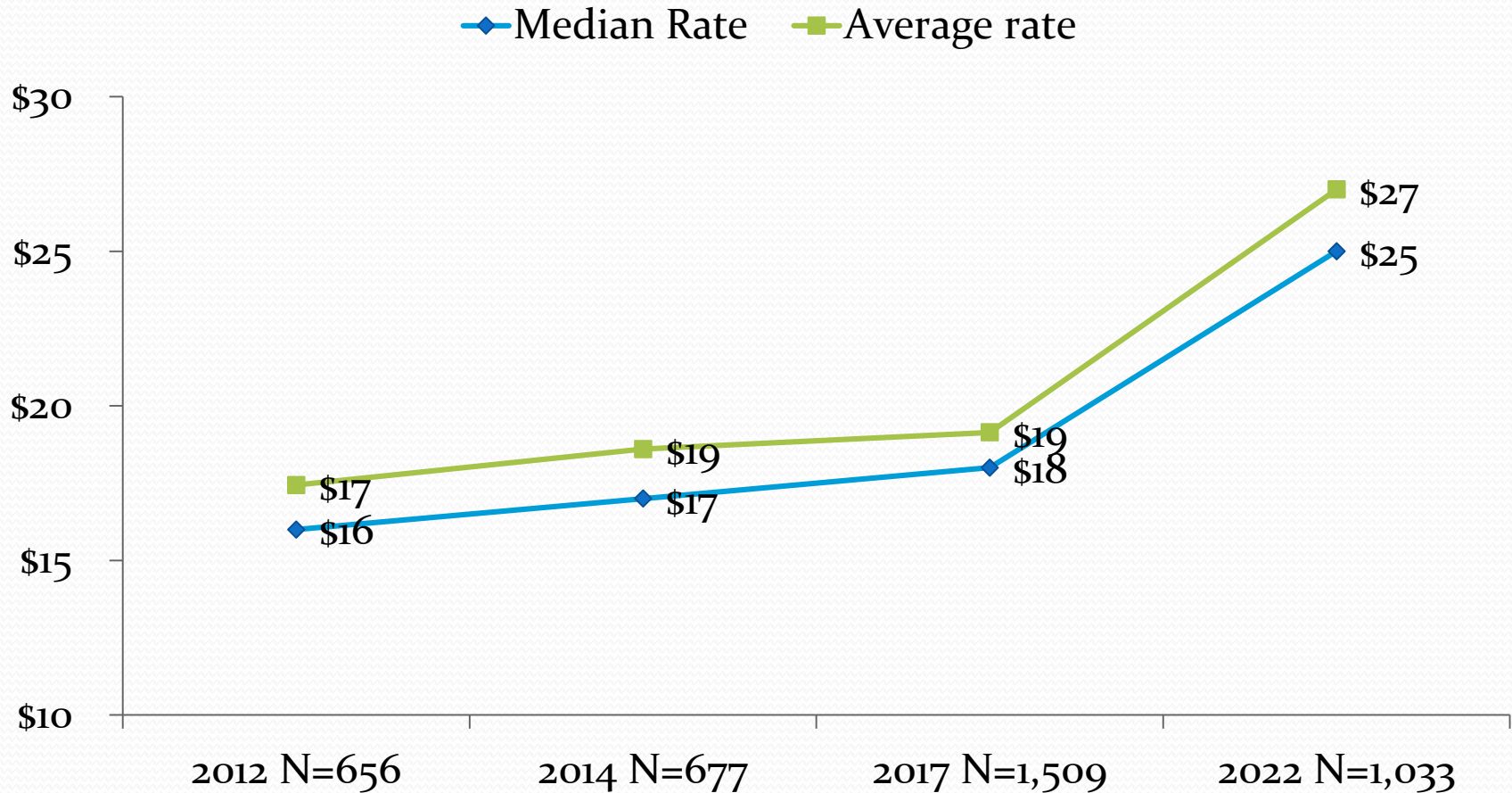
# Hourly Rate - Nanny

*What hourly rate do you receive from your employer?*



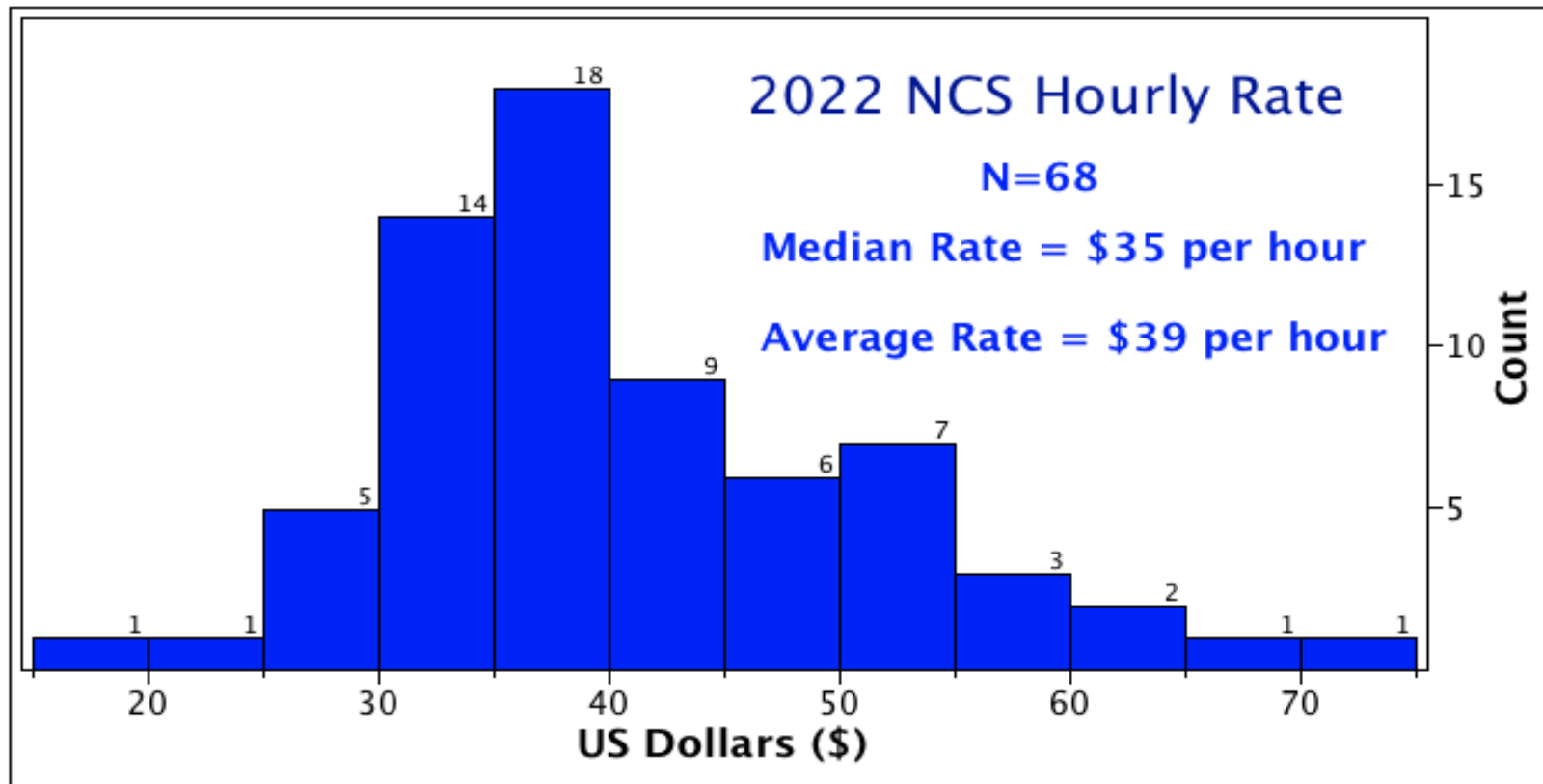
# Nanny Hourly Rate Trend

*What hourly rate do you receive from your employer?*



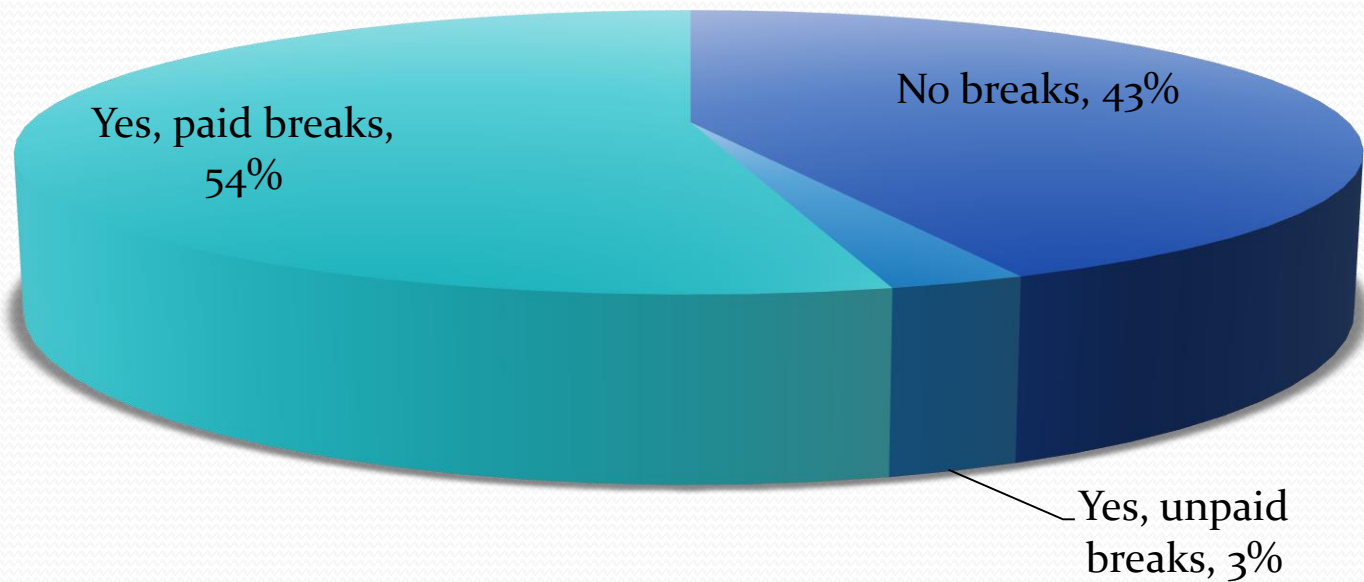
# Hourly Rate – Newborn Care Specialist

*What hourly rate do you receive from your clients?*



# Paid Breaks

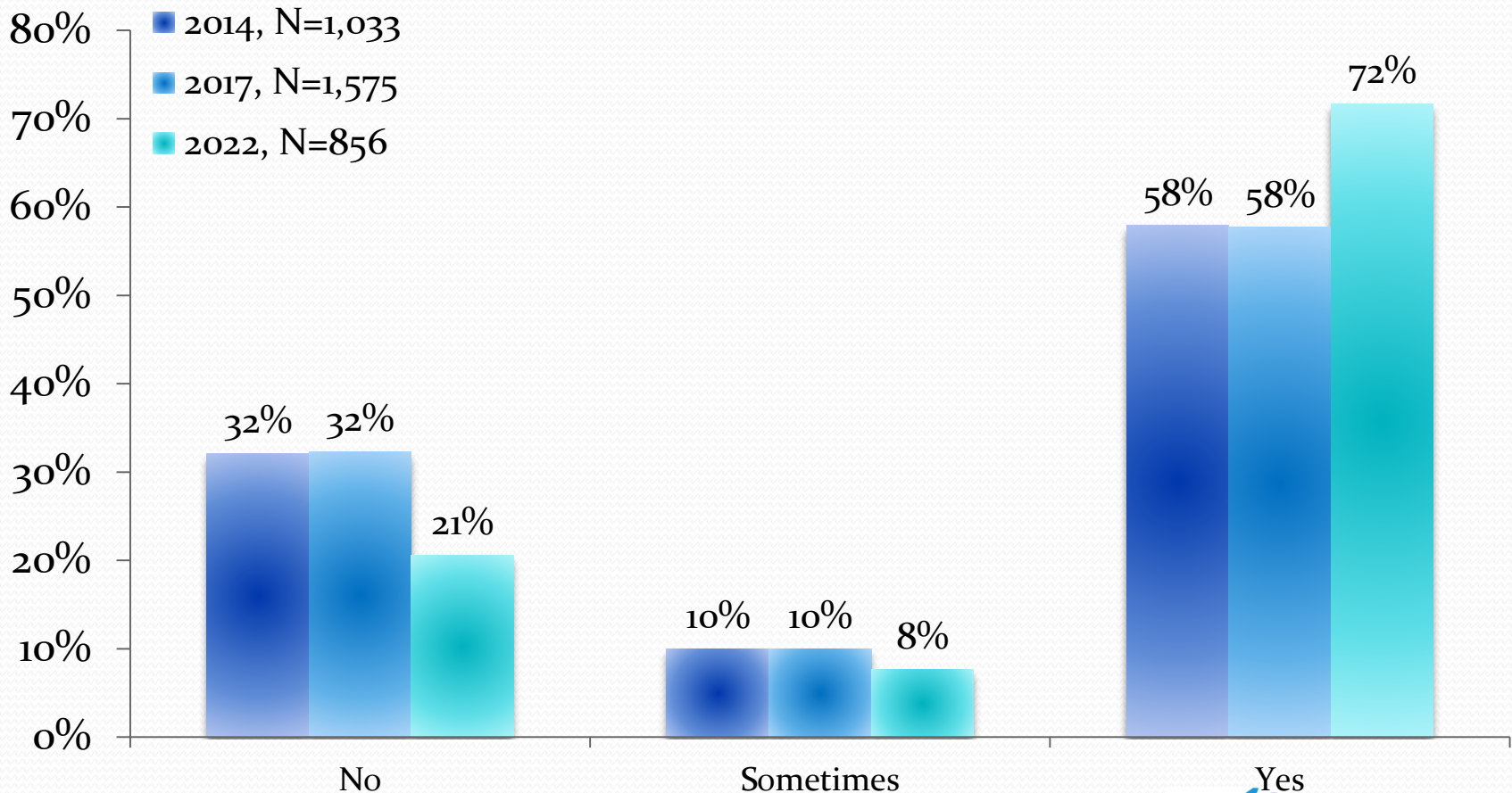
*Did you receive a paid break during your work shifts in 2022? N=1,036*





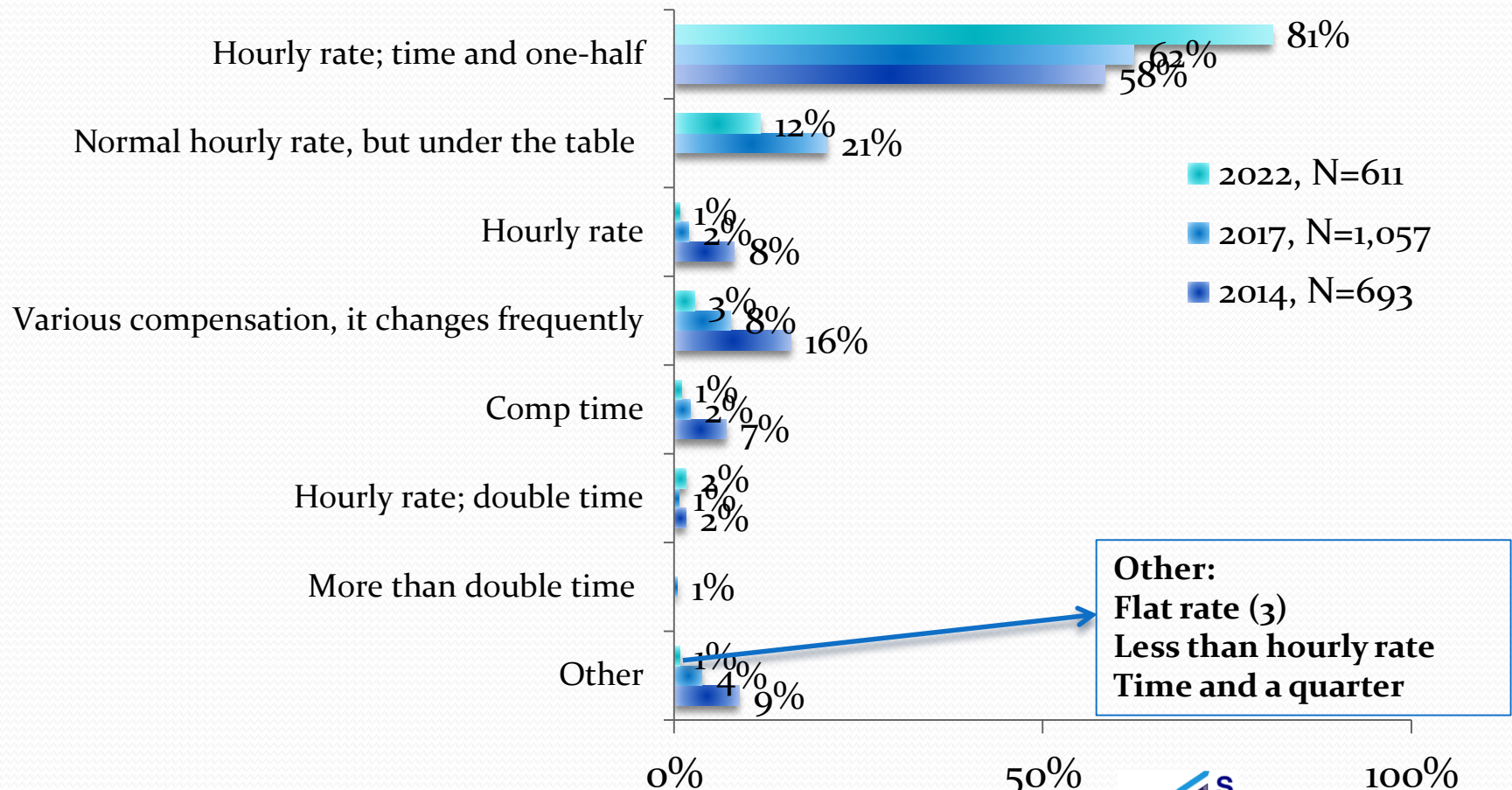
# Overtime Compensation

*Do you get compensated for overtime?*



# Nature of Overtime Pay

*How are you compensated for overtime?*



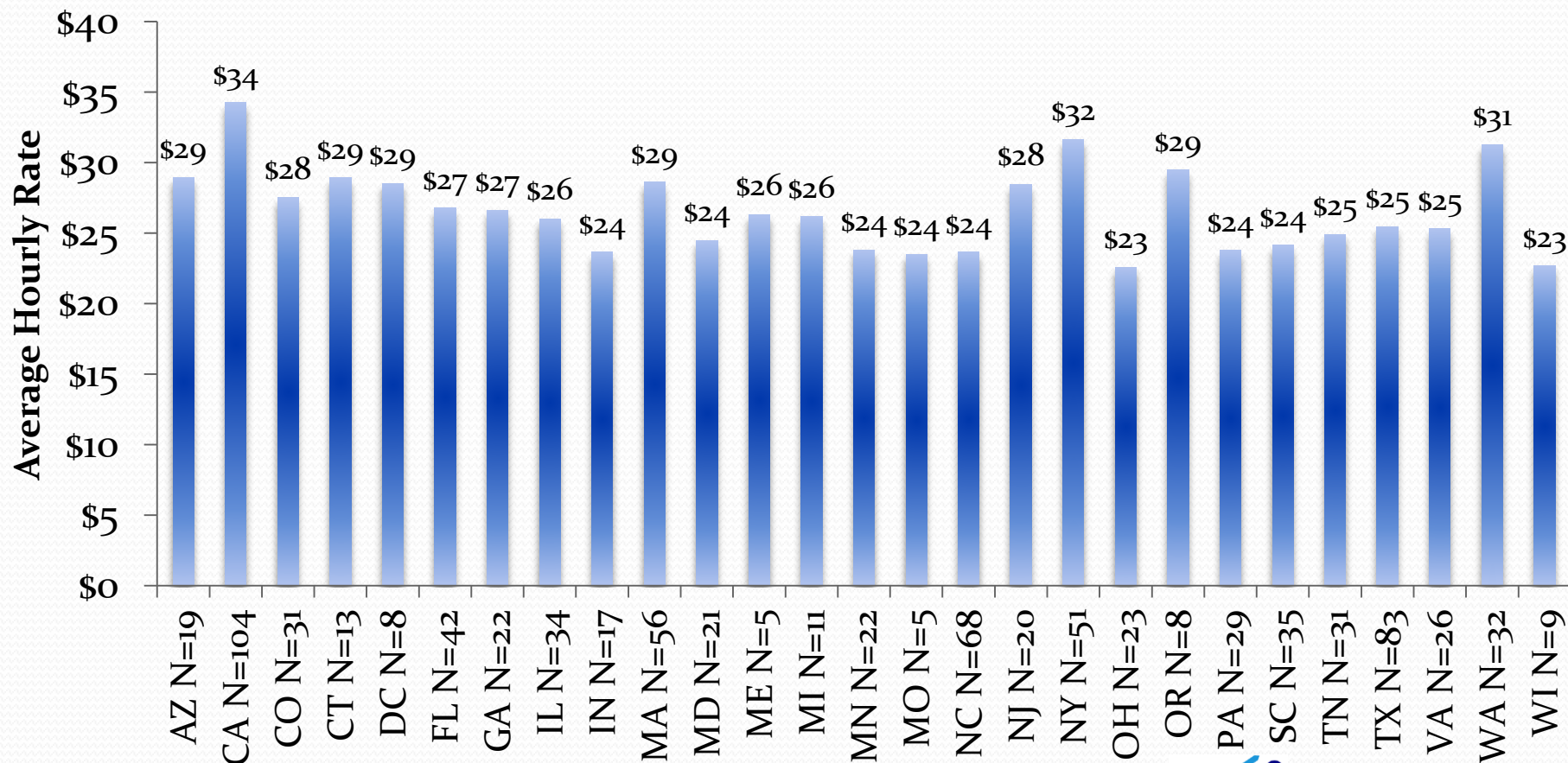
# Attributes Affecting Salary Data Investigations

# Data Investigations On Hourly Rate

- *Variables investigated (“\*” denotes significant differences found)*
  - *US State\* (Only 26 non-US responses)*
  - *Nanny or NCS\**
  - *Nanny Role\**
  - *Nanny Experience\* and NCS Experience*
  - *Education\*, Degree in child-related field*
  - *Certifications/Credentials*
  - *Professional activities*
  - *Family type\**
  - *Tenure with current employer*
- *Significant Results (details on following slides)*
  - *As expected, nannies in New York and California get paid more than in other states.*
  - *NCS’s get a higher hourly wage (\$39) than nannies (\$27).*
  - *Specialty nannies get a higher hourly wage than other nannies*
  - *Years of experience is positively associated with higher pay*
  - *Nannies with advanced degrees get paid more*
  - *Professional activities and certifications are not generally associated with higher pay.*

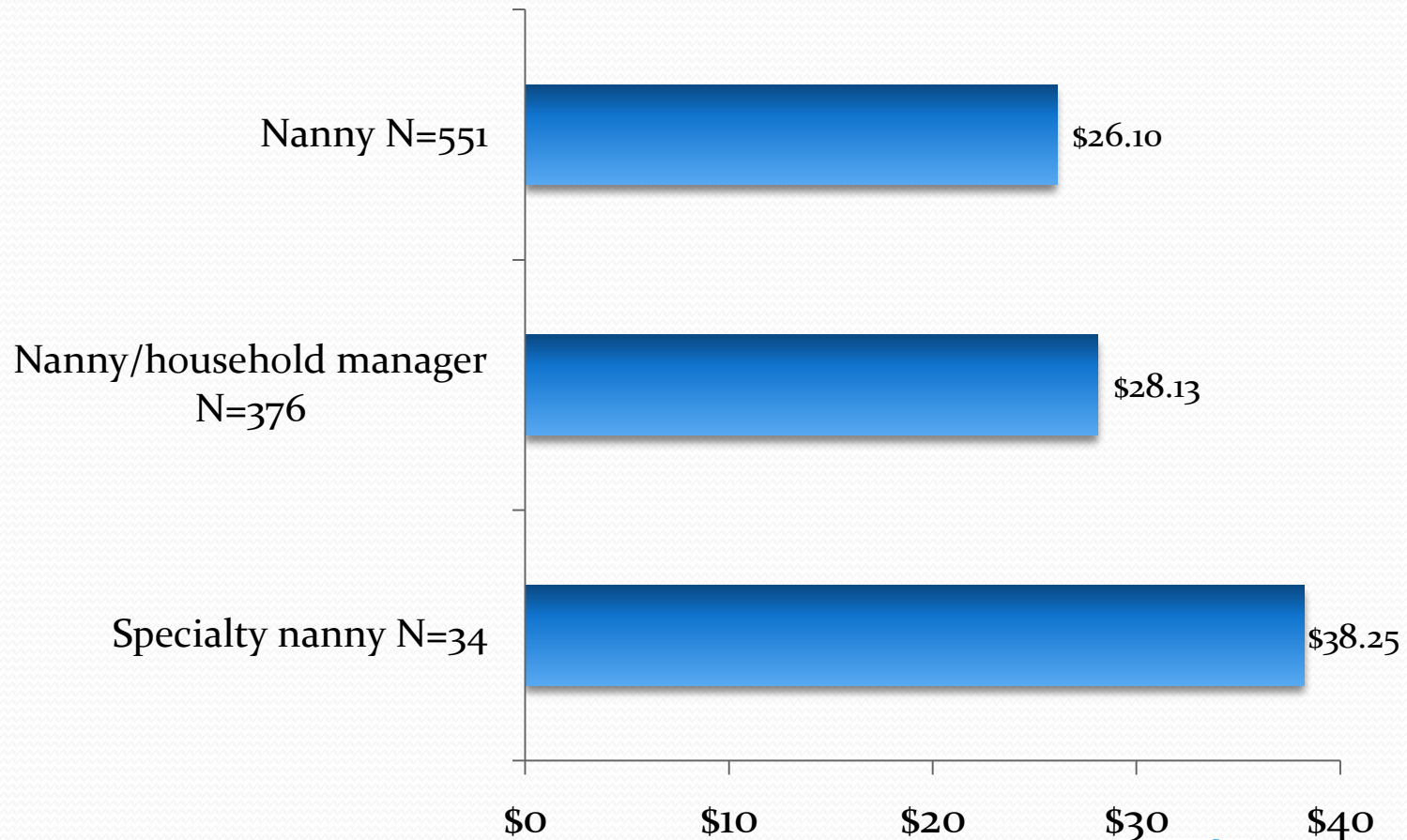
# Hourly Rate by State

What hourly rate do you receive from your employer? **NANNY ONLY**



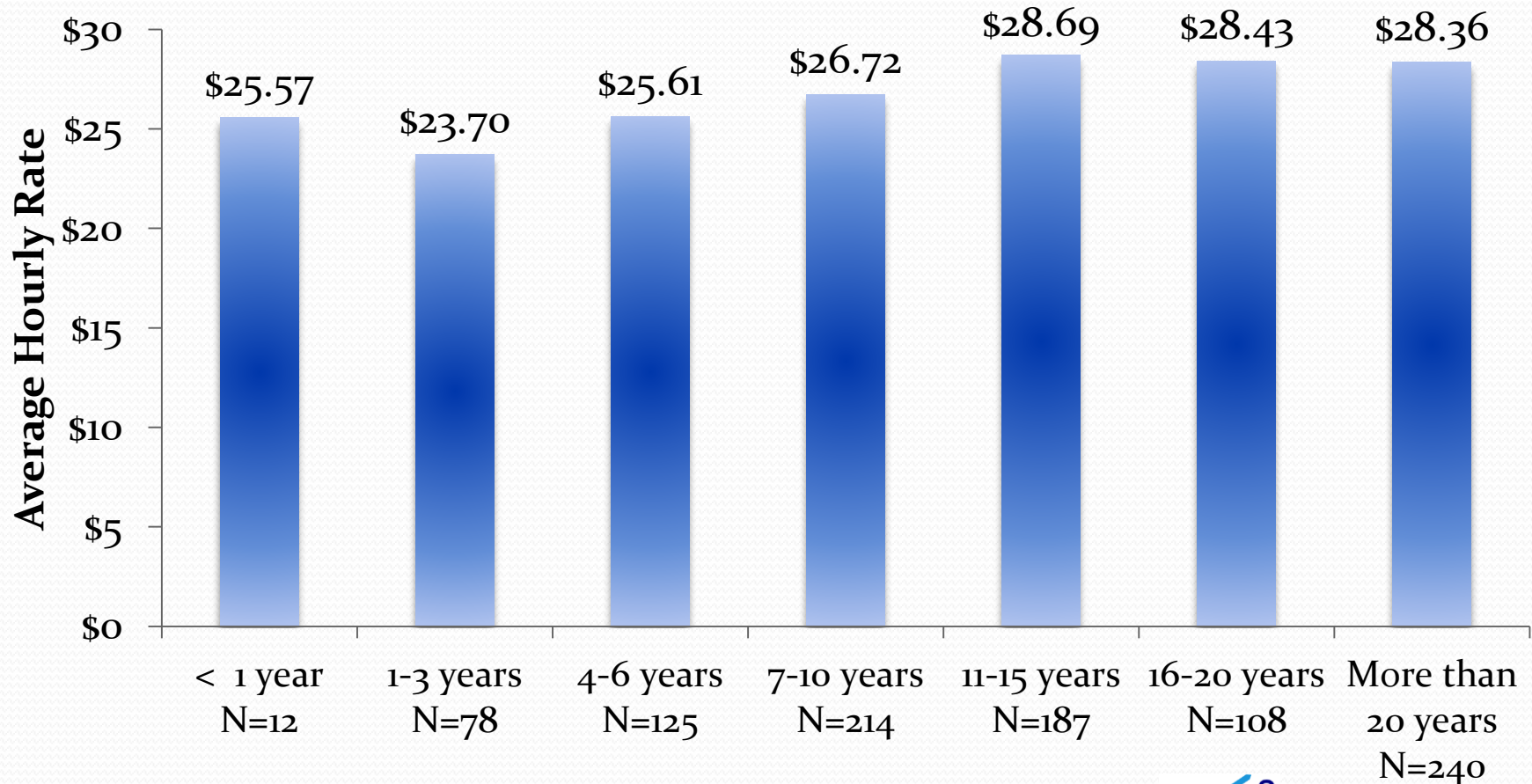
# Hourly Rate by Nanny Role

*Which of the following best describes your role in your employer's home as a nanny?*



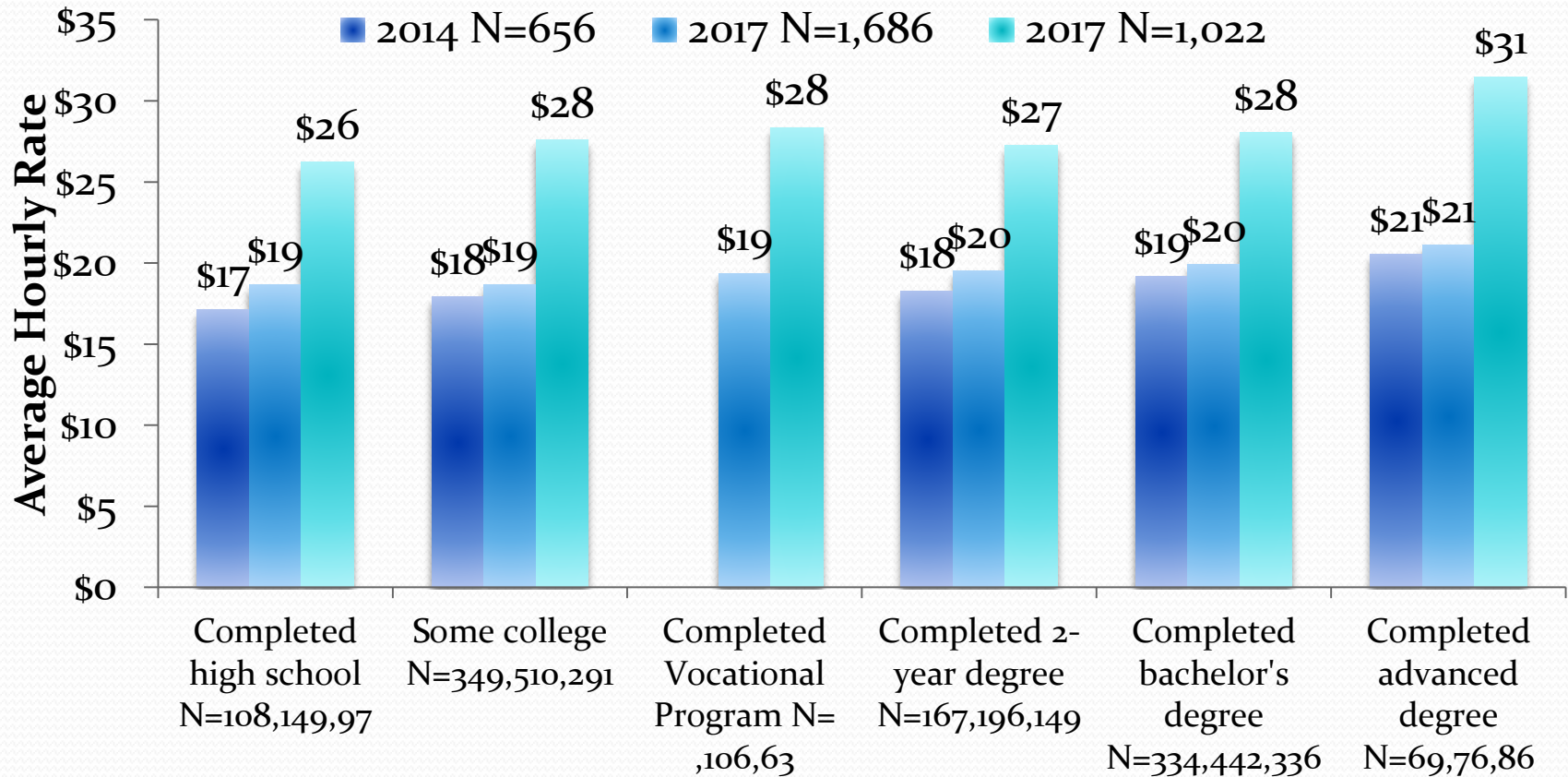
# Hourly Rate by Years Experience

Approximately, how many years experience do you have as a nanny? N=964



# Hourly Rate BY Education Level

*What is your highest level of traditional education outside of any nanny training?*

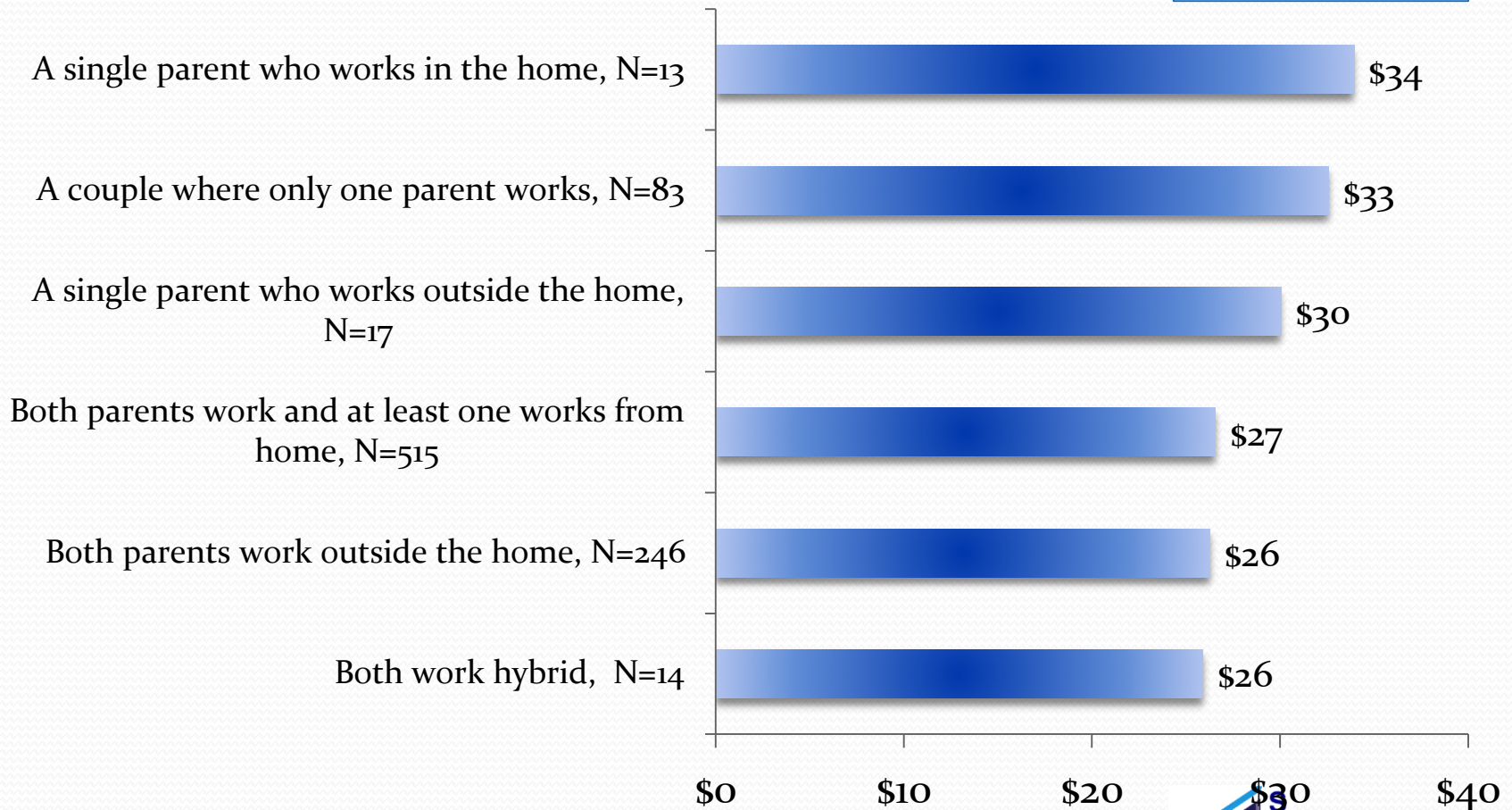




# Hourly Rate BY Type of Family

Which of the following best describes the family for whom you work?

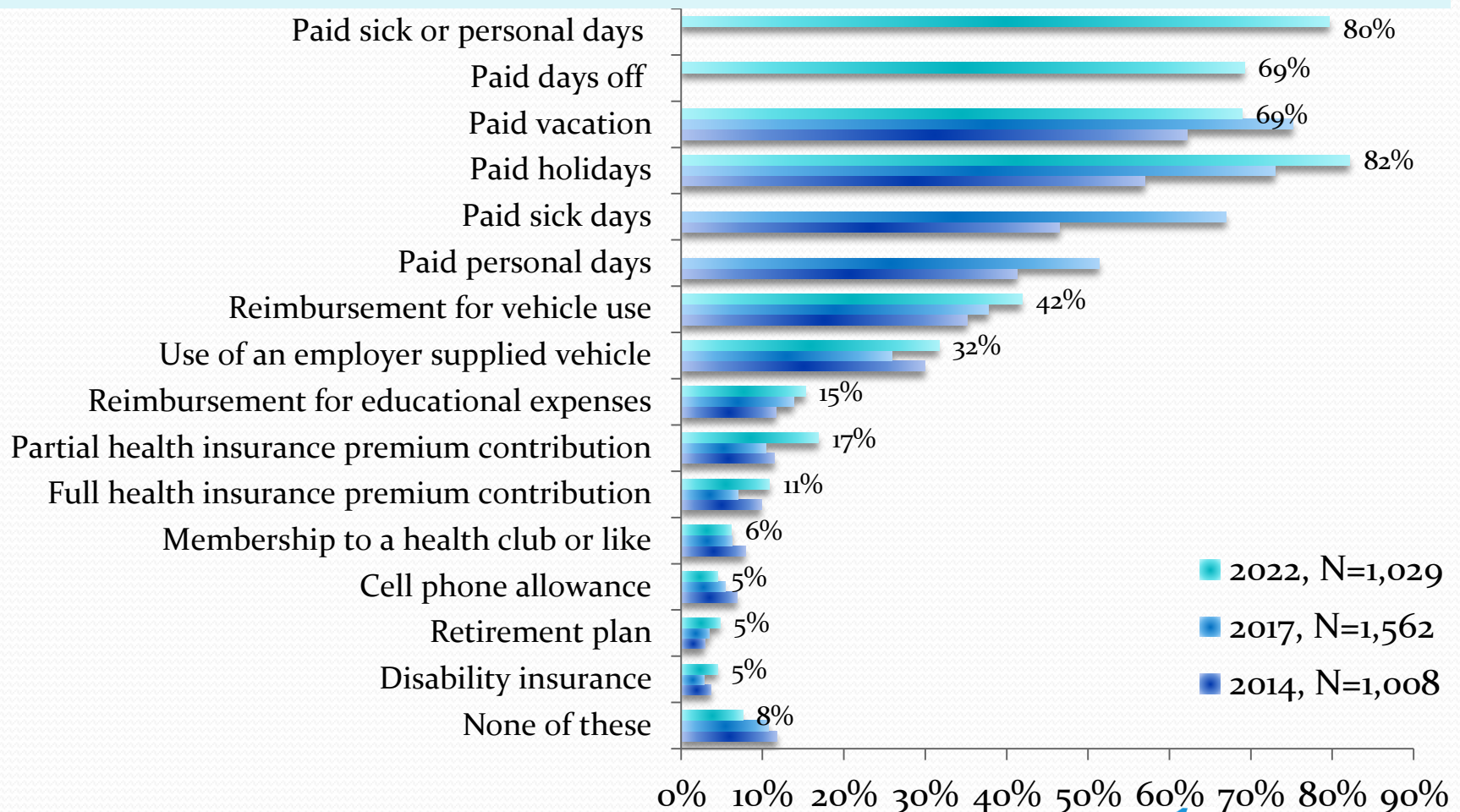
2022 Data Only



# Benefits

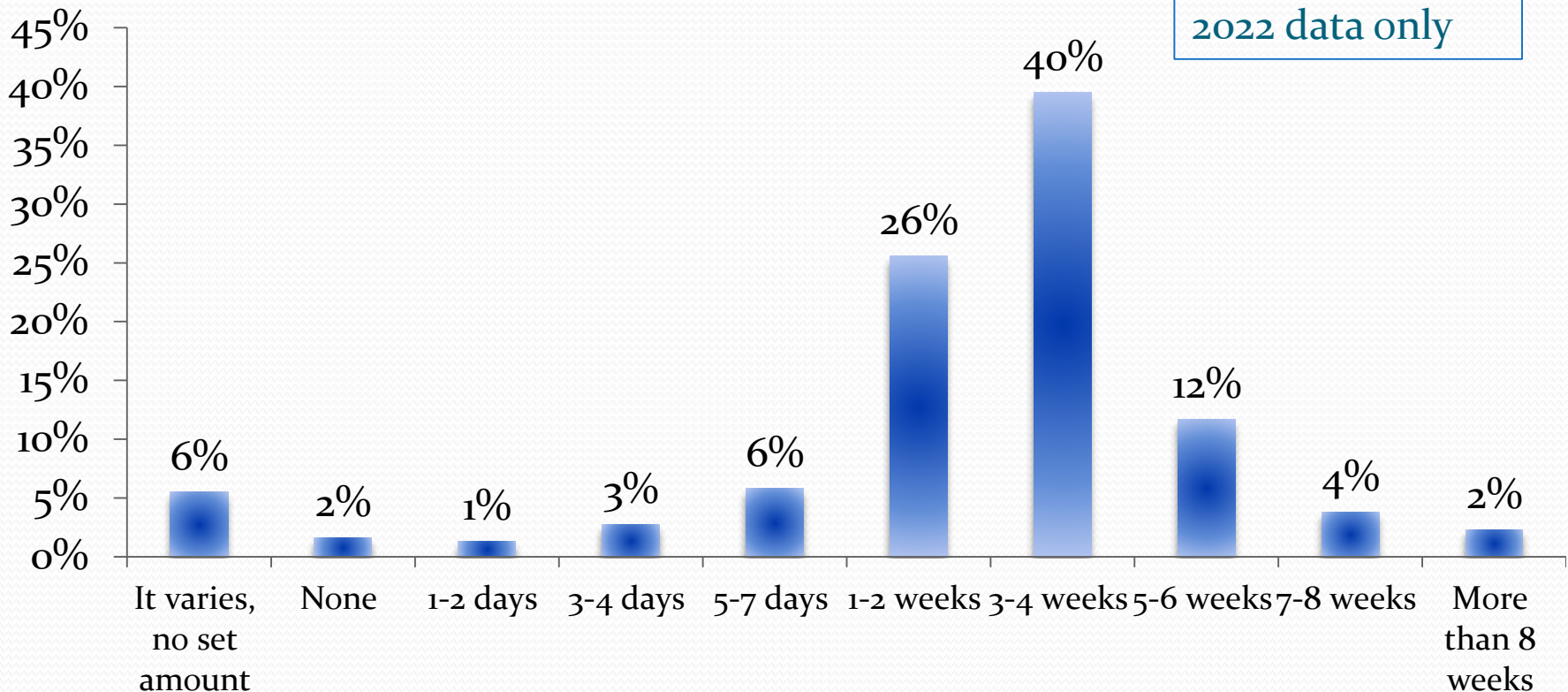
# Benefits Provided by Employer

Which of the following benefits does your employer provide? (Select all that apply.)



# Paid Time Off

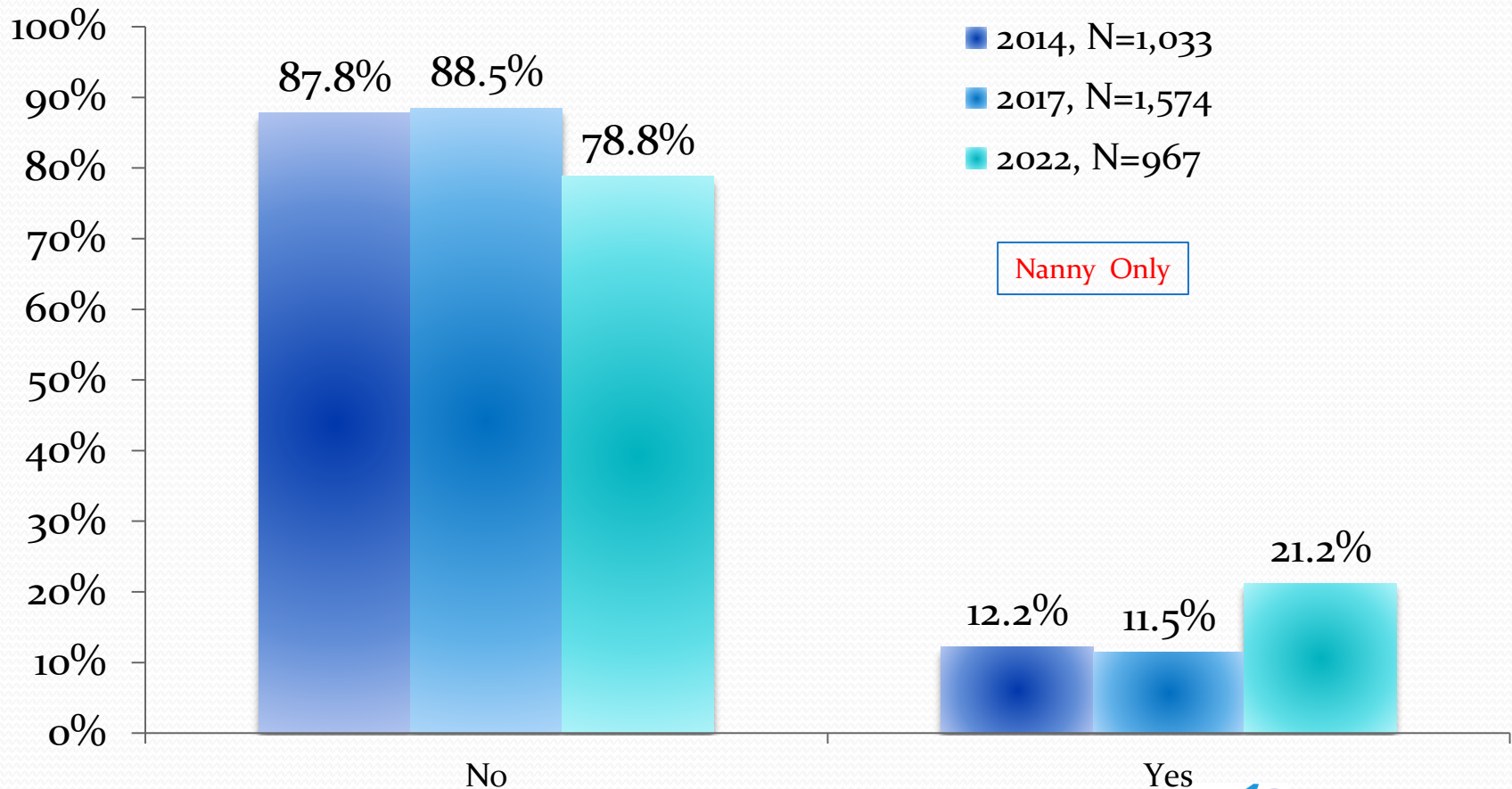
*How much paid time off (PTO), in weeks, including sick days, holidays, vacation, and other paid days off, did you receive from your employer/client in 2022? N=911*



**Note: Only those that receive paid days off.**

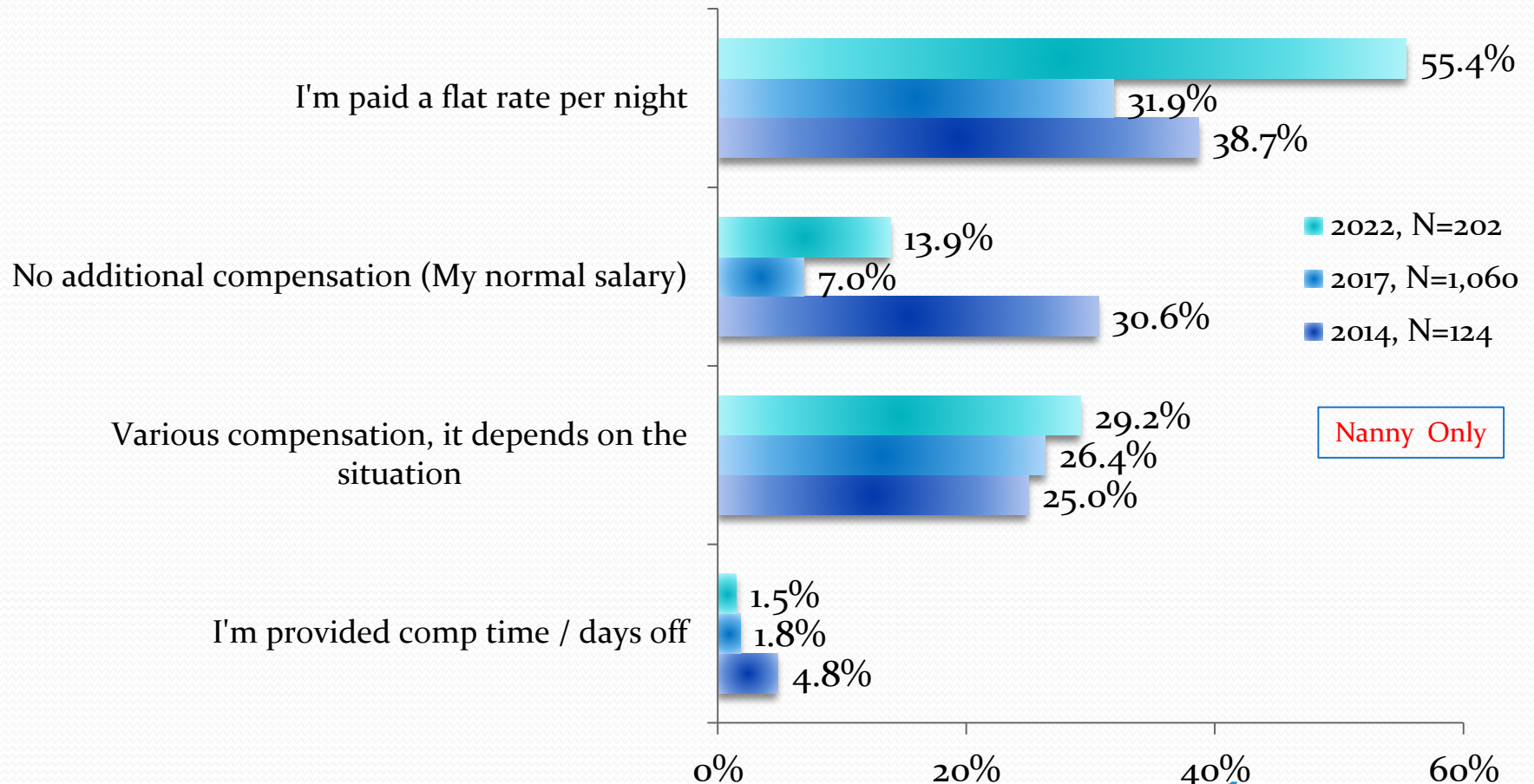
# Overnight Care

*Do your regular weekly responsibilities include providing overnight care for the child/children?*



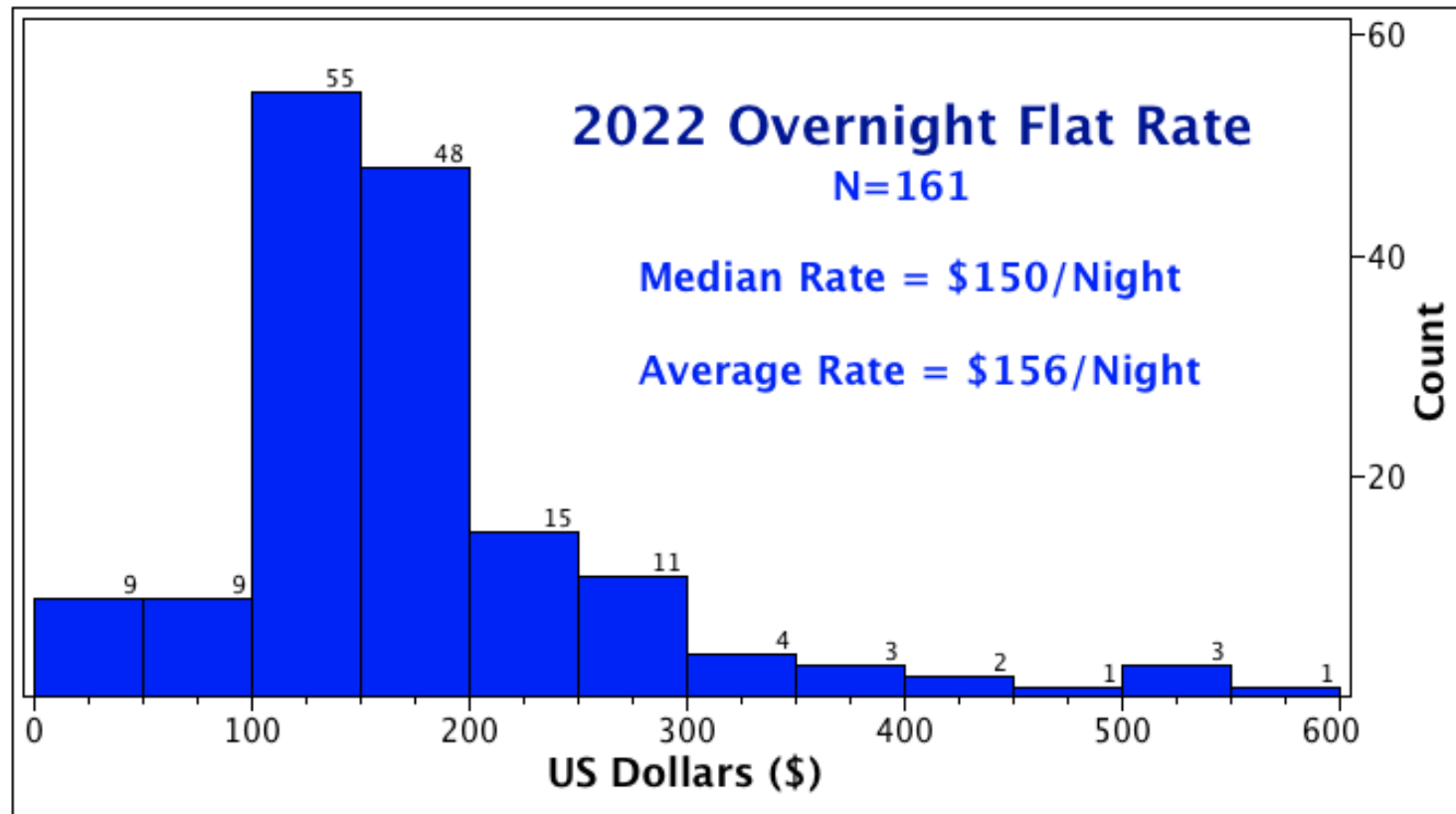
# Compensation for Overnight Care

*How are you usually compensated if you are ever asked to provide overnight care for the child/children?*



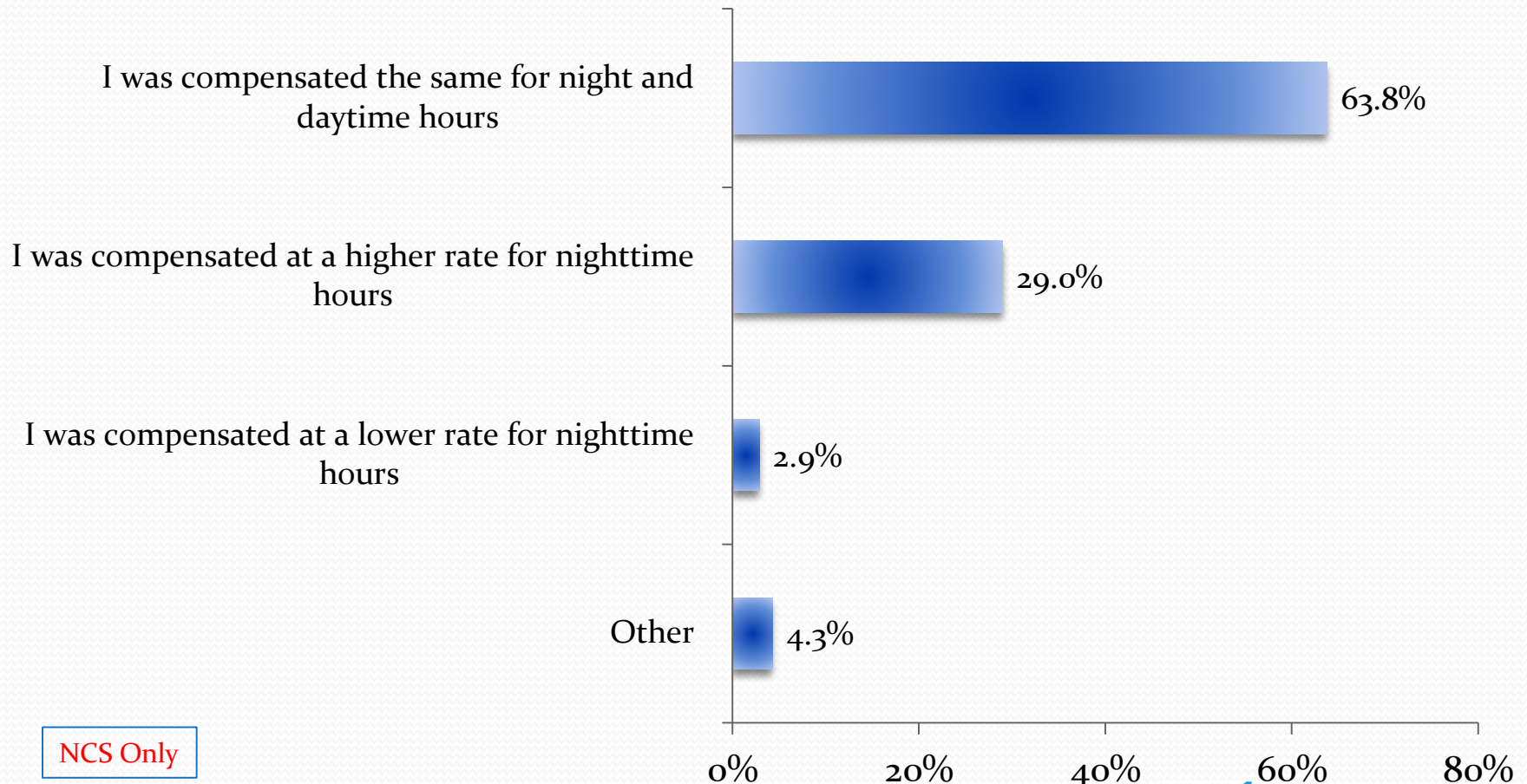
# Flat Rate For Overnight Care

What is your flat rate per night for overnight care? N=161



# Overnight Care Compensation

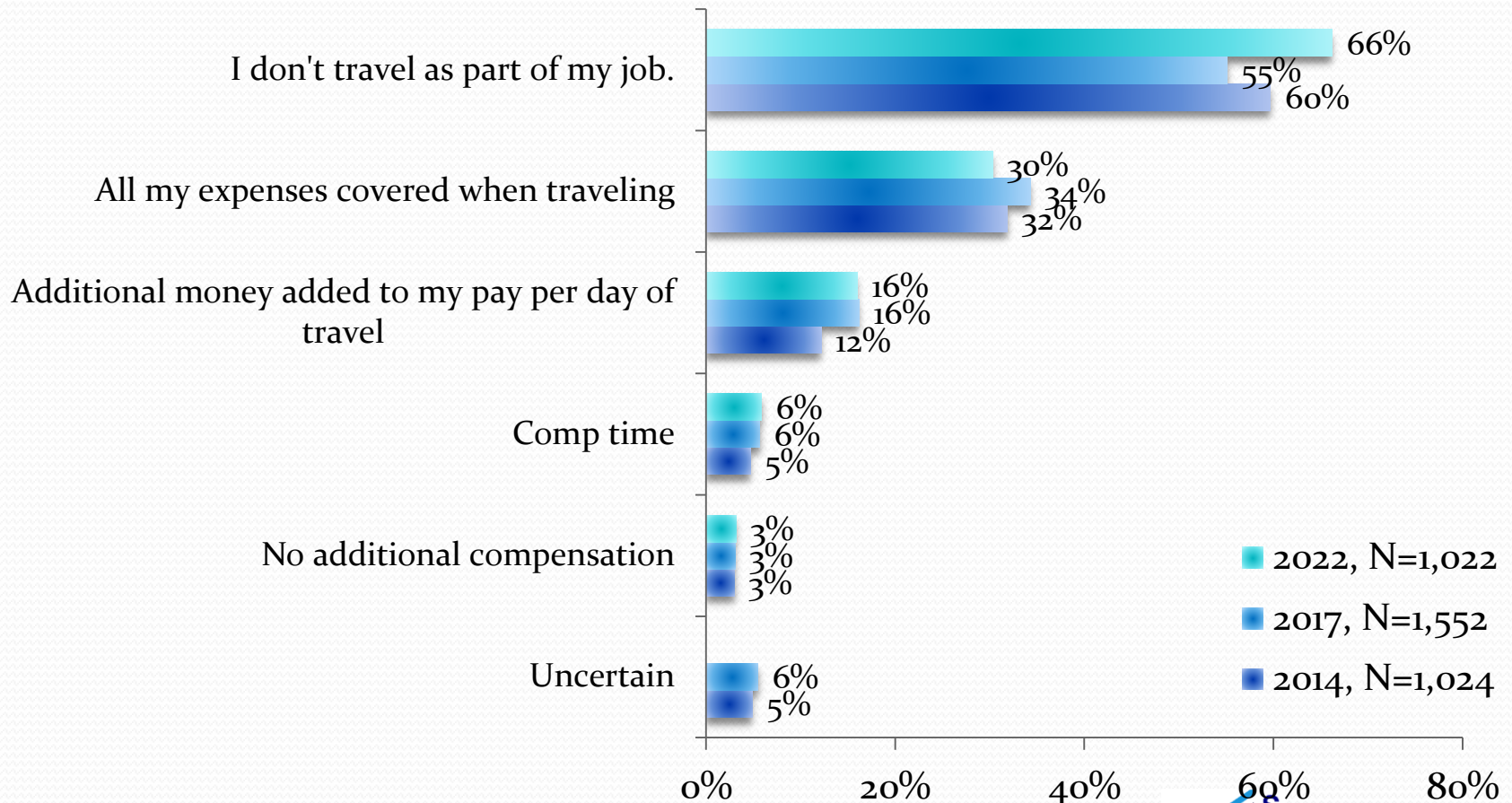
*Were you compensated differently for nighttime hours than you were for daytime hours in 2022? N=69*





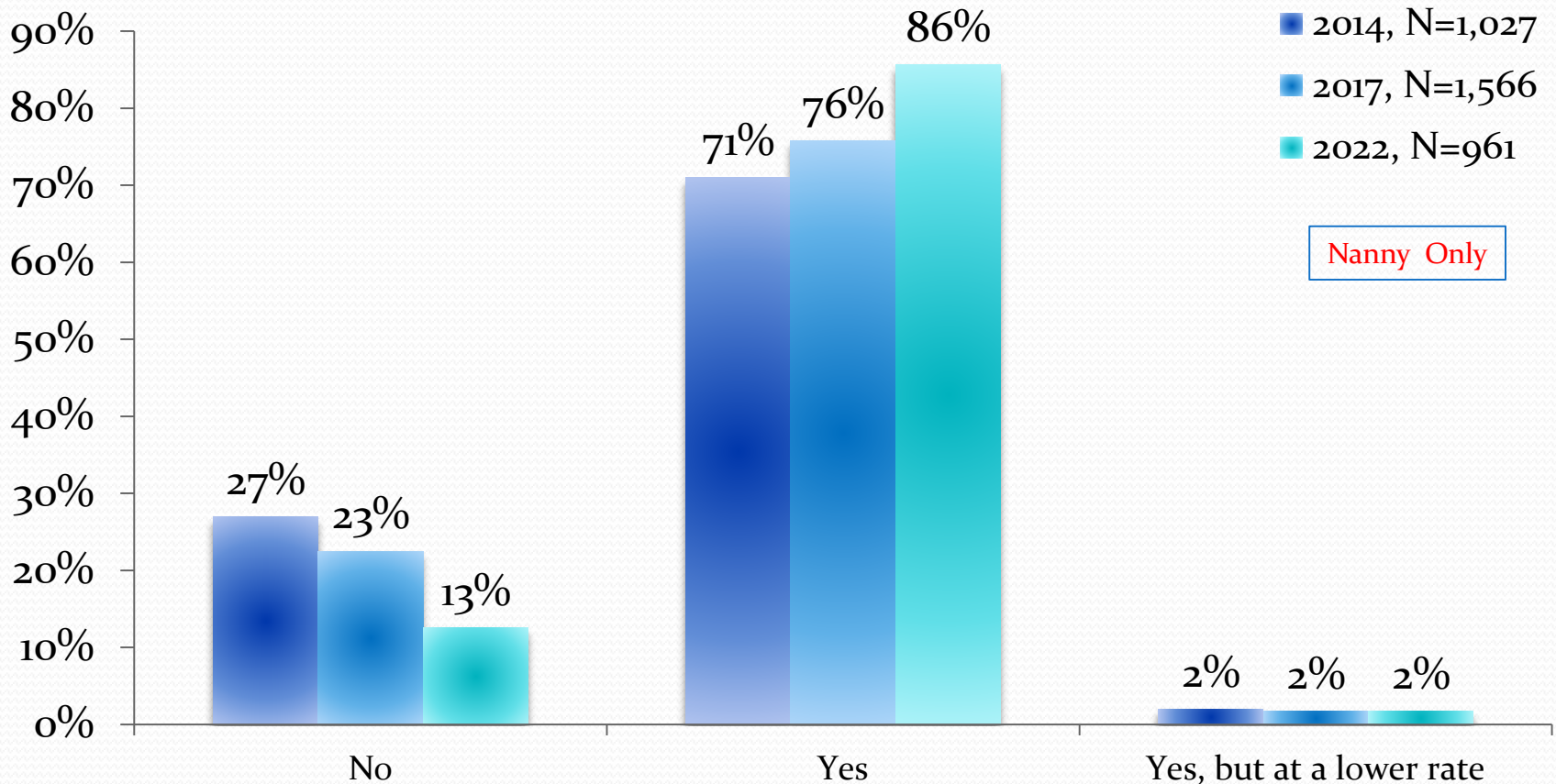
# Travel Compensation

*If you travel with your employer, how much additional compensation are you given when traveling? (Select all that apply.)*



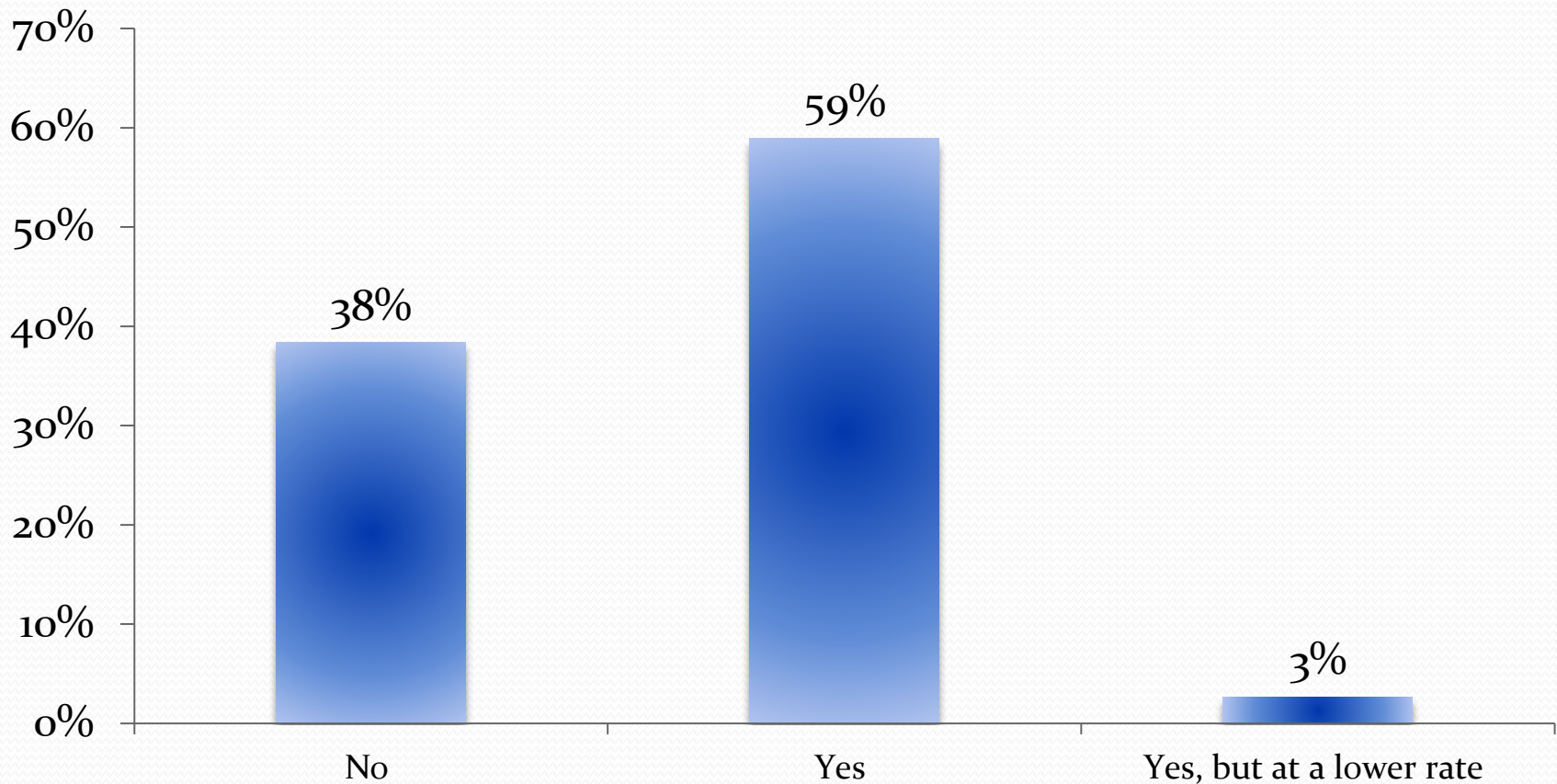
# Pay for Required Time Off

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



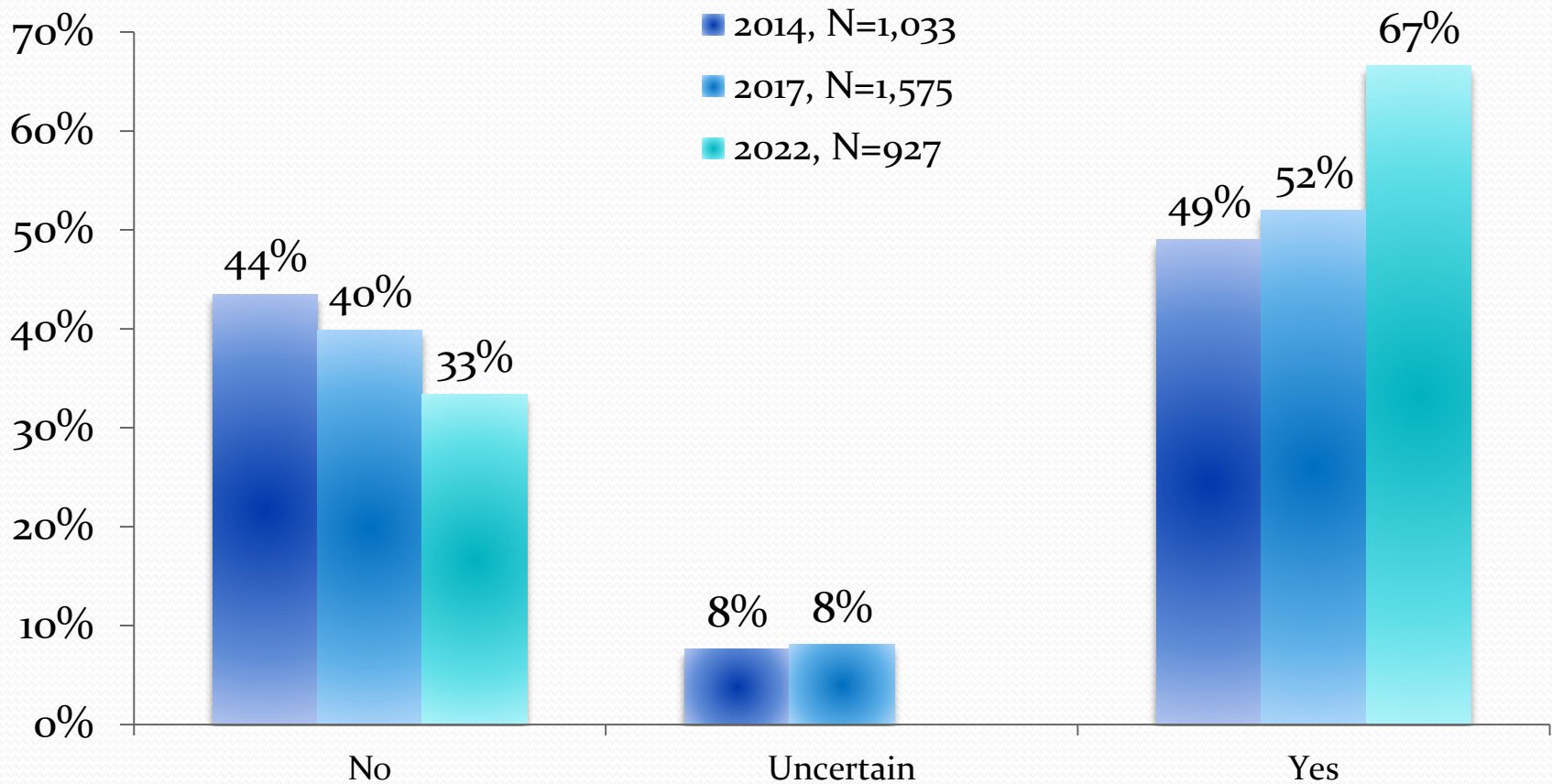
# Pay for On-call Hours

*In 2022, did your employer/client pay you for on-call hours? N=445*



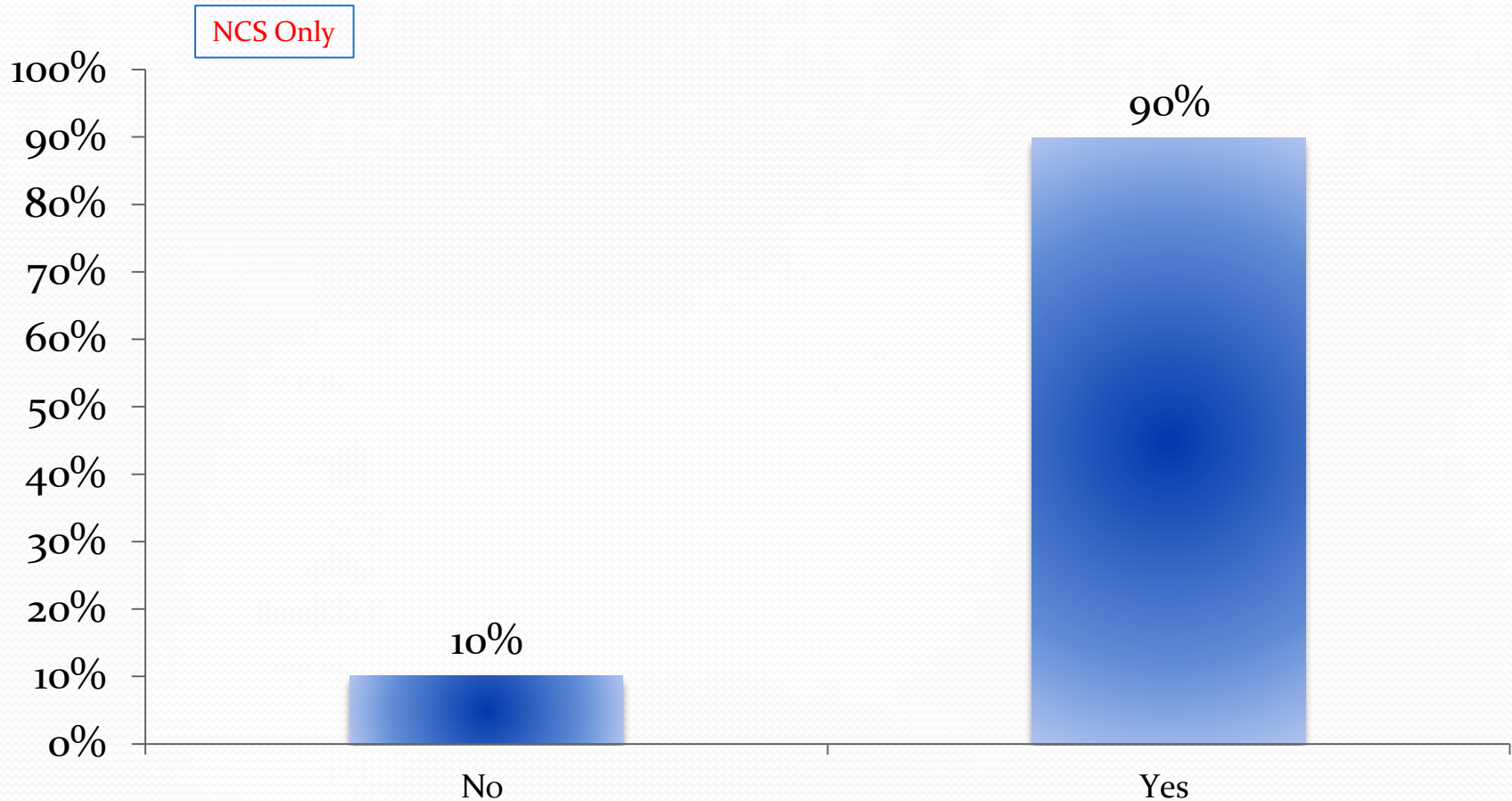
# Salary Increase in 2022

*Did you receive a raise (a salary increase) in 2022 over what you made in 2021?*



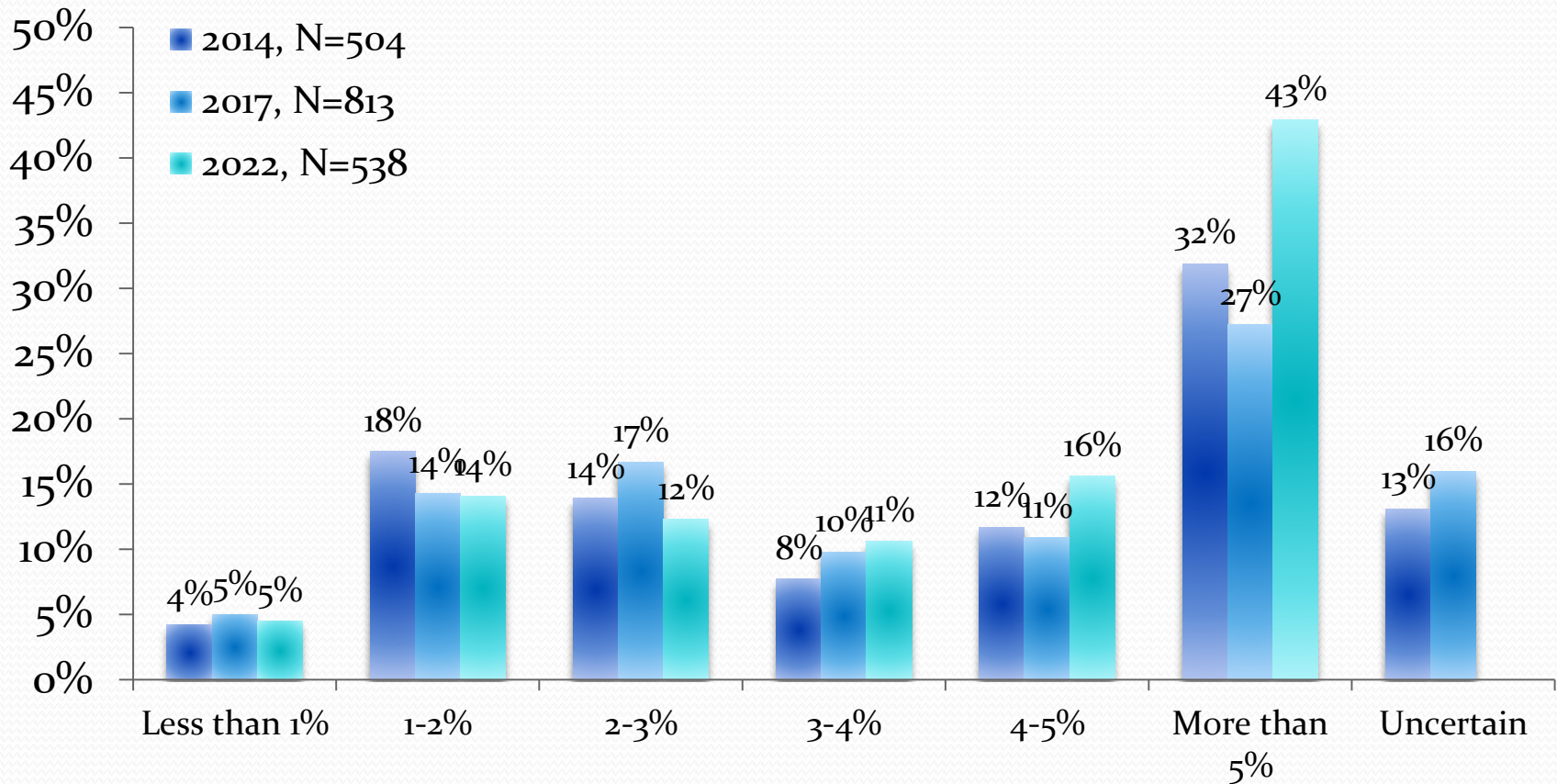
# Salary Increase in 2022

Did you increase your prices in 2022 over what you charged in 2021? N=69



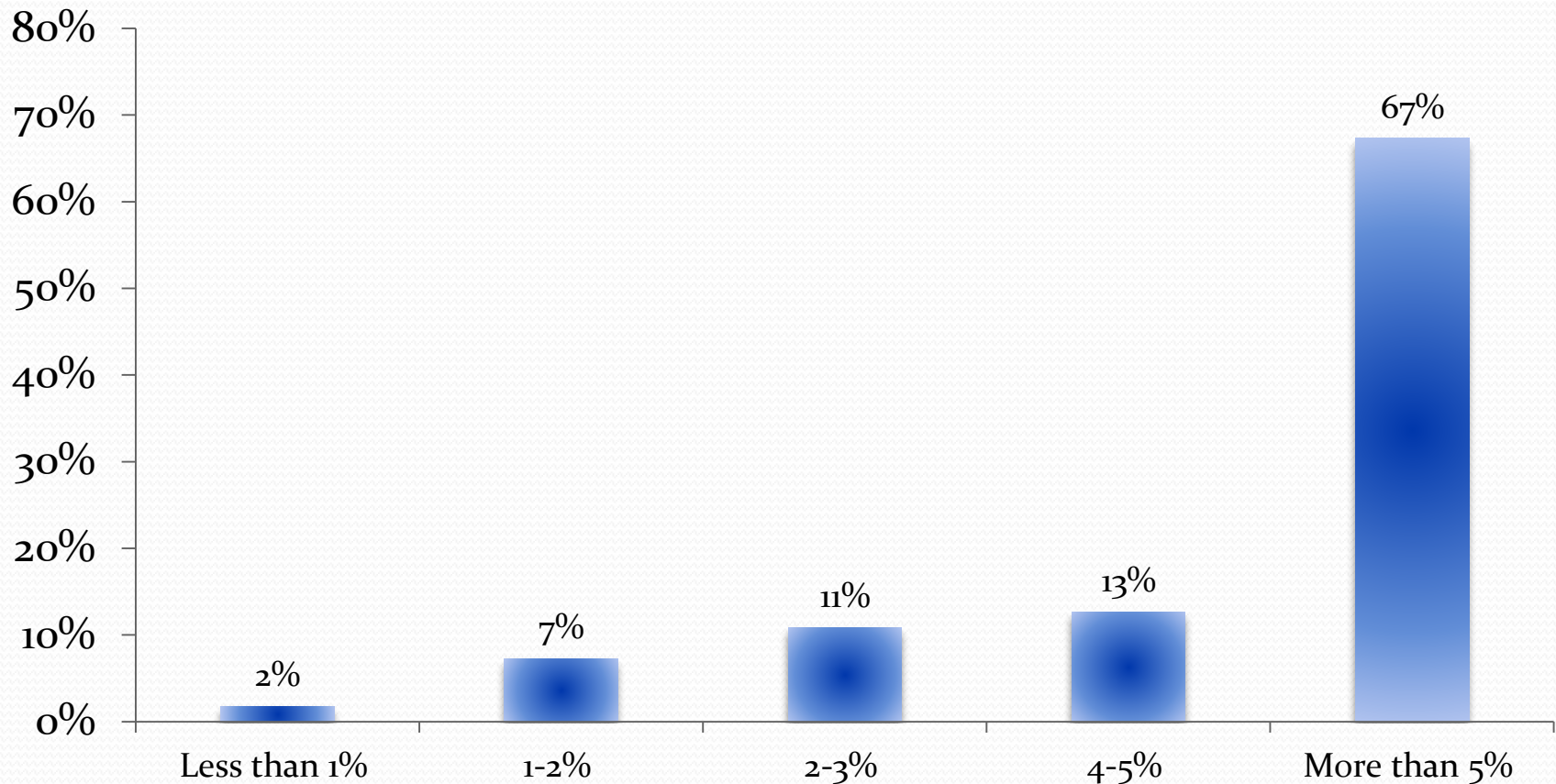
# Amount of Salary Increase in 2022 (Nanny Only)

Approximately how much of a raise (salary increase) did you receive in 2022? (in percent)



# Price Increase in 2022 (NCS)

*Did you increase your prices in 2022 over what you charged in 2021?*



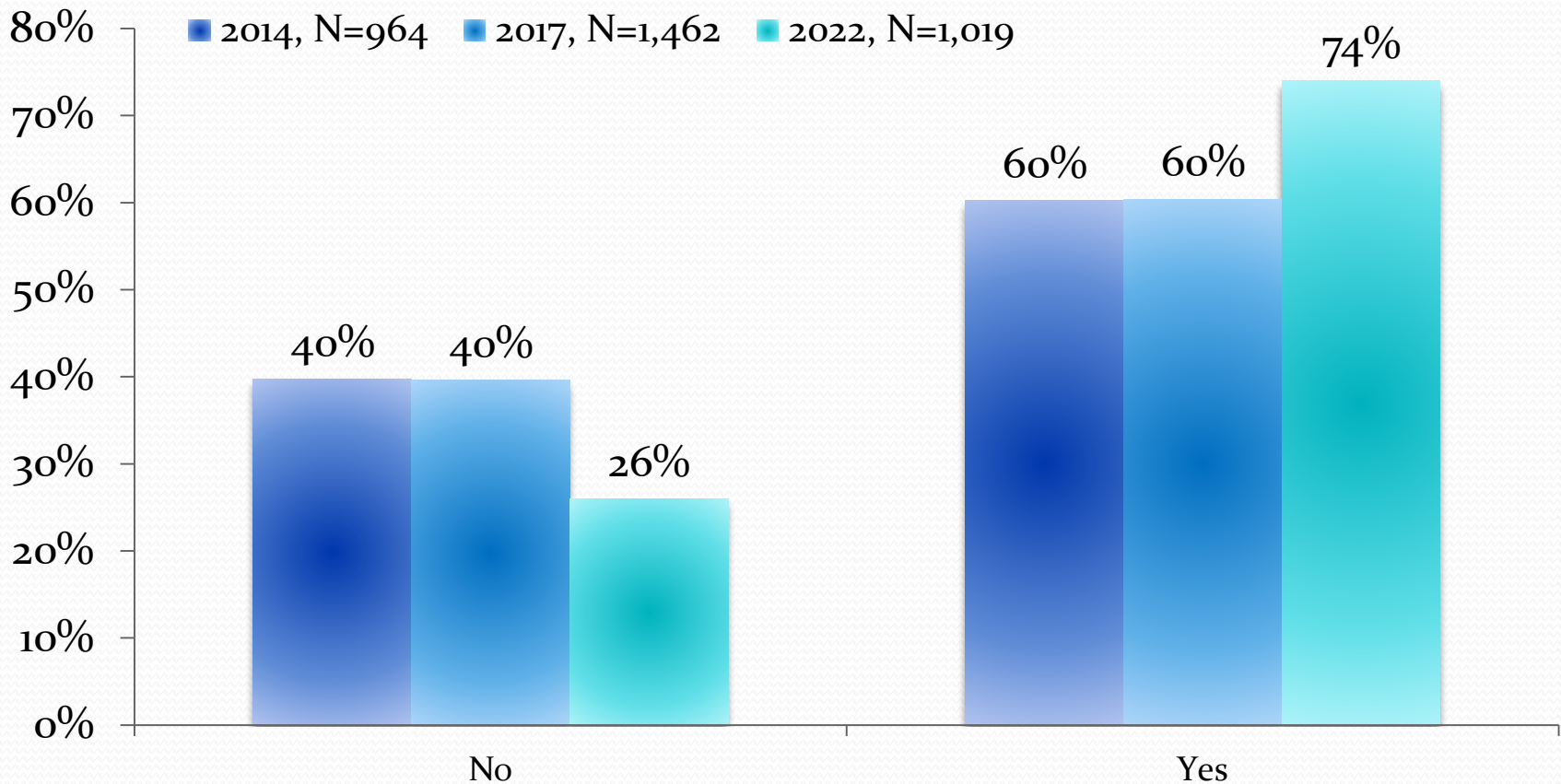
NCS Only

3/16/23

SurveyDNA.com

# Year-End Bonus

Did you receive a holiday or year-end monetary bonus in 2022 (2016,2013)?

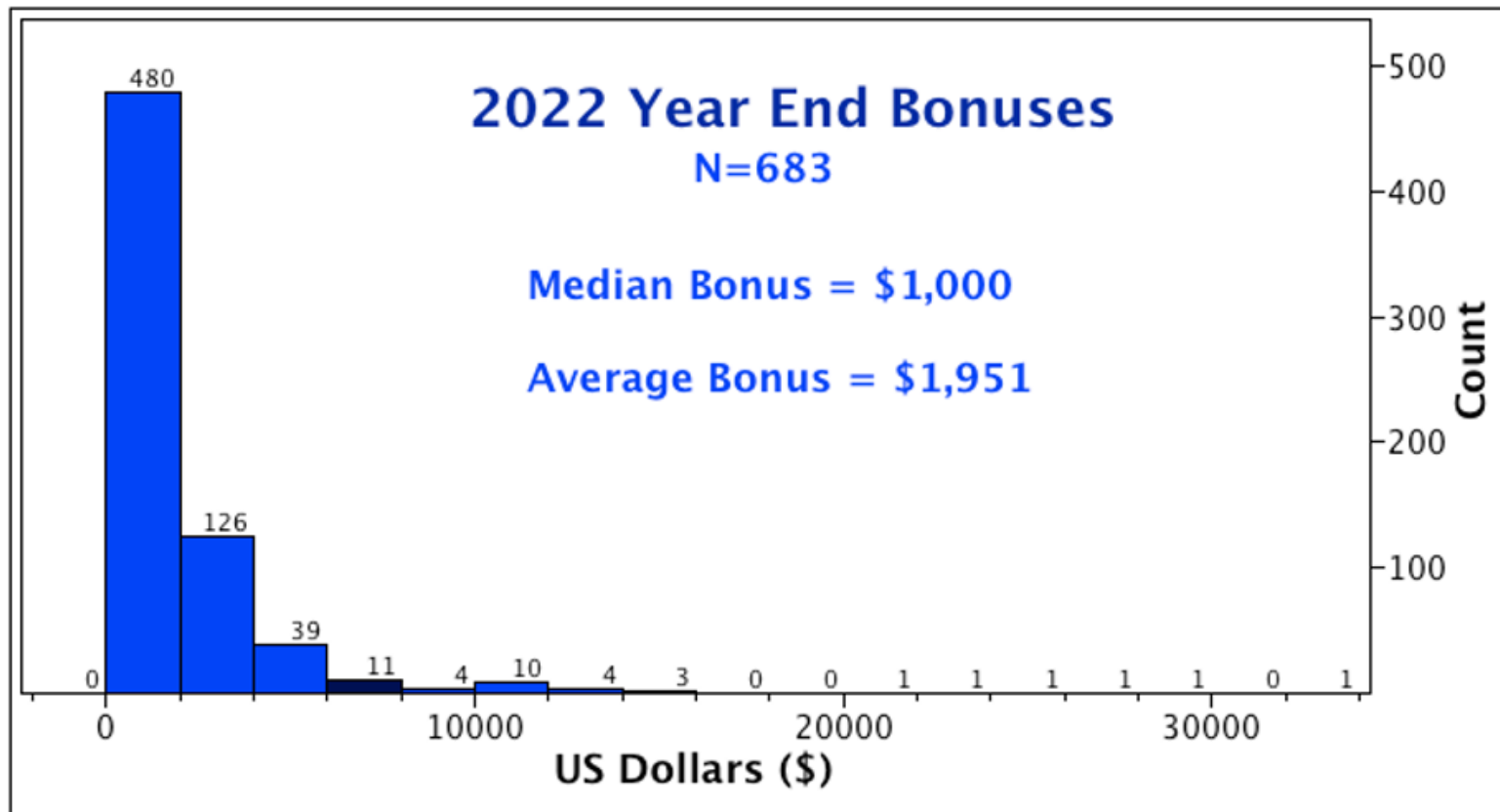


**Note:** In 2012, question read “...monetary bonus in 2011?”.



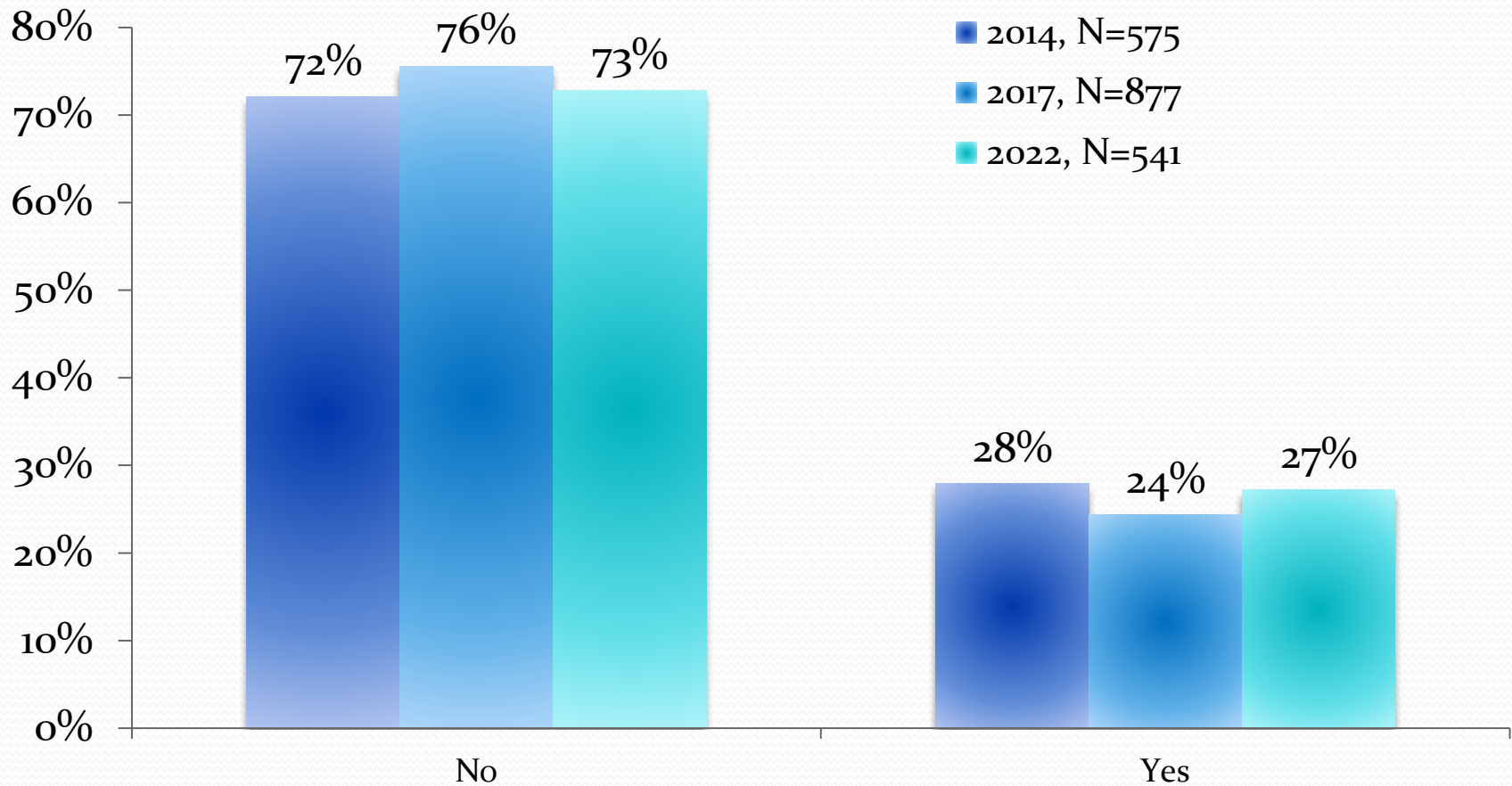
# Bonus Amount

Yes (enter amount in whole dollars): Did you receive a holiday or year-end monetary bonus in 2022?



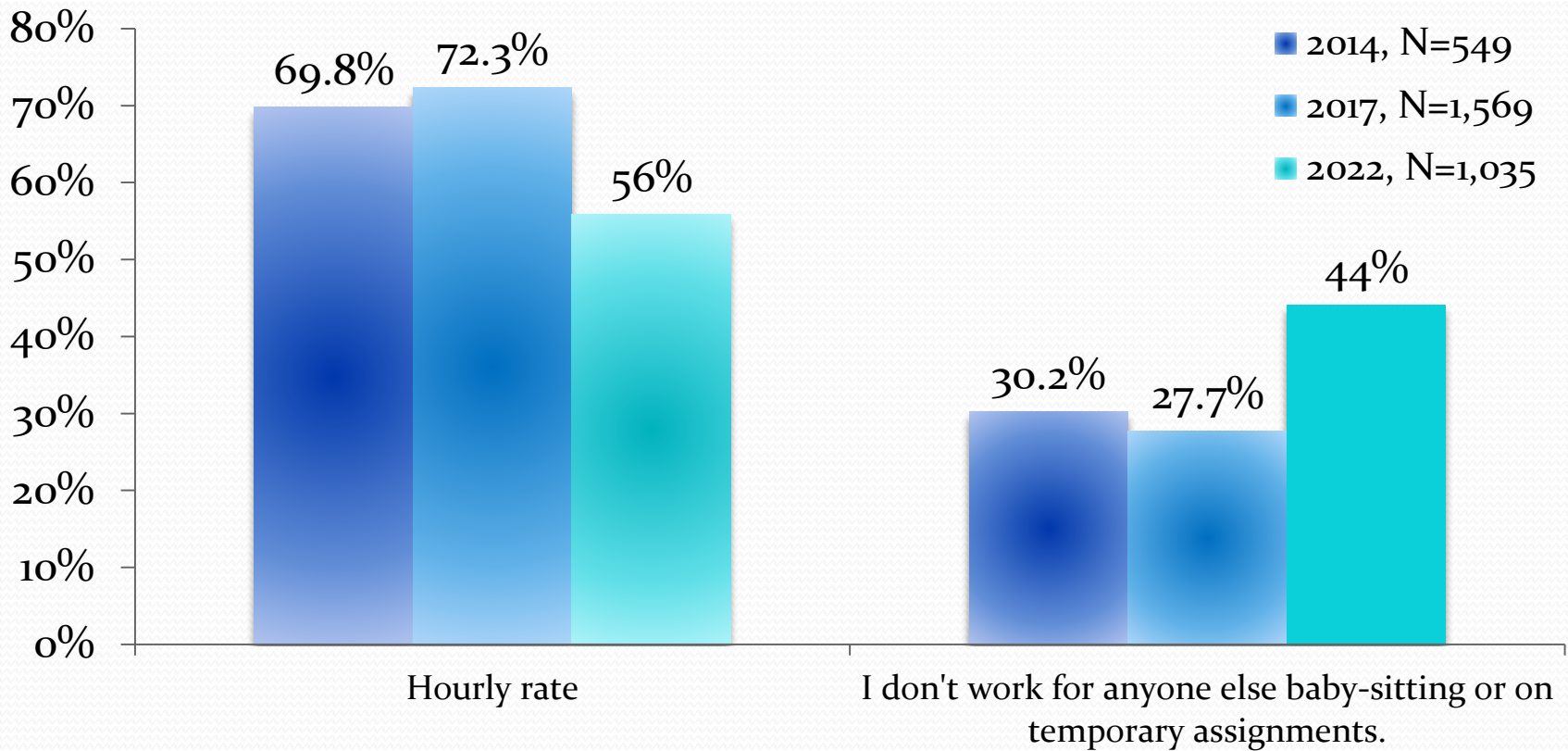
# Bonus Reported as Income

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



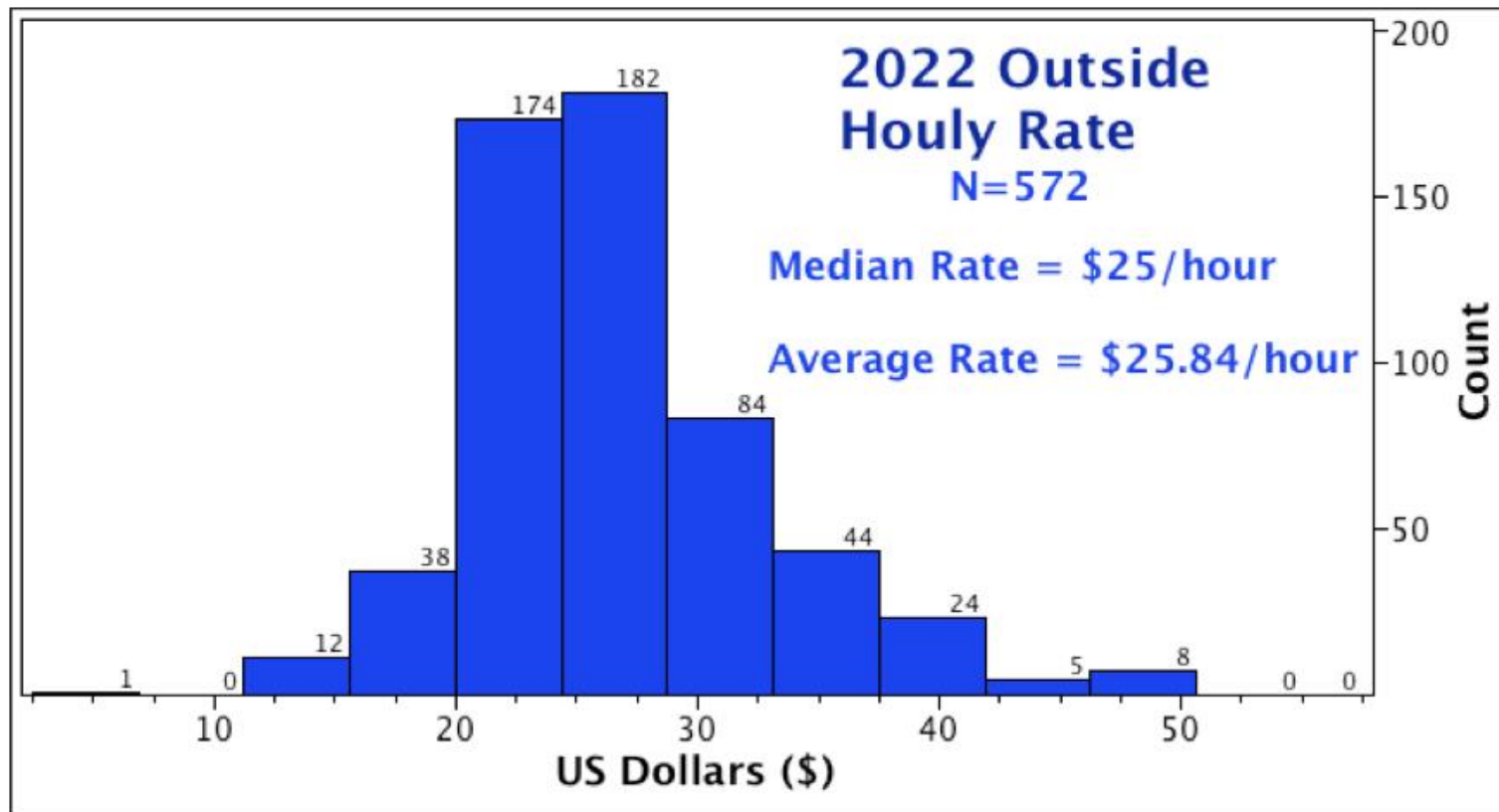
# Temporary Assignment Income

*What do you charge hourly for baby-sitting or working on temporary (short-term) assignments for someone else other than your current employer?*



# Outside Hourly Rate

*What do you charge hourly for baby-sitting or working on temporary (short-term) assignments for someone else other than your current employer?*

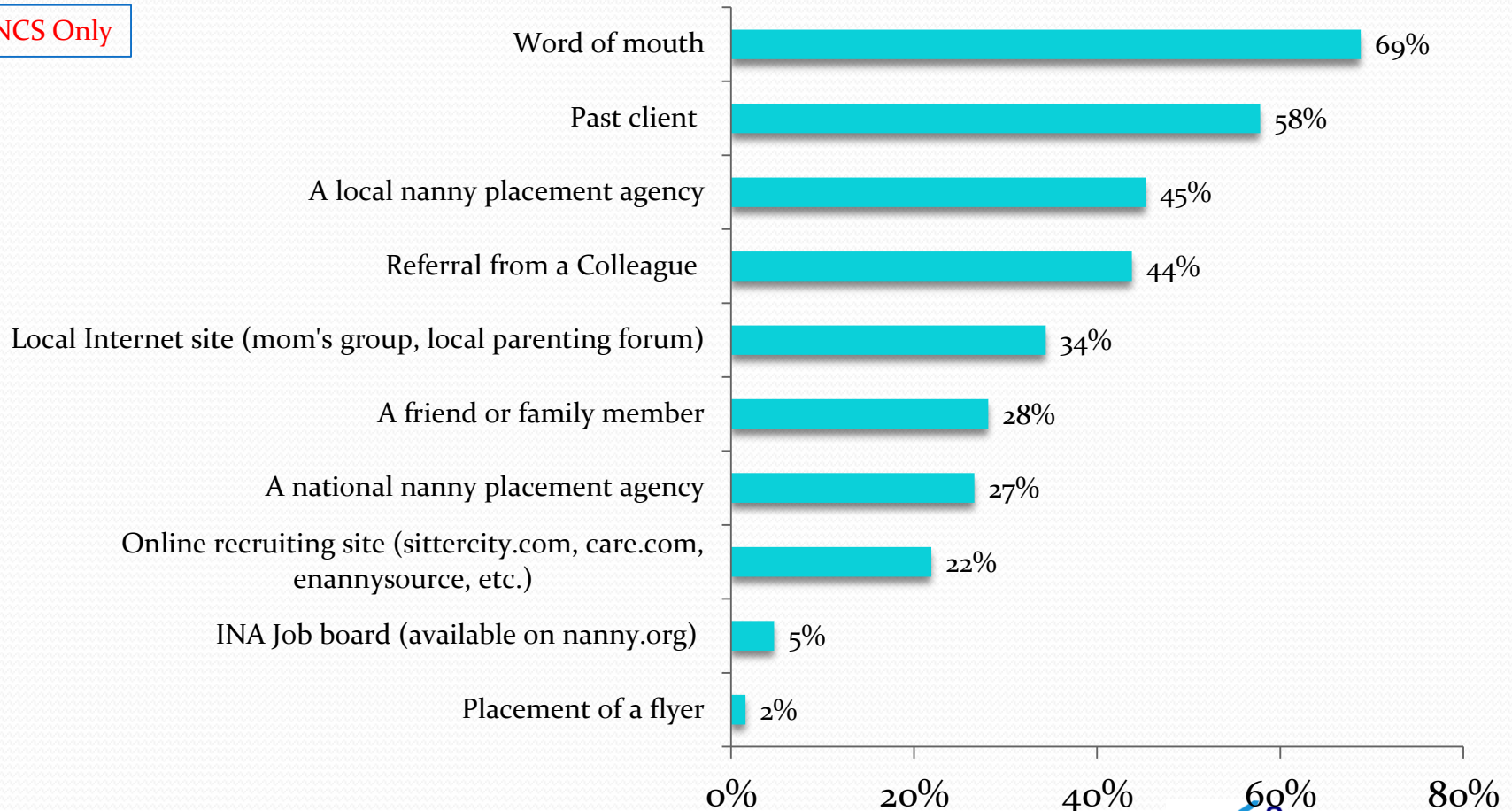


# Current Nanny Job

# Method of Finding Current Position

How did you find your current position? N=84

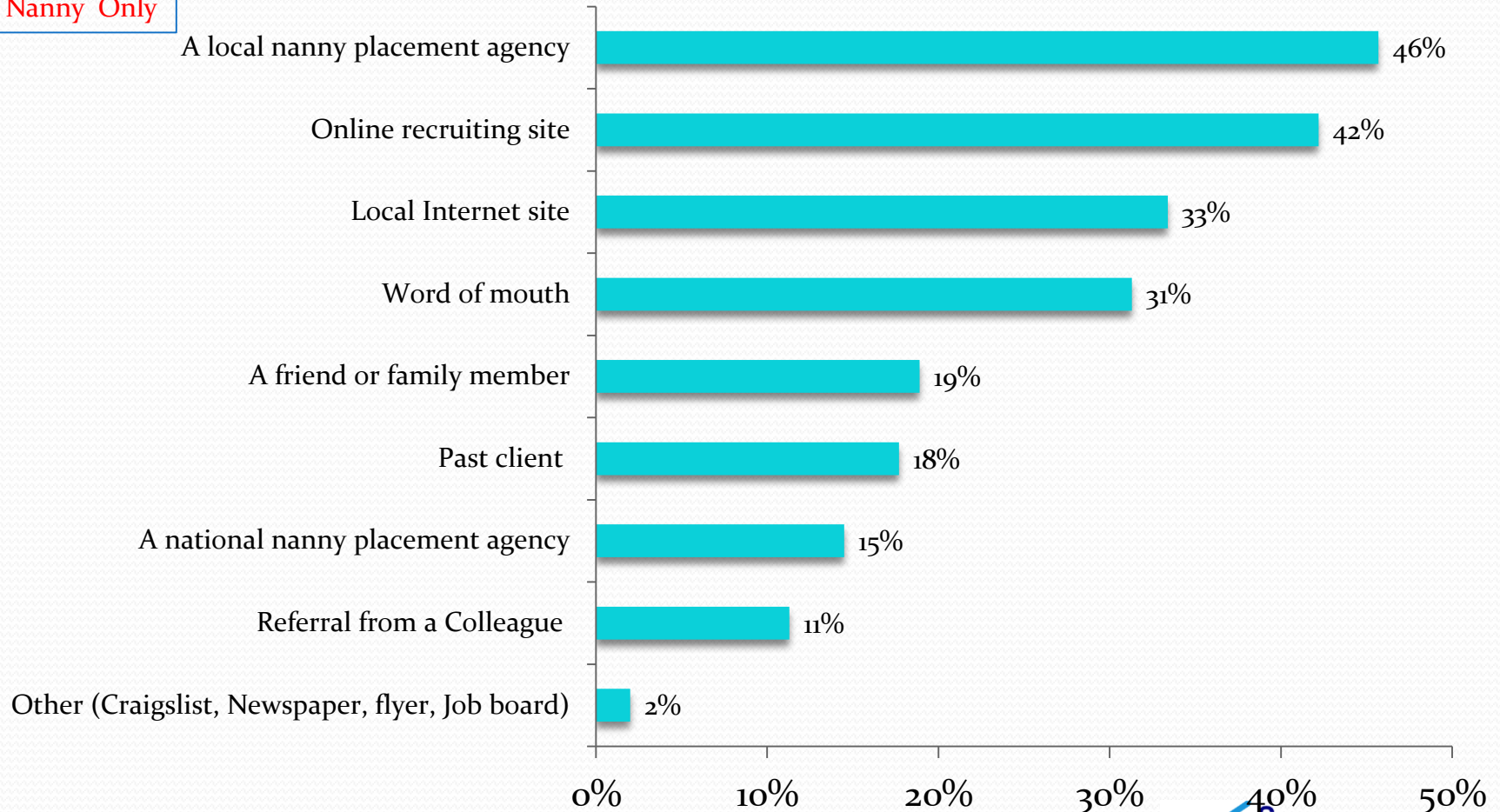
NCS Only



# Methods of Finding Position (Nanny)

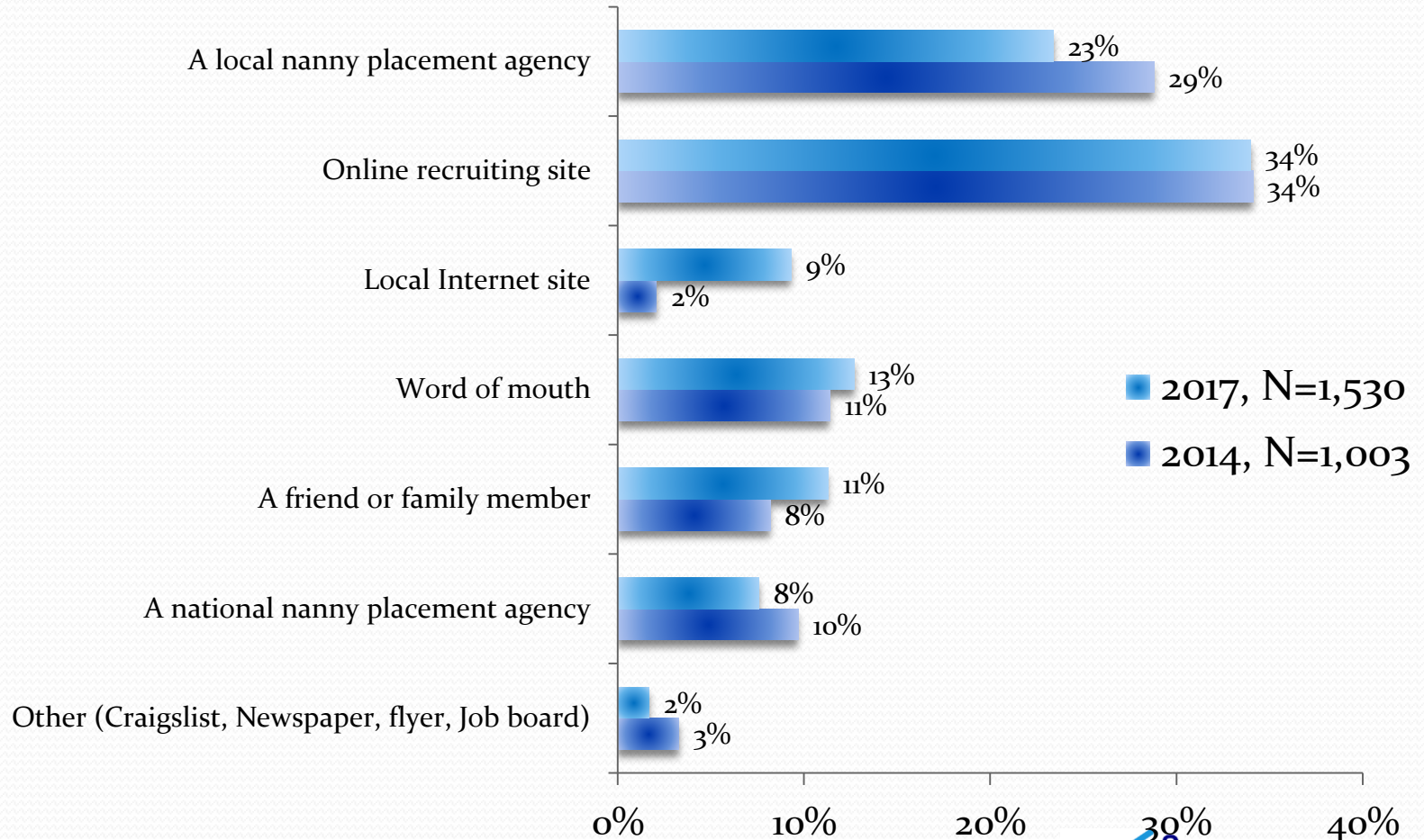
How did you (or do you typically) find your nanny job(s)? (Select all that apply) 2022 N=951

Nanny Only



# Method of Finding Current Position (Prior years)

How did you find your nanny position? (Select One)



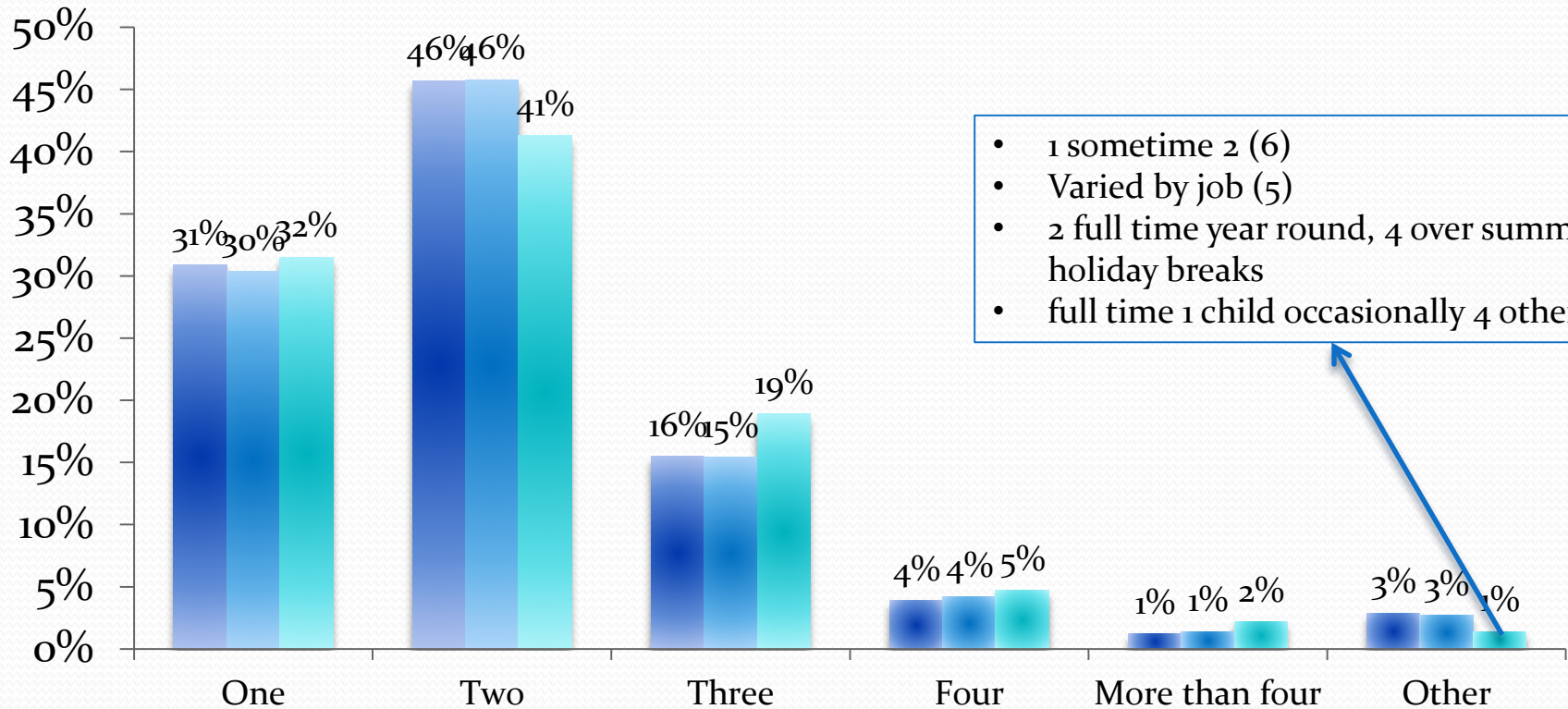


# Number of Children Cared For

For how many children do you currently care?

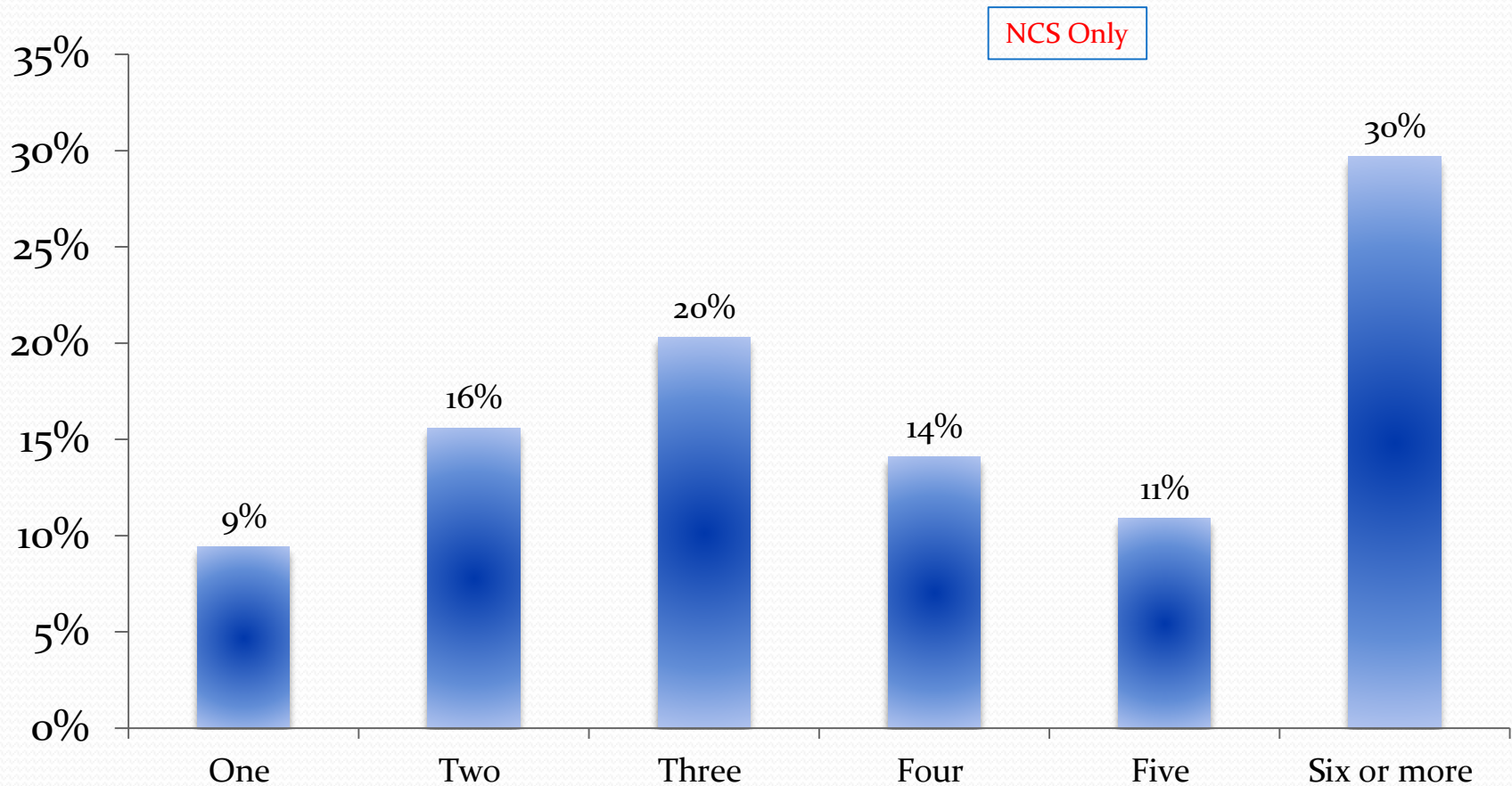
Nanny Only

2014, N=1,005    2017, N=1,534    2022, N=953



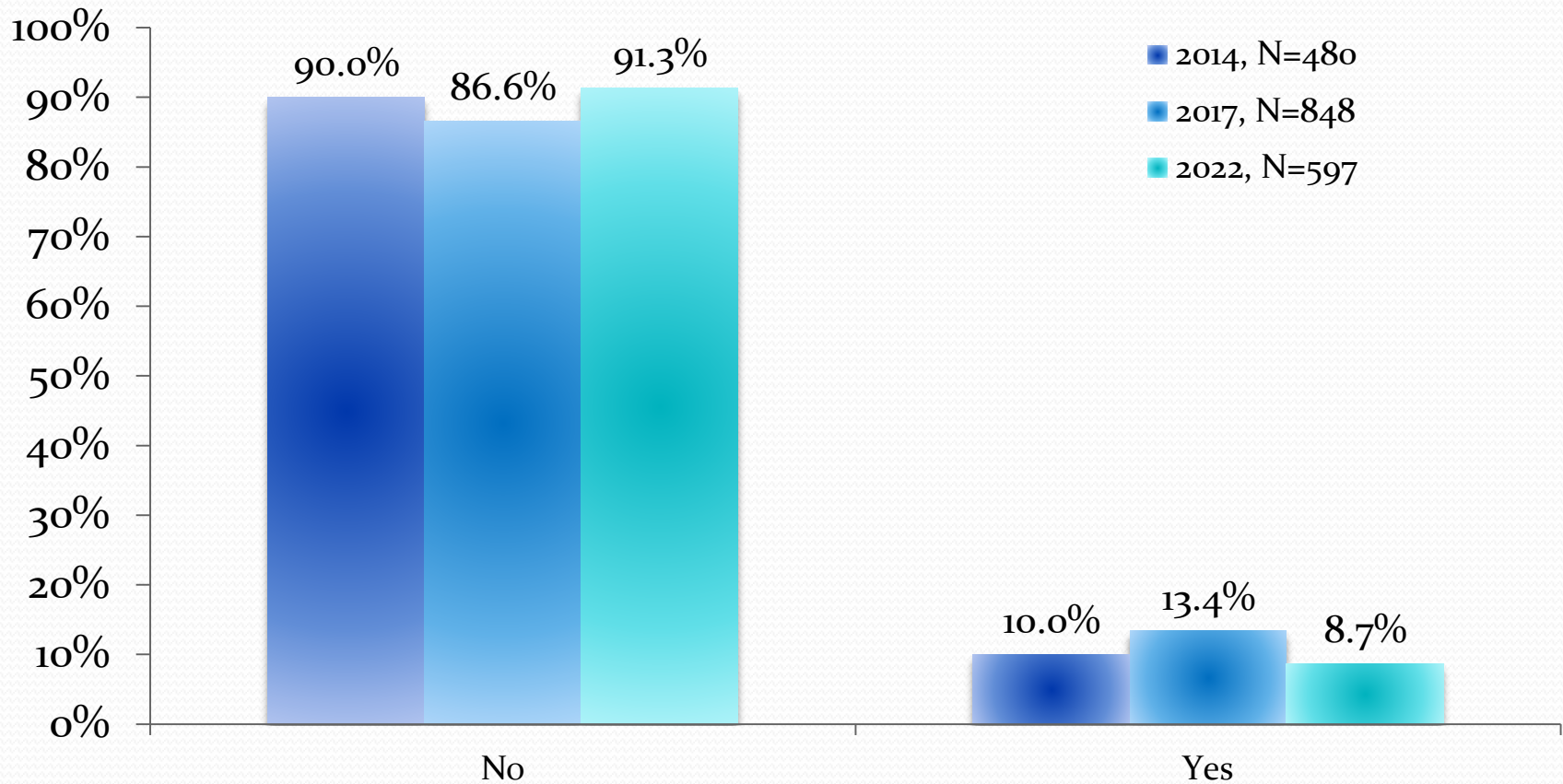
# Number of Different Families

*How many different families did you provide NCS care for in 2022?*



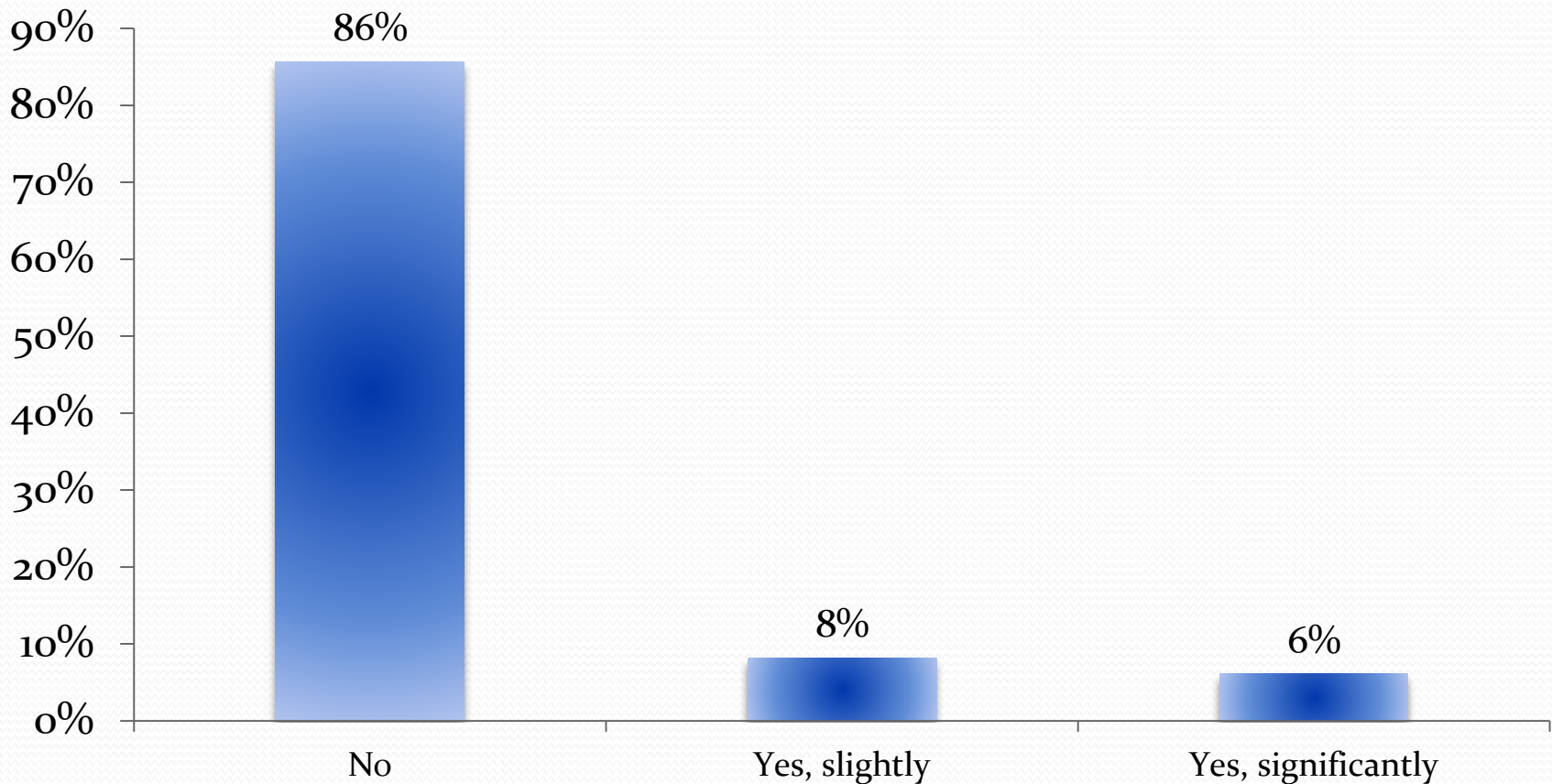
# Bring Own Child to Work

*Do you bring your own child or children with you to work?*



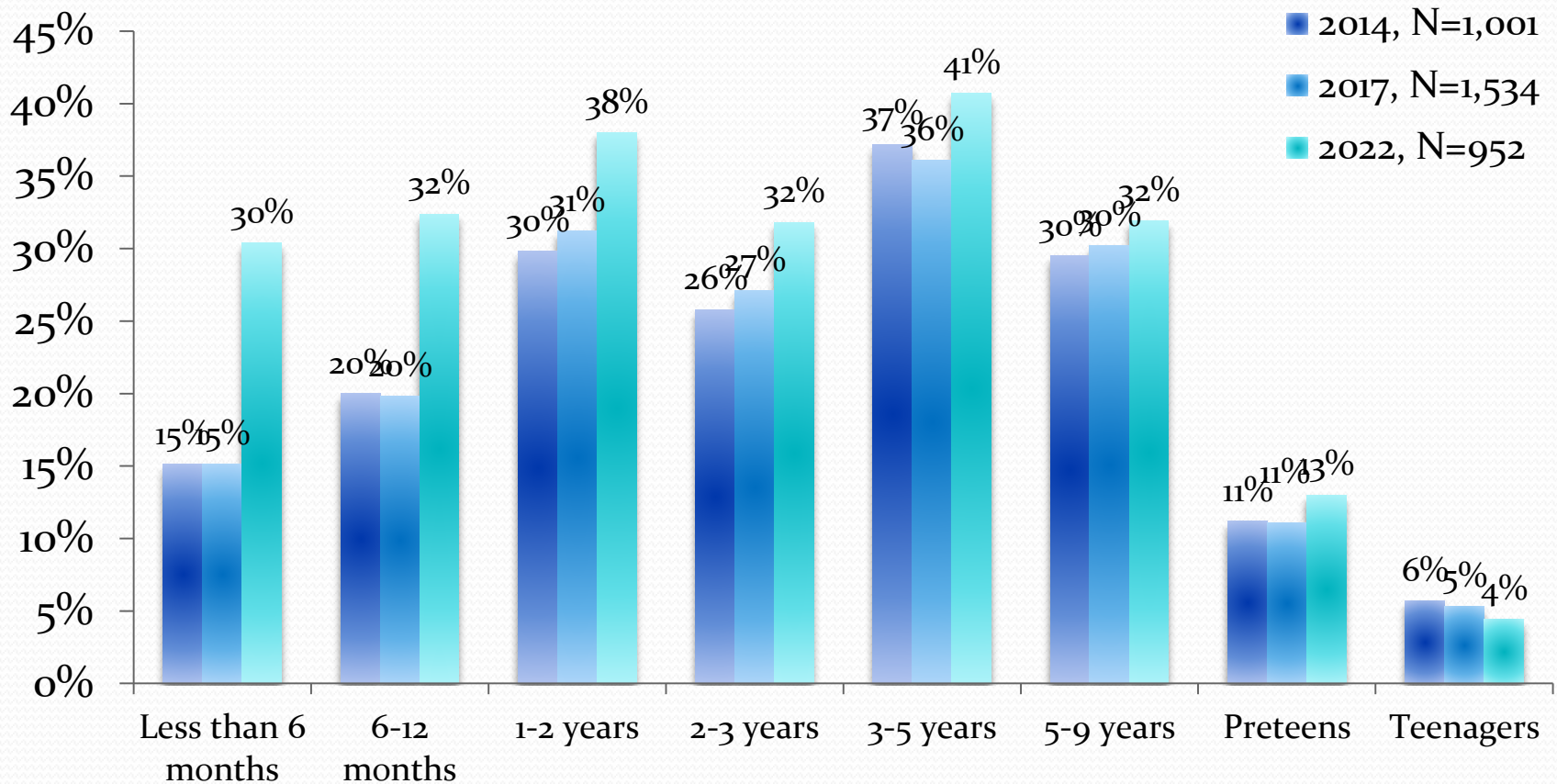
# Bring Own Child – Effect on Salary

*Does bringing your children with you to work affect what your employer pays you? N=49*



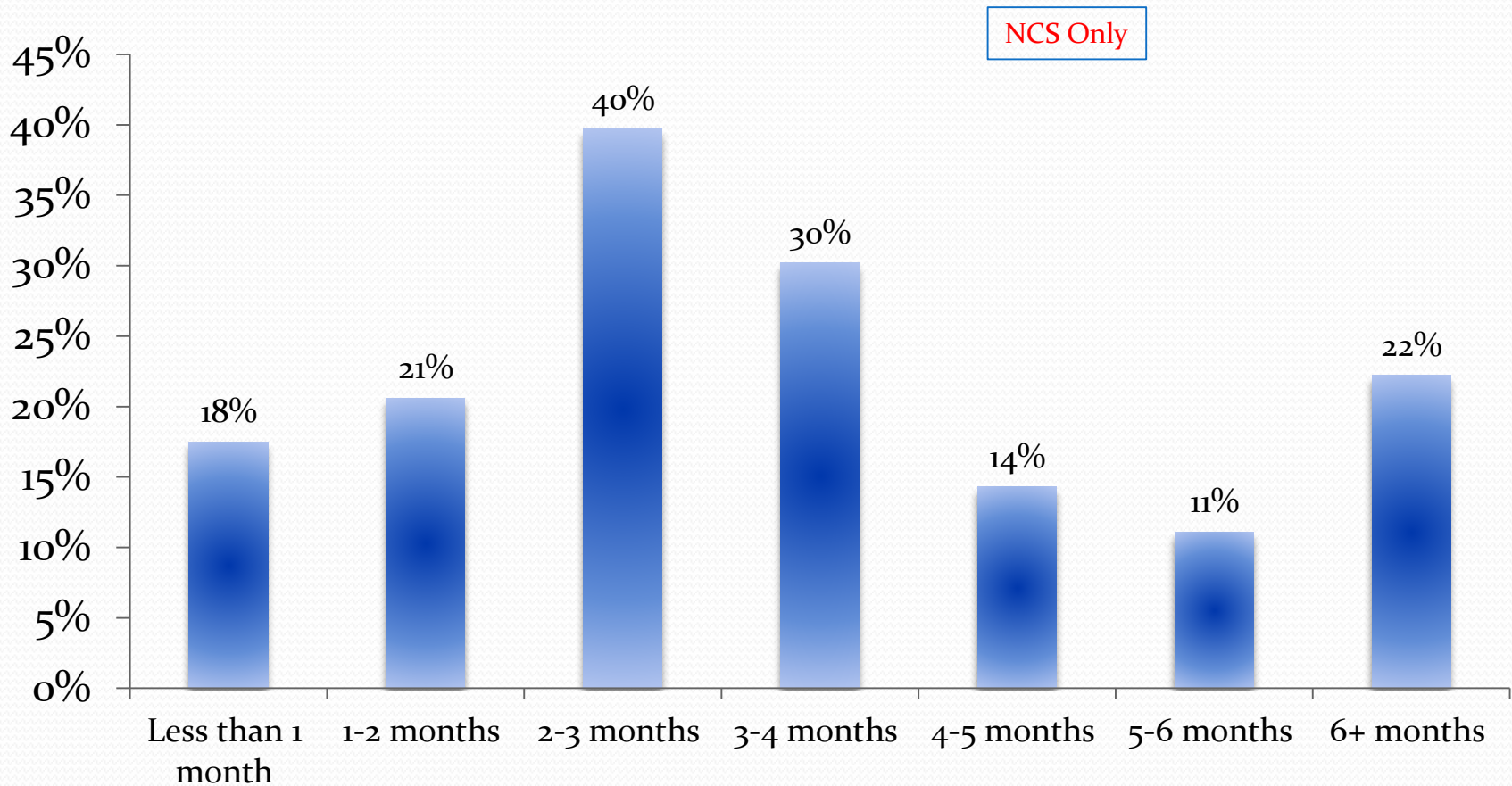
# Age of Children Cared For

What is the age group of the children in your care? (Select all that apply.) **NANNY ONLY**



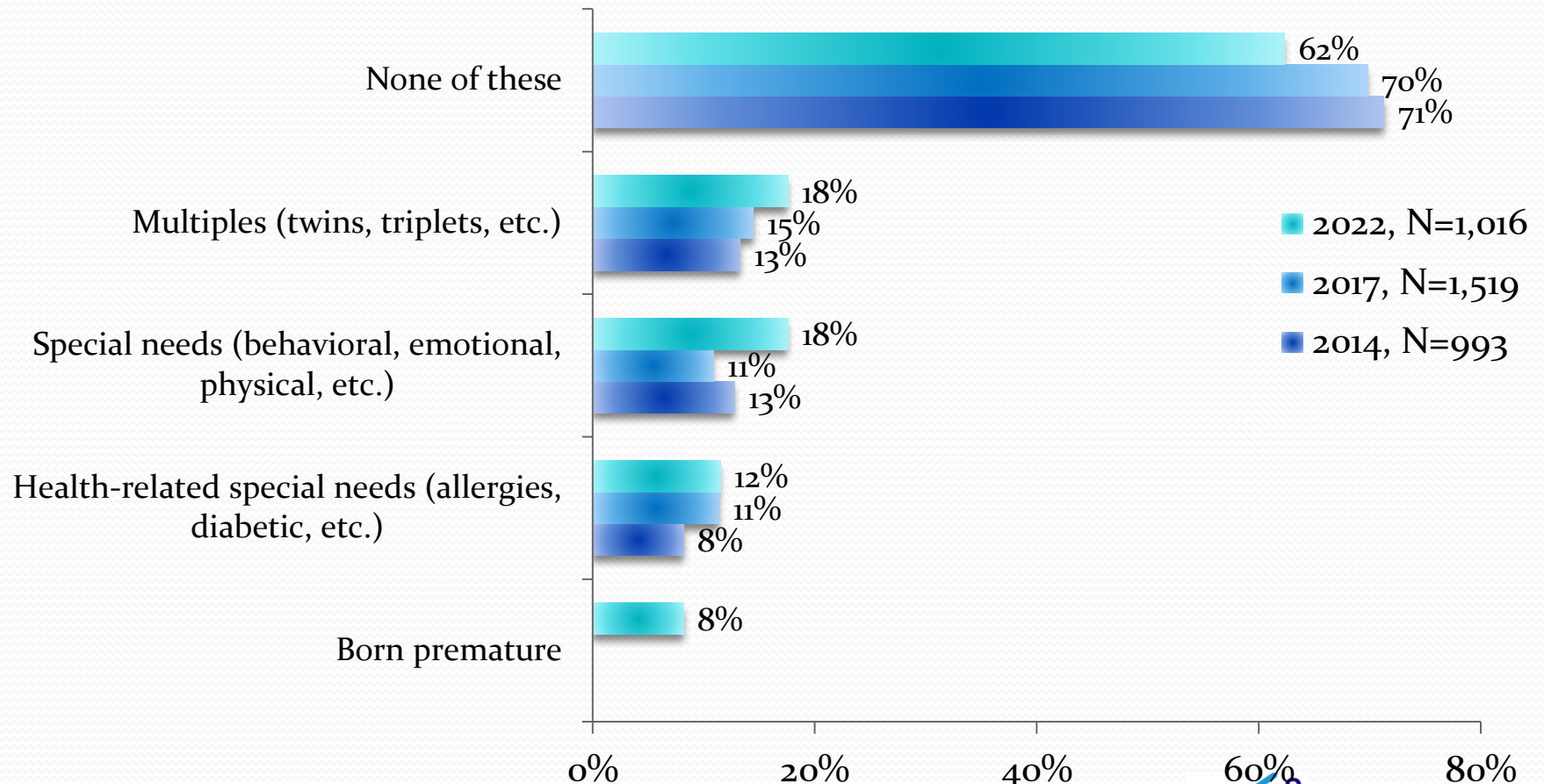
# Length of Stay with Infant

How long did you stay with the infants in your care in 2022?(Select all that apply.) N=63



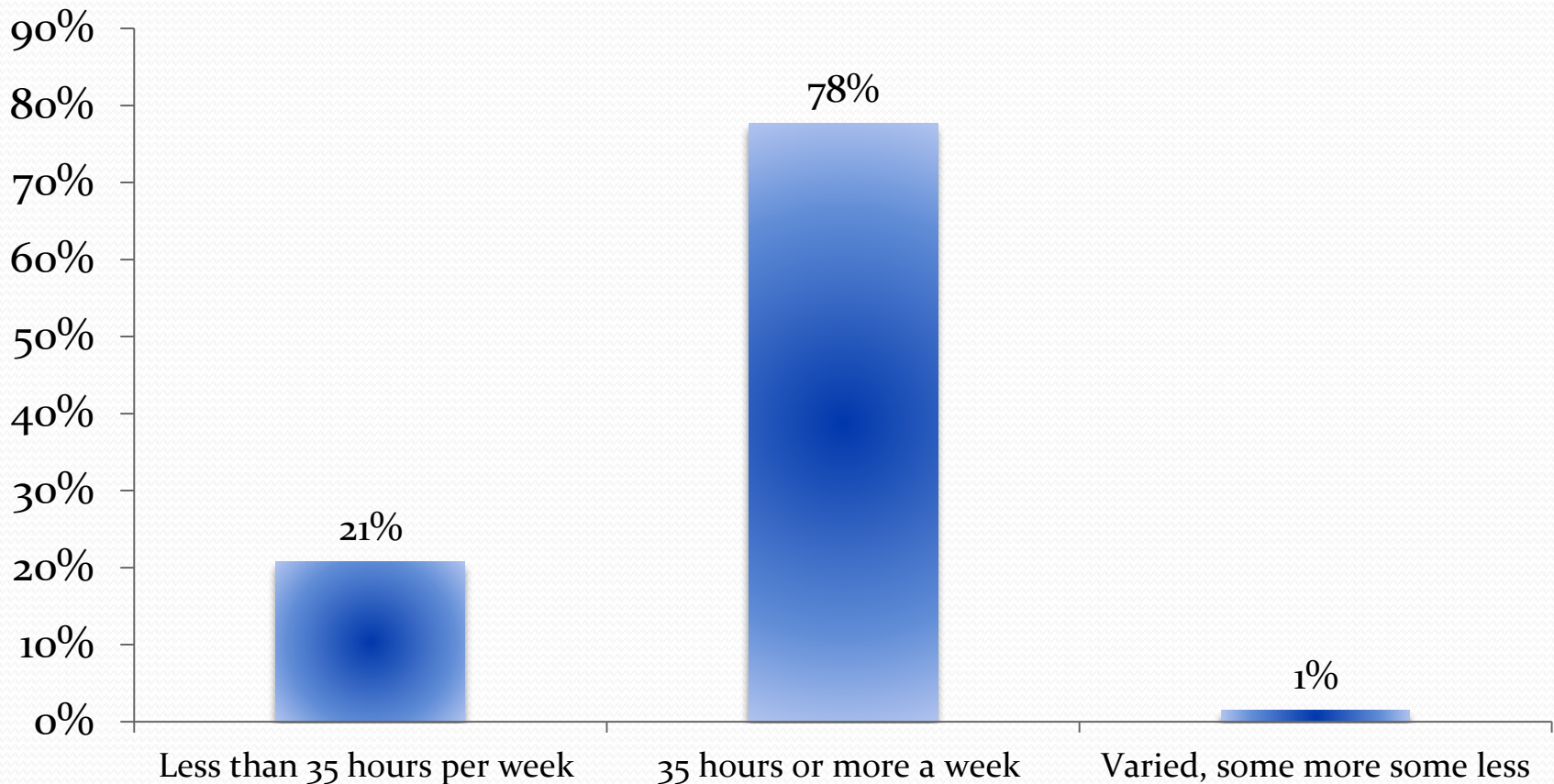
# Multiples/Special Needs

Are you currently caring for multiples or special needs children? (Select all that apply)



# 35 or More Hours Per Week in 2022

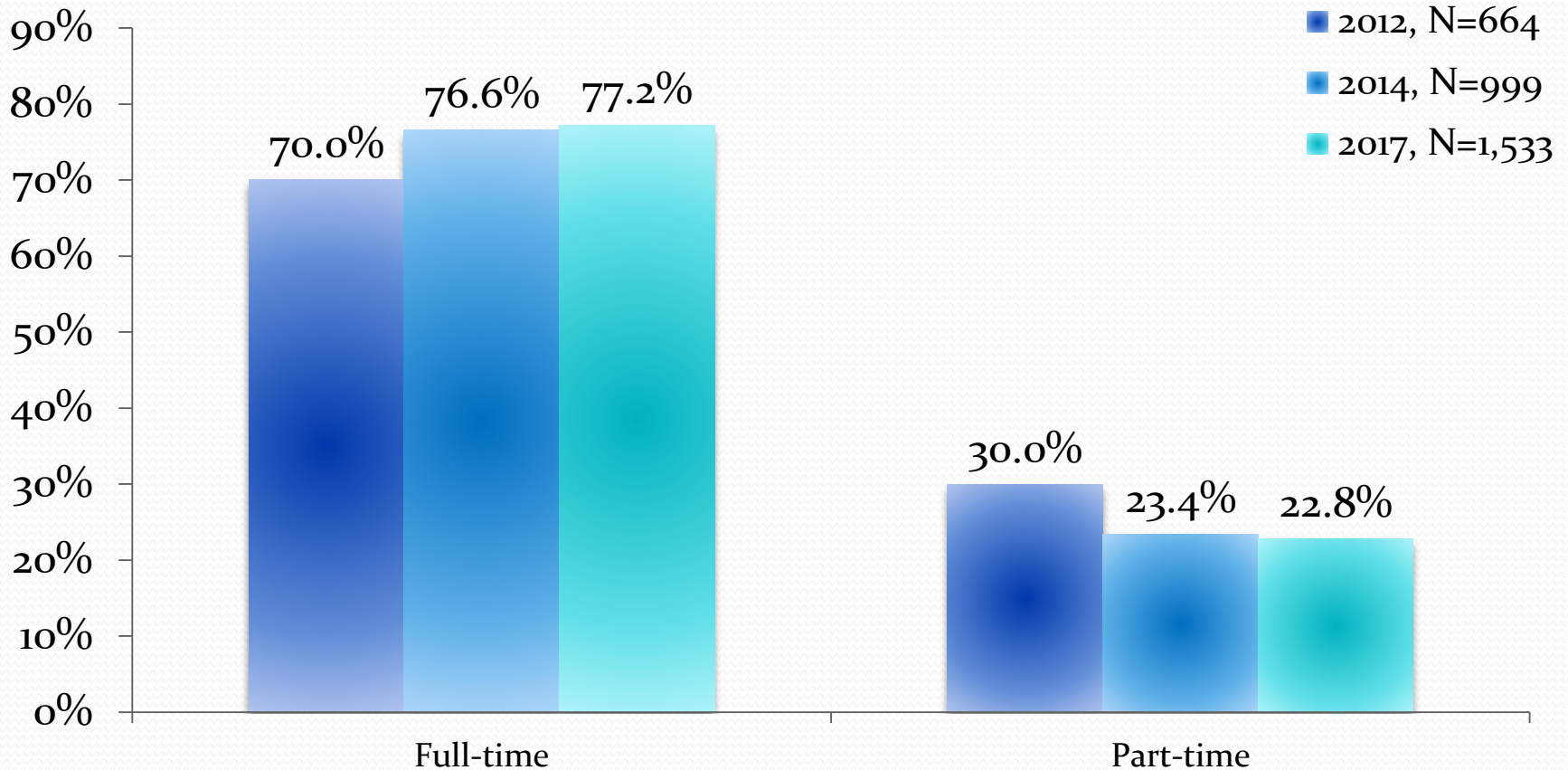
*In 2022 were you working more or less than 35 hours a week? N=951*





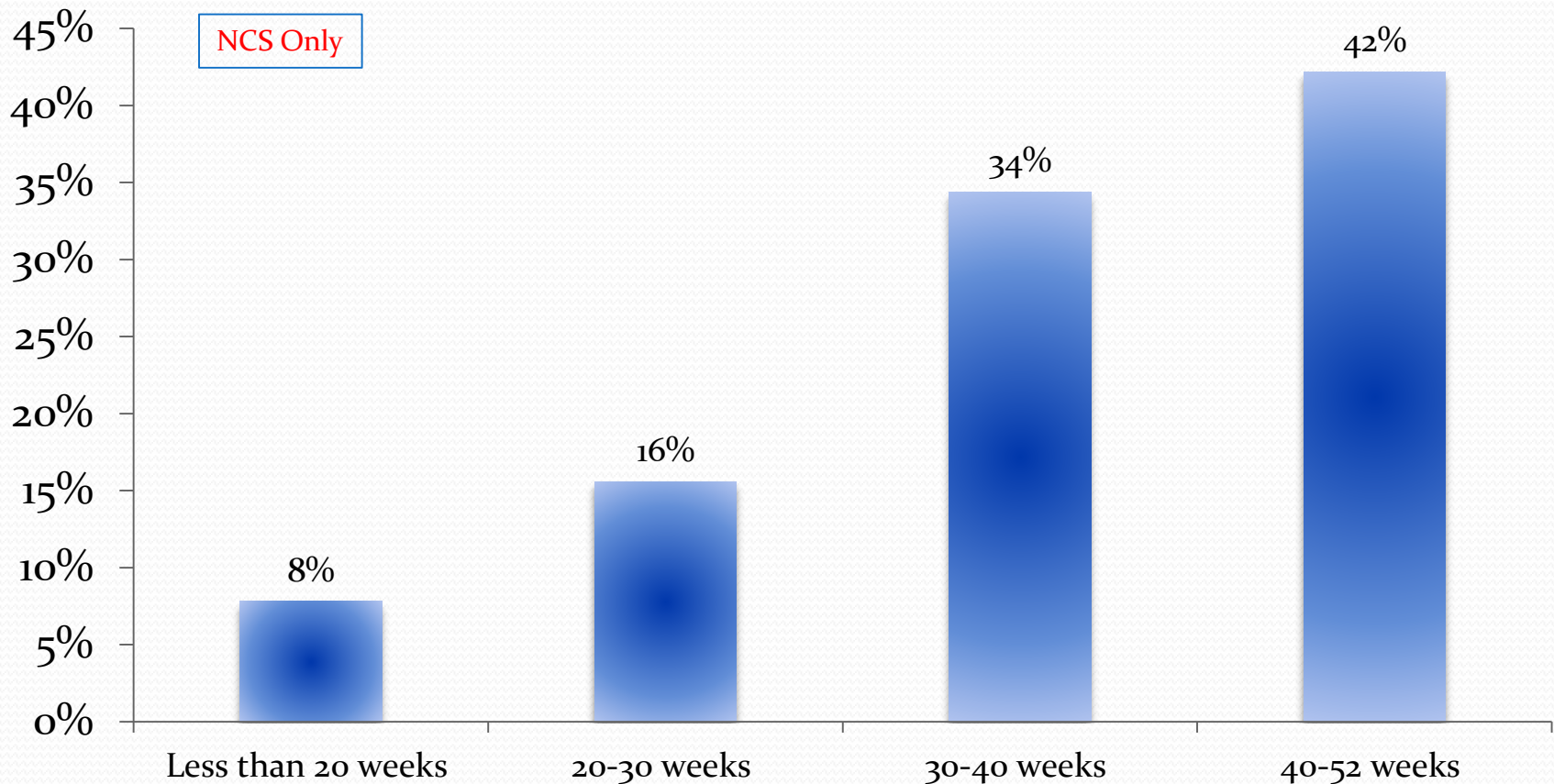
# 35 or More Hours Per Week Past Years

Are you currently a full-time or part-time employee?  
(Select full-time if you are employed 35 hours or more in a 7-day period.)



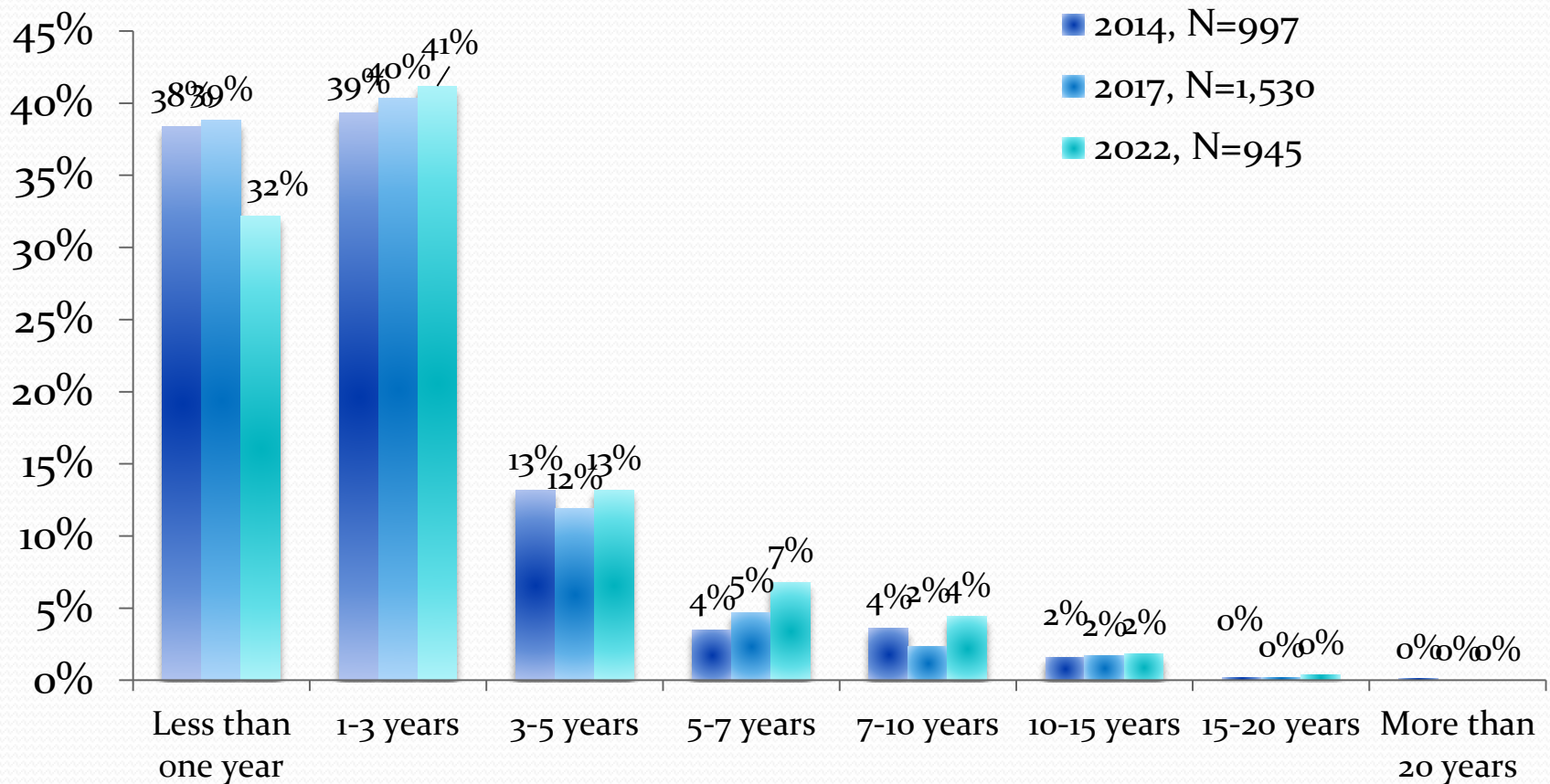
# Weeks Working in 2022

Approximately, how many weeks did you work as a NCS in 2022? N=64



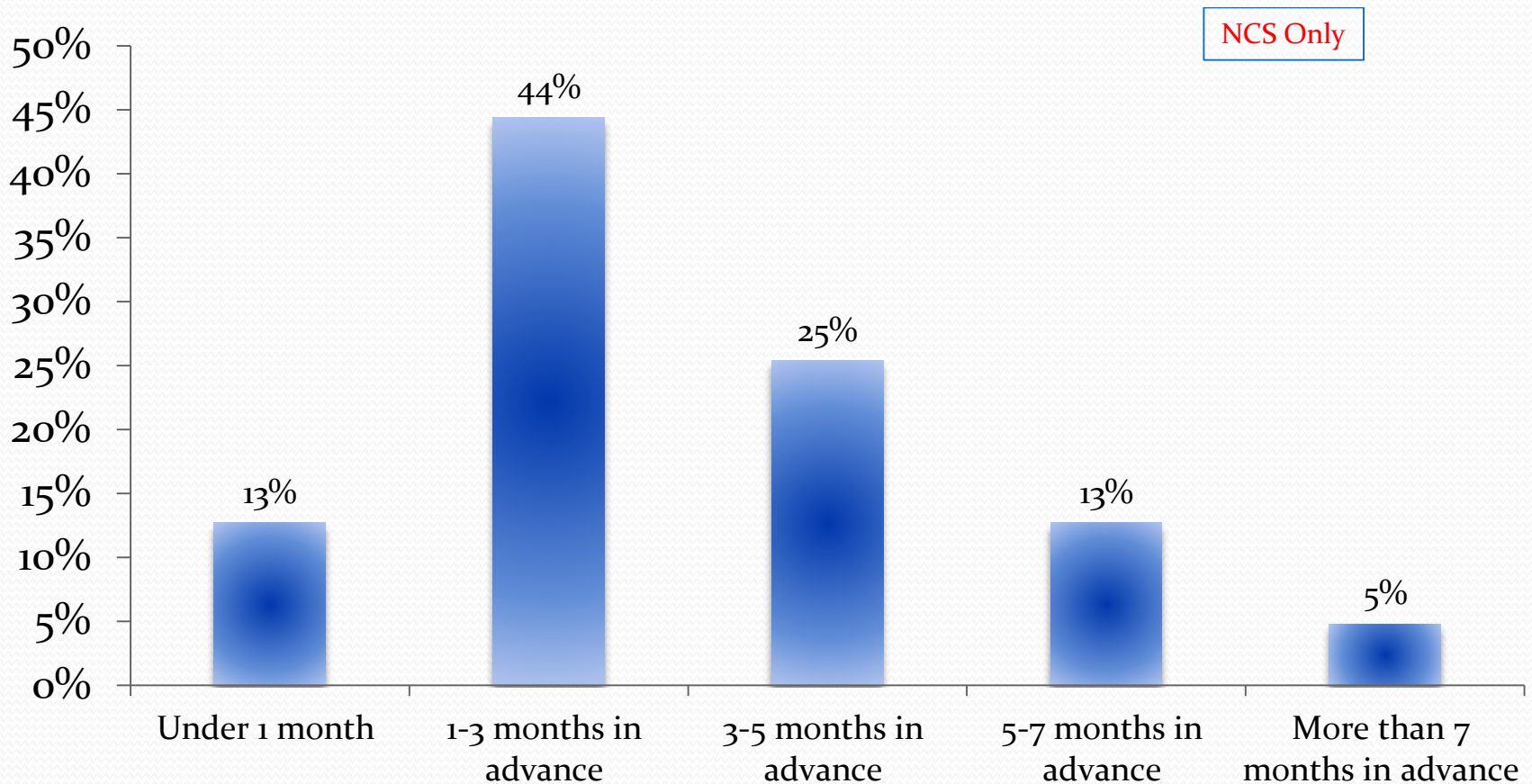
# Tenure

*How long have you worked for your present employer?*



# Booking in Advance (NCS)

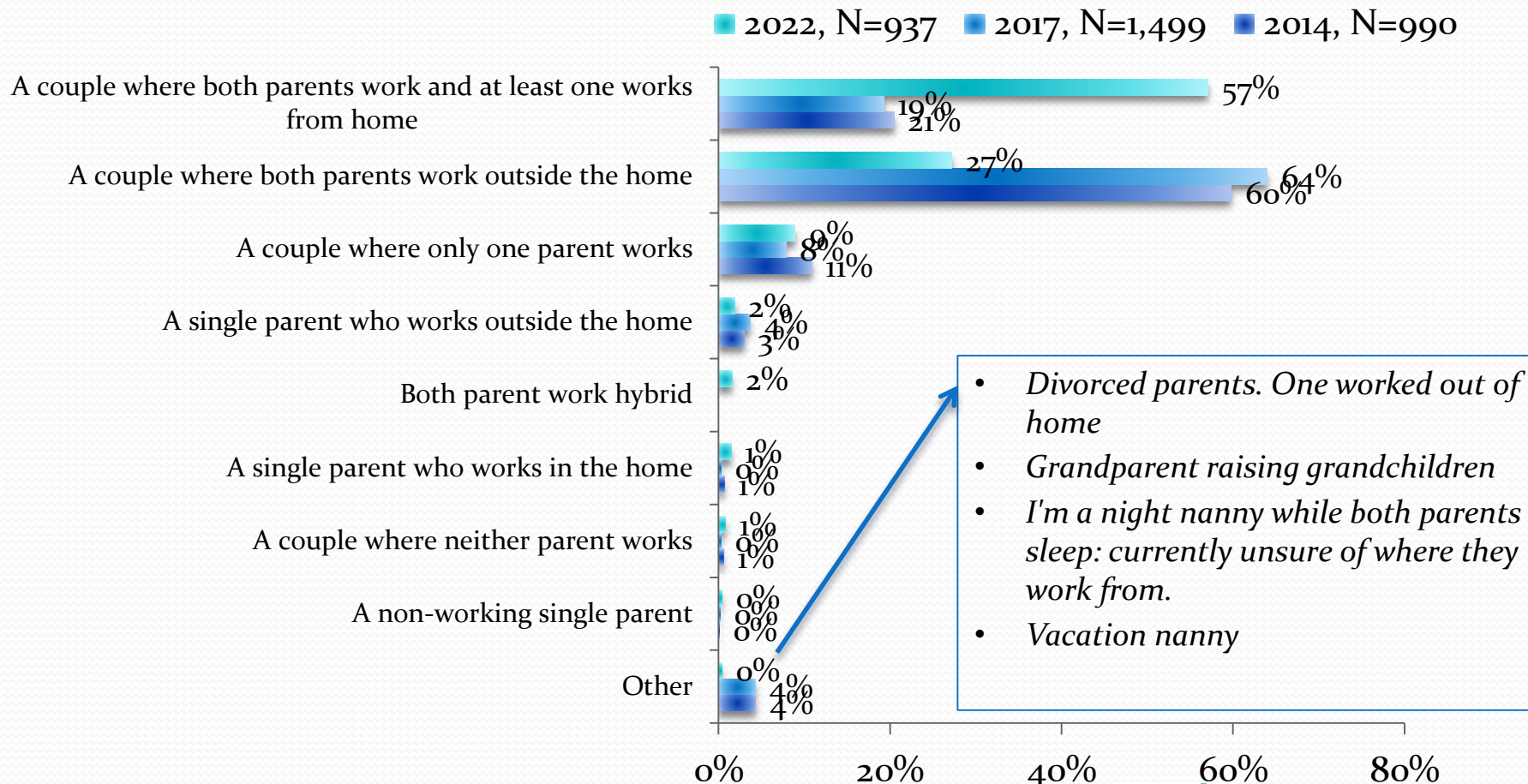
Typically how far in advance do you usually book a client? N=63



# Current Employer

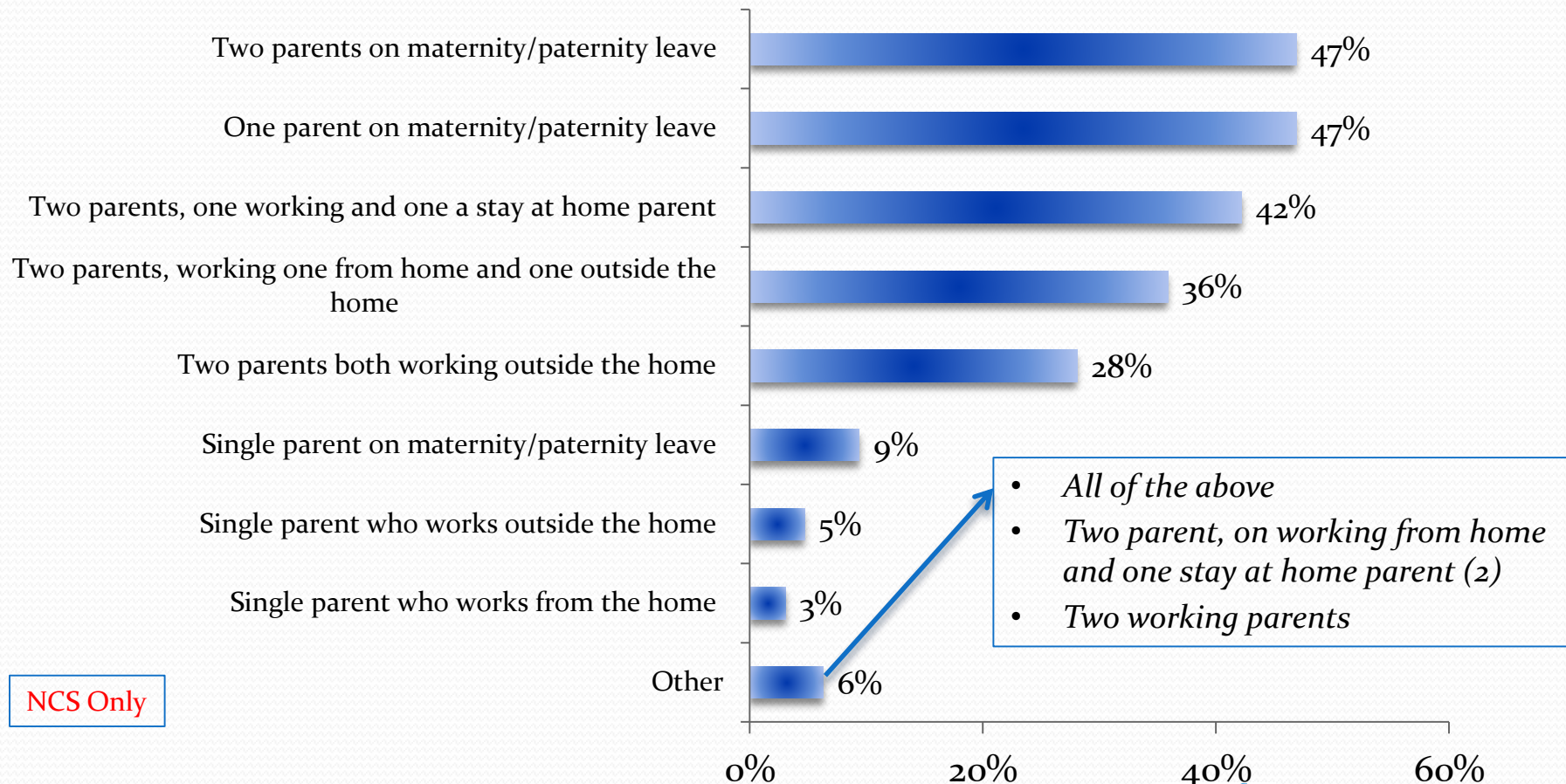
# Type of Family

Which of the following best describes the family for whom you work?



# Type of Clients (NCS)

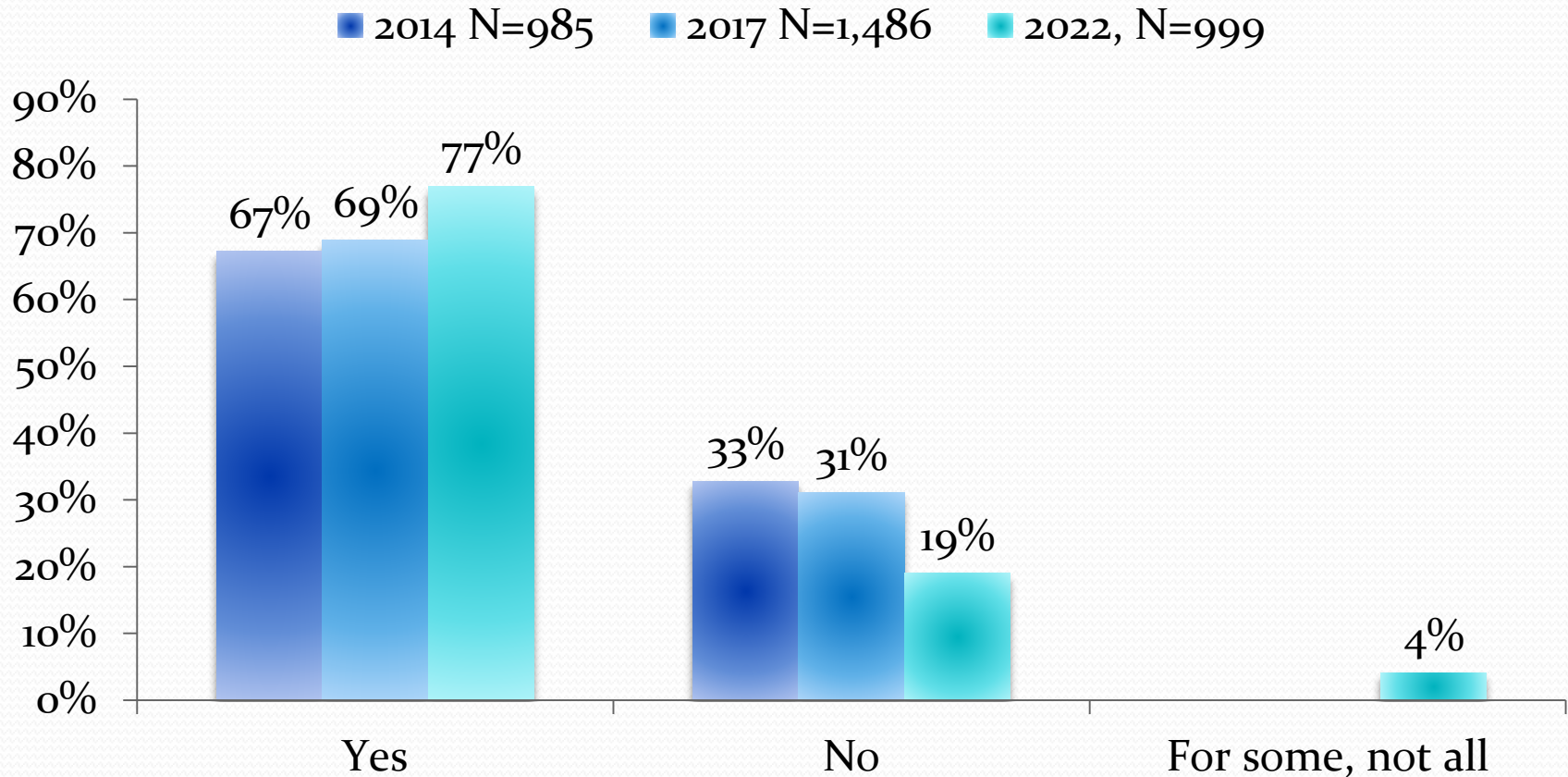
Which of the following best describes the clients you have worked with in 2022? (Select all that apply) N=64



NCS Only

# Written Work Agreement

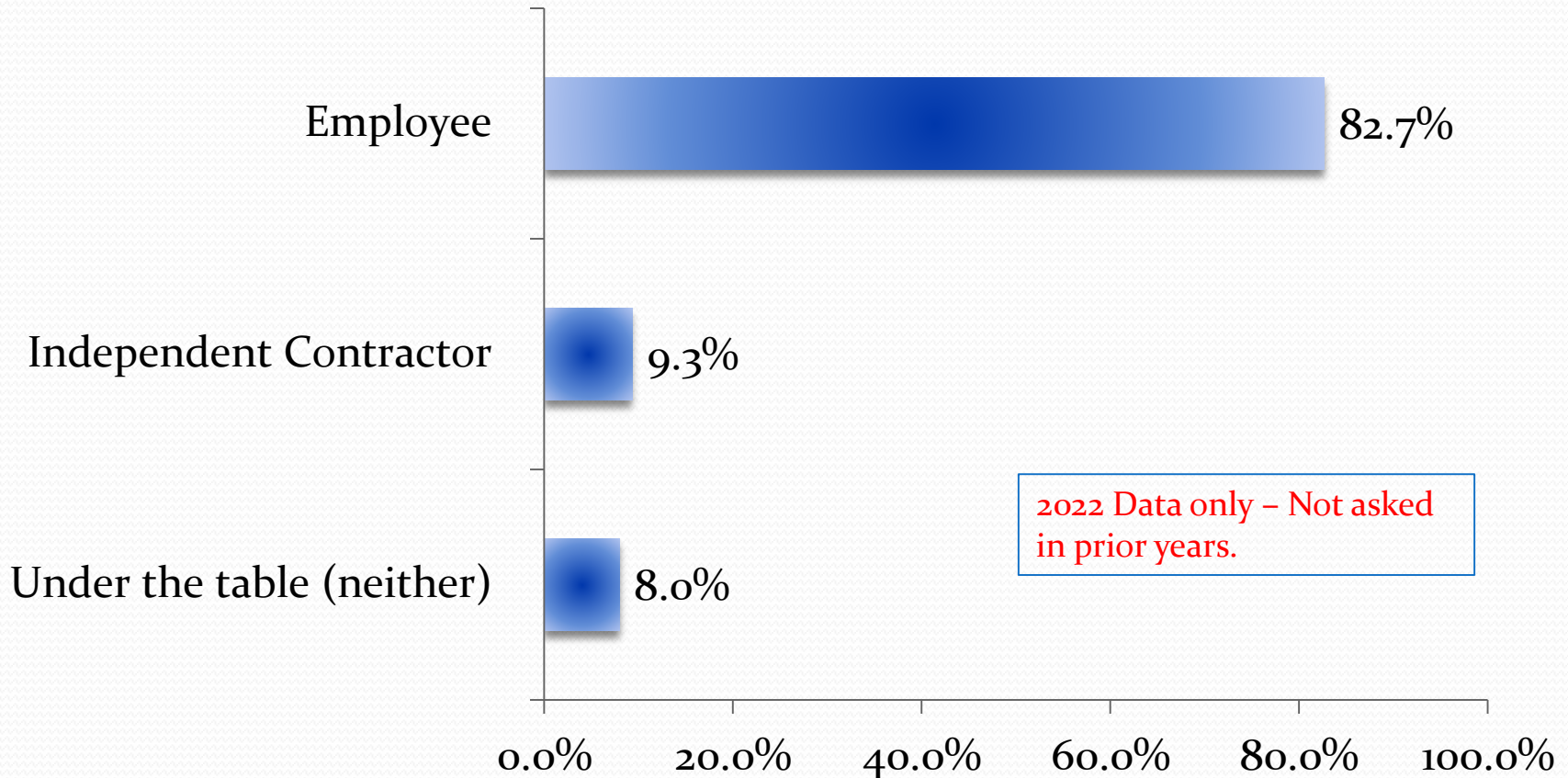
*Do you have a written work agreement in place with your current employer?*





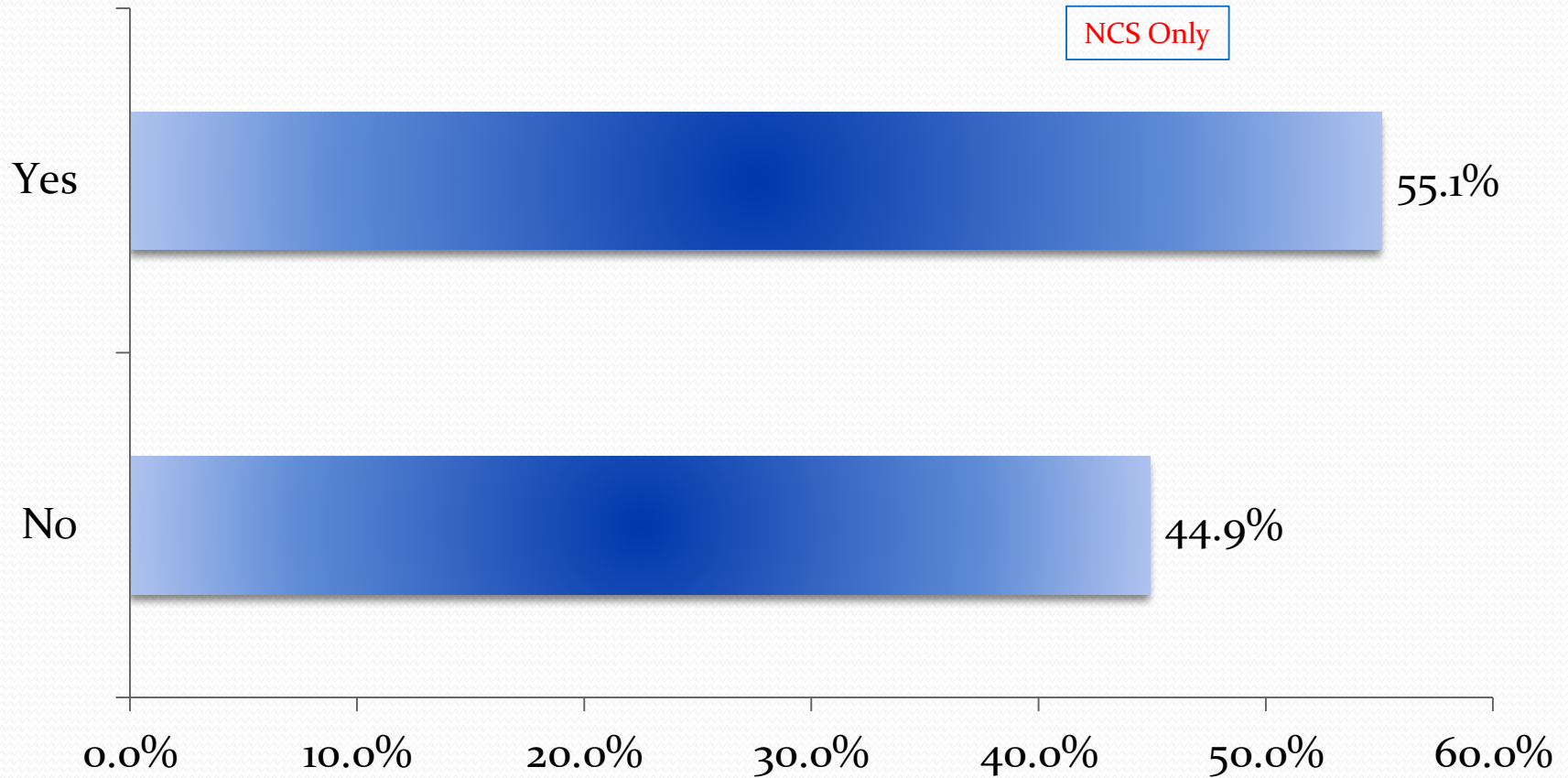
# Paid Employee Status

Were you paid as an employee or an independent contractor in 2022? N =970



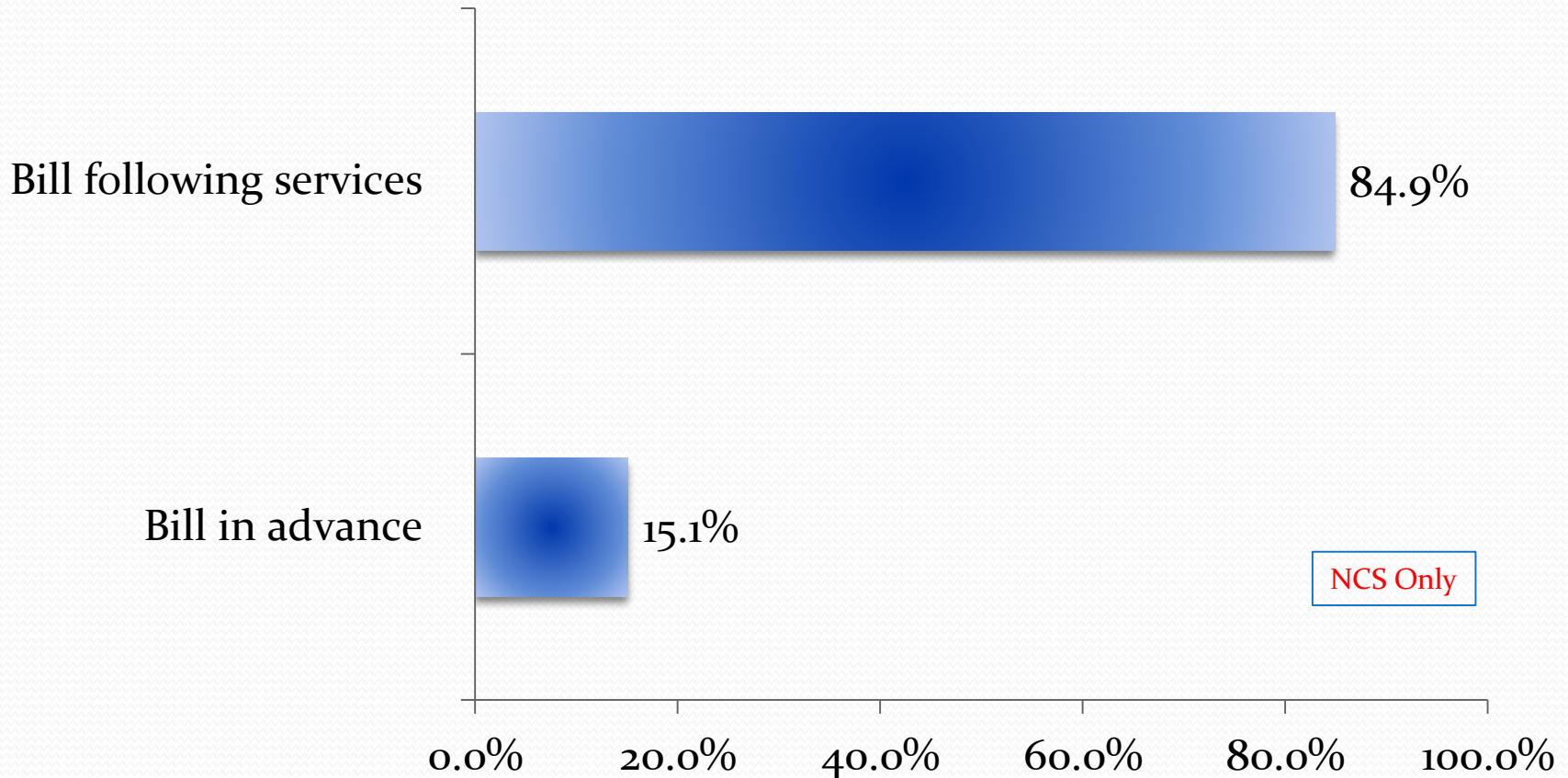
# Client Invoices (NCS)

Did you provide invoices to your client(s)? N=89



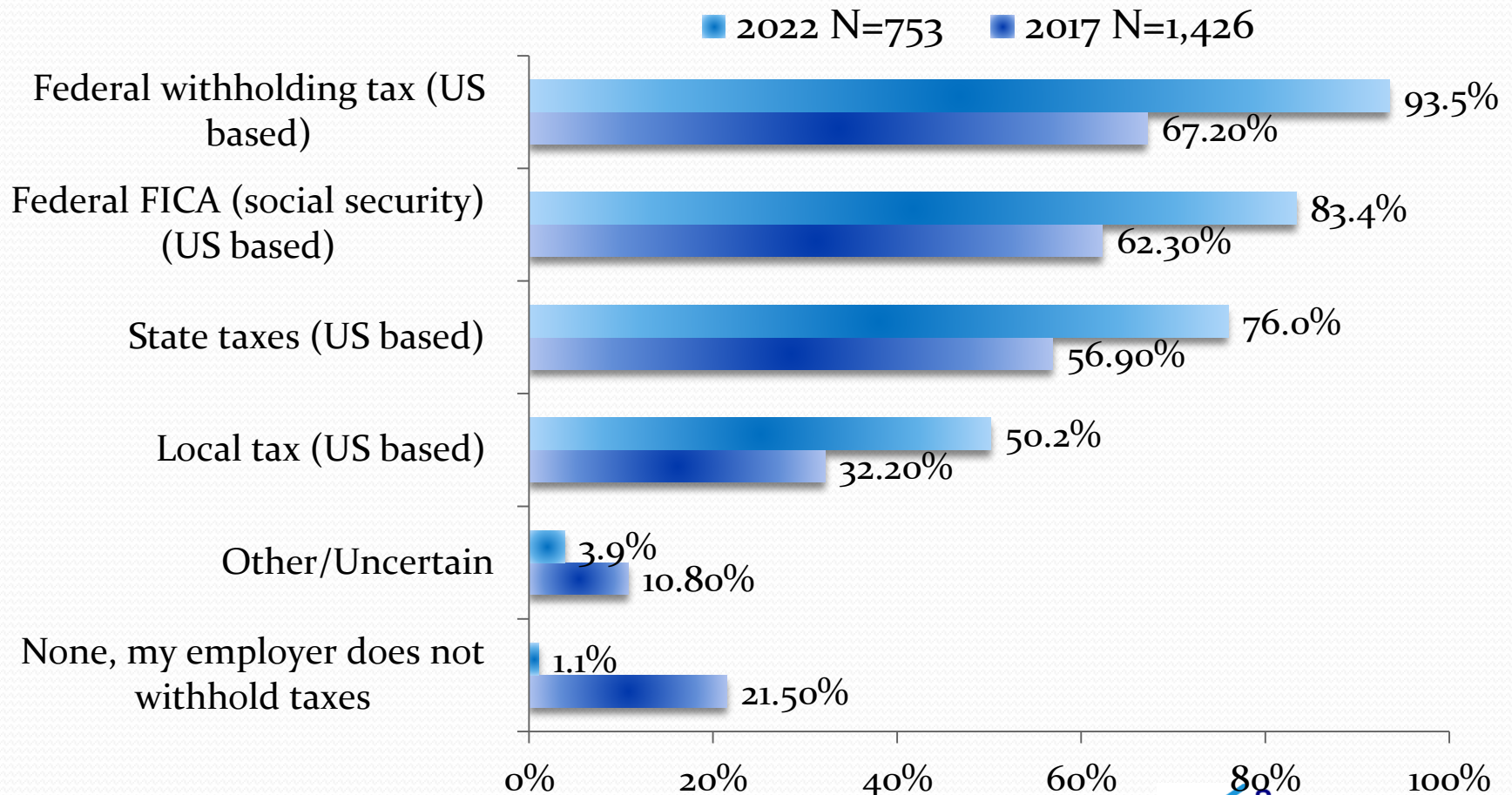
# Billing in Advance (NCS)

*Did you bill employer/client(s) in advance or following the services you provided in 2022? N=73*



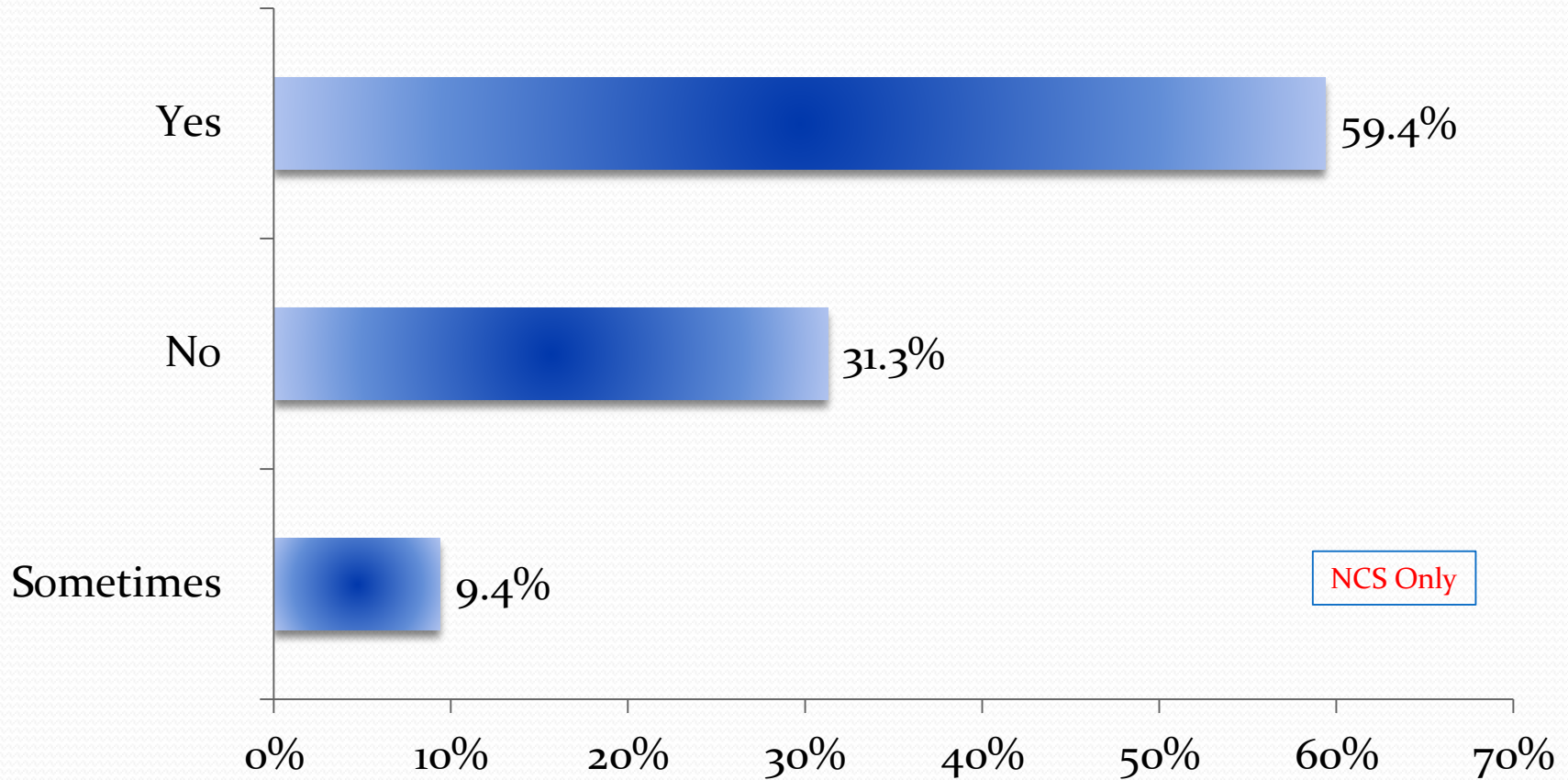
# Payroll Taxes Withheld

What payroll taxes does your employer deduct from your regular pay? (Select all that apply.)



# Retainer Charged (NCS)

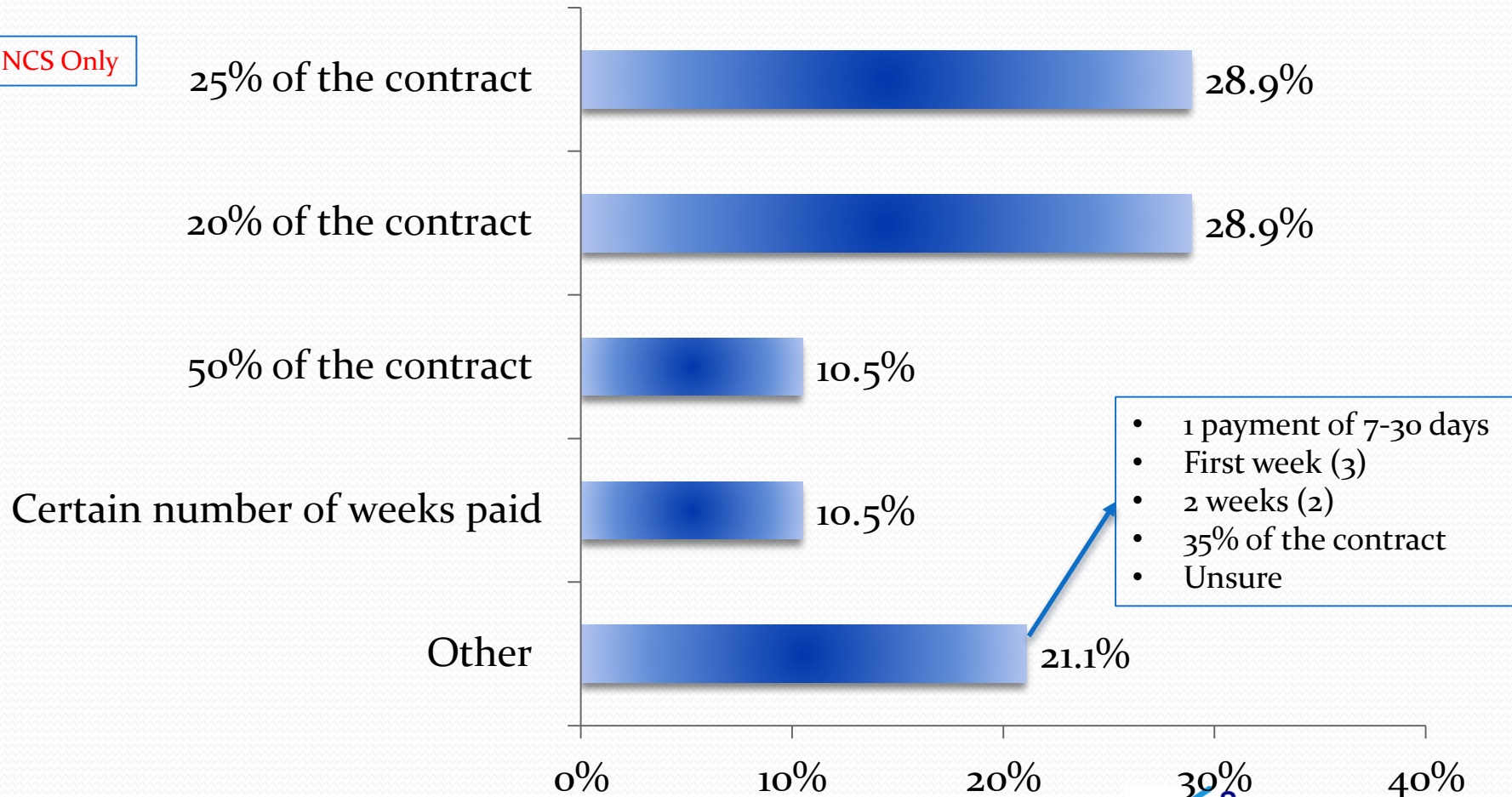
Did you charge a retainer rate for your clients in 2022? N=64



# Retainer Rate (NCS)

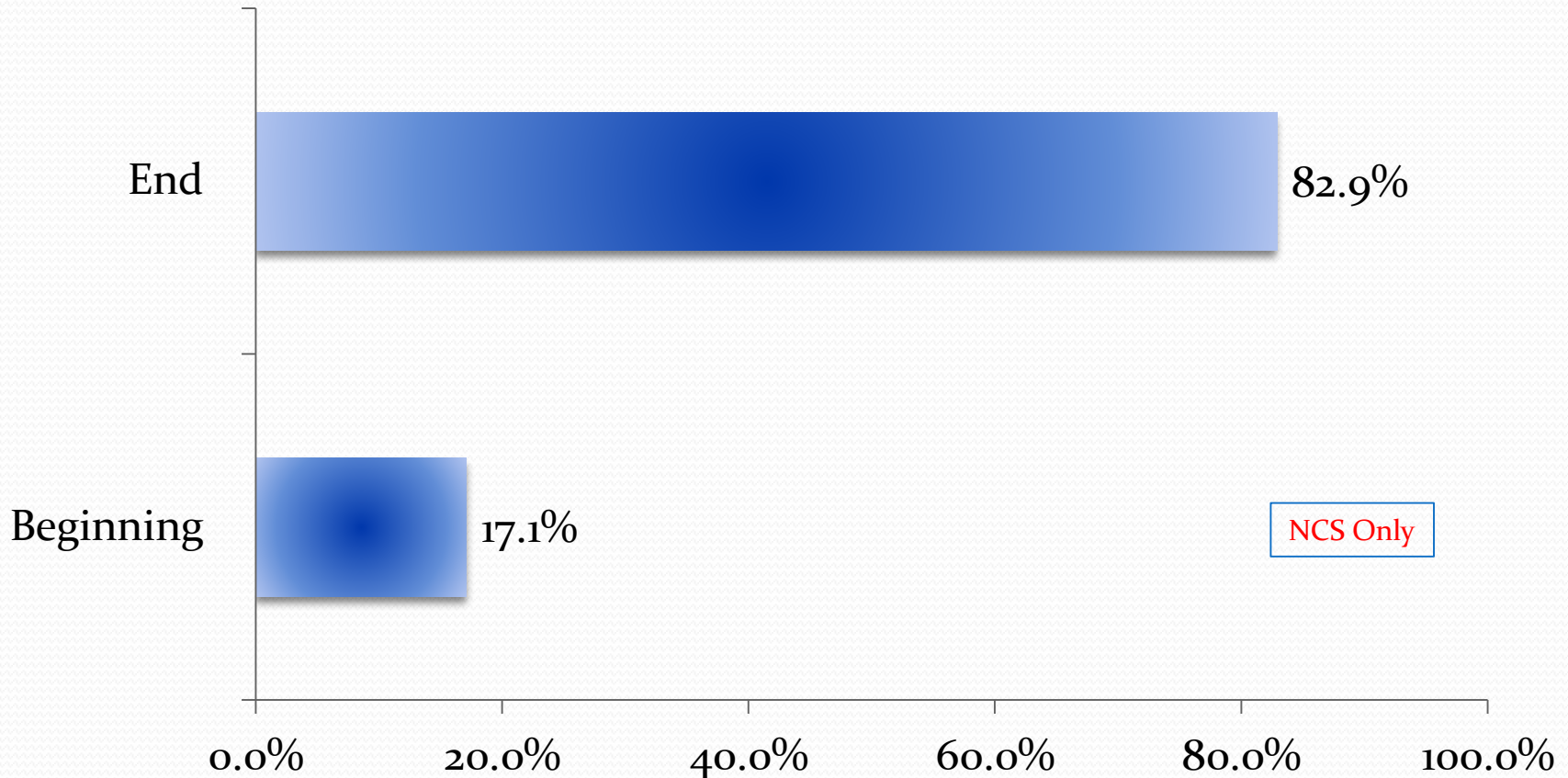
How much was your retainer rate? N=38

NCS Only



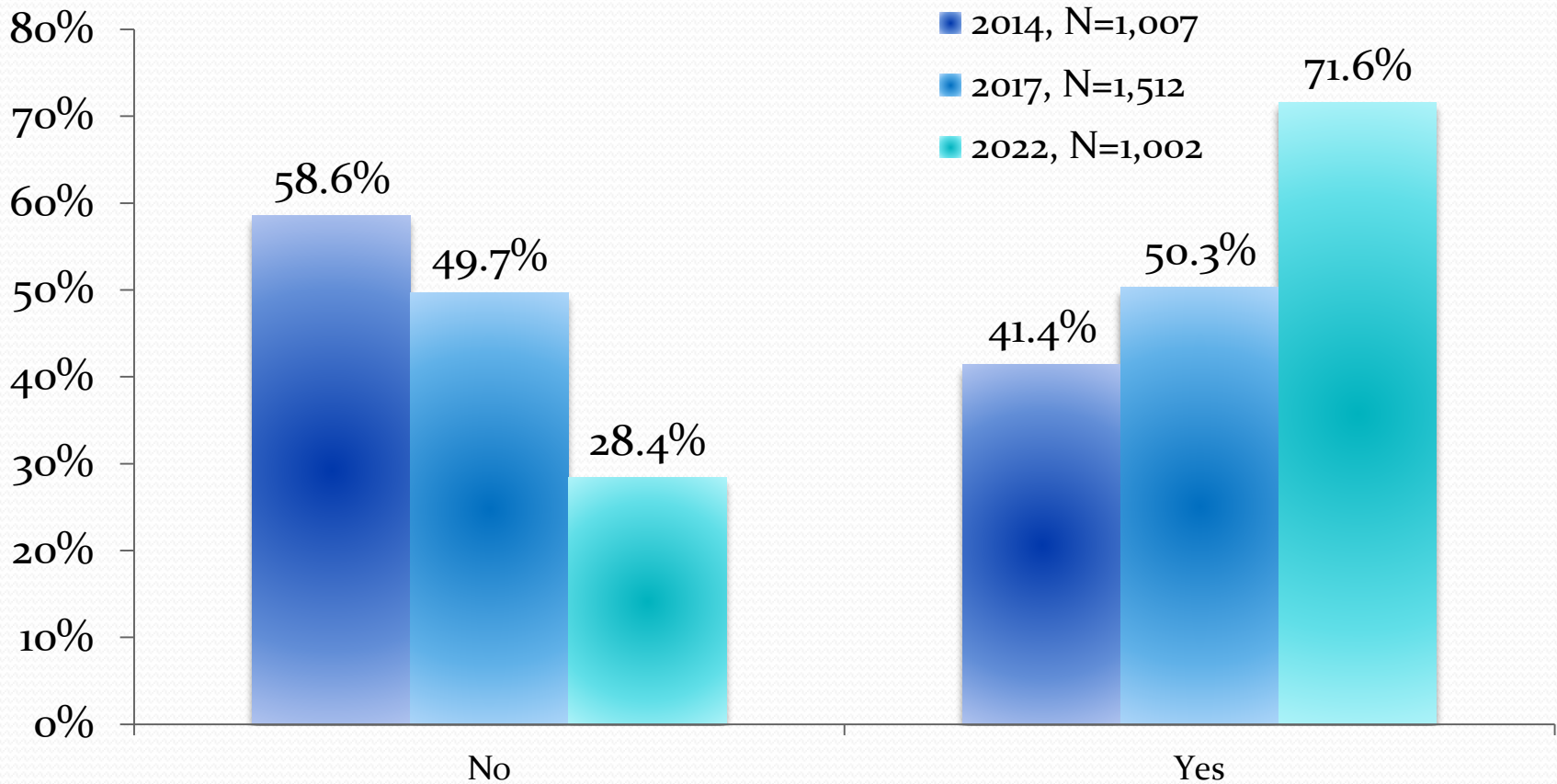
# Retainer Timing (NCS)

*Did your retainer apply to the beginning or end of your contract? N=35*



# Payroll Service

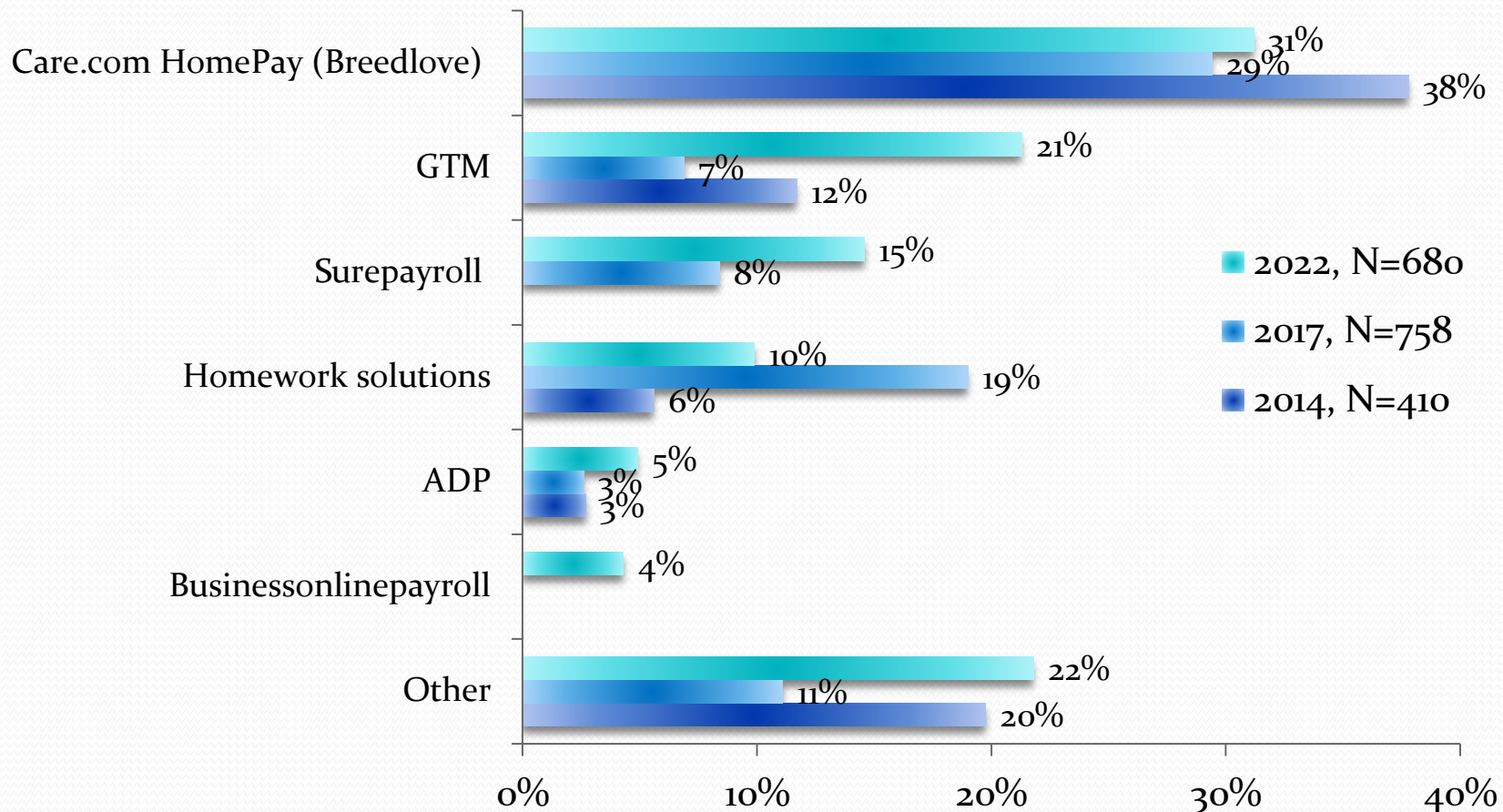
*Are you paid through a payroll service company?*





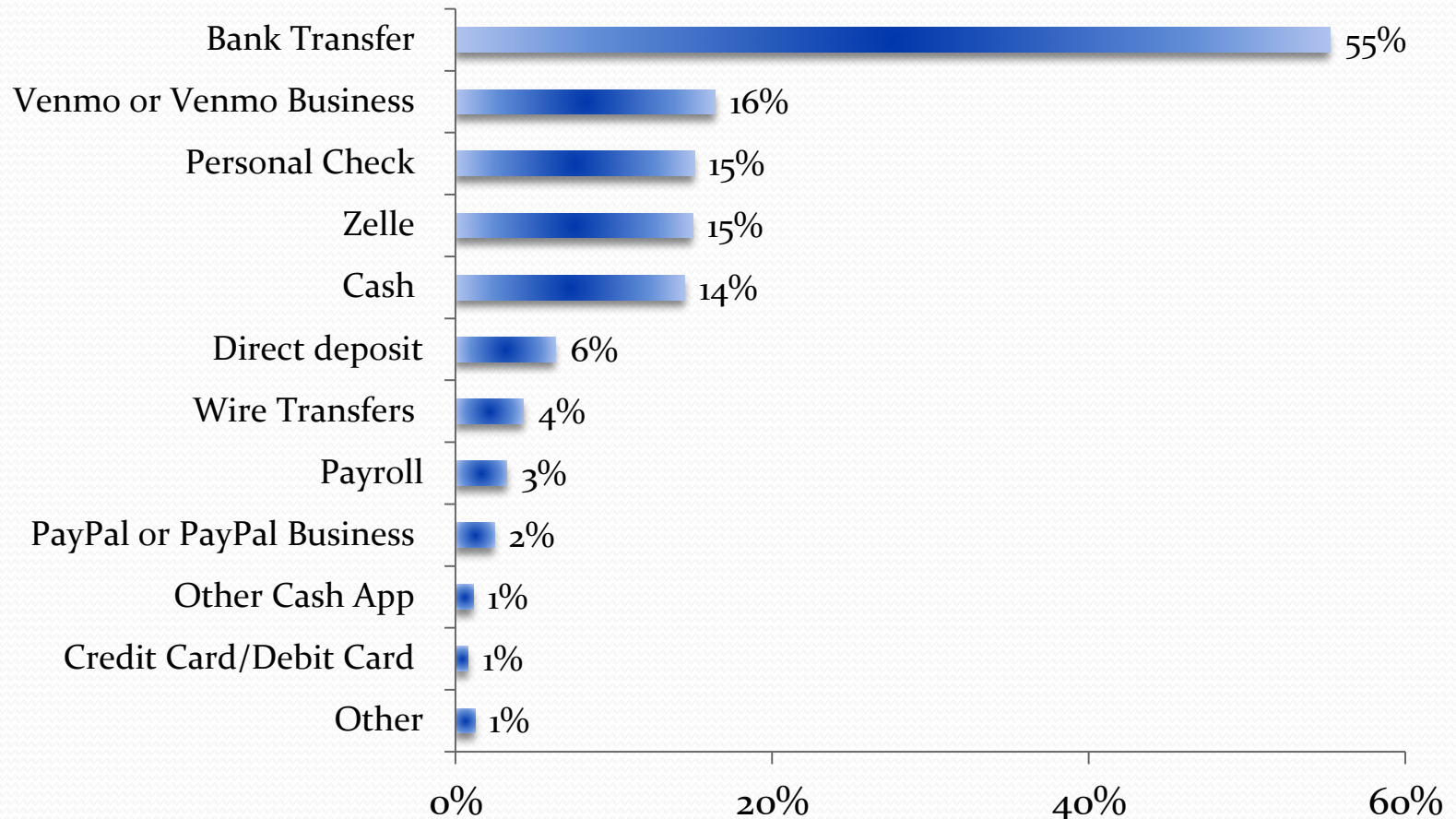
# Payroll Service Used

Through which payroll service company's are you paid?



# Form of Payment

What form of payment were you normally accepting from your employer/client in 2022? (Select all apply)  
N=981

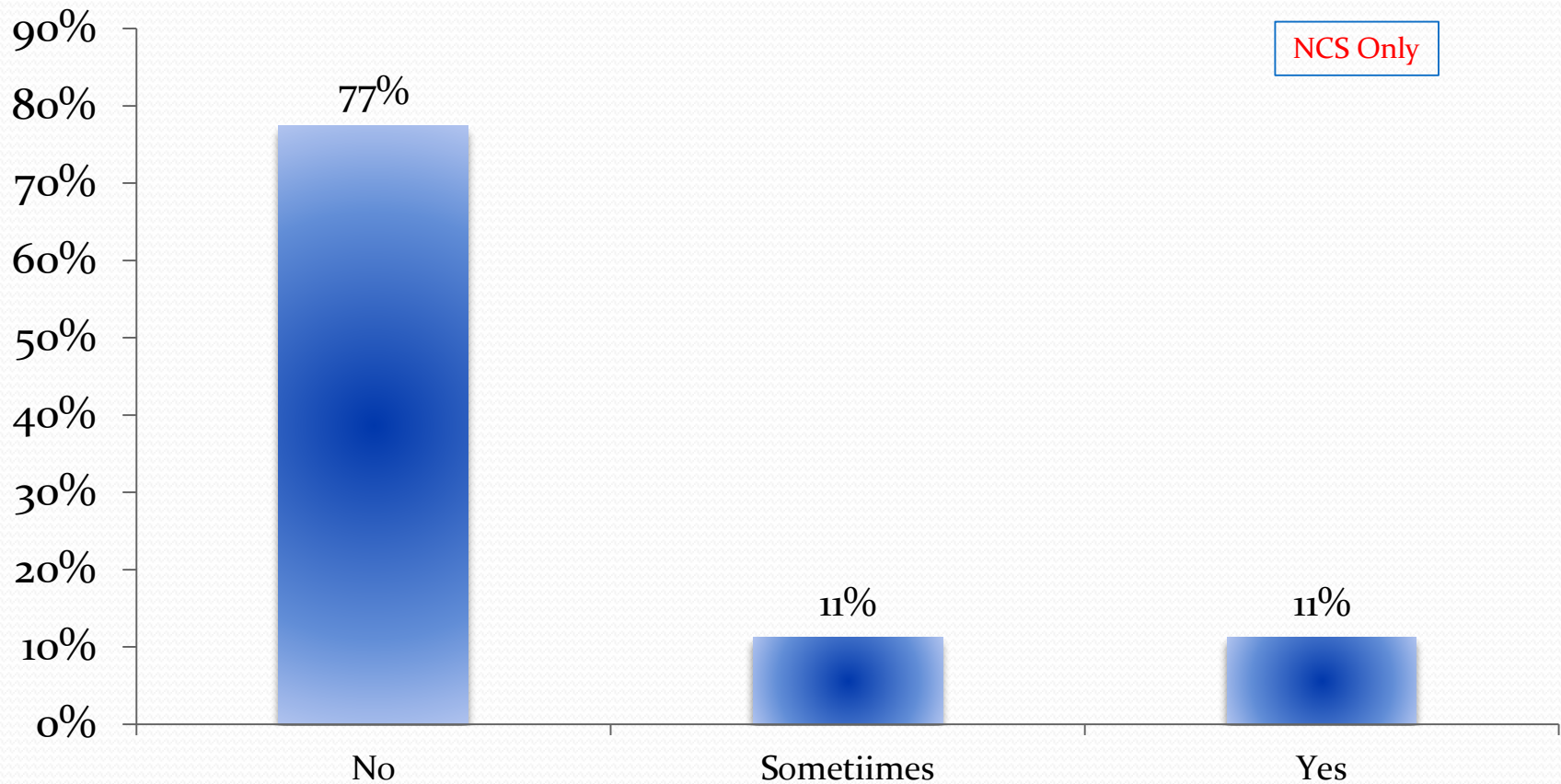


# Form of Payment: “Other”

- *Gtm*
- *Health MU*
- *I got paid my regular salary but when I work extra I get paid cash*
- *I have a family credit card that I use for all expenses*
- *I invoice all clients VIA Quickbooks.*
- *I worked exclusively through Hush Little Baby LLC and was paid through their payroll system.*
- *NannyChecks*
- *Homepay*
- *Not willing to disclose*

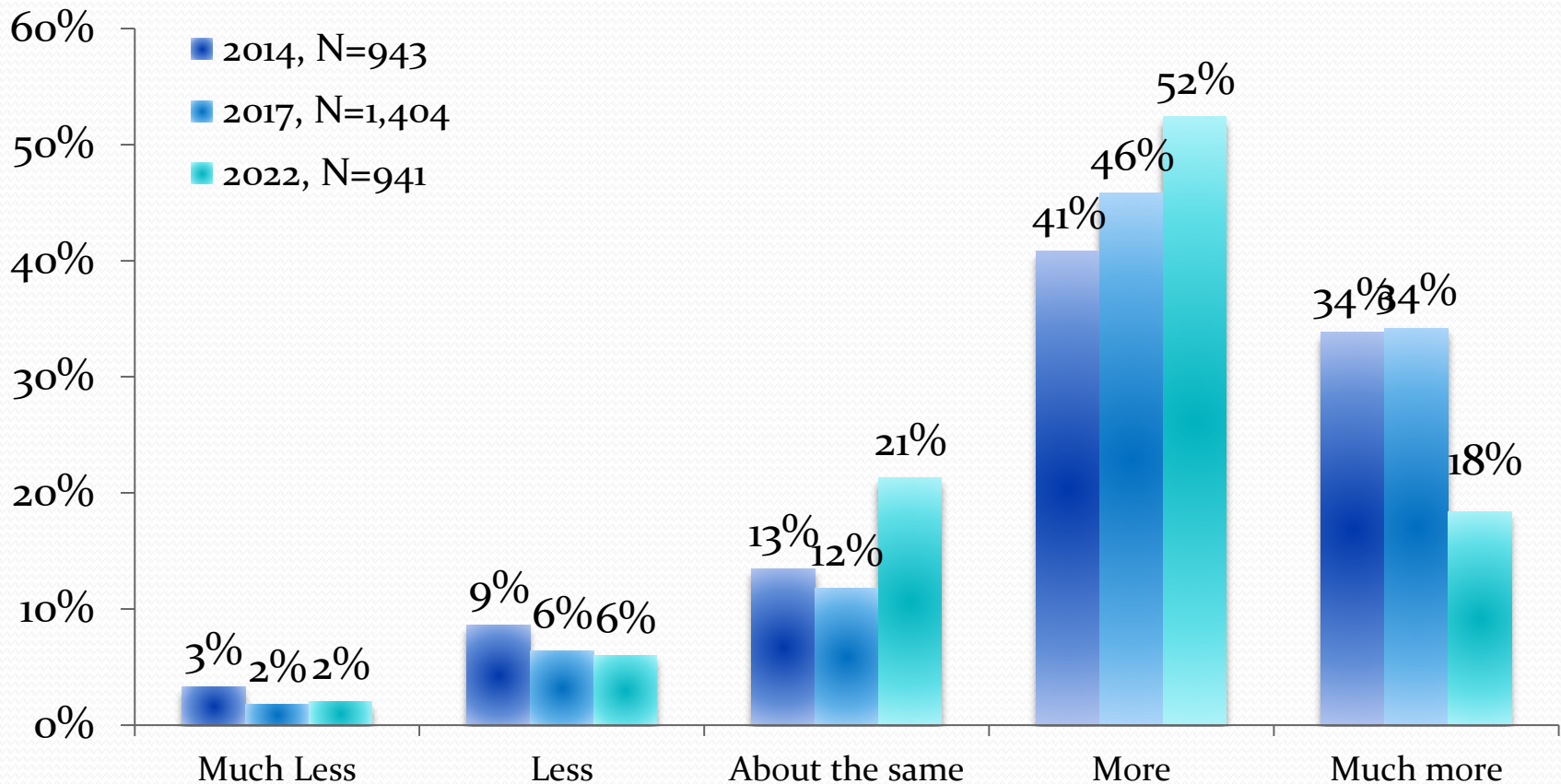
# Rate Change for Over-Extension

*In general, does the rate you charge change if you extend your contract beyond the initial agreed upon time?*  
N=62



# Earning Change Since Prior Year

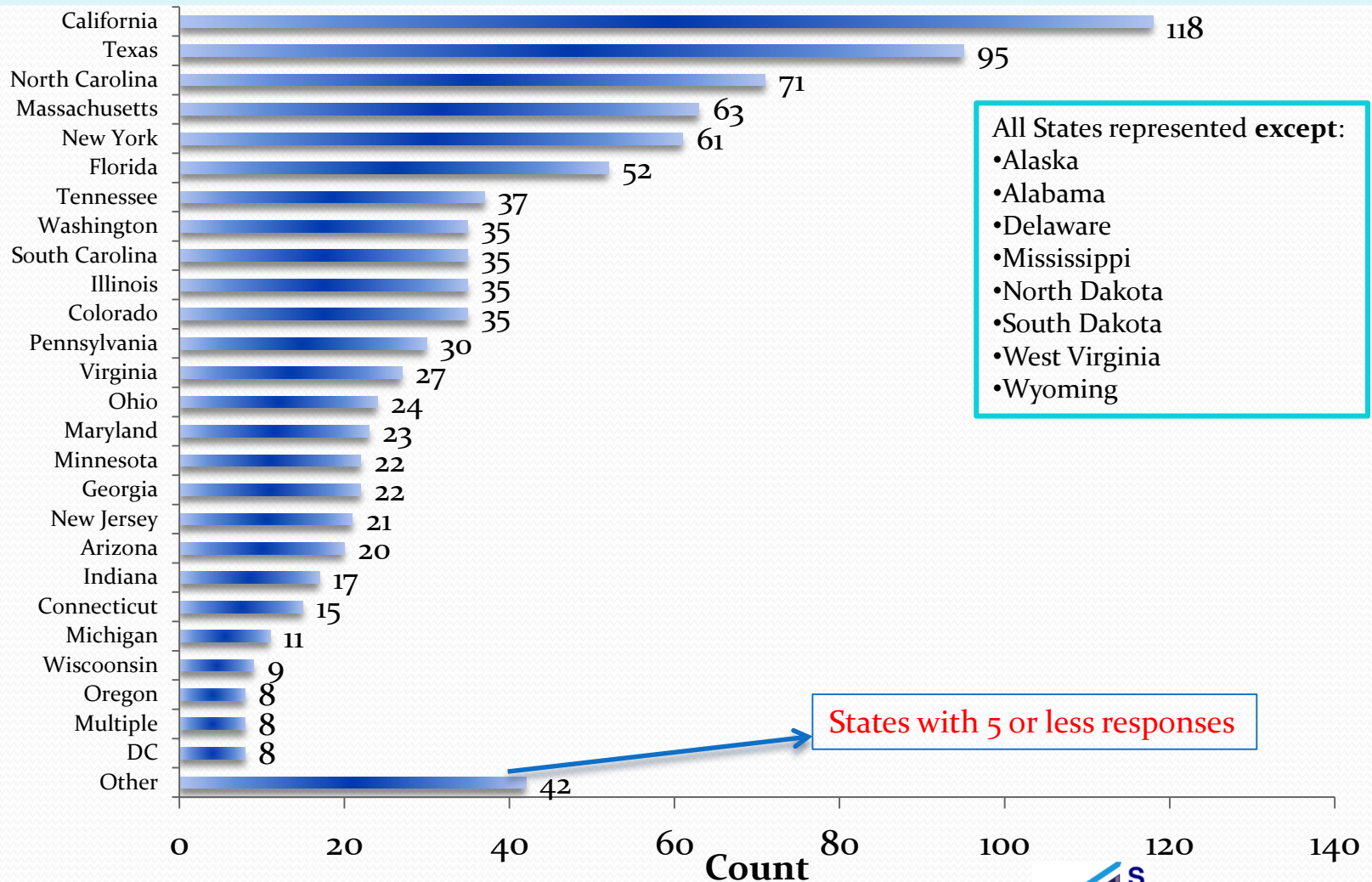
*Compared to [last year], did you earn more or less [this year]?*



# Respondent Demographics

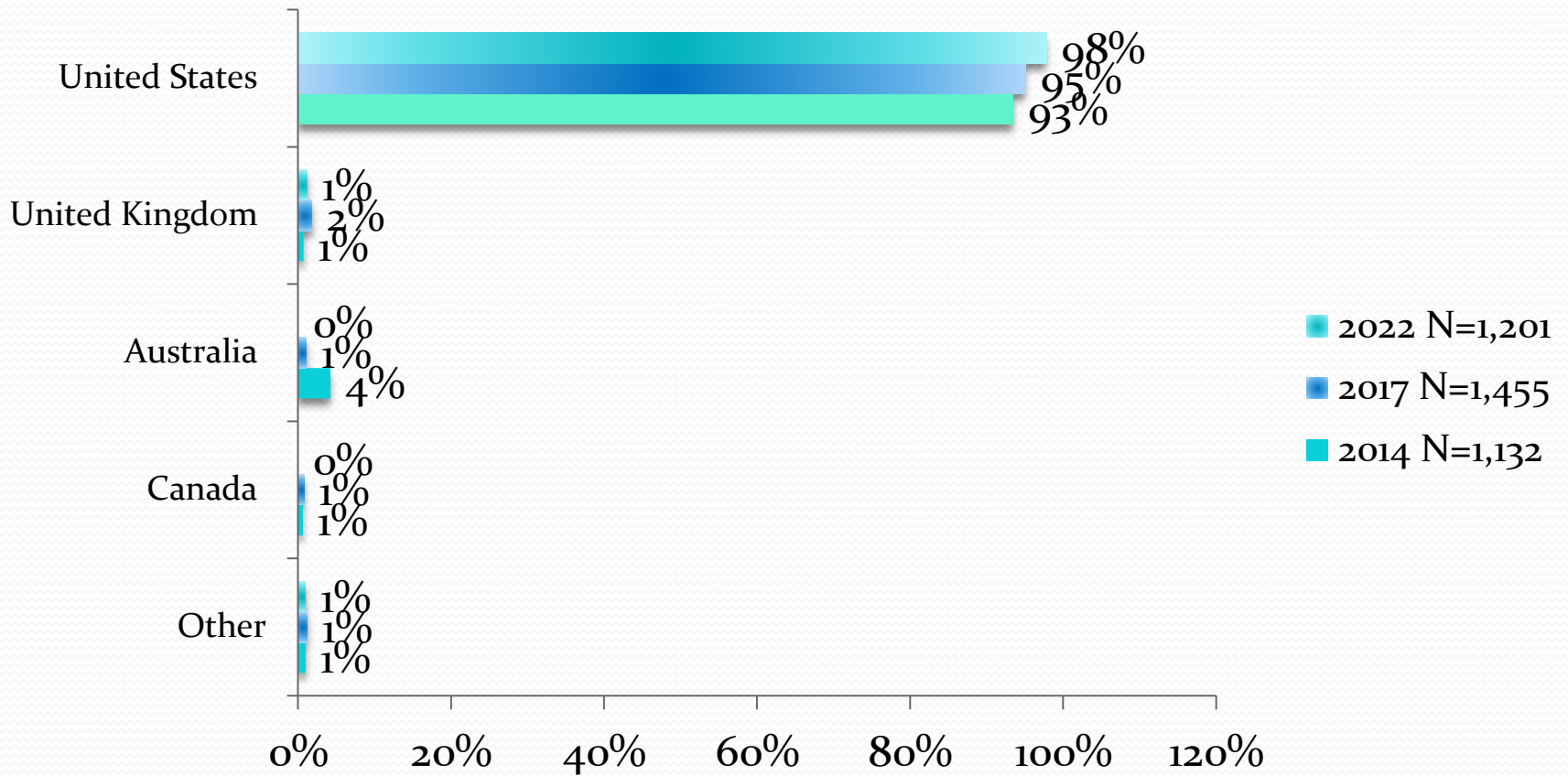
# State

State of Respondent, N=1727



# Country

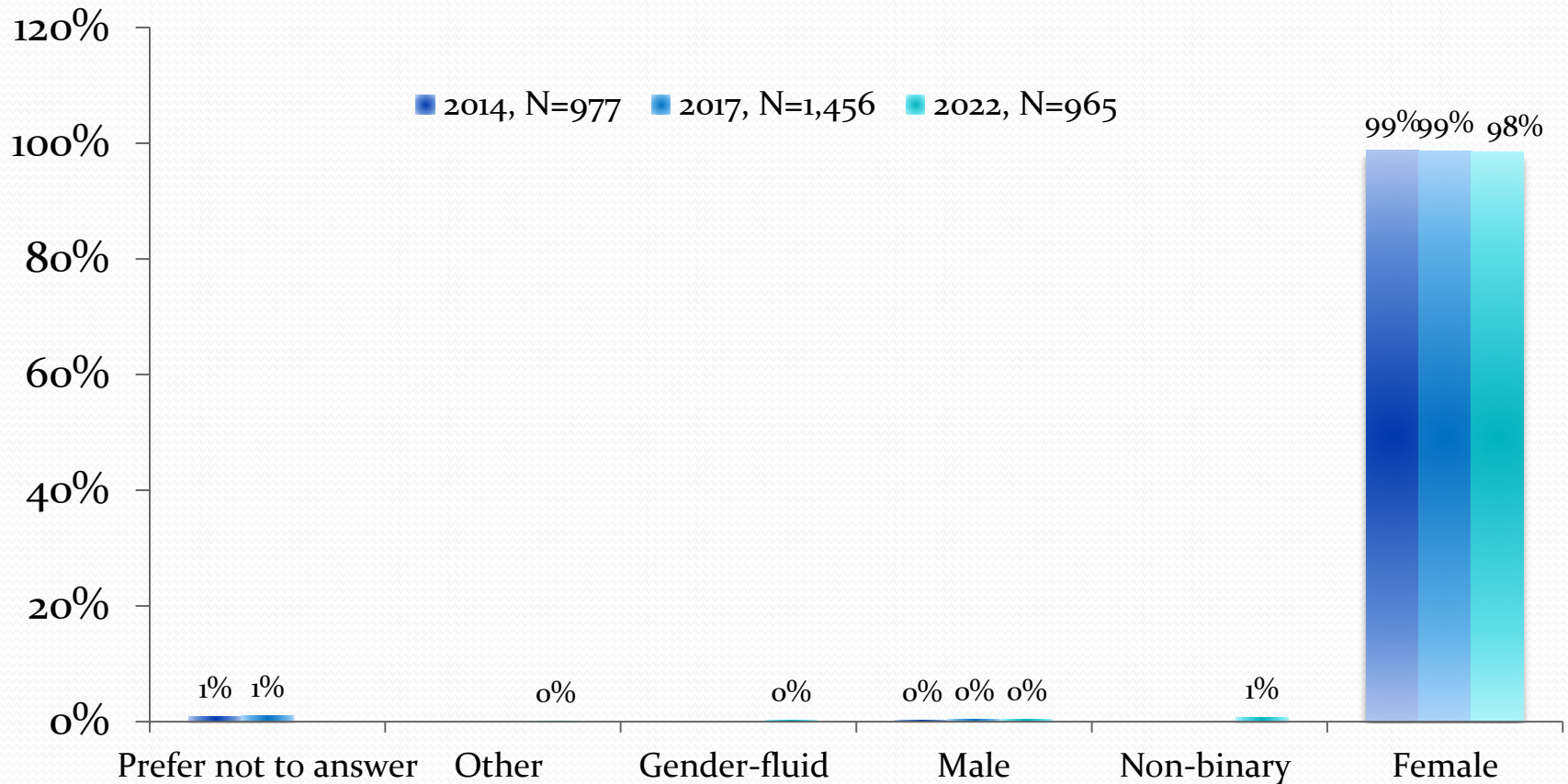
## Country of Respondent





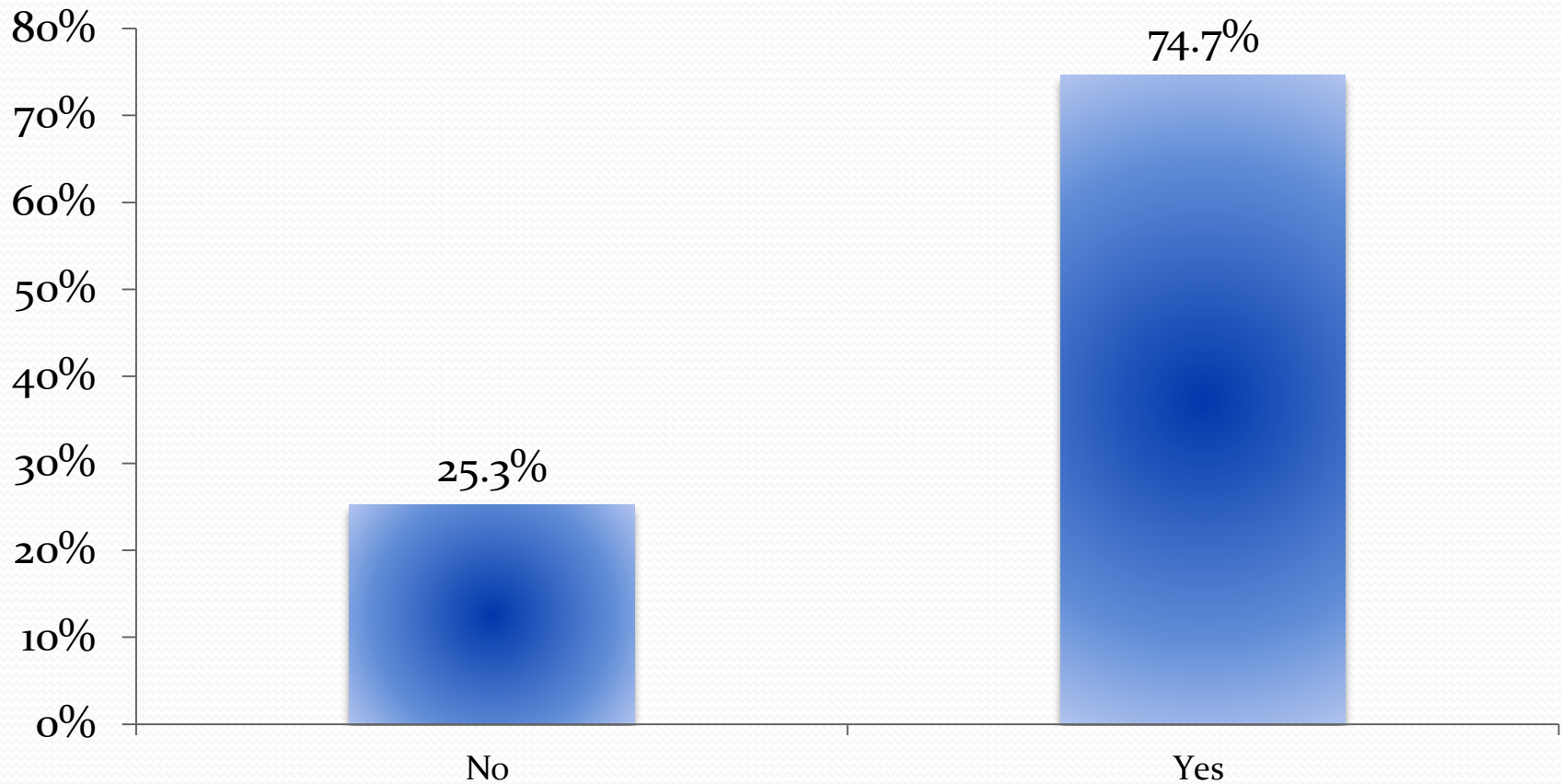
# Gender

## Gender



# Results

*Would you like to receive an online summary of the results of this study? N=976*





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INA Salary & Benefits Survey: Care.com|Homepay, GTM, A Perfect Fit,  
Household Staffing and Educated Nannies.**

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