



Nanny Job Market Survey

THE RESULTS 2025

NANNY EMPLOYMENT STATUS AUG/SEPT 2025



63%

● Employed as a
Full Time Nanny

28%

● Employed as a
Part Time Nanny

8%

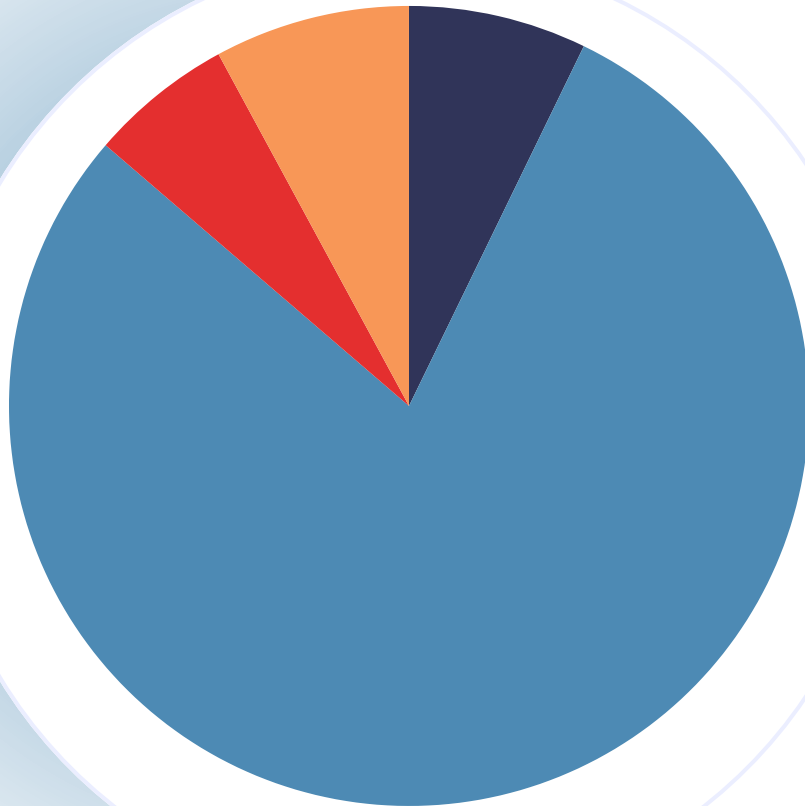
● Currently
between Roles

3%

● Short
term/Temporary

NANNY JOB MARKET ANALYSIS

WHAT TYPE OF NANNY JOB AUG 2025



7.2%

● Live In Nanny

79.1%

● Daily Live Out

5.8%

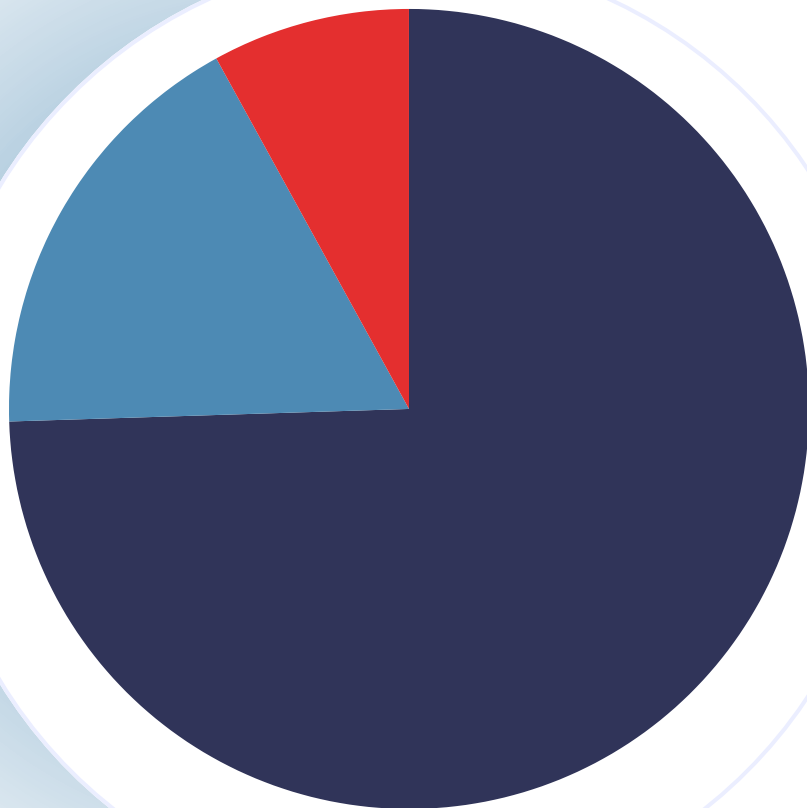
● After School Nanny

7.9%

● Nanny/PA/Governess

NANNY JOB MARKET ANALYSIS

HOW MANY FAMILIES DO YOU WORK FOR?



75%

● One Family

17%

● Two Families

8%

● Three Families or more

NANNY JOB MARKET ANALYSIS

HOW LONG HAVE YOU BEEN WITH YOUR FAMILY?



16%

Less than 6 Months

16%

6 Months-1 Year

37%

1-3 Years

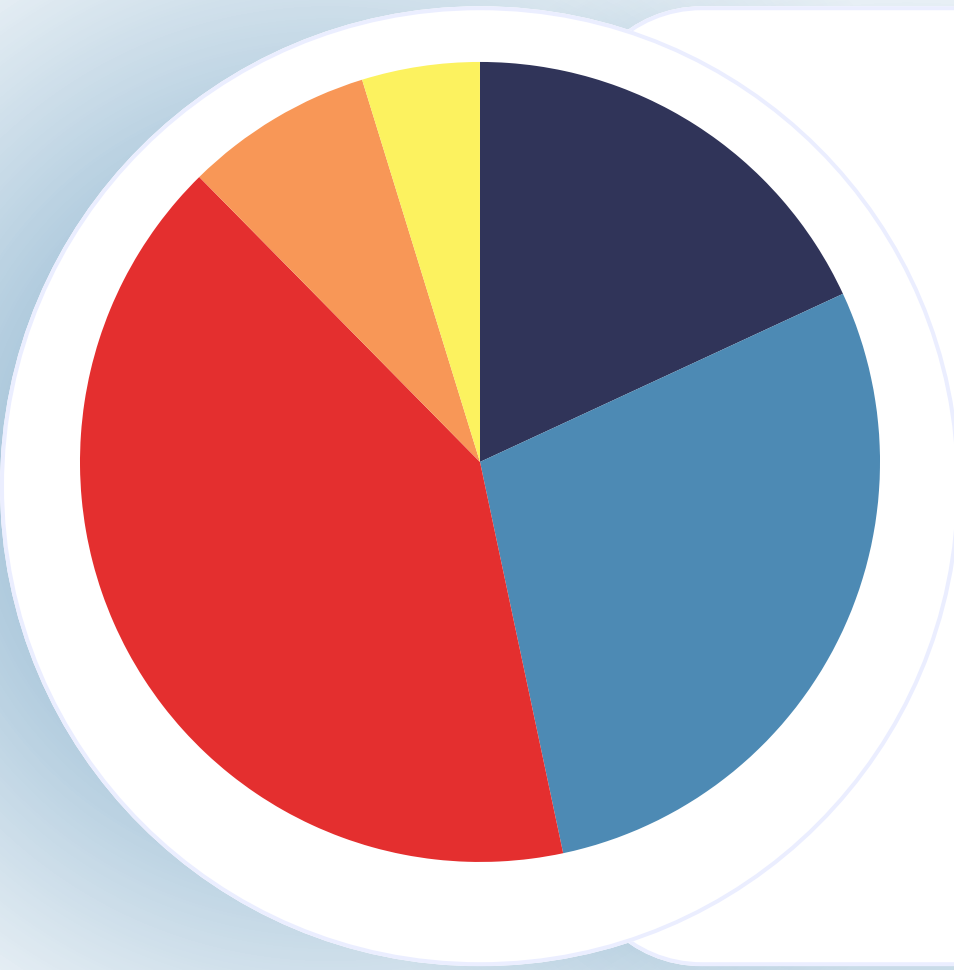
14%

3-5 Years

16% 5 Years or more

NANNY JOB MARKET ANALYSIS

HOW WOULD YOU DESCRIBE THE JOB MARKET AT THE MOMENT?



● **19%** Very Poor

● **30%** Poor

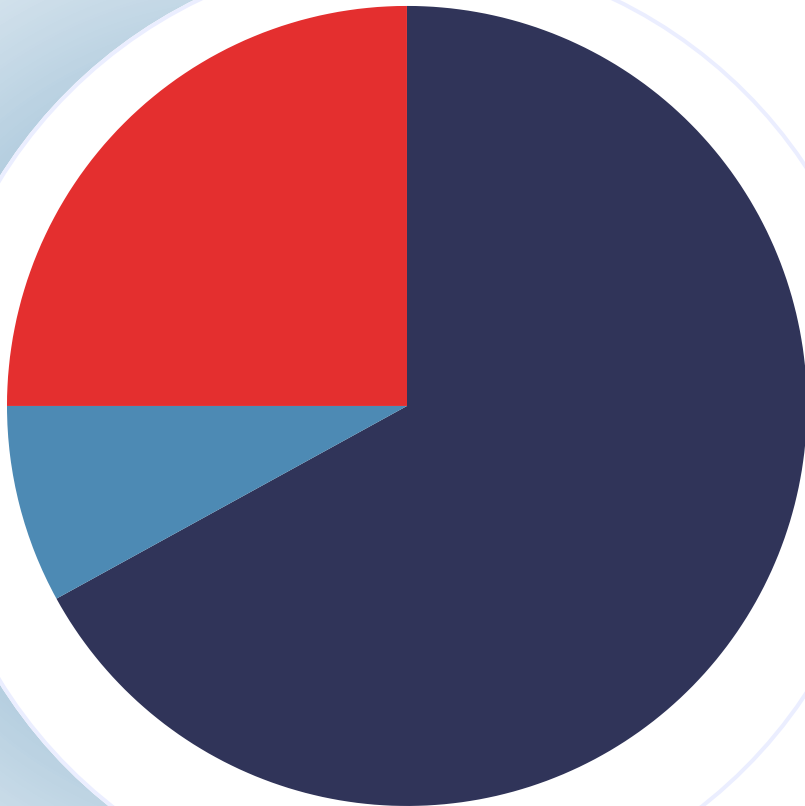
● **43%** Fair

● **8%** Strong

● **5%** Very Strong

NANNY JOB MARKET ANALYSIS

DO YOU FEEL THERE IS A LACK OF FULL TIME NANNY ROLES?



67%

● Yes

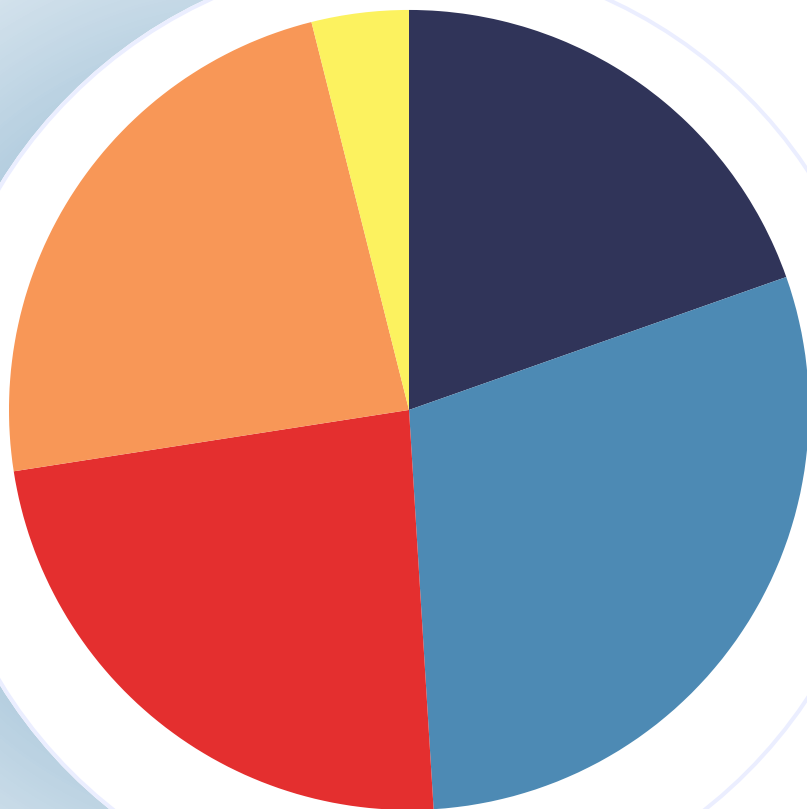
8%

● No

● **25%** Not Sure

NANNY JOB MARKET ANALYSIS

WHAT DO YOU THINK IS CAUSING THE LACK OF FULL TIME ROLES?



- **20%** Parents working from home
- **29%** Increased Funded Nursery Hours
- **24%** Families choosing alternative childcare
- **24%** Economic Pressure
- **4%** Nannies are too expensive

NANNY JOB MARKET ANALYSIS

HAVE YOU NOTICED A CHANGE IN THE DEMAND FOR NANNY ROLES IN THE LAST 2 YEARS?



54%

Yes,
significantly
fewer roles

29%

Yes, slightly
fewer roles

15%

No real change

2%

More roles
available

NANNY JOB MARKET ANALYSIS

HOW DO YOU FEEL NANNY SALARIES COMPARE TO A FEW YEARS AGO?



26%

Higher

44%

About the Same

21%

Lower

9%

Unsure

NANNY JOB MARKET ANALYSIS

WHAT IS YOUR MAIN METHOD OF FINDING NEW NANNY ROLES?



52%

● Nanny Agency

26%

● Online Job Platforms

7%

● Social Media

15%

● Word of Mouth

NANNY JOB MARKET ANALYSIS

DO YOU FEEL NANNY ROLES ARE OFFERING...



50%

More part time/ad hoc work

11%

More temporary roles

27%

Fewer long term permanent roles

12%

About the same mix as before

NANNY JOB MARKET ANALYSIS

DO YOU FEEL POSITIVE ABOUT YOUR LONG-TERM CAREER PROSPECTS AS A NANNY?



15%

● Yes, very positive

34%

● Quite positive

38%

● Unsure

14%

● Negative

NANNY JOB MARKET ANALYSIS

WHAT WOULD MAKE THE NANNY JOB MARKET STRONGER, IN YOUR OPINION?



23%

● Recognition
and regulation
of the nanny
profession

28%

● Better
awareness
among parents
of the value of
nannies

16%

● More affordable
nanny payroll/tax
solutions
for families

33%

● Support with
childcare
funding that
includes nannies

NANNY JOB MARKET ANALYSIS