

The Park Slope Parents Babysitter Survey Results

2012



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Methodology

- Park Slope Parents conducted a survey of Babysitter compensation behavior in **January, 2012**.
- **512 parents** from Brooklyn participated in the survey.
- **87%** of participants were members of Park Slope Parents. The rest (13%) were part of other online parenting groups or people who had been forwarded the survey.
- **59%** of respondents live in Park Slope, along with other Brooklyn neighborhoods represented including Prospect Heights, Kensington/Windsor Terrace, Ditmas Park/Flatbush, Bay Ridge and others.

Definition

Definition: Babysitters (e.g., Date Nights) who are NOT employed on a regular weekly basis for more than 15 hours). If your daytime Nanny helps with babysitting, please DO NOT take the survey).

Summary: Babysitter Basics

- **Over half (51%)** of the parents have used a babysitter once or twice a month over the last 6 months. 30% have used a sitter more often (once a week or more), while 18% have used one less frequently or not at all.
- **Three in four (76%) use a sitter on Saturdays**, making it the most common “date night.” Over half (54%) or all the parents use a sitter on weeknights.
- **4 in 10 (38%) of babysitters make \$74** or more on a typical night.
- **6 in 10 parents spend between \$75 and \$125** on their “date night” (on top of what they pay their sitter).
- **Six in ten (63%)** pay for a car service on top of the hourly fee.

Summary: Pay

- **Half (50%)** of parents pay \$15/Hr, with 23% paying above that amount and 27% paying below that amount.
 - 55% of parents with one child pay \$15/Hr, while 43% of parents with two children pay \$15/Hr
- Average Cost of Babysitter:

▪ Average cost of babysitter for 1 Child	\$14.50
▪ Average cost of babysitter for 2 children	\$15.50
▪ Average cost of babysitter for 3 children	\$16.80
- Babysitters under 21 are paid \$2-\$3 less per hour than those over 21
- Babysitters watching children under 1 make \$1 more per hour.

Summary: Pay

- **\$158 is the average cost of a date night AND babysitter combined** (range \$56-\$229), not counting a car service or food for the sitter.
- Monthly, bimonthly and weekly rates are:

<u>Date Night Frequency</u>	<u>Annual Cost</u>
1/month	\$ 1,903.82
2/month	\$ 4,124.95
1/week	\$ 8,249.90

Summary: Babysitter Demographics

- **90% of all the babysitters are over 21 years old.** Half (55%) employ babysitters who are 22-30 years old, with 10% using those 18-21 and 3 in ten (29%) use babysitters over 30. Only 7% employ babysitters under 18.
- **97%** of these occasional babysitters are female.
- **One third (33%)** of babysitters live in the neighborhood, **four in ten (41%)** live close by (but not directly in the neighborhood), and **one-fourth (25%)** live father away.

Detailed Findings

Summary: Pay Levels

Regardless of the number of kids, \$15/hour is the most frequently paid hourly rate for babysitters.

Situation	Range of Pay (Lo-Hi)	50 th Percentile	Average
1 child	\$7.00 - \$25.00	\$15.00	\$14.50
2 children	\$8.00 - \$20.00	\$15.00	\$15.50
3 children	\$12.00- \$22.50	\$15.00	\$16.80

Pay by Age of Babysitter

•Using a sitter under 21 is the most cost effective use of babysitter spending.

<u>Age of Babysitter</u>	<u>Average Pay</u>
11-13 years old	\$11.67
14-17 years old	\$12.80
18-21 years old	\$12.66
22-30 years old	\$15.35
31-40 years old	\$15.66
41-50 years old	\$15.74
Older than 50 years old	\$14.78

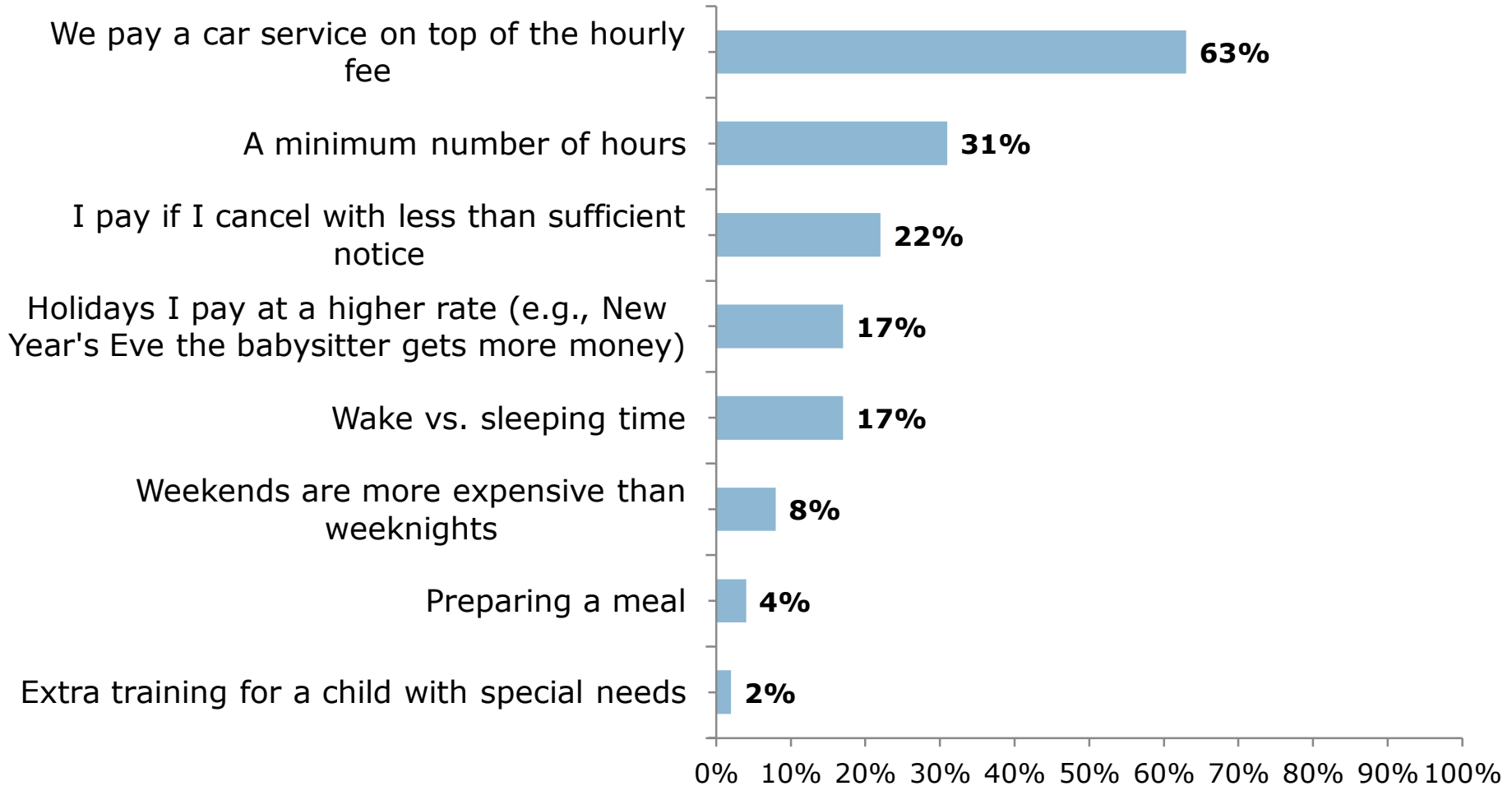
Pay by Age of Oldest Child

•People spend the most money (per hour) on babysitters for their newborn children (under 1 year old).

<u>Age of Oldest Child</u>	<u>Average Pay for Babysitter</u>
Younger than 1 year old	\$ 15.37
1-2 years old	\$ 14.46
2-3 years old	\$ 13.80
3-4 years old	\$ 14.81
4-5 years old	\$ 14.12
5-6 years old	\$ 14.67
6-7 years old	\$ 13.64

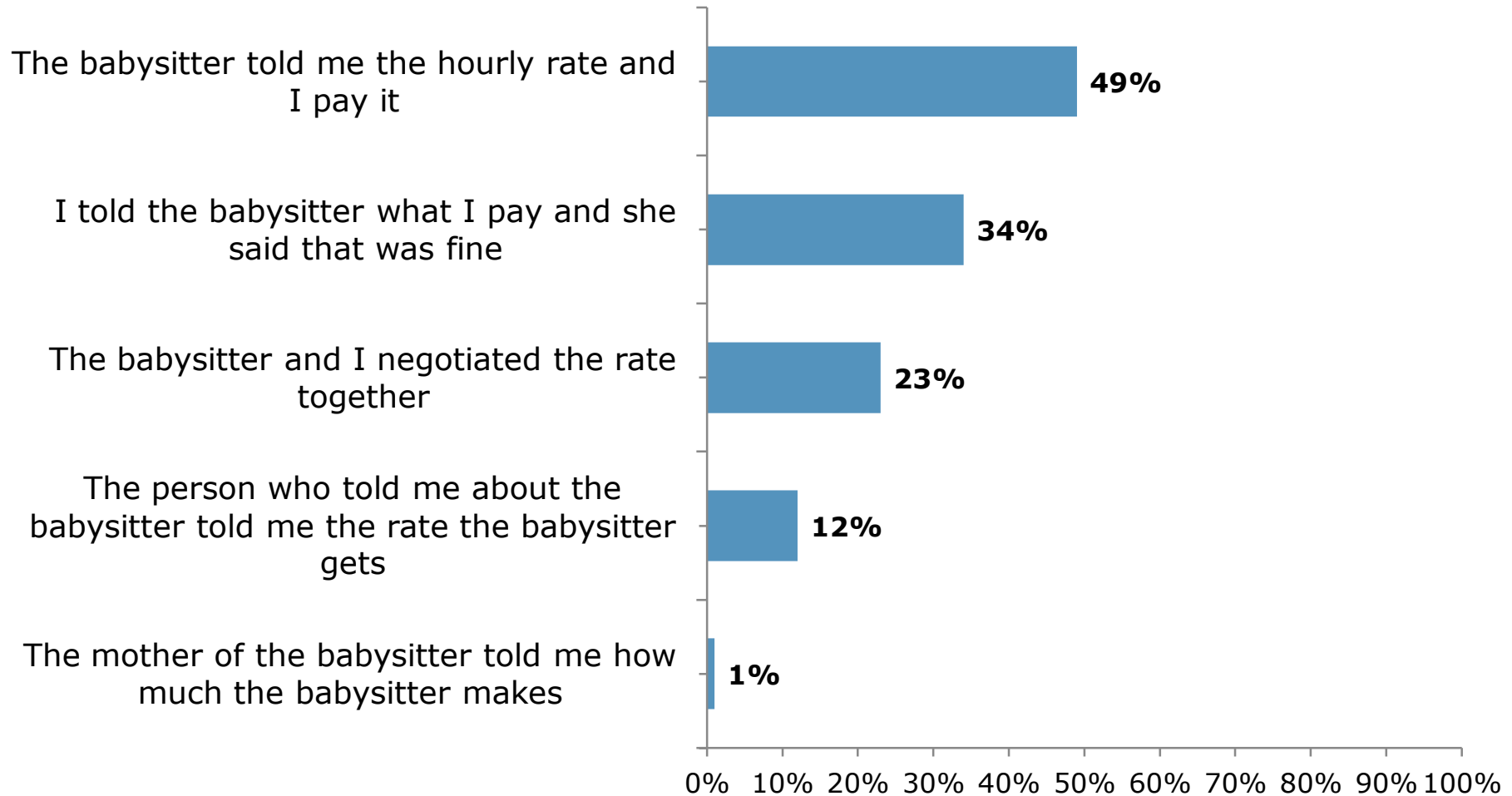
Factors Impacting Babysitter Pay

Which of the following things impact the amount you pay your sitter? (Check all that apply)



Compensation Negotiation

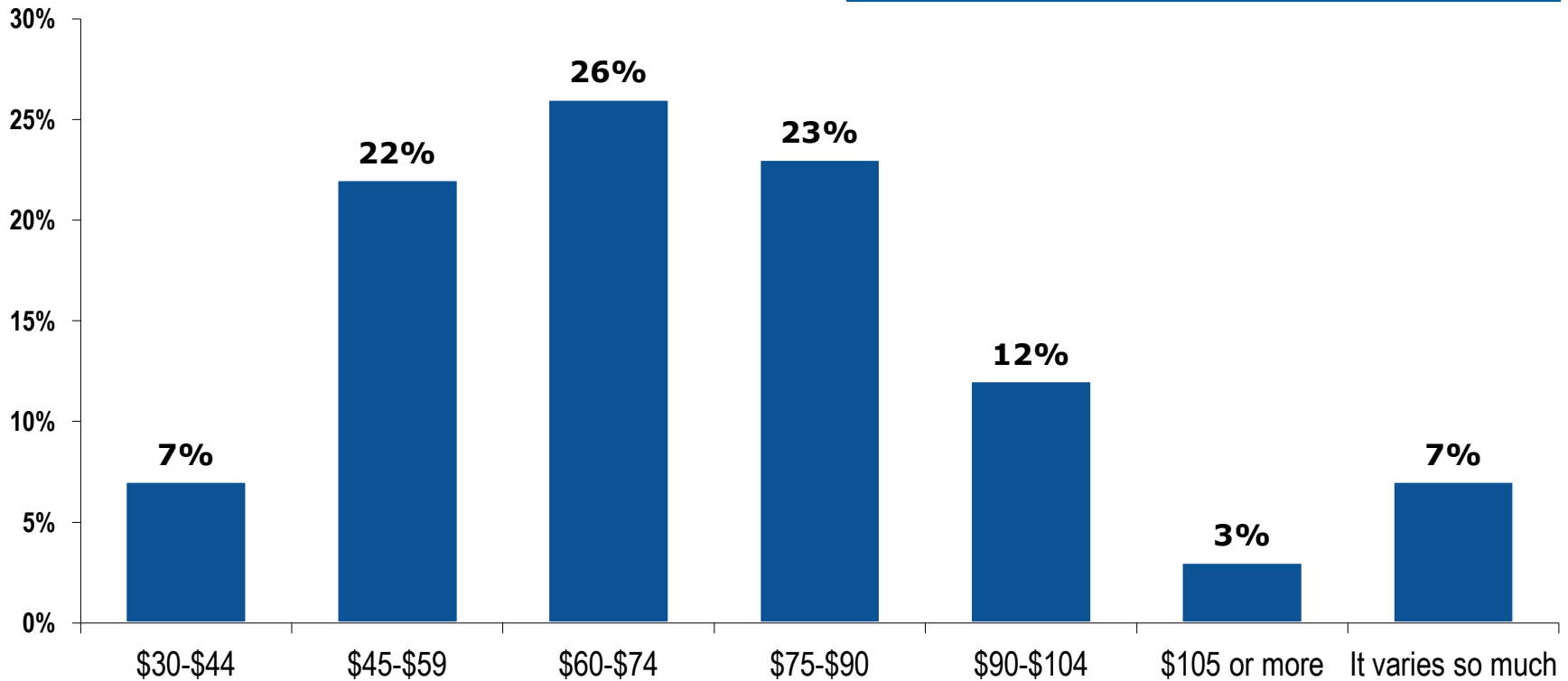
How did you determine the amount of pay for your babysitter(s)? (Check all that apply)



Typical Babysitter Spending

About how much do you **PAY THE BABYSITTER** for a typical "Date Night" out?

4 in 10 babysitters (38%) leave a typical job with \$75 or more.

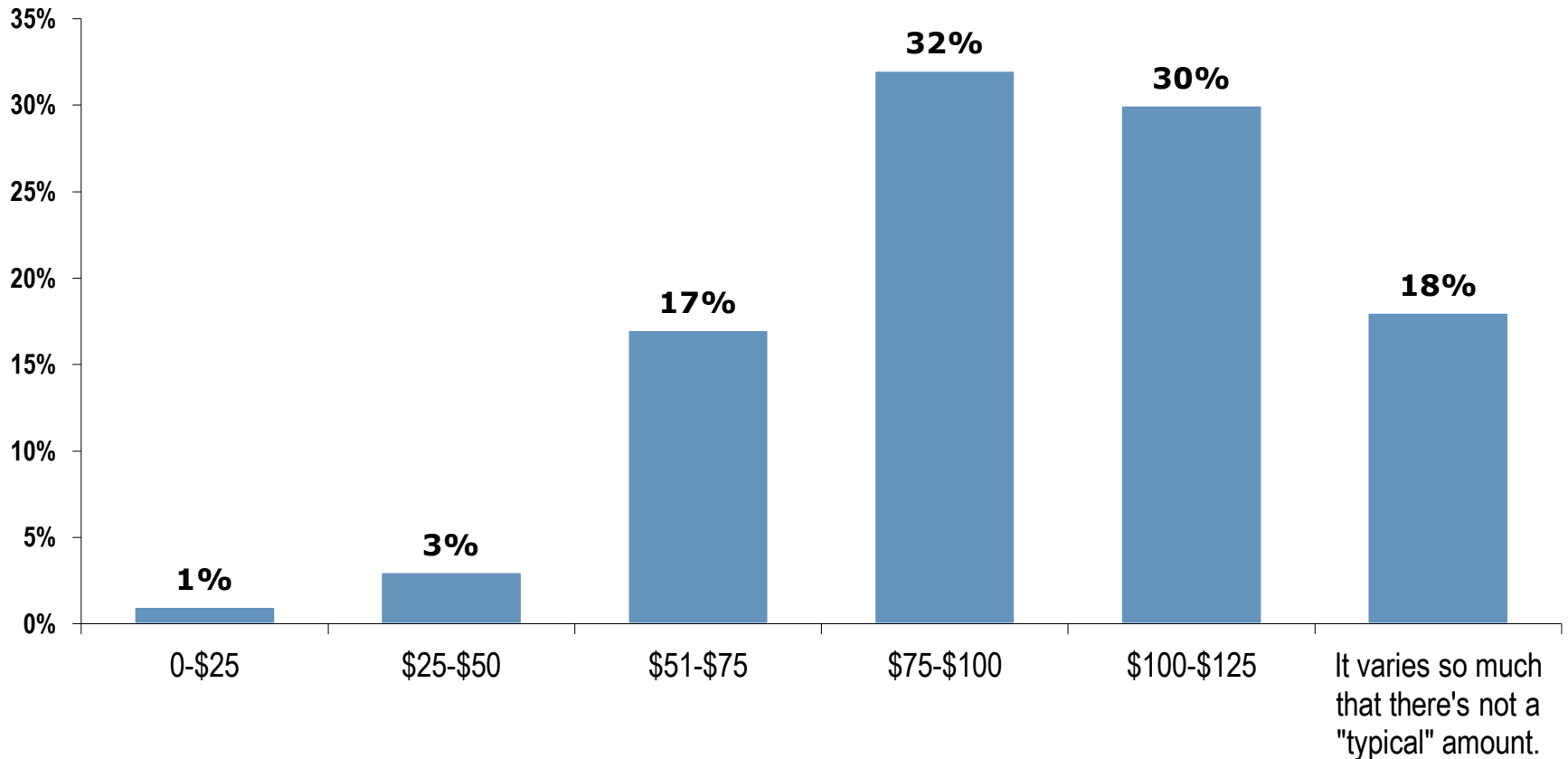


It varies so much that there's not a "typical" amount.

N=431

Typical Date Night Spending

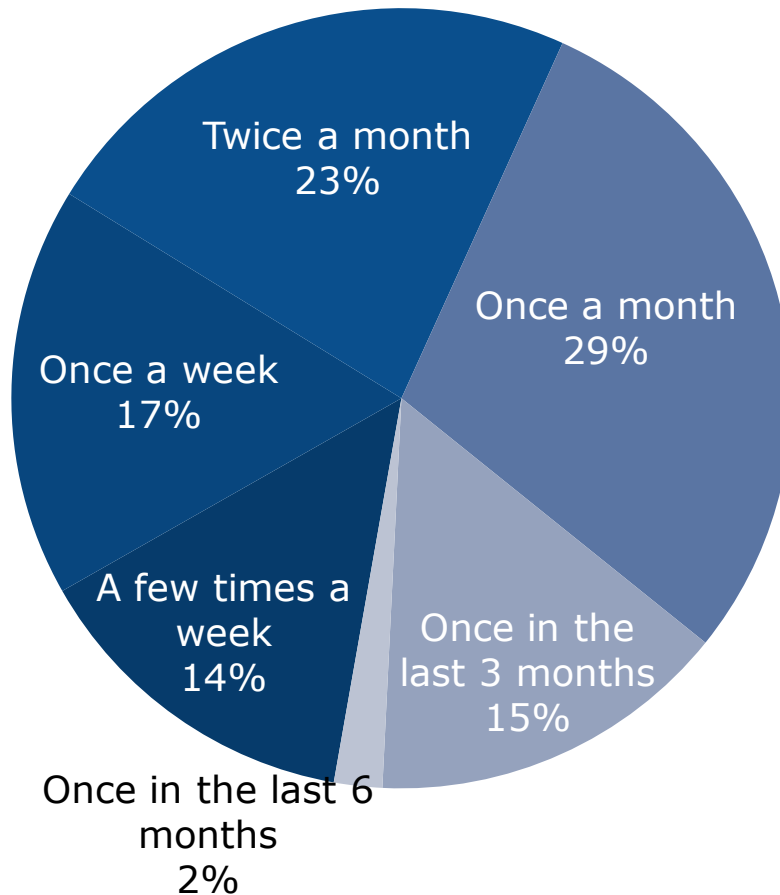
About how much do you typically spend on your "date night" or "outing" (Do NOT count the babysitter fee or a car service if you provide a car service)?



N=431

Frequency of Babysitter Use

In the last SIX months about often have you used a babysitter?

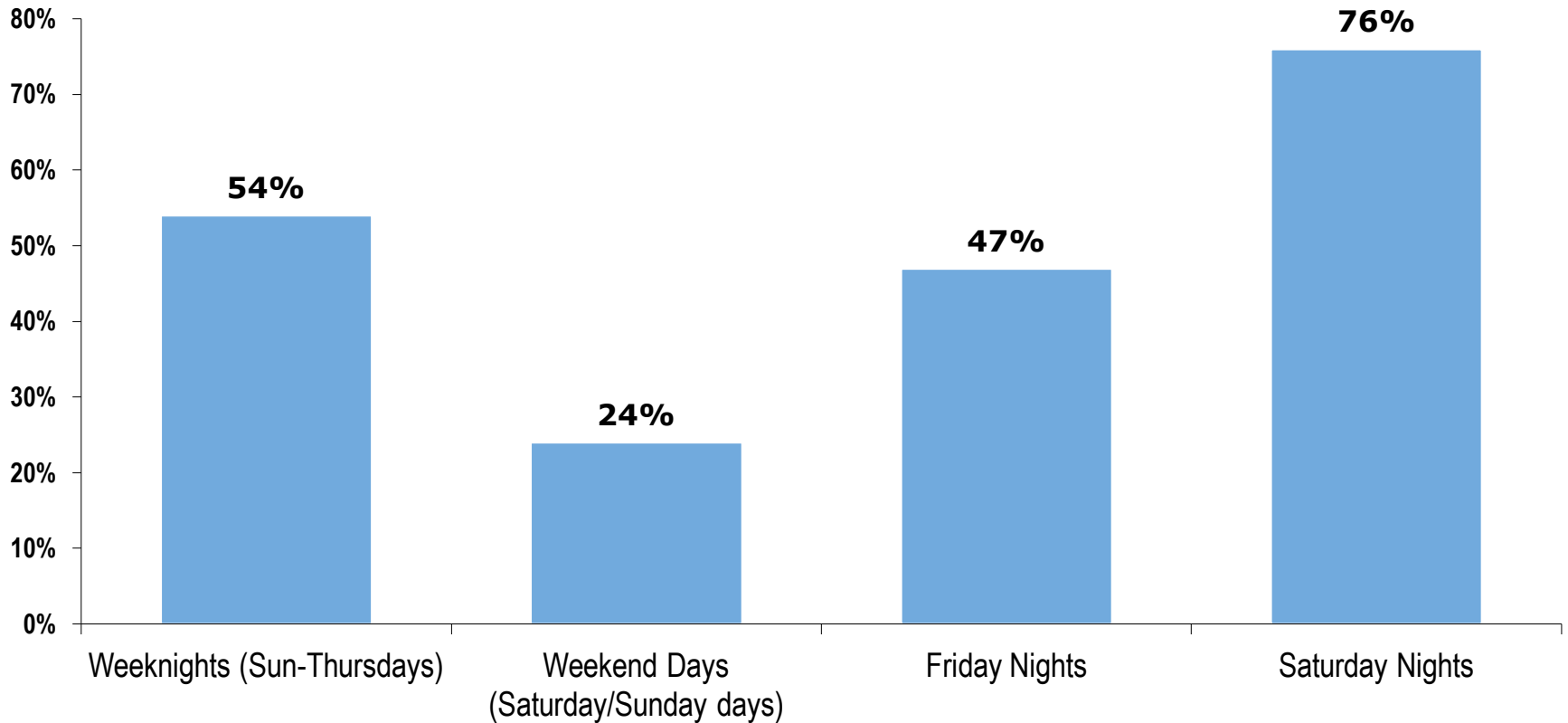


- 3 in 10 use a sitter once a week or more.
- Half use a sitter once or twice a month.

N=431

Typical Babysitter Use

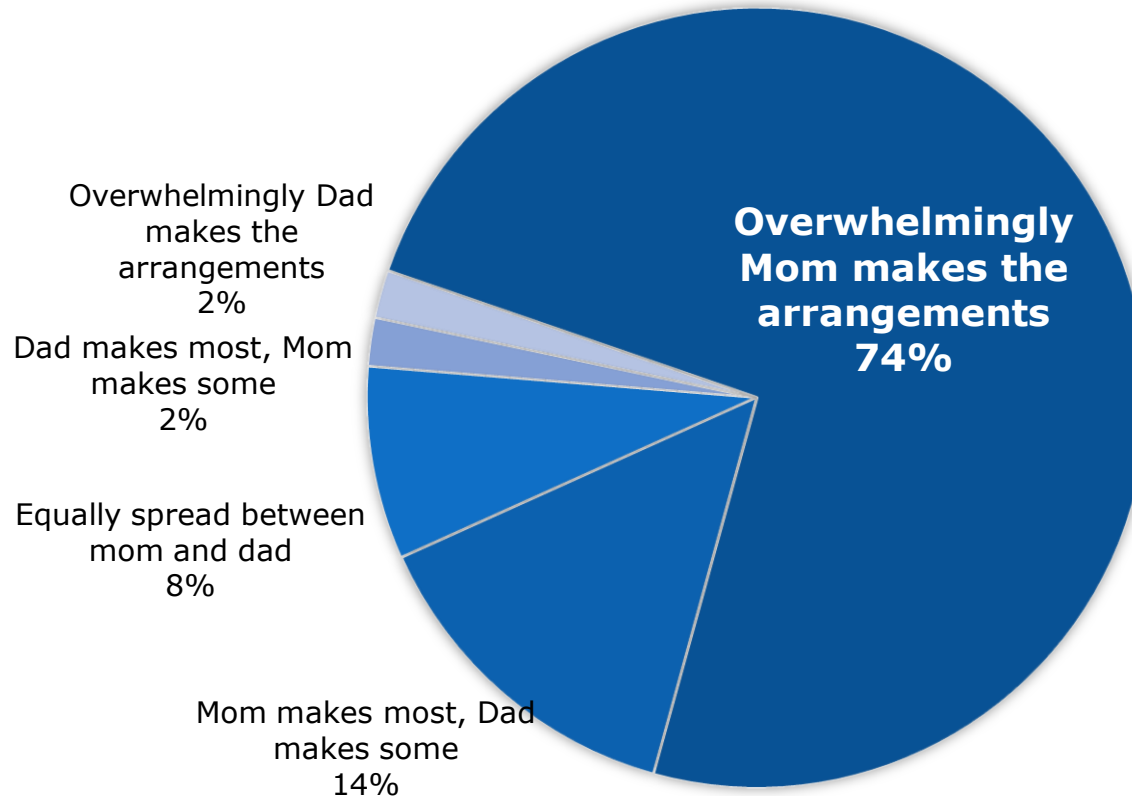
When have you used a babysitter in the last six months? (Check all that apply)



N=431

Babysitter Arrangements

Who typically makes the arrangements with the babysitter?*



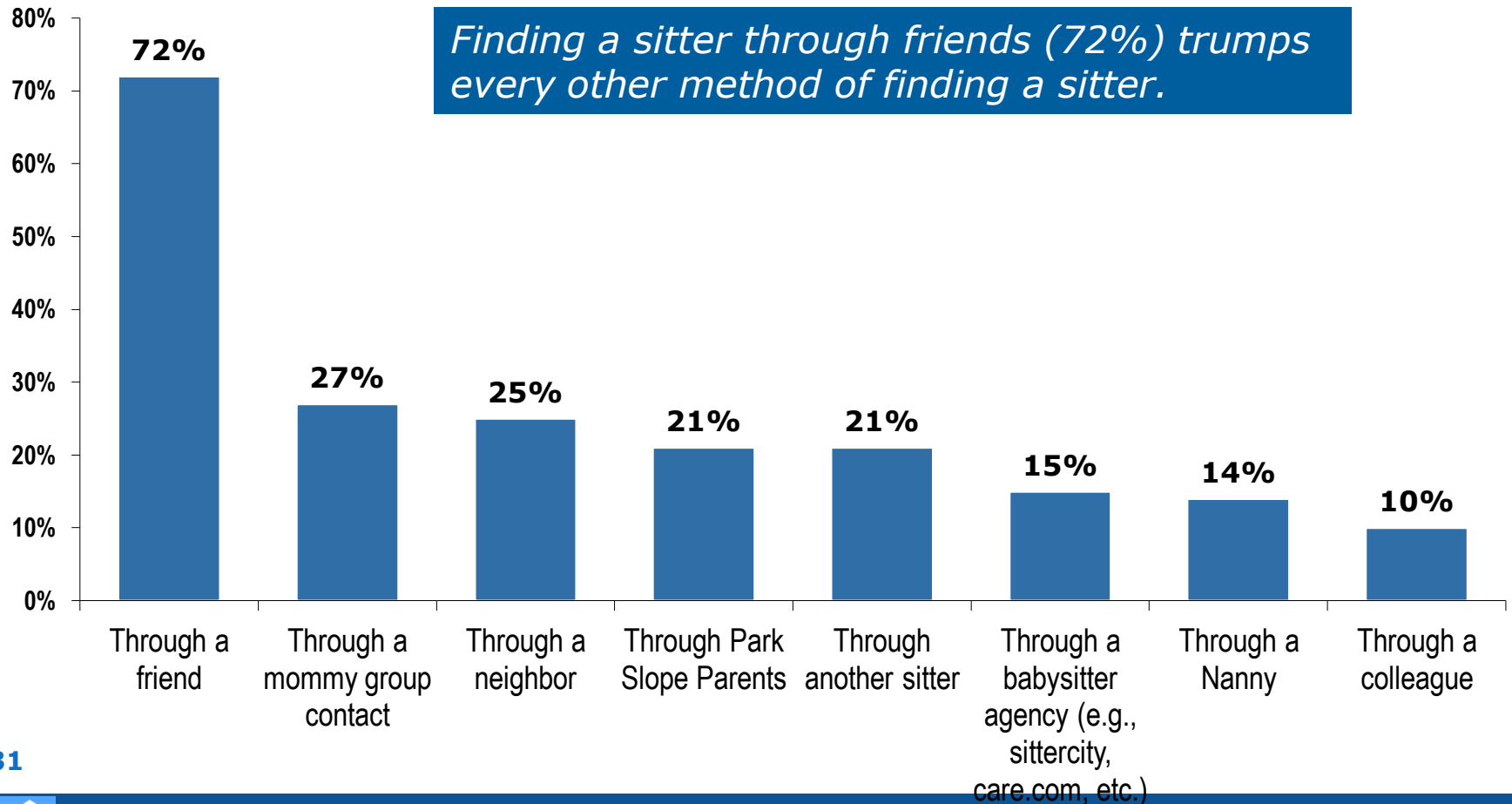
1 in 4 dads help arrange at least some of the babysitter arrangements

*** This question was prefaced with: If you are in a heterosexual relationship, please answer the following question. Otherwise, click NEXT.**

N=431

Finding a Sitter

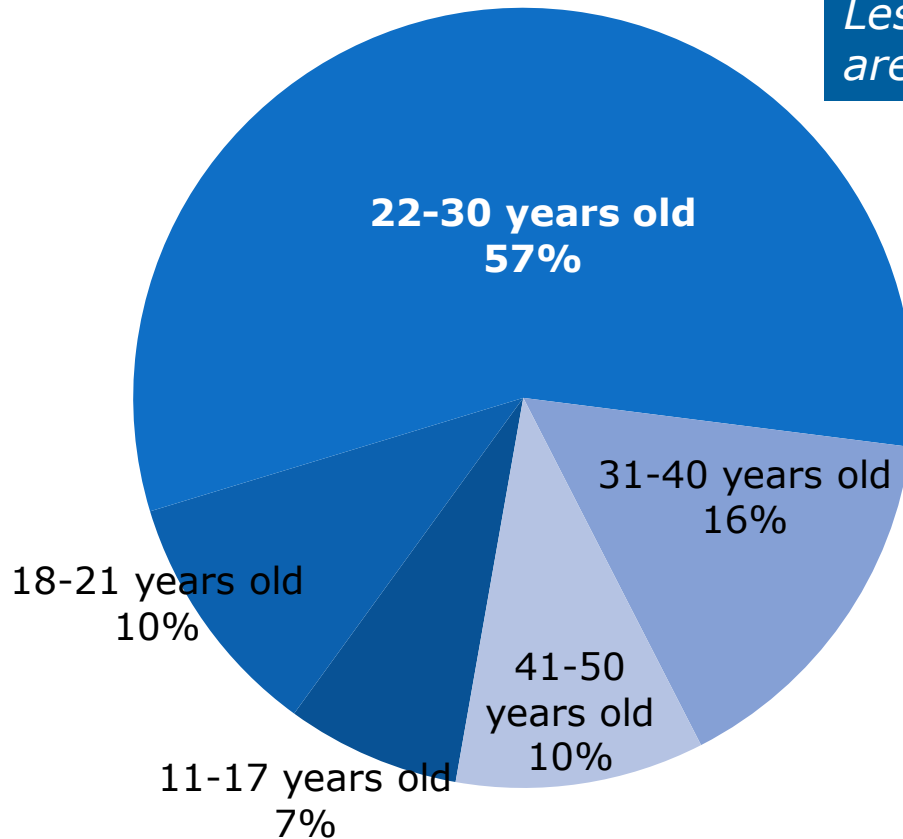
What methods have you used in the past year to find a babysitter(s)? (check all that apply)



Age of Babysitter

About how old is the babysitter?

*97% these babysitters are female.
Less than 1 in 5 (17%) babysitters
are 21 or younger.*



N=431

Babysitter Location

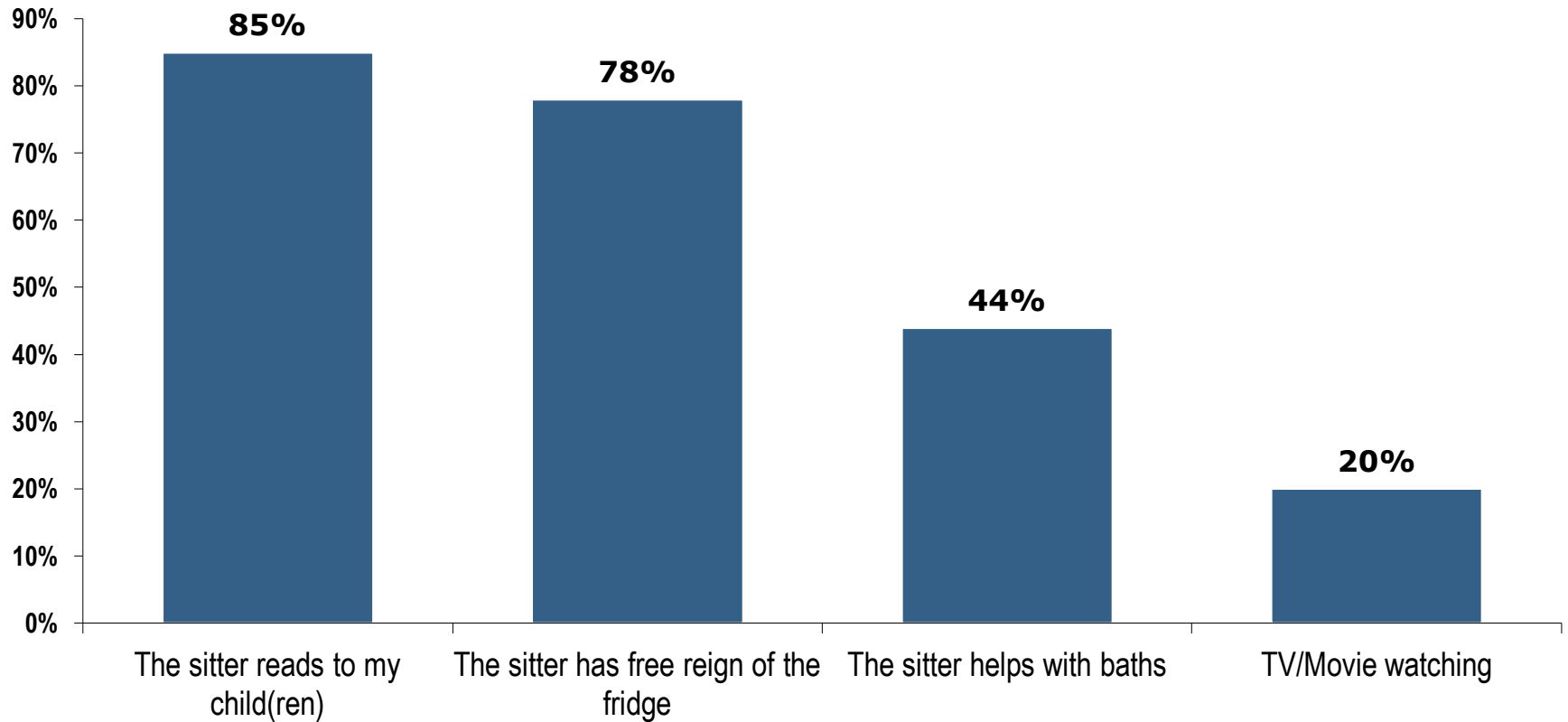
Where does your babysitter live?

Location	%
In the neighborhood	33%
Not directly in the neighborhood, but close by	41%
In another neighborhood that is quite a distance away	17%
In a different borough	8%
I'm not sure	1%

N=431

Babysitter Activities/Routines

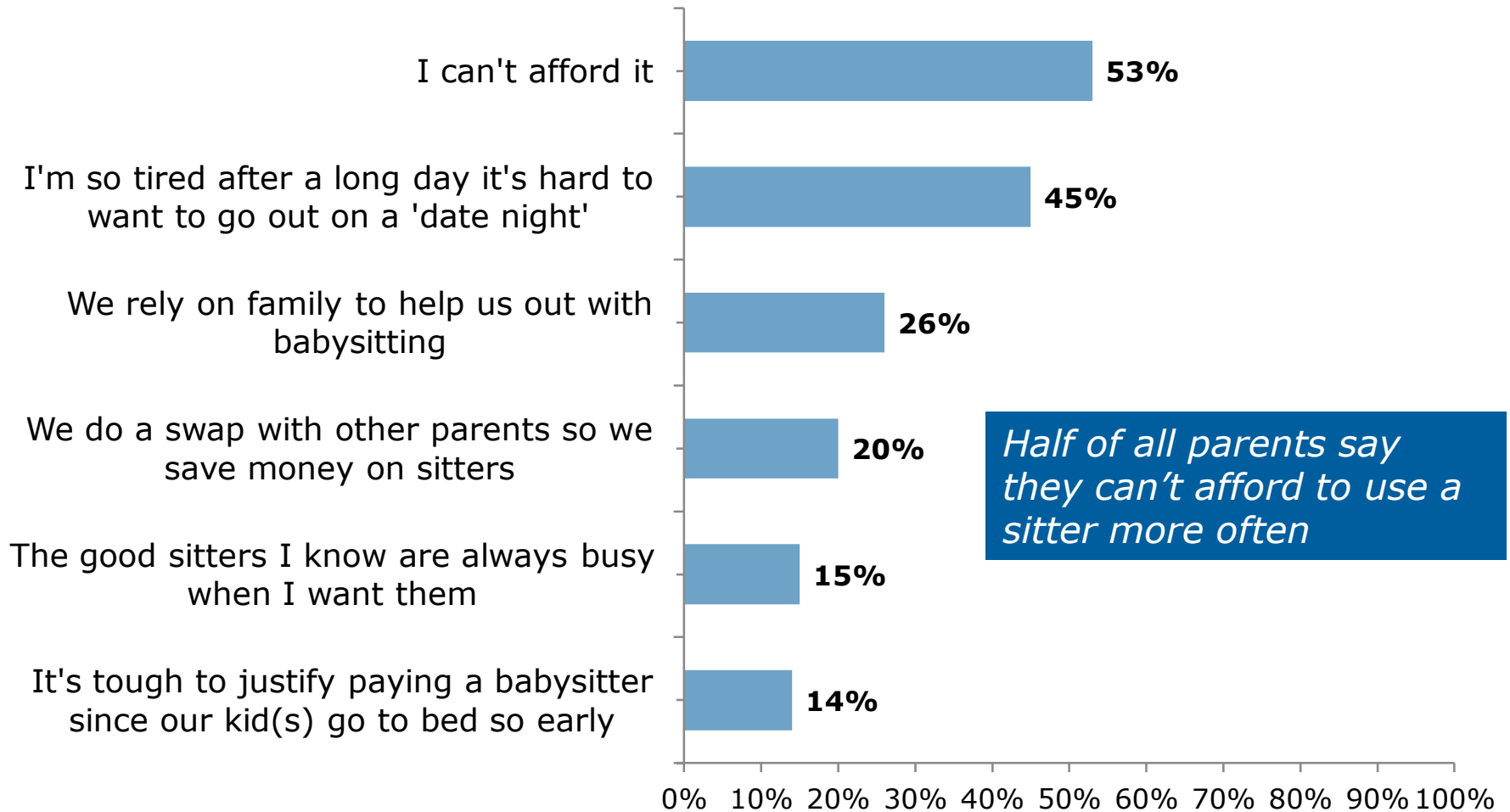
Which of the following are part of the general babysitter activities/routine? (Check all that apply)



N=431

Why don't people use a sitter more often?

Which of the following are reasons you do not use a sitter more often? (Check all that apply)



Other Reasons Sitters NOT used more often

“Too” _____ (Tired, Stressful, Busy, Much Work)

“I find the whole process stressful. It requires so much planning just to go out to dinner for a few hours and I don't feel it's always worth it. Plus, the cost is insane. I find myself rushing my husband through his after dinner coffee just so we can be home by 10pm and avoid paying an extra \$25 for the car service, which is not a nice relaxing night out.”

“Just too tired to plan a date night.”

“I just never get around to arranging nights out. Husband is always too busy or tired to want to go out.”

“The energy of finding good babysitters and scheduling just seems to take much more energy that I thought it would.”

Other Reasons Sitters NOT used more often

Don't see kids enough

"My kid is with a sitter 25 hours a week and sometimes that just seems like enough."

"I work full time, so I want to spend my free time with my daughter instead of going out a lot."

"We both work and want to spend as much time with our daughter as possible, so we don't do "date nights" and love being together as a family."

Other Reasons Sitters NOT used more often

So Dang Expensive

"We rarely do it because it often is the **bulk of the cost of going out.**"

"So expensive that you start wondering if a movie is **really worth \$60...**"

"We'd love to go out more, **but \$100 for a sitter on top of costs for the "night out"** itself means we just go out less often, or wait until a relative is in town and able to help out."

"It's not exactly "I can't afford it." It's more like \$175 all-in cost for a not-fancy night out (maybe cheap dinner and a movie plus babysitting) **seems extravagant or not-a-good-value or something like that.** But sometimes you still have to do it."

Other Reasons Sitters NOT used more often

My Kids are Challenging

“Bedtime routine **is tough to pass off** to someone.”

“Trauma on my **separation-phobic kids.**”

“**Daughter throws a tantrum** when I leave her with someone who is not a family member.”

“My child is old enough to want Mommy now and it **becomes a battle.**”

“My daughter is **very challenging with babysitters** and won't go to sleep with them. So, we have to stay home until she's put to sleep. At that point, it seems silly to go out.

REASONS FOR CHOOSING THE PARTICULAR SITTER

Themes: Why did you choose this sitter?

References and Connections (Top Theme)

“**Friend of the family.** Knew she is trust-worthy, responsible. Her family lives across the hall, so in an emergency, they're around, too. She is a PhD student so we are able to communicate with her well.”

“She is the **sister of one of the after school women** from my daughter's pre-school.

Trust (Top Theme)

“We like and **trust her.** She has experience babysitting relatives. She is sweet to our child. She is affordable. This is not really rocket science.”

Themes: Why did you choose this sitter?

Convenience

“Mainly convenience - I liked finding someone from the neighborhood - but also because she was referred by someone I trusted, and had lots of babysitting experience.

“She's a high school girl in our building, so the **convenience is unbeatable.**”

Location, Location, Location

“She lives close by and she has tons of positive, vibrant energy.”

Themes: Why did you choose this sitter?

Reliability, Flexibility and Availability

"She shows up on time and is prompt in returning calls/texts. My son loves her. She's a pleasure to work with!"

"She is pretty flexible and its not a hassle to book dates with her."

"The kids love her, **she is reliable** and fun, she is often **available on short notice** and flexible about the schedule."

Themes: Why did you choose this sitter?

The Right “Vibe” and Connection

“I liked her personality, enjoyed her company, and felt that her instincts and **values aligned with mine** (in regard to child-care).

“She interacted well with our son when she came over to interview/meet us and we just **got a good vibe from her.**”

Personality

“Fun, child-friendly personality.”

“She was **very warm and she's a mom to three boys**, so I felt confident leaving my son with her. She's great with him - totally has fun with him and he relaxes when she's here.

“She's **warm, energetic, and fun** for the kids.”

Themes: Why did you choose this sitter?

The Whole Package

"I chose our babysitter because she lives near-by, has a steady job, but enjoys children and wants to supplement her income. Upon meeting her, it was clear that she simply has fun with the kids, and I wanted someone who wanted to play for a few hours, and someone I could trust to "jump in" to the bedtime routine while we were away.

ADVICE

FINDING A SITTER

Ask Friends for References

"Ask other parents if they have a nanny looking for more hours on the weekends."

Use the Resources Around You

"Stay in touch with group day care providers and nursery school teachers--two of our regular babysitters have been our child's care givers from infancy and toddler years."

GETTING OUT OF THE HOUSE

Plan Ahead

"**Plan** your date nights at least **2 weeks, preferably a month, in advance**. Many babysitters get booked up early and we've been disappointed several times finding no one with availability and had to cancel plans."

Keep More than One Horse in the Stable

"The sitters I use have a lot going on, so I occasionally have to go through **5 or more sitters on my list** to find someone who is free."

MAKING THE SITUATION GREAT

Be Clear about Expectations

"Be very clear about what you expect. Bed times, serving dinner, ordering in, snacks, what and where kids and sitter are allowed to eat. That they are expected to be with the kids and not on their phone or texting."

MAKING THE SITUATION GREAT

Do Your Due Diligence

"Have a clearly printed **emergency sheet with contact numbers for you**, your address and cross streets, another emergency contact, pediatrician, child's medications/allergies, preferred hospital and poison control. Make sure the sitter has a key, in case (for some reason) they have to go outside (fire alarm, whatever), so they can get back in."

"Make sure you know the sitter's full name and contact information!"

COST SAVING TIPS

Factor in Extra Costs

"Try to find someone local."

"Be sure to factor in transit costs for late car service when you think about the expense (and before hiring someone far away)."

"We had a babysitter from Queens and the car service home added \$25 to what we paid her. Make sure to **discuss who pays for the babysitters** ride home in advance."

COST SAVING TIPS

Using Teens Can Save You Money

"We love working with our teen sitters: they feel comfortable with us, and our kids love them. Also, they live nearby, which is a huge plus."

"Trust teenagers. **They are local (no car service and complications) and very responsible.** They play with kids, and since we started having teens come, my kids really look forward to babysitters and then push us out the door (they don't even do this with grandparents)."

COST SAVING TIPS

Think about Swaps with Other Parents

"We teamed up with another set of parents and swap a date night/babysit every week. We still use a babysitter to fill in or during daytime after school hours, but this arrangement has saved us a bundle and gotten us out of the house together."

"We ask friends/couples who want to stay in and watch movies. We put our son down to bed (by 8) and sneak out. We usually buy our friends dinner/takeout and get them a car service home. It has worked out well over the past 2 years."

Finally...

Just Do It

"Get out. Do it even if you think you can't afford it!"

Disclaimer

The information provided is for convenience purposes only for the individuals who may review it. It was gathered confidentially through an online survey link provided to members of Park Slope Parents (PSP) and other local parent networks. Participant identity was not verified. No attempt was made to differentiate data provided by either an employer/family or employee/caregiver (i.e., Nanny or babysitter).

Members of PSP did, however, clean the data and results focus on median vs. average data to minimize the impact of outliers on the market practice information provided. However, neither PSP nor any of its members nor any other participating parent networks nor their members are responsible for the quality of the information reported or the subsequent use of the data by anyone who reviews it.

It is expected that each individual employer/family and employee/caregiver will be responsible for the negotiation and bargaining of a satisfactory compensation arrangement between the two parties and no warranties are made in relation to these data or any subsequent updates. Please use other sources in conjunction with this data before making important decisions about your family, and always check references for yourself before hiring someone.

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About Park Slope Parents

- Founded in July 2002, Park Slope Parents is a group of more than 4,500 local families.
- It is dedicated to supporting parenting life in Brooklyn, New York by providing a way to exchange information about parenting issues and living in an urban environment.
- Our online resources include a public website that houses reviews, parenting advice online forums including an Advice list (exchanging information about parenting and community issues), a Classifieds list (a buy/sell/trade group for locally swapping kid gear and finding Nannies), and a Career Networking Group which helps connect parents to jobs and resources, and over 90 subgroups including pregnancy and new parent groups, Dads groups and more.
- Offline events include clothing swaps, festivals, music concerts and special events. We also partner with nonprofits such as the Brooklyn Family Justice Center to provide donations and services to those in need and sponsor community events such as the Celebrate Brooklyn Concerts and Brooklyn Volunteer Fair.
- Joining Park Slope Parents requires a membership fee of \$35 (to support ongoing services like this Babysitter Survey) and includes a membership discount program where members receive discounts on more than 400 local products and services.
- To join our community click <http://parkslopeparents.clubexpress.com/>
- For more information: www.parkslopeparents.com or contact Susan Fox at Susan.Fox@ParkSlopeParents.com

