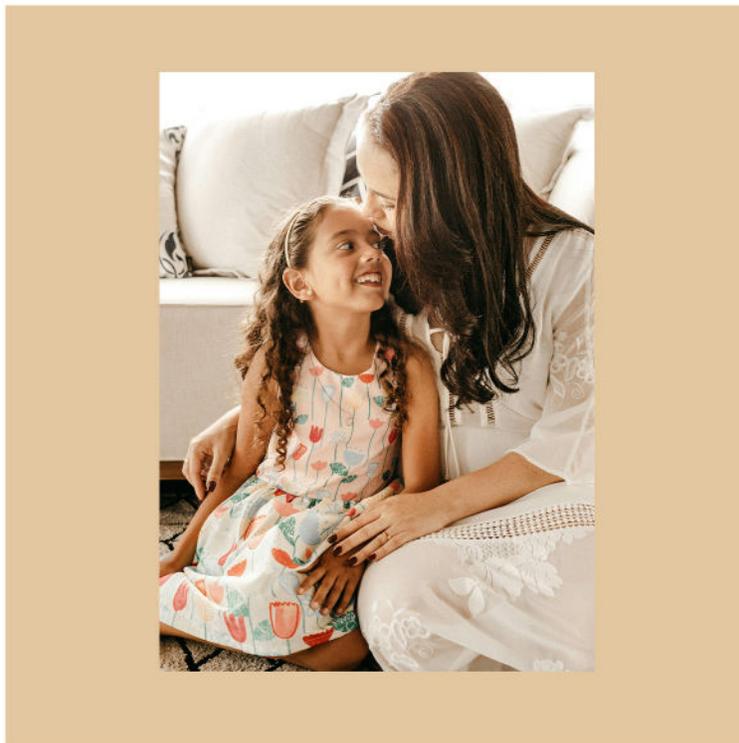




THE STATE OF THE DOMESTIC HIRING 2026 Insights



A comprehensive look at the 2026 childcare hiring landscape and what families need to know about today's competitive market.



A TIGHT AND COMPETITIVE MARKET

The childcare hiring environment entering 2026 remains highly competitive, driven by low unemployment, inflationary pressures, and shifting expectations from both families and caregivers. With a limited pool of experienced, high-quality professionals, families are competing not only with one another but with a broader labor market that offers flexibility, benefits, and stability.

At the same time, there is a continued shift toward legal, compliant employment of domestic staff. Families increasingly prioritize proper payroll, tax compliance, and formal employment structures—a trend that accelerated during the pandemic and remains central today. As a result, fully loaded employment costs are higher and must be carefully considered in compensation planning.

WAGE TRENDS AND REGIONAL REALITIES

Inflation has influenced wage expectations across all domestic roles. Childcare professionals, like workers in every sector, are facing higher costs of living and are seeking compensation that reflects economic reality. As a result, wage growth in childcare has continued to rise steadily from post-pandemic recovery levels. In 2026, competitive pay is no longer a differentiator. It is the baseline.

San Francisco



from \$33 to \$45 per hour

Total compensation often reaching six figures for full-time roles.

New York



from \$33 to \$45 per hour

Long-term professional in high demand.

Seattle



from \$33 to \$45 per hour

Long-term professional in high demand.

Boston



from \$30 to \$45 per hour

Long-term professional in high demand.



PROFESSIONALIZATION AND HYBRID ROLES

Rising compensation is being driven by increased demand for hybrid roles that combine childcare with household support, such as organization, light cleaning, meal preparation, and family logistics. These positions require broader skill sets and greater responsibility, which is reflected in higher pay.

In markets like San Francisco, Seattle, and New York, there is also a strong preference for formally educated childcare professionals, who command premium compensation. This reflects the growing professionalization of in-home care, with families viewing caregivers as long-term partners in their children's development and wellbeing.

BACK-UP AND EMERGENCY CARE

Demand for back-up and emergency childcare is rising due to factors like severe flu seasons, school closures, caregiver illnesses, travel, and new family needs. Organizations and families increasingly rely on short-notice care to cover unexpected gaps.

Crunch Care's rates generally start at \$45 per hour, reflecting the urgency and complexity of providing immediate, flexible care. While demand has grown, pricing has increased only moderately since 2022, aligned with the real costs of operating a compliant and sustainable childcare business.



COMPREHENSIVE RATE GUIDE

Professional domestic services across all household needs.

Rates vary by experience, scope, and market.

LONG-TERM NANNIES

High-Quality · Educated
Career Professionals

from \$28 to \$55 / hour

Seattle: from \$32 to \$45
SF Bay Area: from \$30 to \$50
NYC/ LA: from \$30 to \$50
San Diego: from \$28 to \$32
Portland: from \$28 to \$38
Phoenix: from \$28 to \$35
Las Vegas: from \$28 to \$35
Denver: from \$24 to \$35
Orange County: from \$28 to \$35

HOUSEKEEPING

Professional, Detail-Oriented
Household Support

from \$30 to \$35 / hour

Housekeeping services support clean, organized, and well-managed homes.

- ✓ Deep cleaning or detailed home organization
- ✓ Laundry, ironing, or household management
- ✓ Large homes or multiple residences

SENIOR CAREGIVERS

Professional, Detail-Oriented
Household Support

from \$2 to \$5 /hour below
Long term nanny pay suggestions

Senior caregivers provide non-medical assistance, focusing on safety, companionship, and support with daily activities.

- ✓ Mobility or dementia support
- ✓ Overnight or extended shifts
- ✓ Specialized certifications or training

PRIVATE CHEFS

Customized In-Home Culinary Services

\$60+/hour or \$100k - 200k annually

Private and family chefs provide personalized meal planning and preparation tailored to household preferences.

- ✓ Frequency (daily vs. weekly service)
- ✓ Nutrition planning
- ✓ Grocery sourcing, events, or travel
- ✓ From 30 to 40+ hours per week



OUR COMMITMENT TO FAMILIES

"As a business owner and single mother who raised three children, I remain deeply aware of how quickly childcare costs can become overwhelming. We focus on streamlining operations and building sustainable systems to keep care as reasonable as possible."

Stacie Steelman

Founder & CEO, Crunch Care

Striking the balance between quality care and affordability is one of our industry's most difficult challenges. Our commitment: reliable, high-quality care when families need it most.

