

GET COMPETITIVE.

..... CAREGIVER TREND REPORT



myCNAjobs.com

TIME TO COMPETE.

Executives understand the war for caregiver talent is here. Now, it's time to act. It's time to better understand your local market, the landscape, and get more competitive. Companies that don't compete, won't survive. This report studies the latest trends in job search and gets under the hood to better understand a caregiver's psyche.



Brandi Kurtyka
Chief Executive Officer

STUDY STATS

N = 1,555

81%



CURRENTLY EMPLOYED

91%



FEMALE

61%



CNA / AIDE CERTIFICATE

68%



2+ YEARS EXPERIENCE

22%



SINGLE PARENT

IF YOU HAD TO CHOOSE ONE,
WHICH BENEFIT IS MORE IMPORANT?





 63%
Earning Higher Wage

 56%
Health Insurance

 51%
Paid Sick Time

 57%
Earning Higher Wage

 68%
401k Program

 60%
Direct Deposit

BATTLE OF THE BENEFITS

VS

37%
Health Insurance

44%
Paid Vacation Time

49%
Paid Training

43%
Preferred Hours/Shifts

31%
Paid Vacation Time

40%
Paid Weekly

SHOW ME THE MONEY

What amount are you willing to work for?

	NO CERT	CNA/HHA
Alabama	\$10.10	\$10.57
Alaska	\$13.34	\$14.50
Arizona	\$11.42	\$12.53
Arkansas	\$10.24	\$10.61
California	\$12.31	\$13.07
Colorado	\$11.87	\$12.91
Connecticut	\$12.47	\$13.08
Delaware	\$11.52	\$12.57
DC	\$12.13	\$12.87
Florida	\$11.14	\$11.52
Georgia	\$10.62	\$10.92
Hawaii	\$12.80	\$13.48
Idaho	\$10.36	\$11.26
Illinois	\$11.39	\$11.83
Indiana	\$10.66	\$11.37
Iowa	\$11.40	\$12.22
Kansas	\$10.78	\$11.22
Kentucky	\$11.02	\$11.50
Louisiana	\$9.95	\$10.34
Maine	\$11.78	\$12.71
Maryland	\$12.15	\$12.87
Massachusetts	\$13.21	\$13.80
Michigan	\$10.45	\$11.49

NATIONAL AVERAGES

\$11.37
NO
CERTIFICATION

\$12.11
CNA / HHA
CERTIFICATION

Minnesota	\$12.21	\$12.70
Mississippi	\$9.81	\$10.41
Missouri	\$10.35	\$11.02
Montana	\$11.56	\$12.36
Nebraska	\$11.25	\$11.98
Nevada	\$11.16	\$12.20
New Hampshire	\$12.53	\$13.24
New Jersey	\$12.40	\$12.69
New Mexico	\$10.62	\$11.94
New York	\$12.52	\$12.85
North Carolina	\$10.52	\$10.71
North Dakota	\$13.00	\$14.38
Ohio	\$10.58	\$11.17
Oklahoma	\$10.67	\$11.18
Oregon	\$11.68	\$13.18
Pennsylvania	\$11.15	\$12.13
Rhode Island	\$12.19	\$13.01
South Carolina	\$10.23	\$10.83
South Dakota	\$11.36	\$12.18
Tennessee	\$10.49	\$11.41
Texas	\$10.95	\$11.79
Utah	\$11.41	\$11.56
Vermont	\$12.29	\$13.09
Virginia	\$11.34	\$11.31
Washington	\$12.27	\$13.23
West Virginia	\$9.77	\$10.98
Wisconsin	\$10.91	\$11.79
Wyoming	\$11.78	\$12.98

● Above National Average
● Below National Average

24%

Report NOT being
able to earn enough
money to stay in the
profession

Want to see what
caregivers want to
make in *YOUR* city?

Free pay reporting available.

 myCNAjobs.com/pay

ASSIST. DON'T ELIMINATE.

44% of caregivers report having an active CPR Certificate

MAKE IT EASY

62% of caregivers report their current or past employer paid for required medical testing

GROW YOUR MARKET

80% of caregivers would get a CNA Certificate if a company paid for it





83% of caregivers
report working with
memory loss patients
but only 65% report
having training
working with memory
loss patients

ADD WIN-WIN BENEFITS

45% of caregivers report their current or past employer paid for CPR training

35%

are looking for
full-time work only

65%

report they are
always looking for
a better job

32%

interview with
another company
each month

27%

are looking for
part-time work only

19%

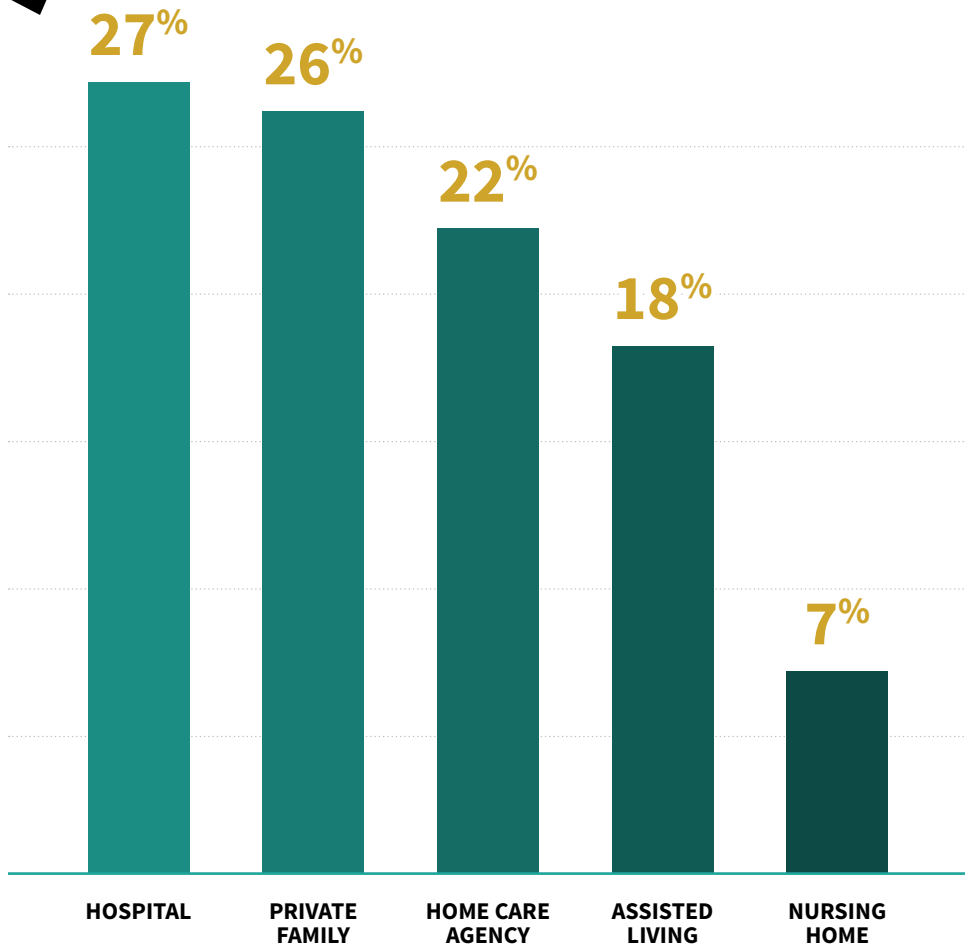
won't call a recruiter
back if they've
never heard of the
company before

97%

are open to a job
opportunity at any
given time

WORK PREFERENCES







43%
HAVE WORKED
FAST FOOD

72%
HAVE WORKED RETAIL



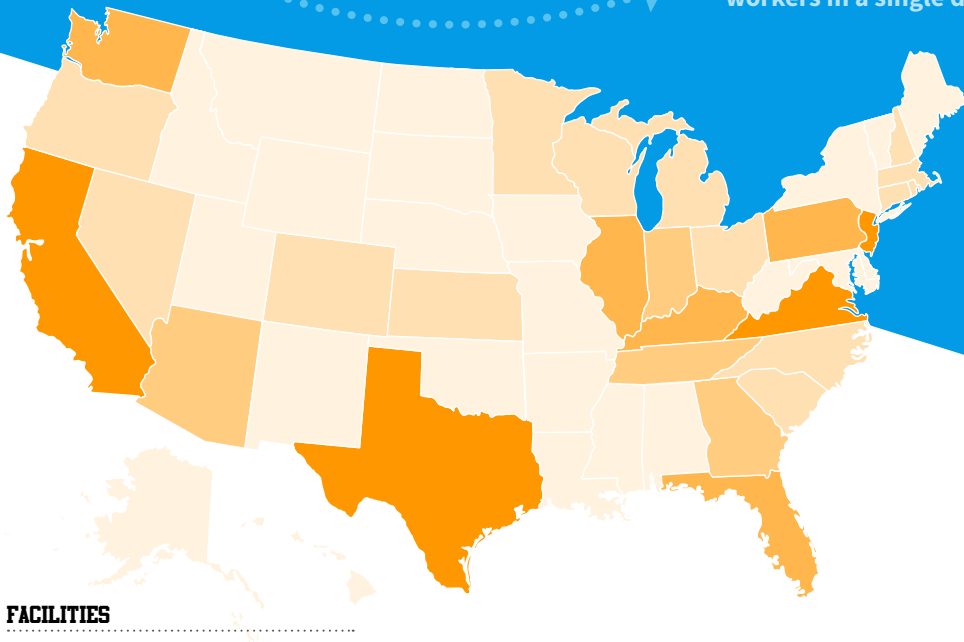
80%

of caregivers prefer to work for one company if they can get the hours they want. They also report it's easier to get desired hours in retail and fast food.

GOLIATH IS COMING. AN AMAZON OF AN IMPACT.

Average pay is 30% higher
than traditional retail stores

Holds regular hiring
events to recruit 50,000
workers in a single day



*As of 2018,
Amazon operates
214 facilities across
the United States*

10% of caregivers have interviewed or worked for Amazon



HOW LONG WILL YOU WAIT AFTER AN INTERVIEW BEFORE INTERVIEWING WITH ANOTHER COMPANY?



27%

**WILL
NOT WAIT**

27%

**WILL WAIT
UP TO 3 DAYS**

35%

**WILL WAIT
UP TO 1 WEEK**

11%

**WILL WAIT
UP TO 2 WEEKS**



set a goal to start processing
a hire the moment they
leave the interview.

**ON AVERAGE,
HOW LONG DOES IT TAKE
AFTER YOU INTERVIEW
TO START WORKING
YOUR FIRST SHIFT?**



24%

REPORT
COMPANIES
DO A POOR JOB
OF LETTING
THEM KNOW
THE NEXT
STEP IN
THE HIRING
PROCESS

20%

WITHIN
24 HOURS

32%

WITHIN
3 DAYS

23%

WITHIN
1 WEEK

20%

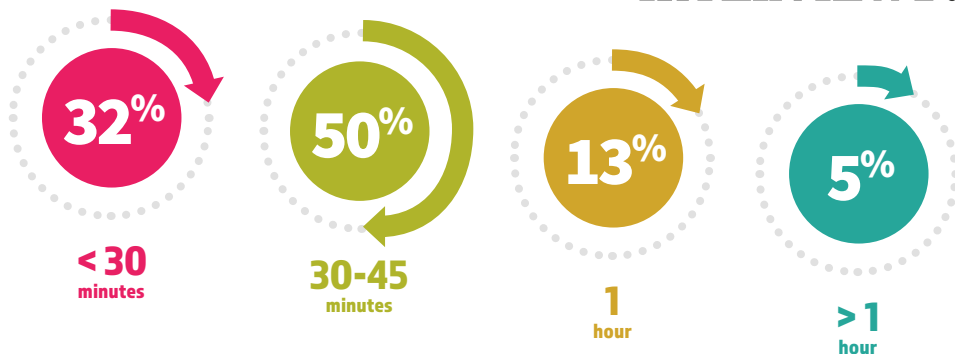
WITHIN
2 WEEKS

5%

LONGER THAN
2 WEEKS

Is this long enough to make a caregiver feel important?

HOW LONG ARE YOUR INTERVIEWS?



HOW MANY PEOPLE DO YOU INTERVIEW WITH?





WHAT DO CAREGIVERS THINK OF YOUR BRAND?

UNZIP NEW INSIGHTS + UNLOCK
A NEW RECRUITMENT CHANNEL

We'll send caregivers to your door
ready-to-interview. If not, we'll tell you why.



(312) 566-8520



myCNAjobs.com/hire

CAREGIVER TREND REPORT

www.myCNAjobs.com/hire

HealthcareResearch LLC is not responsible for the usage of data or the result of strategies implemented due to the usage of data.

It's the responsibility of the reviewer to ensure employment programs meet state and federal requirements.

Do not copy, cite, modify, or distribute content contained within this report without written permission from Healthcare Research LLC.