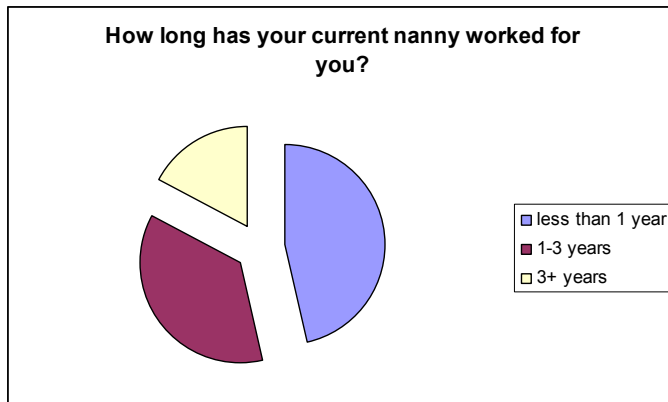


Nanny Employer Trends 2006 Survey Results

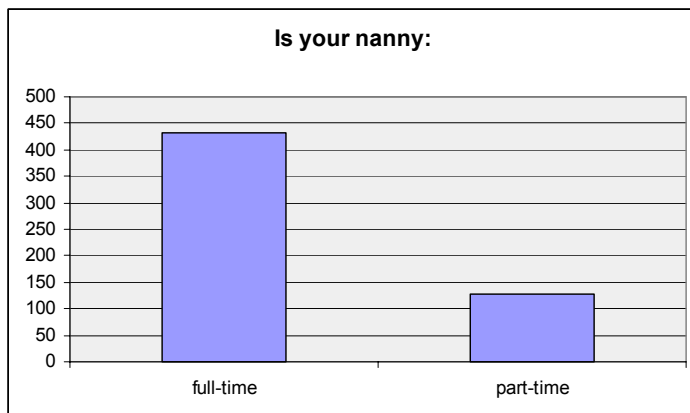
How long has your current nanny worked for you?

less than 1 year	260	47%
1-3 years	202	36%
3+ years	97	17%
Total	559	100%



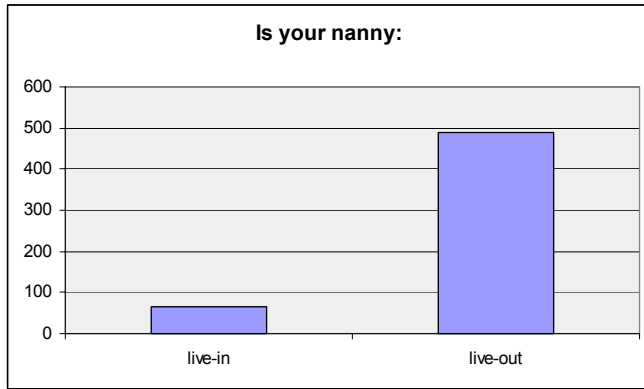
Is your nanny:

full-time	431	77%
part-time	128	23%
Total	559	100%



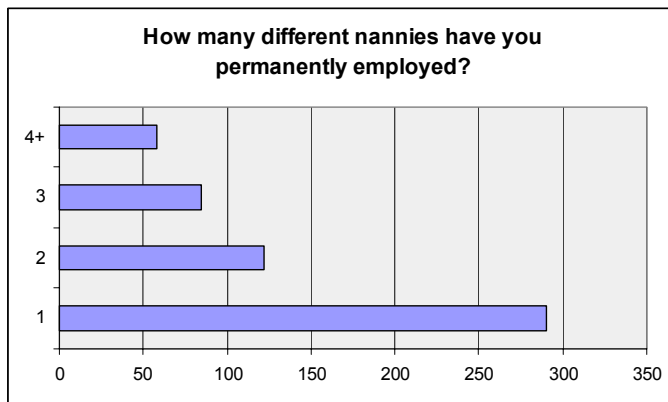
Is your nanny:

live-in	65	12%
live-out	488	88%
Total	553	100%



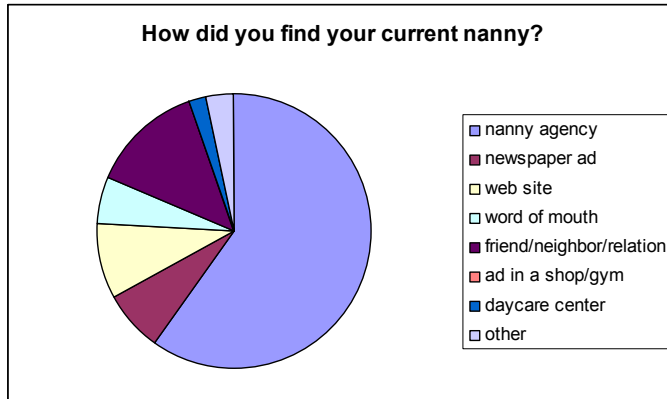
How many different nannies have you permanently employed?

1	290	52%
2	122	22%
3	85	15%
4+	58	10%
Total	555	100%



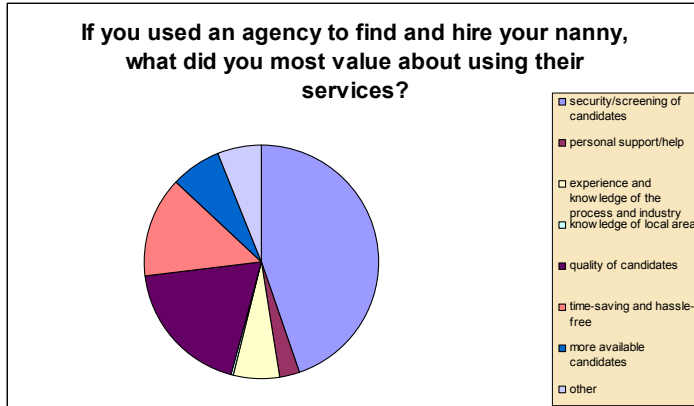
How did you find your current nanny?

nanny agency	334	60%
newspaper ad	39	7%
web site	50	9%
word of mouth	31	6%
friend/neighbor/relation	74	13%
ad in a shop/gym	1	0%
daycare center	11	2%
Other, Please Specify	18	3%
Total	558	100%



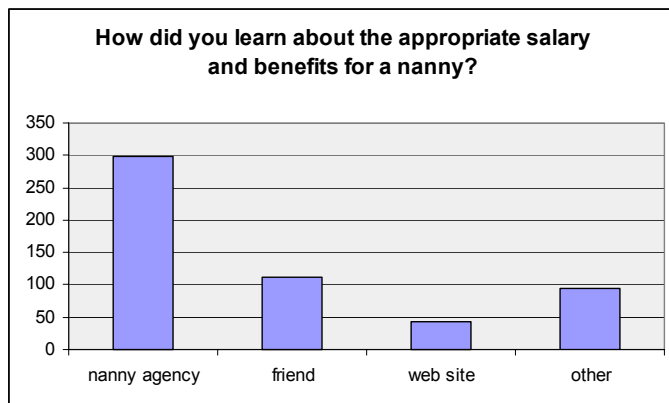
If you used an agency to find and hire your nanny, what did you most value about using their services?

security/screening of candidates	162	45%
personal support/help	10	3%
experience and knowledge of the process and industry	24	7%
knowledge of local area	1	0%
quality of candidates	68	19%
time-saving and hassle-free	51	14%
more available candidates	25	7%
Other, Please Specify	22	6%
Total	363	100%



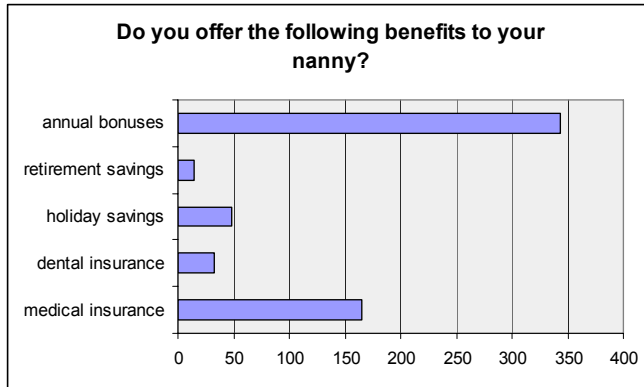
How did you learn about the appropriate salary and benefits for a nanny?

nanny agency	299	55%
friend	112	20%
web site	42	8%
Other, Please Specify	95	17%
Total	548	100%



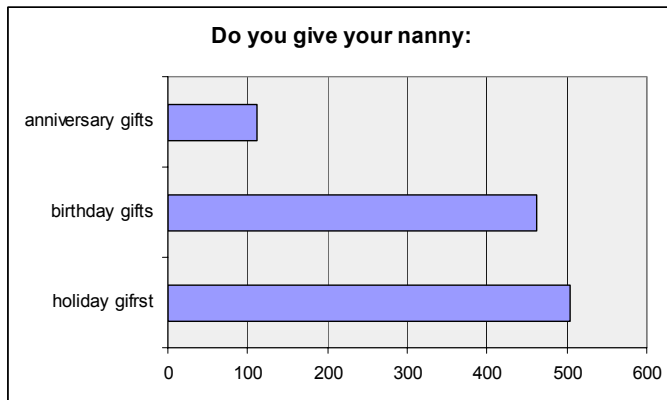
Do you offer the following benefits to your nanny? (Check all that apply)

medical insurance	165	41%
dental insurance	32	8%
holiday savings	48	12%
retirement savings	14	3%
annual bonuses	343	85%



Do you give your nanny: (check all that apply)

holiday gifts	504	96%
birthday gifts	462	88%
anniversary gifts	111	21%



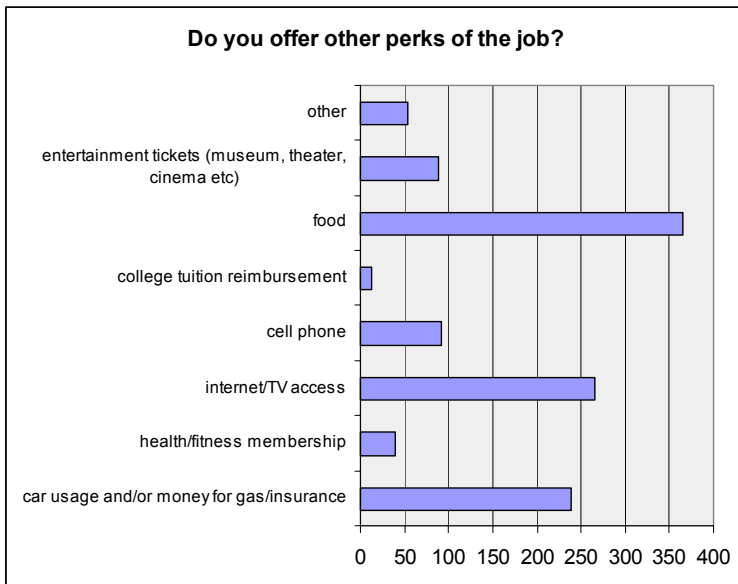
Do you offer: (check all that apply)

paid vacations	511	93%
flexible hours	235	43%
paid holidays	485	88%
paid overtime	313	57%
paid sick days	435	79%

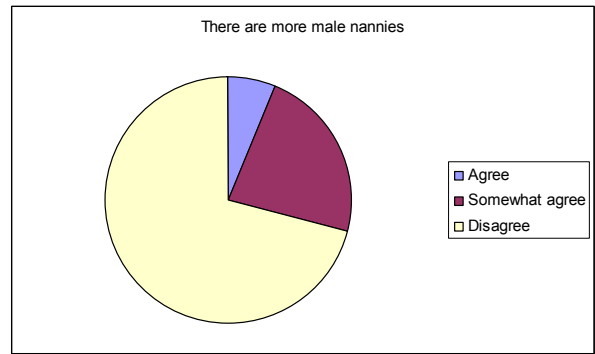
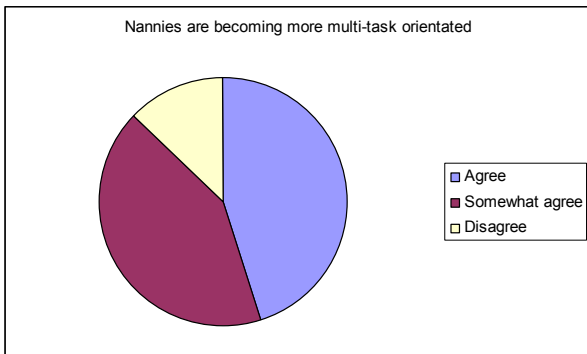
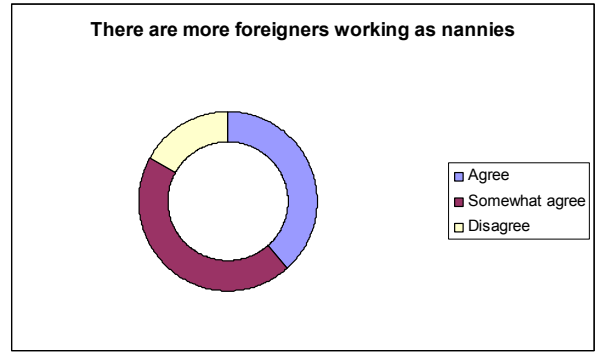
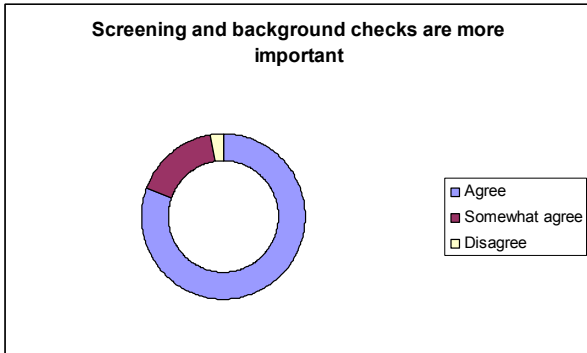
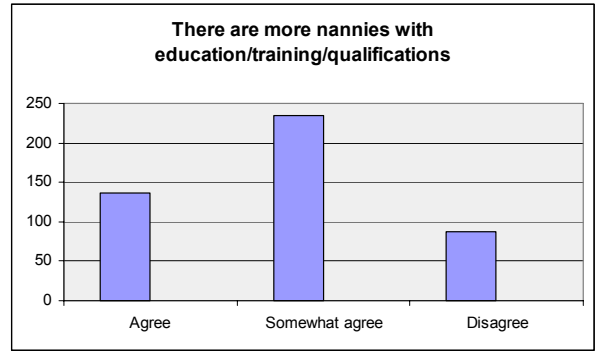
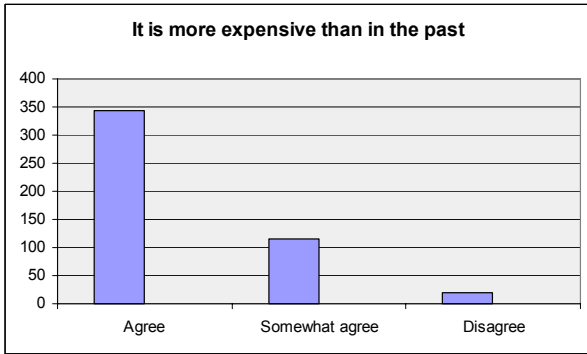


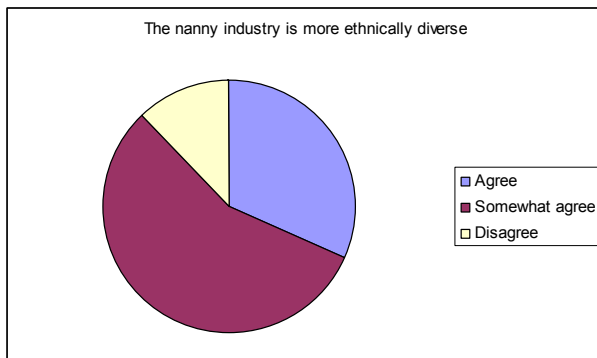
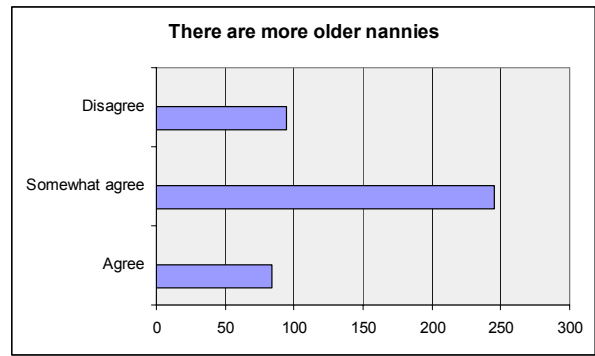
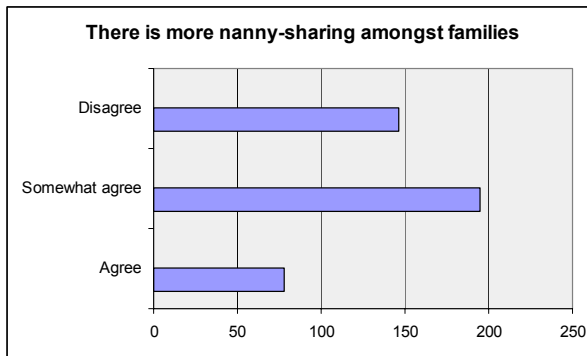
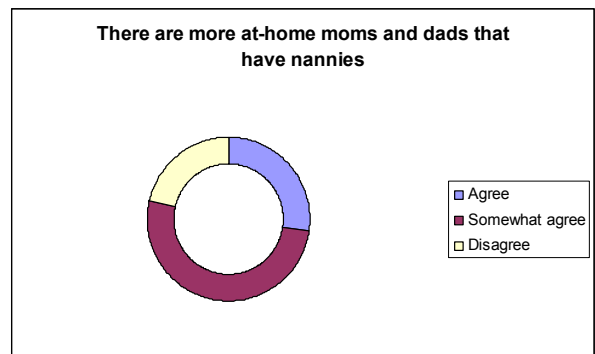
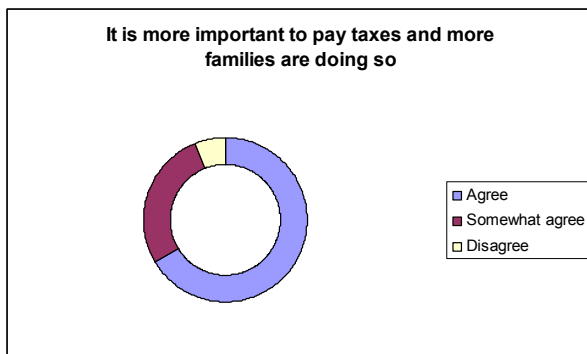
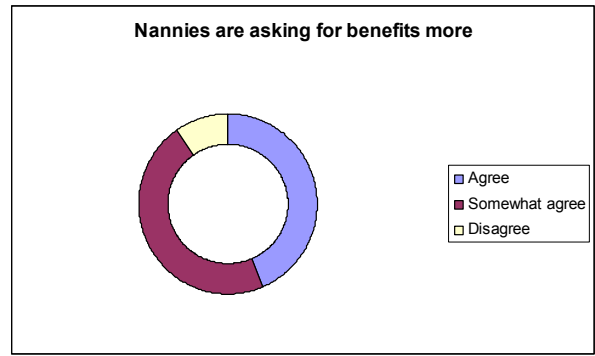
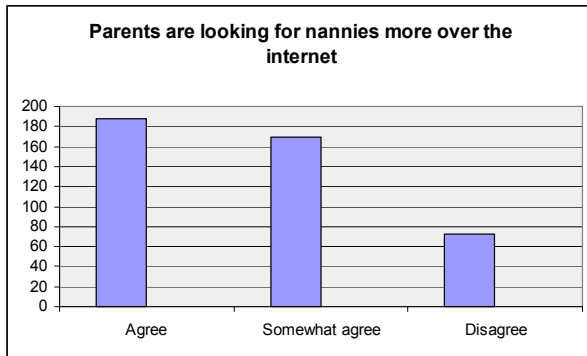
Do you offer other perks of the job? (Check any that apply)

car usage and/or money for gas/insurance	239	51%
health/fitness membership	39	8%
internet/TV access	266	56%
cell phone	91	19%
college tuition reimbursement	13	3%
food	365	77%
entertainment tickets (museum, theater, cinema etc)	88	19%
Other, Please Specify	54	11%



How do you see the nanny industry changing over the last 3 years (since 2003)? Please select if you AGREE or DISAGREE with the statements below.			
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Agree	Somewhat agree	Disagree
It is seen as a professional career	162 33%	250 50%	85 17%
It is harder to get a good nanny	189 40%	192 41%	92 19%
It is more expensive than in the past	344 72%	116 24%	20 4%
There are more nannies with education/training/qualifications	136 30%	234 51%	88 19%
Screening and background checks are more important	388 81%	81 17%	12 2%
There are more foreigners working as nannies	169 38%	198 45%	75 17%
Nannies are becoming more multi-task orientated	205 45%	192 42%	58 13%
There are more male nannies	27 6%	96 23%	299 71%
Parents are looking for nannies more over the internet	188 44%	169 39%	72 17%
Nannies are asking for benefits more	195 44%	208 47%	43 10%
It is more important to pay taxes and more families are doing so	306 67%	126 27%	28 6%
There are more at-home moms and dads that have nannies	117 27%	222 51%	93 22%
There is more nanny-sharing amongst families	78 19%	195 47%	146 35%
There are more older nannies	84 20%	245 58%	94 22%
The nanny industry is more ethnically diverse	133 32%	236 56%	52 12%





Other than your nanny, if you have an additional employee in your home, what is the other position?

Housekeeper	145	81%
Household Manager	5	3%
Groundskeeper	23	13%
Other, Please Specify	33	19%

