



# The attractiveness of health and care professions for young Europeans

**A survey among 2,100 young people aged 16 to 20 in 7 countries**

**31st January 2024**

# 01

## Methodology

# Methodology



## SAMPLE

### 2100 young people aged 16-20

300 young people surveyed per country: **each sample is representative** based on the following criteria: gender, age, region, metropolitan area category and employment status.

Data within each country has been adjusted to reflect the demographic profile of young people based on the most recent official data.

The "overall" results have not been weighted to reflect the actual weight of each country.

	France	300
	Germany	300
	Italy	300
	Belgium	300
	Netherlands	300
	UK	300
	Spain	300

Survey conducted online with a self-administered questionnaire via the Ipsos proprietary panel

Field : **From 16 October to 13 November 2023**



The results presented in this report are those of the average of the 7 countries surveyed.

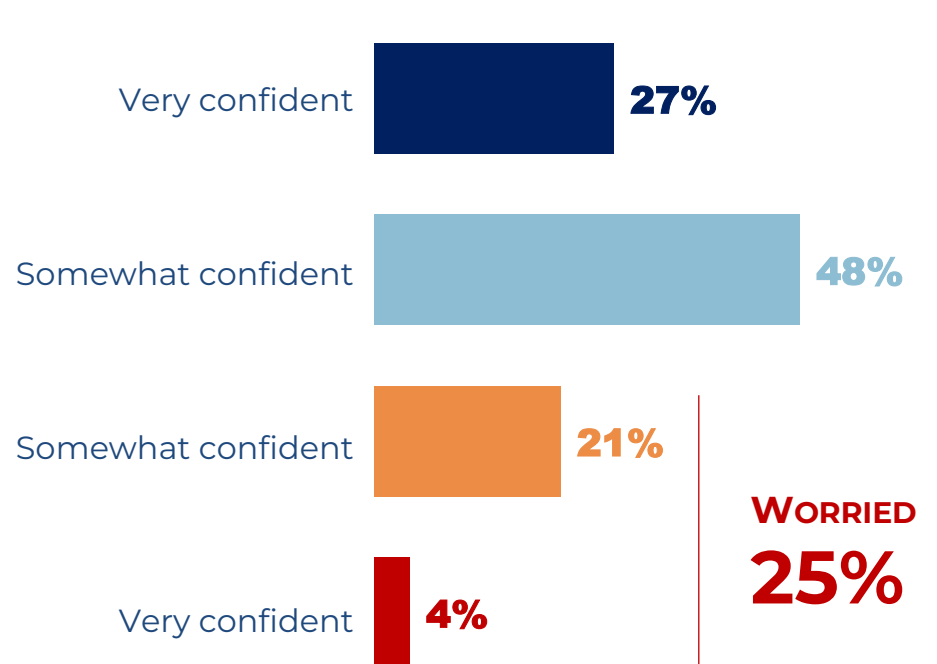
02

# Health and care, a sector with real potential to attract young Europeans

# A relatively high level of confidence in their ability to find a job after completing their studies

“In terms of your ability to find a job after your studies, would you say you’re mostly confident or mostly concerned?”

Base: Young people currently in education or looking for work (94% of the sample)



**CONFIDENT**  
**75%**



- ▲ Young people "very interested" in health and care professions: **84%**
- ▲ Young people in vocational education : **81%**
- ▼ Young people who have completed their training and are looking for work: **61%**



Young people in France are the least confident (68%), even behind countries with higher under-25 unemployment rates:

- Spain (72% "confident")
- Italy (74% "confident")

# What are the most important criteria when choosing a career ?

“For each of the following criteria, would you say that it’s essential, important or secondary in choosing the profession that you’ll practice later or that you already practice?”

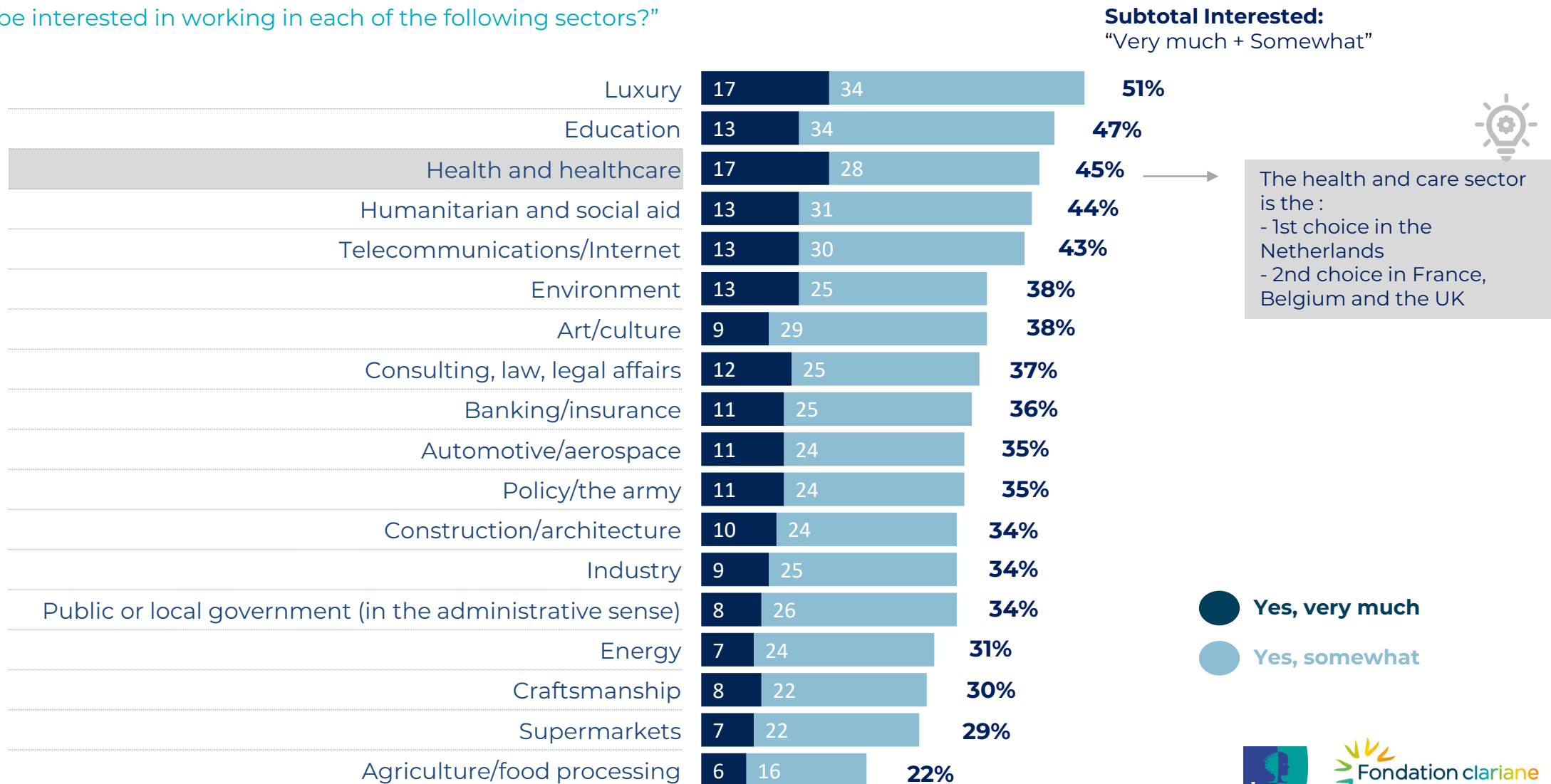
Base : To all



# Attractiveness of sectors: Healthcare ranks 3rd, behind only luxury goods and education

“Would you be interested in working in each of the following sectors?”

Base : To all



# Attractiveness of sectors: Detail / country



BY COUNTRY

“Would you be interested in working in each of the following sectors?”

Base: To all

  Top 3 in each country

Results in %

% SUBTOTAL  
**“INTERESTED”**  
 ( Very much + Somewhat )

	ALL COUNTRIES	France	UK	Belgium	Germany	Italy	Netherlands	Spain
	<i>Bases :</i>	2100	300	300	300	300	300	300
Luxury	<b>51%</b>	53	54	57	43	62	38	53
Education	<b>47%</b>	38	43	51	50	48	45	52
Health and healthcare	<b>45%</b>	43	47	57	40	42	51	35
Humanitarian and social aid	<b>44%</b>	41	42	58	47	41	43	39
Telecommunications/Internet	<b>43%</b>	38	39	51	34	61	28	49
Environment	<b>38%</b>	34	42	44	39	47	26	34
Art/culture	<b>38%</b>	35	32	46	34	49	35	37
Consulting, law, legal affairs	<b>37%</b>	39	33	44	37	38	35	35
Banking/insurance	<b>36%</b>	31	39	47	36	45	27	30
Automotive/aerospace	<b>35%</b>	38	31	39	36	43	27	32
The police/the army	<b>35%</b>	36	25	43	37	42	28	36
Construction/architecture	<b>34%</b>	31	32	41	35	40	32	24
Industry	<b>34%</b>	29	33	36	43	38	30	28
Public or local government (in the administrative sense)	<b>34%</b>	27	38	37	33	43	22	35
Energy	<b>31%</b>	24	29	36	30	43	28	26
Craftsmanship	<b>30%</b>	26	30	42	35	32	23	24
Supermarkets	<b>29%</b>	22	25	41	28	36	24	26
Agriculture/food processing	<b>22%</b>	17	18	34	17	27	22	21





# 17% OF YOUNG PEOPLE ARE VERY INTERESTED IN "HEALTH AND CARE". WHO ARE THEY ?

## THEIR PROFILE

### Sociodemographic criteria



**Girls: 57%** (\*)  
Boys: 43%



16-17 yo: 45%  
**18-20 yo: 55%**



Rural: 50%  
Urban: 50%



Parents' occupation:  
Managers and professionals: 26%  
Intermediary professions: **44%**  
Employees / manual workers: 18%  
Inactives: 12%

### Training



Highest degree :  
Low: 29%  
Medium: 55%  
High: 16%



Mainly training :  
Scientific or technological: 36%  
Medical or paramedical: 36%  
Legal, management and social sciences: 12%  
Literature and humanities: 6%



Current situation (students):  
High school: 43%  
Vocational training: 17%  
Higher education: 38%  
Other: 2%

### CLOSE friends & relatives

- People working in the health and care sector :
  - Yes, several: 42% *(vs 27% on average)*
  - Yes, one: 30% *(vs 35% on average)*
- Has ill relatives being cared for in a medical or social facility (hospital, retirement home, nursing home, etc.)
  - Yes, several: 27% *(15% on average)*
  - Yes, one: 29% *(vs 31% on average)*

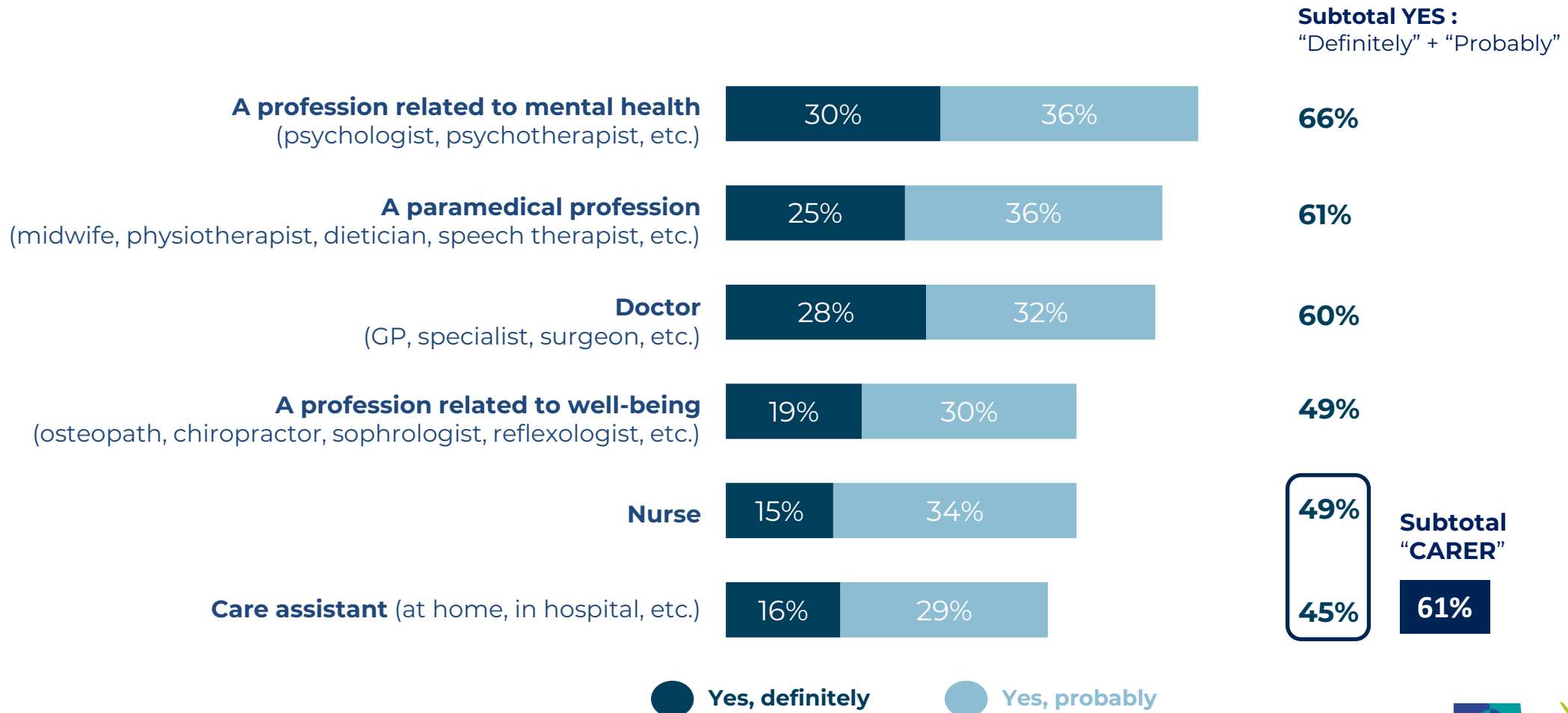
(\*) **Note to the reader:** Out of 100 young people who say they are very interested in the health sector, 57 are women, 55 are aged between 18 and 20, and 43 are currently in secondary school.



# Attractiveness of careers: careers related to mental health are the most sought after

“Could you consider doing each of the following jobs if you had the necessary level of education?”

Base: Young people who said they **were interested in the health sector** (45% of the sample, n=960)



**Subtotal YES :**  
“Definitely” + “Probably”

**49%**  
**45%**  
**Subtotal "CARER"**  
**61%**

# Where and with whom would they like to work ?

“And would you be willing to practice a care profession...?”

Base: Young people who said they **were interested in the health sector** (45% of the sample, n=960)

**Subtotal YES:**  
“Definitely” + “Probably”

In a **private** facility

**73%**

In a **public** facility

**73%**

In a **private practice**  
(as a self-employed or as a  
private practitioner)

**71%**

**Subtotal YES:**  
“Definitely” + “Probably”

Dealing with **children**

**78%**

Dealing with people with **physical disabilities**

**70%**

In contact with the **elderly**

**64%**

Dealing with people who suffer from  
**learning disabilities**

**64%**



WARNING: In the rest of this questionnaire, we're going to be talking about the profession of CARER and more specifically about nurses and care assistants. When we ask questions about carers, please answer with these two professions in mind, i.e. nurses and care assistants.

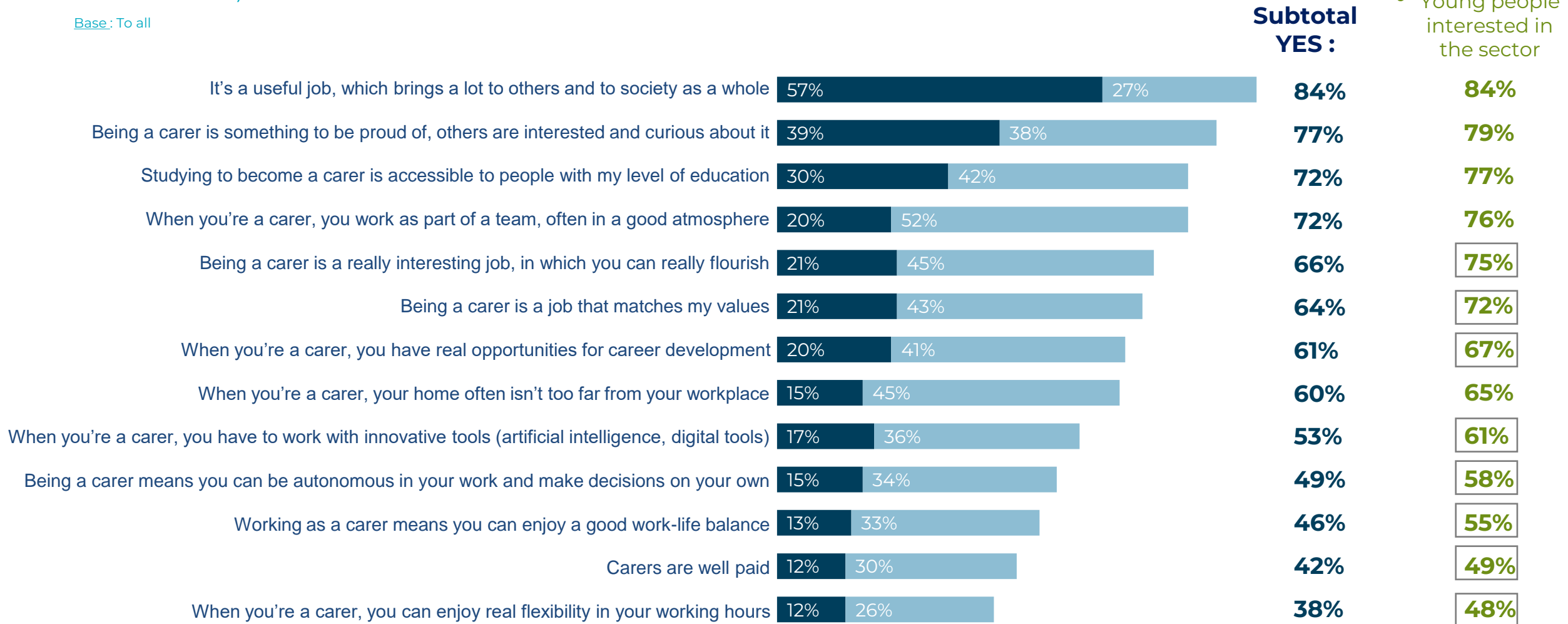
# 03

**Health care assistant and nursing professions are not sufficiently aligned with the career aspirations of young Europeans.**

# What is your view of the role of carers ?

“For each of the following characteristics, would you say that it applies well or not to the profession of carer (nurse or care assistant)?”

Base: To all



● Yes, completely    ● Yes, somewhat



# What is your view of the role of carers? Detail / country

“For each of the following characteristics, would you say that it applies well or not to the profession of carer (nurse or care assistant)?”

Base: To all

**% ST YES**



Top 3 by country

Results in %

**ALL COUNTRIES**



France



UK



Belgium



Germany



Italy



Netherlands



Spain

Bases :

2100

300

300

300

300

300

300

300

	ALL COUNTRIES	France	UK	Belgium	Germany	Italy	Netherlands	Spain
It's a useful job, which brings a lot to others and to society as a whole	84%	85	83	86	83	82	84	83
Being a carer is something to be proud of, others are interested and curious about it	77%	84	73	83	67	76	83	75
Studying to become a carer is accessible to people with my level of education	72%	62	75	72	78	65	78	72
When you're a carer, you work as part of a team, often in a good atmosphere	72%	66	73	77	59	72	81	72
Being a carer is a really interesting job, in which you can really flourish	66%	73	62	73	45	63	72	72
Being a carer is a job that matches my values	64%	63	67	64	61	55	72	67
When you're a carer, you have real opportunities for career development	61%	57	52	71	46	60	72	67
When you're a carer, your home often isn't too far from your workplace	60%	58	57	64	63	50	72	56
When you're a carer, you have to work with innovative tools (artificial intelligence, digital tools)	53%	55	37	70	33	54	69	55
Being a carer means you can be autonomous in your work and make decisions on your own	49%	45	53	60	43	38	62	39
Working as a carer means you can enjoy a good work-life balance	46%	37	44	52	30	50	58	54
Carers are well paid	42%	33	35	54	22	46	55	51
When you're a carer, you can enjoy real flexibility in your working hours	38%	30	42	45	32	34	44	42

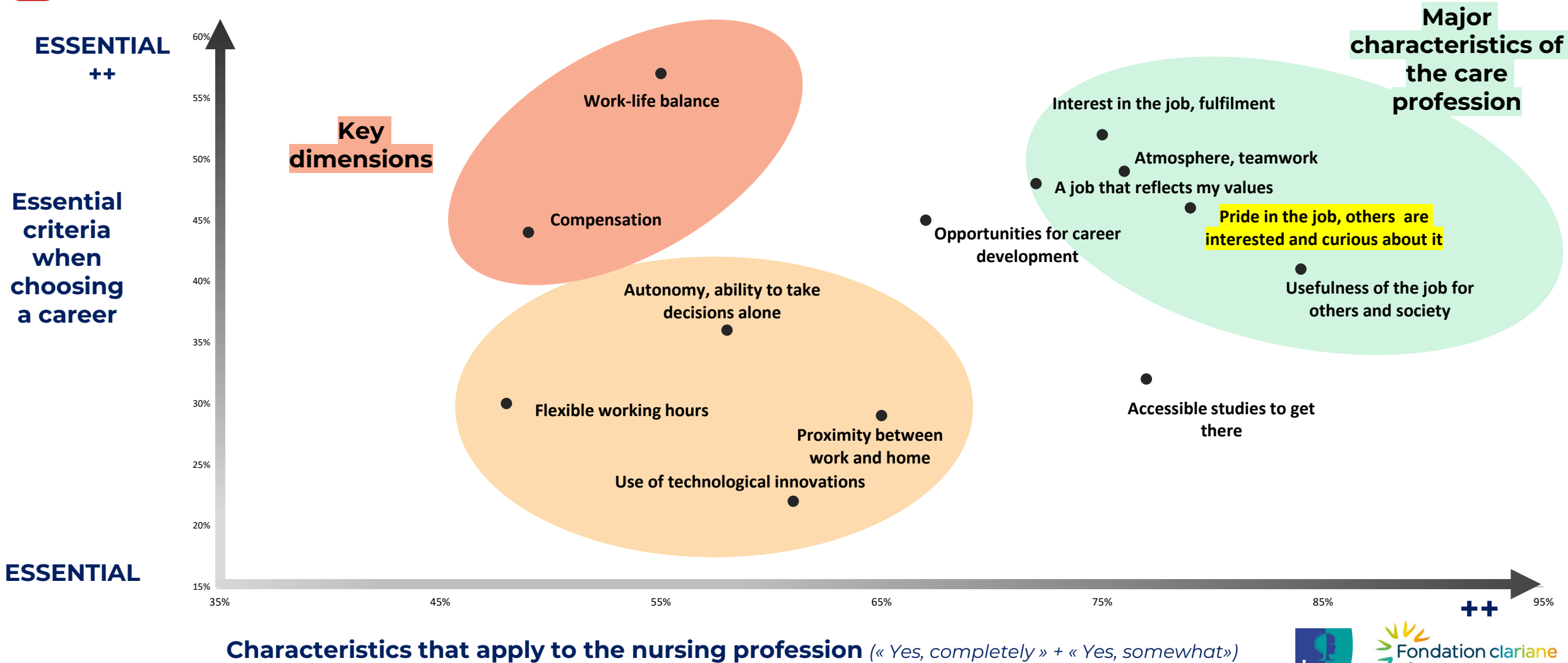
# Career choice criteria vs. the image associated with the nursing profession

« For each of the following criteria, would you say that it's essential, important or secondary in choosing the profession that you'll practice later or that you already practice? »

« For each of the following characteristics, would you say that it applies well or not to the profession of carer (nurse or care assistant)? »



Base: Young people who said they **were interested in the health sector** (45% of the sample, n=960)



# What is your view of the role of carers ?

“Two statements will be displayed. Each time, please tick the one you agree the most with.”

Base: To all

## What level of commitment?

I think that to be a good carer, one must really be **committed on a daily basis**



↳ Young people interested in the sector: **69%**

I think anyone can become a good carer if one knows **how to keep some distance**

## A job of passion?

I think that **a passion for helping others** is an essential driver for succeeding as a carer



↳ Young people interested in the sector: **63%**

I think that to succeed as a carer, **one simply needs to have the skills** and empathy that are required in many other professions

## Necessary sacrifices?

I think that being a carer often requires **important personal sacrifices** that one has to accept



↳ Young people interested in the sector: **64%**

I think that the profession of carer is compatible with a balanced personal life, **and you don't have to make major sacrifices to feel fulfilled**

## A calling?

I think that to be a good carer, one really needs to **have a calling**



↳ Young people interested in the sector: **61%**

I think that anyone can become a good carer **without necessarily having a calling**



# Barriers to working as a carer



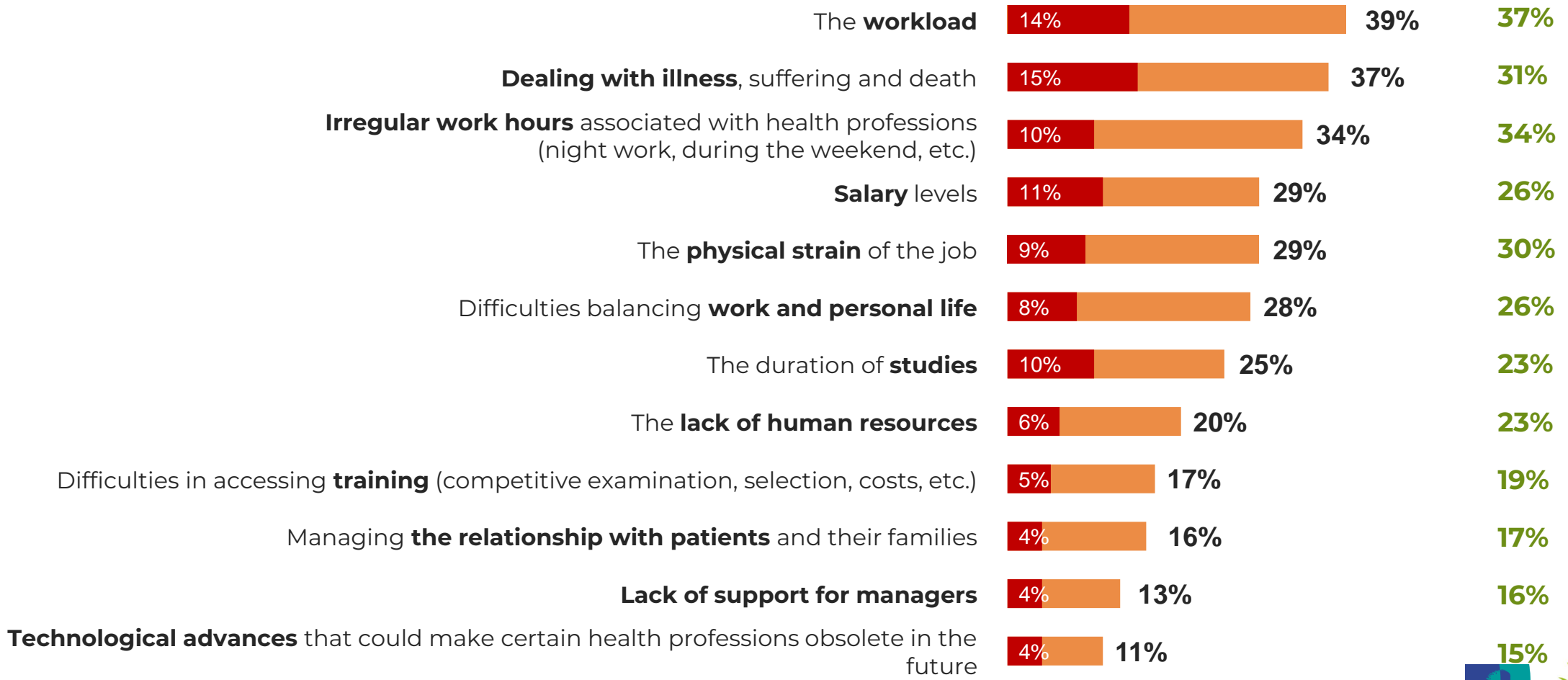
“What are the reasons that would LEAST make you want to work in the health and care sector as a nurse or care assistant?”

Base: To all



Young people interested in the sector

● At first      ● Global



# Barriers to working as a carer

“What are the reasons that would LEAST make you want to work in the health and care sector as a nurse or care assistant?”

Base: To all



**% GLOBAL**

Top 3 by country  
Results in %

**ALL COUNTRIES**



France



UK



Belgium



Germany



Italy



Netherlands



Spain

Bases :

2100

300

300

300

300

300

300

300

	ALL COUNTRIES	France	UK	Belgium	Germany	Italy	Netherlands	Spain
The workload	<b>39%</b>	37	37	33	47	30	56	32
Dealing with illness, suffering and death	<b>37%</b>	27	39	36	33	40	38	46
Irregular work hours associated with health professions (night work, during the weekend, etc.)	<b>34%</b>	29	37	34	30	43	29	39
Salary levels	<b>29%</b>	35	22	24	50	23	27	19
The physical strain of the job	<b>29%</b>	29	40	33	27	19	29	25
Difficulties balancing work and personal life	<b>28%</b>	28	36	30	22	31	21	26
The duration of studies	<b>25%</b>	33	20	29	11	33	23	28
The lack of human resources	<b>20%</b>	22	16	23	21	16	26	15
Difficulties in accessing training (competitive examination, selection, costs, etc.)	<b>17%</b>	22	15	14	14	20	14	20
Managing the relationship with patients and their families	<b>16%</b>	16	15	14	12	18	14	21
Lack of support for managers	<b>13%</b>	10	12	15	17	14	9	13
Technological advances that could make certain health professions obsolete in the future	<b>11%</b>	9	10	12	14	10	10	14



# 04

**There are several ways health professions could be made way more attractive to some young Europeans.**

# Attractiveness drivers for the care profession



“What are the three reasons that would MOST make you want to work in the health and care sector as a nurse or care assistant?”

Base: To all

Young people interested in the sector



# Attractiveness drivers for the care profession



BY COUNTRY










“What are the three reasons that would MOST make you want to work in the health and care sector as a nurse or care assistant?”

Base : To all

% GLOBAL

Top 2  
Results in %

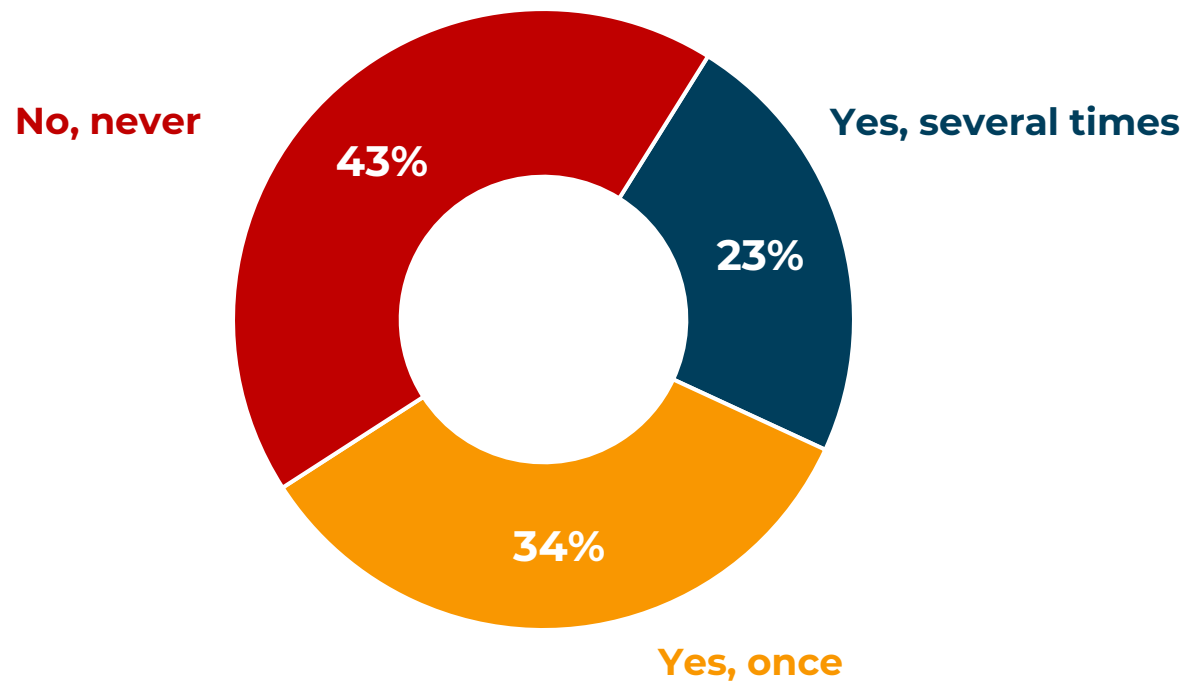
	ALL COUNTRIES	 France	 UK	 Belgium	 Germany	 Italy	 Netherlands	 Spain
	Bases : 2100	300	300	300	300	300	300	300
The feeling of having a job that <b>has meaning</b> and serves others	<b>69%</b>	72	70	68	72	64	74	66
A sense of <b>pride, social recognition</b> and personal satisfaction	<b>58%</b>	63	55	55	52	58	61	<b>65</b>
Working as part of a <b>team and collaborating</b> with other health professionals	<b>46%</b>	<b>38</b>	48	46	<b>56</b>	45	42	46
<b>Salary</b> levels	<b>40%</b>	42	34	41	38	<b>48</b>	42	36
A wide range of <b>career</b> options	<b>29%</b>	31	33	31	<b>23</b>	27	29	27
Career <b>advancement</b> opportunities	<b>28%</b>	24	29	32	23	29	26	31
Being able to <b>work shifts</b> (night shifts, during the weekend, etc.)	<b>25%</b>	22	25	25	28	23	25	25

# What is the level of awareness of the care professions?

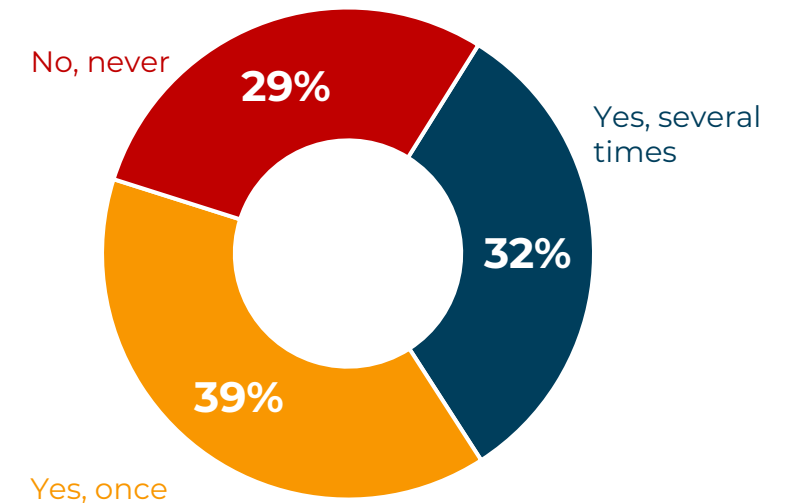
« During your studies, did you...? »

Base : To all

## Attend presentations by people from health and care professions



 Young people interested in the sector

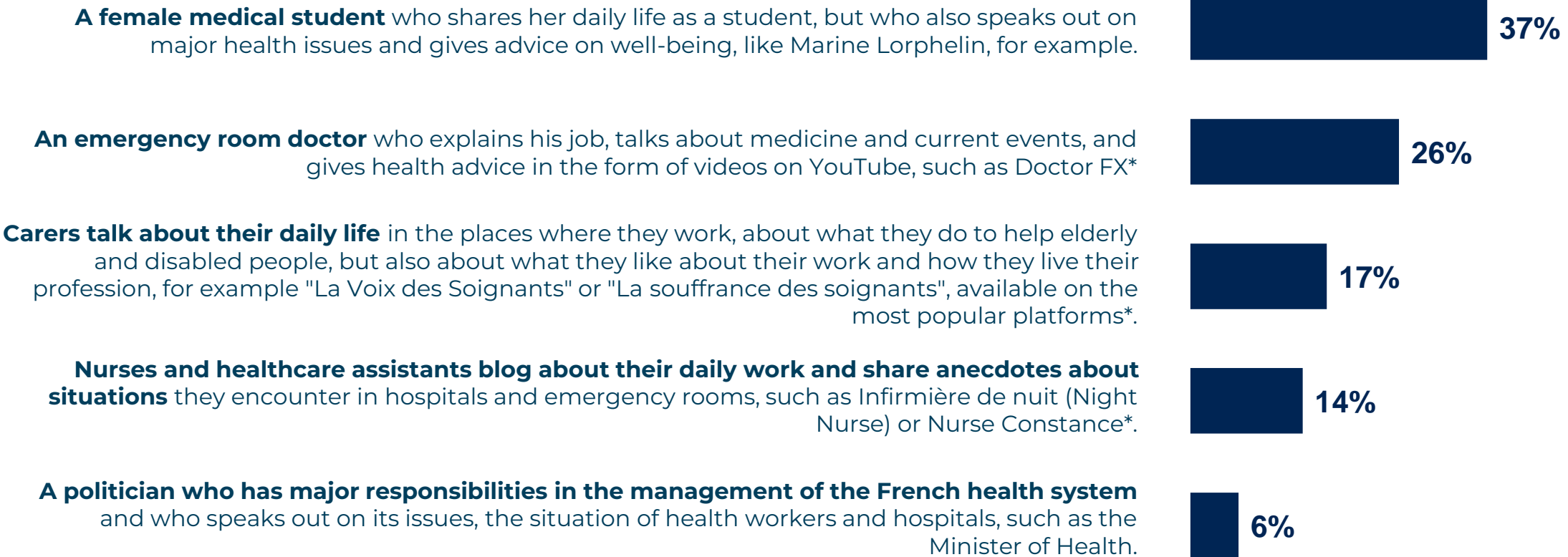


# Raising awareness of care professions during studies

"Which of the following people would you be most interested in talking to about care professions and would you be likely to follow on social networks (Instagram, Facebook, Twitter (X), etc.)?"

Base: To the French (n=300)

**57%** of youth would be interested in hearing from a practicing counselor (\*)





# APPENDICES





# Criteria for choosing a profession: Detail / Country

“For each of the following criteria, would you say that it’s essential, important or secondary in choosing the profession that you’ll practice later or that you already practice?”

Base: At all

**% ESSENTIAL**

Top 3 by country  
Results in %

Bases :

	ALL COUNTRIES	France	UK	Belgium	Germany	Italy	Netherlands	Spain
	2100	300	300	300	300	300	300	300
Having a good work-life balance	<b>60%</b>	<b>68</b>	58	57	<b>41</b>	<b>70</b>	56	66
The appeal of the job, the fact that you can achieve fulfilment	<b>56%</b>	<b>67</b>	50	53	<b>49</b>	<b>69</b>	<b>45</b>	55
The atmosphere and relationships at work	<b>50%</b>	56	45	49	47	53	52	44
The fact that your job is in line with your values	<b>48%</b>	52	45	47	<b>41</b>	<b>55</b>	50	47
Salary level	<b>47%</b>	<b>59</b>	<b>29</b>	52	50	<b>58</b>	<b>38</b>	45
Career advancement opportunities	<b>46%</b>	48	43	49	<b>36</b>	<b>54</b>	43	<b>51</b>
Being proud of your job, others being interested or curious about it	<b>45%</b>	49	40	50	39	48	41	47
Autonomy, the ability to make decisions on your own	<b>36%</b>	40	32	37	<b>27</b>	<b>43</b>	32	40
The usefulness of your job, what it brings to others, to society	<b>35%</b>	40	32	<b>41</b>	30	33	34	38
Flexible working hours	<b>32%</b>	36	30	33	29	35	<b>25</b>	33
The fact that the training and studies required to qualify are accessible, without an overly rigorous recruitment process	<b>29%</b>	33	29	29	<b>22</b>	30	27	34
How close your workplace is to your home	<b>27%</b>	<b>35</b>	<b>19</b>	32	26	<b>19</b>	27	27
Being able to use technological innovations on a daily basis (artificial intelligence, digital tools)	<b>21%</b>	16	21	18	19	22	18	<b>30</b>

# Attractiveness of careers: Detail / country



BY COUNTRY

“Could you consider doing each of the following jobs if you had the necessary level of education?”

Base: A TOUS

% YES	Top 2 by country Results in %	ALL COUNTRIES	France	UK	Belgium	Germany	Italy	Netherlands	Spain
			300	300	300	300	300	300	300
		Bases : 2100							
	A profession related to mental health	54%	43	51	58	63	58	54	53
	A paramedical profession	43%	40	35	52	43	43	45	44
	Doctor	41%	39	40	49	42	41	41	34
	A profession related to well-being	36%	36	28	44	35	43	31	34
	<b>ST CARERS</b>	<b>40%</b>	<b>33</b>	<b>30</b>	<b>51</b>	<b>36</b>	<b>35</b>	<b>47</b>	<b>49</b>
	Nurse	32%	26	22	40	28	30	38	38
	Care assistant	29%	22	19	42	27	25	32	33



# Thank you

**For questions, please contact**  
**[Julie.mary@clariane.com](mailto:Julie.mary@clariane.com) ou**  
**[Matthieu.Desplats@clariane.com](mailto:Matthieu.Desplats@clariane.com)**