



[Study]

## Young Europeans are keen to enter the health and care professions

The Clariane Foundation today unveiled a study on the attractiveness of the health and care professions. 2,100 young Europeans aged 16 to 20 from the seven countries where the Clariane Group operates were questioned by the Ipsos Institute.

**At a time when Europe is facing a shortage of nursing staff, young Europeans are showing a real attraction for the health and care professions, which respond to this generation's quest for meaning.**

Generally speaking, **young Europeans are resolutely optimistic** about their ability to find a job after their studies: 75% of them are very or fairly confident, a score that rises to 81% among young people in vocational training.

This optimism is highest in Netherlands (87%), while France trails behind (68% among young French people), behind Spain (72%) and Italy (74%), two countries with higher youth unemployment rates.

When young Europeans are asked about **the essential criteria for choosing a career**, five stand out: work-life balance (an essential criterion for 60% of young Europeans - this criterion ranks 1st in all countries, with the exception of young Germans, who prefer remuneration), the interest of the job and the fulfillment it offers (56%), the atmosphere of relationships at work (50%), a job in line with their values (48%) and the level of remuneration (47%).

Among the eighteen business sectors on offer, **health and care is the 3<sup>rd</sup> most attractive professional sector (45%) across Europe**, behind luxury goods (51%) and education (47%). Health and care is even the top choice in the Netherlands, and the 2nd choice in France, Belgium and the UK.

The majority are girls (57%); this choice is more pronounced among those who already have one or more relatives working in the sector, or who are confronted with illness in their circle. 66% of young people who say they are interested in this sector also declare a particular interest in mental health (66%).

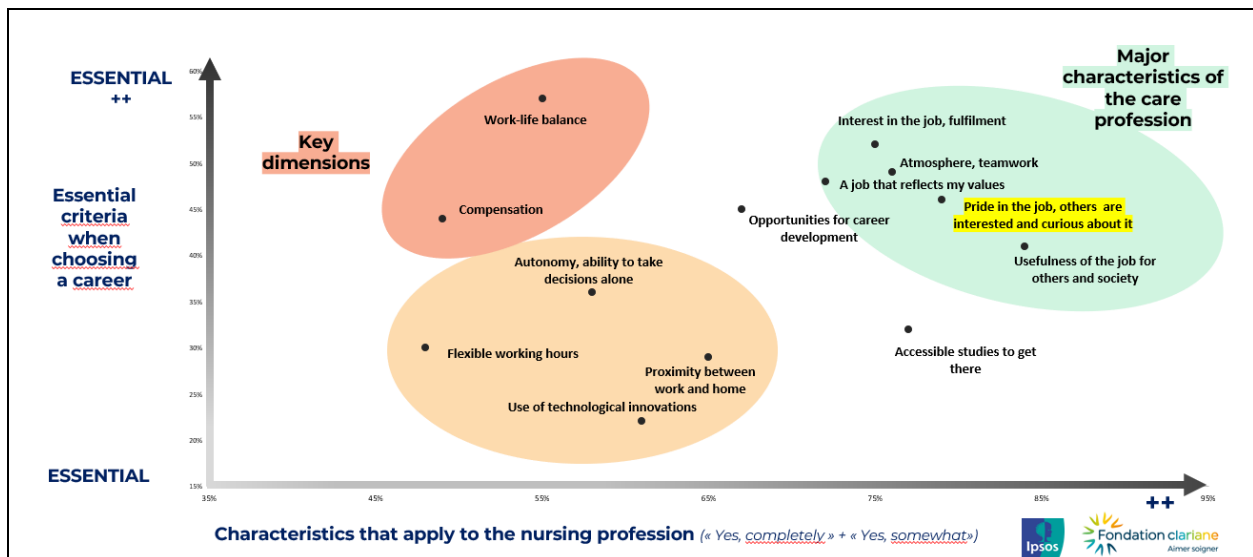
They are prepared to exercise their vocation in either a public or private establishment (73% in both cases).

Their vocation is fueled by the desire to **work in a useful profession**, one that makes a significant contribution to others and to society (84% of respondents regarding the characteristics of the nursing and care assistant professions), a profession of which they can be proud (77%). This notion of usefulness is found in all countries.

These are professions that require daily commitment (for 69% of young people interested in the sector), where a passion for helping others is an essential driving force (63%), but also requires significant sacrifices that must be accepted (64%).

That's why the study also looked at the **obstacles that need to be tackled in order to attract more people**, including workload (39% of all young people surveyed), dealing with **illness, suffering and death** (37%), irregular working hours (34%) and pay (29%).

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



**Raising young people's awareness of the healthcare professions** - one of the Clariane Foundation's key initiatives - is particularly important in France, where 57% of young people say they would be interested in hearing from a practising carer.

Sophie Boissard, President of the Clariane Foundation *Aimer soigner*, comments: "At a time when healthcare needs are growing and the shortage of healthcare professionals is one of the challenges facing all European countries, this study sheds valuable and encouraging light on the motivations of young people entering the job market. It encourages us to open up access to training and to take better account of the balance between private and family life."

According to Marie-Anne Fourrier, Managing Director of the Clariane Foundation: "Gaining a better understanding of the expectations of current and future caregivers, and promoting the value of the care professions, are the driving force behind the Clariane Foundation's actions. In addition to this study, the Clariane Foundation is taking concrete action with its partners to encourage vocations and boost the attractiveness of the health and care professions. In particular, we are working to raise awareness and provide information in junior high schools, high schools, vocational schools and even in the Institut de Formation en Soins Infirmiers (IFSI) and the Institut d'Aides-Soignants (IFAS), with the organization of "Quand je serai soignant" brunches across the country."

Find out more about the Ipsos - Fondation Clariane study, on our website [clariane.com : https://www.clariane.com/espace-presse/dossiers-et-publications/etude-ipsos-x-fondation-clariane-l-attractivite-des-metiers](https://www.clariane.com/espace-presse/dossiers-et-publications/etude-ipsos-x-fondation-clariane-l-attractivite-des-metiers)

#### À propos de La Fondation Clariane

The Clariane Foundation is at the heart of the Clariane Group's commitment to society. Until 2022, it was dedicated to Aging Well, and since 2023, it has dedicated its actions to caregivers and the care professions. The Governance of the Foundation is based on the one hand on the Board of Directors, and on the other hand on the Scientific Committee, whose role is to receive and select the projects supported by the Foundation.

Clariane is the leading European community for care in times of vulnerability. It has operations in seven countries: Belgium, France, Germany, Italy, the Netherlands, Spain and the United Kingdom.

Relying on their diverse expertise, each year, the Group's 70,000 professionals provide services to over 800,000 patients and residents in three main areas of activity: long-term care nursing home (Korian, Seniors Residencias, Berkley, etc.), healthcare facilities and services (Inicea, Ita, Grupo 5, Lebenswert, etc.), and alternative living solutions (Petits-fils, Les essentiels, Ages et Vie, etc.).

In June 2023, Clariane became a purpose-driven company and added to its bylaws a new corporate purpose, common to all its activities: "To take care of each person's humanity in times of vulnerability".

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