



World Health Day (April 7): European caregivers feel valued, but disparities emerge

On the occasion of World Health Day, April 7, 2025, a study conducted by Ipsos for Clariane reveals that two-thirds (66%) of European caregivers feel valued in their role. However, five years after the onset of the COVID-19 pandemic and the wave of appreciation shown toward caregivers, this perception varies significantly depending on profession, country, and audience.

Mixed perceptions that vary by profession and country

While 84% of doctors feel valued, the sentiment differs among nursing assistants, with 56% of them feeling appreciated. This perception also varies by nationality: Italians report the highest level of perceived recognition (73%), while the French rank lowest (59%).

A mixed perspective depending on the audience

Caregivers feel their work is widely recognized by their immediate circles (85%), their patients (83%), and patients' families (78%). However, this recognition drops significantly when it comes to the "general public" (59%), the media (49%), and especially political leaders (34%).

A sense of recognition fading over time

Nearly half of European caregivers (49%) believe that the level of recognition for their profession has declined over the past five years. This perception is more pronounced in France (58%) than in Italy (47%), Spain (46%), and Germany (44%).

The reasons most often cited include a "lack of resources, time, and staff to properly listen to patients" (51%) and a "consumer-driven approach to healthcare" (45%). Caregivers also point to the influence of information found on the internet (34%) on patient expectations.

For caregivers who, on the contrary, believe that perception for their profession has improved over the past five years (23% overall; 32% in Spain), the main reason is the shortage of caregivers, which has raised awareness of their essential role.

Strong professional satisfaction remains

Despite these challenges, 4 out of 5 caregivers (79%) say they are satisfied with their profession, with higher satisfaction rates in Spain (83%) and among doctors (86%).

This satisfaction drives 57% of caregivers to recommend their profession to young people, with a particularly high number in Spain (67%).

When asked if they have considered changing jobs in the past year, 1 in 5 European caregivers (20%) answered yes. Among those considering leaving their current position, only 25% would also leave the healthcare sector entirely — demonstrating a strong attachment to the field.

Ways to improve recognition: awareness and training

To enhance public appreciation, caregivers call for awareness initiatives such as positive media campaigns (51%), school visits (46%), and open days at healthcare facilities (42%).

They also emphasize the importance of training to improve patient relationships (45%).

Link to the study: <https://www.clariane.com/en/press-room/kits-and-publications/ipsos-survey-x-clariane-foundation-the-attractiveness-of-health>

Study methodology

The Ipsos x Clariane study was conducted from January 10 to February 6, 2025, among 1,602 caregivers from the four most populated countries of the European Union: Germany, France, Italy and Spain.

The sample includes:

- 402 nurses
- 401 nursing assistants
- 400 doctors
- 399 paramedics and other medical/paramedical support staff

About Clariane

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

Relying on their diverse expertise, each year, the Group's 63,000 professionals provide services to 886,000 patients and residents in three main areas of activity: care homes (Korian, Seniors Residencias, etc.), healthcare facilities and services (Inicea, Ita, Grupo 5, Lebenswert, etc.), and alternative living solutions (Petits-fils, Âges & 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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