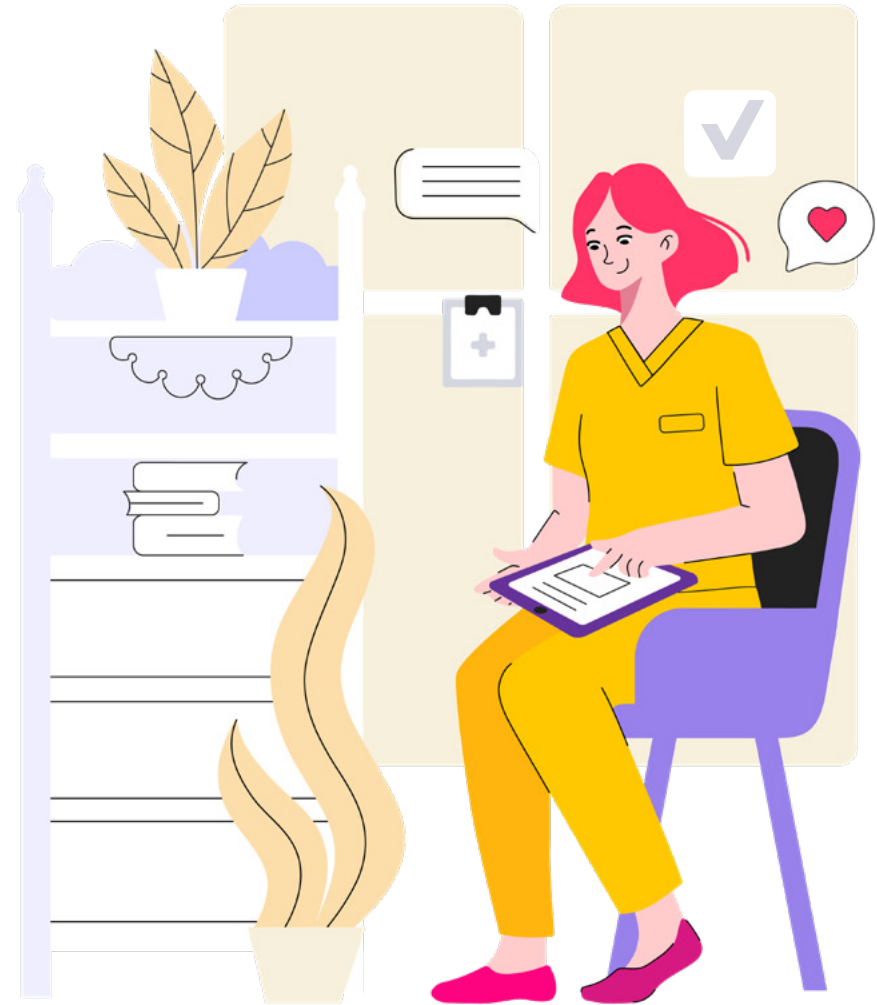# Log my Care

The future of care: an analysis of job satisfaction and technology in social care

Discover the current sentiment in the UK care sector and technology's place in its future

Research report

For more information,
visit: **logmycare.co.uk**

Foreword

Like many of you, I've been devastated by the impact of the COVID pandemic on social care. Over the years, I've become close with many care providers and know how hard they work with very little support or guidance. The pandemic has added untold pressure to a sector that is already struggling.

In the news today, you'll see countless stories detailing the challenges our social care sector is facing. However, this image is at odds with the incredible dedication and optimism voiced by many of our customers in our daily conversations. That's why we decided to dig a little deeper with this research — we wanted to understand the sentiment in the sector, why so many people were leaving it and what place technology has in supporting them to stay.

> "Technology has the ability to transform care for society's most vulnerable people"

I've always been fascinated by technology and its ability to improve our quality of life, both at home and at work. I founded Log my Care when I saw the pressure the UK care system was under. I knew that person-centred technology could lighten the load for those working in the sector and help them deliver better care to those accessing it.

We've committed to improving social care, and with this research, we want to explore how people working in the sector feel about it and how we can continue to build a platform that meets their needs. We don't want anyone to be excluded from the enormous benefit we believe technology will bring to the industry. Our Starter Plan is free for care providers (and always will be) so no matter how small they are, they have all the tools they need to go digital.

Technology has the ability to transform care for society's most vulnerable people. Not only can we help care providers deliver better person-centred care, we can ensure those working for them are empowered in their roles and are spending more time caring for and connecting with the people they support.

We're delighted to launch this research looking at the sentiment in the social care sector and exploring the ways technology can contribute to a happier and healthier workforce. Although we were surveying an industry clearly in crisis, the passion and commitment of the people working in it is a light in the dark. The findings of this report herald hope for a brighter future for social care.

Sam Hussain, Founder and Chief Executive Officer (CEO) of Log my Care

Contents

Executive summary

Prompted by media reports of the recruitment and retention crisis in the UK care sector, Log my Care designed and disseminated a survey in November 2021 to better understand the sentiment of the workforce. The data from the final 285 responses was analysed by an independent research consultant, Nick Ockenden.

Although the sector is clearly under pressure, the survey identified a workforce that was predominantly happy in their role. Reflecting these high levels of happiness in their jobs, only a small minority of respondents said they wanted to leave the care sector.

- Respondents had an average ranking of 7.9 in which 1 was 'very unhappy' and 10 'very happy'. Those in senior management roles appeared to be more satisfied (8.9) compared to those in frontline roles (8.2) or management positions (7.7).

- Only 4% of respondents said they wanted to leave the care sector.

The survey also revealed a workforce that is drawn to the sector for altruistic reasons.

- 81% of respondents that 'purpose' was 'very important' to them in their role, the most popular response from a predefined list.

- 'Knowing that the job was done well' was the most popular type of reward for respondents (56% selected this as their first choice) compared to a quarter (24%) selecting 'money'.

- 83% of respondents reported that 'passion for caring for others' attracted them to the care sector, while more than three-quarters (77%) selected 'making a difference' as a reason.

However, the stressors of the pandemic have exacerbated some of the unpleasant factors associated with working in social care.

- Just under half (45%) of respondents reported that the 'workload' was the factor they disliked most about their role.

- 37% disliked their 'work-life balance' and 14% were unhappy with their 'level of responsibility'.

There appears to be a high degree of comfort with technology and a positive sentiment towards the digitalisation of social care. Enthusiasm was not even across all demographics, however. Gen Z and Millennials reported a higher degree of comfort than Gen X and Baby Boomers. Those in senior management roles also appeared to be slightly more comfortable, compared to those in frontline roles.

> "The survey identified a workforce that was predominantly happy in their role"

- On a scale of 0 ('very uncomfortable' with digital) to 10 ('very comfortable'), respondents had a mean ranking of 8.6. Gen Z and Millennials reported a higher degree of comfort (9.4) than Gen X and Baby Boomers (7.8).

- Two-thirds of respondents (67%) said they were 'super excited' about the increasing digitisation of the sector. Gen X and Baby Boomers were less positive, however, with just less than half (48%) agreeing. Those in senior management (79%

super excited) and management roles (72%) were more enthusiastic than those in frontline roles (56%).

- Three-quarters of respondents (76%) felt that the care industry needs to become more digital. This was highest for the Gen X (88%) and Millennials (85%), and lowest for Baby Boomers (56%). More respondents in senior management and management roles (88% and 81%) also felt it needed to become more digital than did those in frontline roles (63%).

The survey identified a good foundation for further digitalisation, with six in ten respondents agreeing that 'we're beginners', having already started work on digital. While one-third of all respondents felt they were 'digital experts' (33%), this rose to 41% for Gen Z and Millennials.

Although it's clear there is an appetite for technology in the social care sector, the industry is still struggling with the effects of the pandemic. However, despite the recruitment and retention crisis, this survey reveals a workforce that truly loves what they do and the role that technology plays in helping them.

67%
'super excited' about increasing digitalisation

76%
believe the care industry needs to become more digital

Only
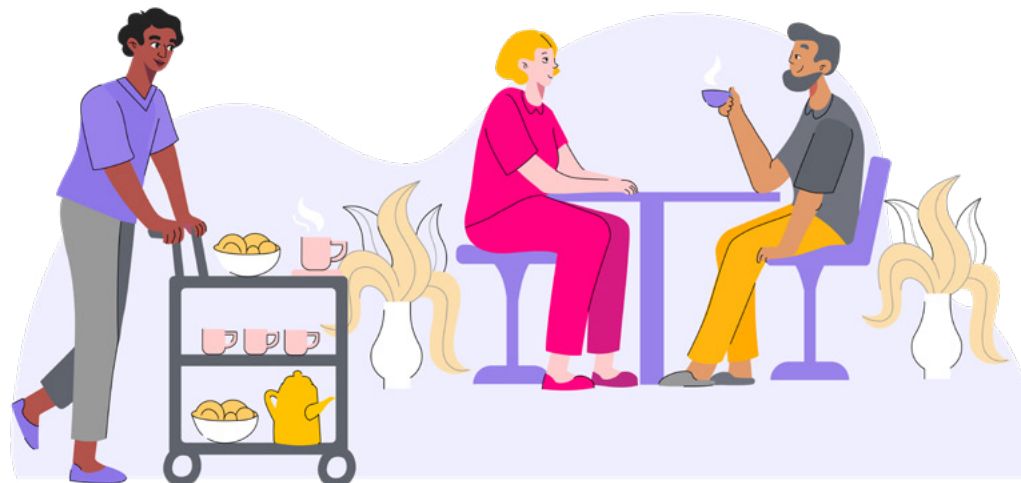**4%**
want to leave the care sector

A sector in crisis

While all sectors have experienced significant challenges operating during the COVID-19 pandemic, the past year has seen dramatic changes for social care. According to a report by Skills for Care[1], staff sickness nearly doubled in the adult social care sector during the pandemic. Another survey[2], conducted on behalf of the Health Foundation in July 2020, found that four out of five carers felt more "tense, uneasy or worried," because of their jobs, than before the pandemic. In addition, the introduction of mandatory COVID vaccinations has resulted in skilled individuals leaving the industry. This has put additional pressure on the care staff left behind, with the impact being felt by those accessing services.

Long before this recent upheaval, the sector experienced successive years of under-investment by the government, alongside significant staff shortages and an inability to fill vacancies. The effect of which was not just felt by those working in the sector. According to research by The King's Fund[3], 50% of the public were dissatisfied with social care services in 2021. The main reason for the public's negative sentiment towards social care? They felt the pay, working conditions and training for social care staff were bad. This negative perception of working in social care affects us all. As the recruitment and retention crisis increases so does the demand for services from an ageing population. In 2020/21 there were around 105,000 vacancies at any one time in the sector and staff turnover of 34.4%. By 2035, 490,000 extra jobs will need to be filled[4].

This staffing crisis poses a huge threat to the future of social care. To solve this, we need to understand the factors that motivate people to join the sector, what rewards they desire and what's driving them away. Log my Care surveyed approximately 300 care staff to gauge how satisfied they are in their current roles and with the support provided by local authorities and governing bodies. This report combines recent research in the health and social care sector and the survey results to reveal what draws people to the industry and what we can do to boost employee wellbeing and retention.

> "As the recruitment and retention crisis increases so does the demand for services from an ageing population"
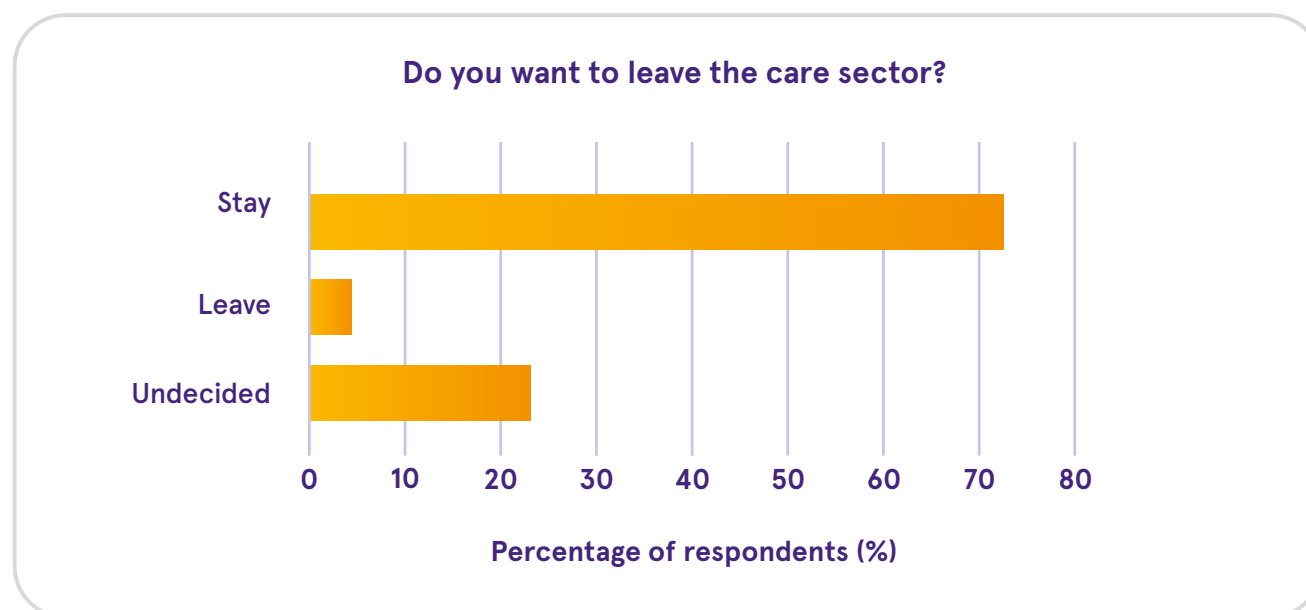
Sentiment across the social care sector in the UK

With the current staffing crisis on everyone's mind, we wondered if a large exodus of care workers leaving the sector was on the horizon. We also wanted to understand what aspects of their jobs care workers particularly like and dislike — in other words, what employers can focus on to ensure their care staff stay.

Will they stay or will they go?

You will be relieved to hear that our research did not reveal a surge of industry leavers. Our snapshot of the sector identified a workforce that was predominately happy in their role, with an average happiness ranking of 7.9 out of 10. Those in senior management roles were slightly happier (8.9) than those in frontline roles (8.2) or management positions (7.7).

Reflecting the high levels of happiness in their jobs, only 4% of respondents said they wanted to leave the care sector. 73% wanted to stay and 23% were undecided. However, this is at odds with the Adult social care workforce survey: December 2021[5] which revealed that care services found it 70.3% more challenging to retain staff than in April 2021. Over half of respondents in that survey (70.6%) also reported that maintaining staff morale was more challenging and staff indicating that they were thinking of leaving (21.6% care home and 17.3% domiciliary care) was one of the main consequences of this. The high exit rate from the sector has been attributed to low pay, long hours and a perceived lack of career progression.

Do you want to leave the care sector?

Percentage of respondents (%)

7.9 /10
average happiness across the care sector

8.2 /10
average happiness of those in **frontline roles**

8.9 /10
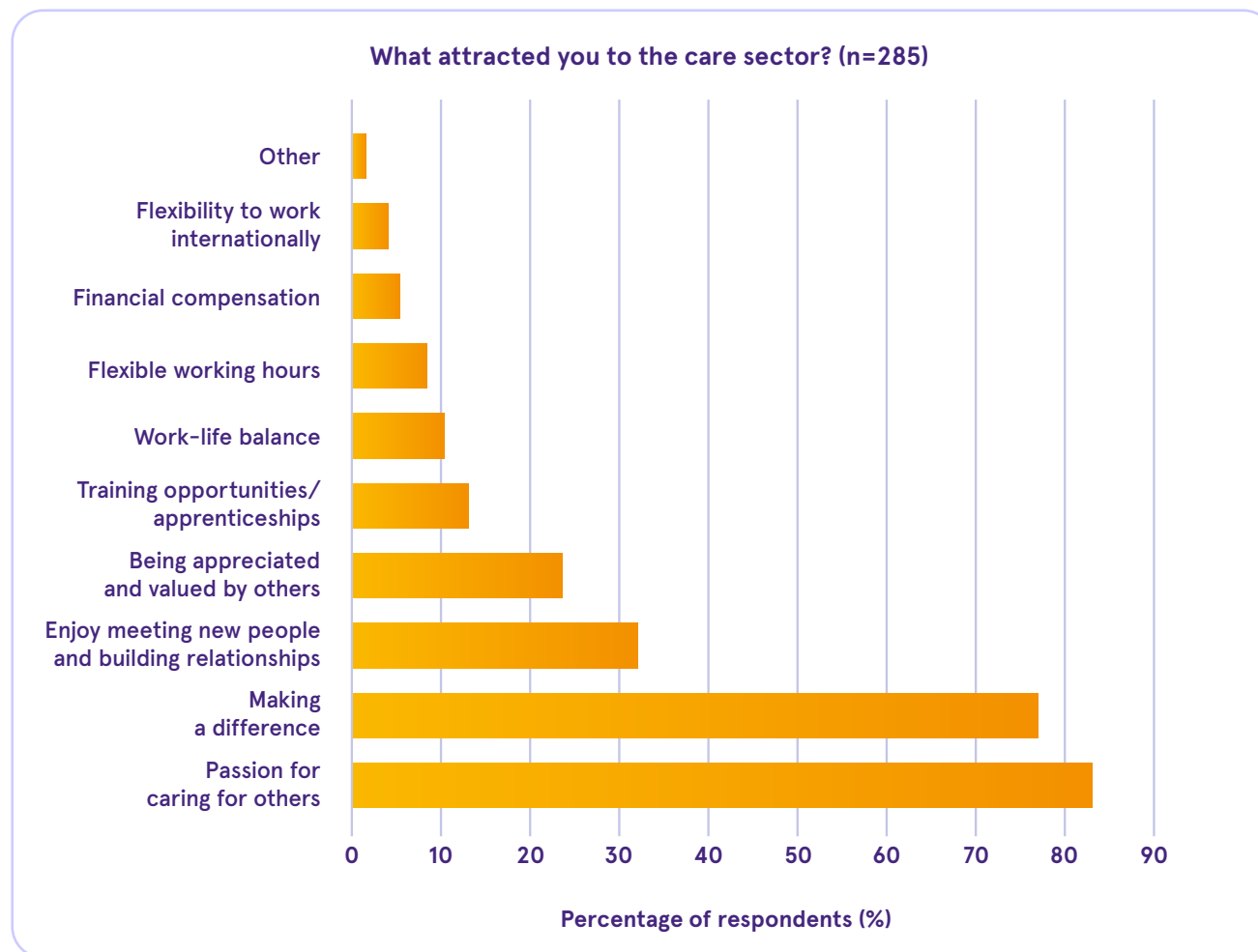average happiness of those in **senior management roles**

7.7 /10
average happiness of those in **management positions**
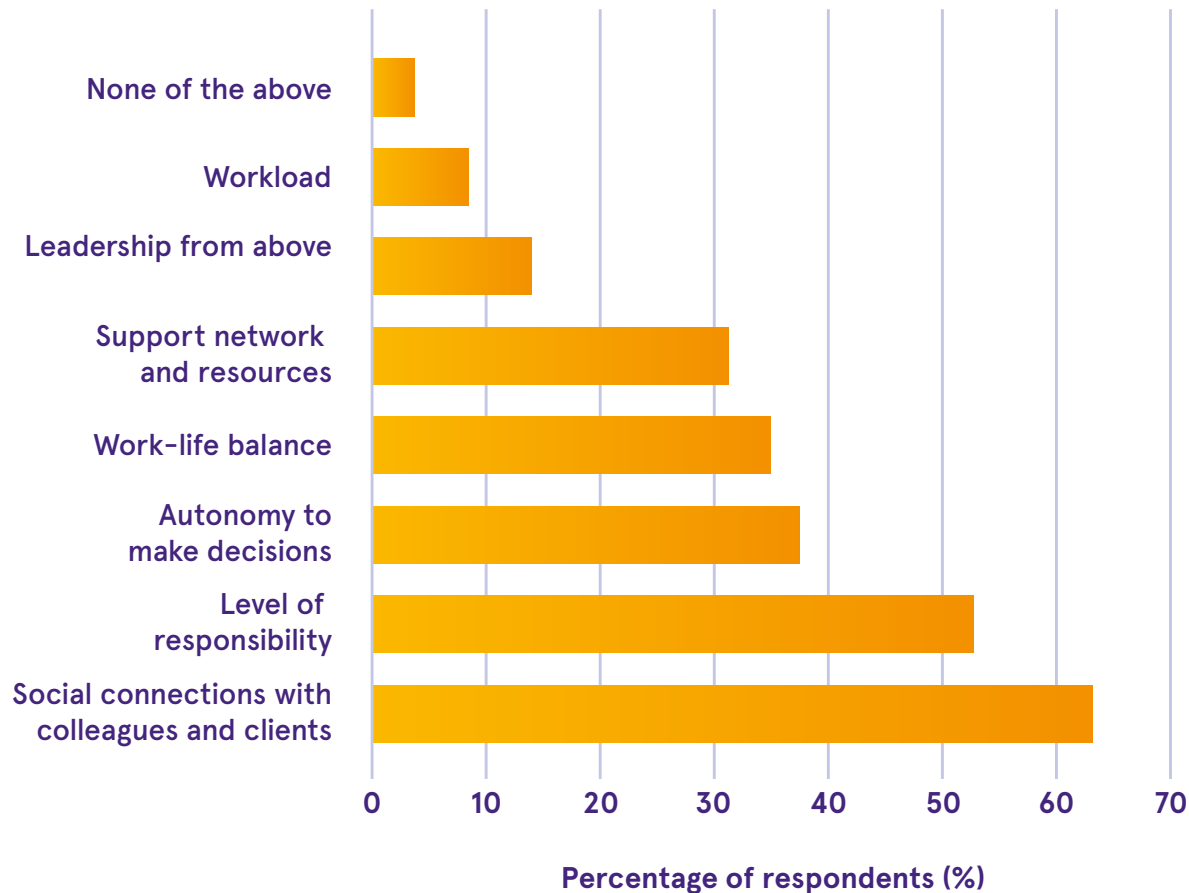
The good: why care workers love what they do

You might be wondering what draws people to the sector in the first place? Our research revealed that a passion for caring for others (83%) and making a difference (77%) were the biggest factors that attracted people to the sector. Building relationships and meeting new people (32%) also ranked highly with only 10% selecting work-life balance and 3% financial compensation.

It's clear that people work in the sector for reasons other than financial compensation so we asked about the type of reward that motivates them the most. The answer? Knowing that the job was well done was the most popular first choice (56%), followed by money (24%), recognition from others (11%) and vacation time (9%).

> "It's clear that people work in the sector for reasons other than financial compensation"

What attracted you to the care sector? (n=285)

Category	Percentage
Other	~2
Flexibility to work internationally	~4
Financial compensation	~5
Flexible working hours	~9
Work-life balance	~10
Training opportunities/ apprenticeships	~13
Being appreciated and valued by others	~24
Enjoy meeting new people and building relationships	~32
Making a difference	~77
Passion for caring for others	~83

Percentage of respondents (%)

What do you like most about your job? (n=285)

Percentage of respondents (%)

- None of the above
- Workload
- Leadership from above
- Support network and resources
- Work-life balance
- Autonomy to make decisions
- Level of responsibility
- Social connections with colleagues and clients

Now we have a sense of what draws people to the sector and what rewards they're motivated by. But what do they actually like most about the day-to-day of their roles? Our survey participants ranked social connections with colleagues and clients the highest (63%), followed by level of responsibility (52%), autonomy to make decisions (39%) and work-life balance (34%). This reflects the research carried out by the Scottish Government in 2020[6], which identified the desire to make a difference, pride and job satisfaction and identifying with service users as the top three reasons people enjoyed their roles.

Other factors that were important to them were purpose (81%), job security (78%) and work-life balance (72%). Unsurprisingly, given the altruistic nature of those working in the sector, factors connected to their own benefits ranked lower. With personal development (61%) career development (45%) and pay and benefits (41%) bringing up the rear.
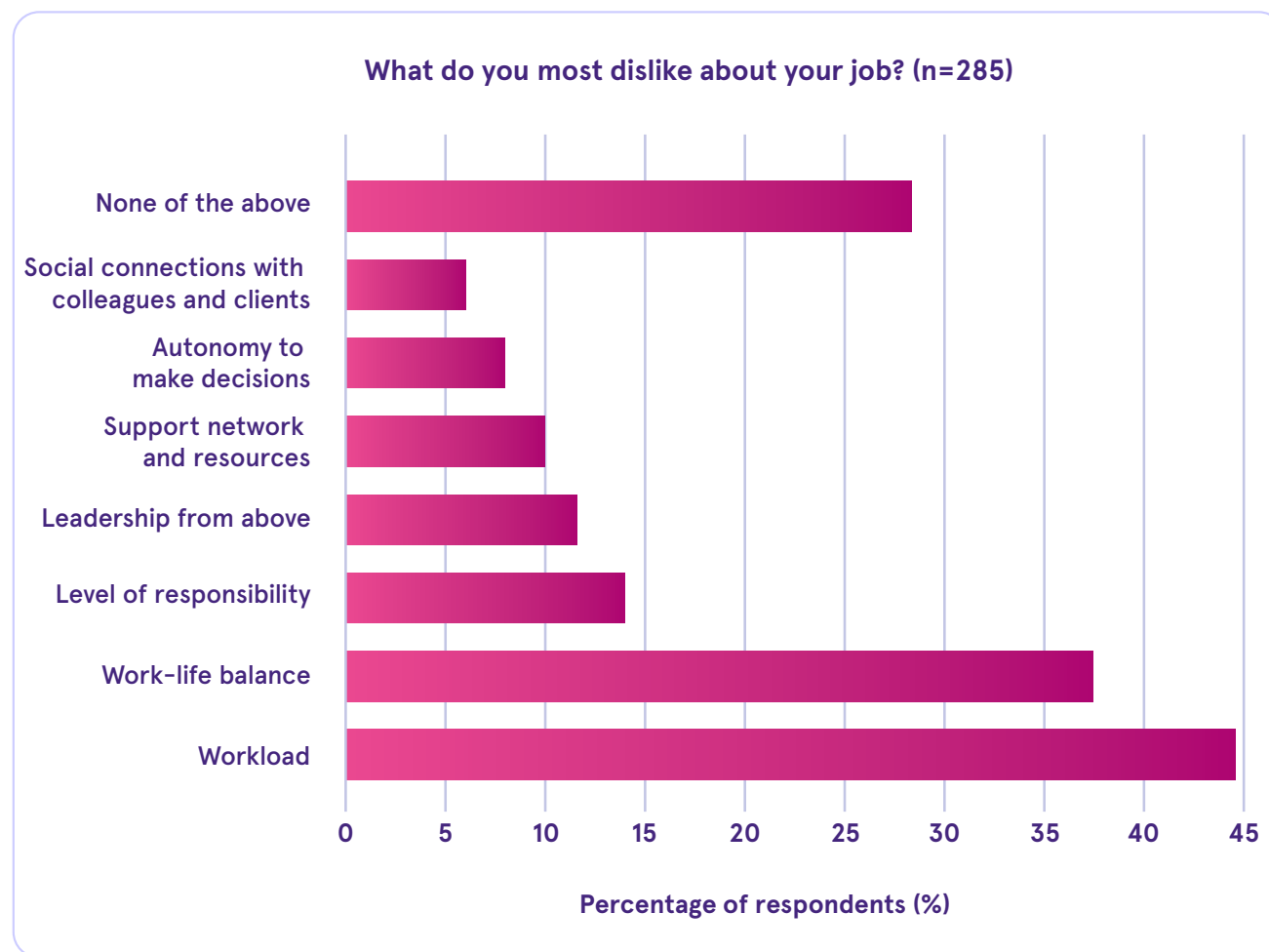
"Our survey participants ranked social connections with colleagues and clients the highest"

The bad and the ugly: what care staff dislike about their jobs

If you weren't aware of the stressors involved with working in social care before the pandemic, you certainly are now. Our frontline workers have been held up as heroes, but after years of heavy workloads, poor work-life balance and not having enough time to spend with the people they care for, we still have a long way to go. When asked what they disliked most about their role, our survey revealed that workload (45%), followed by work-life balance (37%) and level of responsibility (14%) were the highest-ranking.

In addition to contending with increasing workloads and decreasing work-life balance, the Health and Social Care Workforce Study[7], found social workers' mental wellbeing and quality of working life decreased over the course of the COVID-19 pandemic.

Luckily there are things we can put in place to support our social care workforce. The same study found that the increase in flexibility around working hours and location during the pandemic was valued by workers. And recommends that, as the level of the pandemic subsides, staff will need to feel that their needs, wellbeing and circumstances are being considered, with employers demonstrating greater trust in staff to get on with their job when working from home.

What do you most dislike about your job? (n=285)

Percentage of respondents (%)

Can technology redefine what it means to work in social care?

It's time for a change in the sector – with low pay, long hours and a lack of employee development coming up time and time again as the reasons our care staff are leaving. Could technology play a vital role in this change? We think so. By encouraging even the smallest care provider to go digital, we can begin to combat some of the problems highlighted by this survey. Digitalisation makes it easier to run care services, giving providers more scope for growth and increased capacity. It also makes carers' jobs easier, with standardised processes in place, they can spend less time on admin and more time delivering person-centred care.

Implementing technology in care services means we can give our frontline workers more of the rewards they want, while also keeping the reason they were drawn to the sector top of mind. By freeing up time spent on administrative tasks we can ensure our care and support workers spend more time doing what they love – caring for and connecting with others. Our customers tell us that our platform saves them between 30 minutes to an hour – for each team member – every single shift. For each full-time employee, that adds up to over 6 weeks every single year. The government has committed £150 million to increase care record digitisation from the 40% take-up to 80% by March 2024. This digital adoption will not only free up time spent by care workers and managers on admin but ensure that everyone has the information they need to deliver better care.

With digital tools, we can mitigate some negative factors associated with working in social care, such as heavy workloads, poor work-life balance and a perceived lack of career progression. Implementing a care management platform can give service delivery managers the information they need to run a care service without always having to be on-site. Functions such as digital to-do lists add to oversight and evenly distribute tasks — translating to a lighter workload for everyone. The elimination of in-person handovers can free up valuable time spent on administration or commuting, allowing for a better work-life balance.

> **"Digital adoption by care providers encourages better reporting on the care delivered and the outcomes of that care"**

And when it comes to career progression, what better way to start than by empowering social care workers to upskill by using technology that increases the quality-of-care delivery. People under 25 years old make up just 10.6% of care workers in England[8],

with the creation of jobs in database management, analytics and reporting, we can attract a new generation of digital natives to the sector.

Digital adoption by care providers encourages better reporting on the care delivered and the outcomes of that care. With this data, we can create a social care sector that is much more attractive to work in. Preventative care, digital adoption and streamlined processes mean we can create a less stressful work environment for our care and support workers.
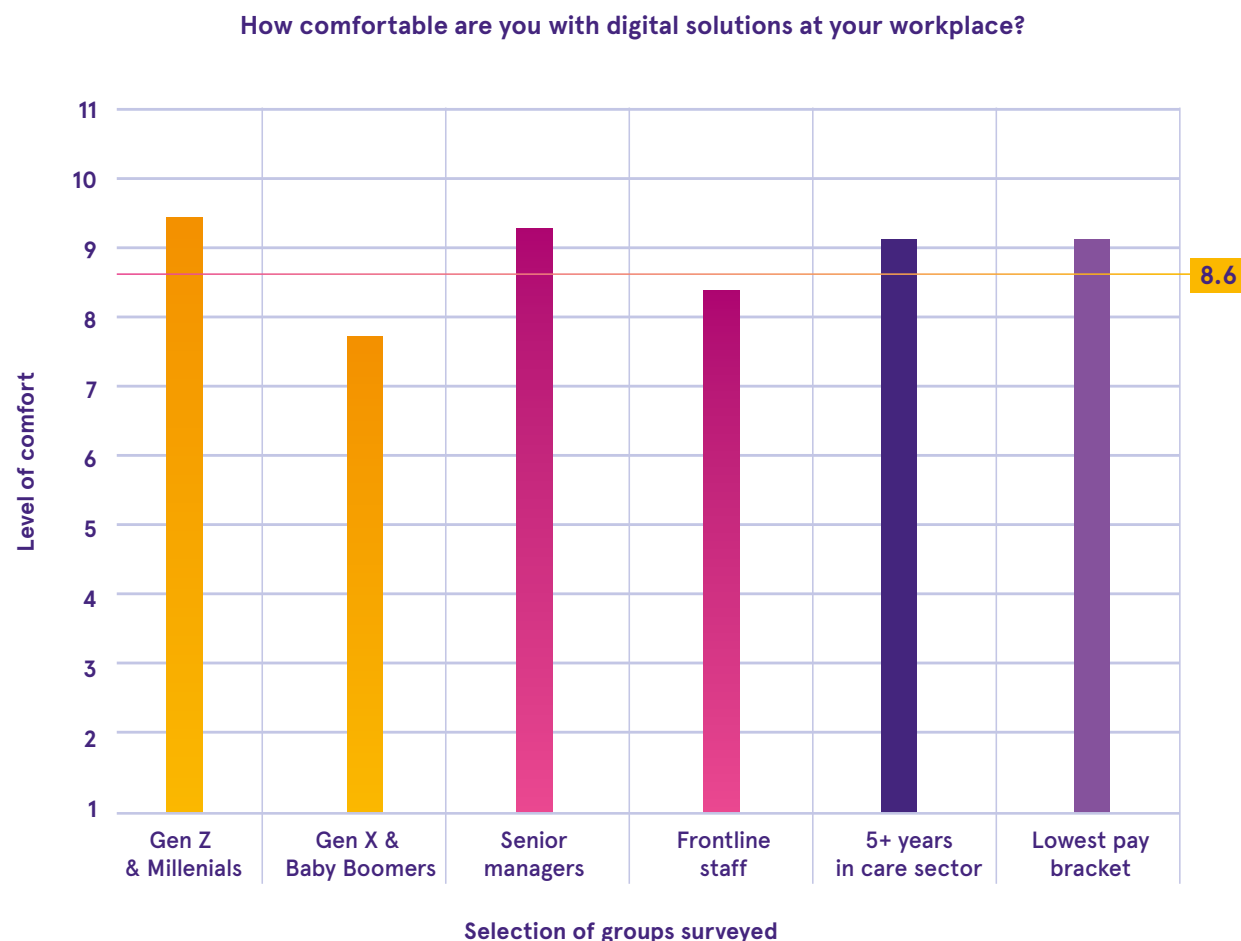
The current appetite for digital in the sector?

We wouldn't be a very good care management platform provider if we didn't ask how people working in the sector felt about the increasing digitalisation of the care industry. To our immense joy, there appears to be a high degree of comfort with technology and a positive sentiment towards the digitalisation of social care. When asked how comfortable respondents were with digital solutions at their workplace on an 11-point scale, the mean ranking was 8.6.

Gen Z and Millennials reported a higher degree of comfort (9.4) than Gen X and Baby Boomers (7.8). Those in senior management roles also appeared to be slightly more comfortable (9.2), compared to those in frontline roles (8.4).

People who've worked in the sector for five years or less were also more comfortable (9.1) as were those in the lowest salary bracket of up to £24,999 (9.1). However, both years of experience and salary appear to be linked to age (e.g., younger age groups have worked in the sector for fewer years and have lower salaries), and age is therefore likely to be the driving factor here, rather than years of experience or salary.

> "There appears to be a high degree of comfort with technology and a positive sentiment towards the digitalisation of social care"

How comfortable are you with digital solutions at your workplace?

Level of comfort (y-axis, scale 1–11)

Selection of groups surveyed (x-axis): Gen Z & Millenials, Gen X & Baby Boomers, Senior managers, Frontline staff, 5+ years in care sector, Lowest pay bracket

8.6

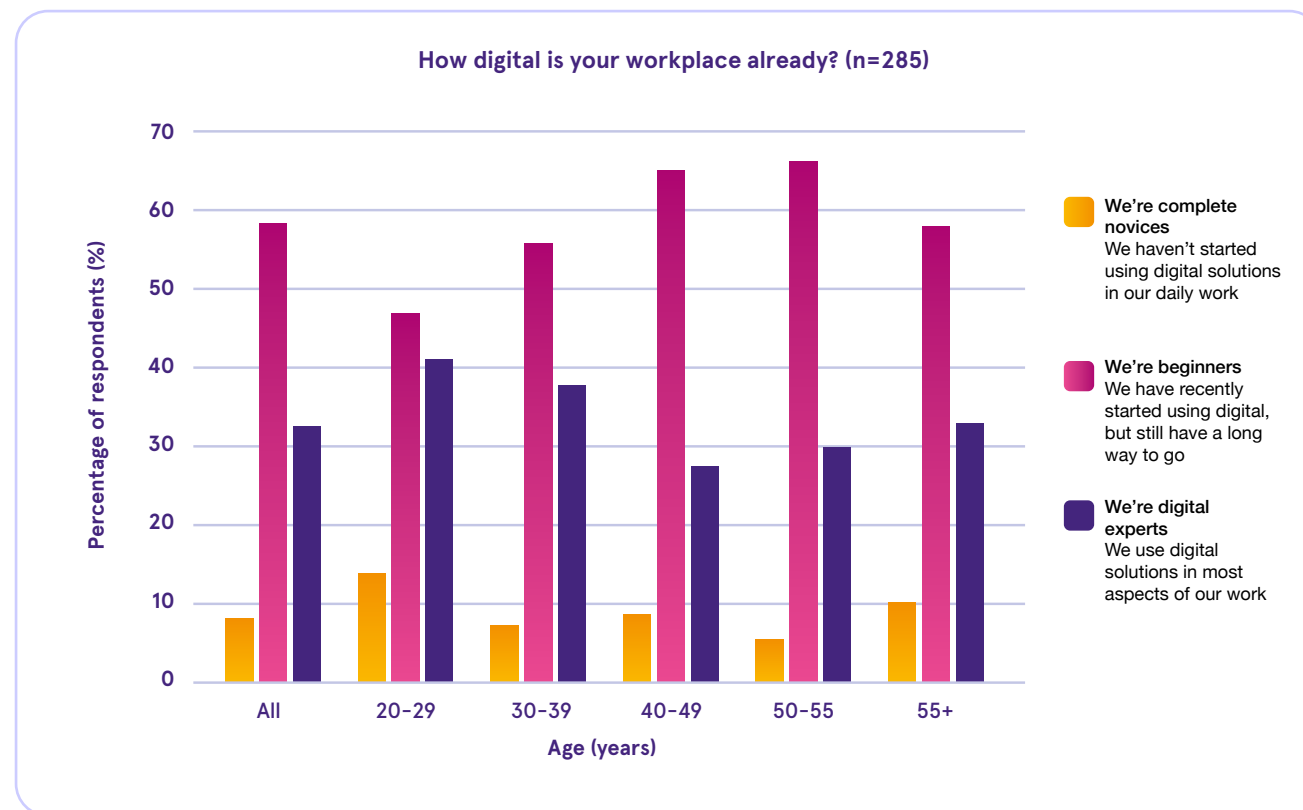# Where on the digital journey is the care sector now?

There's currently support for the sector to embrace digital, Health Secretary Sajid Javid has set a target for 80% of social care providers to be using digitised records by March of 2024 with investment of £150 million from the government to back this. But at present, 40% of providers are still using almost entirely paper-based records.

To get a sense for how care workers felt about this upcoming culture change, we asked how digital they felt their workplace was already. The majority (59%) said their workplace was a beginner when it came to digital with a long way to go. One third felt they were digital experts, using digital solutions in most aspects of their work, while only 9% identified complete novices.

There were generational differences in people's views. Gen X and Baby Boomers were less likely to agree with the statement that they were complete novices and more likely to say they were beginners. In comparison, 41% of Gen Z and Millennials reported the highest agreement with the statement about being experts, reflecting the generally more positive views towards digital observed previously within this demographic.

Senior management positions also felt they were experts more frequently than those in other roles (46% compared to 33% in management positions and 24% in frontline roles). More respondents born in

the UK saw their workplace as being experts (34%) compared to those born in the rest of Europe (11%), although it was similar to those born in the rest of the world (32%).

How digital is your workplace already? (n=285)

Legend:
- **We're complete novices** We haven't started using digital solutions in our daily work
- **We're beginners** We have recently started using digital, but still have a long way to go
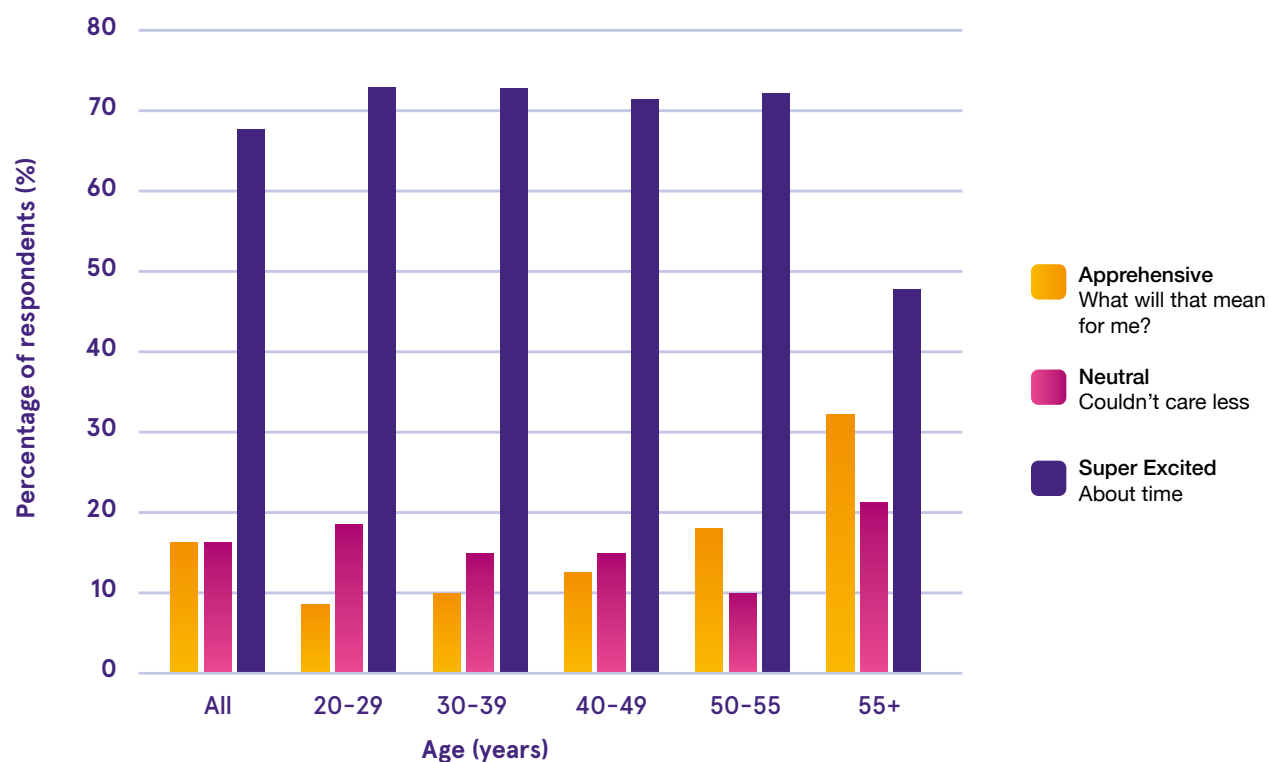- **We're digital experts** We use digital solutions in most aspects of our work

What does the future hold?

With such a profound culture change on the cards for social care, we wondered if there was some apprehension around the increased pressure to digitise the sector. But once again, the good nature of the workforce shone through and the majority said they felt super excited about the increasing digitalisation of the care sector.
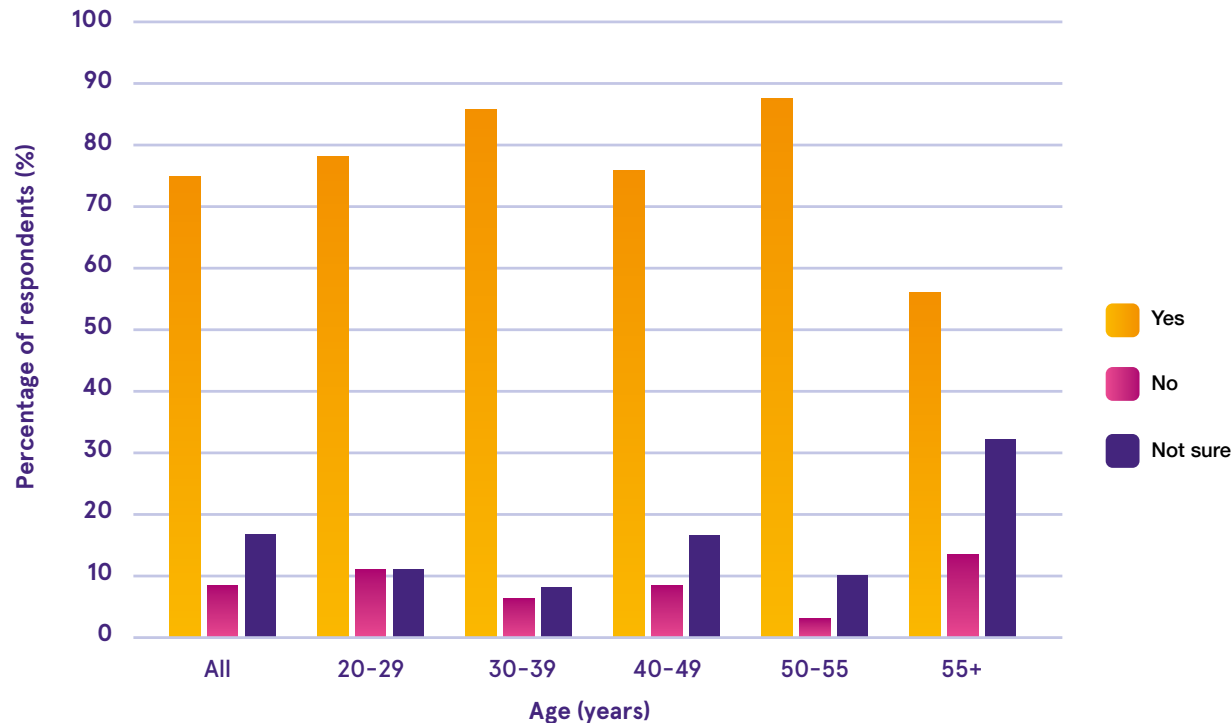
67% said they were super excited about the increasing digitalisation of the care sector, while only 16% reporting feeling apprehensive. A further 17% were neutral, indicating a relatively high level of apathy or lack of interest.

How does the increasing digitalisation of the care industry make you feel? (n=285)

Percentage of respondents (%)

Age (years)

Apprehensive
What will that mean for me?

Neutral
Couldn't care less

Super Excited
About time

Do you believe the care industry needs to become more digital? (n=285)

Baby Boomers were the least excited demographic (48% for those 55+ compared to 72-74% for all other age brackets).

Those in senior management (79% super excited) and management roles (72%) were more enthusiastic than those in frontline roles (56%). Salary was also positively correlated but this is likely to be a reflection of those in more senior roles, who were more enthusiastic, having higher salaries.

Three-quarters of respondents (76%) felt that the care industry needs to become more digital. This was highest for the Gen X (88%) and Millennials (85%), and lowest for Baby Boomers (56%).

More respondents in senior management and management roles (88% and 81%) also felt it needed to become more digital than did those in frontline roles (63%).

"The majority said they felt super excited about the increasing digitalisation of the care sector"

Conclusion

While it's clear there is a thirst for technology in the social care sector, the industry is still struggling with the effects of the pandemic and we have a long way to go. Public sentiment towards the sector is that staff are burned out, overworked and underpaid, but our survey shines a light on a workforce that truly loves what they do. Despite the heavy workload, only 4% wanted to leave the sector and a further 23% were undecided — giving us hope that there's still time to save social care.

> **"There appears to be a high level of comfort with technology in the sector"**

Despite its negative image, people are drawn to work in social care for overwhelmingly altruistic reasons. They love connecting with their colleagues and clients. And knowing a job was well done outranked financial compensation when it came to deciding what reward motivated them the most.

However, there's still work to be done. The sector was in crisis before the pandemic and studies have shown that social workers' mental wellbeing and quality of working life have decreased since it began. Workload, work-life balance and level of responsibility ranked the highest when we asked what people disliked about their roles.

But, it's not all doom and gloom. To our delight, there appears to be a high level of comfort with technology in the sector and a positive attitude towards the digitalisation of social care. The majority of respondents felt their workplace was still a beginner when it came to digital implementation, but we take heart that things are starting to change.

Based on the findings of this report, we have work to do to rebuild social care's image and ensure our frontline workers have the working conditions and development opportunities they desire. Empowering staff to embrace digital has to come from the top-down, with the right technology in place and the right support for implementation. Going digital can reduce workload by freeing up time spent on administration and verbal handovers. It also gives care providers oversight and peace of mind that quality care is being delivered, contributing to greater autonomy and work-life balance for everyone.

We know that people's first experience with care management software may not have been a pleasant one. But things have come a long way in recent years and we're well on our way to making sure

easy-to-use person-centred software is accessible to everyone in social care. Looking at the research in the sector, the data shown here is reflective of the care industry as a whole. Social care has experienced incredible hardship, but technology is paving the way for a brighter future and we can't wait to be a part of that.

> **"We're well on our way to making sure easy-to-use person-centred software is accessible to everyone in social care"**

Appendix

Resources and research

1 Skills for Care (2021) The state of the adult social care sector and workforce in England. Available at: https://www.skillsforcare.org.uk/adult-social-care-workforce-data/Workforce-intelligence/publications/national-information/The-state-of-the-adult-social-care-sector-and-workforce-in-England.aspx

2 Hussein, S for The Health Foundation (2020) The Impact of COVID-19 on social care workers' workload, wellbeing and ability to provide care safely: Findings from the UK Available at: https://www.pssru.ac.uk/blog/the-impact-of-covid-19-on-social-care-workers-workload/

3 The King's Fund (2021) Public satisfaction with the NHS and social care in 2021: Results from the British Social Attitudes survey Available at: https://www.kingsfund.org.uk/publications/public-satisfaction-nhs-social-care-2021

4 The King's Fund (2021) Why social care is losing the 'generation game' in recruitment (and what can be done about it) Available at: https://www.kingsfund.org.uk/blog/2021/11/social-care-recruitment-younger-workers

5 Department of Health & Social Care (2021) Adult social care workforce survey: December 2021 report Available at: https://www.gov.uk/government/statistics/adult-social-care-workforce-survey-december-2021/adult-social-care-workforce-survey-december-2021-report

6 Scottish Government (2020) Implications of labour markets for the social care workforce: report Available at: https://www.gov.scot/publications/implications-national-local-labour-markets-social-care-workforce-report-scottish-government-cosla/

7 Ulster University (2021) Health and social care workers' quality of working life and coping while working during the COVID19 pandemic: Findings from a UK Survey Available at: https://www.hscworkforcestudy.co.uk/_files/ugd/2749ea_33ce52835941457db39e61badc9fa989.pdf

8 The King's Fund (2021) Young people in the health and social care workforce: Exploratory research Available at: https://www.kingsfund.org.uk/sites/default/files/2022-01/Young%20people%20in%20health%20and%20care%20workforce%20final.pdf

Methodology

Data cleaning and analysis

The final data was cleaned and analysed by independent research and evaluation consultant Nick Ockenden in January and February 2022. This is the report of the findings of that analysis.

Analysis was carried out using the whole population (285 responses) and by the subcategories of age, gender, salary, years worked in the sector, country of birth, and UK region worked in. Percentages are reported to the nearest whole number. Totals may sum to more than 100% in some instances due to rounding up.
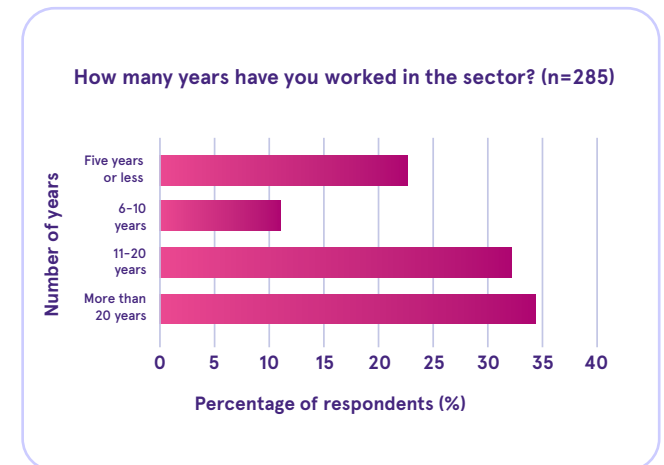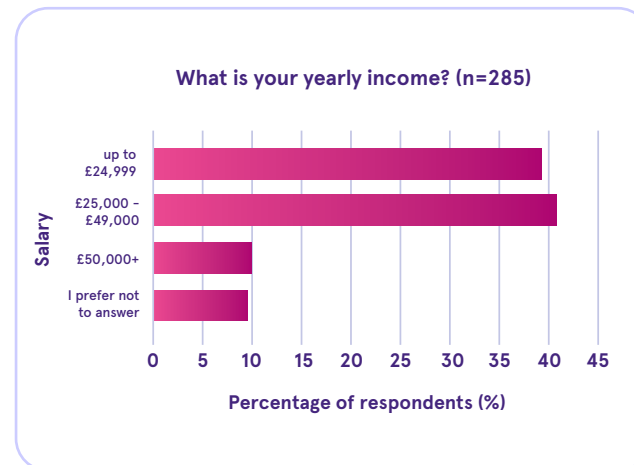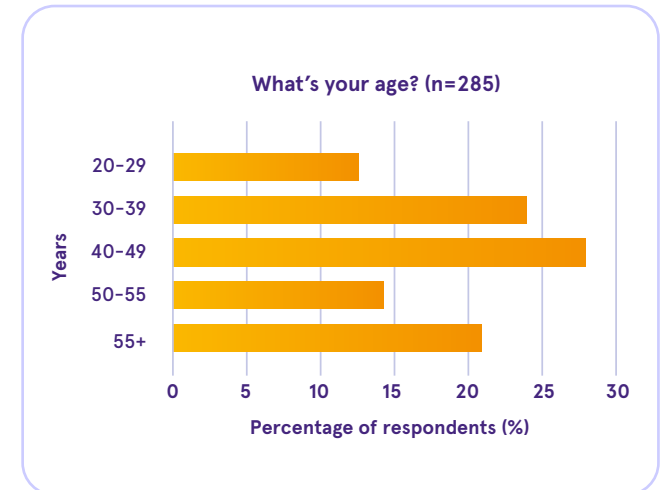
Furthermore, and prior to analysis, some of the original categories were merged to ensure cell sizes remained large enough to undertake subcategory analysis. A full list of these is provided in Appendix A. In all instances, the subcategories were simply widened to bring together two or more original and separate categories - this did not affect respondents' answers in any case. Nonetheless, some cell sizes remain small (i.e., below 50) and caution should be exercised in interpreting some of the conclusions and any incidences will be noted throughout this report.
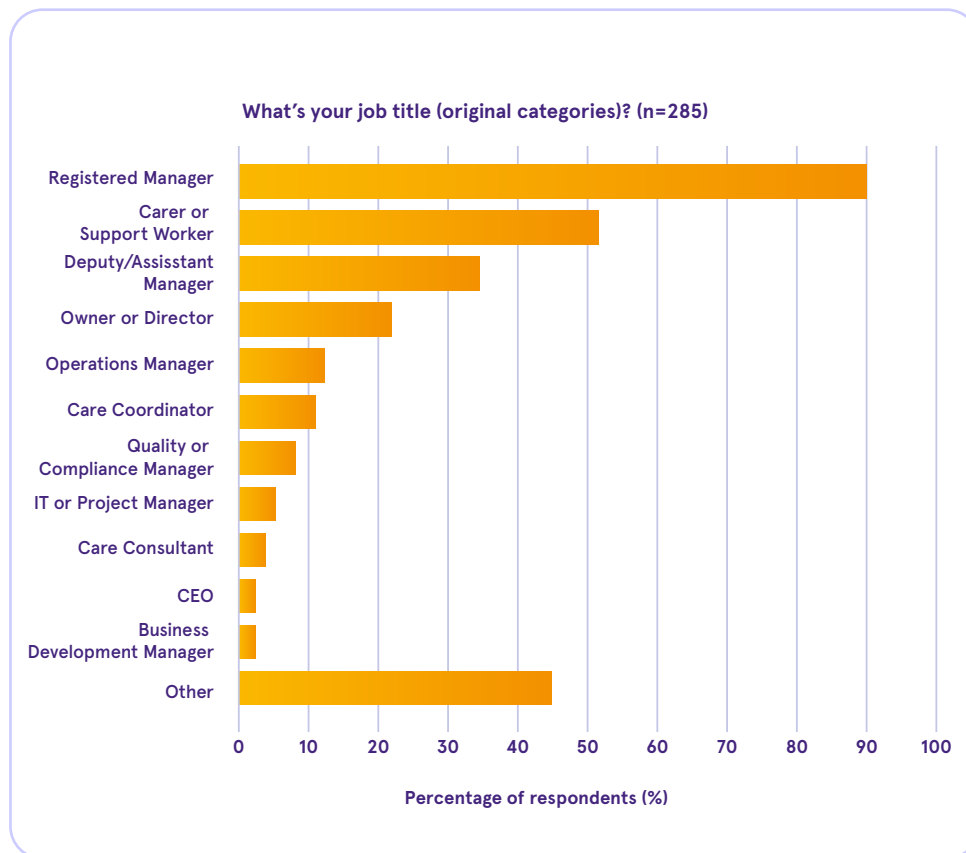
Our snapshot of the sector

The survey was distributed widely through social media and online mailing lists, so we can't determine the extent to which it represents the wider population. However, our snapshot of social care is reflective of research that's evaluated the sector as a whole.
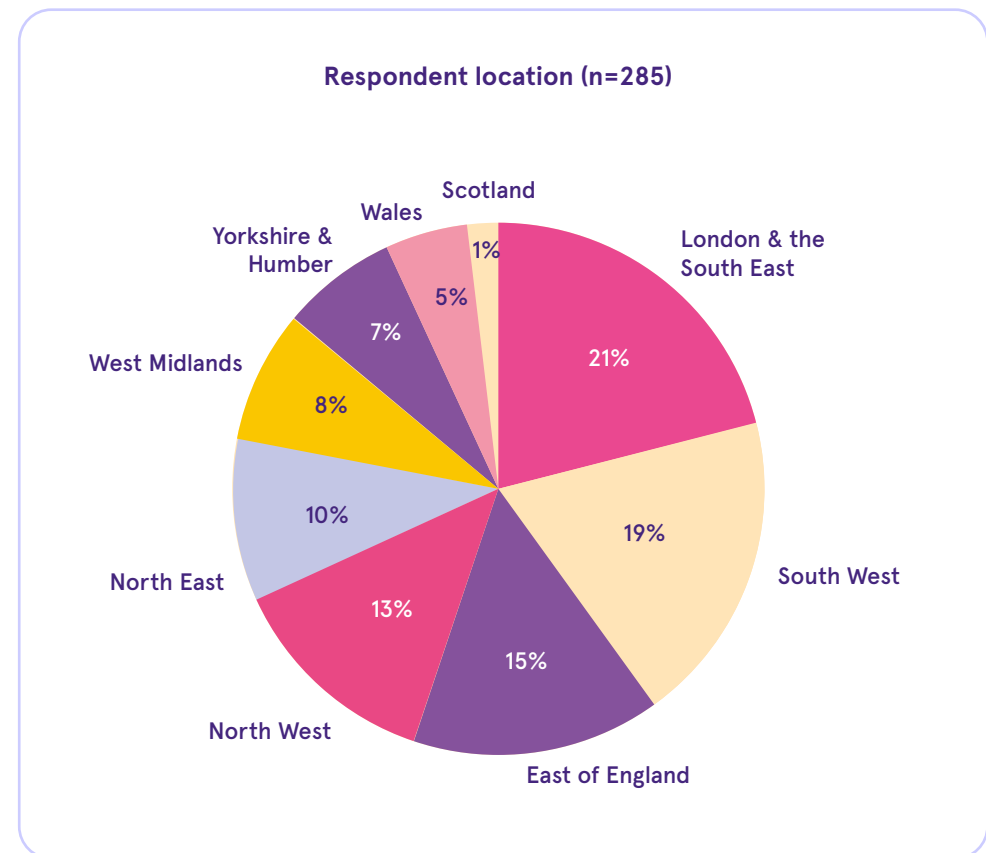
We gathered the most responses from Gen X and Baby Boomers, with 63% aged 40 and above.

In line with other national figures for England[1], 77% of our respondents identified as female. Only 10% of those surveyed earned more than £50,000 annually. 39% earned up to £24,999 and 40% stated their income is between £25,000 - £49,999 and a further 10% said they didn't want to answer.

What's your age? (n=285)

What is your yearly income? (n=285)

How many years have you worked in the sector? (n=285)

What's your job title (original categories)? (n=285)

Respondent location (n=285)

81% of respondents were born in the UK. 7% were born in other European countries, and a further 12% born outside of Europe. Survey participants had worked in the sector for a varying number of years. Those with more years of experience dominated, 32% had between 11- and 20-years' experience and 34% had more than 20 years.

We received the most responses from people in management roles (51%) followed by frontline staff (22%), other (19%) and senior management (8%).

Relationships between respondents' characteristics

Some of the different subcategories are correlated, to varying degrees: for example, someone who has worked in the sector for a greater number of years is likely to be older. The following observations should be considered when drawing insights from the data as it may be one factor rather than another that is responsible for a pattern.

- **Gender and salary:** male respondents tended to report higher salaries than women. 47% of women earned up to £24,999 compared to 29% of men, while 52% men reported £25,000-£49,999 and 42% of women did. Proportions for £50,000+ were similar (11% of women and 13% of men).

- **Gender and title:** while all positions were numerically dominated by women due to their overall higher numbers (222 women, 62 men, 1 non-binary), senior management positions had a large number of men than compared to their numbers (38% male compared to 22% men for all positions). The Skills for Care report also found a higher proportion of men occupying senior management roles (32%) than other positions.

- **Age and salary:** younger respondents reported lower salary brackets (64% of 20-29 year olds earned less than £25,000 compared to 33% of those aged 50-55 and 42% of people 55+).

- **Age and years worked in the sector:** young age groups, as would be expected, had worked fewer years in the sector (73% of 20-29 year-olds reported having worked five years or less, compared to 8% of those aged 40-49, 15% of 50-55 and 8% of those 55+).

Data analysis shows frequent correlations between both greater number of years worked in the sector and higher salary and respondents' answers. However, this is likely to be a reflection of age (i.e., younger age brackets tend to report lower salaries and fewer years in the sector) and as such, these correlations will not be reported.

Re-categorisation of original categories

Responses to some of the categories provided in the survey (e.g., age bands) were too small to allow analysis by that category. As such, some of these were merged with one or more other categories to increase the number of respondents and allow analysis. The following re-categorisation was completed during the data cleaning process:

Age: the new category of '20-29 years' was created from two original categories of '20-24' and '25-29'. All other categories remain unchanged.

Years worked in the sector: the new category of 'Five years or less' was created from two original categories of 'Less than a year' and '1-5 years'. All other categories remain unchanged.

Annual salary: the new category of 'Up to £24,999' was created from two original categories of '£9,999 or less' and '£10,000-£24,999'; and the new category of '£50,000+' was created from three original categories of '£50,000-£74,999', '£75,000-£99,999', and '£100,000+'. The two other categories of '£24,999 - £49,000' and 'Prefer not to answer' remain unchanged.

Country of birth: the new category of 'Rest of Europe' was created from a list of seven separate countries and the new category of 'Rest of the world' was created from a list of 24 separate countries. The category 'UK' remains unchanged.

UK region worked in: the new category of 'London and the South East' was created from two separate categories of 'London' and 'the South East'. All other regions remain unchanged, although as has already been noted, no subcategory analysis for Wales, Scotland or Northern Ireland was completed due to the low number of responses (12).

Title: a new category of 'Frontline staff' was created from two original categories of 'Carer or Support worker' and 'Care Coordinator'4; a new category of 'Management' was created from four original separate categories of 'Registered Manager', 'Deputy / Assistant Manager', 'Operations Manager' and 'Quality or Compliance Manager'; a new category of 'Senior management' was created from two original separate categories of 'CEO' and 'Owner or Director'; and a new category of 'Other' was created from four original separate categories of 'Other', 'IT or Project Manager', 'Care Consultant' and 'Business Development Manager'.

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Thank you

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