

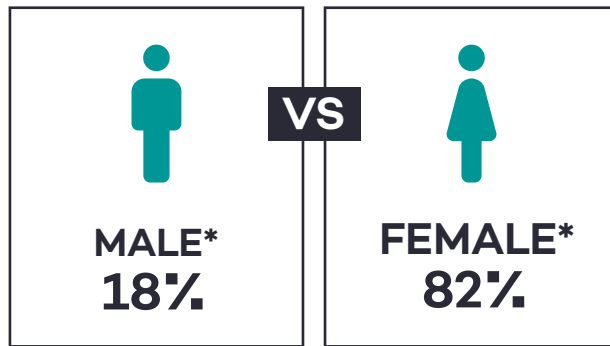
HIRING TRENDS BY NUMBERS

SOCIAL CARE

Workforce at a glance

1.5
MILLION

Number of people working in the industry*



6.4
YEARS

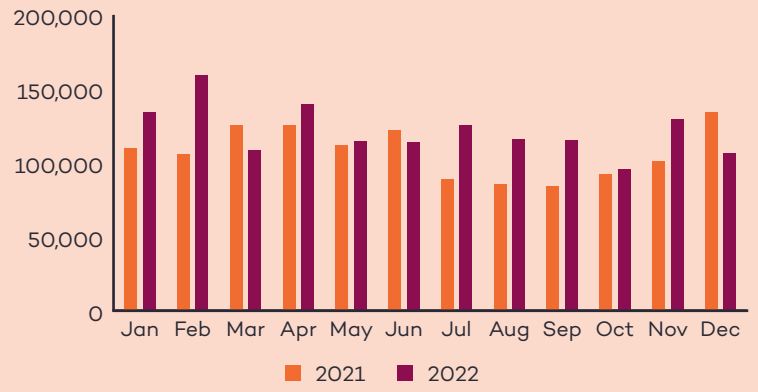
Average years of working in the industry

Recruitment Trends

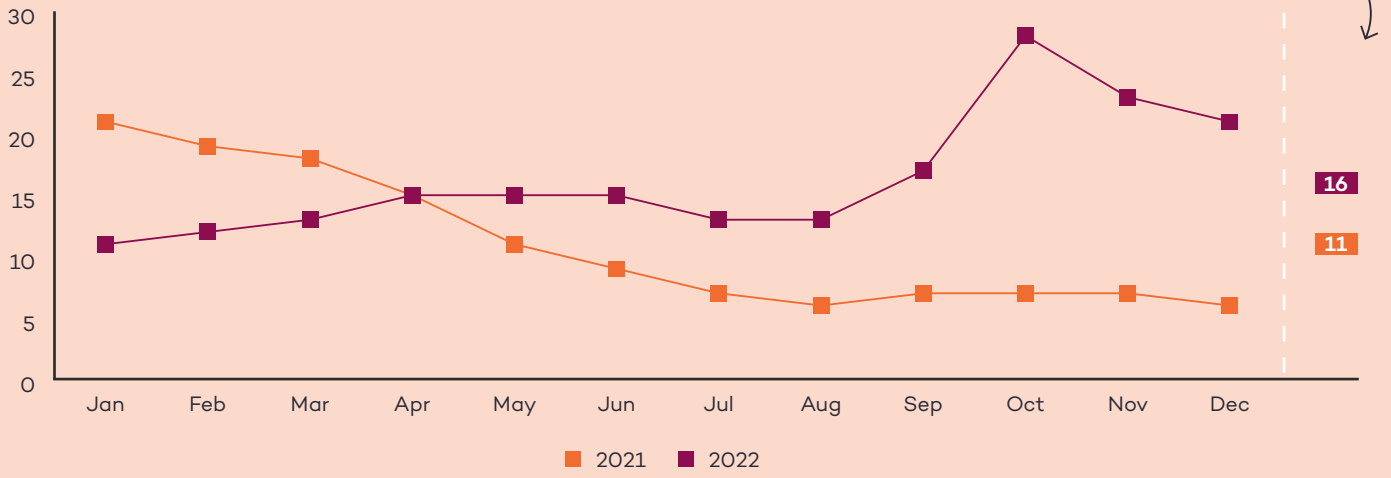
Top keyword searches

- Support Worker
- Care Assistant
- Healthcare Assistant With Visa Sponsorship

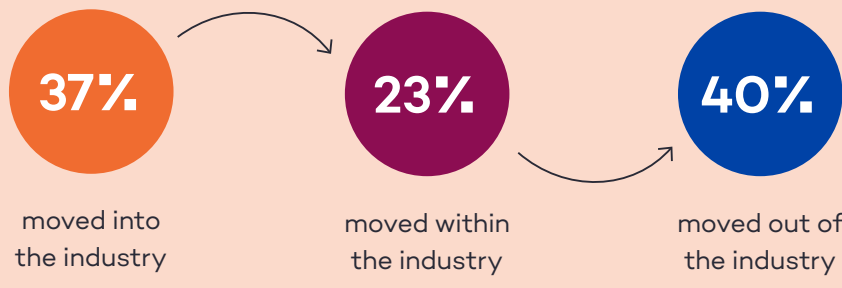
Average number of job vacancies



Average number of applications per month

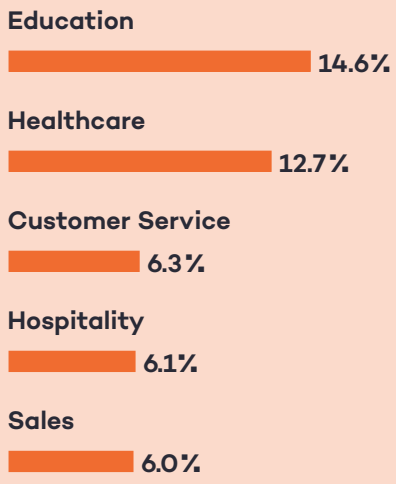


Career moves



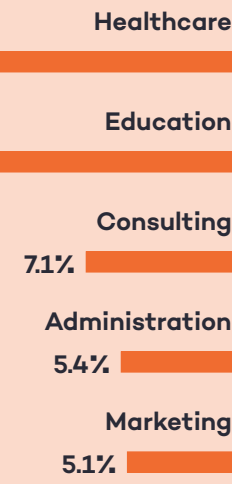
Inflows:

Top industries new workers moved from



Outflows:

Top industries workers moved to



Regional breakdown of candidates

South East	31%
London	15%
North West	12%
East Midlands	7%
Yorkshire	7%
Scotland	6%
South West	6%
North East	4%
Wales	4%
West Midlands	4%
East Anglia	3%
Northern Ireland	1%

3,108

Number of advertisers for the top role

5.9
WEEKS

Average time to hire

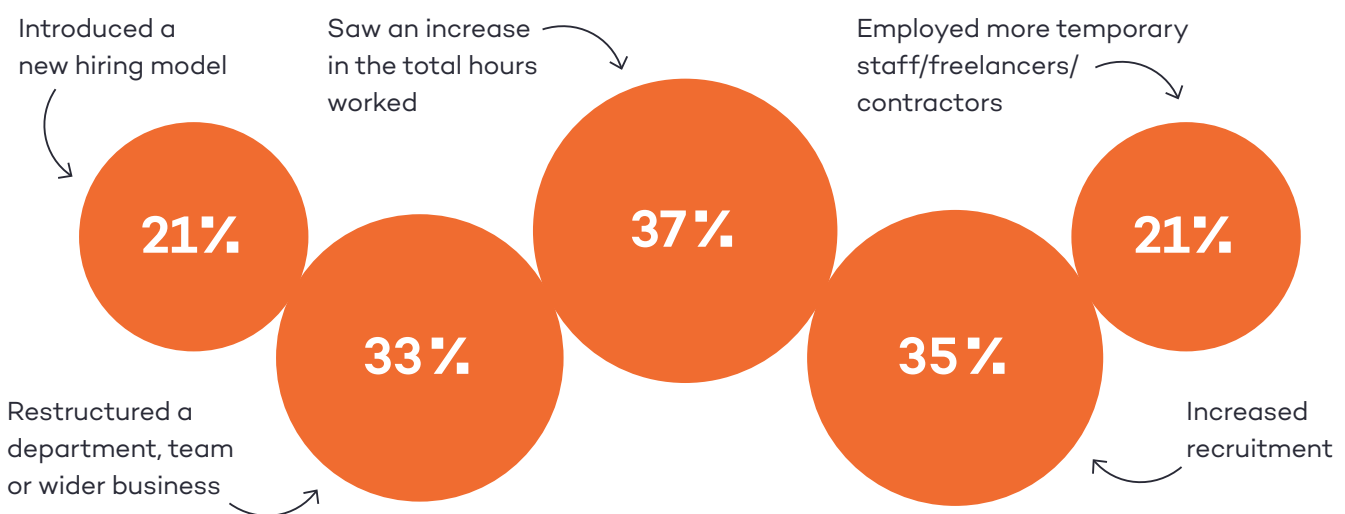
42%

Plan to increase hiring over the next few months

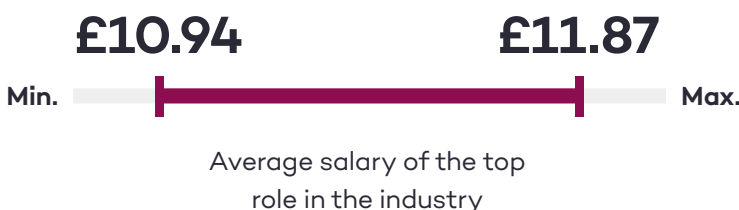
65%

Are confident in recruiting over the next few months

Changes to hiring over the past few months



Salary Trends



Discover more about salary trends in your industry by downloading our [salary & benefit guides](#).

Get more insight about hiring in your industry by speaking to our experts. Call us on **0333 0145 111** or [Request a call back](#).

Resources

- [The State of the Adult Social Care Sector and Workforce in England, Skills for Care, July 2022*](#)
- [Career Change Tracker, September 2022](#)
- [Latest HTI Findings](#) (The data in this report reflects April 2023 HTI findings)