

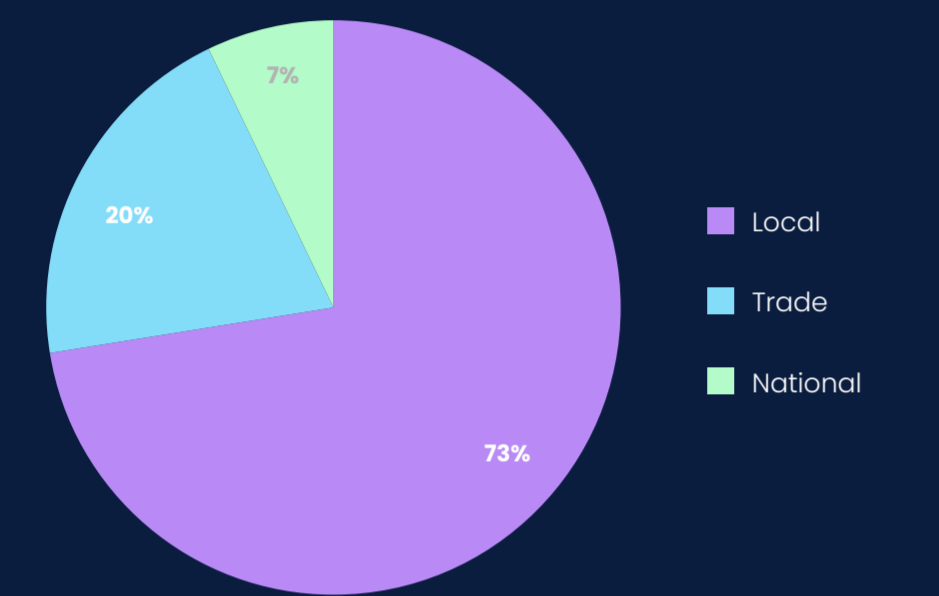
MEDIA POWER LIST 2025

Top 20 Mid-size Care Home Groups by Media Coverage and Social Media Reach

Media

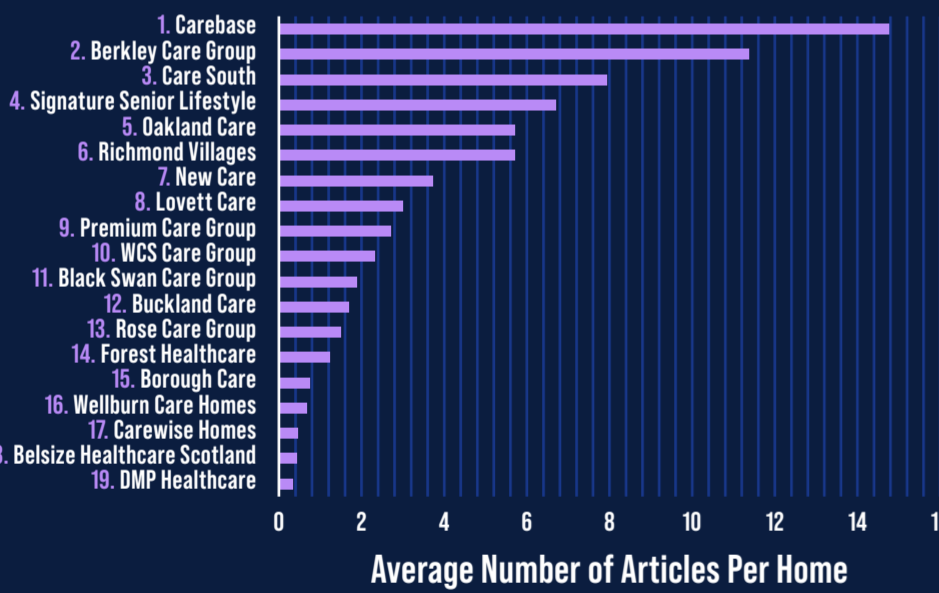
Coverage by Media Type (July 2024 - July 2025)

Local media dominated coverage of the Top 20 Care Home Groups, accounting for almost three-quarters of the 900 total.



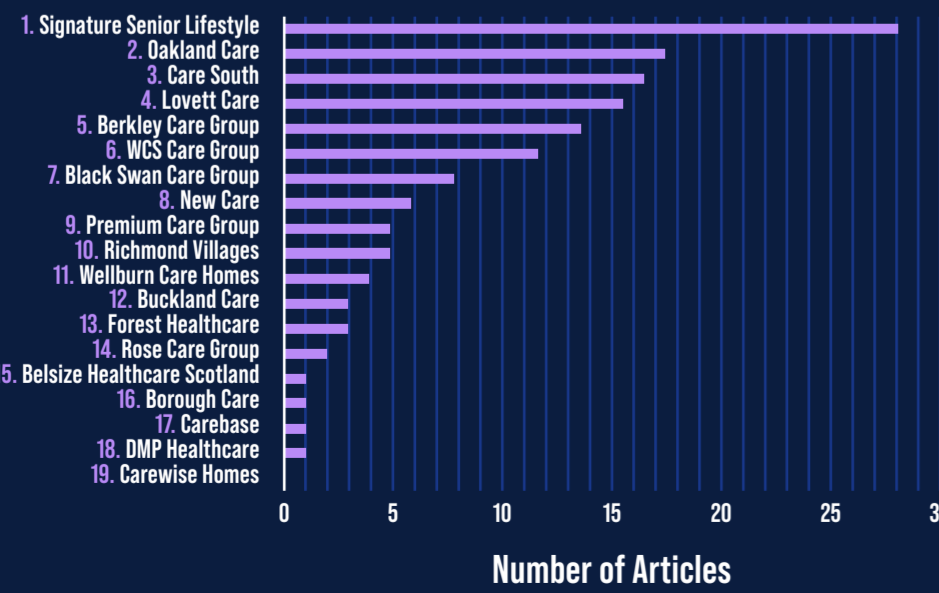
Average Number of Articles per Home (July 2024 - July 2025)

Carebase, Berkley Care Group, and Care South ranked highest for the average number of articles per home (total number of media coverage divided by the number of homes belonging to the care group).



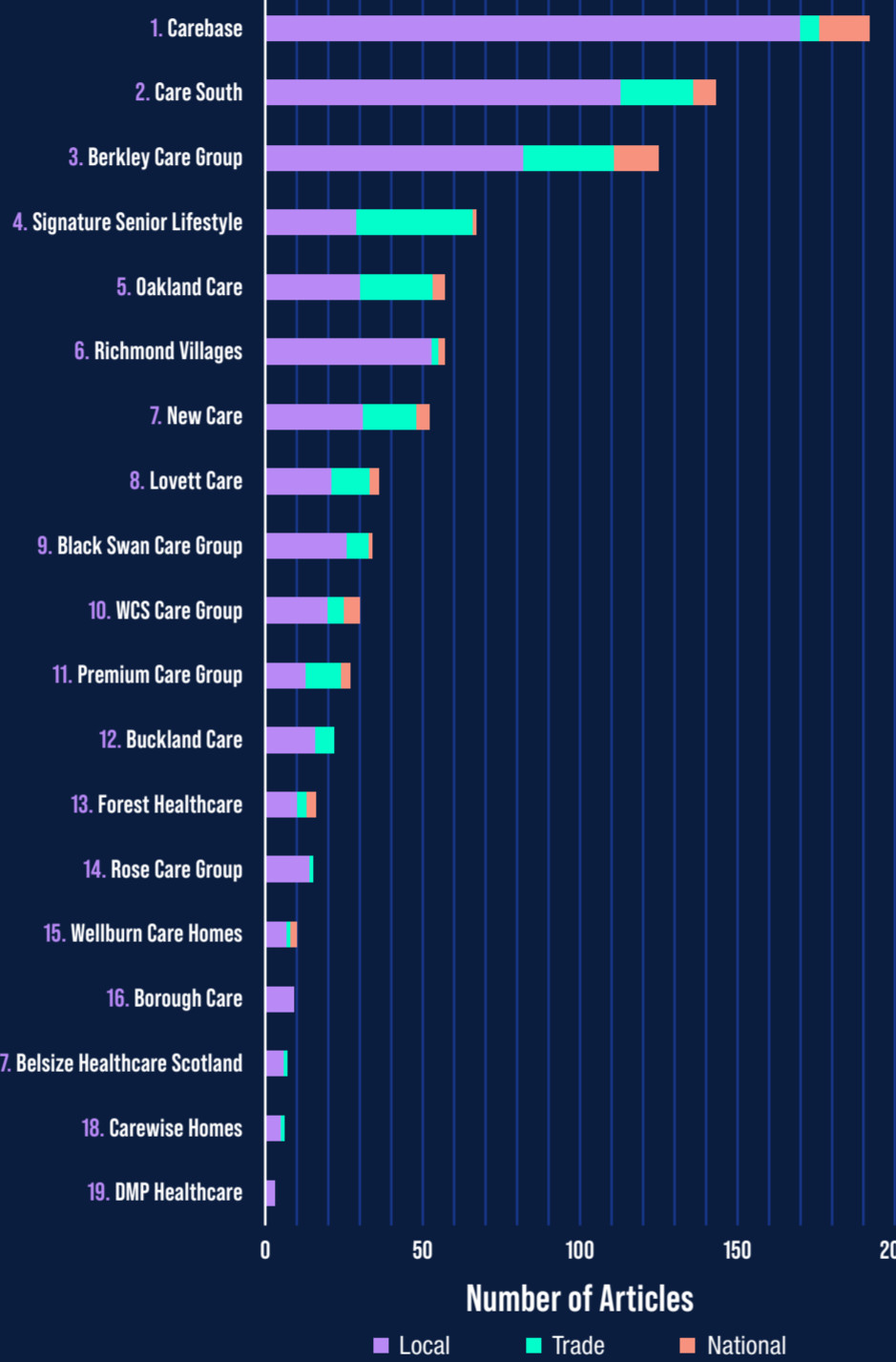
Corporate Media Coverage by Group (July 2024 - July 2025)

Signature Senior Lifestyle topped the rankings for media coverage specifically regarding the wider care group, with 29 articles.



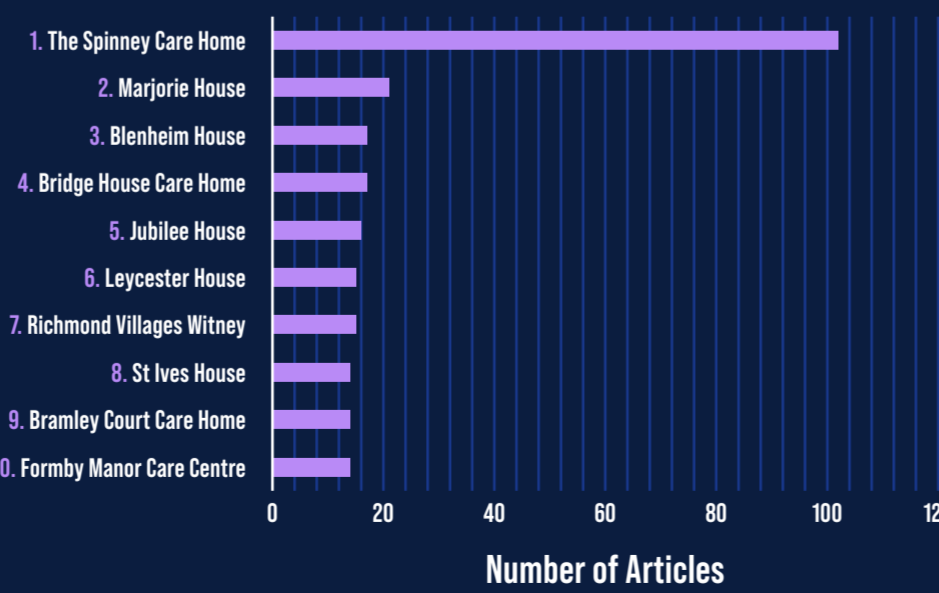
Media Coverage by Care Group (July 2024 - July 2025)

Of all care groups, Carebase dominated in total media coverage. Overall, it drew 192 pieces of coverage between July 2024 and July 2025.



Top 10 Care Homes by Media Coverage (July 2024 - July 2025)

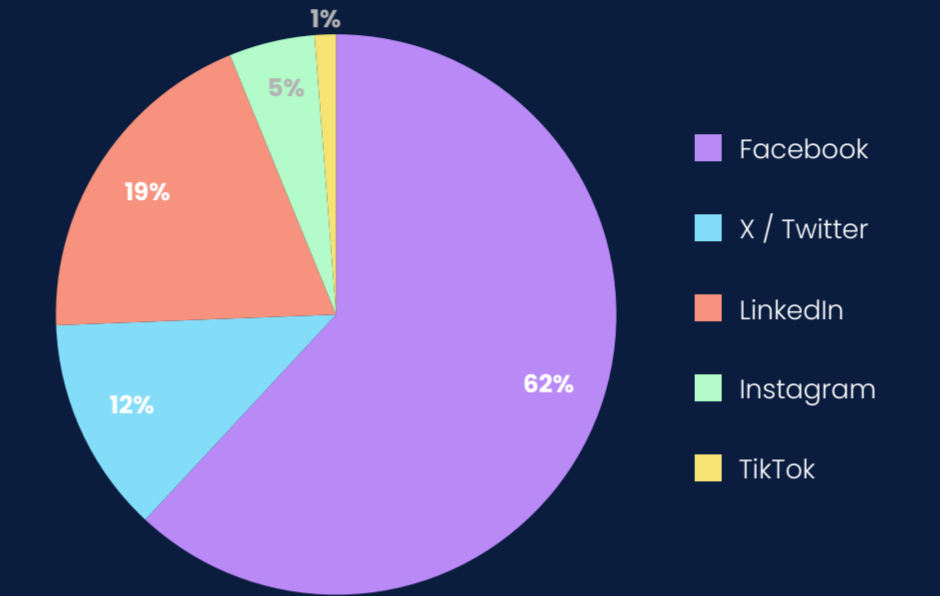
The Spinney Care Home (Carebase) secured the most coverage in the time period, totalling 102.



Social Media

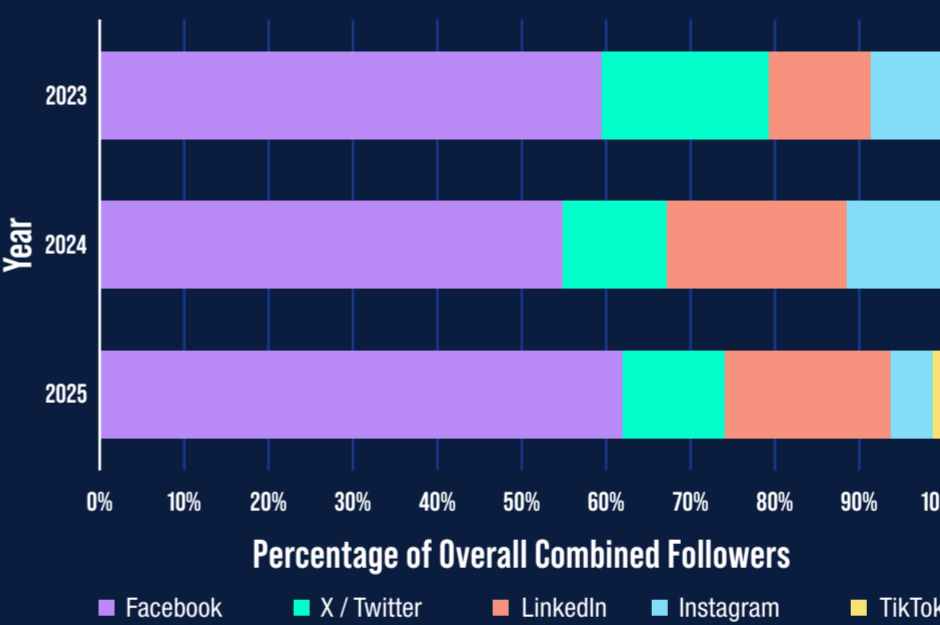
Combined Followers by Social Media Platform (August 2025)

The total social media following of the Top 20 Mid-size Care Home Groups stood at 293,920. Facebook dominated this total.



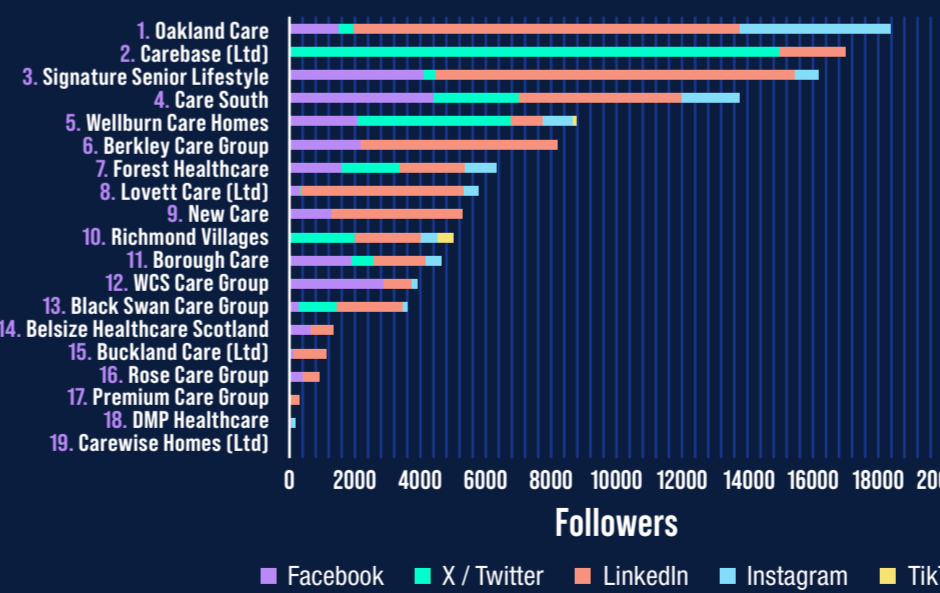
Power Lists Compared: Combined Followers by Platform (2023 - 2025)

Facebook followers as a percentage of overall followers grew significantly compared to 2024, with Instagram suffering the opposite fate.



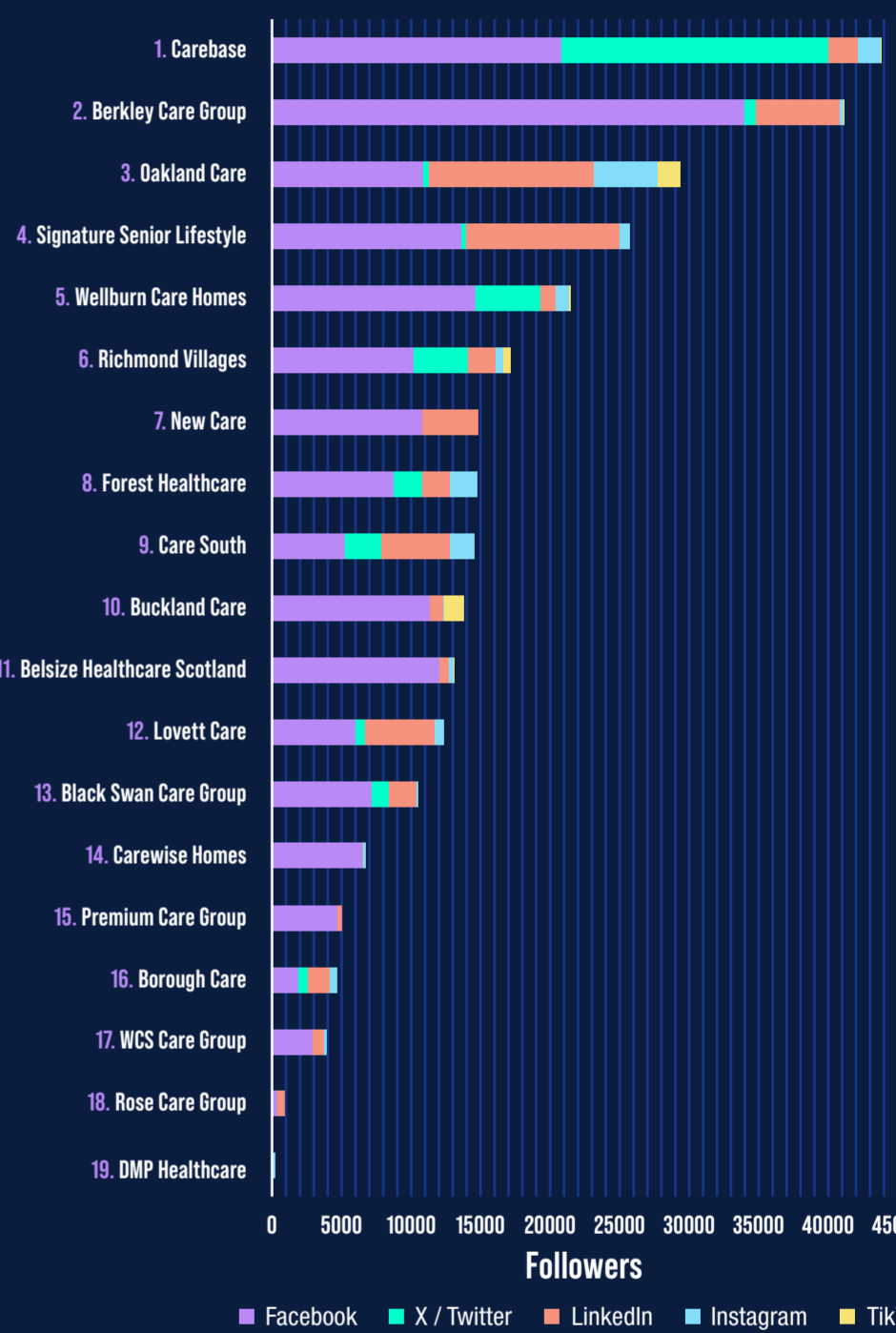
Followers by Group Accounts

Oakland Care had the most followers by group or 'corporate' account, totalling 18,387.



Overall Followers by Care Group (August 2025)

Carebase topped the social media rankings with a total of 43,800 followers, split largely across Facebook and X (Twitter). Following closely behind was Berkley Care Group, who had a total of 41,200 followers.



Top 10 Care Homes by Followers (August 2025)

Fernhill House - a member of the Berkley Care Group - topped the rankings, with 9,500 followers. These came exclusively from Facebook.

