



## **Palliative Care Research Study ROI (July 2020 Version 1.2)**



All Ireland Institute of  
Hospice and Palliative Care



# Palliative Care Research Study - ROI

## QUESTIONS



### Questions



**Q1. Please state how much you agree or disagree with each of the following statements about palliative care:**

- I know how palliative care could help me or someone important to me
- Palliative care should be considered as early as possible when diagnosed with any life-limiting illness
- Palliative care is only for people with advanced cancer
- If a person is receiving palliative care, they must give up their other treatments
- I am comfortable to think or talk about palliative care
- I would feel confident to discuss palliative care with a hospital consultant, GP, community nurse or other health and social care professional
- I would like to be supported to discuss and write down my wishes and preferences for care at the end of life
- Palliative care is a last resort

**Q2. In terms of Covid-19, how has it affected your thoughts on palliative care?**

- The COVID-19 pandemic has made me more reluctant to think/talk about palliative care than before: **Yes/No**
- The COVID-19 pandemic has made me think more about death and dying than before: **Yes/No**
- The COVID-19 pandemic has increased the importance of discussing my wishes and preferences for care at the end of life: **Yes/No**
- The COVID-19 pandemic has increased the importance of discussing palliative care if I or someone important to me has a life-limiting illness: **Yes/No**
- COVID-19 Coronavirus pandemic infection control measures have changed the delivery of palliative care: **Yes/No/Don't know**



# Palliative Care Research Study - ROI

## EXECUTIVE SUMMARY



### OVERVIEW

iReach Insights conducted this research on behalf of the All Ireland Institute of Hospice and Palliative Care (AIHCP), tracking the thoughts of palliative care in ROI. The research was conducted in ROI and received 1,000 responses. The research report provides insights into how comfortable adults in ROI are with discussing palliative care and how much of an impact the COVID-19 pandemic has had on their thoughts of palliative care.

### KEY POINTS

#### Benefit of Palliative Care



- 76% of adults agree (agree + strongly agree) that palliative care could help themselves or a loved one.
- This figure was slightly higher among adults aged 55+ with 86% in this group agreeing or strongly agreeing that palliative care could help themselves or a loved one.

#### Discussing Palliative Care



- 63% agree (agree + strongly agree) that they feel comfortable talking about palliative care.
- 72% of ROI respondents agree (agree + strongly agree) that they feel confident to discuss palliative care with a hospital consultant, GP, community nurse or other health and social care professionals.

#### COVID-19 & the topic of death



- Over half (54%) of adults have been thinking more about death and dying than before, due to the COVID-19 pandemic. The figure is slightly higher among younger adults, aged 18-34, with 58% of them thinking about this subject more.

#### COVID-19 & Palliative Care



- Over half (52%) of respondents stated that the pandemic has increased the importance of discussing palliative care if they, or someone important to them has a life-limiting illness



# Palliative Care Research Study - ROI

## METHODOLOGY



### Palliative Care Research Study 2020

Nationwide Study conducted as part of the iReach Consumer Decisions Omnibus Survey



#### Consumer Research Project

Conducted by iReach Insights for All Ireland Institute of Hospice and Palliative Care (AIHCP).

### iReach Consumer Omnibus Survey

Fieldwork undertaken from 9<sup>th</sup> to 15<sup>th</sup> of July 2020



#### Mi Pro Survey Software

iReach utilises leading market research solution for all aspects of survey project management: sampling, design, data collection, and tabulation.

### Consumer Decisions Research Panel

Consumer Research Study conducted nationwide  
Sample Size = 1,000 Respondents



#### iReach Consumer Decisions Panel

iReach uses proprietary research panels across consumer and business groups, built on a nationally representative model.

#### Confidence Level

The iReach Consumer Decisions Omnibus delivers a high level statistical accuracy. Delivering a sample size of over 1,000 interviews, this provides a confidence level of + or – 2.5% at a 95% confidence interval.



# Palliative Care Research Study - ROI

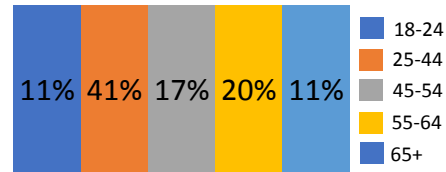
## DEMOGRAPHICS



### Gender



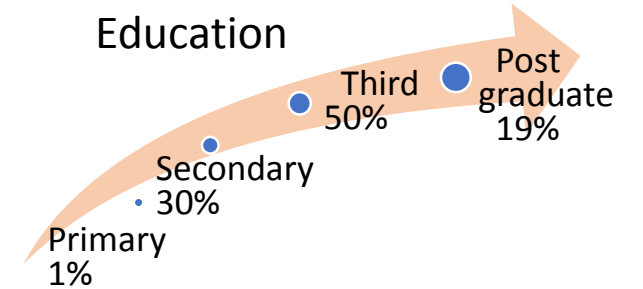
### Age of respondents



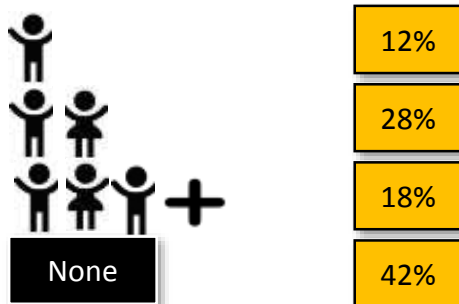
### Marital Status

Single/Never Married	32%
Married/Cohabiting	60%
Separated/Divorced/Widowed	7%
Prefer not to say	1%

### Education



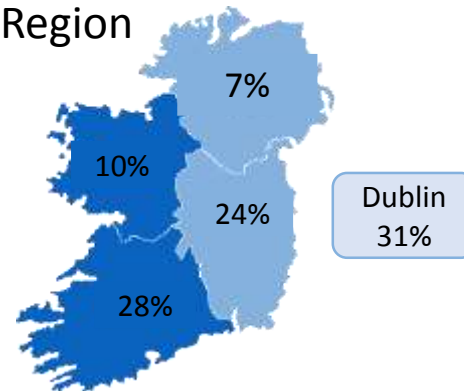
### Children at Home



### Household Income

< €19,999	12%
€20K - €39,999	26%
€40K - €59,999	20%
€60K - €79,999	11%
€80K+	16%
Prefer not to say	10%
Don't know	5%

### Region



### Occupation

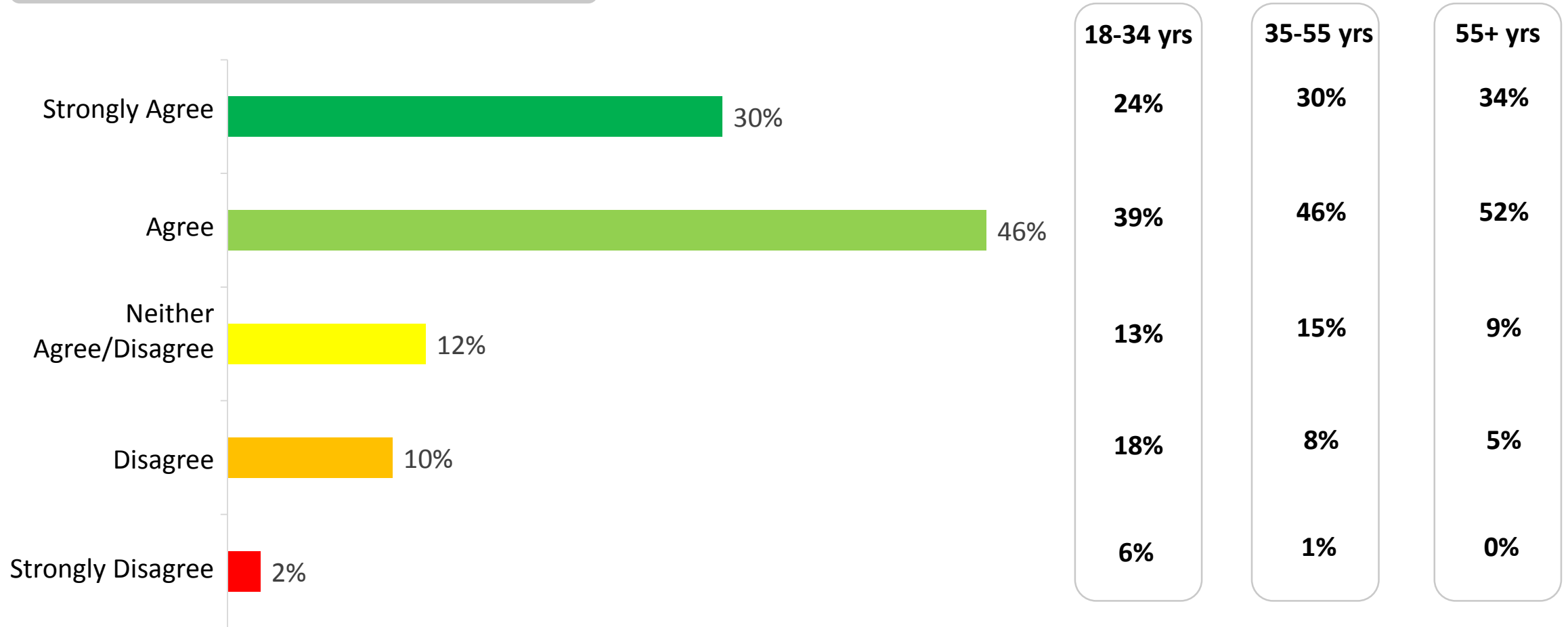
High managerial, admin, professional	3%
Intermediate managerial, admin, professional	14%
Supervisor, Jr managerial, admin, professional	29%
Manual worker (skilled, non-skilled)	13%
Self Employed	3%
Casual Worker – Not Permanent Employment	2%
Homemaker	8%
Unemployed	6%
Student	10%
Retired (on state, private pension)	11%
Full Time Carer	1%

# Palliative Care: ROI



76% of adults agree (agree + strongly agree) that palliative care could help themselves or a loved one. 30% of those adults strongly agreed with the statement. This figure was particularly higher amongst those aged 55+, with 86% agreeing with the statement.

Palliative care could help me or loved one

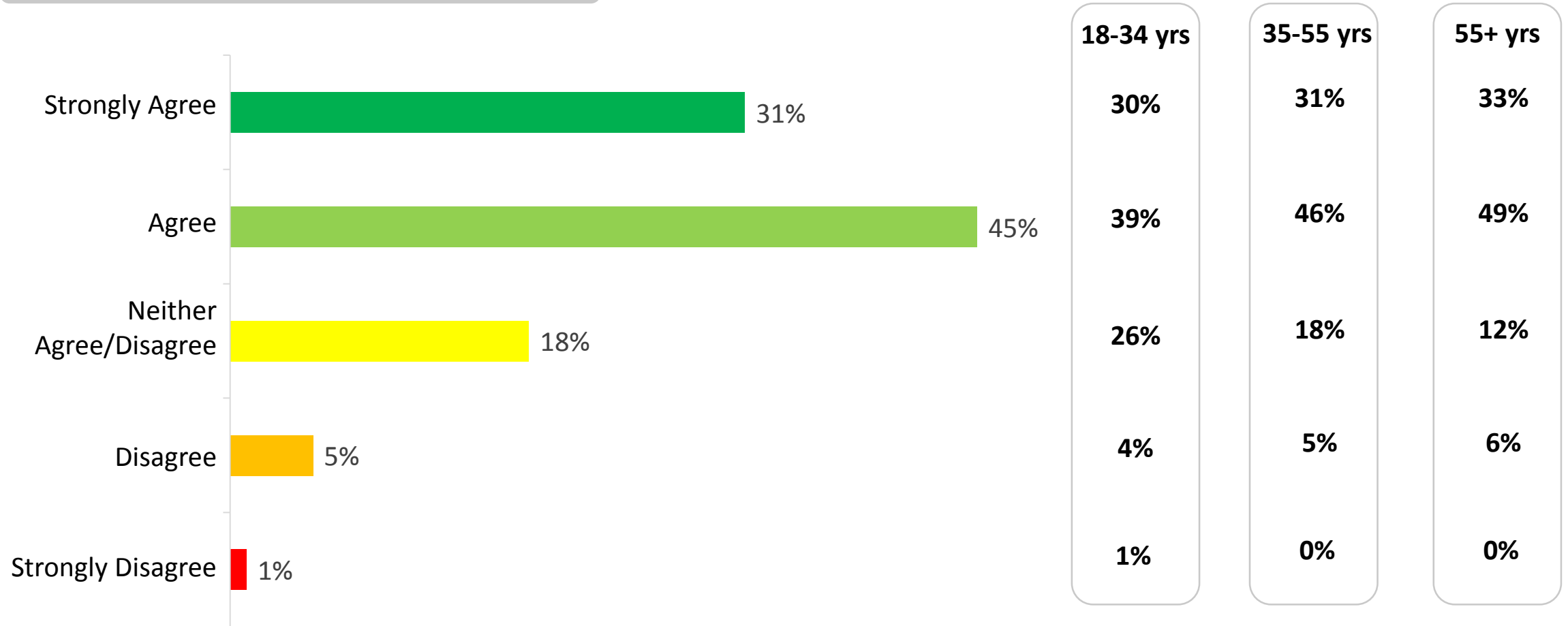


Q: Please state how much you agree or disagree with each of the following statements: I know how palliative care could help me or someone important to me: (Single Grid n=1,000 )



76% agree (agree + strongly agree) palliative care should be considered as early as possible when diagnosed with any life-limiting illness. Those who are aged 55+ agreed particularly with this statement with a third (33%) strongly agreeing and a further 49% agreeing with the statement.

### Palliative care considered when diagnosed



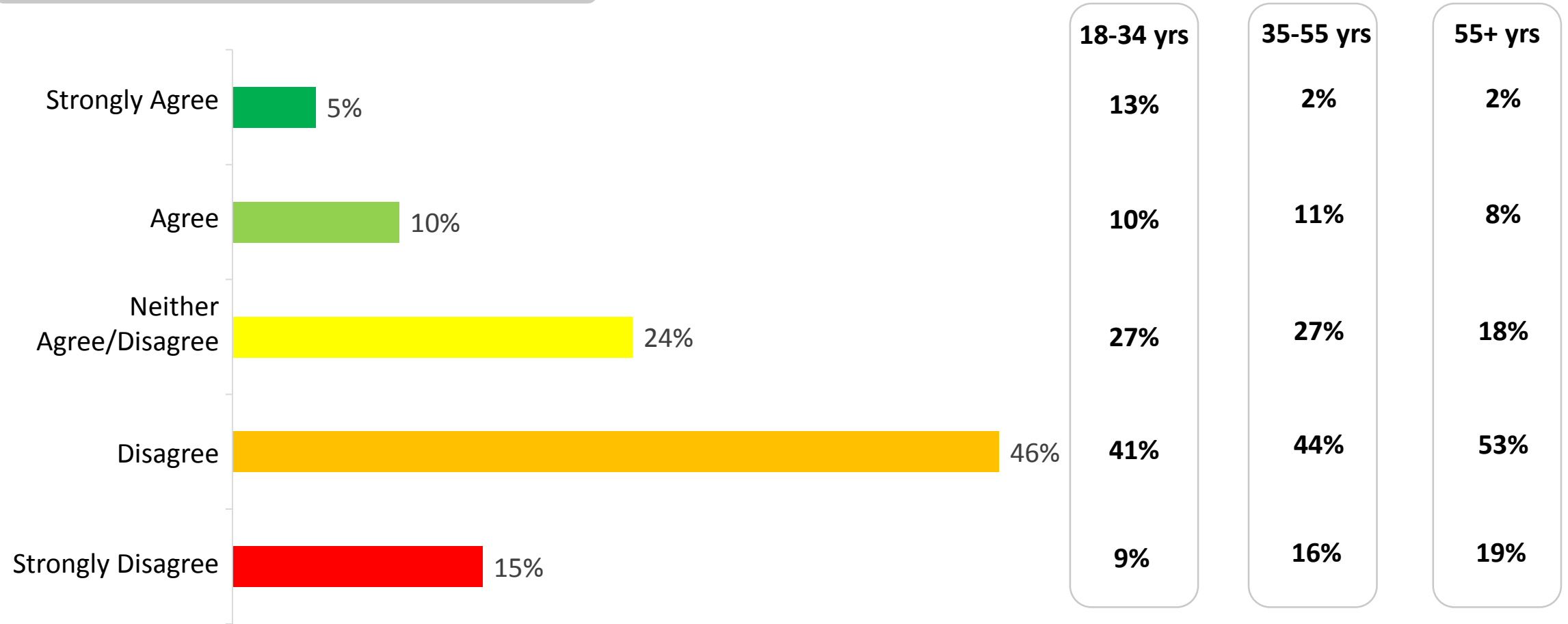
Q: Please state how much you agree or disagree with each of the following statements: Palliative care should be considered as early as possible when diagnosed with any life-limiting illness: (Single Grid n=1,000 )





61% of ROI respondents disagree (disagree + strongly disagree) that palliative care is **only** for people with advanced cancer. 15% of people strongly disagree with this, which again, is slightly higher amongst those aged 55+ (19%).

### Palliative care and advanced cancer

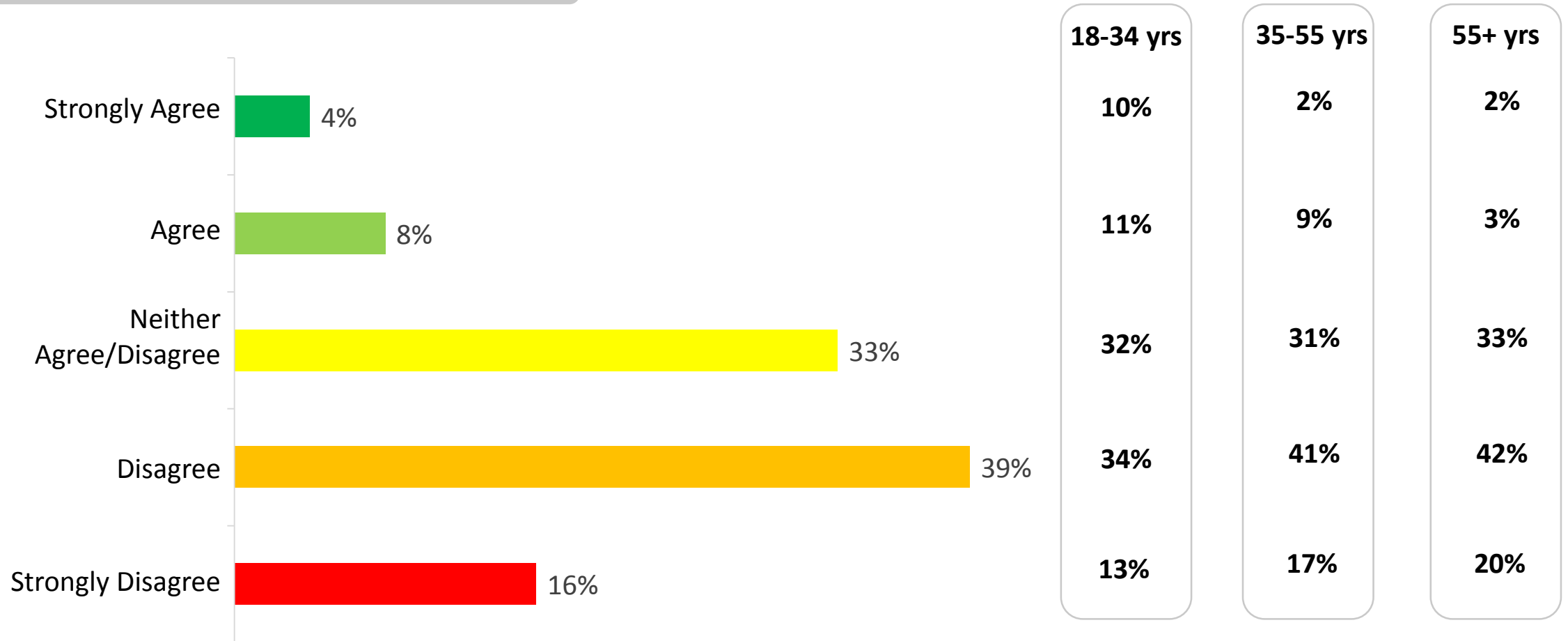


Q: Please state how much you agree or disagree with each of the following statements: Palliative care is only for people with advanced cancer (Single Grid n=1,000)



55% of ROI respondents disagree (disagree + strongly disagree) that people receiving palliative care must give up their other treatments. 62% of those aged 55+ either disagree or strongly disagree with the statement.

### Palliative care and other treatments

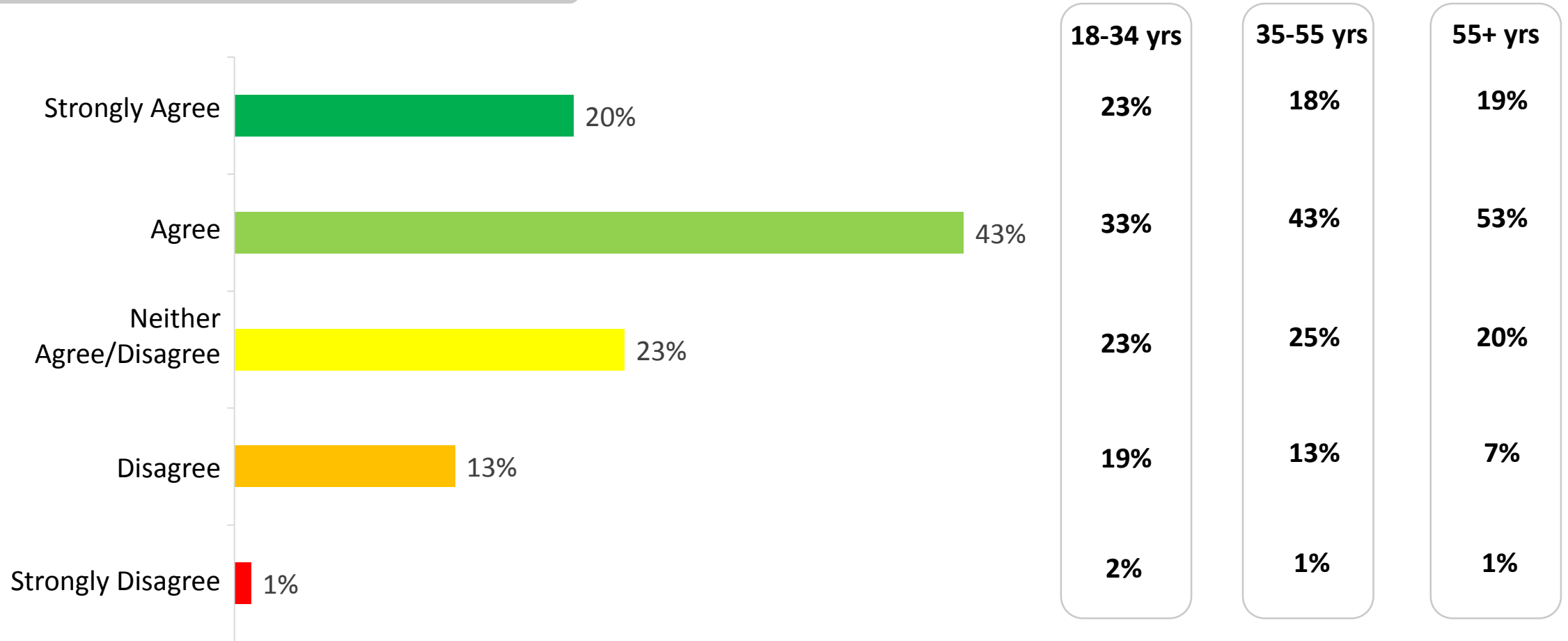


Q: Please state how much you agree or disagree with each of the following statements: If a person is receiving palliative care, they must give up their other treatments (Single Grid n=1,000)



63% agree (agree + strongly agree) that they feel comfortable talking about palliative care. Those aged between 18-34 seem more uncomfortable to think or talk about the subject with 21% disagreeing with the statement.

### Comfortable talking about palliative care

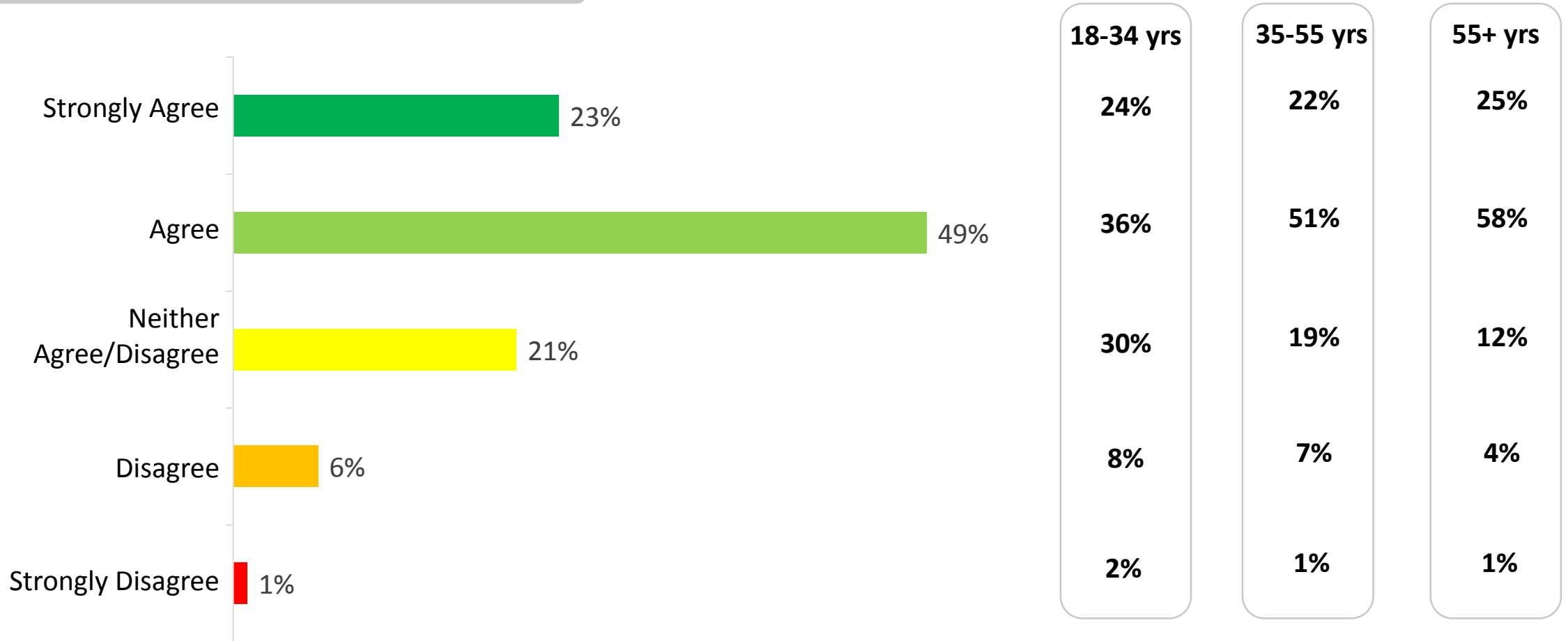


Q: Please state how much you agree or disagree with each of the following statements: I am comfortable to think or talk about palliative care (Single Grid n=1,000)

72% of ROI respondents agree (agree + strongly agree) that they feel confident to discuss palliative care with a hospital consultant, GP, community nurse or other health and social care professionals. This figure is higher among those aged 55+ with 83% agreeing with the statement.



Discussing palliative care with professionals

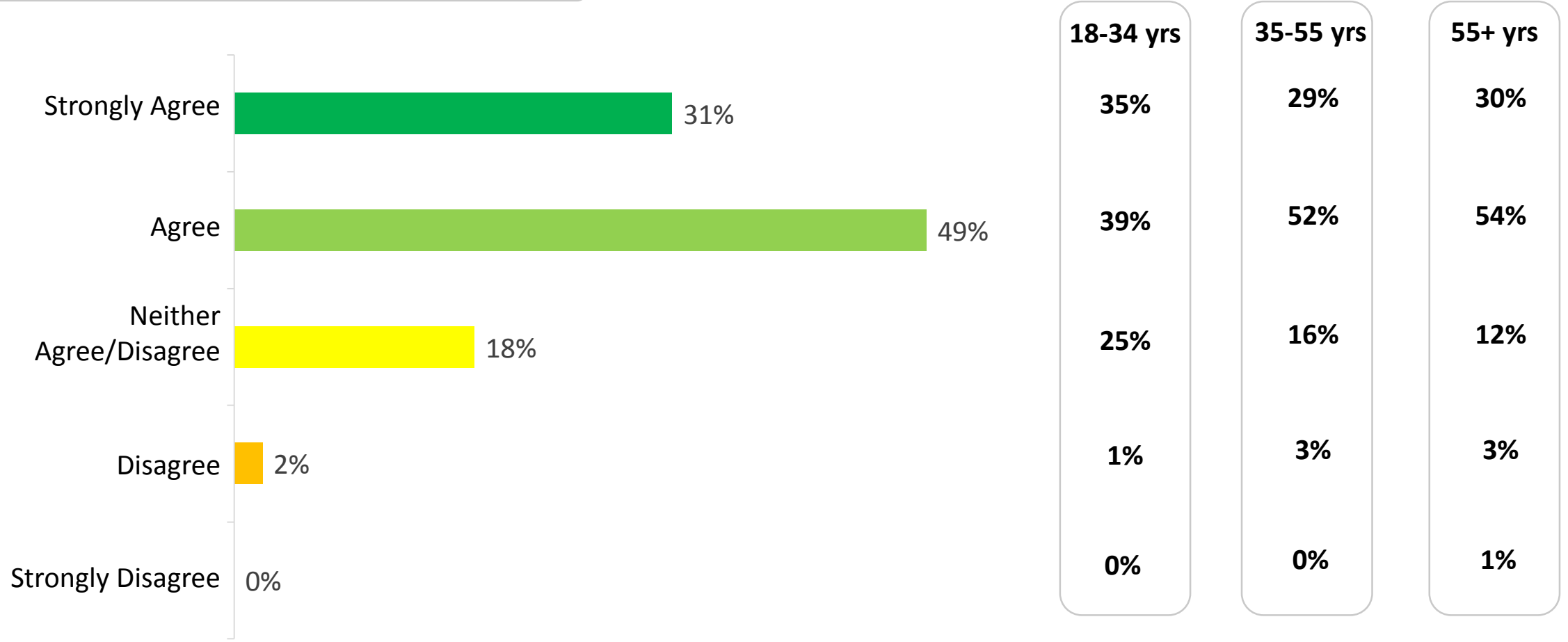


Q: Please state how much you agree or disagree with each of the following statements: I would feel confident to discuss palliative care with a hospital consultant, GP, community nurse or other health and social care professional (Single Grid n=1,000)



80% of ROI respondents agree (agree + strongly agree) that they would like to be supported to discuss and write down their wishes and preferences for care at the end of life.

Preferences for care

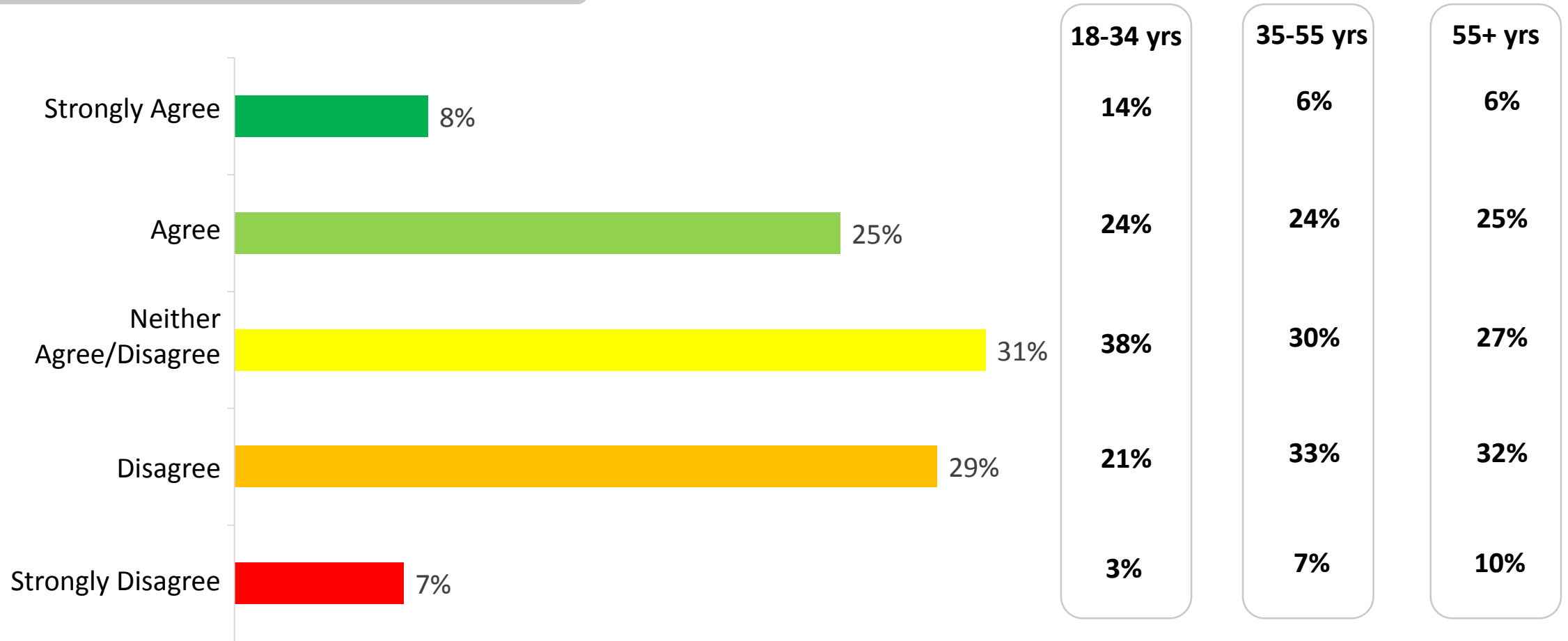


Q: Please state how much you agree or disagree with each of the following statements: I would like to be supported to discuss and write down my wishes and preferences for care at the end of life (Single Grid n=1,000)



A third (33%) of ROI respondents agree (agree + strongly agree) that palliative care is a last resort, consistent across all age cohorts.

### Palliative care as a last resort



Q: Please state how much you agree or disagree with each of the following statements: Palliative care is a last resort (Single Grid n=1,000)



15% of ROI adults feel more reluctant to think or talk about palliative care due to COVID-19. From those who stated in Q.1 that they feel confident in discussing palliative care, 13% now feel more reluctant to think or talk about the topic, due to COVID-19.

Reluctancy to talk about palliative care



	18-34 yrs	35-55 yrs	55+ yrs
Yes	21%	12%	12%
No	79%	88%	88%

**Insight Box**

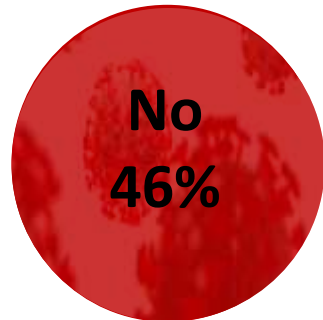
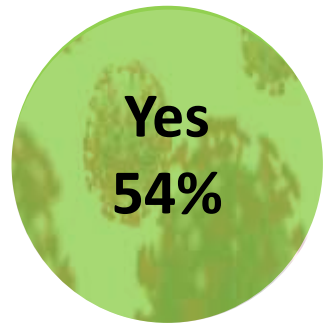
*For Question 1, 63% of adults agreed they were comfortable in discussing palliative care.*

*Within this group, **13%** are now more reluctant to think/talk about palliative care than before, due to COVID-19.*  
*n=631*



Over half (54%) of adults have been thinking more about death and dying than before, due to the COVID-19 pandemic. The figure is slightly higher among younger adults, aged 18-34, with 58% of them thinking about this subject more.

Thoughts of death and dying due to COVID-19



	18-34 yrs	35-55 yrs	55+ yrs
Yes	58%	51%	54%
No	42%	49%	46%

**Insight Box**

*For Question 1, 63% of adults agreed they were comfortable in discussing palliative care.*

*Within this group, **58%** have been thinking more of death and dying than before, due to the COVID-19 pandemic.*

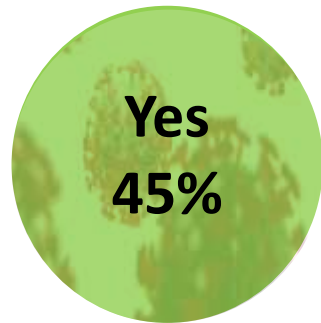
*n=631*





45% of adults have stated that the pandemic has increased the importance of discussing their wishes and preferences for care at the end of life. This figure is higher (50%) among adults who in Q1, agreed they would like to be supported to discuss their preferences for care at the end of life.

### Discussing wishes and preferences of care



18-34 yrs	35-55 yrs	55+ yrs
39%	45%	51%
61%	55%	49%

#### Insight Box

*For Question 1, 80% of adults agreed they would like to be supported to discuss their preferences for care at the end of life.*

*Within this group, 50% have stated the COVID-19 pandemic has increased the importance of discussing their wishes and preferences for care .*

*n=801*



Over half (52%) of respondents stated that the pandemic has increased the importance of discussing PC if they or someone important to them has a life-limiting illness. This figure was slightly higher (59%) among adults agreed in Q1 they were comfortable in discussing PC.

### Palliative care with life-limiting illness



18-34 yrs	35-55 yrs	55+ yrs
47%	52%	57%
53%	48%	43%

#### **Insight Box**

*For Question 1, 63% of adults agreed they were comfortable in discussing palliative care.*

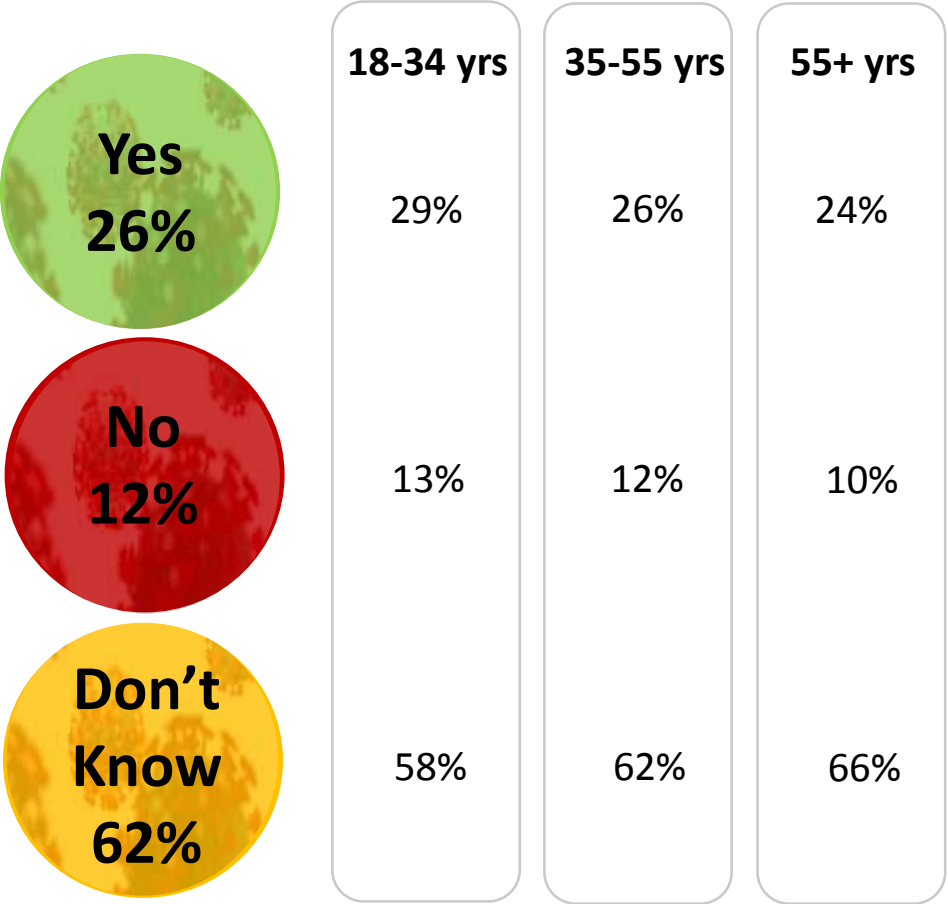
*Within this group, **59%** believe the COVID-19 pandemic has increased the importance of discussing palliative care if they or someone that is important to them has a life-limiting illness.*

*n=631*



Over a quarter (26%) of adults believe the COVID-19 Coronavirus pandemic infection control measures have changed the delivery of palliative care.

Infection control on palliative care



**Insight Box**

*For Question 1, 76% agree that palliative care should be considered as early as possible when diagnosed with any life-limiting illness.*

*Within this group, **30%** believe the believe COVID-19 pandemic infection control measures have changed the delivery of palliative care*  
n=759



# THANK YOU.

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# APPENDIX

Q: Please state how much you agree or disagree with each of the following statements about palliative care: **I know how palliative care could help me or someone important to me**



	Gender			Regions				Age Breakdown		
	Total	Male	Female	Dublin	Rest of Leinster	Munster	Connacht/ Ulster	18-34 yrs	35-54 yrs	55+ yrs
<b>I know how palliative care could help me or someone important to me</b>										
Strongly Agree	30 %	25 %	34 %	25 %	34 %	31 %	28 %	24 %	30 %	34 %
Agree	46 %	44 %	47 %	47 %	40 %	47 %	49 %	38 %	46 %	52 %
Neither Agree nor Disagree	13 %	13 %	12 %	15 %	9 %	12 %	13 %	13 %	15 %	9 %
Disagree	10 %	14 %	6 %	9 %	15 %	7 %	10 %	18 %	8 %	5 %
Strongly Disagree	2 %	3 %	1 %	5 %	1 %	2 %	0 %	6 %	1 %	0 %

Q: Please state how much you agree or disagree with each of the following statements about palliative care: **Palliative care should be considered as early as possible when diagnosed with any life-limiting illness**



	Gender			Regions				Age Breakdown		
	Total	Male	Female	Dublin	Rest of Leinster	Munster	Connacht/ Ulster	18-34 yrs	35-54 yrs	55+ yrs
<b>Palliative care should be considered as early as possible when diagnosed with any life-limiting illness</b>										
Strongly Agree	31 %	25 %	37 %	24 %	37 %	31 %	38 %	30 %	31 %	33 %
Agree	45 %	47 %	43 %	49 %	41 %	43 %	42 %	39 %	46 %	49 %
Neither Agree nor Disagree	18 %	21 %	16 %	22 %	18 %	16 %	18 %	26 %	19 %	12 %
Disagree	5 %	6 %	4 %	5 %	3 %	9 %	2 %	4 %	5 %	6 %
Strongly Disagree	1 %	1 %	0 %	0 %	1 %	1 %	0 %	1 %	0 %	0 %

Q: Please state how much you agree or disagree with each of the following statements about palliative care: **Palliative care is only for people with advanced cancer**



	Total	Gender		Regions				Age Breakdown		
		Male	Female	Dublin	Rest of Leinster	Munster	Connacht/ Ulster	18-34 yrs	35-54 yrs	55+ yrs
<b>Palliative care is only for people with advanced cancer</b>										
Strongly Agree	5 %	8 %	3 %	4 %	11 %	5 %	2 %	13 %	2 %	2 %
Agree	10 %	11 %	9 %	11 %	7 %	9 %	13 %	10 %	11 %	8 %
Neither Agree nor Disagree	23 %	28 %	19 %	26 %	26 %	22 %	19 %	27 %	26 %	18 %
Disagree	46 %	43 %	49 %	48 %	42 %	47 %	47 %	41 %	44 %	53 %
Strongly Disagree	15 %	10 %	20 %	12 %	14 %	16 %	19 %	9 %	16 %	19 %



Q: Please state how much you agree or disagree with each of the following statements about palliative care: **If a person is receiving palliative care, they must give up their other treatments**



	Gender			Regions				Age Breakdown		
	Total	Male	Female	Dublin	Rest of Leinster	Munster	Connacht/ Ulster	18-34 yrs	35-54 yrs	55+ yrs
<b>If a person is receiving palliative care, they must give up their other treatments</b>										
Strongly Agree	4 %	6 %	2 %	4 %	9 %	3 %	2 %	10 %	2 %	2 %
Agree	8 %	11 %	5 %	10 %	4 %	10 %	4 %	11 %	9 %	3 %
Neither Agree nor Disagree	32 %	35 %	30 %	34 %	36 %	28 %	30 %	32 %	32 %	33 %
Disagree	39 %	33 %	45 %	35 %	38 %	43 %	41 %	34 %	41 %	42 %
Strongly Disagree	16 %	15 %	18 %	17 %	12 %	15 %	22 %	13 %	17 %	20 %

Q: Please state how much you agree or disagree with each of the following statements about palliative care: **I am comfortable to think or talk about palliative care**



	Total	Gender		Regions				Age Breakdown		
		Male	Female	Dublin	Rest of Leinster	Munster	Connacht/ Ulster	18-34 yrs	35-54 yrs	55+ yrs
<b>I am comfortable to think or talk about palliative care</b>										
Strongly Agree	20 %	20 %	20 %	17 %	24 %	24 %	13 %	23 %	18 %	19 %
Agree	43 %	41 %	45 %	51 %	37 %	38 %	46 %	33 %	43 %	53 %
Neither Agree nor Disagree	23 %	24 %	22 %	20 %	20 %	23 %	31 %	23 %	24 %	21 %
Disagree	13 %	14 %	12 %	11 %	17 %	15 %	9 %	19 %	13 %	7 %
Strongly Disagree	1 %	2 %	1 %	1 %	3 %	1 %	1 %	2 %	1 %	1 %

Q: Please state how much you agree or disagree with each of the following statements about palliative care: **I would feel confident to discuss palliative care with a hospital consultant, GP, community nurse or other health and social care professional**



	Total	Gender		Regions				Age Breakdown		
		Male	Female	Dublin	Rest of Leinster	Munster	Connacht/ Ulster	18-34 yrs	35-54 yrs	55+ yrs
<b>I would feel confident to discuss palliative care with a hospital consultant, GP, community nurse or other health and social care professional</b>										
Strongly Agree	23 %	21 %	25 %	19 %	28 %	27 %	20 %	24 %	22 %	25 %
Agree	49 %	47 %	51 %	53 %	40 %	49 %	52 %	36 %	51 %	58 %
Neither Agree nor Disagree	20 %	23 %	17 %	21 %	19 %	17 %	25 %	29 %	20 %	12 %
Disagree	6 %	7 %	6 %	6 %	12 %	5 %	3 %	8 %	7 %	4 %
Strongly Disagree	1 %	1 %	1 %	1 %	1 %	2 %	0 %	2 %	1 %	1 %

Q: Please state how much you agree or disagree with each of the following statements about palliative care: **I would like to be supported to discuss and write down my wishes and preferences for care at the end of life.**



	Total	Gender		Regions				Age Breakdown		
		Male	Female	Dublin	Rest of Leinster	Munster	Connacht /Ulster	18-34 yrs	35-54 yrs	55+ yrs
<b>I would like to be supported to discuss and write down my wishes and preferences for care at the end of life</b>										
Strongly Agree	31 %	26 %	36 %	27 %	39 %	30 %	31 %	35 %	29 %	30 %
Agree	49 %	50 %	48 %	52 %	45 %	48 %	50 %	39 %	52 %	54 %
Neither Agree nor Disagree	17 %	21 %	14 %	19 %	15 %	18 %	17 %	25 %	15 %	13 %
Disagree	2 %	2 %	2 %	2 %	1 %	4 %	2 %	1 %	3 %	3 %
Strongly Disagree	0 %	0 %	0 %	0 %	1 %	0 %	0 %	0 %	0 %	1 %

Q: Please state how much you agree or disagree with each of the following statements about palliative care: **Palliative care is a last resort**



	Total	Gender		Regions				Age Breakdown		
		Male	Female	Dublin	Rest of Leinster	Munster	Connacht/ Ulster	18-34 yrs	35-54 yrs	55+ yrs
<b>Palliative care is a last resort</b>										
Strongly Agree	8 %	10 %	7 %	6 %	15 %	7 %	6 %	14 %	6 %	6 %
Agree	25 %	26 %	23 %	31 %	22 %	20 %	23 %	24 %	24 %	25 %
Neither Agree nor Disagree	31 %	36 %	26 %	33 %	32 %	28 %	31 %	38 %	29 %	27 %
Disagree	29 %	23 %	35 %	26 %	24 %	36 %	32 %	21 %	33 %	32 %
Strongly Disagree	7 %	5 %	9 %	5 %	7 %	9 %	8 %	3 %	7 %	10 %

Q: In terms of Covid-19, how has it affected your thoughts on palliative care?



	Total	Gender		Regions				Age Breakdown		
		Male	Female	Dublin	Rest of Leinster	Munster	Connacht/Ulster	18-34 yrs	35-54 yrs	55+ yrs
<b>The COVID-19 Coronavirus pandemic has made me more reluctant to think or talk about palliative care than before</b>										
Yes	15 %	16 %	14 %	10 %	21 %	14 %	15 %	21 %	12 %	12 %
No	85 %	84 %	86 %	90 %	79 %	86 %	85 %	79 %	88 %	88 %
<b>The COVID-19 Coronavirus pandemic has made me think more about death and dying than before</b>										
Yes	54 %	51 %	57 %	58 %	54 %	50 %	52 %	58 %	51 %	54 %
No	46 %	49 %	43 %	42 %	46 %	50 %	48 %	42 %	49 %	46 %
<b>The COVID-19 Coronavirus pandemic has increased the importance of discussing my wishes and preferences for care at the end of life</b>										
Yes	45 %	39 %	51 %	43 %	46 %	47 %	44 %	39 %	45 %	51 %
No	55 %	61 %	49 %	57 %	54 %	53 %	56 %	61 %	55 %	49 %
<b>The COVID-19 Coronavirus pandemic has increased the importance of discussing palliative care if I or someone important to me has a life-limiting illness</b>										
Yes	52 %	46 %	58 %	49 %	51 %	55 %	55 %	47 %	52 %	57 %
No	48 %	54 %	42 %	51 %	49 %	45 %	45 %	53 %	48 %	43 %
<b>COVID-19 Coronavirus pandemic infection control measures have changed the delivery of palliative care</b>										
Yes	26 %	25 %	27 %	23 %	26 %	27 %	32 %	29 %	26 %	24 %
No	12 %	12 %	11 %	14 %	11 %	10 %	10 %	13 %	12 %	10 %
Don't Know	62 %	63 %	61 %	63 %	63 %	63 %	58 %	58 %	61 %	66 %