



Palliative Care Research Study NI (July 2021 Version 1.3)



All Ireland Institute of
Hospice and Palliative Care





Palliative Care Research Study - NI

EXECUTIVE SUMMARY



OVERVIEW

iReach Insights conducted this research on behalf of the All Ireland Institute of Hospice and Palliative Care (AIHPC), tracking the thoughts of palliative care in NI. The research was conducted in NI and received 500 responses. The research report provides insights into how comfortable adults in NI are with discussing palliative care and where they would prefer to have palliative care.

KEY POINTS

Talking about Palliative Care



- Only 29% would prefer not to talk to anyone about their serious illness which could cause their death.
- If living with a serious illness 68% would like someone important to them to have the opportunity to talk to their doctor or other health care professional about the best treatment for them.

Discussing Palliative Care with Doctor



- Only 28% would feel their doctor or other health care professional is giving up on them if they started talking about palliative care with them.
- Only 34% would think they only have days to live if their doctor or a health care professional talked to them about palliative care.

Dealing with Palliative Care



- 66% agree that if living with a serious illness they don't mind where they are cared for as long as they have a good quality of life and their physical and emotional pain is managed and are comfortable.
- 67% of all adults would prefer to have palliative care at home.

Hospice vs. Hospital



- 17% would rather have palliative care in a hospice while living with a serious illness.
- Only 14% would prefer to have palliative care in a hospital. This figure is highest amongst adults aged 18-34 years with 20% agreeing.



Palliative Care Research Study - NI

METHODOLOGY



Palliative Care Research Study 2021

Nationwide Study in Northern Ireland and run as a Standalone Survey of Adults in NI



Consumer Research Project

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

iReach Consumer Omnibus Survey

Fieldwork undertaken from 9th to 15th of July 2021



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 = 500 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 500 interviews, this provides a confidence level of + or – 3.5% at a 95% confidence interval.



Palliative Care Research Study - NI

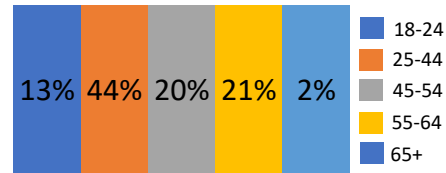
DEMOGRAPHICS



Gender



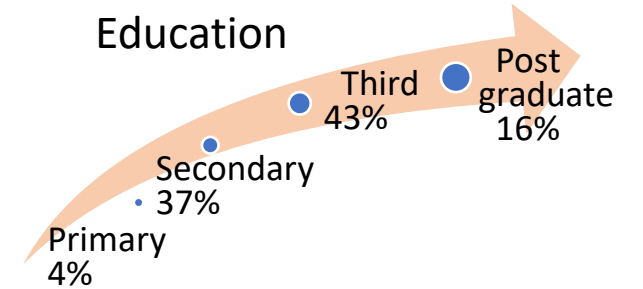
Age of respondents



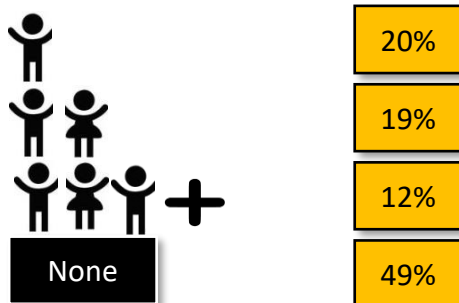
Marital Status

Single/Never Married	38%
Married/Cohabiting	50%
Separated/Divorced/Widowed	11%
Prefer not to say	1%

Education



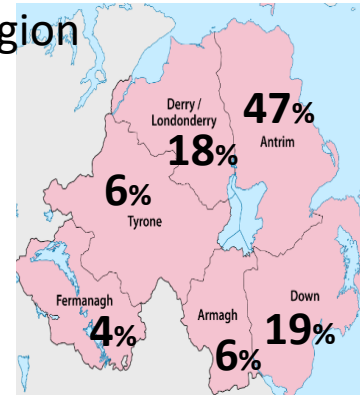
Children at Home



Household Income

< €19,999	29%
€20K - €39,999	36%
€40K - €59,999	17%
€60K - €79,999	7%
€80K+	6%
Prefer not to say	4%
Don't know	1%

Region



Occupation

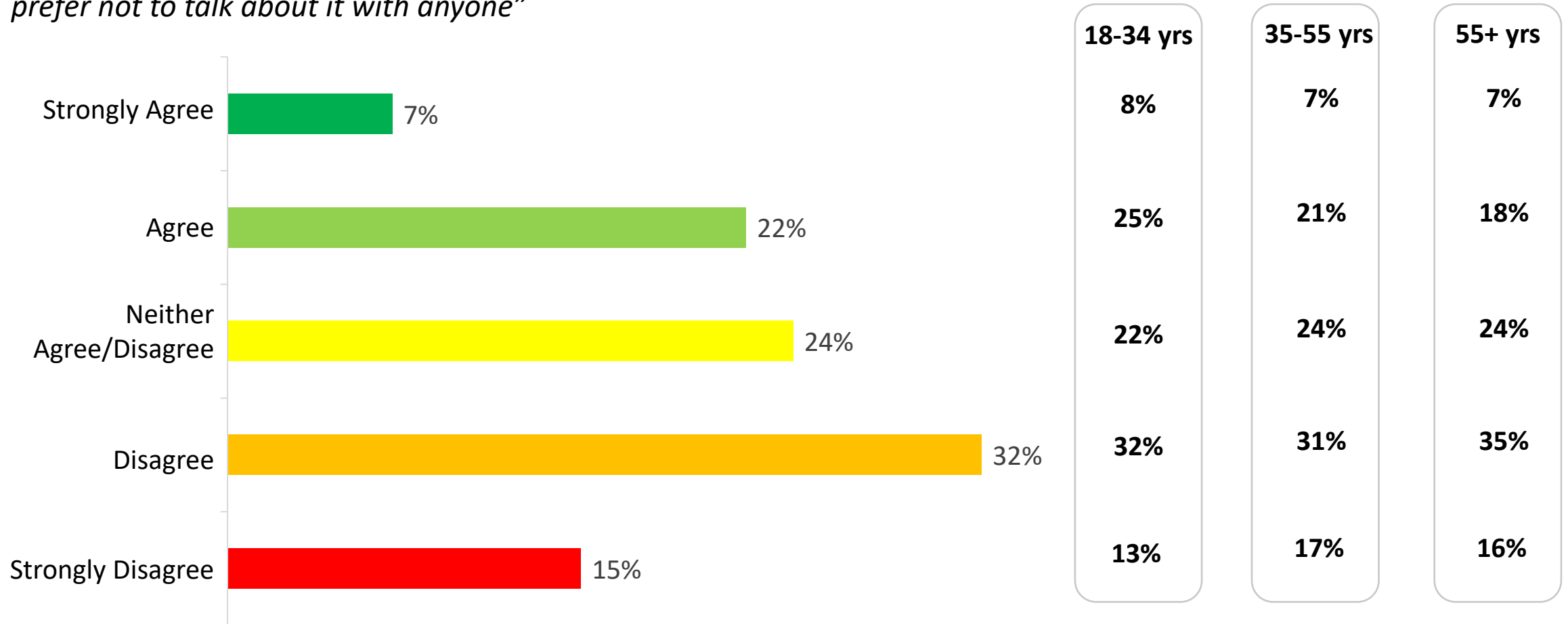
High managerial, admin, professional	5%
Intermediate managerial, admin, professional	15%
Supervisor, Jr managerial, admin, professional	27%
Manual worker (skilled, non-skilled)	19%
Self Employed	2%
Casual Worker – Not Permanent Employment	2%
Homemaker	6%
Unemployed	10%
Student	8%
Retired (on state, private pension)	4%
Full Time Carer	2%

Palliative Care: NI



Only 29% (7% + 22%) would prefer not to talk to anyone about their serious illness which could cause their death. This figure is highest amongst adults aged 18-34 with 33% agreeing.

“If I was living with a serious illness which could cause my death, I would prefer not to talk about it with anyone”

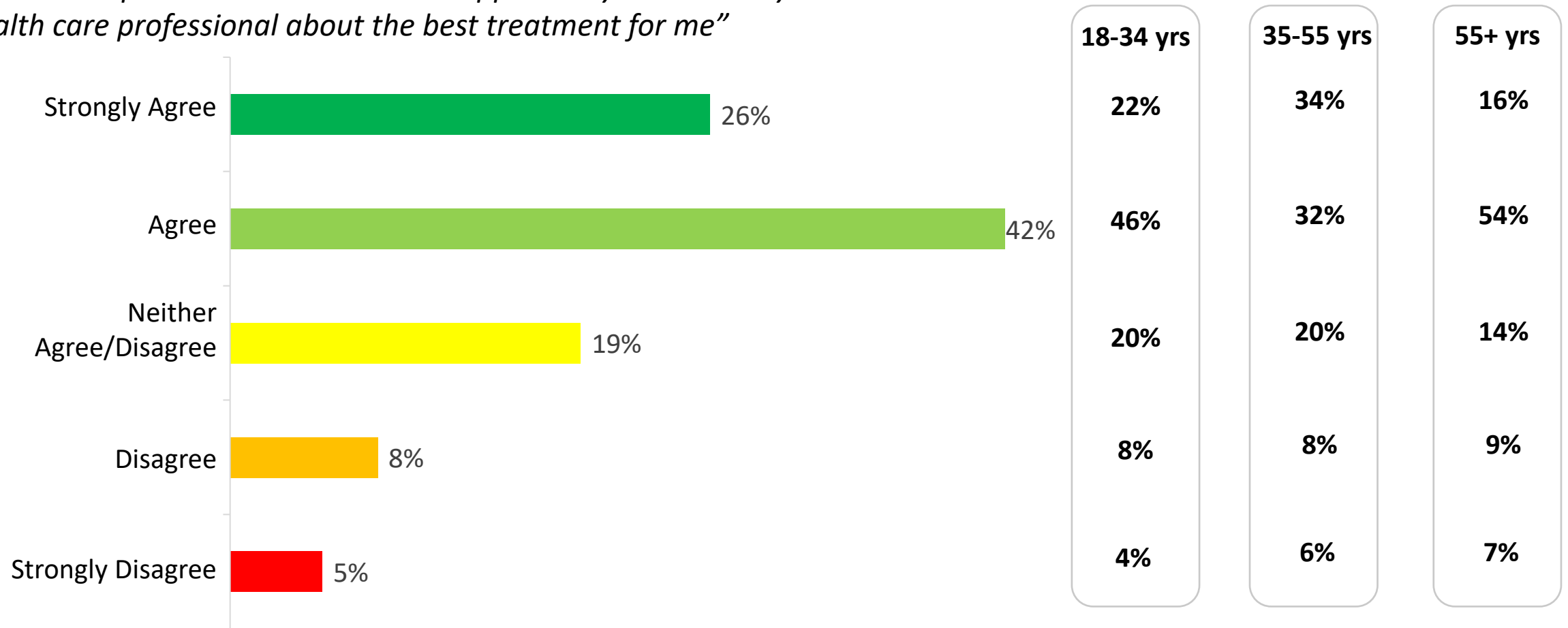


Q: Please state how much you agree or disagree with each of the following statements: If I was living with a serious illness which could cause my death, I would prefer not to talk about it with anyone: (Single Grid n=500)



If living with a serious illness 68% (26% + 42%) would like someone important to them to have the opportunity to talk to their doctor or other health care professional about the best treatment for them.

“If I was living with a serious illness which could cause my death, I would like someone important to me to have an opportunity to talk to my doctor or other health care professional about the best treatment for me”

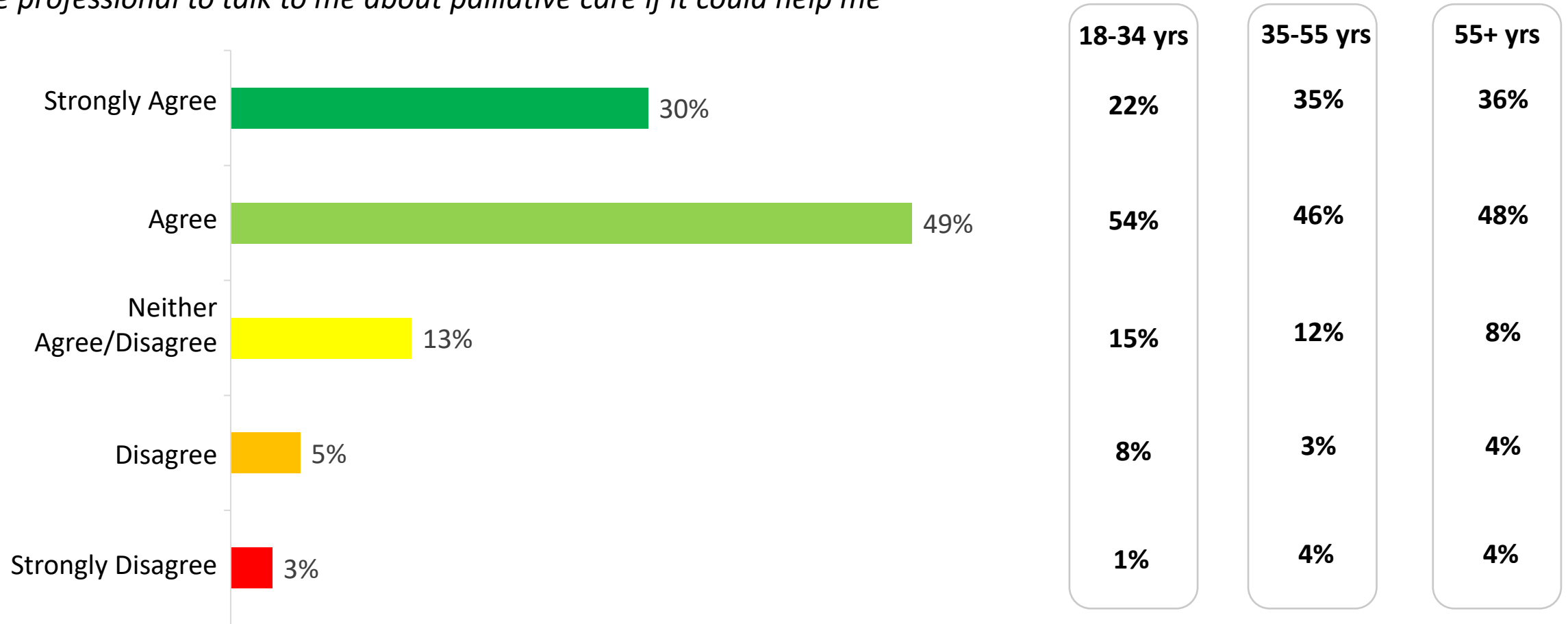


‘If I was living with a serious illness which could cause my death, I would like someone important to me to have an opportunity to talk to my doctor or other health care professional about the best treatment for me’: (Single Grid n=500)



If living with a serious illness, the majority 79%, (30% + 49%) of all adults would like their doctor, nurse or other health care professional to talk to them about palliative care if it could help them.

“If I was living with a serious illness, I would like my doctor, nurse or other health care professional to talk to me about palliative care if it could help me”

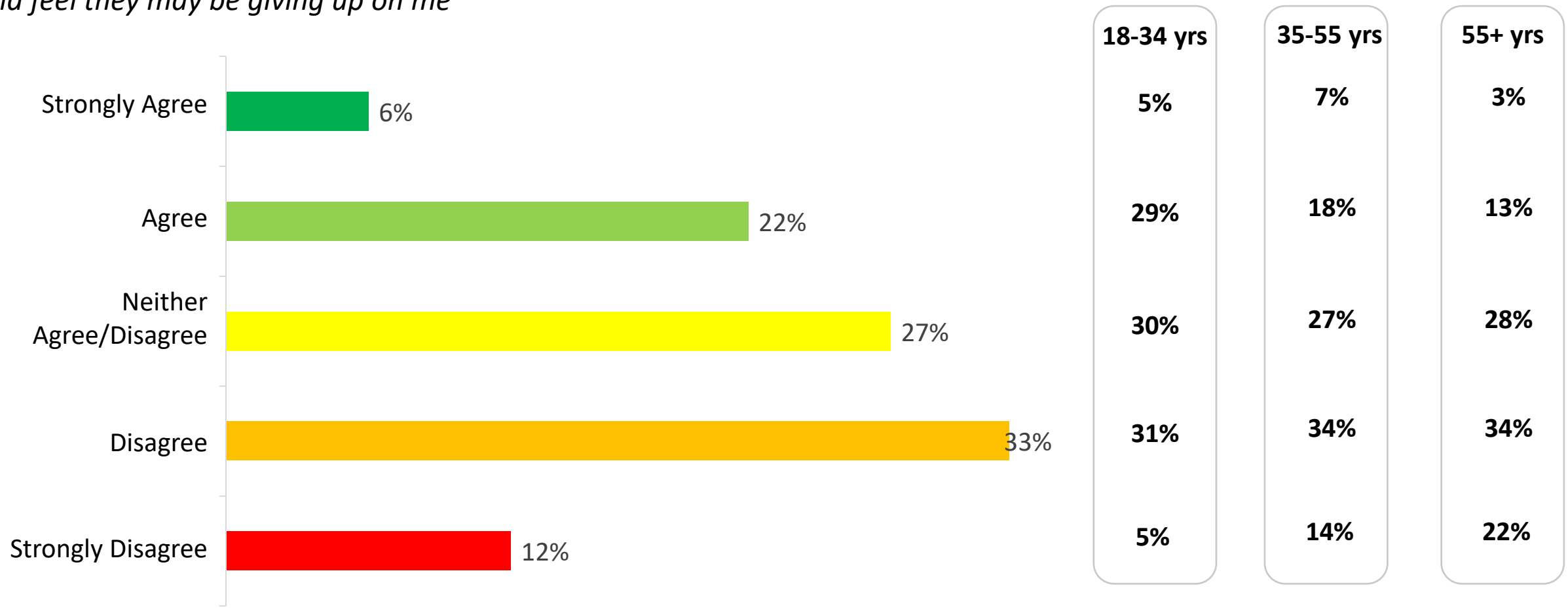


Q: Please state how much you agree or disagree with each of the following statements: If I was living with a serious illness, I would like my doctor, nurse or other health care professional to talk to me about palliative care if it could help me (Single Grid n=500)

Only 28% (6% + 22%) would feel their doctor or other health care professional is giving up on them if they started talking about palliative care with them.



“If my doctor or other health care professional talked to me about palliative care, I would feel they may be giving up on me”

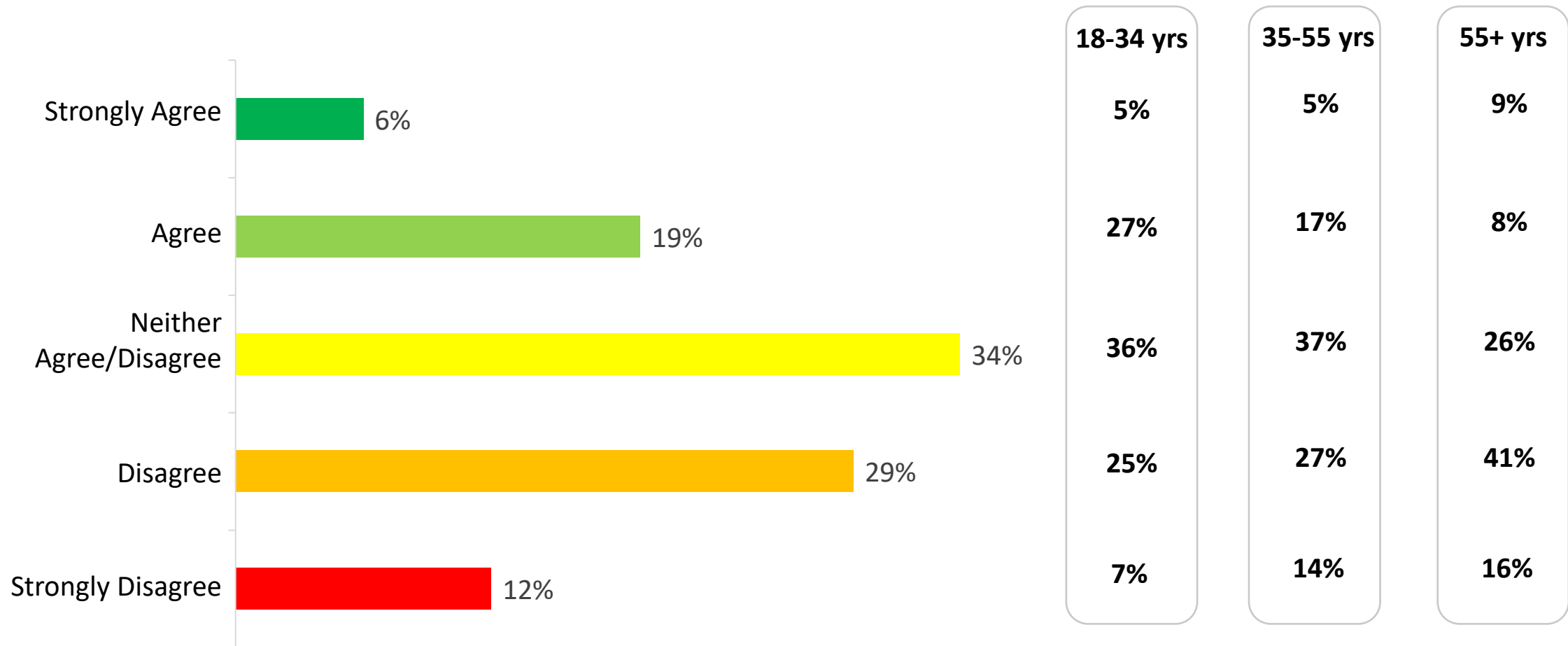


Q: Please state how much you agree or disagree with each of the following statements: If my doctor or other health care professional talked to me about palliative care, I would feel they may be giving up on me (Single Grid n=500)



41% (29% + 12%) disagree that you would have to be in a hospice to receive palliative care. This figure is highest amongst adults aged 55+ with 57% disagreeing.

"I would have to be in a hospice to receive palliative care"

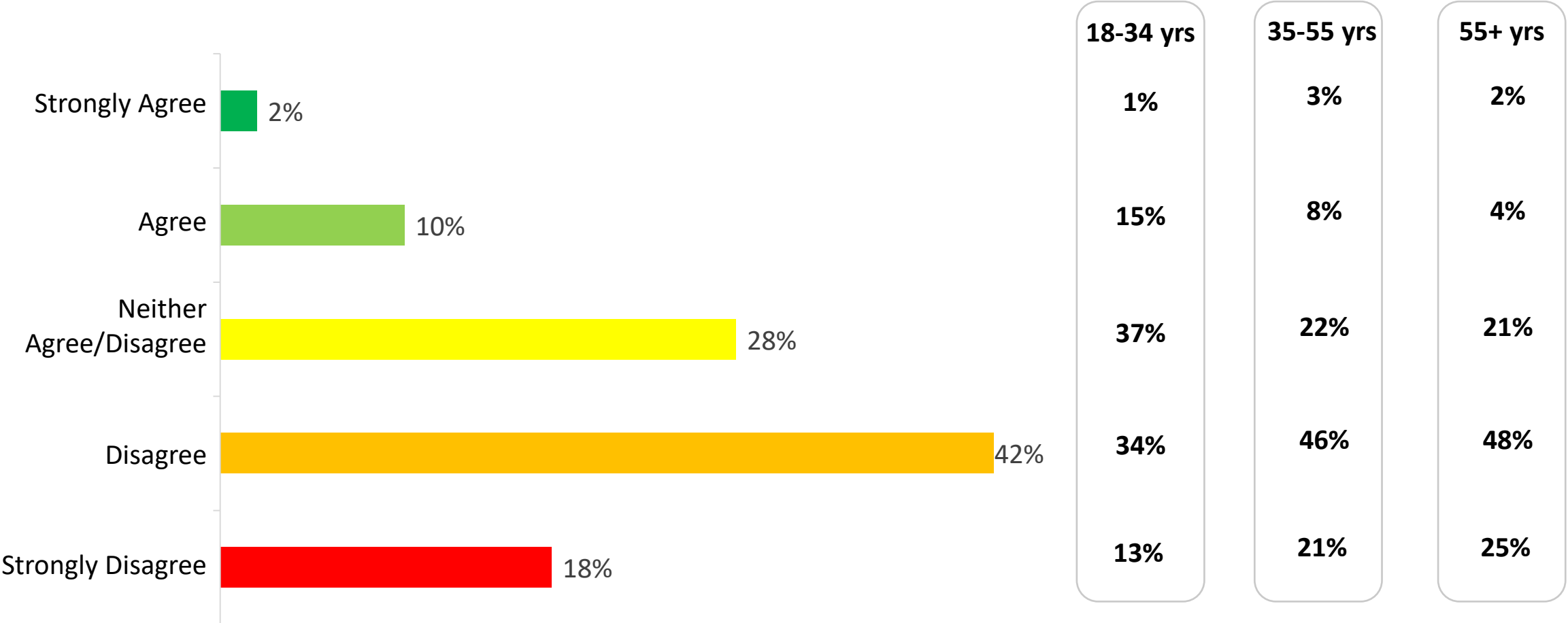


Q: Please state how much you agree or disagree with each of the following statements: I would have to be in a hospice to receive palliative care (Single Grid n=500)



60% (42% + 18%) disagree that you can only get palliative care if they have cancer. This figure is highest among adults aged 55+ with 72% disagreeing.

“I can only receive palliative care if I have cancer”

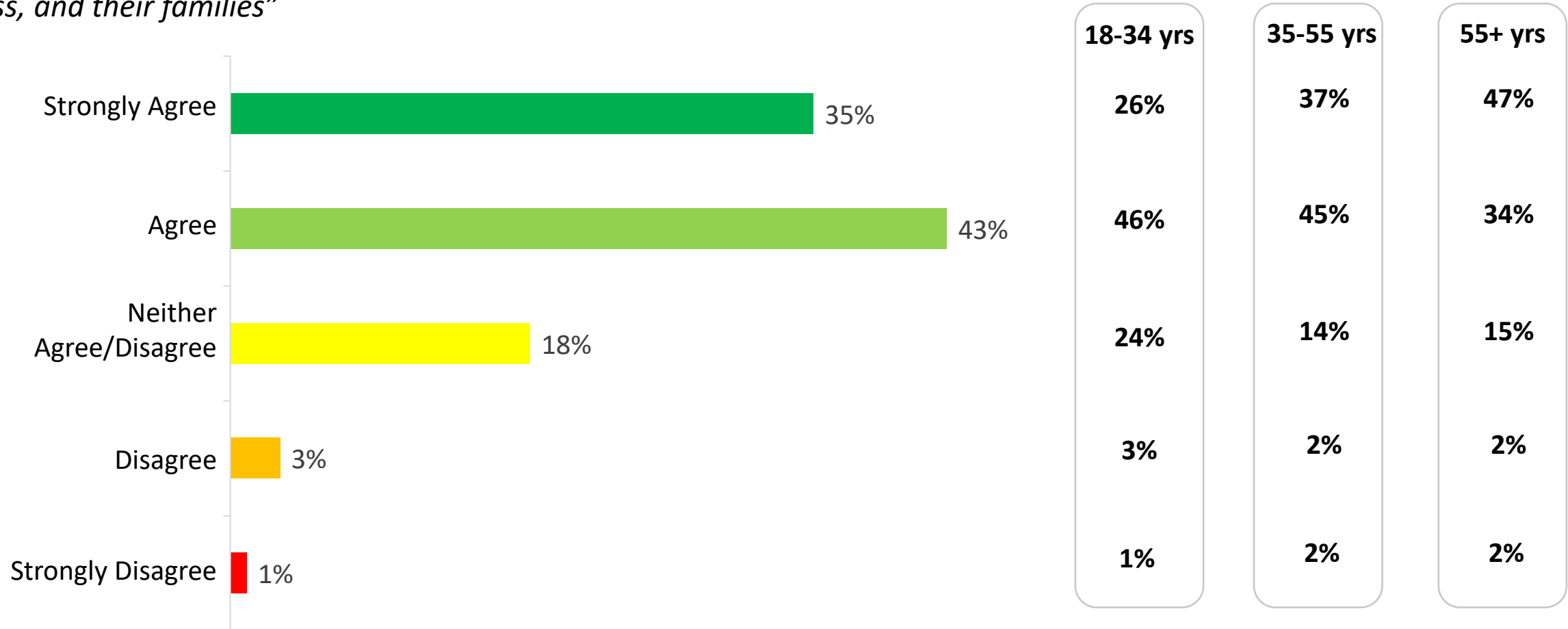


Q: Please state how much you agree or disagree with each of the following statements: I can only receive palliative care if I have cancer (Single Grid n=500)

78% (35% + 43%) agree that palliative care is very beneficial and supports those living with any serious illness, and their families.



“Palliative care is very beneficial and supports those living with any serious illness, and their families”

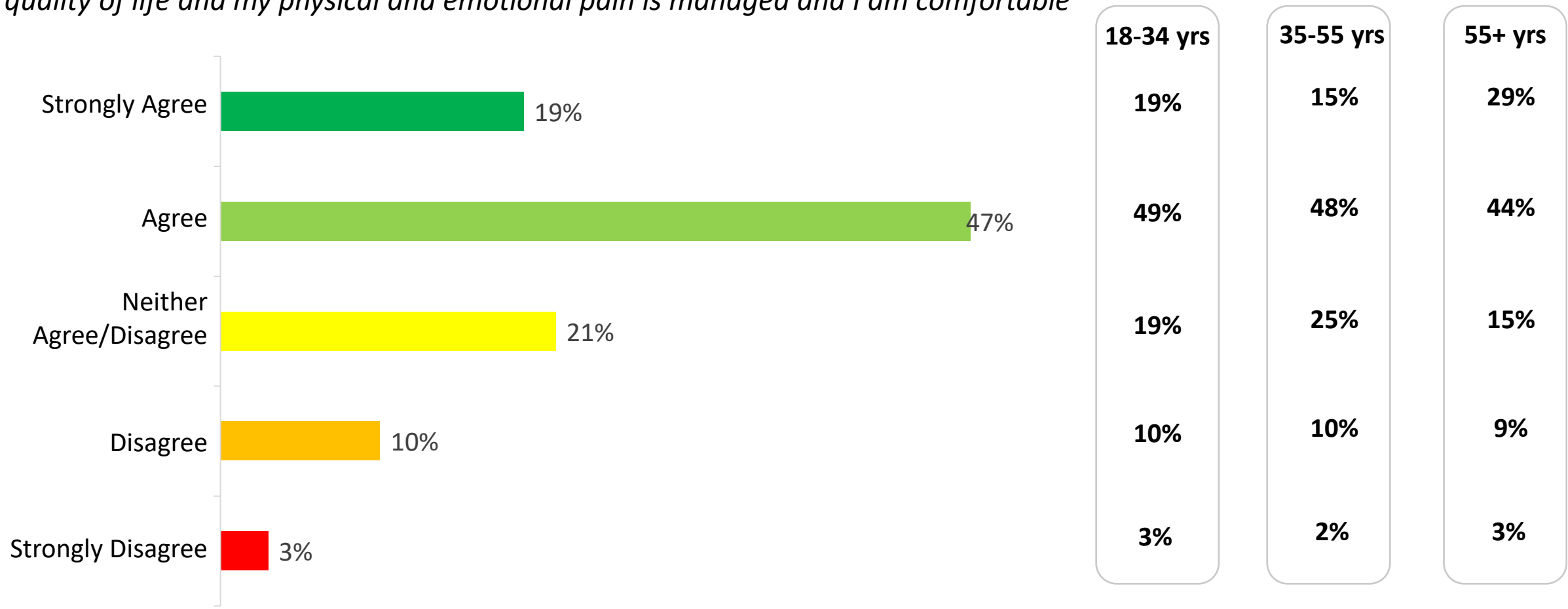


Q: Please state how much you agree or disagree with each of the following statements: Palliative care is very beneficial and supports those living with any serious illness, and their families (Single Grid n=500)



66% (19% + 47%) agree that if living with a serious illness they don't mind where they are cared for as long as they have a good quality of life and their physical and emotional pain is managed and are comfortable.

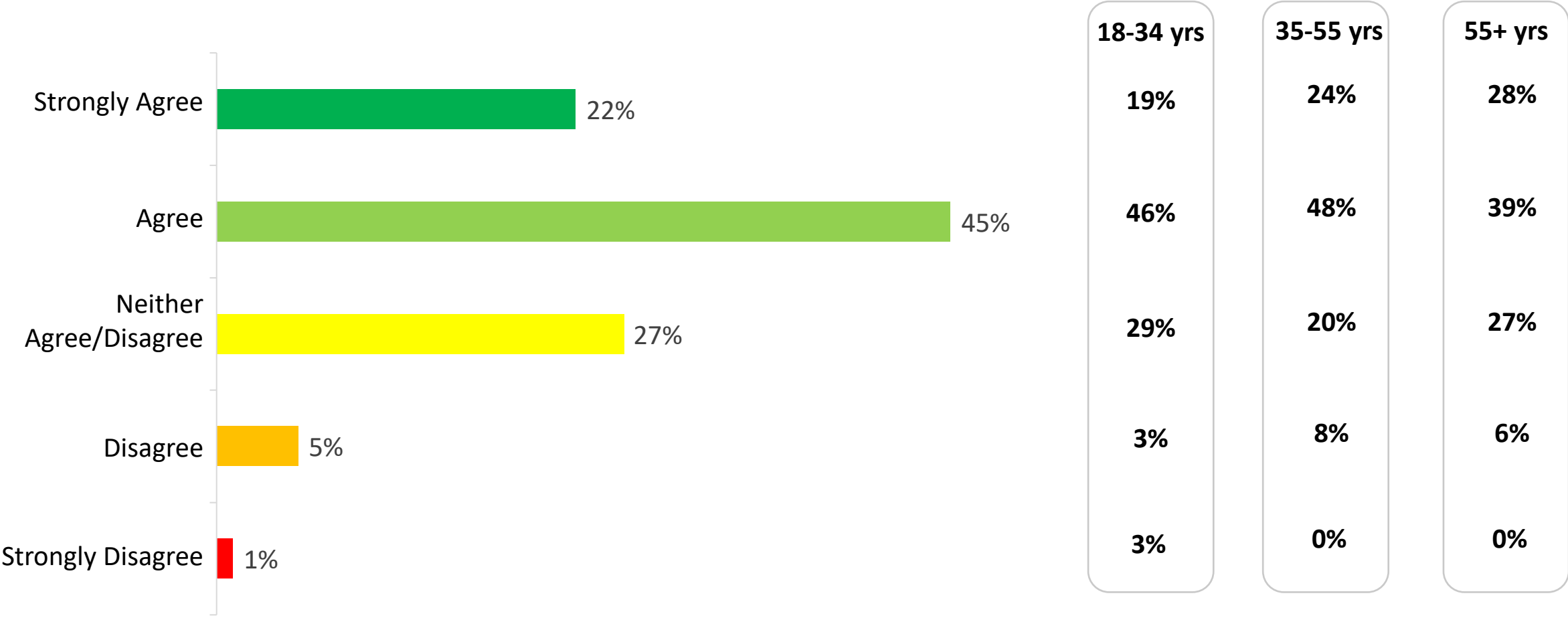
"If I was living with a serious illness, I don't mind where I am cared for as long as I have a good quality of life and my physical and emotional pain is managed and I am comfortable"



67% (22% + 45%) of all adults would prefer to have palliative care at home, if living with a serious illness.



“If I was living with a serious illness, I would prefer to have palliative care at home”

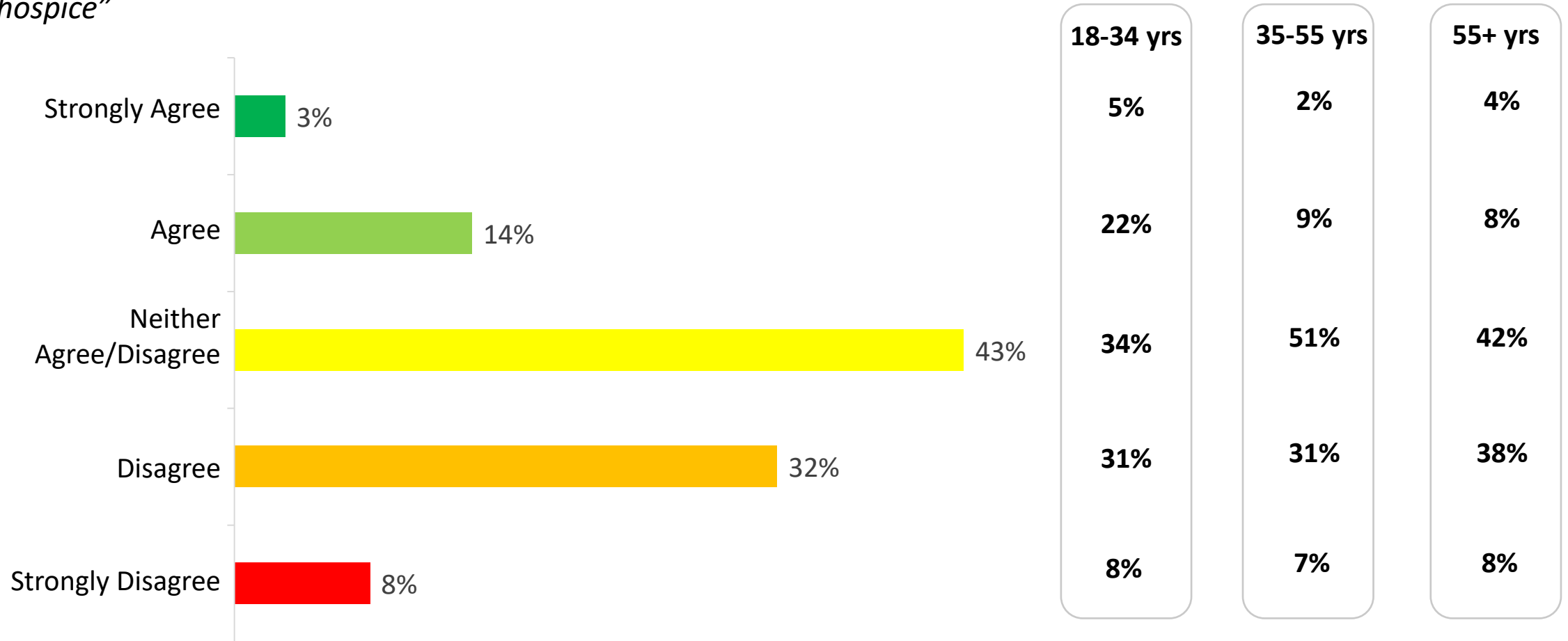


Q: Please state how much you agree or disagree with each of the following: If I was living with a serious illness, I would prefer to have palliative care at home (Single Grid n=500)



17% (3% + 14%) would rather have palliative care in a hospice while living with a serious illness. This figure is highest amongst adults aged 18-34 with 27% agreeing.

“If I was living with a serious illness, I would prefer to have palliative care in a hospice”

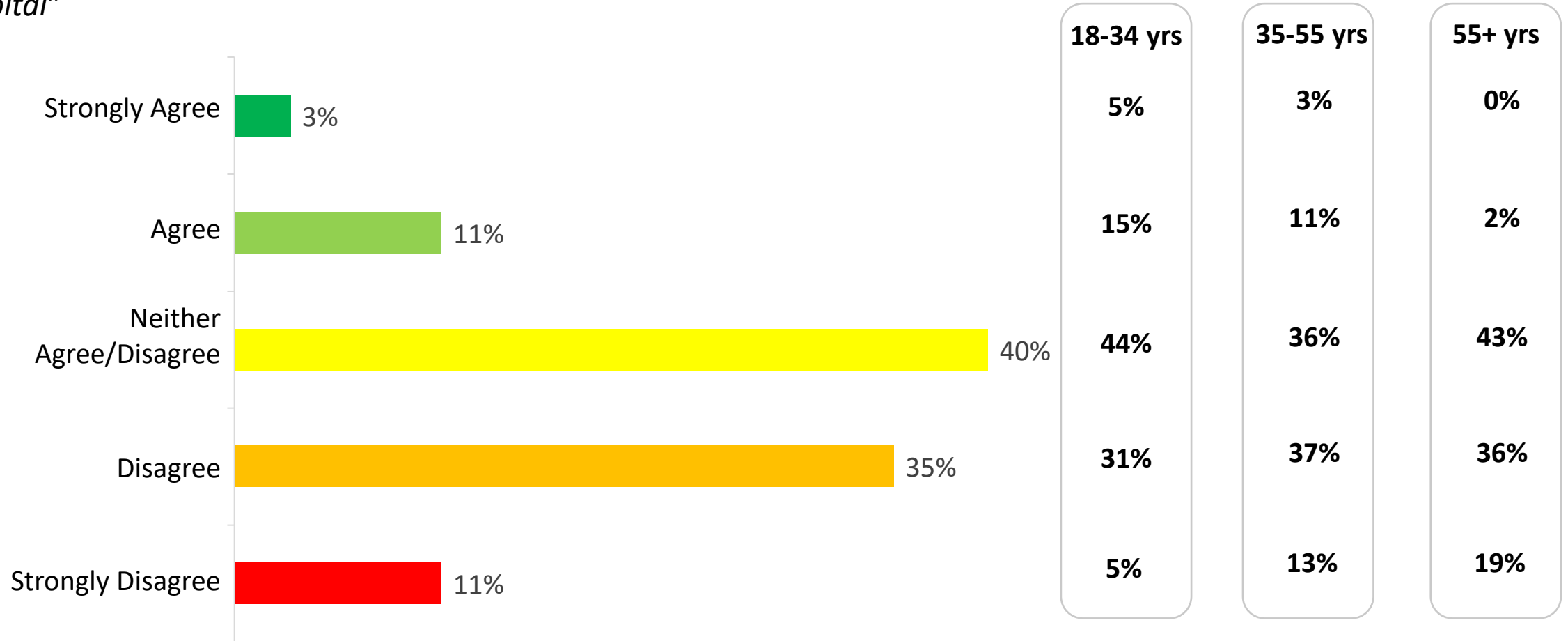


Q: Please state how much you agree or disagree with each of the following: If I was living with a serious illness, I would prefer to have palliative care in a hospice (Single Grid n=500)



Only 14% (3% + 11%) would prefer to have palliative care in a hospital. This figure is highest amongst adults aged 18-34 years with 20% agreeing.

“If I was living with a serious illness, I would prefer to have palliative care in a hospital”

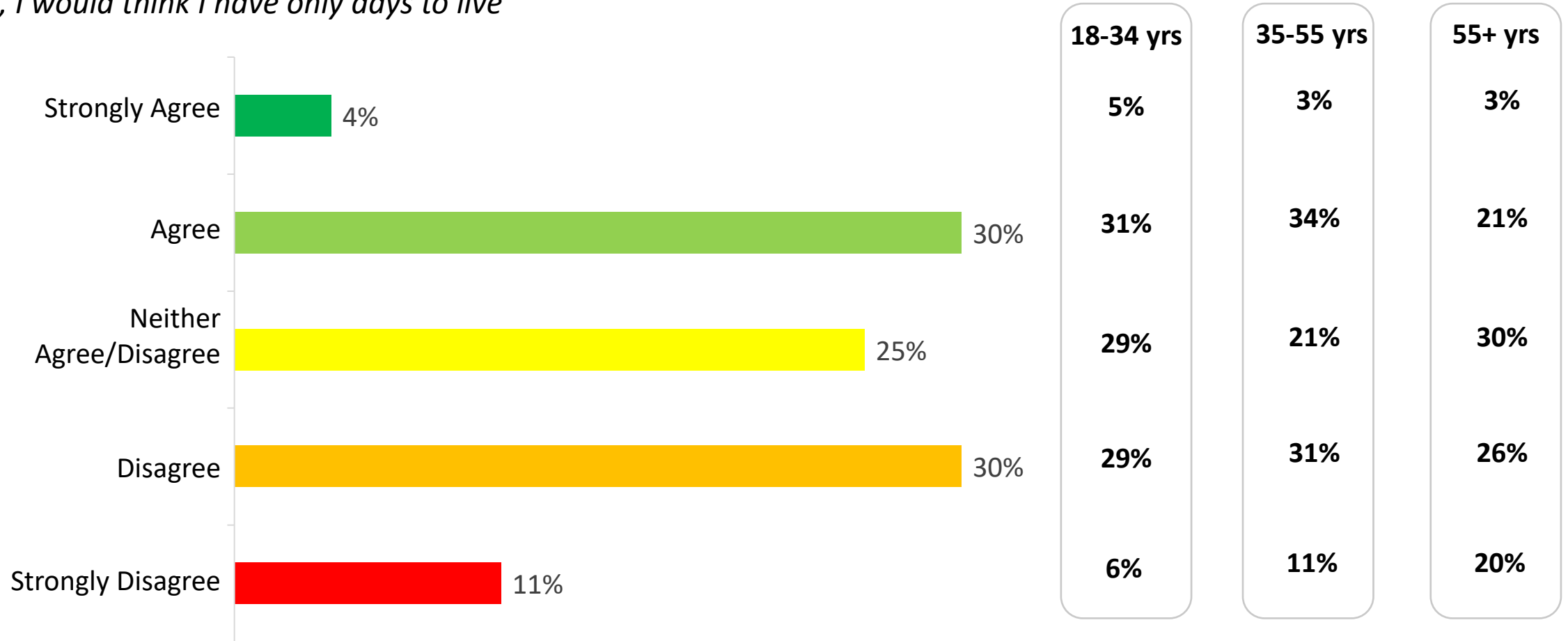


Q: Please state how much you agree or disagree with each of the following: If I was living with a serious illness, I would prefer to have palliative care in a hospital (Single Grid n=500)



34% (4% + 30%) would think they only have days to live if their doctor or a health care professional talked to them about palliative care. This figure is highest amongst adults aged 35-55 with 37% agreeing.

“If my doctor or other health care professional talked to me about palliative care, I would think I have only days to live”



Q: Please state how much you agree or disagree with each of the following: If my doctor or other health care professional talked to me about palliative care, I would think I have only days to live (Single Grid n=500)



THANK YOU.

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APPENDIX

Please state how much you agree or disagree with each of the following statements:

Cell content: Column% Chi2 level(W): 10 % Base: Question answ.	What gender are you?			Age 18 to 34	Age 35 to 54	Age 55+	Please indicate the county or city in which you live.						
	Total	Male	Female	18-34	35-54	55+	Belfast	Rest of Antrim	Armagh	Down	Fermanagh	Derry	Tyrone
New NI Weighting July 2020	500	245	255	193	207	100	144	95	22	96	17	93	32
If I was living with a serious illness which could cause my death, I would prefer not to talk about it with anyone													
Strongly Agree	7 %	11 %	4 %	8 %	7 %	7 %	12 %	3 %	0 %	5 %	14 %	11 %	0 %
Agree	22 %	24 %	20 %	25 %	21 %	18 %	23 %	24 %	22 %	12 %	20 %	25 %	26 %
Neither Agree nor Disagree	23 %	22 %	25 %	23 %	24 %	24 %	22 %	25 %	15 %	26 %	20 %	19 %	36 %
Disagree	32 %	29 %	35 %	32 %	31 %	35 %	30 %	35 %	41 %	36 %	37 %	23 %	38 %
Strongly Disagree	15 %	15 %	16 %	13 %	17 %	16 %	13 %	13 %	22 %	20 %	10 %	22 %	0 %
If I was living with a serious illness which could cause my death, I would like someone important to me to have an opportunity to talk to my doctor or other health care professional about the best treatment for me													
Strongly Agree	26 %	25 %	27 %	22 %	34 %	16 %	25 %	27 %	26 %	26 %	29 %	27 %	20 %
Agree	42 %	35 %	48 %	46 %	32 %	54 %	37 %	45 %	52 %	46 %	47 %	41 %	34 %
Neither Agree nor Disagree	19 %	22 %	16 %	20 %	20 %	14 %	22 %	24 %	11 %	16 %	10 %	13 %	23 %
Disagree	8 %	13 %	4 %	8 %	8 %	9 %	12 %	3 %	0 %	9 %	0 %	9 %	15 %
Strongly Disagree	5 %	6 %	5 %	4 %	6 %	7 %	4 %	2 %	11 %	3 %	14 %	10 %	7 %
If I was living with a serious illness, I would like my doctor, nurse or other health care professional to talk to me about palliative care if it could help me													
Strongly Agree	30 %	30 %	29 %	22 %	35 %	36 %	32 %	38 %	11 %	30 %	20 %	35 %	0 %
Agree	49 %	45 %	53 %	54 %	46 %	48 %	50 %	46 %	78 %	49 %	47 %	44 %	56 %
Neither Agree nor Disagree	13 %	17 %	9 %	16 %	12 %	8 %	12 %	9 %	0 %	15 %	24 %	13 %	26 %
Disagree	5 %	5 %	5 %	8 %	3 %	4 %	4 %	4 %	0 %	4 %	10 %	4 %	18 %
Strongly Disagree	3 %	3 %	3 %	1 %	4 %	4 %	3 %	2 %	11 %	3 %	0 %	4 %	0 %

If my doctor or other health care professional talked to me about palliative care, I would feel they may be giving up on me

Strongly Agree	6 %	6 %	5 %	5 %	7 %	3 %	9 %	4 %	0 %	3 %	0 %	10 %	0 %
Agree	22 %	23 %	21 %	29 %	18 %	13 %	19 %	22 %	18 %	15 %	10 %	33 %	31 %
Neither Agree nor Disagree	28 %	25 %	31 %	30 %	27 %	27 %	25 %	27 %	37 %	40 %	29 %	15 %	41 %
Disagree	33 %	32 %	33 %	31 %	34 %	34 %	37 %	32 %	34 %	33 %	33 %	32 %	20 %
Strongly Disagree	12 %	15 %	9 %	5 %	14 %	22 %	11 %	16 %	11 %	10 %	28 %	11 %	7 %

I would have to be in a hospice to receive palliative care

Strongly Agree	6 %	8 %	4 %	5 %	5 %	9 %	7 %	3 %	11 %	0 %	0 %	15 %	0 %
Agree	19 %	21 %	17 %	27 %	17 %	8 %	16 %	10 %	26 %	21 %	33 %	20 %	33 %
Neither Agree nor Disagree	34 %	35 %	33 %	35 %	36 %	26 %	42 %	36 %	8 %	37 %	57 %	19 %	29 %
Disagree	29 %	28 %	30 %	25 %	27 %	41 %	23 %	40 %	45 %	25 %	10 %	30 %	33 %
Strongly Disagree	12 %	8 %	16 %	7 %	14 %	16 %	11 %	11 %	11 %	16 %	0 %	15 %	5 %

I can only receive palliative care if I have cancer

Strongly Agree	2 %	3 %	1 %	1 %	3 %	2 %	3 %	2 %	0 %	0 %	10 %	3 %	0 %
Agree	10 %	12 %	8 %	15 %	8 %	4 %	18 %	3 %	0 %	0 %	10 %	13 %	23 %
Neither Agree nor Disagree	28 %	27 %	29 %	38 %	22 %	22 %	27 %	21 %	8 %	32 %	47 %	31 %	36 %
Disagree	42 %	39 %	44 %	34 %	46 %	47 %	36 %	61 %	71 %	45 %	14 %	27 %	41 %
Strongly Disagree	18 %	19 %	18 %	13 %	21 %	25 %	16 %	14 %	22 %	23 %	20 %	26 %	0 %

Palliative care is very beneficial and supports those living with any serious illness, and their families

Strongly Agree	35 %	33 %	37 %	26 %	37 %	47 %	36 %	30 %	55 %	37 %	20 %	39 %	26 %
Agree	43 %	42 %	44 %	46 %	45 %	34 %	41 %	54 %	34 %	45 %	37 %	42 %	31 %
Neither Agree nor Disagree	18 %	19 %	17 %	24 %	14 %	14 %	19 %	15 %	0 %	16 %	43 %	19 %	18 %
Disagree	3 %	3 %	3 %	3 %	3 %	2 %	1 %	2 %	0 %	3 %	0 %	0 %	26 %
Strongly Disagree	1 %	3 %	0 %	1 %	1 %	2 %	3 %	0 %	11 %	0 %	0 %	0 %	0 %

Please state how much you agree or disagree with each of the following statements:

Cell content: Column% Chi2 level(W): 10 % Base: Question answ.	What gender are you?			Age 18 to 34	Age 35 to 54	Age 55+	Please indicate the county or city in which you live.						
	Total	Male	Female	18-34	35-54	55+	Belfast	Rest of Antrim	Armagh	Down	Fermanagh	Derry	Tyrone
New NI Weighting July 2020	500	245	255	193	207	100	144	95	22	96	17	93	32
If I was living with a serious illness, I don't mind where I am cared for as long as I have a good quality of life and my physical and emotional pain is managed and I am comfortable													
Strongly Agree	19 %	21 %	18 %	19 %	15 %	29 %	27 %	13 %	32 %	14 %	10 %	23 %	5 %
Agree	47 %	48 %	47 %	49 %	48 %	44 %	42 %	54 %	52 %	45 %	71 %	42 %	62 %
Neither Agree nor Disagree	21 %	22 %	21 %	20 %	25 %	15 %	22 %	23 %	8 %	22 %	10 %	18 %	33 %
Disagree	10 %	8 %	11 %	10 %	10 %	9 %	8 %	7 %	8 %	15 %	10 %	13 %	0 %
Strongly Disagree	3 %	2 %	3 %	3 %	2 %	3 %	1 %	4 %	0 %	4 %	0 %	4 %	0 %
If I was living with a serious illness, I would prefer to have palliative care at home													
Strongly Agree	22 %	22 %	23 %	19 %	24 %	28 %	24 %	19 %	45 %	20 %	20 %	28 %	0 %
Agree	45 %	49 %	42 %	46 %	48 %	39 %	50 %	48 %	18 %	49 %	24 %	40 %	54 %
Neither Agree nor Disagree	25 %	24 %	27 %	29 %	21 %	28 %	20 %	30 %	37 %	23 %	57 %	23 %	28 %
Disagree	5 %	4 %	7 %	3 %	8 %	6 %	3 %	4 %	0 %	8 %	0 %	6 %	18 %
Strongly Disagree	1 %	2 %	1 %	3 %	0 %	0 %	3 %	0 %	0 %	0 %	0 %	3 %	0 %
If I was living with a serious illness, I would prefer to have palliative care in a hospice													
Strongly Agree	3 %	5 %	2 %	5 %	2 %	4 %	3 %	3 %	0 %	3 %	0 %	9 %	0 %
Agree	14 %	15 %	13 %	22 %	9 %	8 %	20 %	11 %	11 %	10 %	20 %	9 %	20 %
Neither Agree nor Disagree	43 %	42 %	43 %	35 %	51 %	42 %	40 %	51 %	52 %	46 %	43 %	36 %	33 %
Disagree	32 %	29 %	35 %	31 %	31 %	38 %	32 %	29 %	15 %	37 %	28 %	35 %	36 %
Strongly Disagree	8 %	9 %	7 %	8 %	7 %	8 %	5 %	6 %	22 %	5 %	10 %	11 %	11 %



If I was living with a serious illness, I would prefer to have palliative care in a hospital

Strongly Agree	3 %	5 %	2 %	5 %	3 %	0 %	5 %	3 %	0 %	2 %	14 %	3 %	5 %
Agree	11 %	14 %	8 %	15 %	11 %	2 %	12 %	10 %	0 %	6 %	0 %	16 %	20 %
Neither Agree nor Disagree	40 %	37 %	43 %	43 %	36 %	42 %	36 %	40 %	37 %	52 %	43 %	35 %	38 %
Disagree	35 %	32 %	37 %	31 %	37 %	36 %	40 %	31 %	41 %	33 %	33 %	32 %	26 %
Strongly Disagree	11 %	12 %	11 %	5 %	13 %	19 %	8 %	15 %	22 %	7 %	10 %	14 %	11 %

If my doctor or other health care professional talked to me about palliative care, I would think I have only days to live

Strongly Agree	4 %	3 %	5 %	5 %	3 %	3 %	6 %	2 %	0 %	0 %	14 %	7 %	0 %
Agree	30 %	31 %	29 %	31 %	34 %	21 %	26 %	27 %	45 %	24 %	10 %	44 %	39 %
Neither Agree nor Disagree	26 %	25 %	27 %	29 %	21 %	29 %	24 %	21 %	18 %	41 %	20 %	14 %	41 %
Disagree	30 %	28 %	31 %	29 %	31 %	26 %	33 %	36 %	26 %	27 %	33 %	26 %	13 %
Strongly Disagree	11 %	13 %	9 %	6 %	11 %	20 %	10 %	15 %	11 %	9 %	24 %	8 %	7 %