



Palliative Care Research Study ROI (July 2021 Version 1.2)



All Ireland Institute of
Hospice and Palliative Care



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 (AIHPC), 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 where they would prefer to have palliative care.

KEY POINTS

- Talking about Palliative Care** →

 - Only 22% would prefer not to talk to anyone about their serious illness which could cause their death.
 - If living with a serious illness 74% 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 26% would feel their doctor or other health care professional is giving up on them if they started talking about palliative care with them.
 - Only 28% 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** →

 - 64% 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.
 - 65% of all adults would prefer to have palliative care at home.
- Hospice vs. Hospital** →

 - Nearly half (49%) would not prefer to have palliative care in a hospital.
 - 16% would rather have palliative care in a hospice while living with a serious illness.
 - Over half (53%) disagree that you would have to be in a hospice to receive palliative care.



Palliative Care Research Study - ROI

METHODOLOGY



Palliative Care Research Study 2021

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 8th 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 = 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

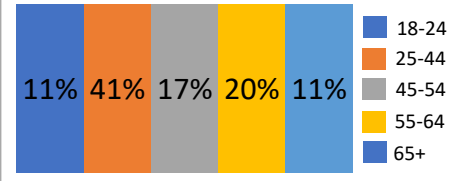


All Ireland Institute of Hospice and Palliative Care

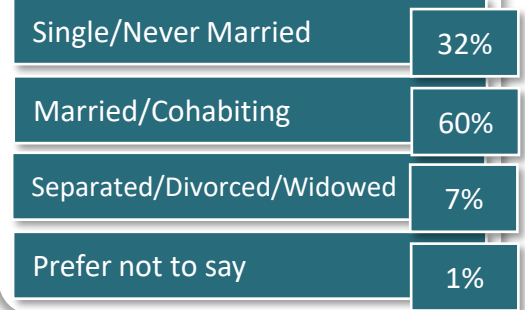
Gender



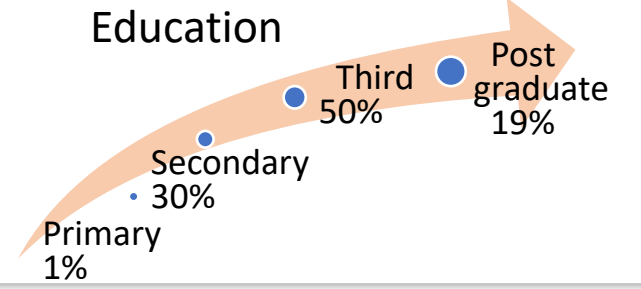
Age of respondents



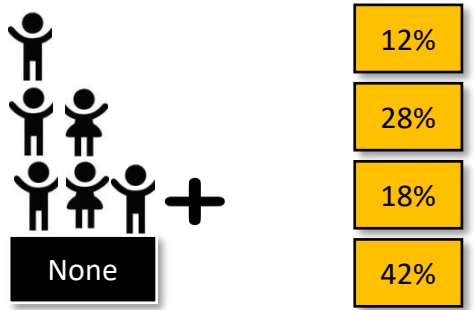
Marital Status



Education



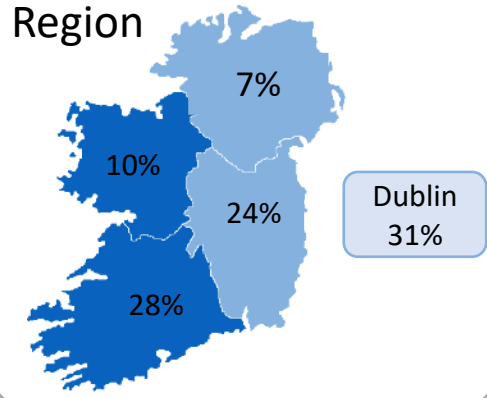
Children at Home



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

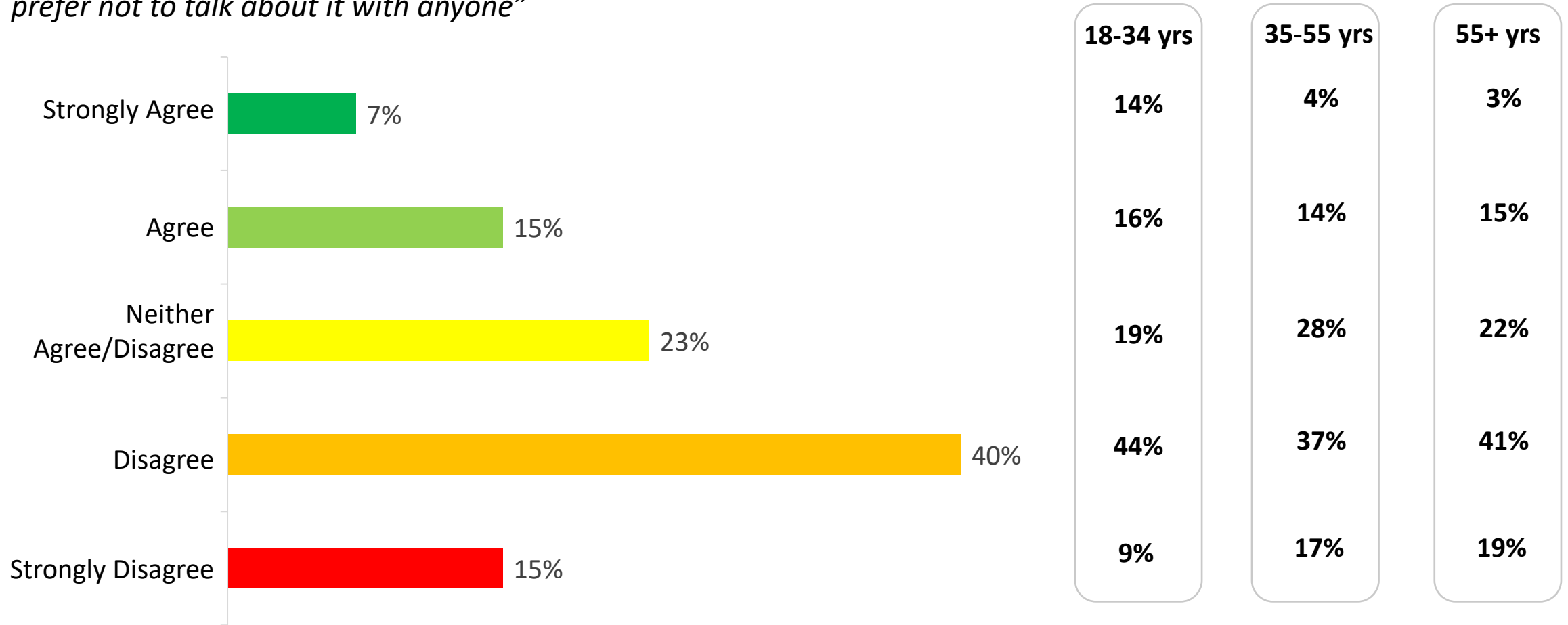
| | |
|--|-----|
| High managerial, admin, professional | 3% |
| Intermediate managerial, admin, professional | 14% |
| Supervisor, Jr managerial, admin, professional | 29% |
| Manual worker (skilled, non-skilled) | 13% |
| Self Employed | 3% |
| Casual Worker – Not Permanent Employment | 2% |
| Homemaker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

Palliative Care: ROI



Only 22% (7% + 15%) 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 30% agreeing.

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

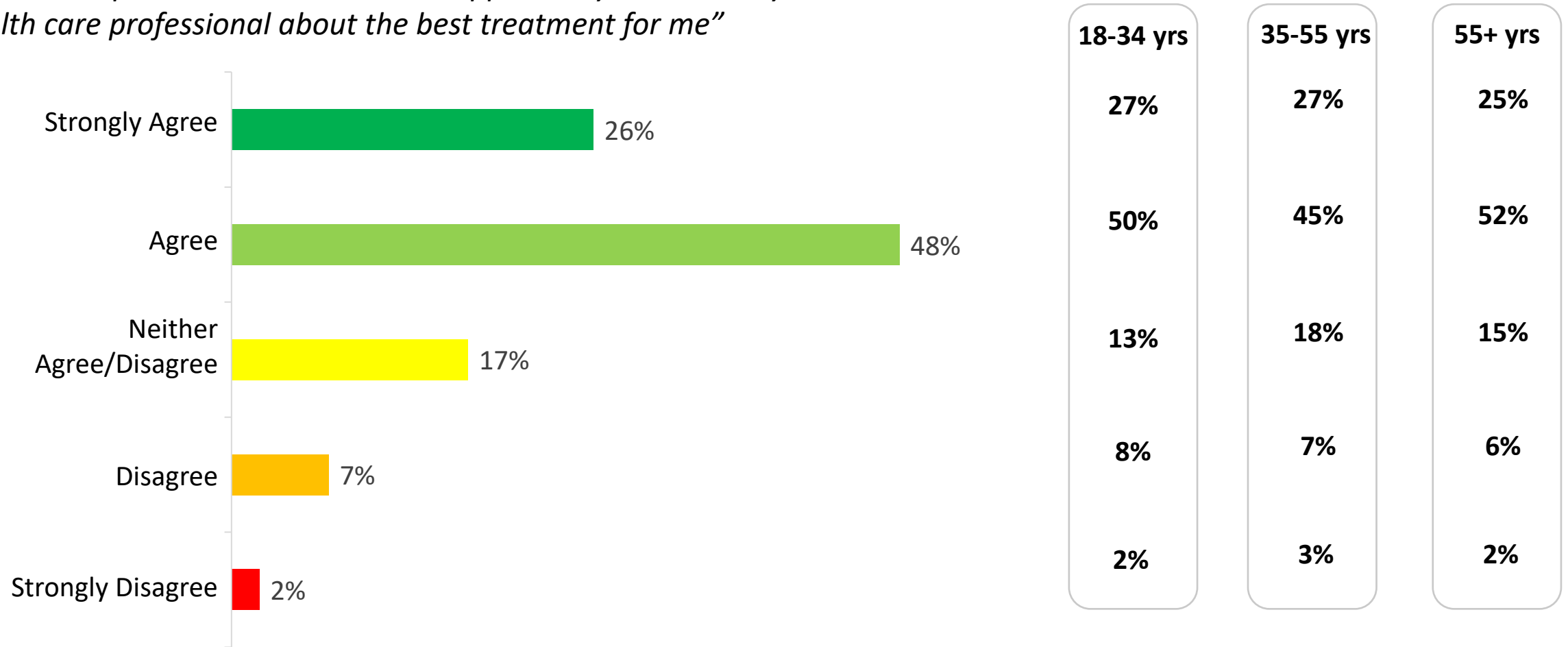


Q: Please state how much you agree or disagree with each of the following statements: If I was living with a serious illness which could cause my death, I would prefer not to talk about it with anyone: (Single Grid n=1,000)



If living with a serious illness 74% (26% + 48%) 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”

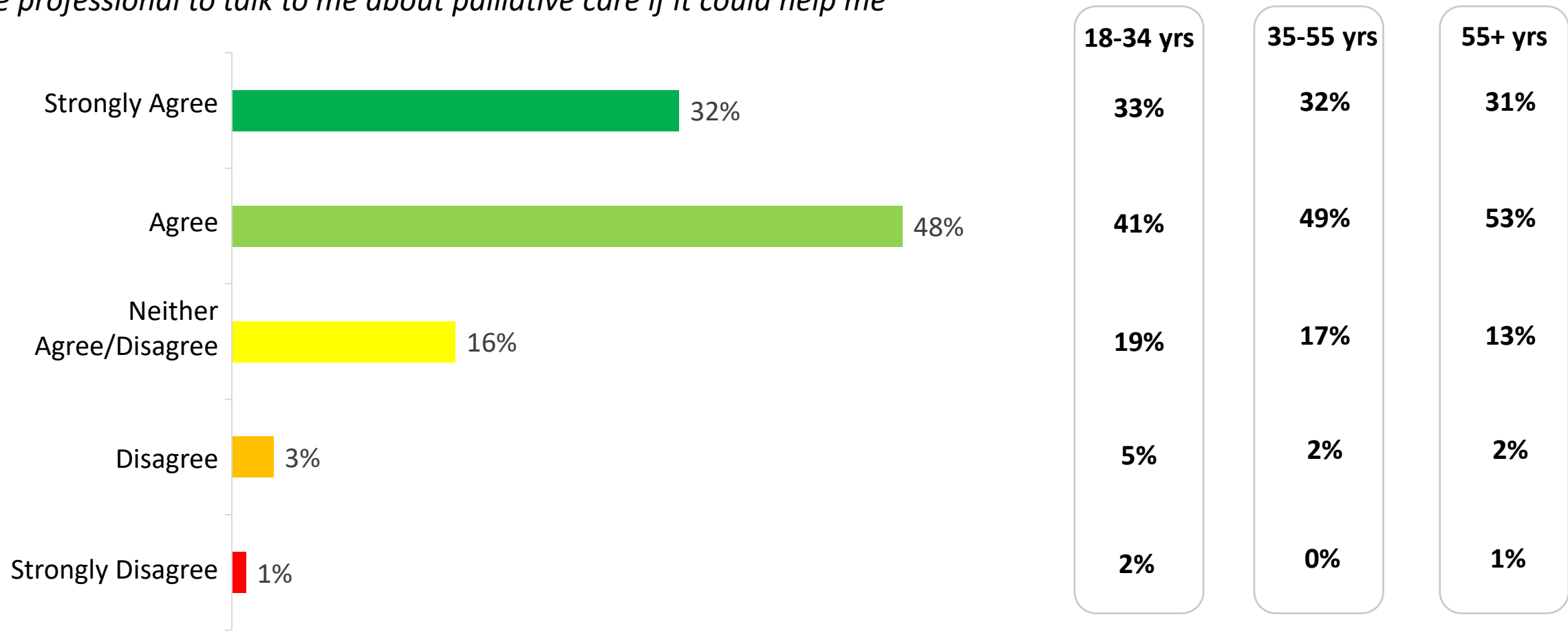


‘If I was living with a serious illness which could cause my death, I would like someone important to me to have an opportunity to talk to my doctor or other health care professional about the best treatment for me’: (Single Grid n=1,000)



If living with a serious illness, the majority 80% (32% + 48%) 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”

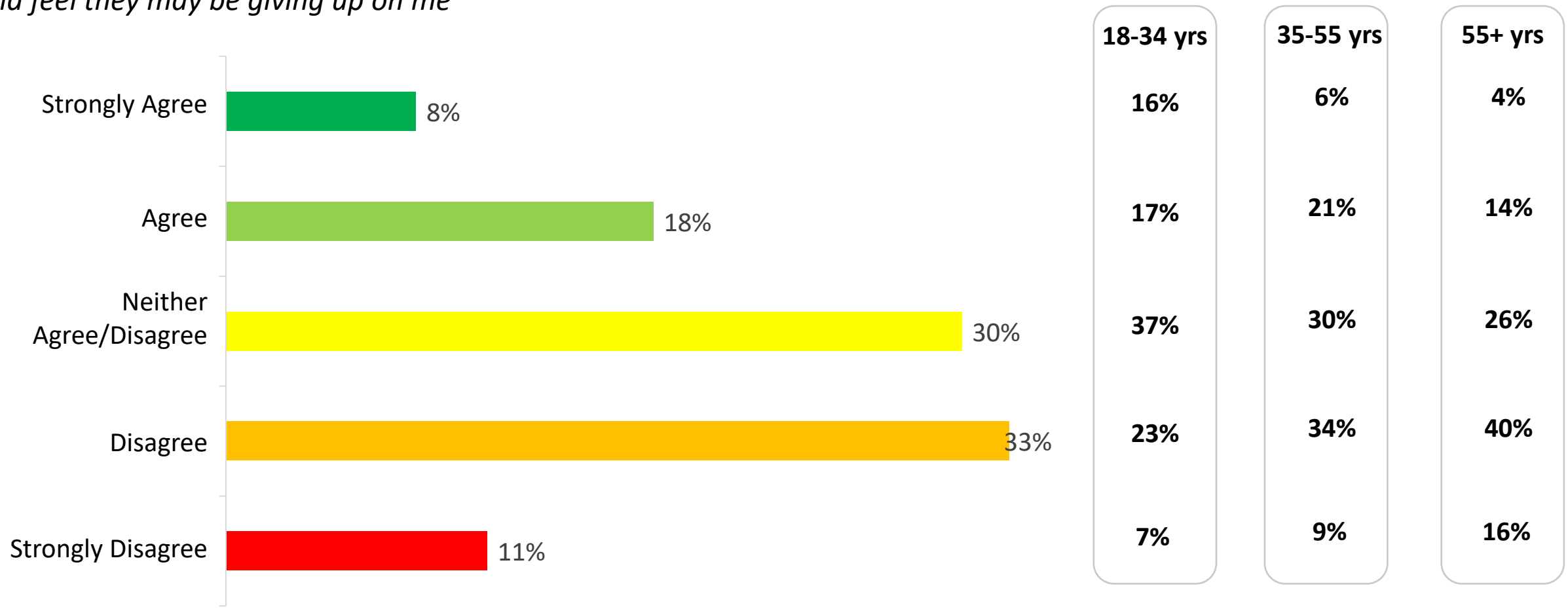


Q: Please state how much you agree or disagree with each of the following statements: If I was living with a serious illness, I would like my doctor, nurse or other health care professional to talk to me about palliative care if it could help me (Single Grid n=1,000)



Only 26% (8% + 18%) 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”

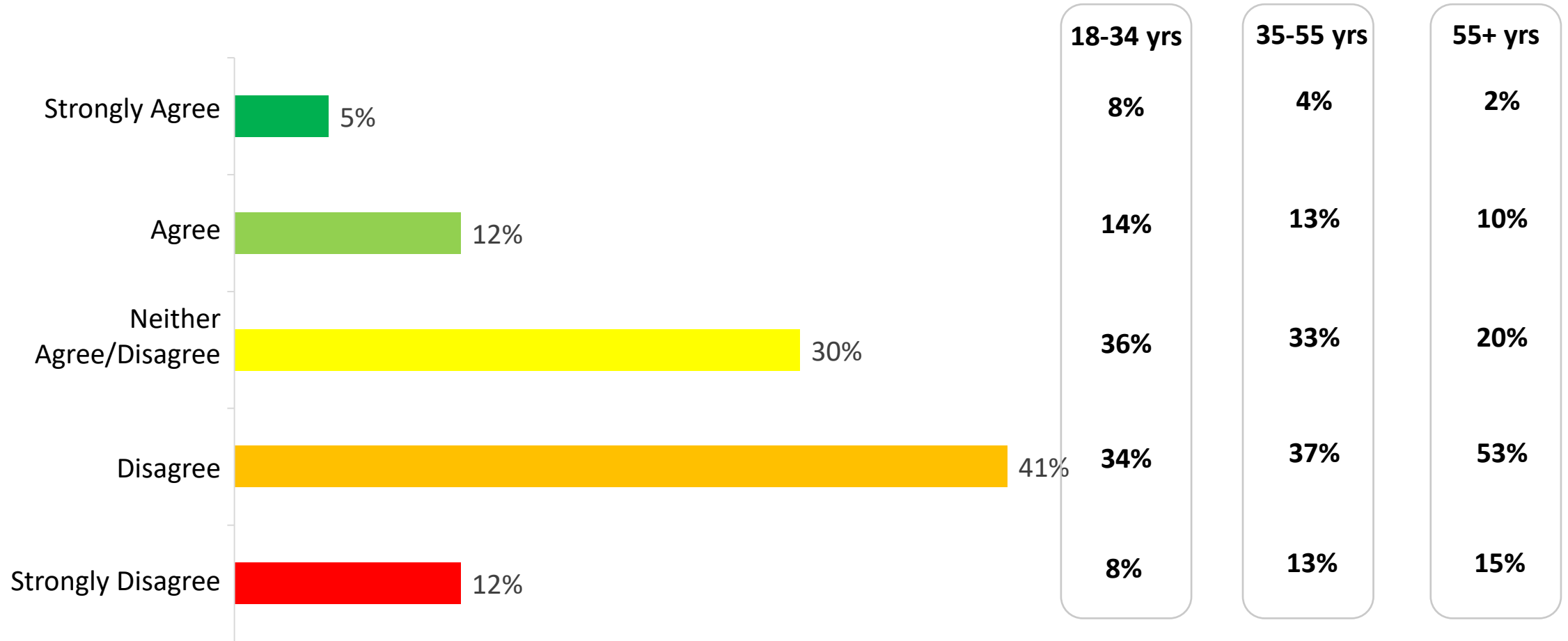


Q: Please state how much you agree or disagree with each of the following statements: If my doctor or other health care professional talked to me about palliative care, I would feel they may be giving up on me (Single Grid n=1,000)



Over half 53% (41% + 12%) disagree that you would have to be in a hospice to receive palliative care. This figure is highest amongst adults aged 55+ with 68% disagreeing.

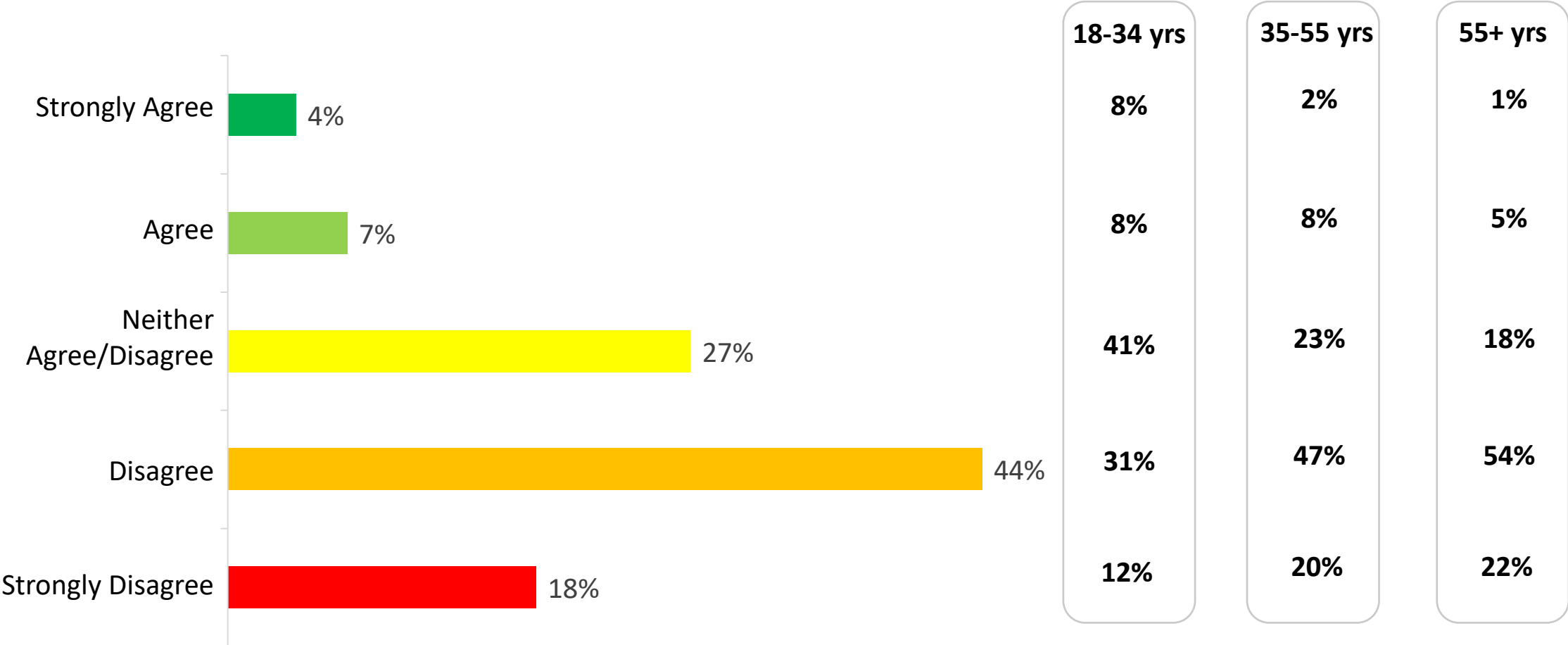
“I would have to be in a hospice to receive palliative care”





62% (44% + 18%) disagree that you can only get palliative care if they have cancer. This figure is highest among adults aged 55+ with 76% disagreeing.

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

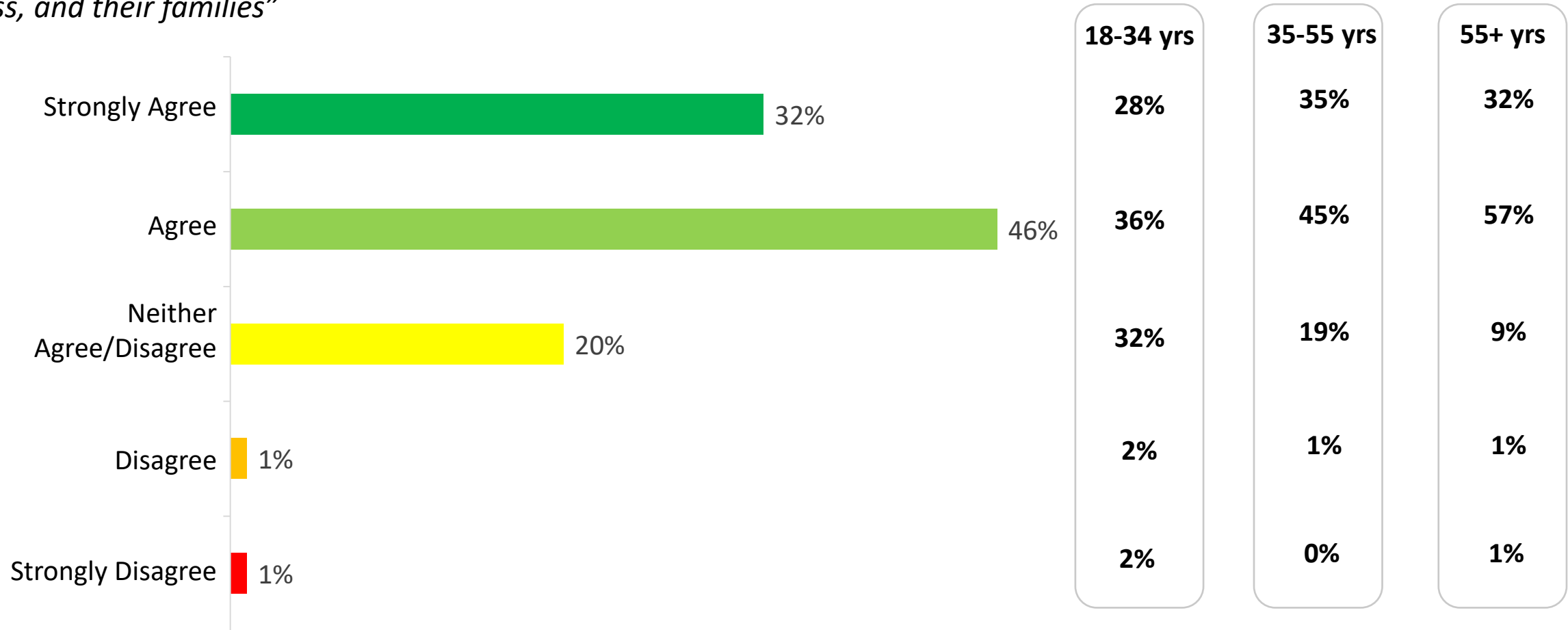


Q: Please state how much you agree or disagree with each of the following statements: I can only receive palliative care if I have cancer (Single Grid n=1,000)

78% (32% + 46%) 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”

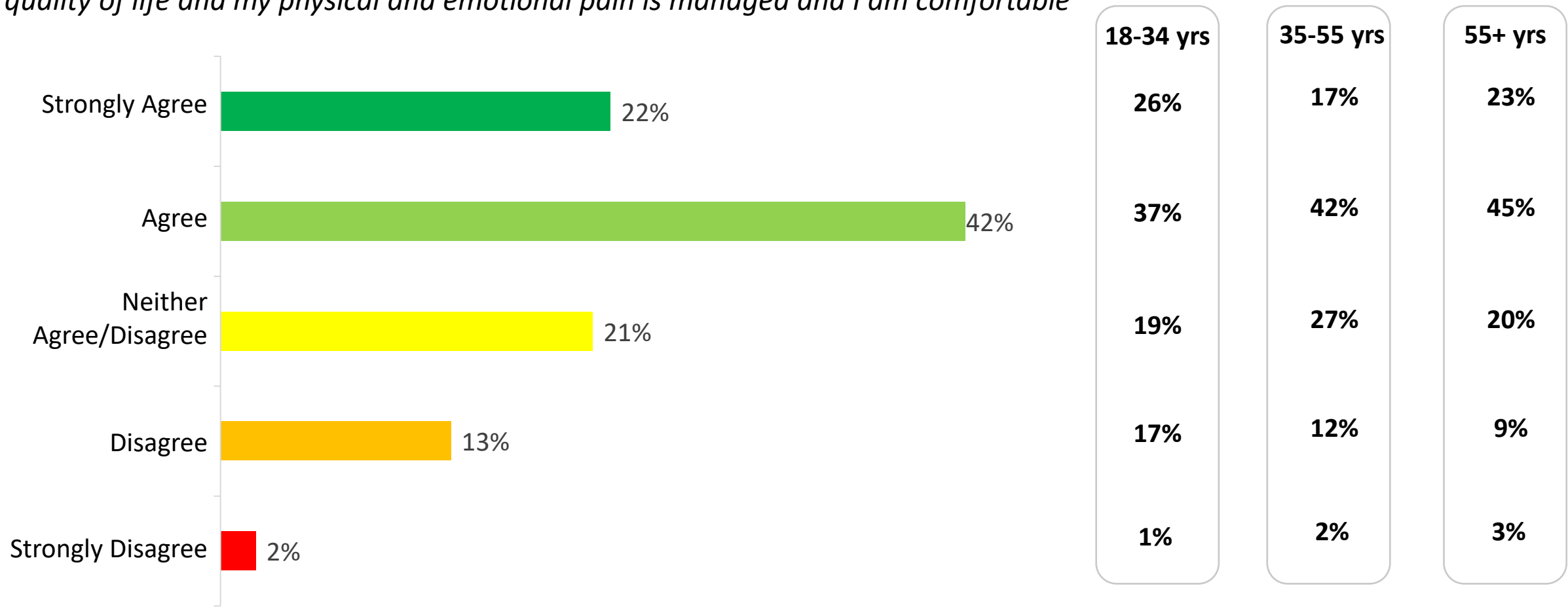


Q: Please state how much you agree or disagree with each of the following statements: Palliative care is very beneficial and supports those living with any serious illness, and their families (Single Grid n=1,000)



64% (22% + 42%) 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.

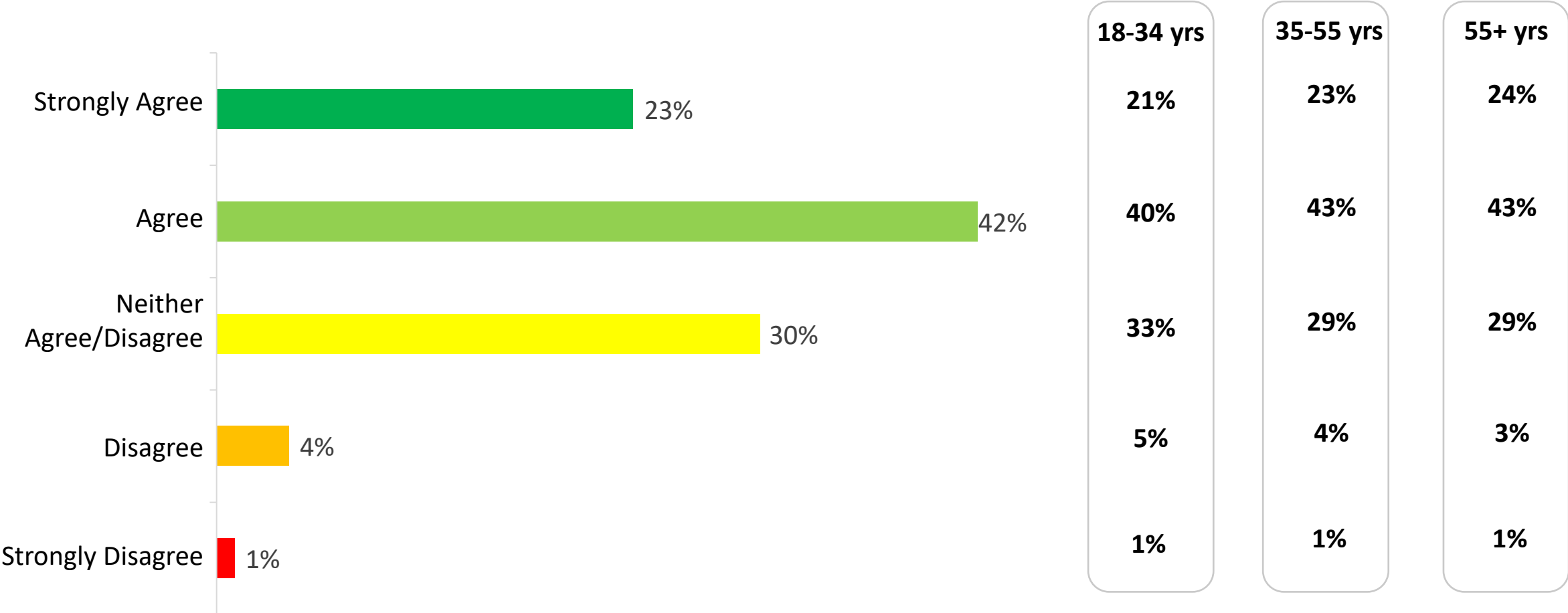
"If I was living with a serious illness, I don't mind where I am cared for as long as I have a good quality of life and my physical and emotional pain is managed and I am comfortable"



65% (23% + 42%) of all adults would prefer to have palliative care at home.



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

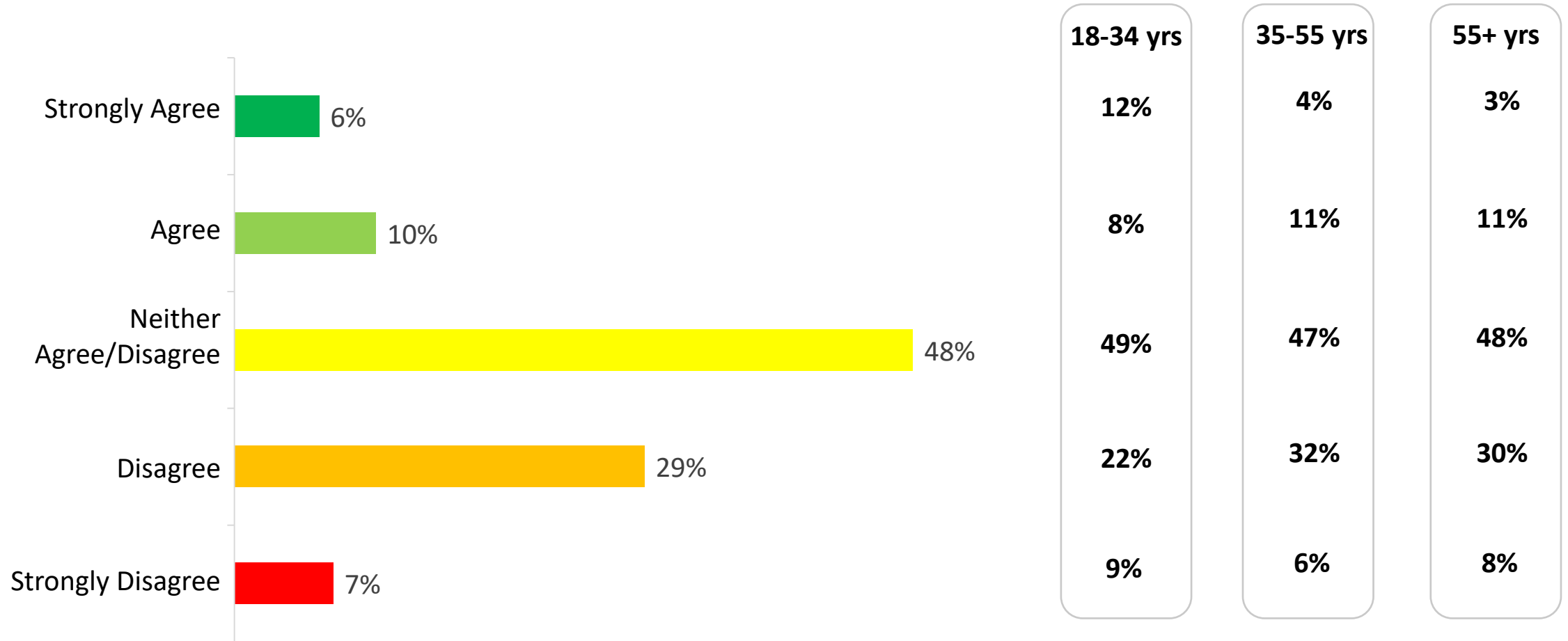


Q: Please state how much you agree or disagree with each of the following: If I was living with a serious illness, I would prefer to have palliative care at home (Single Grid n=1,000)



16% (6% + 10%) would rather have palliative care in a hospice while living with a serious illness. This figure is highest amongst adults aged 18-34 with 20% agreeing.

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

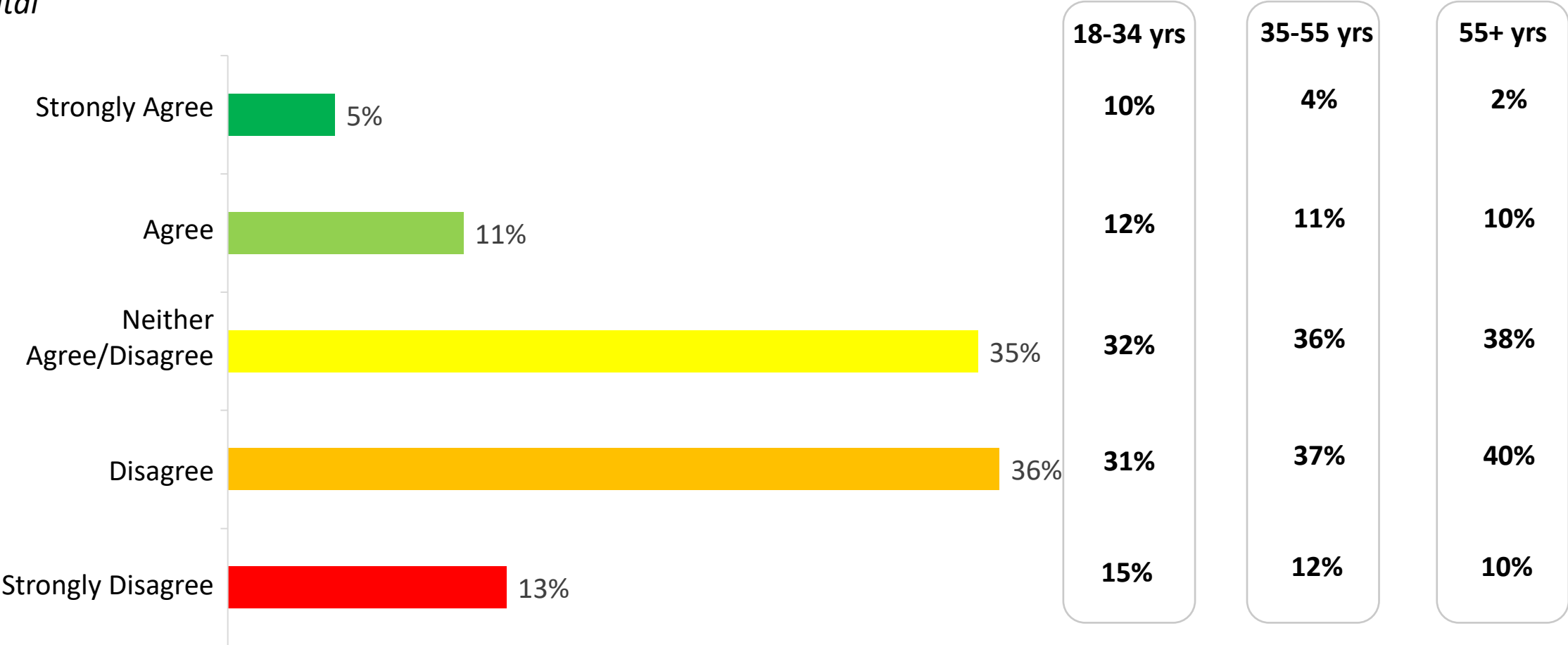


Q: Please state how much you agree or disagree with each of the following: If I was living with a serious illness, I would prefer to have palliative care in a hospice (Single Grid n=1,000)



Nearly half 49% (36% + 13%) would not prefer to have palliative care in a hospital. This figure is highest amongst adults aged 55+ years with 50% not wanting palliative care in hospital.

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

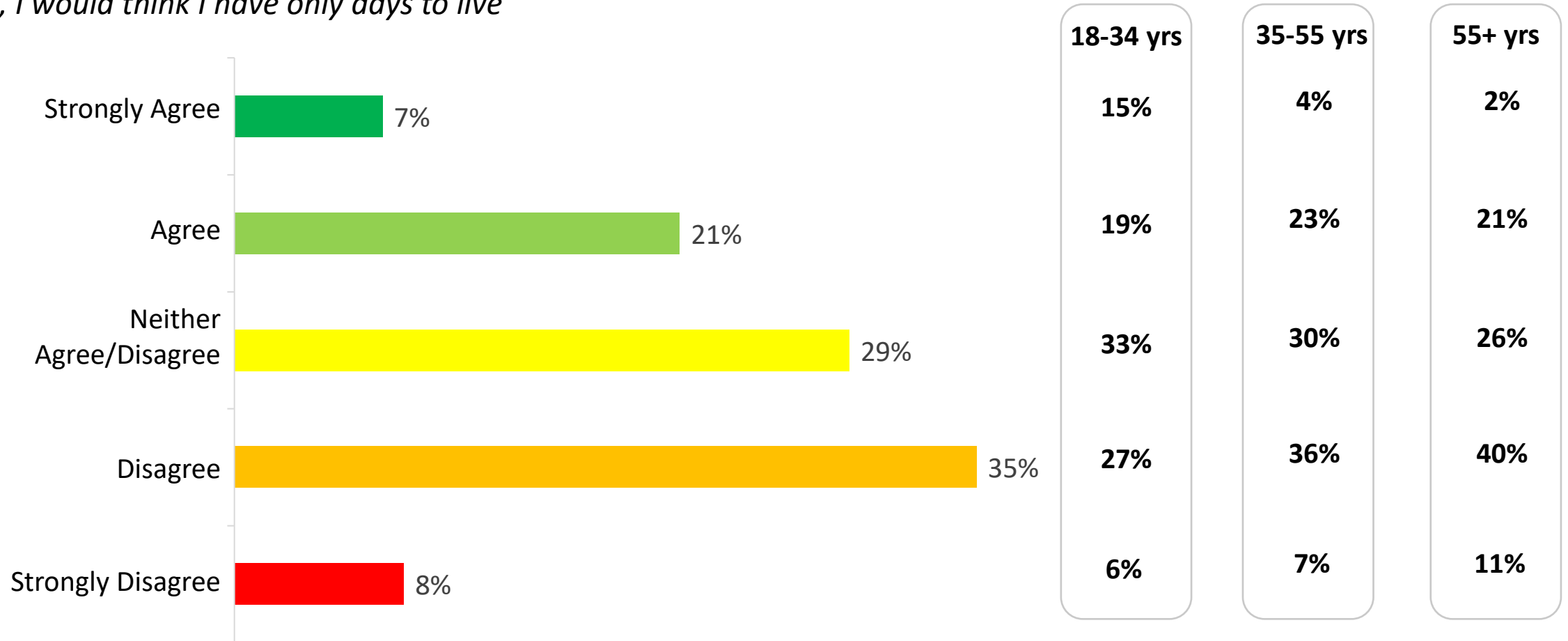


Q: Please state how much you agree or disagree with each of the following: If I was living with a serious illness, I would prefer to have palliative care in a hospital (Single Grid n=1,000)



Only 28% (7% + 21%) 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 18-34 with 34% 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=1,000)



THANK YOU.

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APPENDIX

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

| | What gender are you? | | | | | | | | | | Socio-Economic Status | |
|---|----------------------|------|--------|-------|-------|------|--------|------------------|---------|-------------------|-----------------------|------|
| | All Adults | Male | Female | 18-34 | 35-55 | 55+ | Dublin | Rest of Leinster | Munster | Connacht + Ulster | ABC1 | C2DE |
| Sample Size | 1000 | 489 | 511 | 295 | 384 | 321 | 316 | 227 | 274 | 177 | 510 | 490 |
| 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 % | 9 % | 4 % | 14 % | 4 % | 3 % | 2 % | 12 % | 8 % | 5 % | 8 % | 5 % |
| Agree | 15 % | 14 % | 16 % | 16 % | 14 % | 15 % | 14 % | 12 % | 17 % | 16 % | 15 % | 15 % |
| Neither Agree nor Disagree | 23 % | 24 % | 23 % | 18 % | 28 % | 22 % | 20 % | 23 % | 28 % | 20 % | 20 % | 27 % |
| Disagree | 40 % | 42 % | 38 % | 44 % | 37 % | 41 % | 48 % | 35 % | 36 % | 39 % | 41 % | 39 % |
| Strongly Disagree | 15 % | 12 % | 19 % | 9 % | 17 % | 19 % | 15 % | 17 % | 11 % | 19 % | 17 % | 14 % |
| 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 % | 27 % | 26 % | 27 % | 27 % | 25 % | 18 % | 37 % | 25 % | 30 % | 30 % | 23 % |
| Agree | 48 % | 47 % | 50 % | 50 % | 45 % | 52 % | 62 % | 38 % | 42 % | 47 % | 49 % | 48 % |
| Neither Agree nor Disagree | 16 % | 18 % | 14 % | 13 % | 20 % | 13 % | 12 % | 17 % | 19 % | 17 % | 13 % | 19 % |
| Disagree | 7 % | 8 % | 7 % | 8 % | 7 % | 6 % | 7 % | 6 % | 11 % | 4 % | 7 % | 8 % |
| Strongly Disagree | 2 % | 1 % | 4 % | 2 % | 2 % | 3 % | 2 % | 2 % | 3 % | 3 % | 2 % | 3 % |
| 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 | 32 % | 29 % | 35 % | 33 % | 32 % | 31 % | 26 % | 40 % | 29 % | 38 % | 37 % | 27 % |
| Agree | 48 % | 47 % | 49 % | 41 % | 49 % | 53 % | 54 % | 39 % | 50 % | 44 % | 52 % | 44 % |
| Neither Agree nor Disagree | 16 % | 18 % | 15 % | 19 % | 17 % | 13 % | 16 % | 18 % | 15 % | 15 % | 8 % | 25 % |
| Disagree | 3 % | 5 % | 1 % | 5 % | 2 % | 2 % | 3 % | 1 % | 7 % | 2 % | 3 % | 3 % |
| Strongly Disagree | 1 % | 1 % | 0 % | 2 % | 0 % | 1 % | 0 % | 2 % | 0 % | 1 % | 0 % | 1 % |

| 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 | 8 % | 12 % | 5 % | 16 % | 6 % | 4 % | 4 % | 16 % | 7 % | 7 % | 10 % | 7 % |
| Agree | 18 % | 16 % | 20 % | 17 % | 21 % | 14 % | 18 % | 12 % | 22 % | 18 % | 19 % | 16 % |
| Neither Agree nor Disagree | 31 % | 34 % | 28 % | 38 % | 29 % | 26 % | 36 % | 31 % | 31 % | 22 % | 26 % | 35 % |
| Disagree | 33 % | 30 % | 35 % | 23 % | 34 % | 40 % | 32 % | 31 % | 31 % | 40 % | 34 % | 32 % |
| Strongly Disagree | 11 % | 9 % | 12 % | 7 % | 9 % | 16 % | 10 % | 9 % | 9 % | 15 % | 11 % | 10 % |
| I would have to be in a hospice to receive palliative care | | | | | | | | | | | | |
| Strongly Agree | 5 % | 7 % | 2 % | 8 % | 4 % | 2 % | 2 % | 11 % | 5 % | 1 % | 7 % | 2 % |
| Agree | 12 % | 10 % | 14 % | 14 % | 13 % | 10 % | 14 % | 7 % | 12 % | 15 % | 8 % | 16 % |
| Neither Agree nor Disagree | 30 % | 35 % | 25 % | 36 % | 33 % | 20 % | 31 % | 32 % | 27 % | 30 % | 27 % | 33 % |
| Disagree | 41 % | 39 % | 44 % | 34 % | 37 % | 53 % | 42 % | 35 % | 50 % | 34 % | 44 % | 38 % |
| Strongly Disagree | 12 % | 9 % | 16 % | 8 % | 13 % | 15 % | 10 % | 15 % | 7 % | 20 % | 14 % | 11 % |
| I can only receive palliative care if I have cancer | | | | | | | | | | | | |
| Strongly Agree | 4 % | 5 % | 2 % | 8 % | 2 % | 1 % | 0 % | 11 % | 2 % | 1 % | 5 % | 2 % |
| Agree | 7 % | 6 % | 8 % | 8 % | 8 % | 5 % | 10 % | 5 % | 7 % | 6 % | 6 % | 8 % |
| Neither Agree nor Disagree | 27 % | 34 % | 20 % | 41 % | 23 % | 19 % | 30 % | 24 % | 28 % | 23 % | 21 % | 33 % |
| Disagree | 44 % | 40 % | 48 % | 31 % | 47 % | 54 % | 42 % | 40 % | 51 % | 45 % | 48 % | 40 % |
| Strongly Disagree | 18 % | 15 % | 21 % | 12 % | 20 % | 22 % | 17 % | 20 % | 13 % | 24 % | 20 % | 17 % |
| Palliative care is very beneficial and supports those living with any serious illness, and their families | | | | | | | | | | | | |
| Strongly Agree | 32 % | 27 % | 36 % | 28 % | 35 % | 32 % | 25 % | 40 % | 29 % | 38 % | 35 % | 29 % |
| Agree | 46 % | 47 % | 45 % | 36 % | 45 % | 57 % | 53 % | 36 % | 48 % | 42 % | 49 % | 43 % |
| Neither Agree nor Disagree | 20 % | 24 % | 16 % | 32 % | 20 % | 10 % | 22 % | 21 % | 20 % | 18 % | 15 % | 26 % |
| Disagree | 1 % | 0 % | 2 % | 2 % | 1 % | 1 % | 0 % | 0 % | 3 % | 1 % | 1 % | 1 % |
| Strongly Disagree | 1 % | 1 % | 1 % | 2 % | 0 % | 1 % | 0 % | 3 % | 1 % | 1 % | 1 % | 1 % |

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

| | What gender are you? | | | | | | | | | | Socio-Economic Status | |
|---|----------------------|------|--------|-------|-------|------|--------|------------------|---------|-------------------|-----------------------|------|
| | All Adults | Male | Female | 18-34 | 35-55 | 55+ | Dublin | Rest of Leinster | Munster | Connacht + Ulster | ABC1 | C2DE |
| Sample Size | 1000 | 489 | 511 | 295 | 384 | 321 | 316 | 227 | 274 | 177 | 510 | 490 |
| 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 | 22 % | 24 % | 20 % | 26 % | 17 % | 23 % | 20 % | 29 % | 17 % | 24 % | 25 % | 18 % |
| Agree | 42 % | 39 % | 44 % | 37 % | 42 % | 45 % | 44 % | 37 % | 45 % | 39 % | 42 % | 41 % |
| Neither Agree nor Disagree | 22 % | 22 % | 21 % | 19 % | 26 % | 19 % | 17 % | 20 % | 28 % | 23 % | 21 % | 23 % |
| Disagree | 13 % | 13 % | 12 % | 17 % | 12 % | 9 % | 18 % | 10 % | 8 % | 12 % | 11 % | 15 % |
| Strongly Disagree | 2 % | 2 % | 2 % | 1 % | 2 % | 3 % | 1 % | 4 % | 2 % | 3 % | 2 % | 3 % |
| If I was living with a serious illness, I would prefer to have palliative care at home | | | | | | | | | | | | |
| Strongly Agree | 23 % | 23 % | 23 % | 21 % | 23 % | 24 % | 15 % | 33 % | 24 % | 23 % | 23 % | 23 % |
| Agree | 42 % | 42 % | 42 % | 40 % | 43 % | 43 % | 44 % | 37 % | 40 % | 46 % | 44 % | 40 % |
| Neither Agree nor Disagree | 30 % | 31 % | 30 % | 34 % | 29 % | 28 % | 35 % | 26 % | 31 % | 27 % | 28 % | 33 % |
| Disagree | 4 % | 4 % | 4 % | 5 % | 4 % | 3 % | 5 % | 3 % | 4 % | 3 % | 5 % | 3 % |
| Strongly Disagree | 1 % | 1 % | 1 % | 1 % | 1 % | 1 % | 1 % | 1 % | 1 % | 1 % | 1 % | 1 % |
| If I was living with a serious illness, I would prefer to have palliative care in a hospice | | | | | | | | | | | | |
| Strongly Agree | 6 % | 9 % | 3 % | 12 % | 4 % | 3 % | 2 % | 12 % | 4 % | 8 % | 8 % | 4 % |
| Agree | 10 % | 8 % | 12 % | 8 % | 11 % | 11 % | 14 % | 8 % | 9 % | 8 % | 9 % | 11 % |
| Neither Agree nor Disagree | 48 % | 49 % | 47 % | 50 % | 47 % | 47 % | 58 % | 38 % | 46 % | 46 % | 43 % | 52 % |
| Disagree | 29 % | 28 % | 29 % | 22 % | 32 % | 30 % | 21 % | 33 % | 33 % | 30 % | 32 % | 25 % |
| Strongly Disagree | 7 % | 6 % | 8 % | 9 % | 6 % | 8 % | 6 % | 9 % | 8 % | 8 % | 7 % | 8 % |



| If I was living with a serious illness, I would prefer to have palliative care in a hospital | | | | | | | | | | | | |
|---|------|------|------|------|------|------|------|------|------|------|------|------|
| Strongly Agree | 5 % | 8 % | 3 % | 10 % | 4 % | 2 % | 2 % | 14 % | 2 % | 6 % | 7 % | 3 % |
| Agree | 11 % | 11 % | 11 % | 12 % | 11 % | 10 % | 16 % | 8 % | 11 % | 7 % | 10 % | 12 % |
| Neither Agree nor Disagree | 35 % | 35 % | 36 % | 32 % | 36 % | 38 % | 33 % | 30 % | 41 % | 38 % | 31 % | 40 % |
| Disagree | 36 % | 34 % | 37 % | 31 % | 37 % | 39 % | 35 % | 36 % | 35 % | 39 % | 37 % | 35 % |
| Strongly Disagree | 13 % | 12 % | 13 % | 15 % | 12 % | 10 % | 15 % | 12 % | 11 % | 11 % | 15 % | 10 % |
| 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 | 7 % | 8 % | 5 % | 15 % | 4 % | 2 % | 3 % | 17 % | 2 % | 7 % | 8 % | 6 % |
| Agree | 21 % | 20 % | 22 % | 19 % | 23 % | 21 % | 17 % | 18 % | 28 % | 19 % | 21 % | 21 % |
| Neither Agree nor Disagree | 29 % | 30 % | 29 % | 32 % | 30 % | 26 % | 31 % | 32 % | 28 % | 27 % | 23 % | 36 % |
| Disagree | 35 % | 33 % | 36 % | 27 % | 36 % | 40 % | 40 % | 27 % | 35 % | 36 % | 38 % | 32 % |
| Strongly Disagree | 8 % | 8 % | 8 % | 6 % | 7 % | 11 % | 9 % | 7 % | 6 % | 11 % | 10 % | 6 % |