



**Palliative Care Research Study All Island (ROI & NI
Combined)
(July 2021 Version 1.3)**



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 and NI. The research was conducted in ROI and NI and received 1,500 responses. The research report provides insights into how comfortable adults in ROI and NI are with discussing palliative care and where they would prefer to have palliative care.

KEY POINTS

Talking about Palliative Care



- Only 24% would prefer not to talk to anyone about their serious illness which could cause their death.
- If living with a serious illness 72% 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



- More than 1 in 4 (26%) would feel their doctor or other health care professional is giving up on them if they started talking about palliative care with them.
- 30% 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



- 65% 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.
- 66% of all adults would prefer to have palliative care at home.

Hospice vs. Hospital



- Nearly half (46%) 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.
- 49% disagree that you would have to be in a hospice to receive palliative care.



Palliative Care Research Study - (ROI & NI)

METHODOLOGY



Palliative Care Research Study 2021

Island of Ireland Study conducted as part of the iReach Consumer Decisions Omnibus(ROI) and Standalone Survey(NI)



Consumer Research Project

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

iReach Consumer Omnibus Survey

Combined 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 on the island of Ireland
Sample Size = 1,500 Respondents



iReach Consumer Decisions Panel

iReach uses proprietary research panels across consumer and business groups, built on a nationally representative models in NI and ROI

Confidence Level

The iReach Consumer Decisions Omnibus delivers a high level statistical accuracy. Delivering a sample size of over 1,500 interviews, this provides a confidence level of + or – 2.0% at a 95% confidence interval.



Palliative Care Research Study - (ROI & NI)

DEMOGRAPHICS

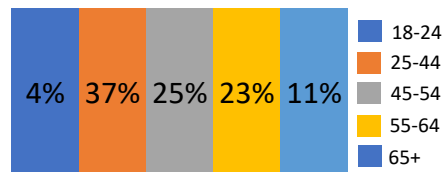


All Ireland Institute of Hospice and Palliative Care

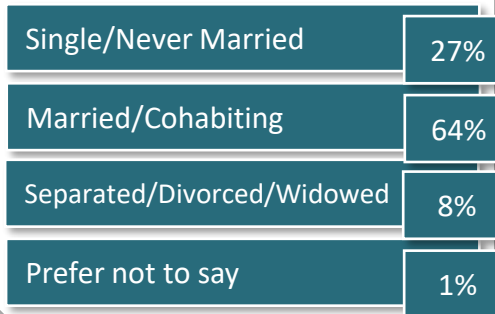
Gender



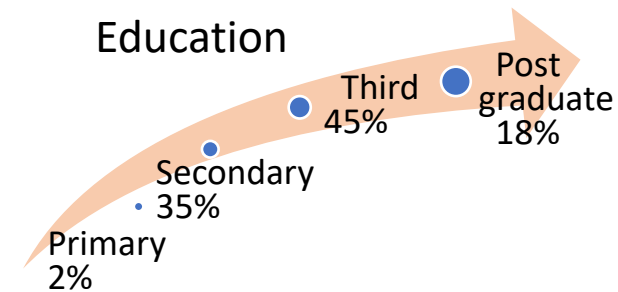
Age of respondents



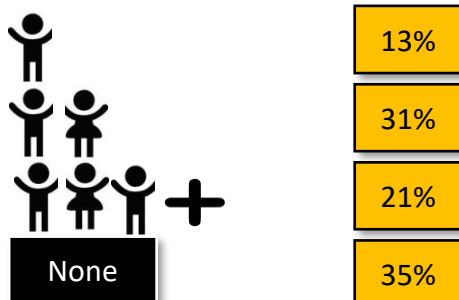
Marital Status



Education



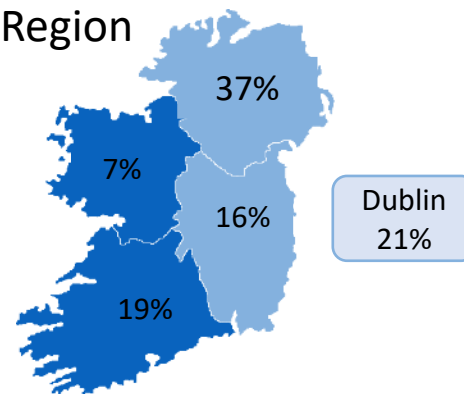
Children at Home



Household Income

< €19,999	15%
€20K - €39,999	26%
€40K - €59,999	20%
€60K - €79,999	11%
€80K+	14%
Prefer not to say	11%
Don't know	3%

Region



Occupation

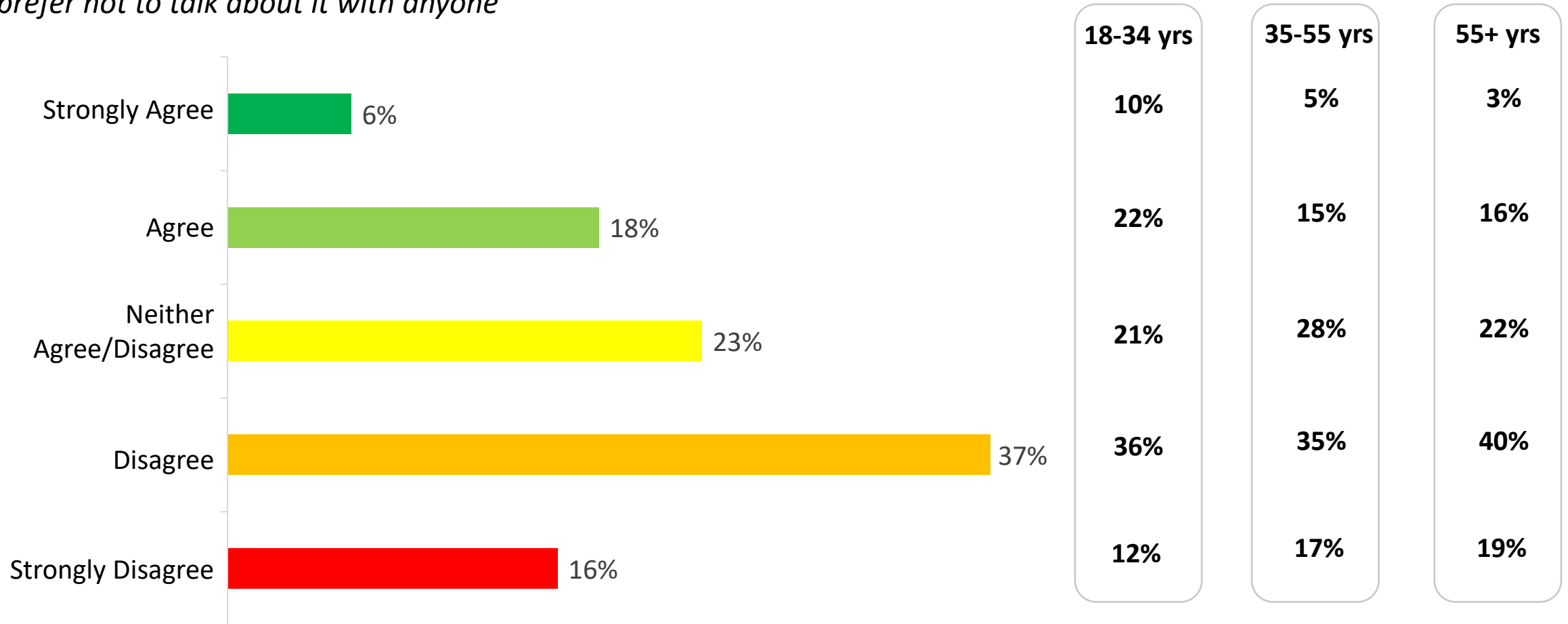
High managerial, admin, professional	4%
Intermediate managerial, admin, professional	15%
Supervisor, Jr managerial, admin, professional	30%
Manual worker (skilled, non-skilled)	15%
Self Employed	3%
Casual Worker – Not Permanent Employment	2%
Homemaker	8%
Unemployed	7%
Student	4%
Retired (on state, private pension)	11%
Full Time Carer	1%

Palliative Care: ROI & NI combined



Only 24% (6% + 18%) 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 32% agreeing.

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

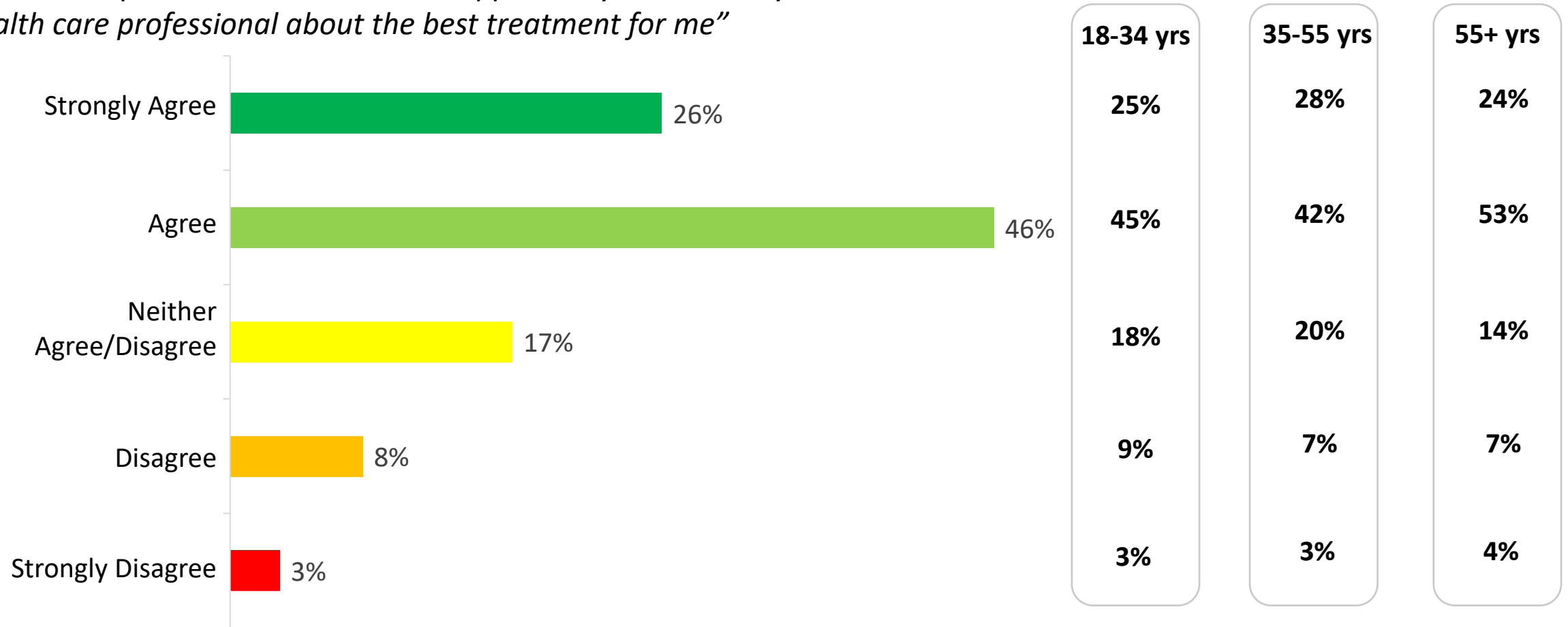


Q: Please state how much you agree or disagree with each of the following statements: If I was living with a serious illness which could cause my death, I would prefer not to talk about it with anyone: (Single Grid n=1,500)



If living with a serious illness 72% (26% + 46%) 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”

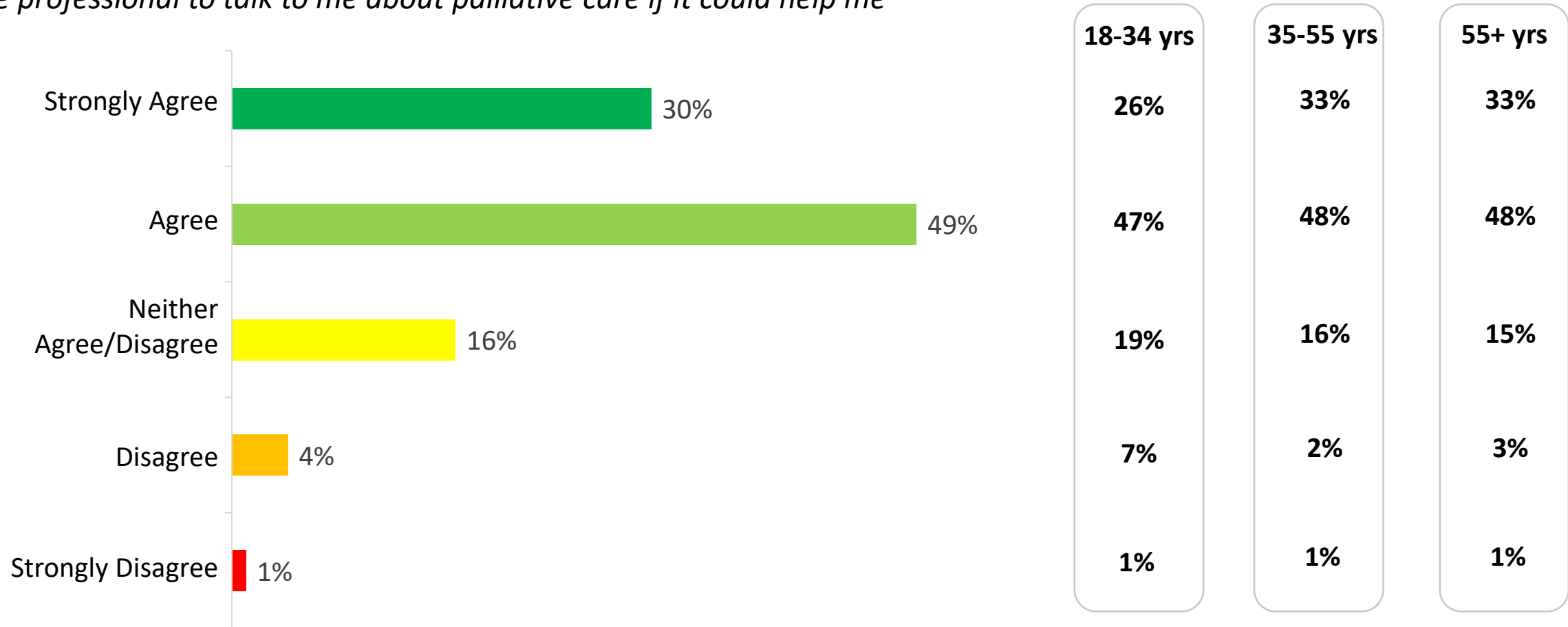


‘If I was living with a serious illness which could cause my death, I would like someone important to me to have an opportunity to talk to my doctor or other health care professional about the best treatment for me’: (Single Grid n=1,500)



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”

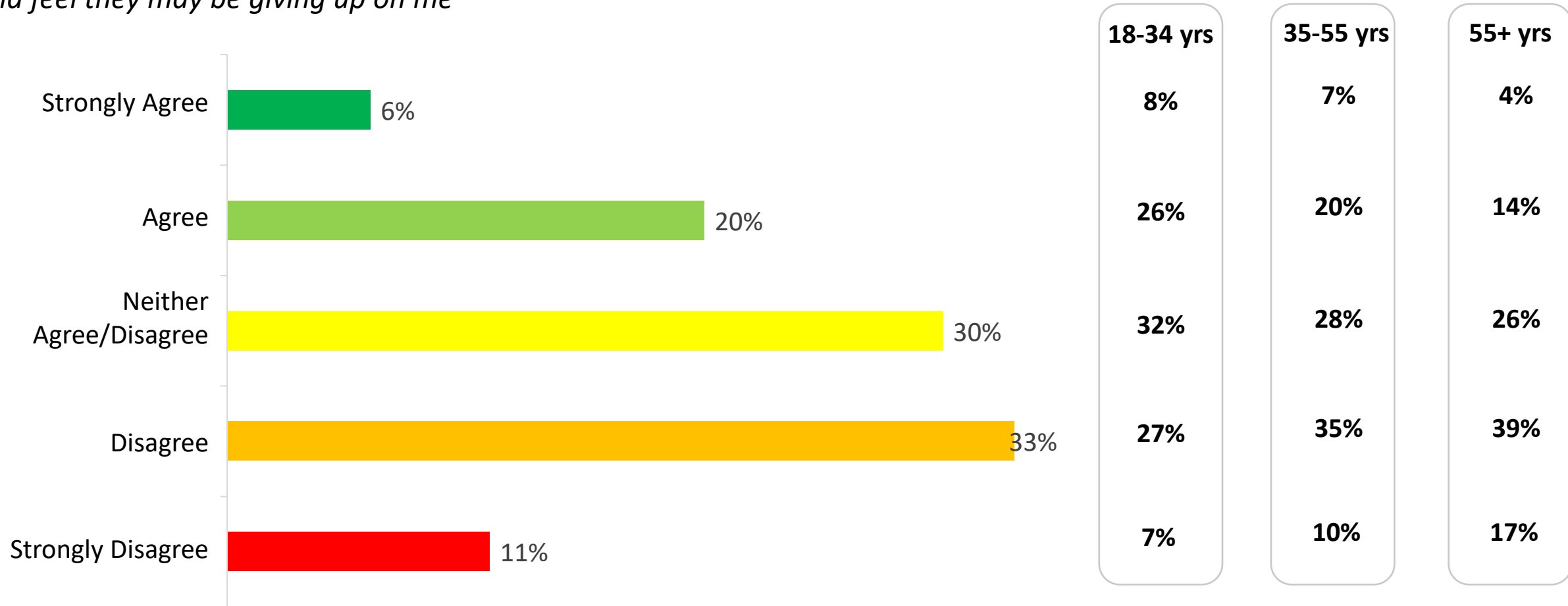


Q: Please state how much you agree or disagree with each of the following statements: If I was living with a serious illness, I would like my doctor, nurse or other health care professional to talk to me about palliative care if it could help me (Single Grid n=1,500)



26% (6% + 20%) 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”

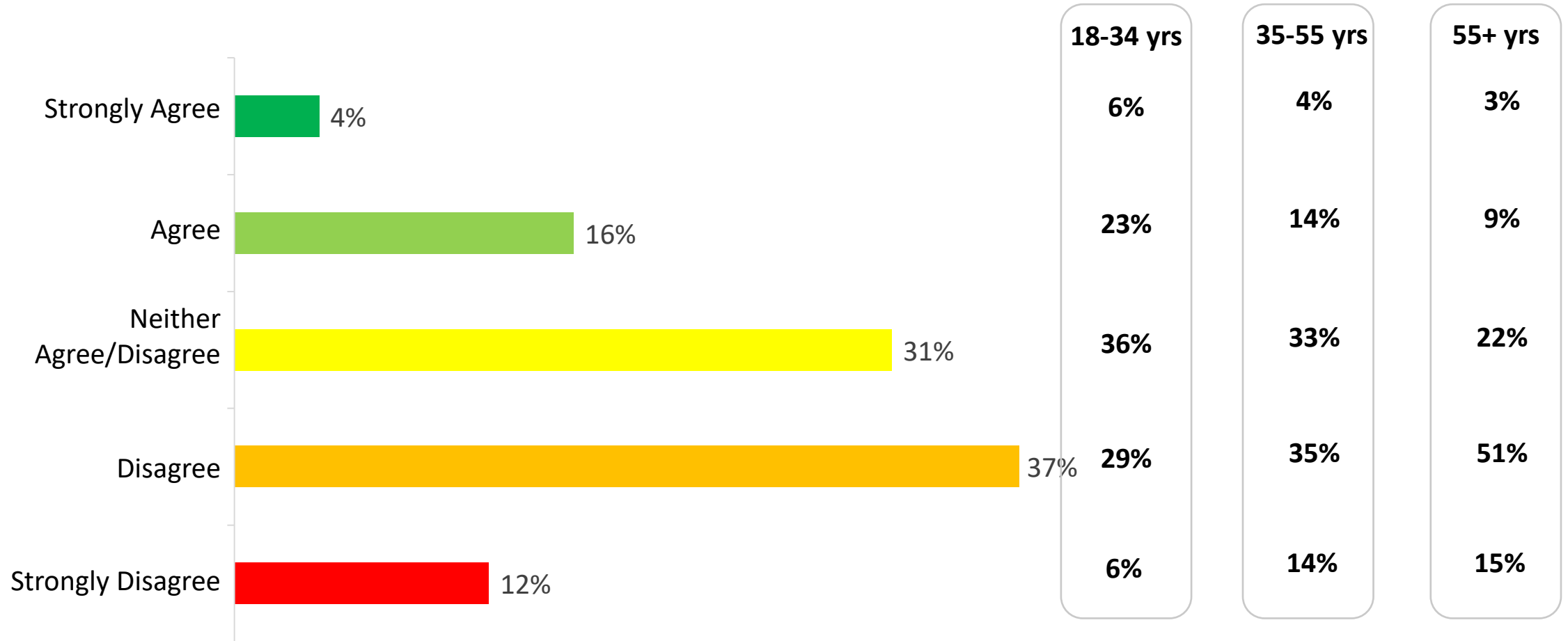


Q: Please state how much you agree or disagree with each of the following statements: If my doctor or other health care professional talked to me about palliative care, I would feel they may be giving up on me (Single Grid n=1,500)



Over half 49% (37% + 12%) disagree that you would have to be in a hospice to receive palliative care. This figure is highest amongst adults aged 55+ with 66% disagreeing.

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

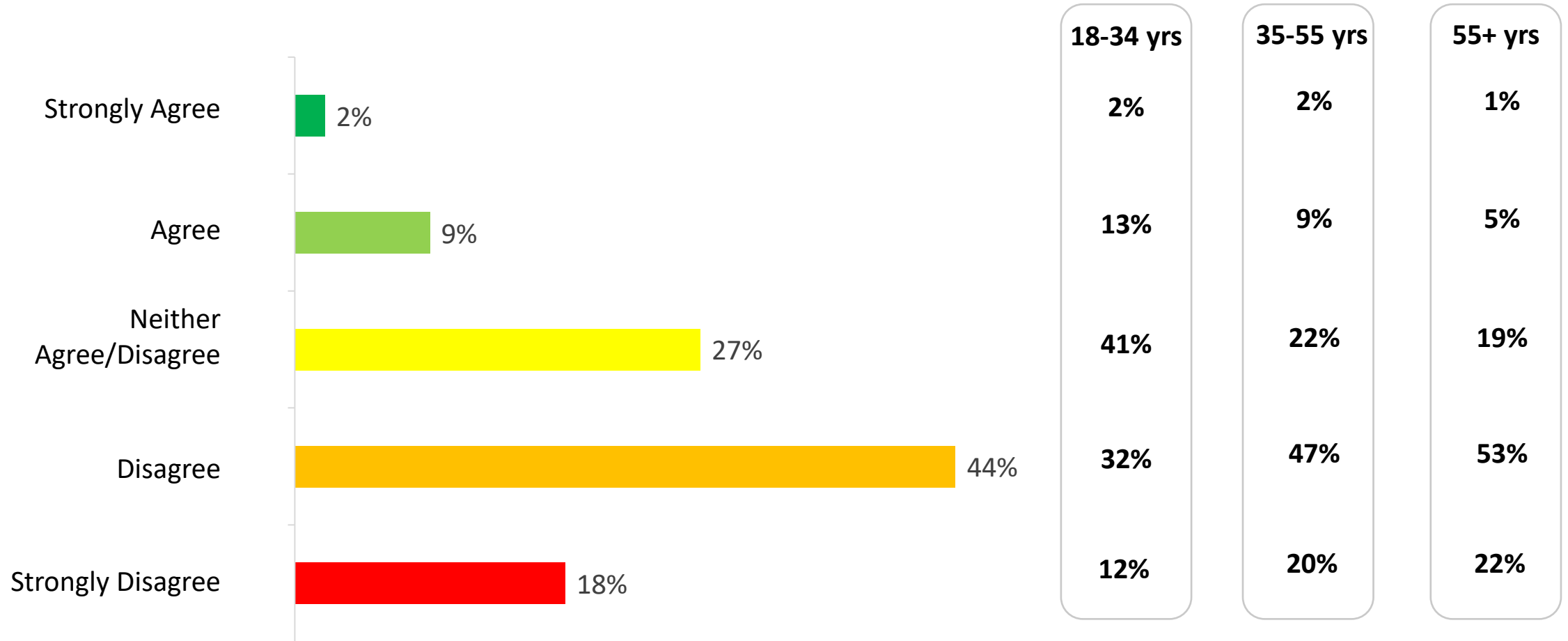


Q: Please state how much you agree or disagree with each of the following statements: I would have to be in a hospice to receive palliative care (Single Grid n=1,500)



62% (44% + 18%) disagree that you can only get palliative care if they have cancer. This figure is highest among adults aged 55+ with 75% disagreeing.

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

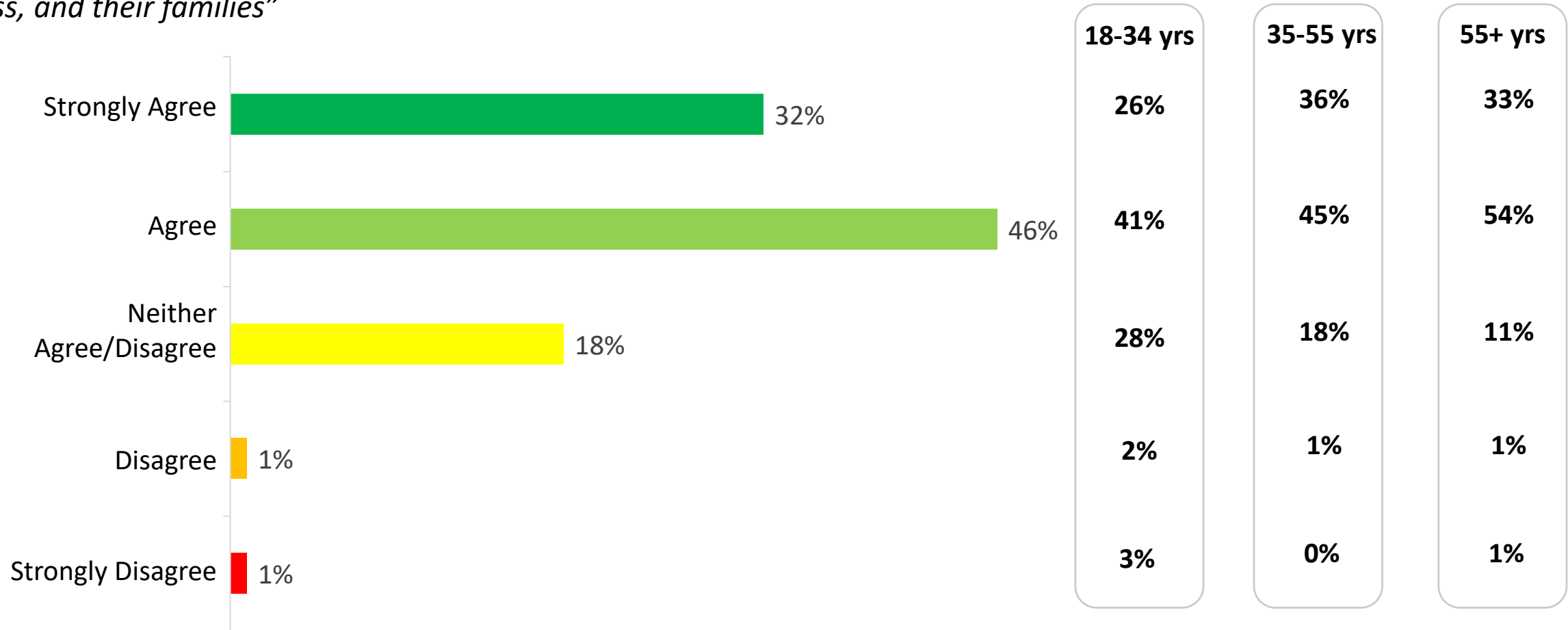


Q: Please state how much you agree or disagree with each of the following statements: I can only receive palliative care if I have cancer (Single Grid n=1,500)

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”

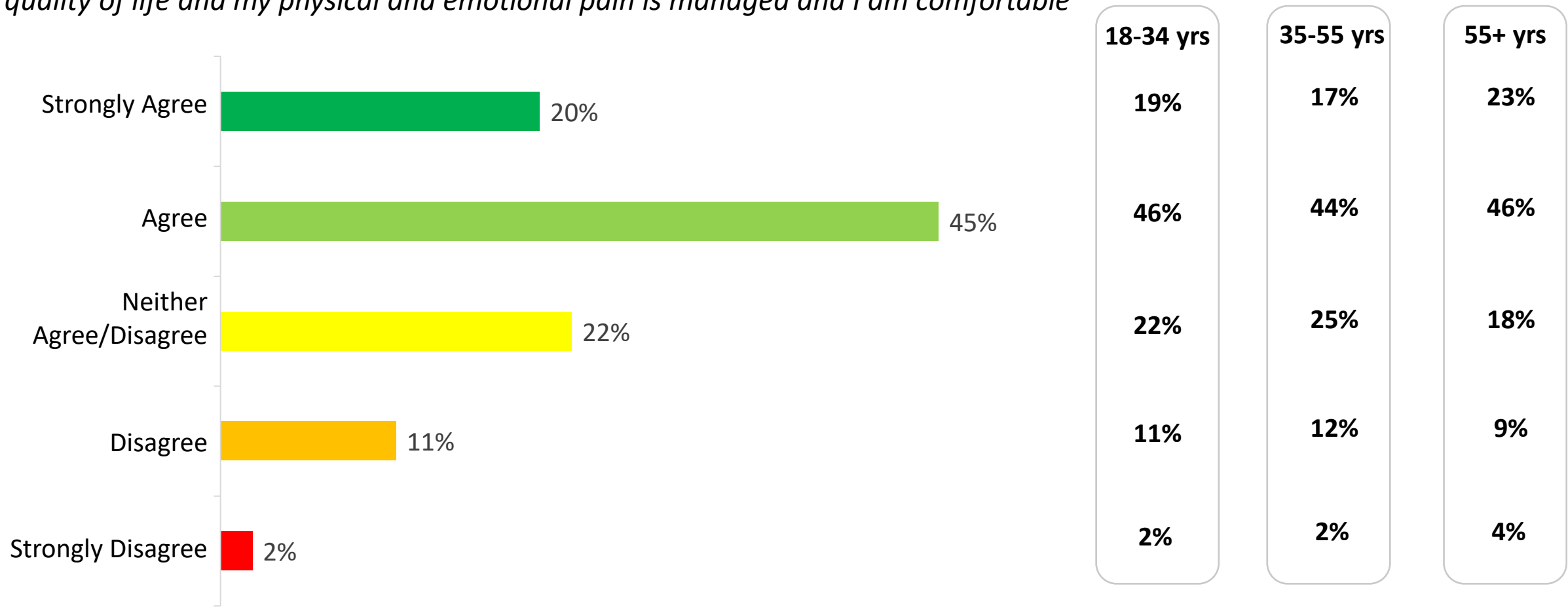


Q: Please state how much you agree or disagree with each of the following statements: Palliative care is very beneficial and supports those living with any serious illness, and their families (Single Grid n=1,500)



65% (20% + 45%) 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.

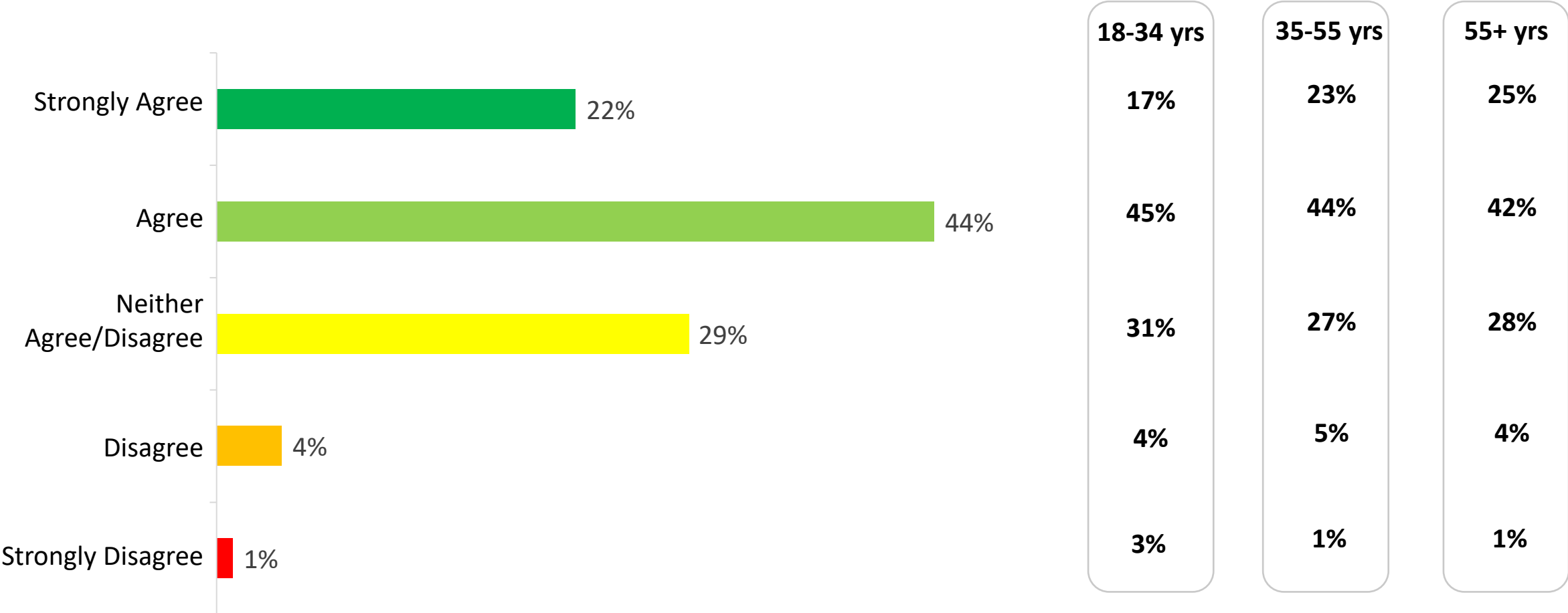
"If I was living with a serious illness, I don't mind where I am cared for as long as I have a good quality of life and my physical and emotional pain is managed and I am comfortable"



66% (22% + 44%) 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”

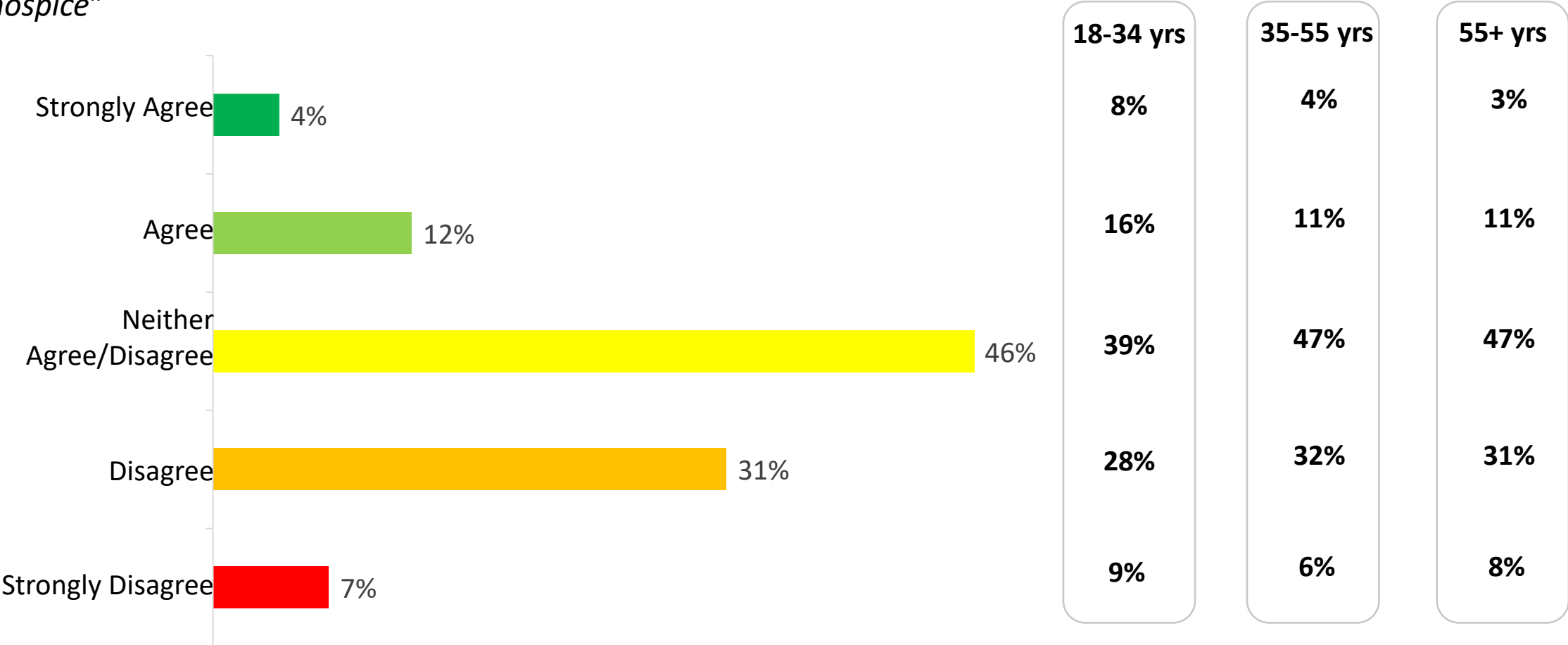


Q: Please state how much you agree or disagree with each of the following: If I was living with a serious illness, I would prefer to have palliative care at home (Single Grid n=1,500)



16% (4% + 12%) would rather have palliative care in a hospice while living with a serious illness. This figure is highest amongst adults aged 18-34 with 24% agreeing.

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

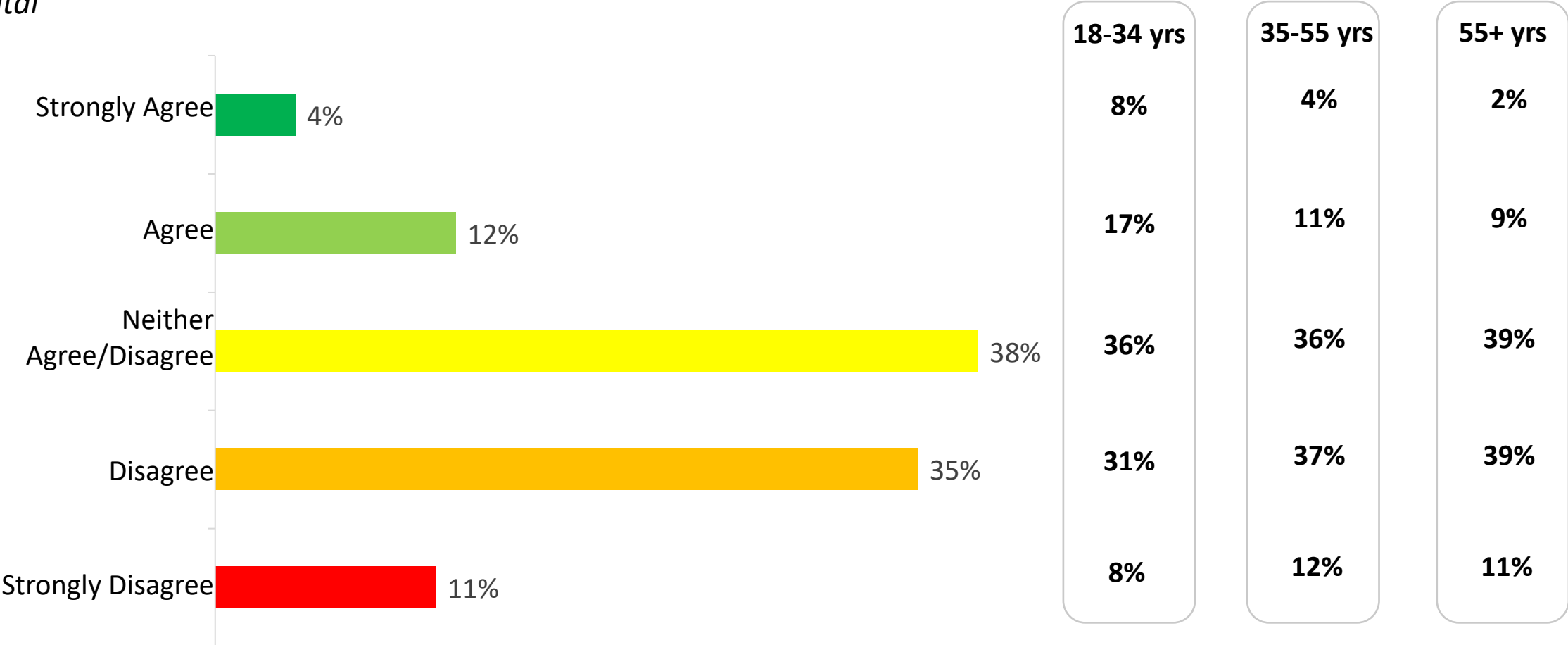


Q: Please state how much you agree or disagree with each of the following: If I was living with a serious illness, I would prefer to have palliative care in a hospice (Single Grid n=1,500)



Nearly half 46% (35% + 11%) 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”

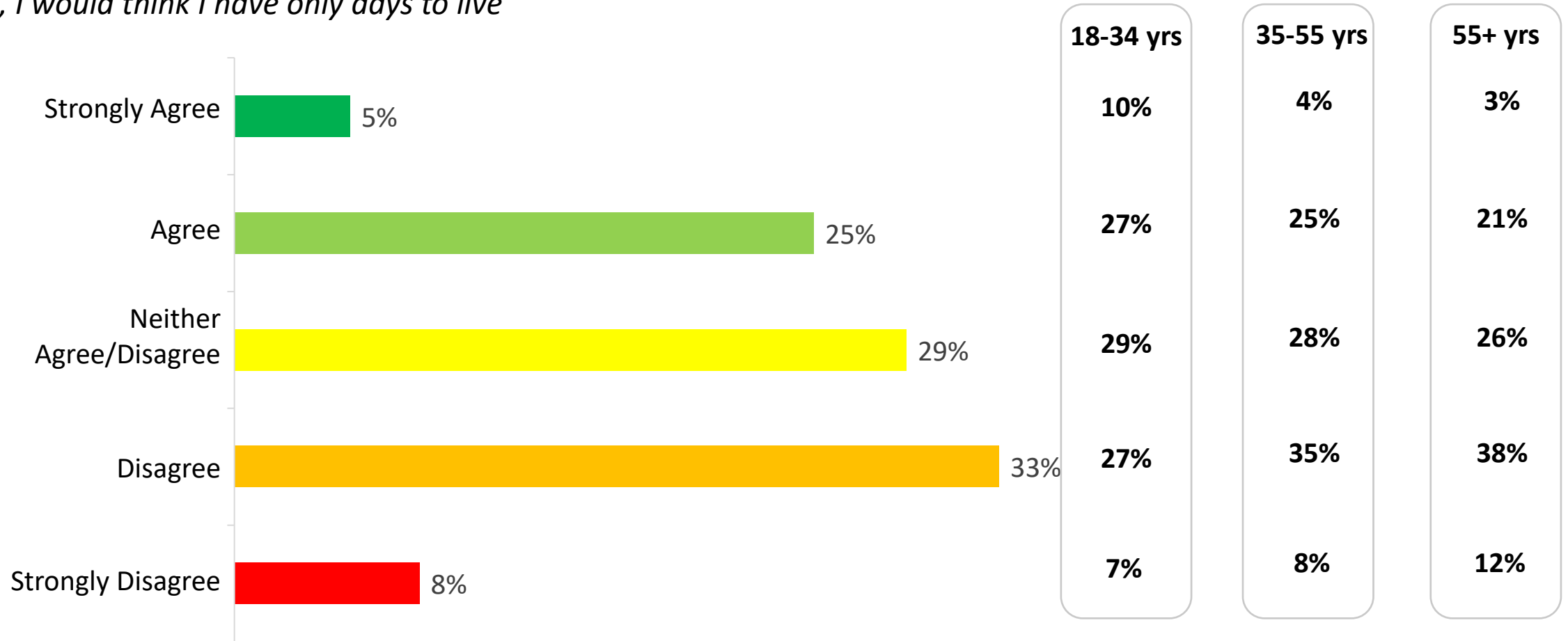


Q: Please state how much you agree or disagree with each of the following: If I was living with a serious illness, I would prefer to have palliative care in a hospital (Single Grid n=1,500)



30% (5% + 25%) 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 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=1,500)



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 %