



**Palliative Care Research Study All Island (ROI & NI  
Combined)  
(July 2022 Version 1.2)**



All Ireland Institute of  
Hospice and Palliative Care



# Palliative Care Research Study - (ROI & NI)

## OMNIBUS METHODOLOGY



### Palliative Care Research Study 2022

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 21<sup>st</sup> to 28<sup>th</sup> of July 2022



#### Mi ProSurvey 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  
1,000 in ROI and 500 in NI



#### 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 of 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

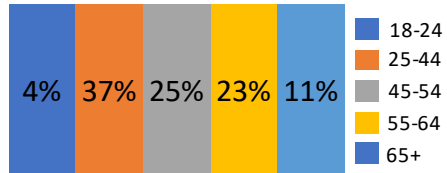
All Ireland Institute of  
Hospice and Palliative Care



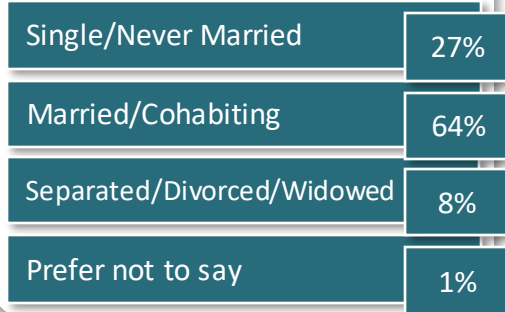
### Gender



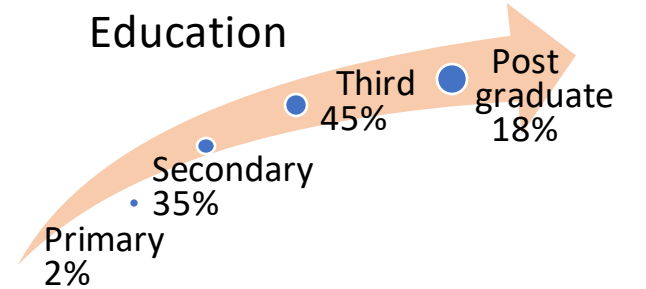
### Age of respondents



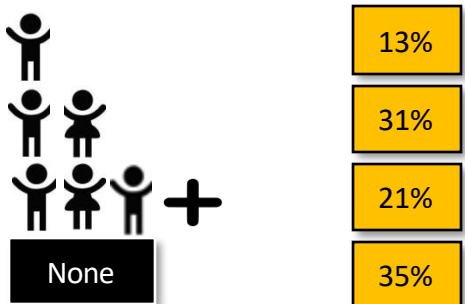
### Marital Status



### Education



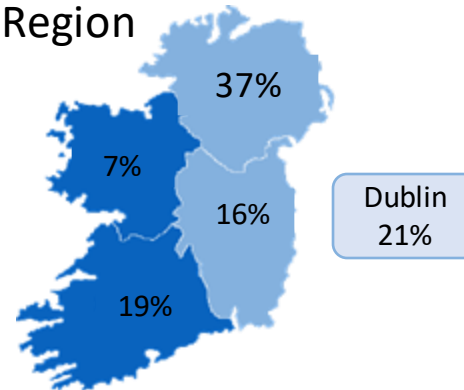
### Children at Home



### 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 Research Study – (ROI & NI)

## 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 and NI. The research was conducted in ROI and NI and received 1,500 responses combined. The research report provides insights into how comfortable adults in ROI and NI are with discussing Palliative Care and complementary therapy in Palliative Care.

### KEY POINTS

#### Complementary Therapy in Palliative Care



- 64% of adults feel that music therapy is a complementary therapy that may be provided as part of Palliative Care.
- Over half (57%) of adults feel that art therapy is a complementary therapy that may be provided as part of Palliative Care.

#### Terms Associated with Palliative Care



- The majority (78%) of adults agree that when they hear the term Palliative Care they think about end of life. 78% of adults from ROI think the same and 80% of adults in NI agree.
- Nearly half (46%) of adults think of people with cancer when they hear the term Palliative Care. 44% of adults from ROI think the same and 49% of adults from NI agree with the statement.

#### Dealing with Palliative Care



- 45% of adults agree that if they had to receive Palliative or end of life Care, they do not feel ready to have those conversations and make those decisions.
- Nearly half (46%) of adults feel if they had to receive Palliative or end of life Care, they don't feel they have enough information to have those conversations and make those decisions.

#### Conversations on Palliative Care



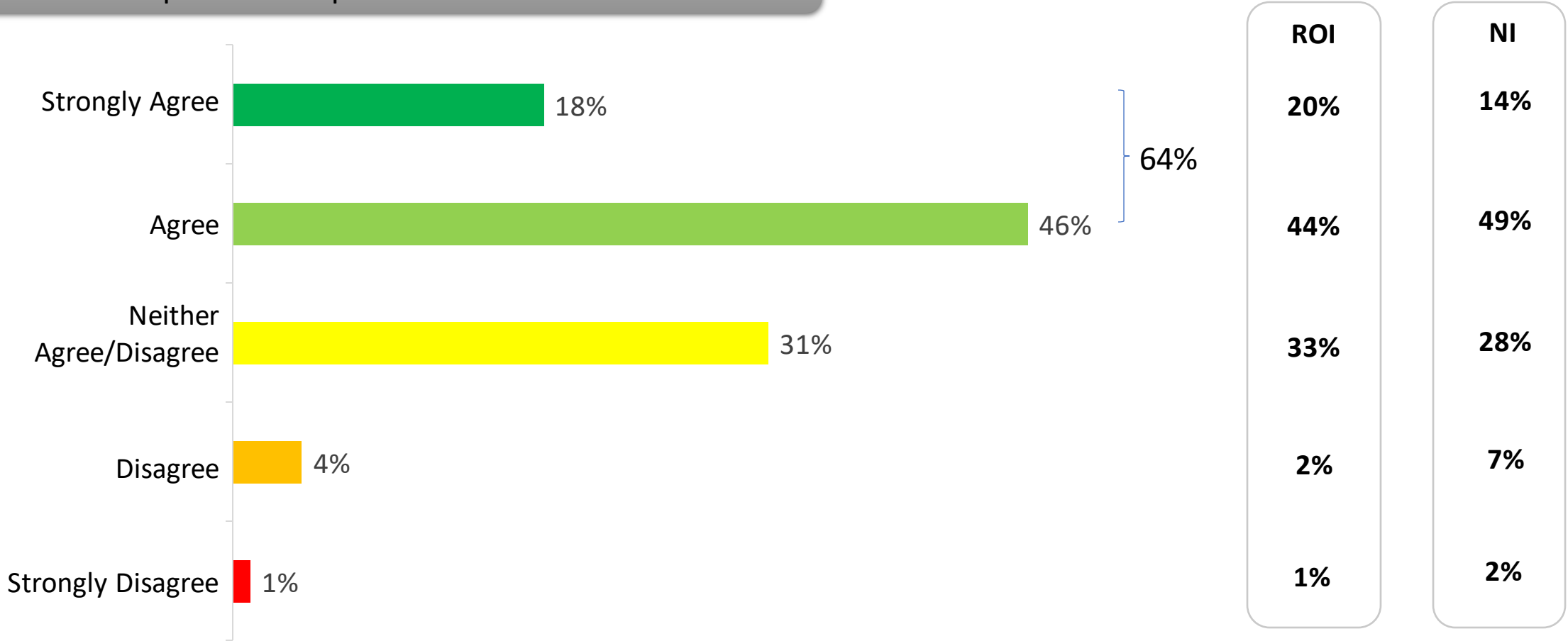
- 45% of adults would feel ready to have those conversations and make those decisions if they had to receive Palliative or end of life Care.
- 1 in 3 (33%) of adults agree that if they had to receive Palliative or end of life Care they would be too scared to have those conversations and make those decisions.

# **Palliative Care: ROI & NI combined**



64% of adults feel that music therapy is a complementary therapy provided as part of Palliative Care. 64% of adults from the Republic of Ireland (ROI) agree and 63% of adults from Northern Ireland (NI) agree.

'Music therapy is a Complementary Therapy that may be provided as part of Palliative Care'

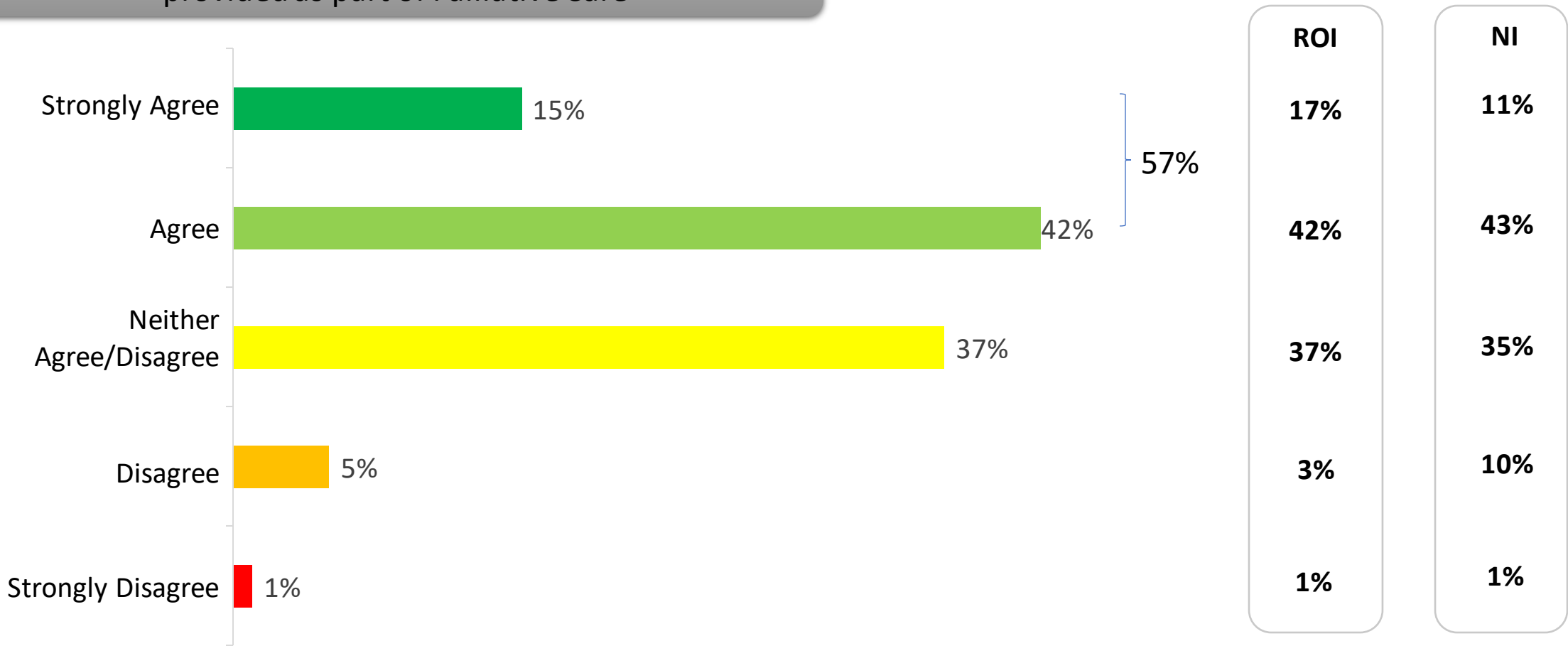


Q: Please state how much you agree or disagree with each of the following statements: (Single Grid n=1,500)



Over half (57%) of adults feel that art therapy is a complementary therapy that may be provided as part of Palliative Care. 59% of adults from ROI agree with the statement and 54% of adults from NI agree.

**'Art therapy is a Complementary Therapy that may be provided as part of Palliative Care'**

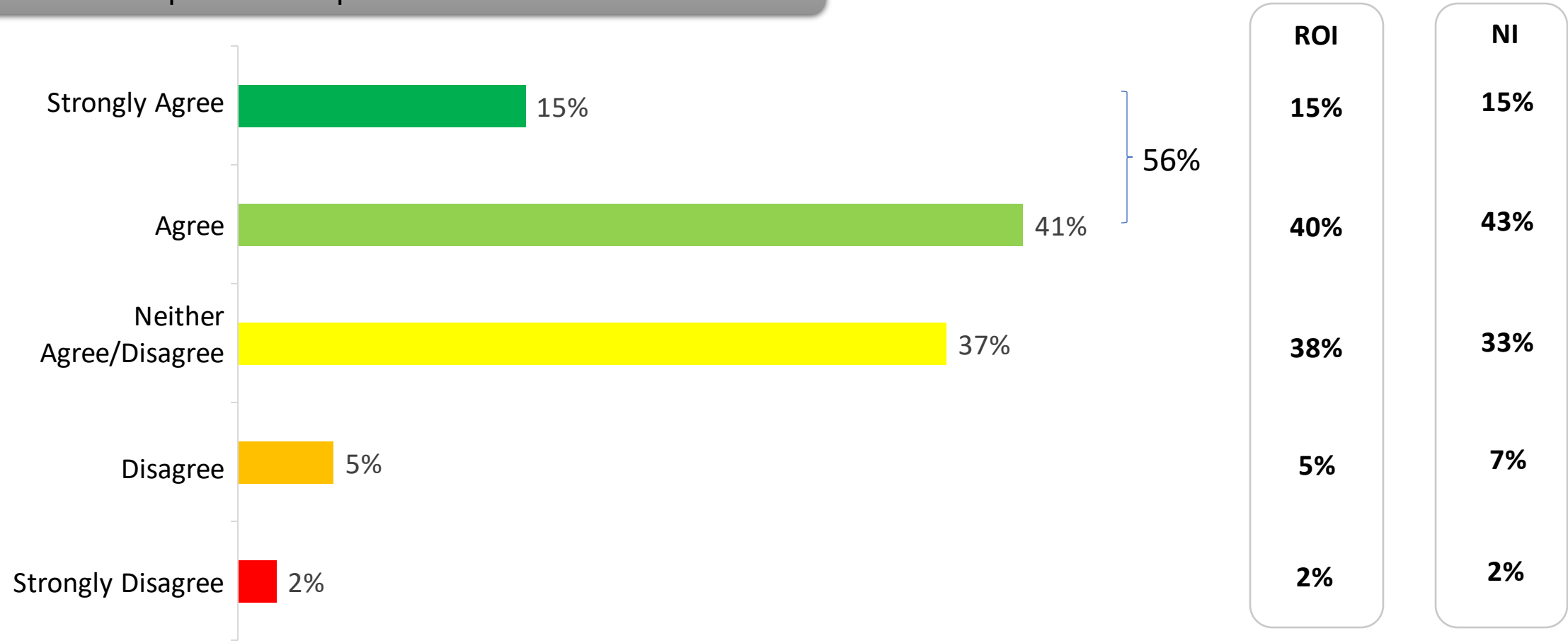


Q: Please state how much you agree or disagree with each of the following statements: (Single Grid n=1,500)



56% of adults think aromatherapies is a complementary therapy that may be provided as part of Palliative Care. 55% of adults from ROI agree with the statement and 58% of adults from NI agree.

**'Aromatherapies is a Complementary Therapy that may be provided as part of Palliative Care'**



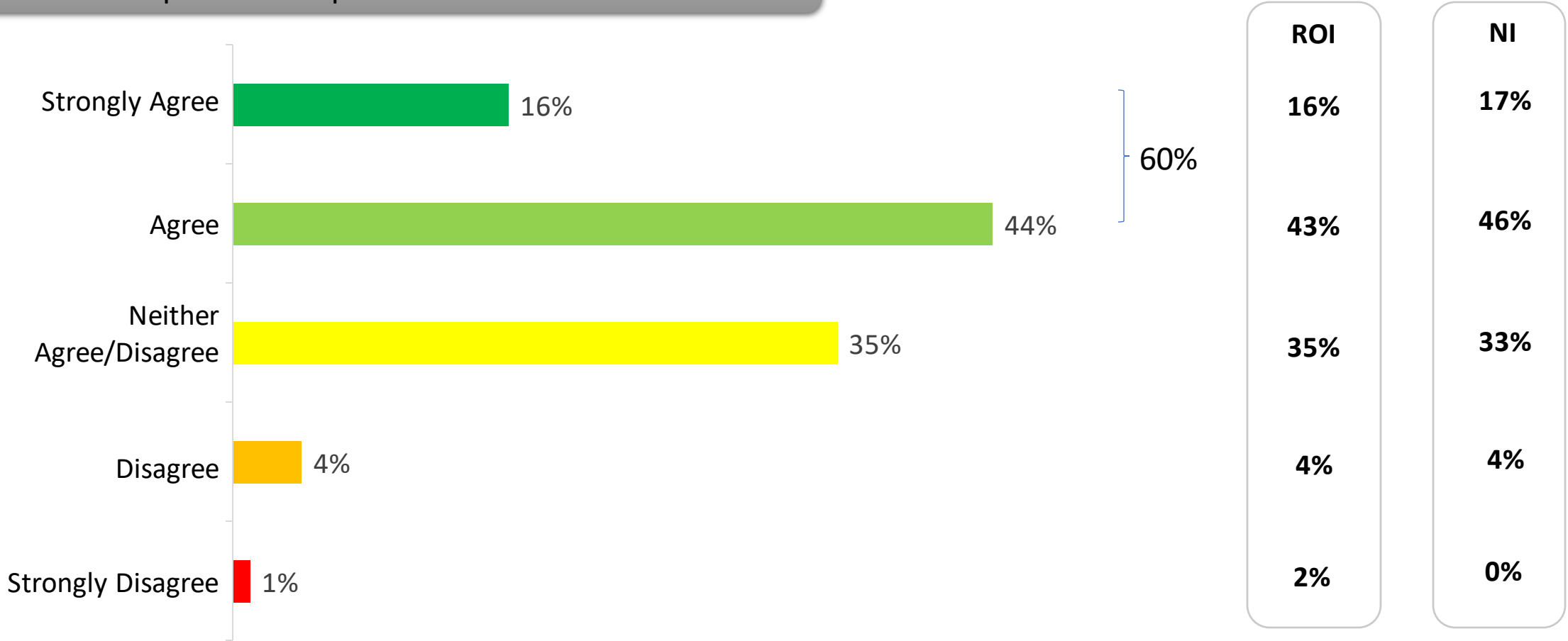
Q: Please state how much you agree or disagree with each of the following statements: (Single Grid n=1,500)





60% of adults think reflexology is a complementary therapy that may be provided as part of Palliative Care. 59% of adults from ROI agree with the statement and 63% of adults from NI agree.

'Reflexology is a Complementary Therapy that may be provided as part of Palliative Care'

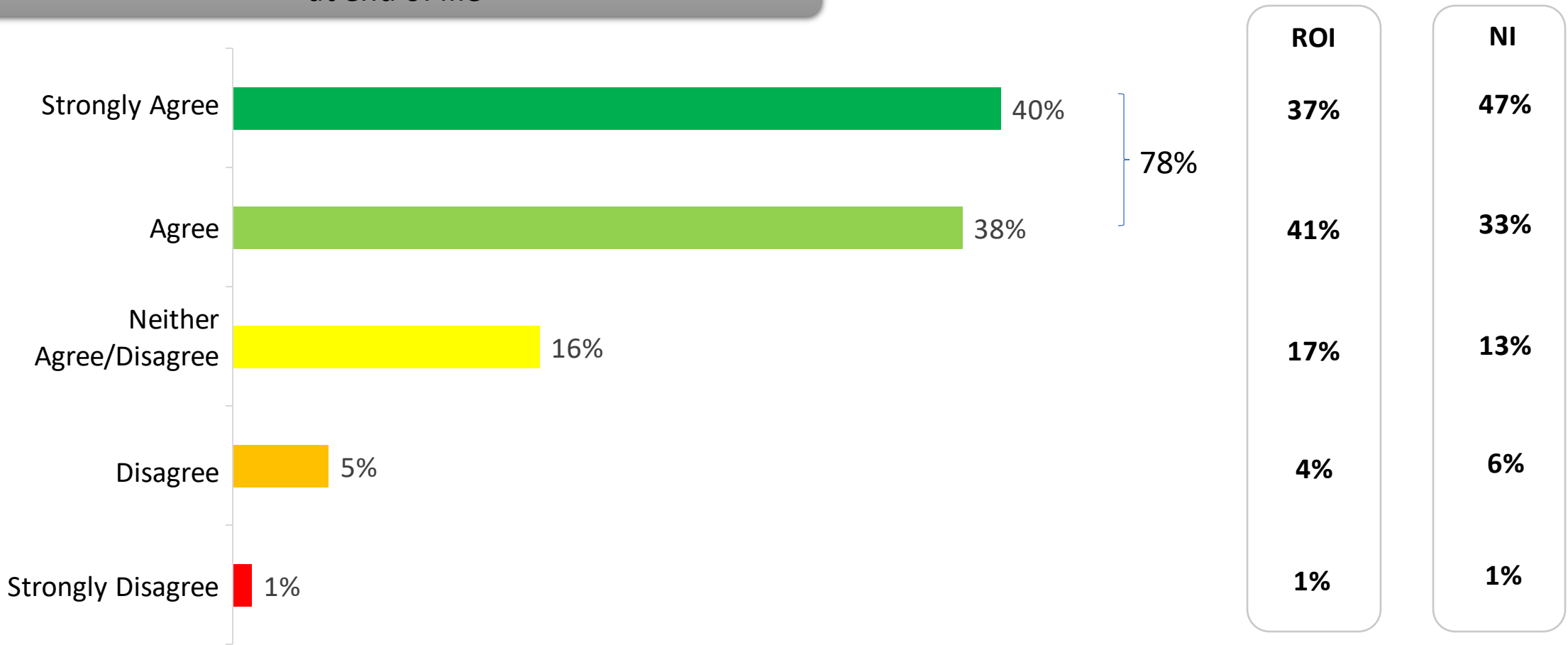


Q: Please state how much you agree or disagree with each of the following statements: (Single Grid n=1,500)



The majority (78%) of all adults agree that when they hear the term Palliative Care they think about end of life. 78% of adults from ROI think the same compared to 80% of adults in NI agree.

'When I hear the term Palliative Care, I think about Care at end of life'

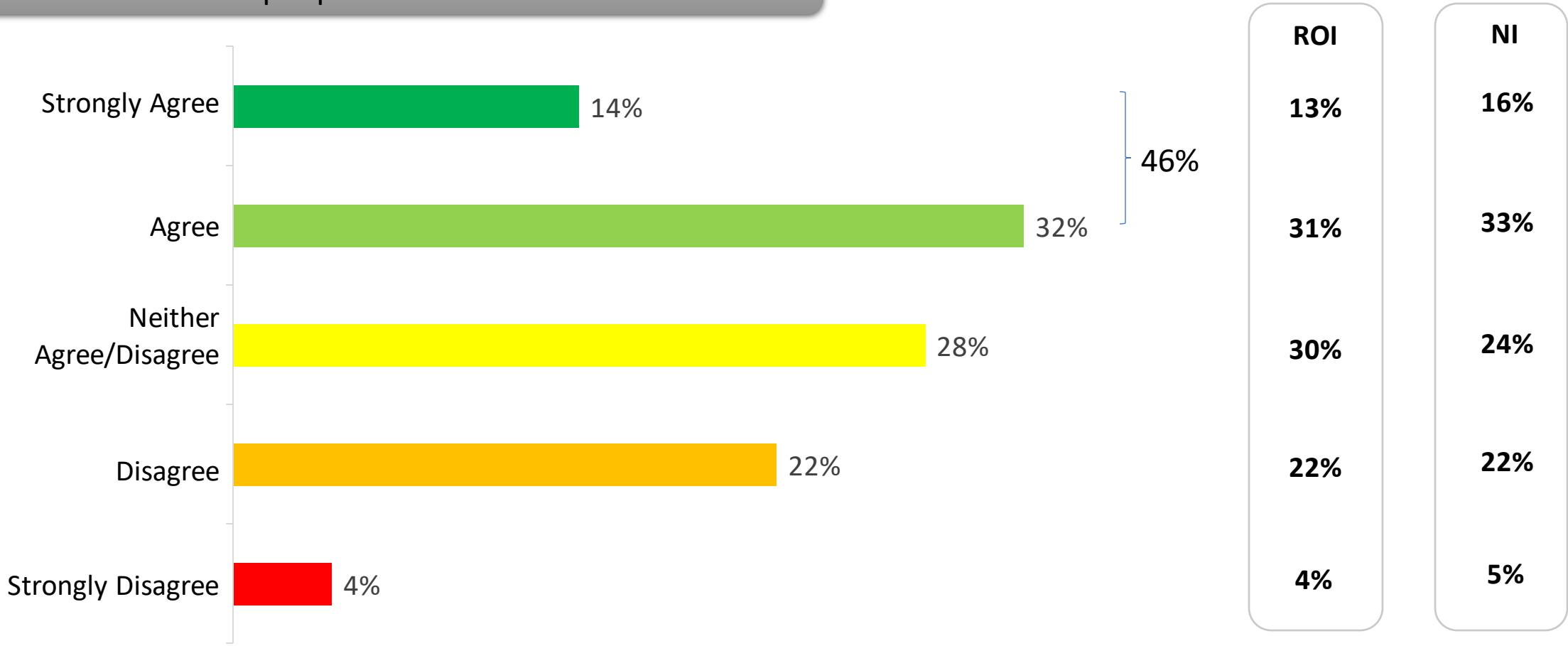


Q: Please state how much you agree or disagree with each of the following statements: (Single Grid n=1,500)



Nearly half (46%) of adults think of people with cancer when they hear the term Palliative Care. 44% of adults from ROI think the same and 49% of adults from NI agree with the statement.

'When I hear the term Palliative Care, I think is it is for people with cancer'

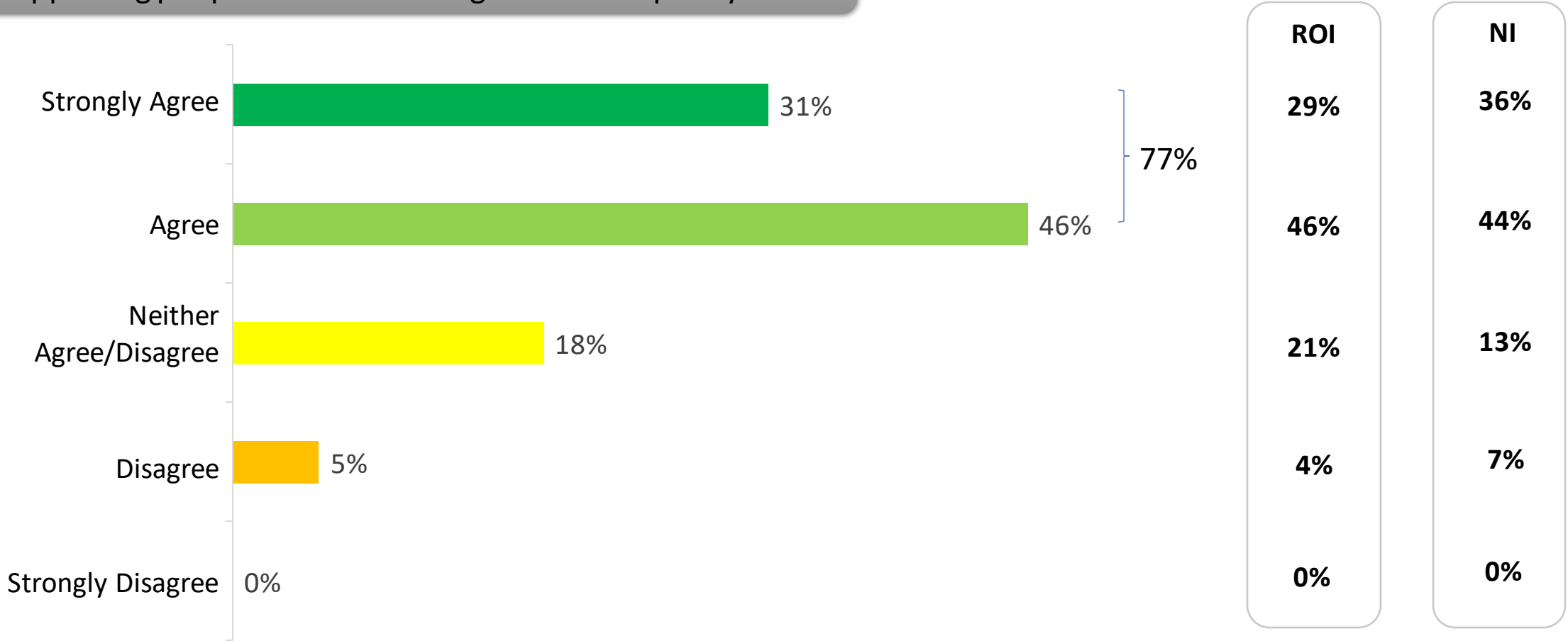


Q: Please state how much you agree or disagree with each of the following statements: (Single Grid n=1,500)



77% of adults think Palliative Care is about supporting people with life limiting conditions quality of life, when they hear the term. 75% of adults from ROI agree with the statement and 80% of adults from NI agree.

‘When I hear the term Palliative Care, I think it is about supporting people with life limiting conditions quality of life’



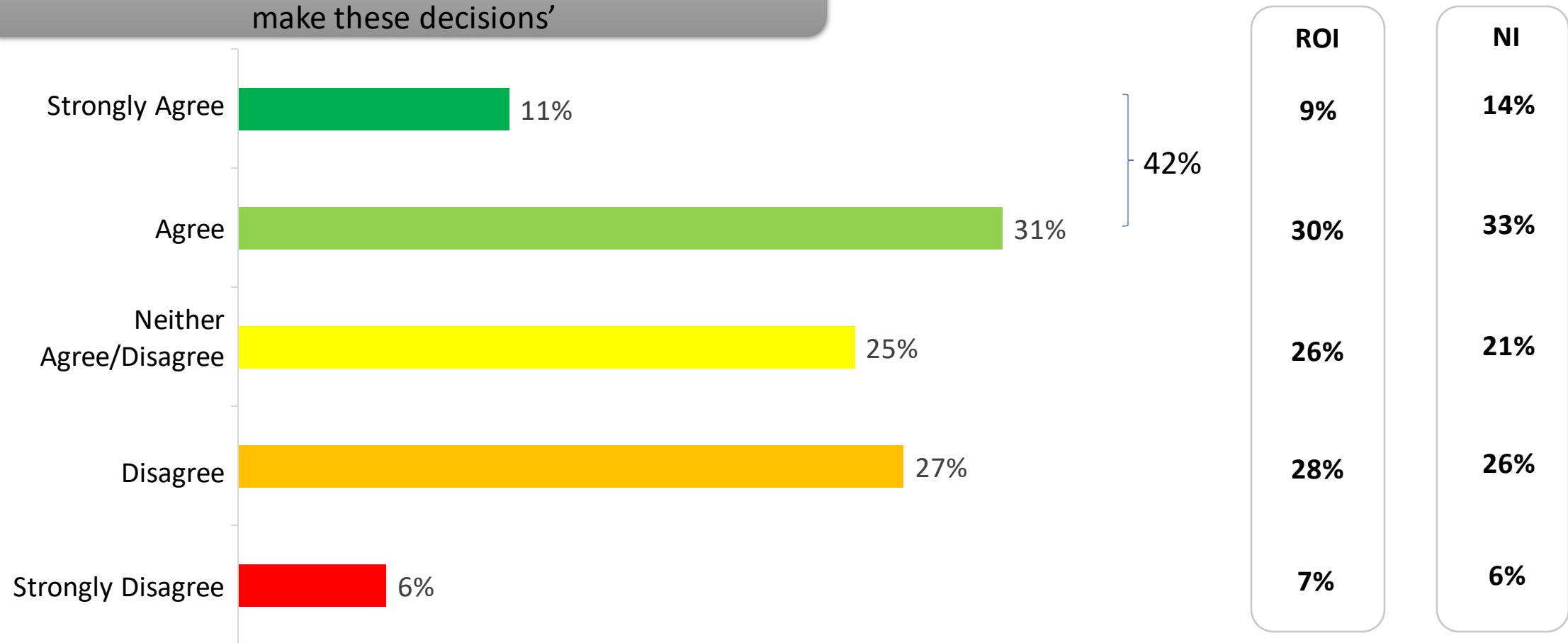
Q: Please state how much you agree or disagree with each of the following statements: (Single Grid n=1,500)

# **Palliative Care & Loved Ones**



42% of adults think if they had to receive Palliative or end of life Care, they don't feel there is ever a right time to have those conversations and make those decisions. 39% of adults from ROI agree and 47% of adults from NI agree.

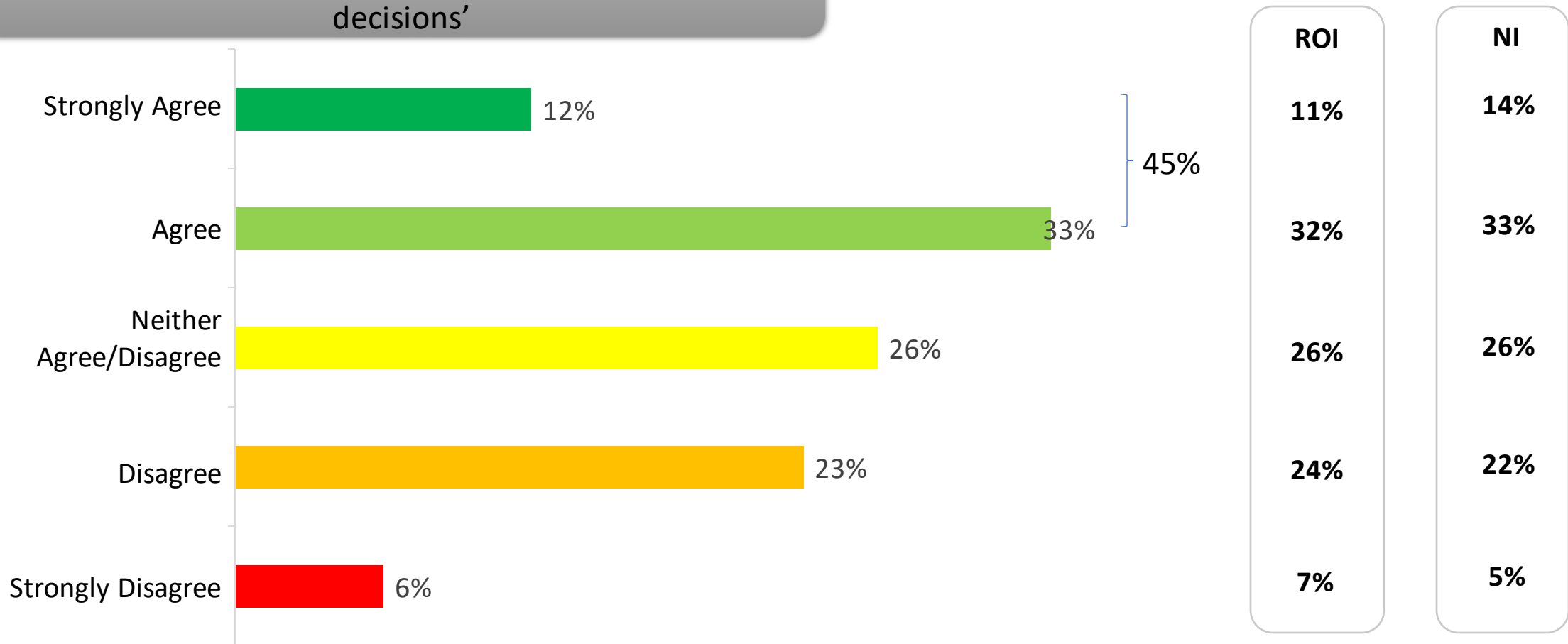
'If I had to receive Palliative or end of life Care, I don't feel there is ever a right time to have these conversations and make these decisions'





45% of adults agree that if they had to receive Palliative or end of life Care, they do not feel ready to have those conversations and make those decisions. 43% of adults from ROI agree and 47% of adults from NI think the same.

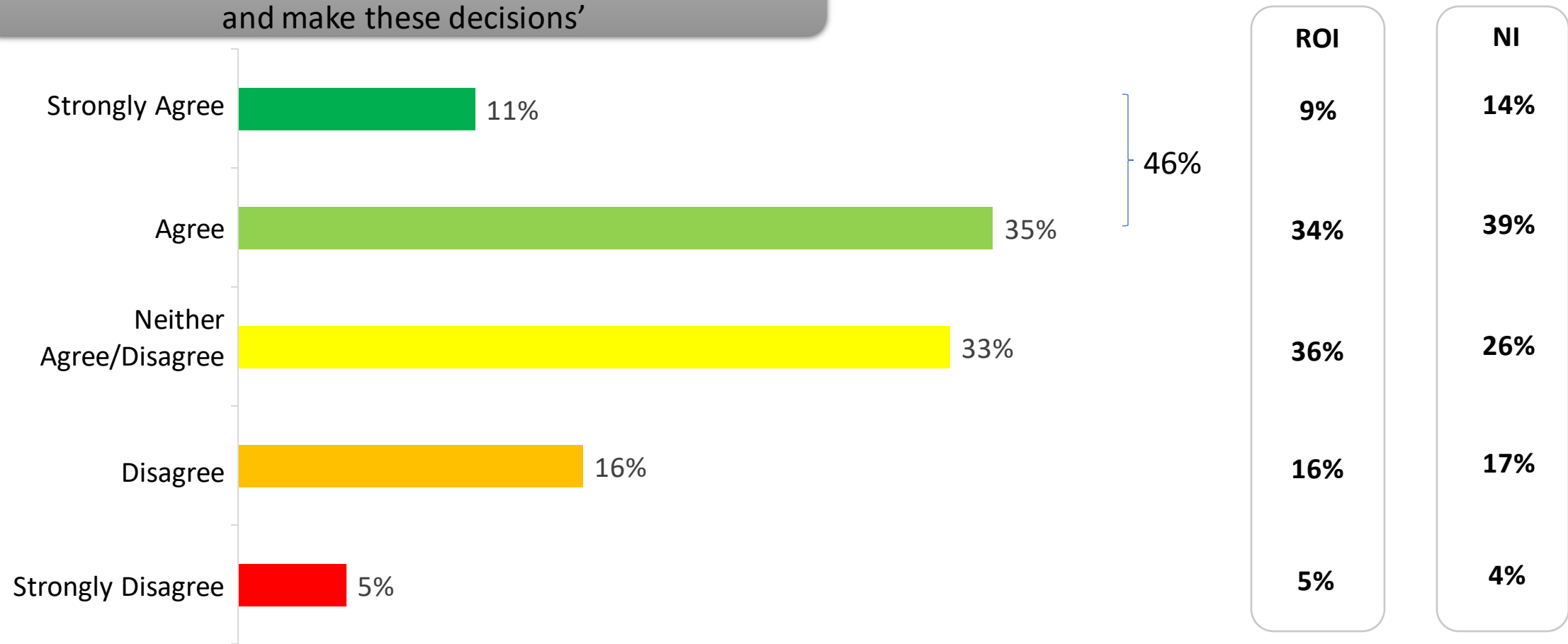
'If I had to receive Palliative or end of life Care, I do not feel ready to have these conversations and make these decisions'





Nearly half (46%) of adults feel if they had to receive Palliative or end of life Care, they don't feel they have enough information to have those conversations and make those decisions. 43% of adults from ROI agree and 53% of adults from NI agree with the statement.

'If I had to receive Palliative or end of life Care, I don't feel I have enough information to have these conversations and make these decisions'

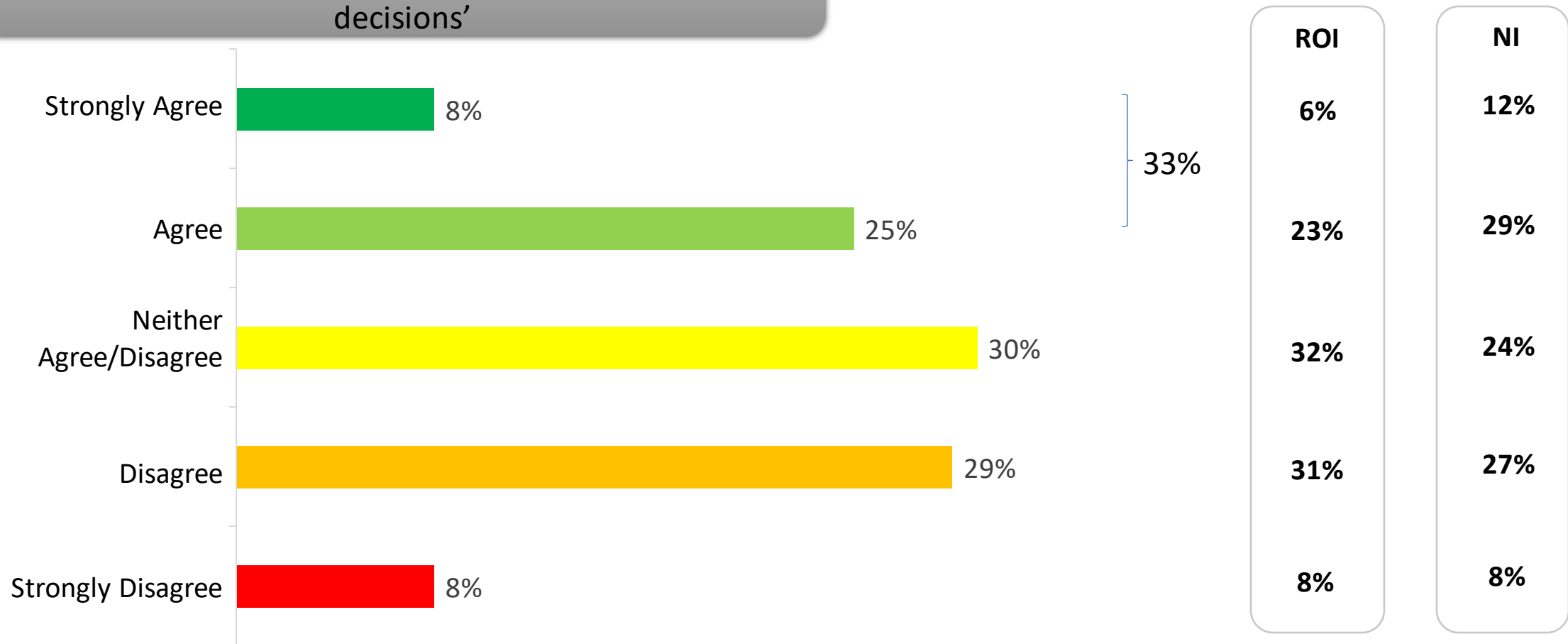






1 in 3 (33%) of adults agree that if they had to receive Palliative or end of life Care, they would be too scared to have those conversations and make those decisions. 29% of adults from ROI agree with the statement and 41% of adults from NI agree.

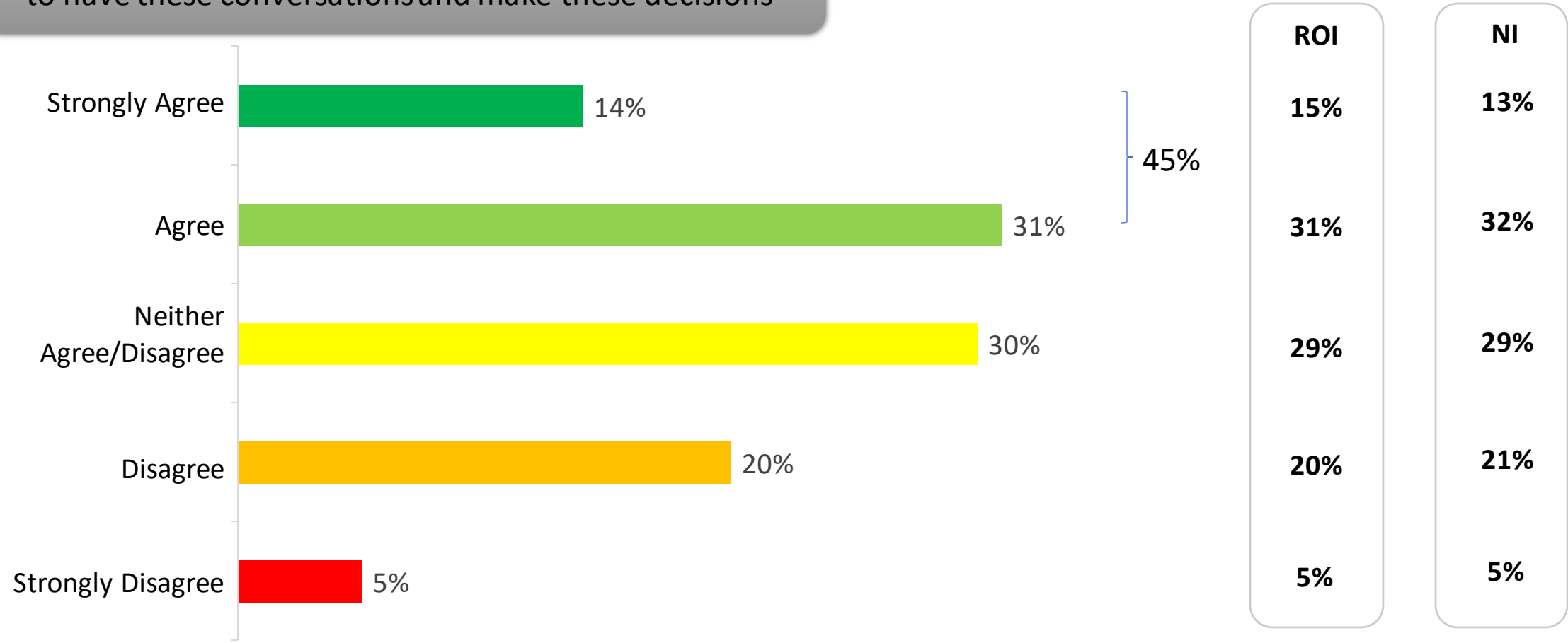
'If I had to receive Palliative or end of life Care, I would be too scared to have these conversations and make these decisions'





45% of adults would feel ready to have those conversations and make those decisions if they had to receive Palliative or end of life Care. 46% of adults from ROI think the same and 45% of adults from NI agree.

'If I had to receive Palliative or end of life Care, I feel ready to have these conversations and make these decisions'



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

	ROI	NI	Combined	Gender		Age					Socio-Economic Status	
	All Adults	All Adults	All Adults	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
Sample Size	1000	500	1500	736	764	211	317	327	237	408	729	771
Music therapy is a Complementary Therapy that may be provided as part of Palliative Care.												
Strongly Agree	20 %	14 %	18 %	12 %	23 %	16 %	21 %	17 %	17 %	18 %	15 %	21 %
Agree	44 %	49 %	46 %	41 %	50 %	20 %	44 %	49 %	53 %	49 %	45 %	46 %
Neither Agree nor Disagree	33 %	28 %	32 %	40 %	24 %	57 %	30 %	29 %	24 %	31 %	35 %	28 %
Disagree	2 %	7 %	4 %	5 %	2 %	7 %	4 %	3 %	5 %	1 %	4 %	3 %
Strongly Disagree	1 %	2 %	1 %	1 %	1 %	1 %	1 %	2 %	1 %	1 %	1 %	1 %
Art therapy is a Complementary Therapy that may be provided as part of Palliative Care.												
Strongly Agree	17 %	11 %	15 %	11 %	19 %	11 %	23 %	14 %	15 %	12 %	14 %	16 %
Agree	42 %	43 %	42 %	37 %	47 %	26 %	44 %	43 %	42 %	42 %	42 %	41 %
Neither Agree nor Disagree	37 %	36 %	37 %	46 %	28 %	55 %	26 %	38 %	35 %	40 %	38 %	35 %
Disagree	3 %	10 %	5 %	5 %	6 %	7 %	5 %	3 %	8 %	5 %	4 %	7 %
Strongly Disagree	1 %	1 %	1 %	2 %	1 %	1 %	2 %	2 %	1 %	1 %	2 %	1 %
Aromatherapies is a Complementary Therapy that may be provided as part of Palliative Care.												
Strongly Agree	15 %	15 %	15 %	11 %	19 %	6 %	20 %	15 %	16 %	16 %	13 %	17 %
Agree	40 %	43 %	41 %	34 %	48 %	24 %	37 %	44 %	45 %	45 %	41 %	41 %
Neither Agree nor Disagree	38 %	33 %	36 %	45 %	28 %	64 %	32 %	32 %	32 %	37 %	38 %	35 %
Disagree	5 %	7 %	5 %	7 %	4 %	5 %	9 %	6 %	7 %	2 %	6 %	5 %
Strongly Disagree	2 %	2 %	2 %	4 %	1 %	1 %	2 %	4 %	1 %	1 %	3 %	1 %

Reflexology is a Complementary Therapy that may be provided as part of Palliative Care.

Strongly Agree	16 %	17 %	16 %	14 %	18 %	5 %	19 %	18 %	17 %	17 %	16 %	17 %
Agree	43 %	46 %	44 %	37 %	50 %	30 %	38 %	47 %	48 %	48 %	44 %	43 %
Neither Agree nor Disagree	36 %	32 %	35 %	42 %	27 %	60 %	35 %	29 %	30 %	32 %	35 %	35 %
Disagree	4 %	4 %	4 %	4 %	4 %	5 %	6 %	4 %	5 %	2 %	3 %	5 %
Strongly Disagree	2 %	0 %	1 %	2 %	1 %	0 %	2 %	2 %	1 %	1 %	2 %	1 %

When I hear the term Palliative Care, I think about care at end of life.

Strongly Agree	37 %	47 %	40 %	36 %	44 %	26 %	47 %	41 %	40 %	45 %	41 %	40 %
Agree	41 %	33 %	38 %	36 %	40 %	17 %	31 %	40 %	42 %	45 %	35 %	41 %
Neither Agree nor Disagree	17 %	14 %	16 %	24 %	8 %	45 %	19 %	14 %	11 %	6 %	19 %	13 %
Disagree	4 %	6 %	5 %	4 %	5 %	11 %	1 %	4 %	6 %	3 %	4 %	5 %
Strongly Disagree	1 %	1 %	1 %	0 %	2 %	1 %	2 %	1 %	0 %	1 %	1 %	1 %

When I hear the term Palliative Care, I think it is for people with cancer.

Strongly Agree	13 %	16 %	14 %	15 %	14 %	3 %	21 %	15 %	11 %	18 %	11 %	17 %
Agree	31 %	33 %	32 %	30 %	33 %	16 %	23 %	40 %	36 %	36 %	31 %	32 %
Neither Agree nor Disagree	30 %	23 %	28 %	31 %	24 %	60 %	28 %	23 %	26 %	17 %	32 %	23 %
Disagree	22 %	22 %	22 %	20 %	24 %	20 %	22 %	19 %	23 %	22 %	21 %	23 %
Strongly Disagree	4 %	5 %	4 %	3 %	6 %	1 %	6 %	3 %	4 %	6 %	5 %	4 %

When I hear the term Palliative Care, I think it is about supporting people with life limiting conditions quality of life.

Strongly Agree	29 %	36 %	31 %	29 %	33 %	17 %	34 %	29 %	33 %	37 %	29 %	33 %
Agree	46 %	44 %	46 %	44 %	47 %	33 %	40 %	50 %	44 %	48 %	45 %	46 %
Neither Agree nor Disagree	20 %	12 %	18 %	22 %	14 %	45 %	23 %	11 %	18 %	9 %	19 %	16 %
Disagree	4 %	7 %	5 %	5 %	5 %	4 %	4 %	8 %	5 %	5 %	6 %	5 %
Strongly Disagree	0 %	0 %	0 %	0 %	1 %	0 %	0 %	1 %	0 %	1 %	0 %	0 %

Discussing and making decisions about where you would like to receive palliative care and end of life care with loved ones can be difficult. Please state how much you agree or disagree with each of the following statements:

	All Adults	All Adults	All Adults	Gender		Age					Socio-Economic Status	
				Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
Sample Size	1000	500	1500	736	764	211	317	327	237	408	729	771
If I had to receive palliative or end of life care, I don't feel there is ever a right time to have these conversations and make these decisions.												
Strongly Agree	9 %	14 %	11 %	10 %	12 %	9 %	8 %	13 %	9 %	15 %	9 %	12 %
Agree	30 %	33 %	31 %	27 %	34 %	24 %	38 %	32 %	31 %	26 %	32 %	30 %
Neither Agree nor Disagree	27 %	20 %	25 %	27 %	22 %	18 %	25 %	27 %	28 %	24 %	22 %	28 %
Disagree	28 %	26 %	27 %	30 %	25 %	47 %	19 %	24 %	24 %	28 %	31 %	24 %
Strongly Disagree	7 %	6 %	6 %	7 %	6 %	3 %	9 %	4 %	8 %	7 %	7 %	6 %
If I had to receive palliative or end of life care, I do not feel ready to have these conversations and make these decisions.												
Strongly Agree	11 %	14 %	12 %	12 %	11 %	7 %	20 %	15 %	7 %	10 %	10 %	14 %
Agree	32 %	33 %	33 %	33 %	33 %	55 %	25 %	34 %	31 %	28 %	38 %	28 %
Neither Agree nor Disagree	26 %	26 %	26 %	27 %	24 %	24 %	24 %	24 %	35 %	23 %	24 %	27 %
Disagree	24 %	22 %	23 %	22 %	24 %	12 %	22 %	22 %	19 %	32 %	22 %	24 %
Strongly Disagree	7 %	5 %	6 %	6 %	7 %	2 %	10 %	4 %	9 %	6 %	6 %	7 %

If I had to receive palliative or end of life care, I don't feel I have enough information to have these conversations and make these decisions.

Strongly Agree	9 %	14 %	11 %	12 %	10 %	3 %	19 %	13 %	6 %	10 %	10 %	11 %
Agree	34 %	39 %	35 %	30 %	40 %	27 %	30 %	37 %	42 %	37 %	35 %	35 %
Neither Agree nor Disagree	36 %	27 %	33 %	39 %	27 %	59 %	30 %	29 %	34 %	29 %	35 %	31 %
Disagree	16 %	17 %	16 %	14 %	19 %	10 %	13 %	18 %	14 %	19 %	16 %	17 %
Strongly Disagree	5 %	4 %	5 %	5 %	4 %	2 %	9 %	3 %	4 %	4 %	4 %	5 %

If I had to receive palliative or end of life care, I would be too scared to have these conversations and make these decisions.

Strongly Agree	6 %	12 %	8 %	9 %	7 %	10 %	7 %	11 %	5 %	9 %	7 %	9 %
Agree	23 %	29 %	25 %	22 %	27 %	26 %	28 %	25 %	29 %	17 %	24 %	25 %
Neither Agree nor Disagree	32 %	24 %	29 %	36 %	23 %	47 %	30 %	28 %	27 %	27 %	32 %	27 %
Disagree	31 %	27 %	29 %	26 %	33 %	16 %	28 %	28 %	30 %	36 %	28 %	30 %
Strongly Disagree	8 %	8 %	8 %	7 %	10 %	2 %	7 %	8 %	9 %	11 %	8 %	8 %

If I had to receive palliative or end of life care, I feel ready to have these conversations and make these decisions.

Strongly Agree	15 %	13 %	14 %	15 %	14 %	14 %	23 %	12 %	9 %	12 %	12 %	17 %
Agree	31 %	32 %	31 %	33 %	29 %	11 %	24 %	33 %	36 %	40 %	32 %	30 %
Neither Agree nor Disagree	29 %	29 %	29 %	27 %	31 %	29 %	28 %	30 %	30 %	30 %	25 %	33 %
Disagree	20 %	21 %	20 %	19 %	22 %	44 %	17 %	20 %	22 %	13 %	27 %	14 %
Strongly Disagree	5 %	5 %	5 %	5 %	4 %	2 %	8 %	5 %	3 %	5 %	5 %	5 %