



**Palliative Care Research Study All Island (ROI & NI
Combined)
(July 2020 Version 1.2)**



All Ireland Institute of
Hospice and Palliative Care



Palliative Care Research Study - (ROI & NI)

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 & 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 both ROI & NI. The research was conducted in both ROI & NI and received 1,500 responses. The research report provides insights into how comfortable adults in ROI & NI 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 that palliative care could help themselves or a loved one.
- This figure was slightly higher among adults aged 55+ with 83% in this group agreeing or strongly agreeing that palliative care could help themselves or a loved one.

Discussing Palliative Care



- 63% agree that they feel comfortable talking about palliative care.
- 74% of NI 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



- 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 62% of them thinking about this subject more.

COVID-19 & Palliative Care



- 55% 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 & NI)

METHODOLOGY



Palliative Care Research Study 2020

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 17th 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 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)

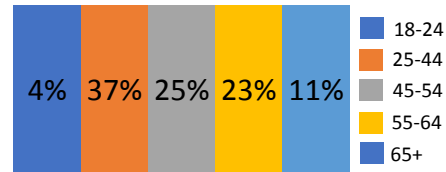
DEMOGRAPHICS



Gender



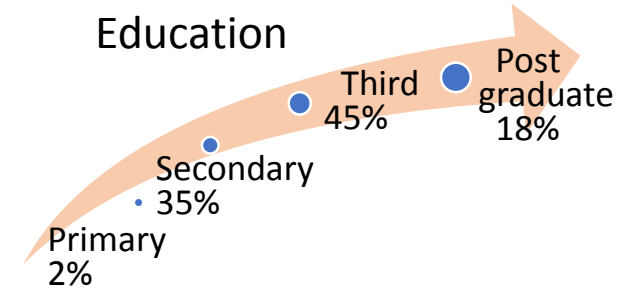
Age of respondents



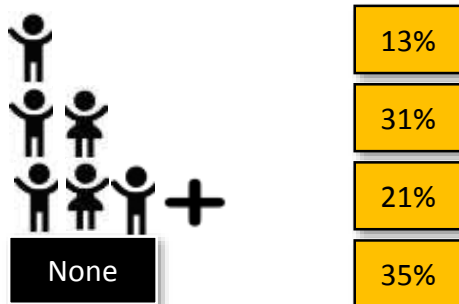
Marital Status

Single/Never Married	27%
Married/Cohabiting	64%
Separated/Divorced/Widowed	8%
Prefer not to say	1%

Education



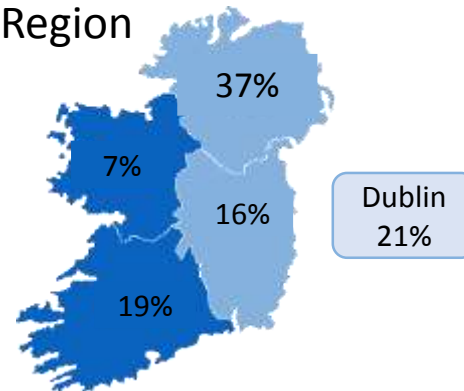
Children at Home



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

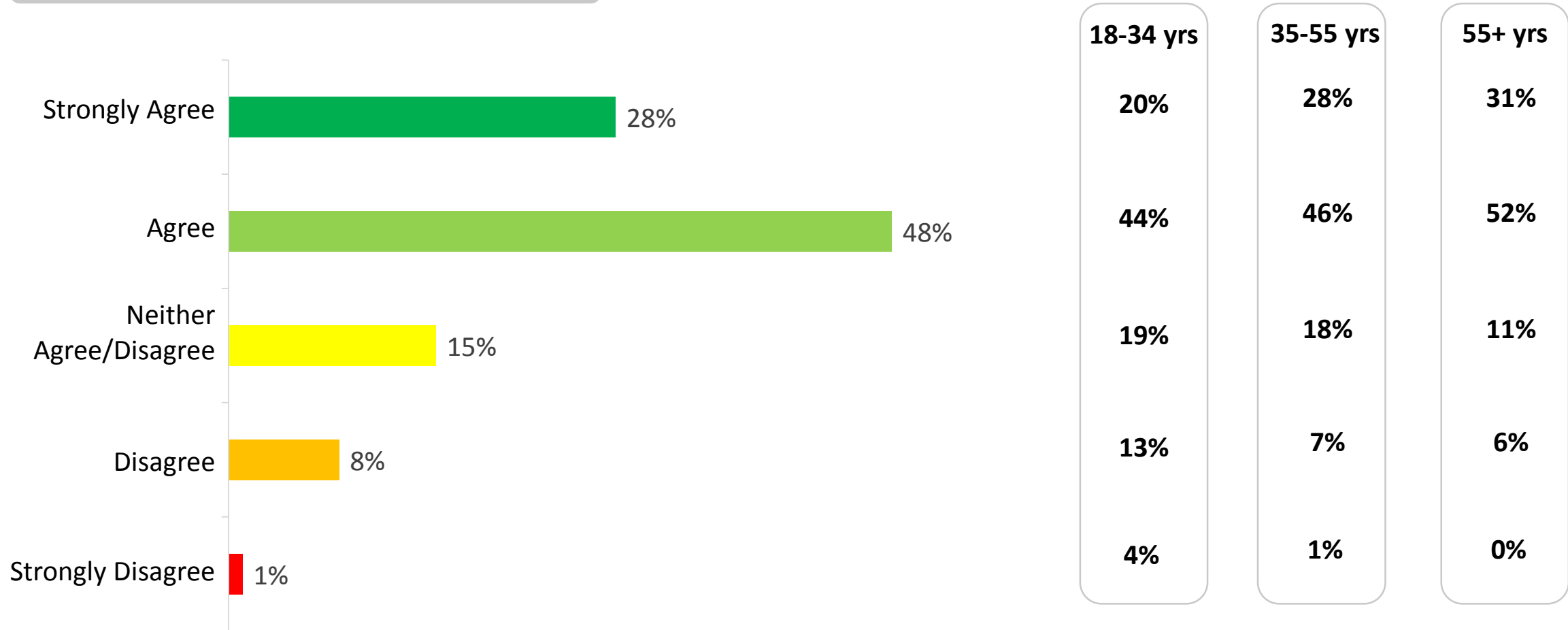
High managerial, admin, professional	4%
Intermediate managerial, admin, professional	15%
Supervisor, Jr managerial, admin, professional	30%
Manual worker (skilled, non-skilled)	15%
Self Employed	3%
Casual Worker – Not Permanent Employment	2%
Homemaker	8%
Unemployed	7%
Student	4%
Retired (on state, private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

Palliative Care: ROI & NI combined



Over 3 in 4 (76%) adults agree (agree + strongly agree) that palliative care could help themselves or a loved one. This figure was particularly higher amongst those aged 55+, with 83% agreeing with the statement.

Palliative care could help me or loved one

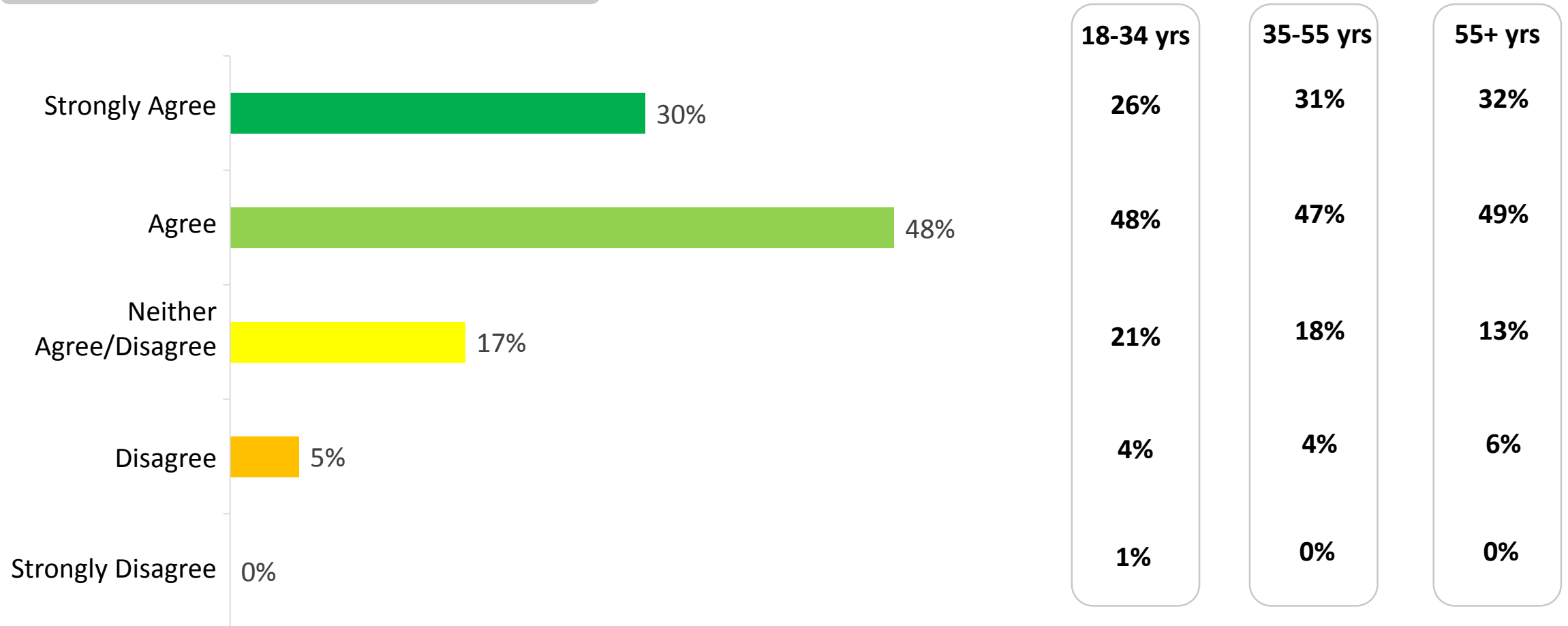


Q: Please state how much you agree or disagree with each of the following statements: I know how palliative care could help me or someone important to me: (Single Grid n=1,500)



78% 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 32% strongly agreeing and a further 49% agreeing with the statement.

Palliative care considered when diagnosed

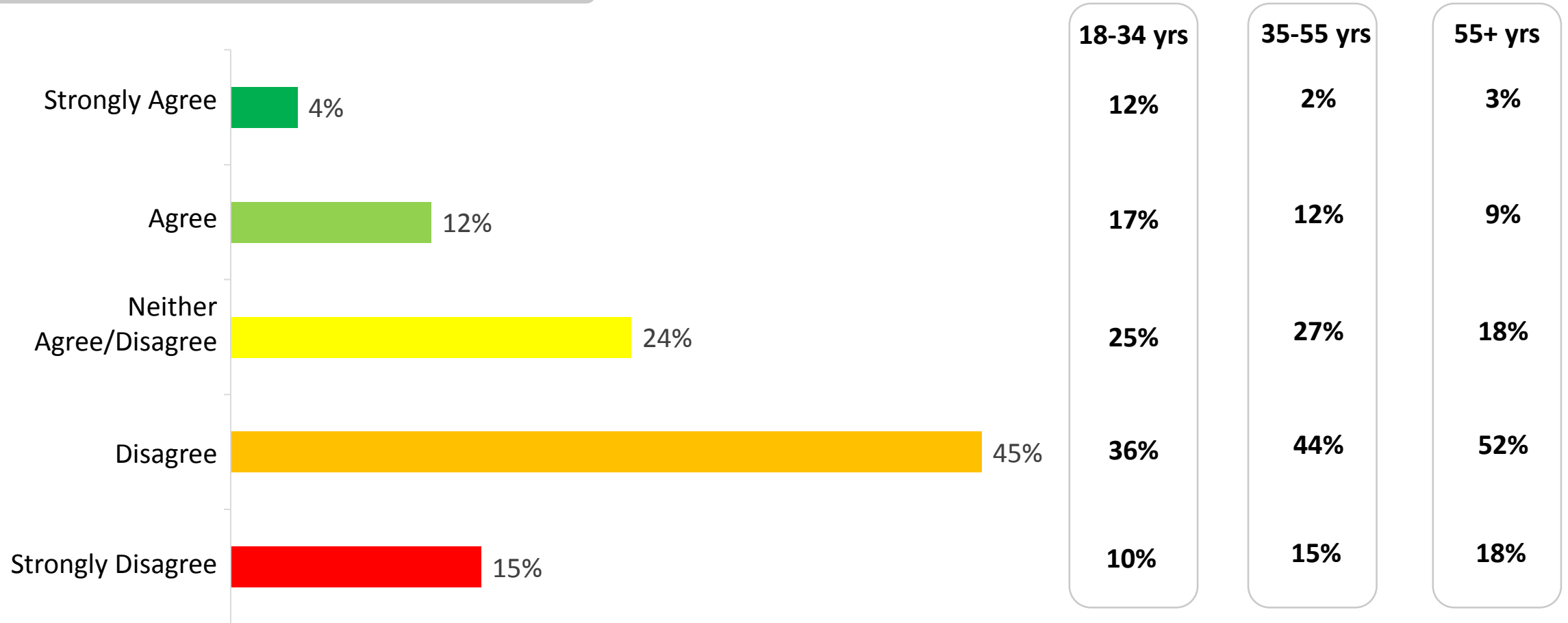


Q: Please state how much you agree or disagree with each of the following statements: Palliative care should be considered as early as possible when diagnosed with any life-limiting illness: (Single Grid n= 1,500)



60% of 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+ (18%).

Palliative care and advanced cancer

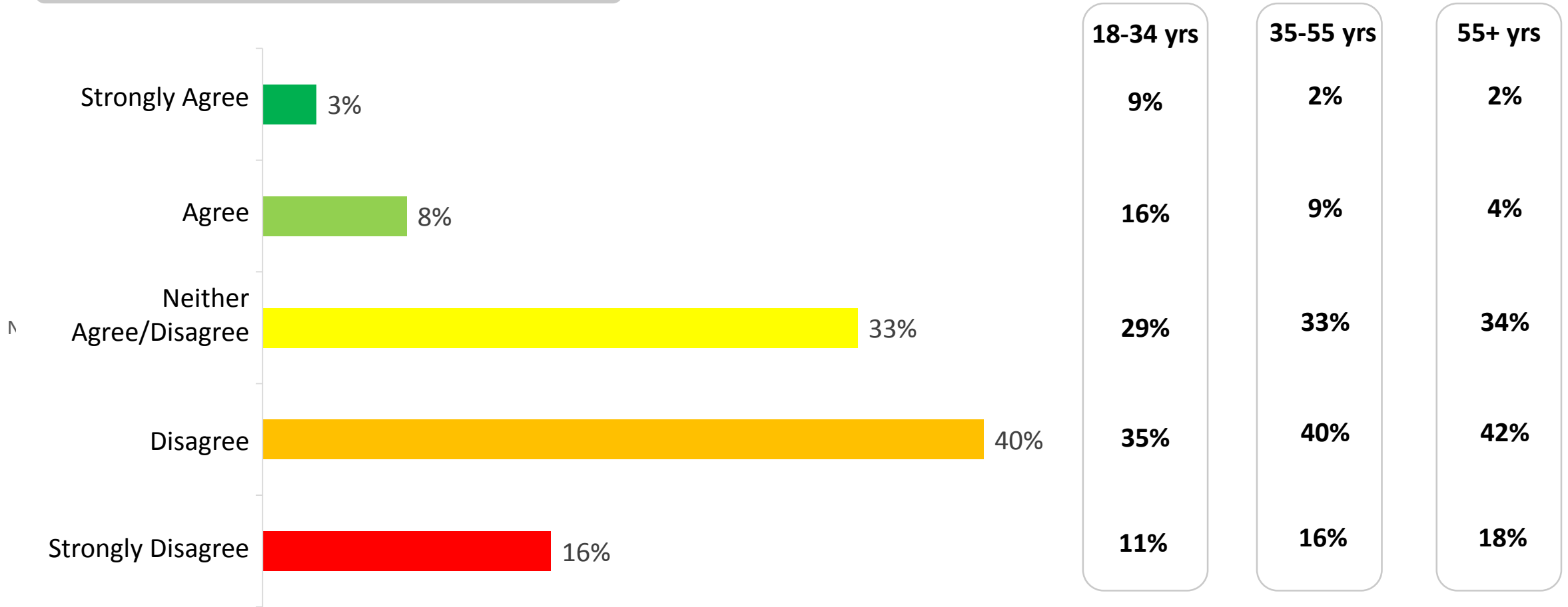


Q: Please state how much you agree or disagree with each of the following statements: Palliative care is only for people with advanced cancer (Single Grid n= 1,500)



Over half (56%) of respondents disagree (disagree + strongly disagree) that people receiving palliative care must give up their other treatments. 60% of those aged 55+ either disagree or strongly disagree with the statement.

Palliative care and other treatments

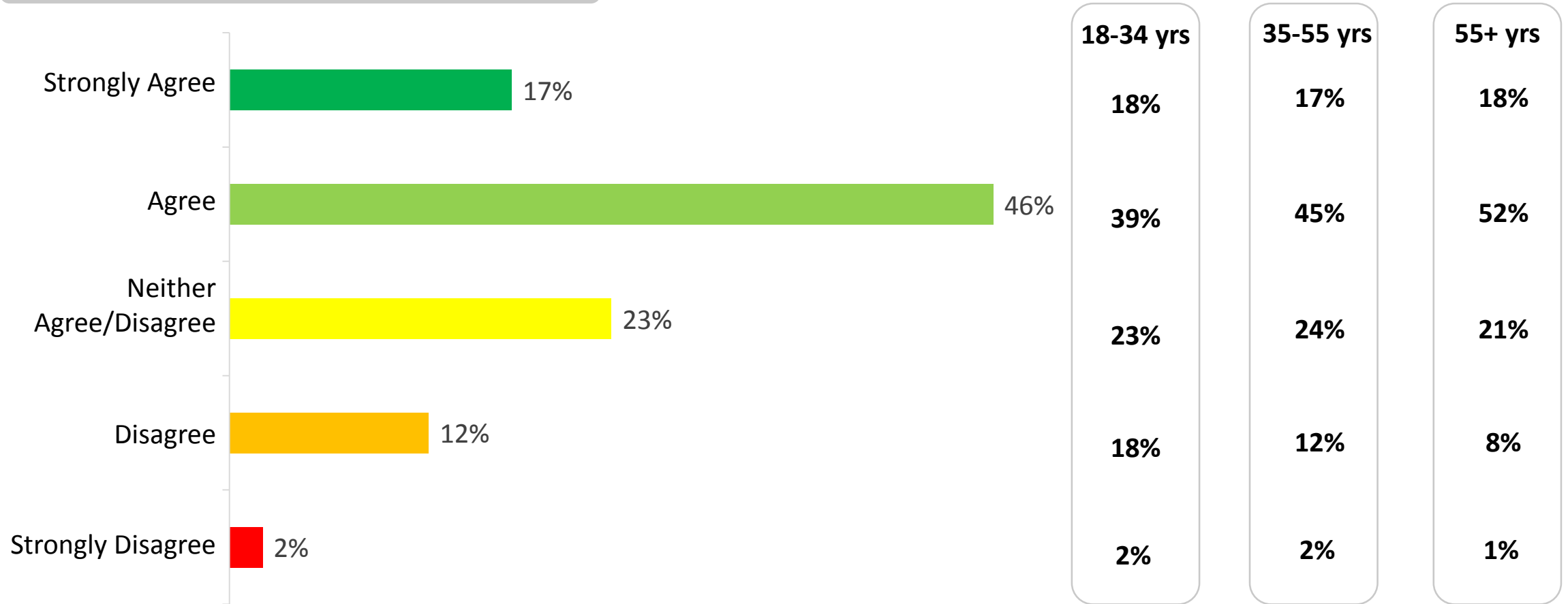


Q: Please state how much you agree or disagree with each of the following statements: If a person is receiving palliative care, they must give up their other treatments (Single Grid n= 1,500)



63% agree (agree + strongly agree) that they feel comfortable talking about palliative care. Those aged 55+ seem the most comfortable group to think or talk about the subject with 70% agreeing with the statement.

Comfortable talking about palliative care

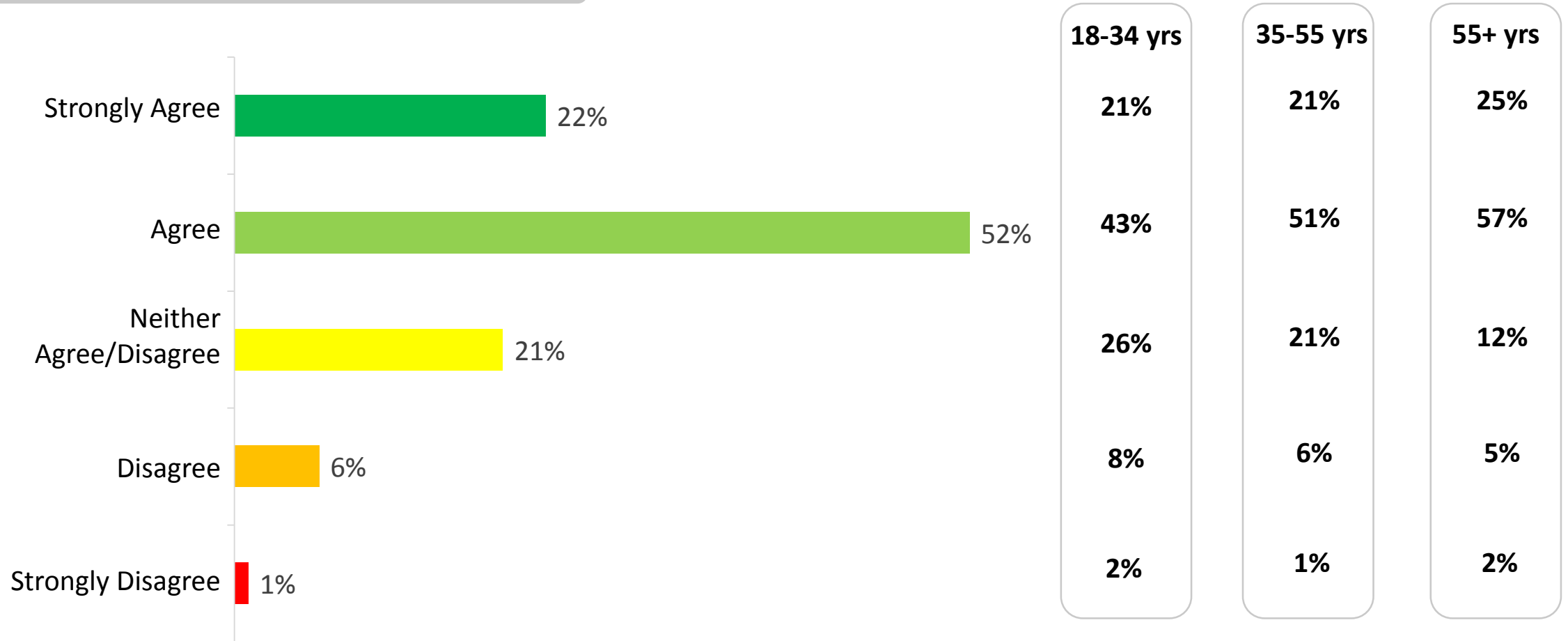


Q: Please state how much you agree or disagree with each of the following statements: I am comfortable to think or talk about palliative care (Single Grid n= 1,500)



74% of 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.

Discussing palliative care with professionals

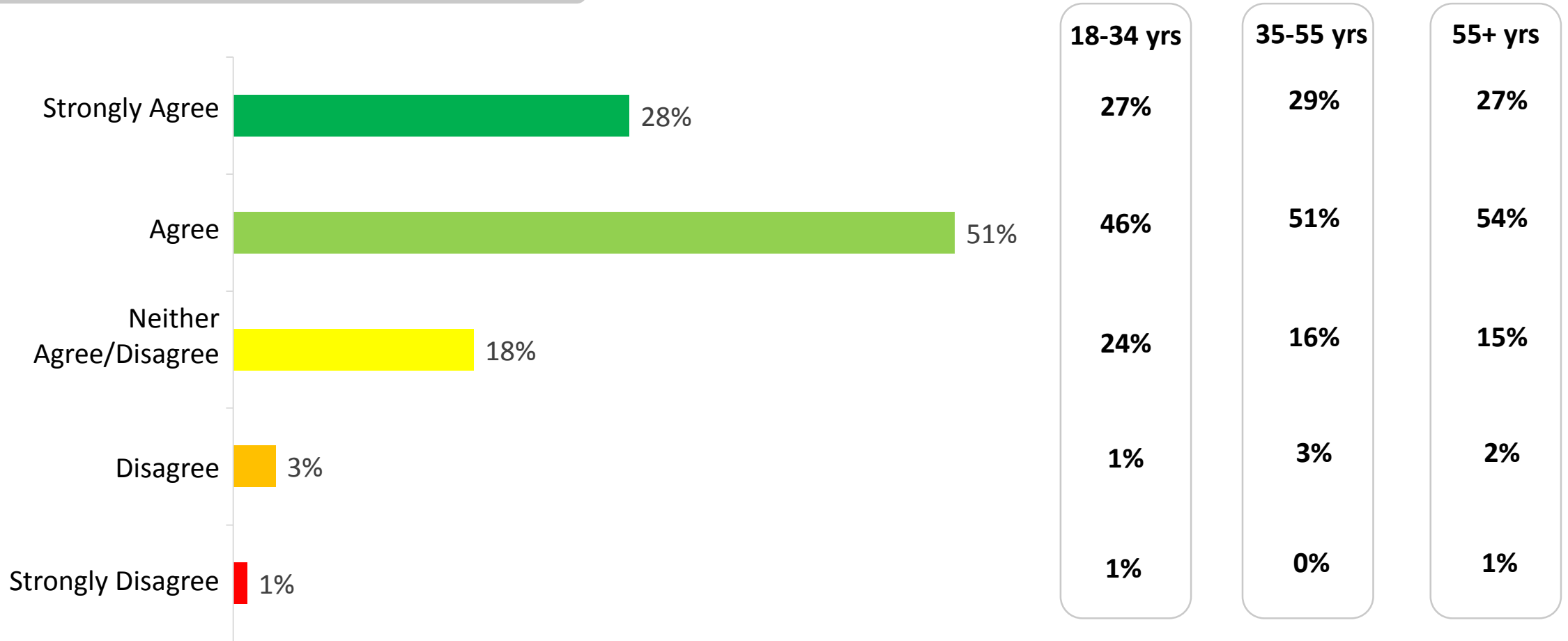


Q: Please state how much you agree or disagree with each of the following statements: I would feel confident to discuss palliative care with a hospital consultant, GP, community nurse or other health and social care professional (Single Grid n= 1,500)

79% of 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

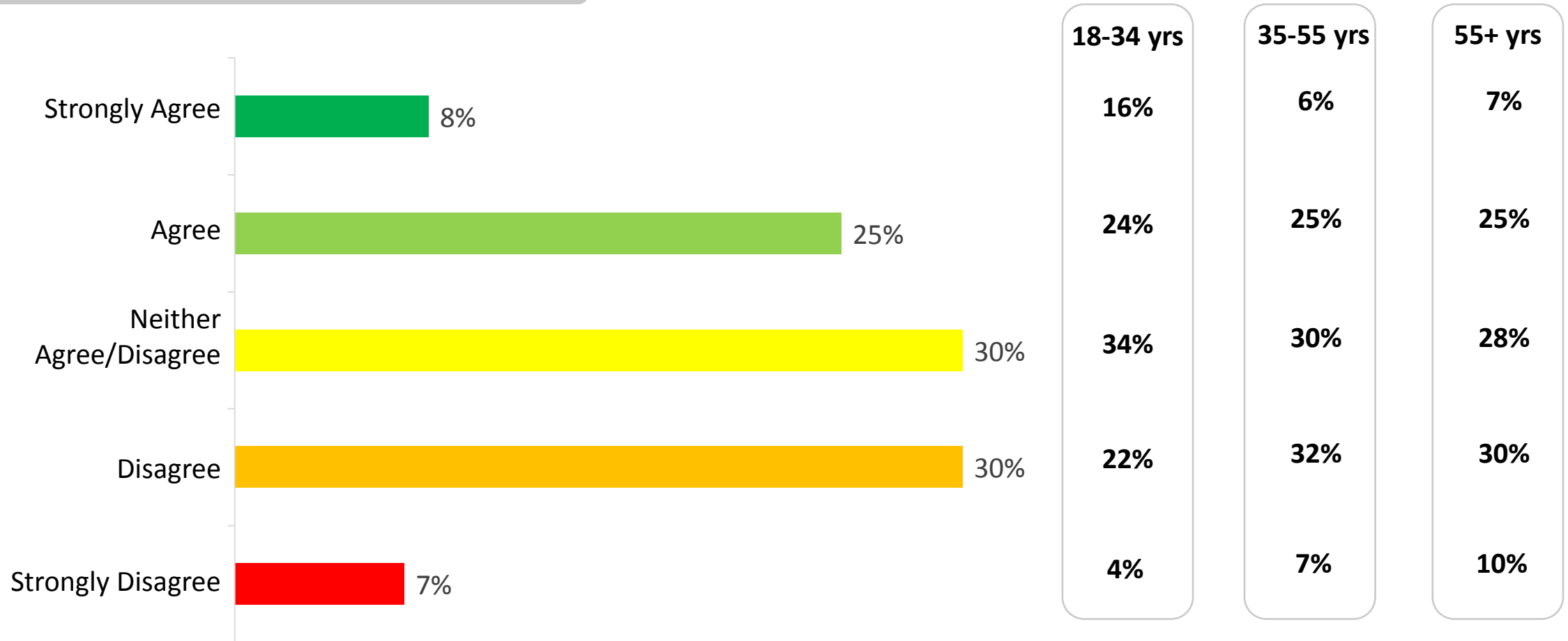


Q: Please state how much you agree or disagree with each of the following statements: I would like to be supported to discuss and write down my wishes and preferences for care at the end of life (Single Grid n= 1,500)

A third (33%) of respondents agree (agree + strongly agree) that palliative care is a last resort.



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= 1,500)



16% of adults feel more reluctant to think or talk about palliative care due to COVID-19. From those who stated in Q1 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
31%	13%	13%
69%	87%	87%

Insight Box

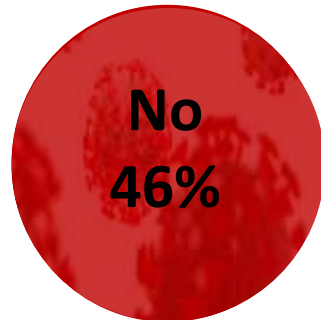
For Question 1, 63% of adults agreed they were comfortable in discussing palliative care.

*Within this group, **13%** are now more reluctant to think/talk about palliative care than before, due to COVID-19.*
n=964



Over half (54%) 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 62% of them thinking about this subject more.

Thoughts of death and dying due to COVID-19



18-34 yrs	35-55 yrs	55+ yrs
62%	52%	53%
38%	48%	47%

Insight Box

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

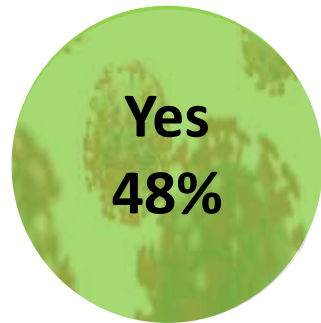
*Within this group, **57%** have been thinking more of death and dying than before, due to the COVID-19 pandemic.*

n=964



48% of adults 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 (53%) 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
Yes	59%	46%	51%
No	51%	54%	49%

Insight Box

For Question 1, 79% of adults agreed they would like to be supported to discuss their preferences for care at the end of life.

Within this group, 53% have stated the COVID-19 pandemic has increased the importance of discussing their wishes and preferences for care .

n=972



55% 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 (61%) 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
Yes	55%	55%	56%
No	45%	45%	44%

Insight Box

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

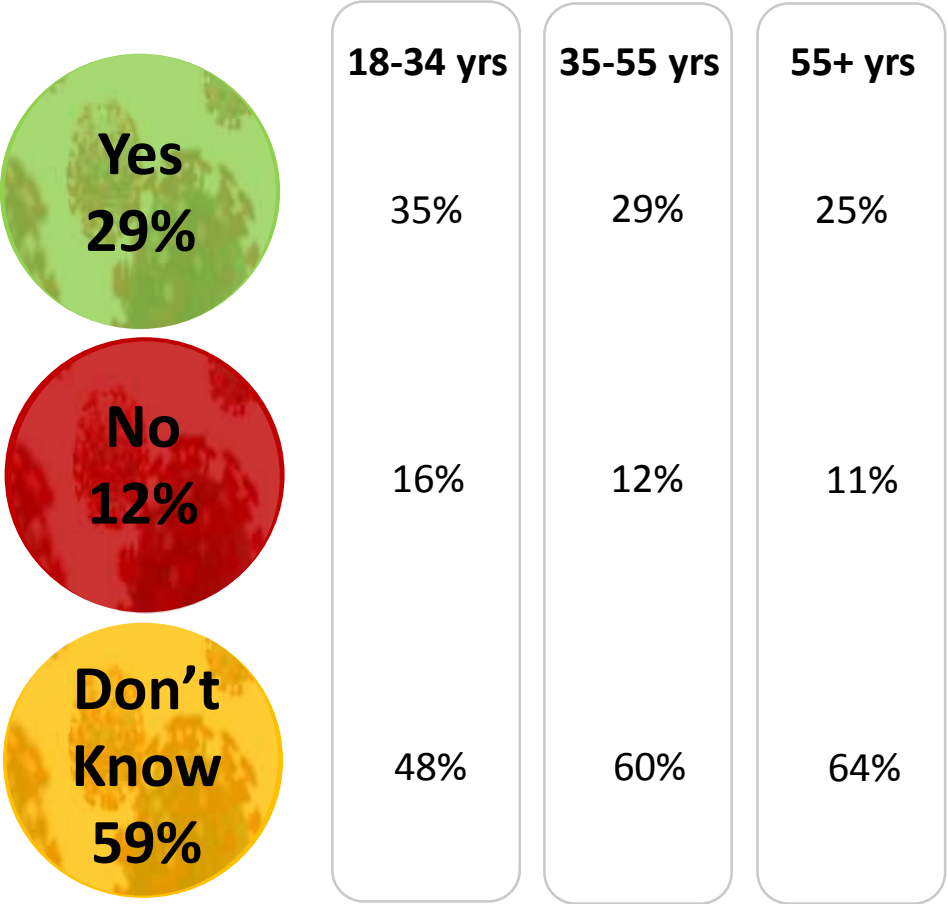
*Within this group, **61%** believe the COVID-19 pandemic has increased the importance of discussing palliative care if they or someone that is important to them has a life-limiting illness.*

n=964



Over a third (38%) 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, 78% agreed that palliative care should be considered as early as possible when diagnosed with any life-limiting illness.

Within this group, 31% believe the believe COVID-19 pandemic infection control measures have changed the delivery of palliative care
n=965



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**



	Total	Gender		Age Breakdown		
		Male	Female	18-34	35-54	55+
I know how palliative care could help me or someone important to me						
Strongly Agree	28 %	21 %	35 %	20 %	28 %	31 %
Agree	48 %	51 %	45 %	44 %	46 %	52 %
Neither Agree nor Disagree	16 %	17 %	14 %	19 %	18 %	11 %
Disagree	8 %	10 %	5 %	13 %	7 %	6 %
Strongly Disagree	1 %	1 %	1 %	4 %	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			Age Breakdown		
	Total	Male	Female	18-34	35-54	55+
Palliative care should be considered as early as possible when diagnosed with any life-limiting illness						
Strongly Agree	30 %	25 %	36 %	26 %	31 %	32 %
Agree	48 %	51 %	45 %	48 %	47 %	49 %
Neither Agree nor Disagree	17 %	17 %	16 %	21 %	18 %	13 %
Disagree	5 %	6 %	4 %	4 %	4 %	6 %
Strongly Disagree	0 %	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**



	Gender		Age Breakdown			
	Total	Male	Female	18-34	35-54	55+
Palliative care is only for people with advanced cancer						
Strongly Agree	4 %	5 %	4 %	12 %	2 %	3 %
Agree	12 %	14 %	10 %	17 %	12 %	9 %
Neither Agree nor Disagree	23 %	26 %	20 %	25 %	26 %	18 %
Disagree	45 %	43 %	47 %	36 %	44 %	52 %
Strongly Disagree	15 %	12 %	19 %	10 %	15 %	18 %

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		Age Breakdown			
	Total	Male	Female	18-34	35-54	55+
If a person is receiving palliative care, they must give up their other treatments						
Strongly Agree	3 %	4 %	2 %	9 %	2 %	2 %
Agree	8 %	11 %	5 %	16 %	9 %	4 %
Neither Agree nor Disagree	33 %	36 %	29 %	29 %	33 %	34 %
Disagree	40 %	35 %	45 %	35 %	40 %	42 %
Strongly Disagree	16 %	14 %	19 %	11 %	16 %	18 %

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**



	Gender		Age Breakdown			
	Total	Male	Female	18-34	35-54	55+
I am comfortable to think or talk about palliative care						
Strongly Agree	17 %	15 %	19 %	18 %	17 %	18 %
Agree	46 %	48 %	45 %	39 %	45 %	52 %
Neither Agree nor Disagree	23 %	24 %	22 %	23 %	25 %	21 %
Disagree	12 %	11 %	12 %	18 %	12 %	8 %
Strongly Disagree	2 %	1 %	2 %	2 %	2 %	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**



	Gender			Age Breakdown		
	Total	Male	Female	18-34	35-54	55+
I would feel confident to discuss palliative care with a hospital consultant, GP, community nurse or other health and social care professional						
Strongly Agree	22 %	19 %	25 %	21 %	21 %	25 %
Agree	52 %	53 %	50 %	43 %	51 %	57 %
Neither Agree nor Disagree	19 %	21 %	17 %	25 %	20 %	13 %
Disagree	6 %	6 %	6 %	8 %	6 %	5 %
Strongly Disagree	1 %	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 like to be supported to discuss and write down my wishes and preferences for care at the end of life**



	Gender		Age Breakdown			
	Total	Male	Female	18-34	35-54	55+
I would like to be supported to discuss and write down my wishes and preferences for care at the end of life						
Strongly Agree	28 %	22 %	34 %	27 %	29 %	27 %
Agree	51 %	54 %	49 %	46 %	51 %	54 %
Neither Agree nor Disagree	17 %	20 %	14 %	24 %	16 %	15 %
Disagree	3 %	3 %	2 %	1 %	3 %	2 %
Strongly Disagree	1 %	1 %	1 %	1 %	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		Age Breakdown		
		Male	Female	18-34	35-54	55+
Palliative care is a last resort						
Strongly Agree	8 %	9 %	8 %	16 %	6 %	7 %
Agree	25 %	27 %	22 %	24 %	25 %	25 %
Neither Agree nor Disagree	30 %	34 %	26 %	34 %	30 %	28 %
Disagree	30 %	24 %	35 %	22 %	32 %	30 %
Strongly Disagree	7 %	6 %	9 %	4 %	7 %	10 %



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

	Gender		Age Breakdown			
	Total	Male	Female	18-35	35-54	55+
The COVID-19 Coronavirus pandemic has made me more reluctant to think or talk about palliative care than before						
Yes	16 %	18 %	14 %	31 %	13 %	13 %
No	84 %	82 %	86 %	69 %	87 %	87 %
The COVID-19 Coronavirus pandemic has made me think more about death and dying than before						
Yes	54 %	51 %	57 %	62 %	52 %	53 %
No	46 %	49 %	43 %	38 %	48 %	47 %
The COVID-19 Coronavirus pandemic has increased the importance of discussing my wishes and preferences for care at the end of life						
Yes	48 %	44 %	52 %	49 %	46 %	51 %
No	52 %	56 %	48 %	51 %	54 %	49 %
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						
Yes	55 %	51 %	59 %	55 %	55 %	56 %
No	45 %	49 %	41 %	45 %	45 %	44 %
COVID-19 Coronavirus pandemic infection control measures have changed the delivery of palliative care						
Yes	29 %	29 %	28 %	35 %	29 %	25 %
No	12 %	13 %	12 %	16 %	12 %	11 %
Don't Know	59 %	58 %	60 %	48 %	60 %	64 %