



**Palliative Care Research Study All Island (ROI & NI
Combined)
(July 2024 Version 1.1)**



All Ireland Institute of
Hospice and Palliative Care



Palliative Care Research Study - (ROI & NI)

OMNIBUS METHODOLOGY



Palliative Care Research Study 2024

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 18th to 25th of July 2024



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
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)

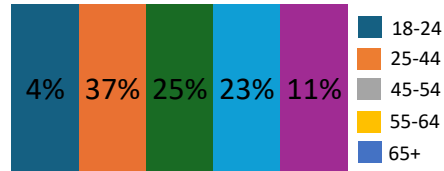
ALL ISLAND DEMOGRAPHICS



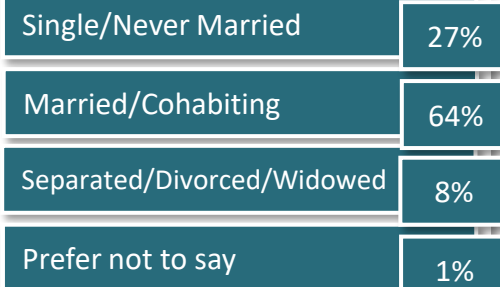
Gender



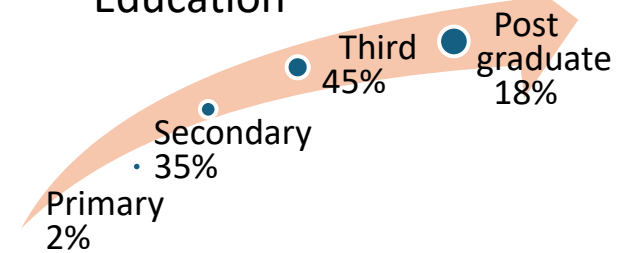
Age of respondents



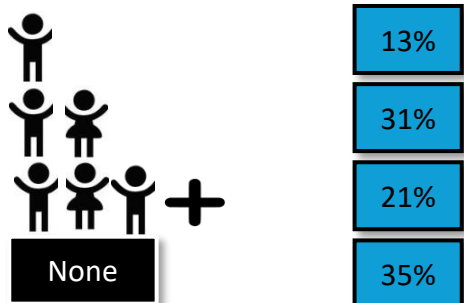
Marital Status



Education



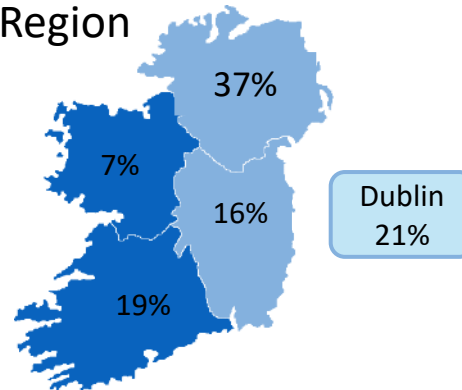
Children at Home



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)

ALL ISLAND 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 its benefits.

KEY POINTS

Receiving Palliative Care



- 39% of adults have received or someone close to them has received Palliative Care.
- 65% of respondents think of the word 'dying' when thinking of the term palliative care, 59% think of the word 'terminal', 41% think of the word 'sad', 40% associate 'quality of life' with the term palliative care, and 40% think of the word 'kindness'.

Benefits of Palliative Care



- 82% of adults think palliative care also supports the family and carers of someone with a life-limiting condition.
- 81% of adults feel reassured that palliative care could help them or someone close to them.
- 73% of adults think palliative care can benefit people over long periods and not just end of life.

Association with term 'Palliative Care'



- 60% of adults feel fearful when they hear the term palliative care.
- Nearly half (45%) of adults feel hopeful and reassured when they hear the term palliative care.
- 84% of adults think about care at end of life when they hear the term palliative care.
- 79% of adults think palliative care is about supporting people with life limiting conditions quality of life.

Advanced Care Planning



- 60% of adults think Advanced Care Planning can help them with personal, legal, clinical, and financial planning.
- 63% of adults think that Advanced Care Planning is a voluntary process that helps a person to make known what their wishes, feelings, beliefs and values are, and to make choices that reflect these.

Palliative Care: Have or Have not experienced PHC

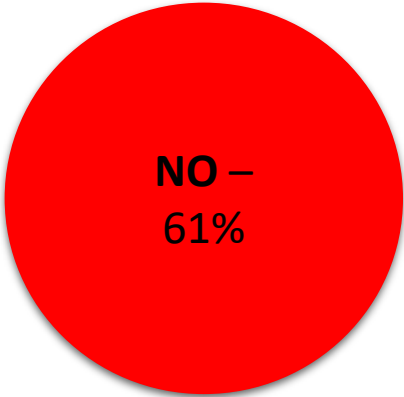
39% of adults have received or someone close to them has received Palliative Care.



Receiving Palliative Care



Have received or someone close to them has received Palliative Care – **Yes to care**



Have not received or someone close to them hasn't received Palliative Care – **No to care**



65% of respondents think of the word 'dying' when thinking of the term palliative care, 59% think of the word 'terminal', 41% think of the word 'sad', 40% associate 'quality of life' with the term palliative care, and 40% think of the word 'kindness'.

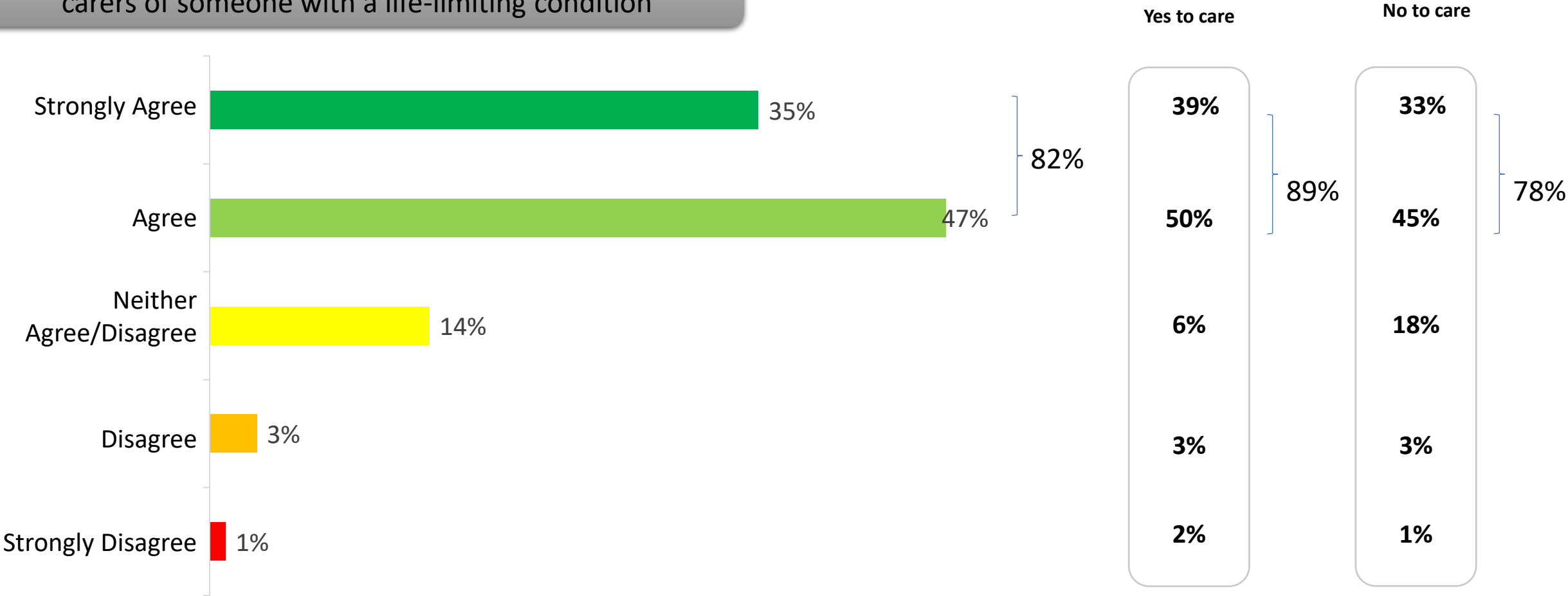
Feelings Towards the Term 'Palliative Care'

		Yes to care	No to care			Yes to care	No to care
Dying	65%	66%	65%	Respect	38%	46%	33%
Terminal	59%	62%	58%	Cancer	32%	39%	28%
Sad	41%	45%	38%	Reassurance	21%	24%	19%
Quality of Life	40%	49%	34%	Life Affirming	13%	10%	15%
Kindness	40%	49%	34%	Hopeless	9%	11%	8%

82% of adults think palliative care also supports the family and carers of someone with a life-limiting condition. This number is higher for adults who have/ know someone who has received palliative care (89%).



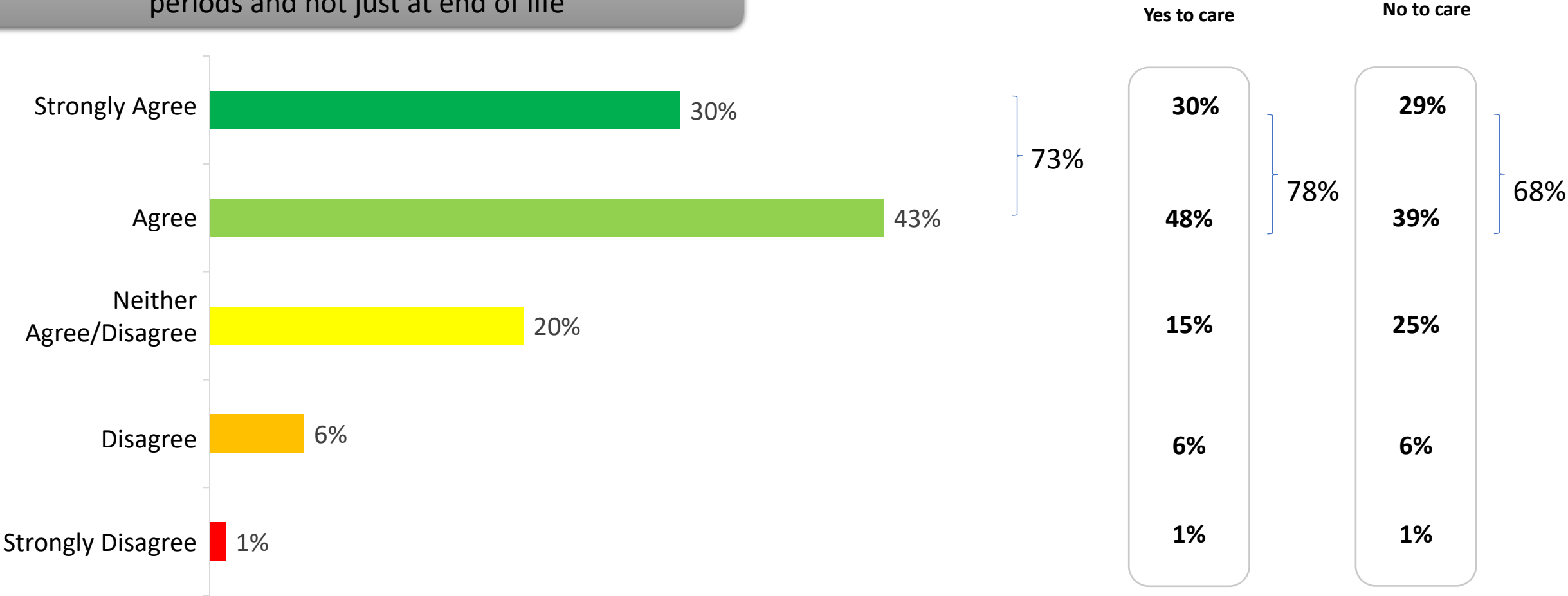
‘I know that Palliative Care also supports the family and carers of someone with a life-limiting condition’



73% of adults think palliative care can benefit people over long periods and not just end of life.



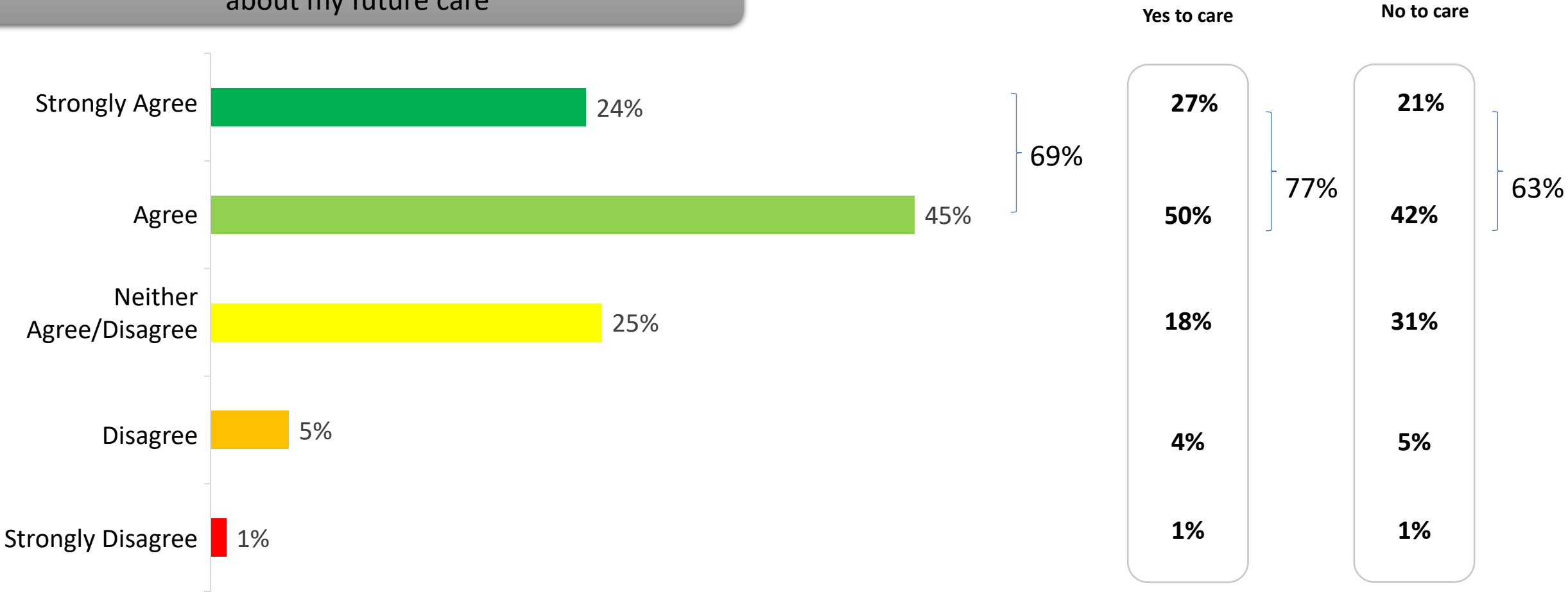
‘I know that Palliative Care can benefit people over long periods and not just at end of life’



69% of adults think palliative will help them to make their decisions about future care. This number is higher for adults who have/ know someone who has received palliative care (77%) vs. those who haven't/ know someone who has received palliative care (63%).



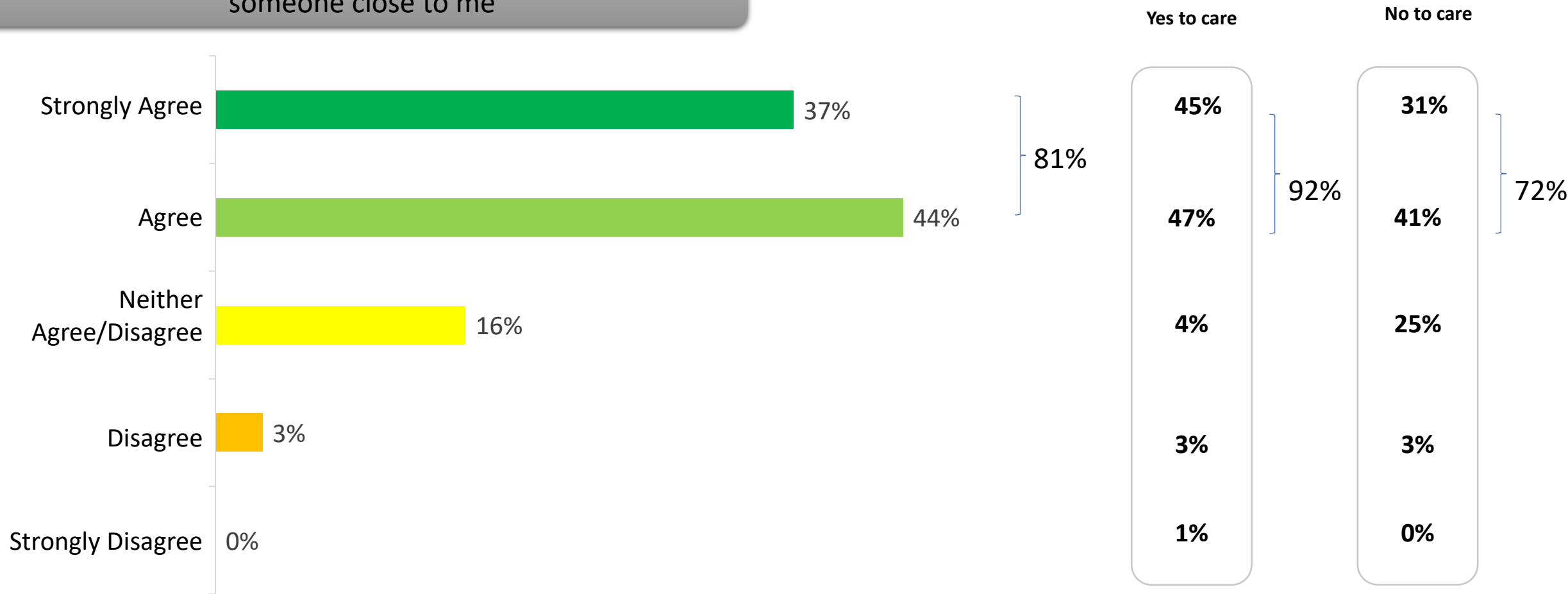
‘I know that Palliative Care will help me to make decisions about my future care’



81% of adults feel reassured that palliative care could help them or someone close to them. This number is higher for adults who have/ know someone who has received palliative care (92%) vs. those who haven't/ know someone who has received palliative care (72%).



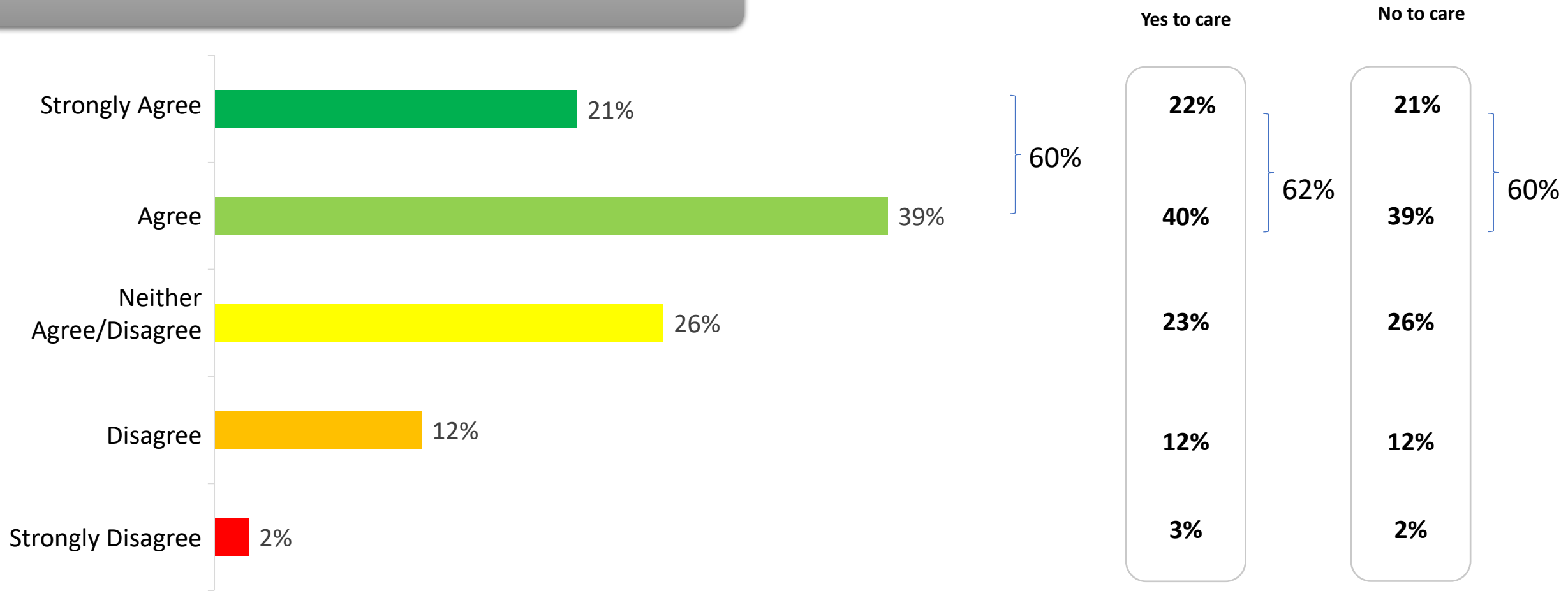
'I feel reassured that Palliative Care could help me or someone close to me'



60% of adults feel fearful when they hear the term palliative care.



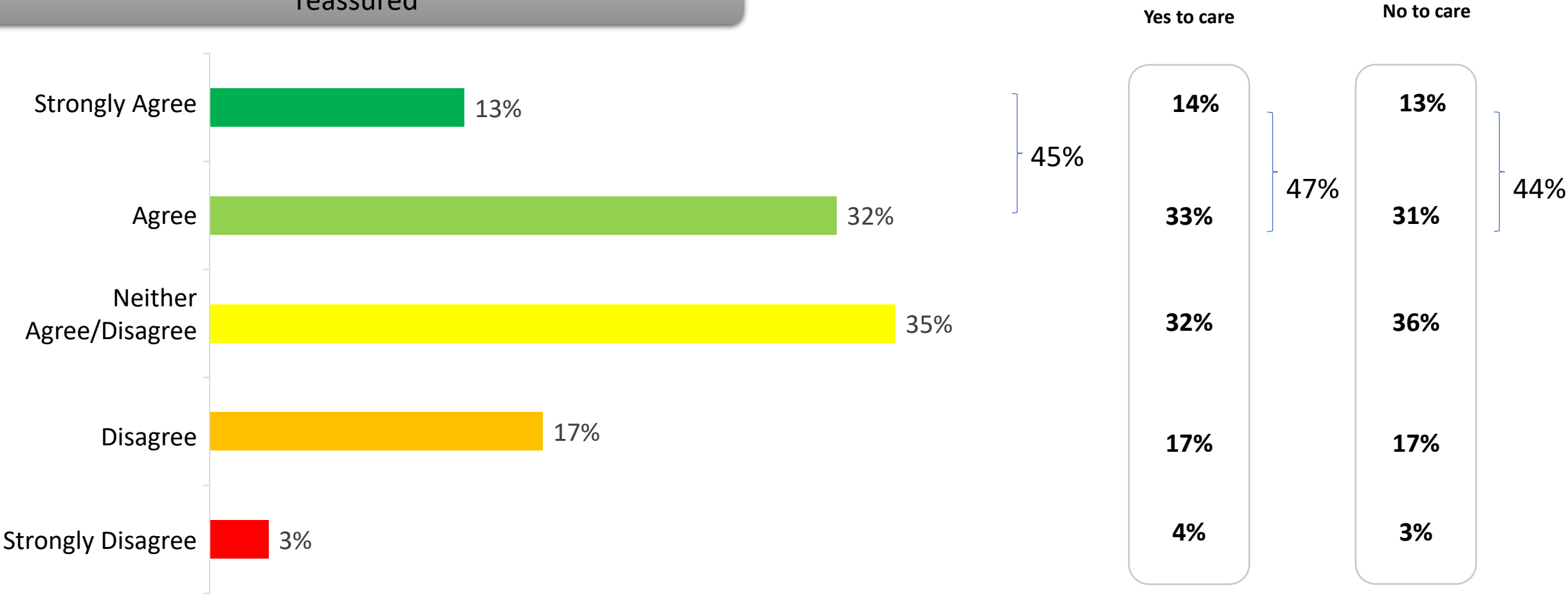
‘When I hear the term Palliative Care, I feel fearful’



Nearly half (45%) of adults feel hopeful and reassured when they hear the term palliative care.



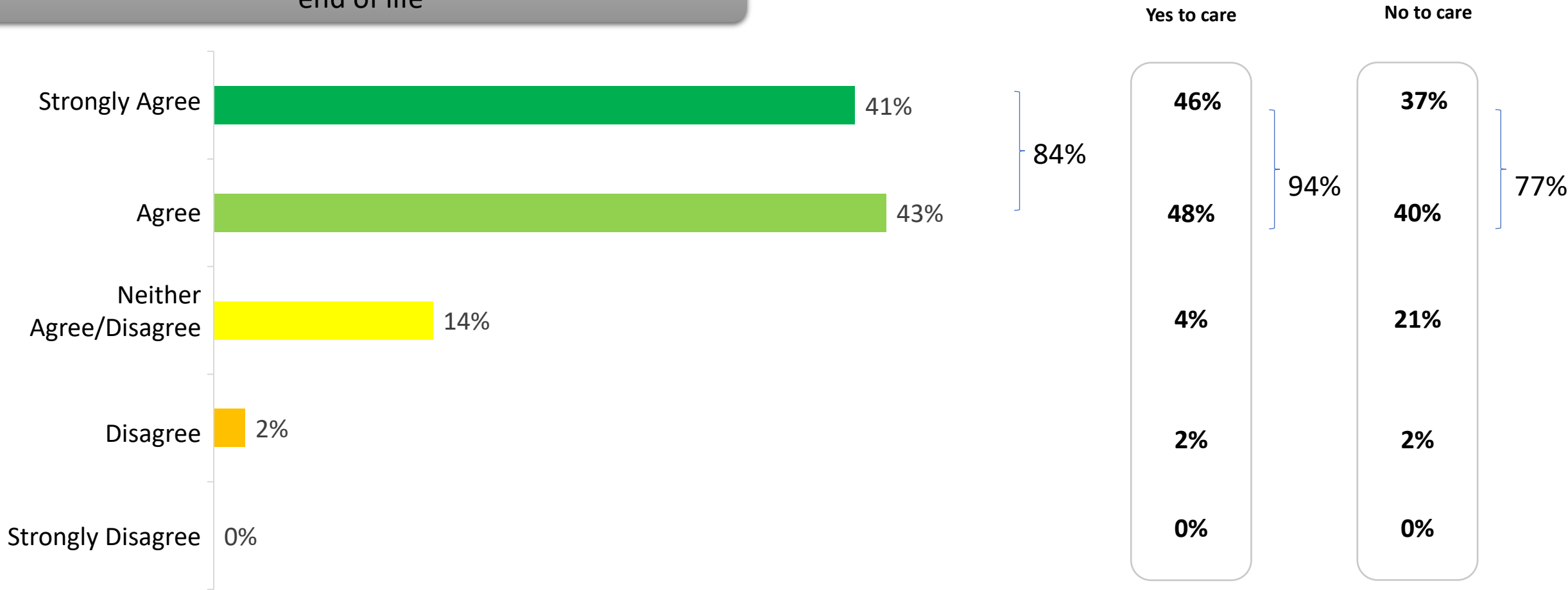
‘When I hear the term Palliative Care, I feel hopeful and reassured’



84% of adults think about care at end of life when they hear the term palliative care. This number is higher for adults who have/ know someone who has received palliative care (94%) vs. those who haven't/ know someone who has received palliative care (77%).



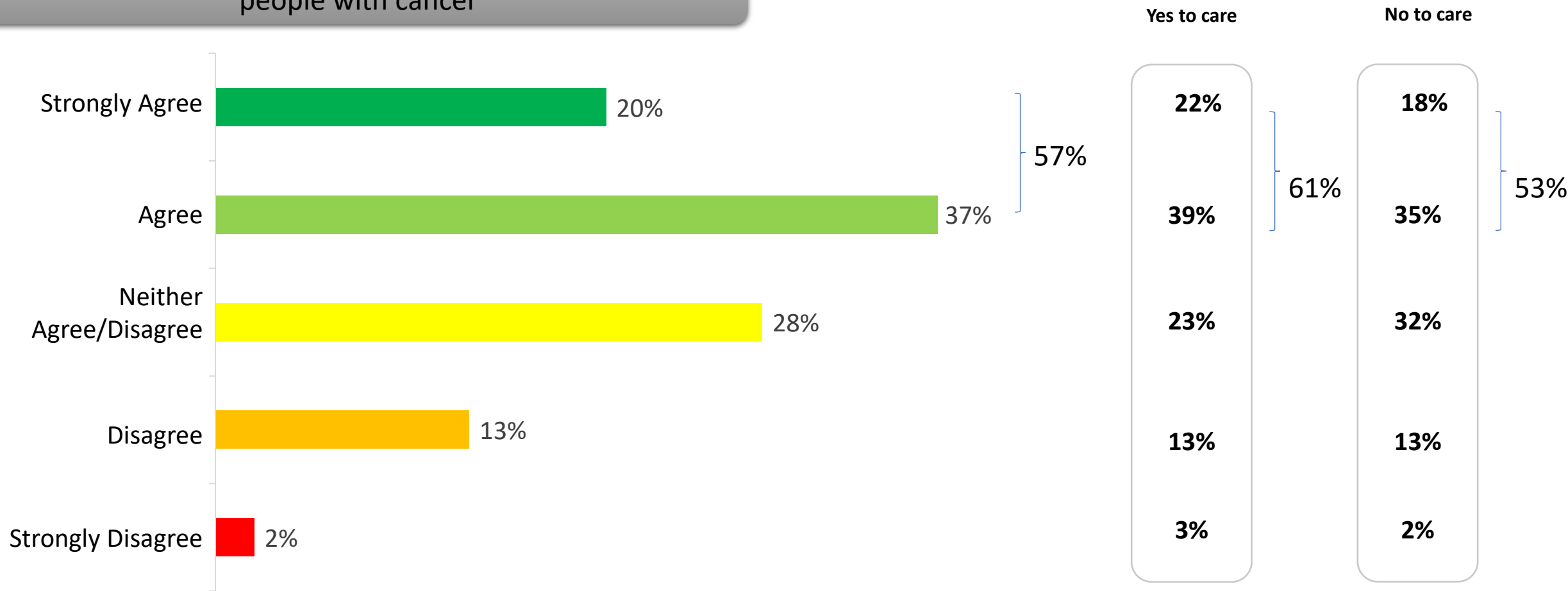
‘When I hear the term Palliative Care, I think about care at end of life’



57% of adults think of people with cancer when they hear the term palliative care.



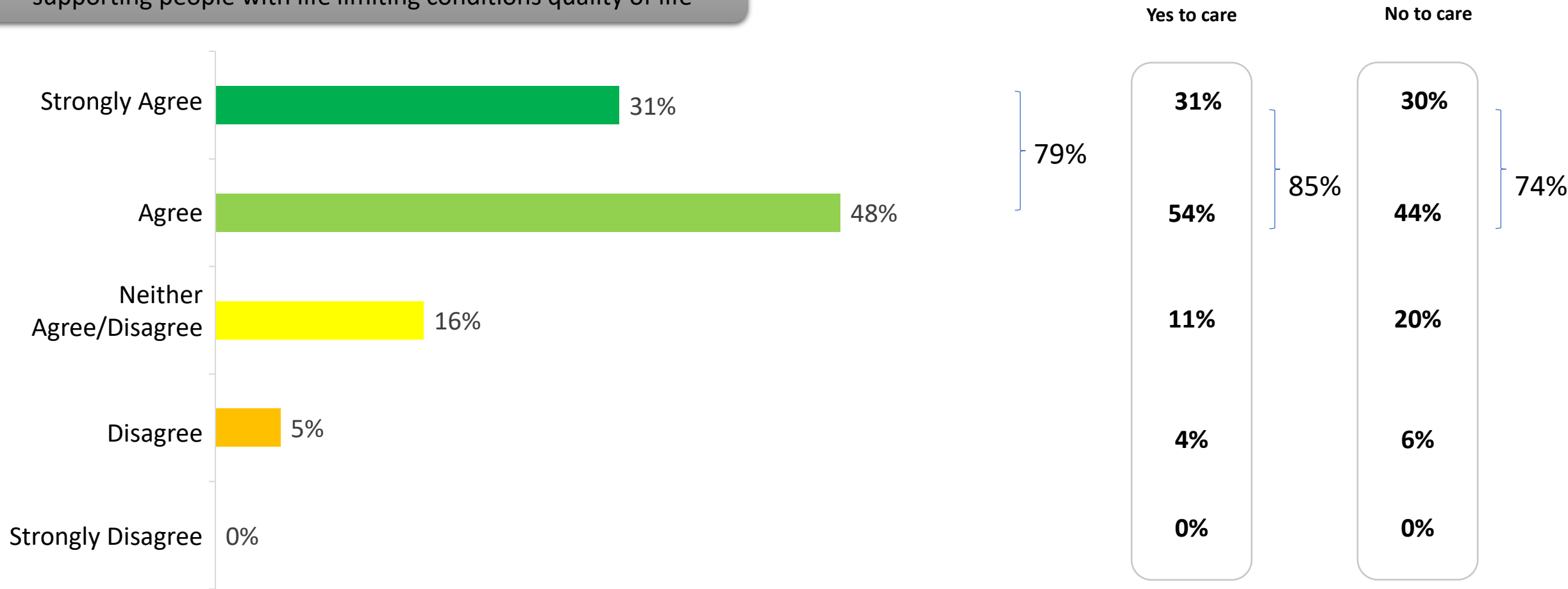
‘When I hear the term Palliative Care, I think it is for people with cancer ’



79% of adults think palliative care is about supporting people with life limiting conditions quality of life. This number is higher for adults who have/ know someone who has received palliative care (85%) versus those who haven't/ know someone who has received palliative care (74%).



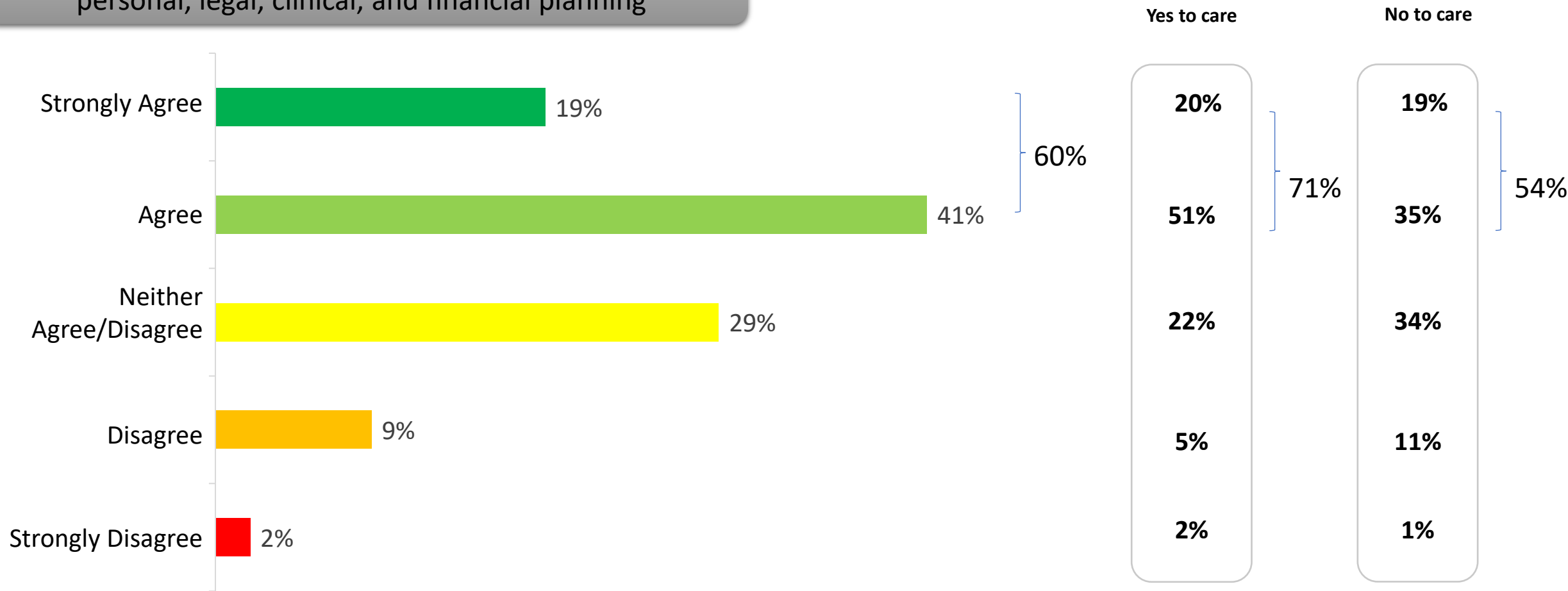
‘When I hear the term Palliative Care, I think it is about supporting people with life limiting conditions quality of life’



60% of adults think Advanced Care Planning can help them with personal, legal, clinical, and financial planning. This number is higher for adults who have/ know someone who has received palliative care (71%) vs. those who haven't/ know someone who has received palliative care (54%).



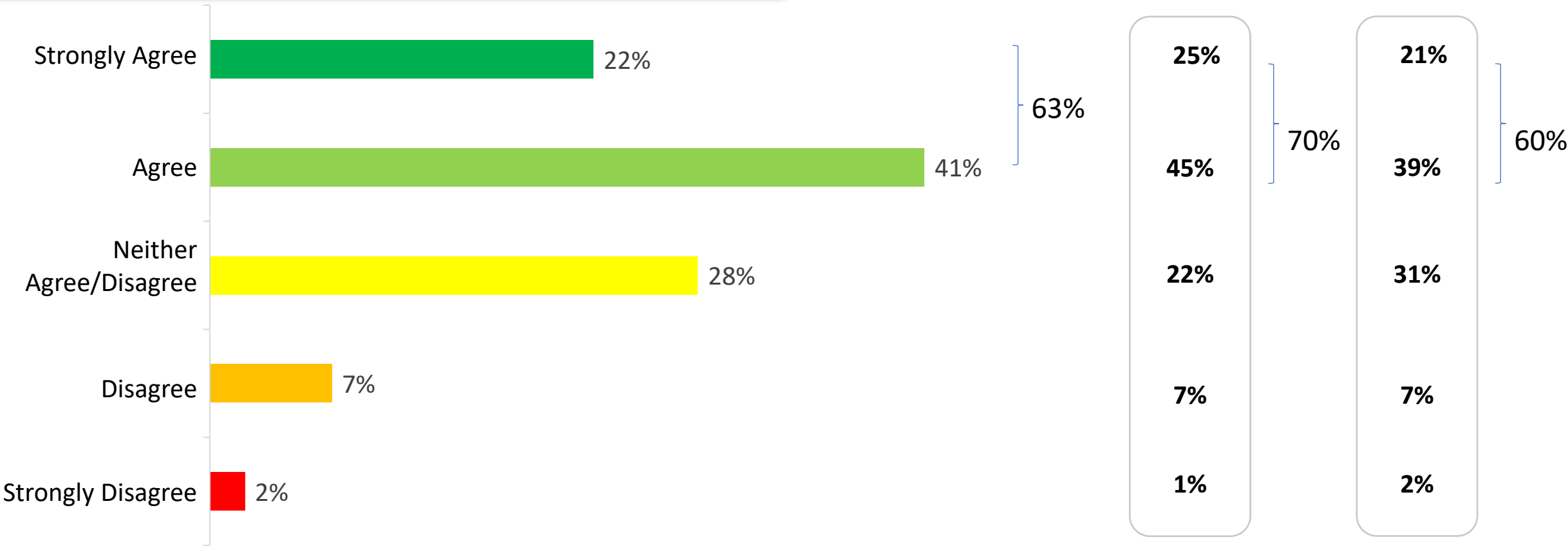
'I know that Advanced Care Planning can help me with personal, legal, clinical, and financial planning'



63% of adults think that Advanced Care Planning is a voluntary process that helps a person to make known what their wishes, feelings, beliefs and values are, and to make choices that reflect these. This number is higher for adults who have/ know someone who has received palliative care (70%).



‘I know that Advance Care Planning is a voluntary process that helps a person to make known what their wishes, feelings, beliefs and values are, and to make choices that reflect these’

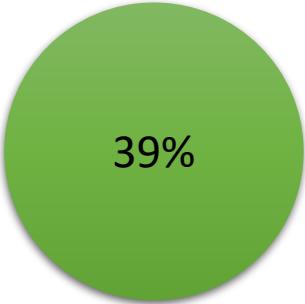


Palliative Care: ROI & NI combined

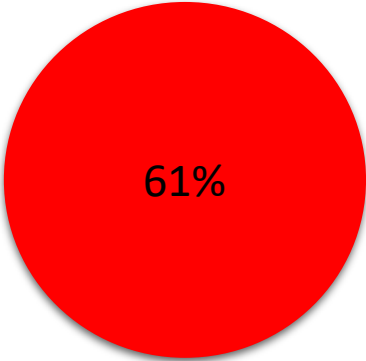
39% of adults have received or someone close to them has received Palliative Care.



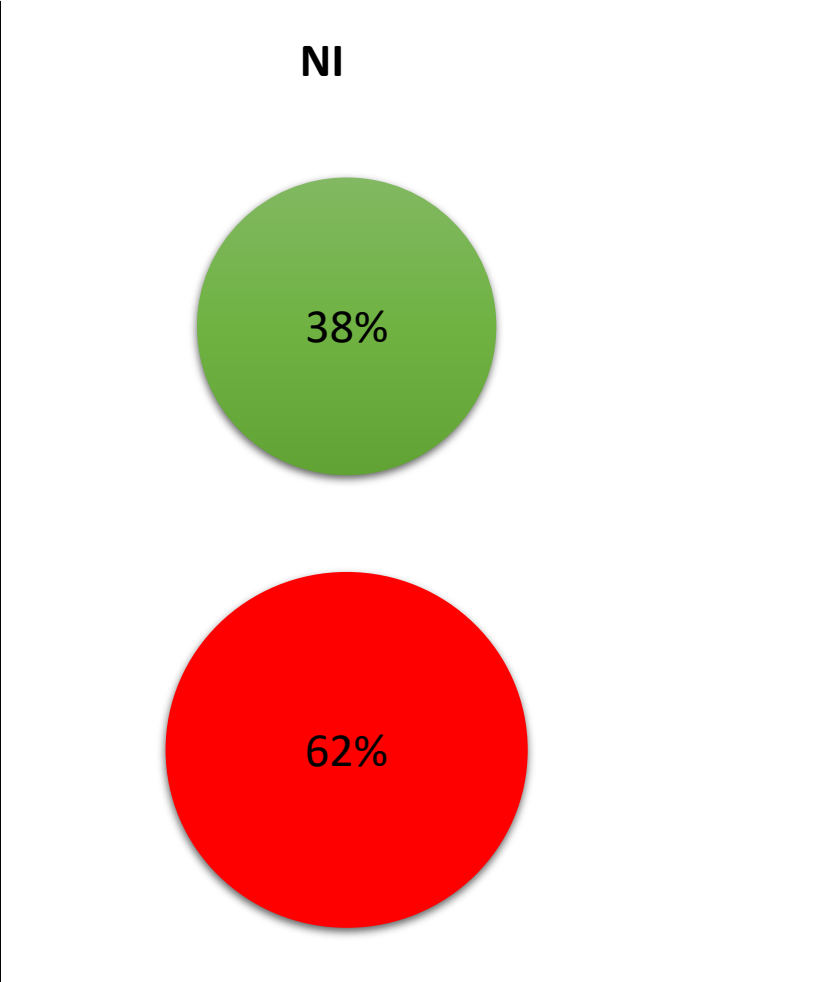
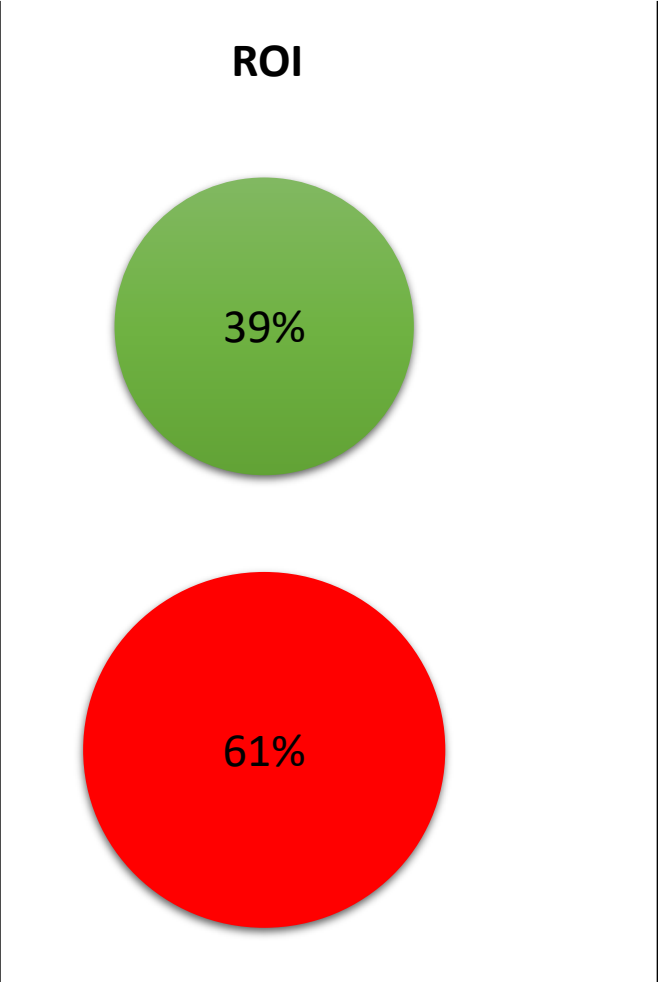
Receiving Palliative Care



Have received or someone close to them has received Palliative Care



Have not received or someone close to them hasn't received Palliative Care





65% of respondents think of the word 'dying' when thinking of the term palliative care, 59% think of the word 'terminal', 41% think of the word 'sad', 40% associate 'quality of care' with the term palliative care, and 40% think of the word 'kindness'.

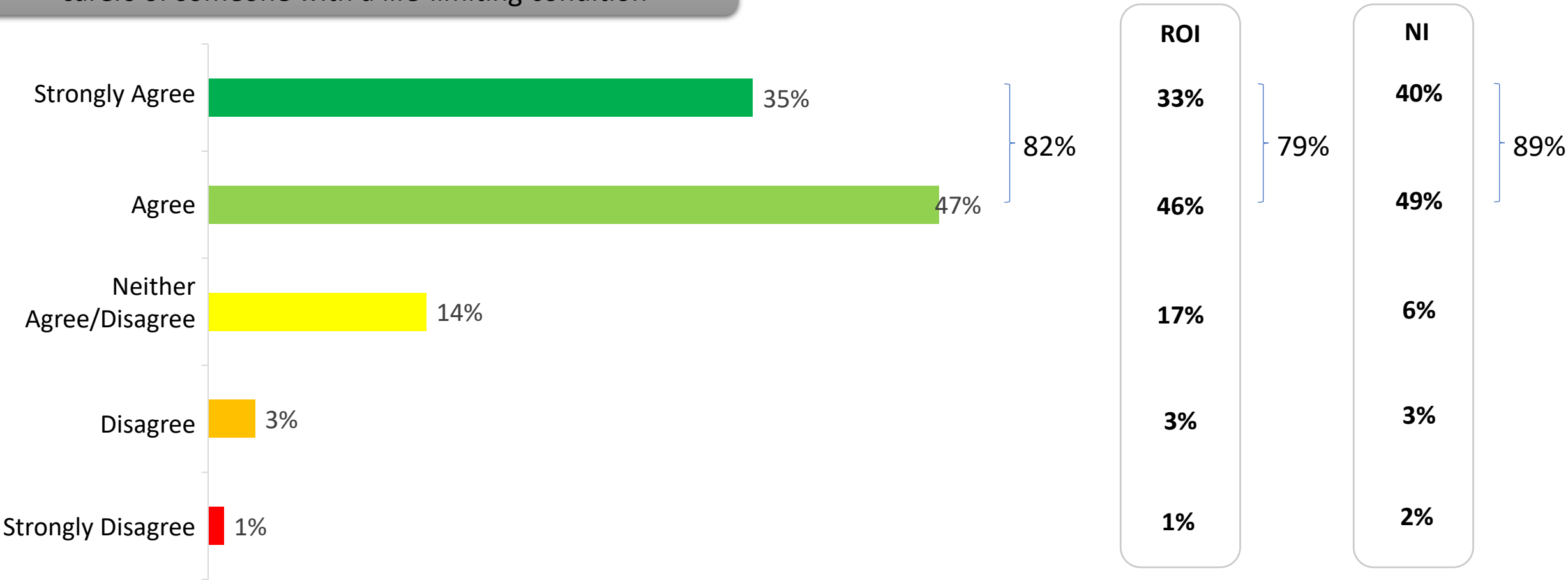
Feelings Towards the Term 'Palliative Care'

		ROI	NI			ROI	NI
Dying	65%	68%	60%	Respect	38%	40%	33%
Terminal	59%	59%	61%	Cancer	32%	33%	31%
Sad	41%	38%	46%	Reassurance	21%	22%	19%
Quality of Care	40%	41%	39%	Life Affirming	13%	14%	11%
Kindness	40%	42%	36%	Hopeless	9%	9%	10%

82% of adults think palliative care also supports the family and carers of someone with a life-limiting condition. This number is highest for adults in Northern Ireland (NI) at 89% compared to adults in the Republic of Ireland (ROI) at 79%.



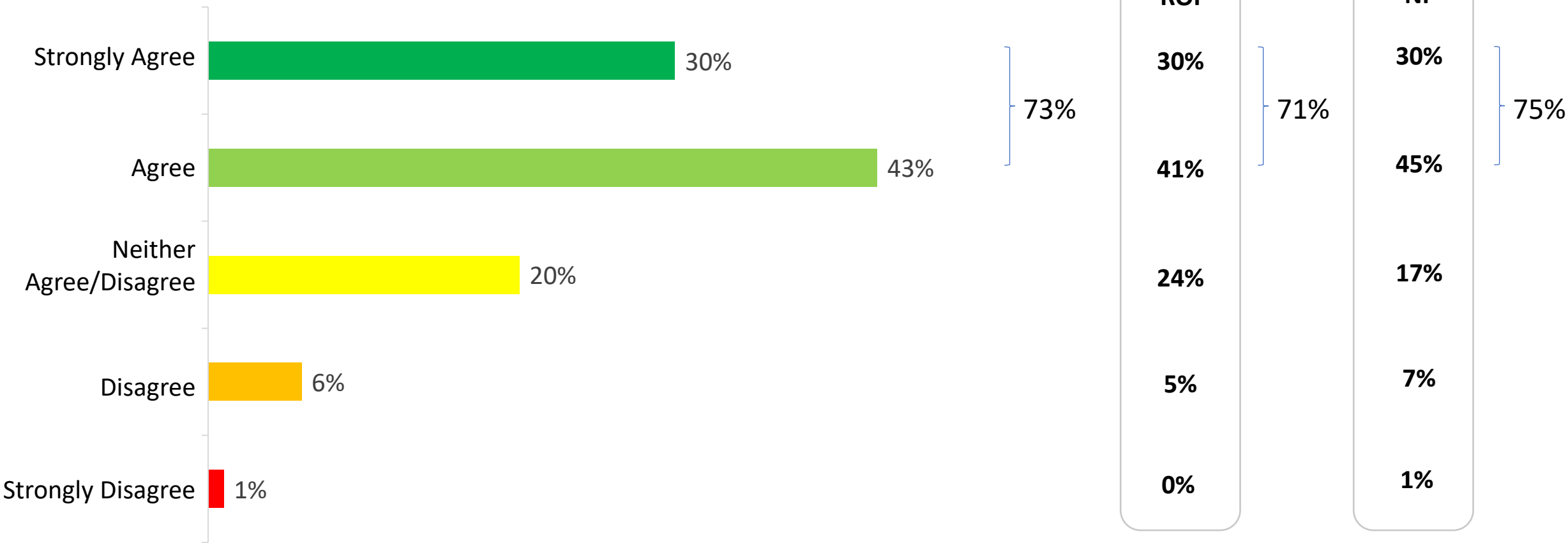
‘I know that Palliative Care also supports the family and carers of someone with a life-limiting condition’



73% of adults think palliative care can benefit people over long periods and not just end of life.



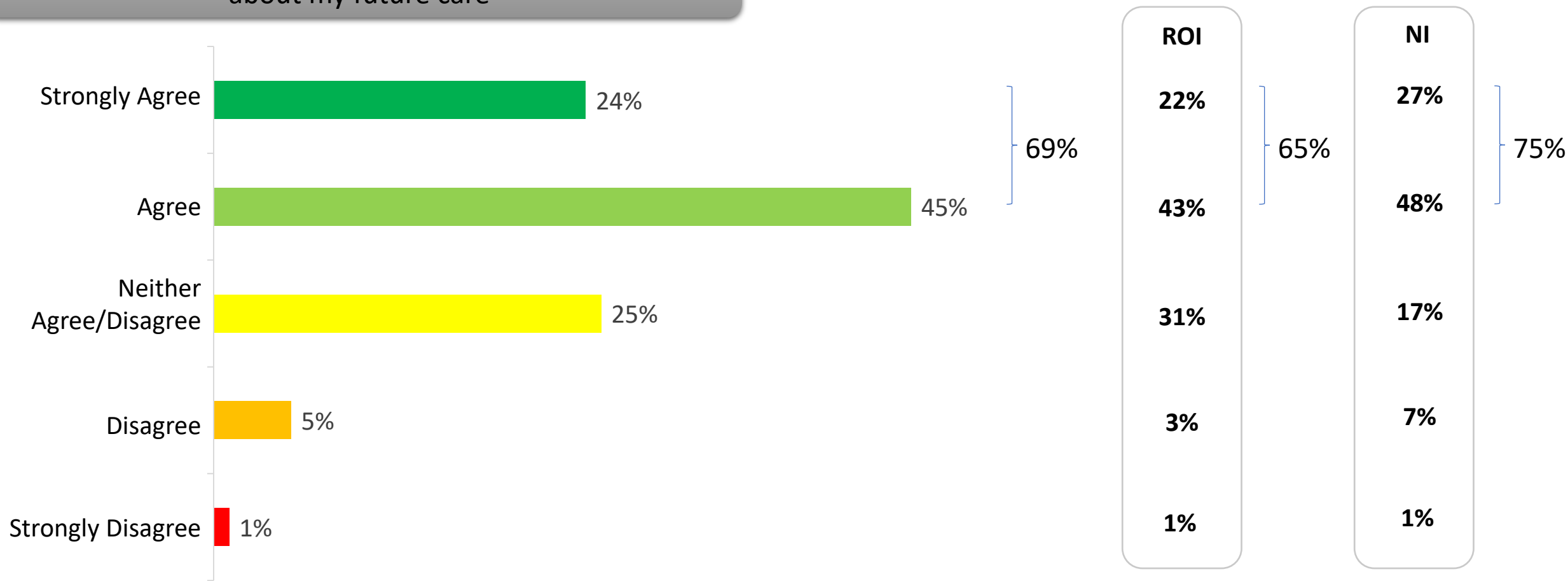
‘I know that Palliative Care can benefit people over long periods and not just at end of life’



69% of adults think palliative will help them to make their decisions about future care. This number is highest for adults in NI at 75% compared to adults in ROI at 65%.



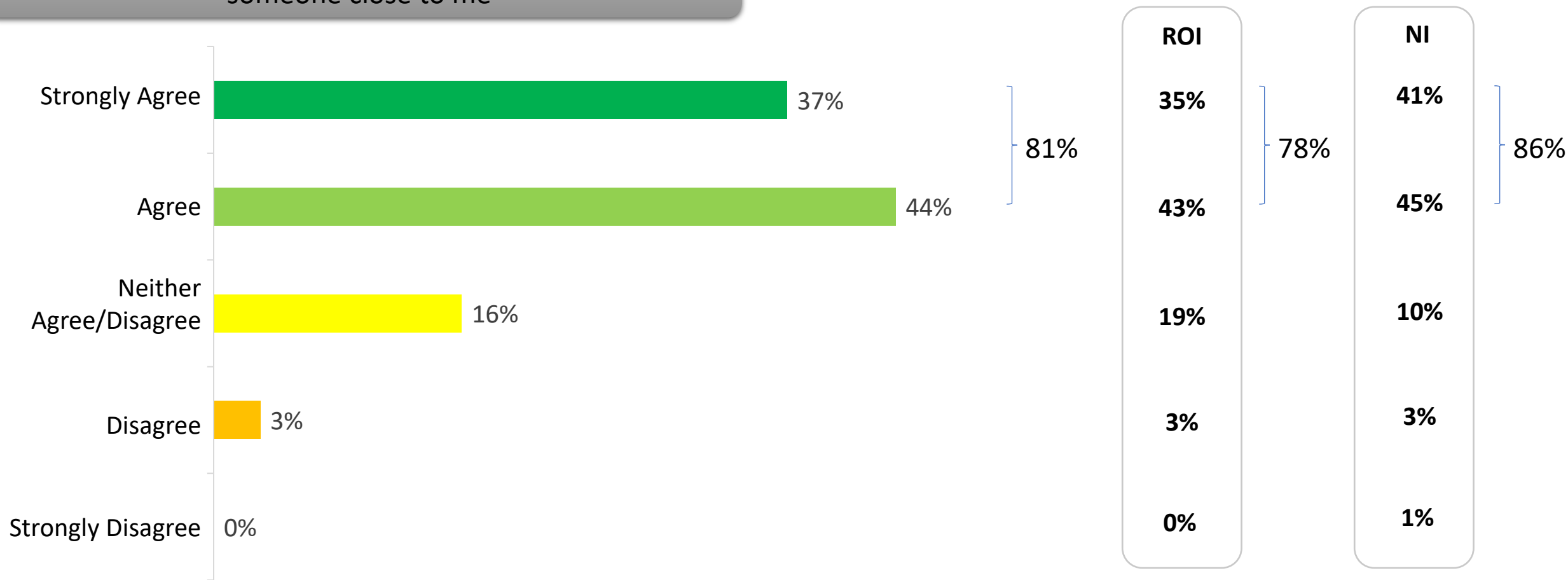
'I know that Palliative Care will help me to make decisions about my future care'



81% of adults feel reassured that palliative care could help them or someone close to them. This number is highest for adults in NI at 86% compared to adults in ROI at 78%.



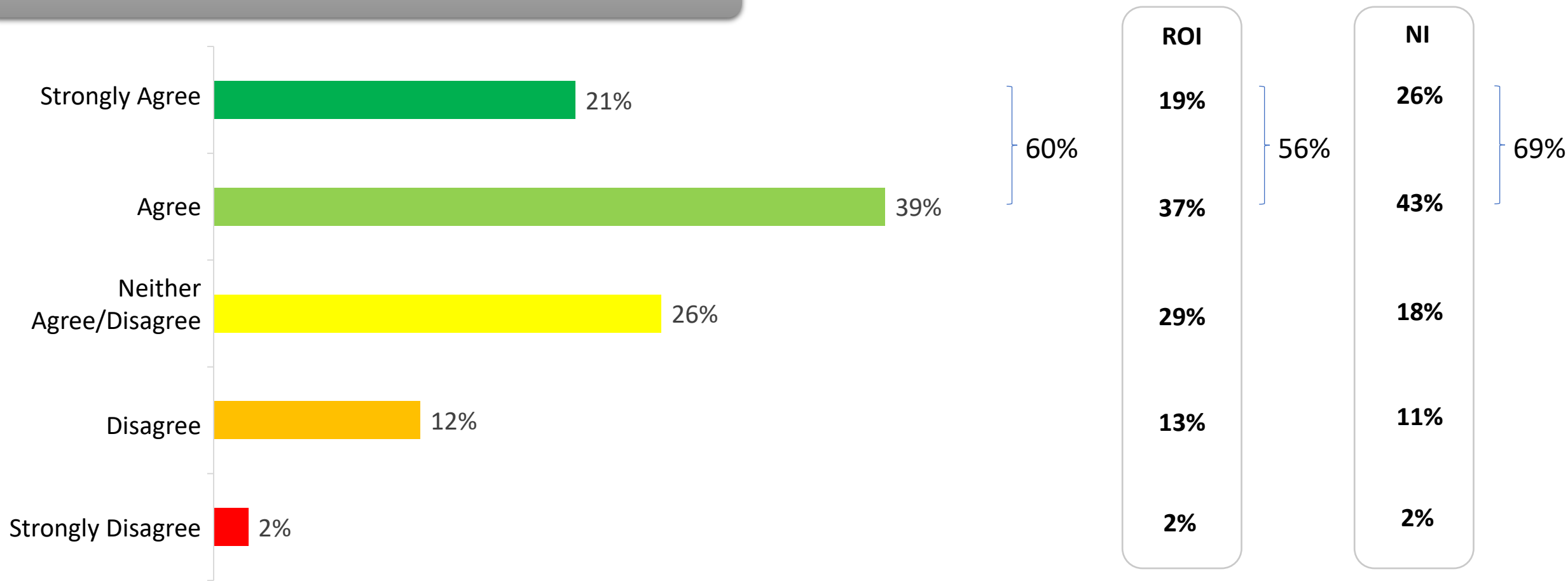
'I feel reassured that Palliative Care could help me or someone close to me'



60% of adults feel fearful when they hear the term palliative care. This number is highest for adults in NI at 69% compared to adults in ROI at 56%.



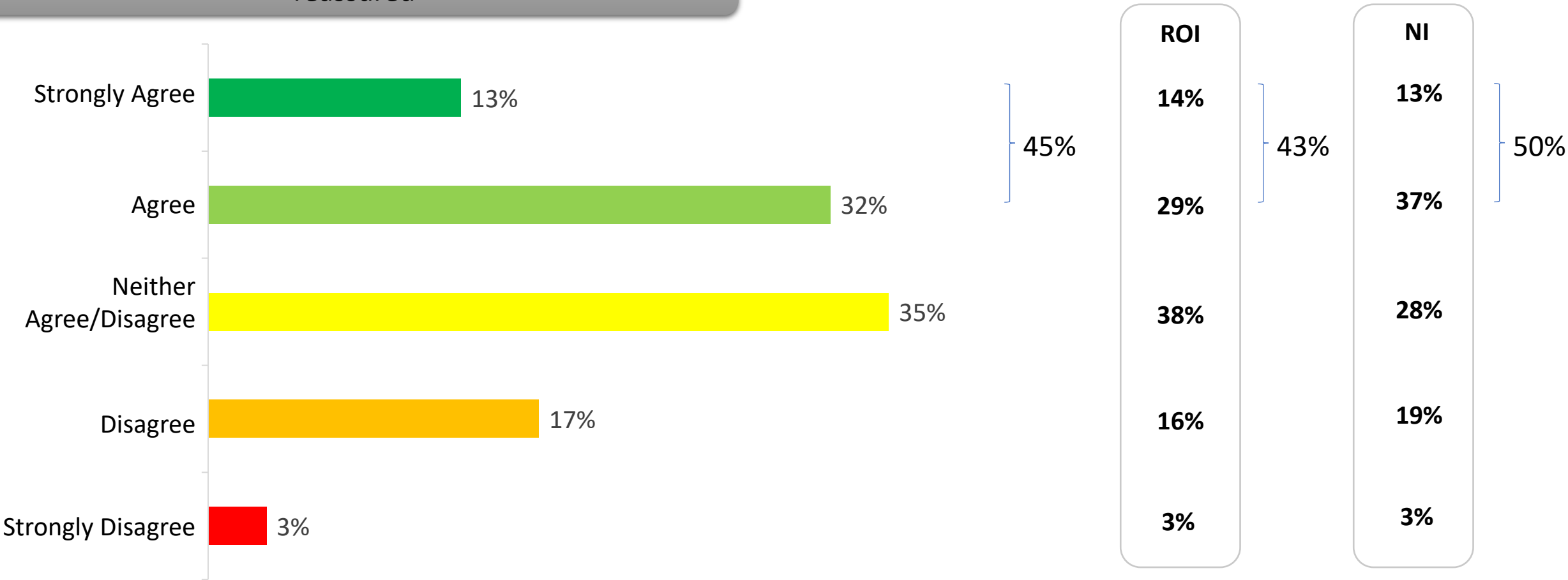
‘When I hear the term Palliative Care, I feel fearful’



Nearly half (45%) of adults feel hopeful and reassured when they hear the term palliative care. This number is highest for adults in NI at 50% compared to adults in ROI at 43%.



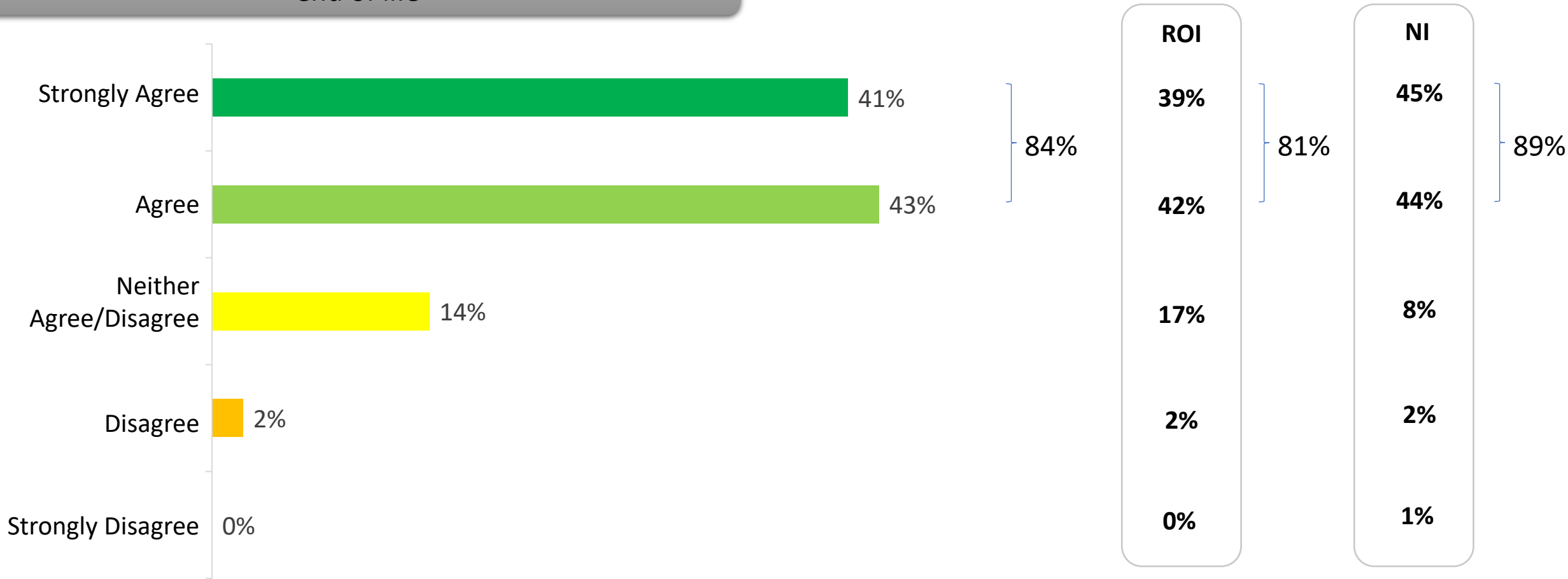
‘When I hear the term Palliative Care, I feel hopeful and reassured’



84% of adults think about care at end of life when they hear the term palliative care. This number is highest for adults in NI at 89% compared to adults in ROI at 81%.



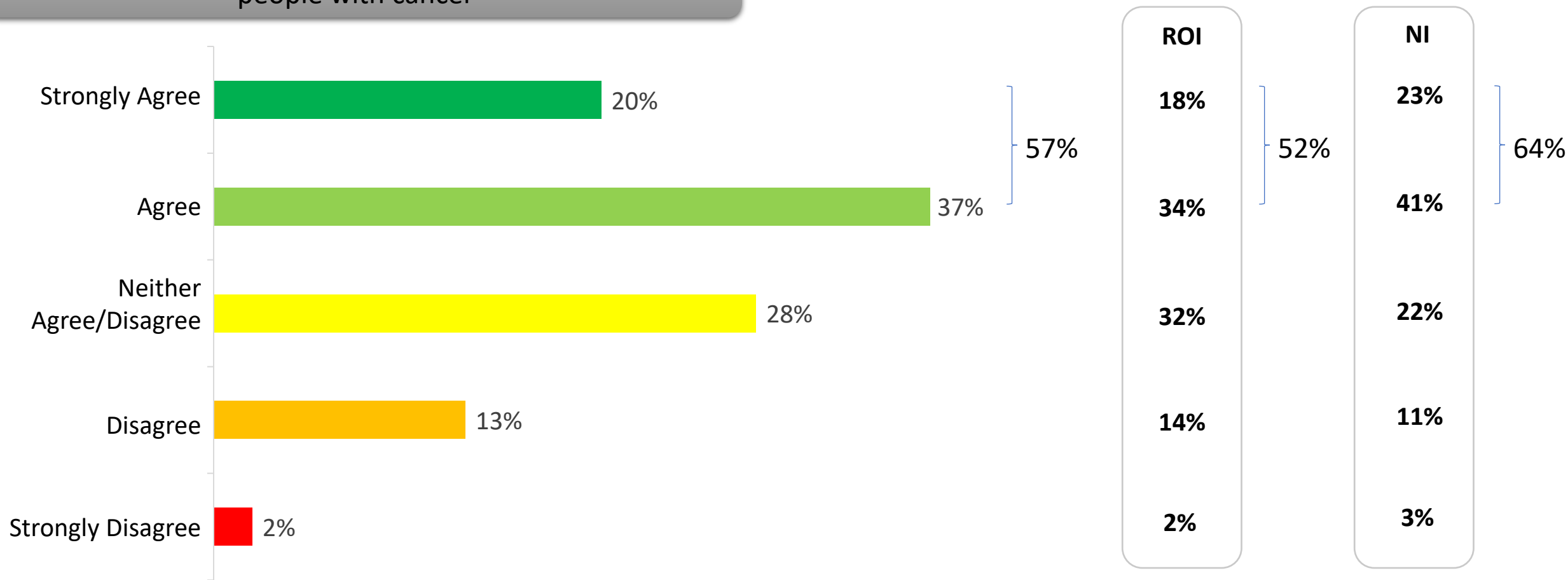
‘When I hear the term Palliative Care, I think about care at end of life’



57% of adults think of people with cancer when they hear the term palliative care. This number is highest for adults in NI at 64% compared to adults in ROI at 52%.



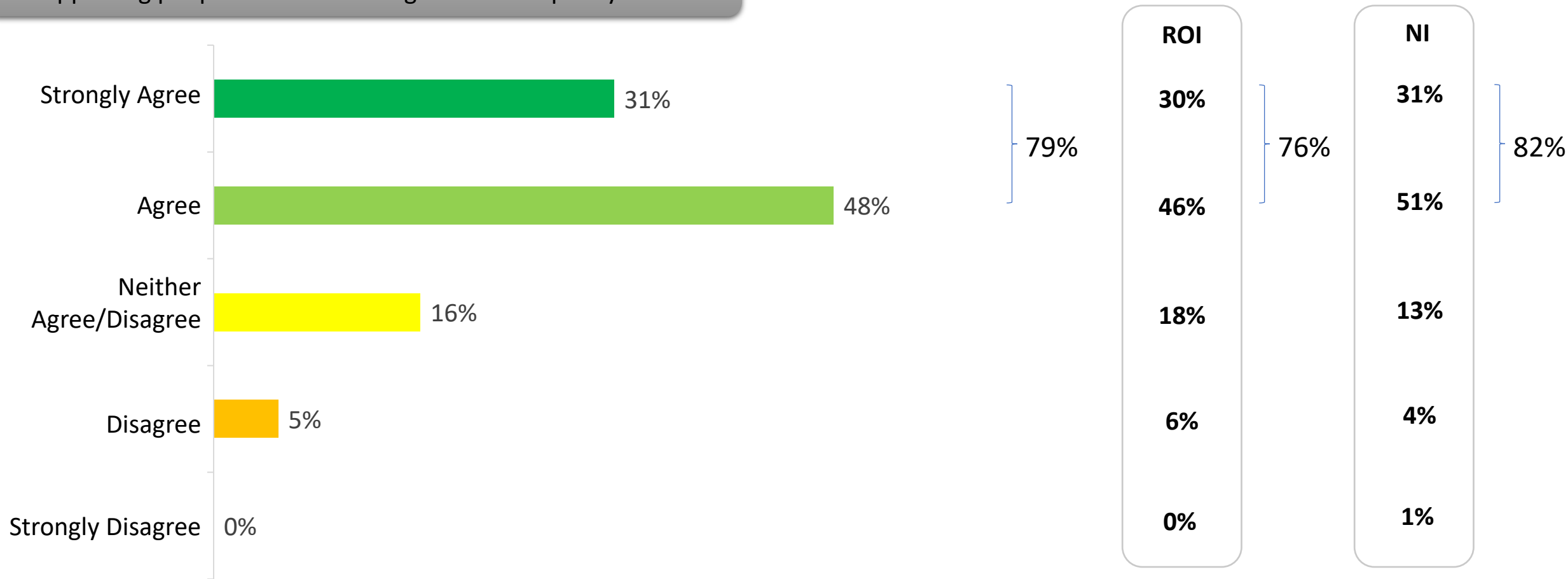
‘When I hear the term Palliative Care, I think it is for people with cancer ’





79% of adults think palliative care is about supporting people with life limiting conditions quality of life. This number is highest for adults in NI at 82% compared to adults in ROI at 76%.

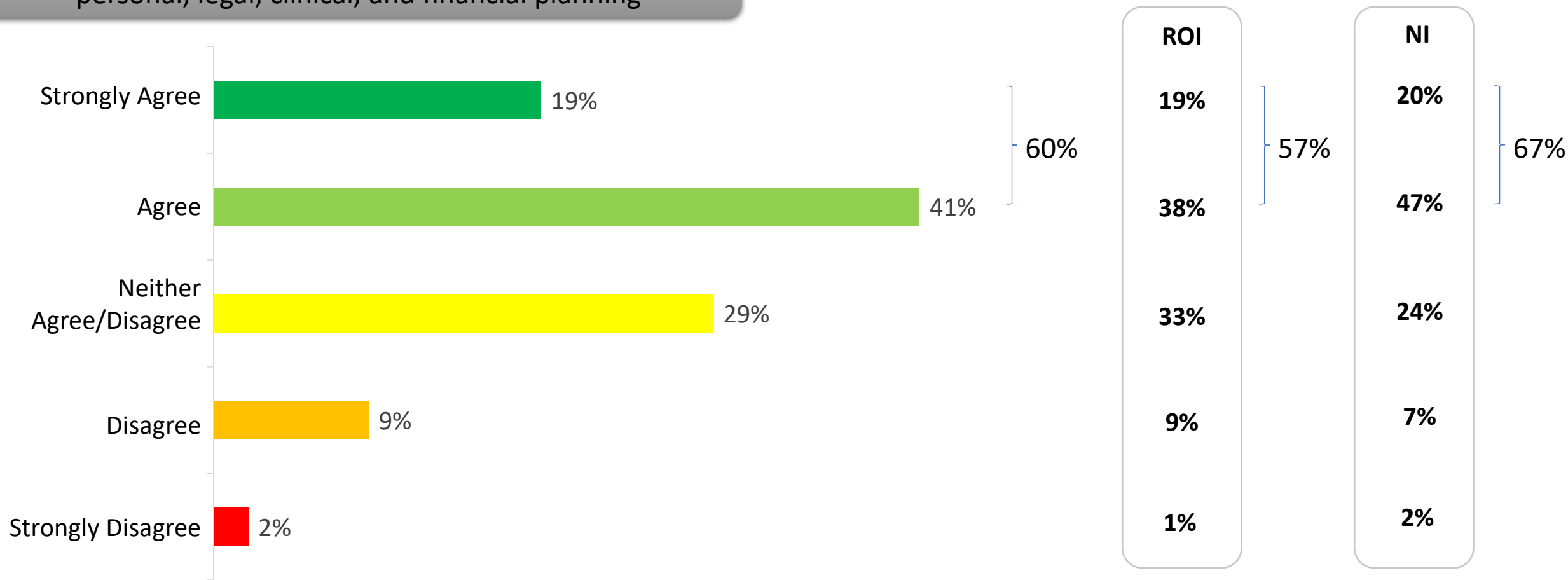
‘When I hear the term Palliative Care, I think it is about supporting people with life limiting conditions quality of life’



60% of adults think Advanced Care Planning can help them with personal, legal, clinical, and financial planning. This number is highest for adults in NI at 67% compared to adults in ROI at 57%.



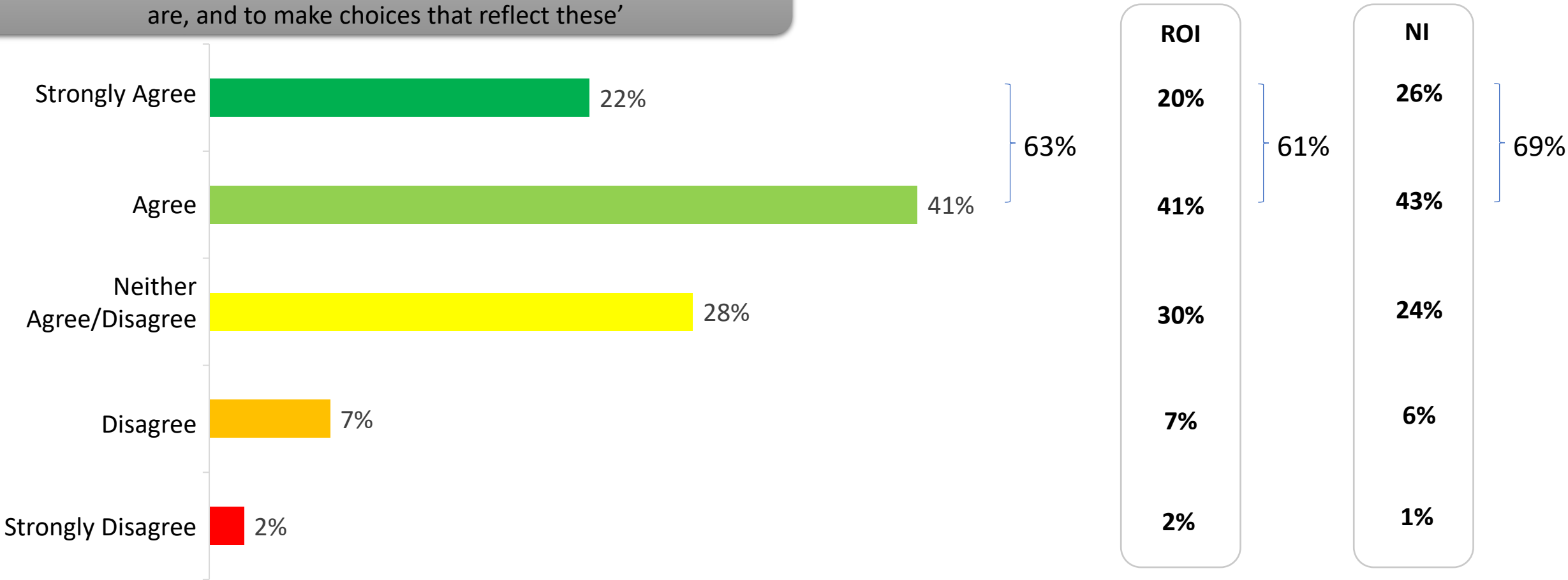
'I know that Advanced Care Planning can help me with personal, legal, clinical, and financial planning'



63% of adults think that Advanced Care Planning is a voluntary process that helps a person to make known what their wishes, feelings, beliefs and values are, and to make choices that reflect these. This number is highest for adults in NI at 69% compared to adults in ROI at 61%.



‘I know that Advance Care Planning is a voluntary process that helps a person to make known what their wishes, feelings, beliefs and values are, and to make choices that reflect these’





THANK YOU.

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APPENDIX



Receiving Palliative Care

Have you or someone close to you received Palliative Care?

	Received Palliative Care					What gender are you?		Age				SES	
	All (ROI)	All (NI)	All	Have or Someone Close Has Received Palliative Care	No One Close Has Received Palliative Care	Male	Female	25-34	35-44	45-54	55+	ABC1	C2DE
Sample Size	1000	500	1500	581	919	735	765	242	371	284	398	880	620
Yes	39%	38%	39%	100%	0%	37%	40%	39%	30%	38%	48%	40%	37%
No	61%	62%	61%	0%	100%	63%	60%	61%	70%	62%	52%	60%	63%

Feelings Towards the Term 'Palliative Care'

What word(s) come to mind when you hear the term 'palliative care'?

	Received Palliative Care					What gender are you?		Age				SES	
	All (ROI)	All (NI)	All (Combined)	Have or Someone Close Has Received Palliative Care	No One Close Has Received Palliative Care	Male	Female	25-34	35-44	45-54	55+	ABC1	C2DE
Sample Size	1000	500	1500	581	919	735	765	242	371	284	398	880	620
Sad	38%	46%	41%	45%	38%	38%	44%	36%	49%	43%	35%	43%	38%
Life affirming	14%	11%	13%	10%	15%	14%	13%	17%	12%	9%	10%	14%	12%
Dying	68%	60%	65%	66%	65%	61%	70%	58%	69%	72%	66%	68%	62%
Quality of life	41%	39%	40%	49%	34%	38%	43%	31%	34%	40%	49%	37%	44%
Hopeless	9%	10%	9%	11%	8%	9%	10%	5%	8%	9%	11%	9%	9%
Respect	40%	33%	38%	46%	33%	33%	43%	27%	37%	36%	44%	38%	37%
Terminal	59%	61%	59%	62%	58%	53%	65%	46%	63%	60%	68%	60%	58%
Kindness	42%	36%	40%	49%	34%	34%	46%	30%	40%	43%	45%	42%	37%
Cancer	33%	31%	32%	39%	28%	26%	39%	18%	35%	37%	39%	32%	34%
Reassurance	22%	19%	21%	24%	19%	19%	24%	15%	18%	21%	30%	19%	25%

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

				Received Palliative Care		What gender are you?		Age				SES	
	All (ROI)	All (NI)	All (Combined)	Have or Someone Close Has Received Palliative Care	No One Close Has Received Palliative Care	Male	Female	25-34	35-44	45-54	55+	ABC1	C2DE
Sample Size	1000	500	1500	581	919	735	765	242	371	284	398	880	620
I know that Palliative Care also supports the family and carers of someone with a life-limiting condition.													
Strongly Agree	33%	40%	35%	39%	33%	32%	38%	29%	31%	32%	46%	34%	37%
Agree	46%	49%	47%	50%	45%	46%	47%	50%	45%	51%	40%	50%	42%
Neither Agree nor Disagree	17%	6%	13%	7%	18%	16%	11%	15%	18%	14%	8%	13%	14%
Disagree	3%	3%	3%	3%	3%	4%	3%	4%	4%	3%	3%	3%	4%
Strongly Disagree	1%	2%	1%	2%	1%	2%	1%	1%	2%	0%	3%	1%	3%
I know that Palliative Care can benefit people over long periods and not just at end of life.													
Strongly Agree	30%	30%	30%	30%	29%	26%	33%	26%	24%	23%	38%	30%	28%
Agree	41%	45%	43%	48%	39%	46%	40%	43%	42%	47%	38%	42%	43%
Neither Agree nor Disagree	23%	16%	21%	15%	24%	22%	20%	23%	24%	27%	19%	22%	20%
Disagree	5%	7%	6%	6%	6%	6%	7%	7%	9%	4%	3%	5%	7%
Strongly Disagree	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%	2%	0%	1%
I know that Palliative Care will help me to make decisions about my future care.													
Strongly Agree	22%	27%	24%	27%	21%	22%	25%	21%	21%	20%	31%	23%	25%
Agree	43%	48%	45%	50%	42%	50%	40%	45%	42%	47%	43%	48%	41%
Neither Agree nor Disagree	31%	16%	26%	18%	31%	25%	27%	29%	30%	29%	19%	24%	29%
Disagree	3%	7%	5%	4%	5%	3%	7%	5%	7%	4%	4%	6%	3%
Strongly Disagree	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	3%	0%	2%

I feel reassured that Palliative Care could help me or someone close to me.

Strongly Agree	35%	41%	37%	45%	31%	34%	40%	30%	32%	33%	48%	36%	37%
Agree	43%	45%	44%	47%	41%	43%	44%	44%	46%	44%	39%	46%	41%
Neither Agree nor Disagree	19%	11%	16%	4%	24%	20%	13%	19%	18%	21%	9%	14%	20%
Disagree	3%	3%	3%	3%	3%	4%	2%	6%	3%	1%	1%	4%	1%
Strongly Disagree	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	2%	0%	1%

When I hear the term Palliative Care, I feel fearful.

Strongly Agree	19%	26%	21%	22%	21%	19%	24%	17%	24%	24%	21%	24%	17%
Agree	37%	43%	39%	40%	39%	41%	37%	35%	41%	42%	39%	41%	36%
Neither Agree nor Disagree	29%	18%	25%	23%	26%	28%	22%	35%	26%	21%	21%	23%	29%
Disagree	13%	11%	12%	12%	12%	10%	14%	10%	7%	12%	16%	10%	15%
Strongly Disagree	2%	2%	2%	3%	2%	2%	3%	2%	2%	1%	4%	2%	2%

When I hear the term Palliative Care, I feel hopeful and reassured.

Strongly Agree	14%	13%	13%	14%	13%	16%	11%	15%	11%	8%	17%	15%	12%
Agree	29%	37%	32%	33%	31%	32%	32%	34%	27%	31%	32%	29%	35%
Neither Agree nor Disagree	39%	27%	35%	32%	37%	34%	36%	36%	41%	39%	29%	35%	35%
Disagree	16%	19%	17%	17%	17%	17%	17%	15%	18%	18%	17%	19%	14%
Strongly Disagree	3%	3%	3%	4%	3%	2%	4%	1%	4%	4%	4%	3%	4%

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

Strongly Agree	39%	45%	41%	46%	37%	41%	41%	33%	42%	46%	44%	41%	40%
Agree	42%	44%	43%	48%	40%	38%	47%	40%	42%	38%	47%	44%	41%
Neither Agree nor Disagree	17%	8%	14%	4%	21%	19%	10%	24%	15%	14%	6%	13%	17%
Disagree	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%
Strongly Disagree	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

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

Strongly Agree	18%	23%	20%	22%	18%	18%	22%	20%	23%	22%	15%	20%	19%
Agree	34%	41%	37%	39%	35%	38%	36%	44%	37%	34%	34%	39%	33%
Neither Agree nor Disagree	32%	21%	28%	23%	31%	31%	25%	28%	28%	28%	27%	26%	31%
Disagree	14%	11%	13%	13%	13%	10%	15%	8%	9%	14%	18%	12%	14%
Strongly Disagree	2%	3%	2%	3%	2%	3%	2%	0%	2%	2%	6%	2%	3%

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

Strongly Agree	30%	31%	31%	31%	30%	31%	30%	33%	26%	28%	37%	32%	29%
Agree	46%	51%	48%	54%	44%	46%	50%	43%	46%	48%	47%	47%	48%
Neither Agree nor Disagree	17%	13%	16%	11%	19%	17%	15%	17%	23%	21%	10%	16%	16%
Disagree	6%	4%	5%	4%	6%	5%	5%	7%	5%	3%	3%	5%	6%
Strongly Disagree	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%

I know that Advanced Care Planning can help me with personal, legal, clinical, and financial planning.

Strongly Agree	19%	20%	19%	20%	19%	19%	19%	14%	16%	14%	28%	19%	20%
Agree	38%	47%	41%	51%	35%	44%	39%	46%	38%	38%	45%	41%	41%
Neither Agree nor Disagree	33%	23%	29%	22%	34%	27%	31%	29%	36%	38%	18%	30%	29%
Disagree	9%	7%	9%	5%	11%	8%	9%	9%	10%	9%	6%	9%	7%
Strongly Disagree	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	3%	1%	3%

I know that Advance Care Planning is a voluntary process that helps a person to make known what their wishes, feelings, beliefs and values are, and to make choices that reflect these.

Strongly Agree	20%	26%	22%	25%	21%	22%	23%	21%	15%	20%	33%	20%	26%
Agree	41%	43%	41%	45%	39%	40%	43%	42%	38%	40%	42%	42%	41%
Neither Agree nor Disagree	29%	23%	27%	22%	31%	29%	26%	28%	38%	29%	17%	29%	24%
Disagree	7%	6%	7%	7%	7%	7%	7%	7%	7%	9%	5%	7%	7%
Strongly Disagree	2%	1%	2%	1%	2%	3%	1%	3%	2%	2%	3%	1%	3%