

# Awareness of Advance Healthcare Directives

Results from a nat-rep survey of adults aged 18+ living in Ireland

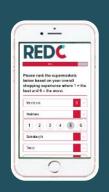
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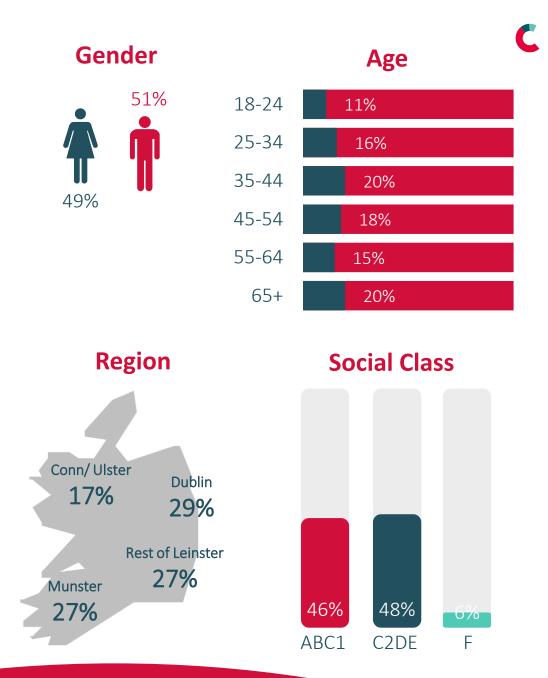


## **RED Line Methodology**

- Online research was conducted with n=1,003 ROI adults aged 18+. Respondents were recruited using RED C Live, RED C's own online panel of over 40,000 members.
- Quota controls were used to ensure a nationally representative sample of ROI adults aged 18+, with interlocking quotas to provide extra confidence in sample profile.
- Data was weighted across gender, age, region and social class so as to ensure a nationally representative sample based on latest CSO projections.
- Fieldwork for this research took place between 2nd and 7th May 2024. Respondents were asked about their awareness of Advance Healthcare Directives (AHDs).









# Key findings from the research



Modest levels of awareness of AHDs

Just under one-in-four (23%) people said that they were aware of Advance Healthcare Directives



Few people actually have an AHD

4% of the total population (16% of those aware of AHDs) have an Advance Healthcare Directive



Not thinking about it main reason for not having AHD

32% of those aware of AHDs and that don't have one said not just not thinking about it was the main reason for not having an AHD

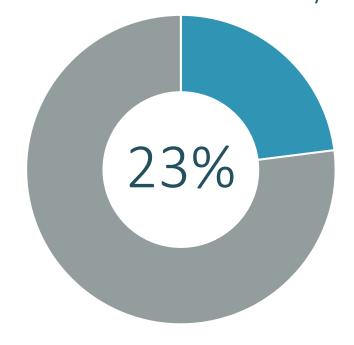
## Almost one-in-four say they are aware of Advance Healthcare **Directives**

Awareness is higher amongst older age groups (especially 45-54), higher social grades (AB and C1), those that are widowed / divorced / separate, those living in Dublin and Munster, and those living in urban areas.

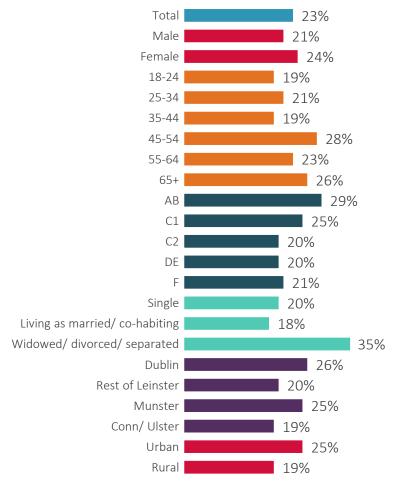
#### Awareness of Advance Healthcare Directives

TEXT SHOWN TO RESPONDENTS: "An Advance Healthcare Directive is a specific document, which has legal standing, in which to record future healthcare wishes and preferences including: refusals and requests on treatment approaches, surgery, medicines and resuscitation."

#### I had heard of an Advance Healthcare Directive before today



#### Awareness of AHDs by key demographics

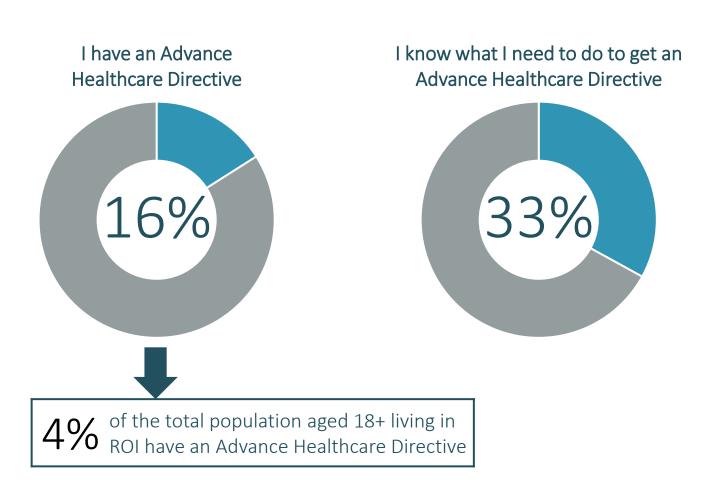


### Around one-in-six aware of AHDs actually have one

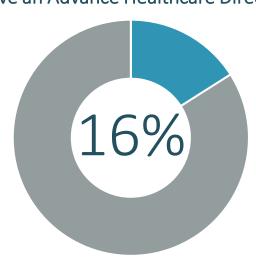


This is equivalent to 1-in-25 people (4%) in the total population having an AHD. Even amongst those aware of AHDs, just one-in-three knew how to get and few had ever been asked about one by a healthcare professional.

Experience of AHDs amongst those aware of them % of those aware of AHDs



A healthcare professional (e.g your local GP, doctor, nurse) has asked me if I have an Advance Healthcare Directive

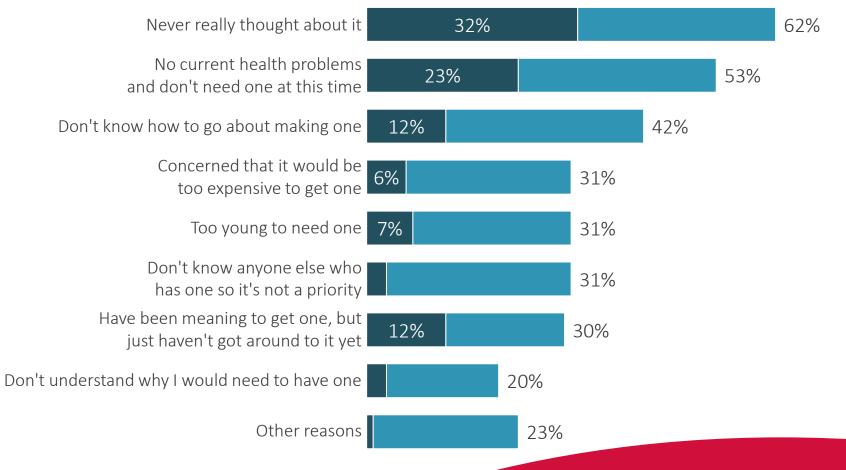




issue

issue

Main / any reason for not having an Advance Healthcare Directive % of those aware of AHDs and don't have one





# RESEARCH EVALUATION DIRECTION CLARITY

See More, Clearly



REDC