

KANTAR

Lien Foundation: Palliative Care & Death survey (Gen Pop)

Singapore Report



Oct 2024



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AGENDA

1. SURVEY METHODOLOGY

2. SURVEY FINDINGS

1.

SURVEY

METHODOLOGY

Project specifications

Survey objectives



- Assess the level of awareness, knowledge, and attitudes towards palliative care (PC), including receptivity and likelihood of considering PC for oneself or loved ones.
- Identify common misconceptions, barriers to accessing PC.
- Evaluate experiences and satisfaction with PC.

Fieldwork



- Online survey
- Fieldwork conducted from 12th to 30th July 2024
- Target segment:
 - Singaporeans / PRs
 - Age 18 and above

12 markets



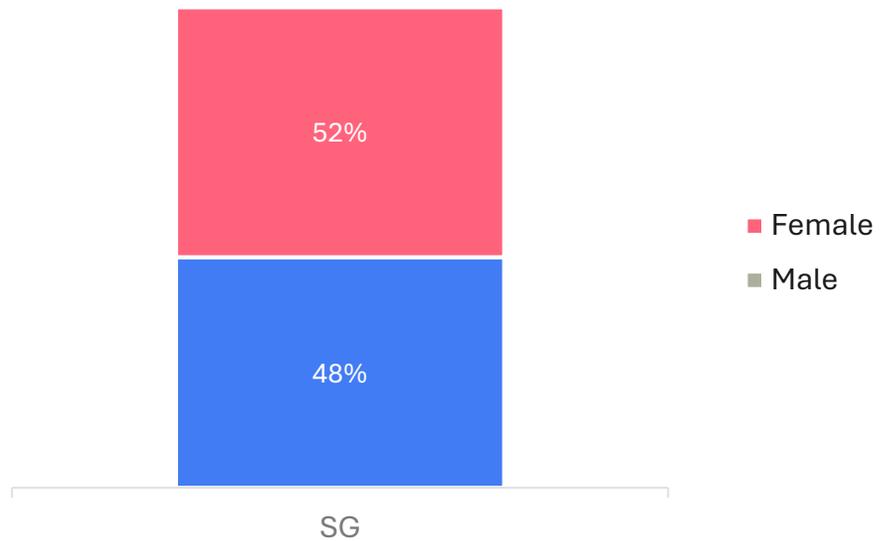
	Total
Total	12116
 Singapore	1005
 Malaysia	1011
 India	1015
 Philippines	1006
 Taiwan	1020
 South Korea	1009
 Indonesia	1008
 Japan	1007
 Hong Kong	1010
 Thailand	1011
 Australia	1006
 Vietnam	1008

Quotas were set on gender and age to ensure the sample is nationally representative.

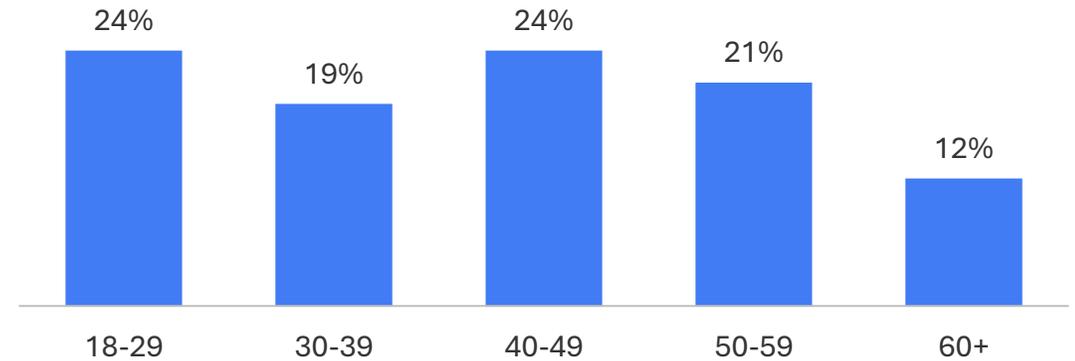
Profile of Singapore respondents

Soft quota set on Gender, Age

Gender



Age



2.

SURVEY

FINDINGS



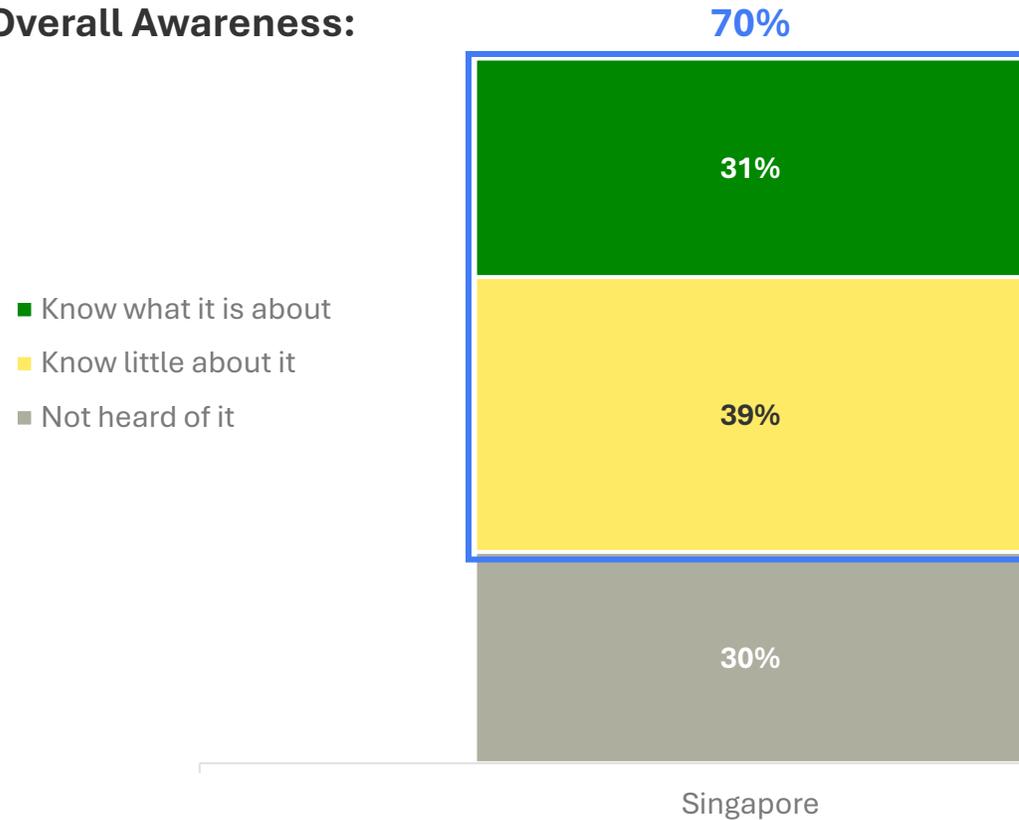
SURVEY FINDINGS

- 1. AWARENESS & KNOWLEDGE TOWARDS PALLIATIVE CARE**
2. ATTITUDES TOWARDS PALLIATIVE CARE
3. EXPERIENCE WITH PALLIATIVE CARE
4. PRIORITIES AND CONCERNS TOWARDS DEATH

Generally, most (70%) have heard about palliative care in Singapore, but only 31% claim they know what it is about.

Overall Awareness of palliative care in Singapore Among all respondents

Overall Awareness:



[Among those who have not heard of palliative care]

Palliative care helps people with serious illnesses feel better by managing their symptoms and providing support for them and their families.

Have you heard of this?

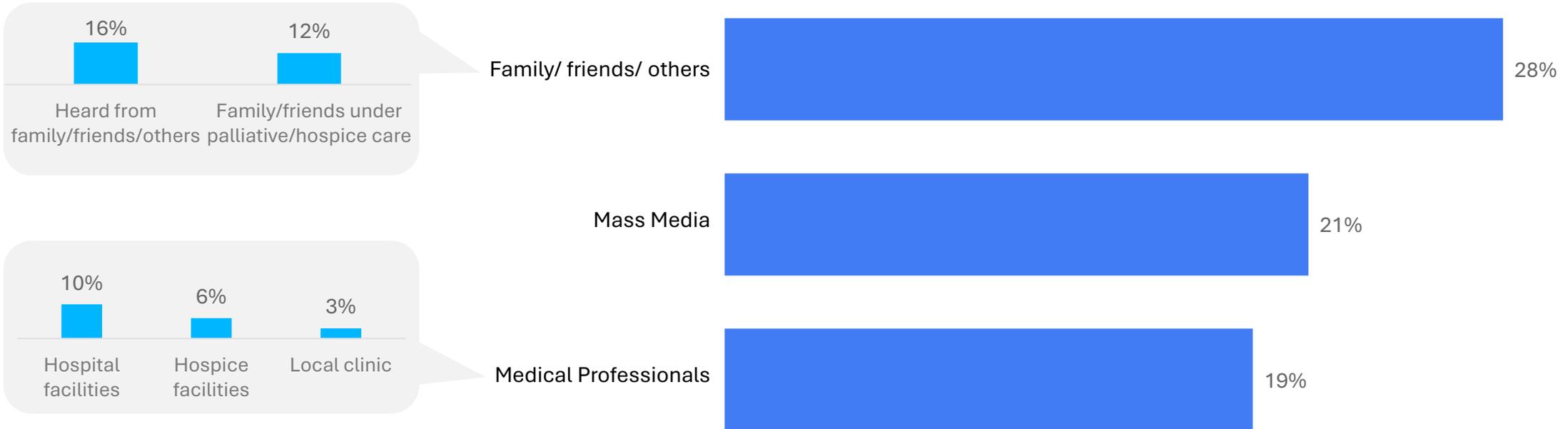
- Heard of it but not know it was called palliative care
- Never heard of it



Singapore respondents mostly first learned about palliative care through family and friends, mass media, and medical professionals.

Top 3 Sources of Awareness Among respondents aware of palliative care

SG



Palliative care in Singapore is often associated with preparation for death, for terminal illness, and old age.

What is palliative care to respondents who are aware of the term?

Among respondents aware of palliative care

Caring for the **terminally ill** patients.
Specialized medical care. Help **cope with pain**. - *Female, 22yo*

Long term care. Old age care.
Rehabilitation centre. - *Male, 30yo*

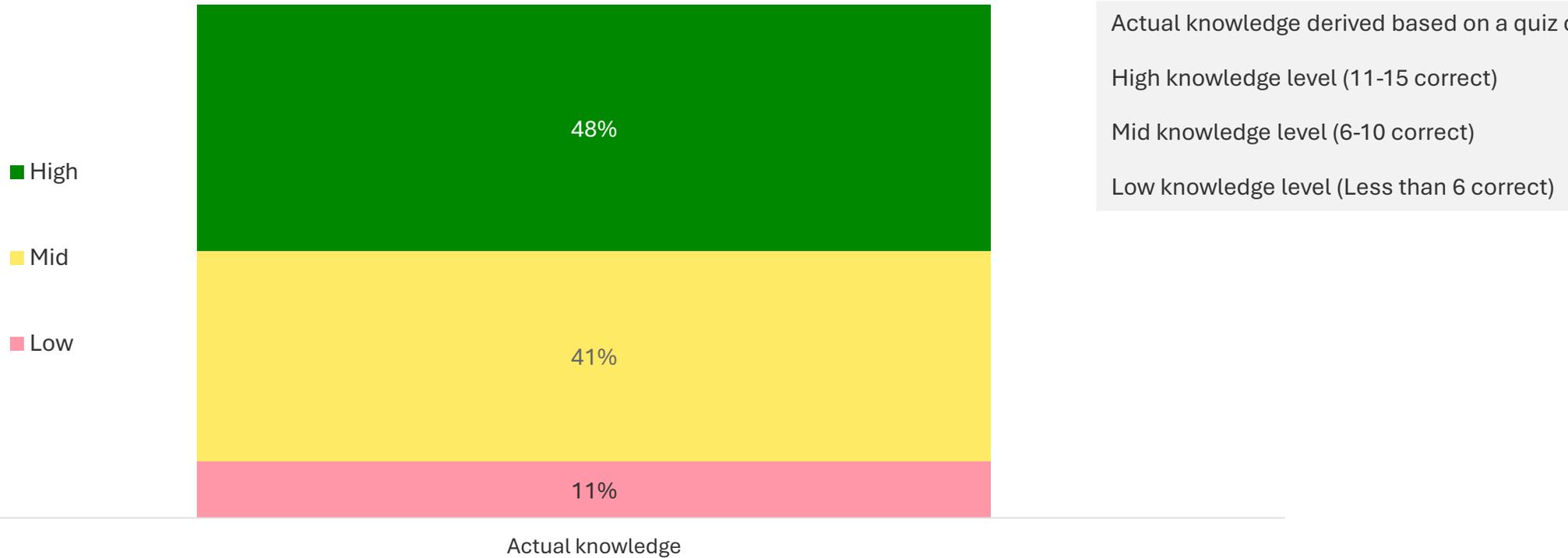
End of life care. To prepare for death. - *Male, 47yo*

To take care of **terminally ill** patients i.e. to ensure that they live their **last few days without much pain and suffering**. If possible, to take care of the patient in their **own home** - *Male, 63yo*

Specialised care for **serious illness**.
Management of **pain & relief**. Maintain **good quality of life** - *Female, 68yo*

When it comes to actual knowledge of palliative care, a survey quiz revealed that 48% of respondents demonstrated high actual knowledge.

Actual knowledge of palliative care
Among respondents aware of palliative care



Statements about palliative care

Respondents were presented with a series of true and false statements to assess their understanding of palliative care.

	True/ False?		True/ False?
A goal of palliative care is to maximise quality of life	True	Palliative care is only for the elderly	False
Palliative care helps the whole family cope with a serious illness	True	Palliative care is only for people with cancer	False
A goal of palliative care is to improve a person's ability to participate in daily activities	True	People must be in the hospital to receive palliative care	False
Palliative care can help people manage the side effects of their medical treatments	True	When people receive palliative care, they must give up their other doctors	False
Palliative care can also be given to people who are still receiving life-prolonging treatment	True	Only people in hospices receive palliative care	False
A goal of palliative care is to help people better understand their treatment options	True	Choosing palliative care means giving up on curative medical treatment	False
Palliative care can be introduced at any stage of a serious illness	True	Palliative care is only for the dying	False
		Palliative care is exclusively for people who are in the last 6 months of life	False

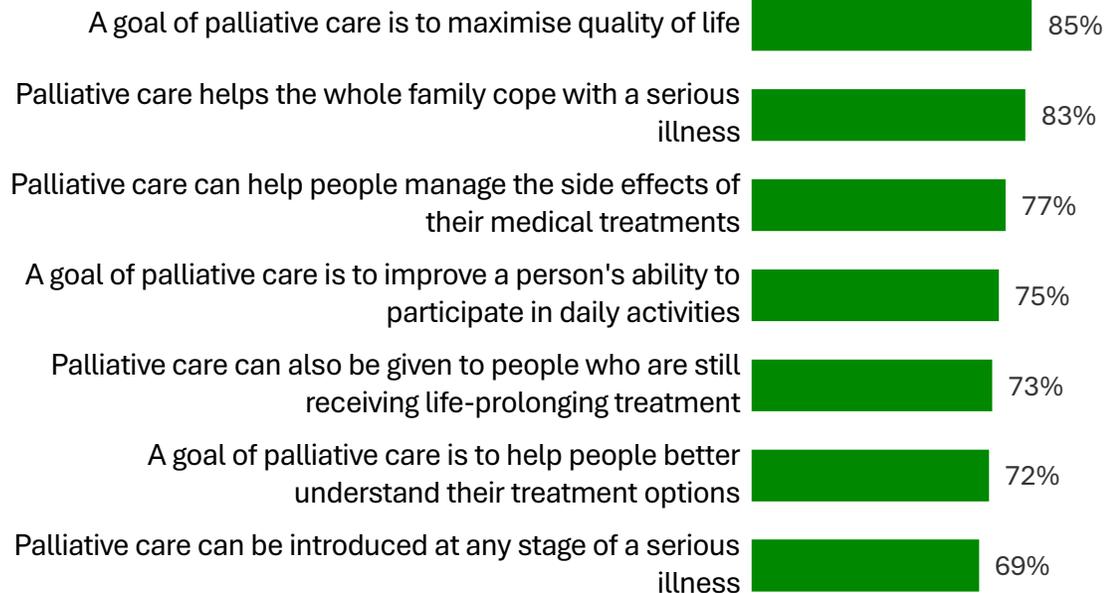
*Respondents were also given the option to select 'Not Sure' alongside true and false statements.

Singapore respondents were able to answer correctly that the goal of palliative care is to maximise quality of life and help whole family cope with a serious illness. However, less knew that it is not restricted to the last 6 months of life, is not only for the dying, does not require patients to give up on curative medical treatment, and is not restricted to those in hospice care.

Quiz on palliative care – Answer correctly

Among respondents aware of palliative care

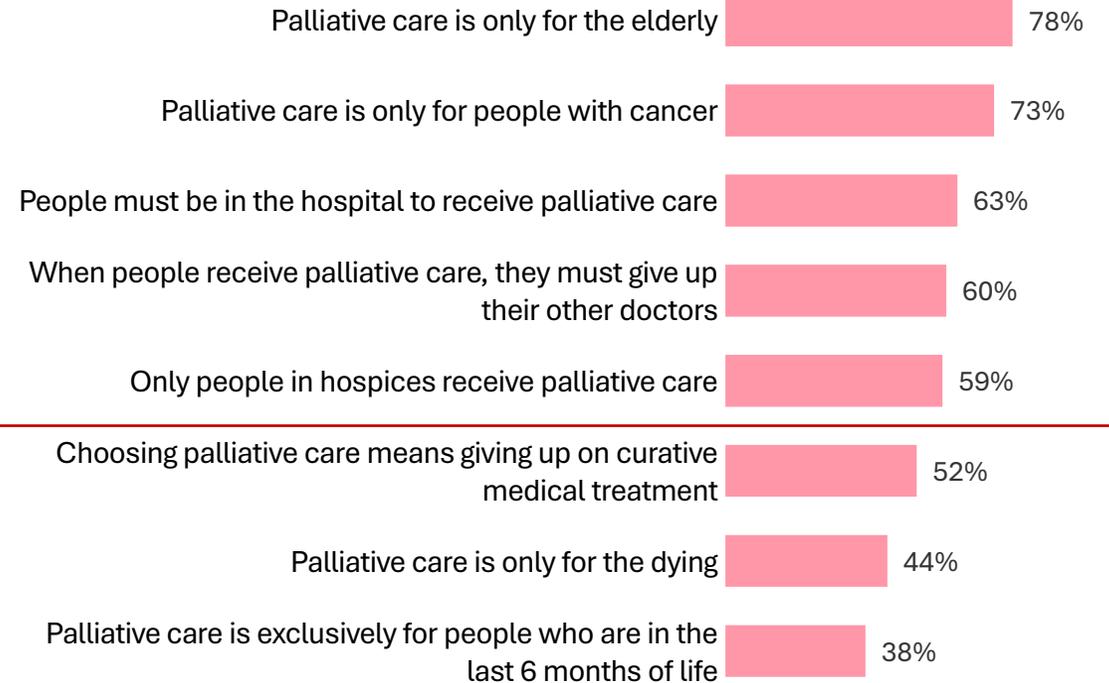
Respondents correctly identified the **True** statements.



Quiz on palliative care – Answer correctly

Among respondents aware of palliative care

Respondents correctly identified the **False** statements.



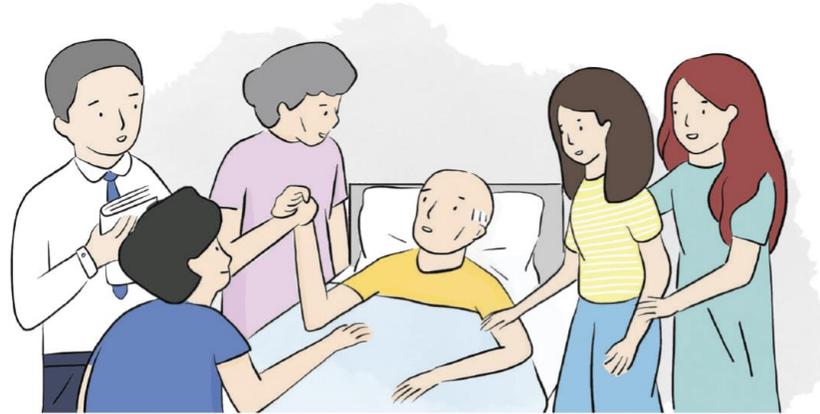
*On average, respondents selected 'Not sure' for two statements.



SURVEY FINDINGS

1. AWARENESS & KNOWLEDGE TOWARDS PALLIATIVE CARE
2. **ATTITUDES TOWARDS PALLIATIVE CARE**
3. EXPERIENCE WITH PALLIATIVE CARE
4. PRIORITIES AND CONCERNS TOWARDS DEATH

Palliative Care



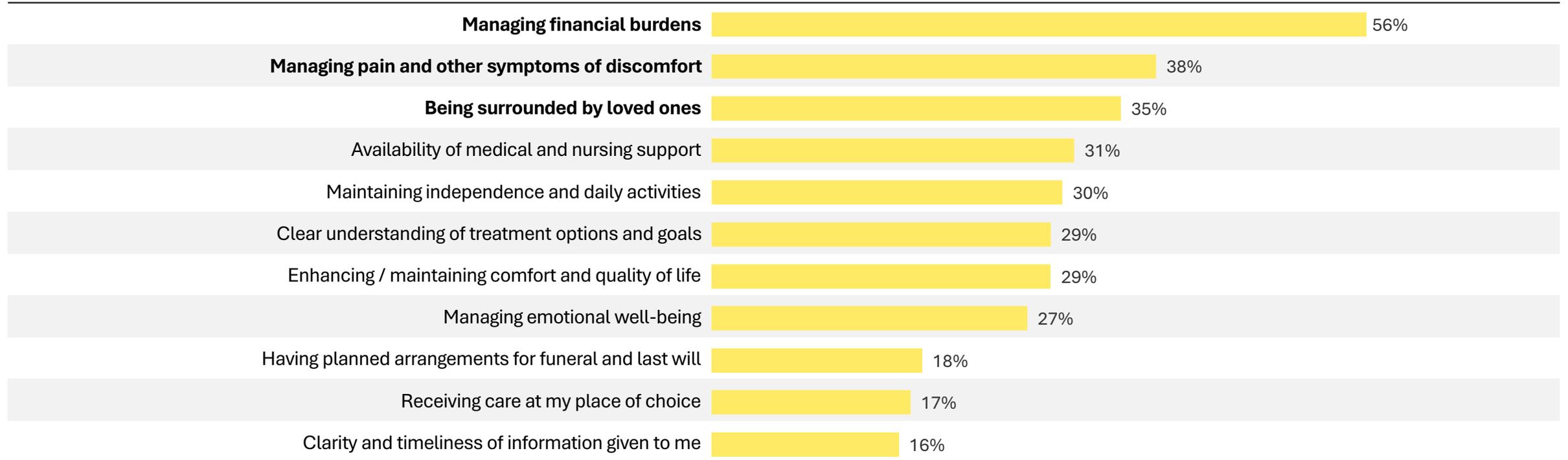
According to World Health Organization (WHO), Palliative care is an approach aimed at **improving the quality of life** for individuals facing life-threatening illnesses and their families. It prevents and relieves suffering through the early identification, assessment and treatment of pain and other problems, whether physical, psychosocial, or spiritual.

Beyond just managing physical symptoms, palliative uses a team approach to **support patients and their caregivers**. This includes addressing **practical needs** and providing **counselling for grief**. The goal is to help patients **live as actively as possible** until the end of life.

Palliative care is required for a **wide range of diseases**, with a significant portion of adults requiring it for conditions like cardiovascular diseases, cancer, chronic respiratory diseases, AIDS, kidney failure and multiple sclerosis.

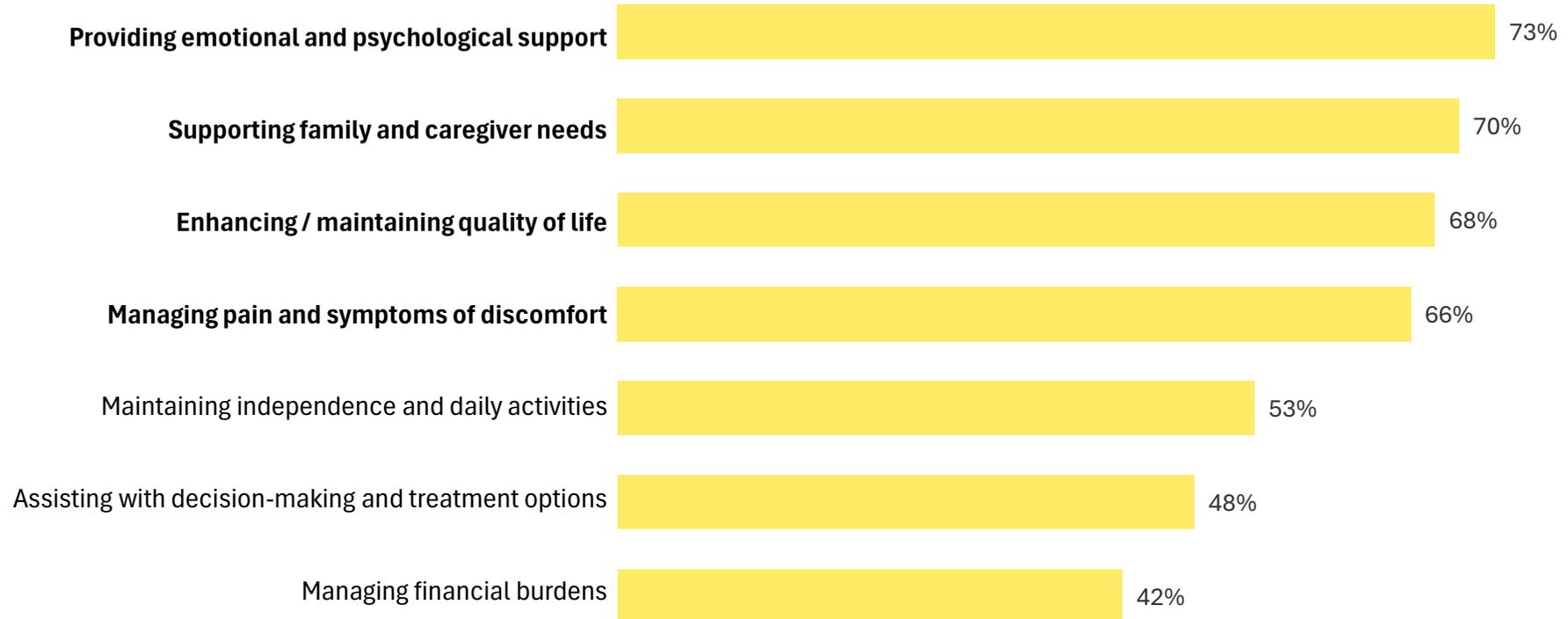
Respondents placed the highest priority on managing financial burdens (56%) as well as pain and symptoms management (38%), and being surrounded by loved ones (35%).

Top priorities when faced with serious illnesses (Rank 1/2/3)
Among all respondents



When it comes to palliative care, Singaporeans mostly believe palliative care can help them in providing emotional and psychological support.

Association to palliative care
Among all respondents



Base: All respondents SG (n=1005)
B1. Which areas do you believe palliative care could help with in an individual's illness journey?

Likelihood to ask for palliative care

B3. How likely would you accept/ ask for palliative care for a loved one in the following scenarios?

B4. How likely would you receive/ ask for palliative care in the following circumstances?

If my loved one is diagnosed with serious illness (e.g., cancer, chronic kidney disease, neurological disease) at the **early stage**

If my loved one is diagnosed with serious illness (e.g., cancer, chronic kidney disease, neurological disease) at the **late stage**

As part of my loved one's **aging care when they are weak and frail**

If my loved one requires **long-term medical care**, that will impact his/her quality of life

Loved one is experiencing **pain or other distressing symptoms**

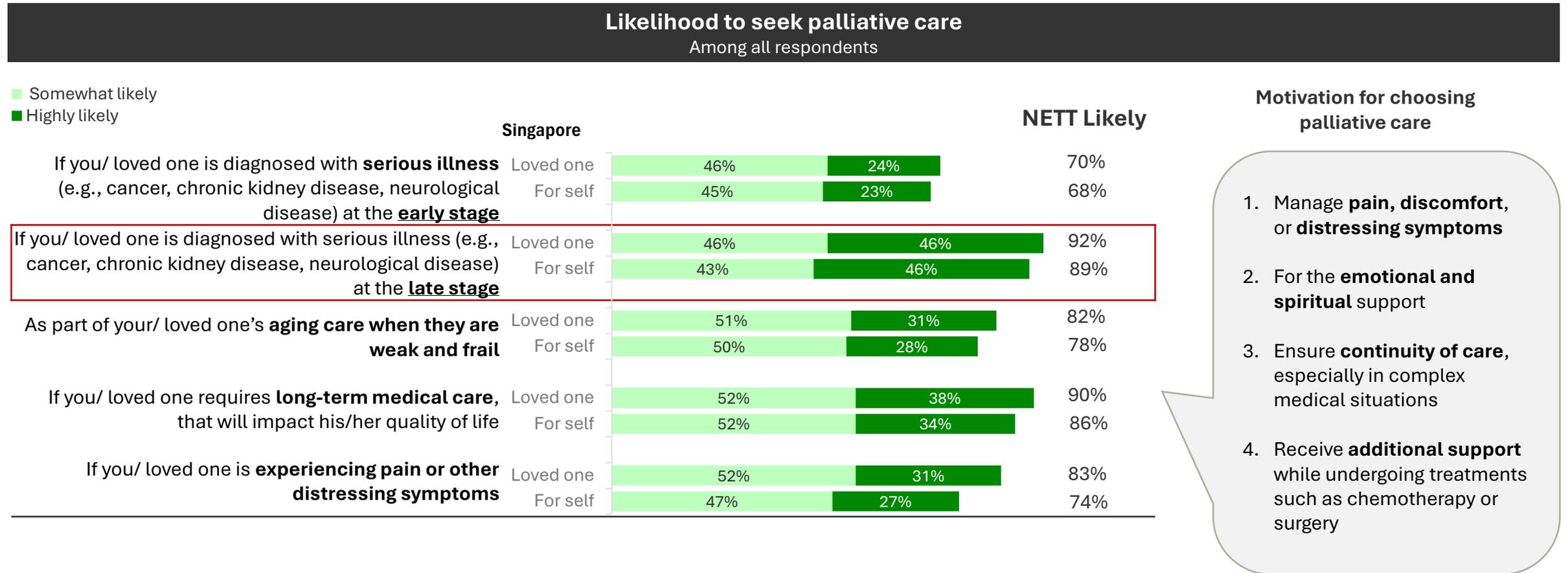
Not at all likely

Not too likely

Somewhat likely

Highly likely

Most of the respondents are likely to seek palliative care for loved ones and self during late stage of serious illness. Motivations include managing pain, emotional support, and ensuring continuity of care.



Base: All respondents SG (n=1005)

B3. How likely would you accept/ ask for palliative care for a loved one in the following scenarios?

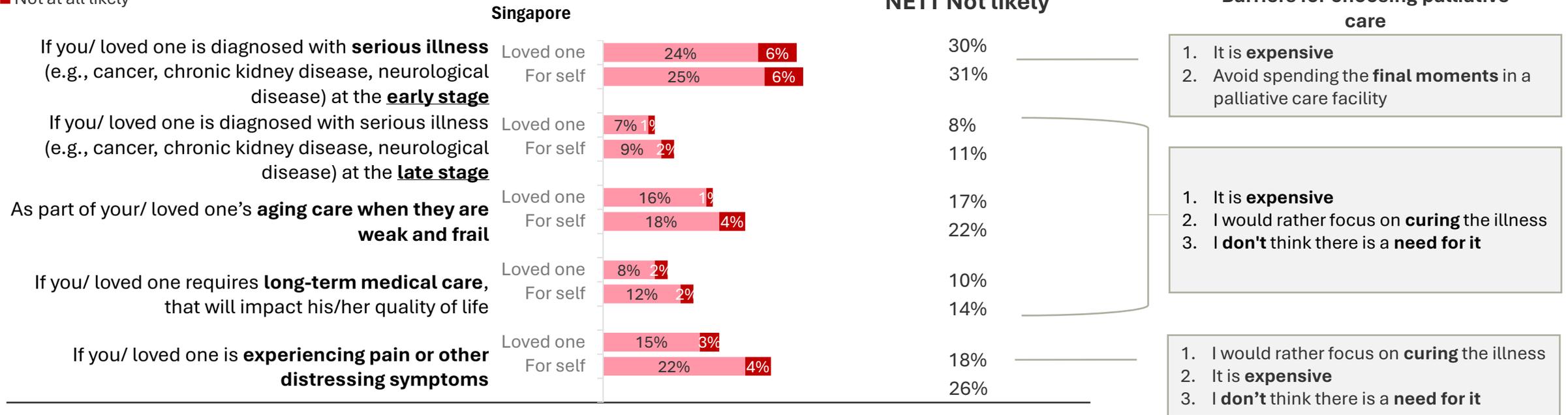
B4. How likely would you receive/ ask for palliative care in the following circumstances?

B5. You mentioned that you would receive/ask for palliative care for the following scenarios. Why are you likely to receive/ask for palliative care?

On the other hand, respondents in Singapore are not likely to seek palliative care when faced with serious illness at early stage, when experiencing pain or distress, or as part of their aging care. Citing reasons such as rather focusing on curing the illness especially during early stage of serious illness, perceived high cost of care, and perceived lack of need.

Likelihood to seek palliative care
Among all respondents

■ Not too likely
■ Not at all likely



Base: All respondents SG (n=1005)

B3. How likely would you accept/ ask for palliative care for a loved one in the following scenarios?

B4. How likely would you receive/ ask for palliative care in the following circumstances?

B6. You mentioned that you would unlikely receive/ask for palliative care for the following scenarios. Why are you unlikely to receive/ask for palliative care?



SURVEY FINDINGS

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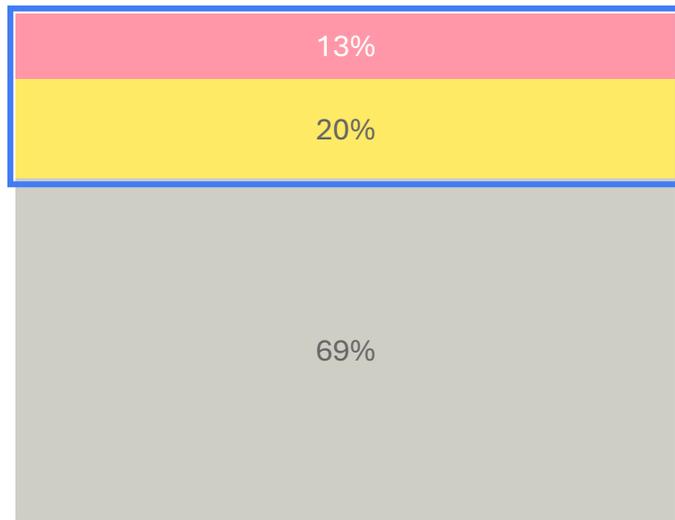
31% Singapore respondents know someone who has received palliative care. Among those who know someone who has received palliative care, 71% rated the care they received as good/ very good.

Know someone receiving palliative care
Among all respondents

- Know loved one receiving
- Know friends/colleagues/relatives receiving
- Don't know anyone receiving

NETT YES:

31%

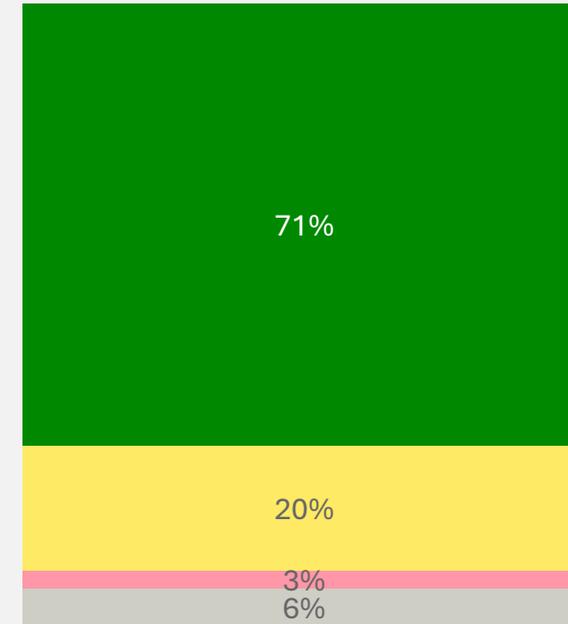


Singapore

Satisfaction with palliative care

Among respondents who know someone receiving Palliative care

- Not sure how to rate
- Poor/ Very poor
- Neutral
- Good/ Very good



Singapore

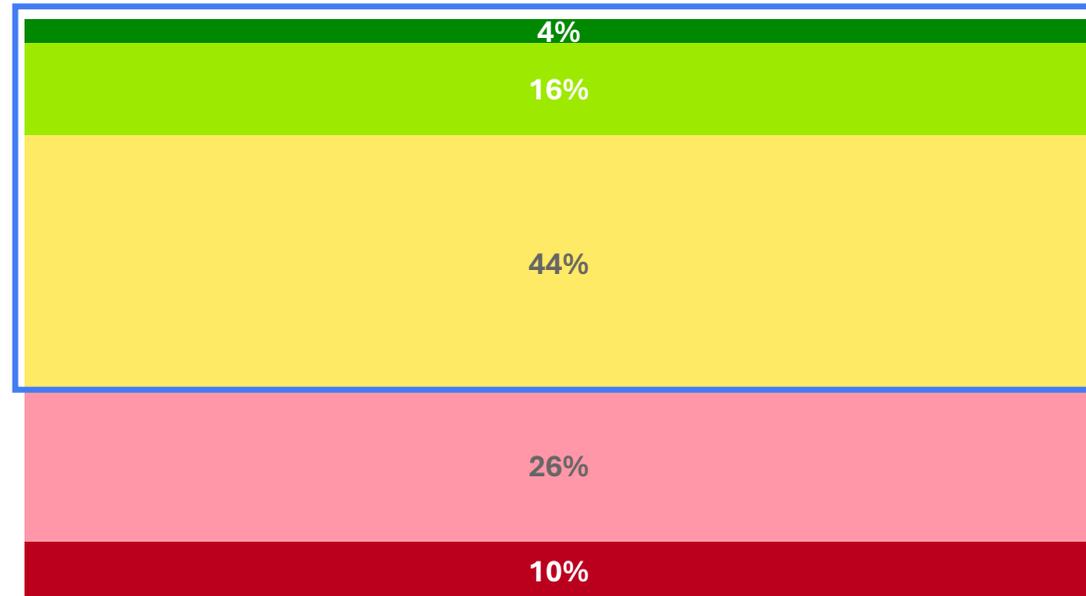
In terms of accessibility of palliative care, 64% of respondents find palliative care accessible in Singapore.

Perceived Accessibility of Palliative Care
Among all respondents

■ Not at all accessible ■ Slightly accessible ■ Moderately accessible ■ Very accessible ■ Extremely accessible

NETT ACCESSIBLE:

64%



Accessibility



SURVEY FINDINGS

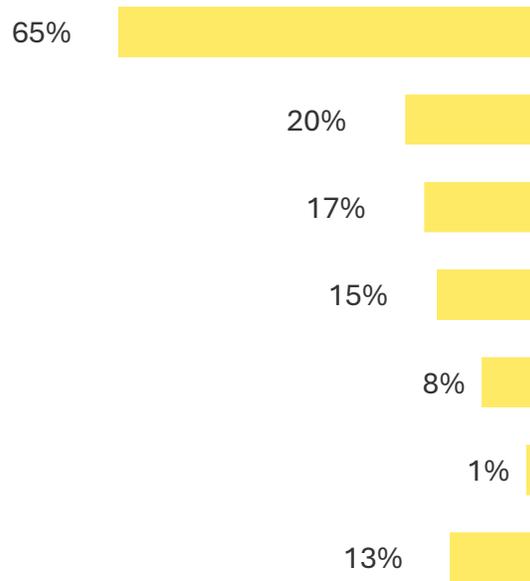
1. AWARENESS & KNOWLEDGE TOWARDS PALLIATIVE CARE
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4. **PRIORITIES AND CONCERNS TOWARDS DEATH**

When considering their preferred place of care if they were dying and the final place of death, 65% want to be cared for at home if they were dying, and similarly, 64% agreed that when the time comes, the preferred place of death would be at home.

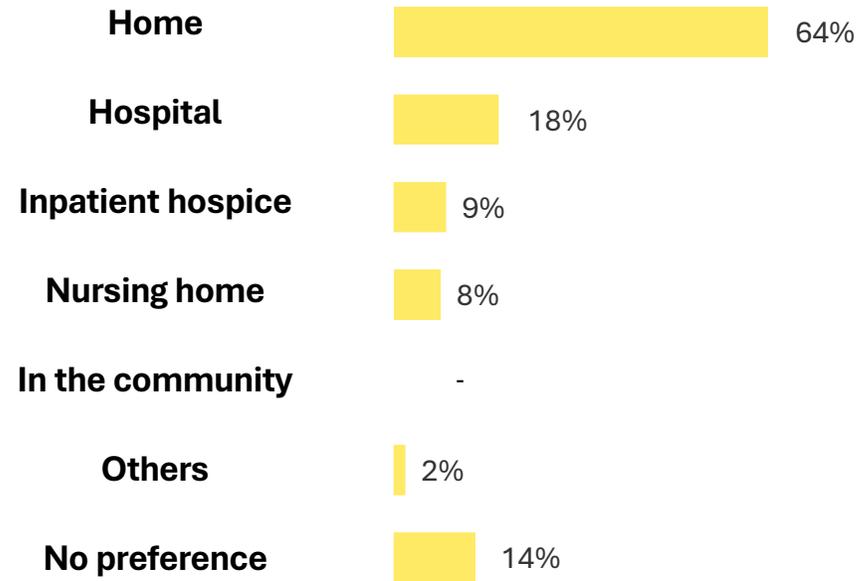
Preferred Place of Care and Dying
Among all respondents

Singapore

Place of care if they were dying



Final Place of Death



*Respondents were allowed to select more than one option for place of care and death.

*On average, respondents selected one option.



Still prefer to die at home even if insufficient support
Among those who prefer to die at home



Base: All respondents SG (n=1005)

C2. Where would you want to be cared for if you were dying?

C3. Thinking about yourself, when the time comes, where do you think would be the best place to die?

C4. Would you still prefer to die at home even if you did not have sufficient support from family, friends or medical professionals?

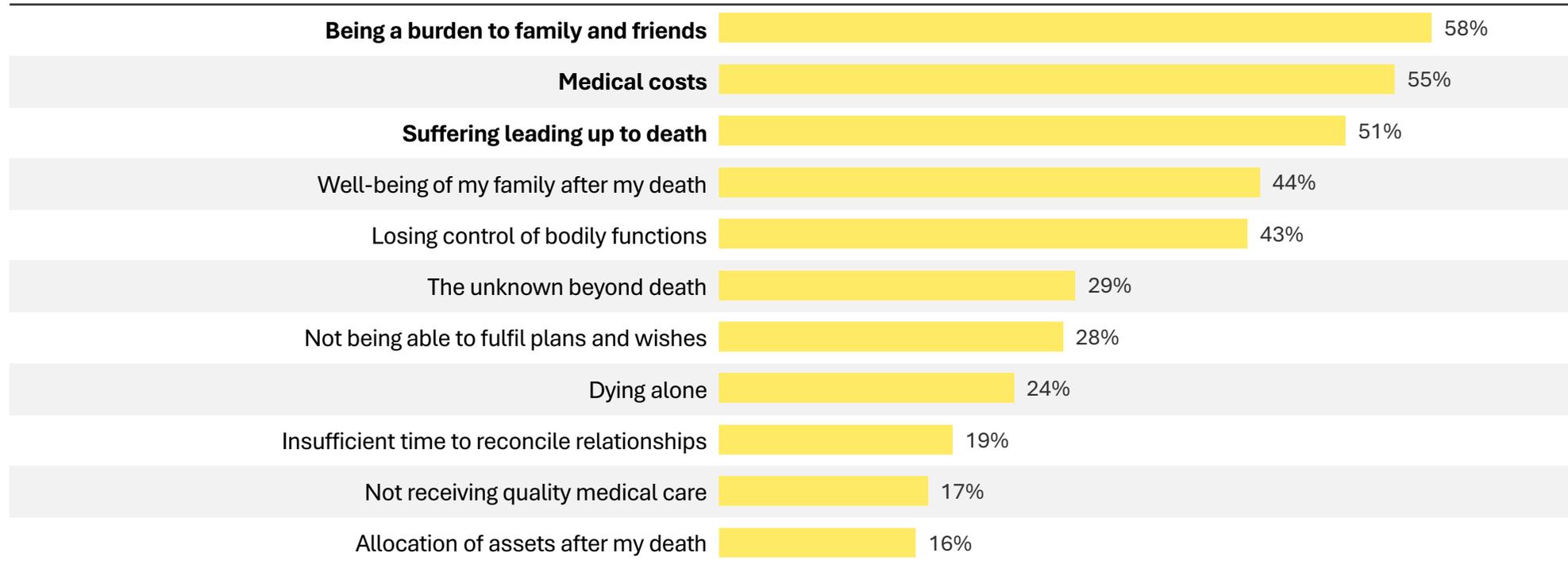
The top concerns on death are largely family and financial driven, as well as the suffering leading up to death.

Top concerns on death (Rank 1/2/3)

Among all respondents

Singapore

Singapore



Base: All respondents SG (n=1005)**

C1b. When faced with death, what would be the top 3 most important concerns for you?

**Do note that the base size varies for each statement as it is determined by responses to C1, which assesses concerns about death on a 5-point scale. For the statements rated "Somewhat concerned" or "Very concerned," respondents will proceed to C1b to rank their top 3 concerns.

3.

SUMMARY

Key takeaways

	Takeaway
AWARENESS & KNOWLEDGE TOWARDS PALLIATIVE CARE	<ul style="list-style-type: none">• While 70% are aware of palliative care, only 31% claim to know what palliative care is about.• Among those who have heard about palliative care, they commonly associated palliative care with preparation for death, for terminal illness, and old age.• A survey quiz showed that 48% demonstrated a high level of actual knowledge. <i>*Actual knowledge is derived from a quiz of 15 questions: Low knowledge level (Less than 6 correct); Mid knowledge level (6-10 correct); High knowledge level (11-15 correct)</i>• The survey quiz indicted that most respondents in Singapore accurately identified that the goal of palliative care is to maximise quality of life, and to help the whole family cope with serious illness.• Only 38% were aware that palliative care is not restricted to the last 6 months of life, and just 44% knew that it is not exclusively for the dying. Additionally, 52% were aware that choosing palliative care does not mean giving up on any other medical treatment.• Those aware are likely to hear about palliative care through personal connections, mass media, and medical professionals.
ATTITUDES TOWARDS PALLIATIVE CARE	<ul style="list-style-type: none">• When faced with serious illness, the top three priorities among Singapore respondents are managing financial burdens, pain, and symptoms, as well as being surrounded by loved ones are the top .• The main motivations to seek palliative care include managing pain, emotional support, and spiritual care, aligning with areas where respondents feel palliative care could benefit someone during an illness journey.• On the other hand, among those who indicated they are not likely to consider palliative care cited concerns about cost, perception about giving up on treatment, and a perceived lack of necessity, further supporting the lack of understanding that choosing palliative care means giving up on curative treatments.

Key takeaways

	Takeaway
EXPERIENCE WITH PALLIATIVE CARE	<ul style="list-style-type: none">• Among all respondents, 31% know someone who has experienced palliative care.• Of those who know someone who has received palliative care, 71% evaluated their palliative care service to be good/ extremely good.• At the same time, 64% of all respondents in Singapore finds palliative care moderately to highly accessible in Singapore.
ATTITUDES TOWARDS SERIOUS ILLNESS & DEATH	<ul style="list-style-type: none">• When it comes to place of care why dying and place of death, more than half want to be cared for at home (65%) and to die at home (64%).• In terms of concerns around death, the top concerns are being a burden to family and friends, medical costs, and suffering leading up to death – reflecting their common associations with dying well to be peaceful, painless and without suffering.



THANK YOU!

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