



Next of Kin Survey

Date: January 2018

Job Reference: 282617



REDC

Project Background & Research Objectives

- The Sage Advocacy commissioned research with RED C to investigate what the Irish population understand by the term 'Next of Kin'.
- Research was conducted using RED C's online omnibus, the RED LINE.
- A nationally representative sample size of 1,020 was achieved during fieldwork which took place the 25th-30th January 2018.
- Quotas were set and final data weighted to known profiles on age, gender, social class and region to ensure a representative sample of the Irish population aged 18+ years.



sage

Support & Advocacy Service

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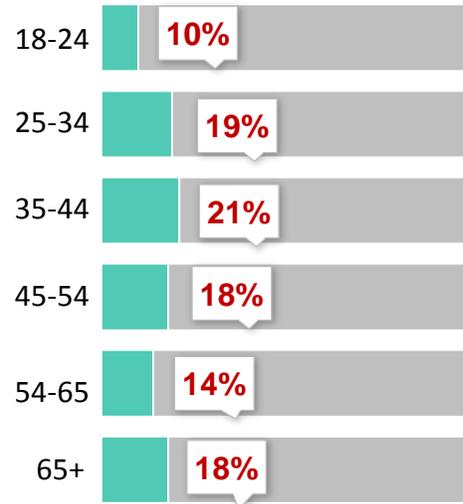
Sample Profile

(Base: All Adults 18+; n=1,020)

Gender



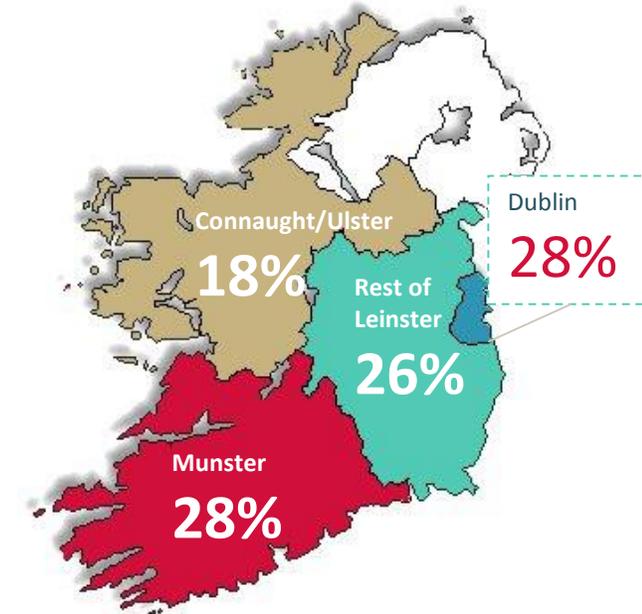
Age



Social Class



Region



The sample achieved is nationally representative of the population 18+ years.

Analysis of Sample – RED C Lifestage Segments

(Base: All Adults 18+; n=1,020)



Young & Free
18-24, No Kids,
No Mortgage

18%



New families
Kids – oldest
child 0-5 years

6%



Established Families
Kids – oldest child 6-15
years

16%



Mature families
Kids – oldest
child 16+ years

11%



Middle Age
35-54, No Kids

16%



Empty Nesters
55-64, No kids

11%

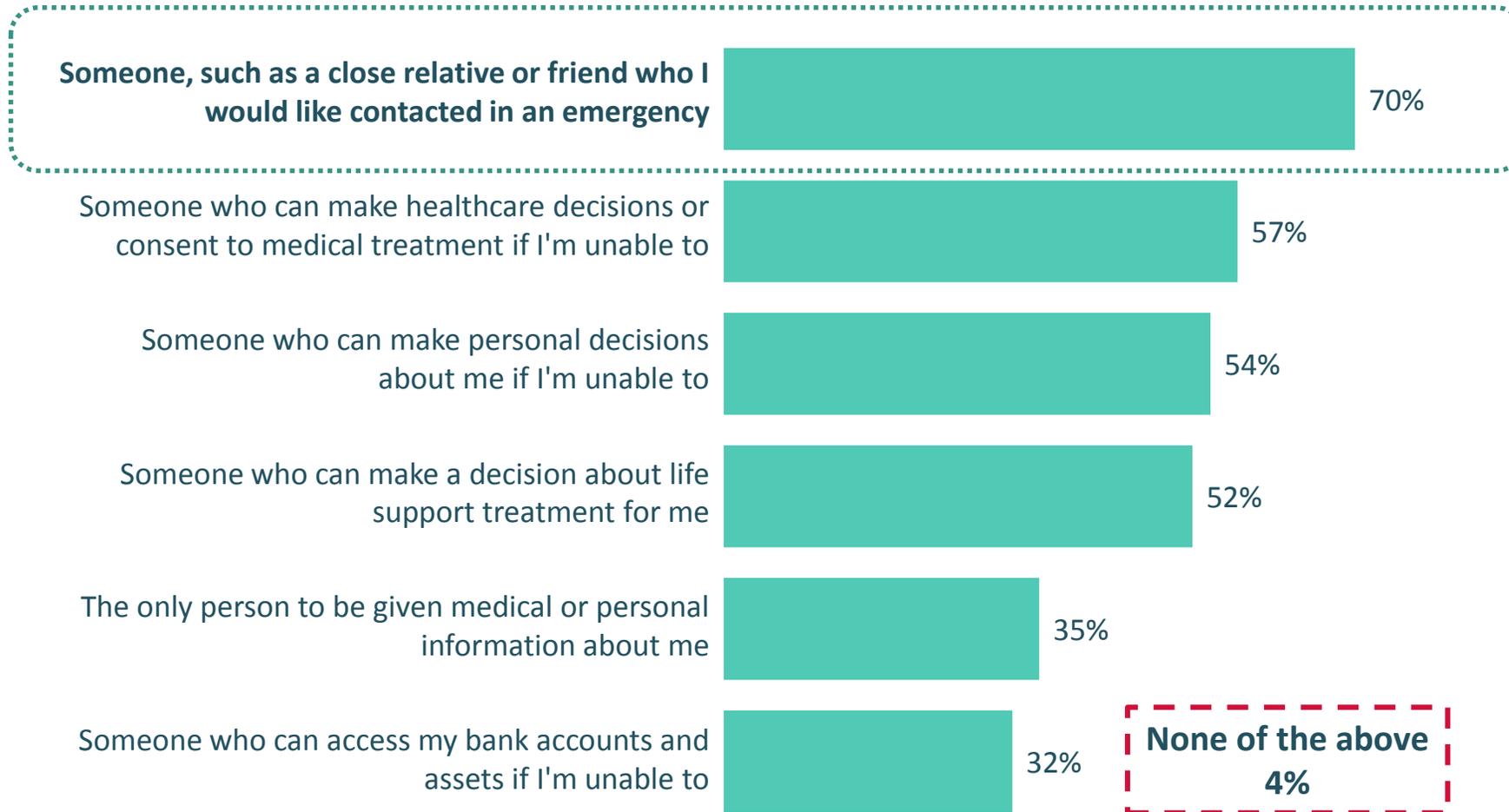


Twilighters
65+, No Kids

17%

Which of the following do you feel is the role of your 'Next of Kin'?

(Base: All Adults; n=1,020)



7 in 10 believe that 'Next of Kin' is somebody to be contacted in an emergency. More than half believe 'Next of Kin' is associated with making healthcare or personal decisions on their behalf, if they are unable to do some themselves. Only 4% do not associate the role of 'Next of Kin' with any of the statements.

Which of the following do you feel is the role of your 'Next of Kin'? X Demographics

(Base: All Adults 18+; n=1,020)

		Gender		Age						Class		Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: ABC1	NET: C2DE	Dublin	ROL	Munster	Conn/ Ulster
Someone, such as a close relative or friend who I would like contacted in an emergency	70%	68%	72%	80%	58%	67%	74%	71%	75%	76%	67%	75%	65%	71%	68%
Someone who can make healthcare decisions or consent to medical treatment if I'm unable to	57%	55%	58%	70%	47%	54%	57%	60%	61%	58%	55%	53%	59%	58%	57%
Someone who can make personal decisions about me if I'm unable to	54%	54%	53%	53%	47%	50%	55%	59%	60%	56%	53%	48%	53%	57%	58%
Someone who can make a decision about life support treatment for me	52%	53%	52%	65%	42%	53%	50%	57%	53%	52%	53%	49%	52%	56%	51%
The only person to be given medical or personal information about me	35%	35%	34%	30%	34%	28%	32%	41%	44%	36%	33%	29%	40%	39%	30%
Someone who can access my bank accounts and assets if I'm unable to	32%	33%	31%	31%	24%	26%	27%	41%	45%	33%	31%	30%	29%	35%	35%
None of the above	4%	3%	4%	-	5%	5%	2%	1%	6%	2%	3%	3%	4%	4%	3%

The 18-24 year olds and the 65+ year olds are more likely to associate the 'Next of Kin' role with emergency contacts or making decisions on your behalf.

Which of the following do you feel is the role of your 'Next of Kin'?

RED C Lifestage Segments

(Base: All Adults 18+; n=1,020)



Young and Free



New Families



Established Families

	Young and Free	New Families	Established Families
Someone, such as a close relative or friend who I would like contacted in an emergency	69%	65%	65%
Someone who can make healthcare decisions or consent to medical treatment if I'm unable to	61%	52%	51%
Someone who can make personal decisions about me if I'm unable to	50%	44%	53%
Someone who can make a decision about life support treatment for me	53%	46%	48%
The only person to be given medical or personal information about me	32%	41%	26%
Someone who can access my bank accounts and assets if I'm unable to	26%	36%	24%
None of the above	2%	10%	3%

New Families are more likely than the average to choose none of the statements for 'Next of Kin' role but they are also more likely to associate 'Next of Kin' with the only person to be given medical and personal information about them.

Which of the following do you feel is the role of your 'Next of Kin'?

RED C Lifestage Segments

(Base: All Respondents; n=1,020)



Mature Families



Mid age no kids



Empty Nester



Twilighter

	Mature Families	Mid age no kids	Empty Nester	Twilighter
Someone, such as a close relative or friend who I would like contacted in an emergency	75%	74%	71%	73%
Someone who can make healthcare decisions or consent to medical treatment if I'm unable to	58%	57%	60%	62%
Someone who can make personal decisions about me if I'm unable to	56%	52%	62%	60%
Someone who can make a decision about life support treatment for me	56%	51%	58%	53%
The only person to be given medical or personal information about me	35%	31%	42%	44%
Someone who can access my bank accounts and assets if I'm unable to	34%	27%	41%	44%
None of the above	1%	3%	1%	7%

Empty Nesters and Twilighters are more likely to associate **'Next of Kin'** with making personal decisions on their behalf, having access to medical and personal information and having access to bank accounts, if unable themselves.

Key Findings



/ Overall and across the population, there is a lack of understanding of the term **'Next of Kin'** with a significant proportion of the population assigning more responsibility to this role than the legal definition.



/ **'Next of Kin'** is especially perceived as somebody to contact in emergency and somebody who can make medical or personal decisions on my behalf if I am unable too.

/ The younger and older age groups are more likely to have a lack of understanding of the term **'Next of Kin'**.

**THANK
YOU**

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