

PERSPECTIVES MATTER **SHAPING THE FUTURE OF CANCER** **CARE TOGETHER**

Omnibus Research Report
Findings by Ipsos B&A for
AstraZeneca Ireland

Veeva ID: IE-9185
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INTRODUCTION

01

Background & Methodology

- The overall objective of this market research was to gain insight into the general public's understanding of cancer, their feelings on the current healthcare system as it pertains to same, and gauge concerns as the healthcare treatment landscape appears at the precipice of evolution.
- Further, the survey explored respondents' attitudes towards:
 - The level of worry about developing cancer
 - AI use; both day-to-day and in relation to healthcare
 - Concerns and comfort surrounding potential future scenarios, as AI finds its place in the healthcare setting
- The findings are designed to best illustrate the attitudes of the public.

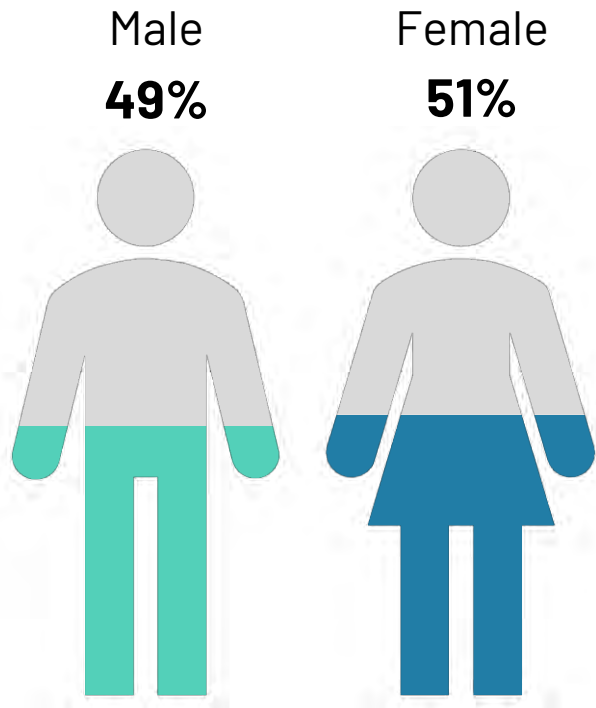


- **1,056 online interviews (CAWI)** were conducted via Ipsos B&A's syndicated Online Omnibus survey, amongst a **nationally representative sample of adults aged 18+ via Ipsos B&A's proprietary Acumen Panel.**
- Fieldwork conducted from **30th April – 12th May 2026.**

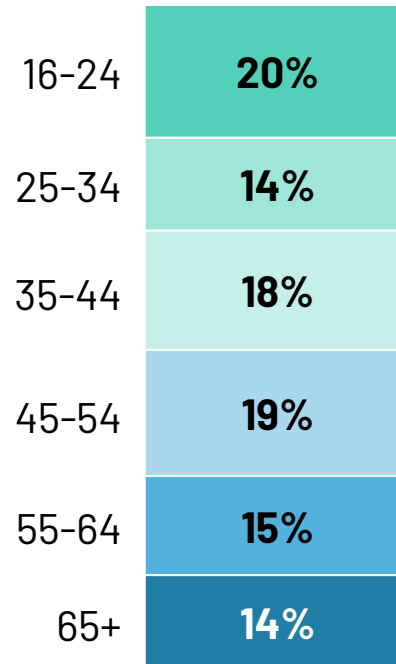
Sample Profile

– Nationally Representative Sample Of The Irish Adult Population

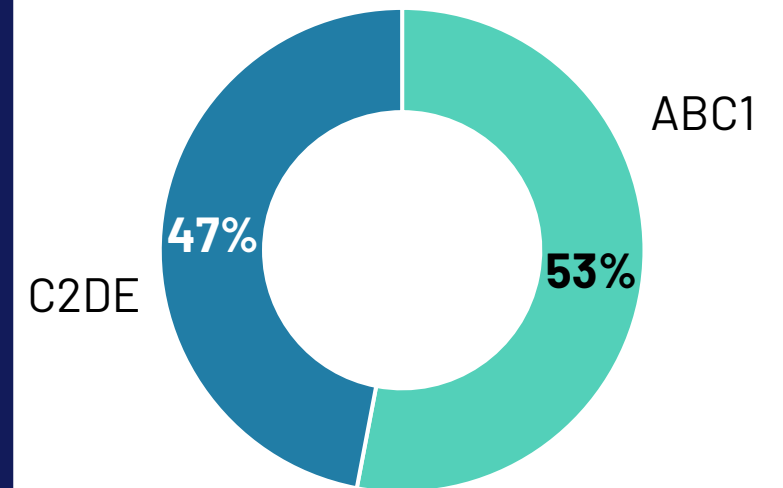
Gender



Age



Social Class (NRS Social Grade¹)



Base: All Respondents 18+: 1056

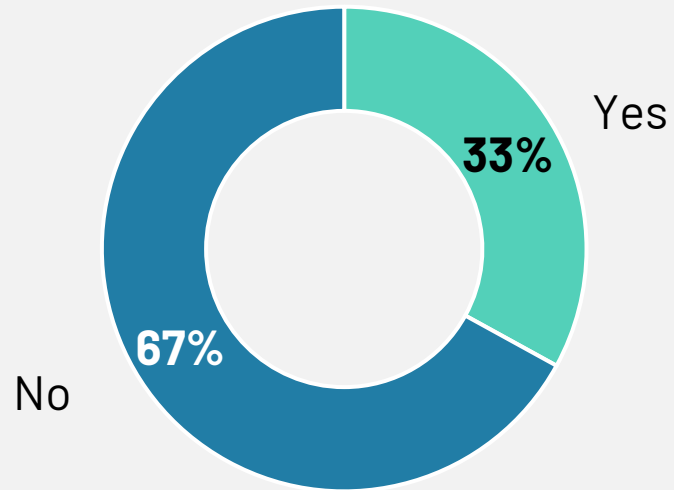
1. [Social Grade | National Readership Survey](#)

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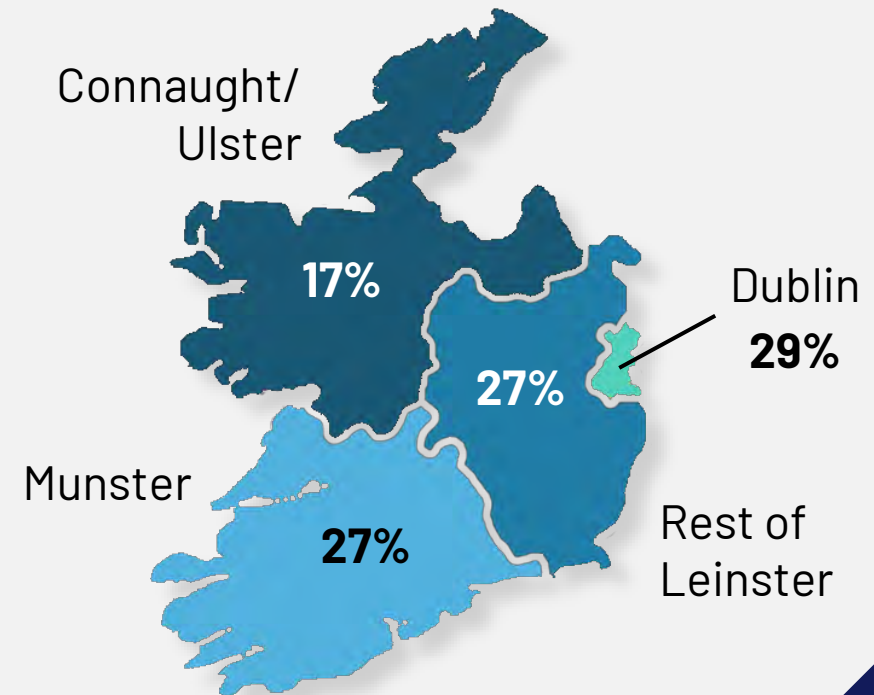
Sample Profile

– Nationally Representative Sample Of The Irish Adult Population

Children in Household



Region



Base: All Respondents 18+: 1056

SURVEY FINDINGS

02

Please note that due to statistical rounding, the sum of component items may not add to totals of 100% or similar.

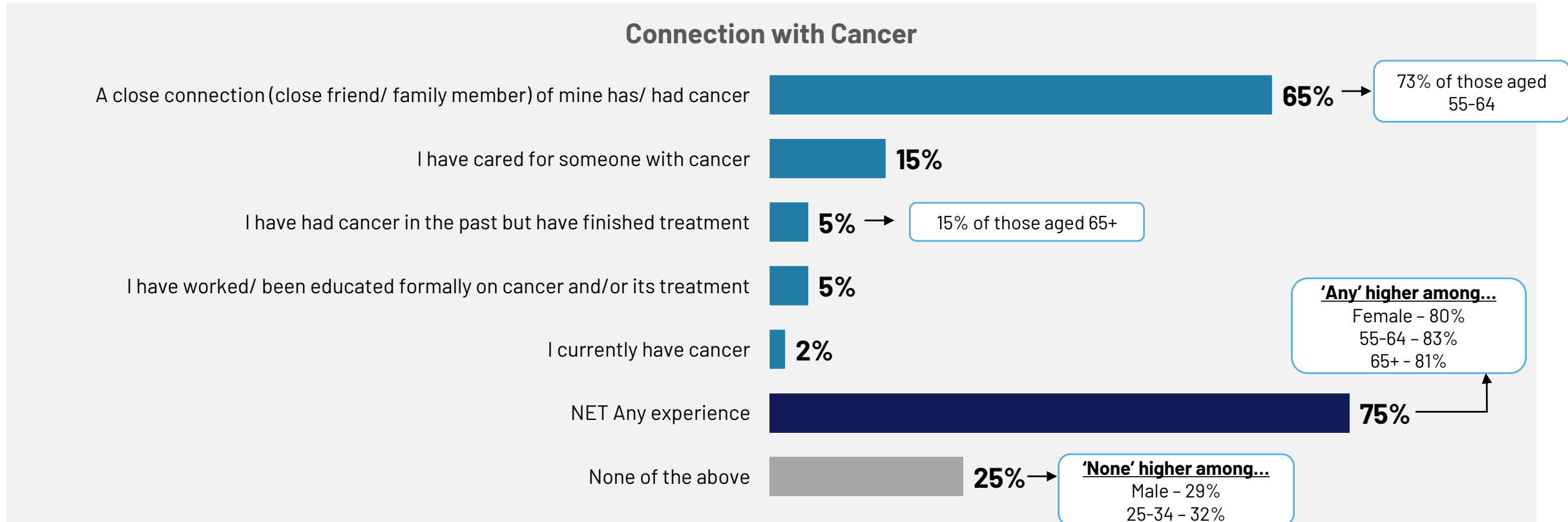


75%

**have some
experience with
cancer, either direct
or indirect**

Just under 2 in 3 respondents have a close connection who is currently living with or has lived with cancer

Personal experience with cancer among respondents



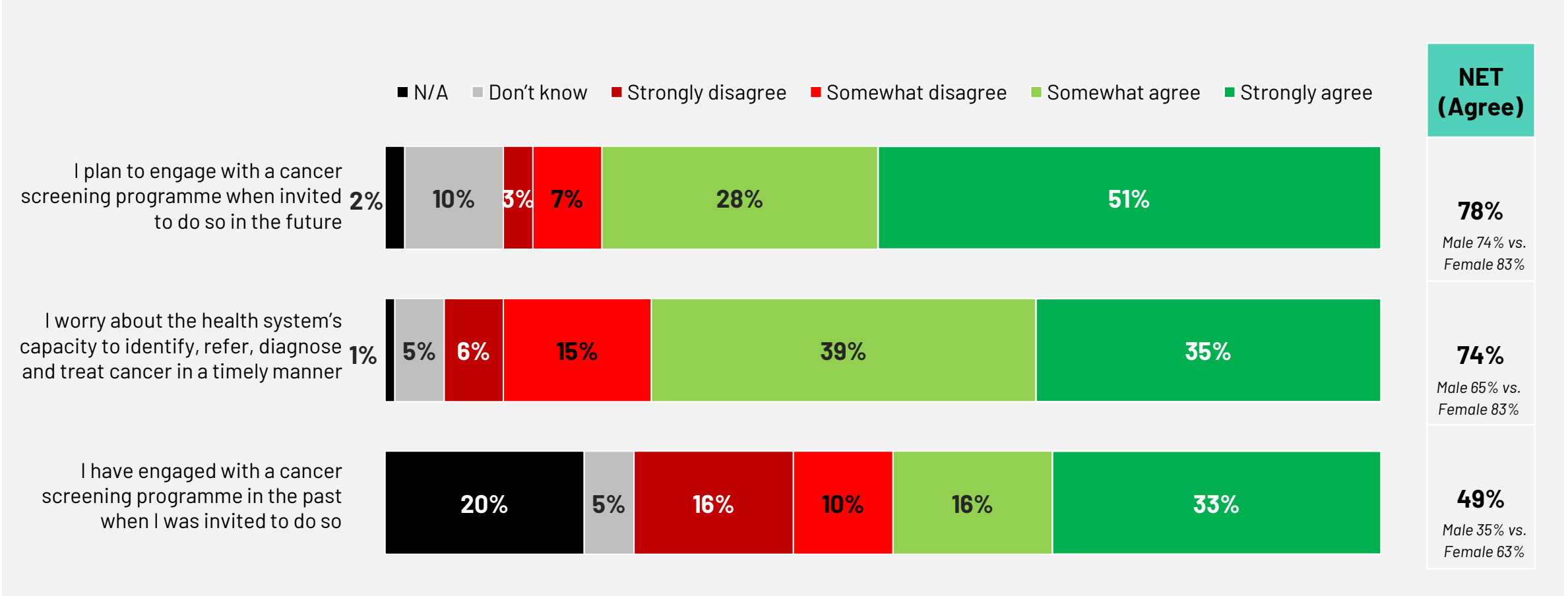
Q.1. Which of the following categories apply to you? (multiple response possible)

Base: All respondents 18+: 1056

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Just under 4 in 5 plan to engage with screening programmes in the future, but almost 3 in 4 worry about the health system’s capacity to manage

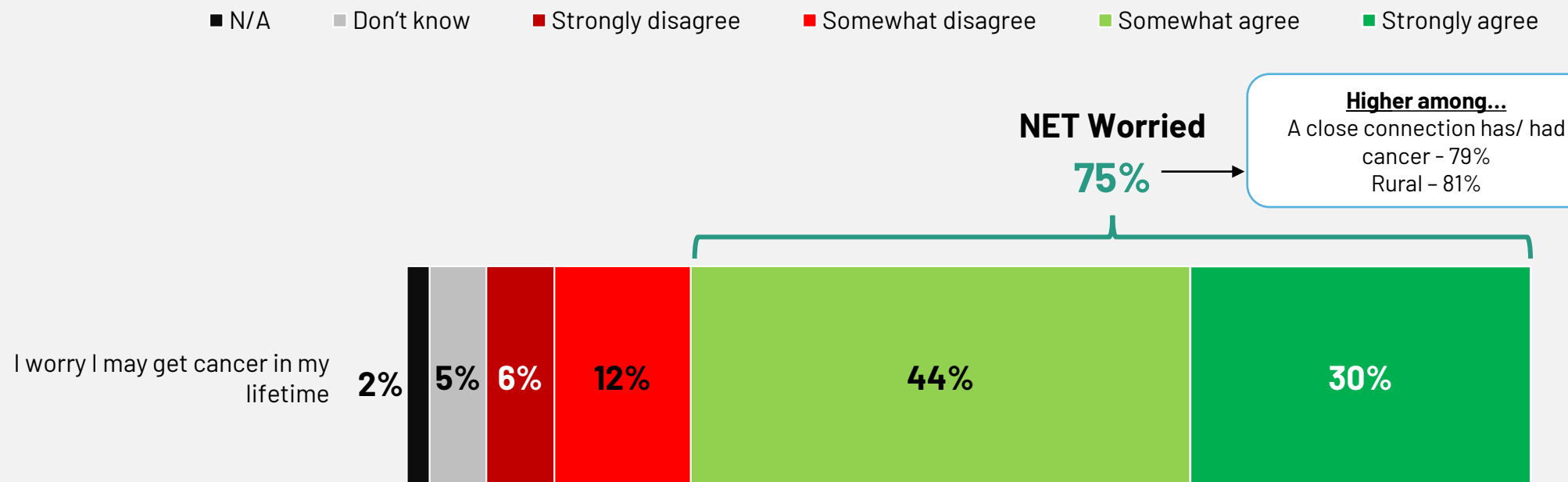
Attitudes towards personal experience with cancer



Q.4. Regarding cancer, to what extent, if at all, do you agree or disagree with the following statements?
Base: All respondents 18+: 1056

75% people worry about getting cancer, higher among those who have witnessed the effects in someone close to them

Worries around getting cancer



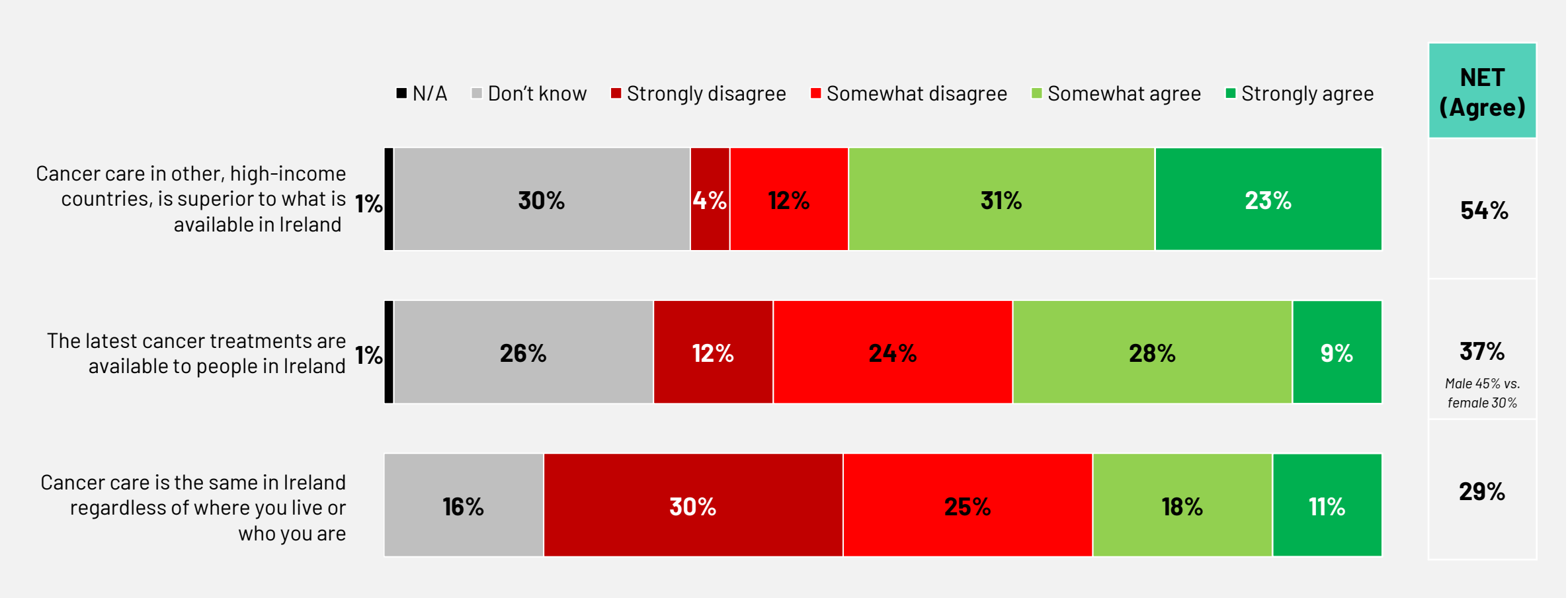
Q.4. Regarding cancer, to what extent, if at all, do you agree or disagree with the following statements?

Base: All respondents 18+: 1056

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People are unsure or doubtful that cancer care in Ireland is up to the global standard and feel it is unevenly distributed

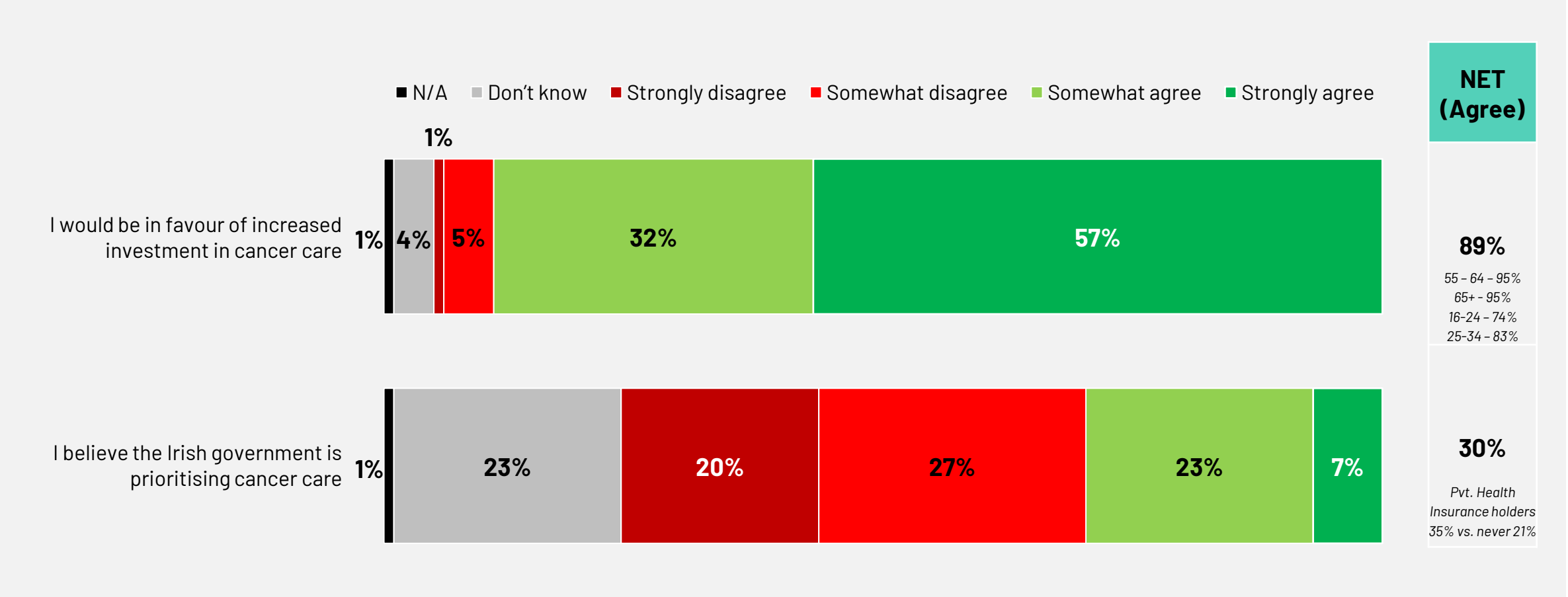
Attitudes towards systemic aspects of cancer care in Ireland



Q.5. To what extent, if at all, do you agree or disagree with the following statements?
Base: All respondents 18+: 1056

A majority support increased investment in cancer care, but many believe that the Irish government is not prioritising this

Attitudes towards systemic aspects of cancer care in Ireland (contd.)



Q.5. To what extent, if at all, do you agree or disagree with the following statements?
Base: All respondents 18+: 1056

A close-up photograph of a person's arm, showing several small, dark moles. Two hands are gently holding and examining the skin. The background is a soft, out-of-focus white.

70%

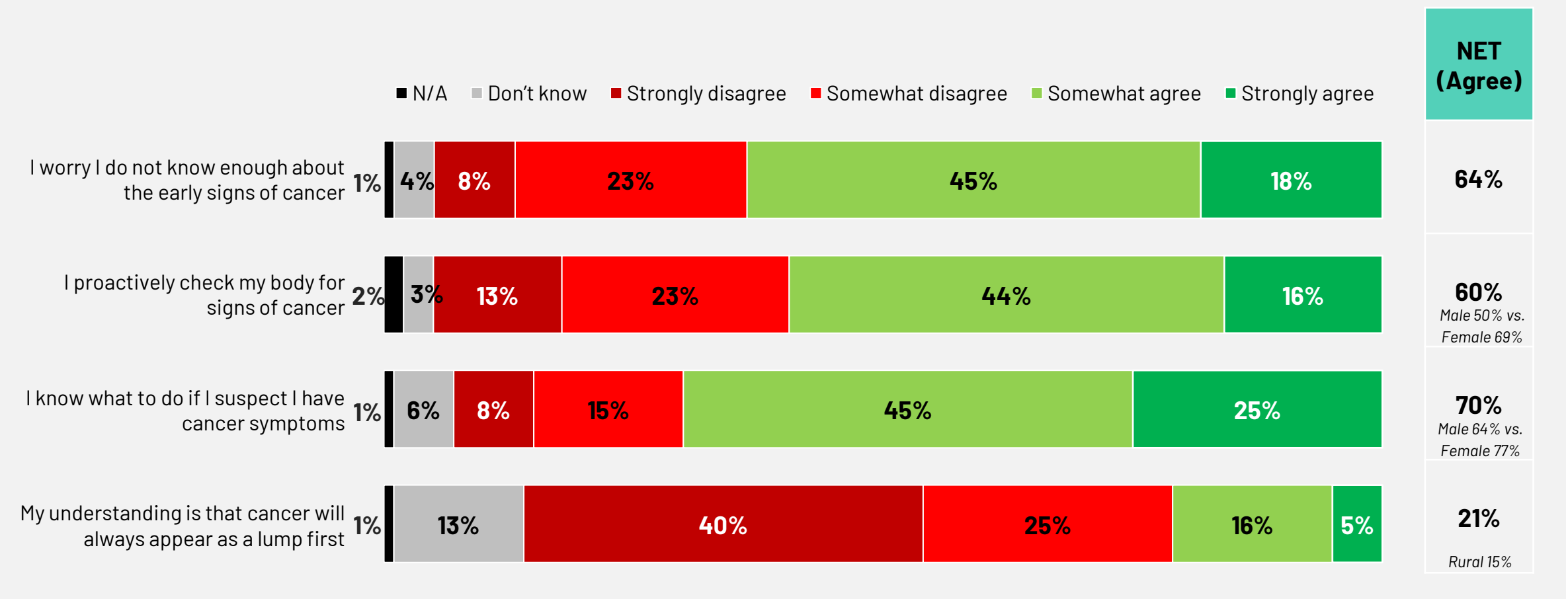
**feel they know what to
do if they suspect they
have cancer symptoms**

64%

**are worried they do
not know enough
about the early
signs of cancer**

While 7 in 10 people feel relatively confident in knowing what to do if they suspect they have cancer symptoms, over 3 in 5 worry that they may not know enough to identify early signs

Attitudes toward cancer identification



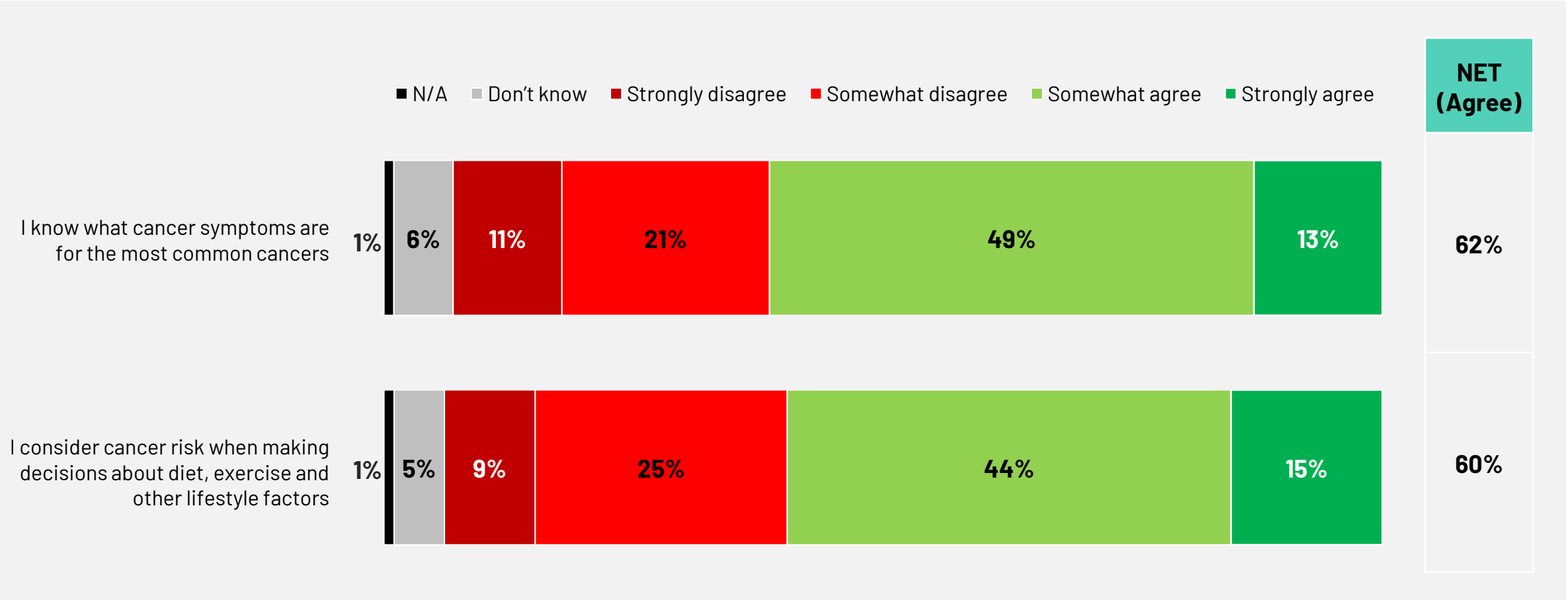
Q.4. Regarding cancer, to what extent, if at all, do you agree or disagree with the following statements?

Base: All respondents 18+: 1056

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1 in 3 people feel they do not know what symptoms are for most common cancers, and a similar proportion do not consider cancer risk in lifestyle decisions

Attitudes toward cancer identification (contd.)



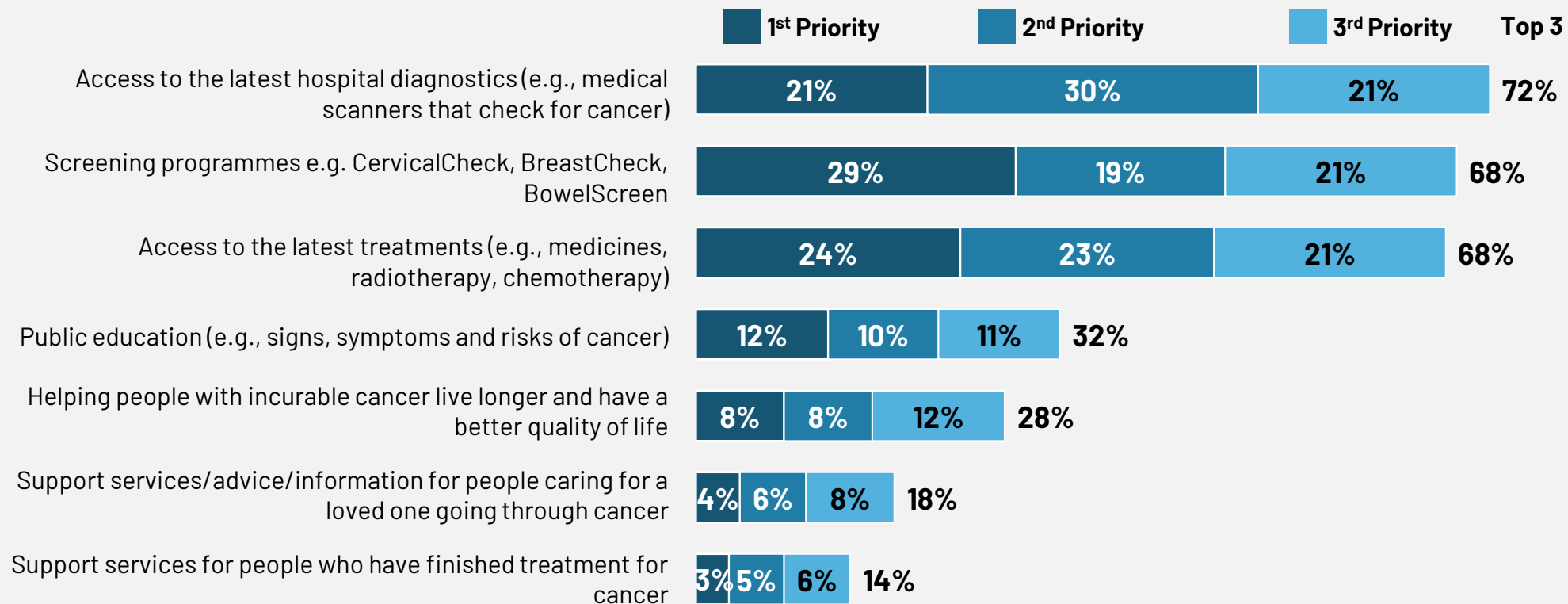
Q.4. Regarding cancer, to what extent, if at all, do you agree or disagree with the following statements?

Base: All respondents 18+: 1056

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The public prioritise three clear aspects of cancer care for government support – access to hospital diagnostics, screening programmes and access to the latest treatments

Government Support Priorities



Q.6. How would you prioritise the following types of support for the government to help people who may get cancer, are having cancer treatment, or are living after cancer?

Base: All respondents 18+: 1056

Public AI Tools

These are AI programs you can use yourself, like ChatGPT, Claude, Google Gemini, Microsoft Copilot, or health apps on your phone. You ask them questions and get answers. Anyone can access these tools to search for information or get advice about health.

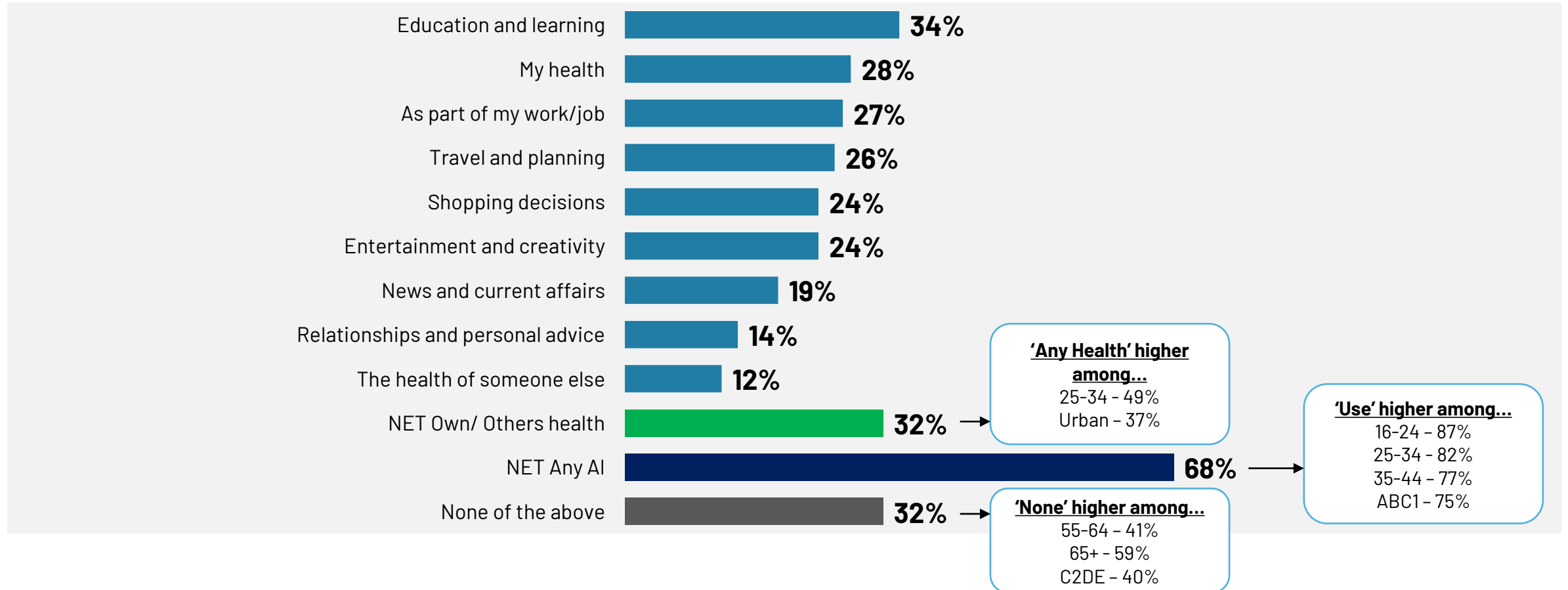
Medical AI Tools Used by Doctors and Hospitals

These are specialised AI programs that healthcare professionals and hospitals use as part of patient care. These are designed and tested specifically for medical purposes – for example, AI that helps doctors read X-rays and scans more quickly, or systems that help hospitals organize patient appointments more efficiently.

Respondents were provided with the following definitions to anchor their understanding of these terms in a consistent manner

Just over two in three people (68%) have used AI tools in the past 3 months

AI Tool Usage – Past 3 months

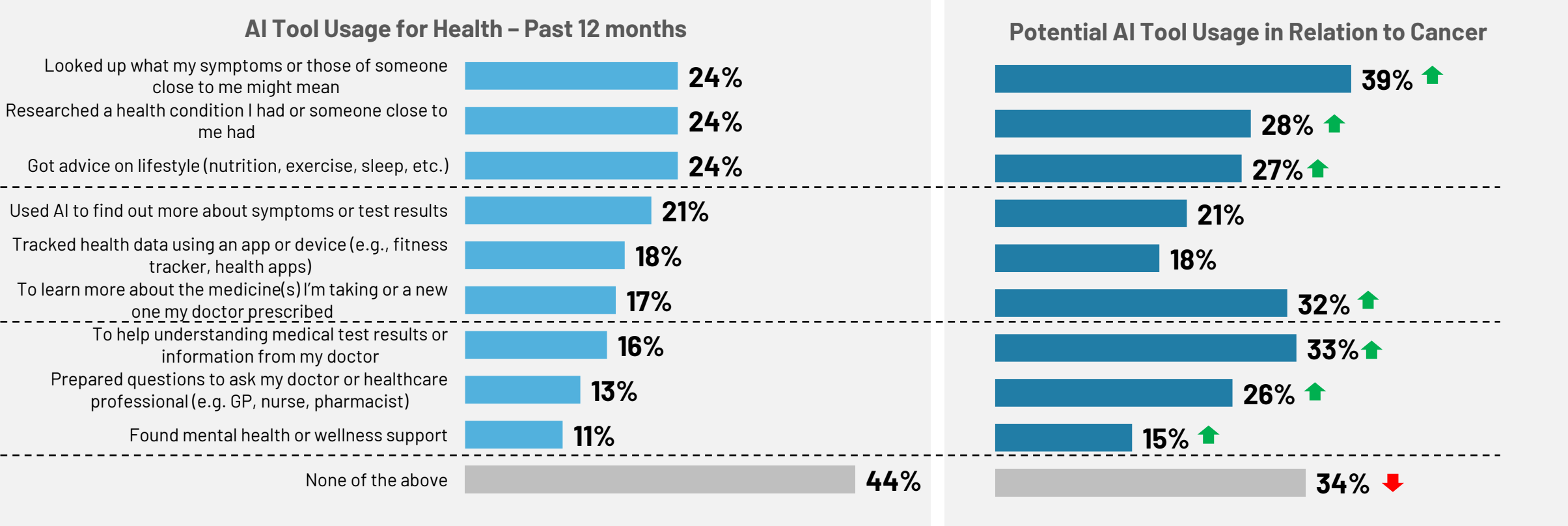


Q.7. In the past 3 months, have you used public AI tools (e.g. ChatGPT, Claude, Google Gemini, Microsoft Copilot) to assist you in any of the following areas?

Base: All respondents 18+: 1056

Over half have used AI for questions about health in the last year

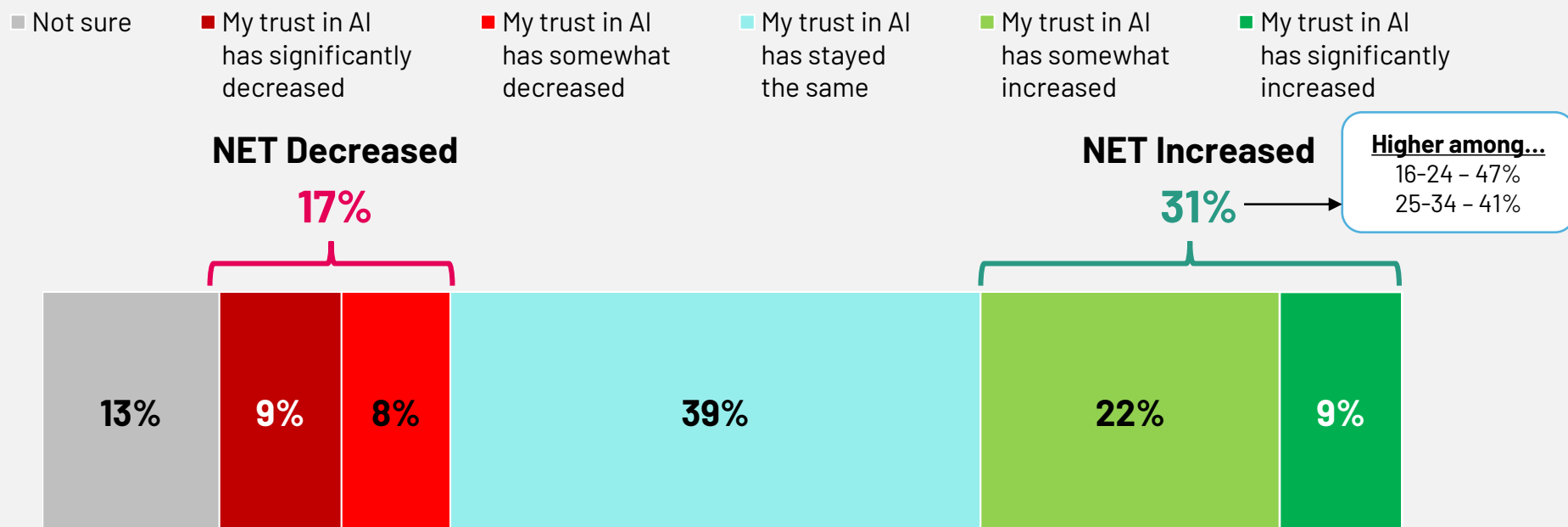
AI tool use in relation to health



Q.8. In the past 12 months, have you used public AI tools to help with any of the following questions about health?
Q.9. Specifically, if the health topic in question was cancer, would you use public AI tools to assist you with any of the following?
Base: All respondents 18+: 1056

Changes in trust in AI over the last year indicate that concerns persist

Trust in Public AI Tools for Healthcare Purposes



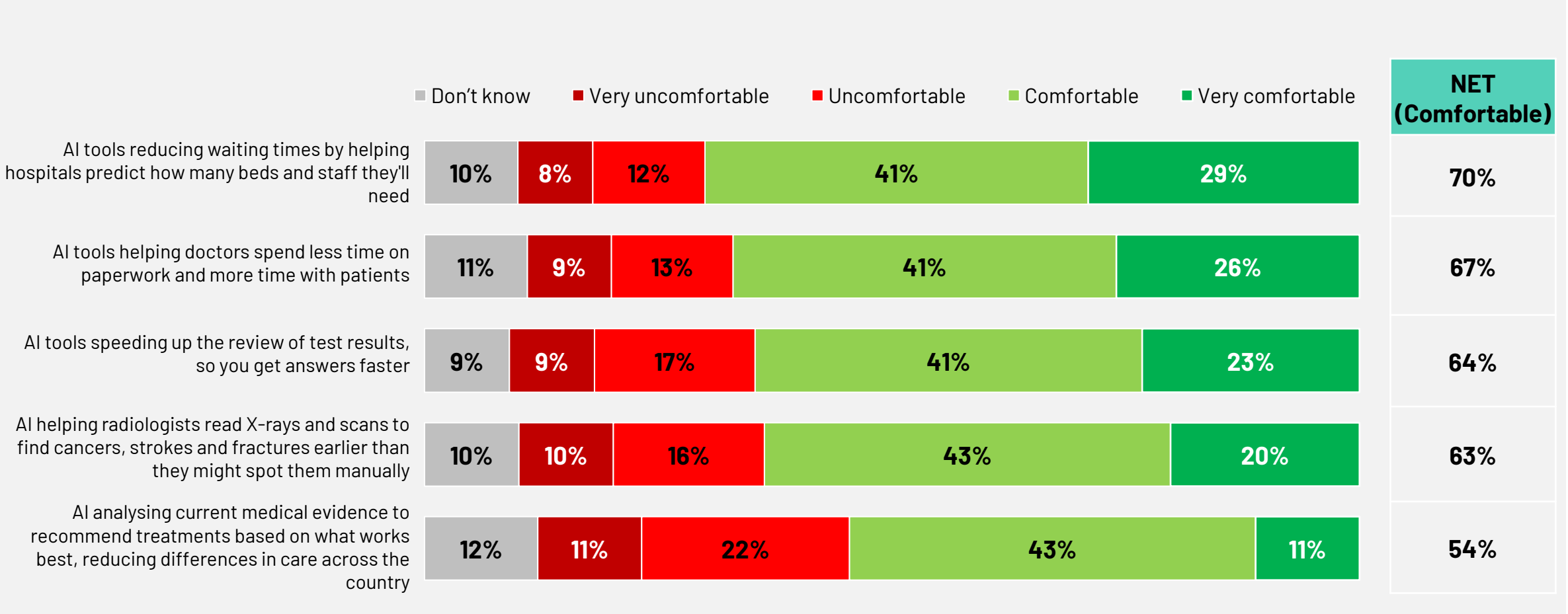
Q.10. Compared to a year ago, how has your trust in public AI tools for healthcare purposes changed, if at all?

Base: All respondents 18+: 1056

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The public are primarily comfortable with AI helping with the administrative aspects of healthcare, while 1 in 3 expressing hesitance with AI analysing evidence and recommending treatments

Comfort with AI use in different areas of healthcare



Q.11. How comfortable or not would you be with medical AI tools being used in the health system in Ireland in the following scenarios?
Base: All respondents 18+: 1056





50%

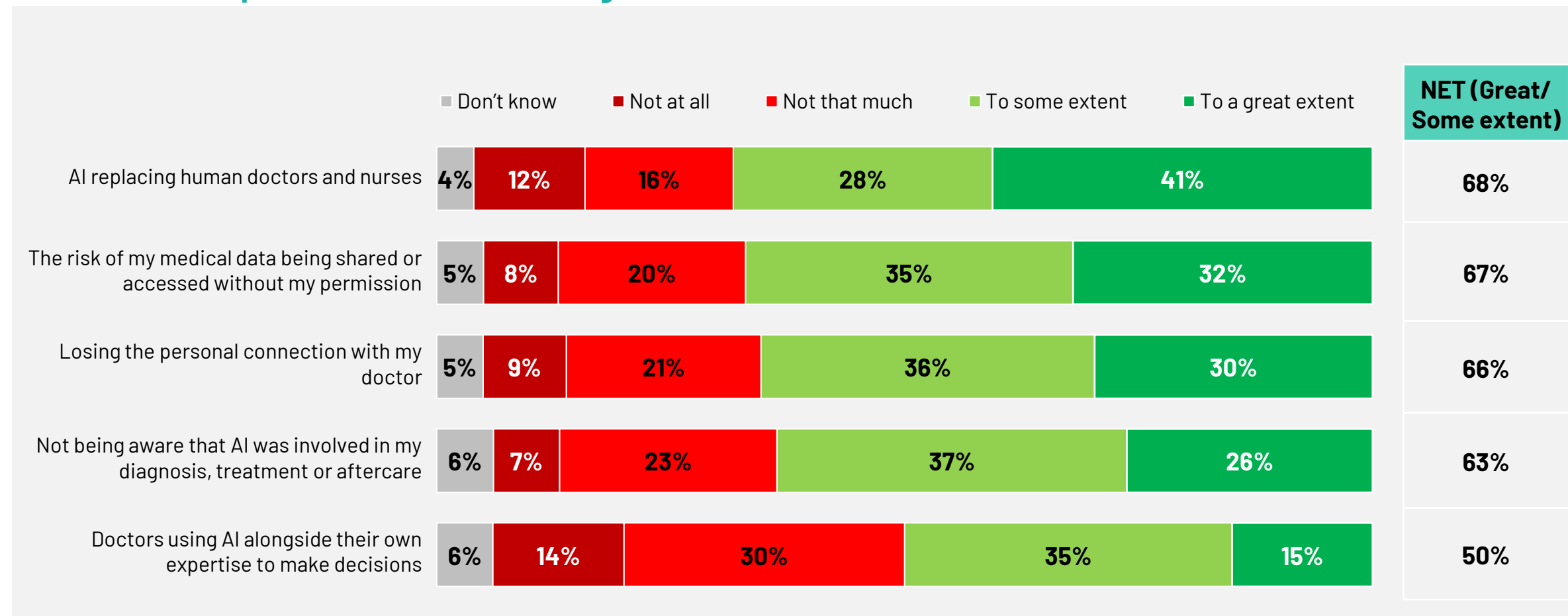
**are concerned with
doctors using AI to
assist in their decision-
making**

68%

**are concerned
about AI replacing
human doctors and
nurses**

Concerns with the use of AI in medicine are prominent, primarily focusing on connection, HCP involvement and privacy risk

Concern around potential scenarios arising from AI use in healthcare



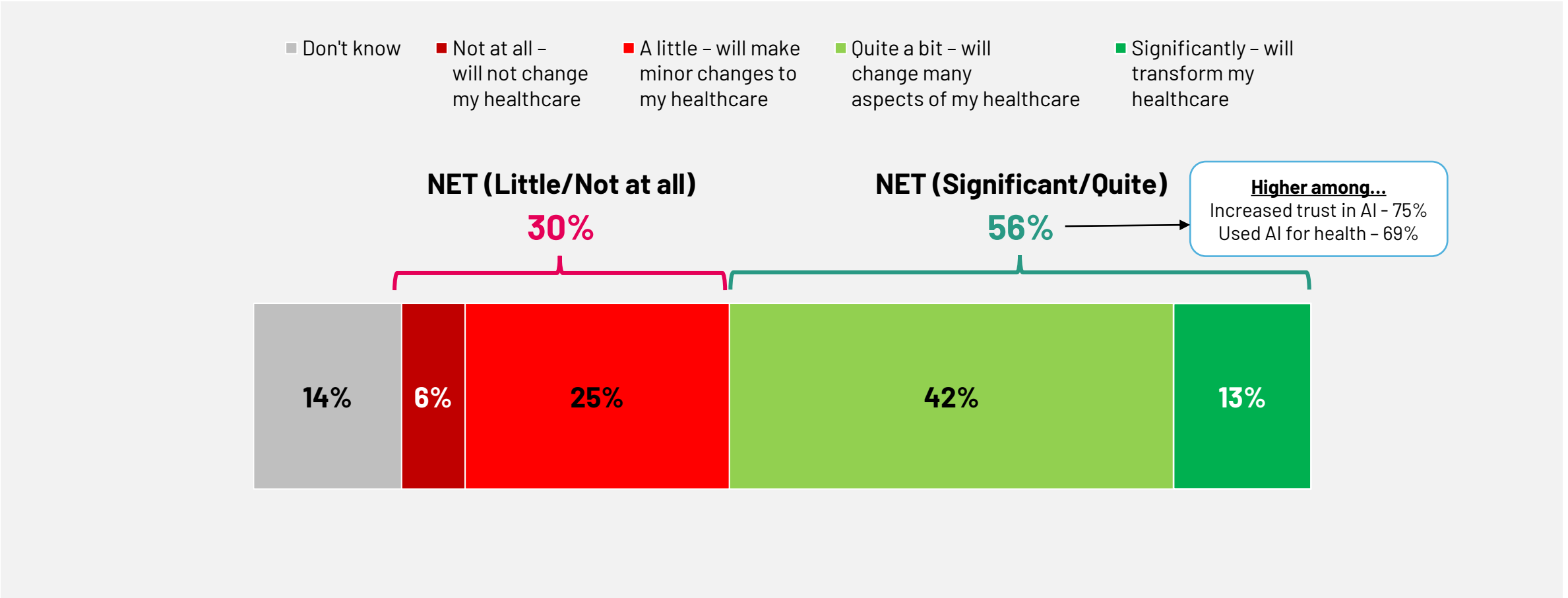
Q.12. To what extent, if at all, are you concerned about the use of medical AI tools in the following scenarios?

Base: All respondents 18+: 1056

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Over half forecast a notable change in healthcare experience over the next 5 years due to the advent and incorporation of AI

Predicted impact of AI on healthcare experience in the next 5 years



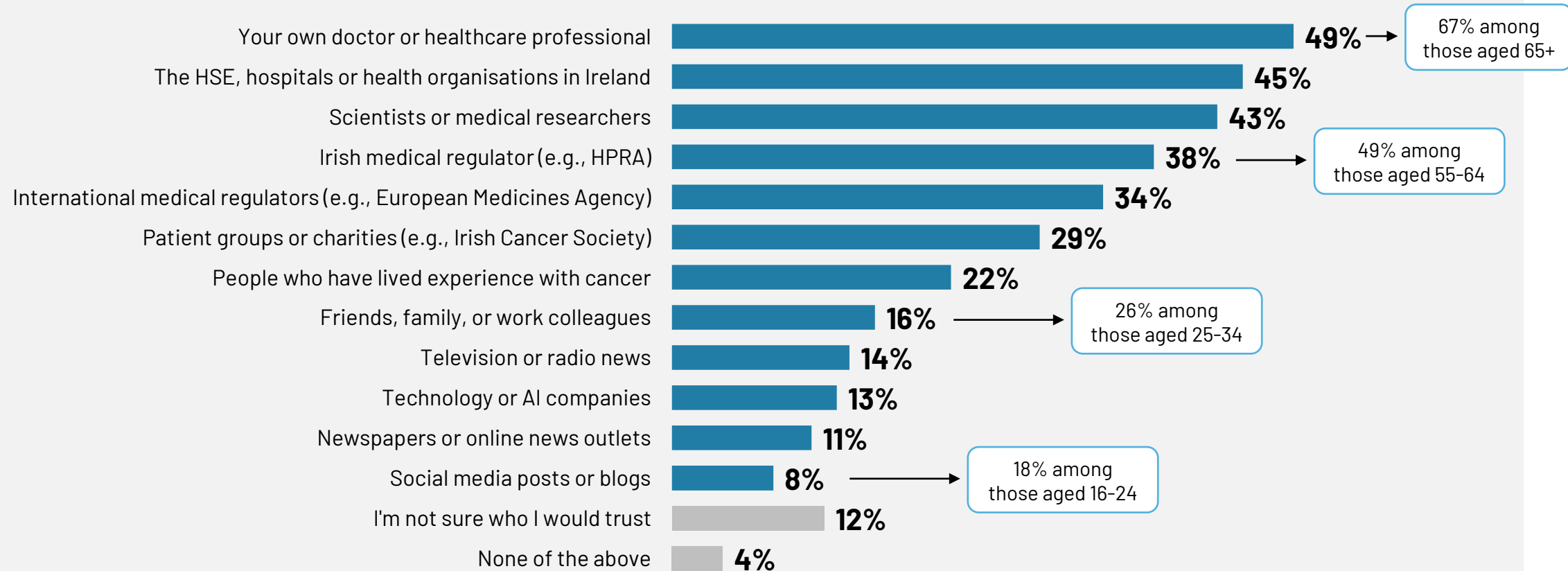
Q.13. Overall, how much, if at all, do you think AI tools will change your experience of healthcare over the next 5 years?

Base: All respondents 18+: 1056

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Regarding the use of AI in healthcare, the most trusted sources are HCPs, health organisations and regulators

Trusted sources for information on AI use in healthcare and cancer services



Q.14. If you wanted to learn about how AI could be used in healthcare or cancer services, which of these would you trust as a reliable source?

Base: All respondents 18+: 1056

THANK YOU

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