



## INTRODUCTION

Thrombosis Ireland was founded in 2016 by thrombosis Patients to raise awareness about thrombosis within the general public and provide information and support to thrombosis survivors and their families. We believe that if we arm people with some basic facts about Thrombosis, lives can be saved. This Survey endeavour's to find out what people want to know and how best to get that information to them in the most effective manner. We asked 105 random people to complete our survey.

## AIM

- Identify the current awareness within the general public about Thrombosis.
- Establish what information the public most want.
- Identify what platforms people would use to acquire the information.

## METHOD

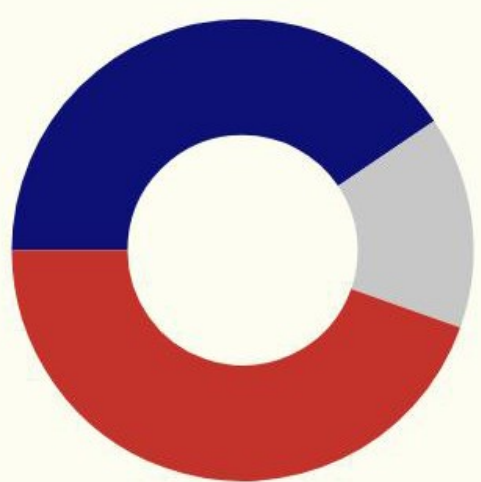
- A set of questions were formulated in order to extract the information we required. It was completed via the following methods.
- Online Survey via social media platforms, Facebook & Twitter.
- Face to face survey completed on line with a laptop.

## OBJECTIVES

- Identify the current awareness within the general public about Thrombosis
- Establish what information the public most want.
- Identify where people would be inclined to go for information.

## RESULTS

### Are you aware of the circumstances that can increase the risks of Thrombosis?



**59%**

Didn't know or were unsure about what can increase the risk of Thrombosis. This definitely justifies the need for raising awareness.

■ Fully (40.56%) ■ No (14.89%) ■ Not sure, need more info (44.56%)

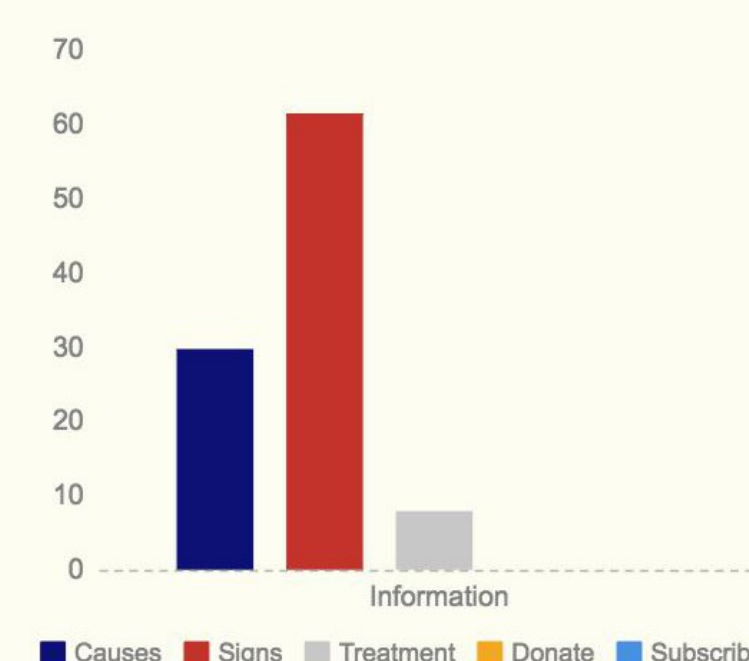
### Visiting a Thrombosis website, what is the first information you would look for?

**61%**

Said that if they were to look at a Thrombosis website, the first information they would look for are the signs of Thrombosis.

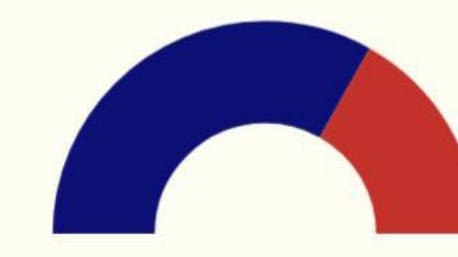
**30%**

Said searching for causes would be the first thing they would do on a Thrombosis website.



■ Causes ■ Signs ■ Treatment ■ Donate ■ Subscribe

### Would you follow Thrombosis related content on Facebook?

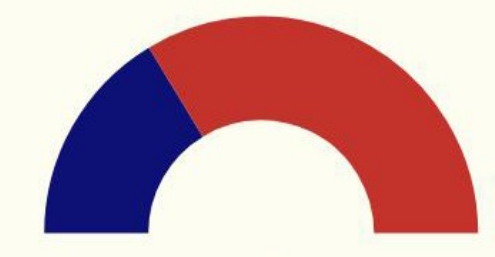


**66%**

Said YES they would follow Thrombosis content on Facebook. This should be a large focus in your Marketing Strategy.

■ Yes (66.30%) ■ No (33.70%)

### Would you follow Thrombosis related content on YouTube?

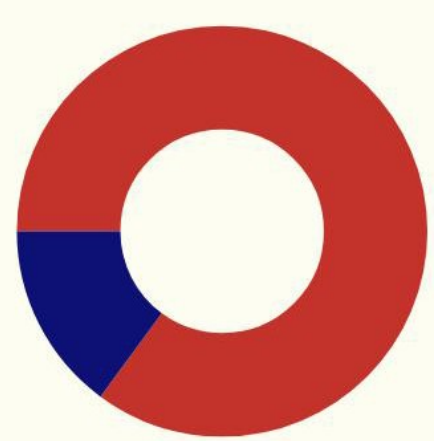


**33%**

Said YES they would follow Thrombosis content on YouTube. This doesn't mean don't focus on YouTube, however, its worth putting more focus on Facebook.

■ Yes (32.70%) ■ No (67.30%)

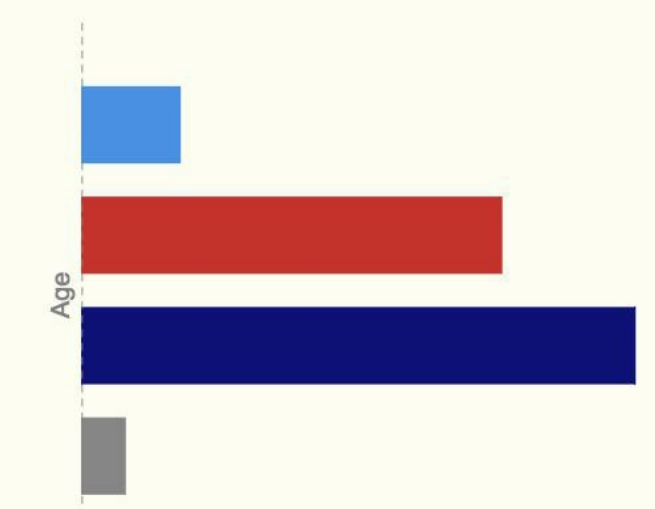
### What are the gender and age of your target audience?



■ Female (85.10%) ■ Male (14.90%)

**85%**

Of those who participated in the survey were Female.



**49%**

Of those surveyed were between the ages of 46 and 65. Followed by 37.6% between the ages of 26 and 45.

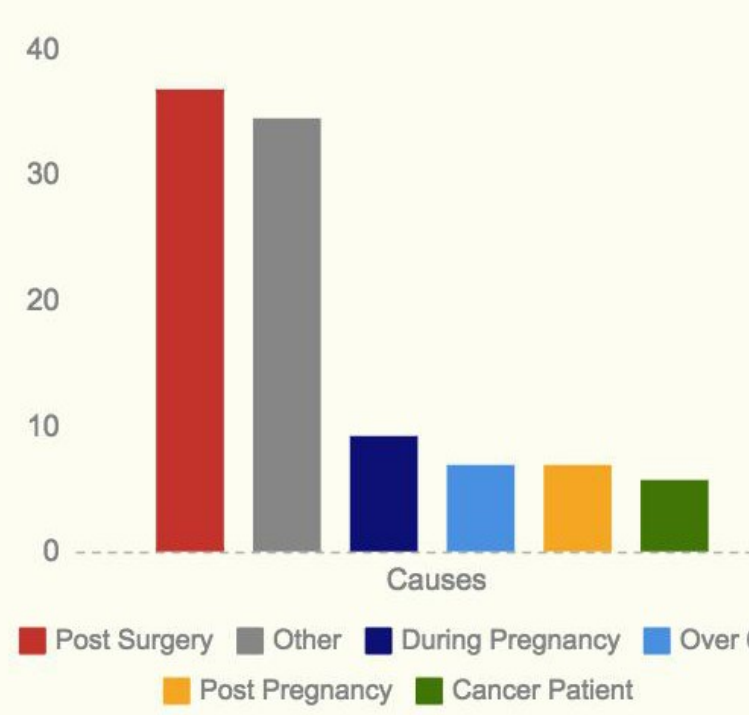
### What are the most common causes of Thrombosis?

**37%**

Of Thrombosis cases occurred post surgery. There were also a large number of uncertain or "other" cases.

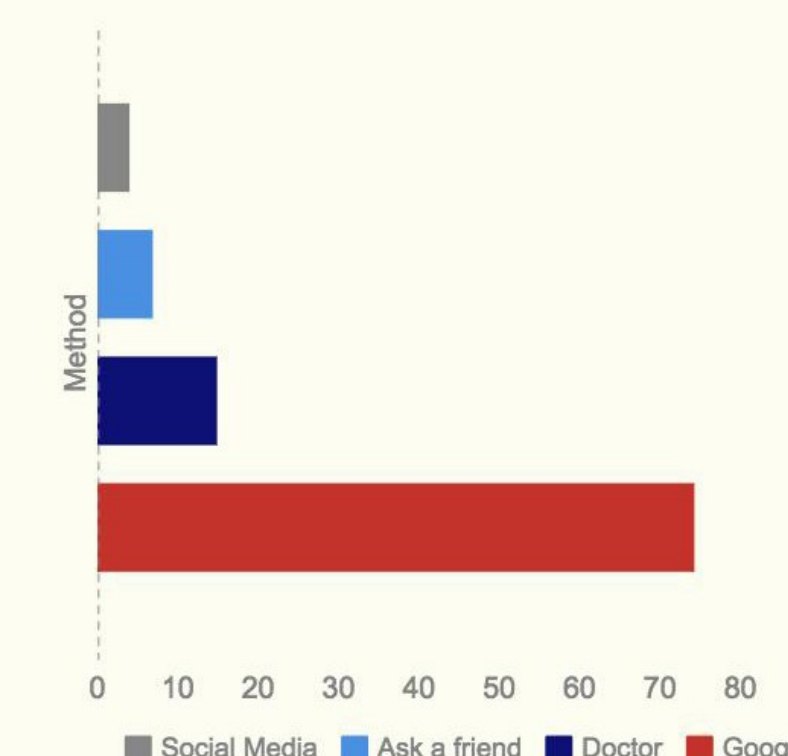
**16%**

Of Thrombosis cases occurred during or after pregnancy, making this the second most common cause.



■ Post Surgery ■ Other ■ During Pregnancy ■ Over 60 ■ Post Pregnancy ■ Cancer Patient

### Where are you most likely to go first to search for information on Thrombosis?



**74%**

Said they would use Google. This suggests that there should be a strong focus on website SEO and possibly targeting these searches with Google Ads.

**15%**

Said they would ask their Doctor. This suggests that forming partnerships with doctors would also be worthwhile.

■ Social Media ■ Ask a friend ■ Doctor ■ Google

## RECOMMENDATIONS

- Urgent need for National Thrombosis Awareness Campaign.
- Irish Thrombosis Website is essential stating the signs & symptoms and risk factors of Thrombosis clearly on the front page.
- Facebook is an important way of imparting information and a great form of real-time interaction.
- 15% of participants would ask their doctor for information on Thrombosis suggesting that forming partnerships with doctors would be worthwhile.