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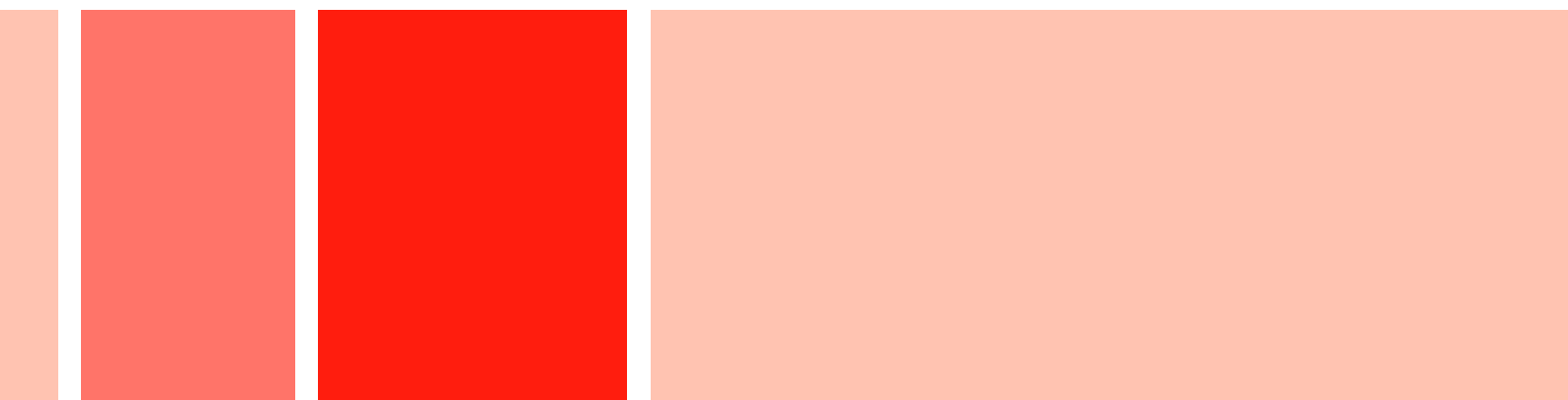
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# Public Attitudes to Organ Donation: Baseline Survey 2012



# **Public Attitudes to Organ Donation: Baseline Survey 2012**

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## **Key findings**

- Questions about organ donation were asked of 1,006 respondents who were interviewed as part of the June 2012 wave of the Wales Omnibus Survey, conducted by Beaufort Research Ltd.
- This report presents baseline findings from which changes in public attitudes, awareness and understanding of the organ donation system can be monitored. The analysis will also be used to inform how communications are targeted among different groups of the population.

### **Awareness of Welsh Government proposal for changing the organ donation system**

- More than half of respondents (58 per cent) said they had seen or heard something about the proposed changes to the organ donation system after being shown a description of the Welsh Government's proposal.
- Awareness of the proposal was highest in Mid & West Wales, where two thirds (67 per cent) of respondents had seen or heard something about the proposal.
- Awareness tended to be lower among:
  - 16 to 34 year olds;
  - Men; and
  - Respondents from lower social grades.

### **Attitudes towards changes to the organ donation system**

- Respondents were asked whether they were in favour of, or against, changing to an opt-out system of organ donation, or whether they needed more information to decide. Around half of respondents (49 per cent) were in favour of changing to an opt-out system of organ donation, while less than a quarter (22 per cent) were against. A further 21 per cent said they needed more information to decide, and 8 per cent didn't know.
- Of those who were in favour, the most common reasons given were that the soft opt-out system would result in more lives being saved, and that the number of organs available for donation would increase.
- Of those who were against the changes, the most common reason given was that it removes choice from the individual.
- Around two thirds of respondents agreed with the statements that:
  - 'The proposed soft opt-out system for Wales will result in more lives being saved' (68 per cent agreed; 25 per cent were neutral; 7 per cent disagreed); and

- 'The soft opt-out system maintains freedom of choice because anyone can opt out from organ donation if they want to' (67 per cent agreed; 20 per cent were neutral; 13 per cent disagreed).
- Around four out of ten respondents agreed with the statements that:
  - 'Organ donation is a gift which the soft opt-out system will take away' (38 per cent agreed; 28 per cent were neutral; 33 per cent disagreed); and
  - 'The soft opt-out system gives the government too much control' (42 per cent agreed; 22 per cent were neutral; 35 per cent disagreed).

### **Behaviour under soft opt-out system of organ donation**

- All respondents were asked what they think they would do if the new soft opt-out system of organ donation was introduced. Under the new system:
  - 63 per cent reported that they would not opt out (or remain would opted in)
  - 19 per cent reported that they would opt out
  - 18 per cent didn't know
- In all regions, a majority of respondents reported that they would not opt out (or would remain opted in). However, the proportion of respondents that reported they would opt out ranged from one out of ten in Cardiff & South East Wales to around a quarter in Swansea Bay and the Valleys.
- There was also a difference by social grade. A greater proportion of C2DE respondents (22 per cent) than ABC1 respondents (15 per cent) reported that they would opt out.

### **Role of the family in organ donation**

- Almost three quarters (73 per cent) of respondents agreed that the deceased person's wishes about donating their organs should be respected, no matter what the family thinks, while 22 per cent agreed that the family should have the final say.
- In total, 62 per cent of respondents said that they have never discussed their wishes regarding organ donation after their death with a family member. However, the same proportion said that in the event of their death, they think a family member would know their wishes in respect of organ donation.
- The proportion of respondents who had discussed their wishes regarding organ donation with a family member tended to be lower among:
  - 16 to 34 year olds;



- Men; and
  - Respondents from lower social grades.
- The proportion of respondents that, in the event of their death, think a family member would know their wishes in respect of organ donation tended to be lower among:
    - Respondents in Swansea Bay;
    - 16 to 34 year olds; and
    - Respondents from lower social grades.

# **1. Introduction**

## **1.1 Background**

The Welsh Government has stated its intention to introduce a soft opt-out system of organ donation through the Human Transplantation (Wales) Bill. The proposed legislation means that, unless an individual indicates otherwise, their organs and tissues will be available for transplantation in the event of their death. Relatives will be consulted as is the case now.

A communications campaign will be undertaken by the Welsh Government to ensure the population of Wales are aware of and understand the new law and know how to register their objection if desired. In order to monitor the effectiveness of the campaign, regular information is required on public awareness and understanding of organ donation law, and attitudes to changes in the legislation in Wales.

To meet these research needs, the Welsh Government has commissioned questions in the Wales Omnibus Survey, conducted by Beaufort Research Ltd. Data will be collected at regular intervals between June 2012 and June 2016. This ongoing monitoring will help the Welsh Government assess the effectiveness of the communications campaign.

## **1.2 About this report**

Questions about organ donation were asked of 1,006 respondents who were interviewed as part of the June 2012 wave of the Wales Omnibus Survey. The survey is designed to be representative of the population resident in Wales aged 16 years and over. This report is a factual representation of the results, and presents baseline findings from which changes in public attitudes, awareness and understanding of the organ donation system can be monitored – it does not examine causal links. The analysis will also be used to inform how communications are targeted among different groups of the population.

## **1.3 Significant differences**

Significance testing of the data was undertaken in the analysis to aid interpretation of the results and to inform the communications campaign. When a difference between two sub-groups is described as being 'significant' in this report, this means that the probability of obtaining the finding by chance is less than one in 20 – i.e. it is likely to reflect a genuine relationship in the population<sup>1</sup>.

More information on the survey methodology is included in Annex A. The full questionnaire is attached at Annex B.

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<sup>1</sup> When survey data are tested for statistical significance, an assumption is made that the achieved sample represents a random sample of the relevant population. As the Wales Omnibus Survey uses proportional quota sampling, genuine statistical significance cannot, strictly speaking, be established. Therefore, 'significant' differences in this report refer to a pseudo-statistically significant difference at the 95 per cent confidence level.

## 2. Awareness and understanding of changes to the organ donation system

### 2.1 Understanding of the current system of organ donation

Respondents were asked how they think the current system of organ donation works. The most common responses were that individuals needed to carry a donor card, opt in or register as a donor. However, a quarter of respondents said that they didn't know (Table 2.1).

**Table 2.1: Can you tell me how you think the current system of organ donation works – that is, how do you think organs get donated?**

Response	Percentage of respondents <sup>a</sup>
Carry donor card	41
Opt in / register	31
<i>Don't know</i>	25
Permission from the family / family decide	6
<b>Other responses reported by less than 5 per cent of respondents<sup>b</sup></b>	
Opt-out system	
Use organs from those who have died	
<i>Other</i>	

Base: 1,006 respondents.

(a) Table may sum to more than 100 per cent as respondents were able to give more than one answer.

(b) 'Other' responses are presented alphabetically.

### 2.2 Unprompted awareness of any proposed change to organ donation system

Respondents were asked, unprompted, if they were aware of any proposed changes to the current system of organ donation. More than half of respondents reported that they were aware of a proposed change (Table 2.2).

**Table 2.2: Are you aware of any proposed changes to the current organ donation system?**

Response	Percentage of respondents <sup>a</sup>
Yes	53
No	46
<i>Don't know</i>	1

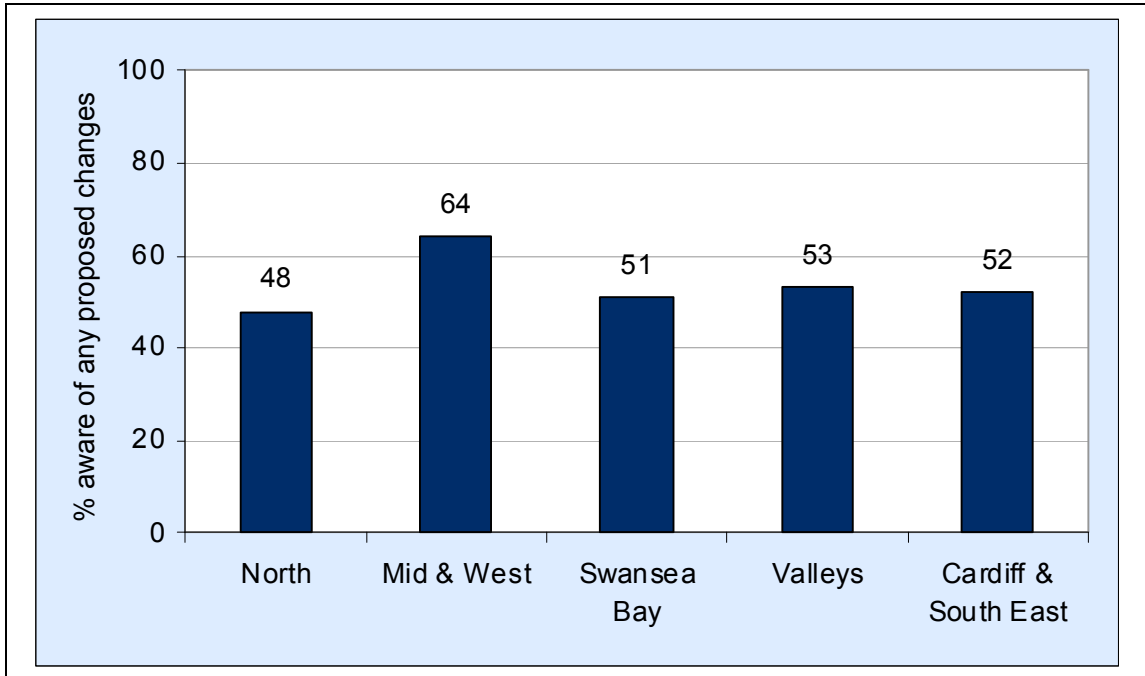
Base: 1,006 respondents.

(a) May not sum to exactly 100 per cent due to rounding.

There was a significant relationship between region and awareness of any proposed changes. As Figure 2.1 shows, awareness was highest in Mid &

West Wales, where almost two thirds of respondents were aware of a proposed change. In all other regions, around a half of respondents were aware.

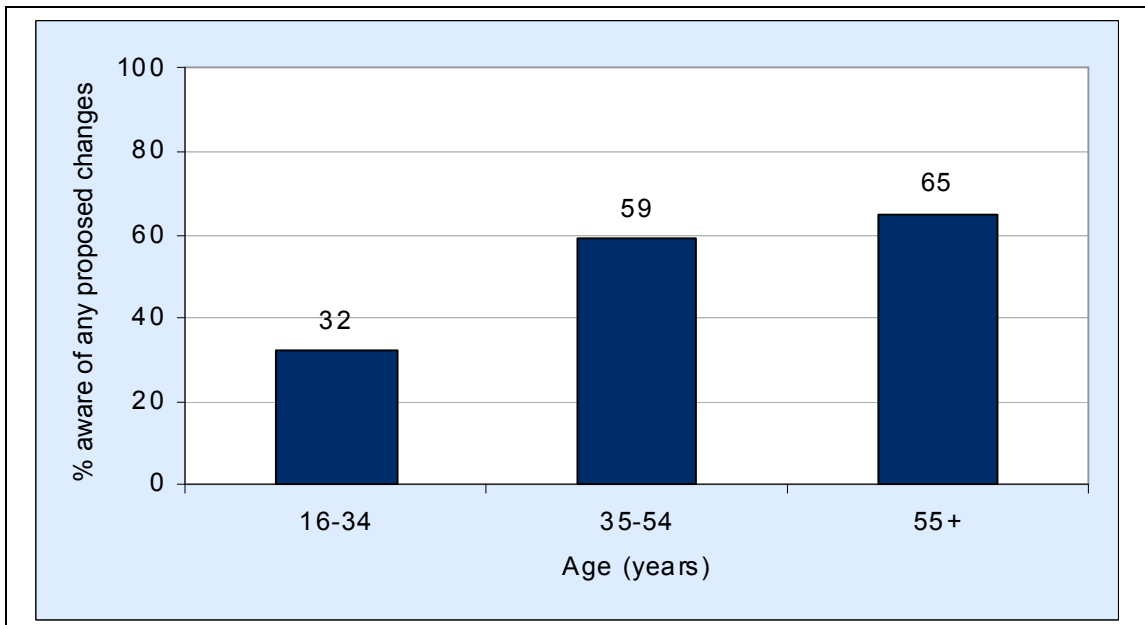
**Figure 2.1: Awareness of any proposed change to organ donation system by region**



Base: 1,006 respondents.

There was a significant relationship between awareness of any proposed changes and age. As Figure 2.2 shows, awareness of proposed changes was lowest among the youngest age category (16 to 34 year olds).

**Figure 2.2: Awareness of any proposed change to organ donation system by age**



Base: 1,006 respondents.

There was also a significant difference by social grade, with 63 per cent of ABC1 respondents aware of a proposed change, compared with 46 per cent of C2DE respondents. There was no significant difference in the proportions of men and women who were aware of a proposed change.

### 2.3 Source of awareness of any proposed change to organ donation system

Of those who were aware of a proposed change to the organ donation system, three quarters said they became aware through a TV news show or other programme, while one out of ten heard about it on a radio news show or other programme (Table 2.3).

**Table 2.3: How did you become aware of the proposed changes to the current organ donation system?**

Response	Percentage of respondents <sup>a</sup>
On TV (news / programme)	76
On radio (news / programme)	10
Someone told me	8
Local newspaper (news article)	7
National Wales newspaper (news article)	6
On TV (advertising)	6
<b>Other responses reported by less than 6 per cent of respondents <sup>b</sup></b>	
At work	
Leaflet	
Local newspaper (advertising)	
National UK newspaper (news article)	
On radio (advertising)	
<i>Other</i>	

Base: All respondents who were aware of any proposed changes to the organ donation system (536 respondents).

(a) Table may sum to more than 100 per cent as respondents were able to give more than one answer.

(b) 'Other' responses are presented alphabetically.

### 2.4 Understanding the proposed changes to the organ donation system

Respondents who were aware of a proposed change were asked how they think the system might change. Seven out of ten respondents said that it would change to an opt-out system, or one of presumed consent (Table 2.4).

**Table 2.4: Can you tell me how you think the system might change?**

Response	Percentage of respondents <sup>a</sup>
Opt-out / presumed consent	69
Mandatory / compulsory	7
Need to carry opt-out card	5
<i>Don't know</i>	12
<b>Other responses reported by less than 5 per cent of respondents<sup>b</sup></b>	
Family will decide	
Opt-in	
<i>Other</i>	

Base: All respondents who were aware of any proposed changes to the organ donation system (536 respondents).

(a) Table may sum to more than 100 per cent as respondents were able to give more than one answer.

(b) 'Other' responses are presented alphabetically.

## **2.5 Awareness of the detail of the Welsh Government proposal for changing the organ donation system**

All respondents were shown a description of the new system of organ donation proposed by the Welsh Government<sup>2</sup> and asked if they had seen or heard anything about the proposal. As shown in Table 2.5, a majority of respondents (58 per cent) said they had seen or heard something about the proposed change.

**Table 2.5: Before today, have you seen or heard anything about this proposal at all?**  
(Respondents shown description of new system)

Response	Percentage of respondents <sup>a</sup>
Yes	58
No	41
<i>Don't know</i>	1

Base: 1,006 respondents.

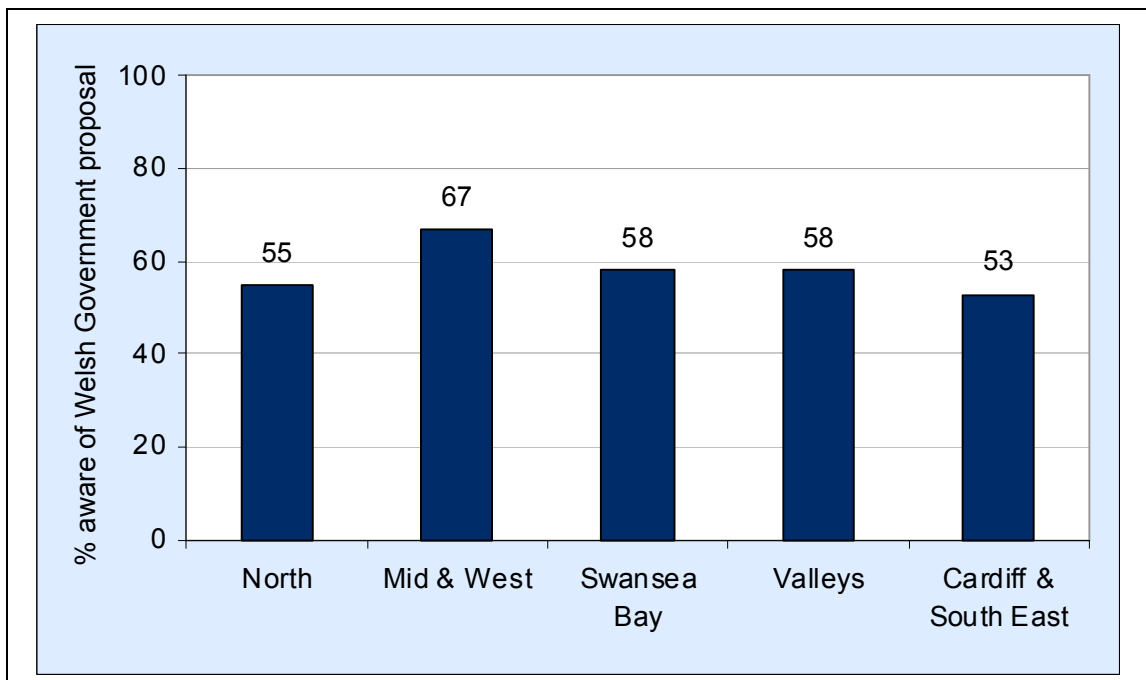
(a) May not sum to exactly 100 per cent due to rounding.

There was a significant relationship between region and awareness of the Welsh Government proposal. Awareness was highest in Mid & West Wales, where two thirds of respondents were aware of the proposal (Figure 2.3).

<sup>2</sup> Respondents were shown the following description:

"In Wales, the government is considering changing the organ donation procedure to a 'soft opt out' system. This will mean people will be given the opportunity to formally 'opt out' of organ donation by placing their name on a register. If they choose not to do so, having had the opportunity, then this will be treated as a decision to be a donor, and one which families will be sensitively encouraged to accept. The opportunity to 'opt in' and register a decision to be a donor will continue."

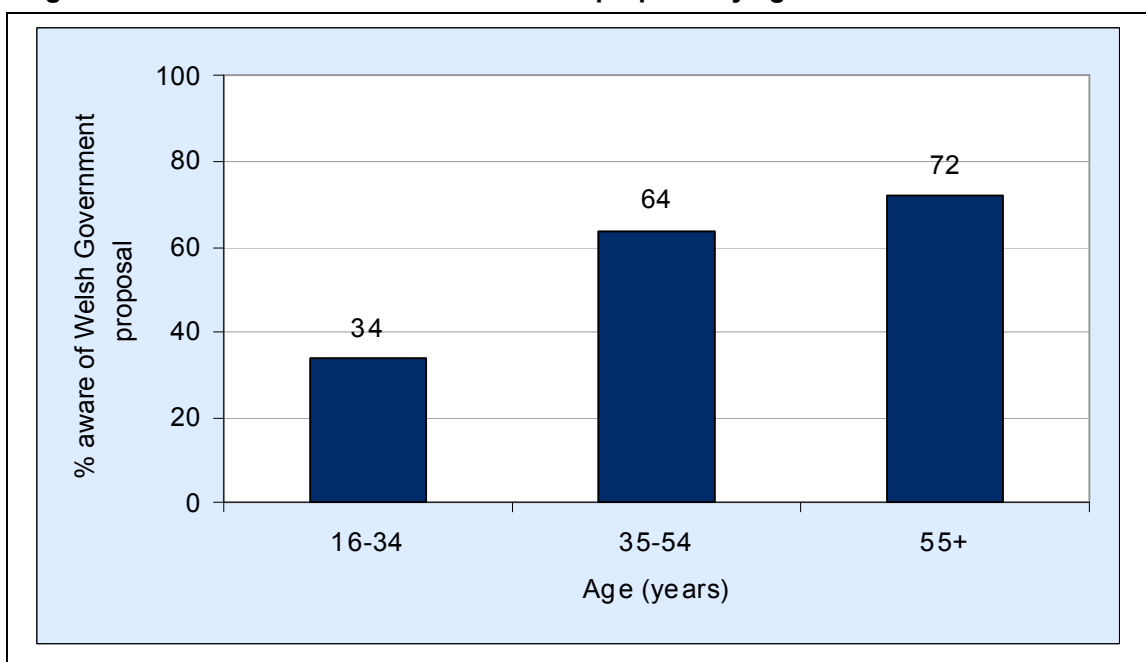
**Figure 2.3: Awareness of Welsh Government proposal by region**



Base: 1,006 respondents.

There was a significant relationship between age and awareness of the Welsh Government proposal. As Figure 2.4 shows, around a third of 16-34 year olds were aware of the proposed changes. This compares with around two thirds of 35-54 year olds, and almost three quarters of respondents aged 55+ years.

**Figure 2.4: Awareness of Welsh Government proposal by age**



Base: 1,006 respondents.

A significantly higher proportion of women (62 per cent) had seen or heard something about the Welsh Government proposal than men (53 per cent).

There was also a significant difference by social grade, with two thirds of ABC1 respondents (67 per cent) having seen or heard something about the Welsh Government proposal compared with half (50 per cent) of C2DE respondents.



### 3. Attitudes towards changes to the organ donation system

#### 3.1 Levels of support for opt-out system

Respondents were asked whether they were in favour of, or against, changing to an opt-out system of organ donation, or whether they needed more information to decide.

As Table 3.1 shows, around half of respondents were in favour of changing to an opt-out system of organ donation, while less than a quarter were against. Around one out of five respondents said they need more information to decide (Table 3.1).

**Table 3.1: Which of these statements about proposed changes to the organ donation system in Wales best reflects your view?**

Response	Percentage of respondents <sup>a</sup>
I am <b>in favour</b> of changing to a system where people opt out of organ donation rather than opt in	49
I am <b>against</b> changing to a system where people opt out of organ donation rather than opt in	22
I need more information to decide	21
<i>Don't know</i>	8

Base: 1,006 respondents.

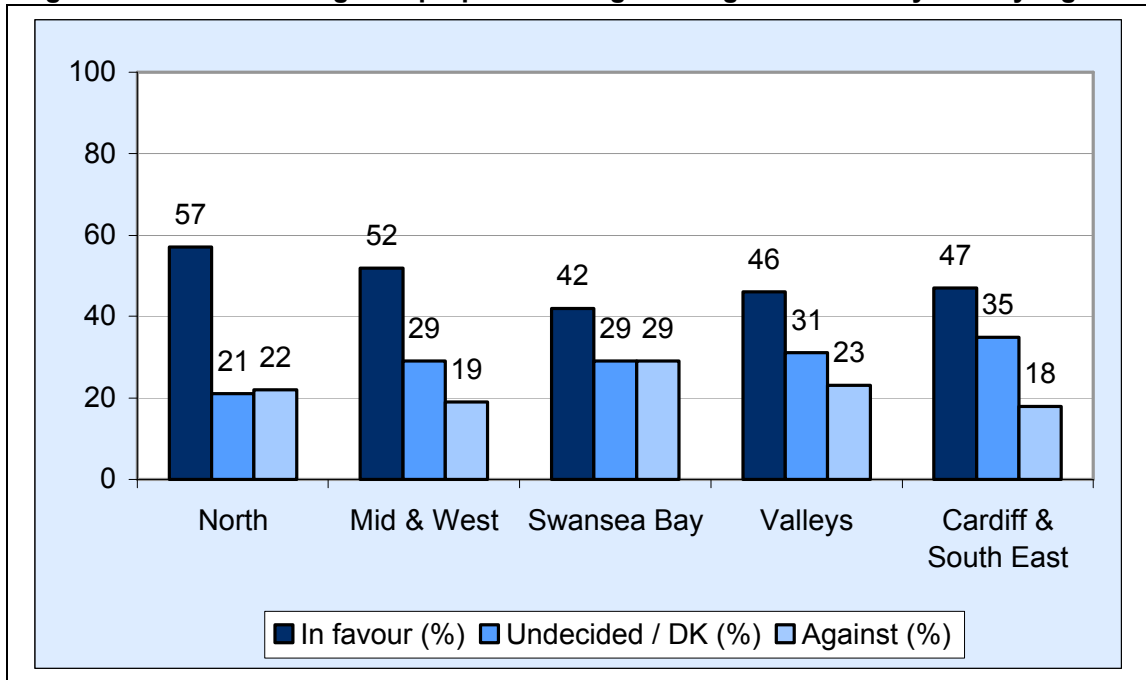
(a) May not sum to exactly 100 per cent due to rounding.

In all regions of Wales, the proportion of respondents in favour of the proposed change was greater than the proportion of respondents against it (Figure 3.1), although there were significant differences.

Support for the proposed changes to the organ donation system was highest in North Wales, where 57 per cent of respondents were in favour (21 per cent were undecided or didn't know, and 22 per cent were against).

Support was lowest in Swansea Bay, where 42 per cent were in favour (29 per cent were undecided or didn't know, and 29 per cent were against).

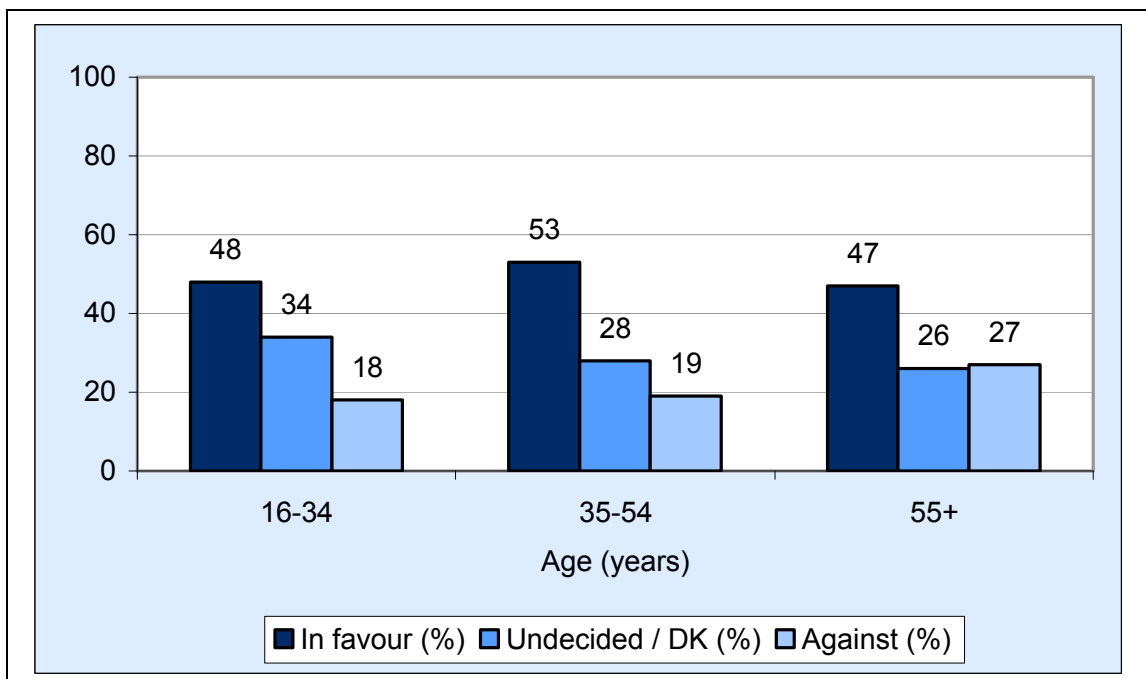
**Figure 3.1: In favour or against proposed changes to organ donation system by region**



Base: 1,006 respondents.

The proportion of respondents in favour of the proposed change was greater than the proportion of respondents against across all age categories (Figure 3.2), although there were significant differences. In each age category, around half of respondents were in favour of the proposed changes but the proportion of respondents against the change was highest among respondents aged 55+ years.

**Figure 3.2: In favour or against proposed changes to organ donation system by age**



Base: 1,006 respondents.

No significant difference was found in support for the proposed changes by gender.

However, there was a significant difference by social grade, with support being higher amongst social grades ABC1 (56 per cent in favour; 27 per cent undecided or didn't know; and 17 per cent against) than C2DE (44 per cent in favour; 31 per cent undecided or didn't know; and 25 per cent against).

### 3.2 Reasons for being in favour of or against changing to an opt-out system

Respondents were asked for the reasons they were in favour of, or against, changing to an opt-out system of organ donation.

Of those who were in favour, the most common reasons given were that it would result in more lives being saved, and that the number of organs available for donation would increase (Table 3.2). Of those who were against the changes, the most common reason given was that it removes choice from the individual (Table 3.3).

**Table 3.2: Can you tell me why you are IN FAVOUR of the change to an opt-out system?**

Response	Percentage of respondents <sup>a</sup>
Saves lives	21
Increase donors / organs available	20
Will benefit others / help people	10
Right thing to do / good thing	9
People don't get around to making a decision	8
Easier / simpler	6
<b>Other responses reported by less than 6 per cent of respondents <sup>b</sup></b>	
Don't need organs when you're dead	
Still have choice to opt out	
There is a need for more organs	
<i>Other</i>	

Base: All respondents who were in favour of changing to a system where people opt out of organ donation rather than opt in (495 respondents).

(a) Table may sum to more than 100 per cent as respondents were able to give more than one answer.

(b) 'Other' responses are presented alphabetically.

**Table 3.3: Can you tell me why you are AGAINST the change to an opt-out system?**

<b>Response</b>	<b>Percentage of respondents<sup>a</sup></b>
Removes choice / taken out of control of individual	27
Personal belief / don't agree with it	14
People might not be aware of system (and therefore no choice is made)	10
People might not get round to doing it / too busy / forget to do it	10
<b>Other responses reported by less than 10 per cent of respondents<sup>b</sup></b>	
Do not agree with organ donation	
Personal belief	
Prefer current system	
<i>Other</i>	

Base: All respondents who were against changing to a system where people opt out of organ donation rather than opt in (219 respondents).

(a) Table may sum to more than 100 per cent as respondents were able to give more than one answer.

(b) 'Other' responses are presented alphabetically.

Respondents who reported that they needed more information to decide whether they were in favour or against the proposed changes (215 respondents) were asked what additional information they need. The most common response, given by 40 per cent of those respondents, was that they needed more detail on how the new system would work (table not shown).

## 4. Statements about the soft opt-out system of organ donation

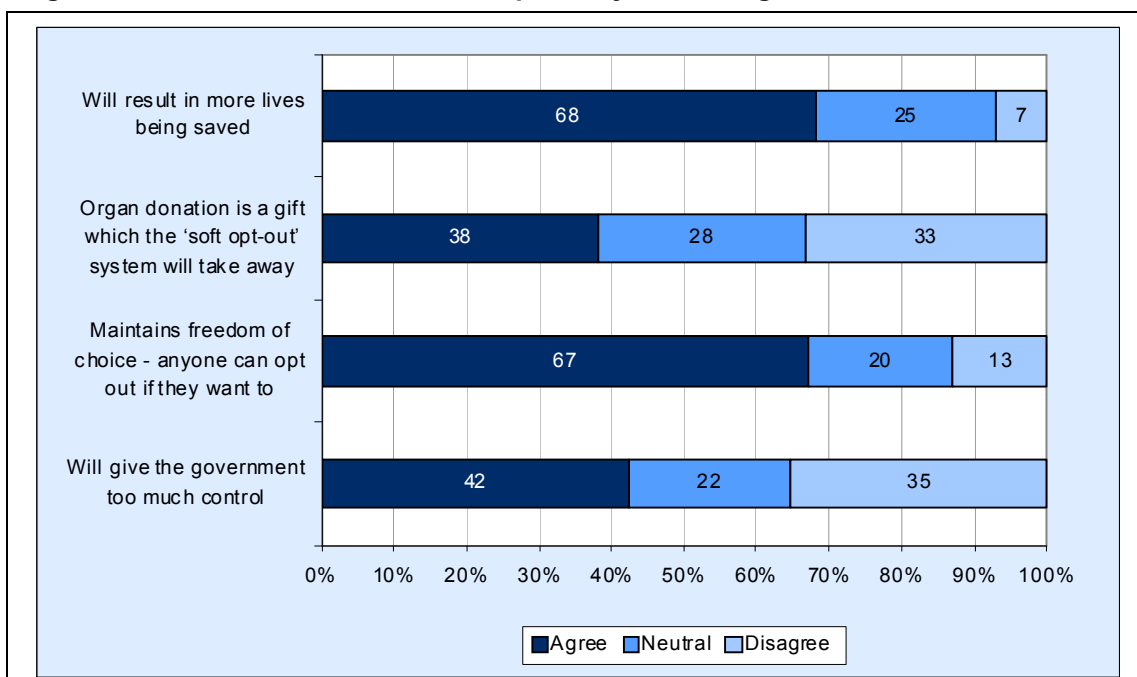
All respondents were asked to what extent they agreed or disagreed with the following statements (two positively worded and two negatively worded) about the proposed changes to the organ donation system:

- The proposed soft opt-out system for Wales will result in more lives being saved
- Organ donation is a gift which the soft opt-out system will take away
- The soft opt-out system maintains freedom of choice because anyone can opt out from organ donation if they want to
- The soft opt-out system gives the government too much control

Around two thirds of respondents agreed that ‘the proposed soft opt-out system for Wales will result in more lives being saved’ and that ‘the soft opt-out system maintains freedom of choice because anyone can opt out from organ donation if they want to’.

Around four out of ten respondents agreed that ‘the soft opt-out system gives the government too much control’ and ‘organ donation is a gift which the soft opt-out system will take away’ (Figure 4.1).

**Figure 4.1: Statements about the soft opt-out system of organ donation** <sup>a, b</sup>



Base: 1,006 respondents.

(a) 'Agree' category includes 'Strongly agree' and 'Agree'. 'Disagree' category includes 'Strongly disagree' and 'Disagree'. 'Neutral' category includes 'Neither agree nor disagree' and 'Don't know'.

(b) May not sum to exactly 100 per cent due to rounding.

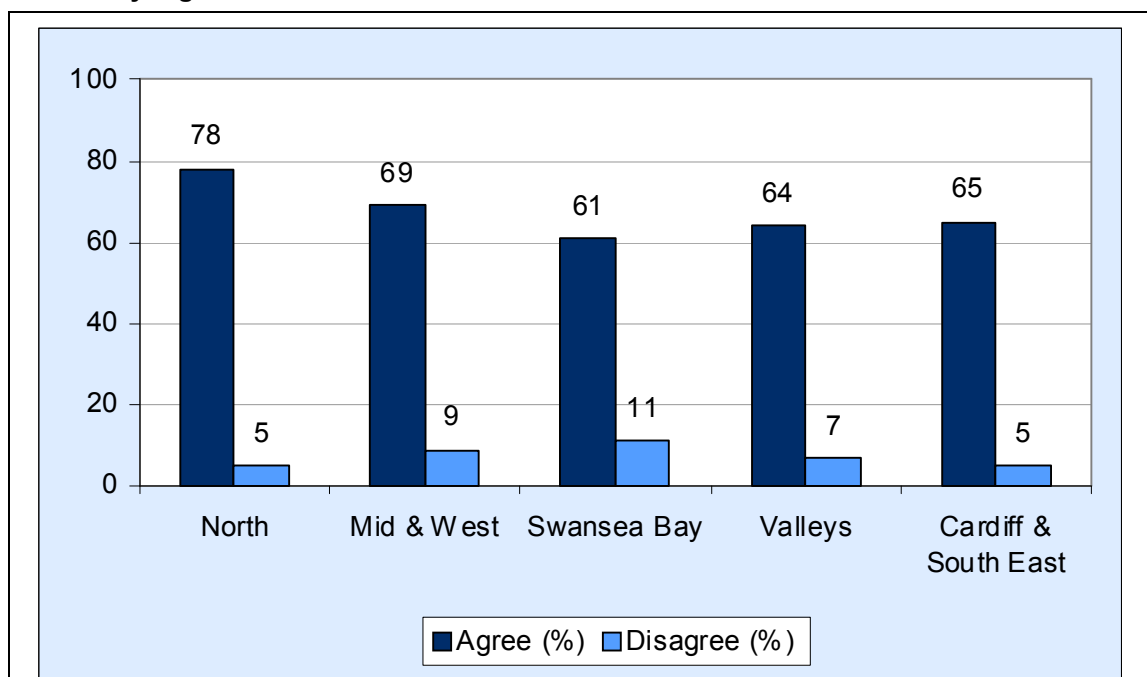
#### 4.1 'The proposed soft opt-out system for Wales will result in more lives being saved'

There was a significant relationship between region and agreement or disagreement with the statement 'the proposed soft opt-out system for Wales will result in more lives being saved'.

As Figure 4.2 shows, agreement with this statement was highest in North Wales (78 per cent) and lowest in Swansea Bay (61 per cent).

Across all regions, however, the proportion agreeing that the soft opt-out system will result in more lives being saved was far greater than the proportion that disagreed.

**Figure 4.2: 'The proposed soft opt-out system for Wales will result in more lives being saved' by region**



Base: 1,006 respondents.

There were no significant differences by age or gender. However, there was a significant difference by social grade, with 74 per cent of respondents in social grades ABC1 agreeing with the statement compared with 63 per cent in C2DE (7 per cent of respondents across both social grade categories disagreed).

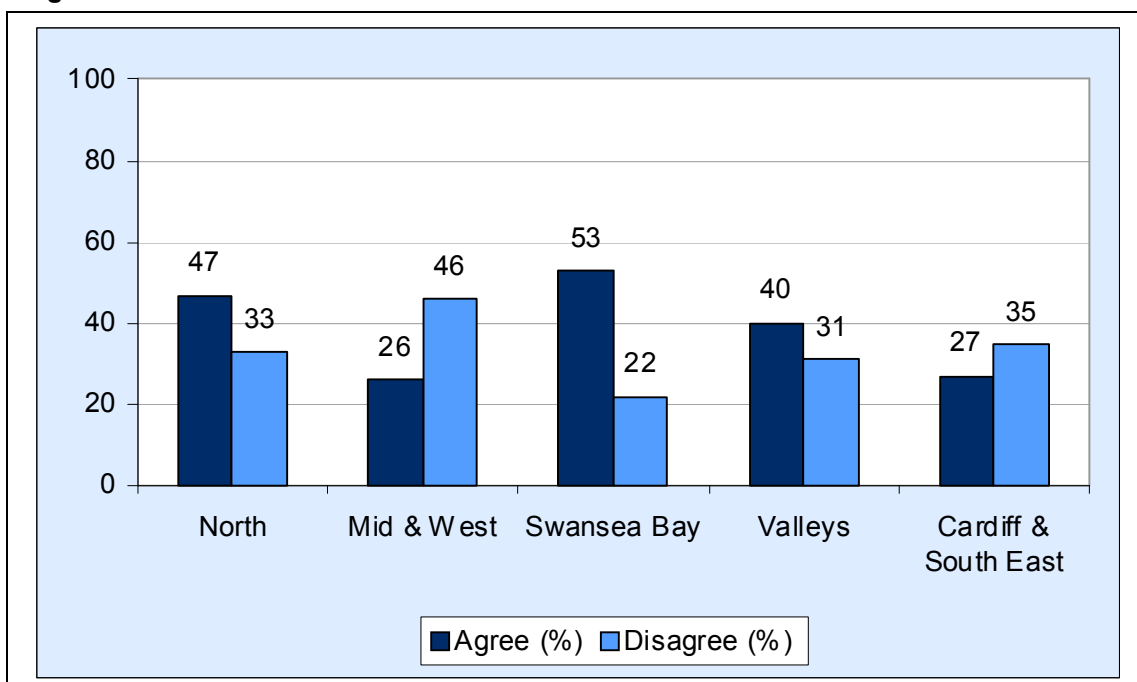
#### 4.2 'Organ donation is a gift which the soft opt-out system will take away'

As Figure 4.3 (below) shows, there was a significant relationship between region and agreement or disagreement with the statement 'organ donation is a gift which the soft opt-out system will take away'.

A greater proportion of respondents agreed with the statement than disagreed in North Wales, Swansea Bay, and the Valleys; while a greater proportion

disagreed with the statement than agreed in Mid & West Wales and Cardiff & South East Wales.

**Figure 4.3: 'Organ donation is a gift which the soft opt-out system will take away' by region**



Base: 1,006 respondents.

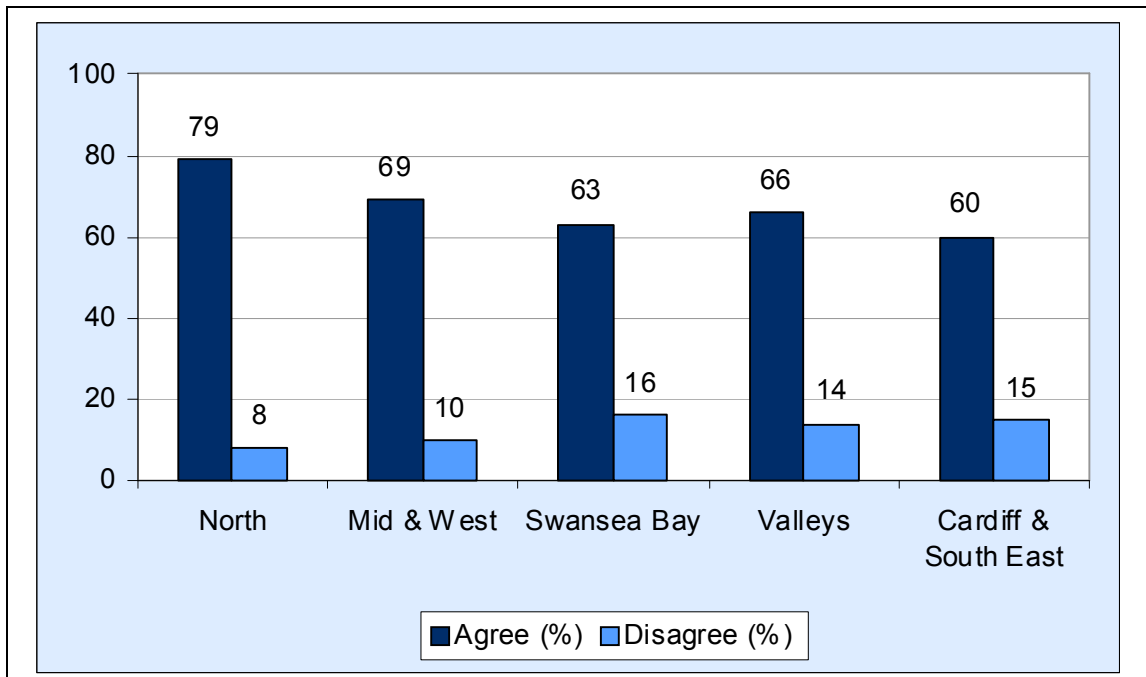
There were no significant differences by age or gender. However, there was a significant difference by social grade. A greater proportion of respondents in social grades C2DE agreed with the statement (41 per cent) than disagreed (28 per cent); while a greater proportion of respondents in social grades ABC1 disagreed with the statement (40 per cent) than agreed (35 per cent).

#### **4.3 'The soft opt-out system maintains freedom of choice because anyone can opt out from organ donation if they want to'**

There was a significant relationship between region and agreement or disagreement with statement 'the soft opt-out system maintains freedom of choice because anyone can opt out from organ donation if they want to'.

Agreement with the statement was highest in North Wales (79 per cent) and lowest in Cardiff & South East Wales (60 per cent). Across all regions, however, the proportion agreeing that freedom of choice is maintained was far greater than proportion that disagreed (Figure 4.4).

**Figure 4.4: 'The soft opt-out system maintains freedom of choice because anyone can opt out from organ donation if they want to' by region**



Base: 1,006 respondents.

There was no significant relationship by age. However, there were significant differences by gender and social grade. Overall, 71 per cent of women agreed with the statement compared with 64 per cent of men; while 74 per cent of ABC1 respondents agreed compared with 62 per cent of C2DE respondents.

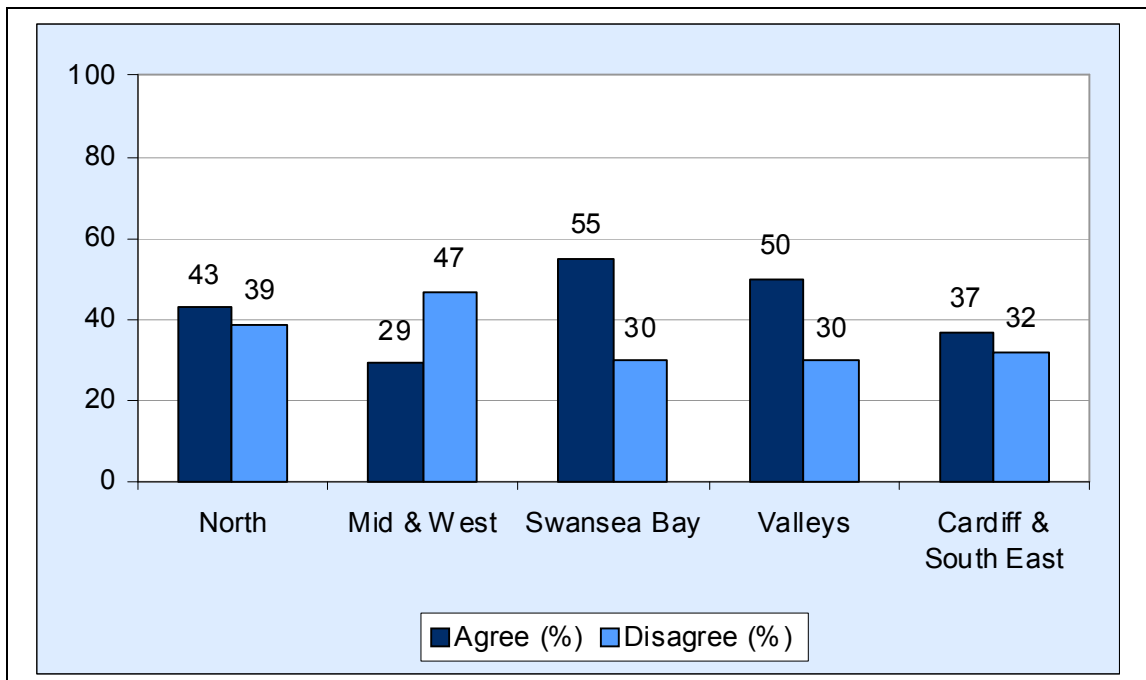
#### **4.4 'The soft opt-out system gives the government too much control'**

There was a significant relationship between region and agreement with the statement 'the soft opt-out system gives the government too much control'.

As Figure 4.5 shows, a greater proportion of respondents agreed with this statement than disagreed across all regions except for Mid & West. However, there was only a small difference in the proportion of respondents that agreed and disagreed with the statement in North Wales and Cardiff & South East Wales.



**Figure 4.5: 'The soft opt-out system gives the government too much control' by region**



Base: 1,006 respondents.

There were no significant differences by age or gender. However, there was a significant difference by social grade. A greater proportion of C2DE respondents (47 per cent) agreed that the soft opt out system gives the government too much control than ABC1 respondents (38 per cent). Almost a third (29 per cent) of C2DE respondents disagreed compared with almost half (47 per cent) of ABC1 respondents.

## 5. Behaviour under soft opt-out system of organ donation

All respondents were asked what they think they would do if the new soft opt-out system of organ donation was introduced. In total, 63 per cent of respondents said they would not opt out (or would remain opted in), while 19 per cent said they would opt out. A further 18 per cent said they didn't know (Table 5.1).

**Table 5.1: If the new system of opting out was introduced, which of the following best describes what you think you would do?**

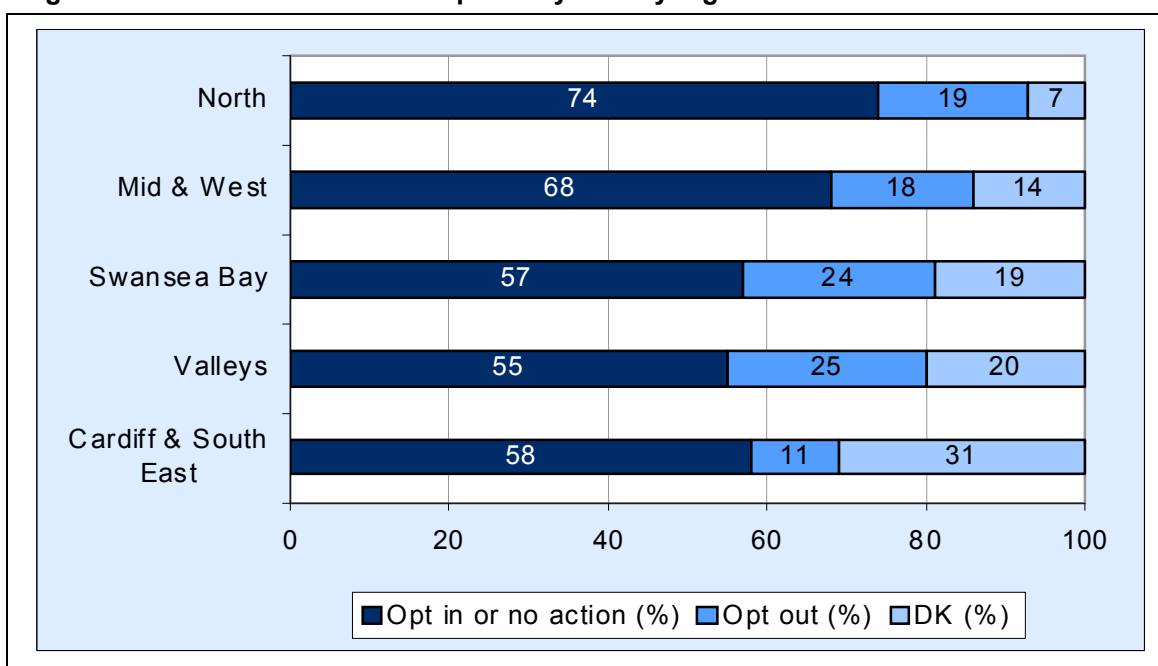
Response	Percentage of respondents <sup>a</sup>
Remain on the <b>opt in</b> register	20
Not currently opted in, but don't think I'd opt out	42
<b>Opt out</b> of the organ donor register	19
<i>Don't know</i>	18

Base: 1,006 respondents.

(a) May not sum to exactly 100 per cent due to rounding.

There was a significant relationship between region and how respondents think they would act under a new opt out system. As Figure 5.1 shows, the proportion of respondents that reported that they would opt out ranged from one out of ten in Cardiff & South East Wales to around a quarter in Swansea Bay and the Valleys. The proportion of respondents saying that they don't know what they would do varied between 7 per cent in North Wales to almost a third in Cardiff & South East Wales. In all regions, a majority of respondents reported that they would remain opted in or take no action.

**Figure 5.1: Behaviour under soft opt-out system by region <sup>a</sup>**



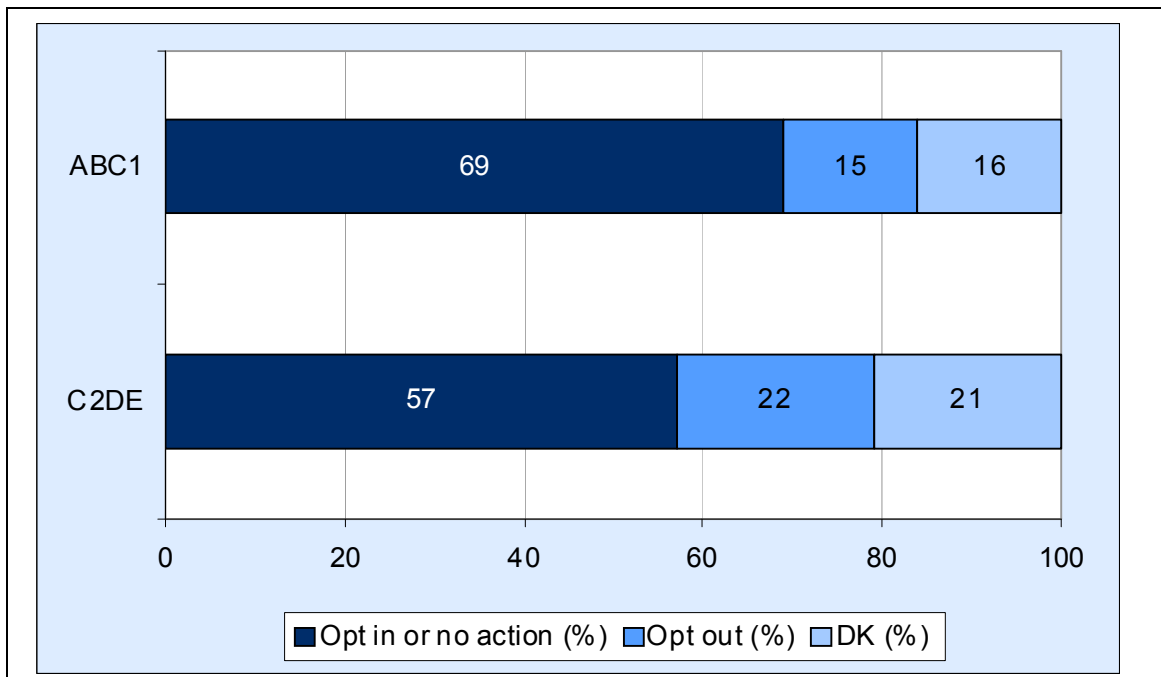
Base: 1,006 respondents.

(a) May not sum to exactly 100 per cent due to rounding.

There were no significant differences by age or gender in how respondents think they would act if the new system of opting out was introduced.

However, there was a significant difference by social grade. As Figure 5.2 shows, a greater proportion of C2DE respondents (22 per cent) than ABC1 respondents (15 per cent) said they would opt out.

**Figure 5.2: Behaviour under soft opt-out system by social grade <sup>a</sup>**



Base: 1,006 respondents.

(a) May not sum to exactly 100 per cent due to rounding.

Respondents were asked why they think they would choose to opt out, remain opted in, or take no action. In each case, a majority of the respondents said that they didn't know, or were unable to give a reason (table not shown).

### 5.1 Behaviour of respondents currently registered on the NHS Organ Donor Register

Of those respondents who said they were currently registered on the NHS Organ Donor Register (24 per cent of all respondents)<sup>3</sup>:

- 87 per cent said they would remain on the register;
- 2 per cent would opt out; and
- 11 per cent didn't know.

<sup>3</sup> According to NHSBT, 31 per cent of the population in Wales were on the Organ Donor Register by 31 March 2012. The reason for the difference between these figures is not clear, although recent research commissioned by the Welsh Government (2012) suggests that some people who carry a donor card are not always sure if they are on the register. See <http://wales.gov.uk/about/aboutresearch/social/latestresearch/organdonation/>

## 6. Role of the family in organ donation

Questions were asked about the role of the family in organ donation. Almost three quarters of respondents agreed that the deceased person's wishes about donating their organs should be respected, no matter what the family thinks (Table 6.1). There were no significant differences by region, age, gender or social grade.

**Table 6.1: In the event of a death, which of these do you believe should apply in respect of organ donation?**

Response	Percentage of respondents <sup>a</sup>
The <b>family</b> should have the final say on whether a deceased person's organs are donated or not	22
The <b>deceased person's wishes</b> about donating their organs or not should be respected no matter what the family thinks	73
<i>Don't know</i>	5

Base: 1,006 respondents.

(a) May not sum to exactly 100 per cent due to rounding.

As Table 6.2 shows, 62 per cent of respondents said that they have never discussed their wishes regarding organ donation after their death with a family member. However, the same proportion said that in the event of their death, they think a family member would know their wishes in respect of organ donation (Table 6.3).

**Table 6.2: Have you ever discussed your wishes regarding organ donation after your death with a family member?**

Response	Percentage of respondents <sup>a</sup>
Yes	38
No	62

Base: 1,006 respondents.

(a) May not sum to exactly 100 per cent due to rounding.

**Table 6.3: In the event of your death do you think a family member would know your wishes in respect of organ donation?**

Response	Percentage of respondents <sup>a</sup>
Yes	62
No	34
<i>Don't know</i>	5

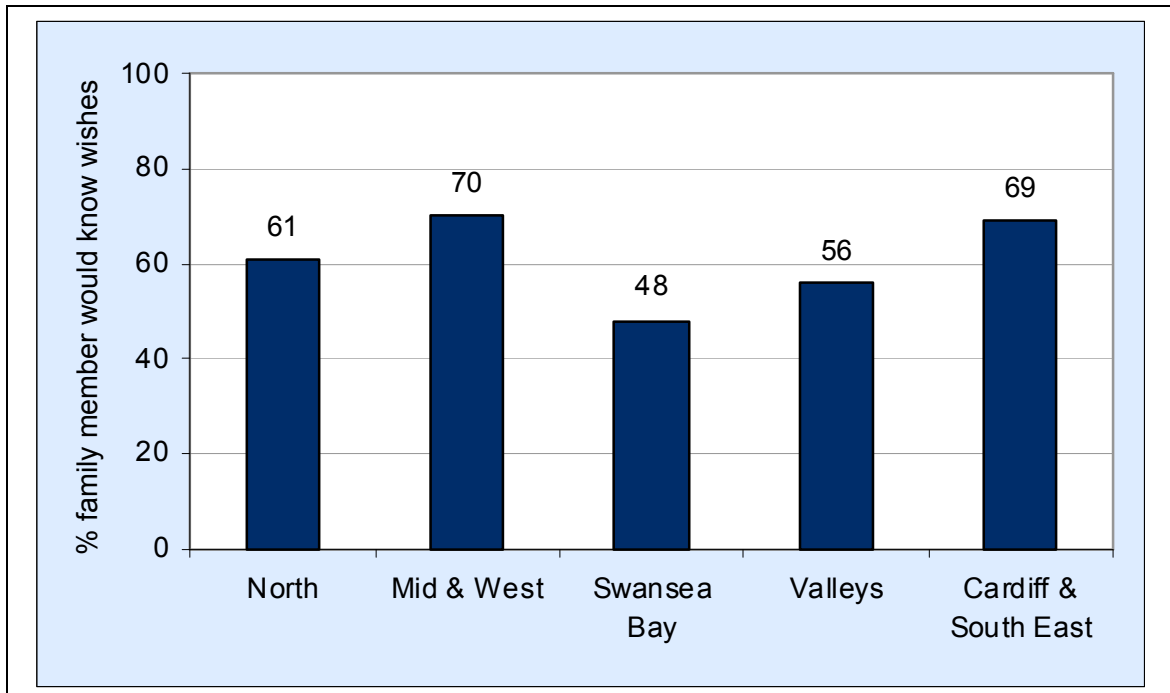
Base: 1,006 respondents.

(a) May not sum to exactly 100 per cent due to rounding.

Across all regions, a similar proportion of respondents had discussed their wishes regarding organ donation with a family member. However, there were significant differences in whether respondents thought a family member would know their wishes in the event of their death.

As Figure 6.1 shows, this ranged from fewer than half of respondents in Swansea Bay to around seven out of ten respondents in Cardiff & South East Wales and Mid & West Wales.

**Figure 6.1: Family member would know wishes by region**

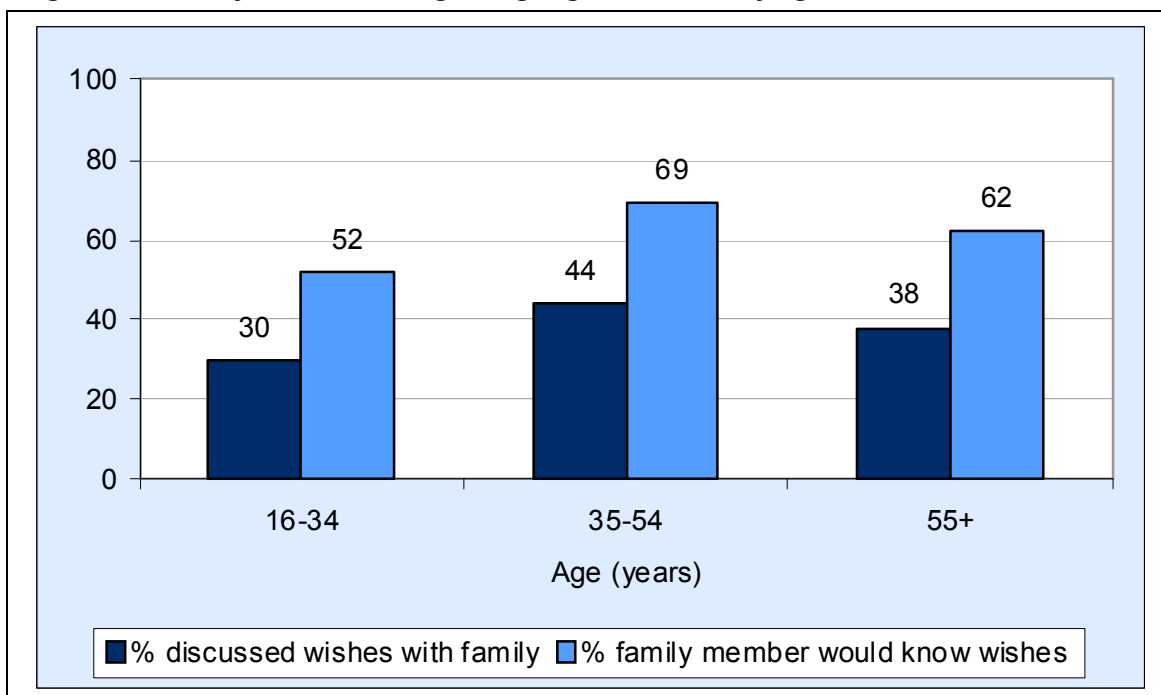


Base: 1,006 respondents.

The proportion of respondents who had discussed their wishes regarding organ donation with a family member was highest among 35-54 year olds and lowest among 16-34 year olds.

There was also a similar pattern for the proportion of respondents that think a family member would know their wishes in the event of their death. Both relationships are significant (Figure 6.2).

**Figure 6.2: Family and wishes regarding organ donation by age**



Base: 1,006 respondents.

A significantly greater proportion of women (42 per cent) than men (33 per cent) had discussed their wishes with a family member. However, there was no significant difference in the proportion who thought a family member would know their wishes.

There were significant differences by social grade, with 43 per cent of ABC1 respondents having discussed their wishes with a family member compared with 34 per cent of C2DE respondents. In addition, a significantly greater proportion of ABC1 respondents thought a family member would know their wishes in the event of their death (66 per cent) than C2DE respondents (58 per cent).

## **Annex A: Methodology**

The Wales Omnibus Survey sample is designed to be representative of the population resident in Wales aged 16 years and over. The unit of sampling is Lower Super Output Area (LSOA) and 69 interviewing points throughout the Wales are selected with probability proportional to resident population, after stratification by unitary authority and social grade.

Within each sampling point, demographic quota controls of age and social class within sex are employed for the selection of respondents. Quotas are set to reflect the individual demographic profile of each selected point.

The data have been weighted by age group within gender within unitary authority grouping to give each cell its correct incidence within the Wales total derived from the results of the 2001 Census.

A fresh sample of interviewing locations and individuals are selected for each survey and no more than one person per household is interviewed. Interviews are conducted face to face in the homes of respondents utilising CAPI (Computer Aided Personal Interviewing) technology.

Most survey fieldwork was conducted between 14<sup>th</sup> and 24<sup>th</sup> June 2012, with a few interviews conducted after this date. A total of 1,006 face-to-face interviews were conducted and analysed for this baseline survey.

### **Proportional quota sampling**

When survey data are tested for statistical significance, an assumption is made that the achieved sample represents a random sample of the relevant population. However, as the Wales Omnibus Survey uses proportional quota sampling (not random sampling), genuine statistical significance cannot, strictly speaking, be established<sup>4</sup>. Therefore, when a difference between two sub-groups is described as being 'significant' in this report, this refers to a pseudo-statistically significant difference at the 95 per cent confidence level. This means that, if the survey did use a random sample, the probability of obtaining the finding by chance would be less than one in 20.

### **Chi-square analysis**

The chi-square test has been used in the analysis to determine whether an observed relationship between two categorical variables in the sample (i.e. the 1,006 interviewees) is likely to reflect a genuine association in the population (i.e. the adult population resident in Wales aged 16 years and over).

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<sup>4</sup> Gschwend, T (2005). Analyzing Quota Sample Data and the Peer-review Process. *French Politics*, 2005, 3, (88–91).

## Definition of regions

Table A.1, below, shows which unitary authorities in Wales make up the regions used in the analysis.

**Table A.1: Definition of regions**

<b>Region</b>	<b>Unitary authorities</b>
North Wales	Isle of Anglesey Gwynedd Conwy Denbighshire Flintshire Wrexham
Mid & West Wales	Ceredigion Powys Pembrokeshire Carmarthenshire
Swansea Bay	Swansea Neath Port Talbot Bridgend
Valleys	Rhondda Cynon Taf Merthyr Tydfil Caerphilly Blaenau Gwent
Cardiff & South East Wales	Vale of Glamorgan Cardiff Newport Torfaen Monmouthshire



## Definition of social grades

Table A.2, below, provides a definition of the social grade classification used in the analysis.

**Table A.2: Definition of social grades**

Social grade	Definition
<b>ABC1</b>	
A	High managerial, administrative or professional
B	Intermediate managerial, administrative or professional
C1	Supervisory, clerical and junior managerial, administrative or professional
<b>C2DE</b>	
C2	Skilled manual workers
D	Semi and unskilled manual worker
E	State pensioners, casual or lowest grade workers, unemployed with state benefits only

## Sub-sample sizes

Table A.3, below, shows the number of respondents for each sub-sample used in the analysis. The numbers of respondents are given for the unweighted and weighted samples.

**Table A.3: Sub-sample numbers for region, age, gender and social grade**

Sub-sample	Unweighted sample	Weighted sample
<b>Region</b>		
North Wales	235	231
Mid & West Wales	172	171
Swansea Bay	121	170
Valleys	200	182
Cardiff & South East Wales	278	251
<b>Age</b>		
16 – 34 years	304	294
35 – 54 years	314	353
55+ years	388	359
<b>Gender</b>		
Men	462	481
Women	544	525
<b>Social grade</b>		
ABC1	464	463
C2DE	538	538

## Annex B: Questionnaire

### Organ Donation Omnibus Questions June 2012

And now changing the subject, I'd like to ask you a few questions about organ donation.

Q1. Can you tell me how you think the current system of organ donation works – that is, how do you think organs get donated?

PROBE FOR DETAIL: Anything else?

OPEN ENDED

#### Could you read this card please

##### SHOWCARD

Currently people in Wales can opt in to join the NHS Organ Donor Register if they wish to donate their organs after their death. It's normal practice for doctors to let relatives know if the person has opted in and doctors will encourage families to accept that, but will not proceed if families will not agree to the process. If you have not joined the Register, your family can consent to donate your organs after your death.

Q2. Are you aware of any proposed changes to the current organ donation system?

- Yes
- No
- Don't know

#### ASK IF AWARE OF ANY CHANGES AT Q2

Q2a. How did you become aware of the proposed changes to the current organ donation system?

DO NOT PROMPT

On TV – news / programme  
On TV – advertising

On the radio – news / programme  
On the radio – advertising

In a local newspaper – news / article  
In a local newspaper – advertising

In a national Wales newspaper – news / article  
In a national Wales newspaper – advertising

In a national UK newspaper – news / article  
In a national UK newspaper – advertising

Online / website – news item  
Online / website – other

In a magazine

Poster  
Leaflet  
Someone told me

Other, please specify \_\_\_\_\_

---

**ASK IF AWARE OF ANY CHANGES AT Q2**

Q3. Can you tell me how you think the system might change?

OPEN ENDED

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**Please take a look at this card**

**SHOWCARD**

In Wales, the government is considering changing the organ donation procedure to a 'soft opt out' system. This will mean people will be given the opportunity to formally 'opt out' of organ donation by placing their name on a register. If they choose not to do so, having had the opportunity, then this will be treated as a decision to be a donor, and one which families will be sensitively encouraged to accept. The opportunity to 'opt in' and register a decision to be a donor will continue.

Q4. Before today, have you seen or heard anything about this proposal at all?

- Yes
- No
- Don't know

---

Q5. Which of these statements about proposed changes to the organ donation system in Wales best reflects your view?

REFER TO SHOWCARD IF NECESSARY: People will be given the opportunity to formally 'opt out' of organ donation by placing their name on a register. If they choose not to do so, having had the opportunity, then this will be treated as a decision to be a donor, and one which families will be sensitively encouraged to accept. The opportunity to 'opt in' and register a decision to be a donor will continue.

- I am in favour of changing to a system where people opt out of organ donation rather than opt in
- I am against changing to a system where people opt out of organ donation rather than opt in
- I need more information to decide
- Don't know

---

**ASK IF IN FAVOUR OF CHANGE AT Q5**

Q6a. Can you tell me why you are in favour of the change to an opt out system?

OPEN ENDED

ASK IF AGAINST CHANGE AT Q5

Q6b. Can you tell me why you are against the change to an opt out system?

OPEN ENDED

ASK IF NEED MORE INFORMATION AT Q5

Q6c. Can you tell me what additional information you need?

OPEN ENDED

Q7. If the new system of opting out was introduced, which of the following best describes what you think you would do?

SHOWCARD

- I would opt out of the organ donor register
- I'm already a donor (and would take no further action – i.e. remain a donor)
- I'm not a donor at the moment, but I **don't** think I'd opt out of being one
- Don't know

INTERVIEWER NOTE: If respondent without prompting mentions something other than the three answers on the card or don't know, please record here:

\_\_\_\_\_

Q8a/b/c/ Can you tell me why that is [ANSWER AT Q7]?

OPEN ENDED

Q9a. I'm going to read out some statements that people have said about organ donation. I'd like you to tell me to what extent you agree or disagree with the statements:

- The proposed 'soft opt out' system for Wales will result in more lives being saved
- Organ donation is a gift which the 'soft opt out' system will take away
- The 'soft opt out' system maintains freedom of choice because anyone can opt out from organ donation if they want to
- The 'soft opt out' system gives the government too much control

SHOWCARD

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

SHOWCARD

Q9b. In the event of a death, which of these do you believe should apply in respect of organ donation?

- The family should have the final say on whether a deceased person's organs are donated or not
- The deceased person's wishes about donating their organs or not should be respected no matter what the family thinks
- Don't know

Q10. Have you ever discussed your wishes regarding organ donation after your death with a family member?

- Yes
- No

Q11. In the event of your death do you think a family member would know your wishes in respect of organ donation?

- Yes
- No
- Don't know

Q12. And can you tell me if you are currently registered on the NHS Organ Donor Register?

- Yes
- No
- Don't know