



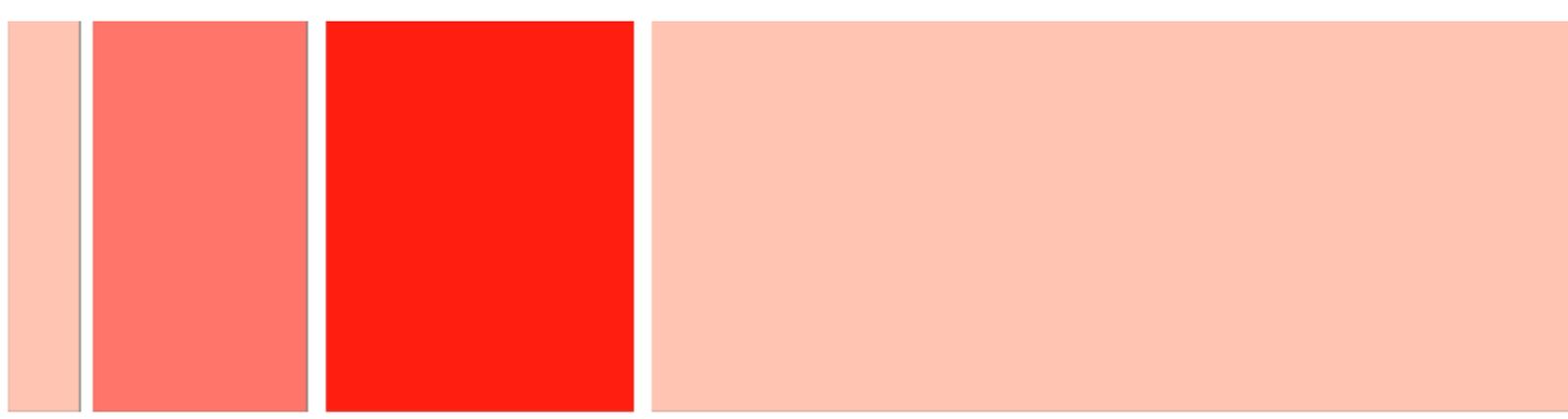
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# Survey of Public Attitudes to Organ Donation: Waves 10, 11 and 12



Mae'r ddogfen yma hefyd ar gael yn Gymraeg.

This document is also available in Welsh.

**Survey of Public Attitudes to Organ Donation:  
Waves 10, 11 and 12**

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**Data collection undertaken by Beaufort Research Ltd.**

Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government

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## Key findings

### Background

- The Human Transplantation (Wales) Act 2013 introduced a soft opt-out system for consent to deceased organ and tissue donation in Wales, which came into effect on 1 December 2015.
- This report presents findings that allow public attitudes, awareness and understanding of the organ donation system in Wales to be monitored. Questions about organ donation were asked in the November 2015 (wave 10), March 2016 (wave 11) and June 2016 (wave 12) Wales Omnibus Surveys, conducted by Beaufort Research Ltd.
- Wave 10 of the survey focused on monitoring awareness levels and understanding of the change in law and included additional questions to measure awareness and recall of publicity campaign material. Wave 11 and 12 focused on awareness and understanding as well as attitudes and behaviour.
- Where possible, findings are compared with previous waves of the survey carried out between June 2012 (wave 1) and September 2015 (wave 9).

### Unprompted awareness and understanding of changes to the organ donation system

- Respondents were asked, unprompted, if they were aware of any changes that will be taking place to the current system of organ donation. In wave 10, around three quarters of respondents (74 per cent) reported that they were aware of changes. This figure increased to 82 per cent in wave 11 and then returned to around three quarters (76 per cent) in wave 12.
- In wave 11 there were no significant differences in awareness of changes by gender, there were significant differences by gender for wave 10 and 12 with awareness tending to be lower among men.
- There were significant differences in waves 10, 11 and 12 by region, age and social group with awareness tending to be lower among:
  - Respondents from Mid & West Wales, West South Wales and the Valleys
  - 16 to 34 year olds
  - Respondents from C2DE social groups.
- There have been consistent significant differences in unprompted awareness by age and social group since baseline with the younger age groups and those in C2DE social groups being less aware of the change in law.
- In waves 10, 11 and 12 respondents who were aware of changes were also asked an open-ended question 'Can you tell me how you think the system will change?'. Almost nine out of ten (86 per cent wave 10, 89 per cent wave 11 and 88 per cent wave 12) said that it would change to an opt-out system or one of presumed consent.

## **Prompted awareness of the detail of the law for changing the organ donation system**

- All respondents were shown a description of the new system of organ donation and asked if they had previously seen or heard anything about it. In wave 10, three quarters of respondents (75 per cent) reported that they had seen or heard something about the change. This increased to 84 per cent in wave 11 and 83 percent in wave 12.
- In waves 10 and 11, there were no significant differences in the proportion of respondents who had seen or heard something about the change in law by gender. There were significant differences by gender in wave 12 with those who had seen or heard something about the change tending to be lower among men.
- In waves 10 and 11 there were significant differences by region with the proportion of respondents who had seen or heard something about the change in law being lower in Cardiff and South East Wales and West South Wales.
- There were significant differences by age and social group for waves 10, 11 and 12, with awareness tending to be lower among:
  - 16 to 34 year olds; and
  - Respondents from C2DE social group.
- There have been consistent significant differences in prompted awareness by age and social group since baseline with the younger age groups and those in C2DE social groups being less aware of the change in law.

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

- In waves 11 and 12 respondents were asked 'To what extent do you agree or disagree that, if an individual chooses not to register a decision, this should be treated as a decision to be a donor which families should be encouraged to accept?'
- In wave 11, three quarters of respondents (75 per cent) agreed that if an individual chooses not to register a decision, this should be treated as a decision to be a donor which families should be encouraged to accept, one in ten (10 per cent) disagreed with this statement and 15 percent neither agreed or disagreed, or didn't know. In wave 11 there were significant differences by social group with those who agree with the statement being lower among respondents from C2DE social group.
- In wave 12, those who agreed with the statement decreased to around two in three (67 per cent). Seventeen per cent of people disagreed and 17 percent neither agreed or disagreed, or didn't know. In wave 12 there were significant differences by region with those agreeing with the statement being lower among respondents from the Valleys.

## **Discussing wishes with a family member**

- Respondents were asked 'Have you ever discussed your wishes regarding organ donation after your death with a family member?'. The proportion has remained at around four out of ten throughout each of the previous waves. The proportion of respondents that said they had discussed their wishes with a family member was 47 per cent in wave 10, 48 per cent in wave 11 and remained at 48 per cent in wave 12.

- In waves 10, 11 and 12 there were significant differences by region, age, gender and social group, with the proportion of respondents who had discussed their wishes with a family member tending to be lower among:
  - 16 to 34 year olds;
  - Men; and
  - Respondents from C2DE social groups.
- There have been consistent significant differences in discussing wishes by gender with men less likely to discuss their wishes with a family member. There have also been significant differences across the majority of waves by age and social group with younger age groups and those in C2DE social groups being less likely to discuss their wishes.

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

- In waves 11 and 12 all respondents were asked what they have done since the new soft opt-out system of organ donation has been introduced:
  - 80 per cent in wave 11 and 72 per cent in wave 12 have **opted in or taken no action**;
  - 6 per cent in wave 11 and 5 per cent in wave 12 have **opted out**; and
  - 14 per cent in wave 11 and 23 per cent in wave 12 had said they **didn't know or hadn't thought about it yet**.

### **Discussing that decision with a family member**

- Respondents who registered to opt in or take no action and opt out were asked 'Have you ever discussed that decision with a family member?'
- In wave 11 and wave 12 around six in ten (58 per cent wave 11; 62 per cent wave 12) had discussed this decision with a family member and nearly four in ten (42 per cent wave 11; 38 per cent wave 12) had not.
- In wave 11 there were significant differences by region, gender, social group and age, with the proportion of respondents who had discussed their decision with a family member tending to be lower among:
  - Respondents from the Valleys
  - Men
  - Respondents from C2DE social groups; and
  - 16 to 34 year olds.
- In wave 12 there were only significant differences by gender and age.

### **'Its time to Choose' campaign**

- In wave 10 respondents were asked, unprompted, 'Have you seen or heard any adverts or information about the new organ donation law in Wales?'. The proportion of respondents that said they had seen or heard the 'It's Time to Choose' campaign adverts about organ donation was 56 per cent.

# 1. Introduction

## 1.1 Background

The Human Transplantation (Wales) Act received Royal Assent on 10 September 2013. The Act introduced a soft opt-out system for consent to deceased organ and tissue donation in Wales, which came into effect on 1 December 2015.

A communications campaign was undertaken by the Welsh Government before the new system came into effect to ensure members of the public are fully informed about what the changes mean and the choices they can make. In order to monitor the effectiveness of the campaign and inform its development, 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 are being collected at regular intervals between June 2012 and June 2016.

## 1.2 About this report

In wave 10, questions were asked regarding awareness levels and understanding in relation to organ donation and the introduction of a soft opt-out system in Wales and also focuses on awareness of the 'It's Time to Choose' campaign.

Waves 11 and 12 of the survey focused on monitoring awareness levels and understanding of the change in law but with a stronger focus on attitudes and behaviour.

The survey fieldwork was conducted for each wave as shown below:

- Wave 10 (1,000 respondents) was conducted between 16 and 29 November 2015
- Wave 11 (1,007 respondents) was conducted between 29 February and 13 March 2016.
- Wave 12 (1,011 respondents) was conducted between 6 and 19 June 2016.

A few interviews in all three waves were conducted after these dates. 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 findings about public attitudes, awareness and understanding of the organ donation system – it does not examine causal links. Where possible, findings are compared with previous waves of the survey carried out between June 2012 and September 2015<sup>1</sup>. The analysis is also being used to inform how communications are targeted among different groups of the population.

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<sup>1</sup> Report available here: <http://gov.wales/statistics-and-research/public-attitudes-organ-donation/?lang=en>

### 1.3 Significant differences

Statistical 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>2</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>2</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.

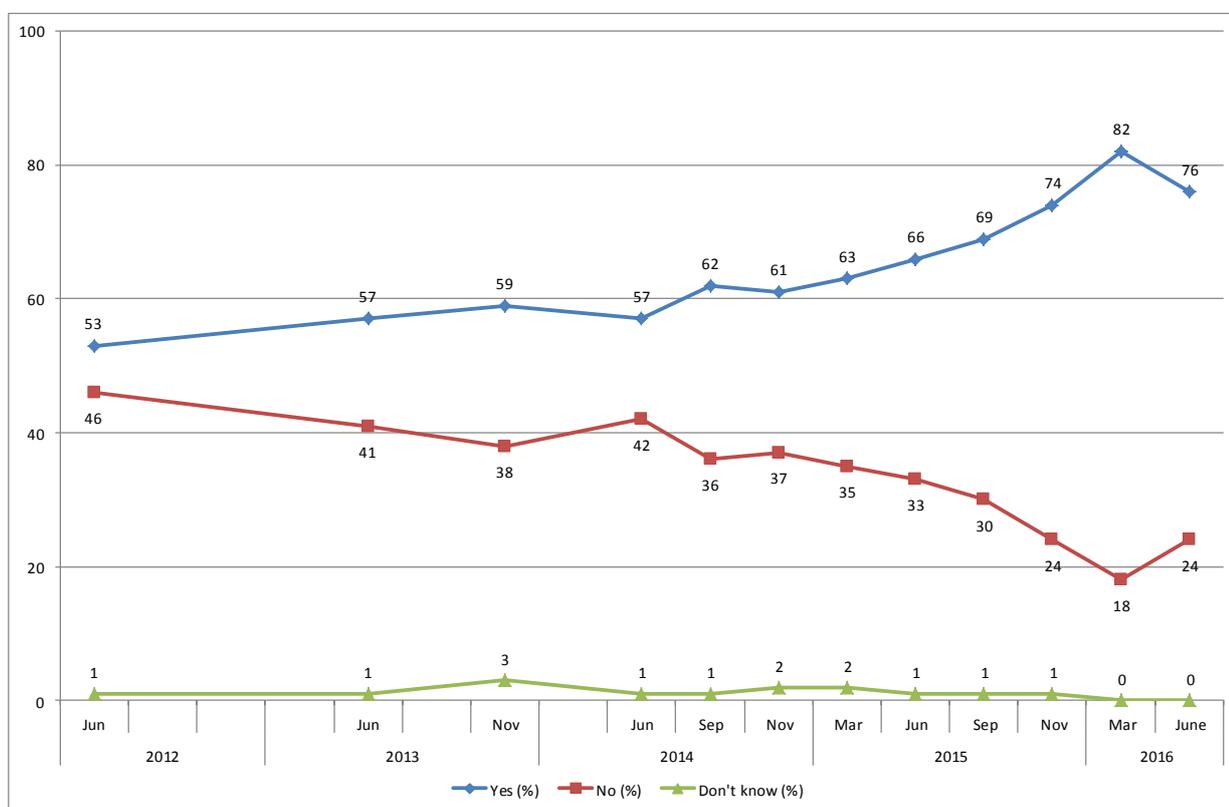
## 2. Awareness and understanding of changes to the organ donation system

### 2.1 Unprompted awareness of any changes to the organ donation system

Respondents were asked, unprompted, if they were aware of any changes that will be taking place to the current system of organ donation.

In wave 10, around three quarters of respondents (74 per cent) reported that they were aware of changes. In wave 11 this increased to 82 per cent and then returned to around three quarters (76 per cent) in wave 12. (Figure 2.1).

**Figure 2.1: Are you aware of any changes that will be taking place to the current organ donation system?**

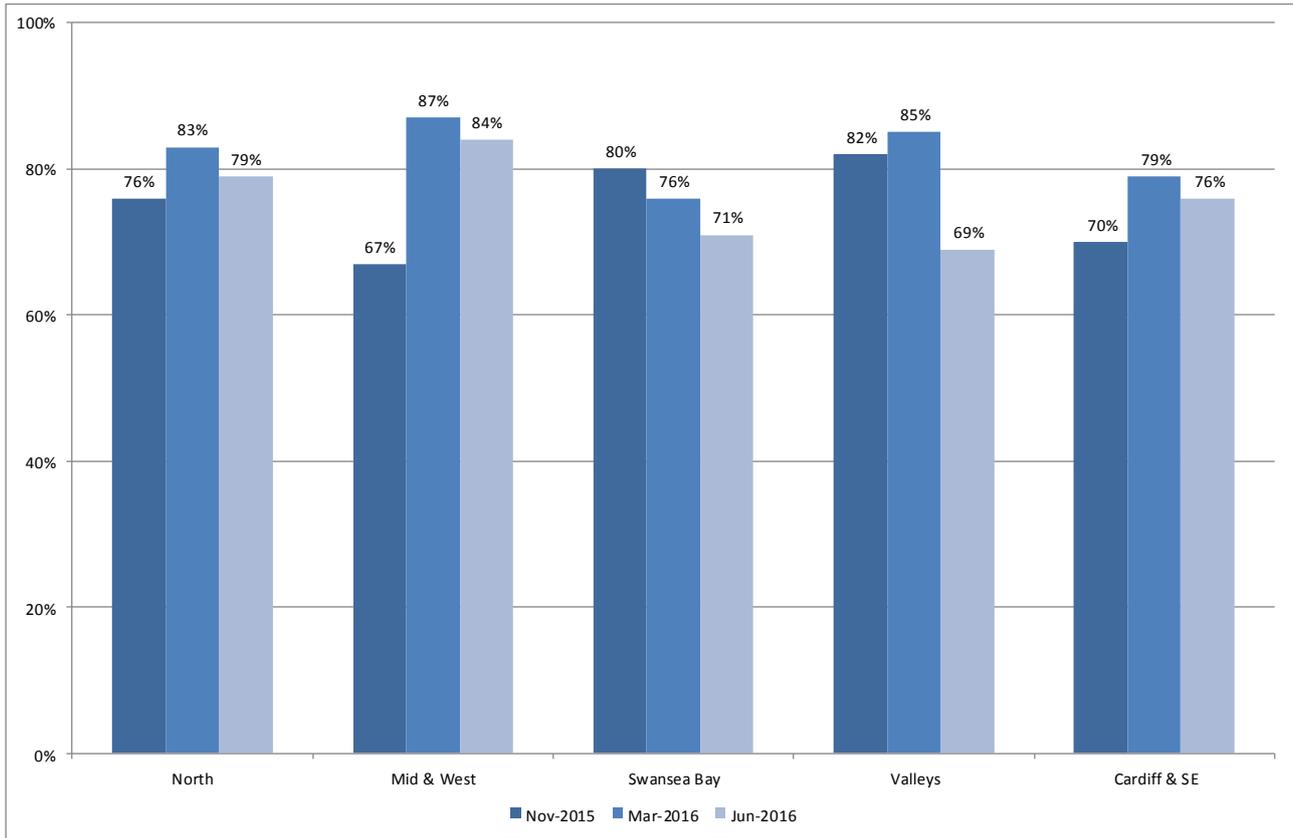


Base: 1,006 (W1 June 2012); 1,015 (W2 June 2013); 1,022 (W3 November 2013); 1,029 (W4 June 2014); 1,002 (W5 September 2014); 1,003 (W6 November 2014); 1,022 (W7 March 2015); 1,018 (W8 June 2015); 1,008 (W9 September 2015); 1,000 (W10 November 2015); 1,007 (W11 March 2016); 1,011 (W12 June 2016).

(a) In waves 1 and 2, respondents were asked 'Are you aware of any proposed changes to the current organ donation system?'

In waves 10, 11 and 12, there were significant differences in awareness of any changes to the organ donation system by region. As Figure 2.2 shows, in wave 10 awareness ranged from around two in three respondents (67 per cent) in the Mid & West Wales to eight out of ten in Swansea Bay (80 per cent) and the Valleys (82 per cent). In wave 11 awareness increased by between three and 20 percentage points in all areas except Swansea Bay where awareness decreased by four percentage points. In wave 12 awareness decreased in all regions by between three and 16 percentage points.

**Figure 2.2: Awareness of any changes to the organ donation system by region**

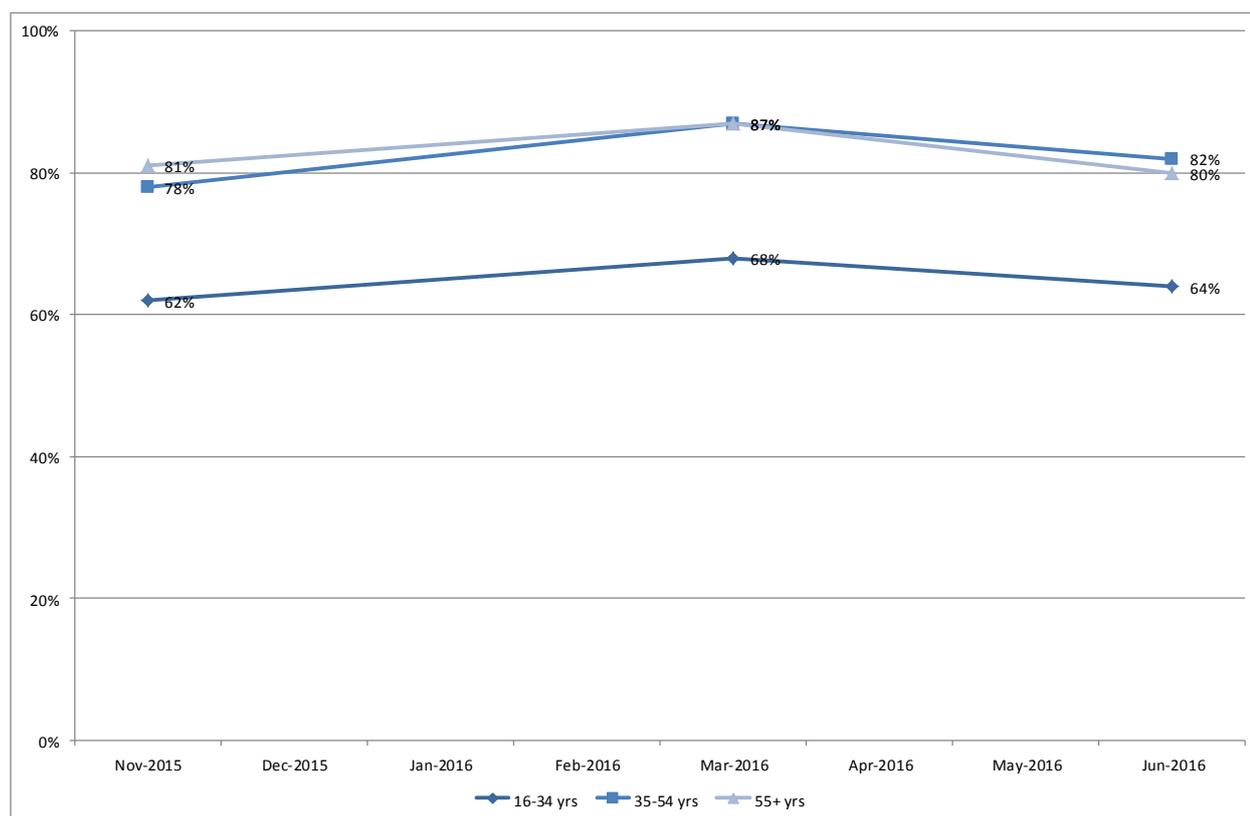


Base: 1,000 (W10 November 2015); 1,007 (W11 March 2016); 1,011 (W12 June 2016).

In waves 10, 11 and 12 there was also a significant difference in awareness of any changes to the organ donation system by age. As Figure 2.3 shows, across waves 10, 11 and 12 between 62 and 68 per cent respondents under 35 years were aware of any changes. This compares to between 78 and 87 per cent of respondents aged 35 to 54 years and those aged 55 and over.

There have been consistent significant differences in unprompted awareness by age since baseline with the younger age groups being less aware of the change in law.

**Figure 2.3: Awareness of any changes to the organ donation system by age**



Base: 1,000 (W10 November 2015); 1,007 (W11 March 2016); 1,011 (W12 June 2016).

There was also a significant difference by social group for waves 10, 11 and 12. A greater proportion of respondents from ABC1 social groups were aware of changes (81 per cent in wave 10; 88 per cent in wave 11; 84 per cent in wave 12) compared with respondents from C2DE social groups (70 per cent in wave 10; 77 per cent in wave 11; 70 per cent in wave 12).

There have been consistent significant differences in unprompted awareness by social group since baseline with those in C2DE social groups being less aware of the change in law.

In waves 10 and 12 there were significant differences in awareness of any changes by gender. A greater proportion of females were aware of the changes (77 per cent in wave 10; 79 per cent in wave 12) compared with males (71 per cent in wave 10; 72 per cent in wave 12). In wave 11 there were no significant differences by gender.

## 2.2 Understanding of changes to the organ donation system

Respondents who were aware of changes were also asked an open-ended question ‘Can you tell me how you think the system will change?’.

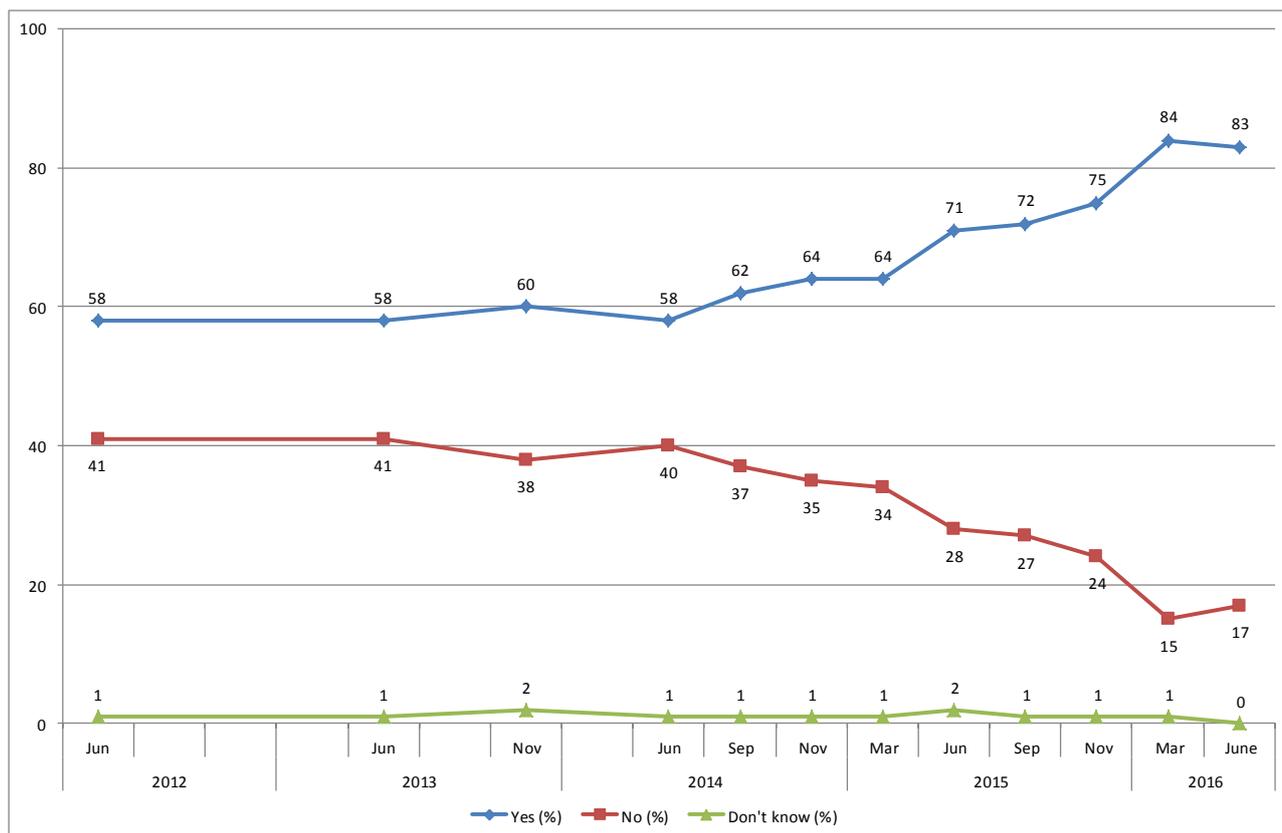
In wave 10, 86 per cent said that it would change to an opt-out system or one of presumed consent. This figure remained fairly consistent for waves 11 and 12 (89 and 88 per cent respectively). In wave 10 almost one in ten respondents said they didn’t know (8 per cent). This declined to 5 per cent of respondents in waves 11 and 12.

### 2.3 Prompted awareness of any changes to the organ donation system

All respondents were shown a description of the new system of organ donation and asked if they had previously seen or heard anything about it.

As Figure 2.4 shows, in wave 10 around three quarters of respondents (75 per cent) reported that they had seen or heard something about the change. In wave 11 and 12 this increased to 84 per cent and 83 per cent respectively.

**Figure 2.4: Before today, have you seen or heard anything about this change? <sup>a</sup> (Respondents shown description of new system)**



Base: 1,006 (W1 June 2012); 1,015 (W2 June 2013); 1,022 (W3 November 2013); 1,029 (W4 June 2014); 1,002 (W5 September 2014); 1,003 (W6 November 2014); 1,022 (W7 March 2015); 1,018 (W8 June 2015); 1,008 (W9 September 2015); 1,000 (W10 November 2015); 1,007 (W11 March 2016); 1,011 (W12 June 2016).

In waves 10 and 11 there were no significant differences by gender. There were significant differences by gender in wave 12 with a greater proportion of females compared to males who said they had seen or heard something about the change in law (86 per cent and 79 per cent respectively).

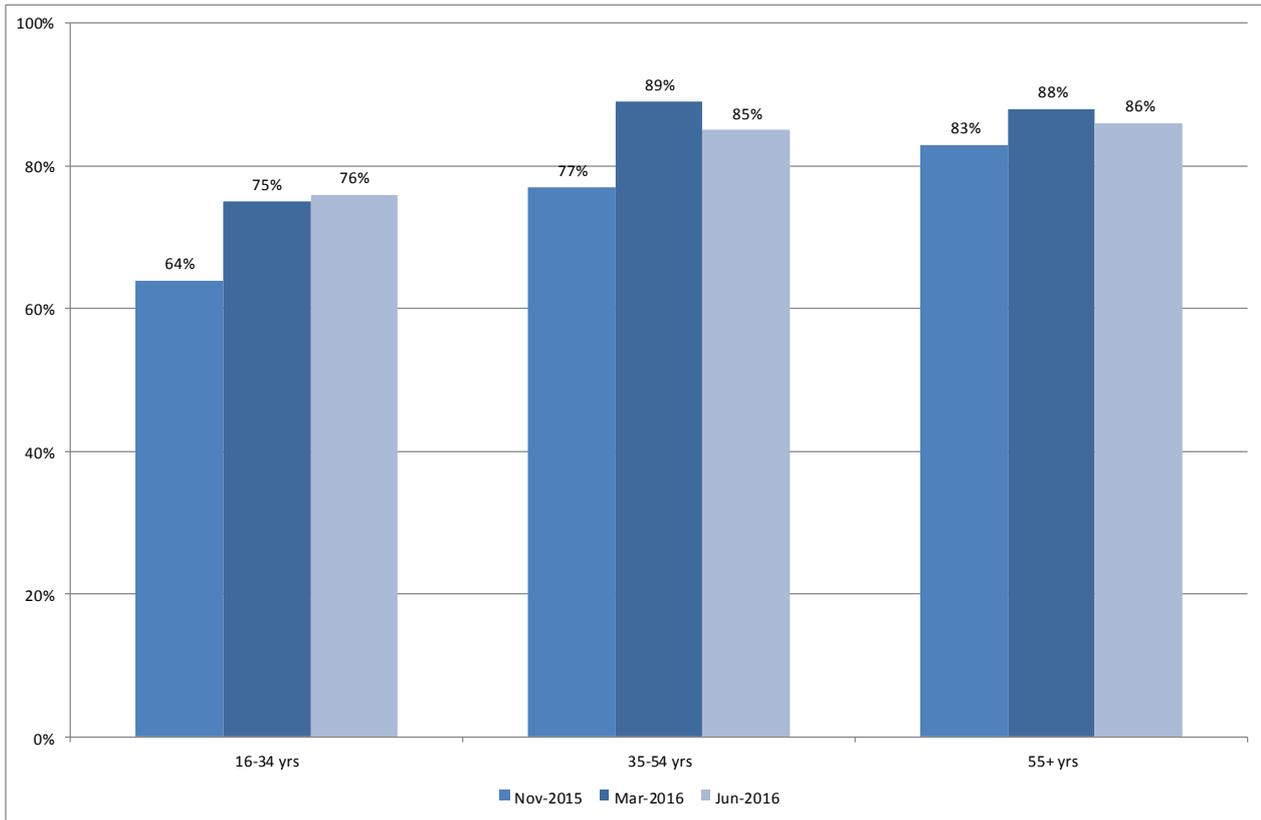
In waves 10 and 11 there were significant differences by region with a greater proportion of respondents from Mid & West Wales and the Valleys who said they had seen something about the change. There were no significant differences by region in prompted awareness in wave 12.

There were significant differences by social group and age for waves 10, 11 and 12. A greater proportion of respondents from social group ABC1 (83 per cent wave 10; 89 per cent wave 11; 89 per cent wave 12) had seen or heard something about the change in law compared to respondents from social group C2DE (71 per cent wave 10; 81 per cent wave 11; 78 per cent wave 12). There have been consistent significant differences in prompted

awareness by social group since baseline with those in C2DE social groups being less aware of the change in law.

As Figure 2.5 shows, in waves 10, 11 and 12 between 64 and 76 per cent of respondents under 35 years had seen or heard something about the change in law compared with between 77 and 89 per cent of respondents aged 35 years and over. There have been consistent significant differences in prompted awareness by age since baseline with the younger age being less aware of the change in law.

**Figure 2.5: Seen or heard anything about the change in law by age**



Base: 1,000 (W10 November 2015); 1,007 (W11 March 2016); 1,011 (W12 June 2016)

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

In waves 11 and 12 respondents were asked 'To what extent do you agree or disagree that, if an individual chooses not to register a decision, this should be treated as a decision to be a donor which families should be encouraged to accept?'

In wave 11, three quarters of respondents (75 per cent) agreed that if an individual chooses not to register a decision, this should be treated as a decision to be a donor which families should be encouraged to accept, one in ten (10 per cent) disagreed with this statement and 15 per cent neither agreed or disagreed, or didn't know.

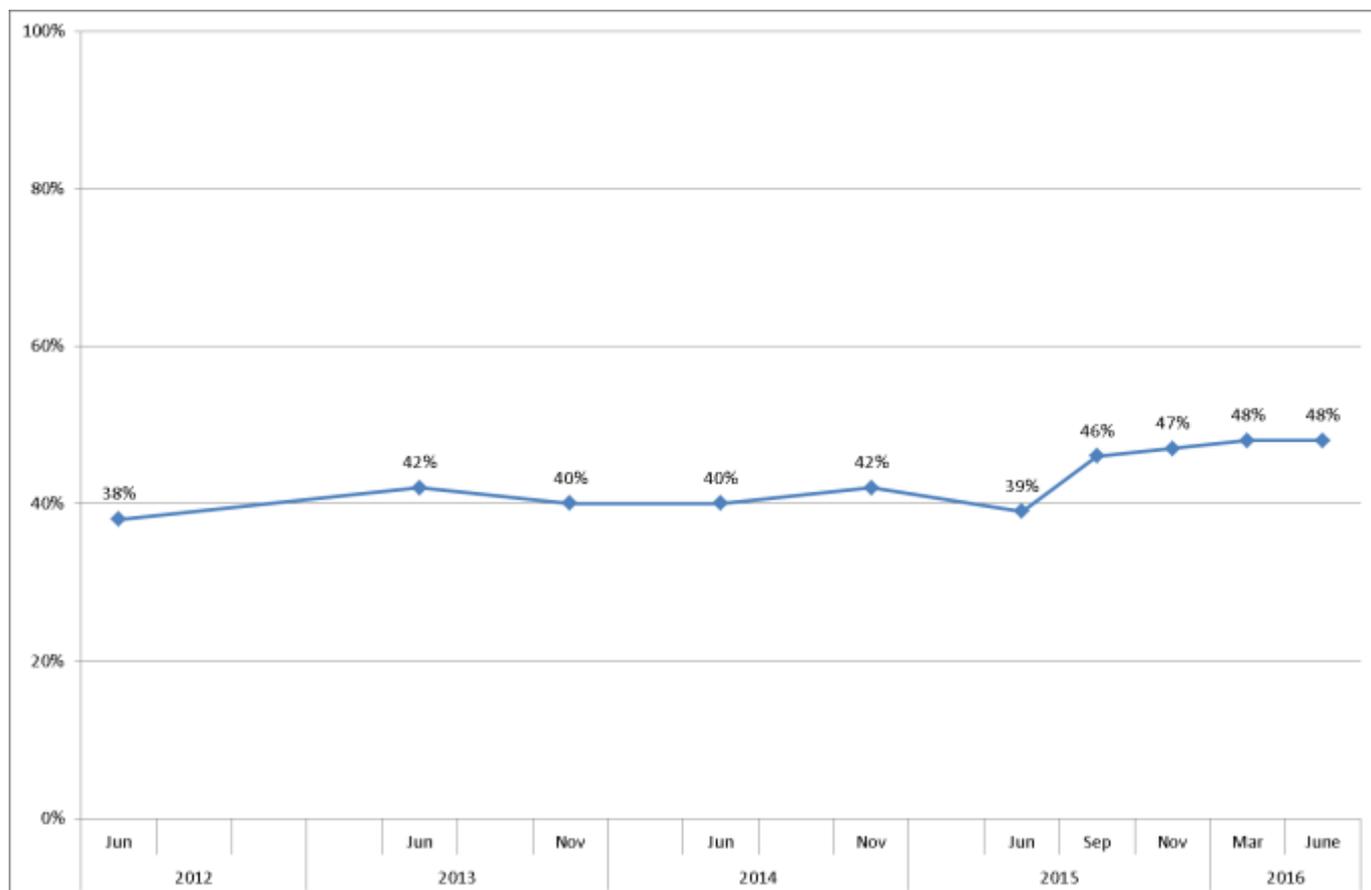
In wave 11 there were significant differences by social group. A larger proportion of respondents in social group ABC1 (80 per cent) agreed with this statement compared to respondents in C2DE (72 per cent). There were no significant differences by gender, age or region.

In wave 12, those who agreed with the statement decreased by seven percentage points to just under two in three (67 per cent). In wave 12 there were significant differences by region. Those who agreed with the statement was highest in Mid & West Wales (72 per cent) and West South Wales (72 per cent) and lowest in the Valleys (52 per cent). In wave 12 there were no significant differences by gender, age or social group.

#### 4. Discussing wishes with a family member

Respondents were asked ‘Have you ever discussed your wishes regarding organ donation after your death with a family member?’. As Figure 4.1 shows, the proportion of respondents that said they had discussed their wishes with a family member has increased to almost half over the past 3 waves (wave 10, 47 per cent; wave 11, 48 per cent; wave 12, 48 per cent).

**Figure 4.1: Have you ever discussed your wishes regarding organ donation after death with a family member?**



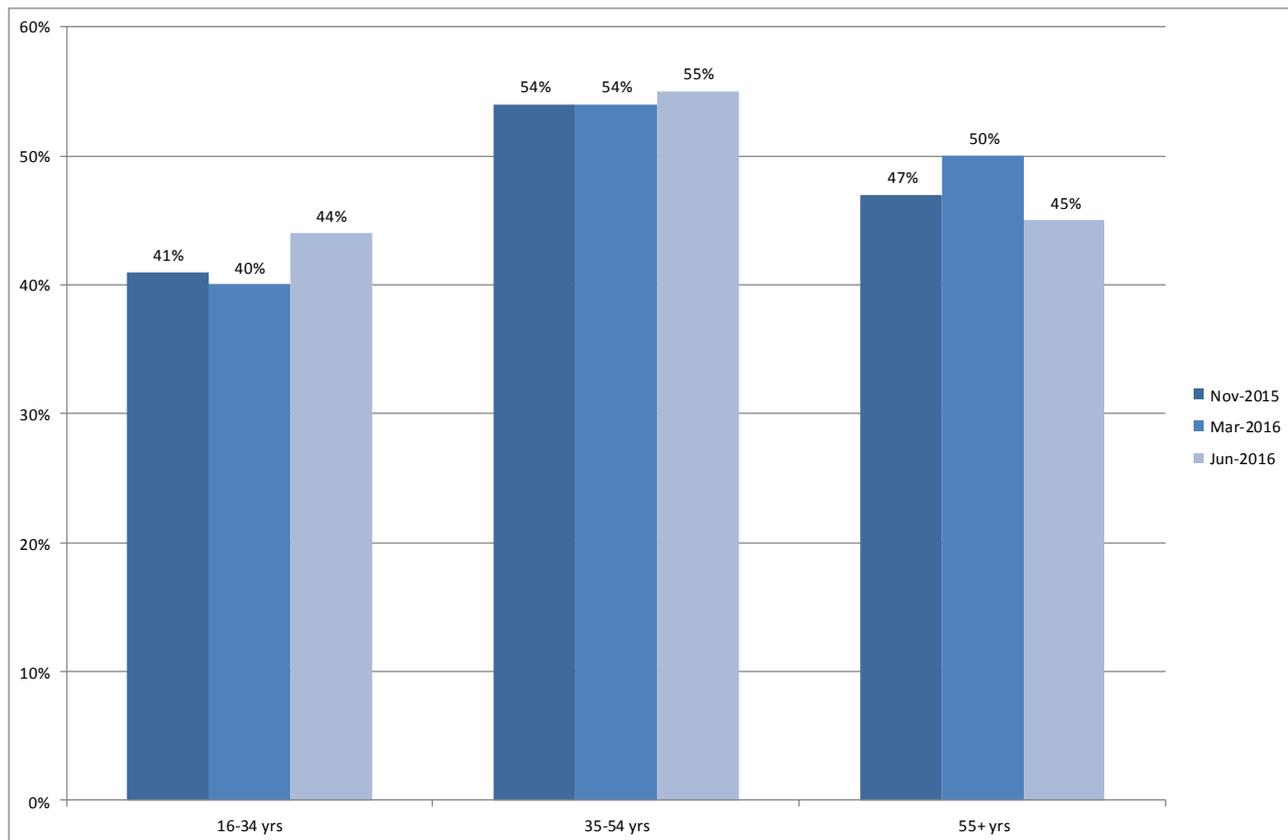
Base: 1,006 (W1 June 2012); 1,015 (W2 June 2013); 1,022 (W3 November 2013); 1,029 (W4 June 2014); 1,002 (W5 September 2014); 1,003 (W6 November 2014); 1,022 (W7 March 2015); 1,018 (W8 June 2015); 1,008 (W9 September 2015); 1,000 (W10 November 2015); 1,007 (W11 March 2016); 1,011 (W12 June 2016).

In waves 10, 11 and 12 there were significant differences by gender, age and social group in the proportion of respondents who had discussed their wishes regarding organ donation after their death with a family member.

A significantly greater proportion of women (52 percent wave 10; 53 per cent wave 11; 55 per cent wave 12) compared to men (43 per cent wave 10; 43 per cent wave 11; 40 per cent wave 12) had discussed their organ donation wishes with a family member. There have been consistent significant differences in discussing wishes by gender since baseline with men being less likely to discuss their wishes with a family member.

As figure 4.2 shows those aged between 35 and 54 were the most likely to discuss their wishes with a family member with between 50 and 55 per cent having done so. There have been significant differences across the majority of waves by social group with those in C2DE social groups being less likely to discuss their wishes.

**Figure 4.2: Have you ever discussed your wishes regarding organ donation after death with a family member by age**



Base: 1,000 (W10 November 2015); 1,007 (W11 March 2016); 1,011 (W12 June 2016).

A significantly greater proportion of respondents from the social group ABC1 (57 per cent wave 10; 58 per cent wave 11; 52 per cent wave 12) compared to social group C2DE (41 per cent wave 10; 42 per cent wave 11; 45 per cent wave 12) had discussed their organ donation wishes with a family member. There have been significant differences across the majority of waves by age and social group with those in C2DE social groups being less likely to discuss their wishes.

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

### **5.1 Behaviour since the new organ donation system was introduced.**

In waves 11 and 12 respondents were asked 'Since the new system of organ donation was introduced on the 1 December 2015, which of the following best describes what you have done?'

Eight out of ten respondents in wave 11 (80 per cent) and just over seven out of ten in wave 12 (72 per cent) said they have opted in or taken no action, around one in twenty (6 per cent wave 11; 5 per cent wave 12) said they have opted out and 14 per cent in wave 11 and 23 per cent in wave 12 said they didn't know or hadn't thought about it yet.

In wave 11 there were no significant differences in what respondents have done by gender. However, there were significant differences by region, social group and age. Respondents who opted in or had taken no action were highest in Cardiff and South East Wales (85 per cent) and lowest in West South Wales (71 per cent).

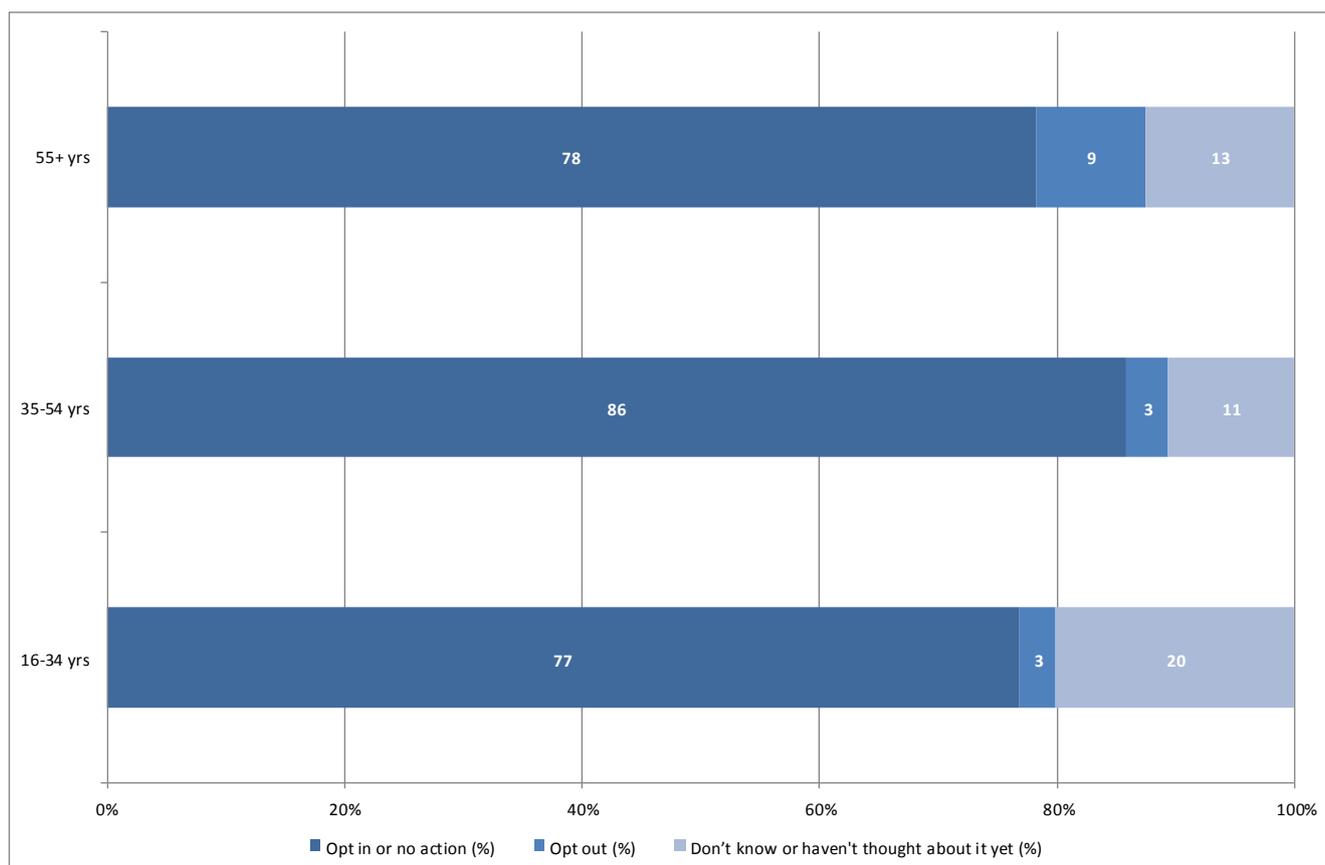
Respondents in social group ABC1 were more likely to have opted in or done nothing (85 per cent) compared to respondents in social group C2DE (77 per cent). Respondents in social group C2DE were more likely to have not thought about it yet or not know their decision (17 per cent) compared to those in social group ABC1 (10 per cent).

As figure 5.1 shows, respondents aged 16 to 34 years were more likely to not have thought about their decision or not know (20 per cent) compared to those respondents ages 35 to 54 years (11 per cent) and those ages 55+ (13 per cent).

Respondents aged 35 to 54 years were more likely to have opted in or taken no action (86 per cent) compared to respondents aged 16 to 34 (77 per cent) and respondents aged 55+ (78 per cent).

Respondents aged 55+ were more likely to have opted out (9 per cent) compared to respondents aged 16 to 34 (3 per cent) and respondents aged 35 to 54 years (3 per cent).

**Figure 5.1: Since the new system of organ donation was introduced on the 1 December 2015, which of the following best describes what you have done?**



Base: 1,007 (W11 March 2016).

In wave 12 there were no significant differences in what respondents have done since the new organ donation system was introduced by gender or age but there were significant differences by region and social group. The proportion of respondents who have opted in or taken no action was highest in Mid and West Wales (81 per cent) and lowest in the Valleys (66 per cent).

Respondents in social group ABC1 were more likely to have opted in or done nothing (77 per cent) compared to respondents in social group C2DE (69 per cent). Respondents in social group C2DE were more likely to have not thought about it yet or not know their decision (26 per cent) compared to those in social group ABC1 (18 per cent).

## 5.2 Discussing that decision with a family member

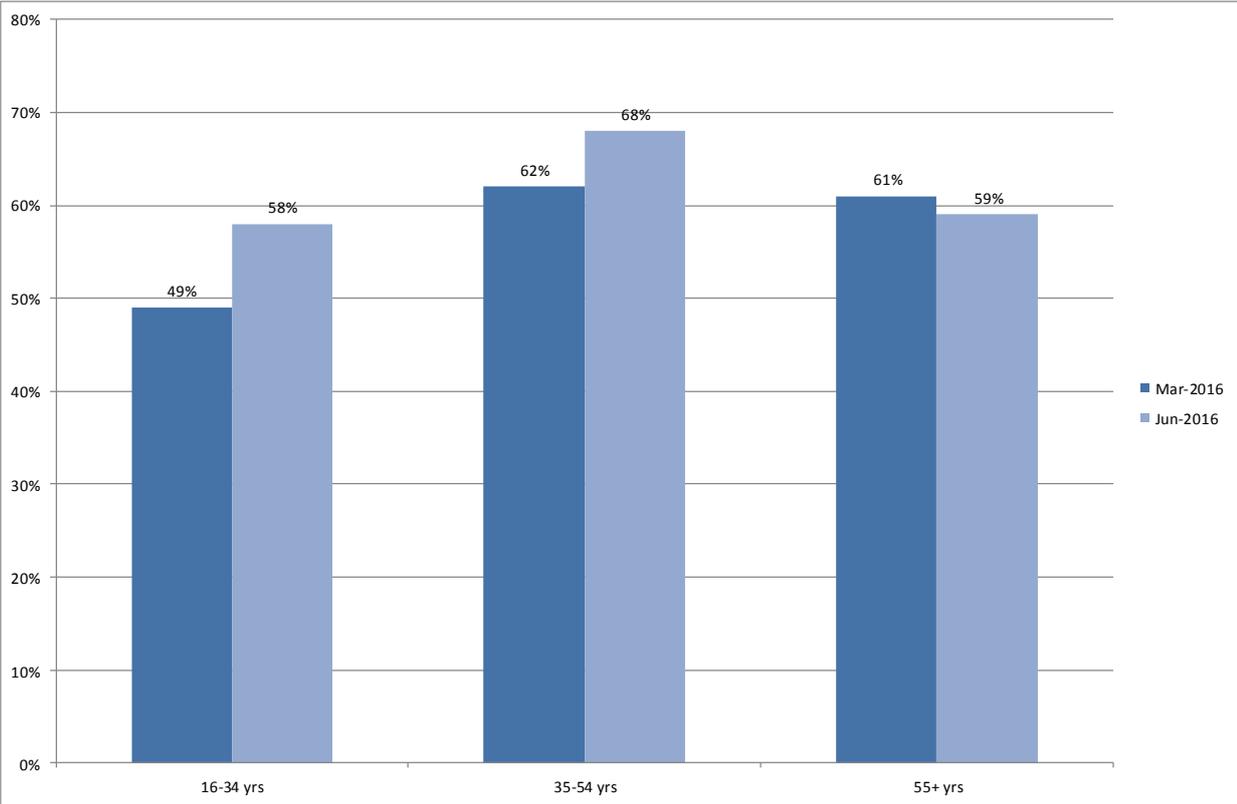
Respondents who had registered to opt in or take no action, or who opted out were asked 'Have you ever discussed your decision regarding organ donation after your death with a family member?'. In wave 11 and wave 12 around six in ten (58 per cent wave 11; 62 per cent wave 12) had discussed this decision with a family member and nearly four in ten (42 per cent wave 11; 38 per cent wave 12) had not.

There were significant differences by gender and age in waves 11 and 12. A significantly greater proportion of women (64 per cent wave 11; 67 per cent wave 12) compared to men (52 per cent wave 11; 57 per cent wave 12) had discussed their decision with a family member.

As figure 5.2 shows in wave 11 and wave 12 the proportion of respondents who had discussed their decision with a family member was lowest for respondents aged 16 to 34 (49 per cent wave 11; 58 per cent wave 12) and was highest for respondents aged 35 to 54 (62 per cent wave 11; 68 per cent wave 12).

In wave 11 there were significant differences by region and social group with those in North Wales (66 per cent) and those in social group ABC1 (66 per cent) most likely to have discussed that decision with a family member. There were no significant differences by region or social group in wave 12.

**Figure 5.2. Have you ever discussed your decision regarding organ donation after your death with a family member?**



Base: 1,007 (W11 March 2016); 1,011 (W12 June 2016)

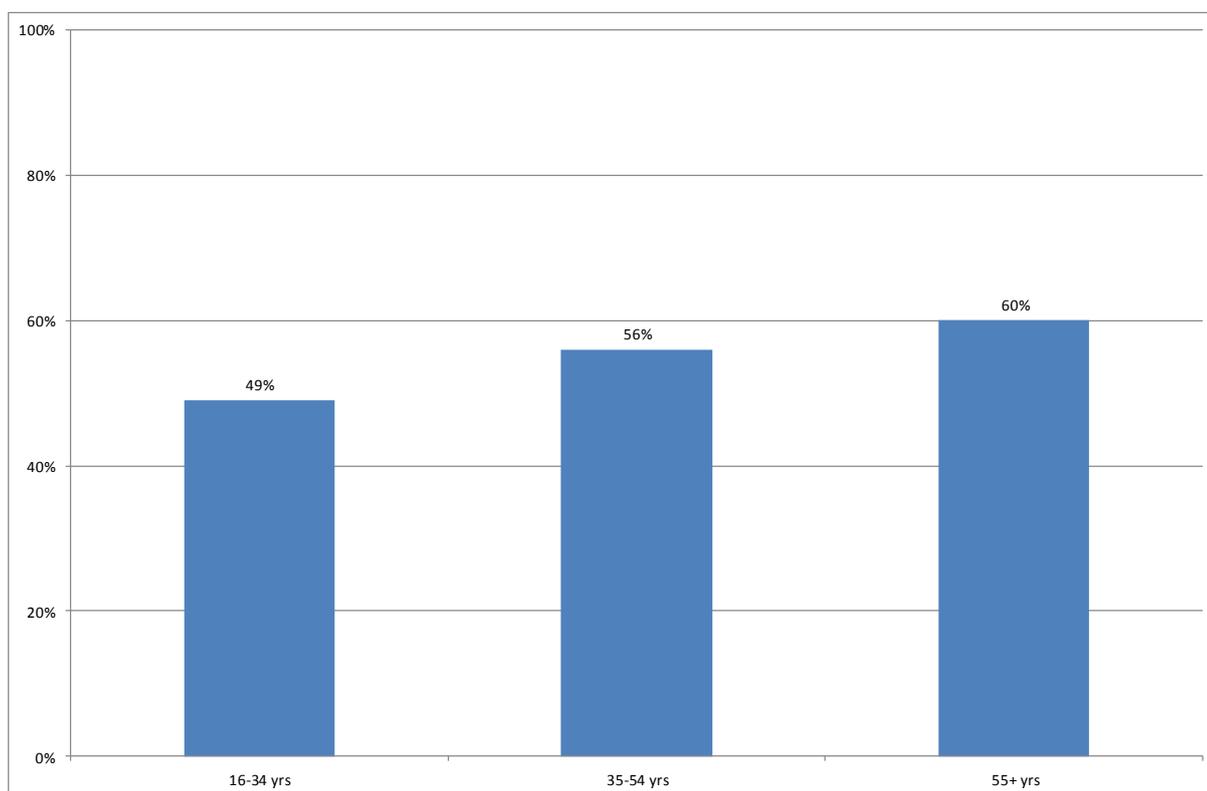
## 6. 'It's Time to Choose' campaign

In wave 10 respondents were asked, unprompted, 'Have you seen or heard any adverts or information about the new organ donation law in Wales?'.

The proportion of respondents that said they had seen or heard the 'It's Time to Choose' campaign adverts about organ donation was 56 per cent.

There were significant differences by age. As figure 6.1 shows around half of respondents (49 per cent) aged under 35 have seen the campaign adverts compared with around three in five of respondents aged 35-54 (56 per cent) and 55 and over (60 per cent).

**Figure 6.1: Awareness of the 'It's Time to Choose' campaign adverts or information by age**



Base: 1,000 (W 10 November 2015).

There were also significant differences by region and social group. In wave 10, North Wales had the highest percentage of respondents (64 per cent) who had seen or heard any adverts or information about the new organ donation law in Wales this compares to Mid & West Wales who had the lowest (44 per cent). A significantly greater proportion of respondents from the social group ABC1 (61 per cent) compared to social group C2DE (52 per cent) had seen or heard any adverts or information about the new organ donation law in Wales.

There was no significant difference by gender.

## **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 Wales are selected with probability proportional to resident population, after stratification by unitary authority and social group.

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 2011 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.

For Wave 10, most survey fieldwork was conducted between 16 and 29 November 2015, with a few interviews conducted after this date; and a total of 1,000 face-to-face interviews were conducted and analysed. For Wave 11, most survey fieldwork was conducted between 1 and 13 March 2016, with a few interviews conducted after this date; and a total of 1,007 face-to-face interviews were conducted and analysed. For Wave 12, most survey fieldwork was conducted between 6 and 19 June 2016, with a few interviews conducted after this date; and a total of 1,011 face-to-face interviews were conducted and analysed

### **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>3</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 is likely to reflect a genuine association in the population (i.e. the total adult population resident in Wales aged 16 years and over).

### **Coding of variables**

In order to perform the chi square analysis and to ensure clear presentation of the data, variables were coded into comparable groups. Those questions that have been coded are outlined below.

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

Question wording	Response	Assigned code
(Unprompted) Are you aware of any changes that have taken place to the organ donation system?	Yes	1 - Yes
	No	2- No or don't know
	Don't know	2- No or don't know
(Prompted) Are you aware of any changes that have taken place to the organ donation system?	Yes	1 - Yes
	No	2- No or don't know
	Don't know	2- No or don't know
To what extent do you agree or disagree that, if an individual chooses not to register a decision, this should be treated as a decision to be a donor which families should be encouraged to accept?	Strongly agree	1 - Agree
	Agree	1 - Agree
	Neither agree nor disagree	3 - Don't know or neither agree nor disagree
	Disagree	2 - Disagree
	Strongly disagree	2 - Disagree
	Don't know	3 - Don't know or neither agree nor disagree
Since the new system of organ donation was introduced on the 1 December 2015, which of the following best describes what you have done?	Registered to opt in	1 - Opt in or No action
	Nothing – as happy for presumed consent to apply	1 - Opt in or No action
	Nothing – but still considering my options	1 - Opt in or No action
	Registered to opt out	2 - Opt out
	Nothing- Haven't thought about it yet	3 - Don't know or haven't thought about it yet
	Don't know	3 - Don't know or haven't thought about it yet

## 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**

Region	Unitary authorities
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 groups

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

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

Social group	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 of the November 2015, March 2016 and June 2016 data. The numbers of respondents are given for the unweighted and weighted samples.

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

	Nov-2015		Mar-2016		Jun-2016	
	Unweighted sample	Weighted sample	Unweighted sample	Weighted sample	Unweighted sample	Weighted sample
<b>Region</b>						
North Wales	214	224	213	227	208	227
Mid & West Wales	142	169	193	172	162	172
Swansea Bay	196	169	175	171	202	173
Valleys	170	174	185	176	174	177
Cardiff & South East Wales	278	263	241	261	265	262
<b>Age</b>						
16 – 34 years	280	291	285	295	280	296
35 – 54 years	271	325	282	328	304	330
55+ years	444	379	439	383	462	384
<b>Gender</b>						
Men	463	488	439	489	438	491
Women	537	512	568	518	573	520
<b>Social group</b>						
ABC1	397	394	412	406	453	446
C2DE	592	595	590	596	544	550

## Annex B: Questionnaires

### Organ Donation Omnibus Questions

#### Wave 10

#### November 2015

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 changes that will be taking place 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 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 will change?

OPEN ENDED

Please take a look at this card

SHOWCARD

The National Assembly for Wales has passed a law to change the organ donation procedure to a 'soft opt out' system which comes into force from December 2015. People can now 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 law will allow family members to object to donation on the basis that they know the deceased person would not have wished to consent. 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 change?

- Yes
- No
- Don't know

Q5. Have you ever discussed your wishes regarding organ donation after your death with a family member?

- Yes
- No

'It's Time to Choose' campaign questions [separate part of omnibus questionnaire]

September 2015

ASK ALL

Q1. Have you seen or heard any adverts or information about the new organ donation law in Wales?

- Yes
- No
- Don't know

ASK THOSE AWARE OF ADVERTS AT Q1

Q2. Can you describe what you have seen or heard?

PROMPT: What are the main messages of the adverts?

PROMPT: Anything else?

RECORD VERBATIM

ASK THOSE AWARE OF ADVERTS AT Q1

Q3. Where did you see or hear the adverts?

DO NOT PROMPT

TV advert  
TV programme  
Sponsorship of TV programme

Radio advert  
Radio programme

Poster - in street  
Poster – on a bus / train  
Poster – at a bus / train station  
Poster – unspecific

Newspaper advert  
Newspaper article

Magazine advert  
Magazine article

Post card  
Leaflet  
Social media – e.g. facebook, twitter  
Organ Donation Wales website  
Any mention of Government website  
Any other website (please specify)  
Internet / website (unspecific)

Cinema advert

At an event / roadshow  
Mobile Advertising Van

Someone told me about it  
At work

Other (please specify)  
DK



ASK ALL

SHOW INFORMATION POSTCARD

Q4. I'd like you to take a look at this information postcard. Has your household received one of these in the post or not?

- Yes
- No
- Don't know



ORDER OF Q5a/b/c TO BE ROTATED

ASK ALL

PLAY TV ADVERT

Q5a. I'd like you watch this advert. Can you tell me if you have seen this before or not?

- Yes
- No
- Don't know



ASK ALL

PLAY RADIO ADVERT

Q5b. I'd like you to listen to this advert. Have you heard this before or not?

- Yes
- No
- Don't know



ASK ALL

SHOW BUS POSTER

Q5c. I'd like you to take a look at this advert. Have you seen this before or not?

- Yes
- No
- Don't know



ASK ALL

Q6. What do you think are the main messages that the adverts and information booklet are trying to get across?

PROMPT: Anything else?

RECORD VERBATIM



ASK ALL

Q7. I'm now going to read out some statements that other people have said about the adverts and information booklet I have shown you. I'd like you to tell me to what extent you agree or disagree with each one. There are no right or wrong answers – it's just your personal opinion we are interested in.

So firstly ...

ORDER OF STATEMENTS TO BE RANDOMISED BETWEEN RESPONDENTS

- They are easy to understand
- They are not aimed at people like me
- They have made me think about my own organ donation decision
- They encourage me to make a choice about my organ donation decision
- They have not encouraged me to discuss organ donation with my family

SHOW CARD

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know

## Organ Donation Omnibus Questions

### Wave 11 and 12

March and June 2016

Q1. (UNPROMPTED) Are you aware of any changes that have taken place to the organ donation system?

- Yes
- No
- Don't know

ASK IF AWARE OF ANY CHANGES AT Q2

Q2. Can you tell me how you think the system has changed?

OPEN ENDED

**Please take a look at this card**

SHOWCARD

The Welsh Government introduced a new organ donation system on 1 December 2015. People can now 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 new system allows family members to object to donation on the basis that they know the deceased person would not have wished to consent. The opportunity to 'opt in' and register a decision to be a donor continues.

Q3. (PROMPTED) Before today, have you seen or heard anything about this change?

- Yes
- No
- Don't know

Q4. To what extent do you agree or disagree that, if an individual chooses not to register a decision, this should be treated as a decision to be a donor which families should be encouraged to accept?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Don't know

Q5. Have you ever discussed your wishes regarding organ donation after your death with a family member?

- Yes
- No

Q6. Since the new system of organ donation was introduced on the 1 December 2015, which of the following best describes what you have done?

- 01: Registered to opt in
- 02: Registered to opt out
- 03: Nothing – as happy for presumed consent to apply
- 04: Nothing – but still considering my options
- 05: Nothing – haven't thought about it yet'

ASK Q7 IF ANSWER CODES 1 OR 2 OR 3 AT Q6

Q7. Have you ever discussed that decision with a family member?

- Yes
- No