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Analysis for Policy

Social research

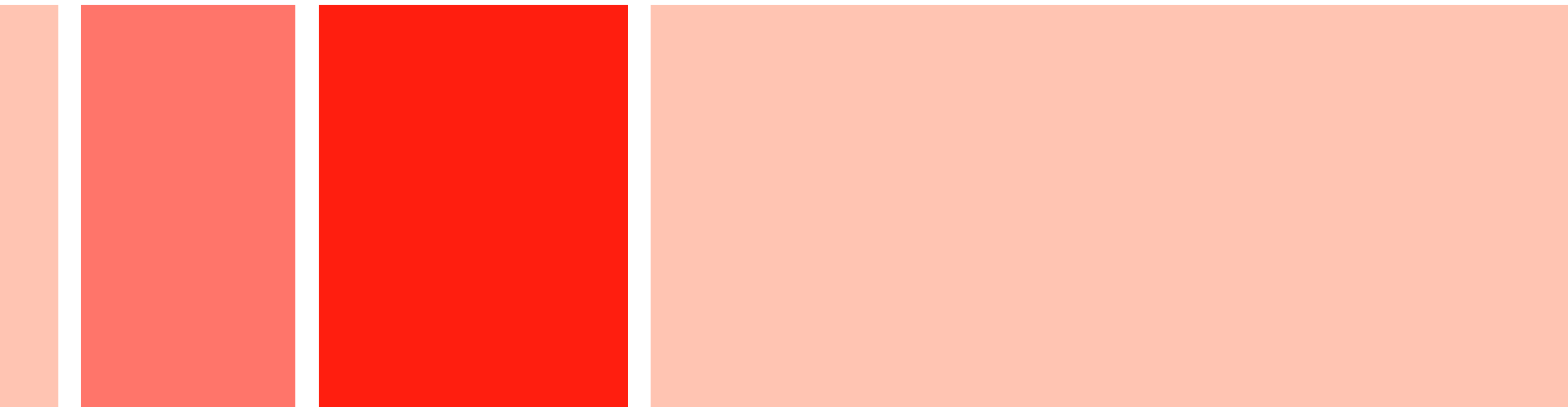
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Survey of Public Attitudes to Organ Donation: Wave 2



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Key findings

- Questions about organ donation were asked of 1,015 respondents who were interviewed as part of the June 2013 wave of the Wales Omnibus Survey, conducted by Beaufort Research Ltd.
- This report presents findings that allow public attitudes, awareness and understanding of the organ donation system in Wales to be monitored. Where possible, findings are compared with the baseline survey carried out in June 2012.

Awareness and understanding of changes to the organ donation system

- Respondents were asked, unprompted, if they were aware of any proposed changes to the current system of organ donation. In 2013, 57 per cent of respondents reported that they were aware of a proposed change compared with 53 per cent in 2012.
- Awareness of any proposed change was highest in Mid and West Wales (65 per cent). Awareness tended to be lower among:
 - 16 to 34 year olds; and
 - Respondents from C2DE social groups.
- However, between 2012 and 2013, awareness among 16 to 34 year olds of any proposed change increased significantly from 32 per cent to 44 per cent, while remaining stable among older age groups.
- Of those who were aware of a proposed change to the organ donation system, the main source of awareness was a TV news show or other programme.
- Respondents who were aware of a proposed change were asked, unprompted, 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.

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

- Respondents were shown a description of the new system of organ donation proposed by the Welsh Government and asked if they had previously seen or heard anything about the proposal. Between 2012 and 2013, the proportion of respondents that had seen or heard something about the proposed change remained stable at 58 per cent.
- Awareness of the proposal was highest in North Wales and Mid & West Wales, where around two thirds of respondents (65 per cent) had seen or heard something about the proposal.

- Awareness tended to be lower among:
 - 16 to 34 year olds; and
 - Respondents from C2DE social groups.
- However, between 2012 and 2013, awareness of the proposal among 16 to 34 year olds increased significantly from 34 per cent to 47 per cent.

Attitudes towards changes to the organ donation system

- Respondents were asked whether they were in favour of, or against, the proposed changes to the organ donation system, or whether they needed more information to decide. Between 2012 and 2013, the proportion of respondents:
 - **in favour** increased significantly from 49 per cent to 61 per cent;
 - **against** decreased significantly from 22 per cent to 17 per cent; and
 - that **need more information** to decide decreased significantly from 21 per cent to 16 per cent.
- Support for the proposed changes was highest in Cardiff & South East Wales and North Wales (around two thirds of respondents in favour), and lowest in Swansea Bay (around half of respondents in favour).
- Across each age category, the proportion of respondents in favour of the proposed changes increased significantly between 2012 and 2013. Support for the proposed changes remained highest among 35 to 54 year olds (65 per cent in favour); and lowest among respondents aged 55 years and over (57 per cent in favour).
- There was a significant difference by social group, with 65 per cent of ABC1 respondents (managerial, administrative and professional workers) in favour of the proposed changes compared with 58 per cent of C2DE respondents (manual workers, state pensioners and unemployed).
- The most common reason given for being in favour of the change in legislation was that more lives could be saved. The most common reason given for being against the change was that it removes choice from the individual.

Statements about the soft opt-out system

- Between 2012 and 2013, the proportion of respondents agreeing 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' increased significantly from around two thirds to three quarters.
- In 2013, around one third of respondents agreed that 'the soft opt-out system gives the government too much control' and that 'organ donation is

a gift which the soft opt-out system will take away' – a significant decrease from around four out of ten respondents in 2012.

Behaviour under soft opt-out system of organ donation

- Respondents were asked what they think they would do if the new soft opt-out system of organ donation was introduced. Between 2012 and 2013, the proportion of respondents that:
 - would **opt in or take no action** increased significantly from 63 per cent to 68 percent;
 - would **opt out** remained stable at around one out of five respondents; and
 - **didn't know** decreased significantly from 18 per cent to 12 per cent.
- Across all regions in 2013, a majority of respondents reported that they would opt in or take no action. However, the proportion of respondents that reported they would opt out ranged from 16 per cent (North Wales and Cardiff & South East Wales) to 30 per cent (Valleys).
- A greater proportion of respondents aged 55 years and over thought they would opt out (25 per cent) than those younger than 55 years (17 per cent).

Role of the family in organ donation

- Between 2012 and 2013, the proportion of respondents that had discussed their wishes regarding organ donation with a family member increased significantly from 38 per cent to 42 per cent. In 2013, this figure was higher among women (49 per cent) than men (36 per cent).
- Between 2012 and 2013, the proportion of respondents who thought that a family member would know their wishes in respect of organ donation in the event of their death remained at around six out of ten. In 2013, this figure was higher among ABC1 respondents (67 per cent) than C2DE respondents (56 per cent).

Heart to Heart campaign

- Respondents were shown images of the poster adverts for the Welsh Government's *Heart to Heart* campaign and asked if they had seen any of them before or not. In total, 12 per cent of respondents had seen one or more of the poster adverts.
- All respondents were asked, unprompted, what they thought were the main messages that the adverts were trying to get across. The most common answers were that the message was to promote organ donation, or more specifically, to promote discussion of wishes about organ donation.

- In total, two thirds of respondents (67 per cent) agreed that the adverts were 'easy to understand'; and one third (33 per cent) agreed that the adverts had made them 'think of discussing their wishes about organ donation' with their family. Around half of respondents (53 per cent) agreed that the adverts were 'aimed at people like me'.

1. Introduction

1.1 Background

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

Under the new law, adults who live and die in Wales will be deemed to have given their consent to donation unless they register a decision to be a donor (opt in) or register a decision not to be a donor (opt out). People will need to be over the age of 18 and to have lived in Wales for 12 months or more for deemed consent to apply. Where deemed consent applies, the law will allow family members to provide information if they know the deceased person would not have wished to consent. People who lack capacity to understand that consent could be deemed are also excluded from this new system.

A two year communications campaign will be undertaken by the Welsh Government before the new system comes into effect to ensure members of the public are fully informed on what the changes will 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 is being collected at regular intervals between June 2012 and June 2016.

1.2 About this report

Questions about organ donation were asked of 1,015 respondents who were interviewed as part of the June 2013 wave of the Wales Omnibus Survey. The survey is designed to be representative of the population resident in Wales aged 16 years and over.

Most survey fieldwork was conducted between 14 and 25 June 2013, with a few interviews conducted after this date. The fieldwork took place prior to the spike in media coverage that occurred around the time that the Human Transplantation (Wales) Bill was passed by the National Assembly for Wales on 2 July 2013.

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 the baseline survey carried out in June 2012¹. 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 population².

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

¹ Findings report available here:
<http://wales.gov.uk/about/aboutresearch/social/latestresearch/publicattitudesorgandonation/?lang=en>

² 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 opt in or register as a donor, or carry a donor card. However, one out of five 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 ^a
Opt in / register	40
Carry donor card	36
<i>Don't know</i>	21
Permission from the family / family decide	6
Other responses reported by less than 5 per cent of respondents ^b	
New compulsory system	
Opt-out system	
Use organs from those who have died	
<i>Other</i>	

Base: 1,015 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. In 2013, 57 per cent of respondents reported that they were aware of a proposed change compared with 53 per cent in 2012 (Table 2.2).

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

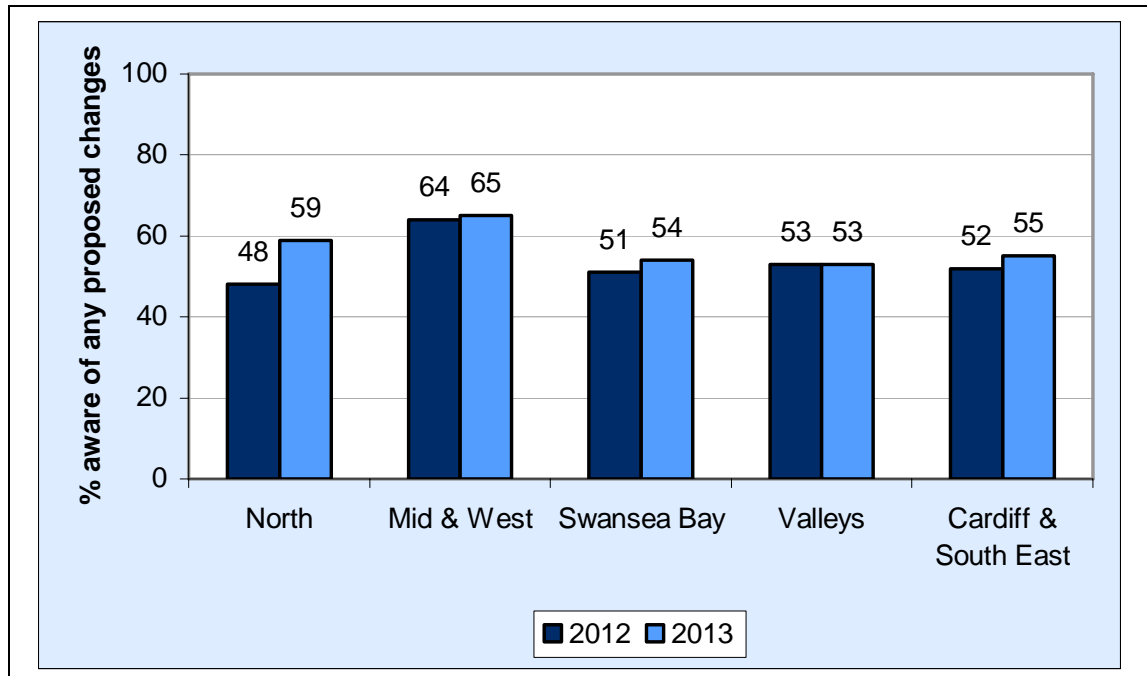
Response	Percentage of respondents 2012 ^a	Percentage of respondents 2013 ^a
Yes	53	57
No	46	41
<i>Don't know</i>	1	1

Base: 1,006 respondents (2012); 1,015 respondents (2013).

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

Between 2012 and 2013, awareness of any proposed changes increased significantly in North Wales from 48 per cent to 59 per cent of respondents. Awareness of any proposed changes remained highest in Mid & West Wales (Figure 2.1).

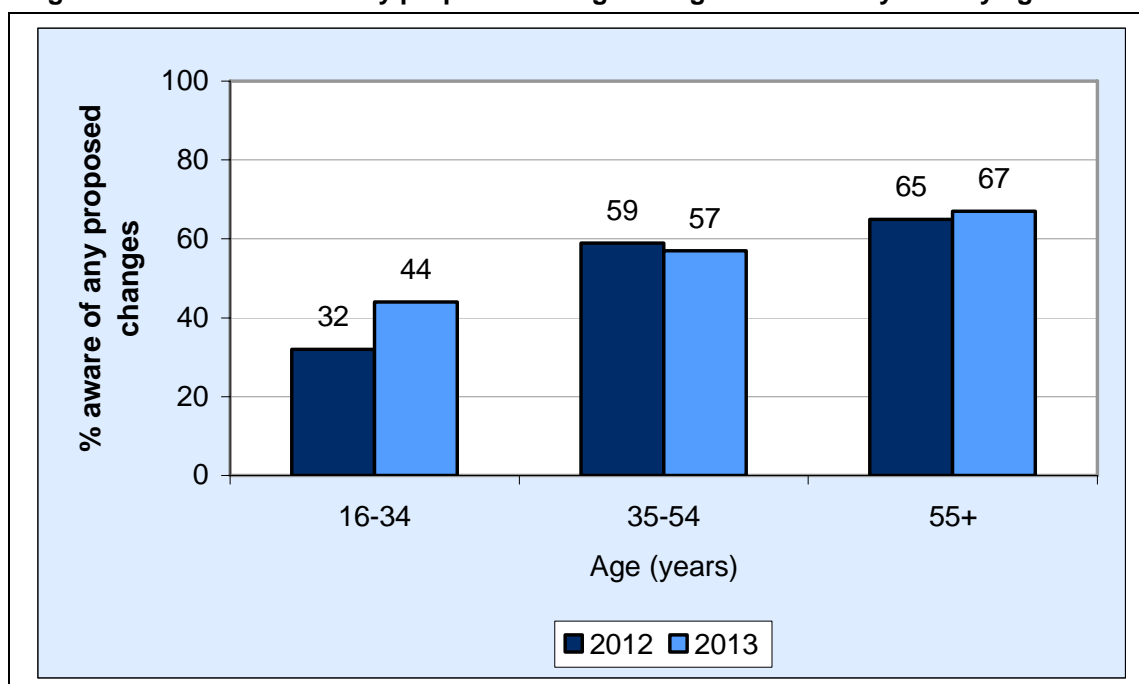
Figure 2.1: Awareness of any proposed change to organ donation system by region



Base: 1,006 respondents (2012); 1,015 respondents (2013).

There was a significant relationship between awareness of any proposed change and age, with awareness lowest among the youngest age category (16 to 34 year olds). However, as Figure 2.2 shows, awareness of any proposed change among this age group increased significantly between 2012 and 2013, while remaining stable among the older age groups.

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



Base: 1,006 respondents; 1,015 respondents.

There was also a significant difference by social group, with 68 per cent of ABC1 respondents aware of a proposed change, compared with 48 per cent of C2DE respondents³. The figures for 2012 were 63 per cent (ABC1) and 46 per cent (C2DE).

There were no significant differences 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, the main source of awareness was a TV news show or other programme (Table 2.3).

³ Social groups ABC1 include managerial, administrative and professional workers. Social groups C2DE include manual workers, state pensioners and unemployed.

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

Response	Percentage of respondents ^a
On TV (news / programme)	71
Someone told me	9
On radio (news / programme)	8
Local newspaper (news article)	7
On TV (advertising)	6
Online	5
Other responses reported by less than 5 per cent of respondents ^b	
Leaflet or poster	
National Wales newspaper (news article)	
National UK newspaper (news article)	
<i>Other</i>	

Base: All respondents who were aware of any proposed changes to the organ donation system (580 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 ^a
Opt-out / presumed consent	69
Mandatory / compulsory	10
<i>Don't know</i>	10
Other responses reported by less than 10 per cent of respondents ^b	
Family will decide	
Family will have no say	
Need to carry opt-out card	
Opt-in	
<i>Other</i>	

Base: All respondents who were aware of any proposed changes to the organ donation system (580 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 Government⁴ and asked if they had previously seen or heard anything about the proposal. As shown in Table 2.5, between 2012 and 2013 there was no change in the proportion of respondents that 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)^a

Response	Percentage of respondents 2012 ^b	Percentage of respondents 2013 ^b
Yes	58	58
No	41	41
<i>Don't know</i>	1	1

Base: 1,006 respondents (2012); 1,015 respondents (2013).

(a) Wording of descriptions shown in 2012 and 2013 differed slightly to reflect changes in the proposed legislation during this time – see Annex C for more detail.

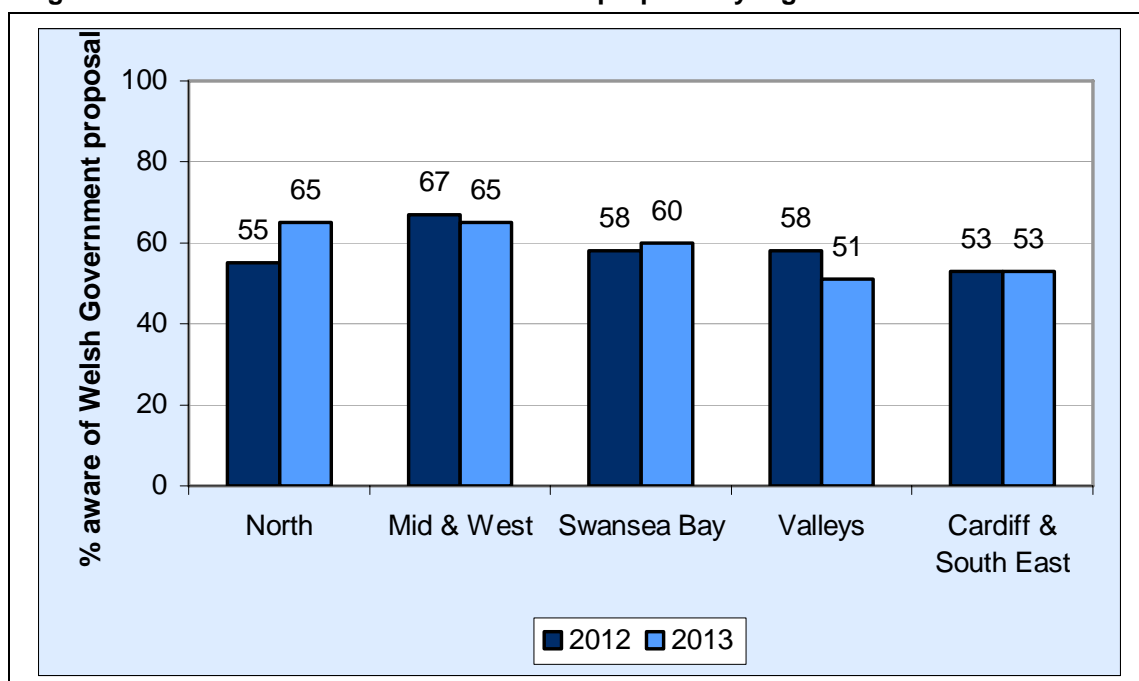
(b) May not sum to exactly 100 per cent due to rounding.

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

Between 2012 and 2013, awareness of the Welsh Government proposal increased significantly in North Wales, although there were no significant changes in any other regions (Figure 2.3).

⁴ In the June 2013 survey, respondents were shown the following description: “The National Assembly for Wales 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 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.”

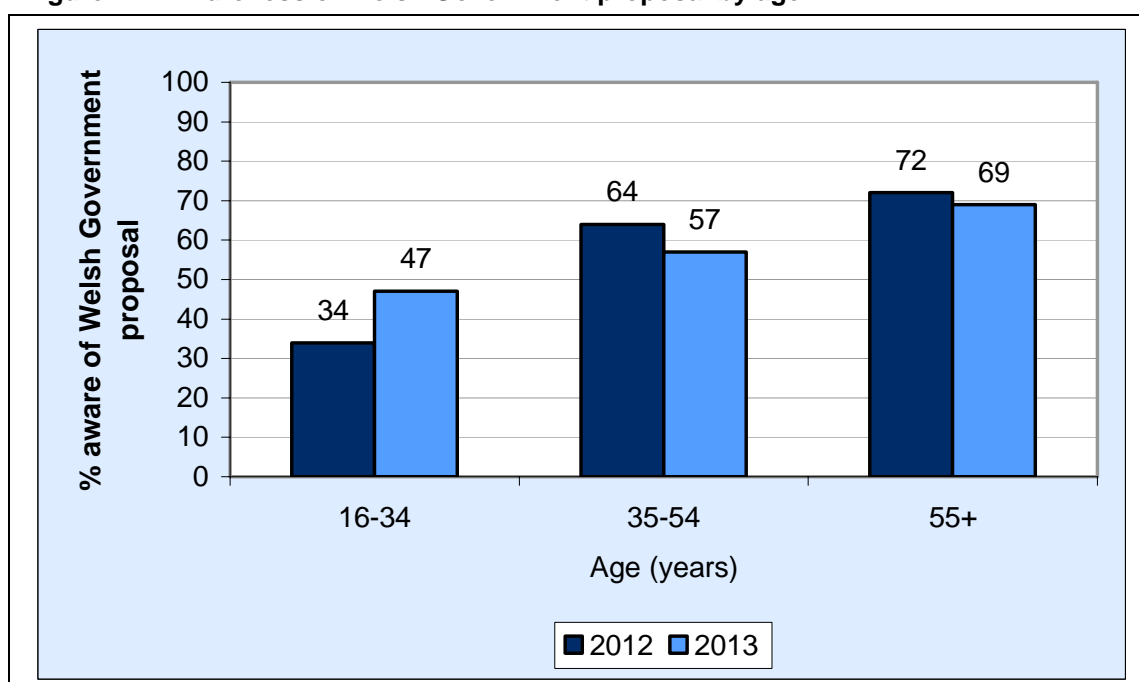
Figure 2.3: Awareness of Welsh Government proposal by region



Base: 1,006 respondents (2012); 1,015 respondents (2013).

There was a significant relationship between age and awareness of the Welsh Government proposal. As Figure 2.4 shows, awareness of the proposal was higher among the older age categories. Between 2012 and 2013 however, awareness increased significantly among 16-34 year olds (there were no significant changes for the other two age categories).

Figure 2.4: Awareness of Welsh Government proposal by age



Base: 1,006 respondents (2012); 1,015 respondents (2013).

There was no significant difference in the proportions of men and women who were aware of a proposed change. However, there was a significant difference by social group, with 69 per cent of ABC1 respondents having seen or heard something about the Welsh Government proposal compared with 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, the proposed changes to the organ donation system in Wales, or whether they needed more information to decide.

Between 2012 and 2013, the proportion of respondents in favour of the change in legislation increased significantly from 49 per cent to 61 per cent, while the proportion against the change decreased significantly from 22 per cent to 17 per cent. The proportion of respondents that said they need more information to decide also decreased significantly (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 ^a	Percentage of respondents 2012 ^a	Percentage of respondents 2013 ^b
I am in favour of this change in legislation	49	61
I am against this change in legislation	22	17
I need more information to decide	21	16
<i>Don't know</i>	8	6

Base: 1,006 respondents (2012); 1,015 respondents (2013).

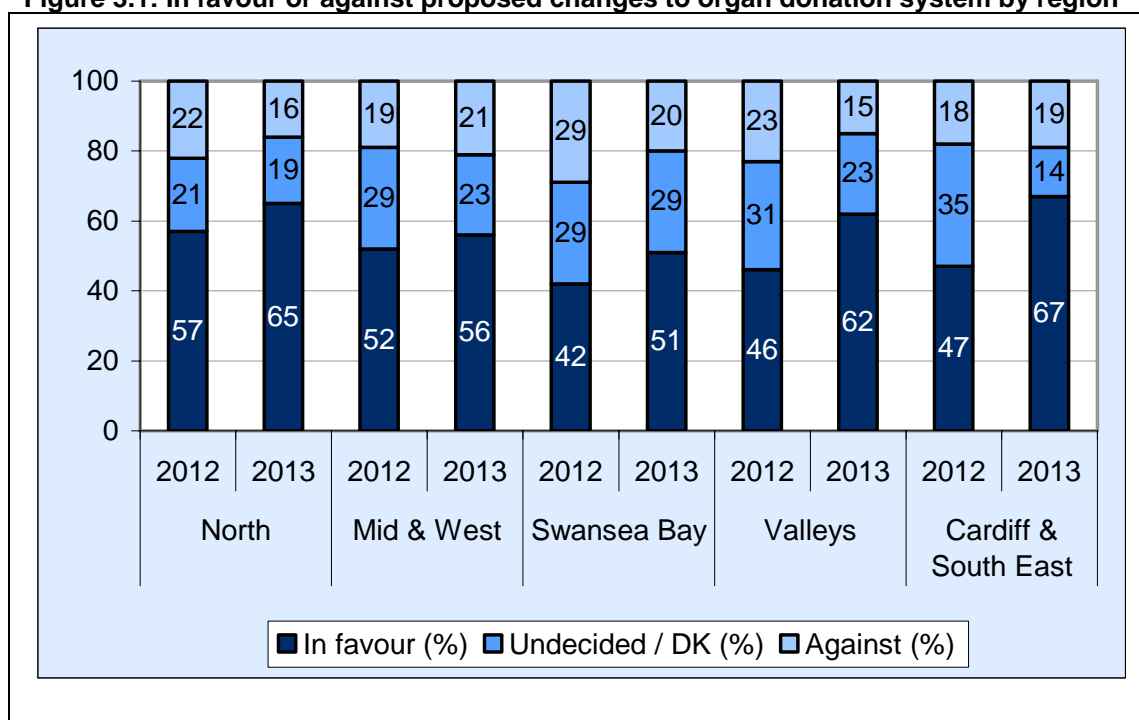
(a) Wording of response options shown in 2012 and 2013 differed slightly to more accurately reflect the changes proposed in the legislation – see Annex C for more detail.

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

Between 2012 and 2013, the largest increase in support occurred in Cardiff & South East Wales, where it rose by 20 percentage points (Figure 3.1).

In 2013, support for the proposed changes to the organ donation system was highest in Cardiff & South East Wales and North Wales (where around two thirds of respondents were in favour), and lowest in Swansea Bay (where around half of respondents were in favour).

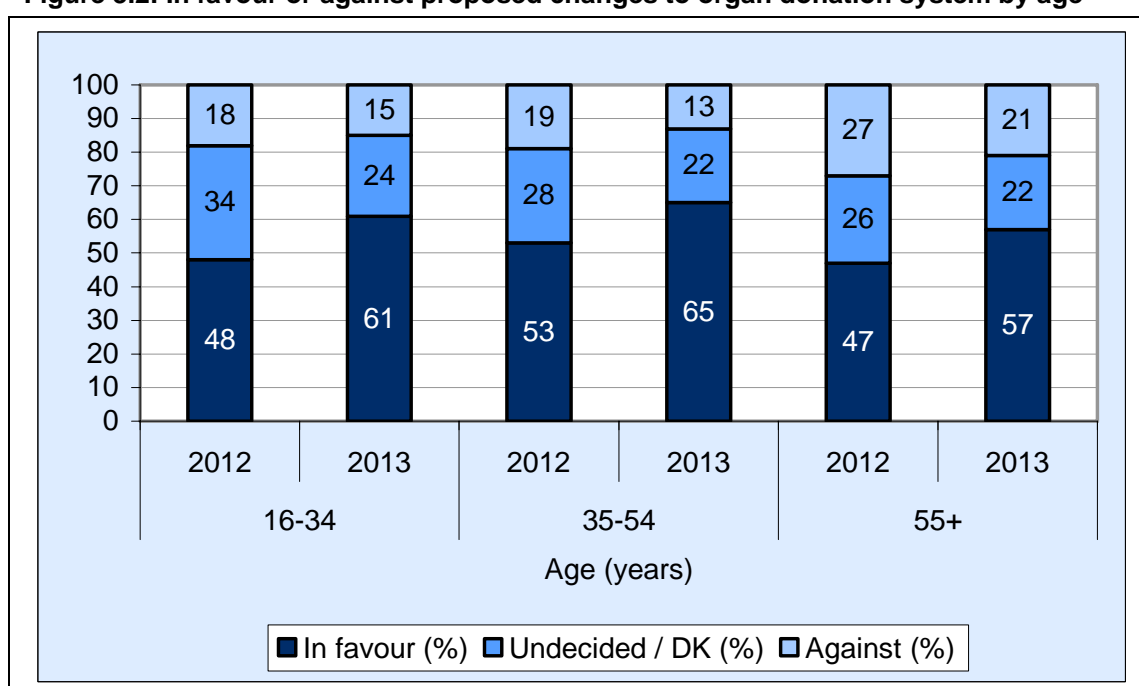
Figure 3.1: In favour or against proposed changes to organ donation system by region



Base: 1,006 respondents (2012); 1,015 respondents (2013).

Across each age category, the proportion of respondents in favour of the proposed change increased significantly between 2012 and 2013 (Figure 3.2). Support for the proposed changes to the organ donation system remained highest among 35 to 54 year olds, with around two thirds (65 per cent) in favour in 2013.

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



Base: 1,006 respondents (2012); 1,015 respondents (2013).

There was a significant difference by social group, with 65 per cent of ABC1 respondents in favour compared with 58 per cent of C2DE respondents. In 2012, the corresponding figures were 56 per cent (ABC1) and 44 per cent (C2DE), so significant increases in the proportion of respondents in favour are found in both social groups. There was no significant difference by gender.

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 reason – given by a quarter of respondents – was that it would result in more lives being saved (Table 3.2).

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

Response	Percentage of respondents ^a
Saves lives	25
Increase donors / organs available	13
Will benefit others / help people	11
People don't get around to making a decision	10
There is a need for more organs	8
Still have choice to opt out / gives people choice	8
Other responses reported by less than 8 per cent of respondents ^b	
Agree with it / in favour of it	
Easier / simpler	
Don't need organs when you're dead	
Right thing to do / good thing	
<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 (619 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.

Of those who were against the changes, the most common reason – given by around one third of respondents – was that it removes choice from the individual (Table 3.3).

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

Response	Percentage of respondents ^a
Removes choice / taken out of control of individual	32
Prefer current system / should opt in if want to donate	20
Don't want to donate / don't agree with it	16
Other responses reported by less than 10 per cent of respondents ^b	
Could upset family	
People might not be aware of system (and therefore no choice is made)	
State / government control	
Unfair to make assumption	
<i>Other</i>	

Base: All respondents who were against changing to a system where people opt out of organ donation rather than opt in (171 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 (166 respondents) were asked what additional information they need. The most common response, given by 47 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

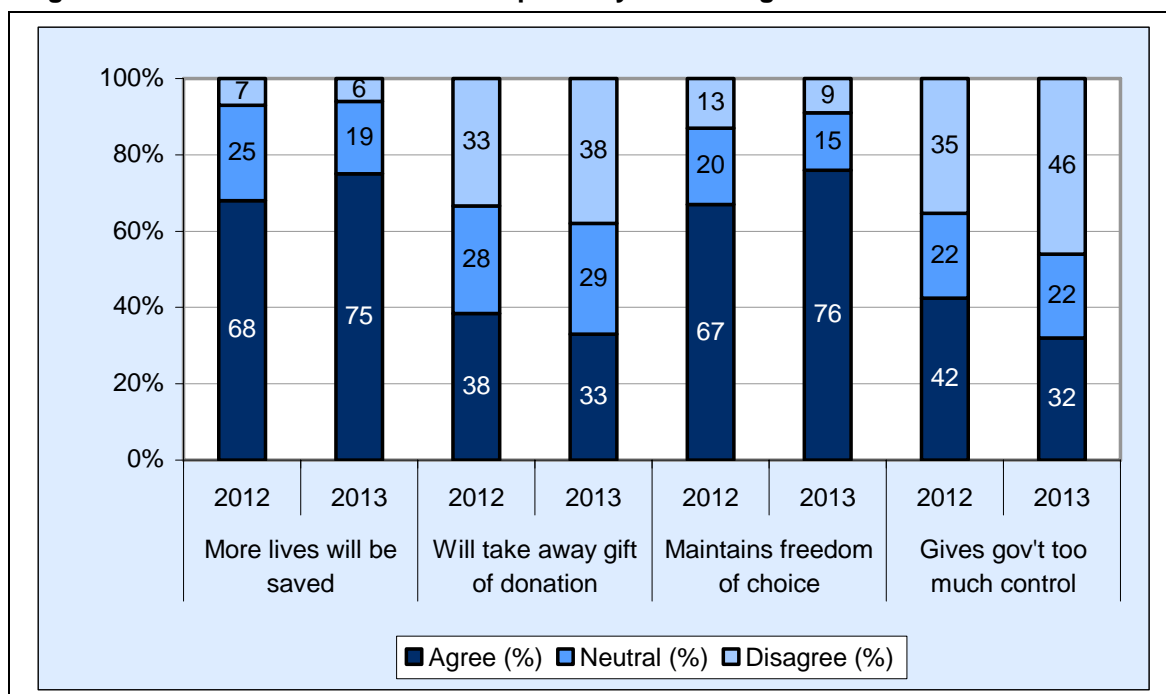
All respondents were asked to what extent they agreed or disagreed with the following statements (two positively worded and two negatively worded) about the proposed changes to the organ donation system:

- 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

Between 2012 and 2013, the proportion of respondents agreeing 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’ increased from around two thirds to three quarters.

In 2013, around one third of respondents agreed that ‘the soft opt-out system gives the government too much control’ and that ‘organ donation is a gift which the soft opt-out system will take away’ – a decrease from around four out of ten respondents in 2012 (Figure 4.1).

Figure 4.1: Statements about the soft opt-out system of organ donation ^{a, b}



Base: 1,006 respondents (2012); 1,015 respondents (2013).

(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’.

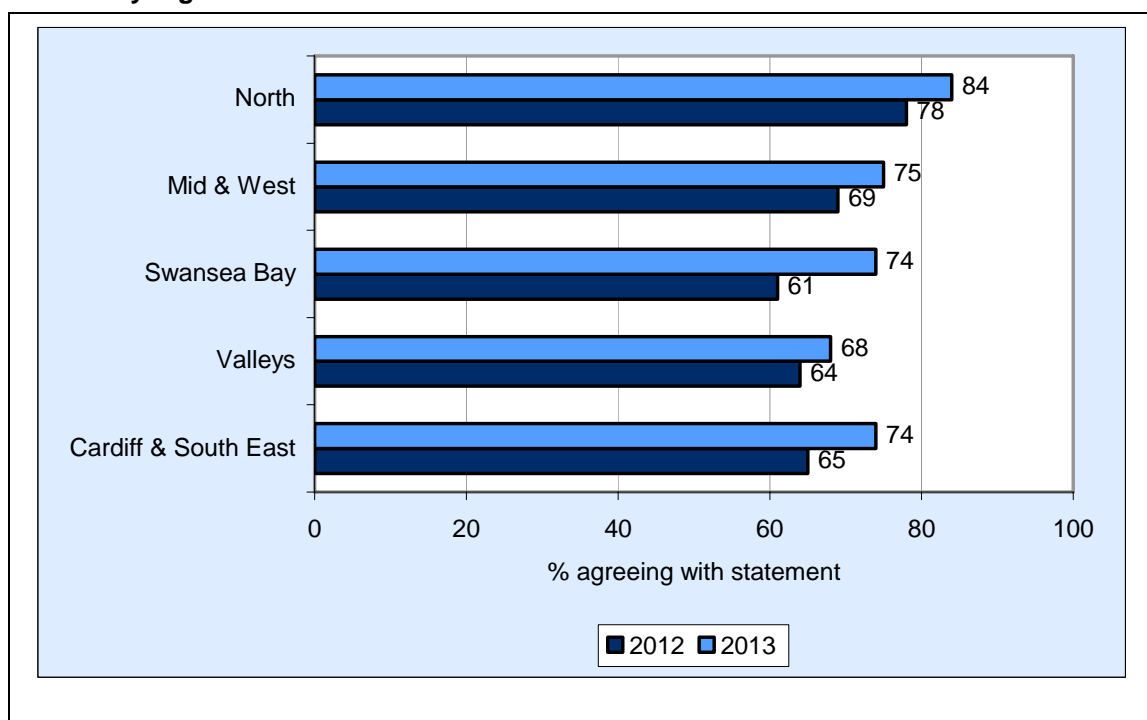
(b) May not sum to exactly 100 per cent due to rounding.

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

In 2013, there were significant differences by region in the proportion of respondents agreeing that 'the proposed soft opt-out system for Wales will result in more lives being saved'. Agreement with this statement was highest in North Wales (84 per cent) and lowest in the Valleys (68 per cent).

Between 2012 and 2013, the proportion of respondents that agreed that with this statement increased across all regions, ranging from four percentage points in the Valleys to 13 percentage points in Swansea Bay (Figure 4.2).

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



Base: 1,006 respondents (2012); 1,015 respondents (2013).

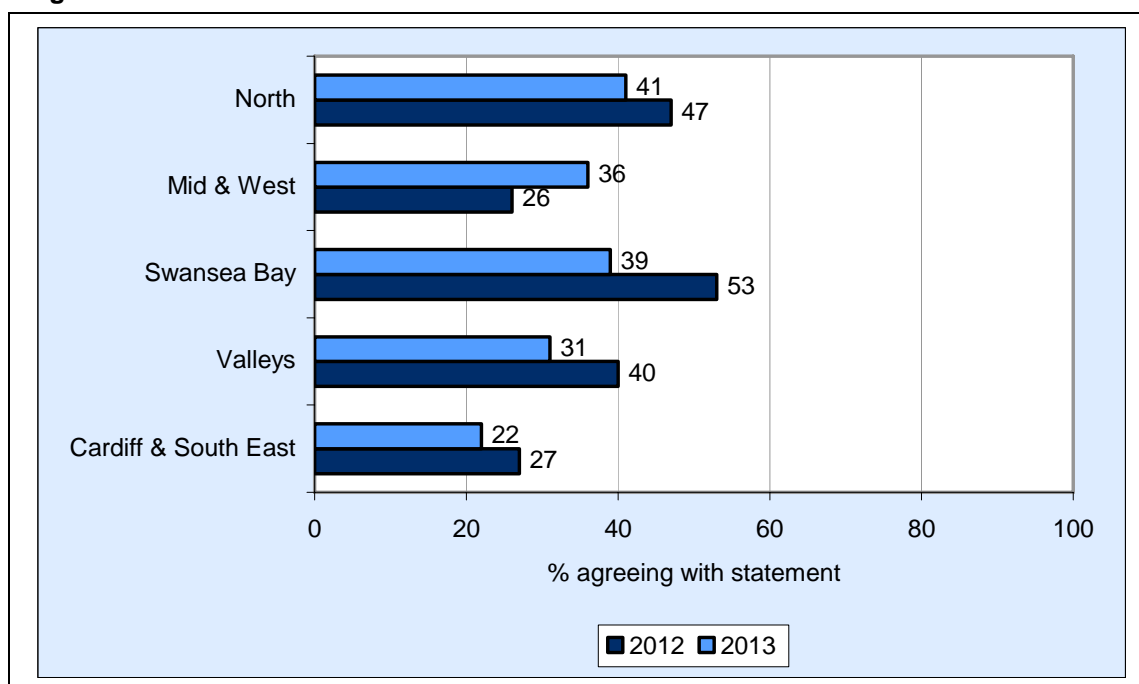
There were no significant differences in 2013 by age, gender or social group in the proportion of respondents that agreed with the statement.

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

In 2013, there were significant differences by region in the proportion of respondents agreeing that 'organ donation is a gift which the soft opt-out system will take away'. Agreement with the statement was highest North Wales and Swansea Bay, where around four out of ten respondents agreed; and lowest in Cardiff & South East Wales, where less than a quarter agreed (Figure 4.3).

Between 2012 and 2013, the proportion of respondents agreeing with the statement decreased in every region except Mid & West Wales, where it increased by 10 percentage points. The largest decrease in the proportion of respondents agreeing with the statement was in Swansea Bay (14 percentage points).

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



Base: 1,006 respondents (2012); 1,015 respondents (2013).

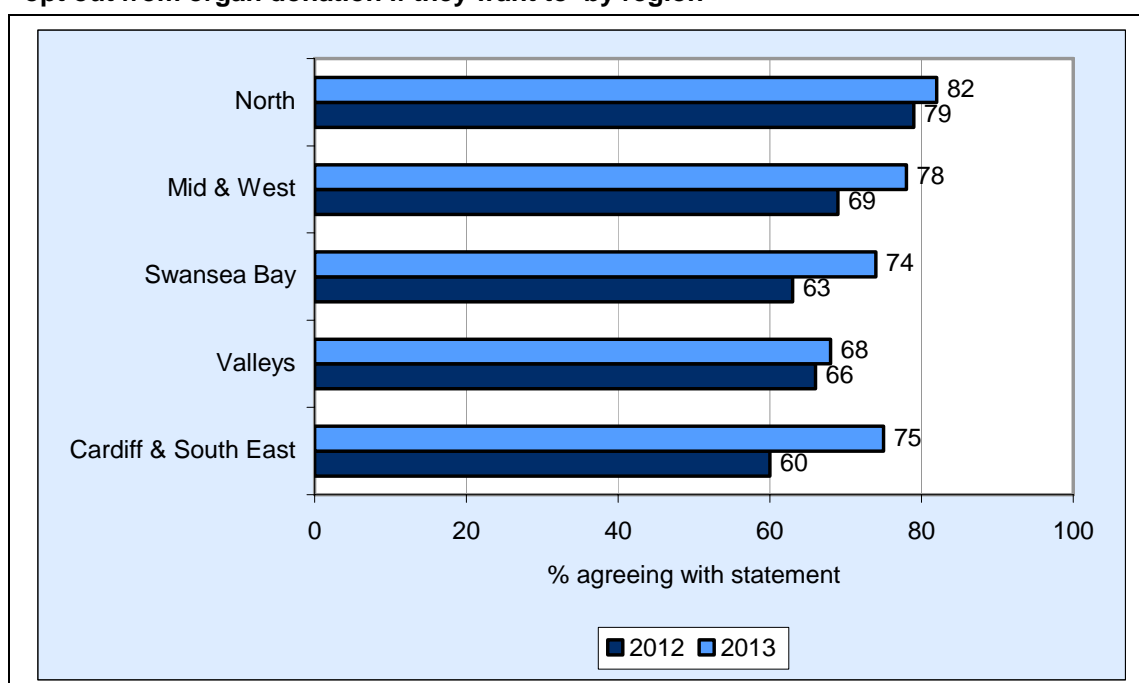
There were no significant differences in 2013 by age, gender or social group in the proportion of respondents that agreed with the statement.

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

In 2013, there were significant differences by region in the proportion of respondents agreeing that 'the soft opt-out system maintains freedom of choice because anyone can opt out from organ donation if they want to'. Agreement was highest in North Wales and Mid & West Wales, where around eight out of ten respondents agreed with the statement; and lowest in the Valleys, where 68 per cent agreed (Figure 4.4).

Between 2012 and 2013, the proportion of respondents agreeing with the statement increased most in Cardiff & South East Wales (15 percentage points).

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



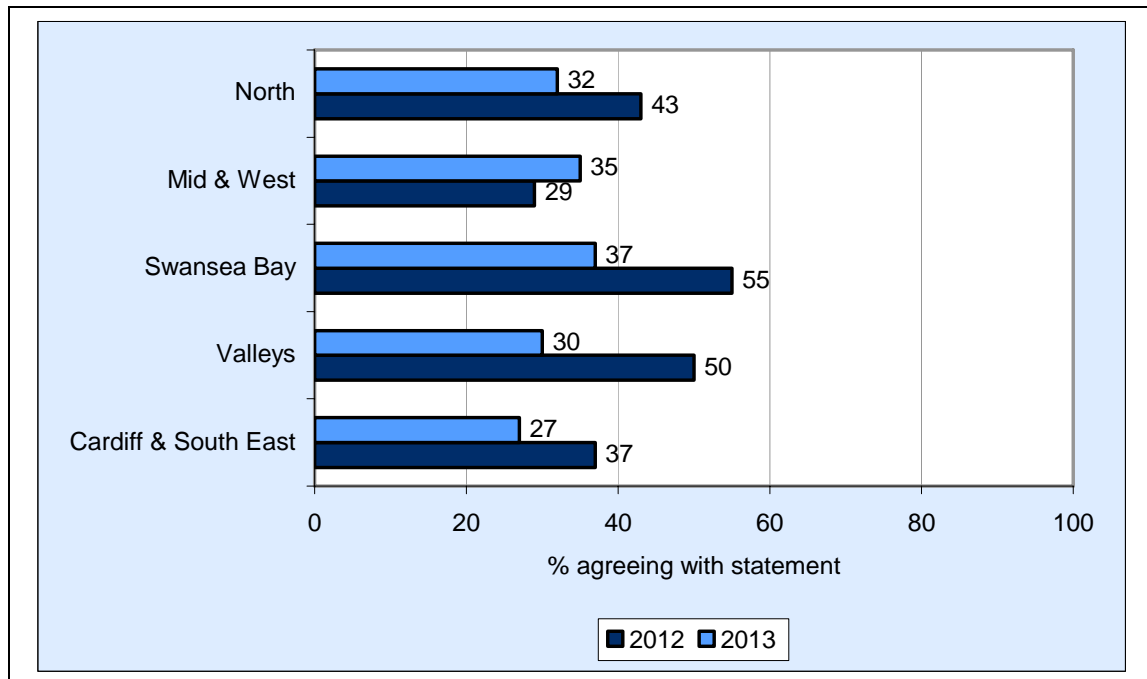
Base: 1,006 respondents (2012); 1,015 respondents (2013).

There were no significant differences in 2013 by age or gender in the proportion of respondents that agreed with the statement. However, there was a significant difference by social group, with a greater proportion of ABC1 respondents (79 per cent) agreeing with the statement than C2DE respondents (73 per cent).

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

Between 2012 and 2013, the proportion of respondents agreeing with the statement 'the soft opt-out system gives the government too much control' decreased in every region except Mid & West Wales (where it increased by six percentage points). The largest decreases occurred in the Valleys (20 percentage points) and Swansea Bay (18 percentage points).

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



Base: 1,006 respondents (2012); 1,015 respondents (2013).

There were no significant differences in 2013 by gender or social group in the proportion of respondents that agreed with the statement. However, there was a significant difference by age, with the proportion agreeing with the statement ranging from 25 per cent of 16-34 year olds to 36 per cent of those aged 55 years and over.

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.

Between 2012 and 2013, the proportion of respondents that said they would **opt in or take no action** increased significantly from 63 per cent to 68 percent; while the proportion that said they would **opt out** remained stable at around one out of five respondents.

The proportion that said they didn't know decreased significantly from 18 per cent in 2012 to 12 per cent in 2013 (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 ^a	Percentage of respondents 2012 ^b	Percentage of respondents 2013 ^b
Opt in or no action	63	68
Opt out	19	20
<i>Don't know</i>	18	12

Base: 1,006 respondents (2012); 1,015 respondents (2013).

(a) Wording of response options shown in 2012 and 2013 differed slightly to more accurately reflect the changes proposed in the legislation – see Annex C for more detail.

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

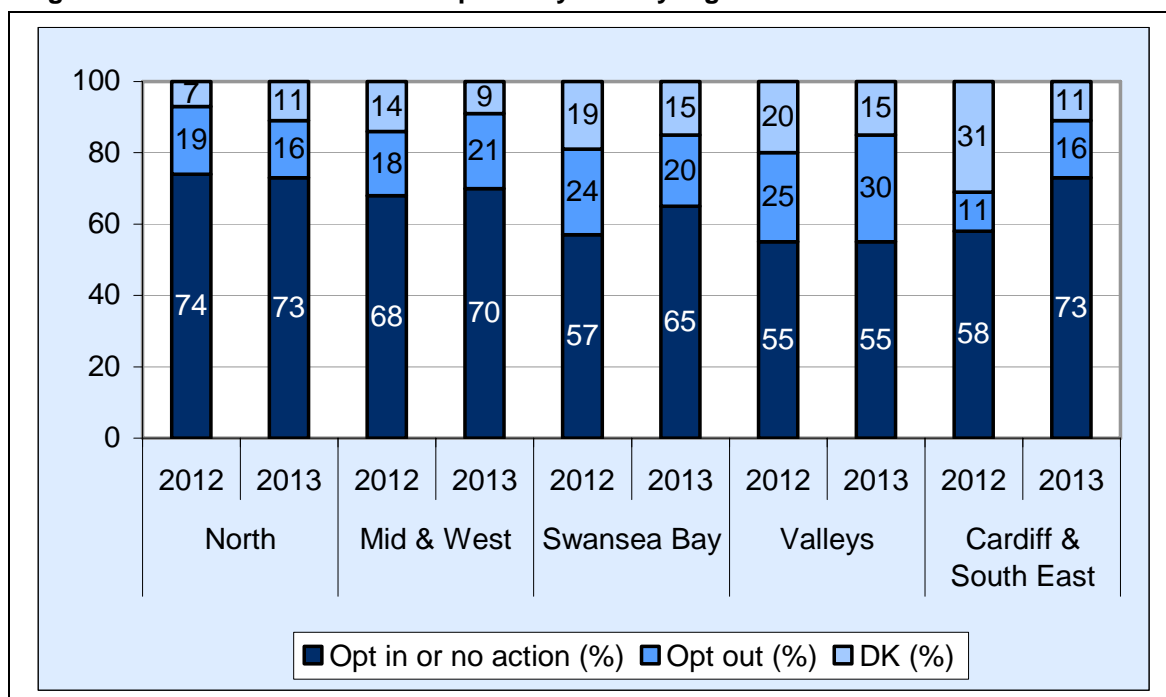
In 2013, there was a significant relationship between region and how respondents think they would act under a new opt out system.

As Figure 5.1 shows, the proportion of respondents that reported they would **opt out** ranged from 16 per cent (North Wales and Cardiff & South East Wales) to 30 per cent (Valleys).

In all regions, a majority of respondents reported that they would **opt in or take no action**. This ranged from 55 per cent (Valleys) to 73 per cent (North Wales and Cardiff & South East Wales).

Between 2012 and 2013, the biggest change in what respondents think they would do under the new system happened in Cardiff & South East Wales, where the proportion who didn't know what they would do decreased from around one third in 2012 to around one out of ten in 2013.

Figure 5.1: Behaviour under soft opt-out system by region ^a



Base: 1,006 respondents (2012); 1,015 respondents (2013).

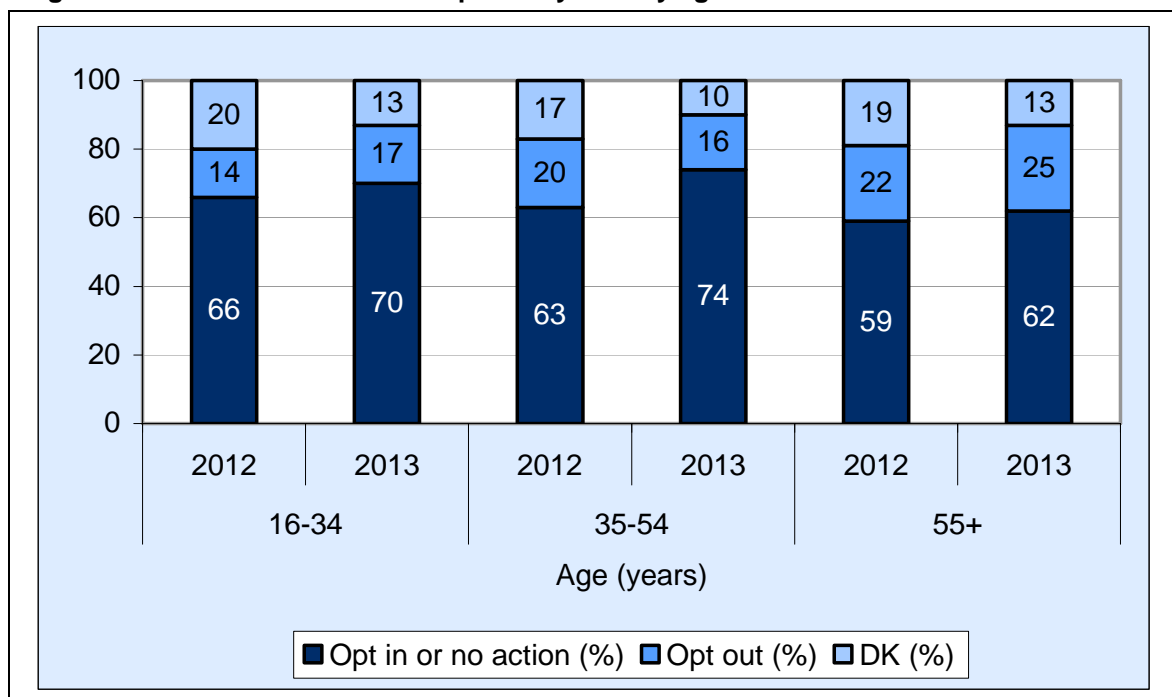
(a) May not sum to exactly 100 per cent due to rounding.

In 2013, there was a significant relationship between age and how respondents think they would act under a new system.

A greater proportion of respondents aged 55 years and over thought they would opt out (25 per cent) than those younger than 55 years (17 per cent).

Between 2012 and 2013, the biggest change took place in the 35-54 year age group, with the proportion saying they think they would opt in or take no action increasing from 63 per cent to 74 per cent.

Figure 5.2: Behaviour under soft opt-out system by age ^a



Base: 1,006 respondents (2012); 1,015 respondents (2013).

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

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

Respondents were asked why they think they would choose to opt out, opt in, or take no action. Of those who said they would opt out, a plurality of respondents said that they didn't know, or were unable to give a reason why. Of those who would opt in (or remain opted in), the most common reasons given were that it would help others, or that they were unable to give a reason why. Of those who would take no action, a majority of the respondents said that they didn't know, or were unable to give a reason why (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 (26 per cent of all respondents)⁵:

- 90 per cent said they would opt in / remain on the register (87 per cent in 2012);
- 4 per cent would opt out (2 per cent in 2012); and
- 6 per cent didn't know (11 per cent in 2012).

⁵ According to NHSBT, 32 per cent of the population in Wales were on the Organ Donor Register by 31 March 2013. The reason for the difference between these figures is not clear, although 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. As Table 6.1 shows, the proportion of respondents that said they had discussed their wishes regarding organ donation after their death with a family member increased significantly from 38 per cent to 42 per cent between 2012 and 2013.

Table 6.1: Have you ever discussed your wishes regarding organ donation after your death with a family member?

Response	Percentage of respondents 2012 ^a	Percentage of respondents 2013 ^a
Yes	38	42
No	62	57

Base: 1,006 respondents (2012); 1,015 respondents (2013).

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

In 2013, there were no significant differences by region, age or social group in the proportion of respondents who had discussed their wishes regarding organ donation after their death with a family member. There was however a significant difference by gender, with a greater proportion of women (49 per cent) than men (36 per cent) having discussed their wishes with a family member.

Between 2012 and 2013, the proportion of respondents who thought that a family member would know their wishes in respect of organ donation in the event of their death remained at around six out of ten (Table 6.2).

Table 6.2: 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 2012 ^a	Percentage of respondents 2013 ^a
Yes	62	61
No	34	35
<i>Don't know</i>	5	3

Base: 1,006 respondents (2012); 1,015 respondents (2013).

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

In 2013, there were no significant differences by region, age or gender for whether respondents thought a family member would know their wishes in the event of their death. There was however a significant difference by social group, with a greater proportion of ABC1 respondents (67 per cent) than C2DE respondents (56 per cent) thinking that a family member would know their wishes.

6.1 Statements about the role of the family

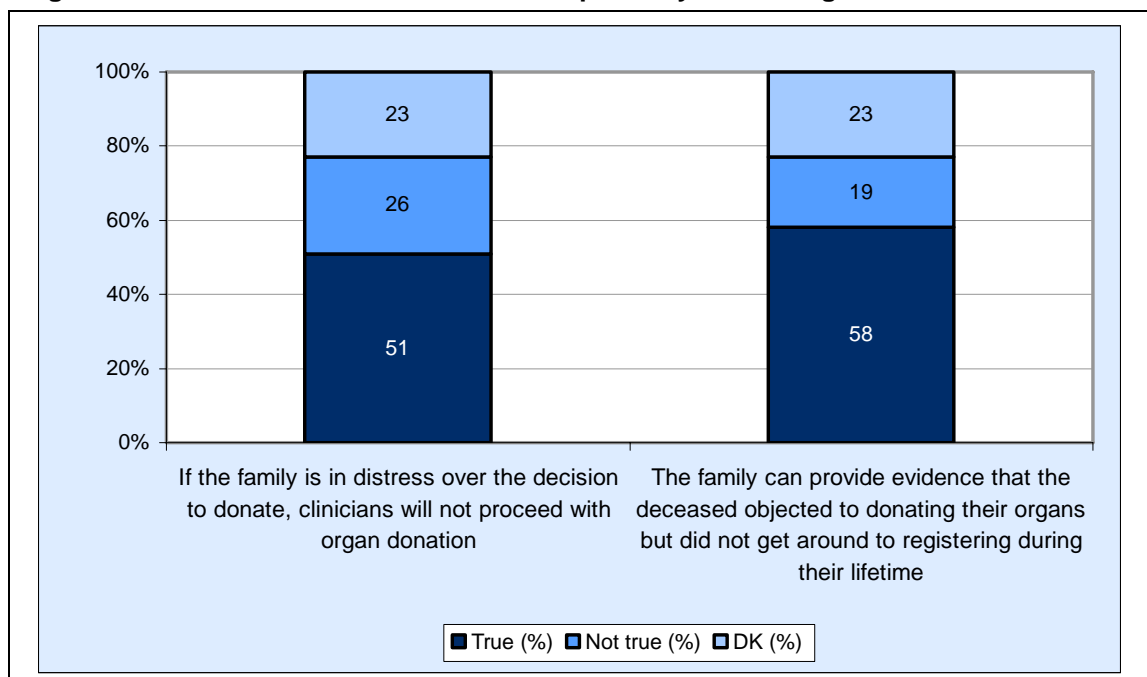
In 2013, all respondents were read out four statements (two of which are true, and two are false) about the role of the family in organ donation under the new 'soft opt-out' system where the deceased has **not** opted out. They were then asked to what extent they thought the statements were true or not true. The statements were:

- The family will have no role to play in the organ donation process [false]
- The family can provide evidence that the deceased objected to donating their organs but did not get around to registering during their lifetime [true]
- The family can override the wishes of the deceased [false]
- If the family is in distress over the decision to donate, clinicians will not proceed with organ donation [true]

These questions were asked to gauge public understanding of this area of the legislation, and to monitor this over time. These questions were not asked in 2012.

For both true statements, more than a half of respondents correctly thought the statements were true, while between a fifth and a quarter thought the statements were not true (Figure 6.1).

Figure 6.1: True statements about the soft opt-out system of organ donation ^{a, b}



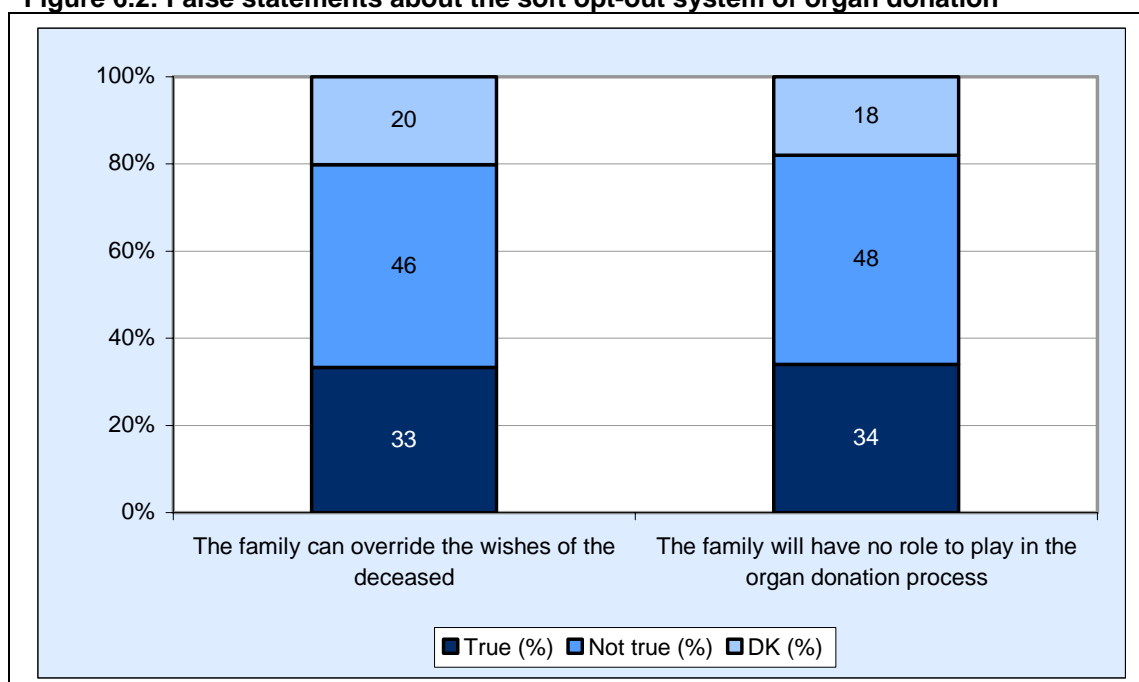
Base: 1,015 respondents.

(a) 'True' category includes 'Definitely true' and 'Probably true'. 'Not true' category includes 'Definitely not true' and 'Probably not true'.

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

For both false statements, almost half of respondents correctly thought the statements were not true, while around one third thought they were true (Figure 6.2).

Figure 6.2: False statements about the soft opt-out system of organ donation ^{a, b}



Base: 1,015 respondents.

(a) 'True' category includes 'Definitely true' and 'Probably true'. 'Not true' category includes 'Definitely not true' and 'Probably not true'.

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

6.2 Nominating a representative

In 2013, respondents were told that:

'Rather than making a decision during your lifetime about giving consent to be an organ donor or not, you can instead nominate a representative to make a decision on your behalf. This is the case under the current 'opt in' system and will continue if the new 'opt out' system is introduced.'

Respondents were then asked if this is something they would consider doing. As Table 6.3 shows, a similar proportion of respondents said this is something they would consider doing (44 per cent) as those who said they would not consider it (47 per cent).

A small proportion (two per cent) had already nominated a representative to make a decision on their behalf.

Table 6.3: Would you consider nominating a representative to make a decision on your behalf to be an organ donor or not?

Response	Percentage of respondents ^a
Yes	44
No	47
Already have nominated a representative	2
<i>Don't know</i>	7

Base: 1,015 respondents.

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

There were no significant differences by region, age or gender.

7. Heart to Heart campaign

In 2013, respondents were asked questions about the Welsh Government's *Heart to Heart* campaign. The aim of this campaign is to encourage families to discuss their wishes with regard to organ donation.

7.1 Awareness and understanding of Heart to Heart campaign

Respondents were asked if they had seen or heard of a campaign called *Heart to Heart*. As Table 7.1 shows, 13 per cent of respondents had seen or heard of the campaign.

Table 7.1: Have you seen or heard of a campaign called Heart to Heart?

Response	Percentage of respondents ^a
Yes	13
No	85
<i>Don't know</i>	2

Base: 1,015 respondents.

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

Of those who had seen or heard of *Heart to Heart* (132 respondents), over half (78 respondents) said they became aware of the campaign through a TV programme or advert.

Those who had seen or heard of *Heart to Heart* (132 respondents) were asked what they think the campaign is about. Around half (64 respondents) said they didn't know or were not sure, while 38 respondents said it was about organ donation, or more specifically, talking to family or friends about organ donation.

7.2 Awareness and understanding of Heart to Heart adverts

Respondents were shown images of the poster adverts for the campaign (see Annex D) and asked if they had seen any of them before or not. As Table 7.2 shows, 12 per cent of respondents had seen one or more of the poster adverts.

Table 7.2: Have you seen any of the Heart to Heart campaign poster adverts before?

Response	Percentage of respondents ^a
Yes	12
No	86
<i>Don't know</i>	1

Base: 1,015 respondents.

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

Respondents that had seen the adverts before (127 respondents) were asked if they had discussed their wishes about organ donation after seeing the adverts. Of these, 14 respondents said yes; 74 respondents said no; and 38 respondents said they had already discussed wishes about organ donation with their family.

All respondents were asked what they thought were the main messages that the adverts were trying to get across. As Table 7.3 shows, the most common answers were that the message of the adverts was to promote organ donation, or more specifically, to promote discussion of wishes about organ donation.

Table 7.3: What do you think are the main messages that the adverts are trying to get across?

Response	Percentage of respondents ^a
Promote organ donation / organ donation saves lives	36
Let family or friends know your wishes about organ donation / talk about organ donation	35
<i>Don't know</i>	21
Other responses reported by less than 10 per cent of respondents ^b	
Donating your heart	
Keep healthy / eat healthy / exercise	
<i>Other</i>	

Base: 1,015 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.

7.3 Statements about the Heart to Heart adverts

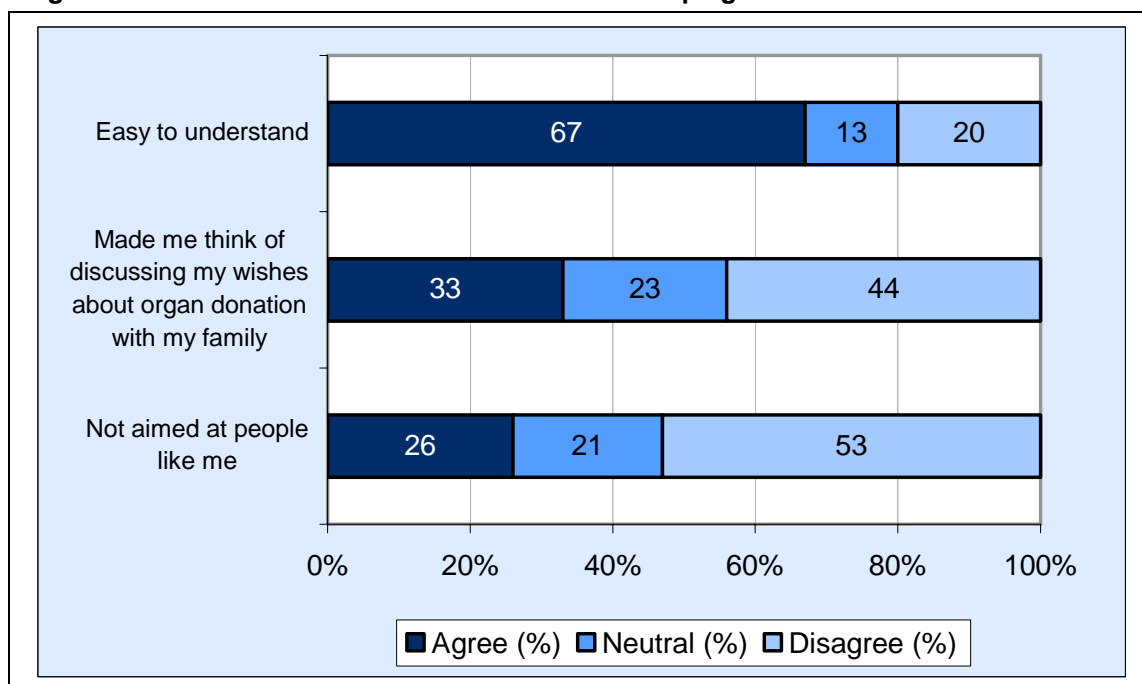
All respondents were asked to what extent they agreed or disagreed with the following statements (two positive and one negative) about the Heart to Heart campaign adverts they had been shown:

- These adverts are easy to understand
- These adverts have made me think of discussing my wishes about organ donation with my family
- These adverts are **not** aimed at people like me

For the positively worded statements, two thirds of respondents agreed that the adverts were 'easy to understand'; and one third agreed that the adverts had made them think of 'discussing their wishes about organ donation with their family' (Figure 7.1).

For the negatively worded statement, around half of respondents disagreed that 'these adverts are not aimed at people like me'.

Figure 7.1: Statements about the Heart to Heart campaign adverts ^{a, b}



Base: 1,015 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.

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 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.

Most survey fieldwork was conducted between 14 and 25 June 2013, with a few interviews conducted after this date. A total of 1,015 face-to-face interviews were conducted and analysed for this 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 established⁶. 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).

⁶ 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

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
ABC1	
A	High managerial, administrative or professional
B	Intermediate managerial, administrative or professional
C1	Supervisory, clerical and junior managerial, administrative or professional
C2DE	
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 June 2013 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

Sub-sample	Unweighted sample	Weighted sample
Region		
North Wales	249	229
Mid & West Wales	172	172
Swansea Bay	158	173
Valleys	194	178
Cardiff & South East Wales	242	264
Age		
16 – 34 years	303	297
35 – 54 years	304	331
55+ years	408	386
Gender		
Men	474	493
Women	541	522
Social group		
ABC1	440	455
C2DE	574	559

Annex B: Questionnaire

Organ Donation Omnibus Questions June 2013

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

Please take a look at this card

SHOWCARD

The National Assembly for Wales 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 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 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 this change in legislation
 - I am against this change in legislation
 - 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 in legislation?

OPEN ENDED

ASK IF AGAINST CHANGE AT Q5

Q6b. Can you tell me why you are against the change in legislation?

OPEN ENDED

ASK IF NEED MORE INFORMATION AT Q5

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

OPEN ENDED

SHOWCARD

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

- I would register a wish **not** to be a donor (i.e. opt out)
- I would register a wish to be a donor (i.e. opt in)
- I've already registered a wish to be a donor (and would take no further action – i.e. remain opted in)
- I've not registered a wish to be a donor, 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 answers on the card or DK, please record here:

Q8a/b/c/d. 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

Q9b. I'm going to read out a few statements about the role of the family in organ donation under the new 'soft opt-out' system where the deceased has **not** opted out. Please tell me to what extent you think each statement is true.

- The family will have no role to play in the organ donation process
- The family will only be asked to confirm details about the deceased's residency and medical history
- The family can provide evidence that the deceased objected to donating their organs but did not get around to registering during their lifetime
- The family can override the wishes of the deceased
- If the family is in distress over the decision to donate, clinicians will not proceed with organ donation

SHOWCARD

Definitely true

Probably true

Probably not true

Definitely not true

Don't know

Q9c. Rather than make a decision during your lifetime about giving your consent to be an organ donor or not, you can instead nominate a representative to make a decision on your behalf. This is the case under the current 'opt in' system and will continue if the new 'opt out' system is introduced.

Is this something you would consider doing?

- Yes
- No
- Already have nominated a representative
- 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

**Heart to Heart Campaign questions [separate part of Omnibus questionnaire]
June 2013**

ASK ALL

Q1. Have you seen or heard of campaign called Heart to Heart?

- Yes
- No
- Don't know

ASK THOSE AWARE OF HEART TO HEART AT Q1

Q2. What do you think the Heart to Heart campaign is about?

PROMPT: What are the main messages of the campaign?

PROMPT: Anything else?

RECORD VERBATIM

ASK THOSE AWARE OF HEART TO HEART AT Q1

Q3. Where or how did you find out about Heart to Heart?

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
On the internet

At an event / roadshow
Mobile Advertising Van

Someone told me about it

At work

Other (please specify)

DK

ASK ALL

SHOW POSTER ADVERT

Q4. I'd like you to look at these adverts. Can you tell me if you have seen any of these before or not?

- Yes
- No
- Don't know

ASK ALL

Q5. What do you think are the main messages that the adverts are trying to get across?

PROMPT: Anything else?

RECORD VERBATIM

ASK THOSE AWARE OF ADVERT AT Q4

Q6. Did you discuss your wishes about organ donation with your family after seeing this advert?

- Yes
- No
- Already discussed wishes about organ donation with family
- Don't know

ASK ALL

Q7. I'm now going to read out some statements that other people have said about the adverts 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

- These adverts are easy to understand

SHOW CARD

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree
Don't know

REPEAT FOR:

- These adverts have made me think of discussing my wishes about organ donation with my family
- These adverts are not aimed at people like me

Annex C: Changes to wording of questions and answer options between waves one and two

June 2012	June 2013
<p>Question: Before today, have you seen or heard anything about this proposal at all?</p> <p>SHOWCARD</p> <p>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.</p>	<p>Question: Before today, have you seen or heard anything about this proposal at all?</p> <p>SHOWCARD</p> <p>The National Assembly for Wales 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 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.</p>
<p>Which of these statements about proposed changes to the organ donation system in Wales best reflects your view?</p> <ul style="list-style-type: none"> ▪ 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 	<p>Which of these statements about proposed changes to the organ donation system in Wales best reflects your view?</p> <ul style="list-style-type: none"> ▪ I am in favour of this change in legislation ▪ I am against this change in legislation ▪ I need more information to decide ▪ Don't know
<p>If the new system of opting out was introduced, which of the following best describes what you think you would do?</p> <ul style="list-style-type: none"> ▪ 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 	<p>If the new system of opting out was introduced, which of the following best describes what you think you would do?</p> <ul style="list-style-type: none"> ▪ I would register a wish not to be a donor (i.e. opt out) ▪ I would register a wish to be a donor (i.e. opt in) ▪ I've already registered a wish to be a donor (and would take no further action – i.e. remain opted in) ▪ I've not registered a wish to be a donor, but I don't think I'd opt out of being one ▪ Don't know

Annex D: Heart to Heart campaign adverts

Rhoi Organau.


Dwi wedi cael fy sgwrs Calon i Galon.
Ydych chi?

Organ Donation.

I've had my **Heart to Heart**. Have you?

“Siaradon ni amdano neithiwr”

“We spoke about it last night”



www.cymru.gov.uk/rhoiorganau
www.wales.gov.uk/organdonation

Calon i Galon
Heart to Heart

Rhoi Organau.

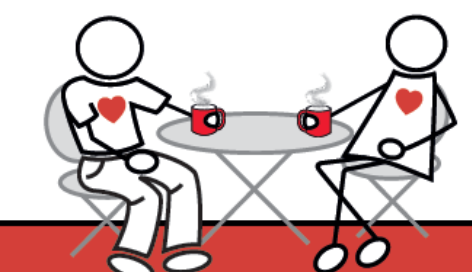
Dwi wedi cael fy sgwrs Calon i Galon.
Ydych chi?

Organ Donation.

I've had my **Heart to Heart**. Have you?

“Dwi eisiau helpu achub bywydau ar ôl i mi fynd”

“I want to help save lives when I'm gone”



www.cymru.gov.uk/rhoiorganau
www.wales.gov.uk/organdonation

Calon i Galon
Heart to Heart

Rhoi Organau.


Dwi wedi cael fy sgwrs Calon i Galon.
Ydych chi?

Organ Donation.

I've had my **Heart to Heart**. Have you?

“Mae fy nheulu yn gwybod be' dwi eisiau”

“My family know what I want”



www.cymru.gov.uk/rhoiorganau
www.wales.gov.uk/organdonation
#calonigalon #hearttoheart

Calon i Galon
Heart to Heart