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Update to Survey of Public Attitudes to Organ Donation:

Key figures from Wave 15

Update Report

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.

An ongoing communications campaign is being undertaken by the Welsh Government 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, 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 six-monthly intervals between September 2017 and March 2019 and updates on these data are published.

Fieldwork for wave 15 was conducted between 26 February and 11 March 2018 (1,011 respondents). A few interviews were conducted after these dates. The survey is designed to be representative of the population resident in Wales aged 16 years and over. The questions asked in this wave of the survey are included at Annex 2. Details of methods used have been [published previously](#).

Key findings

Awareness and understanding of the current organ donation system

- Respondents were asked, unprompted, if they were aware of the current system of organ donation. Approximately eight out of ten (82 per cent) reported that they were aware of the current system. In previous waves of the survey, respondents were asked, unprompted, if they were aware of any changes that have taken place to the organ donation system. As the system has been in place for two years now, the wording of the question has been amended. Whilst not strictly comparable due to the change in the wording, it is interesting to note that 70 per cent reported that they were aware of changes in [wave 14](#).
- As Table 1 in annex 1 shows, females, and those in the social grades ABC1 were more likely to report that they were aware of the current system. Those aged 16 – 34 were less likely to report awareness.
- Respondents who reported they were aware of the current system of organ donation were asked how they thought the system works. This question was unprompted. Table 2 in annex 1 shows that nearly eight out of ten (79 per cent) correctly outlined how the system works. There was little difference in understanding of the system between genders. A lower proportion of those in social grades C2DE correctly identified how the system works (73 per cent compared to 85 per cent of those in social grades ABC1). With regards to age, those aged between 35 and 54 were most likely to correctly identify how the system works compared to those under 34 or over 55.
- All respondents were shown a description of the current system of organ donation and asked if they had previously seen or heard anything about it. Eight out of ten respondents (80 per cent) reported that they had seen or heard something about the system. Similar proportions of both genders reported having previously seen or heard something about the system (79 per cent males, 81 per cent females). Just over three-quarters of those in social grades C2DE reported having seen or heard something about the system (76 per cent) compared to over eight out of ten (85 per cent) of those in social grades ABC1. The youngest respondents were least likely to report having seen or heard anything about the system (70 per cent of 16 – 34 year olds compared to 85 and 84 per cent of 35 – 54 year olds and 55+ respectively).

Support for presumed consent

- Respondents were asked to what extent they agreed that if an individual chooses not to register a decision that should be treated as a decision to be a donor, which families should be encouraged to accept. Nearly three quarters (73 per cent) agreed with the statement (with just over four in ten strongly agreeing). The proportion of respondents who agree with the statement has fluctuated between two thirds and three quarters since this question was first asked in wave 11 (March 2016), with around seven out of ten (69 per cent) agreeing in wave 14.
- Table 3 in annex 1 shows that the proportions agreeing were similar for both genders. Just over three quarters (76 per cent) of those in social grades ABC1 agreed, with the corresponding figure for those in social grades C2DE being seven out of ten (71 per cent). Agreement with the statement was lowest amongst those aged 35 – 54 at seven

out of ten, whilst it was approximately three-quarters for both those aged 16 – 34 and those aged 55+ (74 per cent and 75 per cent respectively).

Awareness of TV and radio adverts

- Awareness of the recent television and radio advertising campaign was assessed. Each advert was played to individuals and they were asked whether they had seen or heard it before. Overall, nearly three fifths (57 per cent) of respondents reported that they had seen the TV advert, and just under two fifths (39 per cent) had heard the radio advert. Table 4 in annex 1 shows that awareness of the advertising was similar for males and females. Individuals in social grades ABC1 were less likely to report having seen or heard one of the adverts (41 per cent of social grades ABC1 reporting not being aware of either advert compared to 34 per cent of those in social grades C2DE). With regards to age, the youngest age group (16 – 34 year olds) were most likely to report not being aware of either advert (44 per cent compared to 37 per cent for those aged between 35 and 54 and 33 per cent for those aged 55+).

Discussing wishes with a family member

- Respondents who reported that they had seen the TV advert or heard the radio advert were asked 'Have you discussed your wishes regarding organ donation after your death with a family member, since seeing \ hearing the advert?'. Two-fifths (40 per cent) of respondents who had seen or heard the advert said that they had discussed their wishes with their family. Nearly a fifth (18 per cent) stated that they had already discussed their wishes, before seeing the advert. Table 5 shows that men were more likely to report that they had not discussed their wishes (46 per cent, compared to 37 per cent of women). Nearly half of respondents in social grades C2DE stated that they had not discussed their wishes with a family member, compared with a third of those than those in social grades ABC1 (48 per cent of those in C2DE, 33 per cent of those in ABC1). Just over a third of those aged 35 – 54 reported that they had not discussed their wishes with their family (36 per cent), compared to over two fifths for each of the other age groups (47 per cent for 16 – 34 year olds and 43 per cent for those aged 55+).
- Whilst not comparable to this question, in previous waves of the survey, all respondents were asked 'Have you ever discussed your wishes regarding organ donation after your death with a family member?'. Around half of respondents (51 per cent) in wave 13 said they had discussed their wishes with a family member, increasing to 55 per cent in [wave 14](#).

ANNEX 1

Table 1: Are you aware of the current organ donation system?

	Total	Gender		Social Grade						Age		
		Male	Female	AB	C1	C2	DE	ABC1	C2DE	16-34	35-54	55+
Base												
Unweighted	1,011	433	578	183	303	201	320	486	521	253	274	484
Weighted	1,011	491	520	184	304	200	319	488	519	296	330	385
Yes	826 82%	388 79%	171 93%	171 93%	259 85%	168 84%	226 71%	430 88%	393 76%	204 69%	280 85%	342 89%
No	174 17%	95 19%	11 6%	11 6%	42 14%	31 15%	89 28%	52 11%	120 23%	87 29%	46 14%	40 10%
Don't know	11 1%	8 2%	2 1%	2 1%	3 1%	2 1%	4 1%	5 1%	6 1%	5 2%	4 1%	3 1%

Base: all respondents

Table 2: Can you tell me how you think the system works? (Unprompted)

	Total	Gender		Social Grade						Age		
		Male	Female	AB	C1	C2	DE	ABC1	C2DE	16-34	35-54	55+
Base Unweighted	836	349	487	172	259	170	232	431	402	174	232	430
Weighted	826	388	438	171	259	168	226	430	393	204	280	342
OVERALL 1, 2 or 3	654 79%	310 80%	345 79%	149 87%	215 83%	133 79%	157 69%	364 85%	289 73%	156 77%	238 85%	260 76%
1. Opt out system\ will need to opt out	541 66%	250 64%	292 67%	133 78%	176 68%	108 64%	124 55%	308 72%	232 59%	130 64%	206 74%	205 60%
2. Presumed consent	221 27%	108 28%	112 26%	48 28%	68 26%	54 32%	51 23%	116 27%	105 27%	59 29%	82 29%	80 23%
Opt in system	49 6%	19 5%	30 7%	10 6%	11 4%	13 8%	14 6%	21 5%	27 7%	13 6%	14 5%	21 6%
3. You have to opt in or opt out \ register either way (or do nothing)	21 3%	7 2%	14 3%	- -	9 4%	6 3%	6 3%	9 2%	12 3%	6 3%	3 1%	12 4%
Family will decide	18 2%	9 2%	9 2%	7 4%	7 3%	1 0%	4 2%	13 3%	4 1%	4 2%	5 2%	9 3%
For the better	14 2%	5 1%	9 2%	3 2%	2 1%	3 2%	6 3%	5 1%	9 2%	3 2%	4 1%	7 2%
All others	24 3%	12 3%	12 3%	5 3%	4 2%	5 3%	10 4%	9 2%	15 4%	5 2%	8 3%	12 3%
Don't know	68 8%	33 8%	35 8%	1 1%	19 7%	13 7%	34 15%	21 5%	46 12%	22 11%	15 6%	30 9%

Base: respondents aware of the current system

Table 3: 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?

	Total	Gender		Social Grade						Age		
		Male	Female	AB	C1	C2	DE	ABC1	C2DE	16-34	35-54	55+
Base Unweighted	1,011	433	578	183	303	201	320	486	521	253	274	484
Weighted	1,011	491	520	184	304	200	319	488	519	296	330	385
Strongly agree	436 43%	202 41%	233 45%	86 47%	138 45%	99 49%	113 35%	224 46%	211 41%	131 44%	140 42%	165 43%
Agree	302 30%	154 31%	148 29%	56 31%	91 30%	55 27%	99 31%	147 30%	154 30%	88 30%	92 28%	123 32%
Neither agree nor disagree	112 11%	63 13%	49 9%	10 5%	36 12%	18 9%	47 15%	45 9%	65 13%	34 11%	40 12%	38 10%
Disagree	84 8%	32 7%	52 10%	17 9%	25 8%	11 5%	31 10%	42 9%	42 8%	25 8%	27 8%	32 8%
Strongly disagree	50 5%	29 6%	21 4%	11 6%	11 4%	12 6%	16 5%	22 5%	28 5%	9 3%	25 8%	16 4%
Don't know	27 3%	11 2%	16 3%	4 2%	4 1%	6 3%	12 4%	8 2%	19 4%	10 3%	6 2%	11 3%
Refused	1 0%	- -	1 0%	- -	- -	- -	1 0%	- -	1 0%	1 0%	- -	- -
Overall AGREE	738 73%	356 72%	381 73%	142 78%	228 75%	153 77%	212 66%	370 76%	365 70%	218 74%	232 70%	288 75%
Overall DISAGREE	134 13%	61 12%	73 14%	28 15%	36 12%	23 11%	47 15%	64 13%	70 13%	33 11%	53 16%	48 13%

Base: all respondents

Table 4: Aware of TV advert or radio advert

	Total	Gender		Social Grade						Age		
		Male	Female	AB	C1	C2	DE	ABC1	C2DE	16-34	35-54	55+
Base												
Unweighted	1,011	433	578	183	303	201	320	486	521	253	274	484
Weighted	1,011	491	520	184	304	200	319	488	519	296	330	385
Aware of TV advert only	245 24%	120 24%	124 24%	36 20%	87 29%	50 25%	71 22%	123 25%	121 23%	59 20%	71 22%	114 30%
Aware of radio advert only	59 6%	38 8%	21 4%	15 8%	15 5%	14 7%	15 5%	29 6%	30 6%	15 5%	25 8%	19 5%
Aware of both TV and radio advert	330 33%	150 31%	180 35%	49 27%	87 28%	75 38%	118 37%	136 28%	193 37%	93 31%	111 34%	126 33%
NOT aware of either	378 37%	183 37%	195 37%	83 45%	116 38%	61 30%	114 36%	200 41%	175 34%	129 44%	122 37%	126 33%
NET: Aware of either advert	633 63%	308 63%	325 63%	100 55%	188 62%	139 70%	205 64%	288 59%	344 66%	167 56%	208 63%	259 67%

Base: all respondents

Table 5: Have you discussed your wishes regarding organ donation after your death with a family member, since seeing \ hearing the advert?

	Total	Gender		Social Grade						Age			
		Male	Female	AB	C1	C2	DE	ABC1	C2DE	16-34	35-54	55+	
Base													
Unweighted	644	281	363	105	188	142	208	293	350	140	174	330	
Weighted	633	308	325	100	188	139	205	288	344	167	208	259	
Yes	253 40%	120 39%	133 41%	38 38%	83 44%	52 37%	79 38%	121 42%	131 38%	66 39%	87 42%	99 38%	
No	262 41%	141 46%	122 37%	26 26%	71 38%	63 45%	103 50%	97 33%	166 48%	78 47%	74 36%	110 43%	
Already discussed it before seeing \ hearing the advert	116 18%	47 15%	69 21%	35 35%	34 18%	24 17%	24 12%	68 24%	47 14%	23 14%	46 22%	47 18%	
Don't know	3 0%	1 0%	1 0%	1 1%	1 0%	1 1%	- -	2 1%	1 0%	- -	- -	3 1%	

Base: respondents who had seen the TV advert or heard the radio advert

ANNEX 2

Organ donation omnibus questions March 2018

Q1. (UNPROMPTED) Are you aware of the current organ donation system?

- Yes
- No
- Don't know

[ASK IF AWARE OF AT Q2](#)

Q2. Can you tell me how you think the system works?

OPEN ENDED

Please take a look at this card

SHOWCARD

The Welsh Government introduced an opt out 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 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?

- 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

ORDER OF Q5a/b 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 IF ANSWERED YES TO EITHER 5a or 5b

Q6. Have you discussed organ donation with your family since seeing/hearing the advert?

Yes

No

Had already discussed before this

ASK ALL

Q7. What do you think are the main messages that the adverts are trying to get across?

PROMPT: Anything else?

RECORD VERBATIM

For further information please contact:

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