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Social research

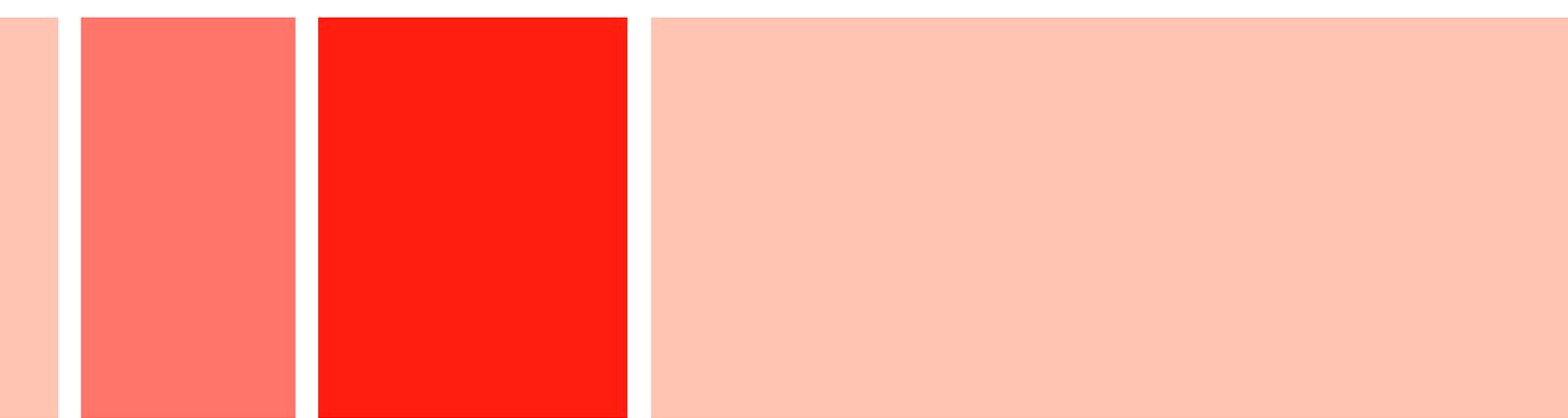
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Survey of Public Attitudes to Organ Donation: Waves 8 and 9



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Table of contents

List of tables and figures	ii
Key findings	1
1. Introduction	4
1.1 Background	4
1.2 About this report	4
1.3 Significant differences	4
2. Awareness and understanding of changes to the organ donation system	5
2.1 Unprompted awareness of any changes to organ donation system	5
2.2 Source and understanding of changes to organ donation system	7
2.3 Awareness of the detail of the law for changing the organ donation system	7
3. Attitudes towards changes to the organ donation system	10
3.1 Levels of support for opt-out system	10
3.2 Reasons for being in favour of or against changing to an opt-out system	12
4. Behaviour under soft opt-out system of organ donation	13
4.1 Behaviour of respondents currently registered on the NHS Organ Donor Register	15
5. Discussing wishes with a family member	16
6. 'It's Time to Choose' campaign	17
6.1 Awareness of the 'It's Time to Choose' campaign	17
6.2 Source and understanding of the 'It's Time to Choose' campaign	18
6.3 Awareness of the 'It's Time to Choose' campaign leaflet.	18
Annex A: Methodology	19
Annex B: Questionnaire	23

List of tables and figures

Tables

Table A.1	Definition of regions	20
Table A.2	Definition of social groups	21
Table A.3	Sub-sample numbers for region, age, gender and social group	22

Figures

Figure 2.1	Are you aware of any changes that will be taking place to the current organ donation system?	5
Figure 2.2	Awareness of any changes to the organ donation system by region	6
Figure 2.3	Awareness of any changes to the organ donation system by age	6
Figure 2.4	Before today, have you seen or heard anything about this change?	8
Figure 2.5	Seen or heard anything about the change in law by age	9
Figure 3.1	Which of these statements about changes to the organ donation system in Wales best reflects your view?	10
Figure 3.2	Proportion of respondents in favour of the changes to the organ donation system by region	11
Figure 3.3	Proportion of respondents in favour of the changes to the organ donation system by age	11
Figure 4.1	When the new system of opting out is introduced, which of the following best describes what you think you will do?	13
Figure 4.2	Stated behaviour by region	14
Figure 4.3	Stated behaviour by age	14
Figure 4.4	Stated behaviour under opt-out system among respondents currently registered on the NHS Organ Donor Register	15
Figure 5.1	Proportion of respondents who had ever discussed their wishes regarding organ donation after death with a family member	16
Figure 6.1	Awareness of the 'It's Time to Choose' campaign adverts or information by age	17
Figure 6.2	Awareness of the 'It's Time to Choose' campaign leaflet by region	18

Key findings

Background

- The Human Transplantation (Wales) Act 2013 introduces a soft opt-out system for consent to deceased organ and tissue donation in Wales, coming 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 June 2015 (wave 8) and September 2015 (wave 9) Wales Omnibus Surveys, conducted by Beaufort Research Ltd.
- In wave 8, the full range of questions were asked which covered awareness levels, understanding, attitudes and behaviour in relation to organ donation and the introduction of a soft opt-out system in Wales. Wave 9 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.
- Where possible, findings are compared with previous waves of the survey carried out between June 2012 (wave 1) and March 2015 (wave 7).

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 8, **around two thirds** of respondents (66 per cent) reported that they were aware of changes. This increased to 69 per cent in wave 9.
- In wave 9 there were no significant differences in awareness of changes by region. However, there were significant differences by age, gender and social group with awareness tending to be lower among:
 - 16 to 34 year olds
 - Men; and
 - Respondents from C2DE social groups.
- Of those who were aware of changes to the organ donation system, most said they became aware through a TV news show or other programme (51 per cent in wave 8, 45 per cent in wave 9), with the next most popular response being that they became aware through a TV advert (22 per cent in wave 8, 35 per cent in wave 9) or leaflet (19 per cent in wave 8, 10 per cent in wave 9).
- 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 8, eight out of ten (80 per cent) said that it would change to an opt-out system or one of presumed consent. This increased to 82 per cent in wave 9.

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 8, **around seven out of ten** respondents (71 per cent) reported that they had seen or heard something about the change. This increased slightly to 72 per cent in wave 9.
- In wave 9, there were no significant differences in the proportion of respondents who had seen or heard something about the change in law by region or gender. However, there were significant differences by age and social group, with awareness tending to be lower among:
 - 16 to 34 year olds; and

- Respondents from C2DE social group.

Attitudes towards changes to the organ donation system

- Respondents were asked if they were in favour of, or against, the change in legislation, or whether they needed more information to decide. As has been the case since wave 1, a clear majority of respondents continue to support the change in legislation. In wave 8:
 - 67 per cent were **in favour**;
 - 14 per cent were **against**; and
 - 19 per cent **needed more information** to decide or didn't know.
- There were no significant differences in attitudes towards the changes by gender. However, there were significant differences by region, age and social group, with support for the change in legislation tending to be lower among:
 - Respondents in Mid & West Wales;
 - 55+ year olds; and
 - Respondents from C2DE social groups.
- The most common reasons given for being in favour of the change were that it would result in more lives being saved, and would benefit other people.
- The most common reasons given for being against the change was that it removes choice from the individual, and that they do not want to donate.

Behaviour under soft opt-out system of organ donation

- All respondents were asked what they think they will do when the new soft opt-out system of organ donation is introduced. In wave 8:
 - 73 per cent would **opt in or take no action**;
 - 12 per cent would **opt out**; and
 - 15 per cent **didn't know**.
- The proportion of respondents that said they will opt in or do nothing ranged from six out of ten in Mid & West Wales (61 per cent) to eight out of ten in Cardiff & South East Wales (79 per cent).
- Respondents aged 55+ years were less likely than younger respondents to say they will opt in or do nothing, and more likely to say they will opt out.
- There were also significant differences by social group, with ABC1 respondents more likely than C2DE respondents to opt in or take no action.
- Among the wave 8 respondents who said they were currently registered on the NHS Organ Donor Register, 97 per cent said they would opt in or remain on the register, maintaining the high proportion recorded in recent waves.

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 39 per cent in wave 8 and rose to 46 per cent in wave 9.
- In wave 8, a significantly greater proportion of women (42 per cent) than men (36 per cent) had discussed their organ donation wishes with a family member, as had a

significantly greater proportion of ABC1 respondents (46 per cent) than C2DE respondents (34 per cent).

- In wave 9, 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:
 - Respondents in North Wales
 - 16 to 34 year olds;
 - Men; and
 - Respondents from C2DE social groups.

'It's Time to Choose' campaign

- Respondents were asked '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 adverts about organ donation was 55 per cent.
- Of those respondents who were aware of the adverts about organ donation seven out of ten became aware through a TV advert (70 per cent), around a fifth became aware through a TV programme (19 per cent), and a tenth became aware through a radio advert (12 per cent) and leaflet (8 per cent).
- All respondents were asked about the leaflet specifically. The following question was asked: 'I'd like you to take a look at some pages from an information booklet. Has your household received one of these in the post or not?' The proportion of respondents who responded that their household had received one was 16 per cent, around eight out of ten respondents (81 per cent) said they hadn't received the leaflet and 4 per cent said they didn't know.

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.

A communications campaign is being undertaken by the Welsh Government before the new system comes into effect to ensure members of the public are fully informed about 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. The campaign intensified part way through the fieldwork for wave 8, with new TV and radio adverts being broadcast and leaflets explaining the change in law delivered to every household in Wales from 15 June 2015.

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 8, the full range of questions were asked which covered awareness levels, understanding, attitudes and behaviour in relation to organ donation and the introduction of a soft opt-out system in Wales. Wave 9 of the survey focused solely on monitoring awareness levels and understanding of the change in law.

Most survey fieldwork for wave 8 (1,018 respondents) was conducted between 8 and 21 June 2015, and most survey fieldwork for wave 9 (1,008 respondents) was conducted between 14 and 27 September 2015. A few interviews in both 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 March 2015¹. The analysis is also being used to inform how communications are targeted among different groups of the population.

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 population².

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

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

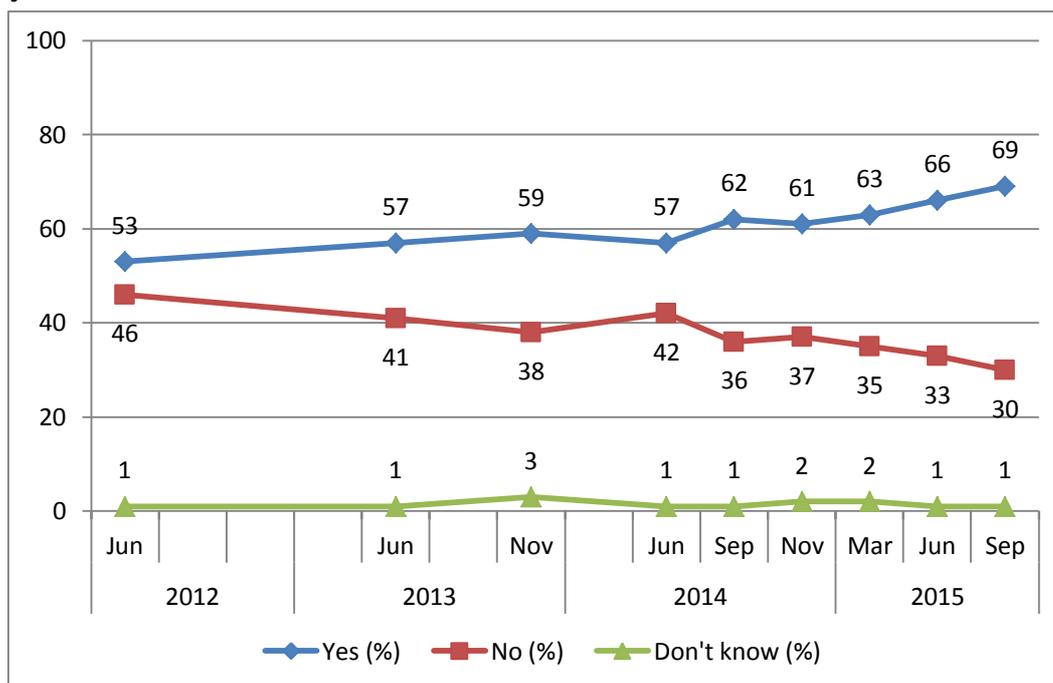
2. Awareness and understanding of changes to the organ donation system

2.1 Unprompted awareness of any changes to 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 8, around two thirds of respondents (66 per cent) reported that they were aware of changes. In wave 9 this increased to 69 per cent. (Figure 2.1).

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

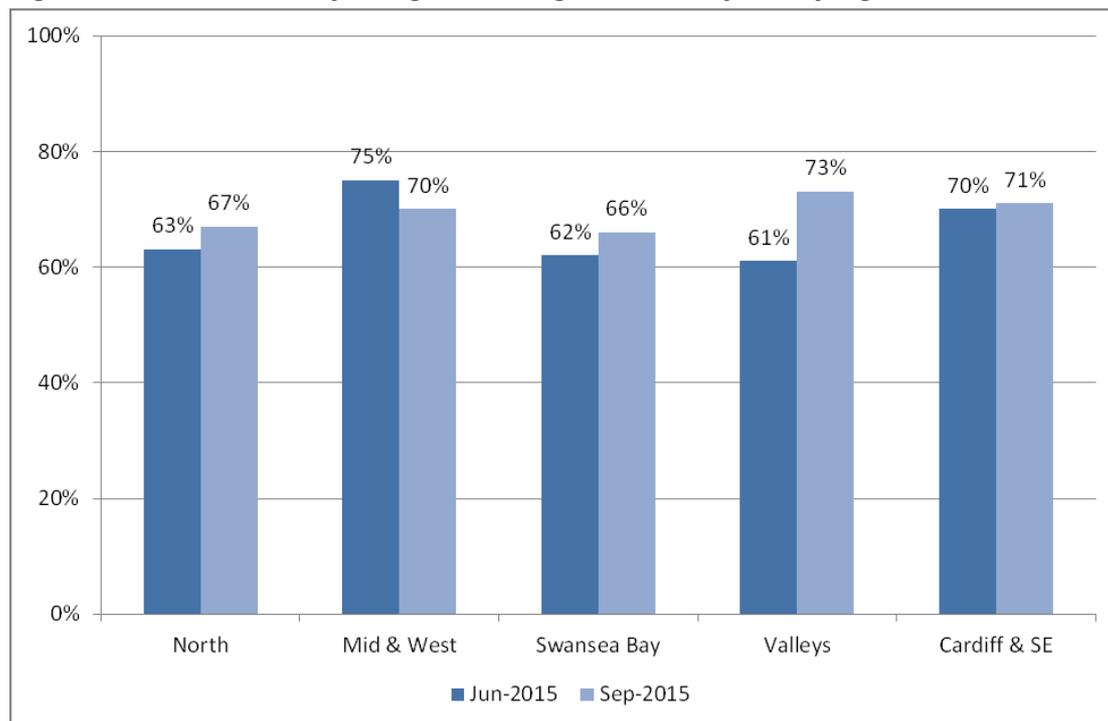


Base: 1,006 (W1 June 2012); 1,015 (W2 June 2013); 1,022 (W3 November 2013); 1,029 (W4 June 2014); 1,002 (W5 September 2014); 1,003 (W6 November 2014); 1,022 (W7 March 2015); 1,018 (W8 June 2015); 1,008 (W9 September 2015)

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

In wave 8, there were significant differences by region in awareness of any changes to the organ donation system. However in wave 9 there were no significant differences by region. As Figure 2.2 shows, in wave 8 awareness ranged from around six out of ten respondents in the Valleys, Swansea Bay and North Wales to three quarters in Mid & West Wales. In wave 9 awareness increased by between one and 12 percentage points in all areas except Mid & West Wales where awareness decreased by 5 percentage points.

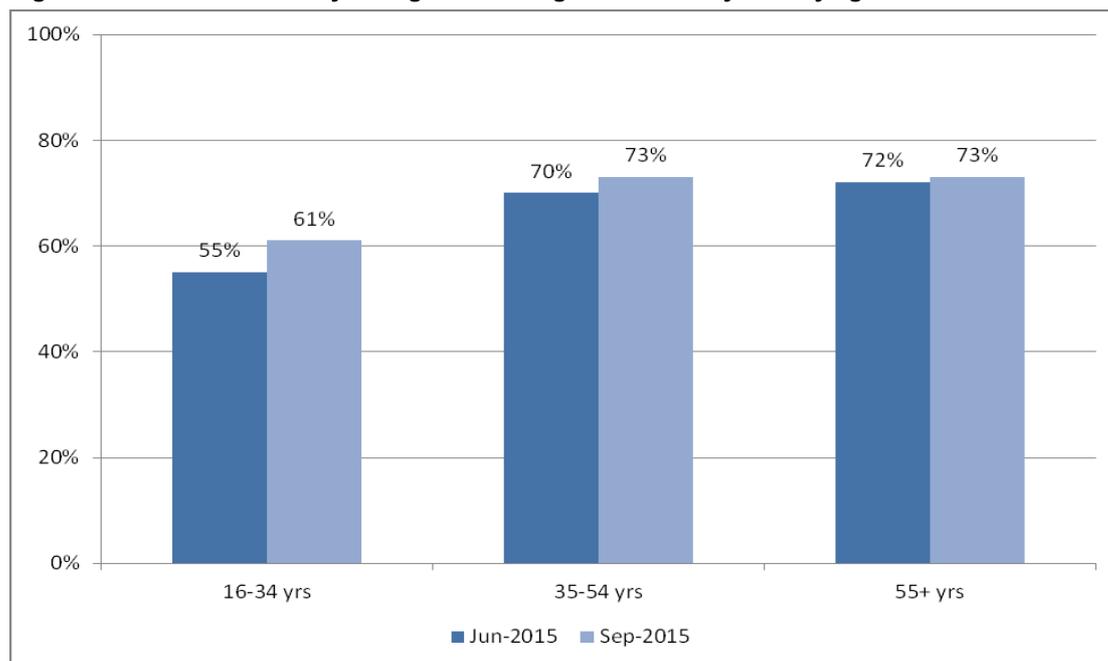
Figure 2.2: Awareness of any changes to the organ donation system by region



Base: 1,018 (W8 June 2015); 1,008 (W9 September 2015)

In wave 8 and wave 9 there was also a significant difference by age in awareness of any changes to the organ donation system. As Figure 2.3 shows, just over a half of respondents (55 per cent) under 35 years were aware of any changes compared with around seven out of ten respondents aged 35 to 54 years and those aged 55 and over (70 per cent and 72 per cent respectively). In wave 9 awareness of respondents under 35 years increased to around six out of ten (61 per cent). For those aged 35 to 54 years and 55 and over awareness increased slightly to 73 per cent for both groups.

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



Base: 1,018 (W8 June 2015); 1,008 (W9 September 2015)

There was also a significant difference by social group for both wave 8 and wave 9. A greater proportion of respondents from ABC1 social groups were aware of changes (72 per cent in wave 8; 76 per cent in wave 9) compared with respondents from C2DE social groups (62 per cent in wave 8; 65 per cent in wave 9).

In wave 8 there was no significant difference in awareness of any changes by gender. In wave 9 there were significant differences. A greater proportion of females were aware of the changes (68 per cent in wave 8; 72 per cent in wave 9) compared with males (65 per cent in wave 8; 66 per cent in wave 9).

2.2 Source and understanding of changes to organ donation system

Respondents who were aware of changes were asked an open-ended question 'How did you become aware of the changes to the current organ donation system?'

In wave 8, around half of the respondents (51 per cent) said they became aware through a TV news show or other programme, while around a fifth said they became aware through a TV advert (22 per cent) or leaflet (19 per cent).

In wave 9, 45 per cent said they became aware through a TV news show or other programme, 35 per cent became aware through a TV advert and 12 per cent became aware through someone else. The percentage of those who became aware via a leaflet dropped from almost one in five (19 per cent) in wave 8 to one in ten (10 per cent) in wave 9.

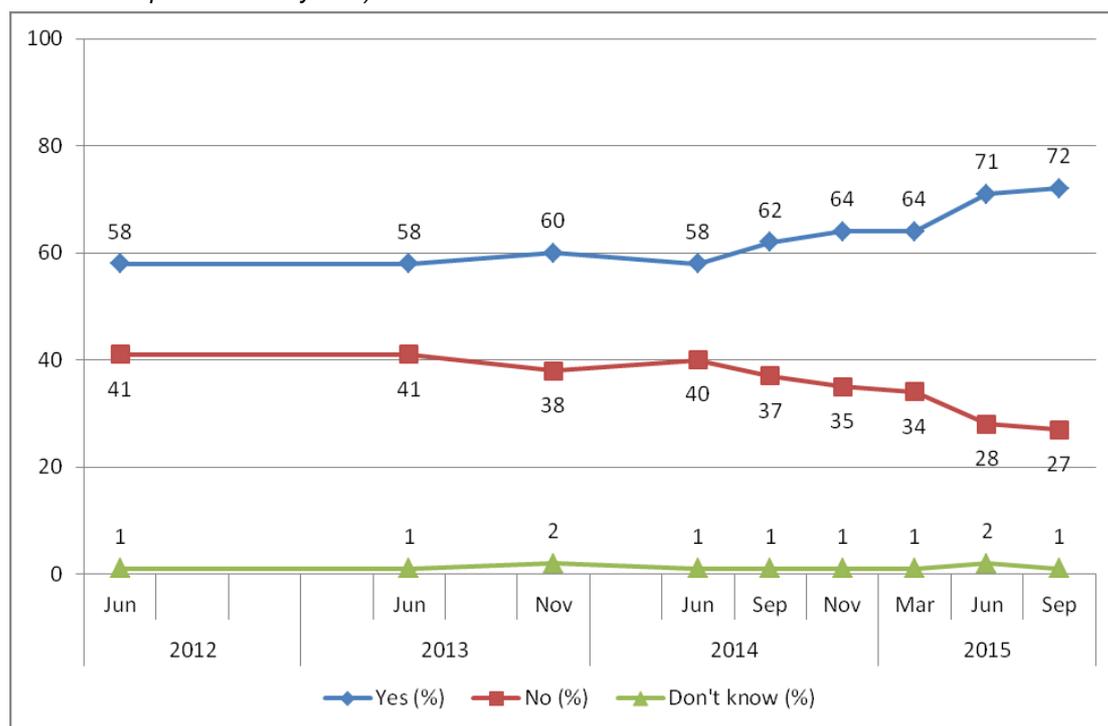
Respondents who were aware of changes were also asked an open-ended question 'Can you tell me how you think the system will change?'. In waves 8 and 9, around eight out of ten (80 per cent and 82 per cent respectively) said that it would change to an opt-out system or one of presumed consent. Around one out of ten respondents in wave 8 and 9 (9 per cent) didn't know.

2.3 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.

As Figure 2.4 shows, in wave 8 and 9, around seven out of ten respondents (71 and 72 per cent respectively) reported that they had seen or heard something about the change.

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



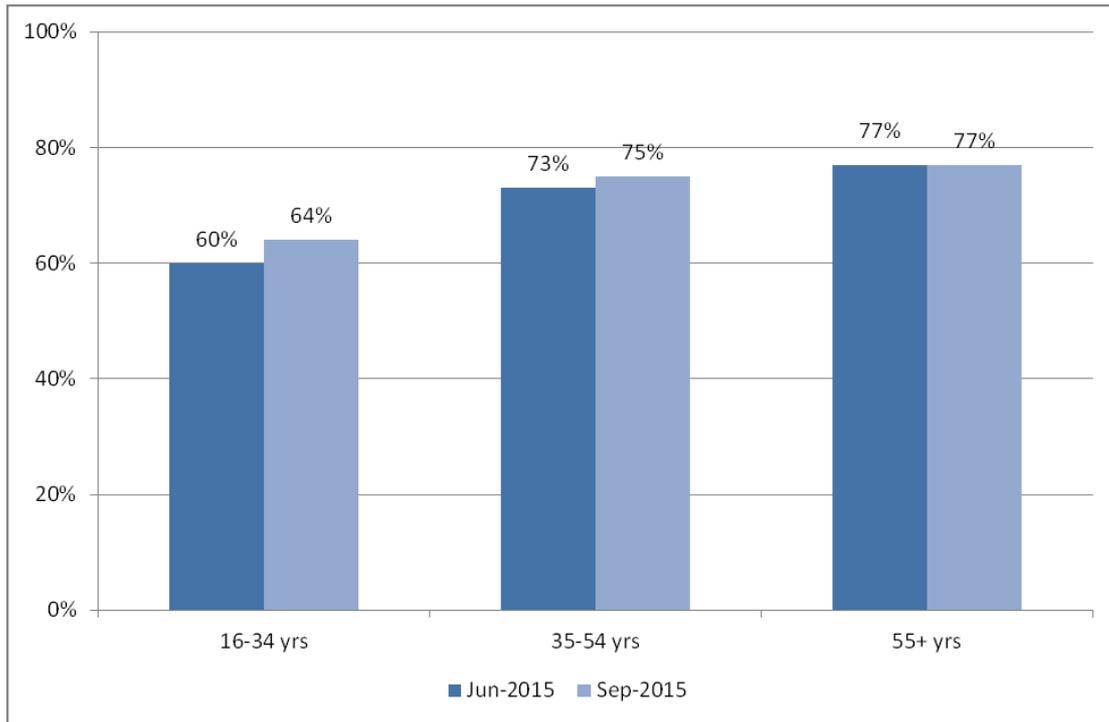
Base: 1,006 (W1 June 2012); 1,015 (W2 June 2013); 1,022 (W3 November 2013); 1,029 (W4 June 2014); 1,002 (W5 September 2014); 1,003 (W6 November 2014); 1,022 (W7 March 2015); 1,018 (W8 June 2015); 1,008 (W9 September 2015)

(a) In waves 1 and 2, respondents were asked 'Before today, have you seen or heard anything about this proposal at all?'

In waves 8 and 9 there were no significant differences by region or gender in the proportion of respondents who had seen or heard something about the change in law.

However, there were significant differences by age and social group for both waves 8 and 9. As Figure 2.5 shows, around six out of ten respondents under 35 years had seen or heard something about the change in law compared with around three quarters of respondents aged 35 years and over

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



Base: 1,018 (W8 June 2015); 1,008 (W9 September 2015)

A significantly greater proportion of respondents from ABC1 social groups (79 per cent in wave 8; 81 per cent in wave 9) had seen or heard something about the change in law compared with C2DE social groups (64 per cent in wave 8; 67 per cent in wave 9).

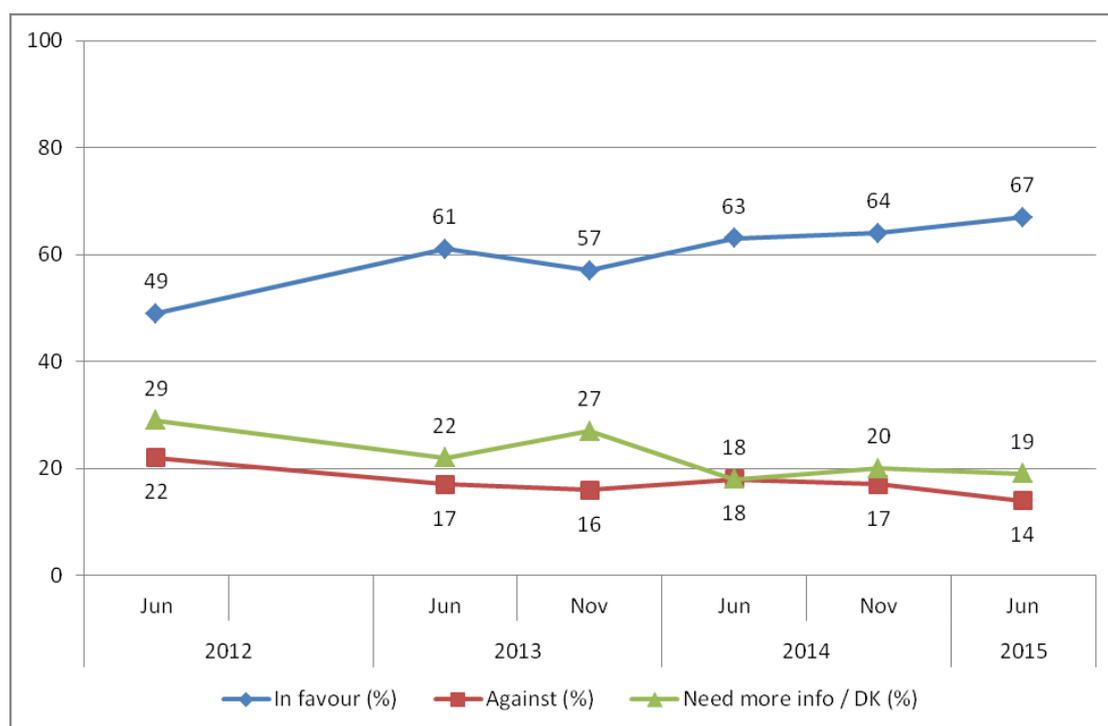
3. Attitudes towards changes to the organ donation system

3.1 Levels of support for opt-out system

Respondents were asked if they were in favour of, or against, the change in legislation, or whether they needed more information to decide.

As Figure 3.1 shows, a clear majority of respondents continue to support the change in legislation, with two thirds (67 per cent) being in favour in wave 8. In comparison, 14 per cent of respondents in wave 8 said they are against the change in legislation.

Figure 3.1: Which of these statements about changes to the organ donation system in Wales best reflects your view? ^a



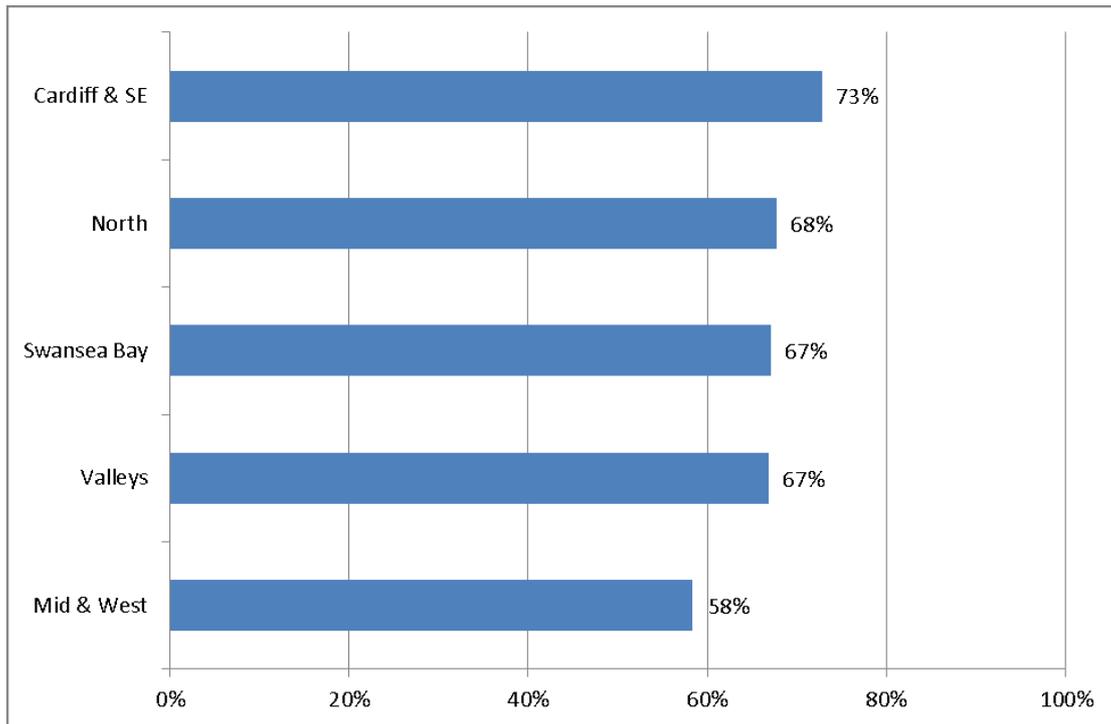
Base: 1,006 (W1 June 2012); 1,015 (W2 June 2013); 1,022 (W3 November 2013); 1,029 (W4 June 2014); 1,003 (W6 November 2014); 1,018 (W8 June 2015)

(a) In waves 1 and 2, respondents were asked 'Which of these statements about proposed changes to the organ donation system in Wales best reflects your view?'

In wave 8, there was no significant difference in support by gender. However, there were significant differences by region, age and social group.

As Figure 3.2 shows, support for the change in legislation was highest in Cardiff & South East Wales (73 per cent) and lowest in Mid & West Wales (58 per cent). In North Wales, Swansea Bay and the Valleys, around two thirds of respondents were in favour of the change.

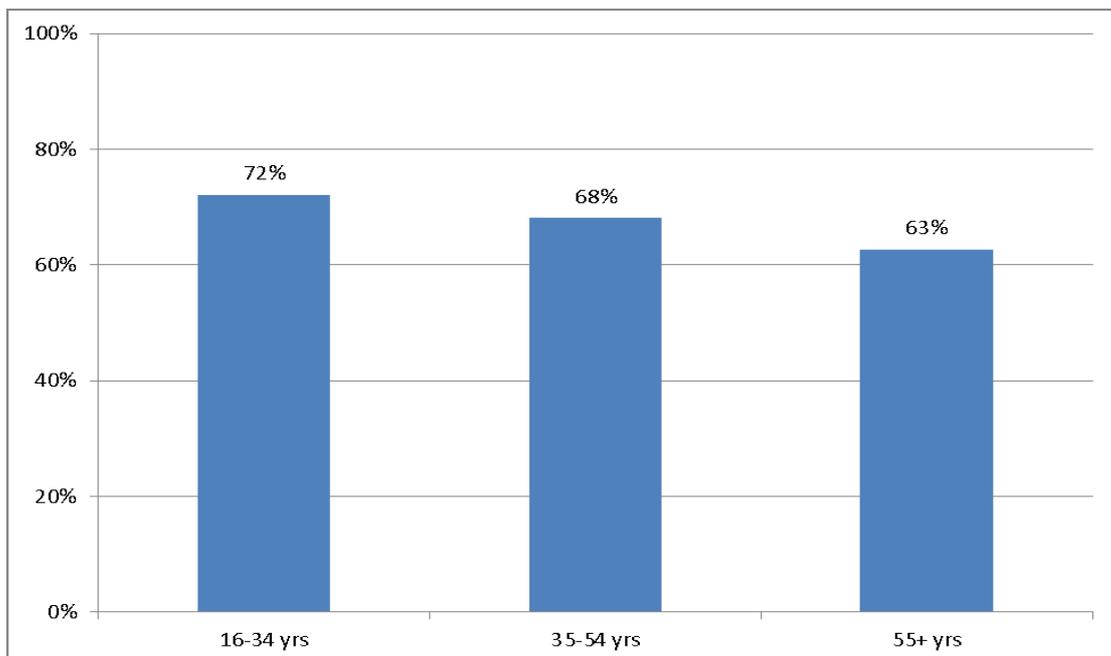
Figure 3.2: Proportion of respondents in favour of the changes to the organ donation system by region



Base: 1,018 (W8 June 2015)

As Figure 3.3 shows, support for the change in legislation decreased with age, with 72 per cent of respondents aged 16-34 years being in favour compared with 68 per cent of 35-54 year olds and 63 per cent of 55+ year olds.

Figure 3.3: Proportion of respondents in favour of the changes to the organ donation system by age



Base: 1,018 (W8 June 2015)

There was also a significant difference by social group, with around three quarters of ABC1 respondents (74 per cent) being in favour of the change in legislation compared with around six out of ten C2DE respondents (62 per cent).

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

Respondents were asked an open-ended question about why they were in favour of, or against, changing to an opt-out system of organ donation.

Of those who were in favour of the change, the most common reasons given were that it would result in more lives being saved (22 per cent), benefit other people (20 per cent), and increase the number of organs available (13 per cent).

Of those who were against the change, the most common reasons given were that it removes choice from the individual (37 per cent), and that they do not want to donate (22 per cent).

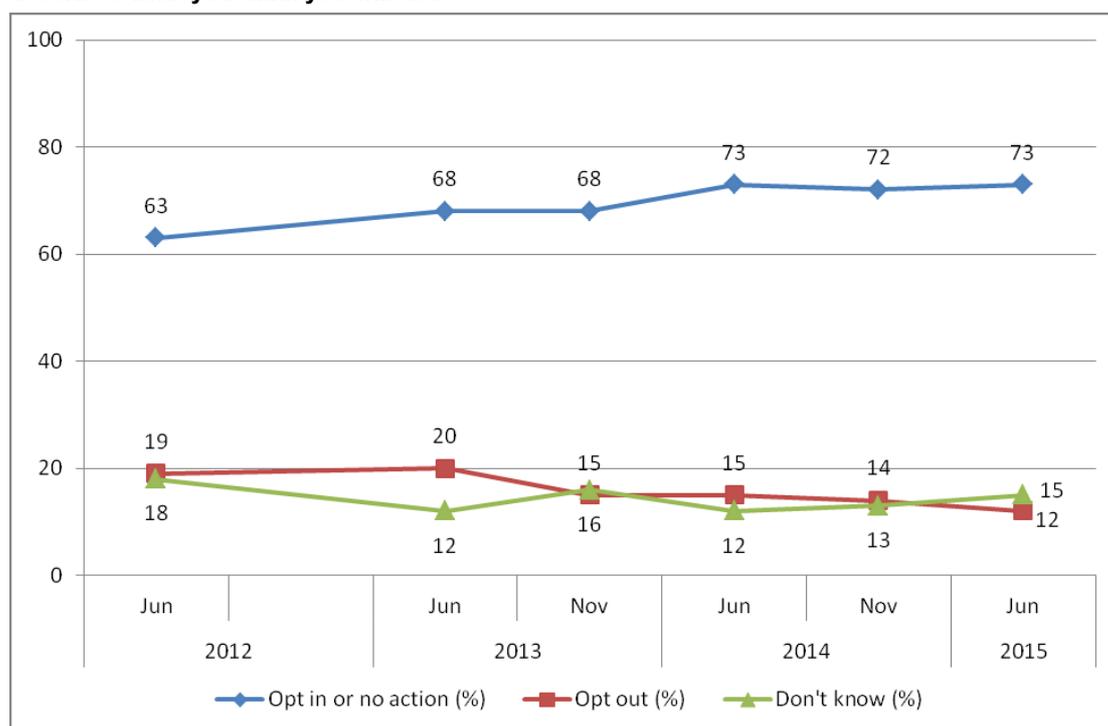
Respondents who reported that they needed more information to decide were asked what additional information they need. The most common response from these respondents was that more detail would be needed on how the system would work (26 per cent).

4. Behaviour under soft opt-out system of organ donation

All respondents were asked what they think they will do when the new soft opt-out system of organ donation is introduced.

In wave 8, almost three quarters of respondents (73 per cent) said they will opt in or take no action, remaining consistent since wave 4. In comparison, 12 per cent of respondents in wave 8 said they will opt out – a decrease from 20 per cent in wave 2 (Figure 4.1).

Figure 4.1: When the new system of opting out is introduced, which of the following best describes what you think you will do? ^a



Base: 1,006 (W1 June 2012); 1,015 (W2 June 2013); 1,022 (W3 November 2013); 1,029 (W4 June 2014); 1,003 (W6 November 2014); 1,018 (W8 June 2015)

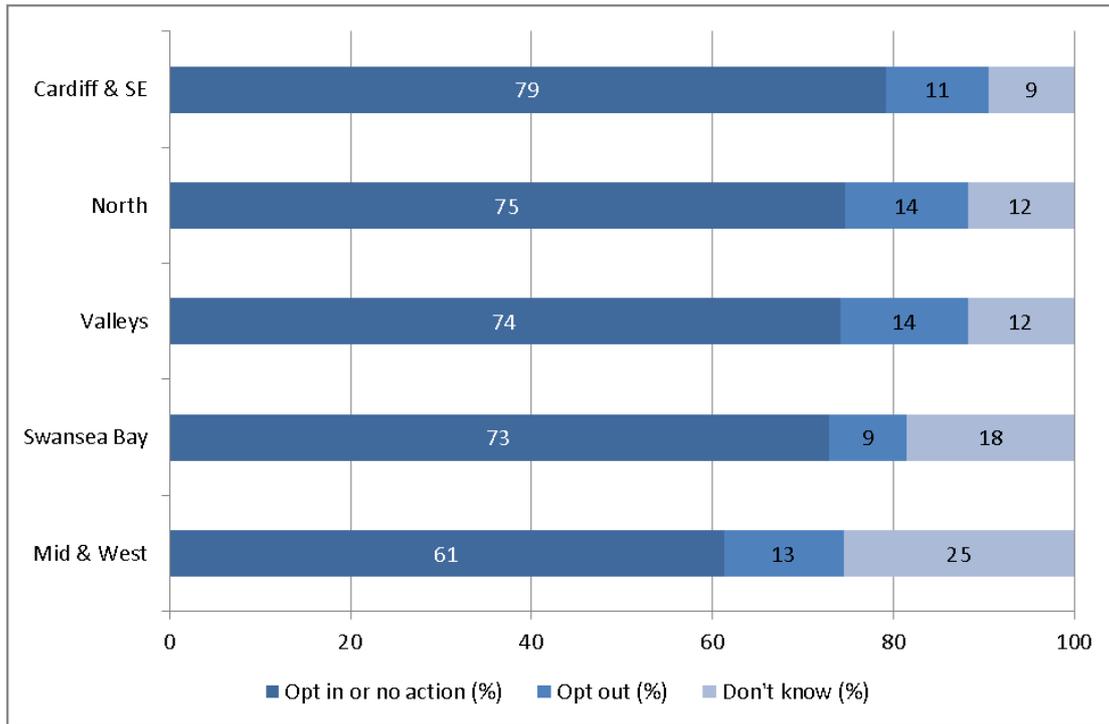
(a) In waves 1 and 2, respondents were asked 'If the new system of opting out was introduced, which of the following best describes what you think you would do?'

In wave 8, there was no significant difference by gender in how respondents think they will act under the new system. However, there were significant differences by region, age and social group.

As Figure 4.2 shows, while similar proportions of respondents in each region said they will opt out, there were large differences in the proportion of respondents saying they will opt in or do nothing, or that they don't know what they will do.

The proportion of respondents that said they will opt in or do nothing ranged from six out of ten in Mid & West Wales (61 per cent) to eight out of ten in Cardiff & South East Wales (79 per cent).

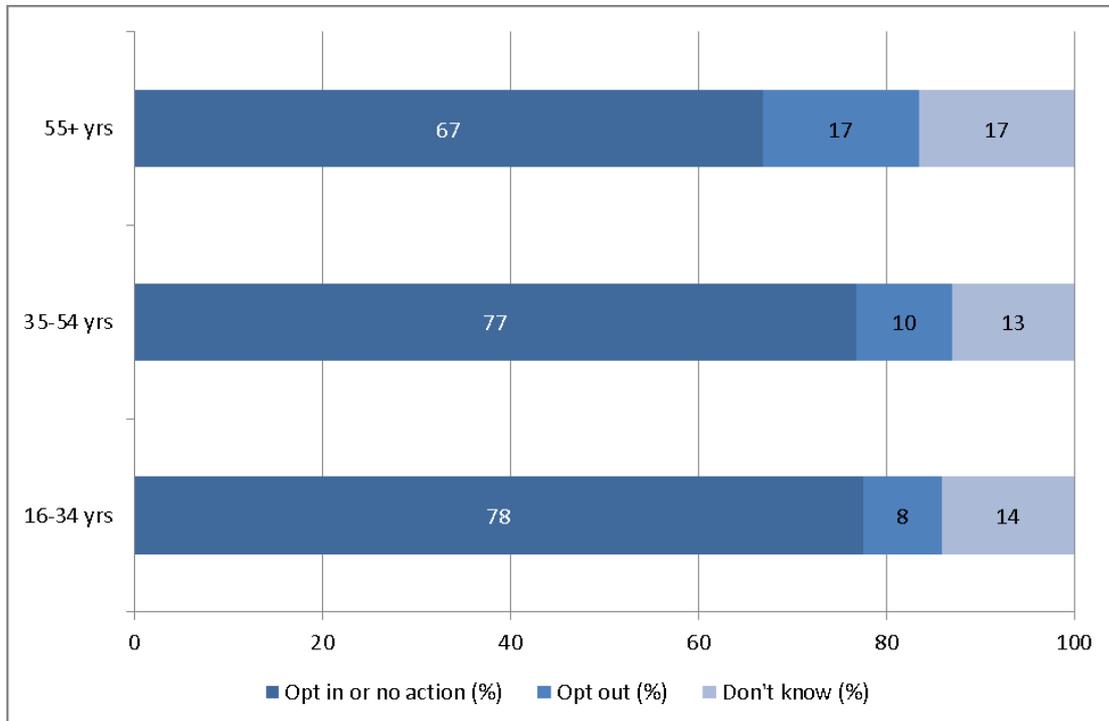
Figure 4.2: Stated behaviour by region



Base: 1,018 (W8 June 2015)

Figure 4.3 shows that respondents aged 55+ years were less likely than younger respondents to say they will opt in or do nothing, and more likely to say they will opt out.

Figure 4.3: Stated behaviour by age



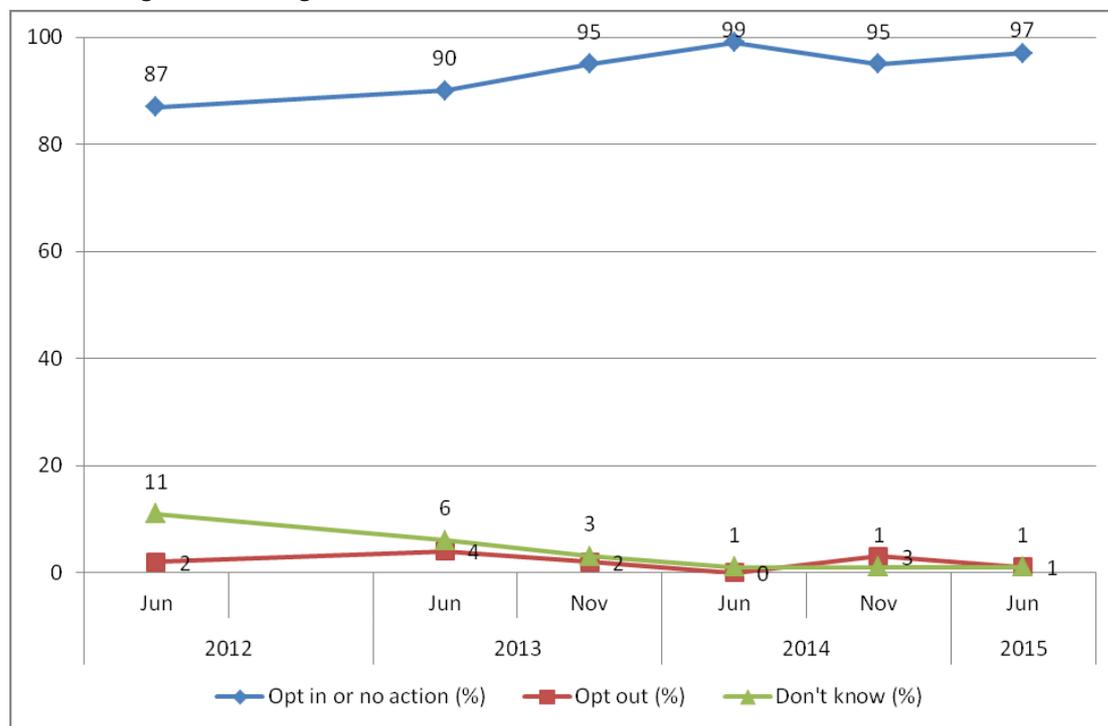
Base: 1,018 (W8 June 2015)

There were also significant differences by social group, with almost eight out of ten ABC1 respondents (78 per cent) saying they will opt in or do nothing, compared with seven out of ten C2DE respondents (70 per cent).

4.1 Behaviour of respondents currently registered on the NHS Organ Donor Register

Among respondents who said they were currently registered on the NHS Organ Donor Register (27 per cent in wave 8)³, almost all (97 per cent) said they would opt in or remain on the register, maintaining the high proportion recorded in recent waves (Figure 4.4).

Figure 4.4: Stated behaviour under opt-out system among respondents currently registered on the NHS Organ Donor Register^a



Base: 236 (W1 June 2012); 260 (W2 June 2013); 270 (W3 November 2013); 290 (W4 June 2014); 283 (W6 November 2014); 277 (W8 June 2015)

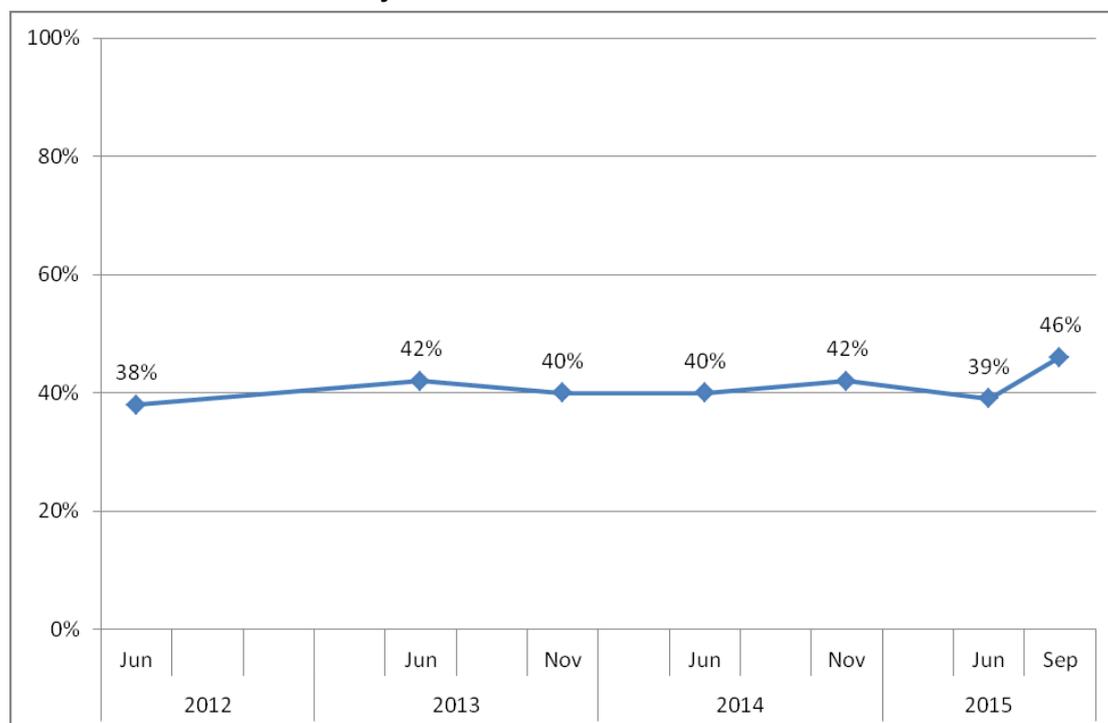
(a) In waves 1 and 2, respondents were asked 'If the new system of opting out was introduced, which of the following best describes what you think you would do?'

³ According to NHSBT, 34 per cent of the population in Wales were on the Organ Donor Register by 31 March 2015. 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/statistics-and-research/public-attitudes-organ-donation/?lang=en>). In addition, while the Wales Omnibus Survey sample is designed to be representative of the resident adult population in Wales and uses demographic quota controls, quotas are not set for organ donation status.

5. 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 5.1 shows, the proportion of respondents that said they had discussed their wishes with a family member has remained at around four out of ten throughout each wave, until wave 9 when it has increased to 46 per cent.

Figure 5.1: Proportion of respondents who had ever discussed their 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); 1,003 (W6 November 2014); 1,018 (W8 June 2015); 1,008 (W9 September 2015)

In wave 8, there were no significant differences by region or age in the proportion of respondents who had discussed their wishes regarding organ donation after their death with a family member. However, there were significant differences by gender and social group. In wave 9, there were significant differences in region, age, social group and gender.

A significantly greater proportion of women (42 per cent in wave 8; 52 per cent in wave 9) than men (36 per cent in wave 8; 41 per cent in wave 9) had discussed their organ donation wishes with a family member, as had a significantly greater proportion of ABC1 respondents (46 per cent in wave 8; 52 per cent in wave 9) than C2DE respondents (34 per cent in wave 8; 43 per cent in wave 9). Furthermore, in wave 9 significant differences were also observed for region and age. A greater proportion of respondents in Cardiff & South East Wales (55 per cent) had discussed their organ donation wishes with a family member, as had a significantly greater proportion respondents aged 35-54 (56 per cent).

6. 'It's Time to Choose' campaign

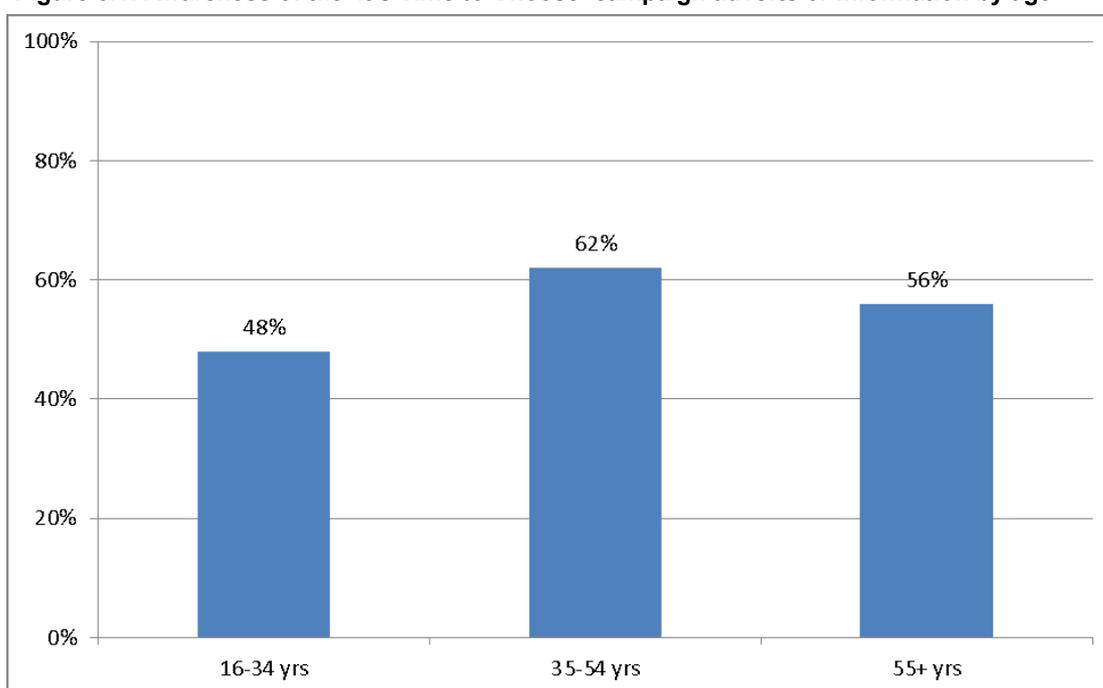
6.1 Awareness of the 'It's Time to Choose' campaign.

In wave 9 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 55 per cent.

There were significant differences in awareness of the 'It's time to Choose' campaign adverts by age. Around half of respondents (48 per cent) under 35 years were aware of the adverts compared with around six out of ten respondents aged 35 and over (62 per cent for respondents aged 35-54; 56 per cent for respondents ages 55+).

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



Base: 1,008 (W9 September 2015)

There were also significant differences by social group. A greater proportion of respondents from ABC1 were aware of the 'It's Time to Choose' campaign (61 per cent) compared with respondents from C2DE social groups (52 per cent).

There were no significant differences in awareness of the campaign by region or gender.

6.2 Source and understanding of the 'It's Time to Choose' campaign.

Of those respondents who were aware of the adverts about the changes to organ donation seven out of ten became aware through a TV advert (70 per cent), around a fifth became aware through a TV programme (19 per cent), and a tenth became aware through a radio advert (12 per cent) and leaflet (8 per cent).

6.3 Awareness of the 'It's Time to Choose' campaign leaflet.

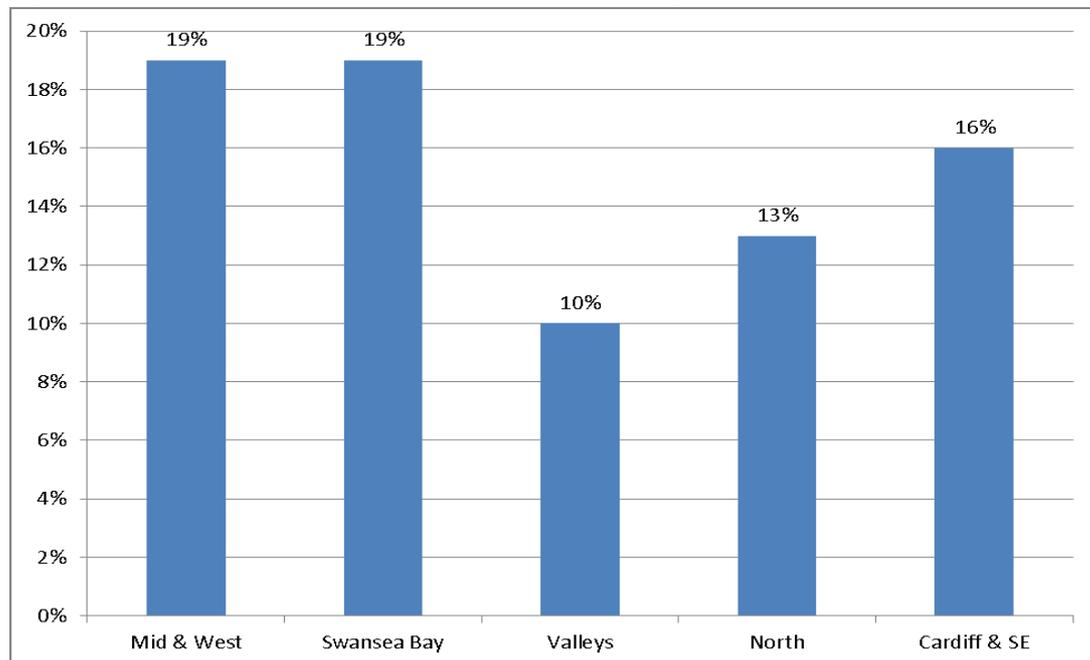
All respondents were specifically asked about the 'It's Time to Choose' campaign leaflet. The following question was asked: 'I'd like you to take a look at some pages from an information booklet. Has your household received one of these in the post or not?'

The proportion of respondents who reported that their household had received the leaflet was 16 per cent, around eight out of ten respondents (81 per cent) said they hadn't received the leaflet and 4 per cent said they didn't know.

There were significant differences in those who reported to have received the leaflet by age. Around one in ten respondents under 54 years (13 per cent) reported to have received the leaflet compared with one in five (20 per cent) aged 55 and over.

There were also significant differences by region and gender. A significantly greater proportion of women reported to have received the leaflet (19 per cent) compared to men (11 per cent), as had a significantly greater proportion of respondents from North and Mid & West Wales (19 per cent) compared to the Valleys (10 per cent).

Figure 6.2: Awareness of the 'It's Time to Choose' campaign leaflet by region.



Base: 1,008 (W9 September 2015)

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 8, most survey fieldwork was conducted between 8 and 21 June 2015, with a few interviews conducted after this date; and a total of 1,018 face-to-face interviews were conducted and analysed. For Wave 9, most survey fieldwork was conducted between 14 and 27 September 2015, with a few interviews conducted after this date; and a total of 1,008 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 established⁴. 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).

⁴ 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 2015 and September 2015 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

	June 2015		September 2015	
	Unweighted sample	Weighted sample	Unweighted sample	Weighted sample
Region				
North Wales	259	229	247	227
Mid & West Wales	162	173	160	171
Swansea Bay	173	173	168	171
Valleys	175	178	195	177
Cardiff & South East Wales	249	264	238	262
Age				
16 – 34 years	309	298	285	295
35 – 54 years	280	332	271	328
55+ years	429	388	450	383
Gender				
Men	456	495	454	489
Women	562	523	554	519
Social group				
ABC1	425	433	428	431
C2DE	587	579	574	570

Annex B: Questionnaires

Organ Donation Omnibus Questions Wave 8

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. From December 2015 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 change?

- Yes
- No
- Don't know

WAVE 9 QUESTIONS STOP HERE

Q5. Which of these statements about 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. When the new system of opting out is introduced, which of the following best describes what you think you will do?

- I will register a wish **not** to be a donor (i.e. opt out)
- I will register a wish to be a donor (i.e. opt in)
- I've already registered a wish to be a donor (and will 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'll 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

Q9. Have you ever discussed your wishes regarding organ donation after your death with a family member?

- Yes
- No

Q10. And can you tell me if you are currently registered on the NHS Organ Donor Register?

- Yes
- No
- Don't know

**Organ Donation Omnibus Questions
Wave 9**

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)

At an event / roadshow
Mobile Advertising Van

Someone told me about it
At work

Other (please specify)
DK

[ASK ALL](#)

SHOW INFORMATION BOOKLET

Q4. I'd like you to take a look at this information booklet. 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