



Evaluation of a Public Information Campaign on Organ Donation

February 2015



Executive Summary

In November 2014, the Public Health Agency (the PHA) commissioned Social Market Research (www.socialmarketresearch.co.uk) to undertake a survey to assess public knowledge and attitudes to organ donation as well as support for changing the organ donation system in Northern Ireland from an opt-in system to a presumed consent or opt-out system.

The survey is based on interviews with a representative sample of 1050 Northern Ireland adults aged 16+. Fieldwork on the survey was conducted between 19 November 2014 and 15 December 2014.

Recall of the Agency's Organ Donation Campaign

- 72% could recall at least one of the campaign elements used by the Agency to promote the campaign.
- Levels of recall for the various elements were: film adverts (61%); radio adverts (22%); campaign posters (47%); digital adverts (7%); and, campaign website (16%);
- 33% of those exposed to the campaign said that the campaign had encouraged them to think about their donation wishes, 15% said the campaign had encouraged them to discuss their donation wishes with family and friends and 9% had tried to find out more about organ donation. Other outcomes included: 5% had asked a family member about their donation wishes; and, 4% said that the campaign had encouraged them to put their name on the Organ Donation Register;
- 42% of those exposed to the campaign did something positive regarding organ donation (i.e. thought about their donation wishes, discussed their donation wishes with family and friends, tried to found out more about organ donation, asked a family member about their donation wishes or put their name on the Organ Donation Register);
- The campaign recorded a lower level of reach among those aged 65+ (59%) and a higher level of reach among the following groups: Southern Trust area residents, 81%; those without a limiting long-term illness or disability, 75%; those with family / friends who has been an organ recipient, on waiting list or who themselves have donated an organ (84%); and, those already registered on the Organ Donation Register (86%);
- 38% of those exposed to the campaign believed that the main message of the campaign was that *'everyone should donate'*, with 35% saying that the main message was to *'tell your family / friends about your donation wishes'*;

Awareness of the Number of People waiting for a Transplant in N Ireland

- 12% were aware that 200 people are waiting on a transplant in a given year in Northern Ireland;

Awareness of the NHS Organ Donation Register

- 76% were aware of the NHS Organ Donation Register (64% in 2013);
- 43% of those aware of the NHS Organ Donation Register had put their name on the Register (37% in 2013);
- 32% of all respondents in the survey said they are on the NHS Organ Donation Register, with higher levels of registration among ABC1s (40%) compared with C2DE's (26%), those exposed to organ donation via family, friends etc (54% vs. 26%) and those who exposed to the PHA campaign (39% vs. 16%);
- Helping others (67%) was the most common reason for being on the Register (41% in 2013);
- 40% of those not currently registered said they would be very likely or fairly likely to put their name on the Register in the near future (38% in 2013), with 43% (39% in 2013) unsure and 18% not very likely or definitely not likely to do so (23% in 2013);
- 38% of those not currently on the Register and who are unlikely to register in the future said they haven't really thought about it (31% in 2013), with 24% saying they don't want their organs to be donated (35% in 2013);

Talking to Family and Friends about Organ Donation

- 41% had talked to family and friends about organ donation (38% in 2013), most had not (56%) [55% in 2013] and 3% were unsure if they had or not [7% in 2013];
- 83% of those on the Register said they have informed family / friends that they are registered as an organ donor [87% in 2013];
- 47% of all respondents said family and friends are aware of their wishes regarding organ donation [43% in 2013];
- 55% believe that their family / friends would agree with their decision about organ donation [55% in 2013], 26% said they would not [17% in 2013] and 19% were unsure [28% in 2013];
- 48% said they are aware of the wishes of their wife/husband/partner regarding organ donation [52% in 2013] with 24% aware of the wishes of close friends [26% in 2013];

Accepting an Organ

- 80% would accept an organ if their life depended on it and it was medically possible [78% in 2013];
- 9% believe that it is unacceptable to transplant the face [18% in 2013], with 9% saying transplanting the eyes / cornea is unacceptable [14% in 2013];

Awareness of How Current Organ Donation System Works in Northern Ireland

- 67% mentioned carrying a donor card when asked to say how the current system of organ donation works in Northern Ireland [55% in 2013], with 26% specifically citing the 'opt in' system [16% in 2013];

Support for Changing the Current Organ Donation System in Northern Ireland

- 61% said they would be in favour of changing to a system where it is presumed that a person has consented to donation unless they have registered their objection or their family / close friend says no [56% in 2013], with 10% against [18% in 2013], 16% requiring more information [8% in 2013] and 14% undecided [18% in 2013];

Reaction to a New System if Introduced

- 28% said they are not currently on the Register but don't think they would opt out if a new organ donation system were introduced [37% in 2013], with 28% currently on the Register and opting to remain on it [25% in 2013];
- 12% said they are not currently on the Register but would opt out [14% in 2013], with 6% currently on the Register saying they would take their name off the Register if the system was changed [2% in 2013];
- 27% were undecided as to how they would react if the system were changed [22% in 2013];
- 60% were in favour of mandatory choice system for organ donation (54% in 2013) where everyone would be required by law to register their choice about organ donation (14% were against [25% in 2013] and 26% said they would need more information to decide [20% in 2013]);
- If a mandatory system were introduced, where everyone would be required by law to register their choice about organ donation, 71% said they would consider registering their choice via a GP;

Attitudes to Organ Donation

- 79% agreed with the statement '*The soft opt-out system will result in more lives being saved*' [74% in 2013];
- 77% agreed with the statement '*I believe we should discuss our wishes about organ donation with our family and friends so that they know to respect our wishes if anything happens to us*' [78% in 2013];
- 27% agreed with the statement '*It is unacceptable not to donate your organs*' [26% in 2013]; and,
- 23% agreed with the statement '*Organ donation is a gift which the soft opt-out system will take away*' [26% in 2013].

Concluding Comments

Overall the outcomes from this evaluation are positive, with 72% of respondents exposed to at least one element of the campaign. Results also show a positive correlation between campaign exposure and positive attitudes towards organ donation. The survey also provides evidence of majority support (61%) for changing the current Northern Ireland organ donation system from 'opt-in' to 'opt-out'.

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1. Introduction

1.1 Research Rationale

In November 2014, the Public Health Agency commissioned Social Market Research (SMR) to undertake a population survey to evaluate a public information campaign on organ donation.

1.2 Research Aim and Objectives

The research aim was to ascertain whether the public information campaign objectives had been met as well as determining the effectiveness and success of the campaign. Given the on-going debate about changing to a '*presumed consent*' system, the research also sought to ascertain current public perceptions about this issue.

Within the overall research aim the following research objectives were set:

- To examine public knowledge and attitudes to organ donation;
- To examine current donation-related behaviours and intended behaviours that may lead to higher donation rates;
- To explore understanding of the current organ donation system in Northern Ireland and attitudes towards changing to a presumed consent system; and,
- To assess awareness of the campaign and its component parts to ascertain reach and awareness of the campaign, clarity of key messages and assess the campaign effectiveness in meeting the objectives.

In addition to the above objectives the research also focused on a comparative analysis of the findings from a 2013 baseline survey, with a particular focus on measuring changes in attitudes and / or donation-related behaviour as a result of campaign exposure.

1.3 Survey Method

Interviews were conducted with a nationally representative sample of 1050 adults (aged 16+) drawn from the Northern Ireland adult population. Fieldwork was conducted between 19 November 2014 and 15 December 2014. The survey was administered on a face-to-face basis in respondents' homes.

1.3.1 Sampling

Quota sampling was used with tightly controlled quotas applied for age, gender, social class, and area of residence¹. Table 1.1 presents the sample profile compared with known population parameters, and shows that sample estimates are consistent with census estimates on the key variables.

		Sample (%)	Census (%)
Sex	Male	48	49
	Female	52	51
Age	16-29	26	25
	30-44	26	26
	45-64	30	31
	65+	18	18
Social Class	ABC1	46	46
	C2DE	54	54
Commissioning Group	Belfast	19	20
	Northern	27	26
	South Eastern	22	19
	Southern	18	19
	Western	14	16
Source: Northern Ireland Census of Population (2011 Data)			

¹ Local Government Districts

1.3.2 Stratification by Area

Fieldwork was conducted in 68 sampling points across Northern Ireland. Table 1.2 presents an overview of the sample by area or Local Government District (LGD) and shows the number of achieved interviews within each LGD (Note that Local Government Districts are coterminous with local commissioning group areas and can act as a proxy for geographical area [north, south, east and west]):

Local Gov District (LGD)	Population %	Sample (%) [n=1050]
Antrim	2.9	2.6
Ards	4.4	4.3
Armagh	3.2	2.8
Ballymena	3.6	3.4
Ballymoney	1.7	1.8
Banbridge	2.6	2.0
Belfast	15.9	15.4
Carrickfergus	2.2	2.4
Castlereagh	3.8	3.3
Coleraine	3.3	3.2
Cookstown	2.0	1.8
Craigavon	5.1	5.0
Derry	5.8	5.5
Down	3.8	4.8
Dungannon	3.1	3.0
Fermanagh	3.4	3.5
Larne	1.8	1.7
Limavady	1.8	1.8
Lisburn	6.5	7.8
Magherafelt	2.4	3.4
Moyle	1.0	1.0
Newry & Mourne	5.4	5.1
Newtownabbey	4.7	5.8
North Down	4.7	5.0
Omagh	2.8	1.4
Strabane	2.1	2.0
TOTAL	100	100

1.3.3 Questionnaire

The questionnaire was developed collaboratively between SMR and the Public Health Agency and is included as an Appendix to this report.

1.3.4 Data Collection

The survey was conducted using Computer Assisted Personal Interviewing (CAPI). A pilot survey, based on 10 respondents was completed prior to the main survey. All interviews were conducted on a face-to-face basis with interviewers briefed before the commencement of fieldwork. No significant problems were identified during piloting. At the end of each interview, respondents were provided with a leaflet on organ donation.

1.3.5 Notes on Tables

Due to rounding row and column totals within tables may not always sum to 100. Note that base totals may also change in tables depending on question routing. Dash marks [-] are used in some tables to indicate that the figure is less than 1%.

Throughout the results section of this report, the following symbols have been used to denote statistical significance: * statistically significant at the 95% confidence interval; ** statistically significant at the 99% confidence interval; and, *** statistically significant at the 99.9% confidence level. Where asterisks are not used it should be assumed that no significant differences were observed.

1.3.6 Notes on Analysis Variables

To facilitate analysis a number of derived variables were created:

- Due to small numbers, those who refused to answer a question on religious affiliation were excluded from analysis by religion. Analysis by religion is based on three categories: Catholic, Protestant and 'none'; and,
- An 'urban/rural' variable was created from respondent postcode using NISRA CPD data.

1.3.7 ISO20250

This survey has been conducted in accordance with ISO20250 of which SMR is fully accredited (**SMR Certificate Number: 0535**).

2. Evaluation Findings

2.1 Unprompted Awareness of Advertising Campaigns Concerning Organ Donation

All respondents were asked if, since the start of the year (i.e. 2014), they had seen or heard any advertising campaigns concerning organ donation. Overall, 33% (n=346) said they had seen or heard advertising campaigns concerning organ donation since the start of the year.

Table 2.1 Since the start of the year, have you seen or heard any advertising campaigns concerning organ donation (including TV, online, posters, cinema, etc.)?			
		Yes (%)	Base n
All respondents		33	1050
Gender	Males	32	507
	Females	34	543
Age	16-29	33	277
	30-44	37	274
	45-64	33	310
	65+	28	189
Social Class	ABC1	34	488
	C2DE	32	562
Trust area***	Belfast	24	197
	Northern	23	286
	South Eastern	40	229
	Southern	42	188
	Western	41	150
Urban/rural area ²	Urban	33	640
	Rural	32	295
Religious affiliation	Catholic	32	358
	Protestant	33	540
	None	34	136
Political affiliation	Nationalist	33	225
	Unionist	36	463
	Other	37	51
	Refused	27	311
Limiting Long-term Illness or disability	Yes	38	206
	No	32	844
Self-reported health status	Excellent/good	32	792
	Fair	34	215
	Bad/very bad	37	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	52	235
	No	27	815

*p≤0.05; **p≤0.01; ***p≤0.001

² Note that analysis of urban / rural is based on 935 cases because some respondents did not provide a full postcode

There were a number of statistically significant differences in response:

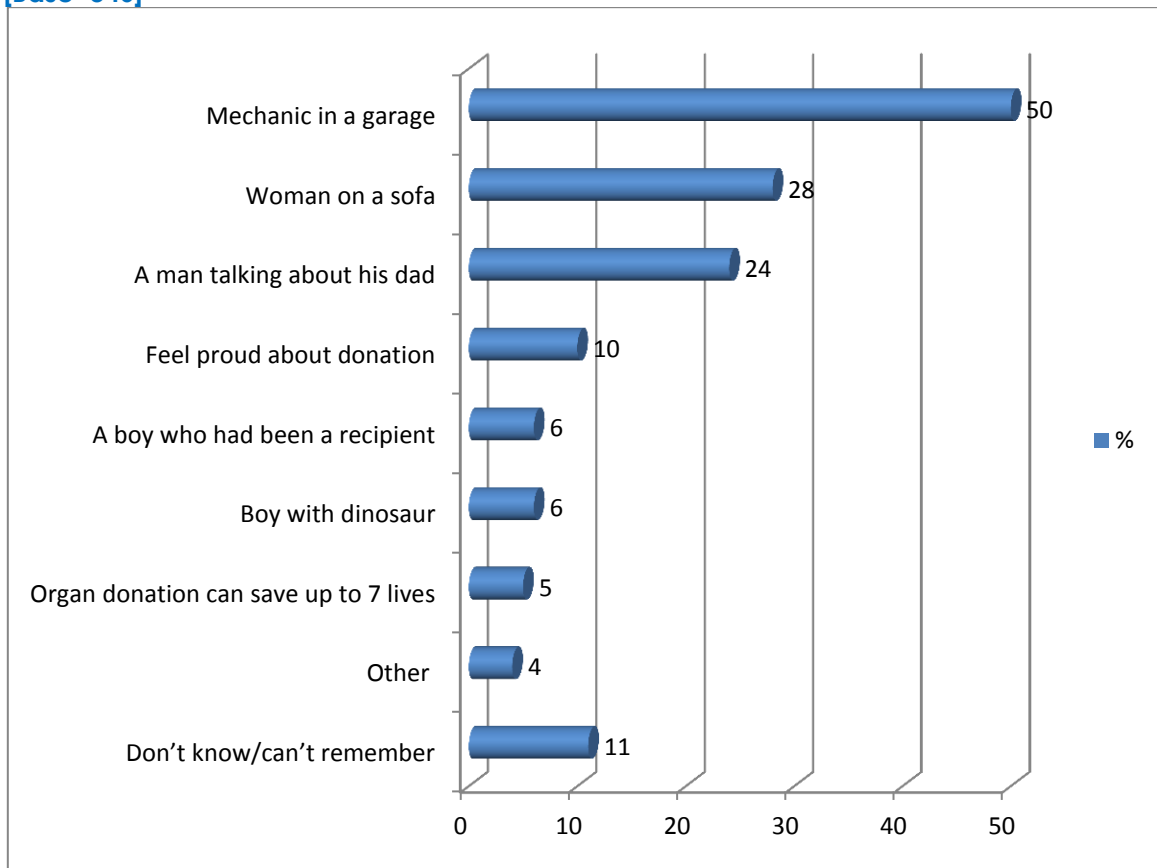
- Residents in the Southern Trust area (42%) were more likely to recall seeing or hearing advertising campaigns concerning organ donation in the last 12 months (Belfast, 24%; Northern, 23%; South Eastern, 40%; Western, 41%, $p \leq 0.001$);
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to recall seeing or hearing advertising campaigns concerning organ donation in the last 12 months (52% vs. 27%, $p \leq 0.001$).

2.1.1 Unprompted Recall of Content of Advertising Concerning Organ Donation

Respondents (n=346) who could recall having seen or heard advertising campaigns concerning organ donation since the start of the year were asked what they recalled. *[Among these respondents, 86% could recall the PHA campaign unprompted. This equates to 28% of the whole sample being able to recall the PHA campaign unprompted].*

Among respondents able to recall the PHA campaign unprompted, half (50%) could recall a 'mechanic in a garage', with 28% recalling a woman on a sofa, 24% a man talking to his dad and 10% recalling content about feeling proud about organ donation.

Figure 1: What can you remember about this/these advertisement(s)? (Unprompted)
[Base=346]



2.2 Prompted Recall of Campaign Film Advertisements

All respondents (n=1050) were shown the campaign film advertisements, with half the sample shown the 'mechanic' adverts and half shown the 'thank you mum' advert. Overall 61% (n=638) could recall seeing the TV advertisements.

		Recall film Advert (%)	Base n
All respondents		61	1050
Gender*	Males	57	507
	Females	64	543
Age ***	16-29	58	277
	30-44	66	274
	45-64	67	310
	65+	49	189
Social Class	ABC1	63	488
	C2DE	59	562
Trust area***	Belfast	62	197
	Northern	61	286
	South Eastern	64	229
	Southern	67	188
	Western	47	150
Urban/rural area	Urban	61	640
	Rural	59	295
Religious affiliation**	Catholic	56	358
	Protestant	66	540
	None	54	136
Political affiliation**	Nationalist	57	225
	Unionist	67	463
	Other	49	51
	Refused	56	311
Limiting Long-term Illness or disability***	Yes	48	206
	No	64	844
Self-reported health status***	Excellent/good	64	792
	Fair	51	215
	Bad/very bad	49	43
Family / friend organ recipient, on waiting list or have you donated an organ**	Yes	68	235
	No	59	815
Registered on ODR***	Yes	74	339
	No	54	711
*p≤0.05; **p≤0.01; ***p≤0.001			

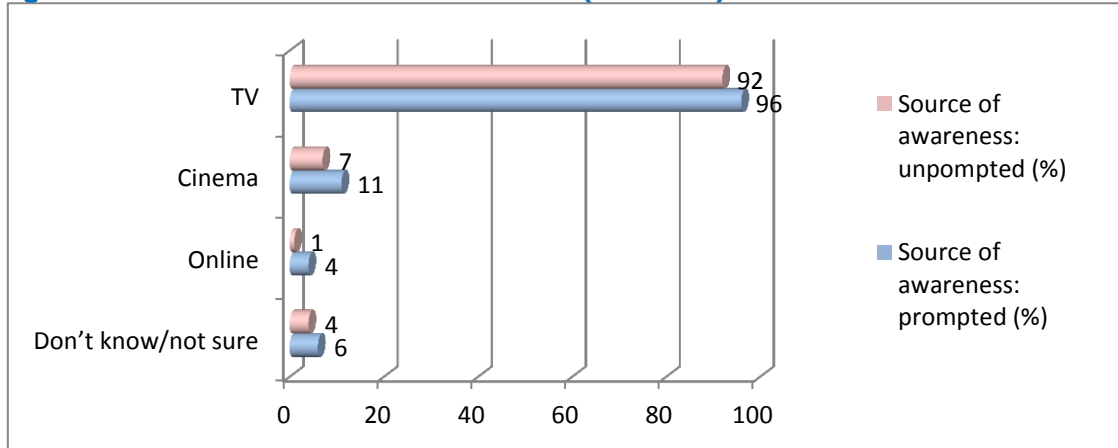
There were a number of statistically significant differences in recall of the television advertisement between different respondent groups:

- Women (64%) compared with men (57%, $p \leq 0.05$) were more likely to recall the TV advertisements;
- Older respondents (aged 65+, 49%) were less likely to recall the campaign TV advertisement (16-29, 58%; 30-44, 66%; 45-64, 67%; $p \leq 0.001$);
- Awareness of the TV advertisement was lower in the Western Trust area (47%) [Belfast, 62%; Northern, 61%; South Eastern, 64%; Southern, 67%; $p \leq 0.001$];
- Recall of the campaign TV advertisement was higher among Protestant respondents (66%) compared with Catholics (56%, $p \leq 0.01$) and those describing their religious affiliation as 'none' (54%);
- Recall of the campaign TV advertisement was higher among Unionist respondents (67%) (Nationalists, 57%; Refused, 56%; Other, 49%; $p \leq 0.01$);
- Recall of the campaign TV advertisement was lower among those with a limiting long-term illness or disability (48% vs. 64%, $p \leq 0.001$);
- Recall of the campaign TV advertisement was higher among those self rating their health status as excellent / good (64%) [fair, 51%; bad/very bad, 49%, $p \leq 0.001$];
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to recall the campaign TV advertisement (68% vs. 59%, $p \leq 0.01$); and,
- Those registered on the Organ Donation Register were more likely to recall the campaign TV advertisement (74% vs. 54%, $p \leq 0.001$).

2.2.1 Source of Awareness of Campaign Advertisements

Respondents were asked both prompted and unprompted where they had seen the film advertisements. Unprompted, 92% said they had seen the advert on TV, with 7% citing the cinema, 1% online and 4% were unsure where they had seen it. When prompted, 96% could recall seeing the advert on TV, with 11% citing the cinema, 6% online and 2% were unsure where they had seen it.

Figure 2: Source of awareness of film adverts (Base=638)

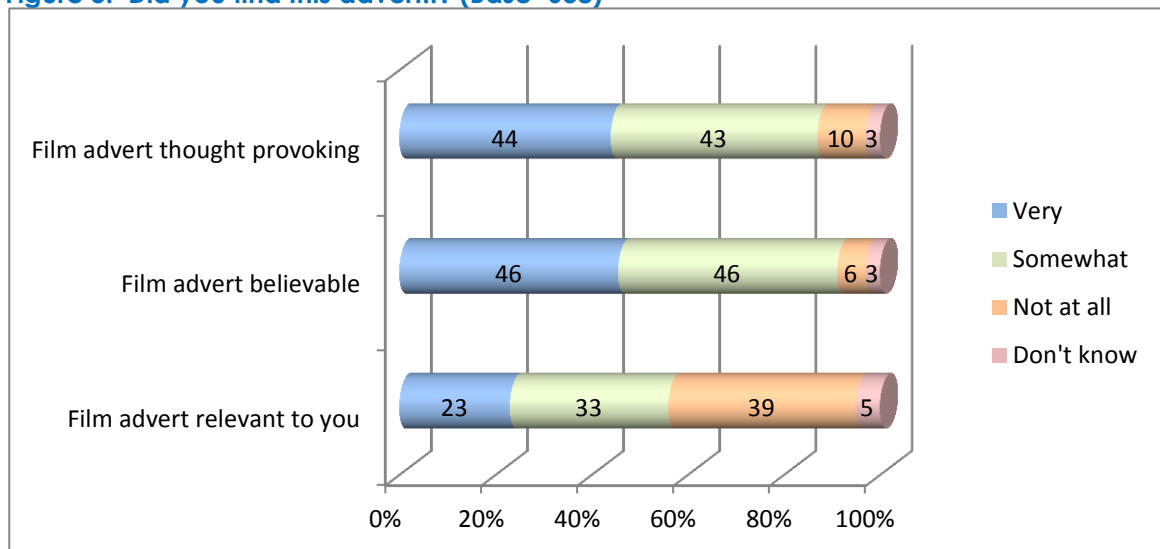


2.2.2 Views on Campaign Film Adverts

Respondents able to recall the film advertisements were asked if they found them relevant, believable and thought provoking.

More than eight out of ten (87%) respondents who could recall seeing the film advert said they found it thought provoking (very thought provoking, 44%; somewhat thought provoking, 43%), with 92% saying the advert was believable (very believable, 46%; somewhat believable, 46%). Fifty six percent (56%) said the film advert was relevant to them (very relevant, 23%; somewhat relevant, 33%).

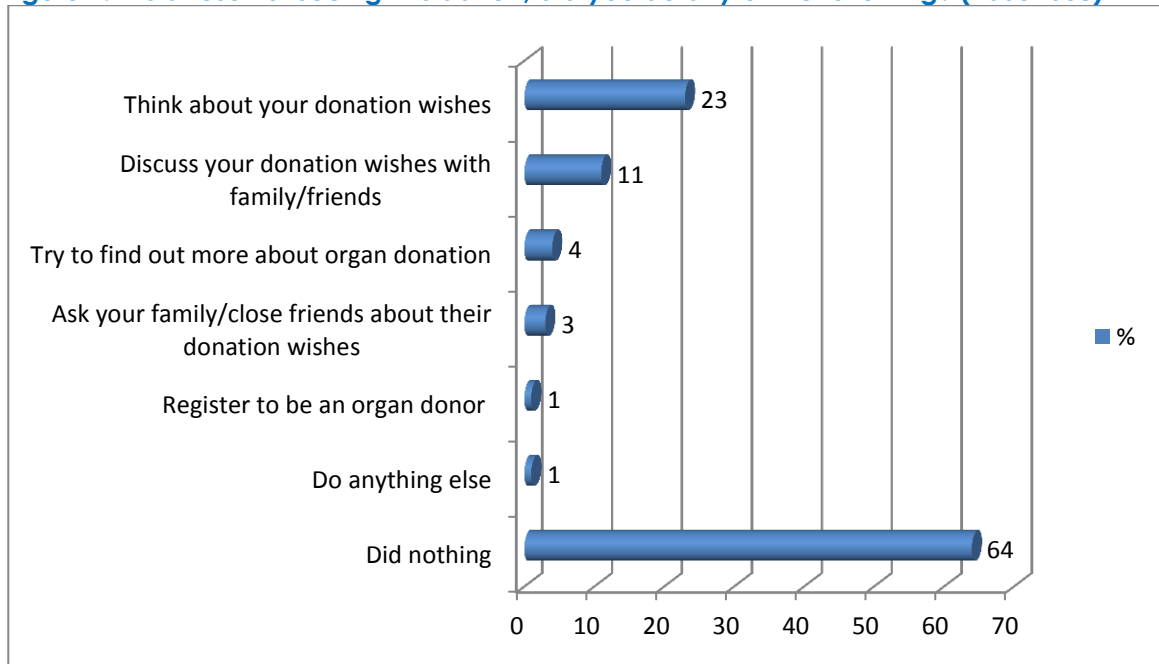
Figure 3: Did you find this advert..? (Base=638)



2.2.3 Impact of Campaign Film Adverts

Among those exposed to the campaign film advertisements, 23% said that it had encouraged them to think about organ donation, with 11% saying that they had discussed their organ donation wishes with family members / friends. Four percent said they had tried to find out more about organ donation as a result of seeing the advert, with 3% asking their family and friends about their organ donation wishes. Other outcomes included: registering as an organ donor (1%); and, one respondent said that they 'had done everything'.

Figure 4: As a result of seeing this advert, did you do any of the following? (Base=638)



2.2.4 Summary of Campaign Film Advertisements

Table 2.3 presents a summary of the outcomes for each campaign film advertisement and shows that although awareness of the 'mechanic' advertisement was higher, the outcomes for both advertisements are broadly similar.

	Mechanic (n=532)	Mum (n=518)
	%	%
Awareness	65	57
Found it very relevant to them	23	24
Found it very believable	44	49
Found it very thought provoking	44	44
Think about your donation wishes	21	25
Discuss your donation wishes with family friends	11	10
Try to find out more about organ donation	4	4
Ask your family close friends about their donation wishes	3	4
Register to be an organ donor	1	2
Did nothing	64	64

2.3 Prompted Recall of Campaign Radio Advertisements

The campaign used two radio adverts: 'You would'; and, 'Waiting'. Overall, 22% (n=229) of respondents said they could recall hearing the campaign radio adverts.

		Recall Radio Advert (%)	Base n
All respondents		22	1050
Gender	Males	23	507
	Females	21	543
Age **	16-29	21	277
	30-44	23	274
	45-64	27	310
	65+	13	189
Social Class	ABC1	24	488
	C2DE	20	562
Trust area*	Belfast	20	197
	Northern	18	286
	South Eastern	28	229
	Southern	19	188
	Western	25	150
Urban/rural area	Urban	21	640
	Rural	26	295
Religious affiliation	Catholic	22	358
	Protestant	22	540
	None	21	136
Political affiliation	Nationalist	25	225
	Unionist	22	463
	Other	16	51
	Refused	20	311
Limiting Long-term Illness or disability	Yes	23	206
	No	21	844
Self-reported health status	Excellent/good	21	792
	Fair	24	215
	Bad/very bad	28	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	32	235
	No	19	815
Registered on ODR***	Yes	31	339
	No	17	711
*p≤0.05; **p≤0.01; ***p≤0.001			

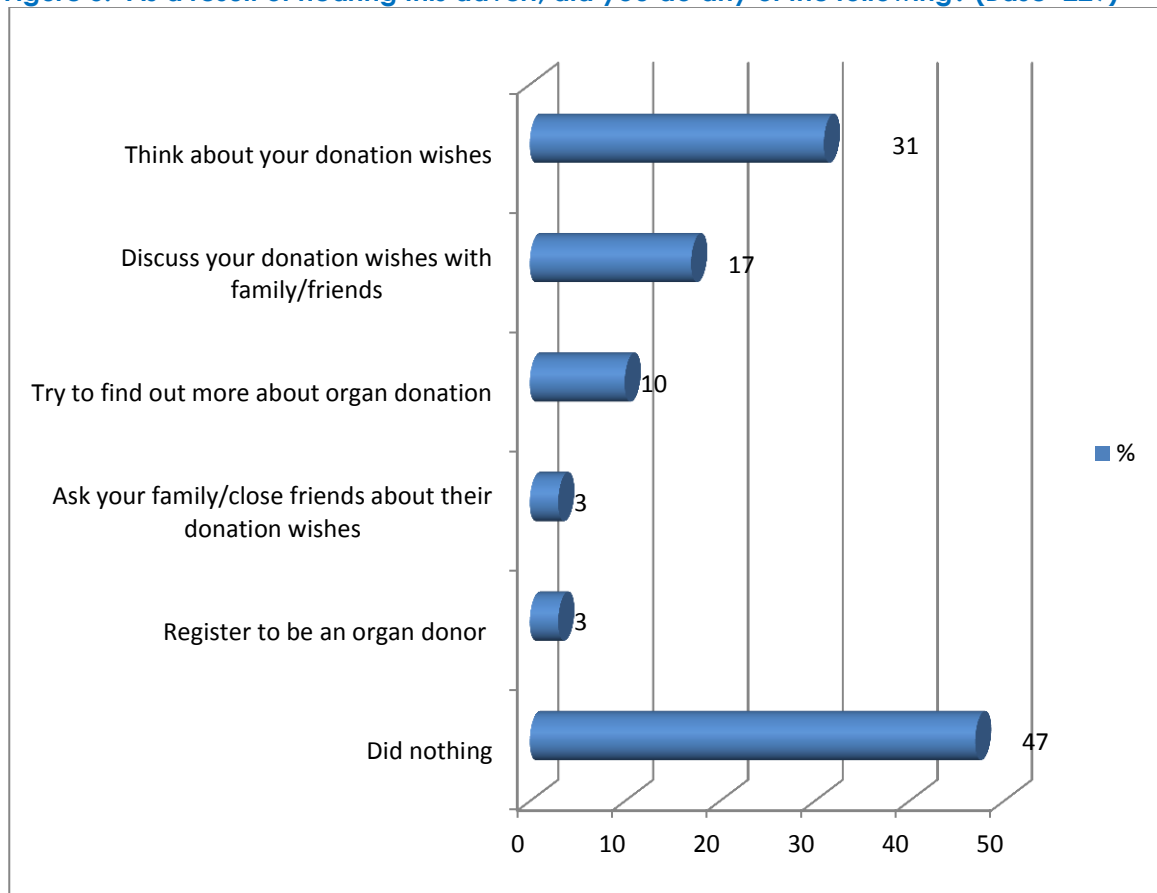
There were a number of statistically significant differences in recall of the campaign radio advertisements between different respondent groups:

- Older respondents (aged 65+, 13%) were less likely to recall the campaign radio advertisements (16-29, 21%; 30-44, 23%; 45-64, 27%; $p \leq 0.01$);
- Awareness of the campaign radio advertisements was lowest in the Northern Trust area (18%) and highest in the South Eastern Trust area (28%) [Belfast, 20%; Southern, 19%; Western, 25%; $p \leq 0.05$];
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to recall campaign radio advertisements (32% vs. 19%, $p \leq 0.001$); and,
- Those registered on the Organ Donation Register were more likely to recall the campaign radio advertisements (31% vs. 17%, $p \leq 0.001$).

2.3.1 Impact of Campaign Radio Advertisements

Among those exposed to the campaign radio advertisements, 31% said that it had encouraged them to think about organ donation, with 17% saying that they had discussed their organ donation wishes with family members. Other outcomes included: trying to find out more about organ donation as a result of seeing the advert (10%); asking family and friends about their organ donation wishes (3%); and, registering as an organ donor (3%).

Figure 5: As a result of hearing this advert, did you do any of the following? (Base=229)



2.3.2 Summary of Campaign Radio Advertisements

Table 2.5 presents a summary of the campaign radio advertisements and shows that although there was a slightly higher level of recall for the 'waiting' radio advert, the outcomes for both adverts were broadly similar.

	Radio 'You would' (n=529)	Radio 'Waiting' (n=521)
	%	%
Prompted Awareness	19	25
Think about your donation wishes	33	30
Discuss your donation wishes with family friends	17	17
Try to find out more about organ donation	11	9
Ask your family close friends about their donation wishes	3	3
Register to be an organ donor	3	3
Did nothing	48	46

2.4 Prompted Recall of Campaign Posters

Respondents were shown the campaign posters.

Overall, 47% (n=497) of respondents said that they had seen at least one of the campaign posters (Table 2.6).



		Recall Posters (%)	Base n
All respondents		47	1050
Gender	Males	45	507
	Females	49	543
Age ***	16-29	43	277
	30-44	52	274
	45-64	55	310
	65+	35	189
Social Class	ABC1	47	488
	C2DE	48	562
Trust area***	Belfast	53	197
	Northern	37	286
	South Eastern	54	229
	Southern	50	188
	Western	46	150
Urban/rural area**	Urban	50	640
	Rural	41	295
Religious affiliation	Catholic	44	358
	Protestant	50	540
	None	46	136
Political affiliation**	Nationalist	46	225
	Unionist	53	463
	Other	39	51
	Refused	42	311
Limiting Long-term Illness or disability	Yes	43	206
	No	49	844
Self-reported health status	Excellent/good	49	792
	Fair	41	215
	Bad/very bad	42	43
Family / friend organ recipient, on waiting list or have you donated an organ*	Yes	54	235
	No	46	815
Registered on ODR***	Yes	65	339
	No	39	711
*p≤0.05; **p≤0.01; ***p≤0.001			

There were a number of statistically significant differences in recall of the campaign posters between different respondent groups:

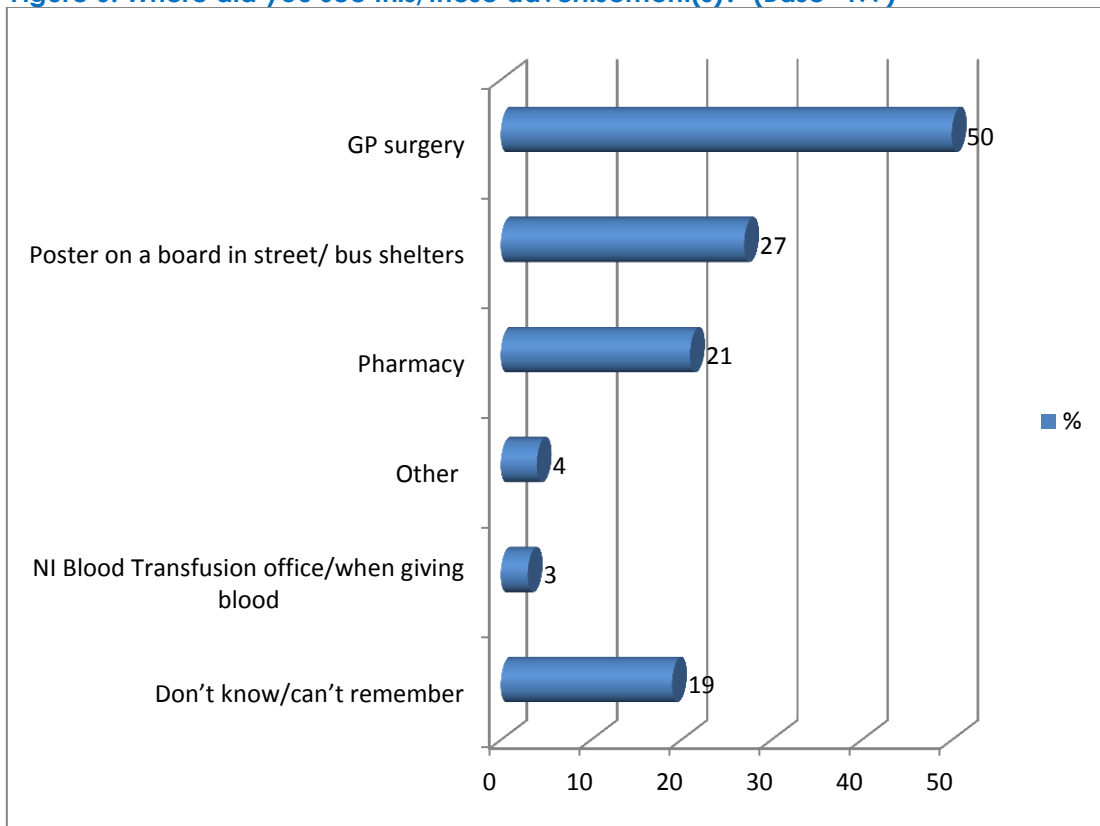
- Older respondents (aged 65+, 35%) were less likely to recall the campaign posters (16-29, 43%; 30-44, 52%; 45-64, 55%; p≤0.001);

- Awareness of the campaign posters was lowest in the Northern Trust area (37%) [Belfast, 53%; South Eastern, 54%; Southern, 50%; Western, 46%; $p \leq 0.001$];
- Respondents living in urban areas were more likely to recall the campaign posters (50% vs. 41%, $p \leq 0.01$).
- Unionists (53%) were more likely to recall the posters (Nationalists, 46%; Other, 39%; Refused, 42%);
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to recall the campaign posters (54% vs. 46%, $p \leq 0.05$); and,
- Those registered on the Organ Donation Register were more likely to recall the campaign posters (65% vs. 39%, $p \leq 0.001$).

2.4.1 Source of Awareness of Campaign Posters

Among respondents who could recall the campaign posters, 50% said they had seen the posters at a GP surgery, with 27% citing boards in the street / bus shelters. Other sources of awareness included: pharmacies (21%); and, the NI Blood Transfusion office (3%). Four percent of respondents listed other sources³.

Figure 6: Where did you see this/these advertisement(s)? (Base=497)

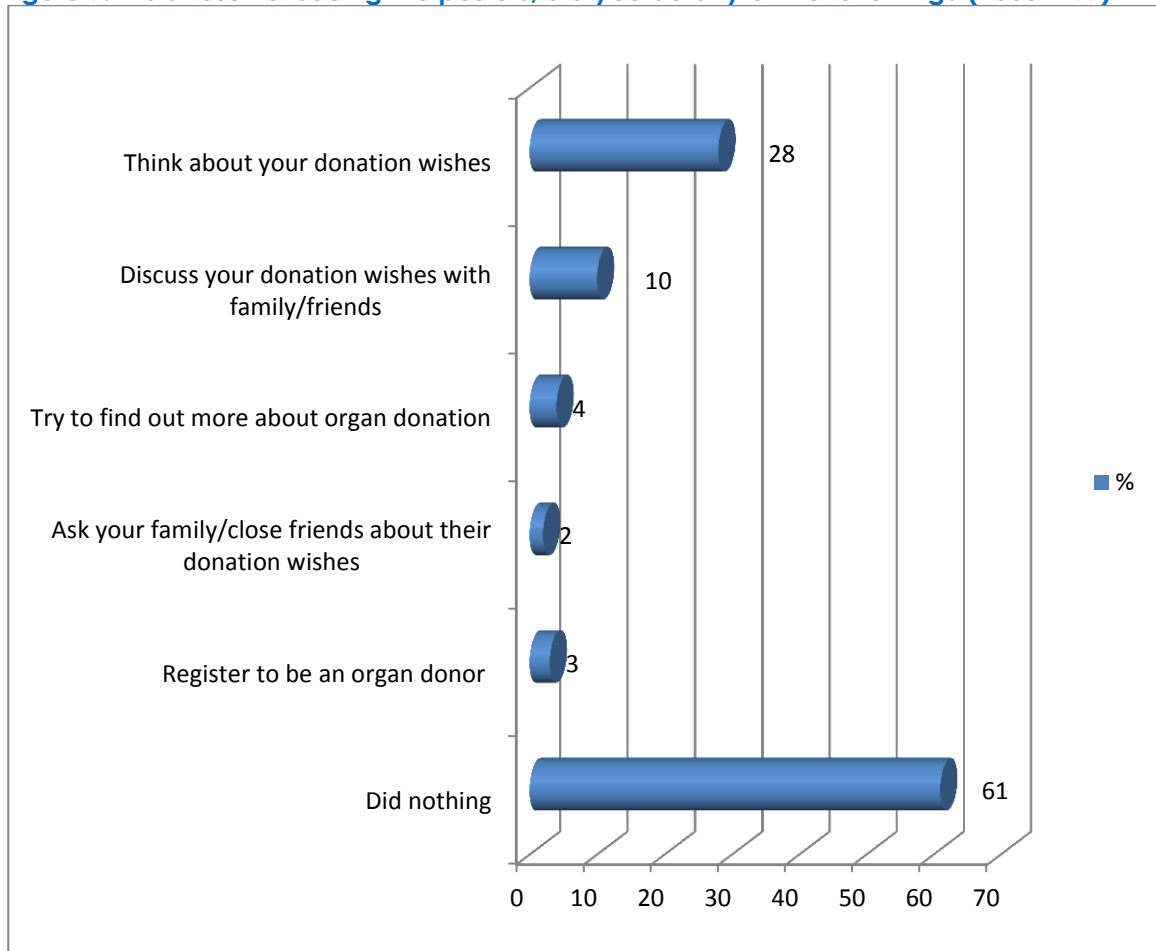


³ Includes: hospital (n=6); cinema (n=1); TV (n=4); 'in town' (n=1); and, work (n=1).

2.4.2 Impact of Campaign Posters

Among those exposed to the campaign posters (n=497), 28% said that it had encouraged them to think about organ donation, with 10% saying that they had discussed their organ donation wishes with family members. Other outcomes included: trying to find out more about organ donation as a result of seeing the posters (4%); asking family and friends about their organ donation wishes (2%); and, registering as an organ donor (3%).

Figure 7: As a result of seeing the posters, did you do any of the following? (Base=497)



2.5 Prompted Recall of Digital Advertisements

Respondents were shown nine digital adverts and asked if they had seen any.

Overall, 7% (n=77) of all respondents could recall seeing at least one of the adverts (see below).

The figure displays nine digital advertisements from the Public Health Agency and a flowchart illustrating the prompted recall of these ads. The advertisements are arranged in a 3x2 grid on the left, and the flowchart on the right shows the sequence of recall for three different ads.

Advertisements:

- Ad 1 (Top Left):** "If so please help others." with a heart icon.
- Ad 2 (Top Right):** "...if you needed an organ transplant, would you have one?" with a heart rate line.
- Ad 3 (Middle Left):** "We like people who share." with a thumbs up icon.
- Ad 4 (Middle Right):** "It doesn't take much to become a Hero!" with a lifebuoy icon.
- Ad 5 (Bottom Left):** "You're one click away from saving a life." with a heart icon.
- Ad 6 (Bottom Right):** "Let's change this number." with a clock and a heart icon.

Recall Flowchart:

- Ad 1: "Fed up waiting for a download?"
 - Ad 2: "Imagine having to wait for an organ transplant."
 - Ad 5: "In Northern Ireland, on average, 1 person dies every 3 weeks while waiting for a transplant."
 - Ad 4: "Organ donation. Speak up and save a life."
- Ad 3: "Sitting in front of a machine all day?"
 - Ad 4: "Imagine having to be connected to one."
 - Ad 5: "In Northern Ireland around 200 people are waiting for a transplant."
 - Ad 6: "Organ donation. Speak up and save a life."
- Ad 6: "Roll over"
 - Ad 5: "In Northern Ireland, one person dies every 3 weeks while waiting for a transplant."
 - Ad 6: "Organ donation. Speak up and save a life."

Table 2.7 Recall of campaign digital adverts			
		Recall Digital Adverts (%)	Base n
All respondents		7	1050
Gender	Males	9	507
	Females	6	543
Age **	16-29	8	277
	30-44	11	274
	45-64	6	310
	65+	3	189
Social Class*	ABC1	9	488
	C2DE	6	562
Trust area*	Belfast	6	197
	Northern	4	286
	South Eastern	11	229
	Southern	8	188
	Western	8	150
Urban/rural area	Urban	8	640
	Rural	6	295
Religious affiliation	Catholic	6	358
	Protestant	8	540
	None	8	136
Political affiliation	Nationalist	7	225
	Unionist	9	463
	Other	2	51
	Refused	6	311
Limiting Long-term Illness or disability	Yes	7	206
	No	8	844
Self-reported health status	Excellent/good	7	792
	Fair	8	215
	Bad/very bad	9	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	15	235
	No	5	815
Registered on ODR***	Yes	14	339
	No	4	711
*p≤0.05; **p≤0.01; ***p≤0.001			

There were a number of statistically significant differences in recall of the campaign digital advertisements between different respondent groups:

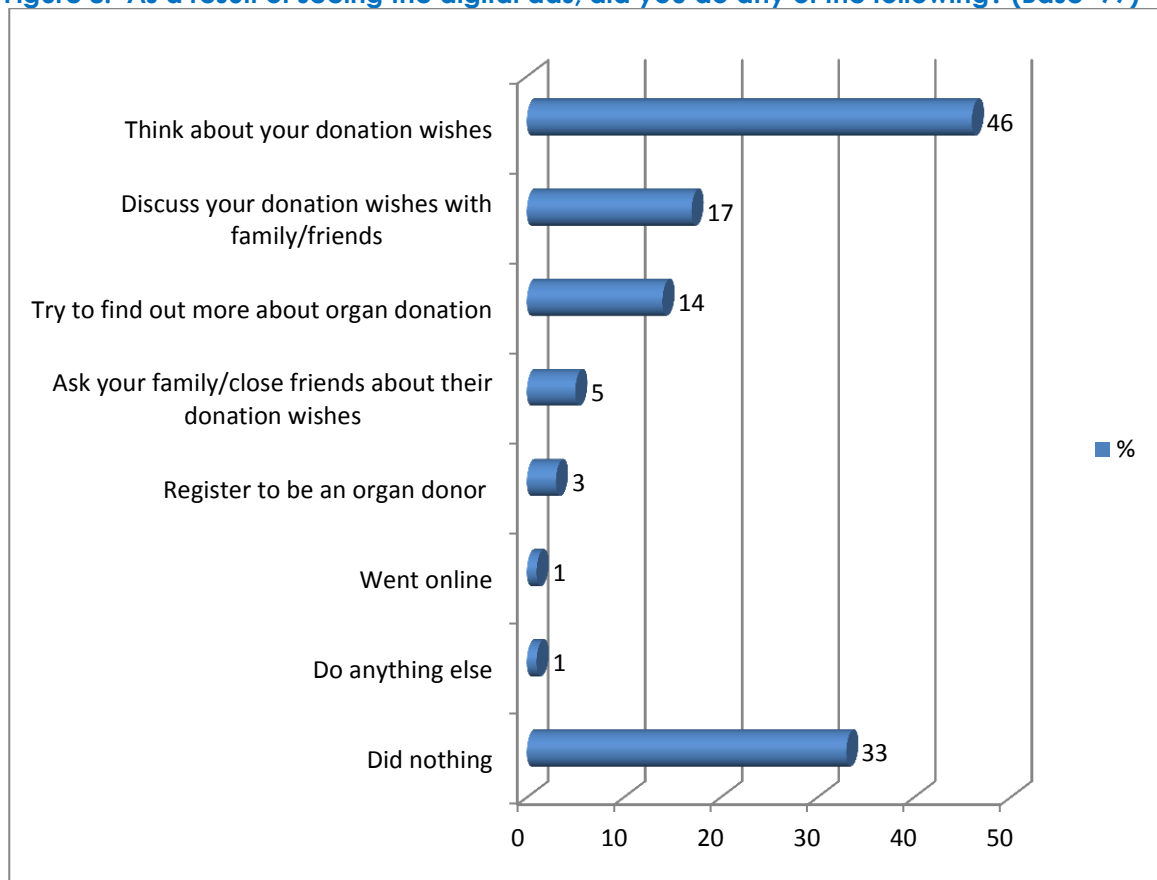
- Older respondents (aged 65+, 3%) were less likely to recall the campaign digital advertisements (16-29, 8%; 30-44, 11%; 45-64, 6%; p≤0.01);

- Recall of the campaign digital advertisements was higher among ABC1 respondents (9%) compared with C2DE respondents (6%, $p \leq 0.05$);
- Awareness of the campaign digital advertisements was higher in the South Eastern Trust area (11%) [Belfast, 6%; Northern, 4%; Western, 8%; Southern, 8%; $p \leq 0.05$];
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to recall the campaign digital advertisements (15% vs. 5%, $p \leq 0.001$); and,
- Those registered on the Organ Donation Register were more likely to recall campaign digital advertisements (14% vs. 4%, $p \leq 0.001$).

2.5.1 Impact of Campaign Digital Adverts

Among those exposed to the campaign digital adverts ($n=77$), 46% said that they had encouraged them to think about organ donation, with 17% saying that they had discussed their organ donation wishes with family members. Other outcomes included: trying to find out more about organ donation as a result of seeing the digital adverts (14%); asking family and friends about their organ donation wishes (5%); and, registering as an organ donor (3%). One respondent (1%) said had gone online after seeing one of the digital adverts.

Figure 8: As a result of seeing the digital ads, did you do any of the following? (Base=77)



2.6 Awareness of Websites to get Information on Organ Donation

Fourteen percent of respondents (14%, n=147) said they are aware of websites where you can get information about organ donation.

Table 2.8 Recall of websites to get information on organ donation			
		(%)	Base n
All respondents		14	1050
Gender	Males	15	507
	Females	13	543
Age ***	16-29	14	277
	30-44	21	274
	45-64	12	310
	65+	6	189
Social Class*	ABC1	17	488
	C2DE	12	562
Trust area***	Belfast	10	197
	Northern	8	286
	South Eastern	20	229
	Southern	20	188
	Western	15	150
Urban/rural area	Urban	14	640
	Rural	15	295
Religious affiliation	Catholic	15	358
	Protestant	13	540
	None	13	136
Political affiliation	Nationalist	15	225
	Unionist	14	463
	Other	12	51
	Refused	14	311
Limiting Long-term Illness or disability	Yes	14	206
	No	14	844
Self-reported health status	Excellent/good	14	792
	Fair	14	215
	Bad/very bad	16	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	28	235
	No	10	815
Registered on ODR***	Yes	27	339
	No	8	711
*p≤0.05; **p≤0.01; ***p≤0.001			

There were a number of statistically significant differences in recall of websites to get information on organ donation between different respondent groups:

- Older respondents (aged 65+, 6%) were less likely to recall websites where you can get information on organ donation (16-29, 14%; 30-44, 21%; 45-64, 12%; $p \leq 0.001$);
- Recall of websites where you can get information on organ donation was higher among ABC1 respondents (17%) compared with C2DE respondents (12%, $p \leq 0.05$);
- Recall of websites where you can get information on organ donation was lower in the Northern Trust area (8%) [Belfast, 10%; South Eastern, 20%; Southern, 20%; Western, 15%, $p \leq 0.001$];
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to recall websites where you can get information on organ donation (28% vs. 10%, $p \leq 0.001$); and,
- Those registered on the Organ Donation Register were more likely to recall websites where you can get information on organ donation (27% vs. 8%, $p \leq 0.001$).

2.6.1 Awareness of www.organdonationni.info Website

Sixteen percent of respondents (16%, n=163) said they could remember seeing the www.organdonationni.info website advertised on TV, radio, posters or via online advertising.

		(%)	Base n
All respondents		16	1050
Gender	Males	17	507
	Females	15	543
Age ***	16-29	14	277
	30-44	22	274
	45-64	16	310
	65+	8	189
Social Class*	ABC1	18	488
	C2DE	13	562
Trust area***	Belfast	11	197
	Northern	16	286
	South Eastern	17	229
	Southern	11	188
	Western	25	150
Urban/rural area	Urban	15	640
	Rural	17	295
Religious affiliation	Catholic	16	358
	Protestant	17	540
	None	13	136
Political affiliation*	Nationalist	18	225
	Unionist	18	463
	Other	16	51
	Refused	11	311
Limiting Long-term Illness or disability	Yes	12	206
	No	17	844
Self-reported health status	Excellent/good	16	792
	Fair	13	215
	Bad/very bad	14	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	27	235
	No	12	815
Registered on ODR***	Yes	28	339
	No	10	711
*p≤0.05; **p≤0.01; ***p≤0.001			

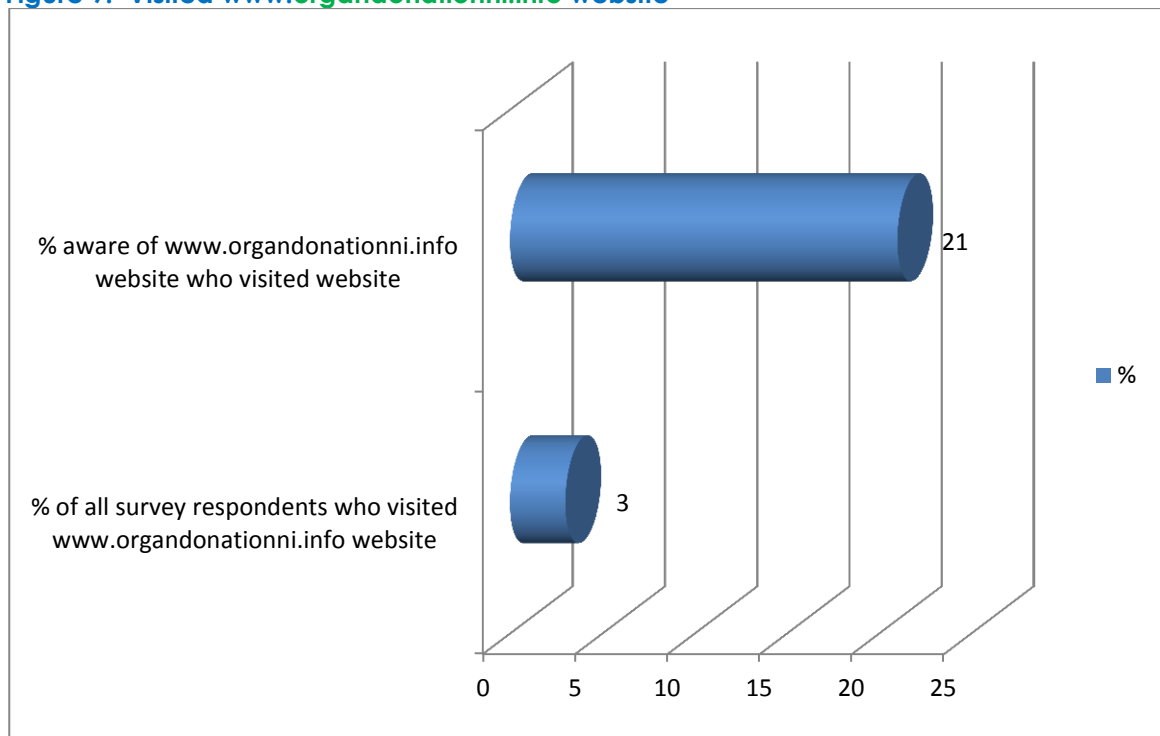
There were a number of statistically significant differences in recall of the www.organdonationni.info website between different respondent groups:

- Older respondents (aged 65+, 8%) were less likely to recall the www.organdonationni.info website (16-29, 14%; 30-44, 22%; 45-64, 16%; $p \leq 0.001$);
- Recall of the www.organdonationni.info website was higher among ABC1 respondents (18%) compared with C2DE respondents (13%, $p \leq 0.05$);
- Awareness of the www.organdonationni.info website was higher in the Western Trust area (25%) [Belfast, 11%; Northern, 16%; South Eastern, 17%; Southern, 11%; $p \leq 0.001$];
- Awareness of the www.organdonationni.info website was lower among those who refused to state a political affiliation (Refused, 11%; Nationalist, 18%; Unionist, 18%; other, 16%, $p \leq 0.01$);
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to recall the www.organdonationni.info website (27% vs. 12%, $p \leq 0.001$); and,
- Those registered on the Organ Donation Register were more likely to recall www.organdonationni.info website (28% vs. 10%, $p \leq 0.001$).

2.6.2 Visits to the www.organdonationni.info Website

Among those (n=163) who remember seeing the www.organdonationni.info website advertised, 21% (n=34) said they had visited the website. This equates to 3% of all survey respondents indicating that they had visited the website.

Figure 9: Visited www.organdonationni.info website

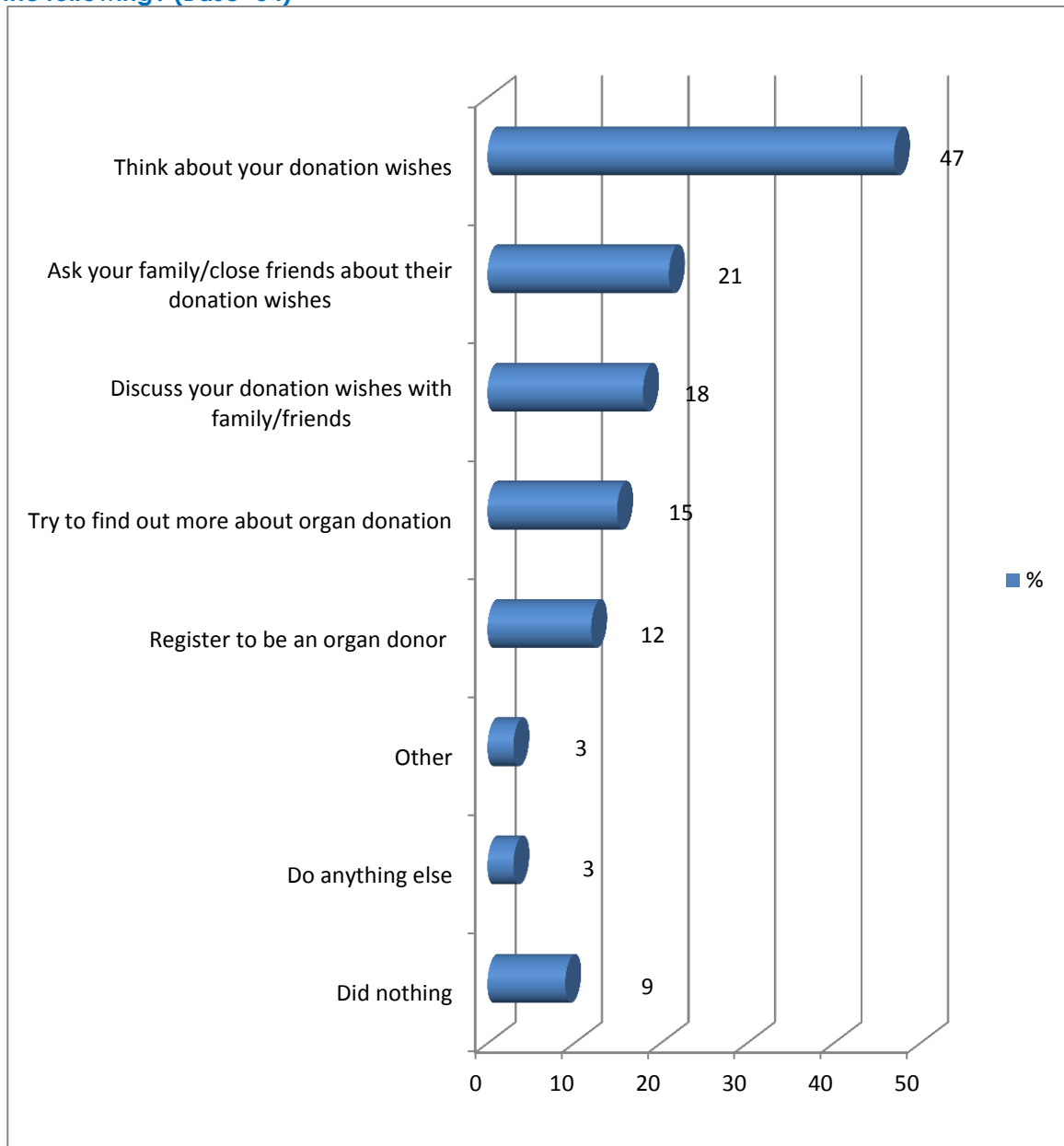


2.6.3 Impact of visiting the www.organdonationni.info Website

Among those who had visited the www.organdonationni.info website (n=34), 47% said that it had encouraged them to think about organ donation, with 18% saying that they had discussed their organ donation wishes with family members.

Other outcomes included: asking family and friends about their organ donation wishes (21%); discussing donation wishes with family and friends (18%); trying to find out more about organ donation as a result of visiting the www.organdonationni.info website (15%); and, registering as an organ donor (12%). One respondent reported that they 'are on the register'.

Figure 10: As a result of visiting the www.organdonationni.info website, did you do any of the following? (Base=34)



2.7 Overall Campaign Exposure

Among all respondents surveyed, 72% (n=760) had been exposed to at least one of the campaign elements (i.e., prompted recall of the TV ads, radio ads, posters, digital ads and the campaign website).

		(%)	Base n
All respondents		72	1050
Gender	Males	70	507
	Females	75	543
Age ***	16-29	70	277
	30-44	77	274
	45-64	78	310
	65+	59	189
Social Class	ABC1	75	488
	C2DE	70	562
Trust area*	Belfast	70	197
	Northern	69	286
	South Eastern	76	229
	Southern	81	188
	Western	66	150
Urban/rural area	Urban	73	640
	Rural	71	295
Religious affiliation	Catholic	70	358
	Protestant	75	540
	None	68	136
Political affiliation	Nationalist	71	225
	Unionist	76	463
	Other	69	51
	Refused	69	311
Limiting Long-term Illness or disability***	Yes	62	206
	No	75	844
Self-reported health status**	Excellent/good	75	792
	Fair	64	215
	Bad/very bad	65	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	84	235
	No	69	815
Registered on ODR***	Yes	86	339
	No	66	711
*p≤0.05; **p≤0.01; ***p≤0.001			

There were a number of statistically significant differences in campaign exposure between different respondent groups:

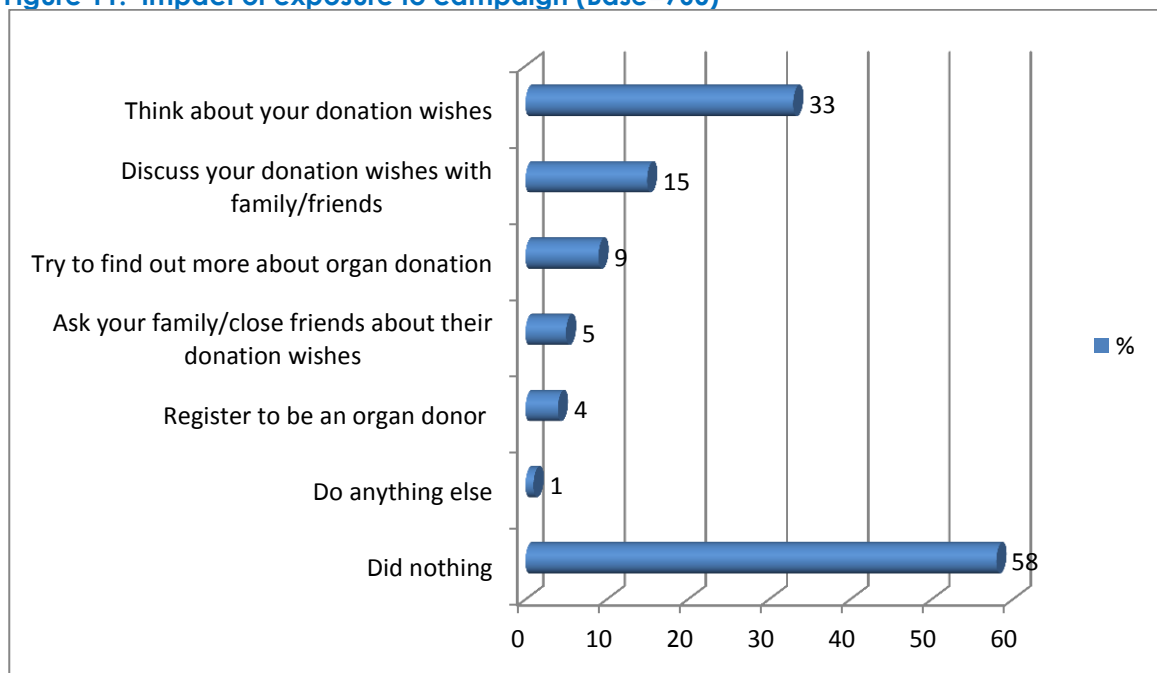
- Older respondents (aged 65+, 59%) were less likely to have been exposed to the campaign (16-29, 70%; 30-44, 77%; 45-64, 78%; $p \leq 0.001$);
- Campaign exposure was lower in the Western Trust area (66%) [Belfast, 70%; Northern, 69%; South Eastern, 76%; Southern, 81%; $p \leq 0.05$];
- Campaign exposure was lower among those with a limiting long-term illness or disability (62% vs. 75%, $p \leq 0.001$);
- Campaign exposure was higher among those self rating their health status as excellent / good (75%) [fair, 64%; bad / very bad, 65%, $p \leq 0.01$];
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to have been exposed to the campaign (84% vs. 69%, $p \leq 0.001$); and,
- Those registered on the Organ Donation Register were more likely to have been exposed to the campaign (86% vs. 66%, $p \leq 0.001$).

2.7.1 Impact of Overall Campaign

Among those exposed to the campaign ($n=760$), 33% said that it had encouraged them to think about organ donation, with 15% saying that they had discussed their organ donation wishes with family members.

Other outcomes included: trying to find out more about organ donation (9%); asking family and friends about their organ donation wishes (5%); and, registering as an organ donor (4%). One respondent said they had done other things as a result of being exposed to the campaign. Overall, 42% did something as a result of being exposed to the campaign.

Figure 11: Impact of exposure to campaign (Base=760)



2.8 Main Message from Campaign Advertisements

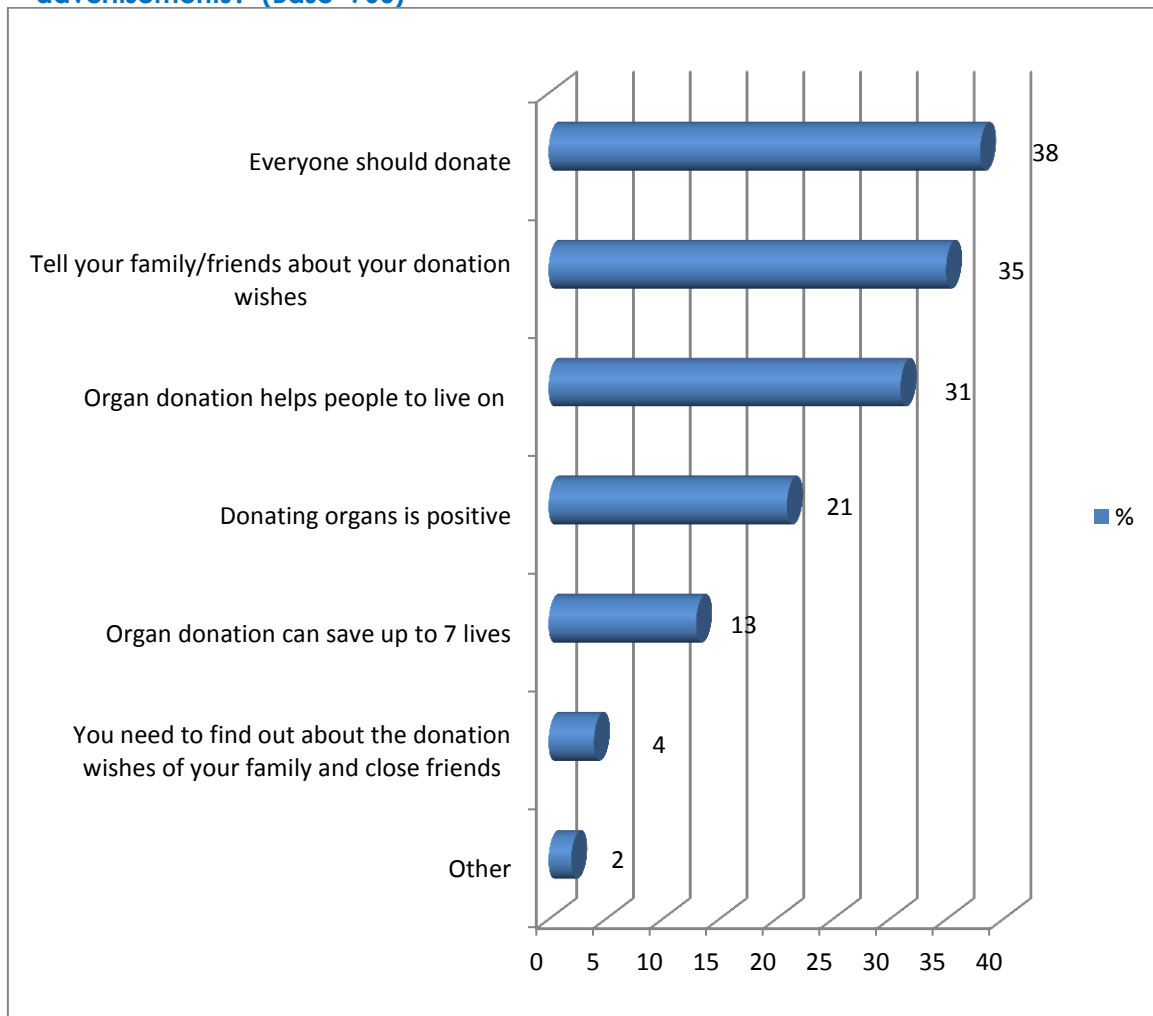
In total, 72% of the sample were exposed to at least one element of the PHA organ donation campaign (n=760).

All respondents exposed to the campaign were asked to say what they felt was the main message of the campaign.

Almost four out of ten (38%) respondents felt that the main message was that 'everyone should donate', with 35% saying the main message was to 'tell your family/friends about your donation wishes'.

Other responses included: organ donation helps people to live on (31%); donating organs is positive (21%); organ donation can save up to 7 lives (13%); and, you need to find out about the donation wishes of your family and close friends (4%). Two percent of respondents suggested other messages⁴.

Figure 12: What would you say was the MAIN message of ANY of the campaign advertisements? (Base=760)



⁴ Includes: appealing to our better nature (n=1); change someone's life (n=1); don't know (n=3); donate organs talk to people and it may save someone's life (n=1); they want people to choose to donate (n=1); time for thought (n=1); to register for organ donation (n=1); when your life ends you can help others (n=1); you never know when you need one (n=1).

2.9 Awareness of Number of People waiting for a Transplant in N Ireland

All respondents were asked if they knew how many people are waiting on a transplant in a given year in Northern Ireland.

Twelve percent of respondents (n=129) correctly indicated that 200 people are waiting on a transplant in a given year in Northern Ireland. Fourteen percent underestimated the number of people waiting for a transplant, with approximately one in three (32%) saying they didn't know.

The radio advertisement 'Waiting' specifically mentions the approximate number of people waiting on a transplant in Northern Ireland. Of those who heard this radio advert (n=521), 13% correctly answered this question. Incorrect responses included 13% who underestimated the number, 40% who overestimated the number, and 34% said they didn't know.

Figure 13: Approximately how many people do you think are waiting on a transplant in a given year in Northern Ireland? (Base=1050)

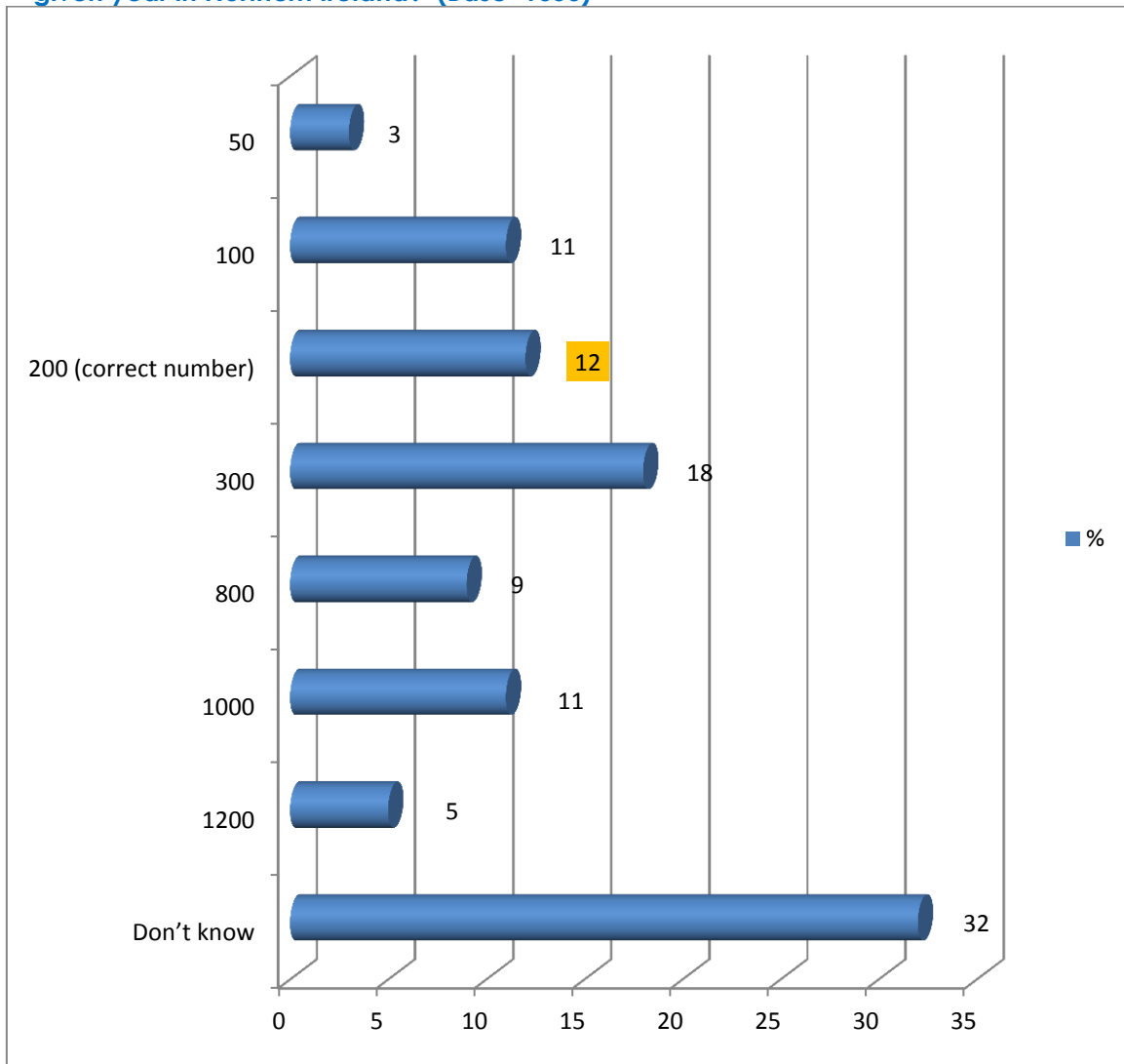


Table 2.11 Awareness that 200 people are waiting for an organ donation in a given year in N Ireland			
		(%)	Base n
All respondents		12	1050
Gender	Males	11	507
	Females	14	543
Age	16-29	10	277
	30-44	15	274
	45-64	13	310
	65+	10	189
Social Class**	ABC1	16	488
	C2DE	9	562
Trust area	Belfast	10	197
	Northern	11	286
	South Eastern	16	229
	Southern	9	188
	Western	17	150
Urban/rural area	Urban	12	640
	Rural	11	295
Religious affiliation	Catholic	13	358
	Protestant	13	540
	None	9	136
Political affiliation	Nationalist	15	225
	Unionist	13	463
	Other	6	51
	Refused	11	311
Limiting Long-term Illness or disability	Yes	11	206
	No	13	844
Self-reported health status	Excellent/good	13	792
	Fair	12	215
	Bad/very bad	9	43
Family / friend organ recipient, on waiting list or have you donated an organ	Yes	16	235
	No	11	815
Registered on ODR***	Yes	19	339
	No	9	711
*p≤0.05; **p≤0.01; ***p≤0.001			

There were a number of statistically significant differences in knowledge of the number of people who are waiting on a transplant in a given year in Northern Ireland between different respondent groups:

Public Health Agency: Organ Donation Campaign Evaluation (2014)

- ABC1 respondents (16%) were more likely to correctly say that 200 people are waiting on a transplant in a given year in Northern Ireland compared with C2DE respondents (9%, $p \leq 0.01$);
- Those registered on the Organ Donation Register were more likely to correctly say that 200 people are waiting on a transplant in a given year in Northern Ireland (19% vs. 9%, $p \leq 0.001$).

2.10 Awareness of the Organ Donation Register (ODR)

All respondents were asked if they were aware of the NHS Organ Donor Register, a confidential computerised database which holds the wishes of people who have decided that they would like to be an organ donor after their death.

Overall, 76% of respondents said they are aware of the NHS Organ Donor Register.

		(%)	Base n
All respondents		76	1050
Gender	Males	75	507
	Females	77	543
Age **	16-29	69	277
	30-44	78	274
	45-64	82	310
	65+	74	189
Social Class**	ABC1	80	488
	C2DE	72	562
Trust area***	Belfast	74	197
	Northern	70	286
	South Eastern	83	229
	Southern	89	188
	Western	63	150
Urban/rural area	Urban	75	640
	Rural	79	295
Religious affiliation	Catholic	76	358
	Protestant	76	540
	None	77	136
Political affiliation	Nationalist	78	225
	Unionist	77	463
	Other	69	51
	Refused	75	311
Limiting Long-term Illness or disability	Yes	76	206
	No	76	844
Self-reported health status	Excellent/good	76	792
	Fair	74	215
	Bad/very bad	77	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	87	235
	No	73	815
Exposed to Campaign***	Yes	81	760
	No	63	290
*p≤0.05; **p≤0.01; ***p≤0.001			

There were a number of statistically significant differences in awareness of the Organ Donation Register between different respondent groups:

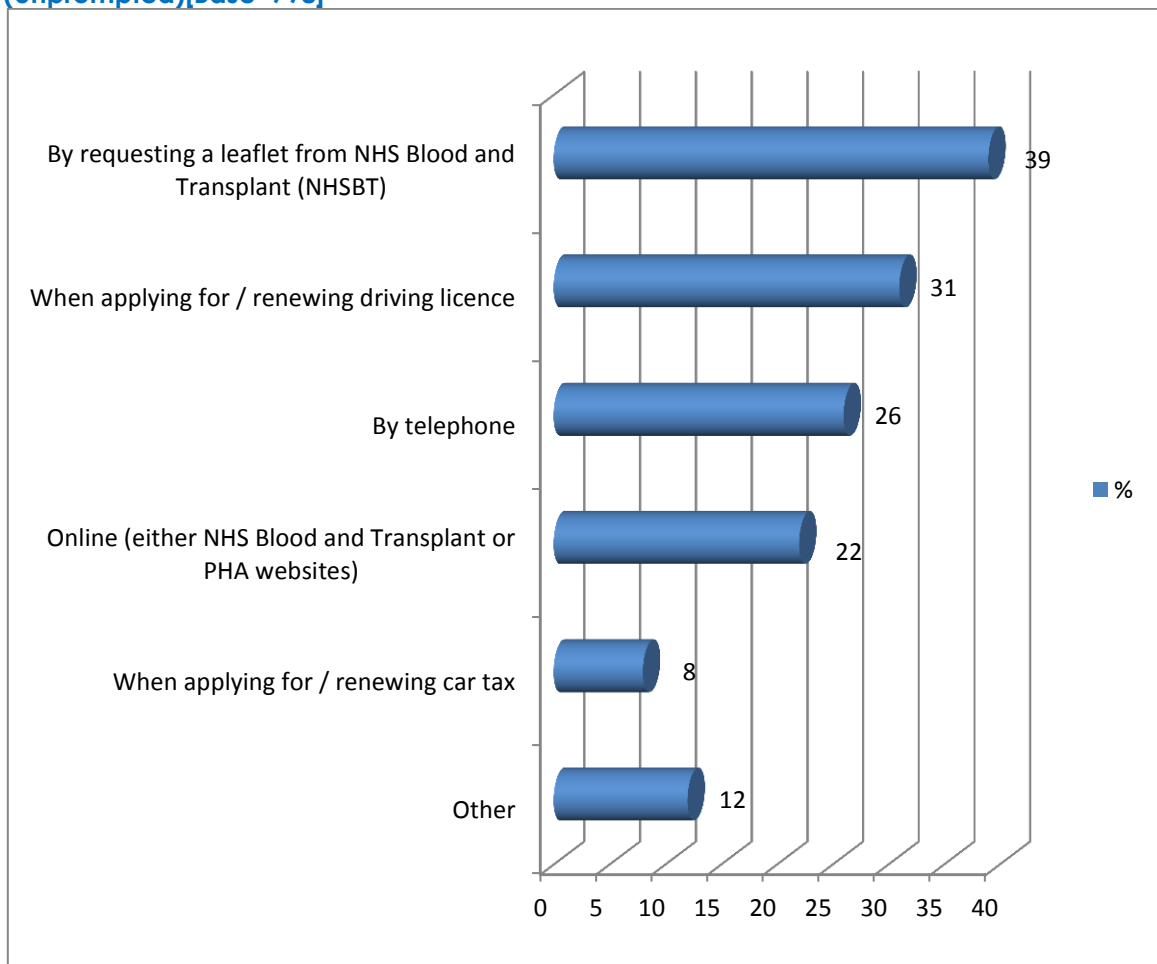
- Older respondents (aged 65+, 74%) were less likely to be aware of the Organ Donation Register (16-29, 69%; 30-44, 78%; 45-64, 82%; $p \leq 0.01$);
- Awareness of the Organ Donation Register was higher among ABC1 respondents (80%) compared with C2DE respondents (72%, $p \leq 0.01$);
- Awareness of the Organ Donation Register was lower in the Western Trust area (63%) [Belfast, 74%; Northern, 70%; South Eastern, 83%; Southern, 89%; $p \leq 0.001$];
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to be aware of the Organ Donation Register (87% vs. 73%, $p \leq 0.001$); and,
- Awareness of the Organ Donation Register was more likely among those exposed to the campaign (81% vs. 63%, $p \leq 0.001$).

2.10.1 Awareness of how to sign up to the Organ Donor Register

Respondents who were aware of the Organ Donor Register (n=798) were asked if they know how to sign up, with 39% mentioning that you can sign up by requesting a leaflet from NHS Blood and Transplant (NHSBT), 31% when applying for a driving licence, 26% by telephone and 22% online. Eight percent mentioned signing up when applying for car tax.

Other ways of signing up to the Organ Donor Register suggested by respondents included: apply for organ donor card; at doctors (n=1); at the hospital (n=8); boots card (n=2); by post (n=1); card (n=1); cards from doctor (n=1); chemist (n=1); credit card Barclay card (n=1); don't know (n=39); doctor (n=23); family (n=1); fill in form (n=1); fill out form in bank (n=1); fundraiser for cancer (n=1); health centre (n=2); hospital (n=8); I registered for it at work and resigned when I changed doctor (n=1); leaflet adds (n=1); online (n=2); online register (n=1); organ donor card (n=1); passport (n=1); post office (n=2); and, Tesco (n=2) (n=1).

Figure 14: How do you think you can sign up to the NHS Organ Donation Register? (Unprompted)[Base=798]



2.10.2 Aware of Organ Donor Register and Signed Up

Among respondents aware of the NHS Organ Donation Register, 43% said they have put their name on the Register, with 52% saying they have not and 5% unable to recall.

Figure 15: Have you put your name on the NHS Organ Donor Register? (Base=797: Respondents aware of NHS Organ Donation Register)

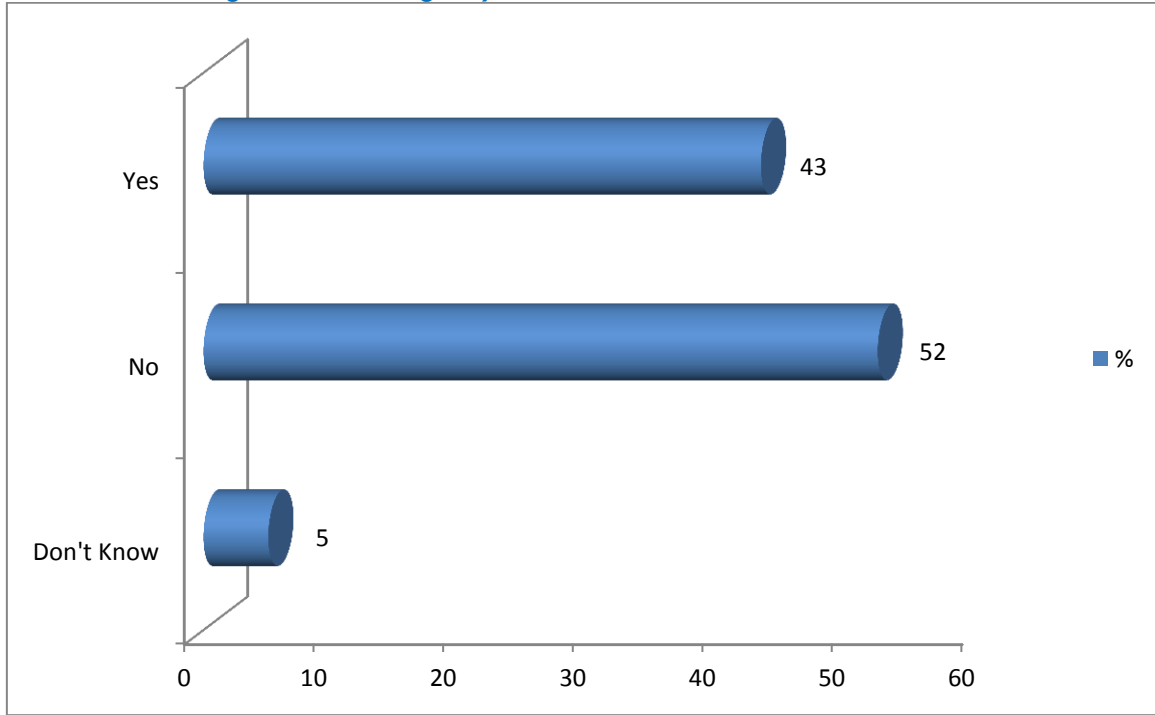


Table 2.13 Aware of the Organ Donation Register and Signed Up			
		(%)	Base n
All respondents		43	797
Gender	Males	44	379
	Females	41	418
Age	16-29	46	192
	30-44	47	212
	45-64	41	254
	65+	34	139
Social Class***	ABC1	50	391
	C2DE	36	406
Trust area	Belfast	43	145
	Northern	47	201
	South Eastern	42	190
	Southern	35	167
	Western	48	94
Urban/rural area	Urban	44	640
	Rural	41	295
Religious affiliation**	Catholic	43	271
	Protestant	46	410
	None	32	104
Political affiliation*	Nationalist	47	174
	Unionist	47	356
	Other	34	35
	Refused	34	232
Limiting Long-term Illness or disability*	Yes	36	157
	No	44	640
Self-reported health status**	Excellent/good	44	604
	Fair	39	160
	Bad/very ad	30	33
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	62	204
	No	36	593
Exposed to Campaign***	Yes	48	615
	No	25	182
*p≤0.05; **p≤0.01; ***p≤0.001			

There were a number of statistically significant differences in response:

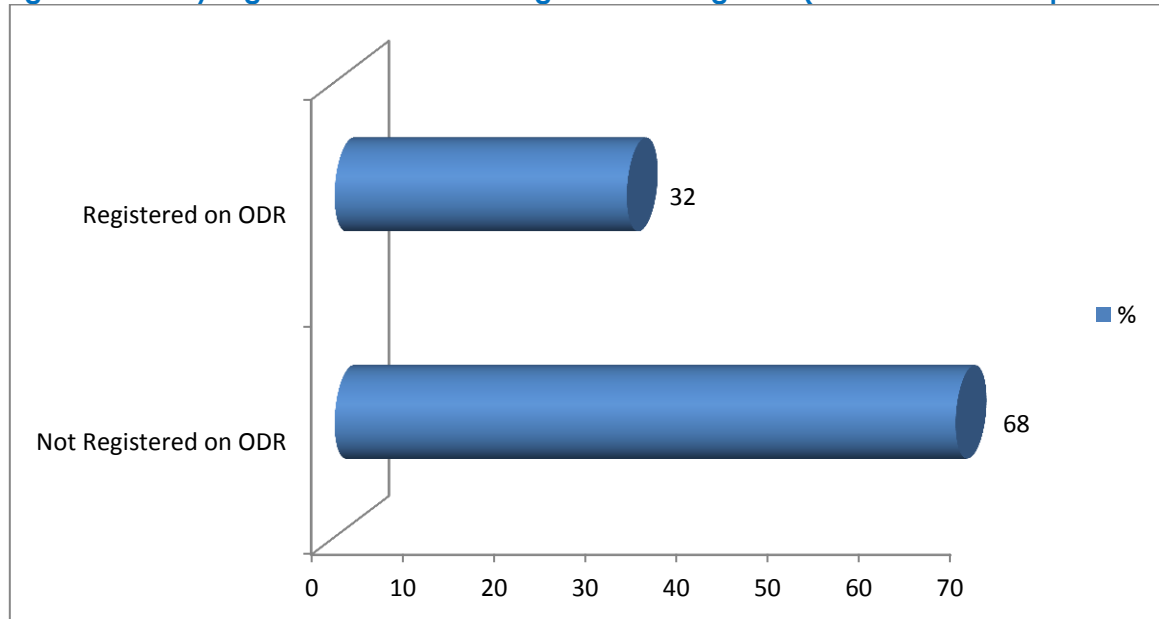
- ABC1 respondents (50%), aware of the ODR, were more likely to have registered compared with C2DE respondents (36%, p≤0.001);

- Respondents with no religious affiliation (32%), aware of the ODR, were less likely to be registered (Catholic, 43%; Protestant, 46%, $p \leq 0.01$);
- Respondents with a political affiliation and who were aware of the ODR were more likely to be registered compared with those with no political affiliation (Nationalist, 47%; Unionist, 47%; other, 34%; refused, 34%; $p \leq 0.01$);
- Respondents with a limiting long-term illness or disability (36% vs. 44%, $p \leq 0.05$), aware of the ODR, were less likely to be registered on the ODR;
- The registration level was higher among those self rating their health status as excellent / good (44%) and who were aware of the ODR [fair, 39%; bad / very bad, 30%, $p \leq 0.01$];
- Those aware of the ODR with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to be registered (62% vs. 36%, $p \leq 0.01$); and,
- Those aware of the ODR, and exposed to the campaign, were more likely to be registered (48% vs. 25%, $p \leq 0.001$).

2.10.3 Overall Level of Sign Up to the Organ Donor Register (Population Level)

The survey found that 32% (n=339) of survey respondents indicated that they are currently on the Organ Donor Register (actual figure for N Ireland is 33%)⁵.

Fig 16: Currently registered on the NHS Organ Donor Register? (Base=1050: All Respondents)



⁵ http://www.organdonation.nhs.uk/statistics/downloads/northern_ireland_april13.pdf

Table 2.14 Registered on the Organ Donation Register			
		(%)	Base n
All respondents		32	1050
Gender	Males	33	507
	Females	32	543
Age	16-29	32	277
	30-44	36	274
	45-64	34	310
	65+	25	189
Social Class***	ABC1	40	488
	C2DE	26	562
Trust area	Belfast	32	197
	Northern	33	286
	South Eastern	35	229
	Southern	31	188
	Western	30	150
Urban/rural area	Urban	33	640
	Rural	33	295
Religious affiliation	Catholic	32	358
	Protestant	35	540
	None	24	136
Political affiliation**	Nationalist	36	225
	Unionist	36	463
	Other	24	51
	Refused	25	311
Limiting Long-term Illness or disability	Yes	28	206
	No	33	844
Self-reported health status	Excellent/good	34	792
	Fair	29	215
	Bad/very bad	23	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	54	235
	No	26	815
Exposed to Campaign***	Yes	39	760
	No	16	290
*p≤0.05; **p≤0.01; ***p≤0.001			

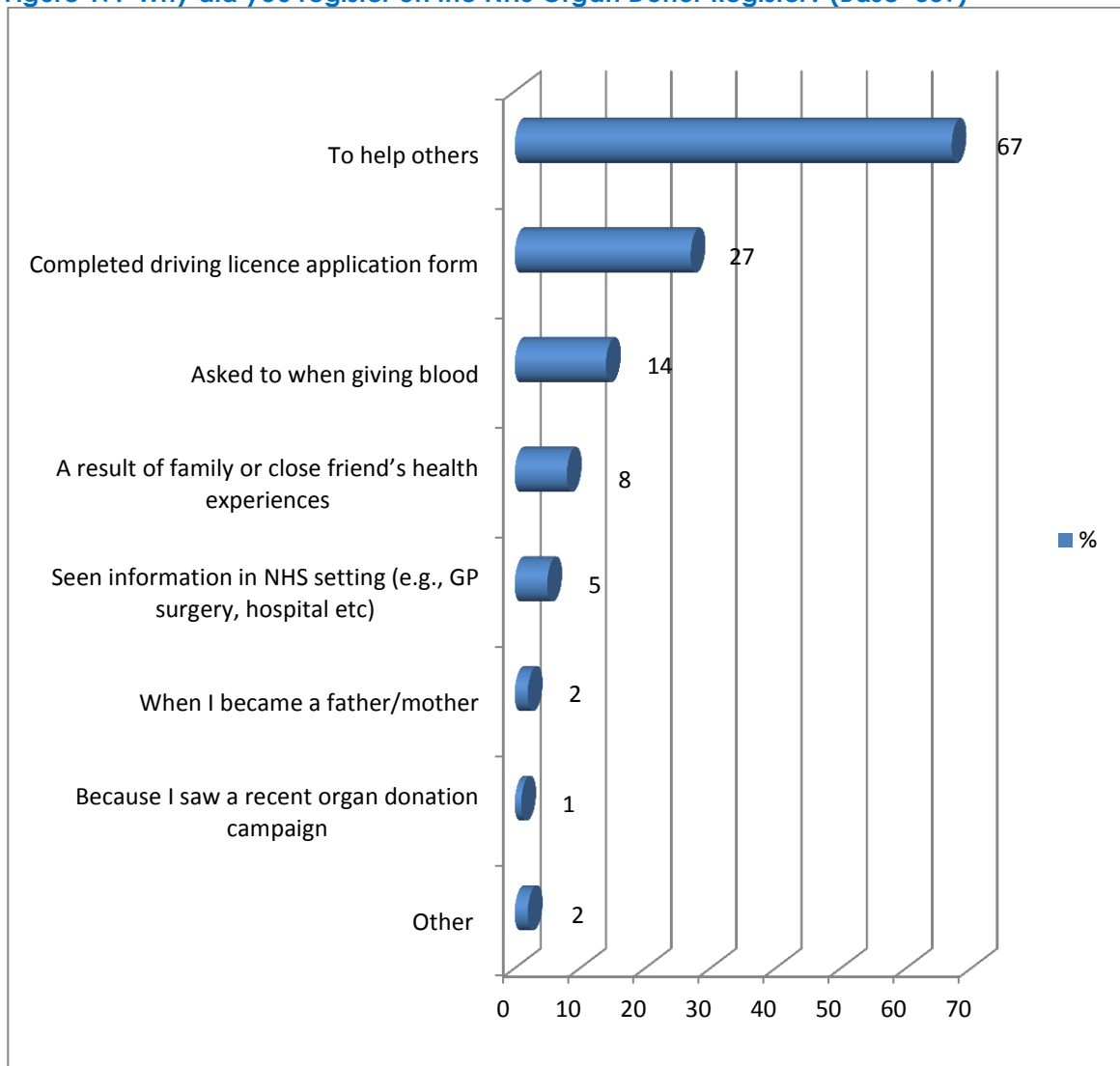
There were a number of statistically significant differences in the level of registration on the Organ Donation Register between different respondent groups:

- ABC1 respondents (40%) were more likely to be registered on the ODR compared with C2DE respondents (26%, $p \leq 0.001$);
- Those with a political affiliation were more likely to be registered on the ODR compared to those with no affiliation (Nationalist, 36%; Unionist, 36%; Other, 24%; Refused, 25%; $p \leq 0.01$);
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to be registered on the ODR (54% vs. 26%, $p \leq 0.001$); and,
- Those exposed to the campaign were more likely to be registered on the ODR (39% vs. 16%, $p \leq 0.001$).

2.10.4 Reasons for Registering on Organ Donor Register

Among the reasons listed for registering on the NHS Organ Donor Register, the most common was to help others (67%), with 27% registering when making a driving licence application and 14% registering when giving blood.

Figure 17: Why did you register on the NHS Organ Donor Register? (Base=339)



2.10.5 Likelihood of Putting Name on Organ Donor Register

Among those not currently registered on the NHS Organ Donor Register (n=709), 40% said they are either very likely or likely to put their name on the Register in the future, with 18% saying they are not very likely or would definitely not be registering in the future. Approximately four out of ten (43%) were undecided.

Figure 18: How likely are you to put your name on the NHS Organ Donor Register in the near future? (Base=709)

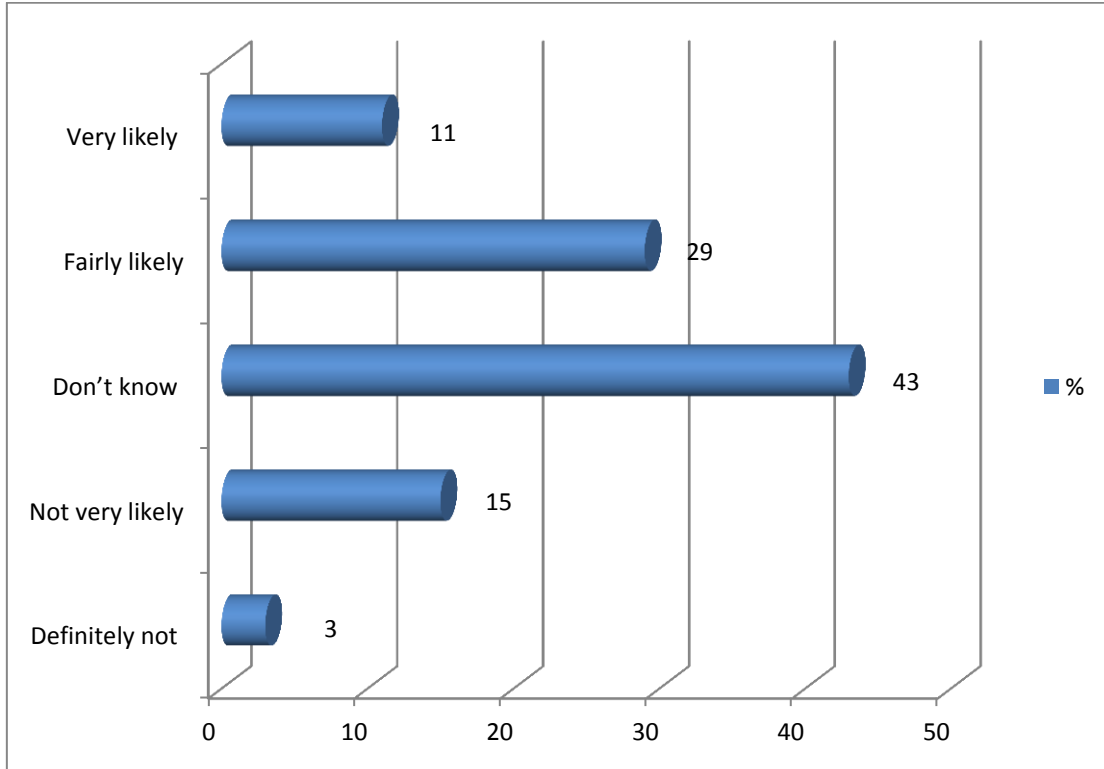


Table 2.15 Likelihood of registering on the NHS organ donation register (Base=709)					
		(%) Likely	% Unlikely	% Don't Know	Base n
All respondents		40	18	43	709
Gender	Males	37	22	41	338
	Females	42	15	43	371
Age ***	16-29	45	11	44	188
	30-44	50	10	40	174
	45-64	40	17	43	205
	65+	20	38	42	142
Social Class***	ABC1	51	12	37	292
	C2DE	31	22	47	417
Trust area ***	Belfast	38	13	49	134
	Northern	42	15	43	191
	South Eastern	42	11	47	150
	Southern	31	28	41	129
	Western	45	26	30	105
Urban/rural area	Urban	38	18	45	640
	Rural	41	19	40	295
Religious affiliation	Catholic	43	19	39	240
	Protestant	40	16	44	352
	None	31	22	47	103
Political affiliation	Nationalist	49	15	36	143
	Unionist	40	18	43	296
	Other	46	13	41	39
	Refused	33	20	47	231
Limiting Long-term Illness or disability***	Yes	22	40	39	149
	No	45	12	43	560
Self-reported health status ***	Excellent/good	47	11	43	523
	Fair	22	33	45	153
	Bad/very bad	12	54	24	33
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	49	19	34	108
	No	38	18	44	601
Exposed to Campaign**	Yes	44	16	40	466
	No	31	22	47	243
*p≤0.05; **p≤0.01; ***p≤0.001					

There were a number of statistically significant differences in response between different respondent groups:

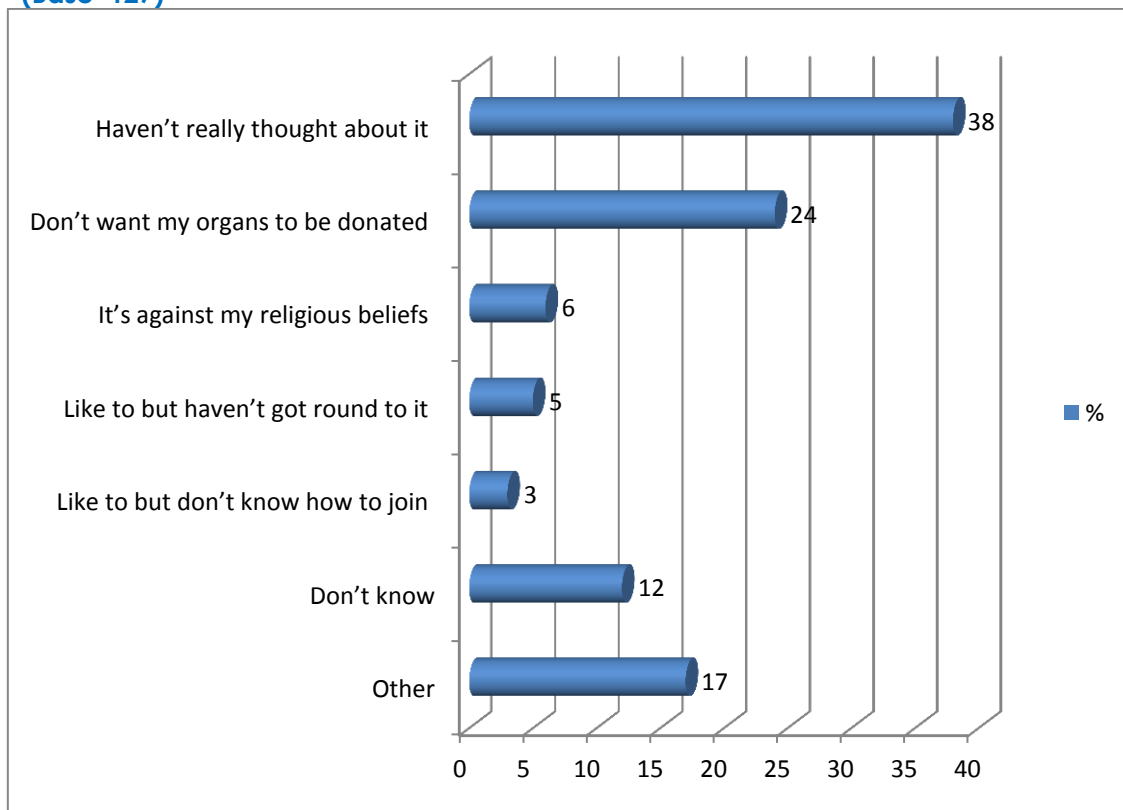
- Respondents aged 30-44 years and who were not already registered on the ODR were most likely to say they will register in the near future (16-29, 45%; 30-44, 50%; 45-64, 40%, 65+, 20%; $p \leq 0.001$);
- ABC1 respondents (51%) not registered on the ODR were more likely to say they will register on the ODR in the future (31%, $p \leq 0.001$);
- Southern Trust area residents (31%), not registered on the ODR, were less likely to say they will register on the ODR in the future [Belfast, 38%; Northern, 42%; South Eastern, 42%; Western, 45%; $p \leq 0.001$];
- Those with a limiting long-term illness or disability, and not registered on the ODR, were less likely to say they will register on the ODR in the future (22% vs. 45%, $p \leq 0.001$);
- Those not registered on the ODR, with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to say they will register on the ODR in the future (49% vs. 38%, $p \leq 0.01$); and,
- Those not registered on the ODR, and exposed to the campaign, were more likely to say they will register on the ODR in the future (44% vs. 31%, $p \leq 0.01$).

2.10.6 Reasons for being Unlikely to Register on ODR

Almost four out of ten (38%) respondents not currently registered and who would be unlikely to register in the future said that they haven't really thought about it, with 24% saying they don't want their organs to be donated. Other reasons cited for being unlikely to register included: against religious beliefs (6%); like to but haven't got around to it (5%); like to but don't know how to join (3%); and, don't know (12%).

Other reasons cited included: cancer (n=1); can't donate (n=1); don't know (n=1); don't think I would be suitable as I am a smoker (n=1); don't think they would want mine, bad heart (n=1); health issues (n=1); I'm no good to them (n=1); I'm too ill for this (n=5); not allowed (n=1); prefer not to say (n=1); too old (n=3);

Figure 19: Why would you be unlikely to register on the NHS organ donation register? (Base=127)



When asked what the main reason for not being likely to donate in the future, respondents gave the following answers:

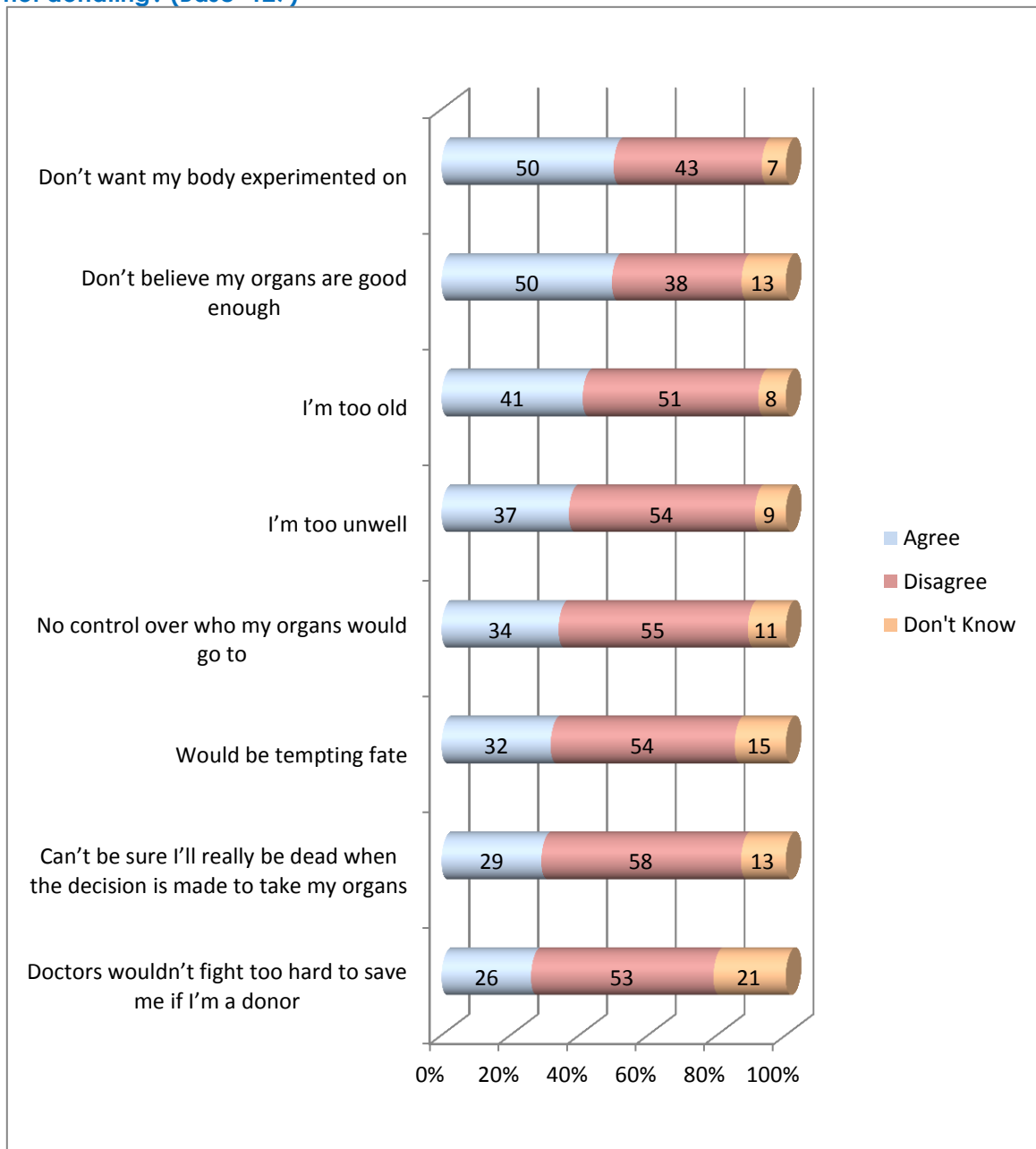
- Not wanting to be cut into/opened up after death n=3;
- Not wanting to donate/believing in donation n=9;
- Feeling they were too old n=7;
- Medical mistrust n=1;
- Fearing that you may not be dead n=1;
- Religious beliefs n=;
- Disgust/not liking the thought of it n=6;
- Illness n=2.

2.10.7 Attitudes towards not donating an Organ

Respondents who said they are unlikely to register on the Organ Donation Register (n=127) were presented with a number of attitudinal statements and asked if they agreed or disagreed with each.

Figure 20 shows that 50% agreed with the statement 'don't want my body experimented on', with 50% agreeing with the statement 'don't believe my organs are good enough'. Other levels of agreement included: I'm too old (41%); I'm too unwell (37%); no control over who my organs would go to (34%); would be tempting fate (32%); can't be sure I'll really be dead when the decision is made to take my organs (29%); and, Doctors wouldn't fight too hard to save me if I'm a donor (26%).

Figure 20: Can I just check do you agree or disagree with each of the following reasons for not donating? (Base=127)



2.11 Talked to Family/Partner/Friends about Intentions regarding Organ Donation

Approximately four out of ten (41%) respondents said that they have talked with family / friends about whether they would like to donate their organs after death, with most (56%) saying they had not and 3% unsure if they have or not.

Fig 21: Have you talked to your family/partner/friends about whether you would like to donate your organs after your death? (Base=1050)

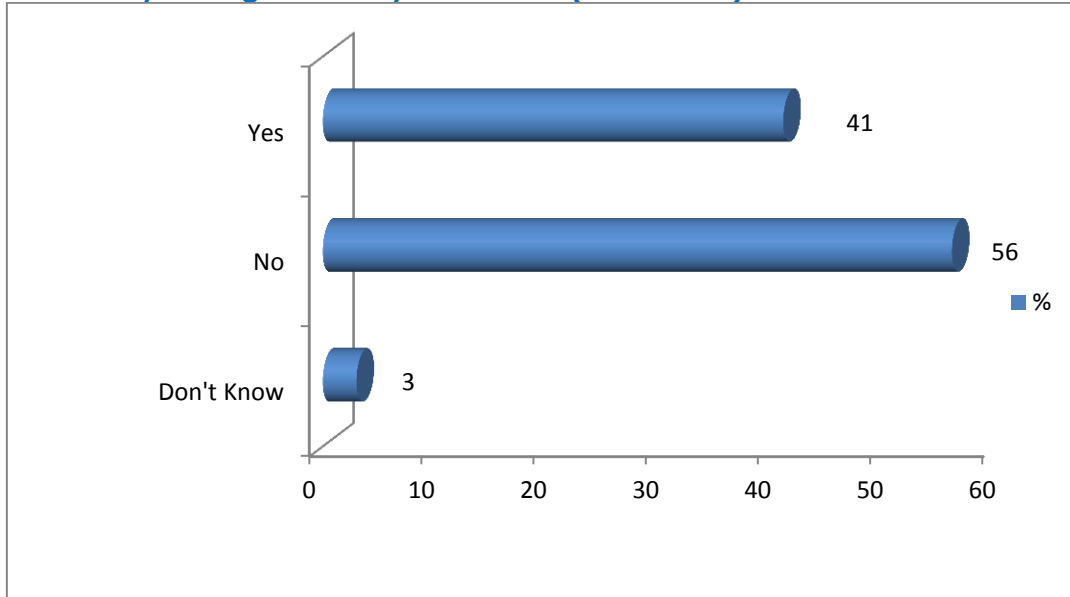


Table 2.16 Have you talked to your family/partner/friends about whether you would like to donate your organs after your death?			
		Yes (%)	Base n
All respondents		41	1050
Gender	Males	39	507
	Females	43	543
Age*	16-29	36	277
	30-44	46	274
	45-64	44	310
	65+	36	189
Social Class***	ABC1	48	488
	C2DE	35	562
Trust area	Belfast	40	197
	Northern	43	286
	South Eastern	36	229
	Southern	43	188
	Western	43	150
Urban/rural area	Urban	40	640
	Rural	42	295
Religious affiliation	Catholic	45	358
	Protestant	41	540
	None	31	136
Political affiliation	Nationalist	46	225
	Unionist	42	463
	Other	43	51
	Refused	35	311
Limiting Long-term Illness or disability	Yes	42	206
	No	41	844
Self-reported health status	Excellent/good	41	792
	Fair	41	215
	Bad/very bad	33	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	63	235
	No	35	815
Exposed to Campaign***	Yes	47	760
	No	26	290
Registered on ODR***	Yes	86	339
	No	19	711
*p≤0.05; **p≤0.01; ***p≤0.001			

There were a number of significant differences in response:

- Those aged 16-29 or 65+ years were least likely to have discussed their donation wishes with their family/friends (16-29, 36%; 30-44, 46%; 45-64, 44%, 65+, 36%; $p \leq 0.05$);
- ABC1 respondents (48%) were more likely to say that they have talked with family / friends about whether they would like to donate their organs after death [C2DE, 35%, $p \leq 0.001$];
- Those with a family member / friend who has been an organ recipient, on a waiting list or has donated an organ themselves, were more likely to say that they have talked with family / friends about whether they would like to donate their organs after death (63% vs. 35%, $p \leq 0.001$);
- Those exposed to the campaign were more likely to say that they have talked with family / friends about whether they would like to donate their organs after death (47% vs. 26%, $p \leq 0.001$); and,
- Those on the organ donor register were more likely to say that they have talked with family / friends about whether they would like to donate their organs after death (86% vs. 19%, $p \leq 0.001$).

2.12 Informed Family and Friends that Registered as an Organ Donor

Approximately eight out of ten (83%) respondents registered as an organ donor (n=339) said that they have informed their family / friends that they are registered as an organ donor.

Fig 22: Have you informed your family/friends that you are registered as an organ donor? (Base=339: Respondents registered and who have talked to family / friends about whether they would like to donate their organs after their death)

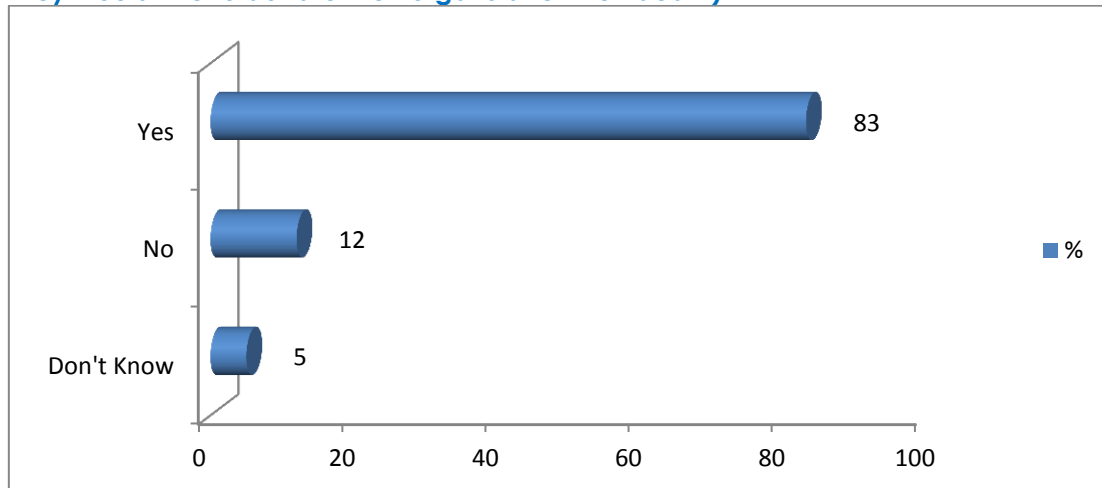


Table 2.17 Have you informed your family/friends that you are registered as an organ donor?			
		Yes (%)	Base n
All respondents		83	339
Gender	Males	81	168
	Females	85	171
Age	16-29	78	88
	30-44	82	99
	45-64	88	105
	65+	83	47
Social Class	ABC1	83	195
	C2DE	83	144
Trust area***	Belfast	86	62
	Northern	96	94
	South Eastern	66	79
	Southern	83	59
	Western	82	45
Urban/rural area	Urban	82	640
	Rural	82	295
Religious affiliation*	Catholic	85	116
	Protestant	82	188
	None	82	33
Political affiliation	Nationalist	79	81
	Unionist	79	167
	Other	100	12
	Refused	92	79
Limiting Long-term Illness or disability	Yes	77	57
	No	84	282
Self-reported health status	Excellent/good	84	267
	Fair	81	62
	Bad/very bad	60	10
Family / friend organ recipient, on waiting list or have you donated an organ	Yes	83	127
	No	83	212
Exposed to Campaign	Yes	83	293
	No	83	46
*p≤0.05; **p≤0.01; ***p≤0.001			

There were a number of statistically significant differences in response:

- Northern Trust area residents (96%), registered on the ODR, were more likely to say that have informed their family / friends that they are registered [Belfast, 86%: South Eastern, 66%: Southern, 83%; Western, 82%; $p \leq 0.001$]; and,
- Catholic (85%) respondents, registered on the ODR, were more likely to say that have informed their family / friends that they are registered (Protestant, 82%; none, 82%, $p \leq 0.05$).

2.13 Family / Friends Aware of Wishes Regarding Organ Donation in Event of Death

Almost half (47%) of respondents said that their family / friends are aware of their wishes regarding organ donation in the event of death, with 43% saying family / friends are unaware and 11% unsure.

Fig 23: In the event of your death, do you think a family member / close friend would know your wishes with regards to organ donation? (Base=1050: All Respondents)

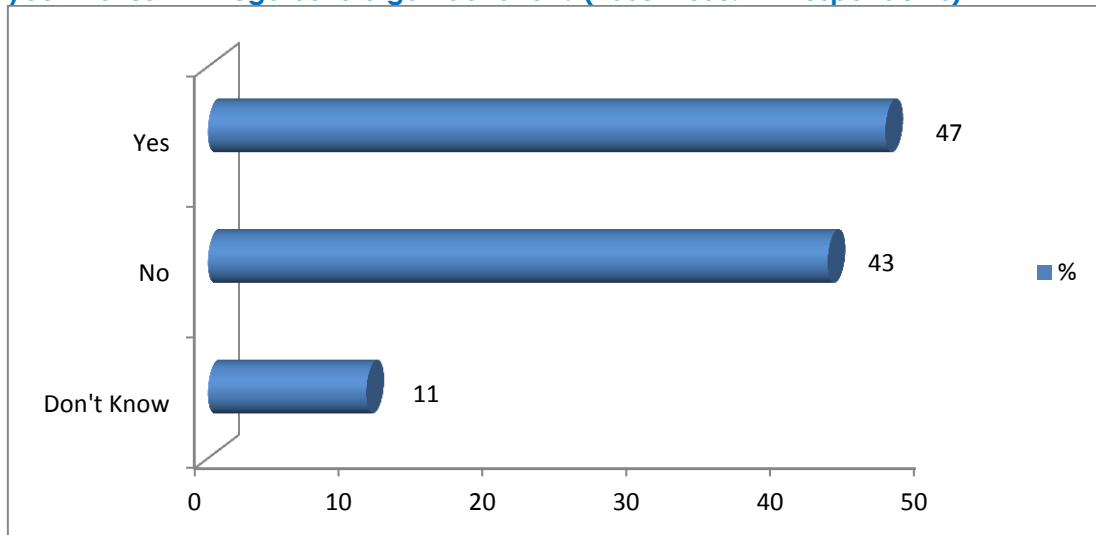


Table 2.18 In the event of your death, do you think a family member / close friend would know your wishes with regards to organ donation?					
		Yes (%)	No (%)	Don't Know (%)	Base n
All respondents		47	43	11	1050
Gender	Males	44	45	11	507
	Females	49	40	11	543
Age	16-29	40	50	10	277
	30-44	52	39	10	274
	45-64	49	39	12	310
	65+	46	43	11	189
Social Class*	ABC1	51	39	9	488
	C2DE	43	45	12	562
Trust area ***	Belfast	37	54	9	197
	Northern	50	42	7	286
	South Eastern	44	48	8	229
	Southern	54	27	20	188
	Western	48	39	13	150
Urban/rural area***	Urban	45	46	9	640
	Rural	51	33	16	295
Religious affiliation**	Catholic	49	38	13	358
	Protestant	49	43	8	540
	None	35	52	13	136
Political affiliation***	Nationalist	48	41	11	225
	Unionist	51	43	7	463
	Other	55	28	18	51
	Refused	39	45	16	311
Limiting Long-term Illness or disability*	Yes	51	35	14	206
	No	46	44	10	844
Self-reported health status	Excellent/good	46	44	10	792
	Fair	48	38	14	215
	Bad / very bad	51	35	14	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	72	19	9	235
	No	39	49	11	815
Exposed to Campaign***	Yes	54	37	9	760
	No	28	57	16	290
Registered on ODR***	Yes	89	7	4	339
	No	26	59	14	711
*p≤0.05; **p≤0.01; ***p≤0.001					

There were a number of significant differences in response:

- ABC1 respondents (51%) were more likely to say that in the event of their death a family member / close friend would know their wishes with regards to organ donation [C2DE, 43%, $p \leq 0.05$];
- Those living in the Belfast Trust area were least likely to say that in the event of their death a family member/close friend would know their wishes with regards to organ donation [Belfast, 37%; Northern, 50%; South Eastern, 44%; Southern, 54%; Western, 48%, $p \leq 0.001$];
- Those living in urban areas were less likely to say that in the event of their death a family member / close friend would know their wishes with regards to organ donation (45% vs. 51%, $p \leq 0.001$);
- Catholics (49%) and Protestant (49%) respondents, compared with those describing religious affiliation as none (35%), were more likely to say that in the event of their death a family member / close friend would know your wishes with regards to organ donation ($p \leq 0.01$);
- Those who refused to say if they had a political affiliation were least likely to say their family/close friend would know their donation wishes in the event of their death (Nationalist, 48%; Unionist, 51%; Other, 55%; Refused, 39%; $p \leq 0.001$);
- Those with a limiting long-term illness or disability were more likely to say that in the event of their death a family member / close friend would know their wishes with regards to organ donation (51% vs. 46%, $p \leq 0.05$);
- Those with a family member / friend who has been an organ recipient, on a waiting list or has donated an organ themselves, were more likely to say that in the event of their death a family member / close friend would know their wishes with regards to organ donation (72% vs. 39%, $p \leq 0.001$);
- Those exposed to the campaign were more likely to say that in the event of their death a family member / close friend would know your wishes with regards to organ donation (54% vs. 28%, $p \leq 0.001$); and,
- Those on the organ donor register were more likely to say that in the event of their death a family member / close friend would know your wishes with regards to organ donation (89% vs. 26%, $p \leq 0.001$).

2.13.1 Family / Friends Agreeing with Decision about Organ Donation

Just over half (55%) of respondents believe that their family / close friends would agree with their decision about organ donation, with 26% of the opposite view and 19% unsure.

Fig 24: Do you think your family / close friend would agree with your decision about organ donation? (Base=1050: All Respondents)

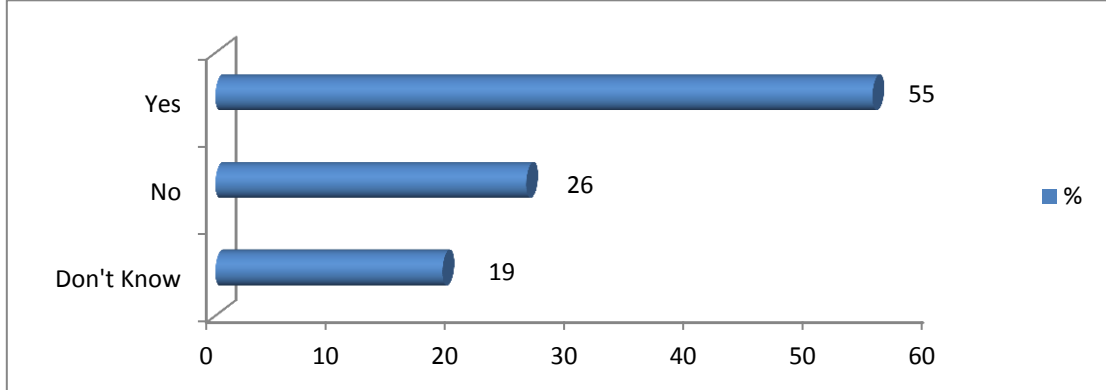


Table 2.19 Do you think your family / close friend would agree with your decision about organ donation?					
		Yes (%)	No (%)	Don't Know (%)	Base n
All respondents		55	26	19	1050
Gender	Males	56	24	20	507
	Females	54	28	18	543
Age	16-29	51	29	20	277
	30-44	58	25	17	274
	45-64	57	25	18	310
	65+	54	25	21	189
Social Class	ABC1	59	23	18	488
	C2DE	52	28	20	562
Trust area ***	Belfast	46	35	20	197
	Northern	62	24	14	286
	South Eastern	51	35	14	229
	Southern	63	16	21	188
	Western	51	18	31	150
Urban/rural area*	Urban	53	27	20	640
	Rural	60	20	20	295
Religious affiliation***	Catholic	56	22	22	358
	Protestant	57	28	15	540
	None	46	29	26	136
Political affiliation***	Nationalist	58	20	22	225
	Unionist	59	28	13	463
	Other	61	12	28	51
	Refused	46	30	25	311
Limiting Long-term Illness or disability	Yes	57	20	23	206
	No	55	27	18	844
Self-reported health status	Excellent/good	56	27	17	792
	Fair	51	24	25	215
	Bad/very bad	56	19	26	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	73	12	15	235
	No	50	30	20	815
Exposed to Campaign***	Yes	60	22	17	760
	No	42	34	24	290
Registered on ODR***	Yes	87	8	5	339
	No	40	35	26	711
*p≤0.05; **p≤0.01; ***p≤0.001					

There were a number of significant differences in response:

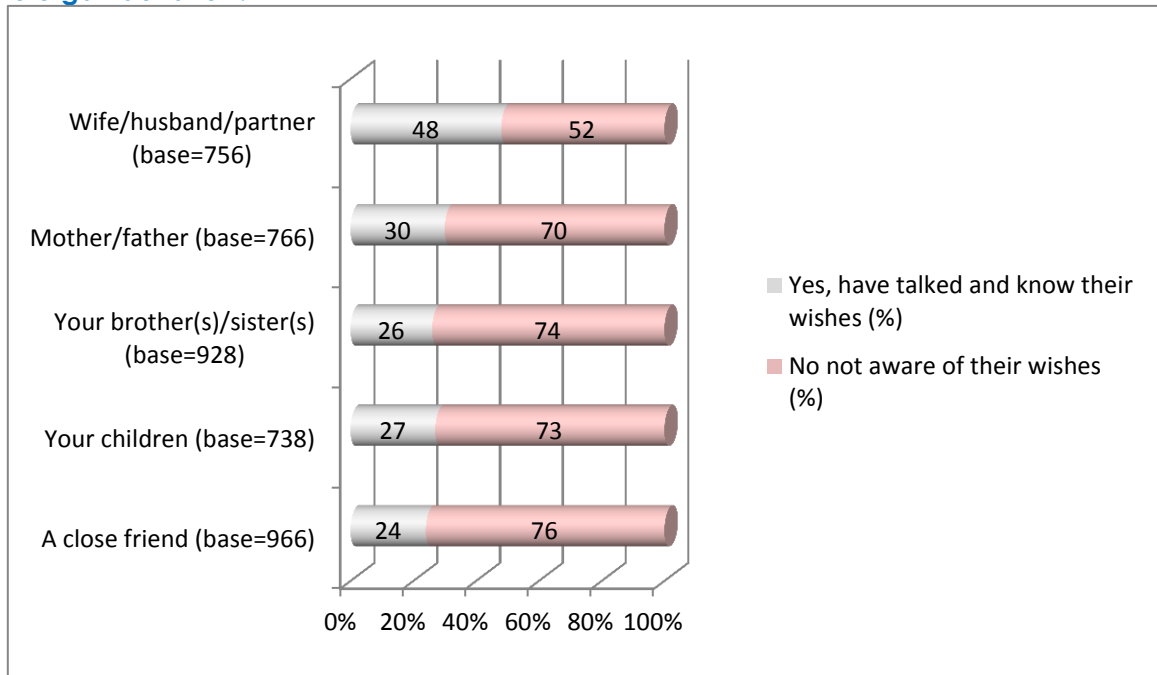
- Those living in the Belfast Trust area were least likely to say that family/close friends would agree with their decision about organ donation [Belfast, 46%; Northern, 62%; South Eastern, 51%; Southern, 63%; Western, 51%, $p \leq 0.001$];
- Respondents describing their religious affiliation as 'none' (46%) were less likely to say that family / close friends would agree with their decision about organ donation [Catholic, 56%; Protestant, 57%; $p \leq 0.001$];
- Those living in rural areas were more likely to say that family / close friends would agree with their decision about organ donation (60% vs. 53%, $p \leq 0.05$);
- Those who refused to state a political affiliation were least likely to say their family/friends would agree with their donation wishes (Nationalist, 58%; Unionist, 59%; other, 61%; refused, 46%; $p \leq 0.001$);
- Those with a family member / friend who has been an organ recipient, on a waiting list or has donated an organ themselves, were more likely to say that family / close friends would agree with their decision about organ donation (73% vs. 50%, $p \leq 0.001$).
- Those exposed to the campaign were more likely to say that family / close friends would agree with their decision about organ donation (60% vs. 42%, $p \leq 0.001$); and,
- Those on the organ donor register were more likely to say that family / close friends would agree with their decision about organ donation (87% vs. 40%, $p \leq 0.001$).

2.13.2 Currently Aware of Family / Close Friends Decision Regarding Organ Donation

All respondents were asked if they are aware of the wishes of their family / close friends with regard to organ donation.

Almost half (48%) of respondents with a wife, husband or partner said that they are aware of their wishes, with the level of awareness falling to 24% for a close friend.

Figure 25: Currently are you aware of the wishes of your family or close friends with regard to organ donation?



2.14 Accepting an Organ if Life Depended on It

Eight out of ten (80%) respondents said that if their life depended on it, and it was medically possible, they would accept an organ.

Fig 26: If your life depended on it and it was medically possible, would you accept an organ? (Base=1050)

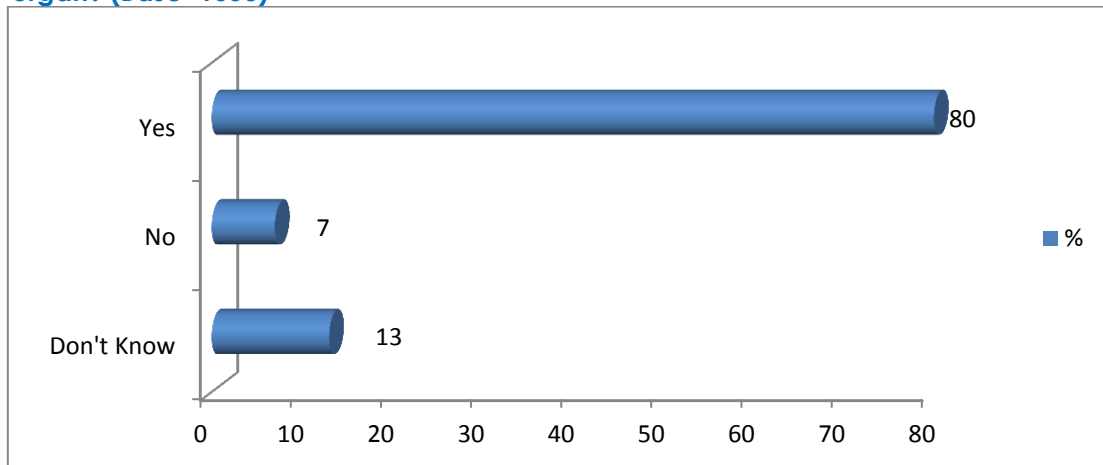


Table 2.20 If your life depended on it and it was medically possible, would you accept an organ?					
		Yes (%)	No (%)	Don't Know (%)	Base n
All respondents		80	7	13	1050
Gender	Males	81	5	14	507
	Females	79	9	12	543
Age ***	16-29	87	4	9	277
	30-44	85	7	8	274
	45-64	82	7	12	310
	65+	57	15	28	189
Social Class ***	ABC1	86	4	9	488
	C2DE	74	10	16	562
Trust area ***	Belfast	73	7	20	197
	Northern	85	5	10	286
	South Eastern	71	11	18	229
	Southern	92	4	4	188
	Western	75	11	14	150
Urban/rural area	Urban	78	7	15	640
	Rural	83	7	10	295
Religious affiliation*	Catholic	84	6	10	358
	Protestant	78	8	14	540
	None	77	9	15	136
Political affiliation*	Nationalist	85	4	11	225
	Unionist	77	8	15	463
	Other	90	4	6	51
	Refused	78	10	12	311
Limiting Long-term Illness or disability***	Yes	63	12	25	206
	No	84	6	10	844
Self-reported health status ***	Excellent/good	85	5	11	792
	Fair	66	15	19	215
	Bad / very bad	58	14	28	43
Family / friend organ recipient, on waiting list or have you donated an organ*	Yes	86	7	7	235
	No	78	8	15	815
Exposed to Campaign***	Yes	84	7	10	760
	No	69	9	22	290
Registered on ODR***	Yes	93	4	3	339
	No	73	9	18	711
*p≤0.05; **p≤0.01; ***p≤0.001					

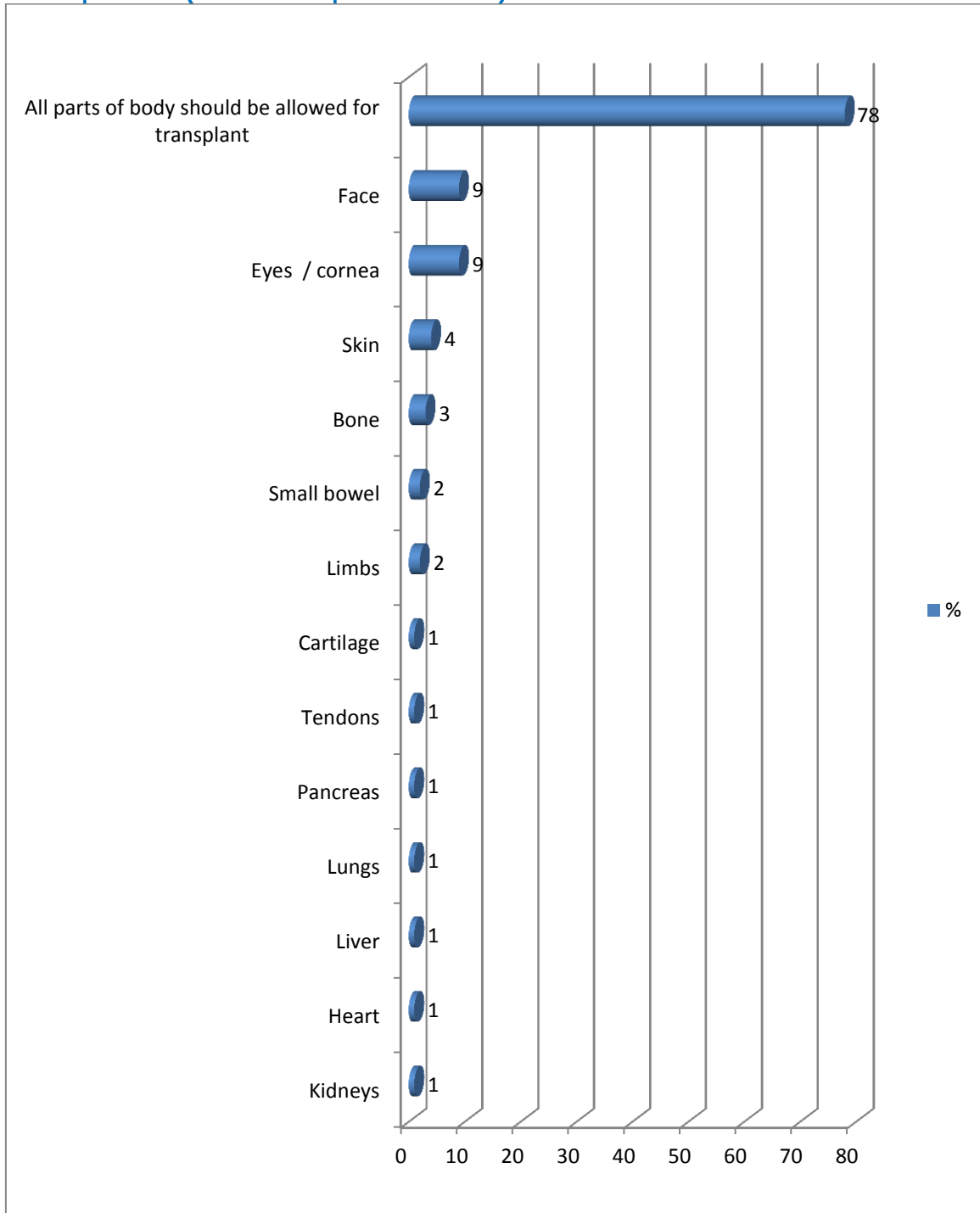
There were a number of significant differences in response:

- Older respondents were less likely to say that they would accept an organ if their life depended on it and it was medically possible (16-29, 87%; 30-44, 85%; 45-64, 82%; and, 65+, 57%, $p \leq 0.001$);
- ABC1 respondents (86%) were more likely to say that they would accept an organ if their life depended on it and it was medically possible [C2DE, 74%, $p \leq 0.001$];
- Those in the Southern Trust area (92%) were more likely to say that they would accept an organ if their life depended on it and it was medically possible (Belfast, 73%; Northern, 85%; South Eastern, 71%; Western, 75%, $p \leq 0.001$);
- A greater proportion of Catholic (84%) respondents were more likely to say that they would accept an organ if their life depended on it and it was medically possible (Protestant, 78%; none, 77%; $p \leq 0.05$);
- Unionist respondents and those who refused to state a political affiliation were least likely to say they would accept an organ if they needed one (Nationalist, 85%; Unionist, 77%; Other, 90%; Refused, 78%; $p \leq 0.01$);
- Those with a limiting long-term illness or disability were less likely to say that they would accept an organ if their life depended on it and it was medically possible (63% vs. 84%, $p \leq 0.001$);
- Those who perceive their health status as excellent or good were more likely to say that they would accept an organ if their life depended on it and it was medically possible (excellent / good, 85%; fair, 66%, bad / very bad, 58%, $p \leq 0.001$);
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to say that they would accept an organ if their life depended on it and it was medically possible (86% vs. 78%, $p \leq 0.01$);
- Those exposed to the campaign (84% vs. 69%, $p \leq 0.001$) were more likely to say that they would accept an organ if their life depended on it and it was medically possible; and,
- Those registered on the ODR (93% vs. 73%, $p \leq 0.001$) were more likely to say that they would accept an organ if their life depended on it and it was medically possible.

2.15 Body Parts which should not be allowed to be Transplanted

All respondents were asked if there are any parts of the body that they thought should not be allowed to be transplanted. In response, most (78%) respondents said that you should be allowed to transplant all parts of the body. However, 9% said that the face should not be allowed to be transplanted, with 9% citing the eyes / cornea. 4% cited skin, 3% cited bone, 2% cited small bowel, 2% cited limbs, 1% cited cartilage, 1% cited tendons, 1% cited pancreas, 1% cited lungs, 1% cited liver, 1% cited heart, and 1% cited kidneys.

Fig 27: Are there any parts of the body that you think should not be allowed to be transplanted? (Base=All Respondents: 1050)



2.16 Knowledge of Issues Associated with Organ Donation

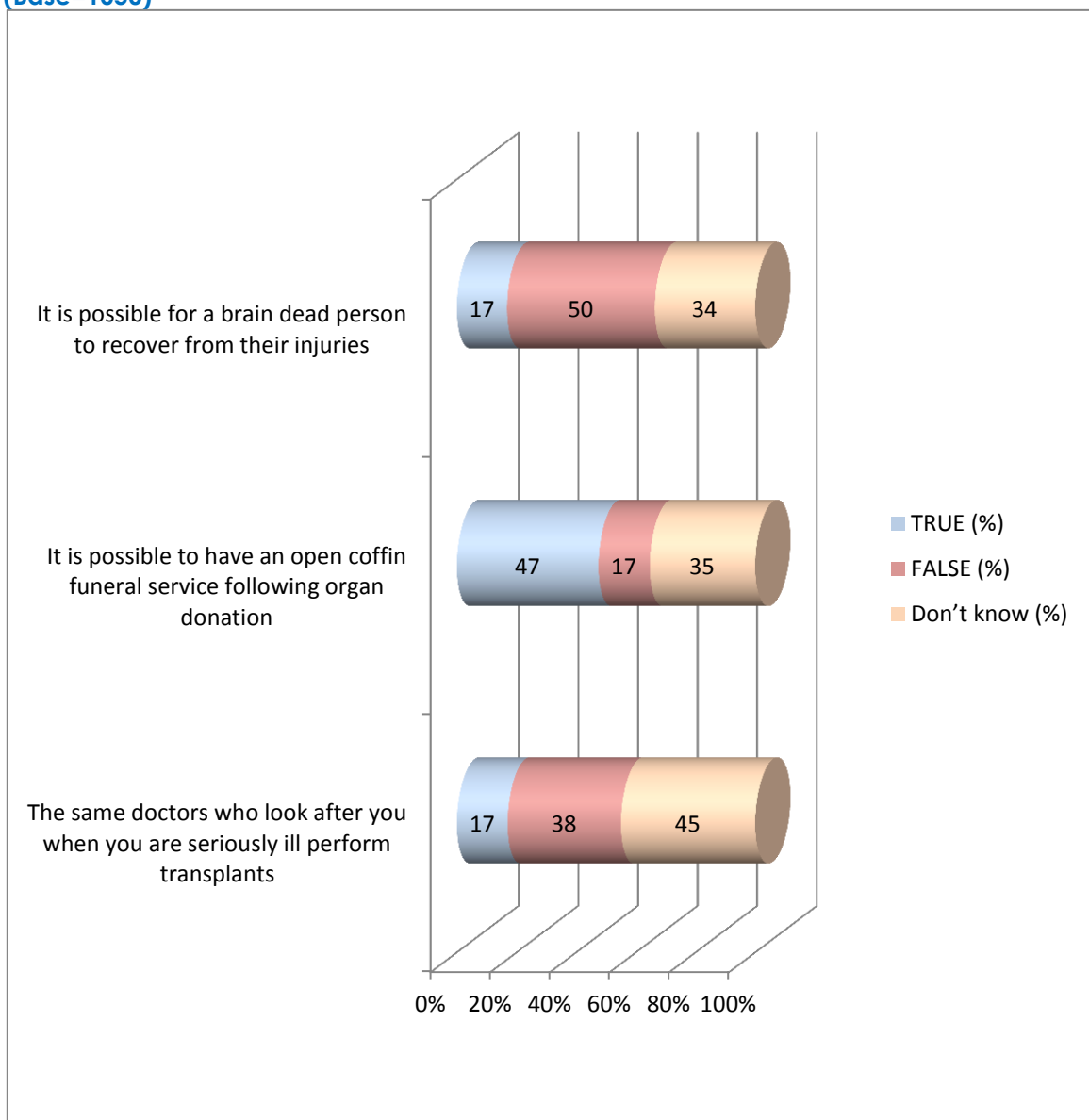
All respondents were presented with a number of statements designed to test knowledge of issues associated with organ donation.

Half of respondents (50%) indicated that the following statement is false: It is possible for a brain dead person to recover from their injuries.

Just under half (47%) of respondents said that the following statement is true: It is possible to have an open coffin funeral service following organ donation.

Almost four out of ten respondents (38%) said that the following statement is false: the same doctors who look after you when you are seriously ill perform transplants

Figure 28: Please tell us whether you think the following statements are true or false? (Base=1050)



2.16.1 STATEMENT: It is possible for a brain dead person to recover from their injuries

Table 2.21 It is possible for a brain dead person to recover from their injuries					
		True (%)	False (%)	Don't Know (%)	Base n
All respondents		17	50	34	1050
Gender	Males	16	49	35	507
	Females	17	50	33	543
Age ***	16-29	16	42	42	277
	30-44	24	49	27	274
	45-64	14	57	29	310
	65+	11	50	39	189
Social Class	ABC1	17	50	33	488
	C2DE	16	49	35	562
Trust area ***	Belfast	10	43	47	197
	Northern	15	47	39	286
	South Eastern	10	61	29	229
	Southern	35	44	22	188
	Western	15	55	29	150
Urban/rural area**	Urban	14	55	31	640
	Rural	20	44	36	295
Religious affiliation*	Catholic	19	46	34	358
	Protestant	13	54	33	540
	None	19	43	38	136
Political affiliation***	Nationalist	18	52	30	225
	Unionist	16	54	30	463
	Other	28	45	28	51
	Refused	15	42	43	311
Limiting Long-term Illness or disability*	Yes	13	57	30	206
	No	17	48	35	844
Self-reported health status	Excellent/good	17	48	36	792
	Fair	15	56	29	215
	Bad/very bad	19	51	30	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	27	54	19	235
	No	14	48	38	815
Exposed to Campaign***	Yes	19	53	28	760
	No	11	40	49	290
Registered on ODR***	Yes	18	66	16	339
	No	16	42	42	711
*p≤0.05; **p≤0.01; ***p≤0.001					

There were a number of statistically significant differences in response to this statement:

STATEMENT: It is possible for a brain dead person to recover from their injuries

- Older respondents were less likely to say that this statement is true (16-29, 16%; 30-44, 24%; 45-64, 14%; and, 65+, 11%, $p \leq 0.001$);
- Those in the Southern Trust area (35%) were more likely to say that this statement is true (Belfast, 10%; Northern, 15%; South Eastern, 10%; Western, 15%, $p \leq 0.001$);
- Those living in urban areas (55% vs. 44%, $p \leq 0.01$) were more likely to say this statement is false;
- A greater proportion of Protestant (54%) respondents said that this statement is false (Catholic, 46%; 'none', 43%; $p \leq 0.05$);
- Those who affiliate themselves politically with Nationalism (52%) or Unionist (54%) were most likely to say the statement is false (other, 45%; refused, 42%; $p \leq 0.001$);
- A greater proportion of those with a limiting long-term illness or disability (57% vs. 48%, $p \leq 0.05$) said that this statement is false;
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were less likely to be unsure about this statement (19% vs. 38%, $p \leq 0.001$);
- Those exposed to the campaign (28% vs. 49%, $p \leq 0.05$) were less likely to be unsure about this statement; and,
- Those registered on the ODR (16% vs. 42%, $p \leq 0.001$) were less likely to be unsure about this statement.

2.16.2 STATEMENT: It is possible to have an open coffin funeral service following organ donation

Table 2.22 It is possible to have an open coffin funeral service following organ donation					
		True (%)	False (%)	Don't Know (%)	Base n
All respondents		47	17	35	1050
Gender	Males	48	15	37	507
	Females	47	19	34	543
Age ***	16-29	39	17	44	277
	30-44	54	18	28	274
	45-64	54	17	29	310
	65+	39	18	43	189
Social Class*	ABC1	51	17	32	488
	C2DE	44	18	38	562
Trust area ***	Belfast	43	7	51	197
	Northern	49	8	43	286
	South Eastern	39	30	31	229
	Southern	68	19	13	188
	Western	38	27	35	150
Urban/rural area	Urban	46	18	36	640
	Rural	48	18	34	295
Religious affiliation	Catholic	49	16	36	358
	Protestant	45	19	36	540
	None	52	15	34	136
Political affiliation	Nationalist	49	17	34	225
	Unionist	47	20	33	463
	Other	57	20	24	51
	Refused	46	13	41	311
Limiting Long-term Illness or disability***	Yes	44	27	29	206
	No	48	15	37	844
Self-reported health status	Excellent/good	49	16	36	792
	Fair	44	23	34	215
	bad/very bad	44	26	30	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	60	23	17	235
	No	44	16	41	815
Exposed to Campaign***	Yes	53	19	28	760
	No	32	13	55	290
Registered on ODR***	Yes	65	17	17	339
	No	39	17	44	711
*p≤0.05; **p≤0.01; ***p≤0.001					

There were a number of statistically significant differences in response to this statement:

STATEMENT: It is possible to have an open coffin funeral service following organ donation

- Older and younger respondents were less likely to say that this statement is true (16-29, 39%; 30-44, 54%; 45-64, 54%; and, 65+, 39%, $p \leq 0.001$);
- ABC1 respondents (51%) were more likely to say that this statement is true [C2DE, 44%, $p \leq 0.05$];
- Those in the Southern Trust area (68%) were more likely to say that this statement is true (Belfast, 43%; Northern, 49%; South Eastern, 39%; Western, 38%, $p \leq 0.001$);
- Those with a limiting long-term illness or disability were more likely to say that this statement is false (27% vs. 15%, $p \leq 0.001$);
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to say that this statement is true (60% vs. 44%, $p \leq 0.001$);
- Those exposed to the campaign (53% vs. 32%, $p \leq 0.001$) were more likely to say that this statement is true; and,
- Those on the organ donor register were more likely to say that this statement is true (65% vs. 39%, $p \leq 0.001$);

2.16.3 STATEMENT: The same doctors who look after you when you are seriously ill perform transplants

Table 2.23 The same doctors who look after you when you are seriously ill perform transplants					
		True (%)	False (%)	Don't Know (%)	Base n
All respondents		17	38	45	1050
Gender	Males	18	36	46	507
	Females	17	40	44	543
Age **	16-29	20	28	52	277
	30-44	17	42	41	274
	45-64	18	41	41	310
	65+	12	41	48	189
Social Class**	ABC1	14	43	43	488
	C2DE	20	35	47	562
Trust area ***	Belfast	10	27	63	197
	Northern	11	36	53	286
	South Eastern	22	44	34	229
	Southern	29	47	23	188
	Western	15	34	51	150
Urban/rural area	Urban	16	40	44	640
	Rural	18	35	47	295
Religious affiliation	Catholic	16	39	45	358
	Protestant	17	38	45	540
	None	24	32	44	136
Political affiliation	Nationalist	16	40	44	225
	Unionist	20	38	42	463
	Other	18	43	39	51
	Refused	13	36	51	311
Limiting Long-term Illness or disability	Yes	18	43	39	206
	No	17	37	46	844
Self-reported health status	Excellent/good	16	37	47	792
	Fair	20	40	41	215
	Bad/very bad	19	42	40	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	23	50	26	235
	No	15	34	50	815
Exposed to Campaign***	Yes	20	43	37	760
	No	10	24	66	290
Registered on ODR***	Yes	20	54	26	339
	No	16	30	54	711
*p≤0.05; **p≤0.01; ***p≤0.001					

There were a number of statistically significant differences in response to this statement:

STATEMENT: It is possible for a brain dead person to recover from their injuries

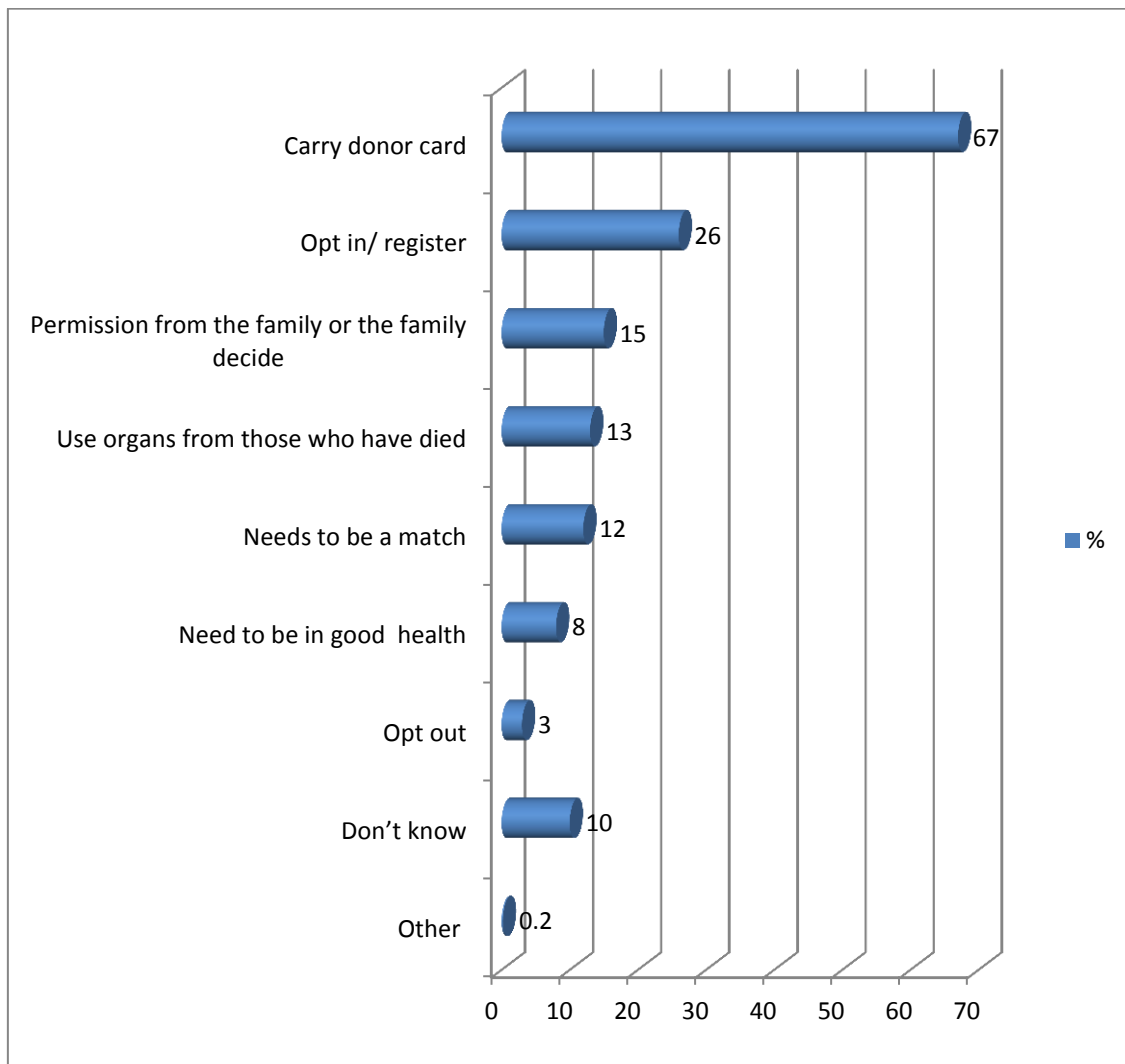
- Older respondents were less likely to say that this statement is true (16-29, 20%; 30-44, 17%; 45-64, 18%; and, 65+, 12%, $p \leq 0.01$);
- ABC1 respondents (43%) were more likely to say that this statement is false [C2DE, 34%, $p \leq 0.01$];
- Those in the Southern Trust area (29%) were more likely to say that this statement is true (Belfast, 10%; Northern, 11%; South Eastern, 22%; Western, 15%, $p \leq 0.001$);
- Those with a family member / friend who has been an organ recipient, on a waiting list or had donated an organ themselves, were more likely to say that this statement is false (50% vs. 34%, $p \leq 0.001$);
- Those exposed to the campaign were more likely to say that this statement is false (43% vs. 24%, $p \leq 0.001$); and,
- Those not registered on the ODR were more likely to answer 'don't know' in response to this statement (54% vs. 26%, $p \leq 0.001$);

2.17 Knowledge of how Current System of Organ Donation Works

When asked unprompted if they were aware of how the current system of organ donation works in Northern Ireland, a majority (67%) of respondents mentioned carrying a donor card, with 26% mentioning the opt in Register.

Other responses included: get permission from the family or the family decide (15%); use organs from those who have died (13%); needs to be a match (12%); need to be in good health (8%); and, opting out (3%). One in ten (10%) respondents answered 'don't know'.

Fig 29: Can you tell me how the current system of organ donation works in Northern Ireland...that is how do you think organs currently get donated? (Base=All Respondents: 1050)



2.18 Support for Changing the Current Organ Donation System in NI

Respondents were presented with the following information:

'Currently people in Northern Ireland can OPT-IN to join the NHS Organ Donor Register if they wish to donate their organs after their death. It is normal practice for nurses and medical staff to let relatives know if the person has opted in. The medical and nursing team will advise the patient's family / close friend of the patient's wishes and will support the family / close friend to honour the patient's wishes. Donation does not proceed, however, if the family or close friend does not consent. If you have NOT joined the Register your family or close friend can consent to donate your organs after your death'.

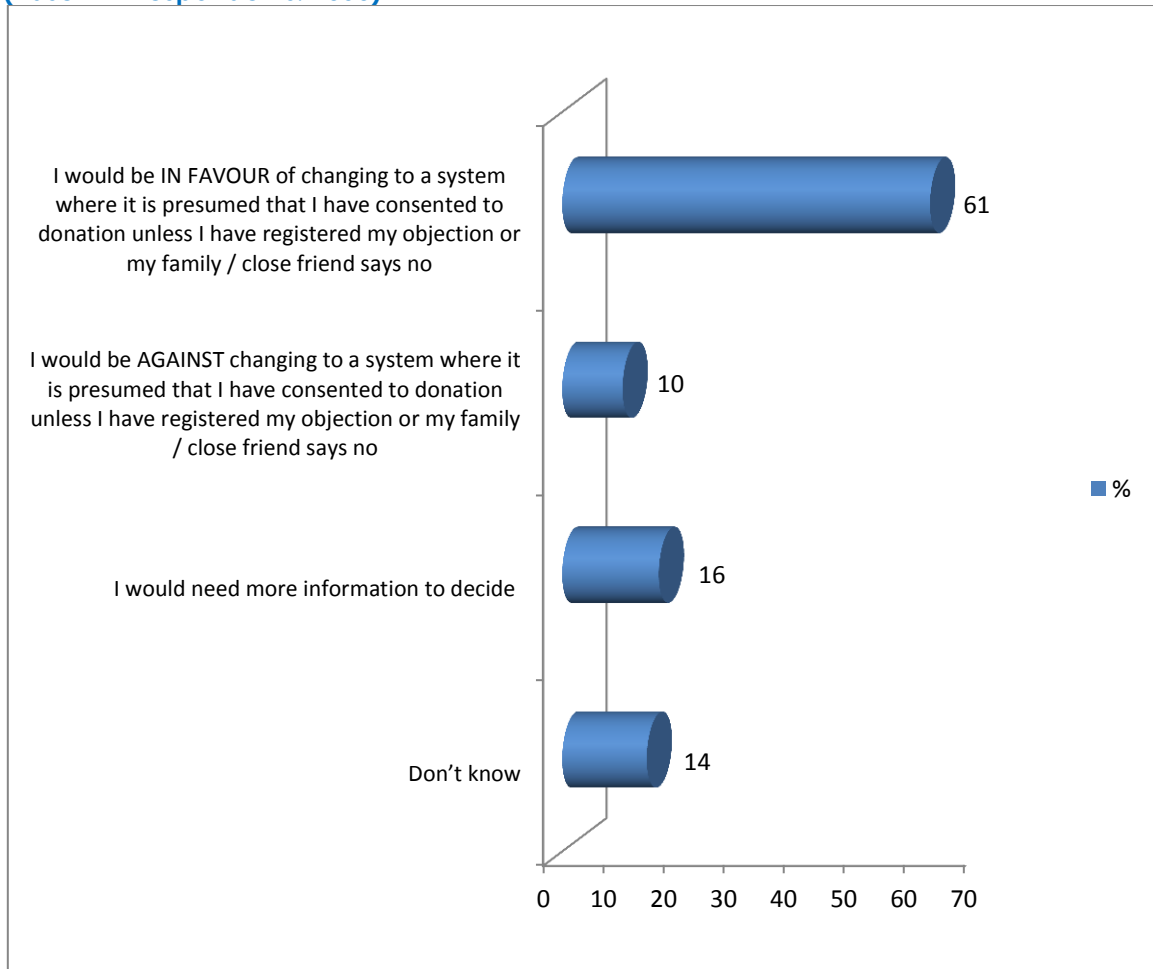
Respondents were advised that *'...consideration is being given to changing the organ donation system to a **'SOFT OPT OUT'** or **PRESUMED CONSENT** system from an opt-in system to increase the availability of organs for transplantation'.*

Respondents were further informed that *'...this means that the nursing and medical staff will presume that people have consented to organ donation unless they formally registered to **OPT-OUT** of donation. However, doctors will **not** retrieve organs from the potential donor if the **family / close** friend express their **objection'**.*

Having explained the proposed new system to respondents, they were then asked if they were in favour or against moving from the current opt-in system to a system based on 'opting out' or 'presumed consent'.

A majority (61%) of respondents said they would be in favour of changing to a system where it is presumed that a person has consented to donation unless they have registered their objection or their family / close friend says no.

Fig 30: If the system was changed in Northern Ireland from the current opt-in system to the type of system described above, which of these statements would best reflect your view? (Base=All Respondents: 1050)



Ten percent (10%) said they were against changing to a system where it is presumed that someone has consented to donation unless they have registered their objection or their family / close friend says no.

Sixteen percent (16%) said they would need more information before they decided, with 14% answering 'don't know'.

Table 2.24 If the system was changed in Northern Ireland from the current opt-in system to the type of system described above, which of these statements would best reflect your view by respondent characteristics? (Base=All Respondents: 1050)						
		In Favour	Against	Need more info	Don't Know	n
		%	%	%	%	
All respondents		61	10	16	14	1050
Gender	Male	60	9	17	14	507
	Female	62	10	14	13	543
Age***	16-29	63	8	14	15	277
	30-44	65	8	18	9	274
	45-64	65	13	13	9	310
	65+	45	11	19	26	189
Social class***	ABC1	71	8	14	8	488
	C2DE	52	12	17	19	562
Trust area***	Belfast	59	4	27	10	197
	Northern	64	10	8	19	286
	South Eastern	60	10	21	10	229
	Southern	64	15	10	11	188
	Western	55	12	15	17	150
Urban/rural area	Urban	60	10	17	13	640
	Rural	63	10	15	13	295
Religious affiliation	Catholic	60	11	17	12	358
	Protestant	63	9	14	14	540
	None	57	10	16	17	136
Political affiliation***	Nationalist	60	12	20	8	225
	Unionist	64	9	14	13	463
	Other	45	28	12	16	51
	Refused	60	6	15	18	311
Limiting Long-term illness or disability***	Yes	44	15	18	22	206
	No	65	9	15	12	844
Self perceived health status***	Excellent / Good	65	8	15	12	792
	Fair	49	15	17	19	215
	Bad / Very bad	40	19	14	28	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	66	13	12	9	235
	No	59	9	17	15	815
Exposed to campaign***	Yes	65	11	14	10	760
	No	59	8	20	22	290
Registered on ODR***	Yes	81	8	9	2	339
	No	51	11	19	19	711

*p≤0.05; **p≤0.01; ***p≤0.001

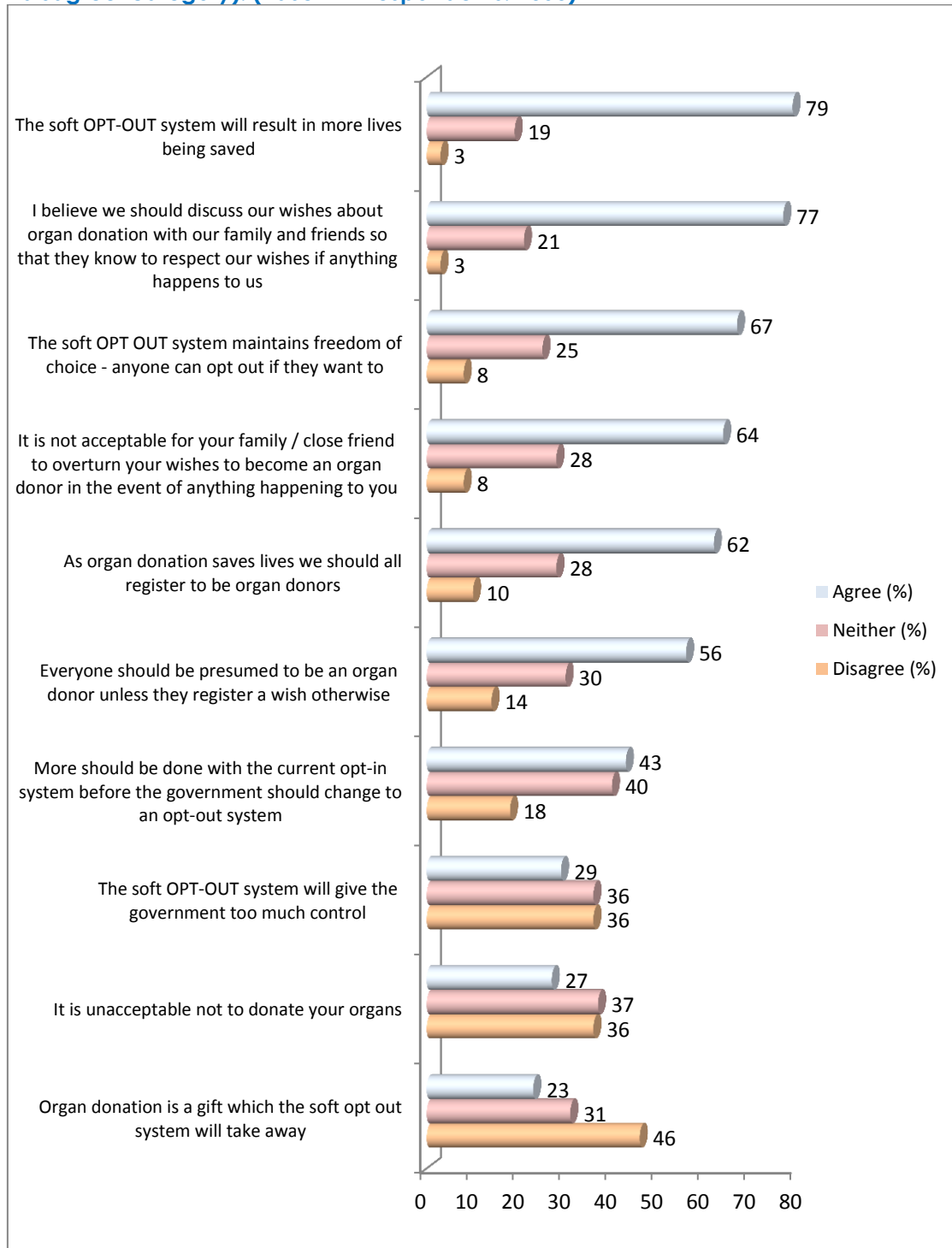
There were a number of statistically significant differences in response:

- Older respondents were less likely to be in favour of changing the current system (16-29, 63%; 30-44, 65%; 45-64, 65%; and, 65+, 45%, $p \leq 0.001$);
- ABC1 respondents (71%) were more likely to be in favour of changing the current system [C2DE, 52%, $p \leq 0.001$];
- Those in the Western area were less likely to be in favour of changing the current system (Belfast, 59%; Northern, 64%; South Eastern, 60%; Southern, 64%; Western, 55%, $p \leq 0.001$);
- Those who refused to state their political affiliation were most likely to answer 'don't know' when asked about their position on the introduction of an opt-out system in Northern Ireland (Nationalist, 8%; Unionist, 13%; Other, 16%; Refused, 18%; $p \leq 0.001$);
- Those with a limiting long-term illness or disability were less likely to be in favour of changing the current system (44% vs. 65%, $p \leq 0.001$);
- Those who perceive their health status as excellent or good were more likely to be in favour of changing the current system (excellent / good, 65%; fair, 49%, bad / very bad, 40%, $p \leq 0.001$);
- Those who did not have a family member /friend who has been an organ recipient, on a waiting list or has donated an organ themselves, were more likely to answer 'don't know' to this statement (15% vs. 9%, $p \leq 0.001$).
- Those exposed to the campaign were less likely to answer 'don't know' when asked about their position on changing the current system (10% vs. 22%, $p \leq 0.001$);
- Those on the organ donor register were more likely to be in favour of changing the current system (81% vs. 51%, $p \leq 0.001$);

2.19 Attitudes to Organ Donation

Respondents were prompted with a number of statements relating to organ donation and asked if they agreed or disagreed with each. Figure 31 shows that the highest level of agreement was for the statement 'the soft opt out system will result in more lives being saved' (79%). The lowest level of agreement was recorded for the statement 'organ donation is a gift which the soft opt out system will take away' (23%).

Fig 31: Using the scale provided, please tell us the extent to which you agree or disagree with the following statements (Strongly agree and agree responses combined into a single 'agree' category and disagree and strongly disagree responses combined into a single 'disagree' category). (Base=All Respondents: 1050)



There were a number of significant differences in response:

The soft OPT-OUT system will result in more lives being saved

- Older respondents were less likely to agree with this statement (16-29, 79%; 30-44, 80%; 45-64, 82%; and, 65+, 70%, $p \leq 0.05$);
- ABC1 respondents (83%) were more likely to agree with this statement (C2DE, 74%, $p \leq 0.001$);
- Those living in the Southern and Western Trust areas were more likely to disagree with this statement (Belfast, 2%; Northern, 2%; South Eastern, 2%; Southern, 5%; and, Western, 5%, $p \leq 0.05$).
- Those with no religious affiliation were more likely to be undecided in relation to this statement (Catholic, 18%; Protestant, 17%; None, 29%; $p \leq 0.01$);
- Those who refused to state their political affiliations were most likely to be undecided in relation to this statement (Nationalist, 16%; Unionists, 15%; other, 18%; refused, 27%; $p \leq 0.05$);
- Those with a limiting long-term illness or disability were less likely to agree with this statement (72% vs. 80%, $p \leq 0.05$);
- Those who perceive their health status as either bad or very bad were more likely to disagree with this statement (excellent / good, 2%; fair, 3%; and, bad / very bad, 7%, $p \leq 0.01$);
- Those with family or friends who has been a recipient of an organ, on a waiting list or who themselves have donated an organ, were more likely to agree with this statement (83% vs. 77%, $p \leq 0.01$);
- Those exposed to the campaign were more likely to agree with this statement (83% vs. 66%, $p \leq 0.001$);
- Those registered on the NHS Organ Donor Register were more likely to agree with this statement (92% vs. 72%, $p \leq 0.001$);

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

- Older respondents were less likely to disagree with this statement (16-29, 48%; 30-44, 53%; 45-64, 45%; and, 65+, 35%, $p \leq 0.05$);
- ABC1's (26%) were less likely to be undecided in relation to this statement (C2DE's, 35%, $p \leq 0.01$);
- Those living in the Western Trust area were more likely to agree with this statement (Belfast, 11%; Northern, 15%; South Eastern, 32%; Southern, 23%; and, Western, 42%, $p \leq 0.001$);
- Those who refused to state their political affiliations were least likely to agree with this statement (Nationalists, 28%; Unionists, 25%; other, 39%; refused, 14%; $p \leq 0.001$);

- Those with a limiting long-term illness or disability were more likely to agree with this statement (33% vs. 21%, $p \leq 0.001$);
- Those who perceive their health status as either excellent or good were less likely to agree with this statement (excellent / good, 20%; fair, 34%; and, bad / very bad, 33%, $p \leq 0.001$);
- Those with family or friends who has been a recipient of an organ, on a waiting list or who themselves have donated an organ, were more likely to agree with this statement (32% vs. 21%, $p \leq 0.001$);
- Those exposed to the campaign were less likely to be undecided on this statement (26% vs. 44%, $p \leq 0.001$);
- Those registered on the NHS Organ Donor Register were more likely to disagree with this statement (55% vs. 41%, $p \leq 0.001$);

The soft OPT OUT system maintains freedom of choice - anyone can opt out if they want to

- Older respondents were less likely to agree with this statement (16-29, 65%; 30-44, 70%; 45-64, 73%; and, 65+, 57%, $p \leq 0.01$);
- C2DE's (28%) were more likely to be undecided in relation to this statement (ABC1, 21%, $p \leq 0.05$);
- Those living in the Southern Trust area were most likely to agree with this statement (Belfast, 60%; Northern, 65%; South Eastern, 56%; Southern, 81%; and, Western, 79%, $p \leq 0.001$);
- Catholic respondents were more likely to agree with this statement (Catholic, 74%; Protestant, 64%; none, 63%; $p \leq 0.05$);
- Nationalist respondents and those with some other political affiliation were least likely to be undecided in relation to this statement (Nationalist, 17%; Unionist, 27%; other, 16%; refused, 28%; $p \leq 0.01$);
- Those with a limiting long-term illness or disability were less likely to agree with this statement (59% vs. 69%, $p \leq 0.01$);
- Those who perceive their health status as either excellent or good were more likely to agree with this statement (excellent / good, 70%; fair, 57%; and, bad / very bad, 63%, $p \leq 0.001$);
- Those with family or friends who has been a recipient of an organ, on a waiting list or who themselves have donated an organ, were more likely to agree with this statement (73% vs. 65%, $p \leq 0.01$);
- Those exposed to the campaign were more likely to agree with this statement (70% vs. 60%, $p \leq 0.001$);
- Those registered on the NHS Organ Donor Register were more likely to disagree with this statement (78% vs. 62%, $p \leq 0.001$);

The soft OPT-OUT system will give the government too much control

- Older respondents were less likely to disagree with this statement (16-29, 30%; 30-44, 25%; 45-64, 28%; and, 65+, 34%, $p \leq 0.01$);
- ABC1's (40%) were more likely to disagree with this statement (C2DE's, 32%, $p \leq 0.05$);
- Those living in the Western Trust area were more likely to agree with this statement (Belfast, 19%; Northern, 19%; South Eastern, 33%; Southern, 37%; and, Western, 43%, $p \leq 0.001$);
- Nationalist respondents (36%) were most likely to agree with this statement whilst those who refused to state a political affiliation (22%) were least likely to agree (other, 24%; Unionist, 30%; $p \leq 0.001$);
- Those with a limiting long-term illness or disability were less likely to disagree with this statement (22% vs. 39%, $p \leq 0.05$);
- Those who perceive their health status as either very bad or bad were least likely to disagree with this statement (excellent / good, 37%; fair, 33%; and, bad / very bad, 16%, $p \leq 0.01$);
- Those with family or friends who has been a recipient of an organ, on a waiting list or who themselves have donated an organ, were less likely to be undecided with this statement (23% vs. 40%, $p \leq 0.001$);
- Those not exposed to the campaign were less likely to disagree with this statement (24% vs. 40%, $p \leq 0.001$);
- Those registered on the NHS Organ Donor Register were more likely to disagree with this statement (44% vs. 31%, $p \leq 0.001$);

More should be done with the current opt-in system before the government should change to an opt-out system

- Older respondents were less likely to disagree with this statement (16-29, 17%; 30-44, 20%; 45-64, 21%; and, 65+, 11%, $p \leq 0.01$);
- ABC1's (22%) were more likely to disagree with this statement (C2DE's, 15%, $p \leq 0.01$);
- Those living in the Southern Trust area were more likely to agree with this statement (Belfast, 33%; Northern, 33%; South Eastern, 47%; Southern, 55%; and, Western, 51%, $p \leq 0.001$);
- A greater proportion of those living in urban areas were undecided on this statement (43% vs. 34%, $p \leq 0.05$);
- Catholic respondents were more likely to agree with this statement (Catholic, 53%; Protestant, 37%; none, 37%; $p \leq 0.001$);
- Unionist respondents (30%) and those with some other political affiliation

(20%) were less likely to be undecided regarding this statement (Nationalist, 44%; refused, 44%; $p \leq 0.001$);

- Those who perceive their health status as fair were more likely to agree with this statement (excellent / good, 40%; fair, 52%; and, bad / very bad, 42%, $p \leq 0.05$);
- Those with family or friends who has been a recipient of an organ, on a waiting list or who themselves have donated an organ, were more likely to disagree with this statement (25% vs. 16%, $p \leq 0.001$);
- Those not exposed to the campaign were less likely to disagree with this statement (10% vs. 21%, $p \leq 0.001$);
- Those registered on the NHS Organ Donor Register were more likely to disagree with this statement (27% vs. 14%, $p \leq 0.001$);

As organ donation saves lives we should all register to be organ donors

- Older respondents were less likely to agree with this statement (16-29, 65%; 30-44, 64%; 45-64, 67%; and, 65+, 46%, $p \leq 0.001$);
- ABC1's (67%) were more likely to agree with this statement (C2DE, 57%, $p \leq 0.01$);
- Those living in the Belfast Trust area were least likely to disagree with this statement whilst those living in the Southern Trust area were most likely to disagree (Belfast, 4%; Northern, 6%; South Eastern, 16%; Southern, 18%; and, Western, 7%, $p \leq 0.001$);
- Those with a limiting long-term illness or disability were less likely to agree with this statement (50% vs. 64%, $p \leq 0.001$);
- Those who perceive their health status as fair were most likely to disagree with this statement (excellent / good, 7%; fair, 20%; and, bad or very bad, 16%, $p \leq 0.001$);
- Those with family or friends who has been a recipient of an organ, on a waiting list or who themselves have donated an organ, were less likely to be undecided in relation to this statement (20% vs. 31%, $p \leq 0.01$);
- Those not exposed to the campaign were more likely to be undecided in relation to this statement (38% vs. 25%, $p \leq 0.001$);
- Those registered on the NHS Organ Donor Register were more likely to agree with this statement (76% vs. 55%, $p \leq 0.001$);

I believe we should discuss our wishes about organ donation with our family and friends so that they know to respect our wishes if anything happens to us

- Older respondents were more likely to be undecided in relation to this statement (16-29, 19%; 30-44, 19%; 45-64, 17%; and, 65+, 31%, $p \leq 0.01$);
- ABC1's (17%) were less likely to be undecided in relation to this statement

(C2DE, 23%, $p \leq 0.05$);

- Those living in the Belfast Trust area were less likely to disagree with this statement (Belfast, 71%; Northern, 77%; South Eastern, 73%; Southern, 80%; and, Western, 84%, $p \leq 0.01$);
- Those with no religious affiliation were more likely to disagree with this statement (Catholic, 3%; Protestant, 3%; None, 7%; $p \leq 0.05$);
- Those who refused to state their political affiliation were most likely to be undecided in relation to this statement (Nationalist, 15%; Unionist, 20%; other, 14%; refused, 26%; $p \leq 0.01$);
- Those with a limiting long-term illness or disability were more likely to disagree with this statement (5% vs. 3%, $p \leq 0.05$);
- Those who perceive their health status as either bad or very bad were more likely to disagree with this statement (excellent / good, 2%; fair, 5%; and, bad or very bad, 7%, $p \leq 0.01$);
- Those with family or friends who has been a recipient of an organ, on a waiting list or who themselves have donated an organ, were less likely to be undecided in relation to this statement (15% vs. 22%, $p \leq 0.05$);
- Those exposed to the campaign were more likely to agree with this statement (80% vs. 69%, $p \leq 0.001$);
- Those registered on the NHS Organ Donor Register were more likely to agree with this statement (90% vs. 70%, $p \leq 0.001$);

It is unacceptable not to donate your organs

- Those living in the South Eastern Trust area were less likely to agree with this statement (Belfast, 22%; Northern, 30%; South Eastern, 15%; Southern, 28%; and, Western, 41%, $p \leq 0.001$);
- Catholic respondents were more likely to agree with this statement (Catholic, 35%; Protestant, 24%; none, 18%; $p \leq 0.001$);
- Nationalist respondents were more likely to agree with this statement (Nationalist, 35%; Unionist, 23%; other, 28%; refused, 26%; $p \leq 0.001$);
- Those with family or friends who has been a recipient of an organ, on a waiting list or who themselves have donated an organ, were more likely to agree with this statement (36% vs. 24%, $p \leq 0.001$);
- Those not exposed to the campaign were more likely to be undecided in relation to this statement (45% vs. 34%, $p \leq 0.001$);
- Those registered on the NHS Organ Donor Register were more likely to agree with this statement (39% vs. 21%, $p \leq 0.001$);

It is not acceptable for your family / close friend to overturn your wishes to become an organ donor in the event of anything happening to you

- Those living in the Western Trust area were most likely to agree with this statement (Belfast, 61%; Northern, 65%; South Eastern, 63%; Southern, 56%; and, Western, 79%, $p \leq 0.001$);
- Those who refused to state their political affiliation were most likely to be undecided in relation to this statement (Nationalist, 25%; Unionist, 25%; other, 28%; refused, 34%; $p \leq 0.05$);
- Those with family or friends who has been a recipient of an organ, on a waiting list or who themselves have donated an organ, were more likely to agree with this statement (70% vs. 63%, $p \leq 0.01$);
- Those exposed to the campaign were more likely to agree with this statement (68% vs. 55%, $p \leq 0.001$);
- Those registered on the NHS Organ Donor Register were more likely to agree with this statement (79% vs. 58%, $p \leq 0.001$);

Everyone should be presumed to be an organ donor unless they register a wish otherwise

- Older respondents were less likely to agree with this statement (16-29, 56%; 30-44, 60%; 45-64, 62%; and, 65+, 42%, $p \leq 0.001$);
- ABC1's (63%) were more likely to agree with this statement (C2DE, 50%, $p \leq 0.001$);
- Those living in the Western Trust area were more likely to agree with this statement (Belfast, 56%; Northern, 61%; South Eastern, 48%; Southern, 50%; and, Western, 69%, $p \leq 0.001$);
- A greater proportion of those living in rural areas disagreed with this statement (19% vs. 13%, $p \leq 0.05$);
- Those with a limiting long-term illness or disability were more likely to disagree with this statement (20% vs. 13%, $p \leq 0.001$);
- Those who perceive their health status as either bad/very bad were more likely to disagree with this statement (excellent / good, 12%; fair, 18%; and, bad / very bad, 33%, $p \leq 0.001$);
- Those with family or friends who has been a recipient of an organ, on a waiting list or who themselves have donated an organ, were more likely to agree with this statement (65% vs. 54%, $p \leq 0.001$);
- Those exposed to the campaign were less likely to be undecided in relation to this statement (20% vs. 32%, $p \leq 0.001$);
- Those registered on the NHS Organ Donor Register were more likely to agree with this statement (77% vs. 47%, $p \leq 0.001$);

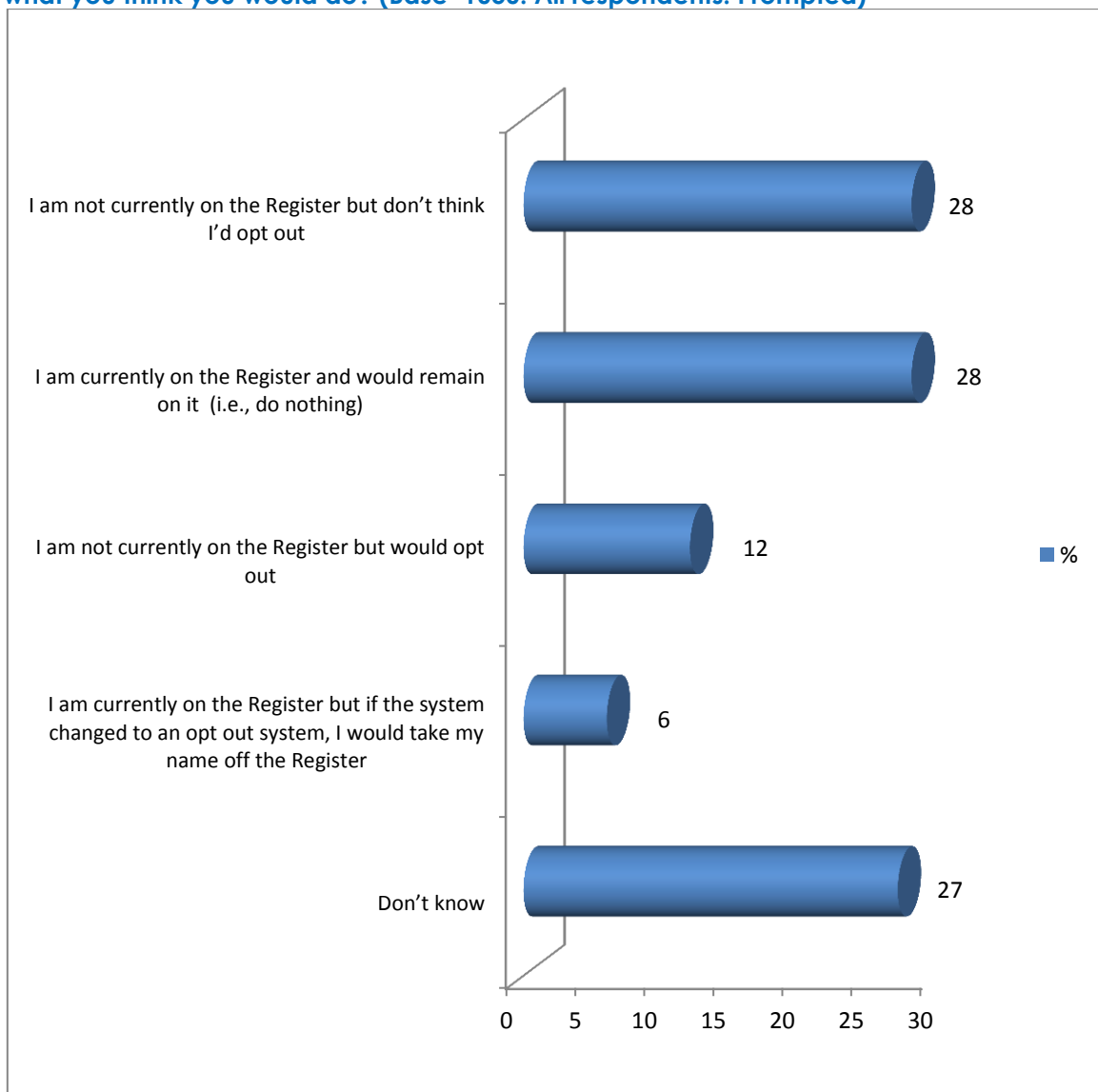
2.20 Reaction to a New System if Introduced

Respondents were asked what they might do if a new system of 'opting out' was introduced in Northern Ireland.

Figure 32 shows that 28% of respondents said they are not currently on the Register but don't think they would opt out, with 28% currently on the Register and opting to remain on it.

Conversely, 12% said they are not currently on the Register but would opt out, with 6% currently on the Register but would take their name off the Register if the system was changed.

Fig 32: If the new system of opting out was introduced, which of the following best describes what you think you would do? (Base=1050: All respondents: Prompted)



In undertaking a cross analysis of this question those who indicated that they are currently on the NHS Organ Donor Register were combined with those who said they would not opt out. Those who indicated they are currently on the Register but would take their name off the Register were combined with those who are not

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currently on the Register but would opt out. A third group includes those who recorded 'don't know' to this question.

Table 2.25 If the new system of opting out was introduced, which of the following best describes what you think you would do?					
		Accept inclusion in presumed consent system %	Opt out of presumed consent system (%)	Don't know	Base N
All respondents		55	18	27	1050
Gender	Male	57	17	26	507
	Female	54	19	27	543
Age**	16-29	58	17	26	277
	30-44	59	19	22	274
	45-64	59	16	26	310
	65+	42	22	36	189
Social class***	ABC1	62	15	23	488
	C2DE	50	20	30	562
Trust area***	Belfast	58	5	37	197
	Northern	56	9	35	286
	S Eastern	53	24	23	229
	Southern	57	30	13	188
	Western	53	27	21	150
Urban/rural area	Urban	55	17	28	640
	Rural	56	21	23	295
Religious affiliation*	Catholic	60	18	22	358
	Protestant	55	17	28	540
	None	46	21	34	136
Political affiliation*	Nationalist	64	16	21	225
	Unionist	55	19	26	463
	Other	59	20	22	51
	Refused	50	17	33	311
Limiting Long-term Illness or disability***	Yes	37	32	31	206
	No	60	15	26	844
Self reported health status***	Excellent / Good	61	15	25	792
	Fair	40	26	34	215
	Bad / very bad	33	40	28	43
Exposed to campaign***	Yes	60	18	22	760
	No	43	18	39	290
Registered Organ Donor***	Yes	82	15	3	339
	No	43	19	38	711
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	63	22	16	235
	No	53	17	30	815

*p≤0.05; **p≤0.01; ***p≤0.001

Using this approach to the analysis found a number of significant differences:

- Older respondents were less likely to say they would either stay on the register if already registered or would not opt out if they are not currently on the register (16-29, 58%; 30-44, 59%; 45-64, 59%; and, 65+, 42%, $p \leq 0.01$);
- ABC1's (62%) were more likely to say they would either stay on the register if already registered or would not opt out if they are not currently on the register (C2DE, 50%, $p \leq 0.001$);
- Those living in the Belfast Trust area were less likely to say they would either take their name off the ODR if the system changed or would opt out if they were currently on the ODR (Belfast, 5%; Northern, 9%; South Eastern, 24%; Southern, 30%; and, Western, 27%, $p \leq 0.001$);
- Catholic respondents were more likely to say they would either stay on the register if already registered or would not opt out if they are not currently on the register (Catholic, 60%; Protestant, 55%; none, 46%; $p \leq 0.05$);
- Nationalist respondents were most likely to accept inclusion in a presumed consent system (64%; Unionist, 55%; other, 59%; refused, 50%; $p \leq 0.05$);
- Those with a limiting long-term illness or disability were less likely to say they would opt to either stay on the register if already registered or would not opt out if they are not currently on the register (37% vs. 60%, $p \leq 0.001$);
- Those who perceive their health status as either excellent or good were more likely to say they would either stay on the register if already registered or would not opt out if they are not currently on the register (excellent / good, 61%; fair, 40%; and, bad / very bad, 33%, $p \leq 0.001$);
- Those exposed to the campaign were more likely to say they would either stay on the register if already registered or would not opt out if they are not currently on the register (60% vs. 43%, $p \leq 0.001$);
- Those registered on the NHS Organ Donor Register were more likely to say they would either stay on the register if already registered or would not opt out if they are not currently on the register (82% vs. 43%, $p \leq 0.001$);
- Those with family or friends who have been a recipient of an organ, on a waiting list or who themselves have donated an organ, were more likely to say they would either stay on the register if already registered or would not opt out if they are not currently on the register (63% vs. 53%, $p \leq 0.001$);

2.21 Support for a Mandatory Choice System

A mandatory choice system for organ donation is one where everyone would be required by law to register their choice about organ donation. This may be done for example when applying for a driving license.

Given this information, respondents were asked if they were in favour or against a mandatory choice system. Figure 33 shows that 60% of all respondents favoured a mandatory system, with 14% against and 26% saying they would need more information.

Fig 33: Which of the following best reflects your views on a mandatory choice system? (Base=1050: All Respondents)

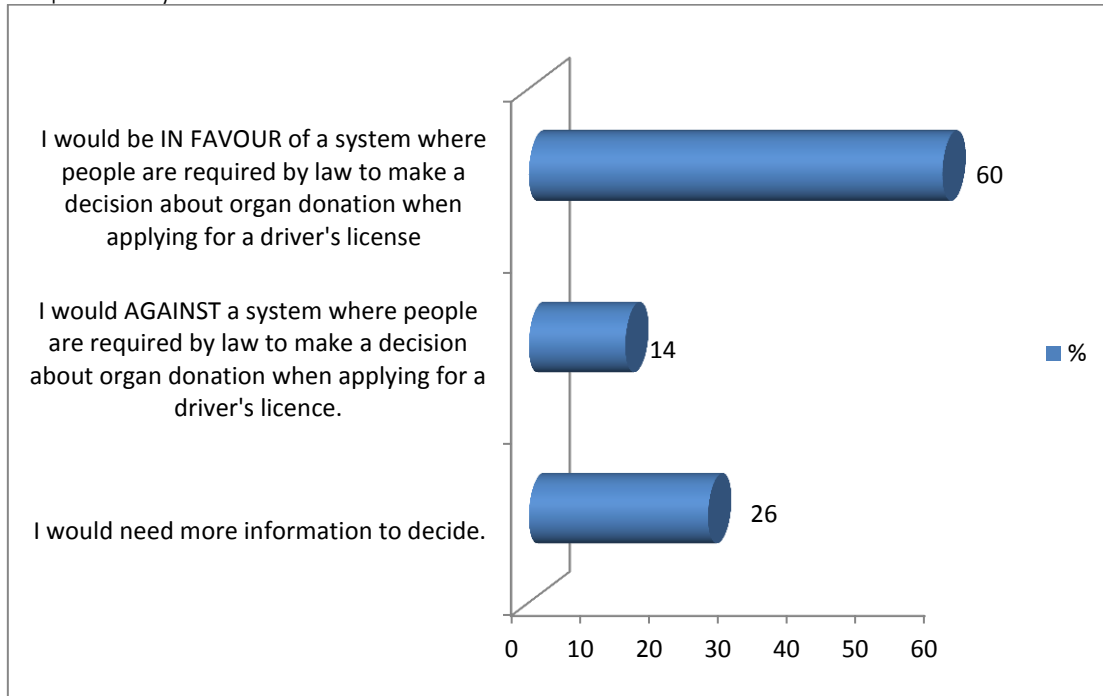


Table 2.26 Which of the following best reflects your views on a mandatory choice system by respondent characteristics? (Base=All Respondents: 1050)					
		I would be IN FAVOUR of a system where people are required by law to make a decision about organ donation when applying for a driver's license (%)	I would AGAINST a system where people are required by law to make a decision about organ donation when applying for a driver's licence (%)	Don't Know (%)	Base N
All respondents		60	14	26	1050
Gender	Male	59	15	25	507
	Female	61	13	26	543
Age***	16-29	64	12	25	277
	30-44	64	13	24	274
	45-64	64	15	21	310
	65+	44	18	38	189
Social class***	ABC1	70	11	19	488
	C2DE	52	17	32	562
Trust area***	Belfast	60	5	35	197
	Northern	72	7	21	286
	S Eastern	58	12	30	229
	Southern	54	30	17	188
	Western	51	22	27	150
Urban/rural area*	Urban	57	15	28	640
	Rural	67	12	21	295
Religious affiliation**	Catholic	61	17	22	358
	Protestant	63	11	26	540
	None	50	16	34	136
Political affiliation*	Nationalist	58	21	21	225
	Unionist	61	13	26	463
	Other	55	18	28	51
	Refused	62	10	28	311
Limiting Long-term Illness or disability***	Yes	41	19	39	206
	No	65	13	22	844
Self reported health status***	Excellent / Good	65	12	23	792
	Fair	50	16	34	215
	Bad / very bad	26	37	37	43
Exposed to campaign***	Yes	64	15	21	760
	No	52	11	38	290
Registered Organ Donor***	Yes	79	12	9	339
	No	52	15	34	711
Family / friend organ recipient, on waiting list or have you donated an organ*	Yes	69	12	19	235
	No	58	15	28	815
*p≤0.05; **p≤0.01; ***p≤0.001					

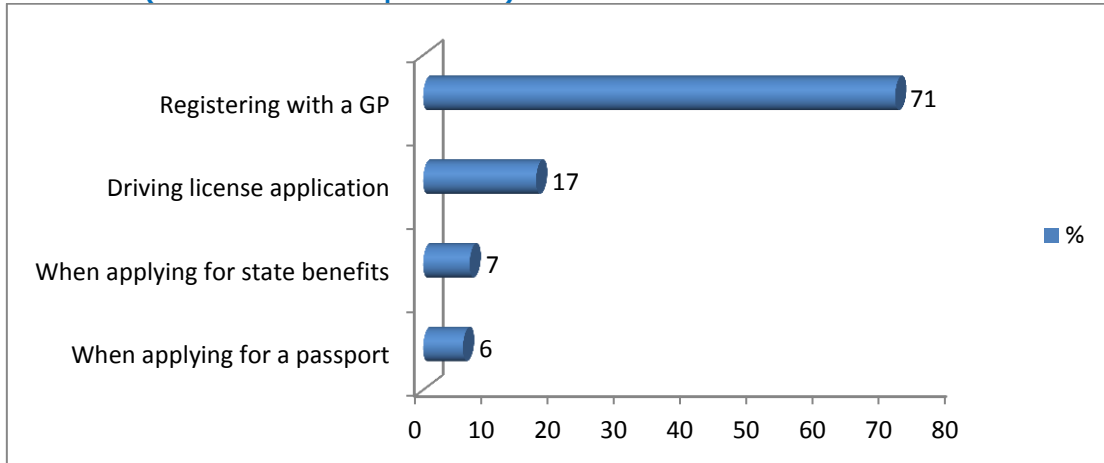
There were a number of significant differences in response:

- Older respondents were less likely to be in favour of a mandatory choice system (16-29, 64%; 30-44, 64%; 45-64, 64%; and, 65+, 44%, $p \leq 0.001$);
- ABC1 respondents (70%) were more likely to be in favour of a mandatory choice system [C2DE, 52%, $p \leq 0.001$];
- Those in the Western Trust area were less likely to be in favour of a mandatory choice system (Belfast, 60%; Northern, 72%; South Eastern, 58%; Southern, 54%; Western, 51%, $p \leq 0.001$);
- Those living in urban areas (57%) were less likely to be in favour of a mandatory choice system (rural, 67%; $p \leq 0.05$);
- Those describing their religious affiliation as 'none' (50%) were less likely to favour a mandatory system (catholic, 61%; protestant, 63%, $p < 0.01$);
- Those with a limiting long-term illness or disability were less likely to be in favour of a mandatory choice system (41% vs. 65%, $p \leq 0.001$);
- Those who perceive their health status as excellent or good were more likely to be in favour of a mandatory choice system (excellent / good, 65%; fair, 50%, bad / very bad, 26%, $p \leq 0.001$);
- Those who described their political affiliation as 'none' were less likely to favour a mandatory choice system [Nationalist, 58%; Unionist, 61%; Other, 55%; Refused to answer, 62%; $p \leq 0.05$];
- Those exposed to the public information campaign were more likely to be in favour of a mandatory choice system (64% vs. 52%, $p \leq 0.001$);
- Those on the organ donor register were more likely to be in favour of a mandatory choice system (79% vs. 52%, $p \leq 0.001$);
- Those with a family member / friend who has been an organ recipient, on a waiting list or has donated an organ themselves, were more likely to be in favour of a mandatory choice system (69% vs. 58%, $p \leq 0.001$).

2.22 Preference for Registering Choice about Organ Donation

Respondents were asked to express a preference for registering if there was a mandatory system in place, with most (71%) preferring to register via a GP, 17% via a driving licence application, 7% when applying for state benefits and 7% when applying for a passport.

Fig 34: If there was a mandatory system where everyone would be required by law to register their choice about organ donation, which of the following would you most likely consider? (Base=1050: All respondents)



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Table 2.27 If there was a mandatory system where everyone would be required by law to register their choice about organ donation, which of the following would you be most likely to consider by respondent characteristics? (Base=All Respondents: 1050)						
		Applying for Driving Licence	Registering with GP	Applying for State Benefits	Applying for Passport	n
		%	%	%	%	
All respondents		17	71	7	6	1050
Gender	Male	17	71	6	6	507
	Female	17	71	7	6	543
Age	16-29	21	66	6	7	277
	30-44	18	71	5	6	274
	45-64	15	73	8	5	310
	65+	11	76	7	6	189
Social class**	ABC1	18	72	4	7	488
	C2DE	16	70	9	5	562
Trust area***	Belfast	7	86	3	5	197
	Northern	14	77	4	4	286
	South Eastern	19	68	5	8	229
	Southern	22	58	13	7	188
	Western	23	61	11	5	150
Urban/rural area***	Urban	13	75	6	6	640
	Rural	24	63	8	5	295
Religious affiliation***	Catholic	18	64	12	6	358
	Protestant	15	77	3	6	540
	None	18	68	9	5	136
Political Affiliation**	Nationalist	16	67	11	6	225
	Unionist	15	76	4	5	463
	Other	20	59	12	10	51
	Refused	18	68	7	6	311
Limiting Long-term Illness or disability**	Yes	13	69	12	6	206
	No	18	71	5	6	844
Self perceived health status**	Excellent / Good	18	71	5	6	792
	Fair	14	74	8	3	215
	Bad / Very Bad	12	58	19	12	43
Family / friend organ recipient, on waiting list or have you donated an organ***	Yes	24	58	12	6	235
	No	15	75	5	6	815
Campaign Exposure*	Yes	18	68	7	6	760
	No	13	76	6	4	290
Registered Organ Donor	Yes	18	73	6	3	339
	No	16	70	7	7	711

*p≤0.05; **p≤0.01; ***p≤0.001

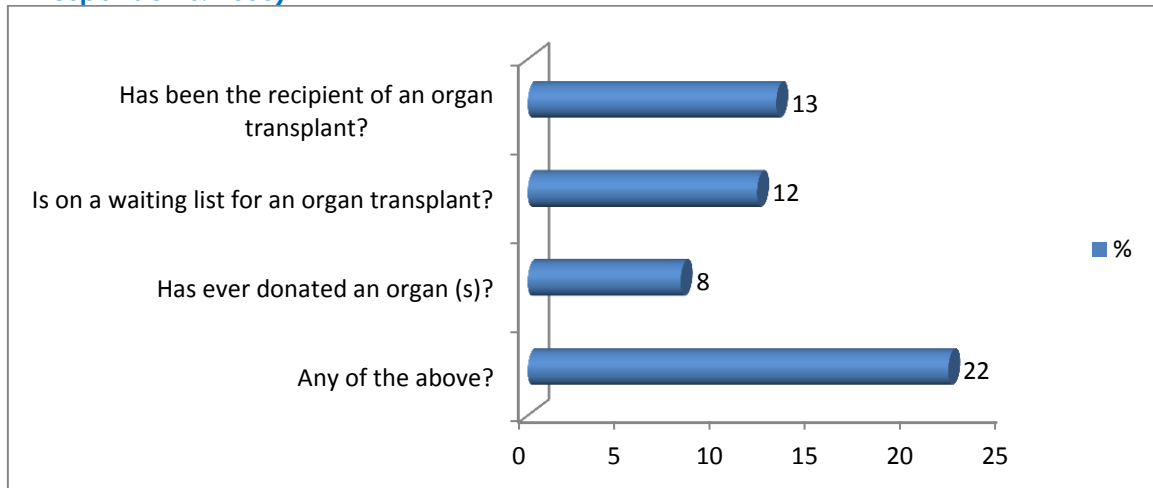
There were a number of significant differences in response in relation to registering for a mandatory system:

- C2DE respondents were more likely to favour registering when applying for benefits (9%) [ABC1, 4%, $p \leq 0.01$];
- Those living in the Belfast Trust area were more likely to favour registering when registering with their GP (Belfast, 86%; Northern, 77%; South Eastern, 68%; Southern, 58%; and, Western, 61%, $p \leq 0.001$);
- Those living in urban areas were more likely to favour registering via a GP (75% vs. 63%, $p \leq 0.001$);
- Protestant respondents were more likely to favour registering when registering with their GP (Catholic, 64%; Protestant, 77%; 'none', 68% $p \leq 0.001$);
- Unionist respondents were more likely to favour registering when registering with their GP (Unionist, 76%; Nationalist, 67%; Other, 20%; Refused, 18%, $p \leq 0.001$);
- Those with a limiting long-term illness or disability were less likely to favour registering when applying for state benefits (12% vs. 25%, $p \leq 0.01$);
- Those who perceive their health status as bad / very bad were more likely to favour registering when applying for state benefits (excellent / good, 5%; fair, 8%, bad / very bad, 19%, $p \leq 0.01$);
- Those exposed to the campaign were less likely to favour registration via their GP (68% vs. 78%, $p \leq 0.05$); and,
- Those with family or friends who have been a recipient of an organ, on a waiting list or who themselves have donated an organ, were more likely to favour registering when applying for a driving licence (24% vs. 15%, $p \leq 0.001$).

2.23 Exposure to Organ Donation

Among all respondents, 13% said they have a close family member, relation or friend who has been a recipient of an organ transplant, 12% have a close family member, relation or friend on a waiting list and 8% have a close family member, relation or friend who has donated an organ.

Fig 35: Do you have a close family member, relation or friend who...? (Base=All Respondents: 1050)



APPENDIX 1 (QUESTIONNAIRE)



FINAL

Attitudes to and Knowledge of Organ Donation

14 NOVEMBER 2014



X1. INTERVIEWER RECORD SAMPLE POINT NUMBER:

X2. INTERVIEWER RECORD INTERVIEWER NUMBER:

X3. **INTERVIEWER Record gender**

Male	1
Female	2

X4. What was your age last birthday? **INTERVIEWER RECORD AGE**
SCRIPTER INSTRUCTION: DO NOT INCLUDE A REFUSAL OPTION ON PDA SCREEN

X5. What is the occupation of the chief income earner in your household?
INTERVIEWER RECORD

X6. **INTERVIEWER RECORD SEG OF CHIEF INCOME EARNER - SINGLE CODE ONLY**

AB	1
C1	2
C2	3
DE	4

SECTION A: KNOWLEDGE

- A1. Approximately how many people do you think are waiting on a transplant in a given year in Northern Ireland? (PROMPT RESPONDENT) SHOWCARD A1**

50	1
100	2
200	3
300	4
800	5
1000	6
1200	7
Don't know	8

INTERVIEWER READ OUT: The correct answer is around 200 people.

SECTION B: AWARENESS OF ORGAN DONATION REGISTER AND CURRENT BEHAVIOUR

- B1. Are you currently aware of the NHS Organ Donation Register?**

The NHS organ donor register is a confidential computerised database which holds the wishes of people who have decided that they would like to be an organ donor after their death. **SINGLE CODE**

Yes	1	→ Go to B2
No	2	→ Go to B5

- B2. How do you think you can sign up to the NHS Organ Donation Register? DO NOT PROMPT: CODE ALL MENTIONED**

By requesting a leaflet from NHS Blood and Transplant (NHSBT)	1
By telephone	2
Online (either NHS Blood and Transplant or PHA websites)	3
When applying for / renewing driving licence	4
When applying for / renewing car tax	5
Other (please specify)	6

- B3. Have you put your name on the NHS Organ Donor Register?**

There are lots of ways you might have done this including when applying for a driving licence, new passport or a Boots Advantage Card application, when registering with a new GP practice, or by contacting the NHS Organ Donor Register by phone, web, text or post.

SINGLE CODE

Yes	1	→ Go to B4
No	2	→ Go to B5
Don't Know	3	→ Go to B5

- B4. Why did you register on the NHS Organ Donor Register? DO NOT PROMPT – CODE ALL MENTIONED**

To help others	1
Asked to when giving blood	2
Completed driving licence application form	3
A result of family or close friend's health experiences	4
Seen information in NHS setting (e.g., GP surgery, hospital etc)	5
When I became a father/mother	6
Because I saw a recent organ donation campaign	7
Other (please specify)	8

→ GO TO B9

B5. How likely are you to put your name on the NHS Organ Donor Register in the near future? PROMPTED - (SHOWCARD B1)

Very likely	1	→ Go to B9
Fairly likely	2	→ Go to B9
Don't know	3	→ Go to B9
Not very likely	4	→ Go to B6
Definitely not	5	→ Go to B6

B6. Why would you be unlikely to register on the NHS organ donation register? PROMPTED – CODE ALL THAT APPLY (SHOWCARD B2)

Haven't really thought about it	1	→ Go to B8
Like to but don't know how to join	2	→ Go to B8
Like to but haven't got round to it	3	→ Go to B8
Don't want my organs to be donated	4	→ Go to B7
It's against my religious beliefs	5	→ Go to B8
Don't know	6	→ Go to B8
Other (please specify)	7	→ Go to B8

B7. What is the MAIN REASON why you don't want to donate your organs? Unprompted RECORD ONE RESPONSE

--

B8. Can I just check do you agree or disagree with each of the following reasons for not donating? INTERVIEWER READ OUT STATEMENTS AND CODE FOR EACH (SHOWCARD B3)

	Agree	Disagree	Don't Know
Don't believe my organs are good enough	1	2	3
I'm too old	1	2	3
I'm too unwell	1	2	3
Doctors wouldn't fight too hard to save me if I'm a donor	1	2	3
Can't be sure I'll really be dead when the decision is made to take my organs	1	2	3
Would be tempting fate	1	2	3
No control over who my organs would go to	1	2	3
Don't want my body experimented on	1	2	3

B9. Have you talked to your family/partner/friends about whether you would like to donate your organs after your death? SINGLE CODE

Yes	1
No	2
Don't Know	3

B10. Have you informed your family/friends that you are registered as an organ donor? SINGLE CODE

Yes	1
No	2
Can't Remember	3
Not applicable	4

B11. In the event of your death, do you think a family member / close friend would know your wishes with regards to organ donation? SINGLE CODE

Yes	1
No	2
Don't Know	3

B12. Do you think your family / close friend would agree with your decision about organ donation? SINGLE CODE

Yes	1
No	2
Don't Know	3

B13. Currently are you aware of the wishes of your family or close friends with regard to organ donation? CODE FOR EACH

	Yes, have talked and know their wishes	No not aware of their wishes	Not Applicable
Wife/husband/partner	1	2	3
Mother/father	1	2	3
Your brother(s)/sister(s)	1	2	3
Your children	1	2	3
A close friend	1	2	3

B14. If your life depended on it and it was medically possible, would you accept an organ? SINGLE CODE

Yes	1
No	2
Don't Know	3

B15. Are there any parts of the body that you think should not be allowed to be transplanted? DO NOT PROMPT – RECORD ALL MENTIONED

A	Eyes / cornea	1
B	Face	2
C	Limbs	3
D	Kidneys	4
E	Heart	5
F	Liver	6
G	Lungs	7
H	Pancreas	8
I	Small bowel	9
J	Skin	10
K	Bone	11
L	Tendons	12
M	Cartilage	13
N	Other (please specify)	14
O	No	15

B16. Please tell us whether you think the following statements are true or false? **SHOWCARD B4**

Statement	True	False	Don't know
It is possible for a brain dead person to recover from their injuries	1	2	3
It is possible to have an open coffin funeral service following organ donation	1	2	3
The same doctors who look after you when you are seriously ill perform transplants	1	2	3

SECTION C: CURRENT SYSTEM IN NORTHERN IRELANDC1. Can you tell me how the current system of organ donation works in Northern Ireland...that is how do you think organs currently get donated? **INTERVIEWER DO NOT PROMPT RESPONDENT - CODE ALL MENTIONED**

Carry donor card	1
Opt in/ register	2
Permission from the family or the family decide	3
Opt out	4
Use organs from those who have died	5
Needs to be a match	6
Need to be in good health	7
Don't know	8
Other (please specify)	9

INTERVIEWER READ OUT (SHOWCARD C1)

Currently people in Northern Ireland, can OPT-IN to join the NHS Organ Donor Register if they wish to donate their organs after their death. It is normal practice for nurses and medical staff to let relatives know if the person has opted in. The medical and nursing team will advise the patient's family / close friend of the patient's wishes and will support the family / close friend to honour the patient's wishes. Donation does not proceed, however, if the family or close friend does not consent. If you have NOT joined the Register your family or close friend can consent to donate your organs after your death. NOTE: INTERVIEWERS BRIEFED ON 'SOFT' AND 'HARD' OPT OUTS

Consideration is being given to change the organ donation system to a '**SOFT OPT OUT**' or '**PRESUMED CONSENT**' system from an opt-in system to increase the availability of organs for transplantation.

This means that the nursing and medical staff will presume that people have consented to organ donation unless they formally registered to **OPT-OUT** of donation. However, doctors will **not** retrieve organs from the potential donor if the **family / close** friend express their **objection**.

C2. If the system was changed in Northern Ireland from the current opt-in system to the type of system described above, which of these statements would best reflect your view? **PROMPTED - (SHOWCARD C2)**

I would be IN FAVOUR of changing to a system where it is presumed that I have consented to donation unless I have registered my objection or my family / close friend says no	1
I would be AGAINST changing to a system where it is presumed that I have consented to donation unless I have registered my objection or my family / close friend says no	2
I would need more information to decide	3
Don't know	4

C3. Using the scale provided, please tell us the extent to which you agree or disagree with the following statements. PROMPTED: INTERVIEWER READ OUT EACH STATEMENT AND RECORD RESPONSE - (SHOWCARD C3)

A	The soft OPT-OUT system will result in more lives being saved
B	Organ donation is a gift which the soft opt out system will take away
C	The soft OPT OUT system maintains freedom of choice - anyone can opt out if they want to
D	The soft OPT-OUT system will give the government too much control
E	More should be done with the current opt-in system before the government should change to an opt-out system
F	As organ donation saves lives we should all register to be organ donors
G	I believe we should discuss our wishes about organ donation with our family and friends so that they know to respect our wishes if anything happens to us
H	It is unacceptable not to donate your organs
I	It is not acceptable for your family / close friend to overturn your wishes to become an organ donor in the event of anything happening to you
J	Everyone should be presumed to be an organ donor unless they register a wish otherwise

SCALE FOR C3

Strongly agree	1
Agree	2
Neither	3
Disagree	4
Strongly disagree	5

C4. If the new system of opting out was introduced, which of the following best describes what you think you would do? INTERVIEWER READ INTERVIEWER NOTES - PROMPTED - (SHOWCARD C4)

I am currently on the Organ Donor Register and would remain on it (i.e., do nothing)	1
I am currently on the Organ Donor Register but if the system changed to an opt out system, I would take my name off the Register	2
I am not currently on the Organ Donor Register but don't think I'd opt out	3
I am not currently on the Organ Donor Register but would opt out	4
Don't know	5

C5. A mandatory choice system is one where everyone would be required by law to register their choice about organ donation. This may be done for example when applying for a driving license? Which of the following best reflects your views on a mandatory choice system? SINGLE CODE ONLY (SHOWCARD C5)

I would be IN FAVOUR of a system where people are required by law to make a decision about organ donation when applying for a driver's license	1
I would AGAINST a system where people are required by law to make a decision about organ donation when applying for a driver's licence.	2
I would need more information to decide.	3

C6. If there was a mandatory system where everyone would be required by law to register their choice about organ donation, which of the following would you be most likely to consider? SINGLE CODE ONLY (SHOWCARD C6)

Driving license application	1
Registering with a GP	2
When applying for state benefits	3
When applying for a passport	4

C7. Do you have a close family member, relation or friend who...? CODE FOR EACH

	Yes	No
Has been the recipient of an organ transplant?	1	2
Is on a waiting list for an organ transplant?	1	2
Has ever donated an organ (s)?	1	2

SECTION D: CAMPAIGN AWARENESS

D1. Since the start of the year, have you seen or heard any advertising campaigns concerning organ donation (including TV, online, posters, cinema, etc.)? (tick one)

Yes	1	➔ Go to D2
No	2	➔ Go to D3

D2. What can you remember about this/these advertisement(s)? DO NOT PROMPT: PROBE RESPONDENT – ANYTHING ELSE- CODE ALL MENTIONED

Mechanic in a garage	1
A man talking about his dad	2
Feel proud about donation	3
Woman on a sofa	4
A boy who had been a recipient	5
Boy with dinosaur	6
Organ donation can save up to 7 lives	7
Other (please specify)	8
Don't know/can't remember	9

PLAY TV / Cinema ADVERTISEMENT

(EQUAL ROTATION OF 'AND 'THANK YOU MUM' AND RECORD WHICH AD IS PLAYED)

D3. Have you seen this advertisement? SINGLE CODE ONLY

Yes	1	Go to D4
No	2	Go to D8

D4. Where did you see this advert? INTERVIEWER DO NOT PROMPT RESPONDENT – CODE ALL MENTIONED

TV	1
Cinema	2
Online	3
Don't know/not sure	4

D5. Do you recall seeing this advertisement from any of the following sources? PROMPT AND CODE ALL MENTIONED [PROGRAMMER NOTE: ONLY DISPLAY OPTIONS TV, CINEMA AND ONLINE AT D5 IF NOT MENTIONED UNPROMPTED AT D4]

TV	1
Cinema	2
Online	3
Don't know/not sure	4

D6. Did you find this advert..? CODE FOR EACH (SHOWCARD D1)

	Very	Somewhat	Not at all	Don't know
Thought provoking	1	2	3	4
Believable	1	2	3	4
Relevant to you	1	2	3	4

D7. As a result of seeing this advert, did you do any of the following? PROMPT AND CODE ALL THAT APPLY – (SHOWCARD D2)

Think about your donation wishes	1
Discuss your donation wishes with family/friends	2
Try to find out more about organ donation	3
Register to be an organ donor	4
Ask your family/close friends about their donation wishes	5
Do anything else? (specify)	6
Did nothing	7

PLAY RADIO ADVERTISEMENT

(EQUAL ROTATION OF 'YOU WOULD' AND 'WAITING' AND RECORD WHICH AD IS PLAYED)

D8. Have you heard this radio advertisement? SINGLE CODE ONLY

Yes	1	Go to D9
No	2	Go to D10

D9. As a result of hearing this radio advert did you do any of the following? PROMPT AND CODE ALL THAT APPLY – (SHOWCARD D3)

Think about your donation wishes	1
Discuss your donation wishes with family/friends	2
Try to find out more about organ donation	3
Register to become an organ donor	4
Ask your family/close friends about their donation wishes	5
Do anything else? (specify)	6
Did nothing	7

SHOW POSTER ADVERTISEMENTS

D10. Have you saw either of these advertisements? SINGLE CODE ONLY (SHOWCARD D4A and D4B)

Yes, seen 'Mum'	1	→ Go to D11
Yes, seen 'Mechanic'	2	→ Go to D11
Yes, seen both	3	→ Go to D11
No	4	→ Go to D13

D11. Where did you see this/these advertisement(s)? PROMPT AND CODE ALL THAT APPLY

Poster on a board in street/ bus shelters	1
GP surgery	2
Pharmacy	3
NI Blood Transfusion office/when giving blood	4
Other (please specify)	5
Don't know/can't remember	6

D12. Did you do any of the following because you saw any of these posters? PROMPT AND CODE ALL THAT APPLY – (SHOWCARD D5)

Think about your donation wishes	1
Discuss your donation wishes with family/friends	2
Try to find out more about organ donation	3
Register to be an organ donor	4
Ask your family/close friends about their donation wishes	5
Do anything else? (specify)	6
Did nothing	7

SHOW DIGITAL ADVERTS – screen shots on board

D13. Have you seen any of these advertisements on the Internet (e.g., on websites, Facebook etc.)? PROMPT - (SHOWCARD D6A and D6B)

Yes	1	Go to D14
No	2	Go to D16

D14. Which of the adverts have you seen? CODE ALL MENTIONED

Ad 1	Showcard D6A – Image 1	1
Ad 2	Showcard D6A – Image 2	2
Ad 3	Showcard D6A – Image 3	3
Ad 4	Showcard D6B – Image 4 White Heart	4
Ad 5	Showcard D6B – Image 5 Green Question Mark	5
Ad 6	Showcard D6B – Image 6 Thumbs Up	6
Ad 7	Showcard D6B – Image 7 Life Saving Ring	7
Ad 8	Showcard D6B – Image 8 Pink Heart	8
Ad 9	Showcard D6B – Image 9 Two, Clock and Heart	9

D15. Did you do any of the following because you saw any of these adverts?
PROMPT AND CODE ALL THAT APPLY – (SHOWCARD D7)

Think about your donation wishes	1
Discuss your donation wishes with family/friends	2
Try to find out more about organ donation	3
Register to be an organ donor	4
Ask your family/close friends about their donation wishes	5
Do anything else? (specify)	6
Did nothing	7

Campaign website

D16. Are you aware of any websites to get information about organ donation? **SINGLE CODE**

Yes	1
No	2

D17. Do you remember seeing the following website advertised on the TV, radio, or in any posters or online advertising? www.organdonationni.info **SINGLE CODE – SHOWCARD D8**

Yes	1	→ Go to D18
No	2	→ Go to D20

D18. Did you visit www.organdonationni.info? **SINGLE CODE**

Yes	1
No	2

D19. Did the website www.organdonationni.info encourage you to...?
PROMPT AND CODE ALL THAT APPLY – (SHOWCARD D9)

Think about your donation wishes	1
Discuss your donation wishes with family/friends	2
Try to find out more about organ donation	3
Register to be an organ donor	4
Ask your family/close friends about their donation wishes	5
Do anything else? (please specify)	6
Did nothing	7

GENERAL MESSAGE

[IF D3 EQ 1 OR D8 EQ 1 OR D10 EQ 1, 2 or 3 OR D13 EQ 1 OR D17 EQ 1 GO TO D20 ELSE GO TO E1]

D20. What would you say was the **MAIN** message of **ANY** of the campaign advertisements?
DO NOT PROMPT AND CODE ALL MENTIONED

Tell your family/friends about your donation wishes	1
Everyone should donate	2
Donating organs is positive	3
Organ donation helps people to live on	4
Organ donation can save up to 7 lives	5
You need to find out about the donation wishes of your family and close friends	6
Other (please Specify)	7

SECTION E: ABOUT YOU**E1. What is your marital status? SINGLE CODE ONLY**

Single	1
Married	2
Living as married	3
Separated	4
Divorced	5
Widowed	6

**E2. How many dependent children do you have aged 18 or under?
INSERT NUMBER – IF NONE INSERT '0'**

Refused (999)

E3. What is your country of birth? SINGLE CODE

Northern Ireland	1
England	2
Scotland	3
Wales	4
Republic of Ireland	5
Portugal	6
Poland	7
Czech Republic	8
Slovakia	9
Bulgaria	10
Romania	11
Lithuania	12
Latvia	13
Estonia	14
India	15
China	16
Elsewhere (write in current name of country)	17

E4. How would you describe your national identity? SINGLE CODE - SHOWCARD E1

British	1
Irish	2
Northern Irish	3
English	4
Scottish	5
Welsh	6
Other (write in)	7

E5. What is your ethnic group?
SHOWCARD E2 – SINGLE CODE ONLY

White	1
Chinese	2
Irish Traveller	3
Indian	4
Pakistani	5
Bangladeshi	6
Black – Caribbean	7
Black – African	8
Black – Other	9
Mixed Ethnic Group (write in)	10
Other ethnic group (write in)	11

E6a. What religion, religious denomination or body do you belong to? SINGLE CODE
SHOWCARD E3

Roman Catholic	1
Presbyterian Church in Ireland	2
Church of Ireland	3
Methodist Church in Ireland	4
Other (write in)	5
None	6

E6b. What religion, religious denomination or body were you brought up in? SINGLE CODE
SHOWCARD E3

Roman Catholic	1
Presbyterian Church in Ireland	2
Church of Ireland	3
Methodist Church in Ireland	4
Other (write in)	5
None	6

E7. In terms of political affiliation would you describe yourself as broadly.... SHOWCARD E4

Nationalist	1
Unionist	2
Other (specify)	3
Refused	9

E8. What is your postcode?
INTERVIEWER RECORD IN BOX PROVIDED

B	T						
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E9. INTERVIEWER RECORD LOCAL GOVERNMENT DISTRICT SINGLE CODE ONLY

Antrim	1	Down	14
Ards	2	Dungannon	15
Armagh	3	Fermanagh	16
Ballymena	4	Larne	17
Ballymoney	5	Limavady	18
Banbridge	6	Lisburn	19
Belfast	7	Magherafelt	20
Carrickfergus	8	Moyle	21
Castlereagh	9	Newry & Mourne	22
Coleraine	10	Newtownabbey	23
Cookstown	11	North Down	24
Craigavon	12	Omagh	25
Derry	13	Strabane	26

E10. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? SINGLE CODE

Yes, limited a lot	1
Yes, limited a little	2
No	3

E11. How is your health in general? SINGLE CODE

Very good	1
Good	2
Fair	3
Bad	4
Very bad	5

INTERVIEWER PASS RESPONDENT SHOWCARD WITH QUESTION AND ANSWER CATEGORIES AND ASK THEM TO INDICATE THEIR RESPONSE I.E. 1,2,3 or 9

E12. Is your sexual orientation towards someone of? SINGLE CODE

The same sex	1
A different sex	2
Both sexes	3
Refused	9

THANK AND CLOSE INTERVIEW