



Organ Donation & Transplant Ireland Research

March 2015



Ipsos MRBI

- Introduction
 - Background & Objectives
 - Research Methodology
 - Sample Profile
- Findings
- Key Findings

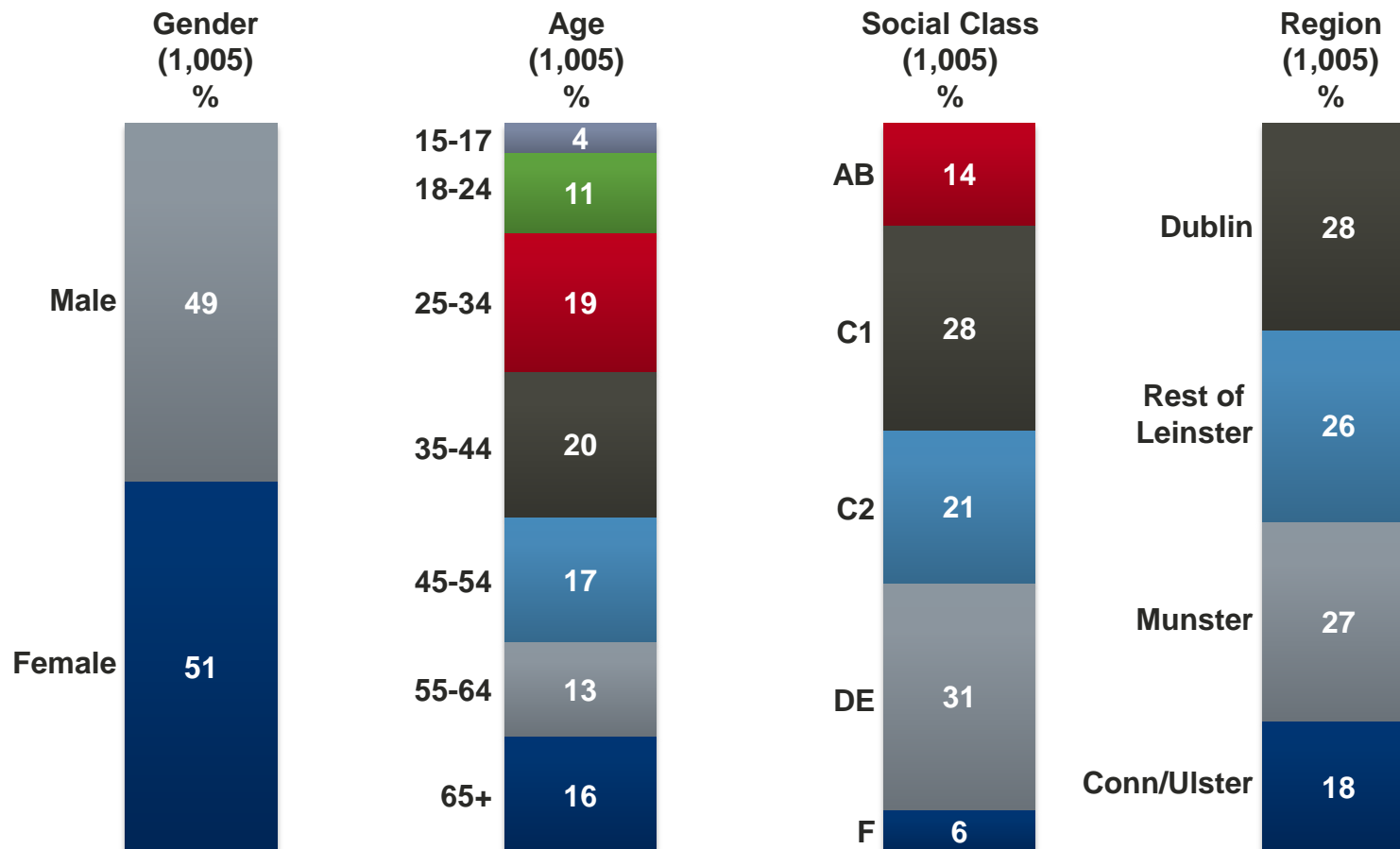
Introduction



- In February 2015, Ipsos MRBI were commissioned on behalf of Organ Donation and Transplant Ireland, the Irish Donor Network and the Irish Kidney Association to conduct a research study that would provide evidence of the levels of public support for organ donation in Ireland.
- The objectives of the research were as follows:
 - Discover levels of support for organ donation in Ireland, disaggregated along demographic factors including gender, age, social/educational background and national origin.
 - Benchmark results with previous surveys.
 - Evaluate responses to core public awareness messages.
 - Employ the results as a benchmark for future research and the on-going effectiveness of the organ donation public awareness programme.
- The survey questionnaire was designed in consultation, and utilised a number of the Eurobarometer 2009 organ donation questions for comparison purposes (please note that the Eurobarometer 2009 survey utilised a face-to-face methodology).

- This research was carried out on Omnipoll, Ipsos MRBI's telephone omnibus service.
- Omnipoll interviews a fresh nationally representative sample of 1,000 adults aged 15+ every three weeks.
- The sample used is RDD (random digit dialling) to ensure that both listed and unlisted phone numbers have the same probability of being contacted. Interviews are conducted with people via their landline and mobile phone.
- At analysis stage the data is weighted in line with the known profile of the population according to the latest CSO estimates. The sample size achieved on Omnipoll is robust at 1,000 respondents, giving a low margin of error (of +/-3) at an overall level.
- Fieldwork for this research was conducted from 2nd – 16th March, 2015.

Sample Profile

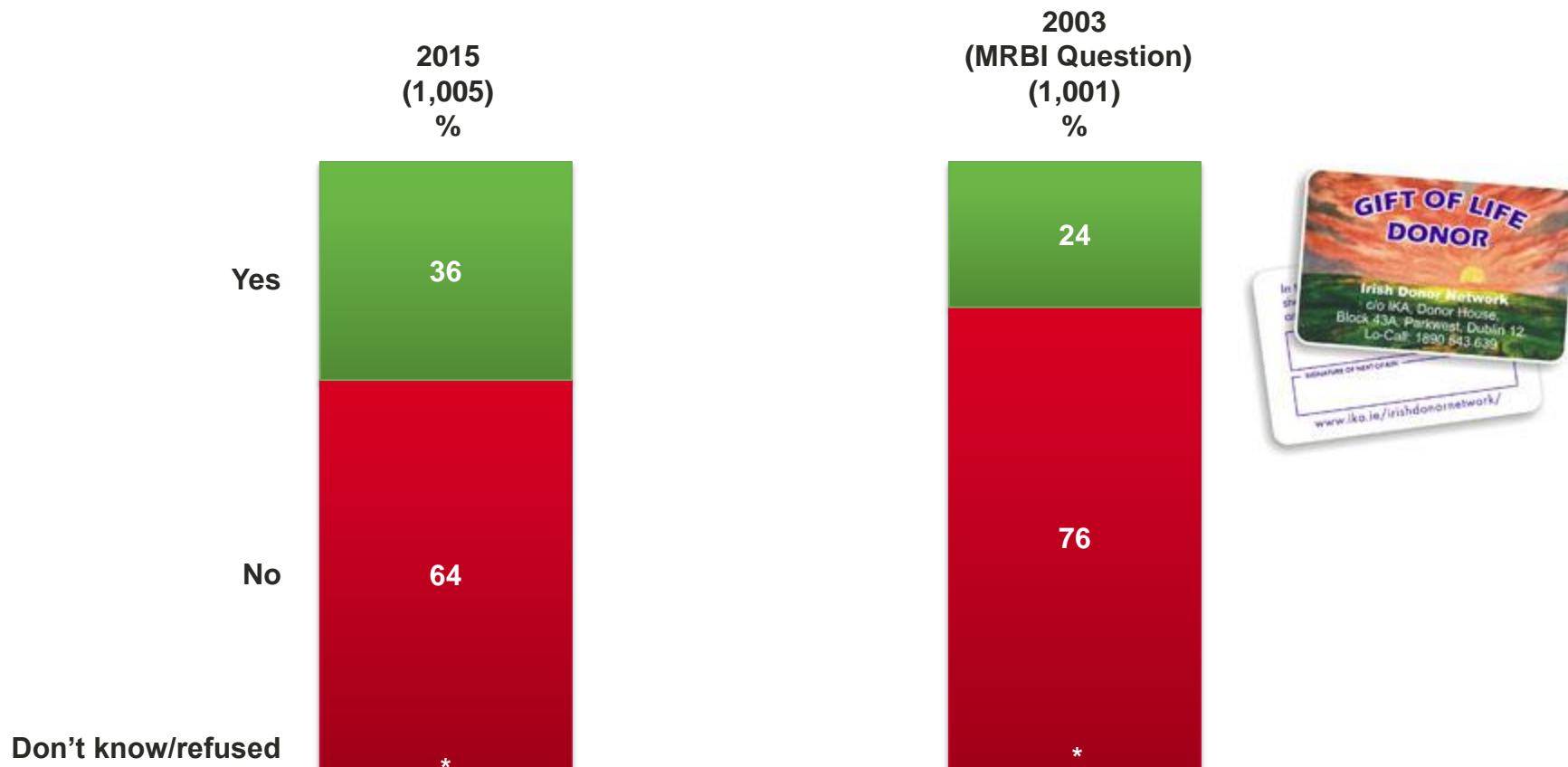


Findings



Incidence Of Organ Donor Card Ownership

Q.7 Do you carry an organ donor card?

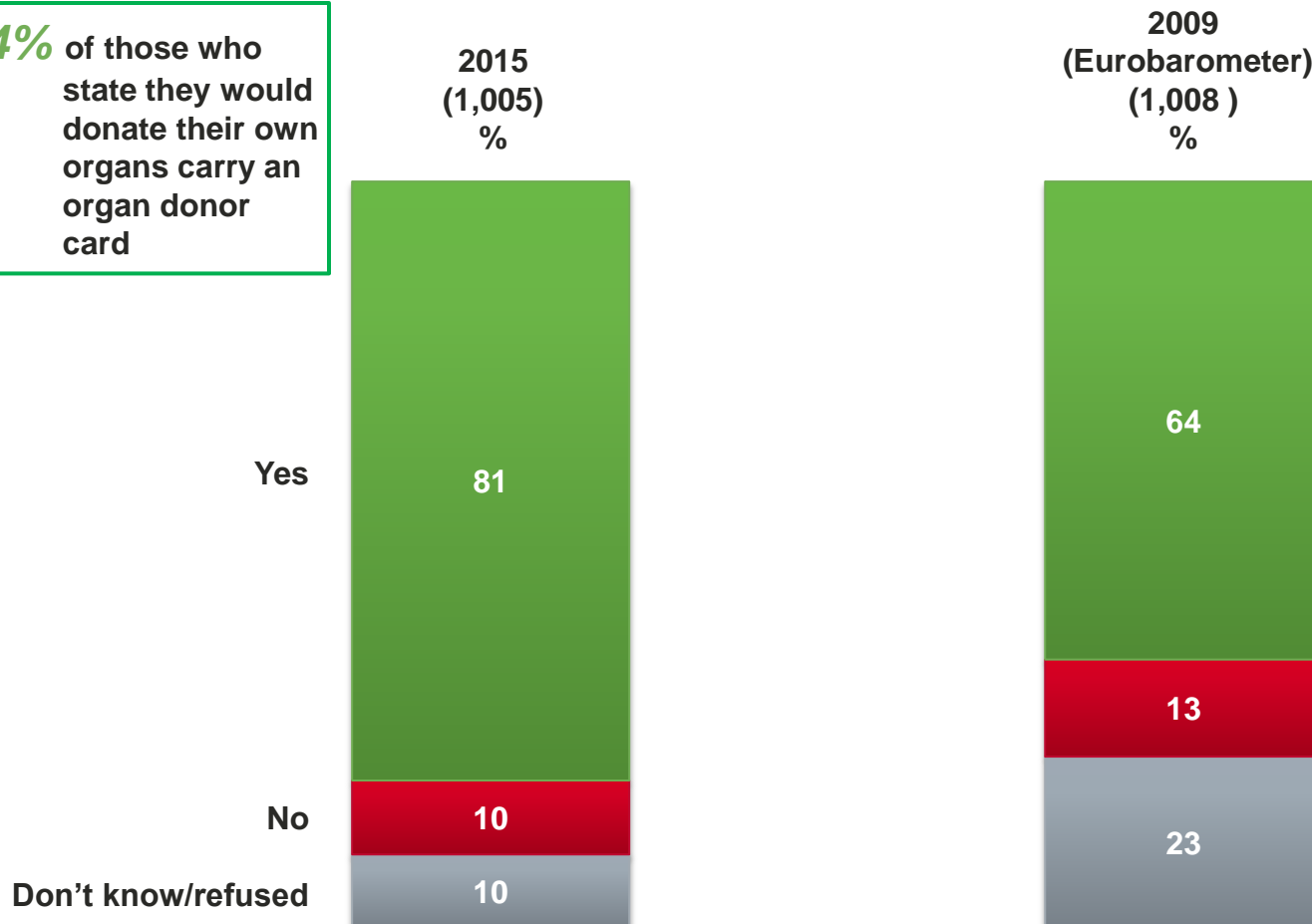


There has been a 12% increase in the population stating that they carry an organ donor card since 2003.

Willingness To Donate Own Organs

Q.3 Would you be willing to donate one of your organs to an organ donation service immediately after your death?

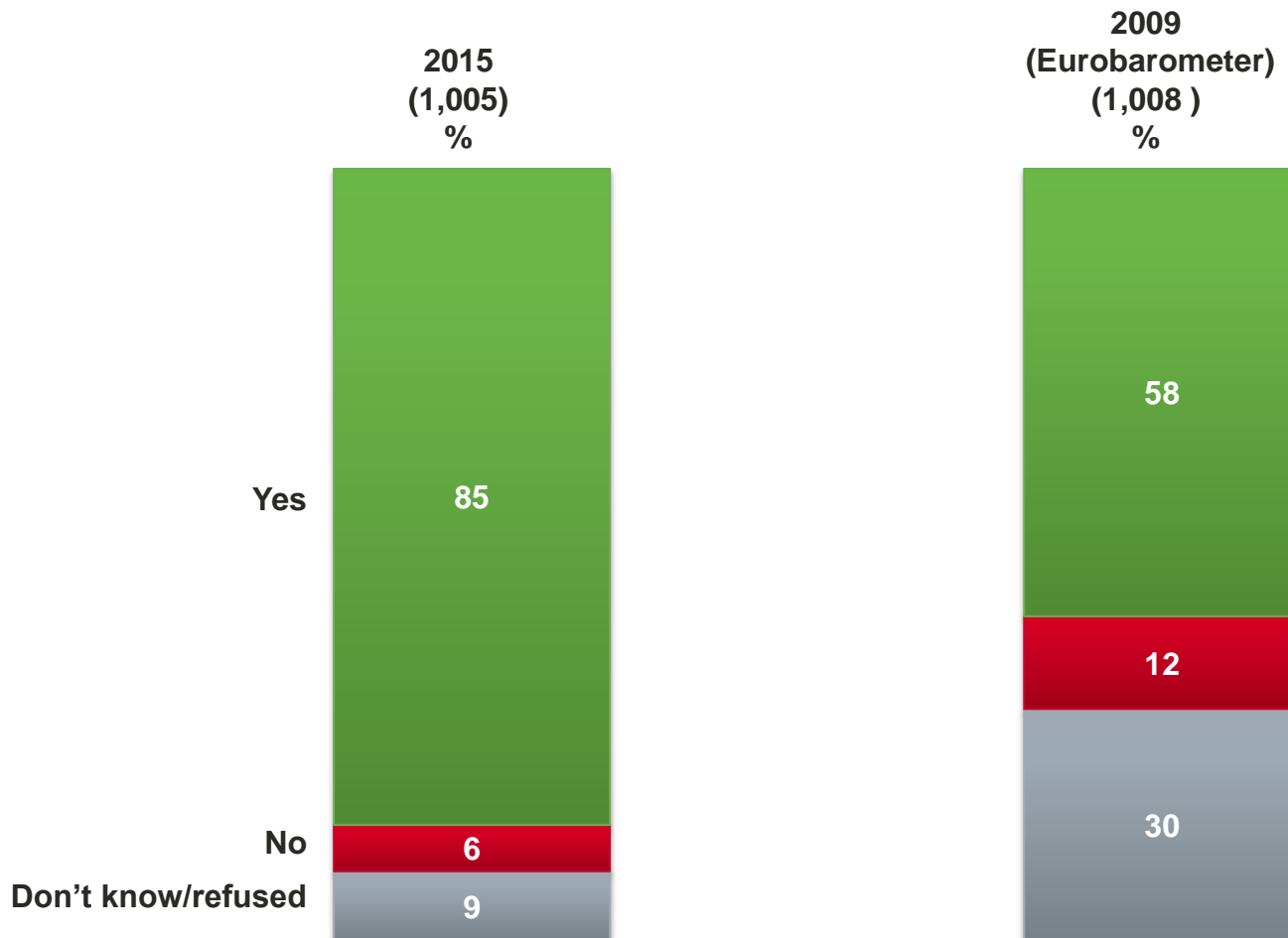
44% of those who state they would donate their own organs carry an organ donor card



In comparison to Eurobarometer 2009 figures, there has been a 17% increase in people's willingness to donate one of their organs.

Willingness To Donate Organs Of Family Members

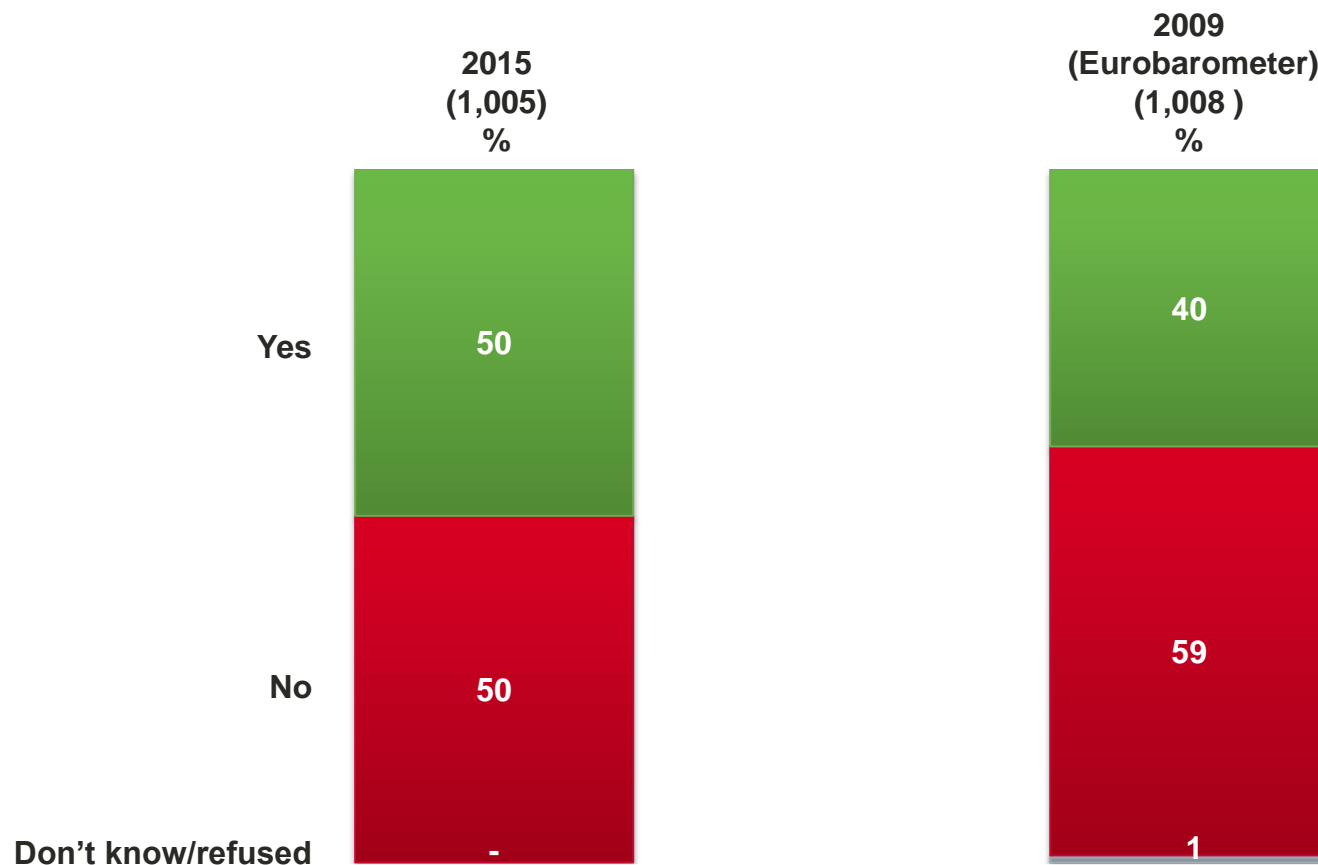
Q.4 If you were asked in a hospital to donate an organ from a deceased close family member, would you agree?



This increase in willingness to donate extends to the organs of close family members also, with a 27% increase when compared to Eurobarometer 2009 results.

Organ Donation Discussion With Family

Q.2 Have you ever discussed human organ donation or transplantation with your family?

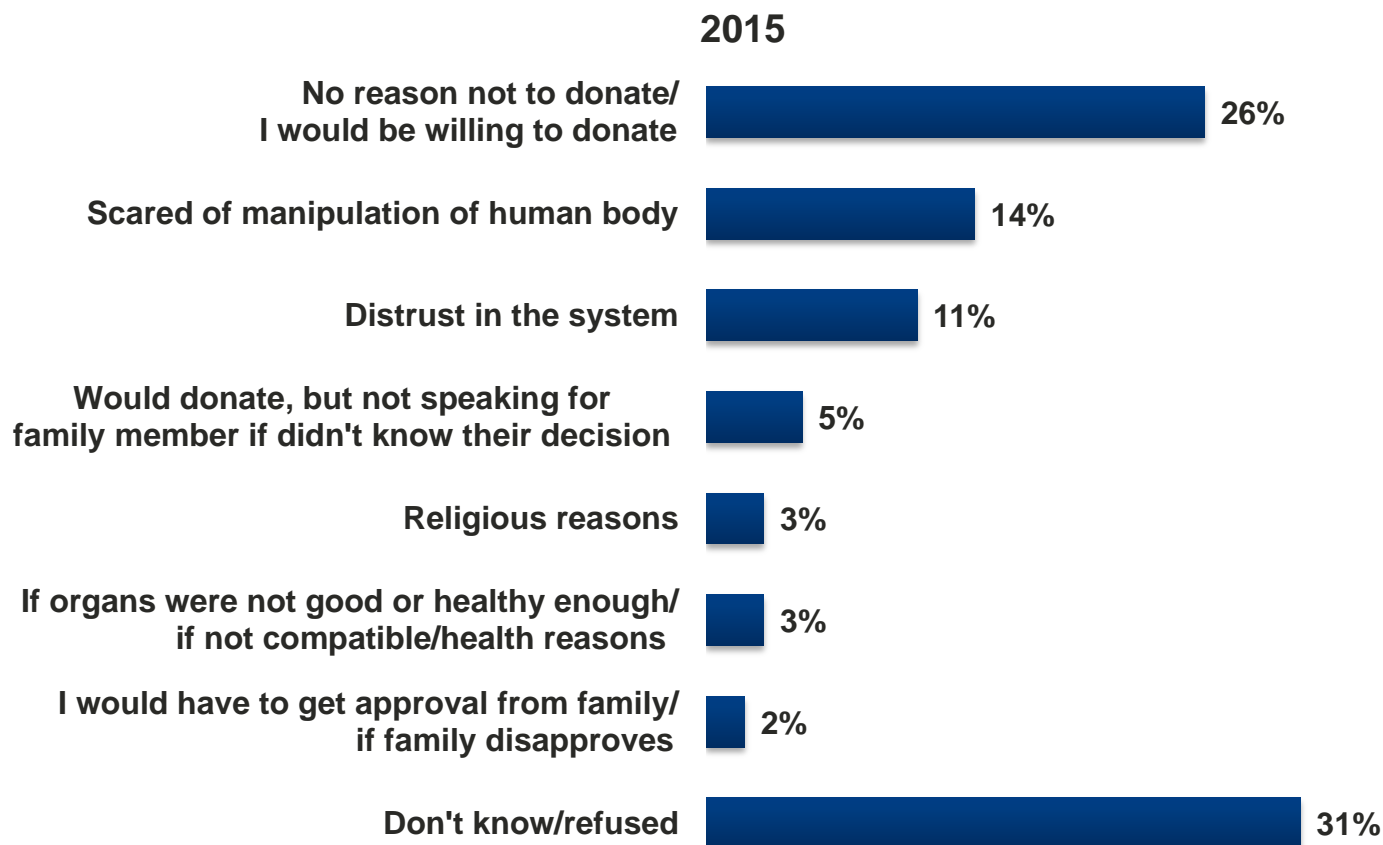


In the space of six years, the percentage of people who have discussed human organ donation with their family has increased significantly. Those aged 25-44 (57%), ABC1's (61%) and University/College graduates (58%) were most likely to have had this discussion.

Reasons Why Would Not Donate Organs 2015 - I

Q.5 If you would be unwilling to donate your organs or those of a close family member, what would the reason for this be?

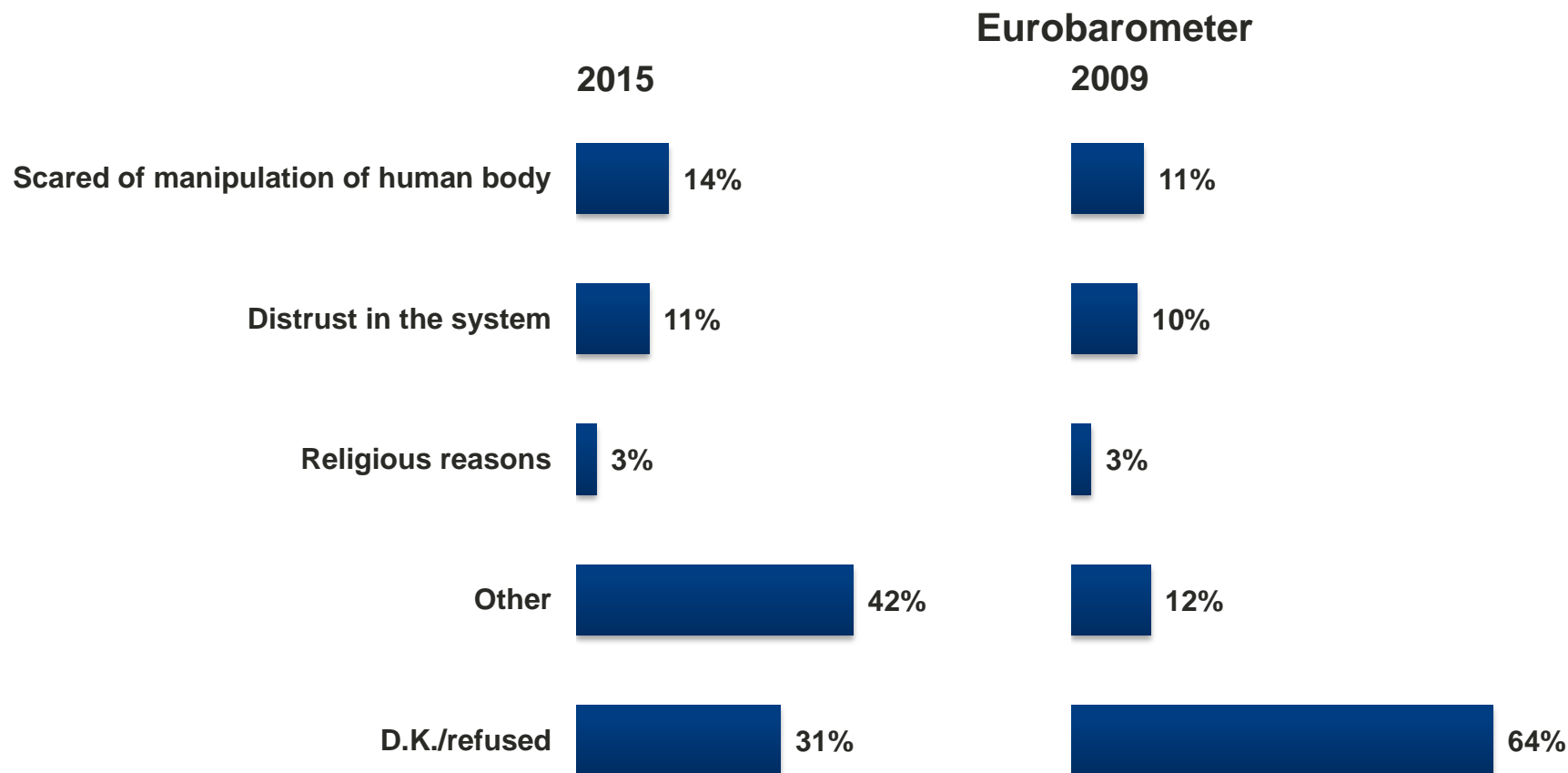
**Responses less than 2% not shown*



The majority (31%) were unable to give a reason for not donating. One quarter (26%) state that they are willing to donate, while 5% would be willing but could not speak for family members.

Reasons Why Would Not Donate Organs - II

Q.5 If you would be unwilling to donate your organs or those of a close family member, what would the reason for this be?

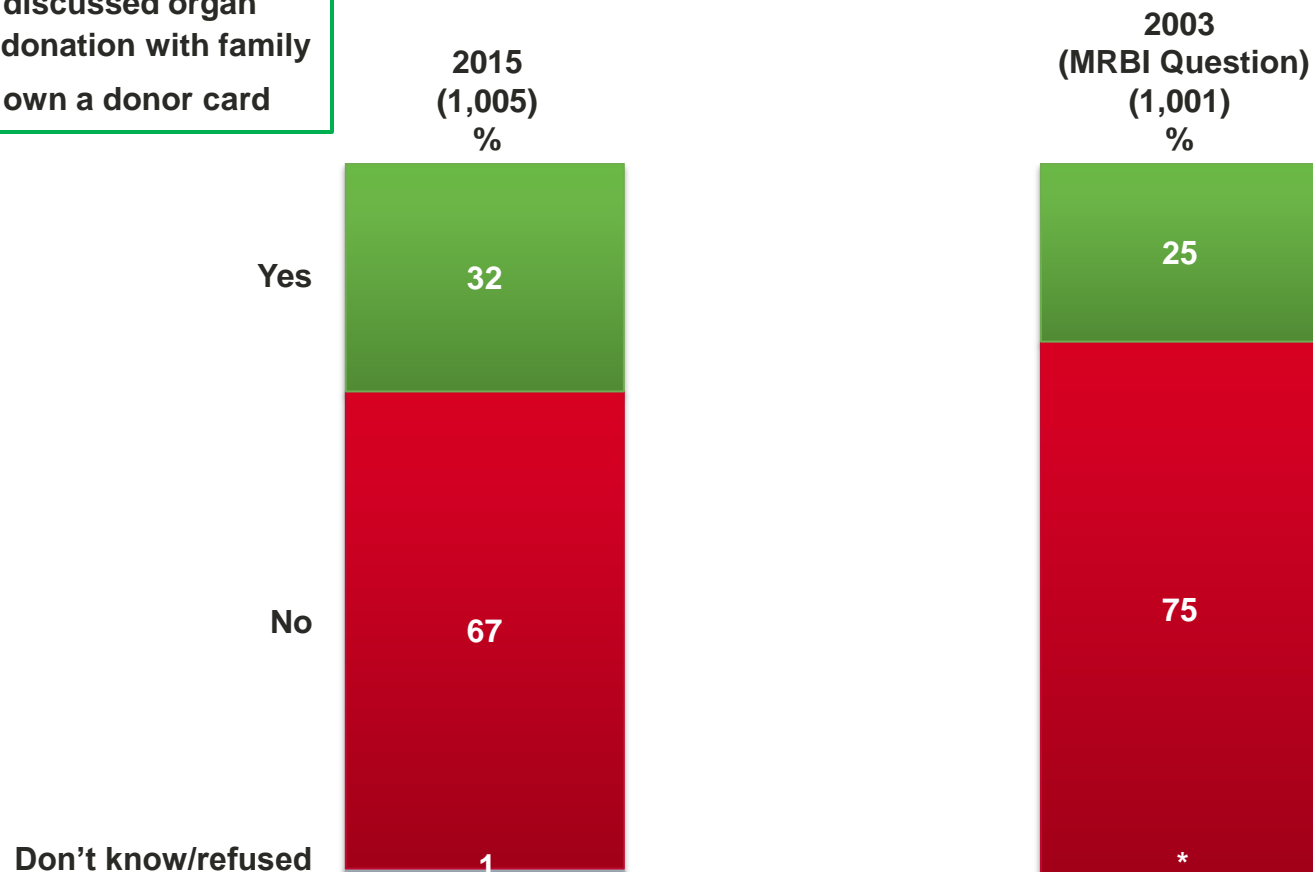


“Scared of manipulation of the human body” and “Distrust in the system” remain the main reasons as to why people would be unwilling to donate their organs or those of close family members.

Incidence of Knowing Someone Who Has Benefited From Organ Donation

Q.6 Do you know a person who has benefited from organ donation?

41% discussed organ donation with family
42% own a donor card

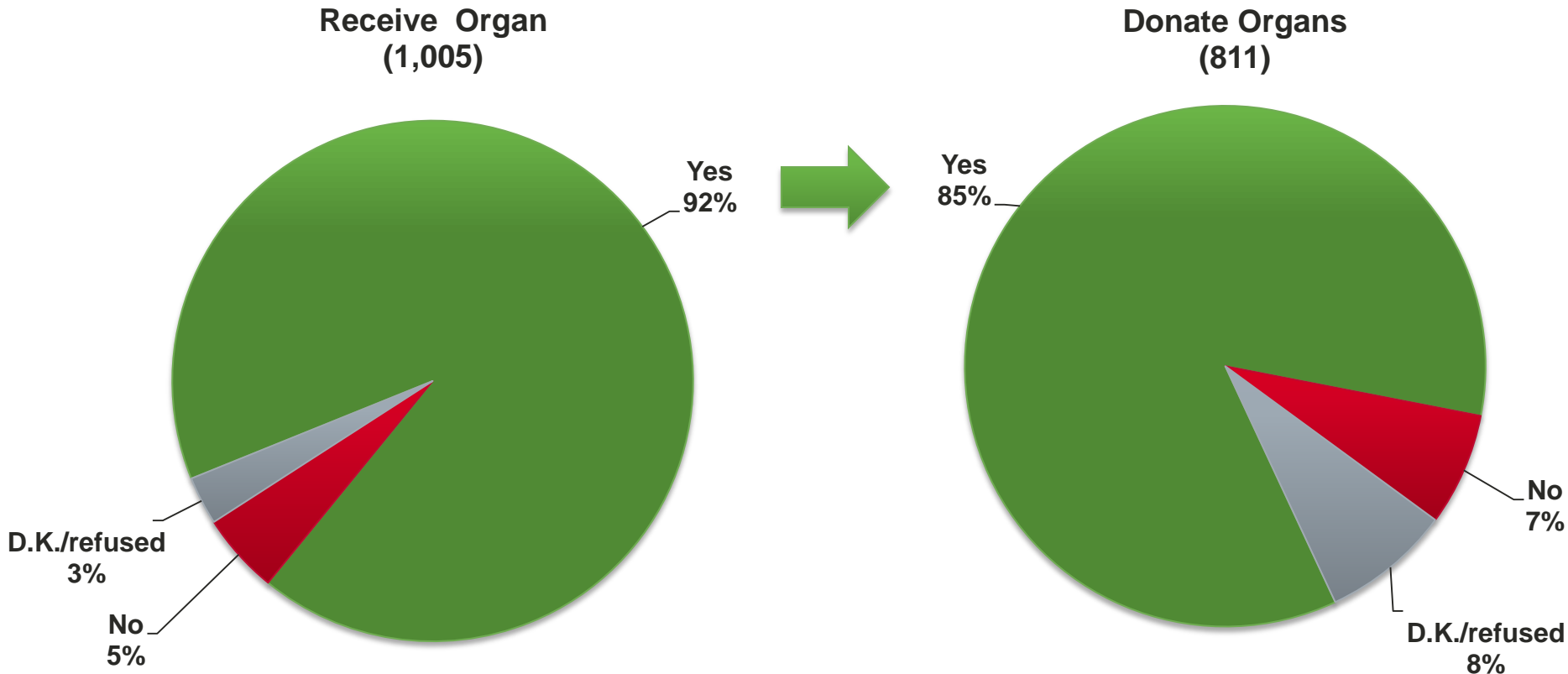


Generally, less than one third of people know someone who has benefited from an organ donation. However, those who own a donor card (42%) or have discussed organ donation with their family (41%) are more likely to know someone who has benefited from an organ donation.

Receive Organ Vs. Donate Organ

Q.8 If you required an organ transplant would you be happy to receive it?

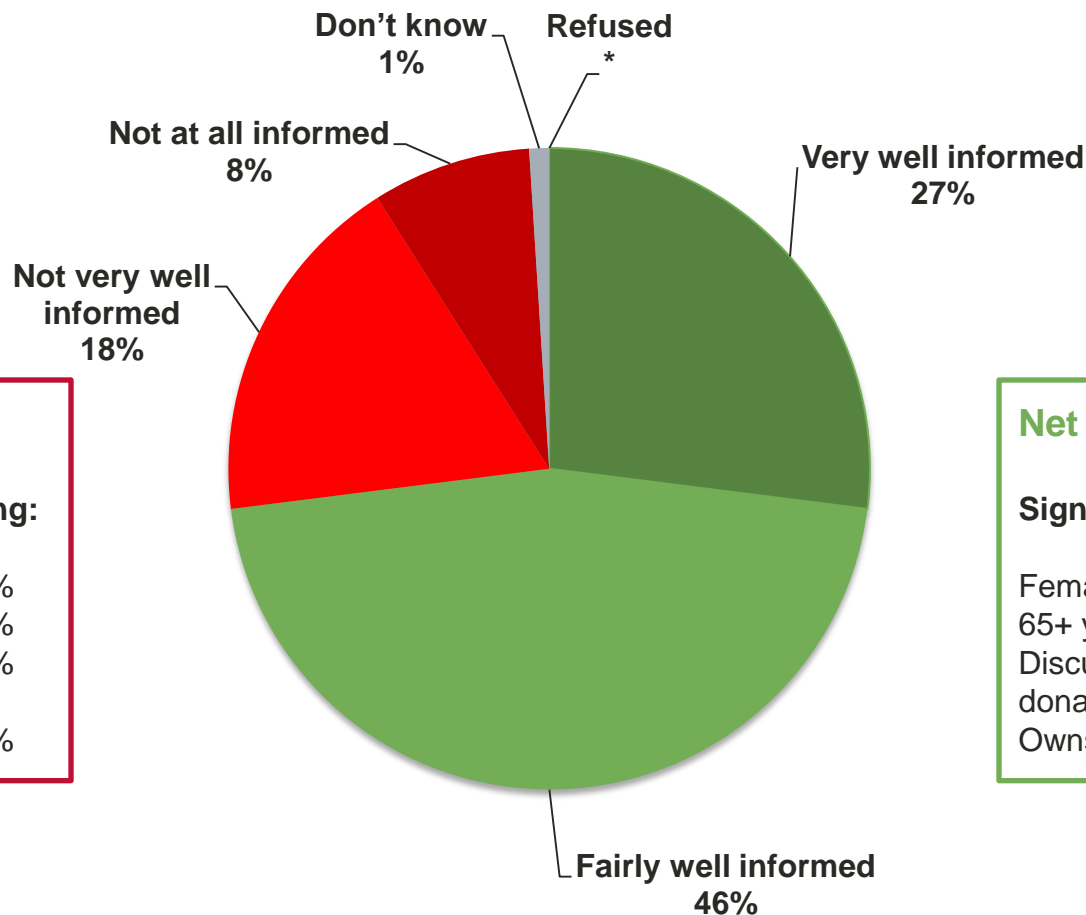
Q.3 Would you be willing to donate one of your organs to an organ donation service immediately after your death?



Despite 92% of respondents being happy to receive an organ, just 85% of these respondents are willing to donate their own organs.

How Informed Public Claim They Are About Organ Donation

Q.1 Which, if any, of the following statements best describes you?



Net Uninformed 26%

Significantly Higher Among:

| | |
|-----------------------------|-----|
| Male | 33% |
| 15-24 years | 40% |
| Unemployed | 43% |
| Would not donate own organs | 48% |

Net Informed 73%

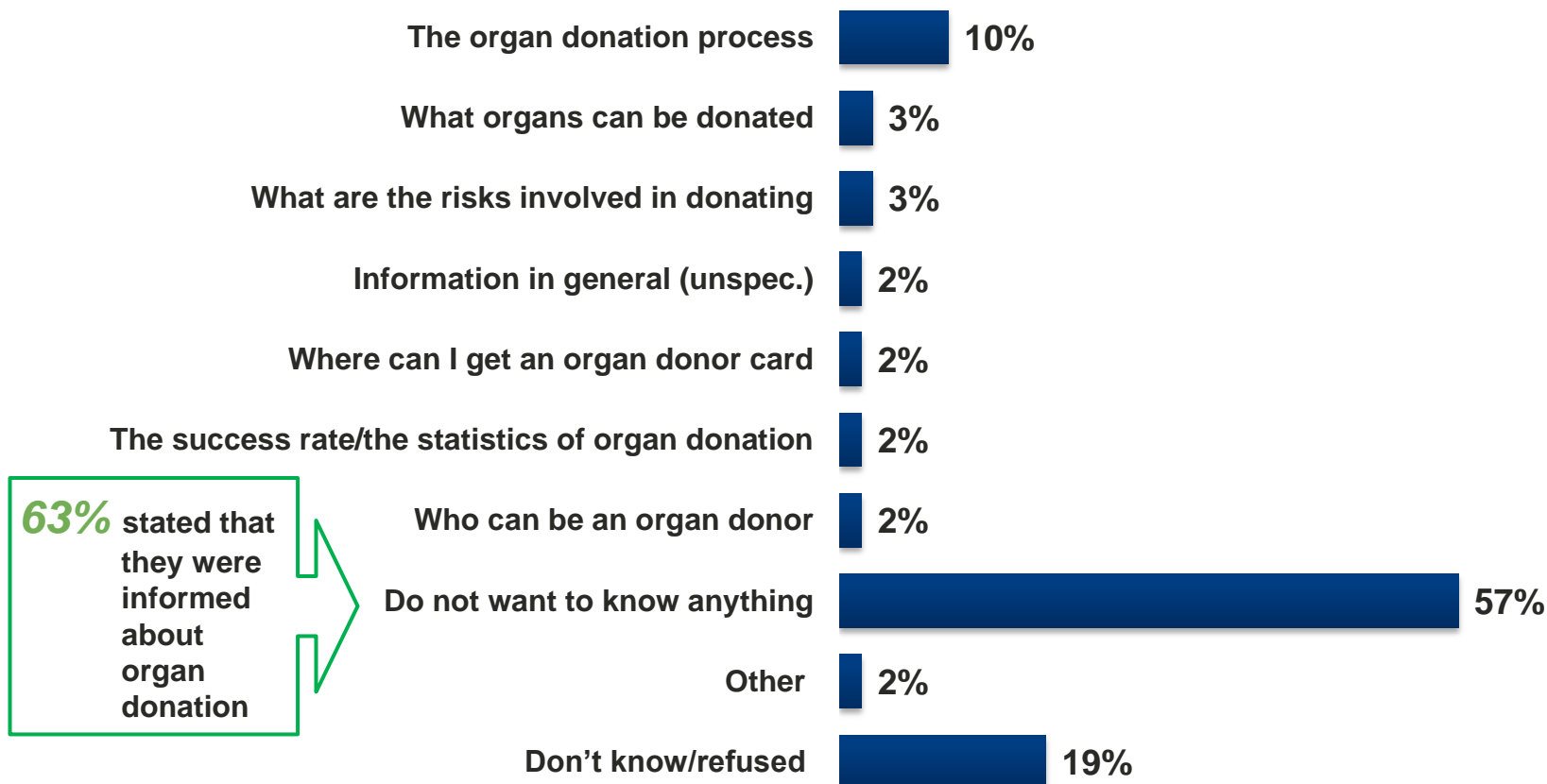
Significantly Higher Among:

| | |
|--------------------------------------|-----|
| Female | 78% |
| 65+ years | 83% |
| Discussed organ donation with family | 90% |
| Owens a donor card | 95% |

Overall, the general public stated that they are well informed (73%) about organ donation, with females, older age categories and those who own a donor card most likely to state this.

Information Would Like To Know About Organ Donation

Q.10 What, if anything, would you like to know about organ donation that you don't already know?

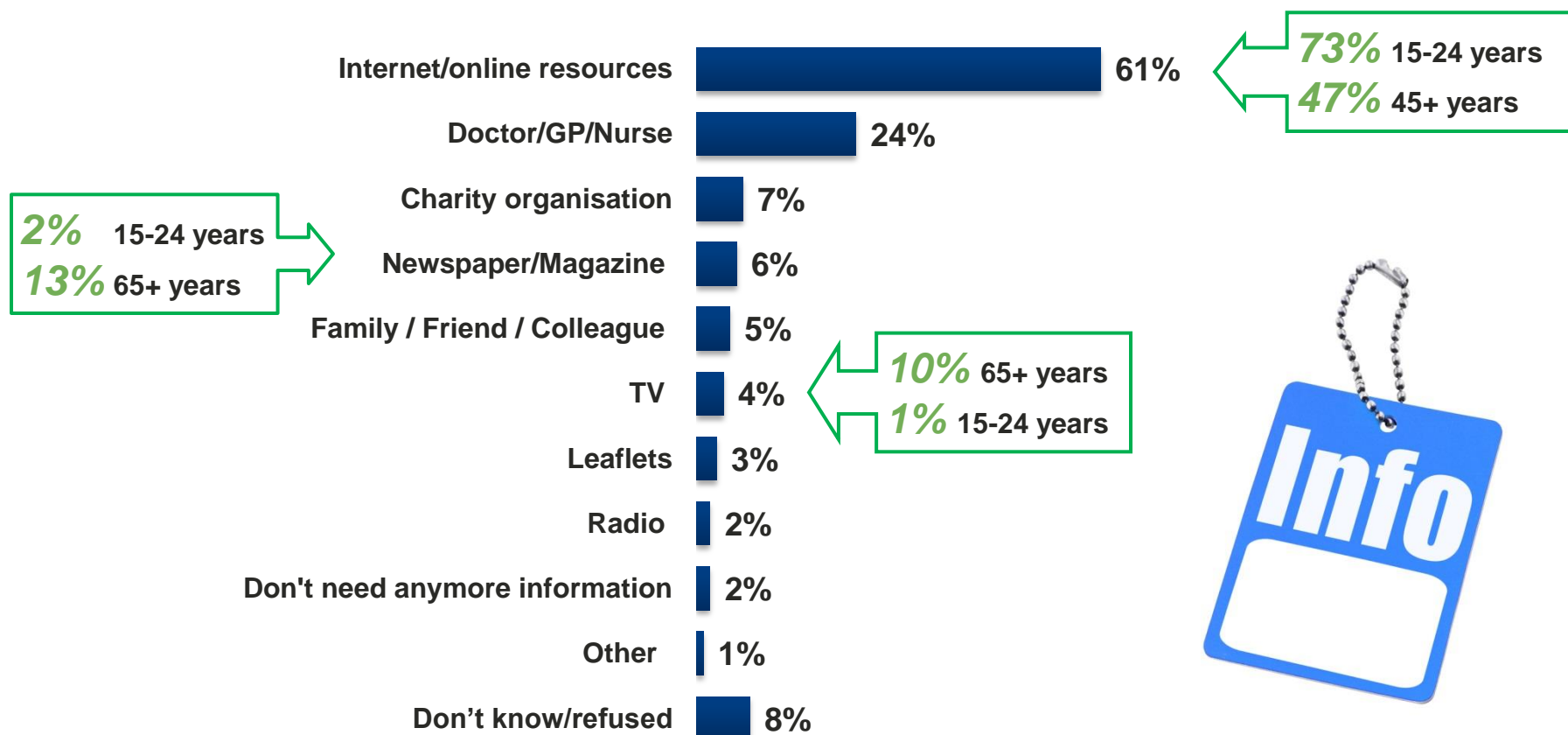


Responses less than 2% not shown

The majority of the public felt that they had adequate knowledge of organ donation, while the remaining participants mostly wanted to know about the organ donation process (10%).

Sources Of Information About Organ Donation

Q.9 What sources of information would you use to get information about organ donation?

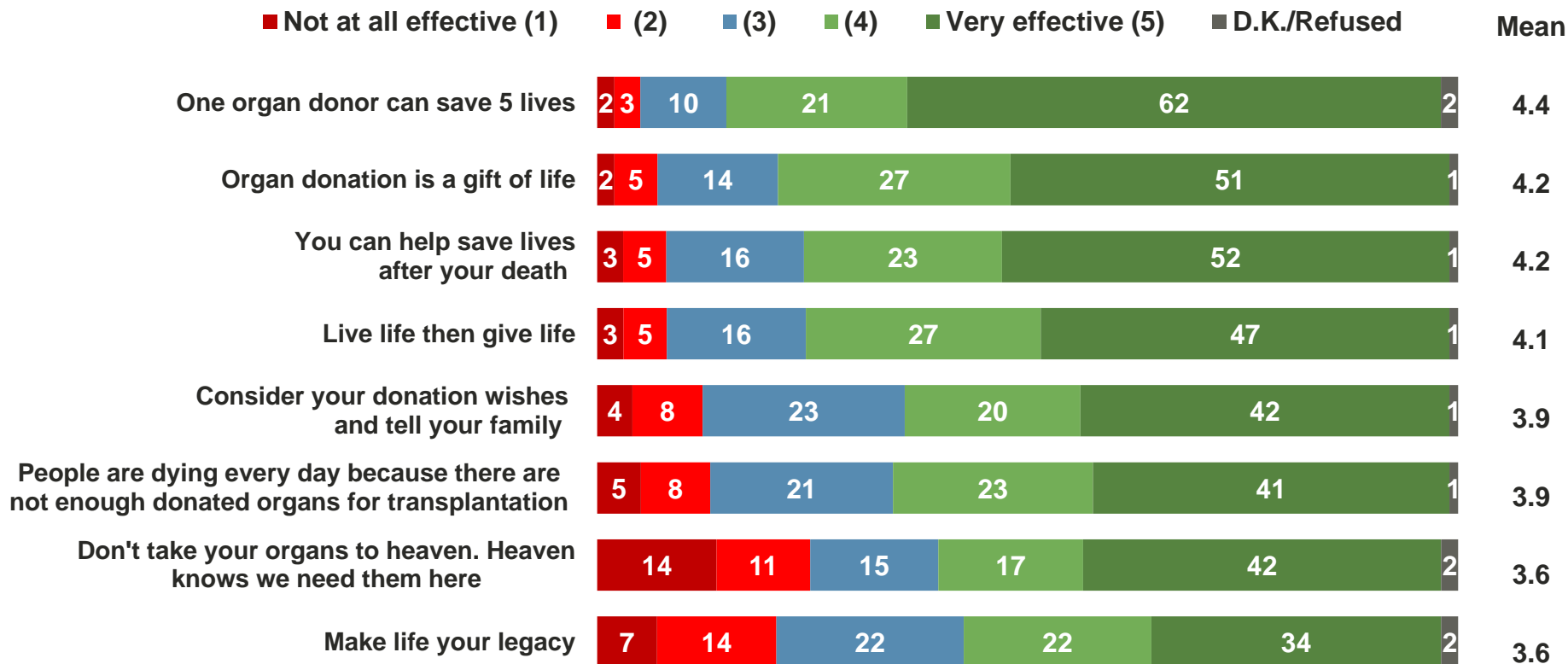


Responses less than 2% not shown

The majority (61%) of people would use the internet or online resources to source information about organ donation, however those over 45 years are less likely to do so (47%).

Effectiveness Of Media Communications – I

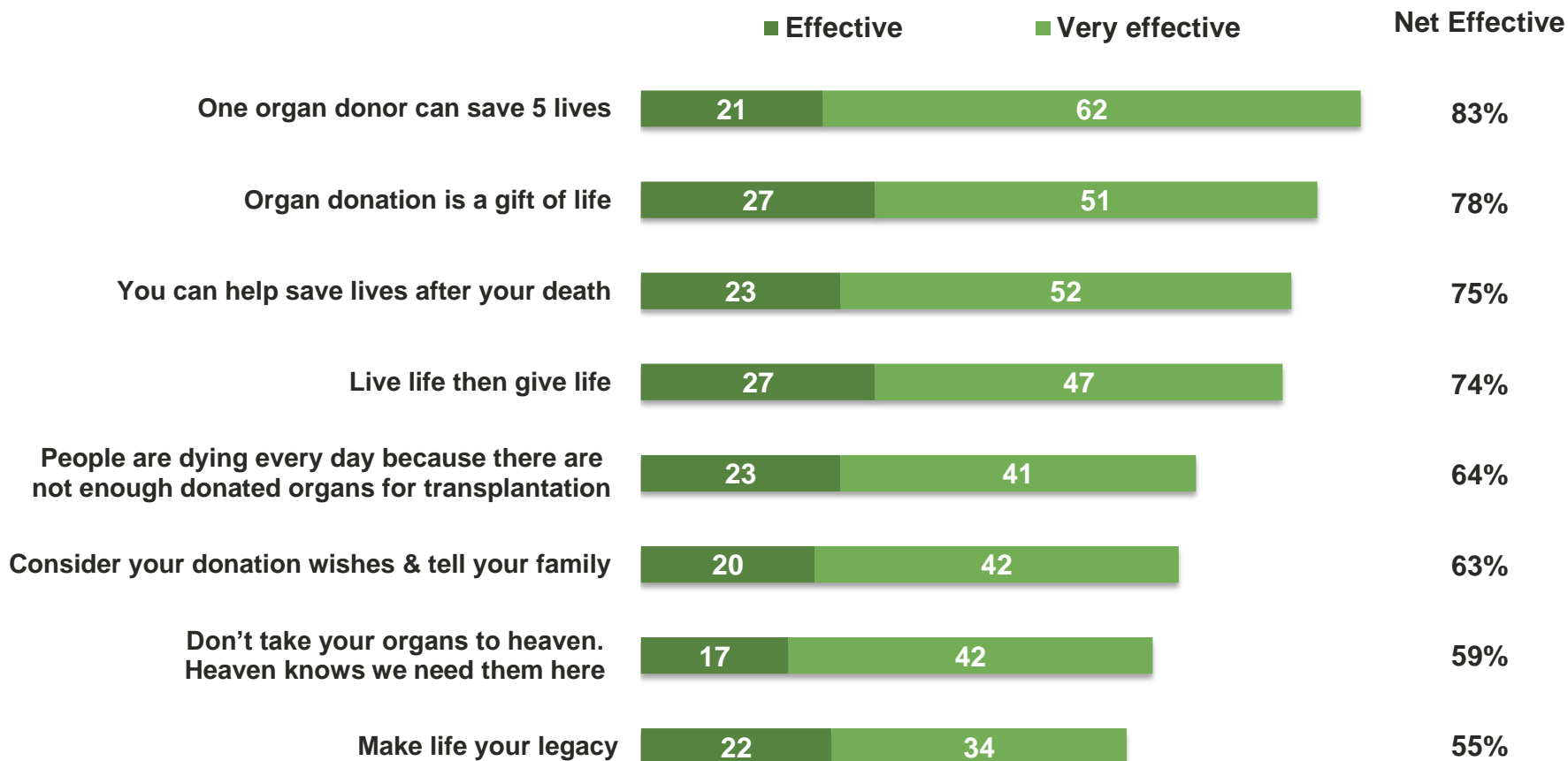
Q.11 *I would like you to tell me how effective or not you think each of these potential media communications about organ donation is at increasing the public's willingness to donate organs. Please use a scale whereby 1 is not at all effective and 5 is very effective when giving your answer.*



Short messages highlighting that organ donation saves lives resonated most with the general public.

Effectiveness Of Media Communication – II

Q.11 *I would like you to tell me how effective or not you think each of these potential media communications about organ donation is at increasing the public's willingness to donate organs. Please use a scale whereby 1 is not at all effective and 5 is very effective when giving your answer.*

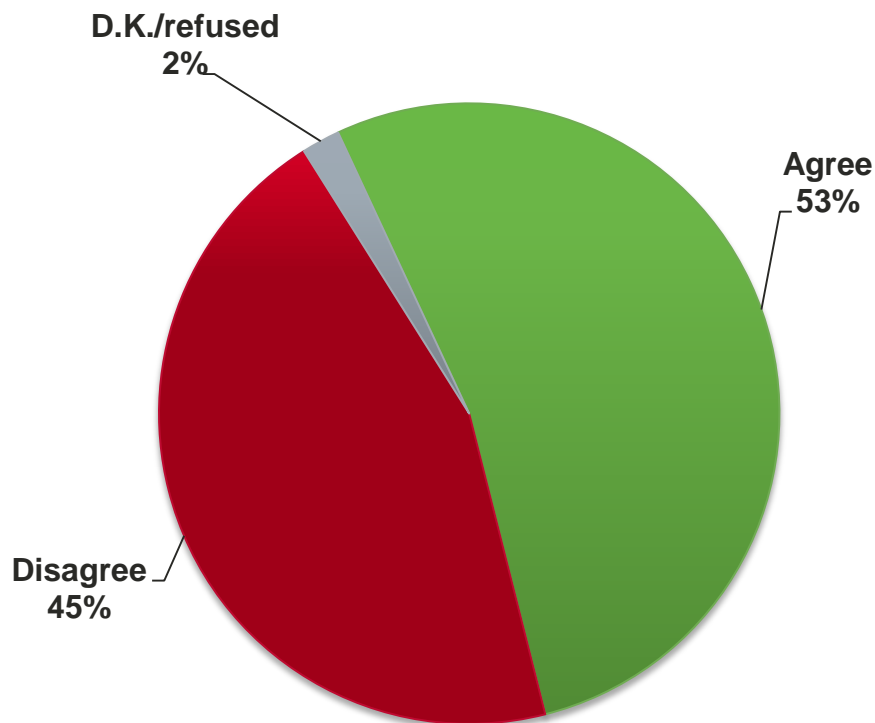


The statement “one organ donor can save 5 lives” was considered effective or very effective by 83% of respondents.

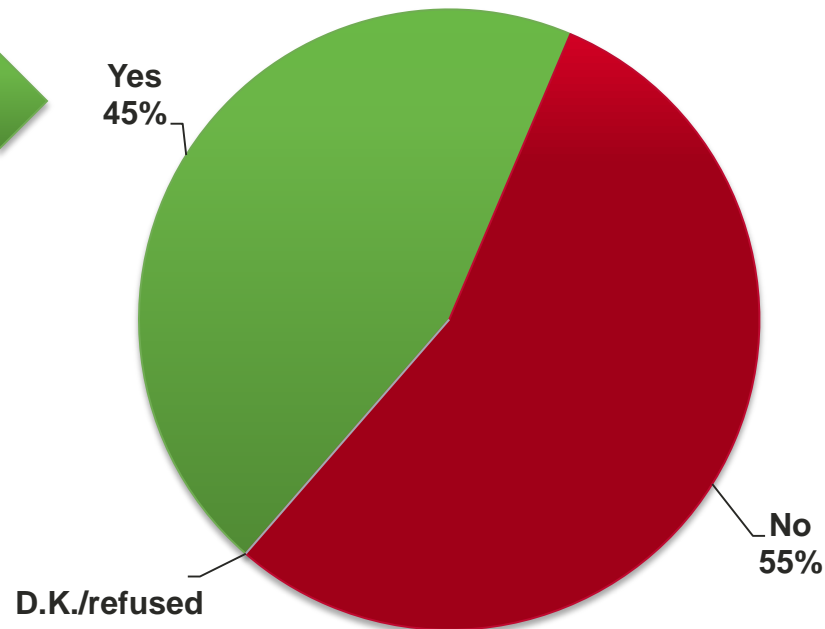
Agreement With Family Having Final Say

- Q.12 Do you agree or disagree that your family should have the final say on what happens to your organs after your death?
Q.2 Have you ever discussed human organ donation or transplantation with your family?

Family Should Have Final Say
(1,005)



Discussed Organ Donation With Family
(498)



Over half of participants (53%) agree that family should have the final say. However, of those who agree only 45% had actually discussed organ donation with their family.

Key Findings



Key Findings

More than 8 in 10 people stated that they would be willing to donate their own organs or donate the organs of a close family member (85%). However, only half (50%) of respondents have discussed organ donation with their family.

The majority of the general public stated that they were well informed about organ donation. Of those who stated they were not informed (26%), nearly half stated they would not donate their own organs.

The majority of the general public are happy to receive an organ (92%) of which a lesser amount (85%) would be willing to donate their own organs.

One third of the general population currently carry an organ donor card. While just 44% of those who stated that they would donate their organs currently carry one.

If looking for further information on organ donation the general public are most likely to source information on the internet followed by a medical practitioner.

The statement “one organ donor can save 5 lives” was considered the most effective media communication by 83% of respondents.

Just over half agreed that family should have the final say in what happens to your organs, of which just 45% of these had actually discussed organ donation with their family.

Thank you

For further information contact
hazel.scully@ipsos.com
on 0035314389000