



# **ORGAN AND TISSUE DONATIONS:**

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Canadian Public Awareness,  
Knowledge and Attitudes

**FINAL REPORT**  
**POR-01-08**

Prepared for  
Health Canada

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## 1.0 INTRODUCTION AND SUMMARY

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In 2001, Health Canada retained Environics Research Group Limited to conduct survey research among the Canadian public to examine current awareness, knowledge, behaviours and attitudes relating to organ and tissue donation.

Canada has one of the lowest organ donation rates among industrialized countries. At the present time, there is a serious shortage of organ and tissue donors available in relation to numbers needed. More than 3,500 Canadians are waiting for an organ transplant, and every year nearly 150 of them die while waiting. The need for organ and tissue donors will only increase in the future because of an ageing population.

In this context, it is important to understand how public awareness and beliefs might be contributing to Canada's low rate of organ and tissue donation, as well as how donation might be increased. Thus, the goals of the survey were:

- To provide insights into awareness, knowledge and attitudes of organ and tissue donations among Canadians;
- To provide insights into possible strategies to increase awareness of donations among the Canadian public;
- To identify target segments.

The topics addressed in this survey included:

- Awareness of organ and tissue donations
- Approval of organ and tissue donations
- Personal views and behaviour
- Importance of specific motivations and beliefs for donating and for not donating
- Knowledge issues about donation
- Family and legal issues
- Information sources and needs
- Policy options
- Demographics

The survey was conducted with 1,516 Canadians 18 years of age and older, living within the ten provinces of Canada. The survey was conducted nationally, in English and French, by telephone between October 10 and 15, 2001. The margin of error for a sample of this size is  $\pm 2.5$  percent, 19 times in 20. The margins are wider for regional, demographic and attitudinal subsamples.

This report presents the findings of the survey and its implications regarding directions for initiatives to increase organ and tissue donation. The survey methods and English and French questionnaires used in the survey are appended to this report. Statistical tables are presented under separate cover.

The major findings of the survey are:

There is a high level of awareness of organ and tissue donation and a fairly good knowledge of the official way to express intention to donate on a provincial basis.

Most Canadians – three-quarters – know that donated organs and tissues are used for transplants and treatment. Seven in ten believe that donors have a choice as to which of their body organs or tissues would be donated, and one-half believe that donors have a choice as to how their body, their organs or their tissues will be used.

Two-thirds of Canadians have given at least some thought to the topic of organ and tissue donation.

Approval of organ and tissue donation is almost unanimous among Canadians – 96 percent either strongly (67%) or somewhat (29%) approve of it.

A total of 45 percent of Canadians say they have signed an organ donor card or registered as an organ donor.

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Forty-six percent of Canadians say they have decided to be organ donors and 45 percent remain undecided. Only nine percent say they have specifically decided not to donate.

The decision to donate is higher than average among women, middle-aged Canadians, those with higher levels of education and income, and Quebecers.

A large majority of potential donors – 87 percent – say they have discussed their wishes with their family.

Most Canadians think saving the life of a person who needs an organ transplant, improving the quality of life of someone who needs an organ transplant and helping as many as 11 people who need transplants, are important reasons for being a donor.

Among those undecided about donating, the most important reason given is that they haven't thought about it.

There is high awareness among the public that there is a great need for organ transplants.

There are a number of false beliefs about organ and tissue donation: 44 percent believe that rich Canadians are given preferential treatment for transplants; 40 percent believe that Canada has one of the highest rates of donation among industrialized countries; 22 percent believe that donation procedures leave the body disfigured, and 19 percent believe potential donors might be declared prematurely dead in order to get their organs and tissues.

The vast majority of Canadians would consent to an organ donation for a loved one who had signed a donor card and had discussed donation with them and most would consent if their loved one had signed a donor card but had never discussed it with them. Only one-quarter say they would “very likely” consent to an organ donation for a loved one if he or she had not signed a donor card.

Three in ten Canadians have seen or read information about organ and tissue donation in the past few months. Television advertisements and newspaper articles are the most frequently mentioned sites of recalled information. Respondents recall a wide range of information associated with organ and tissue donation.

Only six percent of Canadians are aware of the Green Ribbon Campaign.

There is almost unanimous approval for the establishment of common safety standards across the country for organ and tissue transplantation.

One-half of Canadians support changed legislation that presumes consent for organ and tissue donation unless the person has specifically indicated that he or she does not want this.

The detailed findings and implications of the survey are discussed in the following sections.

## 2.0 AWARENESS OF ORGAN AND TISSUE DONATION

### A. Awareness of Organ and Tissue Donation and Ways to Express Intention to Donate

*There is almost unanimous awareness of organ and tissue donation. Signing a donor card that comes with a driver's licence is the most well-known method of indicating one's intention to donate.*

When asked if they have ever heard anything about the topic of organ and tissue donation, that is, people donating their body, their organs or their tissues at the time of their death, almost all Canadians (94%) express awareness. Only six percent say they have not heard anything on this topic.

Awareness of organ and tissue donation is high in all regions and demographic groups.

When respondents are asked, unaided, how a person in their province officially expresses their intention to donate their body, their organs or their tissues at the time of their death, the largest number mention a donor card that comes with their driver's licence (61%). Two in ten (18%) mention a donor card that comes with their health card. Smaller proportions

### Awareness of Organ Donation

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Yes	94	96	94	92
No	6	4	6	8

#### Q.1

*Have you ever heard anything about the topic of organ and tissue donation; that is, people donating their body, their organs or their tissues at the time of their death?*

mention putting it in a will or living will (6%), telling a close family member (4%), and telling a doctor or health professional (3%). Two percent or less each mention registering with an Organ Donor Registry, or a donor card or form in general, a registration form in general, the government, telling hospital/family at time of death and telling a lawyer. Fourteen percent either say that there is no way (3%) or do not offer a response (11%).

### Ways to Express Intention to Donate

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Sign donor card with driver's licence	61	63	62	57
Sign donor card with health card	18	23	15	13
Put it in a will or living will	6	5	8	7
Tell close family member(s)	4	5	1	4
Tell a doctor/health professional	3	6	7	3
Other	15	17	11	13
No ways	3	2	6	3
dk/na	11	4	14	17

#### Q.2a

*As far as you know, how does a person in your province officially express their intention to donate their body, their organs or their tissues at the time of their death?*

Since the available methods of expressing an intent to donate one's organs or tissues vary among the provinces, it is not unexpected that there are regional and provincial differences in response to this question. Manitobans, Atlantic Canadians and Ontarians are most likely to mention signing a donor card that comes with a driver's licence, which is a method in most of these provinces. Quebecers are significantly more likely than all others to mention signing a donor card that comes with a health card, which is the major method in the province. British Columbians are more likely than others to mention the Organ Donor Registry, a donor form in general or a registration form in general, but the largest number in the province mention a card with a driver's licence (50%). Residents of Alberta (56%) and Saskatchewan (63%) mention a card with a driver's licence as the official method, even though a health card is the main method in these provinces.

Respondents who have signed an organ donor card are, not surprisingly, more likely to mention a donor card that comes with either a driver's license or a health card. Respondents who have made a personal decision about donating organs, either to donate or not to donate, are

more likely than those who are undecided to mention a donor card that comes with a driver's licence. Those who have decided to become organ and tissue donors are also more likely to mention signing a donor card that comes with a health card. Those who have not signed an organ donor card and those who have decided not to donate their organs or who are undecided are more likely to say either that there is no way to express their intention, or to offer no response.

Those who mentioned an "official" method were asked if there are other ways for a person to indicate their intention. Among these, two in ten (22%) mention putting it in a will or living will and one in ten (12%) mention telling close family members. Smaller proportions suggest signing a donor card that comes with their driver's licence (8%), telling a doctor or health professional (7%), telling family/hospital at time of death (5%), and signing a donor card that comes with their health card (5%). Two percent or less each mention such methods as telling a lawyer and registering with an Organ Donor Registry. Four in ten (42%) either say there is no other way (26%) or do not offer a response (16%).

## Other Ways to Express Intention to Donate

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Put it in a will or living will	22	21	18	24
Tell close family member(s)	12	13	10	11
Sign donor card with driver's licence	8	9	6	7
Tell a doctor/health professional	7	6	10	7
Tell family/hospital at time of death	5	6	7	4
Sign donor card with health card	5	5	4	4
Other	9	8	11	8
No other ways	26	25	29	27
dk/na	16	16	15	16

*Q.2b*

*Are there other ways for a person to indicate their intention?*

*Subsample: Respondents who offered a response in Q2a*

Albertans, Manitobans and Atlantic Canadians are more likely to mention a will or living will as an “other” way; residents of British Columbia, Saskatchewan and Quebec are least likely to mention this as an option. Residents of Saskatchewan and Manitoba are more likely to mention telling a close family member. Quebecers are more likely to mention both a donor card with a driver’s licence and a donor card with a health card than are other respondents. British Columbians are more likely than others to say there are no other ways to indicate their intention to be an organ donor.

## B. Awareness of How Organs and Tissues Are Used and Donor Choices

*Most Canadians – three-quarters – know that donated organs and tissues are used for transplants and treatment. Seven in ten believe that donors have a choice as to which of their body organs or tissues would be donated, and one-half believe that donors have a choice as to how their body, their organs or their tissues will be used.*

When asked, in an unaided question, how the donation is used when a person donates their body, their organs or their tissues, three-quarters of Canadians (75%) believe it is used in treatment for someone who needs a transplant or is sick. Four in ten (37%) say that it is used for scientific research and research on cures and experiments, and ten percent say that it is used by medical schools and medical students. Five percent say that the use depends on donor specifications. Only 12 percent offer no response.

Awareness of the uses of donated organs and tissues for treatment and for scientific research is higher among women and better educated respondents. Knowledge of the use of donated organs and tissues for scientific research is also higher among more affluent respondents.

### Awareness of How Organs/Tissues Are Used

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Treatment for person needing transplant or sick person	75	78	66	72
Scientific research/research on cures	37	41	32	33
Medical schools/students	10	10	7	11
Depends on donor specification	5	6	3	4
dk/na	12	9	19	13

Q.3

*As far as you know, when someone donates their body, their organs or their tissues at the time of their death, how are they used?*

Residents of Saskatchewan and Alberta are slightly more likely to mention treatment uses; Manitobans are least likely to mention this. Residents of Saskatchewan are also more likely to mention scientific research uses, while Quebecers are notably less likely than others to mention research.

Respondents who have signed an organ donor card or who have made a decision to be a donor tend to have higher awareness than others of the uses of donations.

The public has a strong belief that donors have a choice as to which organs or tissues would be donated. Seven in ten (71%) say that donors do have this choice, while 17 percent say that they do not. Two percent say that it depends on the jurisdiction and ten percent offer no response.

Fewer Canadians believe that donors have a choice as to how their donation will be used. One-half (53%) say that donors do have this choice, while one-quarter (26%) say that they do not. Two percent say that it depends on the jurisdiction and 19 percent offer no response.

Women, especially working women, better educated and more affluent respondents, those with a British ethnic background, Albertans and Manitobans are more inclined to believe donors have a choice in both these areas. Ontarians are more likely to believe that donors have a choice as to how their donation will be used. Quebecers are notably less likely to believe that donors have a choice in either of these areas.

Those who have signed an organ donor card or have made the decision to be donors are more likely than those who have not to believe donors have a choice as to which organs or tissues would be donated and how the donation would be used. Those who have not signed a donor card and those who are undecided about becoming donors are more likely to offer no response to these questions.

## Donor Choices: Organs/Tissues Donated

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Yes, have a choice	71	72	67	70
No choice	17	20	23	14
Depends on jurisdiction	2	2	1	2
dk/na	10	6	9	14

### Q.4b

*And as far as you know, when people give permission to donate their body, their organs or their tissues at the time of their death, do they, or do they not have a choice as to which of their body organs or tissues would be donated?*

## Donor Choices: Use of Donation

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Yes, have a choice	53	59	41	50
No choice	26	26	33	25
Depends on jurisdiction	2	1	1	2
dk/na	19	13	25	23

### Q.4a

*And as far as you know, when people give permission to donate their body, their organs or their tissues at the time of their death, do they, or do they not have a choice as to how their body, their organs or their tissues will be used; that is, for what purpose they will be used?*



c. Amount of Personal Thought about Organ and Tissue Donation

*Most Canadians have given thought to the topic of organ and tissue donation.*

Most Canadians have given at least some thought to the topic of organ and tissue donation. Two-thirds (65%) say they have thought about the topic a great deal (26%) or somewhat (39%). One-quarter (23%) have not thought very much about organ and tissue donation, and 11 percent have not thought about the topic at all.

Women, married and better educated respondents are more likely to have thought at least somewhat about organ and tissue donation. Those aged 65 years or more, those of non-European ethnic background, and those whose religious affiliation is non-Christian are more likely to say that they have not thought about organ and tissue donation.

Quebecers, Albertans and British Columbians are more likely to say they have thought about organ and tissue donation either a great deal or somewhat. Residents of the Atlantic provinces and Saskatchewan are least likely to say this.

Those who have signed a donor card (87%) and those who have decided to become donors (88%) are much more likely than others to have thought at least somewhat about organ and tissue donation.

Amount of Personal Thought about Organ/Tissue Donation

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
A great deal	26	44	18	9
Somewhat	39	44	19	38
Not very much	23	9	26	37
Not at all	11	2	36	16

Q.5

*How much have you personally thought about the topic of organ and tissue donation?*

### 3.0 SUPPORT FOR ORGAN AND TISSUE DONATION

#### A. Approval of Organ and Tissue Donation

*Approval of organ and tissue donation is almost unanimous among Canadians.*

Almost all Canadians (96%) either strongly (67%) or somewhat (29%) approve of organ and tissue donation; only three percent express disapproval.

Strong approval is slightly higher among women, better educated and more affluent respondents.

While overall approval is high among all demographic groups, approval is more tentative among those whose ethnic background is either non-European or European other than French or English, those born outside Canada, and those whose religious affiliation is non-Christian.

Strong approval is significantly higher in Quebec than in other provinces; residents of Saskatchewan are least likely to offer strong approval.

Those who have signed a donor card (85%) or have decided to be donors (87%) are much more likely to express strong approval for organ and tissue donation than those who have not signed a card (52%), who are undecided (51%) or who have decided not to make a such a donation (45%). However, it is important to note that the undecided and those who have not signed a card are not opposed to donation – only two percent of the undecided and four percent of non-signers express disapproval. As well, only 17 percent of those who have made a decision not to donate say they disapprove of it.

#### Approval of Organ/Tissue Donation

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Strongly approve	67	87	45	51
Somewhat approve	29	13	37	44
Somewhat disapprove	2	—	5	2
Strongly disapprove	1	*	12	*

\* Less than one percent

#### Q.6

*Do you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove of organ and tissue donation; that is, people donating their body, their organs or their tissues at the time of their death?*

## B. Personal Acceptance of Organ or Tissue Transplant

*Most Canadians would accept an organ or tissue transplant if they were in need of one.*

More than eight in ten Canadians (85%) would be willing to accept an organ or tissue transplant. Seven percent say they might or would consider accepting a transplant, while six percent say they would not accept one.

Younger, better educated and more affluent respondents are more willing to accept an organ or tissue transplant. Willingness to accept a transplant is less strong, although still very high, among those whose ethnic origin is either European other than French or English, or non-European, those born outside Canada, and those whose religious affiliation is non-Christian.

Respondents who have signed a donor card (93%) or have decided to be organ donors (94%) are more likely to be willing to accept a transplant than those who have not signed a card (78%), who are undecided (81%) or who have decided not to make a such a donation (59%). Among those who have decided not to be donors, 21 percent say they would not accept a transplant, but 59 percent would.

## Personal Acceptance of Organ/Tissue Transplant

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Yes, would be willing	85	94	59	81
Might/would consider	7	3	16	9
No, would not	6	2	21	8
dk/na	2	1	4	3

Q.25

*Thinking of yourself, if you were in need of an organ or tissue transplant, would you be willing to accept one or not?*

## 4.0 DECISION TO DONATE

### A. Signing a Donor Card

*A total of 45 percent of Canadians say they have signed an organ donor card or registered as an organ donor.*

Methods for indicating permission for one's body, organs or tissues to be donated at the time of death vary among provinces. Residents of each province were asked whether they have signed an organ donor card that comes with a new driver's licence or health card, or registered with an organ donor registry, depending on the methods available in their province.

Four in ten Canadians (43%) say that they have signed such a card or registered as an organ donor and two percent say they have signed a card other than the one described in the question. One-half (54%) say that they have not signed an organ donor card or registered as an organ donor.

Women, especially working women, those aged 35 to 54 years, married people, better educated and more affluent respondents are more likely to have signed a donor card of some

kind or registered. Incidence is lower among those aged 65 years or more, those who have never married, those whose ethnic background is either non-European or European other than French or British, and those born outside Canada.

Quebecers (54%) are most likely to say they have signed a donor card of some kind, followed by residents of British Columbian (49%) and Manitobans (50%). Those living in Alberta (33%) and Saskatchewan (30%) are the least likely to say they have signed a donor card.

Almost nine in ten (88%) of those who have made a decision to donate their organs or tissues have signed a donor card, leaving 12 percent who have not signed. It is interesting to note that one in ten of those who have decided not to donate their organs or tissues (10%) and a similar number of those who are undecided (8%) also say that they have signed an organ donor card.

### Signing a Donor Card

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Yes	43	84	10	8
Have signed card, but not with doc described	2	4	—	*
No	54	12	90	90

\* Less than one percent

#### Q.7

*Have you signed an organ donor card that comes with {a new driver's licence/health card/other – depends on province} that gives permission for your body, your organs or your tissues to be donated at the time of your death?*

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## B. Decision Whether to Donate

*Almost one-half of Canadians have decided to be organ donors and a similar number remain undecided; only one in ten have decided against donation. The vast majority of those who have made a decision on this issue have informed their family of their wishes.*

In addition to asking whether they had signed an organ donor card, respondents were asked about their personal decision to donate – whether they had decided to donate, not donate, or had not decided.

The survey shows that, while there is a significant overlap between having signed a card and a personal decision to donate (89% of “signees” have made a decision to donate), the vast majority of those who have not signed a card have not made a personal decision against donation but are in fact undecided about it. Of those who have not signed a card, 74 percent have not made a personal decision about donation; 15 percent have decided against donation and ten percent say they have, in fact, decided to donate.

Overall, almost one-half of Canadians (46%) say that they have decided to donate their body, organs or tissues, while the same number (45%) say that they have not made a decision. Only one in ten (9%) say that they have specifically decided not to be organ donors.

Women, especially working women, those aged 45 to 54 years, better educated and more affluent respondents are more likely to have decided to be donors. Those aged 65 years or more, the least educated and least affluent respondents, those whose religious affiliation is non-Christian, those whose ethnic background is either non-European or European other than French or British, and those born outside Canada are more likely to be undecided. Those aged 65 years or more, and those whose religious affiliation is non-Christian are also more likely to have decided not to donate.

## Decision Whether to Donate

	TOTAL
Decided to donate	46
Decided not to donate	9
Not made a decision	45

### Q.8a

*Which of the following statements best describes your own situation ... you have decided to donate your body, your organs or your tissues at the time of your death ... you have decided not to donate your body, your organs or your tissues at the time of your death ... you have not made a decision about this?*

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Quebecers are more inclined to have made a decision to become organ and tissue donors; residents of Saskatchewan and Alberta are more likely to say that they are undecided.

Among those who have made a decision, either to donate or not to donate, more than eight in ten (85%) say that their family members know about their decision. Fourteen percent say their family members do not know. A total of 87 percent of those who have decided to donate say they have told family members, as have 89 percent of those who have signed a card.

Women, married, affluent respondents and Protestants are slightly more inclined to say that they have informed close family members of their decision. Those aged 25 to 34 years, those whose ethnic background is non-European, and those whose religious affiliation is non-Christian are somewhat more likely not to have told their family.

### Informing Family Members about Donation Decision

<i>Made a decision to donate or not to donate.</i>	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Yes	85	87	76	na
No	14	12	22	na

*Q.8b*

*Do your close family members know about your decision?*

*Subsample: Respondents who have made a decision to donate or not donate their body, organs or tissues at the time of their death*

### c. Reasons for Decision on Donation

#### DECIDED DONORS

*Most decided donors have done so in order to help others or save lives, and few have reservations about their decision. Among those who do have reservations, those most frequently mentioned involve concerns over mutilation or indignity.*

When Canadians who have decided to donate their body, organs or tissues – 46 percent of the public – are asked why they have made this decision, almost one-half (47%) say it is to help others. Smaller proportions give as their main reason to save lives (12%), because they don't need their body/organs/tissues after death (12%), it's the good/right thing to do (8%), science/research/prevention/cures (4%), to improve quality of life (4%), have experience with need for transplants (4%) and great need (3%). One percent each mention that they would want others to do it for them or their family, that their parts should go to good use/not be wasted, and general health industry experience.

When asked if there are any other reasons for their decision, most decided donors (73%) either say there are no other reasons (29%) or offer no response (44%). Secondary reasons given by decided donors include: to help others (17%), science/research/prevention/cures (9%), they don't need their body/organs/tissues after death (6%), to save lives (5%), to improve quality of life (4%), it's the good/right thing to do (4%), great need (2%), that parts should go to good use/not be wasted (2%), have experience with need for transplants (1%) and would want others to do it for them or their family (1%).

Across all demographic groups, humanitarian reasons, such as to help others, to save lives and to improve quality of life are by far the most commonly given reasons.

### Reasons for Decision to Donate

<i>Willing to donate</i>	MAIN REASONS	OTHER REASONS
Help others	47	17
Save lives	12	5
Don't need after death	12	6
Good/right thing to do	8	4
Science/research/prevention/cures	4	9
Improve quality of life	4	4
Experience with need for transplant	4	1
Great need	3	2
Other	5	4
None/nothing	*	29
dk/na	2	44

\* Less than one percent

#### *Q.9a*

*What is the main reason you have decided to donate your organs upon your death?*

*Subsample: Respondents who have decided to donate their body, organs or tissues at the time of their death*

#### *Q.9b*

*Are there any other reasons?*

*Subsample: Respondents who have decided to donate their body, organs or tissues at the time of their death*

Fewer than one in ten decided donors (7%) say they have reservations about their decision; nine in ten (92%) state that they have no reservations. Among the small number who express reservations, the most frequently mentioned reservation is that they dislike the thought of being cut up (22%). Other mentions include: indignity, premature harvesting/less effort made, uncertainty about how organs are dealt with, fear that their donation won't be used as requested, religious objections, concern that donation is not that useful and ethics/"right."

## Reservations about Donating

### Willing to donate

Yes	7
No	92

### Q.9c

*Do you have any reservations about your decision?*

*Subsample: Respondents who have decided to donate their body, organs or tissues at the time of their death*

## Reservations about Donating

### Willing to donate and reservations about decision\*

Dislike thought of being cut up	22
Indignity	14
Premature harvesting/less effort made	11
Uncertain how organs dealt with	9
Won't be used as requested	8
Religious objections	6
Not that useful	5
Ethics/"right"	5
Other	7
None/nothing	4
dk/na	11

\* Note small sample size

### Q.9d

*What reservations do you have?*

*Subsample: Respondents who have decided to donate their body, organs or tissues at the time of their death and who have reservations about their decision*



DECIDED NON-DONORS

*Those who have decided not to be organ donors are most likely to give as their main reason concerns over personal suitability, such as poor health or being too old.*

When Canadians who have decided not to be organ donors – only nine percent of the public – are asked why they have made this decision, their reasons include: poor health (18%), “body should be whole” (12%), being too old (12%), religious reasons (10%), my decision/how I feel (9%), fear/uncomfortable with situation (4%), “my body not useful” (3%), and concerns over premature harvesting/less effort made (3%). Two percent or less each mention indignity, going to be cremated, and fear that their donation would not be used as requested. Eleven percent mention other reasons, and 13 percent say either that they haven’t thought about it (3%), they have no reason (1%) or offer no response (9%).

When asked if there are any other reasons for their decision, most decided non-donors either say there are no other reasons (31%) or offer no response (56%). Secondary reasons given by decided non-donors include: poor health (3%) and religious reasons (2%). Ten percent mention other reasons.

Concerns over personal suitability as an organ or tissue donor, such as poor health, being too old, or “my body not useful,” are somewhat higher among women and older respondents.

Reasons for Decision to Not Donate

<i>Not willing to donate</i>	MAIN REASON	OTHER REASONS
Poor health	18	3
“Body should be whole”	12	–
Too old	12	–
Religious	10	2
My decision/how I feel	9	–
Fear/uncomfortable with situation	4	–
Mine not useful	3	–
Premature harvesting/less effort made	3	–
Haven’t thought about it	3	–
Other	16	10
None/nothing	1	31
dk/na	9	56

*Q.10a*

*What is the main reason that you have decided not to donate your organs upon your death?*

*Subsample: Respondents who have decided not to donate their body, organs or tissues at the time of their death*

*Q.10b*

*Are there any other reasons?*

*Subsample: Respondents who have decided not to donate their body, organs or tissues at the time of their death*

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## THE UNDECIDED

*Among Canadians who are undecided about being an organ and tissue donor, the largest proportion say that they haven't thought about it.*

When Canadians who are undecided about organ donation – 45 percent of the public – are asked why they have not made a decision, the largest number (27%) say that they haven't thought about it. Other reasons mentioned include: need more information (8%), procrastination/lazy (7%), too old (6%), health (4%), simply undecided (4%), "parts no good" (4%), being too young to decide or think about the issue (4%), family decision (4%), that they are "living now" (4%), religious issues (3%), and don't want to think about it/uncomfortable topic (3%). Two percent or less each mention need a form, dislike thought of being cut up, premature harvesting, making sure it's for medical purposes and nothing else, lack of trust in medical professionals and fear. Three percent give other reasons and 17 percent offer no response.

Men, those aged 25 to 34 years, more affluent respondents, non-religious people and those born outside of Canada are more likely to say that they haven't thought about it. More affluent respondents are also more likely to mention laziness or procrastination. Those aged 65 years or more are notably more inclined to mention reasons such as being too old, health, or "parts no good." Those aged 18 to 24 years are more likely to say they need more information or to say they are too young to think about it or are "living now."

Residents of British Columbia and Saskatchewan are more likely to say that they haven't thought about it; Manitobans are more inclined to mention procrastination. Quebecers are least likely to mention either of these reasons, and more inclined to offer no response to the question.

## Reasons for Indecision about Donation

*Not made a decision about donation*

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Haven't thought about it	27
Need more information	8
Procrastination/lazy	7
Too old	6
My health	4
Undecided	4
Parts no good	4
Too young to decide/think about	4
Family decision	4
I am living now	4
Religion	3
Don't want to think about it/uncomfortable topic	3
Other	11
dk/na	17

### *Q.11*

*What would be the main reason or reasons you have not made a decision about this?*

*Subsample: Respondents who have not made a decision about donating their body, organs or tissues at the time of their death*

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### A. Reasons for Donating

*Most Canadians think saving the life of a person who needs an organ transplant, improving the quality of life of someone who needs an organ transplant and helping as many as 11 people who need transplants are important reasons for being a donor.*

All survey respondents were given a number of reasons why a person might become an organ donor. For each reason, they were asked to indicate how important a factor it would be for them personally in deciding whether they might become an organ donor, using a seven point scale where one means not at all important and seven means extremely important.

Canadians give the most importance to those reasons that refer directly to the humanitarian uses of organ and tissue donations. Majorities of about nine in ten respondents each say that “you would be saving the life of a person who needs an organ transplant” (94% rate it five or higher, mean 6.57), “you would be improving the quality of life of someone who needs an organ transplant” rate it five or higher (93%, mean 6.43) and “your organs and tissues could help as many as 11 people who need transplants” (88%, mean 6.30) are important reasons to become an organ donor.

### Impact on Decision to Donate – Saving Life of Person Needing Organ Transplant

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	94	98	79	93
Mean	6.57	6.86	5.88	6.41

#### Q.14a

*Here are some reasons why a person might donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally in deciding whether you might donate your body, your organs or your tissues ... That you would be saving the life of a person who needs an organ transplant.*

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### Impact on Decision to Donate – Improving Quality of Life for Person Needing Transplant

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	93	98	78	91
Mean	6.43	6.76	5.73	6.24

#### Q.14b

*Here are some reasons why a person might donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally in deciding whether you might donate your body, your organs or your tissues ... That you would be improving the quality of life of person who needs an organ transplant.*

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Three-quarters or more of respondents each say that “you believe that donating is the right thing to do” (84% rate it five or higher, mean 6.02), “because more organ donations are needed in this country today” (81%, mean 5.94), “because scientific research using your organ and tissue donation could lead to treatments and cures for diseases” (82%, mean 5.87) and “because you do not need your organs or tissues after death” (75%, mean 5.76), are important reasons to donate.

About two-thirds of respondents say that “if you were able to choose whether your organs and tissues were to go toward a transplant for a needy person or toward scientific or medical research” (68%, mean 5.29) and “if your loved ones would feel comforted by your donation” (62%, mean 4.99) are important reasons to donate.

For the remaining two reasons, one-half or fewer think that “if you were able to indicate that you want only specific organs or tissues donated” (53%, mean 4.49) and “if people would remember you as a good and caring person for making this donation” (30%, mean 3.48) are important in deciding to be a donor.

Women give higher importance to all of these reasons than do men; and working women rate almost all of these more highly than women in general do, the exceptions being research leading to treatments and cures, and being remembered as a caring and good person.

Younger Canadians tend to place higher importance on saving the life of someone who needs a transplant, being able to indicate which organs would be donated and being remembered as a caring and good person. They give lower than average ratings to donating because it’s the right thing to do, the need for more donations in Canada and not needing organs after death.

### Impact on Decision to Donate – Organs/Tissues Could Help as Many as 11 People

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	88	96	68	86
Mean	6.30	6.70	5.39	6.08

Q.14e

*Here are some reasons why a person might donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally in deciding whether you might donate your body, your organs or your tissues ... Because your organs and tissues could help as many as 11 people who need transplants.*

### Impact on Decision to Donate – Belief that Donating Is Right Thing to Do

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	84	96	57	75
Mean	6.02	6.58	4.99	5.66

Q.14k

*Here are some reasons why a person might donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally in deciding whether you might donate your body, your organs or your tissues ... Because you believe that donating is the right thing to do.*

Those aged 45 to 64 years place greater importance on donating because it's the right thing to do, the need for more donations in Canada, and not needing organs after death. Those aged 55 to 64 years also provide higher mean scores to the reasons that involve research leading to treatments and cures, feeling that loved ones are comforted by the donation and being able to indicate which organs would be donated.

Those aged 65 years or more give lower than average ratings to saving the life of someone who needs a transplant, improving the quality of life a transplant recipient, helping as many as 11 people needing transplants, donating because it's the right thing to do, being able to indicate which organs would be donated and being able to choose how the donation would be used.

Canadians with an ethnic background that is European other than British or French place higher than average importance on being able to choose how the donation would be used, being able to indicate which organs would be donated and being remembered as a caring and good person; they assign lower importance to donating because it's the right thing to do, the need for more donations in Canada, research leading to treatments and cures, and not needing organs after death. Canadians with a non-European ethnic background place lower importance than most on many of these reasons, however, they do assign higher importance to feeling that loved ones are comforted by the donation, being able to indicate which organs would be donated and being remembered as a caring and good person.

Canadians born outside of Canada are less influenced by most of these reasons, however they do give being remembered as a caring and good person a higher than average assessment.

## Impact on Decision to Donate – More Organ Donations Needed

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	81	88	63	77
Mean	5.94	6.28	5.28	5.72

### Q.14c

*Here are some reasons why a person might donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally in deciding whether you might donate your body, your organs or your tissues ... Because more organ donations are needed in this country today.*

## Impact on Decision to Donate – Research Using Organs/Tissues Could Lead to Treatments/Cures for Diseases

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	82	88	62	80
Mean	5.87	6.13	5.04	5.77

### Q.14f

*Here are some reasons why a person might donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally in deciding whether you might donate your body, your organs or your tissues ... Because scientific research using your organ and tissue donation could lead to treatments and cures for diseases.*

Catholics give a higher than average importance to most of these reasons. Protestants are less swayed by improving the quality of life of a transplant recipient and being remembered as a caring and good person. Canadians of other religious affiliations give lower assessments to almost all of these reasons, however, they do place higher than average importance on being able to indicate which organs would be donated.

Quebecers assign a higher importance to many of these reasons, however, they are less inclined to see feeling that loved ones are comforted by the donation and being able to indicate which organs would be donated as important. Ontarians are more strongly influenced by being able to choose how the donation would be used and being able to indicate which organs would be donated, but they place lower than average importance on being remembered as a caring and good person. Atlantic Canadians place a higher than average importance on the need for more donations in Canada, research leading to treatments and cures, feeling that loved ones are comforted by the donation, and being remembered as a caring and good person; they assign less importance to donating because it's the right thing to do and being able to choose how the donation would be used. Residents of the prairie provinces tend to give higher assessments to being able to choose how the donation would be used, being able to indicate which organs would be donated and feeling that loved ones are comforted by the donation; they are less influenced by research leading to treatments and cures and not needing organs after death. British Columbians, particularly Vancouverites, assign lower than average importance to most of these reasons.

### Impact on Decision to Donate – Organs/Tissues Not Needed after Death

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	75	84	49	73
Mean	5.76	6.19	4.71	5.52

*Q.14d*

*Here are some reasons why a person might donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally in deciding whether you might donate your body, your organs or your tissues ... Because you do not need your organs or tissues after death.*

### Impact on Decision to Donate – Ability to Choose Use of Organs/Tissues

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	68	69	58	69
Mean	5.29	5.33	4.85	5.33

*Q.14i*

*Here are some reasons why a person might donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally in deciding whether you might donate your body, your organs or your tissues ... If you were able to choose whether your organs and tissues were to go toward a transplant for a needy person or toward scientific or medical research.*

For those reasons that strong majorities of three-quarters or more of Canadians see as important – saving the life of someone who needs a transplant, improving the quality of life of a transplant recipient, helping as many as 11 people needing transplants, donating because it’s the right thing to do, the need for more donations in Canada, research leading to treatments and cures, and not needing organs after death – those who have signed an organ donor card provide consistently higher assessments than do those who have not signed a donor card. As well, those who have decided to be organ donors give greater importance to these reasons than do those who have decided not to donate. It is important to note that the undecided do not differ a great deal from the decided on most items.

However, for those reasons that are seen as important by about two-thirds of Canadians – being able to choose how the donation would be used and feeling that loved ones are comforted by the donation – there is little difference in the assessments given by those who have signed donor cards and those who have not. Further, there is little difference in the responses of those who have decided to donate and those who are undecided, while those who have decided not to donate give the lowest assessments.

### Impact on Decision to Donate – Would Be Comforting to Loved Ones

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	62	64	51	61
Mean	4.99	5.03	4.46	5.06

*Q.14j*

*Here are some reasons why a person might donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally in deciding whether you might donate your body, your organs or your tissues ... If your loved ones would feel comforted by your donation.*

### Impact on Decision to Donate – Ability to Donate Only Specific Organs/Tissues

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	53	50	47	56
Mean	4.49	4.28	4.30	4.74

*Q.14g*

*Here are some reasons why a person might donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally in deciding whether you might donate your body, your organs or your tissues ... If you were able to indicate that you want only specific organs or tissues donated.*

For the two reasons seen as least important overall – being able to indicate which organs would be donated and being remembered as a caring and good person – those who have not signed a donor card give higher assessments than those who have signed cards. As well, those who are undecided see these reasons as more important than do those who have decided not to donate, and those who have decided to donate give the lowest assessments.

### Impact on Decision to Donate – Would Be Remembered as Good/Caring Person

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	30	27	31	34
Mean	3.48	3.28	3.37	3.71

*Q.14b*

*Here are some reasons why a person might donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally in deciding whether you might donate your body, your organs or your tissues ... If people would remember you as a good and caring person for making this donation.*



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## B. Reasons for Not Donating

*Canadians generally place low importance on a number of reasons not to become a donor.*

All survey respondents were given a number of reasons why a person might not donate their body, their organs or their tissues at the time of their death. For each reason, they were asked to indicate how important a factor it would be for them personally as a reason why they might not donate, using a seven point scale where one means not at all important and seven means extremely important.

In general, Canadians place low importance on all of the reasons examined as factors for them personally in deciding why they might not become organ donors.

Canadians give the most importance to “because you think that donating your organs or tissues would make your death a more difficult experience for your loved ones” (20% rate it five or higher, mean 2.87) and “because some people who receive organ transplants may not really deserve to receive them, since they have abused their own health through behaviours such as drug or alcohol use” (22%, mean 2.78). However, while two in ten think each of these are important factors for them personally as a reason why they might not become donors, more than four in ten each say these are not at all important reasons.

## Impact on Decision Not to Donate – Would Make Death More Difficult for Family

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	20	11	31	27
Mean	2.87	2.33	3.61	3.28

### Q.15c

*Here are some reasons why a person might not donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally as a reason why you might not donate ... Because you think that donating your organs or tissues would make your death a more difficult experience for your loved ones.*

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## Impact on Decision Not to Donate – Recipients May Not Deserve Organ Transplant

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	22	17	28	24
Mean	2.78	2.47	3.22	3.02

### Q.15b

*Here are some reasons why a person might not donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally as a reason why you might not donate ... Because some people who receive organ transplants may not really deserve to receive them, since they have abused their own health through behaviours such as drug or alcohol use.*

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Fewer than two in ten each think that “because death is too disturbing to think about” (18%, mean 2.56), “because it might delay or complicate the burial arrangements for your family” (16%, mean 2.52) and “because you believe the procedures used to remove organs and tissues are too intrusive on the donor’s body” (13%, mean 2.28) are important reasons. About one-half each see these as not at all important.

About one in ten give “because you don’t believe that donating is the right thing to do” (14%, mean 2.24) and “because your religious views do not support organ and tissue donation” (12%, mean 2.07) as important reasons, and about two-thirds say they are not at all important.

Women in general place somewhat higher importance on the belief that donating is not the right thing to do and on religious views that do not support donation; they see concern over undeserving recipients as less important in deciding not to donate. Working women, however, assign a lower than average importance to almost all of these reasons.

Younger Canadians tend to assign higher than average importance to most of these reasons, with the exception of the belief that donating is not the right thing to do. Canadians aged 45 to 54 years place lower than average importance on all the reasons examined. Canadians aged 65 years or more give higher assessments of importance to most of these, with the exception of the concern that donation might delay or complicate burial arrangements.

Canadians with an ethnic background that is European other than British or French, as well as Canadians with non-European ethnic backgrounds, tend to place greater than average importance on all of these reasons not to donate. As well, those Canadians born outside of Canada see all of these reasons as more important than do those born in Canada.

### Impact on Decision Not to Donate – Death Too Disturbing to Think about

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	18	7	25	27
Mean	2.56	1.81	3.13	3.21

*Q.15f*

*Here are some reasons why a person might not donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally as a reason why you might not donate ... Because death is too disturbing to think about.*

### Impact on Decision Not to Donate – Would Delay/Complicate Burial Arrangements

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	16	8	22	21
Mean	2.52	2.04	3.00	2.92

*Q.15g*

*Here are some reasons why a person might not donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally as a reason why you might not donate ... Because it might delay or complicate the burial arrangements for your family.*

Catholics place greater than average importance on the beliefs that death is too disturbing to think about and that retrieval procedures are too intrusive. Protestants give a higher assessment to concerns that donation would make death more difficult for family. Canadians of other religious affiliations place greater than average importance on most of the reasons examined. Non-religious respondents give less than average importance to all seven reasons.

Quebecers assign lower than average importance to all of these reasons. Atlantic Canadians place greater than average importance on most reasons, with the exception of concern over undeserving recipients. Ontarians assign greater than average importance to concern that donation would make death more difficult for the family. Residents of the four western provinces place higher than average importance on concern over undeserving recipients. Residents of Saskatchewan also place higher importance on concern that donation would make death more difficult for the family, concern that donation might delay or complicate burial arrangements, and religious views that do not support donation. Albertans give more importance to concern that donation might delay or complicate burial arrangements and the belief that retrieval procedures are too intrusive. Vancouverites tend to place more importance on most of these reasons.

Canadians who have not signed an organ donor card place greater importance on all of these reasons not to donate than do those who have signed a donor card.

Canadians who have decided to be donors place lower importance on all of these reasons than do those who are undecided, or those who have decided not to donate their organs and tissues after death. With respect to four of these reasons – concern that donation would make death more difficult for the family, concern over undeserving recipients of donated organs,

### Impact on Decision Not to Donate – Procedures Too Intrusive

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	13	8	15	18
Mean	2.28	1.81	2.58	2.69

*Q.15a*

*Here are some reasons why a person might not donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally as a reason why you might not donate ... Because you believe the procedures used to remove organs and tissues are too intrusive on the donor's body.*

### Impact on Decision Not to Donate – Not the Right Thing to Do

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	14	9	18	18
Mean	2.24	1.79	2.58	2.62

*Q.15e*

*Here are some reasons why a person might not donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally as a reason why you might not donate ... Because you don't believe that donating is the right thing to do.*

concern that donation might delay or complicate burial arrangements and religious views that do not support donation – those who have decided not to donate their organs provide the highest (average) assessments of importance, suggesting that these reasons resonate most strongly with this particular group. For the remaining three reasons – that death is too disturbing to think about, retrieval procedures are too intrusive, and that donating is not the right thing to do – those who are undecided provide the highest (average) assessments.

### Impact on Decision Not to Donate – Against Religious Views

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Important	12	9	17	16
Mean	2.07	1.72	2.54	2.34

*Q.15d*

*Here are some reasons why a person might not donate their body, their organs or their tissues at the time of their death. Using a seven point scale, where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally as a reason why you might not donate ... Because your religious views do not support organ and tissue donation.*

A. Awareness of Need for Organ Donations in Canada

*The vast majority of Canadians are aware that there is a great need for organs to be used for organ transplants in Canada.*

When asked to think of the number of organ donations available and the number of organs needed for organ transplants in this country, eight in ten Canadians (82%) agree that there is a great need, while 14 percent say that there is some need. Less than two percent think there is little or no need, and three percent offer no response.

While awareness is high in most regions and demographic groups, women, particularly working women, better educated and more affluent respondents, and Quebecers are more likely to be aware of the great need for donations. Younger respondents, those whose religious affiliation is non-Christian, those born outside Canada, and residents of Saskatchewan and British Columbia, particularly Vancouver, are less inclined to agree that there is great need.

Those who have signed an organ donor card (91%) are more likely than those who have not (74%) to know that there is a great need for organ donations. As well, those who have decided to donate their organs and tissues (91%) are more likely than those who are undecided (75%) or those who have decided not to donate (66%) to agree that there is great need.

Awareness of the Need for Organ Donations in Canada

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
A great deal	82	91	66	75
Some need	14	6	23	19
Little need	1	*	2	2
No need	*	*	2	*
dk/na	3	2	8	3

\* Less than one percent

Q.12

*As far as you know, thinking of the number of organ donations available and the number of organs needed for organ transplants in this country, is there a great need, some need, little need or no need at all for more organ donations?*

## B. Perceptions about Organ Donation

*Most Canadians believe that organ transplants are effective health care treatments and that anyone at any age can become an organ and tissue donor. A plurality believe Canada has one of the highest rates of organ donation among the industrialized countries. Opinion is divided but tends to reject the belief that rich people who need organ transplants are more likely to receive them. Most Canadians reject the beliefs that organ donation procedures leave the body disfigured and mutilated and that doctors may declare death prematurely in order to get donations.*

Respondents were read six statements about organ donation and asked to indicate whether they believed each statement to be definitely true, probably true, probably not true or definitely not true.

Nine in ten Canadians (91%) say that “organ transplants are effective health care treatments” is definitely (54%) or probably (37%) true. Only six percent believe that this statement is definitely or probably not true. Men, those aged 45 to 64 years, university graduates, non-religious people and Quebecers are more inclined to say that this statement is definitely true, as are those who have signed organ donor cards and those who have decided to donate their organs and tissues. Those aged 18 to 24 years, those whose ethnic background is non-European, those whose religious affiliation is non-Christian, those born outside of Canada and residents of Saskatchewan, the Atlantic provinces, and the metropolitan areas of Toronto and Vancouver are less inclined to say it is definitely true.

## Transplants Are Effective Treatments

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Definitely true	54	63	43	46
Probably true	37	31	38	44
Probably not true	5	3	8	5
Definitely not true	1	2	2	1
dk/na	3	1	8	4

### Q.13a

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or is definitely not true ... Organ transplants are effective health care treatments.*

Seven in ten Canadians (70%) say that “anyone at any age can become an organ and tissue donor” is definitely (40%) or probably (30%) true. One-quarter (25%) say this is definitely (10%) or probably (15%) not true, and five percent offer no opinion. Women, those aged 35 to 44 years, and Quebecers are more inclined to say that this statement is definitely true, as are those who have signed organ donor cards and those who have decided to donate their organs and tissues. Those aged 18 to 24 years and those 65 years or more, those whose religious affiliation is non-Christian, and residents of Ontario and British Columbia, particularly Vancouver, are less inclined to say it is definitely true.

A plurality (40%) say that “Canada has one of the highest rates of organ donation among the industrialized countries” is definitely (4%) or probably (36%) true, while three in ten (28%) say it is definitely (5%) or probably (23%) not true. Three in ten (31%) offer no response to this question. Those aged 18 to 34 years, the least educated and least affluent respondents and Atlantic Canadians are more inclined to say this statement is either definitely or probably true.

## Anyone Can Become an Organ Donor

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Definitely true	40	45	39	36
Probably true	30	27	25	34
Probably not true	15	15	18	14
Definitely not true	10	9	10	11
dk/na	5	4	8	6

### Q.13f

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or is definitely not true ... Anyone at any age can become an organ and tissue donor.*

## Canada Ranks High in Donations

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Definitely true	4	4	7	4
Probably true	36	36	31	38
Probably not true	23	23	24	22
Definitely not true	5	6	7	4
dk/na	31	31	31	31

### Q.13d

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or is definitely not true ... Canada has one of the highest rates of organ donation among the industrialized countries.*

Opinion is divided, but tends to reject the belief that “rich people who need organ transplants are more likely to receive them in this country’s hospitals than are poorer people who need organ transplants.” One-half of Canadians (51%) believe that the statement is definitely (21%) or probably (30%) not true, while more than four in ten (44%) say it is definitely (15%) or probably (29%) true, and five percent offer no response. Working women, better educated and more affluent respondents, Protestants and Atlantic Canadians are more inclined to reject this belief, as are those who have signed organ donor cards and those who have decided to donate their organs and tissues. Men, those aged 18 to 24 years and those 55 years or more, those of non-European ethnic backgrounds, Catholics, those whose religious affiliation is non-Christian, those born outside Canada and Quebecers are more inclined to say it is definitely true, as are those who have decided not to donate their organs or tissues.

Almost eight in ten Canadians (77%) believe that “doctors may prematurely declare a person to be dead in order to get potential organ and tissue donations” is definitely (47%) or probably (30%) not true. However, two in ten (19%) say it is definitely (6%) or probably (13%) true, and five percent offer no response. Working women, better educated and more affluent respondents, those with British ethnic background, those whose religious affiliation is non-Christian, and Manitobans are more inclined to reject this belief, as are those who have signed organ donor cards and those who have decided to donate their organs and tissues. Those with European ethnic backgrounds other than British or French, and those with non-European ethnic backgrounds, those born outside Canada and British Columbians, particularly Vancouverites, are less inclined to reject this.

### Rich More Likely to Receive Donations

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Definitely true	15	14	23	15
Probably true	29	29	28	30
Probably not true	30	28	32	31
Definitely not true	21	25	14	19
dk/na	5	4	4	6

Q.13e

Please tell me if you think each of the following statements is definitely true, probably true, probably not true or is definitely not true ... Rich people who need organ transplants are more likely to receive them in this country’s hospitals than are poorer people who need organ transplants.

### Donations Acquired Prematurely

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Definitely true	6	4	8	7
Probably true	13	10	22	15
Probably not true	30	30	24	31
Definitely not true	47	52	40	43
dk/na	5	4	7	5

Q.13c

Please tell me if you think each of the following statements is definitely true, probably true, probably not true or is definitely not true ... Doctors may prematurely declare a person to be dead in order to get potential organ and tissue donations.



Seven in ten Canadians (71%) believe that “organ donation procedures leave the body disfigured and mutilated” is definitely (34%) or probably (37%) not true. Two in ten (22%) say it is definitely (6%) or probably (16%) true, and eight percent offer no response. Women, particularly working women, more affluent respondents, and Manitobans are more inclined to reject the statement, as are those who have signed organ donor cards and those who have decided to donate their organs and tissues. Those aged 65 years or more, those with European ethnic backgrounds other than British or French, and those with non-European ethnic backgrounds, those whose religious affiliation is non-Christian, those born outside Canada and British Columbians, particularly Vancouverites, are less inclined to reject it.

### Donation Disfigures/Mutilates the Body

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Definitely true	6	4	11	6
Probably true	16	13	17	18
Probably not true	37	35	25	41
Definitely not true	34	41	37	26
dk/na	8	7	9	9

*Q.13b*

*Please tell me if you think each of the following statements is definitely true, probably true, probably not true or is definitely not true ... Organ donation procedures leave the body disfigured and mutilated.*

A. Discussion with Family Members

*Almost six in ten Canadians have discussed organ and tissue donation with close family members.*

When Canadians are asked whether they have discussed the topic of organ and tissue donation with close family members, just under six in ten (57%) say they have done so, while four in ten (42%) say that they have not.

Women, especially working women, those aged 45 to 64 years, better educated and more affluent respondents, and Quebecers are more likely to have discussed the topic with close family members. Those aged 65 years or more, those whose ethnic background is non-European, and those whose religious affiliation is non-Christian are less likely to have done so.

Respondents who have signed an organ donor card (81%) and those who have decided to be donors (83%) are significantly more likely than those who have not to say that they have discussed donation with close family members. Those who are undecided (33%) are less likely than others to have discussed the topic with close family members.

As noted above, most respondents who have made a decision whether to donate or not to donate, or who have signed a donation card, say that their family members know about their decision.

Discussion with Family Members

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Yes	57	83	52	33
No	42	17	48	67

Q.16

*Have you discussed the topic of organ and tissue donation with your close family members, either your views and intentions or their views and intentions?*

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## B. Legal Precedence: Wishes of Deceased or Wishes of Family?

*A majority of Canadians believe that the wishes of the deceased do take precedence, and should take precedence, over the wishes of the family.*

Respondents were asked which takes legal precedence – the wishes of the deceased who has signed the donor card, or the wishes of the family or next of kin who oppose the organ donation – in a situation where someone has signed an organ donor card but his or her family does not wish any organ donation to take

place. Almost seven in ten (68%) believe that the wishes of the deceased do take precedence, while just over two in ten (23%) are aware that the wishes of the family or next of kin take precedence. Eight percent offer no response to this question.

When asked which should take precedence in such a situation, the wishes of the deceased or the wishes of the family or next of kin, nine in ten (90%) say that the wishes of the deceased should take legal precedence, while fewer than one in ten (8%) felt that the family’s wishes should take precedence.

### Legal Precedence for Donations – What Does Happen

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Wishes of deceased who signed card	68	65	71	71
Wishes of family who oppose donation	23	27	20	20
dk/na	8	8	8	9

Q.17

*What happens in a situation where someone has signed an organ donor card but his or her family does not wish any organ donation to take place? As far as you know, which actually takes legal precedence: the wishes of the deceased person who has signed the donor card, or the wishes of the family or next of kin who oppose the organ donation?*

### Legal Precedence for Donations – What Should Happen

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Wishes of deceased who signed card	90	91	83	89
Wishes of family who oppose donation	8	8	14	8
dk/na	2	1	3	2

Q.18

*In your opinion, which should take legal precedence: the wishes of the deceased person who has signed the donor card, or the wishes of the family or next of kin who oppose the organ donation?*

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Younger Canadians, as well as those who are 65 years or more, less educated and less affluent respondents, Catholics and Quebecers are more likely than others to believe that the wishes of the deceased currently take legal precedence in such situations.

Women, especially working women, Protestants and Manitobans, are more likely to be aware that the wishes of family or next of kin currently take legal precedence.

Respondents who have signed a donor card (28%) and those who have decided to be donors (27%) are more likely than others to know that the wishes of the next of kin take legal precedence, but even among these groups, almost two-thirds believe that the wishes of the deceased would be honoured in such a situation.

Across almost all demographic groups, large majorities of close to nine in ten believe that the wishes of the deceased should take legal precedence with respect to organ and tissue donation. Those whose ethnic background is non-European, and those born outside Canada are slightly less likely to share this opinion, but even among these groups, at least eight in ten would give legal precedence to the wishes of the deceased.

Respondents who have signed organ donor cards, those who have decided to be organ and tissue donors (91%), and those who are undecided (89%), are somewhat more likely than others to award legal precedence to the wishes of the deceased.

### c. Consent to Organ Donation for Deceased Family Member

*The vast majority of Canadians would consent to an organ donation for a loved one who had signed a donor card and had discussed donation with them and most would consent if their loved one had signed a donor card but had never discussed it with them. Only one-quarter say they would consent to an organ donation for a loved one if he or she had not signed a donor card.*

Respondents were informed that close family members do in fact, make the final decision about whether an organ donation will take place. They were then asked about whether they would consent to a donation for a loved one in three different situations.

Respondents were asked the likelihood that they would consent to an organ donation for a loved one who had died who had signed an organ donor card and had discussed donation with them. More than eight in ten (83%) say it is very likely and a further one in ten (13%) say it is somewhat likely that they would consent to donation under these circumstances. Only three percent say it is not very (1%) or not at all (2%) likely that they would do this.

When asked how likely they would be to consent to donation for a loved one who had signed an organ donor card but had never discussed this with them, two-thirds (65%) say it is very likely and one-quarter (26%) say it is somewhat likely that they would give consent in this situation. Only eight percent say it is not very (4%) or not at all (4%) likely that they would do this.

In both of these situations, those aged 65 years or more, less educated and less affluent respondents, those whose ethnic background is non-European, those whose religious affiliation is non-Christian, and those born outside Canada express less likelihood of consent. Where the donor card has been signed but

### Consenting to Organ Donation for Deceased Family Member

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Very likely	83	93	68	76
Somewhat likely	13	5	16	19
Not very likely	1	1	3	2
Not at all likely	2	1	10	1
dk/na	1	1	4	2

#### Q.19a

*At the time of a person's death, the close family members do in fact, make the final decision about whether an organ donation will take place. If you were in this difficult situation, how likely is it that you would consent to an organ donation for a loved one who has died if he or she had signed an organ donor card and had discussed with you that they wanted to donate? Would you be very, somewhat, not very or not at all likely to consent?*

### Consenting to Organ Donation for Deceased Family Member

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Very likely	65	79	48	53
Somewhat likely	26	17	28	35
Not very likely	4	2	7	6
Not at all likely	4	1	12	4
dk/na	1	1	6	1

#### Q.19b

*And how likely would you be to consent to an organ donation for a loved one who has died if he or she had signed an organ donor card but had never discussed this with you? Would you be very, somewhat, not very or not at all likely to consent?*

there has been no discussion, younger Canadians are also less likely to give consent. In the same circumstances, Quebecers and Manitobans are slightly more likely to consent to a donation.

Finally, respondents were asked how likely they would be to consent to an organ donation for a loved one who has not signed an organ donor card. In this circumstance, one-quarter (25%) say it is very likely and one-third (31%) say it is somewhat likely that they would give consent in this situation. Four in ten (41%) say it is not very (15%) or not at all (26%) likely that they would do this.

Younger Canadians, less educated and less affluent respondents, those whose ethnic background is either European other than British or French, or non-European, those whose religious affiliation is non-Christian, those born outside Canada and residents of Saskatchewan and British Columbia, particularly Vancouver, are less likely to give consent in this situation. Quebecers, particularly Montrealers, are more likely to consent.

Under all three circumstances tested, those who have themselves signed organ donor cards and those who have decided to be organ and tissue donors are notably more inclined to give consent than are those who have not signed cards, those who are undecided about being organ donors, and, in particular, those who have decided not to be organ donors.

## Consenting to Organ Donation for Deceased Family Member

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Very likely	25	38	18	14
Somewhat likely	31	29	19	35
Not very likely	15	12	13	19
Not at all likely	26	18	44	30
dk/na	3	3	5	3

*Q.19c*

*And how likely would you be to consent to an organ donation for a loved one who has died if he or she had not signed an organ donor card? Would you be very, somewhat, not very or not at all likely to consent?*

## 8.0 INFORMATION ISSUES

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### A. Recall of Articles, Advertising or Information

*Three in ten Canadians have seen or read information about organ and tissue donation in the past few months. Television advertisements and newspaper articles are the most frequently mentioned sites of recalled information. Respondents recall a wide range of information associated with organ and tissue donation.*

When asked whether they have seen or read any articles, information or advertising about organ and tissue donation over the past few months, three in ten Canadians (29%) recall seeing or reading such material, while seven in ten (71%) do not.

### Recall of Articles, Advertising or Information

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Yes	29	33	31	24
No	71	67	67	76

*Q.20a*

*Have you seen or read any articles, information or advertising about the topic of organ and tissue donation over the past few months?*

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Among those who do recall seeing or reading any material on organ and tissue donation, almost four in ten (37%) say they saw a television advertisement, and one-third (33%) mention seeing or reading a newspaper article. One in ten each recall seeing or reading a magazine (12%) or a brochure or pamphlet (11%). Smaller proportions mention a poster (3%), a

book (3%), material in a doctor's office, hospital, clinic or Red Cross office (3%), website information (3%) and radio (3%). Two percent or less each mention word of mouth, TV news, change to driver's licence, marriage license or other forms, or school. Four percent mention other sources, and four percent offer no response.

### Sources Recalled

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Television ad	37	36	41	37
Newspaper article	33	40	22	27
Magazine	12	10	10	15
Brochure/pamphlet	11	10	15	10
Poster	3	4	2	4
Book	3	4	—	2
Doctor's office/hospital/clinic/Red Cross	3	3	4	3
Website information	3	3	2	2
Radio	3	3	2	3
Word of Mouth	2	1	—	3
TV news	1	1	—	2
Driver's licence/marriage/other forms	1	*	4	1
School	1	1	—	1
Other	4	3	15	3
dk/na	4	4	4	4

*Q.20b*

*Where did you see or read it?  
Subsample: Respondents who have seen or read any articles, information or advertising about the topic of organ and tissue donation over the past few months*



Those who recall seeing or reading any material on organ and tissue donation were also asked what they recall about what they saw or read. Scenes, phrases or information recalled include: inform or talk to family about organ donation (11%), donor card not on driver's licence (5%), research/advances/cures (5%), reference to specific organs or tissues (4%), information or education about organ donation in general (3%), references to greatly needed/shortage/donate now (3%), trafficking (3%), the number of people who benefit (3%) or per-

sonal stories (1%). Fifteen percent recall other specifics. One-half either say they recall nothing (18%) and or offer no response (32%).

Those who have signed a donor card are more inclined than those who have not to recall seeing or reading such material. Those who have decided to be organ and tissue donors, and, to a lesser extent, those who have decided not to be donors, are more likely than those who have made no decision to recall such materials.

## Recall of Content

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Inform/talk to family about organ donation	11	9	4	15
Not on driver's license	5	6	7	3
Research/advances/cures	5	3	3	8
Specific organ or tissue	4	4	5	4
General information about organ donation	3	4	2	2
Greatly needed/shortage/donate now	3	4	—	2
Trafficking	3	4	—	2
Number of people who benefit	3	3	—	3
Personal stories	1	2	2	1
Other	15	17	12	14
None/nothing	18	18	17	19
dk/na	32	29	47	32

*Q.20c*

*What do you recall about what you saw or read? Please describe some scenes, phrases or information. Subsample: Respondents who have seen or read any articles, information or advertising about the topic of organ and tissue donation over the past few months*

## B. Topics of Interest and Questions about Organ and Tissue Donation

*One-half of Canadians volunteer topics or questions of interest, covering a wide range of topics, including the effectiveness of transplants and how organs and tissues are used.*

When asked what topics or questions, if any, most interest them with regard to organ and tissue donation, Canadians mention a broad range of topics, including: the effectiveness of transplants (8%), how organs and tissues are used (6%), research/advances/cures (5%), how

recipients are chosen/criteria (4%), specific organs and tissues (4%), legalities (4%), statistics (3%), how a donor is treated (3%), needing more information in general (3%), the process of donating/administration (2%), how organs and tissues are preserved (2%), ability to choose or request who receives (2%), choose/requesting donation (1%), promotion of organ donation (1%), organ trafficking (1%), and religious objections (1%). One-half of respondents either say there are no topics or questions of interest to them (18%) or offer no response (36%).

### Topics of Interest/Questions Regarding Organ/Tissue Donation

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Effectiveness of transplants	8	9	5	7
How used	6	6	4	6
Research/advances/cures	5	5	5	5
How recipients chosen/criteria	4	3	4	5
Specific organ and tissues	4	3	4	4
Legalities	4	4	1	3
Statistics	3	4	2	2
How donor is treated	3	2	1	3
More information (general)	3	3	1	2
Process of donating (administration)	2	3	—	3
How organs and tissues preserved	2	2	2	2
Choose/request who receives	2	2	2	2
Choose/requesting donation	1	2	1	1
Promotion of organ donation	1	2	—	1
Organ trafficking	1	1	—	*
Religious objections	1	1	1	*
Would my organs be useful?	*	*	—	1
Choose/request certain parts	*	*	—	*
Other	4	5	3	3
No topics/questions of interest	18	17	25	18
dk/na	36	33	45	37

#### Q.21

*What topics or questions, if any, most interest you with regard to organ and tissue donation?*

The proportions that mention each of these topics are fairly stable across all demographic groups. Among the various regions, there is some indication that Quebecers, Manitobans and British Columbians, particularly Vancouverites, are somewhat more inclined to volunteer topics of interest to them.

Respondents who have not signed a donor card and, notably, those who have decided not to donate organs or tissues, are less inclined than others to suggest topics or questions of interest to them.

### c. Awareness of Green Ribbon Campaign

*Only six percent of Canadians are aware of the Green Ribbon Campaign.*

When respondents are asked whether they are aware of or have seen or heard anything about the Green Ribbon Campaign, fewer than one in ten (6%) say they have heard of the campaign. More than nine in ten (94%) express no knowledge of it.

Awareness is low among all regions and demographic groups, although there is some indication that Ontarians, particularly Torontonians, may be slightly more aware of the campaign.

#### Awareness of Green Ribbon Campaign

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Yes	6	6	3	6
No	94	94	97	94

Q.22

*Are you aware of or have you seen or heard anything about the Green Ribbon Campaign?*

## 9.0 POLICY OPTIONS

### A. Support for Common Safety Standards Across Canada

*There is almost unanimous approval for the establishment of common safety standards across the country for organ and tissue transplantation.*

When Canadians are asked whether they support or oppose the establishment of common safety standards across the country for organ and tissue transplantation, nine in ten (91%) say they strongly (69%) or somewhat (22%) approve; only two percent express any disapproval, and six percent offer no response.

While overall support is high in all regions and demographic groups, there are some differences in the intensity of support. Strong support is higher among those aged 55 to 64 years, the better educated and more affluent, and those living in large metropolitan areas, particularly Vancouver. Strong support is also slightly higher in the Atlantic provinces and Quebec.

Respondents who have signed an organ donor card (77%) and those who have decided to be organ and tissue donors (77%) are also more likely than others to support the establishment of common safety standards across the country for organ and tissue transplantation.

### Support for Common Safety Standards Across Canada

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Strongly support	69	77	57	64
Somewhat support	22	18	24	27
Somewhat oppose	1	1	5	1
Strongly oppose	1	*	3	2
dk/na	6	4	11	6

Q.23

*Do you strongly support, somewhat support, somewhat oppose or strongly oppose the establishment of common safety standards across the country for organ and tissue transplantation?*

## B. Support for Changed Legislation

*One-half of Canadians support changed legislation that presumes consent for organ and tissue donation unless the person has specifically indicated that he or she does not want this.*

Respondents were informed that, in some countries, when a person dies, that person's organs and tissues, if considered suitable, are transplanted, unless the person has specifically indicated that he or she does not want this. They were also told that, in Canada, a person or their closest family members must specifically agree to this before it will take place.

One-half of Canadians (50%) either strongly (25%) or somewhat (25%) support changing the laws and regulations in this country so that organs and tissues are automatically transplanted unless a person specifies otherwise, while a similar number (47%) either strongly (30%) or somewhat (17%) oppose such legislation.

Opinion on this question is divided in most demographic groups. However, younger Canadians and those whose ethnic background is either French or non-European are somewhat more likely to express support for changes to legislation. Those aged 65 years or more, retired people, and those whose ethnic background is either British or European other than French are less inclined to support this policy change.

Quebecers are notably more inclined to offer support for changes to legislation that would institute presumed consent for organ donation, while those living in Ontario, Saskatchewan and British Columbia, particularly in Vancouver, are less supportive.

## Support for Changed Legislation to Presumed Consent

	TOTAL	WILLING TO DONATE	UNWILLING TO DONATE	UNDECIDED
Strongly support	25	33	19	19
Somewhat support	25	27	14	25
Somewhat oppose	17	18	16	16
Strongly oppose	30	21	46	36
dk/na	3	2	5	4

### Q.24

*In some countries, when a person dies, that person's organs and tissues, if considered suitable, are transplanted, unless the person has specifically indicated that he or she does not want this. In Canada, a person or their closest family members must specifically agree to this before it will take place. Do you strongly support, somewhat support, somewhat oppose or strongly oppose changing the laws and regulations in this country so that organs and tissues are automatically transplanted unless a person specifies otherwise?*

Respondents who have signed a donor card and those who have decided to donate their organs and tissues are also more likely to express support for such legislation; those who have decided not to be donors are considerably less inclined to support such legislation.

## 10.0 CONCLUSIONS AND IMPLICATIONS

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The survey results suggest that Canada's low incidence of organ and tissue donations cannot be explained by antipathy to donating among Canadians themselves. In fact, public values and attitudes toward organ and tissue donation are positive and concerns about organ and tissue donations are few.

The following survey findings are important in reaching this conclusion:

- Overall public support for organ and tissue donation is high – 67 percent strongly approve of it and 96 percent approve overall.
- The number who say they have signed an organ donor card, although perhaps inflated by the “social acceptability” factor, is high.
- Of those who have not signed an organ donor card, the vast majority are not opposed to donating but, in fact, are undecided about it.
- Of those who are undecided about donation, most give as a reason that they haven't thought about it, are procrastinating or are simply undecided; very few appear to be fearful or uncomfortable about the idea.

Environics conducted previous research on public attitudes toward organ and tissue donation, as well as in-depth research on Canadian social values through our annual surveys on social change. Our impressions, in comparing past research on the topic to the new research, are that the public today is more open to organ and tissue donation than in the recent past, and less uncomfortable with the intrusive aspects of medical procedure. As well, nothing in the recent social values research would suggest that Canadians would be antagonistic to organ and tissue donation.

The survey results suggest directions for social marketing initiatives that would increase organ and tissue donation, including directions for target groups and for messaging.

Increasing organ and tissue donation in Canada involves a number of processes. First, it involves increasing the number of Canadians who register to donate and/or sign an organ donor card. As well, it involves increasing the extent to which potential donors discuss their wishes with close family members and it involves increasing the extent to which next of kin agree to a donation on behalf of a loved one who has died.

Following this, the survey allows an estimate of the size of potential target groups in the population as a whole. These include:

POTENTIAL TARGET GROUPS	APPROXIMATE % OF CANADIAN POPULATION
Those who have decided to donate but have not registered or signed a card	6%
Those who have decided to donate but haven't told family members	6%
Those who are undecided about donating	45%
Next of kin who might refuse a donation if their loved one had signed a card and discussed	1%-6%
Next of kin who might refuse a donation if their loved one had signed a card but not discussed the issue with them	0%-2%
Next of kin who might refuse a donation if their loved one had not signed a card	22%-39%

We do not include as a potential target segment, those who say they have made a personal decision against donation.

The survey results suggest that social marketing initiatives that would focus on or emphasize the theme of “discuss your decision with your family” would be a poor use of marketing resources. The fact is that the vast majority of those who have decided to donate have already discussed this with their family members, and the vast majority of next of kin will likely carry through with a donation for a loved one who has signed a card and discussed their wishes. On a population basis, as indicated in the above table, the numbers of people in these categories are very small.

The survey clearly shows that the most important target segment of the population is the 45 percent of Canadians who are undecided about donation but have not made a personal decision against it.

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The following table summarizes the key demographics and attitudes of this segment.

## Target Group – The Undecided Donor (45% of Canadians)

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Demographics	<ul style="list-style-type: none"><li>• Fairly representative of the population as a whole</li><li>• Higher than average representation of:<ul style="list-style-type: none"><li>• Men</li><li>• Younger (18-34) and older (65+)</li><li>• Lower education levels</li><li>• Lower income</li><li>• Ethnic origin – non-European or European other than English or French</li><li>• Religious affiliation – other</li><li>• Western Canada and Toronto residence</li></ul></li></ul>
Key motivators to donate	<ul style="list-style-type: none"><li>• Saving life of recipient</li><li>• Improving the quality of life of recipient</li><li>• Organs and tissues could help as many as 11 people</li><li>• Research could lead to treatments and cures</li></ul>
Secondary motivator to donate	<ul style="list-style-type: none"><li>• Have a choice as to the use/purpose of the donation</li></ul>
Inhibitors to donate	<ul style="list-style-type: none"><li>• Could make death a more difficult experience for loved ones</li><li>• Death is too disturbing to think about</li></ul>
Reasoning	<ul style="list-style-type: none"><li>• “Don’t want to think about it”</li></ul>
Possible message themes	<ul style="list-style-type: none"><li>• “Think about this – saving a life, helping as many as 11 people ...”</li><li>• “Think about this now...”</li><li>• “Make your choice to donate now...”</li></ul>

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Initiatives directed to this target group would have the added value of reinforcing the beliefs and values of those who have already decided to donate and who have signed an organ donor card, who do not differ greatly from the undecided in their motivations. Raising the number of Canadians who sign an organ donor card will also encourage more next of kin to agree to a donation, since next of kin are strongly supportive of agreeing to a donation if their loved one has signed a card.

Finally, the extremely low awareness of the Green Ribbon Campaign suggests that this symbol is not helping build public awareness and acceptance of organ and tissue donation. Initiatives focusing on building awareness of this symbol will likely divert resources away from the greater need to talk to Canadians directly about the great benefits of, and the great need for, organs and tissue donations in this country.





The results of the survey are based on questions asked to 1,516 Canadians 18 years of age and older living within the ten provinces of Canada. The survey was conducted by telephone from October 10 to 15, 2001.

#### SAMPLE SELECTION

The sampling method was designed to complete approximately 1,500 interviews within households randomly selected across Canada with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut. A sample disproportionate to the population of the provinces was used to allocate interviews, to increase the sample sizes of regions/provinces with smaller populations; oversampling was done for the provinces of Manitoba and Saskatchewan, and Ontario was undersampled. Weighting by region was employed to ensure that the results of the survey accurately reflect the actual proportions of the provinces by population.

The distribution of the final sample is as follows.

	WEIGHTED N	UNWEIGHTED N	MARGIN OF ERROR
Atlantic provinces	124	131	8.6
Quebec	382	398	4.9
Ontario	568	450	4.6
Manitoba	57	100	9.8
Saskatchewan	49	99	9.8
Alberta	137	140	8.3
British Columbia	199	198	7.0
Total	1,516	1,516	2.5

Environics uses a modified Waksburg Mitofsky sample selection technique. Telephone numbers are selected from the most recently published telephone directories. These numbers act as “seeds” from which the sample is actually generated. The original “seed” telephone numbers are not used in the sample. The Waksburg Mitofsky sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 18,091 telephone numbers were drawn. From within each household contacted, respondents 18 years of age and older were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

A screening question was asked to exclude from the final sample households in which any household member was employed by an advertising or market research firm or the media.

In the data analysis, the results of the survey were weighted to reflect the actual proportion of oversampled and undersampled segments in the population. For this survey, results have been weighted by age and gender as well as by region.

#### TELEPHONE INTERVIEWING

Interviewing was conducted at Environics’ central facilities in Toronto, Montreal and Calgary.

Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations.

A minimum of five calls were made to a household before classifying it as a “no answer.”

#### COMPLETION RESULTS

A total of 1,516 interviews were completed. The margin of error for a sample of 1,516 is  $\pm 2.5$  percentage points, 19 times in 20. The margins are wider for regional and demographic subsamples.

The following table presents the detailed completion results for this survey of 1,516 interviews.

	#
Number of calls	18,091
Household not eligible	372
Non-residential/not in service	4,622
Language barrier	440
Subtotal	5,434
New Base (18,091-5,434)	12,657
No answer/line busy/ respondent not available	6,916
Refusals	4,084
Mid-interview refusals	141
Subtotal	11,141
Net Completions (12,657-11,141)	1,516

# ENGLISH QUESTIONNAIRE

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**ENVIRONICS**  
R E S E A R C H G R O U P

October 9, 2001

**Organ and Tissue Donation  
Questionnaire - Draft 4 - Final  
PN 4996**

**INTRODUCTION**

Hello, my name is \_\_\_\_\_ of Environics Research Group Ltd. We are conducting a study for the Government of Canada on some important issues. Please be assured that we are not selling or promoting anything in the survey. Your views and answers will be kept strictly confidential and your participation is important if the results of the survey are to be accurate.

We choose telephone numbers at random, then select one person from a household to be interviewed.

A. May I please speak to the person in your household who is 18 years of age or older and has had the most recent birthday.

- #01 Yes
- #02 Not Available..... **SCHEDULE CALL-BACK**
- #03 Refused..... **DISCONTINUE & THANK**

B. Do you or does anyone in your household work for an advertising or market research firm or the media?

- 1 - Yes **THANK AND TERMINATE**
- 2 - No **CONTINUE TO MAIN QUESTIONNAIRE**

C. **(READ IF NECESSARY)** Are you male or female?

- 1 - Male
- 2 - Female

D. Language of survey

- 1 - English
- 2 - French

## AWARENESS

1. Have you ever heard anything about the topic of organ and tissue donation; that is, people donating their body, their organs or their tissues at the time of their death?

- 1 - Yes
- 2 - No
- 3 - DK/NA

2. As far as you know, how does a person in your province officially express their intention to donate their body, their organs or their tissues at the time of their death? **MORE THAN ONE ANSWER POSSIBLE.** Are there other ways for a person to indicate their intention? **DO NOT READ**

(a)	(b)
Official	Other
Ways	Ways

- 01 - Sign donor card with driver's licence
- 02 - Sign donor card with health card
- 03 - Sign other document/other organ donor card (**SPECIFY**) \_\_\_\_\_
- 04 - Register with Organ Donor Registry
- 05 - Tell a doctor/health professional
- 06 - Tell close family member(s)
- 07 - Put it in a will or living will
- 08 - Tell a lawyer
- 09 - Tell family/hospital at time of death
- 10 - No ways/no other ways
- 11 - Other (**SPECIFY**) \_\_\_\_\_
- 12 - DK/NA

3. As far as you know, when someone donates their body, their organs or their tissues at the time of their death, how are they used?

**DO NOT READ - MORE THAN ONE ANSWER POSSIBLE**

- 1 - Treatment for someone who needs a transplant or a sick person
- 2 - Used for scientific research/research on cures/experiments
- 3 - Used by medical schools/medical students
- 4 - Depends on donor specification
- 5 - Other (**SPECIFY**) \_\_\_\_\_
- 6 - DK/NA

4. And as far as you know, when people give permission to donate their body, their organs or their tissues at the time of their death, do they, or do they not...**READ**

- a) have a choice as to how their body, their organs or their tissues will be used; that is, for what purpose they will be used?

- 1 - Yes, have a choice
- 2 - No, do not

**VOLUNTEERED**

- 3 - Depends on jurisdiction
- 4 - DK/NA

b) have a choice as to which of their body organs or tissues would be donated?

5. How much have you personally thought about the topic of organ and tissue donation?

**READ**

- 1 - A great deal
- 2 - Somewhat
- 3 - Not very much, or
- 4 - Not at all
- 5 - DK/NA

**SUPPORT/BEHAVIOR**

6. Do you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove of organ and tissue donation; that is people donating their body, their organs or their tissues at the time of their death?

- 1 - Strongly approve
- 2 - Somewhat approve
- 3 - Somewhat disapprove
- 4 - Strongly disapprove
- 5 - DK/NA

7. Have you signed an organ donor card [that comes with a new driver's licence/health card other - depends on province] that gives permission for your body, your organs or your tissues to be donated at the time of your death? **INTERVIEWER NOTE:** If respondent says they have signed a donor card but it did not come with the item described above, code as 3.

- 1 - Yes
- 2 - No

**VOLUNTEERED**

- 3 - Yes, other
- 4 - DK/NA

8. a) Which of the following statements best describes your own situation?

**READ. ROTATE 1 & 2**

- 1 - You have decided to donate your body, your organs or your tissues at the time of your death **ASK (b)**
- 2 - You have decided not to donate your body, your organs or your tissues at the time of your death **ASK (b)**
- 3 - You have not made a decision about this
- 4 - DK/NA

**IF CODE 1 OR 2 IN Q.8(a), ASK:**

b) Do your close family members know about your decision?

- 1 - Yes
- 2 - No
- 3 - DK/NA

**IF CODE 1 IN Q.8(a), ASK:**

9. a) What is the main reason you have decided to donate your organs upon your death?

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2 - DK/NA

b) Are there any other reasons?

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2 - DK/NA

c) Do you have any reservations about your decision?

- 1 - Yes      **ASK (d)**
- 2 - No      **GO TO NEXT QUESTION**
- 3 - DK/NA    **GO TO NEXT QUESTION**

d) What reservations do you have?

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2 - DK/NA

**IF CODE 2 IN Q.8(a), ASK:**

10. a) What is the main reason that you have decided not to donate your organs upon your death?

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2 - DK/NA

b) Are there any other reasons?

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2 - DK/NA

**IF CODE 3 OR CODE 4 IN Q.8(a), ASK:**

11. What would be the main reason or reasons you have not made a decision about this?

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2 - DK/NA

**BELIEFS/PERCEPTIONS**

**ASK ALL**

12. As far as you know, thinking of the number of organ donations available and the number of organs needed for organ transplants in this country, is there...

**READ**

- 1 - A great need
- 2 - Some need
- 3 - Little need, or
- 4 - No need at all for more organ donations?
- 5 - DK/NA



13. Please tell me if you think each of the following statements is definitely true, probably true, probably not true or is definitely not true. **READ AND ROTATE**

a) Organ transplants are effective health care treatments.

- 1 - Definitely true
- 2 - Probably true
- 3 - Probably not true
- 4 - Definitely not true
- 5 - DK/NA

b) Organ donation procedures leave the body disfigured and mutilated.

c) Doctors may prematurely declare a person to be dead in order to get potential organ and tissue donations.

d) Canada has one of the highest rates of organ donation among the industrialized countries.

e) Rich people who need organ transplants are more likely to receive them in this country's hospitals than are poorer people who need organ transplants.

f) Anyone at any age can become an organ and tissue donor.

### **MOTIVATIONS/REASONS**

14. Here are some reasons why a person might donate their body, their organs or their tissues at the time of their death. Using a seven point scale where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally in deciding whether you might donate your body, your organs or your tissues.

### **READ AND ROTATE**

a) That you would be saving the life of a person who needs an organ transplant.

1      2      3      4      5      6      7

b) That you would be improving the quality of life of person who needs an organ transplant.

c) Because more organ donations are needed in this country today.

d) Because you do not need your organs or tissues after death.

e) Because your organs and tissues could help as many as eleven people who need transplants.

f) Because scientific research using your organ and tissue donation could lead to treatments and cures for diseases.

g) If you were able to indicate that you want only specific organs or tissues donated.

h) If people would remember you as a good and caring person for making this donation.

i) If you were able to choose whether your organs and tissues were to go toward a transplant for a needy person or toward scientific or medical research.

j) If your loved ones would feel comforted by your donation.

k) Because you believe that donating is the right thing to do.

15. Here are some reasons why a person might not donate their body, their organs or their tissues at the time of their death. Using a seven point scale where 1 means not at all important and 7 means extremely important and 4 is the mid-point, how important a factor would each of the following be for you personally as a reason why you might not donate.

**READ AND ROTATE**

a) Because you believe the procedures used to remove organs and tissues are too intrusive on the donor's body.

1      2      3      4      5      6      7

b) Because some people who receive organ transplants may not really deserve to receive them, since they have abused their own health through behaviors such as drug or alcohol use.

c) Because you think that donating your organs or tissues would make your death a more difficult experience for your loved ones.

d) Because your religious views do not support organ and tissue donation.

e) Because you don't believe that donating is the right thing to do.

f) Because death is too disturbing to think about.

g) Because it might delay or complicate the burial arrangements for your family.

**FAMILY /LEGAL**

16. Have you discussed the topic of organ and tissue donation with your close family members, either your views and intentions or their views and intentions?

- 1 - Yes
- 2 - No
- 3 - DK/NA

17. What happens in a situation where someone has signed an organ donor card but his or her family does not wish any organ donation to take place? As far as you know, which actually takes legal precedence: **READ**

- 1 - the wishes of the deceased person who has signed the donor card, or
- 2 - the wishes of the family or next of kin who oppose the organ donation

**VOLUNTEERED**

- 3 - Other (**SPECIFY**) \_\_\_\_\_
- 4 - DK/NA

18. In your opinion, which should take legal precedence ... **READ**

- 1 - the wishes of the deceased person who has signed the donor card, or
- 2 - the wishes of the family or next of kin who oppose the organ donation

**VOLUNTEERED**

- 3 - Other (**SPECIFY**) \_\_\_\_\_
- 4 - DK/NA

19. a) At the time of a person's death, the close family members do in fact, make the final decision about whether an organ donation will take place. If YOU were in this difficult situation, how likely is it that you would consent to an organ donation for a loved one who has died if he or she had signed an organ donor card and had discussed with you that they wanted to donate? Would you be very, somewhat, not very or not at all likely to consent?

- 1 - Very
- 2 - Somewhat
- 3 - Not very
- 4 - Not at all likely
- 5 - DK/NA

b) And how likely would you be to consent to an organ donation for a loved one who has died if he or she had signed an organ donor card but had never discussed this with you? Would you be very, somewhat, not very or not at all likely to consent?

c) And how likely would you be to consent to an organ donation for a loved one who has died if he or she had not signed an organ donor card? Would you be very, somewhat, not very or not at all likely to consent?

## **INFORMATION**

### **ASK ALL**

20. a) Have you seen or read any articles, information or advertising about the topic of organ and tissue donation over the past few months?

- 1 - Yes           **ASK (b)**
- 2 - No           **GO TO NEXT QUESTION**
- 3 - DK/NA       **GO TO NEXT QUESTION**

b) Where did you see or read it?  
**DO NOT READ - CODE ALL THAT APPLY**

- 1 - Television ad
- 2 - Brochure/pamphlet
- 3 - Website information
- 4 - Newspaper article
- 5 - Poster
- 6 - Book
- 7 - Other (**SPECIFY**) \_\_\_\_\_
- 8 - DK/NA

c) What do you recall about what you saw or read? Please describe some scenes, phrases or information.

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- 2 - Nothing
- 3 - DK/NA

**ASK ALL**

21. What topics or questions, if any, most interest you with regard to organ and tissue donation?

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- 2 - No topics/questions of interest
- 3 - DK/NA

22. Are you aware of or have you seen or heard anything about the green ribbon campaign?

- 1 - Yes
- 2 - No
- 3 - DK/NA

**POLICY OPTIONS**

23. Do you strongly support, somewhat support, somewhat oppose or strongly oppose the establishment of common safety standards across the country for organ and tissue transplantation?

- 1 - Strongly support
- 2 - Somewhat support
- 3 - Somewhat oppose
- 4 - Strongly oppose
- 5 - DK/NA

24. In some countries, when a person dies, that person's organs and tissues, if considered suitable, are transplanted, unless the person has specifically indicated that he or she does not want this. In Canada, a person or their closest family members must specifically agree to this before it will take place. Do you strongly support, somewhat support, somewhat oppose or strongly oppose changing the laws and regulations in this country so that organs and tissues are automatically transplanted UNLESS A PERSON SPECIFIES OTHERWISE?

- 1 - Strongly support
- 2 - Somewhat support
- 3 - Somewhat oppose
- 4 - Strongly oppose
- 5 - DK/NA

25. Thinking of yourself, if you were in need of an organ or tissue transplant, would you be willing to accept one or not? **DO NOT READ**

- 1 - Yes, would be willing
- 2 - Might/would consider
- 3 - No, would not
- 4 - DK/NA

## DEMOGRAPHICS

Finally, a few questions for statistical purposes. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential.

26. Which of the following best describes your own present employment status? **READ**

- 1 - Working full-time
- 2 - Working part-time
- 3 - Unemployed or looking for a job
- 4 - Stay at home full-time
- 5 - Student
- or** 6 - Retired
- VOLUNTEERED**
- 7 - Disability pension
- 8 - REFUSAL

27. What is the highest level of education that you have reached?

**DO NOT READ - SELECT ONE ONLY**

- 01 - Some elementary (Grades 1-6)
- 02 - Completed elementary (Grade 7 or 8)
- 03 - Some high school (Grades 9-11)
- 04 - Completed high school (Grades 12 or 13)
- 05 - Some community college, vocational, trade school
- 06 - Completed community college, vocational, trade school
- 07 - Some university
- 08 - Completed university (Bachelor's Degree)
- 09 - Post graduate/professional school (Master's Degree, Ph.D., etc.)
- 10 - No schooling
- VOLUNTEERED**
- 11 - Don't Know / Refuse

28. In what year were you born?

- 1 - SPECIFY \_\_\_\_\_
- 2 - DK/NA

29. Are you:

- 1 - Married or living as a couple
- 2 - Widowed
- 3 - Separated
- 4 - Divorced, or
- 5 - Single
- 6 - DK/NA/Refuse

30. Are there any children under the age of 18 living in your household?

- 1 - Yes
- 2 - No
- 3 - DK/NA

31. To which ethnic or cultural group do you and your ancestors belong? **DO NOT READ**

- 01 - British (English, Irish, Scottish, Welsh)
- 02 - French (Quebécois, Franco Ontarian, Franco-Manitoban, Acadian)
- 03 - German
- 04 - Italian
- 05 - Ukrainian
- 06 - Dutch
- 07 - Chinese
- 08 - Jewish
- 09 - Polish
- 10 - Portuguese
- 11 - Aboriginal (North American Indian, Métis, Inuit, Dene, Mohawk, Cree, etc.)
- 12 - Other European (Russian, Scandinavian, Greek, etc.)
- 13 - West Indian (Caribbean)
- 14 - South Asian (East Indian, Sri Lankan, Pakistani)
- 15 - Other East Asian (ex. Japanese)
- 16 - Southeast Asian (Vietnamese, Cambodian, Malaysian, Filipino)
- 17 - Central Asia/Middle Eastern or North African
- 18 - South or Latin American
- 19 - Sub-Saharan African (black)
- 20 - Canadian
- 21 - American
- 22 - Other (**SPECIFY**) \_\_\_\_\_
- 23 - DK/NA

32. What is your religious affiliation, if any? **DO NOT READ**

- 01 - Buddhist
- 02 - Catholic (Roman/Ukrainian)
- 03 - Hindu
- 04 - Jewish
- 05 - Muslim
- 06 - Orthodox (Christian, Eastern Orthodox)
- 07 - Anglican
- 08 - Baptist
- 09 - Fundamentalist/Evangelical
- 10 - Jehovah's Witnesses
- 11 - Lutheran
- 12 - Pentecostal
- 13 - Presbyterian
- 14 - United Church
- 15 - Other (**SPECIFY**)
- 16 - None/Atheist/Agnostic
- 17 - DK/NA

33. Were you born in Canada or in another country?

- 1 - Canada
- 2 - Another country
- 3 - DK/NA

34. Into which of the following categories would you put the total annual income in 2000 of all the members of your household, including yourself, before taxes and deductions?

- 01 - \$10,000 or less
- 02 - \$10,001 to \$20,000
- 03 - \$20,001 to \$30,000
- 04 - \$30,001 to \$40,000
- 05 - \$40,001 to \$50,000
- 06 - \$50,001 to \$60,000
- 07 - \$60,001 to \$70,000
- 08 - \$70,001 to \$80,000
- 09 - \$80,001 to \$90,000
- 10 - \$90,001 to \$100,000
- 11 - More than \$100,000
- 12 - DK/NA /Refused

Thank you for your participation.

# FRENCH QUESTIONNAIRE

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**ENVIRONICS**  
R E S E A R C H G R O U P

Le 9 octobre 2001

**Questionnaire français**  
**Dons d'organes et de tissus**  
**Questionnaire - Version 4 - Version finale**  
**PN 4996**

**INTRODUCTION**

Bonjour, je m'appelle \_\_\_\_\_ et je travaille pour Environics Research Group Ltd. Nous faisons un sondage pour le compte du gouvernement du Canada sur des sujets qui sont importants. Soyez assuré que nous ne voulons rien vous vendre et que nous ne faisons aucune promotion dans ce sondage. Vos réponses resteront strictement confidentielles, et votre participation est importante pour que les résultats du sondage soient exacts.

Nous choisissons des numéros de téléphone au hasard, et nous sélectionnons ensuite dans le foyer une personne qui sera interviewée.

A. Est-ce que je pourrais parler à la personne de votre foyer qui a 18 ans ou plus et qui a eu son anniversaire le plus récemment?

#01 Oui

#02 Non disponible..... **ORGANISER LE RAPPEL**

#03 Refus..... **REMERCIER ET TERMINER**

B. Est-ce que vous-même ou un membre de votre foyer travaillez pour une agence de publicité, une firme d'études de marché ou un média?

1 - Oui **REMERCIER ET TERMINER**

2 - Non **POUSUIVRE LE QUESTIONNAIRE PRINCIPAL**

C. (LIRE SI NÉCESSAIRE) Est-ce que vous êtes un homme ou une femme?

1 - Homme

2 - Femme

D. Langue du sondage

1 - Anglais

2 - Français

## CONNAISSANCE

1. Est-ce que vous avez déjà entendu quelque chose au sujet du don d'organes et de tissus, c'est-à-dire que des gens donnent leur corps, leurs organes ou leurs tissus au moment de leur mort ?

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

2. Pour autant que vous le sachiez, comment est-ce qu'une personne de votre province exprime officiellement son intention de faire don de son corps, de ses organes ou de ses tissus lorsqu'elle mourra? **PLUS D'UNE RÉPONSE POSSIBLE**. Est-ce qu'il y a d'autres façons pour une personne de signaler son intention? **NE PAS LIRE**

(a)	(b)
Façons Officielles	Autres façons

- 01 - Signer sa carte de donneur avec son permis de conduire
- 02 - Signer sa carte de donneur avec sa carte d'assurance-maladie
- 03 - Signer un autre document/une autre carte de don d'organes (**SPÉCIFIER**) \_\_\_\_\_
- 04 - S'inscrire à une organisation de dons d'organes
- 05 - Aviser un médecin/un professionnel de la santé
- 06 - Aviser un ou des membres de sa famille immédiate
- 07 - En faire mention dans son testament/dans son testament biologique
- 08 - Avertir un avocat
- 09 - Avertir la famille/l'hôpital au moment du décès
- 10 - Aucune façon/aucune autre façon
- 11 - Autre (**SPÉCIFIER**) \_\_\_\_\_
- 12 - NSP/PR

3. Pour autant que vous le sachiez, lorsqu'une personne accepte de donner son corps, ses organes ou ses tissus lorsqu'elle mourra, de quelle façon sont-ils utilisés?  
**NE PAS LIRE - PLUS D'UNE RÉPONSE POSSIBLE**

- 1 - Pour traiter une personne en attente d'une transplantation ou une personne malade
- 2 - Pour la recherche scientifique/la recherche sur la guérison/les expériences
- 3 - Par des facultés de médecine/les étudiants en médecine
- 4 - Selon les spécifications laissées par le donneur
- 5 - Autre (**PRÉCISER**) \_\_\_\_\_
- 6 - NSP/PR

4. Et pour autant que vous le sachiez, lorsque des gens acceptent de donner leur corps, leurs organes ou leurs tissus lorsqu'ils mourront, est-ce qu'ils ont ou n'ont pas... **LIRE**

a) le choix sur la manière dont leur corps, leurs organes ou leurs tissus seront utilisés, c'est-à-dire à quelles fins ils seront utilisés?

- 1 - Oui, ont le choix
- 2 - Non, n'ont pas le choix

**NON SUGGÉRÉ**

- 3 - Cela dépend du gouvernement
- 4 - NSP/PR

b) le choix sur lequel ou lesquels des organes ou des tissus seront donnés?

5. Personnellement, dans quelle mesure avez vous pensé au don d'organes et de tissus? **LIRE**

- 1 - Beaucoup
- 2 - Un peu
- 3 - Pas beaucoup, ou
- 4 - Pas du tout
- 5 - NSP/PR

### **SOUTIEN/COMPORTEMENT**

6. Est-ce que vous approuvez fortement, approuvez plutôt, désapprouvez plutôt ou désapprouvez fortement le don d'organes et de tissus, c'est-à-dire que des gens acceptent de donner leur corps, leurs organes ou leurs tissus lorsqu'ils mourront?

- 1 - Approuve fortement
- 2 - Approuve plutôt
- 3 - Désapprouve plutôt
- 4 - Désapprouve fortement
- 5 - NSP/PR

7. Est-ce que vous avez signé une carte de don d'organes [qui vient avec un nouveau permis de conduire/une carte d'assurance-maladie/autres - selon la province] qui confirme le don de votre corps, de vos organes ou de vos tissus lorsque vous mourrez? **NOTE À L'INTERVIEWEUR : SI LE RÉPONDANT DIT AVOIR SIGNÉ UNE CARTE DE DONNEUR MAIS AUTRE QUE CELLES SUSMENTIONNÉES, CODER 3.**

- 1 - Oui
  - 2 - Non
- NON SUGGÉRÉ**
- 3 - A signé une carte mais non sur les cartes mentionnées dans la question
  - 4 - NSP/PR

8. a) Lequel des énoncés suivants décrit le mieux votre situation personnelle?

**LIRE 1 ET 2 EN ROTATION**

1 - Vous avez accepté de donner votre corps, vos organes ou vos tissus lorsque vous mourrez **POSER (b)**

2 - Vous avez décidé de ne pas donner votre corps, vos organes ou vos tissus lorsque vous mourrez **POSER (b)**

3 - Vous n'avez pas pris de décision à ce sujet

4 - NSP/PR

**SI CODE 1 OU 2 À Q.8(a), DEMANDER :**

b) Est-ce que les membres de votre famille immédiate sont au courant de votre décision ?

1 - Oui

2 - Non

3 - NSP/PR

**SI CODE 1 À Q.8(a), DEMANDER :**

9. a) Quelle est la raison principale pour laquelle vous avez décidé de donner vos organes lorsque vous mourrez?

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2 - NSP/PR

b) Est-ce qu'il y a d'autres raisons?

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2 - NSP/PR

c) Est-ce que vous avez des réserves à propos de votre décision ?

1 - Oui **POSER (d)**

2 - Non **PASSER À LA QUESTION SUIVANTE**

3 - NSP/PR **PASSER À LA QUESTION SUIVANTE**

d) Quelles réserves avez-vous ?

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2 - NSP/PR

**SI CODE 2 À Q.8(a), POSER :**

10. a) Quelle est la principale raison pour laquelle vous avez décidé de ne pas donner vos organes lorsque vous mourrez?

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2 - NSP/PR

b) Est-ce qu'il y a d'autres raisons?

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2 - NSP/PR

**SI CODES 3 OU 4 À Q.8(a), DEMANDER :**

11. Quelle est ou quelles sont les principales raisons pour lesquelles vous n'avez pas pris de décision à ce sujet ?

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2 - NSP/PR

## OPINIONS/PERCEPTIONS

### DEMANDER À TOUS

12. Pour autant que vous le sachiez, si on pense aux dons d'organes disponibles et au nombre d'organes nécessaires pour les transplantations dans notre pays, est-ce qu'il y a...

**LIRE**

- 1 - Un grand besoin
- 2 - Un certain besoin
- 3 - Un faible besoin, ou
- 4 - Aucun besoin pour plus de dons d'organes
- 5 - NSP/PR

13. Veuillez me dire si vous croyez que l'un ou l'autre des énoncés suivants est tout à fait vrai, probablement vrai, probablement faux ou tout à fait faux. **LIRE EN ROTATION**

a) Les transplantations d'organes sont des traitements efficaces en soins de santé.

- 1 - Tout à fait vrai
- 2 - Probablement vrai
- 3 - Probablement faux
- 4 - Tout à fait faux
- 5 - NSP/PR

b) Les procédures de dons d'organes laissent le corps enlaidi et mutilé.

c) Les médecins déclarent prématurément le décès d'une personne afin d'obtenir des dons potentiels d'organes et de tissus.

d) Le Canada a un des taux de dons d'organes les plus élevés parmi les pays industrialisés.

e) Les personnes riches qui ont besoin d'une transplantation d'organes sont plus susceptibles de la recevoir dans les hôpitaux de notre pays que les personnes défavorisées qui ont besoin d'une transplantation d'organes.

f) Toute personne, quel que soit son âge, peut donner des organes ou des tissus.

## MOTIVATIONS/RAISONS

14. Je vais vous lire certaines raisons pour lesquelles une personne pourrait donner son corps, ses organes ou ses tissus lorsqu'elle mourra. En utilisant une échelle de sept points où 1 veut dire pas du tout important et où 7 veut dire extrêmement important et où 4 représente le point milieu, veuillez évaluer quelle est l'importance que chacun des facteurs suivants aurait pour vous, personnellement, lorsqu'il s'agit de décider si vous donneriez votre corps, vos organes ou vos tissus.

**LIRE EN ROTATION**

a) Vous pourriez sauver la vie d'une personne qui a besoin d'une transplantation d'organe.

1      2      3      4      5      6      7

b) Vous amélioreriez la qualité de vie de quelqu'un qui a besoin d'une transplantation d'organe.

c) Parce qu'on a besoin de plus de dons d'organes au pays, aujourd'hui.

- d) Parce que vous n'aurez plus besoin de vos organes ou de vos tissus après votre décès.
  - e) Parce que vos organes et vos tissus pourraient aider jusqu'à 11 personnes qui ont besoin d'une transplantation.
  - f) Parce que la recherche scientifique utilisant les organes et les tissus que vous aurez donnés pourraient mener à des traitements et à la guérison de maladies.
  - g) Si vous aviez la possibilité d'indiquer que vous voulez seulement donner certains organes ou tissus spécifiques.
  - h) Si les gens se souvenaient de vous comme une personne généreuse et qui se soucie des autres, en faisant ce don.
  - i) Si vous étiez capable de choisir si vos organes et vos tissus seront destinés à une transplantation pour une personne qui en a besoin ou à des fins de recherche scientifique ou médicale.
  - j) Si vos proches se sentaient réconfortés par votre don.
  - k) Parce que vous croyez que le don d'organes et de tissus est une bonne chose.
15. Je vais vous lire certaines raisons pour lesquelles une personne pourrait ne pas donner son corps, ses organes ou ses tissus lorsqu'elle mourra. En utilisant une échelle de sept points où 1 veut dire pas du tout important et où 7 veut dire extrêmement important et où 4 représente le point milieu, veuillez évaluer quelle est l'importance que chacun des facteurs suivants aurait pour vous, personnellement, lorsqu'il s'agit de décider si vous ne donneriez pas votre corps, vos organes ou vos tissus. **LIRE EN ROTATION**
- a) Parce que vous pensez que les procédures utilisées pour prélever des organes et des tissus sont trop agressantes sur le corps du donneur.
 

1	2	3	4	5	6	7
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  - b) Parce que certaines personnes qui reçoivent des transplantations d'organes ne méritent pas vraiment de les recevoir, parce que ces personnes ont commis des excès qui compromettraient leur santé, par des comportements comme la consommation de drogues ou d'alcool.
  - c) Parce que vous pensez que le don de vos organes ou de vos tissus rendrait votre décès une expérience encore plus difficile pour vos proches.
  - d) Parce que vos croyances religieuses s'opposent au don d'organes et de tissus.
  - e) Parce que vous ne pensez pas que le don d'organes est une bonne chose.
  - f) Parce que la mort est déjà assez inquiétante pour penser au don d'organes.
  - g) Parce que ça pourrait retarder ou compliquer les arrangements funéraires pour votre famille.

## FAMILLE/DROIT

16. Est-ce que vous avez déjà discuté de la question des dons d'organes et de tissus avec des membres de votre famille proche, c'est-à-dire vos opinions et vos intentions ou leurs opinions et leurs intentions?

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

17. Et qu'est-ce qui se produit dans une situation où une personne a signé une carte de don d'organes mais que sa famille refuse le don d'organes? Pour autant que vous le sachiez, lequel des facteurs suivants a préséance au point de vue juridique? **LIRE**

- 1 - les souhaits de la personne décédée qui a signé la carte de don d'organes, ou
- 2 - les souhaits de la famille ou des parents qui s'opposent au don d'organes

**NON SUGGÉRÉ**

- 3 - Autre (**PRÉCISER**) \_\_\_\_\_
- 4 - NSP/PR

18. À votre avis, lequel des facteurs suivants devrait avoir préséance au point de vue juridique... **LIRE**

- 1 - les souhaits de la personne décédée qui a signé la carte de don d'organes, ou
- 2 - les souhaits de la famille ou des parents qui s'opposent au don d'organes

**NON SUGGÉRÉ**

- 3 - Autre (**PRÉCISER**) \_\_\_\_\_
- 4 - NSP/PR

19. a) Au moment du décès d'une personne, ce sont en fait les membres de la famille immédiate qui prennent la décision au sujet du don d'organes. Si VOUS étiez dans cette situation difficile, quelle est la probabilité que vous consentiez au don d'organes d'un être cher qui vient de mourir si cette personne avait signé une carte de don d'organes et vous avait expliqué qu'elle voulait donner ses organes? Est-ce que ce serait très probable, assez probable, pas très probable ou pas du tout probable que vous donniez votre consentement?

- 1 - Très
- 2 - Assez
- 3 - Pas très
- 4 - Pas du tout
- 5 - NSP/PR

b) Et quelle est la probabilité que vous consentiez au don d'organes d'un être cher qui vient de mourir si cette personne avait signé une carte de don d'organes mais n'en avait jamais discuté avec vous? Est-ce que ce serait très probable, assez probable, pas très probable ou pas du tout probable que vous donniez votre consentement?

c) Et quelle serait la probabilité que vous consentiez au don d'organes d'un être cher qui vient de mourir mais qui n'a pas signé une carte de don d'organes? Est-ce que ce serait très probable, assez probable, pas très probable ou pas du tout probable que vous donniez votre consentement?



## INFORMATION

### DEMANDER À TOUS

20. a) Au cours des derniers mois, est-ce que vous avez vu ou lu des articles, des informations ou de la publicité sur le don d'organes et de tissus?

- 1 - Oui            **DEMANDER (b)**
- 2 - Non           **PASSER À LA QUESTION SUIVANTE**
- 3 - NSP/PR      **PASSER À LA QUESTION SUIVANTE**

b) Où est-ce que vous les avez vus ou lus?

### **NE PAS LIRE - CODER TOUTES LES MENTIONS QUI S'APPLIQUENT**

- 1 - Annonce à la télévision
- 2 - Brochure/dépliant
- 3 - Informations sur un site web
- 4 - Article de journal
- 5 - Affiche
- 6 - Livre
- 7 - Autre (**PRÉCISER**) \_\_\_\_\_
- 8 - NSP/PR

c) Qu'est-ce que vous vous rappelez de ce que vous avez vu ou lu? Veuillez décrire des scènes, des phrases ou des informations.

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- 2 - Rien
  - 3 - NSP/PR

### DEMANDER À TOUS

21. Quels sujets ou quelles questions, s'il y a lieu, vous intéressent le plus lorsqu'il s'agit du don d'organes et de tissus?

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- 
- 2 - Aucun sujet/aucune question digne d'intérêt
  - 3 - NSP/PR

22. Est-ce que vous êtes au courant de la campagne du ruban vert ou est-ce que vous avez vu ou entendu quelque chose au sujet de cette campagne?

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

## CHOIX POLITIQUES

23. Est-ce que vous êtes fortement favorable, plutôt favorable, plutôt opposé ou fortement opposé à l'établissement de standards de sécurité nationaux dans notre pays pour la transplantation d'organes et de tissus?

- 1 - Fortement favorable
- 2 - Plutôt favorable
- 3 - Plutôt opposé
- 4 - Fortement opposé
- 5 - NSP/PR

24. Dans certaine pays, lorsqu'une personne meurt, les organes et les tissus de cette personne, s'ils sont considérés comme utilisables, sont transplantés, à moins que cette personne n'ait spécifiquement indiqué qu'elle ne le voulait pas. Au Canada, quelqu'un ou le parent le plus proche de la famille du défunt doit spécifiquement donner son accord pour le prélèvement d'organes en vue d'une transplantation. Est-ce que vous êtes fortement favorable, plutôt favorable, plutôt opposé ou fortement opposé à ce que les lois et les réglementations du Canada soient modifiées afin que les organes et les tissus soient automatiquement transplantés À MOINS QUE LA PERSONNE AIT REFUSÉ SON CONSENTEMENT AVANT SON DÉCÈS?

- 1 - Fortement favorable
- 2 - Plutôt favorable
- 3 - Plutôt opposé
- 4 - Fortement opposé
- 5 - NSP/PR

25. Si on pense à vous personnellement, et si vous aviez besoin d'une transplantation d'organes ou de tissus, est-ce que vous accepteriez ou non cette transplantation? **NE PAS LIRE**

- 1 - Oui, accepterait
- 2 - Peut-être/l'envisagerait
- 3 - Non, n'accepterait pas
- 4 - NSP/PR

## SECTION DÉMOGRAPHIQUE

Enfin, je vais vous poser quelques questions à des fins statistiques. Soyez assuré que toutes vos réponses demeureront entièrement anonymes et absolument confidentielles.

26. Laquelle des catégories suivantes décrit le mieux votre situation d'emploi actuelle? Est-ce que vous êtes :

**LIRE**

- 1 - au travail à temps plein
- 2 - au travail à temps partiel
- 3 - sans emploi ou à la recherche d'un emploi
- 4 - à la maison à temps plein
- 5 - aux études

ou 6 - à la retraite?

**NON SUGGÉRÉ**

- 7 - Pension d'invalidité
- 8 - REFUS

27. Quel est le niveau de scolarité le plus élevé que vous avez atteint?  
**NE PAS LIRE - CODER UNE MENTION SEULEMENT**

- 01 - Une partie du cours primaire
- 02 - Le cours primaire au complet
- 03 - Une partie du cours secondaire
- 04 - Le cours secondaire au complet
- 05 - Une partie du cours collégial général ou professionnel/cours technique
- 06 - Diplôme d'études collégiales général ou professionnel/cours technique
- 07 - Une partie du cours universitaire
- 08 - Le premier cycle universitaire (baccalauréat)
- 09 - Une maîtrise, un doctorat ou un diplôme dans une profession libérale
- 10 - Aucune instruction

**NON SUGGÉRÉ**

- 11 - NSP/PR

28. En quelle année êtes-vous né?

- 1 - PRÉCISER \_\_\_\_\_
- 2 - NSP/PR

29. Êtes-vous:

**LIRE**

- 1 - Marié ou conjoint de fait
- 2 - Veuf(ve)
- 3 - Séparé
- 4 - Divorcé
- 5 - Célibataire
- 6 - NSP/PR/REFUS

30. Est-ce que votre foyer compte des enfants de moins de 18 ans?

- 1 - Oui
- 2 - Non
- 3 - NSP/PR

31. Quel est le groupe culturel ou ethnique auquel vous et vos ancêtres appartenez?

**NE PAS LIRE**

- 01 - Britannique (anglais, irlandais, écossais, gallois)
- 02 - Français (québécois, franco-ontarien, franco-manitobain, acadien)
- 03 - Allemand
- 04 - Italien
- 05 - Ukrainien
- 06 - Néerlandais (hollandais)
- 07 - Chinois
- 08 - Juif
- 09 - Polonais
- 10 - Portugais
- 11 - Autochtone (amérindien, métis, inuit, déné, mohawk, cri, etc.)
- 12 - Autre origine européenne (russe, scandinave, grec, etc.)
- 13 - Antillais (caribéen)
- 14 - Asie du Sud (indien, sri lankais, pakistanais)
- 15 - Autre pays de l'Asie de l'Est (p. ex. japonais)
- 16 - Asie du Sud-Est (vietnamien, cambodgien, malaysien, philippin)
- 17 - Asie centrale/Moyen-Orient ou Afrique du Nord
- 18 - Amérique du Sud ou Amérique latine
- 19 - Africain du sud du Sahara (Noir)
- 20 - Canadien
- 21 - Américain
- 22 - Autre (**PRÉCISER**)
- 23 - NSP/PR

32. Quelle est votre religion? **NE PAS LIRE**

- 01 - Bouddhiste
- 02 - Catholique (romain/ukrainien)
- 03 - Hindou
- 04 - Juif
- 05 - Musulman
- 06 - Orthodoxe (chrétien, orthodoxe oriental)
- 07 - Anglican
- 08 - Baptiste
- 09 - Fondamentaliste/Évangéliste
- 10 - Témoin de Jéhovah
- 11 - Luthérien
- 12 - Pentecôtiste
- 13 - Presbytérien
- 14 - Église unie
- 15 - Autre (**PRÉCISER**)
- 16 - Aucune/athée/agnostique
- 17 - NSP/PR

33. Est-ce que vous êtes né...

**LIRE**

- 1 - Au Canada
- ou 2 - Dans un autre pays?
- ? - NSP/PR

34. Laquelle des catégories suivantes décrit le revenu total en 2000 de tous les membres de votre foyer, y compris vous-même, avant l'impôt et les déductions?

- 01 - 10 000 \$ ou moins
- 02 - De 10 001 \$ à 20 000 \$
- 03 - De 20 001 \$ à 30 000 \$
- 04 - De 30 001 \$ à 40 000 \$
- 05 - De 40 001 \$ à 50 000 \$
- 06 - De 50 001 \$ à 60 000 \$
- 07 - De 60 001 \$ à 70 000 \$
- 08 - De 70 001 \$ à 80 000 \$
- 09 - De 80 001 \$ à 90 000 \$
- 10 - De 90 001 \$ à 100 000 \$
- 11 - Plus de 100 000 \$
- 12 - NSP/PR /Refus

Merci pour votre participation.