

Focus Alberta

Organ Donor Registry Report

September 2014



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

Executive summary

Organ and tissue donation is a widely accepted practice— almost nine in ten adult Albertans approve of it, seven in ten strongly. However, as in June, fewer than half are aware of the government registry, and just under half of those aware say they have registered as a donor (representing 21% of the adult population of the province).

Among those who are not registered, intentions are good: seven in ten say it is at least somewhat likely they will register, and four in ten of these say they are very likely to do so. Knowing that a donor can save up to eight lives is a notable motivator: half say knowing this would definitely make them more likely to register as a donor.

TV continues to be the most cited method by which people learn about the organ donor registry, although word of mouth, newspapers, drivers license renewal forms and radio remain sources for notable proportions. Few Albertans feel they need additional information to make a decision about organ donation; those who would like more information indicate they need more details on the process of donating itself and its benefits, who qualifies, and how to proceed to register.

Methodology

- This report presents results of a telephone survey conducted among 1,004 adult Albertans from September 12 to 20, 2014. The margin of error for a sample of 1,004 is ± 3.1 percentage points (at the 95% confidence level).
- The sampling method was designed to complete interviews within households randomly selected across the province, with quotas set for Edmonton, Calgary, small cities, and three rural regions (north, south, central). Respondents within each household reached by landline (85% of the sample) were screened for random selection using the “most recent birthday” method. Cell phone sample was also included (15% of sample).
- The data are statistically weighted to ensure the sample’s regional, age and gender composition reflects that of the actual Alberta population according to the 2011 Census.
- In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

Over four in ten Albertans recall hearing or seeing about the government online organ donation registry

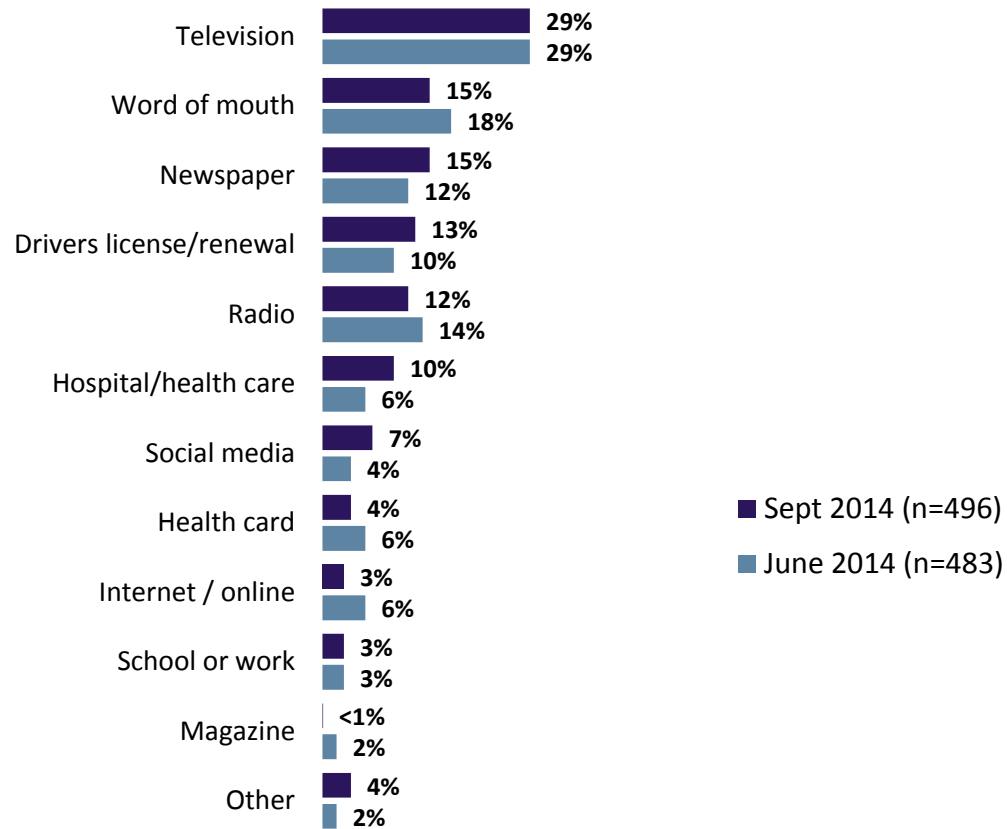
Aware of government online organ donation registry



Q. The government of Alberta has an online organ donor registry, where people can indicate their wishes to donate organs after their death. Do you recall hearing or reading anything about this registry?

TV, word of mouth, newspaper and drivers license renewals are the most often mentioned sources of recall

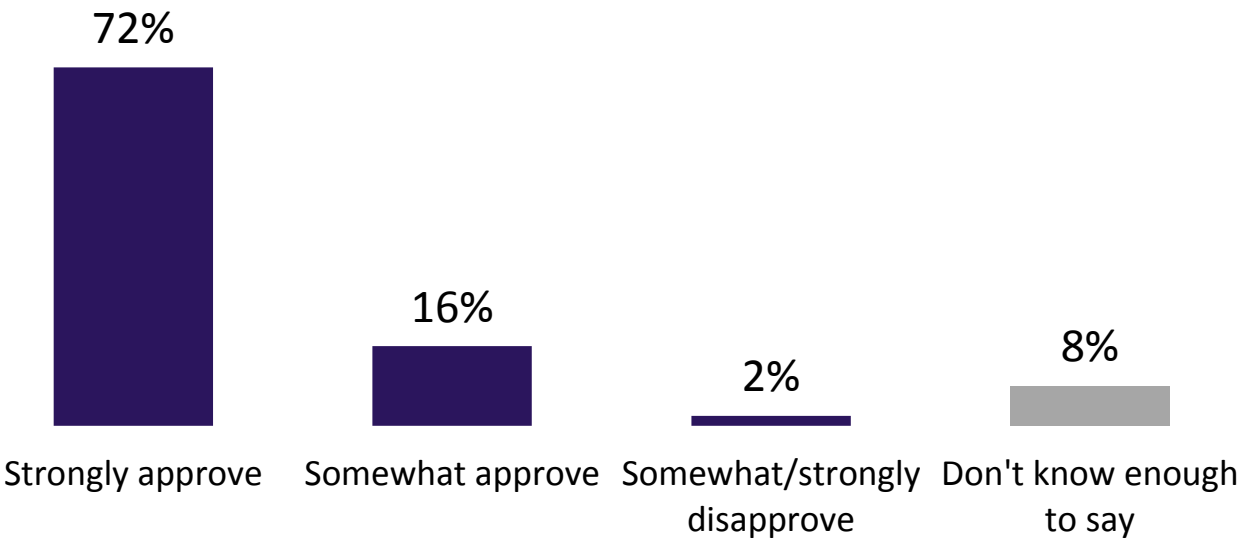
Where heard about organ donation registry (among those who have seen or heard something about the registry)



Q Where did you learn about the organ donation registry?
SUBSAMPLE: Those who report having seen or read about the registry

Close to nine in ten Albertans approve of organ or tissue donation; seven in ten feel strongly

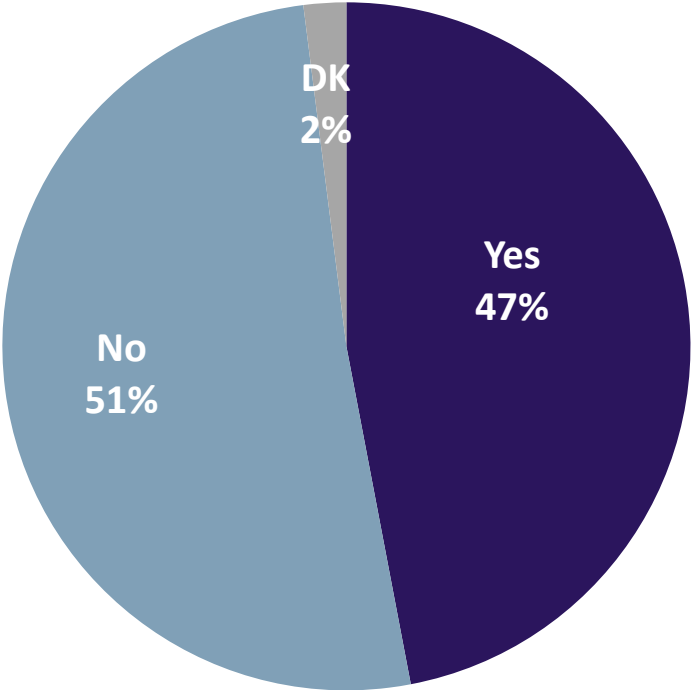
Opinion about organ donation



Q. What are your views about people donating their organs or tissues after death? Do you strongly approve, somewhat approve, somewhat disapprove, strongly disapprove, or do you feel you do not know enough to say?

Just under half of those aware of the registry (two in ten adult Albertans) say they have registered to become an organ or tissue donor

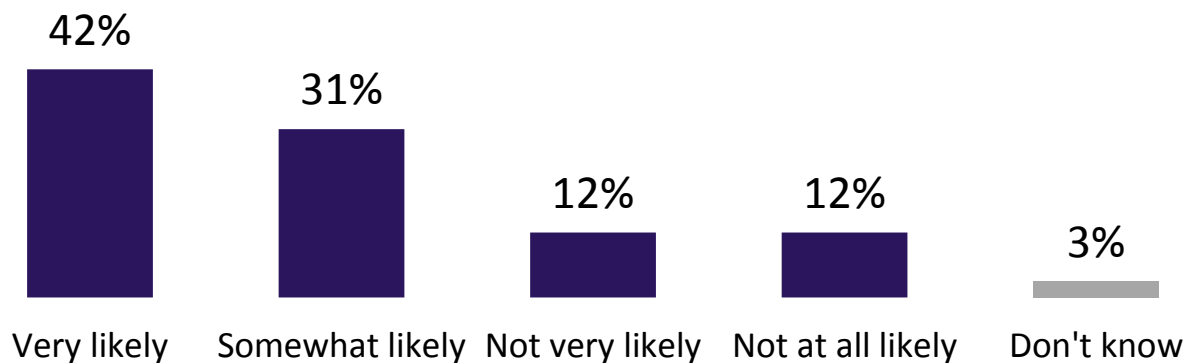
**If registered to be an organ or tissue donor
(among those aware of the registry)**



Q Have you registered to be an organ or tissue donor?
SUBSAMPLE: Those who report having seen or read about the registry (n=491)

Close to three-quarters of Albertans who are not yet registered to be an organ or tissue donor say it is at least somewhat likely that they will register

Likelihood of registering to be an organ donor (among those who have not heard of the registry, and those who have but are not registered donors)



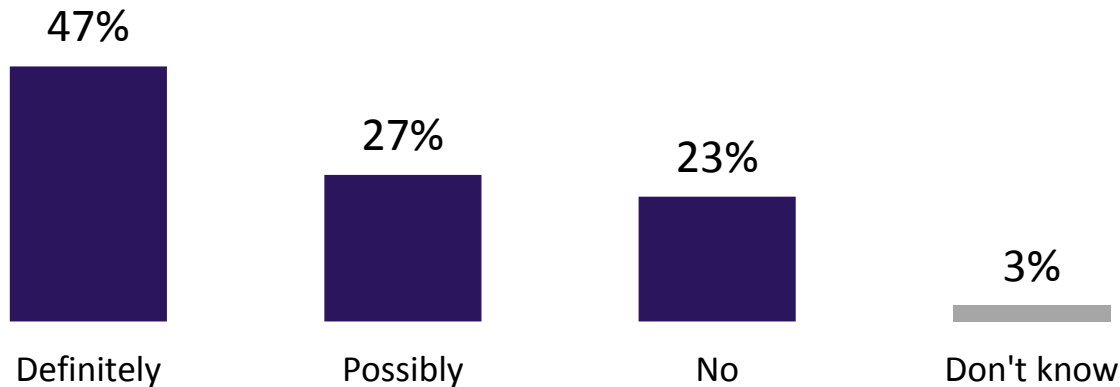
Q How likely are you to register to be an organ or tissue donor? Are you... READ

SUBSAMPLE: Those who have not heard or read anything about the registry and those who have but who have not registered to be an organ donor (N=771)

NOTE: The few Albertans who strongly disapprove of organ donation were not asked this question

About half of Albertans who are not yet registered to be an organ or tissue donor say it definitely would impact their decision to know they could save up to eight lives

**If knowing that one donor can save up to eight lives
affects likelihood to register
(among those who have not heard of the registry, and
those who have but are not registered donors)**



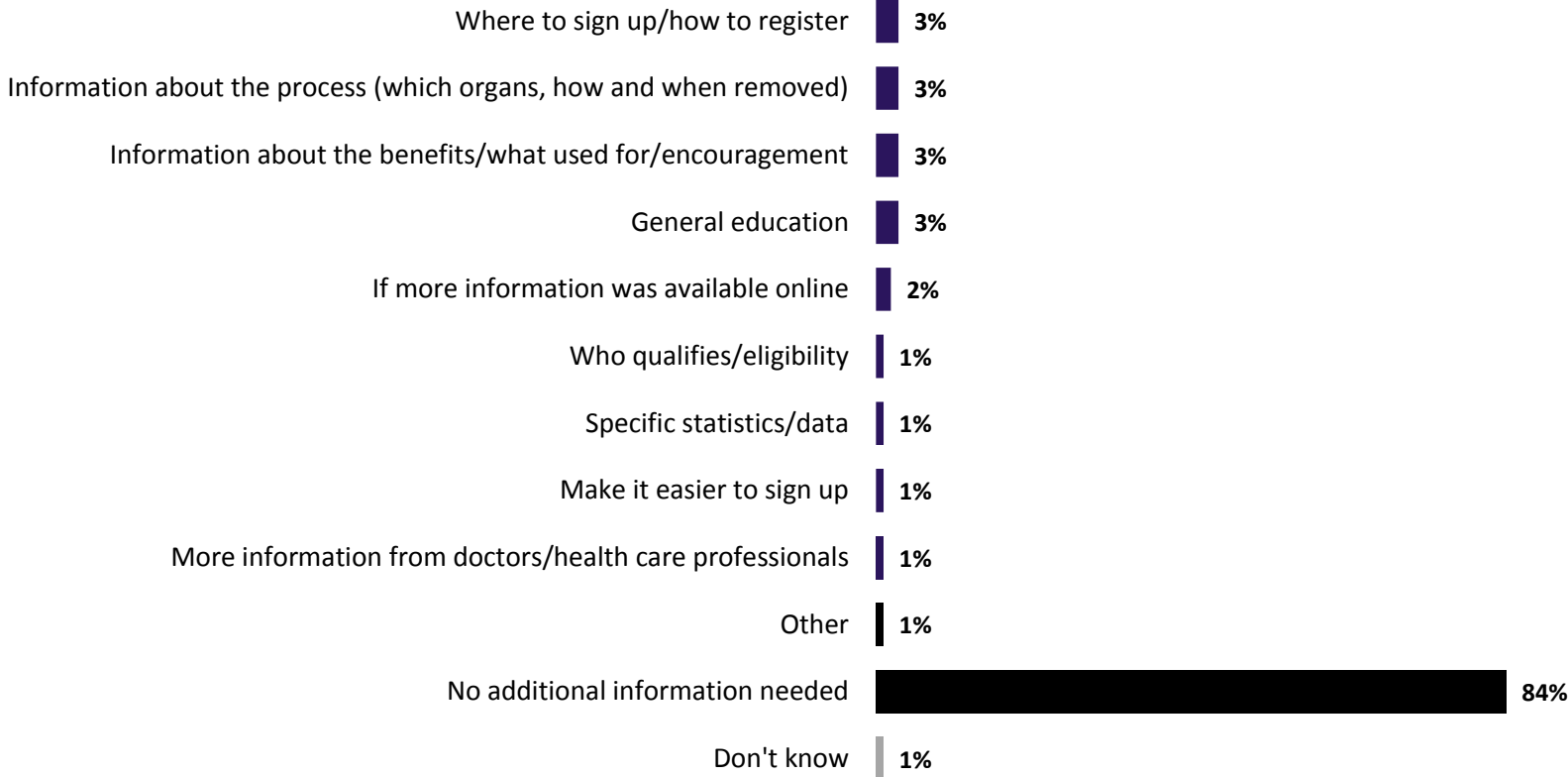
Q Would knowing that one organ and tissue donor can save up to 8 lives, make you any more likely to register to be a donor?

SUBSAMPLE: Those who have not heard or read anything about the registry and those who have but who have not registered to be an organ donor (N=771)

NOTE: The few Albertans who strongly disapprove of organ donation were not asked this question

Few Albertans feel they need additional information to make a decision about organ or tissue donation

What additional information would help make a decision about organ or tissue donation



Q Is there any information you would like to help you make a decision about organ or tissue donation?
IF YES: What information would you find helpful?

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