

Organ Donation



Report

March 2004



507 Place d'Armes, suite 700,
Montréal, Québec H2Y 2W8
Telephone: 514-982-2464
Fax: 514-987-1960
E-mail: www.legermarketing.com

1. Study Highlights

- Close to three out of four Canadians intend to donate their organs.

Question: *Which of the following situations best describes your position on organ donation upon your death?*

N=1500	Canada	
...I intend to donate my organs and I have already taken the necessary measures to make this decision known	39%	} 73%
...I intend to donate my organs but I have not yet taken the necessary measures to make this decision known	34%	
...or you refuse to donate your organs upon your death	17%	
Refusal	11%	

- Among those who refuse to donate their organs, 29% give no particular reason to explain their choice.

Question: *Why do you refuse to donate your organs when you die?*

N=232	Canada	
I prefer leaving with all my organs	15%	} 29%
Too old (organs aren't good anymore) / health problems	11%	
Because of my religious convictions (it's against my religion)	10%	
Don't trust the system	7%	
Organ donation mutilates the body and the face	5%	
Other	20%	
No particular reason	6%	
Don't know	23%	
Refusal	5%	

- The majority of Canadians would donate a kidney if a close or immediate relative needed it.

Question: *If a close or immediate member of your family, who is OLDER THAN you, were waiting for a kidney transplant, would you accept to be a living organ donor and donate one of your kidneys?*

N=1500	Yes	No	Don't know / Not sure
Canada	77%	11%	11%

Question: *If a close or immediate member of your family, who is YOUNGER THAN you, were waiting for a kidney transplant, would you accept to be a living organ donor and donate one of your kidneys?*

N=1500	Yes	No	Don't know / Not sure
Canada	86%	6%	7%

2. Detailed Results

2.1 Close to three out of four Canadians intend to donate their organs

The majority of Canadians (73%) intend to donate their organs upon their death. However, 34% of them have not taken the necessary measures to do so, against 39% who have. It is worth mentioning that close to one out of five Canadians (17%) would refuse to donate their organs when they die.

People between 25 to 34 years of age (82%) or between 55 and 64 years of age (80%), Francophones (82%), Quebecers (77%), those with a household income between \$40,000 and \$59,999 (85%) or over \$80,000 (83%), professionals (86%), workers involved in the service industry, sales or office work (78%), the employed (78%) and respondents with a college education (78%) or a university education (78%) are among those Canadians who are more willing to donate their organs. Moreover, people between 25 and 34 years of age (41%), Francophones (40%) and professionals (42%) are significantly more likely to agree to donate their organs upon their death but without having taken the necessary measures.

As for those people who refuse to donate their organs when they die, there is a stronger proportion of elderly respondents 65 years old and older (23%), Allophones (25%), people with an income of less than \$20,000 (24%), students (26%), people who have retired (21%), the unemployed (22%) as well as people with a high school education (22%).

Question: *Which of the following situations best describes your position on organ donation upon your death?*

N=1500	Canada	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	65 and older
...I intend to donate my organs and I have already taken the necessary measures to make this decision known	39%	30%	41%	40%	45%	42%	31%
...I intend to donate my organs but I have not yet taken the necessary measures to make this decision known	34%	37%	41%	31%	31%	37%	26%
...or you refuse to donate your organs upon your death	17%	21%	16%	14%	15%	11%	23%
Refusal	11%	12%	2%	15%	8%	9%	20%

2.2 Among those who refuse to donate their organs, 29% give no particular reason to explain their choice

Among Canadians who refuse to donate their organs when they die, 29% give no particular reason to explain their decision. However, 15% of those who refuse to donate their organs when they die say they prefer leaving this world with all their organs, 11% claim they are too old or sick and 10% say their religious convictions justify their position.

Notably, 58% of people over 65 years of age consider themselves to be too old or too sick to donate their organs when they die and are among those who refuse to donate their organs.

Question: *Why do you refuse to donate your organs when you die?*

N=232	Canada
I prefer leaving with all my organs	15%
Too old (organs aren't good anymore) / health problems	11%
Because of my religious convictions	10%
Don't trust the system	7%
Organ donation mutilates the body and the face	5%
Other	20%
No particular reason	6%
Don't know	23%
Refusal	5%

} 29%

2.3 The majority of Canadians would donate a kidney if a close relative needed it

If an **older** close or immediate family member were waiting for a kidney transplant, 77% of Canadians would agree to donate one of their kidneys. Furthermore, this proportion reaches 86% if the person waiting for the transplant were **younger**.

Young Canadians are more willing to become living donors, for both young and old recipients. If 59% of respondents who are 65 years old or older say they are ready to donate a kidney to an older close relative, this proportion reaches 75% when the relative is younger.

Also, respondents from the Atlantic Provinces are proportionately more likely to agree to become living donors, whereas more Quebeckers tend to oppose this idea, regardless if the recipient is younger or older than them. Also, it is interesting to observe that 67% of people who refuse to donate their organs after their death would nonetheless accept to be a living donor if an older member of their immediate family were waiting for a kidney transplant. This proportion reaches 73% if the family member waiting for a transplant were younger.

Question: *If a close or immediate member of your family, who is OLDER THAN you, were waiting for a kidney transplant, would you accept to be a living organ donor and donate one of your kidneys?*

N=1501	Yes	No	Don't know / Not sure
18-24 years old	90%	5%	5%
25-34 years old	83%	7%	10%
35-44 years old	79%	8%	13%
45-54 years old	80%	9%	10%
55-64 years old	74%	14%	11%
65 years old and older	59%	25%	14%
Canada	77%	11%	11%

*The complement to 100% represents those who refused to answer.

Question: *If a close or immediate member of your family, who is YOUNGER THAN you, were waiting for a kidney transplant, would you accept to be a living organ donor and donate one of your kidneys?*

N=1501	Yes	No	Don't know / Not sure
18-24 years old	90%	4%	5%
25-34 years old	90%	5%	5%
35-44 years old	89%	5%	6%
45-54 years old	88%	4%	8%
55-64 years old	83%	7%	10%
65 years old and older	75%	13%	11%
Canada	86%	6%	7%

*The complement to 100% represents those who refused to answer.

3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between February 27 and March 2, 2004. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of ± 2.6 , 19 times out of 20.