

# **Organ & Tissue Donation National Perceptions and Attitudes**

March 8, 2011



# Objectives

- Evaluate the current state of attitudes and beliefs toward organ and tissue donation among adults in each of the 50 states plus the District of Columbia
- Compare 2011 findings to 2010, 2009 and, where applicable, 2004.
- Due to the smaller sample size compared to 2010, 2009 and 2004, comparisons on ethnicity are not made this year.



# Methodology

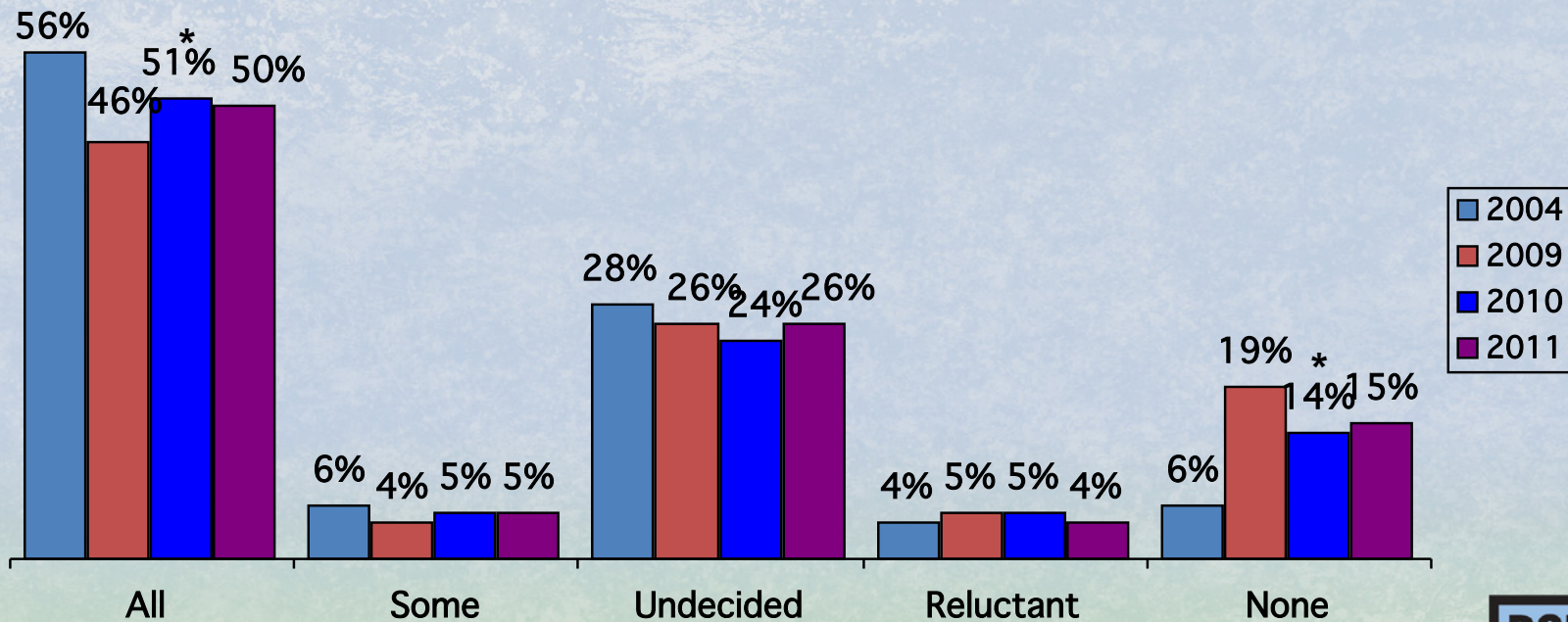
The following research design was used for this project:

- Data collection during February, 2011
- Online omnibus survey of 1,000 U.S. adults
- The sample was controlled to match the U.S. population as a whole on gender, age, ethnicity and income.



# Organ & Tissue Donation Wishes

- A majority of U.S. adults wish to be organ or tissue donors – 55%, unchanged from 2010.

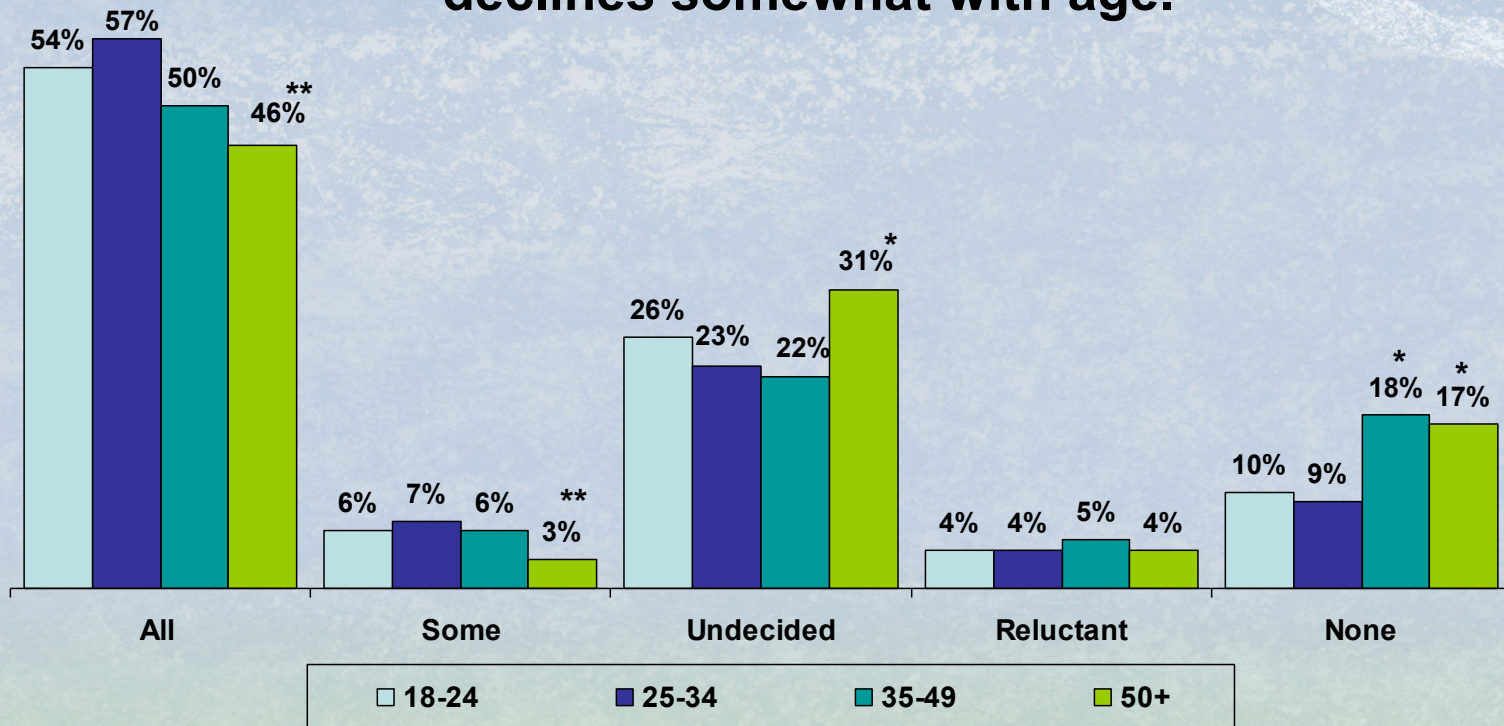


\* Significant change from previous year



# Donation Wishes – Age

- Interest in organ and tissue donation declines somewhat with age.



\* Significantly higher than younger age groups

\*\* Significantly lower than age 25-34



# Driver's License Indication

- A third of adults (31%) would be more likely to register to be an organ and tissue donor if the decision to donate was not shown on their driver's license.
  - Interestingly, this figure is equally high among adults who wish to donate all their organs and tissue and those who are undecided (both 34%).
  - The driver's license issue is not a concern for those who do not wish to donate any organs or tissue (7%).



# Attitudes & Beliefs

- **Virtually all adults want their donation wishes honored regardless of family preferences (89%).**

	Agree 2004	Agree 2009	Agree 2010	Agree 2011*
I want my wishes regarding organ and tissue donation to be honored after I die, even if my family has different wishes.	NA	72%	75% **	89%
A person's organs and tissue should be donated when they die, unless they have registered their decision to NOT donate.	NA	NA	NA	58%***
Like when someone is in a coma, it is possible for a brain dead person to recover from his or her injuries.	22%	26%**	28%	55%
Doctors may not try as hard to save my life if they know I wish to be an organ or tissue donor.	18%	24%**	25%	29%

\*\* Significant change from previous year

\*\*\* Based on a 2,000 sample size

