



ORGAN DONATION PRESUMED CONSENT REPORT

NOVEMBER, 2015

SURVEY METHODOLOGY

- This study was conducted online with a representative sample of n=1,003 Ontario residents age 18 or older.
- The survey was conducted through Ipsos' online omnibus.
- Quotas and weighting were used to ensure the sample was representative of the surveyed population by age, gender and region accordingly to the latest Census figures.
- The accuracy of Ipsos online polls is measured using a credibility interval, a measure similar to a margin of error. The overall sample for this is considered accurate to within +/- 3.1 percentage points, 19 times out of 20, of what the results would have been had all Ontario residents 18 and older been polled.
- The survey was conducted between Tuesday October 27th and Thursday October 29th, 2015.

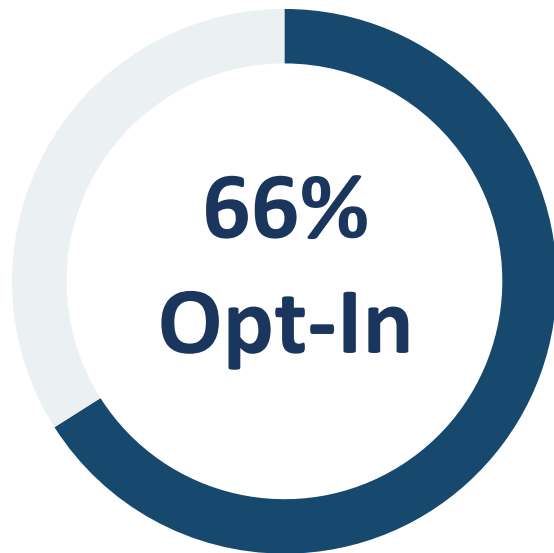
PROFILE OF SURVEY RESPONDENTS

Gender	
Male	48%
Female	52%
Age	
18-24	12%
25-34	16%
35-44	14%
45-64	26%
55-64	18%
65+	14%
Region	
GTA Total (Net)	45%
GTA 416	21%
GTA 905	24%
Central	8%
East	12%
Southwestern	28%
North	7%
Years in Canada	
<10	5%
11-20	6%
21+	13%
Born in Canada	76%

Income	
<\$25K	14%
\$25K - <\$55K	29%
\$55K - <\$100K	26%
\$100K - <\$150K	13%
\$150K+	5%
Prefer not to answer	13%
Education	
<HS	7%
High School	42%
Post Secondary	33%
University Graduate	18%
Children	
Kids	25%
No kids	75%
Employment	
Employed Full-Time	39%
Employed Part-Time	10%
Self-Employed Full-Time	4%
Self-Employed Part-Time	2%
Retired	21%
Student Full Time	6%
Full-Time Parent /Homemaker	6%
Not Currently Employed	9%
Prefer Not to Answer	2%

OPT-IN VS PRESUMED CONSENT

- Two-thirds (66%) believe organ donation in Ontario should be an 'opt-in' system in which one actively chooses to give consent to donate. The remaining third (34%) feel that organ donation should be governed by 'presumed consent' in which one must actively 'opt-out' by recording their decision to not donate organs and/or tissue after death.



Q1. At present, Ontario has an "opt-in" system where residents can register their consent to donate organs and tissues after death. Currently, 3.3 million, or 28% of eligible Ontarians have registered their decision to donate organs and/or tissue. In a "presumed consent" system, residents are automatically assumed to be donors, so one would have to "opt-out" by recording their decision to not donate organs and/or tissue after death. Which of the following statements is closest to your own view?

Base: Total Respondents n=1003

OPT-IN VS PRESUMED CONSENT DEMOGRAPHICS (GENDER, AGE, EDUCATION, REGION)

- When it comes to gender, age, education, and region, there are no statistically significant differences among those who prefer the 'opt-in' system nor among those who would like Ontario organ and tissue donation to be governed by 'presumed consent'

	Total	Gender		Age			Education			
		Male	Female	18-34	35-54	55+	<High School	High School	Post Secondary	Uni. Grad
		A	B	C	D	E	F	G	H	I
	(n=1003)	(n=487)	(n=516)	(n=272)	(n=385)	(n=346)	(n34)*	(n=184)	(n=419)	(n=366)
Organ and tissue donation in Ontario should be an 'opt-in' system	66%	66%	67%	62%	66%	70%	65%	68%	66%	64%
Organ and tissue donation in Ontario should be governed by 'presumed consent'	34%	34%	33%	38%	34%	30%	36%	32%	34%	36%

	Total	Region							
		GTA Total	GTA 416	GTA 905	Central	East	Southwest	North	
		A	B	C	D	E	F	G	
	(n=1003)	(n=476)	(n=222)	(n=254)	(n=106)	(n=88)	(n=269)	(n=64)	
Organ and tissue donation in Ontario should be an 'opt-in' system	66%	65%	65%	65%	66%	66%	69%	68%	
Organ and tissue donation in Ontario should be governed by 'presumed consent'	34%	35%	35%	35%	34%	34%	31%	32%	

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Base: Total Respondents n=1003

*Caution small base size

OPT-IN VS PRESUMED CONSENT DEMOGRAPHICS (INCOME, KIDS, YEARS IN CANADA)

- Ontarians with a household annual income between \$40K-<\$60K are significantly more likely than those who make more to say that organ and tissue donation should be an 'opt-in' system. Conversely, this high income group are significantly more likely to than those in the \$40K-<\$60K income range to say that a 'presumed consent' system should be in place.

	Total	Income				Household		Years in Canada			
		<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids	<10	11-20	21+	Born in Canada
		H	I	J	K	F	I	J	K	L	M
		(n=1003)	(n=224)	(n=165)	(n=254)	(n=227)	(n=263)	(n=740)	(n=55)	(n=56)	(n=125)
Organ and tissue donation in Ontario should be an 'opt-in' system	66%	65%	74%K	63%	61%	64%	67%	69%	62%	65%	67%
Organ and tissue donation in Ontario should be governed by 'presumed consent'	34%	35%	26%	37%	39%I	36%	33%	31%	38%	35%	33%

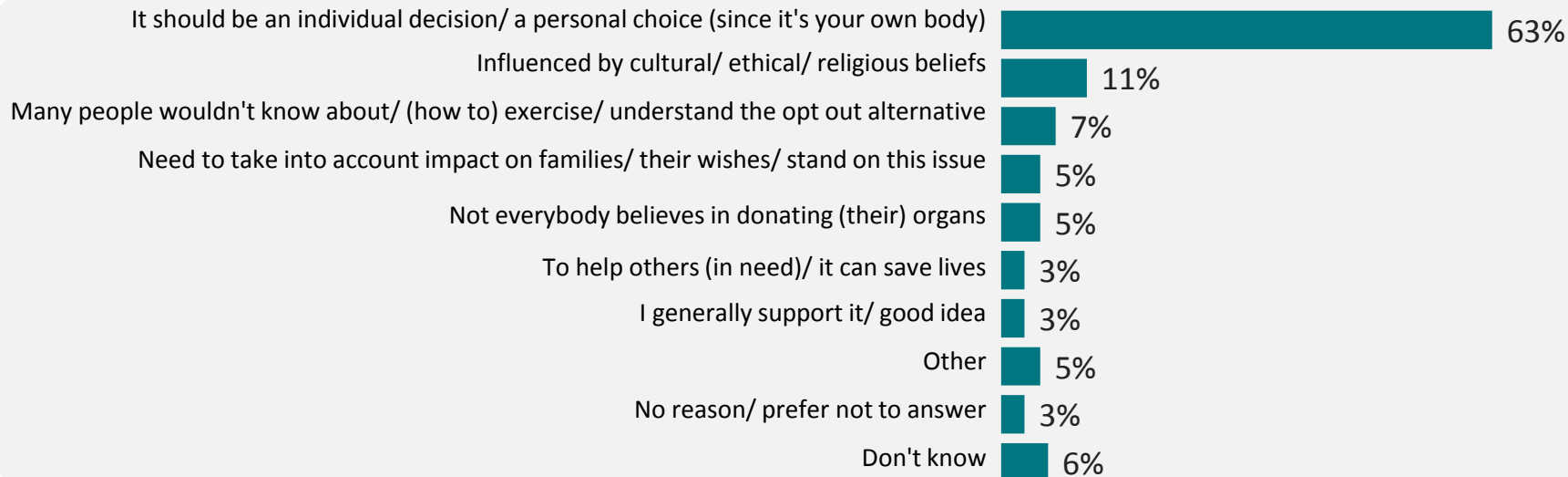
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Base: Total Respondents n=1003

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REASON FOR PREFERRING OPT-IN DONATION OPINION

- Among respondents who say organ and tissue donation in Ontario should be an 'opt-in' system, a majority (63%) say they feel this way because it should be an individual decision and is a personal choice an individual should be able to make concerning their own body. About one in ten say their opinion is influenced by cultural/ethical/religious beliefs or worry that people will not know about or understand the opt-out alternative.



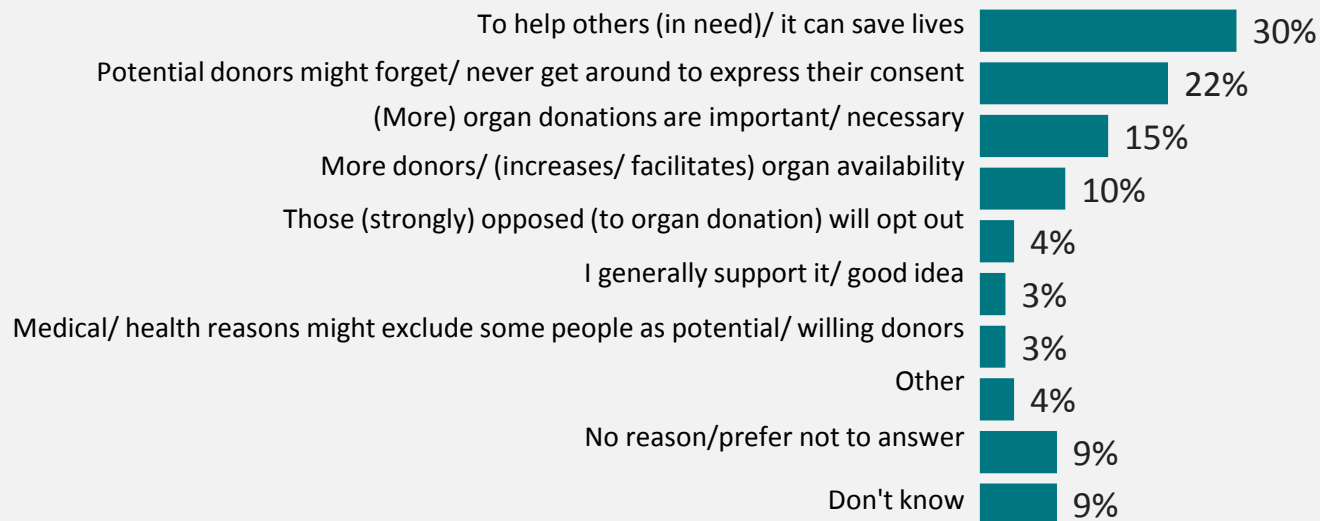
Q2. And, why do you think [INSERT Q1 RESPONSE]?

Base: Prefer 'Opt-In' at Q1 n=657

Responses that represent less than 3% are not shown

REASON FOR PREFERRING OPT-OUT DONATION OPINION

- Reasons for believing organ and tissue donation in Ontario should be governed by 'presumed consent' are more diverse with no single reason garnering majority support. Three in ten say the 'opt-out' system is their preference because it will help save the lives of others. One in five of those who prefer donation to be governed by presumed consent think this will help negate the chance of losing potential donors who may forget to provide their consent.



Q2. And, why do you think [INSERT Q1 RESPONSE]?

Base: Prefer 'Presumed Consent' at Q1 n=346

Responses that represent less than 3% are not shown

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