

Attitudinal survey of black and Asian adults in England

**Survey carried out by Agroni Research Ltd
2018**



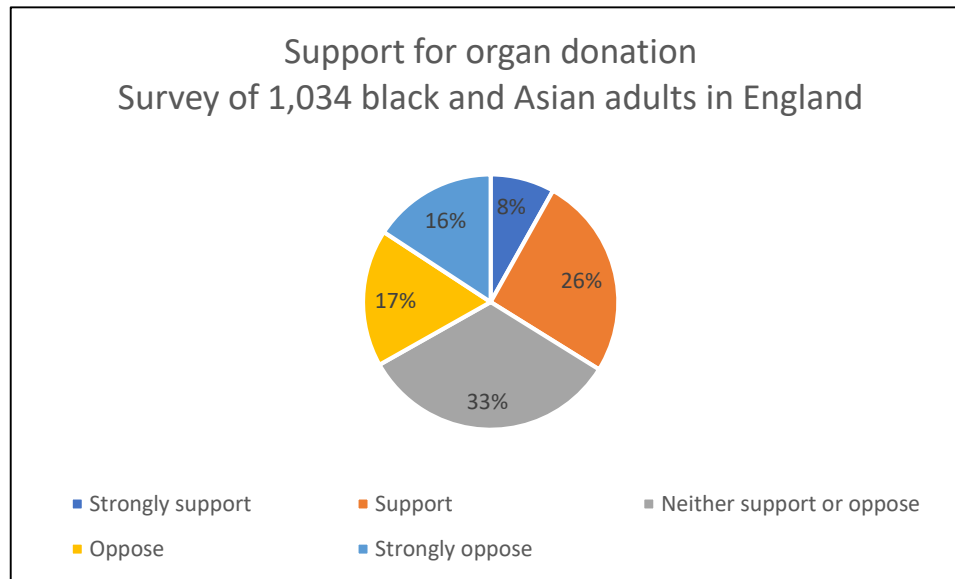
Yes I donate
ORGAN DONATION

Attitudinal survey of black and Asian adults in England

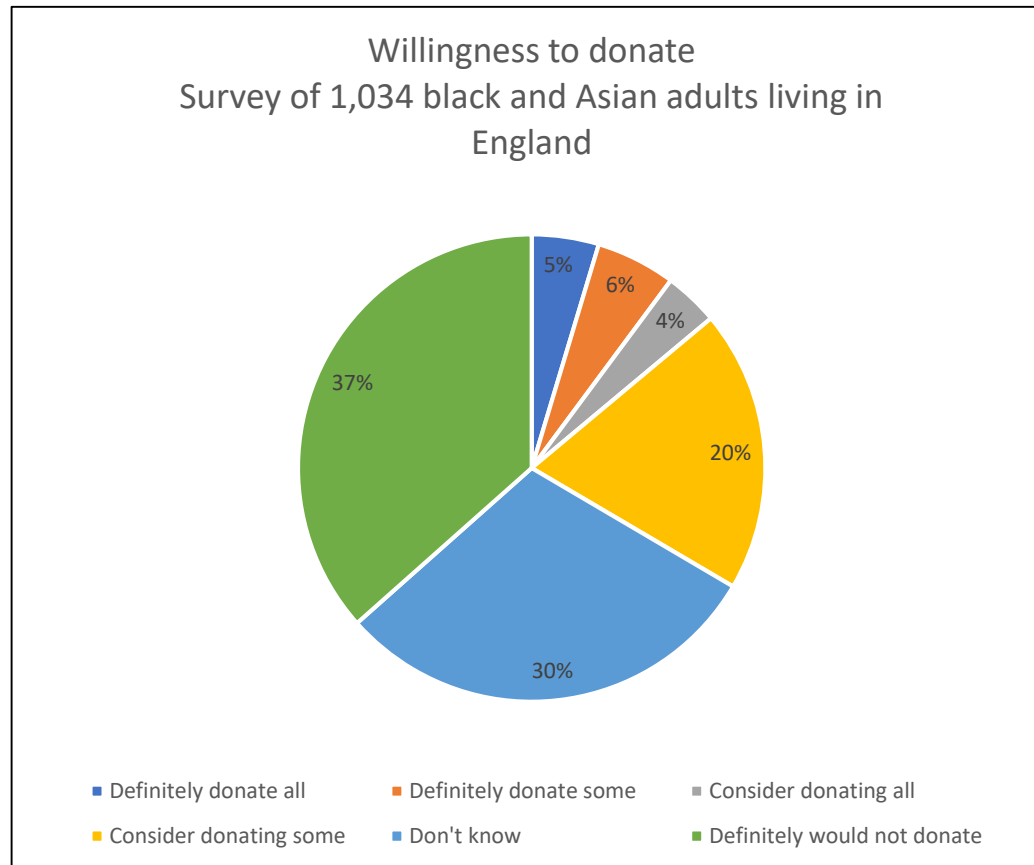
- NHS Blood and Transplant recently commissioned a survey of 1,034 black and Asian adults 18+ living in England using a quota sample. Quota sampling was chosen to ensure that a sufficient number of respondents for each main ethnic group were interviewed to provide more robust statistical validity.
- The main ethnic groups were defined as Black African-Caribbean, Black African, Indian, and Bangladeshi/Pakistani. Additionally, a minimum sub-quota of 200 Muslim respondents was also set as part of the overall N=1,000.
- The sample was *balanced* by age, gender, broad geographic region and broad social-economic group to provide enough coverage among each variable, but no quotas were set.
- The research was carried out face-to-face by Agroni Research, a bespoke agency specialising in BAME respondents, using a paper questionnaire during May 2018.

Key findings – support for organ donation among black and Asian adults in England

- Support for organ donation:
 - Less than 1 in 10 expressed strong support (8%)
 - Just over a quarter support (26%)
 - Almost a third (33%) had not formed a view on organ donation
 - 17% oppose
 - Just over 1 in 6 were strongly opposed (16%)



Key findings – willingness to donate organs among black and Asian adults in England



Barriers against organ donation among black and Asian adults in England

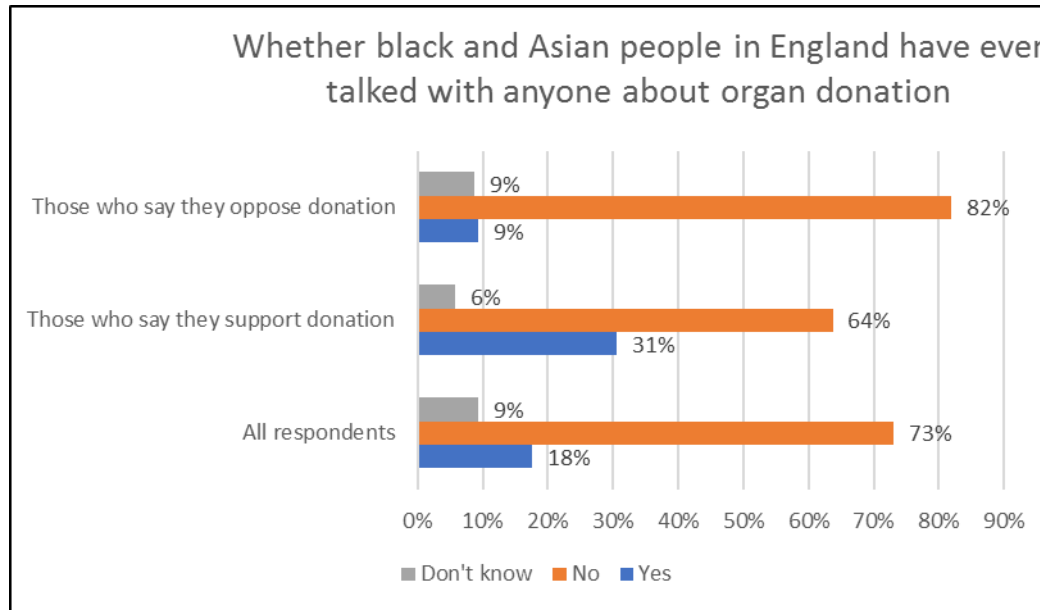
- 929 respondents who would consider donating some or all of their organs, who were opposed to organ donation, or did not know whether they would donate their organs after death, were shown a list of reasons why other people have said they would not donate their organs after death. They were then asked which, if any, were relevant to them
- The top four reasons selected were:
 - I think organ donation is against my culture or religion/faith (27%)
 - I don't know enough about it (14%)
 - I don't want to think about my death (13%)
 - I want my body to be whole when it is buried or cremated (12%)
- However almost 1 in 5 respondents (19%) they did not know the reason why they might not donate organs

Motivators towards organ donation among black and Asian adults in England

- 656 respondents who were favourable towards organ donation, or did not know whether they would donate their organs after death, were shown a list of reasons why other people have donated organs. They were then asked to select, which, if any, applied to them.
- The top four reasons selected were:
 - Someone I love could one day need a transplant (51%)
 - It would be improving and saving the lives of others (18%)
 - I feel a social responsibility to donate my organs (16%)
 - It's something everyone should do (14%)
- However just over 1 in 6 respondents (16%) stated they did not know the reason why they might donate organs

Do black and Asian adults in England talk about organ donation?

- Black and Asian people who support donation are more likely to have talked about it



Only 6% of all survey respondents have ever specifically told members of their close family or their partner their decision about organ donation

Knowledge about organ donation among black and Asian adults in England

- When asked to say which statements are true:
- There were little awareness that black and Asian people are more likely to need a transplant than white people
 - Only just over 1 in 10 (11%) of respondents said that black and Asian people in the UK are more likely to need an organ transplant than white people in the UK
 - In comparison, a quarter thought white people were more likely to need a transplant and nearly 2/3 thought the demand for organs is the same across all ethnic groups across the UK
- There was little awareness that ethnic matching is important
 - Only just over 1 in 5 (22%) thought that it is possible to receive an organ from someone from a different ethnic group, but that in practice the organ is going to be better matched if it comes from someone of your own ethnicity