



A Majority of Americans Say That if Killed in an Accident, They Would Want Their Organs Used for a Living Person Who Needed Them

National Poll Shows Potential Exists for An Increase of Willing Donors

Recent results of The Wall Street Journal Online/Harris Interactive Health-Care Poll show that a 63% majority of American adults – if killed in an accident – would want their organs removed and transplanted into a patient who needed them. When added to the 27% who say they are not sure, there is a 90% potential for increasing the number of willing donors. By contrast, only 10% say they would not want their organs used for transplantation.

Many respondents (62%) say they would consent to organs being used for transplantation if their son, daughter or spouse was killed in an accident. Top factors that would help influence people like them to agree to allow the organs of their close family members to be used for transplantation are:

- Whether the dead person had already signed a donor form saying that his or her organ could be used for transplantation (68%)
- The knowledge that the transplanted organ could save lives of several sick people (65%)
- Trained experts to explain the need for organs and the benefits to those receiving them (38%).

Although 39% say the most powerful factor that would help influence people to agree to allow the organs of their close family members to be used for transplantation is whether the dead person had signed a donor form, a more interesting finding focuses on the 34% who say the most powerful factor is the knowledge that the transplanted organ could save lives of several sick people and the 8% who believe the most powerful factor is the use of trained experts to explain the need for organs and the benefits to those receiving them.

“This research shows that it would be possible to increase the number of donors but, to achieve this, we need to have a strong and continuing effort to educate and involve the public,” said Humphrey Taylor, chairman of *The Harris Poll*® at Harris Interactive.

TABLE 1

Would You Want Your Organs Used for Transplantation?

“If you were killed in an accident, would you want your organs taken out and transplanted into a living patient who needed them?”

Base: All adults

	Total
	%
Would want	63
Would not	10
Not sure	27

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Health Care Poll

TABLE 2

If Son/Daughter/Spouse Died Would You Want His/Her Organs Used for Transplantation?

"If your son, daughter or spouse was killed in an accident *would you consent*, if asked, to have his or her organs used for transplantation"

Base: All adults

	Total
	%
Would consent	62
Would not consent	10
Not sure	29

TABLE 3

What Would Influence People Like You to Allow Organs to be Used?

"Which of the following do you think would *help influence people* like you to agree to allow the organs of their close family members to be used for transplantation?"

Base: All adults

	Total
	%
If the dead person had signed a donor form saying that his or her organ could be used for transplantation	68
The knowledge that the transplanted organ could save lives of several sick people	65
The use of trained experts to explain the need for organs and the benefits to those receiving them	38
A substantial financial payment to the family of the dead organ donor	22
Not sure	8

TABLE 4

What Would Be Most Powerful Influence to Increase Donors?

"And which one of these do you think would be *most powerful* in influencing people like you to agree to allow the organs of their close family members to be used for transplantation?"

Base: All adults

	Total
	%
If the dead person had signed a donor form saying that his or her organ could be used for transplantation	39
The knowledge that the transplanted organ could save lives of several sick people	34
A substantial financial payment to the family of the dead organ donor	10
The use of trained experts to explain the need for organs and the benefits to those receiving them	8
Not sure	10

To access a downloadable pdf of this Wall Street Journal Online/Harris Interactive Health-Care Poll, or for previous issues, please go to:
http://www.harrisinteractive.com/news/newsletters_wsjs.asp



Health Care Poll

Methodology

This study was conducted online within the United States between September 4 and 8, 2003, among a nationwide cross section of 2,467 adults, ages 18 years and over. Figures for age, sex, race, education, region and income were weighted where necessary to bring them into line with their actual proportions in the population. "Propensity score" weighting was also used to adjust for respondents' propensity to be online.

In theory, with a probability sample of this size, one can say with 95 percent certainty that the results have a statistical precision of plus or minus 3 percentage points of what they would be if the entire adult population had been polled with complete accuracy. Unfortunately, there are several other possible sources of error in all polls or surveys that are probably more serious than theoretical calculations of sampling error. They include refusals to be interviewed (nonresponse), question wording and question order, interviewer bias, weighting by demographic control data and screening (e.g., for likely voters). It is impossible to quantify the errors that may result from these factors. This online sample was not a probability sample.

These statements conform to the principles of disclosure of the National Council on Public Polls.

About the Survey

The Wall Street Journal Online/Harris Interactive Health-Care Poll is an exclusive poll that is published in the Health Industry Edition of The Wall Street Journal Online at www.wsj.com/health. The Health Industry Edition of The Wall Street Journal Online at WSJ.com, published by Dow Jones & Company, covers the business of health for health-industry professionals and features the award-winning coverage of The Wall Street Journal, breaking health news from Dow Jones Newswires and exclusive online commentary on the industry. The Wall Street Journal Online is the largest paid subscription news site on the Web with more than 671,000 subscribers. It recently received a Codie Award for Best Online Science/Technology/Medical Information Service and was named the "Best Business News" site by Yahoo! Internet Life in the magazine's January 2002 issue.

About Dow Jones & Company

In addition to The Wall Street Journal and its international and online editions, Dow Jones & Company (NYSE: DJ; dowjones.com) also publishes Barron's and the Far Eastern Economic Review, Dow Jones Newswires, Dow Jones Indexes and the Ottaway group of community newspapers. Dow Jones is co-owner with Reuters Group of Factiva, with Hearst of SmartMoney and with NBC of the CNBC television operations in Asia and Europe. Dow Jones also provides news content to CNBC and radio stations in the U.S.

About Harris Interactive®

Harris Interactive (www.harrisinteractive.com) is a worldwide market research and consulting firm best known for *The Harris Poll*®, and for pioneering the Internet method to conduct scientifically accurate market research. Headquartered in Rochester, New York, U.S.A., Harris Interactive combines proprietary methodologies and technology with expertise in predictive, custom and strategic research. The Company conducts international research through wholly owned subsidiaries—London-based **HI Europe** (www.hieurope.com) and Tokyo-based **Harris Interactive Japan**—as well as through the Harris Interactive Global Network of local market- and opinion-research firms, and various U.S. offices. EOE M/F/D/V

To become a member of the Harris Poll OnlineSM and be invited to participate in future online surveys, visit www.harrispollonline.com.

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