



Survey in the United States on anatomical exhibitions

A study on behalf of the institute for plastination

September / October 2005

PRELIMINARY REMARKS

With this report, TNS Emnid, Bielefeld, Germany, presents the results of a representative survey, conducted in the United States on behalf of the Institute for Plastination.

This study examines the American public's view on the production and exhibition of anatomical specimens.

The survey on which this report is based was conducted by our TNS partner institute in the United States. 1,000 people were interviewed. Because of its representative set-up, it is possible to generalize the results of this study to the overall public of the United States.

The field work took place from September 29 to October 2, 2005. TNS Emnid, Bielefeld, Germany was responsible for the analysis of the resulting data and the reporting as well.

TNS Emnid – Bielefeld

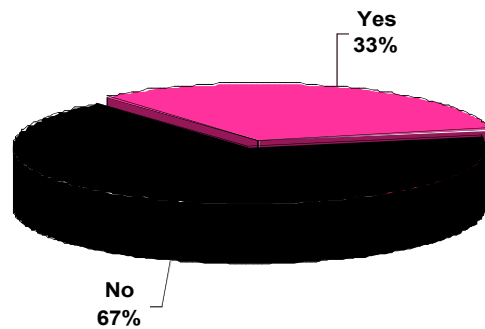
October 2005

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Awareness of anatomical exhibitions

n=1,000 Respondents



Survey in the United States concerning anatomical exhibitions

Social & Opinion

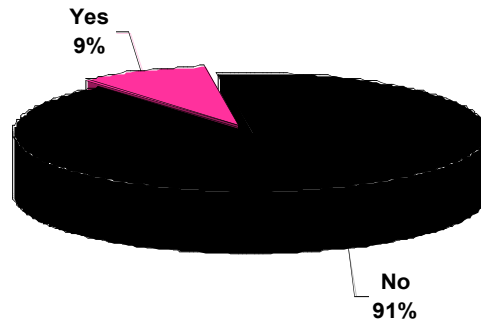
Question: Anatomical exhibitions showing whole body specimens, as well as healthy and diseased organs, have gained public and media attention in the US recently. Have you heard of any of these anatomical exhibitions?

One third of all respondents has already heard of exhibitions that display whole body specimens or healthy and diseased human organs. However, two thirds are not aware of this kind of exhibitions yet. The level of awareness of anatomical exhibitions increases with the level of formal education that the respondents received.

Visit of anatomical exhibitions

Base: Respondents who have heard of anatomical exhibitions

n = 332 Respondents



Survey in the United States concerning anatomical exhibitions

Social & Opinion

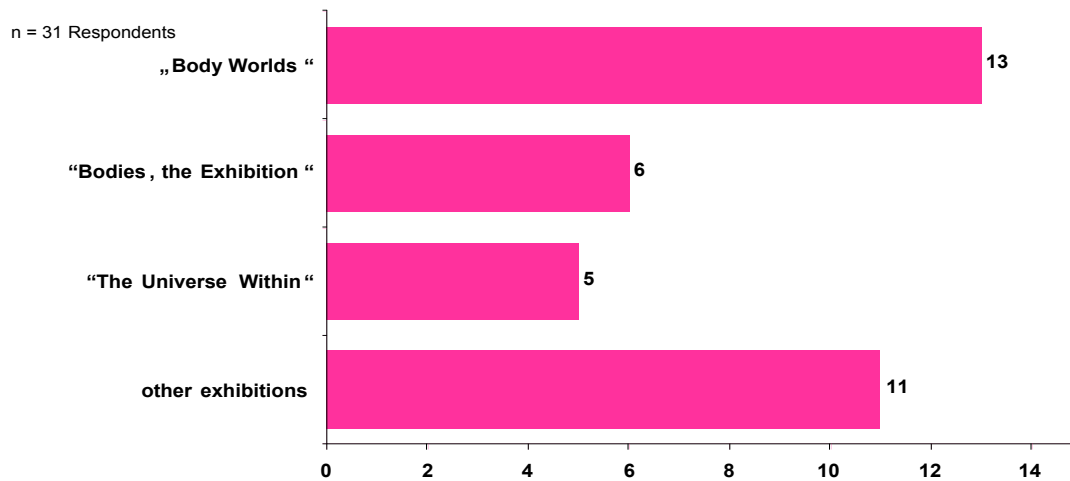
Question: Have you visited any of these exhibitions?

Base: Respondents who have heard of anatomical exhibitions

9 % of the 332 respondents who have already heard of anatomical exhibitions have, by their own accounts, visited such an exhibition. That means, 3% of the total population of the United States has attended an anatomical exhibition, while this is not the case for the predominant majority.

Visited exhibitions

Base: Respondents who have visited anatomical exhibitions



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Question: Which of the following exhibitions have you visited?

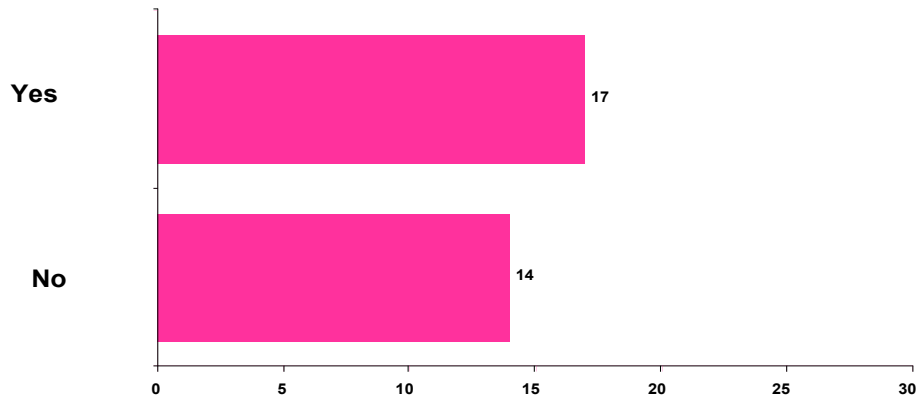
Base: Respondents who have visited one or more of these exhibitions

The exhibition "Body Worlds" is the most frequently visited one: 42% of those respondents who have visited an anatomical exhibition did so in Los Angeles, Cleveland, or Chicago. Far fewer visitors attended the exhibitions "Bodies, the Exhibition" in Tampa (20%) and "The Universe Within" in San Francisco (18%). 34% of all respondents visited other anatomical exhibitions not listed here. However, it is important to keep in mind that only a fairly small number of people, 31 out of 1000 respondents, have already been to an anatomical exhibition at all. This also applies to the questions dealt with on the following two pages.

Inspiration for making healthier lifestyle choices through visiting such an exhibition

Base: Respondents who have visited anatomical exhibitions

n = 31 Respondents



Survey in the United States concerning anatomical exhibitions

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Question: Did visiting such an exhibition inspire you to make healthier lifestyle choices?

Base: Respondents who have visited one or more of these exhibitions

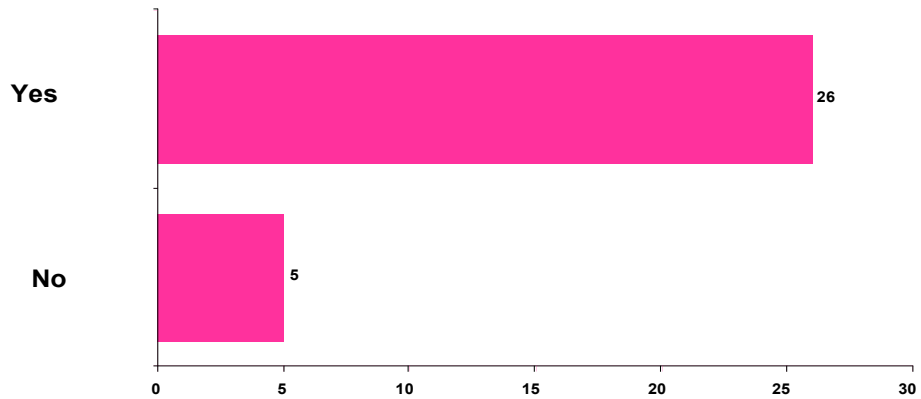
According to the organizers, one of the main goals of the exhibition is to inform about health risks. Because of this, specimens with abnormal changes are on display, like, for example, a lung blackened by nicotine. By comparing healthy and abnormal organs, visitors should become aware of the effects of an unhealthy lifestyle on the human body.

Visitors of anatomical exhibitions disagree on the influence that the visit has on one's own lifestyle. While 46 % of those who have at least visited one anatomical exhibition feel motivated to improve their lifestyle, a small majority of 54% states that the exhibition did not motivate them to change their way of living.

Recommending the exhibition to others

Base: Respondents who have visited anatomical exhibitions

n = 31 Respondents



Survey in the United States concerning anatomical exhibitions

Social & Opinion

Question: Would you recommend the exhibition to others?

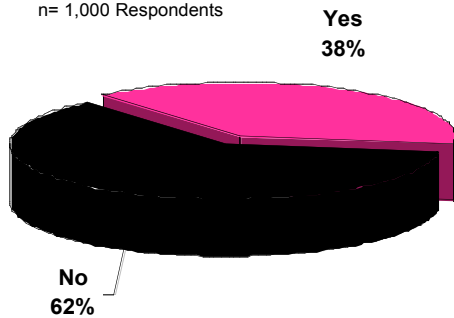
Base: Respondents who have visited anatomical exhibitions

The respondents who visited an anatomical exhibition would also recommend it to others. A large majority of all exhibition visitors (83%) would recommend the exhibition to others, while only 17% would not do so.

Moral concerns regarding anatomical exhibitions

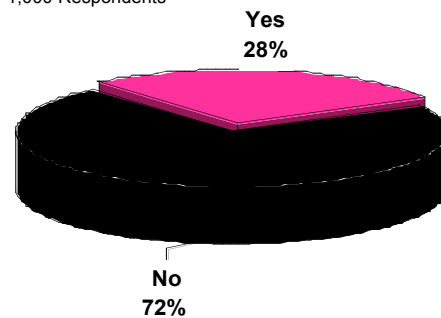
Do you think that human dignity is infringed by this public display?

n= 1,000 Respondents



Are you morally offended by these exhibitions ?

n= 1,000 Respondents



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Question: All these exhibitions display real whole body or partial specimens of deceased human beings.

a) Do you think that human dignity is infringed by this public display?

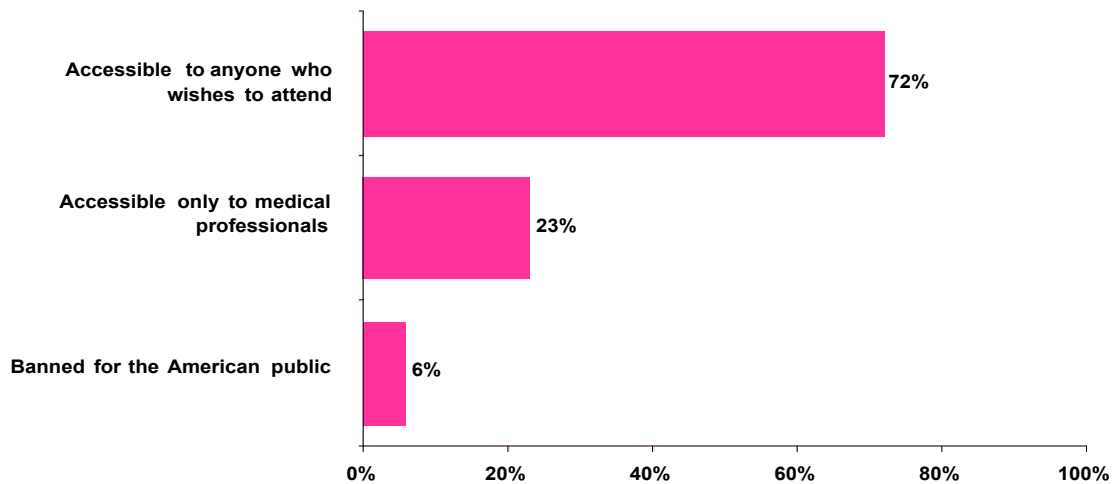
b) Are you morally offended by these exhibitions?

Only a minority of all respondents has moral concerns regarding anatomical exhibitions. Only 38% think that human dignity is infringed by this public display. In total, approximately three out of ten respondents (28%) are morally offended by these exhibitions.

The older respondents are, the more moral concerns they have: In the age group from 60 years up, a majority of 53% shares moral concerns, while only every fifth respondent below 30 years and a quarter of the 30 to 39 year olds think that human dignity is infringed by these exhibitions.

Ban on anatomical exhibitions

n= 1,000 Respondents



Survey in the United States concerning anatomical exhibitions

Social & Opinion

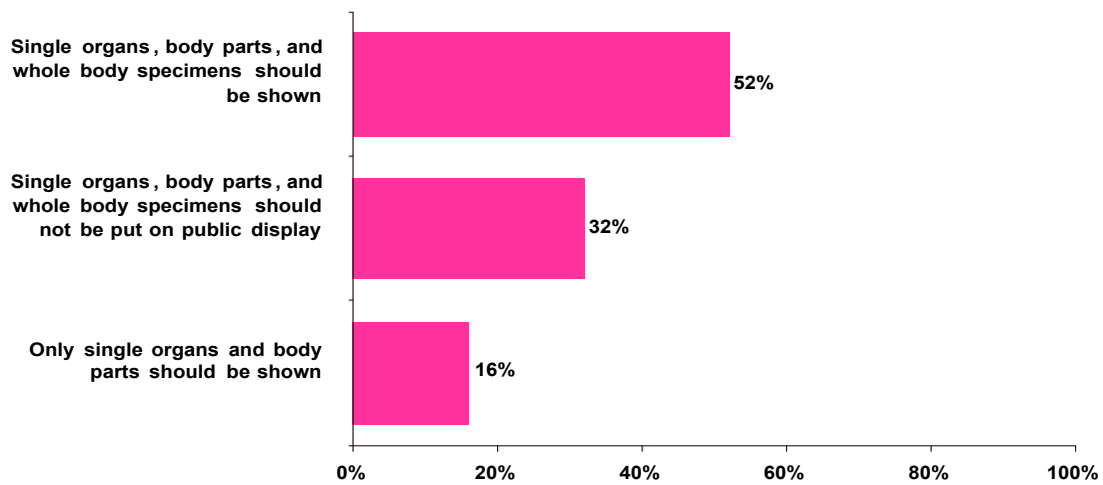
Question: Should such exhibitions be banned to the American public, accessible to anyone who wishes to attend, or accessible only to medical professionals?

Only 6% of all interviewed Americans are in favor of a ban of anatomical exhibitions for the American public. Instead 72% endorse these exhibitions to be accessible to anyone. Approximately every fourth respondent (23%) would allow only medical professionals to visit the exhibitions.

More men (77%) than women (66%) are in favor of making anatomical exhibitions accessible to everyone. On the other hand, women (27%) are more affirmative than men (19%) that the exhibition should only be accessible to medical professionals. Only a small majority of both groups (men: 4%, women: 7%) supports a ban of all anatomical exhibitions.

Display of single organs, body parts, or whole body specimens

n= 1,000 Respondents



Survey in the United States concerning anatomical exhibitions

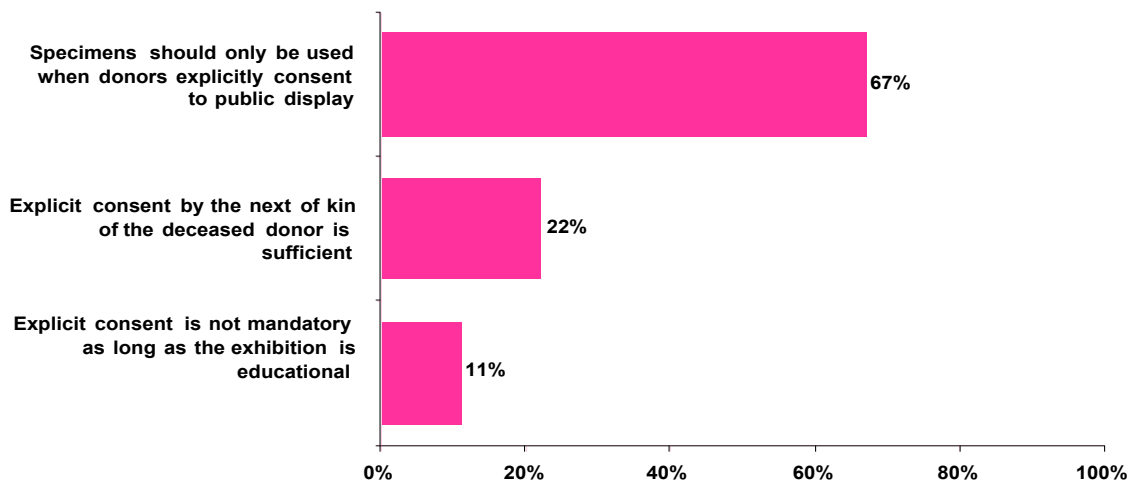
Social & Opinion

Question: Such exhibitions feature single organs, body parts, and whole body specimens in life like poses. Do you believe that only single organs and body parts should be shown, single organs, body parts, and whole body specimens should be shown, or that single organs, body parts, and whole body specimens should not be put on public display?

A small majority (52%) favors the display of single organs and body parts as well as of whole body specimens. 16% differentiate between the two types of specimens: They are in favor of the exhibition of single organs and body parts only. Three out of ten respondents think that neither single organs and body parts nor whole body specimens should be put on show.

Body donor's consent for use of his body in public display

n= 1,000 Respondents



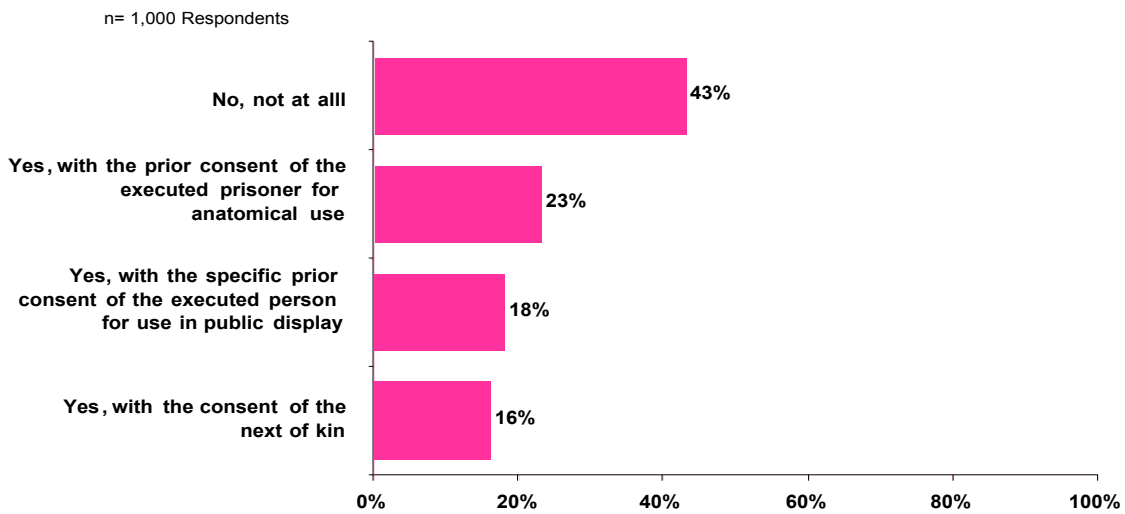
Survey in the United States concerning anatomical exhibitions

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Question: Some exhibitors use bodies of individuals who have given their explicit consent for use of their bodies in anatomical study and public display. Other exhibitors use unclaimed bodies of individuals who never gave consent for use of their bodies in anatomical study and public display. Do you believe that specimens should only be used when donors explicitly consent to public display, explicit consent by the next of kin of the deceased donor is sufficient, or that explicit consent is not mandatory as long as the exhibition is educational?

Two thirds of all questioned Americans don't approve of the public display of specimens without the consent of the body donor. They are of the opinion that the explicit consent of the donor is a necessary precondition for the exhibition. According to 22% of all respondents, the consent by the next of kin of the deceased donor is sufficient. Only a minority of 11% backs the position that explicit consent is not mandatory as long as the exhibition is for educational purposes.

Use of bodies of executed prisoners from China for anatomical purposes



Survey in the United States concerning anatomical exhibitions

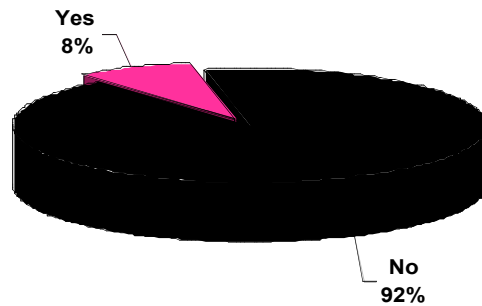
Social & Opinion

Question: What do you think about the use of bodies of executed prisoners from China for anatomical purposes? Would you approve of the use of such bodies?

Respondents disagree on the question of the use of bodies of executed prisoners from China: 43% reject the use of these bodies in any case. But the remaining respondents would also only agree to the use of bodies of executed Chinese prisoners if certain conditions are fulfilled: Close to a quarter of all respondents (23%) supports the use as long as the executed prisoner's explicit prior consent for anatomical use has been obtained. 18% state that the specific prior consent of the executed person for use in public displays is a necessary condition. 16% support the use of bodies of executed Chinese prisoners with the consent of the next of kin.

Relevance of the bodies for display originating from the US vs. from China

n= 1,000 Respondents



Survey in the United States concerning anatomical exhibitions

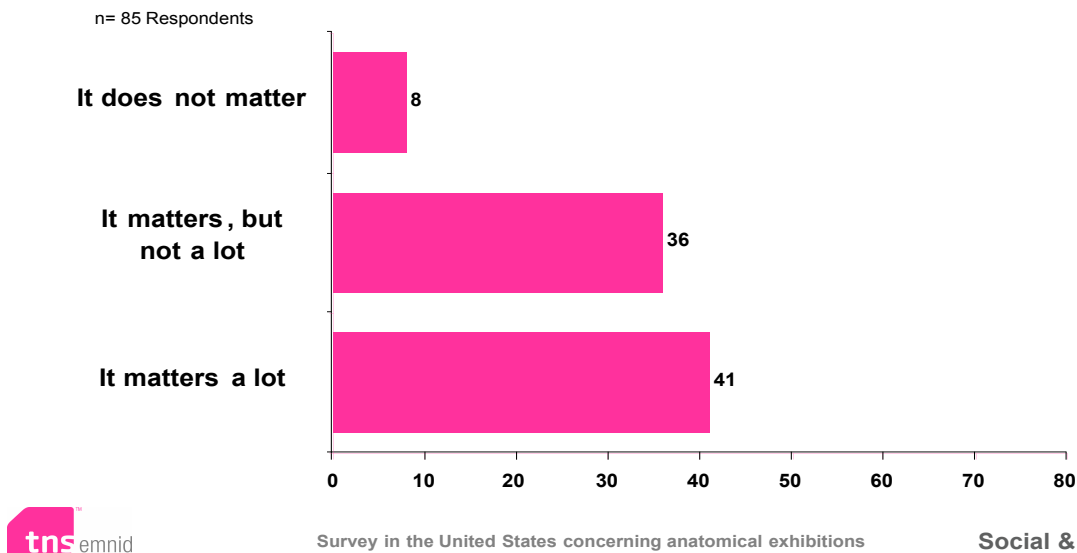
Social & Opinion

Question: Would it make a difference to you if the bodies for display originated from USA rather than China?

For a large majority of the interviewed Americans (92%) it does not matter whether the bodies used for display originate from the United States or from China. It only makes a difference for 8% of all respondents.

Importance of the bodies for display originating from the US

Base: Respondents for whom it makes a difference if the bodies for display originated from the US rather than China



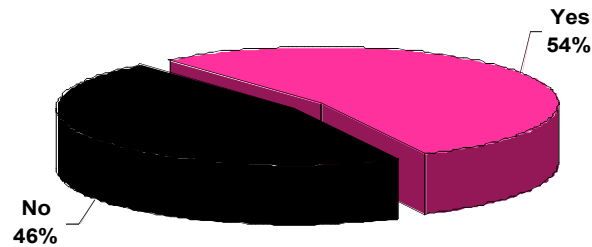
Question: Please specify how much it matters if the bodies on display are from the USA.

Base: Respondents for whom it makes a difference if the bodies for display originated from the US rather than China

For close to half (48%) of the 85 respondents for whom the origin of the bodies displayed makes a difference, it matters a lot if the displayed bodies originate from the United States. For an almost equally large group (43%) it somewhat matters where the bodies originate from but not a lot. 9% of those who previously stated that the origin of the bodies was important to them indicate now that it does not matter whether or not the bodies used in an exhibition originate from the United States.

Acceptance of charging an entrance fee for anatomical exhibitions

n= 1,000 Respondents



Survey in the United States concerning anatomical exhibitions

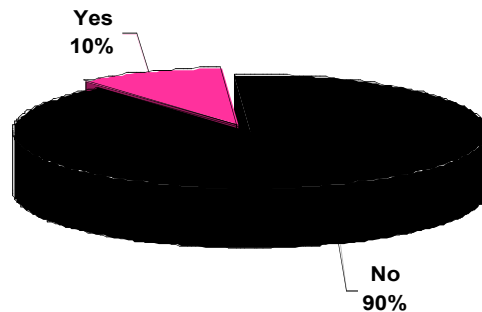
Social & Opinion

Question: Each of these exhibitions charges an entrance fee. Is it appropriate to charge an entrance fee?

Respondents' opinions with regard to the adequacy of an entrance fee for anatomical exhibitions are split. 46% do not accept the charging of an entrance fee for an anatomical exhibition, while a small majority of 54% does not oppose the idea.

Considering to become a body donor for one of these exhibitions

n= 1,000 Respondents



Survey in the United States concerning anatomical exhibitions

Social & Opinion

Question: Would you consider becoming a body donor for one of these exhibitions?

Only every tenth American interviewed considers donating his or her own body for an anatomical exhibition. The large majority - nine out of ten respondents - does not take this into consideration.

American men seem to be less deterred by the idea of becoming a body donor. According to their own accounts, 12% of the interviewed men (but only 8% of the women) consider donating their own bodies for public display.