Blood Donation

Survey Data Analysis

Introduction

The blood donation service is a life-saving process. For people with severe illnesses and traumas, they need adequate blood supplies to survive. The donated blood can be made into 22 different medical treatments, and every blood donation can help save three lives (Australian Red Cross Lifeblood, 2021). However, the major problem is that the supply of blood products is significantly less than the demand for blood products. In 2021, the hospital demand is up seven percent compared to 2020, but the number of blood donors decreases by 10,000 (Attanasio, 2021). Since the typical Australian blood donors are white-Australian, it means other donor groups contribute relatively low to the blood donation. Therefore, this report will explore another group of donors which is Asian and will focus on how to broaden the Asian blood donor base of the Australian Red Cross (ARCBS). In order to find the potential insights related to Asian donors, the data analysis is conducted using SPSS on the collected data of the blood donation survey. This report will investigate how to increase the number of Asian donors by analyzing four aspects which consist of different questions. The first aspect is to identify whether there are gender differences towards the likelihood to donate blood, and the corresponding question is Question 1. The second aspect is to figure out background issues related to living durations and English fluency, and the corresponding questions are Question 2—3. The third aspect is to find Asians' positive motivations of donating blood related to culture, communities, and rewards, and the corresponding questions are Question 4—6. The fourth aspect is to ascertain Asians' negative motivations of donating blood, and the corresponding question is Question 7.

Data preparation

Firstly, the categorical string variables (Q1a, Q1c, Q5a, Q5b, Q5c, Q6e, Q7a, Q7d) are transformed to numerically coded variables since it is easier to process numeric codes than strings in SPSS. In this process, each category of the variable is assigned a number and a new variable is generated to save the converted values. For Q7d, different responses representing the same content such as "Caucasion" and "Caucasian" are modified to be identical before recoded to the numbers.

Secondly, inconsistent survey responses from several participants are identified through Q1a, Q1b, Q1c, and Q1d. For example, respondents are asked whether they have ever donated blood in Australia in Q1a and how many times they have donated any blood products within Australia in the last two years in Q1b. Inconsistency happens when respondents select 'No' in Q1a but write down a number greater than 0 in Q1b. Inconsistent responses may reduce the reliability of the statistical results (Fong, Ho and Lam, 2010). Therefore, a new variable "error" is created to filter these responses.

Lastly, we select the cases satisfying the conditions that the respondents are Asian (Q7d_new = 2) who are our target group and give logically consistent answers (error = 0).

Question1:

Are there any gender differences among Asians towards the likelihood to donate blood in the next 6 months?

Variables used:

Dependent variable: Likelihood to donate (Q1e)

Independent variable: Gender (Q7a_new)

Statistical Test(s) Conducted:

Independent-samples T-test

Analysis & Findings:

Ho: There is no gender difference among Asians towards likelihood to donate.

Ha: There are gender differences among Asians towards likelihood to donate.

The p-value of the F-test equals 0.001 which is less than 0.05 (see Appendix Q1), so the null hypothesis of equal variances is rejected. Under the condition that equal variances are not assumed, the p-value of the t-test equals 0.045 which is less than 0.05. Thus, the null hypothesis is rejected, indicating that gender differences among Asians are statistically significant. Therefore, we can conclude that Asian males (Mean = 3.28) are more likely to donate blood in Australia in the next 6 months than Asian females (Mean = 2.9).

Managerial implications/recommendations:

Asian males reported a higher rate of intention to donate blood in Australia compared to Asian females in the future. Besides, males are less likely to be temporarily deferred on medical grounds than females, which increases their probability to become regular donors (Carver, Chell, Davison and Masser, 2017). Therefore, developing strategies for attracting Asian males could increase blood supply effectively. However, given the small number of both male and female Asian donors, some campaigns should be female-specific to increase the number of female donors as well.

Question2:

Do most Asians agree that they don't want to donate blood because they are only living in Australia for a short while?

Variables used:

I am only living in Australia for a short while so I am not bothering. (Q4a17)

Statistical Test(s) Conducted:

One-sample T-test

Analysis & Findings:

Ho: Most Asians agree that they don't want to donate blood in Australia because they are only living in Australia for a short while.

Ha: Most Asians disagree that they don't want to donate blood in Australia because they are only living in Australia for a short while.

One sample t-test was used to compare the average score with the midline score which is 4. The mean value equals 4.16, which is greater than 4. Since the p-value of t-test is significant ($p = 0.012 < 0.05$) (see Appendix Q2), the null hypothesis is rejected. Therefore, we have sufficient evidence to conclude that most Asians consider the short stay in Australia as a reason for not donating blood.

Managerial implications/recommendations:

Since these people only live in Australia for a short while, they are less likely to be exposed to or seek the information about blood donation than those who stay longer. Therefore, increasing their accessibility to blood donation may improve their participation in blood donation. Considering that the respondents are university students and Asian students account for 83% of Australia's international student population in 2020, ARCBS may run marketing campaigns in the university for the recruitment of Asian students in Australia (Cherukuri, 2021). For example, the organization can host blood drives on campus, making it convenient for walk-in donors. Besides, they can use a hashtag specific to the university and 'Asian' related keywords in its social media posts to reach the Asian students and increase their engagement.

Question 3:

Will the level of English fluency affect a person's willingness to donate blood in Australia in the next 6 months?

Variable used:

The likelihood that you will donate blood in Australia in the next 6 months (1e)

How fluent is your English (7f)

Statistical Test Conducted:

Correlation Analysis

Analysis & Findings:

We conduct the correlation analysis to find out the relationship between a person's level of English fluency and his/her willingness to donate blood in Australia in the next 6 months. The null and alternative hypothesis are stated as below:

Ho: There is no relationship between "the level of English fluency" and "a person's willingness to donate blood in Australia in the next 6 months"

Ha: There is a relationship between "the level of English fluency" and "a person's willingness to donate blood in Australia in the next 6 months"

The output shows that the p-value is 0.089 which is larger than 0.05 (see Appendix Q3). Hence, the null hypothesis is not rejected. There is no significant relationship between "the level of English fluency" and "a person's willingness to donate blood in Australia in the next 6 months". Besides, the coefficient is 0.061 which is not close to 1. Therefore, it further proves that there is no significant relationship between "the level of English fluency" and "a person's likelihood to donate blood in Australia in the next 6 months".

Managerial implications/recommendations:

Based on the result, we could conclude that the level of English fluency is not a barrier that hinders Asians from donating blood in Australia in the next 6 months. Therefore, ARCBS doesn't need to worry that people's ability in English may prevent them from donating blood. Rather than this, it is suggested that ARCBS should focus more on and invest more resources in other factors which are significantly related to the willingness of blood donation.

Question 4:

In terms of the likelihood of blood donation in Australia in the next 6 months, is there any difference between being asked to donate by someone from their own culture and being asked to donate by someone from Australia?

Variable used:
Being asked to donate by someone from my own culture (Q3a, 3)
Being asked to donate by someone from mainstream Australian culture (Q3a, 4)

Statistical Test Conducted:
Paired-samples T-test

Analysis & Findings:
We conduct Paired-sample T-test to identify if there is a difference between being asked to donate by someone from the same culture and being asked to donate by someone from Australia, with regard to the likelihood of blood donation in Australia in the next 6 months. The null and alternative hypothesis are stated as below:

Ho: there is no difference between "being asked to donate by someone from own culture" and "being asked to donate by someone from Australia, with regard to the likelihood of blood donation in Australia in the next 6 months"

Ha: there is a difference between "being asked to donate by someone from own culture" and "being asked to donate by someone from Australia, with regard to the likelihood of blood donation in Australia in the next 6 months"

Based on the output, the p-value equals 0.000 which is less than 0.05 (see Appendix Q4). Therefore, the null hypothesis is rejected, indicating that there is a significant difference between being asked to donate blood by someone from their own culture and being asked to donate blood by someone from Australia, in terms of the likelihood of blood donation in Australia in the next 6 months. Besides, the mean of Q3a3 equals 3.93 which is larger than the mean of Q3a4 which equals 3.39. This result represents that a person has a higher likelihood to donate blood in Australia in the next 6 months if he/she is asked to donate by a person from his/her own culture.

Managerial implications/recommendations:

It is suggested that ARCBS could consider hiring more Asian staff or recruiting more Asian volunteers to broadcast, publicize, promote and persuade more Asians to participate in blood donation. Besides, when making the marketing campaign, it is beneficial if ARCBS could list more Asian donors as an example to encourage more Asians to donate their blood. In addition, other distribution channels such as social media and email, could also consider establishing more Asian communities or Asian groups to create a more comfortable and relaxing atmosphere to encourage more Asian donors.

Question 5:

Are most people more likely to donate blood when their friends go with them rather than being alone?

Variables used:

I would donate blood more often if my friends would go with me. (2c6)

I would prefer to donate blood alone. (2c7)

Statistical Test Conducted:

Paired-samples T-test

Analysis & Findings:

Aristotle the legendary Greek philosopher said, "Man is by nature a social animal" (Aristotle. 350 B.C.E.). The hypothesis test aims to examine the effectiveness of groups or alone in the prosocial behaviour of blood donation. The Paired-samples T-test is selected to discover the measurements of two variables in order to study the comparisons of two social behaviours. The result will help understand the impact of two opposite social behaviours to develop programs that meet the needs of Asian donors and potential donors.

Ho: There is no difference between "donate blood more often if my friends would go with me" and "prefer to donate blood alone".

Ha: There is a difference between "donate blood more often if my friends would go with me" and "prefer to donate blood alone".

The p-value in this test is 0.000 which is less than 0.05 (see Appendix Q5). Because of this, we reject the null hypothesis, indicating that there is a statistically significant difference between the mean numbers for group and single conditions. According to the table of Paired-samples T-test, the mean data of Asian participants who would like to be accompanied is 4.48. In contrast, the mean data of Asian participants who would like to be alone is only 2.93. The influence of friends and family could be the social capital as motivation for Asian participants to start giving blood.

Managerial implications / recommendations:

There is responsible evidence to suggest the marketers from ARCBS could pay more attention to external behavioural norms. Activities or events of blood donation could enhance social networks in order to engage people for blood donation. For instance, Hong Kong Red Cross Blood Transfusion Service organized a Group & Mobile Donation Service (Hong Kong Red Cross. 2020). The service allowed people to make group appointments for blood donation. People who are interested in group donation providing at least 2-3 people are involved. On one hand, group activities could reduce people's feelings of fear and panic about blood donation; on the other hand, they can encourage each other and share the joy of giving help.

Question 6:

Is receiving a health screening more important than receiving an incentive or reward in motivating people to donate blood in Australia?

Variables used:

Receiving a health screening. (3b9)

Receiving an incentive or reward for donating. (3b10)

Statistical Test Conducted:

Paired-samples T-test

Analysis & Findings:

Maslow's hierarchy of needs framework could be used to improve the intensity of motivation for first-time blood donors (Maslow, 1943). In the case of blood donation, it would affect an individual's health and well-being as well as physical needs. Hence, the experience could lead them to self-actualization. The demands of health screening and reward for blood donation are two main significant factors that need to be tested among others.

Ho: There is no difference between "receiving a health screening" and "receiving an incentive or reward for donating"

Ha: There is a difference between "receiving a health screening" and "receiving an incentive or reward for donating"

A paired-samples T-test was conducted to compare the willingness of two attributes of participants. The table of paired sample correlations (see Appendix Q6) shows that the two variables have a Pearson's correlation coefficient of 0.495, which means that they are moderate to strongly correlated. The p-value (sig.) is 0.01 which is less than 0.05, therefore we reject the null hypothesis. There is a statistically significant difference between the two test conditions. The mean of the health screening condition for Asians is 4.36 which is slightly greater than the mean of the reward condition (4.13). In addition, the mean of the health screening condition for Asians is larger than the neutral point as 4, so the results suggest that Asian participants hold a more positive attitude towards receiving a health screening.

Managerial implications / recommendations:

The process of health screening could be developed by improving the service. For instance, a sufficient number of qualified staff should be available for the blood screening program. This could increase participants' satisfaction with blood donation. Furthermore, the result of confirmatory testing could be generated as an official medical certification for future donation or other medical treatment.

In addition, health screening allowed the organizations to select or filtrate voluntary non-remunerated donors who are at a lower risk of transmitting transfusion-transmissible infection. It is essential to reduce the risk of transmission of infectious diseases through blood, which also benefits the rate of blood donors.

Question 7:

Which of the two variables ("my concern that the process will hurt or be uncomfortable" and "my concern that I will contract some illness through the donation process") is a more important factor in hindering Asians from donating blood in Australia in the next 6 months?

Variables used:

Dependent: The likelihood that you will donate blood in Australia in the next 6 months (Q1e)

Independent: My concern that the process will hurt or be uncomfortable (Q4a1)

My concern that I will contract some illness through the donation process (Q4a4)

Statistical Test Conducted：

Regression Analysis

Analysis & Findings:

We have applied two bivariate regression models to identify the significance of two factors and compare their importance. For the first regression using data from Q1e and Q4a1, the null and alternative hypothesis are stated as below:

Ho: There is no relationship between "the likelihood that you will donate blood in Australia in the next 6 months" and "my concern that the process will hurt or be uncomfortable".

Ha: There is a relationship between "the likelihood that you will donate blood in Australia in the next 6 months" and "my concern that the process will hurt or be uncomfortable".

The p-value of the F-test in the ANOVA table equals 0.003 which is smaller than 0.05 (see Appendix Q7), so it is reasonable to reject the null hypothesis and "the likelihood that you will donate blood in Australia in the next 6 months" is proven to be correlated with "my concern that the process will hurt or be uncomfortable". The corresponding unstandardized coefficient equals -0.148 and it is proved to be significant since the p-value is 0.003 and less than 0.05 (see Appendix Q7(1)). Therefore, the regression model can be written as:

$$Likelihood = 3.718 - 0.148 Concern$$

This reflects the negative relationship between the dependent and independent variables which means that the value of the likelihood to donate will decrease by 0.148 if the value of the concern of being hurt or being uncomfortable increases by 1.

For the second regression using data from Q1e and Q4a4, the null and alternative hypothesis are stated as below:

Ho: There is no relationship between "the likelihood that you will donate blood in Australia in the next 6 months" and "my concern that I will contract some illness through the donation process".

Ha: There is a relationship between "the likelihood that you will donate blood in Australia in the next 6 months" and "my concern that I will contract some illness through the donation process".

The p-value of the F-test in the ANOVA table equals 0.688 which is greatly larger than 0.05 (see Appendix Q7(2)), so it fails to reject the null hypothesis and there is no relationship between the likelihood to donate and the concern of contracting the illness.

The analysis of two regression models points to the fact that "the concern that the process will hurt or be uncomfortable" is a more important factor in hindering Asians from donating blood in Australia in the next 6 months.

Managerial implications / recommendations:

The ARCBS should consider the factor of the concern about being hurt or uncomfortable rather than the concern about contracting the illness because the likelihood to donate is not correlated with the concern about contracting the illness. There are two recommendations to broaden the blood donation base of Asians from this perspective. The first one is to educate Asians that most donors only experience brief discomfort during needle insertion and there would not be any pain while blood is drawn (American Red Cross, 2020). Moreover, through education and advocacy, making Asians understand that blood donation is a life-saving procedure can overshadow the quick pinch during the donation process (American Red Cross, 2020). Hence, it will mitigate the concern of being hurt or discomfort and increase the likelihood to donate. The second one is to introduce the pain numbing device in the blood donation process. Pain numbing devices, such as CoolSense, can make donating blood a pain-free experience for Asian donors (Australian Red Cross Lifeblood, 2020). Without the pain, Asian donors will be more willing to donate blood.

Overall Recommendations

Several recommendations emerged based on the results of the blood donation survey. We recommend a marketing campaign targeted at Asian groups. The purpose of the marketing campaign is to engage Asians to donate blood, hence broadening Australia's blood donation base.

Mobile blood donation vehicles will be considered as the donation service centre, equipped with blood donation facilities that provide greater flexibility and the Coolsense Pain Numbing Applicator. The applicator is introduced to reduce the pain with the injection for donors, which can be a significant way to antidote the fear of blood donating for Asian donors. For the preparation of blood donation, a health screening will be freely provided to allow the appropriate selection of blood for transfusion and enable donors to check their body status. After blood donations, staff will provide a survey for participants asking if they are willing to share their opinions of blood donation. Besides, well-trained staff and qualified equipment are required for the mobile donation service. This not only promotes blood donation but also offers a more effective service to increase donors' satisfaction.

Mobile blood donation vehicles are scheduled to some places where Asians gather together such as central business districts and universities, and the duration of the event will last approximately six months.

Before the mobile blood donation service launched, the information of this promotional event will be posted to online social media such as Facebook and Instagram. Marketers could use a hashtag specific to the Asian community and 'Asian' related keywords in their social media posts. We aim to share the contents in a public place so that every Asian can find it. Group appointments will also be available via posts for people who are interested in but afraid to go alone.

People will also be asked to share their experiences and feelings through social media after they have donated blood. This is beneficial for ARCBS as we found that Asians are more engaged to donate blood when asked by Asian donors. All the data of the survey, blood inventory, consumer flow volume, and online feedback will be collected at the end of the event. This would be helpful in analyzing the performance of the marketing campaign, hence, to seek for efficiency improvement.

Limitation:

The analysis conducted and the recommendation provided in this report are mainly based on the result collected from the "blood donation survey". However, due to restrictions on resources, the survey has several limitations which have an impact on the accuracy of the overall result.

Firstly, when identifying the relationship between the level of English fluency and a person's willingness to donate blood in Australia in the next 6 months, the level of English fluency is utilized as a significant variable. However, the data of this variable contain bias. For example, it is possible that the English level of survey participants are similar and therefore, the test results are not significant. This is because the majority of survey participants are USYD bachelor and master students. Asian students as international students studying abroad have to pass official English exams such as IELTS to ensure their ability to study in an English-speaking country. Hence, there is a high possibility that their English level is overall satisfying and is at a similar level. If we expand the selection of survey participants to the whole society, the result might be very different.

Secondly, there is the bias associated with random sampling error. The entire report is designed to find out factors that influence Asian's willingness to donate blood, and therefore to broaden

the base of blood donors in Australia. However, due to limited resources, we are not able to gather information from all samples. Under this circumstance, surveys were only distributed to bachelor and master students in USYD, resulting in biases caused by uneven sampling. The return results are therefore not representative.

Thirdly, the designed survey was distributed online through email which is an effective way to collect results but also has its limitations. For example, some emails may wrongly go into junk mail or are blocked by users and therefore, some respondents will miss the opportunity to fill in their answers which narrows down the sample size, leading to unrepresentative results. Besides, due to the nature of the online survey, some respondents may quickly read through questions and respond quickly without carefully considering questions which will negatively affect the accuracy of the collected results.

To sum up, there are limitations regarding the result of the survey and hence may have an impact on the accuracy of analysis and recommendations that are provided in the report. If we have more resources, we will consider expanding the sample size to try to access more representative groups to ensure the reliability and validity of the survey.

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Appendices

Appendix Q1

Group Statistics

	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
What is the likelihood that you will donate blood in Australia in the next 6 months?	Male	235	3.28	2.487	.162
	Female	543	2.90	2.229	.096

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
What is the likelihood that you will donate blood in Australia in the next 6 months?	Equal variances assumed	11.508	.001	2.095	776	.036	.378	.180	.024	.732
	Equal variances not assumed			2.007	403.973	.045	.378	.188	.008	.748

Appendix Q2

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I am only living in Australia for ashortwhile so I am not bothering.	776	4.16	1.803	.065

One-Sample Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower	Upper
I am only living in Australia for ashortwhile so I am not bothering.	2.529	775	.012	.164	.04	.29

Appendix Q3

Correlations

		What is the likelihood that you will donate blood in Australia in the next 6 months?	How fluent is your English?
What is the likelihood that you will donate blood in Australia in the next 6 months?	Pearson Correlation	1	.061
	Sig. (2-tailed)		.089
	N	779	778
How fluent is your English?	Pearson Correlation	.061	1
	Sig. (2-tailed)	.089	
	N	778	780

Appendix Q4

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Being asked to donate by someone from my own culture.	3.93	774	1.498	.054
	Being asked to donate by someone from mainstream Australian culture.	3.39	774	1.412	.051

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Being asked to donate by someone from my own culture. & Being asked to donate by someone from mainstream Australian culture.	774	.614	.000

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				Sig. (2–tailed)
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	
Pair 1	Being asked to donate by someone from my own culture. – Being asked to donate by someone from mainstream Australian culture.	.536	1.281	.046	.446	.627	11.645	773	.000

Appendix Q5

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	I would donate blood more often if my friends would go with me.	4.48	779	1.623	.058
	I would prefer to donate blood alone.	2.93	779	1.603	.057

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	I would donate blood more often if my friends would go with me. & I would prefer to donate blood alone.	779	-.014	.704

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				Sig. (2–tailed)
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	
Pair 1	I would donate blood more often if my friends would go with me. – I would prefer to donate blood alone.	1.547	2.297	.082	1.385	1.708	18.795	778	.000

Appendix Q6

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Receiving a health screening.	4.36	775	1.528	.055
	Receiving an incentive or reward for donating.	4.13	775	1.564	.056

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Receiving a health screening. & Receiving an incentive or reward for donating.	775	.495	.000

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Receiving a health screening. – Receiving an incentive or reward for donating.	.225	1.554	.056	.115	.334	4.022	774	.000

Appendix Q7(1)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	My concern that the process will hurt or be uncomfortable.[b]	.	Enter

a. Dependent Variable: What is the likelihood that you will donate blood in Australia in the next 6 months?

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.108[a]	.012	.010	2.299

a. Predictors: (Constant), My concern that the process will hurt or be uncomfortable.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.061	1	48.061	9.092	.003[b]
	Residual	4096.835	775	5.286		
	Total	4144.896	776			

a. Dependent Variable: What is the likelihood that you will donate blood in Australia in the next 6 months?

b. Predictors: (Constant), My concern that the process will hurt or be uncomfortable.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.718	.248		14.970	.000
	My concern that the process will hurt or be uncomfortable.	−.148	.049	−.108	−3.015	.003

a. Dependent Variable: What is the likelihood that you will donate blood in Australia in the next 6 months?

Appendix Q7(2)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	My concern that I will contract some illness through the donation process.[b]	.	Enter

a. Dependent Variable: What is the likelihood that you will donate blood in Australia in the next 6 months?

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.014[a]	.000	−.001	2.307

a. Predictors: (Constant), My concern that I will contract some illness through the donation process.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.861	1	.861	.162	.688[b]
	Residual	4109.982	772	5.324		
	Total	4110.844	773			

a. Dependent Variable: What is the likelihood that you will donate blood in Australia in the next 6 months?

b. Predictors: (Constant), My concern that I will contract some illness through the donation process.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.926	.235		12.471	.000
	My concern that I will contract some illness through the donation process.	.018	.046	.014	.402	.688

a. Dependent Variable: What is the likelihood that you will donate blood in Australia in the next 6 months?