Motivators

10. I donated blood to get loyalty incentives, gifts, or money

REPEAT 88% | 11%
NON 68% | 24%

11. Friends, relatives, or coworkers asked me to donate blood

REPEAT 59% | 38%
NON 35% | 54%

12. Blood donation is good for my health

REPEAT 16% | 69%
NON 28% | 55%

13. My friends or relatives need blood

REPEAT 40% | 52%
NON 19% | 71%

. I donated blood in response to adverts/campaigns on the radio, TV, or newspapers from i.e. SAN

REPEAT 37% | 61%
NON 28% | 64%

15. Helping others is the right thing to do

REPEAT 5% | 95%
NON 9% | 88%

16. I gave blood because there was a blood drive at my school or workplace

REPEAT 42% | 57%
NON 28% | 63%

17. My blood type is in high demand

REPEAT 16% | 64%
NON 20% | 62%

18. Giving blood made me feel good about myself

REPEAT 6% | 93%
NON 15% | 70%

Percentage

■ Strongly disagree ■ Disagree ■ Agree ■ Strongly agree