

Version 1.2, 13 May 2016

Note: This is a representation of an electronic survey that appeared over multiple screens. It was preceded by information for donors (screens 1 and 2) and a consent question (screen 3), which are available on the project website.

SCREEN 4:

Question 1: How many times **did you give** blood in the last 12 months?

If you can't remember, please give your best guess.

- I did not give blood in the past 12 months
- Once
- Twice
- Three times
- Four times
- More than four times (please specify)

Question 2: How many times did you **want to give** blood in the last 12 months?

This answer may differ from your answer to question 1 for many reasons. For example, you could not attend your appointment because you had to care for a sick child, or you wanted to give blood but the waiting time was too long.

- I did not give blood in the past 12 months
- Once
- Twice
- Three times
- Four times
- More than four times (please specify)

The following questions ask about **the last time you gave blood**.

Question 3: When you last gave blood, where did you travel from?

If you can't remember, please give your best guess.

- Your home
 - Your workplace
 - Somewhere else
 - Question 4: Roughly how far did you travel to the place where you last gave blood?
 - *If you can't remember, please give your best guess.*
 - Less than 2 miles
 - 2–4 miles
 - More than 4 miles
- Please tell us to the nearest mile (response limited to 3 integers)

Question 5: How did you travel to the place where you last gave blood?

Please choose the answer that applies to the longest part of your journey.

- Walk
- Cycle
- Car
- Public transport (e.g. bus, tube, train or tram)
- Question 6: How long did it take you to travel to the place where you last gave blood?
- *If you can't remember, please give your best guess.*
- Less than 10 minutes
- 10–30 minutes
- 30–60 minutes
- More than 60 minutes

Please tell us how long *in minutes* _ _ _ (answer limited to 3 integers)

Question 7: Roughly how long did your last blood donation visit take?

From your scheduled appointment time, to the time you arrived at the tea table and were free to leave (including waiting time).

- 1 hour or less
- More than 1 hour

Question 8: What prompted you to make your last appointment to give blood?

Please choose the answer that best applies to you.

- I booked at a previous blood donation visit
- I received an invitation letter
- I received an email, phone call or text message
- I saw an advert, publicity or campaign
- I booked without being prompted
- I did not make an appointment
- Other

Question 9:

[Question not asked if respondent answers “I did not make an appointment” to question 8]
Are you able to book appointments to give blood as often as you would like, at a day and time that suits you?

- Yes, easily
- Yes, but with some difficulty or delay
- No, it is very difficult

SCREEN 5:

The next 6 questions will ask **how often** you would donate blood under different scenarios. The scenarios describe a service with different features that are described in the table below. Each scenario is a little different but it would always take around **1 hour** from your appointment time to the time you arrive at the tea table and are free to leave (including waiting time).

<p><i>Travel time</i> to the place where you donate blood</p>	<p>This is the time it would take you to travel to the place where you donate blood.</p> <p>Travel time in the scenarios may range from 10 minutes shorter than your typical travel time, up to 30 minutes longer than your typical travel time.</p>
<p><i>Appointment availability</i></p>	<p>These are that days the appointments are available for donors to give blood.</p> <p>Options include:</p> <p>Every day (Monday–Sunday)</p> <p>Every weekday (Monday–Friday)</p> <p>1 day every 2 months (Monday–Friday)</p> <p>1 day every 2 months (Saturday or Sunday)</p>
<p><i>Opening times</i></p>	<p>These are the times of the day, when you can give blood. Possible opening times include:</p> <p>9am–12pm and 2pm–5pm</p> <p>9am–5pm</p> <p>9am–8pm</p> <p>2pm–8pm</p>
<p><i>Health report</i> provided</p>	<p>A health report is not currently provided. In the future if a health report were to be provided it might give measurements such as your blood pressure and cholesterol.</p>
<p><i>Maximum</i> number of <i>donations</i> per year</p>	<p>This is the maximum number of times each year that you are allowed to give blood in the UK for health and safety reasons. Currently this is 3 times a year for women and 4 times a year for men. A clinical trial is looking at the impact of donors giving blood more often. Depending on the results of the trial, donors might be allowed to give blood more often in future. Women may be permitted to give blood up to 4 times a year. Men may be permitted to give blood up to 6 times a year.</p>

For each question please pick a single answer. **There are no right or wrong answers, we are just interested in your views.** If you are not sure, please give us your best guess.

SCREEN 6:

Scenario 1:

At the place where you last gave blood, suppose the service is like this:

	Description of Service
<i>Travel time</i>	Your typical travel time
<i>Appointment availability</i>	Every weekday (Monday–Friday)
<i>Opening times</i>	9am–12pm and 2pm–5pm
<i>Health report</i> provided	No
<i>Maximum</i> number of <i>donations</i> per year	3 donations per year

[Definitions of each attribute are available as “tool tips” by hovering over the left hand column with a mouse]

In this scenario, how many times a year would you give blood? [Answer is mandatory]

- I would probably not donate
- Once a year
- Twice a year
- Three times a year
- Four times a year

SCREEN 7:

Scenario 2:

At the place where you last gave blood, suppose the service is like this:

	Description of Service
<i>Travel time</i>	Your typical travel time
<i>Appointment availability</i>	1 day every 2 months (Monday–Friday)
<i>Opening times</i>	2pm–8pm
<i>Health report</i> provided	No
<i>Maximum</i> number of <i>donations</i> per year	4 donations per year

[Definitions of each attribute are available as “tool tips” by hovering over the left hand column with a mouse]

In this scenario, how many times a year would you give blood?

[Answer is mandatory]

- I would probably not donate
- Once a year
- Twice a year
- Three times a year
- Four times a year

SCREEN 8:

The next four scenarios ask you to imagine giving *blood at a different place*.

SCREEN 9:

Scenario 3:

At a different place to where you last gave blood, suppose the service is like this:

	Description of Service
<i>Travel time</i>	15 minutes longer than your typical travel time
<i>Appointment availability</i>	1 day every 2 months (Saturday or Sunday)
<i>Opening times</i>	9am–8pm
<i>Health report</i> provided	Yes, after each donation
<i>Maximum</i> number of <i>donations</i> per year	3 donations per year

[Definitions of each attribute are available as “tool tips” by hovering over the left hand column with a mouse]

In this scenario, how many times a year would you give blood?

[Answer is mandatory]

- I would probably not donate
- Once a year
- Twice a year
- Three times a year
- Four times a year

SCREEN 10:

Scenario 4:

At a different place to where you last gave blood, suppose the service is like this:

	Description of Service
<i>Travel time</i>	30 minutes longer than your typical travel time
<i>Appointment availability</i>	Every day (Monday–Sunday)
<i>Opening times</i>	9am–8pm
<i>Health report</i> provided	Yes, after each donation
<i>Maximum</i> number of <i>donations</i> per year	3 donations per year

[Definitions of each attribute are available as “tool tips” by hovering over the left hand column with a mouse]

In this scenario, how many times a year would you give blood?

[Answer is mandatory]

- I would probably not donate
- Once a year
- Twice a year
- Three times a year
- Four times a year

SCREEN 11:

Scenario 5:

At a different place to where you last gave blood, suppose the service is like this:

	Description of Service
<i>Travel time</i>	10 minutes shorter than your typical travel time
<i>Appointment availability</i>	Every day (Monday–Sunday)
<i>Opening times</i>	2pm–8pm
<i>Health report</i> provided	No
<i>Maximum</i> number of <i>donations</i> per year	3 donations per year

[Definitions of each attribute are available as “tool tips” by hovering over the left hand column with a mouse]

In this scenario, how many times a year would you give blood?

[Answer is mandatory]

- I would probably not donate
- Once a year
- Twice a year
- Three times a year
- Four times a year

SCREEN 12:

Scenario 6:

At a different place to where you last gave blood, suppose the service is like this:

	Description of Service
<i>Travel time</i>	30 minutes longer than your typical travel time
<i>Appointment availability</i>	1 day every 2 months (Monday–Friday)
<i>Opening times</i>	9am–12pm and 2pm–5pm
<i>Health report</i> provided	No
<i>Maximum</i> number of <i>donations</i> per year	4 donations per year

[Definitions of each attribute are available as “tool tips” by hovering over the left hand column with a mouse]

In this scenario, how many times a year would you give blood?

[Answer is mandatory]

- I would probably not donate
- Once a year
- Twice a year
- Three times a year
- Four times a year

SCREEN 13:

Thank you for taking the time to complete the survey. Your responses have been submitted.

We are currently working in collaboration with researchers from London School of Hygiene and Tropical Medicine, University of London to review and improve the service we offer to our donors.

We would like to re-iterate that the scenarios in this survey are hypothetical. For more information on the guidelines around blood donation, including permitted frequency, please visit our website (<https://www.blood.co.uk/who-can-give-blood/>).

Thank you for your continued support and generosity.

Dr Gail Mifflin

Associate Medical Director, Blood Supply, NHS Blood and Transplant

Example question from the pilot survey

Thinking of the place where you usually donate blood, imagine the service is like this:

	Description of Service
<i>Travel time</i>	Your usual travel time
<i>Opening times</i>	Monday–Friday (day time only)
<i>Total time</i> of the visit	120 minutes
<i>Health report</i> provided	No
<i>Maximum</i> number of <i>donations</i> per year	3 donations per year

In this situation, how many times a year would you donate blood?

Please select one of the boxes below:

Never, I
would
stop
donating

Once a
year

Twice a
year

Three
times
a year