EUROBAROMETER 41.0

EUROPEANS AND BLOOD

Prepared by

INRA (EUROPE)

for the

European Commission

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PREFACE

Blood, indispensable to life, has increased in importance in the delivery of health care today. Significant scientific and technical progress has made it essential in emergency medical situations, in routine operations, and in the often-prolonged treatment of a wide variety of diseases. It is vital, therefore, that the quality and safety of blood and the products derived from it are assured and that they are readily available in sufficient quantities.

To contribute to ensuring the quality, safety and availability of blood and blood products within the European Community, the Council has adopted a directive which includes inter alia requirements concerning Community self-sufficiency in blood and plasma through voluntary unpaid donations. For these requirements to be satisfied, a major effort has to be undertaken starting with a greater appreciation of the perceptions and understanding of the citizens of the Community regarding blood-related issues and their attitudes towards blood donations, since the latter continues to be the primary source of blood products used in therapy, in spite of the recent development of recombinant products.

This report presents the findings of interviews with approx. 13,000 European citizens, carried out within the framework of the EUROBAROMETER public opinion surveys, on their knowledge, attitudes and behaviour regarding blood and blood donations. The results show that Community citizens are reasonably well-informed about general blood issues but several misconceptions do exist reflecting the need for further information and education programmes about blood and plasma donation.

It is hoped that this report will be of value to national health authorities, blood collection and transfusion organizations, blood donor associations, and the plasma products industry in their efforts to contribute to achieving the goal of Community self-sufficiency in blood and plasma.

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GENERAL OVERVIEW

- Seven in ten Europeans have recently seen or heard something about blood donation, the proportion being higher in southern Europe than in the north.

- With the emphasis in our society being on the visual media, the main source of information was television, seven out of ten of the people interviewed specifying TV as where they were last aware of seeing something on the subject.

- Of the various methods quoted, buses promoting blood donation appears to be the least effective.

- The vast majority of Europeans know a certain number of basic facts about blood. Almost all, for example, are aware that there are different blood groups.

- On the other hand, there is widespread lack of awareness about other aspects. Only a third of those questioned, for example, knew that it was possible to give plasma rather than blood.

- Regarding general knowledge about blood products, four countries stood out - Denmark and the Netherlands for their notably high level of awareness, and Portugal and Greece for the relative lack of knowledge of their respective populations.

- Only two Europeans in ten were aware that blood can be given every three to four months. Less than one in ten knew that plasma can be given every one to four weeks.

- It was clear that people were not very familiar with the word "plasma" in Europe generally, as its use initially caused a good deal of indecision.

- Only a tiny minority of Europeans actually give plasma (2% of all those interviewed).

- Seven in ten have never given blood. France has the highest proportion of donors.

- Of those who had given blood, most had not done so for at least three years.

- Of those who had never given blood, four out of ten had considered doing so.

- Taking a look at the kind of people who give blood and/or plasma, there tend to be more men than women, with the oldest and youngest population groups having the lowest proportion of donors. Level of education also plays a role, the more highly educated being more likely to give blood or plasma. There are more blood donors among the more affluent sectors of the population.

- The main reason put forward for not giving blood was medical (doctor's advice or not being in good health). In second place came fear of AIDS.

- The most common reason for giving blood was moral, i.e. it was considered the right thing to do.
Just over one in ten Europeans have had a blood transfusion.

If they knew they were going to need a blood transfusion in the near future, almost one in ten would accept blood from anybody, but a quarter would only take blood which they had given themselves earlier.

The subject of blood transfusions is highly sensitive, which explains why the percentages vary so much between countries. In Germany, for example, only one in four would accept blood from anybody.

Almost eight in ten Europeans thought that blood donated free of charge should be distributed free of charge to those in need of it. Only 1% thought blood could be sold like any other product. The results on this question were very consistent throughout the European Union.

The majority of Europeans felt the giving of blood should be a purely altruistic act; giving for giving's sake and not for reward.

Eight out of ten said they had never heard of the European Union's plan for self-sufficiency in blood and blood products.

However, over eight out of ten thought the idea of self-sufficiency through voluntary rather than paid donation of blood was very or somewhat important.

When asked how such a plan should be achieved, most were in favour of a joint approach based on cooperation (i.e. those countries with a surplus should share it with those which did not have enough).

Just over half the sample thought that blood transfusions were safer now than they were ten years ago. There was considerable variation between countries, however, with Denmark having the highest proportion of the population sharing this opinion.

There were also considerable differences between countries as to whether people thought blood products from their own country were the safest. The Danes, Dutch and British had the most confidence in their own national blood products.

Seven out of ten Europeans said that AIDS had made them more wary about the safety of blood and blood products. Blood transfusions clearly gave most cause for concern, with seven out of ten saying they were now more afraid of receiving blood.

The percentage saying they are more afraid, however, has gone down since 1989, certainly for the European Union as a whole (which does not, of course, necessarily mean that people are less afraid).

Europeans seem to be better informed about the dangers and non-dangers, even if there is still some way to go in increasing public awareness on giving blood and the safety of transfusions.
1. INTRODUCTION

This report is based on a survey of public opinion on blood and blood transfusions which was carried out at the request of the European Commission (Directorate-General for Employment, Industrial Relations and Social Affairs) for Eurobarometer 41.0. The interviews were run simultaneously in all 12 Member States of the European Union between 4 April and 6 May 1994.

In each country, the same set of questions was put to a representative sample of the national population aged over 15. Around 13,000 people were interviewed in all, i.e. around 1000 per country, except in Luxembourg (500), Germany (2000: 1000 in the West and 1000 in the East) and the United Kingdom (1300: 1000 in Great Britain and 300 in Northern Ireland).

The survey covered six main topics:

1. General knowledge about donation of blood and plasma, and the information sources;
2. Behaviour and opinions with regard to giving blood and plasma;
3. Blood transfusions;
4. How blood donation is organised;
5. Safety of blood transfusions and blood products;
6. The question of AIDS.

The figures given in the report for the Union as a whole (EU 12) are a weighted average of the national figures. For each country, the weighting used is the ratio of the national population aged over 15 to the corresponding Community population.

In the country-by-country analyses, reference to Belgians, Danes, Germans, etc. should be understood as meaning European citizens, either nationals or non-nationals of the country, living in Belgium, Denmark, Germany, etc. In fact, at the time of the European elections, an additional sample of European Union citizens who were not nationals of the country concerned was selected in each country.

Where respondents had the option of giving several replies to the same question, the percentages given in the tables may sometimes total more than 100%. Similarly, in some cases, the figure may not be exactly 100% (perhaps 99% or 101%) because the figures have been rounded off or because of the inclusion of "don't knows" or "non-replies".

Throughout the report, "don't know" means that the person questioned said they did not know the answer, and "no reply" means that the person concerned declined to answer the question.

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1 A copy of the questionnaire is given in Annex 5.2
2 Cf. technical specifications in Annex 5.1
3 The figures for Germany as a whole have been calculated from the separate results for East and West Germany on the same basis.
4 Cf. Annex 5.1 (technical specifications)
2. GENERAL KNOWLEDGE ABOUT THE DONATION OF BLOOD AND PLASMA

How much do Europeans know about giving blood? Where did they get this knowledge? This was the main theme behind the first set of questions put to the sample population.

2.1 Extent of information and sources

*Question 73: Have you recently seen or heard anything about giving blood or not?*

Yes
No

As demonstrated by Figure 1, a large majority of Europeans (71%) had recently seen or heard something on the subject.

There are, however, considerable variations in the percentages for individual countries, ranging from a maximum of 89% in Greece to a minimum of 51% in Ireland.

Generally speaking, the proportion of people who had recently seen or heard something about giving blood was higher in southern Europe than in the north.

For the European Union as a whole, those making less reference to the media, i.e. not more than once or twice a week⁵, were, as could be expected, significantly less likely to have seen or heard something on the subject (61% as against 70% of the remainder).

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⁵ C.f. Annex 8.3.1 for details of how this index was constructed
Those classed as "opinion leaders" were also significantly more likely to have seen or heard something on the subject than non-leaders (79% as against 60%).

The level of awareness increased proportionally with level of education. Only 68% of those who had left school below the age of 16 had seen or heard something about blood donation, as opposed to 78% of those who had stayed on in full time education until the age of 20 or over.

Looking at the age of the respondents, the relation is in the form of an inverted U, the percentage of positive replies being lowest at the two extremities. The breakdown by age of the people who had seen or heard something about blood donation was as follows:

- 70% among the 15 – 24s;
- 72% among the 25 – 39s;
- 74% among the 40 – 54s;
- 69% among the over 55s.

It is also interesting to note that there is no statistically significant relationship between sex and level of awareness.

Those who said they had seen or heard something about blood donation were then asked "where?". Nine options were given (a tenth category, "elsewhere" covered all other replies). Figure 2 and Table 2 show the distribution of the replies.

**Question 74:** (If yes to Q73) Could you please tell me where? Please mention everything on the list which applies (MULTIPLE ANSWERS POSSIBLE)
- Television
- Radio
- Newspapers
- Magazines
- Posters
- Brochures, Information leaflets
- Discussions with relatives, friends, colleagues
- At the workplace, college, school
- Buses promoting blood donation
- Elsewhere
- Can't remember (SPONTANEOUS)

---

6 C.f. Annex 8.3.2 for details of how this index was constructed
As Figure 2 very clearly illustrates, with the predilection for the visual image in our society, the main source of information was television, 73% replying that this was where they recently saw something about blood donation. It was the only source to be selected by over 50% of the respondents.

This was followed by newspapers (44%) and radio (31%). Discussions with relatives, friends and colleagues were a source of information for 25% of respondents. All other sources scored 20% or below. Of all sources, the advertising bus seemed to be the least effective, being mentioned by only 14% of the sample.

**Table 1**

Where seen or heard something about giving blood (% per country)

<table>
<thead>
<tr>
<th>Where</th>
<th>B</th>
<th>DK</th>
<th>WD</th>
<th>D</th>
<th>OD</th>
<th>GR</th>
<th>E</th>
<th>F</th>
<th>IRL</th>
<th>I</th>
<th>L</th>
<th>NL</th>
<th>P</th>
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<td>74</td>
<td>44</td>
<td>82</td>
<td>80</td>
<td>72</td>
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<td>1</td>
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</tr>
</tbody>
</table>

Note: Includes don't knows
Throughout the European Union, television was the most popular source of information. The top three (TV, newspapers, radio) were the same in all twelve Member States.

There were, nonetheless, considerable variations between countries. The impact of television was highest, at 91%, in Greece, the country in which the highest number of people said they had seen or heard something about blood donation. At the other end of the scale, its impact was lowest in the United Kingdom, Denmark and Ireland (42%, 44% and 47% respectively), where the numbers having seen or heard something about blood donation were lower than the European average. These were the only three countries in which TV scored lower than 50%.

In general, these national variations are closely linked to the level of awareness in the country. If countries are placed in order according to the percentage of people who said they had seen or heard something about blood donation, it can be seen that the higher this percentage, the higher also the proportion of people quoting television as the source. Spearman's rank coefficient here is 0.67.7

The proportion of respondents quoting television as the source increased with age and decreased with level of education. Among 15 – 24 year olds, 34% mentioned television, as against 78% in the over 55s. Of those who had left school below the age of 16, 77% said they had seen something about blood donation on TV, as opposed to 71% of those who had left full time education after the age of 20.

Looking at the three voluntary communication media, i.e. posters, brochures and the publicity bus, in Europe generally they had most impact among the older age range and those with a lower level of education. Their score tended to increase with age and decrease with number of years of schooling.

2.2 Level of awareness

How much do Europeans know about blood and giving blood? Do they know what plasma is? Have they any idea how often it is possible to give blood and plasma? These matters were broached in three questions, the replies to which are analysed below.

2.2.1 General knowledge

To assess the level of general knowledge about blood and giving blood, interviewees were given a list of 10 statements on the topic, five of which were true and five false.

Figure 3 shows the percentages replying "true" for the European Union as a whole. Table 2 gives the detailed results per country.

7 This is a non-parametric correlation coefficient varying between -1 (maximum discordance) and +1 (maximum concordance)
**Question 75:** Here are some statements. For each of them, please tell whether you think it is true or false.

If you don't know, say so, and we will skip to the next statement.

a) People can give plasma instead of blood (T)\(^8\)
b) Anybody can receive blood from anybody else (F)
c) Plasma is a component of blood (T)
d) Once collected, blood cannot be stored. It must be immediately given to a patient (F)
e) Blood is made up of several components which can be manufactured into different medicinal products (T)
f) A person with haemophilia is someone whose blood clots immediately (F)
g) Giving blood reduces the amount of blood in your body forever (F)
h) Giving blood reduces high blood pressure (F)
i) Blood donations are tested for diseases (T)
j) Different blood groups exist (T)

---

**Figure 3**

**Statements about blood (% EU 12)**

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Figure 3 suggests that the vast majority of Europeans are correctly informed about certain basic facts about blood:

---

\(^8\) To aid interpretation of the graph and the table, the correct answer (T = true F = false) is given after each statement
98% know that there are different blood groups;

only 4% believe that giving blood permanently reduces the amount of blood in the body (90% know this is not true);

only 8% think that anybody can receive blood from anybody else (89% knew this was not true);

another 8% think that once collected, blood cannot be stored, but must immediately be given to a patient (84% knew that this was not true);

88% know that blood donations are tested for disease.

On other points, however, the level of awareness is considerably lower:

only 34% of Europeans know that it is possible to give plasma instead of blood;

just under half the population are aware that blood is composed of various substances that can be manufactured into different medicinal products (34% did not reply, 17% replied incorrectly);

21% think that giving blood reduces blood pressure (51% knew this to be false, 28% did not know).

### Table 2

<table>
<thead>
<tr>
<th>Statements about blood, by country (% &quot;true&quot;)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>B</td>
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<tr>
<td>DK</td>
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<td>IRL</td>
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<td>NL</td>
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<tr>
<td>P</td>
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<tr>
<td>UK</td>
</tr>
<tr>
<td>EU 12</td>
</tr>
</tbody>
</table>

Note: includes don't knows
Table 2 shows that general knowledge varies considerably between countries, except in the case of the most basic statement, i.e. that there are different blood groups (over nine out of ten knew this in every country).

However, while only 1% of the British, Dutch and Danes thought that giving blood permanently reduced the amount of blood in the body, as many as 11% in Luxembourg⁹ and 10% in Portugal thought that this was true. The most significant discrepancies, however, were on whether blood was composed of various substances and whether plasma could be donated rather than blood:

- only 15% of Greeks knew that blood was composed of various substances which could be manufactured into various medicinal products, as against 72% of Germans,¹⁰ representing a difference of 57%;

- 14% of Greeks knew that plasma could be given in the place of blood, as against 58% of Luxembourgers.

If respondents are categorised according to the number of correct replies given, the general knowledge index varies between 0 (no correct replies) and 10 (no mistakes). Figure 4 shows the average number of correct replies by country.

---

The figures for Luxembourg must be interpreted with a certain degree of caution, as they are based on only 500 interviewees and there is therefore a higher degree of variance.

73% of East Germans
Two countries stand out as having a particularly good general knowledge (Denmark, with an average of 8.04 correct replies, and the Netherlands, with an average of 8.03), and two for their relative lack of knowledge (Portugal with an average of 5.37 correct replies, and Greece with an average of 5.7).

Taking a more general view, by using cluster analysis\(^1\), five groups of countries can be identified according to the average number of correct replies to each of the 10 statements.

- The first group comprises the two countries with an average of over 8 correct replies (Denmark and the Netherlands).
- The second group comprises the countries with an average of between 7.49 and 8 correct replies (France, Luxembourg and Germany).
- The third group comprises the countries with an average of between 7 and 7.46 correct replies (United Kingdom and Ireland).
- The fourth group comprises three countries with an average score around 6 (Italy, Belgium and Spain).
- The last group, comprising Greece and Portugal, has an average score below 6.

Figure 5 is a two-dimensional comparative representation of the 12 countries of the European Union obtained from multidimensional scaling of the squared Euclidian distance matrix described above\(^2\). Countries with a similar profile in terms of the level of general knowledge, as indicated by the replies to the 10 statements, are plotted close together on the two-dimensional diagram, while those with differing profiles are a greater distance apart.

The main structuring factor in this two-dimensional graph is obviously the horizontal dimension, across which the various countries are distributed from left to right according to the average number of correct replies to the 10 statements. The further to the right the country is situated, the fewer the average number of correct replies are likely to be. The vertical dimension is more difficult to interpret.

\(^1\) Cluster analysis is a multidimensional technique which groups cases (here the different countries of the Union) according to a certain number of variables (the ten statements about blood). Thus, more or less homogeneous subsets of countries can be identified on the basis of their similarities according to the average number of correct replies given to each of the ten statements. The similarity between items was measured using the Euclidean distance squared. The analysis was carried out using the SPSSX cluster programme.

\(^2\) The multi-dimensional scaling was carried out using the SPSSX ALSCAL programme. The Kruskal stress coefficient is 0.068. The stress coefficient, which indicates the validity of the configurations obtained, measures how far the model differs from the initial data. The scale is from 0 to 1. The higher the coefficient, the less satisfactory the adjustment.
Another way of classifying the 12 countries of the European Union according to how much they know about blood–related matters is given in Table 3. This classification is taken from a report on AIDS and drugs.\textsuperscript{13} According to this system, a country's level of awareness is considered to be:

- good (A) in respect of one of the 10 statements about blood, if at least 90% of respondents answered correctly ("true" or "false");
- reasonable (B) if less than 90% of respondents answered correctly and less than 20% of them said they didn't know;
- poor (C) if 20% or more respondents said they didn't know.

According to both this classification and the previous one, Denmark and the Netherlands are clearly head and shoulders above the others. Table 3 shows their level of awareness to be good on half the 10 items, reasonable on two and poor on three.

Next come the United Kingdom and France, with a "good" rating on four or three items and a "poor" on only three.

Germany, with only three low scores (two high and five reasonable) forms a group on its own.

\textsuperscript{13} Europeans and Health: AIDS and Drugs. A Secondary Analysis of Two Public Opinions Surveys (Brussels, INRA, 1991). p. 93
# Table 3

Level of general knowledge on blood, by country

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
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<td>B</td>
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<td>C</td>
<td>B</td>
<td>A</td>
</tr>
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<td>C</td>
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<td>C</td>
<td>A</td>
<td>C</td>
<td>B</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
</tr>
</tbody>
</table>

The fourth group comprises three countries which had a low score on four items. These are, in descending order:\(^{14}\)

- Luxembourg (3 A and 3 B);
- Italy (3 A and 3 B);
- Ireland (2 A and 4 B).

The group at the bottom of the table comprises four countries with low scores on five items. In descending order these are:

- Greece (2 A and 3 B);
- Belgium (1 A and 4 B);
- Spain (1 A and 4 B);
- Portugal (1 A and 4 B).

Looking at the level of awareness on specific items, four categories can be identified:

- The first category comprises the only item on which there was a high level of awareness in all countries ("different blood groups exist").

- In the second group are the four items which, in all countries, obtained either high scores or reasonable scores with no poor ones ("giving blood reduces the amount of blood in your body forever", "blood donations are tested for diseases", "anybody can receive blood from anybody else" and "once collected, blood cannot be stored, but must immediately be given to a patient").

---

\(^{14}\) This classification also takes into account the number of correct answers (Figure 4)
The third comprises the four other items, for which either reasonable (B) or poor (C), but no high scores (A) were obtained. These are: "Plasma is a component of blood", "blood is made up of several components which can be manufactured into different medicinal products", "a person with haemophilia is someone whose blood clots immediately" and "giving blood reduces high blood pressure".

Finally, at the bottom of the scale, is the other item on plasma ("people can give plasma instead of blood"), for which poor results were obtained everywhere (the number of non-replies ranging from 30% in France to 61% in Greece).

Looking at the awareness rating (average number of correct replies per respondent), there are some interesting variations. One is that people who give blood are, as one might expect, considerably better informed on the subject than those who have never given blood (7.82 as against 6.93). Among those who have given blood, the level of awareness increases with:

- frequency: those who had given blood only once had an average score of 7.41, while the average for those who had given blood several times was 8.06;
- date: the more recently the respondent had given blood, the higher the level of awareness (8.05 for those who had last given blood within the previous year, as against 7.30 for those who couldn't remember).

Concerning the traditional sociodemographic variables:

- there is a direct correlation between this index and level of education, the number of correct answers tending to increase with the number of years spent in full time education (the figure is 6.53 for those who left school below the age of 16 and 7.91 for those who left full-time education over the age of 20);
- there is an inverted U correlation with age, the average score being highest in the two intermediate age categories and lowest at the two extremities.
- The level of awareness is generally higher in the large urban areas (7.35) than in the rural areas (6.97).

Degree of awareness is also linked to use of the media and the opinion leadership index:

- as might be expected, the more use people make of the media the better informed they are on topics concerning blood: the average number of correct answers ranging from 6.15 among those who refer to the media only once or twice a week (---) to 7.59 among those who do so every day or several times a week (+++);
- the average number of correct answers from the opinion leaders (+++) was 7.79, as against 6.33 from those at the bottom of the scale (--).
2.2.2 How frequently blood or plasma can be given

Do people know how often they can give blood and plasma? Are they aware that the answer is not the same in both cases and that in fact plasma can be given more frequently than blood? The two questions below were designed to establish this.

*Question 81: How often do you think a person can give blood?*

- Once or more a day
- Once every 2 to 6 days
- Once every 1 to 4 weeks
- Once every month
- Once every two months
- Once every 3 to 4 months
- Once every 5 to 6 months
- Once every 7 to 12 months
- Less than once a year
- Never

*Figure 6*

**Frequency with which blood can be given (% EU 12)**

As illustrated by Figure 6, not many people knew how often it is possible to give blood, only 21% giving the correct answer (shown by an arrow on the graph) i.e. once every three to four months. This was, however, the second highest proportion, after "once a month" (23%). Given the fairly high number of options, this result can be seen as relatively satisfactory.

---

*The correct answers to this and the following question are given in bold type*
Table 4
Frequency with which blood can be given, by country (% correct answers)

<table>
<thead>
<tr>
<th></th>
<th>1 x every 3 to 4 months</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Belgium</td>
<td>22</td>
<td>25</td>
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<td>14</td>
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<td>East Germany</td>
<td>26</td>
<td>7</td>
</tr>
<tr>
<td>Greece</td>
<td>27</td>
<td>13</td>
</tr>
<tr>
<td>Spain</td>
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<td>22</td>
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<td>18</td>
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<td>Italy</td>
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<td>14</td>
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<td>Luxembourg</td>
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<td>19</td>
</tr>
<tr>
<td>Netherlands</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>Portugal</td>
<td>17</td>
<td>34</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>EU 12</td>
<td>21</td>
<td>14</td>
</tr>
</tbody>
</table>

The percentage of correct answers per country (Table 4) varied between a maximum of 31% in Denmark and a minimum of 17% in Portugal and the United Kingdom. The other striking fact to come out of the table is the extremely high number of people (34%) in Portugal, and to a lesser extent, in Belgium (25%), who said they did not know.

Question 76: *(IF ANSWERED "TRUE" IN Q 75a "PEOPLE CAN GIVE PLASMA INSTEAD OF BLOOD"). And how often do you think a person can give plasma?*
- Once or more a day
- Once every 2 to 6 days
- Once every 1 to 4 weeks
- Once every month
- Once every 2 months
- Once every 3 to 4 months
- Once every 5 to 6 months
- Once every 7 to 12 months
- Less than once a year
- Never

Compared with Figure 6, the most striking feature in Figure 7 is the extremely high proportion of "don't knows" (29%). Evidently the word "plasma" is not in common usage in European countries generally, and resulted in considerable indecision. This point also emerged clearly from the question on the level of general knowledge about blood-related matters.
As with giving blood, the most popular reply was "once a month" (23%). The correct answer ("once every one to four weeks") came sixth (8%).

Table 5
Frequency with which plasma can be given, by country (% correct answers)

<table>
<thead>
<tr>
<th></th>
<th>1 x every 1 to 4 weeks</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Belgium</td>
<td>15</td>
<td>38</td>
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<td>Denmark</td>
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</tr>
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<td>20</td>
</tr>
<tr>
<td>East Germany</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>Greece</td>
<td>4</td>
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<tr>
<td>Spain</td>
<td>6</td>
<td>30</td>
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<tr>
<td>France</td>
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<td>35</td>
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<td>Ireland</td>
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<td>11</td>
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<td>EU 12</td>
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<td>29</td>
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</table>
As with the question on giving blood, the number of "don't knows" varied a great deal from one country to another, ranging from only 17% in East Germany to 44% in Portugal. The number of correct answers ranged from a minimum of 3% in Portugal to a maximum of 15% in Belgium.

At European level, for both blood and plasma, the results show a similar variation to those on general knowledge about blood, which is only to be expected given that:

- those who had already given blood or plasma were more likely to give the right answer. Of those who had given blood for example, 28% gave the right answer for blood, as against only 17% of the others (although, even among those who had given blood, over 7 out of 10 did not know the right answer);

- the more often and the more recently the respondent had given blood or plasma, the more likely he or she was to know the right answer. Of those who said they gave blood frequently, for example, 38% knew how often it was possible to give blood, as against only 21% of those who had only given blood once. Of those who had given blood in the course of the past year 42% gave the right answer, as opposed to 23% of those who had last given blood over three years ago;

- the more highly educated and those who paid most attention to the media were significantly more likely to give the correct answer.

3. BLOOD AND PLASMA DONATION

How many Europeans give blood and/or plasma? How often? What are people's reasons for giving blood or for not or no longer giving blood? This section of the report concentrates on these questions.

3.1 Frequency of donation

The first point analysed below is how blood and plasma donation varies between countries. This is followed by a profile of blood and plasma donors Europe-wide.

3.1.1 Plasma

Question 77: (IF ANSWERED "TRUE" IN Q 75a "PEOPLE CAN GIVE PLASMA INSTEAD OF BLOOD")
Have you yourself ever given plasma?
Yes
No

---

Generally speaking, given the limited number of people concerned by donation of plasma (it was intended as a filter question), the differences for plasma are not statistically significant. In any case, they follow the expected pattern.
Only 5% of those who knew that they could give plasma rather than blood had actually done so (Figure 8). In other words, only a tiny minority of Europeans give plasma (2% of all those interviewed). The highest percentages of plasma donors were in the Netherlands, Belgium and Spain (8%) and the lowest in Ireland (2%).

Those who said they had given plasma were then asked how often. Figure 9 shows the results for the European Union as a whole.\(^ {17} \)

**Question 78:** *(IF YES IN Q 77) How often have you given plasma?*

- Only once
- A few times
- Many times

Of those who had given plasma, 19% had done so on only one occasion, 46% a few times and 30% many times.

The same plasma donors were then asked when they last gave plasma. Figure 10 shows the results for the European Union as a whole.

---

\(^ {17} \) No national results have been given, since the number of persons concerned was extremely small (233 for the whole of the EU). A national breakdown would be pointless, as the number of plasma donors was below 30 everywhere.
Figure 9

How often have you given plasma (% EU 12)

- Many times 32%
- A few times 48%
- Only once 20%

Question 79: (IF YES IN Q 77) When was the last time you gave plasma? Was it:
- In the last year
- More than one year ago and up to 3 years ago
- Over three years ago
- Don’t know, can’t remember (SPONTANEOUS)

Figure 10

When was the last time you gave plasma (% EU 12)

- Don’t know 5%
- < 1 year 27%
- 1-3 years 17%
- > 3 years 51%
Of plasma donors 51% had last attended a session over three years ago; 26% had given plasma during the past year and 17% between one and three years ago.

**Question 80:** (IF NO IN Q 77) Have you ever considered giving plasma?

*Yes
No*

![Figure 11](image)

Figure 11 shows that the vast majority (78%) of those who knew it was possible to give plasma rather than blood had never considered doing so. Only 16% had considered it.

The highest percentages to have considered giving plasma were in Denmark and the Netherlands (30%) with Portugal at the bottom of the table (6%).

### 3.1.2 Blood

**Question 82:** Have you ever given blood?

*Yes
No*

Seven in ten Europeans have never given blood, while 30% said yes, representing a much higher proportion than those who had given plasma (Figure 12).

France had the highest proportion of blood donors, with 43%. Luxembourg and Portugal were at the bottom of the table with 15%.
Figure 13 and Table 6 show the frequency of blood donation. National percentages should be interpreted with caution as the number of blood donors is limited N = 3805).

**Question 83:** (IF YES IN Q 82) How often have you given blood?
- Only once
- A few times
- Many times

Of blood donors, around half (46%) had given blood a few times. 21% had only donated once and 32% many times.

In descending order, the most frequent donors were found in Denmark, Luxembourg, Netherlands, Belgium, the United Kingdom and Ireland. In these six countries, the proportion of donors who had given blood many times was higher than the proportions having given blood a few times or only once. The percentages were, respectively: 58% (DK), 55% (L), 46% (NL), 45% (B), 44% (UK) and 41% (IRL).
Figure 13

How often have you given blood? (% EU 12)

Many times
32%

Once
21%

A few times
47%

Table 6
How often have you given blood (% per country)

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<th>Only once</th>
<th>A few times</th>
<th>Many times</th>
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<tr>
<td>P</td>
<td>34</td>
<td>46</td>
<td>20</td>
</tr>
<tr>
<td>UK</td>
<td>16</td>
<td>40</td>
<td>44</td>
</tr>
<tr>
<td>EU 12</td>
<td>21</td>
<td>46</td>
<td>32</td>
</tr>
</tbody>
</table>
Figure 14 and Table 7 show the length of time since donors last gave blood. The preceding methodological note also applies here.

**Question 84**: *(IF YES IN Q 82) When was the last time you gave blood?*

- In the last year
- More than one year ago and up to three years ago
- Over three years ago
- Don’t know, can’t remember *(SPONTANEOUS)*

The majority of donors (54%) had given blood over three years ago, 23% had given over the past year and 18% within three years.

**Table 7**

*When was the last time you gave blood (% per country)*

<table>
<thead>
<tr>
<th></th>
<th>&lt;1 year</th>
<th>1 to 3 years</th>
<th>&gt;3 years</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>25</td>
<td>20</td>
<td>52</td>
<td>3</td>
</tr>
<tr>
<td>DK</td>
<td>27</td>
<td>9</td>
<td>62</td>
<td>2</td>
</tr>
<tr>
<td>WG</td>
<td>21</td>
<td>23</td>
<td>51</td>
<td>5</td>
</tr>
<tr>
<td>G</td>
<td>20</td>
<td>22</td>
<td>52</td>
<td>4</td>
</tr>
<tr>
<td>EG</td>
<td>19</td>
<td>20</td>
<td>58</td>
<td>3</td>
</tr>
<tr>
<td>GR</td>
<td>26</td>
<td>24</td>
<td>46</td>
<td>4</td>
</tr>
<tr>
<td>E</td>
<td>28</td>
<td>19</td>
<td>44</td>
<td>9</td>
</tr>
<tr>
<td>F</td>
<td>25</td>
<td>17</td>
<td>54</td>
<td>5</td>
</tr>
<tr>
<td>IRL</td>
<td>27</td>
<td>17</td>
<td>48</td>
<td>8</td>
</tr>
<tr>
<td>I</td>
<td>22</td>
<td>14</td>
<td>57</td>
<td>7</td>
</tr>
<tr>
<td>L</td>
<td>37</td>
<td>10</td>
<td>53</td>
<td>1</td>
</tr>
<tr>
<td>NL</td>
<td>28</td>
<td>12</td>
<td>58</td>
<td>2</td>
</tr>
<tr>
<td>P</td>
<td>19</td>
<td>31</td>
<td>47</td>
<td>3</td>
</tr>
<tr>
<td>UK</td>
<td>22</td>
<td>16</td>
<td>59</td>
<td>2</td>
</tr>
</tbody>
</table>

**EU12** | 23 | 18 | 54 | 4 |
As illustrated by Table 7, the pattern was the same throughout the European Union. In all countries, the majority (absolute or relative) of donors had last given blood over three years ago. This was true even in the six countries in which donors said they had given blood many times.

Question 86: (IF NO IN Q 82) Have you ever considered giving blood?
   Yes
   No

![Figure 15](Image)

Have considered giving blood (% per country)

Of those who had never given blood, 39% had considered doing so. The majority (57%), however, had never considered it.

The proportion of non-donors who had considered giving blood varied quite significantly. In four countries, they represented over 50%. These were, in descending order:

- Greece (57% "yes"),
- United Kingdom (54%);
- Denmark (52%);
- Spain (50%).

In three countries, (Belgium, Portugal and Germany), however, the percentage was particularly low - less than one in four non-donors had ever considered giving blood.
3.1.3 Profile of blood and plasma donors.

Who gives blood and/or plasma? What kind of background do they come from? What are their values? These are the questions analysed in this section.

The first point to note is that 94% of plasma donors also give blood (as against only 4% who only give plasma). The reverse, however, is not true (which is hardly surprising given that there are a great many more blood donors): only 14% of blood donors also give plasma. Eighty-three percent give only blood.

A new variable has been established for the analyses below, in the form of the percentage of people who give blood and/or plasma. At European level, they represent 30% of the sample.

Significantly more men than women give blood and/or plasma (36% as against 24%).

In terms of age, there is an inverted U relationship, the lowest proportion being in the youngest and oldest sectors of the population. The percentages are as follows:

- 15 to 24 years: 18% of donors
- 25 to 39 years: 35%
- 40 to 54 years: 37%
- over 55 years: 27%

The more highly educated are more likely to be blood or plasma donors, with the percentage of donors increasing in direct proportion to the number of years of study, ranging from 25% among those who left school before the age of 16 to 42% among those who left full time education at the age of 20 or over.

There are also more blood donors among the better-off sectors of the population, (the percentage of donors increasing with income), ranging from 24% in the lowest income bracket (−) to 37% in the highest (++). The proportion is also significantly higher among management and non-manual workers (42% and 38% respectively) than among manual workers (35%) and, particularly, the unemployed (26%).

In view of the link between level of education and income, this relation between income and propensity to give blood can, of course, partially (but not completely) be explained by the education factor.

Male or female blood/plasma donors are more likely to be married or living with a partner. The percentage of donors among single people is significantly lower than in the other categories (22% as against 34% and 36% respectively). This is not due to the fact that single people tend to be younger — the relationship between marital status and propensity to give blood holds even after allowance is made for age (the same inverted U relationship is found in the various marital status categories).

---

18 Cf Annex 8.3.3 for a description of how this index was established.
19 For those who are no longer studying, the Pearson correlation coefficient between these two variables is 0.32.
Rather surprisingly, the propensity to give blood and/or plasma also appears to be linked to religious practice. Self-professed agnostics or atheists are significantly more likely to be blood and/or plasma donors than the others (36% as against 29%). By the same token, those most frequently attending religious services are least likely to give blood, the figure ranging from 38% of non-believers to 28% of those attending religious services several times a week.

What makes this surprising is that religious belief is practically never put forward as a reason by those who do not or who no longer give blood to explain their behaviour (see next section). In this regard, there is no statistically significant difference between different religious practices. In fact, the reason for this link goes back to the level of education – when this consideration is applied, the original link between religious practice and propensity to give blood disappears.

![Figure 16](image)

General reasons why people do not give blood (% EU 12)

Finally, opinion leaders and those paying most attention to the media are more likely than the others to give blood. For the opinion leadership scale, the proportion ranges from 21% (→) to 39% (++) and for the use of media scale from 20% (→) to 33% (+++). In both cases the relation is linear.

3.2 Reasons for not or no longer giving blood

We have seen from the previous section that the majority of Europeans have never given blood and that, of this majority, more than half have never even considered doing so. Why this refusal? The next series of questions was designed to find this out.

Firstly, we have taken a general look at the reasons given. This is followed by an analysis of why those who last gave blood over three years ago have not done so since, and why those who have never given blood, but have considered it, have not done so.
3.2.1 General reasons

**Question 91:** Here are some possible reasons why people don't give blood. Could you please tell me which you think are the most important? (MAXIMUM THREE ANSWERS)

- Their doctor advised against it or they are not in good health
- They don't have the time
- They don't know where to go
- They have had a bad experience or a relative or a friend has had a bad experience
- They are afraid the needle might be infected
- They are frightened of getting AIDS
- They think giving blood would make them weak
- They think their blood might not be used properly
- They are afraid of needles
- They don't like the idea
- For religious reasons
- Their attempt to give blood was rejected
- Other (SPONTANEOUS)
- Don't know

When asked why they thought people did not give blood (Figure 16), the main reason given by respondents (selected from 12 options) was medical, with 43% opting for "because the doctor advised against it or the person concerned was not in good health".

The second most popular reason was fear of catching AIDS (37%). In third place came fear of needles (29%). Twenty-one percent thought it was because people were afraid the needle might be infected. All the other reasons were selected by fewer than 20% of those interviewed.

**Table 8**
General reasons why people do not give blood (% per country)

<table>
<thead>
<tr>
<th>Reason</th>
<th>B</th>
<th>DK</th>
<th>WG</th>
<th>G</th>
<th>EG</th>
<th>GR</th>
<th>E</th>
<th>F</th>
<th>IRL</th>
<th>I</th>
<th>L</th>
<th>NL</th>
<th>P</th>
<th>UK</th>
<th>EU12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical advice</td>
<td>44</td>
<td>37</td>
<td>48</td>
<td>50</td>
<td>60</td>
<td>55</td>
<td>32</td>
<td>34</td>
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<td>46</td>
<td>39</td>
<td>47</td>
<td>39</td>
<td>43</td>
<td>43</td>
</tr>
<tr>
<td>No time</td>
<td>28</td>
<td>16</td>
<td>18</td>
<td>16</td>
<td>12</td>
<td>11</td>
<td>17</td>
<td>26</td>
<td>20</td>
<td>12</td>
<td>26</td>
<td>17</td>
<td>17</td>
<td>18</td>
<td>18</td>
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<tr>
<td>Don't know where to go</td>
<td>14</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>6</td>
<td>11</td>
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<td>20</td>
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<td>Bad experience</td>
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<td>Fear of infected needle</td>
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<td>24</td>
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<td>29</td>
<td>26</td>
<td>26</td>
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<td>18</td>
<td>15</td>
<td>13</td>
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<td>12</td>
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<tr>
<td>Fear of AIDS</td>
<td>31</td>
<td>30</td>
<td>34</td>
<td>36</td>
<td>42</td>
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<td>37</td>
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<td>31</td>
<td>31</td>
<td>38</td>
<td>35</td>
<td>21</td>
</tr>
<tr>
<td>Could make them weak</td>
<td>14</td>
<td>6</td>
<td>17</td>
<td>15</td>
<td>10</td>
<td>25</td>
<td>9</td>
<td>12</td>
<td>21</td>
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<td>14</td>
</tr>
<tr>
<td>Blood not used properly</td>
<td>6</td>
<td>7</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>8</td>
<td>8</td>
<td>11</td>
<td>3</td>
<td>12</td>
<td>5</td>
<td>8</td>
<td>11</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Fear of needles</td>
<td>21</td>
<td>37</td>
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<td>32</td>
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<td>25</td>
<td>32</td>
<td>20</td>
<td>43</td>
<td>29</td>
</tr>
<tr>
<td>Don't like the idea</td>
<td>14</td>
<td>21</td>
<td>16</td>
<td>15</td>
<td>15</td>
<td>16</td>
<td>18</td>
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<td>16</td>
</tr>
<tr>
<td>Religious reasons</td>
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<td>38</td>
<td>13</td>
<td>13</td>
<td>12</td>
<td>7</td>
<td>11</td>
<td>14</td>
<td>10</td>
<td>16</td>
<td>13</td>
<td>36</td>
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<td>37</td>
<td>18</td>
</tr>
<tr>
<td>Attempt rejected</td>
<td>3</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>8</td>
<td>6</td>
<td>5</td>
<td>6</td>
<td>18</td>
<td>3</td>
<td>6</td>
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<td>1</td>
<td>15</td>
<td>7</td>
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<tr>
<td>Other</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>8</td>
<td>10</td>
<td>4</td>
<td>4</td>
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<td>10</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
In eight of the 12 countries (Table 8), medical advice or poor health headed the list of reasons selected. The four countries in which this did not apply were:

- Denmark (most popular option selected by 38% of interviewees: religious reasons);
- Spain (fear of AIDS: 37%);
- France (fear of AIDS: 49%);
- United Kingdom (fear of needles: 43%)

Throughout the European Union, fear of catching AIDS was considered to be one of the main reasons for not giving blood. With the exception of Ireland, where it only came sixth, fear of AIDS was second, third or fourth on the list.

Young people were more likely to quote fear of AIDS and of needles than were older people, 40% of 15 – 24 year olds quoting fear of AIDS as the reason as against 35% of the over 55s. The corresponding percentages for fear of needles were 34% and 25%.

Older people and women were significantly more likely to quote medical reasons – 47% of the over 55s said that if people did not give blood it was because their doctor had advised against or they were not in good health, whereas only 38% of the 15 – 24 year olds were of this opinion. Comparing women with men, the respective proportions were 46% and 40%.

3.2.2 Personal reasons

**Question 85:** (IF "OVER THREE YEARS AGO" IN Q84) Can you tell me why you haven't given blood in the last three years? Here are some possible reasons. Please tell me which most apply to you (MAXIMUM 3 ANSWERS)

Your doctor advised against it or you are not in good health
You don’t have the time
You don’t know where to go
You have had a bad experience or a relative or a friend of yours has had a bad experience
You are afraid the needle might be infected
You are afraid of getting AIDS
You think giving blood will make you weak
You think that your blood might not be used properly
You are afraid of needles
You don’t like the idea
For religious reasons
Your attempt to give blood was rejected
Other (SPONTANEOUS)
Don’t know
As illustrated by Figure 17, medical advice or poor health was also the main reason given by those who had not given blood for over three years (29%). This was followed by lack of time (21%). The most frequent reply, however, was "other reasons" selected spontaneously by 31% of those interviewed.

Fear of AIDS was selected by only 8%. The fear does, however, seem to be significantly more widespread in Germany (13%) and France (12%), precisely the two countries in which there have been high-profile scandals over blood transfusions.²⁰

To explain why they no longer gave blood, young people were considerably more likely to cite:

- lack of time (41% of 15 – 24 year olds as against only 7% of the over 55s);
- fear of catching AIDS (27% as against 5%);
- fear that the needle might be infected (17% as against 4%);
- fear of needles (16% as against 3%);
- they simply don’t like the idea (12% as against 2%).

By contrast, the over 55s were, as one might expect, far more likely than young people to quote medical reasons or their own poor health (40% as against only 6% of the 15 – 24 year olds). In all cases, the correlations are linear.

Women were more likely than men to quote medical reasons (34% compared with 25%, while men preferred to cite lack of time (24% as against 17%).

²⁰ Given the low numbers concerned (around 100 per country) by this and the following question, there is no point in presenting detailed results for each country. The analysis has therefore been restricted to the most striking observations.
Again logically, the unemployed were far less likely to put forward lack of time as an explanation than those who were working (13% as compared with 32% of the self-employed, 31% of manual workers, 28% of managers and 22% of non-manual workers).

The same question was put to those who had never given blood but had considered doing so. The results are shown in Figure 18.

**Question 87:** (IF YES TO Q 86) Can you tell me why you have never given blood up till now? Here are some possible reasons. Please tell me which most apply to you. (Maximum three answers).
- Your doctor advised against it or you are not in good health
- You don't have the time
- You don't know where to go
- You have had a bad experience or a relative or a friend of yours has had a bad experience
- You are afraid the needle might be infected
- You are afraid of getting AIDS
- You think giving blood will make you weak
- You think that your blood might not be used properly
- You are afraid of needles
- You don't like the idea
- For religious reasons
- Your attempt to give blood was rejected
- Other (SPONTANEOUS)
- Don't know

**Figure 18**

*Reasons for never having given blood (of those who have considered doing so) (% EU 12)*
Of those who had considered giving blood but never actually done so, the main reason, as for the preceding group, came within the "others" category, 23% spontaneously opting for this answer.

In second place came doctor's advice and poor health (20%). Lack of time was quoted by 19% and fear of needles by 16%. Only 6% gave as their reasons the fear of catching AIDS.

Here again, fear of AIDS was clearly more widespread in Germany (12%) and France (8%). The same variations according to age and sex also applied.

### 3.3 Reasons for giving blood

Having analysed why a majority of Europeans do not give blood, the purpose of this section is to find out why the remaining minority do. Why and when do they give blood? All interviewees were asked this question. Six reasons and/or circumstances were given as options and respondents asked to select the two they considered the most important. The results are shown in Figure 19 and Table 11.

**Question 90:** In your opinion, why and when do people give blood? Here are some reasons that have been suggested. Could you please tell me which you think are the most important? *(MAXIMUM TWO ANSWERS)*

- Before an operation
- Because it is the right thing to do
- Because a relative or a friend has already had a blood transfusion
- In case of a major disaster where many people are hurt
- Because they have a rare blood group
- Others (SPONTANEOUS)
- Don't know

---

**Figure 19**

*When and why people give blood (% EU 12)*

- It's the right thing to do
- A relative or friend needs it
- Major disaster
- Before an operation
- Rare blood group
- A relative or friend has already had a transfusion
- Other (SPONTANEOUS)
### Table 9
When and why people give blood (% per country)

<table>
<thead>
<tr>
<th></th>
<th>B</th>
<th>DK</th>
<th>WG</th>
<th>G</th>
<th>EG</th>
<th>GR</th>
<th>E</th>
<th>F</th>
<th>IRL</th>
<th>I</th>
<th>L</th>
<th>NL</th>
<th>P</th>
<th>UK</th>
<th>EU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before an operation</td>
<td>23</td>
<td>9</td>
<td>49</td>
<td>50</td>
<td>52</td>
<td>44</td>
<td>22</td>
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<td>19</td>
<td>27</td>
<td>38</td>
<td>15</td>
<td>25</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td>It's the right thing to do</td>
<td>62</td>
<td>64</td>
<td>35</td>
<td>36</td>
<td>41</td>
<td>41</td>
<td>59</td>
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<td>59</td>
<td>58</td>
<td>38</td>
<td>53</td>
<td>52</td>
</tr>
<tr>
<td>A relative or friend needs it</td>
<td>27</td>
<td>21</td>
<td>30</td>
<td>28</td>
<td>21</td>
<td>66</td>
<td>52</td>
<td>27</td>
<td>22</td>
<td>46</td>
<td>17</td>
<td>20</td>
<td>52</td>
<td>22</td>
<td>33</td>
</tr>
<tr>
<td>A relative or friend has had a</td>
<td>4</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>11</td>
<td>8</td>
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<td></td>
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<td>Major disaster</td>
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<td>39</td>
<td>40</td>
<td>44</td>
<td>13</td>
<td>19</td>
<td>29</td>
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<td>38</td>
<td>29</td>
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<td>Rare blood group</td>
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<td>23</td>
<td>24</td>
<td>24</td>
<td>10</td>
<td>6</td>
<td>28</td>
<td>36</td>
<td>15</td>
<td>20</td>
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<td>4</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

Note: Includes don’t knows

The most frequent answer was a moral reason: 52% of Europeans thought people gave blood simply because it was the right thing to do. This was a particularly common answer in Denmark (64%), France (64%) and Belgium (62%). It was apparently far less the case in Germany (36%) and Portugal (38%).

In Germany, purely selfish reasons were the most commonly given, 50% of Germans considering that people were most likely to give blood before an operation. In Europe generally, this reason came fourth on the list (27%).

In Greece, Spain and Portugal, the reason most frequently given was also personal i.e. because a relative or friend needed it (66%, 52% and 52% respectively). In Europe generally, this reason came second on the list (33%).

Throughout Europe, the reason least likely to be given (6%) was the experience of a relative or friend having had a blood transfusion.

Finally, 30% of Europeans thought people would give blood if there were a major disaster in which many people were hurt, and 25% because they had a rare blood group.

Generally speaking, there are few striking differences according to traditional socio-demographic variables. At most, there is perhaps a slight tendency for the youngest and least educated to be less likely to give moral reasons and slightly more likely to give personal ones.

Only 49% of young people, for example, said that it was the right thing to do, as against 56% of the 25 - 39s, 52% of the 40 - 54s and 51% of the over 55s. Forty percent of the 15 – 24s, however, gave as their reason that a relative or friend needed it, as against 33% of the over 55s.

Taking into account the length of time spent in education produced the following results:

- the right thing to do (selected by 50% of those who left school before the age of 16 and 58% of those who left full time education after the age of 20);
- friend or relative needs it (36% as against 30%).
4. BLOOD TRANSFUSIONS

How many people have had a blood transfusion? Do they know somebody who has had one? What would they do if they needed a blood transfusion? These are the three questions dealt with in this chapter.

**Question 38:** Have you ever had a blood transfusion?

- Yes
- No

As figure 20 shows, 13% of Europeans have had a blood transfusion. For individual countries, the percentage ranges from a maximum of 23% in Luxembourg to a minimum of 8% in Spain.

Logically, the probability of having had a blood transfusion increases with age. The results per age group are as follows:

- 15–24 years: 5%
- 25–39 years: 10%
- 40–54 years: 14%
- 55 years or over: 20%.

More women than men have had a transfusion (16% as opposed to 10%).

To the question as to whether respondents personally knew somebody who had a blood transfusion, the percentage of positive replies was considerably higher.
Question 89: Do you personally know someone who has had a blood transfusion?
   Yes a relative or friend
   Yes, somebody else
   No, nobody

45% of Europeans personally know somebody who has had a blood transfusion.

Table 10
Do you know somebody who has had a blood transfusion (% per country)

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes, a relative or friend</th>
<th>Yes, somebody else</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>38</td>
<td>16</td>
<td>47</td>
</tr>
<tr>
<td>DK</td>
<td>45</td>
<td>16</td>
<td>42</td>
</tr>
<tr>
<td>WG</td>
<td>37</td>
<td>18</td>
<td>45</td>
</tr>
<tr>
<td>G</td>
<td>38</td>
<td>18</td>
<td>44</td>
</tr>
<tr>
<td>EG</td>
<td>41</td>
<td>20</td>
<td>41</td>
</tr>
<tr>
<td>GR</td>
<td>50</td>
<td>19</td>
<td>33</td>
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<td>E</td>
<td>48</td>
<td>15</td>
<td>39</td>
</tr>
<tr>
<td>F</td>
<td>44</td>
<td>15</td>
<td>43</td>
</tr>
<tr>
<td>IRL</td>
<td>33</td>
<td>18</td>
<td>49</td>
</tr>
<tr>
<td>I</td>
<td>56</td>
<td>15</td>
<td>33</td>
</tr>
<tr>
<td>L</td>
<td>53</td>
<td>14</td>
<td>38</td>
</tr>
<tr>
<td>NL</td>
<td>47</td>
<td>11</td>
<td>43</td>
</tr>
<tr>
<td>P</td>
<td>51</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>UK</td>
<td>41</td>
<td>11</td>
<td>49</td>
</tr>
<tr>
<td>EU12</td>
<td>45</td>
<td>15</td>
<td>42</td>
</tr>
</tbody>
</table>
The lowest proportions are in Ireland (33%), Belgium (38%) and Germany, and the highest in Italy (56%), Luxembourg (53%) and Portugal (51%).

What would Europeans do if they needed a blood transfusion (during an operation, for example)? Would they be prepared to receive blood from anybody or would they only accept their own or that of a relative or friend? The third question was designed to find this out.

**Question 92:** If you knew you were going to need a blood transfusion in the near future – for example, for an operation – which of the following things would you do? (Only one answer).

- You would only accept blood that you yourself gave previously
- You would only accept blood donated by a relative or a friend
- You would accept blood donated by anyone
- Don’t know

According to Figure 22, in the event of needing a blood transfusion in the near future, 46% of Europeans would accept blood from anybody; 25% would only accept blood they had given themselves previously, and 23% would only accept blood from a relative or friend (with 7% don't knows).

The question of blood transfusions is nevertheless very sensitive, which is why the percentages differ so widely between countries (Table 11). In Germany, only 24% said they would accept blood from anybody. The figure was also considerably lower than the European average in Italy (33%) and Luxembourg (39%). At the other end of the scale, the proportion who said they would accept blood from anybody was particularly high in Denmark (80%), the United Kingdom (73%) and the Netherlands (70%).
Table 11
In the event of a blood transfusion, would accept blood (% per country)

<table>
<thead>
<tr>
<th>Country</th>
<th>Only their own</th>
<th>Only that of a friend or relative</th>
<th>From anybody</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>15</td>
<td>20</td>
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<td>80</td>
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<tr>
<td>G</td>
<td>53</td>
<td>13</td>
<td>24</td>
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<tr>
<td>EG</td>
<td>53</td>
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<td>28</td>
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<tr>
<td>GR</td>
<td>8</td>
<td>36</td>
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<td>E</td>
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</tr>
<tr>
<td>F</td>
<td>27</td>
<td>25</td>
<td>42</td>
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<tr>
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<td>14</td>
<td>22</td>
<td>50</td>
</tr>
<tr>
<td>I</td>
<td>21</td>
<td>40</td>
<td>33</td>
</tr>
<tr>
<td>L</td>
<td>40</td>
<td>18</td>
<td>39</td>
</tr>
<tr>
<td>NL</td>
<td>15</td>
<td>10</td>
<td>70</td>
</tr>
<tr>
<td>P</td>
<td>6</td>
<td>43</td>
<td>42</td>
</tr>
<tr>
<td>UK</td>
<td>10</td>
<td>14</td>
<td>73</td>
</tr>
<tr>
<td><strong>EU 12</strong></td>
<td><strong>25</strong></td>
<td><strong>23</strong></td>
<td><strong>46</strong></td>
</tr>
</tbody>
</table>

Note: includes don't knows

Women, older people, the less well-educated, those on the right or in the centre politically, and the highly religious were significantly more suspicious about blood transfusions. The percentage of respondents in these categories who said they would accept blood from anybody was systematically lower. For example:

- women (41%), men (50%);
- over 55s (42%), others (47%);
- those who left school below the age of 16 (43%), those who left full time education after the age of 20 (50%);
- right or centre (46%), left (52%);\textsuperscript{21}
- those attending religious services several times a week (37%), non-believers (51%).

\textsuperscript{21} Cf Annex 8.3.4 for details of how this scale was constructed
5. ORGANISATION OF BLOOD COLLECTION

How, and by whom, should blood collection and storage be organised? This was the theme of the following questions.

5.1 Opinions on the organisation of blood donation

5.1.1 General

Question 93: Which of the following statements comes closest to your opinion about freely donated blood? (ONLY ONE ANSWER).
Freely donated blood should be given for free to people who need it.
A charge can be made to cover the cost of collecting, testing and distributing blood.
A charge can be made over and above the cost of collecting, testing and distributing blood, but only in order to finance research, information and campaigns for more blood donation.
Blood can be sold like any other product.
Don't know

Figure 23

Opinions on the free donation of blood (% EU 12)

Figure 23 shows that almost eight in ten Europeans (78%) think that blood which is donated freely should be given free of charge to people who need it. Thirteen percent consider that a charge could be made to cover the cost of collecting, testing and distributing blood and 6% that a higher charge would be justifiable, but only to finance research, information and campaigns for more blood donation. Only 1% think blood can be sold like any other product.
Table 12
Opinions on the free donation of blood (% per country)

<table>
<thead>
<tr>
<th>Country</th>
<th>Completely Free</th>
<th>Cover costs</th>
<th>Finance research</th>
<th>Can be sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>54</td>
<td>26</td>
<td>13</td>
<td>1</td>
</tr>
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<td>DK</td>
<td>95</td>
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<td>1</td>
<td>1</td>
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<tr>
<td>WG</td>
<td>57</td>
<td>27</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>G</td>
<td>61</td>
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<td>2</td>
</tr>
<tr>
<td>EG</td>
<td>79</td>
<td>14</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>GR</td>
<td>88</td>
<td>5</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>E</td>
<td>89</td>
<td>4</td>
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<tr>
<td>F</td>
<td>77</td>
<td>13</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>IRL</td>
<td>79</td>
<td>10</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>I</td>
<td>88</td>
<td>6</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>L</td>
<td>62</td>
<td>25</td>
<td>10</td>
<td>2</td>
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<td>UK</td>
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<td><strong>78</strong></td>
<td><strong>13</strong></td>
<td><strong>6</strong></td>
<td><strong>1</strong></td>
</tr>
</tbody>
</table>

Note: Includes don’t knows

The distribution of opinions was similar throughout the European Union, indicating a high degree of consensus on the subject.

While the order was the same in all 12 countries, the degree of unanimity did vary somewhat. In Denmark and the United Kingdom, for example, over nine out of ten people thought blood which was donated freely should be given free of charge to those who needed it, while in Belgium, Germany, Luxembourg and the Netherlands a significant number thought a charge could be made to cover the cost of collection, testing and distribution (26%, 25%, 25% and 20% respectively).

The socio-demographic variables are similarly consistent. There are few differences, for example, according to sex or age. If anything, there is a slight tendency for the more highly educated to think that a charge over and above the cost of collecting, testing and distributing blood is justifiable in order to finance research. Ten percent of those who completed their education after the age of 20 were of this opinion as against only 4% who left school below the age of 16. The latter category was more likely to consider that blood should be given free of charge (80% as against 74%).

Linked to the education factor, the same tendency can be observed with regard to general knowledge on blood products. Those opting for the third statement (charge to finance research) had, on average, a slightly higher level of general knowledge (7.69%) than those opting for the first (7.18) or second (7.34) statements.
Those who actually gave blood or plasma themselves, however, had the same opinions on this subject as those who did not.

5.1.2. Opinions on how to encourage people to give blood or plasma

Question 94: In your opinion, someone who gives blood should ... ? (MAXIMUM TWO ANSWERS)
A. Not receive anything – should give it just for the sake of giving
B. Receive a token of recognition – for example, a certificate or badge
C. Be allowed to give blood during working hours
D. Get one or more days off work
E. Be reimbursed for the time away from work and the expenses incurred
F. Be paid for his/her time and effort
G. Don’t know

As Figure 24 shows, a majority of Europeans felt giving blood should be a purely altruistic act, 58% opting for the statement that someone who gives blood should not receive anything but give it for the sake of giving.
Table 13
People who give blood should (% per country)

<table>
<thead>
<tr>
<th>Country</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>49</td>
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<td>9</td>
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<td>5</td>
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<td>4</td>
</tr>
<tr>
<td>WG</td>
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<td>22</td>
<td>20</td>
<td>31</td>
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<td>12</td>
</tr>
<tr>
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<td>14</td>
</tr>
<tr>
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<td>36</td>
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<td>20</td>
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<td>GR</td>
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<td>6</td>
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<td>18</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>E</td>
<td>76</td>
<td>17</td>
<td>6</td>
<td>8</td>
<td>3</td>
<td>5</td>
<td>5</td>
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<tr>
<td>F</td>
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<td>4</td>
<td>33</td>
<td>7</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>IRL</td>
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<td>46</td>
<td>9</td>
<td>18</td>
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<td>8</td>
<td>3</td>
</tr>
<tr>
<td>I</td>
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<td>3</td>
<td>13</td>
<td>8</td>
<td>11</td>
<td>3</td>
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<td>L</td>
<td>46</td>
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<td>7</td>
<td>26</td>
<td>3</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>NL</td>
<td>50</td>
<td>27</td>
<td>9</td>
<td>42</td>
<td>3</td>
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<td>21</td>
<td>9</td>
<td>19</td>
<td>22</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>UK</td>
<td>60</td>
<td>36</td>
<td>3</td>
<td>47</td>
<td>4</td>
<td>11</td>
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<tr>
<td>EU 12</td>
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<td>21</td>
<td>8</td>
<td>28</td>
<td>6</td>
<td>13</td>
<td>6</td>
</tr>
</tbody>
</table>

Note: Includes don’t know.

With the exception of Germany and Belgium, this was the majority opinion in all the Member States, and was particularly pronounced in Greece (84%), Spain (76%) and Italy (74%).

As indicated, however, opinion in Germany was more divided, the score on this point being only 34%, and therefore not significantly higher than the percentage of people who thought that people should be able to give blood during working hours (31%). In Europe as a whole, this latter opinion was shared by 28% of respondents.

21% of people thought that people should receive a token of recognition for giving blood (e.g. a certificate or lapel badge).

The other proposals were more or less rejected by most Europeans:

- only 13% thought people should be reimbursed for the time away from work and the expenses incurred;
- 8% thought a small gift was appropriate;
- only 6% thought people should be paid for their time and effort;
- another 6% thought people should get one or more days off work.

The same question was then asked with regard to plasma donation. The interviewer first explained what plasma was. The results are shown in Figure 25 and Table 14.
**Question 95:** Plasma is the yellowish liquid part of blood. Plasma can be given as many as fifteen times a year and each time takes approximately one hour. In your opinion someone who gives plasma several times a year should ...? (MAXIMUM TWO ANSWERS)

A. Not receive anything – should give it just for the sake of giving
B. Receive a token of recognition – for example, a certificate or badge
C. Be allowed to give blood during working hours
D. Get one or more days off work
E. Be reimbursed for the time away from work and the expenses incurred
F. Be paid for his/her time and effort
G. Don't know

![Figure 25](image-url)

**People who give plasma should (% EU 12)**
Table 14
People who give plasma should (% per country)

<table>
<thead>
<tr>
<th>Country</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>41</td>
<td>15</td>
<td>13</td>
<td>22</td>
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<tr>
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<td>11</td>
<td>21</td>
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<td>3</td>
<td>46</td>
<td>6</td>
<td>17</td>
<td>4</td>
</tr>
</tbody>
</table>

EU 12  | 49| 20| 9 | 28| 8 | 17| 7 |

Note: includes don’t know.

For Europe as a whole, the results are in the same order for plasma donation. The main difference is in the actual percentages which, at least in the case of those most popularly selected, are systematically lower than those for blood donation, reflecting the lower level of awareness on plasma among Europeans generally.

Still looking at Europe as a whole, there are again few variations according to socio-demographic variables, whether in respect of blood or plasma donation. The order given is the same irrespective of age, sex and level of education. At most, the results suggest that the 25 - 54 age bracket – and here we are essentially talking about working people – are significantly more likely to think that people should be able to give blood (or plasma) during working hours (32%, as compared with 23% of 15 - 24 year olds and 26% of the over 55s).

Actual blood and/or plasma donors are also of this opinion (held by 34%, as against 26% of non-donors). Blood and/or plasma donors are, however, more likely to think that people should give for the sake of giving (63% as against 56%). In all other respects, the opinions of donors and non-donors are broadly the same.

5.2 Opinions on the plan for self-sufficiency in blood products

The European Union is currently working on a project to ensure self-sufficiency in blood and blood products, to be achieved purely on the basis of non-remunerated donations. Are Europeans aware of the plan? Have they heard about it? Do they think such a plan is important and how do they feel it should be run – on a national basis or jointly by all the European Union countries?
To establish these points, interviewees were asked the following three questions.
5.2.1 Awareness of the plan

Question 96: The European Union/Community is aiming to meet its own needs for blood and blood products from blood donations provided by its own citizens. These blood donations should be voluntary and non-remunerated. Have you ever heard about this plan?

Yes
No

Seventy-nine percent of Europeans said they had never heard of the European Union's plan for self-sufficiency in blood and blood products. Only 15% said they had.

The highest proportions to have heard of the project were in Luxembourg (28%), Greece (25%), Italy (21%) and Portugal (20%). The lowest results were in Denmark and the United Kingdom, two countries in which anti-European feeling runs particularly high (7% and 8% respectively).

Those who paid most attention to the media were, logically, the most likely to have heard about the plan – 16% of those following current affairs on a daily basis or several times a week were aware of it, as against 8% of those who only referred to the media once or twice a week.

The same applied to the opinion leaders, 20% of those at the top of the scale (+++) having heard of the plan as against 11% of those at the bottom (–).
5.2.2 Importance of the plan

*Question 97:* And do you think that this plan is...?
- Very important
- Somewhat important
- Not very important
- Not important at all
- Don’t know

According to Figure 27, 43% of Europeans considered the plan very important and 38% somewhat important. In other words, over eight out of ten Europeans thought the European plan for self-sufficiency in blood by means of voluntary unpaid donations was very or somewhat important.

The highest proportion of people who thought the plan was very important was in Greece (69%). In Italy and Ireland it exceeded 50% (57% and 50% respectively). Belgium was at the bottom of the scale with 28%.
Table 15
The plan is (% per country)

<table>
<thead>
<tr>
<th>Country</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not important at all</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>B</td>
<td>28</td>
<td>45</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>DK</td>
<td>32</td>
<td>39</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>WG</td>
<td>31</td>
<td>43</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>G</td>
<td>34</td>
<td>42</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>EG</td>
<td>44</td>
<td>39</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>GR</td>
<td>69</td>
<td>23</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>E</td>
<td>43</td>
<td>35</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>F</td>
<td>37</td>
<td>45</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>IRL</td>
<td>50</td>
<td>31</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>I</td>
<td>57</td>
<td>33</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>L</td>
<td>35</td>
<td>43</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>NL</td>
<td>36</td>
<td>41</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>P</td>
<td>48</td>
<td>41</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>UK</td>
<td>45</td>
<td>35</td>
<td>8</td>
<td>3</td>
</tr>
</tbody>
</table>

| EU 12   | 43            | 38                 | 7                  | 2                   |

Note: Includes don't knows
Socio-demographically speaking, there is broad European consensus with few striking differences according to sex, age, educational level, etc. All found the self-sufficiency plan very or somewhat important.

This even applied to 80% of non-donors (as against 85% of donors). To an extent, these 80% could be regarded as, what are known in the theory of rational choice, as free-riders. They regard the blood self-sufficiency plan (a public good)\textsuperscript{22} as important, but refuse to contribute by giving blood themselves, thereby benefitting from a public good without contributing to the cost.

5.2.3 Coordination of the plan

Question 98: In your opinion, should this plan be implemented by each European Union/Community country separately or by all European Union/Community countries working together?
   Each European Union/Community country separately (i.e. each country should be self-sufficient in blood)
   All European Union/Community countries working together (i.e. countries which have too much blood should share it with those which do not have enough)
   Don’t know

The majority (57%), then, were in favour of a joint solution of pooling resources; those countries with too much blood sharing with those which did not have enough. Thirty-three percent were in favour of a purely national approach (i.e. each country should be self-sufficient in blood) and 10% had no opinion.

Table 16
How should the plan be implemented (% per country)

<table>
<thead>
<tr>
<th>Country</th>
<th>Individually</th>
<th>Jointly</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>31</td>
<td>54</td>
</tr>
<tr>
<td>DK</td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>WG</td>
<td>41</td>
<td>48</td>
</tr>
<tr>
<td>G</td>
<td>41</td>
<td>48</td>
</tr>
<tr>
<td>EG</td>
<td>41</td>
<td>49</td>
</tr>
<tr>
<td>GR</td>
<td>29</td>
<td>65</td>
</tr>
<tr>
<td>E</td>
<td>28</td>
<td>55</td>
</tr>
<tr>
<td>F</td>
<td>31</td>
<td>60</td>
</tr>
<tr>
<td>IRL</td>
<td>46</td>
<td>43</td>
</tr>
<tr>
<td>I</td>
<td>20</td>
<td>69</td>
</tr>
<tr>
<td>L</td>
<td>32</td>
<td>61</td>
</tr>
<tr>
<td>NL</td>
<td>36</td>
<td>56</td>
</tr>
<tr>
<td>P</td>
<td>27</td>
<td>62</td>
</tr>
<tr>
<td>UK</td>
<td>37</td>
<td>55</td>
</tr>
<tr>
<td>EU 12</td>
<td>33</td>
<td>57</td>
</tr>
</tbody>
</table>

Note: Includes don’t known

\textsuperscript{22} This means a good which necessarily benefits all members of the group irrespective of whether or not they participate.
Most advocates of a joint approach were in Italy (69%), Greece (65%) and Portugal (62%), this being least popular in Ireland (43%), Germany (48%) and Denmark (48%).

In Europe as a whole, young people, the more highly educated, those on the left politically, opinion leaders, and blood and/or plasma donors were most likely to consider that the plan should be implemented jointly by the countries of the European Union. The percentage breakdown is as follows:

- 61% of 15 – 24 year olds as opposed to 50% of the over 55s;
- 65% of those who discontinued full time education after the age of 20 as against 51% of those who left school below the age of 16;
- 63% of those who claimed to be on the political left as against 54% of those who described themselves as in the centre and 51% of right-wingers;
- 65% of opinion leaders (+++) as against 48% of non-leaders (–);
- 61% of blood and/or plasma donors as against 55% of non-donors

Obviously, the pro-Europeans were considerably more likely to think that the blood self-sufficiency plan should be run jointly. Those in favour of a European solution represented:

- 63% of those who thought their country had benefitted from membership in the European Union as against 43% of those who thought otherwise;
- 65% of those who would like to see a unified Europe as quickly as possible (No 7 on the scale) as against 41% of those who would prefer to see things stay as they are (No 1 on the scale); 23
- 68% of those who thought health and social security policy should be decided jointly within the European Union as against 53% who thought such decisions should be taken nationally.

6. SAFETY OF BLOOD TRANSFUSIONS AND BLOOD PRODUCTS

Do Europeans think blood transfusions are safer now than they were 10 years ago? How safe do they think blood products from their own country and those of certain other countries are? The following three questions were designed to find the answers.

**Question 99:** Do you believe that blood transfusion is safer, as safe or less safe now than about 10 years ago?

- Safer
- As safe
- Less safe
- Don't know

---

23 The question was: How do you see the current progress of the European Union in terms of the unification of Europe? Please look at these characters. No 1 is at a complete standstill, No 7 is running as fast as possible. Choose the one which corresponds most closely to the progress you would like to see.
According to Figure 29, just over half (55%) of those questioned thought blood transfusions were safer now than they were 10 years ago, 14% thought they were as safe and 23% that they were less safe (8% didn’t know).

Table 17
Blood transfusions are now (% per country)

<table>
<thead>
<tr>
<th>Country</th>
<th>Safer</th>
<th>As safe</th>
<th>Less safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>58</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>DK</td>
<td>76</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>WG</td>
<td>38</td>
<td>21</td>
<td>29</td>
</tr>
<tr>
<td>G</td>
<td>35</td>
<td>21</td>
<td>33</td>
</tr>
<tr>
<td>EG</td>
<td>26</td>
<td>18</td>
<td>47</td>
</tr>
<tr>
<td>GR</td>
<td>58</td>
<td>12</td>
<td>20</td>
</tr>
<tr>
<td>E</td>
<td>59</td>
<td>11</td>
<td>18</td>
</tr>
<tr>
<td>F</td>
<td>66</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>IRL</td>
<td>57</td>
<td>11</td>
<td>23</td>
</tr>
<tr>
<td>I</td>
<td>60</td>
<td>7</td>
<td>24</td>
</tr>
<tr>
<td>L</td>
<td>63</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>NL</td>
<td>60</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>P</td>
<td>35</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>UK</td>
<td>64</td>
<td>13</td>
<td>19</td>
</tr>
<tr>
<td>EU 12</td>
<td>55</td>
<td>14</td>
<td>23</td>
</tr>
</tbody>
</table>
There were, however, strong variations between countries. Denmark had the highest percentage of people who thought blood transfusions were now safer (76%).

In Germany and Portugal, on the other hand, only a third (35%) were of this opinion. In East Germany, there were actually more people who had less confidence now in the safety of blood transfusions than who had more (47% as against 26%).

In Europe as a whole, blood and/or plasma donors have considerably more confidence in the safety of blood transfusions than non-donors (60% of donors thought transfusions were safer than they were 10 years ago, as against 53% of non-donors).

Those who thought transfusions were safer had a better general knowledge about blood products than those who thought they were less safe (7.49 as against 6.96).

Older people were considerably less positive than the others: 49% of the over-55s thought blood transfusions were safer as against 58% of the other groups.

Finally, confidence in blood transfusions increases with educational level, 62% of people who left full-time education after the age of 20 considering transfusions to be safer now as against only 47% of those who left school before the age of 16.

With regard to whether blood products from their own country were safest, opinions differed quite widely from one country to another.

**Question 100: Do you think blood and blood products coming from (our country) are the safest?**

*Yes*

*No*

*Don’t know*

The first striking observation is that the number of non-replies ranged from 13% in Denmark to 50% in Greece. The European average was also quite high, 32% of Europeans having no opinion on whether blood from their own country was safer.

The second striking point, looking at Europe as a whole, is that 40% of those interviewed thought that blood products from their own country were the safest, as against 38% who thought otherwise. This shows, at least, that, on the whole, Europeans are not excessively chauvinistic.

In Germany, there were even fewer positive than negative replies (32% as against 36%). In France and Spain, the ratio was about half and half.

The Danes, Dutch and British had the most confidence in their own national blood products (66%, 63% and 60% respectively).

The proportion of blood and/or plasma donors who thought blood products from their own country were the safest was significantly higher than that of non-donors (46% as against 39%).
The tendency to think blood from one's own country is the safest increases with age and decreases with level of education, the relative percentages being 29% in the 15 – 24 age bracket as against 46% of the over-55s, and 46% of those who left school below the age of 16 as against 34% of those who left full-time education above the age of 20.

This can probably be partially explained by a nationalistic reflex, this kind of chauvinism tending to correlate positively with age and negatively with level of education. This is corroborated by the fact that those placing themselves on the right politically (and therefore generally more nationalistic) were significantly more likely to say that blood products from their own country were the safest (46% as against 40% of those placing themselves in the centre and 37% of those claiming to be on the left).

Those who did not consider that blood from their own country was the safest were asked where they thought the safest blood products came from. Sixty-four percent of the 3544 people concerned said they did not know.

**Question 101: (IF NO TO Q 100) where do you think the safest blood products come from? (ONLY ONE ANSWER)**

- Other European Union/Community countries
- Other European countries
- United States of America
- Canada
- Japan
- Other (SPECIFY)
Of the remainder, according to Figure 31:

- 13% thought they came from another European Union country
- 6% from the United States
- 5% from other European countries which were not members of the European Union
- 2% from Canada
- 1% from Japan

A further 8% thought they came from somewhere other than the options given.

7. AIDS AND BLOOD

The last question concerned the sensitive topic of blood transfusions. Has AIDS\textsuperscript{24} discouraged Europeans from giving or receiving blood?

Question 102: Would you say that, because of AIDS, you are now more afraid or not of:
- a) the current safety of blood and blood products
- b) giving blood
- c) receiving blood
- d) having an injection
- e) having an operation

\textsuperscript{24} And, perhaps, the scandals in France and Germany concerning the safety of blood products, which received wide coverage in the press. AIDS was also the subject of a set of questions in Eurobarometer 41.0. Cf. Europeans and AIDS: results of the Spring 94 survey (Brussels, INRA September 1994)
Three of these items (b, c, d) had been asked before in the Autumn 1989 survey, providing a basis for analysing how Europeans' fears on this subject have developed.

Seventy percent of Europeans said that AIDS had made them more wary about the safety of blood and blood products. Clearly, this is mainly linked to blood transfusions, 70%, i.e. a similar proportion to that for the first item, saying they were now more afraid of receiving blood. Almost half those interviewed (47%) were more afraid of having an operation.

By contrast, only a third were anxious about having an injection, which is still a significant proportion but only half the number afraid of blood transfusions. Only 28% said they were now more afraid of giving blood.

Comparing these with the Autumn 1989 results (Table 18) gives certain grounds for optimism. For the three common items, in fact, the percentage claiming to be more afraid had gone down, at least in the European Union as a whole (which, it must be stressed, does not necessarily mean that people are less afraid).

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The results, should, however, be interpreted with caution, as the question was not worded in exactly the same way. In 1994, interviewees could only choose between two replies ("more afraid" and "not more afraid"), while in 1989 they had the choice between three ("much more afraid", "a little more afraid" and "not more afraid at all"). For the purpose of comparing the results, the categories "much more afraid" and "a little more afraid" have been combined. Having more options to choose from can, however, influence the replies. In 1989, interviewees were able to choose a compromise category ("a little more afraid"), while in 1994 they had to make a clear choice between two alternatives.
Table 18
Because of AIDS, more fear of (% per country)

<table>
<thead>
<tr>
<th>Year</th>
<th>B</th>
<th>DK</th>
<th>D</th>
<th>WD</th>
<th>OD</th>
<th>GR</th>
<th>E</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Safety of blood 1994/1</td>
<td>66</td>
<td>52</td>
<td>76</td>
<td>75</td>
<td>83</td>
<td>71</td>
<td>67</td>
<td>66</td>
</tr>
<tr>
<td>Giving blood 1989/1</td>
<td>23</td>
<td>7</td>
<td>47</td>
<td>-</td>
<td>24</td>
<td>35</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>1994/1</td>
<td>28</td>
<td>11</td>
<td>29</td>
<td>27</td>
<td>34</td>
<td>26</td>
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<td>22</td>
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<tr>
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<td>79</td>
<td>70</td>
<td>85</td>
<td>-</td>
<td>-</td>
<td>68</td>
<td>81</td>
<td>76</td>
</tr>
<tr>
<td>1994/1</td>
<td>73</td>
<td>50</td>
<td>80</td>
<td>79</td>
<td>83</td>
<td>69</td>
<td>81</td>
<td>69</td>
</tr>
<tr>
<td>Having an injection 1989/1</td>
<td>62</td>
<td>20</td>
<td>67</td>
<td>-</td>
<td>-</td>
<td>30</td>
<td>62</td>
<td>51</td>
</tr>
<tr>
<td>1994/1</td>
<td>45</td>
<td>14</td>
<td>41</td>
<td>42</td>
<td>39</td>
<td>33</td>
<td>52</td>
<td>31</td>
</tr>
<tr>
<td>Having an operation 1994/1</td>
<td>47</td>
<td>21</td>
<td>54</td>
<td>54</td>
<td>54</td>
<td>42</td>
<td>57</td>
<td>42</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IRL</th>
<th>I</th>
<th>L</th>
<th>NL</th>
<th>P</th>
<th>UK</th>
<th>EU</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Safety of blood 1994/1</td>
<td>68</td>
<td>80</td>
<td>72</td>
<td>60</td>
<td>70</td>
<td>59</td>
</tr>
<tr>
<td>Giving blood 1989/1</td>
<td>27</td>
<td>37</td>
<td>23</td>
<td>14</td>
<td>43</td>
<td>24</td>
</tr>
<tr>
<td>1994/1</td>
<td>24</td>
<td>32</td>
<td>24</td>
<td>18</td>
<td>51</td>
<td>20</td>
</tr>
<tr>
<td>Receiving blood 1989/1</td>
<td>79</td>
<td>85</td>
<td>70</td>
<td>71</td>
<td>73</td>
<td>79</td>
</tr>
<tr>
<td>1994/1</td>
<td>70</td>
<td>87</td>
<td>76</td>
<td>57</td>
<td>81</td>
<td>56</td>
</tr>
<tr>
<td>Having an injection 1989/1</td>
<td>43</td>
<td>31</td>
<td>40</td>
<td>48</td>
<td>48</td>
<td>42</td>
</tr>
<tr>
<td>1994/1</td>
<td>31</td>
<td>31</td>
<td>26</td>
<td>25</td>
<td>49</td>
<td>24</td>
</tr>
<tr>
<td>Having an operation 1994/1</td>
<td>42</td>
<td>62</td>
<td>48</td>
<td>25</td>
<td>60</td>
<td>28</td>
</tr>
</tbody>
</table>

NB Don’t knows included

In other words, Europeans seem to better informed about the dangers and non-dangers, even if there is still some way to go in allaying public fears about giving blood or receiving an injection.

The very high percentage of people who said they were now more afraid of receiving blood is, however, more understandable in view of the scandals there have been over blood transfusions (e.g. in Germany) and the cases of contamination following blood transfusion (e.g. in Belgium). It will take a long time to reestablish confidence in this area.

The most spectacular reduction has been in the number of those saying they were not more afraid of having an injection, representing a drop of 14 percentage points. There has also been a reduction in the numbers who are afraid of receiving blood although, as we have seen, this group is still by far the most numerous. People are also less intimidated by the idea of giving blood, the percentage dropping from 32% to 28%.

While, at European level, there has been a downward tendency in the numbers saying they are more afraid of everything connected with the safety of blood and blood products in general, the situation in individual countries paints a more varied picture.
Viewed from this angle, the slight reduction, in the European Union as a whole, in fear in respect of blood transfusions (dropping from 32% to 28%) is essentially due to the much more pronounced downturn in Germany (47% to 29%) in the numbers saying they were no more afraid. In fact, in five of the twelve countries there was actually an increase in fear between 1989 and 1994. The countries concerned were, in ascending order:

- Denmark (+ 4 points);
- Netherlands (+ 4);
- Belgium (+ 5);
- Spain (+ 6);
- Portugal (+ 8).

The proportions remained stable in three countries (France, Luxembourg and Greece).

Apart from Germany, there was also a slight reduction in the numbers saying they were not more afraid of giving blood in Ireland (from 27% to 24%), Italy (from 37% to 32%) and Great Britain (24% to 20%).

Far more blood donors than non-donors claimed to be not more afraid. The relative proportions were:

- safety of blood and blood products: 32% compared with 23%;
- giving blood: 78% compared with 62%;
- receiving blood: 31% compared with 21%;
- having an injection: 73% compared with 58%;
- having an operation: 58% compared with 45%.

Table 19
Average number of correct answers in relation to degree of fear (EU 12)

<table>
<thead>
<tr>
<th>Item</th>
<th>More afraid</th>
<th>Not more afraid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety of blood</td>
<td>7.16</td>
<td>7.50</td>
</tr>
<tr>
<td>Giving blood</td>
<td>6.62</td>
<td>7.51</td>
</tr>
<tr>
<td>Receiving blood</td>
<td>7.13</td>
<td>7.53</td>
</tr>
<tr>
<td>Having an injection</td>
<td>6.74</td>
<td>7.50</td>
</tr>
<tr>
<td>Having an operation</td>
<td>6.98</td>
<td>7.48</td>
</tr>
</tbody>
</table>

Table 19 demonstrates that, for the European Union as a whole, fears about the various aspects of blood safety are partially linked to the level of awareness about blood products generally.

The average number of correct answers among those who said they were not more afraid was 7.5, as opposed to 7.16 among those who said they were. The same tendency can be observed in respect of the four other items.

Fears about the various aspects of blood safety also seem to depend to some extent on awareness of the ways in which AIDS can be transmitted26 (Table 20).

---

26 This index is based on the same principle as that representing awareness of blood products generally. It is based on the replies to a question listing 12 ways (actual or supposed) in which AIDS can be transmitted. Respondents
Table 20
Average number of correct answers (AIDS) in relation to degree of fear (EU 12)

<table>
<thead>
<tr>
<th>Item</th>
<th>More afraid</th>
<th>Not more afraid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety of blood</td>
<td>8.88</td>
<td>9.71</td>
</tr>
<tr>
<td>Giving blood</td>
<td>7.86</td>
<td>9.65</td>
</tr>
<tr>
<td>Receiving blood</td>
<td>8.86</td>
<td>9.82</td>
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<tr>
<td>Having an injection</td>
<td>8.09</td>
<td>9.68</td>
</tr>
<tr>
<td>Having an operation</td>
<td>8.46</td>
<td>9.75</td>
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</table>

The average number of correct answers among those claiming to be not more afraid about the safety of blood and blood products was 9.71, as against 8.88 among those who said they were more afraid. The same tendency was observed in respect of the other four items.

Rather curiously, those who thought they ran no risk of catching AIDS tended to be generally more afraid about the safety of blood. Certainly, they were significantly more likely to say they were more afraid of giving blood (33% as against 25%) or having an injection (39% as against 32%). For the other items, the differences were negligible.

In Europe as a whole, a significantly higher number of women acknowledged being more afraid, irrespective of the item concerned. Just as one example, in response to the first item, which was a general one on the safety of blood and blood products, 73% of women said AIDS had made them more afraid, as opposed to 66% of men.

There does seem to be some link between the degree of fear and level of education. The more highly educated were more likely to say they were not more afraid, particularly in respect of situations presenting no risk. Thirty-three percent of those who left school before the age of 16, for example, said they were more afraid of giving blood, as against only 22% of those who left full-time education over the age of 20. The respective percentages for having an injection were 39% and 29% and for having an operation 50% and 44%.

On the question of receiving blood, on the other hand, there were no really significant differences, the increase in fear being general.

The youngest age group (15 – 24 years) were significantly more likely to say they were more afraid about the safety of blood and blood products (72% as against 69% in the other age categories). They were also more afraid than the others of receiving blood (77% as against 72% of the over–55s). For the other items, they were practically no differences.

Finally, except in the case of blood transfusions, those who paid more attention to the media, and the opinion leaders, tended to be slightly less likely to be afraid of the various situations linked to blood and blood products.

had to say whether each was true or false. The index ranges from 0 (no right answers) to 12 (no mistakes). Cf. *Europeans and AIDS: results of the Spring 94 survey* (Brussels: INRA, September 1994, p. 15).
ANNEXES
STANDARD EUROBAROMETER 41.0 - TECHNICAL SPECIFICATIONS
NATIONAL & NON-NATIONAL CITIZENS OF THE EUROPEAN UNION

Between April 4 and May 6, 1994, INRA (EUROPE), a European Network of Market and Public Opinion Research agencies, carried out wave 41.0 of the STANDARD EUROBAROMETER, on request of the EUROPEAN COMMISSION.

The EUROBAROMETER 41.0 covers the population of the respective nationalities, aged 15 years and over, in each of the Member States of the European Union. The basic sample design applied in all Member States is a multi-stage, random (probability) one. In each EU country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

For doing so, the points were drawn systematically from all "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the Member States according to the EUROSTAT-NUTS II and according to the distribution of the national, resident population in terms of metropolitan, urban and rural areas. In each of the selected sampling points, a starting address was drawn, at random. Further addresses were selected as every Nth address by standard random route procedures, from the initial address. In each household, the respondent was drawn, at random. All interviews were face-to-face in people's home and in the appropriate national language.

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For each country a comparison between the sample and the universe was carried out. The Universe description was derived from EUROSTAT population data. For all EU member-countries a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. As such in all countries, minimum sex, age, region NUTS II and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), INRA (EUROPE) applies the official population figures as published by EUROSTAT in the Regional Statistics Yearbook of 1989. The total population figures for input in this post-weighting procedure are listed above.

The results of the EUROBAROMETER studies are reported in the form of tables, datasets, and analyses. Per question a table of results is given with the full question text (English and French) on top; the results are expressed 1) as a percentage on total base and 2) as a percentage on the number of "valid" responses (i.e. "Don't Know" and "No Answer" excluded). All EUROBAROMETER datasets are stored at the Central Archiv (Universität Köln, Bachener Strasse, 40, D-5000 Köln 41). They are at the disposal of all institutes members of the European Consortium for Political Research (Essex), of the Inter-University Consortium for Political and Social Research (Michigan) and of all those interested in social science research. The results of the EUROBAROMETER surveys are analysed and made available through the Unit "Surveys, Research, Analyses" of DG X of the European Commission, "EUROBAROMETER", Rue de la Loi 200, B-1049 Brussels.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1.000 interviews, the real percentages vary within the following confidence limits:
STANDARD EUROBAROMETER 41.0 - TECHNICAL SPECIFICATIONS

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| Country | Agency | Contact Person | Telephone | Fax
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Let's now turn to another topic: blood transfusion
Q.73
Have you recently seen or heard anything about giving blood or not?

Yes  GO TO Q.74
No   GO TO Q.75
DK   GO TO Q.75

EB41.0 - NEW

Q.74 (IF YES IN Q.73)
Could you please tell me where? Please mention everything on the list which applies. (SHOW CARD - READ OUT - MULTIPLE ANSWERS POSSIBLE).

- Television,
- Radio,
- Newspapers,
- Magazines,
- Posters,
- Brochures, information leaflets,
- Discussions with relatives, friends, colleagues,
- At the workplace, college, school,
- Busses promoting blood donation,
- Elsewhere,
- Can't remember (SPONTANEOUS)

EB41.0 - NEW

ASK ALL
Q.75
Here are some statements. For each of them, please tell me whether you think it is true or false. If you don't know, say so, and we will skip to the next statement.

TRUE
FALSE
DK

a) People can give plasma instead of blood
b) Anybody can receive blood from anybody else
c) Plasma is a component of blood
d) Once collected, blood cannot be stored it must be immediately given to a patient
e) Blood is made up of several components which can be manufactured into different medicinal products
f) A person with haemophilia is someone whose blood clots immediately
g) Giving blood reduces the amount of blood in your body forever
h) Giving blood reduces high blood pressure
i) Blood donations are tested for diseases
j) Different blood groups exist
Q.76 (IF ANSWERED "TRUE" IN Q.75a) "PEOPLE CAN GIVE PLASMA INSTEAD OF BLOOD") And how often do you think a person can give plasma or not? (SHOW CARD),

- Once or more a day,
- Once every 2-6 days,
- Once every 1-4 weeks,
- Once every month,
- Once every 2 months,
- Once every 3-4 months,
- Once every 5-6 months,
- Once every 7-12 months,
- Less often than once a year,
- Never,
- DK

EB41.0 - NEW

Q.77 (IF ANSWERED "TRUE" IN Q.75a) "PEOPLE CAN GIVE PLASMA INSTEAD OF BLOOD") Have you yourself ever given plasma, or not?

- Yes GO TO Q.78
- No GO TO Q.80
- DK GO TO Q.81

EB41.0 - NEW

Q.78 (IF YES IN Q 77) How often have you given plasma? (READ OUT),

- Only once,
- A few times,
- Many times,
- DK

EB41.0 - NEW

Q.79 (IF YES IN Q 77) When was the last time you gave plasma? Was it ... (READ OUT),

- In the last year,
- More than one year ago and up to 3 years ago,
- Over 3 years ago,
- DK, can't remember (SPONTANEOUS)

EB41.0 - NEW

Q.80 (IF NO IN Q77) Have you ever considered giving plasma, or not?,

- Yes,
- No,
- DK

EB41.0 - NEW
Q.81  
How often do you think a person can give blood? (SHOW CARD)

Once or more a day,
Once every 2-6 days,
Once every 1-4 weeks,
Once every month,
Once every 2 months,
Once every 3-4 months,
Once every 5-6 months,
Once every 7-12 months,
Less often than once a year,
Never,
DK

Q.82  
Have you ever given blood or not?

Yes  GO TO Q.83
No   GO TO Q.86
DK   GO TO Q.88

Q.83 (IF YES IN Q.82)  
How often have you given blood? (READ OUT),

Only once,
A few times,
Many times,
DK

Q.84 (IF YES IN Q.82)  
When was the last time you gave blood? Was it... (READ OUT),

In the last year  GO TO Q.88
More than one year ago and up to 3 years ago  GO TO Q.88
Over 3 years ago  GO TO Q.85
DK, can't remember (SPONTANEOUS)  GO TO Q.88
Q.85 (IF "OVER 3 YEARS AGO" IN Q84)
Can you tell me why you haven't given blood in the last 3 years?
Here are some possible reasons. Please tell me which most apply to you.
(SHOW CARD - MAXIMUM 3 ANSWERS),

Your doctor advised against it or you are not in good health,
You don't have the time,
You don't know where to go,
You have had a bad experience or a relative or a friend of yours has had a bad experience,
You are afraid the needle might be infected,
You are afraid of getting AIDS,
You think giving blood will make you weak,
You think your blood might not be used properly
You are afraid of needles,
You don't like the idea,
For religious reasons,
Your attempt to give blood was rejected,
Other (SPONTANEOUS)
DK

EB41.0 - NEW

Q.86 (IF NO IN Q82)
Have you ever considered giving blood, or not ?

Yes               GO TO Q.87,
No                GO TO Q.88,
DK                GO TO Q.88

EB41.0 - NEW

Q.87 (IF YES IN Q86)
Can you tell me why you have never given blood up till now ?
Here are some possible reasons. Please tell me which most apply to you.
(SHOW CARD - MAXIMUM 3 ANSWERS),

Your doctor advised against it or you are not in good health,
You don't have the time,
You don't know where to go,
You have had a bad experience or a relative or a friend of yours has had a bad experience,
You are afraid the needle might be infected,
You are afraid of getting AIDS,
You think giving blood will make you weak,
You think your blood might not be used properly
You are afraid of needles,
You don't like the idea,
For religious reasons,
Your attempt to give blood was rejected,
Other (SPONTANEOUS)
DK

EB41.0 - NEW
Q.88  Have you ever had a blood transfusion?

   Yes,
   No,
   DK / Don't remember (SPONTANEOUS)

EB41.0 - NEW

Q.89  Do you personally know someone who has had a blood transfusion? (READ OUT),

   Yes, a relative or a friend,
   Yes, somebody else,
   No, nobody

EB41.0 - NEW

Q.90  In your opinion, why and when do people give blood? Here are some reasons that have been suggested. Could you please tell me which you think are the most important? (SHOW CARD - MAXIMUM 2 ANSWERS),

   Before an operation,
   Because it is the right thing to do,
   Because a relative or a friend needs it,
   Because a relative or a friend has already had a blood transfusion,
   In case of a major disaster where many people are hurt,
   Because they have a rare blood group,
   Others (SPONTANEOUS),
   DK

EB41.0 - NEW

Q.91  Here are now some possible reasons why people don't give blood. Could you please tell me which you think are the most important? (SHOW CARD - MAXIMUM 3 ANSWERS),

   Their doctor advised against it or they are not in good health,
   They don't have the time,
   They don't know where to go,
   They have had a bad experience or a relative or a friend has had a bad experience,
   They are afraid the needle might be infected,
   They are afraid of getting AIDS,
   They think giving blood would make them weak,
   They think their blood might not be used properly,
   They are afraid of needles,
   They don't like the idea ,
   For religious reasons,
   Their attempt to give blood was rejected,
   Other (SPONTANEOUS),
   DK

EB41.0 - NEW
Q.92
If you knew you were going to need blood in the near future - for example, for an operation - which of the following things would you do? (SHOW CARD - ONLY ONE ANSWER).

- You would only accept blood that you yourself gave previously,
- You would only accept blood donated by a relative or a friend,
- You would accept blood donated by anyone,
- DK

EB41.0 - NEW

Q.93
Which of the following statements comes closest to your opinion about freely donated blood? (SHOW CARD - ONLY ONE ANSWER).

- Freely donated blood should be given for free to people who need it,
- A charge can be made to cover the cost of collecting, testing and distributing blood,
- A charge can be made over and above the cost of collecting, testing and distributing blood, but only in order to finance research, information and campaigns for more blood donations,
- Blood can be sold like any other product,
- DK

EB41.0 - NEW

Q.94
In your opinion, someone who gives blood should ...? (SHOW CARD - READ OUT - MAXIMUM 2 ANSWERS POSSIBLE).

- Not receive anything - should give it just for the sake of giving,
- Receive a token of recognition - for example, a certificate or a pin,
- Receive a small gift,
- Be given the freedom to give blood during working hours,
- Get one or more days off work,
- Be reimbursed for the time away from work and the expenses incurred,
- Be paid for his/her time and effort,
- DK

EB41.0 - NEW

Q.95
Plasma is the yellowish liquid part of blood. Plasma can be given as many as 15 times a year and each time takes approximately one hour. In your opinion, someone who gives plasma several times a year should ...? (SHOW CARD - READ OUT - MAXIMUM 2 ANSWERS POSSIBLE).

- Not receive anything - should give it just for the sake of giving,
- Receive a token of recognition - for example, a certificate or a pin,
- Receive a small gift,
- Be given the freedom to give plasma during working hours,
- Get one or more days off work,
- Be reimbursed for the time away from work and the expenses incurred,
- Be paid for his/her time and effort,
- DK

EB41.0 - NEW
Q.96
The European Union/Community is aiming to meet its own needs for blood and blood products from blood donations provided by its own citizens. These blood donations should be voluntary and not paid for. Have you ever heard about this plan, or not?

Yes,
No,
DK

EB41.0 - NEW

Q.97
And do you think that this plan is ... ? (READ OUT).

Very important,
Somewhat important,
Not very important,
Not important at all,
DK

EB41.0 - NEW

Q.98
In your opinion, should this plan be achieved by each European Union/Community country separately or by all European Union/Community countries working together? (SHOW CARD).

Each European Union/Community country separately (i.e. each country should be self-sufficient in blood),
All European Union/Community countries working together (i.e. countries having too much blood should share it with those not having enough),
DK

EB41.0 - NEW

Q.99
Do you believe that blood transfusion is safer, as safe or less safe now than about 10 years ago?

Safer,
As safe,
Less safe,
DK

EB41.0 - NEW

Q.100
Do you think blood and blood products coming from (OUR COUNTRY) are the safest?

Yes  GO TO Q.102,
No  GO TO Q.101,
DK  GO TO Q.102

EB41.0 - NEW
Q.101 (IF NO IN Q.100)
Where do you think the safest blood products come from?
(Do not read out - only one answer).

Other European Union/Community countries (List of 11 other countries),
Other European countries,
United States of America,
Canada,
Japan,
Others (Specify),
DK

EB41.0 - NEW

Q.102
Would you say that, because of AIDS, you are now more afraid or not of ...? (Read out)

More afraid
Not more afraid
DK

a) The current safety of blood and blood products
b) Giving blood
c) Receiving blood
d) Having an injection
e) Having an operation

EB34.1 - Q.48 - Trend modified
SPECIAL CLASSIFICATIONS IN EUROBAROMETER SURVEYS

INCOME

This information is derived from the following question:

"We also need some information about the income of this household to be able to analyse the survey results for different types of households. Here is a list of income groups. (SHOW INCOME CARD) Please count the total wages and salaries PER MONTH of all members of this household all pensions and social insurance benefits child allowances and any other income like rents, etc ... Of course, your answer as all other replies in this interview will be treated confidentially and referring back to you or your household will be impossible.

Please give me the letter of the income group your household falls into before tax and other deductions"

| B | T | P | F | E | H | L | N | R | M | S | K |

Refusal,
DK

Respondents are regrouped in quartiles, per country. Results are then merged to obtain European averages.

SELF-POSITIONING ON THE POLITICAL SCALE - LEFT/ RIGHT

This variable is established on the basis of the question: In political matters, people talk about "the left" and "the right". How would you place yourself on this scale? (SHOW CARD)

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<th>LEFT</th>
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Refusal
DK

In this report respondents are grouped into tertiles for each country: those that are positioned furthest to the left, those furthest to the right and the remaining third that place themselves closest to the Centre. The usual weighting (see technical specification) are used to establish the Community distribution.
MEDIA NEWS USE

Is based on the following question:

About how often do you ... (SHOW CARD) a) watch the news on television? b) read the news in daily papers? c) listen to the news on the radio?

EVERYDAY
SEVERAL TIMES A WEEK
ONCE OR TWICE A WEEK
LESS OFTEN
NEVER
DK

++ News on TV, radio, and papers every day or several times a week.
+ Two media every day or several times a week, the third medium, not more than once or twice a week.
- One of the three media every day or several times a week, the two others not more than once or twice a week.
-- the three media not more than once or twice a week.

OPINION LEADERSHIP INDEX

It is useful, in the context of opinion polls among the public at large to distinguish the opinions of those who are commonly described as 'opinion leaders', i.e. a general interest for certain social and political problems, degree of social activity in certain groups etc..

The easiest way of doing this is to identify these individual on the basis of a few very specific questions in an opinion poll. The analyses in previous Eurobarometers has proven that it is statistically valid and analytically relevant to do so by constructing the 'opinion leadership' index on the basis of two precise questions. On the one hand the propensity to discuss politics with friends and acquaintances and, on the other the propensity to try to convince others of an opinion one holds strongly. This index was constructed in such a way that an equal distribution over the population is created. Of course the extremes are of most elevance in this context. The following tables explains how the index is constructed.
A. When you hold a strong opinion, do you ever find yourself persuading your friends, relatives or fellow workers to share your views? Does this happen often, from time to time, rarely, never?

B. When you get together with friends, would you say you discuss political matters frequently, occasionally, or never?

<table>
<thead>
<tr>
<th>PERSUADING OTHERS?</th>
<th>often</th>
<th>time to time</th>
<th>rarely</th>
<th>never</th>
<th>DK/NA</th>
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