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2014

Study Title

An International Study of Donor Demographic Trends

Study Description

This study will compare and interpret donor and general population age trends in 3 years (2001, 2006 & 2011) amongst blood collectors in various jurisdictions to hypothesize about differing social values and donor motivations as well as identify successful past and future blood center donor selection, recruitment & retention practices.

Study Status

Completed

Publication Number

115

Teams

DS

Study Leaders

Goldman
