

Abstract

Blood shortages prompt policymakers to find ways to increase the supply of blood to meet the health sector's demand. The aim of this thesis was to examine the effects of selected incentives on blood donation. Using a questionnaire for blood donors, the data was collected at a transfusion station in Prague. The questionnaire focused on hypothetical choices of donors when offered a certain type of incentive. The probit model and linear probability model were chosen for analysing the hypothetical effects of incentives and determining the donors' significant characteristics. The results showed that the vast majority of respondents would donate as often as they currently do with any of the selected incentives. A small proportion of donors would, however, respond to the incentives. The financial incentive or small gifts would discourage a certain proportion of donors; on the other hand, offering a voucher to pharmacy would motivate a small proportion of donors. Both probit and linear probability model revealed several important donor characteristics that affect attitudes towards incentives. One of the most significant characteristics was gender; the financial incentive would discourage women significantly more than men.

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