

## **The Influence of Demographic and Socioeconomic Development on National Blood Reserves**

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In addition to consistently low blood donation rates, recent population projections indicate highly probable increase in the demand for blood products. This study examines how the population dynamics, such as change in population profile, age composition and immigrant status influence blood donation. Also, this study examines how socioeconomic fluctuations, such as income per capita, employment rate, education and health care occupation influence blood donation. The paper uses panel data from 9 Canadian provinces over the period from 2000 to 2012. The fixed effect regression results indicate negative impact of aging population and immigration on blood donation. This impact might be substantial in the light of projected increase in the proportion of aging and foreign-born populations. Among socioeconomic factors, the proportion of health care professionals shows significant positive correlation with blood donation. This relationship implies that increasing awareness about blood donation might be an important aspect in recruitment and retention of new blood donors. Further research conducted using more detailed level of data, possibly involving individual donors and non-donors, would provide better opportunities for evaluating factors associated with blood donation behavior.