

Regression analysis of HEMO stated preference survey results

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Male non-INTERVAL respondents – Gamma regression

Optimization: ML	
Deviance = 14775.33481	No. of obs = 92,782
Pearson = 34716.17846	Residual df = 92,591
	Scale parameter = .3749412
Variance function: $V(u) = u^2$	(1/df) Deviance = .1595764
Link function: $g(u) = 1/u$	(1/df) Pearson = .3749412
Log pseudolikelihood = -201290.4506	AIC: 402962.9

	Odds ratio	Robust standard error	z	P> z	[95% Conf. Interval]	
Travel time (Baseline = Typical travel time)						
10 mins shorter	-0.0098694	0.0101577	-0.97	0.331	-0.0297782	0.0100394
15 mins longer	0.1329624	0.0149366	8.9	0	0.1036873	0.1622376
30 mins longer	0.3990336	0.0271111	14.72	0	0.3458967	0.4521704
Appointment availability (Baseline = Every weekday: Mon-Fri)						
Every day: Mon-Sun	-0.1009026	0.0088365	-11.42	0	-0.1182218	-0.0835834
1 day every 2 months: Mon-Fri	0.0882573	0.0114497	7.71	0	0.0658163	0.1106982
1 day every 2 months: Sat or Sun	0.0141989	0.0130271	1.09	0.276	-0.0113337	0.0397315

Opening times (Baseline = 9-12pm and 2-5pm)						
9am-5pm	-0.0188383	0.0113056	-1.67	0.096	-0.0409968	0.0033201
9am-8pm	-0.16218	0.0107067	-15.15	0	-0.1831648	-0.1411952
2pm-8pm	-0.154553	0.0111775	-13.83	0	-0.1764606	-0.1326455
Health report provided (Baseline = Health report not provided)						
Health report provided	-0.0210712	0.0068168	-3.09	0.002	-0.0344319	-0.0077104
Change of place (Baseline = Last place)						
Different place	0.0184369	0.0077532	2.38	0.017	0.0032409	0.0336328
Maximum number of donations per year (Baseline = 4)						
5	-0.053855	0.0081507	-6.61	0	-0.0698302	-0.0378798
6	-0.0965002	0.0082617	-11.68	0	-0.1126929	-0.0803075
Age						
	-0.0017065	0.0001808	-9.44	0	-0.0020608	-0.0013522
Blood type (Baseline = Standard demand)						
High demand	-0.0078116	0.0066918	-1.17	0.243	-0.0209272	0.0053041
Ethnicity (baseline = White)						
Black/mixed black	0.0626917	0.0323836	1.94	0.053	-0.000779	0.1261623
Asian/mixed Asian	0.0131582	0.0163938	0.8	0.422	-0.018973	0.0452894
Other or not stated	-0.0034437	0.0109969	-0.31	0.754	-0.0249973	0.0181099
Venue (Baseline = Static donor centre)						
Mobile session	-0.0112989	0.0084438	-1.34	0.181	-0.0278484	0.0052505
Number of donations in last 12 months						
	-0.021368	0.0023652	-9.03	0	-0.0260037	-0.0167322
Nursery donor (Baseline = Nursery donor)						
Not nursery donor	0.016306	0.0061789	2.64	0.008	0.0041956	0.0284164

INTERACTIONS

Travel time (Baseline = Typical travel time) * Appointment availability (Baseline = Every day: Mon-Fri)

10 mins shorter * Every day: Mon-Sun	0.0095468	0.0035089	2.72	0.007	0.0026694	0.0164242
10 mins shorter * 1 day every 2 months; Mon-Fri	-0.0037073	0.0038683	-0.96	0.338	-0.011289	0.0038744
10 mins shorter * 1 day every 2 months: Sat or Sun	-0.0070631	0.0046291	-1.53	0.127	-0.0161359	0.0020098
15 mins longer * Every day: Mon-Sun	0.0040962	0.0045596	0.9	0.369	-0.0048404	0.0130329
15 mins longer * 1 day every 2 months: Mon-Fri	0.0135385	0.00572	2.37	0.018	0.0023275	0.0247494
15 mins longer * 1 day every 2 months: Sat or Sun	0.0131793	0.0065575	2.01	0.044	0.0003268	0.0260318
30 mins longer * Every day: Mon-Sun	-0.038473	0.0095774	-4.02	0	-0.0572444	-0.0197016
30 mins longer * 1 day every 2 months: Mon-Fri	-0.0022553	0.0109745	-0.21	0.837	-0.023765	0.0192543
30 mins longer * 1 day every 2 months: Sat or Sun	-0.0366115	0.0112413	-3.26	0.001	-0.0586441	-0.014579

Travel time (Baseline = Typical travel time) * Opening times (Baseline = 9am-12pm, 2pm-5pm)

10 mins shorter * 9am-5pm	-0.0034819	0.005257	-0.66	0.508	-0.0137854	0.0068217
10 mins shorter * 9am-8pm	-0.0030727	0.0044808	-0.69	0.493	-0.011855	0.0057096
10 mins shorter * 2pm-8pm	-0.0065652	0.0046057	-1.43	0.154	-0.0155923	0.0024619
15 mins longer * 9am-5pm	-0.014221	0.0073857	-1.93	0.054	-0.0286968	0.0002547
15 mins longer * 9am-8pm	-0.0227313	0.0062134	-3.66	0	-0.0349094	-0.0105533
15 mins longer * 2pm-8pm	-0.0273283	0.0061688	-4.43	0	-0.0394189	-0.0152377
30 mins longer * 9am-5pm	-0.0203815	0.0120927	-1.69	0.092	-0.0440827	0.0033198
30 mins longer * 9am-8pm	-0.0538815	0.011623	-4.64	0	-0.0766621	-0.0311009
30 mins longer * 2pm-8pm	-0.061298	0.011761	-5.21	0	-0.0843491	-0.0382469

Travel time (Baseline = Typical travel time) * Health report provided (Baseline = Health report not provided)

10 mins shorter * Health report provided	0.0010146	0.0027909	0.36	0.716	-0.0044553	0.0064846
15 mins longer * Health report provided	-0.0046111	0.0038445	-1.2	0.23	-0.0121461	0.0029239
30 mins longer * Health report provided	-0.0134688	0.0076456	-1.76	0.078	-0.028454	0.0015163

Travel time (Baseline = Typical travel time) * Change of place (Baseline = Last place)

10 mins shorter * Different place	0	(omitted)
15 mins longer * Different place	0	(omitted)
30 mins longer * Different place	0	(omitted)

Travel time (Baseline = Typical travel time) * Maximum number of donations per year (Baseline = 4)

10 mins shorter * 5	0.0053374	0.0035769	1.49	0.136	-0.0016733	0.0123481
10 mins shorter * 6	0.0021479	0.0034335	0.63	0.532	-0.0045815	0.0088774
15 mins longer * 5	0.0070034	0.0051782	1.35	0.176	-0.0031457	0.0171525
15 mins longer * 6	-0.0049217	0.0045755	-1.08	0.282	-0.0138895	0.004046
30 mins longer * 5	-0.0109548	0.0085434	-1.28	0.2	-0.0276996	0.0057899
30 mins longer * 6	-0.0182166	0.0084011	-2.17	0.03	-0.0346824	-0.0017508

Appointment availability (Baseline = Every weekday: Mon-Fri) * Opening times (Baseline = 9am-12pm, 2pm-5pm)

Every day: Mon-Sun * 9am-5pm	-0.0064249	0.0048494	-1.32	0.185	-0.0159297	0.0030798
Every day: Mon-Sun * 9am-8pm	0.0378667	0.0038224	9.91	0	0.0303748	0.0453585
Every day: Mon-Sun * 2pm-8pm	0.0346306	0.0039045	8.87	0	0.0269778	0.0422833
1 day every 2 months: Mon-Fri * 9am-5pm	-0.0022344	0.0053988	-0.41	0.679	-0.0128159	0.0083471
1 day every 2 months: Mon-Fri * 9am-8pm	-0.005013	0.0043695	-1.15	0.251	-0.0135771	0.0035511
1 day every 2 months: Mon-Fri * 2pm-8pm	-0.006174	0.0044961	-1.37	0.17	-0.0149862	0.0026382
1 day every 2 months: Sat or Sun * 9am-5pm	-0.0008106	0.0058694	-0.14	0.89	-0.0123144	0.0106931
1 day every 2 months: Sat or Sun * 9am-8pm	0.0452994	0.0047696	9.5	0	0.0359512	0.0546477
1 day every 2 months: Sat or Sun * 2pm-8pm	0.0480641	0.0050277	9.56	0	0.03821	0.0579183

Appointment availability (Baseline = Every weekday: Mon-Fri) * Health report provided (Baseline = Health report not provided)

Every day: Mon-Sun * Health report provided	0.0012545	0.002222	0.56	0.572	-0.0031006	0.0056097
1 day every 2 months: Mon-Fri * Health report provided	-0.000759	0.0026074	-0.29	0.771	-0.0058694	0.0043514
1 day every 2 months: Sat or Sun * Health report provided	0.0015108	0.0030989	0.49	0.626	-0.0045628	0.0075844

Appointment availability (Baseline = Every weekday: Mon-Fri) * Change of place (Baseline = Last place)

Every day Mon-Sun * Different place	-0.0039926	0.0027637	-1.44	0.149	-0.0094094	0.0014242
1 day every 2 months: Mon-Fri * Different place	0.0024502	0.0032359	0.76	0.449	-0.0038922	0.0087925
1 day every 2 months: Sat or Sun * Different place	0.0035207	0.0038178	0.92	0.356	-0.0039622	0.0110035

Appointment availability (Baseline = Every weekday: Mon-Fri) * Maximum number of donations per year (Baseline = 4)

Every day Mon-Sun * 5	0.0044407	0.003028	1.47	0.142	-0.0014941	0.0103755
Every day Mon-Sun * 6	0.0028729	0.0029652	0.97	0.333	-0.0029388	0.0086847
1 day every 2 months: Mon-Fri * 5	0.0046711	0.0035576	1.31	0.189	-0.0023016	0.0116439
1 day every 2 months: Mon-Fri * 6	-0.0027513	0.0033254	-0.83	0.408	-0.0092689	0.0037664
1 day every 2 months: Sat or Sun * 5	-0.0107813	0.0041272	-2.61	0.009	-0.0188706	-0.0026921
1 day every 2 months: Sat or Sun * 6	-0.0080678	0.0042183	-1.91	0.056	-0.0163356	0.0001999

Opening times (Baseline = 9am-12pm, 2pm-5pm) * Health report provided (Baseline = Health report not provided)

9am-5pm * Health report provided	0.006134	0.0032575	1.88	0.06	-0.0002506	0.0125186
9am-8pm * Health report provided	0.0081745	0.0029931	2.73	0.006	0.0023081	0.0140409
2pm-8pm * Health report provided	0.0106736	0.0031056	3.44	0.001	0.0045868	0.0167604

Opening times (Baseline = 9am-12pm, 2pm-5pm) * Change of place (Baseline = Last place)

9am-5pm * Different place	-0.0066241	0.0044771	-1.48	0.139	-0.0153992	0.0021509
9am-8pm * Different place	-0.010984	0.003504	-3.13	0.002	-0.0178517	-0.0041164
2pm-8pm * Different place	-0.0044968	0.0036058	-1.25	0.212	-0.0115639	0.0025704

Opening times (Baseline = 9am-12pm, 2pm-5pm) * Maximum number of donations per year (Baseline = 4)

9am-5pm * 5	-0.0000849	0.0042327	-0.02	0.984	-0.0083807	0.008211
9am-5pm * 6	-0.0049705	0.0043739	-1.14	0.256	-0.0135432	0.0036022
9am-8pm * 5	0.0011543	0.0033168	0.35	0.728	-0.0053466	0.0076552
9am-8pm * 6	0.0029055	0.0035438	0.82	0.412	-0.0040403	0.0098512
2pm-8pm * 5	0.0108207	0.0035181	3.08	0.002	0.0039253	0.017716
2pm-8pm * 6	0.006923	0.0036948	1.87	0.061	-0.0003186	0.0141646

Health report provided (Baseline = Health report not provided) * Change of Place (Baseline = Last place)

Health report provided * Different plan	-0.0000608	0.0022676	-0.03	0.979	-0.0045052	0.0043836
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Health report provided (Baseline = Health report not provided) * Maximum number of donations per year (Baseline = 4)

Health report provided * 5	0.0108597	0.0024986	4.35	0	0.0059626	0.0157569
Health report provided * 6	0.0066291	0.0022818	2.91	0.004	0.0021568	0.0111014

Change of place (Baseline = Last place) * Maximum number of donations per year (Baseline = 4)

Different place * 5	-0.0036765	0.0029634	-1.24	0.215	-0.0094846	0.0021316
Different place * 6	-0.0040601	0.0028038	-1.45	0.148	-0.0095555	0.0014353

Travel time (Baseline = Typical travel time) * Age						
10 mins shorter	0.000085	0.0001148	0.74	0.459	-0.0001399	0.0003099
15 mins longer	-0.0000375	0.000183	-0.2	0.838	-0.0003961	0.0003212
30 mins longer	-0.000479	0.0003638	-1.32	0.188	-0.0011921	0.0002341
Appointment availability (Baseline = Every weekday: Mon-Fri) * Age						
Every day: Mon-Sun	0.0007406	0.0001063	6.97	0	0.0005323	0.0009489
1 day every 2 months: Mon-Fri	-0.0006696	0.0001312	-5.1	0	-0.0009267	-0.0004124
1 day every 2 months: Sat or Sun	0.0007819	0.0001583	4.94	0	0.0004715	0.0010922
Opening times (Baseline = 9-12pm and 2-5pm) * Age						
9am-5pm	0.0002097	0.0001453	1.44	0.149	-0.0000751	0.0004946
9am-8pm	0.0017654	0.0001421	12.42	0	0.0014868	0.002044
2pm-8pm	0.0016716	0.0001441	11.6	0	0.0013891	0.0019541
Health report provided (Baseline = Health report not provided) * Age						
Health report provided	-0.00007	0.0000825	-0.85	0.397	-0.0002317	0.0000918
Change of place (Baseline = Last place) * Age						
Different place	9.14E-07	0.0000903	0.01	0.992	-0.000176	0.0001779
Maximum number of donations per year (Baseline = 4) * Age						
5	0.0006217	0.0001015	6.13	0	0.0004228	0.0008206
6	0.001262	0.0001002	12.59	0	0.0010655	0.0014585

Travel time (Baseline = Typical travel time) * Blood type (Baseline = standard demand)

10 mins shorter * high demand	-0.0033796	0.0045261	-0.75	0.455	-0.0122507	0.0054915
15 mins longer * high demand	0.0103457	0.0077127	1.34	0.18	-0.004771	0.0254624
30 mins longer * high demand	-0.01023	0.0135831	-0.75	0.451	-0.0368524	0.0163923

Appointment availability (Baseline = Every weekday: Mon-Fri) * Blood type (Baseline = Standard demand)

Every day: Mon-Sun * Standard demand	0.0018635	0.0040823	0.46	0.648	-0.0061377	0.0098646
1 day every 2 months: Mon-Fri * Standard demand	0.0006284	0.0048236	0.13	0.896	-0.0088256	0.0100824
1 day every 2 months: Sat or Sun * Standard demand	0.0069684	0.0065083	1.07	0.284	-0.0057876	0.0197245

Opening times (baseline = 9-12pm and 2-5pm) * Blood type (Baseline = Standard demand)

9am-5pm * Standard demand	0.00369	0.0053484	0.69	0.49	-0.0067926	0.0141726
9am-8pm * Standard demand	0.0075815	0.0050865	1.49	0.136	-0.0023879	0.0175509
2pm-8pm * Standard demand	0.0055236	0.0053505	1.03	0.302	-0.0049631	0.0160104

Health report provided (Baseline = Health report not provided) * Blood type (Baseline = Standard demand)

Health report provided * Standard demand	0.0016516	0.0031895	0.52	0.605	-0.0045997	0.0079028
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Change of place (Baseline = Last place) * Blood type (Baseline = Standard demand)

Different place * High demand	0.0034679	0.0035935	0.97	0.335	-0.0035751	0.010511
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Maximum number of donations per year (Baseline - 4) * Blood type (Baseline = Standard demand)

demand)							
5 * Standard demand	0.0020774	0.0041681	0.5	0.618	-0.0060919	0.0102466	
6 * Standard demand	-0.0066807	0.0039628	-1.69	0.092	-0.0144477	0.0010862	
Travel time (Baseline = Typical travel time) * Ethnicity (Baseline = White)							
10 mins shorter * Black/mixed black	-0.0382309	0.0164515	-2.32	0.02	-0.0704753	-0.0059865	
10 mins shorter * Asian/mixed Asian	-0.0170643	0.0111025	-1.54	0.124	-0.0388248	0.0046962	
10 mins shorter * Other or not stated	-0.0157054	0.0073529	-2.14	0.033	-0.0301167	-0.001294	
15 mins longer * Black/mixed black	-0.0258186	0.0322933	-0.8	0.424	-0.0891123	0.037475	
15 mins longer * Asian/mixed Asian	0.0059468	0.0181126	0.33	0.743	-0.0295533	0.0414468	
15 mins longer * Other or not stated	-0.0044514	0.0120339	-0.37	0.711	-0.0280374	0.0191345	
30 mins longer * Black/mixed black	-0.0507574	0.0429816	-1.18	0.238	-0.1349998	0.0334849	
30 mins longer * Asian/mixed Asian	-0.0589376	0.0249954	-2.36	0.018	-0.1079278	-0.0099475	
30 mins longer * Other or not stated	0.0072227	0.0242086	0.3	0.765	-0.0402254	0.0546707	
Appointment availability (Baseline = Every weekday: Mon-Fri) * Ethnicity (Baseline = White)							
Every day: Mon-Sun * Black/mixed black	-0.0367201	0.022011	-1.67	0.095	-0.0798608	0.0064206	
Every day: Mon-Sun * Asian/mixed Asian	-0.0020213	0.0104	-0.19	0.846	-0.0224048	0.0183623	
Every day: Mon-Sun * Other or not stated	-0.0032592	0.0065726	-0.5	0.62	-0.0161413	0.0096228	
1 day every 2 months: Mon-Fri * Black/mixed black	-0.0541864	0.0252161	-2.15	0.032	-0.1036092	-0.0047637	
1 day every 2 months: Mon-Fri * Asian/mixed Asian	-0.0121379	0.0116503	-1.04	0.297	-0.0349721	0.0106964	
1 day every 2 months: Mon-Fri * Other or not stated	-0.0095325	0.0078182	-1.22	0.223	-0.0248558	0.0057908	
1 day every 2 months: Sat or Sun * Black/mixed black	-0.0180975	0.034763	-0.52	0.603	-0.0862317	0.0500367	
1 day every 2 months: Sat or Sun * Asian/mixed Asian	-0.0174967	0.0127172	-1.38	0.169	-0.042422	0.0074286	
1 day every 2 months: Sat or Sun * Other or not stated	0.0079178	0.0104089	0.76	0.447	-0.0124832	0.0283189	

Opening times (Baseline = 9-12pm and 2-5pm) * Ethnicity (Baseline = White)

9am-5pm * Black/mixed black	-0.0219181	0.0239469	-0.92	0.36	-0.0688531	0.025017
9am-5pm * Asian/mixed Asian	0.0036981	0.0131378	0.28	0.778	-0.0220514	0.0294477
9am-5pm * Other or not stated	-0.0018047	0.0082655	-0.22	0.827	-0.0180048	0.0143954
9am-8pm * Black/mixed black	-0.0163505	0.0224111	-0.73	0.466	-0.0602754	0.0275745
9am-8pm * Asian/mixed Asian	-0.0003021	0.0125786	-0.02	0.981	-0.0249558	0.0243515
9am-8pm * Other or not stated	0.0173925	0.0083952	2.07	0.038	0.0009381	0.0338468
2pm-8pm * Black/mixed black	-0.0163925	0.0260143	-0.63	0.529	-0.0673795	0.0345945
2pm-8pm * Asian/mixed Asian	0.0019747	0.0135287	0.15	0.884	-0.024541	0.0284905
2pm-8pm * Other or not stated	0.0067471	0.0084177	0.8	0.423	-0.0097513	0.0232456

Health report provided (Baseline = Health report not provided) * Ethnicity (Baseline = White)

Health report provided * Black/mixed black	-0.023723	0.0138	-1.72	0.086	-0.0507706	0.0033245
Health report provided * Asian/mixed Asian	-0.0085274	0.0075422	-1.13	0.258	-0.0233098	0.006255
Health report provided * Other or not stated	-0.0045262	0.005448	-0.83	0.406	-0.0152041	0.0061516

Change of place (Baseline = Last place) * Ethnicity (Baseline = White)

Different place * Black/mixed black	0.0139175	0.0140313	0.99	0.321	-0.0135833	0.0414183
Different place * Asian/mixed Asian	0.0131839	0.0093891	1.4	0.16	-0.0052185	0.0315862
Different place * Other or not stated	0.0018425	0.0062451	0.3	0.768	-0.0103977	0.0140827

Maximum number of donations per year (Baseline = 4) * Ethnicity (Baseline = White)

5 * Black/mixed black	-0.0019832	0.0155872	-0.13	0.899	-0.0325335	0.028567
5 * Asian/mixed Asian	0.0182125	0.0092292	1.97	0.048	0.0001236	0.0363015
5 * Other or not stated	0.0036565	0.0066766	0.55	0.584	-0.0094294	0.0167423
6* Black/mixed black	0.0238388	0.0146649	1.63	0.104	-0.0049039	0.0525816
6 * Asian/mixed Asian	0.0203058	0.0088859	2.29	0.022	0.0028897	0.0377219
6 * Other or not stated	0.0043176	0.0066417	0.65	0.516	-0.0087	0.0173352

Travel time (Baseline = Typical travel time) * Venue (Baseline = Static donor centre)

10 mins shorter * Mobile session	-0.0074289	0.0057612	-1.29	0.197	-0.0187206	0.0038628
15 mins longer * Mobile session	-0.0143361	0.0086717	-1.65	0.098	-0.0313325	0.0026602
30 mins longer * Mobile session	0.0039336	0.0147189	0.27	0.789	-0.0249149	0.0327821

Appointment availability (Baseline = Every weekday: Mon-Fri) * Venue (Baseline = Static donor centre)

Every day: Mon-Sun * Mobile session	0.010688	0.0049387	2.16	0.03	0.0010083	0.0203677
1 day every 2 months: Mon-Fri * Mobile session	-0.0223756	0.0068763	-3.25	0.001	-0.0358529	-0.0088983
1 day every 2 months: Sat or Sun * Mobile session	-0.0300081	0.0084414	-3.55	0	-0.046553	-0.0134633

Opening times (Baseline = 9-12pm and 2-5pm) * Venue (Baseline = Static donor centre)

9am-5pm * Mobile session	0.0087692	0.0068771	1.28	0.202	-0.0047096	0.022248
9am-8pm * Mobile session	0.0050536	0.0066525	0.76	0.447	-0.0079851	0.0180923
2pm-8pm * Mobile session	-0.004014	0.0070652	-0.57	0.57	-0.0178615	0.0098334

Health report provided (Baseline = Health report not provided) * Venue (Baseline = Static donor centre)						
Health report provided * Mobile session	-0.0008796	0.0040851	-0.22	0.83	-0.0088863	0.0071271
Change of place (Baseline = Last place) * Venue (Baseline = Static donor centre)						
Different place * Mobile session	0.0094392	0.0044115	2.14	0.032	0.0007929	0.0180855
Maximum number of donations per year (Baseline = 4) * Venue (Baseline = Static donor centre)						
5 * Mobile session	-0.0102636	0.0050269	-2.04	0.041	-0.0201161	-0.0004112
6 * Mobile session	-0.0061286	0.0048844	-1.25	0.21	-0.0157018	0.0034446
Travel time (Baseline = Typical travel time) * Number of donations in last 12 months						
10 mins shorter	0.0022894	0.0015796	1.45	0.147	-0.0008066	0.0053853
15 mins longer	-0.0174759	0.0024524	-7.13	0	-0.0222825	-0.0126693
30 mins longer	-0.0447744	0.0046594	-9.61	0	-0.0539066	-0.0356422
Appointment availability (Baseline = Every weekday: Mon-Fri) * Number of donations in last 12 months						
Every day: Mon-Sun	0.0064022	0.0014371	4.45	0	0.0035855	0.0092189
1 day every 2 months: Mon-Fri	-0.0056131	0.0016891	-3.32	0.001	-0.0089236	-0.0023025
1 day every 2 months: Sat or Sun	-0.0019626	0.002226	-0.88	0.378	-0.0063255	0.0024002

Opening times (Baseline = 9-12pm and 2-5pm) * Number of donations in last 12 months

9am-5pm	0.0029034	0.0018801	1.54	0.123	-0.0007817	0.0065884
9am-8pm	0.0106239	0.0018533	5.73	0	0.0069915	0.0142562
2pm-8pm	0.0093745	0.001865	5.03	0	0.0057192	0.0130299

Health report provided (Baseline = Health report not provided) * Number of donations in last 12 months

Health report provided	0.0008227	0.0011065	0.74	0.457	-0.001346	0.0029914
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Change of place (Baseline = Last place) * Number of donations in last 12 months

Different place	-0.0035366	0.0012424	-2.85	0.004	-0.0059716	-0.0011016
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Maximum number of donations per year (Baseline - 4) * Number of donations in last 12 months

5	-0.0022101	0.0013738	-1.61	0.108	-0.0049028	0.0004826
6	-0.0020172	0.0013712	-1.47	0.141	-0.0047047	0.0006704

Travel time (Baseline = Typical travel time) * Nursery donor (Baseline = Nursery donor)

10 mins shorter * Not nursery donor	0.0017214	0.0040691	0.42	0.672	-0.0062539	0.0096967
15 mins longer * Not nursery donor	-0.0048416	0.0067749	-0.71	0.475	-0.0181202	0.0084371
30 mins longer * Not nursery donor	0.0124457	0.0125373	0.99	0.321	-0.0121269	0.0370184

Appointment availability (Baseline = Every weekday: Mon-Fri) * Nursery donor (Baseline = Nursery donor)						
Every day: Mon-Sun * Not nursery donor	-0.0059124	0.0037186	-1.59	0.112	-0.0132008	0.001376
1 day every 2 months: Mon-Fri * Not nursery donor	-0.0036021	0.004475	-0.8	0.421	-0.0123729	0.0051688
1 day every 2 months: Sat or Sun * Not nursery donor	-0.0081758	0.005691	-1.44	0.151	-0.01933	0.0029783
Opening times (Baseline = 9-12pm and 2-5pm) * Nursery donor (Baseline = Nursery donor)						
9am-5pm * Not nursery donor	-0.00385	0.0049642	-0.78	0.438	-0.0135796	0.0058796
9am-8pm * Not nursery donor	-0.0242302	0.0049438	-4.9	0	-0.0339198	-0.0145406
2pm-8pm * Not nursery donor	-0.0153305	0.0049317	-3.11	0.002	-0.0249964	-0.0056646
Health report provided (Baseline = Health report not provided) * Nursery donor (Baseline = Nursery donor)						
Health report provided * Not nursery donor	0.0025509	0.0029463	0.87	0.387	-0.0032236	0.0083255
Change of place (Baseline = Last place) * Nursery donor (Baseline = Nursery donor)						
Different place * Not nursery donor	0.0013771	0.0032189	0.43	0.669	-0.0049317	0.007686
Maximum number of donations per year (Baseline = 4) * Nursery donor (Baseline = Nursery donor)						
5 * Not nursery donor	-0.0013444	0.0035547	-0.38	0.705	-0.0083114	0.0056226
6 * Not nursery donor	-0.0110529	0.0035506	-3.11	0.002	-0.0180119	-0.0040939
Constant	0.4594274	0.0135247	33.97	0	0.4329196	0.4859353

Male non-INTERVAL respondents – Ordered logit regression

Log pseudolikelihood = -158175.96		Number of obs = 92,782			
		Wald chi2(190) = 14514.35			
		Prob > chi2 = 0.0000			
		Pseudo R2 = 0.0622			
/cut1		-0.5194422	0.1265193	0.7674154	0.2714689
/cut2		-0.2528539	0.1266188	0.5010222	0.0046856
/cut3		0.3794626	0.1263543	0.1318126	0.6271125
/cut4		1.047446	0.1262835	0.7999346	1.294957
/cut5		2.481579	0.1265816	2.233484	2.729675
/cut6		3.345188	0.127104	3.096069	3.594308

	Odds ratio	Robust standard error	z	P> z	[95% Conf. Interval]	
Travel time (Baseline = Typical travel time)						
10 mins shorter	0.0832342	0.1271147	0.65	0.513	-0.1659061	0.3323745
15 mins longer	-0.8922839	0.1375346	-6.49	0	-1.161847	-0.622721
30 mins longer	-1.52625	0.1372645	-11.12	0	-1.795283	-1.257217
Appointment availability (Baseline = Every weekday: Mon-Fri)						
Every day: Mon-Sun	1.050935	0.1051622	9.99	0	0.8448211	1.257049
1 day every 2 months: Mon-Fri	-0.8392657	0.1131808	-7.42	0	-1.061096	-0.6174355
1 day every 2 months: Sat or Sun	-0.0810791	0.1212688	-0.67	0.504	-0.3187615	0.1566033
Opening times (Baseline = 9-12pm and 2-5pm)						
9am-5pm	0.1100336	0.1051169	1.05	0.295	-0.0959918	0.3160589
9am-8pm	1.464101	0.1056292	13.86	0	1.257072	1.671131
2pm-8pm	1.352915	0.1121965	12.06	0	1.133014	1.572816
Health report provided (Baseline = Health report not provided)						
Health report provided	0.1588806	0.0738034	2.15	0.031	0.0142285	0.3035327
Change of place (Baseline = Last place)						
Different place	-0.1446789	0.0966707	-1.5	0.134	-0.3341501	0.0447923
Maximum number of donations per year (Baseline = 4)						
5	0.5667393	0.0787635	7.2	0	0.4123657	0.721113
6	1.184812	0.1072589	11.05	0	0.9745887	1.395036
Age						
	0.0120483	0.0018428	6.54	0	0.0084365	0.0156601
Blood type (Baseline = Standard demand)						
High demand	0.0671709	0.0723829	0.93	0.353	-0.0746969	0.2090387

Ethnicity (baseline = White)						
Black/mixed black	-0.6508293	0.2616257	-2.49	0.013	-1.163606	-0.1380524
Asian/mixed Asian	-0.17822	0.141156	-1.26	0.207	-0.4548807	0.0984407
Other or not stated	-0.0149395	0.1129159	-0.13	0.895	-0.2362506	0.2063716
<hr/>						
Venue (Baseline = Static donor centre)						
Mobile session	0.1169611	0.0797313	1.47	0.142	-0.0393094	0.2732315
<hr/>						
Number of donations in last 12 months						
	0.2044413	0.0249373	8.2	0	0.1555651	0.2533176
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Nursery donor (Baseline = Nursery donor)						
Not nursery donor	-0.1392121	0.0609213	-2.29	0.022	-0.2586158	-0.0198085
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INTERACTIO						
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Travel time (Baseline = Typical travel time) * Appointment availability (Baseline = Every day: Mon-Fri)						
10 mins shorter * Every day: Mon-Sun	-0.1330994	0.0549197	-2.42	0.015	-0.24074	-0.0254588
10 mins shorter * 1 day every 2 months; Mon-Fri	0.0363514	0.0545313	0.67	0.505	-0.0705279	0.1432307
10 mins shorter * 1 day every 2 months: Sat or Sun	0.0416593	0.0586392	0.71	0.477	-0.0732714	0.1565901
15 mins longer * Every day: Mon-Sun	-0.1580562	0.0539871	-2.93	0.003	-0.2638689	-0.0522435
15 mins longer * 1 day every 2 months: Mon-Fri	-0.0312864	0.0586797	-0.53	0.594	-0.1462965	0.0837236
15 mins longer * 1 day every 2 months: Sat or Sun	0.0298664	0.0622936	0.48	0.632	-0.0922269	0.1519597
30 mins longer * Every day: Mon-Sun	-0.0682894	0.0566113	-1.21	0.228	-0.1792456	0.0426668
30 mins longer * 1 day every 2 months: Mon-Fri	0.168723	0.0588208	2.87	0.004	0.0534363	0.2840097
30 mins longer * 1 day every 2 months: Sat or Sun	0.4521413	0.0610855	7.4	0	0.3324158	0.5718667

Travel time (Baseline = Typical travel time) * Opening times (Baseline = 9am-12pm, 2pm-5pm)

10 mins shorter * 9am-5pm	0.0462737	0.0635714	0.73	0.467	-0.0783239	0.1708712
10 mins shorter * 9am-8pm	0.0725593	0.0581457	1.25	0.212	-0.0414041	0.1865228
10 mins shorter * 2pm-8pm	0.1034164	0.0587935	1.76	0.079	-0.0118168	0.2186496
15 mins longer * 9am-5pm	0.0883025	0.0656924	1.34	0.179	-0.0404522	0.2170573
15 mins longer * 9am-8pm	0.0113541	0.0591683	0.19	0.848	-0.1046137	0.1273218
15 mins longer * 2pm-8pm	0.111907	0.0588666	1.9	0.057	-0.0034695	0.2272834
30 mins longer * 9am-5pm	0.0345073	0.0621712	0.56	0.579	-0.0873461	0.1563607
30 mins longer * 9am-8pm	-0.1563439	0.0612103	-2.55	0.011	-0.2763139	-0.0363738
30 mins longer * 2pm-8pm	-0.0356036	0.0635626	-0.56	0.575	-0.160184	0.0889767

Travel time (Baseline = Typical travel time) * Health report provided (Baseline = Health report not provided)

10 mins shorter * Health report provided	0.0179701	0.0398465	0.45	0.652	-0.0601276	0.0960677
15 mins longer * Health report provided	0.0099308	0.0408197	0.24	0.808	-0.0700743	0.0899359
30 mins longer * Health report provided	-0.0092625	0.0436034	-0.21	0.832	-0.0947235	0.0761986

Travel time (Baseline = Typical travel time) * Change of place (Baseline = Last place)

10 mins shorter * Different place	0	(omitted)
15 mins longer * Different place	0	(omitted)
30 mins longer * Different place	0	(omitted)

**Travel time (Baseline = Typical travel time) * Maximum number of donations per year
(Baseline = 4)**

10 mins shorter * 5	-0.0396335	0.0415775	-0.95	0.34	-0.121124	0.0418569
10 mins shorter * 6	0.0519781	0.0548175	0.95	0.343	-0.0554623	0.1594184
15 mins longer * 5	-0.2625641	0.046735	-5.62	0	-0.3541629	-0.1709653
15 mins longer * 6	-0.4035802	0.0534785	-7.55	0	-0.5083962	-0.2987642
30 mins longer * 5	-0.3652511	0.0452268	-8.08	0	-0.4538939	-0.2766082
30 mins longer * 6	-0.7468661	0.0535247	-13.95	0	-0.8517726	-0.6419596

Appointment availability (Baseline = Every weekday: Mon-Fri) * Opening times (Baseline = 9am-12pm, 2pm-5pm)

Every day: Mon-Sun * 9am-5pm	0.0977951	0.053995	1.81	0.07	-0.0080331	0.2036233
Every day: Mon-Sun * 9am-8pm	-0.3328556	0.0457706	-7.27	0	-0.4225642	-0.243147
Every day: Mon-Sun * 2pm-8pm	-0.2897863	0.046665	-6.21	0	-0.381248	-0.1983246
1 day every 2 months: Mon-Fri * 9am-5pm	0.0066611	0.050974	0.13	0.896	-0.0932462	0.1065684
1 day every 2 months: Mon-Fri * 9am-8pm	-0.0260606	0.0459419	-0.57	0.571	-0.1161052	0.0639839
1 day every 2 months: Mon-Fri * 2pm-8pm	-0.0024225	0.0474305	-0.05	0.959	-0.0953845	0.0905395
1 day every 2 months: Sat or Sun * 9am-5pm	0.0080678	0.0563049	0.14	0.886	-0.1022878	0.1184234
1 day every 2 months: Sat or Sun * 9am-8pm	-0.5088026	0.0479241	-10.62	0	-0.6027321	-0.4148731
1 day every 2 months: Sat or Sun * 2pm-8pm	-0.5202381	0.0515779	-10.09	0	-0.6213289	-0.4191473

Appointment availability (Baseline = Every weekday: Mon-Fri) * Health report provided (Baseline = Health report not provided)

Every day: Mon-Sun * Health report provided	0.0047418	0.0297156	0.16	0.873	-0.0534998	0.0629834
1 day every 2 months: Mon-Fri * Health report provided	-0.0017761	0.0306833	-0.06	0.954	-0.0619142	0.058362
1 day every 2 months: Sat or Sun * Health report provided	-0.0427157	0.0331288	-1.29	0.197	-0.107647	0.0222156

Appointment availability (Baseline = Every weekday: Mon-Fri) * Change of place (Baseline = Last place)						
Every day Mon-Sun * Different place	0.0392518	0.0443518	0.89	0.376	-0.0476761	0.1261797
1 day every 2 months: Mon-Fri * Different place	-0.0007196	0.0459431	-0.02	0.988	-0.0907664	0.0893273
1 day every 2 months: Sat or Sun * Different place	-0.0209219	0.0485198	-0.43	0.666	-0.1160189	0.0741751
Appointment availability (Baseline = Every weekday: Mon-Fri) * Maximum number of donations per year (Baseline = 4)						
Every day Mon-Sun * 5	0.0242227	0.0343238	0.71	0.48	-0.0430507	0.091496
Every day Mon-Sun * 6	0.1986436	0.0439899	4.52	0	0.112425	0.2848622
1 day every 2 months: Mon-Fri * 5	-0.1086436	0.0359427	-3.02	0.003	-0.17909	-0.0381972
1 day every 2 months: Mon-Fri * 6	-0.0640125	0.0430242	-1.49	0.137	-0.1483384	0.0203134
1 day every 2 months: Sat or Sun * 5	-0.0054412	0.0383208	-0.14	0.887	-0.0805485	0.0696662
1 day every 2 months: Sat or Sun * 6	-0.1609478	0.0486336	-3.31	0.001	-0.256268	-0.0656277
Opening times (Baseline = 9am-12pm, 2pm-5pm) * Health report provided (Baseline = Health report not provided)						
9am-5pm * Health report provided	-0.062178	0.0333174	-1.87	0.062	-0.1274789	0.0031228
9am-8pm * Health report provided	-0.0566727	0.0338853	-1.67	0.094	-0.1230866	0.0097412
2pm-8pm * Health report provided	-0.0676426	0.0348661	-1.94	0.052	-0.1359789	0.0006938
Opening times (Baseline = 9am-12pm, 2pm-5pm) * Change of place (Baseline = Last place)						
9am-5pm * Different place	0.0788915	0.0546088	1.44	0.149	-0.0281398	0.1859228
9am-8pm * Different place	0.1053496	0.0461662	2.28	0.022	0.0148655	0.1958336
2pm-8pm * Different place	0.0145135	0.0478043	0.3	0.761	-0.0791812	0.1082081

**Opening times (Baseline = 9am-12pm, 2pm-5pm) * Maximum number of donations per year
(Baseline = 4)**

9am-5pm * 5	-0.0004874	0.03763	-0.01	0.99	-0.0742409	0.073266
9am-5pm * 6	0.1044106	0.0482216	2.17	0.03	0.0098979	0.1989232
9am-8pm * 5	0.1110472	0.031759	3.5	0	0.0488007	0.1732937
9am-8pm * 6	0.3112533	0.0445753	6.98	0	0.2238873	0.3986193
2pm-8pm * 5	-0.0053426	0.0340956	-0.16	0.875	-0.0721689	0.0614836
2pm-8pm * 6	0.2509888	0.0459263	5.47	0	0.160975	0.3410026

Health report provided (Baseline = Health report not provided) * Change of Place (Baseline = Last place)

Health report provided * Different plan	-0.0234806	0.0322694	-0.73	0.467	-0.0867275	0.0397664
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**Health report provided (Baseline = Health report not provided) * Maximum number of donations per year
(Baseline = 4)**

Health report provided * 5	-0.0851827	0.0254828	-3.34	0.001	-0.1351282	-0.0352372
Health report provided * 6	0.0121369	0.030114	0.4	0.687	-0.0468854	0.0711593

**Change of place (Baseline = Last place) * Maximum number of donations per year
(Baseline = 4)**

Different place * 5	0.0151548	0.0345039	0.44	0.661	-0.0524716	0.0827813
Different place * 6	-0.0522312	0.0438088	-1.19	0.233	-0.1380948	0.0336324

Travel time (Baseline = Typical travel time) * Age

10 mins shorter	-0.0026605	0.0016674	-1.6	0.111	-0.0059286	0.0006076
15 mins longer	0.0052039	0.0019557	2.66	0.008	0.0013708	0.009037
30 mins longer	0.010243	0.0020186	5.07	0	0.0062865	0.0141994

Appointment availability (Baseline = Every weekday: Mon-Fri) * Age						
Every day: Mon-Sun	-0.0102761	0.0014264	-7.2	0	-0.0130717	-0.0074804
1 day every 2 months: Mon-Fri	0.0082356	0.0015391	5.35	0	0.0052191	0.011252
1 day every 2 months: Sat or Sun	-0.0038208	0.0017129	-2.23	0.026	-0.007178	-0.0004636
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Opening times (Baseline = 9-12pm and 2-5pm) * Age						
9am-5pm	-0.0025283	0.0014703	-1.72	0.086	-0.0054102	0.0003535
9am-8pm	-0.0213477	0.0015308	-13.95	0	-0.0243479	-0.0183475
2pm-8pm	-0.0196807	0.001571	-12.53	0	-0.0227597	-0.0166016
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Health report provided (Baseline = Health report not provided) * Age						
Health report provided	0.0009131	0.001009	0.9	0.365	-0.0010644	0.0028907
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Change of place (Baseline = Last place) * Age						
Different place	0.0014515	0.0012983	1.12	0.264	-0.0010931	0.0039961
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Maximum number of donations per year (Baseline = 4) * Age						
5	-0.0080466	0.0010584	-7.6	0	-0.0101211	-0.0059722
6	-0.0253144	0.0014592	-17.35	0	-0.0281743	-0.0224545
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Travel time (Baseline = Typical travel time) * Blood type (Baseline = standard demand)						
10 mins shorter * high demand	0.0527078	0.0668911	0.79	0.431	-0.0783964	0.1838119
15 mins longer * high demand	-0.0780202	0.0798225	-0.98	0.328	-0.2344695	0.078429
30 mins longer * high demand	0.061178	0.0795924	0.77	0.442	-0.0948203	0.2171763

Appointment availability (Baseline = Every weekday: Mon-Fri) * Blood type (Baseline = Standard demand)						
Every day: Mon-Sun * Standard demand	-0.0218682	0.0574594	-0.38	0.704	-0.1344865	0.0907502
1 day every 2 months: Mon-Fri * Standard demand	0.0057948	0.0601337	0.1	0.923	-0.1120652	0.1236547
1 day every 2 months: Sat or Sun * Standard demand	-0.0748082	0.0688428	-1.09	0.277	-0.2097376	0.0601213
Opening times (baseline = 9-12pm and 2-5pm) * Blood type (Baseline = Standard demand)						
9am-5pm * Standard demand	-0.0033469	0.0570286	-0.06	0.953	-0.1151209	0.1084272
9am-8pm * Standard demand	-0.0629521	0.0578366	-1.09	0.276	-0.1763099	0.0504056
2pm-8pm * Standard demand	-0.0097318	0.0609695	-0.16	0.873	-0.1292298	0.1097663
Health report provided (Baseline = Health report not provided) * Blood type (Baseline = Standard demand)						
Health report provided * Standard demand	-0.0030102	0.0395316	-0.08	0.939	-0.0804907	0.0744703
Change of place (Baseline = Last place) * Blood type (Baseline = Standard demand)						
Different place * High demand	-0.0593653	0.051702	-1.15	0.251	-0.1606995	0.0419688
Maximum number of donations per year (Baseline - 4) * Blood type (Baseline = Standard demand)						
5 * Standard demand	-0.040713	0.043296	-0.94	0.347	-0.1255716	0.0441456
6 * Standard demand	0.062055	0.0562536	1.1	0.27	-0.0482001	0.1723101

Travel time (Baseline = Typical travel time) * Ethnicity (Baseline = White)

10 mins shorter * Black/mixed black	0.4844446	0.2451451	1.98	0.048	0.0039691	0.9649201
10 mins shorter * Asian/mixed Asian	0.1794001	0.1291389	1.39	0.165	-0.0737074	0.4325076
10 mins shorter * Other or not stated	0.2070451	0.1032036	2.01	0.045	0.0047698	0.4093204
15 mins longer * Black/mixed black	0.385483	0.2870447	1.34	0.179	-0.1771143	0.9480804
15 mins longer * Asian/mixed Asian	0.1828122	0.1407732	1.3	0.194	-0.0930983	0.4587227
15 mins longer * Other or not stated	0.0701475	0.1213184	0.58	0.563	-0.1676323	0.3079273
30 mins longer * Black/mixed black	0.5723764	0.2441868	2.34	0.019	0.0937791	1.050974
30 mins longer * Asian/mixed Asian	0.5743247	0.1470385	3.91	0	0.2861345	0.862515
30 mins longer * Other or not stated	0.0091108	0.1295909	0.07	0.944	-0.2448826	0.2631042

Appointment availability (Baseline = Every weekday: Mon-Fri) * Ethnicity (Baseline = White)

Every day: Mon-Sun * Black/mixed black	0.2818038	0.2206738	1.28	0.202	-0.1507089	0.7143165
Every day: Mon-Sun * Asian/mixed Asian	-0.0690025	0.1206539	-0.57	0.567	-0.3054797	0.1674748
Every day: Mon-Sun * Other or not stated	0.0499811	0.0872762	0.57	0.567	-0.121077	0.2210392
1 day every 2 months: Mon-Fri * Black/mixed black	0.5871479	0.2486411	2.36	0.018	0.0998203	1.074475
1 day every 2 months: Mon-Fri * Asian/mixed Asian	0.1803805	0.113009	1.6	0.11	-0.041113	0.4018741
1 day every 2 months: Mon-Fri * Other or not stated	0.1478193	0.0925965	1.6	0.11	-0.0336666	0.3293052
1 day every 2 months: Sat or Sun * Black/mixed black	0.1055351	0.2630348	0.4	0.688	-0.4100036	0.6210737
1 day every 2 months: Sat or Sun * Asian/mixed Asian	0.1934564	0.1169461	1.65	0.098	-0.0357537	0.4226665
1 day every 2 months: Sat or Sun * Other or not stated	-0.0346415	0.1042794	-0.33	0.74	-0.2390254	0.1697424

Opening times (Baseline = 9-12pm and 2-5pm) * Ethnicity (Baseline = White)						
9am-5pm * Black/mixed black	0.1488926	0.2061301	0.72	0.47	-0.2551149	0.5529002
9am-5pm * Asian/mixed Asian	-0.0690857	0.107587	-0.64	0.521	-0.2799522	0.1417809
9am-5pm * Other or not stated	0.0026003	0.0878582	0.03	0.976	-0.1695988	0.1747993
9am-8pm * Black/mixed black	0.1088402	0.2226121	0.49	0.625	-0.3274715	0.545152
9am-8pm * Asian/mixed Asian	-0.1068225	0.1199148	-0.89	0.373	-0.3418511	0.1282062
9am-8pm * Other or not stated	-0.2054467	0.0932678	-2.2	0.028	-0.3882482	-0.0226453
2pm-8pm * Black/mixed black	0.1118108	0.2413957	0.46	0.643	-0.3613162	0.5849378
2pm-8pm * Asian/mixed Asian	-0.1373745	0.126269	-1.09	0.277	-0.3848572	0.1101081
2pm-8pm * Other or not stated	-0.0457529	0.0949361	-0.48	0.63	-0.2318241	0.1403184
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Health report provided (Baseline = Health report not provided) * Ethnicity (Baseline = White)						
Health report provided * Black/mixed black	0.2597777	0.1567601	1.66	0.097	-0.0474665	0.5670218
Health report provided * Asian/mixed Asian	0.0898471	0.0764593	1.18	0.24	-0.0600103	0.2397046
Health report provided * Other or not stated	0.0338169	0.0643412	0.53	0.599	-0.0922896	0.1599234
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Change of place (Baseline = Last place) * Ethnicity (Baseline = White)						
Different place * Black/mixed black	-0.0851625	0.1449437	-0.59	0.557	-0.3692469	0.1989218
Different place * Asian/mixed Asian	-0.114018	0.1027936	-1.11	0.267	-0.3154898	0.0874538
Different place * Other or not stated	-0.0096938	0.08272	-0.12	0.907	-0.1718219	0.1524344
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Maximum number of donations per year (Baseline = 4) * Ethnicity (Baseline = White)

5 * Black/mixed black	0.017706	0.1563457	0.11	0.91	-0.288726	0.3241379
5 * Asian/mixed Asian	-0.2295393	0.0841403	-2.73	0.006	-0.3944513	-0.0646272
5 * Other or not stated	-0.0359206	0.0693415	-0.52	0.604	-0.1718275	0.0999862
6* Black/mixed black	-0.4378391	0.1828598	-2.39	0.017	-0.7962376	-0.0794406
6 * Asian/mixed Asian	-0.405107	0.1060119	-3.82	0	-0.6128865	-0.1973275
6 * Other or not stated	-0.0976114	0.0898279	-1.09	0.277	-0.2736709	0.0784481

Travel time (Baseline = Typical travel time) * Venue (Baseline = Static donor centre)

10 mins shorter * Mobile session	0.1401202	0.0773766	1.81	0.07	-0.0115352	0.2917755
15 mins longer * Mobile session	0.0478928	0.0855766	0.56	0.576	-0.1198343	0.2156199
30 mins longer * Mobile session	-0.1752098	0.0838247	-2.09	0.037	-0.3395032	-0.0109163

Appointment availability (Baseline = Every weekday: Mon-Fri) * Venue (Baseline = Static donor centre)

Every day: Mon-Sun * Mobile session	-0.1407444	0.0639664	-2.2	0.028	-0.2661162	-0.0153726
1 day every 2 months: Mon-Fri * Mobile session	0.1850818	0.0692356	2.67	0.008	0.0493826	0.320781
1 day every 2 months: Sat or Sun * Mobile session	0.2078183	0.0767971	2.71	0.007	0.0572988	0.3583378

Opening times (Baseline = 9-12pm and 2-5pm) * Venue (Baseline = Static donor centre)

9am-5pm * Mobile session	-0.0563798	0.0639955	-0.88	0.378	-0.1818086	0.069049
9am-8pm * Mobile session	0.0308066	0.0661535	0.47	0.641	-0.098852	0.1604651
2pm-8pm * Mobile session	0.1319858	0.0713837	1.85	0.064	-0.0079237	0.2718953

Health report provided (Baseline = Health report not provided) * Venue (Baseline = Static donor centre)						
Health report provided * Mobile session	0.0063764	0.045776	0.14	0.889	-0.0833428	0.0960957
Change of place (Baseline = Last place) * Venue (Baseline = Static donor centre)						
Different place * Mobile session	-0.1544525	0.0588475	-2.62	0.009	-0.2697915	-0.0391135
Maximum number of donations per year (Baseline = 4) * Venue (Baseline = Static donor centre)						
5 * Mobile session	0.1484085	0.0486356	3.05	0.002	0.0530845	0.2437325
6 * Mobile session	0.2316995	0.0639656	3.62	0	0.1063293	0.3570697
Travel time (Baseline = Typical travel time) * Number of donations in last 12 months						
10 mins shorter	-0.0172382	0.0225325	-0.77	0.444	-0.0614011	0.0269246
15 mins longer	0.0457867	0.0261303	1.75	0.08	-0.0054278	0.0970012
30 mins longer	-0.0327348	0.0270146	-1.21	0.226	-0.0856825	0.0202129
Appointment availability (Baseline = Every weekday: Mon-Fri) * Number of donations in last 12 months						
Every day: Mon-Sun	-0.0346324	0.0192955	-1.79	0.073	-0.0724508	0.0031861
1 day every 2 months: Mon-Fri	0.0358843	0.0203575	1.76	0.078	-0.0040156	0.0757843
1 day every 2 months: Sat or Sun	-0.0334749	0.0234443	-1.43	0.153	-0.079425	0.0124751

Opening times (Baseline = 9-12pm and 2-5pm) * Number of donations in last 12 months						
9am-5pm	-0.0111783	0.0196625	-0.57	0.57	-0.0497161	0.0273595
9am-8pm	-0.0238109	0.0205484	-1.16	0.247	-0.0640851	0.0164633
2pm-8pm	-0.0180274	0.0208018	-0.87	0.386	-0.0587981	0.0227433
Health report provided (Baseline = Health report not provided) * Number of donations in last 12 months						
Health report provided	0.0085897	0.0135183	0.64	0.525	-0.0179057	0.0350851
Change of place (Baseline = Last place) * Number of donations in last 12 months						
Different place	0.0193548	0.0174362	1.11	0.267	-0.0148195	0.053529
Maximum number of donations per year (Baseline - 4) * Number of donations in last 12 months						
5	0.1039398	0.0144872	7.17	0	0.0755455	0.1323341
6	0.2543344	0.0200231	12.7	0	0.2150898	0.293579
Travel time (Baseline = Typical travel time) * Nursery donor (Baseline = Nursery donor)						
10 mins shorter * Not nursery donor	-0.0099301	0.0560101	-0.18	0.859	-0.1197079	0.0998478
15 mins longer * Not nursery donor	-0.0190897	0.0646671	-0.3	0.768	-0.1458348	0.1076555
30 mins longer * Not nursery donor	-0.1313435	0.0641751	-2.05	0.041	-0.2571244	-0.0055625

Appointment availability (Baseline = Every weekday: Mon-Fri) * Nursery donor (Baseline = Nursery donor)						
Every day: Mon-Sun * Not nursery donor	0.0731985	0.0474346	1.54	0.123	-0.0197717	0.1661687
1 day every 2 months: Mon-Fri * Not nursery donor	0.0083013	0.0492848	0.17	0.866	-0.0882951	0.1048977
1 day every 2 months: Sat or Sun * Not nursery donor	0.0671118	0.0568848	1.18	0.238	-0.0443804	0.1786041
Opening times (Baseline = 9-12pm and 2-5pm) * Nursery donor (Baseline = Nursery donor)						
9am-5pm * Not nursery donor	0.050719	0.0482368	1.05	0.293	-0.0438234	0.1452615
9am-8pm * Not nursery donor	0.3006873	0.0506557	5.94	0	0.201404	0.3999707
2pm-8pm * Not nursery donor	0.1854339	0.0512366	3.62	0	0.085012	0.2858559
Health report provided (Baseline = Health report not provided) * Nursery donor (Baseline = Nursery donor)						
Health report provided * Not nursery donor	-0.0295923	0.0335628	-0.88	0.378	-0.0953741	0.0361896
Change of place (Baseline = Last place) * Nursery donor (Baseline = Nursery donor)						
Different place * Not nursery donor	-0.0195137	0.0435036	-0.45	0.654	-0.1047792	0.0657518
Maximum number of donations per year (Baseline = 4) * Nursery donor (Baseline = Nursery donor)						
5 * Not nursery donor	0.022083	0.0356553	0.62	0.536	-0.0478002	0.0919662
6 * Not nursery donor	0.211829	0.0470672	4.5	0	0.119579	0.304079

Female non-INTERVAL respondents – Gamma regression

Optimization : ML	No. of obs = 49,298
Deviance = 11023.62205	Residual df = 49,127
Pearson = 8323.042164	Scale parameter = .1694189
Variance function: $V(u) = u^2$	(1/df) Deviance = .2243903
Link function : $g(u) = 1/u$	(1/df) Pearson = .1694189
Log pseudolikelihood = -108710.882	AIC: 217763.8

	Odds ratio	Robust standard error	z	P> z	[95% Conf. Interval]	
Travel time (Baseline = Typical travel time)						
10 mins shorter	-0.0301504	0.0086734	-3.48	0.001	-0.04715	-0.0131509
15 mins longer	0.0969405	0.0115614	8.38	0	0.0742805	0.1196005
30 mins longer	0.1956664	0.0189741	10.31	0	0.1584778	0.232855
Appointment availability (Baseline = Every weekday: Mon-Fri)						
Every day: Mon-Sun	-0.0797671	0.0072542	-11	0	-0.093985	-0.0655491
1 day every 2 months: Mon-Fri	0.0716133	0.0096628	7.41	0	0.0526745	0.0905521
1 day every 2 months: Sat or Sun	0.0114211	0.0105407	1.08	0.279	-0.0092384	0.0320805

Opening times (Baseline = 9-12pm and 2-5pm)						
9am-5pm	-0.0405944	0.0099839	-4.07	0	-0.0601625	-0.0210264
9am-8pm	-0.1366296	0.0089922	-15.19	0	-0.1542541	-0.1190052
2pm-8pm	-0.1155409	0.0095804	-12.06	0	-0.1343183	-0.0967636
Health report provided (Baseline = Health report not provided)						
Health report provided	-0.0114466	0.0060092	-1.9	0.057	-0.0232244	0.0003313
Change of place (Baseline = Last place)						
Different place	0.0229285	0.007301	3.14	0.002	0.0086188	0.0372383
Maximum number of donations per year (Baseline = 3)						
4	-0.0419293	0.0061545	-6.81	0	-0.0539919	-0.0298666
Age						
Age	-0.0015571	0.0001567	-9.94	0	-0.0018641	-0.00125
Blood type (Baseline = Standard demand)						
High demand	-0.0044562	0.0059821	-0.74	0.456	-0.0161809	0.0072685
Ethnicity (baseline = White)						
Black/mixed black	0.0261596	0.0223282	1.17	0.241	-0.0176028	0.069922
Asian/mixed Asian	0.0020152	0.0141502	0.14	0.887	-0.0257187	0.0297491
Other or not stated	0.0184715	0.0106626	1.73	0.083	-0.0024269	0.0393698
Venue (Baseline = Static donor centre)						
Mobile session	-0.02557	0.0080032	-3.19	0.001	-0.0412561	-0.009884
Number of donations in last 12 months						
Number of donations in last 12 months	-0.0068937	0.0024084	-2.86	0.004	-0.011614	-0.0021733
Nursery donor (Baseline = Nursery donor)						
Not nursery donor	0.0043626	0.0049932	0.87	0.382	-0.005424	0.0141491

INTERACTIONS

Travel time (Baseline = Typical travel time) * Appointment availability (Baseline = Every day: Mon-Fri)

10 mins shorter * Every day: Mon-Sun	0.0074638	0.0032788	2.28	0.023	\$0.0010374	0.0138903
10 mins shorter * 1 day every 2 months; Mon-Fri	-0.000556	0.0039278	-0.14	0.887	-0.0082543	0.0071424
10 mins shorter * 1 day every 2 months: Sat or Sun	-0.0005251	0.0044645	-0.12	0.906	-0.0092753	0.0082251
15 mins longer * Every day: Mon-Sun	-0.0205151	0.0047805	-4.29	0	-0.0298847	-0.0111456
15 mins longer * 1 day every 2 months: Mon-Fri	-0.0046724	0.0059681	-0.78	0.434	-0.0163697	0.007025
15 mins longer * 1 day every 2 months: Sat or Sun	-0.01101	0.0059702	-1.84	0.065	-0.0227114	0.0006914
30 mins longer * Every day: Mon-Sun	-0.0134558	0.007519	-1.79	0.074	-0.0281927	0.0012811
30 mins longer * 1 day every 2 months: Mon-Fri	0.005477	0.0093074	0.59	0.556	-0.0127652	0.0237191
30 mins longer * 1 day every 2 months: Sat or Sun	-0.0125104	0.0087828	-1.42	0.154	-0.0297243	0.0047035

Travel time (Baseline = Typical travel time) * Opening times (Baseline = 9am-12pm, 2pm-5pm)

10 mins shorter * 9am-5pm	-0.0063176	0.0047527	-1.33	0.184	-0.0156327	0.0029976
10 mins shorter * 9am-8pm	0.0054	0.0036723	1.47	0.141	-0.0017976	0.0125976
10 mins shorter * 2pm-8pm	-0.0044383	0.0040139	-1.11	0.269	-0.0123054	0.0034288
15 mins longer * 9am-5pm	-0.0074665	0.0065305	-1.14	0.253	-0.0202661	0.0053331
15 mins longer * 9am-8pm	-0.0175945	0.0052119	-3.38	0.001	-0.0278096	-0.0073795
15 mins longer * 2pm-8pm	-0.0123609	0.0054534	-2.27	0.023	-0.0230494	-0.0016723
30 mins longer * 9am-5pm	-0.016773	0.0089688	-1.87	0.061	-0.0343515	0.0008054
30 mins longer * 9am-8pm	-0.0110908	0.0081571	-1.36	0.174	-0.0270783	0.0048968
30 mins longer * 2pm-8pm	-0.0137798	0.0086422	-1.59	0.111	-0.0307183	0.0031587

Travel time (Baseline = Typical travel time) * Health report provided (Baseline = Health report not provided)

10 mins shorter * Health report provided	0.0112316	0.0025684	4.37	0	0.0061977	0.0162655
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15 mins longer * Health report provided	-0.0067441	0.003896	-1.73	0.083	-0.0143801	0.0008918
30 mins longer * Health report provided	0.0038984	0.0060204	0.65	0.517	-0.0079014	0.0156981
<hr/>						
Travel time (Baseline = Typical travel time) * Change of place (Baseline = Last place)						
10 mins shorter * Different place	0	(omitted)				
15 mins longer * Different place	0	(omitted)				
30 mins longer * Different place	0	(omitted)				
<hr/>						
Travel time (Baseline = Typical travel time) * Maximum number of donations per year (Baseline = 3)						
10 mins shorter * 4	-0.0053971	0.0027333	-1.97	0.048	-0.0107543	-0.0000399
15 mins longer * 4	0.0004575	0.0035885	0.13	0.899	-0.0065758	0.0074908
30 mins longer * 4	-0.0011992	0.0061672	-0.19	0.846	-0.0132867	0.0108883
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Appointment availability (Baseline = Every weekday: Mon-Fri) * Opening times (Baseline = 9am-12pm, 2pm-5pm)						
Every day: Mon-Sun * 9am-5pm	0.0054288	0.003967	1.37	0.171	-0.0023465	0.013204
Every day: Mon-Sun * 9am-8pm	0.0381135	0.0035486	10.74	0	0.0311584	0.0450686
Every day: Mon-Sun * 2pm-8pm	0.0408799	0.0037722	10.84	0	0.0334864	0.0482734
1 day every 2 months: Mon-Fri * 9am-5pm	0.015232	0.0049987	3.05	0.002	0.0054347	0.0250292
1 day every 2 months: Mon-Fri * 9am-8pm	0.0102436	0.0041194	2.49	0.013	0.0021698	0.0183175
1 day every 2 months: Mon-Fri * 2pm-8pm	0.0122938	0.0042143	2.92	0.004	0.0040339	0.0205537
1 day every 2 months: Sat or Sun * 9am-5pm	0.0126588	0.004746	2.67	0.008	0.0033568	0.0219608
1 day every 2 months: Sat or Sun * 9am-8pm	0.0487642	0.0045411	10.74	0	0.0398637	0.0576647
1 day every 2 months: Sat or Sun * 2pm-8pm	0.0511301	0.0047064	10.86	0	0.0419057	0.0603545

Appointment availability (Baseline = Every weekday: Mon-Fri) * Health report provided (Baseline = Health report not provided)

Every day: Mon-Sun * Health report provided	0.0016311	0.0023342	0.7	0.485	-0.0029439	0.0062061
1 day every 2 months: Mon-Fri * Health report provided	-0.0057961	0.0029223	-1.98	0.047	-0.0115237	-0.0000686
1 day every 2 months: Sat or Sun * Health report provided	-0.0068494	0.0029494	-2.32	0.02	-0.0126301	-0.0010686

Appointment availability (Baseline = Every weekday: Mon-Fri) * Change of place (Baseline = Last place)

Every day Mon-Sun * Different place	-0.0040407	0.0027727	-1.46	0.145	-0.0094751	0.0013937
1 day every 2 months: Mon-Fri * Different place	0.0012749	0.0032885	0.39	0.698	-0.0051704	0.0077202
1 day every 2 months: Sat or Sun * Different place	0.0031007	0.003573	0.87	0.386	-0.0039023	0.0101037

Appointment availability (Baseline = Every weekday: Mon-Fri) * Maximum number of donations per year (Baseline = 3)

Every day Mon-Sun * 4	-0.004714	0.0022279	-2.12	0.034	-0.0090806	-0.0003473
1 day every 2 months: Mon-Fri * 4	0.002492	0.002751	0.91	0.365	-0.0028998	0.0078838
1 day every 2 months: Sat or Sun * 4	-0.0071379	0.0029464	-2.42	0.015	-0.0129127	-0.0013632

Opening times (Baseline = 9am-12pm, 2pm-5pm) * Health report provided (Baseline = Health report not provided)						
9am-5pm * Health report provided	0.0067263	0.0031135	2.16	0.031	0.000624	0.0128286
9am-8pm * Health report provided	0.0055335	0.0026726	2.07	0.038	0.0002953	0.0107717
2pm-8pm * Health report provided	0.0065648	0.0027576	2.38	0.017	0.0011599	0.0119696
Opening times (Baseline = 9am-12pm, 2pm-5pm) * Change of place (Baseline = Last place)						
9am-5pm * Different place	0.0064996	0.0040025	1.62	0.104	-0.0013451	0.0143443
9am-8pm * Different place	-0.0082327	0.0030923	-2.66	0.008	-0.0142936	-0.0021719
2pm-8pm * Different place	-0.001244	0.0034062	-0.37	0.715	-0.0079199	0.005432
Opening times (Baseline = 9am-12pm, 2pm-5pm) * Maximum number of donations per year (Baseline = 3)						
9am-5pm * 4	0.0065833	0.0032226	2.04	0.041	0.0002671	0.0128995
9am-8pm * 4	0.007833	0.0029312	2.67	0.008	0.002088	0.013578
2pm-8pm * 4	0.0006824	0.0029882	0.23	0.819	-0.0051743	0.0065392
Health report provided (Baseline = Health report not provided) * Change of Place (Baseline = Last place)						
Health report provided * Different plan	-0.0090616	0.0023633	-3.83	0	-0.0136936	-0.0044296
Health report provided (Baseline = Health report not provided) * Maximum number of donations per year (Baseline = 3)						
Health report provided * 4	-0.0041564	0.0018493	-2.25	0.025	-0.007781	-0.0005317
Change of place (Baseline = Last place) * Maximum number of donations per year (Baseline = 3)						
Different place * 4	0.0020119	0.0022962	0.88	0.381	-0.0024886	0.0065125

Travel time (Baseline = Typical travel time) * Age						
10 mins shorter	6.68E-06	0.0001074	0.06	0.95	-0.0002038	0.0002172
15 mins longer	-0.0001914	0.0001564	-1.22	0.221	-0.0004979	0.000115
30 mins longer	-0.0001639	0.0002775	-0.59	0.555	-0.0007078	0.00038
Appointment availability (Baseline = Every weekday: Mon-Fri) * Age						
Every day: Mon-Sun	0.0007057	0.0000989	7.13	0	0.0005118	0.0008995
1 day every 2 months: Mon-Fri	-0.0002907	0.0001188	-2.45	0.014	-0.0005236	-0.0000578
1 day every 2 months: Sat or Sun	0.0007746	0.0001408	5.5	0	0.0004987	0.0010506
Opening times (Baseline = 9-12pm and 2-5pm) * Age						
9am-5pm	0.0001634	0.000132	1.24	0.216	-0.0000953	0.0004222
9am-8pm	0.0011343	0.0001205	9.42	0	0.0008982	0.0013704
2pm-8pm	0.0011803	0.000126	9.37	0	0.0009334	0.0014272
Health report provided (Baseline = Health report not provided) * Age						
Health report provided	-0.0000526	0.0000762	-0.69	0.49	-0.0002019	0.0000967
Change of place (Baseline = Last place) * Age						
Different place	0.0001704	0.0000876	1.95	0.052	-1.19E-06	0.0003421
Maximum number of donations per year (Baseline =3) * Age						
5	0.0004783	0.0000777	6.15	0	0.0003259	0.0006306

Travel time (baseline = Typical travel time) * Blood type (baseline - standard demand)						
10 mins shorter * high demand	0.003079	0.0041742	0.74	0.461	-0.0051023	0.0112602
15 mins longer * high demand	-0.0011572	0.0060509	-0.19	0.848	-0.0130168	0.0107025
30 mins longer * high demand	0.0017178	0.0109536	0.16	0.875	-0.0197507	0.0231864
Appointment availability (Baseline = Every weekday: Mon-Fri) * Blood type (Baseline = Standard demand)						
Every day: Mon-Sun * Standard demand	0.0017719	0.003688	0.48	0.631	-0.0054565	0.0090003
1 day every 2 months: Mon-Fri * Standard demand	-0.0045199	0.0045206	-1	0.317	-0.0133801	0.0043402
1 day every 2 months: Sat or Sun * Standard demand	-0.0027736	0.0055188	-0.5	0.615	-0.0135902	0.008043
Opening times (baseline = 9-12pm and 2-5pm) * Blood type (Baseline = Standard demand)						
9am-5pm * Standard demand	-0.0005728	0.0050462	-0.11	0.91	-0.0104631	0.0093176
9am-8pm * Standard demand	0.0055501	0.0047409	1.17	0.242	-0.0037419	0.0148421
2pm-8pm * Standard demand	0.002434	0.0049094	0.5	0.62	-0.0071882	0.0120562
Health report provided (Baseline = Health report not provided) * Blood type (Baseline = Standard demand)						
Health report provided * Standard demand	0.0008599	0.0029729	0.29	0.772	-0.004967	0.0066868
Change of place (Baseline = Last place) * Blood type (Baseline = Standard demand)						
Different place * High demand	-0.0032954	0.0032471	-1.01	0.31	-0.0096596	0.0030688
Maximum number of donations per year (Baseline =3) * Blood type (Baseline = Standard demand)						
4 * Standard demand	-0.0001493	0.0030233	-0.05	0.961	-0.006075	0.0057763

Travel time (Baseline = Typical travel time) * Ethnicity (Baseline = White)

10 mins shorter * Black/mixed black	-0.0012029	0.0129511	-0.09	0.926	-0.0265865	0.0241807
10 mins shorter * Asian/mixed Asian	-0.003834	0.0098917	-0.39	0.698	-0.0232214	0.0155534
10 mins shorter * Other or not stated	-0.0070454	0.007205	-0.98	0.328	-0.0211671	0.0070762
15 mins longer * Black/mixed black	-0.0079517	0.015043	-0.53	0.597	-0.0374354	0.0215319
15 mins longer * Asian/mixed Asian	-0.0236548	0.0110771	-2.14	0.033	-0.0453655	-0.0019441
15 mins longer * Other or not stated	-0.0105294	0.0100667	-1.05	0.296	-0.0302596	0.0092009
30 mins longer * Black/mixed black	-0.0365506	0.0260021	-1.41	0.16	-0.0875137	0.0144126
30 mins longer * Asian/mixed Asian	-0.0397077	0.0203679	-1.95	0.051	-0.0796281	0.0002127
30 mins longer * Other or not stated	0.00137	0.0176519	0.08	0.938	-0.0332271	0.0359671

Appointment availability (Baseline = Every weekday: Mon-Fri) * Ethnicity (Baseline = White)

Every day: Mon-Sun * Black/mixed black	-0.0097589	0.0138797	-0.7	0.482	-0.0369626	0.0174447
Every day: Mon-Sun * Asian/mixed Asian	-0.0095063	0.009391	-1.01	0.311	-0.0279123	0.0088997
Every day: Mon-Sun * Other or not stated	-0.0020266	0.0065389	-0.31	0.757	-0.0148425	0.0107893
1 day every 2 months: Mon-Fri * Black/mixed black	-0.0273714	0.0150307	-1.82	0.069	-0.056831	0.0020882
1 day every 2 months: Mon-Fri * Asian/mixed Asian	-0.0291007	0.010336	-2.82	0.005	-0.049359	-0.0088424
1 day every 2 months: Mon-Fri * Other or not stated	-0.0084381	0.0074152	-1.14	0.255	-0.0229715	0.0060953
1 day every 2 months: Sat or Sun * Black/mixed black	-0.01424	0.0171725	-0.83	0.407	-0.0478975	0.0194174
1 day every 2 months: Sat or Sun * Asian/mixed Asian	-0.0290777	0.0125943	-2.31	0.021	-0.0537621	-0.0043933
1 day every 2 months: Sat or Sun * Other or not stated	-0.0048528	0.0094767	-0.51	0.609	-0.0234268	0.0137212

Opening times (Baseline = 9-12pm and 2-5pm) * Ethnicity (Baseline = White)

9am-5pm * Black/mixed black	-0.0096715	0.013515	-0.72	0.474	-0.0361603	0.0168174
9am-5pm * Asian/mixed Asian	-0.014123	0.0120389	-1.17	0.241	-0.0377188	0.0094728
9am-5pm * Other or not stated	-0.0139118	0.0077343	-1.8	0.072	-0.0290708	0.0012471
9am-8pm * Black/mixed black	0.0175524	0.0167483	1.05	0.295	-0.0152737	0.0503786
9am-8pm * Asian/mixed Asian	0.0105223	0.0111716	0.94	0.346	-0.0113736	0.0324183
9am-8pm * Other or not stated	-0.0152054	0.0078323	-1.94	0.052	-0.0305564	0.0001457
2pm-8pm * Black/mixed black	0.0010832	0.0138331	0.08	0.938	-0.0260291	0.0281955
2pm-8pm * Asian/mixed Asian	0.0091083	0.0115944	0.79	0.432	-0.0136162	0.0318329
2pm-8pm * Other or not stated	-0.0119889	0.0084719	-1.42	0.157	-0.0285936	0.0046158

Health report provided (Baseline = Health report not provided) * Ethnicity (Baseline = White)

Health report provided * Black/mixed black	-0.0216263	0.0089874	-2.41	0.016	-0.0392413	-0.0040112
Health report provided * Asian/mixed Asian	0.001649	0.0063646	0.26	0.796	-0.0108254	0.0141234
Health report provided * Other or not stated	-0.0046851	0.0047994	-0.98	0.329	-0.0140917	0.0047216

Change of place (Baseline = Last place) * Ethnicity (Baseline = White)

Different place * Black/mixed black	-0.0129105	0.0102693	-1.26	0.209	-0.033038	0.007217
Different place * Asian/mixed Asian	0.0049568	0.0081126	0.61	0.541	-0.0109437	0.0208572
Different place * Other or not stated	0.0101804	0.0060926	1.67	0.095	-0.0017608	0.0221216

Maximum number of donations per year (Baseline = 3) * Ethnicity (Baseline = White)						
4 * Black/mixed black	-0.0046847	0.0092255	-0.51	0.612	-0.0227663	0.013397
4 * Asian/mixed Asian	0.0082479	0.0068022	1.21	0.225	-0.0050841	0.0215799
4 * Other or not stated	0.0000726	0.0053931	0.01	0.989	-0.0104977	0.0106429
Travel time (Baseline = Typical travel time) * Venue (Baseline = Static donor centre)						
10 mins shorter * Mobile session	0.0066485	0.0060436	1.1	0.271	-0.0051967	0.0184937
15 mins longer * Mobile session	0.0090564	0.0072484	1.25	0.212	-0.0051501	0.023263
30 mins longer * Mobile session	0.0205276	0.0119674	1.72	0.086	-0.0029281	0.0439834
Appointment availability (Baseline = Every weekday: Mon-Fri) * Venue (Baseline = Static donor centre)						
Every day: Mon-Sun * Mobile session	0.0090782	0.0047491	1.91	0.056	-0.0002298	0.0183862
1 day every 2 months: Mon-Fri * Mobile session	-0.0380678	0.0072727	-5.23	0	-0.052322	-0.0238136
1 day every 2 months: Sat or Sun * Mobile session	-0.033113	0.0077195	-4.29	0	-0.048243	-0.0179829
Opening times (Baseline = 9-12pm and 2-5pm) * Venue (Baseline = Static donor centre)						
9am-5pm * Mobile session	0.0101625	0.0067924	1.5	0.135	-0.0031504	0.0234754
9am-8pm * Mobile session	0.0139339	0.0063429	2.2	0.028	0.0015021	0.0263657
2pm-8pm * Mobile session	0.0038581	0.0068846	0.56	0.575	-0.0096354	0.0173517

Health report provided (Baseline = Health report not provided) * Venue (Baseline = Static donor centre)						
Health report provided * Mobile session	0.0079496	0.0039278	2.02	0.043	0.0002512	0.015648
Change of place (Baseline = Last place) * Venue (Baseline = Static donor centre)						
Different place * Mobile session	-0.0034987	0.0048139	-0.73	0.467	-0.0129338	0.0059365
Maximum number of donations per year (Baseline = 3) * Venue (Baseline = Static donor centre)						
4 * Mobile session	0.0028661	0.0039991	0.72	0.474	-0.0049721	0.0107043
Travel time (Baseline = Typical travel time) * Number of donations in last 12 months						
10 mins shorter	0.0050557	0.0016955	2.98	0.003	0.0017326	0.0083788
15 mins longer	-0.0124413	0.0024609	-5.06	0	-0.0172645	-0.007618
30 mins longer	-0.0212735	0.0043414	-4.9	0	-0.0297825	-0.0127645
Appointment availability (Baseline = Every weekday: Mon-Fri) * Number of donations in last 12 months						
Every day: Mon-Sun	0.0015686	0.001527	1.03	0.304	-0.0014242	0.0045614
1 day every 2 months: Mon-Fri	-0.0054383	0.0018341	-2.97	0.003	-0.0090332	-0.0018435
1 day every 2 months: Sat or Sun	-0.0071086	0.0022134	-3.21	0.001	-0.0114467	-0.0027705

Opening times (Baseline = 9-12pm and 2-5pm) * Number of donations in last 12 months						
9am-5pm	0.0016058	0.0020581	0.78	0.435	-0.002428	0.0056396
9am-8pm	0.0040549	0.0018814	2.16	0.031	0.0003675	0.0077423
2pm-8pm	0.0017959	0.00198	0.91	0.364	-0.0020849	0.0056767
Health report provided (Baseline = Health report not provided) * Number of donations in last 12 months						
Health report provided	0.0012283	0.0011859	1.04	0.3	-0.001096	0.0035526
Change of place (Baseline = Last place) * Number of donations in last 12 months						
Different place	-0.0041195	0.0014176	-2.91	0.004	-0.0068978	-0.0013411
Maximum number of donations per year (Baseline - 3) * Number of donations in last 12 months						
4	-0.0037417	0.001233	-3.03	0.002	-0.0061584	-0.001325
Travel time (Baseline = Typical travel time) * Nursery donor (Baseline = Nursery donor)						
10 mins shorter * Not nursery donor	0.0011714	0.0033985	0.34	0.73	-0.0054896	0.0078324
15 mins longer * Not nursery donor	0.0093527	0.0050096	1.87	0.062	-0.0004659	0.0191713
30 mins longer * Not nursery donor	0.0032248	0.0086159	0.37	0.708	-0.0136621	0.0201116
Appointment availability (Baseline = Every weekday: Mon-Fri) * Nursery donor (Baseline = Nursery donor)						
Every day: Mon-Sun * Not nursery donor	-0.0059361	0.0031221	-1.9	0.057	-0.0120553	0.000183
1 day every 2 months: Mon-Fri * Not nursery donor	-0.0014735	0.0037572	-0.39	0.695	-0.0088374	0.0058904
1 day every 2 months: Sat or Sun * Not nursery donor	-0.0020188	0.0044911	-0.45	0.653	-0.0108212	0.0067837

Opening times (Baseline = 9-12pm and 2-5pm) * Nursery donor (Baseline = Nursery donor)						
9am-5pm * Not nursery donor	-0.0002673	0.0041442	-0.06	0.949	-0.0083898	0.0078551
9am-8pm * Not nursery donor	-0.0034452	0.0038604	-0.89	0.372	-0.0110115	0.004121
2pm-8pm * Not nursery donor	-0.0056866	0.0040695	-1.4	0.162	-0.0136626	0.0022895
Health report provided (Baseline = Health report not provided) * Nursery donor (Baseline = Nursery donor)						
Health report provided * Not nursery donor	0.0003813	0.0023743	0.16	0.872	-0.0042723	0.0050349
Change of place (Baseline = Last place) * Nursery donor (Baseline = Nursery donor)						
Different place * Not nursery donor	-0.0027129	0.0028264	-0.96	0.337	-0.0082525	0.0028268
Maximum number of donations per year (Baseline = 3) * Nursery donor (Baseline = Nursery donor)						
4 * Not nursery donor	-0.0051529	0.002507	-2.06	0.04	-0.0100666	-0.0002392
Constant	0.4146931	0.0110348	37.58	0	0.3930654	0.4363208

Female non-INTERVAL respondents – Ordered logit regression

Log pseudolikelihood = -66349.453		Number of obs = 49,298		
		Wald chi2(170) = 9677.70		
		Prob > chi2 = 0.0000		
		Pseudo R2 = 0.0976		
/cut1	0.040217	0.1560075	-0.265552	0.3459859
/cut2	0.5266417	0.1560141	0.2208597	0.8324236
/cut3	1.280289	0.156034	0.9744675	1.58611
/cut4	3.079237	0.1567135	2.772084	3.386389

	Odds ratio	Robust standard error	z	P> z	[95% Conf. Interval]	
Travel time (Baseline = Typical travel time)						
10 mins shorter	0.4944172	0.1582935	3.12	0.002	0.1841675	0.8046668
15 mins longer	-0.660114	0.1557529	-4.24	0	-0.9653842	-0.3548439
30 mins longer	-0.8149867	0.1731246	-4.71	0	-1.154305	-0.4756688
Appointment availability (Baseline = Every weekday: Mon-Fri)						
Every day: Mon-Sun	1.187269	0.1260577	9.42	0	0.9402008	1.434338
1 day every 2 months: Mon-Fri	-0.885482	0.1334347	-6.64	0	-1.147009	-0.6239548
1 day every 2 months: Sat or Sun	-0.0893837	0.1437079	-0.62	0.534	-0.3710459	0.1922786
Opening times (Baseline = 9-12pm and 2-5pm)						
9am-5pm	0.4405012	0.1395953	3.16	0.002	0.1668994	0.714103
9am-8pm	1.744911	0.1320644	13.21	0	1.486069	2.003752
2pm-8pm	1.424259	0.1382657	10.3	0	1.153263	1.695255

Health report provided (Baseline = Health report not provided)						
Health report provided	0.0338347	0.0959224	0.35	0.724	-0.1541698	0.2218392
Change of place (Baseline = Last place)						
Different place	-0.2218299	0.127371	-1.74	0.082	-0.4714725	0.0278128
Maximum number of donations per year (Baseline = 3)						
4	0.6561143	0.1104995	5.94	0	0.4395393	0.8726893
Age						
Age	0.0216398	0.0024575	8.81	0	0.0168231	0.0264565
Blood type (Baseline = Standard demand)						
High demand	0.0756057	0.09777	0.77	0.439	-0.1160199	0.2672314
Ethnicity (baseline = White)						
Black/mixed black	-0.4314715	0.3210143	-1.34	0.179	-1.060648	0.1977049
Asian/mixed Asian	-0.118011	0.2121822	-0.56	0.578	-0.5338804	0.2978584
Other or not stated	-0.2501922	0.1694195	-1.48	0.14	-0.5822483	0.0818639
Venue (Baseline = Static donor centre)						
Mobile session	0.3655385	0.1101596	3.32	0.001	0.1496297	0.5814473
Number of donations in last 12 months						
Number of donations in last 12 months	0.1060392	0.0399546	2.65	0.008	0.0277296	0.1843487
Nursery donor (Baseline = Nursery donor)						
Not nursery donor	-0.0521277	0.0776004	-0.67	0.502	-0.2042217	0.0999662

INTERACTIONS

Travel time (Baseline = Typical travel time) * Appointment availability (Baseline = Every day: Mon-Fri)

10 mins shorter * Every day: Mon-Sun	-0.178345	0.0776075	-2.3	0.022	-0.3304528	-0.0262371
10 mins shorter * 1 day every 2 months; Mon-Fri	-0.0202449	0.0796243	-0.25	0.799	-0.1763057	0.1358159
10 mins shorter * 1 day every 2 months: Sat or Sun	-0.0459926	0.0853295	-0.54	0.59	-0.2132354	0.1212501
15 mins longer * Every day: Mon-Sun	0.1356141	0.079832	1.7	0.089	-0.0208537	0.292082
15 mins longer * 1 day every 2 months: Mon-Fri	0.1997204	0.0827509	2.41	0.016	0.0375315	0.3619092
15 mins longer * 1 day every 2 months: Sat or Sun	0.2877426	0.0824809	3.49	0	0.1260831	0.4494021
30 mins longer * Every day: Mon-Sun	-0.1774678	0.0800251	-2.22	0.027	-0.3343141	-0.0206214
30 mins longer * 1 day every 2 months: Mon-Fri	0.2139937	0.0860197	2.49	0.013	0.0453981	0.3825892
30 mins longer * 1 day every 2 months: Sat or Sun	0.3877908	0.0857562	4.52	0	0.2197117	0.5558699

Travel time (Baseline = Typical travel time) * Opening times (Baseline = 9am-12pm, 2pm-5pm)						
10 mins shorter * 9am-5pm	0.0981283	0.0841991	1.17	0.244	-0.066899	0.2631555
10 mins shorter * 9am-8pm	-0.0656993	0.0720591	-0.91	0.362	-0.2069325	0.0755339
10 mins shorter * 2pm-8pm	0.1319475	0.0772284	1.71	0.088	-0.0194175	0.2833124
15 mins longer * 9am-5pm	0.0690243	0.0864802	0.8	0.425	-0.1004738	0.2385224
15 mins longer * 9am-8pm	-0.0423633	0.0759637	-0.56	0.577	-0.1912494	0.1065228
15 mins longer * 2pm-8pm	-0.0065241	0.078158	-0.08	0.933	-0.159711	0.1466628
30 mins longer * 9am-5pm	0.1182422	0.0836384	1.41	0.157	-0.045686	0.2821704
30 mins longer * 9am-8pm	-0.3988179	0.0772743	-5.16	0	-0.5502728	-0.247363
30 mins longer * 2pm-8pm	-0.1859443	0.0831859	-2.24	0.025	-0.3489857	-0.0229029
Travel time (Baseline = Typical travel time) * Health report provided (Baseline = Health report not provided)						
10 mins shorter * Health report provided	-0.2075044	0.0542011	-3.83	0	-0.3137367	-0.1012722
15 mins longer * Health report provided	-0.0274852	0.0591717	-0.46	0.642	-0.1434595	0.0884891
30 mins longer * Health report provided	-0.2097631	0.0595114	-3.52	0	-0.3264034	-0.0931229
Travel time (Baseline = Typical travel time) * Change of place (Baseline = Last place)						
10 mins shorter * Different place	0	(omitted)				
15 mins longer * Different place	0	(omitted)				
30 mins longer * Different place	0	(omitted)				
Travel time (Baseline = Typical travel time) * Maximum number of donations per year (Baseline = 3)						
10 mins shorter * 4	0.2104763	0.0624073	3.37	0.001	0.0881602	0.3327924
15 mins longer * 4	-0.4456426	0.0594195	-7.5	0	-0.5621027	-0.3291826
30 mins longer * 4	-0.7228757	0.0645902	-11.19	0	-0.8494702	-0.5962812

Appointment availability (Baseline = Every weekday: Mon-Fri) * Opening times (Baseline = 9am-12pm, 2pm-5pm)						
Every day: Mon-Sun * 9am-5pm	-0.0701127	0.0647752	-1.08	0.279	-0.1970697	0.0568443
Every day: Mon-Sun * 9am-8pm	-0.4925018	0.0644651	-7.64	0	-0.6188511	-0.3661525
Every day: Mon-Sun * 2pm-8pm	-0.5737847	0.0667315	-8.6	0	-0.7045759	-0.4429934
1 day every 2 months: Mon-Fri * 9am-5pm	-0.2185087	0.0694134	-3.15	0.002	-0.3545564	-0.082461
1 day every 2 months: Mon-Fri * 9am-8pm	-0.2808005	0.0638857	-4.4	0	-0.4060142	-0.1555869
1 day every 2 months: Mon-Fri * 2pm-8pm	-0.2761366	0.065411	-4.22	0	-0.4043397	-0.1479334
1 day every 2 months: Sat or Sun * 9am-5pm	-0.1749598	0.0690189	-2.53	0.011	-0.3102343	-0.0396853
1 day every 2 months: Sat or Sun * 9am-8pm	-0.8053019	0.070125	-11.48	0	-0.9427444	-0.6678594
1 day every 2 months: Sat or Sun * 2pm-8pm	-0.7997569	0.0721672	-11.08	0	-0.9412021	-0.6583117
Appointment availability (Baseline = Every weekday: Mon-Fri) * Health report provided (Baseline = Health report not provided)						
Every day: Mon-Sun * Health report provided	0.0174159	0.045089	0.39	0.699	-0.0709569	0.1057887
1 day every 2 months: Mon-Fri * Health report provided	0.089535	0.049169	1.82	0.069	-0.0068345	0.1859044
1 day every 2 months: Sat or Sun * Health report provided	0.0922764	0.0482328	1.91	0.056	-0.0022582	0.186811
Appointment availability (Baseline = Every weekday: Mon-Fri) * Change of place (Baseline = Last place)						
Every day Mon-Sun * Different place	0.0332349	0.0659356	0.5	0.614	-0.0959966	0.1624664
1 day every 2 months: Mon-Fri * Different place	0.0438348	0.0654849	0.67	0.503	-0.0845133	0.172183
1 day every 2 months: Sat or Sun * Different place	-0.0126082	0.0683043	-0.18	0.854	-0.1464822	0.1212659
Appointment availability (Baseline = Every weekday: Mon-Fri) * Maximum number of donations per year (Baseline = 3)						
Every day Mon-Sun * 4	0.311144	0.0465274	6.69	0	0.2199519	0.4023361
1 day every 2 months: Mon-Fri * 4	-0.2451034	0.0493549	-4.97	0	-0.3418371	-0.1483696
1 day every 2 months: Sat or Sun * 4	-0.0991138	0.0521743	-1.9	0.057	-0.2013735	0.0031459

Opening times (Baseline = 9am-12pm, 2pm-5pm) * Health report provided (Baseline = Health report not provided)						
9am-5pm * Health report provided	-0.0809005	0.0481685	-1.68	0.093	-0.175309	0.013508
9am-8pm * Health report provided	-0.0145119	0.045114	-0.32	0.748	-0.1029338	0.07391
2pm-8pm * Health report provided	-0.0554934	0.0453796	-1.22	0.221	-0.1444359	0.033449
Opening times (Baseline = 9am-12pm, 2pm-5pm) * Change of place (Baseline = Last place)						
9am-5pm * Different place	-0.1123513	0.0702501	-1.6	0.11	-0.2500389	0.0253363
9am-8pm * Different place	0.139848	0.0611416	2.29	0.022	0.0200127	0.2596833
2pm-8pm * Different place	-0.0226917	0.0659162	-0.34	0.731	-0.1518851	0.1065017
Opening times (Baseline = 9am-12pm, 2pm-5pm) * Maximum number of donations per year (Baseline = 3)						
9am-5pm * 4	-0.0562871	0.0512665	-1.1	0.272	-0.1567677	0.0441934
9am-8pm * 4	0.2171784	0.0516678	4.2	0	0.1159114	0.3184454
2pm-8pm * 4	0.2474259	0.0519076	4.77	0	0.1456889	0.3491629
Health report provided (Baseline = Health report not provided) * Change of Place (Baseline = Last place)						
Health report provided * Different plan	0.1786038	0.0500524	3.57	0	0.0805029	0.2767047
Health report provided (Baseline = Health report not provided) * Maximum number of donations per year (Baseline = 3)						
Health report provided * 4	0.1448702	0.0355883	4.07	0	0.0751185	0.2146219
Change of place (Baseline = Last place) * Maximum number of donations per year (Baseline = 3)						
Different place * 4	-0.177936	0.0513824	-3.46	0.001	-0.2786438	-0.0772283

Travel time (Baseline = Typical travel time) * Age						
10 mins shorter	-0.001001	0.0022078	-0.45	0.65	-0.0053282	0.0033262
15 mins longer	0.0023833	0.0023234	1.03	0.305	-0.0021704	0.0069371
30 mins longer	0.0007751	0.0026387	0.29	0.769	-0.0043967	0.0059468
Appointment availability (Baseline = Every weekday: Mon-Fri) * Age						
Every day: Mon-Sun	-0.0119578	0.0018652	-6.41	0	-0.0156135	-0.0083021
1 day every 2 months: Mon-Fri	0.0053499	0.0019451	2.75	0.006	0.0015376	0.0091622
1 day every 2 months: Sat or Sun	-0.0089241	0.0022208	-4.02	0	-0.0132768	-0.0045715
Opening times (Baseline = 9-12pm and 2-5pm) * Age						
9am-5pm	-0.001511	0.001989	-0.76	0.447	-0.0054093	0.0023873
9am-8pm	-0.0166926	0.0019293	-8.65	0	-0.0204739	-0.0129113
2pm-8pm	-0.016156	0.0019967	-8.09	0	-0.0200694	-0.0122425
Health report provided (Baseline = Health report not provided) * Age						
Health report provided	0.0004623	0.0013411	0.34	0.73	-0.0021663	0.0030909
Change of place (Baseline = Last place) * Age						
Different place	-0.0038762	0.001754	-2.21	0.027	-0.007314	-0.0004383
Maximum number of donations per year (Baseline =3) * Age						
5	-0.0097349	0.0016063	-6.06	0	-0.0128831	-0.0065867

Travel time (baseline = Typical travel time) * Blood type (baseline - standard demand)						
10 mins shorter * high demand	-0.0933587	0.089403	-1.04	0.296	-0.2685853	0.0818679
15 mins longer * high demand	-0.0620786	0.0962864	-0.64	0.519	-0.2507966	0.1266393
30 mins longer * high demand	-0.1075175	0.1075603	-1	0.318	-0.3183318	0.1032968
Appointment availability (Baseline = Every weekday: Mon-Fri) * Blood type (Baseline = Standard demand)						
Every day: Mon-Sun * Standard demand	-0.0334581	0.0727082	-0.46	0.645	-0.1759634	0.1090473
1 day every 2 months: Mon-Fri * Standard demand	0.0607577	0.0800746	0.76	0.448	-0.0961856	0.217701
1 day every 2 months: Sat or Sun * Standard demand	0.0497808	0.0912105	0.55	0.585	-0.1289885	0.2285501
Opening times (baseline = 9-12pm and 2-5pm) * Blood type (Baseline = Standard demand)						
9am-5pm * Standard demand	-0.0027413	0.0808136	-0.03	0.973	-0.161133	0.1556504
9am-8pm * Standard demand	-0.0898916	0.0797525	-1.13	0.26	-0.2462037	0.0664205
2pm-8pm * Standard demand	-0.0284685	0.0818834	-0.35	0.728	-0.188957	0.13202
Health report provided (Baseline = Health report not provided) * Blood type (Baseline = Standard demand)						
Health report provided * Standard demand	-0.0213257	0.0555544	-0.38	0.701	-0.1302102	0.0875589
Change of place (Baseline = Last place) * Blood type (Baseline = Standard demand)						
Different place * High demand	0.0785321	0.0707295	1.11	0.267	-0.0600951	0.2171593
Maximum number of donations per year (Baseline =3) * Blood type						

(Baseline = Standard demand)						
4 * Standard demand	0.0493742	0.0647149	0.76	0.445	-0.0774648	0.1762132
Travel time (Baseline = Typical travel time) * Ethnicity (Baseline = White)						
10 mins shorter * Black/mixed black	0.0361798	0.2830032	0.13	0.898	-0.5184963	0.5908558
10 mins shorter * Asian/mixed Asian	0.1811523	0.1888862	0.96	0.338	-0.1890578	0.5513624
10 mins shorter * Other or not stated	0.1400142	0.1439623	0.97	0.331	-0.1421466	0.4221751
15 mins longer * Black/mixed black	0.1021879	0.2616042	0.39	0.696	-0.4105469	0.6149226
15 mins longer * Asian/mixed Asian	0.269098	0.1695807	1.59	0.113	-0.0632741	0.6014701
15 mins longer * Other or not stated	0.2636374	0.1444708	1.82	0.068	-0.0195202	0.5467951
30 mins longer * Black/mixed black	0.2120302	0.2865539	0.74	0.459	-0.3496052	0.7736657
30 mins longer * Asian/mixed Asian	0.2913372	0.1979218	1.47	0.141	-0.0965824	0.6792569
30 mins longer * Other or not stated	0.1937178	0.1642087	1.18	0.238	-0.1281254	0.515561
Appointment availability (Baseline = Every weekday: Mon-Fri) * Ethnicity (Baseline = White)						
Every day: Mon-Sun * Black/mixed black	0.1734219	0.2403056	0.72	0.47	-0.2975683	0.6444122
Every day: Mon-Sun * Asian/mixed Asian	0.1603002	0.1576986	1.02	0.309	-0.1487833	0.4693837
Every day: Mon-Sun * Other or not stated	-0.0675884	0.1196396	-0.56	0.572	-0.3020776	0.1669009
1 day every 2 months: Mon-Fri * Black/mixed black	0.3172873	0.2439824	1.3	0.193	-0.1609094	0.7954841
1 day every 2 months: Mon-Fri * Asian/mixed Asian	0.4077858	0.1597313	2.55	0.011	0.0947181	0.7208534
1 day every 2 months: Mon-Fri * Other or not stated	0.1390012	0.1278005	1.09	0.277	-0.1114832	0.3894857
1 day every 2 months: Sat or Sun * Black/mixed black	0.1954932	0.2734481	0.71	0.475	-0.3404552	0.7314416
1 day every 2 months: Sat or Sun * Asian/mixed Asian	0.4624038	0.1941426	2.38	0.017	0.0818914	0.8429163
1 day every 2 months: Sat or Sun * Other or not stated	0.0423197	0.1520571	0.28	0.781	-0.2557067	0.3403462
Opening times (Baseline = 9-12pm and 2-5pm) * Ethnicity (Baseline =						

White)

9am-5pm * Black/mixed black	0.2285847	0.2149429	1.06	0.288	-0.1926956	0.6498651
9am-5pm * Asian/mixed Asian	0.3068477	0.1849019	1.66	0.097	-0.0555534	0.6692488
9am-5pm * Other or not stated	0.2314997	0.122245	1.89	0.058	-0.0080962	0.4710956
9am-8pm * Black/mixed black	-0.2814882	0.2686036	-1.05	0.295	-0.8079417	0.2449652
9am-8pm * Asian/mixed Asian	-0.1337425	0.1818428	-0.74	0.462	-0.4901479	0.2226629
9am-8pm * Other or not stated	0.1689189	0.1224707	1.38	0.168	-0.0711192	0.4089571
2pm-8pm * Black/mixed black	0.0221997	0.2236714	0.1	0.921	-0.4161882	0.4605876
2pm-8pm * Asian/mixed Asian	-0.1529301	0.1785618	-0.86	0.392	-0.5029048	0.1970446
2pm-8pm * Other or not stated	0.1927749	0.1348315	1.43	0.153	-0.07149	0.4570397

**Health report provided (Baseline = Health report not provided) * Ethnicity
(Baseline = White)**

Health report provided * Black/mixed black	0.3293597	0.1488237	2.21	0.027	0.0376706	0.6210488
Health report provided * Asian/mixed Asian	0.0154128	0.1127261	0.14	0.891	-0.2055262	0.2363519
Health report provided * Other or not stated	0.0704374	0.0861835	0.82	0.414	-0.0984791	0.2393539

Change of place (Baseline = Last place) * Ethnicity (Baseline = White)						
Different place * Black/mixed black	0.1978939	0.2202377	0.9	0.369	-0.233764	0.6295519
Different place * Asian/mixed Asian	-0.1223361	0.1508893	-0.81	0.417	-0.4180738	0.1734015
Different place * Other or not stated	-0.1786792	0.1166354	-1.53	0.126	-0.4072804	0.0499221
Maximum number of donations per year (Baseline = 3) * Ethnicity (Baseline = White)						
4 * Black/mixed black	0.0712856	0.1905826	0.37	0.708	-0.3022494	0.4448206
4 * Asian/mixed Asian	0.0036442	0.1328353	0.03	0.978	-0.2567081	0.2639966
4 * Other or not stated	-0.0988621	0.1035522	-0.95	0.34	-0.3018207	0.1040964
Travel time (Baseline = Typical travel time) * Venue (Baseline = Static donor centre)						
10 mins shorter * Mobile session	-0.0394971	0.1071257	-0.37	0.712	-0.2494595	0.1704653
15 mins longer * Mobile session	-0.2629215	0.1014049	-2.59	0.01	-0.4616714	-0.0641715
30 mins longer * Mobile session	-0.4261581	0.1138966	-3.74	0	-0.6493914	-0.2029248
Appointment availability (Baseline = Every weekday: Mon-Fri) * Venue (Baseline = Static donor centre)						
Every day: Mon-Sun * Mobile session	-0.1984465	0.0855842	-2.32	0.02	-0.3661885	-0.0307046
1 day every 2 months: Mon-Fri * Mobile session	0.4172074	0.0953865	4.37	0	0.2302532	0.6041616
1 day every 2 months: Sat or Sun * Mobile session	0.3742263	0.1009213	3.71	0	0.1764242	0.5720284
Opening times (Baseline = 9-12pm and 2-5pm) * Venue (Baseline = Static donor centre)						
9am-5pm * Mobile session	-0.1070757	0.0911141	-1.18	0.24	-0.2856562	0.0715047
9am-8pm * Mobile session	-0.1331095	0.0895085	-1.49	0.137	-0.3085429	0.0423238
2pm-8pm * Mobile session	0.0205264	0.0955583	0.21	0.83	-0.1667644	0.2078172

Health report provided (Baseline = Health report not provided) * Venue (Baseline = Static donor centre)						
Health report provided * Mobile session	-0.0830616	0.0611585	-1.36	0.174	-0.20293	0.0368068
Change of place (Baseline = Last place) * Venue (Baseline = Static donor centre)						
Different place * Mobile session	-0.0067341	0.0824941	-0.08	0.935	-0.1684196	0.1549514
Maximum number of donations per year (Baseline = 3) * Venue (Baseline = Static donor centre)						
4 * Mobile session	0.1334521	0.0711874	1.87	0.061	-0.0060726	0.2729768
Travel time (Baseline = Typical travel time) * Number of donations in last 12 months						
10 mins shorter	-0.0913182	0.036136	-2.53	0.012	-0.1621435	-0.0204929
15 mins longer	0.0421049	0.0388768	1.08	0.279	-0.0340921	0.118302
30 mins longer	-0.0636856	0.0437789	-1.45	0.146	-0.1494907	0.0221195
Appointment availability (Baseline = Every weekday: Mon-Fri) * Number of donations in last 12 months						
Every day: Mon-Sun	0.0107125	0.0300908	0.36	0.722	-0.0482644	0.0696894
1 day every 2 months: Mon-Fri	0.0480816	0.0318213	1.51	0.131	-0.0142871	0.1104503
1 day every 2 months: Sat or Sun	0.0591491	0.0365294	1.62	0.105	-0.0124473	0.1307455
Opening times (Baseline = 9-12pm and 2-5pm) * Number of donations in last 12 months						
9am-5pm	0.0042238	0.0329235	0.13	0.898	-0.060305	0.0687527
9am-8pm	0.0171815	0.0316204	0.54	0.587	-0.0447933	0.0791563
2pm-8pm	0.0326049	0.033092	0.99	0.324	-0.0322542	0.097464

Health report provided (Baseline = Health report not provided) * Number of donations in last 12 months						
Health report provided	0.0184806	0.0218744	0.84	0.398	-0.0243925	0.0613537
Change of place (Baseline = Last place) * Number of donations in last 12 months						
Different place	0.0421778	0.0295537	1.43	0.154	-0.0157464	0.100102
Maximum number of donations per year (Baseline - 3) * Number of donations in last 12 months						
4	0.2456205	0.0265107	9.26	0	0.1936604	0.2975806
Travel time (Baseline = Typical travel time) * Nursery donor (Baseline = Nursery donor)						
10 mins shorter * Not nursery donor	-0.0242657	0.0684837	-0.35	0.723	-0.1584913	0.1099598
15 mins longer * Not nursery donor	-0.1672167	0.0727966	-2.3	0.022	-0.3098955	-0.024538
30 mins longer * Not nursery donor	-0.1354369	0.0813009	-1.67	0.096	-0.2947837	0.0239098
Appointment availability (Baseline = Every weekday: Mon-Fri) * Nursery donor (Baseline = Nursery donor)						
Every day: Mon-Sun * Not nursery donor	0.1403728	0.0576423	2.44	0.015	0.027396	0.2533497
1 day every 2 months: Mon-Fri * Not nursery donor	-0.0110481	0.0607424	-0.18	0.856	-0.130101	0.1080048
1 day every 2 months: Sat or Sun * Not nursery donor	0.016936	0.0697725	0.24	0.808	-0.1198156	0.1536876
Opening times (Baseline = 9-12pm and 2-5pm) * Nursery donor (Baseline = Nursery donor)						
9am-5pm * Not nursery donor	-0.0125886	0.0614202	-0.2	0.838	-0.1329699	0.1077928
9am-8pm * Not nursery donor	0.0853275	0.0604035	1.41	0.158	-0.0330611	0.2037161
2pm-8pm * Not nursery donor	0.0904284	0.063448	1.43	0.154	-0.0339275	0.2147842

Health report provided (Baseline = Health report not provided) * Nursery donor (Baseline = Nursery donor)

Health report provided * Not nursery donor	0.0028291	0.0414471	0.07	0.946	-0.0784058	0.084064
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Change of place (Baseline = Last place) * Nursery donor (Baseline = Nursery donor)

Different place * Not nursery donor	0.0496986	0.0559184	0.89	0.374	-0.0598995	0.1592966
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Maximum number of donations per year (Baseline = 3) * Nursery donor (Baseline = Nursery donor)

4 * Not nursery donor	0.1391825	0.0496895	2.8	0.005	0.0417929	0.2365722
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Male ex-INTERVAL respondents – Gamma regression

Optimization : ML	
Deviance = 3332.649579	No. of obs = 28,328
Pearson = 8704.686816	Residual df = 28,123
	Scale parameter = .309522
Variance function: $V(u) = u^2$	(1/df) Deviance = .1185026
Link function : $g(u) = 1/u$	(1/df) Pearson = .309522
Log pseudolikelihood = -65017.27781	AIC: 130444.6

	Odds ratio	Robust standard error	z	P> z	[95% Conf. Interval]	
Travel time (Baseline = Typical travel time)						
10 mins shorter	-0.017274	0.0282578	-0.61	0.541	-0.0726583	0.0381104
15 mins longer	0.0387191	0.0397793	0.97	0.33	-0.0392469	0.1166851
30 mins longer	0.6717488	0.4661043	1.44	0.15	-0.2417988	1.585296
Appointment availability (Baseline = Every weekday: Mon-Fri)						
Every day: Mon-Sun	-0.1235764	0.0571352	-2.16	0.031	-0.2355594	-0.0115935
1 day every 2 months: Mon-Fri	0.0309446	0.0614599	0.5	0.615	-0.0895146	0.1514039
1 day every 2 months: Sat or Sun	0.0006926	0.0858148	0.01	0.994	-0.1675014	0.1688866

Opening times (Baseline = 9-12pm and 2-5pm)						
9am-5pm	-0.0251067	0.0733624	-0.34	0.732	-0.1688943	0.118681
9am-8pm	-0.15516	0.0634752	-2.44	0.015	-0.2795692	-0.0307508
2pm-8pm	-0.1157461	0.0834496	-1.39	0.165	-0.2793043	0.047812
Health report provided (Baseline = Health report not provided)						
Health report provided	-0.0775758	0.0441169	-1.76	0.079	-0.1640434	0.0088917
Change of place (Baseline = Last place)						
Different place	-0.0366143	0.03295	-1.11	0.266	-0.1011952	0.0279666
Maximum number of donations per year (Baseline = 4)						
5	-0.1138424	0.0417017	-2.73	0.006	-0.1955763	-0.0321086
6	-0.0734984	0.0456478	-1.61	0.107	-0.1629665	0.0159697
Age						
	-0.0027473	0.000266	-10.33	0	-0.0032686	-0.002226
Blood type (Baseline = Standard demand)						
High demand	-0.0152318	0.0077912	-1.95	0.051	-0.0305023	0.0000388
Ethnicity (baseline = White)						
Black/mixed black	-0.0369694	0.036319	-1.02	0.309	-0.1081532	0.0342145
Asian/mixed Asian	0.0400216	0.0253853	1.58	0.115	-0.0097326	0.0897758
Other or not stated	0.0149535	0.0170391	0.88	0.38	-0.0184425	0.0483495
Venue (Baseline = Static donor centre)						
Mobile session	0.0101412	0.0085866	1.18	0.238	-0.0066883	0.0269707
Number of donations in last 12 months						
	-0.0087378	0.0026532	-3.29	0.001	-0.013938	-0.0035376
Nursery donor (Baseline = Nursery donor)						
Not nursery donor	-0.0959752	0.0997307	-0.96	0.336	-0.2914438	0.0994933
Interval arm (Baseline = Control arm)						
Reduced intervals	-0.0049156	0.006206	-0.79	0.428	-0.0170791	0.0072479

INTERACTIONS

Travel time (Baseline = Typical travel time) * Appointment availability (Baseline = Every day: Mon-Fri)

10 mins shorter * Every day: Mon-Sun	0.0114637	0.0049154	2.33	0.02	0.0018296	0.0210978
10 mins shorter * 1 day every 2 months; Mon-Fri	0.0029831	0.005889	0.51	0.612	-0.0085592	0.0145254
10 mins shorter * 1 day every 2 months: Sat or Sun	-0.0091326	0.008171	-1.12	0.264	-0.0251474	0.0068821
15 mins longer * Every day: Mon-Sun	0.015723	0.0058426	2.69	0.007	0.0042716	0.0271743
15 mins longer * 1 day every 2 months: Mon-Fri	0.0197652	0.0077421	2.55	0.011	0.0045909	0.0349394
15 mins longer * 1 day every 2 months: Sat or Sun	0.0130047	0.0102855	1.26	0.206	-0.0071544	0.0331638
30 mins longer * Every day: Mon-Sun	-0.0154223	0.0102403	-1.51	0.132	-0.0354929	0.0046483
30 mins longer * 1 day every 2 months: Mon-Fri	0.0105982	0.0121188	0.87	0.382	-0.0131543	0.0343506
30 mins longer * 1 day every 2 months: Sat or Sun	0.0072211	0.0147234	0.49	0.624	-0.0216363	0.0360785

Travel time (Baseline = Typical travel time) * Opening times (Baseline = 9am-12pm, 2pm-5pm)

10 mins shorter * 9am-5pm	-0.0029537	0.0072132	-0.41	0.682	-0.0170913	0.0111839
10 mins shorter * 9am-8pm	0.0090821	0.0062735	1.45	0.148	-0.0032138	0.0213779
10 mins shorter * 2pm-8pm	0.0001649	0.006914	0.02	0.981	-0.0133863	0.0137161
15 mins longer * 9am-5pm	-0.0150664	0.0093474	-1.61	0.107	-0.0333869	0.0032541
15 mins longer * 9am-8pm	-0.0068136	0.0081971	-0.83	0.406	-0.0228797	0.0092524
15 mins longer * 2pm-8pm	-0.0147449	0.0086095	-1.71	0.087	-0.0316191	0.0021294
30 mins longer * 9am-5pm	-0.0001489	0.0129925	-0.01	0.991	-0.0256138	0.025316
30 mins longer * 9am-8pm	-0.021688	0.0126999	-1.71	0.088	-0.0465795	0.0032034
30 mins longer * 2pm-8pm	-0.0321628	0.0132104	-2.43	0.015	-0.0580547	-0.0062708

Travel time (Baseline = Typical travel time) * Health report provided (Baseline = Health report not provided)

10 mins shorter * Health report provided	0.0095188	0.0045293	2.1	0.036	0.0006415	0.018396
15 mins longer * Health report provided	-0.0059593	0.0054854	-1.09	0.277	-0.0167105	0.0047919
30 mins longer * Health report provided	0.0070207	0.0088918	0.79	0.43	-0.010407	0.0244483

Travel time (Baseline = Typical travel time) * Change of place (Baseline = Last place)

10 mins shorter * Different place	0	(omitted)
15 mins longer * Different place	0	(omitted)
30 mins longer * Different place	0	(omitted)

Travel time (Baseline = Typical travel time) * Maximum number of donations per year (Baseline = 4)

10 mins shorter * 5	-0.0093165	0.0058158	-1.6	0.109	-0.0207153	0.0020823
10 mins shorter * 6	-0.0079997	0.0055998	-1.43	0.153	-0.0189752	0.0029757
15 mins longer * 5	-0.0028224	0.007448	-0.38	0.705	-0.0174201	0.0117753
15 mins longer * 6	-0.014055	0.0066447	-2.12	0.034	-0.0270783	-0.0010316
30 mins longer * 5	-0.0315053	0.0105325	-2.99	0.003	-0.0521485	-0.010862
30 mins longer * 6	-0.0432655	0.0104979	-4.12	0	-0.063841	-0.02269

Appointment availability (Baseline = Every weekday: Mon-Fri) * Opening times (Baseline = 9am-12pm, 2pm-5pm)

Every day: Mon-Sun * 9am-5pm	-0.0061361	0.0059094	-1.04	0.299	-0.0177183	0.005446
Every day: Mon-Sun * 9am-8pm	0.0184789	0.0048002	3.85	0	0.0090708	0.0278871
Every day: Mon-Sun * 2pm-8pm	0.0212742	0.0052266	4.07	0	0.0110303	0.0315181
1 day every 2 months: Mon-Fri * 9am-5pm	0.0044036	0.0068486	0.64	0.52	-0.0090194	0.0178266
1 day every 2 months: Mon-Fri * 9am-8pm	0.0031629	0.0057216	0.55	0.58	-0.0080513	0.0143771
1 day every 2 months: Mon-Fri * 2pm-8pm	0.0001408	0.0061286	0.02	0.982	-0.011871	0.0121526
1 day every 2 months: Sat or Sun * 9am-5pm	-0.0095783	0.0086235	-1.11	0.267	-0.02648	0.0073233
1 day every 2 months: Sat or Sun * 9am-8pm	0.0243417	0.007492	3.25	0.001	0.0096576	0.0390258
1 day every 2 months: Sat or Sun * 2pm-8pm	0.0270325	0.0082689	3.27	0.001	0.0108258	0.0432393

Appointment availability (Baseline = Every weekday: Mon-Fri) * Health report provided (Baseline = Health report not provided)

Every day: Mon-Sun * Health report provided	0.0005934	0.0030667	0.19	0.847	-0.0054173	0.006604
1 day every 2 months: Mon-Fri * Health report provided	0.0032513	0.0037787	0.86	0.39	-0.0041549	0.0106575
1 day every 2 months: Sat or Sun * Health report provided	-0.0008105	0.0052704	-0.15	0.878	-0.0111403	0.0095193

Appointment availability (Baseline = Every weekday: Mon-Fri) * Change of place (Baseline = Last place)

Every day Mon-Sun * Different place	-0.0080624	0.0040044	-2.01	0.044	-0.0159109	-0.0002138
1 day every 2 months: Mon-Fri * Different place	0.001037	0.0048114	0.22	0.829	-0.0083932	0.0104672
1 day every 2 months: Sat or Sun * Different place	0.0000676	0.0069411	0.01	0.992	-0.0135366	0.0136719

Appointment availability (Baseline = Every weekday: Mon-Fri) * Maximum number of donations per year (Baseline = 4)

Every day Mon-Sun * 5	-0.0049653	0.0041896	-1.19	0.236	-0.0131768	0.0032462
Every day Mon-Sun * 6	-0.0059245	0.0041574	-1.43	0.154	-0.0140729	0.0022238
1 day every 2 months: Mon-Fri * 5	0.0013816	0.0052581	0.26	0.793	-0.0089241	0.0116874
1 day every 2 months: Mon-Fri * 6	-0.0031737	0.0050683	-0.63	0.531	-0.0131074	0.00676
1 day every 2 months: Sat or Sun * 5	-0.0099464	0.0069796	-1.43	0.154	-0.0236261	0.0037334
1 day every 2 months: Sat or Sun * 6	-0.0141433	0.007056	-2	0.045	-0.0279728	-0.0003138

Opening times (Baseline = 9am-12pm, 2pm-5pm) * Health report provided (Baseline = Health report not provided)

9am-5pm * Health report provided	0.000926	0.0045182	0.2	0.838	-0.0079295	0.0097815
9am-8pm * Health report provided	0.0023823	0.0042563	0.56	0.576	-0.0059599	0.0107245
2pm-8pm * Health report provided	0.0046658	0.0047213	0.99	0.323	-0.0045877	0.0139194

Opening times (Baseline = 9am-12pm, 2pm-5pm) * Change of place (Baseline = Last place)

9am-5pm * Different place	0.0085167	0.006512	1.31	0.191	-0.0042466	0.02128
9am-8pm * Different place	-0.0054121	0.0053097	-1.02	0.308	-0.0158189	0.0049947
2pm-8pm * Different place	0.0047588	0.0056837	0.84	0.402	-0.006381	0.0158986

**Opening times (Baseline = 9am-12pm, 2pm-5pm) * Maximum number of donations per year
(Baseline = 4)**

9am-5pm * 5	0.0023703	0.0058904	0.4	0.687	-0.0091747	0.0139153
9am-5pm * 6	0.0009049	0.0059904	0.15	0.88	-0.0108361	0.0126459
9am-8pm * 5	0.0017616	0.0048799	0.36	0.718	-0.0078028	0.0113261
9am-8pm * 6	0.0024586	0.0050712	0.48	0.628	-0.0074808	0.0123981
2pm-8pm * 5	-0.002083	0.0054269	-0.38	0.701	-0.0127194	0.0085534
2pm-8pm * 6	0.0034315	0.0056994	0.6	0.547	-0.0077391	0.0146022

**Health report provided (Baseline = Health report not provided) * Change of Place
(Baseline = Last place)**

Health report provided * Different plan	-0.0032926	0.0036411	-0.9	0.366	-0.010429	0.0038438
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**Health report provided (Baseline = Health report not provided) * Maximum number of donations per year
(Baseline = 4)**

Health report provided * 5	0.0141559	0.0038612	3.67	0	0.0065881	0.0217237
Health report provided * 6	0.0065666	0.0036211	1.81	0.07	-0.0005307	0.0136638

**Change of place (Baseline = Last place) * Maximum number of donations per year
(Baseline = 4)**

Different place * 5	0.0034899	0.0048117	0.73	0.468	-0.0059408	0.0129207
Different place * 6	0.0043427	0.0045153	0.96	0.336	-0.0045071	0.0131925

Travel time (Baseline = Typical travel time) * Age						
10 mins shorter	0.0003259	0.0001834	1.78	0.076	-0.0000337	0.0006854
15 mins longer	-0.0001274	0.0002594	-0.49	0.623	-0.0006359	0.000381
30 mins longer	-0.0014938	0.0004158	-3.59	0	-0.0023087	-0.000679
Appointment availability (Baseline = Every weekday: Mon-Fri) * Age						
Every day: Mon-Sun	0.0008266	0.0001446	5.72	0	0.0005432	0.0011101
1 day every 2 months: Mon-Fri	-0.0002842	0.0001983	-1.43	0.152	-0.0006729	0.0001045
1 day every 2 months: Sat or Sun	0.0004319	0.0002747	1.57	0.116	-0.0001064	0.0009703
Opening times (Baseline = 9-12pm and 2-5pm) * Age						
9am-5pm	0.0002909	0.0002049	1.42	0.156	-0.0001108	0.0006925
9am-8pm	0.0018042	0.0002034	8.87	0	0.0014056	0.0022028
2pm-8pm	0.0019142	0.0002092	9.15	0	0.0015041	0.0023242
Health report provided (Baseline = Health report not provided) * Age						
Health report provided	0.0000995	0.0001261	0.79	0.43	-0.0001475	0.0003466
Change of place (Baseline = Last place) * Age						
Different place	0.0001384	0.0001418	0.98	0.329	-0.0001396	0.0004164
Maximum number of donations per year (Baseline = 4) * Age						
5	0.000909	0.0001562	5.82	0	0.0006028	0.0012152
6	0.0012402	0.0001586	7.82	0	0.0009294	0.001551

Travel time (Baseline = Typical travel time) * Blood type (Baseline = standard demand)

10 mins shorter * high demand	-0.0002431	0.0060637	-0.04	0.968	-0.0121276	0.0116415
15 mins longer * high demand	-0.0088563	0.0087516	-1.01	0.312	-0.026009	0.0082965
30 mins longer * high demand	-0.0190543	0.0132341	-1.44	0.15	-0.0449927	0.0068841

Appointment availability (Baseline = Every weekday: Mon-Fri) * Blood type (Baseline = Standard demand)

Every day: Mon-Sun * Standard demand	0.0053098	0.0048006	1.11	0.269	-0.0040992	0.0147189
1 day every 2 months: Mon-Fri * Standard demand	0.0139324	0.006935	2.01	0.045	0.0003401	0.0275247
1 day every 2 months: Sat or Sun * Standard demand	0.0037323	0.0092493	0.4	0.687	-0.0143961	0.0218606

Opening times (baseline = 9-12pm and 2-5pm) * Blood type (Baseline = Standard demand)

9am-5pm * Standard demand	0.0042151	0.0064322	0.66	0.512	-0.0083919	0.016822
9am-8pm * Standard demand	0.0090483	0.0062331	1.45	0.147	-0.0031684	0.0212651
2pm-8pm * Standard demand	0.0011567	0.0067852	0.17	0.865	-0.012142	0.0144553

Health report provided (Baseline = Health report not provided) * Blood type (Baseline = Standard demand)

Health report provided * Standard demand	0.0011613	0.0044158	0.26	0.793	-0.0074934	0.0098161
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Change of place (Baseline = Last place) * Blood type (Baseline = Standard demand)

Different place * High demand	0.0011517	0.0048775	0.24	0.813	-0.008408	0.0107114
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Maximum number of donations per year (Baseline - 4) * Blood type (Baseline = Standard demand)						
5 * Standard demand	0.007358	0.0052331	1.41	0.16	-0.0028988	0.0176147
6 * Standard demand	0.0083294	0.0053688	1.55	0.121	-0.0021933	0.0188522
Travel time (Baseline = Typical travel time) * Ethnicity (Baseline = White)						
10 mins shorter * Black/mixed black	0.0148751	0.025059	0.59	0.553	-0.0342396	0.0639898
10 mins shorter * Asian/mixed Asian	0.0143848	0.0141852	1.01	0.311	-0.0134177	0.0421873
10 mins shorter * Other or not stated	0.0147655	0.0148358	1	0.32	-0.0143122	0.0438431
15 mins longer * Black/mixed black	0.0037018	0.0291559	0.13	0.899	-0.0534427	0.0608462
15 mins longer * Asian/mixed Asian	-0.0099133	0.0189793	-0.52	0.601	-0.047112	0.0272853
15 mins longer * Other or not stated	-0.012314	0.017191	-0.72	0.474	-0.0460077	0.0213798
30 mins longer * Black/mixed black	0.0216742	0.0558406	0.39	0.698	-0.0877715	0.1311198
30 mins longer * Asian/mixed Asian	-0.029847	0.0271792	-1.1	0.272	-0.0831174	0.0234233
30 mins longer * Other or not stated	0.0323483	0.0300663	1.08	0.282	-0.0265805	0.0912771
Appointment availability (Baseline = Every weekday: Mon-Fri) * Ethnicity (Baseline = White)						
Every day: Mon-Sun * Black/mixed black	-0.018694	0.0142308	-1.31	0.189	-0.0465859	0.0091978
Every day: Mon-Sun * Asian/mixed Asian	-0.0029135	0.0115098	-0.25	0.8	-0.0254722	0.0196452
Every day: Mon-Sun * Other or not stated	-0.00174	0.0110834	-0.16	0.875	-0.023463	0.019983
1 day every 2 months: Mon-Fri * Black/mixed black	-0.0193336	0.0232984	-0.83	0.407	-0.0649976	0.0263303
1 day every 2 months: Mon-Fri * Asian/mixed Asian	0.010657	0.017564	0.61	0.544	-0.0237679	0.0450819
1 day every 2 months: Mon-Fri * Other or not stated	0.001262	0.0139126	0.09	0.928	-0.0260061	0.0285301
1 day every 2 months: Sat or Sun * Black/mixed black	-0.000869	0.0369778	-0.02	0.981	-0.0733442	0.0716062
1 day every 2 months: Sat or Sun * Asian/mixed Asian	-0.0435836	0.0207804	-2.1	0.036	-0.0843124	-0.0028547
1 day every 2 months: Sat or Sun * Other or not stated	-0.0058538	0.02299	-0.25	0.799	-0.0509135	0.0392058

Opening times (Baseline = 9-12pm and 2-5pm) * Ethnicity (Baseline = White)

9am-5pm * Black/mixed black	0.0489038	0.0331158	1.48	0.14	-0.016002	0.1138096
9am-5pm * Asian/mixed Asian	-0.0168028	0.0184328	-0.91	0.362	-0.0529303	0.0193248
9am-5pm * Other or not stated	-0.0017392	0.0163711	-0.11	0.915	-0.0338259	0.0303474
9am-8pm * Black/mixed black	0.0225668	0.0244034	0.92	0.355	-0.0252629	0.0703966
9am-8pm * Asian/mixed Asian	-0.0338676	0.019377	-1.75	0.08	-0.0718458	0.0041106
9am-8pm * Other or not stated	-0.0208196	0.0145335	-1.43	0.152	-0.0493048	0.0076655
2pm-8pm * Black/mixed black	0.035328	0.0191353	1.85	0.065	-0.0021765	0.0728325
2pm-8pm * Asian/mixed Asian	-0.0370093	0.0175565	-2.11	0.035	-0.0714194	-0.0025992
2pm-8pm * Other or not stated	0.0025867	0.0167138	0.15	0.877	-0.0301718	0.0353453

Health report provided (Baseline = Health report not provided) * Ethnicity (Baseline = White)

Health report provided * Black/mixed black	0.0180379	0.0161331	1.12	0.264	-0.0135824	0.0496581
Health report provided * Asian/mixed Asian	-0.0086223	0.0097866	-0.88	0.378	-0.0278036	0.0105589
Health report provided * Other or not stated	-0.001207	0.0086374	-0.14	0.889	-0.018136	0.0157221

Change of place (Baseline = Last place) * Ethnicity (Baseline = White)

Different place * Black/mixed black	-0.0181416	0.0206312	-0.88	0.379	-0.0585781	0.0222949
Different place * Asian/mixed Asian	-0.0131857	0.0104412	-1.26	0.207	-0.03365	0.0072785
Different place * Other or not stated	-0.0119452	0.0115907	-1.03	0.303	-0.0346625	0.0107721

Maximum number of donations per year (Baseline = 4) * Ethnicity (Baseline = White)						
5 * Black/mixed black	0.0297059	0.021079	1.41	0.159	-0.0116082	0.0710201
5 * Asian/mixed Asian	-0.0124887	0.0145609	-0.86	0.391	-0.0410275	0.0160502
5 * Other or not stated	0.0081237	0.0114798	0.71	0.479	-0.0143763	0.0306236
6* Black/mixed black	0.0053467	0.0185992	0.29	0.774	-0.0311071	0.0418005
6 * Asian/mixed Asian	-0.0177182	0.0153652	-1.15	0.249	-0.0478334	0.0123971
6 * Other or not stated	0.0016108	0.0117255	0.14	0.891	-0.0213707	0.0245923
Travel time (Baseline = Typical travel time) * Venue (Baseline = Static donor centre)						
10 mins shorter * Mobile session	-0.0029514	0.0059571	-0.5	0.62	-0.0146271	0.0087242
15 mins longer * Mobile session	-0.0131165	0.0080096	-1.64	0.102	-0.0288151	0.002582
30 mins longer * Mobile session	-0.0427251	0.0117109	-3.65	0	-0.065678	-0.0197722
Appointment availability (Baseline = Every weekday: Mon-Fri) * Venue (Baseline = Static donor centre)						
Every day: Mon-Sun * Mobile session	-0.0046537	0.004824	-0.96	0.335	-0.0141086	0.0048013
1 day every 2 months: Mon-Fri * Mobile session	-0.0128358	0.0058943	-2.18	0.029	-0.0243885	-0.0012831
1 day every 2 months: Sat or Sun * Mobile session	-0.040813	0.0080172	-5.09	0	-0.0565264	-0.0250995
Opening times (Baseline = 9-12pm and 2-5pm) * Venue (Baseline = Static donor centre)						
9am-5pm * Mobile session	-0.006905	0.0066895	-1.03	0.302	-0.0200163	0.0062062
9am-8pm * Mobile session	-0.0119462	0.0066134	-1.81	0.071	-0.0249083	0.0010159
2pm-8pm * Mobile session	-0.0312579	0.0066486	-4.7	0	-0.044289	-0.0182269

Health report provided (Baseline = Health report not provided) * Venue (Baseline = Static donor centre)							
Health report provided * Mobile session	-0.002686	0.0040157	-0.67	0.504	-0.0105567	0.0051847	
Change of place (Baseline = Last place) * Venue (Baseline = Static donor centre)							
Different place * Mobile session	-0.0047786	0.004592	-1.04	0.298	-0.0137789	0.0042216	
Maximum number of donations per year (Baseline = 4) * Venue (Baseline = Static donor centre)							
5 * Mobile session	-0.0024506	0.0052083	-0.47	0.638	-0.0126587	0.0077576	
6 * Mobile session	-0.0040053	0.0052815	-0.76	0.448	-0.0143567	0.0063462	
Travel time (Baseline = Typical travel time) * Number of donations in last 12 months							
10 mins shorter	-0.0003308	0.0019852	-0.17	0.868	-0.0042217	0.0035601	
15 mins longer	-0.0074827	0.0028035	-2.67	0.008	-0.0129775	-0.0019879	
30 mins longer	-0.0213922	0.0043621	-4.9	0	-0.0299418	-0.0128425	
Appointment availability (Baseline = Every weekday: Mon-Fri) * Number of donations in last 12 months							
Every day: Mon-Sun	0.0033713	0.0015579	2.16	0.03	0.0003178	0.0064247	
1 day every 2 months: Mon-Fri	-0.0036438	0.0020435	-1.78	0.075	-0.0076491	0.0003614	
1 day every 2 months: Sat or Sun	-0.0051507	0.0029052	-1.77	0.076	-0.0108447	0.0005434	

Opening times (Baseline = 9-12pm and 2-5pm) * Number of donations in last 12 months							
9am-5pm	-0.0028517	0.0020442	-1.4	0.163	-0.0068583	0.0011549	
9am-8pm	0.0008606	0.0021066	0.41	0.683	-0.0032682	0.0049894	
2pm-8pm	0.0022062	0.0021773	1.01	0.311	-0.0020612	0.0064737	
Health report provided (Baseline = Health report not provided) * Number of donations in last 12 months							
Health report provided	-0.0000864	0.00137	-0.06	0.95	-0.0027716	0.0025989	
Change of place (Baseline = Last place) * Number of donations in last 12 months							
Different place	-0.0012086	0.0015611	-0.77	0.439	-0.0042683	0.0018511	
Maximum number of donations per year (Baseline - 4) * Number of donations in last 12 months							
5	0.0010699	0.0016171	0.66	0.508	-0.0020995	0.0042394	
6	-0.001745	0.0016852	-1.04	0.3	-0.005048	0.001558	
Travel time (Baseline = Typical travel time) * Nursery donor (Baseline = Nursery donor)							
10 mins shorter * Not nursery donor	-0.0079947	0.0251486	-0.32	0.751	-0.0572852	0.0412957	
15 mins longer * Not nursery donor	0.0430967	0.0362351	1.19	0.234	-0.0279227	0.1141162	
30 mins longer * Not nursery donor	-0.3636134	0.4656757	-0.78	0.435	-1.276321	0.5490942	

Appointment availability (Baseline = Every weekday: Mon-Fri) * Nursery donor (Baseline = Nursery donor)

Every day: Mon-Sun * Not nursery donor	0.0511629	0.0561646	0.91	0.362	-0.0589176	0.1612434
1 day every 2 months: Mon-Fri * Not nursery donor	0.0110969	0.0599703	0.19	0.853	-0.1064426	0.1286364
1 day every 2 months: Sat or Sun * Not nursery donor	0.05715	0.08367	0.68	0.495	-0.1068402	0.2211402

Opening times (Baseline = 9-12pm and 2-5pm) * Nursery donor (Baseline = Nursery donor)

9am-5pm * Not nursery donor	0.0173176	0.0716314	0.24	0.809	-0.1230774	0.1577125
9am-8pm * Not nursery donor	0.017732	0.0618049	0.29	0.774	-0.1034033	0.1388673
2pm-8pm * Not nursery donor	-0.0218373	0.0819724	-0.27	0.79	-0.1825001	0.1388256

Health report provided (Baseline = Health report not provided) * Nursery donor (Baseline = Nursery donor)

Health report provided * Not nursery donor	0.0578658	0.0429667	1.35	0.178	-0.0263475	0.142079
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Change of place (Baseline = Last place) * Nursery donor (Baseline = Nursery donor)

Different place * Not nursery donor	0.0452686	0.0312247	1.45	0.147	-0.0159307	0.1064679
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Maximum number of donations per year (Baseline = 4) * Nursery donor (Baseline = Nursery donor)

5 * Not nursery donor	0.0213127	0.0404654	0.53	0.598	-0.057998	0.1006233
6 * Not nursery donor	-0.0430611	0.0446002	-0.97	0.334	-0.1304758	0.0443536

Travel time (Baseline = Typical travel time) * Interval arm (Baseline = control arm)							
10 mins shorter * Reduced arm	-0.0047193	0.0048292	-0.98	0.328	-0.0141844	0.0047458	
15 mins longer * Reduced arm	-0.0107143	0.0069915	-1.53	0.125	-0.0244174	0.0029887	
30 mins longer * Reduced arm	0.0156855	0.01024	1.53	0.126	-0.0043845	0.0357556	
Appointment availability (Baseline = Every weekday: Mon-Fri) * Interval arm (Baseline = control arm)							
Every day: Mon-Sun * Reduced arm	-0.0002747	0.0037247	-0.07	0.941	-0.007575	0.0070255	
1 day every 2 months: Mon-Fri * Reduced arm	0.0002401	0.00482	0.05	0.96	-0.0092068	0.0096871	
1 day every 2 months: Sat or Sun * Reduced arm	0.0029021	0.007211	0.4	0.687	-0.0112313	0.0170355	
Opening times (Baseline = 9-12pm and 2-5pm) * Interval arm (Baseline = control arm)							
9am-5pm * Reduced arm	-0.0029294	0.0050025	-0.59	0.558	-0.0127341	0.0068752	
9am-8pm * Reduced arm	0.0021774	0.005001	0.44	0.663	-0.0076244	0.0119792	
2pm-8pm * Reduced arm	0.0050377	0.0052844	0.95	0.34	-0.0053196	0.015395	
Health report provided (Baseline = Health report not provided) * Interval arm (Baseline = control arm)							
Health report provided * Reduced arm	-0.0010893	0.0032584	-0.33	0.738	-0.0074757	0.0052971	
Change of place (Baseline = Last place) * Interval arm (Baseline = control arm)							
Different place * Reduced arm	0.0035931	0.0037479	0.96	0.338	-0.0037527	0.0109388	

Maximum number of donations per year (Baseline = 4) * Interval arm (Baseline = control arm)							
5 * Reduced arm	0.0022672	0.0039331	0.58	0.564	-0.0054416	0.0099759	
6 * Reduced arm	0.0014447	0.0039734	0.36	0.716	-0.006343	0.0092325	
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Constant	0.5599825	0.1011624	5.54	0	0.3617077	0.7582572	
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Male ex-INTERVAL respondents – Ordered logit regression

Log pseudolikelihood = -45016.099		Number of obs = 28,328		
		Wald chi2(204) = 5561.51		
		Prob > chi2 = 0.0000		
		Pseudo R2 = 0.0692		
/cut1	1.262036	0.8272744	-0.3593924	2.883464
/cut2	1.384478	0.8270608	-0.236531	3.005488
/cut3	1.779881	0.8268498	0.1592855	3.400477
/cut4	2.171296	0.8267457	0.5509046	3.791688
/cut5	3.641259	0.8265755	2.021201	5.261317
/cut6	4.676215	0.8271268	3.055076	6.297354

	Odds ratio	Robust standard error	z	P> z	[95% Conf. Interval]	
Travel time (Baseline = Typical travel time)						
10 mins shorter	-0.1513252	0.3764174	-0.4	0.688	-0.8890897	0.5864392
15 mins longer	-0.170791	0.568984	-0.3	0.764	-1.285979	0.9443971
30 mins longer	-2.910828	0.9614471	-3.03	0.002	-4.79523	-1.026426
Appointment availability (Baseline = Every weekday: Mon-Fri)						
Every day: Mon-Sun	1.246492	0.6732689	1.85	0.064	-0.0730907	2.566075
1 day every 2 months: Mon-Fri	-0.3577336	0.7909934	-0.45	0.651	-1.908052	1.192585
1 day every 2 months: Sat or Sun	0.0680215	0.8173286	0.08	0.934	-1.533913	1.669956
Opening times (Baseline = 9-12pm and 2-5pm)						
9am-5pm	0.2097221	0.7794839	0.27	0.788	-1.318038	1.737483
9am-8pm	1.807695	0.7141817	2.53	0.011	0.4079247	3.207466
2pm-8pm	1.308874	0.8162882	1.6	0.109	-0.2910213	2.908769
Health report provided (Baseline = Health report not provided)						
Health report provided	0.7924697	0.4359391	1.82	0.069	-0.0619553	1.646895
Change of place (Baseline = Last place)						
Different place	0.4464902	0.4218672	1.06	0.29	-0.3803543	1.273335
Maximum number of donations per year (Baseline = 4)						
5	1.390425	0.4511857	3.08	0.002	0.5061168	2.274732
6	1.245871	0.6612932	1.88	0.06	-0.0502395	2.541982
Age	0.0286948	0.0031198	9.2	0	0.0225802	0.0348095

Blood type (Baseline = Standard demand)						
High demand	0.1048096	0.1077694	0.97	0.331	-0.1064146	0.3160338
Ethnicity (baseline = White)						
Black/mixed black	0.3900808	0.5653755	0.69	0.49	-0.7180348	1.498196
Asian/mixed Asian	-0.580729	0.2918683	-1.99	0.047	-1.15278	-0.0086777
Other or not stated	-0.1777863	0.2067585	-0.86	0.39	-0.5830255	0.227453
Venue (Baseline = Static donor centre)						
Mobile session	-0.1926492	0.1141021	-1.69	0.091	-0.4162853	0.0309869
Number of donations in last 12 months	0.0965501	0.0313467	3.08	0.002	0.0351116	0.1579886
Nursery donor (Baseline = Nursery donor)						
Not nursery donor	0.8542853	0.8070639	1.06	0.29	-0.7275309	2.436102
Interval arm (Baseline = Control arm)						
Reduced intervals	0.1223845	0.0791215	1.55	0.122	-0.0326909	0.2774599

INTERACTIONS

Travel time (Baseline = Typical travel time) * Appointment availability (Baseline = Every day: Mon-Fri)

10 mins shorter * Every day: Mon-Sun	-0.2056081	0.0900456	-2.28	0.022	-0.3820942	-0.029122
10 mins shorter * 1 day every 2 months; Mon-Fri	-0.0184423	0.0943977	-0.2	0.845	-0.2034584	0.1665737
10 mins shorter * 1 day every 2 months: Sat or Sun	0.093832	0.1059808	0.89	0.376	-0.1138866	0.3015505
15 mins longer * Every day: Mon-Sun	-0.3005146	0.0913843	-3.29	0.001	-0.4796246	-0.1214047
15 mins longer * 1 day every 2 months: Mon-Fri	-0.1712499	0.1027073	-1.67	0.095	-0.3725525	0.0300526
15 mins longer * 1 day every 2 months: Sat or Sun	-0.0126707	0.112734	-0.11	0.911	-0.2336254	0.2082839
30 mins longer * Every day: Mon-Sun	-0.0616514	0.103099	-0.6	0.55	-0.2637217	0.1404189
30 mins longer * 1 day every 2 months: Mon-Fri	0.0473173	0.1064664	0.44	0.657	-0.161353	0.2559876
30 mins longer * 1 day every 2 months: Sat or Sun	0.3039098	0.1164174	2.61	0.009	0.0757359	0.5320837

Travel time (Baseline = Typical travel time) * Opening times (Baseline = 9am-12pm, 2pm-5pm)

10 mins shorter * 9am-5pm	0.0323043	0.1052933	0.31	0.759	-0.1740669	0.2386754
10 mins shorter * 9am-8pm	-0.1642743	0.0992397	-1.66	0.098	-0.3587805	0.0302319
10 mins shorter * 2pm-8pm	0.0083643	0.1025805	0.08	0.935	-0.1926898	0.2094183
15 mins longer * 9am-5pm	0.1506958	0.115128	1.31	0.191	-0.074951	0.3763426
15 mins longer * 9am-8pm	-0.0222494	0.1045044	-0.21	0.831	-0.2270743	0.1825755
15 mins longer * 2pm-8pm	0.1309927	0.106789	1.23	0.22	-0.07831	0.3402953
30 mins longer * 9am-5pm	0.0230324	0.1108403	0.21	0.835	-0.1942106	0.2402753
30 mins longer * 9am-8pm	-0.0207808	0.1135333	-0.18	0.855	-0.243302	0.2017404
30 mins longer * 2pm-8pm	0.1520191	0.1152527	1.32	0.187	-0.0738721	0.3779102

Travel time (Baseline = Typical travel time) * Health report provided (Baseline = Health report not

provided)							
10 mins shorter * Health report provided	-0.1344853	0.0715482	-1.88	0.06	-0.2747172	0.0057467	
15 mins longer * Health report provided	0.035459	0.0727881	0.49	0.626	-0.1072032	0.1781211	
30 mins longer * Health report provided	-0.1340243	0.0809245	-1.66	0.098	-0.2926334	0.0245847	
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Travel time (Baseline = Typical travel time) * Change of place (Baseline = Last place)							
10 mins shorter * Different place	0	(omitted)					
15 mins longer * Different place	0	(omitted)					
30 mins longer * Different place	0	(omitted)					
<hr/>							
Travel time (Baseline = Typical travel time) * Maximum number of donations per year (Baseline = 4)							
10 mins shorter * 5	0.1353421	0.0704456	1.92	0.055	-0.0027287	0.2734129	
10 mins shorter * 6	0.2901778	0.1032988	2.81	0.005	0.0877158	0.4926397	
15 mins longer * 5	-0.1227052	0.0787845	-1.56	0.119	-0.2771199	0.0317095	
15 mins longer * 6	-0.1353064	0.104275	-1.3	0.194	-0.3396816	0.0690689	
30 mins longer * 5	-0.1729221	0.0781958	-2.21	0.027	-0.326183	-0.0196612	
30 mins longer * 6	-0.5424115	0.1063898	-5.1	0	-0.7509317	-0.3338912	

Appointment availability (Baseline = Every weekday: Mon-Fri) * Opening times (Baseline = 9am-12pm, 2pm-5pm)

Every day: Mon-Sun * 9am-5pm	0.0987349	0.0889918	1.11	0.267	-0.0756858	0.2731556
Every day: Mon-Sun * 9am-8pm	-0.213292	0.0782428	-2.73	0.006	-0.3666451	-0.0599388
Every day: Mon-Sun * 2pm-8pm	-0.2294747	0.0803859	-2.85	0.004	-0.3870282	-0.0719212
1 day every 2 months: Mon-Fri * 9am-5pm	-0.0763284	0.0880296	-0.87	0.386	-0.2488632	0.0962064
1 day every 2 months: Mon-Fri * 9am-8pm	-0.1722743	0.0812727	-2.12	0.034	-0.3315658	-0.0129828
1 day every 2 months: Mon-Fri * 2pm-8pm	-0.0697745	0.0837241	-0.83	0.405	-0.2338707	0.0943217
1 day every 2 months: Sat or Sun * 9am-5pm	0.1019139	0.099726	1.02	0.307	-0.0935455	0.2973732
1 day every 2 months: Sat or Sun * 9am-8pm	-0.4074448	0.0874128	-4.66	0	-0.5787707	-0.2361188
1 day every 2 months: Sat or Sun * 2pm-8pm	-0.3297037	0.0944826	-3.49	0	-0.5148861	-0.1445213

Appointment availability (Baseline = Every weekday: Mon-Fri) * Health report provided (Baseline = Health report not provided)

Every day: Mon-Sun * Health report provided	-0.0150842	0.0514675	-0.29	0.769	-0.1159587	0.0857902
1 day every 2 months: Mon-Fri * Health report provided	-0.0689438	0.054245	-1.27	0.204	-0.175262	0.0373745
1 day every 2 months: Sat or Sun * Health report provided	-0.0544716	0.0622518	-0.88	0.382	-0.1764829	0.0675398

Appointment availability (Baseline = Every weekday: Mon-Fri) * Change of place (Baseline = Last place)

Every day Mon-Sun * Different place	0.1581166	0.0757535	2.09	0.037	0.0096424	0.3065908
1 day every 2 months: Mon-Fri * Different place	0.0333426	0.079732	0.42	0.676	-0.1229292	0.1896144
1 day every 2 months: Sat or Sun * Different place	0.055531	0.0895608	0.62	0.535	-0.120005	0.2310669

Appointment availability (Baseline = Every weekday: Mon-Fri) * Maximum number of donations per year (Baseline = 4)

Every day Mon-Sun * 5	0.1071725	0.0559104	1.92	0.055	-0.00241	0.2167549
Every day Mon-Sun * 6	0.3364283	0.0837142	4.02	0	0.1723516	0.5005051
1 day every 2 months: Mon-Fri * 5	-0.084215	0.0611078	-1.38	0.168	-0.2039841	0.0355541
1 day every 2 months: Mon-Fri * 6	-0.2419551	0.0855486	-2.83	0.005	-0.4096273	-0.0742829
1 day every 2 months: Sat or Sun * 5	-0.1283523	0.0675301	-1.9	0.057	-0.2607089	0.0040043
1 day every 2 months: Sat or Sun * 6	-0.495703	0.0952661	-5.2	0	-0.6824211	-0.3089849

Opening times (Baseline = 9am-12pm, 2pm-5pm) * Health report provided (Baseline = Health report not provided)

9am-5pm * Health report provided	-0.0121818	0.0605701	-0.2	0.841	-0.130897	0.1065334
9am-8pm * Health report provided	0.0046585	0.0611052	0.08	0.939	-0.1151056	0.1244225
2pm-8pm * Health report provided	-0.0631706	0.0645586	-0.98	0.328	-0.1897032	0.063362

Opening times (Baseline = 9am-12pm, 2pm-5pm) * Change of place (Baseline = Last place)

9am-5pm * Different place	-0.0596922	0.0963711	-0.62	0.536	-0.2485761	0.1291916
9am-8pm * Different place	0.1189256	0.0838885	1.42	0.156	-0.0454929	0.283344
2pm-8pm * Different place	-0.0348254	0.0864976	-0.4	0.687	-0.2043575	0.1347067

**Opening times (Baseline = 9am-12pm, 2pm-5pm) * Maximum number of donations per year
(Baseline = 4)**

9am-5pm * 5	-0.0264136	0.0625416	-0.42	0.673	-0.1489929	0.0961657
9am-5pm * 6	0.0601268	0.0913117	0.66	0.51	-0.1188409	0.2390945
9am-8pm * 5	0.0813241	0.0552293	1.47	0.141	-0.0269234	0.1895715
9am-8pm * 6	0.325923	0.085048	3.83	0	0.1592319	0.4926141
2pm-8pm * 5	0.0534257	0.059521	0.9	0.369	-0.0632333	0.1700846
2pm-8pm * 6	0.1325652	0.0898905	1.47	0.14	-0.043617	0.3087474

Health report provided (Baseline = Health report not provided) * Change of Place (Baseline = Last place)

Health report provided * Different plan	0.0616234	0.0577928	1.07	0.286	-0.0516484	0.1748951
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**Health report provided (Baseline = Health report not provided) * Maximum number of donations per year
(Baseline = 4)**

Health report provided * 5	-0.1472818	0.0436079	-3.38	0.001	-0.2327516	-0.061812
Health report provided * 6	0.0604262	0.0588706	1.03	0.305	-0.054958	0.1758103

**Change of place (Baseline = Last place) * Maximum number of donations per year
(Baseline = 4)**

Different place * 5	-0.0558553	0.0598308	-0.93	0.351	-0.1731215	0.0614108
Different place * 6	-0.2837438	0.0827298	-3.43	0.001	-0.4458912	-0.1215964

Travel time (Baseline = Typical travel time) * Age

10 mins shorter	-0.0050778	0.0027856	-1.82	0.068	-0.0105375	0.0003818
15 mins longer	0.0016093	0.0032721	0.49	0.623	-0.004804	0.0080226
30 mins longer	0.0102045	0.0033848	3.01	0.003	0.0035704	0.0168386

Appointment availability (Baseline = Every weekday: Mon-Fri) * Age						
Every day: Mon-Sun	-0.0123777	0.0023277	-5.32	0	-0.0169399	-0.0078154
1 day every 2 months: Mon-Fri	0.0028758	0.0026415	1.09	0.276	-0.0023015	0.008053
1 day every 2 months: Sat or Sun	-0.0032039	0.0029681	-1.08	0.28	-0.0090212	0.0026134
Opening times (Baseline = 9-12pm and 2-5pm) * Age						
9am-5pm	-0.0025624	0.0024852	-1.03	0.303	-0.0074333	0.0023085
9am-8pm	-0.0215444	0.0025883	-8.32	0	-0.0266174	-0.0164714
2pm-8pm	-0.023252	0.0026091	-8.91	0	-0.0283657	-0.0181384
Health report provided (Baseline = Health report not provided) * Age						
Health report provided	-0.0017964	0.001709	-1.05	0.293	-0.0051459	0.0015532
Change of place (Baseline = Last place) * Age						
Different place	-0.0023303	0.0021168	-1.1	0.271	-0.0064791	0.0018186
Maximum number of donations per year (Baseline = 4) * Age						
5	-0.008427	0.0017238	-4.89	0	-0.0118056	-0.0050483
6	-0.0199557	0.0027762	-7.19	0	-0.0253971	-0.0145144
Travel time (Baseline = Typical travel time) * Blood type (Baseline = standard demand)						
10 mins shorter * high demand	-0.0687545	0.0967874	-0.71	0.477	-0.2584543	0.1209453
15 mins longer * high demand	0.1530823	0.1183032	1.29	0.196	-0.0787878	0.3849524
30 mins longer * high demand	0.1823901	0.1195025	1.53	0.127	-0.0518305	0.4166107

Appointment availability (Baseline = Every weekday: Mon-Fri) * Blood type (Baseline = Standard demand)						
Every day: Mon-Sun * Standard demand	-0.0522866	0.0838261	-0.62	0.533	-0.2165827	0.1120095
1 day every 2 months: Mon-Fri * Standard demand	-0.1832339	0.0965517	-1.9	0.058	-0.3724718	0.0060039
1 day every 2 months: Sat or Sun * Standard demand	-0.0664548	0.1059728	-0.63	0.531	-0.2741576	0.141248
Opening times (baseline = 9-12pm and 2-5pm) * Blood type (Baseline = Standard demand)						
9am-5pm * Standard demand	-0.0096352	0.0871277	-0.11	0.912	-0.1804024	0.161132
9am-8pm * Standard demand	-0.0981476	0.0882126	-1.11	0.266	-0.2710411	0.0747459
2pm-8pm * Standard demand	0.0368525	0.0912145	0.4	0.686	-0.1419246	0.2156295
Health report provided (Baseline = Health report not provided) * Blood type (Baseline = Standard demand)						
Health report provided * Standard demand	-0.0002501	0.062717	0	0.997	-0.1231731	0.1226729
Change of place (Baseline = Last place) * Blood type (Baseline = Standard demand)						
Different place * High demand	-0.018748	0.0759567	-0.25	0.805	-0.1676203	0.1301244
Maximum number of donations per year (Baseline - 4) * Blood type (Baseline = Standard demand)						
5 * Standard demand	-0.0765711	0.062203	-1.23	0.218	-0.1984867	0.0453445
6 * Standard demand	-0.1243893	0.1020165	-1.22	0.223	-0.3243379	0.0755593

Travel time (Baseline = Typical travel time) * Ethnicity (Baseline = White)

10 mins shorter * Black/mixed black	-0.2765439	0.4223826	-0.65	0.513	-1.104399	0.5513109
10 mins shorter * Asian/mixed Asian	-0.1315526	0.2604468	-0.51	0.613	-0.6420189	0.3789137
10 mins shorter * Other or not stated	-0.4128918	0.223752	-1.85	0.065	-0.8514376	0.0256541
15 mins longer * Black/mixed black	-0.2591	0.4534789	-0.57	0.568	-1.147902	0.6297023
15 mins longer * Asian/mixed Asian	-0.0131826	0.2918444	-0.05	0.964	-0.5851871	0.558822
15 mins longer * Other or not stated	0.0406536	0.2403352	0.17	0.866	-0.4303948	0.511702
30 mins longer * Black/mixed black	-0.5628152	0.4780251	-1.18	0.239	-1.499727	0.3740968
30 mins longer * Asian/mixed Asian	0.0049769	0.2944112	0.02	0.987	-0.5720585	0.5820123
30 mins longer * Other or not stated	-0.433373	0.2375955	-1.82	0.068	-0.8990517	0.0323057

Appointment availability (Baseline = Every weekday: Mon-Fri) * Ethnicity (Baseline = White)

Every day: Mon-Sun * Black/mixed black	0.3420081	0.2693796	1.27	0.204	-0.1859663	0.8699825
Every day: Mon-Sun * Asian/mixed Asian	0.1856215	0.2088193	0.89	0.374	-0.2236569	0.5948999
Every day: Mon-Sun * Other or not stated	-0.0736947	0.1679452	-0.44	0.661	-0.4028611	0.2554718
1 day every 2 months: Mon-Fri * Black/mixed black	0.4831725	0.3760195	1.28	0.199	-0.2538123	1.220157
1 day every 2 months: Mon-Fri * Asian/mixed Asian	-0.1668878	0.2541324	-0.66	0.511	-0.6649781	0.3312026
1 day every 2 months: Mon-Fri * Other or not stated	0.0011666	0.1902708	0.01	0.995	-0.3717574	0.3740906
1 day every 2 months: Sat or Sun * Black/mixed black	0.0760269	0.4266293	0.18	0.859	-0.7601511	0.912205
1 day every 2 months: Sat or Sun * Asian/mixed Asian	0.4986954	0.2805632	1.78	0.075	-0.0511984	1.048589
1 day every 2 months: Sat or Sun * Other or not stated	0.0601093	0.2458962	0.24	0.807	-0.4218383	0.542057

Opening times (Baseline = 9-12pm and 2-5pm) * Ethnicity (Baseline = White)						
9am-5pm * Black/mixed black	-0.6215119	0.4396237	-1.41	0.157	-1.483158	0.2401346
9am-5pm * Asian/mixed Asian	0.1842187	0.2093216	0.88	0.379	-0.2260441	0.5944814
9am-5pm * Other or not stated	-0.0336926	0.2044603	-0.16	0.869	-0.4344274	0.3670422
9am-8pm * Black/mixed black	-0.1334872	0.3981504	-0.34	0.737	-0.9138476	0.6468733
9am-8pm * Asian/mixed Asian	0.6195164	0.2541559	2.44	0.015	0.12138	1.117653
9am-8pm * Other or not stated	0.2028303	0.1821749	1.11	0.266	-0.154226	0.5598866
2pm-8pm * Black/mixed black	-0.3674455	0.3455243	-1.06	0.288	-1.044661	0.3097697
2pm-8pm * Asian/mixed Asian	0.4868073	0.217506	2.24	0.025	0.0605033	0.9131113
2pm-8pm * Other or not stated	-0.1358537	0.1952821	-0.7	0.487	-0.5185995	0.2468922
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Health report provided (Baseline = Health report not provided) * Ethnicity (Baseline = White)						
Health report provided * Black/mixed black	-0.3963372	0.2427084	-1.63	0.102	-0.8720369	0.0793625
Health report provided * Asian/mixed Asian	0.1932343	0.1538519	1.26	0.209	-0.1083098	0.4947785
Health report provided * Other or not stated	0.0650655	0.1199134	0.54	0.587	-0.1699606	0.3000915
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Change of place (Baseline = Last place) * Ethnicity (Baseline = White)						
Different place * Black/mixed black	0.2618498	0.4011558	0.65	0.514	-0.5244012	1.048101
Different place * Asian/mixed Asian	0.191454	0.2142561	0.89	0.372	-0.2284802	0.6113883
Different place * Other or not stated	0.3499298	0.1755762	1.99	0.046	0.0058069	0.6940528
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Maximum number of donations per year (Baseline = 4) * Ethnicity (Baseline = White)

5 * Black/mixed black	-0.2451656	0.2725963	-0.9	0.368	-0.7794445	0.2891132
5 * Asian/mixed Asian	0.1662191	0.163813	1.01	0.31	-0.1548485	0.4872866
5 * Other or not stated	-0.1172433	0.1256443	-0.93	0.351	-0.3635016	0.129015
6* Black/mixed black	0.4020937	0.4089873	0.98	0.326	-0.3995066	1.203694
6 * Asian/mixed Asian	0.4317776	0.2728824	1.58	0.114	-0.1030621	0.9666172
6 * Other or not stated	-0.0245971	0.2145315	-0.11	0.909	-0.4450711	0.3958769

Travel time (Baseline = Typical travel time) * Venue (Baseline = Static donor centre)

10 mins shorter * Mobile session	0.108911	0.1048556	1.04	0.299	-0.0966022	0.3144242
15 mins longer * Mobile session	0.0311695	0.119128	0.26	0.794	-0.202317	0.2646561
30 mins longer * Mobile session	0.0662781	0.1175195	0.56	0.573	-0.1640559	0.296612

Appointment availability (Baseline = Every weekday: Mon-Fri) * Venue (Baseline = Static donor centre)

Every day: Mon-Sun * Mobile session	0.1377642	0.0891467	1.55	0.122	-0.0369601	0.3124884
1 day every 2 months: Mon-Fri * Mobile session	0.0640412	0.0943379	0.68	0.497	-0.1208577	0.2489401
1 day every 2 months: Sat or Sun * Mobile session	0.3089056	0.1045836	2.95	0.003	0.1039255	0.5138857

Opening times (Baseline = 9-12pm and 2-5pm) * Venue (Baseline = Static donor centre)

9am-5pm * Mobile session	0.1040722	0.0933647	1.11	0.265	-0.0789194	0.2870637
9am-8pm * Mobile session	0.2275542	0.0929729	2.45	0.014	0.0453307	0.4097777
2pm-8pm * Mobile session	0.5034288	0.0954637	5.27	0	0.3163233	0.6905343

Health report provided (Baseline = Health report not provided) * Venue (Baseline = Static donor centre)						
Health report provided * Mobile session	0.077098	0.0616109	1.25	0.211	-0.043657	0.1978531
Change of place (Baseline = Last place) * Venue (Baseline = Static donor centre)						
Different place * Mobile session	0.0278327	0.0791668	0.35	0.725	-0.1273314	0.1829968
Maximum number of donations per year (Baseline = 4) * Venue (Baseline = Static donor centre)						
5 * Mobile session	0.1745818	0.0660494	2.64	0.008	0.0451273	0.3040364
6 * Mobile session	0.5160942	0.1080124	4.78	0	0.3043937	0.7277946
Travel time (Baseline = Typical travel time) * Number of donations in last 12 months						
10 mins shorter	0.027454	0.0285192	0.96	0.336	-0.0284425	0.0833506
15 mins longer	0.0399687	0.0329352	1.21	0.225	-0.0245831	0.1045205
30 mins longer	0.021741	0.0325291	0.67	0.504	-0.0420149	0.0854969
Appointment availability (Baseline = Every weekday: Mon-Fri) * Number of donations in last 12 months						
Every day: Mon-Sun	-0.0108062	0.0238464	-0.45	0.65	-0.0575442	0.0359318
1 day every 2 months: Mon-Fri	0.0228057	0.0257344	0.89	0.376	-0.0276329	0.0732442
1 day every 2 months: Sat or Sun	-0.012731	0.0302417	-0.42	0.674	-0.0720037	0.0465416

Opening times (Baseline = 9-12pm and 2-5pm) * Number of donations in last 12 months							
9am-5pm	0.0445346	0.0247726	1.8	0.072	-0.0040187	0.093088	
9am-8pm	0.0377953	0.0266164	1.42	0.156	-0.0143718	0.0899624	
2pm-8pm	0.0071195	0.0267182	0.27	0.79	-0.0452471	0.0594862	
Health report provided (Baseline = Health report not provided) * Number of donations in last 12 months							
Health report provided	0.0170976	0.017557	0.97	0.33	-0.0173135	0.0515087	
Change of place (Baseline = Last place) * Number of donations in last 12 months							
Different place	-0.0148304	0.022326	-0.66	0.507	-0.0585885	0.0289278	
Maximum number of donations per year (Baseline - 4) * Number of donations in last 12 months							
5	0.061475	0.0175539	3.5	0	0.0270701	0.0958799	
6	0.247724	0.0269962	9.18	0	0.1948125	0.3006356	
Travel time (Baseline = Typical travel time) * Nursery donor (Baseline = Nursery donor)							
10 mins shorter * Not nursery donor	0.4551623	0.3331004	1.37	0.172	-0.1977024	1.108027	
15 mins longer * Not nursery donor	-0.4361348	0.5306928	-0.82	0.411	-1.476274	0.6040039	
30 mins longer * Not nursery donor	1.376253	0.9390538	1.47	0.143	-0.4642584	3.216765	

Appointment availability (Baseline = Every weekday: Mon-Fri) * Nursery donor (Baseline = Nursery donor)						
Every day: Mon-Sun * Not nursery donor	-0.3717058	0.6570558	-0.57	0.572	-1.659512	0.9160999
1 day every 2 months: Mon-Fri * Not nursery donor	0.0932248	0.7730462	0.12	0.904	-1.421918	1.608367
1 day every 2 months: Sat or Sun * Not nursery donor	-0.2791726	0.7932529	-0.35	0.725	-1.83392	1.275575
Opening times (Baseline = 9-12pm and 2-5pm) * Nursery donor (Baseline = Nursery donor)						
9am-5pm * Not nursery donor	-0.2682267	0.7596276	-0.35	0.724	-1.75707	1.220616
9am-8pm * Not nursery donor	-0.4507524	0.6947709	-0.65	0.516	-1.812478	0.9109736
2pm-8pm * Not nursery donor	0.1782007	0.7954042	0.22	0.823	-1.380763	1.737164
Health report provided (Baseline = Health report not provided) * Nursery donor (Baseline = Nursery donor)						
Health report provided * Not nursery donor	-0.607239	0.4175348	-1.45	0.146	-1.425592	0.2111142
Change of place (Baseline = Last place) * Nursery donor (Baseline = Nursery donor)						
Different place * Not nursery donor	-0.4630529	0.3960791	-1.17	0.242	-1.239354	0.3132478
Maximum number of donations per year (Baseline = 4) * Nursery donor (Baseline = Nursery donor)						
5 * Not nursery donor	-0.3861475	0.4380639	-0.88	0.378	-1.244737	0.4724419
6 * Not nursery donor	0.4259114	0.6367827	0.67	0.504	-0.8221598	1.673983

Travel time (Baseline = Typical travel time) * Interval arm (Baseline = control arm)							
10 mins shorter * Reduced arm	0.078993	0.0743023	1.06	0.288	-0.0666368	0.2246228	
15 mins longer * Reduced arm	0.1252002	0.0876922	1.43	0.153	-0.0466734	0.2970738	
30 mins longer * Reduced arm	-0.0842442	0.088029	-0.96	0.339	-0.2567779	0.0882895	
Appointment availability (Baseline = Every weekday: Mon-Fri) * Interval arm (Baseline = control arm)							
Every day: Mon-Sun * Reduced arm	-0.0359595	0.0617555	-0.58	0.56	-0.156998	0.0850789	
1 day every 2 months: Mon-Fri * Reduced arm	-0.0443328	0.0682044	-0.65	0.516	-0.178011	0.0893454	
1 day every 2 months: Sat or Sun * Reduced arm	-0.067311	0.0793891	-0.85	0.397	-0.2229107	0.0882887	
Opening times (Baseline = 9-12pm and 2-5pm) * Interval arm (Baseline = control arm)							
9am-5pm * Reduced arm	0.0642887	0.0642364	1	0.317	-0.0616123	0.1901898	
9am-8pm * Reduced arm	0.0104568	0.0675405	0.15	0.877	-0.1219201	0.1428337	
2pm-8pm * Reduced arm	-0.0787715	0.0699579	-1.13	0.26	-0.2158865	0.0583434	
Health report provided (Baseline = Health report not provided) * Interval arm (Baseline = control arm)							
Health report provided * Reduced arm	0.0273451	0.0451181	0.61	0.544	-0.0610848	0.115775	
Change of place (Baseline = Last place) * Interval arm (Baseline = control arm)							
Different place * Reduced arm	-0.102193	0.0569448	-1.79	0.073	-0.2138028	0.0094168	
Maximum number of donations per year (Baseline = 4) * Interval arm (Baseline = control arm)							
5 * Reduced arm	-0.0179166	0.0451292	-0.4	0.691	-0.1063682	0.0705351	
6 * Reduced arm	0.0312335	0.0736254	0.42	0.671	-0.1130697	0.1755367	

Female ex-INTERVAL respondents – Gamma regression

Optimization	: ML	No. of obs	= 24,912
Deviance	= 3375.4244	Residual df	= 24,728
Pearson	= 9671.895532	Scale parameter	= .3911313
Variance function:	$V(u) = u^2$	(1/df) Deviance	= .1365021
Link function	: $g(u) = 1/u$	(1/df) Pearson	= .3911313
Log pseudolikelihood	= -47056.5918	AIC:	94481.18

	Odds ratio	Robust standard error	z	P> z	[95% Conf. Interval]	
Travel time (Baseline = Typical travel time)						
10 mins shorter	-0.002349	0.0474521	-0.05	0.961	-0.0953534	0.0906553
15 mins longer	0.2211626	0.0824586	2.68	0.007	0.0595467	0.3827784
30 mins longer	0.7036919	0.187144	3.76	0	0.3368965	1.070487
Appointment availability (Baseline = Every weekday: Mon-Fri)						
Every day: Mon-Sun	-0.1894524	0.0433506	-4.37	0	-0.274418	-0.1044868
1 day every 2 months: Mon-Fri	0.1882802	0.0692207	2.72	0.007	0.0526101	0.3239503
1 day every 2 months: Sat or Sun	-0.0296522	0.0842932	-0.35	0.725	-0.1948639	0.1355596
Opening times (Baseline = 9-12pm and 2-5pm)						
9am-5pm	-0.0989794	0.077052	-1.28	0.199	-0.2499984	0.0520397
9am-8pm	-0.3896346	0.0711108	-5.48	0	-0.5290092	-0.2502601
2pm-8pm	-0.3341739	0.0799769	-4.18	0	-0.4909257	-0.1774221
Health report provided (Baseline = Health report not provided)						
Health report provided	-0.0301266	0.0349621	-0.86	0.389	-0.0986511	0.0383979
Change of place (Baseline = Last place)						
Different place	-0.0081397	0.0356358	-0.23	0.819	-0.0779846	0.0617051

Maximum number of donations per year (Baseline = 3)							
4	-0.1675017	0.0400687	-4.18	0	-0.2460349	-0.0889684	
Age	-0.0049228	0.0004247	-11.59	0	-0.0057552	-0.0040904	
Blood type (Baseline = Standard demand)							
High demand	0.0044916	0.0139634	0.32	0.748	-0.0228762	0.0318594	
Ethnicity (baseline = White)							
Black/mixed black	0.0129425	0.0567443	0.23	0.82	-0.0982744	0.1241593	
Asian/mixed Asian	-0.0496133	0.0387359	-1.28	0.2	-0.1255344	0.0263077	
Other or not stated	-0.0230358	0.0274786	-0.84	0.402	-0.0768929	0.0308214	
Venue (Baseline = Static donor centre)							
Mobile session	-0.0279461	0.0130612	-2.14	0.032	-0.0535456	-0.0023466	
Number of donations in last 12 months	-0.0245598	0.0059047	-4.16	0	-0.0361328	-0.0129867	
Nursery donor (Baseline = Nursery donor)							
Not nursery donor	-0.146212	0.0886809	-1.65	0.099	-0.3200234	0.0275995	
Interval arm (Baseline = Control arm)							
Reduced intervals	0.0177504	0.0102363	1.73	0.083	-0.0023124	0.0378131	

INTERACTIONS

Travel time (Baseline = Typical travel time) * Appointment availability (Baseline = Every day: Mon-Fri)

10 mins shorter * Every day: Mon-Sun	-0.0032917	0.0076798	-0.43	0.668	-0.0183439	0.0117604
10 mins shorter * 1 day every 2 months; Mon-Fri	0.0078793	0.0101663	0.78	0.438	-0.0120464	0.027805
10 mins shorter * 1 day every 2 months: Sat or Sun	-0.0233923	0.0145393	-1.61	0.108	-0.0518888	0.0051042
15 mins longer * Every day: Mon-Sun	-0.0369147	0.0109614	-3.37	0.001	-0.0583986	-0.0154308
15 mins longer * 1 day every 2 months: Mon-Fri	0.0023014	0.0149439	0.15	0.878	-0.0269881	0.031591
15 mins longer * 1 day every 2 months: Sat or Sun	-0.0410167	0.0174601	-2.35	0.019	-0.0752379	-0.0067955
30 mins longer * Every day: Mon-Sun	-0.0372902	0.018727	-1.99	0.046	-0.0739944	-0.000586
30 mins longer * 1 day every 2 months: Mon-Fri	0.0092346	0.0245752	0.38	0.707	-0.0389319	0.0574011
30 mins longer * 1 day every 2 months: Sat or Sun	0.0045267	0.0272993	0.17	0.868	-0.048979	0.0580323

Travel time (Baseline = Typical travel time) * Opening times (Baseline = 9am-12pm, 2pm-5pm)

10 mins shorter * 9am-5pm	0.0118575	0.012028	0.99	0.324	-0.0117171	0.035432
10 mins shorter * 9am-8pm	0.0216024	0.0100703	2.15	0.032	0.0018651	0.0413398
10 mins shorter * 2pm-8pm	0.0001291	0.0111506	0.01	0.991	-0.0217258	0.0219839
15 mins longer * 9am-5pm	0.0039521	0.0164035	0.24	0.81	-0.0281981	0.0361023
15 mins longer * 9am-8pm	-0.0165253	0.0134457	-1.23	0.219	-0.0428783	0.0098277
15 mins longer * 2pm-8pm	-0.0097321	0.0146575	-0.66	0.507	-0.0384602	0.0189959
30 mins longer * 9am-5pm	0.0002674	0.0264073	0.01	0.992	-0.05149	0.0520247
30 mins longer * 9am-8pm	-0.0494281	0.0238126	-2.08	0.038	-0.0961	-0.0027563
30 mins longer * 2pm-8pm	-0.0647569	0.0251262	-2.58	0.01	-0.1140034	-0.0155104

Travel time (Baseline = Typical travel time) * Health report provided (Baseline = Health report not provided)

10 mins shorter * Health report provided	0.0110643	0.0069746	1.59	0.113	-0.0026057	0.0247343
15 mins longer * Health report provided	0.0079886	0.0097965	0.82	0.415	-0.0112122	0.0271893
30 mins longer * Health report provided	-0.0327977	0.0170957	-1.92	0.055	-0.0663046	0.0007092

Travel time (Baseline = Typical travel time) * Change of place (Baseline = Last place)

10 mins shorter * Different place	0	(omitted)
15 mins longer * Different place	0	(omitted)
30 mins longer * Different place	0	(omitted)

Travel time (Baseline = Typical travel time) * Maximum number of donations per year (Baseline = 3)

10 mins shorter * 4	0.0020874	0.0074777	0.28	0.78	-0.0125687	0.0167435
15 mins longer * 4	0.0016326	0.0093724	0.17	0.862	-0.016737	0.0200021
30 mins longer * 4	0.0059278	0.0176117	0.34	0.736	-0.0285906	0.0404462

Appointment availability (Baseline = Every weekday: Mon-Fri) * Opening times (Baseline = 9am-12pm, 2pm-5pm)

Every day: Mon-Sun * 9am-5pm	0.0081824	0.0090818	0.9	0.368	-0.0096176	0.0259823
Every day: Mon-Sun * 9am-8pm	0.0526097	0.008485	6.2	0	0.0359793	0.06924
Every day: Mon-Sun * 2pm-8pm	0.0643256	0.0092101	6.98	0	0.0462742	0.082377
1 day every 2 months: Mon-Fri * 9am-5pm	0.0006358	0.0130016	0.05	0.961	-0.0248469	0.0261185
1 day every 2 months: Mon-Fri * 9am-8pm	-0.0100243	0.0110633	-0.91	0.365	-0.0317079	0.0116594
1 day every 2 months: Mon-Fri * 2pm-8pm	0.0106872	0.011647	0.92	0.359	-0.0121405	0.0335149
1 day every 2 months: Sat or Sun * 9am-5pm	0.0102108	0.0133989	0.76	0.446	-0.0160505	0.0364721
1 day every 2 months: Sat or Sun * 9am-8pm	0.0833856	0.0133891	6.23	0	0.0571435	0.1096277
1 day every 2 months: Sat or Sun * 2pm-8pm	0.0845715	0.014173	5.97	0	0.0567929	0.11235

Appointment availability (Baseline = Every weekday: Mon-Fri) * Health report provided (Baseline = Health report not provided)

Every day: Mon-Sun * Health report provided	0.0101706	0.0055062	1.85	0.065	-0.0006214	0.0209625
1 day every 2 months: Mon-Fri * Health report provided	0.0096344	0.0074208	1.3	0.194	-0.0049102	0.0241789
1 day every 2 months: Sat or Sun * Health report provided	-0.0119027	0.0086178	-1.38	0.167	-0.0287932	0.0049878

Appointment availability (Baseline = Every weekday: Mon-Fri) * Change of place (Baseline = Last place)

Every day Mon-Sun * Different place	-0.0041501	0.0064211	-0.65	0.518	-0.0167353	0.0084351
1 day every 2 months: Mon-Fri * Different place	-0.0078249	0.0084227	-0.93	0.353	-0.0243332	0.0086833
1 day every 2 months: Sat or Sun * Different place	0.025891	0.0118822	2.18	0.029	0.0026023	0.0491797

Appointment availability (Baseline = Every weekday: Mon-Fri) * Maximum number of donations per year (Baseline = 3)							
Every day Mon-Sun * 4	-0.0013178	0.0052885	-0.25	0.803	-0.011683	0.0090474	
1 day every 2 months: Mon-Fri * 4	-0.0004474	0.0074167	-0.06	0.952	-0.0149838	0.014089	
1 day every 2 months: Sat or Sun * 4	-0.0244083	0.0091123	-2.68	0.007	-0.0422681	-0.0065486	
Opening times (Baseline = 9am-12pm, 2pm-5pm) * Health report provided (Baseline = Health report not provided)							
9am-5pm * Health report provided	0.0090744	0.0079638	1.14	0.255	-0.0065345	0.0246832	
9am-8pm * Health report provided	0.0034569	0.0070204	0.49	0.622	-0.0103028	0.0172165	
2pm-8pm * Health report provided	-0.0006083	0.0076552	-0.08	0.937	-0.0156122	0.0143956	
Opening times (Baseline = 9am-12pm, 2pm-5pm) * Change of place (Baseline = Last place)							
9am-5pm * Different place	-0.0094085	0.010061	-0.94	0.35	-0.0291277	0.0103107	
9am-8pm * Different place	-0.023444	0.0082778	-2.83	0.005	-0.0396682	-0.0072199	
2pm-8pm * Different place	-0.0131442	0.0096728	-1.36	0.174	-0.0321025	0.0058141	
Opening times (Baseline = 9am-12pm, 2pm-5pm) * Maximum number of donations per year (Baseline = 3)							
9am-5pm * 4	0.0153577	0.0083484	1.84	0.066	-0.0010049	0.0317203	
9am-8pm * 4	0.0221755	0.0079223	2.8	0.005	0.0066482	0.0377029	
2pm-8pm * 4	0.0098129	0.008294	1.18	0.237	-0.006443	0.0260687	
Health report provided (Baseline = Health report not provided) * Change of Place (Baseline = Last place)							
Health report provided * Different plan	-0.0087179	0.0063446	-1.37	0.169	-0.0211532	0.0037174	

Health report provided (Baseline = Health report not provided) * Maximum number of donations per year (Baseline = 3)						
Health report provided * 4	-0.0020314	0.0051989	-0.39	0.696	-0.012221	0.0081582
Change of place (Baseline = Last place) * Maximum number of donations per year (Baseline = 3)						
Different place * 4	-0.0034957	0.0061937	-0.56	0.572	-0.015635	0.0086437
Travel time (Baseline = Typical travel time) * Age						
10 mins shorter	0.0000459	0.0002906	0.16	0.874	-0.0005237	0.0006155
15 mins longer	-0.0005111	0.0003945	-1.3	0.195	-0.0012843	0.0002621
30 mins longer	-0.0016878	0.0007624	-2.21	0.027	-0.0031819	-0.0001936
Appointment availability (Baseline = Every weekday: Mon-Fri) * Age						
Every day: Mon-Sun	0.0017195	0.0002365	7.27	0	0.001256	0.002183
1 day every 2 months: Mon-Fri	-0.0009689	0.0003315	-2.92	0.003	-0.0016186	-0.0003192
1 day every 2 months: Sat or Sun	0.0017102	0.0004309	3.97	0	0.0008656	0.0025548
Opening times (Baseline = 9-12pm and 2-5pm) * Age						
9am-5pm	0.0010895	0.000361	3.02	0.003	0.0003819	0.0017971
9am-8pm	0.0039279	0.0003491	11.25	0	0.0032436	0.0046121
2pm-8pm	0.0037675	0.000369	10.21	0	0.0030443	0.0044907
Health report provided (Baseline = Health report not provided) * Age						
Health report provided	0.0002264	0.0002018	1.12	0.262	-0.0001692	0.0006221
Change of place (Baseline = Last place) * Age						
Different place	0.0003775	0.0002468	1.53	0.126	-0.0001063	0.0008613

Maximum number of donations per year (Baseline =3) * Age							
5	0.0007518	0.0002102	3.58	0	0.0003398	0.0011639	
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Travel time (baseline = Typical travel time) * Blood type (baseline - standard demand)							
10 mins shorter * high demand	-0.0044577	0.0102454	-0.44	0.663	-0.0245383	0.0156228	
15 mins longer * high demand	0.0063985	0.0141173	0.45	0.65	-0.0212709	0.0340679	
30 mins longer * high demand	-0.0312462	0.0249841	-1.25	0.211	-0.0802141	0.0177217	
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Appointment availability (Baseline = Every weekday: Mon-Fri) * Blood type (Baseline = Standard demand)							
Every day: Mon-Sun * Standard demand	-0.0057228	0.008178	-0.7	0.484	-0.0217514	0.0103057	
1 day every 2 months: Mon-Fri * Standard demand	0.0105752	0.0119032	0.89	0.374	-0.0127546	0.033905	
1 day every 2 months: Sat or Sun * Standard demand	0.0059674	0.0160705	0.37	0.71	-0.0255301	0.0374649	
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Opening times (baseline = 9-12pm and 2-5pm) * Blood type (Baseline = Standard demand)							
9am-5pm * Standard demand	-0.0034273	0.0117698	-0.29	0.771	-0.0264958	0.0196411	
9am-8pm * Standard demand	0.0050793	0.0112717	0.45	0.652	-0.0170128	0.0271715	
2pm-8pm * Standard demand	0.0080116	0.0126209	0.63	0.526	-0.0167249	0.0327481	
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Health report provided (Baseline = Health report not provided) * Blood type (Baseline = Standard demand)							
Health report provided * Standard demand	-0.0083959	0.0073001	-1.15	0.25	-0.0227039	0.0059121	
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Change of place (Baseline = Last place) * Blood type (Baseline = Standard demand)						
Different place * High demand	0.0063101	0.0083798	0.75	0.451	-0.0101139	0.0227342
Maximum number of donations per year (Baseline =3) * Blood type (Baseline = Standard demand)						
4 * Standard demand	-0.0091118	0.0076812	-1.19	0.236	-0.0241666	0.0059431
Travel time (Baseline = Typical travel time) * Ethnicity (Baseline = White)						
10 mins shorter * Black/mixed black	-0.0205568	0.026288	-0.78	0.434	-0.0720802	0.0309667
10 mins shorter * Asian/mixed Asian	-0.0228378	0.0277876	-0.82	0.411	-0.0773005	0.031625
10 mins shorter * Other or not stated	-0.019043	0.0259298	-0.73	0.463	-0.0698644	0.0317784
15 mins longer * Black/mixed black	-0.0047216	0.0425122	-0.11	0.912	-0.088044	0.0786008
15 mins longer * Asian/mixed Asian	-0.0157569	0.0342313	-0.46	0.645	-0.0828491	0.0513352
15 mins longer * Other or not stated	-0.0439968	0.0304409	-1.45	0.148	-0.1036599	0.0156662
30 mins longer * Black/mixed black	-0.0565676	0.0873921	-0.65	0.517	-0.227853	0.1147178
30 mins longer * Asian/mixed Asian	-0.0641357	0.0605736	-1.06	0.29	-0.1828578	0.0545863
30 mins longer * Other or not stated	-0.0635699	0.055782	-1.14	0.254	-0.1729005	0.0457607

**Appointment availability (Baseline = Every weekday: Mon-Fri) * Ethnicity
(Baseline = White)**

Every day: Mon-Sun * Black/mixed black	-0.0084867	0.0223599	-0.38	0.704	-0.0523114	0.035338
Every day: Mon-Sun * Asian/mixed Asian	-0.0029623	0.0196956	-0.15	0.88	-0.0415649	0.0356403
Every day: Mon-Sun * Other or not stated	0.0089804	0.0166458	0.54	0.59	-0.0236448	0.0416057
1 day every 2 months: Mon-Fri * Black/mixed black	-0.0167582	0.0355498	-0.47	0.637	-0.0864345	0.0529181
1 day every 2 months: Mon-Fri * Asian/mixed Asian	-0.0084745	0.0252428	-0.34	0.737	-0.0579495	0.0410004
1 day every 2 months: Mon-Fri * Other or not stated	0.0129241	0.0257959	0.5	0.616	-0.0376348	0.0634831
1 day every 2 months: Sat or Sun * Black/mixed black	0.1077381	0.0750256	1.44	0.151	-0.0393094	0.2547855
1 day every 2 months: Sat or Sun * Asian/mixed Asian	-0.0446866	0.0310555	-1.44	0.15	-0.1055543	0.0161811
1 day every 2 months: Sat or Sun * Other or not stated	-0.0265947	0.0329732	-0.81	0.42	-0.091221	0.0380315

Opening times (Baseline = 9-12pm and 2-5pm) * Ethnicity (Baseline = White)

9am-5pm * Black/mixed black	0.0344297	0.0421132	0.82	0.414	-0.0481106	0.11697
9am-5pm * Asian/mixed Asian	0.0038246	0.0290742	0.13	0.895	-0.0531598	0.0608089
9am-5pm * Other or not stated	-0.0000414	0.0231711	0	0.999	-0.045456	0.0453732
9am-8pm * Black/mixed black	0.012124	0.0428094	0.28	0.777	-0.071781	0.0960289
9am-8pm * Asian/mixed Asian	0.0665107	0.0312663	2.13	0.033	0.00523	0.1277915
9am-8pm * Other or not stated	0.0138381	0.0229174	0.6	0.546	-0.0310792	0.0587554
2pm-8pm * Black/mixed black	0.011853	0.0403125	0.29	0.769	-0.067158	0.0908641
2pm-8pm * Asian/mixed Asian	0.0591289	0.0319135	1.85	0.064	-0.0034204	0.1216781
2pm-8pm * Other or not stated	0.0538322	0.0297817	1.81	0.071	-0.0045388	0.1122031

Health report provided (Baseline = Health report not provided) * Ethnicity (Baseline = White)						
Health report provided * Black/mixed black	-0.0132474	0.0245824	-0.54	0.59	-0.0614279	0.0349332
Health report provided * Asian/mixed Asian	-0.0112344	0.0186812	-0.6	0.548	-0.0478489	0.0253801
Health report provided * Other or not stated	0.0027863	0.0167211	0.17	0.868	-0.0299865	0.035559
Change of place (Baseline = Last place) * Ethnicity (Baseline = White)						
Different place * Black/mixed black	-0.0045837	0.0257622	-0.18	0.859	-0.0550767	0.0459093
Different place * Asian/mixed Asian	-0.0032135	0.0255335	-0.13	0.9	-0.0532583	0.0468312
Different place * Other or not stated	0.0071162	0.0241972	0.29	0.769	-0.0403094	0.0545418
Maximum number of donations per year (Baseline = 3) * Ethnicity (Baseline = White)						
4 * Black/mixed black	-0.0288262	0.0264143	-1.09	0.275	-0.0805973	0.0229449
4 * Asian/mixed Asian	0.0266948	0.0219987	1.21	0.225	-0.0164218	0.0698114
4 * Other or not stated	0.0210232	0.0166643	1.26	0.207	-0.0116383	0.0536846

Travel time (Baseline = Typical travel time) * Venue (Baseline = Static donor centre)							
10 mins shorter * Mobile session	0.0011455	0.009385	0.12	0.903	-0.0172488	0.0195398	
15 mins longer * Mobile session	-0.0174796	0.0120764	-1.45	0.148	-0.0411489	0.0061898	
30 mins longer * Mobile session	-0.0759047	0.0226443	-3.35	0.001	-0.1202867	-0.0315227	
Appointment availability (Baseline = Every weekday: Mon-Fri) * Venue (Baseline = Static donor centre)							
Every day: Mon-Sun * Mobile session	0.007097	0.0078478	0.9	0.366	-0.0082844	0.0224784	
1 day every 2 months: Mon-Fri * Mobile session	-0.0356225	0.0099329	-3.59	0	-0.0550906	-0.0161544	
1 day every 2 months: Sat or Sun * Mobile session	-0.0591065	0.0126159	-4.69	0	-0.0838332	-0.0343799	
Opening times (Baseline = 9-12pm and 2-5pm) * Venue (Baseline = Static donor centre)							
9am-5pm * Mobile session	0.0116014	0.0105533	1.1	0.272	-0.0090827	0.0322855	
9am-8pm * Mobile session	0.0091551	0.0106633	0.86	0.391	-0.0117446	0.0300548	
2pm-8pm * Mobile session	-0.0083297	0.0109231	-0.76	0.446	-0.0297386	0.0130792	
Health report provided (Baseline = Health report not provided) * Venue (Baseline = Static donor centre)							
Health report provided * Mobile session	0.0041475	0.0070232	0.59	0.555	-0.0096177	0.0179128	
Change of place (Baseline = Last place) * Venue (Baseline = Static donor centre)							
Different place * Mobile session	-0.0070796	0.007389	-0.96	0.338	-0.0215617	0.0074025	
Maximum number of donations per year (Baseline = 3) * Venue (Baseline = Static donor centre)							
4 * Mobile session	0.0222045	0.0069551	3.19	0.001	0.0085729	0.0358362	

Travel time (Baseline = Typical travel time) * Number of donations in last 12 months

10 mins shorter	0.0019467	0.0039844	0.49	0.625	-0.0058627	0.0097561
15 mins longer	-0.0091681	0.0055998	-1.64	0.102	-0.0201435	0.0018074
30 mins longer	-0.036187	0.0106414	-3.4	0.001	-0.0570438	-0.0153302

Appointment availability (Baseline = Every weekday: Mon-Fri) * Number of donations in last 12 months

Every day: Mon-Sun	0.0063934	0.0032569	1.96	0.05	0.0000101	0.0127767
1 day every 2 months: Mon-Fri	-0.0110026	0.0046375	-2.37	0.018	-0.0200919	-0.0019133
1 day every 2 months: Sat or Sun	-0.0062695	0.0061619	-1.02	0.309	-0.0183466	0.0058077

Opening times (Baseline = 9-12pm and 2-5pm) * Number of donations in last 12 months

9am-5pm	0.0050405	0.0048566	1.04	0.299	-0.0044782	0.0145593
9am-8pm	0.0155088	0.0046144	3.36	0.001	0.0064647	0.0245528
2pm-8pm	0.0114143	0.0050137	2.28	0.023	0.0015875	0.021241

Health report provided (Baseline = Health report not provided) * Number of donations in last 12 months

Health report provided	0.0040965	0.0029245	1.4	0.161	-0.0016354	0.0098284
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Change of place (Baseline = Last place) * Number of donations in last 12 months

Different place	-0.0048241	0.0032035	-1.51	0.132	-0.0111029	0.0014547
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Maximum number of donations per year (Baseline - 3) * Number of donations in last 12 months

4	-0.0021362	0.0029068	-0.73	0.462	-0.0078335	0.0035611
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Travel time (Baseline = Typical travel time) * Nursery donor (Baseline = Nursery donor)							
10 mins shorter * Not nursery donor	-0.0302718	0.0445642	-0.68	0.497	-0.1176161	0.0570725	
15 mins longer * Not nursery donor	-0.0887646	0.079264	-1.12	0.263	-0.2441193	0.06659	
30 mins longer * Not nursery donor	-0.2324598	0.1845445	-1.26	0.208	-0.5941605	0.1292408	
Appointment availability (Baseline = Every weekday: Mon-Fri) * Nursery donor (Baseline = Nursery donor)							
Every day: Mon-Sun * Not nursery donor	0.0219537	0.0409658	0.54	0.592	-0.0583378	0.1022452	
1 day every 2 months: Mon-Fri * Not nursery donor	-0.043568	0.0673932	-0.65	0.518	-0.1756562	0.0885203	
1 day every 2 months: Sat or Sun * Not nursery donor	0.0314423	0.082629	0.38	0.704	-0.1305076	0.1933921	
Opening times (Baseline = 9-12pm and 2-5pm) * Nursery donor (Baseline = Nursery donor)							
9am-5pm * Not nursery donor	0.0037076	0.0753187	0.05	0.961	-0.1439144	0.1513295	
9am-8pm * Not nursery donor	0.0553469	0.0693219	0.8	0.425	-0.0805215	0.1912153	
2pm-8pm * Not nursery donor	0.0504405	0.0785592	0.64	0.521	-0.1035326	0.2044136	
Health report provided (Baseline = Health report not provided) * Nursery donor (Baseline = Nursery donor)							
Health report provided * Not nursery donor	-0.0016771	0.0329768	-0.05	0.959	-0.0663105	0.0629563	
Change of place (Baseline = Last place) * Nursery donor (Baseline = Nursery donor)							
Different place * Not nursery donor	0.0463346	0.032633	1.42	0.156	-0.0176248	0.1102941	

Maximum number of donations per year (Baseline = 3) * Nursery donor (Baseline = Nursery donor)							
4 * Not nursery donor	0.068573	0.0378819	1.81	0.07	-0.0056742	0.1428202	
Travel time (Baseline = Typical travel time) * Interval arm (Baseline = control arm)							
10 mins shorter * Reduced arm	0.0009281	0.0079008	0.12	0.906	-0.0145572	0.0164133	
15 mins longer * Reduced arm	0.0044714	0.0109438	0.41	0.683	-0.016978	0.0259209	
30 mins longer * Reduced arm	-0.0001793	0.0206432	-0.01	0.993	-0.0406393	0.0402807	
Appointment availability (Baseline = Every weekday: Mon-Fri) * Interval arm (Baseline = control arm)							
Every day: Mon-Sun * Reduced arm	0.0045041	0.006088	0.74	0.459	-0.0074281	0.0164364	
1 day every 2 months: Mon-Fri * Reduced arm	-0.0211753	0.0090764	-2.33	0.02	-0.0389646	-0.0033859	
1 day every 2 months: Sat or Sun * Reduced arm	-0.0105675	0.0118902	-0.89	0.374	-0.0338719	0.0127368	
Opening times (Baseline = 9-12pm and 2-5pm) * Interval arm (Baseline = control arm)							
9am-5pm * Reduced arm	-0.0145519	0.0087251	-1.67	0.095	-0.0316529	0.002549	
9am-8pm * Reduced arm	-0.0105834	0.0083564	-1.27	0.205	-0.0269616	0.0057948	
2pm-8pm * Reduced arm	-0.0203793	0.0090296	-2.26	0.024	-0.0380769	-0.0026817	
Health report provided (Baseline = Health report not provided) * Interval arm (Baseline = control arm)							
Health report provided * Reduced arm	-0.0097039	0.0054944	-1.77	0.077	-0.0204726	0.0010649	

Change of place (Baseline = Last place) * Interval arm (Baseline = control arm)						
Different place * Reduced arm	-0.0094124	0.0064914	-1.45	0.147	-0.0221353	0.0033105
Maximum number of donations per year (Baseline = 3) * Interval arm (Baseline = control arm)						
4 * Reduced arm	-0.0025853	0.005754	-0.45	0.653	-0.0138629	0.0086923
Constant	0.8742865	0.0905054	9.66	0	0.6968992	1.051674

Female ex-INTERVAL respondents – Ordered logit regression

Log pseudolikelihood = -66349.453		Number of obs = 49,298		
		Wald chi2(170) = 9677.70		
		Prob > chi2 = 0.0000		
		Pseudo R2 = 0.0976		
/cut1	0.040217	0.1560075	-0.265552	0.3459859
/cut2	0.5266417	0.1560141	0.2208597	0.8324236
/cut3	1.280289	0.156034	0.9744675	1.58611
/cut4	3.079237	0.1567135	2.772084	3.386389

	Odds ratio	Robust standard error	z	P> z	[95% Conf. Interval]	
Travel time (Baseline = Typical travel time)						
10 mins shorter	0.0063384	0.4026901	0.02	0.987	-0.7829198	0.7955965
15 mins longer	-0.9305395	0.4514099	-2.06	0.039	-1.815287	-0.0457924
30 mins longer	-1.533354	0.4601267	-3.33	0.001	-2.435185	-0.631522
Appointment availability (Baseline = Every weekday: Mon-Fri)						
Every day: Mon-Sun	1.090493	0.3629884	3	0.003	0.3790487	1.801937
1 day every 2 months: Mon-Fri	-0.7312147	0.3240473	-2.26	0.024	-1.366336	-0.0960936
1 day every 2 months: Sat or Sun	0.5063254	0.465801	1.09	0.277	-0.4066278	1.419279
Opening times (Baseline = 9-12pm and 2-5pm)						

9am-5pm	0.3547763	0.3480462	1.02	0.308	-0.3273817	1.036934
9am-8pm	2.186727	0.3709438	5.9	0	1.459691	2.913764
2pm-8pm	1.797871	0.3917166	4.59	0	1.030121	2.565622
Health report provided (Baseline = Health report not provided)						
Health report provided	0.0939579	0.2445577	0.38	0.701	-0.3853663	0.5732821
Change of place (Baseline = Last place)						
Different place	0.2257738	0.2961743	0.76	0.446	-0.3547171	0.8062647
Maximum number of donations per year (Baseline = 3)						
4	1.118725	0.2503811	4.47	0	0.6279874	1.609463
Age	0.0361396	0.0031831	11.35	0	0.0299007	0.0423784
Blood type (Baseline = Standard demand)						
High demand	-0.0891432	0.1189011	-0.75	0.453	-0.3221851	0.1438986
Ethnicity (baseline = White)						
Black/mixed black	-0.1519787	0.4421381	-0.34	0.731	-1.018553	0.7145959
Asian/mixed Asian	0.2659397	0.3051275	0.87	0.383	-0.3320993	0.8639786
Other or not stated	0.0420187	0.2295263	0.18	0.855	-0.4078445	0.4918819
Venue (Baseline = Static donor centre)						
Mobile session	0.1094267	0.1287926	0.85	0.396	-0.1430022	0.3618555
Number of donations in last 12 months	0.1688795	0.0441464	3.83	0	0.0823541	0.2554049
Nursery donor (Baseline = Nursery donor)						
Not nursery donor	0.5067968	0.4213101	1.2	0.229	-0.3189558	1.332549
Interval arm (Baseline = Control arm)						
Reduced intervals	-0.1674467	0.0890694	-1.88	0.06	-0.3420195	0.0071262
INTERACTIONS						
Travel time (Baseline = Typical travel time) * Appointment availability (Baseline = Every						

day: Mon-Fri)

10 mins shorter * Every day: Mon-Sun	0.0273128	0.1056546	0.26	0.796	-0.1797664	0.2343921
10 mins shorter * 1 day every 2 months; Mon-Fri	-0.1456238	0.1096813	-1.33	0.184	-0.3605952	0.0693477
10 mins shorter * 1 day every 2 months: Sat or Sun	0.1405897	0.1223741	1.15	0.251	-0.0992591	0.3804384
15 mins longer * Every day: Mon-Sun	0.2654507	0.1093971	2.43	0.015	0.0510363	0.4798652
15 mins longer * 1 day every 2 months: Mon-Fri	0.1643147	0.1153929	1.42	0.154	-0.0618511	0.3904805
15 mins longer * 1 day every 2 months: Sat or Sun	0.5196965	0.1183247	4.39	0	0.2877844	0.7516087
30 mins longer * Every day: Mon-Sun	-0.0222816	0.1113988	-0.2	0.841	-0.2406192	0.196056
30 mins longer * 1 day every 2 months: Mon-Fri	0.2966446	0.1173549	2.53	0.011	0.0666331	0.526656
30 mins longer * 1 day every 2 months: Sat or Sun	0.5877789	0.1198577	4.9	0	0.3528621	0.8226958

Travel time (Baseline = Typical travel time) * Opening times (Baseline = 9am-12pm, 2pm-5pm)

10 mins shorter * 9am-5pm	-0.1044279	0.1142249	-0.91	0.361	-0.3283046	0.1194487
10 mins shorter * 9am-8pm	-0.1757344	0.1033301	-1.7	0.089	-0.3782578	0.026789
10 mins shorter * 2pm-8pm	0.0153232	0.1097336	0.14	0.889	-0.1997508	0.2303972
15 mins longer * 9am-5pm	-0.0495005	0.1188419	-0.42	0.677	-0.2824264	0.1834254
15 mins longer * 9am-8pm	-0.0889004	0.1066909	-0.83	0.405	-0.2980106	0.1202098
15 mins longer * 2pm-8pm	-0.0721563	0.1121331	-0.64	0.52	-0.2919332	0.1476206
30 mins longer * 9am-5pm	-0.1105851	0.1149809	-0.96	0.336	-0.3359435	0.1147732
30 mins longer * 9am-8pm	-0.2629373	0.1101034	-2.39	0.017	-0.478736	-0.0471386
30 mins longer * 2pm-8pm	-0.0110053	0.1194242	-0.09	0.927	-0.2450725	0.2230618

Travel time (Baseline = Typical travel time) * Health report provided (Baseline = Health report not provided)

10 mins shorter * Health report provided	-0.0751682	0.0782854	-0.96	0.337	-0.2286047	0.0782683
15 mins longer * Health report provided	-0.1408172	0.0829397	-1.7	0.09	-0.303376	0.0217416

30 mins longer * Health report provided	-0.0054222	0.0846084	-0.06	0.949	-0.1712516	0.1604072
Travel time (Baseline = Typical travel time) * Change of place (Baseline = Last place)						
10 mins shorter * Different place	0	(omitted)				
15 mins longer * Different place	0	(omitted)				
30 mins longer * Different place	0	(omitted)				
Travel time (Baseline = Typical travel time) * Maximum number of donations per year (Baseline = 3)						
10 mins shorter * 4	0.0953499	0.0893753	1.07	0.286	-0.0798224	0.2705222
15 mins longer * 4	-0.4387623	0.0852003	-5.15	0	-0.6057518	-0.2717728
30 mins longer * 4	-0.8293907	0.0927946	-8.94	0	-1.011265	-0.6475167
Appointment availability (Baseline = Every weekday: Mon-Fri) * Opening times (Baseline = 9am-12pm, 2pm-5pm)						
Every day: Mon-Sun * 9am-5pm	-0.0060526	0.0869429	-0.07	0.944	-0.1764576	0.1643524
Every day: Mon-Sun * 9am-8pm	-0.2414461	0.088629	-2.72	0.006	-0.4151557	-0.0677365
Every day: Mon-Sun * 2pm-8pm	-0.4138809	0.0905788	-4.57	0	-0.5914122	-0.2363497
1 day every 2 months: Mon-Fri * 9am-5pm	-0.037584	0.0962753	-0.39	0.696	-0.2262801	0.1511121
1 day every 2 months: Mon-Fri * 9am-8pm	-0.1451077	0.0902384	-1.61	0.108	-0.3219718	0.0317563
1 day every 2 months: Mon-Fri * 2pm-8pm	-0.2124141	0.0929301	-2.29	0.022	-0.3945538	-0.0302744
1 day every 2 months: Sat or Sun * 9am-5pm	-0.1098411	0.0973736	-1.13	0.259	-0.3006899	0.0810077
1 day every 2 months: Sat or Sun * 9am-8pm	-0.7924481	0.0984938	-8.05	0	-0.9854924	-0.5994039
1 day every 2 months: Sat or Sun * 2pm-8pm	-0.6623072	0.1020547	-6.49	0	-0.8623308	-0.4622835
Appointment availability (Baseline = Every weekday: Mon-Fri) * Health report provided (Baseline = Health report not provided)						

Every day: Mon-Sun * Health report provided	-0.0570308	0.0635756	-0.9	0.37	-0.1816367	0.0675751
1 day every 2 months: Mon-Fri * Health report provided	-0.121189	0.0679206	-1.78	0.074	-0.2543108	0.0119329
1 day every 2 months: Sat or Sun * Health report provided	0.0143197	0.0672417	0.21	0.831	-0.1174716	0.1461109

**Appointment availability (Baseline = Every weekday: Mon-Fri) * Change of place
(Baseline = Last place)**

Every day Mon-Sun * Different place	0.0312082	0.0895826	0.35	0.728	-0.1443704	0.2067869
1 day every 2 months: Mon-Fri * Different place	0.175733	0.0924536	1.9	0.057	-0.0054728	0.3569389
1 day every 2 months: Sat or Sun * Different place	-0.0903898	0.0988664	-0.91	0.361	-0.2841645	0.1033849

**Appointment availability (Baseline = Every weekday: Mon-Fri) * Maximum number of donations per year
(Baseline = 3)**

Every day Mon-Sun * 4	0.301859	0.0659806	4.57	0	0.1725395	0.4311785
1 day every 2 months: Mon-Fri * 4	-0.3705114	0.0707958	-5.23	0	-0.5092687	-0.2317542
1 day every 2 months: Sat or Sun * 4	-0.3652919	0.0747108	-4.89	0	-0.5117223	-0.2188614

Opening times (Baseline = 9am-12pm, 2pm-5pm) * Health report provided (Baseline = Health report not provided)

9am-5pm * Health report provided	-0.0533597	0.0662268	-0.81	0.42	-0.1831618	0.0764424
9am-8pm * Health report provided	0.0470387	0.0633696	0.74	0.458	-0.0771634	0.1712409
2pm-8pm * Health report provided	0.0222998	0.0655931	0.34	0.734	-0.1062602	0.1508599

Opening times (Baseline = 9am-12pm, 2pm-5pm) * Change of place (Baseline = Last place)

9am-5pm * Different place	0.0358625	0.0946674	0.38	0.705	-0.1496823	0.2214073
9am-8pm * Different place	0.174982	0.0840147	2.08	0.037	0.0103162	0.3396477
2pm-8pm * Different place	0.0949822	0.0951852	1	0.318	-0.0915774	0.2815419

Opening times (Baseline = 9am-12pm, 2pm-5pm) * Maximum number of donations per year (Baseline = 3)

9am-5pm * 4	-0.0473017	0.0722632	-0.65	0.513	-0.1889349	0.0943315
9am-8pm * 4	0.2127644	0.0746921	2.85	0.004	0.0663706	0.3591581
2pm-8pm * 4	0.129582	0.0752508	1.72	0.085	-0.017907	0.2770709

Health report provided (Baseline = Health report not provided) * Change of Place (Baseline = Last place)

Health report provided * Different plan	0.056816	0.0710028	0.8	0.424	-0.0823469	0.1959789
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Health report provided (Baseline = Health report not provided) * Maximum number of donations per year (Baseline = 3)

Health report provided * 4	0.1004559	0.0535569	1.88	0.061	-0.0045137	0.2054254
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**Change of place (Baseline = Last place) * Maximum number of donations per year
(Baseline = 3)**

Different place * 4	-0.1519772	0.0738153	-2.06	0.04	-0.2966525	-0.0073019
Travel time (Baseline = Typical travel time) * Age						
10 mins shorter	-0.0012988	0.0030253	-0.43	0.668	-0.0072282	0.0046305
15 mins longer	0.000436	0.0031009	0.14	0.888	-0.0056416	0.0065136
30 mins longer	0.0006461	0.0035366	0.18	0.855	-0.0062856	0.0075778
Appointment availability (Baseline = Every weekday: Mon-Fri) * Age						
Every day: Mon-Sun	-0.014404	0.0024943	-5.77	0	-0.0192927	-0.0095154
1 day every 2 months: Mon-Fri	0.0044237	0.0026565	1.67	0.096	-0.000783	0.0096305
1 day every 2 months: Sat or Sun	-0.013142	0.0030058	-4.37	0	-0.0190333	-0.0072507
Opening times (Baseline = 9-12pm and 2-5pm) * Age						
9am-5pm	-0.0054136	0.0026009	-2.08	0.037	-0.0105112	-0.000316
9am-8pm	-0.0273629	0.0027134	-10.08	0	-0.0326811	-0.0220448
2pm-8pm	-0.026771	0.0028119	-9.52	0	-0.0322821	-0.0212598
Health report provided (Baseline = Health report not provided) * Age						
Health report provided	-0.0009525	0.001789	-0.53	0.594	-0.004459	0.0025539
Change of place (Baseline = Last place) * Age						
Different place	-0.0042885	0.002452	-1.75	0.08	-0.0090944	0.0005174
Maximum number of donations per year (Baseline =3) * Age						
5	-0.0036285	0.0022448	-1.62	0.106	-0.0080282	0.0007711

Travel time (baseline = Typical travel time) * Blood type (baseline - standard demand)						
10 mins shorter * high demand	0.0325277	0.1159714	0.28	0.779	-0.1947722	0.2598275
15 mins longer * high demand	-0.0307884	0.1177695	-0.26	0.794	-0.2616123	0.2000355
30 mins longer * high demand	0.1549888	0.1297329	1.19	0.232	-0.0992831	0.4092607
Appointment availability (Baseline = Every weekday: Mon-Fri) * Blood type (Baseline = Standard demand)						
Every day: Mon-Sun * Standard demand	0.0679331	0.0932076	0.73	0.466	-0.1147506	0.2506167
1 day every 2 months: Mon-Fri * Standard demand	-0.0856686	0.1030153	-0.83	0.406	-0.2875749	0.1162377
1 day every 2 months: Sat or Sun * Standard demand	-0.023917	0.1171327	-0.2	0.838	-0.253493	0.2056589
Opening times (baseline = 9-12pm and 2-5pm) * Blood type (Baseline = Standard demand)						
9am-5pm * Standard demand	0.0614925	0.0976284	0.63	0.529	-0.1298557	0.2528407
9am-8pm * Standard demand	-0.007933	0.0992489	-0.08	0.936	-0.2024571	0.1865912
2pm-8pm * Standard demand	-0.00214	0.1069069	-0.02	0.984	-0.2116738	0.2073937
Health report provided (Baseline = Health report not provided) * Blood type (Baseline = Standard demand)						
Health report provided * Standard demand	0.0627486	0.0691778	0.91	0.364	-0.0728373	0.1983345
Change of place (Baseline = Last place) * Blood type (Baseline = Standard demand)						
Different place * High demand	-0.034122	0.0910492	-0.37	0.708	-0.2125752	0.1443312

Maximum number of donations per year (Baseline =3) * Blood type (Baseline = Standard demand)						
4 * Standard demand	0.0589187	0.0850141	0.69	0.488	-0.1077059	0.2255433
Travel time (Baseline = Typical travel time) * Ethnicity (Baseline = White)						
10 mins shorter * Black/mixed black	0.403747	0.2779466	1.45	0.146	-0.1410183	0.9485123
10 mins shorter * Asian/mixed Asian	0.2416542	0.3067108	0.79	0.431	-0.3594878	0.8427962
10 mins shorter * Other or not stated	0.0521352	0.2684484	0.19	0.846	-0.4740141	0.5782845
15 mins longer * Black/mixed black	-0.0633724	0.3741036	-0.17	0.865	-0.7966021	0.6698572
15 mins longer * Asian/mixed Asian	0.0715825	0.2907927	0.25	0.806	-0.4983607	0.6415256
15 mins longer * Other or not stated	0.2913343	0.2596418	1.12	0.262	-0.2175542	0.8002228
30 mins longer * Black/mixed black	0.2647927	0.3641191	0.73	0.467	-0.4488676	0.978453
30 mins longer * Asian/mixed Asian	0.1486404	0.3518977	0.42	0.673	-0.5410664	0.8383472
30 mins longer * Other or not stated	0.2211958	0.3066888	0.72	0.471	-0.3799032	0.8222949
Appointment availability (Baseline = Every weekday: Mon-Fri) * Ethnicity (Baseline = White)						
Every day: Mon-Sun * Black/mixed black	0.0864437	0.2642513	0.33	0.744	-0.4314794	0.6043668
Every day: Mon-Sun * Asian/mixed Asian	0.014141	0.1925018	0.07	0.941	-0.3631556	0.3914375
Every day: Mon-Sun * Other or not stated	-0.0397442	0.1877019	-0.21	0.832	-0.4076331	0.3281448
1 day every 2 months: Mon-Fri * Black/mixed black	0.1547034	0.360813	0.43	0.668	-0.5524772	0.8618839
1 day every 2 months: Mon-Fri * Asian/mixed Asian	0.0400534	0.2052376	0.2	0.845	-0.3622049	0.4423117
1 day every 2 months: Mon-Fri * Other or not stated	-0.0635388	0.201499	-0.32	0.753	-0.4584695	0.3313919
1 day every 2 months: Sat or Sun * Black/mixed black	-0.6173171	0.3421521	-1.8	0.071	-1.287923	0.0532886
1 day every 2 months: Sat or Sun * Asian/mixed Asian	0.2086996	0.2200266	0.95	0.343	-0.2225447	0.6399439
1 day every 2 months: Sat or Sun * Other or not stated	0.1583172	0.2455573	0.64	0.519	-0.3229663	0.6396007

Opening times (Baseline = 9-12pm and 2-5pm) * Ethnicity (Baseline = White)

9am-5pm * Black/mixed black	-0.2544533	0.3651506	-0.7	0.486	-0.9701352	0.4612287
9am-5pm * Asian/mixed Asian	0.0908995	0.2510305	0.36	0.717	-0.4011113	0.5829103
9am-5pm * Other or not stated	0.1085539	0.2006766	0.54	0.589	-0.284765	0.5018727
9am-8pm * Black/mixed black	0.0523879	0.3770747	0.14	0.89	-0.6866648	0.7914407
9am-8pm * Asian/mixed Asian	-0.4353341	0.2743935	-1.59	0.113	-0.9731355	0.1024673
9am-8pm * Other or not stated	0.0932652	0.2134418	0.44	0.662	-0.325073	0.5116033
2pm-8pm * Black/mixed black	0.2001651	0.3750829	0.53	0.594	-0.5349839	0.9353141
2pm-8pm * Asian/mixed Asian	-0.446961	0.2594692	-1.72	0.085	-0.9555112	0.0615893
2pm-8pm * Other or not stated	-0.338915	0.2267338	-1.49	0.135	-0.7833052	0.1054752

Health report provided (Baseline = Health report not provided) * Ethnicity (Baseline = White)

Health report provided * Black/mixed black	0.1228887	0.2594414	0.47	0.636	-0.385607	0.6313845
Health report provided * Asian/mixed Asian	0.1583674	0.1553981	1.02	0.308	-0.1462072	0.4629421
Health report provided * Other or not stated	0.009609	0.1488518	0.06	0.949	-0.2821352	0.3013532

Change of place (Baseline = Last place) * Ethnicity (Baseline = White)

Different place * Black/mixed black	-0.0824818	0.2921709	-0.28	0.778	-0.6551264	0.4901627
Different place * Asian/mixed Asian	0.0578261	0.2470013	0.23	0.815	-0.4262876	0.5419397
Different place * Other or not stated	0.0085698	0.2332203	0.04	0.971	-0.4485336	0.4656732

Maximum number of donations per year (Baseline = 3) * Ethnicity (Baseline = White)						
4 * Black/mixed black	0.3458917	0.2456251	1.41	0.159	-0.1355246	0.8273081
4 * Asian/mixed Asian	-0.2358133	0.2257052	-1.04	0.296	-0.6781873	0.2065607
4 * Other or not stated	-0.1769624	0.1809822	-0.98	0.328	-0.5316811	0.1777563
Travel time (Baseline = Typical travel time) * Venue (Baseline = Static donor centre)						
10 mins shorter * Mobile session	0.0860344	0.1193432	0.72	0.471	-0.147874	0.3199428
15 mins longer * Mobile session	0.061956	0.1138426	0.54	0.586	-0.1611714	0.2850834
30 mins longer * Mobile session	0.1262959	0.1374824	0.92	0.358	-0.1431647	0.3957565
Appointment availability (Baseline = Every weekday: Mon-Fri) * Venue (Baseline = Static donor centre)						
Every day: Mon-Sun * Mobile session	-0.0318591	0.1022301	-0.31	0.755	-0.2322264	0.1685082
1 day every 2 months: Mon-Fri * Mobile session	0.2806861	0.1025328	2.74	0.006	0.0797256	0.4816467
1 day every 2 months: Sat or Sun * Mobile session	0.3324614	0.1172812	2.83	0.005	0.1025945	0.5623283
Opening times (Baseline = 9-12pm and 2-5pm) * Venue (Baseline = Static donor centre)						
9am-5pm * Mobile session	-0.020785	0.0974209	-0.21	0.831	-0.2117264	0.1701564
9am-8pm * Mobile session	0.0918081	0.1050776	0.87	0.382	-0.1141402	0.2977564
2pm-8pm * Mobile session	0.2304599	0.1107062	2.08	0.037	0.0134796	0.4474401

Health report provided (Baseline = Health report not provided) * Venue (Baseline = Static donor centre)							
Health report provided * Mobile session	-0.0259591	0.075069	-0.35	0.729	-0.1730916	0.1211735	
Change of place (Baseline = Last place) * Venue (Baseline = Static donor centre)							
Different place * Mobile session	-0.0042031	0.0904831	-0.05	0.963	-0.1815467	0.1731405	
Maximum number of donations per year (Baseline = 3) * Venue (Baseline = Static donor centre)							
4 * Mobile session	0.0620782	0.0921121	0.67	0.5	-0.1184583	0.2426147	
Travel time (Baseline = Typical travel time) * Number of donations in last 12 months							
10 mins shorter	0.0036734	0.0412835	0.09	0.929	-0.0772408	0.0845875	
15 mins longer	0.016008	0.0411898	0.39	0.698	-0.0647224	0.0967385	
30 mins longer	-0.0400673	0.0461665	-0.87	0.385	-0.130552	0.0504174	
Appointment availability (Baseline = Every weekday: Mon-Fri) * Number of donations in last 12 months							
Every day: Mon-Sun	0.0002086	0.033379	0.01	0.995	-0.0652131	0.0656303	
1 day every 2 months: Mon-Fri	0.021384	0.0365154	0.59	0.558	-0.0501849	0.0929529	
1 day every 2 months: Sat or Sun	-0.0581382	0.0416149	-1.4	0.162	-0.1397019	0.0234256	

Opening times (Baseline = 9-12pm and 2-5pm) * Number of donations in last 12 months						
9am-5pm	-0.0051426	0.0351813	-0.15	0.884	-0.0740966	0.0638115
9am-8pm	-0.0204139	0.0361439	-0.56	0.572	-0.0912547	0.0504269
2pm-8pm	-0.0072669	0.03707	-0.2	0.845	-0.0799227	0.0653889
Health report provided (Baseline = Health report not provided) * Number of donations in last 12 months						
Health report provided	-0.0062768	0.0250343	-0.25	0.802	-0.055343	0.0427895
Change of place (Baseline = Last place) * Number of donations in last 12 months						
Different place	-0.0035666	0.0319144	-0.11	0.911	-0.0661176	0.0589845
Maximum number of donations per year (Baseline - 3) * Number of donations in last 12 months						
4	0.1868121	0.0295056	6.33	0	0.1289821	0.2446421
Travel time (Baseline = Typical travel time) * Nursery donor (Baseline = Nursery donor)						
10 mins shorter * Not nursery donor	0.2324651	0.3803604	0.61	0.541	-0.5130276	0.9779579
15 mins longer * Not nursery donor	0.4682368	0.4262773	1.1	0.272	-0.3672515	1.303725
30 mins longer * Not nursery donor	0.5622946	0.4363003	1.29	0.197	-0.2928383	1.417427

Appointment availability (Baseline = Every weekday: Mon-Fri) * Nursery donor (Baseline = Nursery donor)						
Every day: Mon-Sun * Not nursery donor	-0.0099605	0.3436112	-0.03	0.977	-0.683426	0.663505
1 day every 2 months: Mon-Fri * Not nursery donor	0.0324203	0.3029602	0.11	0.915	-0.5613708	0.6262113
1 day every 2 months: Sat or Sun * Not nursery donor	-0.0809804	0.457424	-0.18	0.859	-0.977515	0.8155543
Opening times (Baseline = 9-12pm and 2-5pm) * Nursery donor (Baseline = Nursery donor)						
9am-5pm * Not nursery donor	0.0675003	0.32843	0.21	0.837	-0.5762106	0.7112113
9am-8pm * Not nursery donor	-0.1427208	0.3504742	-0.41	0.684	-0.8296375	0.544196
2pm-8pm * Not nursery donor	-0.079562	0.3758171	-0.21	0.832	-0.81615	0.6570259
Health report provided (Baseline = Health report not provided) * Nursery donor (Baseline = Nursery donor)						
Health report provided * Not nursery donor	0.0475643	0.2265474	0.21	0.834	-0.3964604	0.491589
Change of place (Baseline = Last place) * Nursery donor (Baseline = Nursery donor)						
Different place * Not nursery donor	-0.3922186	0.2737102	-1.43	0.152	-0.9286808	0.1442436
Maximum number of donations per year (Baseline = 3) * Nursery donor (Baseline = Nursery donor)						
4 * Not nursery donor	-0.2719633	0.2259121	-1.2	0.229	-0.7147428	0.1708162
Travel time (Baseline = Typical travel time) * Interval arm (Baseline = control arm)						
10 mins shorter * Reduced arm	0.0122752	0.0850171	0.14	0.885	-0.1543553	0.1789056
15 mins longer * Reduced arm	-0.0976417	0.0887021	-1.1	0.271	-0.2714945	0.0762111
30 mins longer * Reduced arm	-0.1146555	0.0979618	-1.17	0.242	-0.3066572	0.0773462
Appointment availability (Baseline = Every weekday: Mon-Fri) * Interval arm (Baseline =						

control arm)						
Every day: Mon-Sun * Reduced arm	-0.0304574	0.0689102	-0.44	0.658	-0.1655188	0.1046041
1 day every 2 months: Mon-Fri * Reduced arm	0.1227605	0.0750402	1.64	0.102	-0.0243155	0.2698365
1 day every 2 months: Sat or Sun * Reduced arm	0.0174841	0.08509	0.21	0.837	-0.1492892	0.1842574
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Opening times (Baseline = 9-12pm and 2-5pm) * Interval arm (Baseline = control arm)						
9am-5pm * Reduced arm	0.1408651	0.0725245	1.94	0.052	-0.0012803	0.2830106
9am-8pm * Reduced arm	0.1299823	0.0745516	1.74	0.081	-0.0161361	0.2761008
2pm-8pm * Reduced arm	0.2211345	0.0771609	2.87	0.004	0.0699019	0.372367
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Health report provided (Baseline = Health report not provided) * Interval arm (Baseline = control arm)						
Health report provided * Reduced arm	0.0774826	0.051614	1.5	0.133	-0.023679	0.1786443
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Change of place (Baseline = Last place) * Interval arm (Baseline = control arm)						
Different place * Reduced arm	0.1008328	0.0685139	1.47	0.141	-0.033452	0.2351175
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Maximum number of donations per year (Baseline = 3) * Interval arm (Baseline = control arm)						
4 * Reduced arm	0.1458545	0.0631626	2.31	0.021	0.0220581	0.2696509

Logistic regression for group data – deferrals

Number of obs	=	148,650
Wald chi2(10)	=	453.23
Log pseudolikelihood	=	-43703.358
Pseudo R2	=	0.0066

	Odds ratio	Robust standard error	z	P> z	[95% Conf. Interval]	
Male						
Trial arm (baseline = 12 weeks)						
8 weeks	1.423004	0.0372848	13.46	0	1.351772	1.49799
10 weeks	1.147832	0.0318799	4.96	0	1.087018	1.212047
Age	1.011801	0.0008372	14.18	0	1.010161	1.013443
Blood type (baseline = standard demand)						
High demand	0.927566	0.0300202	-2.32	0.02	0.8705548	0.9883107
Ehtnicity (baseline = white)						
Black/mixed black	1.50622	0.115528	5.34	0	1.295988	1.750557
Asian/mixed Asian	1.470039	0.081568	6.94	0	1.318555	1.638927
Other or not stated	0.9984628	0.0553023	-0.03	0.978	0.8957484	1.112955
New donor (baseline = no)						
newdonor						
Yes	0.9813639	0.0456475	-0.4	0.686	0.8958535	1.075036
Recruitment source (baseline = static donor centre)						
Mobile session	1.029269	0.0275083	1.08	0.28	0.9767416	1.084621
No invite	1.060635	0.0353758	1.76	0.078	0.9935172	1.132287
Constant	0.0424927	0.0021018	-63.85	0	0.0385666	0.0468185

Number of obs	=	103,470
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Wald chi2(10)	=	342.64
Prob > chi2	=	0.0000
Log pseudolikelihood	=	-40843.632
Pseudo R2	=	0.0050

	Odds ratio	Robust standard error	z	P> z	[95% Conf. Interval]	
Female						
Trial arm (baseline = 16 weeks)						
12 weeks	1.211085	0.0305275	7.6	0	1.152706	1.27242
14 weeks	1.121761	0.0293099	4.4	0	1.065761	1.180704
Age	0.9909541	0.0007473	-12.05	0	0.9894906	0.9924199
Blood type (baseline = standard demand)						
High demand	0.904573	0.0274194	-3.31	0.001	0.8523972	0.9599425
Ethnicity (baseline = white)						
Black/mixed black	1.28685	0.1066048	3.04	0.002	1.093989	1.513711
Asian/mixed Asian	1.536454	0.0961792	6.86	0	1.359051	1.737014
Other or not stated	1.125373	0.0607637	2.19	0.029	1.012363	1.250997
New donor (baseline = no)						
newdonor						
Yes	1.110433	0.0403325	2.88	0.004	1.034131	1.192365
Recruitment source (baseline = static donor centre)						
Mobile session	0.9880501	0.0261702	-0.45	0.65	0.938066	1.040697
No invite	1.060225	0.0320154	1.94	0.053	0.9992967	1.124868
Constant	0.2093744	0.0085358	-38.35	0	0.1932955	0.2267908