

## Lifeblood

Answers to questions taken on notice, provided 19 July 2023:

The following questions were taken on notice:

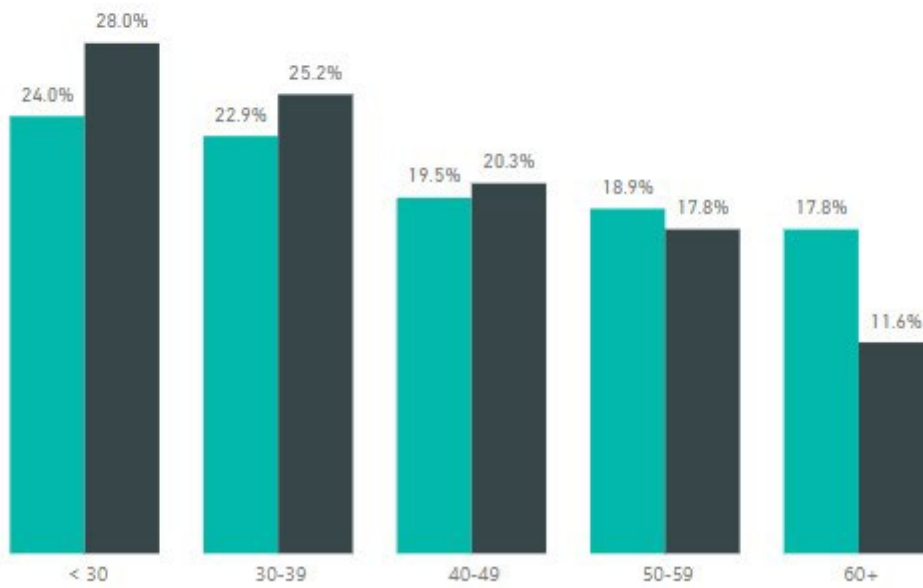
- 'So I am just wondering: what proportion of those are donors who would have registered through the app? And my supplementary question is: how many people have downloaded the app, as well?' (pp. 53-54)
- 'You also talked about the spread of donors within that in terms of age groups. If there are any statistics available around the age groups that are using the app for those sorts of purposes, that would be good.' (p. 54)

Responses:

- Number of downloads of the donateblood app 1,333,620 (total since launch)
- Proportion of appts that are booked through the app (in last 12mths) - 43%
- Number of donors (in last 12 mths) that registered for the first time through the app. 57,334
- The proportionate spread of donors by age group and their use of the app:

## All Donors Booking versus App Usage

● All Donors Booking ● Booked via App



Age Group	Decade Between 30 and 60	Donors	Booked via App
< 30		162,869	80,694
30-39		155,481	72,592
40-49		132,473	58,534
50-59		128,420	51,271
60+		120,759	33,383
<b>Total</b>		<b>679,752</b>	<b>288,550</b>