

TALK

**DIFFERENCES IN BLOOD DONOR PROFILES: A COMPARATIVE STUDY  
BETWEEN PUBLIC AND PRIVATE BLOOD BANKS**

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**ABSTRACT**

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Despite the relatively recent practice of blood donation in our species' history, its analysis from the perspective of evolutionary cooperation reveals its prosocial nature, involving costs for the donor in exchange for benefits for the recipient. In Brazil, this practice occurs in public blood banks, serving patients from the public healthcare system, and in private blood banks, serving patients in private institutions. Given the costliness of blood donation, it is necessary to evaluate whether the profiles of donors from public and private blood banks differ in sociodemographic characteristics and their propensity for the type of donation to be made. Thus, the aim of the study was to compare the profiles of blood donors in public and private banks, investigating sociodemographic differences and donation patterns. We interviewed 577 donors at two different times: 311 from a public bank in 2012 and 266 from a private bank in 2017, using questionnaires. Data were analyzed using the chi-square test. Donors from the private bank had higher levels of education, more first-time donors, and more voluntary donations overall compared to donors from the public bank. This result appears to be associated with socioeconomic stratum. Given the costly nature of the behavior, individuals from lower socioeconomic stratum may require greater motivation to engage in this behavior, such as when it is linked to directed donations to known individuals. In summary, reducing a country's inequality indices may indirectly lead to an increase in the number of donors and voluntary donations.