

variable	description	coding
att_odr	order of attitude questionnaire	1 = attitude first; 2 = attitude last
ftr_ptn	position of prevention-enabling factors	1 = prevention/enabling factors before self-prediction; 2 = self-prediction before prevention/enabling
ftr_pkg	packing of prevention-enabling factors	1 = unpacked; 2 = packed
att_q1	More Canadians should donate blood.	
att_q2	Everyone should donate blood, because they might need it one day themselves.	
att_q3	Donating blood is an act of kindness.	
att_q4	Regular blood donors are unsung heroes.	
att_q5	It is worth taking the time to donate blood.	
att_q6	A blood shortage in Canada would be unacceptable.	
att_q7	Nobody in need of blood should have to do without it.	
intent	intention strength	
intentpc	percentile intention	
predict	predicted probability	
predpc	percentile prediction	
prv1	prevention factor 1 (see appendix for item text)	
prv2	prevention factor 2	
prv3	prevention factor 3	
prv4	prevention factor 4	
prv5	prevention factor 5	
prv6	prevention factor 6	
prv7	prevention factor 7	
prv8	prevention factor 8	
prv_gen	general prevention factor	
enb1	enabling factor 1	
enb2	enabling factor 2	
enb3	enabling factor 3	
enb4	enabling factor 4	
enb5	enabling factor 5	
enb6	enabling factor 6	
enb7	enabling factor 7	
enb8	enabling factor 8	
enb_gen	general enabling factor	
d_before	donated before	1 = yes; 2 = no
d_lastyr	donated last year	1 = yes; 2 = no
pco_don	percent others will donate	
pco_dbef	percent others donated before	
pco_dlyr	percent others donated last yr	

note: missing data coded 888 and 999