



Factum

Two-thirds of Canadians would feel helpless if they received a blood cancer diagnosis

Toronto, ON, January 25, 2017 — According to an Ipsos poll for the Leukemia and Lymphoma Society of Canada two-thirds of Canadians (68%) would feel helpless if they or someone they or someone close to them was diagnosed with a blood cancer, such as leukemia, lymphoma or myeloma. This is a reality for 1 in 5 (21%) Canadians who have been personally diagnosed with a blood cancer or know someone affected by blood cancer. Perhaps adding to this sense of helplessness is that only one-quarter (25%) of Canadians believe there are sufficient services for blood cancer patients and their families in Canada.

About the Study

These are some of the findings of an Ipsos poll conducted between Dec 18 and 21, 2017, on behalf of the Leukemia and Lymphoma Society of Canada. For this survey, a sample of 1,006 Canadians aged 18+ was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadians 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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