

VIEWS OF CANADIAN BLOOD SERVICES VOLUNTEERS ON VOLUNTEERING FOR THE BLOOD SYSTEM



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Ottawa, ON – Canadian Blood Services commissioned Ipsos-Reid to undertake a national survey of Canadian Blood Services volunteers on their volunteer experience.

Almost all Canadian Blood Services volunteers (98%) are satisfied (7 or higher on a 10-point scale) with their experience volunteering for the blood system. Almost all (98%) Canadian Blood Services volunteers either strongly (76%) or somewhat (22%) agree that the work they do for the blood program makes a difference in people's lives.

Nearly all (97%) Canadian Blood Services volunteers say they will continue to volunteer with Canadian Blood Services in the future. Almost two-thirds (64%) of these volunteers say they will continue to volunteer for Canadian Blood Services for five years or longer.

These are some of the findings of an Ipsos-Reid telephone poll conducted on behalf of Canadian Blood Services from November 22nd to December 5th, 2004 with a randomly selected sample of 600 Canadian Blood Services volunteers. The results are considered to be accurate to within ± 3.9 percentage points, 19 times out of 20, of what would have been had the entire population of Canadian Blood Services volunteers been polled.



Ipsos Reid

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