

OVER HALF OF CANADIANS SAY THEY OR THEIR FAMILY HAVE NEEDED BLOOD

*Less Than Four Per Cent Of Eligible Population Donated Blood
Last Year*



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Ottawa, ON – Ipsos-Reid recently conducted a study among the Canadian general public on behalf of Canadian Blood Services. The results show that over half (52 %) of Canadians say they or a family member have needed blood or blood products for surgery or for medical treatment. Fifteen per cent (15%) of Canadians say they personally have needed blood or blood products for surgery or for medical treatment, and another 37 per cent say that a member of their family has needed blood or blood products.

Moreover, it is likely that this finding understates the actual need for blood since Canadians are not always aware that the treatments of certain diseases or medical conditions such as cancer, major surgery, or liver disease, includes the use of blood or blood products.

Three in four Canadians (75%) have either personally been, or know of a family member, friend or neighbour who has been, in a medical or health situation where they likely needed blood or blood products.

The Ipsos-Reid survey was conducted from August 3 to August 10, 2005. For the survey, a representative randomly selected sample of 1,000 adult Canadians (excluding Quebec which is not serviced by Canadian Blood Services) was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20. The margin of



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error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

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