

# SURVEY SHOWS THAT DONATING BLOOD MAY BE THE PERFECT GIFT FOR THIS HOLIDAY SEASON



**Ipsos Reid**

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## SURVEY SHOWS THAT DONATING BLOOD MAY BE THE PREFECT GIFT FOR THIS HOLIDAY SEASON

**Ottawa, ON** – While few Canadians (15%) have thought of donating blood in someone's honour as a Christmas gift, half (50%) say that they would consider it now that it has been brought to their attention and close to nine in ten (86%) say that they would be happy if someone donated blood in their honour. In fact, half (49%) of Canadians say they would be very happy to receive a greeting card telling them that someone had donated blood in their honour over the holiday season.

*The Ipsos-Reid survey was conducted from November 15 to November 17, 2005. For the survey, a representative randomly selected sample of 753 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  $\pm 3.6$  percentage points, 19 times out of 20.*

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*For more information on this news release, please contact:*

*Mike Colledge  
Senior Vice President  
Ipsos Reid Public Affairs  
613 241 5802*

*[mike.colledge@ipsos-reid.com](mailto:mike.colledge@ipsos-reid.com)*

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