

## Topline Tables

***1. Thinking of the upcoming holiday season, have you ever considered giving blood in honour of someone, instead of a traditional gift?***

	TOTAL
Base: All respondents (Excludes Quebec)	
Unweighted Base	753
Weighted Base	753
Yes	15%
No	84%
Don't know/Refused	1%

***2. Would you ever consider giving blood in honour of someone, instead of a traditional holiday gift?***

	TOTAL
Base: Have not considered giving blood in honour of someone, instead of a traditional gift	
Unweighted Base	641
Weighted Base	638
Yes	50%
No	47%
Don't know/Refused	3%

***3. Would you be very happy, somewhat happy, not very happy or not at all happy to receive a card this holiday season telling you that a friend of yours donated blood in your honour at Canadian Blood Services, instead of a traditional gift?***

	TOTAL
Base: All respondents (Excludes Quebec)	
Unweighted Base	753
Weighted Base	753
Very happy	49%
Somewhat happy	37%
Not very happy	4%
Not at all happy	4%
Don't know/Refused	6%
TOPBOX & LOWBOX SUMMARY	
Happy (Top2Box)	86%
Not happy (Low2Box)	8%