

MORE THAN HALF OF CANADIAN YOUTH FEEL THAT DONATING BLOOD HAS A MAJOR IMPACT ON THEIR COMMUNITY



Ipsos Reid

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Ottawa, November 23rd, 2006 – While young Canadians are more likely to say that donating blood has a major impact in terms of the contribution it makes to their community (52%) compared to donating used clothing or household articles (33%), they are far more likely to do the latter in the next 12 months (54% say they are very likely to donate used clothing or household articles vs. 14% who say they are very likely to donate blood).

The perceived effort of donating blood among youth is double that of donating used clothing or household articles. More than one-third (36%) says that donating blood requires either a lot (9%) or some effort (27%), whereas, half this amount (18%) say that donating used clothing or household articles requires either a lot (4%) or some effort (14%).

The Ipsos-Reid survey was conducted from March 8 to March 13, 2006. This survey was conducted online using the Canadian Ipsos-Reid Online Panel among a representative sample of 559 Canadians aged 17 to 29 years old (excluding Quebec). With a sample of this size, the results are considered accurate to within ± 4.1 percentage points, 19 times out of 20.

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