

Nine In Ten (92%) Blood Donors Glad to Give Blood

*No Matter What Troubles Facing Economy,
Blood Donors Glad to Make Regular Contribution*

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Ipsos Reid

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Ottawa, ON – On October 29th Canadian Blood Services announced that its emergency reserve of blood had been depleted by 40 percent and put out an urgent need for blood donors. Appointment bookings in the fall were low across the country, which was one of the contributing factors that lead to the depletion of the national blood inventory. At the same time, the Canadian economy was facing a similar downturn. For this reason Canadian Blood Services commissioned Ipsos Reid to conduct a survey among the general public and blood donors to find out if the downturn in the economy was in any way related to the decline in appointment bookings.

The survey among the general public found that eight in ten (80%) ‘agreed’ (33% strongly/47% somewhat) that ‘with the Canadian economy declining and the threat of a recession on the horizon, it’s going to get harder for Canadians to find time and money to help charities’. The results were similar among donors (82% agree), however donors were less likely to ‘strongly agree’ with this statement (22% vs. 33% among the general public).

When asked about plans to cut back on spending and live without a few things until the economy turns around the general public was more likely to ‘agree’ (72%, 22% strongly agree/50% somewhat agree) compared to donors (64%, 15% strongly/49% somewhat agree). Blood donors were also asked specifically about their views on blood donation in this context



and nine in ten (92%) 'agreed' (68% strongly/24% somewhat) that 'they are glad that they can donate blood because it allows them to make a contribution to others no matter what troubles are facing the economy or society'.

These are the findings of an Ipsos Reid poll conducted on behalf of the Canadian Blood Services from October 27 to November 3, 2008. This online survey of 762 Canadians (excluding those living in Quebec) was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.6 percentage points, 19 times out of 20, had the entire adult population of Canada been polled. The blood donor survey was conducted from October 24 to 27, 2008. This survey was conducted online among 1,166 donors using a custom online panel of blood donors. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.0 percentage points, 19 times out of 20, had the entire adult population of adult blood-donors in Canada been polled.

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