

**While Canadians Generally Confident They Could Recognize
the Signs of a Medical Emergency, They're Less Confident with
Their Skills to Help**

*Four in Ten (38%) Canadians Say They've Provided First Aid,
Eight in Ten (78%) Say It's Very Important to Know
How to Perform First Aid*

Public Release Date: 4 September 2012



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>*

© Ipsos Reid

Washington • New York • Chicago • Minneapolis • Seattle • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal



While Canadians Generally Confident They Could Recognize the Signs of a Medical Emergency, They're Less Confident with Their Skills to Help

Four in Ten (38%) Canadians Say They've Provided First Aid, Eight in Ten (78%) Say It's Very Important to Know How to Perform First Aid

Toronto, ON – Canadians, overall, appear relatively confident in their ability to recognize the signs of a medical emergency, but are significantly less confident in their abilities to help a person who is experiencing a medical emergency, according to a new Ipsos Reid poll conducted on behalf of the Red Cross.

Nine in ten Canadians (90%) are 'confident' (47% very/44% somewhat) that they could recognize when someone is choking, while three quarters (73%) say they're 'confident' (22% very/51% somewhat) that they could recognize when someone is experiencing a heart attack or cardiac emergency. A majority are also 'confident' that they could recognize when someone is experiencing a heat emergency, such as heat stroke (65% total – 15% very/50% somewhat) or anaphylactic shock, a severe allergic reaction (62% total – 20% very/43% somewhat). Just half (49%) are 'confident' (12% very/38% somewhat) that they could recognize when someone has experienced a concussion.



However, when Canadians were asked how confident they are in their skills to be able to help someone experiencing these conditions, they were much less sure of themselves. While two thirds (67%) are ‘confident’ (23% very/45% somewhat) that they could help someone who is choking, they are significantly less confident that they could help someone who is experiencing a heat emergency (55 total – 15% very/40% somewhat), a heart attack or cardiac emergency (47% total – 15% very/33% somewhat), anaphylactic shock (40% total – 12% very/28% somewhat) or a concussion (38% total – 11% very/28% somewhat). The chart below summarizes these findings.

	% Confident They Could Recognize the Signs (very/somewhat)	% Confident in Skills and Could Help (very/somewhat)
Choking	90%	67%
Heart Attack or Cardiac Emergency	73%	47%
Heat Emergency	65%	55%
Anaphylactic Shock	62%	40%
Concussion	49%	38%

Interestingly, women (69%) are significantly more likely than men (55%) to say they could recognize when someone is experiencing anaphylactic shock, and they’re also more likely to say they could help someone experiencing anaphylactic shock (43% women vs. 36% men). Men, however, are more confident in their ability to help someone who is experiencing a heart attack (51% men vs. 44% women) or who is choking (70% men vs. 65% women).

In every case, Quebecers were less likely than the average Canadian to be able to recognize when someone is experiencing these medical emergencies, and also less confident in their ability to help.



Two in three (67%) Canadians have taken a first aid course, although just 18% have done so within the last three years and 49% took the course more than three years ago. One in three (33%) Canadians have never taken a first aid course, although 25% would like to and just 7% have no interest in it. The data reveals that men (70%) are slightly more likely than women (65%) to report having taken a course. Regionally, those in Alberta (80%) are most likely to have taken a first aid course, followed by those living in Atlantic Canada (72%), Ontario (69%), British Columbia (66%), Saskatchewan and Manitoba (64%) and Quebec (60%).

Canadians who have taken a first aid course are considerably more confident in their skills to be able to help someone experiencing a medical emergency. They're more 'confident' when it comes to helping someone who is choking (78% who have taken a first aid course vs. 45% who have not taken a course), having a heat emergency (64% vs. 37%), having a heart attack or cardiac emergency (58% vs. 25%), anaphylactic shock (48% vs. 22%), or a concussion (47% vs. 20%).

Four in ten (38%) Canadians say that they've been in a situation where they have had to perform first aid in an emergency situation. Interestingly, British Columbians (47%) are most likely to have been in this situation, followed by those living in Alberta (39%), Saskatchewan and Manitoba (38%), Ontario (38%), Quebec (34%) and Atlantic Canada (34%).

Nearly a quarter (22%) have had to perform first aid on a family member, while 15% have performed first aid on a stranger. One in ten (13%) have assisted a friend in this way, and a



similar proportion (12%) have performed first aid on a work colleague. Six in ten (62%) Canadians have never performed first aid.

Eight in ten (78%) Canadians say that knowing how to perform first aid is 'very important', and a further two in ten (20%) say it is somewhat important. Just 1% thinks knowing how to perform first aid is 'not very important'.

Among those that have taken a course, most (53%) say it was arranged for or given by their employer. Others have taken learning first aid into their own hands: 11% say it was required by work but they needed to find a course themselves, 5% responded to an advertisement about a course for personal interest, 5% say the course was offered by a fellow employee in their workplace, and 5% searched online for a course independently for personal interest. Two in ten (22%) came to take a first aid course through some other means.

These are some of the findings of an Ipsos Reid poll conducted between July 3 and 8, 2012, on behalf of the Red Cross. For this survey a sample of 2,015 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 2.2 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



Ipsos Reid

For more information on this news release, please contact:

*Sean Simpson
Associate Vice President
Ipsos Reid
Public Affairs
(416) 572-4474*

**For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at:
<http://www.ipsos-na.com/news/>**

© Ipsos Reid

- 5 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal*