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Table Description	
1	S1. Thinking of your job/workplace, how much time do you spend in the sun on a typical day?
2	1. Thinking back to this summer (between May and September), on a typical weekend or your day off, how much time did you spend outdoors during peak UV hours (11:00am to 3:00pm) when it was partially/fully sunny?
3	2. How important is it that you personally wear sunscreen when going outdoors?
4	3. When you expose yourself to the sun, what, if anything are you afraid of?
5	4_1. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Prevents sunburn
6	4_2. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Protects against UVA rays
7	4_3. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Protects against UVB rays
8	4_4. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Protects against the long term effects of the sun
9	4_5. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Long lasting
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12	4_8. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Doesn't sting or irritate eyes
13	4_9. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Water resistant
14	4_10. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Hypoallergenic
15	4_11. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Prevents premature aging/wrinkles/sun spots
16	4. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Top 2 Box Summary
17	4. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Bottom 2 Box Summary
18	5_1. How strongly would you agree or disagree with each of the following statements? - Too much sun ages your skin
19	5_2. How strongly would you agree or disagree with each of the following statements? - It's essential to protect your skin from the sun
20	5_3. How strongly would you agree or disagree with each of the following statements? - A little sun exposure can be good for your health
21	5_4. How strongly would you agree or disagree with each of the following statements? - Sun exposure causes irreparable damage to your skin
22	5_5. How strongly would you agree or disagree with each of the following statements? - I really like being in the sun despite the potential dangers
23	5_6. How strongly would you agree or disagree with each of the following statements? - Sun is more harmful to children than adults
24	5_8. How strongly would you agree or disagree with each of the following statements? - Too much exposure to sunlight can damage your eyes
25	5. How strongly would you agree or disagree with each of the following statements? - Top 2 Box Summary
26	5. How strongly would you agree or disagree with each of the following statements? - Bottom 2 Box Summary

27	6_1. How strongly would you agree or disagree with each of the following statements? - I try not to expose myself to the sun between the hours of 11am and 3pm
28	6_2. How strongly would you agree or disagree with each of the following statements? - There is no danger exposing your skin to the sun if you have put on sun protection or sunscreen
29	6_3. How strongly would you agree or disagree with each of the following statements? - A good tan gives you the impression that you are in good health
30	6_4. How strongly would you agree or disagree with each of the following statements? - Having a tan is important to me
31	6_5. How strongly would you agree or disagree with each of the following statements? - When skin tone is naturally tanned/naturally dark, it's not as important to apply sunscreen
32	6_6. How strongly would you agree or disagree with each of the following statements? - Sun protection in the winter is not necessary
33	6_7. How strongly would you agree or disagree with each of the following statements? - Sunscreen is safe to use
34	6. How strongly would you agree or disagree with each of the following statements? - Top 2 Box Summary
35	6. How strongly would you agree or disagree with each of the following statements? - Bottom 2 Box Summary
36	7_1. How strongly would you agree or disagree with each of the following statements? - When it's cloudy outside, there is no need to use sunscreen
37	7_2. How strongly would you agree or disagree with each of the following statements? - The dangers of sun exposure are exaggerated
38	7_3. How strongly would you agree or disagree with each of the following statements? - Getting a sunburn is the first step to getting a sun-tan/makes you tan faster
39	7_4. How strongly would you agree or disagree with each of the following statements? - I am concerned about skin damage due to UV rays from the sun
40	7_5. How strongly would you agree or disagree with each of the following statements? - Some sun exposure without sunscreen is needed to meet the recommended vitamin D requirement
41	7. How strongly would you agree or disagree with each of the following statements? - Top 2 Box Summary
42	7. How strongly would you agree or disagree with each of the following statements? - Bottom 2 Box Summary
43	8_1. How often do you...? - Check the UV index before spending time outdoors in the sun
44	8_2. How often do you...? - Apply sunscreen when going outdoors
45	8_3. How often do you...? - Seek shade when you're in the sun between 11am and 3pm
46	8_4. How often do you...? - Wear sunglasses with UV protective lenses when outdoors all year round
47	8_5. How often do you...? - Wear clothing that covers as much skin as possible when you are in the sun
48	8_6. How often do you...? - Wear a wide-brimmed hat when you are in the sun
49	8_7. How often do you...? - Go indoor tanning, i.e. at a tanning salon
50	8. How often do you...? - Top 2 Box Summary
51	8. How often do you...? - Bottom 2 Box Summary
52	9. When applying sunscreen what SPF factor do you use?
53	10. Do you use sunscreen all year round?
54	11. When do you reapply sunscreen?
55	12. When purchasing skin care products and cosmetics do you look for products with an SPF?
56	13. Are you aware the Canadian Dermatology Association recognizes sunscreen products that meet a prescribed criteria by adding their logo to the product packaging?
57	14. To what extent would you be more or less likely to purchase sunscreen if it had the Canadian Dermatology Association logo on the product?
58	GENDER
59	AGE
60	EDUCATION
61	REGION
62	INCOME
63	HOUSEHOLD COMPOSITION
64	HHCMP1. How many people are living or staying at your current address?
65	EMPLOYMENT STATUS

66	USMAR2. What is your marital status?
67	PGS01. How much of your household's grocery shopping do you, yourself, do?
68	CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

S1. Thinking of your job/workplace, how much time do you spend in the sun on a typical day?

	S1. Thinking of your job/workplace, how much time do you spend in the sun on a typical day?											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Less than 1 hour per day	442	191	251	10	115	198	120	7	50	178	207	-
	42%	37%	46%	30%	40%	52%	33%	18%	31%	40%	50%	-
	L		B	*		DEG		*		HI	HIJ	
1 to 2 hours per day	249	130	119	8	78	98	64	8	38	105	97	-
	24%	25%	22%	25%	28%	26%	18%	21%	23%	24%	24%	-
	L			*	G	G		*				
3 to 5 hours per day	118	75	42	4	48	37	29	7	18	54	39	118
	11%	15%	8%	13%	17%	10%	8%	19%	11%	12%	9%	74%
		C		*	FG			*				A
6 or more hours per day	41	36	6	1	18	11	12	3	7	19	13	41
	4%	7%	1%	4%	6%	3%	3%	8%	4%	4%	3%	26%
		C		*	F			*				A
I am not currently employed	202	79	123	9	25	34	133	12	49	86	55	-
	19%	15%	23%	28%	9%	9%	37%	33%	30%	19%	13%	-
	L		B	EF*			EF	K*	JK	K		
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Outdoor worker (3+ hours outside per day)	159	111	48	6	66	47	41	10	25	73	51	159
	15%	22%	9%	17%	23%	13%	11%	28%	15%	16%	12%	100%
		C		*	FG			K*				A

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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Median	120	120	120	95.6	120	120	120	120	120	120	120	180

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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2. How important is it that you personally wear sunscreen when going outdoors?

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	791	365	426	26	222	297	246	19	112	328	332	126
	75%	72%	79%	80%	78%	79%	69%	52%	69%	74%	81%	79%
			B	*	G	G		*		H	HIJ	
Very important	426	185	241	15	119	156	137	10	58	171	187	82
	41%	36%	45%	44%	42%	41%	38%	27%	36%	39%	46%	52%
			B	*				*			HIJ	A
Somewhat important	365	180	185	12	104	141	109	9	54	157	145	44
	35%	35%	34%	36%	37%	37%	30%	25%	33%	36%	35%	27%
	L			*		G		*				
Bottom 2 Box (Net)	260	145	115	7	61	80	112	18	51	113	79	34
	25%	28%	21%	20%	22%	21%	31%	48%	31%	26%	19%	21%
		C		*			EF	JK*	K	K		
Not very important	197	105	92	5	40	63	88	11	36	84	65	25
	19%	21%	17%	16%	14%	17%	25%	29%	22%	19%	16%	16%
				*			EF	K*				
Not at all important	64	40	23	1	22	16	25	7	14	29	14	9
	6%	8%	4%	4%	8%	4%	7%	19%	9%	6%	3%	5%
		C		*				JK*	K	K		
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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3. When you expose yourself to the sun, what, if anything are you afraid of?

	3. When you expose yourself to the sun, what, if anything are you afraid of?											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Sunburn	656	317	339	22	185	234	216	16	96	286	257	89
	62%	62%	63%	65%	65%	62%	60%	45%	59%	65%	63%	56%
				*				*		H	H	
Increasing the risk of skin cancer	639	279	360	18	164	232	225	11	85	268	276	81
	61%	55%	67%	54%	58%	62%	63%	31%	52%	61%	67%	51%
	L		B	*				*	H	H	HI	
Premature skin aging	452	169	283	7	105	174	166	8	55	186	202	59
	43%	33%	52%	22%	37%	46%	46%	22%	34%	42%	49%	37%
			B	*	D	DE	DE	*		H	HIJ	
Increasing brown sun spots	319	114	205	5	73	114	127	6	37	136	141	46
	30%	22%	38%	16%	26%	30%	35%	16%	23%	31%	34%	29%
			B	*		D	DE	*			HI	
Peeling skin	192	92	100	11	69	65	48	7	32	81	72	33
	18%	18%	19%	33%	24%	17%	13%	21%	20%	18%	17%	21%
				FG*	FG			*				
Skin reaction due to sun allergies	116	37	79	4	37	52	23	2	13	53	48	16
	11%	7%	15%	12%	13%	14%	7%	6%	8%	12%	12%	10%
			B	*	G	G		*				
Freckles	105	42	63	3	40	39	23	5	11	40	50	24
	10%	8%	12%	10%	14%	10%	7%	13%	7%	9%	12%	15%
				*	G			*				A
Acne breakouts	76	36	40	3	46	24	2	2	15	30	28	24
	7%	7%	7%	10%	16%	6%	1%	6%	9%	7%	7%	15%
				G*	FG	G		*				A
Tanning	66	31	35	1	37	20	8	6	8	21	31	11
	6%	6%	6%	4%	13%	5%	2%	17%	5%	5%	8%	7%
				*	FG	G		IJ*				
Other	17	7	9	1	5	6	4	1	3	6	7	2
	2%	1%	2%	3%	2%	2%	1%	3%	2%	1%	2%	1%
				*				*				
Not concerned	121	77	44	5	21	41	53	9	30	49	33	20
	12%	15%	8%	16%	7%	11%	15%	24%	18%	11%	8%	13%
		C		E*			E	JK*	JK			
Sigma	2759	1201	1558	82	782	1001	894	74	385	1154	1146	406
	263%	235%	288%	247%	276%	266%	250%	203%	237%	262%	279%	255%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

4_1. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Prevents sunburn

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	986	476	510	31	264	361	331	28	147	420	391	146
	94%	93%	94%	92%	93%	96%	92%	77%	90%	95%	95%	92%
				*		G		*	H	HI	HI	
Very important	768	350	418	26	217	276	250	21	114	330	304	107
	73%	69%	77%	77%	77%	73%	70%	57%	70%	75%	74%	67%
			B	*				*		H	H	
Somewhat important	218	126	92	5	47	85	80	7	32	90	87	39
	21%	25%	17%	15%	17%	23%	22%	20%	20%	20%	21%	25%
			C	*				*				
Bottom 2 Box (Net)	65	34	31	3	19	16	27	8	16	21	20	14
	6%	7%	6%	8%	7%	4%	8%	23%	10%	5%	5%	8%
				*			F	IJK*	JK			
Not very important	40	19	21	1	14	9	16	6	9	15	11	8
	4%	4%	4%	4%	5%	2%	5%	15%	6%	3%	3%	5%
				*				JK*				
Not at all important	25	15	9	1	5	7	11	3	7	6	9	5
	2%	3%	2%	4%	2%	2%	3%	8%	4%	1%	2%	3%
				*				JK*	J			
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Protects against UVA rays

	Characteristics											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	985	468	517	29	263	358	335	30	151	418	386	145
	94%	92%	96%	88%	93%	95%	94%	83%	93%	95%	94%	91%
			B	*		D		*		H	H	
Very important	752	338	414	23	211	268	250	24	109	319	301	102
	72%	66%	77%	69%	75%	71%	70%	65%	67%	72%	73%	64%
	L		B	*				*				
Somewhat important	233	130	103	6	52	90	85	7	42	99	86	42
	22%	25%	19%	19%	18%	24%	24%	18%	26%	22%	21%	27%
			C	*				*				
Bottom 2 Box (Net)	66	42	23	4	20	18	23	6	12	23	24	15
	6%	8%	4%	12%	7%	5%	6%	17%	7%	5%	6%	9%
			C	F*				JK*				
Not very important	39	27	13	2	13	11	13	3	6	14	16	9
	4%	5%	2%	6%	5%	3%	4%	9%	4%	3%	4%	6%
			C	*				*				
Not at all important	26	16	11	2	8	7	10	3	6	9	9	5
	2%	3%	2%	5%	3%	2%	3%	8%	3%	2%	2%	3%
				*				JK*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Protects against UVB rays

	Characteristics											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	989	473	516	29	268	354	338	30	149	421	388	145
	94%	93%	96%	88%	94%	94%	94%	83%	92%	96%	95%	91%
				*				*		H	H	
Very important	732	319	414	22	196	261	253	20	101	311	300	96
	70%	62%	77%	65%	69%	69%	71%	54%	62%	71%	73%	61%
	L		B	*				*		H	HI	
Somewhat important	257	154	103	8	71	93	85	11	48	110	88	48
	24%	30%	19%	23%	25%	25%	24%	29%	29%	25%	21%	30%
		C		*				*	K			
Bottom 2 Box (Net)	62	38	24	4	16	22	20	6	13	20	22	15
	6%	7%	4%	12%	6%	6%	6%	17%	8%	4%	5%	9%
				*				JK*				
Not very important	37	21	16	2	9	14	11	3	8	12	14	9
	3%	4%	3%	6%	3%	4%	3%	9%	5%	3%	3%	6%
				*				J*				
Not at all important	25	17	8	2	6	8	9	3	6	8	9	5
	2%	3%	2%	5%	2%	2%	3%	8%	3%	2%	2%	3%
				*				JK*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Protects against the long term effects of the sun

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	964	455	509	30	258	349	327	29	147	409	379	140
	92%	89%	94%	90%	91%	93%	91%	80%	90%	93%	92%	88%
			B	*				*		H	H	
Very important	697	308	389	20	192	240	246	18	101	298	281	101
	66%	60%	72%	60%	68%	64%	69%	49%	62%	67%	68%	63%
			B	*				*		H	H	
Somewhat important	267	147	120	10	66	109	81	11	46	112	98	40
	25%	29%	22%	30%	23%	29%	23%	31%	28%	25%	24%	25%
			C	*				*				
Bottom 2 Box (Net)	87	55	32	3	25	27	31	7	16	32	32	19
	8%	11%	6%	10%	9%	7%	9%	20%	10%	7%	8%	12%
			C	*				JK*				
Not very important	56	38	18	2	18	20	17	4	9	24	19	13
	5%	7%	3%	6%	6%	5%	5%	12%	5%	5%	5%	8%
			C	*				*				
Not at all important	31	17	14	1	8	8	14	3	7	8	12	5
	3%	3%	3%	4%	3%	2%	4%	8%	4%	2%	3%	3%
				*				J*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formula used
- Column Proportions:
Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
Minimum Base: 30 (**), Small Base: 100 (*)

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4_5. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Long lasting

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	964	463	501	29	257	352	326	30	143	410	381	145
	92%	91%	93%	87%	91%	93%	91%	83%	88%	93%	93%	91%
				*				*		H	H	
Very important	649	291	358	19	179	232	219	23	98	268	260	93
	62%	57%	66%	58%	63%	62%	61%	62%	60%	61%	63%	58%
			B	*				*				
Somewhat important	314	172	142	10	78	120	106	8	45	141	121	52
	30%	34%	26%	29%	28%	32%	30%	21%	27%	32%	29%	33%
			C	*				*				
Bottom 2 Box (Net)	87	47	40	4	26	24	32	6	20	32	30	14
	8%	9%	7%	13%	9%	7%	9%	17%	12%	7%	7%	9%
				*				JK*				
Not very important	55	29	27	2	17	18	19	3	13	21	18	8
	5%	6%	5%	6%	6%	5%	5%	9%	8%	5%	4%	5%
				*				*				
Not at all important	32	19	13	2	10	7	13	3	7	11	12	6
	3%	4%	2%	7%	3%	2%	4%	8%	4%	2%	3%	4%
				F*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_6. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Skin is not greasy or sticky

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	933	442	492	31	255	343	305	31	141	398	364	143
	89%	87%	91%	93%	90%	91%	85%	84%	87%	90%	89%	90%
			B	*		G		*				
Very important	606	252	354	22	169	223	192	20	101	258	228	89
	58%	49%	66%	67%	60%	59%	54%	54%	62%	58%	55%	56%
			B	*				*				
Somewhat important	327	190	137	9	86	119	113	11	40	140	136	54
	31%	37%	25%	26%	30%	32%	32%	30%	25%	32%	33%	34%
			C	*				*				
Bottom 2 Box (Net)	118	69	49	2	28	34	53	6	22	43	47	16
	11%	13%	9%	7%	10%	9%	15%	16%	13%	10%	11%	10%
			C	*			F	*				
Not very important	81	48	33	2	19	24	37	1	15	30	36	11
	8%	9%	6%	6%	7%	6%	10%	3%	9%	7%	9%	7%
			C	*				*				
Not at all important	36	20	16	*	9	10	17	5	7	13	11	5
	3%	4%	3%	1%	3%	3%	5%	13%	4%	3%	3%	3%
				*				IJK*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_7. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Easy to apply

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	962	460	502	32	259	348	323	30	143	412	377	139
	92%	90%	93%	96%	91%	93%	90%	82%	88%	93%	92%	87%
				*				*		HI		
Very important	615	264	351	23	159	227	205	16	98	272	229	85
	59%	52%	65%	71%	56%	60%	57%	45%	60%	62%	56%	53%
			B	*				*		H		
Somewhat important	347	196	151	8	100	121	118	14	45	140	148	54
	33%	38%	28%	26%	35%	32%	33%	38%	28%	32%	36%	34%
			C	*				*				
Bottom 2 Box (Net)	89	50	39	1	24	28	35	6	20	29	34	20
	8%	10%	7%	4%	9%	7%	10%	18%	12%	7%	8%	13%
				*				J*	J			
Not very important	62	35	27	1	19	20	22	3	13	19	26	15
	6%	7%	5%	2%	7%	5%	6%	10%	8%	4%	6%	9%
				*				*				
Not at all important	27	16	12	*	5	9	13	3	7	10	7	5
	3%	3%	2%	1%	2%	2%	4%	8%	4%	2%	2%	3%
				*				JK*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_8. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Doesn't sting or irritate eyes

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	906	417	489	27	240	329	309	29	137	385	355	134
	86%	82%	90%	83%	85%	87%	86%	81%	84%	87%	86%	84%
			B	*				*				
Very important	571	239	333	19	148	205	198	21	92	252	206	79
	54%	47%	62%	58%	52%	55%	55%	58%	57%	57%	50%	50%
			B	*				*		K		
Somewhat important	334	178	156	8	92	123	111	8	45	132	149	56
	32%	35%	29%	25%	32%	33%	31%	23%	28%	30%	36%	35%
			C	*				*			I	
Bottom 2 Box (Net)	145	93	52	6	43	48	49	7	26	57	56	25
	14%	18%	10%	17%	15%	13%	14%	19%	16%	13%	14%	16%
			C	*				*				
Not very important	102	70	32	3	35	35	29	4	15	44	39	19
	10%	14%	6%	10%	12%	9%	8%	11%	9%	10%	10%	12%
			C	*				*				
Not at all important	43	23	20	2	8	13	20	3	10	13	17	6
	4%	5%	4%	7%	3%	3%	6%	8%	6%	3%	4%	4%
				*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_9. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Water resistant

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	843	406	437	28	232	314	269	29	126	350	338	129
	80%	80%	81%	85%	82%	83%	75%	80%	77%	79%	82%	81%
				*		G		*				
Very important	398	182	216	18	119	134	126	15	67	167	148	69
	38%	36%	40%	55%	42%	36%	35%	41%	41%	38%	36%	44%
				FG*				*				
Somewhat important	445	225	221	10	112	180	143	14	59	182	190	60
	42%	44%	41%	30%	40%	48%	40%	39%	36%	41%	46%	38%
				*		DEG		*			I	
Bottom 2 Box (Net)	208	104	104	5	52	62	89	7	37	91	73	30
	20%	20%	19%	15%	18%	17%	25%	20%	23%	21%	18%	19%
				*			F	*				
Not very important	159	81	78	3	41	51	64	3	25	73	58	24
	15%	16%	14%	10%	14%	14%	18%	9%	15%	17%	14%	15%
				*				*				
Not at all important	49	23	26	2	11	11	25	4	12	18	15	5
	5%	5%	5%	5%	4%	3%	7%	11%	7%	4%	4%	3%
				*			F	K*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_10. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Hypoallergenic

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	760	333	428	24	198	283	256	25	117	317	302	112
	72%	65%	79%	72%	70%	75%	72%	69%	72%	72%	73%	71%
			B	*				*				
Very important	421	152	269	15	108	156	142	14	63	181	163	58
	40%	30%	50%	45%	38%	41%	40%	39%	39%	41%	40%	36%
			B	*				*				
Somewhat important	339	181	159	9	90	127	114	11	54	136	139	55
	32%	35%	29%	26%	32%	34%	32%	29%	33%	31%	34%	34%
			C	*				*				
Bottom 2 Box (Net)	291	178	113	9	85	94	102	11	46	124	109	47
	28%	35%	21%	28%	30%	25%	28%	31%	28%	28%	27%	29%
			C	*				*				
Not very important	191	110	80	6	61	60	63	6	32	78	76	31
	18%	22%	15%	20%	22%	16%	18%	17%	19%	18%	18%	20%
			C	*				*				
Not at all important	100	67	32	3	24	34	39	5	14	47	33	16
	9%	13%	6%	9%	9%	9%	11%	14%	9%	11%	8%	10%
			C	*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_11. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Prevents premature aging/wrinkles/sun spots

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	829	363	466	24	211	299	295	26	122	355	326	127
	79%	71%	86%	71%	75%	79%	83%	70%	75%	80%	79%	80%
			B	*			E	*				
Very important	480	178	302	11	127	169	172	17	78	184	200	77
	46%	35%	56%	34%	45%	45%	48%	46%	48%	42%	49%	48%
			B	*				*			J	
Somewhat important	349	185	164	12	84	130	123	9	44	171	126	51
	33%	36%	30%	37%	30%	34%	34%	24%	27%	39%	31%	32%
			C	*				*		IK		
Bottom 2 Box (Net)	222	147	75	10	72	78	63	11	41	86	84	32
	21%	29%	14%	29%	25%	21%	17%	30%	25%	20%	21%	20%
			C	*	G			*				
Not very important	167	108	60	7	56	60	44	7	27	68	66	22
	16%	21%	11%	23%	20%	16%	12%	19%	16%	15%	16%	14%
			C	G*	G			*				
Not at all important	55	39	16	2	16	17	19	4	14	18	18	10
	5%	8%	3%	6%	6%	5%	5%	11%	9%	4%	5%	6%
			C	*				*	J			
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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4. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Top 2 Box Summary

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Protects against UVB rays	989	473	516	29	268	354	338	30	149	421	388	145
	94%	93%	96%	88%	94%	94%	94%	83%	92%	96%	95%	91%
				*				*		H	H	
Prevents sunburn	986	476	510	31	264	361	331	28	147	420	391	146
	94%	93%	94%	92%	93%	96%	92%	77%	90%	95%	95%	92%
				*		G		*	H	HI	HI	
Protects against UVA rays	985	468	517	29	263	358	335	30	151	418	386	145
	94%	92%	96%	88%	93%	95%	94%	83%	93%	95%	94%	91%
			B	*		D		*		H	H	
Protects against the long term effects of the sun	964	455	509	30	258	349	327	29	147	409	379	140
	92%	89%	94%	90%	91%	93%	91%	80%	90%	93%	92%	88%
			B	*				*		H	H	
Long lasting	964	463	501	29	257	352	326	30	143	410	381	145
	92%	91%	93%	87%	91%	93%	91%	83%	88%	93%	93%	91%
				*				*		H	H	
Easy to apply	962	460	502	32	259	348	323	30	143	412	377	139
	92%	90%	93%	96%	91%	93%	90%	82%	88%	93%	92%	87%
				*				*		HI		
Skin is not greasy or sticky	933	442	492	31	255	343	305	31	141	398	364	143
	89%	87%	91%	93%	90%	91%	85%	84%	87%	90%	89%	90%
			B	*		G		*				
Doesn't sting or irritate eyes	906	417	489	27	240	329	309	29	137	385	355	134
	86%	82%	90%	83%	85%	87%	86%	81%	84%	87%	86%	84%
			B	*				*				
Water resistant	843	406	437	28	232	314	269	29	126	350	338	129
	80%	80%	81%	85%	82%	83%	75%	80%	77%	79%	82%	81%
				*		G		*				
Prevents premature aging/wrinkles/sun spots	829	363	466	24	211	299	295	26	122	355	326	127
	79%	71%	86%	71%	75%	79%	83%	70%	75%	80%	79%	80%
			B	*		E		*				
Hypoallergenic	760	333	428	24	198	283	256	25	117	317	302	112
	72%	65%	79%	72%	70%	75%	72%	69%	72%	72%	73%	71%
			B	*				*				

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Generally speaking, which of the following characteristics is important to you in a sun protection or sunscreen product? - Bottom 2 Box Summary

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Hypoallergenic	291	178	113	9	85	94	102	11	46	124	109	47
	28%	35%	21%	28%	30%	25%	28%	31%	28%	28%	27%	29%
		C		*				*				
Prevents premature aging/wrinkles/sun spots	222	147	75	10	72	78	63	11	41	86	84	32
	21%	29%	14%	29%	25%	21%	17%	30%	25%	20%	21%	20%
		C		*	G			*				
Water resistant	208	104	104	5	52	62	89	7	37	91	73	30
	20%	20%	19%	15%	18%	17%	25%	20%	23%	21%	18%	19%
				*			F	*				
Doesn't sting or irritate eyes	145	93	52	6	43	48	49	7	26	57	56	25
	14%	18%	10%	17%	15%	13%	14%	19%	16%	13%	14%	16%
		C		*				*				
Skin is not greasy or sticky	118	69	49	2	28	34	53	6	22	43	47	16
	11%	13%	9%	7%	10%	9%	15%	16%	13%	10%	11%	10%
		C		*			F	*				
Easy to apply	89	50	39	1	24	28	35	6	20	29	34	20
	8%	10%	7%	4%	9%	7%	10%	18%	12%	7%	8%	13%
				*				J*	J			
Long lasting	87	47	40	4	26	24	32	6	20	32	30	14
	8%	9%	7%	13%	9%	7%	9%	17%	12%	7%	7%	9%
				*				JK*				
Protects against the long term effects of the sun	87	55	32	3	25	27	31	7	16	32	32	19
	8%	11%	6%	10%	9%	7%	9%	20%	10%	7%	8%	12%
		C		*				JK*				
Protects against UVA rays	66	42	23	4	20	18	23	6	12	23	24	15
	6%	8%	4%	12%	7%	5%	6%	17%	7%	5%	6%	9%
		C		F*				JK*				
Prevents sunburn	65	34	31	3	19	16	27	8	16	21	20	14
	6%	7%	6%	8%	7%	4%	8%	23%	10%	5%	5%	8%
				*			F	IJK*	JK			
Protects against UVB rays	62	38	24	4	16	22	20	6	13	20	22	15
	6%	7%	4%	12%	6%	6%	6%	17%	8%	4%	5%	9%
				*				JK*				

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5_1. How strongly would you agree or disagree with each of the following statements? - Too much sun ages your skin

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	989	478	511	29	256	355	349	31	151	414	393	152
	94%	94%	95%	88%	90%	94%	97%	86%	93%	94%	96%	95%
				*			DEF	*			H	
Strongly Agree	513	215	299	12	135	189	177	12	72	219	210	83
	49%	42%	55%	37%	47%	50%	49%	33%	44%	50%	51%	52%
			B	*				*			H	
Agree	476	263	213	17	122	166	172	19	79	194	184	69
	45%	52%	39%	51%	43%	44%	48%	53%	48%	44%	45%	43%
			C	*				*				
Bottom 2 Box (Net)	62	32	29	4	27	21	9	5	12	27	17	8
	6%	6%	5%	12%	10%	6%	3%	14%	7%	6%	4%	5%
				G*	G	G		K*				
Disagree	62	32	29	4	27	21	9	5	12	27	17	8
	6%	6%	5%	12%	10%	6%	3%	14%	7%	6%	4%	5%
				G*	G	G		K*				
Strongly Disagree	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
				*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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5_2. How strongly would you agree or disagree with each of the following statements? - It's essential to protect your skin from the sun

	Demographics											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	981	471	510	30	264	357	331	32	148	411	390	146
	93%	92%	94%	90%	93%	95%	92%	88%	91%	93%	95%	92%
				*				*				
Strongly Agree	547	242	306	16	159	200	174	14	85	225	223	84
	52%	47%	57%	47%	56%	53%	48%	39%	52%	51%	54%	53%
			B	*				*				
Agree	434	229	205	14	105	157	157	18	63	185	167	61
	41%	45%	38%	43%	37%	42%	44%	49%	39%	42%	41%	39%
			C	*				*				
Bottom 2 Box (Net)	70	40	30	3	20	20	27	4	15	30	20	13
	7%	8%	6%	10%	7%	5%	8%	12%	9%	7%	5%	8%
				*				*				
Disagree	62	34	27	3	20	14	25	2	14	29	16	12
	6%	7%	5%	8%	7%	4%	7%	6%	9%	7%	4%	8%
				*				*	K			
Strongly Disagree	8	5	3	1	-	5	2	2	1	1	4	1
	1%	1%	1%	2%	-	1%	1%	6%	1%	*	1%	1%
				E*		E		IJK*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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5_3. How strongly would you agree or disagree with each of the following statements? - A little sun exposure can be good for your health

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	1000	491	510	30	270	354	347	36	150	424	391	152
	95%	96%	94%	90%	95%	94%	97%	98%	92%	96%	95%	96%
				*			D	*				
Strongly Agree	399	204	195	10	108	143	138	17	56	164	161	74
	38%	40%	36%	30%	38%	38%	38%	48%	34%	37%	39%	46%
				*				*				A
Agree	602	287	315	20	162	211	209	18	94	259	230	79
	57%	56%	58%	59%	57%	56%	58%	50%	58%	59%	56%	49%
	L			*				*				
Bottom 2 Box (Net)	51	20	31	3	14	22	11	1	13	18	20	7
	5%	4%	6%	10%	5%	6%	3%	2%	8%	4%	5%	4%
				G*				*				
Disagree	43	17	25	3	14	20	6	1	11	14	17	5
	4%	3%	5%	8%	5%	5%	2%	2%	7%	3%	4%	3%
				G*	G	G		*	J			
Strongly Disagree	8	2	6	1	-	2	5	-	2	4	2	2
	1%	*	1%	2%	-	*	1%	-	1%	1%	1%	1%
				E*			E	*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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5_4. How strongly would you agree or disagree with each of the following statements? - Sun exposure causes irreparable damage to your skin

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	915	432	483	28	245	330	312	35	143	371	365	142
	87%	85%	89%	84%	86%	88%	87%	96%	88%	84%	89%	89%
			B	*				*			J	
Strongly Agree	400	169	231	12	125	142	122	11	58	160	171	67
	38%	33%	43%	35%	44%	38%	34%	31%	36%	36%	42%	42%
			B	*	G			*				
Agree	515	263	251	16	120	189	190	24	85	211	195	75
	49%	52%	46%	48%	42%	50%	53%	66%	52%	48%	47%	47%
				*		E	E	JK*				
Bottom 2 Box (Net)	136	78	58	5	39	46	46	1	19	70	45	17
	13%	15%	11%	16%	14%	12%	13%	4%	12%	16%	11%	11%
			C	*				*		K		
Disagree	131	76	55	5	37	45	44	1	19	67	43	15
	12%	15%	10%	14%	13%	12%	12%	4%	12%	15%	11%	10%
			C	*				*				
Strongly Disagree	6	3	3	1	2	1	2	-	-	4	2	2
	1%	1%	1%	2%	1%	*	1%	-	-	1%	*	1%
				F*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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5_5. How strongly would you agree or disagree with each of the following statements? - I really like being in the sun despite the potential dangers

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	685	351	334	23	214	244	204	24	105	277	278	138
	65%	69%	62%	68%	75%	65%	57%	66%	65%	63%	68%	87%
		C		*	FG	G		*				A
Strongly Agree	208	109	99	7	84	69	48	10	33	78	87	57
	20%	21%	18%	22%	30%	18%	13%	28%	20%	18%	21%	36%
				*	FG			*				A
Agree	477	241	235	15	130	175	157	14	73	200	191	80
	45%	47%	44%	46%	46%	46%	44%	38%	45%	45%	46%	50%
				*				*				
Bottom 2 Box (Net)	366	160	207	10	70	132	154	12	57	164	132	21
	35%	31%	38%	32%	25%	35%	43%	34%	35%	37%	32%	13%
	L		B	*		E	EF	*				
Disagree	273	130	143	9	54	100	111	8	44	122	100	20
	26%	25%	27%	27%	19%	27%	31%	21%	27%	28%	24%	13%
	L			*		E	E	*				
Strongly Disagree	93	30	63	2	15	33	43	5	13	42	33	1
	9%	6%	12%	5%	5%	9%	12%	13%	8%	10%	8%	1%
	L		B	*		E	E	*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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5_6. How strongly would you agree or disagree with each of the following statements? - Sun is more harmful to children than adults

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	706	369	337	26	197	242	242	23	105	299	279	123
	67%	72%	62%	77%	70%	64%	68%	62%	65%	68%	68%	77%
		C		*				*				A
Strongly Agree	289	152	137	9	90	94	97	7	47	116	118	53
	28%	30%	25%	28%	32%	25%	27%	19%	29%	26%	29%	33%
				*				*				
Agree	417	217	200	16	107	148	145	16	58	183	161	70
	40%	43%	37%	49%	38%	39%	41%	43%	35%	41%	39%	44%
				*				*				
Bottom 2 Box (Net)	345	141	204	8	86	135	116	14	58	142	131	36
	33%	28%	38%	23%	30%	36%	32%	38%	35%	32%	32%	23%
	L		B	*				*				
Disagree	283	116	166	7	70	114	91	9	45	114	114	29
	27%	23%	31%	21%	25%	30%	26%	25%	28%	26%	28%	18%
	L		B	*				*				
Strongly Disagree	62	25	37	*	16	21	25	5	13	27	17	8
	6%	5%	7%	1%	6%	6%	7%	13%	8%	6%	4%	5%
				*				K*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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5_8. How strongly would you agree or disagree with each of the following statements? - Too much exposure to sunlight can damage your eyes

	Statement: Too much exposure to sunlight can damage your eyes											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	950	465	486	26	257	345	322	31	143	392	384	149
	90%	91%	90%	80%	91%	92%	90%	86%	88%	89%	94%	94%
				*	D	D	D	*			IJ	
Strongly Agree	457	219	239	10	139	156	153	14	54	186	203	76
	44%	43%	44%	29%	49%	41%	43%	39%	33%	42%	49%	48%
				*	D			*		I	IJ	
Agree	493	246	247	17	118	190	169	17	89	206	181	73
	47%	48%	46%	50%	42%	50%	47%	47%	55%	47%	44%	46%
				*		E		*	K			
Bottom 2 Box (Net)	101	46	55	7	27	31	36	5	20	49	26	10
	10%	9%	10%	20%	9%	8%	10%	14%	12%	11%	6%	6%
				EFG*				*	K	K		
Disagree	95	42	53	7	25	28	35	5	19	47	24	10
	9%	8%	10%	20%	9%	8%	10%	14%	12%	11%	6%	6%
				EFG*				*	K	K		
Strongly Disagree	5	3	2	-	1	3	1	-	1	2	2	-
	1%	1%	*	-	*	1%	*	-	1%	1%	*	-
				*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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5. How strongly would you agree or disagree with each of the following statements? - Top 2 Box Summary

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
A little sun exposure can be good for your health	1000	491	510	30	270	354	347	36	150	424	391	152
	95%	96%	94%	90%	95%	94%	97%	98%	92%	96%	95%	96%
				*			D	*				
Too much sun ages your skin	989	478	511	29	256	355	349	31	151	414	393	152
	94%	94%	95%	88%	90%	94%	97%	86%	93%	94%	96%	95%
				*			DEF	*			H	
It's essential to protect your skin from the sun	981	471	510	30	264	357	331	32	148	411	390	146
	93%	92%	94%	90%	93%	95%	92%	88%	91%	93%	95%	92%
				*				*				
Too much exposure to sunlight can damage your eyes	950	465	486	26	257	345	322	31	143	392	384	149
	90%	91%	90%	80%	91%	92%	90%	86%	88%	89%	94%	94%
				*	D	D	D	*			IJ	
Sun exposure causes irreparable damage to your skin	915	432	483	28	245	330	312	35	143	371	365	142
	87%	85%	89%	84%	86%	88%	87%	96%	88%	84%	89%	89%
			B	*				*			J	
Sun is more harmful to children than adults	706	369	337	26	197	242	242	23	105	299	279	123
	67%	72%	62%	77%	70%	64%	68%	62%	65%	68%	68%	77%
		C		*				*				A
I really like being in the sun despite the potential dangers	685	351	334	23	214	244	204	24	105	277	278	138
	65%	69%	62%	68%	75%	65%	57%	66%	65%	63%	68%	87%
		C		*	FG	G		*				A

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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5. How strongly would you agree or disagree with each of the following statements? - Bottom 2 Box Summary

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
I really like being in the sun despite the potential dangers	366 35%	160 31%	207 38%	10 32%	70 25%	132 35%	154 43%	12 34%	57 35%	164 37%	132 32%	21 13%
	L		B	*		E	EF	*				
Sun is more harmful to children than adults	345 33%	141 28%	204 38%	8 23%	86 30%	135 36%	116 32%	14 38%	58 35%	142 32%	131 32%	36 23%
	L		B	*				*				
Sun exposure causes irreparable damage to your skin	136 13%	78 15%	58 11%	5 16%	39 14%	46 12%	46 13%	1 4%	19 12%	70 16%	45 11%	17 11%
		C		*				*		K		
Too much exposure to sunlight can damage your eyes	101 10%	46 9%	55 10%	7 20%	27 9%	31 8%	36 10%	5 14%	20 12%	49 11%	26 6%	10 6%
				EFG*				*	K	K		
It's essential to protect your skin from the sun	70 7%	40 8%	30 6%	3 10%	20 7%	20 5%	27 8%	4 12%	15 9%	30 7%	20 5%	13 8%
				*				*				
Too much sun ages your skin	62 6%	32 6%	29 5%	4 12%	27 10%	21 6%	9 3%	5 14%	12 7%	27 6%	17 4%	8 5%
				G*	G	G		K*				
A little sun exposure can be good for your health	51 5%	20 4%	31 6%	3 10%	14 5%	22 6%	11 3%	1 2%	13 8%	18 4%	20 5%	7 4%
				G*				*				

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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6_1. How strongly would you agree or disagree with each of the following statements? - I try not to expose myself to the sun between the hours of 11am and 3pm

	Statement: I try not to expose myself to the sun between the hours of 11am and 3pm											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	520	250	270	19	133	186	182	19	70	222	209	84
	49%	49%	50%	59%	47%	49%	51%	52%	43%	50%	51%	53%
				*				*				
Strongly Agree	141	62	79	4	44	48	45	2	22	52	65	27
	13%	12%	15%	14%	15%	13%	12%	6%	13%	12%	16%	17%
				*				*				
Agree	379	188	192	15	89	138	137	17	48	171	144	57
	36%	37%	35%	45%	31%	37%	38%	46%	29%	39%	35%	36%
				*				*		I		
Bottom 2 Box (Net)	531	261	270	14	151	191	176	17	93	219	202	75
	51%	51%	50%	41%	53%	51%	49%	48%	57%	50%	49%	47%
				*				*				
Disagree	446	218	228	13	119	159	156	12	76	186	173	63
	42%	43%	42%	39%	42%	42%	43%	33%	47%	42%	42%	39%
				*				*				
Strongly Disagree	85	43	42	1	32	32	21	5	17	33	29	13
	8%	8%	8%	2%	11%	8%	6%	15%	10%	8%	7%	8%
				*	G			*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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6_2. How strongly would you agree or disagree with each of the following statements? - There is no danger exposing your skin to the sun if you have put on sun protection or sunscreen

	Statement: There is no danger exposing your skin to the sun if you have put on sun protection or sunscreen											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	399	209	190	19	122	143	115	18	66	168	148	83
	38%	41%	35%	59%	43%	38%	32%	48%	40%	38%	36%	52%
				EFG*	G			*				A
Strongly Agree	71	37	33	7	35	21	9	2	12	25	31	28
	7%	7%	6%	21%	12%	5%	2%	6%	8%	6%	7%	18%
				FG*	FG	G		*				A
Agree	329	172	156	13	87	123	106	15	53	143	117	54
	31%	34%	29%	38%	31%	33%	30%	42%	33%	32%	29%	34%
				*				*				
Bottom 2 Box (Net)	652	301	351	14	162	233	243	19	97	273	263	76
	62%	59%	65%	41%	57%	62%	68%	52%	60%	62%	64%	48%
	L			*	D	D	DE	*				
Disagree	563	257	306	12	136	203	212	18	88	237	221	66
	54%	50%	57%	37%	48%	54%	59%	49%	54%	54%	54%	42%
	L		B	*		D	DE	*				
Strongly Disagree	89	44	45	1	26	30	31	1	10	37	41	10
	8%	9%	8%	4%	9%	8%	9%	3%	6%	8%	10%	6%
				*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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6_3. How strongly would you agree or disagree with each of the following statements? - A good tan gives you the impression that you are in good health

	6_3. How strongly would you agree or disagree with each of the following statements? - A good tan gives you the impression that you are in good health											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	516	264	252	20	147	177	171	15	80	203	217	98
	49%	52%	47%	60%	52%	47%	48%	40%	49%	46%	53%	61%
				*				*			J	A
Strongly Agree	98	53	45	4	39	35	20	5	11	30	53	30
	9%	10%	8%	12%	14%	9%	6%	13%	7%	7%	13%	19%
				*	G			*			IJ	A
Agree	418	211	207	16	108	143	151	10	69	174	165	68
	40%	41%	38%	47%	38%	38%	42%	28%	42%	39%	40%	43%
				*				*				
Bottom 2 Box (Net)	535	246	289	13	136	199	187	22	83	238	193	61
	51%	48%	53%	40%	48%	53%	52%	60%	51%	54%	47%	39%
	L			*				*		K		
Disagree	396	187	209	12	97	143	144	18	65	175	138	53
	38%	37%	39%	35%	34%	38%	40%	49%	40%	40%	34%	34%
				*				*				
Strongly Disagree	139	59	80	2	39	56	43	4	18	62	55	8
	13%	12%	15%	5%	14%	15%	12%	11%	11%	14%	13%	5%
	L			*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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6_4. How strongly would you agree or disagree with each of the following statements? - Having a tan is important to me

	Having a tan is important to me											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	346	180	166	11	115	122	98	13	58	126	148	76
	33%	35%	31%	34%	40%	32%	27%	37%	35%	29%	36%	48%
				*	FG			*			J	A
Strongly Agree	81	46	35	4	45	21	10	2	14	20	45	29
	8%	9%	6%	11%	16%	6%	3%	6%	8%	4%	11%	18%
				G*	FG			*			J	A
Agree	265	134	131	8	70	100	87	11	44	107	103	47
	25%	26%	24%	23%	25%	27%	24%	31%	27%	24%	25%	30%
				*				*				
Bottom 2 Box (Net)	705	331	375	22	169	255	260	23	105	315	262	83
	67%	65%	69%	66%	60%	68%	73%	63%	65%	71%	64%	52%
	L			*		E	E	*		K		
Disagree	434	214	220	16	90	155	173	16	58	194	167	64
	41%	42%	41%	48%	32%	41%	48%	42%	36%	44%	41%	40%
				E*		E	E	*				
Strongly Disagree	271	116	155	6	79	99	87	8	47	121	95	19
	26%	23%	29%	18%	28%	26%	24%	21%	29%	27%	23%	12%
	L		B	*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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6_5. How strongly would you agree or disagree with each of the following statements? - When skin tone is naturally tanned/naturally dark, it's not as important to apply sunscreen

	Demographics											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	261	159	103	13	106	87	56	14	37	89	121	69
	25%	31%	19%	39%	37%	23%	16%	38%	23%	20%	30%	43%
		C		FG*	FG	G		J*			J	A
Strongly Agree	57	37	20	4	33	17	3	4	8	18	27	23
	5%	7%	4%	11%	12%	5%	1%	12%	5%	4%	7%	14%
		C		G*	FG	G		J*				A
Agree	204	121	83	9	72	70	53	9	29	72	95	46
	19%	24%	15%	28%	26%	19%	15%	26%	18%	16%	23%	29%
		C		G*	FG			*			J	A
Bottom 2 Box (Net)	790	352	438	20	178	289	302	23	126	352	289	90
	75%	69%	81%	61%	63%	77%	84%	62%	77%	80%	70%	57%
	L		B	*		DE	DEF	*		HK		
Disagree	556	267	289	16	124	210	206	14	84	250	208	69
	53%	52%	53%	48%	44%	56%	58%	38%	52%	57%	51%	43%
	L			*		E	E	*		H		
Strongly Disagree	234	84	149	4	54	80	96	9	42	102	81	21
	22%	17%	28%	13%	19%	21%	27%	24%	26%	23%	20%	13%
	L		B	*		DE		*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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6_6. How strongly would you agree or disagree with each of the following statements? - Sun protection in the winter is not necessary

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	307	181	125	16	120	94	77	14	49	119	124	67
	29%	36%	23%	48%	42%	25%	21%	37%	30%	27%	30%	42%
		C		FG*	FG			*				A
Strongly Agree	76	46	31	3	39	26	8	6	13	22	35	28
	7%	9%	6%	9%	14%	7%	2%	16%	8%	5%	9%	18%
		C		G*	FG	G		J*			J	A
Agree	230	136	95	13	80	68	68	8	36	98	89	38
	22%	27%	17%	40%	28%	18%	19%	21%	22%	22%	22%	24%
		C		FG*	FG			*				
Bottom 2 Box (Net)	744	329	415	17	164	282	281	23	113	322	286	93
	71%	64%	77%	52%	58%	75%	79%	63%	70%	73%	70%	58%
	L		B	*		DE	DE	*				
Disagree	564	256	308	14	126	210	213	13	89	242	219	66
	54%	50%	57%	43%	44%	56%	60%	37%	55%	55%	53%	41%
	L		B	*		E	DE	*		H		
Strongly Disagree	181	73	107	3	38	72	68	9	24	80	67	27
	17%	14%	20%	9%	13%	19%	19%	26%	15%	18%	16%	17%
			B	*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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6_7. How strongly would you agree or disagree with each of the following statements? - Sunscreen is safe to use

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	877	435	441	30	245	319	284	25	135	362	354	134
	83%	85%	82%	89%	86%	85%	79%	69%	83%	82%	86%	84%
				*	G			*			H	
Strongly Agree	267	126	141	8	103	97	59	9	39	107	112	55
	25%	25%	26%	25%	36%	26%	16%	24%	24%	24%	27%	35%
				*	FG	G		*				A
Agree	610	309	301	21	141	222	225	17	95	255	242	78
	58%	61%	56%	64%	50%	59%	63%	46%	59%	58%	59%	49%
	L			*		E	E	*				
Bottom 2 Box (Net)	174	75	99	4	39	58	74	11	28	79	57	25
	17%	15%	18%	11%	14%	15%	21%	31%	17%	18%	14%	16%
				*			E	K*				
Disagree	150	69	81	4	35	49	63	10	26	67	47	24
	14%	13%	15%	11%	12%	13%	17%	28%	16%	15%	11%	15%
				*				K*				
Strongly Disagree	24	6	18	-	4	8	12	1	2	12	9	1
	2%	1%	3%	-	1%	2%	3%	3%	1%	3%	2%	1%
			B	*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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6. How strongly would you agree or disagree with each of the following statements? - Top 2 Box Summary

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Sunscreen is safe to use	877	435	441	30	245	319	284	25	135	362	354	134
	83%	85%	82%	89%	86%	85%	79%	69%	83%	82%	86%	84%
				*	G			*			H	
I try not to expose myself to the sun between the hours of 11am and 3pm	520	250	270	19	133	186	182	19	70	222	209	84
	49%	49%	50%	59%	47%	49%	51%	52%	43%	50%	51%	53%
				*				*				
A good tan gives you the impression that you are in good health	516	264	252	20	147	177	171	15	80	203	217	98
	49%	52%	47%	60%	52%	47%	48%	40%	49%	46%	53%	61%
				*				*			J	A
There is no danger exposing your skin to the sun if you have put on sun protection or sunscreen	399	209	190	19	122	143	115	18	66	168	148	83
	38%	41%	35%	59%	43%	38%	32%	48%	40%	38%	36%	52%
				EFG*	G			*				A
Having a tan is important to me	346	180	166	11	115	122	98	13	58	126	148	76
	33%	35%	31%	34%	40%	32%	27%	37%	35%	29%	36%	48%
				*	FG			*			J	A
Sun protection in the winter is not necessary	307	181	125	16	120	94	77	14	49	119	124	67
	29%	36%	23%	48%	42%	25%	21%	37%	30%	27%	30%	42%
		C		FG*	FG			*				A
When skin tone is naturally tanned/naturally dark, it's not as important to apply sunscreen	261	159	103	13	106	87	56	14	37	89	121	69
	25%	31%	19%	39%	37%	23%	16%	38%	23%	20%	30%	43%
		C		FG*	FG	G		J*			J	A

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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6. How strongly would you agree or disagree with each of the following statements? - Bottom 2 Box Summary

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
When skin tone is naturally tanned/naturally dark, it's not as important to apply sunscreen	790	352	438	20	178	289	302	23	126	352	289	90
	75%	69%	81%	61%	63%	77%	84%	62%	77%	80%	70%	57%
	L		B	*		DE	DEF	*		HK		
Sun protection in the winter is not necessary	744	329	415	17	164	282	281	23	113	322	286	93
	71%	64%	77%	52%	58%	75%	79%	63%	70%	73%	70%	58%
	L		B	*		DE	DE	*				
Having a tan is important to me	705	331	375	22	169	255	260	23	105	315	262	83
	67%	65%	69%	66%	60%	68%	73%	63%	65%	71%	64%	52%
	L			*		E	E	*		K		
There is no danger exposing your skin to the sun if you have put on sun protection or sunscreen	652	301	351	14	162	233	243	19	97	273	263	76
	62%	59%	65%	41%	57%	62%	68%	52%	60%	62%	64%	48%
	L			*	D	D	DE	*				
A good tan gives you the impression that you are in good health	535	246	289	13	136	199	187	22	83	238	193	61
	51%	48%	53%	40%	48%	53%	52%	60%	51%	54%	47%	39%
	L			*				*		K		
I try not to expose myself to the sun between the hours of 11am and 3pm	531	261	270	14	151	191	176	17	93	219	202	75
	51%	51%	50%	41%	53%	51%	49%	48%	57%	50%	49%	47%
				*				*				
Sunscreen is safe to use	174	75	99	4	39	58	74	11	28	79	57	25
	17%	15%	18%	11%	14%	15%	21%	31%	17%	18%	14%	16%
				*			E	K*				

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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7_1. How strongly would you agree or disagree with each of the following statements? - When it's cloudy outside, there is no need to use sunscreen

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	281	164	117	14	114	94	58	15	48	109	108	67
	27%	32%	22%	41%	40%	25%	16%	40%	30%	25%	26%	42%
		C		FG*	FG	G		J*				A
Strongly Agree	61	35	26	2	37	16	6	5	9	17	31	28
	6%	7%	5%	6%	13%	4%	2%	13%	5%	4%	8%	17%
				G*	FG	G		J*			J	A
Agree	219	129	90	11	77	78	52	10	40	93	77	40
	21%	25%	17%	35%	27%	21%	15%	28%	24%	21%	19%	25%
		C		FG*	G	G		*				
Bottom 2 Box (Net)	770	346	424	20	169	282	300	22	114	332	303	92
	73%	68%	78%	59%	60%	75%	84%	60%	70%	75%	74%	58%
	L		B	*		DE	DEF	*		H		
Disagree	577	271	306	15	131	211	221	16	88	255	218	68
	55%	53%	57%	45%	46%	56%	62%	45%	54%	58%	53%	43%
	L			*		E	DE	*				
Strongly Disagree	193	75	118	5	39	71	79	5	26	77	84	24
	18%	15%	22%	14%	14%	19%	22%	15%	16%	17%	21%	15%
			B	*		E		*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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7_2. How strongly would you agree or disagree with each of the following statements? - The dangers of sun exposure are exaggerated

	Demographics											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	253	140	112	12	115	72	55	16	42	97	97	70
	24%	27%	21%	35%	40%	19%	15%	44%	26%	22%	24%	44%
		C		FG*	FG			IJK*				A
Strongly Agree	56	32	24	3	30	15	7	8	9	16	24	24
	5%	6%	4%	9%	11%	4%	2%	21%	5%	4%	6%	15%
				G*	FG			IJK*				A
Agree	197	109	89	9	85	56	47	9	34	81	74	46
	19%	21%	16%	26%	30%	15%	13%	24%	21%	18%	18%	29%
		C		FG*	FG			*				A
Bottom 2 Box (Net)	798	370	428	22	169	305	303	20	120	344	313	89
	76%	73%	79%	65%	60%	81%	85%	56%	74%	78%	76%	56%
	L		B	*		DE	DE	*	H	H	H	
Disagree	570	277	293	18	121	217	215	15	86	248	220	67
	54%	54%	54%	53%	43%	58%	60%	42%	53%	56%	54%	42%
	L			*		E	E	*				
Strongly Disagree	228	93	136	4	48	88	88	5	34	96	93	22
	22%	18%	25%	12%	17%	23%	25%	14%	21%	22%	23%	14%
	L		B	*		E	DE	*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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7_3. How strongly would you agree or disagree with each of the following statements? - Getting a sunburn is the first step to getting a sun-tan/makes you tan faster

	Statement: Getting a sunburn is the first step to getting a sun-tan/makes you tan faster											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	183	108	75	10	91	58	25	8	34	58	83	57
	17%	21%	14%	29%	32%	15%	7%	22%	21%	13%	20%	36%
		C		FG*	FG	G		*	J		J	A
Strongly Agree	48	30	17	1	28	17	1	4	8	13	23	21
	5%	6%	3%	4%	10%	5%	*	10%	5%	3%	6%	13%
		C		G*	FG	G		J*			J	A
Agree	135	78	58	8	63	40	24	4	26	46	60	36
	13%	15%	11%	25%	22%	11%	7%	12%	16%	10%	15%	23%
		C		FG*	FG			*				A
Bottom 2 Box (Net)	868	402	466	23	193	319	333	28	129	383	328	102
	83%	79%	86%	71%	68%	85%	93%	78%	79%	87%	80%	64%
	L		B	*		DE	DEF	*		IK		
Disagree	470	208	262	18	102	164	186	19	83	216	152	64
	45%	41%	48%	55%	36%	43%	52%	52%	51%	49%	37%	40%
			B	E*			EF	*	K	K		
Strongly Disagree	398	194	204	5	91	155	147	9	46	166	176	38
	38%	38%	38%	15%	32%	41%	41%	26%	29%	38%	43%	24%
	L			*	D	DE	DE	*		I	I	
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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7_4. How strongly would you agree or disagree with each of the following statements? - I am concerned about skin damage due to UV rays from the sun

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	857	410	447	24	230	312	291	23	132	358	344	127
	82%	80%	83%	73%	81%	83%	81%	64%	81%	81%	84%	80%
				*				*	H	H	H	
Strongly Agree	278	116	162	7	90	89	93	10	44	110	114	47
	26%	23%	30%	20%	32%	24%	26%	27%	27%	25%	28%	30%
			B	*	F			*				
Agree	579	295	284	18	140	223	198	13	88	248	230	80
	55%	58%	53%	53%	49%	59%	55%	36%	54%	56%	56%	50%
				*		E		*		H	H	
Bottom 2 Box (Net)	194	100	94	9	53	65	67	13	31	83	66	32
	18%	20%	17%	27%	19%	17%	19%	36%	19%	19%	16%	20%
				*				IJK*				
Disagree	169	84	86	7	45	55	62	10	26	75	58	26
	16%	16%	16%	22%	16%	15%	17%	28%	16%	17%	14%	16%
				*				K*				
Strongly Disagree	25	17	8	2	8	9	5	3	4	9	9	6
	2%	3%	1%	5%	3%	2%	1%	8%	3%	2%	2%	4%
				*				JK*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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7_5. How strongly would you agree or disagree with each of the following statements? - Some sun exposure without sunscreen is needed to meet the recommended vitamin D requirement

	Statement: Some sun exposure without sunscreen is needed to meet the recommended vitamin D requirement											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	550	288	262	18	159	206	167	20	85	219	227	100
	52%	56%	49%	54%	56%	55%	47%	54%	52%	50%	55%	63%
		C		*	G	G		*				A
Strongly Agree	113	52	60	4	43	47	20	5	14	39	55	33
	11%	10%	11%	11%	15%	12%	5%	14%	8%	9%	13%	21%
				*	G	G		*			J	A
Agree	437	235	202	14	116	160	147	15	71	180	172	67
	42%	46%	37%	43%	41%	42%	41%	40%	44%	41%	42%	42%
		C		*				*				
Bottom 2 Box (Net)	501	222	278	15	124	170	191	17	78	222	184	59
	48%	44%	51%	46%	44%	45%	53%	46%	48%	50%	45%	37%
	L		B	*			EF	*				
Disagree	395	175	221	13	93	137	152	12	66	172	145	47
	38%	34%	41%	39%	33%	36%	43%	34%	41%	39%	35%	30%
	L		B	*			E	*				
Strongly Disagree	105	48	58	3	31	33	39	4	12	50	39	11
	10%	9%	11%	8%	11%	9%	11%	12%	7%	11%	10%	7%
				*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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7. How strongly would you agree or disagree with each of the following statements? - Top 2 Box Summary

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
I am concerned about skin damage due to UV rays from the sun	857	410	447	24	230	312	291	23	132	358	344	127
	82%	80%	83%	73%	81%	83%	81%	64%	81%	81%	84%	80%
				*				*	H	H	H	
Some sun exposure without sunscreen is needed to meet the recommended vitamin D requirement	550	288	262	18	159	206	167	20	85	219	227	100
	52%	56%	49%	54%	56%	55%	47%	54%	52%	50%	55%	63%
		C		*	G	G		*				A
When it's cloudy outside, there is no need to use sunscreen	281	164	117	14	114	94	58	15	48	109	108	67
	27%	32%	22%	41%	40%	25%	16%	40%	30%	25%	26%	42%
		C		FG*	FG	G		J*				A
The dangers of sun exposure are exaggerated	253	140	112	12	115	72	55	16	42	97	97	70
	24%	27%	21%	35%	40%	19%	15%	44%	26%	22%	24%	44%
		C		FG*	FG			IJK*				A
Getting a sunburn is the first step to getting a sun-tan/makes you tan faster	183	108	75	10	91	58	25	8	34	58	83	57
	17%	21%	14%	29%	32%	15%	7%	22%	21%	13%	20%	36%
		C		FG*	FG	G		*	J		J	A

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7. How strongly would you agree or disagree with each of the following statements? - Bottom 2 Box Summary

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Getting a sunburn is the first step to getting a sun-tan/makes you tan faster	868	402	466	23	193	319	333	28	129	383	328	102
	83%	79%	86%	71%	68%	85%	93%	78%	79%	87%	80%	64%
	L		B	*		DE	DEF	*		IK		
The dangers of sun exposure are exaggerated	798	370	428	22	169	305	303	20	120	344	313	89
	76%	73%	79%	65%	60%	81%	85%	56%	74%	78%	76%	56%
	L		B	*		DE	DE	*	H	H	H	
When it's cloudy outside, there is no need to use sunscreen	770	346	424	20	169	282	300	22	114	332	303	92
	73%	68%	78%	59%	60%	75%	84%	60%	70%	75%	74%	58%
	L		B	*		DE	DEF	*		H		
Some sun exposure without sunscreen is needed to meet the recommended vitamin D requirement	501	222	278	15	124	170	191	17	78	222	184	59
	48%	44%	51%	46%	44%	45%	53%	46%	48%	50%	45%	37%
	L		B	*			EF	*				
I am concerned about skin damage due to UV rays from the sun	194	100	94	9	53	65	67	13	31	83	66	32
	18%	20%	17%	27%	19%	17%	19%	36%	19%	19%	16%	20%
				*				IJK*				

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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8_1. How often do you...? - Check the UV index before spending time outdoors in the sun

	8_1. How often do you...? - Check the UV index before spending time outdoors in the sun											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	386	181	204	13	114	144	115	10	51	158	167	79
	37%	36%	38%	41%	40%	38%	32%	26%	32%	36%	41%	50%
				*	G			*			I	A
Always	125	64	61	6	38	40	41	6	19	46	55	34
	12%	13%	11%	18%	14%	11%	11%	15%	12%	10%	13%	21%
				*				*				A
Occasionally	261	117	143	8	75	104	74	4	32	112	112	45
	25%	23%	27%	23%	27%	28%	21%	11%	20%	25%	27%	28%
				*		G		*			H	
Bottom 2 Box (Net)	665	329	336	20	170	233	243	27	111	283	244	80
	63%	64%	62%	59%	60%	62%	68%	74%	68%	64%	59%	50%
	L			*			E	*	K			
Rarely	343	181	163	10	74	129	130	10	51	151	131	50
	33%	35%	30%	30%	26%	34%	36%	27%	32%	34%	32%	31%
				*		E	E	*				
Never	322	148	174	10	95	104	113	17	60	133	113	31
	31%	29%	32%	30%	34%	28%	32%	47%	37%	30%	27%	19%
	L			*				JK*	K			
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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8_2. How often do you...? - Apply sunscreen when going outdoors

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	747	346	401	27	206	282	233	19	99	304	325	116
	71%	68%	74%	82%	73%	75%	65%	53%	61%	69%	79%	73%
			B	G*	G	G		*			HIJ	
Always	270	102	168	10	79	100	81	4	29	116	120	58
	26%	20%	31%	29%	28%	26%	23%	12%	18%	26%	29%	36%
			B	*				*		I	HI	A
Occasionally	478	244	233	18	126	182	152	15	69	188	205	59
	45%	48%	43%	53%	45%	48%	42%	41%	43%	43%	50%	37%
	L			*				*			J	
Bottom 2 Box (Net)	304	164	140	6	78	95	125	17	64	137	86	43
	29%	32%	26%	18%	27%	25%	35%	47%	39%	31%	21%	27%
		C		*			DEF	K*	K	K		
Rarely	213	108	104	4	59	67	83	5	43	102	63	34
	20%	21%	19%	12%	21%	18%	23%	13%	26%	23%	15%	21%
				*				*	K	K		
Never	91	56	36	2	19	28	42	12	21	35	23	9
	9%	11%	7%	6%	7%	8%	12%	34%	13%	8%	5%	6%
		C		*			E	IJK*	K			
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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8_3. How often do you...? - Seek shade when you're in the sun between 11am and 3pm

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	819	389	429	23	211	296	289	26	117	350	326	121
	78%	76%	79%	69%	74%	79%	81%	73%	72%	79%	79%	76%
				*				*				
Always	326	136	189	3	79	114	130	10	53	139	123	41
	31%	27%	35%	8%	28%	30%	36%	28%	33%	31%	30%	25%
			B	*	D	D	DE	*				
Occasionally	493	253	240	20	132	182	160	16	63	211	202	80
	47%	50%	44%	61%	46%	48%	45%	45%	39%	48%	49%	51%
				G*				*			I	
Bottom 2 Box (Net)	232	121	111	10	72	81	69	10	46	91	85	38
	22%	24%	21%	31%	26%	21%	19%	27%	28%	21%	21%	24%
				*				*				
Rarely	184	98	86	8	56	64	57	7	33	73	71	32
	18%	19%	16%	24%	20%	17%	16%	20%	20%	16%	17%	20%
				*				*				
Never	48	23	25	2	16	17	12	3	13	19	13	6
	5%	4%	5%	7%	6%	5%	3%	8%	8%	4%	3%	4%
				*				*	K			
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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8_4. How often do you...? - Wear sunglasses with UV protective lenses when outdoors all year round

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	769	361	408	24	196	292	256	20	113	325	311	125
	73%	71%	75%	74%	69%	78%	72%	55%	70%	74%	76%	79%
				*		E		*		H	H	
Always	431	187	243	8	79	177	166	9	72	190	160	62
	41%	37%	45%	26%	28%	47%	46%	24%	44%	43%	39%	39%
			B	*		DE	DE	*	H	H		
Occasionally	338	173	165	16	117	116	90	11	42	135	150	63
	32%	34%	30%	48%	41%	31%	25%	31%	26%	31%	37%	40%
				FG*	FG			*			I	A
Bottom 2 Box (Net)	282	150	133	9	87	84	102	16	49	116	100	34
	27%	29%	25%	26%	31%	22%	28%	45%	30%	26%	24%	21%
				*	F			JK*				
Rarely	156	89	67	5	50	47	54	9	22	63	62	25
	15%	17%	12%	17%	18%	12%	15%	24%	14%	14%	15%	16%
		C		*				*				
Never	126	61	65	3	37	37	48	8	27	54	38	9
	12%	12%	12%	10%	13%	10%	13%	21%	17%	12%	9%	6%
		L		*				K*	K			
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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8_5. How often do you...? - Wear clothing that covers as much skin as possible when you are in the sun

	Demographics											
	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	642	326	316	20	165	237	220	22	81	263	276	103
	61%	64%	58%	61%	58%	63%	61%	60%	50%	60%	67%	65%
				*				*		I	IJ	
Always	191	96	95	7	58	65	61	9	29	70	83	33
	18%	19%	18%	21%	21%	17%	17%	26%	18%	16%	20%	21%
				*				*				
Occasionally	451	230	221	13	106	172	159	12	52	193	193	70
	43%	45%	41%	39%	38%	46%	44%	34%	32%	44%	47%	44%
				*		E		*		I	I	
Bottom 2 Box (Net)	409	184	225	13	119	139	138	15	82	178	135	56
	39%	36%	42%	39%	42%	37%	39%	40%	50%	40%	33%	35%
				*				*	JK	K		
Rarely	296	139	157	11	78	110	97	7	56	138	95	42
	28%	27%	29%	34%	28%	29%	27%	19%	34%	31%	23%	27%
				*				*	K	K		
Never	113	45	68	2	41	29	42	8	26	40	39	14
	11%	9%	13%	6%	14%	8%	12%	22%	16%	9%	10%	9%
			B	*	F			JK*	JK			
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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8_6. How often do you...? - Wear a wide-brimmed hat when you are in the sun

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	502	269	232	13	132	171	186	15	76	177	233	97
	48%	53%	43%	40%	47%	45%	52%	42%	47%	40%	57%	61%
		C		*				*			IJ	A
Always	176	97	79	4	41	59	71	6	31	60	80	34
	17%	19%	15%	13%	15%	16%	20%	16%	19%	14%	19%	21%
				*				*			J	
Occasionally	326	172	153	9	91	112	114	10	45	117	153	63
	31%	34%	28%	26%	32%	30%	32%	26%	28%	27%	37%	40%
				*				*			IJ	A
Bottom 2 Box (Net)	549	241	308	20	151	206	172	21	87	264	177	62
	52%	47%	57%	60%	53%	55%	48%	58%	53%	60%	43%	39%
	L		B	*				*	K	K		
Rarely	283	119	164	9	62	118	93	10	37	145	90	36
	27%	23%	30%	27%	22%	31%	26%	28%	23%	33%	22%	22%
			B	*		E		*		IK		
Never	267	122	144	11	89	88	79	11	50	119	87	26
	25%	24%	27%	33%	31%	23%	22%	30%	31%	27%	21%	17%
	L			*	FG			*	K			
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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8_7. How often do you...? - Go indoor tanning, i.e. at a tanning salon

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	123	75	48	4	63	45	12	9	15	38	61	47
	12%	15%	9%	13%	22%	12%	3%	25%	9%	9%	15%	30%
		C		G*	FG	G		IJ*			J	A
Always	39	20	20	1	22	16	-	3	9	8	19	17
	4%	4%	4%	4%	8%	4%	-	10%	6%	2%	5%	11%
				G*	G	G		J*	J		J	A
Occasionally	84	55	29	3	41	29	12	6	5	30	43	30
	8%	11%	5%	9%	14%	8%	3%	15%	3%	7%	10%	19%
		C		*	FG	G		I*			I	A
Bottom 2 Box (Net)	928	436	492	29	221	332	346	27	148	403	349	112
	88%	85%	91%	87%	78%	88%	97%	75%	91%	91%	85%	70%
	L		B	*		E	DEF	*	H	HK		
Rarely	106	44	61	5	27	48	25	6	18	45	36	23
	10%	9%	11%	16%	10%	13%	7%	17%	11%	10%	9%	15%
				G*		G		*				A
Never	822	391	431	24	194	284	322	21	130	358	313	89
	78%	77%	80%	71%	68%	75%	90%	58%	80%	81%	76%	56%
	L			*		DEF		*	H	H	H	
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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8. How often do you...? - Top 2 Box Summary

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Seek shade when you're in the sun between 11am and 3pm	819	389	429	23	211	296	289	26	117	350	326	121
	78%	76%	79%	69%	74%	79%	81%	73%	72%	79%	79%	76%
				*				*				
Wear sunglasses with UV protective lenses when outdoors all year round	769	361	408	24	196	292	256	20	113	325	311	125
	73%	71%	75%	74%	69%	78%	72%	55%	70%	74%	76%	79%
				*		E		*		H	H	
Apply sunscreen when going outdoors	747	346	401	27	206	282	233	19	99	304	325	116
	71%	68%	74%	82%	73%	75%	65%	53%	61%	69%	79%	73%
			B	G*	G	G		*			HIJ	
Wear clothing that covers as much skin as possible when you are in the sun	642	326	316	20	165	237	220	22	81	263	276	103
	61%	64%	58%	61%	58%	63%	61%	60%	50%	60%	67%	65%
				*				*		I	IJ	
Wear a wide-brimmed hat when you are in the sun	502	269	232	13	132	171	186	15	76	177	233	97
	48%	53%	43%	40%	47%	45%	52%	42%	47%	40%	57%	61%
		C		*				*			IJ	A
Check the UV index before spending time outdoors in the sun	386	181	204	13	114	144	115	10	51	158	167	79
	37%	36%	38%	41%	40%	38%	32%	26%	32%	36%	41%	50%
				*	G			*			I	A
Go indoor tanning, i.e. at a tanning salon	123	75	48	4	63	45	12	9	15	38	61	47
	12%	15%	9%	13%	22%	12%	3%	25%	9%	9%	15%	30%
		C		G*	FG	G		IJ*			J	A

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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8. How often do you...? - Bottom 2 Box Summary

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Go indoor tanning, i.e. at a tanning salon	928	436	492	29	221	332	346	27	148	403	349	112
	88%	85%	91%	87%	78%	88%	97%	75%	91%	91%	85%	70%
	L		B	*		E	DEF	*	H	HK		
Check the UV index before spending time outdoors in the sun	665	329	336	20	170	233	243	27	111	283	244	80
	63%	64%	62%	59%	60%	62%	68%	74%	68%	64%	59%	50%
	L			*			E	*	K			
Wear a wide-brimmed hat when you are in the sun	549	241	308	20	151	206	172	21	87	264	177	62
	52%	47%	57%	60%	53%	55%	48%	58%	53%	60%	43%	39%
	L		B	*				*	K	K		
Wear clothing that covers as much skin as possible when you are in the sun	409	184	225	13	119	139	138	15	82	178	135	56
	39%	36%	42%	39%	42%	37%	39%	40%	50%	40%	33%	35%
				*				*	JK	K		
Apply sunscreen when going outdoors	304	164	140	6	78	95	125	17	64	137	86	43
	29%	32%	26%	18%	27%	25%	35%	47%	39%	31%	21%	27%
		C		*			DEF	K*	K	K		
Wear sunglasses with UV protective lenses when outdoors all year round	282	150	133	9	87	84	102	16	49	116	100	34
	27%	29%	25%	26%	31%	22%	28%	45%	30%	26%	24%	21%
				*	F			JK*				
Seek shade when you're in the sun between 11am and 3pm	232	121	111	10	72	81	69	10	46	91	85	38
	22%	24%	21%	31%	26%	21%	19%	27%	28%	21%	21%	24%
				*				*				

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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9. When applying sunscreen what SPF factor do you use?

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Lower than SPF 30	118	61	57	3	28	39	49	8	15	44	51	27
	11%	12%	11%	8%	10%	10%	14%	23%	9%	10%	12%	17%
				*				IJ*				A
SPF 30	463	244	219	12	114	170	167	13	77	201	171	63
	44%	48%	41%	35%	40%	45%	47%	37%	48%	46%	42%	39%
		C		*				*				
Higher than SPF 30	470	205	264	19	142	167	143	15	70	196	189	70
	45%	40%	49%	57%	50%	44%	40%	40%	43%	45%	46%	44%
			B	G*	G			*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10. Do you use sunscreen all year round?

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Yes	272	104	168	9	86	103	74	4	24	107	137	56
	26%	20%	31%	28%	30%	27%	21%	12%	15%	24%	33%	35%
			B	*	G	G		*		I	HIJ	A
No	779	406	372	24	198	274	284	32	138	335	274	104
	74%	80%	69%	72%	70%	73%	79%	88%	85%	76%	67%	65%
	L	C		*			EF	K*	JK	K		
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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11. When do you reapply sunscreen?

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
After swimming	509	212	297	18	143	194	153	11	70	211	218	78
	48%	42%	55%	56%	51%	52%	43%	29%	43%	48%	53%	49%
			B	*		G		*		H	HI	
After perspiring	281	134	148	9	75	117	80	2	30	122	127	48
	27%	26%	27%	27%	26%	31%	22%	6%	18%	28%	31%	30%
				*		G		*		HI	HI	
After towelling off	329	151	178	12	91	113	114	7	44	147	131	54
	31%	30%	33%	36%	32%	30%	32%	20%	27%	33%	32%	34%
				*				*				
Every 2 hours	324	153	171	9	87	133	95	8	51	131	133	54
	31%	30%	32%	28%	31%	35%	27%	23%	31%	30%	32%	34%
				*		G		*				
I never re-apply sunscreen	195	105	90	7	48	54	85	5	34	84	72	28
	19%	21%	17%	22%	17%	14%	24%	14%	21%	19%	18%	18%
				*			EF	*				
I don't wear sunscreen	132	77	56	2	29	46	54	13	31	58	30	17
	13%	15%	10%	6%	10%	12%	15%	36%	19%	13%	7%	11%
			C	*				IJK*	K	K		
Sigma	1770	831	940	58	474	657	581	47	259	753	711	278
	168%	163%	174%	176%	167%	175%	162%	129%	159%	171%	173%	175%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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12. When purchasing skin care products and cosmetics do you look for products with an SPF?

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Top 2 Box (Net)	627	276	351	20	163	230	213	15	79	254	279	106
	60%	54%	65%	62%	58%	61%	60%	41%	48%	58%	68%	67%
			B	*				*		I	HIJ	
Always	273	128	145	8	67	91	107	6	42	110	115	51
	26%	25%	27%	23%	24%	24%	30%	18%	26%	25%	28%	32%
				*				*				
Often	354	149	206	13	96	139	106	8	37	144	165	55
	34%	29%	38%	38%	34%	37%	30%	23%	22%	33%	40%	34%
			B	*		G		*		I	HIJ	
Bottom 2 Box (Net)	424	234	190	13	120	146	145	22	84	187	131	53
	40%	46%	35%	38%	42%	39%	40%	59%	52%	42%	32%	33%
			C	*				K*	JK	K		
Rarely	255	119	136	6	78	93	78	9	50	113	83	30
	24%	23%	25%	19%	28%	25%	22%	25%	31%	26%	20%	19%
				*				*	K			
Never	169	115	54	6	42	54	67	13	34	74	49	23
	16%	23%	10%	19%	15%	14%	19%	35%	21%	17%	12%	15%
			C	*				JK*	K	K		
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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13. Are you aware the Canadian Dermatology Association recognizes sunscreen products that meet a prescribed criteria by adding their logo to the product packaging?

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Yes	337	165	172	11	107	123	96	7	49	146	136	73
	32%	32%	32%	33%	38%	33%	27%	19%	30%	33%	33%	46%
				*	G			*				A
No	714	345	369	22	176	254	262	30	114	296	275	87
	68%	68%	68%	67%	62%	67%	73%	81%	70%	67%	67%	54%
	L			*			E	*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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14. To what extent would you be more or less likely to purchase sunscreen if it had the Canadian Dermatology Association logo on the product?

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
More likely to purchase	569	262	306	16	138	205	209	16	70	241	241	88
	54%	51%	57%	49%	49%	55%	59%	43%	43%	55%	59%	55%
				*			E	*		I	I	
The same/it would make no difference	463	236	227	16	137	165	145	18	88	196	161	64
	44%	46%	42%	50%	48%	44%	40%	50%	54%	44%	39%	40%
				*				*	JK			
Less likely to purchase	19	12	7	*	9	6	4	2	5	4	8	7
	2%	2%	1%	1%	3%	2%	1%	7%	3%	1%	2%	4%
				*				J*				A
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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GENDER

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Male	510	510	-	18	129	188	176	17	73	205	214	111
	49%	100%	-	54%	45%	50%	49%	47%	45%	47%	52%	70%
		C		*				*				A
Female	541	-	541	15	155	189	182	19	89	236	196	48
	51%	-	100%	46%	55%	50%	51%	53%	55%	53%	48%	30%
	L		B	*				*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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AGE

	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)	
	Total	Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec		Univ Grad
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Teen (16-17)	33	18	15	33	-	-	-	1	4	14	14	6
	3%	4%	3%	100%	-	-	-	2%	2%	3%	3%	4%
				EFG*				*				
18-34 (Net)	283	129	155	-	283	-	-	15	38	108	123	66
	27%	25%	29%	-	100%	-	-	41%	23%	24%	30%	41%
				*	DFG			IJ*				A
18-24	84	42	41	-	84	-	-	8	20	33	22	28
	8%	8%	8%	-	29%	-	-	23%	12%	7%	5%	18%
				*	DFG			JK*	K			A
25-34	200	86	114	-	200	-	-	6	17	75	101	37
	19%	17%	21%	-	71%	-	-	18%	11%	17%	25%	23%
				*	DFG			*			IJ	
35-54 (Net)	376	188	189	-	-	376	-	9	49	156	163	47
	36%	37%	35%	-	-	100%	-	25%	30%	35%	40%	30%
				*		DEG		*			I	
35-44	189	98	91	-	-	189	-	6	19	77	86	25
	18%	19%	17%	-	-	50%	-	18%	12%	18%	21%	16%
				*		DEG		*			I	
45-54	188	90	98	-	-	188	-	3	29	79	77	22
	18%	18%	18%	-	-	50%	-	7%	18%	18%	19%	14%
				*		DEG		*				
55+ (Net)	358	176	182	-	-	-	358	12	73	163	111	41
	34%	35%	34%	-	-	-	100%	32%	45%	37%	27%	26%
	L			*			DEF	*	K	K		
55-64	204	94	110	-	-	-	204	8	44	97	55	29
	19%	18%	20%	-	-	-	57%	23%	27%	22%	13%	18%
				*			DEF	*	K	K		
65+	154	82	71	-	-	-	154	3	29	66	56	12
	15%	16%	13%	-	-	-	43%	10%	18%	15%	14%	8%
	L			*			DEF	*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	45.8	46.1	45.6	16.6	27.4	44.7	64.3	41.1	48.3	46.7	44.3	40.1
	L			*	D	DE	DEF	*	HK	K		
STD. DEV.	16.4	16.72	16.09	0.49	4.65	5.94	6.66	18.48	17.14	16.34	15.79	16.17
STD. ERR.	0.51	0.74	0.69	0.07	0.28	0.3	0.36	3.08	1.34	0.78	0.78	1.28
Median	46	46	46	17	28	44	63	35	53	48	43	37

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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EDUCATION

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Primary School or less	5	4	1	-	4	1	-	5	-	-	-	3
	*	1%	*	-	1%	*	-	13%	-	-	-	2%
				*	G			IJK*				A
Some high school	32	14	18	1	11	8	12	32	-	-	-	7
	3%	3%	3%	2%	4%	2%	3%	87%	-	-	-	4%
				*				IJK*				
Graduated high school	163	73	89	4	38	49	73	-	163	-	-	25
	15%	14%	17%	11%	13%	13%	20%	-	100%	-	-	16%
				*			EF	*	HJK			
Some college / CEGEP / Trade School	130	59	71	4	32	33	61	-	-	130	-	24
	12%	12%	13%	11%	11%	9%	17%	-	-	29%	-	15%
				*			EF	*		HIK		
Graduated from college / CEGEP / Trade School	232	99	133	8	49	101	73	-	-	232	-	31
	22%	19%	25%	25%	17%	27%	20%	-	-	53%	-	19%
			B	*		EG		*		HIK		
Some university, but did not finish	80	47	32	3	27	22	28	-	-	80	-	17
	8%	9%	6%	8%	10%	6%	8%	-	-	18%	-	11%
		C		*				*		HIK		
University undergraduate degree	280	142	137	11	87	115	67	-	-	-	280	33
	27%	28%	25%	34%	31%	30%	19%	-	-	-	68%	21%
				G*	G	G		*			HIJ	
University graduate degree	131	72	59	3	36	48	44	-	-	-	131	18
	12%	14%	11%	9%	13%	13%	12%	-	-	-	32%	11%
				*				*			HIJ	
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
<HS	36	17	19	1	15	9	12	36	-	-	-	10
	3%	3%	4%	2%	5%	2%	3%	100%	-	-	-	6%
				*				IJK*				A
HS	163	73	89	4	38	49	73	-	163	-	-	25
	15%	14%	17%	11%	13%	13%	20%	-	100%	-	-	16%
				*			EF	*	HJK			
Post Sec	441	205	236	14	108	156	163	-	-	441	-	73
	42%	40%	44%	44%	38%	41%	45%	-	-	100%	-	46%
				*				*		HIK		
Univ Grad	411	214	196	14	123	163	111	-	-	-	411	51
	39%	42%	36%	43%	43%	43%	31%	-	-	-	100%	32%
				*	G	G		*			HIJ	

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
Minimum Base: 30 (**), Small Base: 100 (*)

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REGION

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
BC	141	68	73	2	27	55	57	8	23	62	48	21
	13%	13%	13%	7%	9%	15%	16%	22%	14%	14%	12%	13%
				*			E	*				
AB	112	55	57	1	36	43	32	3	14	55	39	22
	11%	11%	11%	4%	13%	11%	9%	9%	9%	13%	9%	14%
				*				*				
SK/MB	68	43	26	1	20	25	22	3	11	29	25	13
	7%	8%	5%	4%	7%	7%	6%	9%	7%	7%	6%	8%
		C		*				*				
Ontario	403	176	228	16	138	123	126	8	54	159	183	66
	38%	34%	42%	47%	49%	33%	35%	21%	33%	36%	45%	42%
			B	F*	FG			*			HIJ	
Quebec	252	120	132	10	36	97	108	12	46	104	90	21
	24%	24%	24%	31%	13%	26%	30%	33%	28%	23%	22%	13%
		L		E*		E	E	*				
Atlantic Canada	75	49	26	2	26	33	13	2	14	32	27	16
	7%	10%	5%	7%	9%	9%	4%	4%	9%	7%	7%	10%
		C		*	G	G		*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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HOUSEHOLD COMPOSITION

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Kids	304	155	150	33	92	160	19	7	36	133	129	62
	29%	30%	28%	100%	33%	42%	5%	18%	22%	30%	31%	39%
				EFG*	G	EG		*		I	I	A
No Kids	747	356	391	-	191	217	339	30	127	308	282	97
	71%	70%	72%	-	67%	58%	95%	82%	78%	70%	69%	61%
	L			*	DF	D	DEF	*	JK			
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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HHCMP1. How many people are living or staying at your current address?

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
1	254	123	132	-	71	92	92	15	38	101	100	39
	24%	24%	24%	-	25%	25%	26%	41%	23%	23%	24%	24%
				*	D	D	D	IJK*				
2	386	189	197	1	81	101	203	10	65	156	155	44
	37%	37%	36%	2%	28%	27%	57%	27%	40%	35%	38%	28%
	L			*	D	D	DEF	*				
3	202	102	100	9	60	88	45	5	29	95	73	38
	19%	20%	19%	28%	21%	23%	13%	13%	18%	22%	18%	24%
				G*	G	G		*				
4	146	72	74	13	53	68	12	4	22	59	60	29
	14%	14%	14%	38%	19%	18%	3%	10%	14%	13%	15%	18%
				EFG*	G	G		*				
5	46	16	30	6	16	20	3	2	6	22	16	5
	4%	3%	6%	19%	6%	5%	1%	7%	4%	5%	4%	3%
				EFG*	G	G		*				
6	9	3	6	4	-	3	2	-	*	6	3	4
	1%	1%	1%	11%	-	1%	1%	-	*	1%	1%	2%
				EFG*				*				
7	6	4	2	1	1	3	1	-	1	1	3	1
	1%	1%	*	2%	*	1%	*	-	1%	*	1%	*
				*				*				
8	1	1	1	-	1	-	-	1	1	-	-	-
	*	*	*	-	1%	-	-	2%	*	-	-	-
				*				JK*				
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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EMPLOYMENT STATUS

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Employed full-time	500	279	221	22	166	237	75	6	46	198	250	80
	48%	55%	41%	67%	59%	63%	21%	16%	28%	45%	61%	50%
Employed part-time		C		G*	G	G		*		HI	HIJ	
	106	40	66	2	30	36	38	4	21	50	30	22
	10%	8%	12%	7%	11%	10%	11%	12%	13%	11%	7%	14%
Self employed			B	*				*	K			
	72	29	43	2	12	34	25	4	14	33	21	17
	7%	6%	8%	6%	4%	9%	7%	12%	8%	8%	5%	11%
Unemployed but looking for a job				*		E		*				
	43	21	21	2	17	16	7	3	9	18	13	3
	4%	4%	4%	6%	6%	4%	2%	8%	5%	4%	3%	2%
Unemployed and not looking for a job/Long-term sick or disabled				*	G			*				
	36	17	19	1	5	18	13	5	13	13	6	2
	3%	3%	4%	4%	2%	5%	4%	14%	8%	3%	2%	1%
Full-time parent, homemaker			B	*		E		JK*	JK			
	49	3	46	2	8	22	17	6	10	22	11	6
	5%	1%	9%	6%	3%	6%	5%	16%	6%	5%	3%	4%
Retired				*				JK*	K			
	190	97	93	*	-	8	182	5	36	83	66	17
	18%	19%	17%	1%	-	2%	51%	12%	22%	19%	16%	11%
Student/Pupil				E*		E	DEF	*				
	40	18	22	-	37	3	-	-	11	19	10	9
	4%	3%	4%	-	13%	1%	-	-	7%	4%	2%	5%
Military				*	DFG			*	K			
	1	-	1	1	-	-	-	-	-	1	-	1
	*	-	*	2%	-	-	-	-	-	*	-	*
Prefer not to answer				EFG*				*				
	13	4	8	-	9	2	1	3	3	4	2	3
	1%	1%	2%	-	3%	1%	*	9%	2%	1%	*	2%
Sigma				*	FG			IJK*				
	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L
 Minimum Base: 30 (**), Small Base: 100 (*)

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USMAR2. What is your marital status?

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
Single, never married	296	149	147	2	157	104	34	19	46	116	115	55
	28%	29%	27%	6%	55%	28%	9%	53%	28%	26%	28%	34%
				*	DFG	DG		IJK*				
Living with partner	136	62	74	5	47	51	33	7	24	63	42	17
	13%	12%	14%	14%	17%	14%	9%	19%	15%	14%	10%	11%
				*	G			*				
Married	487	248	238	24	74	182	207	6	69	193	218	73
	46%	49%	44%	71%	26%	48%	58%	17%	42%	44%	53%	46%
				EF*		E	EF	*	H	H	HIJ	
Widowed	35	11	24	1	-	3	32	1	8	17	9	2
	3%	2%	4%	2%	-	1%	9%	3%	5%	4%	2%	1%
			B	E*			EF	*				
Divorced or separated	97	40	58	2	6	36	53	3	16	52	27	11
	9%	8%	11%	6%	2%	10%	15%	8%	10%	12%	6%	7%
				*		E	EF	*		K		
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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PGS01. How much of your household's grocery shopping do you, yourself, do?

	Total	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
All of it	573	257	315	16	153	220	184	23	80	240	230	88
	54%	50%	58%	50%	54%	58%	51%	62%	49%	54%	56%	55%
			B	*				*				
Almost all of it	242	103	139	9	53	99	81	5	35	101	101	28
	23%	20%	26%	26%	19%	26%	23%	14%	22%	23%	25%	18%
			B	*		E		*				
About half of it	178	107	70	7	49	49	72	5	33	77	63	32
	17%	21%	13%	22%	17%	13%	20%	13%	20%	17%	15%	20%
			C	*		F		*				
Less than half of it	40	27	14	1	20	6	14	2	7	17	14	4
	4%	5%	3%	2%	7%	2%	4%	5%	4%	4%	4%	3%
			C	*	F			*				
None	18	16	2	-	8	2	7	2	8	7	2	7
	2%	3%	*	-	3%	1%	2%	5%	5%	2%	*	4%
			C	*	F			K*	JK			A
Sigma	1051	510	541	33	283	376	358	36	163	441	411	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

	Gender		AGE				EDUCATION				Outdoor worker (3+ hours outside per day)	
	Total	Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec		Univ Grad
	A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	509	542	50	268	386	347	36	164	443	408	159
Base: All Respondents (wtd)	1051	510	541	33	283	376	358	36	163	441	411	159
North American origins (Net)	582	274	309	18	167	217	180	27	102	255	198	103
	55%	54%	57%	55%	59%	58%	50%	75%	63%	58%	48%	65%
				*	G			JK*	K	K		A
North American Aboriginal origins	42	17	25	1	20	13	8	6	6	16	14	11
	4%	3%	5%	2%	7%	3%	2%	17%	4%	4%	3%	7%
				*	FG			IJK*				
Canadian	565	265	300	18	158	215	174	26	98	247	195	100
	54%	52%	55%	53%	56%	57%	49%	70%	60%	56%	48%	63%
				*	G			K*	K	K		A
Other North American origins	12	4	8	-	3	3	6	-	3	6	2	1
	1%	1%	2%	-	1%	1%	2%	-	2%	1%	1%	*
				*				*				
British Isles origins (Net)	305	138	167	5	80	93	127	13	56	142	95	42
	29%	27%	31%	16%	28%	25%	35%	34%	34%	32%	23%	26%
				*			DF	*	K	K		
English	199	86	113	5	53	54	87	8	38	91	62	28
	19%	17%	21%	14%	19%	14%	24%	22%	23%	21%	15%	18%
				*			F	*	K	K		
Irish	131	58	73	3	39	40	49	4	21	68	38	20
	12%	11%	14%	10%	14%	11%	14%	10%	13%	15%	9%	12%
				*				*		K		
Scottish	135	52	82	1	33	46	54	6	19	59	51	15
	13%	10%	15%	2%	12%	12%	15%	16%	11%	13%	12%	9%
			B	*	D	D	D	*				
Other British Isles origins	18	7	11	-	5	8	6	-	2	9	8	2
	2%	1%	2%	-	2%	2%	2%	-	1%	2%	2%	1%
				*				*				
Western European origins (Net)	221	101	120	4	65	71	81	8	28	102	83	31
	21%	20%	22%	13%	23%	19%	23%	21%	17%	23%	20%	19%
				*				*				
French origins	112	53	58	3	38	36	36	3	11	46	53	13
	11%	10%	11%	8%	13%	9%	10%	7%	7%	10%	13%	8%
				*				*			I	
Dutch	35	14	21	1	12	8	14	3	4	18	10	9
	3%	3%	4%	4%	4%	2%	4%	8%	3%	4%	2%	5%
				*				*				
German	90	37	52	1	28	30	31	3	13	47	26	13
	9%	7%	10%	3%	10%	8%	9%	7%	8%	11%	6%	8%
				*				*		K		
Other Western European origins	21	13	8	-	5	4	12	1	2	13	5	3
	2%	3%	1%	-	2%	1%	3%	3%	1%	3%	1%	2%
				*			F	*				
Eastern European origins (Net)	126	57	68	2	25	47	52	3	15	52	55	14
	12%	11%	13%	5%	9%	13%	14%	9%	9%	12%	13%	9%
				*			E	*				
Hungarian	17	9	8	1	6	5	6	-	2	12	3	2

	2%	2%	2%	2%	2%	1%	2%	-	1%	3%	1%	1%
				*				*		K		
Polish	40	19	20	*	7	17	15	1	5	17	16	5
	4%	4%	4%	1%	3%	4%	4%	3%	3%	4%	4%	3%
				*				*				
Russian	22	6	15	-	4	8	9	-	1	12	9	-
	2%	1%	3%	-	1%	2%	3%	-	1%	3%	2%	-
	L			*				*				
Ukrainian	47	23	24	*	8	17	22	1	8	13	26	6
	5%	5%	5%	1%	3%	5%	6%	3%	5%	3%	6%	4%
				*				*			J	
Other Eastern European origins	22	9	13	-	8	7	8	1	2	8	11	3
	2%	2%	2%	-	3%	2%	2%	3%	1%	2%	3%	2%
				*				*				
Southern European origins (Net)	55	34	21	1	18	24	12	6	10	24	15	13
	5%	7%	4%	2%	6%	6%	3%	16%	6%	6%	4%	8%
				*				JK*				
Greek	6	5	1	1	1	3	1	-	1	4	1	1
	1%	1%	*	2%	*	1%	*	-	1%	1%	*	1%
				*				*				
Italian	28	16	13	-	8	9	11	1	6	13	9	2
	3%	3%	2%	-	3%	3%	3%	3%	3%	3%	2%	1%
				*				*				
Portuguese	13	6	6	-	6	5	1	2	2	4	4	6
	1%	1%	1%	-	2%	1%	*	6%	1%	1%	1%	4%
				*	G			JK*				A
Spanish	7	4	3	-	3	4	-	1	1	3	2	2
	1%	1%	1%	-	1%	1%	-	3%	1%	1%	1%	1%
				*		G		*				
Other Southern European origins	3	3	-	-	1	2	-	2	-	1	-	1
	*	1%	-	-	*	1%	-	6%	-	*	-	1%
				*				IJK*				
Other European origins (Net)	17	6	10	-	6	5	5	3	5	5	3	3
	2%	1%	2%	-	2%	1%	1%	9%	3%	1%	1%	2%
				*				JK*		K		
Other Northern European origins (excl. British Isles Origins)	12	5	7	-	3	4	5	1	4	5	2	1
	1%	1%	1%	-	1%	1%	1%	3%	3%	1%	1%	*
				*				*		K		
Other European origins	6	1	4	-	3	2	-	2	1	1	1	2
	1%	*	1%	-	1%	1%	-	6%	1%	*	*	1%
				*	G			IJK*				
Caribbean origins (Net)	20	10	10	1	9	8	2	1	3	8	8	2
	2%	2%	2%	2%	3%	2%	1%	3%	2%	2%	2%	1%
				*	G			*				
Jamaican	9	6	3	-	5	3	1	1	1	4	2	1
	1%	1%	1%	-	2%	1%	*	3%	1%	1%	1%	1%
				*				*				
Other Caribbean origins	14	7	7	1	6	5	2	-	3	5	6	1
	1%	1%	1%	2%	2%	1%	1%	-	2%	1%	1%	*
				*				*				
Latin, Central and South American origins (Net)	13	8	5	-	8	5	-	1	4	5	4	5
	1%	2%	1%	-	3%	1%	-	3%	2%	1%	1%	3%
				*	G	G		*				
Latin, Central and South American origins	13	8	5	-	8	5	-	1	4	5	4	5
	1%	2%	1%	-	3%	1%	-	3%	2%	1%	1%	3%
				*	G	G		*				
African origins (Net)	13	9	4	-	7	6	-	2	2	4	5	2
	1%	2%	1%	-	3%	2%	-	6%	1%	1%	1%	1%

African origins	13	9	4	*	G	G	-	IJK*	2	2	4	5	2
	1%	2%	1%	-	3%	2%	-	6%	1%	1%	1%	1%	1%
Asian origins (Net)	107	60	47	6	56	35	9	4	7	27	69	14	
	10%	12%	9%	20%	20%	9%	3%	10%	4%	6%	17%	9%	
West Central Asian and Middle Eastern origins	6	4	1	1	3	2	-	-	-	4	2	-	
	1%	1%	*	2%	1%	1%	-	-	-	1%	*	-	
East Indian	10	5	4	-	5	3	1	1	-	2	7	2	
	1%	1%	1%	-	2%	1%	*	3%	-	*	2%	1%	
Other South Asian origins	10	1	8	1	7	2	-	-	1	6	2	2	
	1%	*	2%	2%	2%	1%	-	-	1%	1%	*	1%	
Chinese	66	40	25	4	32	24	5	2	5	9	49	7	
	6%	8%	5%	13%	11%	6%	1%	7%	3%	2%	12%	5%	
Filipino	7	6	2	-	6	2	-	1	1	3	2	2	
	1%	1%	*	-	2%	*	-	3%	1%	1%	1%	1%	
Other East and Southeast Asian origins	14	7	7	1	7	3	3	-	-	6	8	1	
	1%	1%	1%	2%	2%	1%	1%	-	-	1%	2%	1%	
Oceania origins (Net)	3	2	1	1	1	1	-	2	-	-	1	2	
	*	*	*	2%	*	*	-	6%	-	-	*	1%	
Oceania origins	3	2	1	1	1	1	-	2	-	-	1	2	
	*	*	*	2%	*	*	-	6%	-	-	*	1%	
Prefer not to answer	16	5	11	1	10	2	3	-	2	4	10	1	
	2%	1%	2%	2%	3%	1%	1%	-	1%	1%	2%	*	
Sigma	1762	816	946	43	549	600	570	85	269	762	646	274	
	168%	160%	175%	129%	194%	159%	159%	232%	166%	173%	157%	172%	

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): B/C, D/E/F/G, H/I/J/K, A/L

Minimum Base: 30 (**), Small Base: 100 (*)

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