



# Factum

## Over 9 in 10 Canadians Recognize that it is Essential to Protect Your Skin from the Sun

### Concerns Still Exist, Particularly Among Men and Teens

**Toronto, Ontario, May 28, 2018** — To kickoff Sun Awareness Week (May 28 to June 3), a new Ipsos survey, conducted for the Canadian Dermatology Association, shows that the vast majority of Canadians agree that it is essential to protect your skin from the sun (93%) and that too much sun ages your skin (94%).

While sunburn continues to top the list of worries for Canadians when exposing themselves to the sun with 62% saying that was their greatest fear concerning sun exposure, concerns over premature skin aging due to sun exposure continue to rise, – up five percentage points this year from 2016 (43% vs 38%) and nine percentage points (43% vs 34%) in 2015. Additionally, more are concerned over the sun causing increasing brown spots on the skin in this year’s survey (30% vs. 25%) compared to 2016.

Positively, year-round sunscreen use continues to rise, and is up 9 percentage points since 2015 (26% vs. 17%). Also, 7 in 10 Canadians say they apply sunscreen when going outdoors (71%), with the same proportion indicating they wear sunglasses with UV protective lenses when outdoors all year around.

Despite these positive results, there is still room for improvement in areas of sun safety awareness. Troublingly, men (55% vs. 67% women) and teens (54% aged 16-17 vs. 62% 34-54 and 63% 55+) are less concerned about increased sun exposure being linked to an increased risk of skin cancer. Also of concern, only one-quarter of Canadians *strongly agree* (25%) that sunscreen is safe to use and one-quarter agree that the dangers of the sun are exaggerated (24%).

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## Press Release – continued –

### About the Study

*These are some of the findings of an Ipsos poll conducted between September 5 to 8, 2017, on behalf of the Canadian Dermatology Association. For this survey, a sample of 1051 Canadians aged 18+ from Ipsos' online panel was interviewed online, supplemented by river-based sampling. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.4$  percentage points, 19 times out of 20, had all Ontarian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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## Press Release – continued –

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