

When you expose yourself to the sun, what, if anything are you concerned about?

	Total	Gender			AGE			EDUCATION				Generation				AGE2					
		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer	16-25	26-35	36-45	46-55	56-65	65+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1051	477	569	5	239	440	372	37	164	426	424	72	347	295	337	65	196	222	204	165	223
Base: All Respondents (wtd)	1051	511	534	5	295	364	392	153	290	352	255	104	346	248	353	91	225	186	163	166	241
Sunburn	638	335	301	1	166	246	225	67	160	236	174	54	221	159	203	47	136	126	107	105	130
	61%	65%	56%	27%	56%	68%	57%	44%	55%	67%	68%	52%	64%	64%	57%	52%	61%	68%	65%	63%	54%
Increasing the risk of skin cancer	560	242	317	1	125	189	245	47	144	206	162	35	168	137	220	26	107	96	91	99	154
	53%	47%	59%	21%	42%	52%	63%	31%	50%	59%	64%	34%	48%	55%	62%	29%	47%	52%	56%	59%	64%
Premature skin aging	400	144	252	3	106	144	149	57	76	143	125	36	129	100	134	29	84	78	63	66	93
	38%	28%	47%	67%	36%	40%	38%	37%	26%	41%	49%	35%	37%	40%	38%	32%	37%	42%	38%	40%	39%
Increasing brown sun spots	293	101	189	3	63	96	134	39	55	116	84	14	87	71	121	11	59	48	44	56	85
	28%	20%	35%	67%	21%	26%	34%	25%	19%	33%	33%	14%	25%	29%	34%	12%	26%	26%	27%	34%	35%
Peeling skin	232	120	109	3	88	90	53	40	63	76	53	35	95	52	50	29	72	43	35	23	35
	23%	23%	20%	62%	30%	25%	14%	26%	22%	22%	21%	33%	28%	21%	14%	31%	32%	23%	21%	14%	14%
Skin reaction due to sun allergies	118	54	63	1	33	52	33	21	19	40	38	12	48	27	31	5	33	27	20	10	26
	11%	11%	12%	20%	11%	14%	8%	14%	7%	11%	15%	11%	14%	11%	9%	6%	15%	15%	12%	6%	11%
Freckles	92	45	46	-	33	42	17	-	25	40	27	14	37	27	14	11	26	22	16	12	8
	9%	9%	9%	-	11%	12%	4%	-	9%	11%	10%	13%	11%	11%	4%	12%	11%	12%	10%	7%	3%
Acne breakouts	95	38	57	-	55	33	7	9	22	38	26	23	47	19	5	20	36	20	12	4	4
	9%	8%	11%	-	19%	9%	2%	6%	7%	11%	10%	22%	14%	8%	2%	22%	16%	11%	7%	2%	2%
Tanning and causing skin darkening	122	59	62	1	52	48	21	-	33	43	46	17	59	27	19	15	45	23	19	11	12
	12%	12%	12%	21%	18%	13%	5%	-	11%	12%	18%	16%	17%	11%	5%	17%	20%	12%	11%	7%	5%
Other	9	4	4	-	1	3	5	-	-	6	3	1	2	1	4	1	-	2	1	3	3
	1%	1%	1%	-	*	1%	1%	-	-	2%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%
Not concerned	137	58	78	1	49	28	60	35	55	32	16	19	43	18	57	15	34	17	11	33	32
	13%	11%	15%	17%	16%	8%	15%	23%	19%	9%	6%	18%	12%	7%	16%	17%	15%	9%	7%	20%	13%
Sigma	2694	1200	1478	15	771	972	950	314	651	975	754	260	937	639	859	209	631	502	419	420	582
	256%	235%	277%	302%	261%	267%	242%	205%	224%	277%	295%	250%	271%	258%	243%	229%	280%	270%	257%	253%	242%

And what are you most concerned about when it comes to exposing yourself to the sun?

	Gender				AGE			EDUCATION				Generation				AGE2					
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer	16-25	26-35	36-45	46-55	56-65	65+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1051	477	569	5	239	440	372	37	164	426	424	72	347	295	337	65	196	222	204	165	223
Base: All Respondents (wtd)	1051	511	534	5	295	364	392	153	290	352	255	104	346	248	353	91	225	186	163	166	241
Sunburn	331	194	135	1	101	136	94	36	87	127	81	30	131	87	83	28	81	72	58	44	54
	31%	38%	25%	27%	34%	37%	24%	24%	30%	36%	32%	29%	38%	35%	24%	31%	36%	39%	35%	27%	22%
	B			**	F	F		*				*	N	N		*	T	ST	T		
Increasing the risk of skin cancer	418	186	231	1	86	134	198	38	111	154	115	26	109	105	178	18	73	61	71	75	130
	40%	36%	43%	21%	29%	37%	51%	25%	38%	44%	45%	25%	31%	42%	50%	19%	32%	33%	44%	45%	54%
Premature skin aging	144	58	85	1	49	64	31	22	29	49	44	17	61	36	30	15	37	41	21	17	15
	14%	11%	16%	20%	17%	18%	8%	14%	10%	14%	17%	17%	18%	14%	9%	17%	16%	22%	13%	10%	6%
Increasing brown sun spots	94	37	56	1	24	36	34	22	15	31	27	6	28	28	32	5	20	21	15	15	22
	9%	7%	10%	20%	8%	10%	9%	14%	5%	9%	10%	6%	8%	11%	9%	5%	9%	11%	9%	9%	9%
Peeling skin	58	36	21	2	33	24	1	17	13	15	13	9	34	14	1	7	28	11	12	1	1
	6%	7%	4%	35%	11%	7%	*	11%	4%	4%	5%	8%	10%	6%	*	8%	12%	6%	7%	1%	*
				**	F	F		*				N*	N	N		ST*	ST	ST	ST		
Skin reaction due to sun allergies	48	24	24	-	17	28	3	11	9	14	14	8	28	10	2	2	18	17	7	2	2
	5%	5%	4%	-	6%	8%	1%	7%	3%	4%	6%	8%	8%	4%	1%	3%	8%	9%	4%	1%	1%
Freckles	19	12	6	-	6	9	4	-	7	7	4	3	8	4	4	1	5	6	3	4	-
	2%	2%	1%	-	2%	2%	1%	-	2%	2%	2%	3%	2%	2%	1%	1%	2%	3%	2%	2%	-
				**				*				*				*		T		T	
Acne breakouts	47	16	31	-	31	14	2	9	13	17	7	13	25	7	2	11	19	9	5	-	2
	4%	3%	6%	-	10%	4%	*	6%	5%	5%	3%	13%	7%	3%	1%	12%	9%	5%	3%	-	1%
Tanning and causing skin darkening	40	18	21	-	18	18	3	-	15	8	17	9	21	8	2	9	15	7	6	2	1
	4%	4%	4%	-	6%	5%	1%	-	5%	2%	7%	8%	6%	3%	1%	9%	6%	4%	4%	1%	1%
				**	F	F		*			I	N*	N	N		ST*	T		T		
Other	5	2	3	-	1	2	3	-	-	3	2	1	2	-	3	1	-	2	-	1	2
	*	*	1%	-	*	*	1%	-	-	1%	1%	1%	*	-	1%	1%	-	1%	-	*	1%
Not concerned	137	58	78	1	49	28	60	35	55	32	16	19	43	18	57	15	34	17	11	33	32
	13%	11%	15%	17%	16%	8%	15%	23%	19%	9%	6%	18%	12%	7%	16%	17%	15%	9%	7%	20%	13%
				**	E		E	IJ*	IJ			M*			M	*				QR	
Sigma	1340	642	691	7	414	493	434	191	352	458	340	141	489	316	394	112	331	261	210	193	262
	128%	126%	129%	139%	140%	135%	111%	124%	122%	130%	133%	135%	141%	128%	112%	123%	147%	140%	129%	116%	109%

There are many different types of rays in sunlight, however the rays that are most damaging to skin are called ultraviolet (UV) rays. There are two types of UV rays UVB and UVA. To the best of your knowledge, please match UVA and UVB rays with the statements below that describe them - UVA

[illegible]

There are many different types of rays in sunlight, however the rays that are most damaging to skin are called ultraviolet (UV) rays. There are two types of UV rays UVB and UVA. To the best of your knowledge, please match UVA and UVB rays with the statements below that describe them - UVB

[illegible]

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

[illegible]

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

[illegible]

How strongly would you agree or disagree with each of the following statements? - Sunscreen may cause damage to the environment

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

How strongly would you agree or disagree with each of the following statements? - There's no need to wear sunscreen in winter

[illegible]

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

[illegible]

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

[illegible]

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

[illegible]

Do you use sunscreen all year round?

[illegible]

Do you use sunscreen daily?

[illegible]

Where do you typically go, or where would you go, to get information about sunscreen?

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		Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer	16-25	26-35	36-45	46-55	56-65	65+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All Respondents (unwtd)	1051	477	569	5	239	440	372	37	164	426	424	72	347	295	337	65	196	222	204	165	223
Base: All Respondents (wtd)	1051	511	534	5	295	364	392	153	290	352	255	104	346	248	353	91	225	186	163	166	241
Sunscreen company websites	150	74	75	1	43	62	45	14	36	52	48	17	47	43	43	16	31	31	27	22	28
	14%	14%	14%	20%	15%	17%	11%	9%	12%	15%	19%	16%	13%	18%	12%	18%	14%	17%	16%	13%	11%
Dermatologist	210	104	104	2	45	77	89	19	47	83	61	17	64	49	81	17	31	40	37	29	63
	20%	20%	20%	48%	15%	21%	23%	12%	16%	23%	24%	16%	18%	20%	23%	18%	14%	21%	22%	18%	26%
Family Physician	201	107	92	1	41	65	94	15	54	80	52	13	55	45	87	13	32	29	36	30	67
	19%	21%	17%	27%	14%	18%	24%	10%	19%	23%	20%	13%	16%	18%	25%	15%	14%	15%	22%	18%	28%
News/media	89	54	34	1	29	25	35	13	25	31	20	11	27	18	32	7	24	14	8	15	21
	8%	10%	6%	20%	10%	7%	9%	9%	9%	9%	8%	11%	8%	7%	9%	8%	11%	7%	5%	9%	9%
Social media	91	38	53	-	41	37	13	8	19	29	35	16	42	21	12	12	33	21	13	8	8
	9%	7%	10%	-	14%	10%	3%	5%	7%	8%	14%	16%	12%	8%	3%	13%	15%	11%	8%	5%	3%
General online search	314	138	174	2	105	104	105	45	65	107	98	29	119	71	95	24	87	50	50	52	56
	30%	27%	33%	48%	35%	29%	27%	29%	22%	30%	38%	28%	34%	29%	27%	26%	39%	27%	31%	31%	23%
The Canadian Dermatology Association website	163	72	90	1	38	57	68	19	37	58	49	12	50	34	67	11	32	21	31	21	49
	16%	14%	17%	27%	13%	16%	17%	12%	13%	17%	19%	12%	14%	14%	19%	13%	14%	11%	19%	13%	20%
Family/friends	199	95	104	-	65	79	55	24	46	72	57	21	79	54	46	16	54	41	36	26	29
	19%	19%	20%	-	22%	22%	14%	16%	16%	20%	22%	20%	23%	22%	13%	17%	24%	22%	22%	16%	12%
Pharmacy/pharmacist	337	186	149	2	89	96	152	47	89	125	76	30	91	77	138	24	70	39	54	53	103
	32%	36%	28%	47%	30%	26%	39%	30%	31%	35%	30%	29%	26%	31%	39%	26%	31%	21%	33%	32%	43%
Retail store other than pharmacy	118	51	67	-	55	39	24	8	41	44	25	21	49	26	22	20	39	15	20	13	12
	11%	10%	13%	-	19%	11%	6%	5%	14%	13%	10%	20%	14%	10%	6%	22%	17%	8%	12%	8%	5%
Esthetician	37	16	22	-	15	16	6	3	9	14	11	4	20	7	6	4	12	8	7	3	4
	4%	3%	4%	-	5%	5%	1%	2%	3%	4%	4%	4%	6%	3%	2%	5%	5%	4%	5%	2%	2%