

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	89	112	102	393	246	109	226	172	284	280	304	747
Base: All Respondents (wtd)	1051	141	119	65	405	251	70	314	175	247	227	262	789
Sunburn	638	92	65	42	258	137	44	147	110	175	159	168	469
	61%	65%	55%	64%	64%	54%	62%	47%	63%	71%	70%	64%	59%
		*	*	*			*		G	G	G		
Increasing the risk of skin cancer	560	68	73	39	235	107	38	128	94	142	147	135	426
	53%	48%	61%	60%	58%	43%	54%	41%	54%	58%	65%	51%	54%
		*	E*	E*	E		*		G	G	G		
Premature skin aging	400	41	50	29	159	96	25	81	75	108	103	110	290
	38%	29%	42%	44%	39%	38%	35%	26%	43%	44%	45%	42%	37%
		*	*	*			*		G	G	G		
Increasing brown sun spots	293	34	31	22	133	60	14	64	59	74	70	76	217
	28%	24%	26%	33%	33%	24%	20%	21%	34%	30%	31%	29%	28%
		*	*	*	F		*		G	G	G		
Peeling skin	232	32	27	12	78	67	16	68	32	64	55	63	168
	22%	23%	22%	18%	19%	26%	23%	22%	18%	26%	24%	24%	21%
		*	*	*			*						
Skin reaction due to sun allergies	118	15	11	7	48	29	8	39	17	26	31	30	88
	11%	11%	9%	11%	12%	11%	11%	12%	10%	11%	14%	11%	11%
		*	*	*			*						
Freckles	92	16	12	6	31	22	5	29	10	22	27	24	67
	9%	12%	10%	10%	8%	9%	7%	9%	6%	9%	12%	9%	8%
		*	*	*			*						
Acne breakouts	95	21	14	9	25	20	6	27	24	21	19	36	59
	9%	15%	12%	14%	6%	8%	9%	9%	14%	9%	9%	14%	7%
		D*	*	D*			*					L	
Tanning and causing skin darkening	122	19	9	11	47	30	6	28	24	34	31	44	78
	12%	14%	8%	17%	12%	12%	8%	9%	13%	14%	14%	17%	10%
		*	*	*			*					L	
Other	9	-	3	2	3	-	1	3	1	1	1	1	7
	1%	-	2%	2%	1%	-	2%	1%	*	*	1%	*	1%
		*	*	E*			E*						
Not concerned	137	23	13	9	52	30	11	73	21	18	11	21	117
	13%	16%	11%	14%	13%	12%	15%	23%	12%	7%	5%	8%	15%
		*	*	*			*	HIJ	J				K
Sigma	2694	362	308	187	1068	596	174	687	465	685	655	708	1986
	256%	257%	259%	286%	264%	237%	247%	219%	266%	277%	289%	270%	252%

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	89	112	102	393	246	109	226	172	284	280	304	747
Base: All Respondents (wtd)	1051	141	119	65	405	251	70	314	175	247	227	262	789
Sunburn	331	54	37	17	119	77	27	85	56	90	78	96	235
	31%	38%	31%	26%	29%	31%	38%	27%	32%	36%	34%	37%	30%
		*	*	*			*						
Increasing the risk of skin cancer	418	44	58	28	174	85	28	93	70	98	115	102	316
	40%	32%	49%	43%	43%	34%	40%	30%	40%	40%	51%	39%	40%
		*	AE*	*			*				GI		
Premature skin aging	144	16	24	8	45	43	7	25	32	41	36	46	98
	14%	12%	20%	13%	11%	17%	11%	8%	18%	17%	16%	18%	12%
		*	D*	*			*		G	G	G		
Increasing brown sun spots	94	7	17	6	40	21	3	17	12	30	25	24	70
	9%	5%	14%	9%	10%	8%	4%	5%	7%	12%	11%	9%	9%
		*	F*	*			*			G			
Peeling skin	58	6	10	2	13	26	2	23	8	18	8	19	40
	6%	4%	8%	3%	3%	10%	3%	7%	5%	7%	4%	7%	5%
		*	*	*		D	*						
Skin reaction due to sun allergies	48	9	1	3	15	18	1	19	2	11	14	11	37
	5%	6%	1%	5%	4%	7%	2%	6%	1%	5%	6%	4%	5%
		*	*	*		B	*				H		
Freckles	19	1	2	1	7	7	1	6	2	4	6	3	15
	2%	1%	1%	2%	2%	3%	1%	2%	1%	1%	3%	1%	2%
		*	*	*			*						
Acne breakouts	47	5	12	3	11	10	6	11	17	8	8	22	25
	4%	4%	10%	4%	3%	4%	8%	4%	10%	3%	3%	8%	3%
		*	D*	*			D*		GIJ			L	
Tanning and causing skin darkening	40	10	3	4	16	6	-	13	5	13	6	20	20
	4%	7%	3%	5%	4%	3%	-	4%	3%	5%	3%	8%	2%
		*	*	F*			*					L	
Other	5	-	2	1	2	-	*	2	1	1	-	-	5
	*	-	1%	1%	1%	-	1%	1%	*	*	-	-	1%
		*	*	*			*						
Not concerned	137	23	13	9	52	30	11	73	21	18	11	21	117
	13%	16%	11%	14%	13%	12%	15%	23%	12%	7%	5%	8%	15%
		*	*	*			*	HIJ	J				K
Sigma	1340	177	178	82	494	323	86	366	226	331	307	364	977
	128%	126%	150%	126%	122%	129%	122%	117%	129%	134%	136%	139%	124%

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 - UVA and UVB. 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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1051	89	112	102	393	246	109	226	172	284	280	304	747
Base: All Respondents (wtd)	1051	141	119	65	405	251	70	314	175	247	227	262	789
Sunscreen company websites	150	24	16	3	73	26	7	30	25	35	43	32	118
	14%	17%	13%	5%	18%	10%	10%	10%	14%	14%	19%	12%	15%
	C*	*	*		CE		*				G		
Dermatologist	210	25	24	10	92	46	15	49	43	51	54	45	166
	20%	17%	20%	15%	23%	18%	21%	16%	24%	20%	24%	17%	21%
	*	*	*				*						
Family Physician	201	23	23	15	82	39	19	52	44	50	38	47	154
	19%	16%	19%	23%	20%	16%	27%	17%	25%	20%	17%	18%	19%
	*	*	*				E*						
News/media	89	12	15	5	30	24	2	10	13	27	26	14	75
	8%	9%	12%	8%	7%	10%	3%	3%	7%	11%	11%	5%	10%
	*	*	*				*			G	G		
Social media	91	13	12	3	35	23	7	18	13	32	18	29	62
	9%	9%	10%	5%	9%	9%	9%	6%	8%	13%	8%	11%	8%
	*	*	*				*			G			
General online search	314	56	33	17	140	54	14	72	55	71	89	69	245
	30%	40%	28%	26%	35%	22%	20%	23%	31%	29%	39%	26%	31%
	EF*	*	*		EF		*				GI		
The Canadian Dermatology Association website	163	22	26	8	63	33	11	40	31	40	38	32	131
	16%	15%	22%	12%	16%	13%	15%	13%	17%	16%	17%	12%	17%
	*	*	*				*						
Family/friends	199	27	29	9	72	54	8	49	34	52	47	53	147
	19%	19%	24%	14%	18%	22%	12%	16%	19%	21%	21%	20%	19%
	*	*	*				*						
Pharmacy/pharmacist	337	33	34	17	113	115	25	99	67	88	61	79	258
	32%	24%	28%	25%	28%	46%	36%	32%	38%	35%	27%	30%	33%
	*	*	*		ABCD		*		J				
Retail store other than pharmacy	118	21	23	3	34	28	9	36	13	37	23	39	78
	11%	15%	19%	5%	8%	11%	12%	11%	8%	15%	10%	15%	10%
	*	CD*	*				*						
Esthetician	37	4	6	2	13	12	1	8	8	10	10	15	23
	4%	3%	5%	4%	3%	5%	1%	3%	5%	4%	4%	6%	3%
	*	*	*				*						
Other	8	1	3	-	3	1	-	1	3	2	2	1	7
	1%	1%	2%	-	1%	1%	-	*	2%	1%	1%	1%	1%
	*	*	*				*						
I don't look for information about sunscreen	253	33	35	21	98	42	23	98	41	46	41	67	185
	24%	23%	30%	32%	24%	17%	33%	31%	23%	19%	18%	26%	23%
	*	E*	E*				E*	IJ					
Sigma	2170	294	276	113	848	498	141	563	389	540	490	522	1648
	206%	209%	233%	174%	210%	198%	200%	179%	223%	219%	216%	199%	209%