

CUTS, SCRAPES AND COVER-UPS: CANADA AND BANDAGES



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Toronto, ONTARIO – According to a poll conducted by Ipsos-Reid on behalf of BAND-AID® Brand, when treating minor cuts or scrapes, Canadians do not appear to follow all of the suggested treatment steps to care for such injuries. In fact, only half (50%) of Canadians say that when they get a minor cut or scrape that they apply a bandage and only treat the it with an antibiotic ointment (34%).

Nine-in-ten (92%) say that it is better for the healing process if a cut or scrape scabs over. And, an equivalent number (88%) say it is better for the healing process to take a bandage off and let a cut or scrape breathe or air out. As well, only 14% indicate that they are concerned that minor cuts or scrapes may create scars.

Hands (75%) are the most common place on the body to get cuts or scrapes according to Canadians. Fingers (8%) and knees (7%) are the next most common spot. While, toes or between the toes (11%) and the foot or bottom of the foot (10%) are cited as the oddest parts of the body that Canadians have had to apply a bandage.

And finally, of five Canadian athletes tested, one-third (32%) of Canadians think that Toronto Maple Leaf tough guy Tie Domi is the Canadian athlete that could most use a life-time supply of bandages.

These are the findings of an Ipsos-Reid poll conducted between March 26th and 28th, 2002, on behalf of BAND-AID® Brand. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data

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were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.

Canadians do not appear to follow all of the suggested treatment steps to care for minor cuts and scrapes. In fact, only half (50%) of Canadians say that when they get a minor cut or scrape that they apply a bandage, and only one-third (34%) treat it with an antibiotic ointment.

- Residents of Saskatchewan/Manitoba (66%) are the most likely to apply a bandage to a minor cut or scrape, while those in Atlantic Canada (45%) are least likely to do this. Older Canadians (54%) and women (52%) are slightly more likely to do this.
- Those in Atlantic Canada (49%) however, are the most likely to treat the wound with an antibiotic ointment than residents of any other region of the country. Women (37% versus 30% of men) are also more likely to say they do this.

Following are a number of suggested steps in the treatment of a minor cut or scrape and the percentage of Canadians who indicate that they do this when treating a minor cut or scrape:

- Wash the wound with soap (36%)
- Apply an antibiotic ointment (34%)
- Wrap it in a cloth or tissue (14%)
- Run the wound under water (47%)
- Apply a bandage (50%)



- Wash it with antiseptic (44%)

Nine-in-ten (92%) say that it is better for the healing process if a cut or scrape scabs over. An equivalent number (88%) say it is better for the healing process to take a bandage off and let a cut or scrape breathe or air out. As well, only 14% indicate that they are concerned that minor cuts or scrapes may create scars.

- Residents of Quebec (88%) are least likely to say that it is better for the healing process for a cut or scrape to scab over, while residents of Alberta (95%) and Manitoba/Saskatchewan (95%) the most likely to agree with this.
- British Columbians (84%) and Ontarians (86%) are the least likely to say that it is better for the healing process to take a bandage off and let a cut or scrape breathe or air out, while residents of Saskatchewan/Manitoba (94%) and Atlantic Canada (94%) are the most likely to say yes to this statement. Men (86% versus 91% of women), younger (86% compared to 91% of the older age group) Canadians and those with a university education (85% versus 93% of those with less than high school) are least likely to agree to this view.
- Canadians with less than a high school education (32%), those from the lowest household income group (22% versus 10% from the highest household income group), Atlantic Canadians (21% versus 9% of British Columbians), and younger Canadians (18% versus 11% of those 55+) are more likely to say that they are concerned that minor cuts or scrapes may create a scar.

Hands (75%) are the most common place on the body to get cuts or scrapes according to Canadians. Fingers (8%) and knees (7%) are the next most common spots followed by arms (3%), legs (3%), feet (1%), shins (1%), and elbows (1%).



- Residents of Ontario (78%) the most likely to cite hands as the most common spot to get cuts or scrapes, followed by British Columbia (74%), Alberta (70%), Atlantic Canada (69%) and Saskatchewan/Manitoba (68%).
- Middle aged (79%) Canadians are more likely than their older (72%) or younger (68%) counterparts to mention hands.
- Men (75%) and women (72%) are equally as likely to mention hands as the most common place for cuts or scrapes.

Toes or between the toes (11%) and the foot or bottom of the foot (10%) are cited as the oddest parts of the body that Canadians have had to apply a bandage. Other locations mentioned include fingers (7%), legs (6%), arms (6%), face (6%), bum (5%), hand (5%), knee (4%), head or forehead (4%), back (3%), ear (3%), and the nose (3%).

- Quebecers (14%) and Albertans (12%) are the most likely to mention that the oddest part of their body they have had to apply a bandage was their toes or between their toes, compared to only 3% of Atlantic Canadians who say this.
- While Atlantic Canadians (19%) are the most likely to say that the oddest part of their body that they have had to apply a bandage is their foot or the bottom of their foot. This compares to only 6% of Quebecers and 3% of Albertans who mention this location.

And finally, when asked which of five Canadian athletes most deserve a life-time supply of bandages, one-third (32%) reply that Toronto Maple Leaf tough guy Tie Domi is the Canadian athlete that could most use a life-time supply of bandages, followed by World Heavyweight Champion boxer Lennox Lewis (17%) and Montreal Canadian Doug Gilmour (16%). Other athletes tested include Olympic short-track speed skater Mathieu Turcotte



(3%) and WWF's Trish Stratus (1%). Eight percent cite some "other" Canadian athlete, while 22% could not identify a worthy recipient of a life-time supply of bandages.

- Residents of Saskatchewan/Manitoba (46%) and Ontario (43%), men (40%) and younger (36%) Canadians are most likely to name Tie Domi as the Canadian athlete that could most use a life-time supply of bandages.
- Boxing champ Lennox Lewis was more likely chosen by Albertans (24%), younger Canadians (19%), and men (19%).
- Montreal Canadian Doug Gilmour is most likely mentioned by those in Atlantic Canada (23%), and Alberta (20%) and middle aged Canadians (20%).
- Olympic speed skater Mathieu Turcotte is more likely cited by Quebecers (9%) and women (5%).

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