



Canadian  
Cancer  
Society

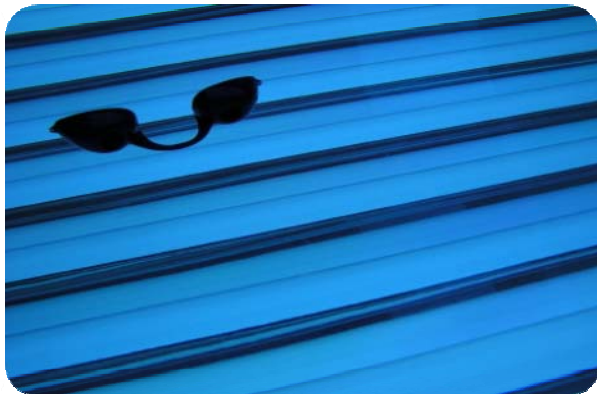
Société  
canadienne  
du cancer

Ipsos Reid

# Canadian Cancer Society

Indoor tanning survey

April 2012





## Methodology

- In April 2012, the Canadian Cancer Society commissioned Ipsos Reid to conduct a survey of middle and high school students to understand usage and attitudes to tanning.
- This report represents the findings of an online survey of middle and high school students in Grades 7-12, conducted between April 5 and 17, 2012. The age of the students ranged from 12 to 17.
- For this survey, a sample of 1,476 students was interviewed online. To access these students, we invited members of the Ipsos I-say online panel who were parents to take part, and gained consent to pass this interview on to their children.
- After fieldwork, weighting was employed to balance demographics and ensure that the sample's composition reflects that of the population and to provide results intended to approximate the sample universe. Census data was used to provide regional weights, while gender was split 50:50, and grades were split evenly (Grade 7 and Grade 12 have a marginally lower weight).
- A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 2.5 percentage points, 19 times out of 20, of what the results would have been had the entire population of Grade 7-12 school children aged 12-17 in Ontario been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

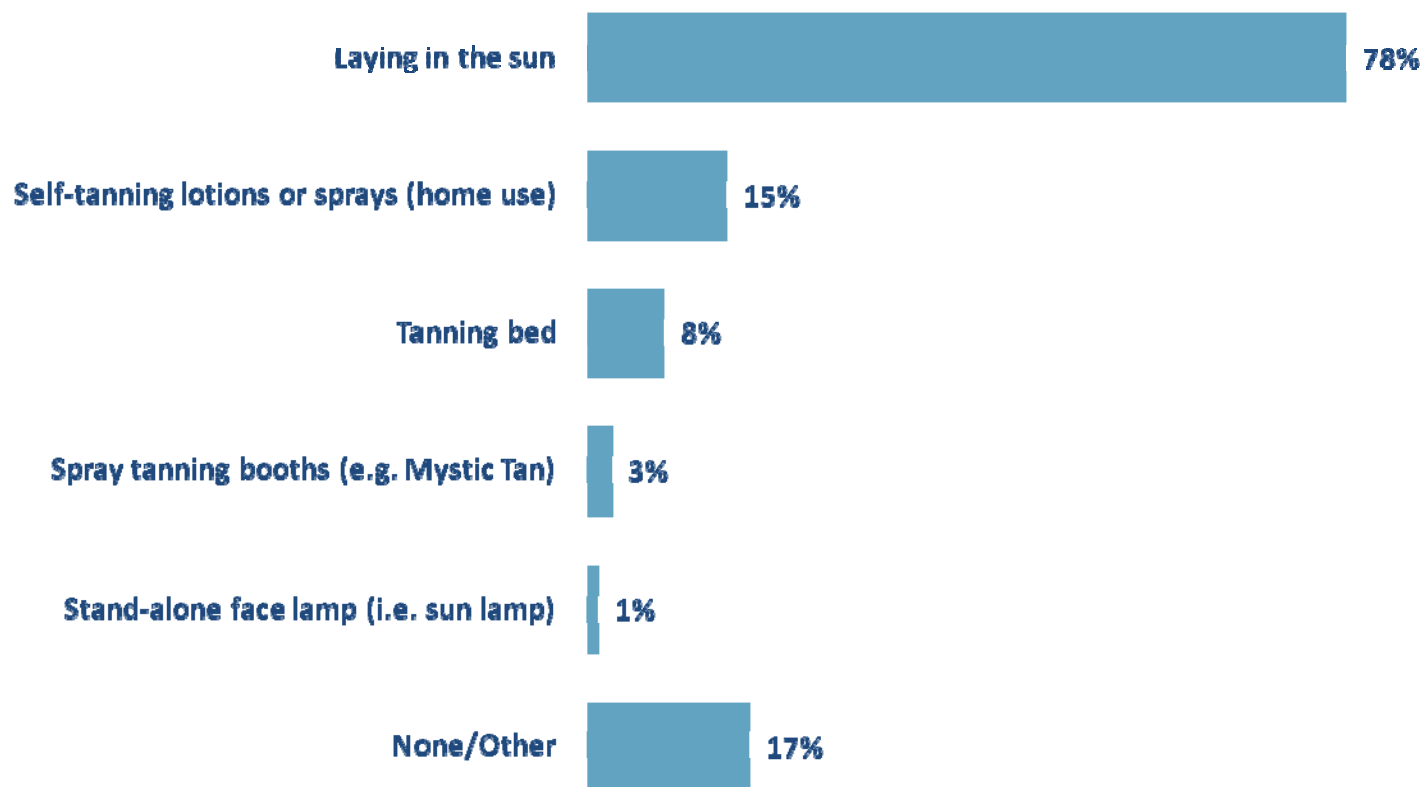
# Detailed Findings

Usage and Attitudes to  
Tanning



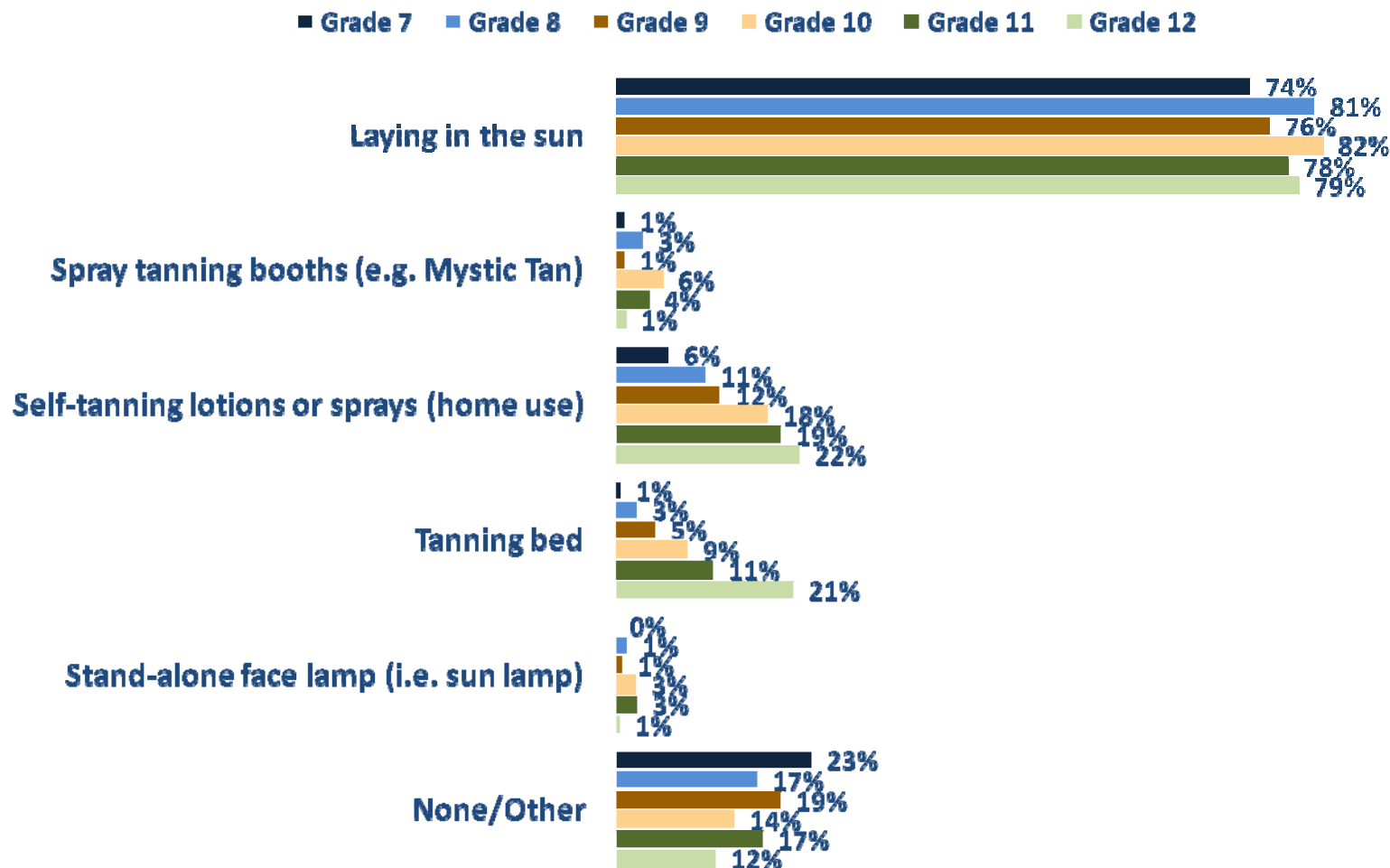
## Sun Tanning Methods Used - Total

The most common form of sun tanning is to lay in the sun, and eight in ten students (78%) say they have done this. Of the non-natural forms of tanning, self –tanning lotions are the most popular, with 15% of students saying they have used these methods. Almost one in ten middle and high school students aged 12-17 have used a tanning bed (8%) .



## Sun Tanning Methods Used by Grade

While the proportion of students who tan by laying in the sun remains broadly consistent by age, a clear trend can be seen of greater usage for both self-tanning lotions or tanning beds amongst older children. This trend peaks in Grade 12. One in five students in Grade 12 are using a tanning bed (21%), and a similar proportion (22%) are using self-tanning lotions or sprays.



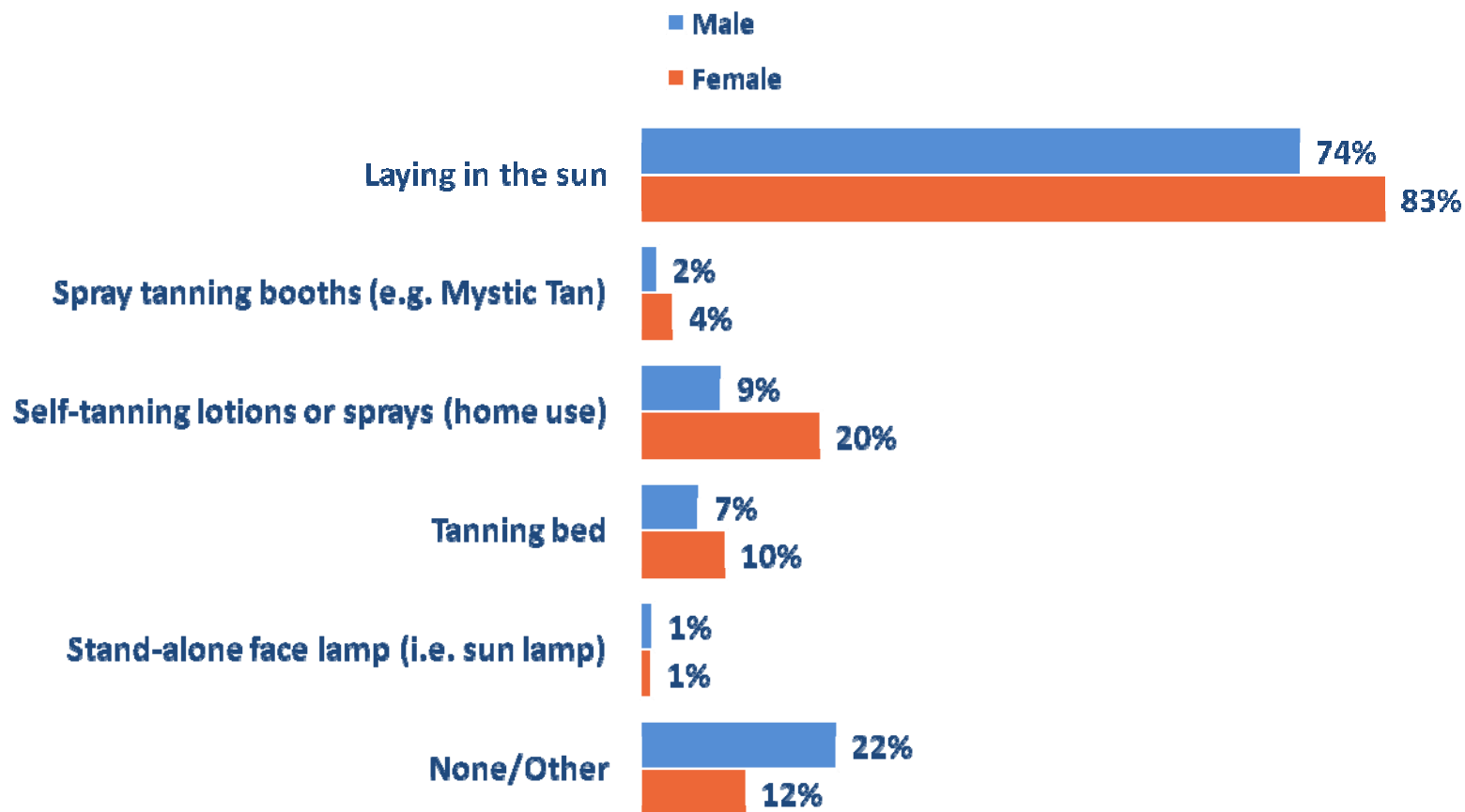
Q1. Which of the following sun tanning methods have you ever used?

Base: Grade 7 (n=279), Grade 8 (n=250), Grade 9 (n=270), Grade 10 (n=304), Grade 11 (n=259), Grade 12 (n=114)



## Sun Tanning Methods Used by Gender

Female students are more likely to be tanning by laying in the sun (83% vs. 74% male), or by using self-tanning lotions (20% vs. 9% male). Tanning bed usage however, is almost comparable between boys (7%) and girls (10%).

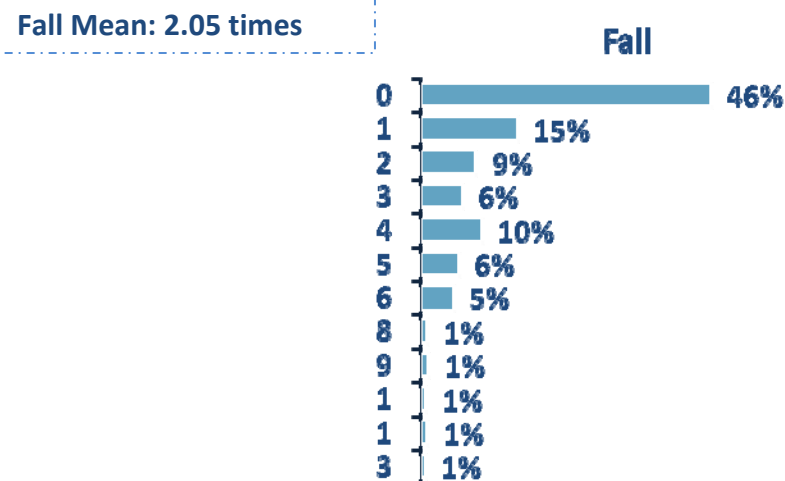
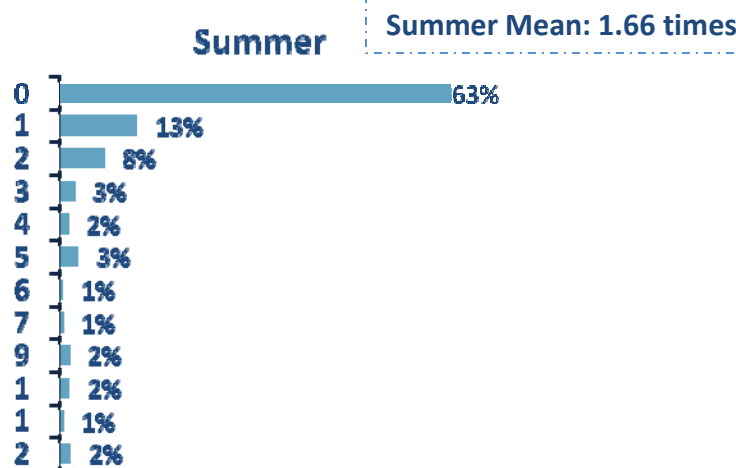
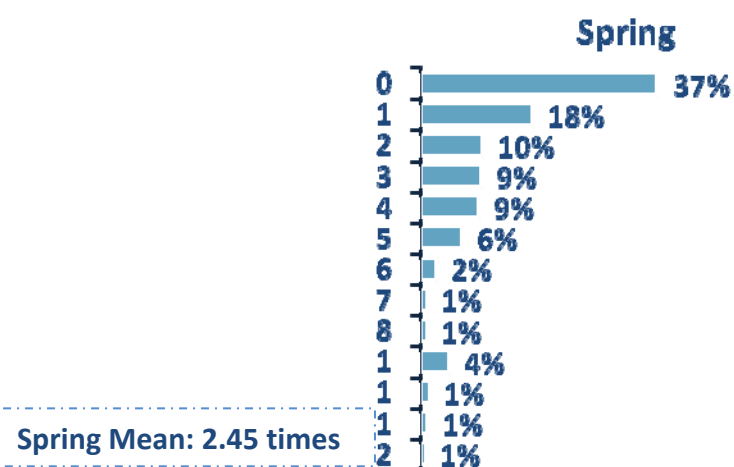
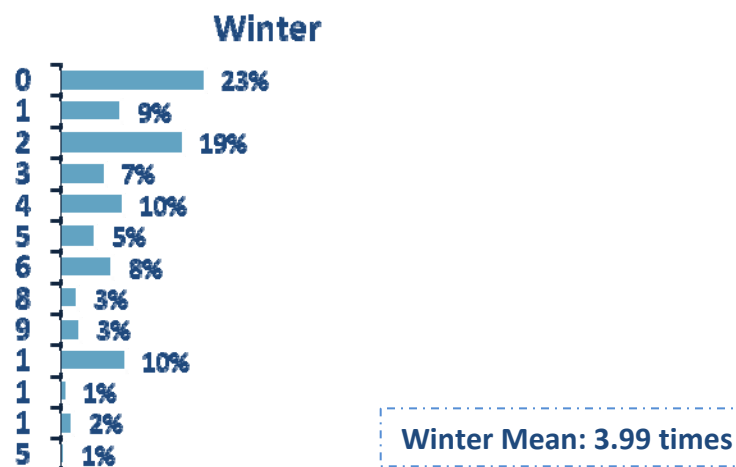


Q1. Which of the following sun tanning methods have you ever used?  
Base: All Male Respondents (n=765), All Female Respondents (n=711)



## Number of Times Tanning Bed Used - Total

As could be expected, more tanning takes place in winter (an average of 4 times per person), than in the other seasons. In the summer, a surprising 37% continue to tan once or more.



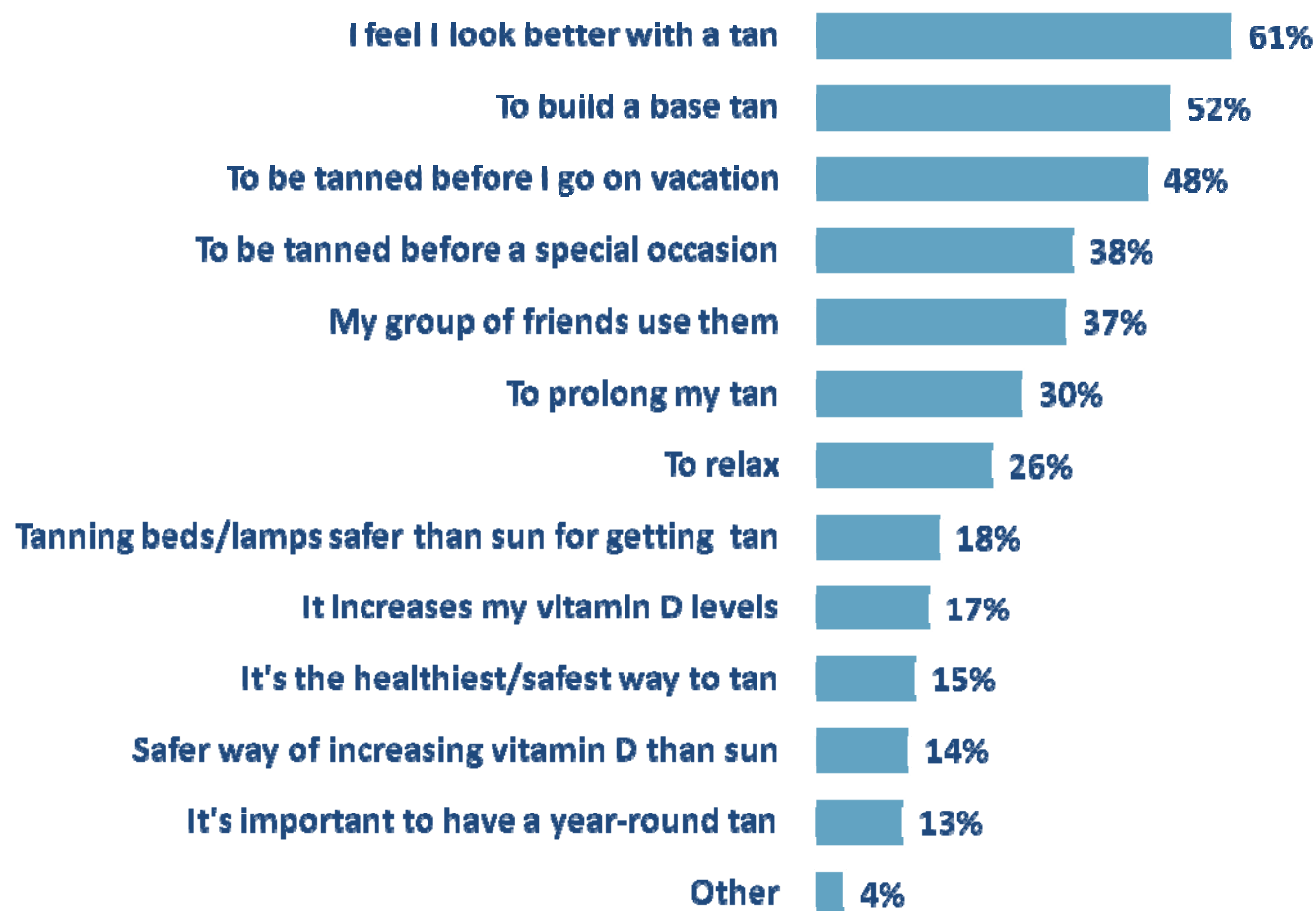
Q2. Thinking back over the past year, please select the number of times you used a tanning bed/lamp during the following seasons (winter, spring, summer, fall)

Base: All respondents who have used tanning beds or lamps (n=105)



## Reasons for Using Tanning Beds / Lamps - Total

The majority of 12-17 year old students use tanning beds or lamps because they feel they look better with a tan (61%), or to build a base tan (52%). Other drivers include being tanned before heading on a vacation (48%), or before a special occasion (38%). Of concern may be the 18% of students who say one of the main reasons that the use tanning beds is because they think they are safer than the sun for getting a tan.



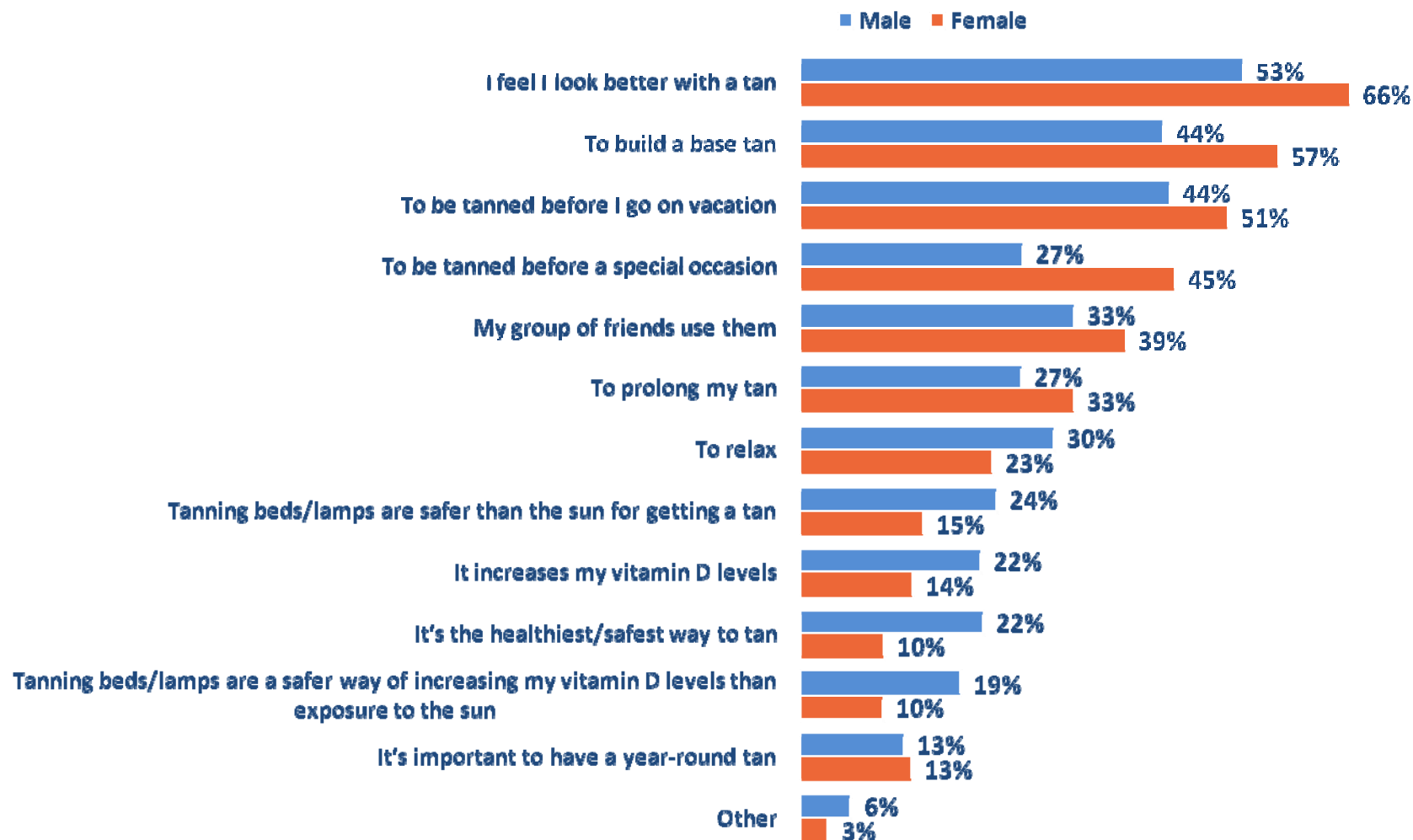
Q3. Please select the following statements that describe reasons why you use tanning beds/lamps? Choose all that apply.  
Base: All respondents who have used tanning beds or lamps (n=105)





## Reasons for Using Tanning Beds / Lamps – by Gender

Female students are more likely than their male counterparts to use tanning beds in order to look better (66% vs. 53%), to build a base tan (57% vs. 44%) or before they go on vacation (45% vs. 27%).

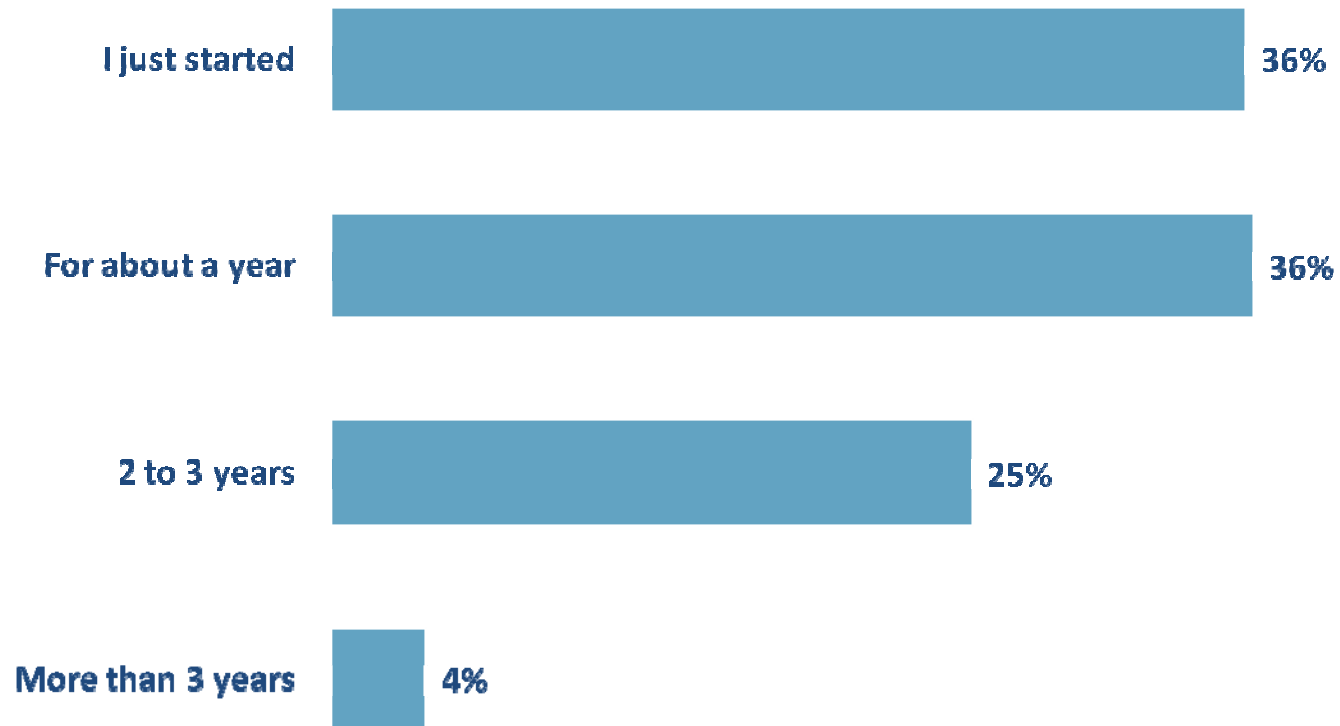


Q3. Please select the following statements that describe reasons why you use tanning beds/lamps? Choose all that apply.  
Base: All respondents who have used tanning beds or lamps male (n=41), female (n=64)



## Length of Time Using Tanning Beds / Lamps - Total

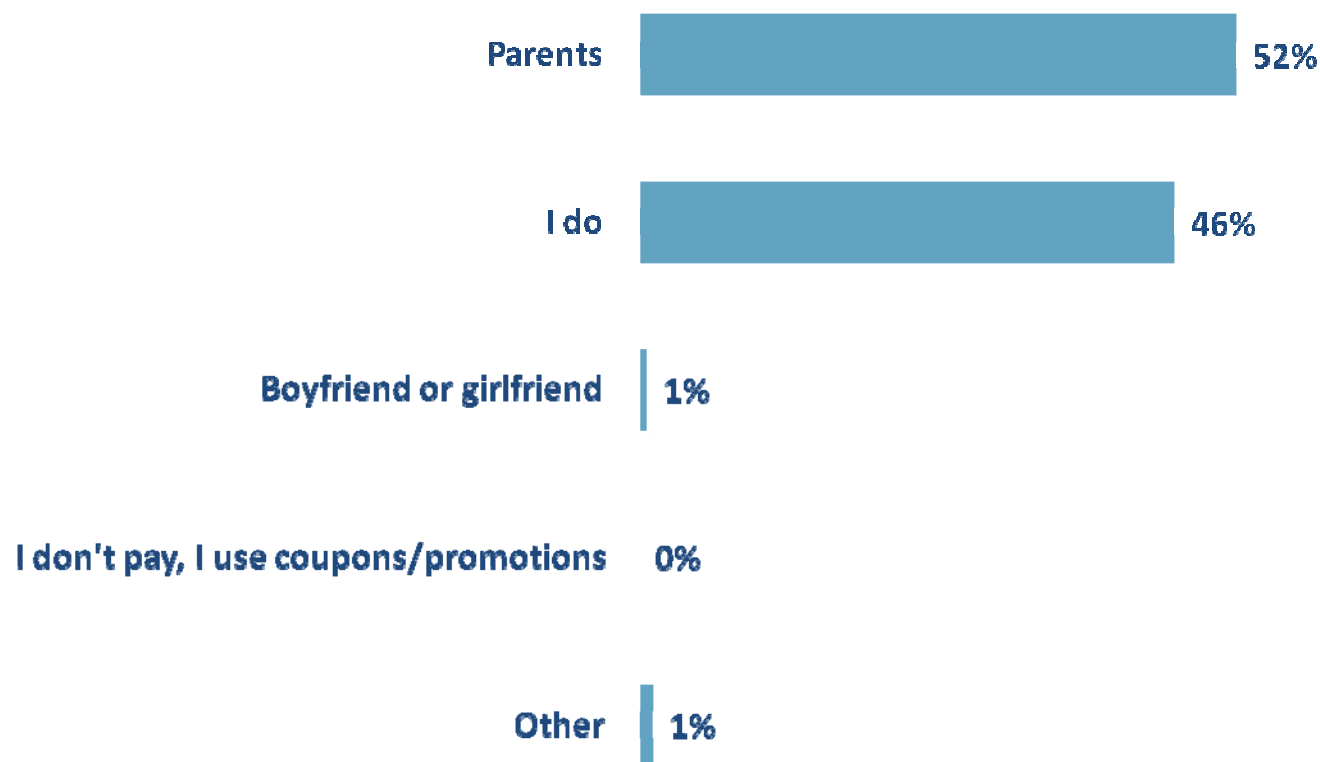
The majority of students using tanning beds and lamps have started in the last year (36% have just started, 36% have been using for about a year). Reflecting the usage trends seen, only 4% have been using tanning beds and lamps for more than 3 years.





## Payment for Tanning Bed / Lamp Use - Total

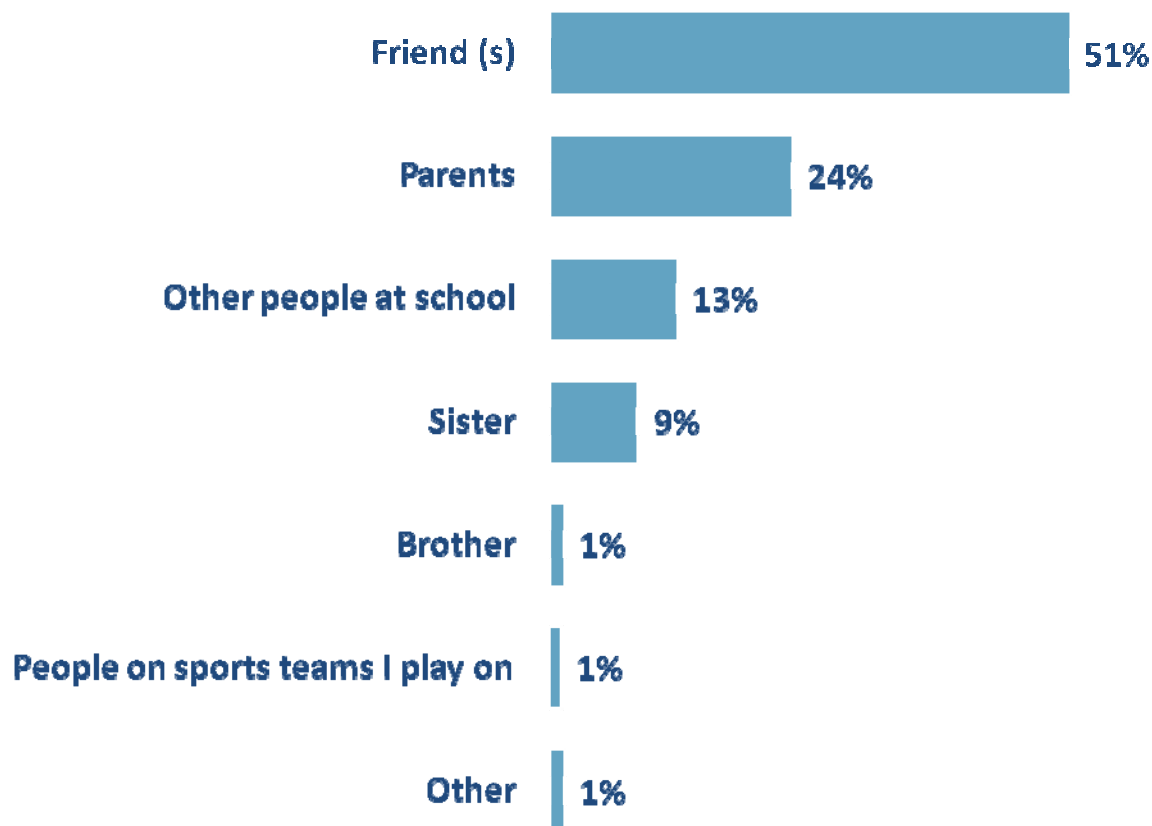
Half of students who use tanning beds or lamps have the service paid for by their parents (52%), while 46% pay to tan by themselves. Girls (57%) are more likely than boys (44%) to have their tanning paid for by their parents, although this difference isn't statistically significant.





## Who First Introduced You to Tanning? - Total

Half of student tanning bed and lamp users were first introduced by their friends (51%). Parents introduced a quarter of tanning bed or lamp users (24%), with most of the remaining users being introduced by other people at school (13%), or a sister (9%).



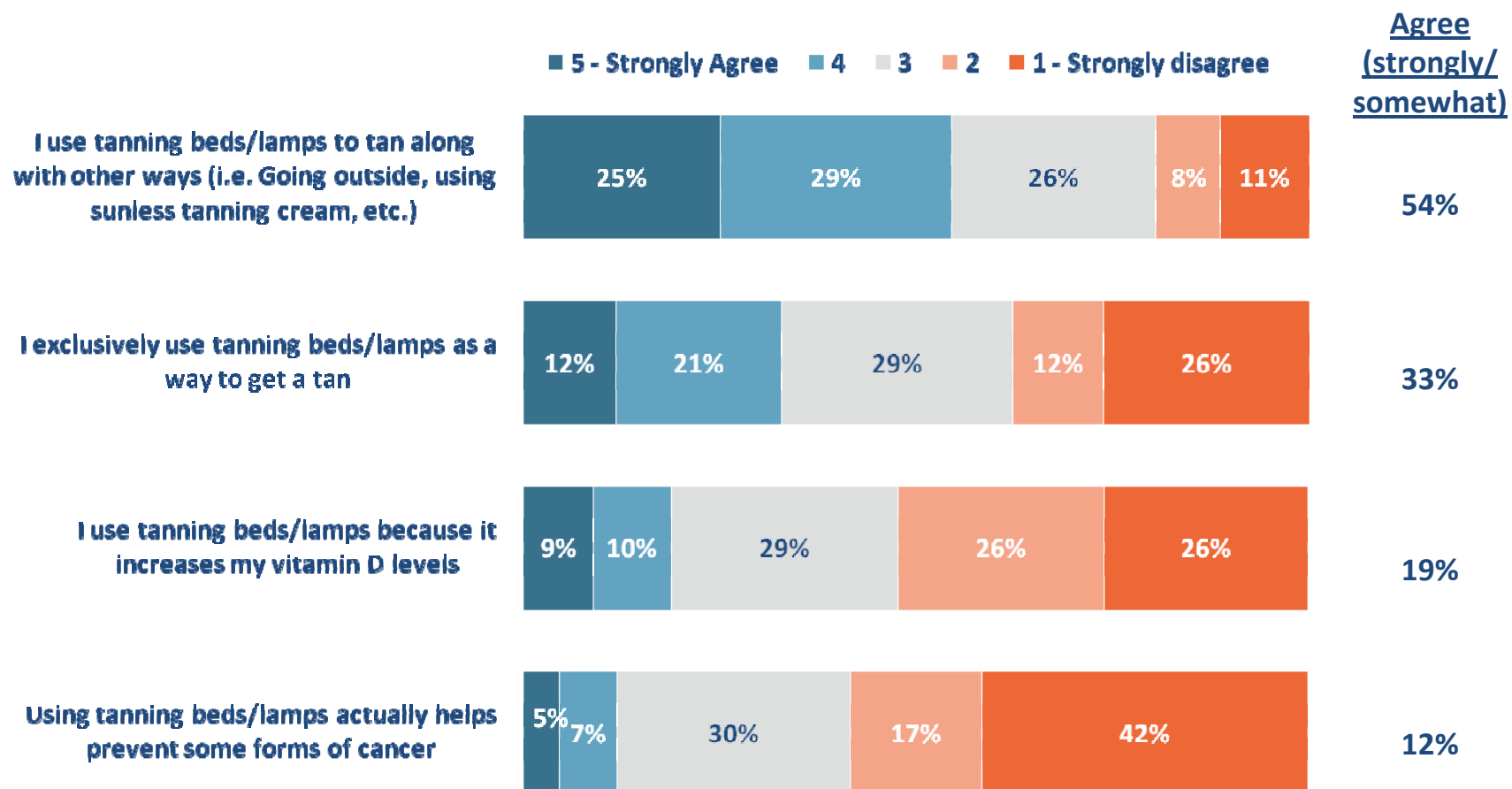
Q6. Who first introduced you to tanning?

Base: All respondents who have used tanning beds or lamps (n=105)



## Agreement Statements - Total

Of tanning bed users, more than one in ten (12%) believe that *using tanning beds or lamps actually helps prevent some forms of cancer*, although a majority (58%) disagree with this statement. While the majority combine tanning bed usage with other ways of getting a tan such as going outside (54%), one in three (33%) say they exclusively use tanning beds or lamps as a way to get a tan. One in five (19%) say they use tanning beds and laps because it increases their vitamin D levels.

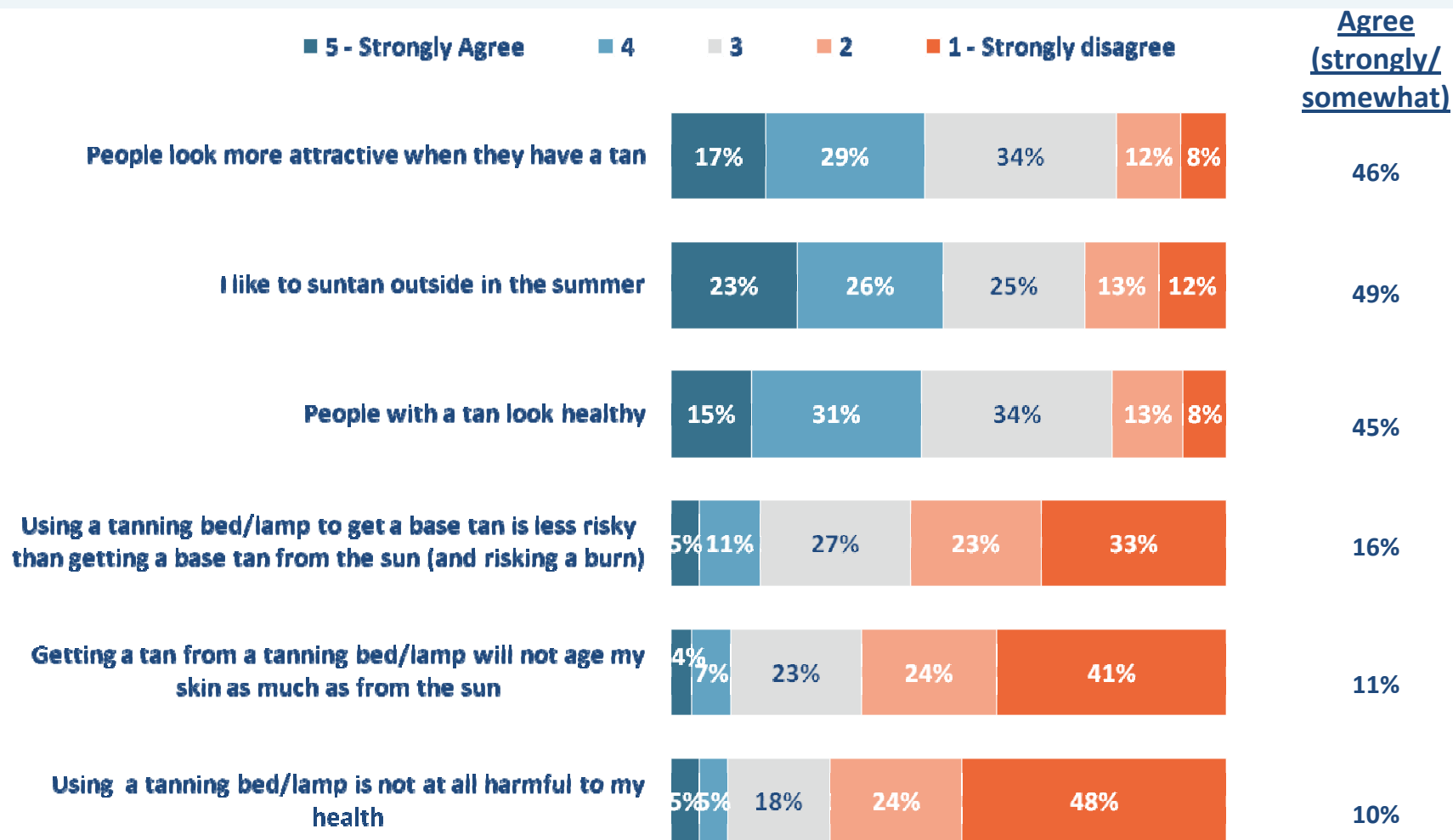


Q7. Please read the following statements and rate how much you agree from 1 to 5. 1=strongly disagree, 5=strongly agree  
Base: All respondents who have used tanning beds or lamps (n=105)



## Agreement Statements - Total

On balance, students are more likely to agree than disagree that people look more attractive (46%) and healthy (45%) with a tan. On health issues, a majority *disagree* that using a tanning bed or lamp to get a base tan is less risky than from the sun (57%), and even more students disagree that it is less likely to age skin compared to from the sun (67%). Finally, only one in ten (10%) believe that using a tanning bed or lamp is not at all harmful to their health.

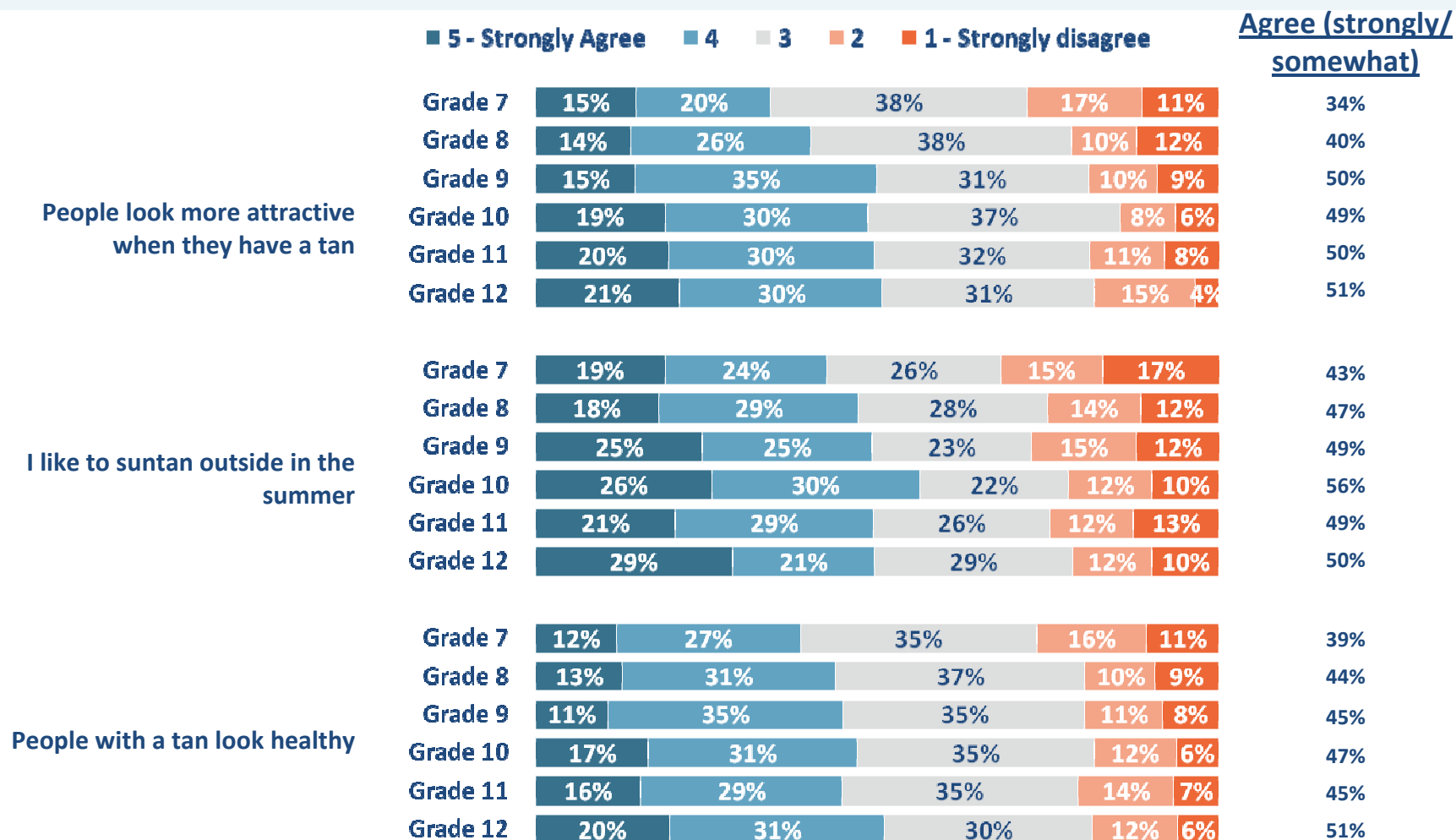


Q8. Please read the following statements and rate how much you agree from 1 to 5. 1=strongly disagree, 5=strongly agree  
Base: All Respondents (n=1476)



## Agreement Statements by Grade

As students grow older, they become increasingly more convinced about the benefits of being tanned. While only 35% of Grade 7 students agree that *people look more attractive when they have a tan*, 51% of those in Grade 12 believe this. Similarly half of Grade 12 students (51%) believe that people with a tan look healthy, compared to only 39% of Grade 7 students.

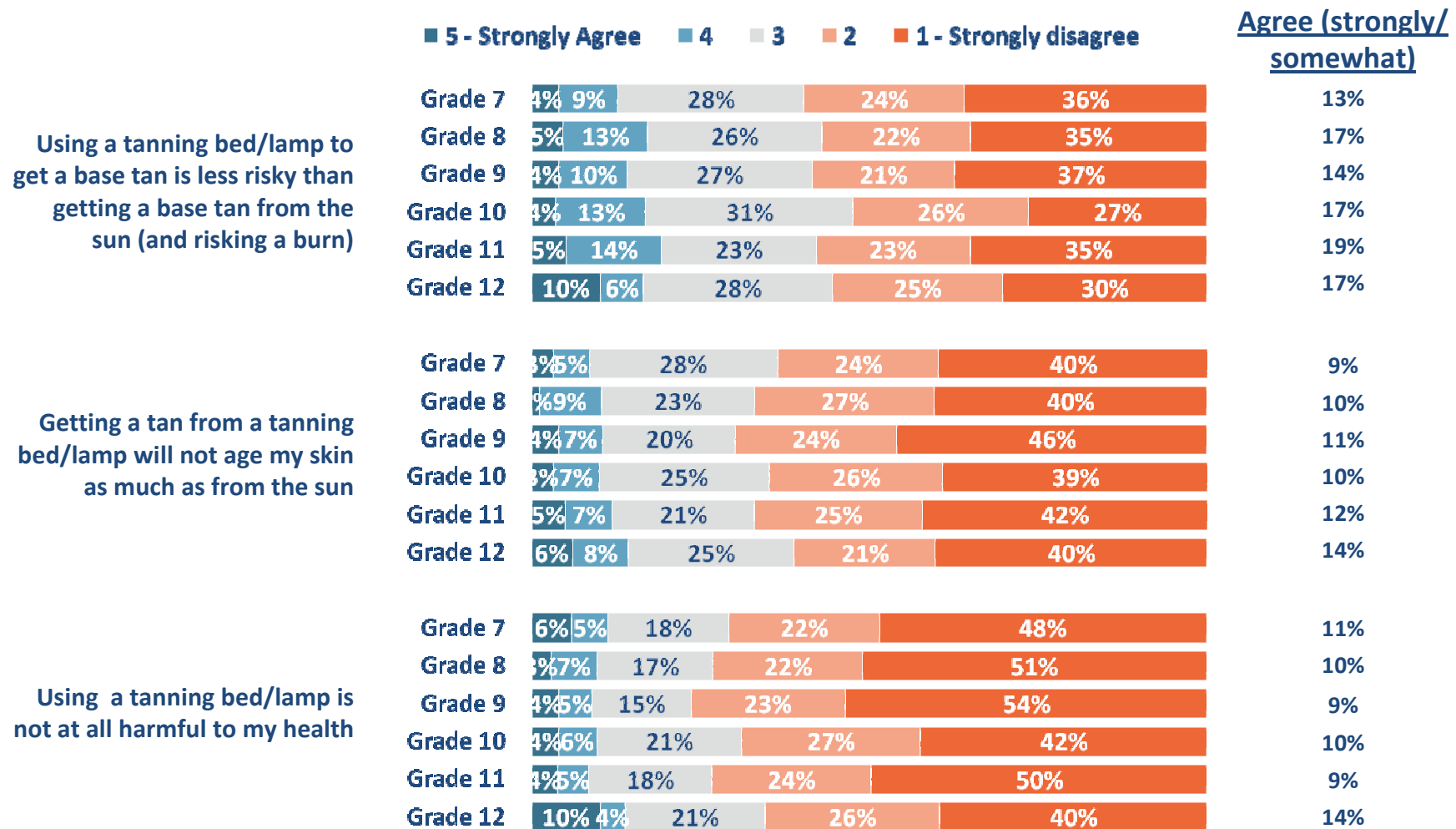


Q8. Please read the following statements and rate how much you agree from 1 to 5. 1=strongly disagree, 5=strongly agree  
Base: All Respondents Grade 7 (n=279), Grade 8 (n=250), Grade 9 (n=270), Grade 10 (n=304), Grade 11 (n=259), Grade 12 (n=114)



## Agreement Statements by Grade

Older students in Grade 12 are the most likely to agree that using a tanning bed or lamp is not at all harmful to their health (14%). Attitudes to other tanning issues do not deviate much by grade.



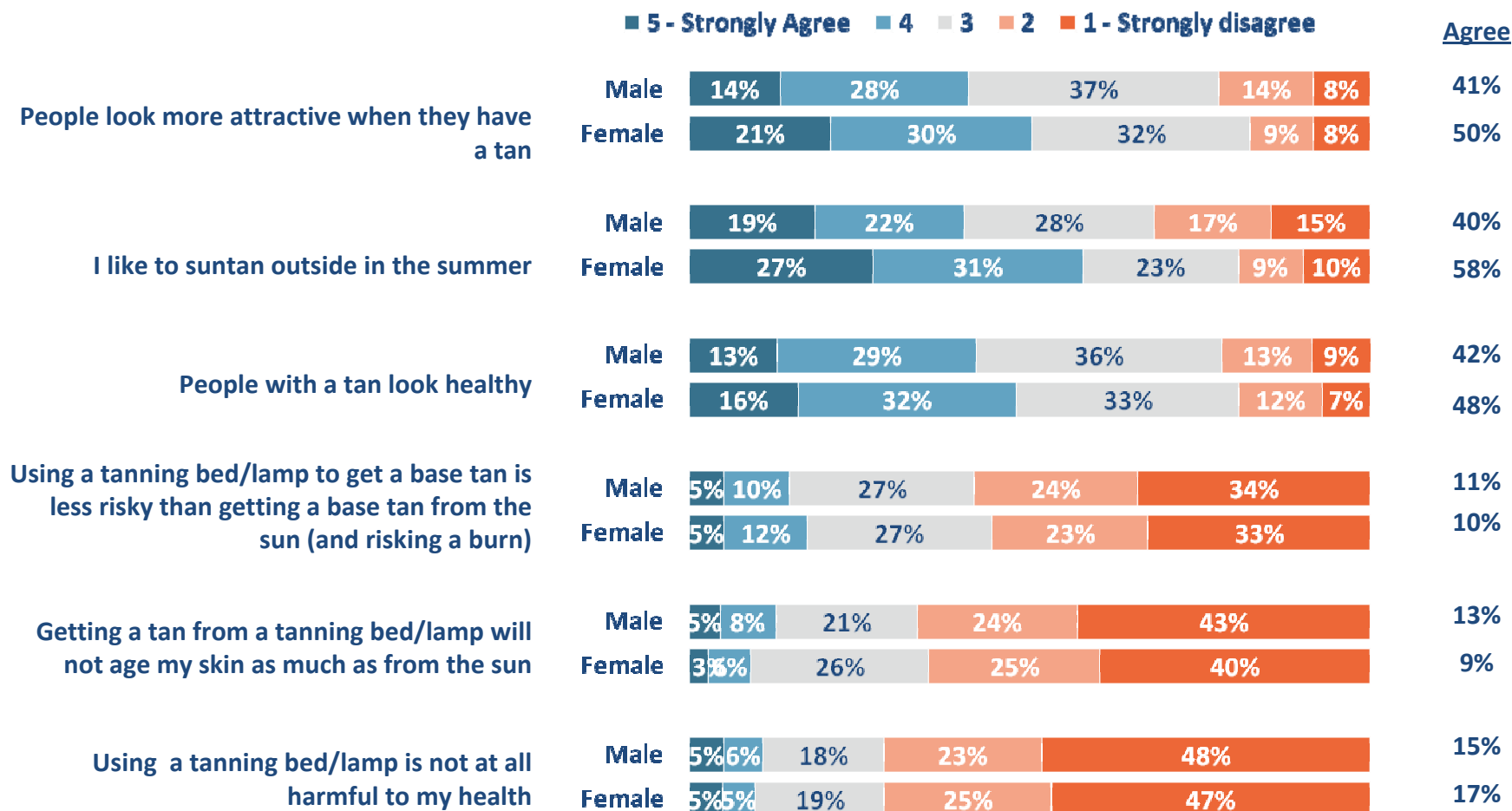
Q8. Please read the following statements and rate how much you agree from 1 to 5. 1=strongly disagree, 5=strongly agree  
Base: All Respondents Grade 7 (n=279), Grade 8 (n=250), Grade 9 (n=270), Grade 10 (n=304), Grade 11 (n=259), Grade 12 (n=114)





## Agreement Statements by Gender

On a number of issues, female school students are more positive about tanning than male students. Half of female students believe *people look more attractive when they have a tan* compared to four in ten male students (41%), and six in ten female students like to suntan outside in the summer compared with only four in ten male students (40%).

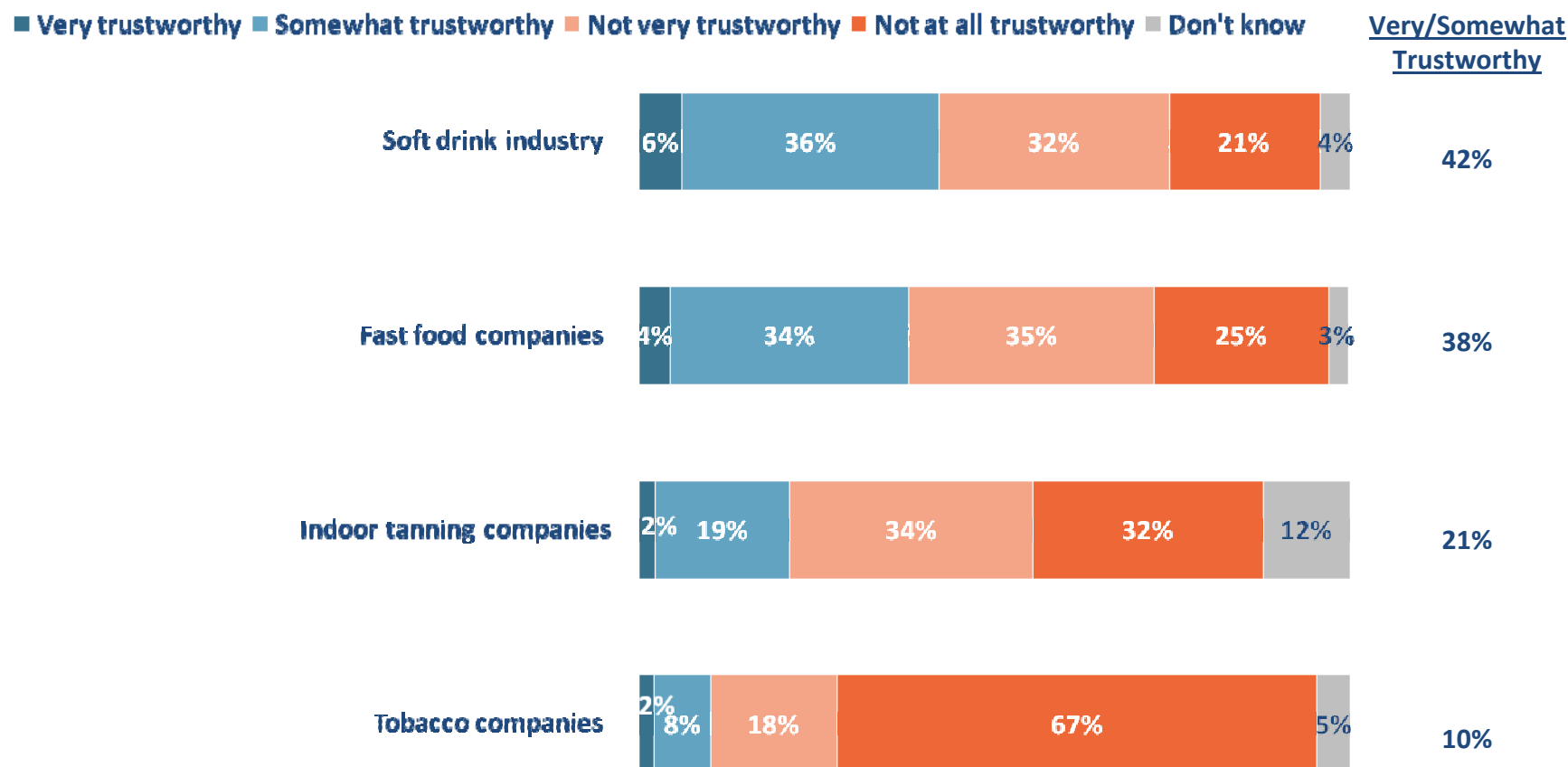


Q8. Please read the following statements and rate how much you agree from 1 to 5. 1=strongly disagree, 5=strongly agree  
Base: All Respondents Male (n=765), Female (n=711)



## Trustworthiness - Total

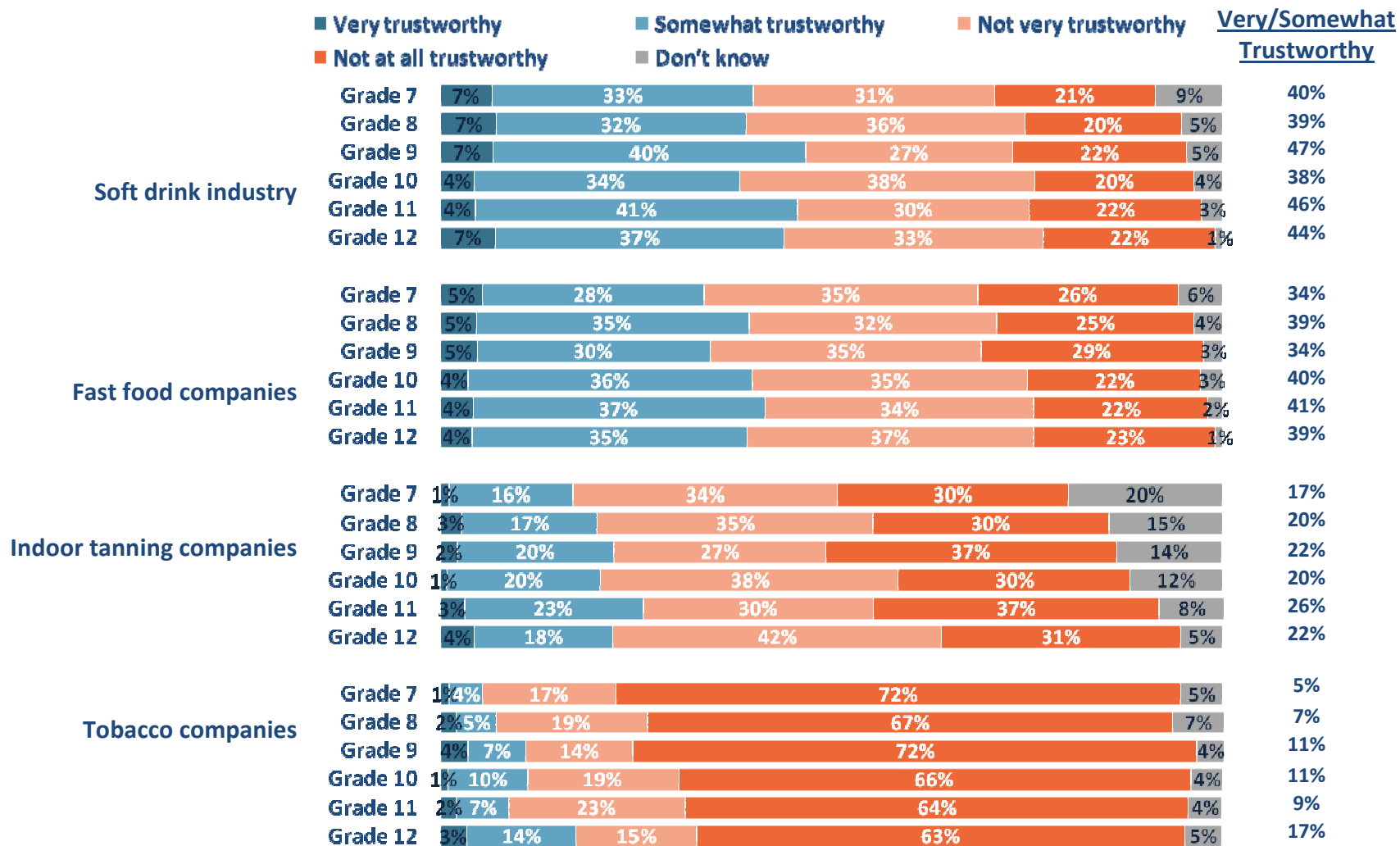
Of the four industries tested, school students are least trusting of tobacco companies and most trusting of the soft drink industry. Indoor tanning companies come third in the list, with only one in five students (21%) saying they are trustworthy to provide reliable health information.





## Trustworthiness – by Grade

On all of the four industries tested, students in Grade 7 and 8 have the lowest level of trust in companies to provide reliable health information. In some cases such as with indoor tanning and the soft drink industry, this is down to the proportion of students who don't know how trustworthy to find these companies. With tobacco companies, a clear difference can be seen, with younger students being considerably less trusting.

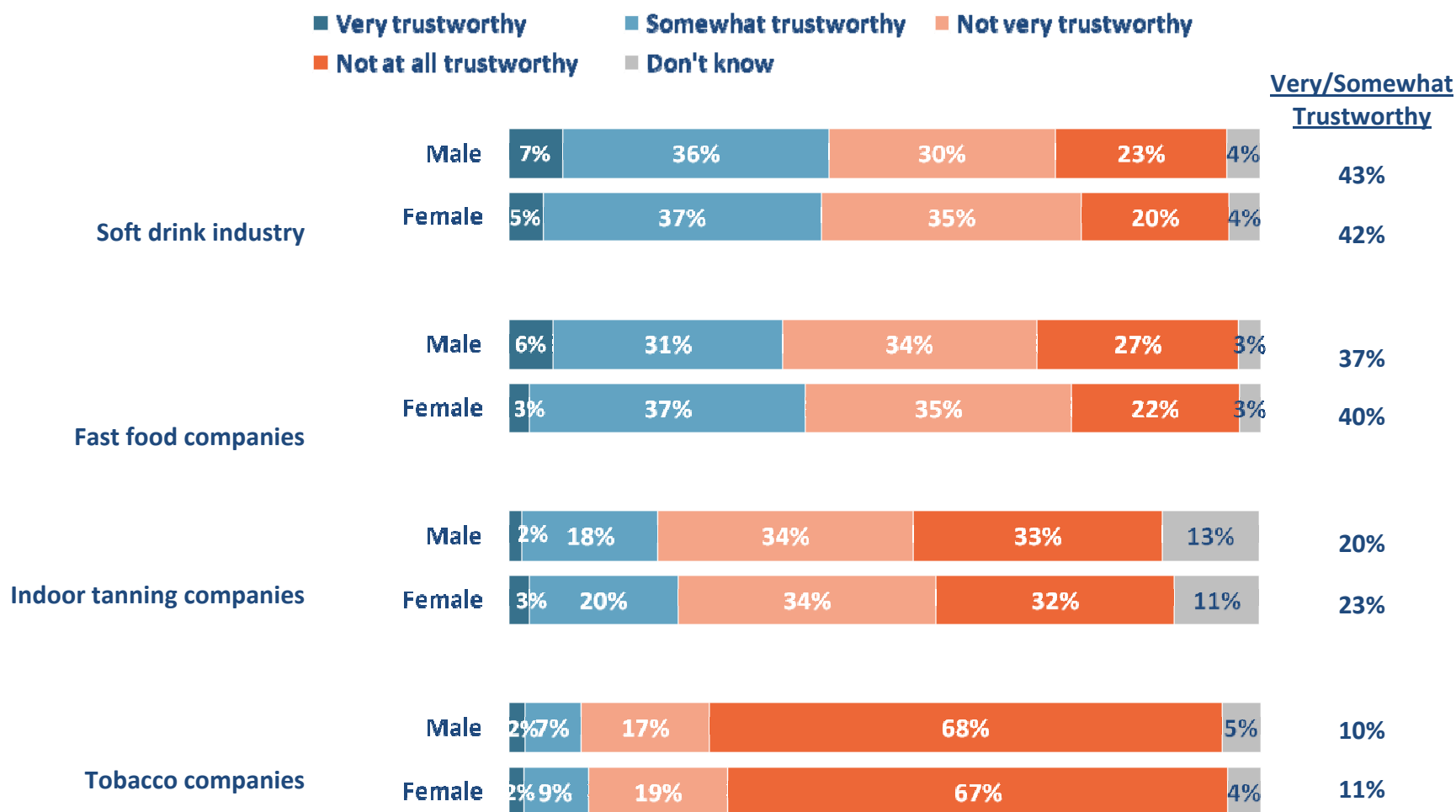


Q9. To what extent do you consider the following to be trustworthy or not in terms of providing reliable health information?  
 Base: All Respondents Grade 7 (n=279), Grade 8 (n=250), Grade 9 (n=270), Grade 10 (n=304), Grade 11 (n=259), Grade 12 (n=114)



## Trustworthiness – by Gender

Female and male students have similar attitudes to how trustworthy each industry is in providing reliable health information.

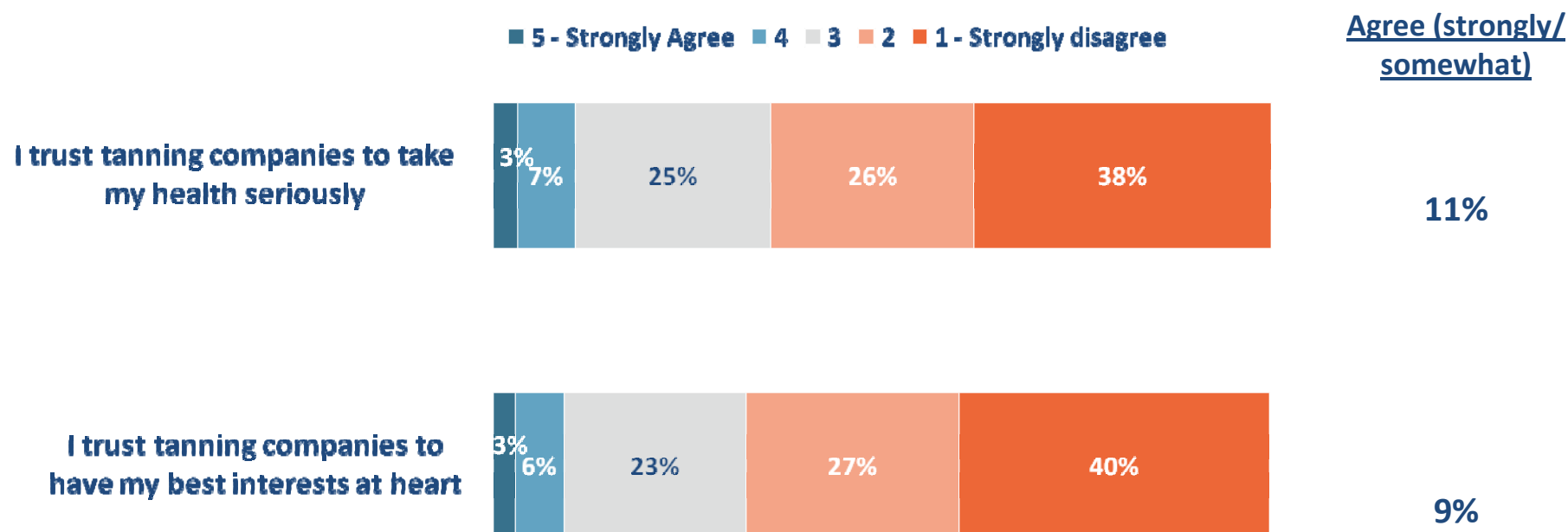


Q9. To what extent do you consider the following to be trustworthy or not in terms of providing reliable health information?  
Base: All Respondents Male (n=765), Female (n=711)



## Agreement Statements - Total

The majority of students do not trust tanning companies to be looking out for their best interests. Only around one in ten agrees that they *trust tanning companies to take my health seriously* (11%) or that they *trust tanning companies to have my best interests at heart* (9%). Trust in tanning companies does not vary by age or gender, although tanning bed users are more likely to trust companies to take their health seriously (27%) and have their best interests at heart (28%).



# Demographics



## Demographics

### Gender

Male	50%
Female	50%

### Are You In ...

Grade 7	16%
Grade 8	17%
Grade 9	17%
Grade 10	17%
Grade 11	17%
Grade 12	16%

### Region

Southwest	28%
GTA 905	24%
GTA 416	21%
East	12%
Central	8%
Northern	7%