

1_1. [Dry, Itchy skin]

To what extent does each of the following bother you during the Canadian winter?

	Total	Gender		AGE			EDUCATION				DEM B				DEMA								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1046	517	529	284	410	352	70	269	460	247	336	171	174	365	994	40	7	5	586	160	98	202	362	278	406
Weighted	1046	507	539	292	387	367	99	375	410	161	326	170	171	379	992	40	10	4	589	150	100	206	345	277	425
Do/Itchy skin																									
Bothers me very much	253	86	167	98	90	65	19	77	116	42	101	45	38	70	241	9	3	-	170	32	22	30	105	64	84
	24%	17%	31%	33%	23%	18%	19%	20%	28%	26%	31%	26%	22%	18%	24%	21%	34%	-	29%	22%	22%	14%	30%	23%	20%
			A	DE			*		G		M	M				*	**	**	U		*		X		
Bothers me somewhat	316	133	183	94	117	106	31	109	123	53	106	56	62	92	301	14	1	-	189	42	28	58	118	92	106
	30%	26%	34%	32%	30%	29%	31%	29%	30%	33%	32%	33%	36%	24%	30%	33%	11%	*	32%	28%	28%	28%	34%	33%	25%
			A				*				M	M	M			*	**	**			*		X	X	
Bothers me a little	264	146	118	64	96	103	29	99	93	43	72	43	42	107	249	10	3	2	140	45	24	55	77	69	118
	25%	29%	22%	22%	25%	28%	29%	26%	23%	27%	22%	25%	25%	28%	25%	24%	36%	38%	24%	30%	24%	26%	22%	25%	28%
			B				*									*	**	**			*				
Doesn't bother me at all	213	142	71	37	84	93	20	91	78	24	48	25	29	110	200	9	2	3	91	32	27	64	44	52	117
	20%	28%	13%	13%	22%	25%	20%	24%	19%	15%	15%	15%	17%	29%	20%	21%	19%	62%	15%	21%	27%	31%	13%	19%	28%
			B		C	C	*	I						JKL		*	**	**			R*	RS			VW
Summary																									
Top2Box (Bothers me very much/ Somewhat)	569	219	350	191	207	171	50	185	239	95	206	101	100	162	543	22	4	-	358	74	49	88	223	156	190
	54%	43%	65%	66%	54%	46%	50%	49%	58%	59%	63%	60%	58%	43%	55%	54%	45%	-	61%	49%	49%	43%	65%	56%	45%
			A	DE			*		G		M	M	M			*	**	**	STU		*	WX	X		
Low2Box (Bothers me a little/ Doesn't bother me at all)	477	288	189	101	180	196	50	190	171	66	120	68	71	217	449	18	5	4	231	76	51	118	121	120	235
	46%	57%	35%	34%	46%	54%	50%	51%	42%	41%	37%	40%	42%	57%	45%	46%	55%	100%	39%	51%	51%	57%	35%	44%	55%
			B		C	C	*	HI						JKL		*	**	**		R	R*	R		V	VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

To what extent does each of the following bother you during the Canadian winter?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1046	517	529	284	410	352	70	269	460	247	336	171	174	365	994	40	7	5	586	160	98	202	362	278	406
Weighted	1046	507	539	292	387	367	99	375	410	161	326	170	171	379	992	40	10	4	589	150	100	206	345	277	425
A runny nose																									
Bothers me very much	226	94	132	95	78	53	23	58	111	35	98	45	34	50	213	8	4	1	146	32	15	33	95	65	67
	22%	19%	25%	33%	20%	15%	23%	15%	27%	22%	30%	26%	20%	13%	21%	20%	44%	24%	25%	21%	15%	16%	27%	23%	16%
		A	DE				*		G		LM	M				*	**	**	TU		*		X	X	
Bothers me somewhat	323	155	168	103	118	102	26	121	121	55	100	55	61	108	307	14	2	-	200	51	17	56	118	85	119
	31%	31%	31%	35%	31%	28%	26%	32%	30%	34%	31%	32%	35%	28%	31%	34%	26%	*	34%	34%	17%	27%	34%	31%	28%
							*									*	**	**	T	T	*				
Bothers me a little	309	152	157	73	117	119	29	118	113	49	86	45	57	121	293	12	3	2	160	44	45	61	91	87	131
	30%	30%	29%	25%	30%	33%	29%	31%	28%	30%	26%	26%	33%	32%	30%	29%	30%	38%	27%	29%	45%	30%	26%	31%	31%
							*									*	**	**	RSU*						
Doesn't bother me at all	188	106	82	21	74	93	21	79	65	22	43	25	20	100	179	7	-	2	83	24	24	57	41	40	107
	18%	21%	15%	7%	19%	25%	21%	21%	16%	14%	13%	15%	11%	26%	18%	18%	-	38%	14%	16%	23%	27%	12%	14%	25%
		B			C	C	*	I						JKL		*	**	**			R*	RS			VW
Summary																									
Top2Box (Bothers me very much/ Somewhat)	549	249	300	198	196	155	49	178	232	90	197	100	95	158	520	22	7	1	346	82	32	89	213	150	186
	53%	49%	56%	68%	51%	42%	49%	47%	57%	56%	60%	59%	55%	42%	52%	54%	70%	24%	59%	55%	32%	43%	62%	54%	44%
			A	DE	E		*		G		M	M	M		*	**	**	**	TU	*		X	X		
Low2Box (Bothers me a little/ Doesn't bother me at all)	497	258	238	94	191	212	50	197	178	71	129	70	77	221	472	19	3	3	243	68	68	118	132	127	238
	47%	51%	44%	32%	49%	58%	51%	53%	43%	44%	40%	41%	45%	58%	48%	46%	30%	76%	41%	45%	68%	57%	38%	46%	56%
		B			C	CD	*	H						JKL		*	**	**			RS*	RS			VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

1. [SUMMARY - TOP2BOX (BOTHERS ME VERY MUCH/ SOMEWHAT)]

To what extent does each of the following bother you during the Canadian winter?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1046	517	529	284	410	352	70	269	460	247	336	171	174	365	994	40	7	5	586	160	98	202	362	278	406
Weighted	1046	507	539	292	387	367	99	375	410	161	326	170	171	379	992	40	10	4	589	150	100	206	345	277	425
Dry, itchy skin	569	219	350	191	207	171	50	185	239	95	206	101	100	162	543	22	4	-	358	74	49	88	223	156	190
	54%	43%	65%	66%	54%	46%	50%	49%	58%	59%	63%	60%	58%	43%	55%	54%	45%	-	61%	49%	49%	43%	65%	56%	45%
		A	DE				*		G	G	M	M	M			*	**	**	STU		*		WX	X	
A runny nose	549	249	300	198	196	155	49	178	232	90	197	100	95	158	520	22	7	1	346	82	32	89	213	150	186
	53%	49%	56%	68%	51%	42%	49%	47%	57%	56%	60%	59%	55%	42%	52%	54%	70%	24%	59%	55%	32%	43%	62%	54%	44%
		A	DE	E			*		G		M	M	M			*	**	**	TU	TU	*		X	X	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

1. [SUMMARY - LOW2BOX (BOTHERS ME A LITTLE/ DOESN'T BOTHER ME AT ALL)]

To what extent does each of the following bother you during the Canadian winter?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1046	517	529	284	410	352	70	269	460	247	336	171	174	365	994	40	7	5	586	160	98	202	362	278	406
Weighted	1046	507	539	292	387	367	99	375	410	161	326	170	171	379	992	40	10	4	589	150	100	206	345	277	425
A runny nose	497	258	238	94	191	212	50	197	178	71	129	70	77	221	472	19	3	3	243	68	68	118	132	127	238
	47%	51%	44%	32%	49%	58%	51%	53%	43%	44%	40%	41%	45%	58%	48%	46%	30%	76%	41%	45%	68%	57%	38%	46%	56%
		B			C	CD	*	H					JKL			*	**	**			RS*	RS			VW
Dry, Itchy skin	477	288	189	101	180	196	50	190	171	66	120	68	71	217	449	18	5	4	231	76	51	118	121	120	235
	46%	57%	35%	34%	46%	54%	50%	51%	42%	41%	37%	40%	42%	57%	45%	46%	55%	100%	39%	51%	51%	57%	35%	44%	55%
		B			C	C	*	HI					JKL			*	**	**		R	R*	R		V	VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

2. Which of the following would you consider to be the itchiest part of your body?

		Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times a	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents		1046	517	529	284	410	352	70	269	460	247	336	171	174	365	994	40	7	5	586	160	98	202	362	278	406
	Weighted	1046	507	539	292	387	367	99	375	410	161	326	170	171	379	992	40	10	4	589	150	100	206	345	277	425
	Hands	152	67	85	48	63	41	14	53	63	23	53	21	27	51	147	4	-	1	86	18	19	29	44	51	58
		15%	13%	16%	17%	16%	11%	14%	14%	15%	14%	16%	12%	16%	14%	15%	11%	-	18%	15%	12%	19%	14%	13%	18%	14%
Feet		76	46	30	25	29	21	7	28	28	12	22	19	5	29	69	6	-	1	44	20	4	7	25	17	35
		7%	9%	6%	9%	7%	6%	7%	8%	7%	8%	7%	11%	3%	8%	7%	14%	-	24%	7%	13%	4%	4%	7%	6%	8%
			B					*					L		L		*	**	**		RTU	*				
		137	86	51	38	54	45	17	40	54	26	49	15	25	48	130	4	3	-	74	25	14	24	50	40	48
Arms		13%	17%	10%	13%	14%	12%	17%	11%	13%	16%	15%	9%	14%	13%	13%	10%	37%	-	13%	17%	14%	12%	14%	11%	
			B					*								*	**	**			*					
		303	103	200	79	122	101	20	116	122	45	86	49	61	107	292	10	-	1	175	41	28	59	92	91	120
		29%	20%	37%	27%	32%	28%	21%	31%	30%	28%	26%	29%	36%	28%	29%	24%	-	20%	30%	27%	28%	28%	27%	33%	28%
Face		69	36	33	31	25	13	4	23	27	15	29	13	9	18	60	6	4	-	41	12	5	11	31	18	20
		7%	7%	6%	11%	6%	3%	4%	6%	7%	9%	9%	8%	5%	5%	6%	14%	37%	-	7%	8%	5%	5%	9%	6%	5%
			A					*						J		*	**	**			*		X			
		164	91	73	38	48	78	26	66	52	20	56	33	21	54	157	6	1	-	90	24	17	33	63	35	66
Head		16%	18%	14%	13%	12%	21%	26%	18%	13%	12%	17%	19%	12%	14%	16%	15%	10%	-	15%	16%	17%	16%	18%	13%	16%
							CD								*	*	**	**			*					
		145	79	66	31	46	69	11	50	64	20	31	19	25	70	137	5	2	2	78	11	13	43	41	26	78
		14%	16%	12%	11%	12%	19%	11%	13%	16%	12%	10%	11%	14%	19%	14%	13%	16%	38%	13%	7%	13%	21%	12%	9%	18%
Other						CD	*							JK		*	**	**			*	RS			VW	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)

3. How many months during the year would you say you scratch the itchy places on your body?

		Gender		AGE			EDUCATION				DEM B				DEM A				DEM C							
		Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents Weighted		1046	517	529	284	410	352	70	269	460	247	336	171	174	365	994	40	7	5	586	160	98	202	362	278	406
		1046	507	539	292	387	367	99	375	410	161	326	170	171	379	992	40	10	4	589	150	100	206	345	277	425
	1	191	120	71	58	74	58	16	77	72	25	60	23	20	88	175	12	2	2	93	34	20	44	48	43	100
		18%	24%	13%	20%	19%	16%	16%	20%	18%	16%	18%	14%	12%	23%	18%	29%	22%	38%	16%	23%	20%	21%	14%	16%	24%
2		163	79	84	45	71	47	14	69	52	28	46	31	26	60	158	3	2	1	99	22	17	26	48	54	61
		16%	16%	16%	16%	18%	13%	15%	18%	13%	18%	14%	18%	15%	16%	16%	8%	18%	18%	17%	15%	17%	13%	14%	20%	14%
3		150	66	84	43	54	54	15	47	65	24	48	24	34	43	144	6	-	1	92	21	14	24	55	48	47
		14%	13%	16%	15%	14%	15%	15%	12%	16%	15%	15%	14%	20%	11%	14%	15%	-	20%	16%	14%	14%	12%	16%	17%	11%
4		106	44	62	32	34	40	6	25	53	22	35	18	23	30	100	4	2	-	59	14	8	25	41	29	36
		10%	9%	11%	11%	9%	11%	6%	7%	13%	14%	11%	11%	14%	8%	10%	10%	19%	-	10%	9%	8%	12%	12%	10%	8%
5		61	25	37	15	25	21	6	25	18	12	21	8	10	22	57	3	2	-	32	10	7	13	19	19	23
		6%	5%	7%	5%	7%	6%	6%	7%	4%	8%	6%	5%	6%	6%	6%	6%	19%	-	5%	6%	7%	6%	6%	7%	5%
6		87	39	48	21	30	35	6	28	38	15	32	17	14	23	83	3	-	-	48	23	6	10	32	30	25
		8%	8%	9%	7%	8%	10%	6%	7%	9%	9%	10%	10%	8%	6%	8%	8%	-	-	8%	15%	6%	5%	9%	11%	6%
7		24	12	11	11	7	6	2	8	11	3	4	7	10	3	20	3	1	-	14	2	3	4	11	5	8
		2%	2%	2%	4%	2%	2%	2%	2%	3%	2%	1%	4%	6%	1%	2%	8%	6%	-	2%	1%	3%	2%	3%	2%	2%
8		17	8	10	*	10	7	5	2	7	3	5	3	2	8	17	1	-	-	10	1	1	5	7	2	9
		2%	2%	2%	*	2%	2%	5%	1%	2%	2%	1%	2%	1%	2%	2%	2%	-	-	2%	*	1%	3%	2%	1%	2%
9		9	4	6	5	-	4	-	3	4	2	2	2	*	4	7	2	-	-	4	2	1	2	2	3	4
		1%	1%	1%	2%	-	1%	-	1%	1%	1%	1%	1%	*	1%	1%	4%	-	-	1%	1%	1%	1%	*	1%	1%
10		16	10	7	2	2	12	4	6	5	1	5	5	1	6	16	-	-	-	5	3	3	6	8	3	5
		2%	2%	1%	1%	1%	3%	4%	2%	1%	1%	1%	3%	1%	1%	2%	-	-	-	1%	2%	3%	3%	2%	1%	1%
11		5	2	3	-	2	3	1	3	1	-	1	-	1	3	5	-	-	-	1	-	1	3	-	1	3
		*	*	*	-	1%	1%	1%	1%	*	-	*	-	1%	1%	*	-	-	-	*	-	1%	1%	-	*	1%
12		216	98	118	59	77	80	23	83	84	25	68	31	28	90	210	4	2	1	131	19	20	46	75	39	103
		21%	19%	22%	20%	20%	22%	23%	22%	21%	16%	21%	18%	16%	24%	21%	10%	16%	24%	22%	13%	20%	22%	22%	14%	24%
Summary																										
Mean		5.2	4.9	5.4	5	5	5.5	5.7	5.1	5.2	4.8	5.2	5.2	5	5.2	5.2	4.3	4.7	4.2	5.3	4.5	5.1	5.4	5.5	4.6	5.3
Std. Dev		4.02	4.05	3.97	4	3.99	4.04	4.22	4.16	3.96	3.64	3.99	3.85	3.64	4.28	4.04	3.45	3.87	5.08	4.05	3.56	4.1	4.18	3.96	3.57	4.3
Std. Err		0.12	0.18	0.17	0.23	0.2	0.21	0.42	0.21	0.2	0.29	0.22	0.3	0.28	0.22	0.13	0.54	1.25	2.48	0.17	0.29	0.41	0.29	0.21	0.21	0.21
Median		4	3	4	3	3	4	4	3	4	4	4	4	4	3	4	3	4	2.3	4	3	3	4	4	3	4

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
[Table of Contents](#)