

Average Canadians Scratches Itchy Body Spots For Nearly Half the Year (5.2 Months), While One in Five (21%) Scratch All Year
Women and Younger Canadians Most Likely to Be Bothered By Runny Noses and Dry, Itchy Skin During Cold Canadian Winters; Legs (29%) Top List for Itchiest Spot on Body

Public Release Date: Monday, November 25th, 2013, 9:00 AM EST



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>

© Ipsos Reid

***Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John***



Average Canadians Scratches Itchy Body Spots For Nearly Half the Year (5.2 Months), While One in Five (21%) Scratch All Year
Women and Younger Canadians Most Likely to Be Bothered By Runny Noses and Dry, Itchy Skin During Cold Canadian Winters; Legs (29%) Top List for Itchiest Spot on Body

Toronto, ON – A new study conducted by Ipsos Reid on behalf of Spectro reveals that the average Canadian scratches the itchy places on their body for nearly half the calendar year (approximately 5.2 months). One in five (21%) Canadians even indicate scratching itchy places on their body for all 12 months of the year.

With Canada's formidable cold winter knocking on the door, the time for increases in dry, itchy skin and runny noses will have many Canadians scratching and reaching for the tissue box to fight these annoyances.

Majority of Canadians indicate that dry, itchy skin (54%) and a runny nose (53%) 'bothers' (bothers me very much/somewhat) during the Canadian winter, with minorities (46% - dry, itchy skin/47% - runny nose) saying these don't bother them.

- Women (65%) are significantly more likely than men (43%) to say they're bothered by dry, itchy skin. They're also more likely to indicate being bothered by a runny nose (56% vs. 49% of men)
- Younger Canadians, ages 18-34, cite being bothered more by a runny nose (68%) and dry, itchy skin (66%) than their middle-aged, ages 35-54, (51% runny nose/54% dry, itchy skin), and senior, ages 55+, (42% runny nose/46% dry, itchy skin) counterparts

With most Canadians bothered by dry, itchy skin during cold Canadian winters, they should be anticipating scratching those itchy places on their bodies, with legs being the most likely culprit for a good scratch according to respondents.

When asked to what the itchiest places on their body is, a plurality (29%) of Canadians chose 'legs' as the itchiest spot on their body, followed by their 'head' (16%) and 'hands' (15%). The full list of itchiest body parts, according to Canadians, looks as follows:

- Legs – 29%
- Head – 16%
- Hands – 15%
- Arms – 13%
- Face – 7%
- Feet – 7%
- Other – 14%

Women (37%) are significantly more likely than men (20%) to indicate that the itchiest part of their body is their legs, while men (17%) are significantly more likely to cite arms as their itchiest spot compared to women (10%).



These are some of the findings of an Ipsos Reid poll conducted between October 4th to 9th, 2013 on behalf of Spectro. For this survey, a sample of 1,046 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points had all Canadians adults 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.

-30-

For more information on this news release, please contact:

***Sean Simpson
Vice President
Ipsos Reid
Public Affairs
(416) 572-4474***

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>