

3\_2. [It's essential to protect your skin from the sun]

How strongly would you agree or disagree with each of the following statements?

	Total	Gender		AGE				EDUCATION			
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1064	502	562	50	273	388	353	62	214	468	320
Weighted	1064	517	547	34	287	381	362	63	211	464	325
<b>It's essential to protect your skin from the sun</b>											
Strongly Agree	538	214	325	11	135	186	206	27	112	229	171
	51%	41%	59%	34%	47%	49%	57%	42%	53%	49%	53%
			A	*			CDE	*			
Agree	435	239	197	22	128	159	126	28	77	193	137
	41%	46%	36%	66%	45%	42%	35%	45%	36%	42%	42%
		B		DEF*	F			*			
Disagree	72	51	21	-	18	30	24	5	22	30	14
	7%	10%	4%	-	6%	8%	7%	8%	10%	7%	4%
		B		*		C		*	J		
Strongly Disagree	19	13	5	-	6	6	6	3	1	12	3
	2%	3%	1%	-	2%	2%	2%	5%	1%	3%	1%
		B		*				HJ*			
<b>Summary</b>											
Top2Box (Agree)	974	452	521	34	263	345	332	55	188	422	308
	92%	88%	95%	100%	92%	91%	92%	87%	89%	91%	95%
			A	DEF*				*			GHI
Low2Box (Disagree)	90	64	26	-	24	36	31	8	23	42	17
	8%	12%	5%	-	8%	9%	8%	13%	11%	9%	5%
		B		*	C	C	C	J*	J	J	

- Column Proportions:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5\_1. [When it's cloudy outside, there is no need to use sunscreen]

How strongly would you agree or disagree with each of the following statements?

	Total	Gender		AGE				EDUCATION			
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1064	502	562	50	273	388	353	62	214	468	320
Weighted	1064	517	547	34	287	381	362	63	211	464	325
When it's cloudy outside, there is no need to use sunscreen											
Strongly Agree	45	32	14	1	27	12	6	3	8	20	14
	4%	6%	3%	2%	9%	3%	2%	5%	4%	4%	4%
		B		*	EF			*			
Agree	225	135	89	11	83	79	52	18	50	75	81
	21%	26%	16%	32%	29%	21%	14%	28%	24%	16%	25%
		B		F*	EF	F		I*	I		I
Disagree	590	280	310	18	138	216	217	33	114	276	166
	55%	54%	57%	55%	48%	57%	60%	52%	54%	60%	51%
				*		D	D	*		J	
Strongly Disagree	204	70	134	4	39	74	87	9	39	93	64
	19%	13%	25%	11%	14%	19%	24%	14%	18%	20%	20%
			A	*			CD	*			
Summary											
Top2Box (Agree)	270	167	103	11	109	92	58	21	58	95	95
	25%	32%	19%	34%	38%	24%	16%	33%	28%	21%	29%
		B		F*	EF	F		I*	I		I
Low2Box (Disagree)	794	350	444	22	178	290	305	42	153	369	230
	75%	68%	81%	66%	62%	76%	84%	67%	72%	79%	71%
			A	*		D	CDE	*		GHJ	

- Column Proportions:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5\_2. [The dangers of sun exposure are exaggerated]

How strongly would you agree or disagree with each of the following statements?

	Total	Gender		AGE				EDUCATION			
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1064	502	562	50	273	388	353	62	214	468	320
Weighted	1064	517	547	34	287	381	362	63	211	464	325
<b>The dangers of sun exposure are exaggerated</b>											
Strongly Agree	59	35	24	-	24	26	9	2	11	29	17
	6%	7%	4%	-	9%	7%	2%	3%	5%	6%	5%
				*	CF	F		*			
Agree	200	126	74	7	70	77	46	17	50	73	60
	19%	24%	14%	21%	24%	20%	13%	28%	24%	16%	18%
		B		*	F	F		I*	I		
Disagree	560	262	298	24	146	193	198	33	108	240	180
	53%	51%	54%	71%	51%	51%	55%	52%	51%	52%	55%
				DEF*				*			
Strongly Disagree	244	93	151	3	46	85	110	11	43	122	69
	23%	18%	28%	8%	16%	22%	30%	17%	20%	26%	21%
			A	*		CD	CDE	*			
<b>Summary</b>											
Top2Box (Agree)	259	161	99	7	95	103	55	20	61	102	77
	24%	31%	18%	21%	33%	27%	15%	31%	29%	22%	24%
		B		*	F	F		*			
Low2Box (Disagree)	805	356	449	26	192	278	308	44	151	362	248
	76%	69%	82%	79%	67%	73%	85%	69%	71%	78%	76%
			A	*			DE	*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6\_1. [Check the UV index before spending time outdoors in the sun]

How often do you...?

	Total	Gender		AGE				EDUCATION			
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1064	502	562	50	273	388	353	62	214	468	320
Weighted	1064	517	547	34	287	381	362	63	211	464	325
Check the UV index before spending time outdoors in the sun											
Always	142	58	83	1	38	53	49	10	29	53	50
	13%	11%	15%	4%	13%	14%	14%	15%	14%	12%	15%
				*				*			
Occasionally	473	236	237	14	114	166	179	21	85	204	162
	44%	46%	43%	43%	40%	44%	49%	34%	40%	44%	50%
				*			D	*			GH
Never	449	222	227	18	135	162	134	32	97	207	113
	42%	43%	42%	52%	47%	43%	37%	51%	46%	45%	35%
				F*	F			J*	J	J	

- Column Proportions:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6\_2. [Apply sunscreen when going outdoors]

How often do you...?

	Total	Gender		AGE				EDUCATION			
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1064	502	562	50	273	388	353	62	214	468	320
Weighted	1064	517	547	34	287	381	362	63	211	464	325
<b>Apply sunscreen when going outdoors</b>											
Always	276	98	177	11	67	94	104	12	55	120	89
	26%	19%	32%	32%	23%	25%	29%	19%	26%	26%	27%
			A	*				*			
Occasionally	633	314	318	21	174	230	208	32	124	275	201
	59%	61%	58%	63%	61%	60%	57%	51%	59%	59%	62%
				*				*			
Never	156	104	52	1	46	58	51	19	32	69	35
	15%	20%	9%	4%	16%	15%	14%	30%	15%	15%	11%
		B		*	C	C		HIJ*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6\_3. [Seek shade when you're in the sun between 11am and 3pm]

How often do you...?

	Total	Gender		AGE				EDUCATION			
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1064	502	562	50	273	388	353	62	214	468	320
Weighted	1064	517	547	34	287	381	362	63	211	464	325
Seek shade when you're in the sun between 11am and 3pm											
Always	355	131	225	7	72	125	150	20	68	136	132
	33%	25%	41%	22%	25%	33%	41%	31%	32%	29%	41%
			A	*		D	CDE	*			HI
Occasionally	567	306	262	21	162	199	184	28	112	264	163
	53%	59%	48%	64%	57%	52%	51%	45%	53%	57%	50%
		B		*				*			
Never	142	80	61	5	52	56	28	15	32	64	31
	13%	16%	11%	14%	18%	15%	8%	24%	15%	14%	9%
		B		*	F	F		IJ*	J		

- Column Proportions:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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10. When do you reapply sunscreen?

	Total	Gender		AGE				EDUCATION			
		Male	Female	Teen 16-17	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents	1064	502	562	50	273	388	353	62	214	468	320
Weighted	1064	517	547	34	287	381	362	63	211	464	325
After swimming	522	208	314	18	138	180	186	21	98	224	179
	49%	40%	57%	54%	48%	47%	51%	33%	47%	48%	55%
			A	*				*		G	G
After towelling off	346	155	191	10	88	110	138	15	68	153	111
	33%	30%	35%	31%	31%	29%	38%	24%	32%	33%	34%
				*			E	*			
Every 2 hours	339	126	213	11	78	126	124	14	73	147	106
	32%	24%	39%	33%	27%	33%	34%	21%	34%	32%	32%
			A	*				*			
After perspiring	255	101	154	7	63	93	92	9	46	110	90
	24%	20%	28%	20%	22%	24%	25%	14%	22%	24%	28%
			A	*				*			G
I never re-apply sunscreen	200	109	91	9	57	68	67	10	39	92	60
	19%	21%	17%	28%	20%	18%	18%	15%	19%	20%	18%
				*				*			
I don't wear sunscreen	129	87	41	1	38	48	42	18	30	54	27
	12%	17%	8%	2%	13%	13%	12%	29%	14%	12%	8%
		B		*	C	C	C	HIJ*	J		

- Column Proportions:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E/F,G/H/I/J  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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