

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1064	137	96	73	393	255	110	274	178	283	219	307	757
Weighted	1064	143	113	69	408	255	76	277	177	282	218	291	773
It's essential to protect your skin from the sun													
Strongly Agree	538	64	55	35	207	144	34	132	90	151	113	143	396
	51%	45%	48%	51%	51%	57%	44%	48%	51%	53%	52%	49%	51%
			*	*		AF							
Agree	435	64	43	26	167	97	37	116	72	120	85	131	304
	41%	45%	38%	38%	41%	38%	49%	42%	41%	43%	39%	45%	39%
			*	*									
Disagree	72	12	13	7	28	9	4	19	14	10	16	15	57
	7%	8%	11%	10%	7%	4%	5%	7%	8%	4%	7%	5%	7%
			E*	E*					I				
Strongly Disagree	19	3	2	1	6	4	1	10	1	1	4	3	15
	2%	2%	2%	1%	2%	2%	2%	3%	1%	*	2%	1%	2%
			*	*				HI					
Summary													
Top2Box (Agree)	974	128	98	61	374	241	71	248	162	271	198	274	700
	92%	90%	86%	89%	92%	95%	93%	90%	91%	96%	91%	94%	91%
			*	*		B				GHJ			
Low2Box (Disagree)	90	15	15	8	34	13	5	29	15	11	20	18	73
	8%	10%	14%	11%	8%	5%	7%	10%	9%	4%	9%	6%	9%
			E*	*				I	I		I		

- Column Proportions:

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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1064	137	96	73	393	255	110	274	178	283	219	307	757
Weighted	1064	143	113	69	408	255	76	277	177	282	218	291	773
When it's cloudy outside, there is no need to use sunscreen													
Strongly Agree	45	6	6	5	16	10	3	16	11	6	9	13	32
	4%	4%	5%	7%	4%	4%	4%	6%	6%	2%	4%	4%	4%
			*	*				I	I				
Agree	225	37	25	12	86	52	13	67	32	57	38	75	150
	21%	26%	22%	17%	21%	20%	17%	24%	18%	20%	18%	26%	19%
			*	*								L	
Disagree	590	81	68	35	229	134	43	151	98	168	122	153	437
	55%	57%	60%	51%	56%	52%	57%	55%	55%	60%	56%	52%	57%
			*	*									
Strongly Disagree	204	19	14	18	77	59	17	44	36	51	49	51	153
	19%	13%	12%	25%	19%	23%	22%	16%	21%	18%	22%	17%	20%
			*	AB*		AB							
Summary													
Top2Box (Agree)	270	43	31	17	102	62	16	82	43	63	47	88	182
	25%	30%	27%	24%	25%	24%	21%	30%	24%	22%	22%	30%	24%
			*	*				J				L	
Low2Box (Disagree)	794	100	83	53	306	193	60	195	134	219	170	203	590
	75%	70%	73%	76%	75%	76%	79%	70%	76%	78%	78%	70%	76%
			*	*						G		K	

- Column Proportions:

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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1064	137	96	73	393	255	110	274	178	283	219	307	757
Weighted	1064	143	113	69	408	255	76	277	177	282	218	291	773
The dangers of sun exposure are exaggerated													
Strongly Agree	59	11	6	1	28	11	3	26	7	11	11	17	42
	6%	8%	5%	1%	7%	4%	4%	9%	4%	4%	5%	6%	5%
Agree	200	27	25	15	80	44	10	54	33	50	34	69	131
	19%	19%	22%	21%	19%	17%	13%	20%	19%	18%	16%	24%	17%
			*	*								L	
Disagree	560	77	56	38	208	139	42	139	90	158	120	152	408
	53%	54%	50%	54%	51%	55%	56%	50%	51%	56%	55%	52%	53%
			*	*									
Strongly Disagree	244	28	26	16	93	61	21	58	47	63	53	53	191
	23%	20%	23%	23%	23%	24%	27%	21%	26%	22%	24%	18%	25%
			*	*									K
Summary													
Top2Box (Agree)	259	38	31	15	107	55	13	80	40	61	45	86	173
	24%	26%	27%	22%	26%	22%	17%	29%	23%	22%	21%	30%	22%
Low2Box (Disagree)	805	105	82	54	301	200	63	197	137	221	172	205	600
	76%	74%	73%	78%	74%	78%	83%	71%	77%	78%	79%	70%	78%
			*	*			D				G		K

- Column Proportions:

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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1064	137	96	73	393	255	110	274	178	283	219	307	757
Weighted	1064	143	113	69	408	255	76	277	177	282	218	291	773
Check the UV index before spending time outdoors in the sun													
Always	142	15	12	11	64	26	14	36	30	32	34	36	106
	13%	10%	10%	16%	16%	10%	19%	13%	17%	11%	15%	12%	14%
			*	*			E						
Occasionally	473	54	46	37	197	100	39	116	78	137	97	133	340
	44%	38%	41%	53%	48%	39%	52%	42%	44%	49%	44%	46%	44%
			*	AE*	AE		AE						
Never	449	74	56	21	148	128	23	125	68	113	87	123	326
	42%	52%	49%	31%	36%	50%	30%	45%	39%	40%	40%	42%	42%
		CDF	CDF*	*		CDF							

- Column Proportions:

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

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

- Column Means:

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

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

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6\_2. [Apply sunscreen when going outdoors]

How often do you...?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1064	137	96	73	393	255	110	274	178	283	219	307	757
Weighted	1064	143	113	69	408	255	76	277	177	282	218	291	773
<b>Apply sunscreen when going outdoors</b>													
Always	276	37	25	22	106	59	27	62	52	78	62	80	195
	26%	26%	22%	32%	26%	23%	35%	22%	29%	28%	28%	28%	25%
			*	*			BE						
Occasionally	633	81	71	35	245	157	44	156	103	171	130	182	451
	59%	57%	62%	50%	60%	62%	58%	56%	58%	61%	60%	62%	58%
			*	*									
Never	156	24	18	13	57	39	5	59	22	33	25	29	126
	15%	17%	16%	18%	14%	15%	7%	21%	13%	12%	12%	10%	16%
		F	F*	F*	F	F		HIJ					K

- Column Proportions:

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

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

- Column Means:

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1064	137	96	73	393	255	110	274	178	283	219	307	757
Weighted	1064	143	113	69	408	255	76	277	177	282	218	291	773
Seek shade when you're in the sun between 11am and 3pm													
Always	355	44	38	29	137	78	30	89	70	96	70	95	260
	33%	31%	33%	42%	33%	31%	39%	32%	39%	34%	32%	32%	34%
			*	*									
Occasionally	567	82	67	31	213	138	35	144	89	159	111	155	412
	53%	57%	60%	45%	52%	54%	47%	52%	50%	56%	51%	53%	53%
			*	*									
Never	142	17	8	9	58	39	11	44	18	27	36	42	100
	13%	12%	7%	13%	14%	15%	14%	16%	10%	10%	17%	14%	13%
			*	*		B		I			I		

- Column Proportions:

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

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

- Column Means:

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

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

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10. When do you reapply sunscreen?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1064	137	96	73	393	255	110	274	178	283	219	307	757
Weighted	1064	143	113	69	408	255	76	277	177	282	218	291	773
After swimming	522	62	57	30	201	136	36	117	82	156	115	150	372
	49%	43%	50%	43%	49%	54%	48%	42%	47%	55%	53%	51%	48%
			*	*						G	G		
After towelling off	346	45	39	17	137	80	28	83	54	98	77	86	261
	33%	31%	35%	25%	34%	31%	37%	30%	31%	35%	35%	29%	34%
			*	*									
Every 2 hours	339	34	38	23	129	87	27	80	56	90	72	101	238
	32%	24%	34%	34%	32%	34%	35%	29%	32%	32%	33%	35%	31%
			*	*		A	A						
After perspiring	255	42	23	12	106	51	20	58	40	78	57	68	187
	24%	30%	21%	18%	26%	20%	27%	21%	23%	28%	26%	23%	24%
		E	*	*									
I never re-apply sunscreen	200	36	20	11	75	45	15	48	45	51	38	52	149
	19%	25%	17%	16%	18%	18%	19%	17%	26%	18%	17%	18%	19%
			*	*					GJ				
I don't wear sunscreen	129	18	15	12	50	26	7	52	19	23	20	26	103
	12%	13%	14%	17%	12%	10%	10%	19%	11%	8%	9%	9%	13%
			*	*				HIJ					K

- Column Proportions:

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

- Column Means:

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

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