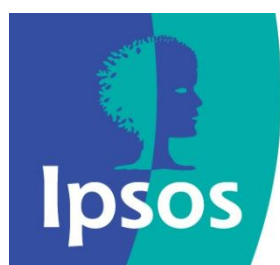


Nearly all (92%) Canadians Agree it's Essential to Protect Skin from the Sun

Yet Many do not Re-Apply Sunscreen as Often as They Should

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Ipsos Reid

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Nearly all (92%) Canadians Agree it's Essential to Protect Skin from the Sun

Yet Many do not Re-Apply Sunscreen as Often as They Should

Toronto, ON - A new survey conducted by Ipsos Reid on behalf of the Canadian Dermatology Association found that almost all (92%) Canadians age 16+ 'agree' (51% strongly/41% somewhat) that it's essential to protect their skin from the sun, with only one in ten (8%) 'disagreeing' (2% strongly/7% somewhat disagree).

While Canadians 16+ acknowledge that it's important to protect your skin from the sun, they are less knowledgeable about how often sunscreen should be re-applied. Only half of respondents (49%) reapply sunscreen after swimming, three in ten (32%) reapply every two hours in the sun, and one quarter (24%) reapply after perspiring. Notably, two in ten (19%) never re-apply sunscreen. The entire list is below:

When do you reapply sunscreen?	%
After swimming	49
After toweling off	33
Every 2 hours	32
After perspiring	24
I never re-apply sunscreen	19
I don't wear sunscreen	12



Furthermore, one quarter (25%) 'agree' (4% strongly/21% somewhat) that when it's cloudy outside, there is no need to use sunscreen. Three quarters (75%) 'disagree' (19% strongly/55% somewhat), saying there is a need to use sunscreen when it is cloudy.

There are also some Canadians 16+ who are skeptical about sun protection, with one quarter (24%) 'agreeing' (6% strongly/19% somewhat) that the dangers of sun exposure are exaggerated. Three quarters (76%) 'disagree' (23% strongly, 53% somewhat) that these dangers are exaggerated.

On the bright side, Canadians 16+ do report practicing some sun-safe habits. Less than nine in ten (86%, 33% always, 53% occasionally) seek shade when in the sun between 11am and 3pm, with only one in ten (13%) indicating they never do this. Likewise, less than nine in ten (85%, 26% always, 59% occasionally) apply sunscreen when going outdoors, with over one in ten (15%) indicating they never do this. In addition, almost six in ten (57%, 13% always, 44% occasionally) check the UV index before spending time outdoors in the sun, with four in ten (42%) indicating they never do this.

These are findings from an Ipsos Reid survey conducted between April 2 and 9, 2015 on behalf of the Canadian Dermatology Association. A sample of n=1,064 Canadians age 16+ from Ipsos' Canadian online panel were interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the Canadian population age 16+ according to Census data for Canada, and to provide results intended to approximate the sample universe. The precision of Ipsos online surveys is measured using a credibility interval. In this case, the total sample is accurate to within +/-3.4 percentage points had all Canadians in this sample universe been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.

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