



Photoaging Study

Project Summary

May 14, 2010

The Strategic Interactive Research Company™
www.visioncritical.com



METHODOLOGY

*From May 7th to May 10th, 2010, Angus Reid Public Opinion conducted an online survey among a sample of **1,005 adult Canadians** who are Angus Reid Forum panel members. Individuals were sampled according to Census data to be representative of the Canadian national adult population. The full dataset has been statistically weighted according to the most current gender, age, region (and in Quebec, language) Census data to ensure a sample representative of the entire adult population of Canada. The margin of error is $\pm 3.1\%$, 19 times out of 20. Discrepancies in or between totals are due to rounding.*

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a high-quality, multi-streamed approach and an in-depth screening procedure.

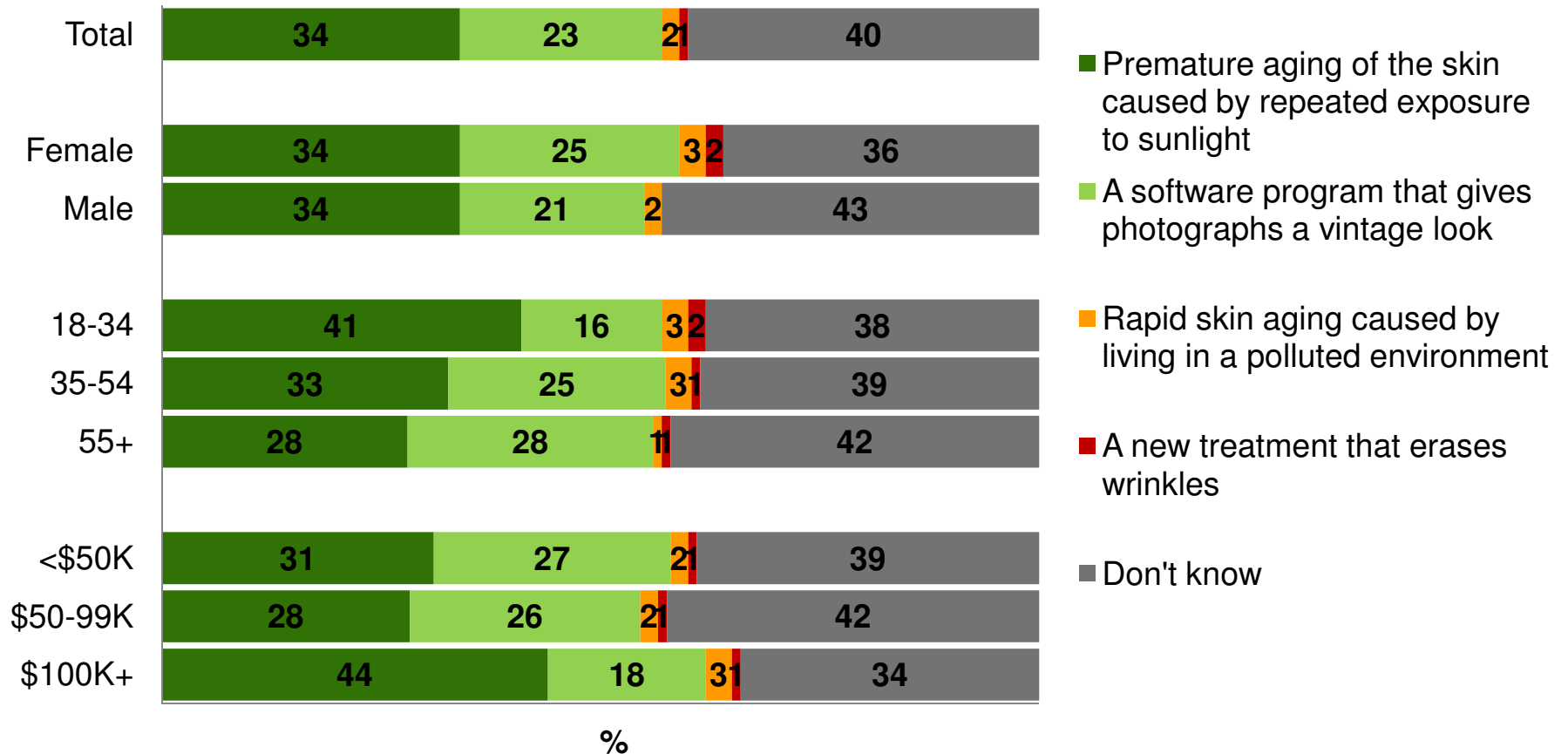
The panel is a highly engaged community with industry leading response rates and is researched with state-of-the-art sampling techniques, combined with deep profiling on demographic, behavioral and attitudinal characteristic.

The Sparq premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

DETAILED SURVEY RESULTS

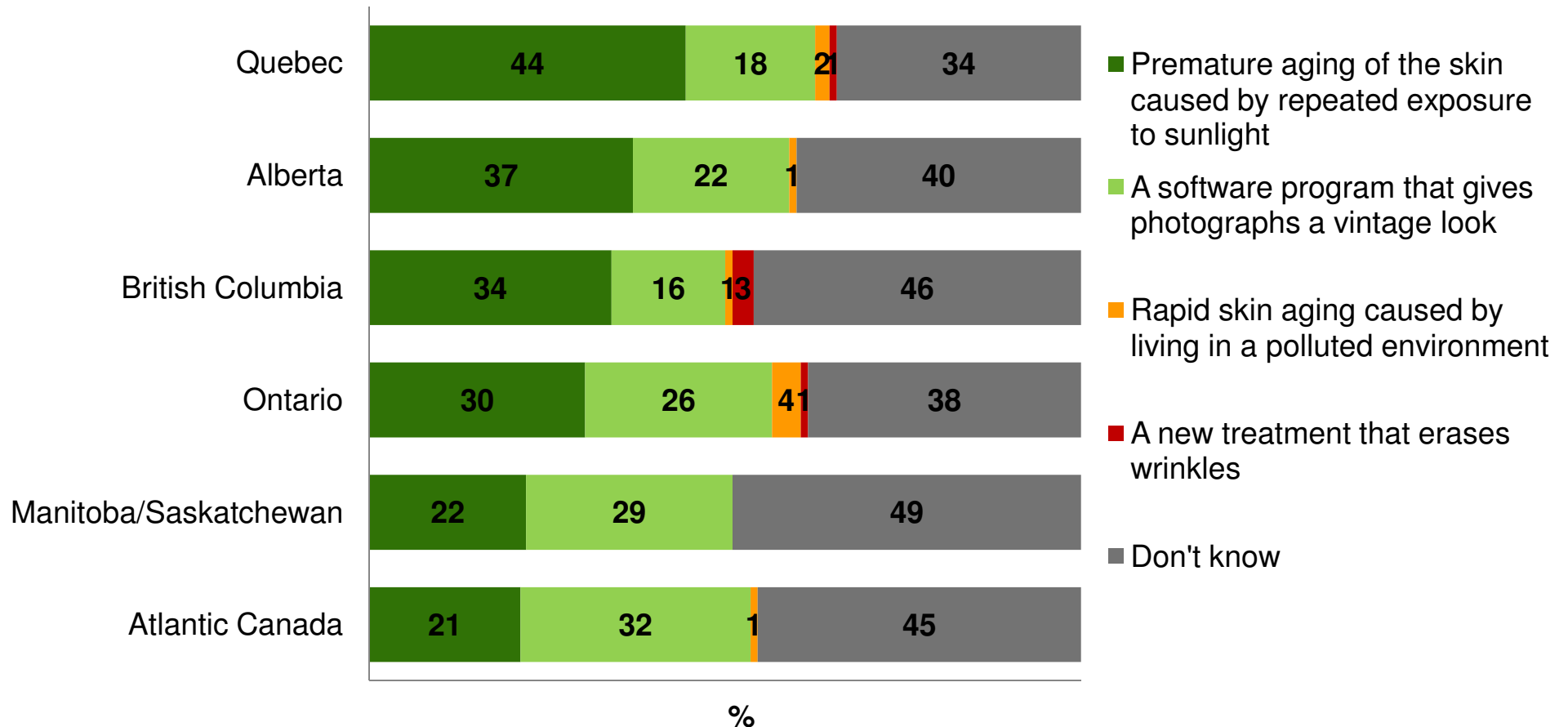
Definition of Photoaging

To the best of your knowledge, what is photoaging?



Definition of Photoaging by Region

To the best of your knowledge, what is photoaging?

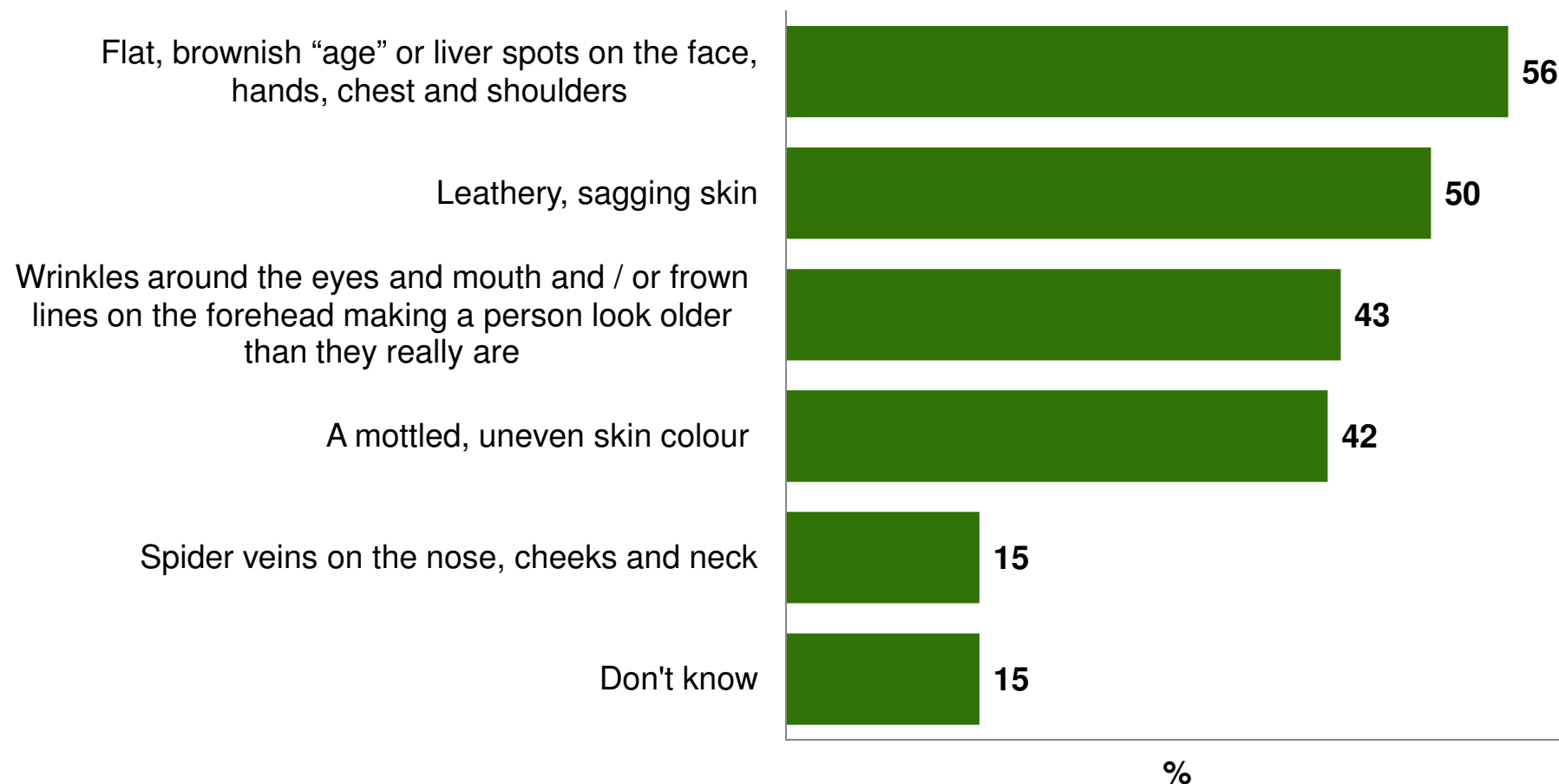


Definition of Photoaging

- Two thirds (66%) of Canadians cannot accurately describe what photoaging is. Only one third (34%) of Canadians are aware that photoaging is a premature aging of the skin caused by repeated exposure to sunlight.
- Two in five (40%) Canadians admit to not knowing what photoaging is while just over one in four (26%) give an incorrect definition. The most common incorrect definition was that photoaging is a software that gives photographs a vintage look (23%).
- Men (43%) are significantly more likely than women (36%) to say that they do not know what photoaging is.
- Younger Canadians, age 18-34 (41%) are more likely than either middle aged (35-54) (33%) or older Canadians 55+ (28%) or to give the correct definition of photoaging.
- Canadians with yearly household incomes of \$100K+ (44%) are more likely than those with incomes of \$50-\$99K (28%) or <\$50K (31%) to give the correct definition of photoaging.
- Residents of Quebec (44%) are more knowledgeable than those living in other provinces (range 21%-37%) of the correct definition of photoaging.
- In general people are very confused about the term photoaging, with a majority of Canadians across every demographic unable to give the correct definition.

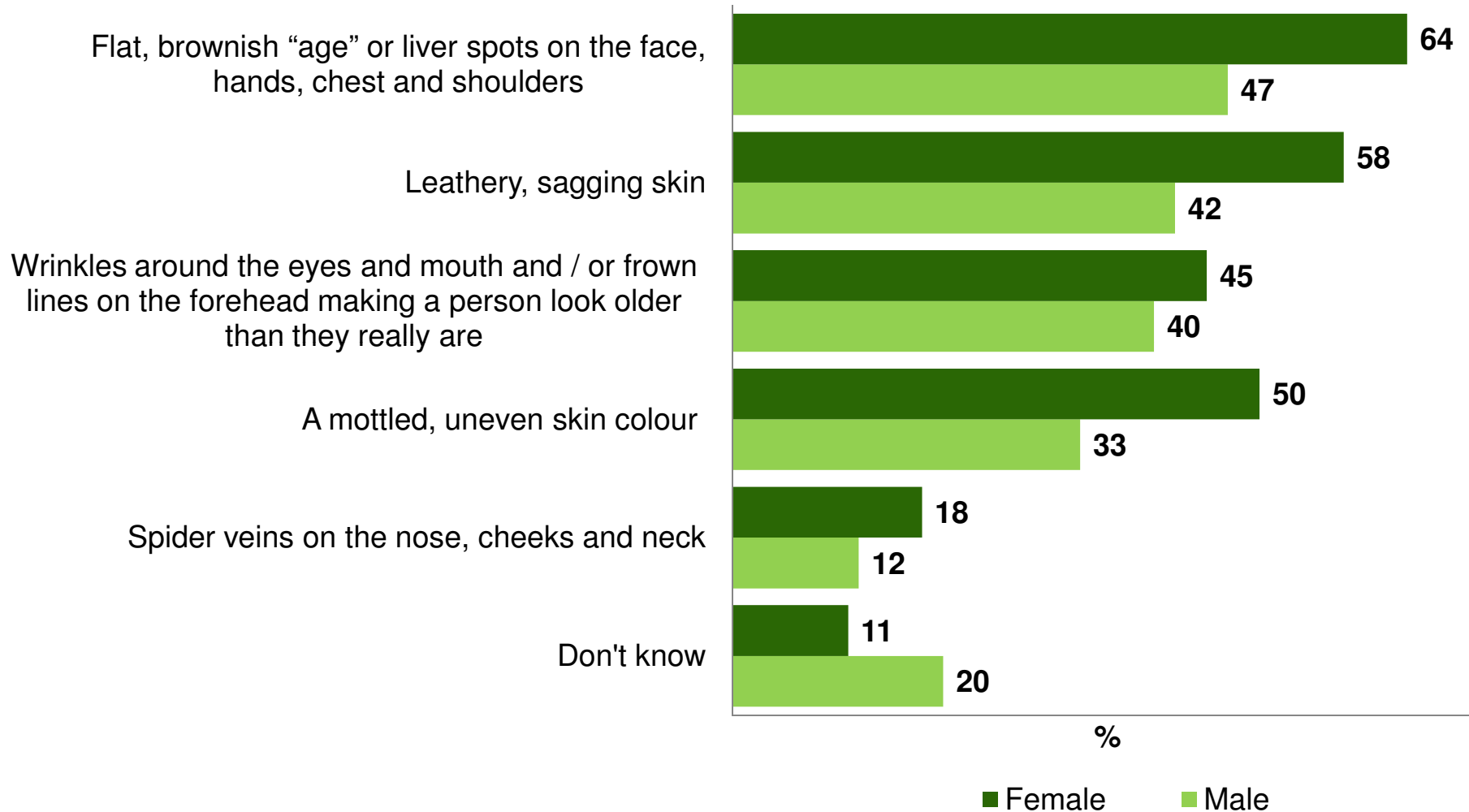
Signs of Photoaging

As you may already know, photoaging is premature aging of the skin caused by repeated exposure to sunlight. Which of the following do you think are signs of photoaging?



Signs of Photoaging by Gender

As you may already know, photoaging is premature aging of the skin caused by repeated exposure to sunlight. Which of the following do you think are signs of photoaging?

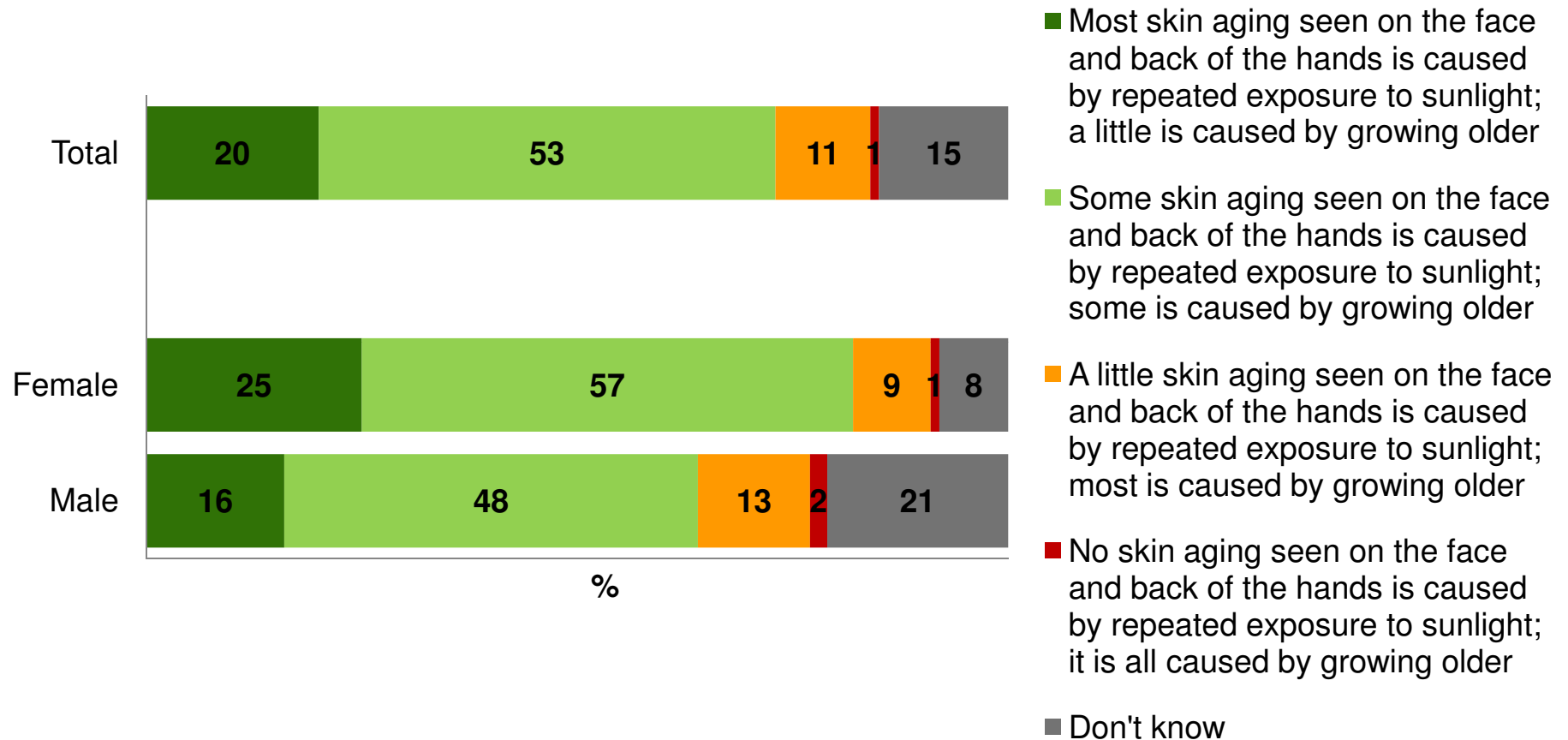


Signs of Photoaging

- Half of Canadians correctly identified flat, brownish “age” or liver spots on the face, hands, chest and shoulders (56%) and leathery, sagging skin (50%) as signs of photoaging.
- Only 15 percent of Canadians think that spider veins on the nose, cheeks and neck are a sign of photoaging.
- Women are more likely to recognize the multiple signs of photoaging than men. For example, 64 percent of women compared to 47 percent of men think that flat, brownish “age” or liver spots on the face, hands, chest and shoulders are signs of photoaging. Half (50%) of women, compared to one third (33%) of men think that a mottled, uneven skin colour is a sign of photoaging.
- One in five men (20%), compared to only eleven percent of women, say they do not know the signs of photoaging.

Skin Aging Due to Exposure to Sunlight

How much of skin aging seen on the face and back of the hands do you think is due to repeated exposure to sunlight?

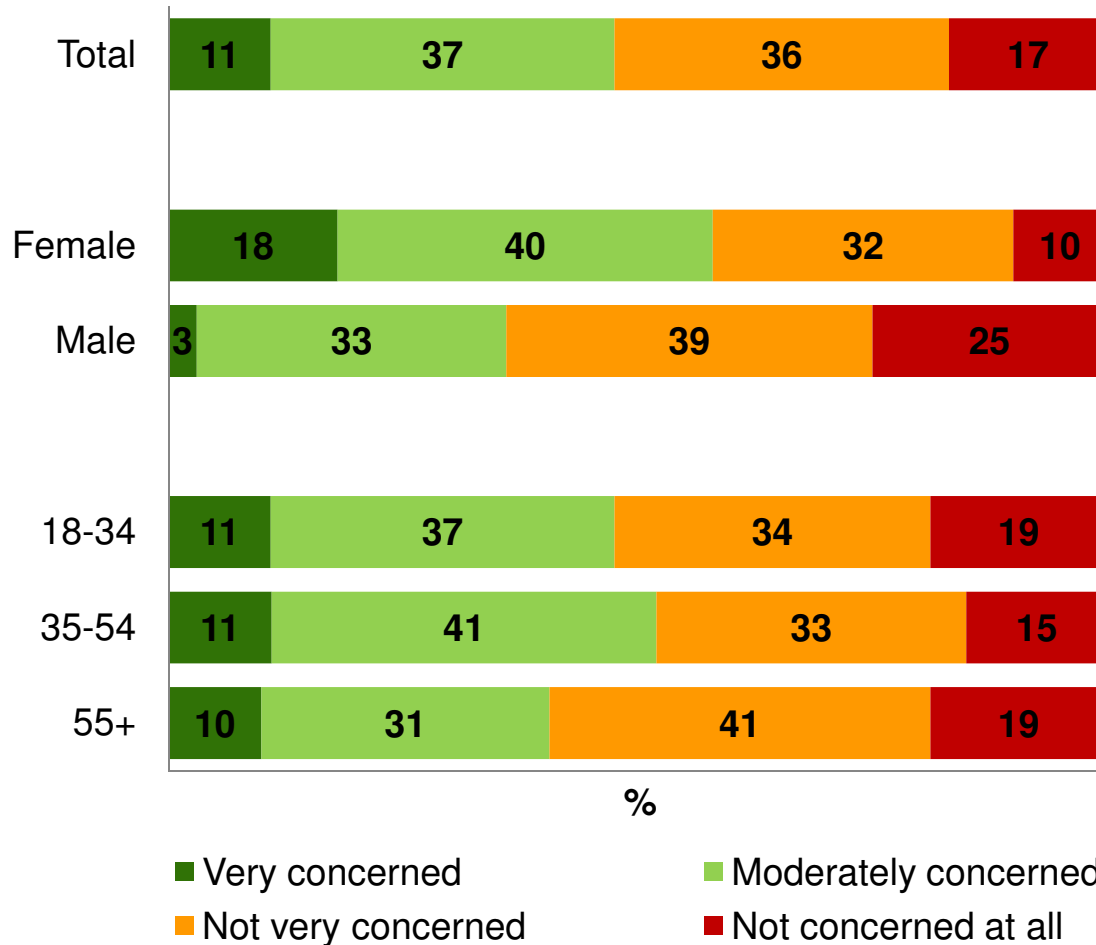


Skin Aging Due to Exposure to Sunlight

- Eight in ten Canadians (80%) do not know the major contributor to skin aging seen on the face and back of the hands is repeated exposure to sunlight.
- Only one in five (20%) Canadians believe that most skin aging seen on the face and back of the hands is caused by repeated exposure to sunlight while a little is caused by growing older. A further 53 percent think that some skin aging seen on the face and back of the hands is caused by repeated exposure to sunlight while some is caused by growing older.
- Women (25%) are more likely than men (16%) to believe that most skin aging seen on the face and back of the hands is caused by repeated exposure to sunlight while a little is caused by growing older.
- Men (21%) are more likely than women (8%) to say that they don't know how much skin aging seen on the face and back of the hands is caused by repeated exposure to sunlight.

Level of Concern about Premature Aging

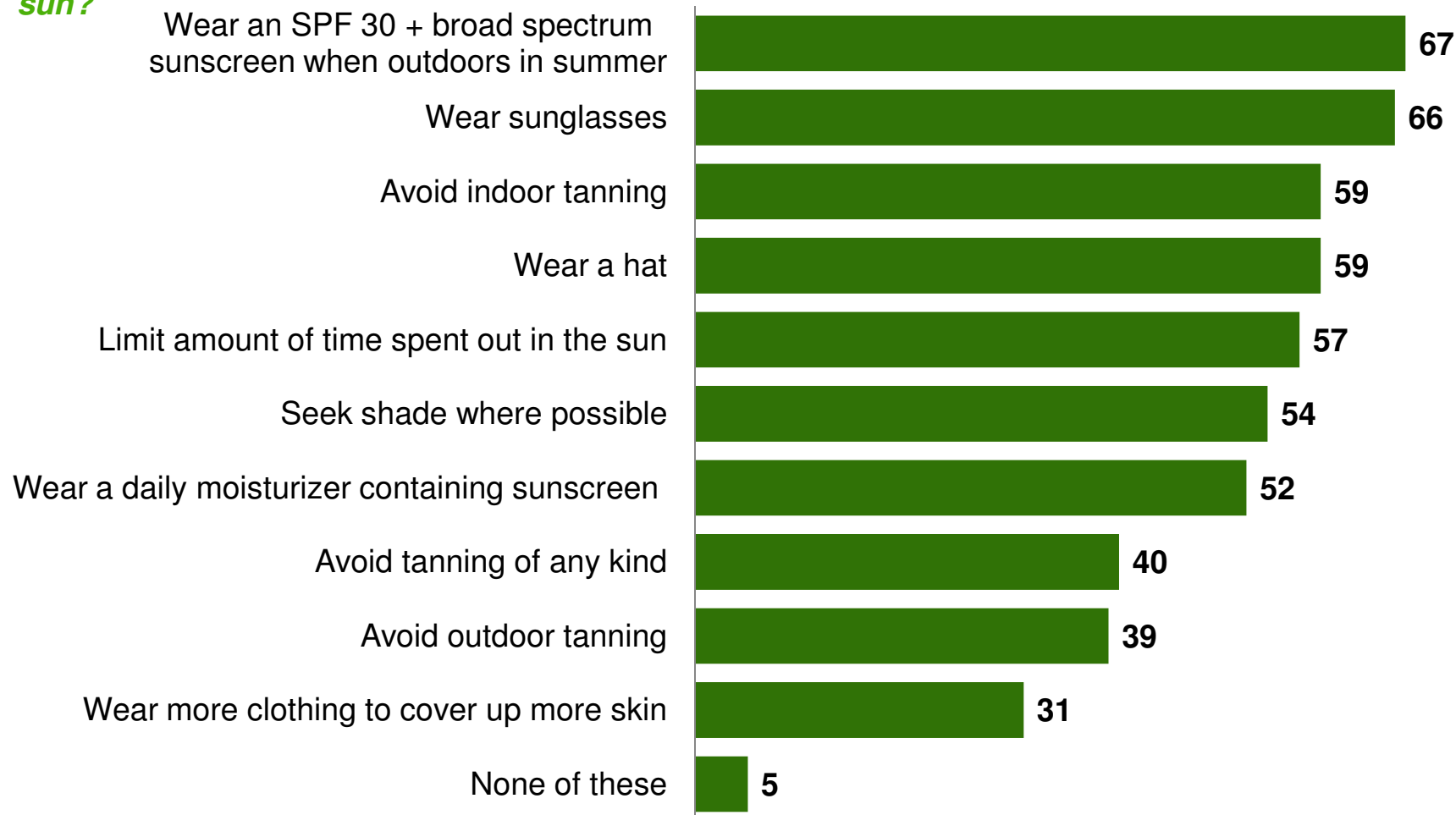
Are you concerned about looking old prematurely?



- Concern for premature aging is almost equally split (47% very or moderately concerned vs. 53% not very or not at all concerned).
- Women (58% very or moderately concerned) are much more concerned about premature aging than men (36% very or moderately concerned).
- Eighteen percent of women are very concerned about premature aging compared to only three percent of men.
- Middle aged (35-54) Canadians (52% very or moderately concerned) are more likely than older Canadians age 55+ (40% very or moderately concerned) or younger Canadians age 18-34 (47% very or moderately concerned) to be concerned about premature aging.

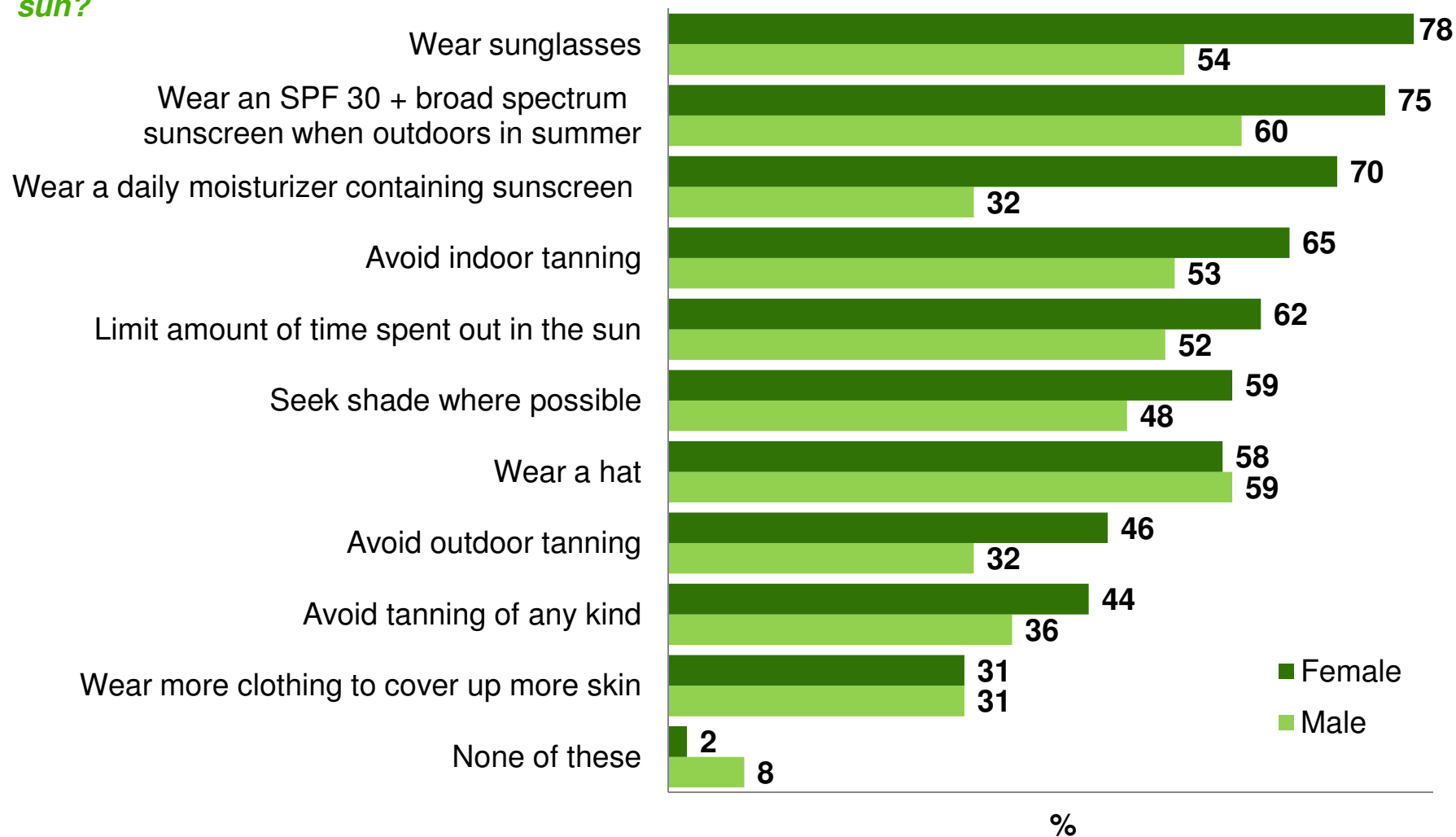
Types of Skin Protection

A good sun protection regimen is the best way to prevent photoaging. Which of the following would you do if you knew it could significantly reduce your chances of premature skin aging caused by the sun?



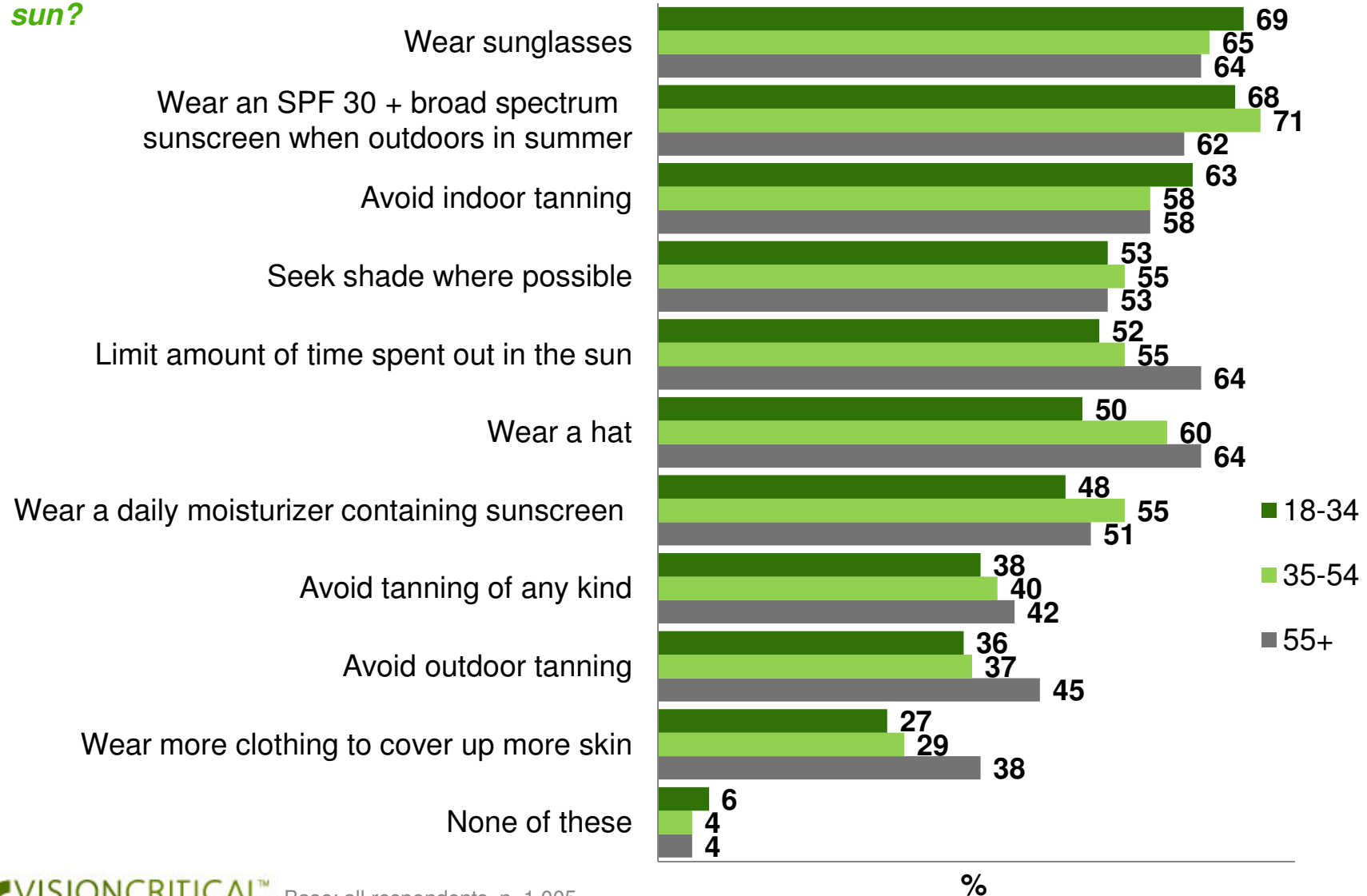
Types of Skin Protection by Gender

A good sun protection regimen is the best way to prevent photoaging. Which of the following would you do if you knew it could significantly reduce your chances of premature skin aging caused by the sun?



Types of Skin Protection by Age

A good sun protection regimen is the best way to prevent photoaging. Which of the following would you do if you knew it could significantly reduce your chances of premature skin aging caused by the sun?



Types of Skin Protection

- Canadians would be most willing to wear a broad spectrum sunscreen (67%) and wear sunglasses (66%) to reduce their chances of premature skin aging caused by the sun. Nearly six in ten would also avoid indoor tanning and/or wear a hat (both 59%) and/or limit sun exposure (57%).
- Only four in ten (40%) Canadians said they would avoid tanning of any kind (46% of women and 32% of men).
- Women are more likely than men to be open to several of the sun protection measures suggested. This perhaps links into the fact that they are more concerned about premature aging than men and are thus more likely to take measures to prevent it.
- Canadians age 18-34 and 35-54 are most willing to wear sunglasses (69% and 65% respectively) and to wear an SPF 30+ broad spectrum sunscreen when outdoors in summer (68% and 71% respectively) to reduce their chances of premature aging.
- Both 18-34 year olds and 35-54 year olds are less willing to avoid tanning of any kind (38% and 40% respectively) and/or to wear more clothing to cover up more skin (27% and 29% respectively).
- Interestingly, even although Canadians 55+ are less concerned about premature skin aging, they are more willing than younger Canadians to implement a number of sun protection measures to reduce the chances of aging caused by the sun.

SUMMARY

- Two thirds (66%) of Canadians cannot accurately describe what photoaging is, only one third (34%) of Canadians are aware that photoaging is a premature aging of the skin caused by repeated exposure to sunlight.
- Half of Canadians correctly identified flat, brownish “age” or liver spots on the face, hands, chest and shoulders (56%) and leathery, sagging skin (50%) as signs of photoaging.
- Eight in ten Canadians (80%) do not know the major contributor to skin aging seen on the face and back of the hands is repeated exposure to sunlight.
- Concern for premature aging is almost equally split (47% very or moderately concerned vs. 53% not very or not at all concerned).
- Canadians would be most willing to wear a broad spectrum sunscreen (67%) and wear sunglasses (66%) to reduce their chances of premature skin aging caused by the sun. Nearly six in ten would also avoid indoor tanning and/or wear a hat (both 59%) and/or limit sun exposure (57%).
- Only four in ten (40%) Canadians said they would avoid tanning of any kind (46% of women and 32% of men).

