



Sun Safe Behaviour Survey

CANADIAN DERMATOLOGY ASSOCIATION

September 2018

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Methodology

The questions were fielded on Ipsos' Canadian online omnibus between September 5 and 11, 2018 to a representative sample of n=1,204 Canadians age 16+. A sample of this size yields a credibility interval of +/- 3.2%, 19 times out of 20.

The final data was weighted according to the latest census data on age, gender, and region. Sub sets of the population will have smaller sample sizes and larger credibility intervals.

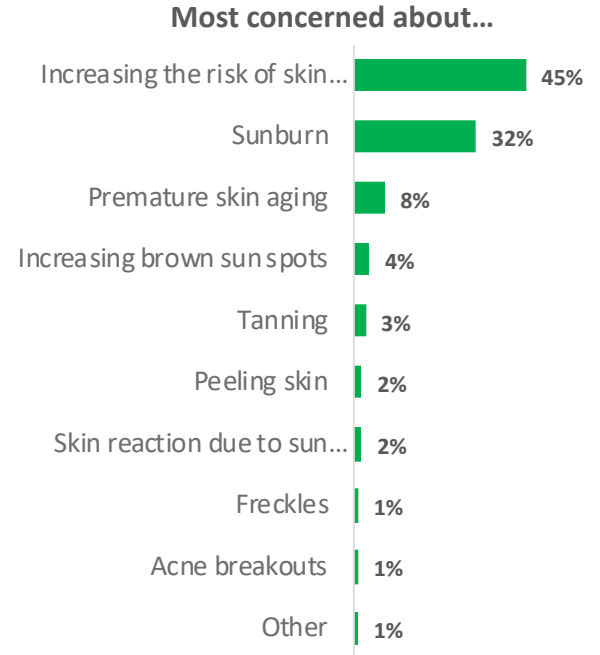
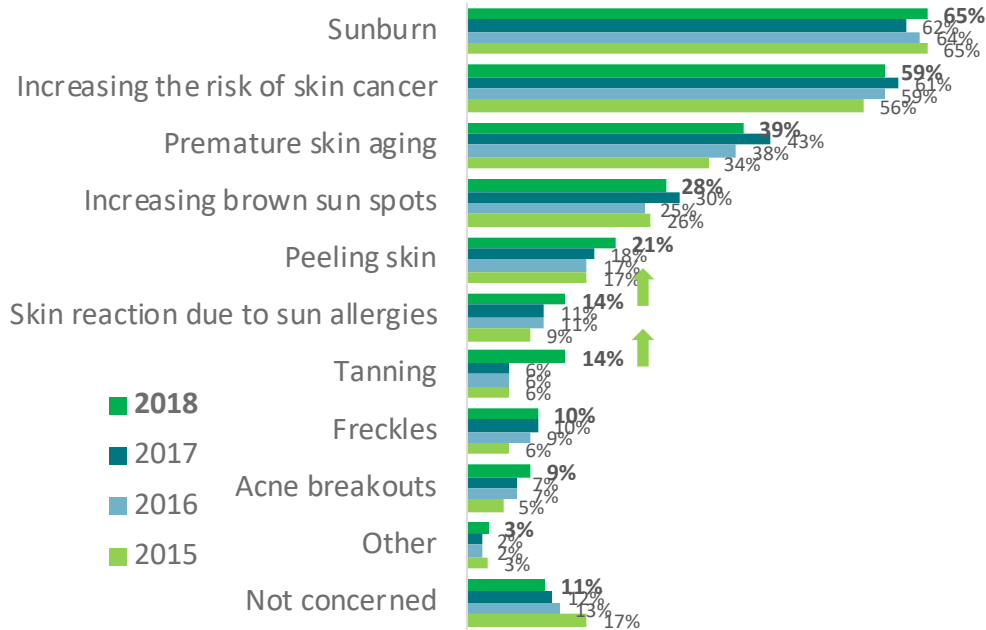
Where appropriate, results have been tracked from the September 2017, October 2016 and April 2015 surveys. Note: the seasonality of each field window is different (2015 conducted prior to summer, 2016 conducted after summer, 2017 conducted in early September), therefore changes between waves should be interpreted in this context.



Key Findings

- As seen in previous years, sun burn and increasing the risk of skin cancer come out on top on the list of worries for Canadians when exposing themselves to the sun. Seen this year, there is greater worry about skin reaction due to sun allergies and tanning.
- Women continue to be more concerned about sun exposure than men, especially when it comes to the increasing risk of skin cancer, premature skin aging, increasing brown sun spots, and skin reaction due to sun allergies.
- Consistent with last wave, over 9 in 10 Canadians agree that too much sun ages your skin and that it is essential to protect your skin from the sun. However, only 14% of Canadians *strongly agree* sunscreen is safe – down significantly from 2017 (25%).
- This year there is a higher level of “soft” agreement. Positively, the amount who disagree with the statement has not changed, with a majority indicating that sunscreen is safe.
- The proportion of Canadians who use sunscreen (26%) is the same as 2017 and about 2 in 10 state that they use it daily.

CONCERNS OF SUN EXPOSURE

- Consistent with previous years, sunburn, skin cancer, and premature skin aging rank as the top three concerns among Canadians when it comes to exposing themselves to the sun. Concern related to skin reaction due to allergies and tanning are up significantly from 2017. Canadians are most concerned about the risk of skin cancer.



  Indicates results are significantly higher or lower compared to Sept 2017

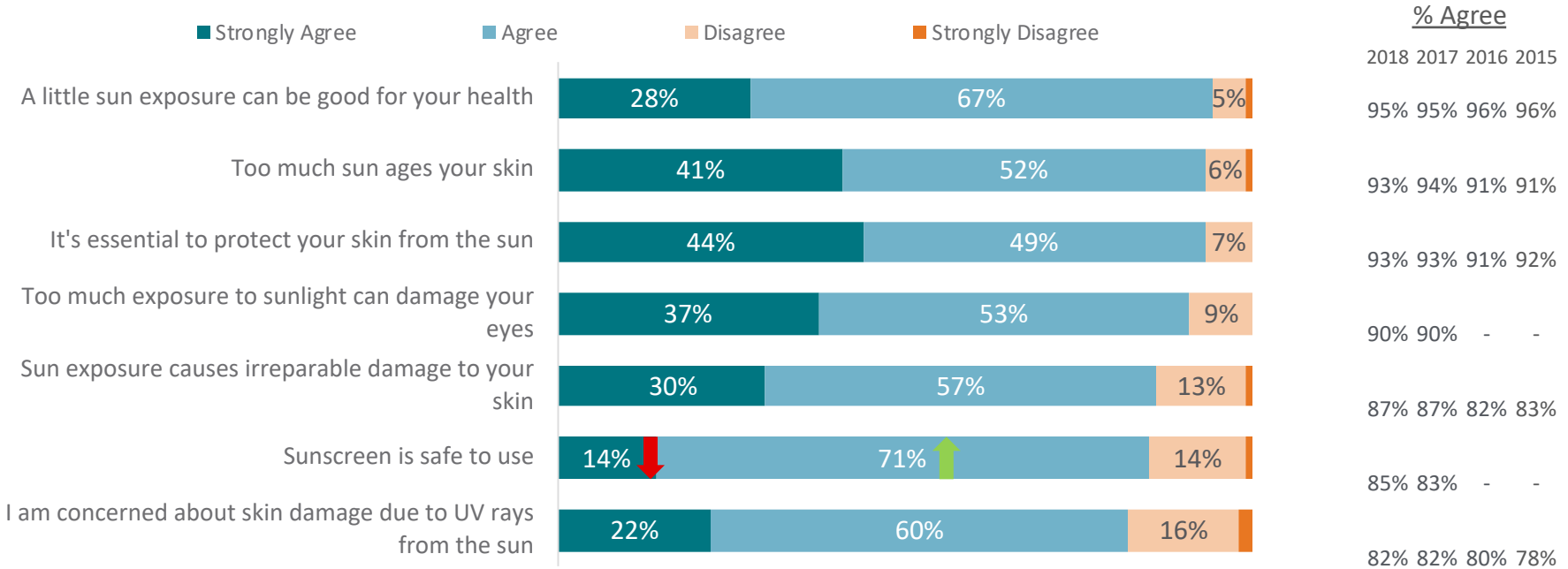
3. When you expose yourself to the sun, what, if anything are you concerned about?

Base: All respondents Apr '15 (n=1064); Oct '16 (n=1180); Sept '17 (n=1051); Sept '18 (n=1204)

3a. And what are you most concerned about when it comes to exposing yourself to the sun? Base: Sept '18 – concerned about sun exposure (n=1067)

ATTITUDES TOWARD THE SUN AND SUN PROTECTION

- Consistent with last year, nearly all agree that sun exposure can be good for your health, and similar proportions agree that too much sun ages your skin and that it is essential to protect your skin from the sun. Though, the amount of respondents who *strongly agree* that sunscreen is safe to use is down significantly from 2017 (25%).



5/6/7. How strongly would you agree or disagree with each of the following statements?

Base: All respondents Apr '15 (n=1064); Oct '16 (n=1180); Sept '17 (n=1051); Sept '18 (n=1204)

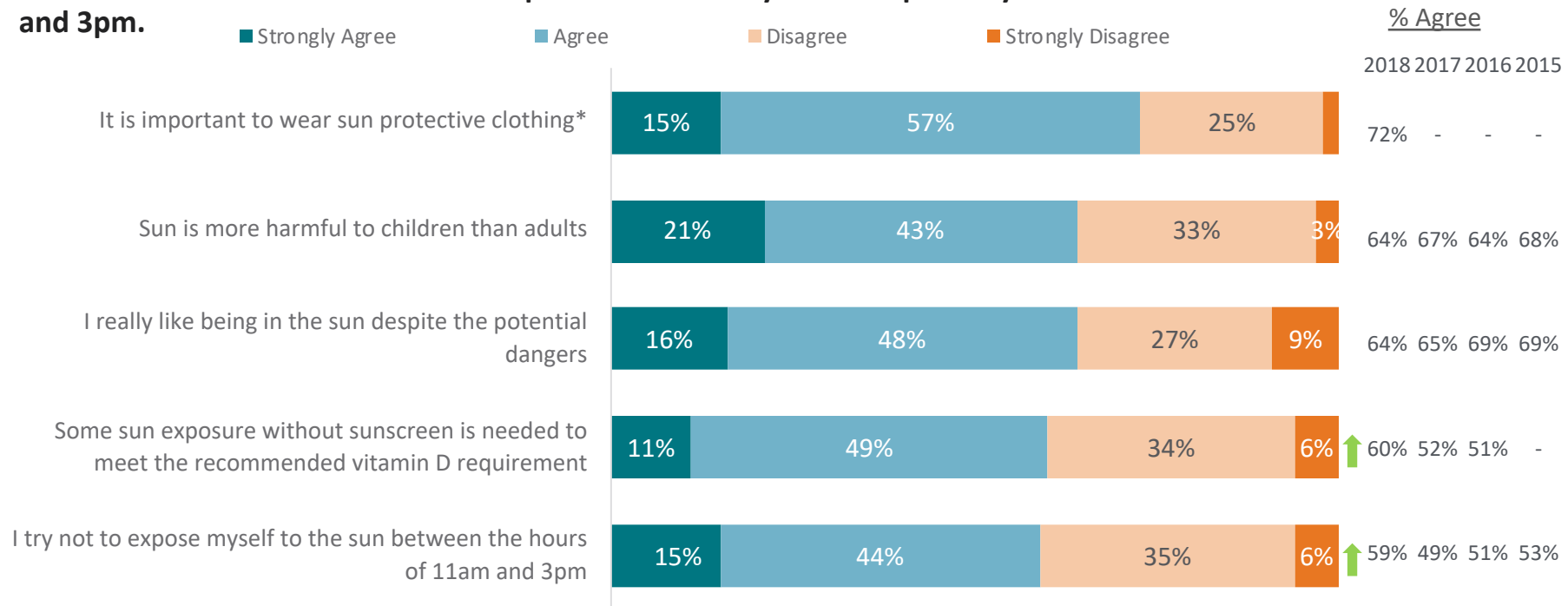
↑ ↓ Indicates results are significantly higher or lower compared to Sept 17

Responses less than 3% not labeled

*Statements added in Sept 2017

ATTITUDES TOWARD THE SUN AND SUN PROTECTION (2)

- Seven in ten Canadians agree that it is important to wear sun protective clothing. There has been a significant increase (compared to 2017) in agreement when it comes to some sun exposure without sunscreen is needed to meet the recommended vitamin D requirement and I try not to expose myself to the sun between the hours of 11am and 3pm.

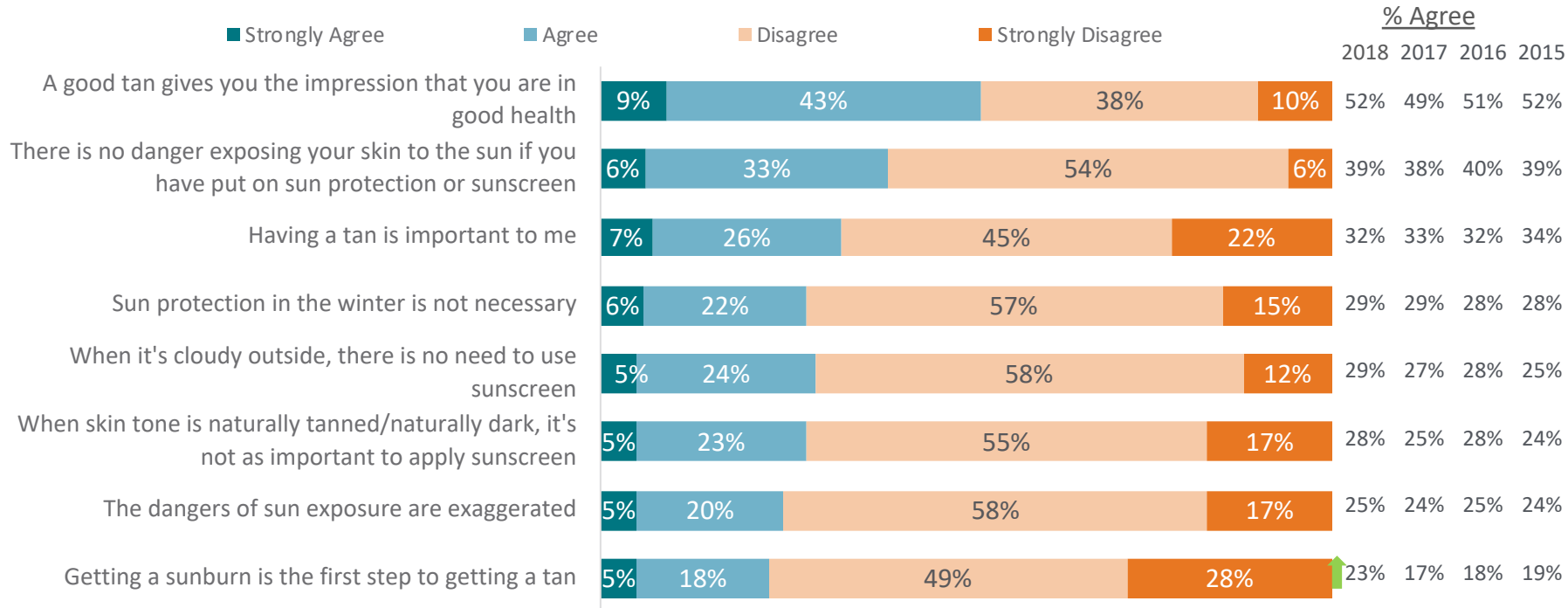


5/6/7. How strongly would you agree or disagree with each of the following statements?
 Base: All respondents Apr '15 (n=1064); Oct '16 (n=1180); Sept '17 (n=1051); Sept '18 (n=1204)

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ATTITUDES TOWARD THE SUN AND SUN PROTECTION (3)

- **Still, half of Canadians agree that a good tan gives the impression that you are in good health as in previous years. Of concern, agreement has increased significantly from 2017 on getting a sunburn is the first step to getting a tan.**



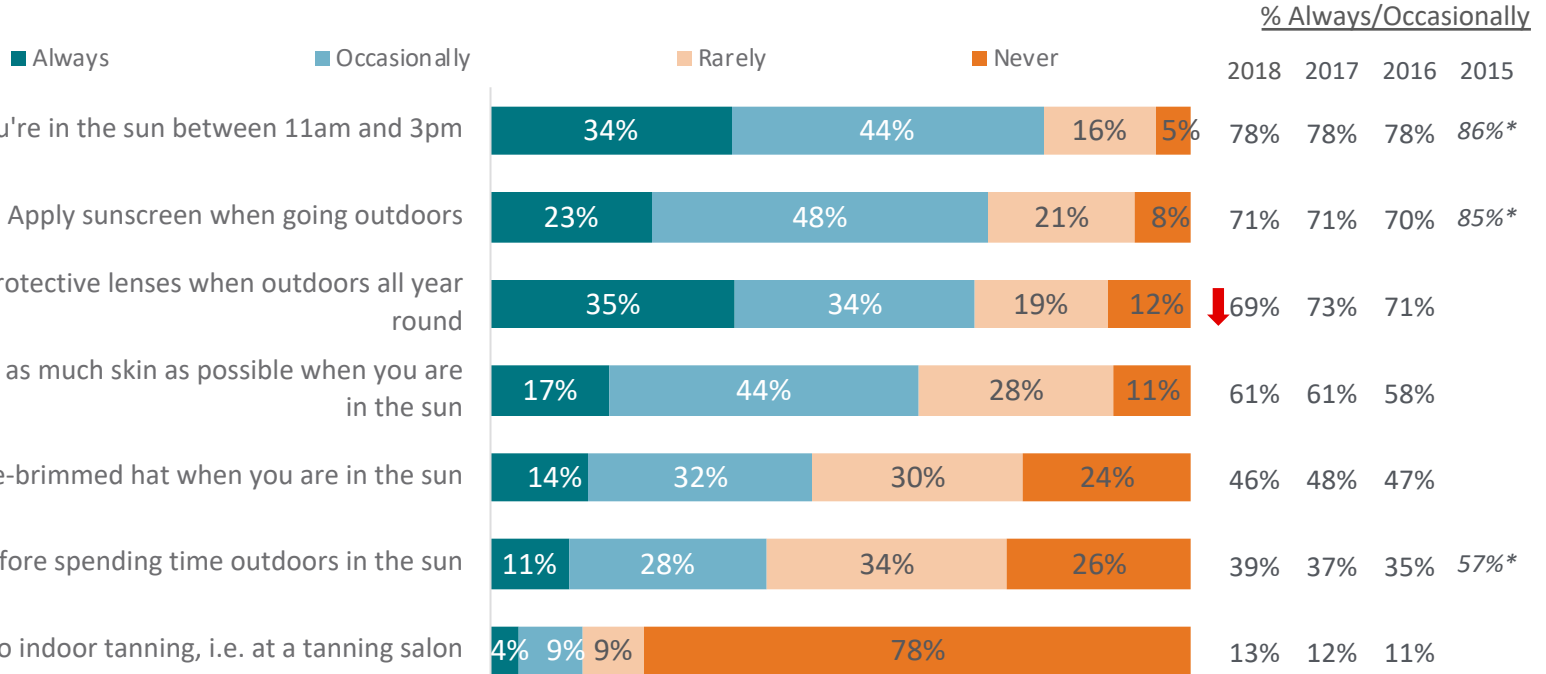
5/6/7. How strongly would you agree or disagree with each of the following statements?
 Base: All respondents Apr '15 (n=1064); Oct '16 (n=1180); Sept '17 (n=1051); Sept '18 (n=1204)

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*Statements added in Sept 2018

FREQUENCY OF SUN PROTECTION BEHAVIOURS

- Like previous years, about 8 in 10 Canadians say they seek shade in peak sun hours. However, the proportion of Canadians who say they wear sunglasses with UV protective lenses when outdoors all year round is down significantly from 2017. Few Canadians go indoor tanning, with almost eight in ten saying they *never* do.



8. How often do you...?

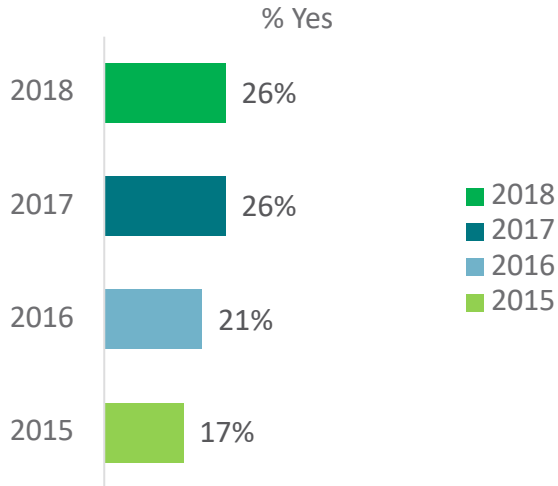
Base: All respondents Oct '2016 (n=1180) ; Sept '17 (n=1051) ; Sept '18 (n=1204)

*Tracking results from 2015. Note: different scale in 2015 "always, occasionally, never". Use caution when comparing 2016 and 2015 results.

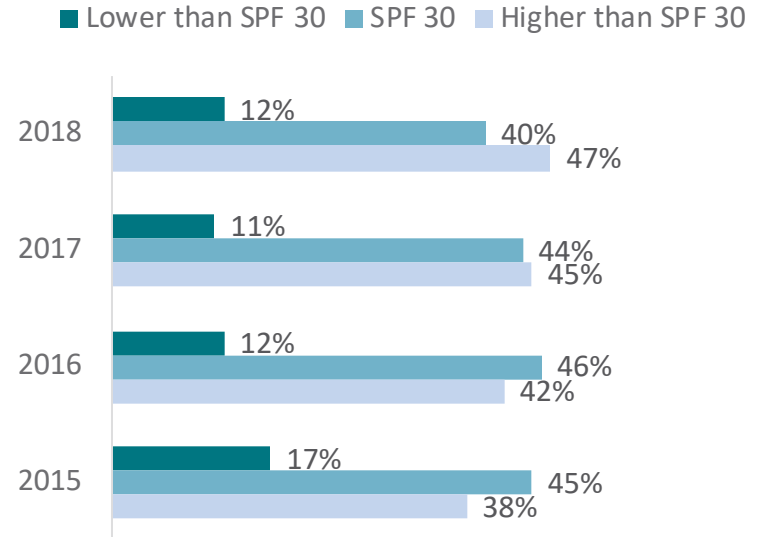
USING AND APPLYING SUNSCREEN

- Consistent with 2017, one-quarter of Canadians use sunscreen all year round. This number appears to have stabilized from its low in 2015. A majority of Canadians use an SPF factor of 30 or higher.

Do you use sunscreen all year round?



When applying sunscreen what SPF factor do you use?



9. When applying sunscreen what SPF factor do you use?

10. Do you use sunscreen all year round?

Base: All respondents Apr '15 (n=1064); Oct '16 (n=1180) ; Sep '17 (n=1051) ; Sep '18 (n=1204)

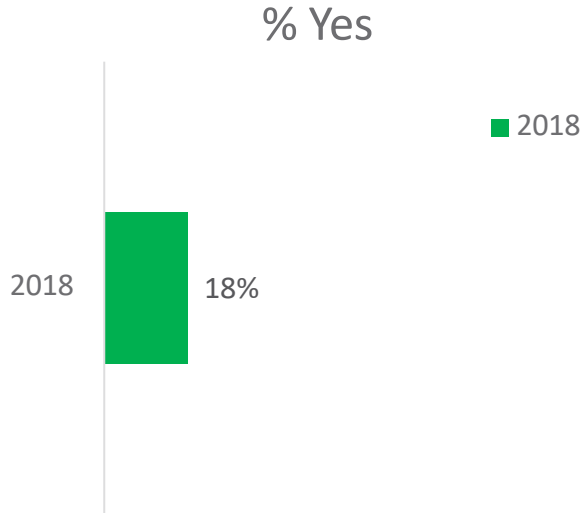
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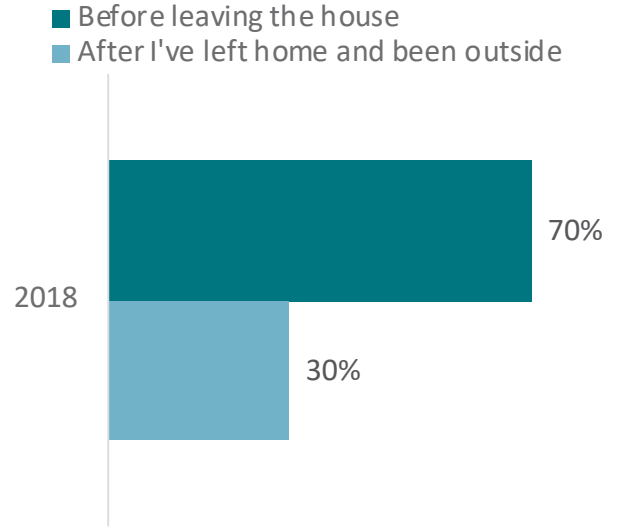
USAGE OF SUNSCREEN

- **Almost 2 in 10 Canadians say that they use sunscreen daily. Seven in 10 say that they usually apply sunscreen for the first time before they leave the house.**

Do you use sunscreen daily?



Do you usually apply sunscreen for the first time...



10a. Do you use sunscreen daily?

10b. On an average day, do you usually apply sunscreen for the first time...

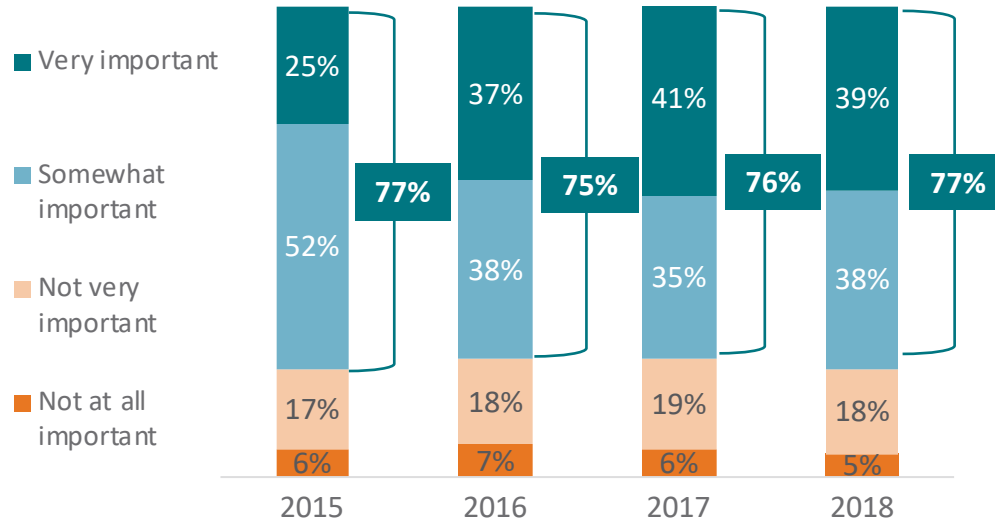
Base: All respondents (n=1204)

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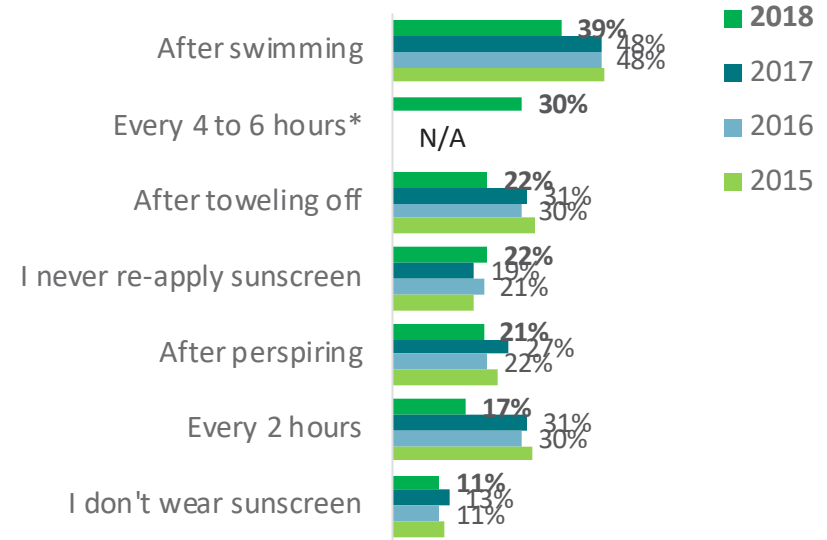
USING AND APPLYING SUNSCREEN

- Like previous years, three-quarters of Canadians indicate that using sunscreen is personally important. When it comes to reapplying sunscreen, four in ten reapply after swimming, with three in ten reapplying every 4 to 6 hours.

Personal Importance of Sunscreen



When do you reapply sunscreen?



2. How important is it that you personally wear sunscreen when going outdoors?

11. When do you reapply sunscreen?

Base: All respondents Apr '15 (n=1064); Oct '16 (n=1180); Sep '17 (n=1051); Sep '18 (n=1204)

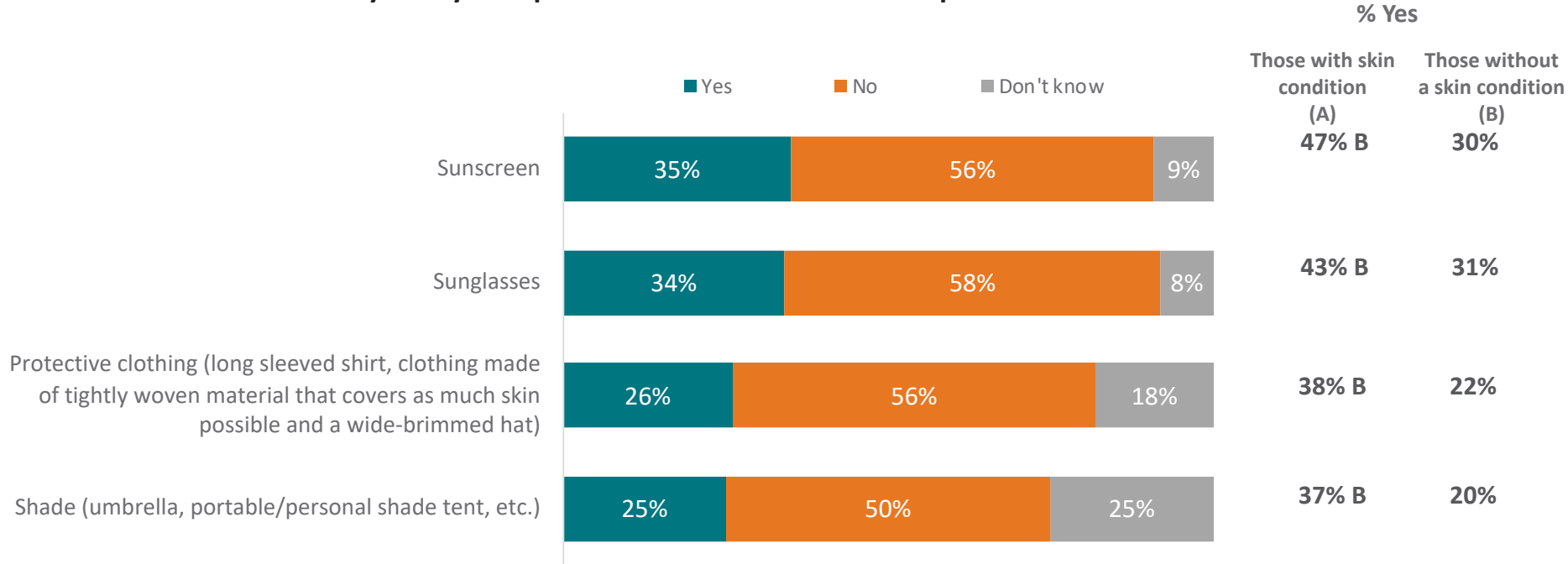
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*Added Sept'18

PRICE OF SUN PROTECTION PRODUCTS

- Half of Canadians say that the price of a product has not stopped them from purchasing a sun protection product. Though, a third of Canadians say that it has when it comes to sunscreen and sunglasses. Those with a skin condition are more likely to say that price is a factor in all cases compared to those without a skin condition.

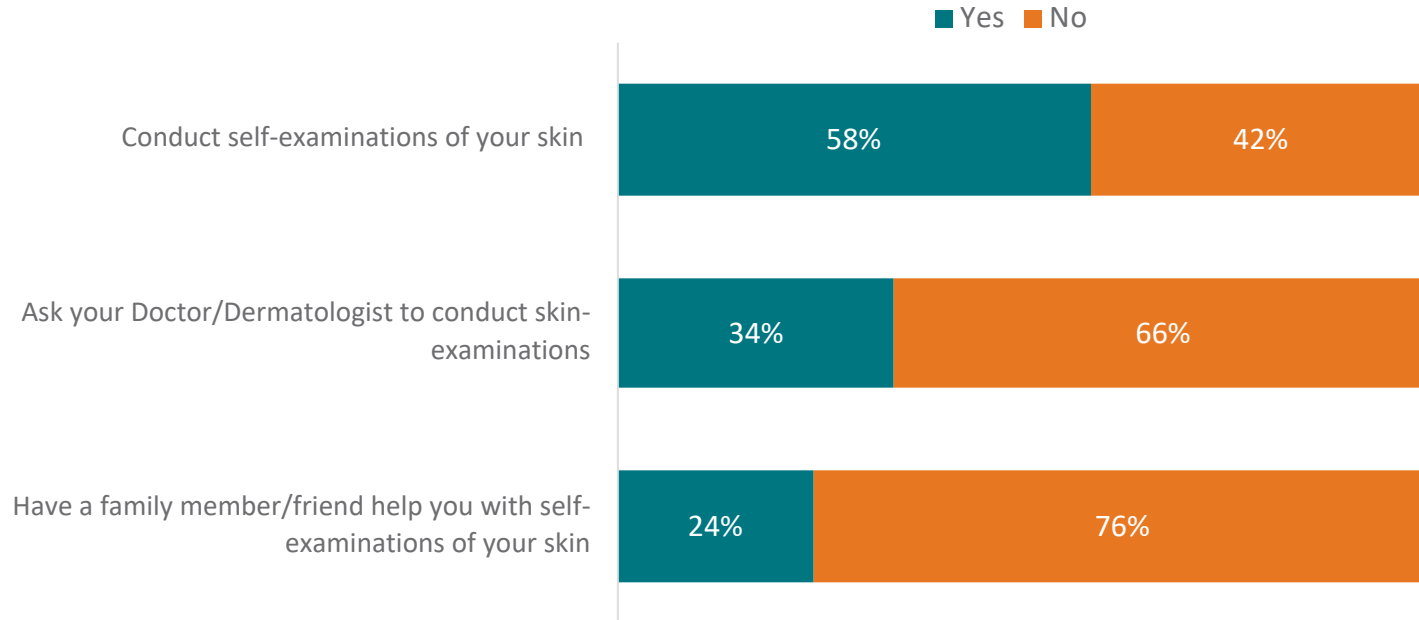


Where a percentage is followed by a letter, the letter indicates that the percentage is statistically significantly higher than the percentage shown in the column associated with the letter.

11c. Has price ever stopped you from purchasing any of the following products?
Base: All respondents 2018 (n=1204)

MEDICAL EVALUATIONS

- **Nearly 6 in 10 Canadians say that they conduct self-examinations of their skin, with a third saying that they ask their doctor/dermatologist to conduct skin-examinations. A quarter have family members or friends help them with self-examinations of their skin.**



11d. Do you ever...

Base: All respondents 2018 (n=1204)