

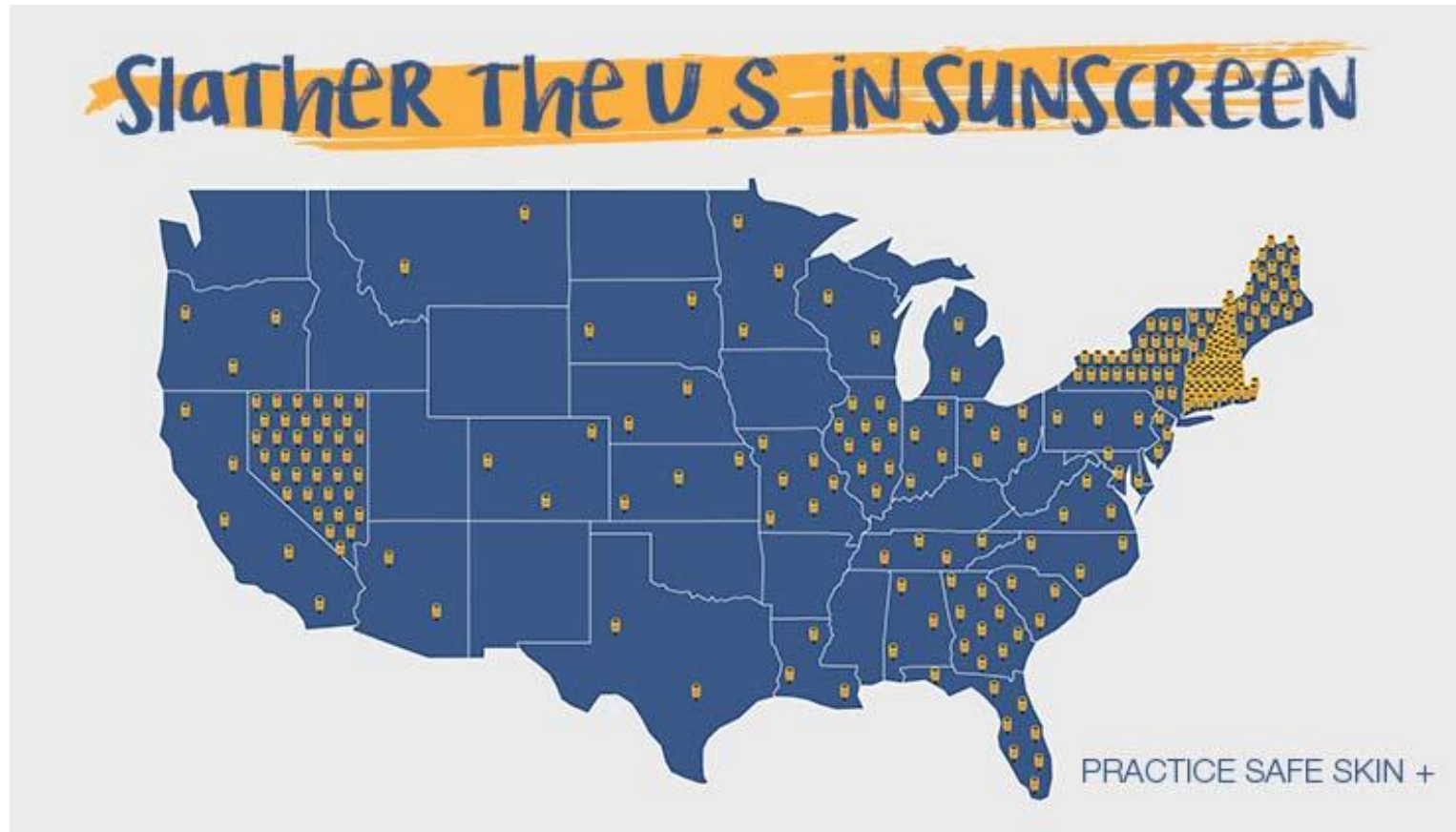


Hub Cities Sunscreen Use

NYC Baseline Study

April 2017

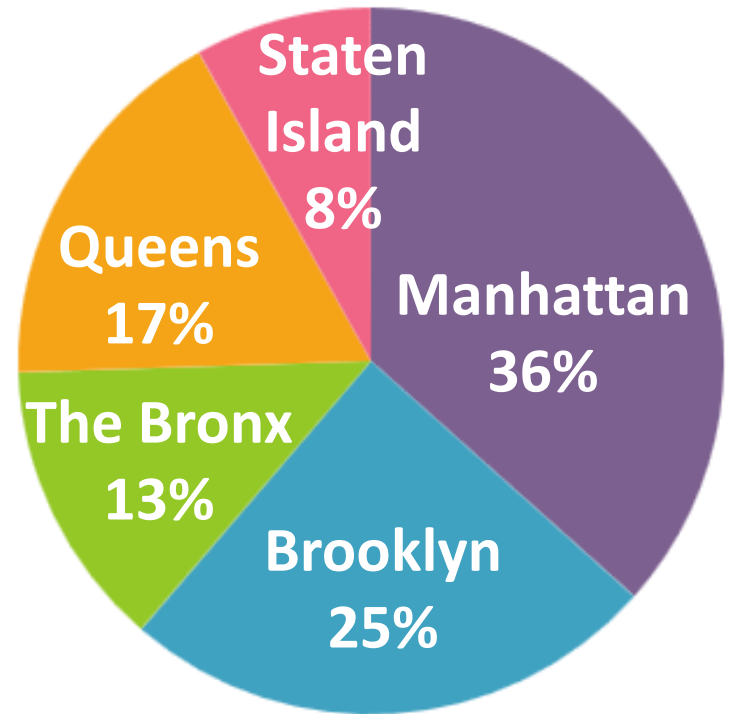
Practice Safe Skin: Skin Cancer Prevention



Sunscreen Use in New York City

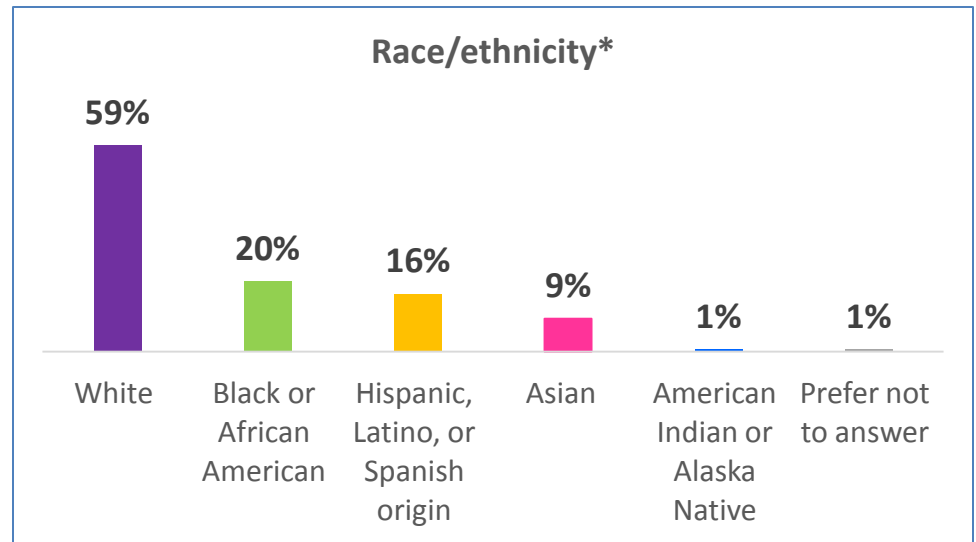
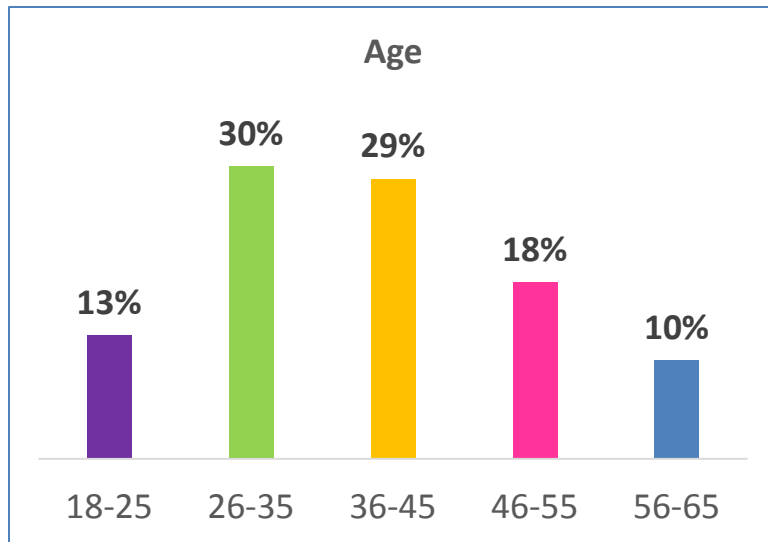
IMPACT Melanoma's Practice Safe Skin: Skin Cancer Prevention Project works with cities, towns and other entities to place Bright Guard sunscreen dispensers in highly trafficked areas.

This year, IMPACT Melanoma undertakes a comprehensive evaluation program that begins by obtaining baseline data on sunscreen use and awareness in cities where expansion of the program is planned. The current study focused on the five boroughs of New York City.



Method and Sample

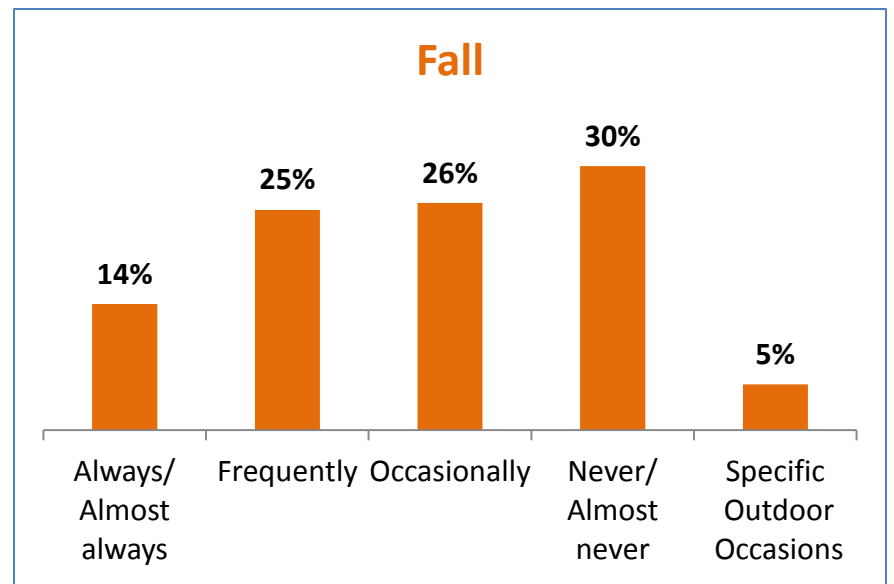
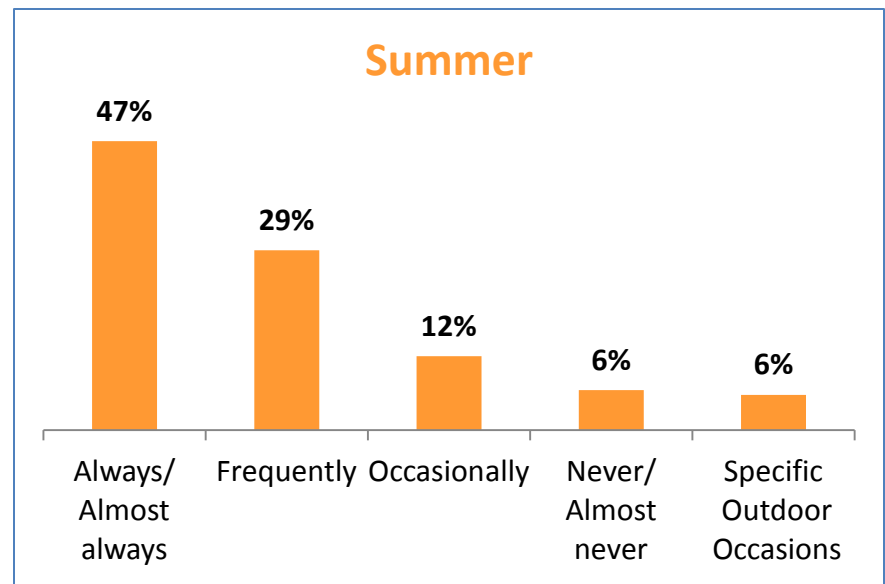
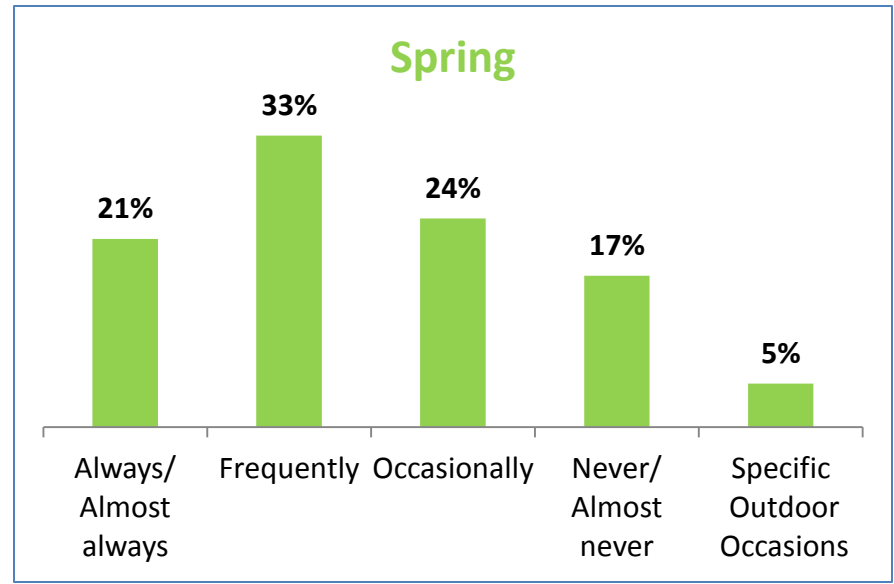
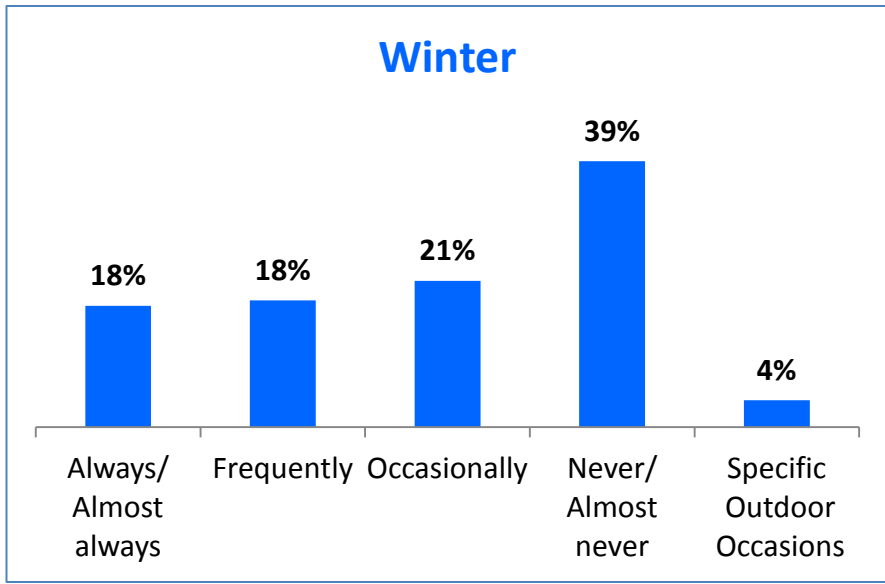
An online survey was conducted of residents of the New York City DMA, ultimately yielding 385 completed surveys from residents of the five boroughs. The sample was split evenly between males and females and had the age and racial/ethnic distribution shown below.



*Note that percentages total more than 100% , as respondents could check more than one category.

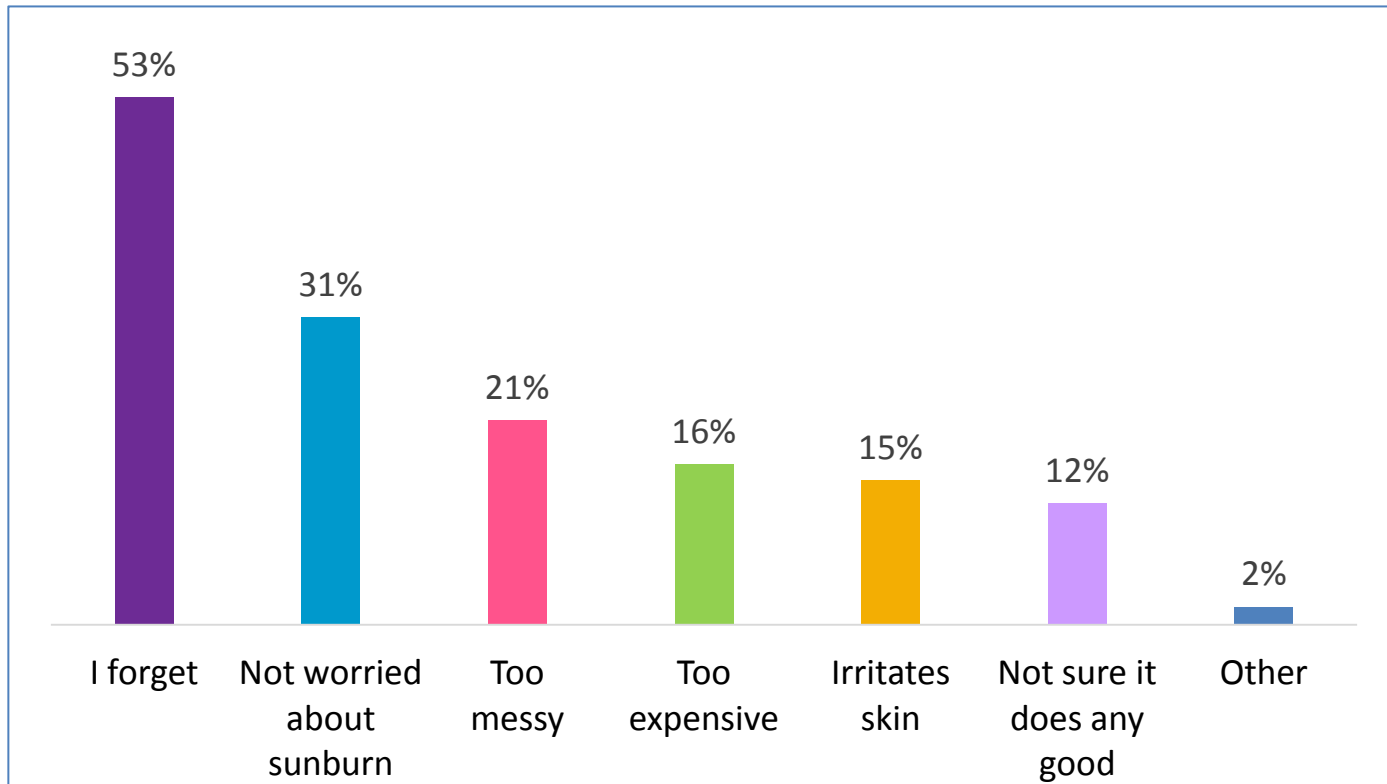
Data were also collected with respect to education, children in the home, and household income, and are available for future comparisons.

Seasonal Sunscreen Use



Barriers to Sunscreen Use

The most common reason for not using sunscreen when outside for more than 20 minutes is forgetting, but an alarming 31% of people don't worry about sunburn, and 21% feel it's too messy.



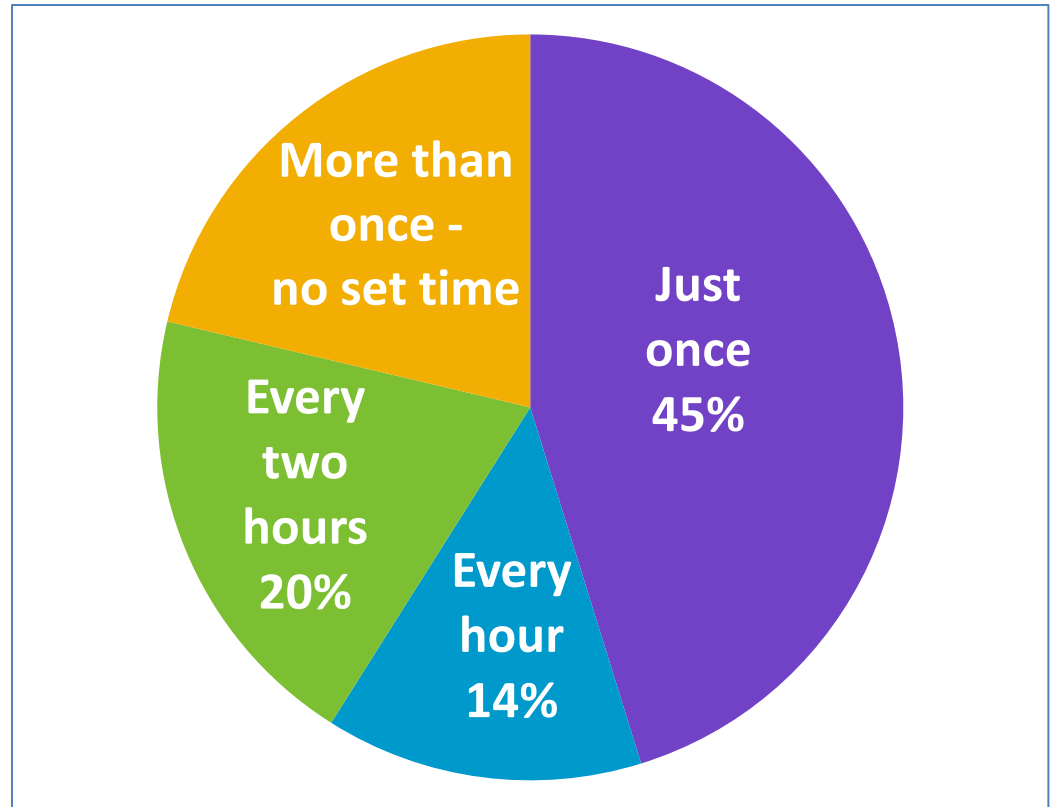
Note that percentages total more than 100% since respondents could choose more than one option. "Other" responses included not having it with them, not going outside, and "I don't use sunscreen."

Reapplication of Sunscreen

The highest percentage (45%) of people do not reapply sunscreen.

34% reapply it within the recommended two hours, or even more frequently.

Another 21% know they should reapply sunscreen, but do not do so on any set schedule.

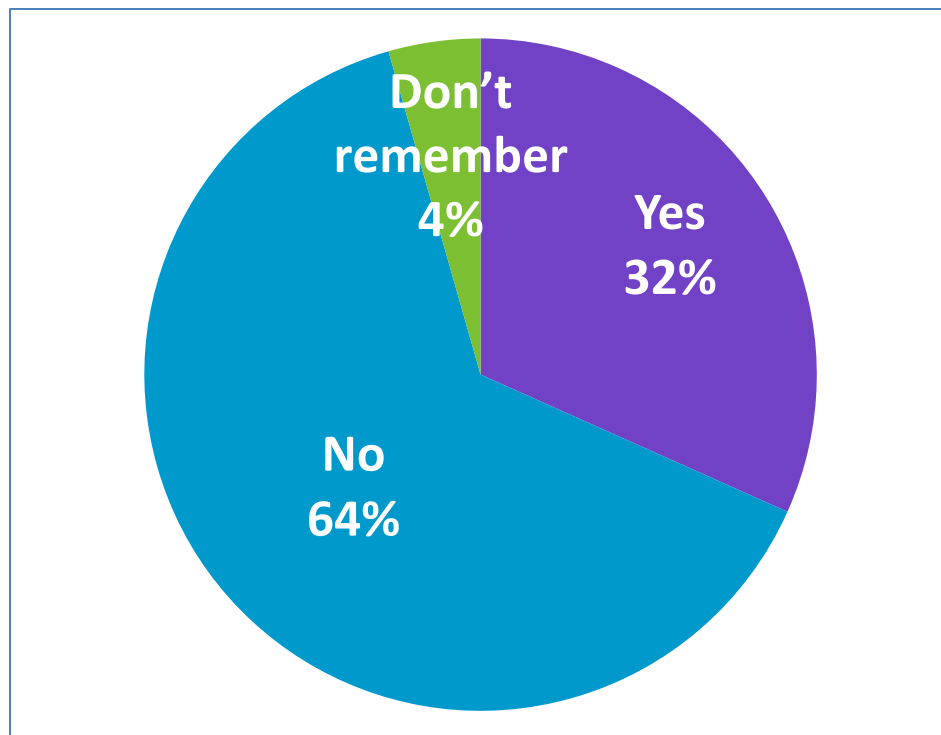


Previous Use of Public Sunscreen Dispensers

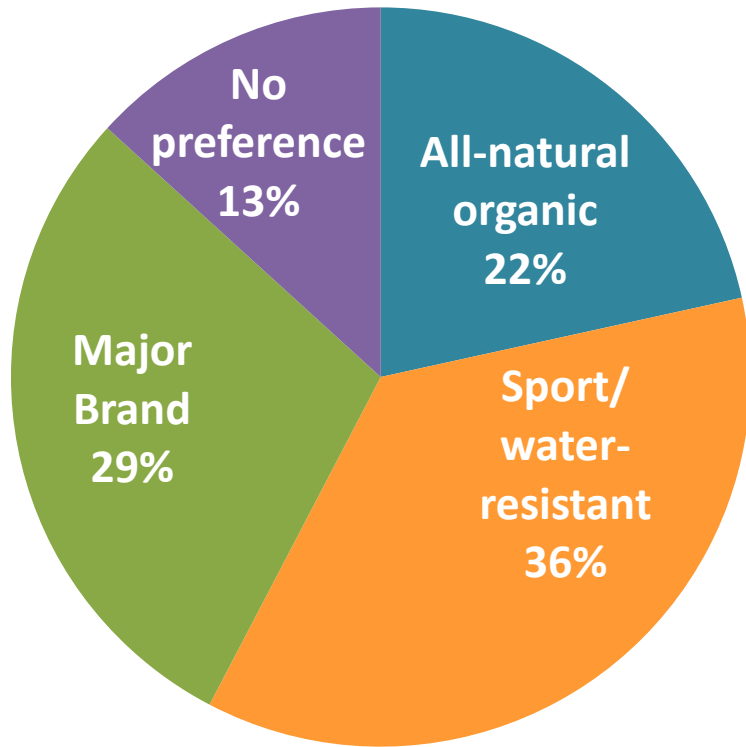
A surprising number of survey participants – 32% – said they had previously used a public sunscreen dispenser.

The sample contained a higher percentage of participants from Manhattan, and it is possible that some of them encountered sunscreen dispensers installed on

Randall's Island, although it is, of course, impossible to know. Significantly more survey participants from Manhattan and Brooklyn (38% each) reported having previously used a sunscreen dispenser than did those from the other three boroughs (25%, 20%, and 19%), which would be consistent with this possibility.



Sunscreen Preference



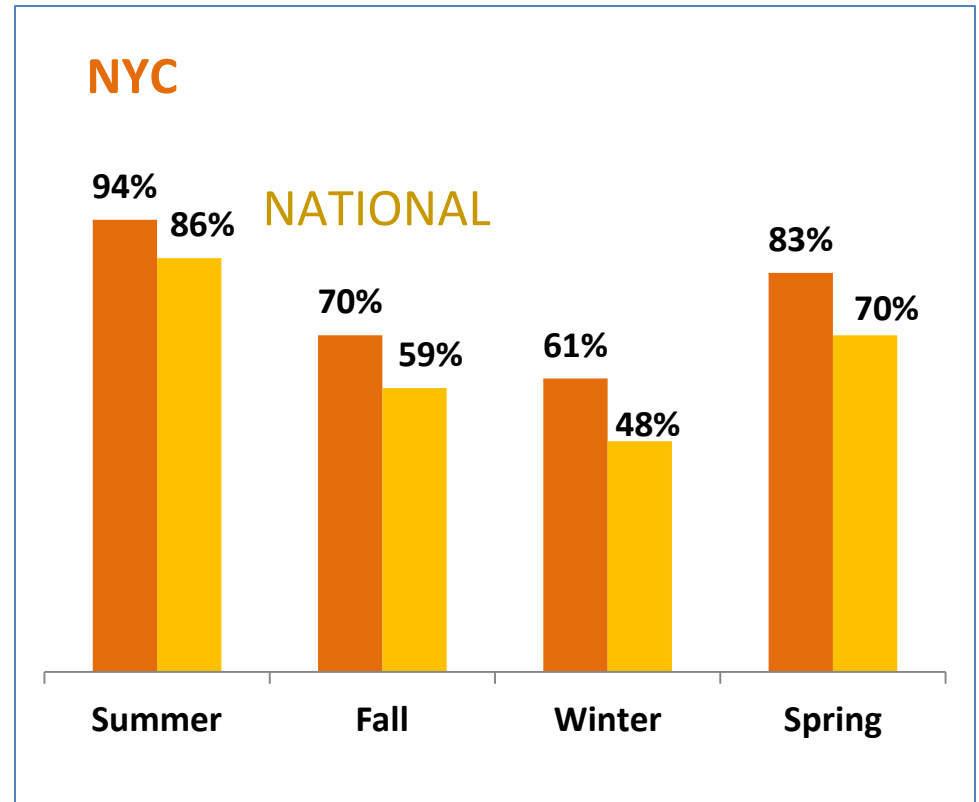
Sport/water-resistant sunscreen was preferred by a plurality of survey participants, followed closely by major brands (some of which may overlap with other categories).

22% preferred all-natural/organic sunscreen, and 13% had no preference.

National/Regional Comparisons

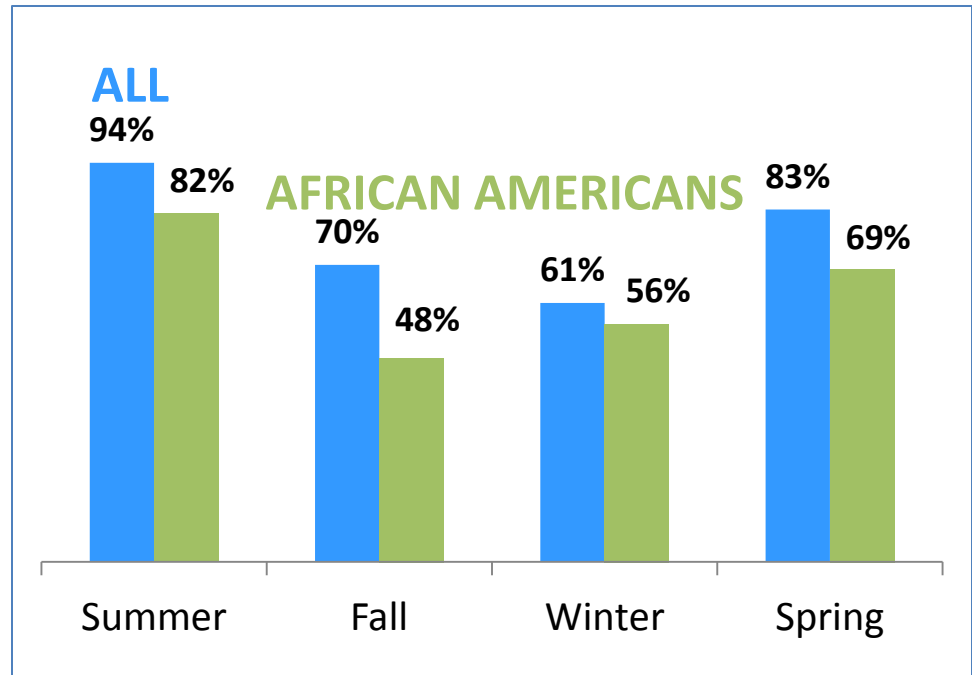
Sunscreen use is higher in all seasons in New York City than was reported in a recent national sunscreen study commissioned by IMPACT Melanoma (then the Melanoma Foundation of New England).

Almost all NYC survey participants report at least some sunscreen use in the summer.



National/Regional Comparisons

As in the national study, in NYC, African Americans report lower use of sunscreen in all seasons, although their seasonal usage approximates reported use in the national study across all races/ethnicities.

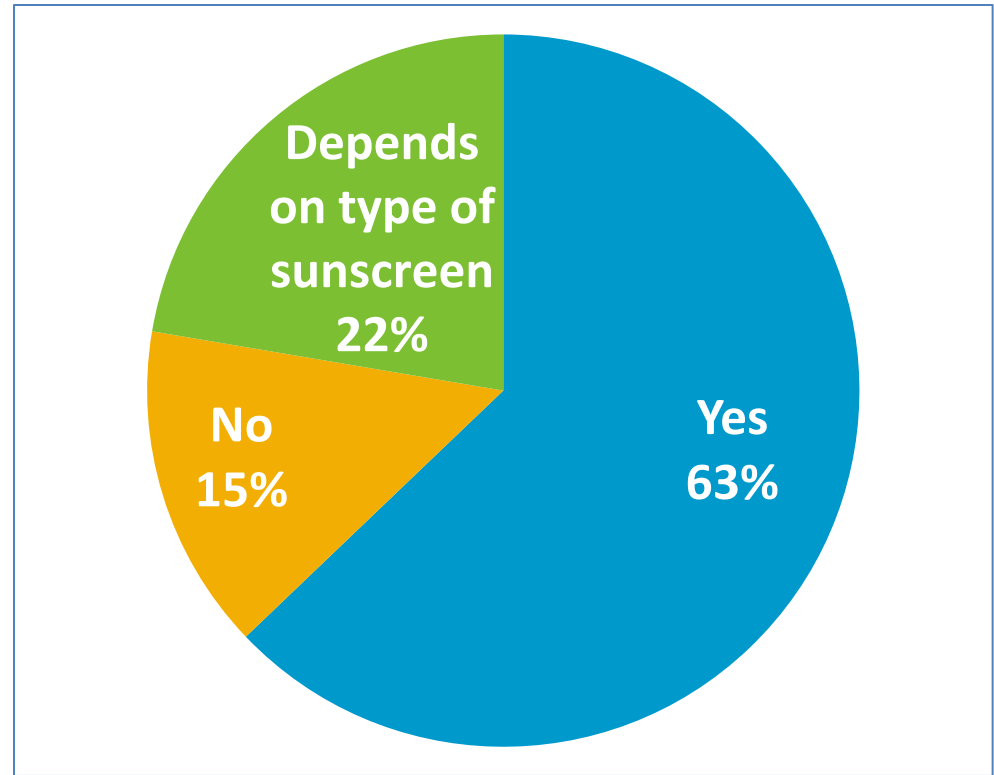


They were more likely than NYC survey participants overall (42% vs. 31%) to say they are “not that worried about sunburn,” and were the only group to say they did not need sunscreen as a reason they would not use public sunscreen dispensers, reinforcing the need for more education of the public that darker skin does not provide immunity from sunburn and melanoma.

Potential Use of Public Sunscreen Dispensers

63% say they would use free public sunscreen, and an additional 22% might if they like the type of sunscreen provided.

The 15% who would not use it cite hygiene concerns, general lack of trust in it, or a preference for their own sunscreen.



Even in summer, only 47% use sunscreen “Always or almost always.” With effective education and the ready availability of public sunscreen dispensers in highly trafficked outdoor areas, that percentage could be increased substantially.