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**Melanoma**  
**Research Alliance**

L'ORÉAL PARIS &  
MELANOMA RESEARCH  
ALLIANCE (MRA)

SAFE SUN SURVEY

NEWSWORTHY ANALYSIS

# SUNCARE STRUGGLES

Millions of American women continue to miss the mark on melanoma awareness and prevention.

The second annual L'Oréal Paris-MRA *It's THAT Worth It*™ Safe Sun Survey of 505 women reveals an urgent need for more education and awareness on melanoma, the deadliest form of skin cancer. Key findings include:

- For the second year, most American women grade themselves a C or lower on their skincare habits (52% vs. 54% in 2013).
- While people of all skin tones are at risk of melanoma, many African American women (36% vs. 39% in 2013) and Hispanic women (23% vs. 31% in 2013) continue to grade themselves a D or F in skincare.
- Far more women believe they merit an A grade when it comes to taking care of their teeth (50%) or eyes (31%) rather than taking care of their skin (21%).
- While 94 percent of women have heard of melanoma, and more than half of them believe it's a serious or potentially deadly condition, less than three in 10 know that they should be applying sunscreen all of the time, not just in the summer or when exposed to direct sunlight.
- Over half (51%) of American women only wear sunscreen when they know they'll be in the sun for a long time, putting themselves in danger of harmful sun exposure every time they go outside.

# Reaching for Rays

Women are falling short in sun protection.

1

**Off the Honor Roll.** Fewer than one in four (21%) American women give themselves an A for their sun care habits; over half (52%) feel they actually deserve a C or lower.

- *Women in the Midwest are least likely to award themselves an A for sun protection (13% vs. 22% of those in other regions).*

**Better Care Elsewhere.** Far more women believe they merit an A grade when it comes to taking care of their teeth (50%) or eyes (31%).

2

**21%** of American women give themselves an “A” in sun care.



3

**The Right Stuff.** Close to six in ten (59%) women know that they should wear sunscreen or products with sunscreen regularly, regardless of whether they reapply.

**Never Enough.** Yet, about half as many (30%) actually wear sunscreen on a regular basis – and more than one in two (51%) only do so when they know they'll be exposed to the sun for a while. This may explain the failing grades they're giving themselves.

- *Almost one in four (24%) women ages 50+ admit they rarely or never wear sunscreen, vs. 15 percent of 18-49 year-old women. Similarly, more non-parents than parents (22% vs. 12%) own up to this regular lack of protection.*
- *Nearly three in five (57%) Midwesterners only wear sunscreen when they know they'll be in the sun for a long time, compared to 50% of women in other parts of the country.*
- *Sticking to sunscreen only in the face of extended sun exposure is more common among women living in cities and suburbs than those in rural areas (54% vs. 44%).*

4

59% of women know they should wear sunscreen regularly...



Yet only 30% regularly wear sunscreen.



5

**Sporadic Use.** Clearly, women don't feel that sunscreen needs to be their constant companion. In fact, fewer than three in ten (26%) correctly note that they should be applying it 100 percent of the time.

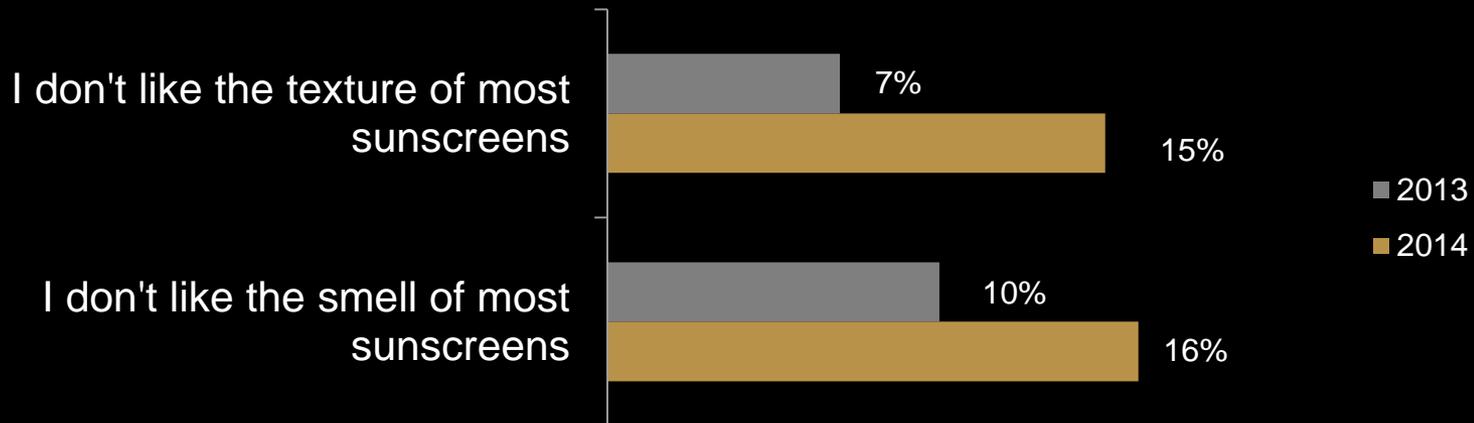
- *Again, women in the Midwest are falling short in their sun protection knowledge – they're least likely to assert that sunscreen should be worn at all times (21% vs. 27%).*

6

**Sunscreen Fears.** Perhaps some women are letting minor frustrations with sunscreen get in the way of their self-care, especially those who admit they don't like the smell (16%) or texture (15%) of most sunscreens, or the impact this product tends to have on the look of their skin (9%).

- *Since 2013\*, aversion to sunscreen's smell (10% vs. 16%) and texture (7% vs. 15%) has risen.*

7



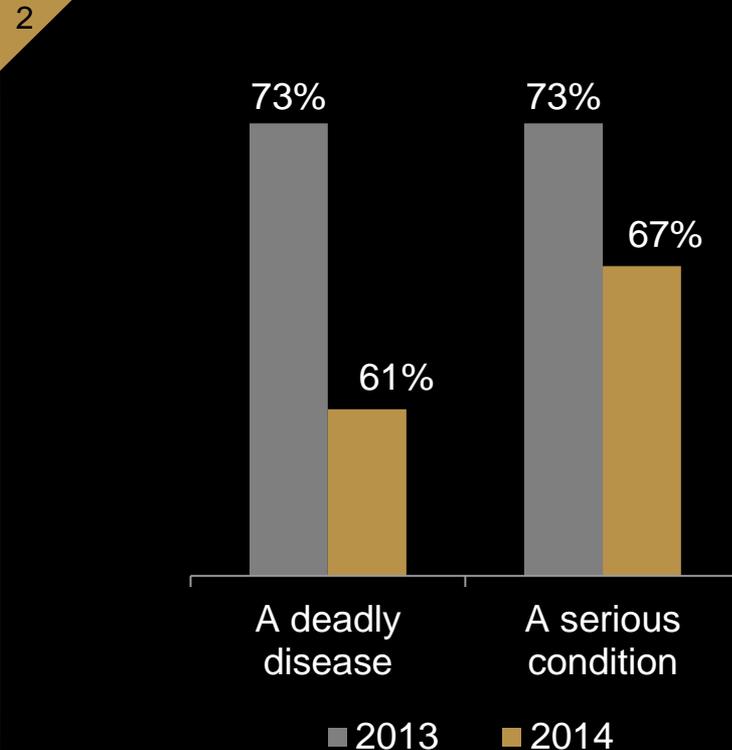
\*Survey conducted by Kelton April 4-10, 2013 among 513 nationally representative American women 18+

# Disease Doubt

Melanoma is still a mystery to most women...

**1** **Aware of the Threat.** Almost all (94%) of American women have heard of melanoma, and most of them believe that it's a serious condition (67%) and a potentially deadly disease (61%).

- *Since 2013, awareness that melanoma is serious (73% vs. 67%) and possibly fatal (73% vs. 61%) has gone down.*
- *More than twice as many 18-34 year-olds than 35+ women (10% vs. 4%) have never heard of melanoma.*



3

**Basic Information.** Ninety-five percent of women who have heard of melanoma also know that it first affects the skin.

**Missing Pieces.** But for many, the knowledge stops there:

- Of those who know about melanoma, far fewer women know that living in a sunny state or region (52%) or not reapplying sunscreen every two hours (50%) increase a person's chance of developing the disease.
  - *Fewer mothers than non-mothers (42% vs. 53%) know that a failure to reapply sunscreen every two hours could cause melanoma.*
- And less than half of women know that factors beyond their control, such as having freckles or moles (47%) or their skin color (45%) might make them more susceptible to melanoma.
  - *Again, mothers are less likely than non-mothers (38% vs. 51%) to cite freckles or moles as a gateway to melanoma.*

4

**Not for Me.** Despite their poor sun care habits, fewer than three in ten (29%) American women believe they could develop melanoma in their lifetimes. This might be because the condition is rarely on their radars:

- A minority (10%) report that a doctor has discussed this condition with them – which may be why so few (11%) think they could recognize melanoma on their own bodies.
- What's more, few women often proactively give themselves skin exams (28%) or see dermatologists on a regular basis (11%).
  - *More Caucasian women than those of other ethnicities (32% vs. 20%) give themselves skin exams often.*

# Skin Troubles

Millions of African-American women are ignoring the sun's dangerous rays.

1

**Total Fail.** Fewer than two in ten (17%) African-American women give themselves an A for their sun care habits; over six in ten (61%) feel they actually deserve a C or lower.

**Better Care Elsewhere.** Far more believe they merit an A grade when it comes to taking care of their teeth (60%) or eyes (38%).

2

**17%** of African-American women give themselves an "A" in sun care.



3

**Good Habit.** More than two in five (41%) African-American women believe that they should wear sunscreen or products with sunscreen regularly, regardless of whether they reapply.

**Lack of Care.** Yet, only one in four (25%) actually wear sunscreen on a regular basis – and far more (36%) rarely or never wear it at all. This may explain the failing grades they're giving themselves.

- *Forty-five percent of the 50+ group admits they rarely or never wear sunscreen, vs. 31 percent of 18-49 year-olds.*

4

**Infrequent Need.** It seems that sunscreen just isn't a priority for African-American women – only one in five (20%) are aware that it should really be worn 100 percent of the time.

- *Far fewer 18-34 year-olds than those who are 35+ (9% vs. 27%) know this fact.*

5

41% of African-American believe they should wear sunscreen regularly...



But 36% rarely or never wear it.



# Back Burner

Melanoma isn't a big concern for most African-American women.

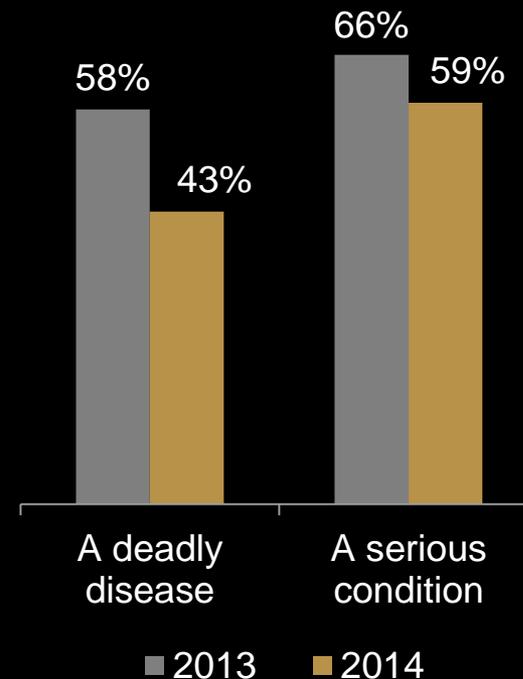
1

**On the Radar.** Close to nine in ten (88%) African-American women have heard of melanoma, and most of them believe that it's a serious condition (59%). Yet, fewer than half (43%) would describe it as a potentially deadly disease. What's more, this kind of awareness has gone down since 2013.

- *More than half (54%) of 50+ African-American women believe melanoma could be terminal, vs. 36 percent of 18-49 year-olds.*

2

Melanoma is...



3

**Just the Facts.** **Ninety percent** of African-American women who have heard of melanoma also know that it first affects the skin.

**Lack of Learning.** But for many, the knowledge stops there:

- Of those who know about melanoma, fewer than four in ten know that living in a sunny state or region (36%) or not reapplying sunscreen every two hours (38%) increase a person's chance of developing the disease.
- Similarly, a minority know that factors beyond their control, such as having freckles or moles (36%) or their race (44%) might make them more susceptible to melanoma.
  - Far fewer 18-34 year-olds than those who are 35+ (26% vs. 42%) know about the relationship between freckles/moles and melanoma.

4

**Carefree About the Condition.** Despite their poor sun care attitudes and habits, only seven percent of African-American women believe it's possible for them to ever develop melanoma.

**Lack of Talking.** Perhaps this is partly because so few are getting any information about it – just five percent report that a doctor has talked to them about this condition.

5

**Missing the Tools.** It follows, then, that fewer than one in five (12%) are confident they could recognize melanoma on their own bodies.

**Delinquent Actions.** There are certainly more proactive measures that African-American women could take to educate themselves – right now, a minority self-administer skin exams (18%) or see dermatologists on a regular basis (8%).

# Falling Short

Hispanic women aren't doing their best at protecting themselves from the sun.

1

**Not Good Enough.** Fewer than one in four (22%) Hispanic women give themselves an A for their sun care habits; one in two (50%) feel they actually deserve a C or lower.

- *More than half (53%) of 18-34 year-olds think they earn a C at best for sun care, compared to 44 percent of their 35+ elders.*

**Making Better Marks.** More women believe they merit an A grade when it comes to taking care of their teeth (48%) or eyes (29%).

2

**22%** of Hispanic women give themselves an "A" in sun care.



3

**Do the Right Thing.** Almost six in ten (58%) Hispanic women believe that they should wear sunscreen or products with sunscreen regularly, regardless of whether they reapply.

**Below Their Standards.** Yet, fewer than four in ten (35%) actually wear sunscreen on a regular basis – and far more (52%) only wear it when they'll be out in the sun for a long time. This may explain the failing grades they're giving themselves.

4

**Not all the Time.** It seems that sunscreen just isn't a priority for Hispanic women – less than a quarter (23%) are aware that it should really be worn 100 percent of the time.

**Not My Favorite.** For some Hispanic women, dislike of superficial factors like the smell (18%), texture (14%) and look (12%) of most sunscreens may be turning them off.

5

**58%** of Hispanic woman believe they should wear sunscreen regularly...



But only **35%** do so.



# Low Concern

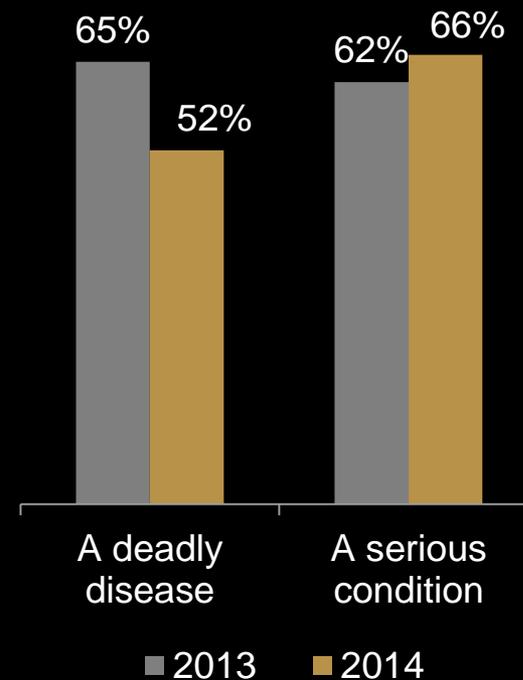
Hispanic women don't seem to be worried about melanoma.

1

**Basic Awareness.** Close to nine in ten (85%) Hispanic women have heard of melanoma, and most of them believe that it's a serious condition (62%) and a potentially deadly disease (52%). However, more Hispanics in 2013 (65%) believed that melanoma could be fatal.

2

Melanoma is...



3

**Initial Impact.** *Ninety-two* percent of Hispanic women who have heard of melanoma also know that it first affects the skin.

**Absent Information.** But for many, the knowledge stops there:

- Of those who know about melanoma, fewer than half know that living in a sunny state or region (44%) or not reapplying sunscreen every two hours (41%) increase a person's chance of developing the disease.
- Similarly, a minority know that factors beyond their control, such as having freckles or moles (45%) or their race (44%) might make them more susceptible to melanoma.
  - Fewer 18-34 year-olds than those who are 35+ (39% vs. 49%) know about the relationship between skin color and melanoma.

4

**Exempt from the Disease.** Despite their poor sun care attitudes and habits, less than two in ten (17%) Hispanic women think that melanoma is in their future.

**Unclear Conversations.** Perhaps this is partly because so few are getting any warnings about it – just six percent report that a doctor has talked to them about this condition.

5

**Unequipped to Investigate.** It follows, then, that fewer than one in five (12%) are confident they could recognize melanoma on their own bodies.

**Could Be Doing More.** There are certainly more proactive measures that Hispanic women could take to educate themselves – right now, a minority self-administer skin exams (20%) or see dermatologists on a regular basis (11%).

# Sample

505 Nationally Representative American Women Ages 18 and Over (4.4 Margin of Error)

311 Hispanic Women Ages 18 and Over (5.6 Margin of Error)

311 African-American Women Ages 18 and Over (5.6 Margin of Error)

About The Survey The L'Oréal Paris/MRA "It's That Worth It" Safe Sun Survey was conducted between April 3<sup>rd</sup> and April 9<sup>th</sup>, 2014 using an e-mail invitation and an online survey, among 987 women: 505 nationally representative American women ages 18 and over, with an oversampling to reach 311 Hispanic women ages 18 and over, and 311 African-American women ages 18 and over.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

For the sample of nationally representative women, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for Hispanic women is 5.6 percentage points; the margin of error for African-American women is 5.6 percentage points. For all samples, the margin of error for any subgroups will be slightly higher. For the samples of Hispanic women and African-American women, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 5.6 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. In all surveys, The margin of error for any subgroups will be slightly higher.

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