



The sun habits of the Danish population on holidays abroad in sunny destinations in 2012

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Summary

This report provides an overview of the sun habits of the Danish population on holidays abroad in sunny destinations in 2012. The report is based on an online survey completed by 4,016 Danes aged 15-64. The survey was carried out in September 2012 and is nationally representative in terms of sex, age and region. The aim of the report is to give the general public – including politicians and the press – an outline of the sun habits of Danes on holidays abroad in the sun in 2012.

The Danish sun safety campaign has documented the sun habits of the Danes on holidays in the sun each year since 2007. However, in 2012 there were some significant changes to the way the questions were phrased, which makes it impossible to look at the development in the sun habits of the Danes on holidays in sunny destinations.

Danes on holidays in the sun

43% of Danes aged 15-64 have been on a holiday in the sun in the past 12 months.

The majority went on their most recent holiday in the sun in July 2012, and the most popular destinations were Greece and Spain (not including the Canary Islands).

Sunbathing on holidays in the sun

18% of those aged 15-64 who have been on a holiday in the sun during the previous 12 months took every opportunity to sunbathe and 43% often sunbathed on their most recent holiday in the sun. In particular, women and those aged 15-34 and 35-49 took every opportunity to sunbathe or often sunbathed.

Use of sun safety advice on holidays in the sun

The sun safety advice given by the Danish Cancer Society and TrygFonden's sun safety campaign about seeking shade, wearing sunhats and/or clothes to cover up and using sunscreen is particularly followed during the middle of the day between noon and 3 p.m. on holidays in the sun. Among those aged 15-64 the sun safety advice is followed as shown below:

- 40% seek shade/are inside every day between noon and 3 p.m. on holidays in the sun
- 15% wear a sunhat every day between noon and 3 p.m. on holidays in the sun
- 13% wear clothes to cover up every day between noon and 3 p.m. on holidays in the sun
- 72% use sunscreen every day between noon and 3 p.m. on holidays in the sun.

Danes aged 15-64 who go on holidays in the sun are generally good at making use of shade at their holiday destinations if it is available. However, there are many holiday destinations where shade is not accessible. For example, only 32% of respondents stated that it was to a large or a very large degree possible to seek shade on public beaches on their most recent holiday abroad in the sun.

Sunburn on holidays in the sun

27% of those aged 15-64 who had been on a holiday to a sunny destination in the past 12 months had been sunburnt while on holiday. In particular, young people aged 15-45, those without children and those with a low level of household income were sunburnt while on holiday.

There is an association between sunbathing on a holiday in the sun and the risk of sunburn while on holiday. Among respondents who stated that they had taken every opportunity to sunbathe or often sunbathed while on holiday in a sunny destination, 30% stated that they had been sunburnt on their holiday. In comparison, only 8% of the respondents who did not sunbathe while on holiday stated that they had been sunburnt on their holiday.

A link has also been found between the use of the sun safety advice about seeking shade and wearing a sunhat while on holiday and the risk of sunburn on holiday. The respondents who had followed the advice about seeking shade and wearing a sunhat every day between noon and 3 p.m. on their most recent holiday in the sun were less sunburnt than those who followed the sun safety advice less frequently than every day (half of the time, more infrequently or not at all).

Danes who get sunburnt on holiday are sunburnt in particular when they sunbathe on the beach or by the pool.

Children's sun habits on holiday in the sun

45% of parents of children aged 0-17 stated that their child had been on a holiday in the sun in the past year. 32% stated that the child had been on a holiday in the sun with them.

Parents of children aged 12-17 were asked about their children's sunbathing on their most recent holiday in the sun where the children were holidaying with their parents. According to the parents, 13% of those aged 12-17 took every opportunity to sunbathe while 43% often sunbathed.

Parents of children aged 0-11 were asked about their children's use of the sun safety advice on their most recent holiday in the sun where the children were holidaying with the parents. According to the parents, 54% of children aged 0-11 sought shade or were inside, 42% wore a sunhat, 36% wore clothes to cover up and 90% used sunscreen every day between noon and 3 p.m.

The proportion of children who were sunburnt on a holiday in the sun increases with age. Among children aged 0-5, only 4% were sunburnt; among children aged 6-11, 13% were sunburnt; among children aged 12-14, 17% were sunburnt; while 27% of those aged 15-17 were sunburnt on their most recent holiday in the sun with their parents.