



Sunbed habits of the Danes 2010

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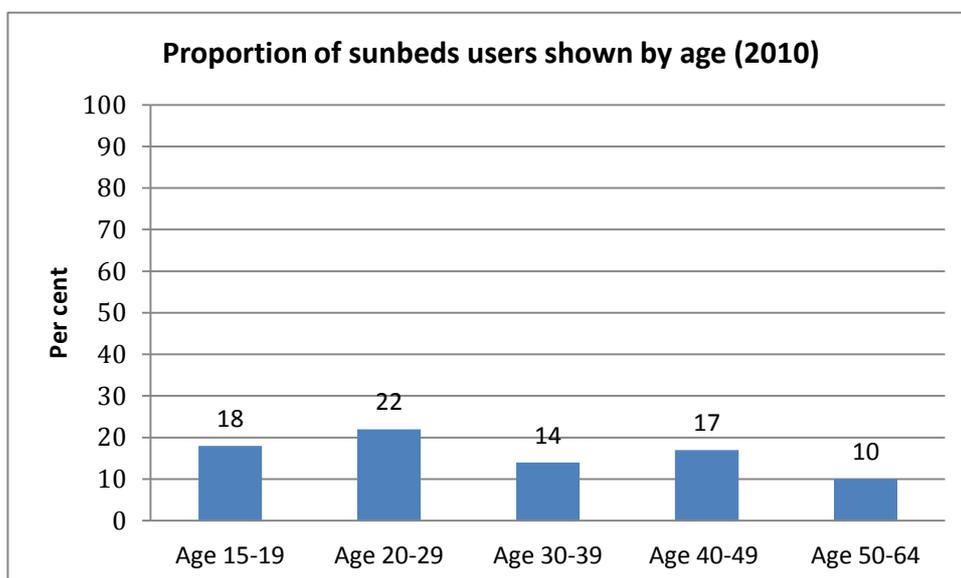
Summary

This report examines the sunbed habits of the Danish population in 2010. The report is based on the results of a representative survey of 4,156 respondents aged between 15 and 64 years of age¹. The survey was carried out in September 2010. In the survey, the respondents were asked about subjects that included their sunbed habits, their reasons for using sunbeds, and their attitude towards a sunbed ban². The report also presents developments in the sunbed habits of the Danish population based on comparable surveys carried out since 2006. The main results of the report are described in the sections below.

Use of sunbeds

A total of one sixth of the respondents aged 15-64 (15%) had used a sunbed in the past 12 months, while 7% use a sunbed at least once a month. The proportion of sunbed users is highest among women (19%) and among respondents aged 20-29 (22%).

Figure 1. Proportion of sunbed users³ shown by age



¹ The survey was representative in terms of sex, age and geographical location (region). However, 15-19 year old men from Region Zealand, Region Mid-Jutland and Region North Jutland were underrepresented in relation to Statistics Denmark.

² The survey also asked respondents about their habits in the sun during the Danish summer and when on sunshine holidays abroad. This part of the survey is described in the reports 'The Danish Sun Survey 2010' and 'Sun Habits of the Danes on Sunshine Holidays 2010', published on the campaign website www.skrunedforsolen.dk

³ Proportion stating they had used a sunbed in the past 12 months.

Developments in sunbed use

The report shows that sunbed use has fallen among 15-39 year olds in the period between 2006 and 2010. In particular, it has decreased among the youngest respondents. For example, in 2006 half of 15-19 year olds (50%) had used a sunbed in the past 12 months. This figure can be compared with a third (33%) in 2009 and a fifth (18%) in 2010.

Furthermore, the survey shows that the proportion of young people aged 15-19 who have never used a sunbed has risen from 46% in 2009 to 65% in 2010.

Sunbed debut age

The survey shows that in 2010 8% of sunbed users were aged 8-13 when they started using sunbeds, while the largest proportion of sunbed users (47%) started using sunbeds aged 14-19. Young people especially state a low debut age for using sunbeds. 29% of 15-19 year olds responded that they were aged 8-13 the first time they used a sunbed compared with 13% of 30-39 year olds and 6% of 40-49 year olds.

The survey also shows that young people aged 15-19 start using sunbeds later today than they did in 2007. In 2007, 45% of 15-19 year old respondents stated that they were aged 8-13 the first time they used a sunbed compared with 29% in 2010.

Sunburn and sunbeds

Half of respondents aged 15-64 (48%) who had used a sunbed stated that they had on one occasion experienced sunburn from sunbed use and 13% had experienced sunburn on more than one occasion.

Reasons for using sunbeds

The most common reasons for using sunbeds are cosmetic: "Getting a tan" (55%) and "to avoid being pale" (52%). In addition, 37% of the respondents aged 15-64 state that they used a sunbed to get ready for a holiday while 12% used sunbeds as a source of vitamin D. Young people in particular state cosmetic reasons for using a sunbed while older people are more likely to use sunbeds to prepare for a holiday.

Parental habits and attitudes affect their children's sunbed habits

Three quarters of parents (75%) state that their oldest child aged under 18 is not allowed to use sunbeds. In particular, parents with children aged under 13 are against their children using sunbeds (89%).

The report shows that parents' use of sunbeds significantly influences their attitude towards sunbeds and their children's use of sunbeds. Almost half of the parents who use sunbeds themselves (48%) do not see a problem with their oldest child aged 13-18 using a sunbed. This can be compared with a figure of 15% for parents who had not used sunbeds in the past

12 months. Likewise 39% of sunbed-using parents state that their oldest child aged 13-18 has used a sunbed compared with 10% of parents who had not used a sunbed in the past 12 months.

Awareness of the Danish “Turn off the sunbed” campaign

One third of the survey respondents (33%) state that they had heard or seen the message “Turn off the sunbed – avoid using a sunbed” from the “Turn off the sunbed” campaign. In particular, women (40%) and those aged 15-19 (61%) – the primary target groups for the media campaign – were highly aware of the campaign message. The report also shows that awareness of the message has risen from 13% in 2006 to 18% in 2008 and 33% in 2010.

Support for a sunbed ban

Almost six out of ten of those aged 15-64 (58%) now believe that young people under 18 years old should be banned from using sunbeds. Less than a quarter (22%) are against a ban. Support for a ban on sunbeds has risen in the campaign period – from 38% in 2007 to 58% in 2010. In particular, women (62% compared with 54% of men) and non-sunbed users (60% compared with 44% of sunbed users) and the older age groups support a ban on sunbeds.