



The sun habits of the Danish population on holidays abroad in sunny destinations in 2014

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Summary

There is a well-documented link between UV radiation and skin cancer. The greater the levels of UV radiation to which a person is exposed, and the more sunburn they experience, the greater their risk of developing skin cancer. UV radiation on holidays abroad in the sun is often more powerful than in Denmark, which makes it especially important to protect against the sun when abroad on holiday in a sunny destination.

This report summarises the sun habits of the Danes on holiday abroad in sunny destinations in 2014. The report is based on an online survey of 2,047 Danes aged 15-64. The survey was carried out in September 2014 and is nationally representative¹ in terms of gender, age and region.

Danes on holidays in sunny destinations 2014

Within the past 12 months (September 2013-September 2014), 40% of Danes aged 15-64 have been on holiday abroad to a sunny destination. This is the same proportion as in 2012 and 2013.

Sunbathing on holiday

The majority of Danes who go on holiday to a sunny destination sunbathe on their holiday. Women in particular sunbathe while on holiday. This has not changed from 2013 to 2014.

Sun protection on holiday in the sun

Over 90% of Danes believe that it is both important and easy to protect themselves and their children against the sun while on holiday in a sunny destination to avoid sunburn. Sunscreen is still the most widespread way of protecting against the sun's rays, followed by seeking shade to protect against the sun. In 2014 more Danes used clothing and sunscreen to protect against the sun compared with 2013. From 2013 to 2014, there has been no change in relation to the number of Danes seeking shade or using a sunhat as protection against the sun.

¹ Random sample of 2,047 people is representative meaning it reflects the demography of the Danish population. In other words, the study's proportion of men of a certain age in a certain region in the study corresponds with the proportion of men of a certain age in that region of Denmark.

Sunburn on holiday in the sun

Over a quarter of Danes (27%) who have been on holiday abroad to a sunny destination in the past year state that they were sunburned on their holiday. More men than women were sunburned. More people in the younger age groups than those in the older age groups state that they were sunburned on holiday in the sun. There is no difference in the proportion who were sunburned on holiday in the sun in 2013 and in 2014.

Children's sun habits when on holiday at sunny destinations

Parents who have been on holiday to a sunny destination with their child within the past year were asked a number of questions regarding their child's sun habits while on holiday. Among parents with children aged 12-17, 52% state that their child took every opportunity to sunbathe or sunbathed often. More girls than boys sunbathed on holiday in the sun. Among parents of children aged 0-17, over 90% state that sunscreen was used 'always or often', while 29% of the children were 'always or often' in the shade.

According to the parents, 10% of children were sunburned while on holiday in the sun. In particular, young people aged 12-17 were often sunburned. In the period from 2013 to 2014, there was a reduction in the proportion of children and young people who were sunburned on holiday in the sun. This reduction can be seen in the age group 12-17.