



The sun habits of the Danish population on holidays abroad in sunny destinations in 2013

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Summary

There is a well-documented link between UV radiation and the development of skin cancer and malignant melanoma. As the skin is exposed to more UV radiation and becomes sunburnt, the risk of developing skin cancer and malignant melanoma increases. Levels of UV radiation on holidays abroad in sunny destinations are often higher than in Denmark, which makes sun protection even more important when abroad.

This report summarises the sun habits of the Danish population on holidays abroad in sunny destinations in 2013. It is based on an online survey carried out among 4,022 Danes aged between 15 and 64. The survey was carried out in September 2013 and is nationally representative in terms of gender, age and region.

Danes on holidays in sunny destinations 2013

Within the past 12 months, almost half (43%) of Danes aged 15-64 have been on holiday abroad to a sunny destination (September 2012- September 2013). This is the same proportion as in 2012.

Sunbathing on holiday

The vast majority of Danes who go on holiday to a sunny destination sunbathe (87%). Sunbathing is especially widespread among women and young people. The proportion of people who sunbathe on this kind of holiday has not changed from 2012 to 2013.

Sun protection on holiday in the sun

Most Danes (85-97%) believe that it is both important and easy to protect themselves and their children against the sun while on holiday in a sunny destination.

In particular, sunscreen is used to protect against the sun. Seeking shade is the second choice of sun protection at all times of the day. Danes experience that they can to a large degree seek shade at outdoor restaurants and cafes when on holiday in a sunny destination. Far fewer find that there is shade available on public beaches.

Sunburn on holiday in the sun

Almost one in three (30%) of Danes who have been on holiday to a sunny destination within the past year state that they were sunburnt while on holiday. Young people in particular get sunburnt while on holiday in the sun. From 2012 to 2013 the proportion of Danes who were sunburnt on holiday in a sunny destination rose from 27% to 30%. On this type of holiday, Danes are primarily sunburnt on the beach or by the pool.

According to the respondents, the primary cause of sunburn is that they forget to protect themselves against the sun.

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 whilst on holiday. Among parents with children aged 12-17, 15% state that their child took every opportunity to sunbathe while on holiday in a sunny destination. In particular, *girls* aged 12-17 sunbathed while on this kind of holiday.

Parents of children aged 0-11 were asked about their child's use of sun protection. Sunscreen is the most widely used form of sun protection among those aged 0-11, and parents protect their child against the sun especially during the middle of the day between 12 and 3 pm, when the sun is strongest.

18% of parents of children aged 0-17 state that their child was sunburnt on holiday in a sunny destination. Far more young people aged 12-17 were sunburnt compared with the 0-11 age group (28% compared with 7%).