



## Sun Survey 2012

A survey of the sun habits of the Danish population in Denmark during the summer of 2012.

Full report published in Danish by the Danish Cancer Society and TrygFonden, June 2013.

Danish title: "Danskernes solvaner i den danske sommer 2012 – en kortlægning"

### Summary

This report gives an overview of the sun habits of adults aged 15-65 and children aged 5-14 during the summer of 2012 in Denmark. The report is based on two national representative surveys carried out among 1,026 children aged 5-14 and 2,195 adults aged 15-64 respectively. Children aged 5-14 and adults aged 15-64 without children were asked about their own habits in the sun. Adults aged 15-64 with children were asked about their own habits in the sun, as well as the habits of their children aged 0-17. Where possible and relevant, developments in the sun habits of the Danish population are shown over the period 2007 to 2012.

### Sun habits of adult Danes aged 15-64 during the summer in Denmark

#### Spending time in the sun during the summer in Denmark

76 % of Danes aged 15-64 spent more than half an hour in the sun between noon and 3 pm on days off during the summer in Denmark 2012. By far the majority of Danes are therefore in the sun in the middle of the day on days off for long enough to make sun protection necessary.

#### Danes' awareness and use of the sun safety advice

Over half of Danes aged 15-64 (54 %) could remember unprompted at least one of the three pieces of sun safety advice from the sun safety campaign<sup>1</sup> (shade/siesta, sunhat/clothes and sunscreen). According to the sun safety campaign, the sun safety advice should be prioritised so that shade/siesta is the most important, followed by sunhat/clothes and then sunscreen. However, only one in five (21 %) knew that the sun safety advice should be prioritised. Among those who knew that the sun safety advice should be prioritised, 62 % stated correctly that shade is the most important piece of advice, while 10 % thought that sunhat was the most important and 24 % thought that sunscreen was the most important.

Sunscreen was the most widely followed piece of sun safety advice among those aged 15-64. More women than men follow the sun safety advice regarding shade and sunscreen, while men are more likely than women to follow the sun safety advice on sunhats and covering up with clothes. Respondents with delicate skin (skin type 1<sup>2</sup>) are more likely to follow all the sun safety advice than respondents with less delicate skin (skin type 2 and skin type 3+).

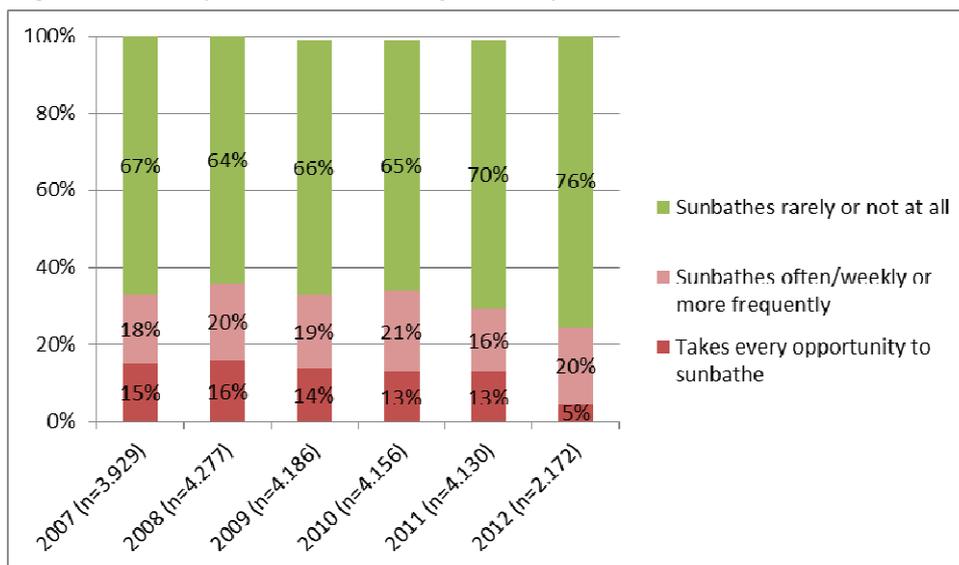
<sup>1</sup> The sun safety campaign is a partnership between the Danish Cancer Society and TrygFonden, a Danish foundation. The campaign has existed since 2007.

<sup>2</sup> The concept of skin types is defined and explained in the section on definitions in Chapter 1.

## Sunbathing

Six out of ten of those aged 15-64 (60 %) sunbathe once in a while, when they have time off and the sun is shining in Denmark. However, only 5 % stated that they take every opportunity to sunbathe and 20 % stated that they often sunbathe. The proportion of Danes who take every opportunity to sunbathe during the summer in Denmark has fallen from 16 % in 2008 to 5 % in 2012 (see figure 1). In particular, Danes sunbathe because they find it relaxing, because they think a tan looks good and because they enjoy it.

**Figure 1. Development in sunbathing habits of the Danes 2007-2012<sup>3</sup>**



## Sunburn and other negative consequences of being in the sun

The proportion of Danes aged 15-64 who get sunburnt in Denmark has fallen from 30 % in 2011 to 24 % in 2012. In particular, Danes get sunburnt while in the garden when they are not gardening (this was stated by 41 % of those who were sunburnt in Denmark). Sunburn is not the only inconvenience experienced by Danes in the sun. Almost half of Danes aged 15-64 (45 %) had experienced negative consequences other than sunburn after having spent time in the sun during the past 12 months.

## Attitudes towards pale and deeply tanned skin

Only few people connected not being tanned with something negative: 14 % thought it signalled that a person looks ill and 8 % stated that it signalled that a person looks tired.

Only few people connected being deeply tanned with something positive: 16 % believed that it signalled that a person is active and 6 % stated that it signalled a person is healthy.

<sup>3</sup> Due to rounding off, there are several columns that do not amount exactly to 100 %.

## **Sun habits of children and young people during the summer in Denmark (aged 0-17)**

### **Time spent in the sun by children and young people – according to their parents**

Among parents who knew how long their child spent in the sun in the middle of the day, 64 % stated that their child aged 0-17 spent more than 30 minutes in the sun on days off between noon and 3 pm. In particular, children aged over five spent more than 30 minutes in the sun.

### **Use of sun safety advice by children and young people**

According to parents, sunscreen was the piece of sun safety advice that was most often followed by children and young people aged 0-17:

- 50 % use sunscreen every day between noon and 3 pm
- 29 % seek shade every day between noon and 3 pm
- 25 % wear a sunhat every day between noon and 3 pm
- 25 % cover up with clothes every day between noon and 3 pm

Children aged 5-14 also stated that sunscreen was the piece of sun safety advice they most often followed:

- 73 % usually use sunscreen
- 18 % are usually in the shade
- 16 % usually cover up with clothes
- 13 % usually wear a sunhat

Children aged 5-14 are specially reminded about sun protection by their parents.

### **Sunbathing among children and young people**

According to the parents, 58 % of young people aged 12-17 sunbathed during the summer of 2012.

However, only 1 % took every opportunity to sunbathe and 17 % often sunbathed.

### **Sunburn among children and young people**

According to the parents, 10 % of children and young people aged 0-17 were sunburnt in Denmark during the period September 2011 to September 2012. When children aged 5-14 were asked, 12 % of them stated that they had been sunburnt in Denmark during the summer 2012 (either in their free time, at school or at their after-school club).