



## Sun Survey 2011

A survey of the sun habits of the Danish population in Denmark during the summer of 2011.

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### Summary

This report gives an overview of the sun habits of the Danish population in Denmark during the summer of 2011. It is based on the responses to an online survey given by 4,130 Danes aged 15-64. The data is representative in terms of sex, age and region and was gathered in September 2011.

### Awareness of the campaign "Reduce your sun between 12 and 3 pm"

Three out of four Danes (75%) have seen or heard the campaign slogan "Reduce your sun between 12 and 3pm". Awareness of the campaign slogan has been high during the entire campaign period between 2007 and 2011. In particular, women (86%) and those aged 15-19 (81%) have heard the slogan.

Almost half of all Danes (46%) know at least three of the campaign's four pieces of sun safety advice (Siesta, Sunhat, Sunscreen and Turn off the sunbed). In particular, women (59%), 15-19 year-olds (65%) and people from the Greater Copenhagen region (51%) are aware of the sun safety advice from the campaign.

### Outdoor activities in the Danish summer 2011

Seven out of ten Danes (70%) spend more than 30 minutes outside in the Danish sun between noon and 3 pm on days off when the sun is shining. In particular, men (73%) and those aged 15-19 (82%) are in the sun for more than 30 minutes between noon and 3pm on sunny days. During the campaign period between 2007 and 2011, there has been a slight increase in the proportion of people who are outdoors for more than 30 minutes between noon and 3pm from 66% to 70%.

### Sunbathing

Three out of ten Danes (29%) sunbathe (i.e. spend time in the sun to become tanned) once a week or more often on days off if the sun is shining. Sunbathing is most widespread among women (37%), those aged 15-19 (42%) and in the central Jutland region (33%). In particular, girls aged 15-19 sunbathe once a week or more often (50%).

The most common reasons for sunbathing are 1) To get a tan, 2) It is nice and 3) To get vitamin D. Over half of those who sunbathe do so for more than half an hour between noon and 3pm on days off if the sun is shining.

The proportion of Danes who take every opportunity to sunbathe has fallen from 16% in 2008 to 13% in 2011. In particular, women and those aged 15-19 sunbathe less than before.

## **Sun safety advice**

Half of all Danes (50%) often or sometimes follow three or four of the following pieces of sun safety advice: 1) Seek shade 2) Wear a sunhat, 3) Wear clothes that cover your body, upper arms and thighs and 4) Use sunscreen.

Eight out of ten Danes (80%) often or sometimes seek shade, mostly women (84%) and those aged 50-64 (84%). Three out of ten Danes (30%) often or sometimes wear a sunhat, mostly men (38%) and those aged 50-64 (84%). Six out of ten Danes (61%) often or sometimes wear clothes to cover up, mostly men (63%) and those aged 30-39 (68%). Seven out of ten Danes (70%) often or sometimes use sunscreen.

Following an increase between 2007 and 2010 in the number of Danes who follow these pieces of sun safety advice, this figure has fallen from 2010 to 2011.

## **Sunburn**

Three out of ten Danes (30%) were sunburnt in Denmark during the summer of 2011. In particular, young women aged 15-19 experienced sunburn (51%). More Danes were sunburnt in Denmark during the months of June and July (43% and 41%) than during the other months.

Many different situations lead to sunburn for Danes. The majority of sunburn was caused by working in the garden, at outdoor events and at the beach in Denmark.

The total proportion of Danes who experienced sunburn during the summer of 2011 (in Denmark, on sunny vacations etc.) is 42%. The number of sunburn incidences increased from 33% in 2007 to 44% in 2008, but between 2008 and 2011 has remained at a constant level. The number of Danish women who have been sunburnt has fallen from 48% in 2008 to 43% in 2011. The number of 15-19 year-olds who have been sunburnt has fallen from 74% in 2010 to 62% in 2011.

## **Sun habits of children in the Danish summer 2011**

Six out of ten children aged between 0-11 (61%) were in the sun for more than half an hour between noon and 3pm on sunny days off during the summer 2011. One in nine children aged between 0-11 (12%) experienced sunburn during the Danish summer in connection with leisure activities, holidays or similar.

One in five young people aged 12-17 (20%) sunbathed once a week or more often. Three quarters (75%) of young people aged 12-17 who sunbathed did so between noon and 3pm when the sun is at its most powerful.

### **Attitudes towards pale and deeply tanned skin**

The majority of Danes believe that pale skin signals that the person: 1) spends a great deal of time indoors, 2) is natural and 3) looks after his or her skin. Over a third of Danes (35%) do not believe that being pale sends any signals. Women are more positively inclined towards pale skin than men. Young people in particular believe that being pale sends out signals.

The majority of Danes believe that deeply tanned skin signals that the person 1) prioritises his or her appearance over his or her health 2) has an artificial appearance and 3) is not interested in his or her skin. One in five Danes (20%) do not think that being deeply tanned sends out any signals. More women than men believe that being deeply tanned says something about the person's appearance. Young people in particular think that having deeply tanned skin sends out signals.