



The sun habits of the Danish population on holidays in sunny destinations in 2011

Full report published in Danish by the Danish Cancer Society and TrygFonden, February 2012.

Danish title: *Danskernes solvaner på solferie 2011– en kortlægning*

Summary

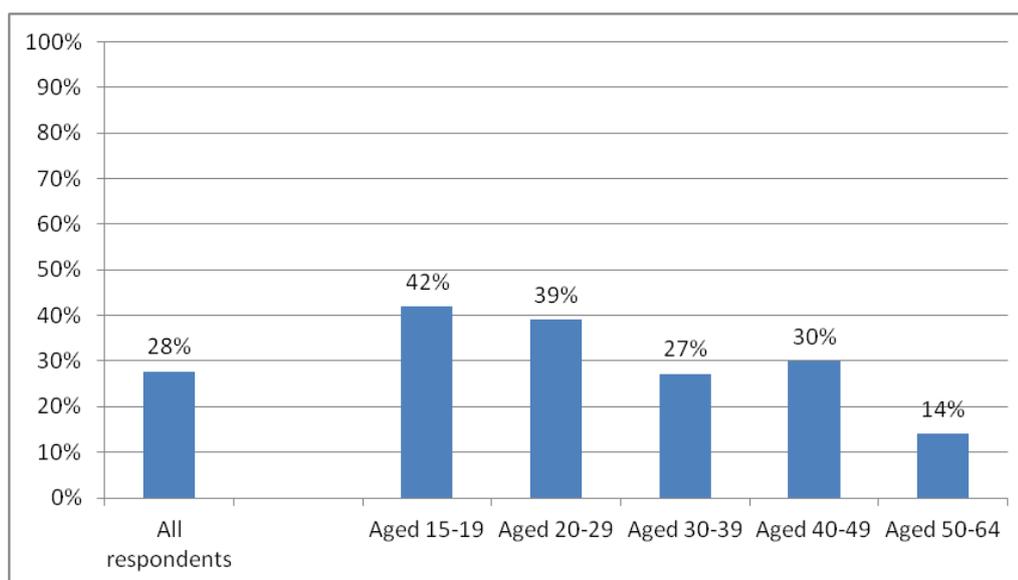
This report provides an overview of the sun habits of the Danish population on holidays in sunny destinations in 2011. The summary is based on data from a representative survey of 4,130 Danes aged 15-64 carried out in September 2011.

In 2011 almost half of all Danes aged 15-64 went on holiday to a sunny destination (43%). In particular, people with a high level of household income, people with a high level of education, people in a relationship and people from the Greater Copenhagen area go on this type of holiday. Those who went on holidays in the sun also used sunbeds more often than those who did not (17% versus 10%). The reason often cited for this is preparation for the holiday.

Sunburn

More than one in four of the respondents (28%) who had been on holiday to a sunny destination stated that they had been sunburnt while on holiday. Young people in particular get sunburnt. Among those aged 15-19, 42% stated that they had been sunburnt on holiday compared with 14% of those aged 50-64.

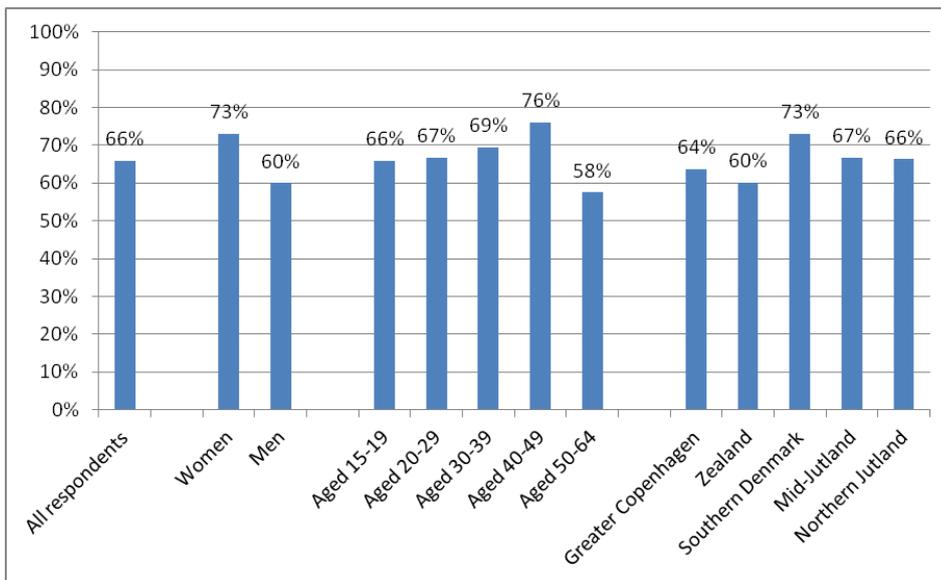
Figure 1 Proportion of respondents who had been sunburnt on holiday at a sunny destination. Among respondents who had been on a holiday in the sun within the past year (n=1785)



Sunbathing

Two out of three respondents who had been on a holiday in the sun stated that they had sunbathed on the holiday (66%). In particular, women sunbathe more than men; those aged 40-49 sunbathe more than the other age groups; and people from the Southern Denmark region sunbathe more than those from other regions. Furthermore, respondents who had sunbathed on their holiday were sunburnt more often than those who had not sunbathed (the exact numbers do not appear on the figure below).

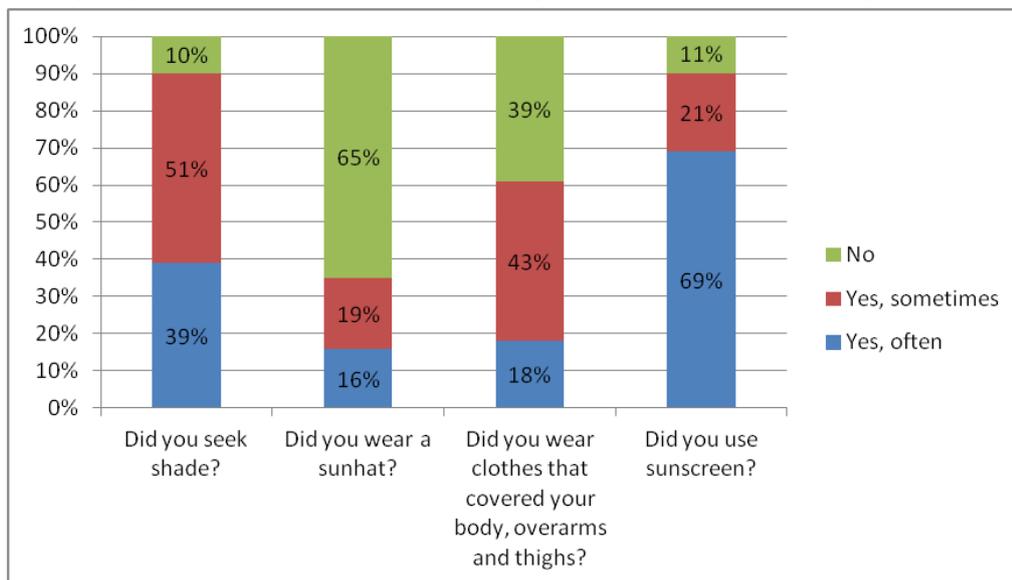
Figure 2 Proportion of respondents who sunbathed on holiday at a sunny destination. Among respondents who had been on a holiday in the sun within the past year (n=1785)



Advice in the sun

The advice that most people followed on holiday at a sunny destination was to seek shade and use sunscreen. Different groups of people followed different pieces of advice. For example, women aged 20-29 and people who did not sunbathe sought shade more often than others when on holiday at a sunny destination (the exact numbers do not appear on the figure).

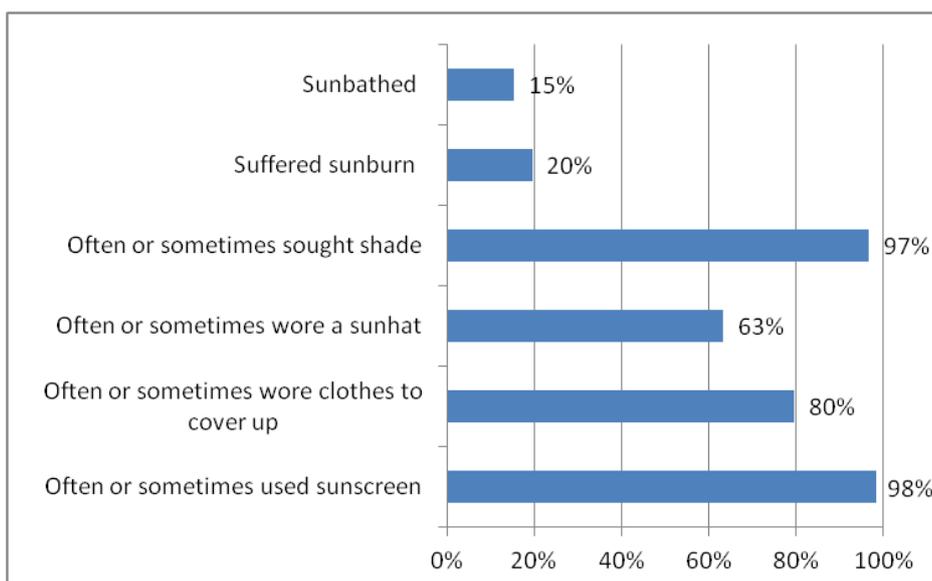
Figure 3 Proportion of respondents who often or sometimes followed advice on sun protection, such as shade, sunhat, covering up with clothes and using sunscreen when on holiday at a sunny destination. Among respondents who had been on holiday in the sun within the past year (n=1785)



Children on holidays in the sun

37% of respondents with children aged 0-11 stated that their youngest child aged 0-11 had been on holiday at a sunny destination in the past year. One in six children aged 0-11 had sunbathed on holiday (15%) and one in five had been sunburnt while on holiday at a sunny destination (20%). Children followed the advice on sun protection in the same way as adults. In particular, children sought shade and used sunscreen.

Figure 4 Children's sun habits on holiday at a sunny destination. Among children who had been on holiday in the sun within the past year (n=334)



The summary also shows that the habits of the parents have a significant influence on their children's habits. If the parents had sunbathed, had been sunburnt or had followed advice on sun protection, this increased the likelihood of their children sunbathing, getting sunburnt or following advice on sun protection.

Development in the sun habits of the Danish population on holidays in the sun 2008-2011

The proportion of Danes who go on holiday to a sunny destination; the proportion of Danes who sunbathe on this kind of holiday; and the proportion of Danes who follow the sun protection advice given by the Danish sun safety campaign of siesta, sunhat and sunscreen has not changed during the period 2008-2011. There has, however, been a decrease in the proportion of women who go on holiday to a sunny destination, from 47% in 2008 to 44% in 2011 (the exact numbers are not shown on the figure). There has also been a decrease in the number of 15-19-year olds who go on holiday to a sunny destination from 61% in 2008 to 53% in 2011, and a decline in their sunbathing habits when on holiday in the sun, from 84% in 2008 to 66% in 2011.

Figure 5 Development in the proportion of those aged 15-19 who go on holiday to a sunny destination, and the proportion of this age group who sunbathe while on this kind of holiday

