

YouGov Survey Results

Sample Size: 2059
Fieldwork: 5th - 8th August 2011

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

To what extent do you agree or disagree with the following statement...

Getting sunburnt can increase the risk of getting skin cancer

	2059	946	1113	243	308	299	344	865	1053	1006	500	320	170	219	489	116	194	51
Unweighted Base	2059	946	1113	243	308	299	344	865	1053	1006	500	320	170	219	489	116	194	51
Base: All UK adults	2059	994	1065	247	356	340	383	733	1132	927	492	329	191	255	457	101	175	58
Strongly agree	57%	52%	62%	56%	57%	54%	56%	60%	59%	55%	62%	54%	56%	57%	54%	60%	56%	61%
Agree	39%	43%	35%	41%	37%	42%	40%	37%	38%	40%	36%	41%	40%	35%	43%	36%	40%	34%
Disagree	1%	2%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	3%
Strongly disagree	0%	0%	0%	0%	1%	0%	-	0%	0%	0%	0%	-	1%	0%	0%	-	0%	-
Don't know	2%	3%	2%	2%	2%	3%	3%	2%	2%	2%	1%	3%	2%	4%	2%	2%	2%	2%

Which, if any, of the following apply to you? (Please tick all that apply)

	2059	946	1113	243	308	299	344	865	1053	1006	500	320	170	219	489	116	194	51
Unweighted Base	2059	946	1113	243	308	299	344	865	1053	1006	500	320	170	219	489	116	194	51
Base: All UK adults	2059	994	1065	247	356	340	383	733	1132	927	492	329	191	255	457	101	175	58
I don't think I will get skin cancer if I sunbathe without sun cream	2%	3%	2%	5%	4%	2%	1%	2%	2%	3%	3%	3%	1%	1%	3%	3%	1%	4%
I'm not worried about getting sunburnt	11%	14%	8%	17%	8%	12%	11%	10%	10%	12%	11%	11%	11%	12%	11%	4%	13%	7%
I don't often remember to protect myself from the sun	19%	23%	15%	26%	21%	18%	20%	16%	17%	22%	17%	21%	21%	18%	19%	18%	19%	19%
I don't often plan for the weather and so get caught out without protection if it's hot/ sunny	20%	20%	21%	31%	24%	26%	19%	13%	19%	22%	19%	19%	24%	16%	21%	25%	24%	15%
I want to be tanned	22%	23%	21%	42%	30%	20%	18%	14%	22%	22%	22%	22%	31%	19%	18%	26%	23%	21%
Sun protection is only "for girls"	0%	1%	-	-	1%	-	0%	-	0%	0%	0%	-	-	1%	-	-	0%	-
I rely on my partner to remind me to protect myself from the sun	6%	10%	2%	4%	5%	6%	6%	7%	6%	6%	6%	4%	10%	5%	5%	6%	6%	12%
None of these	43%	36%	49%	27%	32%	40%	46%	52%	45%	39%	43%	42%	35%	43%	45%	44%	40%	50%

Did you get at all sunburnt in 2010? (By sunburnt we mean when your skin went red in the sun)

	2059	946	1113	243	308	299	344	865	1053	1006	500	320	170	219	489	116	194	51
Unweighted Base	2059	946	1113	243	308	299	344	865	1053	1006	500	320	170	219	489	116	194	51
Base: All UK adults	2059	994	1065	247	356	340	383	733	1132	927	492	329	191	255	457	101	175	58
Yes, on more than one occasion	10%	10%	10%	18%	12%	12%	8%	6%	9%	11%	11%	11%	10%	10%	9%	10%	7%	12%
Yes, once	27%	26%	28%	33%	39%	28%	28%	18%	26%	27%	26%	24%	32%	22%	27%	33%	32%	23%
No, I did not	59%	58%	59%	42%	41%	56%	60%	74%	61%	56%	58%	60%	56%	61%	59%	52%	59%	59%
Can't recall/ Prefer not to say	4%	5%	4%	7%	8%	4%	4%	2%	4%	6%	4%	5%	2%	6%	5%	5%	2%	6%

Total	Gender		Age					Social Grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following have you ever experienced that have indicated to you that you are sunburnt? (Please tick all that apply)

	2059	946	1113	243	308	299	344	865	1053	1006	500	320	170	219	489	116	194	51	
Unweighted Base	2059	994	1065	247	356	340	383	733	1132	927	492	329	191	255	457	101	175	58	
Base: All UK adults																			
Painful blisters after spending all day in the sun	10%	11%	9%	10%	9%	12%	11%	9%	10%	10%	9%	9%	6%	9%	11%	11%	13%	22%	
Peeling skin several days after spending all day in the sun	48%	50%	46%	56%	50%	49%	54%	41%	49%	46%	47%	48%	47%	46%	50%	49%	48%	55%	
Painful/ sore skin after spending time in the sun	44%	45%	43%	54%	52%	47%	50%	31%	45%	42%	45%	39%	46%	44%	46%	45%	39%	51%	
Red skin after spending time in the sun	69%	67%	70%	80%	72%	72%	74%	60%	71%	66%	69%	66%	65%	61%	71%	74%	75%	82%	
Other	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	3%	2%	2%	1%	4%	
Can't recall	3%	2%	3%	1%	1%	2%	1%	6%	2%	3%	3%	4%	3%	3%	3%	3%	1%	2%	
Not applicable – I've never had sunburn	12%	11%	12%	10%	9%	10%	9%	16%	10%	13%	10%	13%	13%	20%	9%	8%	12%	5%	

Which, if any of the following, do you usually do in the summer (i.e. between the months of May and September) to protect yourself from the sun?

	2059	946	1113	243	308	299	344	865	1053	1006	500	320	170	219	489	116	194	51	
Unweighted Base	2059	994	1065	247	356	340	383	733	1132	927	492	329	191	255	457	101	175	58	
Base: All UK adults																			
Spend time in the shade, especially when the sun is at its hottest	66%	60%	72%	64%	61%	56%	68%	73%	68%	63%	64%	65%	72%	61%	72%	60%	67%	60%	
Wear a hat	37%	44%	30%	24%	23%	35%	41%	47%	39%	35%	40%	35%	39%	33%	38%	36%	31%	31%	
Cover up with clothing	43%	41%	45%	35%	37%	45%	47%	45%	46%	39%	43%	43%	45%	36%	43%	50%	42%	48%	
Wear sunglasses	61%	53%	68%	59%	61%	62%	62%	61%	64%	58%	62%	63%	66%	52%	63%	61%	61%	53%	
Use sunscreen with at least SPF 15	57%	47%	66%	57%	60%	63%	59%	51%	59%	54%	59%	58%	56%	52%	55%	60%	58%	62%	
Reduce the amount of time I spend outdoors in the sun	40%	35%	45%	27%	38%	40%	41%	46%	42%	38%	40%	42%	42%	37%	42%	37%	34%	45%	
Keep an eye on my skin to see if it's burning/ feels like it's burning	39%	37%	42%	50%	45%	42%	40%	32%	41%	37%	40%	35%	37%	36%	44%	43%	39%	33%	
Use a UV index to find out when the sun is strongest/ when to cover up	5%	5%	6%	7%	5%	6%	6%	4%	6%	5%	5%	6%	5%	7%	6%	5%	2%	2%	
Other	1%	1%	1%	1%	0%	1%	3%	0%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	
Not applicable – I don't usually do anything to protect myself from the sun in the summer	5%	9%	2%	10%	6%	5%	5%	4%	4%	7%	5%	6%	4%	10%	4%	4%	5%	-	