

SunSmart in Aotearoa New Zealand:

Knowledge, Attitudes & Behaviour
towards Sun Protection & Ultraviolet
Radiation Exposure

SUMMARY OF SURVEY FINDINGS

2025

**Dr. Bronwen McNoe
A/Prof. Andrew Gray
Dr. Ella Iosua**



Cancer Society Research Collaboration
Te Rōpū Rangahau ō Te Kāhui Matepukupuka
PO Box 56
Dunedin 9954

Phone: 03 479 7215
Email: bronwen.mcnoe@otago.ac.nz

July 2025

XX

Acknowledgements

We would like to firstly thank the people of Aotearoa New Zealand who took the time to contribute their experiences, thoughts, and opinions by completing the survey.

We take this opportunity to acknowledge the valuable expertise contributed by the Aotearoa New Zealand and Australian skin cancer sector, including for their advice and feedback on survey questions, design, and preparation of the report:

- Cheyenne Akehurst (Cancer Society of New Zealand)
- Amanda Dodd (Cancer Society of New Zealand)
- Kate Dawson (Cancer Society of New Zealand)
- Crystal Lau (Cancer Society of New Zealand)
- Clover Maitland (Cancer Council Victoria)
- Andrea Newland (Melanoma New Zealand)
- Rachael Neumann (Cancer Society of New Zealand)
- Katrina Patterson (Melanoma Network of New Zealand)
- Emma Shields (Cancer Society New Zealand)
- Pania Shingleton (Health New Zealand)
- Heather Walker (Te Aho o Te Kahu)
- Martin Witt (Cancer Society of New Zealand)

Thank you also to Ryan Gage who contributed his expertise to peer reviewing this report.

This research was funded by the Cancer Society of New Zealand with support from Health New Zealand through the Te Rōpū Rangahau ō Te Kāhui Matepukupuku (Cancer Society Research Collaboration) programme.

Page left intentionally blank

Main survey findings

The current research sought to explore New Zealanders' awareness, knowledge, and behaviour towards exposure and protection from excessive ultraviolet radiation. It also aimed to gauge support for evidence-based policies and investment to reduce people's exposure to harm from ultraviolet radiation in their environment.

Factors considered when making decisions for sun protective practices:

- Most commonly sunny day (**54.1%**) or temperature (**47.2%**)
- Ultraviolet index – **36.2%** - BUT only **4%** could correctly identify ultraviolet index at which sun protection is recommended
- Sun protection alert – **30.4%** - BUT only **16%** reported ever having seen the sun protection alert when presented with an image of it

Time outdoors:

- **82.2%** of the population were outdoors in the last week (for more than 15 minutes between 10am and 4pm) – highest in 18 to 24 age group (**92.8%** males and **87.6%** females)

Sunburn:

- **64.1%** of the population reported experiencing sunburn “this summer”
- **26.4%** reported severe sunburn “this summer”
- High sunburn rates in 18 to 24 age group
 - **86.9%** females and **76.7%** males reported sunburn
 - **54.2%** of females and **45.6%** of males reported severe sunburn
- Decrease in sunburn and severe sunburn prevalence with increasing age
- **19.1%** of the total population and **36.1%** of the 18 to 24 age group reported more than three sunburns “this summer”
- **5.7%** of the population described their most serious sunburn as red, sore and blistered
- Prevalence of ‘all sunburn’ and ‘severe sunburn’ has increased compared to previous years where nationally representative data is available. However, caution is advised when interpreting these trends as survey methodologies varied across data collection points
- Prevalence of ‘all sunburn’ in 2025 is equivalent to levels last seen in 2010
- Reason for sunburn (most common) – out in sun too long (**32.0%**) or it being sunny/hot (**29.6%**)
- Most common activities engaged in when sunburnt - swimming or water-based activities (**23.4%**), gardening or home maintenance (**21.5%**), and purposeful walking (**19.9%**)

Intentional ultraviolet radiation exposure:

- **25.7%** reported attempting a tan (highest in 18 to 24 age group females - **57.5%**)
- **14.0%** regularly sunbathed to “get a tan” this summer (highest in 18 to 24 year old females – **33.0%**)
- **3.9%** used a sunbed in last 12 months, **18.2%** have “ever” used a sunbed

Ownership of sun protective products:

- **40.4%** of the population do not own a sun protective hat (**43.8%** excluding hard hats (with flaps))
- Sun protective hats owned – broad brimmed (**35.8%**), bucket hats (**28.4%**), legionnaire hat (**5.3%**)
- 18 to 24 age group more likely to own a bucket hat (**43.0%**) compared to other types (**13.9%** broad-brimmed, **5.2%** legionnairecritical)
- Males more likely than females to own a cap (which are not sun protective) (**60.1%** versus **45.4%**)
- Females are more likely than males to own a broad-brimmed hat (**39.1%** versus **32.3%**)
- **88.6%** of the population own sunglasses

Sun protection behaviour:

- **38.2%** “always” or “often” protected all exposed skin from the sun this summer
- **48.9%** “strongly agree” or “agree” that sun protection is part of their daily routine
- Usual sun protection behaviours this summer (used either in isolation):
 - Most commonly used – sunglasses (**58.9%**), shade (**48.4%**), and sunscreen (**47.9%**)
 - Females were significantly more likely than males to use sunscreen (**53.1%** versus **42.5%**), clothing on legs (**39.6%** versus **32.3%**) and sunglasses (**62.3%** versus **55.3%**)
- Sun protection used last week:
 - Most commonly used – shade (**56.3%**), sunglasses (**55.9%**), clothing on legs (**51.0%**), and sunscreen (**40.7%**)
 - Significantly more females used sunglasses (60.3 versus 51.5), clothing on the legs (58.2 versus 43.8) and sunscreen (45.2 versus 36.4) than males
 - Males reported significantly higher levels of sun protective hat (45.9 versus 31.9) use than females
 - Reasons sun protection not used – felt it wasn’t needed, environmental conditions did not warrant it, inconvenience, lack of availability, or forgot
 - Most common body parts not protected were arms (**30.9%**), legs (**30.3%**), neck (**29.5%**), ears (**27.8%**), and face (**27.0%**)
 - Of the **40.7%** of adults who applied sunscreen in the past week, only **38.3%** applied sunscreen 20 minutes prior to going outside

Knowledge:

- Myths about sun protection – misconceptions believed:
 - **36.3%** – sunscreen with SPF50 does not need to be reapplied as often as SPF30
 - **33.1%** – wearing a cap provides adequate sun protection to the face and neck
 - **23.1%** – sunscreen ingredients are bad for your health
 - **18.4%** – people who use sunscreen regularly don’t get sufficient vitamin D
- **73.3%** of the population “strongly agree”/“agree” that if you regularly protect yourself from the sun, you can prevent skin cancer

Attitudes

Proportion of the population who “strongly agreed”/“agreed” with statements:

- **14.2%** - “suntan is healthy”
- **43.0%** - “a tanned person looks more healthy”

- **41.1%** - “having a tan” makes them “feel better about themselves”
- **36.7%** - “having a tan” makes them “more attractive to others”
- **22.8%** - “a suntan protects against melanoma and other skin cancers”
- 18 to 24 age group were significantly more likely to “strongly agree” or “agree” that a suntan makes them “feel more attractive to others” and that “their friends think a suntan is a good idea” compared to other age groups
- **50.2%** of the population report liking to get a suntan
- Significantly highest in the **18 to 24 age group** with **62.4%** reporting liking a suntan

Prioritisation of sun protection:

- **80.0%** of parents “strongly agreed”/“agreed” that they are more vigilant about protecting their children’s skin than their own

Sunscreen cost:

- **50.7%** “strongly agreed”/“agreed” that sunscreen is too expensive

Support for investment:

- Support for government investment in skin cancer prevention initiatives is consistently extremely high (“strongly in favour”/“somewhat in favour”):
 - **86.6%** – comprehensive SunSmart Programme
 - **81.7%** – SunSmart campaign
 - **87.3%** – SunSmart programmes (e.g. in schools or workplaces)
 - **87.2%** – shade in outdoor spaces
 - **89.7%** – shade in schools
 - **Fewer than 3%** - “strongly opposed”/“somewhat opposed” to each of these initiatives individually

Adequacy of sun protection in public settings:

- Proportion of population – “strongly in favour”/ “in favour”:
 - **72.8%** (of parents) – primary school students are adequately protected
 - **57.8%** (of parents) – secondary school students are adequately protected
 - **47.9%** – adequate shade in parks and playgrounds is difficult to find
 - **51.5%** (of summer sports club members) – summer sports clubs provide enough sun protection

Outdoor work:

- **61.9%** (of employed/self-employed) worked outdoors – of these, 28.0% worked outdoors 3 or more hours per day
- For people whose employment includes working outdoors at all:
 - **48.0%** – workplaces have a sun protection policy
 - **71.0%** – workplaces have provided some training in sun protection
 - **51.2%** – workplace provides some sun protection
 - **54.0%** – “strongly agree”/“mildly agree” that their workplace provides sufficient sun protection

Secondary prevention:

- In the last 12 months:
 - **27.2%** of the population visited a medical professional for a skin check
 - **26.8%** conducted a skin check themselves or had someone (non-health professional) do it
- Of medical professionals providing skin checks (multiple responses are possible):
 - **59.5%** were general practitioners
 - **27.3%** were clinics
 - **21.7%** were dermatologists
 - **9.3%** were at an event
 - **8.3%** were at a workplace

Types of skin checks:

- **41.9%** – general check of “all”/“nearly all” of the body
- **30.2%** – a check of part of the body
- **28.0%** – a check of a specific mole or spot

Discussion of primary prevention:

- **12.3%** recall that during skin checks conducted by a medical professional included a discussion about skin cancer prevention

Table of Contents

Acknowledgements.....	i
Main survey findings.....	i
Table of Contents	v
Table of Figures and Tables	vi
Purpose of this report.....	1
Introduction	1
Methods	2
Objective/purpose	2
Survey design	3
Data collection	3
Statistical analysis	3
Findings	5
Sociodemographic data	5
What does “SunSmart” mean to New Zealanders?.....	6
Decision making on ‘when’ to use sun protection.....	7
Exposure to ultraviolet radiation	9
Being outdoors.....	9
Sunburn.....	11
Intentional sun exposure (‘tanning’).	15
Ownership of sun protection products.....	16
Sun protection behaviour	18
Knowledge.....	22
Attitudes.....	23
Support for Government investment & initiatives	26
Outdoor work.....	29
Secondary prevention	30
Economic considerations	33
Limitations of the survey.....	34
Summary	34
Sociodemographic questions	98
Personal interpretations of being SunSmart.....	99
Skin type/colour	99
Tanning behaviour.....	100
Sunburn.....	100

Economic analysis	101
Ultraviolet radiation exposure	101
Sun protection behaviour	102
Ownership	103
Attitudes	103
Investment/priority	104
Knowledge	104
Ultraviolet radiation protection (when use)	104
Knowledge	105
Ultraviolet radiation protection	105
Support for investment	105
Secondary prevention	106
Outdoor workers	106
Sunbed use	107
Owning sun protection products	107
Awareness of messaging	107
Comments	107
References	108

Table of Figures and Tables

Figure 1: Unprompted responses to “What does ‘SunSmart’ mean to you?” – Percentage of the population mentioning one of the five sun protective behaviours	7
Figure 2: Factors prompting sun protection use	8
Figure 3: Awareness of sun protection alert and ultraviolet index as prompts for sun protection	9
Figure 4: Location where time spent outdoors in the last week	10
Figure 5: Percentage of the population with “any sunburn” and “severe sunburn”	12
Figure 6: Characteristics of worst sunburn received between September 2024 & March 2025	13
Figure 7: Sunburn prevalence over time	14
Figure 8: How do you believe you got sunburnt (most recent sunburn)?	15
Figure 9: Intentional tanning behaviour	16
Figure 10: Ownership of sun protective products	17
Figure 11: Sun protection (this summer)	18
Figure 12: Usual sun protection when outdoors (this summer)	19
Figure 13: Sun protection when outdoors (last week)	20
Figure 14: Body parts exposed to the sun but not protected (last week) for those wearing sunscreen	21
Figure 15: When applied sunscreen (for those outdoors last week who applied sunscreen)	22
Figure 16: Knowledge of skin cancer prevention myths	23

Figure 17: Agreement with statement on prevention of skin cancer	23
Figure 18: Attitudes towards tanning.....	24
Figure 19: Do you like to get a suntan?.....	25
Figure 20: Level of agreement with statements on protecting children and cost of sunscreen	26
Figure 21: Support for Government investment in skin cancer prevention initiatives.....	27
Figure 22: Sun protection in schools.....	28
Figure 23: Shade in parks and playgrounds	28
Figure 24: Sun protection provided in summer sports clubs.....	29
Figure 25: Employment characteristics with respect to outdoor work	30
Figure 26: Skin checks in the past 12 months.....	32
Figure 27: Maximum would pay to avoid severe sunburn.....	33
 Table 1: Age, gender, and ethnicity.....	36
Table 2: Socio-economic and employment characteristics.....	37
Table 3: Region of domicile	38
Table 4: Skin colour (untanned) and sensitivity to strong sunshine	39
Table 5: Skin response to strong sunshine by skin colour (untanned).....	40
Table 6: Gender breakdown by age group and ethnicity	41
Table 7: Gender breakdown by socio-economic characteristics and employment.....	42
Table 8: Gender breakdown by region of domicile.....	43
Table 9: Gender breakdown by skin colour, skin sensitivity to strong sunshine.....	44
Table 10: Māori/non-Māori ethnicity by age group and gender	45
Table 11: Māori/non-Māori ethnicity by NZ Dep categories, household income (annual) and employment	46
Table 12: Māori/non-Māori ethnicity by region of domicile	47
Table 13: Māori/non-Māori ethnicity by skin colour (untanned) and skin sensitivity to strong sunshine.....	48
Table 14: What does “SunSmart” mean to you? (unprompted)	49
Table 15: Factors prompting the population to use sun protection	51
Table 16: Percentage of the population correctly identifying that sun protection is recommended at an ultraviolet index level of 3.....	52
Table 17: Population awareness of the sun protection alert.....	53
Table 18: Proportion of the population who were outdoors last week for at least 15 minutes (10am-4pm)	54
Table 19: Location outdoors last week for at least 15 minutes (10am-4pm)	55
Table 20: Number of sunburns and severe sunburns received between September 2024 and March 2025.	57
Table 21: Characteristics of worst sunburn received between September 2024 and March 2025 (of people who have been sunburn)	58
Table 22: How do you believe you got sunburnt (most recent sunburn)	59
Table 23: Intentional tanning reported by the population	62
Table 24: Ownership of sun protective hat and glasses.....	63
Table 25: Type of hat owned.....	64
Table 26: How often did the population fully protect their skin during summer?	65
Table 27: Level of agreement: “Sun protection is part of my daily routine at this time of year”	66
Table 28: Usual sun protection when outdoors (this summer)	67

Table 29: Sun protection practices on most recent outdoor occasion last week (for those who were outdoors)	68
Table 30: When did you apply sunscreen (for those outdoors and who used sunscreen last week).....	69
Table 31: Knowledge of skin cancer prevention myths	70
Table 32: Agreement with statement “If I regularly protect myself from the sun I can avoid skin cancer” ...	71
Table 33: Agreement with statement “A suntan protects you against melanoma and other skin cancers” ...	72
Table 34: Agreement with statement “A suntanned person is healthy”	73
Table 35: Agreement with statement “A suntan makes me feel more attractive to others”	74
Table 36: Agreement with statement “A suntanned person LOOKS more healthy”	75
Table 37: Agreement with statement “Most of my CLOSE FAMILY think that a suntan is a good thing”	76
Table 38: Agreement with statement “Most of my FRIENDS think a suntan is a good thing”	77
Table 39: Agreement with statement “A suntan makes me feel better about myself”	78
Table 40: Proportion of the population who report liking a suntan	79
Table 41: Agreement with statements on protection of children’s skin and cost of sunscreen.....	80
Table 42: Sunscreen is too expensive	81
Table 43: Support for investment in skin cancer prevention initiatives	82
Table 44: Agreement with statements on sun protection provision by organisations	87
Table 45: Number of hours you work outdoors (for those employed/self-employed)	88
Table 46: For those who work outdoors – does their workplace have a sun protection policy?	89
Table 47: For those who work outdoors – does their workplace provide sun-safety training?	90
Table 48: For those who work outdoors – does their workplace provide sun protection (e.g. sunscreen, sun protective hats)?	91
Table 49: For those who work outdoors – Level of agreement that their employer provides sufficient sun protection.....	92
Table 50: Skin check in last 12 months	94
Table 51: Setting of skin check by medical professional	95
Table 52: What skin check entailed.....	96
Table 53: Secondary prevention - discussed sun protection	97

Purpose of this report

This report is intended to provide a technical summary of the survey findings which can be used to inform a summer campaign for 2025/26. Rather than offering a detailed discussion of the results within the context of existing research and literature, this report is largely descriptive, with demographic breakdown (by age-group and gender) and confidence intervals provided to allow readers to focus on specific groups of interest. Where recent New Zealand comparative data is available, it has been included in the results section. Analytical data analysis is underway, with four papers planned to broadly cover the following topics: the 18-24 year age-group as a particular group of concern (as identified in the current report), outdoor workers, secondary prevention, and impact of cost of sunscreen on its use.

Introduction

Skin cancer poses a substantial public health burden in Aotearoa New Zealand, impacting the economy and imposing significant social, psychological, and financial costs on patients and their families. Annually, there are an estimated nearly 100,000 New Zealanders diagnosed with skin cancer.^{1, 2} The most up-to-date epidemiology reported (by Australian epidemiologists Whiteman and Olsen) and economic analysis of the burden of skin cancers (by the economic evaluation team at University of Wellington Department of Public Health) was published in the NZ Skin Cancer Prevention and Early Detection Strategy 2024-2028.¹ In 2024 alone, the economic cost of skin cancer in Aotearoa New Zealand totalled \$494.92 million, with \$454.58 million attributed to treatment costs and \$40.34 million to lost productivity.¹ Despite a slight decline in melanoma rates over the past two decades, the ageing population and overall population growth have contributed to an increasing number of cases.¹ Cases of melanoma *in-situ* have quadrupled since 2000, with invasive melanoma cases rising by over 70%.¹ Particularly concerning is the trend among Māori, whose melanoma rates have been increasing by approximately 4% annually since 2000.¹ Globally, Aotearoa New Zealand bears the highest melanoma mortality rate, highlighting the urgent need for effective public health interventions to mitigate the burden of this disease.³ Keratinocytic skin cancers are not notifiable to the Cancer Registry and so trends over time cannot be monitored, however they likely follow a similar pattern.²

Excessive exposure to ultraviolet radiation is the primary modifiable risk factor for skin cancer. Exposure to ultraviolet radiation, primarily from the sun, triggers DNA damage in skin cells, leading to the development of skin cancer.⁴ Over 90% of skin cancers could be prevented by reducing population exposure to ultraviolet radiation.⁵ Effective, evidence-based strategies exist to achieve this goal, however many of these hinge on individuals' behaviours in the sun. The adoption of these strategies depends on people's knowledge, attitudes and behaviour (KAB) towards sun exposure, and protection. Given Aotearoa New Zealand's extremely high rates of skin cancer and the high preventability of the disease, it is crucial that there is regular surveillance of sun protection KABs. Historically this was conducted by the Ministry of Health in the triennial sun protection survey later rebranded the sun exposure survey, however this was stopped in 2016, and there are no plans to resume it. This leaves a gap in our knowledge in this area and an inability to effectively 'conduct the business of prevention'.

Currently, the only available evidence in Aotearoa New Zealand on knowledge, attitudes or behaviour is limited to:

- i. two questions in the 2020 Health in New Zealand survey on sunburn.⁶
- ii. the last Sun Exposure survey conducted in 2016 by the Health Promotion Agency.⁷
- iii. occasional one-off questions in surveys with other primary purposes.
- iv. a few focus groups conducted by the Health Promotion Agency prior to 2021 with specific demographic sectors, but with very small sample sizes.^{8,9}
- v. a survey (confidential) run by Cosmetics New Zealand and restricted to sunscreen users in 2021.¹⁰
- vi. a short survey conducted by Consumer in 2023 which was largely focused on sunscreen but did include four questions on sun protection behaviours.¹¹

The findings from these sources are very limited and lack in-depth exploration. Understanding KABs about sun protection is crucial for several reasons in the context of skin cancer prevention. Firstly, it helps to identify misconceptions surrounding sun exposure and protection strategies. Without clear data, it is challenging to address myths effectively in educational campaigns. Secondly, understanding barriers to prevention can inform interventions to different societal sectors, promoting more effective sun protective behaviours.

Assessing knowledge gaps guides targeted public health messages and interventions, ensuring they are relevant and impactful across different demographic groups. Moreover, this understanding aids in identifying and addressing inequities in sun protection knowledge and access, promoting health equity in melanoma prevention efforts. Furthermore, data on attitudes and beliefs inform the design and evaluation of educational campaigns. By measuring public knowledge of practices like sunscreen use, campaigns can effectively fill knowledge gaps and change behaviours. Additionally, this information supports the development of sun protection policies and interventions, providing evidence for decision-makers to prioritise initiatives that increase awareness and encourage safer behaviours in the community. In summary, a comprehensive understanding of KABs related to sun protection is essential for developing effective strategies, promoting behaviour change, reducing health disparities, and informing policy decisions to combat skin cancer in Aotearoa New Zealand.

The skin cancer sectors in Aotearoa New Zealand seek to devise effective and targeted innovative interventions to tackle our alarmingly high rates of skin cancer. Unfortunately, we lack sufficient clarity regarding the current landscape to make this feasible. Australian information doesn't fill this gap as, despite their similarly high skin cancer rates, their per capita investment in prevention is 1000 times greater than that of Aotearoa New Zealand.¹ This substantial disparity suggests that KABs related to skin cancer prevention in Australia are likely substantially different from those in Aotearoa New Zealand.

Methods

Objective/purpose

The current research sought to explore New Zealanders' awareness, knowledge, and behaviour towards exposure and protection from excessive ultraviolet radiation. It also aimed to gauge support for evidence-based policies and investment to reduce people's exposure to harm from ultraviolet radiation in their environment.

The specific aims of this project were to explore:

- New Zealanders' attitude, knowledge and behaviour towards exposure to ultraviolet radiation.

- If New Zealanders' attitude, knowledge and behaviour towards exposure to ultraviolet radiation differs between sub-groups of the Aotearoa New Zealand population (by gender, age group).
- New Zealanders' attitude, knowledge and behaviour to protection strategies for excessive ultraviolet radiation exposure.
- If New Zealanders' attitude, knowledge and behaviour to protection strategies to excessive ultraviolet radiation exposure differs between sub-groups of the Aotearoa New Zealand population (by gender, age group).
- New Zealanders' support for evidence-based interventions/legislation relevant to skin cancer prevention factors.

Survey design

A survey was developed based on previous research and following consultation with the skin cancer sector both in Aotearoa New Zealand and Australia. This process involved a thorough review of existing scientific and grey literature on skin cancer prevention, awareness, and behaviour in both countries over the past 25 years. Where surveys could be accessed, either from publicly available sources or through colleagues, their questions were extracted and collated into a list of potential questions. Colleagues in Australia provided advice and shared some of their survey instruments. Stakeholders in Aotearoa New Zealand (see acknowledgement section for a list of organisations) were then consulted to prioritise questions and suggest additional ones. The number of questions that could be asked was guided by the estimated 'time to complete' the survey, which was 15-20 minutes. Using the feedback provided, BM collated questions into the final survey instrument, which was pilot tested with 100 New Zealanders. A few additional questions were added as the survey took less time to complete than anticipated. The survey questions are provided in Appendix B. Where relevant, response categories were presented in a randomised order to minimise the potential for order effects on participants' responses.

Data collection

This study was approved by the University of Otago Ethics committee, approval number 25/227. The survey instrument was included in a self-administered online survey delivered to a panel provided by Dynata™. Data collection was completed between 26 March and 8 April 2025. A sample of 2,198 New Zealanders aged 18 years and older were recruited by Dynata™, which recruits participants from a variety of online panels (there are >300,000 Dynata™ panel members in Aotearoa New Zealand) as well as from recruiting various websites, mobile apps, and social networks. Quota sampling based on gender and age group from the 2023 New Zealand Census was used for the sampling frame. We also requested oversampling in the 18 to 24 age group because they are a population of particular interest and we wanted to have enough participants to confidently describe their knowledge, attitudes, and behaviour. Piloting was conducted with one hundred responders prior to the official survey and data collection instrument being finalised. The data from open questions were manually coded into categories by BM.

Statistical analysis

To compensate for disproportionate representation of age by gender by ethnicity (Māori/non-Māori) groups in the sample compared to the Census, survey weighting was adopted. This is an approach used to address

discrepancies between a sample and the population. Specifically, by adjusting sampling weights to reflect the population strata sizes, weights usually increase the accuracy (by decreasing bias due to differential nonresponse and underrepresented groups) and precision (smaller standard errors) of estimates.¹²

In this report, 2023 census data from Statistics New Zealand (using <https://explore.data.stats.govt.nz/> to access Aotearoa Data Explorer on 5 May 2025) was used to determine the population strata sizes (age group-by-gender-by-ethnicity). Although ideally, categorisation within the three poststratification variables would be consistent for weighting, there were very limited sample numbers available for some combinations. Subsequently, for non-Māori men and non-Māori women separately, population strata were calculated for age categories 18-19 years then five-year groups until 80+ years; for Māori men and Māori women separately, these were calculated for age categories 18-19 years then five-year groups until 65+ years; and for non-binary, for age categories 18-19 years, 20-24, 25-49, and 50+ including both non-Māori and Māori together due to the very small numbers of those identifying as non-binary in our sample. Together with the tangible sample strata sizes, these population strata sizes were then used to calculate the weights. Statistical analysis was performed in Stata version 19.5¹³ using survey commands to accommodate the survey design. As the survey data were weighted, maximum pseudolikelihood was used to obtain the estimated proportion parameters and Taylor linearization to compute the appropriate standard errors.

In this report, we have focused on what we consider to be notable point estimates and important patterns in these estimates that are consistent with practically important differences. However, when making informed decisions based on the data it is important to consider the widths of the 95% confidence intervals (CI) which are presented in tables and some key figures. Where the 95% CIs for two groups do not overlap, this difference would be statistically significant at the unadjusted 0.01 level. Such differences are described here as 'statistically significant' in that sense. In other cases, trends or patterns of interest are noted that have not been subject to formal statistical analysis, which will follow in scholarly publications subsequent to this report.

In this report when we refer to 'respondents' we mean the number of people who completed the survey. When we refer to the 'population' we mean the estimates for the adult Aotearoa New Zealand population based on our sample (i.e. estimated using the weighting described above).

Findings

Sociodemographic data

The age range of respondents was 18 to 94 years. For the unweighted sample, demographic characteristics, socio-economic characteristics, employment status, and region of domicile are detailed in Appendix A: Tables [1](#) to [4](#). Appendix A: [Table 4](#) details the skin colour (untanned) and skin sensitivity to the sun of respondents. Nearly one-third (30.1%) reported having pale skin that never tans, with an additional 39.6% reporting having white or olive skin that burns initially then tans. Regarding skin sensitivity to strong sunshine at the beginning of summer, three-quarters of respondents indicated that they burn either without then tanning (23.8%) or before then tanning (51.9%).

[Table 5](#) shows a cross-tabulation of respondents' skin response to strong sunshine by untanned skin colour. It is important to note that, despite having skin colours that may tan after repeated sun exposure, some respondents will still burn at the start of summer when exposed to strong sunshine.

Sociodemographic details are broken down by gender (Appendix A: Tables [6](#) to [9](#)) and prioritised Māori/non-Māori ethnicity (Appendix A: Tables [10](#) to [13](#)). Approximately one-fifth (21.2%) were under the age of 25 years, with over one-half being female (55.8%). Nearly three-quarters were European (72.7%), 13.6% Māori, 8.0% Pacific, 13.7% Asian, 1.3% Middle Eastern, Latin American and African (MELAA), and 1% another ethnicity. Additionally, although people reporting Māori ethnicity are generally considered to be at lower risk of skin cancer, risk is more accurately predicted by skin type.

What does “SunSmart” mean to New Zealanders?

Unprompted responses on personal interpretations of the phrase "Be SunSmart" were collected at the beginning of the survey prior to any other questions being asked about ultraviolet radiation or sun protection. An estimated 5.4% either did not know what "being SunSmart" meant or provided incorrect interpretations. Appendix A: [Table 14](#) categorises responses by gender and sex, while [Figure 1](#) shows the proportion of the population who reported each of the five recommended sun protection behaviours. The most reported sun protection behaviour was the use of sunscreen, mentioned by over one-half (51.5%) of the population. This was followed by hat use, reported by one-third (30.4%) of the population, and protective clothing, mentioned by one-quarter (26.1%) of the population. Other notable responses included generic statements such as "look after yourself in the sun" (31.4%), general mentions of using sun protection without providing detail (11.6%), references to ultraviolet radiation levels or the use of sun protection on cloudy days (12.3%), avoiding sunburn (10.4%), limiting time outdoors (8.2%), and specific mentions of skin cancer (5.5%). Additionally, 10.0% of the population referenced the "slip, slop, slap, wrap" slogan, either partially or in full. Less commonly reported responses (under 1%) included mentions of SunSmart as a program, role modelling, secondary prevention, benefits of sun exposure, sun protection in specific environments (e.g. around water), or being anti-sun protection.

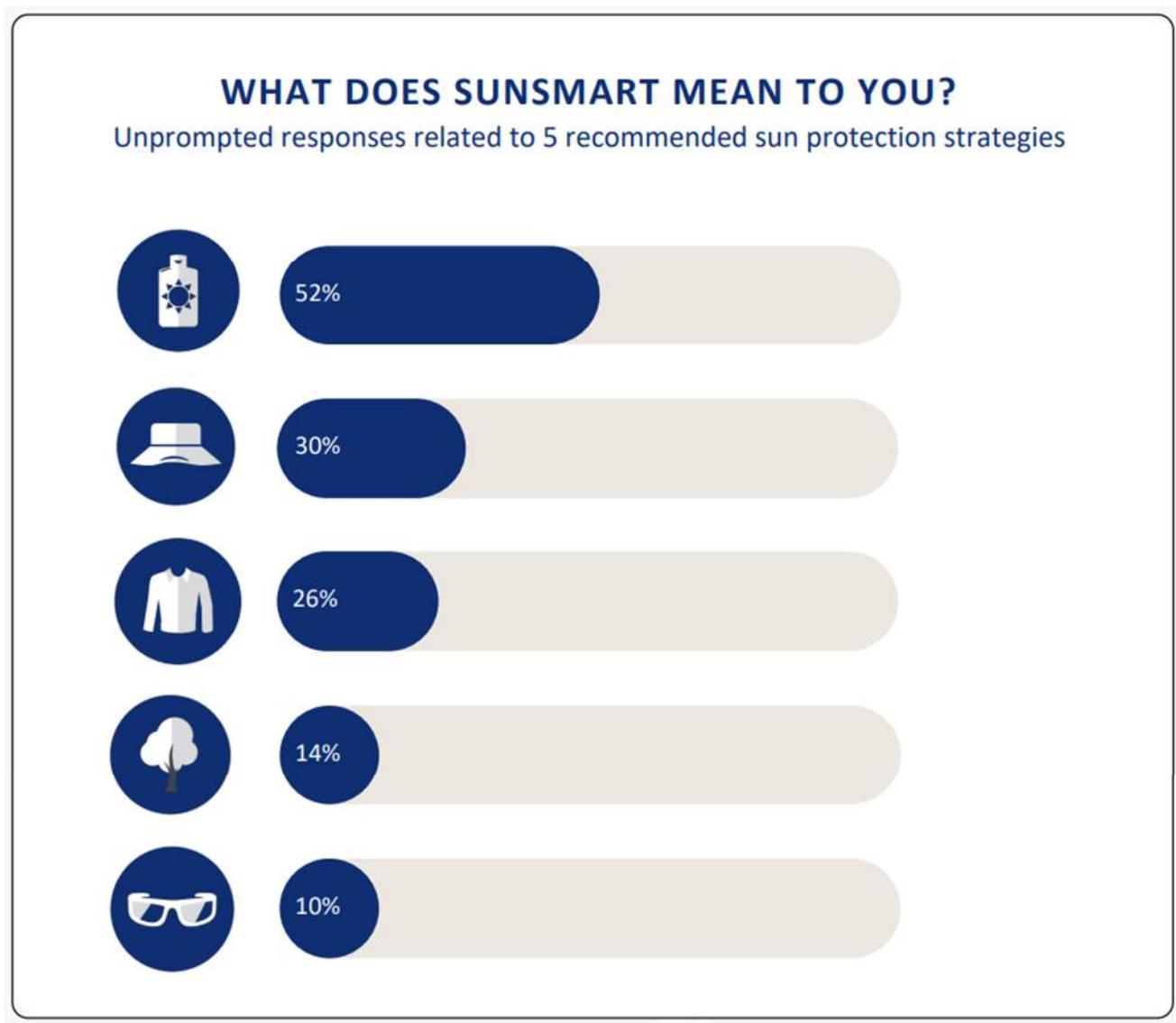


Figure 1: Unprompted responses to “What does ‘SunSmart’ mean to you?” – Percentage of the population mentioning one of the five sun protective behaviours

Decision making on ‘when’ to use sun protection

Survey participants were asked what prompts them to use sun protection and were provided with a list of options from which they could select multiple options. Responses by age group and gender are provided in Appendix A: [Table 15](#), [Figure 2](#) illustrates the reported prompts for sun protection. The most common prompts reported by about one-half of the population for each were related to a “sunny day” (54.1%) and/or temperature (47.2%). Approximately one-third of the population indicated they were prompted by either the ultraviolet index (36.2%) or the sun protection alert (30.4%). However, these latter two results contradict responses to subsequent questions where only 4.0% of the population correctly identified that sun protection is recommended at an ultraviolet index of 3 (Appendix A: [Table 16](#)), and only 16.2% reported having seen the sun protection alert (Appendix A: [Table 17](#), [Figure 3](#)). This suggests that although some

people reported using the ultraviolet index and sun protection alert as prompts, they either may not have actually used them, may be confused as to what they are, or may have used them incorrectly.

PROMPTS TO USE SUN PROTECTION

(multiple responses allowed)

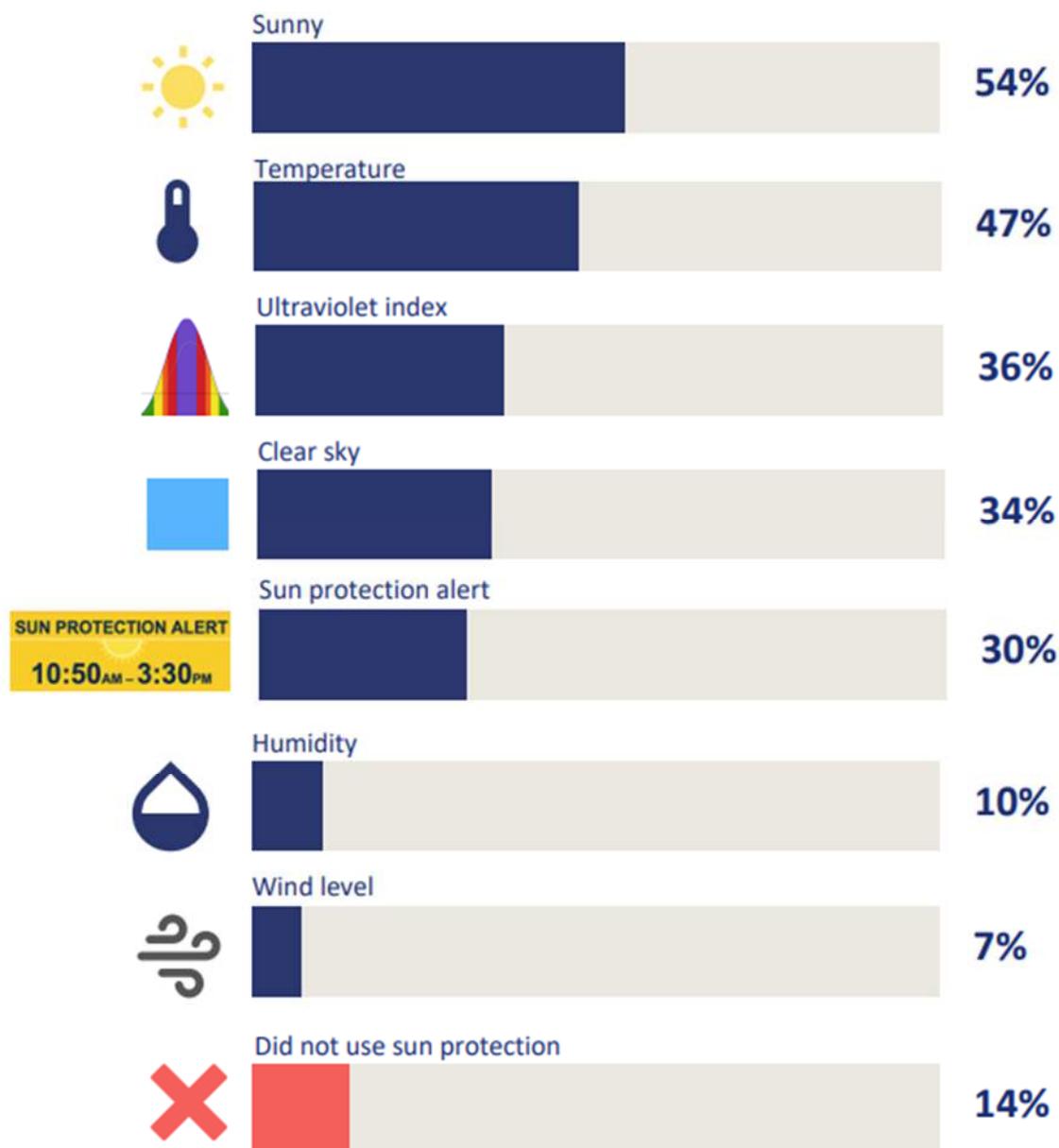


Figure 2: Factors prompting sun protection use

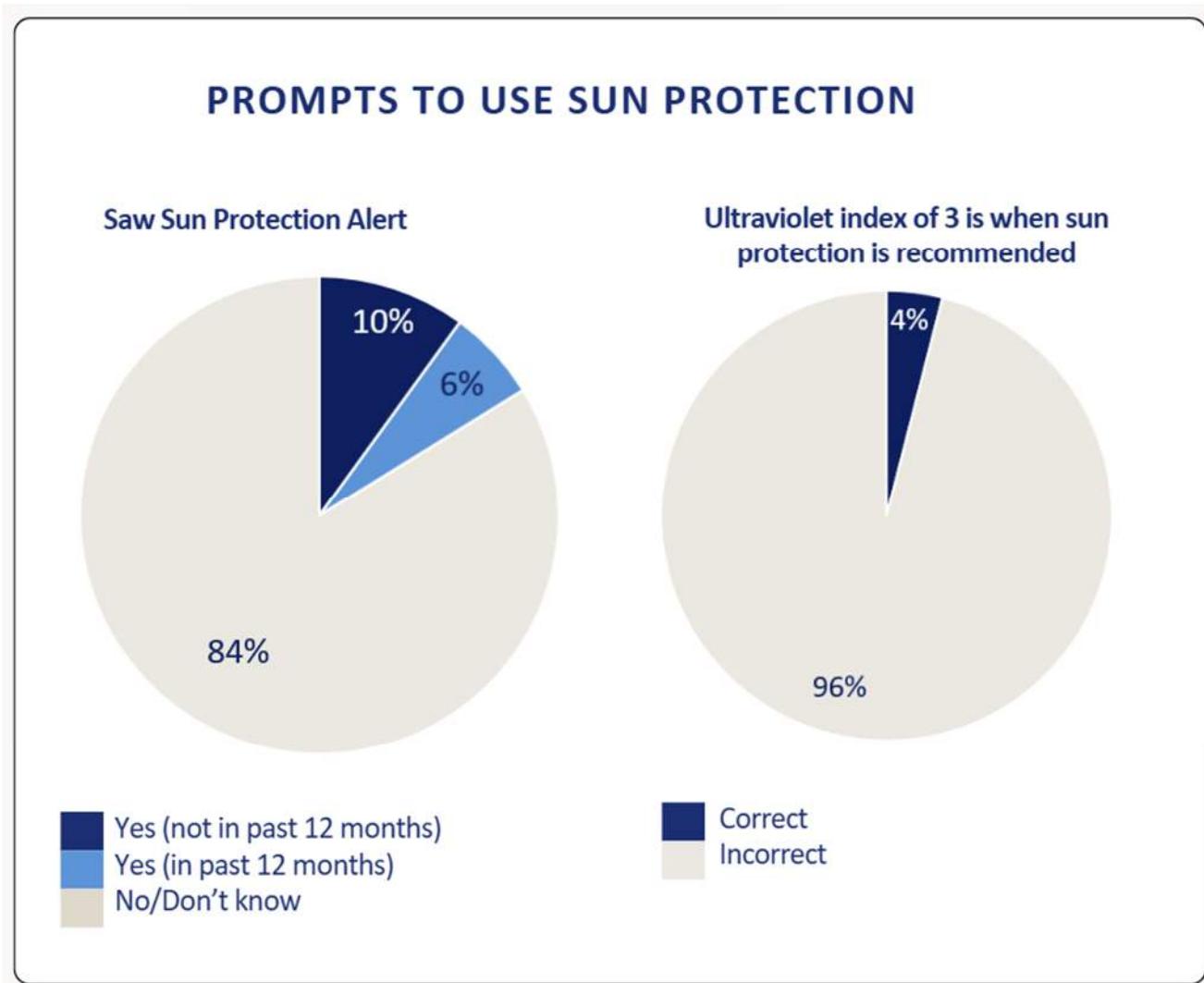


Figure 3: Awareness of sun protection alert and ultraviolet index as prompts for sun protection

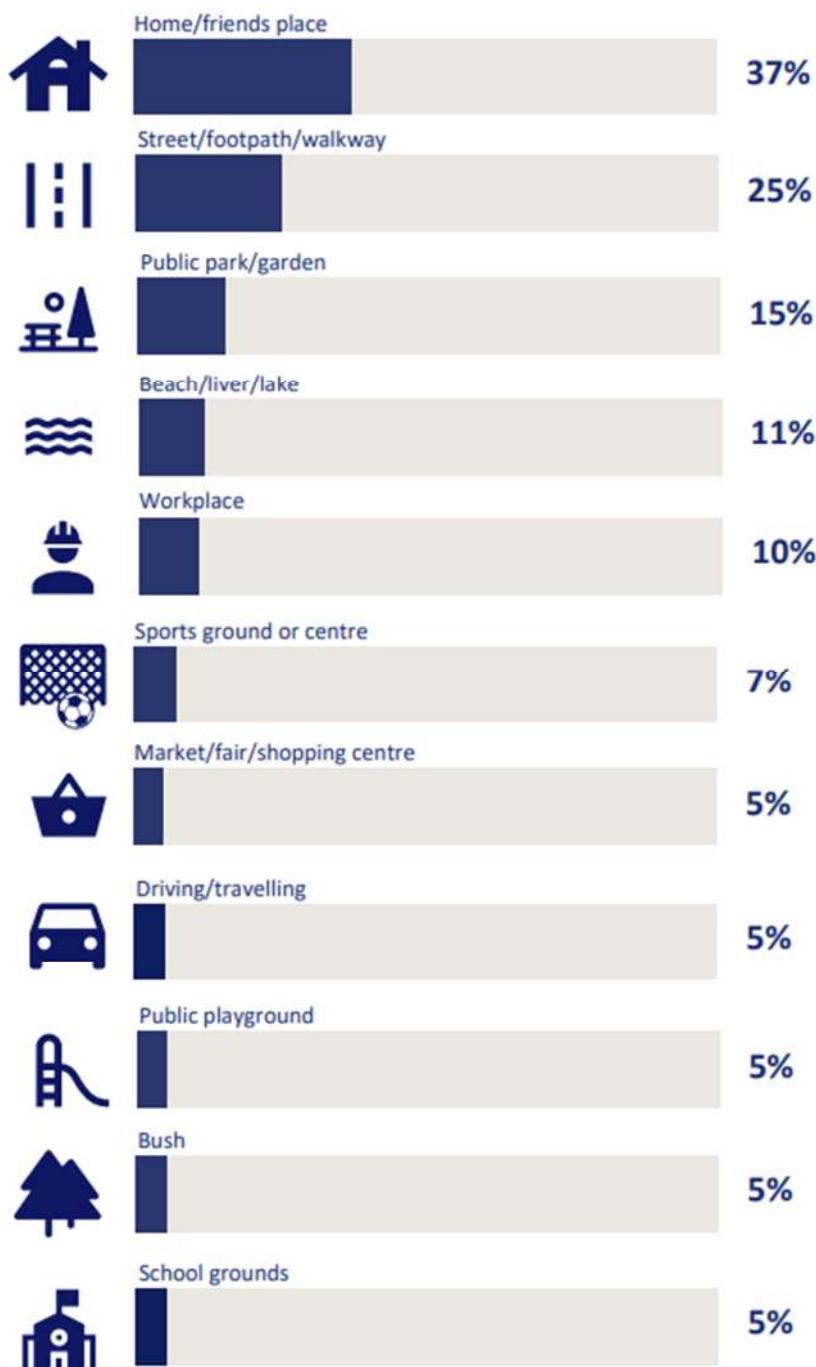
Exposure to ultraviolet radiation

Being outdoors

The majority (82.2%) of the population reported that in the previous week they had been outdoors for more than 15 minutes between 10am and 4pm (Appendix A: [Table 18](#)). This was evidently highest in the 18 to 24 age group, where almost all the population (90.4%) reported being outdoors during this time. The most reported places that people were outdoors were at home/friend's house (36.8%) followed by a street/footpath/walkway (25.3%) (Appendix A: [Table 19](#), [Figure 4](#)).

LOCATION OUTDOORS - LAST OCCASION*

(last time outdoors - multiple responses allowed)



*Places with 5% or more of responses

Figure 4: Location where time spent outdoors in the last week

Sunburn

Survey participants were asked to report the number of times they had received a sunburn, defined as any reddening of the skin on any part of the body after sun exposure (referred to as ‘all sunburn’). They were also asked to report the number of times they experienced pain for two or more days or developed blisters because of sunburn (referred to as ‘severe sunburn’). The time-frame covered in these questions was “this summer” from 1 September 2024 to “now” (late March/early April 2025).

Previous national sun protection surveys in Aotearoa New Zealand asked participants about ‘mild sunburn’ and ‘severe sunburn’ separately. However, the current approach, based on a method used in similar surveys in Australia, asks about ‘all sunburn’ and then ‘severe sunburn’. This allows for monitoring sunburn trends over time by subtracting the occurrence of ‘severe sunburn’ from ‘all sunburn’ to identify ‘mild sunburn’, but also including ‘all sunburn’ and ‘severe sunburn’. This method involves making assumptions about how survey participants have answered these questions, but it provides a way to track sunburn trends more comprehensively.

The percentages of the population with ‘all sunburn’ and ‘severe sunburn’ are reported in Appendix A: [Table 20](#) and [Figure 5](#). In total, 64.1% of the population reported having been sunburnt “this summer”, and 26.4% reported a severe sunburn. The proportion of sunburn in the 18 to 24 age group was extremely high both for sunburn (86.9% for females, 76.7% for males) and extreme sunburn (54.2% for females and 45.6% for males). There was a clear pattern showing a decrease in sunburn and severe sunburn prevalence with increasing age. The number of sunburns was also of concern with one-fifth (19.1%) of the total population and over one-third (36.1%) of young adults aged 18-24 years reporting more than three sunburns in this seven-month period.

Individuals who reported experiencing a sunburn during “the summer” were asked to describe the characteristics of their most serious sunburn (Appendix A: [Table 21](#), [Figure 6](#)). One-third (33.1%) described their sunburn as sore or blistered, which included 5.7% reporting blistering.

[Figure 7](#) shows the prevalence of sunburn over time in Aotearoa New Zealand. The prevalence of ‘all sunburn’ and ‘severe sunburn’ has increased substantially in 2025, with overall prevalence of ‘all sunburn’ reverting to levels last seen in 2010. Notably, the prevalence of severe sunburn has also doubled between 2010 and 2025. It is important to mention that previous national sun protection surveys were typically conducted in February and asked about sunburn during the summer. In contrast, the current survey was conducted in late March/early April and still asked about “this summer”, which included an additional month. This extended period, although short, may have impacted the results.

Survey participants were asked to reflect on how they had got sunburnt on the most recent occasion (Appendix A: [Table 22](#), [Figure 8](#)). The most reported reasons were being out in the sun too long (32.0%) or it being sunny or hot (29.6%). We asked study participants about the activities they were engaged in when they got sunburnt. Their responses varied widely and were often non-specific. The most common activities reported were swimming or water-based activities (23.4%), gardening or home maintenance (21.5%), and purposeful walking (for example, going for a walk) (19.9%).

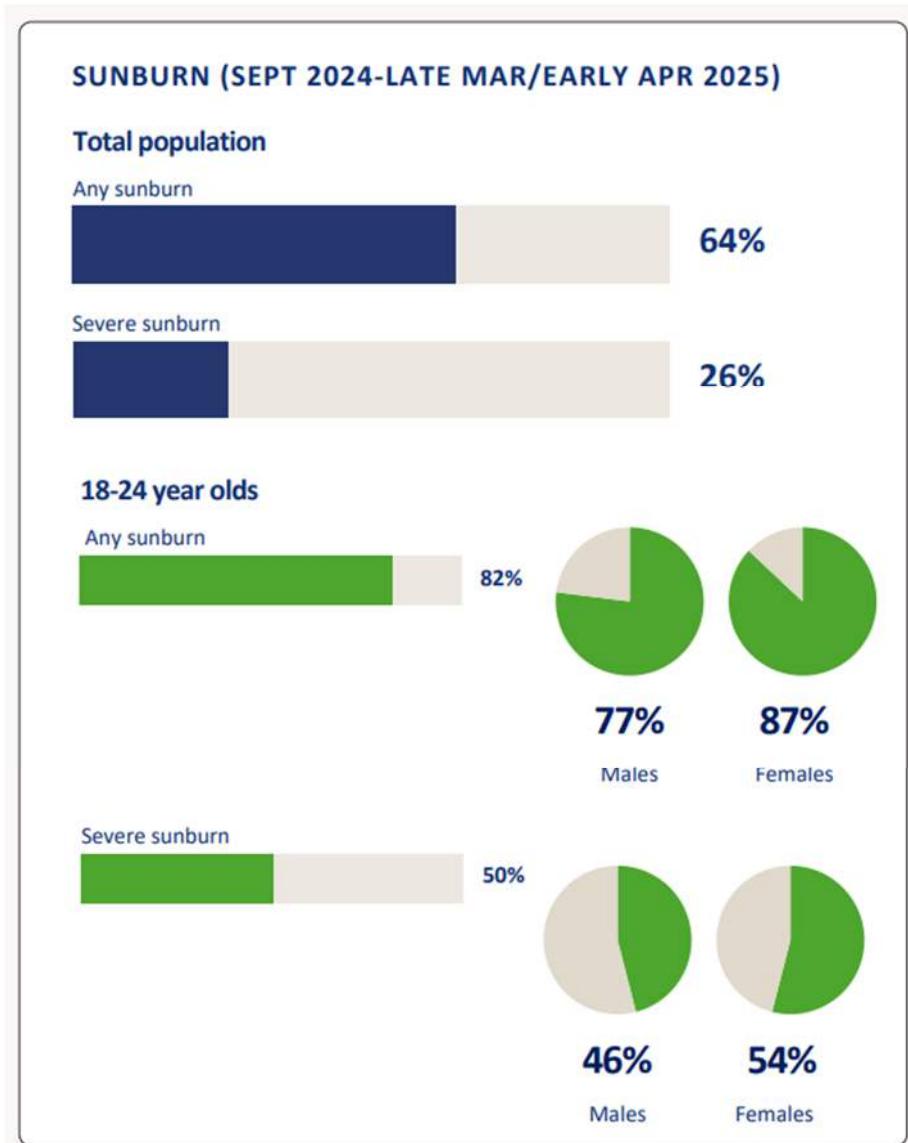


Figure 5: Percentage of the population with "any sunburn" and "severe sunburn"

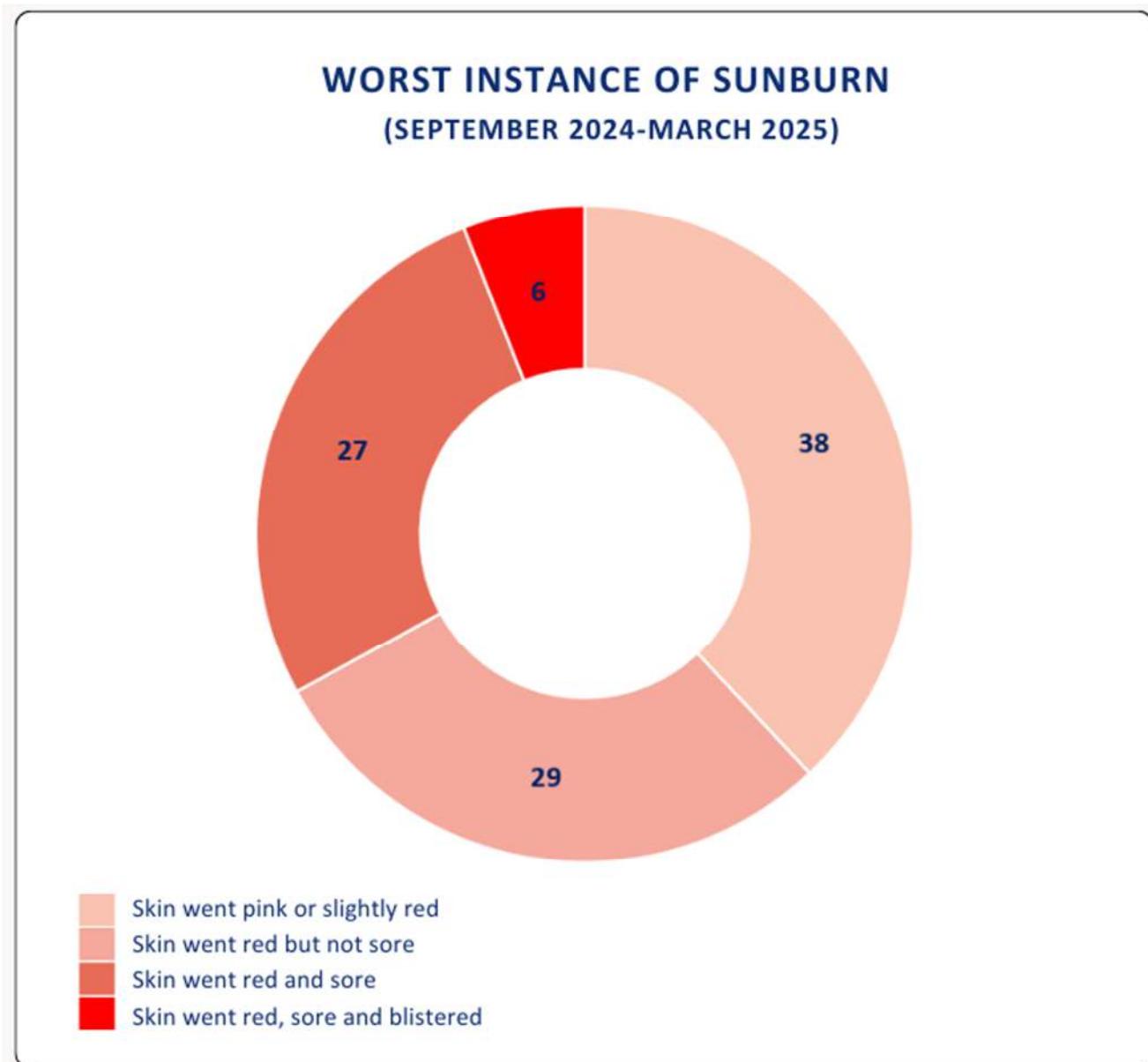


Figure 6: Characteristics of worst sunburn received between September 2024 & March 2025

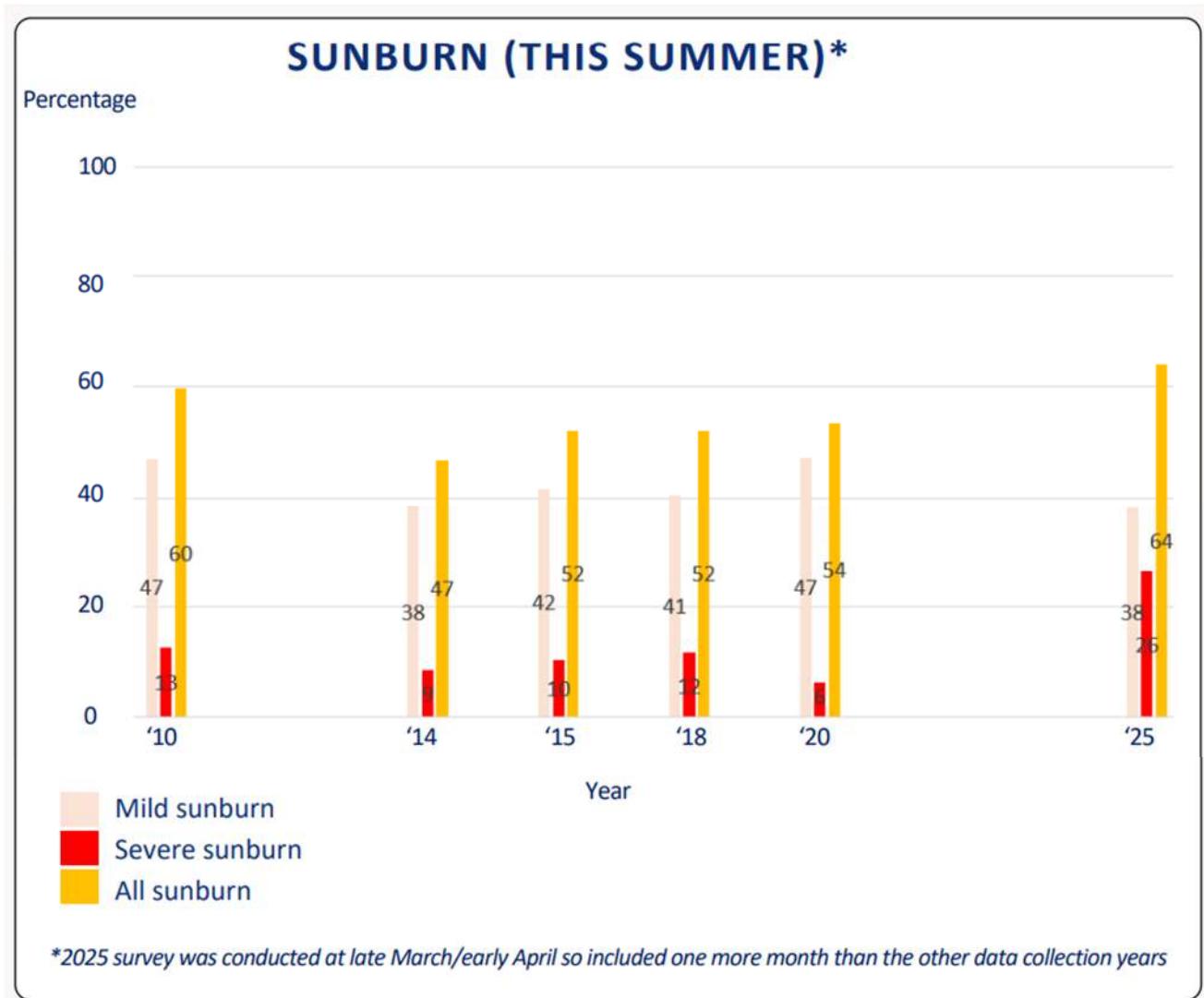


Figure 7: Sunburn prevalence over time

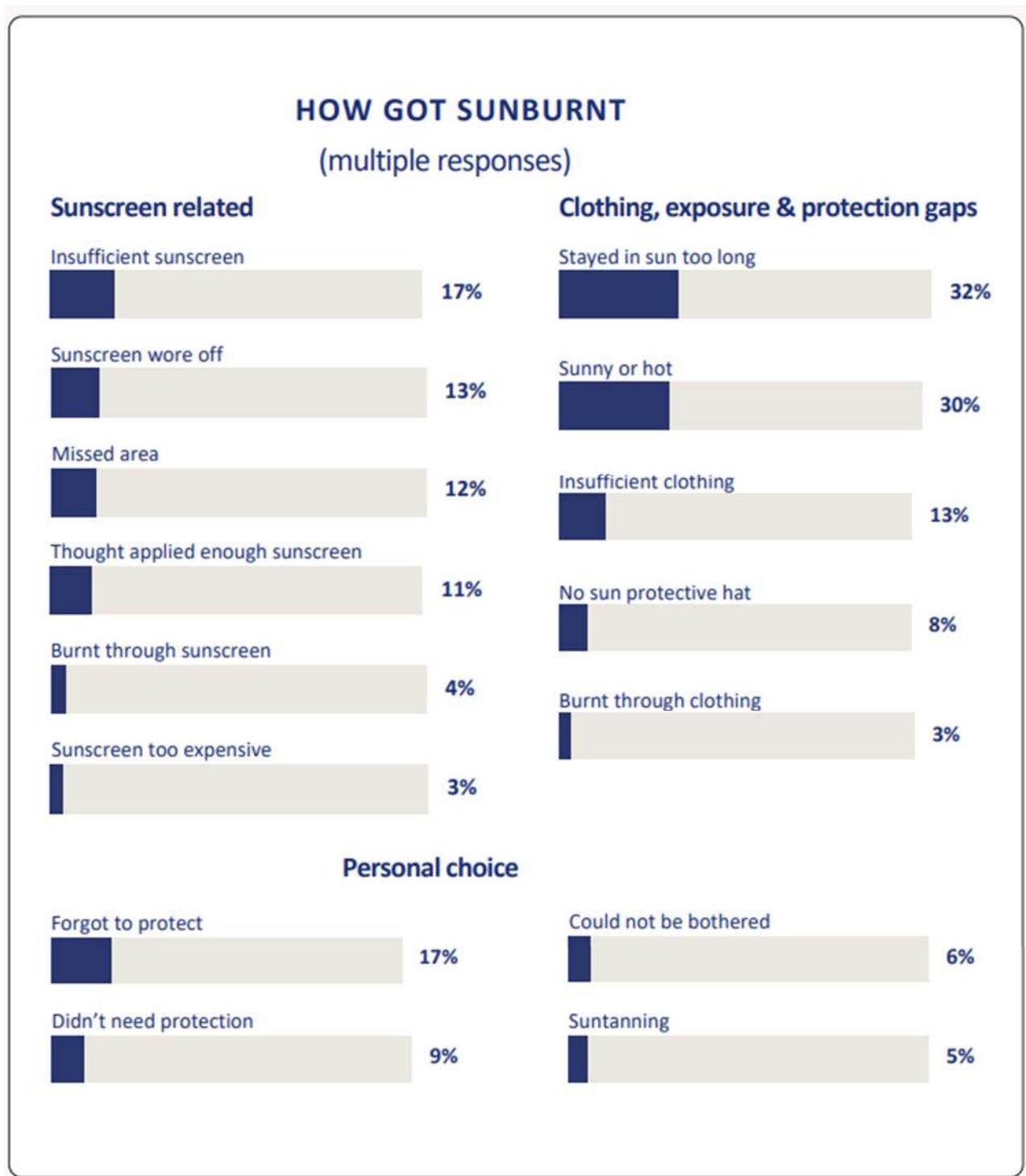


Figure 8: How do you believe you got sunburnt (most recent sunburn)?

Intentional sun exposure ('tanning')

Survey participants were asked to report tanning from the sun, sunbeds and artificially from fake tans (Appendix A: [Table 23](#), [Figure 9](#)). About one-quarter of the population (25.7%) reported attempting a tan over the past 12 months, although only 14.0% reported regularly sunbathing this summer with the intention of tanning. The prevalence of both 'attempting to tan' and 'sunbathing regularly to achieve a tan' was highest in females aged 18 to 24 years (57.5%, 33.0% respectively). Younger age groups tended to engage in

suntanning and sunbathing more frequently than the older age groups. The prevalence of sunbed use in the last 12 months was low (3.9%), however nearly one-fifth (18.2%) of the population had used a sunbed at some point during their life.

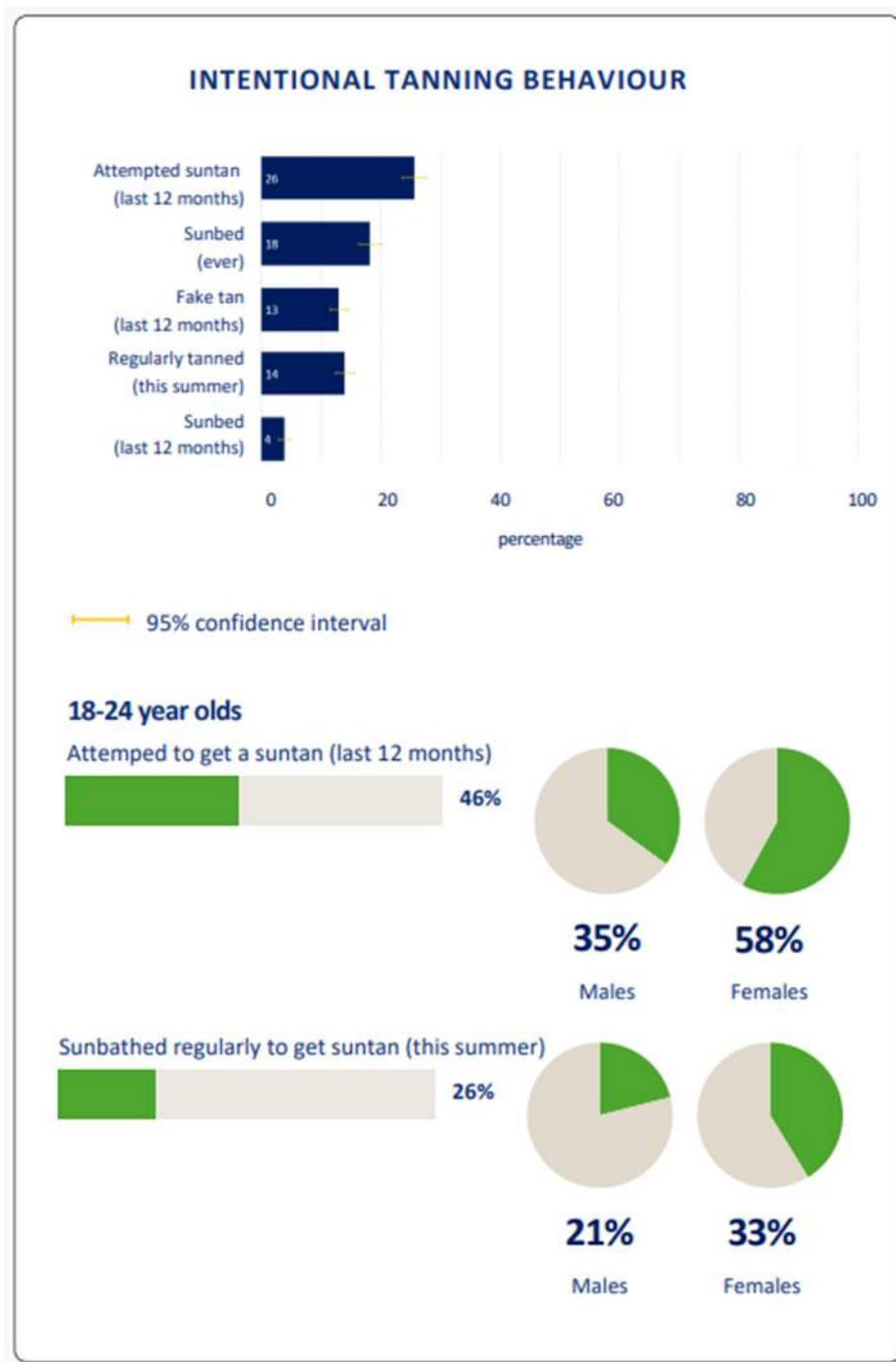


Figure 9: Intentional tanning behaviour

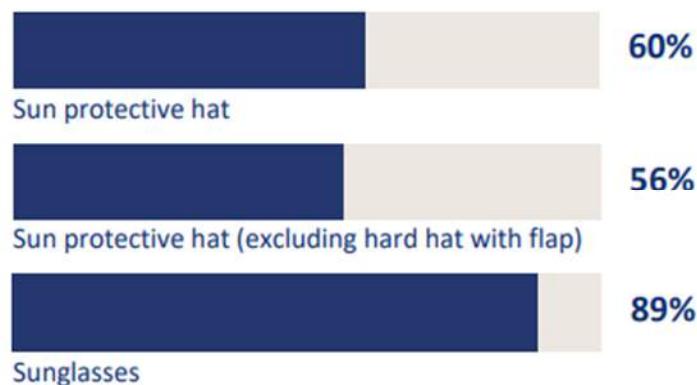
Ownership of sun protection products

In total, 40.4% of the population do not own a sun protective hat and this increases to 43.8% if you exclude hard hats (with flaps) which will largely be used for occupational exposure to ultraviolet radiation (Appendix A: [Table 24](#), [Figure 10](#)). There is little consistent evidence of a pattern in hat wearing between males and

females or between age groups. The types of hat most owned (Appendix A: [Table 25, Figure 10](#)) are broad brimmed (35.8%) followed by bucket hats (28.4%). Young people aged 18-24 years are more likely to own a bucket hat (43.0%) than a broad-brimmed hat (13.9%) or a legionnaire hat (5.2%). Males are more likely than females to own a cap (which are not sun protective) (60.1% versus 45.4%). Females are more likely than males to own a broad-brimmed hat (39.1% versus 32.3%). Most of the population (88.6%) own sunglasses.

OWNERSHIP OF SUN PROTECTIVE PRODUCTS

Type of sun protective product (%)



Type of sun protective hat (%)

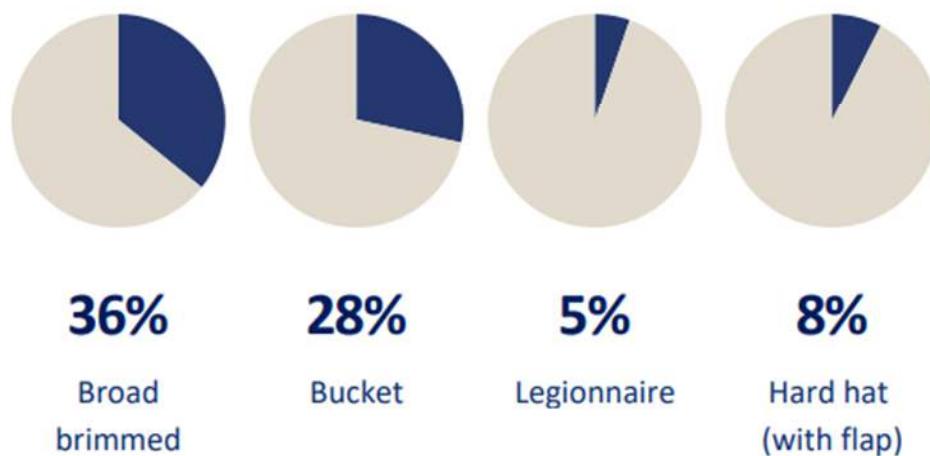


Figure 10: Ownership of sun protective products

Sun protection behaviour

Approximately one-third of the population (38.2%) reported “always” or “often” protecting all their skin from the sun this summer (Appendix A: [Table 26](#), [Figure 11](#)).

Nearly one-half (48.9%) of the population reported that they “strongly agree” or “agree” that sun protection is part of their daily routine (Appendix A: [Table 27](#), [Figure 11](#)). However, this may potentially reflect the use of sunscreen as part of a morning skincare routine, as reported by some individuals later in the survey, rather than complete sun protection of all skin exposed to ultraviolet radiation.

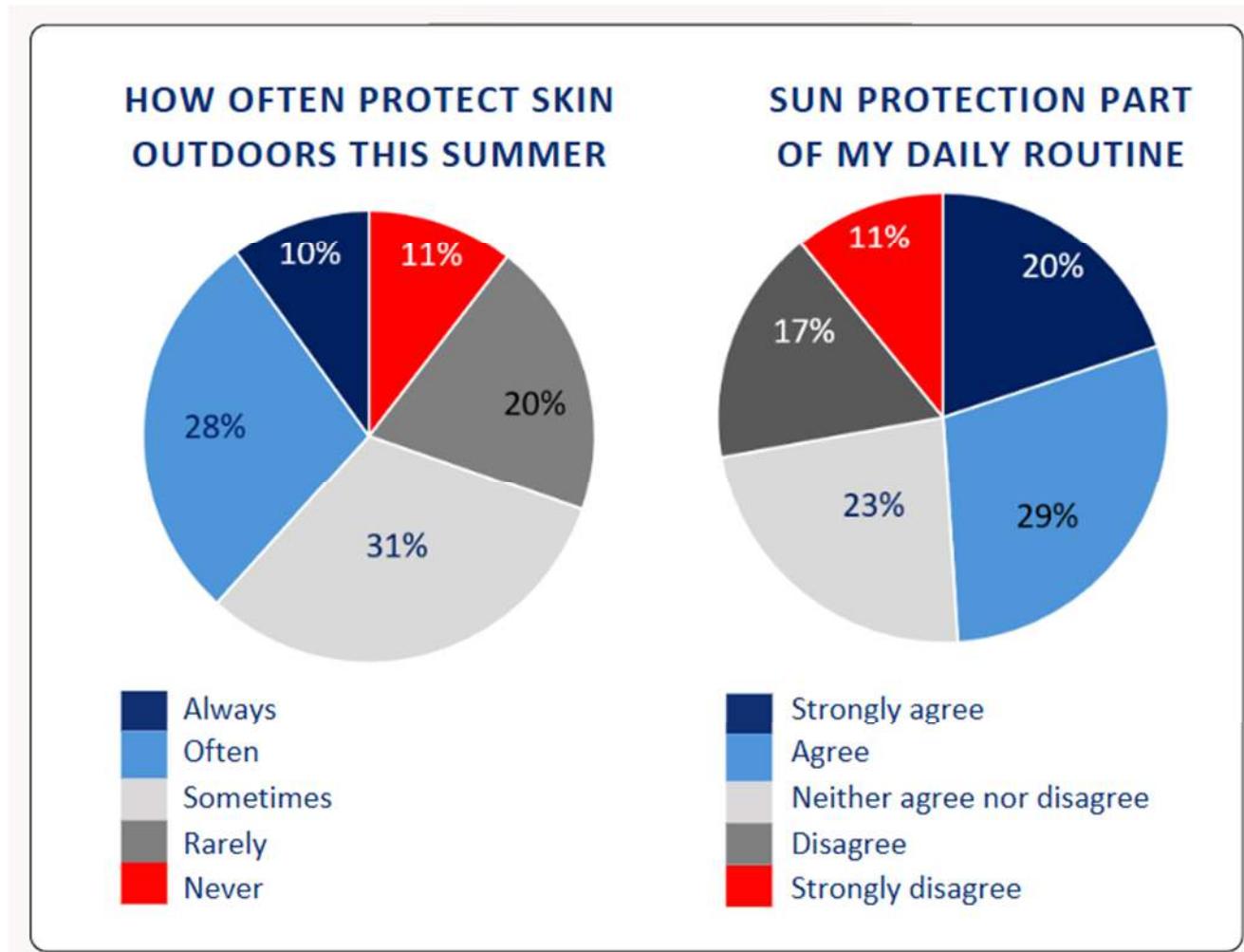


Figure 11: Sun protection (this summer)

The most reported usual sun protection behaviours this summer (Appendix A: [Table 28](#), [Figure 12](#)) were sunglasses (58.9%), shade (48.4%), and sunscreen (47.9%). Females were significantly more likely to use sunscreen (53.1% versus 42.5%), clothing on legs (39.6% versus 32.3%) and sunglasses (62.3% versus 55.3%) than males. There were no differences observed by age group.

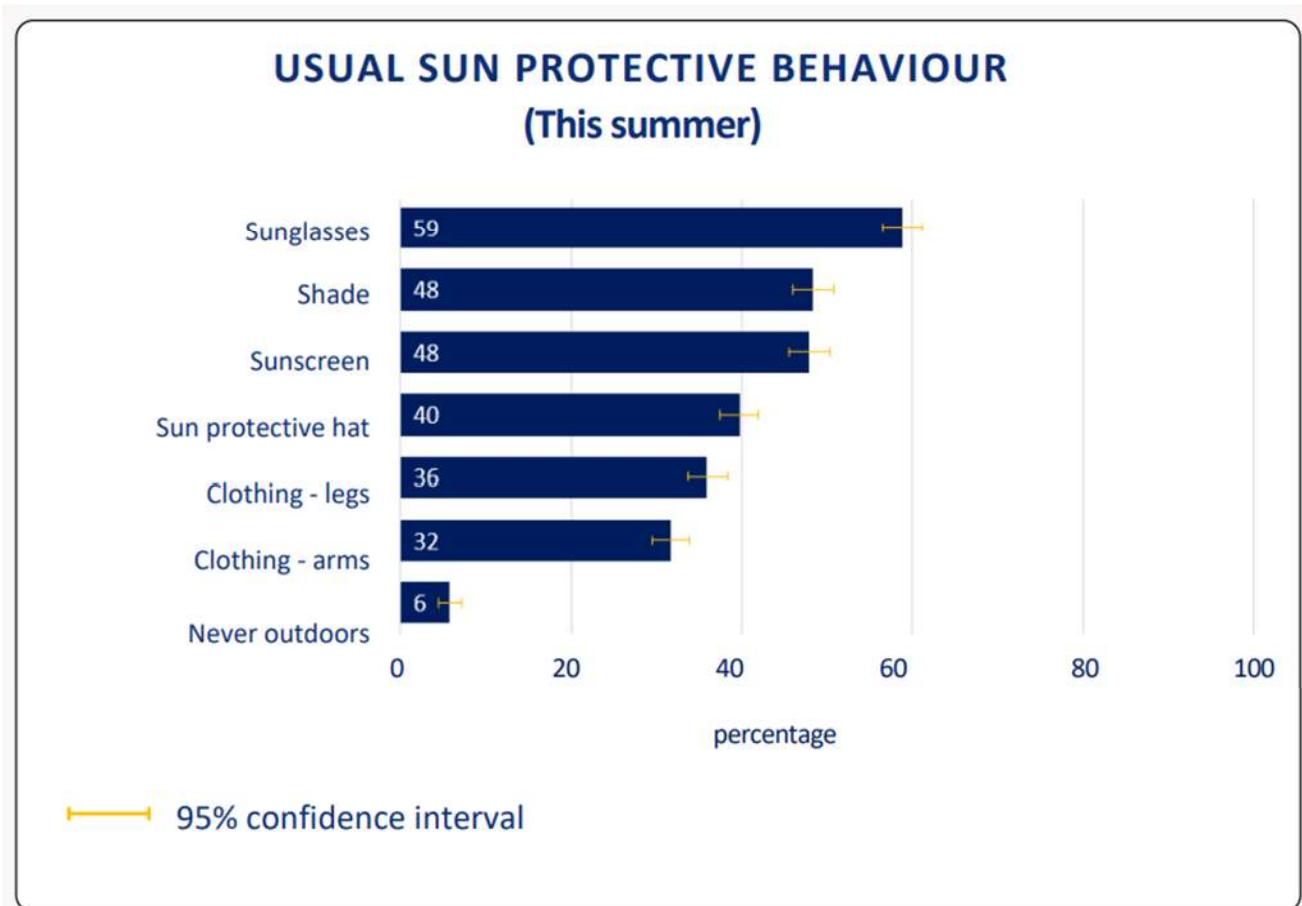


Figure 12: Usual sun protection when outdoors (this summer)

The most reported sun protection behaviours when last outdoors in the previous week (Appendix A: [Table 29](#), [Figure 13](#)) were similar to those reported as “usual” sun protection behaviours. This data represents a specific point in time and may be influenced by the weather during that week. About one-fifth (21.3%) reported usually just using one of the sun protective behaviour (e.g. 5.3% reported ‘just’ wearing sunglasses and did not report use of any other sun protection behaviour).

Shade and sunglasses were the most commonly reported forms of sun protection (56.3% and 55.9% respectively), followed by clothing on legs (51.0%) and sunscreen (40.7%). A similar pattern was observed for sun protection by gender, with females reporting significantly higher levels of sunglasses (60.3% versus 51.5%), clothing-legs (58.2% versus 43.8%) and sunscreen (45.2% versus 36.4%) than males. Males, however, reported significantly higher levels of sun protective hat use (45.9% versus 31.9%) than females. There were no noticeable patterns by age group. Of the population who did not use shade, one-fifth (18.6%) said it would have been possible to conduct the activity in the shade.

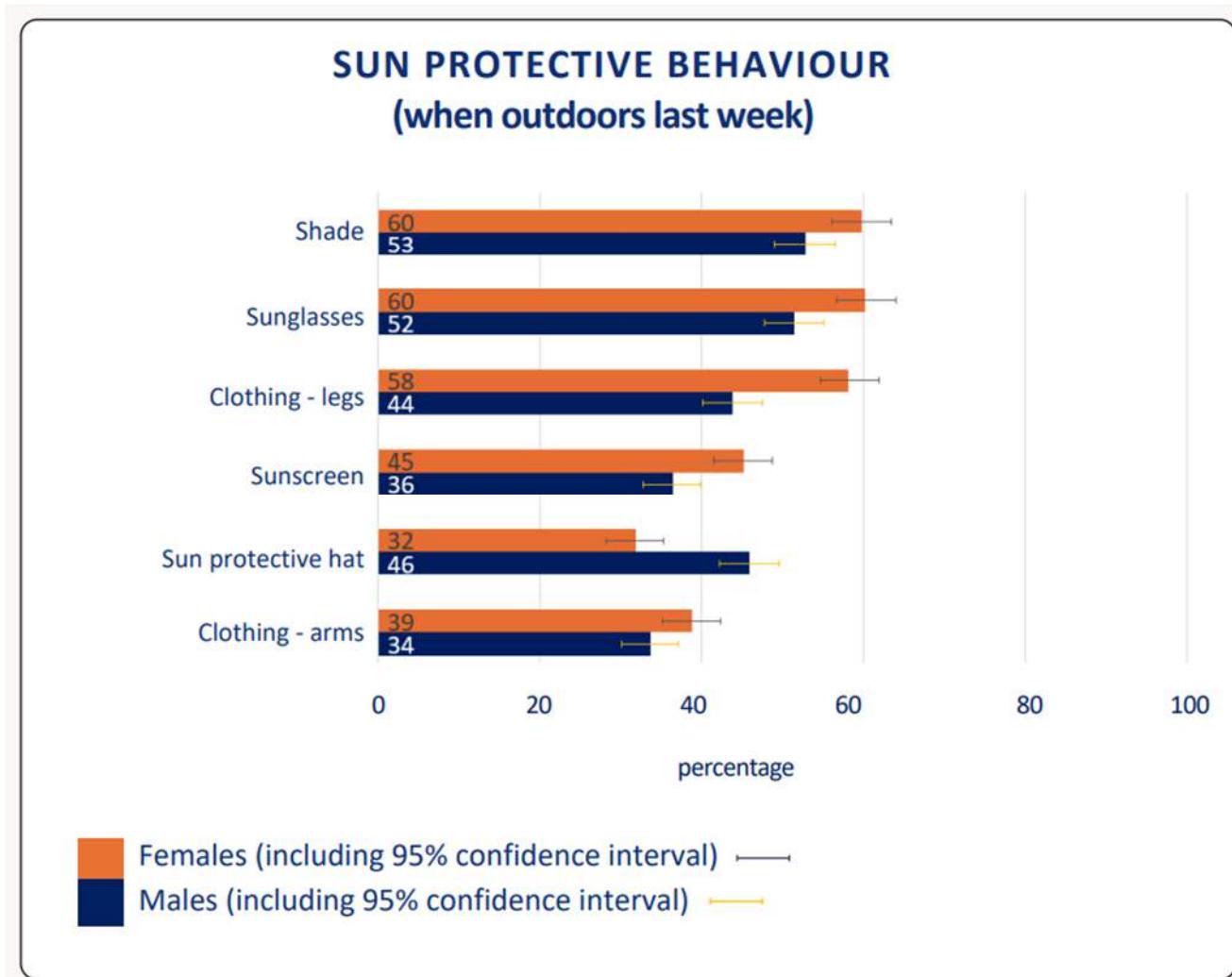


Figure 13: Sun protection when outdoors (last week)

The reasons individuals reported that they did not use sun protection in the previous week included: that they felt it wasn't needed, environmental conditions did not warrant it, inconvenience, lack of availability or they just forgot.

Survey participants wearing sunscreen were asked when they were outdoors last week which body parts were not protected by either sunscreen, clothing or a sun protective hat ([Figure 14](#)). The most common body parts not protected were arms (30.9%), legs (30.3%), neck (29.5%), ears (27.8%), and face (27.0%).

Of the 40.7% of adults who applied sunscreen in the past week, only 38.3% applied sunscreen 20 minutes prior to going outside ([Appendix A: Table 30, Figure 15](#)).

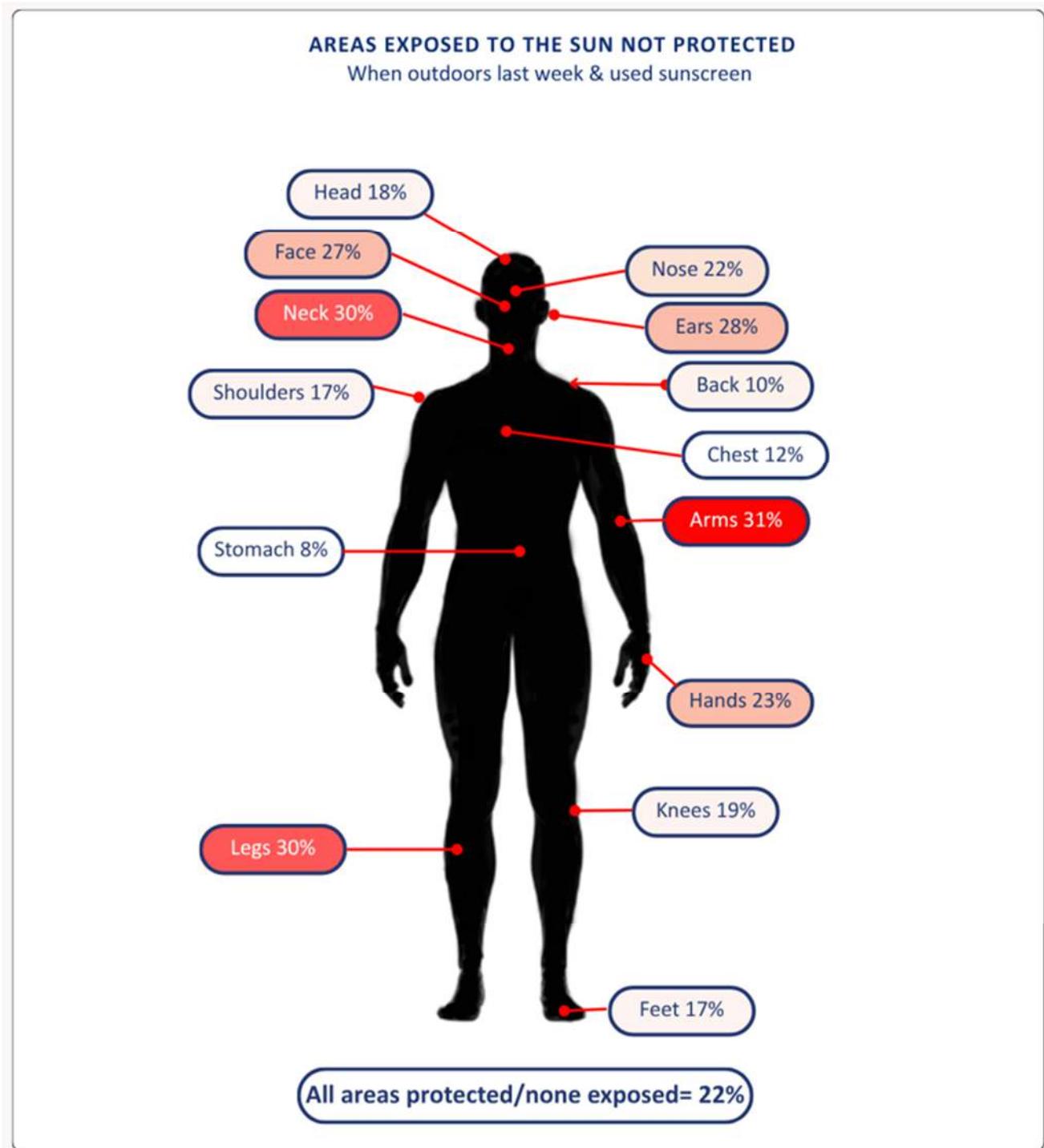


Figure 14: Body parts exposed to the sun but not protected (last week) for those wearing sunscreen

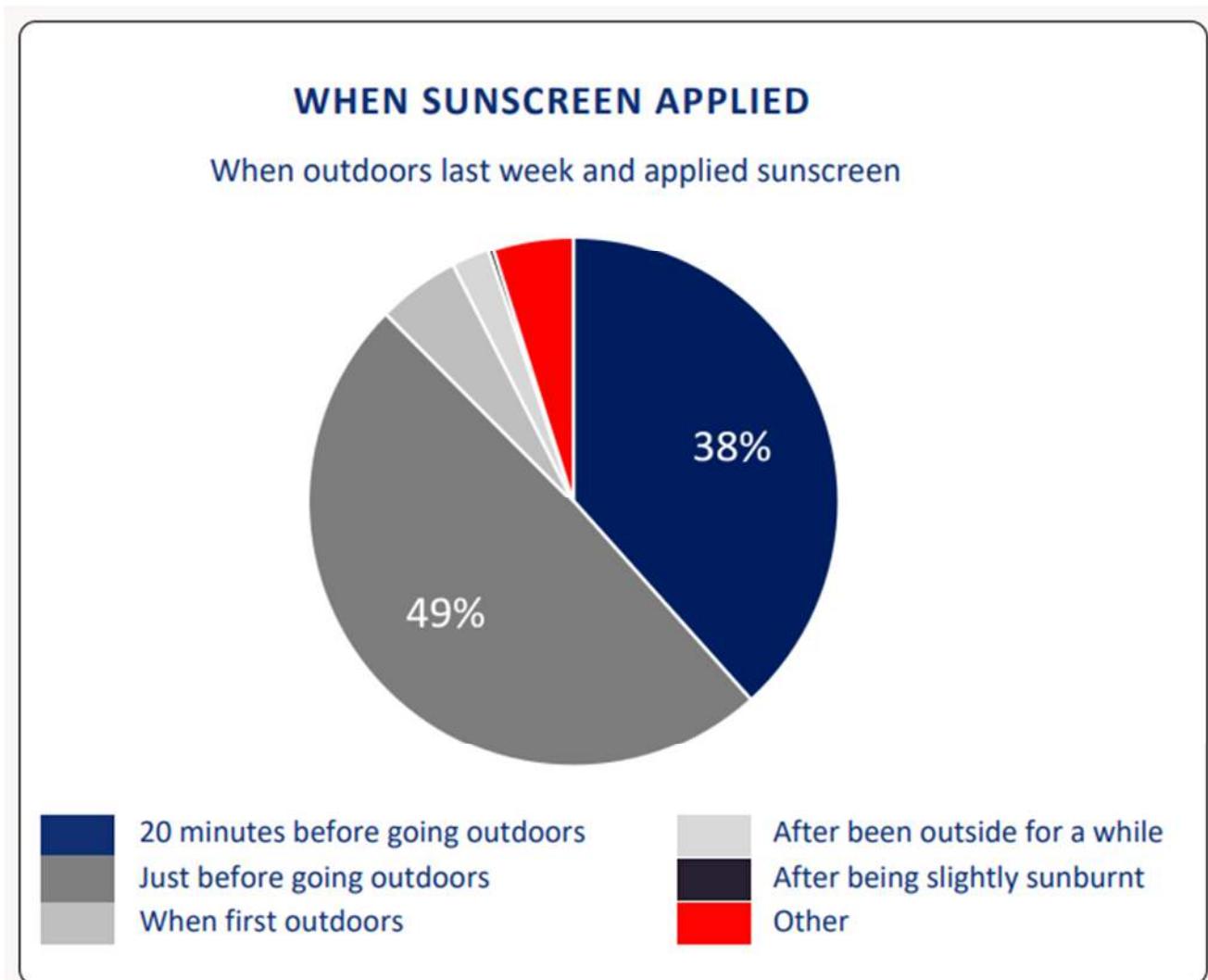


Figure 15: When applied sunscreen (for those outdoors last week who applied sunscreen)

Knowledge

Survey participants were asked to indicate whether a list of commonly reported skin cancer prevention myths are true or false (Appendix A: [Table 31](#), [Figure 16](#)). About one-third of the population believed that sunscreen with SPF50 does not need to be reapplied as often as SPF30 (36.3%) and that wearing a cap provides adequate sun protection to the face and neck (33.1%). Nearly one-quarter (23.1%) of the population believed that sunscreen ingredients are bad for your health and one-fifth (18.4%) that people who use sunscreen regularly don't get sufficient vitamin D. There appeared to be a general pattern where younger age groups were more likely to believe that reapplication times for SPF50 were shorter than those for SPF30, compared to older age groups.



Figure 16: Knowledge of skin cancer prevention myths

Nearly three-quarters (73.3%) of the population “strongly agree” or “agree” that if you regularly protect yourself from the sun you can prevent skin cancer (Table 32, Figure 17). This belief did not vary significantly across different age groups or genders.

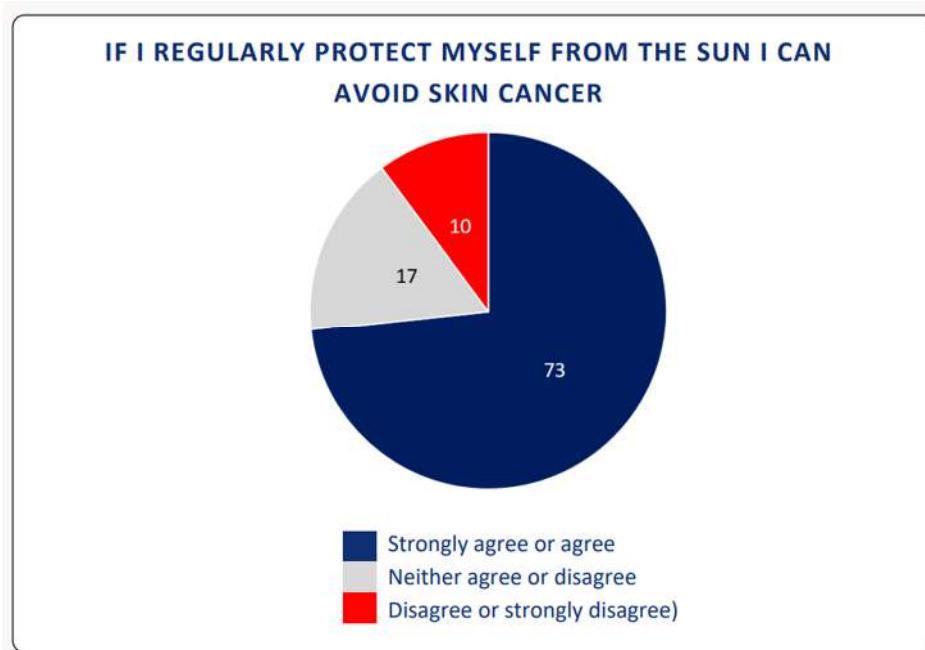


Figure 17: Agreement with statement on prevention of skin cancer

Attitudes

Survey participants were asked their level of agreement with a series of statements on tanning (Tables 33 to 39, Figure 18). Only a small portion of the population (14.2%) “strongly agreed” or “agreed” that “a

suntanned person is more healthy”, but nearly one-half (43.0%) “strongly agreed” or “agreed” that “a suntanned person looks more healthy”. A sizeable proportion of the population “strongly agreed” or “agreed” that “having a tan” makes them “feel better about themselves” (41.1%) and “more attractive to others” (36.7%). Disturbingly nearly one-quarter (22.8%) of the population believe that “a suntan protects you against melanoma and other skin cancers”. Young people aged 18 to 24 years were significantly more likely to “strongly agree” or “agree” that a suntan makes them “feel more attractive to others” and that “their friends think a suntan is a good idea” than in other age groups.

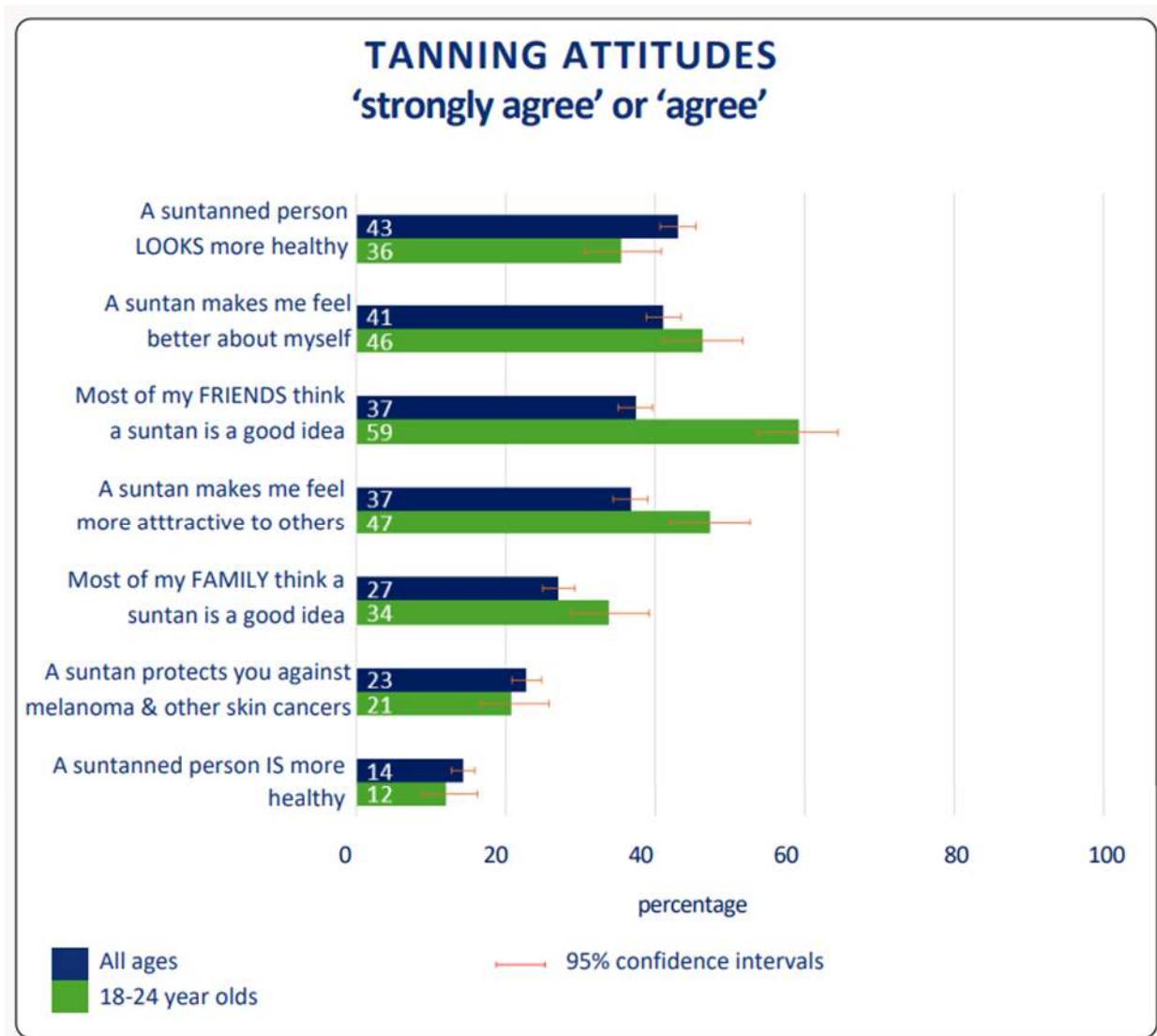


Figure 18: Attitudes towards tanning

About one-half (50.2%) of the population report that they like to get a suntan (Table 40, Figure 19). This was highest in the 18 to 24 age group with 62.4% reporting liking to get a suntan and similar proportions for males and females (60.6% versus 64.1%, respectively).

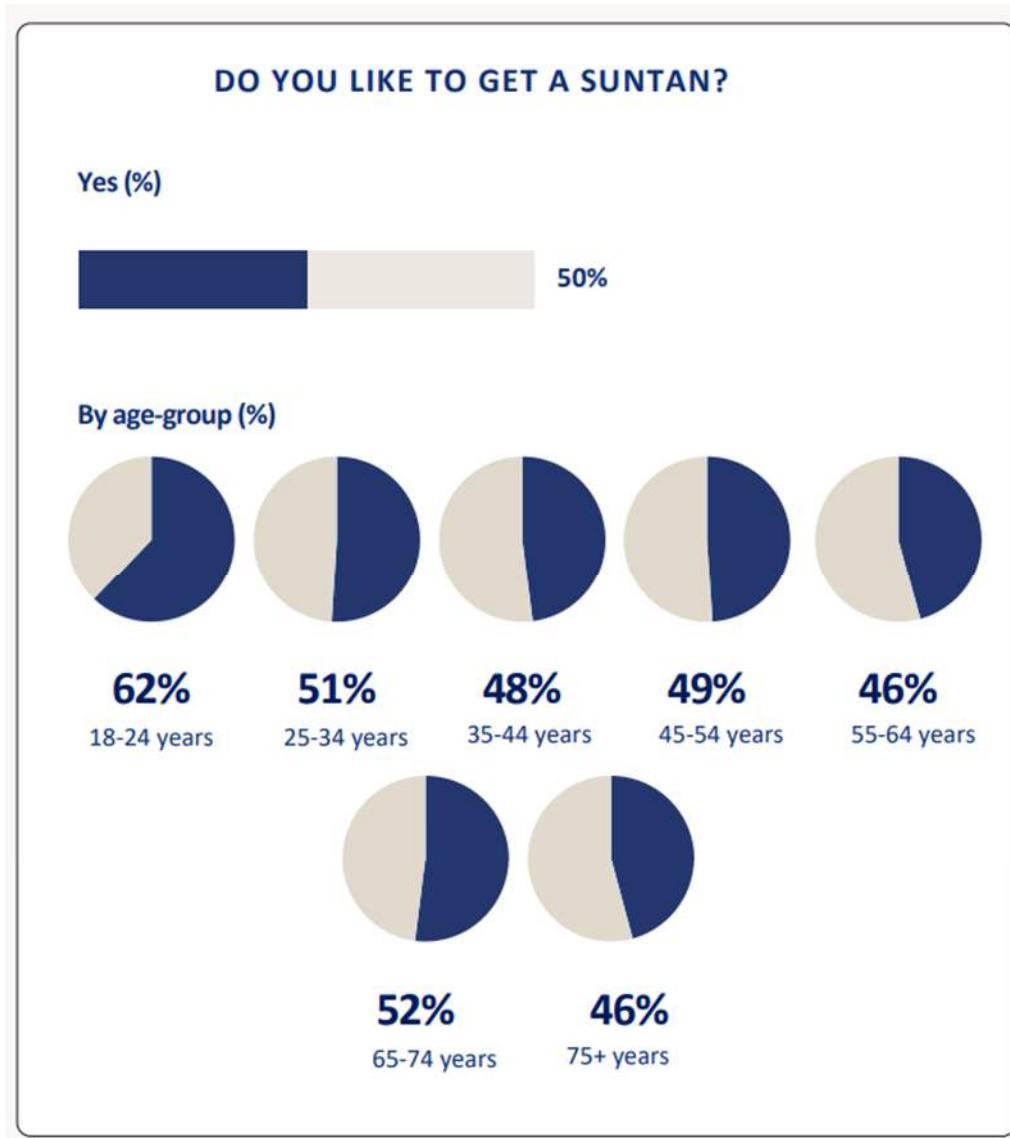


Figure 19: Do you like to get a suntan?

Most parents (80.0%) “strongly agreed” or “agreed” that they are more vigilant about protecting their children’s skin than their own (Appendix A: [Table 41](#), [Figure 20](#)).

Over one-half (50.7%) of the population “strongly agreed” or “agreed” that sunscreen is too expensive (Appendix A: [Tables 41 and 42](#), [Figure 20](#)). There was not a strong pattern between household income and whether the population thought sunscreen was too expensive. Further investigation on use of sunscreen and income will be explored in the scholarly publications planned.

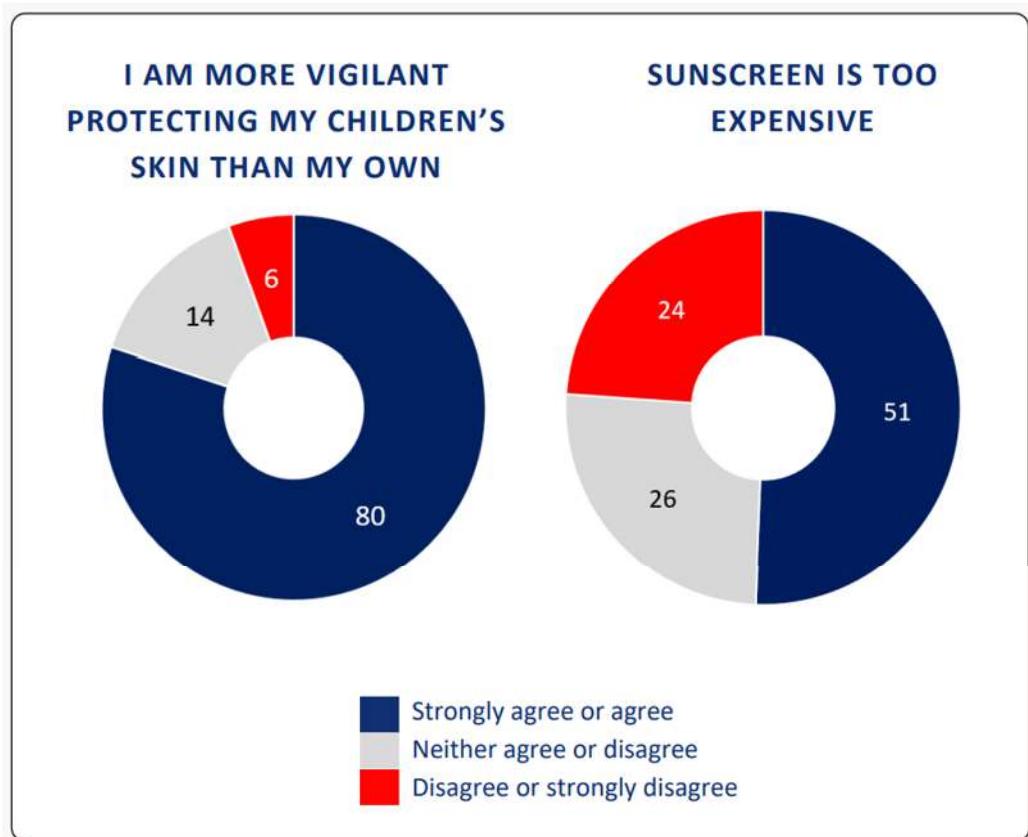


Figure 20: Level of agreement with statements on protecting children and cost of sunscreen

Support for Government investment & initiatives

Support for government investment in various skin cancer prevention initiatives was extremely high (Appendix A: [Table 43](#), [Figure 21](#)), ranging from 81.7% “strongly”/“somewhat in favour” for skin cancer prevention campaigns to 89.7% for investment in shade in schools. Notably, in all cases, fewer than 3.0% of the population were “somewhat” or “strongly against” these initiatives. A full breakdown of support by gender and age is provided in Appendix A: [Table 43](#)).

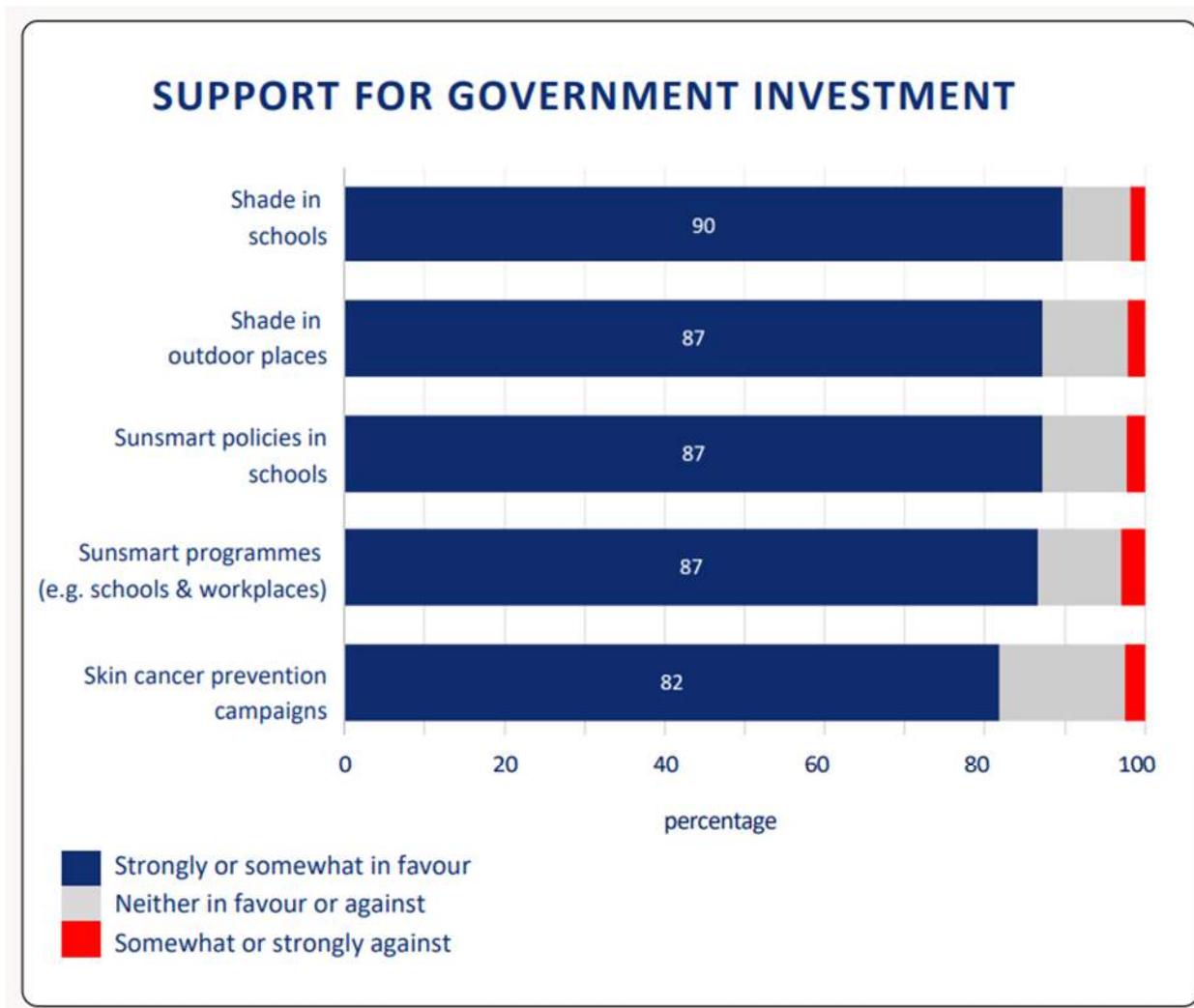


Figure 21: Support for Government investment in skin cancer prevention initiatives

Survey participants who were parents of school-aged children were asked how well their school protected their students (Appendix A: [Table 44](#), [Figure 22](#)). In total, 72.8% of the population “strongly agreed” or “agreed” that students were adequately protected in primary school. This was considerably lower for secondary schools (57.8%).

Less than one-half (47.9%) “strongly agreed” or “agreed” that it is difficult to find adequate shade in parks in playgrounds in Aotearoa New Zealand (Appendix A: [Table 44](#), [Figure 23](#)).

Participants who were members of summer sports clubs were asked if these provide enough sun protection (Appendix A: [Table 44](#), [Figure 24](#)). Approximately one-half (51.5%) of the population agree that they do.

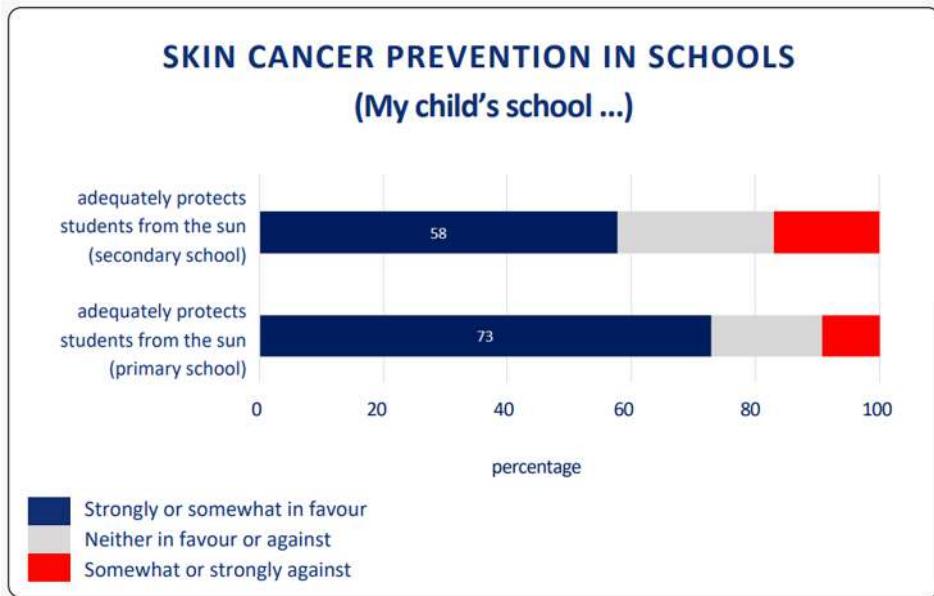


Figure 22: Sun protection in schools

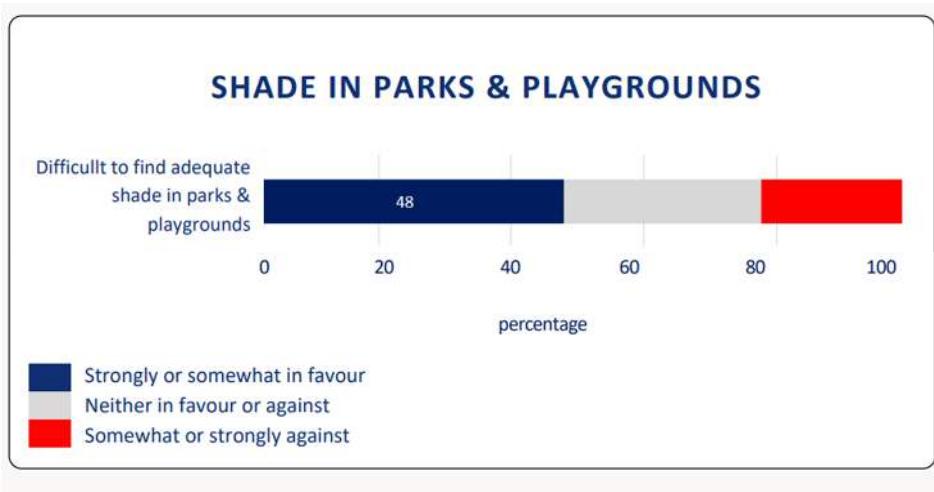


Figure 23: Shade in parks and playgrounds

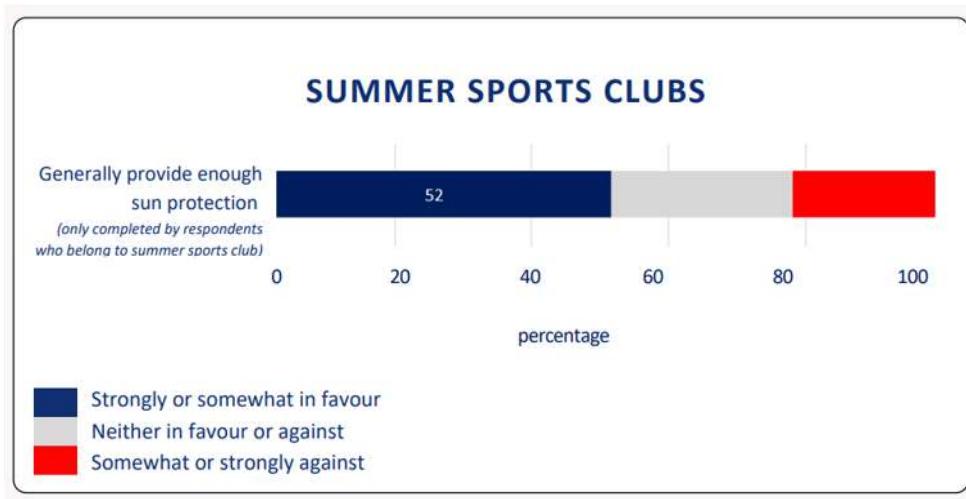


Figure 24: Sun protection provided in summer sports clubs

Outdoor work

Survey participants who reported that they are employed or self-employed were asked on average how many hours they have worked outdoors over the last 6 months (Appendix A: [Table 45](#), [Figure 25](#)). In total, 61.9% reported that they had worked outdoors, with approximately one-third (28.0%) working outdoors for three or more hours per day. The availability of a workplace policy on sun protection, sun protection training, availability of sun protection products, and survey participants' perceived consideration of whether this was adequate is provided in [Figure 25](#) and Appendix A: [Tables 46 to 49](#). For individuals whose employment involves working outdoors, 48.9% reported that their workplaces have a sun protection policy, 71.0% that their workplaces provided some training in sun protection, and 51.2% that their workplaces offer sun protection such as sunscreen or sun protective hats. Furthermore, 54.0% of these individuals "strongly agree" or "agree" that their workplace provides sufficient sun protection.

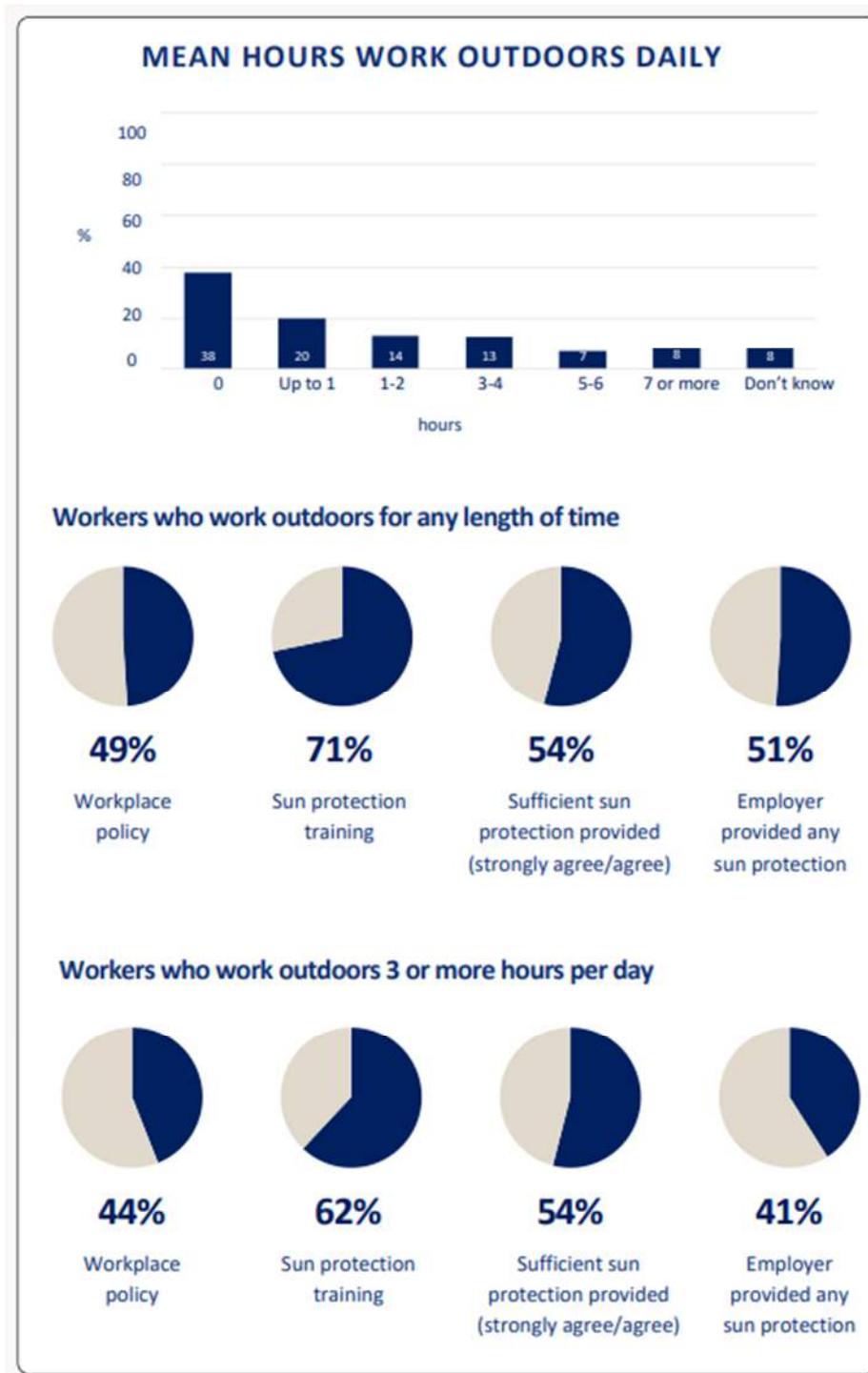


Figure 25: Employment characteristics with respect to outdoor work

Secondary prevention

In total in the last 12 months about one-quarter of the population had visited a medical professional for a skin check (27.2%) and/or conducted a skin check themselves or had someone who was a non-health professional do it (26.8%) (Appendix A: [Table 50](#), [Figure 26](#)).

Skin checks were more commonly conducted amongst the older age groups. The most common medical professionals providing skin checks were general practitioners (59.5%) followed by clinics (27.3%) (Appendix

A: [Table 51](#), [Figure 26](#)). The skin check most commonly involved a general check of all or nearly all of the body (41.9%), or check of part of the body (30.2%) (Appendix A: [Table 52](#)). Less than one-third (28.0%) of the population who had their skin checked by a medical professional reported that the check was just of a specific mole or spot. In total, 42% of these included a full body check. Early detection with full-body skin checks, utilising dermoscopy and digital dermoscopy is considered international best practice – however, we did not specifically ask about whether dermoscopy was used.¹⁴ In only 12.3% of skin checks conducted by a medical profession was there a discussion about skin cancer prevention (Appendix A: [Table 53](#), [Figure 26](#)). It is important to note that 76.4% of people did not remember whether skin cancer prevention was discussed.

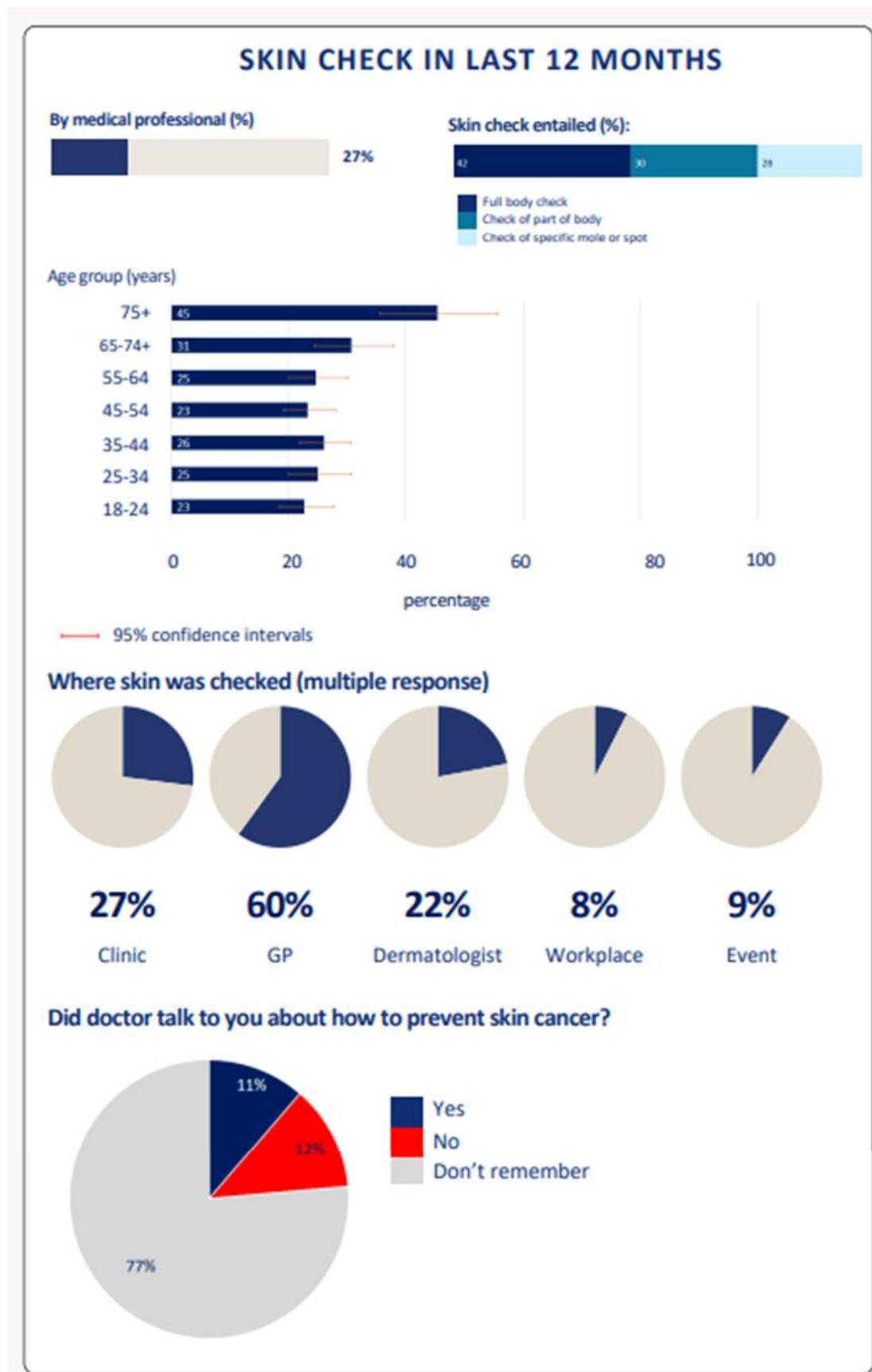


Figure 26: Skin checks in the past 12 months

Economic considerations

To facilitate potential future economic cost benefit analysis studies, three questions were asked about how much respondents were prepared to pay to avoid a 'severe sunburn' either in themselves and also, for those with children, their children (Figure 27). The majority said they would be willing to pay more than \$10 to avoid severe sunburn in themselves or their children.

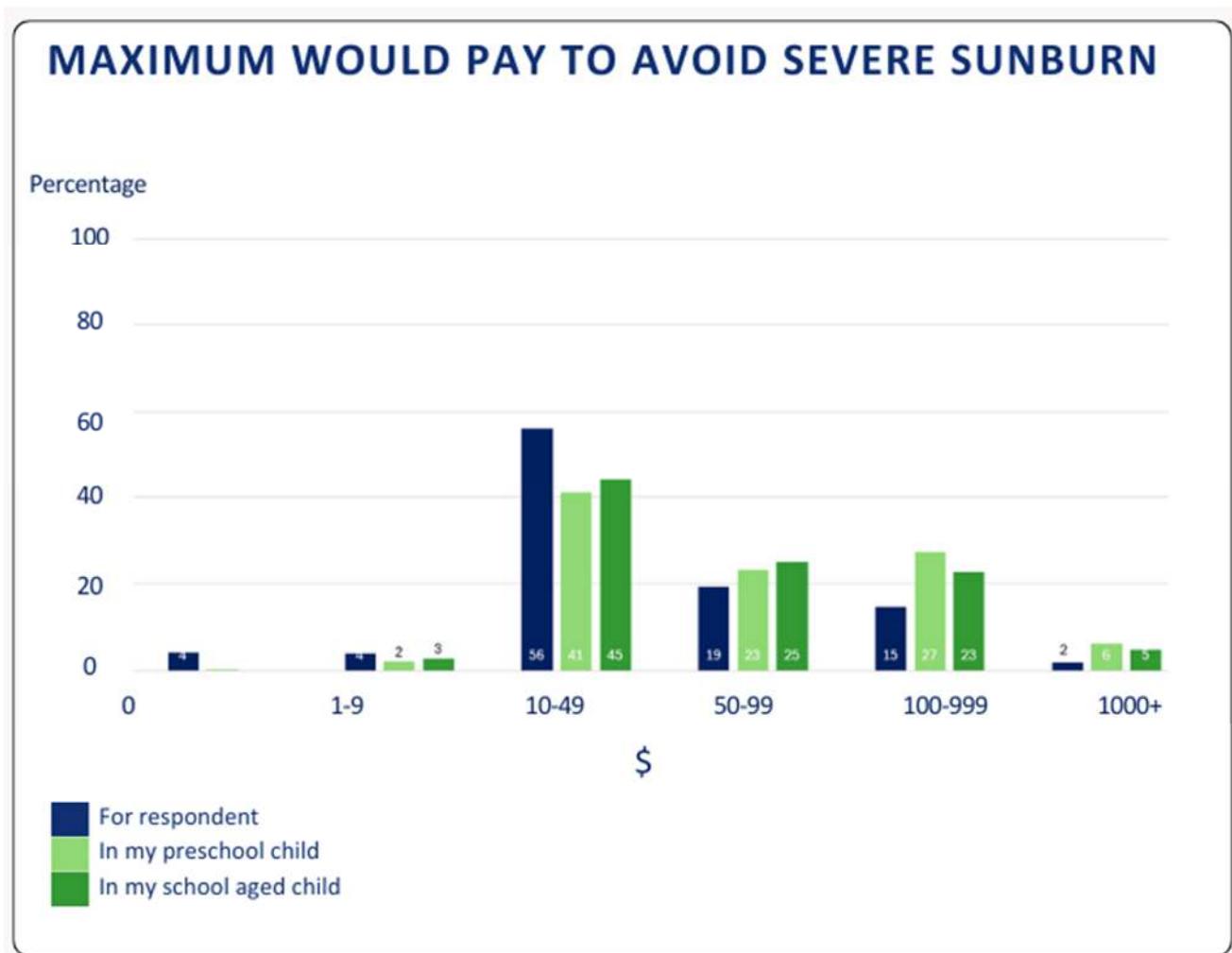


Figure 27: Maximum would pay to avoid severe sunburn

Limitations of the survey

There are several potential limitations to the survey design we used. Firstly, both quota sampling and weighting can introduce bias if the quotas and weights do not accurately reflect the population of interest. Although the weights were based on the 2023 census population, which provides the most comprehensive estimation of the characteristics of the Aotearoa New Zealand population, some groups may still be inaccurately represented, including if they have responded to the relevant questions (particularly, gender and ethnicity) differently between the two occasions.

Secondly, due to funding approvals, the survey was administered at the end of March and the beginning of April. This timing may not be directly comparable with surveys conducted earlier in the summer and could result in recall bias if respondents have forgotten their activities during the summer, particularly the early part of summer. Additionally, questions regarding sun protection in the last week may yield different answers than if asked earlier in the summer, including due to weather changes during the season.

Thirdly, the use of a survey panel may not always be generalisable to the entire population due to survey panel participants potentially being systematically different to those people who do not register. Furthermore, other variables could be added to the calculation of weights (e.g. measures of deprivation and location) but these depend on consistent answers to both the census and survey questions as discussed above.

Summary

This report has provided a technical summary of the survey findings which will inform the direction of the summer campaign for 2025/26. It includes results from a representative survey, after weighting to reflect the age-group, gender, and ethnicity distribution of the Aotearoa New Zealand population.

Analytical data analysis is currently underway, with four papers planned to cover the following topics: the 18-24 year age-group as a particular group of concern, outdoor workers, secondary prevention, and the impact of cost of sunscreen on its use. The results from these papers will provide more in-depth analysis to inform future campaigns and interventions.

Appendix A

Tables

Table 1: Age, gender, and ethnicity

Respondents (N=2,187)		
	n	%
Age group (years)		
18–24	464	21.2
25–29	156	7.1
30–34	188	8.6
35–39	200	9.1
40–44	194	8.9
45–49	201	9.2
50–54	167	7.6
55–59	143	6.5
60–64	148	6.8
65–69	81	3.7
70–74	117	5.3
75–79	77	3.5
80+	51	2.3
Gender		
Male/Tāne	951	43.5
Female/Wahine	1,220	55.8
Another gender/He ira kē anō	16	0.7
Ethnicity (multiple response)		
European	1,591	72.7
Māori	297	13.6
Pacific	175	8.0
Asian	299	13.7
MELAA	28	1.3
Other	22	1.0

[Return to relevant section of document](#)

Table 2: Socio-economic and employment characteristics

	Respondents (N=2,187)	
	n	%
NZ Dep categories (2023 census)		
1–3	562	25.7
4–7	913	41.8
8–10	711	32.5
Household income (annual)		
Under \$42,000	450	20.6
Between \$42,000 and \$69,999	495	22.7
Between \$70,000 and \$104,999	497	22.8
Between \$105,000 and \$153,999	436	20.0
\$154,000 and over	303	13.9
Employment		
Working (full-time, part-time, or casual)	1,268	58.2
Working (self-employed)	132	6.1
Unemployed	193	8.9
Unable to work (disability etc.)	78	3.6
Retired and / or carer	283	13
Home duties	118	5.4
Student	107	4.9

Missing n = 1 NZ Dep, n = 6 for income, n = 8 for employment

[Return to relevant section of document](#)

Table 3: Region of domicile

Respondents (N=2,187)		
	n	%
Auckland	837	38.3
Bay of Plenty	138	6.3
Canterbury	308	14.1
Gisborne	7	0.3
Hawkes Bay	81	3.7
Manawatū-Whanganui	116	5.3
Marlborough	8	0.4
Nelson	28	1.3
Otago	93	4.3
Southland	34	1.6
Taranaki	51	2.3
Tasman	7	0.3
Waikato	211	9.6
Wellington	259	11.8
West Coast	9	0.4

[Return to relevant section of document](#)

Table 4: Skin colour (untanned) and sensitivity to strong sunshine

Skin characteristic	Respondents (N=2,187)	
	n	%
Skin colour (untanned)		
Pale, very sun-sensitive skin that burns easily and that never tans or tans minimally after repeated exposure to the sun	647	30.1
Darker white/olive skin that sometimes burns but tans to light brown after repeated exposure to the sun	852	39.6
Light brown-coloured skin that burns minimally and tans to moderate brown after repeated exposure to the sun	591	27.5
Deeply pigmented brown to black skin that rarely or never burns	63	2.9
Skin response to strong sunshine		
Just burn and not tan afterwards	520	23.8
Burn first, then tan afterwards	1,132	51.9
Not burn at all, just tan	469	21.5
Nothing would happen	62	2.8

Missing n = 34 for skin colour, n = 4 for skin response to strong sunshine

[Return to relevant section of document](#)

Table 5: Skin response to strong sunshine by skin colour (untanned)

Skin colour (untanned)	Skin response to strong sunshine							
	Just burn and not tan		Burn first, then tan		Not burn, just tan		Nothing would happen	
	n	%	n	%	n	%	n	%
Pale, very sun-sensitive skin that burns easily and that never tans or tans minimally after repeated exposure to the sun	369	17.2	243	11.3	24	1.1	9	0.4
Darker white/olive skin that sometimes burns but tans to light brown after repeated exposure to the sun	78	3.6	579	26.9	179	8.3	16	0.7
Light brown-coloured skin that burns minimally and tans to moderate brown after repeated exposure to the sun	57	2.7	284	13.2	231	10.7	18	0.8
Deeply pigmented brown to black skin that rarely or never burns	13	0.6	13	0.6	24	1.1	13	0.6

Missing n = 34 for skin colour, and n = 4 for skin reaction to strong sunshine

[Return to relevant section of document](#)

Table 6: Gender breakdown by age group and ethnicity

N	Respondents (N=2,187)		Male Tāne		Female Wahine		Another gender He ira kē anō	
	n	%	n	%	n	%	n	%
Age group (years)								
18–24	464	21.2	111	11.7	350	28.7	3	18.8
25–29	156	7.1	37	3.9	119	9.8	0	0.0
30–34	188	8.6	57	6.0	130	10.7	1	6.2
35–39	200	9.1	96	10.1	102	8.4	2	12.5
40–44	194	8.9	94	9.9	100	8.2	0	0.0
45–49	201	9.2	107	11.3	91	7.5	3	18.8
50–54	167	7.6	96	10.1	68	5.6	3	18.8
55–59	143	6.5	75	7.9	66	5.4	2	12.5
60–64	148	6.8	80	8.4	68	5.6	0	0.0
65–69	81	3.7	42	4.4	39	3.2	0	0.0
70–74	117	5.3	74	7.8	42	3.4	1	6.2
75–79	77	3.5	47	4.9	30	2.5	0	0.0
80+	51	2.3	35	3.7	15	1.2	1	6.2
Ethnicity (multiple response)								
European	1,591	72.7	702	73.8	877	71.9	12	75.0
Māori	297	13.6	124	13.0	172	14.1	1	6.2
Pacific	175	8.0	51	5.4	124	10.2	0	0.0
Asian	299	13.7	137	14.4	160	13.1	2	12.5
MELAA	28	1.3	17	1.8	11	0.9	0	0.0
Other	22	1.0	11	1.2	9	0.7	2	12.5

[Return to relevant section of document](#)

Table 7: Gender breakdown by socio-economic characteristics and employment

	Respondents (N=2,187)		Male		Female		Another gender	
	N	n	Tāne		Wahine		He ira kē anō	
			n	%	n	%	n	%
N	2,187	100.0	951	43.5	1,220	55.8	16	0.7
NZ Deprivation categories (based on 2023 census)								
1–3	562	25.7	270	28.4	287	23.5	5	31.2
4–7	913	41.8	381	40.1	524	43.0	8	50.0
8–10	711	32.5	300	31.5	408	33.5	3	18.8
Household income (annual)								
Under \$42,000	450	20.6	159	16.7	288	23.7	3	20.0
Between \$42,000 and \$69,999	495	22.7	202	21.2	289	23.8	4	26.7
Between \$70,000 and \$104,999	497	22.8	219	23.0	275	22.6	3	20.0
Between \$105,000 and \$153,999	436	20.0	198	20.8	236	19.4	2	13.3
\$154,000 and over	303	13.9	173	18.2	127	10.5	3	20.0
Employment								
Working (full-time, part-time, or casual)	1,268	58.2	580	61.2	680	56.0	8	50.0
Working (self-employed)	132	6.1	74	7.8	58	4.8	0	0.0
Unemployed	193	8.9	74	7.8	119	9.8	0	0.0
Unable to work (disability etc.)	78	3.6	23	2.4	53	4.4	2	12.5
Retired and / or carer	283	13.0	163	17.2	118	9.7	2	12.5
Home duties	118	5.4	10	1.1	107	8.8	1	6.2
Student	107	4.9	24	2.5	80	6.6	3	18.8

Missing n = 1 for decile, n = 6 for income, n = 8 for employment

[Return to relevant section of document](#)

Table 8: Gender breakdown by region of domicile

Region	Respondents (N=2,187)		Male Tāne		Female Wahine		Another gender He ira kē anō	
	n	%	n	%	n	%	n	%
N	2,187	100.0	951	43.5	1,220	55.8	16	0.7
Auckland	837	38.3	345	36.3	486	39.8	6	37.5
Bay of Plenty	138	6.3	75	7.8	63	5.2	0	0.0
Canterbury	308	14.1	134	14.1	172	14.1	2	12.5
Gisborne	7	0.3	2	0.2	5	0.4	0	0.0
Hawkes Bay	81	3.7	37	3.9	44	3.6	0	0.0
Manawatū-Whanganui	116	5.3	45	4.7	69	5.7	2	12.5
Marlborough	8	0.4	4	0.4	4	0.3	0	0.0
Nelson	28	1.3	11	1.2	17	1.4	0	0.0
Otago	93	4.3	36	3.8	57	4.7	0	0.0
Southland	34	1.6	16	1.7	18	1.5	0	0.0
Taranaki	51	2.3	23	2.4	28	2.3	0	0.0
Tasman	7	0.3	4	0.4	3	0.2	0	0.0
Waikato	211	9.6	86	9.0	123	10.1	2	12.5
Wellington	259	11.8	131	13.8	124	10.2	4	25.0
West Coast	9	0.4	2	0.2	7	0.6	0	0.0

[Return to relevant section of document](#)

Table 9: Gender breakdown by skin colour, skin sensitivity to strong sunshine

Skin characteristic	Respondents (N=2,187)		Male Tāne		Female Wahine		Another gender He ira kē anō	
	n	%	n	%	n	%	n	%
Skin colour (untanned)								
Pale, very sun-sensitive skin that burns easily and that never tans or tans minimally after repeated exposure to the sun	647	30.1	238	25.3	401	33.5	8	50.0
Darker white/olive skin that sometimes burns but tans to light brown after repeated exposure to the sun	852	39.6	391	41.6	456	38.1	5	31.2
Light brown-coloured skin that burns minimally and tans to moderate brown after repeated exposure to the sun	591	27.5	274	29.2	314	26.2	3	18.8
Deeply pigmented brown to black skin that rarely or never burns	63	2.9	36	3.8	27	2.3	0	0.0
Skin response to strong sunshine								
Just burn and not tan afterwards	520	23.8	214	22.5	302	24.8	4	25.0
Burn first, then tan afterwards	1,132	51.9	480	50.5	643	52.8	9	56.2
Not burn at all, just tan	469	21.5	220	23.2	246	20.2	3	18.8
Nothing would happen	62	2.8	36	3.8	26	2.1	0	0.0

Missing n = 34 for skin colour, and n = 4 for skin reaction to strong sunshine

[Return to relevant section of document](#)

Table 10: Māori/non-Māori ethnicity by age group and gender

	Respondents		Māori		Non-Māori	
	n	%	n	%	n	%
N	2,187	100	297	13.6	1,890	86.4
Age groups (years)						
18–24	464	21.2	90	30.3	374	19.8
25–29	156	7.1	26	8.8	130	6.9
30–34	188	8.6	24	8.1	164	8.7
35–39	200	9.1	26	8.8	174	9.2
40–44	194	8.9	30	10.1	164	8.7
45–49	201	9.2	36	12.1	165	8.7
50–54	167	7.6	15	5.1	152	8.0
55–59	143	6.5	17	5.7	126	6.7
60–64	148	6.8	19	6.4	129	6.8
65–69	81	3.7	3	1.0	78	4.1
70–74	117	5.3	6	2.0	111	5.9
75–79	77	3.5	3	1.0	74	3.9
80+	51	2.3	2	0.7	49	2.6
Gender						
Male/Tāne	951	43.5	124	41.8	827	43.8
Female/Wahine	1220	55.8	172	57.9	1048	55.4
Another gender/He ira kē anō	16	0.7	1	0.3	15	0.8

[Return to relevant section of document](#)

Table 11: Māori/non-Māori ethnicity by NZ Dep categories, household income (annual) and employment

N	Respondents (N=2,187)		Māori		Non-Māori	
	n	%	n	%	n	%
NZ Dep categories						
1–3	562	25.7	36	12.1	526	27.8
4–7	913	41.8	108	36.4	805	42.6
8–10	711	32.5	153	51.5	558	29.5
Household income (annual)						
Under \$42,000	450	20.6	77	25.9	373	19.8
Between \$42,000 and \$69,999	495	22.7	74	24.9	421	22.3
Between \$70,000 and \$104,999	497	22.8	66	22.2	431	22.9
Between \$105,000 and \$153,999	436	20.0	47	15.8	389	20.6
\$154,000 and over	303	13.9	33	11.1	270	14.3
Employment						
Working (full-time, part-time, or casual)	1,268	58.2	159	53.9	1,109	58.9
Working (self-employed)	132	6.1	16	5.4	116	6.2
Unemployed	193	8.9	40	13.5	153	8.1
Unable to work (disability etc.)	78	3.6	26	8.8	52	2.8
Retired and / or carer	283	13	14	4.7	269	14.3
Home duties	118	5.4	27	9.2	91	4.8
Student	107	4.9	13	4.4	94	5.0

Missing n = 1 for NZ Dep, n = 6 for income, n = 8 for employment

[Return to relevant section of document](#)

Table 12: Māori/non-Māori ethnicity by region of domicile

Region	Respondents		Māori		Non-Māori	
	n	%	n	%	n	%
N	2,187	100	297	13.6	1,890	86.4
Auckland	837	38.3	111	37.4	726	38.4
Bay of Plenty	140	6.4	27	8.4	111	5.9
Canterbury	308	14.1	24	8.1	284	15
Gisborne	7	0.3	5	1.7	2	0.1
Hawkes Bay	81	3.7	15	5.1	66	3.5
Manawatū-Whanganui	116	5.3	19	6.4	97	5.2
Marlborough	8	0.4	1	0.3	7	0.4
Nelson	28	1.3	3	1	25	1.3
Otago	93	4.3	8	2.7	85	4.5
Southland	34	1.6	1	0.3	33	1.7
Taranaki	51	2.3	7	2.4	44	2.3
Tasman	7	0.3	0	0	7	0.4
Waikato	211	9.6	40	13.5	171	9
Wellington	259	11.8	36	12.1	223	11.8
West Coast	9	0.4	0	0	9	0.5

[Return to relevant section of document](#)

Table 13: Māori/non-Māori ethnicity by skin colour (untanned) and skin sensitivity to strong sunshine

Skin characteristic	Respondents (N=2,187)		Māori		Non-Māori	
	n	%	n	%	n	%
Skin colour (untanned)						
Pale, very sun-sensitive skin that burns easily and that never tans or tans minimally after repeated exposure to the sun	647	30.1	46	15.8	601	32.3
Darker white/olive skin that sometimes burns but tans to light brown after repeated exposure to the sun	852	39.6	109	37.3	743	39.9
Light brown-coloured skin that burns minimally and tans to moderate brown after repeated exposure to the sun	591	27.5	116	39.7	475	25.5
Deeply pigmented brown to black skin that rarely or never burns	63	2.9	21	7.2	42	2.3
Skin response to strong sunshine						
Just burn and not tan afterwards	520	23.8	43	14.5	477	25.3
Burn first, then tan afterwards	1,132	51.9	153	51.7	979	51.9
Not burn at all, just tan	469	21.5	86	29.1	383	20.3
Nothing would happen	62	2.8	14	4.7	48	2.5

Missing n = 34 for skin colour, and n = 4 for skin reaction to strong sunshine

[Return to relevant section of document](#)

Table 14: What does “SunSmart” mean to you? (unprompted)

Gender	Age group	Sunscreen		Clothing		Hat		Shade		Sunglasses		Slogan*	
		%	95% CI										
Male													
18-24	50.5	(41.3, 59.7)	6.4	(3.1, 12.8)	20.8	(14.2, 29.3)	9.1	(5.0, 16.1)	5.5	(2.5, 11.7)	5.5	(2.5, 11.7)	
25-34	45.0	(34.9, 55.5)	17.2	(10.5, 26.8)	21.8	(14.2, 32.0)	13.3	(7.8, 21.8)	12.6	(6.8, 22.3)	12.6	(6.8, 22.3)	
35-44	45.5	(38.5, 52.8)	18.2	(13.2, 24.5)	23.9	(18.3, 30.5)	8.5	(5.2, 13.5)	9.5	(6.0, 14.7)	9.5	(6.0, 14.7)	
45-54	49.7	(42.8, 56.7)	30.5	(24.5, 37.3)	32.9	(26.7, 39.8)	20.3	(15.3, 26.4)	7.9	(4.8, 12.6)	7.9	(4.8, 12.6)	
55-64	39.0	(31.6, 46.9)	32.4	(25.5, 40.3)	24.0	(17.9, 31.3)	13.9	(9.2, 20.4)	3.8	(1.7, 8.3)	3.8	(1.7, 8.3)	
65-74	43.5	(34.2, 53.3)	27.5	(19.6, 37.2)	26.9	(19.1, 36.6)	12.0	(6.8, 20.4)	5.0	(2.1, 11.3)	5.0	(2.1, 11.3)	
75+	51.1	(40.1, 61.9)	27.2	(18.4, 38.1)	25.4	(17.0, 36.1)	6.4	(2.6, 14.7)	5.4	(2.0, 13.7)	5.4	(2.0, 13.7)	
All ages	45.9	(42.5, 49.3)	22.7	(20.0, 25.7)	25.1	(22.2, 28.2)	12.4	(10.4, 14.9)	7.6	(5.8, 9.8)	7.6	(5.8, 9.8)	
Female													
18-24	60.7	(55.5, 65.8)	19.0	(15.1, 23.6)	36.4	(31.4, 41.7)	13.5	(10.2, 17.6)	12.5	(9.3, 16.6)	12.5	(9.3, 16.6)	
25-34	57.8	(51.6, 63.9)	27.3	(22.1, 33.3)	38.6	(32.7, 44.8)	16.4	(12.4, 21.5)	20.5	(16.0, 26.0)	20.5	(16.0, 26.0)	
35-44	56.8	(49.9, 63.5)	29.7	(23.8, 36.3)	37.2	(30.8, 44.1)	19.2	(14.3, 25.2)	14.9	(10.6, 20.5)	14.9	(10.6, 20.5)	
45-54	58.8	(50.7, 66.5)	32.1	(25.0, 40.1)	34.1	(26.9, 42.0)	14.9	(9.9, 21.8)	10.3	(6.5, 15.9)	10.3	(6.5, 15.9)	
55-64	58.9	(50.2, 67.1)	34.8	(26.9, 43.5)	36.5	(28.5, 45.3)	18.3	(12.4, 26.1)	10.3	(5.9, 17.4)	10.3	(5.9, 17.4)	
65-74	59.4	(47.7, 70.1)	29.5	(19.5, 42.0)	33.5	(23.5, 45.2)	10.4	(5.4, 18.9)	5.8	(2.4, 13.3)	5.8	(2.4, 13.3)	
75+	40.1	(25.7, 56.4)	30.3	(17.4, 47.2)	27.2	(15.5, 43.2)	8.7	(2.7, 25.1)	7.9	(2.6, 21.2)	7.9	(2.6, 21.2)	
All ages	56.7	(53.3, 60.0)	29.4	(26.3, 32.6)	35.3	(32.2, 38.5)	15.1	(12.9, 17.6)	12.3	(10.4, 14.5)	12.3	(10.4, 14.5)	
Another gender													
18-24	100.0		64.8	(14.2, 95.3)	0.0		64.8	(14.2, 95.3)	35.2	(4.7, 85.8)	35.2	(4.7, 85.8)	
25-49	33.3	(8.4, 73.2)	16.7	(2.3, 63.2)	100.0		0.0		0.0		0.0		
50+	100.0		42.9	(14.4, 77.0)	71.4	(32.6, 92.8)	28.6	(7.2, 67.4)	14.3	(2.0, 58.1)	14.3	(2.0, 58.1)	
All ages	68.4	(39.3, 87.8)	38.3	(15.9, 67.2)	47.8	(22.5, 74.3)	28.0	(9.2, 59.9)	15.0	(2.9, 51.3)	15.0	(2.9, 51.3)	
All genders													
18-24	56.1	(50.6, 61.4)	13.2	(10.2, 16.9)	29.3	(24.8, 34.3)	11.9	(8.9, 15.8)	9.3	(6.7, 12.6)	9.3	(6.7, 12.6)	
25-34	51.3	(45.2, 57.4)	22.2	(17.7, 27.5)	30.1	(24.9, 35.8)	14.9	(11.2, 19.5)	16.5	(12.5, 21.6)	16.5	(12.5, 21.6)	
35-44	51.2	(46.2, 56.2)	24.1	(20.1, 28.6)	30.5	(26.1, 35.2)	13.8	(10.7, 17.6)	12.2	(9.3, 15.8)	12.2	(9.3, 15.8)	
45-54	54.3	(49.0, 59.6)	31.2	(26.5, 36.4)	33.5	(28.6, 38.6)	17.5	(13.8, 21.9)	9.1	(6.5, 12.6)	9.1	(6.5, 12.6)	
55-64	49.3	(43.5, 55.2)	33.6	(28.2, 39.4)	30.4	(25.2, 36.2)	16.1	(12.2, 21.0)	7.2	(4.5, 11.2)	7.2	(4.5, 11.2)	
65-74	51.9	(44.2, 59.4)	28.5	(21.8, 36.4)	30.3	(23.7, 37.9)	11.1	(7.3, 16.7)	5.4	(2.9, 9.8)	5.4	(2.9, 9.8)	
75+	45.1	(35.4, 55.3)	28.9	(20.4, 39.2)	26.4	(18.6, 36.1)	7.8	(3.5, 16.3)	6.7	(3.1, 14.0)	6.7	(3.1, 14.0)	
All ages	51.5	(49.1, 53.9)	26.1	(24.1, 28.3)	30.4	(28.2, 32.6)	13.9	(12.3, 15.6)	10.0	(8.7, 11.5)	10.0	(8.7, 11.5)	

*reported slip, slop, slap, wrap slogan in part or full

cont.

Gender	Age group	Limit time outdoors		UV levels/cloudy days		Don't get sunburnt		Generic (general)		Generic (sun protection)		Skin cancer	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male													
18-24	3.6	(1.4, 9.2)	5.5	(2.5, 11.7)	9.8	(5.5, 16.9)	36.2	(27.8, 45.5)	12.8	(7.7, 20.4)	3.5	(1.3, 9.0)	
25-34	4.6	(1.9, 10.8)	6.1	(2.9, 12.3)	12.6	(6.9, 22.0)	34.8	(25.4, 45.5)	11.4	(6.0, 20.5)	4.2	(1.5, 10.7)	
35-44	4.6	(2.4, 8.6)	10.2	(6.5, 15.5)	7.2	(4.3, 11.9)	32.2	(25.9, 39.3)	11.0	(7.3, 16.3)	6.0	(3.4, 10.3)	
45-54	9.7	(6.2, 14.8)	9.4	(6.0, 14.6)	8.9	(5.5, 13.9)	25.4	(19.8, 31.9)	14.5	(10.2, 20.1)	5.3	(3.0, 9.4)	
55-64	10.1	(6.3, 15.9)	15.0	(10.1, 21.5)	15.2	(10.3, 21.8)	39.0	(31.7, 47.0)	9.2	(5.5, 14.9)	5.2	(2.6, 10.1)	
65-74	15.4	(9.7, 23.6)	8.8	(4.5, 16.6)	10.6	(5.9, 18.4)	33.6	(25.0, 43.4)	17.5	(11.1, 26.3)	4.3	(1.7, 10.6)	
75+	8.4	(4.0, 16.8)	8.2	(3.7, 17.3)	5.9	(2.4, 13.6)	32.0	(22.6, 43.0)	10.3	(5.4, 18.9)	3.4	(1.1, 10.4)	
All ages	7.8	(6.2, 9.7)	9.1	(7.4, 11.2)	10.3	(8.3, 12.7)	33.3	(30.1, 36.6)	12.3	(10.2, 14.7)	4.7	(3.5, 6.3)	
Female													
18-24	7.8	(5.4, 11.1)	8.7	(6.1, 12.2)	10.0	(7.1, 13.8)	36.4	(31.4, 41.7)	12.3	(9.2, 16.3)	10.2	(7.4, 13.9)	
25-34	6.8	(4.3, 10.7)	10.8	(7.5, 15.2)	7.4	(4.7, 11.5)	28.5	(23.2, 34.5)	9.5	(6.4, 13.8)	6.0	(3.6, 9.7)	
35-44	6.3	(3.7, 10.6)	13.3	(9.3, 18.7)	9.0	(5.7, 13.8)	31.4	(25.4, 38.2)	12.0	(8.1, 17.3)	7.7	(4.8, 12.3)	
45-54	10.0	(6.2, 15.9)	15.5	(10.4, 22.5)	10.0	(6.0, 16.4)	26.5	(19.9, 34.4)	8.6	(4.9, 14.7)	2.1	(0.8, 5.5)	
55-64	8.9	(4.8, 15.9)	19.0	(13.0, 26.9)	13.1	(8.1, 20.4)	28.6	(21.6, 36.8)	9.2	(5.4, 15.2)	5.0	(2.4, 10.2)	
65-74	10.4	(5.4, 18.9)	23.9	(15.9, 34.4)	15.2	(8.1, 26.7)	30.6	(21.5, 41.6)	17.0	(9.6, 28.4)	6.5	(2.9, 13.9)	
75+	11.5	(4.4, 26.8)	17.1	(8.4, 31.8)	10.7	(4.4, 23.6)	27.3	(15.4, 43.5)	10.1	(3.5, 25.8)	8.1	(2.1, 26.9)	
All ages	8.6	(6.8, 10.8)	15.3	(13.0, 17.9)	10.6	(8.6, 12.9)	29.7	(26.8, 32.8)	11.0	(9.0, 13.4)	6.2	(4.7, 8.1)	
Another gender													
18-24	29.6	(3.7, 82.3)	29.6	(3.7, 82.3)	0.0		0.0		0.0		0.0		
25-49	0.0		0.0		0.0		33.3	(8.4, 73.2)	0.0		0.0		
50+	0.0		28.6	(7.2, 67.4)	0.0		14.3	(2.0, 58.1)	0.0		0.0		
All ages	10.6	(1.5, 48.0)	15.4	(3.7, 46.2)	0.0		18.2	(5.2, 47.1)	0.0		0.0		
All genders													
18-24	6.0	(4.0, 8.8)	7.3	(5.0, 10.5)	9.7	(7.0, 13.5)	35.8	(30.8, 41.1)	12.4	(9.2, 16.5)	6.7	(4.7, 9.4)	
25-34	5.7	(3.6, 8.9)	8.4	(5.9, 11.9)	10.0	(6.6, 14.8)	31.6	(26.1, 37.7)	10.4	(7.1, 15.1)	5.1	(3.1, 8.2)	
35-44	5.4	(3.6, 8.1)	11.7	(8.9, 15.3)	8.1	(5.8, 11.2)	31.7	(27.3, 36.5)	11.4	(8.6, 15.0)	6.8	(4.8, 9.8)	
45-54	9.8	(7.1, 13.4)	12.5	(9.2, 16.7)	9.4	(6.6, 13.2)	26.2	(21.8, 31.2)	11.4	(8.4, 15.3)	3.6	(2.2, 6.0)	
55-64	9.5	(6.5, 13.7)	17.0	(13.0, 22.0)	14.1	(10.4, 18.8)	33.6	(28.4, 39.3)	9.2	(6.3, 13.1)	5.1	(3.1, 8.4)	
65-74	12.8	(8.7, 18.3)	16.8	(11.9, 23.1)	13.0	(8.3, 19.7)	32.0	(25.5, 39.3)	17.2	(12.0, 24.1)	5.5	(3.0, 9.8)	
75+	10.1	(5.3, 18.5)	13.0	(7.5, 21.7)	8.5	(4.4, 15.8)	29.4	(21.1, 39.2)	10.2	(5.4, 18.5)	6.0	(2.1, 15.9)	
All ages	8.2	(7.0, 9.6)	12.3	(10.8, 14.0)	10.4	(9.0, 12.0)	31.4	(29.2, 33.6)	11.6	(10.1, 13.2)	5.5	(4.5, 6.7)	

Other things mentioned: programme, role modelling, secondary prevention, benefits of sun exposure, sun protection in specific environments, anti-sun protection

[Return to relevant section of document](#)

Table 15: Factors prompting the population to use sun protection

Gender	Age group	Nothing		Sunny		Temperature		UV index		Clear sky		Wind level		Humidity		Sun protection alert	
	(years)	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI						
Male																	
18-24	17.0	(11.1, 25.1)	56.2	(46.8, 65.1)	49.9	(40.7, 59.1)	31.9	(23.9, 41.1)	34.5	(26.2, 43.8)	5.5	(2.5, 11.6)	13.3	(8.2, 21.0)	21.8	(15.0, 30.4)	
25-34	11.6	(6.2, 20.9)	57.1	(46.5, 67.1)	48.4	(38.0, 58.8)	33.4	(24.5, 43.7)	33.5	(24.7, 43.7)	4.1	(1.2, 13.5)	12.2	(7.0, 20.4)	29.9	(21.3, 40.2)	
35-44	10.0	(6.4, 15.3)	54.9	(47.6, 61.9)	49.4	(42.2, 56.5)	37.0	(30.4, 44.3)	37.5	(30.8, 44.7)	2.6	(1.1, 6.0)	11.6	(7.7, 17.1)	35.3	(28.7, 42.5)	
45-54	11.7	(7.9, 16.9)	59.3	(52.3, 65.9)	48.4	(41.5, 55.4)	43.0	(36.3, 50.0)	45.7	(38.9, 52.7)	6.3	(3.7, 10.6)	10.1	(6.4, 15.4)	33.5	(27.3, 40.4)	
55-64	21.2	(15.5, 28.3)	46.3	(38.5, 54.2)	41.1	(33.6, 49.0)	38.6	(31.2, 46.5)	32.2	(25.3, 40.0)	4.1	(1.9, 8.9)	3.2	(1.3, 7.4)	27.9	(21.4, 35.6)	
65-74	23.9	(16.3, 33.5)	42.7	(33.5, 52.5)	35.4	(26.7, 45.2)	31.1	(22.9, 40.7)	29.0	(21.1, 38.4)	8.6	(4.6, 15.5)	2.5	(0.7, 7.9)	27.5	(19.5, 37.1)	
75+	24.2	(15.9, 35.1)	49.1	(38.2, 60.1)	32.7	(23.3, 43.8)	40.9	(30.6, 52.1)	36.6	(26.8, 47.8)	11.3	(5.9, 20.5)	7.2	(3.2, 15.5)	28.8	(20.0, 39.5)	
All ages	16.0	(13.6, 18.7)	52.9	(49.5, 56.3)	44.7	(41.3, 48.1)	36.6	(33.4, 39.9)	35.8	(32.7, 39.1)	5.5	(4.1, 7.4)	8.9	(7.1, 11.1)	29.8	(26.8, 33.0)	
Female																	
18-24	6.4	(4.2, 9.6)	62.2	(56.8, 67.2)	57.1	(51.7, 62.2)	50.2	(44.9, 55.5)	28.7	(24.1, 33.8)	4.1	(2.5, 6.8)	13.6	(10.3, 17.7)	34.8	(29.9, 40.0)	
25-34	5.4	(3.1, 9.1)	63.6	(57.4, 69.4)	56.3	(50.1, 62.4)	42.4	(36.4, 48.6)	29.4	(24.1, 35.4)	4.8	(2.8, 8.4)	15.6	(11.6, 20.8)	34.4	(28.7, 40.5)	
35-44	8.0	(5.0, 12.7)	66.0	(59.1, 72.2)	52.0	(45.1, 58.8)	31.6	(25.6, 38.4)	31.3	(25.2, 38.0)	6.9	(4.1, 11.3)	11.7	(8.0, 16.9)	35.0	(28.7, 41.8)	
45-54	10.1	(5.8, 17.0)	56.5	(48.2, 64.3)	53.8	(45.7, 61.8)	38.7	(31.0, 46.9)	35.8	(28.5, 43.9)	10.6	(6.6, 16.5)	12.4	(7.9, 19.0)	35.0	(27.6, 43.2)	
55-64	12.1	(7.6, 18.6)	45.8	(37.3, 54.5)	45.5	(37.0, 54.3)	36.9	(29.0, 45.6)	29.1	(21.9, 37.6)	13.0	(8.3, 19.7)	8.4	(4.8, 14.3)	29.4	(22.3, 37.7)	
65-74	23.3	(14.7, 34.9)	49.5	(38.1, 61.0)	45.5	(34.4, 57.1)	30.0	(21.0, 40.8)	46.0	(34.8, 57.6)	12.5	(7.0, 21.4)	4.6	(1.7, 11.7)	22.6	(14.2, 34.1)	
75+	18.5	(9.4, 33.2)	34.6	(20.9, 51.3)	27.3	(15.4, 43.5)	17.7	(9.3, 31.0)	25.9	(14.3, 42.2)	7.9	(2.6, 21.2)	0.0		21.7	(11.0, 38.3)	
All ages	11.3	(9.1, 13.8)	55.2	(51.8, 58.6)	49.3	(45.9, 52.7)	35.9	(32.9, 39.1)	32.3	(29.3, 35.6)	8.6	(6.9, 10.6)	10.1	(8.5, 12.1)	31.1	(28.1, 34.3)	
Another gender																	
18-24	0.0		64.8	(14.2, 95.3)	100.0		0.0		100.0		0.0		0.0		0.0		0.0
25-49	16.7	(2.3, 63.2)	33.3	(8.4, 73.2)	66.7	(26.8, 91.6)	66.7	(26.8, 91.6)	50.0	(16.8, 83.2)	0.0		16.7	(2.3, 63.2)	33.3	(8.4, 73.2)	
50+	0.0		71.4	(32.6, 92.8)	71.4	(32.6, 92.8)	28.6	(7.2, 67.4)	85.7	(41.9, 98.0)	28.6	(7.2, 67.4)	28.6	(7.2, 67.4)	42.9	(14.4, 77.0)	
All ages	7.9	(1.1, 40.0)	51.0	(24.9, 76.5)	79.4	(51.5, 93.4)	36.4	(15.4, 64.3)	73.9	(44.9, 90.8)	4.8	(1.1, 18.4)	12.7	(3.2, 38.7)	22.9	(8.1, 50.3)	
All genders																	
18-24	11.7	(8.4, 16.0)	59.2	(53.7, 64.4)	54.0	(48.6, 59.3)	40.3	(35.2, 45.6)	32.6	(27.6, 37.9)	4.7	(2.9, 7.8)	13.3	(10.0, 17.4)	27.7	(23.3, 32.6)	
25-34	8.5	(5.3, 13.3)	60.4	(54.2, 66.3)	52.4	(46.3, 58.5)	38.0	(32.4, 43.9)	31.6	(26.3, 37.4)	4.5	(2.3, 8.4)	13.9	(10.3, 18.4)	32.2	(26.9, 38.1)	
35-44	9.2	(6.7, 12.5)	60.2	(55.3, 65.0)	50.5	(45.5, 55.5)	34.4	(29.8, 39.2)	34.2	(29.7, 39.1)	4.7	(3.0, 7.3)	11.6	(8.8, 15.2)	35.2	(30.6, 40.1)	
45-54	10.8	(7.7, 14.8)	57.7	(52.4, 63.0)	51.5	(46.2, 56.8)	40.9	(35.8, 46.3)	40.9	(35.8, 46.2)	8.5	(6.0, 12.0)	11.4	(8.3, 15.5)	34.1	(29.2, 39.4)	
55-64	16.5	(12.7, 21.1)	46.0	(40.2, 51.9)	43.4	(37.6, 49.3)	37.7	(32.2, 43.6)	30.7	(25.6, 36.4)	8.7	(5.9, 12.6)	5.9	(3.7, 9.3)	28.7	(23.8, 34.3)	
65-74	23.5	(17.5, 30.9)	46.2	(38.8, 53.9)	40.7	(33.5, 48.4)	30.5	(24.2, 37.6)	37.8	(30.8, 45.5)	10.7	(7.0, 16.0)	3.6	(1.7, 7.6)	24.9	(18.8, 32.2)	
75+	21.1	(14.3, 30.0)	41.3	(31.8, 51.4)	29.8	(21.6, 39.7)	28.2	(20.7, 37.2)	30.8	(22.5, 40.7)	9.4	(5.1, 16.7)	3.3	(1.4, 7.4)	24.9	(17.2, 34.6)	
All ages	13.6	(11.9, 15.4)	54.1	(51.7, 56.5)	47.2	(44.8, 49.6)	36.2	(34.0, 38.5)	34.2	(32.0, 36.5)	7.1	(5.9, 8.4)	9.5	(8.3, 11.0)	30.4	(28.3, 32.6)	

[Return to relevant section of document](#)

Table 16: Percentage of the population correctly identifying that sun protection is recommended at an ultraviolet index level of 3

Gender	Age group (years)	%	95% CI
Male			
18-24	2.6	(0.8, 7.7)	
25-34	1.2	(0.2, 7.8)	
35-44	5.4	(2.9, 9.9)	
45-54	4.9	(2.6, 8.9)	
55-64	3.2	(1.3, 7.6)	
65-74	2.5	(0.9, 6.5)	
75+	2.0	(0.5, 7.6)	
All ages	3.2	(2.3, 4.5)	
Female			
18-24	7.4	(5.1, 10.7)	
25-34	5.5	(3.3, 9.1)	
35-44	5.3	(3.0, 9.3)	
45-54	2.6	(0.9, 6.7)	
55-64	9.3	(5.4, 15.4)	
65-74	2.2	(0.5, 8.3)	
75+	0.0		
All ages	4.8	(3.7, 6.2)	
Another gender			
18-24	0.0		
25-49	0.0		
50+	16.7	(2.3, 63.2)	
All ages	2.4	(0.3, 16.3)	
All genders			
18-24	4.9	(3.2, 7.3)	
25-34	3.3	(1.9, 5.7)	
35-44	5.3	(3.5, 8.1)	
45-54	3.7	(2.2, 6.2)	
55-64	6.3	(4.0, 9.8)	
65-74	2.3	(1.0, 5.3)	
75+	0.9	(0.2, 3.6)	
All ages	4.0	(3.3, 5.0)	

[Return to relevant section of document](#)

Table 17: Population awareness of the sun protection alert

Gender	Age group	Not seen			Yes			Yes			Don't know	
		(years)	%	95% CI	(not in past 12 months)	%	95% CI	(in past 12 months)	%	95% CI	%	95% CI
Male												
	18-24	67.4	(58.1, 75.5)		10.2	(5.7, 17.4)		10.7	(6.2, 17.9)		11.7	(6.9, 19.2)
	25-34	67.5	(56.7, 76.8)		18.4	(11.5, 28.2)		7.9	(3.6, 16.5)		6.1	(2.7, 13.1)
	35-44	67.0	(59.7, 73.6)		15.0	(10.4, 21.0)		7.3	(4.3, 12.3)		10.7	(6.9, 16.3)
	45-54	69.9	(63.1, 75.9)		9.4	(6.1, 14.2)		8.6	(5.3, 13.7)		12.1	(8.3, 17.4)
	55-64	76.6	(69.0, 82.8)		9.7	(5.8, 15.7)		5.1	(2.4, 10.2)		8.7	(5.1, 14.4)
	65-74	76.1	(66.3, 83.7)		2.1	(0.5, 8.8)		3.4	(1.1, 10.6)		18.3	(11.8, 27.5)
	75+	71.8	(60.0, 81.2)		6.9	(2.8, 16.0)		2.2	(0.5, 8.4)		19.1	(11.3, 30.3)
	All ages	70.5	(67.3, 73.6)		11.1	(9.0, 13.6)		6.8	(5.2, 8.9)		11.5	(9.5, 13.8)
Female												
	18-24	73.1	(68.1, 77.6)		7.7	(5.3, 11.1)		8.8	(6.2, 12.4)		10.4	(7.5, 14.2)
	25-34	68.8	(62.5, 74.4)		15.2	(11.2, 20.5)		6.1	(3.6, 10.0)		9.9	(6.7, 14.5)
	35-44	74.9	(68.2, 80.6)		10.6	(7.0, 15.9)		4.3	(2.1, 8.3)		10.2	(6.6, 15.5)
	45-54	72.9	(65.1, 79.5)		9.8	(6.0, 15.8)		5.0	(2.5, 9.7)		12.3	(8.0, 18.5)
	55-64	79.4	(71.4, 85.5)		7.1	(3.7, 13.0)		5.3	(2.5, 10.7)		8.3	(4.6, 14.5)
	65-74	83.0	(72.9, 89.8)		4.9	(1.8, 12.5)		3.4	(1.1, 10.2)		8.7	(4.2, 17.3)
	75+	82.1	(68.6, 90.6)		2.8	(0.7, 10.9)		6.6	(1.9, 20.6)		8.5	(3.7, 18.3)
	All ages	75.7	(72.8, 78.4)		8.9	(7.3, 10.8)		5.5	(4.2, 7.2)		9.8	(8.1, 11.9)
Another gender												
	18-24	70.4	(17.7, 96.3)		0.0			29.6	(3.7, 82.3)			
	25-49	66.7	(26.8, 91.6)		33.3	(8.4, 73.2)		0.0				
	50+	28.6	(7.2, 67.4)		0.0			28.6	(7.2, 67.4)		42.9	(1.4, 77.0)
	All ages	61.7	(34.1, 83.3)		15.8	(3.9, 46.2)		15.4	(3.7, 46.2)		7.1	(2.1, 21.8)
All genders												
	18-24	70.2	(64.9, 75.0)		8.8	(6.1, 12.6)		10.0	(7.2, 13.9)		10.9	(7.9, 14.9)
	25-34	68.0	(62.0, 73.6)		17.0	(12.8, 22.2)		7.0	(4.3, 11.2)		8.0	(5.4, 11.7)
	35-44	70.8	(65.9, 75.3)		13.0	(9.9, 16.8)		5.8	(3.8, 8.8)		10.4	(7.7, 14.0)
	45-54	71.5	(66.5, 76.0)		9.5	(6.9, 13.1)		6.8	(4.6, 10.0)		12.2	(9.2, 16.0)
	55-64	77.9	(72.6, 82.5)		8.3	(5.6, 12.3)		5.2	(3.1, 8.6)		8.5	(5.8, 12.5)
	65-74	79.6	(72.9, 85.1)		3.6	(1.6, 7.9)		3.4	(1.5, 7.6)		13.3	(9.1, 19.2)
	75+	77.7	(68.8, 84.6)		4.6	(2.1, 9.7)		4.7	(1.7, 12.5)		13.1	(8.2, 20.1)
	All ages	73.1	(71.0, 75.2)		10.0	(8.7, 11.5)		6.2	(5.1, 7.5)		10.6	(9.3, 12.1)

[Return to relevant section of document](#)

Table 18: Proportion of the population who were outdoors last week for **at least 15 minutes (10am-4pm)**

Gender	Age group (years)	Yes	
		%	95% CI
Male			
18-24	92.8	(86.3, 96.4)	
25-34	83.1	(72.7, 90.1)	
35-44	88.4	(82.9, 92.3)	
45-54	80.8	(74.8, 85.7)	
55-64	77.9	(70.7, 83.8)	
65-74	90.1	(83.1, 94.4)	
75+	82.3	(72.4, 89.2)	
All ages	84.7	(82.0, 87.1)	
Female			
18-24	87.6	(83.6, 90.7)	
25-34	86.9	(82.1, 90.6)	
35-44	78.5	(72.3, 83.6)	
45-54	76.0	(67.9, 82.5)	
55-64	78.7	(71.0, 84.8)	
65-74	75.2	(63.4, 84.1)	
75+	72.5	(55.3, 84.9)	
All ages	79.6	(76.5, 82.3)	
Another gender			
18-24	100.0		
25-49	100.0		
50+	85.7	(41.9, 98.0)	
All ages	97.6	(84.1, 99.7)	
All genders			
18-24	90.4	(87.0, 93.0)	
25-34	85.0	(79.6, 89.2)	
35-44	83.5	(79.4, 86.8)	
45-54	78.5	(73.6, 82.8)	
55-64	78.3	(73.1, 82.7)	
65-74	82.4	(75.4, 87.7)	
75+	77.0	(66.6, 84.9)	
All genders	All ages	82.2	(80.1, 84.0)

Missing n = 13

[Return to relevant section of document](#)

Table 19: Location outdoors last week for at least 15 minutes (10am-4pm)

Gender	Age group (years)	Beach/river/lake		Local pool		Backyard pool		Public park/garden		Public playground		Sports centre/grounds		Race track/motocross track		School grounds	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male																	
	18-24	14.7	(9.2, 22.6)	4.6	(1.9, 10.6)	8.2	(4.3, 15.1)	24.4	(17.3, 33.3)	12.8	(7.7, 20.5)	12.7	(7.7, 20.4)	0.0		14.3	(8.9, 22.1)
	25-34	16.3	(9.9, 25.6)	0.9	(0.1, 5.9)	2.0	(0.5, 7.9)	20.0	(12.9, 29.8)	6.4	(3.0, 12.9)	16.2	(9.9, 25.4)	3.2	(1.0, 9.5)	4.2	(1.5, 10.7)
	35-44	9.1	(5.7, 14.2)	2.1	(0.8, 5.4)	0.9	(0.2, 3.6)	18.3	(13.4, 24.4)	7.2	(4.3, 11.8)	9.2	(5.8, 14.2)	1.5	(0.5, 4.7)	1.9	(0.7, 5.1)
	45-54	7.6	(4.7, 12.0)	1.0	(0.2, 3.8)	3.4	(1.6, 6.9)	10.7	(7.1, 15.9)	3.2	(1.5, 6.6)	6.6	(4.0, 10.9)	0.4	(0.1, 2.7)	5.0	(2.7, 9.2)
	55-64	4.8	(2.4, 9.4)	0.0		1.3	(0.3, 5.1)	9.9	(6.1, 15.6)	1.2	(0.3, 4.7)	3.1	(1.3, 7.2)	0.0		1.8	(0.6, 5.6)
	65-74	10.0	(5.4, 17.7)	0.0		1.3	(0.2, 8.4)	8.5	(4.7, 15.0)	1.2	(0.3, 4.7)	8.7	(4.5, 16.0)	0.0		0.6	(0.1, 4.2)
	75+	8.8	(4.4, 16.9)	1.0	(0.1, 6.6)	2.5	(0.6, 9.6)	10.8	(5.8, 19.2)	2.0	(0.5, 7.5)	9.8	(4.9, 18.7)	0.0		1.0	(0.1, 6.6)
	All ages	10.3	(8.3, 12.6)	1.3	(0.8, 2.3)	2.6	(1.7, 3.9)	15.0	(12.7, 17.7)	5.0	(3.7, 6.6)	9.6	(7.7, 11.9)	0.9	(0.4, 2.1)	4.0	(2.9, 5.6)
Female																	
	18-24	20.3	(16.4, 24.9)	2.3	(1.2, 4.4)	3.3	(1.9, 5.8)	27.1	(22.6, 32.1)	9.4	(6.7, 13.1)	10.1	(7.2, 13.9)	1.3	(0.5, 3.2)	11.9	(8.9, 15.9)
	25-34	15.3	(11.3, 20.4)	2.8	(1.3, 5.8)	4.4	(2.4, 8.1)	22.8	(18.0, 28.5)	10.9	(7.6, 15.4)	8.1	(5.3, 12.3)	0.9	(0.2, 3.7)	10.0	(6.8, 14.4)
	35-44	11.1	(7.4, 16.3)	3.4	(1.6, 7.0)	0.5	(0.1, 3.2)	15.6	(11.2, 21.4)	11.8	(8.0, 17.0)	3.9	(2.0, 7.6)	0.5	(0.1, 3.2)	9.1	(5.9, 13.9)
	45-54	12.7	(8.1, 19.3)	1.3	(0.3, 4.9)	0.0		9.9	(6.1, 15.6)	3.2	(1.1, 9.3)	3.1	(1.3, 7.2)	0.4	(0.1, 3.0)	1.0	(0.2, 3.9)
	55-64	12.5	(7.6, 19.8)	4.6	(1.8, 11.5)	0.0		13.3	(8.3, 20.7)	0.7	(0.1, 4.8)	3.9	(1.3, 10.9)	0.0		2.1	(0.7, 6.2)
	65-74	5.8	(2.4, 13.3)	0.0		0.0		9.0	(4.5, 17.1)	1.2	(0.2, 8.2)	1.1	(0.1, 7.2)	0.0		0.0	
	75+	6.5	(1.8, 20.4)	0.0		1.4	(0.2, 9.4)	4.2	(1.3, 12.5)	0.0		2.8	(0.7, 10.7)	1.4	(0.2, 9.4)	0.0	
	All ages	12.2	(10.3, 14.4)	2.3	(1.5, 3.4)	1.4	(0.9, 2.2)	14.9	(12.9, 17.1)	5.7	(4.6, 7.2)	4.7	(3.6, 6.1)	0.6	(0.3, 1.2)	5.1	(4.1, 6.4)
Another gender																	
	18-24	0.0		0.0		0.0		0.0		0.0		0.0		0.0		35.2	(4.7, 85.8)
	25-49	50.0	(16.8, 83.2)	0.0		0.0		33.3	(8.4, 73.2)	0.0		50.0	(16.8, 83.2)	0.0		0.0	
	50+	28.6	(7.2, 67.4)	0.0		0.0		0.0		0.0		0.0		0.0		0.0	
	All ages	28.5	(10.7, 56.8)	0.0		0.0		15.8	(3.9, 46.2)	0.0		23.7	(7.7, 53.5)	0.0		12.7	(1.8, 52.9)
All genders																	
	18-24	17.2	(13.6, 21.5)	3.5	(1.9, 6.4)	5.8	(3.6, 9.3)	25.4	(21.0, 30.3)	11.0	(7.9, 15.0)	11.3	(8.2, 15.4)	0.6	(0.3, 1.5)	13.4	(10.1, 17.7)
	25-34	15.9	(11.9, 21.0)	1.8	(0.9, 3.8)	3.2	(1.7, 5.9)	21.6	(17.0, 27.0)	8.6	(6.0, 12.2)	12.3	(8.7, 17.2)	2.1	(0.8, 5.1)	7.1	(4.7, 10.4)
	35-44	10.2	(7.6, 13.7)	2.7	(1.5, 4.9)	0.7	(0.2, 2.1)	16.9	(13.5, 20.9)	9.5	(7.0, 12.8)	6.5	(4.4, 9.4)	1.0	(0.4, 2.6)	5.5	(3.7, 8.2)
	45-54	10.4	(7.5, 14.2)	1.1	(0.4, 3.0)	1.6	(0.8, 3.4)	10.4	(7.6, 14.1)	3.2	(1.6, 6.1)	5.2	(3.4, 7.9)	0.4	(0.1, 1.6)	2.9	(1.6, 5.1)
	55-64	8.8	(5.8, 13.0)	2.4	(0.9, 6.1)	0.6	(0.2, 2.5)	11.6	(8.3, 16.1)	0.9	(0.3, 2.9)	3.5	(1.7, 7.0)	0.0		1.9	(0.9, 4.3)
	65-74	7.8	(4.7, 12.7)	0.0		0.6	(0.1, 4.2)	8.8	(5.5, 13.6)	1.2	(0.4, 4.0)	4.7	(2.5, 8.6)	0.0		0.3	(0.0, 2.0)
	75+	7.5	(3.8, 14.5)	0.4	(0.1, 3.1)	1.9	(0.6, 5.9)	7.2	(4.1, 12.4)	0.9	(0.2, 3.5)	6.0	(3.2, 11.1)	0.8	(0.1, 5.2)	0.4	(0.1, 3.1)
	All ages	11.3	(9.9, 12.9)	1.8	(1.3, 2.5)	2.0	(1.4, 2.7)	14.9	(13.4, 16.6)	5.3	(4.5, 6.4)	7.2	(6.0, 8.5)	0.8	(0.4, 1.3)	4.6	(3.8, 5.6)

cont.

Gender	Age group	Café/restaurant/pub (outdoor)		Market/fair/shopping centre (outdoor)		Street/footpath/ walkway		Home/friend's place		Holiday house/camping ground/accommodation		Bush		Workplace		Farm		Driving/travelling	
		(years)	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	
Male																			
	18-24	7.3	(3.7, 13.9)	7.1	(3.6, 13.5)	20.8	(14.3, 29.4)	26.9	(19.5, 35.9)	1.9	(0.5, 7.1)	5.5	(2.5, 11.7)	16.3	(10.5, 24.4)	5.5	(2.5, 11.6)	9.1	(5.0, 16.1)
	25-34	6.7	(3.2, 13.5)	9.1	(4.4, 18.1)	17.7	(11.0, 27.3)	18.4	(11.7, 27.5)	3.5	(1.3, 9.0)	5.2	(2.2, 12.0)	16.2	(10.1, 25.1)	5.2	(2.2, 12.0)	7.1	(3.4, 14.2)
	35-44	1.6	(0.5, 4.7)	4.5	(2.2, 8.8)	23.9	(18.3, 30.6)	30.1	(24.0, 36.9)	1.6	(0.5, 4.9)	4.9	(2.5, 9.5)	17.4	(12.5, 23.6)	6.6	(3.8, 11.3)	6.5	(3.7, 11.1)
	45-54	1.2	(0.3, 5.2)	3.2	(1.4, 7.2)	29.4	(23.5, 36.1)	29.8	(23.8, 36.7)	0.9	(0.2, 3.5)	3.7	(1.7, 7.7)	14.6	(10.4, 20.0)	3.3	(1.6, 6.7)	5.5	(3.1, 9.9)
	55-64	2.5	(0.9, 6.4)	4.3	(2.1, 8.8)	22.4	(16.5, 29.7)	44.6	(36.9, 52.5)	0.6	(0.1, 4.2)	4.5	(2.1, 9.1)	9.3	(5.6, 15.1)	1.4	(0.4, 5.5)	2.5	(0.9, 6.6)
	65-74	1.9	(0.4, 7.8)	3.1	(1.1, 8.7)	31.6	(23.3, 41.2)	60.0	(50.3, 68.9)	2.5	(0.7, 7.9)	2.5	(0.7, 7.9)	3.7	(1.3, 10.1)	6.3	(2.8, 13.8)	4.3	(1.8, 9.6)
	75+	6.7	(2.8, 15.4)	2.0	(0.5, 7.5)	21.6	(13.7, 32.3)	57.1	(46.0, 67.6)	0.0		2.9	(0.9, 8.8)	0.0		0.0		1.0	(0.1, 6.6)
	All ages	3.8	(2.6, 5.4)	5.1	(3.6, 7.0)	23.7	(21.0, 26.7)	35.6	(32.5, 38.9)	1.7	(1.0, 2.8)	4.3	(3.1, 5.9)	12.2	(10.1, 14.6)	4.3	(3.0, 5.9)	5.4	(4.0, 7.1)
Female																			
	18-24	14.0	(10.7, 18.2)	10.0	(7.3, 13.7)	33.3	(28.4, 38.5)	27.0	(22.5, 32.0)	2.6	(1.4, 4.9)	6.7	(4.5, 9.9)	16.9	(13.2, 21.2)	5.7	(3.7, 8.8)	10.7	(7.8, 14.5)
	25-34	9.3	(6.3, 13.7)	10.4	(7.1, 15.0)	30.8	(25.4, 36.9)	26.0	(20.9, 31.9)	4.1	(2.2, 7.5)	8.3	(5.5, 12.5)	12.7	(9.1, 17.5)	3.2	(1.6, 6.3)	10.1	(6.9, 14.5)
	35-44	4.9	(2.7, 8.9)	6.5	(3.8, 10.9)	27.7	(22.0, 34.3)	31.5	(25.4, 38.3)	2.4	(1.0, 5.7)	4.9	(2.7, 8.9)	5.9	(3.4, 10.2)	4.5	(2.3, 8.4)	2.9	(1.3, 6.2)
	45-54	1.8	(0.6, 5.5)	3.0	(1.2, 7.1)	23.1	(17.1, 30.3)	35.3	(28.1, 43.3)	1.3	(0.3, 4.9)	5.1	(2.7, 9.7)	8.1	(4.8, 13.3)	4.6	(2.3, 9.1)	6.5	(3.6, 11.5)
	55-64	1.4	(0.4, 5.4)	4.3	(2.0, 9.3)	25.0	(18.2, 33.3)	39.5	(31.3, 48.3)	0.0		6.0	(2.7, 12.8)	4.3	(1.9, 9.2)	3.9	(1.3, 10.8)	2.1	(0.7, 6.3)
	65-74	2.3	(0.6, 8.8)	4.6	(1.7, 11.7)	24.3	(16.1, 34.8)	59.2	(47.4, 69.9)	0.0		1.1	(0.1, 7.2)	1.1	(0.1, 7.2)	2.5	(0.6, 9.3)	3.5	(1.1, 10.4)
	75+	0.0		0.0		19.4	(9.6, 35.2)	57.3	(40.7, 72.4)	0.0		1.4	(0.2, 9.4)	0.0		1.4	(0.2, 9.4)	0.0	
	All ages	4.8	(3.8, 6.1)	5.8	(4.6, 7.3)	26.4	(23.7, 29.4)	37.9	(34.6, 41.3)	1.6	(1.1, 2.5)	5.1	(3.9, 6.6)	7.2	(5.9, 8.7)	3.7	(2.7, 5.1)	5.3	(4.1, 6.7)
Another gender																			
	18-24	0.0		0.0		70.4	(17.7, 96.3)	29.6	(3.7, 82.3)	0.0		35.2	(4.7, 85.8)	0.0		0.0		0.0	
	25-49	16.7	(2.3, 63.2)	16.7	(2.3, 63.2)	66.7	(26.8, 91.6)	16.7	(2.3, 63.2)	16.7	(2.3, 63.2)	0.0		16.7	(2.3, 63.2)	16.7	(2.3, 63.2)	33.3	(8.4, 73.2)
	50+	14.3	(2.0, 58.1)	0.0		28.6	(7.2, 67.4)	42.9	(14.4, 77.0)	0.0		0.0		14.3	(2.0, 58.1)	0.0		14.3	(2.0, 58.1)
	All ages	10.3	(2.1, 38.3)	7.9	(1.1, 40.0)	61.7	(34.1, 83.3)	25.7	(8.9, 54.8)	7.9	(1.1, 40.0)	12.7	(1.8, 52.9)	10.3	(2.1, 38.3)	7.9	(1.1, 40.0)	18.2	(5.2, 47.1)
All genders																			
	18-24	10.4	(7.7, 13.9)	8.4	(6.0, 11.7)	27.5	(23.0, 32.4)	27.0	(22.5, 32.1)	2.2	(1.1, 4.3)	6.5	(4.3, 9.7)	16.4	(12.8, 20.8)	5.5	(3.5, 8.6)	9.7	(7.0, 13.4)
	25-34	8.2	(5.6, 11.8)	9.9	(6.7, 14.5)	24.4	(19.7, 29.8)	22.3	(17.8, 27.5)	4.0	(2.3, 6.7)	6.8	(4.4, 10.2)	14.6	(10.9, 19.4)	4.4	(2.4, 7.7)	8.7	(6.0, 12.5)
	35-44	3.2	(1.9, 5.5)	5.5	(3.6, 8.3)	25.9	(21.8, 30.5)	30.7	(26.3, 35.4)	2.0	(1.0, 4.0)	4.9	(3.1, 7.6)	11.5	(8.7, 15.2)	5.5	(3.6, 8.3)	4.6	(2.9, 7.3)
	45-54	1.5	(0.6, 3.7)	3.1	(1.7, 5.6)	26.4	(22.1, 31.2)	32.4	(27.6, 37.6)	1.1	(0.4, 2.9)	4.4	(2.7, 7.1)	11.2	(8.4, 14.8)	3.9	(2.4, 6.5)	6.3	(4.2, 9.3)
	55-64	2.0	(0.9, 4.3)	4.3	(2.5, 7.3)	23.7	(19.0, 29.1)	41.9	(36.2, 47.8)	0.3	(0.0, 2.1)	5.3	(3.0, 9.0)	6.7	(4.3, 10.2)	2.7	(1.1, 6.3)	2.3	(1.1, 4.8)
	65-74	2.1	(0.8, 5.6)	3.9	(1.9, 7.9)	27.7	(21.7, 34.8)	59.6	(52.0, 66.8)	1.2	(0.3, 3.9)	1.7	(0.6, 4.8)	2.3	(0.9, 5.7)	4.3	(2.1, 8.6)	3.9	(1.9, 7.6)
	75+	3.1	(1.2, 7.4)	0.9	(0.2, 3.5)	20.5	(13.5, 29.8)	57.3	(46.9, 67.1)	0.0		2.1	(0.8, 5.7)	0.0		0.8	(0.1, 5.2)	0.4	(0.1, 3.1)
	All ages	4.3	(3.5, 5.3)	5.4	(4.5, 6.6)	25.3	(23.3, 27.3)	36.8	(34.5, 39.1)	1.7	(1.2, 2.3)	4.7	(3.9, 5.8)	9.6	(8.4, 11.0)	4.0	(3.2, 5.0)	5.4	(4.5, 6.4)

[Return to relevant section of document](#)

Table 20: Number of sunburns and severe sunburns received between September 2024 and March 2025

Gender	Age group (years)	All sunburn						Severe sunburn									
		None		Once		Twice		Three or more		None		Once		Twice		Three or more	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI								
Male																	
18-24	23.3	(16.1, 32.5)	20.6	(13.8, 29.6)	25.3	(17.8, 34.6)	30.8	(22.5, 40.4)	54.4	(44.5, 63.9)	24.1	(16.7, 33.5)	11.2	(6.3, 19.1)	10.3	(5.7, 18.2)	
25-34	20.0	(12.7, 30.1)	20.5	(13.0, 30.8)	31.7	(22.4, 42.8)	27.8	(19.3, 38.2)	52.8	(42.0, 63.4)	24.4	(16.5, 34.6)	15.0	(8.5, 25.1)	7.8	(3.7, 15.6)	
35-44	20.6	(15.4, 27.1)	27.6	(21.5, 34.8)	30.3	(23.9, 37.6)	21.4	(15.9, 28.2)	58.0	(50.5, 65.1)	25.3	(19.4, 32.4)	10.6	(6.7, 16.3)	6.1	(3.4, 10.7)	
45-54	34.7	(28.4, 41.7)	29.2	(23.2, 36.0)	16.9	(12.1, 23.0)	19.2	(14.3, 25.3)	80.0	(73.7, 85.1)	12.3	(8.4, 17.8)	4.4	(2.3, 8.2)	3.3	(1.5, 7.4)	
55-64	47.2	(39.2, 55.3)	26.3	(19.8, 34.0)	15.2	(10.3, 21.9)	11.4	(7.1, 17.8)	92.2	(86.5, 95.6)	4.9	(2.3, 9.9)	2.2	(0.7, 6.5)	0.8	(0.1, 5.2)	
65-74	48.7	(38.6, 58.9)	21.1	(13.8, 30.9)	17.1	(11.0, 25.5)	13.1	(7.6, 21.6)	92.2	(84.1, 96.4)	5.0	(1.8, 12.9)	2.8	(0.8, 8.8)	0.0		
75+	64.6	(53.2, 74.5)	14.3	(8.2, 23.9)	8.6	(4.1, 17.4)	12.5	(6.7, 21.9)	96.9	(90.8, 99.0)	2.1	(0.5, 7.9)	0.0		1.0	(0.1, 7.0)	
All ages	34.3	(31.1, 37.7)	23.6	(20.8, 26.7)	22.0	(19.1, 25.2)	20.0	(17.3, 23.0)	72.9	(69.5, 76.1)	15.3	(12.9, 18.1)	7.3	(5.5, 9.7)	4.5	(3.2, 6.3)	
Female																	
18-24	13.1	(9.9, 17.3)	14.7	(11.2, 19.0)	29.5	(24.8, 34.8)	42.6	(37.3, 48.2)	45.8	(40.3, 51.4)	26.3	(21.7, 31.4)	15.1	(11.6, 19.5)	12.8	(9.5, 17.1)	
25-34	19.4	(14.7, 25.0)	27.4	(22.0, 33.6)	29.3	(23.7, 35.5)	24.0	(18.9, 30.0)	60.1	(53.5, 66.3)	19.8	(15.1, 25.6)	16.5	(12.2, 22.0)	3.6	(1.8, 7.1)	
35-44	25.7	(20.0, 32.3)	25.3	(19.6, 31.9)	24.6	(19.0, 31.2)	24.5	(18.8, 31.1)	70.0	(63.0, 76.1)	18.6	(13.6, 24.8)	8.8	(5.4, 13.8)	2.7	(1.1, 6.4)	
45-54	30.2	(22.9, 38.7)	29.2	(22.1, 37.5)	21.0	(15.2, 28.3)	19.5	(14.0, 26.5)	69.3	(61.1, 76.5)	16.0	(10.8, 23.2)	10.6	(6.4, 17.2)	4.0	(1.9, 8.2)	
55-64	51.5	(42.7, 60.3)	28.7	(21.4, 37.4)	13.1	(8.0, 20.7)	6.7	(3.5, 12.4)	91.5	(84.3, 95.6)	6.3	(2.9, 13.4)	2.2	(0.7, 6.6)	0.0		
65-74	62.9	(51.2, 73.3)	23.7	(15.1, 35.2)	7.9	(3.8, 15.8)	5.5	(2.3, 12.6)	91.9	(83.9, 96.1)	5.6	(2.3, 12.9)	1.2	(0.2, 8.2)	1.2	(0.2, 8.2)	
75+	68.2	(51.3, 81.4)	17.1	(7.7, 33.6)	9.5	(3.6, 22.9)	5.2	(1.1, 20.7)	92.5	(74.6, 98.1)	7.5	(1.9, 25.4)	0.0		0.0		
All ages	37.3	(33.8, 40.9)	24.7	(21.8, 27.8)	19.8	(17.4, 22.4)	18.2	(16.0, 20.7)	74.2	(71.3, 76.9)	14.4	(12.3, 16.8)	8.1	(6.7, 9.9)	3.2	(2.4, 4.3)	
Another gender																	
18-24	29.6	(3.7, 82.3)	35.2	(4.7, 85.8)	35.2	(4.7, 85.8)	0.0		64.8	(14.2, 95.3)	35.2	(4.7, 85.8)	0.0		0.0		
25-49	50.0	(16.8, 83.2)	33.3	(8.4, 73.2)	0.0		16.7	(2.3, 63.2)	83.3	(36.8, 97.7)	0.0		0.0		16.7	(2.3, 63.2)	
50+	33.3	(8.4, 73.2)	33.3	(8.4, 73.2)	16.7	(2.3, 63.2)	16.7	(2.3, 63.2)	100.0		0.0		0.0		0.0		
All ages	40.0	(17.1, 68.4)	34.0	(13.0, 64.1)	15.4	(3.0, 52.2)	10.5	(2.1, 39.0)	78.9	(44.1, 94.7)	13.0	(1.9, 53.7)	0.0		8.1	(1.1, 40.7)	
All genders																	
18-24	18.5	(14.3, 23.5)	18.0	(13.9, 22.9)	27.5	(22.8, 32.7)	36.1	(30.9, 41.5)	50.3	(44.7, 56.0)	25.3	(20.8, 30.5)	12.9	(9.7, 17.1)	11.4	(8.3, 15.4)	
25-34	19.6	(15.0, 25.2)	23.8	(18.9, 29.6)	30.4	(24.8, 36.8)	26.1	(20.9, 32.0)	56.3	(49.8, 62.5)	22.1	(17.3, 27.9)	15.7	(11.5, 21.1)	5.9	(3.5, 10.0)	
35-44	23.3	(19.3, 27.8)	26.5	(22.3, 31.3)	27.3	(23.0, 32.1)	22.9	(18.8, 27.5)	64.2	(59.1, 69.0)	21.8	(17.8, 26.4)	9.6	(6.9, 13.2)	4.4	(2.7, 7.0)	
45-54	32.6	(27.7, 38.0)	29.3	(24.6, 34.6)	18.9	(15.0, 23.5)	19.2	(15.4, 23.7)	74.8	(69.7, 79.3)	14.1	(10.7, 18.4)	7.5	(5.0, 11.1)	3.6	(2.1, 6.2)	
55-64	49.4	(43.4, 55.5)	27.5	(22.4, 33.2)	14.1	(10.3, 18.9)	9.0	(6.2, 13.0)	91.8	(87.6, 94.7)	5.6	(3.2, 9.6)	2.2	(1.0, 4.8)	0.4	(0.1, 2.5)	
65-74	56.5	(48.6, 64.1)	22.5	(16.5, 30.0)	12.0	(8.2, 17.4)	8.9	(5.6, 13.9)	92.1	(86.8, 95.3)	5.3	(2.8, 10.1)	1.9	(0.7, 5.3)	0.7	(0.1, 4.6)	
75+	66.6	(56.2, 75.6)	15.8	(9.5, 25.3)	9.1	(4.8, 16.6)	8.5	(4.4, 15.7)	94.5	(85.0, 98.1)	5.1	(1.6, 14.8)	0.0		0.5	(0.1, 3.2)	
All ages	35.9	(33.5, 38.4)	24.2	(22.2, 26.4)	20.8	(18.9, 22.9)	19.1	(17.3, 21.0)	73.6	(71.4, 75.7)	14.8	(13.2, 16.6)	7.7	(6.5, 9.1)	3.8	(3.1, 4.8)	

Missing n = 128 for all sunburn, n = 144 severe sunburn

[Return to relevant section of document](#)

Table 21: Characteristics of worst sunburn received between September 2024 and March 2025 (of people who have been sunburn)

Gender	Age group (years)	Skin went pink/slightly red		Skin went red but not sore		Skin went red and sore		Skin went red, sore & blistered	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male									
18-24	29.5	(20.4, 40.5)	20.5	(13.0, 31.0)	38.4	(28.3, 49.6)	11.6	(6.1, 20.9)	
25-34	29.7	(19.9, 41.9)	30.2	(20.3, 42.5)	36.2	(25.5, 48.6)	3.8	(1.2, 11.4)	
35-44	35.6	(28.1, 44.0)	31.5	(24.2, 39.8)	26.1	(19.5, 34.1)	6.7	(3.7, 12.1)	
45-54	46.7	(38.2, 55.5)	31.0	(23.5, 39.6)	19.4	(13.5, 27.1)	2.9	(0.9, 8.8)	
55-64	42.7	(32.2, 53.9)	38.6	(28.5, 49.9)	16.0	(9.3, 26.2)	2.6	(0.7, 9.9)	
65-74	41.6	(28.8, 55.6)	42.4	(29.3, 56.8)	10.6	(4.9, 21.5)	5.4	(1.6, 16.5)	
75+	66.9	(47.9, 81.6)	21.4	(9.7, 40.9)	11.7	(4.4, 27.6)	0.0		
All ages	38.2	(34.0, 42.5)	31.0	(27.1, 35.3)	25.7	(21.9, 29.8)	5.1	(3.5, 7.4)	
Female									
18-24	21.5	(17.0, 26.8)	26.3	(21.3, 31.9)	41.3	(35.6, 47.2)	11.0	(7.7, 15.4)	
25-34	36.7	(30.0, 43.9)	25.3	(19.5, 32.1)	30.8	(24.5, 37.8)	7.2	(4.2, 12.1)	
35-44	30.6	(23.5, 38.7)	30.4	(23.4, 38.5)	34.6	(27.1, 42.8)	4.4	(2.0, 9.6)	
45-54	33.4	(24.9, 43.1)	29.9	(21.9, 39.3)	26.9	(19.3, 36.2)	9.8	(4.6, 19.7)	
55-64	48.5	(36.0, 61.1)	34.6	(23.5, 47.7)	15.5	(8.5, 26.6)	1.4	(0.2, 9.3)	
65-74	53.7	(35.1, 71.4)	22.1	(8.6, 45.8)	21.4	(10.3, 39.1)	2.9	(0.4, 17.9)	
75+	62.7	(33.3, 85.0)	20.9	(6.0, 52.4)	16.4	(3.6, 50.4)	0.0		
All ages	36.8	(32.9, 40.8)	28.0	(24.5, 31.7)	29.0	(25.6, 32.6)	6.2	(4.6, 8.5)	
Another gender									
18-24	0.0		0.0		100.0		0.0		
25-49	100.0		0.0		0.0		0.0		
50+	50.0	(12.3, 87.7)	50.0	(12.3, 87.7)	0.0		0.0		
All ages	48.6	(16.9, 81.4)	8.1	(1.7, 30.8)	43.2	(13.0, 79.5)	0.0		
All genders									
18-24	25.0	(20.0, 30.9)	23.2	(18.5, 28.7)	40.6	(34.7, 46.7)	11.2	(7.8, 15.7)	
25-34	33.3	(27.0, 40.3)	27.7	(21.7, 34.7)	33.5	(27.0, 40.6)	5.5	(3.2, 9.2)	
35-44	33.3	(28.0, 39.1)	30.9	(25.7, 36.6)	30.2	(25.1, 35.8)	5.6	(3.4, 9.0)	
45-54	40.0	(33.8, 46.6)	30.3	(24.7, 36.6)	23.2	(18.2, 29.1)	6.5	(3.4, 12.0)	
55-64	45.5	(37.3, 54.0)	36.7	(29.0, 45.2)	15.8	(10.6, 22.8)	2.0	(0.6, 6.1)	
65-74	47.3	(36.1, 58.7)	32.9	(22.5, 45.2)	15.7	(9.2, 25.4)	4.2	(1.5, 11.3)	
75+	64.7	(46.4, 79.5)	21.2	(10.2, 38.9)	14.1	(5.4, 32.4)	0.0		
All genders All ages	37.5	(34.7, 40.5)	29.4	(26.7, 32.2)	27.4	(24.8, 30.1)	5.7	(4.5, 7.2)	

^t Only people who reported having been sunburn this summer were asked this question.

[Return to relevant section of document](#)

Table 22: How do you believe you got sunburnt (most recent sunburn)

Gender	Age group (years)	Issue with sunscreen										
		Missed area		Wore off		Burnt through		Insufficient		Thought applied enough		
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	
Male												
18-24	13.5	(8.3, 21.2)	20.0	(13.5, 28.5)	7.2	(3.7, 13.8)	22.5	(15.7, 31.2)	7.2	(3.6, 13.7)	0.8	(0.1, 5.4)
25-34	12.5	(6.8, 21.8)	15.1	(9.1, 24.0)	6.4	(2.9, 13.6)	20.4	(13.4, 29.8)	10.1	(5.5, 18.0)	3.2	(1.0, 9.5)
35-44	12.9	(8.8, 18.4)	17.8	(13.0, 24.0)	2.6	(1.1, 6.2)	22.3	(16.8, 29.1)	10.0	(6.4, 15.3)	4.2	(2.1, 8.1)
45-54	8.7	(5.5, 13.3)	10.6	(7.1, 15.6)	3.8	(1.9, 7.4)	20.4	(15.3, 26.6)	5.7	(3.3, 9.8)	3.3	(1.5, 7.3)
55-64	5.9	(3.1, 11.0)	5.7	(3.0, 10.6)	1.3	(0.3, 5.1)	14.6	(9.8, 21.2)	7.8	(4.5, 13.3)	0.6	(0.1, 4.2)
65-74	10.7	(5.8, 18.8)	5.1	(2.0, 12.1)	3.1	(1.1, 8.4)	10.5	(5.9, 18.2)	6.8	(3.4, 13.2)	1.3	(0.2, 8.4)
75+	4.2	(1.3, 12.7)	4.9	(1.8, 12.6)	0.0		6.5	(2.6, 15.2)	6.5	(2.6, 15.2)	1.0	(0.1, 6.6)
All ages	10.1	(8.2, 12.5)	11.9	(9.8, 14.3)	3.7	(2.6, 5.3)	17.7	(15.2, 20.5)	8.0	(6.3, 10.0)	2.3	(1.4, 3.6)
Female												
18-24	22.2	(18.1, 26.9)	28.9	(24.3, 34.0)	14.0	(10.7, 18.2)	24.2	(19.9, 29.1)	25.4	(21.0, 30.3)	2.6	(1.4, 5.0)
25-34	17.8	(13.5, 23.0)	24.6	(19.6, 30.3)	10.2	(7.0, 14.7)	18.0	(13.7, 23.3)	19.3	(14.9, 24.7)	6.2	(3.7, 10.0)
35-44	15.3	(11.0, 21.0)	13.3	(9.3, 18.8)	3.0	(1.3, 6.4)	22.6	(17.3, 28.9)	9.3	(6.0, 14.2)	1.4	(0.5, 4.3)
45-54	13.8	(9.2, 20.2)	18.0	(12.5, 25.2)	4.6	(2.3, 9.0)	16.9	(11.4, 24.3)	17.9	(12.8, 24.6)	3.2	(1.3, 7.5)
55-64	13.9	(8.8, 21.4)	5.6	(2.8, 10.9)	0.7	(0.1, 4.8)	15.0	(9.9, 22.0)	12.4	(7.6, 19.7)	2.9	(1.1, 7.5)
65-74	5.6	(2.3, 12.9)	4.4	(1.6, 11.3)	1.2	(0.2, 8.2)	4.4	(1.6, 11.3)	4.6	(1.7, 11.7)	2.1	(0.5, 8.1)
75+	4.2	(1.3, 12.5)	1.4	(0.2, 9.4)	0.0		8.4	(3.7, 18.0)	5.1	(1.1, 20.2)	1.4	(0.2, 9.4)
All ages	13.7	(11.8, 15.9)	14.3	(12.4, 16.4)	4.8	(3.8, 6.1)	16.1	(14.0, 18.5)	13.7	(11.7, 15.9)	3.0	(2.1, 4.2)
Another gender												
18-24	35.2	(4.7, 85.8)	0.0		0.0		0.0		0.0		0.0	
25-49	33.3	(8.4, 73.2)	0.0		0.0		33.3	(8.4, 73.2)	16.7	(2.3, 63.2)	0.0	
50+	0.0		28.6	(7.2, 67.4)	14.3	(2.0, 58.1)	14.3	(2.0, 58.1)	57.1	(23.0, 85.6)	0.0	
All ages	28.5	(9.5, 60.1)	4.8	(1.1, 18.4)	2.4	(0.3, 15.9)	18.2	(5.2, 47.1)	17.4	(5.8, 41.9)	0.0	
All genders												
18-24	18.0	(14.4, 22.3)	24.0	(19.8, 28.8)	10.4	(7.7, 13.9)	23.0	(18.8, 27.8)	15.8	(12.7, 19.6)	1.7	(0.8, 3.3)
25-34	15.3	(11.4, 20.2)	19.8	(15.6, 24.8)	8.3	(5.6, 12.0)	19.4	(15.0, 24.6)	14.9	(11.3, 19.3)	4.7	(2.8, 7.7)
35-44	14.2	(11.1, 18.0)	15.5	(12.2, 19.4)	2.8	(1.5, 5.0)	22.6	(18.6, 27.1)	9.6	(7.1, 13.0)	2.8	(1.5, 4.9)
45-54	11.2	(8.3, 15.0)	14.4	(10.9, 18.6)	4.2	(2.5, 6.7)	18.4	(14.6, 23.1)	12.1	(9.1, 15.9)	3.2	(1.8, 5.8)
55-64	10.0	(6.9, 14.4)	5.7	(3.6, 9.0)	1.1	(0.4, 3.1)	14.8	(11.2, 19.4)	10.2	(7.1, 14.6)	1.8	(0.7, 4.2)
65-74	8.0	(4.9, 13.0)	4.7	(2.4, 9.0)	2.1	(0.8, 5.3)	7.3	(4.4, 12.0)	5.6	(3.2, 9.8)	1.7	(0.6, 5.2)
75+	4.2	(1.9, 9.3)	3.0	(1.2, 7.2)	0.0		7.5	(4.1, 13.4)	5.7	(2.4, 13.0)	1.2	(0.3, 4.9)
All ages	12.0	(10.6, 13.6)	13.1	(11.6, 14.6)	4.3	(3.5, 5.2)	16.9	(15.3, 18.7)	10.9	(9.6, 12.4)	2.6	(2.0, 3.5)

Clothing, exposure and protection gaps

Gender	Age group (years)	Burnt through clothing		Stayed in sun too long		Insufficient clothing		No sun protective hat		Sunny or hot	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male											
18-24		1.8	(0.5, 6.9)	38.8	(30.2, 48.2)	8.0	(4.2, 14.7)	12.5	(7.6, 20.1)	29.2	(21.5, 38.4)
25-34		3.2	(1.0, 9.5)	47.0	(36.8, 57.5)	18.1	(11.2, 28.0)	14.9	(8.7, 24.5)	37.7	(28.0, 48.6)
35-44		2.5	(1.0, 5.9)	32.9	(26.6, 40.0)	17.9	(12.9, 24.4)	6.6	(3.7, 11.3)	30.7	(24.4, 37.7)
45-54		2.8	(1.1, 6.7)	32.1	(25.9, 38.9)	18.5	(13.6, 24.5)	6.6	(4.0, 10.9)	27.5	(21.8, 34.1)
55-64		1.3	(0.3, 5.1)	24.0	(18.0, 31.4)	12.2	(7.9, 18.4)	5.0	(2.5, 9.6)	21.2	(15.5, 28.4)
65-74		0.0		23.8	(16.4, 33.2)	16.5	(10.9, 24.4)	8.1	(4.1, 15.5)	19.3	(12.8, 28.1)
75+		3.3	(0.8, 12.2)	9.8	(5.1, 18.0)	8.4	(4.0, 16.8)	3.9	(1.3, 11.7)	13.2	(7.6, 22.2)
All ages		2.2	(1.4, 3.5)	31.6	(28.5, 34.9)	15.0	(12.7, 17.7)	8.5	(6.7, 10.9)	27.0	(24.0, 30.2)
Female											
18-24		5.7	(3.6, 8.9)	49.2	(43.9, 54.5)	14.2	(10.9, 18.3)	14.6	(11.1, 18.9)	44.4	(39.2, 49.8)
25-34		2.7	(1.3, 5.6)	42.0	(36.0, 48.2)	17.9	(13.6, 23.2)	12.7	(9.1, 17.5)	37.4	(31.6, 43.6)
35-44		4.5	(2.3, 8.4)	39.7	(33.1, 46.6)	15.9	(11.5, 21.6)	10.8	(7.2, 15.9)	37.8	(31.3, 44.7)
45-54		3.6	(1.7, 7.5)	36.6	(29.2, 44.7)	12.6	(8.1, 19.1)	8.0	(4.7, 13.2)	42.3	(34.6, 50.5)
55-64		1.4	(0.4, 5.6)	23.5	(16.7, 32.0)	7.4	(3.7, 14.1)	4.2	(1.9, 9.2)	24.6	(17.9, 32.9)
65-74		0.0		20.2	(12.2, 31.6)	3.5	(1.1, 10.4)	2.1	(0.5, 8.1)	20.3	(12.3, 31.8)
75+		1.4	(0.2, 9.4)	7.0	(2.9, 16.2)	0.0		5.1	(1.1, 20.2)	9.3	(3.5, 22.3)
All ages		2.8	(2.0, 3.9)	32.4	(29.4, 35.4)	11.1	(9.3, 13.1)	8.4	(6.9, 10.2)	32.1	(29.1, 35.1)
Another gender											
18-24		0.0		0.0		0.0		0.0		35.2	(4.7, 85.8)
25-49		0.0		33.3	(8.4, 73.2)	16.7	(2.3, 63.2)	0.0		33.3	(8.4, 73.2)
50+		0.0		42.9	(14.4, 77.0)	0.0		0.0		28.6	(7.2, 67.4)
All ages		0.0		22.9	(8.1, 50.3)	7.9	(1.1, 40.0)	0.0		33.2	(12.7, 62.9)
All genders											
18-24		3.7	(2.3, 5.9)	43.3	(38.1, 48.7)	10.9	(8.1, 14.4)	13.4	(10.1, 17.4)	36.6	(31.7, 41.8)
25-34		2.9	(1.5, 5.8)	44.6	(38.6, 50.7)	18.0	(13.6, 23.3)	13.8	(9.9, 18.9)	37.7	(31.9, 43.9)
35-44		3.5	(2.1, 5.8)	36.2	(31.6, 41.1)	16.8	(13.4, 21.0)	8.7	(6.2, 11.9)	34.1	(29.6, 39.0)
45-54		3.2	(1.8, 5.6)	34.4	(29.5, 39.7)	15.5	(12.1, 19.8)	7.3	(5.0, 10.4)	35.1	(30.2, 40.4)
55-64		1.4	(0.5, 3.6)	23.8	(19.1, 29.3)	9.7	(6.7, 13.9)	4.6	(2.7, 7.6)	23.0	(18.4, 28.3)
65-74		0.0		21.9	(16.1, 29.1)	9.7	(6.5, 14.4)	5.0	(2.7, 9.1)	19.9	(14.3, 26.9)
75+		2.2	(0.7, 6.8)	8.3	(4.8, 13.9)	3.8	(1.8, 8.0)	4.5	(1.6, 11.9)	11.1	(6.5, 18.3)
All ages		2.5	(1.9, 3.3)	32.0	(29.8, 34.2)	13.0	(11.5, 14.6)	8.4	(7.2, 9.9)	29.6	(27.5, 31.8)

cont.

Gender	Age group (years)	Conscious choice							
		Forgot to protect myself		Didn't need protection		Could not be bothered		Suntanning	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male									
18-24	24.5	(17.3, 33.3)	8.2	(4.3, 15.0)	9.2	(5.0, 16.3)	3.7	(1.4, 9.4)	
25-34	25.6	(17.6, 35.6)	11.6	(6.6, 19.5)	11.1	(6.2, 19.2)	9.9	(4.8, 19.2)	
35-44	24.7	(19.0, 31.5)	10.7	(6.9, 16.0)	7.1	(4.1, 11.9)	4.9	(2.4, 9.6)	
45-54	14.4	(10.2, 19.8)	10.9	(7.1, 16.2)	4.2	(2.2, 7.9)	2.8	(1.3, 6.1)	
55-64	12.3	(8.0, 18.5)	8.3	(4.9, 13.8)	4.9	(2.5, 9.5)	0.6	(0.1, 4.2)	
65-74	8.5	(4.7, 15.0)	3.7	(1.4, 9.0)	5.7	(2.3, 13.1)	3.8	(1.3, 10.3)	
75+	8.8	(4.4, 16.9)	6.4	(2.6, 14.7)	1.0	(0.1, 6.6)	4.9	(1.8, 12.6)	
All ages	18.0	(15.4, 20.8)	9.0	(7.3, 11.1)	6.6	(5.0, 8.6)	4.6	(3.1, 6.6)	
Female									
18-24	21.9	(17.8, 26.7)	12.5	(9.4, 16.5)	9.8	(7.0, 13.6)	11.4	(8.4, 15.2)	
25-34	20.1	(15.6, 25.6)	12.8	(9.2, 17.6)	3.8	(2.0, 7.2)	4.8	(2.7, 8.2)	
35-44	20.8	(15.8, 27.0)	12.7	(8.7, 18.1)	8.6	(5.4, 13.4)	3.4	(1.6, 7.1)	
45-54	15.2	(10.2, 22.1)	6.6	(3.6, 11.6)	6.0	(3.2, 11.0)	4.3	(2.0, 8.8)	
55-64	9.6	(5.3, 16.6)	5.7	(2.9, 11.1)	1.4	(0.4, 5.4)	2.8	(1.1, 7.3)	
65-74	12.4	(6.0, 23.8)	6.5	(2.9, 13.9)	4.4	(1.6, 11.3)	4.4	(1.6, 11.3)	
75+	16.1	(6.7, 33.7)	0.0		0.0		5.1	(1.1, 20.2)	
All ages	16.6	(14.2, 19.3)	8.6	(7.1, 10.3)	4.9	(3.8, 6.3)	4.9	(3.7, 6.4)	
Another gender									
18-24	35.2	(4.7, 85.8)	0.0		0.0		0.0		
25-49	16.7	(2.3, 63.2)	0.0		0.0		16.7	(2.3, 63.2)	
50+	0.0		0.0		0.0		0.0		
All ages	20.6	(5.2, 55.0)	0.0		0.0		7.9	(1.1, 40.0)	
All genders									
18-24	23.4	(19.0, 28.3)	10.2	(7.4, 13.7)	9.4	(6.7, 13.1)	7.3	(5.2, 10.2)	
25-34	23.0	(18.2, 28.6)	12.2	(8.9, 16.5)	7.4	(4.7, 11.6)	7.5	(4.5, 12.2)	
35-44	22.7	(18.8, 27.1)	11.7	(8.8, 15.3)	7.8	(5.5, 11.0)	4.1	(2.5, 6.8)	
45-54	14.7	(11.3, 18.9)	8.6	(6.1, 12.0)	5.1	(3.2, 7.9)	3.5	(2.0, 6.1)	
55-64	10.9	(7.6, 15.3)	7.0	(4.6, 10.5)	3.1	(1.7, 5.7)	1.7	(0.7, 4.1)	
65-74	10.6	(6.4, 16.9)	5.2	(2.8, 9.3)	5.0	(2.6, 9.4)	4.1	(2.0, 8.2)	
75+	12.7	(6.8, 22.7)	2.9	(1.2, 7.0)	0.4	(0.1, 3.1)	5.0	(1.9, 12.2)	
All ages	17.3	(15.5, 19.2)	8.7	(7.6, 10.1)	5.7	(4.7, 6.9)	4.7	(3.8, 5.9)	

Don't know = 0.2%

[Return to relevant section of document](#)

Table 23: Intentional tanning reported by the population

Gender	Age group	Suntan attempt (12 months)		Fake tan (12 months)		Sunbathe regularly to tan (this summer)		Sunbed use (ever)		Sunbed use (12 months)	
		(years)	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%
Male											
	18-24	35.1	(26.8, 44.4)	11.0	(6.4, 18.4)	20.8	(14.2, 29.3)	13.5	(8.3, 21.2)	7.3	(3.7, 13.8)
	25-34	34.1	(24.9, 44.6)	18.1	(11.4, 27.4)	22.3	(14.6, 32.4)	16.1	(10.0, 25.0)	12.4	(7.1, 20.7)
	35-44	24.5	(18.7, 31.3)	8.2	(4.9, 13.2)	20.8	(15.5, 27.4)	18.4	(13.4, 24.7)	6.6	(3.8, 11.3)
	45-54	19.6	(14.6, 25.7)	4.3	(2.3, 8.1)	14.3	(10.0, 20.0)	12.3	(8.4, 17.6)	4.6	(2.4, 8.8)
	55-64	12.7	(8.3, 18.9)	0.6	(0.1, 4.2)	4.4	(2.1, 8.9)	9.3	(5.6, 15.1)	0.0	
	65-74	13.7	(8.2, 22.1)	1.9	(0.4, 7.8)	9.5	(4.9, 17.7)	3.1	(1.0, 9.7)	0.0	
	75+	12.3	(6.7, 21.6)	2.5	(0.6, 9.6)	7.4	(3.3, 15.7)	8.7	(4.1, 17.4)	1.0	(0.1, 6.6)
	All ages	22.6	(19.8, 25.7)	7.2	(5.5, 9.4)	15.0	(12.6, 17.7)	12.3	(10.3, 14.8)	5.1	(3.7, 7.0)
Female											
	18-24	57.5	(52.2, 62.7)	33.1	(28.2, 38.3)	33.0	(28.2, 38.3)	10.3	(7.5, 14.1)	4.8	(2.9, 7.8)
	25-34	34.7	(29.0, 40.9)	29.7	(24.3, 35.7)	16.9	(12.7, 22.1)	12.9	(9.2, 17.8)	4.8	(2.6, 8.4)
	35-44	31.3	(25.3, 38.1)	24.0	(18.6, 30.4)	13.4	(9.3, 18.9)	31.5	(25.5, 38.3)	3.4	(1.6, 7.0)
	45-54	27.9	(21.5, 35.5)	16.0	(10.9, 22.7)	10.4	(6.5, 16.3)	26.9	(20.4, 34.7)	3.2	(1.3, 7.5)
	55-64	24.7	(17.6, 33.5)	11.9	(7.1, 19.2)	13.3	(8.1, 21.3)	37.4	(29.2, 46.3)	0.7	(0.1, 4.8)
	65-74	14.5	(8.5, 23.6)	6.7	(3.0, 14.2)	2.3	(0.6, 8.8)	25.2	(16.3, 36.9)	0.0	
	75+	7.9	(2.6, 21.2)	2.8	(0.7, 10.9)	1.4	(0.2, 9.4)	15.7	(7.4, 30.5)	0.0	
	All ages	28.7	(25.9, 31.6)	18.5	(16.3, 20.9)	13.0	(11.2, 15.1)	23.8	(21.0, 26.8)	2.6	(1.8, 3.6)
Another gender											
	18-24	35.2	(4.7, 85.8)	0.0		0.0		0.0		0.0	
	25-49	33.3	(8.4, 73.2)	33.3	(8.4, 73.2)	16.7	(2.3, 63.2)	33.3	(8.4, 73.2)	16.7	(2.3, 63.2)
	50+	16.7	(2.3, 63.2)	0.0		0.0		14.3	(2.0, 58.1)	0.0	
	All ages	31.6	(11.3, 62.5)	15.8	(3.9, 46.2)	7.9	(1.1, 40.0)	18.2	(5.2, 47.1)	7.9	(1.1, 40.0)
All genders											
	18-24	45.8	(40.6, 51.2)	21.4	(17.7, 25.7)	26.4	(22.0, 31.2)	11.8	(8.6, 15.9)	6.0	(3.8, 9.3)
	25-34	34.5	(29.0, 40.5)	24.2	(19.6, 29.4)	19.5	(15.0, 25.1)	14.7	(10.9, 19.5)	8.7	(5.7, 13.2)
	35-44	27.8	(23.5, 32.5)	16.1	(12.8, 20.1)	17.0	(13.5, 21.2)	24.9	(20.9, 29.5)	5.0	(3.2, 7.7)
	45-54	23.9	(19.7, 28.7)	10.4	(7.5, 14.2)	12.4	(9.4, 16.3)	19.8	(15.8, 24.6)	3.9	(2.3, 6.5)
	55-64	18.8	(14.4, 24.2)	6.4	(3.9, 10.4)	9.0	(5.9, 13.5)	23.8	(18.9, 29.5)	0.4	(0.1, 2.5)
	65-74	14.1	(9.7, 20.0)	4.4	(2.2, 8.7)	5.7	(3.1, 10.3)	14.7	(9.7, 21.7)	0.0	
	75+	9.9	(5.5, 17.1)	2.7	(1.0, 7.1)	4.1	(1.9, 8.6)	12.5	(7.1, 21.0)	0.4	(0.1, 3.1)
	All ages	25.7	(23.7, 27.8)	13.0	(11.6, 14.6)	14.0	(12.4, 15.6)	18.2	(16.4, 20.1)	3.9	(3.0, 4.9)

Missing values n = 5 suntan attempt, n = 23 fake tan, n = 9 regularly sunbathe, n = 5 sunbed use

[Return to relevant section of document](#)

Table 24: Ownership of sun protective hat and glasses

Gender	Age group	Sun protective hat			Sunglasses		
		(years)	%	95% CI	%	95% CI	%
Male							
18-24	58.7	(49.4, 67.5)	52.4	(43.1, 61.5)	86.8	(79.1, 91.9)	
25-34	41.8	(32.0, 52.3)	34.3	(25.1, 44.7)	86.1	(75.9, 92.4)	
35-44	57.1	(49.9, 64.1)	50.8	(43.7, 58.0)	84.3	(78.1, 89.0)	
45-54	64.8	(57.9, 71.2)	61.1	(54.1, 67.6)	91.0	(85.9, 94.4)	
55-64	67.8	(60.0, 74.7)	64.7	(56.8, 71.8)	86.8	(80.2, 91.5)	
65-74	71.3	(61.5, 79.4)	66.8	(56.8, 75.5)	83.8	(74.7, 90.1)	
75+	79.1	(68.6, 86.7)	78.1	(67.6, 85.9)	87.2	(77.5, 93.1)	
All ages	60.9	(57.5, 64.3)	56.0	(52.5, 59.4)	86.6	(84.0, 88.9)	
Female							
18-24	50.5	(45.2, 55.8)	47.3	(42.1, 52.7)	86.6	(82.5, 89.9)	
25-34	48.0	(41.8, 54.2)	45.9	(39.8, 52.2)	93.3	(89.2, 96.0)	
35-44	50.8	(43.9, 57.7)	46.9	(40.1, 53.8)	89.8	(84.3, 93.5)	
45-54	58.0	(49.7, 65.9)	55.5	(47.3, 63.4)	92.1	(86.5, 95.5)	
55-64	65.5	(57.0, 73.1)	64.8	(56.3, 72.5)	93.8	(88.1, 96.9)	
65-74	76.5	(64.9, 85.2)	76.5	(64.9, 85.2)	86.5	(74.3, 93.4)	
75+	62.8	(45.5, 77.4)	62.8	(45.5, 77.4)	87.5	(71.0, 95.3)	
All ages	58.1	(54.8, 61.4)	56.2	(52.9, 59.5)	90.4	(88.0, 92.4)	
Another gender							
18-24	100.0		100.0		100.0		
25-49	50.0	(16.8, 83.2)	50.0	(16.8, 83.2)	83.3	(36.8, 97.7)	
50+	71.4	(32.6, 92.8)	71.4	(32.6, 92.8)	100.0		
All ages	71.5	(43.2, 89.3)	71.5	(43.2, 89.3)	92.1	(60.0, 98.9)	
All genders							
18-24	55.3	(49.9, 60.6)	50.6	(45.2, 56.0)	86.8	(82.8, 90.1)	
25-34	45.0	(39.0, 51.1)	40.2	(34.4, 46.2)	89.8	(84.6, 93.4)	
35-44	53.9	(49.0, 58.9)	48.8	(43.9, 53.8)	86.9	(82.9, 90.0)	
45-54	61.2	(55.8, 66.3)	58.1	(52.7, 63.3)	91.6	(88.1, 94.2)	
55-64	66.6	(60.9, 71.8)	64.7	(59.0, 70.1)	90.4	(86.3, 93.4)	
65-74	74.1	(66.6, 80.3)	71.9	(64.4, 78.4)	85.2	(78.1, 90.3)	
75+	70.2	(59.2, 79.4)	69.8	(58.8, 79.0)	87.4	(78.2, 93.1)	
All ages	59.6	(57.2, 61.9)	56.2	(53.8, 58.5)	88.6	(86.8, 90.1)	

n=112 missing for sunglasses worn (note question added after initial pilot phase)

Protective = at least one of bucket hat, broad brimmed hat, legionnaire hat, hard hat with flap

[Return to relevant section of document](#)

Table 25: Type of hat owned

Gender	Age group (years)	Broad brimmed		Bucket		Legionnaire		Hard hat (with flap)		Recreational SP hat†		Cap (not sun protective)	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male													
	18-24	14.4	(9.0, 22.2)	45.2	(36.2, 54.6)	6.2	(3.0, 12.4)	15.4	(9.8, 23.4)	52.4	(43.1, 61.5)	57.9	(48.6, 66.7)
	25-34	14.2	(8.5, 22.8)	24.7	(16.7, 34.9)	2.6	(0.8, 7.8)	11.9	(6.5, 21.0)	34.3	(25.1, 44.7)	68.4	(57.9, 77.2)
	35-44	20.9	(15.6, 27.4)	32.1	(25.8, 39.3)	6.2	(3.6, 10.7)	12.7	(8.7, 18.4)	50.8	(43.7, 58.0)	61.0	(53.8, 67.8)
	45-54	32.9	(26.7, 39.8)	38.2	(31.7, 45.1)	10.2	(6.7, 15.1)	7.9	(4.8, 12.6)	61.1	(54.1, 67.6)	62.8	(55.8, 69.3)
	55-64	45.8	(38.1, 53.7)	26.5	(20.1, 34.0)	5.0	(2.5, 9.6)	5.7	(3.0, 10.7)	64.7	(56.8, 71.8)	60.6	(52.6, 68.0)
	65-74	53.9	(44.1, 63.4)	25.4	(17.9, 34.7)	9.3	(5.0, 16.6)	10.1	(5.3, 18.2)	66.8	(56.8, 75.5)	53.9	(44.1, 63.3)
	75+	63.2	(52.0, 73.2)	29.9	(20.7, 41.1)	1.5	(0.2, 9.8)	8.4	(4.0, 16.8)	78.1	(67.6, 85.9)	46.6	(35.9, 57.7)
	All ages	32.3	(29.2, 35.5)	31.4	(28.3, 34.6)	5.9	(4.6, 7.6)	10.3	(8.4, 12.7)	56.0	(52.5, 59.4)	60.1	(56.8, 63.4)
Female													
	18-24	13.0	(9.8, 17.0)	39.2	(34.1, 44.5)	4.2	(2.5, 7.1)	9.1	(6.5, 12.7)	47.3	(42.1, 52.7)	51.7	(46.3, 57.0)
	25-34	22.7	(17.9, 28.4)	30.9	(25.4, 37.0)	4.7	(2.7, 8.2)	5.6	(3.4, 9.3)	45.9	(39.8, 52.2)	60.5	(54.3, 66.5)
	35-44	33.4	(27.3, 40.2)	21.0	(15.9, 27.2)	5.7	(3.2, 9.7)	7.9	(4.9, 12.5)	46.9	(40.1, 53.8)	57.8	(50.9, 64.4)
	45-54	37.9	(30.5, 45.9)	26.1	(19.9, 33.4)	7.6	(4.0, 13.9)	6.1	(3.3, 11.1)	55.5	(47.3, 63.4)	43.5	(35.6, 51.7)
	55-64	51.0	(42.3, 59.6)	23.9	(17.3, 32.1)	2.9	(1.1, 7.4)	1.4	(0.4, 5.4)	64.8	(56.3, 72.5)	41.3	(33.2, 50.0)
	65-74	65.9	(53.6, 76.4)	21.7	(13.4, 33.3)	2.3	(0.6, 8.8)	2.3	(0.6, 8.8)	76.5	(64.9, 85.2)	23.9	(15.9, 34.4)
	75+	56.4	(39.7, 71.7)	12.9	(5.4, 27.9)	3.7	(0.5, 21.8)	0.0		62.8	(45.5, 77.4)	27.3	(15.4, 43.5)
	All ages	39.1	(35.8, 42.5)	25.3	(22.6, 28.2)	4.6	(3.4, 6.3)	4.8	(3.8, 6.2)	56.2	(52.9, 59.5)	45.4	(42.2, 48.8)
Another gender													
	18-24	29.6	(3.7, 82.3)	100.0		0.0		0.0		100.0		64.8	(14.2, 95.3)
	25-49	50.0	(16.8, 83.2)	16.7	(2.3, 63.2)	16.7	(2.3, 63.2)	0.0		50.0	(16.8, 83.2)	66.7	(26.8, 91.6)
	50+	42.9	(14.4, 77.0)	28.6	(7.2, 67.4)	0.0		0.0		71.4	(32.6, 92.8)	57.1	(23.0, 85.6)
	All ages	41.5	(18.4, 69.0)	48.6	(23.1, 74.9)	7.9	(1.1, 40.0)	0.0		71.5	(43.2, 89.3)	64.4	(35.4, 85.6)
All genders													
	18-24	13.9	(10.5, 18.2)	43.0	(37.7, 48.5)	5.2	(3.2, 8.3)	12.2	(8.9, 16.4)	50.6	(45.2, 56.0)	55.0	(49.6, 60.3)
	25-34	18.6	(14.6, 23.4)	27.7	(22.7, 33.5)	3.8	(2.3, 6.4)	8.8	(5.6, 13.5)	40.2	(34.4, 46.2)	64.3	(58.4, 69.9)
	35-44	27.3	(23.1, 31.9)	26.6	(22.4, 31.3)	5.9	(4.0, 8.7)	10.3	(7.6, 13.7)	48.8	(43.9, 53.8)	59.5	(54.6, 64.3)
	45-54	35.4	(30.5, 40.6)	31.9	(27.2, 36.9)	8.8	(6.1, 12.5)	6.9	(4.7, 10.1)	58.1	(52.7, 63.3)	53.0	(47.6, 58.3)
	55-64	48.5	(42.6, 54.4)	25.1	(20.4, 30.6)	3.9	(2.2, 6.7)	3.5	(1.9, 6.2)	64.7	(59.0, 70.1)	50.7	(44.8, 56.6)
	65-74	60.2	(52.4, 67.5)	23.5	(17.5, 30.6)	5.6	(3.2, 9.8)	6.0	(3.3, 10.5)	71.9	(64.4, 78.4)	38.2	(31.3, 45.6)
	75+	59.5	(48.9, 69.3)	20.6	(14.0, 29.4)	2.7	(0.6, 11.5)	3.8	(1.8, 8.0)	69.8	(58.8, 79.0)	36.0	(27.2, 46.0)
	All ages	35.8	(33.5, 38.1)	28.4	(26.3, 30.5)	5.3	(4.3, 6.4)	7.5	(6.4, 8.8)	56.2	(53.8, 58.5)	52.7	(50.3, 55.1)

[Return to relevant section of document](#)

Table 26: How often did the population fully protect their skin during summer?

Gender	Age group (years)	Never		Rarely		Sometimes		Often		Always	
		%	95% CI								
Male											
18-24	10.9	(6.3, 18.2)	26.0	(18.7, 35.0)	29.1	(21.4, 38.2)	28.8	(21.1, 37.9)	5.3	(2.4, 11.2)	
25-34	10.3	(4.9, 20.3)	22.6	(14.8, 32.8)	32.6	(23.7, 43.0)	28.2	(20.0, 38.2)	6.4	(2.9, 13.6)	
35-44	7.5	(4.4, 12.3)	22.3	(17.0, 28.7)	42.7	(35.7, 49.9)	20.8	(15.5, 27.2)	6.8	(4.0, 11.3)	
45-54	6.4	(3.8, 10.6)	19.0	(14.1, 25.1)	31.2	(25.1, 38.1)	34.7	(28.5, 41.6)	8.6	(5.3, 13.6)	
55-64	16.4	(11.4, 23.0)	21.4	(15.6, 28.6)	20.0	(14.4, 27.0)	35.1	(27.9, 43.0)	7.2	(4.0, 12.5)	
65-74	13.9	(8.3, 22.4)	25.0	(17.5, 34.4)	27.3	(19.6, 36.6)	22.5	(15.4, 31.6)	11.3	(6.2, 19.7)	
75+	21.8	(13.8, 32.5)	18.7	(11.6, 28.6)	34.5	(24.8, 45.7)	19.2	(11.9, 29.3)	5.9	(2.4, 13.6)	
All ages	11.6	(9.5, 14.1)	22.1	(19.4, 25.1)	31.3	(28.2, 34.6)	27.6	(24.7, 30.7)	7.3	(5.7, 9.3)	
Female											
18-24	2.7	(1.4, 5.2)	20.6	(16.6, 25.2)	38.7	(33.6, 44.0)	30.2	(25.6, 35.2)	7.9	(5.5, 11.3)	
25-34	2.3	(1.0, 5.1)	20.3	(15.7, 25.7)	36.6	(30.8, 42.8)	29.9	(24.6, 35.9)	10.9	(7.6, 15.5)	
35-44	4.9	(2.7, 8.9)	16.5	(12.0, 22.4)	38.4	(31.9, 45.4)	29.3	(23.4, 35.9)	10.8	(7.2, 15.9)	
45-54	10.8	(6.5, 17.3)	18.4	(12.7, 26.0)	22.0	(16.2, 29.0)	36.3	(29.0, 44.4)	12.5	(7.9, 19.1)	
55-64	13.1	(8.2, 20.5)	12.3	(7.7, 18.9)	30.6	(23.2, 39.1)	31.6	(24.2, 40.2)	12.4	(7.6, 19.7)	
65-74	15.6	(9.2, 25.2)	18.4	(10.7, 29.9)	30.7	(21.1, 42.4)	16.9	(10.3, 26.5)	18.4	(10.7, 29.9)	
75+	22.4	(11.3, 39.5)	19.4	(9.6, 35.2)	20.8	(10.7, 36.6)	20.3	(9.9, 37.1)	17.1	(8.4, 31.8)	
All ages	9.5	(7.5, 12.1)	17.8	(15.3, 20.5)	31.5	(28.5, 34.6)	28.6	(25.7, 31.6)	12.6	(10.4, 15.2)	
Another gender											
18-24	0.0		0.0		64.8	(14.2, 95.3)	35.2	(4.7, 85.8)	0.0		
25-49	16.7	(2.3, 63.2)	0.0		33.3	(8.4, 73.2)	50.0	(16.8, 83.2)	0.0		
50+	0.0		14.3	(2.0, 58.1)	28.6	(7.2, 67.4)	28.6	(7.2, 67.4)	28.6	(7.2, 67.4)	
All ages	7.9	(1.1, 40.0)	2.4	(0.3, 15.9)	43.8	(19.6, 71.4)	41.1	(17.9, 69.1)	4.8	(1.1, 18.4)	
All genders											
18-24	6.8	(4.3, 10.6)	23.1	(18.7, 28.0)	34.2	(29.3, 39.4)	29.5	(24.9, 34.7)	6.4	(4.4, 9.4)	
25-34	6.3	(3.3, 11.5)	21.4	(16.7, 27.0)	34.5	(29.0, 40.5)	29.2	(24.1, 34.9)	8.6	(5.9, 12.4)	
35-44	6.4	(4.3, 9.3)	19.3	(15.7, 23.5)	40.4	(35.6, 45.4)	25.2	(21.1, 29.7)	8.8	(6.4, 12.0)	
45-54	8.6	(5.9, 12.3)	18.6	(14.6, 23.3)	26.6	(22.3, 31.5)	35.5	(30.6, 40.8)	10.6	(7.7, 14.6)	
55-64	14.7	(11.0, 19.4)	16.7	(12.8, 21.4)	25.5	(20.6, 31.0)	33.3	(28.0, 39.1)	9.9	(6.7, 14.2)	
65-74	14.8	(10.2, 20.9)	21.6	(15.9, 28.7)	29.1	(22.6, 36.5)	19.5	(14.4, 25.9)	15.0	(10.0, 22.0)	
75+	22.1	(14.5, 32.1)	19.0	(12.3, 28.2)	27.1	(19.4, 36.6)	19.7	(12.7, 29.4)	12.0	(6.7, 20.5)	
All ages	10.5	(9.0, 12.3)	19.8	(18.0, 21.8)	31.4	(29.3, 33.7)	28.2	(26.1, 30.3)	10.0	(8.6, 11.6)	

Missing n=1

[Return to relevant section of document](#)

Table 27: Level of agreement: “Sun protection is part of my daily routine at this time of year”

Gender	Age group (years)	Strongly agree		Agree		Neither agree or disagree		Disagree		Strongly disagree	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male											
18-24	10.3	(5.9, 17.4)	31.2	(23.2, 40.4)	23.4	(16.5, 32.2)	20.7	(14.1, 29.3)	14.4	(9.0, 22.2)	
25-34	11.2	(6.2, 19.3)	22.8	(15.3, 32.5)	25.6	(17.3, 36.2)	26.2	(17.8, 36.9)	14.1	(8.4, 22.7)	
35-44	16.3	(11.6, 22.4)	28.9	(22.8, 35.8)	27.7	(21.7, 34.6)	18.7	(13.6, 25.0)	8.5	(5.2, 13.5)	
45-54	23.0	(17.7, 29.4)	27.0	(21.3, 33.6)	21.4	(16.3, 27.7)	17.8	(13.1, 23.8)	10.8	(7.1, 16.1)	
55-64	14.8	(10.0, 21.4)	29.6	(22.9, 37.5)	30.3	(23.5, 38.0)	11.6	(7.4, 17.8)	13.6	(9.1, 19.8)	
65-74	18.8	(12.2, 27.9)	34.3	(25.8, 44.1)	18.7	(12.4, 27.3)	18.8	(12.2, 27.7)	9.4	(4.9, 17.1)	
75+	15.5	(9.1, 25.3)	37.7	(27.6, 48.8)	22.5	(14.4, 33.3)	15.0	(8.8, 24.5)	9.3	(4.7, 17.8)	
All ages	15.7	(13.5, 18.3)	29.2	(26.3, 32.4)	24.7	(21.8, 27.8)	18.8	(16.1, 21.8)	11.6	(9.6, 14.0)	
Female											
18-24	21.6	(17.6, 26.3)	27.9	(23.3, 32.9)	25.2	(20.8, 30.1)	18.5	(14.7, 23.1)	6.8	(4.5, 10.2)	
25-34	26.5	(21.4, 32.4)	29.9	(24.5, 35.9)	21.7	(17.0, 27.3)	13.0	(9.3, 17.8)	8.9	(5.9, 13.2)	
35-44	27.3	(21.6, 33.9)	28.0	(22.2, 34.7)	20.1	(15.1, 26.3)	16.9	(12.4, 22.7)	7.6	(4.6, 12.2)	
45-54	19.8	(14.3, 26.7)	33.6	(26.4, 41.7)	20.8	(14.8, 28.4)	15.8	(10.8, 22.4)	10.1	(6.0, 16.3)	
55-64	22.2	(16.0, 30.0)	27.0	(19.9, 35.6)	23.2	(16.6, 31.4)	17.6	(11.8, 25.4)	9.9	(5.9, 16.1)	
65-74	26.0	(17.6, 36.7)	30.5	(20.8, 42.3)	18.5	(10.7, 30.0)	11.6	(6.3, 20.4)	13.4	(6.7, 25.2)	
75+	23.1	(12.1, 39.6)	23.1	(12.1, 39.6)	25.9	(14.3, 42.2)	11.4	(4.6, 25.8)	16.6	(7.5, 32.7)	
All ages	23.9	(21.2, 26.9)	28.9	(25.9, 32.1)	21.9	(19.2, 24.9)	15.1	(12.9, 17.6)	10.1	(8.1, 12.6)	
Another gender											
18-24	35.2	(4.7, 85.8)	0.0		0.0		35.2	(4.7, 85.8)	29.6	(3.7, 82.3)	
25-49	16.7	(2.3, 63.2)	33.3	(8.4, 73.2)	0.0		16.7	(2.3, 63.2)	33.3	(8.4, 73.2)	
50+	14.3	(2.0, 58.1)	42.9	(14.4, 77.0)	28.6	(7.2, 67.4)	14.3	(2.0, 58.1)	0.0		
All ages	22.9	(6.6, 55.7)	22.9	(8.1, 50.3)	4.8	(1.1, 18.4)	22.9	(6.6, 55.7)	26.4	(8.8, 57.4)	
All genders											
18-24	16.1	(12.7, 20.0)	29.2	(24.5, 34.4)	23.9	(19.6, 28.9)	19.9	(15.8, 24.6)	11.0	(7.8, 15.2)	
25-34	19.0	(15.1, 23.8)	26.3	(21.5, 31.8)	23.6	(18.6, 29.5)	19.5	(14.7, 25.4)	11.5	(8.1, 16.0)	
35-44	21.8	(17.9, 26.2)	28.5	(24.2, 33.2)	23.8	(19.8, 28.3)	17.7	(14.2, 21.8)	8.2	(5.8, 11.4)	
45-54	21.2	(17.3, 25.8)	30.5	(25.8, 35.6)	20.9	(16.8, 25.7)	16.8	(13.3, 21.1)	10.5	(7.6, 14.4)	
55-64	18.7	(14.5, 23.6)	28.3	(23.2, 34.0)	26.6	(21.8, 32.2)	14.8	(11.0, 19.6)	11.7	(8.5, 15.8)	
65-74	22.5	(16.9, 29.4)	32.3	(25.6, 39.9)	18.6	(13.3, 25.6)	15.0	(10.5, 21.0)	11.5	(7.0, 18.2)	
75+	19.6	(12.5, 29.4)	29.8	(21.5, 39.6)	24.3	(16.6, 34.1)	13.1	(7.8, 21.1)	13.3	(7.5, 22.5)	
All ages	19.9	(18.1, 21.9)	29.0	(26.9, 31.2)	23.2	(21.2, 25.3)	16.9	(15.2, 18.8)	10.9	(9.4, 12.6)	

Missing n=11

[Return to relevant section of document](#)

Table 28: Usual sun protection when outdoors (this summer)

Gender	Age group (years)	Shade		Sunscreen		Clothing - arms		Clothing - legs		Sunglasses		Sun protective hat		Never outdoors	
		%	95% CI	%	95% CI	%	95% CI								
Male															
18-24	50.4	(41.2, 59.6)	38.6	(30.0, 47.9)	20.9	(14.3, 29.5)	25.3	(18.1, 34.2)	38.1	(56.5, 61.2)	29.2	(21.5, 38.4)	9.1	(4.9, 16.1)	
25-34	44.1	(34.2, 54.6)	42.5	(32.5, 53.0)	25.8	(17.9, 35.7)	26.3	(18.3, 36.1)	53.5	(43.0, 63.8)	31.8	(23.1, 41.9)	7.4	(3.1, 16.4)	
35-44	41.6	(34.7, 48.8)	48.5	(41.3, 55.7)	29.0	(22.9, 36.0)	30.6	(24.3, 37.7)	64.0	(56.8, 70.6)	33.7	(27.3, 40.8)	3.7	(1.8, 7.5)	
45-54	45.2	(38.4, 52.2)	51.8	(44.8, 58.7)	35.6	(29.2, 42.5)	36.4	(30.0, 43.4)	64.7	(57.7, 71.1)	45.6	(38.8, 52.6)	2.4	(1.0, 5.7)	
55-64	53.5	(45.6, 61.3)	39.5	(32.1, 47.4)	33.8	(26.8, 41.7)	36.9	(29.6, 44.8)	59.3	(51.4, 66.8)	48.4	(40.6, 56.3)	5.9	(3.1, 10.9)	
65-74	42.1	(33.0, 51.9)	41.3	(32.2, 51.1)	34.7	(26.1, 44.5)	37.9	(29.0, 47.7)	54.5	(44.8, 64.0)	56.5	(46.7, 65.8)	0.6	(0.1, 4.2)	
75+	39.0	(28.8, 50.2)	25.8	(17.4, 36.5)	24.4	(16.2, 34.9)	34.2	(24.6, 45.4)	41.1	(30.8, 52.3)	62.8	(51.6, 72.8)	2.0	(0.5, 7.5)	
All ages	45.4	(42.0, 48.8)	42.5	(39.2, 45.9)	29.5	(26.5, 32.7)	32.3	(29.2, 35.5)	55.3	(51.8, 58.7)	42.3	(38.9, 45.6)	4.6	(3.3, 6.5)	
Female															
18-24	50.3	(45.0, 55.6)	59.3	(53.9, 64.4)	30.1	(25.4, 35.2)	31.7	(26.9, 36.8)	53.8	(48.5, 59.1)	25.1	(20.8, 30.1)	4.8	(2.9, 7.9)	
25-34	53.0	(46.8, 59.2)	60.7	(54.4, 66.6)	31.5	(26.0, 37.6)	36.3	(30.5, 42.5)	62.7	(56.5, 68.5)	30.9	(25.5, 37.0)	5.3	(3.1, 9.0)	
35-44	54.2	(47.2, 60.9)	56.3	(49.3, 63.0)	29.4	(23.5, 36.1)	35.9	(29.5, 42.8)	69.1	(62.3, 75.1)	34.3	(28.1, 41.2)	8.3	(5.2, 13.0)	
45-54	49.7	(41.7, 57.8)	56.5	(48.3, 64.3)	31.7	(24.8, 39.5)	41.6	(33.9, 49.7)	65.1	(56.8, 72.5)	36.6	(29.4, 44.5)	2.9	(1.2, 7.0)	
55-64	52.0	(43.3, 60.6)	51.8	(43.1, 60.3)	36.3	(28.5, 44.8)	41.9	(33.6, 50.7)	63.9	(55.3, 71.8)	42.9	(34.5, 51.8)	5.7	(2.9, 11.0)	
65-74	57.5	(45.8, 68.4)	43.7	(32.9, 55.1)	44.6	(33.5, 56.2)	50.3	(38.9, 61.8)	66.8	(54.5, 77.2)	53.8	(42.3, 65.0)	8.2	(3.0, 20.3)	
75+	39.3	(25.2, 55.5)	36.0	(22.1, 52.6)	33.7	(20.5, 50.2)	39.7	(25.1, 56.3)	46.7	(31.3, 62.7)	37.1	(23.5, 53.1)	14.6	(5.8, 32.0)	
All ages	51.4	(48.0, 54.8)	53.1	(49.7, 56.5)	33.6	(30.5, 36.9)	39.6	(36.3, 42.9)	62.3	(58.9, 65.6)	37.2	(33.9, 40.5)	6.7	(5.0, 9.0)	
Another gender															
18-24	64.8	(14.2, 95.3)	35.2	(4.7, 85.8)	35.2	(4.7, 85.8)	29.6	(3.7, 82.3)	70.4	(17.7, 96.3)	70.4	(17.7, 96.3)	0.0		
25-49	16.7	(2.3, 63.2)	66.7	(26.8, 91.6)	33.3	(8.4, 73.2)	16.7	(2.3, 63.2)	50.0	(16.8, 83.2)	33.3	(8.4, 73.2)	0.0		
50+	42.9	(14.4, 77.0)	57.1	(23.0, 85.6)	42.9	(14.4, 77.0)	42.9	(14.4, 77.0)	85.7	(41.9, 98.0)	42.9	(14.4, 77.0)	0.0		
All ages	38.3	(15.9, 67.2)	53.8	(26.9, 78.6)	35.6	(14.4, 64.6)	25.7	(8.9, 54.8)	63.3	(34.6, 84.9)	48.3	(22.8, 74.6)	0.0		
All genders															
18-24	50.5	(45.1, 55.9)	48.5	(43.1, 53.9)	25.5	(21.2, 30.4)	28.4	(23.9, 33.5)	46.1	(40.8, 51.5)	27.8	(23.1, 33.0)	6.9	(4.5, 10.5)	
25-34	48.5	(42.4, 54.6)	51.6	(45.5, 57.7)	28.6	(23.5, 34.3)	31.2	(26.0, 36.9)	58.2	(52.0, 64.1)	31.5	(26.2, 37.3)	6.4	(3.7, 10.7)	
35-44	47.8	(42.8, 52.7)	52.4	(47.4, 57.3)	29.1	(24.8, 33.8)	33.1	(28.6, 38.0)	66.3	(61.5, 70.9)	33.9	(29.3, 38.8)	6.0	(4.0, 8.8)	
45-54	47.4	(42.1, 52.8)	54.3	(49.0, 59.6)	33.8	(29.0, 39.0)	39.1	(34.0, 44.4)	64.9	(59.6, 69.9)	41.0	(35.9, 46.3)	2.7	(1.4, 4.9)	
55-64	52.7	(46.8, 58.6)	45.7	(40.0, 51.6)	35.1	(29.7, 40.8)	39.4	(33.8, 45.3)	61.8	(55.9, 67.3)	45.6	(39.8, 51.5)	5.8	(3.6, 9.1)	
65-74	50.1	(42.5, 57.7)	42.5	(35.3, 50.1)	39.9	(32.7, 47.6)	44.5	(37.0, 52.2)	61.0	(53.2, 68.3)	55.1	(47.4, 62.5)	4.6	(1.8, 11.3)	
75+	39.2	(29.9, 49.4)	31.4	(22.7, 41.8)	29.4	(21.0, 39.6)	37.1	(27.8, 47.5)	44.2	(34.4, 54.4)	48.8	(38.8, 58.8)	8.8	(3.8, 19.1)	
All ages	48.4	(46.0, 50.8)	47.9	(45.6, 50.3)	31.6	(29.5, 33.9)	35.9	(33.7, 38.3)	58.9	(56.5, 61.2)	39.7	(37.4, 42.0)	5.7	(4.5, 7.1)	

[Return to relevant section of document](#)

Table 29: Sun protection practices on most recent outdoor occasion last week (for those who were outdoors)

Gender	Age group (years)	Shade		Sunscreen		Clothing - arms		Clothing - legs		Sunglasses		Sun protective hat	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male													
18-24	64.7	(54.8, 73.4)	34.2	(25.6, 44.0)	23.7	(16.4, 33.0)	41.0	(31.8, 50.9)	34.5	(25.8, 44.4)	34.1	(25.5, 43.9)	
25-34	57.8	(46.4, 68.5)	47.6	(36.6, 58.9)	29.2	(20.1, 40.3)	45.4	(34.5, 56.7)	57.4	(46.1, 68.1)	38.8	(28.6, 50.1)	
35-44	52.8	(45.1, 60.4)	41.0	(33.6, 48.7)	36.9	(29.8, 44.5)	40.8	(33.6, 48.5)	63.0	(55.3, 70.0)	41.9	(34.6, 49.7)	
45-54	54.7	(46.9, 62.3)	39.3	(32.0, 47.0)	36.6	(29.5, 44.4)	46.5	(38.9, 54.3)	55.8	(47.9, 63.3)	46.3	(38.7, 54.1)	
55-64	48.8	(39.9, 57.7)	27.6	(20.3, 36.3)	32.8	(25.0, 41.7)	41.9	(33.4, 51.0)	48.4	(39.5, 57.3)	50.9	(42.0, 59.8)	
65-74	46.2	(36.2, 56.5)	34.5	(25.4, 45.0)	39.3	(29.8, 49.8)	48.9	(38.8, 59.1)	52.3	(42.0, 62.4)	54.8	(44.5, 64.7)	
75+	37.4	(26.5, 49.7)	17.7	(10.2, 29.0)	39.2	(28.1, 51.5)	41.0	(29.7, 53.3)	36.2	(25.4, 48.5)	64.4	(52.0, 75.1)	
All ages	52.8	(49.1, 56.5)	36.4	(32.9, 40.0)	33.7	(30.3, 37.3)	43.8	(40.1, 47.5)	51.5	(47.8, 55.2)	45.9	(42.2, 49.6)	
Female													
18-24	64.2	(58.5, 69.5)	46.9	(41.3, 52.6)	36.5	(31.2, 42.2)	55.6	(49.9, 61.2)	48.0	(42.3, 53.7)	15.7	(11.9, 20.4)	
25-34	66.4	(59.8, 72.4)	59.9	(53.2, 66.3)	32.4	(26.4, 39.0)	54.2	(47.5, 60.8)	67.8	(61.3, 73.8)	22.9	(17.7, 29.1)	
35-44	61.8	(54.0, 69.0)	51.4	(43.6, 59.1)	39.1	(31.8, 46.9)	57.0	(49.2, 64.5)	66.5	(58.7, 73.4)	33.5	(26.5, 41.2)	
45-54	49.3	(40.4, 58.4)	43.7	(35.0, 52.9)	42.5	(33.8, 51.7)	59.3	(50.2, 67.7)	64.7	(55.8, 72.8)	29.3	(21.9, 38.1)	
55-64	58.5	(48.6, 67.8)	38.9	(29.7, 48.9)	33.6	(25.2, 43.3)	57.8	(47.7, 67.3)	59.2	(49.2, 68.5)	40.4	(31.0, 50.6)	
65-74	60.5	(46.3, 73.1)	34.9	(23.8, 47.8)	43.0	(30.5, 56.5)	64.6	(50.8, 76.3)	60.5	(46.3, 73.1)	44.4	(31.8, 57.8)	
75+	55.4	(36.9, 72.6)	26.7	(13.5, 46.1)	51.6	(33.4, 69.3)	62.4	(43.4, 78.2)	42.6	(25.8, 61.4)	43.4	(26.6, 61.9)	
All ages	59.8	(56.1, 63.4)	45.2	(41.6, 48.9)	38.8	(35.2, 42.5)	58.2	(54.5, 61.7)	60.3	(56.6, 63.9)	31.9	(28.5, 35.6)	
Another gender													
18-24	64.8	(14.2, 95.3)	35.2	(4.7, 85.8)	35.2	(4.7, 85.8)	64.8	(14.2, 95.3)	70.4	(17.7, 96.3)	0.0		
25-49	66.7	(26.8, 91.6)	33.3	(8.4, 73.2)	83.3	(36.8, 97.7)	83.3	(36.8, 97.7)	50.0	(16.8, 83.2)	66.7	(26.8, 91.6)	
50+	33.3	(8.4, 73.2)	50.0	(16.8, 83.2)	0.0		50.0	(16.8, 83.2)	66.7	(26.8, 91.6)	50.0	(16.8, 83.2)	
All ages	61.1	(32.5, 83.7)	36.5	(14.6, 65.7)	53.4	(26.4, 78.6)	71.6	(40.9, 90.2)	60.0	(31.6, 82.9)	39.7	(17.2, 67.5)	
All genders													
18-24	64.5	(58.7, 69.8)	40.2	(34.8, 45.9)	29.9	(25.1, 35.3)	48.2	(42.5, 54.0)	41.4	(35.9, 47.1)	24.9	(20.0, 30.6)	
25-34	62.3	(55.7, 68.4)	54.0	(47.4, 60.5)	31.0	(25.3, 37.2)	49.8	(43.3, 56.3)	62.8	(56.3, 68.9)	30.8	(25.1, 37.2)	
35-44	56.8	(51.4, 62.1)	45.9	(40.6, 51.4)	38.0	(32.8, 43.4)	48.8	(43.4, 54.2)	64.4	(59.0, 69.4)	38.0	(32.8, 43.4)	
45-54	52.4	(46.4, 58.3)	41.3	(35.6, 47.2)	39.9	(34.2, 45.9)	53.2	(47.3, 59.1)	60.3	(54.4, 65.9)	38.2	(32.6, 44.0)	
55-64	53.8	(47.1, 60.4)	33.4	(27.4, 40.1)	33.2	(27.3, 39.7)	50.1	(43.4, 56.8)	53.9	(47.2, 60.5)	45.5	(38.9, 52.3)	
65-74	52.9	(44.5, 61.1)	34.7	(27.3, 42.8)	41.0	(33.1, 49.5)	56.4	(48.0, 64.4)	56.2	(47.7, 64.4)	49.8	(41.6, 58.1)	
75+	46.6	(35.6, 57.9)	22.3	(14.1, 33.5)	45.5	(34.5, 56.8)	51.9	(40.7, 62.9)	39.6	(29.1, 51.1)	53.6	(42.2, 64.6)	
All ages	56.3	(53.7, 58.9)	40.7	(38.2, 43.3)	36.3	(33.8, 38.8)	51.0	(48.4, 53.6)	55.9	(53.3, 58.5)	39.0	(36.5, 41.6)	

[Return to relevant section of document](#)

Table 30: When did you apply sunscreen (for those outdoors and who used sunscreen last week)

Gender	Age group (years)	20 minutes before going outdoors		Just before going outdoors		When first outdoors		After been outside a while		After being slightly sunburnt		Other	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male	18-24	35.5	(21.4, 52.7)	43.9	(28.4, 60.6)	11.9	(4.5, 27.7)	2.9	(0.4, 17.9)	2.9	(0.4, 18.1)	2.9	(0.4, 18.1)
	25-34	39.0	(25.0, 55.1)	47.6	(32.5, 63.2)	4.4	(1.1, 16.2)	4.4	(1.1, 16.2)	0.0		4.4	(1.1, 16.2)
	35-44	33.5	(22.9, 46.0)	53.3	(41.1, 65.1)	10.3	(5.0, 20.0)	3.0	(0.7, 11.1)	0.0		0.0	
	45-54	40.9	(29.6, 53.2)	47.6	(35.8, 59.7)	5.4	(1.7, 16.3)	4.6	(1.5, 13.4)	0.0		1.5	(0.2, 9.9)
	55-64	48.6	(32.3, 65.2)	48.6	(32.2, 65.2)	0.0		2.8	(0.4, 17.7)	0.0		0.0	
	65-74	23.8	(12.1, 41.3)	62.1	(44.0, 77.4)	6.0	(1.4, 22.5)	0.0		0.0		8.1	(2.1, 27.1)
	75+	30.5	(10.5, 62.1)	40.3	(17.8, 67.9)	22.5	(5.9, 57.2)	6.7	(0.9, 36.0)	0.0		0.0	
	All ages	36.6	(30.9, 42.8)	49.9	(43.7, 56.1)	7.1	(4.6, 11.0)	3.4	(1.8, 6.3)	0.3	(0.0, 2.4)	2.7	(1.2, 5.9)
Female	18-24	45.7	(37.8, 53.9)	39.2	(31.5, 47.5)	4.8	(2.3, 9.9)	1.8	(0.6, 5.5)	0.6	(0.1, 4.2)	7.8	(4.3, 13.6)
	25-34	51.2	(42.5, 59.7)	38.3	(30.3, 47.1)	2.2	(0.7, 6.7)	0.0		0.0		8.3	(4.6, 14.4)
	35-44	38.8	(28.9, 49.8)	51.1	(40.3, 61.8)	2.8	(0.7, 10.4)	1.3	(0.2, 8.6)	0.0		6.0	(2.5, 13.7)
	45-54	27.8	(17.5, 41.1)	62.9	(49.2, 74.8)	2.1	(0.3, 13.6)	2.1	(0.3, 13.6)	1.7	(0.2, 10.9)	3.3	(0.8, 12.4)
	55-64	35.8	(22.6, 51.5)	42.8	(28.3, 58.7)	9.5	(3.6, 22.8)	2.4	(0.3, 15.4)	0.0		9.5	(3.6, 22.8)
	65-74	38.8	(21.5, 59.5)	52.4	(32.6, 71.4)	0.0		0.0		0.0		8.8	(2.2, 29.3)
	75+	14.4	(3.3, 45.8)	78.3	(46.3, 93.8)	0.0		7.2	(0.9, 39.0)	0.0		0.0	
	All ages	39.5	(34.7, 44.4)	48.6	(43.5, 53.8)	3.3	(1.9, 5.5)	1.5	(0.6, 3.5)	0.3	(0.1, 1.6)	6.8	(4.8, 9.7)
Another gender	18-24	0.0		100.0		0.0		0.0		0.0		0.0	
	25-49	100.0		0.0		0.0		0.0		0.0		0.0	
	50+	66.7	(15.3, 95.7)	33.3	(4.3, 84.7)	0.0		0.0		0.0		0.0	
	All ages	57.8	(15.4, 91.1)	42.2	(8.9, 84.6)	0.0		0.0		0.0		0.0	
All genders	18-24	40.7	(32.6, 49.3)	42.0	(33.7, 50.9)	7.8	(4.0, 14.9)	2.3	(0.7, 7.2)	1.6	(0.3, 7.6)	5.6	(2.9, 10.3)
	25-34	46.1	(38.0, 54.5)	42.2	(34.1, 50.7)	3.2	(1.2, 7.9)	1.9	(0.5, 7.3)	0.0		6.6	(3.7, 11.5)
	35-44	36.7	(29.2, 44.8)	51.9	(43.8, 59.9)	6.2	(3.3, 11.5)	2.1	(0.7, 6.2)	0.0		3.2	(1.3, 7.5)
	45-54	34.2	(26.2, 43.2)	55.6	(46.4, 64.4)	3.7	(1.3, 9.7)	3.3	(1.2, 8.6)	0.9	(0.1, 5.9)	2.5	(0.8, 7.4)
	55-64	40.9	(30.2, 52.5)	45.1	(33.9, 56.8)	5.7	(2.2, 14.3)	2.6	(0.6, 9.9)	0.0		5.7	(2.2, 14.3)
	65-74	30.9	(20.0, 44.5)	57.5	(43.9, 70.0)	3.1	(0.7, 12.7)	0.0		0.0		8.5	(3.2, 20.4)
	75+	20.6	(8.3, 42.8)	63.7	(40.2, 82.0)	8.7	(2.1, 29.7)	7.0	(1.6, 25.8)	0.0		0.0	
	All ages	38.3	(34.6, 42.1)	49.1	(45.2, 53.1)	5.0	(3.5, 7.0)	2.3	(1.4, 3.9)	0.3	(0.1, 1.2)	4.9	(3.5, 6.8)

Missing n = 2

Table 31: Knowledge of skin cancer prevention myths

Gender	Age group (years)	Myth										
		Vitamin D/sunscreen [†]	%	95% CI	Sunscreen ingredients ^{††}	%	95% CI	Cap adequate ^{†††}	%	95% CI	SPF knowledge incorrect ^{††††}	%
Male												
18-24	18.9	(12.7, 27.3)	26.9	(19.5, 36.0)	54.2	(44.9, 63.3)	55.8	(46.4, 64.7)				
25-34	25.3	(17.1, 35.9)	29.5	(20.7, 40.1)	44.8	(34.7, 55.4)	54.0	(43.5, 64.2)				
35-44	23.3	(17.7, 30.1)	26.5	(20.6, 33.4)	44.2	(37.2, 51.5)	39.9	(33.1, 47.2)				
45-54	17.2	(12.6, 23.1)	19.2	(14.2, 25.3)	37.0	(30.5, 44.0)	38.0	(31.5, 45.0)				
55-64	13.0	(8.6, 19.4)	18.5	(13.2, 25.5)	15.8	(10.9, 22.4)	35.8	(28.6, 43.7)				
65-74	13.3	(7.7, 22.1)	19.3	(12.7, 28.3)	23.2	(15.8, 32.7)	26.0	(18.4, 35.3)				
75+	18.3	(11.1, 28.8)	22.9	(14.9, 33.5)	26.9	(18.2, 37.9)	38.3	(28.2, 49.5)				
All ages	19.0	(16.3, 22.0)	23.5	(20.7, 26.7)	35.9	(32.7, 39.3)	41.7	(38.3, 45.1)				
Female												
18-24	11.0	(8.1, 14.9)	17.8	(14.0, 22.4)	45.8	(40.5, 51.1)	35.4	(30.5, 40.7)				
25-34	17.4	(13.2, 22.7)	25.8	(20.6, 31.6)	37.6	(31.7, 43.9)	29.6	(24.3, 35.6)				
35-44	17.3	(12.7, 23.2)	26.4	(20.7, 33.1)	32.0	(25.9, 38.8)	34.5	(28.2, 41.3)				
45-54	22.5	(16.6, 29.8)	22.5	(16.4, 30.0)	30.4	(23.5, 38.4)	31.6	(24.4, 39.8)				
55-64	18.6	(12.9, 26.0)	27.3	(20.2, 35.6)	25.0	(18.4, 33.0)	25.5	(18.8, 33.5)				
65-74	17.3	(9.1, 30.3)	15.0	(8.0, 26.6)	23.2	(14.0, 35.9)	31.5	(21.3, 44.0)				
75+	19.4	(9.6, 35.2)	20.3	(9.9, 37.1)	16.3	(7.7, 31.5)	33.7	(20.5, 50.2)				
All ages	17.9	(15.4, 20.8)	22.9	(20.1, 25.8)	30.5	(27.6, 33.6)	31.4	(28.3, 34.6)				
Another gender												
18-24	0.0		0.0		0.0		0.0					
25-49	0.0		16.7	(2.3, 63.2)	33.3	(8.4, 73.2)	0.0					
50+	28.6	(7.2, 67.4)	28.6	(7.2, 67.4)	28.6	(7.2, 67.4)	14.3	(2.0, 58.1)				
All ages	4.8	(1.1, 18.4)	12.7	(3.2, 38.7)	20.6	(6.6, 48.5)	2.4	(0.3, 15.9)				
All genders												
18-24	14.9	(11.3, 19.4)	22.2	(17.9, 27.2)	49.4	(44.0, 54.8)	45.3	(39.9, 50.7)				
25-34	21.4	(16.5, 27.2)	27.6	(22.3, 33.6)	41.3	(35.4, 47.5)	41.7	(35.7, 48.1)				
35-44	20.2	(16.5, 24.6)	26.4	(22.2, 31.0)	37.9	(33.2, 42.9)	37.1	(32.4, 42.0)				
45-54	19.8	(15.9, 24.3)	20.9	(16.9, 25.6)	33.6	(28.7, 38.8)	34.5	(29.5, 39.8)				
55-64	15.9	(12.1, 20.6)	23.1	(18.5, 28.4)	20.6	(16.3, 25.6)	30.4	(25.4, 36.0)				
65-74	15.5	(10.0, 23.1)	17.2	(11.9, 24.0)	23.3	(17.0, 31.0)	28.9	(22.2, 36.7)				
75+	19.0	(12.2, 28.3)	21.4	(14.1, 31.1)	21.2	(14.4, 30.1)	35.8	(26.8, 45.9)				
All ages	18.4	(16.5, 20.4)	23.1	(21.2, 25.3)	33.1	(30.9, 35.4)	36.3	(34.0, 38.7)				

[†] People who use sunscreen regularly when they are outdoors don't get enough vitamin D

^{††} The ingredients from sunscreen are bad for your health if used regularly.

^{†††} Wearing a cap provides adequate protection to my face and neck from the sun

^{††††} Sunscreen with SPF50 does not need to be reapplied as often as SPF30

[Return to relevant section of document](#)

Table 32: Agreement with statement “If I regularly protect myself from the sun I can avoid skin cancer”

Gender	Age group (years)	Strongly agree		Agree		Neither agree/disagree		Disagree		Strongly disagree	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male											
18-24	30.8	(22.9, 40.1)	47.4	(38.3, 56.7)	15.3	(9.7, 23.3)	4.5	(1.9, 10.5)	1.9	(0.5, 7.2)	
25-34	34.2	(25.0, 44.7)	43.4	(33.3, 54.0)	15.1	(8.7, 24.7)	5.4	(2.2, 12.4)	2.0	(0.5, 7.9)	
35-44	29.3	(23.2, 36.2)	39.2	(32.4, 46.5)	19.3	(14.1, 25.8)	10.0	(6.4, 15.5)	2.1	(0.8, 5.6)	
45-54	35.7	(29.3, 42.5)	40.2	(33.5, 47.1)	15.2	(10.8, 21.0)	7.5	(4.5, 12.2)	1.4	(0.5, 4.4)	
55-64	39.3	(31.9, 47.2)	37.9	(30.6, 45.8)	13.4	(8.9, 19.7)	7.0	(3.9, 12.2)	2.5	(0.9, 6.4)	
65-74	29.6	(21.4, 39.3)	44.6	(35.2, 54.4)	16.5	(10.3, 25.3)	7.6	(3.8, 14.5)	1.8	(0.6, 5.5)	
75+	37.6	(27.7, 48.7)	39.2	(28.9, 50.5)	13.6	(7.6, 23.2)	7.7	(3.6, 15.6)	2.0	(0.5, 7.5)	
All ages	33.7	(30.6, 37.0)	41.5	(38.2, 44.9)	15.6	(13.3, 18.3)	7.1	(5.6, 9.0)	2.0	(1.2, 3.1)	
Female											
18-24	40.8	(35.6, 46.1)	37.0	(32.0, 42.3)	14.3	(11.0, 18.4)	4.8	(2.9, 8.0)	3.1	(1.7, 5.8)	
25-34	35.6	(29.9, 41.8)	37.7	(31.9, 43.9)	17.7	(13.5, 23.0)	6.0	(3.5, 9.9)	3.0	(1.4, 6.1)	
35-44	33.1	(27.0, 39.9)	39.4	(32.9, 46.3)	19.2	(14.3, 25.3)	4.9	(2.7, 8.9)	3.4	(1.6, 6.9)	
45-54	34.8	(27.5, 42.8)	33.2	(26.1, 41.2)	19.2	(13.4, 26.8)	9.5	(5.4, 16.0)	3.4	(1.5, 7.4)	
55-64	40.8	(32.6, 49.6)	31.0	(23.5, 39.6)	15.6	(10.4, 22.7)	7.7	(3.9, 14.6)	4.9	(2.4, 10.0)	
65-74	43.7	(32.5, 55.6)	33.2	(23.1, 45.0)	8.0	(3.8, 16.0)	10.2	(5.3, 18.6)	5.0	(1.9, 12.5)	
75+	31.8	(18.6, 48.8)	25.5	(14.8, 40.4)	27.5	(15.1, 44.7)	6.5	(1.8, 20.4)	8.7	(2.7, 25.1)	
All ages	37.0	(33.8, 40.4)	34.3	(31.3, 37.5)	17.3	(14.8, 20.1)	7.1	(5.5, 9.1)	4.3	(3.0, 6.0)	
Another gender											
18-24	70.4	(17.7, 96.3)	29.6	(3.7, 82.3)	0.0		0.0		0.0		
25-49	33.3	(8.4, 73.2)	33.3	(8.4, 73.2)	16.7	(2.3, 63.2)	16.7	(2.3, 63.2)	0.0		
50+	28.6	(7.2, 67.4)	42.9	(14.4, 77.0)	14.3	(2.0, 58.1)	14.3	(2.0, 58.1)	0.0		
All ages	45.9	(21.0, 73.0)	33.6	(13.5, 62.1)	10.3	(2.1, 38.3)	10.3	(2.1, 38.3)	0.0		
All genders											
18-24	36.1	(31.2, 41.4)	42.2	(36.9, 47.7)	14.6	(11.2, 18.9)	4.6	(2.8, 7.5)	2.4	(1.3, 4.7)	
25-34	35.0	(29.4, 41.0)	40.5	(34.6, 46.7)	16.4	(12.3, 21.5)	5.7	(3.4, 9.2)	2.5	(1.2, 5.1)	
35-44	31.1	(26.7, 35.9)	39.4	(34.6, 44.3)	19.3	(15.6, 23.7)	7.4	(5.1, 10.6)	2.8	(1.5, 4.9)	
45-54	35.1	(30.2, 40.4)	36.6	(31.7, 41.9)	17.2	(13.4, 21.8)	8.6	(5.9, 12.4)	2.4	(1.2, 4.6)	
55-64	40.1	(34.4, 46.0)	34.3	(28.9, 40.1)	14.5	(10.9, 19.1)	7.4	(4.7, 11.4)	3.7	(2.1, 6.6)	
65-74	36.9	(29.7, 44.8)	38.7	(31.5, 46.3)	12.0	(8.1, 17.6)	8.9	(5.6, 14.0)	3.5	(1.6, 7.4)	
75+	34.5	(25.5, 44.8)	31.7	(23.5, 41.2)	21.1	(13.4, 31.6)	7.0	(3.4, 14.0)	5.6	(2.0, 14.7)	
All ages	35.5	(33.2, 37.8)	37.8	(35.6, 40.2)	16.5	(14.7, 18.4)	7.1	(6.0, 8.5)	3.1	(2.3, 4.1)	

Missing n=13

[Return to relevant section of document](#)

Table 33: Agreement with statement “A suntan protects you against melanoma and other skin cancers”

Gender	Age group (years)	Strongly agree		Agree		Neither agree/disagree		Disagree		Strongly disagree	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male											
18-24	6.7	(3.4, 13.0)	19.0	(12.7, 27.4)	34.2	(26.0, 43.5)	27.3	(19.8, 36.4)	12.7	(7.7, 20.3)	
25-34	6.0	(2.7, 12.9)	13.9	(8.3, 22.3)	31.2	(22.1, 42.0)	24.3	(16.6, 34.2)	24.6	(16.6, 34.8)	
35-44	12.3	(8.4, 17.6)	15.7	(11.0, 21.9)	27.9	(21.9, 34.8)	13.3	(9.1, 19.0)	30.9	(24.6, 37.9)	
45-54	12.7	(8.8, 18.1)	12.5	(8.6, 17.9)	19.8	(14.8, 25.9)	17.9	(13.1, 23.9)	37.1	(30.6, 44.1)	
55-64	9.9	(6.0, 15.7)	11.3	(7.2, 17.2)	13.2	(8.7, 19.5)	22.6	(16.6, 30.0)	43.0	(35.4, 51.0)	
65-74	21.1	(13.9, 30.6)	12.6	(7.6, 20.2)	19.6	(12.9, 28.6)	13.3	(7.8, 21.8)	33.5	(25.0, 43.1)	
75+	17.2	(10.3, 27.2)	17.7	(10.4, 28.3)	14.2	(8.2, 23.7)	16.7	(10.0, 26.5)	34.2	(24.6, 45.2)	
All ages	11.6	(9.6, 13.9)	14.4	(12.1, 16.9)	23.5	(20.6, 26.7)	19.5	(16.9, 22.4)	31.0	(28.0, 34.2)	
Female											
18-24	9.5	(6.8, 13.3)	6.5	(4.3, 9.7)	19.1	(15.2, 23.7)	22.0	(17.9, 26.8)	42.8	(37.6, 48.2)	
25-34	8.8	(5.8, 13.0)	11.2	(7.7, 15.8)	16.8	(12.7, 22.0)	19.3	(14.8, 24.7)	44.0	(37.9, 50.2)	
35-44	7.2	(4.3, 11.7)	7.6	(4.6, 12.2)	16.9	(12.3, 22.7)	14.0	(9.8, 19.6)	54.4	(47.4, 61.2)	
45-54	13.6	(8.6, 20.8)	10.1	(6.3, 15.8)	13.7	(8.9, 20.4)	15.6	(10.7, 22.1)	47.0	(39.1, 55.1)	
55-64	17.7	(11.9, 25.6)	3.5	(1.5, 8.2)	12.2	(7.4, 19.5)	20.9	(14.4, 29.3)	45.6	(37.2, 54.3)	
65-74	13.7	(7.0, 25.1)	9.6	(4.9, 18.2)	12.6	(6.1, 24.1)	14.8	(8.7, 24.1)	49.3	(37.9, 60.8)	
75+	17.1	(8.4, 31.8)	2.8	(0.7, 10.7)	16.0	(6.8, 33.0)	12.1	(5.3, 25.0)	52.0	(36.1, 67.6)	
All ages	12.2	(10.0, 14.8)	7.7	(6.2, 9.4)	15.2	(12.9, 17.9)	17.0	(14.8, 19.6)	47.8	(44.5, 51.2)	
Another gender											
18-24	0.0		0.0		0.0		70.4	(17.7, 96.3)	29.6	(3.7, 82.3)	
25-49	0.0		0.0		16.7	(2.3, 63.2)	16.7	(2.3, 63.2)	66.7	(26.8, 91.6)	
50+	0.0		14.3	(2.0, 58.1)	14.3	(2.0, 58.1)	14.3	(2.0, 58.1)	57.1	(23.0, 85.6)	
All ages	0.0		2.4	(0.3, 15.9)	10.3	(2.1, 38.3)	35.6	(13.5, 66.2)	51.7	(25.4, 77.2)	
All genders											
18-24	8.0	(5.6, 11.3)	12.8	(9.3, 17.4)	26.6	(21.8, 31.9)	25.3	(20.8, 30.5)	27.3	(23.1, 32.0)	
25-34	7.4	(4.9, 10.9)	12.5	(9.0, 17.1)	24.0	(18.8, 30.1)	22.0	(17.3, 27.4)	34.2	(28.8, 40.0)	
35-44	9.7	(7.1, 13.0)	11.5	(8.6, 15.3)	22.3	(18.4, 26.7)	13.6	(10.5, 17.4)	42.9	(38.1, 47.9)	
45-54	13.1	(9.7, 17.4)	11.3	(8.4, 15.0)	16.7	(13.1, 21.1)	16.6	(13.0, 20.8)	42.4	(37.2, 47.8)	
55-64	13.9	(10.2, 18.7)	7.3	(4.9, 10.8)	12.7	(9.2, 17.2)	21.7	(17.1, 27.1)	44.4	(38.7, 50.3)	
65-74	17.1	(11.9, 24.1)	11.0	(7.3, 16.4)	16.0	(10.9, 22.7)	14.1	(9.7, 20.0)	41.8	(34.5, 49.5)	
75+	17.1	(11.0, 25.8)	9.6	(5.7, 15.7)	15.2	(8.9, 24.7)	14.3	(9.0, 21.9)	43.9	(34.0, 54.3)	
All ages	11.9	(10.4, 13.6)	10.9	(9.5, 12.4)	19.2	(17.4, 21.3)	18.3	(16.6, 20.2)	39.7	(37.4, 42.0)	

Missing n=12

Table 34: Agreement with statement “A suntanned person is healthy”

Gender	Age group (years)	Strongly agree		Agree		Neither agree/disagree		Disagree		Strongly disagree	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male											
18-24	8.0	(4.2, 14.7)	7.5	(3.8, 14.2)	48.1	(38.9, 57.4)	22.6	(15.8, 31.4)	13.8	(8.5, 21.7)	
25-34	6.0	(2.7, 12.9)	11.9	(6.8, 20.0)	42.0	(32.0, 52.7)	27.9	(19.4, 38.3)	12.3	(7.0, 20.6)	
35-44	3.7	(1.8, 7.6)	14.4	(10.0, 20.5)	43.3	(36.3, 50.6)	22.6	(17.2, 29.1)	16.0	(11.4, 21.9)	
45-54	5.1	(2.7, 9.4)	12.7	(8.7, 18.2)	37.8	(31.3, 44.8)	22.1	(16.9, 28.4)	22.3	(17.0, 28.7)	
55-64	2.0	(0.7, 6.1)	14.4	(9.6, 20.9)	37.2	(29.9, 45.1)	25.2	(18.9, 32.7)	21.3	(15.4, 28.5)	
65-74	1.9	(0.4, 7.8)	10.6	(6.0, 18.1)	44.2	(34.8, 54.0)	22.1	(14.9, 31.6)	21.2	(14.3, 30.2)	
75+	3.4	(1.1, 10.4)	16.3	(9.7, 26.1)	45.3	(34.6, 56.4)	18.3	(11.2, 28.5)	16.7	(10.2, 26.2)	
All ages	4.4	(3.2, 6.0)	12.6	(10.5, 15.0)	42.1	(38.7, 45.5)	23.5	(20.6, 26.6)	17.5	(15.1, 20.2)	
Female											
18-24	1.3	(0.6, 3.2)	7.3	(4.9, 10.6)	41.8	(36.7, 47.2)	28.7	(24.2, 33.8)	20.8	(16.8, 25.5)	
25-34	2.6	(1.2, 5.8)	7.0	(4.4, 10.9)	35.9	(30.2, 42.1)	24.3	(19.4, 30.1)	30.2	(24.8, 36.2)	
35-44	2.6	(1.1, 6.1)	11.4	(7.7, 16.6)	32.7	(26.5, 39.5)	20.3	(15.3, 26.4)	33.0	(26.9, 39.8)	
45-54	1.6	(0.5, 4.9)	10.2	(6.3, 16.0)	37.4	(29.8, 45.7)	22.9	(16.8, 30.5)	27.9	(21.3, 35.6)	
55-64	3.6	(1.5, 8.5)	13.7	(8.3, 21.8)	30.8	(23.4, 39.4)	20.4	(14.4, 28.1)	31.4	(23.9, 40.0)	
65-74	0.0		10.5	(5.5, 19.2)	28.6	(19.2, 40.3)	21.4	(13.2, 32.9)	39.5	(28.8, 51.2)	
75+	0.0		7.3	(3.0, 16.8)	42.5	(27.5, 59.1)	14.9	(6.6, 30.1)	35.3	(21.1, 52.7)	
All ages	1.9	(1.2, 2.9)	9.8	(8.0, 11.9)	35.2	(32.0, 38.5)	22.0	(19.4, 24.8)	31.1	(28.0, 34.4)	
Another gender											
18-24	0.0		0.0		70.4	(17.7, 96.3)	0.0		29.6	(3.7, 82.3)	
25-49	16.7	(2.3, 63.2)	0.0		50.0	(16.8, 83.2)	0.0		33.3	(8.4, 73.2)	
50+	0.0		0.0		42.9	(14.4, 77.0)	0.0		57.1	(23.0, 85.6)	
All ages	7.9	(1.1, 40.0)	0.0		56.2	(29.2, 79.9)	0.0		35.9	(15.1, 64.0)	
All genders											
18-24	4.7	(2.7, 8.2)	7.3	(4.9, 10.7)	45.4	(40.0, 50.9)	25.3	(20.9, 30.1)	17.4	(13.8, 21.7)	
25-34	4.3	(2.3, 7.8)	9.4	(6.4, 13.7)	39.1	(33.2, 45.3)	26.1	(21.0, 31.9)	21.1	(17.0, 26.0)	
35-44	3.1	(1.8, 5.4)	12.9	(9.8, 16.7)	38.0	(33.3, 43.0)	21.3	(17.6, 25.7)	24.7	(20.7, 29.2)	
45-54	3.5	(2.0, 5.8)	11.3	(8.4, 15.1)	37.6	(32.5, 42.9)	22.4	(18.2, 27.1)	25.3	(21.0, 30.2)	
55-64	2.9	(1.4, 5.6)	14.0	(10.2, 18.9)	34.0	(28.6, 39.7)	22.7	(18.2, 27.9)	26.5	(21.6, 32.1)	
65-74	0.9	(0.2, 3.8)	10.6	(6.9, 15.9)	36.1	(29.1, 43.6)	21.7	(15.9, 29.0)	30.7	(24.1, 38.3)	
75+	1.6	(0.5, 5.0)	11.5	(7.2, 17.8)	43.7	(34.0, 54.0)	16.4	(10.4, 25.1)	26.7	(18.1, 37.6)	
All ages	3.1	(2.4, 4.0)	11.1	(9.7, 12.7)	38.6	(36.3, 41.0)	22.6	(20.7, 24.7)	24.5	(22.5, 26.7)	

Missing n=17

Table 35: Agreement with statement “A suntan makes me feel more attractive to others”

Gender	Age group (years)	Strongly agree		Agree		Neither agree/disagree		Disagree		Strongly disagree	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male											
18-24	11.4	(6.7, 18.7)	33.5	(25.4, 42.8)	32.6	(24.5, 41.8)	13.4	(8.2, 21.1)	9.1	(5.0, 16.1)	
25-34	11.7	(6.2, 21.0)	33.7	(24.6, 44.1)	27.3	(18.7, 37.9)	13.4	(8.0, 21.7)	14.0	(8.4, 22.5)	
35-44	8.5	(5.2, 13.5)	27.6	(21.6, 34.6)	31.9	(25.7, 38.9)	15.3	(10.7, 21.3)	16.7	(12.0, 22.8)	
45-54	12.4	(8.4, 17.9)	27.7	(21.9, 34.4)	35.2	(28.8, 42.1)	12.1	(8.3, 17.3)	12.7	(8.7, 18.1)	
55-64	5.6	(2.9, 10.4)	26.9	(20.5, 34.5)	37.6	(30.3, 45.5)	9.2	(5.5, 15.0)	20.7	(14.9, 27.9)	
65-74	2.5	(0.7, 7.9)	18.6	(12.2, 27.3)	40.9	(31.7, 50.7)	13.9	(8.2, 22.7)	24.1	(16.9, 33.3)	
75+	2.0	(0.5, 7.6)	18.8	(11.7, 28.9)	51.3	(40.2, 62.2)	17.0	(10.0, 27.4)	10.9	(5.7, 19.9)	
All ages	8.3	(6.5, 10.5)	27.5	(24.6, 30.7)	35.3	(32.1, 38.6)	13.3	(11.1, 15.7)	15.6	(13.4, 18.2)	
Female											
18-24	21.0	(16.9, 25.7)	29.3	(24.8, 34.4)	26.0	(21.5, 31.1)	8.6	(6.1, 12.0)	15.1	(11.6, 19.4)	
25-34	15.0	(11.1, 20.0)	25.1	(20.1, 30.8)	26.8	(21.6, 32.7)	11.5	(8.1, 16.0)	21.6	(16.9, 27.2)	
35-44	12.1	(8.2, 17.4)	33.0	(26.8, 39.9)	23.5	(18.1, 29.9)	12.0	(8.2, 17.3)	19.3	(14.4, 25.4)	
45-54	10.0	(6.2, 15.9)	26.6	(20.3, 34.1)	24.3	(17.8, 32.2)	14.4	(9.7, 20.9)	24.6	(18.2, 32.4)	
55-64	5.3	(2.2, 12.1)	30.3	(22.8, 39.0)	29.5	(22.3, 37.8)	12.4	(7.8, 19.1)	22.6	(16.1, 30.7)	
65-74	5.9	(2.5, 13.6)	24.8	(15.8, 36.5)	31.6	(21.7, 43.5)	9.3	(3.7, 21.3)	28.4	(19.5, 39.4)	
75+	1.4	(0.2, 9.7)	16.2	(7.6, 31.3)	45.1	(29.6, 61.6)	5.2	(1.1, 20.7)	32.0	(18.4, 49.7)	
All ages	10.4	(8.7, 12.3)	27.0	(24.2, 30.1)	28.6	(25.5, 31.8)	11.0	(9.1, 13.3)	23.0	(20.2, 26.1)	
Another gender											
18-24	0.0		35.2	(4.7, 85.8)	0.0		35.2	(4.7, 85.8)	29.6	(3.7, 82.3)	
25-49	16.7	(2.3, 63.2)	33.3	(8.4, 73.2)	33.3	(8.4, 73.2)	0.0		16.7	(2.3, 63.2)	
50+	0.0		28.6	(7.2, 67.4)	14.3	(2.0, 58.1)	14.3	(2.0, 58.1)	42.9	(14.4, 77.0)	
All ages	7.9	(1.1, 40.0)	33.2	(12.7, 62.9)	18.2	(5.2, 47.1)	15.0	(2.9, 51.3)	25.7	(8.9, 54.8)	
All genders											
18-24	15.8	(12.5, 19.9)	31.5	(26.7, 36.8)	29.0	(24.3, 34.3)	11.4	(8.2, 15.5)	12.2	(9.2, 16.0)	
25-34	13.3	(9.6, 18.1)	29.3	(24.0, 35.3)	27.2	(21.9, 33.1)	12.4	(9.0, 16.9)	17.8	(13.8, 22.6)	
35-44	10.3	(7.6, 13.7)	30.2	(25.8, 35.0)	27.8	(23.6, 32.4)	13.6	(10.5, 17.4)	18.2	(14.6, 22.3)	
45-54	11.3	(8.3, 15.1)	27.4	(23.0, 32.3)	29.3	(24.6, 34.5)	13.2	(10.0, 17.2)	18.8	(14.9, 23.5)	
55-64	5.4	(3.2, 9.2)	28.7	(23.6, 34.4)	33.4	(28.2, 39.1)	10.8	(7.7, 15.0)	21.6	(17.1, 26.9)	
65-74	4.3	(2.1, 8.5)	21.8	(15.9, 29.0)	36.0	(29.1, 43.7)	11.6	(7.2, 18.2)	26.3	(20.3, 33.4)	
75+	1.7	(0.5, 5.3)	17.4	(11.2, 26.1)	47.9	(37.8, 58.2)	10.6	(6.0, 18.1)	22.4	(14.3, 33.4)	
All ages	9.4	(8.1, 10.8)	27.3	(25.2, 29.5)	31.8	(29.6, 34.1)	12.1	(10.6, 13.8)	19.4	(17.6, 21.4)	

Missing n=16

Table 36: Agreement with statement “A suntanned person LOOKS more healthy”

Gender	Age group (years)	Strongly agree		Agree		Neither agree or disagree		Disagree		Strongly disagree	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male											
18-24	7.0 (3.5, 13.4)	28.5	(20.8, 37.7)	40.9	(32.1, 50.4)	16.4	(10.6, 24.5)	7.2	(3.6, 13.8)		
25-34	5.0 (2.1, 11.7)	38.8	(29.1, 49.5)	33.9	(24.7, 44.6)	12.8	(7.4, 21.4)	9.4	(4.9, 17.2)		
35-44	6.4 (3.6, 11.1)	32.5	(26.1, 39.6)	36.4	(29.8, 43.5)	14.7	(10.4, 20.5)	10.0	(6.4, 15.3)		
45-54	8.6 (5.5, 13.3)	35.7	(29.3, 42.6)	32.8	(26.6, 39.6)	14.5	(10.2, 20.4)	8.4	(5.2, 13.2)		
55-64	6.8 (3.8, 11.8)	39.1	(31.7, 47.1)	25.9	(19.6, 33.3)	16.0	(10.9, 22.7)	12.3	(8.0, 18.5)		
65-74	5.0 (2.0, 12.0)	39.2	(30.2, 48.9)	29.9	(21.9, 39.4)	16.4	(10.2, 25.4)	9.5	(5.0, 17.2)		
75+	7.8 (3.7, 15.8)	44.2	(33.6, 55.3)	34.7	(25.0, 45.9)	8.9	(4.2, 17.6)	4.4	(1.6, 11.4)		
All ages	6.6 (5.1, 8.4)	36.6	(33.3, 40.0)	33.3	(30.2, 36.6)	14.4	(12.2, 17.0)	9.1	(7.3, 11.2)		
Female											
18-24	6.2 (4.0, 9.4)	28.5	(24.0, 33.5)	39.5	(34.4, 44.8)	14.0	(10.6, 18.2)	11.9	(8.8, 15.9)		
25-34	6.3 (3.9, 10.1)	29.3	(24.0, 35.2)	32.2	(26.6, 38.3)	16.0	(11.9, 21.1)	16.2	(12.1, 21.3)		
35-44	6.8 (4.0, 11.3)	36.6	(30.2, 43.6)	27.1	(21.4, 33.7)	12.3	(8.4, 17.5)	17.2	(12.6, 23.1)		
45-54	10.3 (6.5, 16.1)	27.3	(20.8, 34.9)	35.4	(28.0, 43.6)	10.4	(6.5, 16.3)	16.6	(11.2, 23.8)		
55-64	7.8 (4.4, 13.6)	41.1	(32.8, 50.0)	21.5	(15.4, 29.2)	13.5	(8.7, 20.3)	16.0	(10.5, 23.7)		
65-74	13.4 (7.7, 22.4)	38.1	(27.6, 49.8)	28.1	(18.3, 40.6)	8.8	(4.4, 16.8)	11.6	(6.3, 20.4)		
75+	1.4 (0.2, 9.4)	51.1	(35.2, 66.8)	18.5	(9.4, 33.2)	11.5	(4.4, 26.8)	17.5	(7.8, 34.7)		
All ages	7.7 (6.1, 9.5)	35.3	(32.0, 38.6)	29.1	(26.1, 32.2)	12.5	(10.5, 14.8)	15.5	(13.2, 18.2)		
Another gender											
18-24	0.0	70.4	(17.7, 96.3)	0.0		0.0		29.6	(3.7, 82.3)		
25-49	16.7 (2.3, 63.2)	33.3	(8.4, 73.2)	16.7	(2.3, 63.2)	0.0		33.3	(8.4, 73.2)		
50+	0.0	28.6	(7.2, 67.4)	28.6	(7.2, 67.4)	14.3	(2.0, 58.1)	28.6	(7.2, 67.4)		
All ages	7.9 (1.1, 40.0)	45.9	(21.0, 73.0)	12.7	(3.2, 38.7)	2.4	(0.3, 15.9)	31.2	(11.9, 60.4)		
All genders											
18-24	6.5 (4.3, 9.8)	29.0	(24.4, 34.2)	39.7	(34.5, 45.1)	15.0	(11.5, 19.4)	9.8	(7.1, 13.3)		
25-34	5.7 (3.5, 9.0)	34.2	(28.5, 40.4)	33.0	(27.4, 39.1)	14.4	(10.7, 19.1)	12.7	(9.4, 17.0)		
35-44	6.6 (4.4, 9.6)	34.4	(29.8, 39.3)	31.8	(27.3, 36.6)	13.4	(10.4, 17.2)	13.8	(10.7, 17.6)		
45-54	9.6 (7.0, 13.1)	31.4	(26.7, 36.5)	33.8	(28.9, 39.1)	12.4	(9.3, 16.3)	12.8	(9.4, 17.0)		
55-64	7.3 (4.8, 10.9)	40.2	(34.5, 46.1)	23.6	(19.1, 28.8)	14.7	(11.0, 19.2)	14.3	(10.6, 19.0)		
65-74	9.4 (5.9, 14.7)	38.6	(31.4, 46.2)	29.0	(22.3, 36.8)	12.4	(8.4, 18.1)	10.6	(6.8, 16.1)		
75+	4.3 (2.1, 8.7)	47.9	(37.9, 58.1)	26.0	(18.6, 35.1)	10.3	(5.4, 18.7)	11.5	(5.8, 21.7)		
All genders	All ages	7.1 (6.1, 8.4)	35.9	(33.6, 38.3)	31.1	(28.9, 33.3)	13.4	(11.9, 15.1)	12.4	(10.9, 14.1)	

Missing n=6

Table 37: Agreement with statement “Most of my CLOSE FAMILY think that a suntan is a good thing”

Gender	Age group (years)	Strongly agree		Agree		Neither agree/disagree		Disagree		Strongly disagree	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male											
18-24	7.3	(3.7, 14.0)	30.2	(22.3, 39.4)	39.8	(31.1, 49.2)	16.5	(10.6, 24.7)	6.2	(3.0, 12.5)	
25-34	9.7	(4.7, 18.9)	26.0	(17.6, 36.6)	33.4	(24.4, 43.8)	16.5	(10.3, 25.5)	14.4	(8.6, 23.1)	
35-44	7.2	(4.3, 12.0)	21.8	(16.4, 28.3)	43.9	(36.9, 51.1)	15.8	(11.3, 21.7)	11.3	(7.5, 16.6)	
45-54	8.3	(5.1, 13.3)	13.6	(9.5, 19.2)	39.5	(32.9, 46.5)	21.9	(16.7, 28.1)	16.7	(12.1, 22.5)	
55-64	3.8	(1.7, 8.2)	20.5	(14.8, 27.5)	37.8	(30.5, 45.7)	24.8	(18.5, 32.3)	13.2	(8.6, 19.5)	
65-74	5.6	(2.5, 11.8)	18.4	(12.4, 26.6)	47.2	(37.6, 57.0)	15.0	(9.4, 23.0)	13.8	(8.2, 22.2)	
75+	4.4	(1.6, 11.4)	31.6	(22.2, 42.8)	38.0	(27.9, 49.2)	19.2	(11.9, 29.3)	6.9	(3.1, 14.7)	
All ages	6.9	(5.3, 9.0)	22.5	(19.7, 25.6)	39.7	(36.4, 43.0)	18.6	(16.1, 21.3)	12.4	(10.3, 14.8)	
Female											
18-24	7.4	(5.0, 10.7)	22.4	(18.2, 27.3)	31.8	(27.0, 37.0)	20.8	(16.8, 25.4)	17.7	(13.9, 22.2)	
25-34	7.3	(4.7, 11.4)	19.1	(14.6, 24.5)	30.4	(25.0, 36.5)	21.7	(17.0, 27.2)	21.5	(16.8, 27.1)	
35-44	5.6	(3.1, 9.8)	21.3	(16.2, 27.5)	31.3	(25.3, 38.1)	18.9	(14.1, 25.0)	22.9	(17.6, 29.2)	
45-54	4.9	(2.6, 9.3)	28.2	(21.4, 36.3)	30.3	(23.2, 38.5)	22.7	(16.7, 30.0)	13.8	(9.4, 20.0)	
55-64	1.4	(0.4, 5.4)	11.4	(7.1, 17.8)	46.9	(38.3, 55.6)	18.1	(12.4, 25.4)	22.3	(15.9, 30.4)	
65-74	5.5	(2.3, 12.6)	16.3	(9.8, 26.0)	33.3	(22.9, 45.5)	21.2	(12.9, 32.8)	23.8	(15.8, 34.2)	
75+	6.5	(1.8, 20.4)	14.3	(6.4, 29.2)	30.6	(18.4, 46.2)	23.9	(12.4, 41.1)	24.7	(12.8, 42.3)	
All ages	5.4	(4.1, 7.0)	19.3	(16.8, 22.0)	33.7	(30.5, 36.9)	20.9	(18.2, 23.8)	20.8	(18.2, 23.7)	
Another gender											
18-24	0.0		35.2	(4.7, 85.8)	35.2	(4.7, 85.8)	0.0		29.6	(3.7, 82.3)	
25-49	16.7	(2.3, 63.2)	0.0		16.7	(2.3, 63.2)	33.3	(8.4, 73.2)	33.3	(8.4, 73.2)	
50+	0.0		28.6	(7.2, 67.4)	28.6	(7.2, 67.4)	28.6	(7.2, 67.4)	14.3	(2.0, 58.1)	
All ages	7.9	(1.1, 40.0)	17.4	(4.1, 51.1)	25.3	(8.1, 56.7)	20.6	(6.6, 48.5)	28.8	(10.3, 58.8)	
All genders											
18-24	7.3	(4.9, 10.6)	26.5	(21.9, 31.7)	35.9	(30.8, 41.3)	18.3	(14.6, 22.8)	12.0	(9.2, 15.5)	
25-34	8.5	(5.4, 13.1)	22.5	(17.6, 28.4)	31.8	(26.4, 37.8)	19.2	(15.0, 24.2)	17.9	(13.9, 22.8)	
35-44	6.4	(4.3, 9.3)	21.4	(17.6, 25.8)	37.4	(32.7, 42.4)	17.5	(14.1, 21.6)	17.3	(13.8, 21.3)	
45-54	6.7	(4.6, 9.8)	21.0	(16.8, 25.9)	34.8	(29.8, 40.1)	22.1	(18.0, 26.8)	15.4	(12.0, 19.4)	
55-64	2.5	(1.3, 5.0)	15.8	(12.1, 20.4)	42.5	(36.8, 48.4)	21.3	(16.9, 26.4)	17.8	(13.7, 22.9)	
65-74	5.5	(3.1, 9.7)	17.3	(12.6, 23.4)	39.9	(32.5, 47.7)	18.3	(12.9, 25.2)	19.0	(13.9, 25.5)	
75+	5.5	(2.3, 12.7)	22.2	(15.3, 31.0)	33.9	(25.4, 43.7)	21.8	(14.2, 32.0)	16.5	(9.5, 27.3)	
All ages	6.1	(5.1, 7.4)	20.8	(19.0, 22.8)	36.5	(34.3, 38.9)	19.8	(17.9, 21.7)	16.7	(15.0, 18.6)	

Missing n=10

Table 38: Agreement with statement “Most of my FRIENDS think a suntan is a good thing”

Gender	Age group (years)	Strongly agree		Agree		Neither agree/disagree		Disagree		Strongly disagree	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male											
18-24	17.7	(11.7, 25.9)	39.6	(30.8, 49.0)	27.2	(19.7, 36.3)	10.1	(5.7, 17.3)	5.4	(2.5, 11.6)	
25-34	10.3	(5.2, 19.4)	40.2	(30.4, 50.9)	32.3	(23.4, 42.7)	9.1	(4.7, 16.7)	8.1	(4.1, 15.5)	
35-44	12.4	(8.3, 18.0)	28.5	(22.4, 35.4)	39.9	(33.1, 47.1)	12.8	(8.7, 18.3)	6.5	(3.7, 11.3)	
45-54	9.4	(6.0, 14.3)	18.3	(13.5, 24.3)	42.6	(35.8, 49.6)	17.8	(13.0, 23.8)	12.0	(8.2, 17.1)	
55-64	5.5	(2.9, 10.3)	23.4	(17.4, 30.7)	43.5	(35.9, 51.5)	17.7	(12.4, 24.6)	9.8	(5.9, 15.9)	
65-74	7.4	(3.7, 14.2)	19.0	(12.8, 27.3)	52.9	(43.2, 62.4)	13.0	(7.8, 20.8)	7.7	(3.6, 15.6)	
75+	3.5	(1.1, 10.5)	32.6	(23.0, 43.8)	39.2	(29.0, 50.5)	14.3	(8.1, 23.8)	10.5	(5.4, 19.2)	
All ages	9.7	(7.8, 12.0)	28.8	(25.7, 32.1)	39.5	(36.2, 42.8)	13.5	(11.4, 15.9)	8.6	(6.9, 10.7)	
Female											
18-24	22.2	(18.0, 26.9)	38.9	(33.8, 44.2)	25.6	(21.2, 30.5)	8.1	(5.5, 11.6)	5.3	(3.3, 8.3)	
25-34	12.1	(8.6, 16.9)	36.3	(30.5, 42.5)	29.4	(24.0, 35.4)	12.3	(8.8, 17.0)	9.8	(6.7, 14.3)	
35-44	7.7	(4.7, 12.3)	30.1	(24.1, 36.8)	31.0	(25.0, 37.8)	17.4	(12.7, 23.3)	13.8	(9.7, 19.3)	
45-54	6.9	(3.9, 11.9)	27.3	(20.6, 35.1)	41.5	(33.7, 49.8)	14.3	(9.6, 20.7)	10.0	(6.2, 15.6)	
55-64	4.4	(2.0, 9.5)	17.6	(11.8, 25.4)	46.4	(37.8, 55.2)	13.7	(8.9, 20.6)	17.9	(12.3, 25.3)	
65-74	8.8	(4.4, 16.8)	23.0	(15.1, 33.4)	35.6	(25.0, 47.7)	16.1	(8.8, 27.5)	16.5	(9.9, 26.2)	
75+	1.4	(0.2, 9.4)	15.7	(7.4, 30.5)	52.5	(36.5, 68.0)	11.5	(4.4, 26.8)	18.9	(8.8, 35.9)	
All ages	8.9	(7.4, 10.6)	27.4	(24.6, 30.3)	37.0	(33.7, 40.5)	13.6	(11.5, 16.2)	13.1	(10.9, 15.7)	
Another gender											
18-24	0.0		70.4	(17.7, 96.3)	29.6	(3.7, 82.3)	0.0		0.0		
25-49	16.7	(2.3, 63.2)	16.7	(2.3, 63.2)	33.3	(8.4, 73.2)	0.0		33.3	(8.4, 73.2)	
50+	0.0		14.3	(2.0, 58.1)	42.9	(14.4, 77.0)	28.6	(7.2, 67.4)	14.3	(2.0, 58.1)	
All ages	7.9	(1.1, 40.0)	35.6	(13.5, 66.2)	33.6	(13.5, 62.1)	4.8	(1.1, 18.4)	18.2	(5.2, 47.1)	
All genders											
18-24	19.6	(15.8, 24.2)	39.6	(34.4, 45.1)	26.5	(21.9, 31.6)	9.0	(6.2, 12.7)	5.3	(3.3, 8.3)	
25-34	11.2	(7.8, 15.8)	38.2	(32.4, 44.4)	31.0	(25.6, 36.9)	10.7	(7.6, 14.7)	9.0	(6.1, 12.9)	
35-44	10.0	(7.3, 13.4)	29.4	(25.0, 34.1)	35.3	(30.7, 40.2)	15.0	(11.8, 18.9)	10.4	(7.7, 13.8)	
45-54	8.3	(5.8, 11.5)	22.7	(18.5, 27.6)	42.0	(36.8, 47.4)	15.9	(12.4, 20.1)	11.1	(8.3, 14.7)	
55-64	5.0	(3.0, 8.1)	20.4	(16.1, 25.6)	45.0	(39.2, 51.0)	15.6	(11.9, 20.3)	14.0	(10.4, 18.6)	
65-74	8.1	(5.0, 13.0)	21.1	(15.8, 27.6)	43.8	(36.4, 51.5)	14.7	(9.8, 21.4)	12.3	(8.1, 18.2)	
75+	2.3	(0.8, 6.3)	23.3	(16.2, 32.3)	46.4	(36.4, 56.7)	12.9	(7.5, 21.2)	15.0	(8.6, 24.9)	
All ages	9.3	(8.1, 10.7)	28.1	(26.0, 30.3)	38.2	(35.9, 40.6)	13.5	(12.0, 15.2)	10.9	(9.5, 12.5)	

Missing n=12

Table 39: Agreement with statement “A suntan makes me feel better about myself”

Gender	Age group (years)	Strongly agree		Agree		Neither agree/disagree		Disagree		Strongly disagree	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male											
18-24	9.5	(5.3, 16.4)	28.4	(20.8, 37.6)	35.2	(26.9, 44.6)	16.9	(11.0, 25.0)	9.9	(5.6, 17.0)	
25-34	5.1	(2.1, 11.8)	39.1	(29.4, 49.7)	33.1	(23.7, 44.1)	12.4	(7.1, 20.7)	10.3	(5.6, 18.3)	
35-44	9.9	(6.4, 15.0)	32.4	(25.9, 39.5)	30.8	(24.6, 37.7)	12.8	(8.7, 18.5)	14.2	(9.9, 20.0)	
45-54	10.3	(6.7, 15.5)	25.5	(19.9, 32.0)	33.5	(27.2, 40.4)	15.7	(11.3, 21.4)	15.1	(10.7, 20.7)	
55-64	6.2	(3.4, 11.3)	27.7	(21.2, 35.3)	32.2	(25.3, 40.1)	12.0	(7.7, 18.2)	21.9	(16.0, 29.2)	
65-74	5.1	(2.0, 12.1)	27.8	(20.0, 37.2)	37.9	(28.9, 47.8)	12.1	(7.0, 20.1)	17.1	(10.9, 25.9)	
75+	8.0	(3.8, 16.0)	35.4	(25.5, 46.7)	37.7	(27.6, 49.0)	12.0	(6.5, 21.1)	7.0	(3.1, 14.9)	
All ages	7.7	(6.1, 9.6)	31.1	(28.0, 34.4)	33.8	(30.6, 37.2)	13.4	(11.3, 15.8)	14.0	(11.8, 16.5)	
Female											
18-24	20.5	(16.5, 25.2)	34.9	(30.0, 40.1)	23.6	(19.3, 28.6)	7.1	(4.8, 10.4)	13.9	(10.6, 18.0)	
25-34	15.8	(11.8, 20.8)	28.3	(23.1, 34.3)	21.7	(16.9, 27.4)	12.8	(9.1, 17.5)	21.5	(16.8, 27.1)	
35-44	14.1	(9.9, 19.7)	35.5	(29.1, 42.4)	17.6	(13.0, 23.5)	13.1	(9.1, 18.5)	19.8	(14.8, 25.8)	
45-54	15.2	(10.1, 22.1)	22.3	(16.5, 29.5)	26.5	(19.8, 34.6)	17.6	(12.4, 24.5)	18.3	(12.9, 25.4)	
55-64	6.4	(3.4, 11.9)	42.0	(33.6, 50.8)	20.6	(14.6, 28.2)	11.5	(7.2, 18.1)	19.5	(13.4, 27.4)	
65-74	6.9	(3.1, 14.6)	36.5	(26.0, 48.4)	28.6	(18.6, 41.3)	7.0	(3.2, 14.9)	21.1	(13.5, 31.4)	
75+	1.4	(0.2, 9.4)	19.1	(10.3, 32.5)	34.6	(20.9, 51.3)	10.1	(3.5, 25.8)	34.8	(20.8, 52.1)	
All ages	11.9	(10.1, 13.9)	31.5	(28.5, 34.6)	24.0	(21.0, 27.1)	11.9	(9.9, 14.2)	20.8	(18.1, 23.9)	
Another gender											
18-24	0.0		35.2	(4.7, 85.8)	0.0		35.2	(4.7, 85.8)	29.6	(3.7, 82.3)	
25-49	16.7	(2.3, 63.2)	33.3	(8.4, 73.2)	0.0		0.0		50.0	(16.8, 83.2)	
50+	0.0		28.6	(7.2, 67.4)	28.6	(7.2, 67.4)	14.3	(2.0, 58.1)	28.6	(7.2, 67.4)	
All ages	7.9	(1.1, 40.0)	33.2	(12.7, 62.9)	4.8	(1.1, 18.4)	15.0	(2.9, 51.3)	39.1	(16.8, 67.1)	
All genders											
18-24	14.7	(11.5, 18.5)	31.6	(26.8, 36.8)	29.2	(24.4, 34.6)	12.4	(9.0, 16.9)	12.1	(9.0, 15.9)	
25-34	10.4	(7.6, 14.1)	33.8	(28.2, 39.9)	27.3	(21.9, 33.6)	12.5	(9.1, 17.0)	15.9	(12.2, 20.4)	
35-44	12.0	(9.1, 15.6)	34.0	(29.4, 38.9)	24.0	(20.1, 28.5)	12.9	(9.9, 16.6)	17.1	(13.7, 21.2)	
45-54	12.9	(9.6, 17.1)	23.8	(19.6, 28.5)	29.7	(25.0, 34.9)	16.6	(13.0, 20.9)	17.1	(13.4, 21.5)	
55-64	6.3	(4.1, 9.8)	35.1	(29.6, 41.1)	26.2	(21.5, 31.6)	11.7	(8.5, 16.0)	20.6	(16.2, 25.8)	
65-74	6.0	(3.3, 10.7)	32.3	(25.5, 39.9)	33.0	(26.0, 40.9)	9.5	(6.1, 14.7)	19.2	(14.0, 25.7)	
75+	4.4	(2.1, 8.8)	26.4	(19.1, 35.3)	36.0	(26.8, 46.3)	10.9	(6.0, 19.3)	22.3	(14.0, 33.6)	
All ages	9.8	(8.6, 11.2)	31.3	(29.1, 33.5)	28.7	(26.5, 31.0)	12.6	(11.1, 14.3)	17.6	(15.8, 19.5)	

Missing n=16

Table 40: Proportion of the population who report liking a suntan

Age group (years)	Like a suntan %	95% CI
Male		
18-24	60.6	(51.0, 69.4)
25-34	52.3	(41.7, 62.7)
35-44	44.7	(37.6, 52.0)
45-54	47.5	(40.5, 54.5)
55-64	45.7	(37.9, 53.7)
65-74	52.1	(42.4, 61.7)
75+	55.0	(43.8, 65.7)
All ages	50.4	(46.9, 53.8)
Female		
18-24	64.1	(58.8, 69.1)
25-34	49.6	(43.3, 55.9)
35-44	51.8	(44.8, 58.8)
45-54	50.5	(42.4, 58.6)
55-64	45.3	(36.8, 54.0)
65-74	52.5	(40.9, 63.9)
75+	37.8	(24.0, 54.0)
All ages	50.1	(46.7, 53.5)
Another gender		
18-24	70.4	(17.7, 96.3)
25-49	33.3	(8.4, 73.2)
50+	42.9	(14.4, 77.0)
All ages	48.3	(22.8, 74.6)
All genders		
18-24	62.4	(57.0, 67.6)
25-34	51.0	(44.9, 57.2)
35-44	48.0	(43.0, 53.1)
45-54	48.9	(43.6, 54.3)
55-64	45.5	(39.7, 51.5)
65-74	52.3	(44.6, 59.9)
75+	45.6	(35.8, 55.7)
All ages	50.2	(47.8, 52.6)

Missing n=36

[Return to relevant section of document](#)

Table 41: Agreement with statements on protection of children's skin and cost of sunscreen

Statement	Strongly agree		Agree		Neither agree or disagree		Disagree		Strongly disagree	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
I am more vigilant about protecting my children's skin from the sun than my own										
	47.9	(44.1, 51.5)	32.1	(28.9, 35.6)	14.4	(12.0, 17.2)	3.6	(2.5, 5.0)	1.9	(1.2, 3.1)
Sunscreen is too expensive										
	17.9	(16.1, 19.8)	32.8	(30.5, 35.0)	25.5	(23.4, 27.7)	16.9	(15.1, 18.7)	7.0	(5.9, 8.3)
<i>Missing (sunscreen is too expensive) n=14</i>										

[Return to relevant section of document](#)

Table 42: Sunscreen is too expensive

Gender	Age group (years)	Strongly agree		Agree		Neither agree or disagree		Disagree		Strongly disagree	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male											
18-24	19.8	(13.4, 28.2)	28.0	(20.4, 37.1)	26.9	(19.4, 36.0)	23.5	(16.5, 32.4)	1.8	(0.5, 7.0)	
25-34	18.7	(11.7, 28.5)	30.4	(21.7, 40.8)	24.8	(17.1, 34.5)	20.0	(12.5, 30.5)	6.1	(2.7, 13.0)	
35-44	20.2	(15.1, 26.4)	27.1	(21.2, 34.0)	26.8	(20.9, 33.7)	14.7	(10.3, 20.5)	11.2	(7.3, 16.9)	
45-54	13.3	(9.2, 18.7)	35.2	(28.9, 42.1)	24.5	(19.0, 31.1)	20.7	(15.5, 27.0)	6.3	(3.7, 10.6)	
55-64	19.5	(14.0, 26.6)	28.9	(22.3, 36.6)	27.9	(21.3, 35.5)	16.1	(11.1, 22.7)	7.6	(4.4, 13.0)	
65-74	13.8	(8.3, 22.0)	27.6	(19.9, 36.9)	28.4	(20.4, 38.2)	14.5	(8.9, 22.7)	15.7	(9.7, 24.4)	
75+	4.5	(1.7, 11.7)	28.0	(19.1, 39.0)	40.3	(29.8, 51.7)	20.1	(12.7, 30.4)	7.1	(3.0, 16.0)	
All ages	16.5	(14.1, 19.3)	29.6	(26.5, 32.8)	27.6	(24.7, 30.7)	18.4	(15.8, 21.2)	8.0	(6.3, 10.0)	
Female											
18-24	17.1	(13.4, 21.5)	43.9	(38.6, 49.3)	23.7	(19.4, 28.5)	11.9	(8.8, 15.7)	3.5	(2.0, 6.1)	
25-34	20.2	(15.6, 25.7)	39.5	(33.6, 45.7)	21.8	(17.0, 27.5)	14.5	(10.7, 19.5)	4.0	(2.2, 7.3)	
35-44	20.9	(15.8, 27.1)	25.1	(19.6, 31.7)	28.3	(22.5, 34.9)	19.8	(14.8, 25.9)	5.9	(3.4, 10.1)	
45-54	20.7	(14.9, 27.9)	40.8	(33.1, 49.0)	20.6	(14.7, 27.9)	13.8	(9.3, 20.0)	4.2	(2.0, 8.6)	
55-64	19.2	(13.5, 26.7)	33.6	(25.8, 42.3)	21.9	(15.5, 29.9)	15.7	(10.5, 22.8)	9.6	(5.4, 16.6)	
65-74	23.0	(14.4, 34.5)	27.2	(18.5, 38.0)	24.0	(14.7, 36.6)	18.0	(11.1, 27.7)	7.9	(3.8, 15.8)	
75+	10.7	(4.4, 23.6)	44.1	(28.9, 60.5)	25.3	(13.5, 42.4)	12.9	(5.4, 27.9)	7.0	(2.9, 16.2)	
All ages	19.3	(16.8, 22.0)	35.7	(32.6, 39.1)	23.5	(20.7, 26.6)	15.5	(13.3, 18.0)	6.0	(4.6, 7.7)	
Another gender											
18-24	0.0		70.4	(17.7, 96.3)	0.0		0.0		29.6	(3.7, 82.3)	
25-49	0.0		16.7	(2.3, 63.2)	50.0	(16.8, 83.2)	16.7	(2.3, 63.2)	16.7	(2.3, 63.2)	
50+	28.6	(7.2, 67.4)	42.9	(14.4, 77.0)	0.0		28.6	(7.2, 67.4)	0.0		
All ages	4.8	(1.1, 18.4)	40.4	(17.0, 69.1)	23.7	(7.7, 53.5)	12.7	(3.2, 38.7)	18.5	(4.7, 51.3)	
All genders											
18-24	18.2	(14.4, 22.9)	36.2	(31.2, 41.4)	25.0	(20.5, 30.1)	17.6	(13.6, 22.5)	3.0	(1.7, 5.3)	
25-34	19.4	(15.0, 24.8)	34.8	(29.3, 40.8)	23.5	(18.8, 28.9)	17.3	(12.8, 22.9)	5.0	(2.9, 8.5)	
35-44	20.5	(16.8, 24.7)	26.0	(21.9, 30.7)	27.8	(23.6, 32.5)	17.2	(13.7, 21.3)	8.5	(6.0, 11.8)	
45-54	17.1	(13.4, 21.5)	38.0	(32.9, 43.3)	22.3	(18.2, 27.1)	17.3	(13.7, 21.5)	5.4	(3.5, 8.2)	
55-64	19.4	(15.2, 24.3)	31.4	(26.1, 37.2)	24.7	(20.0, 30.1)	15.9	(12.1, 20.6)	8.6	(5.7, 12.8)	
65-74	18.6	(13.1, 25.7)	27.4	(21.4, 34.5)	26.1	(19.6, 33.8)	16.3	(11.6, 22.4)	11.6	(7.7, 17.1)	
75+	7.9	(3.9, 15.2)	36.8	(27.2, 47.6)	32.0	(23.3, 42.2)	16.3	(10.3, 24.7)	7.0	(3.8, 12.8)	
All genders	All ages	17.9	(16.1, 19.8)	32.8	(30.5, 35.0)	25.5	(23.4, 27.7)	16.9	(15.1, 18.7)	7.0	(5.9, 8.3)

Missing n=14

[Return to relevant section of document](#)

Table 43: Support for investment in skin cancer prevention initiatives

Gender	Age group (years)	Comprehensive SunSmart Programme									
		Strongly agree		Agree		Neither agree or disagree		Disagree		Strongly disagree	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI	
Male											
18-24	50.1	(40.8, 59.3)	29.9	(22.1, 39.1)	16.4	(10.6, 24.6)	2.7	(0.9, 8.1)	0.9	(0.1, 6.2)	
25-34	49.3	(39.0, 59.8)	33.6	(24.5, 44.0)	11.8	(6.6, 20.2)	3.2	(1.0, 9.5)	2.1	(0.5, 8.3)	
35-44	51.4	(44.2, 58.5)	30.8	(24.6, 37.9)	13.0	(9.0, 18.5)	3.7	(1.8, 7.6)	1.0	(0.3, 4.0)	
45-54	56.3	(49.2, 63.0)	27.7	(21.8, 34.4)	12.3	(8.4, 17.6)	2.4	(1.0, 5.7)	1.4	(0.4, 4.2)	
55-64	56.4	(48.5, 64.0)	29.9	(23.2, 37.6)	10.8	(6.7, 16.9)	0.6	(0.1, 4.2)	2.3	(0.9, 6.0)	
65-74	52.3	(42.6, 61.9)	37.6	(28.7, 47.4)	8.2	(3.9, 16.4)	1.9	(0.4, 7.8)	0.0		
75+	63.5	(52.3, 73.4)	28.6	(19.7, 39.7)	5.9	(2.4, 13.6)	1.0	(0.1, 6.6)	1.0	(0.1, 6.6)	
All ages	53.6	(50.2, 57.0)	31.2	(28.1, 34.5)	11.5	(9.5, 13.9)	2.4	(1.5, 3.7)	1.3	(0.7, 2.4)	
Female											
18-24	61.0	(55.7, 66.1)	26.6	(22.2, 31.6)	10.6	(7.7, 14.4)	1.6	(0.7, 3.5)	0.2	(0.0, 1.7)	
25-34	55.8	(49.6, 61.9)	30.9	(25.4, 36.9)	10.8	(7.4, 15.5)	1.9	(0.8, 4.5)	0.5	(0.1, 3.8)	
35-44	62.7	(55.8, 69.1)	25.7	(20.1, 32.2)	8.3	(5.2, 12.9)	2.4	(1.0, 5.6)	0.9	(0.2, 3.7)	
45-54	57.9	(49.8, 65.7)	30.8	(23.7, 38.8)	9.2	(5.6, 14.6)	1.4	(0.4, 5.4)	0.7	(0.1, 4.8)	
55-64	61.8	(53.1, 69.8)	23.2	(16.7, 31.4)	12.1	(7.6, 18.7)	2.1	(0.7, 6.5)	0.7	(0.1, 4.8)	
65-74	71.4	(58.7, 81.4)	20.5	(12.3, 32.3)	6.9	(2.2, 19.6)	1.2	(0.2, 8.3)	0.0		
75+	68.5	(52.4, 81.2)	22.7	(12.6, 37.5)	8.7	(2.7, 25.1)	0.0		0.0		
All ages	62.0	(58.7, 65.2)	26.2	(23.4, 29.2)	9.6	(7.7, 11.9)	1.6	(1.0, 2.6)	0.5	(0.2, 1.2)	
Another gender											
18-24	100.0		0.0		0.0		0.0		0.0		
25-49	100.0		0.0		0.0		0.0		0.0		
50+	57.1	(23.0, 85.6)	28.6	(7.2, 67.4)	14.3	(2.0, 58.1)	0.0		0.0		
All ages	92.9	(78.2, 97.9)	4.8	(1.1, 18.4)	2.4	(0.3, 15.9)	0.0		0.0		
All genders											
18-24	56.0	(50.6, 61.3)	27.9	(23.3, 33.0)	13.4	(10.0, 17.7)	2.1	(1.0, 4.6)	0.6	(0.1, 2.8)	
25-34	52.7	(46.5, 58.7)	32.2	(26.8, 38.1)	11.3	(8.0, 15.8)	2.5	(1.2, 5.5)	1.3	(0.4, 4.3)	
35-44	57.3	(52.3, 62.1)	28.1	(23.8, 32.9)	10.6	(7.9, 14.0)	3.0	(1.7, 5.3)	1.0	(0.4, 2.6)	
45-54	57.4	(52.0, 62.6)	29.1	(24.4, 34.3)	10.6	(7.8, 14.2)	1.9	(0.9, 4.0)	1.0	(0.4, 2.8)	
55-64	59.2	(53.3, 64.8)	26.5	(21.7, 32.0)	11.5	(8.2, 15.7)	1.4	(0.5, 3.7)	1.5	(0.6, 3.5)	
65-74	62.2	(54.4, 69.4)	28.7	(22.2, 36.1)	7.6	(4.0, 14.1)	1.5	(0.5, 4.9)	0.0		
75+	66.3	(56.4, 75.0)	25.4	(18.0, 34.5)	7.4	(3.3, 16.0)	0.4	(0.1, 3.1)	0.4	(0.1, 3.1)	
All ages	58.0	(55.7, 60.4)	28.6	(26.5, 30.8)	10.5	(9.1, 12.1)	2.0	(1.4, 2.7)	0.9	(0.6, 1.5)	

Missing n=5

Gender	Age group (years)	SunSmart campaign									
		Strongly agree		Agree		Neither agree or disagree		Disagree		Strongly disagree	
Male		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
18-24	35.9	(27.5, 45.2)	37.8	(29.2, 47.1)	23.7	(16.6, 32.5)	2.7	(0.9, 8.0)	0.0		
25-34	38.7	(28.8, 49.5)	38.7	(29.1, 49.4)	19.4	(12.6, 28.7)	2.3	(0.6, 8.9)	0.9	(0.1, 6.0)	
35-44	40.3	(33.5, 47.5)	40.7	(33.8, 48.0)	15.4	(10.9, 21.4)	2.7	(1.1, 6.3)	0.9	(0.2, 3.6)	
45-54	45.3	(38.5, 52.3)	33.2	(27.0, 40.1)	16.5	(11.9, 22.4)	4.0	(2.0, 8.0)	1.0	(0.2, 3.8)	
55-64	43.5	(35.9, 51.5)	39.0	(31.6, 47.0)	15.2	(10.3, 21.8)	0.0		2.3	(0.9, 6.0)	
65-74	44.6	(35.2, 54.4)	39.2	(30.2, 49.0)	13.7	(8.2, 22.1)	2.5	(0.7, 7.9)	0.0		
75+	55.6	(44.4, 66.2)	32.1	(22.6, 43.4)	9.8	(4.9, 18.7)	2.5	(0.6, 9.6)	0.0		
All ages	42.6	(39.3, 46.1)	37.6	(34.3, 41.0)	16.6	(14.2, 19.3)	2.4	(1.5, 3.7)	0.8	(0.4, 1.6)	
Female											
18-24	50.2	(44.9, 55.5)	31.7	(26.9, 36.8)	16.5	(12.9, 20.8)	1.1	(0.4, 2.8)	0.6	(0.1, 2.3)	
25-34	44.4	(38.3, 50.6)	33.7	(28.1, 39.9)	19.6	(15.1, 25.1)	1.3	(0.4, 4.1)	1.0	(0.2, 3.9)	
35-44	51.6	(44.7, 58.5)	28.3	(22.5, 34.9)	17.2	(12.6, 23.1)	1.0	(0.2, 3.8)	1.9	(0.7, 4.9)	
45-54	48.9	(40.9, 57.0)	31.5	(24.5, 39.4)	17.8	(12.4, 24.9)	1.3	(0.3, 4.9)	0.6	(0.1, 3.8)	
55-64	55.2	(46.5, 63.7)	30.5	(23.0, 39.2)	12.8	(8.2, 19.5)	0.7	(0.1, 4.8)	0.7	(0.1, 4.8)	
65-74	65.0	(53.2, 75.1)	27.3	(18.0, 39.0)	5.5	(2.3, 12.6)	1.1	(0.1, 7.2)	1.2	(0.2, 8.2)	
75+	56.9	(40.4, 72.0)	31.4	(18.4, 48.1)	11.7	(4.5, 27.1)	0.0		0.0		
All ages	52.5	(49.1, 55.8)	30.7	(27.7, 33.9)	15.0	(12.8, 17.4)	1.0	(0.5, 1.7)	0.9	(0.5, 1.7)	
Another gender											
18-24	100.0		0.0		0.0		0.0		0.0		
25-49	83.3	(36.8, 97.7)	0.0		0.0		16.7	(2.3, 63.2)	0.0		
50+	71.4	(32.6, 92.8)	14.3	(2.0, 58.1)	14.3	(2.0, 58.1)	0.0		0.0		
All ages	87.3	(61.3, 96.8)	2.4	(0.3, 15.9)	2.4	(0.3, 15.9)	7.9	(1.1, 40.0)	0.0		
All genders											
18-24	43.6	(38.4, 49.0)	34.3	(29.4, 39.7)	19.9	(15.8, 24.8)	1.9	(0.8, 4.4)	0.3	(0.1, 1.1)	
25-34	41.6	(35.7, 47.8)	36.2	(30.5, 42.3)	19.5	(15.2, 24.6)	1.8	(0.7, 4.7)	0.9	(0.3, 3.0)	
35-44	46.0	(41.1, 51.0)	34.3	(29.7, 39.2)	16.3	(12.9, 20.3)	2.0	(1.0, 4.0)	1.4	(0.6, 3.0)	
45-54	47.5	(42.2, 52.8)	32.2	(27.4, 37.3)	17.0	(13.3, 21.5)	2.6	(1.4, 4.8)	0.8	(0.2, 2.3)	
55-64	49.6	(43.8, 55.5)	34.6	(29.2, 40.4)	14.0	(10.4, 18.4)	0.4	(0.1, 2.5)	1.5	(0.6, 3.5)	
65-74	55.2	(47.5, 62.6)	33.0	(26.2, 40.5)	9.5	(6.1, 14.6)	1.7	(0.6, 4.8)	0.6	(0.1, 4.4)	
75+	56.4	(46.1, 66.2)	31.7	(23.0, 41.9)	10.8	(5.8, 19.3)	1.1	(0.3, 4.6)	0.0		
All ages	47.8	(45.4, 50.2)	33.9	(31.7, 36.2)	15.7	(14.1, 17.5)	1.7	(1.2, 2.4)	0.9	(0.5, 1.4)	

Gender	Age group (years)	Sun protection policies in schools									
		Strongly agree		Agree		Neither agree or disagree		Disagree		Strongly disagree	
Male		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
18-24	36.8	(28.3, 46.1)	42.6	(33.8, 52.0)	17.9	(11.8, 26.2)	2.7	(0.9, 8.0)	0.0		
25-34	52.3	(41.7, 62.6)	32.3	(23.3, 42.9)	13.7	(8.0, 22.4)	0.0		1.8	(0.4, 6.8)	
35-44	50.1	(43.0, 57.3)	30.6	(24.3, 37.7)	16.6	(11.9, 22.6)	1.6	(0.5, 4.9)	1.1	(0.3, 4.1)	
45-54	61.5	(54.6, 68.0)	29.1	(23.2, 35.8)	6.5	(3.8, 10.7)	1.5	(0.5, 4.6)	1.4	(0.4, 4.2)	
55-64	61.7	(53.8, 69.0)	26.8	(20.4, 34.3)	8.6	(5.0, 14.2)	0.6	(0.1, 4.2)	2.3	(0.9, 6.0)	
65-74	52.1	(42.4, 61.7)	36.0	(27.3, 45.8)	10.0	(5.4, 17.7)	1.9	(0.4, 7.8)	0.0		
75+	65.0	(53.7, 74.8)	27.7	(18.7, 38.9)	5.4	(2.2, 12.5)	1.0	(0.1, 6.6)	1.0	(0.1, 6.6)	
All ages	54.1	(50.7, 57.5)	31.9	(28.8, 35.2)	11.6	(9.5, 13.9)	1.2	(0.7, 2.2)	1.2	(0.6, 2.1)	
Female											
18-24	66.6	(61.4, 71.4)	21.7	(17.7, 26.5)	8.4	(6.0, 11.8)	1.9	(0.9, 3.9)	1.3	(0.5, 3.5)	
25-34	62.3	(56.1, 68.2)	21.2	(16.6, 26.7)	11.7	(8.2, 16.5)	4.2	(2.3, 7.7)	0.5	(0.1, 3.8)	
35-44	66.5	(59.7, 72.7)	22.9	(17.6, 29.2)	8.7	(5.6, 13.5)	1.4	(0.4, 4.2)	0.5	(0.1, 3.2)	
45-54	64.0	(55.9, 71.4)	24.1	(17.7, 31.9)	10.0	(6.2, 15.5)	1.3	(0.3, 4.9)	0.7	(0.1, 4.8)	
55-64	66.2	(57.6, 73.8)	20.2	(14.1, 28.2)	11.4	(7.1, 17.9)	2.1	(0.7, 6.5)	0.0		
65-74	74.5	(63.9, 82.9)	21.0	(13.5, 31.3)	4.5	(1.7, 11.4)	0.0		0.0		
75+	62.1	(45.8, 76.0)	27.8	(16.2, 43.4)	10.1	(3.5, 25.8)	0.0		0.0		
All ages	65.8	(62.6, 68.9)	22.5	(19.9, 25.4)	9.5	(7.7, 11.6)	1.7	(1.1, 2.6)	0.4	(0.2, 1.0)	
Another gender											
18-24	100.0		0.0		0.0		0.0		0.0		
25-49	100.0		0.0		0.0		0.0		0.0		
50+	57.1	(23.0, 85.6)	28.6	(7.2, 67.4)	14.3	(2.0, 58.1)	0.0		0.0		
All ages	92.9	(78.2, 97.9)	4.8	(1.1, 18.4)	2.4	(0.3, 15.9)	0.0		0.0		
All genders											
18-24	52.0	(46.5, 57.4)	32.0	(27.0, 37.5)	13.1	(9.7, 17.5)	2.3	(1.1, 4.7)	0.6	(0.2, 1.7)	
25-34	57.4	(51.2, 63.3)	26.7	(21.5, 32.6)	12.7	(9.1, 17.3)	2.1	(1.1, 3.9)	1.1	(0.4, 3.6)	
35-44	58.6	(53.6, 63.4)	26.6	(22.4, 31.3)	12.6	(9.6, 16.2)	1.5	(0.7, 3.3)	0.8	(0.2, 2.3)	
45-54	63.0	(57.7, 68.0)	26.4	(21.9, 31.4)	8.2	(5.8, 11.5)	1.4	(0.6, 3.3)	1.0	(0.4, 2.8)	
55-64	64.0	(58.2, 69.4)	23.4	(18.8, 28.8)	10.0	(7.1, 14.1)	1.4	(0.5, 3.7)	1.1	(0.4, 2.9)	
65-74	63.7	(56.3, 70.5)	28.2	(22.1, 35.2)	7.2	(4.3, 11.9)	0.9	(0.2, 3.8)	0.0		
75+	63.4	(53.3, 72.5)	27.7	(19.8, 37.3)	8.0	(3.7, 16.4)	0.4	(0.1, 3.1)	0.4	(0.1, 3.1)	
All ages	60.3	(57.9, 62.6)	27.0	(24.9, 29.2)	10.5	(9.1, 12.0)	1.5	(1.1, 2.1)	0.8	(0.5, 1.3)	

Gender	Age group (years)	Shade in outdoor spaces									
		Strongly agree		Agree		Neither agree or disagree		Disagree		Strongly disagree	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male											
	18-24	46.4	(37.3, 55.7)	33.1	(24.9, 42.5)	15.2	(9.6, 23.1)	4.4	(1.9, 10.2)	0.9	(0.1, 6.2)
	25-34	52.5	(42.0, 62.8)	30.3	(21.8, 40.5)	11.8	(6.3, 21.2)	4.4	(1.7, 11.3)	0.9	(0.1, 5.9)
	35-44	56.3	(49.1, 63.3)	30.4	(24.2, 37.4)	11.2	(7.4, 16.7)	1.5	(0.5, 4.7)	0.5	(0.1, 3.6)
	45-54	49.8	(42.9, 56.7)	37.4	(31.0, 44.4)	9.9	(6.4, 14.9)	2.4	(1.0, 5.6)	0.5	(0.1, 3.5)
	55-64	50.1	(42.3, 57.9)	36.2	(28.9, 44.1)	11.9	(7.7, 17.9)	0.6	(0.1, 4.2)	1.2	(0.3, 4.7)
	65-74	43.7	(34.3, 53.5)	38.9	(30.0, 48.6)	15.5	(9.6, 24.1)	1.9	(0.4, 7.8)	0.0	
	75+	46.9	(36.1, 58.0)	44.8	(34.1, 56.0)	7.3	(3.2, 15.6)	0.0		1.0	(0.1, 6.7)
	All ages	50.1	(46.7, 53.5)	35.0	(31.8, 38.3)	11.9	(9.8, 14.3)	2.3	(1.4, 3.7)	0.7	(0.3, 1.5)
Female											
	18-24	66.7	(61.6, 71.5)	22.8	(18.7, 27.5)	8.2	(5.7, 11.5)	1.7	(0.8, 3.9)	0.6	(0.1, 2.3)
	25-34	62.9	(56.7, 68.7)	21.0	(16.4, 26.5)	13.6	(9.8, 18.5)	1.6	(0.6, 4.2)	0.9	(0.2, 3.7)
	35-44	69.3	(62.5, 75.3)	22.1	(16.8, 28.4)	7.2	(4.4, 11.7)	1.0	(0.2, 3.7)	0.5	(0.1, 3.2)
	45-54	67.2	(59.3, 74.3)	24.6	(18.3, 32.2)	8.1	(4.8, 13.4)	0.0		0.0	
	55-64	65.9	(57.2, 73.7)	20.1	(14.0, 28.1)	12.5	(7.6, 19.8)	0.0		1.4	(0.4, 5.4)
	65-74	79.3	(67.8, 87.5)	18.6	(10.8, 30.1)	2.1	(0.5, 8.1)	0.0		0.0	
	75+	53.9	(37.7, 69.3)	30.9	(18.1, 47.5)	15.2	(6.5, 31.6)	0.0		0.0	
	All ages	66.7	(63.4, 69.8)	22.5	(19.8, 25.5)	9.6	(7.8, 11.9)	0.6	(0.3, 1.2)	0.5	(0.2, 1.2)
Another gender											
	18-24	100.0		0.0		0.0		0.0		0.0	
	25-49	100.0		0.0		0.0		0.0		0.0	
	50+	57.1	(23.0, 85.6)	42.9	(14.4, 77.0)	0.0		0.0		0.0	
	All ages	92.9	(78.2, 97.9)	7.1	(2.1, 21.8)	0.0		0.0		0.0	
All genders											
	18-24	56.9	(51.4, 62.2)	27.7	(23.0, 33.0)	11.6	(8.4, 15.8)	3.1	(1.6, 5.9)	0.7	(0.2, 2.8)
	25-34	57.8	(51.6, 63.7)	25.6	(20.7, 31.3)	12.7	(9.0, 17.5)	3.0	(1.4, 6.4)	0.9	(0.3, 2.9)
	35-44	63.0	(58.0, 67.7)	26.1	(21.9, 30.7)	9.2	(6.7, 12.5)	1.2	(0.5, 2.9)	0.5	(0.1, 1.9)
	45-54	59.0	(53.7, 64.1)	30.7	(26.1, 35.8)	8.9	(6.4, 12.3)	1.1	(0.5, 2.7)	0.2	(0.0, 1.7)
	55-64	58.3	(52.4, 63.9)	27.9	(23.0, 33.5)	12.2	(8.8, 16.7)	0.3	(0.0, 2.1)	1.3	(0.5, 3.5)
	65-74	62.3	(54.7, 69.2)	28.3	(22.0, 35.6)	8.5	(5.3, 13.3)	0.9	(0.2, 3.8)	0.0	
	75+	50.8	(40.6, 60.9)	37.2	(28.0, 47.3)	11.6	(6.1, 20.9)	0.0		0.4	(0.1, 3.1)
	All ages	58.7	(56.3, 61.1)	28.5	(26.4, 30.8)	10.7	(9.2, 12.3)	1.4	(1.0, 2.1)	0.6	(0.4, 1.1)

Missing n=6

Gender	Age group (years)	Shade in schools							
		Strongly agree		Agree		Neither agree or disagree		Disagree	
		%	95% CI	%	95% CI	%	95% CI	%	95% CI
Male									
18-24	49.6	(40.4, 58.8)	31.7	(23.7, 40.9)	15.1	(9.6, 23.0)	3.6	(1.4, 9.2)	0.0
25-34	61.0	(50.4, 70.6)	27.7	(19.3, 38.0)	8.4	(4.2, 16.1)	0.9	(0.1, 5.9)	2.0
35-44	59.0	(51.8, 65.9)	25.1	(19.4, 31.9)	14.2	(9.9, 20.1)	1.6	(0.5, 4.9)	0.0
45-54	65.2	(58.3, 71.5)	25.9	(20.3, 32.4)	5.9	(3.3, 10.3)	2.0	(0.7, 5.2)	1.0
55-64	66.0	(58.2, 73.1)	22.0	(16.1, 29.2)	9.5	(5.8, 15.1)	0.0		2.5
65-74	54.0	(44.2, 63.5)	35.3	(26.7, 45.1)	8.8	(4.5, 16.6)	0.6	(0.1, 4.2)	1.3
75+	62.3	(50.8, 72.5)	28.7	(19.5, 40.2)	8.0	(3.8, 16.1)	0.0		1.0
All ages	60.1	(56.7, 63.4)	27.5	(24.6, 30.7)	10.0	(8.1, 12.2)	1.3	(0.7, 2.2)	1.2
Female									
18-24	69.2	(64.1, 73.9)	20.9	(16.9, 25.6)	7.2	(4.9, 10.3)	1.9	(0.9, 3.9)	0.8
25-34	65.4	(59.3, 71.2)	21.2	(16.6, 26.7)	10.9	(7.5, 15.5)	1.9	(0.8, 4.5)	0.5
35-44	73.6	(67.0, 79.2)	18.3	(13.6, 24.3)	7.7	(4.7, 12.2)	0.0		0.5
45-54	68.0	(60.2, 75.0)	25.3	(19.0, 32.8)	6.0	(3.2, 10.8)	0.0		0.7
55-64	76.6	(68.7, 82.9)	13.5	(8.7, 20.3)	8.5	(4.9, 14.5)	0.7	(0.1, 5.1)	0.7
65-74	87.5	(78.6, 93.0)	9.1	(4.6, 17.4)	3.3	(1.1, 10.0)	0.0		0.0
75+	71.3	(55.1, 83.4)	25.0	(14.0, 40.6)	3.7	(0.5, 21.8)	0.0		0.0
All ages	72.7	(69.7, 75.5)	19.0	(16.6, 21.7)	7.1	(5.6, 8.9)	0.7	(0.4, 1.2)	0.5
Another gender									
18-24	100.0		0.0		0.0		0.0		0.0
25-49	100.0		0.0		0.0		0.0		0.0
50+	71.4	(32.6, 92.8)	28.6	(7.2, 67.4)	0.0		0.0		0.0
All ages	95.2	(81.6, 98.9)	4.8	(1.1, 18.4)	0.0		0.0		0.0
All genders									
18-24	59.7	(54.2, 64.9)	26.1	(21.5, 31.3)	11.1	(8.0, 15.3)	2.7	(1.4, 5.4)	0.4
25-34	63.3	(57.2, 69.0)	24.4	(19.4, 30.2)	9.6	(6.7, 13.7)	1.4	(0.6, 3.3)	1.3
35-44	66.5	(61.6, 71.0)	21.6	(17.8, 26.0)	10.9	(8.1, 14.4)	0.8	(0.3, 2.4)	0.2
45-54	66.9	(61.7, 71.6)	25.5	(21.2, 30.3)	5.9	(3.9, 8.9)	1.0	(0.4, 2.5)	0.8
55-64	71.4	(65.9, 76.3)	17.7	(13.7, 22.4)	9.0	(6.2, 12.8)	0.4	(0.1, 2.7)	1.6
65-74	71.5	(64.6, 77.6)	21.6	(16.3, 28.1)	5.9	(3.3, 10.4)	0.3	(0.0, 2.0)	0.6
75+	67.3	(57.3, 75.9)	26.7	(18.8, 36.3)	5.6	(2.4, 12.5)	0.0		0.4
All ages	66.6	(64.4, 68.8)	23.1	(21.2, 25.2)	8.5	(7.3, 9.9)	0.9	(0.6, 1.4)	0.8

Missing n=4

[Return to relevant section of document](#)

Table 44: Agreement with statements on sun protection provision by organisations

Statement	Strongly agree		Agree		Neither agree or disagree		Disagree		Strongly disagree	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
It is difficult to find adequate shade in parks and playgrounds										
	13.1	(11.6, 14.8)	34.8	(32.5, 37.1)	29.7	(27.6, 32.0)	18.1	(16.3, 20.0)	4.3	(3.4, 5.3)
My children's primary school adequately protect students from the sun (only for respondents where this is applicable)										
	31.1	(27.3, 35.1)	41.7	(37.6, 45.9)	17.9	(14.9, 21.4)	6.2	(4.4, 8.7)	3.1	(1.9, 5.0)
My children's secondary school adequately protect students from the sun (only for respondents where this is applicable)										
	20.4	(17.2, 24.0)	37.4	(33.3, 41.8)	25.2	(21.7, 29.2)	11.7	(9.2, 14.6)	5.3	(3.6, 7.6)
Summer sports clubs that I belong to generally provide enough sun protection.										
	17.9	(14.9, 21.5)	33.6	(29.7, 37.7)	26.5	(23.0, 30.3)	13.7	(10.9, 16.9)	8.3	(6.3, 11.0)
<i>n = 16 missing (parks and playgrounds)</i>										

[Return to relevant section of document](#)

Table 45: Number of hours you work outdoors (for those employed/self-employed)

Gender	Age group (years)	Hours										
		0		Up to 1		1-2		3-4		5-6		
		%	95% CI	%	95% CI							
Male												
18-24	14.5	(8.0, 24.9)	14.4	(7.9, 24.8)	18.9	(11.3, 29.9)	27.4	(18.2, 39.1)	7.1	(3.0, 16.0)	17.7	(10.3, 28.6)
25-34	30.2	(21.4, 40.8)	21.4	(13.6, 32.0)	7.9	(3.3, 17.5)	20.5	(13.1, 30.6)	11.2	(6.0, 19.7)	8.9	(4.5, 17.0)
35-44	20.4	(14.9, 27.5)	26.2	(19.9, 33.7)	14.3	(9.7, 20.5)	16.3	(11.3, 22.9)	9.3	(5.6, 15.0)	13.5	(8.8, 20.1)
45-54	40.8	(33.5, 48.6)	23.0	(17.1, 30.1)	15.3	(10.4, 21.9)	6.7	(3.7, 11.7)	5.5	(2.9, 10.3)	8.7	(5.3, 14.0)
55-64	46.1	(37.0, 55.6)	20.6	(14.0, 29.4)	9.0	(4.9, 15.9)	8.1	(4.2, 14.8)	6.6	(3.2, 13.3)	9.6	(5.2, 16.9)
65-74	43.3	(27.6, 60.5)	9.3	(3.3, 23.7)	16.8	(7.7, 32.7)	17.0	(7.5, 34.2)	5.9	(1.3, 22.3)	7.7	(2.0, 25.9)
75+	47.6	(20.6, 76.0)	33.4	(11.3, 66.5)	9.5	(1.3, 45.4)	9.5	(1.3, 45.4)	0.0		0.0	
All ages	32.0	(28.2, 36.0)	21.3	(18.1, 25.0)	12.6	(10.1, 15.6)	15.3	(12.4, 18.7)	8.1	(6.0, 10.7)	10.7	(8.4, 13.6)
Female												
18-24	28.1	(22.4, 34.6)	22.4	(17.2, 28.6)	17.9	(13.2, 23.8)	16.6	(12.1, 22.4)	8.3	(5.1, 13.2)	6.7	(4.0, 11.0)
25-34	41.4	(34.3, 48.8)	16.4	(11.6, 22.7)	17.1	(12.1, 23.6)	13.7	(9.4, 19.7)	5.2	(2.7, 9.7)	6.2	(3.5, 10.9)
35-44	45.0	(36.7, 53.5)	17.4	(11.8, 24.8)	19.8	(13.9, 27.6)	9.5	(5.6, 15.7)	2.8	(1.1, 7.3)	5.5	(2.6, 11.1)
45-54	50.8	(41.0, 60.4)	23.3	(15.9, 32.6)	11.4	(6.6, 19.2)	5.1	(2.3, 11.0)	4.7	(1.9, 11.0)	4.7	(1.9, 11.0)
55-64	53.1	(41.5, 64.4)	19.9	(12.4, 30.2)	10.6	(4.8, 21.5)	9.2	(3.9, 20.1)	4.8	(1.8, 12.1)	2.5	(0.6, 9.6)
65-74	72.3	(44.9, 89.3)	6.4	(0.9, 34.5)	0.0		14.9	(3.8, 43.8)	6.4	(0.9, 34.5)	0.0	
75+	72.3	(14.0, 97.7)	0.0		27.7	(2.3, 86.0)	0.0		0.0		0.0	
All ages	45.9	(41.9, 50.1)	18.7	(15.8, 22.1)	15.0	(12.3, 18.1)	10.6	(8.4, 13.3)	4.9	(3.5, 6.9)	4.9	(3.5, 6.8)
Another gender												
18-24	---	---	---	---	---	---	---	---	---	---	---	
25-49	20.0	(2.7, 69.1)	40.0	(10.0, 80.0)	0.0		0.0		20.0	(2.7, 69.1)	20.0	(2.7, 69.1)
50+	33.3	(4.3, 84.7)	0.0		66.7	(15.3, 95.7)	0.0		0.0		0.0	
All ages	22.0	(4.5, 63.1)	33.9	(8.9, 72.9)	10.2	(2.2, 36.5)	0.0		16.9	(2.4, 63.1)	16.9	(2.4, 63.1)
All genders												
18-24	20.9	(16.1, 26.8)	18.2	(13.6, 23.9)	18.4	(13.6, 24.5)	22.3	(16.8, 29.0)	7.7	(4.7, 12.3)	12.5	(8.2, 18.5)
25-34	35.0	(28.9, 41.7)	19.4	(14.3, 25.7)	11.9	(8.1, 17.1)	17.5	(12.7, 23.6)	8.5	(5.3, 13.5)	7.7	(4.7, 12.3)
35-44	31.2	(26.2, 36.8)	22.2	(17.8, 27.4)	16.7	(12.9, 21.4)	13.2	(9.8, 17.7)	6.4	(4.1, 9.9)	10.2	(7.1, 14.4)
45-54	45.2	(39.2, 51.3)	23.1	(18.4, 28.7)	13.6	(9.9, 18.3)	5.9	(3.7, 9.3)	5.4	(3.2, 8.8)	6.8	(4.4, 10.5)
55-64	49.4	(42.1, 56.8)	20.2	(15.0, 26.7)	9.7	(5.9, 15.5)	8.6	(5.0, 14.2)	5.8	(3.2, 10.2)	6.3	(3.6, 10.8)
65-74	53.6	(39.3, 67.3)	8.3	(3.3, 19.4)	10.9	(4.9, 22.2)	16.2	(8.1, 30.0)	6.1	(1.9, 18.0)	5.0	(1.2, 17.8)
75+	56.7	(25.9, 83.1)	21.0	(6.1, 52.3)	16.2	(3.7, 49.7)	6.0	(0.8, 34.0)	0.0		0.0	
All ages	38.1	(35.3, 41.0)	20.2	(17.9, 22.7)	13.6	(11.8, 15.8)	13.2	(11.2, 15.4)	6.7	(5.3, 8.3)	8.1	(6.7, 9.9)

[Return to relevant section of document](#)

Table 46: For those who work outdoors – does their workplace have a sun protection policy?

Gender	Age group (years)	Workers who work outside at all						Workers who work outside more than 3 hours per day						
		Yes		No		Don't know		Yes		No		Don't know		
		%	95% CI	%	95% CI	%	95% CI		%	95% CI	%	95% CI	%	95% CI
Male														
	18-24	53.7	(41.0, 66.0)	24.4	(15.0, 37.1)	21.9	(13.1, 34.2)		43.7	(28.6, 60.0)	37.2	(23.1, 54.0)	19.1	(9.4, 35.1)
	25-34	49.4	(36.5, 62.4)	40.5	(28.6, 53.7)	10.1	(4.5, 21.0)		36.4	(22.2, 53.4)	52.1	(35.8, 68.1)	11.5	(4.3, 27.2)
	35-44	39.6	(31.3, 48.4)	44.1	(35.6, 53.0)	16.3	(10.6, 24.3)		34.5	(23.7, 47.2)	52.3	(39.6, 64.6)	13.2	(6.4, 25.5)
	45-54	48.4	(38.5, 58.4)	37.3	(28.2, 47.5)	14.3	(8.4, 23.2)		45.9	(30.4, 62.4)	41.9	(26.9, 58.6)	12.1	(4.6, 28.2)
	55-64	56.5	(43.5, 68.6)	24.9	(15.3, 37.7)	18.6	(10.6, 30.7)		53.3	(34.5, 71.3)	24.0	(11.2, 44.1)	22.7	(10.5, 42.3)
	65-74	36.8	(18.5, 59.9)	40.0	(20.7, 63.0)	23.2	(9.4, 46.9)		43.7	(17.4, 74.1)	37.7	(13.2, 70.7)	18.5	(4.2, 54.1)
	75+	81.9	(33.3, 97.6)	0.0		18.1	(2.4, 66.7)		---	---	---	---	---	---
	All ages	48.0	(42.8, 53.1)	36.2	(31.5, 41.3)	15.8	(12.5, 19.8)		40.8	(33.9, 48.1)	44.3	(37.1, 51.7)	14.9	(10.4, 20.9)
Female														
	18-24	46.8	(38.9, 55.0)	24.0	(17.7, 31.6)	29.2	(22.3, 37.2)		45.2	(33.4, 57.6)	30.8	(20.6, 43.3)	23.9	(14.9, 36.2)
	25-34	56.0	(46.1, 65.4)	29.2	(21.1, 38.9)	14.8	(9.1, 23.1)		49.7	(35.3, 64.2)	39.2	(26.0, 54.3)	11.1	(4.7, 24.0)
	35-44	48.8	(37.5, 60.2)	31.1	(21.5, 42.5)	20.1	(12.3, 31.2)		54.0	(34.4, 72.4)	37.7	(20.9, 58.1)	8.4	(2.1, 28.1)
	45-54	48.9	(35.5, 62.5)	33.2	(21.5, 47.5)	17.8	(9.5, 31.1)		59.8	(34.8, 80.6)	35.3	(15.8, 61.3)	4.8	(0.7, 27.7)
	55-64	48.8	(32.2, 65.6)	26.2	(14.4, 42.8)	25.1	(12.6, 43.9)		44.9	(19.8, 72.8)	21.1	(6.6, 50.5)	34.0	(11.2, 67.8)
	65-74	76.8	(25.5, 97.0)	0.0		23.2	(3.0, 74.5)		69.8	(17.3, 96.2)	0.0		30.2	(3.8, 82.7)
	75+	---	---	---	---	---	---		---	---	---	---	---	---
	All ages	50.7	(45.3, 56.1)	28.8	(24.2, 33.9)	20.5	(16.4, 25.3)		51.2	(42.6, 59.8)	32.6	(25.2, 41.0)	16.1	(10.2, 24.5)
Another gender														
	18-24	---	---	---	---	---	---		---	---	---	---	---	---
	25-49	25.0	(3.3, 76.2)	25.0	(3.3, 76.2)	50.0	(12.3, 87.7)		50.0	(5.9, 94.1)	0.0		50.0	(5.9, 94.1)
	50+	50.0	(5.9, 94.1)	0.0		50.0	(5.9, 94.1)		---	---	---	---	---	---
	All ages	28.3	(5.6, 72.3)	21.7	(3.0, 71.2)	50.0	(14.9, 85.1)		50.0	(5.9, 94.1)	0.0		50.0	(5.9, 94.1)
All genders														
	18-24	50.7	(42.7, 58.7)	24.2	(17.9, 31.9)	25.0	(18.8, 32.5)		44.2	(33.3, 55.7)	35.0	(24.8, 46.7)	20.8	(13.1, 31.4)
	25-34	51.8	(43.0, 60.5)	36.3	(28.3, 45.1)	11.9	(7.4, 18.5)		40.7	(29.5, 53.0)	47.9	(36.0, 60.1)	11.4	(5.6, 21.8)
	35-44	43.0	(36.3, 50.1)	39.3	(32.7, 46.3)	17.6	(12.8, 23.8)		40.2	(30.4, 50.9)	48.0	(37.5, 58.6)	11.8	(6.2, 21.4)
	45-54	48.1	(40.1, 56.2)	35.2	(27.8, 43.4)	16.7	(11.4, 23.8)		50.2	(36.8, 63.7)	38.9	(26.5, 52.9)	10.9	(4.9, 22.3)
	55-64	53.2	(42.7, 63.4)	25.4	(17.6, 35.3)	21.4	(13.8, 31.7)		50.2	(34.2, 66.1)	22.9	(12.2, 38.8)	26.9	(14.0, 45.2)
	65-74	45.3	(26.3, 65.7)	31.5	(15.9, 52.9)	23.2	(10.3, 44.4)		50.9	(25.0, 76.4)	27.3	(9.2, 58.1)	21.8	(6.8, 51.6)
	75+	62.5	(22.5, 90.5)	23.7	(3.5, 72.8)	13.8	(1.8, 58.2)		---	---	---	---	---	---
	All ages	48.9	(45.2, 52.7)	33.3	(29.8, 36.9)	17.8	(15.1, 20.8)		44.2	(38.7, 49.9)	40.4	(34.9, 46.1)	15.4	(11.7, 20.1)

Missing n=35

[Return to relevant section of document](#)

Table 47: For those who work outdoors – does their workplace provide sun-safety training?

Gender	Age group (years)	Workers who work outside at all						Workers who work outside more than 3 hours per day						
		Yes		No		Don't know		Yes		No		Don't know		
		%	95% CI	%	95% CI	%	95% CI		%	95% CI	%	95% CI	%	95% CI
Male	18-24	67.5	(54.6, 78.2)	25.8	(16.2, 38.4)	6.7	(2.5, 16.6)	60.6	(44.0, 75.1)	31.1	(18.2, 47.9)	8.3	(2.7, 22.7)	
	25-34	66.3	(53.1, 77.4)	28.9	(18.6, 41.9)	4.8	(1.5, 14.2)	46.8	(31.0, 63.2)	44.9	(29.3, 61.6)	8.3	(2.6, 23.2)	
	35-44	64.1	(55.3, 72.1)	31.2	(23.7, 39.9)	4.7	(2.1, 10.0)	59.5	(46.6, 71.2)	35.8	(24.6, 48.7)	4.8	(1.5, 13.8)	
	45-54	70.0	(60.0, 78.3)	26.9	(18.9, 36.7)	3.1	(1.0, 9.3)	66.3	(49.4, 79.8)	27.9	(15.6, 44.7)	5.9	(1.5, 20.6)	
	55-64	83.0	(71.1, 90.6)	13.8	(7.0, 25.3)	3.2	(0.8, 12.0)	77.0	(57.3, 89.3)	19.4	(8.3, 39.1)	3.6	(0.5, 21.5)	
	65-74	62.9	(39.2, 81.6)	20.4	(7.4, 45.0)	16.8	(5.3, 42.1)	61.6	(28.7, 86.5)	13.3	(1.9, 55.0)	25.2	(6.5, 61.8)	
	75+	100.0		0.0		0.0		---	---	---	---	---	---	
	All ages	68.8	(63.9, 73.4)	26.1	(21.8, 30.8)	5.1	(3.3, 7.9)	59.0	(51.5, 66.1)	33.6	(26.9, 41.0)	7.4	(4.3, 12.5)	
Female	18-24	71.5	(63.5, 78.3)	19.3	(13.6, 26.7)	9.2	(5.5, 15.0)	65.0	(52.4, 75.8)	22.4	(13.6, 34.6)	12.6	(6.4, 23.3)	
	25-34	70.6	(61.0, 78.7)	25.6	(18.1, 35.1)	3.7	(1.4, 9.6)	62.9	(47.8, 75.9)	34.9	(22.2, 50.1)	2.2	(0.3, 14.1)	
	35-44	78.1	(67.2, 86.2)	17.8	(10.6, 28.4)	4.0	(1.3, 11.8)	74.2	(53.2, 87.9)	25.8	(12.1, 46.8)	0.0		
	45-54	73.1	(59.0, 83.7)	21.0	(11.7, 34.8)	5.9	(1.9, 16.8)	64.7	(38.7, 84.2)	29.3	(11.7, 56.4)	6.1	(0.8, 32.9)	
	55-64	82.0	(66.3, 91.3)	15.6	(7.1, 31.1)	2.4	(0.3, 15.3)	85.7	(56.2, 96.5)	14.3	(3.5, 43.8)	0.0		
	65-74	73.2	(22.1, 96.3)	0.0		26.8	(3.7, 77.9)	65.1	(14.4, 95.4)	0.0		34.9	(4.6, 85.6)	
	75+	---	---	---	---	---	---	---	---	---	---	---	---	
	All ages	74.3	(69.4, 78.6)	20.4	(16.5, 25.0)	5.3	(3.4, 8.2)	69.0	(60.6, 76.3)	25.7	(19.0, 33.8)	5.3	(2.6, 10.7)	
Another gender	18-24	---	---	---	---	---	---	---	---	---	---	---	---	
	25-49	75.0	(23.8, 96.7)	25.0	(3.3, 76.2)	0.0		100.0		0.0		0.0		
	50+	100.0		0.0		0.0		---	---	---	---	---	---	
	All ages	78.3	(28.8, 97.0)	21.7	(3.0, 71.2)	0.0		100.0		0.0		0.0		
All genders	18-24	69.2	(61.2, 76.2)	23.0	(16.7, 30.7)	7.8	(4.5, 13.1)	62.2	(50.5, 72.6)	28.1	(18.8, 39.7)	9.8	(4.9, 18.5)	
	25-34	67.8	(59.1, 75.4)	27.8	(20.7, 36.4)	4.4	(1.9, 9.7)	52.1	(39.9, 64.0)	41.6	(30.1, 54.2)	6.3	(2.2, 16.5)	
	35-44	69.2	(62.4, 75.3)	26.4	(20.7, 33.0)	4.4	(2.3, 8.3)	63.7	(52.9, 73.3)	32.8	(23.6, 43.6)	3.5	(1.1, 10.2)	
	45-54	71.6	(63.7, 78.4)	24.2	(17.8, 31.9)	4.2	(1.9, 9.1)	66.2	(52.1, 77.9)	27.9	(17.2, 42.0)	5.8	(1.9, 16.7)	
	55-64	82.5	(73.5, 88.9)	14.6	(8.8, 23.3)	2.9	(0.9, 8.6)	80.2	(64.8, 89.9)	17.5	(8.5, 32.7)	2.2	(0.3, 14.4)	
	65-74	65.0	(43.4, 81.9)	16.1	(5.8, 37.4)	18.9	(7.1, 41.5)	62.6	(33.5, 84.7)	9.6	(1.4, 45.2)	27.8	(9.4, 58.8)	
	75+	76.3	(27.2, 96.5)	23.7	(3.5, 72.8)	0.0		---	---	---	---	---	---	
	All ages	71.0	(67.4, 74.3)	23.9	(20.8, 27.2)	5.2	(3.7, 7.1)	62.4	(56.6, 67.8)	30.9	(25.8, 36.6)	6.7	(4.3, 10.3)	

Missing n = 32

[Return to relevant section of document](#)

Table 48: For those who work outdoors – does their workplace provide sun protection (e.g. sunscreen, sun protective hats)?

Gender	Age group (years)	Workers who work outside at all						Workers who work outside more than 3 hours per day						
		Yes		No		Don't know		Yes		No		Don't know		
		%	95% CI	%	95% CI	%	95% CI		%	95% CI	%	95% CI	%	95% CI
Male														
18-24	40.2 (28.6, 53.1)	56.4 (43.6, 68.4)	3.4 (0.8, 12.5)	29.9 (17.3, 46.4)	67.4 (50.8, 80.5)	2.8 (0.4, 17.2)								
25-34	38.0 (26.1, 51.5)	56.7 (43.4, 69.2)	5.3 (1.7, 15.3)	20.6 (10.1, 37.5)	70.3 (53.0, 83.3)	9.1 (2.9, 24.9)								
35-44	51.2 (42.4, 60.0)	44.3 (35.8, 53.2)	4.5 (2.0, 9.7)	43.9 (31.9, 56.7)	50.2 (37.6, 62.7)	5.9 (2.2, 14.9)								
45-54	49.5 (39.6, 59.5)	48.4 (38.5, 58.4)	2.1 (0.5, 7.9)	45.4 (29.9, 61.9)	51.7 (35.5, 67.6)	2.8 (0.4, 17.5)								
55-64	55.8 (42.9, 68.0)	42.3 (30.3, 55.3)	1.9 (0.3, 12.1)	50.5 (32.0, 68.8)	45.4 (27.7, 64.3)	4.1 (0.6, 24.2)								
65-74	63.2 (40.1, 81.5)	33.6 (16.1, 57.2)	3.2 (0.4, 20.0)	74.2 (37.4, 93.2)	25.8 (6.8, 62.6)	0.0								
75+	81.9 (33.3, 97.6)	18.1 (2.4, 66.7)	0.0	---	---	---								
All ages		47.5 (42.4, 52.7)	48.8 (43.6, 53.9)	3.7 (2.1, 6.3)	37.0 (30.3, 44.2)	57.6 (50.3, 64.6)	5.4 (2.8, 10.4)							
Female														
18-24	54.4 (46.2, 62.3)	38.2 (30.7, 46.3)	7.5 (4.2, 13.1)	39.4 (28.1, 52.0)	49.3 (37.2, 61.5)	11.3 (5.4, 22.1)								
25-34	64.0 (54.1, 72.9)	33.1 (24.5, 43.0)	2.9 (0.9, 8.5)	58.0 (42.9, 71.7)	39.7 (26.3, 54.9)	2.3 (0.3, 14.4)								
35-44	45.7 (34.6, 57.2)	48.9 (37.6, 60.2)	5.5 (2.1, 13.7)	37.7 (20.9, 58.1)	62.3 (41.9, 79.1)	0.0								
45-54	55.8 (41.7, 69.0)	37.7 (25.2, 52.0)	6.5 (2.1, 18.4)	53.8 (30.0, 76.0)	46.2 (24.0, 70.0)	0.0								
55-64	63.2 (46.1, 77.5)	31.7 (18.5, 48.7)	5.2 (1.3, 18.6)	63.2 (34.2, 85.0)	29.0 (10.6, 58.5)	7.9 (1.1, 40.1)								
65-74	50.0 (12.3, 87.7)	23.2 (3.0, 74.5)	26.8 (3.7, 77.9)	34.9 (4.6, 85.6)	30.2 (3.8, 82.7)	34.9 (4.6, 85.6)								
All ages		56.7 (51.3, 61.9)	37.6 (32.6, 43.0)	5.7 (3.6, 8.8)	49.8 (41.1, 58.4)	44.8 (36.5, 53.5)	5.4 (2.5, 11.2)							
Another gender														
18-24	---	---	---	---	---	---								
25-49	75.0 (23.8, 96.7)	25.0 (3.3, 76.2)	0.0	100.0	0.0	0.0								
50+	50.0 (5.9, 94.1)	50.0 (5.9, 94.1)	0.0	---	---	---								
All ages		71.7 (27.7, 94.4)	28.3 (5.6, 72.3)	0.0	100.0	0.0	0.0							
All genders														
18-24	46.3 (38.4, 54.3)	48.6 (40.6, 56.6)	5.1 (2.7, 9.5)	33.2 (23.6, 44.5)	61.0 (49.7, 71.3)	5.8 (2.6, 12.4)								
25-34	48.0 (39.3, 56.9)	47.7 (38.9, 56.6)	4.3 (1.8, 10.1)	32.6 (22.6, 44.4)	60.5 (48.2, 71.6)	6.9 (2.5, 17.8)								
35-44	49.4 (42.5, 56.4)	45.7 (38.9, 52.8)	4.8 (2.6, 8.7)	42.7 (32.6, 53.5)	52.9 (42.3, 63.4)	4.3 (1.6, 11.0)								
45-54	52.5 (44.4, 60.6)	43.6 (35.7, 51.9)	3.8 (1.6, 8.9)	49.3 (35.9, 62.8)	49.0 (35.6, 62.5)	1.8 (0.2, 11.5)								
55-64	59.0 (48.6, 68.7)	37.7 (28.4, 48.1)	3.3 (1.1, 9.7)	55.2 (38.9, 70.4)	39.3 (25.1, 55.7)	5.5 (1.4, 19.6)								
65-74	60.4 (39.5, 78.1)	31.4 (15.8, 52.8)	8.2 (1.9, 29.5)	63.3 (34.2, 85.2)	27.1 (9.1, 57.9)	9.6 (1.4, 45.3)								
75+	86.2 (41.8, 98.2)	13.8 (1.8, 58.2)	0.0	---	---	---								
All ages		51.2 (47.4, 54.9)	44.4 (40.7, 48.2)	4.4 (3.1, 6.3)	41.3 (35.9, 47.0)	53.3 (47.6, 58.9)	5.4 (3.2, 8.9)							

Missing n = 35

[Return to relevant section of document](#)

Table 49: For those who work outdoors – Level of agreement that their employer provides sufficient sun protection

Gender	Age group (years)	Workers who work outside at all								
		Strongly agree		Mildly agree		Neither agree or disagree		Mildly disagree		
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	
Male										
18-24	31.2	(20.6, 44.1)	20.7	(12.1, 33.0)	24.4	(15.1, 37.1)	11.8	(5.7, 22.8)	11.9	(5.8, 23.0)
25-34	28.5	(18.2, 41.5)	27.7	(17.7, 40.6)	19.8	(11.4, 32.0)	15.0	(6.7, 30.4)	9.0	(4.0, 18.9)
35-44	31.4	(23.8, 40.2)	28.2	(20.8, 36.9)	24.3	(17.5, 32.6)	6.9	(3.6, 12.9)	9.2	(5.1, 15.9)
45-54	28.6	(20.5, 38.4)	32.3	(23.5, 42.5)	28.8	(20.6, 38.6)	6.1	(2.8, 13.0)	4.2	(1.6, 10.7)
55-64	34.1	(23.1, 47.1)	13.9	(7.1, 25.4)	24.1	(14.8, 36.8)	9.0	(3.8, 19.9)	19.0	(10.8, 31.1)
65-74	23.2	(9.4, 46.9)	26.4	(11.5, 49.7)	30.4	(13.7, 54.5)	13.2	(4.0, 36.0)	6.8	(1.0, 35.3)
75+	0.0		18.1	(2.4, 66.7)	63.7	(22.4, 91.4)	18.1	(2.4, 66.7)	0.0	
All ages	29.8	(25.3, 34.6)	25.7	(21.5, 30.4)	24.6	(20.5, 29.2)	10.2	(7.0, 14.6)	9.7	(7.1, 13.2)
Female										
18-24	25.5	(18.9, 33.5)	29.0	(22.2, 36.9)	23.6	(17.4, 31.3)	14.4	(9.5, 21.2)	7.5	(4.1, 13.2)
25-34	23.2	(15.9, 32.6)	24.7	(17.2, 34.1)	25.0	(17.5, 34.4)	13.4	(8.1, 21.4)	13.7	(8.3, 21.9)
35-44	28.7	(19.5, 40.1)	30.3	(20.8, 41.8)	23.2	(14.9, 34.3)	11.3	(5.7, 21.0)	6.5	(2.7, 14.8)
45-54	27.1	(16.5, 41.0)	26.0	(15.5, 40.4)	13.8	(6.7, 26.4)	18.2	(9.9, 31.0)	14.9	(7.2, 28.1)
55-64	26.7	(14.7, 43.5)	15.8	(7.1, 31.3)	28.5	(16.1, 45.2)	7.8	(2.5, 21.7)	21.3	(8.8, 42.9)
65-74	23.2	(3.0, 74.5)	23.2	(3.0, 74.5)	53.6	(14.0, 89.1)	0.0		0.0	
75+	---	---	---	---	---	---	---	---	---	---
All ages	26.4	(21.9, 31.4)	25.3	(21.0, 30.2)	23.4	(19.2, 28.2)	12.7	(9.7, 16.6)	12.1	(8.6, 16.8)
Another gender										
18-24	---	---	---	---	---	---	---	---	---	---
25-49	50.0	(12.3, 87.7)	0.0		50.0	(12.3, 87.7)	0.0		0.0	
50+	50.0	(5.9, 94.1)	0.0		50.0	(5.9, 94.1)	0.0		0.0	
All ages	50.0	(14.9, 85.1)	0.0		50.0	(14.9, 85.1)	0.0		0.0	
All genders										
18-24	28.7	(21.8, 36.8)	24.3	(18.1, 31.7)	24.1	(17.8, 31.8)	12.9	(8.4, 19.2)	10.0	(5.9, 16.4)
25-34	26.6	(19.6, 35.1)	26.4	(19.4, 34.8)	21.8	(15.5, 29.6)	14.3	(8.4, 23.4)	10.8	(6.8, 17.0)
35-44	30.7	(24.6, 37.5)	28.8	(22.9, 35.6)	23.8	(18.4, 30.3)	8.5	(5.3, 13.2)	8.2	(5.1, 13.0)
45-54	27.8	(21.1, 35.6)	29.4	(22.4, 37.5)	23.6	(17.5, 31.1)	10.9	(6.7, 17.1)	8.4	(4.7, 14.6)
55-64	30.9	(22.3, 41.1)	14.7	(8.8, 23.4)	26.0	(18.1, 35.9)	8.5	(4.3, 16.1)	20.0	(12.1, 31.0)
65-74	23.2	(10.3, 44.4)	25.7	(12.1, 46.7)	35.3	(18.3, 57.0)	10.4	(3.1, 29.7)	5.3	(0.8, 29.6)
75+	23.7	(3.5, 72.8)	13.8	(1.8, 58.2)	48.6	(15.4, 83.1)	13.8	(1.8, 58.2)	0.0	
All ages	28.6	(25.3, 32.1)	25.4	(22.3, 28.8)	24.2	(21.2, 27.6)	11.1	(8.8, 14.0)	10.6	(8.4, 13.3)

cont.

Gender	Age group (years)	Workers who work outside more than 3 hours per day								
		Strongly agree		Mildly agree		Neither agree or disagree		Mildly disagree		
		%	95% CI	%	95% CI	%	95% CI	%	95% CI	
Male										
18-24	41.8	(27.0, 58.2)	11.3	(4.3, 26.4)	19.9	(9.8, 36.2)	16.2	(7.4, 31.8)	10.9	(4.1, 25.8)
25-34	37.4	(23.0, 54.5)	25.1	(13.5, 42.0)	26.2	(14.1, 43.4)	6.4	(1.6, 22.2)	4.8	(1.2, 17.4)
35-44	33.1	(22.2, 46.1)	28.0	(17.8, 41.0)	21.5	(12.8, 33.9)	9.3	(4.2, 19.3)	8.2	(3.4, 18.2)
45-54	22.9	(11.9, 39.7)	25.0	(13.5, 41.7)	37.3	(23.0, 54.2)	2.8	(0.4, 17.5)	11.9	(4.6, 27.8)
55-64	34.3	(18.8, 54.0)	7.7	(1.9, 26.2)	26.1	(12.9, 45.8)	12.4	(4.1, 32.1)	19.5	(8.4, 39.2)
65-74	37.1	(13.4, 69.2)	12.6	(1.8, 53.5)	31.8	(10.1, 65.9)	6.0	(0.8, 33.6)	12.6	(1.8, 53.5)
75+	---	---	---	---	---	---	---	---	---	
All ages	34.9	(28.2, 42.2)	20.7	(15.3, 27.4)	25.5	(19.6, 32.4)	9.4	(5.9, 14.4)	9.6	(6.2, 14.5)
Female										
18-24	27.1	(17.5, 39.6)	33.9	(23.4, 46.2)	22.3	(13.6, 34.5)	14.9	(8.1, 25.8)	1.7	(0.2, 11.2)
25-34	28.5	(16.9, 43.7)	23.6	(13.1, 38.6)	25.6	(14.7, 40.6)	13.4	(6.1, 26.8)	9.0	(3.4, 21.8)
35-44	37.1	(20.5, 57.5)	20.2	(8.6, 40.5)	20.8	(8.9, 41.4)	13.5	(4.4, 34.5)	8.4	(2.1, 28.1)
45-54	43.3	(21.9, 67.5)	7.7	(1.1, 38.9)	12.1	(3.0, 37.9)	30.8	(13.2, 56.4)	6.1	(0.8, 32.9)
55-64	30.2	(11.1, 59.8)	6.9	(0.9, 36.6)	21.7	(6.8, 51.3)	14.7	(3.6, 44.6)	26.6	(6.7, 64.7)
65-74	30.2	(3.8, 82.7)	0.0	---	69.8	(17.3, 96.2)	0.0	---	0.0	
75+	---	---	---	---	---	---	---	---	---	
All ages	32.3	(24.7, 40.8)	19.3	(13.8, 26.4)	23.4	(16.9, 31.6)	15.8	(10.5, 23.0)	9.2	(4.5, 17.9)
Another gender										
18-24	---	---	---	---	---	---	---	---	---	
25-49	50.0	(5.9, 94.1)	0.0	---	50.0	(5.9, 94.1)	0.0	---	0.0	
50+	---	---	---	---	---	---	---	---	---	
All ages	50.0	(5.9, 94.1)	0.0	---	50.0	(5.9, 94.1)	0.0	---	0.0	
All genders										
18-24	36.6	(26.2, 48.4)	19.2	(12.4, 28.7)	20.7	(12.9, 31.5)	15.8	(9.1, 25.9)	7.7	(3.1, 17.7)
25-34	34.5	(23.8, 47.2)	24.6	(15.6, 36.7)	26.0	(16.6, 38.3)	8.6	(3.9, 18.0)	6.2	(2.6, 14.0)
35-44	34.7	(25.3, 45.6)	25.7	(17.3, 36.3)	21.1	(13.7, 31.3)	10.3	(5.4, 18.8)	8.2	(3.9, 16.2)
45-54	29.9	(18.8, 44.0)	18.4	(10.1, 31.3)	29.2	(18.5, 42.8)	12.8	(5.8, 25.8)	9.6	(4.1, 21.2)
55-64	32.7	(19.7, 49.1)	7.4	(2.4, 20.7)	24.5	(13.5, 40.3)	13.3	(5.6, 28.3)	22.1	(10.4, 41.1)
65-74	35.2	(14.4, 63.6)	9.1	(1.3, 43.7)	42.3	(18.7, 70.0)	4.3	(0.6, 25.9)	9.1	(1.3, 43.7)
75+	---	---	---	---	---	---	---	---	---	
All ages	34.1	(28.9, 39.7)	20.2	(16.0, 25.1)	24.9	(20.3, 30.2)	11.4	(8.4, 15.3)	9.4	(6.5, 13.4)

Missing n = 40

[Return to relevant section of document](#)

Table 50: Skin check in last 12 months

Gender	Age group (years)	Skin check (last 12 months)		
		Medical professional %	95% CI	Self/other non professional %
Male				
18-24	25.5	(18.2, 34.5)	36.1 (27.7, 45.5)	
25-34	26.0	(17.8, 36.3)	29.3 (20.7, 39.8)	
35-44	31.3	(25.0, 38.4)	27.1 (21.1, 34.0)	
45-54	25.3	(19.7, 31.8)	26.4 (20.7, 32.9)	
55-64	24.1	(18.0, 31.4)	31.3 (24.4, 39.0)	
65-74	35.5	(26.8, 45.4)	28.5 (20.7, 37.9)	
75+	40.1	(29.9, 51.4)	29.9 (20.7, 41.0)	
All ages	28.8	(25.8, 32.0)	29.5 (26.5, 32.7)	
Female				
18-24	19.4	(15.5, 23.9)	28.4 (23.8, 33.6)	
25-34	23.8	(18.9, 29.5)	31.6 (26.0, 37.7)	
35-44	21.1	(16.0, 27.3)	24.7 (19.3, 31.2)	
45-54	21.7	(16.0, 28.9)	22.0 (16.1, 29.3)	
55-64	25.4	(18.6, 33.7)	21.3 (15.0, 29.5)	
65-74	26.2	(17.8, 36.9)	14.5 (8.5, 23.6)	
75+	49.7	(33.9, 65.5)	25.0 (14.0, 40.6)	
All ages	25.7	(22.7, 28.9)	24.1 (21.4, 27.0)	
Another gender				
18-24	35.2	(4.7, 85.8)	29.6 (3.7, 82.3)	
25-49	16.7	(2.3, 63.2)	16.7 (2.3, 63.2)	
50+	28.6	(7.2, 67.4)	42.9 (14.4, 77.0)	
All ages	25.3	(8.1, 56.7)	25.7 (8.9, 54.8)	
All genders				
18-24	22.7	(18.4, 27.7)	32.4 (27.4, 37.8)	
25-34	25.0	(20.1, 30.8)	30.6 (25.3, 36.5)	
35-44	26.0	(21.9, 30.7)	25.8 (21.7, 30.4)	
45-54	23.3	(19.1, 28.0)	24.0 (19.8, 28.7)	
55-64	24.7	(20.0, 30.2)	26.2 (21.3, 31.7)	
65-74	30.7	(24.3, 37.9)	21.2 (16.0, 27.6)	
75+	45.4	(35.5, 55.7)	27.2 (19.4, 36.8)	
All ages	27.2	(25.1, 29.4)	26.8 (24.7, 28.9)	

Missing n = 17 self check

[Return to relevant section of document](#)

Table 51: Setting of skin check by medical professional

Age group Gender (years)	Where skin check occurred (multiple response)									
	Clinic		General Practitioner		Dermatologist		Workplace		Event	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI	%	95% CI
All genders										
18-24	27.0	(17.8, 38.7)	46.7	(35.4, 58.5)	27.7	(18.6, 39.1)	13.4	(7.1, 23.8)	17.2	(9.7, 28.8)
25-34	23.8	(14.8, 35.8)	51.8	(39.5, 63.9)	40.4	(29.1, 52.9)	15.1	(8.3, 25.7)	14.8	(8.3, 25.1)
35-44	23.4	(16.1, 32.6)	46.3	(36.8, 56.2)	21.9	(14.8, 31.2)	13.3	(7.8, 21.6)	17.7	(11.4, 26.3)
45-54	30.0	(21.3, 40.5)	57.6	(46.8, 67.7)	22.1	(14.5, 32.3)	11.4	(6.1, 20.1)	9.8	(5.1, 17.9)
55-64	23.8	(15.3, 35.2)	65.1	(53.3, 75.3)	12.3	(6.5, 22.0)	5.4	(2.0, 13.6)	2.8	(0.7, 10.7)
65-74	25.5	(15.7, 38.7)	68.0	(54.8, 78.8)	19.1	(10.9, 31.3)	0.0		2.0	(0.3, 12.7)
75+	37.3	(23.2, 54.0)	78.4	(61.1, 89.3)	8.0	(3.4, 17.5)	0.0		2.0	(0.5, 7.7)
All ages	27.3	(23.1, 31.9)	59.5	(54.8, 64.1)	21.7	(18.2, 25.6)	8.3	(6.2, 11.0)	9.3	(7.1, 12.1)

[Return to relevant section of document](#)

Table 52: What skin check entailed

Gender	Age group (years)	Skin check (last 12 months)*					
		Whole body		Part of body		Specific mole or spot	
		%	95% CI	%	95% CI	%	95% CI
Male							
18-24	27.7 (14.4, 46.5)	53.7	(35.5, 70.9)	18.6	(8.0, 37.6)		
25-34	46.0 (27.1, 66.1)	37.1	(20.1, 58.0)	16.9	(5.2, 43.0)		
35-44	43.2 (30.7, 56.7)	38.4	(26.6, 51.7)	18.4	(10.4, 30.4)		
45-54	60.0 (45.6, 72.8)	18.9	(9.6, 33.9)	21.1	(12.0, 34.4)		
55-64	34.3 (21.3, 50.2)	22.8	(12.3, 38.5)	42.8	(28.3, 58.7)		
65-74	31.3 (18.4, 48.1)	43.9	(28.6, 60.5)	24.8	(13.3, 41.5)		
75+	44.1 (27.9, 61.5)	25.3	(12.7, 44.3)	30.6	(17.1, 48.6)		
All ages	41.7 (35.6, 48.0)	34.1	(28.3, 40.4)	24.2 (19.1, 30.3)			
Female							
18-24	26.1 (16.9, 37.9)	44.2	(32.9, 56.1)	29.8	(20.0, 41.8)		
25-34	29.2 (18.9, 42.1)	50.0	(37.3, 62.7)	20.8	(12.2, 33.2)		
35-44	39.2 (25.9, 54.3)	29.8	(18.1, 44.9)	31.0	(19.0, 46.3)		
45-54	39.6 (25.0, 56.3)	21.1	(10.8, 37.2)	39.3	(24.7, 56.0)		
55-64	42.3 (26.9, 59.4)	19.4	(9.5, 35.8)	38.2	(22.9, 56.3)		
65-74	43.6 (25.3, 63.9)	13.4	(4.4, 34.3)	43.0	(24.8, 63.3)		
75+	64.0 (40.5, 82.3)	13.0	(3.7, 36.8)	23.0	(9.2, 46.7)		
All ages	42.4 (35.5, 49.7)	26.1 (20.8, 32.2)	31.5 (25.4, 38.3)				
Another gender							
18-24	---	---	---	---	---	---	---
25-49	---	---	---	---	---	---	---
50+	0.0	50.0	(5.9, 94.1)	50.0	(5.9, 94.1)		
All ages	0.0	9.4 (1.0, 52.1)	90.6 (47.9, 99.0)				
All genders							
18-24	26.4 (17.5, 37.9)	48.6	(37.2, 60.2)	24.9	(16.3, 36.2)		
25-34	37.8 (26.7, 50.4)	42.9	(31.3, 55.3)	19.3	(10.7, 32.4)		
35-44	41.5 (32.1, 51.6)	34.8	(26.1, 44.7)	23.6	(16.3, 33.0)		
45-54	50.3 (39.7, 60.8)	20.0	(12.5, 30.4)	29.7	(20.9, 40.5)		
55-64	38.5 (28.0, 50.2)	21.1	(13.2, 31.9)	40.4	(29.4, 52.5)		
65-74	36.7 (25.3, 49.8)	30.2	(19.8, 43.1)	33.1	(22.2, 46.2)		
75+	55.8 (40.4, 70.2)	18.2	(9.3, 32.4)	26.0	(15.1, 41.1)		
All ages	41.9 (37.2, 46.7)	30.2 (26.1, 34.5)	28.0 (23.9, 32.4)				

*By medical professional

[Return to relevant section of document](#)

Table 53: Secondary prevention - discussed sun protection

Gender	Age group (years)	Yes		No		Don't remember	
		%	95% CI	%	95% CI	%	95% CI
Male							
18-24	10.9	(6.3, 18.3)	10.6	(6.1, 17.8)	78.4	(69.8, 85.1)	
25-34	16.8	(9.8, 27.3)	5.4	(2.2, 12.5)	77.7	(67.0, 85.7)	
35-44	16.3	(11.5, 22.6)	6.5	(3.6, 11.4)	77.2	(70.4, 82.9)	
45-54	14.4	(10.2, 20.1)	6.3	(3.6, 10.8)	79.3	(73.0, 84.4)	
55-64	13.4	(8.8, 20.0)	10.9	(6.8, 17.1)	75.6	(68.0, 81.9)	
65-74	14.0	(8.6, 22.1)	12.8	(7.4, 21.5)	73.2	(63.5, 81.1)	
75+	13.2	(6.9, 23.7)	20.9	(12.9, 32.0)	65.9	(54.1, 76.0)	
All ages	14.4	(12.1, 17.2)	9.4	(7.6, 11.6)	76.1	(73.0, 79.0)	
Female							
18-24	9.9	(7.1, 13.5)	7.5	(5.2, 10.8)	82.6	(78.2, 86.3)	
25-34	9.7	(6.5, 14.2)	11.2	(7.7, 15.9)	79.1	(73.4, 83.9)	
35-44	10.2	(6.6, 15.4)	6.8	(4.0, 11.4)	83.0	(76.9, 87.8)	
45-54	10.1	(6.2, 16.0)	10.5	(6.5, 16.6)	79.4	(72.1, 85.2)	
55-64	11.8	(6.9, 19.4)	10.1	(6.0, 16.7)	78.0	(69.6, 84.7)	
65-74	9.7	(4.8, 18.3)	16.1	(9.4, 26.0)	74.3	(63.2, 82.9)	
75+	11.0	(3.8, 28.1)	36.5	(22.5, 53.3)	52.5	(36.2, 68.2)	
All ages	10.3	(8.4, 12.7)	13.0	(10.6, 15.9)	76.6	(73.4, 79.6)	
Another gender							
18-24	0.0		35.2	(4.7, 85.8)	64.8	(14.2, 95.3)	
25-49	16.7	(2.3, 63.2)	0.0		83.3	(36.8, 97.7)	
50+	14.3	(2.0, 58.1)	14.3	(2.0, 58.1)	71.4	(32.6, 92.8)	
All ages	10.3	(2.1, 38.3)	15.0	(2.9, 51.3)	74.7	(43.3, 91.9)	
All genders							
18-24	10.3	(7.4, 14.1)	9.5	(6.6, 13.3)	80.3	(75.5, 84.3)	
25-34	13.4	(9.3, 18.8)	8.3	(5.7, 12.0)	78.3	(72.5, 83.2)	
35-44	13.2	(10.1, 17.1)	6.6	(4.5, 9.7)	80.2	(75.7, 84.0)	
45-54	12.2	(9.1, 16.0)	8.3	(5.8, 11.9)	79.5	(74.9, 83.5)	
55-64	12.6	(9.0, 17.3)	10.5	(7.4, 14.8)	76.9	(71.4, 81.6)	
65-74	11.8	(7.9, 17.3)	14.5	(9.9, 20.8)	73.7	(66.5, 79.8)	
75+	12.0	(6.4, 21.3)	29.7	(20.8, 40.5)	58.3	(47.5, 68.4)	
All ages	12.3	(10.8, 14.1)	11.3	(9.7, 13.0)	76.4	(74.2, 78.5)	

Missing n=106 (question was added after pre-test)

[Return to relevant section of document](#)

Appendix B

Survey questions

Which ethnic group do you belong to? [multi-response possible - New Zealand European; Māori; Samoan; Cook Islands Māori; Tongan; Niuean; Chinese; Indian; Other (please specify); Prefer not to say]

What is your postal code?

What street and town do you live in? [back-coded (post survey administration) to **region** (Auckland, Bay of Plenty, Canterbury, Gisborne, Hawke's Bay, Manawatū-Whanganui, Marlborough, Nelson, Otago, Rotorua, Southland, Taranaki, Tasman, Waikato, Wellington, West Coast, Whakatāne District Council)]

NZdep (based on street address)

Please choose which range your current annual household income is in. [Under \$42,000; Between \$42,000 and \$69,999; Between \$70,000 and \$104,999; Between \$105,000 and \$153,999; \$154,000 and over; Prefer not to say]

Including yourself, what is the number of family members in your main household?

Which of the following best describes your main activity? [Working (full-time, part-time, or casual); Working (self-employed); Unemployed - looking for work; Unemployed - not looking for work; Unable to work (disability etc.); Retired and/or carer; Home duties; Student; Something else (please specify)(back-coded (post survey administration)); Prefer not to say;

Personal interpretations of being SunSmart

What does being SunSmart mean to you? (back-coded (post survey administration); (sunscreen specifically mentioned, slop (sunscreen not specifically mentioned); **Hat** (hat not specified type; specific hat sun protective; cap; hat or cap; slap - type of hat not mentioned), **Clothing** (Clothing not specified; slip clothing not specifically mentioned; sun protective clothing), **Shade** (slip shade not specifically mentioned, shade mentioned; stay out of the sun (shade not specifically mentioned), **Time of day/UV levels/cloudy day** (Yes/No) **Don't get sunburnt** (Yes/No); **Limiting exposure/staying indoors** (Yes/No); **Sunglasses** (sunglasses specifically mentioned; wrap (sunglasses not specifically mentioned) **Generic** (Yes/No) **Generic - Sun protection** (Yes/No); **Slip, slop, slap, wrap** (complete; incomplete) ; **Hydration** (Yes/No); **Skin cancer mentioned** (Yes/No); **Don't know or completely incorrect** (Yes/No); **SunSmart in specific environments (e.g. snow, water-based activities)** (Yes/No); **SunSmart Programme** (Yes/No); **Benefits of sun exposure** (Yes/No); **Role modelling** (Yes/No); **Secondary prevention** (Yes/No); **Negative views about sun protection** (Yes/No);

Skin type/colour

Suppose your skin was exposed to strong sunshine at the beginning of summer with no protection at all. If you stay in the sun for 30 minutes, would your skin: [Just burn and not tan afterwards?; Burn first, then tan afterwards?; Not burn at all, just tan?; Nothing would happen; prefer not to say]

How would you describe your skin colour when you don't have any tan? [Pale, very sun-sensitive skin that burns easily and that never tans or tans minimally after repeated exposure to the sun; Darker white/olive skin that sometimes burns but tans to light brown after repeated exposure to the sun; Light brown-coloured skin that burns minimally and tans to moderate brown after repeated exposure to the sun; Deeply pigmented brown to black skin that rarely or never burns; Other (please specify); prefer not to say]

Tanning behaviour

Over the past 12 months, have you made any attempt to get a suntan? *This excludes spray tan or fake tan.* [Yes/No]

Do you like to get a suntan? *(This excludes spray tan or fake tan)* [Yes/No]

Over the past 12 months, have you used/had a spray tan/fake tan? [Yes/No]

Sunburn

During last spring and summer (1 September 2024 to now in 2025), how many times did you get sunburnt? By sunburnt, we mean any amount of reddening of the skin, on any part of your body, after being in the sun. [0; 1; 2; 3; 4; 5+; don't know]

Over the same time (1 September 2024 to now in 2025), as a result of the sunburn, how many times were you in pain for 2 or more days, or you got blisters? [0; 1; 2; 3; 4; 5+; Don't know]

Still thinking about the most recent time you were sunburnt this Spring/Summer season, what activity were you mainly doing at the time (e.g. cycling, swimming, reading a book etc.)? [back-coded (post survey administration) to activity not specified; beach - activity not specified; camping; cycling; employment (including voluntary); fishing; gardening or home maintenance; horse riding; in vehicle; intentional tanning; no UV exposure reported; non organised sport; organised sport; outdoor event; playing with children; recreational play (beach volleyball, play with kids etc); running; shopping; socialising; spectator (sport or event); sport not otherwise classified; stationary activity (reading, sitting, lying, picnic etc); supervising children; swimming; walking; water activities - not swimming; working on car]

Thinking about the last time you were sunburnt. How do you think you got sunburnt?

Trying to get a suntan (Yes/No to each)

Forgot to protect skin

Didn't think needed to protect skin

Could not be bothered protecting skin

Missed area when applying sunscreen

Sunscreen wore off

Burnt through sunscreen

Burnt through clothing

Stayed in sun too long

Didn't wear sufficient clothing

Didn't use sufficient sunscreen

Sunny day / hot temperature

Thought I had applied sufficient sunscreen but was still sunburnt

I don't have a sun-protective hat

Sunscreen is too expensive to buy

Can't remember

Other (please specify) (back-coded (post survey administration) - did not use sunscreen as recommended (including expired, reapplication, sufficient quantity; Not expecting to be outdoors/out for so long; Sweated sunscreen off; unable/do not use sunscreen)

Which one of the following best describes your worst case of sunburn this season? By this season we mean from 1st September 2024 to now [have not been sunburnt; skin went pink or slightly red; skin went red but not sore; skin went red and sore; skin went red; sore and blistered]

Economic analysis

If you have a primary aged child: What would be the maximum you would be prepared to pay to avoid a case of sunburn where this child is in pain for two or more days?

If you have a preschool aged child: What would be the maximum you would be prepared to pay to avoid a case of sunburn where your child is in pain for two or more days?

What would be the maximum you would be prepared to pay to avoid a case of sunburn where you are in pain for two or more days?

Ultraviolet radiation exposure

In the last week, were you outdoors for longer than 15 minutes between 10am and 4pm on any day ? [Yes; No]

If yes were outdoors for longer than 15 minutes: What activity were you DOING MOSTLY during that time out of doors (e.g. sporting activity, work, socialising etc.)? [back-coded (post survey administration) to activity not specified; beach - activity not specified; camping; cycling; employment (including voluntary); fishing; gardening or home maintenance; horse riding; in vehicle; intentional tanning; no ultraviolet radiation exposure reported; non organised sport; organised sport; outdoor event; playing with children; recreational play (beach volleyball, playing with children etc); running; shopping; socialising; spectator (sport or event); sport not otherwise classified; stationary activity (reading, sitting, lying, picnic etc); supervising children; swimming; walking; water activities - not swimming; working on car]

If yes were outdoors for longer than 15 minutes: Where were you when you were?

- At the beach / lake /river [Yes/No to each]**
- At a local pool**
- At a backyard pool**
- At a public park / garden**
- At a public playground**
- At school grounds**
- At sports centre / grounds**
- At an outdoor café / restaurant /pub**
- At a market / fair / outdoor shopping centre**
- On the street / footpath / walkway**
- At home / friend's place**
- At holiday house / camping ground / hotel / motel**
- On a farm**
- In the bush**
- At a race track / motocross track**
- At workplace**
- Driving / travelling / touring / on the road**
- Other (please specify) (back-coded (post-survey administration) – other community place)**

Sun protection behaviour

Continuing to think about when you were outdoors last week doing [INSERT ACTIVITY] did you do any of the following?

Seek shade [Yes/No for following]

Apply broad spectrum sunscreen at least SPF30 to exposed skin

Wear long sleeve tops (including 3/4 or rolled up sleeves)

Wear long pants (including 3/4 pants)

Wear sunglasses

Wear a broad brimmed hat, bucket hat, hard hat with flap or legionnaire hat

None of these (none of these are ticked – there was supposed to be a variable where people tick none but it doesn't seem to be there))

If no sun protection used: Was there a reason why you did not use sun protection when you were outdoors last week doing [UV_ACTIVITY]? [back-coded (post survey administration) - environmental conditions did not warrant; forgetfulness or oversight; health concerns; inconvenience or discomfort; inconvenience or discomfort; lack of availability; perceived lack of need; used 'alternate sun protection']

For those who applied sunscreen: Did you apply sunscreen ... [Approximately 20 minutes before going out in the sun; Just before going out in the sun; When you were first outdoors; After you'd been in the sun a while; After getting slightly sunburnt; Other (please specify) – (back-coded (post survey administration) situational application; specific timing before going out; morning application; frequency and reapplication; non application)]

For those who applied sunscreen: How did you decide how much sunscreen to use? [back-coded (post survey administration) - depending on environmental conditions; based on instructions or recommendations; based on personal judgement or previous experience; based on environmental conditions; based on SPF or how long I will be in the sun; based on coverage (cover exposed areas/specific areas); liberal quantity (thick lots generous); minimal amounts; based on specific measurements; what is available/accessible; did not answer question; not specified; did not know; personal experience)

For those who applied sunscreen: Were there any areas of your body exposed to the sun that didn't have sunscreen, clothing or a hat covering them?

Face [Yes/No for each]

Nose

Head

Ears

Chest

Stomach

Back

Neck

Shoulders
Arms
Hands
Legs
Back of knees
Feet
None

For those who were outside but did not use shade: Would it have been possible for you to do this [UV_ACTIVITY] mostly in the shade? [Yes/No]

If not possible to have done in the shade: Why was it not possible for you to stay mostly in the shade when you were doing <INSERT ACTIVITY> last week?

No shade available at location [Yes/No for each]
Didn't take portable shade (e.g. umbrella, parasol, shade cloth)
Just impossible to do in the shade
I chose to be in the sun
Other (please specify)

For those who used shade (in sun protection question)(UV_shade=1): Earlier, you said that you used shade when you were <INSERT ACTIVITY> last week. What type of shade from the sun did you use?

Outdoor shade structures (e.g. verandahs, gazebos, shade sails etc) [Yes/No for each]
Portable shade (e.g. umbrellas, parasols, shade sails, tents etc)
Trees, hedges etc
Shade from buildings / houses
Other (please specify) (back-coded (post survey administration) – boat, vehicle, not specified)

Ownership

Which of the following types of hat do you own?

Broad brimmed hat [Yes/No for each]
Bucket hat
Legionnaire hat (cap with flaps)
Hard hat with flap
Cap (no flap)
None of these

Attitudes

For each statement below, how much do you agree or disagree...?

A suntanned person LOOKS more healthy (5 point Likert for each anchored at strongly agree and strongly disagree for each)

A suntanned person IS more healthy

Most of my CLOSE FAMILY think that a suntan is a good thing

If I regularly protect myself from the sun, I can avoid skin cancer

Most of my FRIENDS think a suntan is a good thing

A suntan protects you against melanoma and other skin cancers

This summer I sunbathed regularly to get a suntan

A suntan makes me feel better about myself

A suntan makes me feel more attractive to others

Sun protection is part of my daily routine at this time of year

Investment/priority

For each statement below, how much do you agree or disagree...?

It is difficult to find adequate shade at local parks/playgrounds (5 point Likert for each anchored at strongly agree and strongly disagree)

My children's primary school adequately protects students from the sun...

My children's secondary school adequately protect students from the sun...

Sunscreen is too expensive

Summer sports clubs that I belong to generally provide enough sun protection.

I am more vigilant about protecting my children's skin from the sun than my own skin?

Knowledge

To the best of your knowledge, are the following statements true or false?

People who use sunscreen regularly when they are outdoors don't get enough vitamin D? (True/False for each)

The ingredients from sunscreen are bad for your health if used regularly.

Wearing a cap provides adequate protection to my face and neck from the sun.

Sunscreen with SPF50 does not need to be reapplied as often as SPF30.

Ultraviolet radiation protection (when use)

What prompts you to use sun protection?

I do not use sun protection (Yes/No for each)

It looks sunny outside

Temperature

UV index level

Clear sky

Wind level

Humidity

Sun protection alert

What prompts you to use sun protection? Other (please specify)(back-coded (post survey administration) - Appearance concerns; comment not specifically relevant to this question; Do not go out in the sun; External reminders and influencers; Habit and routine; Health concerns, Appearance concerns; length of time outdoors; my own judgement; Situational; Start to get sunburnt; Sun exposure and weather)

Knowledge

Sun protection is recommended when the UV Index reaches a certain level. At what level and above do you need to use sun protection?

How frequently should you reapply sunscreen when outdoors during Spring and Summer months? (back-coded (post survey administration) recommendation– long list)(back-coded (post survey administration) – mentioned water or sweating – Yes/No)(back-coded (post survey administration) –incorrect understanding of sunscreen application)

How much sunscreen should you apply when outdoors during Spring and Summer months? (back-coded (post survey administration) – long list)

Ultraviolet radiation protection

Please think about actions you usually took for sun protection on these occasions.

Stay mainly in the shade [yes/no for each]

Apply a broad-spectrum sunscreen with an SPF of 30 or more to your exposed skin

Dress in clothing that covered three-quarters or more of your arms to protect you from the sun

Dress in clothing that covered three-quarters or more of your legs to protect you from the sun

Wore sunglasses

Wore a broad brimmed hat, bucket hat, legionnaire hat, or hard hat with flap

Never outdoors

Other (please specify)(back-coded (post survey administration) - Sunscreen on face only; Avoid peak ultraviolet radiation; Cap (they clearly think is sun protective); No sun protection used)

How often did you usually protect all of your skin from the sun this summer when outdoors for at least 15 minutes between 10am and 4pm? [never, rarely, sometimes, often, always]

Support for investment

Skin cancer is almost entirely preventable, yet it costs over \$400 million annually to treat in New Zealand.

How important do you think it is for the government to invest in this area? Skin cancer prevention programs, like SunSmart for schools and workplaces [strongly in favour, somewhat in favour, neither in favour or against, somewhat against, strongly against]

How important do you think it is for the government to invest in this area? Skin cancer prevention campaigns, including TV and other advertising - [strongly in favour, somewhat in favour, neither in favour or against, somewhat against, strongly against]

How important do you think it is for the government to invest in this area? Increased availability of shade in public outdoor places - [strongly in favour, somewhat in favour, neither in favour or against, somewhat against, strongly against]

How important do you think it is for the government to invest in this area? Sun protection policies in schools to protect students and staff from ultraviolet radiation - [strongly in favour, somewhat in favour, neither in favour or against, somewhat against, strongly against]

How important do you think it is for the government to invest in this area? Increased availability of shade in school outdoor areas - [strongly in favour, somewhat in favour, neither in favour or against, somewhat against, strongly against]

Secondary prevention

In the last year, have you attended any of the following places for a check of your skin?

- A skin cancer clinic**
- A GP practice**
- A dermatologist**
- Onsite at your workplace**
- Community event**
- Other (please specify)** [back-coded (post survey administration) – nurse, online]
- Have not had a skin check in the last year**

If checked by a doctor: What did the examination involve? [A general check of all or nearly all of my body (down to underwear); a general check of part(s) of my body; a check of a specific mole or spot]

In the last year, have you or another person (other than a health professional) checked your entire body, including your back, for concerning spots or changes? [Yes/No/Don't know]

If checked by a doctor: Thinking about your most recent skin check, during that appointment, did the doctor talk to you about how to prevent skin cancer? [Yes/No/Don't know]

Outdoor workers

If employed: On an average work-day over the last six months, approximately how many hours have you spent outdoors as part of your job? (to the nearest hour) [0 hours; up to 1 hour; 1-2 hours; 3-4 hours; 5-6 hours; 7+ hours; Don't know]

If employed and reported working outdoors: How much do you agree or disagree that your employer provides you with sufficient sun protection to use while at work (e.g. sunscreen, shade, sun protective clothing and hats)? [5 point Likert anchored at strongly agree and strongly disagree]

If employed and reported working outdoors: Does your workplace have a policy to protect employees from the sun when working outdoors? [Yes/No/Don't know]

If employed and reported working outdoors: In the past year has your employer provided you with training or information about how to protect your skin from the sun when working outdoors? [Yes/No/Don't know]

If employed and reported working outdoors: In the past year has your employer provided you with any sun protection to use at work e.g. sun protective clothing, hat, sunscreen? [Yes/No/Don't know]

Sunbed use

Have you EVER used a solarium, sunbed, or other UV tanning device for cosmetic purposes (i.e. excluding use as prescribed by your doctor)? [Yes/No/Don't know]

Owning sun protection products

Do you own sunglasses? [Yes/No/Don't know]

Awareness of messaging

Have you seen the sun protection alert before? (image shown) [Yes/No/Don't know]

Comments

Have you got any comments you would like to make? [back-coded (post survey administration)-awareness and education; critical of a survey question or length; had melanoma/skin cancer or family history; importance of shade/lack of shade in public places or schools; no comment; personal experiences practices or vigilance; policy and accessibility; positive comments on survey; no further input (comment read); read nothing additional to add; scepticism and/or alternative views; skin checks should be cheaper and/or more accessible; specific information wanted; sun protection (e.g. sunscreen) needs to be less expensive/accessible; sun protection quality and effectiveness]

References

1. Melanoma Network of New Zealand. *New Zealand Skin Cancer Prevention and Early Detection Strategy 2024-2028*. 2024. <https://melnet.org.nz/>
2. Melanoma Network of New Zealand. *New Zealand Skin Cancer Prevention and Early Detection Strategy 2024-2028 - supporting documentation*. 2024. <https://melnet.org.nz/>
3. Arnold M, Singh D, Laversanne M, et al. Global burden of cutaneous melanoma in 2020 and projections to 2040. *JAMA Dermatology*. 2022;158(5):495-503. doi:<http://dx.doi.org/10.1001/jamadermatol.2022.0160>
4. Armstrong BK. How sun exposure causes skin cancer: an epidemiological perspective. In: Hill D, Elwood JM, English DR, eds. *Prevention of Skin Cancer*. Springer Science & Business Media; 2004:89-116:chap Chapter 6.
5. US Department of Health and Human Services. *The Surgeon General's call to action to prevent skin cancer*. 2014. <http://www.surgeongeneral.gov>
6. Health Promotion Agency. Results from NZ Health And Lifestyle survey - sun exposure. Accessed 2021 Apr 21, <https://kupe.hpa.org.nz/#!sun-exposure>
7. Trowland H, Thimasarn-Anwar T, Dallas S, McBride-Henry K, Minster J, Bell R. *Sun Exposure Survey 2016 - Adult Topline Time Series Report*. 2016.
8. Outdoor Socialisers SunSmart Behaviour. 2020.
9. Skin Cancer Prevention Research Summary - Early detection of skin cancer in men 50-64. Study -. 2018.
10. NZ Suncare Initiative. *Kiwis in the Summer Sun (confidential)*. 2020 Nov/Dec.
11. Consumer New Zealand. Sun smart survey: how New Zealanders protect themselves from the sun. 2023.
12. *Survey Data Reference Manual*. StataCorp LLC.; 2025.
13. *Stata Statistical Software: Release 19*. StataCorp LLC.; 2025.
14. Melnet. *Quality statements to guide melanoma diagnosis and treatment in New Zealand. Second edition*. 2022.