

**Cancer Research UK
Nivea Sun**

Sample Size: Refer to each question
UK Sample : 3rd - 5th June 2014

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

The following questions are about sun care in the UK.

Approximately, when, if at all, was the last time you got sunburnt (i.e. your skin went pink, red or sore after spending time in the sun) in the UK? (Please select the option that best applies)

	Unweighted base	5205	2445	2760	606	636	856	1259	1848	2857	2348	1146	709	421	768	1102	311	628	120
Base: All UK adults	5205	2504	2701	624	839	876	1013	1853	2863	2342	1244	833	484	645	1156	255	442	146	
Within the last week	6%	6%	6%	6%	9%	7%	6%	4%	6%	6%	8%	5%	5%	5%	4%	4%	10%	11%	
More than a week ago, up to a month ago	10%	11%	9%	12%	15%	11%	10%	7%	10%	10%	10%	11%	9%	11%	13%	5%	1%		
More than a month ago, up to 6 months ago	6%	6%	6%	9%	10%	6%	3%	6%	6%	6%	6%	5%	8%	4%	8%	5%	2%		
More than 6 months ago, up to a year ago	13%	13%	12%	20%	15%	13%	9%	13%	13%	11%	11%	13%	14%	13%	14%	16%	17%		
More than a year ago	41%	40%	42%	28%	35%	41%	44%	47%	43%	39%	41%	43%	39%	42%	41%	38%	45%		
Don't know/ can't recall	16%	16%	15%	11%	10%	13%	16%	21%	15%	17%	16%	16%	17%	13%	16%	15%	17%		
Not applicable - I have never been sunburnt	9%	9%	9%	15%	8%	8%	6%	9%	8%	10%	9%	9%	7%	15%	6%	5%	9%		

In general, to what extent, if at all, do you agree or disagree with the following statement?

If I have a tan, I still need to protect my skin from strong sun

	Unweighted base	5205	2445	2760	606	636	856	1259	1848	2857	2348	1146	709	421	768	1102	311	628	120
Base: All UK adults	5205	2504	2701	624	839	876	1013	1853	2863	2342	1244	833	484	645	1156	255	442	146	
Strongly agree	55%	49%	61%	45%	55%	61%	57%	56%	58%	52%	58%	56%	53%	49%	54%	58%	62%		
Tend to agree	34%	37%	31%	39%	31%	31%	35%	35%	33%	35%	32%	35%	34%	38%	35%	36%	32%		
Neither agree nor disagree	5%	6%	3%	8%	7%	3%	4%	4%	4%	5%	5%	4%	5%	5%	5%	4%	3%		
Tend to disagree	2%	3%	2%	2%	3%	1%	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	5%		
Strongly disagree	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	3%	2%	4%	2%	2%	2%	-		
Don't know	2%	2%	1%	4%	2%	1%	1%	1%	1%	2%	2%	1%	2%	4%	1%	2%	1%		
Net: Agree	89%	86%	92%	84%	86%	92%	91%	90%	91%	87%	90%	91%	87%	87%	89%	90%	91%		
Net: Disagree	4%	5%	4%	5%	4%	3%	4%	5%	4%	5%	4%	4%	6%	4%	4%	4%	5%		

I do not need to protect my skin from the sun if I have got fake tan on

	Unweighted base	5205	2445	2760	606	636	856	1259	1848	2857	2348	1146	709	421	768	1102	311	628	120
Base: All UK adults	5205	2504	2701	624	839	876	1013	1853	2863	2342	1244	833	484	645	1156	255	442	146	
Strongly agree	3%	2%	3%	3%	2%	3%	2%	3%	3%	2%	3%	2%	2%	3%	3%	2%	3%		
Tend to agree	2%	3%	2%	3%	5%	2%	2%	2%	2%	3%	2%	3%	3%	4%	2%	3%	2%		
Neither agree nor disagree	3%	5%	2%	5%	5%	3%	3%	2%	3%	4%	2%	3%	5%	3%	3%	3%	3%		
Tend to disagree	14%	15%	13%	15%	11%	11%	14%	16%	13%	15%	14%	16%	13%	14%	14%	15%	11%		
Strongly disagree	71%	65%	76%	63%	72%	76%	71%	70%	74%	67%	72%	71%	71%	65%	72%	71%	73%		
Don't know	7%	10%	4%	11%	6%	6%	7%	7%	6%	8%	7%	7%	7%	10%	6%	8%	2%		
Net: Agree	5%	5%	5%	6%	6%	4%	4%	5%	5%	5%	4%	4%	6%	7%	5%	6%	5%		
Net: Disagree	85%	80%	89%	78%	83%	87%	86%	86%	87%	82%	85%	87%	84%	79%	86%	85%	84%		

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

I never need to protect my skin from the sun in the UK

Unweighted base	5205	2445	2760	606	636	856	1259	1848	2857	2348	1146	709	421	768	1102	311	628	120
Base: All UK adults	5205	2504	2701	624	839	876	1013	1853	2863	2342	1244	833	484	645	1156	255	442	146
Strongly agree	6%	6%	5%	7%	5%	6%	5%	5%	5%	6%	6%	4%	5%	7%	6%	5%	4%	8%
Tend to agree	8%	10%	7%	12%	9%	9%	7%	7%	8%	8%	9%	7%	8%	9%	6%	10%	8%	10%
Neither agree nor disagree	5%	6%	4%	7%	8%	5%	4%	4%	5%	6%	4%	3%	5%	7%	6%	3%	7%	4%
Tend to disagree	21%	25%	18%	28%	22%	20%	23%	19%	21%	22%	21%	24%	21%	19%	22%	21%	20%	
Strongly disagree	59%	52%	65%	43%	54%	61%	60%	64%	61%	56%	59%	61%	60%	50%	62%	59%	58%	
Don't know	1%	2%	1%	3%	2%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	-	
Net: Agree	14%	15%	12%	19%	14%	14%	12%	12%	13%	14%	15%	11%	13%	13%	15%	12%	19%	
Net: Disagree	80%	77%	83%	71%	76%	80%	83%	84%	82%	78%	79%	85%	81%	74%	81%	81%	78%	

I cannot get sunburnt if it is cloudy

Unweighted base	5205	2445	2760	606	636	856	1259	1848	2857	2348	1146	709	421	768	1102	311	628	120
Base: All UK adults	5205	2504	2701	624	839	876	1013	1853	2863	2342	1244	833	484	645	1156	255	442	146
Strongly agree	3%	3%	2%	5%	2%	3%	3%	2%	2%	4%	3%	3%	4%	2%	2%	2%	4%	
Tend to agree	6%	8%	5%	11%	8%	6%	6%	4%	6%	7%	6%	6%	9%	9%	5%	5%	4%	7%
Neither agree nor disagree	6%	8%	4%	10%	9%	5%	4%	4%	5%	7%	6%	5%	4%	7%	7%	6%	9%	
Tend to disagree	31%	33%	30%	34%	32%	29%	30%	32%	32%	31%	30%	33%	30%	32%	33%	35%	30%	24%
Strongly disagree	52%	46%	57%	36%	46%	56%	55%	55%	54%	49%	53%	51%	52%	44%	52%	50%	57%	56%
Don't know	2%	3%	1%	5%	2%	2%	2%	1%	1%	3%	2%	2%	3%	1%	1%	1%	1%	
Net: Agree	9%	11%	8%	16%	10%	9%	9%	7%	8%	11%	9%	9%	12%	13%	7%	7%	7%	11%
Net: Disagree	83%	78%	87%	70%	78%	85%	85%	88%	86%	80%	83%	84%	82%	76%	85%	85%	87%	80%

I can still get sunburnt if I use sunscreen

Unweighted base	5205	2445	2760	606	636	856	1259	1848	2857	2348	1146	709	421	768	1102	311	628	120
Base: All UK adults	5205	2504	2701	624	839	876	1013	1853	2863	2342	1244	833	484	645	1156	255	442	146
Strongly agree	32%	29%	35%	28%	36%	39%	34%	29%	34%	30%	33%	33%	29%	32%	30%	36%	34%	
Tend to agree	48%	48%	47%	46%	47%	43%	48%	51%	48%	48%	50%	47%	47%	45%	47%	48%	46%	48%
Neither agree nor disagree	7%	8%	6%	9%	7%	6%	7%	7%	6%	9%	5%	6%	7%	9%	8%	8%	5%	
Tend to disagree	7%	7%	7%	8%	6%	8%	6%	8%	7%	7%	6%	8%	8%	7%	8%	6%	9%	
Strongly disagree	3%	3%	2%	3%	2%	2%	3%	2%	3%	2%	3%	2%	3%	3%	2%	2%	3%	
Don't know	3%	4%	2%	6%	3%	3%	2%	3%	2%	4%	3%	4%	3%	2%	4%	2%	1%	
Net: Agree	80%	77%	83%	74%	82%	81%	82%	79%	82%	78%	83%	80%	81%	74%	80%	78%	82%	
Net: Disagree	10%	10%	9%	11%	7%	10%	8%	11%	9%	10%	8%	10%	10%	11%	9%	11%	12%	

If I am in water, I do not need protection from the sun

Unweighted base	5205	2445	2760	606	636	856	1259	1848	2857	2348	1146	709	421	768	1102	311	628	120
Base: All UK adults	5205	2504	2701	624	839	876	1013	1853	2863	2342	1244	833	484	645	1156	255	442	146
Strongly agree	3%	3%	3%	2%	2%	2%	3%	3%	3%	3%	3%	2%	2%	3%	3%	2%	2%	3%
Tend to agree	3%	5%	2%	3%	5%	3%	2%	3%	3%	4%	3%	3%	3%	5%	2%	3%	4%	2%
Neither agree nor disagree	4%	5%	2%	7%	6%	3%	3%	3%	3%	5%	4%	3%	3%	5%	4%	3%	3%	
Tend to disagree	21%	24%	18%	25%	20%	16%	21%	22%	20%	21%	18%	22%	22%	23%	22%	20%	20%	18%
Strongly disagree	67%	61%	74%	58%	65%	74%	69%	68%	70%	65%	69%	69%	67%	60%	67%	69%	70%	74%
Don't know	2%	3%	1%	4%	2%	1%	2%	1%	2%	3%	2%	2%	3%	4%	1%	2%	1%	
Net: Agree	6%	7%	5%	6%	7%	5%	5%	6%	6%	6%	7%	5%	5%	8%	5%	6%	5%	
Net: Disagree	88%	84%	92%	83%	85%	90%	90%	90%	90%	86%	87%	90%	89%	83%	89%	89%	90%	92%

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Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Too much exposure to UV radiation from the sun can increase my risk of skin cancer

Unweighted base	5205	2445	2760	606	636	856	1259	1848	2857	2348	1146	709	421	768	1102	311	628	120
Base: All UK adults	5205	2504	2701	624	839	876	1013	1853	2863	2342	1244	833	484	645	1156	255	442	146
Strongly agree	67%	61%	72%	61%	65%	73%	67%	67%	70%	64%	66%	66%	71%	64%	68%	64%	69%	70%
Tend to agree	25%	29%	22%	27%	26%	22%	27%	25%	24%	26%	26%	27%	22%	25%	28%	22%	23%	
Neither agree nor disagree	3%	4%	2%	5%	4%	2%	2%	3%	3%	4%	3%	3%	3%	4%	4%	3%	3%	
Tend to disagree	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	
Strongly disagree	2%	2%	2%	2%	1%	1%	1%	3%	2%	2%	2%	1%	2%	2%	2%	3%	3%	
Don't know	2%	2%	1%	5%	2%	1%	1%	1%	3%	2%	1%	2%	4%	1%	2%	1%	-	
Net: Agree	92%	90%	94%	88%	91%	95%	94%	92%	94%	90%	92%	93%	93%	89%	93%	92%	91%	93%
Net: Disagree	3%	3%	3%	2%	3%	2%	2%	4%	2%	4%	3%	3%	3%	2%	3%	4%	4%	

Too much exposure to UV radiation from the sun can cause premature skin ageing

Unweighted base	5205	2445	2760	606	636	856	1259	1848	2857	2348	1146	709	421	768	1102	311	628	120
Base: All UK adults	5205	2504	2701	624	839	876	1013	1853	2863	2342	1244	833	484	645	1156	255	442	146
Strongly agree	62%	55%	69%	52%	62%	67%	64%	62%	65%	59%	63%	61%	61%	59%	62%	59%	64%	68%
Tend to agree	29%	32%	25%	30%	25%	28%	29%	30%	28%	29%	28%	31%	29%	29%	29%	31%	26%	24%
Neither agree nor disagree	4%	6%	2%	6%	7%	2%	3%	3%	3%	5%	3%	3%	4%	5%	5%	4%	5%	4%
Tend to disagree	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%
Strongly disagree	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	3%	2%	2%	
Don't know	2%	4%	1%	8%	3%	2%	2%	1%	1%	4%	3%	2%	5%	2%	2%	1%	-	
Net: Agree	91%	87%	94%	83%	87%	94%	93%	92%	93%	88%	91%	93%	90%	88%	91%	90%	91%	93%
Net: Disagree	3%	4%	2%	3%	3%	2%	3%	4%	3%	3%	3%	2%	4%	3%	2%	4%	3%	

Do you ever go out in the strong sun in the UK?

Unweighted base	5205	2445	2760	606	636	856	1259	1848	2857	2348	1146	709	421	768	1102	311	628	120
Base: All UK adults	5205	2504	2701	624	839	876	1013	1853	2863	2342	1244	833	484	645	1156	255	442	146
Yes, I do	82%	84%	81%	86%	85%	86%	82%	78%	83%	81%	84%	82%	82%	80%	82%	80%	84%	82%
No, I don't	18%	16%	19%	14%	15%	14%	18%	22%	17%	19%	16%	18%	18%	20%	18%	20%	16%	18%

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

Thinking about when you are out in the strong sun in the UK...

In general, approximately how often, if at all, do you currently do each of the following? (Please select the option that best applies on each row)

Cover up (e.g. with clothing or a wide brimmed hat etc.)

Unweighted base	4272	2050	2222	522	541	728	1039	1442	2374	1898	958	579	343	615	901	252	527	97
Base: All UK adults who ever go out in the strong sun	4279	2103	2176	539	712	749	835	1443	2388	1891	1041	682	396	516	947	205	371	120
Always	25%	24%	25%	19%	18%	25%	25%	30%	26%	23%	26%	24%	28%	20%	25%	25%	25%	20%
Sometimes	51%	50%	52%	47%	54%	51%	52%	51%	52%	49%	50%	51%	48%	49%	54%	52%	49%	50%
Rarely	16%	16%	16%	21%	22%	15%	15%	13%	15%	17%	15%	17%	15%	20%	14%	12%	19%	21%
Never	7%	8%	6%	9%	4%	8%	7%	7%	6%	9%	7%	7%	7%	8%	5%	9%	6%	9%
Don't know	1%	2%	1%	4%	2%	1%	1%	0%	1%	2%	1%	1%	2%	3%	1%	2%	0%	-

Spend time in the shade

Unweighted base	4272	2050	2222	522	541	728	1039	1442	2374	1898	958	579	343	615	901	252	527	97
Base: All UK adults who ever go out in the strong sun	4279	2103	2176	539	712	749	835	1443	2388	1891	1041	682	396	516	947	205	371	120
Always	34%	31%	36%	30%	30%	34%	33%	36%	36%	31%	33%	36%	34%	33%	34%	32%	32%	28%
Sometimes	56%	56%	55%	55%	58%	53%	58%	56%	55%	57%	55%	57%	58%	52%	56%	60%	57%	55%
Rarely	8%	9%	7%	9%	9%	10%	7%	6%	7%	9%	9%	6%	5%	10%	8%	4%	8%	12%
Never	2%	2%	1%	3%	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	3%	3%
Don't know	1%	2%	1%	3%	2%	1%	1%	0%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%

Apply sunscreen of at least factor 15

Unweighted base	4272	2050	2222	522	541	728	1039	1442	2374	1898	958	579	343	615	901	252	527	97
Base: All UK adults who ever go out in the strong sun	4279	2103	2176	539	712	749	835	1443	2388	1891	1041	682	396	516	947	205	371	120
Always	38%	28%	47%	35%	36%	37%	39%	39%	40%	34%	37%	40%	40%	33%	39%	40%	35%	36%
Sometimes	38%	39%	38%	35%	43%	41%	37%	37%	40%	37%	40%	37%	37%	36%	37%	40%	43%	38%
Rarely	13%	18%	9%	18%	13%	12%	14%	12%	12%	16%	14%	12%	12%	16%	14%	11%	12%	16%
Never	9%	13%	5%	8%	6%	9%	9%	11%	8%	11%	8%	10%	9%	12%	8%	7%	8%	10%
Don't know	1%	2%	1%	4%	2%	1%	1%	1%	1%	2%	1%	1%	2%	3%	1%	2%	1%	-

Regularly reapply sunscreen of at least factor 15 during the day

Unweighted base	4272	2050	2222	522	541	728	1039	1442	2374	1898	958	579	343	615	901	252	527	97
Base: All UK adults who ever go out in the strong sun	4279	2103	2176	539	712	749	835	1443	2388	1891	1041	682	396	516	947	205	371	120
Always	25%	17%	32%	21%	24%	25%	27%	26%	25%	24%	25%	28%	23%	19%	25%	30%	26%	21%
Sometimes	40%	39%	41%	36%	44%	41%	38%	39%	42%	37%	41%	36%	42%	37%	42%	37%	43%	39%
Rarely	22%	25%	19%	27%	21%	22%	21%	21%	21%	23%	22%	21%	21%	25%	21%	22%	19%	28%
Never	12%	16%	8%	12%	10%	11%	12%	13%	10%	14%	11%	14%	11%	16%	11%	9%	11%	10%
Don't know	2%	2%	1%	4%	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%

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

Reapply sunscreen of at least factor 15 after swimming, drying with a towel or changing clothes

Unweighted base	4272	2050	2222	522	541	728	1039	1442	2374	1898	958	579	343	615	901	252	527	97
Base: All UK adults who ever go out in the strong sun	4279	2103	2176	539	712	749	835	1443	2388	1891	1041	682	396	516	947	205	371	120
Always	31%	22%	40%	23%	28%	31%	34%	34%	33%	29%	31%	34%	30%	27%	32%	37%	29%	31%
Sometimes	35%	35%	35%	37%	39%	38%	34%	33%	37%	33%	34%	33%	40%	33%	36%	34%	38%	38%
Rarely	17%	21%	13%	22%	18%	15%	15%	16%	15%	18%	19%	14%	14%	20%	16%	15%	16%	16%
Never	12%	17%	8%	12%	10%	11%	12%	14%	11%	14%	11%	14%	11%	16%	12%	9%	13%	13%
Don't know	4%	5%	3%	6%	4%	5%	4%	3%	4%	5%	5%	5%	5%	3%	5%	4%	2%	2%

Which, if any, of the following items do you normally use to cover up? (Please tick all that apply)

Unweighted base	3918	1851	2067	454	506	661	956	1341	2217	1701	877	532	312	547	843	226	492	89
Base: All UK adults who say they cover up when in the strong UK sun	3926	1896	2029	466	668	680	769	1342	2234	1692	954	626	361	460	885	183	346	109
A hat	58%	64%	52%	39%	48%	55%	61%	69%	61%	54%	58%	56%	59%	52%	61%	58%	56%	64%
A t-shirt	60%	66%	54%	65%	63%	60%	59%	57%	60%	60%	57%	62%	62%	60%	60%	60%	59%	66%
A long sleeved top	35%	30%	39%	23%	27%	37%	40%	40%	38%	31%	37%	35%	34%	33%	35%	35%	34%	27%
Long trousers	38%	43%	33%	24%	29%	38%	40%	46%	39%	37%	40%	39%	36%	34%	36%	40%	46%	35%
Sunglasses	72%	66%	79%	71%	74%	72%	71%	73%	75%	70%	71%	74%	70%	70%	74%	75%	72%	81%
A long skirt/ dress	17%	1%	32%	20%	20%	19%	14%	16%	18%	15%	17%	17%	20%	19%	16%	18%	14%	17%
Other	3%	2%	3%	2%	2%	3%	3%	3%	3%	2%	2%	2%	3%	3%	2%	5%	2%	2%
Don't know	1%	1%	0%	2%	2%	0%	0%	0%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%

Are you the parent/ guardian of children of any of the following ages? (Please tick all that apply. If you do not have any children, please tick the "Not applicable" option)

Unweighted base	5205	2445	2760	606	636	856	1259	1848	2857	2348	1146	709	421	768	1102	311	628	120
Base: All UK adults	5205	2504	2701	624	839	876	1013	1853	2863	2342	1244	833	484	645	1156	255	442	146
Under 6 months old	1%	1%	1%	1%	3%	2%	0%	0%	1%	1%	1%	2%	1%	2%	1%	0%	1%	1%
Between 6 and 12 months old	1%	1%	1%	1%	4%	2%	0%	0%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%
1 year old	2%	2%	2%	1%	7%	5%	1%	0%	3%	1%	2%	3%	2%	2%	2%	3%	1%	2%
2 years old	2%	2%	2%	1%	6%	5%	1%	0%	3%	2%	1%	3%	3%	3%	2%	3%	2%	5%
3 years old	2%	2%	3%	1%	7%	6%	1%	0%	2%	3%	2%	3%	4%	2%	1%	3%	2%	4%
4 years old	2%	2%	2%	0%	3%	5%	1%	0%	2%	1%	1%	1%	2%	1%	2%	1%	2%	4%
5 years old	2%	2%	2%	0%	4%	8%	1%	0%	2%	2%	3%	2%	3%	3%	2%	1%	2%	5%
6 years old	2%	2%	2%	-	3%	7%	2%	0%	2%	2%	2%	1%	2%	3%	1%	2%	2%	6%
7 years old	2%	2%	2%	-	3%	6%	3%	0%	2%	2%	2%	3%	2%	2%	2%	3%	0%	2%
8 years old	2%	2%	2%	-	2%	7%	2%	0%	2%	2%	2%	2%	3%	2%	1%	3%	2%	2%
9 years old	2%	2%	2%	-	3%	7%	2%	0%	2%	2%	2%	1%	3%	2%	2%	3%	2%	4%
10 years old	3%	3%	3%	-	2%	8%	4%	0%	3%	2%	2%	3%	3%	2%	3%	2%	1%	3%
11 years old	2%	2%	2%	-	1%	5%	4%	0%	2%	2%	2%	2%	1%	2%	2%	2%	3%	4%
12 years old	2%	2%	2%	-	1%	5%	4%	0%	2%	2%	2%	1%	3%	1%	2%	1%	3%	3%
13 years old	2%	2%	2%	-	1%	4%	5%	1%	2%	2%	2%	2%	3%	2%	2%	2%	1%	3%
14 years old	2%	2%	2%	-	1%	4%	6%	0%	2%	2%	1%	3%	2%	2%	2%	3%	1%	7%
15 years old	2%	2%	2%	-	0%	4%	8%	1%	2%	2%	3%	3%	2%	3%	3%	2%	2%	-
16 years old	2%	2%	3%	-	0%	4%	7%	1%	2%	2%	2%	3%	2%	1%	2%	5%	3%	2%
17 years old	2%	2%	3%	-	0%	2%	8%	1%	2%	2%	2%	3%	3%	2%	2%	2%	2%	3%
18 years old	2%	2%	2%	-	-	2%	7%	1%	2%	2%	3%	2%	1%	1%	2%	4%	2%	1%
Older than 18 years old	35%	32%	37%	-	-	7%	40%	72%	34%	36%	38%	34%	41%	24%	36%	34%	37%	26%
Not applicable - I do not have any children	44%	47%	41%	96%	67%	42%	32%	24%	43%	45%	43%	44%	36%	54%	44%	41%	44%	42%

**Cancer Research UK
Nivea Sun**

Sample Size: Refer to each question
UK Sample : 3rd - 5th June 2014

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

For the following set of questions, please think about your child aged under 18 whose birthday is NEXT.

How old is this child?

	Unweighted base	1286	582	704	26	212	470	480	98	756	530	259	190	110	192	262	89	142	42
Base: All UK parents of children under 18	1269	580	689	25	281	480	387	96	750	520	279	221	128	157	264	72	98	51	
Under 6 months old	3%	4%	2%	27%	7%	3%	0%	-	3%	3%	1%	6%	1%	6%	2%	2%	3%	3%	
Between 6 and 12 months old	4%	4%	4%	16%	10%	3%	1%	3%	4%	4%	3%	3%	2%	2%	6%	6%	6%	3%	
1 year old	6%	6%	7%	13%	14%	6%	1%	1%	7%	5%	6%	8%	7%	6%	5%	9%	3%	5%	
2 years old	5%	5%	6%	10%	13%	5%	0%	4%	6%	5%	3%	7%	5%	7%	5%	7%	6%	6%	
3 years old	7%	7%	6%	18%	13%	7%	1%	5%	6%	7%	6%	7%	12%	7%	5%	6%	8%	2%	
4 years old	4%	5%	4%	7%	6%	7%	1%	1%	5%	3%	3%	4%	4%	4%	6%	4%	5%	7%	
5 years old	5%	6%	4%	8%	8%	6%	2%	4%	5%	5%	8%	3%	4%	6%	5%	1%	4%	13%	
6 years old	4%	5%	4%	-	5%	6%	3%	2%	5%	4%	5%	3%	3%	7%	3%	3%	5%	12%	
7 years old	4%	5%	3%	-	4%	6%	3%	1%	4%	4%	5%	5%	3%	3%	5%	6%	1%	-	
8 years old	4%	3%	4%	-	3%	5%	3%	4%	3%	4%	4%	2%	7%	3%	3%	5%	5%	2%	
9 years old	5%	6%	5%	-	5%	7%	3%	6%	5%	6%	5%	3%	6%	7%	6%	6%	6%	7%	
10 years old	6%	5%	7%	-	3%	9%	6%	3%	6%	6%	5%	7%	8%	5%	8%	6%	3%	6%	
11 years old	5%	6%	5%	-	3%	6%	6%	4%	5%	5%	5%	5%	4%	4%	6%	5%	7%	4%	
12 years old	4%	4%	5%	-	2%	4%	6%	7%	5%	4%	4%	4%	5%	4%	4%	3%	9%	3%	
13 years old	6%	6%	6%	-	2%	3%	10%	12%	5%	7%	6%	5%	6%	6%	7%	5%	3%	8%	
14 years old	5%	5%	6%	-	1%	5%	10%	4%	5%	6%	4%	8%	5%	6%	5%	2%	11%		
15 years old	7%	7%	7%	-	1%	5%	14%	9%	7%	7%	10%	7%	5%	7%	5%	7%	-		
16 years old	7%	5%	8%	-	-	5%	13%	9%	6%	8%	6%	8%	4%	4%	6%	12%	9%	4%	
17 years old	7%	7%	8%	-	1%	2%	16%	20%	7%	7%	8%	7%	8%	5%	8%	6%	7%	4%	

For the following question, please think about any time you have **personally** been sunburnt in the UK...

Which, if any, of the following activities have you been doing when your sunburnt occurred? (Please tick all that apply)

	Unweighted base	3927	1839	2088	453	523	680	976	1295	2205	1722	868	528	321	548	856	250	463	93
Base: All UK adults who have ever been sunburnt	3935	1888	2047	462	693	694	790	1297	2214	1720	940	621	369	461	900	205	328	111	
When having a BBQ	20%	20%	20%	30%	31%	23%	16%	12%	20%	20%	19%	17%	19%	18%	22%	24%	25%	19%	
When on a lunch break at work spent outside	6%	4%	7%	7%	7%	7%	5%	4%	6%	5%	6%	3%	4%	6%	6%	7%	8%	9%	
When having a picnic in the park	15%	12%	18%	25%	22%	18%	12%	9%	16%	15%	15%	13%	14%	22%	15%	16%	14%	12%	
Whilst at a music festival or outdoor concert	12%	11%	13%	21%	20%	15%	10%	4%	13%	10%	11%	10%	10%	17%	13%	12%	15%	8%	
Whilst sitting outside at a restaurant, pub or café	24%	20%	27%	27%	30%	28%	22%	19%	26%	21%	23%	24%	21%	26%	25%	27%	24%	16%	
Whilst going for a walk	36%	33%	39%	41%	39%	39%	37%	31%	37%	35%	41%	36%	32%	31%	36%	42%	38%	21%	
Whilst exercising outside (e.g. running, exercise classes or sports)	10%	13%	7%	17%	14%	13%	8%	6%	11%	9%	9%	9%	9%	11%	11%	9%	17%	13%	
Whilst gardening	36%	34%	38%	11%	30%	35%	42%	45%	37%	34%	38%	41%	37%	22%	37%	36%	37%	34%	
When playing with my child/ children in the garden	6%	6%	7%	1%	8%	10%	7%	5%	6%	7%	7%	7%	4%	4%	6%	9%	7%	10%	
When watching sport outside	15%	20%	10%	18%	13%	17%	17%	12%	16%	13%	13%	14%	15%	18%	15%	16%	14%	14%	
When I was at a theme park	10%	9%	10%	20%	13%	11%	9%	3%	8%	11%	8%	11%	10%	9%	10%	9%	9%	8%	
Whilst taking part in water sports or swimming outdoors	11%	11%	10%	20%	12%	11%	9%	7%	10%	11%	8%	7%	12%	11%	14%	10%	15%	5%	
When I was at the beach	49%	47%	51%	52%	43%	51%	52%	49%	49%	48%	44%	51%	47%	45%	55%	56%	42%	48%	
Other	12%	13%	11%	14%	11%	12%	14%	10%	10%	14%	13%	13%	10%	10%	10%	12%	17%	11%	
Don't know/ can't recall	8%	9%	7%	10%	8%	5%	8%	9%	7%	9%	9%	8%	8%	12%	7%	7%	8%	7%	

Cell Contents (Column Percentage)