

YouGov Survey Results

Fieldwork - 11th - 12th April

Sample size - 2026 GB Adults



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

During the summer (i.e. the start of June to the end of August), or while on holiday to a sunny/ hot location, do you tend to wear **sunscreen/ sun tan lotion**?

Unweighted base	2026	926	1100	224	292	343	356	811	1242	784
Base: All GB adults	2026	983	1043	233	305	357	342	788	1155	871
Yes, I do	74%	65%	82%	70%	74%	79%	76%	72%	79%	67%
No, I do not	23%	31%	15%	25%	22%	17%	21%	26%	18%	29%
Don't know/ can't recall	3%	4%	2%	5%	4%	4%	3%	2%	3%	4%

For the following question, if you don't ever re-apply sunscreen/ sun tan lotion after first putting it on, please select the 'Not applicable' option.**

In general, thinking about when you tend to wear sunscreen/ sun tan lotion in the summer, or while on holiday to a sunny/ hot location, approximately how long do you tend to wait before **re-applying** more to your skin (assuming you haven't washed it away in some other way)?

Unweighted base	1517	613	904	163	224	273	272	585	991	526
Base: All GB adults who wear sunscreen/ sun tan lotion during the summer/ when on holiday	1498	640	858	163	226	282	259	568	918	580
An hour or less	7%	7%	7%	5%	7%	9%	9%	6%	7%	8%
More than one hour, up to two hours	19%	18%	20%	16%	16%	22%	21%	20%	20%	19%
More than two hours, up to three hours	24%	20%	27%	23%	28%	21%	25%	23%	26%	20%
More than three hours, up to four hours	18%	18%	19%	24%	22%	20%	15%	16%	20%	16%
More than four hours, up to five hours	6%	7%	6%	7%	5%	5%	7%	7%	7%	6%
More than five hours, up to six hours	2%	3%	2%	6%	3%	2%	2%	2%	3%	2%
More than six hours	3%	2%	3%	2%	3%	3%	3%	2%	2%	4%
Don't know/ can't recall	10%	13%	7%	7%	9%	11%	11%	10%	8%	13%
Not applicable - I don't ever re-apply sunscreen/ sun tan lotion after first putting it on	10%	12%	8%	11%	7%	6%	8%	13%	9%	11%

Now thinking about ALL of your children aged 11 or younger...

During the summer (i.e. the start of June to the end of August), or while on holiday to a sunny/ hot location, in general do your children aged 11 or younger tend to wear sunscreen/ sun tan lotion?

Unweighted base	332	146	186	16	78	168	51	19	203	129
Base: All GB adults who have a child/ children aged 11 or younger	347	167	179	17	85	176	52	17	190	157
Yes, they do	91%	86%	95%	95%	86%	93%	94%	67%	93%	87%
No, they do not	4%	6%	3%	5%	8%	2%	4%	6%	1%	8%
Don't know/ can't recall	5%	8%	3%	-	5%	4%	2%	27%	6%	5%

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For the following question, if you have more than one child aged 11 or younger, please think about the child whose birthday is NEXT. If you/ your child doesn't ever re-apply their sunscreen/ sun tan lotion after first putting it on, please select the 'Not applicable' option. "

In general, thinking about when this child tends to wear sunscreen/ sun tan lotion in summer, or while on holiday to a sunny/ hot location, approximately how long do you/ they wait before "re-applying" more to their skin (assuming they haven't washed it away in some other way)?

Unweighted base	305	128	177	15	71	158	48	13	191	114
Base: All GB adults who have a child/ children aged 11 or younger that wears sunscreen/ sun tan lotion	314	144	170	16	73	164	49	12	177	137
An hour or less	19%	21%	17%	35%	26%	17%	13%	15%	11%	30%
More than one hour, up to two hours	30%	32%	29%	12%	31%	31%	40%	8%	34%	26%
More than two hours, up to three hours	25%	23%	27%	10%	23%	24%	32%	47%	32%	17%
More than three hours, up to four hours	14%	10%	16%	22%	13%	15%	10%	8%	12%	15%
More than four hours, up to five hours	2%	3%	2%	22%	1%	1%	-	-	2%	2%
More than five hours, up to six hours	1%	1%	1%	-	1%	1%	-	-	1%	-
More than six hours	1%	1%	1%	-	-	2%	-	-	2%	-
Don't know/ can't recall	6%	9%	3%	-	2%	7%	6%	22%	5%	7%
Not applicable - I/ my child doesn't ever re-apply their sunscreen/ sun tan lotion after first putting it on	2%	-	3%	-	2%	2%	-	-	2%	2%

Sunscreen/ sun tan lotion has a sun protection factor (SPF) value.

In general, thinking about when you wear sunscreen/ sun tan lotion in the summer, or while on holiday to a sunny/ hot location, what "SPF" sunscreen/ sun tan lotion do you use on yourself? (If the exact number you generally use is not listed, please select the closest number)

Unweighted base	1517	613	904	163	224	273	272	585	991	526
Base: All GB adults who wear sunscreen/ sun tan lotion during the summer/ when on holiday	1498	640	858	163	226	282	259	568	918	580
SPF 4 or below	1%	0%	1%	-	1%	0%	1%	1%	0%	1%
SPF 8	1%	1%	1%	-	2%	1%	1%	2%	1%	1%
SPF 10	4%	5%	4%	3%	4%	4%	3%	5%	4%	4%
SPF 15	13%	12%	14%	6%	16%	11%	18%	13%	13%	14%
SPF 20	11%	13%	10%	15%	9%	13%	10%	11%	13%	9%
SPF 25	7%	8%	7%	8%	8%	9%	7%	6%	8%	7%
SPF 30	32%	29%	34%	34%	32%	33%	29%	32%	32%	31%
SPF 40	5%	5%	4%	5%	3%	5%	5%	5%	4%	6%
SPF 50 or higher	21%	21%	21%	18%	22%	21%	22%	21%	21%	22%
Don't know/ can't recall	4%	7%	3%	10%	3%	2%	4%	5%	4%	6%

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As a reminder, sunscreen/ sun tan lotion has a sun protection factor (SPF) value.

Thinking about your child aged 11 or younger whose birthday is NEXT..."

In general, thinking about when your child wears sunscreen/ sun tan lotion in the summer, or while on holiday to a sunny/ hot location, what "SPF" sunscreen/ sun tan lotion do you use on your child/ your child use on themselves?

Unweighted base	305	128	177	15	71	158	48	13	191	114
Base: All GB adults who have a children aged 11 or younger that wears sunscreen/ sun tan lotion	314	144	170	16	73	164	49	12	177	137
SPF 4 or below	0%	1%	-	-	-	1%	-	-	0%	-
SPF 8	1%	1%	1%	-	3%	1%	-	-	1%	2%
SPF 10	2%	3%	0%	13%	2%	-	4%	-	1%	3%
SPF 15	2%	1%	3%	-	1%	3%	-	-	2%	2%
SPF 20	2%	3%	2%	17%	2%	2%	-	7%	3%	2%
SPF 25	5%	5%	4%	-	-	8%	2%	-	8%	-
SPF 30	15%	12%	17%	11%	8%	19%	7%	32%	14%	16%
SPF 40	9%	9%	9%	-	6%	10%	14%	8%	7%	12%
SPF 50 or higher	61%	60%	63%	59%	77%	54%	71%	38%	62%	61%
Don't know/ can't recall	3%	5%	1%	-	1%	3%	2%	15%	2%	4%

In general, do you ever check the "expiry date" (i.e. the date indicating when the product is no longer effective) on the sunscreen/ sun tan lotion that you own? (Please select the option that best applies)

Unweighted base	1517	613	904	163	224	273	272	585	991	526
Base: All GB adults who wear sunscreen/ sun tan lotion during the summer/ when on holiday	1498	640	858	163	226	282	259	568	918	580
Yes, and I replace it if it is out of date	46%	38%	52%	30%	44%	55%	46%	47%	46%	46%
Yes, but I keep using it even if it is out of date	18%	20%	17%	16%	14%	16%	21%	22%	19%	18%
No, I don't	33%	38%	30%	49%	39%	28%	31%	29%	33%	33%
Don't know	2%	4%	1%	5%	3%	2%	2%	2%	2%	3%