



Sun

Fieldwork Dates: 23rd - 24th July 2018

**Conducted by YouGov
On behalf of YouGov NY**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data. YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1210 adults. Fieldwork was undertaken between 23rd - 24th July 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US_nat Sample: 23rd - 24th July 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

KYS_q1. To what extent do you like or dislike sunny weather?

Unweighted base	1210	558	652	376	378	456	234	256	453	267	754	157	173	126	465
Base: All US adults	1208	602	606	379	386	442	236	259	452	262	746	148	189	124	504
Like a lot	54%	53%	55%	40%	53%	67%	57%	66%	48%	50%	60%	50%	38%	47%	49%
				C	C	D	H	F.H.I			K.L.M	L			
Like a little	22%	24%	20%	28%	23%	17%	22%	18%	25%	21%	22%	21%	24%	22%	21%
			E	E											
Neutral	13%	14%	12%	16%	12%	11%	13%	9%	15%	15%	9%	18%	22%	16%	17%
			E	E				G	G			J	J	J	O.P
Dislike a little	6%	5%	7%	8%	8%	3%	5%	2%	7%	9%	5%	3%	9%	8%	6%
			E	E					G	G			K		
Dislike a lot	4%	4%	4%	7%	3%	2%	2%	3%	4%	4%	3%	6%	3%	6%	5%
			D.E												
Don't know/hot sure	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	0%	2%	3%	2%	2%
			E	E								J	J	J	O.P

KYS_q3. How easy or difficult is it for you to end up sunburned if you spent any time in the sun?

Unweighted base	1210	558	652	376	378	456	234	256	453	267	754	157	173	126	465
Base: All US adults	1208	602	606	379	386	442	236	259	452	262	746	148	189	124	504
Very easy	25%	20%	31%	22%	30%	24%	30%	26%	21%	26%	31%	12%	19%	18%	26%
			A		C		H				K.L.M				
Somewhat easy	33%	34%	31%	29%	36%	33%	28%	34%	33%	35%	37%	16%	33%	27%	32%
											K.M		K	K	
Somewhat difficult	26%	30%	23%	27%	24%	28%	26%	26%	27%	27%	25%	24%	26%	38%	24%
			B											J.K	
Very difficult	12%	13%	11%	16%	7%	12%	12%	11%	14%	10%	6%	38%	13%	12%	11%
			D			D						J.L.M	J	J	
Don't know/hot sure	4%	4%	4%	6%	3%	3%	3%	3%	5%	3%	2%	10%	7%	6%	6%
			E									J	J	J	O.P

KYS_q4. When you are out in the sun, how often do you use any sunscreen?

Unweighted base	1210	558	652	376	378	456	234	256	453	267	754	157	173	126	465
Base: All US adults	1208	602	606	379	386	442	236	259	452	262	746	148	189	124	504
Always	15%	8%	21%	12%	21%	12%	19%	11%	12%	19%	15%	11%	16%	18%	11%
			A		C.E		G.H				G.H				
Most of the time	23%	20%	26%	25%	26%	19%	26%	21%	21%	25%	25%	11%	21%	26%	18%
			A	E	E						K		K	K	
Some of the time	22%	22%	22%	24%	21%	20%	18%	24%	24%	20%	23%	17%	23%	20%	20%
Rarely	21%	26%	16%	24%	18%	22%	22%	24%	22%	17%	21%	22%	23%	20%	24%
			B					I							
Never	18%	22%	14%	13%	12%	27%	14%	18%	20%	17%	16%	36%	14%	14%	24%
			B			C.D			F			J.L.M			O.P.Q
Don't know/hot sure	2%	1%	2%	3%	2%	1%	2%	1%	2%	2%	1%	4%	3%	1%	3%
												J			O.P

KYS_q5. Have you ever got a really bad sunburn?

Unweighted base	1210	558	652	376	378	456	234	256	453	267	754	157	173	126	465
Base: All US adults	1208	602	606	379	386	442	236	259	452	262	746	148	189	124	504
Yes, I have	64%	62%	66%	59%	66%	67%	63%	66%	63%	64%	80%	17%	50%	48%	59%
						C					K.L.M		K	K	
No, I have not	32%	33%	30%	34%	30%	31%	33%	29%	32%	31%	18%	77%	40%	46%	34%
												J.L.M	J	J	P
Don't know/hot sure	4%	5%	4%	7%	4%	2%	4%	4%	4%	5%	2%	6%	10%	7%	7%
			E									J	J	J	O.P.Q

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US_nat Sample: 23rd - 24th July 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

KYS_q1. To what extent do you like or dislike sunny weather?

Unweighted base	1210	400	223	122	564	20	113	57	400	56	313	897	457	336	242
Base: All US adults	1208	380	208	116	552	20	113	58	408	58	310	898	460	336	233
Like a lot	54%	57%	59%	59%	61%	53%	59%	51%	44%	54%	54%	54%	49%	57%	66%
		N	N	N	V	**	V	*	*	*	*	*	Z.AC	Z.AA.AC	21%
Like a little	22%	23%	23%	22%	21%	37%	17%	27%	24%	17%	24%	21%	22%	23%	21%
						**	*	*	*	*	*	*			
Neutral	13%	10%	10%	12%	11%	10%	17%	14%	16%	7%	13%	13%	17%	10%	7%
						**	*	*	*	*	*	*	AA.AB		
Dislike a little	6%	7%	4%	4%	5%	-	4%	5%	8%	8%	6%	6%	6%	6%	4%
						**	*	*	R	*	*	*			
Dislike a lot	4%	3%	4%	2%	2%	-	3%	4%	5%	15%	2%	4%	4%	3%	2%
						**	*	*	R	R.T.U.V*	*	*			
Don't know/hot sure	1%	0%	-	-	0%	-	-	-	3%	-	1%	1%	1%	0%	0%
						**	*	*	R	*	*	*			

KYS_q3. How easy or difficult is it for you to end up sunburned if you spent any time in the sun?

Unweighted base	1210	400	223	122	564	20	113	57	400	56	313	897	457	336	242
Base: All US adults	1208	380	208	116	552	20	113	58	408	58	310	898	460	336	233
Very easy	25%	22%	27%	27%	27%	24%	24%	28%	23%	25%	26%	25%	24%	24%	28%
						**	*	*	*	*	*	*			
Somewhat easy	33%	32%	34%	37%	33%	17%	34%	35%	33%	29%	36%	31%	34%	31%	34%
						**	*	*	*	*	*	*			
Somewhat difficult	26%	28%	29%	24%	27%	39%	27%	26%	25%	28%	22%	28%	25%	29%	30%
						**	*	*	*	*	*	*			
Very difficult	12%	14%	9%	10%	10%	14%	11%	9%	15%	15%	12%	12%	13%	15%	7%
						**	*	*	R	*	*	*	AB	AB	
Don't know/hot sure	4%	3%	0%	3%	3%	5%	3%	2%	5%	3%	3%	4%	5%	1%	1%
		P				**	*	*	*	*	*	*	AA.AB		

KYS_q4. When you are out in the sun, how often do you use any sunscreen?

Unweighted base	1210	400	223	122	564	20	113	57	400	56	313	897	457	336	242
Base: All US adults	1208	380	208	116	552	20	113	58	408	58	310	898	460	336	233
Always	15%	13%	23%	22%	18%	22%	12%	11%	11%	19%	15%	15%	11%	16%	14%
			N.O	N.O	V	**	*	*	*	*	*	*	Z		
Most of the time	23%	23%	30%	31%	25%	20%	26%	12%	22%	12%	30%	20%	18%	25%	33%
		N	N	N	U.W	**	U.W	*	*	*	Y	*	Z	Z.AA.AC	
Some of the time	22%	25%	19%	24%	23%	17%	20%	19%	20%	31%	23%	21%	21%	23%	25%
						**	*	*	*	*	*	*			
Rarely	21%	20%	19%	18%	19%	30%	20%	25%	24%	20%	19%	22%	23%	23%	19%
						**	*	*	*	*	*	*			
Never	18%	18%	9%	4%	14%	11%	21%	28%	21%	16%	13%	19%	25%	12%	8%
		P.Q				**	*	R*	R	*	X	*	AA.AB		
Don't know/hot sure	2%	1%	1%	-	1%	-	1%	4%	3%	2%	1%	2%	2%	1%	1%
						**	*	R*	R	*	*	*			

KYS_q5. Have you ever got a really bad sunburn?

Unweighted base	1210	400	223	122	564	20	113	57	400	56	313	897	457	336	242
Base: All US adults	1208	380	208	116	552	20	113	58	408	58	310	898	460	336	233
Yes, I have	64%	65%	73%	70%	68%	58%	63%	60%	59%	80%	64%	64%	59%	66%	75%
			N.O	N	V	**	*	*	*	T.U.V*	*	*			Z.AA.AC
No, I have not	32%	32%	26%	29%	30%	38%	34%	31%	35%	18%	32%	32%	35%	33%	24%
						**	W	*	W	*	*	*	AB	AB	
Don't know/hot sure	4%	4%	1%	0%	3%	5%	4%	10%	6%	2%	4%	4%	6%	1%	1%
		P				**	*	R*	R	*	*	*	AA.AB		

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US_nat Sample: 23rd - 24th July 2018



Total	
	Prefer not to say
	AC

KYS_q1. To what extent do you like or dislike sunny weather?

Unweighted base	1210	175
Base: All US adults	1208	178
Like a lot	54%	46%
Like a little	22%	21%
Neutral	13%	16%
Dislike a little	6%	8%
Dislike a lot	4%	6%
Don't know/not sure	1%	3%
		AA AB

KYS_q3. How easy or difficult is it for you to end up sunburned if you spent any time in the sun?

Unweighted base	1210	175
Base: All US adults	1208	178
Very easy	25%	27%
Somewhat easy	33%	31%
Somewhat difficult	26%	21%
Very difficult	12%	10%
Don't know/not sure	4%	10%
		Z AA AB

KYS_q4. When you are out in the sun, how often do you use any sunscreen?

Unweighted base	1210	175
Base: All US adults	1208	178
Always	15%	20%
Most of the time	23%	17%
Some of the time	22%	19%
Rarely	21%	17%
Never	18%	22%
Don't know/not sure	2%	4%
		AA AB

KYS_q5. Have you ever got a really bad sunburn?

Unweighted base	1210	175
Base: All US adults	1208	178
Yes, I have	64%	58%
No, I have not	32%	31%
Don't know/not sure	4%	11%
		Z AA AB

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Sun

US_nat Sample: 23rd - 24th July 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

KYS_q6. If you forgot to bring sunscreen to the beach, would you just sit in the shade or go in the sun and hope for the best?

Unweighted base	1210	558	652	376	378	456	234	256	453	267	754	157	173	126	465
Base: All US adults	1208	602	606	379	386	442	236	259	452	262	746	148	189	124	504
Sit in the shade	48%	42%	54%	40%	54%	51%	55%	45%	47%	49%	50%	52%	41%	48%	45%
			A		C	C	G								
Go in the sun and hope for the best	40%	45%	34%	48%	39%	33%	33%	45%	40%	39%	39%	30%	46%	43%	39%
		B		D,E			F			K		K	K	K	Q
Don't know/hot sure	12%	13%	11%	12%	7%	16%	13%	10%	13%	11%	11%	18%	13%	9%	16%
			D		D							J,M			P,Q

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

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Sun

US_nat Sample: 23rd - 24th July 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

KYS_q6. If you forgot to bring sunscreen to the beach, would you just sit in the shade or go in the sun and hope for the best?

Unweighted base	1210	400	223	122	564	20	113	57	400	56	313	897	457	336	242
Base: All US adults	1208	380	208	116	552	20	113	58	408	58	310	898	460	336	233
Sit in the shade	48%	45%	54%	65%	50%	59%	52%	50%	46%	39%	45%	50%	44%	49%	55%
			N.O	N.O		**		*		*					Z
Go in the sun and hope for the best	40%	43%	40%	29%	39%	24%	36%	30%	40%	55%	48%	37%	40%	43%	38%
		Q			**			*		R.T.U.V*	Y			AC	
Don't know/not sure	12%	11%	7%	6%	11%	16%	12%	19%	13%	6%	8%	14%	16%	8%	7%
					**			W*		*		X	AA,AB		

Cell Contents (Col

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US_nat Sample: 23rd - 24th July 2018



Total	
	Prefer not to say

KYS_q6. If you forgot to bring sunscreen to the beach, would you just sit in the shade or go in the sun and hope for the best?

Unweighted base	1210	175
Base: All US adults	1208	178
Sit in the shade	48%	52%
Go in the sun and hope for the best	40%	33%
Don't know/hot sure	12%	15%
		AAAB

Cell Contents (Col