

24088889-01 Skin Health Behaviours

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Q1_59. To what extent do you agree or disagree with each of the following statements? - I need to get as much sun as possible to get enough vitamin D - Banner A

Table: 34

Overlap formulae used

ColumnProportions (5%): A/B/C/D,A/E/F/G,A/H/I/J/K/L/M,A/N/O/P/Q,A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j/k/l/m,a/n/o/p/q,a/r/s/t/u Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D,A/E/F/G,A/H/I/J/K/L/M,A/N/O/P/Q,A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j/k/l/m,a/n/o/p/q,a/r/s/t/u Minimum Base: 30(**) Small Base: 100(*)

	Gender				Age			Age / gender					Ethnicity					Education			
	Total	Male	Female	Non- binary or other gender	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	White	Mixed or any other Ethnic Group	Asian	Black	Higher education	A-Level or equivalen t	GCSE or Equivalen t	No qualificati ons
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighte d Base	4200	2031	2114	43	1253	1455	1492	697	618	716	516	823	775	3460	216	321	200	2360	772	836	210
Base: All UK adults	4200	2031	2114	43	1200	1424	1576	679	600	753	482	810	822	3432	208	390	167	2318	764	864	223
Strongly agree	380 9%	202 10%	173 8%	4 9%	159 13%	140 10%	81 5%	116 17%	55 9%	30 4%	42 9%	80 10%	51 6%	242 7%	30 14%	77 20%	31 19%	229 10%	58 8%	58 7%	32 14%
	cGJMNT	ac		*	AFG	G		AUJKLM	Jm		J	JM	j		AN	AN	AN	asT			ArST
Somewhat agree	1102 26%	554 27%	531 25%	14 33%	372 31%	379 27%	352 22%	230 34%	157 26%	166 22%	128 26%	218 27%	185 23%	852 25%	64 31%	133 34%	54 32%	637 27%	189 25%	207 24%	63 28%
	GJMNT			*	AFG	G		AUJKLM				Jm				AN	aN	at			
Neither agree nor disagree	1051 25%	503 25%	535 25%	10 23%	301 25%	313 22%	437 28%	143 21%	153 25%	208 28%	146 30%	159 20%	230 28%	890 26%	54 26%	70 18%	37 22%	526 23%	193 25%	263 30%	58 26%
	FHLPR			*			AF		L	HL	AHL		aHL	AP	p					ARS	
Somewhat disagree	1021 24%	489 24%	522 25%	6 14%	252 21%	342 24%	427 27%	133 20%	133 22%	224 30%	113 24%	206 25%	203 25%	885 26%	39 19%	65 17%	31 19%	573 25%	211 28%	195 23%	38 17%
	EHPqU			*			Aef		AHIKlm			H	H	AoPQ				U	ATU		
Strongly disagree	574 14%	250 12%	317 15%	7 16%	94 8%	230 16%	250 16%	48 7%	91 15%	111 15%	40 8%	137 17%	139 17%	500 15%	20 10%	41 11%	13 8%	321 14%	101 13%	119 14%	26 12%
	BEHKQ		AB	*	AE	AE			HK	HK		AHK	AHK	AQ							
I don't know	71 2%	33 2%	36 2%	2 5%	21 2%	21 1%	29 2%	8 1%	11 2%	15 2%	12 3%	9 1%	15 2%	62 2%	2 1%	4 1%	1 0%	31 1%	12 2%	21 2%	6 3%
	r			*							I									ar	
Total	4200 100%	2031 100%	2114 100%	43 100%	1200 100%	1424 100%	1576 100%	679 100%	600 100%	753 100%	482 100%	810 100%	822 100%	3432 100%	208 100%	390 100%	167 100%	2318 100%	764 100%	864 100%	223 100%
Net Agree	1483 35%	755 37%	704 33%	18 42%	531 44%	519 36%	433 27%	347 51%	213 35%	196 26%	169 35%	298 37%	236 29%	1095 32%	93 45%	209 54%	85 51%	866 37%	247 32%	266 31%	95 43%
	CGJMNT	AC		*	AFG	G		AUJKLM	JM		JM	JM			AN	AN	AN	AST			aST
Net Disagree	1595 38%	740 36%	839 40%	13 30%	347 29%	571 40%	676 43%	181 27%	224 37%	335 44%	154 32%	344 42%	342 42%	1385 40%	59 28%	106 27%	44 27%	895 39%	312 41%	314 36%	64 29%
	BEHKOPQ U		Ab	*	aE	AE			H	AHK	h	AHK	AHK	AOPQ				U	atU	u	

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Q1_S9. To what extent do you agree or disagree with each of the following statements? - I need to get as much sun as possible to get enough vitamin D - Banner B

Table: 35

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H/I/J/K/L/M,A/N/O,A/P/Q/R/S (10%): a/b/c,a/d/e/f,a/g/h/i/j/k/l/m,a/n/o,a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H/I/J/K/L/M,A/N/O,A/P/Q/R/S (10%): a/b/c,a/d/e/f,a/g/h/i/j/k/l/m,a/n/o,a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

	Social grade			IMD			Region					Sexual orientation				Social media use			
	Total	ABC1	C2DE	Low (1/2/3)	Medium (4/5/6/7)	High (8/9/10)	ENGLAND	North	Midlands	South	WALES	SCOTLAN D	NORTHERN IRELAND	Heterosexual or straight	Gay, lesbian, bisexual or other	Less than an hour a day	1-2 hours a day	3-5 hours a day	More than 5 hours a day
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %
Unweighted Base	4200	2265	1935	1166	1638	1006	3501	952	1061	1488	177	333	189	3796	346	1440	1081	877	479
Base: All UK adults	4200	2186	2014	1168	1684	998	3544	974	1088	1482	195	344	117	3707	181	1488	1086	825	454
Strongly agree	380 9%	207 9%	173 9%	142 12%	158 9%	55 6%	332 9%	87 9%	99 9%	146 10%	12 6%	29 8%	7 6%	335 9%	16 9%	87 6%	84 8%	114 14%	64 14%
	FNP			AEF	F													APQ	APQ
Somewhat agree	1102 26%	604 28%	498 25%	316 27%	445 26%	247 25%	920 26%	255 26%	271 25%	394 27%	45 23%	113 33%	24 21%	954 26%	51 28%	316 21%	284 26%	244 30%	169 37%
	cNP	ac										AGHIJKM				P	AP	APQR	
Neither agree nor disagree	1051 25%	538 25%	513 25%	283 24%	415 25%	267 27%	895 25%	234 24%	261 24%	400 27%	48 25%	76 22%	32 27%	946 26%	39 21%	401 27%	233 21%	190 23%	92 20%
	QS								agl					A		aQrS			
Somewhat disagree	1021 24%	510 23%	511 25%	263 23%	406 24%	271 27%	860 24%	248 25%	287 26%	325 22%	54 28%	76 22%	32 27%	890 24%	43 24%	402 27%	295 27%	180 22%	85 19%
	JNrS					AD	J	j	gJ							ARS	ARS		
Strongly disagree	574 14%	292 13%	282 14%	143 12%	234 14%	141 14%	475 13%	132 14%	148 14%	195 13%	32 17%	46 13%	21 18%	514 14%	29 16%	255 17%	176 16%	82 10%	41 9%
	RS													A		ARS	ARS		
I don't know	71 2%	35 2%	37 2%	20 2%	26 2%	16 2%	62 2%	17 2%	24 2%	22 1%	3 2%	4 1%	2 1%	68 2%	3 2%	26 2%	13 1%	16 2%	5 1%
														A					
Total	4200 100%	2186 100%	2014 100%	1168 100%	1684 100%	998 100%	3544 100%	974 100%	1088 100%	1482 100%	195 100%	344 100%	117 100%	3707 100%	181 100%	1488 100%	1086 100%	825 100%	454 100%
Net Agree	1483 35%	811 37%	671 33%	459 39%	603 36%	303 30%	1252 35%	343 35%	369 34%	540 36%	57 29%	142 41%	31 27%	1289 35%	68 37%	403 27%	368 34%	358 43%	233 51%
	CFMNP	AC		AF	F		M	m	m	M		AghIKM					P	APQ	APQR
Net Disagree	1595 38%	802 37%	793 39%	406 35%	640 38%	412 41%	1335 38%	380 39%	435 40%	520 35%	86 44%	122 35%	52 45%	1404 38%	72 40%	657 44%	471 43%	262 32%	125 28%
	DJNRS						AD	J	j	J	j		agJl			ARS	ARS		

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Q1_59. To what extent do you agree or disagree with each of the following statements? - I need to get as much sun as possible to get enough vitamin D - BaniTable: 36

Overlap formulae used

ColumnProportions (5%): A/B/C/D/A/E/F/G/A/H/I/J/K/L/A/M/N/A/O/P (10%): a/b/c/d,a/e/f/g,a/h/i,a/j/k/l,a/m/n,a/o/p Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/A/E/F/G/A/H/I/J/K/L/A/M/N/A/O/P (10%): a/b/c/d,a/e/f/g,a/h/i,a/j/k/l,a/m/n,a/o/p Minimum Base: 30(**) Small Base: 100(*)

	Sunbather (in the UK or on				Suncream user when			Intention to		Sunbed use			Intention to use		Personal experience	
	Total	Sunbathe regularly	Sunbathe occasionally	Never sunbathe	Regular suncream user	Occasional suncream user	Never uses suncream	Likely to sunbathe in the future	Unlikely to sunbathe in the future	Current sunbed user	Past sunbed user	Non-sunbed user	Likely to use sunbeds in the future	Unlikely to use sunbeds in the future	Experienced skin cancer personally or with a family member or friend	No personal experience of skin cancer
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %
Unweighted Base	4200	1215	2814	1325	2562	1308	135	2355	1536	409	817	2873	740	3205	1400	2584
Base: All UK adults	4200	1175	2791	1366	2507	1297	134	2328	1550	392	787	2889	722	3227	1386	2576
Strongly agree	380 9%	180 15%	228 8%	71 5%	223 9%	153 12%	28 21%	273 12%	80 5%	83 21%	77 10%	202 7%	142 20%	210 7%	115 8%	243 9%
	CDILN	ACD	D			AE	AEF	AI		AKL	L		AN			
Somewhat agree	1102 26%	366 31%	778 28%	270 20%	667 27%	462 36%	34 25%	737 32%	314 20%	164 42%	216 27%	698 24%	293 41%	752 23%	373 27%	690 27%
	DILN	ACD	AD			AEG		AI		AKL	I		AN			
Neither agree nor disagree	1051 25%	240 20%	696 25%	343 25%	593 24%	306 24%	38 28%	525 23%	396 26%	72 18%	180 23%	731 25%	132 18%	828 26%	304 22%	658 26%
	BEHJMO		B	B					h			J		M		O
Somewhat disagree	1021 24%	243 21%	697 25%	392 29%	645 26%	273 21%	17 13%	512 22%	436 28%	51 13%	193 25%	770 27%	110 15%	870 27%	362 26%	613 24%
	BFGHJM		B	ABC	AFG	G			AH		J	AJ		AM	a	
Strongly disagree	574 14%	129 11%	356 13%	258 19%	348 14%	90 7%	16 12%	260 11%	293 19%	18 5%	113 14%	435 15%	39 5%	512 16%	215 16%	331 13%
	BCFHJMp		b	ABC	F		f		AH		J	AJ		AM	AP	
I don't know	71 2%	17 1%	37 1%	31 2%	31 1%	14 1%	2 2%	23 1%	30 2%	4 1%	9 1%	52 2%	6 1%	55 2%	17 1%	41 2%
	CEFHm			C					H							
Total	4200 100%	1175 100%	2791 100%	1366 100%	2507 100%	1297 100%	134 100%	2328 100%	1550 100%	392 100%	787 100%	2889 100%	722 100%	3227 100%	1386 100%	2576 100%
Net Agree	1483 35%	546 47%	1006 36%	341 25%	891 36%	615 47%	62 46%	1009 43%	394 25%	247 63%	293 37%	900 31%	435 60%	962 30%	488 35%	933 36%
	DILN	ACD	D			AE	AE	AI		AKL	L		AN			
Net Disagree	1595 38%	372 32%	1053 38%	651 48%	992 40%	362 28%	33 24%	772 33%	729 47%	69 18%	306 39%	1206 42%	149 21%	1382 43%	577 42%	944 37%
	BFGHJMP		B	ABC	AFG				AH		J	AJ		AM	AP	

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Q1_S9. To what extent do you agree or disagree with each of the following statements? - I need to get as much sun asTable: 37

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/A/F/G/H/A/I/J/A/K/L (10%): a/b/c,a/d/e,a/f/g/h,a/i/j,a/k/l Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A/B/C/A/D/E/A/F/G/H/A/I/J/A/K/L (10%): a/b/c,a/d/e,a/f/g/h,a/i/j,a/k/l Minimum Base: 30(**) Small Base: 100(**)

	Sun protection and		Sunbed information		Working outdoors versus			Carefree identity		Lived abroad			
		Gets informati on about sun protectio n and tanning from a trusted source	Gets informati on about sun protectio n and tanning from a different source	Gets informati on about sunbeds from a trusted source	Gets informati on about sunbeds from a different source	Works outdoors or spends a lot of time outside	Mix of indoors and outdoors work	Works indoors or doesn't spend a lot of time outdoors	Considers themselves a carefree person	Does not consider themselves a carefree person	Lived abroad in a hot and sunny country	Not lived abroad in a hot and sunny country	
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Base	4200	1855	2345	942	3258	581	461	2984	1483	1783	825	3212	
Base: All UK adults	4200	1838	2362	907	3293	601	447	2959	1455	1793	816	3202	
Strongly agree	380 9%	187 10%	193 8%	123 14%	257 8%	62 10%	60 13%	245 8%	174 12%	134 7%	123 15%	238 7%	
	CEHJL	aC		AE			AH		AJ		AL		
Somewhat agree	1102 26%	498 27%	605 26%	286 32%	817 25%	183 30%	134 30%	766 26%	450 31%	441 25%	254 31%	809 25%	
	EJL			AE		AH	a		AJ		AL		
Neither agree nor disagree	1051 25%	397 22%	654 28%	174 19%	877 27%	139 23%	120 27%	684 23%	324 22%	390 22%	160 20%	810 25%	
	BDHIJK		AB		AD							K	
Somewhat disagree	1021 24%	468 25%	552 23%	203 22%	818 25%	137 23%	93 21%	759 26%	329 23%	503 28%	173 21%	825 26%	
	giK							AG		AI		AK	
Strongly disagree	574 14%	272 15%	302 13%	113 12%	461 14%	71 12%	32 7%	457 15%	165 11%	297 17%	101 12%	463 14%	
	cGI	c				G		AFG		AI		A	
I don't know	71 2%	16 1%	56 2%	8 1%	63 2%	9 2%	7 2%	48 2%	14 1%	27 2%	6 1%	57 2%	
	BDIK		AB		ad							k	
Total	4200 100%	1838 100%	2362 100%	907 100%	3293 100%	601 100%	447 100%	2959 100%	1455 100%	1793 100%	816 100%	3202 100%	
Net Agree	1483 35%	685 37%	798 34%	409 45%	1074 33%	245 41%	193 43%	1011 34%	624 43%	576 32%	376 46%	1048 33%	
	CEHJL	AC		AE		AH	AH		AJ		AL		
Net Disagree	1595 38%	741 40%	854 36%	316 35%	1279 39%	208 35%	125 28%	1216 41%	494 34%	799 45%	274 34%	1288 40%	
	CDGIK	AC			ad	G		AFG		AI		AK	

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Q2_S1. How many times can you remember being sunburnt before? - In the last year - Banner A

Table: 43

Overlap formulae used

ColumnProportions (5%): A/B/C/D,A/E/F/G,A/H/I/J/K/L/M,A/N/O/P/Q,A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j,k/l/m,a/n/o/p/q,a/r/s/t/u Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D,A/E/F/G,A/H/I/J/K/L/M,A/N/O/P/Q,A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j,k/l/m,a/n/o/p/q,a/r/s/t/u Minimum Base: 30(**) Small Base: 100(*)

	Gender				Age			Age / gender						Ethnicity				Education			
	Total	Male	Female	Non- binary or other gender	18-34	35-54	55+	Male 18- 34	Male 35- 54	Male 55+	Female 18-34	Female 35-54	Female 55+	White	Mixed or any other Ethnic Group	Asian	Black	Higher educatio n	A-Level or equivalen t	GCSE or Equivalen t	No qualificati ons
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighte d Base	4200	2031	2114	43	1253	1455	1492	697	618	716	516	823	775	3460	216	321	200	2360	772	836	210
Base: All UK adults	4200	2031	2114	43	1200	1424	1576	679	600	753	482	810	822	3432	208	390	167	2318	764	864	223
Never	2239	1067	1149	19	364	727	1149	221	304	541	128	413	607	1889	97	196	56	1116	441	529	145
	53%	53%	54%	44%	30%	51%	73%	33%	51%	72%	27%	51%	74%	55%	47%	50%	33%	48%	58%	61%	65%
	EFHKQR			*		E	AEF	k	HK	AHIKL		HK	AHIKL	AoQ	Q	Q			AR	AR	ARs
Less than 5 times	1437	710	699	22	551	554	332	309	238	163	218	312	169	1168	69	140	60	853	254	276	48
	34%	35%	33%	51%	46%	39%	21%	46%	40%	22%	45%	39%	21%	34%	33%	36%	36%	37%	33%	32%	21%
	GJMU			ABC*	AFG	AG		AIJLM	AJM		AJLM	AJM						ATU	U	U	
5-10 times	226	115	110	1	134	64	28	75	24	16	58	40	12	155	20	21	30	166	33	22	3
	5%	6%	5%	2%	11%	4%	2%	11%	4%	2%	12%	5%	2%	5%	10%	5%	18%	7%	4%	3%	1%
	fGJMNTU			*	AFG	G		AIJLM	jM		AIJLM	JM			AN		ANOP	ASTU	tu		
More than 10 times	97	59	36	0	58	26	12	38	12	9	20	13	4	70	2	13	12	76	10	8	2
	2%	3%	2%	0%	5%	2%	1%	6%	2%	1%	4%	2%	0%	2%	1%	3%	7%	3%	1%	1%	1%
	CGJMNst	AC		*	AFG	G		AIJLM	M		AIJLM	M					ANOp	AST			
I don't know or I can't remember	202	81	119	1	94	53	55	34	22	25	58	32	30	149	20	21	10	107	26	29	25
	5%	4%	6%	2%	8%	4%	3%	5%	4%	3%	12%	4%	4%	4%	10%	5%	6%	5%	3%	3%	11%
	BFGjNst		AB	*	AFG						AHIJLM				AN						ARST
Total	4200	2031	2114	43	1200	1424	1576	679	600	753	482	810	822	3432	208	390	167	2318	764	864	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Q2_S1. How many times can you remember being sunburnt before? - In the last year - Banner B

Table: 44

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H/I/J/K/L/M,A/N/O,A/P/Q/R/S (10%): a/b/c,a/d/e/f,a/g/h/i/j/k/l/m,a/n/o,a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H/I/J/K/L/M,A/N/O,A/P/Q/R/S (10%): a/b/c,a/d/e/f,a/g/h/i/j/k/l/m,a/n/o,a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

	Social grade			IMD			Region						Sexual orientation				Social media use			
	Total	ABC1	C2DE	Low (1/2/3)	Medium (4/5/6/7)	High (8/9/10)	ENGLAND	North	Midlands	South	WALES	SCOTLAN D	NORTHER N IRELAND	Heterose xual or straight	Gay, lesbian, bisexual or other	Less than an hour a day	1-2 hours a day	3-5 hours a day	More than 5 hours a day	
(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %		
Unweighted Base	4200	2265	1935	1166	1638	1006	3501	952	1061	1488	177	333	189	3796	346	1440	1081	877	479	
Base: All UK adults	4200	2186	2014	1168	1684	998	3544	974	1088	1482	195	344	117	3707	181	1488	1086	825	454	
Never	2239	1019	1220	553	930	572	1852	549	580	723	118	203	66	1998	95	1026	599	340	145	
	53%	47%	61%	47%	55%	57%	52%	56%	53%	49%	60%	59%	57%	54%	52%	69%	55%	41%	32%	
	BDGJRS		AB		aD	AD	J	aGJ	j		gJ	AGiJ	j	A		AQRS	RS	S		
Less than 5 times	1437	842	595	418	561	330	1228	316	377	536	66	101	42	1243	71	352	411	367	204	
	34%	39%	30%	36%	33%	33%	35%	32%	35%	36%	34%	29%	36%	34%	39%	24%	38%	44%	45%	
	CINP	AC					I		ahL						AN		AP	APQ	APQ	
5-10 times	226	147	78	93	76	47	204	50	54	100	8	9	4	208	7	33	38	64	61	
	5%	7%	4%	8%	4%	5%	6%	5%	5%	7%	4%	3%	4%	6%	4%	2%	3%	8%	13%	
	CeLPQ	AC		AEF			AL		AgL					A			p	APQ	APQR	
More than 10 times	97	72	25	37	41	15	79	21	20	38	2	13	3	93	4	17	11	31	29	
	2%	3%	1%	3%	2%	2%	2%	2%	2%	3%	1%	4%	2%	3%	2%	1%	1%	4%	6%	
	CfPQ	AC		AF								i		A				APQ	APQR	
I don't know or I can't remember	202	105	96	67	77	34	181	39	57	85	1	18	2	164	4	59	27	23	16	
	5%	5%	5%	6%	5%	3%	5%	4%	5%	6%	1%	5%	2%	4%	2%	4%	3%	3%	4%	
	FKmNOQR			F			ahKm	k	Km	ahKM		Km		o		q				
Total	4200	2186	2014	1168	1684	998	3544	974	1088	1482	195	344	117	3707	181	1488	1086	825	454	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

24088889-01 Skin Health Behaviours

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Q2_S1. How many times can you remember being sunburnt before? - In the last year - Banner C

Table: 45

Overlap formulae used

ColumnProportions (5%): A/B/C/D,A/E/F/G,A/H/I,A/J/K/L,A/M/N,A/O/P (10%): a/b/c/d,a/e/f/g,a/h/i,a/j/k/l,a/m/n,a/o/p Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D,A/E/F/G,A/H/I,A/J/K/L,A/M/N,A/O/P (10%): a/b/c/d,a/e/f/g,a/h/i,a/j/k/l,a/m/n,a/o/p Minimum Base: 30(**) Small Base: 100(*)

	Sunbather (in the UK or on				Suncream user when			Intention to		Sunbed use			Intention to use		Personal experience	
	Total	Sunbathe regularly	Sunbathe occasionally	Never sunbathe	Regular suncream user	Occasional suncream user	Never uses suncream	Likely to sunbathe in the future	Unlikely to sunbathe in the future	Current sunbed user	Past sunbed user	Non-sunbed user	Likely to use sunbeds in the future	Unlikely to use sunbeds in the future	personally or with a family member or friend	No personal experience of skin cancer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Base	4200	1215	2814	1325	2562	1308	135	2355	1536	409	817	2873	740	3205	1400	2584
Base: All UK adults	4200	1175	2791	1366	2507	1297	134	2328	1550	392	787	2889	722	3227	1386	2576
Never	2239 53%	476 41%	1425 51%	962 70%	1266 51%	551 42%	77 58%	1030 44%	1064 69%	89 23%	365 46%	1757 61%	177 25%	1975 61%	722 52%	1440 56%
	BCEFHJKM		B	ABC	F		F		AH		J	AJK		AM		AO
Less than 5 times	1437 34%	514 44%	1048 38%	321 24%	958 38%	547 42%	42 31%	978 42%	380 25%	188 48%	305 39%	911 32%	345 48%	1010 31%	489 35%	861 33%
	DILN	ACD	AD		A	AEG		AI		AKL	AL		AN			
5-10 times	226 5%	95 8%	154 6%	26 2%	143 6%	104 8%	2 1%	169 7%	43 3%	71 18%	63 8%	80 3%	117 16%	85 3%	85 6%	123 5%
	DGILNP	ACD	D		G	AEG		AI		AKL	AL		AN			
More than 10 times	97 2%	54 5%	55 2%	11 1%	64 3%	40 3%	4 3%	70 3%	16 1%	36 9%	24 3%	30 1%	55 8%	31 1%	41 3%	47 2%
	cDILNP	ACD	D			a		AI		AKL	L		AN		aP	
I don't know or I can't remember	202 5%	36 3%	110 4%	46 3%	75 3%	56 4%	9 7%	81 3%	47 3%	9 2%	30 4%	111 4%	28 4%	126 4%	49 4%	105 4%
	BCDEHIJLN OP					E	E									
Total	4200 100%	1175 100%	2791 100%	1366 100%	2507 100%	1297 100%	134 100%	2328 100%	1550 100%	392 100%	787 100%	2889 100%	722 100%	3227 100%	1386 100%	2576 100%

24088889-01 Skin Health Behaviours

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Q2_S1. How many times can you remember being sunburnt before? - In the last year - Banner D

Table: 46

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E,A/F/G/H,A/I/J,A/K/L (10%): a/b/c,a/d/e,a/f/g/h,a/i/j,a/k/l Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E,A/F/G/H,A/I/J,A/K/L (10%): a/b/c,a/d/e,a/f/g/h,a/i/j,a/k/l Minimum Base: 30(**) Small Base: 100(*)

	Sun protection and		Sunbed information		Working outdoors versus			Carefree identity		Lived abroad		
	Gets informati on about sun protection and tanning from a trusted source	Gets informati on about sun protection and tanning from a different source	Gets informati on about sunbeds from a trusted source	Gets informati on about sunbeds from a different source	Works outdoors or spends a lot of time outside	Mix of indoors and outdoors work	Works indoors or doesn't spend a lot of time outdoors	Considers themselves a carefree person	Does not consider themselves a carefree person	Lived abroad in a hot and sunny country	Not lived abroad in a hot and sunny country	
Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
	%	%	%	%	%	%	%	%	%	%	%	%
Unweighte d Base	4200	1855	2345	942	3258	581	461	2984	1483	1783	825	3212
Base: All												
UK adults	4200	1838	2362	907	3293	601	447	2959	1455	1793	816	3202
Never	2239	886	1354	361	1879	316	143	1725	681	1072	359	1838
	53%	48%	57%	40%	57%	53%	32%	58%	47%	60%	44%	57%
	BDGIK		AB		AD	G		AFG		AI		AK
Less than 5 times	1437	707	730	372	1064	211	201	971	571	591	316	1062
	34%	38%	31%	41%	32%	35%	45%	33%	39%	33%	39%	33%
	CEHL	AC		AE			AFH		AJ		AL	
5-10 times	226	133	93	99	127	29	54	129	107	60	73	136
	5%	7%	4%	11%	4%	5%	12%	4%	7%	3%	9%	4%
	CEHJL	AC		AE			AFH		AJ		AL	
More than 10 times	97	56	41	46	51	17	23	50	56	21	47	43
	2%	3%	2%	5%	2%	3%	5%	2%	4%	1%	6%	1%
	CEHJL	AC		AE		h	AfH		AJ		AL	
I don't know or I can't remember	202	57	144	29	172	28	26	85	40	48	21	123
	5%	3%	6%	3%	5%	5%	6%	3%	3%	3%	3%	4%
	BDHIJKL		AB		AD	H	H					
Total	4200	1838	2362	907	3293	601	447	2959	1455	1793	816	3202
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Q4. Do you know what the NHS recommended minimum SPF (Sun Protection Factor) is in suncream to help protect yourself from sunburn? - Banner A

Table: 76

Overlap formulae used

ColumnProportions (5%): A/B/C/D,A/E/F/G,A/H/I/J/K/L/M,A/N/O/P/Q,A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j/k,l/m,a/n/o/p/q,a/r/s/t/u Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D,A/E/F/G,A/H/I/J/K/L/M,A/N/O/P/Q,A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j/k,l/m,a/n/o/p/q,a/r/s/t/u Minimum Base: 30(**) Small Base: 100(*)

	Gender				Age			Age / gender						Ethnicity				Education			
	Total	Male	Female	Non- binary or other gender	18-34	35-54	55+	Male 18-		Male 35-	Female 18-34	Female 35-54	Female 55+	White	Mixed or any other Ethnic Group	Asian	Black	Higher educatio n	A-Level or equivalen t	GCSE or Equivalen t	No qualificat ions
								Male 18-	Male 35-												
								34	54												
(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %	
Unweighte d Base	4200	2031	2114	43	1253	1455	1492	697	618	716	516	823	775	3460	216	321	200	2360	772	836	210
Base: All UK adults	4200	2031	2114	43	1200	1424	1576	679	600	753	482	810	822	3432	208	390	167	2318	764	864	223
SPF 5	24 1%	21 1%	3 0%	0 0%	16 1%	5 0%	2 0%	14 2%	4 1%	2 0%	2 0%	1 0%	0 0%	9 0%	0 0%	8 2%	7 4%	13 1%	2 0%	1 0%	7 3%
	CGIMNt	AC		*	AFG			AJIKLM	IM							AN	ANO				ARST
SPF 10	55 1%	36 2%	20 1%	0 0%	33 3%	16 1%	7 0%	25 4%	7 1%	4 1%	8 2%	10 1%	2 0%	32 1%	2 1%	14 3%	8 5%	44 2%	5 1%	6 1%	1 0%
	CGJMNs	AC		*	AFG	G		AJIKLM	m		M	m				AN	ANO	AST			
SPF 15	134 3%	75 4%	54 3%	4 9%	54 4%	40 3%	40 3%	39 6%	18 3%	18 2%	11 2%	20 3%	23 3%	105 3%	9 4%	11 3%	10 6%	80 3%	23 3%	21 2%	7 3%
	C	c		AbC*	AFG			AJIKLM									AN				
SPF 20	256 6%	150 7%	104 5%	2 5%	87 7%	81 6%	89 6%	61 9%	53 9%	37 5%	24 5%	28 3%	52 6%	217 6%	11 5%	14 4%	15 9%	155 7%	44 6%	46 5%	10 5%
	CL	AC		*				AJIKLm	AJKL				L				P				
SPF 30	1280 30%	542 27%	726 34%	10 23%	359 30%	484 34%	437 28%	202 30%	160 27%	180 24%	147 31%	321 40%	257 31%	1051 31%	78 38%	98 25%	52 31%	748 32%	242 32%	239 28%	41 19%
	BGIJptU		AB	*		AeG		J				AHIJkM	ij			anP		ATU	U	U	
SPF 40	185 4%	108 5%	76 4%	1 2%	63 5%	60 4%	62 4%	47 7%	30 5%	32 4%	16 3%	30 4%	30 4%	151 4%	10 5%	18 5%	7 4%	93 4%	40 5%	40 5%	11 5%
	C	AC		*				AJKLM													
SPF 50+	1339 32%	508 25%	811 38%	15 35%	315 26%	466 33%	557 35%	128 19%	154 26%	225 30%	173 36%	306 38%	331 40%	1127 33%	45 22%	142 36%	24 14%	708 31%	235 31%	308 36%	78 35%
	BEHIOQr		AB	*		E	AE		H	H	aHIj	AHIJ	AHIJ	AOQ		QO				ARs	
I've never heard of SPF	95 2%	89 4%	5 0%	0 0%	37 3%	17 1%	41 3%	36 5%	17 3%	36 5%	1 0%	0 0%	5 1%	62 2%	6 3%	16 4%	10 6%	39 2%	13 2%	24 3%	19 8%
	CFKLMNR	AC		*	aF		F	AIKLM	KLM	AIKLM			I			aN	AN			r	ARST
I have heard of SPF, but I don't know the answer	762 18%	484 24%	263 12%	10 23%	181 15%	248 17%	333 21%	120 18%	154 26%	210 28%	52 11%	90 11%	122 15%	634 18%	32 15%	63 16%	34 20%	378 16%	157 21%	176 20%	49 22%
	CEKLMR	AC		C*			AEF	KL	AHKLM	AHKLM			kl						aR	aR	r
I would prefer not to say	70 2%	18 1%	51 2%	1 2%	55 5%	8 1%	8 0%	7 1%	3 1%	8 1%	47 10%	4 0%	0 0%	46 1%	16 8%	8 2%	1 0%	59 3%	2 0%	2 0%	1 0%
	BFGILMNS T		AB	*	AFG			M	m	M	AHIJLM	m				ANPQ		ASTu			
Total	4200 100%	2031 100%	2114 100%	43 100%	1200 100%	1424 100%	1576 100%	679 100%	600 100%	753 100%	482 100%	810 100%	822 100%	3432 100%	208 100%	390 100%	167 100%	2318 100%	764 100%	864 100%	223 100%

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Q4. Do you know what the NHS recommended minimum SPF (Sun Protection Factor) is in suncream to help protect yourself from sunburn? - Banner B

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/M/A/N/O/A/P/Q/R/S (10%): a/b/c/a/d/e/f/a/g/h/i/j/k/l/m/a/n/o/a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/M/A/N/O/A/P/Q/R/S (10%): a/b/c/a/d/e/f/a/g/h/i/j/k/l/m/a/n/o/a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

	Social grade			IMD			Region						Sexual orientation				Social media use			
	Total	ABC1	C2DE	Low	Medium	High	ENGLAND	North	Midlands	South	WALES	SCOTLAN	NORTHER	Heterose	Gay,	Less than	1-2 hours a day	3-5 hours a day	More than 5 hours a day	
				(1/2/3)	(4/5/6/7)	(8/9/10)						D	N	xual or	lesbian, bisexual or other	an hour a				
				(D)	(E)	(F)														
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)		
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Unweighted Base	4200	2265	1935	1166	1638	1006	3501	952	1061	1488	177	333	189	3796	346	1440	1081	877	479	
Base: All UK adults	4200	2186	2014	1168	1684	998	3544	974	1088	1482	195	344	117	3707	181	1488	1086	825	454	
SPF 5	24 1%	17 1%	7 0%	7 1%	13 1%	3 0%	21 1%	10 1%	3 0%	9 1%	0 0%	2 1%	0 0%	17 0%	1 0%	11 1%	3 0%	7 1%	4 1%	
	cN	ac						i												
SPF 10	55 1%	40 2%	16 1%	20 2%	21 1%	6 1%	50 1%	12 1%	17 2%	21 1%	1 1%	3 1%	1 0%	44 1%	0 0%	8 1%	14 1%	10 1%	21 5%	
	CFNoP	AC		F												p	p		APQR	
SPF 15	134 3%	85 4%	48 2%	41 4%	54 3%	32 3%	121 3%	37 4%	33 3%	51 3%	5 3%	5 2%	2 2%	124 3%	9 5%	32 2%	35 3%	36 4%	23 5%	
	CP	AC					a	l						A	An		aP		AP	
SPF 20	256 6%	140 6%	116 6%	72 6%	103 6%	66 7%	217 6%	66 7%	52 5%	99 7%	10 5%	23 7%	6 5%	224 6%	10 5%	79 5%	72 7%	51 6%	40 9%	
	iN						l	i		i									APr	
SPF 30	1280 30%	683 31%	597 30%	361 31%	504 30%	313 31%	1083 31%	310 32%	340 31%	432 29%	62 32%	106 31%	30 25%	1161 31%	55 30%	445 30%	352 32%	263 32%	148 33%	
														A						
SPF 40	185 4%	103 5%	82 4%	53 5%	85 5%	36 4%	165 5%	46 5%	57 5%	61 4%	7 4%	11 3%	2 2%	176 5%	4 2%	57 4%	57 5%	32 4%	32 7%	
	mo						m	m	m					AO					APR	
SPF 50+	1339 32%	653 30%	686 34%	324 28%	539 32%	343 34%	1110 31%	277 28%	339 31%	494 33%	62 32%	114 33%	52 45%	1167 31%	60 33%	478 32%	367 34%	269 33%	114 25%	
	BDHNS		AB		D	aD	H			gH			AGHIJKL			S	S	S		
I've never heard of SPF	95 2%	50 2%	45 2%	46 4%	29 2%	12 1%	73 2%	24 2%	25 2%	25 2%	11 6%	6 2%	4 4%	80 2%	2 1%	47 3%	10 1%	14 2%	17 4%	
	eFgiNQ			AEF							AGhJL		j			AQR			AQR	
I have heard of SPF, but I don't know the answer	762 18%	354 16%	408 20%	219 19%	311 18%	172 17%	635 18%	183 19%	198 18%	254 17%	36 18%	71 21%	20 17%	667 18%	39 22%	327 22%	175 16%	123 15%	55 12%	
	BNqRS		AB													AQRS	s			
I would prefer not to say	70 2%	60 3%	10 0%	24 2%	25 1%	15 2%	69 2%	10 1%	23 2%	36 2%	0 0%	1 0%	0 0%	47 1%	1 1%	4 0%	3 0%	21 3%	1 0%	
	ChINPQS	AC					AHIm		hLm	AHkLm								APQS		
Total	4200 100%	2186 100%	2014 100%	1168 100%	1684 100%	998 100%	3544 100%	974 100%	1088 100%	1482 100%	195 100%	344 100%	117 100%	3707 100%	181 100%	1488 100%	1086 100%	825 100%	454 100%	

24088889-01 Skin Health Behaviours

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Q4. Do you know what the NHS recommended minimum SPF (Sun Protection Factor) is in suncream to help protect yourself from sunburn? - Banner C

Table: 78

Overlap formulae used

ColumnProportions (5%): A/B/C/D/A/E/F/G/A/H/I/J/K/L/A/M/N/A/O/P (10%): a/b/c/d,a/e/f/g,a/h/i/a/j/k/a/m/n,a/o/p Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/A/E/F/G/A/H/I/J/K/L/A/M/N/A/O/P (10%): a/b/c/d,a/e/f/g,a/h/i/a/j/k/a/m/n,a/o/p Minimum Base: 30(**) Small Base: 100(*)

	Sunbather (in the UK or on holiday)				Suncream user when			Intention to		Sunbed use			Intention to use		Personal experience	
	Sunbather regularly		Sunbather occasionally	Never sunbather	Regular suncream user	Occasional suncream user	Never uses suncream	Likely to sunbathe in the future	Unlikely to sunbathe in the future	Current sunbed user	Past sunbed user	Non-sunbed user	Likely to use sunbeds in the future	Unlikely to use sunbeds in the future	personally or with a family member or friend	No personal experience of skin cancer
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %
Unweighted Base	4200	1215	2814	1325	2562	1308	135	2355	1536	409	817	2873	740	3205	1400	2584
Base: All UK adults	4200	1175	2791	1366	2507	1297	134	2328	1550	392	787	2889	722	3227	1386	2576
SPF 5	24 1% CILN	10 1% C	11 0%	9 1%	11 0%	8 1%	1 1%	14 1%	3 0%	7 2% AL	5 1%	6 0%	10 1% AN	13 0%	7 1%	14 1%
SPF 10	55 1% DILNO	31 3% ACD	34 1% D	3 0%	32 1%	40 3% AE	1 1%	43 2% AI	10 1%	17 4% AKL	16 2% aL	21 1%	34 5% AN	18 1%	10 1%	43 2% AO
SPF 15	134 3% LN	51 4% ACD	90 3%	36 3%	86 3%	56 4% A	3 2%	86 4% a	43 3%	27 7% AKL	29 4%	76 3%	41 6% AN	90 3%	53 4%	75 3%
SPF 20	256 6% DILN	102 9% ACD	188 7% AD	59 4%	176 7% A	122 9% AEg	6 4%	176 8% AI	73 5%	55 14% AKL	58 7% L	140 5%	87 12% AN	158 5%	79 6%	163 6%
SPF 30	1280 30% DGIL	400 34% AD	924 33% AD	369 27%	882 35% AFG	413 32% G	23 17%	803 34% AI	413 27%	272 37% AL	272 35% AL	847 29%	245 34% an	970 30%	472 34% AP	761 30%
SPF 40	185 4% dP	64 5% aD	127 5%	48 3%	119 5%	67 5%	3 2%	109 5%	63 4%	24 6%	35 4%	125 4%	46 6% AN	134 4%	77 6% AP	100 4%
SPF 50+	1339 32% bFGJM	350 30%	896 32% b	436 32%	858 34% AFG	321 25%	26 19%	717 31%	521 34%	78 20%	259 33% J	965 33% AJ	156 22% AM	1113 34%	454 33%	805 31%
I've never heard of SPF	95 2% BEHNo	11 1%	62 2% B	36 3% B	18 1%	38 3% aE	8 6% AEf	42 2%	39 3%	8 2%	15 2%	72 2%	22 3%	63 2%	22 2%	66 3% o
I have heard of SPF, but I don't know the answer	762 18% BCEHJKMO	152 13%	445 16% B	362 26% ABC	321 13%	222 17% E	61 46% AEf	321 14%	377 24% AH	28 7%	95 12% J	623 22% AJK	72 10% AM	649 20%	208 15%	511 20% AO
I would prefer not to say	70 2% BCDEFGHIKLNO	4 0%	15 1%	8 1%	4 0%	10 1% E	3 2% E	19 1%	8 1%	3 1%	2 0%	14 0%	9 1% n	19 1%	5 0%	37 1% O
Total	4200 100%	1175 100%	2791 100%	1366 100%	2507 100%	1297 100%	134 100%	2328 100%	1550 100%	392 100%	787 100%	2889 100%	722 100%	3227 100%	1386 100%	2576 100%

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Q4. Do you know what the NHS recommended minimum SPF (Sun Protection Factor) is in sunscreen to help protect you? Table: 79

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/A/F/G/H/A/I/J/A/K/L (10%): a/b/c/a/d/e,a/f/g/h,a/i/j,a/k/l Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/A/F/G/H/A/I/J/A/K/L (10%): a/b/c/a/d/e,a/f/g/h,a/i/j,a/k/l Minimum Base: 30(**) Small Base: 100(*)

	Sun protection and			Sunbed information		Working outdoors versus			Carefree identity		Lived abroad	
	Gets information about sun protection and tanning from a trusted source	Gets information about sun protection and tanning from a different source		Gets information about sunbeds from a trusted source	Gets information about sunbeds from a different source	Works outdoors or spends a lot of time outside	Mix of indoors and outdoors work	Works indoors or doesn't spend a lot of time outdoors	Considers themselves as a carefree person	Does not consider themselves as a carefree person	Lived abroad in a hot and sunny country	Not lived abroad in a hot and sunny country
	Total											
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %
Unweighted Base	4200	1855	2345	942	3258	581	461	2984	1483	1783	825	3212
Base: All UK adults	4200	1838	2362	907	3293	601	447	2959	1455	1793	816	3202
SPF 5	24 1% HJL	9 0% 0%	15 1% 0%	9 1% 0%	15 0% 0%	11 2% AH	4 1% 0%	9 0% 0%	16 1% AJ	5 0% 0%	9 1% aL	9 0% 0%
SPF 10	55 1% CEJL	37 2% AC	19 1% 0%	27 3% AE	28 1% 0%	8 1% 0%	9 2% 0%	38 1% 0%	30 2% AJ	14 1% 0%	35 4% AL	20 1% 0%
SPF 15	134 3% E	63 3% 0%	70 3% 0%	47 5% AE	86 3% 0%	12 2% 0%	24 5% AFh	97 3% 0%	61 4% AJ	49 3% 0%	33 4% 0%	98 3% 0%
SPF 20	256 6% E	123 7% 0%	134 6% 0%	74 8% AE	182 6% 0%	41 7% 0%	36 8% ah	174 6% 0%	111 8% A	108 6% 0%	62 8% a	191 6% 0%
SPF 30	1280 30% CEf	643 35% AC	637 27% 0%	330 36% AE	950 29% 0%	163 27% 0%	146 33% f	938 32% Af	440 30% 0%	589 33% A	258 32% 0%	990 31% 0%
SPF 40	185 4% C	101 5% AC	85 4% 0%	46 5% 0%	140 4% 0%	36 6% a	17 4% 0%	129 4% 0%	73 5% 0%	70 4% 0%	42 5% 0%	135 4% 0%
SPF 50+	1339 32% CK	628 34% AC	711 30% 0%	274 30% 0%	1064 32% 0%	202 34% 0%	141 32% 0%	935 32% 0%	439 30% 0%	572 32% 0%	223 27% 0%	1059 33% AK
I've never heard of SPF	95 2% BJL	22 1% 0%	73 3% AB	18 2% 0%	77 2% 0%	8 1% 0%	16 4% aFh	64 2% 0%	36 2% j	27 2% 0%	22 3% 0%	59 2% 0%
I have heard of SPF, but I don't know the answer	762 18% BDGk	204 11% 0%	558 24% AB	72 8% 0%	690 21% AD	113 19% G	51 11% 0%	564 19% AG	244 17% 0%	345 19% 0%	126 15% 0%	618 19% AK
I would prefer not to say	70 2% BGHIJkL	10 1% 0%	60 3% AB	9 1% 0%	61 2% 0%	8 1% H	2 0% 0%	12 0% 0%	5 0% 0%	14 1% 0%	7 1% 0%	24 1% 0%
Total	4200 100%	1838 100%	2362 100%	907 100%	3293 100%	601 100%	447 100%	2959 100%	1455 100%	1793 100%	816 100%	3202 100%

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Q5. Do you know what the NHS recommended minimum star rating is that you should look for on a bottle of sunscreen? - Banner A

Table: 80

Overlap formulae used

ColumnProportions (5%): A/B/C/D,A/E/F/G,A/H/I/J/K/L/M,A/N/O/P/Q,A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j/k,l/m,a/n/o/p/q,a/r/s/t/u Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D,A/E/F/G,A/H/I/J/K/L/M,A/N/O/P/Q,A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j/k,l/m,a/n/o/p/q,a/r/s/t/u Minimum Base: 30(**) Small Base: 100(*)

	Gender			Age			Age / gender						Ethnicity				Education				
	Total	Male	Female	Non-binary or other gender	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	White	Mixed or any other Ethnic Group	Asian	Black	Higher education	A-Level or equivalent	GCSE or Equivalent	No qualifications
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	4200	2031	2114	43	1253	1455	1492	697	618	716	516	823	775	3460	216	321	200	2360	772	836	210
Base: All UK adults	4200	2031	2114	43	1200	1424	1576	679	600	753	482	810	822	3432	208	390	167	2318	764	864	223
1 star	3 0%	2 0%	1 0%	0 0% *	3 0% afg	0 0%	0 0%	2 0% A	0 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	0 0%	1 0% an	3 0%	0 0%	0 0%	0 0%
2 stars	22 1% cGMNt	15 1% c	7 0%	0 0% *	14 1% AFG	7 0% g	1 0%	11 2% AUIJM	3 0% m	1 0%	3 1% m	4 0% m	0 0%	12 0%	0 0%	4 1%	5 3% ANO	19 1% At	2 0%	1 0%	0 0%
3 stars	228 5% GJMNST	122 6% c	104 5%	5 5% *	106 9% AFG	71 5% G	51 3%	70 10% AUIJLM	32 5% J	19 3%	34 7% JM	39 5% J	31 4%	172 5%	15 7%	23 6%	18 11% ANp	165 7% AST	28 4%	25 3%	9 4%
4 stars	626 15% CFGJLMNTu	355 17% ACd	268 13%	3 7% *	310 26% AFG	182 13% G	134 8%	208 31% AUIJLM	87 14% JM	59 8%	100 21% AUIJM	94 12% J	74 9%	453 13%	36 17%	74 19%	62 37% aN	436 19% ANOP	105 14% ASTU	63 7%	22 10%
5 stars	922 22% BDEGHJ	350 17%	566 27%	4 9% *	227 19%	393 28% AEG	303 19%	117 17%	118 20% j	115 15%	105 22% hj	274 34% AHUJLM	188 23% HJ	761 22%	39 19%	89 23%	34 20%	510 22%	152 20%	198 23%	50 22%
I haven't heard of a star rating on sunscreen bottles	1799 43% CEFHKLPQR	912 45% AC	854 40%	26 60% ABC*	361 30%	575 40% E	863 55% AEF	194 29%	285 48% AHKL	432 57% AHIKLm	141 29%	282 35% HK	431 52% AHKL	1536 45% APQ	83 40% Q	145 37% Q	33 20%	856 37%	373 49% AR	442 51% AR	120 54% AR
I have heard of a star rating on sunscreen bottles, but I don't know the answer	526 13% EHq	261 13%	255 12%	7 16% *	123 10%	185 13% e	219 14% aE	66 10%	69 12%	126 17% AHIKM	51 11%	112 14% H	92 11%	440 13%	21 10%	52 13%	13 8%	276 12%	101 13%	124 14%	22 10%
I would prefer not to say	74 2% BFGJLMnS	15 1%	58 3%	1 2% *	56 5% AFG	12 1%	6 0%	9 1% J	6 1% J	0 0%	47 10% AHUJLM	5 1% j	6 1% J	55 2%	15 7% ANPQ	4 1%	1 0%	52 2% AS	4 1%	11 1%	1 0%
Total	4200 100%	2031 100%	2114 100%	43 100%	1200 100%	1424 100%	1576 100%	679 100%	600 100%	753 100%	482 100%	810 100%	822 100%	3432 100%	208 100%	390 100%	167 100%	2318 100%	764 100%	864 100%	223 100%

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Q5. Do you know what the NHS recommended minimum star rating is that you should look for on a bottle of suncream? - Banner B

Table: 81

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/M/A/N/O,A/P/Q/R/S (10%): a/b/c,a/d/e/f,a/g/h/i/j/k/l/m,a/n/o,a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/M,A/N/O,A/P/Q/R/S (10%): a/b/c,a/d/e/f,a/g/h/i/j/k/l/m,a/n/o,a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

	Social grade			IMD			Region					Sexual orientation					Social media use			
	Total	ABC1	C2DE	Low (1/2/3)	Medium (4/5/6/7)	High (8/9/10)	ENGLAND	North	Midlands	South	WALES	SCOTLAND	NORTHERN IRELAND	Heterosexual or straight	Gay, lesbian, bisexual or other	Less than an hour a day	1-2 hours a day	3-5 hours a day	More than 5 hours a day	
(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %		
Unweighted Base	4200	2265	1935	1166	1638	1006	3501	952	1061	1488	177	333	189	3796	346	1440	1081	877	479	
Base: All UK adults	4200	2186	2014	1168	1684	998	3544	974	1088	1482	195	344	117	3707	181	1488	1086	825	454	
1 star	3 0%	3 0%	0 0%	2 0%	1 0%	0 0%	3 0%	0 0%	1 0%	2 0%	0 0%	0 0%	0 0%	3 0%	0 0%	0 0%	1 0%	2 0%	0 0%	
2 stars	N																	ap		
	22 1%	18 1%	4 0%	8 1%	7 0%	5 1%	20 1%	3 0%	8 1%	8 1%	0 0%	2 1%	0 0%	22 1%	0 0%	5 0%	4 0%	7 1%	4 1%	
3 stars	C	AC												A						
	228 5%	141 6%	87 4%	72 6%	86 5%	56 6%	189 5%	40 4%	60 6%	89 6%	11 6%	24 7%	4 3%	214 6%	10 5%	49 3%	60 6%	57 7%	49 11%	
4 stars	ChP	AC					h			h		h		A			P	aP	APQR	
	626 15%	425 19%	201 10%	189 16%	249 15%	143 14%	542 15%	146 15%	137 13%	260 18%	21 11%	45 13%	17 15%	569 15%	23 13%	137 9%	113 10%	193 23%	143 32%	
5 stars	CIPQ	AC					I			AGIKI				A				APQ	APQR	
	922 22%	468 21%	454 23%	251 21%	382 23%	217 22%	786 22%	210 22%	246 23%	330 22%	47 24%	64 19%	24 21%	816 22%	27 15%	312 21%	264 24%	181 22%	89 20%	
I haven't heard of a star rating on suncream bottles																				
	1799 43%	815 37%	983 49%	477 41%	731 43%	429 43%	1492 42%	436 45%	485 45%	572 39%	91 47%	159 46%	56 48%	1554 42%	94 52%	790 53%	491 45%	274 33%	126 28%	
	BgJNRS		AB				J	gJ	gJ		j	J	J		AN	AQRS	RS	s		
I have heard of a star rating on suncream bottles, but I don't know the answer																				
	526 13%	262 12%	265 13%	143 12%	208 12%	132 13%	438 12%	121 12%	133 12%	184 12%	25 13%	48 14%	16 14%	478 13%	26 14%	192 13%	149 14%	99 12%	42 9%	
	S													A		s	S			
I would prefer not to say																				
	74 2%	55 3%	19 1%	26 2%	19 1%	15 2%	73 2%	18 2%	18 2%	37 2%	0 0%	1 0%	0 0%	51 1%	1 1%	3 0%	5 0%	13 2%	1 0%	
	CELmNPQS	AC		e			ALm	I	I	AkLm								PQS		
Total	4200 100%	2186 100%	2014 100%	1168 100%	1684 100%	998 100%	3544 100%	974 100%	1088 100%	1482 100%	195 100%	344 100%	117 100%	3707 100%	181 100%	1488 100%	1086 100%	825 100%	454 100%	

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Q5. Do you know what the NHS recommended minimum star rating is that you should look for on a bottle of sunscreen? - Banner C

Table: 82

Overlap formulae used

ColumnProportions (5%): A/B/C/D/A/E/F/G,A/H/I/A/J/K/L,A/M/N/A/O/P (10%): a/b/c/d,a/e/f/g,a/h/i/a/j/k/l,a/m/n,a/o/p Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/A/E/F/G,A/H/I/A/J/K/L,A/M/N/A/O/P (10%): a/b/c/d,a/e/f/g,a/h/i/a/j/k/l,a/m/n,a/o/p Minimum Base: 30(**) Small Base: 100(*)

	Sunbather (in the UK or on holiday)				Suncream user when			Intention to		Sunbed use			Intention to use		Personal experience		
	Sunbather regularly		Sunbather occasionally		Never sunbather	Regular suncream user	Occasional suncream user	Never uses suncream	Likely to sunbathe in the future	Unlikely to sunbathe in the future	Current sunbed user	Past sunbed user	Non-sunbed user	Likely to use sunbeds in the future	Unlikely to use sunbeds in the future	personally or with a family member or friend	No personal experience of skin cancer
	Total																
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Unweighted Base	4200	1215	2814	1325	2562	1308	135	2355	1536	409	817	2873	740	3205	1400	2584	
Base: All UK adults	4200	1175	2791	1366	2507	1297	134	2328	1550	392	787	2889	722	3227	1386	2576	
1 star	3 0% LN	0 0%	3 0%	0 0%	2 0%	2 0%	0 0%	3 0%	0 0%	2 0% AL	1 0%	0 0%	3 0% AN	0 0%	1 0%	2 0%	
2 stars	22 1% dEILN	9 1% d	16 1%	3 0%	8 0%	14 1%	0 0%	19 1%	2 0%	8 2% AL	8 1% aL	6 0%	16 2% AN	4 0%	7 0%	12 0%	
3 stars	228 5% DLN	75 6% D	177 6% AD	50 4%	153 6%	100 8% A	6 4%	141 6% AE	77 5% a	40 10% AKL	51 6% I	134 5%	78 11% AN	144 4%	74 5%	139 5%	
4 stars	626 15% DILN	250 21% ACD	439 16% aD	101 7%	421 17%	260 20% A	17 12%	458 20% AE	131 8% AI	150 38% AKL	149 19%	309 11%	258 36% AN	321 10%	216 16%	378 15%	
5 stars	922 22% DFGILP	319 27% ACD	622 22% D	238 17%	626 25% AFG	261 20% G	15 12%	557 24% AI	297 19%	91 23% AL	217 28%	580 20%	161 22%	710 22%	333 24% AP	531 21%	
I haven't heard of a star rating on sunscreen bottles	1799 43% BCEFHJKM	376 32%	1155 41% B	774 57% ABC	982 39%	480 37%	75 56% AEF	851 37%	824 53% AH	73 18%	277 35% J	1430 50% AJK	140 19%	1585 49% AM	574 41%	1144 44% A	
I have heard of a star rating on sunscreen bottles, but I don't know the answer	526 13% JM	140 12%	362 13%	189 14%	301 12%	173 13%	19 14%	284 12%	203 13%	26 7%	84 11% J	411 14% AJK	64 9%	434 13% AM	176 13%	330 13%	
I would prefer not to say	74 2% BCDEFGHIKL MNO	6 1%	17 1%	10 1%	14 1%	6 0%	2 2%	16 1%	14 1%	3 1%	1 0%	19 1%	3 0%	30 1%	5 0%	40 2% O	
Total	4200 100%	1175 100%	2791 100%	1366 100%	2507 100%	1297 100%	134 100%	2328 100%	1550 100%	392 100%	787 100%	2889 100%	722 100%	3227 100%	1386 100%	2576 100%	

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Q5. Do you know what the NHS recommended minimum star rating is that you should look for on a bottle of suncreamTable: 83

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/A/F/G/H/A/I/I/A/K/L (10%): a/b/c,a/d/e,a/f/g/h,a/i/l,a/k/l Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/A/F/G/H/A/I/I/A/K/L (10%): a/b/c,a/d/e,a/f/g/h,a/i/l,a/k/l Minimum Base: 30(**) Small Base: 100(*)

	Sun protection and			Sunbed information		Working outdoors versus			Carefree identity		Lived abroad	
	Gets information about sun protection and tanning from a trusted source	Gets information about sun protection and tanning from a different source	Gets information about sunbeds from a trusted source	Gets information about sunbeds from a different source	Works outdoors or spends a lot of time outside	Mix of indoors and outdoors work	Works indoors or doesn't spend a lot of time outdoors	Considers themselves a carefree person	Does not consider themselves a carefree person	Lived abroad in a hot and sunny country	Not lived abroad in a hot and sunny country	
	Total											
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %
Unweighted Base	4200	1855	2345	942	3258	581	461	2984	1483	1783	825	3212
Base: All UK adults	4200	1838	2362	907	3293	601	447	2959	1455	1793	816	3202
1 star	3 0% CE	3 0% c	0 0%	3 0% AE	0 0%	0 0%	0 0%	3 0%	2 0%	0 0%	1 0%	2 0%
2 stars	22 1% EJL	8 0%	13 1%	10 1% AE	12 0%	3 0%	6 1% AH	13 0%	14 1% AJ	3 0%	10 1% AL	11 0%
3 stars	228 5% CEL	124 7% AC	104 4%	78 9% AE	150 5%	24 4%	33 7% aF	162 5%	96 7% AJ	90 5%	71 9% AL	149 5%
4 stars	626 15% CEFHJL	381 21% AC	244 10%	256 28% AE	369 11%	74 12%	118 26% AFH	410 14%	285 20% AJ	215 12%	181 22% AL	413 13%
5 stars	922 22% CE	475 26% AC	447 19%	250 28% AE	672 20%	128 21%	118 26% AFH	636 21%	329 23%	375 21%	167 21%	710 22%
I haven't heard of a star rating on suncream bottles	1799 43% BDGIK	630 34%	1169 50% AB	222 24%	1577 48% AD	276 46% G	139 31%	1334 45% AG	541 37%	859 48% AI	298 37%	1459 46% AK
I have heard of a star rating on suncream bottles, but I don't know the answer	526 13% BDG	207 11%	320 14% ab	85 9%	441 13% AD	95 16% AG	32 7%	383 13% G	182 13%	243 14%	87 11%	430 13% Ak
I would prefer not to say	74 2% BDFGHIJKL	10 1%	64 3% AB	3 0%	71 2% AD	2 0%	2 0%	18 1%	7 0%	8 0%	0 0%	28 1% K
Total	4200 100%	1838 100%	2362 100%	907 100%	3293 100%	601 100%	447 100%	2959 100%	1455 100%	1793 100%	816 100%	3202 100%

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Q6_S1. When you are in the UK and outside in the sun, how often, if at all, do you do each of the following to protect yourself? - Apply sunscreen. - Banner A

Table: 85

Overlap formulae used

ColumnProportions (5%): A/B/C/D/A/E/F/G/A/H/I/J/K/L/M/A/N/Q/P/Q/A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j/k,l/m,a/n/a/p/a/r/s/t/u Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A/B/C/D/A/E/F/G,A/H/I/J/K/L/M/A/N/Q/P/Q,A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j/k,l/m,a/n/a/p/a/r/s/t/u Minimum Base: 30(**) Small Base: 100(**)

	Gender				Age			Age / gender						Ethnicity				Education			
	Total	Male	Female	Non-binary or other gender	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	White	Mixed or any other Ethnic Group	Asian	Black	Higher education	A-Level or equivalent	GCSE or Equivalent	No qualifications
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Base	4200	2031	2114	43	1253	1455	1492	697	618	716	516	823	775	3460	216	321	200	2360	772	836	210
Base: All UK adults	4200	2031	2114	43	1200	1424	1576	679	600	753	482	810	822	3432	208	390	167	2318	764	864	223
Never	274	165	105	4	40	87	147	29	53	83	9	32	64	209	18	34	11	95	56	86	34
	7%	8%	5%	9%	3%	6%	9%	4%	9%	11%	2%	4%	8%	6%	9%	9%	7%	4%	7%	10%	15%
	CEHKLNR	AC		*		E	AEF	K	AHKL	AHKLM		k	HKL						R	ARs	ARSt
Hardly ever	643	332	304	7	168	214	261	96	98	138	68	114	122	517	40	68	18	327	124	156	34
	15%	16%	14%	16%	14%	15%	17%	14%	16%	18%	14%	14%	15%	15%	19%	17%	11%	14%	16%	18%	15%
	qR			*						AhKL					Q	q				AR	
Some of the time	1468	743	710	11	387	508	573	234	224	285	142	280	288	1249	72	102	44	850	272	270	66
	35%	37%	34%	26%	32%	36%	36%	34%	37%	38%	29%	35%	35%	36%	35%	26%	26%	37%	36%	31%	30%
	EKPQT	ac		*			e		K	K			k	APQ					ATu		
Most of the time	1142	542	581	13	358	417	366	217	159	165	126	255	201	921	38	119	63	673	206	212	48
	27%	27%	28%	30%	30%	29%	23%	32%	26%	22%	26%	31%	24%	27%	18%	31%	38%	29%	27%	25%	22%
	GImOt			*	AG	aG		AUjKM	j			AUjKM		O		O	ANO	ATU			
Every time	555	201	344	7	173	176	205	87	51	63	81	122	142	445	23	59	28	299	95	119	34
	13%	10%	16%	16%	14%	12%	13%	13%	9%	8%	17%	15%	17%	13%	11%	15%	17%	13%	12%	14%	15%
	BU		AB	*				IJ			AU	IJ	AHU								
I don't know or I can't remember	119	49	68	1	74	21	23	16	15	19	57	7	5	91	17	8	3	73	12	21	7
	3%	2%	3%	2%	6%	2%	1%	2%	2%	2%	12%	1%	1%	3%	8%	2%	2%	3%	2%	2%	3%
	FGLMnS			*	AFG			LM	LM	LM	AHIJLM				ANPQ			S			
Total	4200	2031	2114	43	1200	1424	1576	679	600	753	482	810	822	3432	208	390	167	2318	764	864	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net "Not never"	3807	1817	1940	38	1086	1316	1405	634	532	651	416	771	753	3132	173	348	152	2149	696	758	182
	91%	89%	92%	88%	91%	92%	89%	93%	89%	87%	86%	95%	92%	91%	83%	89%	91%	93%	91%	88%	82%
	BGJKOTU		AB	*		AG		AUK				AUjKM	JK	AO			O	ATU	tU	u	
Net "At least sometimes"	3164	1486	1636	31	919	1102	1144	538	434	513	349	657	631	2615	133	280	134	1822	572	602	148
	75%	73%	77%	72%	77%	77%	73%	79%	72%	68%	72%	81%	77%	76%	64%	72%	81%	79%	75%	70%	67%
	BGUOTU		AB	*	G	AG		AUK				AUjKm	IJ	AO			aOp	ASTU	TU		
Net "Most / all of the time"	1697	743	926	20	532	594	571	304	210	228	206	376	343	1365	61	179	91	972	300	331	82
	40%	37%	44%	47%	44%	42%	36%	45%	35%	30%	43%	46%	42%	40%	29%	46%	54%	42%	39%	38%	37%
	BGIJnO		AB	*	AG	G		AUJ			IJ	AUjM	IJ	O		nO	ANOp	A			
Net "Never"	274	165	105	4	40	87	147	29	53	83	9	32	64	209	18	34	11	95	56	86	34
	7%	8%	5%	9%	3%	6%	9%	4%	9%	11%	2%	4%	8%	6%	9%	9%	7%	4%	7%	10%	15%
	CEHKLNR	AC		*		E	AEF	K	AHKL	AHKLM		k	HKL						R	ARs	ARSt

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Q6_S1. When you are in the UK and outside in the sun, how often, if at all, do you do each of the following to protect yourself? - Apply suncream. - Banner B

Table: 86

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F, A/G/H/I/J/K/L/M/A/N/O, A/P/Q/R/S (10%): a/b/c, a/d/e/f, a/g/h/i/j/l/n/m, a/n/o, a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F, A/G/H/I/J/K/L/M/A/N/O, A/P/Q/R/S (10%): a/b/c, a/d/e/f, a/g/h/i/j/l/n/m, a/n/o, a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

	Social grade			IMD			Region					Sexual orientation					Social media use			
	Total	ABC1	C2DE	Low	Medium	High	ENGLAND	North	Midlands	South	WALES	SCOTLAND	NORTHERN	Heterosexual or straight	Gay, lesbian, bisexual or other	Less than an hour a day	1-2 hours a day	3-5 hours a day	More than 5 hours a day	
				(1/2/3)	(4/5/6/7)	(8/9/10)						D	IRELAND	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
				(A)	(B)	(C)						(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Unweighted Base	4200	2265	1935	1166	1638	1006	3501	952	1061	1488	177	333	189	3796	346	1440	1081	877	479	
Base: All UK adults	4200	2186	2014	1168	1684	998	3544	974	1088	1482	195	344	117	3707	181	1488	1086	825	454	
Never	274 7%	89 4%	185 9%	94 8%	114 7%	49 5%	239 7%	71 7%	71 7%	97 7%	8 4%	22 6%	5 4%	247 7%	16 9%	157 11%	47 4%	29 4%	21 5%	
	BFQR		AB	AF	f									A		AQRS				
Hardly ever	643 15%	295 13%	348 17%	190 16%	241 14%	165 17%	544 15%	161 17%	157 14%	226 15%	30 16%	49 14%	19 17%	565 15%	28 15%	266 18%	157 14%	107 13%	55 12%	
	BNRs		AB													AQRS				
Some of the time	1468 35%	814 37%	654 32%	365 31%	579 34%	394 39%	1226 35%	349 36%	381 35%	496 33%	77 39%	118 34%	47 40%	1307 35%	59 32%	503 34%	425 39%	287 35%	136 30%	
	CDS	AC				ADE								A			APrS			
Most of the time	1142 27%	631 29%	511 25%	296 25%	495 29%	252 25%	967 27%	244 25%	310 29%	413 28%	46 24%	100 29%	29 25%	1004 27%	52 29%	337 23%	315 29%	262 32%	145 32%	
	CNP	AC			ADF		h									P	AP	AP		
Every time	555 13%	280 13%	275 14%	175 15%	215 13%	115 11%	460 13%	125 13%	135 12%	200 13%	31 16%	47 14%	16 14%	480 13%	22 12%	200 13%	127 12%	114 14%	93 21%	
	fN			aF															APQR	
I don't know or I can't remember	119 3%	78 4%	41 2%	49 4%	40 2%	23 2%	108 3%	24 2%	34 3%	50 3%	2 1%	7 2%	1 1%	104 3%	5 3%	25 2%	15 1%	26 3%	4 1%	
	CNPOS	AC		AEF			a											POS		
Total	4200 100%	2186 100%	2014 100%	1168 100%	1684 100%	998 100%	3544 100%	974 100%	1088 100%	1482 100%	195 100%	344 100%	117 100%	3707 100%	181 100%	1488 100%	1086 100%	825 100%	454 100%	
Net "Not never"	3807 91%	2019 92%	1788 89%	1025 88%	1530 91%	925 93%	3197 90%	880 90%	983 90%	1334 90%	184 95%	314 91%	111 95%	3356 91%	161 89%	1306 88%	1024 94%	770 93%	429 94%	
	CDGNP	AC			D	AD							aghij				AP	AP	AP	
Net "At least sometimes"	3164 75%	1724 79%	1440 72%	835 72%	1289 77%	760 76%	2653 75%	719 74%	826 76%	1109 75%	154 79%	265 77%	92 78%	2791 75%	133 73%	1039 70%	867 80%	664 80%	374 82%	
	CDNP	AC			D	D											AP	AP	AP	
Net "Most / all of the time"	1697 40%	910 42%	786 39%	471 40%	710 42%	367 37%	1427 40%	369 38%	445 41%	613 41%	77 40%	147 43%	45 38%	1484 40%	75 41%	537 36%	442 41%	377 46%	238 52%	
	FNP				F											P	APq	APQR		
Net "Never"	274 7%	89 4%	185 9%	94 8%	114 7%	49 5%	239 7%	71 7%	71 7%	97 7%	8 4%	22 6%	5 4%	247 7%	16 9%	157 11%	47 4%	29 4%	21 5%	
	BFQR		AB	AF	f									A		AQRS				

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Q6_S1. When you are in the UK and outside in the sun, how often, if at all, do you do each of the following to protect yourself? - Apply suncream. - Banner C

Table: 87

Overlap formulae used

ColumnProportions (5%): A/B/C/D/A/E/F/G/A/H/I/A/J/K/L/A/M/N/A/O/P (10%): a/b/c/d/a/e/f/g,a/h/i,a/j/k,l/a/m/n,a/o/p Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/A/E/F/G/A/H/I/A/J/K/L/A/M/N/A/O/P (10%): a/b/c/d,a/e/f/g,a/h/i,a/j/k,l/a/m/n,a/o/p Minimum Base: 30(**) Small Base: 100(*)

	Sunbather (in the UK or on				Suncream user when			Intention to		Sunbed use			Intention to use		Personal experience	
	Total	Sunbathe regularly	Sunbathe occasionally	Never sunbathe	Regular suncream user	Occasional suncream user	Never uses suncream	Likely to sunbathe in the future	Unlikely to sunbathe in the future	Current sunbed user	Past sunbed user	Non-sunbed user	Likely to use sunbeds in the future	Unlikely to use sunbeds in the future	Experienced skin cancer personally or with a family member or friend	No personal experience of skin cancer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	4200	1215	2814	1325	2562	1308	135	2355	1536	409	817	2873	740	3205	1400	2584
Base: All UK adults	4200	1175	2791	1366	2507	1297	134	2328	1550	392	787	2889	722	3227	1386	2576
Never	274	52	129	151	65	62	68	88	155	11	35	218	19	233	71	183
	7%	4%	5%	11%	3%	5%	51%	4%	10%	3%	4%	8%	3%	7%	5%	7%
	BCEFHJKMO			ABC		E	AEF		AH			AJK		AM		aO
Hardly ever	643	174	420	258	306	300	34	332	265	39	144	447	89	523	205	410
	15%	15%	15%	19%	12%	23%	25%	14%	17%	10%	18%	15%	12%	16%	15%	16%
	EhJM			ABC		AE	AE		AH		AJI	J		AM		
Some of the time	1468	414	1080	405	921	562	15	872	503	132	287	1035	251	1145	509	889
	35%	35%	39%	30%	37%	43%	11%	37%	32%	34%	36%	36%	35%	35%	37%	35%
	DGI	D	ABD		AG	AEG		AI								
Most of the time	1142	338	783	346	793	274	9	679	394	139	208	760	246	846	395	691
	27%	29%	28%	25%	32%	21%	7%	29%	25%	35%	26%	26%	34%	26%	29%	27%
	FGIIN	d	d		AFG	G		AI		AKL			AN			
Every time	555	178	342	184	394	78	2	324	209	67	105	372	105	427	190	338
	13%	15%	12%	13%	16%	6%	1%	14%	13%	17%	13%	13%	15%	13%	14%	13%
	CFG	AC			AFG	G				AL						
I don't know or I can't remember	119	19	38	23	27	20	6	34	25	4	8	57	13	53	16	64
	3%	2%	1%	2%	1%	2%	4%	1%	2%	1%	1%	2%	2%	2%	1%	2%
	BCDEFHJKLmNO						EF					k				O
Total	4200	1175	2791	1366	2507	1297	134	2328	1550	392	787	2889	722	3227	1386	2576
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net "Not never"	3807	1104	2624	1192	2415	1215	60	2207	1370	377	745	2614	691	2940	1299	2329
	91%	94%	94%	87%	94%	94%	45%	95%	88%	96%	95%	90%	96%	91%	94%	90%
	DGI	AD	AD		AFG	AG		AI		AL	AL		AN	a	AP	
Net "At least sometimes"	3164	930	2204	934	2108	915	26	1875	1105	338	601	2168	602	2418	1094	1919
	75%	79%	79%	68%	84%	71%	19%	81%	71%	86%	76%	75%	83%	75%	79%	74%
	DFGI	AD	AD		AFG	G		AI		AKL			AN		AP	
Net "Most / all of the time"	1697	515	1125	529	1187	352	11	1003	602	206	313	1132	351	1273	585	1029
	40%	44%	40%	39%	47%	27%	9%	43%	39%	53%	40%	39%	49%	39%	42%	40%
	FGLN	ACD			AFG	G		AI		AKL			AN			
Net "Never"	274	52	129	151	65	62	68	88	155	11	35	218	19	233	71	183
	7%	4%	5%	11%	3%	5%	51%	4%	10%	3%	4%	8%	3%	7%	5%	7%
	BCEFHJKMO			ABC		E	AEF		AH			AJK		AM		aO

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Q6_S1. When you are in the UK and outside in the sun, how often, if at all, do you do each of the following to protect

Table: 88

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/A/F/G/H/A/I/L/A/N/L (10%): a/b/c,a/d/e,a/f/g/h,a/i/l,a/n/l Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/A/F/G/H/A/I/L/A/N/L (10%): a/b/c,a/d/e,a/f/g/h,a/i/l,a/n/l Minimum Base: 30(**) Small Base: 100(*)

	Sun protection and			Sunbed information		Working outdoors versus			Carefree identity		Lived abroad		
		Gets information about sun protection and tanning from a trusted source	Gets information about sun protection and tanning from a different source	Gets information about sunbeds from a trusted source	Gets information about sunbeds from a different source	Works outdoors or spends a lot of time outside	Mix of indoors and outdoors work	Works indoors or doesn't spend a lot of time outdoors	Considers themselves as a carefree person	Does not consider themselves as a carefree person	Lived abroad in a hot and sunny country	Not lived abroad in a hot and sunny country	
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Base	4200	1855	2345	942	3258	581	461	2984	1483	1783	825	3212	
Base: All UK adults	4200	1838	2362	907	3293	601	447	2959	1455	1793	816	3202	
Never	274	57	217	28	246	42	23	195	92	123	59	206	
	7%	3%	9%	3%	7%	7%	5%	7%	6%	7%	7%	6%	
	BD		AB		AD								
Hardly ever	643	199	444	84	559	86	71	467	210	288	129	478	
	15%	11%	19%	9%	17%	14%	16%	16%	14%	16%	16%	15%	
	BD		AB		AD								
Some of the time	1468	658	810	307	1161	223	153	1052	497	622	247	1183	
	35%	36%	34%	34%	35%	37%	34%	36%	34%	35%	30%	37%	
	K											AK	
Most of the time	1142	571	571	306	836	152	139	801	421	504	260	844	
	27%	31%	24%	34%	25%	25%	31%	27%	29%	28%	32%	26%	
	CEL	AC		AE			af		a		AL		
Every time	555	328	227	170	384	90	52	399	210	237	113	431	
	13%	18%	10%	19%	12%	15%	12%	13%	14%	13%	14%	13%	
	CE	AC		AE									
I don't know or I can't remember	119	26	93	12	107	8	8	44	25	18	9	59	
	3%	1%	4%	1%	3%	1%	2%	1%	2%	1%	1%	2%	
	BDFHIJKL		AB		AD								
Total	4200	1838	2362	907	3293	601	447	2959	1455	1793	816	3202	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Net "Not never"	3807	1755	2052	867	2940	551	415	2720	1339	1651	748	2937	
	91%	95%	87%	96%	89%	92%	93%	92%	92%	92%	92%	92%	
	CE	AC		AE				A	A	A		A	
Net "At least sometimes"	3164	1556	1608	783	2381	466	344	2253	1129	1363	620	2459	
	75%	85%	68%	86%	72%	77%	77%	76%	78%	76%	76%	77%	
	CE	AC		AE				a	A			A	
Net "Most / all of the time"	1697	899	798	476	1220	242	191	1201	632	741	372	1276	
	40%	49%	34%	53%	37%	40%	43%	41%	43%	41%	46%	40%	
	CE	AC		AE					A		AL		
Net "Never"	274	57	217	28	246	42	23	195	92	123	59	206	
	7%	3%	9%	3%	7%	7%	5%	7%	6%	7%	7%	6%	
	BD		AB		AD								

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Q26. The UV Index ranges from zero upwards. As far as you know, at what UV Index value do you need to protect yourself from the sun? - Banner A

Table: 239

Overlap formulae used

ColumnProportions (5%): A/B/C/D/A/E/F/G/A/H/I/J/K/L/M/A/N/O/P/Q/A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j/m,a/n/o/p/a/r/s/t/u Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A/B/C/D/A/E/F/G,A/H/I/J/K,L/M/A/N/O/P/Q,A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j/m,a/n/o/p/a/r/s/t/u Minimum Base: 30(**) Small Base: 100(**)

	Gender				Age			Age / gender							Ethnicity				Education			
	Total	Male	Female	Non- binary or other gender	18-34	35-54	55+	Male 18- 34	Male 35- 54	Male 55+	Female 18-34	Female 35-54	Female 55+	White	Mixed or any other Ethnic Group	Asian	Black	Higher educatio n	A-Level or equivalen t	GCSE or Equivalen t	No qualificat ions	
(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %		
Unweighte d Base	4200	2031	2114	43	1253	1455	1492	697	618	716	516	823	775	3460	216	321	200	2360	772	836	210	
Base: All UK adults	4200	2031	2114	43	1200	1424	1576	679	600	753	482	810	822	3432	208	390	167	2318	764	864	223	
1	33 1%	12 1%	21 1%	0 0% *	11 1%	9 1%	13 1%	4 1%	2 0%	6 1%	7 1% i	7 1%	7 1%	31 1% a	0 0%	1 0%	1 0%	18 1%	3 0%	10 1%	2 1%	
2	47 1% Nt	19 1%	26 1%	2 5% ABc*	17 1%	15 1%	15 1%	7 1%	7 1%	5 1%	8 2%	8 1%	10 1%	31 1%	7 3% AN	4 1%	5 3% AN	33 1% aT	6 1%	4 0%	4 2% t	
3	210 5% GJMNTU	106 5%	101 5%	2 5% *	119 10% AFG	65 5%	26 2%	66 10% AIJLM	28 5% JM	12 2%	50 10% AIJLM	37 5% JM	14 2%	150 4%	15 7%	19 5%	26 16% ANOP	150 6%	40 5%	20 2%	0 0%	
4	95 2% CGJMntU	59 3%	35 2%	1 2% *	56 5% AFG	26 2%	13 1%	39 6% AIJLM	12 2% M	9 1%	17 3% JIM	14 2% M	4 0%	72 2%	9 4%	6 2%	8 5% ANp	64 3% ATU	20 3%	12 1%	0 0%	
5	119 3% GJMT	63 3%	56 3%	0 0% *	59 5% AFG	38 3%	22 1%	40 6% AIJLM	14 2% J	9 1%	19 4% JM	24 3% J	13 2%	92 3%	2 1%	10 3%	15 9% ANOP	83 4% ATu	18 2%	14 2%	2 1%	
6	38 1% CGMT	28 1%	10 0%	0 0% *	23 2% AFG	11 1%	5 0%	18 3% AIJKLM	6 1% M	3 0%	4 1%	4 1%	1 0%	29 1%	0 0%	0 0%	8 5% ANOP	31 1% AT	5 1%	2 0%	0 0%	
7	16 0% Gm	10 0%	7 0%	0 0% *	11 1% AFG	5 0%	1 0%	8 1% AIJM	1 0%	1 0%	3 1% M	4 0% m	0 0%	11 0%	3 1% n	1 0%	2 1%	10 0%	4 1%	2 0%	0 0%	
8	15 0% cGmn	11 1%	4 0%	0 0% *	11 1% AFG	3 0%	1 0%	8 1% AIJLM	2 0%	1 0%	3 1% m	1 0%	0 0%	10 0%	0 0%	1 0%	4 3% ANOP	13 1% a	1 0%	1 0%	0 0%	
9	1 0% cgN	0 0%	1 0%	0 0% *	1 0% g	0 0%	0 0%	0 0% a	0 0%	0 0%	1 0% a	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	
10	33 1% N	19 1%	13 1%	0 0% *	10 1%	13 1%	10 1%	8 2% j	10 2% AJL	2 0%	2 0%	3 0%	8 1%	19 1%	5 2% aN	3 1%	5 3% ANp	22 1%	4 1%	6 1%	1 0%	
11	6 0% cgN	5 0%	1 0%	0 0% *	4 0% g	2 0%	0 0%	3 0% a	2 0%	0 0%	1 0%	0 0%	0 0%	2 0%	0 0%	1 0%	2 1% AN	5 0%	0 0%	0 0%	1 0% t	
More than 11	538 13% CEK	294 14% AC	238 11%	4 9% *	130 11%	192 14%	216 14%	90 13% K	85 12% K	118 16% AKm	38 8%	102 13% K	98 12% k	444 13%	23 11%	48 12%	23 14%	288 12%	87 11%	130 15% ars	30 13%	
I don't know	3048 73% BEHKQR	1405 69% AB	1600 76% AB	34 79% *	749 62% E	1046 73% AEF	1253 80% AEF	387 57% H	431 72% AHIK	586 78% H	329 68% H	606 75% HK	666 81% AHIKL	2539 74% AQ	145 70% Q	294 75% Q	67 40% Q	1599 69% aR	575 77% AR	664 77% ARs	183 82% ARs	
Total	4200 100%	2031 100%	2114 100%	43 100%	1200 100%	1424 100%	1576 100%	679 100%	600 100%	753 100%	482 100%	810 100%	822 100%	3432 100%	208 100%	390 100%	167 100%	2318 100%	764 100%	864 100%	223 100%	
Mean	20.7 EHKQR	20.5	20.9	13.9 **	15.2	22.1 E	26.7 AEF	16.1	20.8 K	27.8 AHIK	13.5	22.8 HK	25.5 AHIK	20.9 Q	15.8 *	29.2 ANQ*	13.9	17.9	23.3 R	26.2 AR	29.9 AR*	

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Q26. The UV Index ranges from zero upwards. As far as you know, at what UV Index value do you need to protect yourself from the sun? - Banner B

Table: 240

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/M/A/N/O,A/P/Q/R/S (10%): a/b/c,a/d/e/f,a/g/h/i/j/k/l/m,a/n/o,a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/F/A/G/H/I/J/K/L/M/A/N/O,A/P/Q/R/S (10%): a/b/c,a/d/e/f,a/g/h/i/j/k/l/m,a/n/o,a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

	Social grade			IMD			Region					Sexual orientation				Social media use			
	Total	ABC1	C2DE	Low (1/2/3)	Medium (4/5/6/7)	High (8/9/10)	ENGLAND	North	Midlands	South	WALES	SCOTLAND	NORTHERN IRELAND	Heterosexual or straight	Gay, lesbian, bisexual or other	Less than an hour a day	1-2 hours a day	3-5 hours a day	More than 5 hours a day
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %
Unweighted Base	4200	2265	1935	1166	1638	1006	3501	952	1061	1488	177	333	189	3796	346	1440	1081	877	479
Base: All UK adults	4200	2186	2014	1168	1684	998	3544	974	1088	1482	195	344	117	3707	181	1488	1086	825	454
1	33 1%	20 1%	13 1%	5 0%	20 1% ad	7 1%	29 1%	7 1%	8 1%	13 1%	0 0%	4 1%	0 0%	32 1% A	0 0%	14 1%	8 1%	5 1%	4 1%
2	47 1% cN	31 1%	16 1%	14 1%	13 1%	17 2% ae	40 1% i	12 1%	7 1%	21 1%	3 1%	3 1%	2 1%	38 1% A	4 2% aN	16 1%	11 1%	11 1%	10 2% Apq
3	210 5% CP	133 6% AC	77 4%	66 6%	77 6%	60 6%	181 5%	40 4%	59 5%	82 6%	10 5%	13 4%	6 5%	186 5% A	13 7%	35 2%	52 5% P	82 10% APQ	38 8% APQ
4	95 2% CP	63 3% AC	32 2%	29 2%	42 3%	19 2%	79 2%	23 2%	19 2%	37 2%	3 1%	10 3%	3 3%	91 2% A	5 3%	17 1%	22 2%	30 4% APQ	25 5% APQ
5	119 3% CiP	80 4% AC	39 2%	34 3%	51 3%	26 3%	105 3% i	25 3%	22 2%	59 4%	4 2%	7 2%	2 2%	116 3% A	3 2%	28 2%	26 2%	29 4% P	32 7% APQR
6	38 1% CNPq	29 1% AC	9 0%	10 1%	17 1%	9 1%	36 1% a	14 1%	11 1%	11 1%	0 0%	2 1%	0 0%	31 1% A	2 1%	4 0%	5 0%	9 1% P	18 4% APQR
7	16 0% P	10 0%	6 0%	6 1%	5 0%	6 1%	14 0%	1 0%	4 0%	8 1%	2 1%	0 0%	0 0%	15 0% A	1 1%	1 0%	3 0%	6 1% P	6 1% APQ
8	15 0% CQ	12 1% aC	3 0%	7 1%	5 0%	3 0%	14 0%	4 0%	2 0%	8 1%	0 0%	1 0%	0 0%	15 0% A	0 0%	3 0%	0 0%	3 0% q	9 2% APQR
9	1 0%	0 0%	1 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0% A	0 0%	0 0%	1 0%	0 0%	0 0%
10	33 1%	16 1%	16 1%	10 1%	14 1%	6 1%	27 1%	7 1%	9 1%	12 1%	3 2%	1 0%	1 1%	32 1% A	0 0%	7 0%	4 0%	11 1% APQ	10 2% APQ
11	6 0%	4 0%	2 0%	2 0%	4 0%	0 0%	6 0%	3 0%	0 0%	3 0%	0 0%	0 0%	0 0%	6 0% A	0 0%	1 0%	0 0%	3 0% q	2 0% q
More than 11	538 13% P	269 12%	270 13%	145 12%	219 13%	136 14%	446 13%	118 12%	151 14%	177 12%	17 9%	56 16% aghjk	19 16% k	491 13% A	19 10%	152 10%	158 15% P	126 15% AP	83 18% APq
I don't know	3048 73% BNRS	1518 69%	1530 76% AB	839 72%	1219 72%	710 71%	2566 72%	720 74%	796 73%	1050 71%	153 79%	246 72%	83 71%	2653 72% j	134 74% AQRS	1208 81% RS	797 73% S	511 62% S	218 48%
Total	4200 100%	2186 100%	2014 100%	1168 100%	1684 100%	998 100%	3544 100%	974 100%	1088 100%	1482 100%	195 100%	344 100%	117 100%	3707 100%	181 100%	1488 100%	1086 100%	825 100%	454 100%
Mean	20.7 BDRS	18.3	24.1 AB	17.2	22.8 aD	19.7	20.5	18.6	22.9 H	20.0	19.2 *	22.0 *	24.1 h*	20.7	17.4 *	25.0 ARS	23.0 RS	17.4	17.0

Overlap formulae used

ColumnProportions (5%): A/B/C/D/A/E/F/G/A/H/I/J/K/L/A/M/N/A/O/P (10%): a/h/c/d/a/e/f/g/a/h/i/a/j/a/m/n/a/o/p Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/A/E/F/G/A/H/I/J/K/L/A/M/N/A/O/P (10%): a/h/c/d/a/e/f/g/a/h/i/a/j/a/m/n/a/o/p Minimum Base: 30(**) Small Base: 100(*)

	Sunbather (in the UK or on				Suncream user when			Intention to		Sunbed use			Intention to use		Personal experience	
	Total	Sunbathe regularly	Sunbathe occasionally	Never sunbathe	Regular suncream user	Occasional suncream user	Never uses suncream	Likely to sunbathe in the future	Unlikely to sunbathe in the future	Current sunbed user	Past sunbed user	Non-sunbed user	Likely to use sunbeds in the future	Unlikely to use sunbeds in the future	personally or with a family member or friend	No personal experience of skin cancer
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %
Unweighted Base	4200	1215	2814	1325	2562	1308	135	2355	1536	409	817	2873	740	3205	1400	2584
Base: All UK adults	4200	1175	2791	1366	2507	1297	134	2328	1550	392	787	2889	722	3227	1386	2576
1	33 1% h	8 1% f	21 1% f	11 1% f	23 1% f	6 0% f	0 0% f	13 1% f	19 1% AH	3 1% f	7 1% f	22 1% f	3 0% f	29 1% f	14 1% f	18 1% f
2	47 1% a	19 2% a	35 1% a	18 1% a	30 1% a	16 1% a	2 1% a	34 1% a	13 1% a	7 2% a	6 1% a	35 1% a	12 2% a	33 1% a	16 1% a	32 1% a
3	210 5% DILN	92 8% ACD	145 5% D	45 3% D	157 6% A	68 5% A	5 3% A	166 7% AI	35 2% AI	59 15% AKL	48 6% L	104 4% L	87 12% AN	118 4% AN	79 6% AN	122 5% AN
4	95 2% DILN	39 3% AD	73 3% aD	8 1% A	71 3% A	41 3% A	3 2% A	75 3% AI	15 7% AI	27 3% AKL	20 3% AKL	48 2% AKL	41 6% AN	48 1% AN	37 3% AN	56 2% AN
5	119 3% DILN	47 4% AD	89 3% aD	18 1% A	88 4% A	55 4% Ag	1 1% Ag	88 4% AI	28 2% AI	35 9% AKL	23 3% AKL	58 2% AKL	47 7% AN	65 2% AN	35 3% AN	81 3% AN
6	38 1% DILN	18 2% ACD	25 1% D	4 0% D	26 1% Ae	22 2% Ae	2 1% Ae	32 1% AI	5 0% AI	11 3% AL	11 1% L	16 1% L	24 3% AN	14 0% AN	10 1% AN	27 1% AN
7	16 0% DLNP	9 1% ACD	10 0% d	1 0% d	11 0% Ae	10 1% Ae	0 0% Ae	13 1% AI	4 0% AI	5 1% AL	5 1% I	5 0% I	8 1% AN	7 0% AN	7 1% AN	6 0% AN
8	15 0% LN	6 0% LN	11 0% LN	2 0% LN	9 0% AE	10 1% AE	1 1% AE	11 0% AI	3 0% AI	7 2% AL	5 1% L	4 0% L	13 2% AN	2 0% AN	3 0% AN	12 0% AN
9	1 0% IN	1 0% IN	1 0% IN	0 0% IN	1 0% IN	1 0% IN	0 0% IN	1 0% IN	0 0% IN	1 0% AL	0 0% AL	0 0% AL	1 0% n	0 0% n	1 0% n	0 0% n
10	33 1% dLN	18 2% ACD	21 1% ACD	5 0% ACD	21 1% AI	13 1% AI	1 1% AI	25 1% AI	8 0% AI	10 3% AKL	6 1% AKL	16 1% AKL	14 2% AN	17 1% AN	12 1% AN	21 1% AN
11	6 0% EIN	3 0% d	2 0% d	0 0% d	1 0% E	4 0% E	0 0% E	4 0% E	0 0% E	2 1% al	1 0% al	3 0% al	5 1% AN	1 0% AN	1 0% AN	3 0% AN
More than 11	538 13% DILN	200 17% ACD	388 14% AD	128 9% AD	376 15% AG	206 16% AG	11 8% AG	351 15% AI	171 11% AI	82 21% AKL	124 16% AL	331 11% AL	151 21% AN	365 11% AN	187 14% AN	330 13% AN
I don't know	3048 73% BCEFHJKM	715 61% B	1969 71% ABC	1127 83% ABC	1692 67% f	844 65% f	109 81% AEF	1515 65% AEF	1249 81% AH	143 37% AH	532 68% J	2247 78% AJK	317 44% AM	2529 78% AM	984 71% AM	1868 73% AM
Total	4200 100%	1175 100%	2791 100%	1366 100%	2507 100%	1297 100%	134 100%	2328 100%	1550 100%	392 100%	787 100%	2889 100%	722 100%	3227 100%	1386 100%	2576 100%
Mean	20.7 FHJM	19.2	20.8	23.5 b	20.6	18.6	28.1 **	18.8	26.1 AH	14.1	22.1 J	22.8 AJ	16.1	23.4 AM	19.8	20.5

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Q26. The UV Index ranges from zero upwards. As far as you know, at what UV Index value do you need to protect yo

Table: 242

Overlap formulae used

ColumnProportions (5%): A/B/C/A/D/E/A/F/G/H/A/I/L/A/N/L (10%): a/b/c,a/d/e,a/f/g/h,a/i/l,a/n/l Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/A/D/E/A/F/G/H/A/I/L/A/N/L (10%): a/b/c,a/d/e,a/f/g/h,a/i/l,a/n/l Minimum Base: 30(**) Small Base: 100(*)

	Sun protection and		Sunbed information		Working outdoors versus			Carefree identity		Lived abroad			
	Total	Gets information about sun protection and tanning from a trusted source	Gets information about sun protection and tanning from a different source	Gets information about sunbeds from a trusted source	Gets information about sunbeds from a different source	Works outdoors or spends a lot of time outside	Mix of indoors and outdoors work	Works indoors or doesn't spend a lot of time outdoors	Considers themselves a carefree person	Does not consider themselves a carefree person	Lived abroad in a hot and sunny country	Not lived abroad in a hot and sunny country	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
		%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Base	4200	1855	2345	942	3258	581	461	2984	1483	1783	825	3212	
Base: All UK adults	4200	1838	2362	907	3293	601	447	2959	1455	1793	816	3202	
1	33 1% f	17 1%	16 1%	10 1%	23 1%	1 0%	2 0%	29 1% af	12 1%	13 1%	5 1%	26 1%	
2	47 1% CEL	34 2% AC	14 1%	17 2% aE	31 1%	6 1%	6 1%	36 1% 1%	21 1%	26 1%	19 2% AL	29 1%	
3	210 5% CEfL	130 7% AC	80 3%	83 9% AE	127 4%	20 3%	36 8% AFH	154 5% f	93 6% AJ	85 5% a	60 7% AL	146 5%	
4	95 2% CE	61 3% AC	34 1%	47 5% AE	48 1%	9 2%	23 5% AFH	62 2% a	42 3% AJ	38 2% a	25 3% AL	68 2%	
5	119 3% CE	82 4% AC	37 2%	51 6% AE	68 2%	13 2%	21 5% AFH	84 3% a	51 4% AJ	43 2% a	27 3% AL	90 3%	
6	38 1% CEJL	24 1% aC	14 1%	21 2% AE	17 1%	6 1%	2 1% h	30 1% 1%	23 2% AJ	10 1% AJ	14 2% AL	22 1%	
7	16 0% hJ	6 0%	10 0%	5 1% 1%	11 0%	3 1%	4 1% h	8 0% 1%	10 1% AJ	3 0% AJ	3 0% AL	13 0%	
8	15 0% EJL	9 1% 1%	6 0%	7 1% aE	8 0%	2 0%	4 1% h	8 0% 1%	11 1% AJ	3 0% AJ	8 1% AL	7 0%	
9	1 0% EHl	1 0%	0 0%	1 0% e	0 0%	1 0%	0 0% h	0 0%	1 0% AJ	0 0% AJ	1 0% I	0 0%	
10	33 1% EL	18 1% 1%	15 1%	16 2% AE	17 1%	5 1%	7 2% ah	20 1% 1%	18 1% AJ	10 1% AJ	15 2% AL	17 1%	
11	6 0% eL	2 0%	4 0%	3 0% 1%	3 0%	2 0%	0 0%	4 0% 1%	4 0% AJ	1 0% AJ	4 0% AL	2 0%	
More than 11	538 13% EHUL	252 14%	287 12%	155 17% AE	383 12%	99 16%	68 15% h	350 12% 12%	222 15% AJ	205 11% AJ	130 16% AL	390 12%	
I don't know	3048 73% BDGIK	1203 65%	1846 78%	492 54% AB	2556 78%	435 72% AD	273 61% G	2175 73% aG	949 65% AJ	1354 76% AI	507 62% AL	2394 75% AK	
Total	4200 100%	1838 100%	2362 100%	907 100%	3293 100%	601 100%	447 100%	2959 100%	1455 100%	1793 100%	816 100%	3202 100%	
Mean	20.7 BDgI	18.1	24.0 AB	17.2	22.6 AD	24.2 G	17.2	20.2	18.4	20.0	18.5	21.5	

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Q48. Do you monitor moles on your body for abnormalities or signs of potential skin cancer? This could be because you have been advised by a doctor to do so. - Banner A

Table: 393

Overlap formulae used

ColumnProportions (5%): A/B/C/D,A/E/F/G,A/H/I/J/K/L/M,A/N/O/P/Q,A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j/k/l/m,a/n/o/p/q,a/r/s/t/u Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D,A/E/F/G,A/H/I/J/K/L/M,A/N/O/P/Q,A/R/S/T/U (10%): a/b/c/d,a/e/f/g,a/h/i/j/k/l/m,a/n/o/p/q,a/r/s/t/u Minimum Base: 30(**) Small Base: 100(*)

	Gender				Age			Age / gender						Ethnicity				Education			
	Total	Male	Female	Non- binary or other gender	18-34	35-54	55+	Male 18- 34	Male 35- 54	Male 55+	Female 18-34	Female 35-54	Female 55+	White	Mixed or any other Ethnic Group	Asian	Black	Higher educatio n	A-Level or equivalen t	GCSE or Equivalen t	No qualificati ons
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighte d Base	4200	2031	2114	43	1253	1455	1492	697	618	716	516	823	775	3460	216	321	200	2360	772	836	210
Base: All UK adults	4200	2031	2114	43	1200	1424	1576	679	600	753	482	810	822	3432	208	390	167	2318	764	864	223
Yes	2377	999	1345	25	508	826	1044	271	289	439	214	528	604	2084	91	140	62	1244	468	523	130
	57%	49%	64%	58%	42%	58%	66%	40%	48%	58%	44%	65%	73%	61%	44%	36%	37%	54%	61%	61%	58%
	BEHIKOPQ R		AB	*		E	AEF		H	HIK		AHIJK	AHIJKL	AOPQ					AR	AR	
No	1565	913	637	12	569	513	484	353	268	292	202	243	192	1168	97	205	94	932	257	292	70
	37%	45%	30%	28%	47%	36%	31%	52%	45%	39%	42%	30%	23%	34%	47%	53%	56%	40%	34%	34%	31%
	CGLMNST	ACD		*	AFG	G		AUJKLM	AJLM	LM	ALM	M			AN	AN	ANo	ASTU			
I don't know	186	93	89	3	87	61	38	48	28	18	37	31	20	127	6	43	10	98	30	39	19
	4%	5%	4%	7%	7%	4%	2%	7%	5%	2%	8%	4%	2%	4%	3%	11%	6%	4%	4%	5%	8%
	GJMN			*	AFG	G		AJLM	JM		AIJLM					ANOq					ARSt
I would prefer not to say	71	26	43	3	37	24	10	6	15	4	28	8	6	53	14	2	1	44	9	9	4
	2%	1%	2%	7%	3%	2%	1%	1%	2%	1%	6%	1%	1%	2%	7%	1%	0%	2%	1%	1%	2%
	bGJMn		b	ABC*	AFG	G			hJIM		AHIJLM				ANPQ						
Total	4200	2031	2114	43	1200	1424	1576	679	600	753	482	810	822	3432	208	390	167	2318	764	864	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

24088889-01 Skin Health Behaviours

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Q48. Do you monitor moles on your body for abnormalities or signs of potential skin cancer? This could be because you have been advised by a doctor to do so. - Banner B

Table: 394

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H/I/J/K/L/M,A/N/O,A/P/Q/R/S (10%): a/b/c,a/d/e/f,a/g/h/i/j/k/l/m,a/n/o,a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H/I/J/K/L/M,A/N/O,A/P/Q/R/S (10%): a/b/c,a/d/e/f,a/g/h/i/j/k/l/m,a/n/o,a/p/q/r/s Minimum Base: 30(**) Small Base: 100(*)

	Social grade			IMD			Region					Sexual orientation				Social media use			
	Total	ABC1	C2DE	Low (1/2/3)	Medium (4/5/6/7)	High (8/9/10)	ENGLAND	North	Midlands	South	WALES	SCOTLAN D	NORTHERN IRELAND	Heterosexual or straight	Gay, lesbian, bisexual or other	Less than an hour a day	1-2 hours a day	3-5 hours a day	More than 5 hours a day
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %
Unweighted Base	4200	2265	1935	1166	1638	1006	3501	952	1061	1488	177	333	189	3796	346	1440	1081	877	479
Base: All UK adults	4200	2186	2014	1168	1684	998	3544	974	1088	1482	195	344	117	3707	181	1488	1086	825	454
Yes	2377	1163	1215	589	977	618	1975	571	613	791	116	214	73	2126	112	887	677	468	229
	57%	53%	60%	50%	58%	62%	56%	59%	56%	53%	59%	62%	62%	57%	62%	60%	62%	57%	50%
	BDGJS		AB		D	ADe	J	gJ				aGJ	J	A	a	AS	ARS	S	
No	1565	881	684	497	602	336	1345	353	400	593	69	112	39	1381	57	527	378	296	202
	37%	40%	34%	43%	36%	34%	38%	36%	37%	40%	36%	33%	33%	37%	31%	35%	35%	36%	44%
	CFIO	AC		AEF			al			AghL				AO					APQR
I don't know	186	96	90	57	77	30	167	29	64	73	9	8	3	147	8	57	21	47	22
	4%	4%	4%	5%	5%	3%	5%	3%	6%	5%	4%	2%	3%	4%	5%	4%	2%	6%	5%
	FHINQ			F	f		aHL		AgHL	HL						Q		apQ	Q
I would prefer not to say	71	46	25	24	28	13	57	21	11	25	1	11	2	52	4	17	10	14	2
	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	3%	2%	1%	2%	1%	1%	2%	0%
	cINpQS	ac					i	I				agl						s	
Total	4200	2186	2014	1168	1684	998	3544	974	1088	1482	195	344	117	3707	181	1488	1086	825	454
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

16/05/2025

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Q48. Do you monitor moles on your body for abnormalities or signs of potential skin cancer? This could be because you have been advised by a doctor to do so

Table: 395

Overlap formulae used

ColumnProportions (5%): A/B/C/D,A/E/F/G,A/H/I,A/J/K/L,A/M/N,A/O/P (10%): a/b/c/d,a/e/f/g,a/h/i,a/j/k/l,a/m/n,a/o/p Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D,A/E/F/G,A/H/I,A/J/K/L,A/M/N,A/O/P (10%): a/b/c/d,a/e/f/g,a/h/i,a/j/k/l,a/m/n,a/o/p Minimum Base: 30(**) Small Base: 100(*)

	Sunbather (in the UK or on holiday)				Suncream user when			Intention to		Sunbed use			Intention to use		Personal experience	
	Total	Sunbathe regularly	Sunbathe occasionally	Never sunbathe	Regular suncream user	Occasional suncream user	Never uses suncream	Likely to sunbathe in the future	Unlikely to sunbathe in the future	Current sunbed user	Past sunbed user	Non-sunbed user	Likely to use sunbeds in the future	Unlikely to use sunbeds in the future	personally or with a family member or friend	No personal experience of skin cancer
	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %
Unweighted Base	4200	1215	2814	1325	2562	1308	135	2355	1536	409	817	2873	740	3205	1400	2584
Base: All UK adults	4200	1175	2791	1366	2507	1297	134	2328	1550	392	787	2889	722	3227	1386	2576
Yes	2377	710	1670	751	1619	636	59	1416	844	211	485	1672	325	1965	1050	1260
	57%	60%	60%	55%	65%	49%	44%	61%	54%	54%	62%	58%	45%	61%	76%	49%
	FGiMP	AD	AD		AFG			AI			AJI	A		AM	AP	
No	1565	400	975	550	768	572	67	796	623	163	264	1078	355	1101	281	1217
	37%	34%	35%	40%	31%	44%	50%	34%	40%	41%	34%	37%	49%	34%	20%	47%
	BCEHKNO			ABC		AE	AE	AH		K		k	AN			AO
I don't know	186	55	109	48	91	58	7	80	60	13	31	112	33	118	42	83
	4%	5%	4%	4%	4%	4%	5%	3%	4%	3%	4%	4%	5%	4%	3%	3%
	CdEHLNOP															
I would prefer not to say	71	10	37	16	28	30	1	36	22	6	8	27	8	42	14	15
	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
	BCdEkLNOP					aE										
Total	4200	1175	2791	1366	2507	1297	134	2328	1550	392	787	2889	722	3227	1386	2576
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

24088889-01 Skin Health Behaviours

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Q48. Do you monitor moles on your body for abnormalities or signs of potential skin cancer? This could be because you have a family history of skin cancer or you have had skin cancer before

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E,A/F/G/H,A/I/J,A/K/L (10%): a/b/c,a/d/e,a/f/g/h,a/i/j,a/k/l Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E,A/F/G/H,A/I/J,A/K/L (10%): a/b/c,a/d/e,a/f/g/h,a/i/j,a/k/l Minimum Base: 30(**) Small Base: 100(*)

	Sun protection and		Sunbed information		Working outdoors versus		Carefree identity		Lived abroad				
		Gets information about sun protection and tanning from a trusted source	Gets information about sun protection and tanning from a different source	Gets information about sunbeds from a trusted source	Gets information about sunbeds from a different source	Works outdoors or spends a lot of time outside	Mix of indoors and outdoors work	Works indoors or doesn't spend a lot of time outdoors	Considers themselves a carefree person	Does not consider themselves a carefree person	Lived abroad in a hot and sunny country	Not lived abroad in a hot and sunny country	
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Base	4200	1855	2345	942	3258	581	461	2984	1483	1783	825	3212	
Base: All UK adults	4200	1838	2362	907	3293	601	447	2959	1455	1793	816	3202	
Yes	2377	1202	1176	541	1836	370	225	1744	783	1137	484	1867	
	57%	65%	50%	60%	56%	61%	50%	59%	54%	63%	59%	58%	
	CeGI	AC		ae		AG		AG		AI		A	
No	1565	551	1014	314	1251	203	185	1101	597	588	287	1212	
	37%	30%	43%	35%	38%	34%	41%	37%	41%	33%	35%	38%	
	BdfJ		AB		d		aF		AJ				
I don't know	186	60	126	36	151	24	26	88	60	53	36	93	
	4%	3%	5%	4%	5%	4%	6%	3%	4%	3%	4%	3%	
	BHJL		AB				H				L		
I would prefer not to say	71	25	46	16	55	5	11	27	15	15	8	31	
	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	
	fHIJL						fH						
Total	4200	1838	2362	907	3293	601	447	2959	1455	1793	816	3202	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	