



Sunscreen: Consumer Attitudes and Concerns

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CHOICE Surveys

Consumer behaviour and attitudes towards sunscreen

- Do consumers use sunscreen when they're planning to be out in the sun?
- If not, why not?
 - What are the main barriers to use?
 - What don't consumers like about sunscreen?
- What safety concerns (if any) do consumers have?

Note: Top-line, unverified results

Consumer survey populations

Consumer Pulse

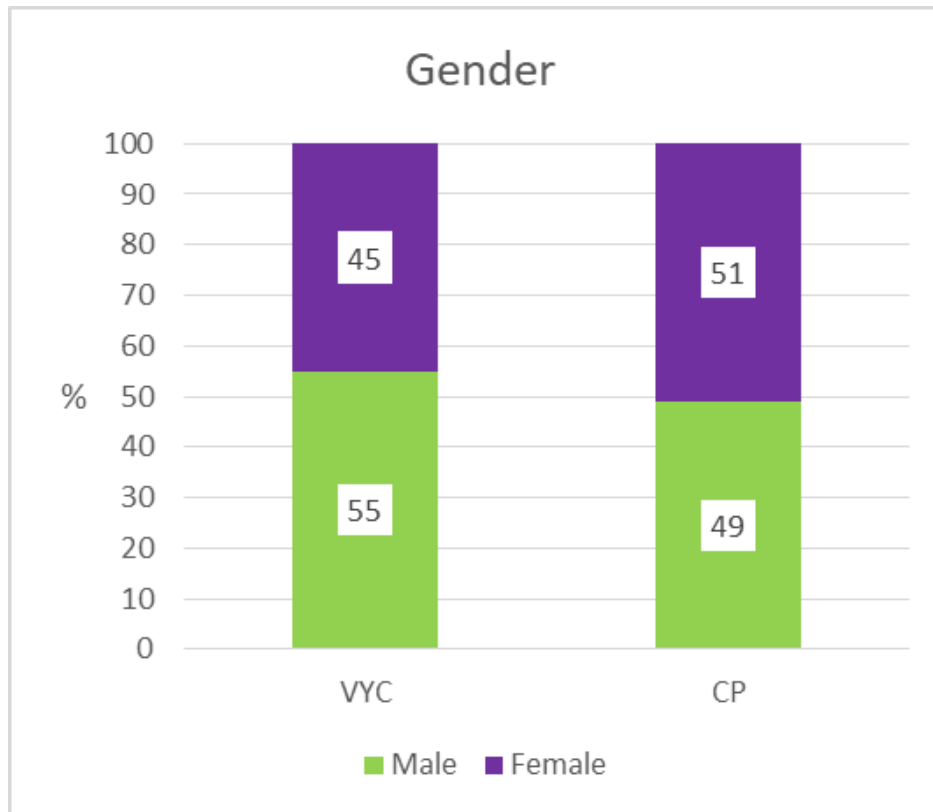
- Nationally representative
- Conducted quarterly
- Two questions about sunscreens
- December 2017
- 1029 people

Voice Your Choice

- Enthusiastic Choice members
- Whenever we like
- Lot of questions about sunscreens
- February 2018
- 2980 people

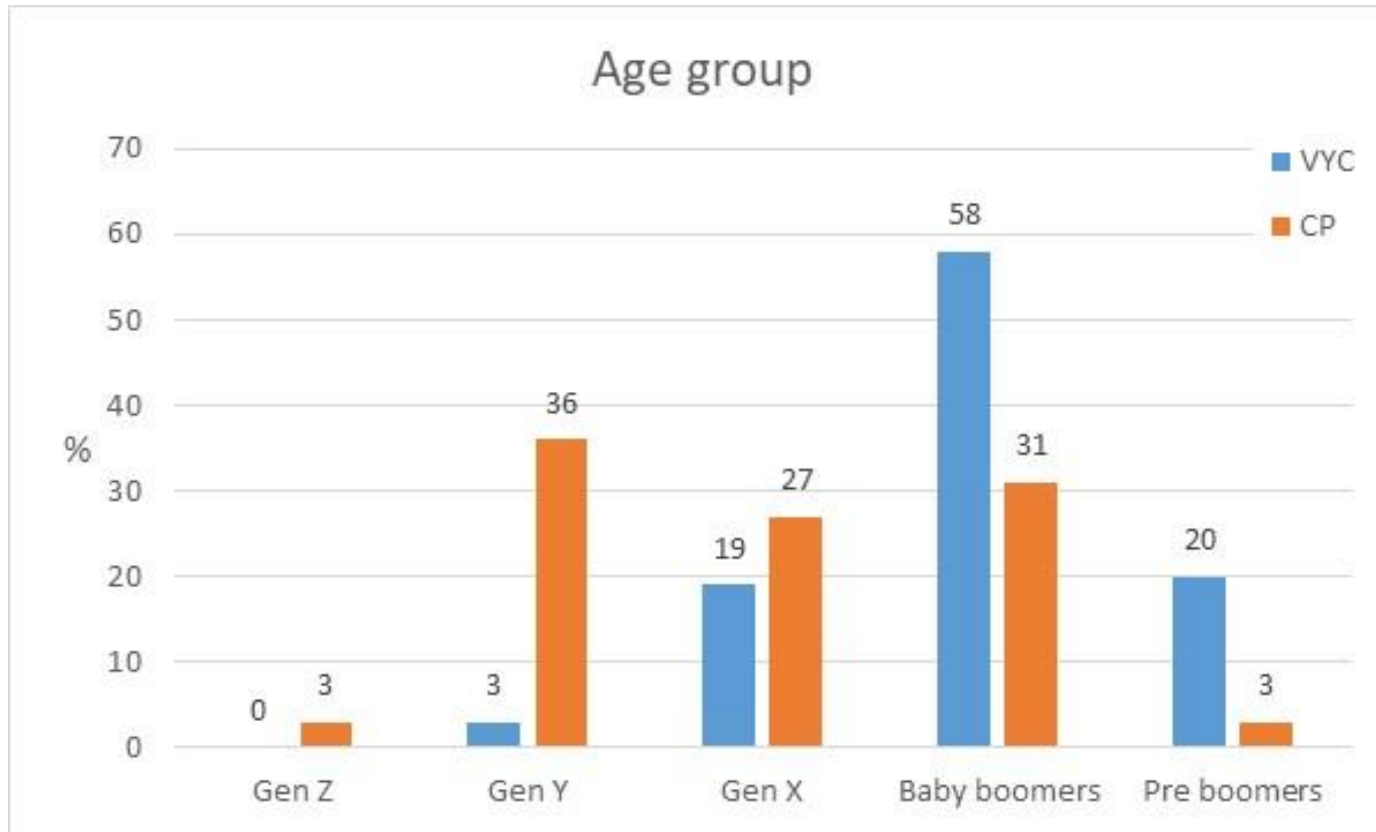
Voice Your Choice members are *not* nationally representative

- More likely to be male



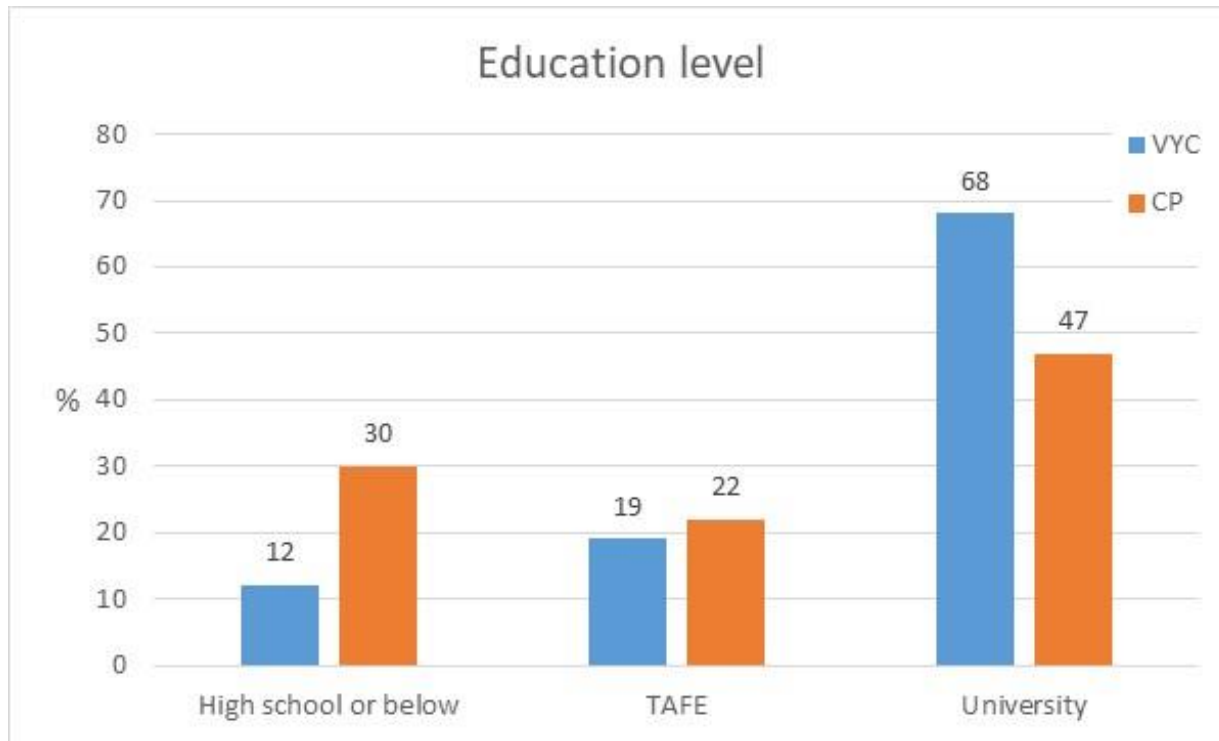
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- Older

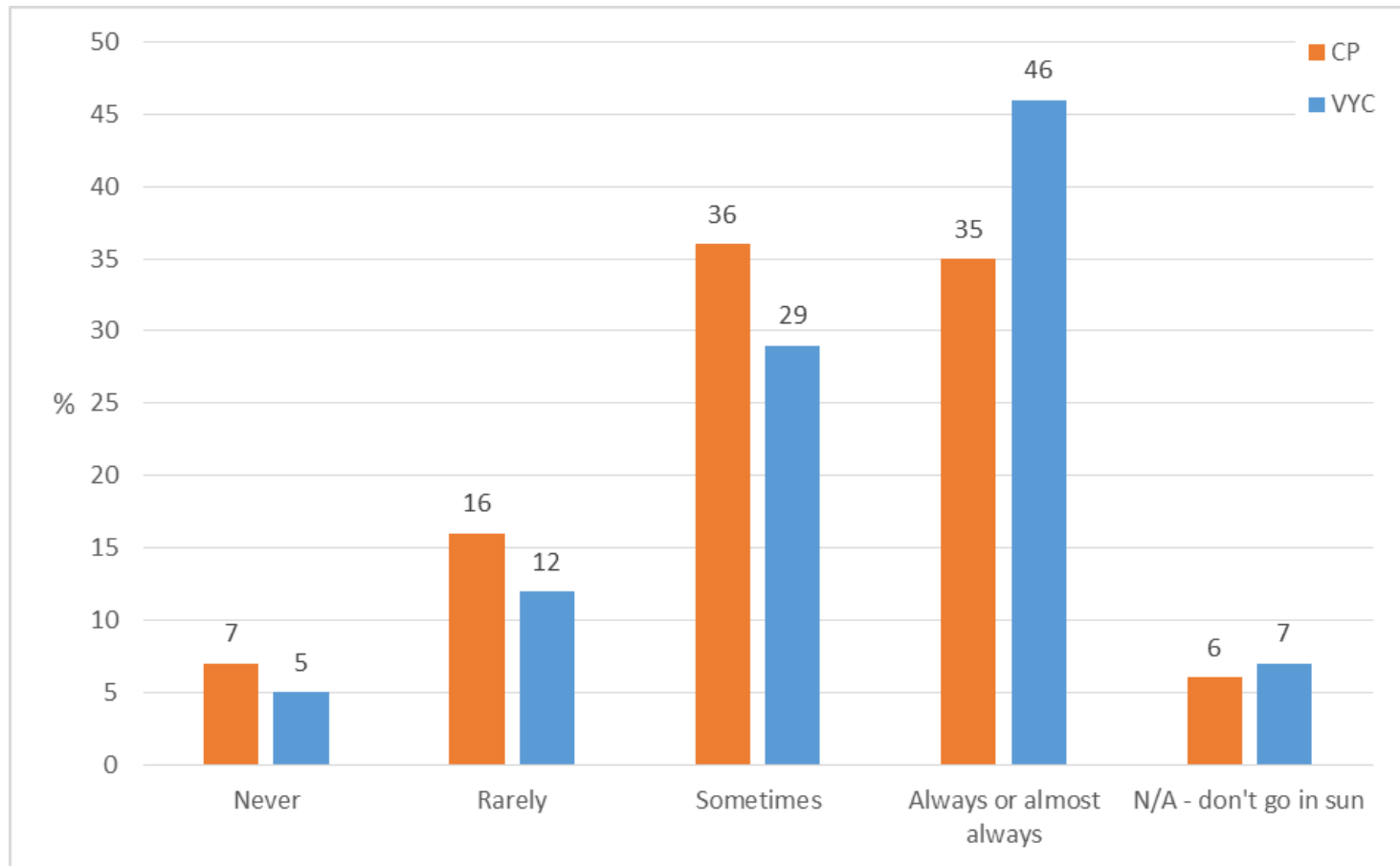


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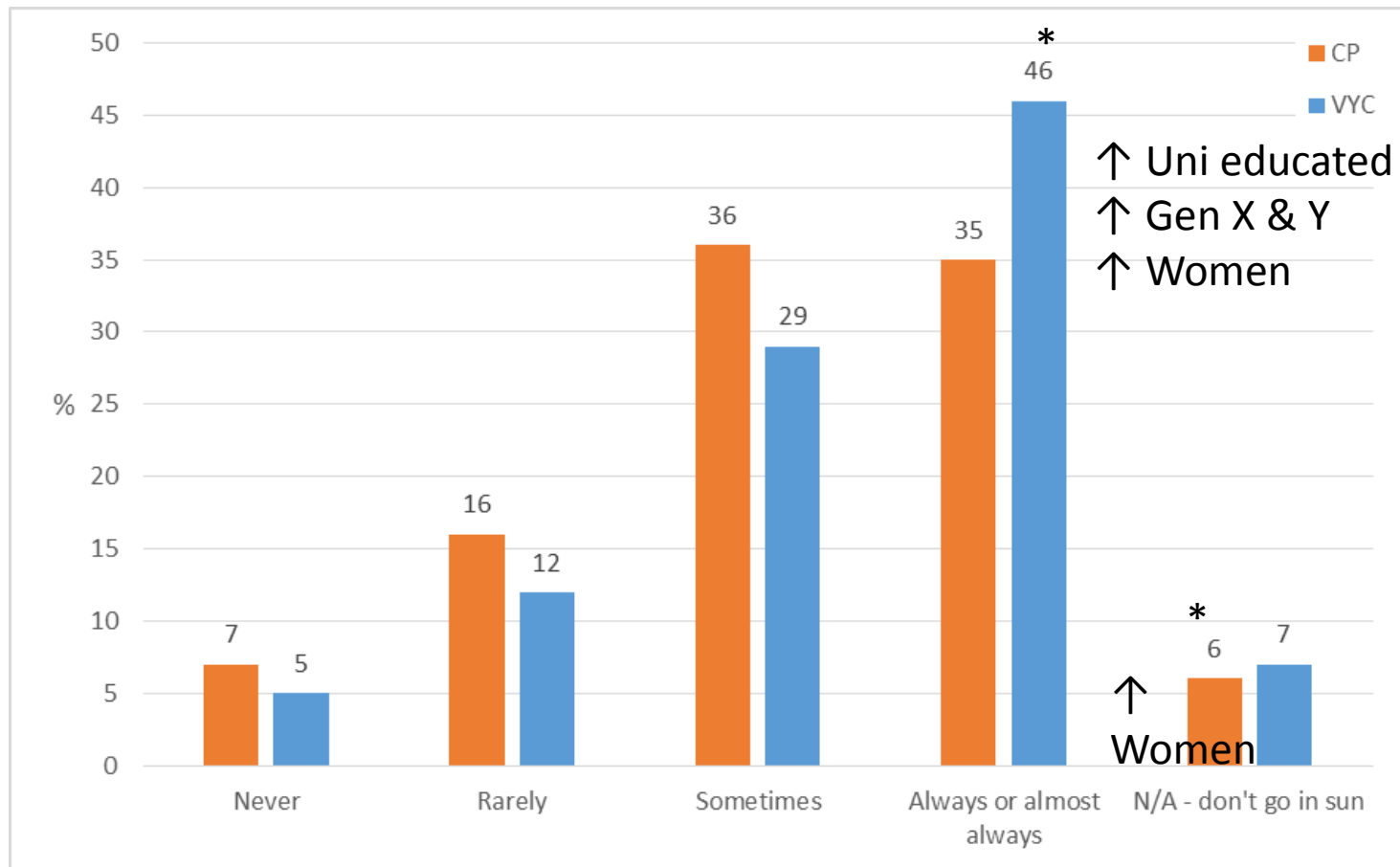
- Higher level of education



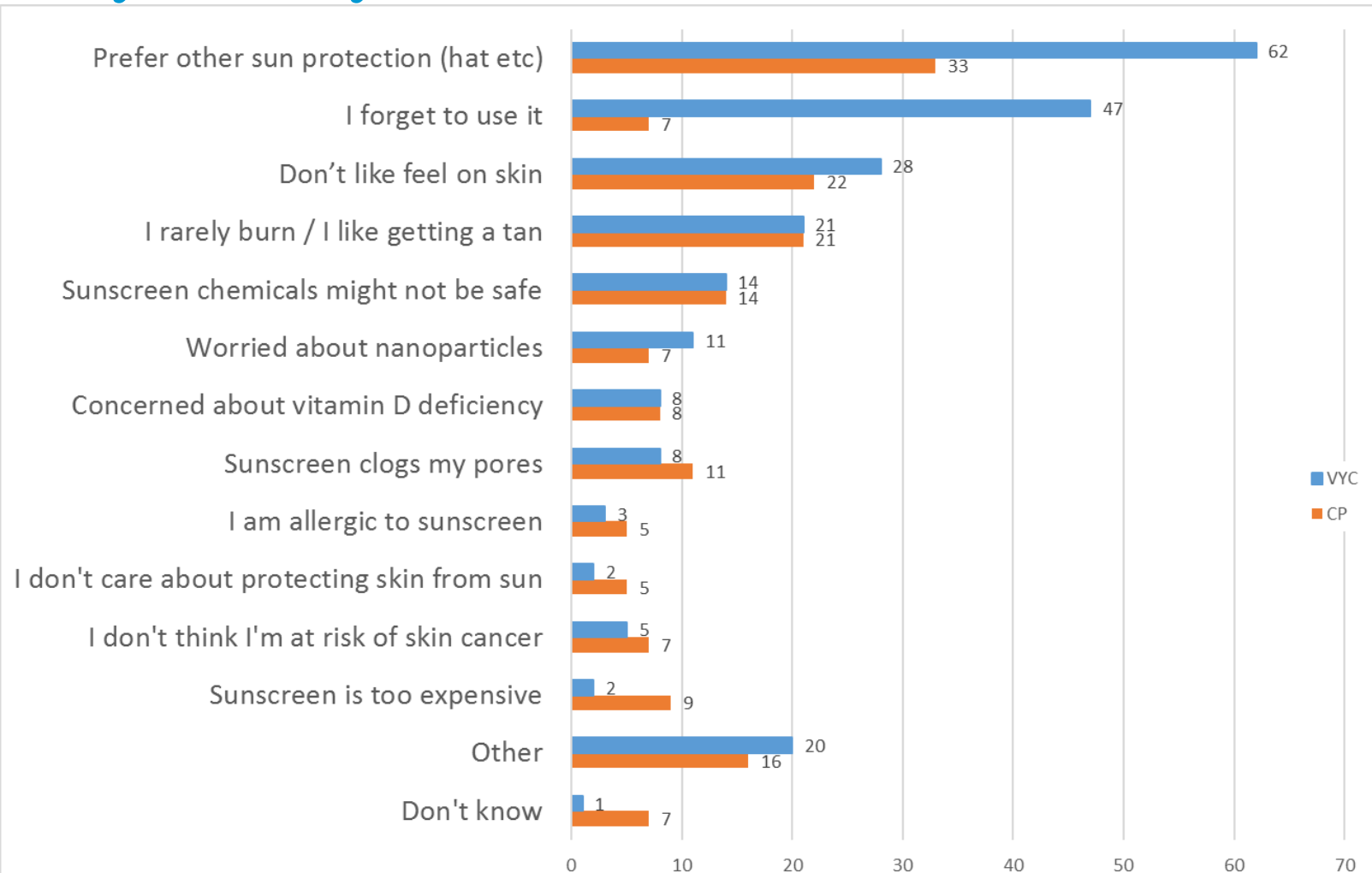
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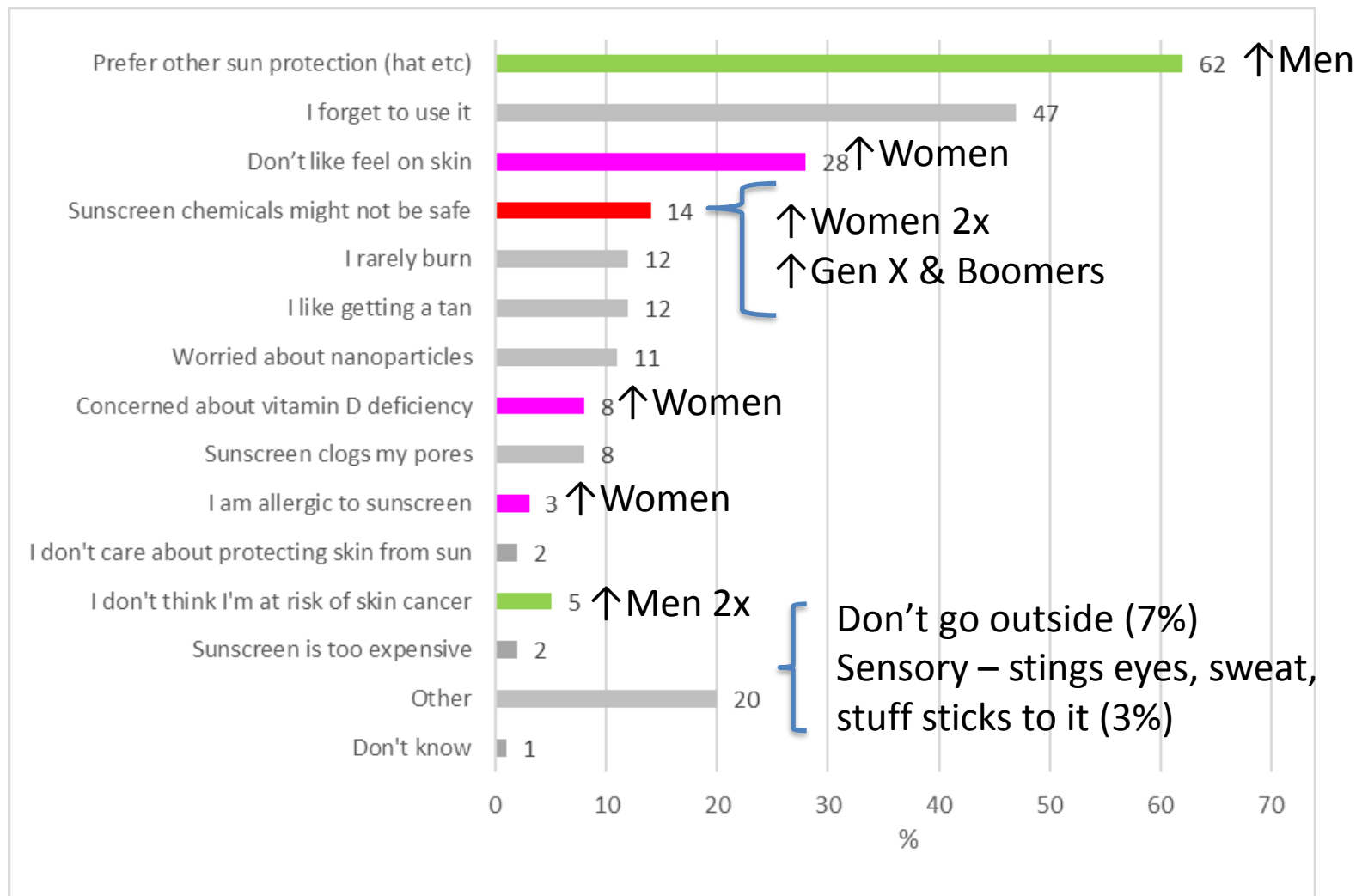
Why don't you wear sunscreen?*



* Wear sunscreen never, rarely or sometimes: CP=605; VYC = 1382

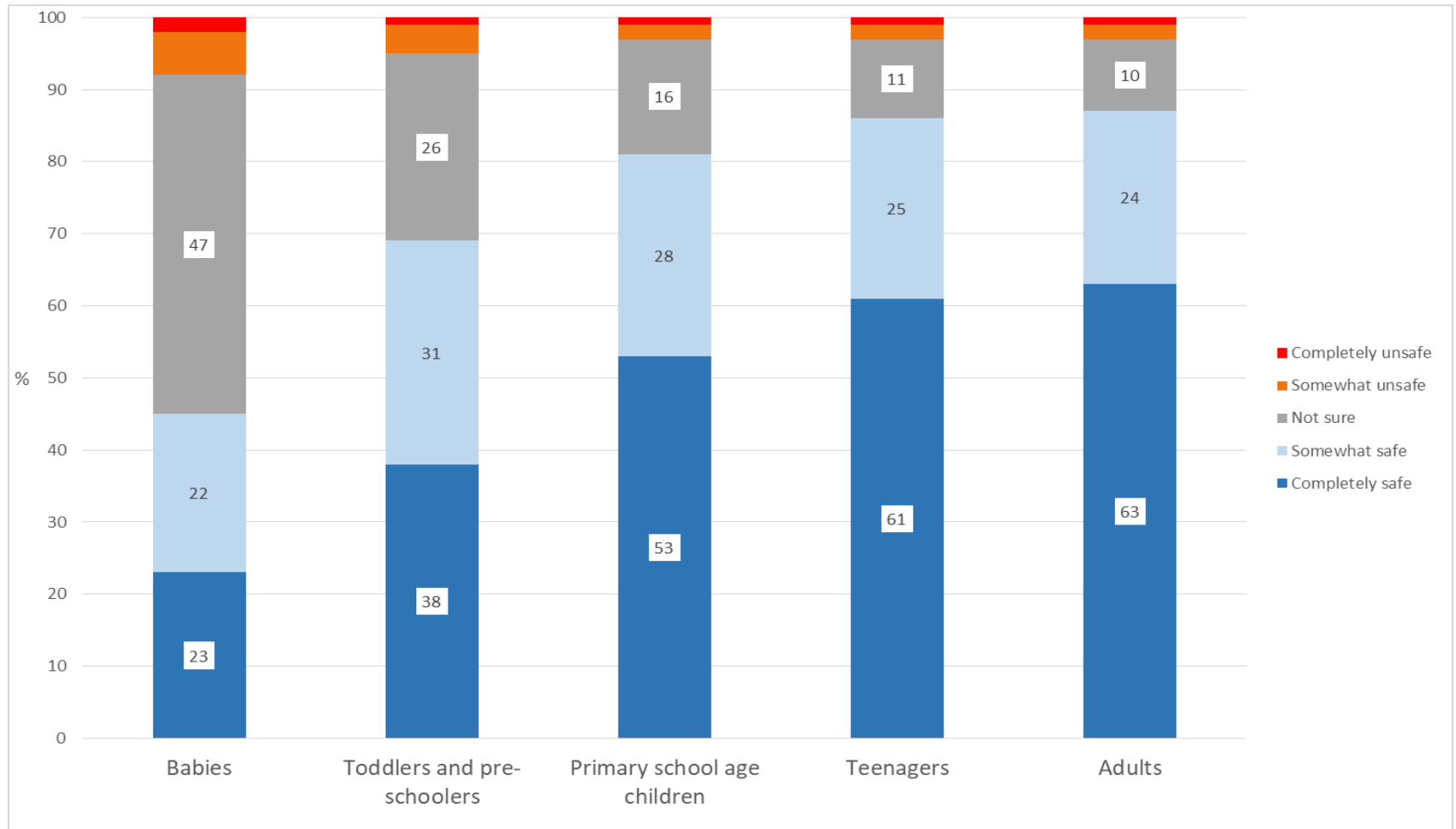
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*(VYC only)

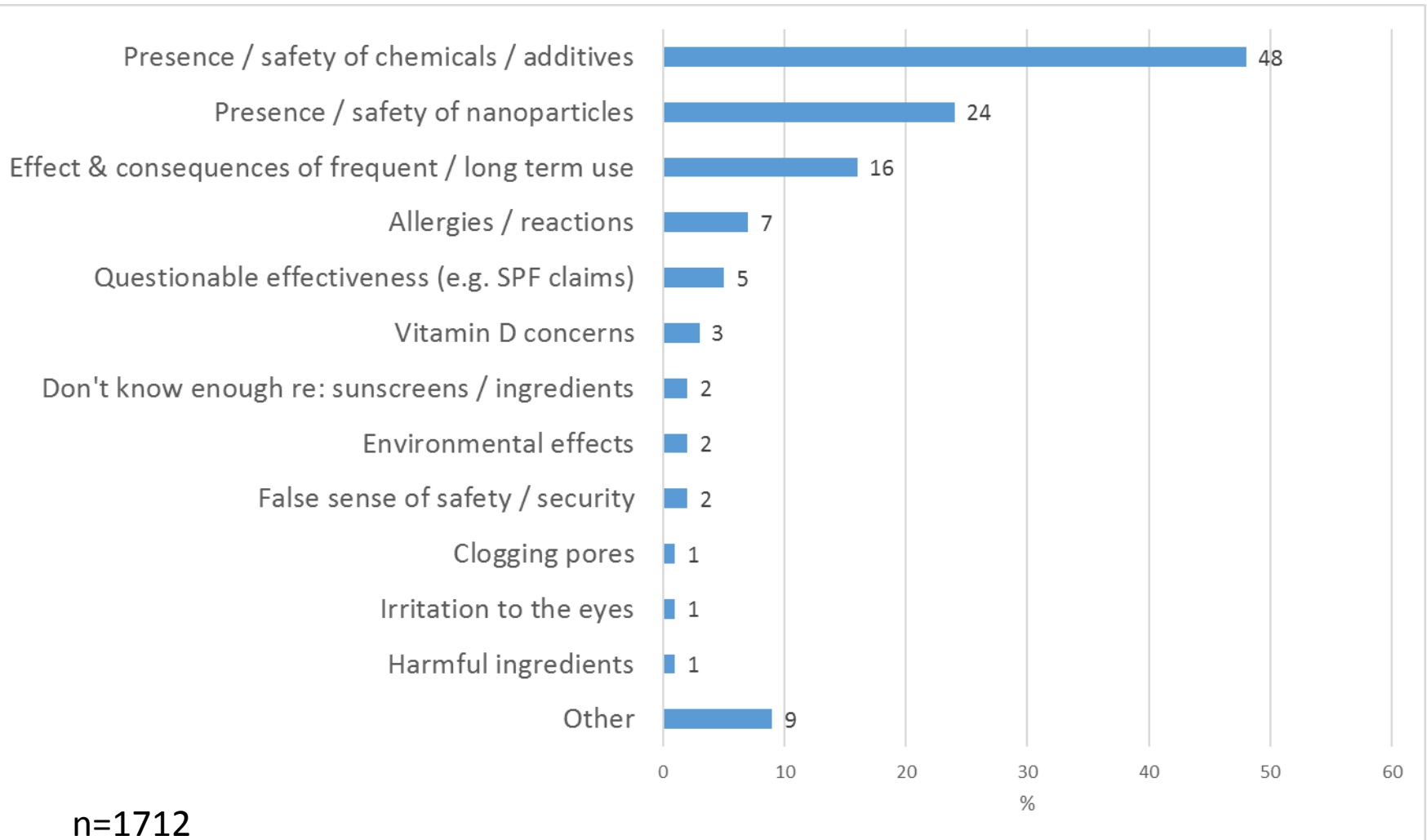


Is sunscreen safe to use regularly?

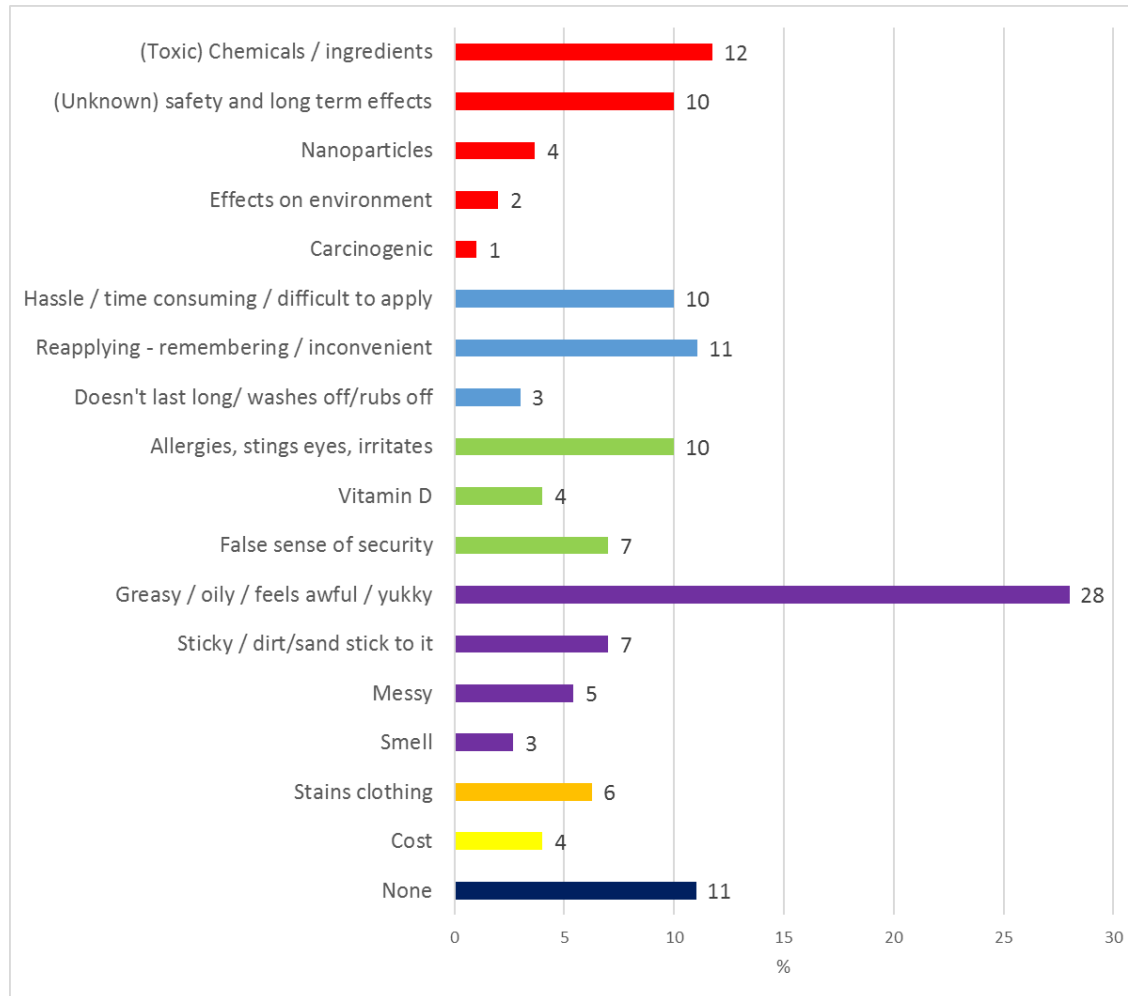
- A lot of uncertainty when it comes to babies and young children



What are your concerns about safety?



What are the negatives of sunscreen?



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- Concern - vitamin D deficiency.
- Uncertainty - safety of regular use on babies and small children.

In their words...

"It smells and feels disgusting."

"Hard to tell what is a good or bad sunscreen - do the labels tell the truth?"

"my dog licks it off and that worries me"

"A BIT GIRLY"

not good for fishing as it gets on the bait and turns the fish off!!

"greasy and yukkie"

"It's a pain in the arse to apply. It has a greasy feel that I dislike and stays around for hours after its no longer effective. It gets in my little girls hair and makes it look dirty and greasy. It burns my eyes if sweat or water washes it in. It only lasts for a few hours. It's not immediately effective. It's not 100% effective. Companies like XXXX seem to feel they can put whatever they want on their packaging - lying about the level of protection - risking our lives. I dislike the fact that it is so necessary in Australia (and NZ) our sun is very harsh thanks to ozone layer damage in our hemisphere."

In their words...

“It can be unpleasant to apply and to have on the skin (greasy, slimy), it gets in my eyes and causes them to sting, it stains my clothes, it makes my hands slippery. All these factors however are relatively minor and do not outweigh the benefits of using sunscreen.”