



# sun safety survey data report

january 2018

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# key findings

## Sunscreen is not always used as a sun protection measure

- One in five (19.8%) respondents do not use sunscreen as a sun protection measure.
- Among sunscreen users, more than half (51.0%) admit to only using sunscreen when they remember to and most (57.0%) admit they do not use sunscreen daily.
- While nearly all (99.6%) sunscreen users typically use it during summer, this proportion goes down substantially for the other seasons to as low as 13.9% during winter.
- Sunscreen users tend to reapply sunscreen less frequently during general outdoor exposure (42.9% reapply every two hours or more frequently), compared to 54.7% during active outdoor activities and 66.5% during swimming and water activities.
- By far the most common reasons given for not using or reapplying sunscreen are 'I forget to' and 'greasiness of sunscreen' (52.5% and 38.5% respectively).

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## There are some behaviour and knowledge gaps on sunscreen effectiveness

- Only half (51.0%) of respondents believe sunscreen doesn't work after it has been exposed to extreme temperatures. Close to half (49.0%) either disagree or do not know.
- Related to this, two in three (66.8%) sunscreen users are not aware that sunscreen can become less effective if stored at a temperature greater than 25°C.
- Although more than half (56.0%) of respondents believe sunscreen doesn't work after it has passed its expiration date, more than two in five (44.0%) either disagree or do not know.
- However, half (50.0%) of sunscreen users do not typically look at the expiry date of sunscreen before they use it, with three in 10 (30.2%) admitting they rarely or never do so.
- Most respondents are also not sure on the effectiveness of chemical sunscreens over physical or mineral sunscreens and vice versa.



## Many are putting off a skin cancer examination

- Most (56.9%) respondents have been sunburnt at least once in the previous 12 months
- However, more than half (52.2%) have not examined themselves for skin cancer, although one in five (20.4%) plan to in the next 12 months or in the next five years.
- Furthermore, among those who have examined themselves for skin cancer, close to three in 10 (27.7%) were not examined by a doctor and/or a dermatologist as recommended.

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## Children do not always use sunscreen as a sun protection measure

- Around one in seven (15.1%) children do not use sunscreen as a sun protection measure.
- The large majority (77.3%) of respondents claim their children only use sunscreen when they or the children themselves remember to, while only two in five (41.6%) say their children use it daily regardless of their activities.
- Much like their parents, while nearly all (99.2%) children who use sunscreen typically use it during summer, this proportion goes down substantially for the other seasons to as low as 14.4% during winter.
- Overall, children who use sunscreen tend to reapply sunscreen least frequently during general outdoor exposure (50.2% reapply every two hours or more frequently), compared to 57.5% during active outdoor activities and 67.1% during swimming and water activities.
- Overall, by far the most common reason given for children not using or reapplying sunscreen is 'they forget to' (55.9%), followed by 'time-consuming' and 'greasiness of sunscreen' (both 23.1%).

# methodology



The research was carried out via a quantitative online survey hosted by CoreData. Data was collected between October 4th and 9th 2017.

Cookies and internal data checking were used to reduce potential duplicate entries.

A total of 1,400 respondents completed the survey and these responses formed the basis of the analysis.

There were 1,000 Australian respondents and 400 New Zealand respondents. All respondents are aged 18 years old and above and have at least one child 18 years old or younger living at home.

# main findings

## sun protection

In an average week during the summer season, how many hours do you estimate you spend outdoors being exposed to the sun during the weekdays/weekends?

Australia

New Zealand

Overall

weekdays (total)

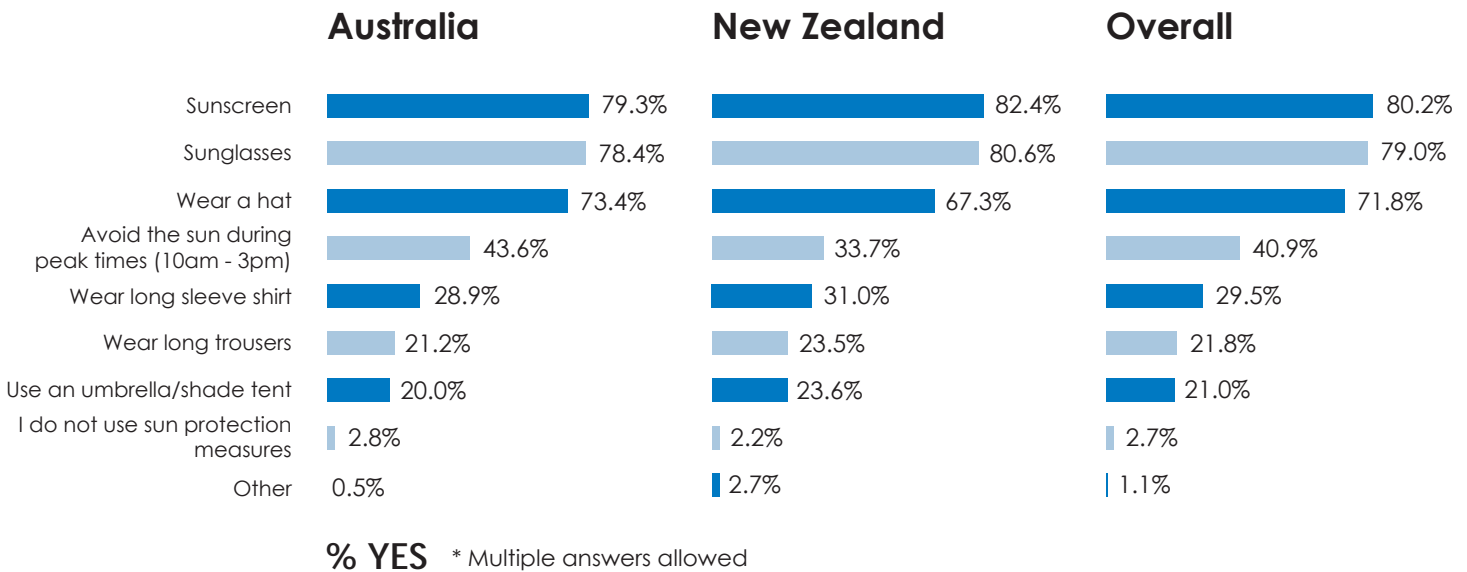


weekends (total)



In a typical week during the summer season, respondents estimate spending an average of 20 hours being exposed to the sun, including 12 hours on weekdays and eight hours on weekends.

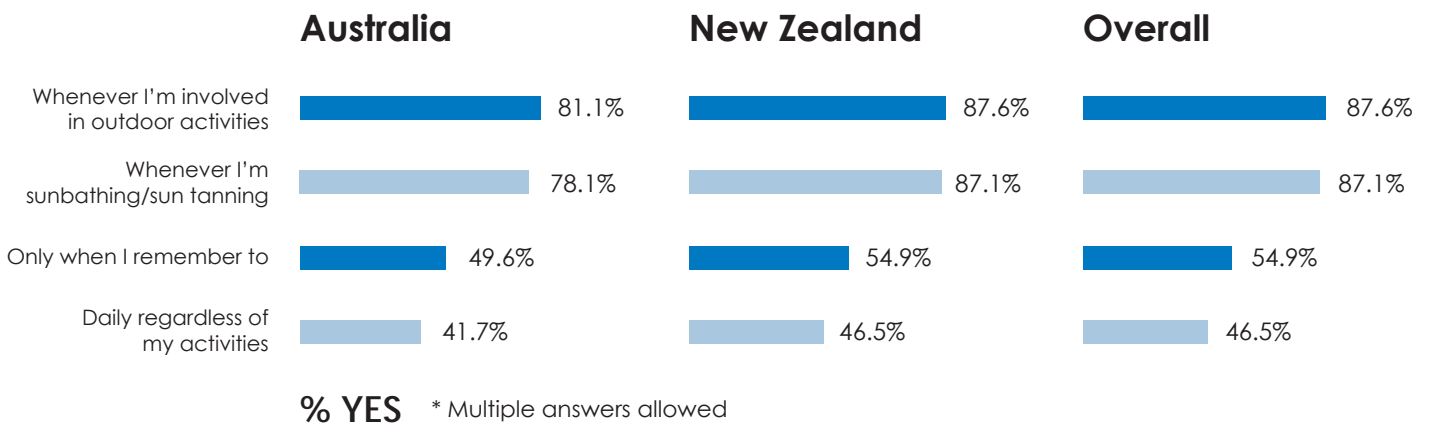
## Which of the following sun protection measures do you use?



The most commonly used sun protection measures are sunscreen (80.2%), sunglasses (79.0%) and wearing a hat (71.8%). One in five (19.8%) do not use sunscreen as a sun protection measure.

In addition to sunscreen, it is also recommended to wear long-sleeve shirts, pants, hats, and sunglasses when exposed to the sun.

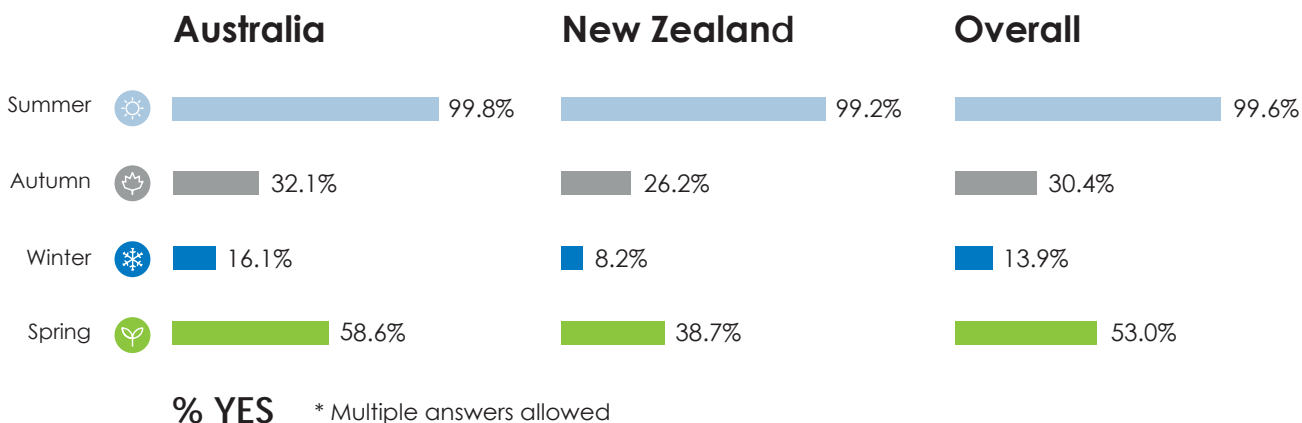
## I typically use sunscreen:



The vast majority of sunscreen users typically use it whenever they are involved in outdoor activities (82.9%) or sunbathing/sun tanning (80.5%).

However, more than half (51.0%) admit to only using sunscreen when they remember to and most (57.0%) admit they do not use sunscreen daily.

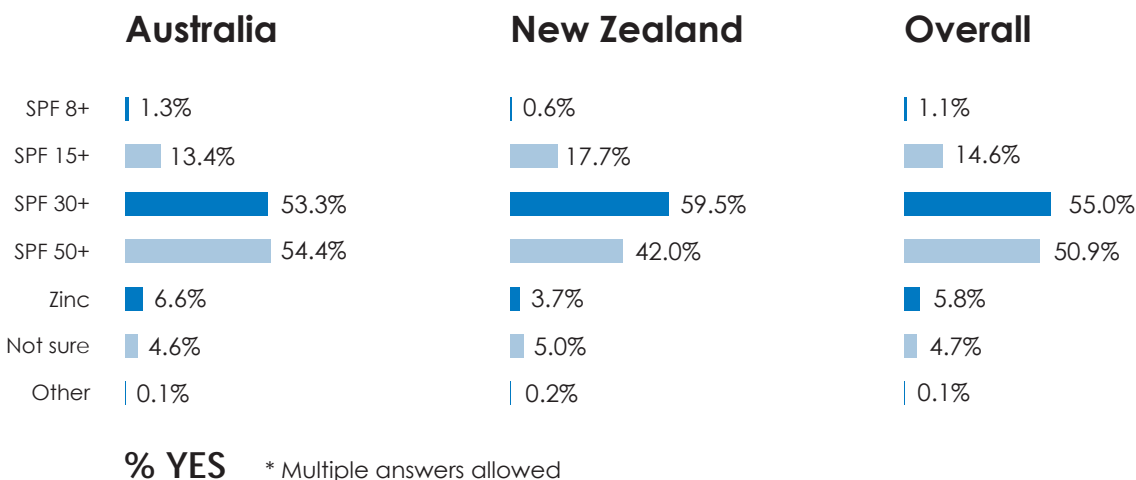
## During which of the following times of the year do you typically use sunscreen?



While nearly all (99.6%) sunscreen users typically use it during summer, this proportion goes down substantially for the other seasons to as low as 13.9% during winter. However, depending on where you live, it is not always necessary to use sunscreen during the winter months.

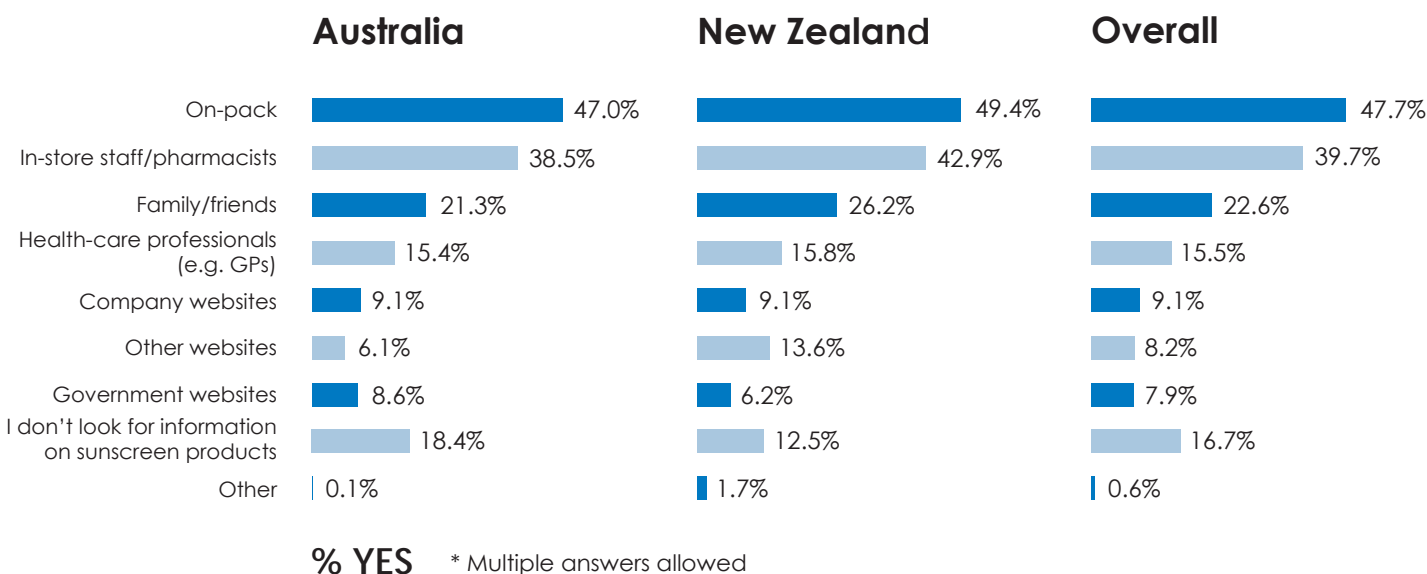
Australians are more likely than New Zealanders to use sunscreen during spring (58.6% vs. 38.7%).

## Which of the following types of sunscreen do you use?



SPF 30+ and SPF 50+ are by far the two most commonly used types of sunscreen (55.0% and 50.9% respectively).

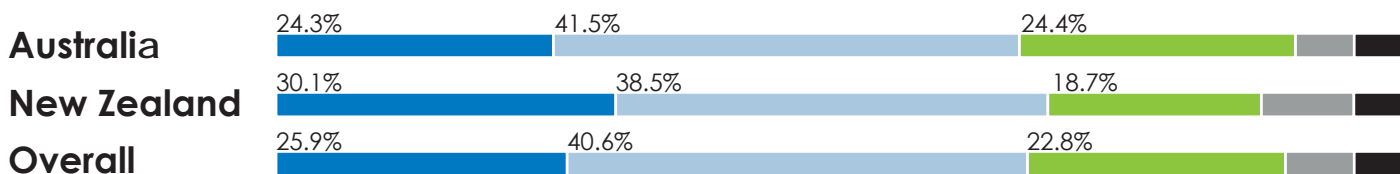
## Where do you typically look for information on sunscreen products?



Sunscreen users most commonly look for information on sunscreen products on-pack (47.7%) and in-store staff/pharmacists (39.7%). However, around one in six (16.7%) say they do not look for information on sunscreen products.

## How often do you typically reapply sunscreen in each of the following scenarios?

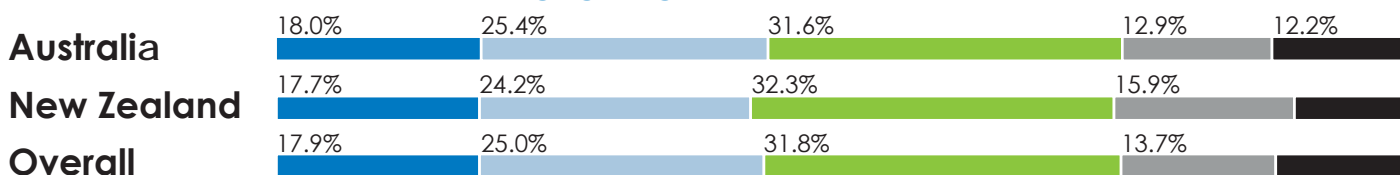
### Swimming and other water activities



### Active outdoor activities (excluding swimming and other water activities)



### General outdoor exposure (e.g. going for walks)



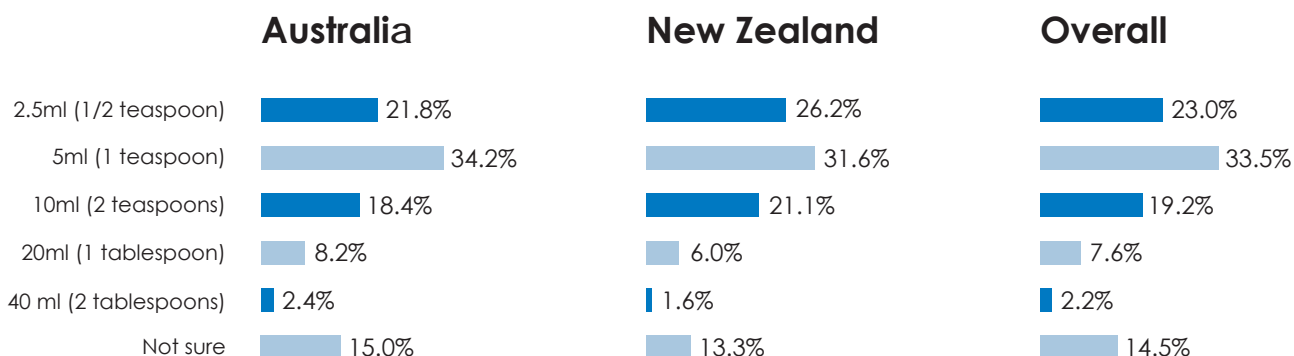
■ More than every 2 hours  
 ■ Every 2 hours  
 ■ Every 4 hours  
 ■ Every 6-8 hours  
 ■ Never



Sunscreen users tend to reapply sunscreen least frequently during general outdoor exposure (42.9% reapply every two hours or more frequently), compared to 54.7% during active outdoor activities and 66.5% during swimming and water activities.

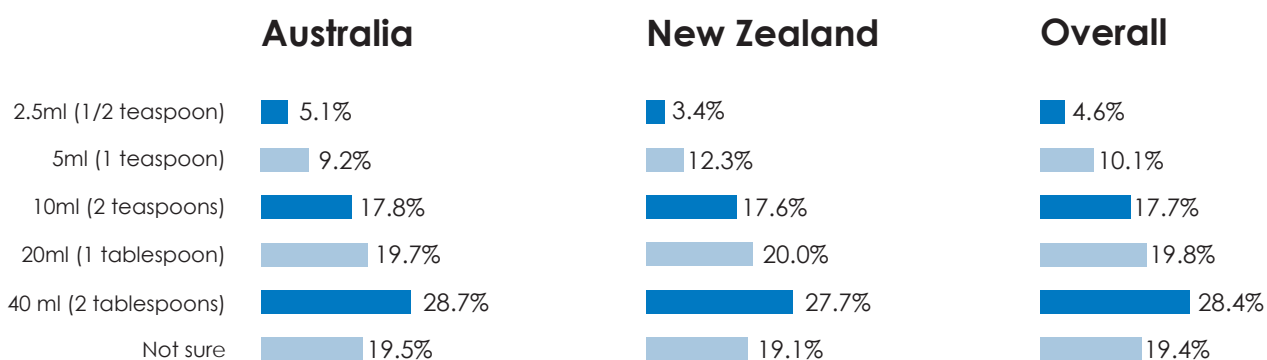
Apply liberally 20 minutes before sun exposure. Reapply at least every 2 hours and immediately after 40 (or 80) minutes of swimming, bathing, sweating or towel drying. To receive a sunscreen's stated level of sun protection, or SPF, it must be used as directed on the label. If the quantity applied is not adequate, the level of protection will be significantly reduced.

## How much sunscreen do you typically apply to your face alone per application?



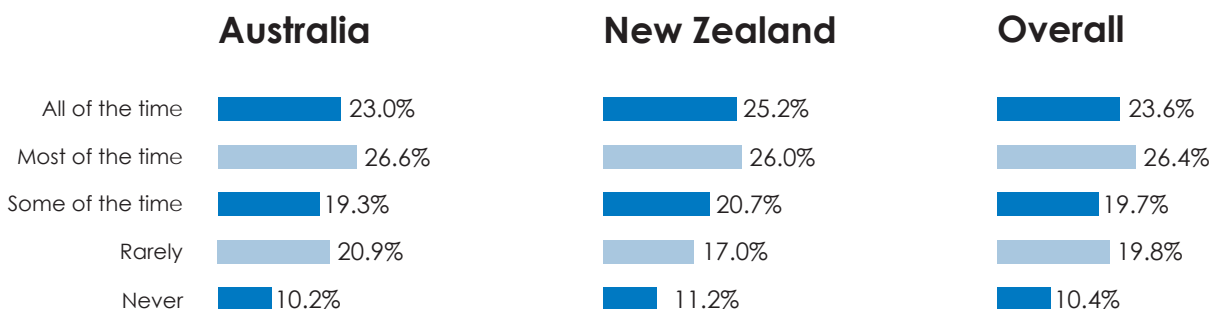
The large majority (75.7%) of sunscreen users typically apply up to 10 ml of sunscreen to their face per application. Around one in seven (14.5%) are not sure.

## How much sunscreen do you typically apply to your body (excluding face) per application?



The majority (65.9%) of sunscreen users typically apply 10 to 40 ml of sunscreen to their body (excluding face) per application. Interestingly, around one in five (19.4%) are not sure.

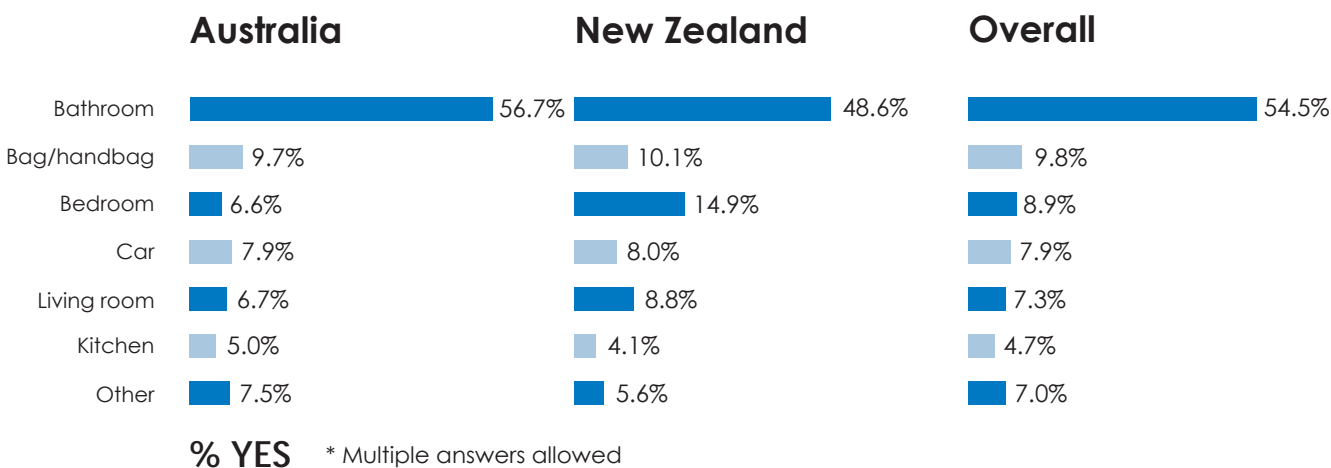
## Do you typically look at the expiry date of sunscreens before you use them?



Half (50.0%) of sunscreen users do not typically look at the expiry date of sunscreen before they use it, with three in 10 (30.2%) admitting they rarely or never do so.

Like medicine, sunscreen is perishable, so it is always best to keep it out of direct sunlight or other heat sources and check expiry dates to ensure it remains effective.

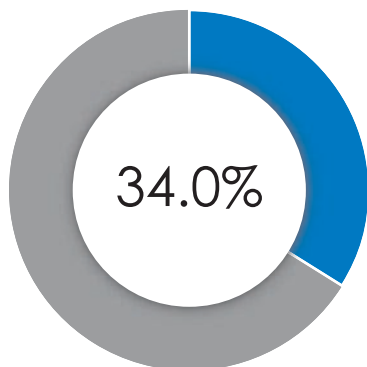
## Where do you typically store the sunscreen you use most often?



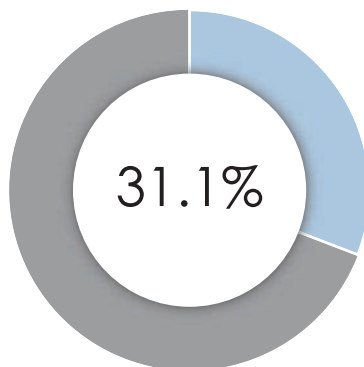
The bathroom is by far the most common place sunscreen users store the sunscreen they use most often (54.5%).

## Are you aware that sunscreen can become less effective if stored at a temperature greater than 25°C?

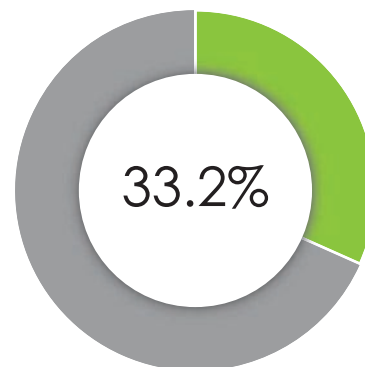
Australia



New Zealand



Overall



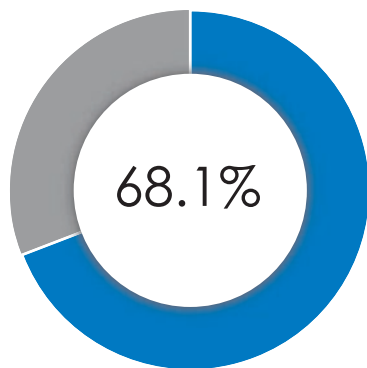
% YES

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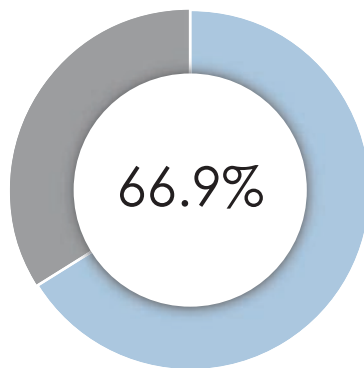
Two in three (66.8%) sunscreen users are not aware that sunscreen can become less effective if stored at a temperature greater than 25°C.

## Do you typically buy new sunscreen every year?

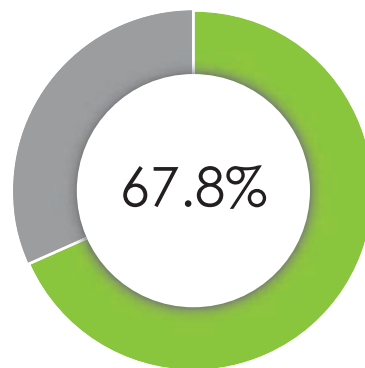
Australia



New Zealand



Overall

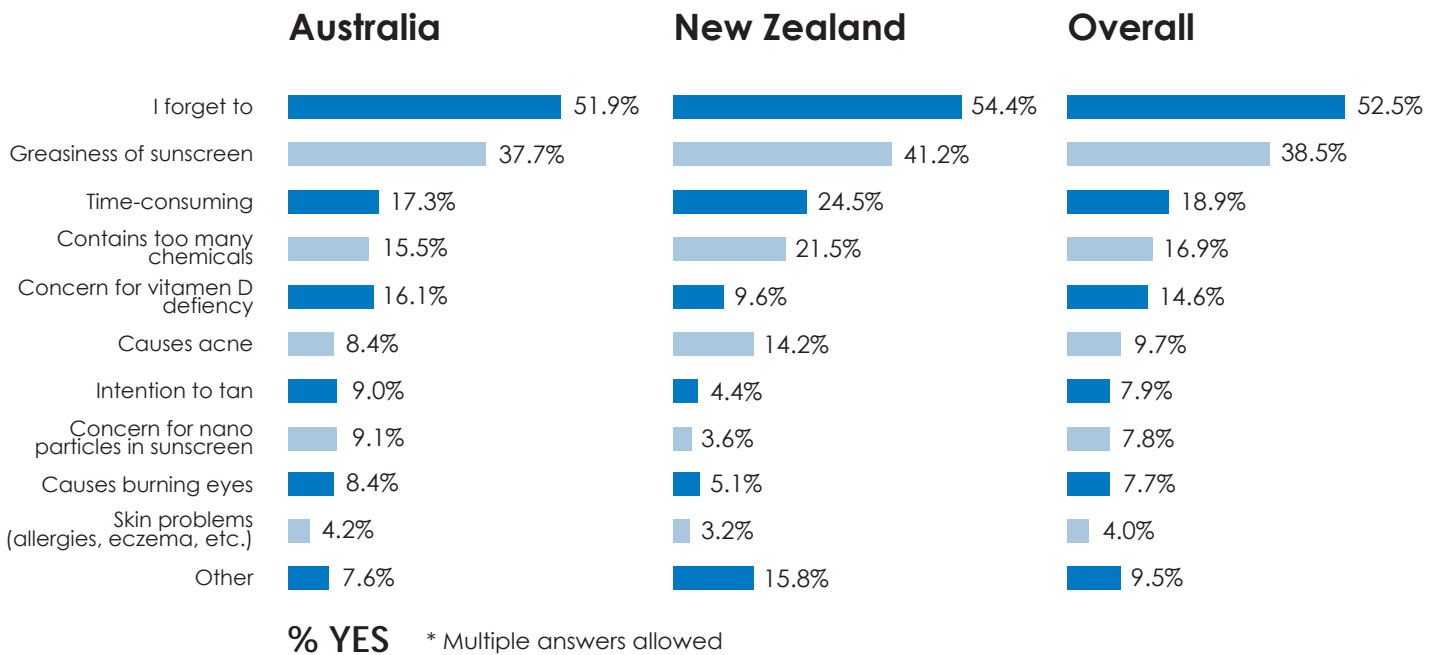


% YES

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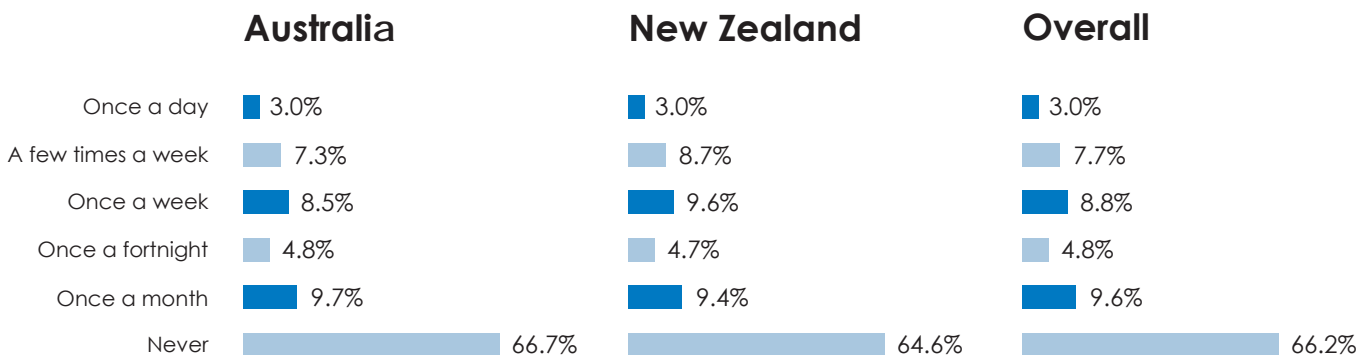
More than two in three (67.8%) sunscreen users typically buy new sunscreen every summer.

## Which of the following prevent you from using sunscreen or reapplying sunscreen?



By far the most common reasons given for not using or reapplying sunscreen are 'I forget to' and 'greasiness of sunscreen' (52.5% and 38.5% respectively).

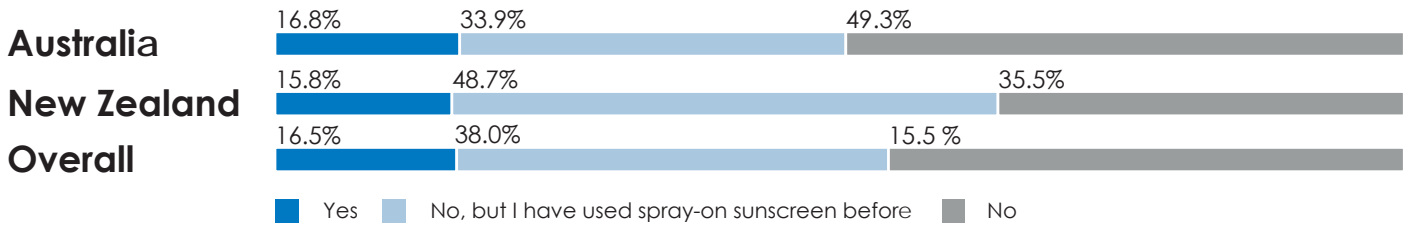
## In the summer months, how often do you typically sunbathe with the intention to tan?



Two in three (66.2%) respondents typically never sunbathe with the intention to tan in the summer months.

However, the intention to tan is still quite high, with around one in three Australians and New Zealanders opting to tan (33.3% and 36.4% respectively), regardless of the potential dangers from the sun.

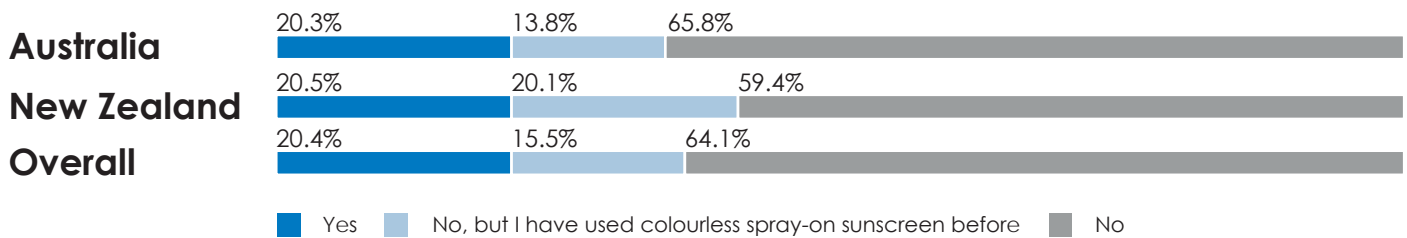
## Do you currently use spray-on sunscreen?



Only one in six (16.5%) respondents currently use spray-on sunscreen. Close to two in five (38.0%) do not currently use spray-on sunscreen but have used it before.

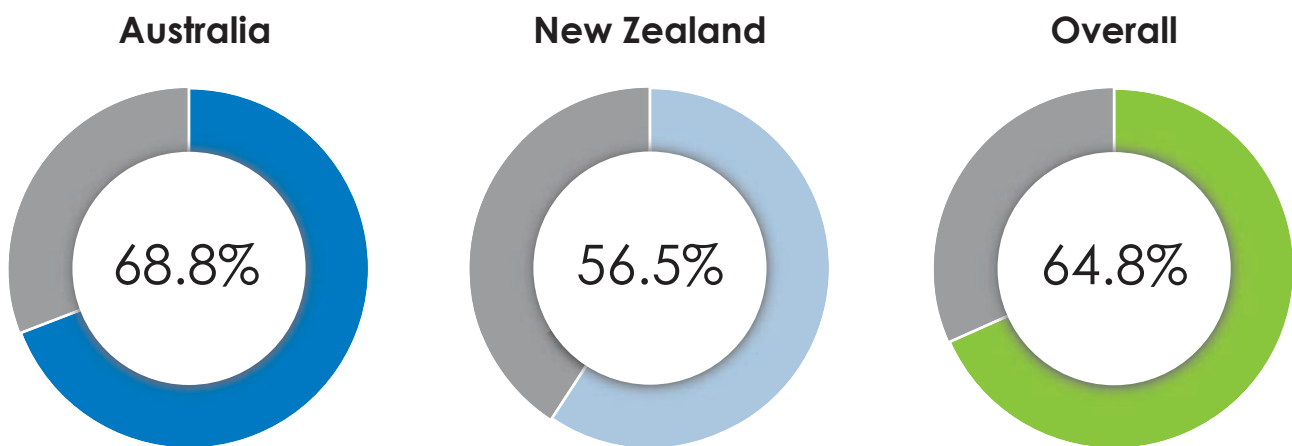
New Zealanders are more likely than Australians to be former users of spray-on sunscreen (48.7% vs. 33.9%).

## Do you currently use or have you ever used colourless spray-on sunscreen?



Only one in five (20.4%) respondents currently use colourless spray-on sunscreen. Some 15.5% do not currently use colourless spray-on sunscreen but have used it before.

## Are you aware of how to properly apply spray-on sunscreen?

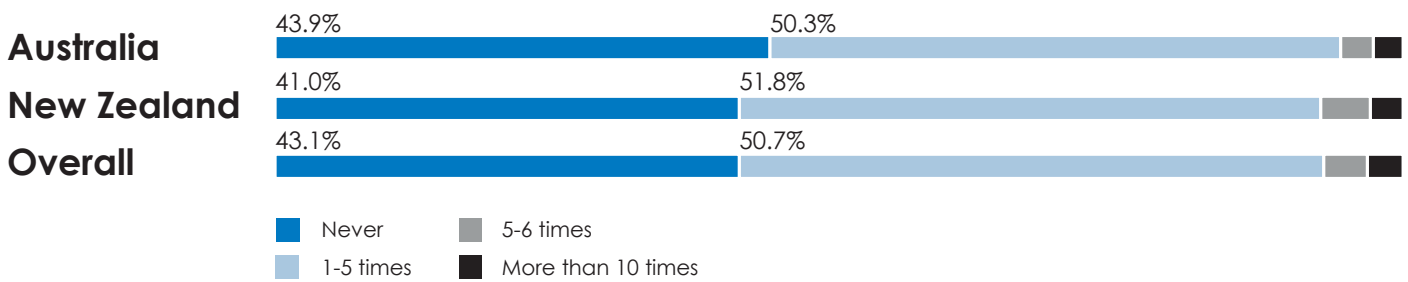


% YES

Among those who currently use or have used spray-on sunscreen, more than one in three (35.2%) are not aware of how to properly apply it.

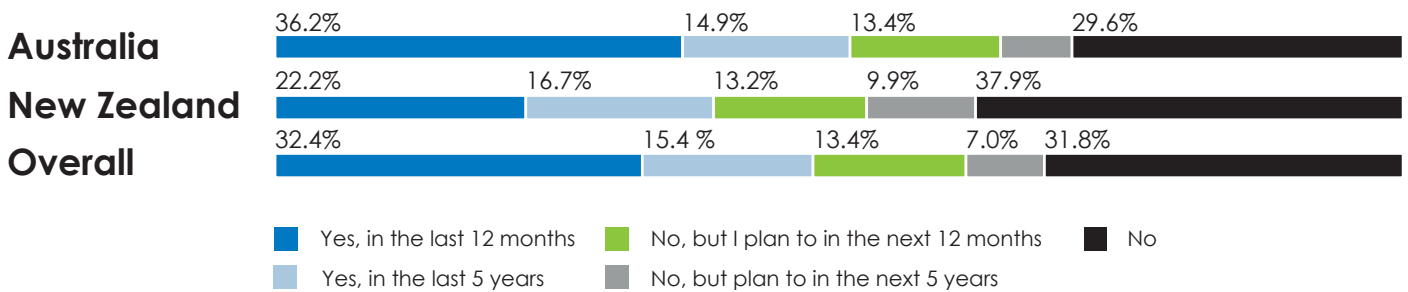
Proper application differs according to the type of sunscreen. It is therefore crucial to follow the instructions on the label before applying.

## How many times have you been sunburnt (redness and smarting pain/stinging) in the previous 12 months?



Most (56.9%) respondents have been sunburnt at least once in the previous 12 months.

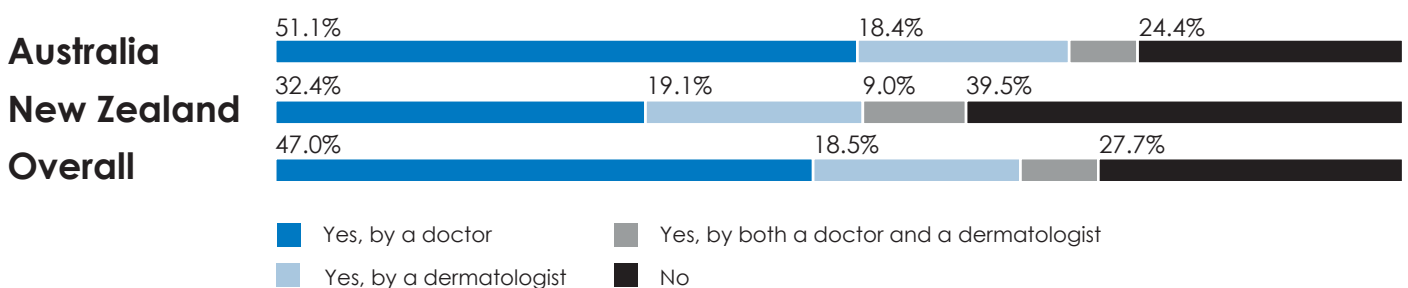
## Have you examined yourself for skin cancer?



More than half (52.2%) of respondents have not examined themselves for skin cancer, although one in five (20.4%) plan to in the next 12 months or in the next five years.

New Zealanders are more likely than Australians to have not examined themselves for skin cancer (61.0% vs. 48.9%).

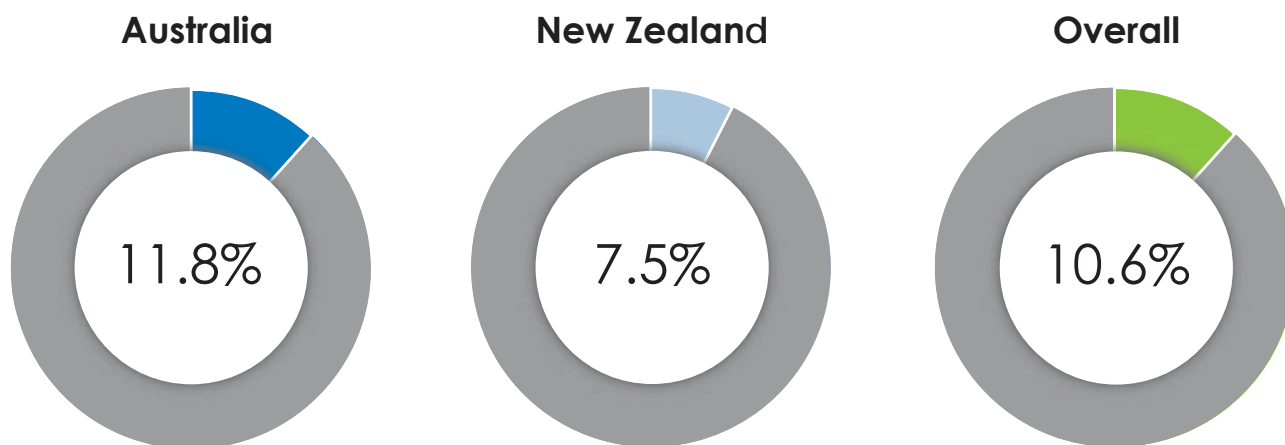
## Were you examined by a doctor or a dermatologist?



Among those who have examined themselves for skin cancer, close to three in 10 (27.7%) were not examined by a doctor and/or a dermatologist.

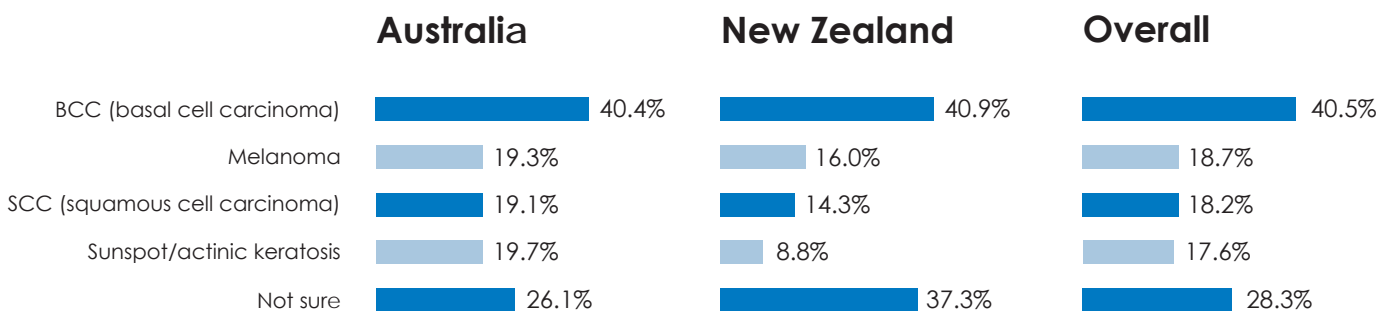
New Zealanders are more likely than Australians to have not been examined by a doctor and/or a dermatologist (39.5% vs. 24.4%).

## Have you ever had a skin cancer removed from you?



% YES

## Which type(s) of skin cancer were removed from you?



% YES \* Multiple answers allowed

Only one in 10 (10.6%) respondents have had skin cancer removed from them, with BCC being the most common type of skin cancer removed.

## How much do you agree with the following statements on sunscreen?

■ Strongly agree   
 ■ Agree   
 ■ SUM   
 ■ Don't know

### Sunscreen can cause allergic reaction in some cases



### Sunscreen doesn't work after it has passed its expiration date



### Sunscreen doesn't work after it has been exposed to extreme temperatures



### Sunscreen can cause chemical burns in some cases



### Aerosol sunscreen doesn't work as well as lotion sunscreen



### Physical or mineral sunscreens are better for you than chemical sunscreens





Strongly agree Agree

SUM

Don't know

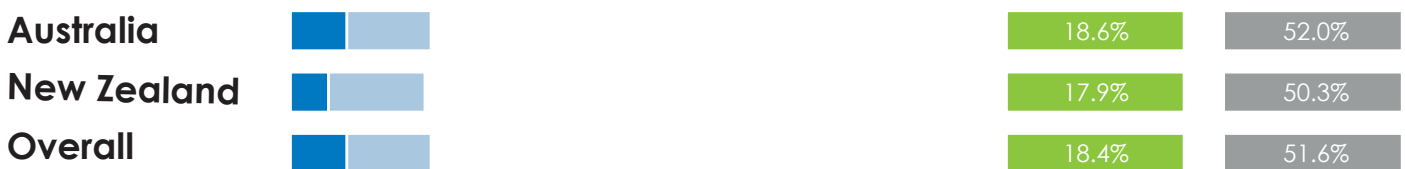
### Physical or mineral sunscreens are more effective than chemical sunscreens



### Chemical sunscreens are more effective than physical or mineral sunscreens



### Chemical sunscreens are better for you than physical or mineral sunscreens



A range of views on sunscreen and its effects exist among respondents. The most strongly held view is that sunscreen can cause allergic reaction (74.9%).

Only half (51.0%) of respondents believe sunscreen doesn't work after it has been exposed to extreme temperatures. Close to half (49.0%) either disagree with this view or do not know. Furthermore, although more than half (56.0%) of respondents believe sunscreen doesn't work after it has passed its expiration date, more than two in five (44.0%) either disagree with this view or do not know.

Most respondents are also not sure on the effectiveness of chemical sunscreens over physical or mineral sunscreens and vice versa.

## How much do you agree with the following statements on sunscreen application?

■ Strongly agree   
 ■ Agree   
 ■ SUM   
 ■ Don't know

### Sunscreen needs to be reapplied every two hours



### You need to use more sunscreen if you have fair skin



### Sunscreen doesn't work properly after towelling off



### You need to use more sunscreen on children's skin



### Sunscreen doesn't work properly after sweating



### Sunscreen stops working two hours after application

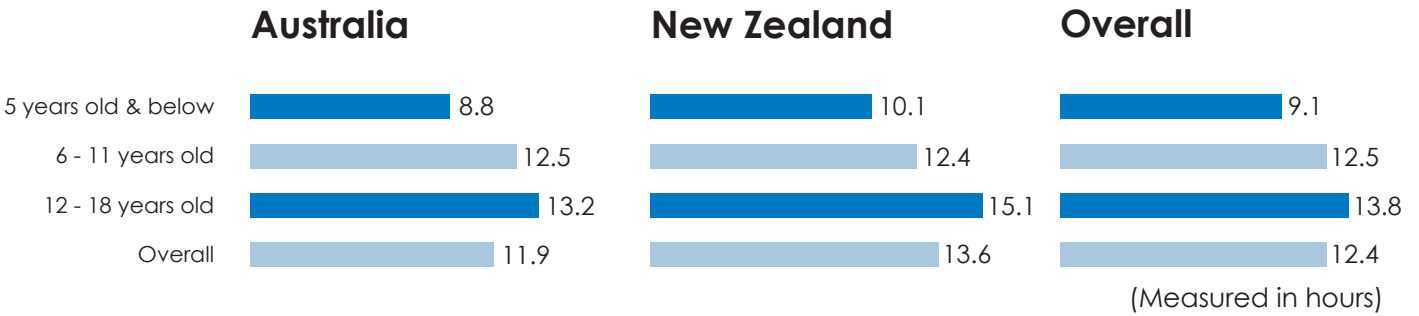


The large majority of respondents believe that sunscreen needs to be reapplied every two hours (77.3%), fair-skinned people need to use more sunscreen (73.4%) or that sunscreen doesn't work properly after towelling off (70.6%).

Most respondents believe that children need to use more sunscreen (63.0%), sunscreen doesn't work properly after sweating (56.8%) or that sunscreen stops working two hours after application (54.2%).

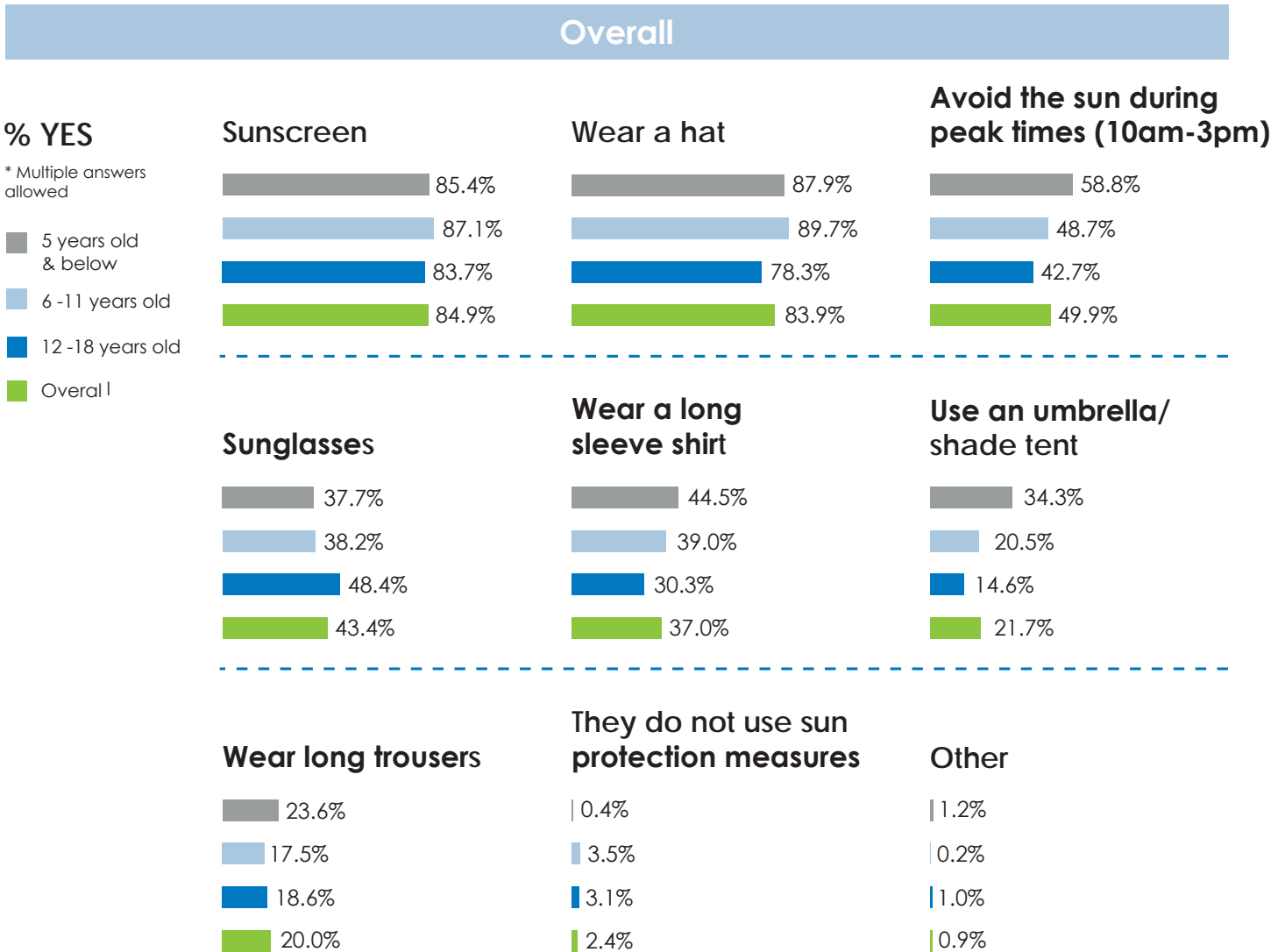
# children

In an average week, how many hours do you estimate your child/children spend outdoors being exposed to the sun? Please estimate to the nearest whole number.



In a typical week, children spend around 12 hours outdoors being exposed to the sun, with older children tending to spend more time outdoors being exposed to the sun. Children have to be aware of UV ratings and avoid sun exposure between 10am and 3pm.

## Which of the following sun protection measures do your children use?



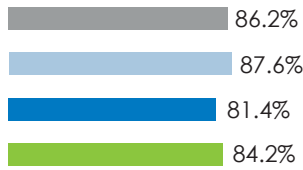
## Australia

### % YES

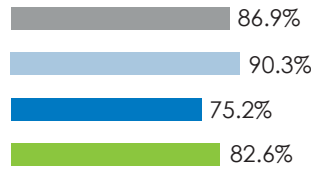
\* Multiple answers allowed

- 5 years old & below
- 6-11 years old
- 12-18 years old
- Australia

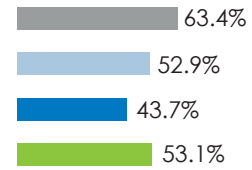
#### Sunscreen



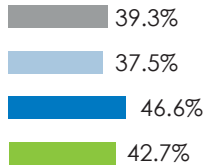
#### Wear a hat



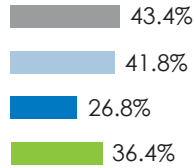
#### Avoid the sun during peak times (10am-3pm)



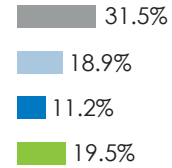
#### Sunglasses



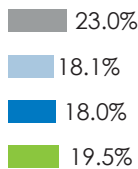
#### Wear a long sleeve shirt



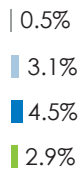
#### Use an umbrella/ shade tent



#### Wear long trousers



#### They do not use sun protection measures



#### Other



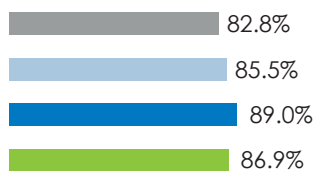
## New Zealand

### % YES

\* Multiple answers allowed

- 5 years old & below
- 6-11 years old
- 12-18 years old
- New Zealand

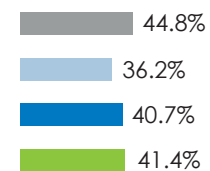
#### Sunscreen



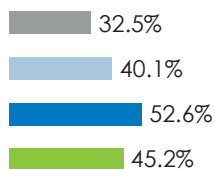
#### Wear a hat



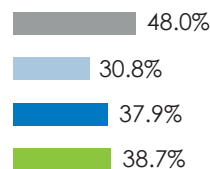
#### Avoid the sun during peak times (10am-3pm)



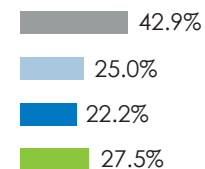
#### Sunglasses



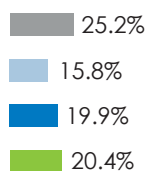
#### Wear a long sleeve shirt



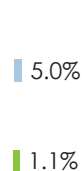
#### Use an umbrella/ shade tent



#### Wear long trousers



#### They do not use sun protection measures



#### Other



Overall, sunscreen is the most commonly used sun protection measure among children (84.9%), followed closely by wearing a hat (83.9%). Critically, this means around one in seven (15.1%) children do not use sunscreen as a sun protection measure.

Younger children are more likely to use some of the listed sun protection measures, including avoiding the sun during peak times and wearing a long sleeve shirt.

The extent to which the various measures are used are largely similar, although compared to Australian children, children in New Zealand are less likely to avoid the sun during peak times (41.4% vs. 53.1%).

## My children typically use sunscreen:

### Overall

#### Whenever they are sunbathing/sun tanning

■ Yes ■ No ■ Don't know



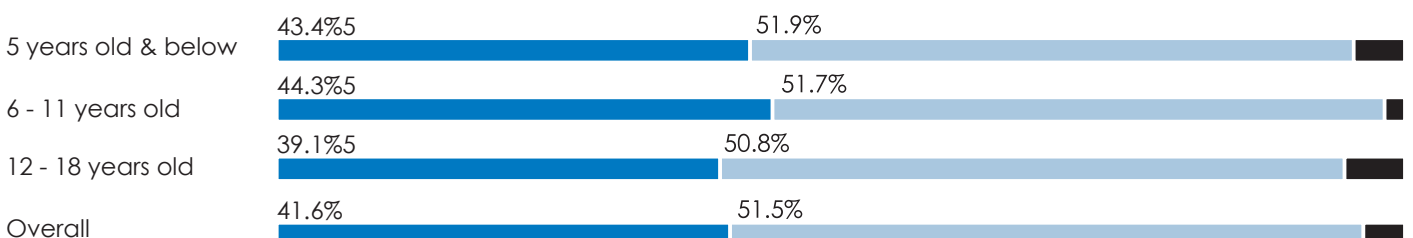
#### Whenever they are involved in outdoor activities



#### When they remember/when I remember



#### Daily regardless of their activities



# Australia

## Whenever they are sunbathing/sun tanning

■ Yes ■ No ■ Don't know



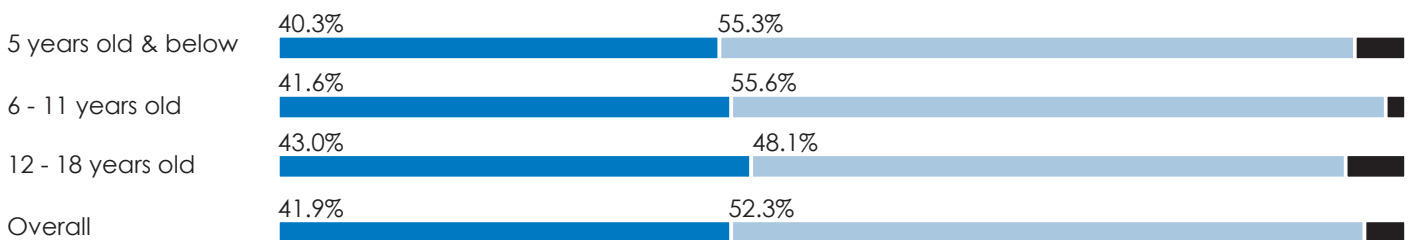
## Whenever they are involved in outdoor activities



## When they remember/when I remember



## Daily regardless of their activities



# New Zealand

## Whenever they are sunbathing/sun tanning

Yes No Don't know



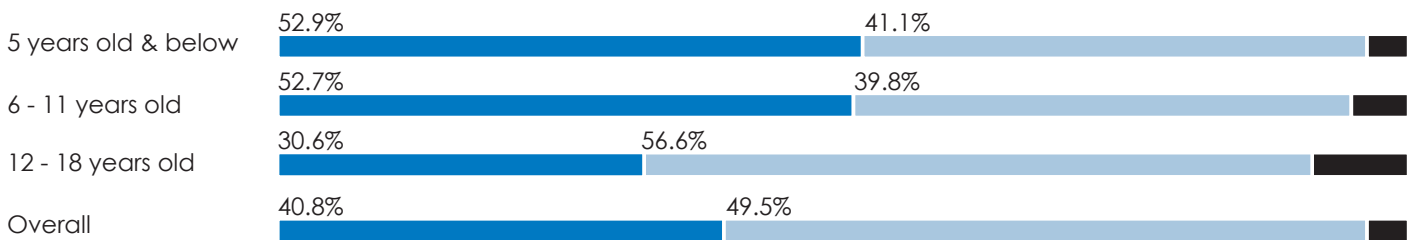
## Whenever they are involved in outdoor activities



## When they remember/when I remember



## Daily regardless of their activities



Overall, sunscreen is most typically used it whenever children are involved in outdoor activities (85.4%) or sunbathing/sun tanning (86.8%).

However, the large majority (77.3%) of respondents claim their children only use it when they or the children themselves remember to, while only two in five (41.6%) say their children use it daily regardless of their activities.



# During which of the following times of the year do your children typically use sunscreen?

**% YES**

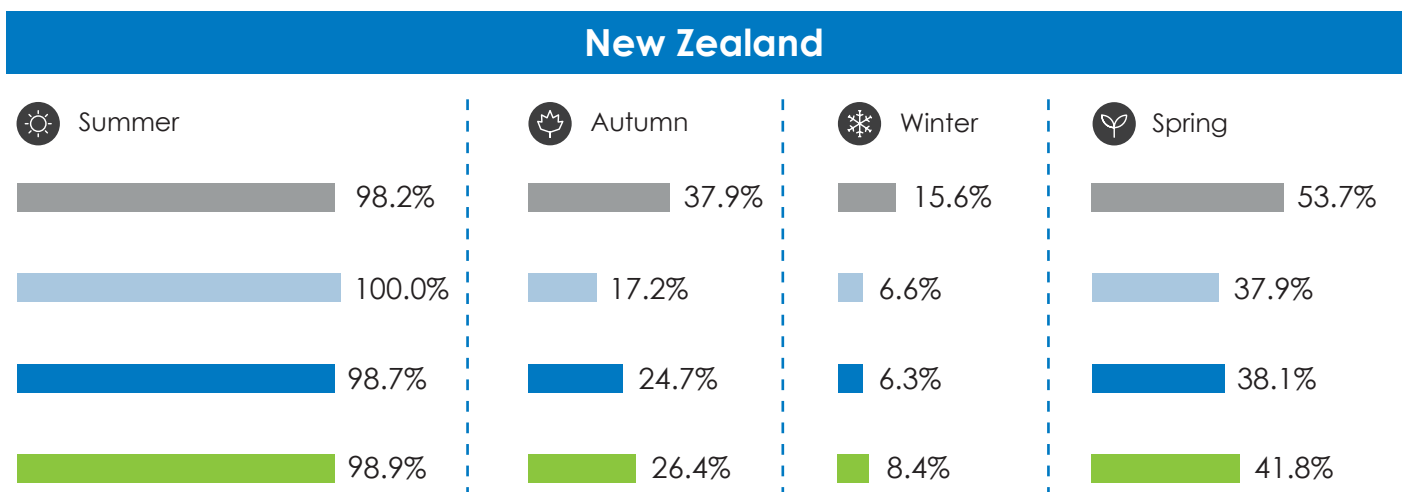
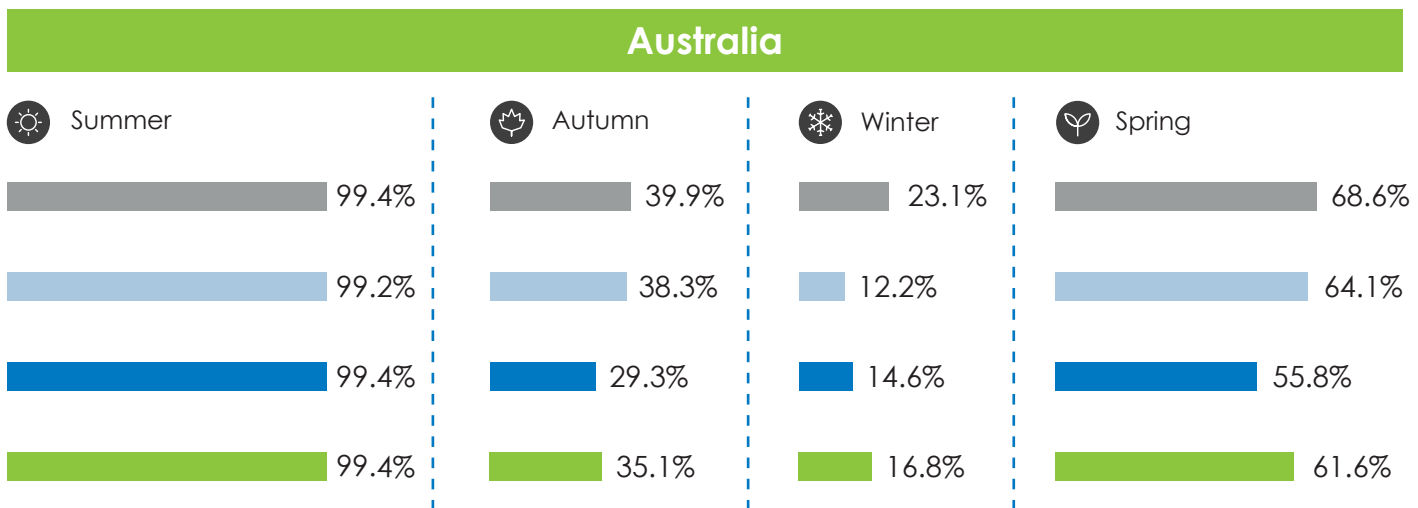
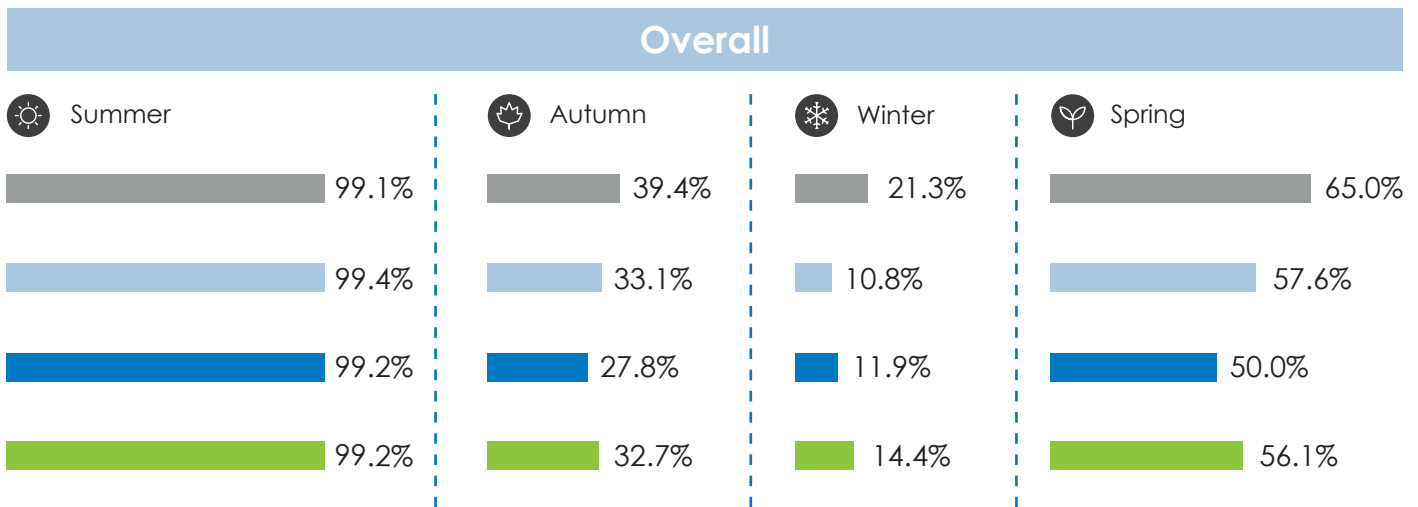
\* Multiple answers allowed

5 years old & below

12-18 years old

6-11 years old

Overall



Much like their parents, while nearly all (99.2%) children who use sunscreen typically use it during summer, this proportion goes down substantially for the other seasons to as low as 14.4% during winter. However, depending on where you live, it is not always necessary to use sunscreen during the winter months.

Children in New Zealand are less likely than Australian children to use sunscreen during spring (41.8% vs. 61.6%).

# Which of the following types of sunscreen do your children use?

% YES

\* Multiple answers allowed

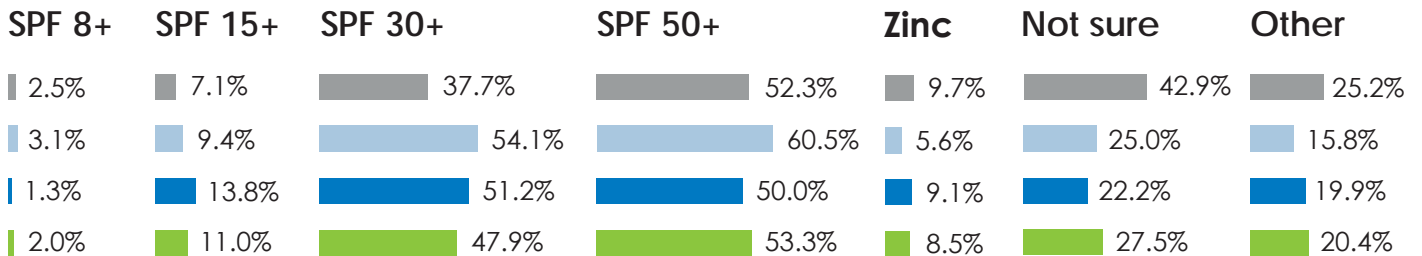
5 years old & below

6 -11 years old

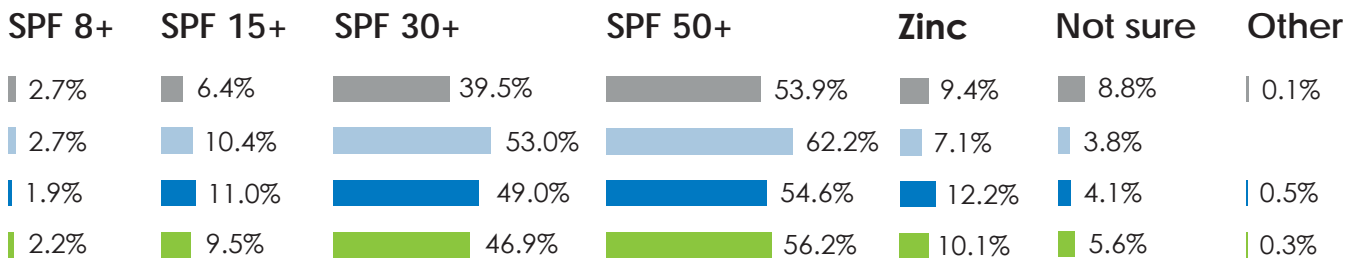
12 -18 years old

Overall

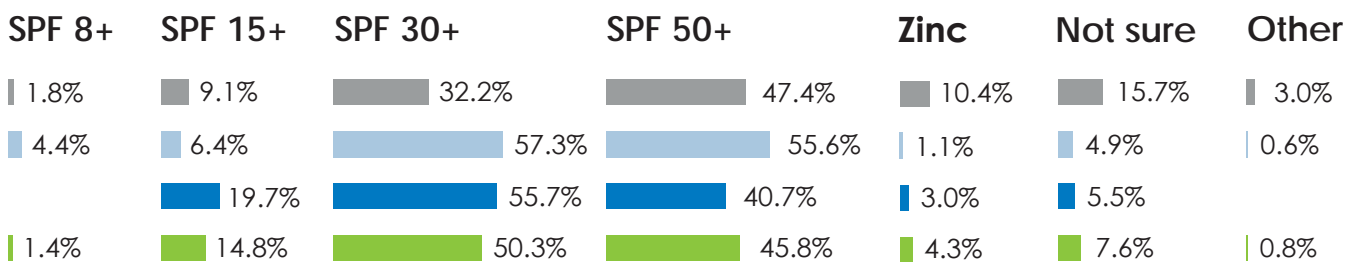
## Overall



## Australia



## New Zealand

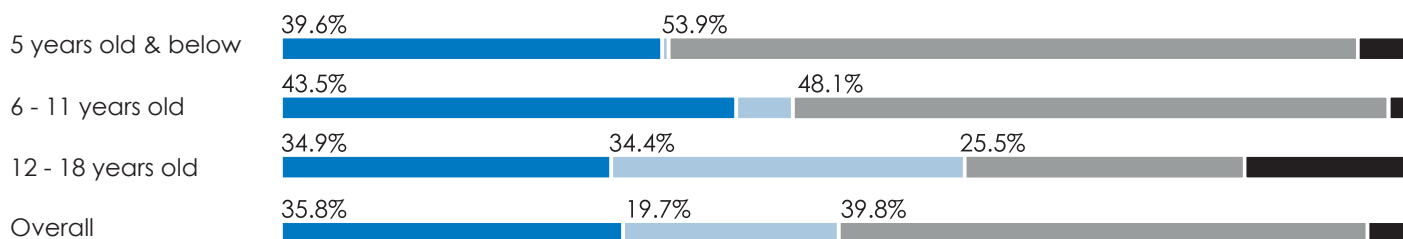


Overall, SPF 50+ and SPF 30+ are by far the two most commonly used types of sunscreen among children (53.3% and 47.9% respectively).

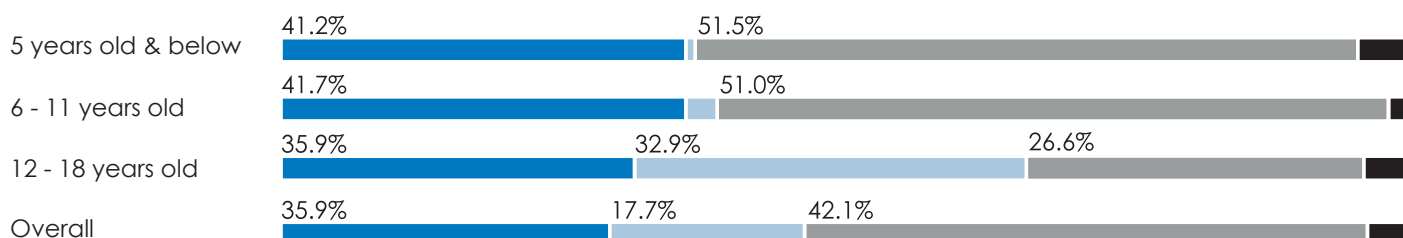
## Do your children typically apply their own sunscreen?

■ Yes, supervised    
 ■ Yes, unsupervised    
 ■ No, I typically do    
 ■ No, someone else typically does

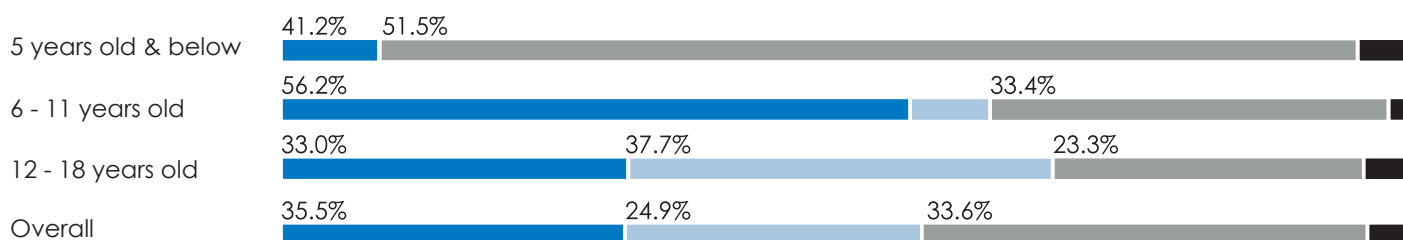
### Overall



### Australia



### New Zealand

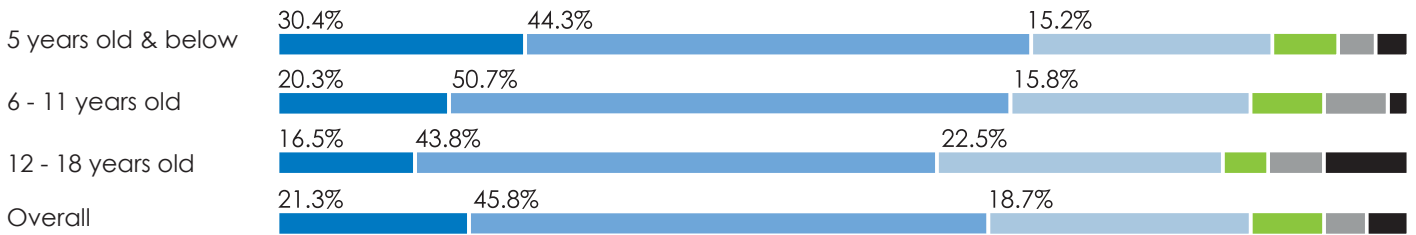


Overall, younger children are more likely to have their parents or someone else apply sunscreen for them, while older children are more likely to apply sunscreen themselves,

# Which of the following types of sunscreen do your children use?

## Overall

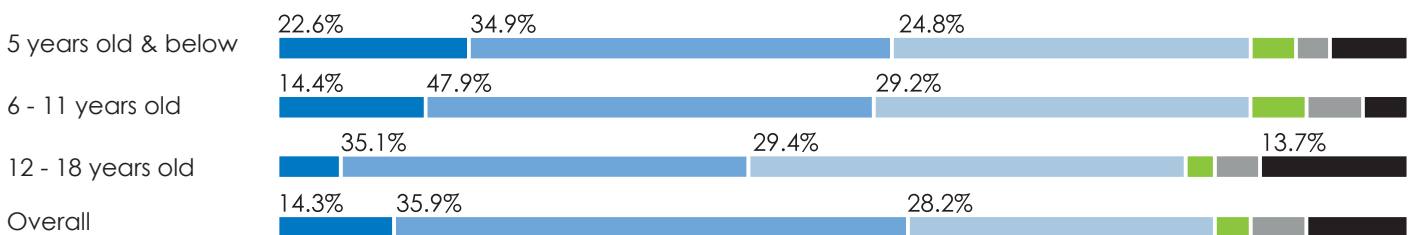
### Swimming and other water activities



### Active outdoor activities

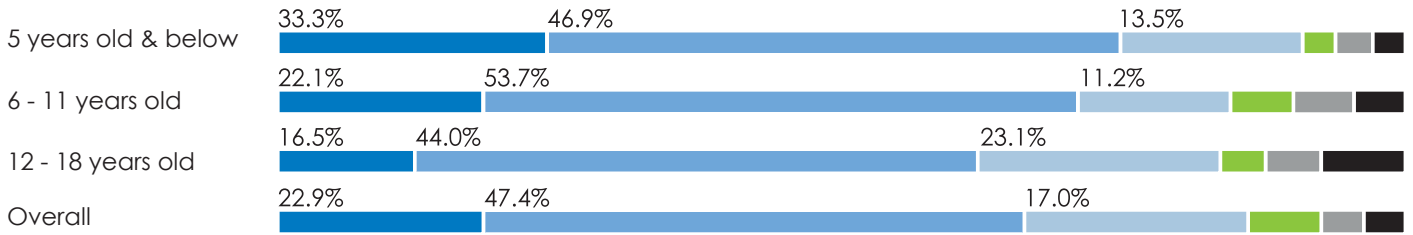


### General outdoor exposure



■ More than every 2 hours  
 ■ Every 2 hours  
 ■ Every 4 hours  
 ■ Every 6-8 hours  
 ■ Never  
 ■ Don't know

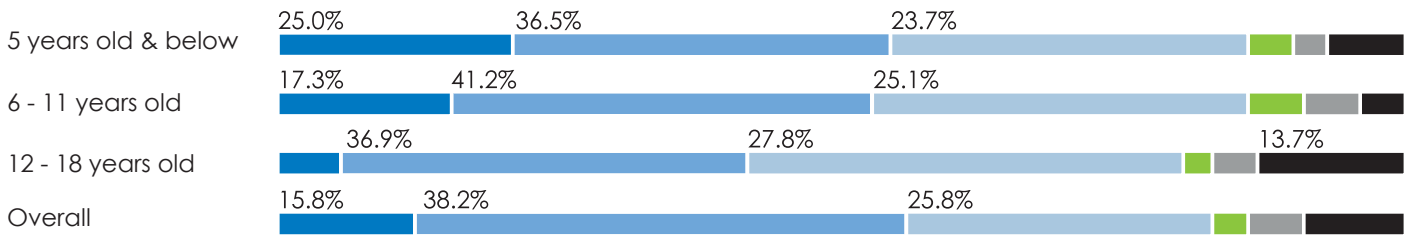
## Swimming and other water activities



## Active outdoor activities



## General outdoor exposure

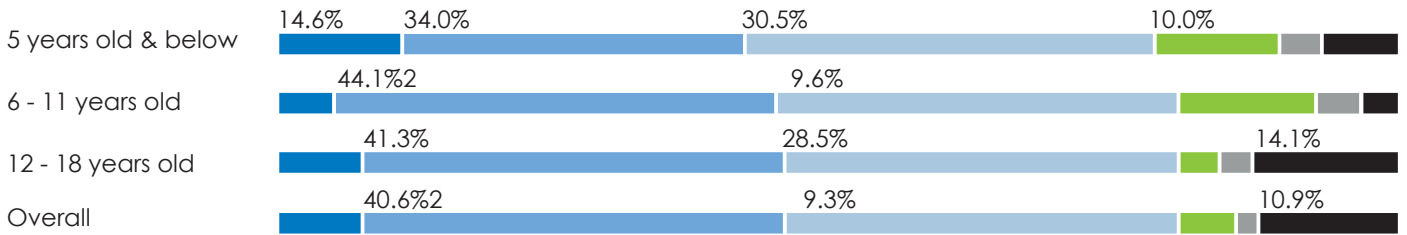


■ More than every 2 hours  
 ■ Every 2 hours  
 ■ Every 4 hours  
 ■ Every 6-8 hours  
 ■ Never  
 ■ Don't know

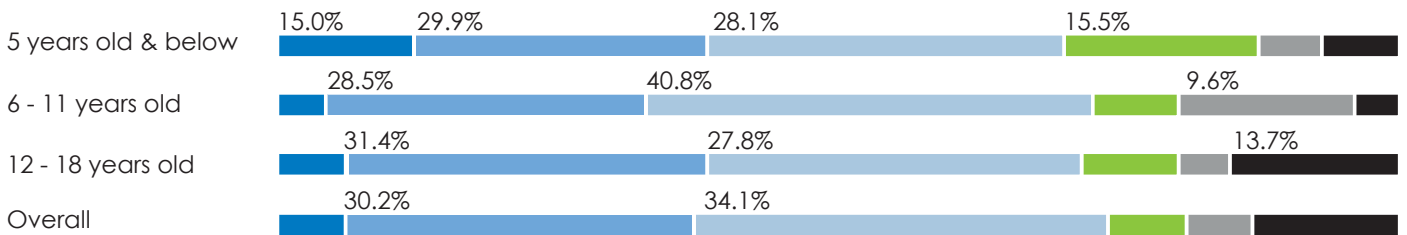
## Swimming and other water activities



## Active outdoor activities



## General outdoor exposure



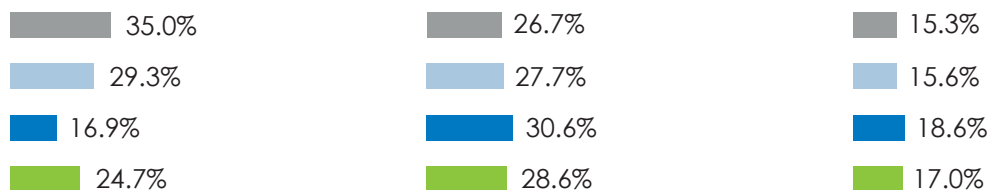
■ More than every 2 hours  
 ■ Every 2 hours  
 ■ Every 4 hours  
 ■ Every 6-8 hours  
 ■ Never  
 ■ Don't know

Overall, children who use sunscreen tend to reapply sunscreen least frequently during general outdoor exposure (50.2% reapply every two hours or more frequently), compared to 57.5% during active outdoor activities and 67.1% during swimming and water activities.

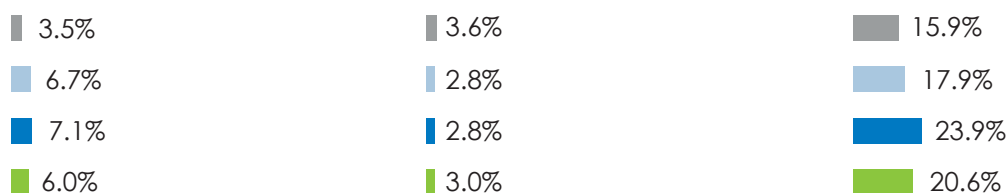
# Regardless of who applies it, how much sunscreen do your children typically apply to their face alone per application?

## Overall

**2.5ml (1/2 teaspoon)      5ml (1 teaspoon)      10ml (2 teaspoons)**

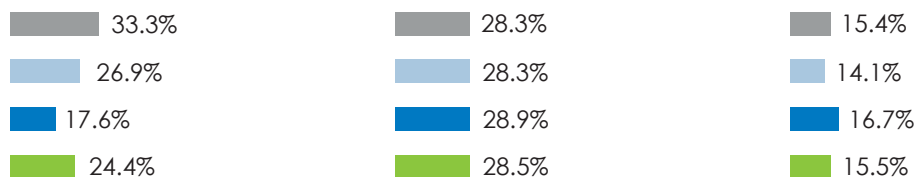


**20ml (1 tablespoon)      40ml (2 tablespoons)      Not sure**

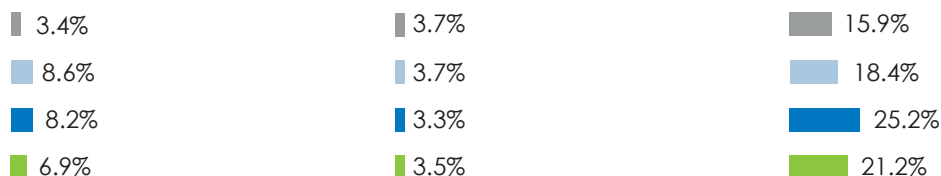


## Australia

**2.5ml (1/2 teaspoon)      5ml (1 teaspoon)      10ml (2 teaspoons)**

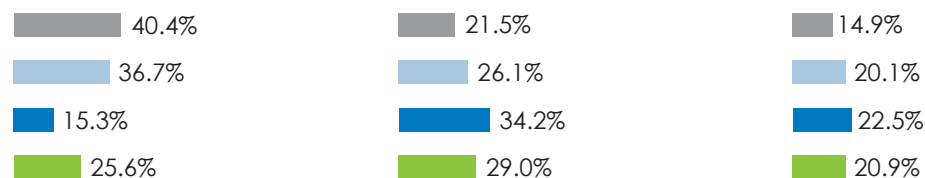


**20ml (1 tablespoon)      40ml (2 tablespoons)      Not sure**

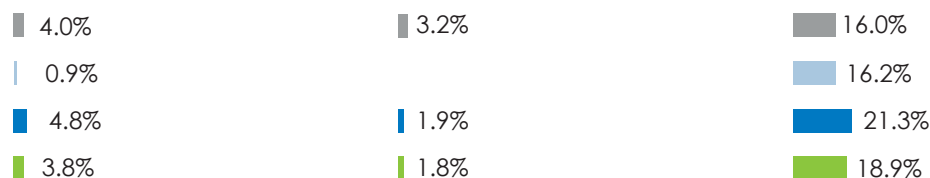


## New Zealand

**2.5ml (1/2 teaspoon)      5ml (1 teaspoon)      10ml (2 teaspoons)**



**20ml (1 tablespoon)      40ml (2 tablespoons)      Not sure**



### % YES

\* Multiple answers allowed

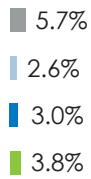
- 5 years old & below
- 6-11 years old
- 12-18 years old
- Overall

Overall, the large majority (70.3%) of children who use sunscreen typically apply up to 10 ml of sunscreen to their face per application. Interestingly, more than one in five (20.6%) are not sure. It is important to follow the instructions on the sunscreen label carefully and reapply as recommended.

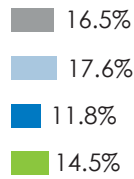
## Regardless of who applies it, how much sunscreen do your children typically apply to their body (excluding face) alone per application?

### Overall

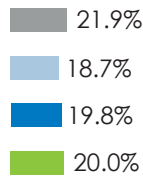
#### 2.5ml (1/2 teaspoon)



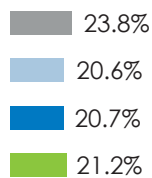
#### 5ml (1 teaspoon)



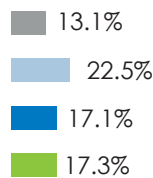
#### 10ml (2 teaspoons)



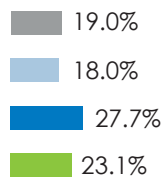
#### 20ml (1 tablespoon)



#### 40ml (2 tablespoons)

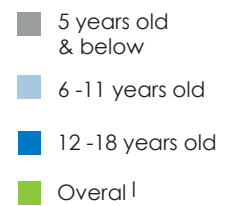


#### Not sure



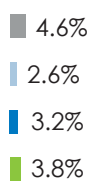
### % YES

\* Multiple answers allowed

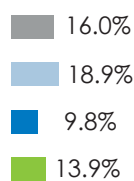


### Australia

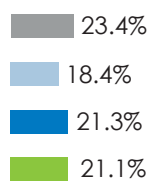
#### 2.5ml (1/2 teaspoon)



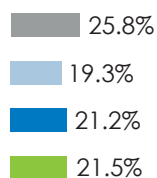
#### 5ml (1 teaspoon)



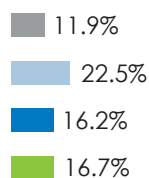
#### 10ml (2 teaspoons)



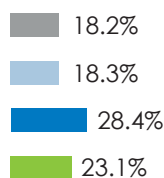
#### 20ml (1 tablespoon)



#### 40ml (2 tablespoons)



#### Not sure



### % YES

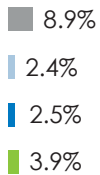
\* Multiple answers allowed



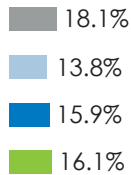


## New Zealand

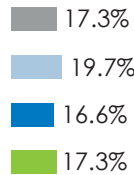
### 2.5ml (1/2 teaspoon)



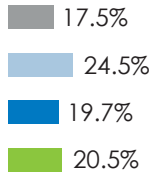
### 5ml (1 teaspoon)



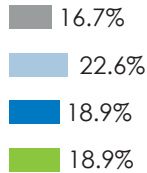
### 10ml (2 teaspoons)



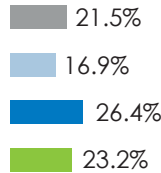
### 20ml (1 tablespoon)



### 40ml (2 tablespoons)

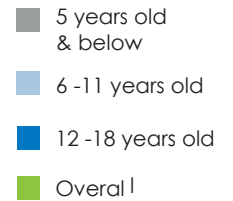


### Not sure



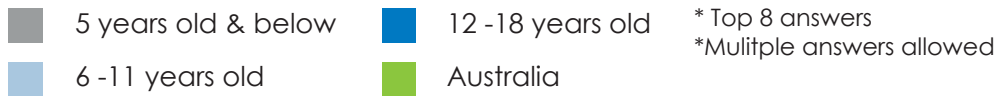
### % YES

\* Multiple answers allowed

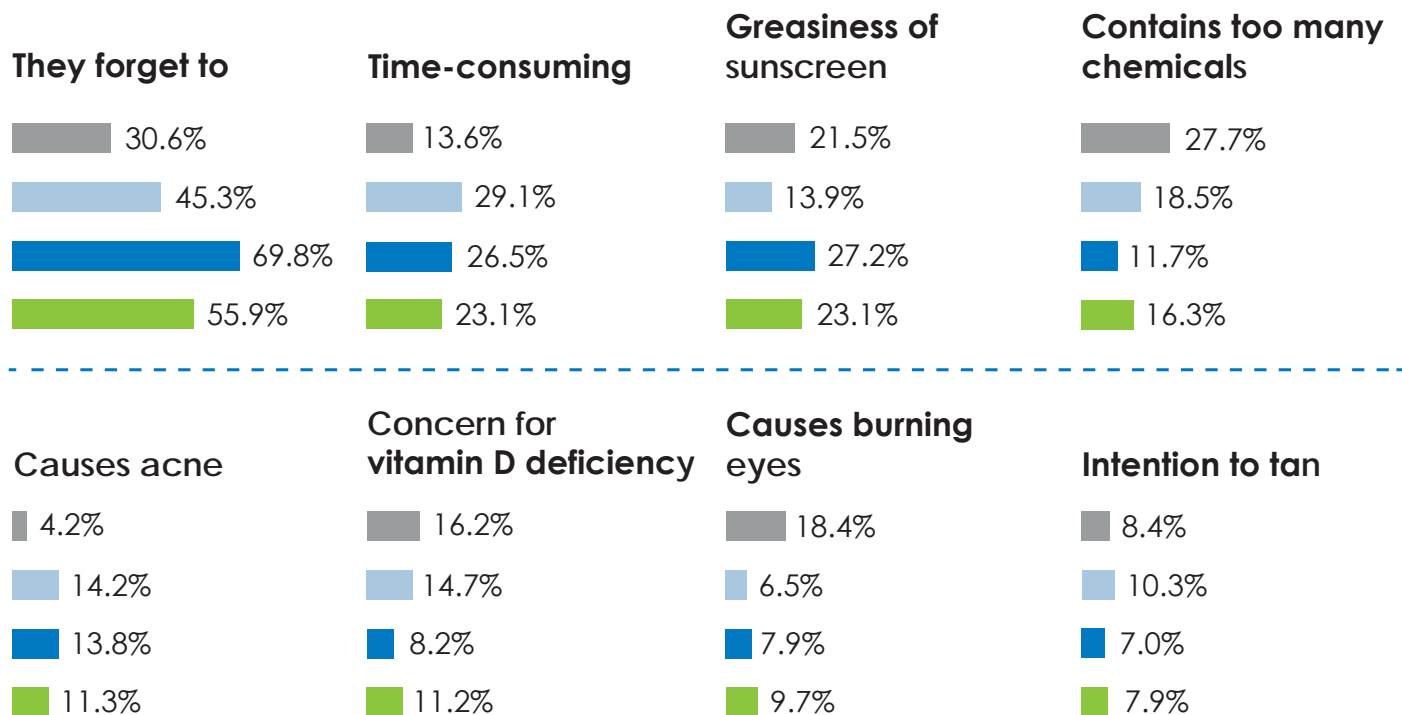


Overall, the majority (58.5%) of children who use sunscreen typically apply 10 to 40 ml of sunscreen to their body (excluding face) per application. Interestingly, close to one in four (23.1%) are not sure.

## Which of the following prevent your children from using sunscreen or reapplying sunscreen?

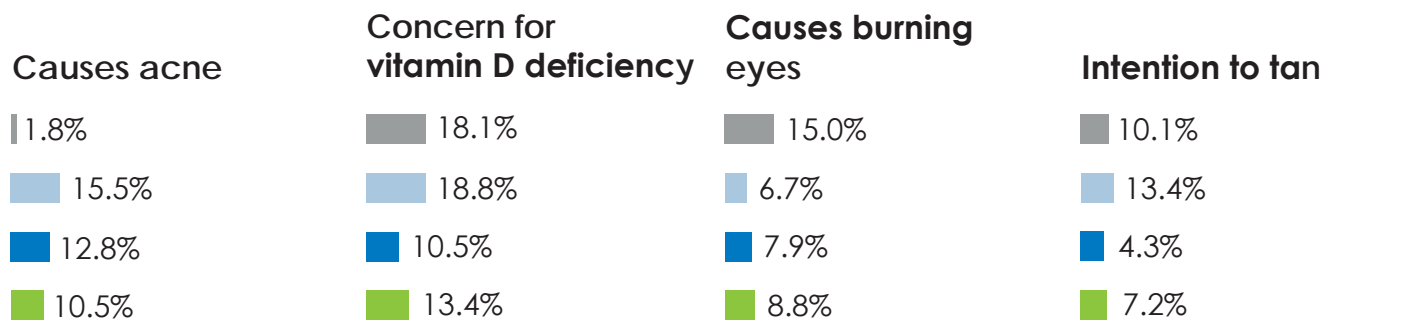
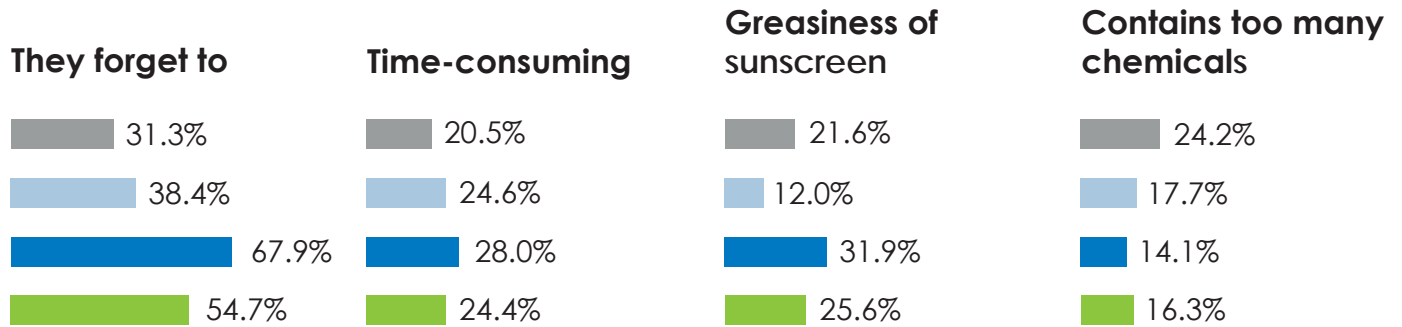


## Overall

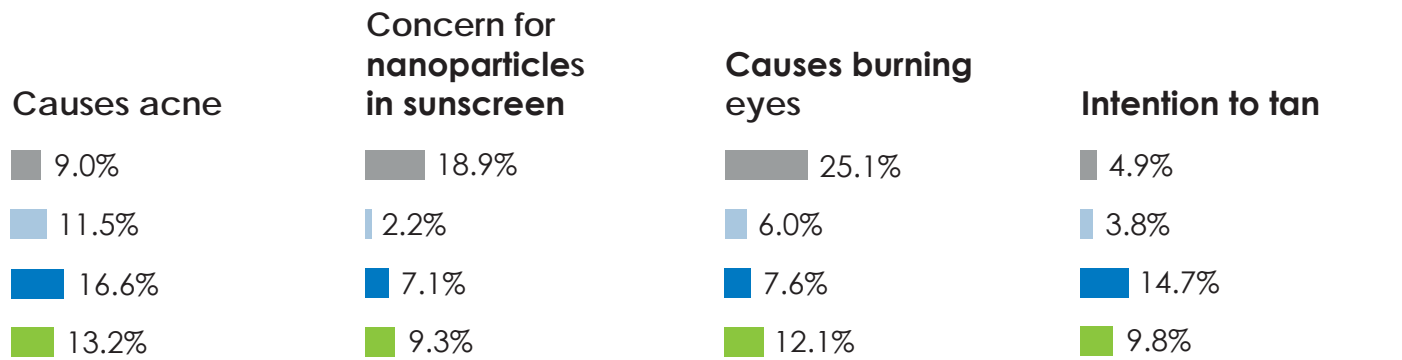
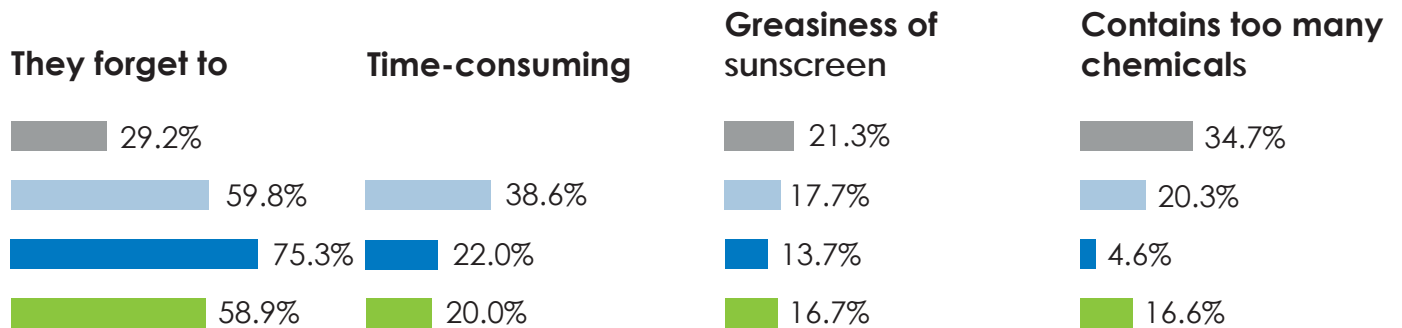


5 years old & below
  12 -18 years old
  6 -11 years old
  Australia
 \* Top 8 answers  
\* Multiple answers allowed

## Australia



## New Zealand



Overall, by far the most common reason given for children not using or reapplying sunscreen is 'they forget to' (55.9%), followed by 'time-consuming' and 'greasiness of sunscreen' (both 23.1%). Older children in particular, are more likely to cite 'they forget to'.

# How many times have your children been sunburnt (redness and smarting pain/stinging) in the previous 12 months?

## Overall



## Australia



## New Zealand



■ Never
 ■ 1-5 times
 ■ More than 5 times

Overall, the majority (64.1%) of children have not been sunburnt in the previous 12 months, although this means that more than one in three (35.9%) have been at least once.

# demographics

Gender			
	Australia	New Zealand	Overall
Female	52.2%	52.2%	52.2%
Male	47.8%	47.8%	47.8%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Age Group			
	Australia	New Zealand	Overall
29 years old & below	23.9%	20.9%	23.1%
30 - 39 years old	24.8%	23.2%	24.3%
40 - 49 years old	23.6%	28.1%	24.8%
50 - 59 years old	22.0%	19.4%	21.3%
60 years old & above	5.7%	8.5%	6.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Age Generation			
	Australia	New Zealand	Overall
Generation Y (36 years old & below)	41.1%	35.8%	39.6%
Generation X (37 - 51 years old)	37.7%	40.7%	38.6%
Baby Boomers (52 - 71 years old)	21.2%	22.8%	21.6%
Pre-Boomers (72 years old & above)	0.0%	0.8%	0.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Educational Attainment			
	Australia	New Zealand	Overall
Primary	0.2%	0.3%	0.3%
Part of high school	8.1%	7.6%	8.0%
Completed high school	21.7%	18.2%	20.8%
Diploma or certificate qualification	35.7%	25.2%	32.9%
Degree qualification	21.3%	34.6%	24.9%
Postgraduate qualification	12.9%	14.1%	13.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## State (Australia)

	Overall
Australian Capital Territory	2.8%
New South Wales	20.0%
Northern Territory	0.6%
Queensland	19.3%
South Australia	14.9%
Tasmania	4.1%
Victoria	19.8%
Western Australia	18.4%
<b>Total</b>	<b>100.0%</b>

## Region (New Zealand)

	Overall
Auckland	2.8%
Bay of Plenty	20.0%
Canterbury	0.6%
Gisborne	19.3%
Hawke's Bay	14.9%
Manawatu-Wanganui	4.1%
Marlborough	19.8%
Nelson	18.4%
Northland	100.0%
Otago	2.8%
Southland	20.0%
Taranaki	0.6%
Tasman	19.3%
Waikato	14.9%
Wellington	4.1%
West Coast	19.8%
<b>Total</b>	<b>100.0%</b>

## Work Status

	Australia	New Zealand	Overall
Self-employed	5.3%	7.1%	5.8%
Employed full-time	42.4%	48.9%	44.2%
Employed part-time	18.7%	15.0%	17.7%
Engaged mainly in home duties	19.4%	16.6%	18.7%
Retired	2.3%	1.2%	2.0%
Not employed at present	7.7%	7.8%	7.7%
Student	2.5%	3.0%	2.6%
Other	1.6%	0.4%	1.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## Marital Status

	Australia	New Zealand	Overall
Single	11.3%	12.7%	11.7%
Living with partner/married	77.2%	79.9%	78.0%
Seperated/divorced/widowed	11.2%	6.7%	10.0%
Other	0.3%	0.6%	0.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

## Personal Income

	Australia	New Zealand	Overall
\$20,000 or less	23.2%	25.7%	23.9%
\$20,001 to \$30,000	12.9%	10.0%	12.1%
\$30,001 to \$40,000	10.4%	12.9%	11.1%
\$40,001 to \$50,000	9.8%	15.0%	11.3%
\$50,001 to \$60,000	8.0%	8.5%	8.2%
\$60,001 to \$70,000	6.9%	7.0%	6.9%
\$70,001 to \$80,000	6.8%	4.6%	6.2%
\$80,001 to \$90,000	6.0%	4.7%	5.6%
\$90,001 to \$100,000	5.5%	5.0%	5.4%
\$100,001 to \$125,000	5.5%	1.7%	4.5%
\$125,001 to \$150,000	2.4%	3.1%	2.6%
\$150,001 to \$200,000	1.6%	0.5%	1.3%
More than \$200,000	0.9%	1.1%	1.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%<sup>1</sup></b>	<b>100.0%</b>

## Household Income

	Australia	New Zealand	Overall
\$50,000 or less	25.2%	19.4%	23.6%
\$50,001 to \$75,000	19.2%	18.3%	19.0%
\$75,001 to \$100,000	21.3%	29.3%	23.5%
\$100,001 to \$125,000	13.5%	14.2%	13.7%
\$125,001 to \$150,000	9.6%	7.2%	8.9%
\$150,001 to \$200,000	6.8%	8.4%	7.2%
\$200,001 to \$250,000	2.5%	1.7%	2.3%
\$250,001 to \$350,000	1.5%	1.3%	1.5%
\$350,001 or more	0.4%	0.1%	0.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Investment Portfolio			
	Australia	New Zealand	verall
I have no investments <sup>4</sup>	1.8%	42.9%	42.1%
\$50,000 or less	13.3%	23.4%	15.9%
\$50,001 to \$150,000	15.3%	11.8%	14.4%
\$150,001 to \$250,000	7.9%	5.4%	7.3%
\$250,001 to \$350,000	5.3%	1.4%	4.3%
\$350,001 to \$450,000	4.1%	2.2%	3.6%
\$450,001 to \$550,000	2.9%	2.7%	2.9%
\$550,001 to \$650,000	2.8%	1.6%	2.5%
\$650,001 to \$750,000	1.7%	1.6%	1.7%
\$750,001 to \$1million	2.0%	4.9%	2.8%
More than \$1million to \$3million	1.9%	1.9%	1.9%
More than \$3million to \$5million	0.1%	0.0%	0.0%
More than \$5million	0.8%	0.1%	0.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Wealth Segment			
	Australia	New Zealand	Overall
Mass Market	48.5%	47.7%	48.2%
Mass Affluent	38.1%	38.4%	38.2%
Core Affluent	9.8%	8.5%	9.5%
HNWI	3.6%	5.4%	4.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b> <sup>1</sup>	<b>100.0%</b>

# about Skin & Cancer Foundation Inc

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The Skin & Cancer Foundation Inc is a not-for-profit that delivers highly specialised treatment, education and research for skin diseases, skin cancers and melanoma.

We are a fully accredited hospital that now cares for some 30,000 patients each year in our world-class clinical facilities.

The Foundation also delivers professional education for dermatologists and registrars, specialist training for visiting international medical graduates, workshops to upskill GPs and medical students, as well as public education programs aimed at improving skin health in the community.

We conduct clinical trials and world-class research projects that are published and presented internationally. The Foundation makes substantial contributions to the worldwide clinical care and management of skin diseases, skin cancer and melanoma.

Headquartered in Melbourne, the Skin & Cancer Foundation Inc has become Australia's centre of excellence in skin health, and home for dermatology.

Skin & Cancer Foundation Inc  
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# about CoreData

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CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to-consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complementary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.

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