

Multimedia Appendix 3

**Holidaymakers’ perceptions about engaging in sun-protection: study questionnaire** (delivered through Qualtrics™).

**Section 1 -Sun Habits**

Think about your most recent holidays abroad. For each question listed, please select the one answer that is the best response to the question. There is no right or wrong answer.

**1. On average, how many hours/day were you outside between 10 am and 4 pm...on WEEKDAYS (Monday-Friday) ? (Please tick your answer).**

- 30 minutes or less .....
- 31 minutes to 1 hour.....
- 2 hours .....
- 3 hours .....
- 4 hours .....
- 5 hours .....
- 6 hours .....

**2. On average, how many hours/day were you outside between 10 am and 4 pm...on WEEKEND DAYS (Saturday & Sunday) ? (Please tick your answer).**

- 30 minutes or less .....
- 31 minutes to 1 hour.....
- 2 hours .....
- 3 hours .....
- 4 hours .....
- 5 hours .....
- 6 hours .....

**3. In your recent holidays, how many times did you have a red OR painful sunburn that lasted a day or more? (Please tick your answer).**

- 0
  - 1
  - 2
  - 3
  - 4
  - 5 OR MORE
- - 
  - 
  - 
  - 
  -

**4. For the following questions, think about what you did when you were outside during your recent holidays on a warm sunny day. (Please tick your answers).**

	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS
<b>4. How often did you wear SUNSCREEN? .....</b>	<input type="radio"/>				
<b>5. How often did you wear a SHIRT WITH</b>	<input type="radio"/>				

<b>SLEEVES that cover your shoulders? .....</b>					
<b>6. How often did you wear a HAT?.....</b>	<input type="radio"/>				
<b>7. How often did you stay in the SHADE or UNDER AN UMBRELLA? .....</b> ....	<input type="radio"/>				
<b>8. How often did you wear SUNGLASSES? .....</b>	<input type="radio"/>				

### **Skin sensitivity Assessment**

**For each question listed, please select the one answer that is the best response to the question. There is no right or wrong answer. Please tick your answer.**

**1. How would you best describe the colour of your skin?**

- I. Very pale/Reddish
- II. Pale
- III. Beige
- IV. Light brown (lightly tanned)
- V. Moderate brown or tanned
- VI. Dark brown or black

**2. Compare and select the image that best describes your skin colour. Laminated card will be shown to participants with 6 different skin types according to CR UK.**

**[images presented here]**

**3. Which of the following best describes your reaction to an initial sun exposure of 45-60 minutes (without sun protection) around midday in the early UK summer?**

- I.** Burn easily, never tan
- II.** Burn easily, tan minimally with difficulty
- III.** Burn moderately, tan moderately
- IV.** Burn minimally, tan moderately and easily
- V.** Rarely burn, tan profusely
- VI.** Never burn, tan profusely

**4. What is the natural colour of your hair?**

- I.** Red
- II.** Blond
- III.** Light Brown
- IV.** Brown
- V.** Dark brown or black

### **Section 2 – Perceptions about sun-protection**

We are very interested in your views on sun experiences during your holiday. The following questions will help us to find out more about your experiences and preferences about sun protection.

**1. Let's start with some general questions about how much you know about sun protection.** [only assessed at follow up]

During which of the following time periods is sun protection most needed?

- a) 11am -3pm
- b) 12 noon - 1pm
- c) 1pm - 4pm
- d) 11am - 1pm

When buying a sunscreen what do you need to consider

- a) Expiry date
- b) Sun Protection Factor (SPF)
- c) Provided protection against UVA and UVB
- d) All of the above

What is the best way to protect your skin from sun damage?

- a) Avoiding sun exposure
- b) Finding shade, wearing a hat, clothing, sunglasses and sunscreen SPF 15+
- c) Using sunscreen SPF 15+
- d) Having a tan before going on holidays

What is the UV index?

- a) A tool to measure waves length
- b) A measurement of the intensity of the sun's ultraviolet (UV) radiation
- c) A weather tool used to report hours of daylight
- d) Don't know

**What do we mean by sun protection during your holiday?**

- **Seeking shade between 11am and 3 pm.**
  - Avoid the direct sun light under trees, umbrellas, canopies or indoors when the sun is at its strongest;
- **Cover-up with protective clothing**
  - Wear tightly woven clothes, hats with a wide brim and sunglasses that provide 99 to 100% UV-A and UV-B protection) when you go out in the midday sun;
- **Use sunscreen with at least a Sun Protection Factor (SPF) of 15**
  - Apply sunscreen generously and regularly every two hours, or after swimming, playing or exercising outdoors) when outside in the midday sun.

Please, answer to the following questions below by selecting the option that best represents your views and experiences.

**1. Your intentions**

In this section, we are interested in your plans for sun protection and sun exposure during your holiday. For each statement, please circle the number in each line that best describes your opinion.

	Strongly disagree	1	2	3	4	5	6	7	Strongly agree
I intend to seek shade when I go out in the midday sun	Strongly disagree	1	2	3	4	5	6	7	Strongly agree

I intend to cover-up with protective clothing when I go out in the midday sun	Strongly disagree	1	2	3	4	5	6	7	Strongly agree
I intend to use sunscreen with SPF 15 or higher when I go out in the midday sun	Strongly disagree	1	2	3	4	5	6	7	Strongly agree
I intend to sunbathe to get a suntan	Strongly disagree	1	2	3	4	5	6	7	Strongly agree

**2. People have different views about sun exposure. In the following questions, we would like to ask you to respond to a few statements about sun protection and sunbathing during your holiday.**

For me, **using sun-protection in the midday sun** would be ...

Uncomfortable	1	2	3	4	5	6	7	Comfortable
Unenjoyable	1	2	3	4	5	6	7	Enjoyable
Unpleasant	1	2	3	4	5	6	7	Pleasant

For me, **using sun-protection in the midday sun** would...

	Extremel y unlikely	1	2	3	4	5	6	7	Extremel y likely
... decrease my risk of sunburn	Extremel y unlikely	1	2	3	4	5	6	7	Extremel y likely
... make me tan less	Extremel y unlikely	1	2	3	4	5	6	7	Extremel y likely
... be costly/expensive?	Extremel y unlikely	1	2	3	4	5	6	7	Extremel y likely
... decrease my risk of skin cancer	Extremel y unlikely	1	2	3	4	5	6	7	Extremel y likely
... protect my skin from aging?	Extremel y unlikely	1	2	3	4	5	6	7	Extremel y likely

**In the long run, using sun protection** in the midday sun will make me feel...

	Extremely unlikely	1	2	3	4	5	6	7	Extremely likely
... more attractive	Extremely unlikely	1	2	3	4	5	6	7	Extremely likely
... more comfortable about my skin	Extremely unlikely	1	2	3	4	5	6	7	Extremely likely
... feel better about myself	Extremely unlikely	1	2	3	4	5	6	7	Extremely likely
... feel safer	Extremely unlikely	1	2	3	4	5	6	7	Extremely likely

For me, to **get a tan** would make me...

	Strongly disagree	1	2	3	4	5	6	7	Strongly agree
... feel more confident about my appearance	Strongly disagree	1	2	3	4	5	6	7	Strongly agree
... feel more attractive	Strongly disagree	1	2	3	4	5	6	7	Strongly agree
... feel healthier	Strongly disagree	1	2	3	4	5	6	7	Strongly agree
... receive compliments about my appearance	Strongly disagree	1	2	3	4	5	6	7	Strongly agree

### 3. SELF EFFICACY

Some aspects of sun protection are more difficult than others. Would you please indicate below how confident you are that you can do the following steps during your holiday?

I am confident that I can...	Not at all confident	1	2	3	4	5	6	7	Extremely Confident
Pick a good sunscreen (i.e. SPF15+, both UVA and UVB protection, expiry date)	Not at all confident	1	2	3	4	5	6	7	Extremely Confident
Apply sunscreen properly (i.e. how and where to put it on, the quantity, how much time to wait before going out in the sun)	Not at all confident	1	2	3	4	5	6	7	Extremely Confident
Re-apply sunscreen properly (i.e. how often, after which activities)	Not at all confident	1	2	3	4	5	6	7	Extremely Confident
Use the right level of protection for my individual skin type and sun intensity	Not at all confident	1	2	3	4	5	6	7	Extremely Confident
Seek out shade when I go out in the midday sun	Not at all confident	1	2	3	4	5	6	7	Extremely Confident
Cover-up with protective clothing when I go out in the midday sun	Not at all confident	1	2	3	4	5	6	7	Extremely Confident
Get a suntan without burning	Not at all confident	1	2	3	4	5	6	7	Extremely Confident

**4. Sometimes we consider what others are doing and what others are thinking. In the following questions, we are interested in your perceptions about what others do or think regarding sun protection and sunbathing experiences.**

The people whose opinions I value...

Use 

1	2	3	4	5	6	7
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 do not use **sun protection** when they go out in the midday sun during their holidays

The people whose opinions I value...

Get a tan 

1	2	3	4	5	6	7
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 do not get a tan  
During their holidays

The people whose opinions I value think that...

I should 

1	2	3	4	5	6	7
---	---	---	---	---	---	---

 I should not  
**Use sun protection** when I go out in the midday sun during my holidays

The people whose opinions I value think that...

I should 

1	2	3	4	5	6	7
---	---	---	---	---	---	---

 I should not  
**Get a suntan** during my holidays

**5. The next block of questions focus on how you generally make decisions about present day behaviours, and how you consider both the future benefits and any present day costs of such behaviours.** [only at baseline]

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
I consider how things might be in the future, and try to influence those things with my day to day behaviour.					
Often I engage in a particular behaviour in order to achieve outcomes that may not result for many years.					
I am willing to sacrifice my immediate happiness or well-being in order to achieve future outcomes.					
I think it is important to take warnings about negative outcomes seriously even if the negative outcome will not occur for many years.					
I think it is more important to perform a behaviour with important distant consequences than a behaviour with less important immediate consequences.					
I only act to satisfy immediate concerns, figuring the future will take care of itself.					
My behaviour is only influenced by the immediate (i.e., a matter of days or weeks) outcomes of my actions.					
My convenience is a big factor in the decisions I make or the actions I take.					
I generally ignore warnings about possible future problems because I think the problems will be resolved before they reach crisis level.					
I think that sacrificing now is usually unnecessary since future outcomes can be dealt with at a later time.					
I only act to satisfy immediate concerns, figuring I will take care of future problems that may occur at a later date.					

Since my day to day work has specific outcomes, it is more important to me than behaviour that has distant outcomes.					
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