

## Fake Tan

CITYBUS Sample: 18th - 24th May 2017

City																
Birmingham	Bristol	Cardiff	Coventry	Glasgow	Leeds	Liverpool	London	Manchester	Newcastle upon Tyne	Nottingham	Sheffield	Belfast	Norwich	Southampton	Sunderland	Cambridge

**ACM\_Q1c. Which, if any, of the following have you done to get a tan in the last 12 months (i.e. since May 2016)? (Please select all that apply)**

Unweighted base	201	202	150	103	201	201	150	210	201	100	100	201	101	101	100	50	101
<b>Base: All city adults</b>	201	202	150	103	201	201	150	210	201	100	100	201	101	101	100	50	101
Gone on a sunbed	2%	2%	1%	2%	3%	3%	5%	6%	4%	3%	3%	1%	3%	2%	3%	7%	3%
Sunbathed	26%	28%	24%	30%	27%	26%	31%	27%	26%	29%	20%	32%	28%	19%	27%	29%	23%
Applied fake tan to myself (not including tanning moisturiser)	5%	4%	5%	3%	6%	7%	9%	5%	4%	6%	4%	5%	16%	5%	3%	12%	4%
Had a professional fake tan (e.g. in a beauty shop)	3%	0%	2%	3%	3%	2%	2%	0%	1%	-	-	0%	5%	-	-	5%	-
Used a tanning moisturiser (i.e. a moisturiser that gradually builds tan)	8%	9%	7%	12%	8%	11%	12%	7%	7%	13%	7%	11%	15%	11%	5%	8%	6%
Other	-	1%	3%	-	1%	1%	1%	1%	1%	1%	2%	2%	1%	3%	3%	-	1%
Don't know	-	-	2%	-	-	-	2%	1%	0%	-	-	-	-	1%	1%	-	-
Not applicable - I haven't done anything to get a tan in the last 12 months	69%	65%	63%	63%	63%	64%	59%	64%	65%	60%	76%	59%	58%	70%	62%	56%	69%
<b>Net: used/ using tanning</b>	<b>31%</b>	<b>35%</b>	<b>35%</b>	<b>37%</b>	<b>37%</b>	<b>36%</b>	<b>39%</b>	<b>35%</b>	<b>35%</b>	<b>40%</b>	<b>24%</b>	<b>41%</b>	<b>42%</b>	<b>29%</b>	<b>37%</b>	<b>44%</b>	<b>31%</b>

**ACM\_Q1d. And which, if any, of the following would you consider doing to get a tan in the next 12 months (i.e. between now and May 2018)? (Please select all that apply)**

Unweighted base	201	202	150	103	201	201	150	210	201	100	100	201	101	101	100	50	101
<b>Base: All city adults</b>	201	202	150	103	201	201	150	210	201	100	100	201	101	101	100	50	101
Going on a sunbed	4%	2%	3%	1%	3%	5%	8%	6%	7%	5%	6%	4%	7%	2%	4%	10%	3%
Sunbathing	32%	35%	34%	33%	37%	36%	39%	31%	33%	36%	32%	41%	27%	29%	33%	38%	26%
Applying fake tan to myself (not including tanning moisturiser)	7%	7%	8%	4%	11%	10%	10%	7%	7%	10%	5%	9%	22%	8%	5%	12%	6%
Having a professional fake tan (e.g. in a beauty shop)	4%	2%	8%	2%	6%	4%	4%	5%	4%	7%	3%	7%	14%	2%	-	7%	2%
Using a tanning moisturiser (i.e. a moisturiser that gradually builds tan)	15%	12%	17%	16%	14%	15%	15%	14%	11%	16%	12%	18%	20%	22%	12%	18%	13%
Other	1%	1%	4%	1%	-	1%	1%	1%	2%	-	2%	1%	1%	2%	3%	-	2%
Don't know	1%	1%	2%	-	1%	0%	5%	1%	2%	-	1%	1%	1%	1%	1%	2%	3%
Not applicable - I wouldn't consider doing anything to get a tan in the next 12 months	60%	57%	49%	56%	52%	53%	48%	55%	55%	53%	62%	47%	54%	58%	56%	46%	62%
<b>Net: used/ using tanning</b>	<b>40%</b>	<b>42%</b>	<b>50%</b>	<b>44%</b>	<b>47%</b>	<b>46%</b>	<b>47%</b>	<b>44%</b>	<b>44%</b>	<b>47%</b>	<b>37%</b>	<b>52%</b>	<b>45%</b>	<b>41%</b>	<b>43%</b>	<b>53%</b>	<b>35%</b>