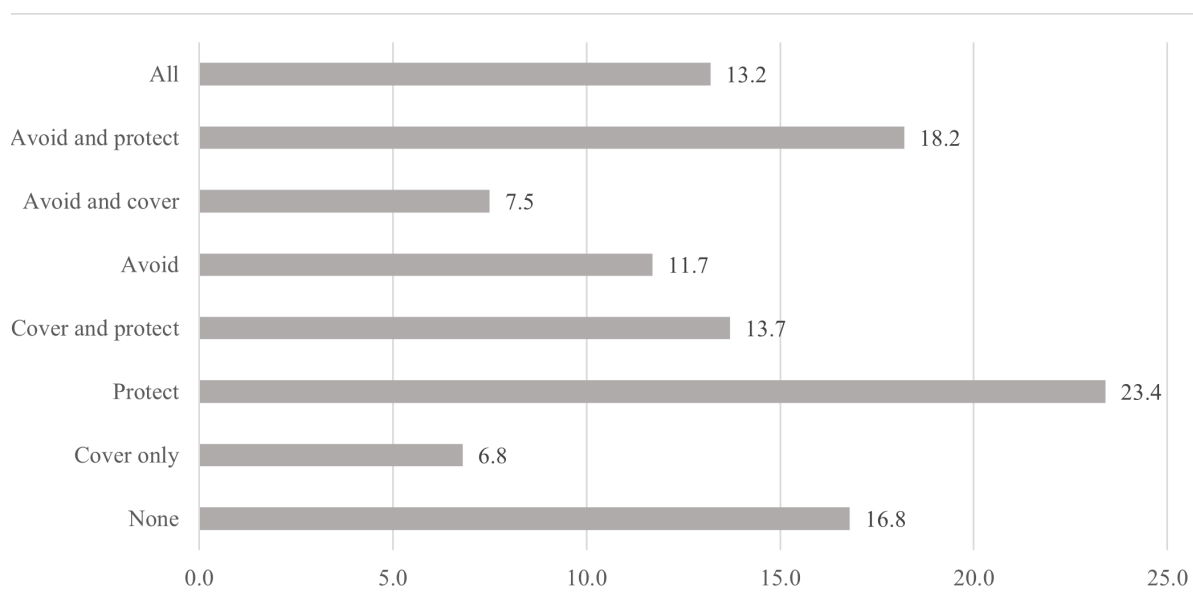


**Figure 1:** Proportion of sunburned participants who reported sun-protection behaviors (%).**Table 1:** Seemingly Unrelated Structural Equation Model (SEM) standardised model results of behaviors that may be associated with sunburn prevention.

Prevention behavior	B(SE)	p-value
Cover	-0.057 (0.031)	0.068
Protect	0.182 (0.033)	<0.001
Avoid	-0.049 (0.033)	0.140

Note: Co-variates of demographic characteristics, duration outdoors and concurrent weather conditions were included in the models (see Methods). Full model results are available upon request from the corresponding author.