

Sun Protection Motivational Stages and Behavior: Skin Cancer Risk Profiles

Sherry L. Pagoto, PhD; Dennis E. McChargue, PhD; Kristin Schneider, MA
Jessica Werth Cook, MA

Objective: To create skin cancer risk profiles that could be used to predict sun protection among Midwest beachgoers. **Method:** Cluster analysis was used with study participants (N=239), who provided information about sun protection motivation and behavior, perceived risk, burn potential, and tan importance. Participants were clustered according to their risk profiles; 4 distinct risk profiles emerged. **Results:** Analyses revealed that risk

profiles were significantly different on sun protection motivation and behavior and marginally different in terms of sun tanning behavior. **Conclusion:** Given the complexity of risk factors, an examination of clusters, rather than factors in isolation, may more accurately depict sun protection behavior.

Key words: sun protection, skin cancer

Am J Health Behav. 2004;28(6):531-541
