YouthView

France report

May 2018

Prepared for Pfizer
Prepared by: Ipsos
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Background, sample & methodology

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Business context

The Pfizer vaccines team commissioned Ipsos to conduct primary market research to assess the behaviour linked to meningitis risk factors of adolescents and young adults in key European markets

Research objectives

- Measure awareness and perceptions of meningococcal meningitis among adolescents, young adults and parents
- Identify the type of social activities and frequency of engagement in them among adolescents and young adults
- Measure the level of association between social activities and the risk of contracting meningococcal meningitis
- Measure awareness, knowledge and coverage of vaccination

Methodology

The research focused on adolescents, young adults and parents. Participants completed an 15-minute online survey. Participants were recruited from access panels and interviews were carried out between February-March 2018

Sample

- Adolescents (aged 15-17 years old): **n=300**
- Young adults (18-24 years old): **n=300**
- Parents of adolescents/young adults aged 15-24: **n=330**

Quotas were imposed to ensure national representation based on age, gender and region. Corrective weights have been applied to bring the sample in line with the population profile

This report highlights the key findings from France

Main findings

Main findings

Most adolescents and young adults do not see themselves as being more at risk than other groups

- Awareness of meningococcal meningitis is **lower than other diseases,** with lower awareness amongst young adults and adolescents compared to parents
- Only around one third of adolescents and young adults **believe their age group is at higher risk** than the average population of contracting meningitis.
- Over two thirds of adolescents and young adults aware of meningococcal meningitis are **not personally concerned** about catching it

Many social activities they engage in are not associated with risk either

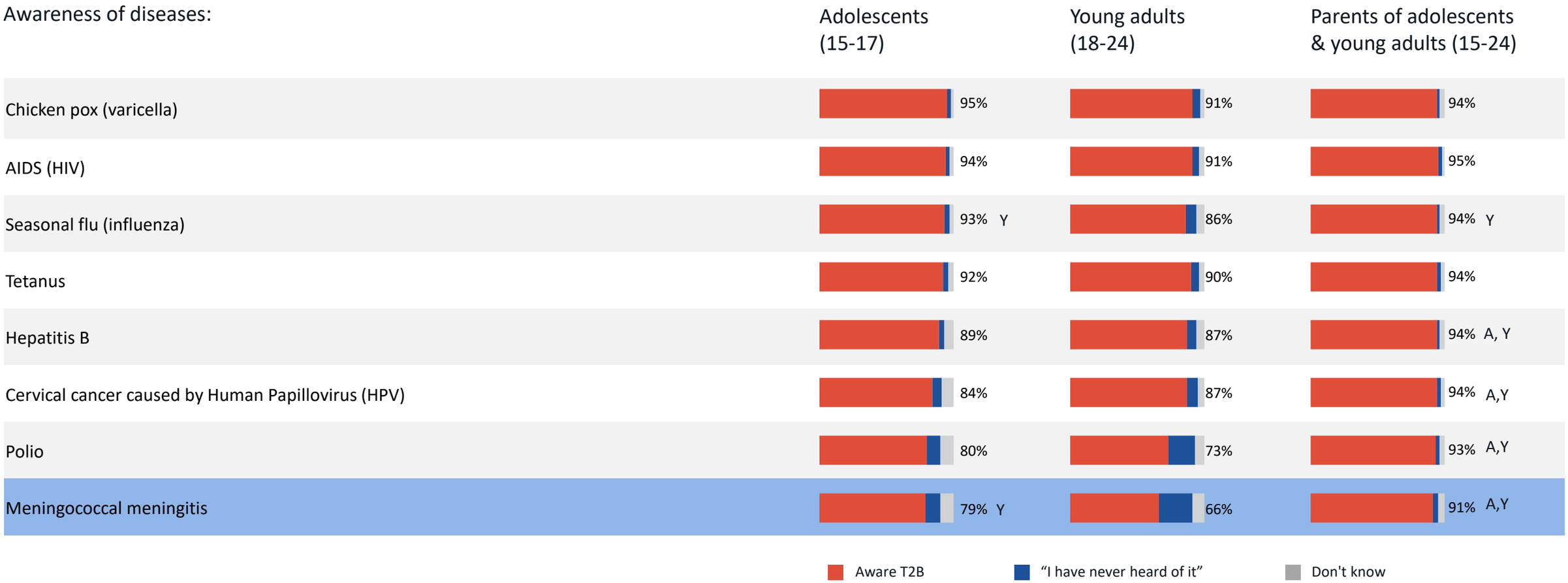
- Many adolescents and young adults frequently participate in activities that are associated with a **higher than average risk** of contracting meningitis
- However, most adolescents and young people **do not associate** many of the activities they engage in with a higher than average risk of contracting meningitis

Vaccination awareness and understanding is lower for meningitis

- **Belief in receiving vaccinations** in general is **low**; just over half of young adults believe in having all recommended vaccinations
- In comparison to other vaccine preventable diseases, perceived ability to be vaccinated against meningitis **is lower than other diseases**, with more than 6 in 10 young adults aware of the disease saying they don't know or think it is not possible
- Amongst those aware of meningitis, only **a minority have considered getting the vaccine** for themselves/their children

Awareness and perceptions of meningococcal meningitis

In the context of other diseases, awareness of meningococcal meningitis is lower than other diseases in France across the three groups

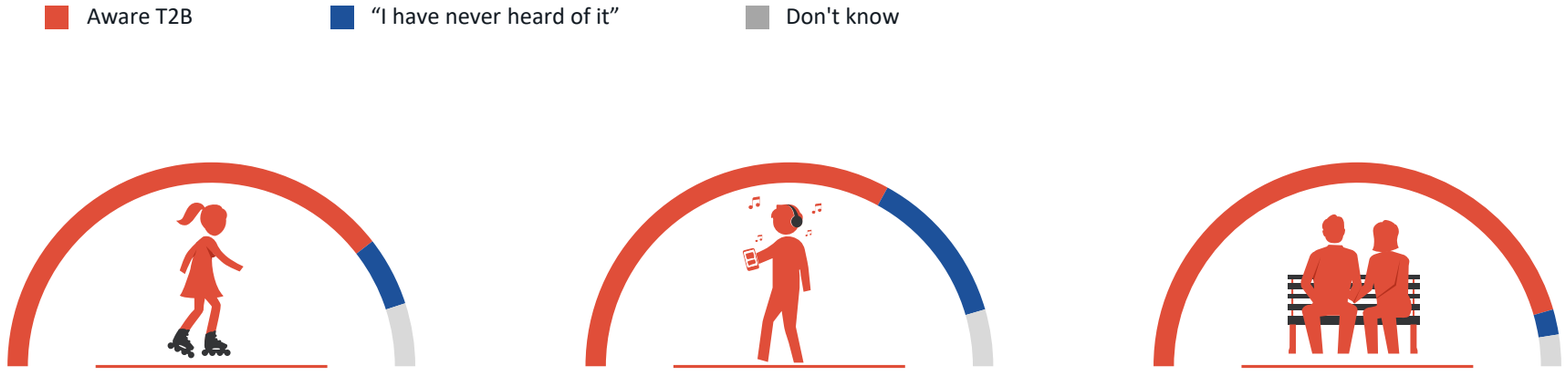


Q15. Which of the options below best describes your awareness of the following diseases: "I have never heard of it", "I have heard of it but don't know what it is", "I know what it is", "Don't know", "Prefer not to answer" Base: all respondents (n=930) ; Adolescents (15-17 years) (n=300) ; Young Adults (18-24 years) (n=300) ; Parents of adolescents & young adults (15-24) (n=330) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Fewer adults and young adults are aware of meningococcal meningitis than parents – just two thirds of young adult state that they know what it is

- Significantly greater awareness amongst young adults in full-time employment (78%) than students (63%)
- As well as having higher awareness, parents are more likely to 'know what it is' than have just heard of it.

Awareness of meningococcal meningitis:



79% Y

Adolescents (15-17)

42% "I know what it is"

37% "I have heard of it but I am not sure what it is" P

66%

Young Adults (18-24)

35% "I know what it is"

31% "I have heard of it but I am not sure what it is" P

91% A,Y

Parents of adolescents & young adults (15-24)

74% "I know what it is" A,Y

17% "I have heard of it but I am not sure what it is"

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Only around one third of adolescents (35%) and young adults (35%) state that their age group is at higher risk than the average population of contracting meningitis

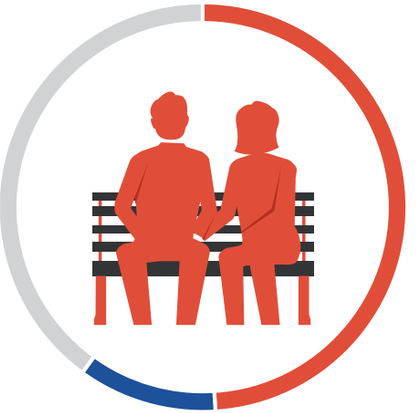
- A significantly greater proportion of male parents (56%) agree that this age group is at higher risk to the general population, compared to female parents (42%)

Agreement with the statement:

"**Adolescents and young adults are at higher risk than the average population to contract meningococcal meningitis"**

35%
Adolescents (15-17)

35%
Young Adults (18-24)

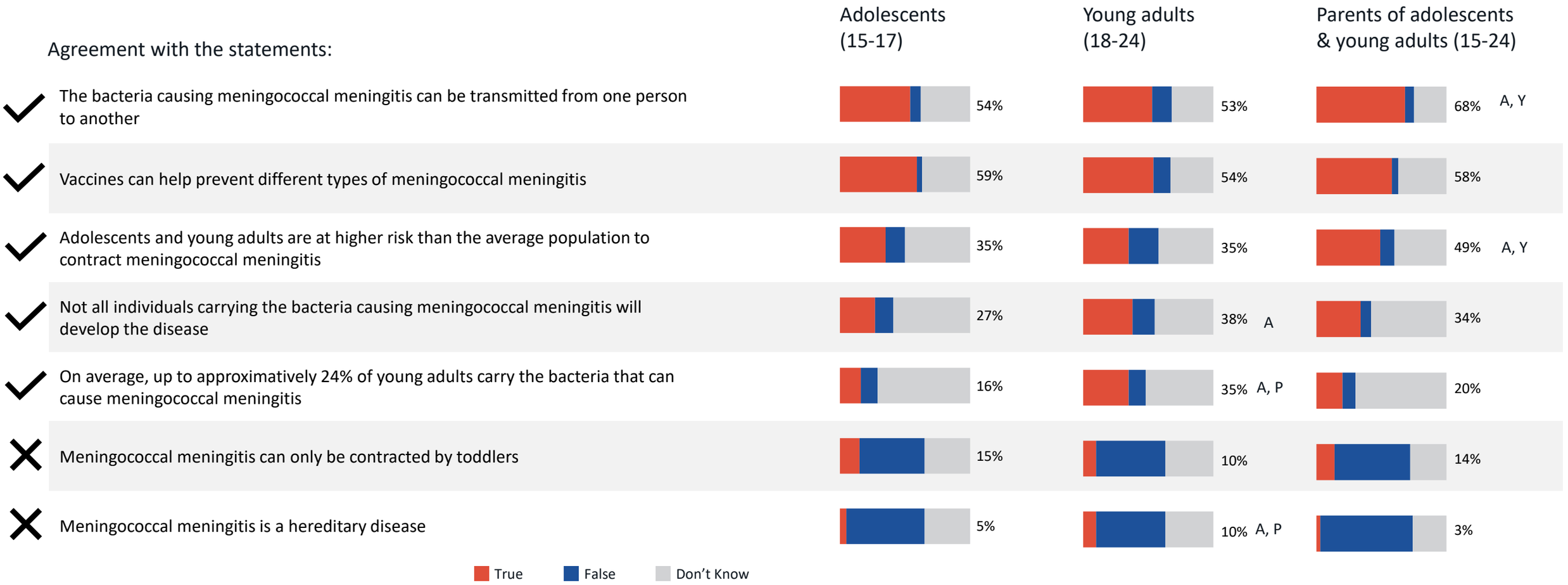


49% AY
Parents of adolescents & young adults (15-24)

True | False | Don't Know

Q20. Please indicate which of the following statements you think is true or false. Base: Aware of Meningitis (n=736) ; Adolescents (15-17 years) (n=237) ; Young Adults (18-24 years) (n=198) ; Parents of adolescents & young adults (15-24) (n=301) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

The majority of adolescents and young adults agree that the bacteria causing meningococcal meningitis can be transmitted from one person to another. Fewer agree with other statements relating to the disease however



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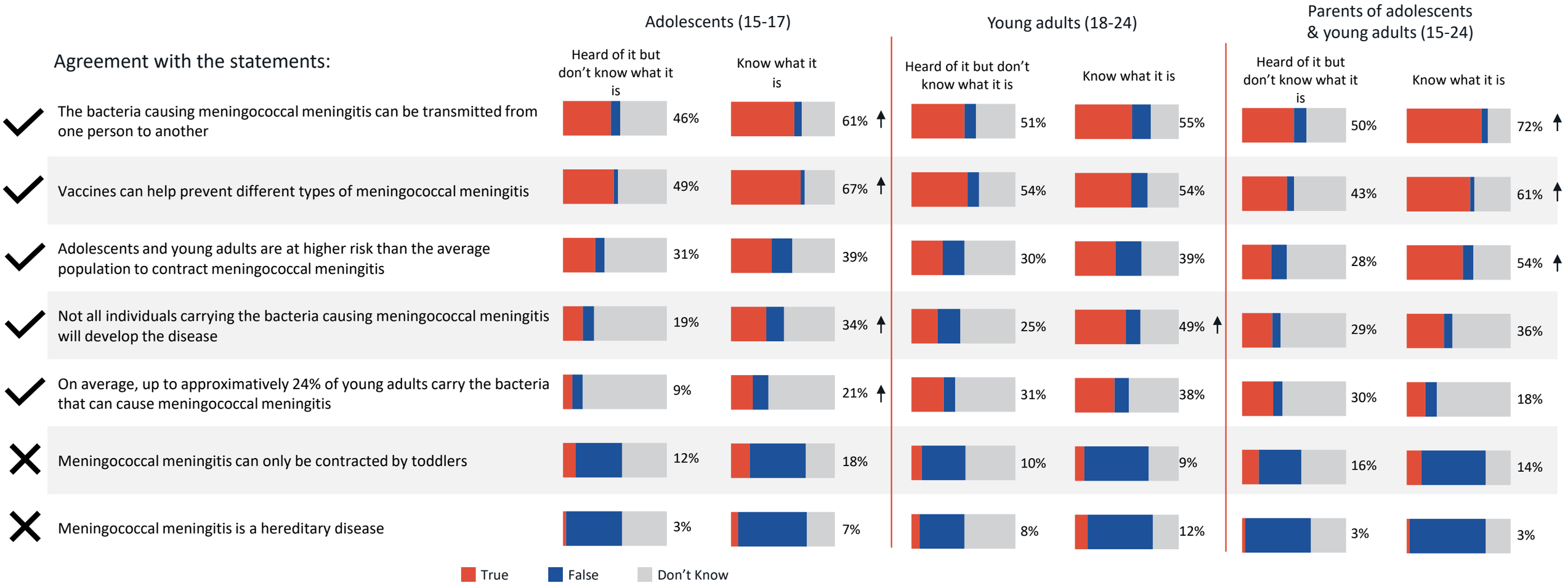
Among adolescents and young adults who know what meningitis is, only 4 in 10 agree that their age group is at higher risk than the average population



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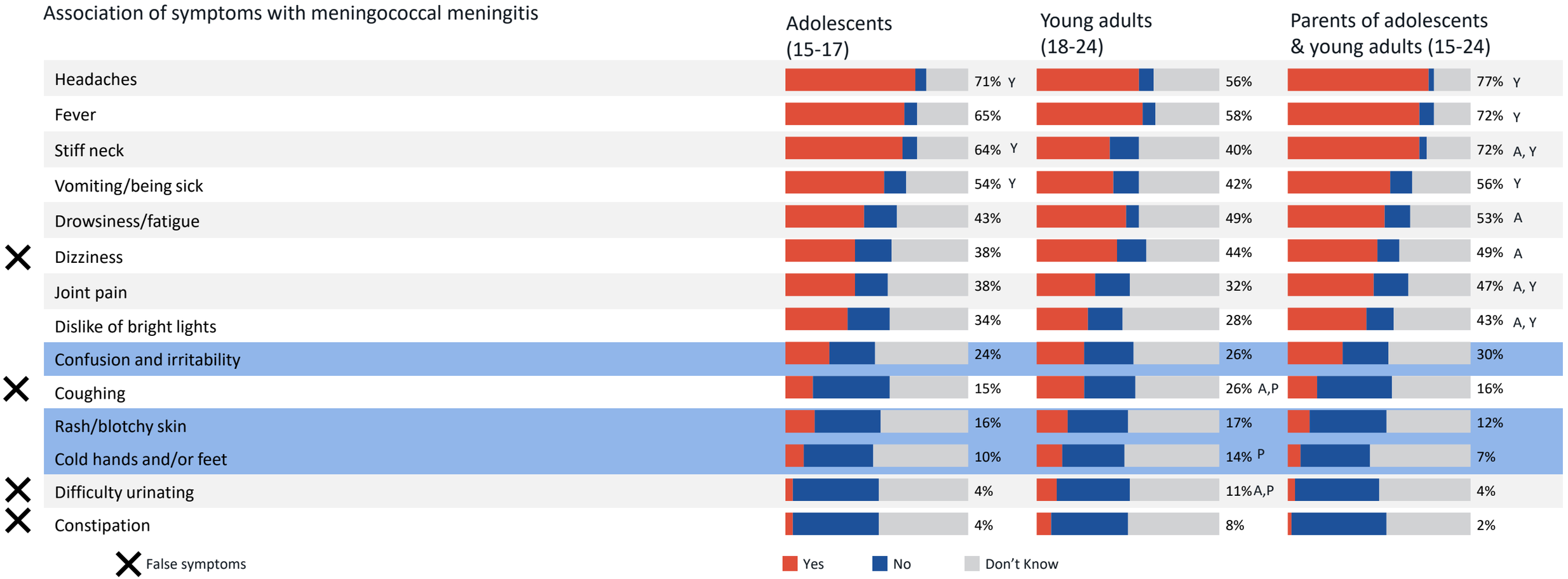
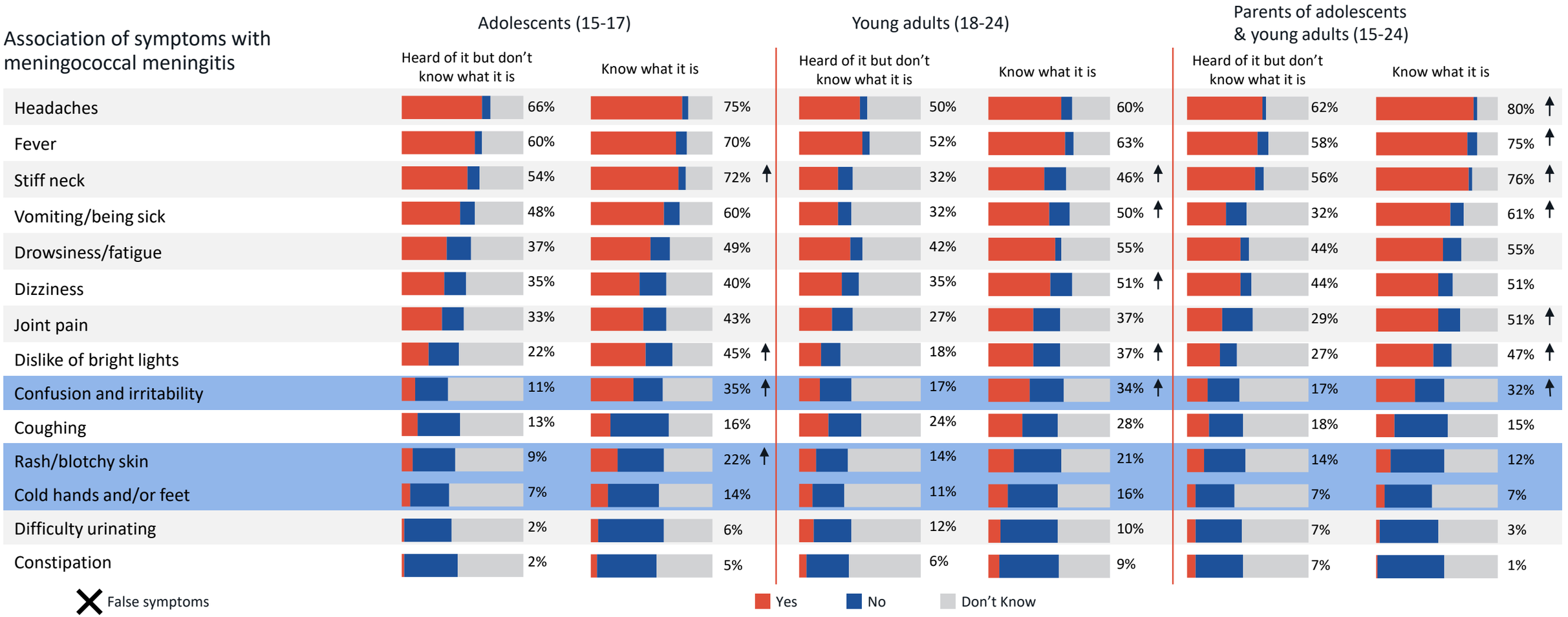
The majority of people across the three groups do not associate or do not know that symptoms like cold hands/feet, rash/blotchy skin, and confusion/irritability are linked to meningococcal meningitis

Association of symptoms with meningococcal meningitis



Q.19 Which, if any, of the following symptoms do you associate with meningococcal meningitis? Base: Aware of Meningitis (n=736) ; Adolescents (15-17 years) (n=237) ; Young Adults (18-24 years) (n=198) ; Parents of adolescents & young adults (15-24) (n=301) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Association of symptoms with meningococcal meningitis is higher amongst those who know what meningitis is, than those who have just heard of it, however some symptoms such as cold hands/feet are still only associated by a minority



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More than 6 in 10 young adults aware of meningitis, don't know or think it is not possible to be vaccinated against the disease

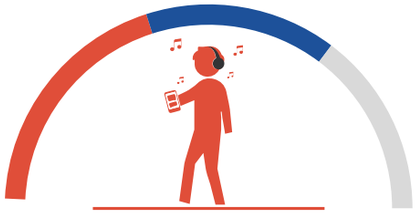
- The proportion of adolescents and parents aware of meningitis that stated they thought it was possible to be vaccinated against meningitis is significantly greater than the proportion of young adults
- Significantly greater proportion of female parents (78%) think it is possible to be vaccinated against meningitis, compared to male parents (62%)

Awareness of possibility to vaccinated against meningitis:

(amongst those aware of meningococcal meningitis)

60% Y

Adolescents (15-17)



38%

Young Adults (18-24)

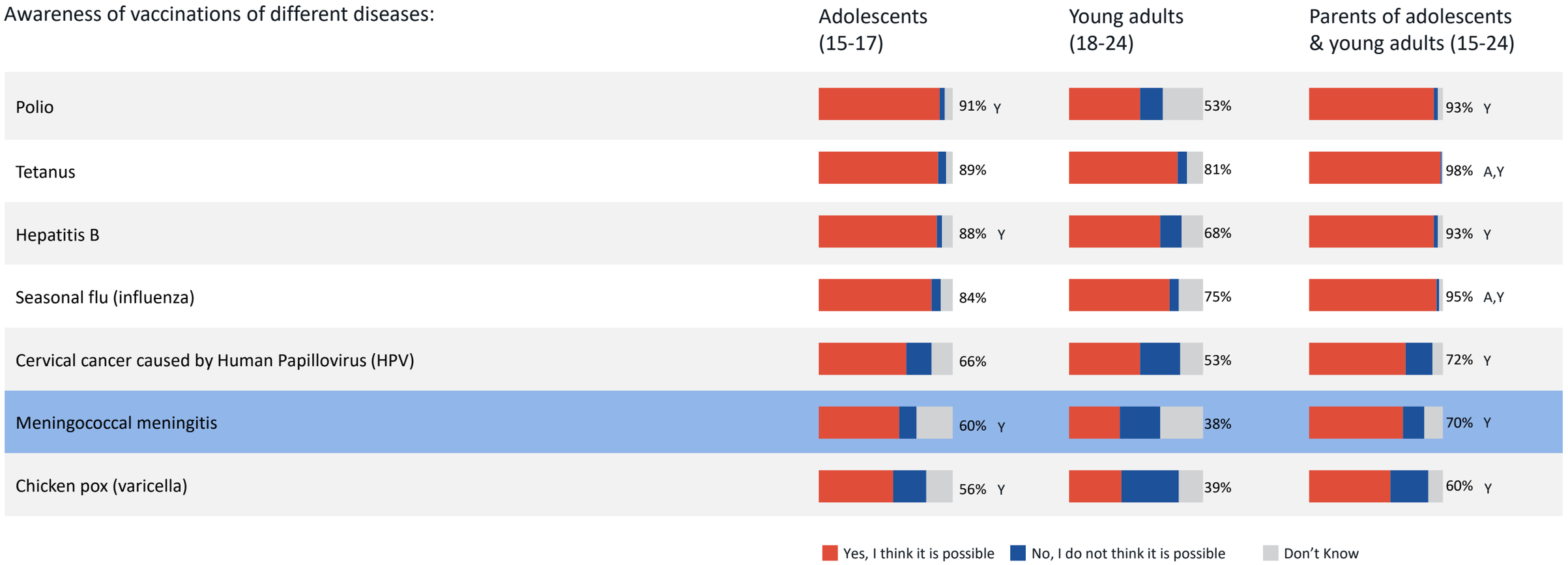
70% Y

Parents of adolescents & young adults (15-24)

Yes, I think it is possible | No, I do not think it is possible | Don't Know

Q17. Do you know if that it is possible to be vaccinated against of the following diseases? Base: aware of meningococcal meningitis (n=344); Adolescents (n=65); Young adults (n=48); Parents of adolescents & young adults (15-24) (n=230); A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

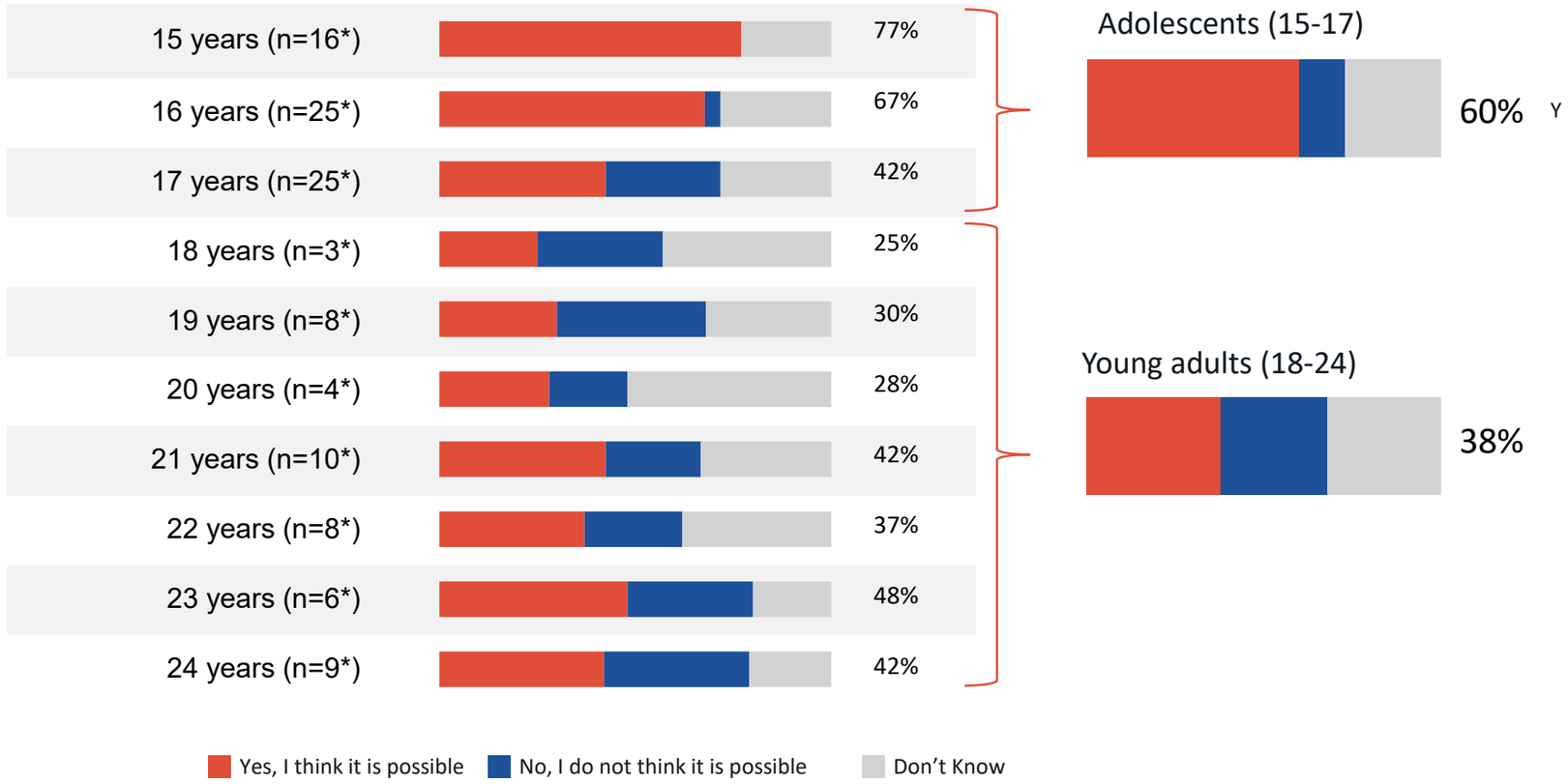
In comparison to other vaccine preventable diseases, a smaller proportion of adolescents, young adults and parents think it possible to be vaccinated against meningococcal meningitis compared to other diseases



Q17. Do you know if it is possible to be vaccinated against of the following diseases? Base: Seasonal flu (influenza) (n=76,67,237) ; Tetanus (n=77,72,236) ; Polio (n=68,58,235) ; Hepatitis B (n=72,68,234) ; Cervical cancer caused by Human Papillovirus (HPV) (n=71,68,238) ; Meningococcal meningitis (n=65,48,230) ; Chicken pox (n=81,73,238) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Amongst adolescents, there is higher awareness amongst the younger age groups
**caution small base sizes*

Awareness of vaccination of meningococcal meningitis:

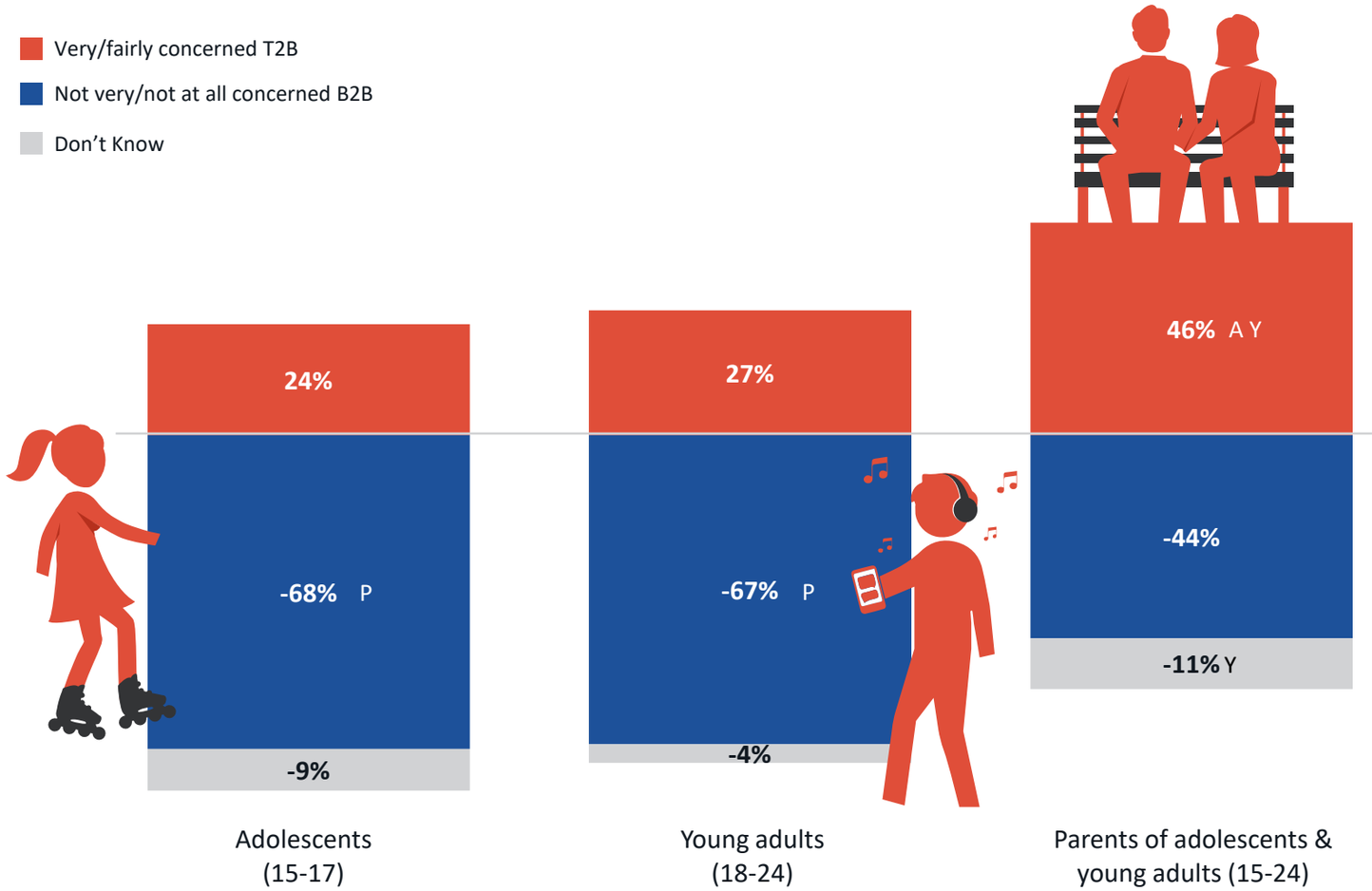


Q17. Do you know if it is possible to be vaccinated against of the following diseases? Base: respondents aware of meningococcal meningitis (see brackets), adolescents (n=65), young adults (n=48). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Over two thirds of adolescents and young adults aware of meningococcal meningitis, are not personally concerned about catching it

- A significantly greater proportion of parents in full-time employment (48%) state that they are not concerned about the risk of their children catching meningitis, than unemployed parents (31%)

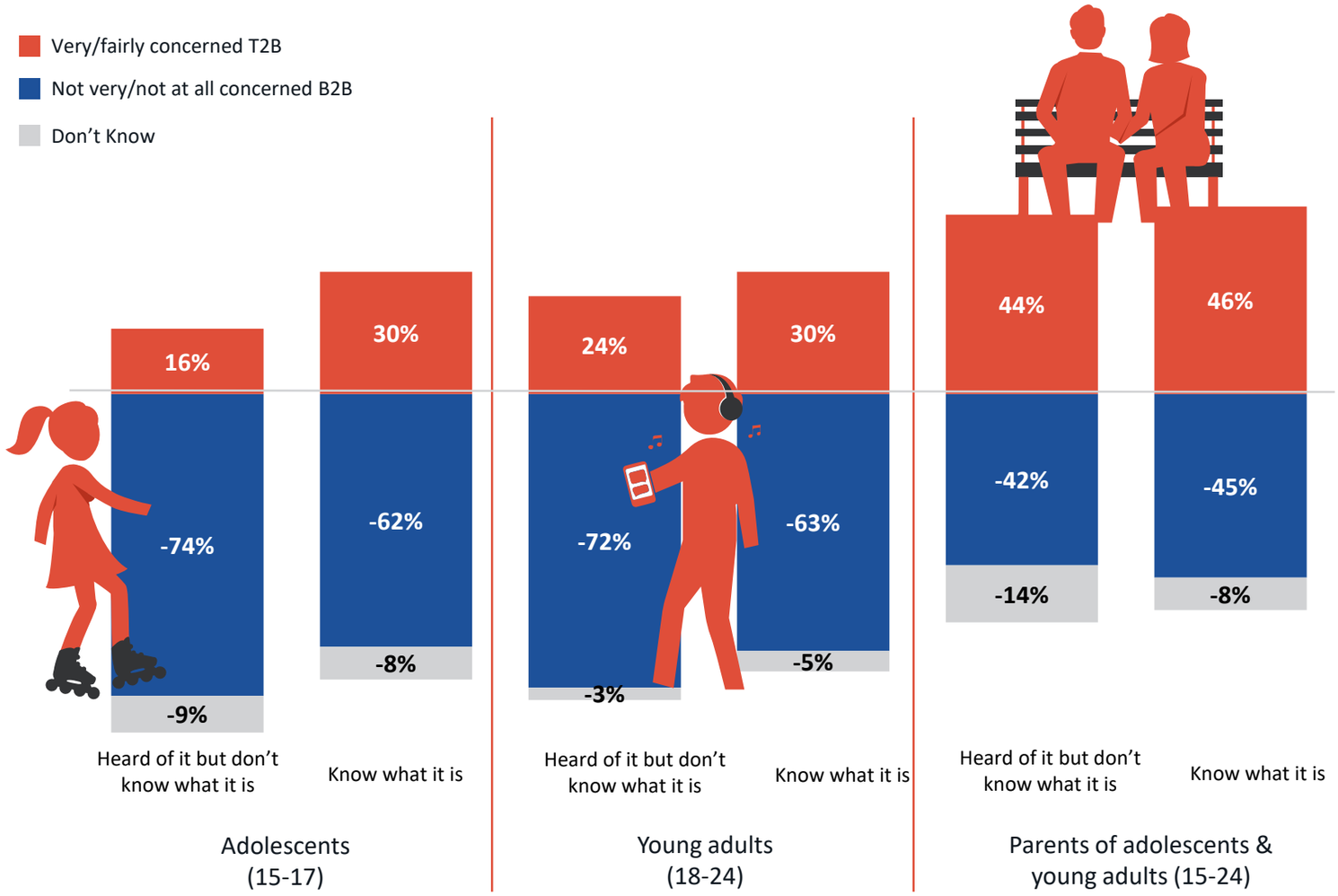
Concern about themselves/their children catching meningococcal meningitis:



Q21. To what extent are you [ADOLESCENTS & YOUNG ADULTS: personally concerned or not about the risk of catching meningococcal meningitis yourself PARENTS: concerned or not about the risk of your children catching meningococcal meningitis]? Base: Aware of Meningitis (n=736) ; Adolescents (15-17 years) (n=237) ; Young Adults (18-24 years) (n=198) ; Parents of adolescents & young adults (15-24) (n=301) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Concern is slightly greater amongst adolescents and young adults who claim to know what meningococcal meningitis is than those who have heard of it but don't know what it is

Concern about themselves/their children catching meningococcal meningitis:



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Behaviours related to meningococcal meningitis

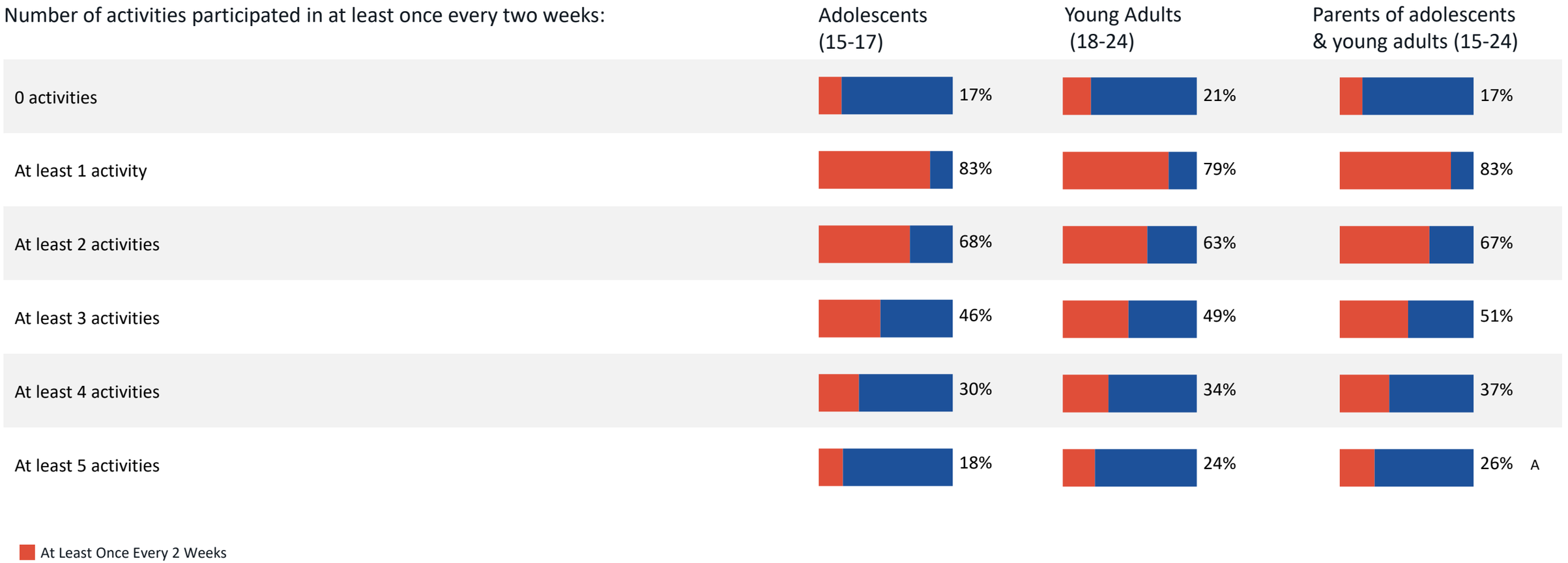
Most adolescents and young adults have participated in at least one social activity in the past two weeks

Participation in activities at least once every two weeks:	Adolescents (15-17)	Young Adults (18-24)	Parents of adolescents & young adults (15-24)
Socialise with a large group of friends (5 or more)	61%	55%	57%
Attend sport clubs (e.g. dancing, tennis etc.)	43% Y	31%	43% Y
Go to the gym	38%	33%	40%
Participate in team sports (e.g. football, rugby, volleyball etc.)	43% Y	28%	35%
Go to pubs or bars	13%	36% A	31% A
Sleep over at a friend's house/flat	19%	25%	33% A,Y
Go to the cinema	22%	25%	24%
Attend sporting events as a spectator	12%	13%	10%
Go to youth/social clubs (e.g. scouts etc.)	9%	13%	9%
Spend time in nightclubs	5%	15% A,P	8%
Go to music concerts/gigs	4%	9% A,P	5%

At Least Once Every 2 Weeks

Q4. How often, if at all, [ADOLESCENTS & YOUNG ADULTS: do you personally PARENTS: does your child/children]… Base: all respondents: Adolescents (15-17) (n=300) , Young adults (18-24) (n=300) , Parents of adolescents & young adults (15-24) (n=330). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Most adolescents and young adults (around 8 in 10) have participated in at least one social activity in the past two weeks



Q4. How often, if at all, [ADOLESCENTS & YOUNG ADULTS: do you personally PARENTS: does your child/children]… Base: all respondents: Adolescents (15-17) (n=300) , Young adults (18-24) (n=300) , Parents of adolescents & young adults (15-24) (n=330). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Socialising with large groups of friends is the most common activity for both adolescents and young adults

- Amongst young adults, compared to females, significantly more males socialise with a large group of friends (64% vs 46%), go to pubs/bars (43% vs 29%) and go to the gym (41% vs 26%)
  - More males also participate in team sports, attend sports clubs attend sporting events as a spectator, spend time in night clubs, go to youth/social clubs, and go to music concerts/gigs,
- Amongst adolescents significantly more males participate in team sports (50%) than females (36%)

% participating in activities at least once every two weeks (top 3):

At Least Once Every 2 Weeks

Adolescents (15-17)

61%
Socialise with a large group of friends (5 or more)

43%
Attend sport clubs

43%
Participate in team sports

Young Adults (18-24)

55%
Socialise with a large group of friends (5 or more)

36%
Go to pubs or bars

33%
Go to the gym

Parents of adolescents & young adults (15-24)

57%
Socialise with a large group of friends (5 or more)

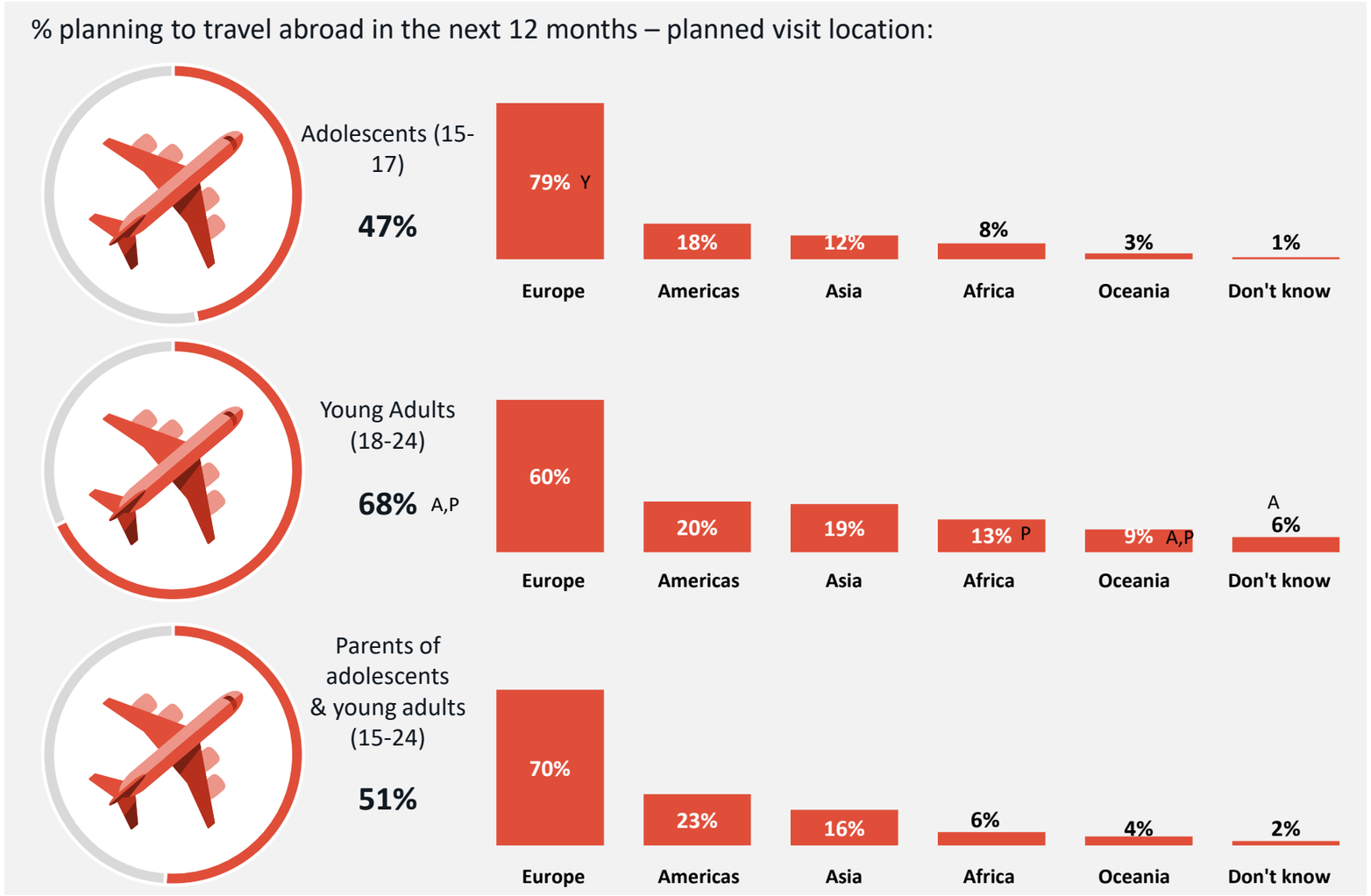
43%
Attend sport clubs

40%
Go to the gym

Q4. How often, if at all, [ADOLESCENTS & YOUNG ADULTS: do you personally PARENTS: does your child/children]… Base: all respondents: Adolescents (15-17) (n=300), Young Adults (18-24) (n=300), Parents of adolescents & young adults (15-24) (n=330)

More than two-thirds of young adults and nearly half of adolescents plan to travel abroad in the next twelve months

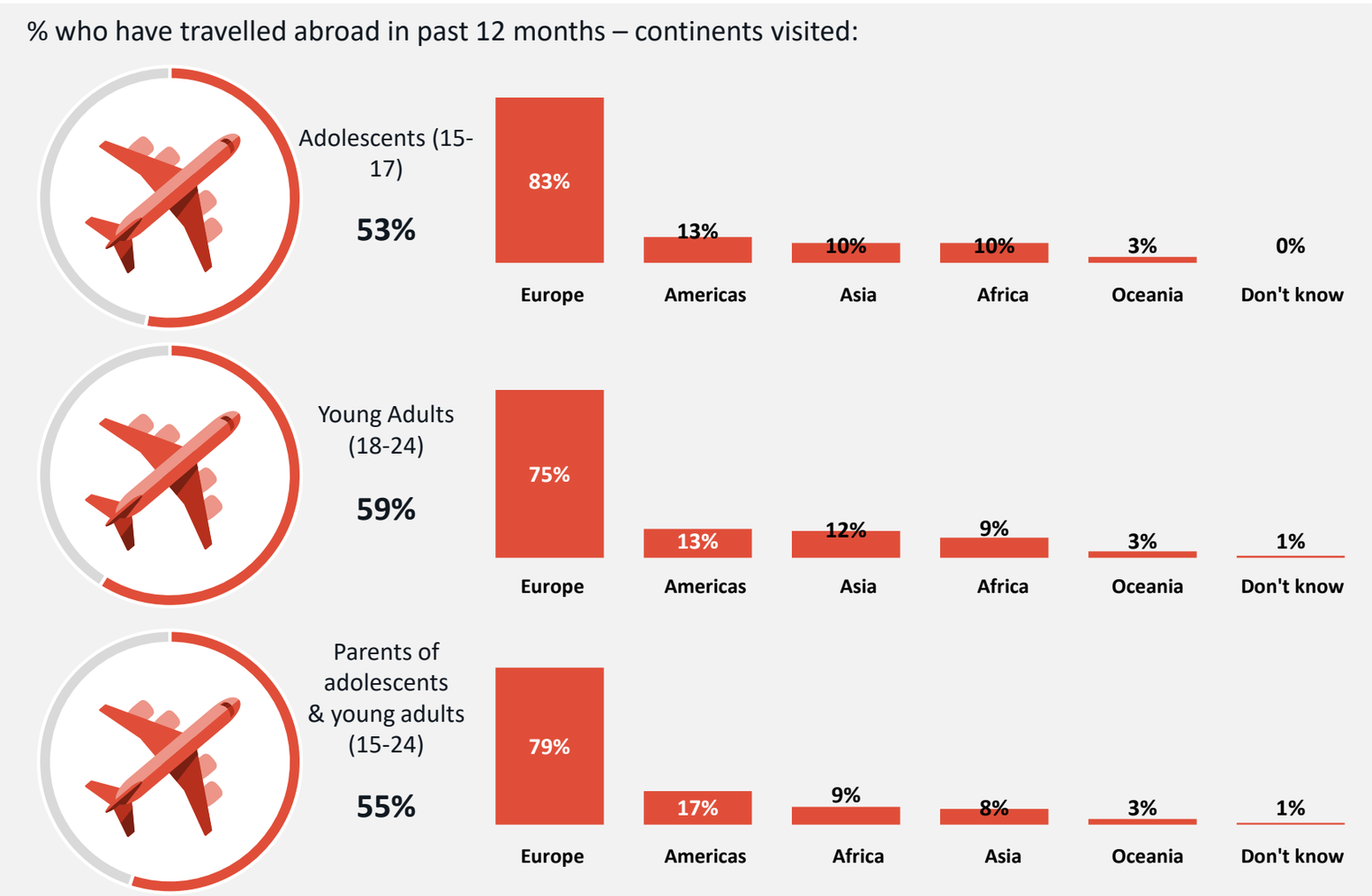
- Significantly greater proportion of young adults say they plan to travel to Africa and Oceania compared to adolescents



Q5. Are [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] planning to travel abroad in the next twelve months? Base: all respondents: Adolescents (15-17) (n=300) , Young adults (18-24) (n=300) , Parents of adolescents & young adults (15-24) (n=330). Q6. Which regions are [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] planning to visit in the next twelve months? Base: respondents planning to travel/whose children are planning to travel Adolescents (15-17) (n=140) , Young adults (18-24) (n=203) , Parents of adolescents & young adults (15-24) (n=168). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

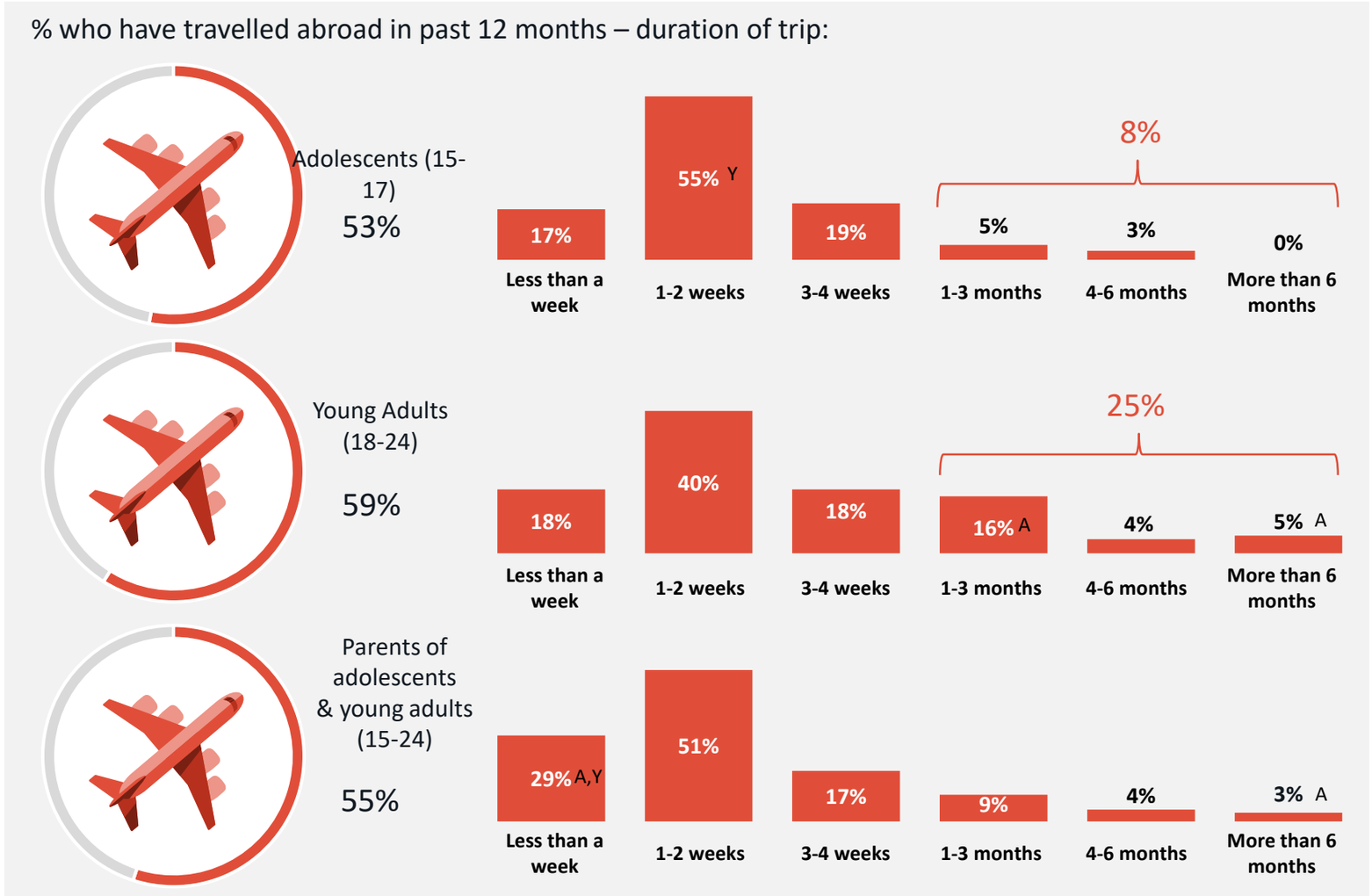
In the past year, the majority of young adults and adolescents have travelled abroad, mostly to Europe

- A greater proportion of parents with two or more children (63%) say that their children travelled abroad in the last 12 months, compared to parents with one child (43%)
- Amongst young adults significantly more of those in full time employment travelled abroad (75%) than those who are students (59%) or unemployed (34%)



Q8. In the past 12 months, have [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] travelled abroad? Base: all respondents: Adolescents (15-17) (n=300) , Young adults (18-24) (n=300) , Parents of adolescents & young adults (15-24) (n=330). Q9. Which regions did [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] visit? Base: respondents who/whose children travelled abroad: Adolescents (15-17) (n=158) , Young adults (18-24) (n=178) , Parents of adolescents & young adults (15-24) (n=181). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Although most travel is short term, a quarter of young adults have travelled abroad for a period of one month or more, in the last 12 months



Q8. In the past 12 months, have [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] travelled abroad? Base: all respondents: Adolescents (15-17) (n=300) , Young adults (18-24) (n=300) , Parents of adolescents & young adults (15-24) (n=330). Q10. What was the longest continuous period [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] were abroad in the past 12 months? Base: respondents who/whose children travelled abroad: Adolescents (15-17) (n=158) , Young adults (18-24) (n=178) , Parents of adolescents & young adults (15-24) (n=181). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Around 6 out of 10 adolescents have stayed as a guest in someone's house whilst on holiday in the last 12 months

In addition, the majority of adolescents have recently or would like to go on a holiday organised by an institution, travel as part of a large group or participate in large public events

Participation in activities whilst on holiday in the last 12 months

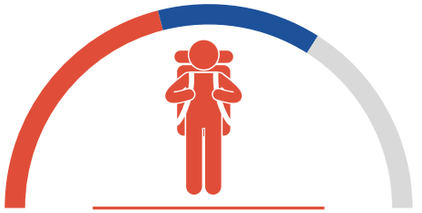
Adolescents (15-17 years)

61%

Stayed as a guest in someone's house

46%

Been on holiday organised through a school, college or university



42%

Travelled as part of a large group of five or more people

34%

Participated in large public events

18%

Stayed in a hostel

9%

Participated in large religious gatherings

Yes- have done already

No – but would like to in future

Q11. Which, if any, of the following [ADOLESCENTS & YOUNG ADULTS: have you personally PARENTS: has your child/children] done when on holiday, within your own country or abroad, in the past 12 months? Base: all respondents: Adolescents (15-17) (n=300) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Similarly for young adults, 6 out of 10 (63%) have stayed as a guest in someone's house whilst on holiday in the last 12 months

Participation in activities while on holiday in the last 12 months

Young Adults (18-24 years)

63%

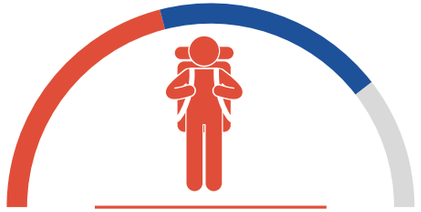
Stayed as a guest in someone's house

46%

Been on holiday organised through a school, college or university

46% A

Participated in large public events



42%

Travelled as part of a large group of five or more people

25% A

Stayed in a hostel

9%

Participated in large religious gatherings

Yes- have done already

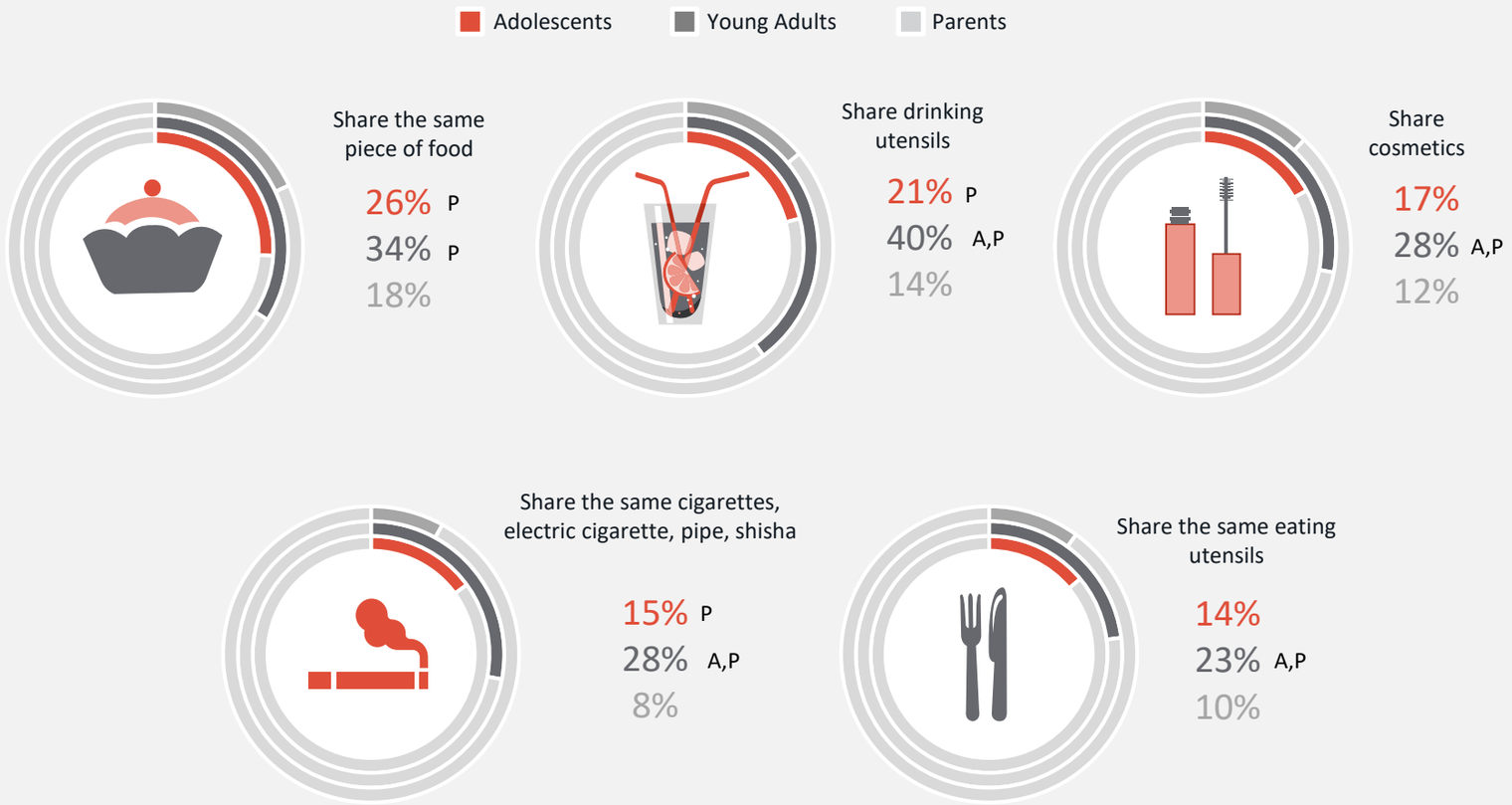
No – but would like to in future

Q11. Which, if any, of the following [ADOLESCENTS & YOUNG ADULTS: have you personally PARENTS: has your child/children] done when on holiday, within your own country or abroad, in the past 12 months? Base: all respondents: Young Adults (18-24) (n=300) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Focusing on sharing behaviours, sharing food and drinking utensils are the activities most commonly reported at least once weekly by both adolescents and young adults

- A greater proportion of young adults share items at least once a week than adolescents
- Parents think their children share items less often than they report
- However parents with 2 or more children report higher sharing than those with 1 child

Participation in sharing behaviour at least once weekly:



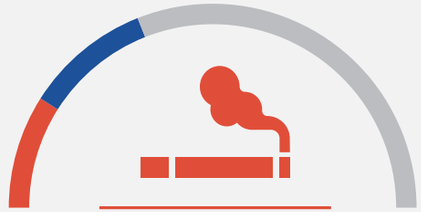
Q12. When spending time with friends, how often, if at all, do [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children, as far as you are aware,]… Base: all respondents: Adolescents (15-17) (n=300); Young Adults (18-24) (n=300); Parents of adolescents & young adults (15-24) (n=330) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

38% of young adults and 23% of adolescents claim to smoke at least occasionally

- Significantly more young adults (20%) than adolescents (7%) claim to smoke regularly
- Significantly fewer female adolescents and young adults smoke, compared to males
- Amongst young adults, significantly fewer students smoke, compared to those in employment or unemployed

% reporting smoking behaviours:

23%
Adolescents (15-17)



38% A
Young Adults (18-24)

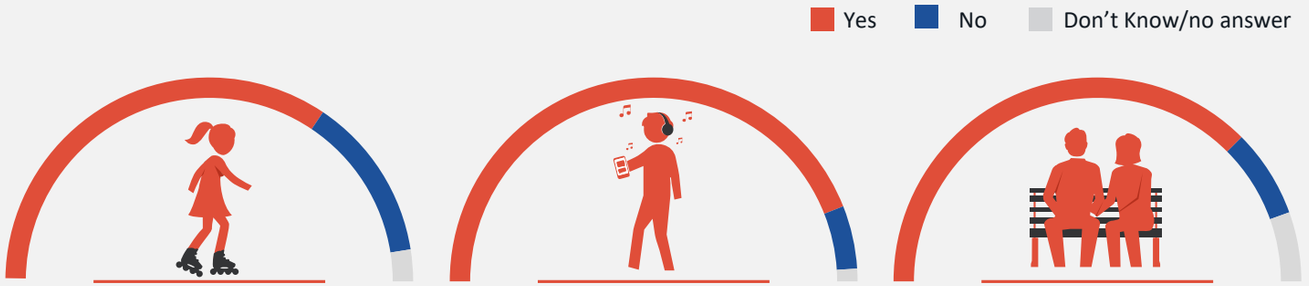
Yes, occasionally | Yes, regularly | Don't Know

Q3. Do you currently smoke tobacco? Base: all respondents: Adolescents (15-17) (n=300), Young Adults (18-24) (n=300). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Almost 9 in 10 (88%) young adults and almost 7 in 10 (68%) adolescents report having intimately kissed someone

- Out of those who report they have intimately kissed someone, a significantly greater proportion of young adults than adolescents report kissing someone every day (39% vs. 14%)

% who/whose children have intimately kissed someone:



	68% Adolescents (15-17)	88% AP Young adults (18-24)	75% Parents of adolescents & young adults (15-24)
Average number of different people kissed in last year:	2.6	3.0	2.4
Frequency of kissing (at least once weekly):	67%	68%	52%

Q13. Have [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children, as far as you are aware,] ever intimately kissed someone? Q14. How many different people have [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children, as far as you are aware,] intimately kissed in the past year? Q14B. How often do [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children, as far as you are aware,] intimately kiss another person? Base: all respondents: Adolescents (15-17) (n=300), Young Adults (18-24) (n=300), Parents of adolescents & young adults (15-24) (n=330). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Perceived level of risk for behaviours

Most adolescents and young people do not associate many of the activities they engage in with a higher than average risk of contracting meningitis.

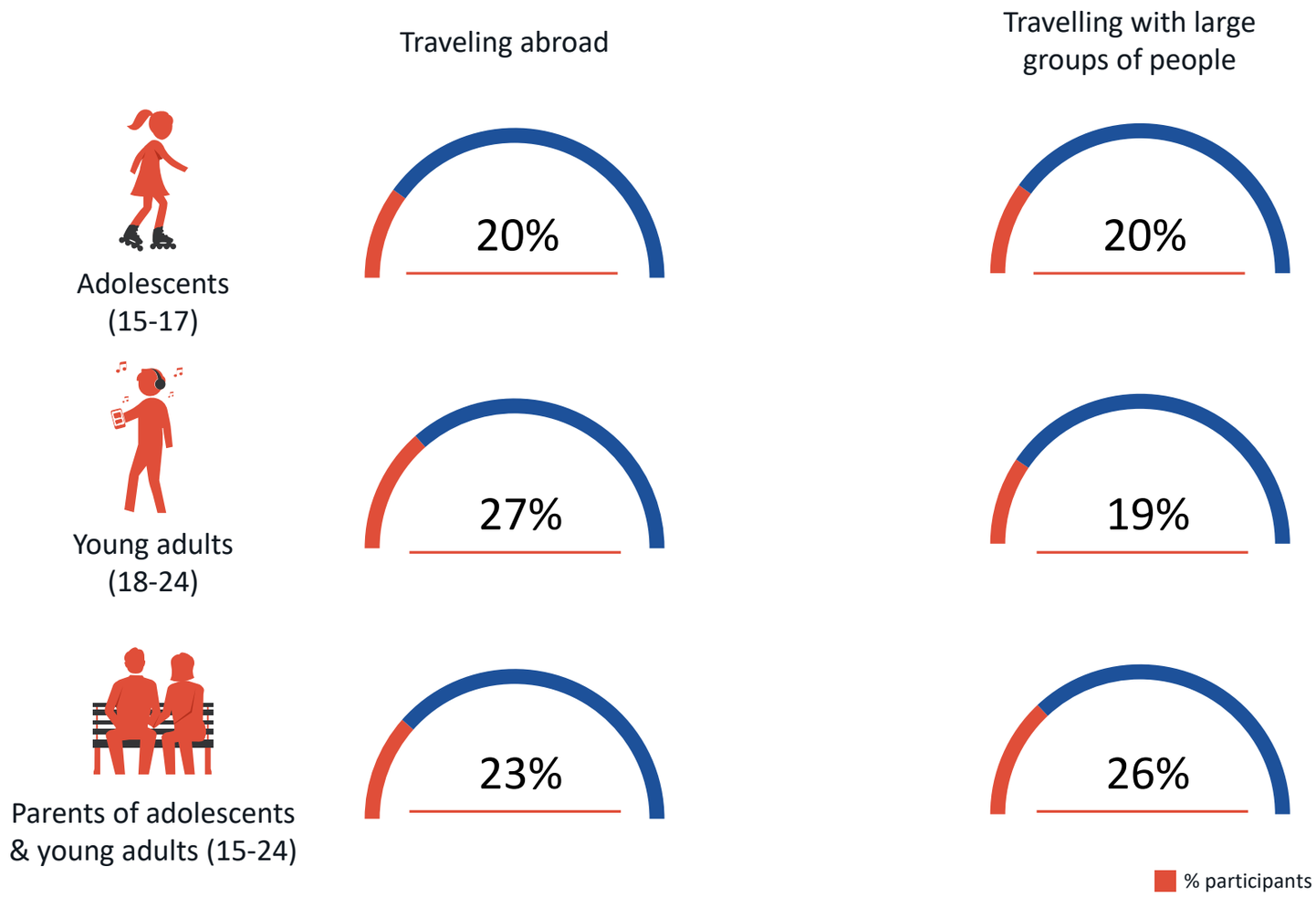
% associating the behaviour with risk of meningococcal meningitis:	Adolescents (15-17)	Young adults (18-24)	Parents of adolescents & young adults (15-24)
Share drinking utensils (e.g. cups, straws, bottles, cans, glasses)	39%	38%	42%
Share the same eating utensils (e.g. spoon, fork)	38%	34%	41%
Share the same piece of food (e.g. eating the same apple, sandwich, ice cream)	37%	30%	39%
Traveling abroad	20%	27%	23%
Travelling with large groups of people	20%	19%	26%
Attending large public events (e.g. music festivals, jamborees)	14%	15%	19%
Going to pubs/bars/clubs	9%	18% A	16% A
Go to youth/social clubs (e.g. scouts etc.)	10%	13%	15%
Going to music concerts/gigs	8%	12%	15% A
Smoking	8%	19% A P	7%
Attending sporting events as a spectator	8%	10%	10%
Participating in sporting activities	6%	8%	6%
None of the above	6%	3%	7%

% associate

Q22. Which, if any, of the following situations listed below do you associate with a higher risk of contracting meningococcal meningitis than average? Base: Aware of Meningitis : Adolescents (15-17) (n=237) , Young adults (18-24) (n=198) , Parents of adolescents & young adults (15-24) (n=301). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Across the three groups, the majority do not associate travel with a higher risk of contracting the disease

Association of travel with meningitis risk:



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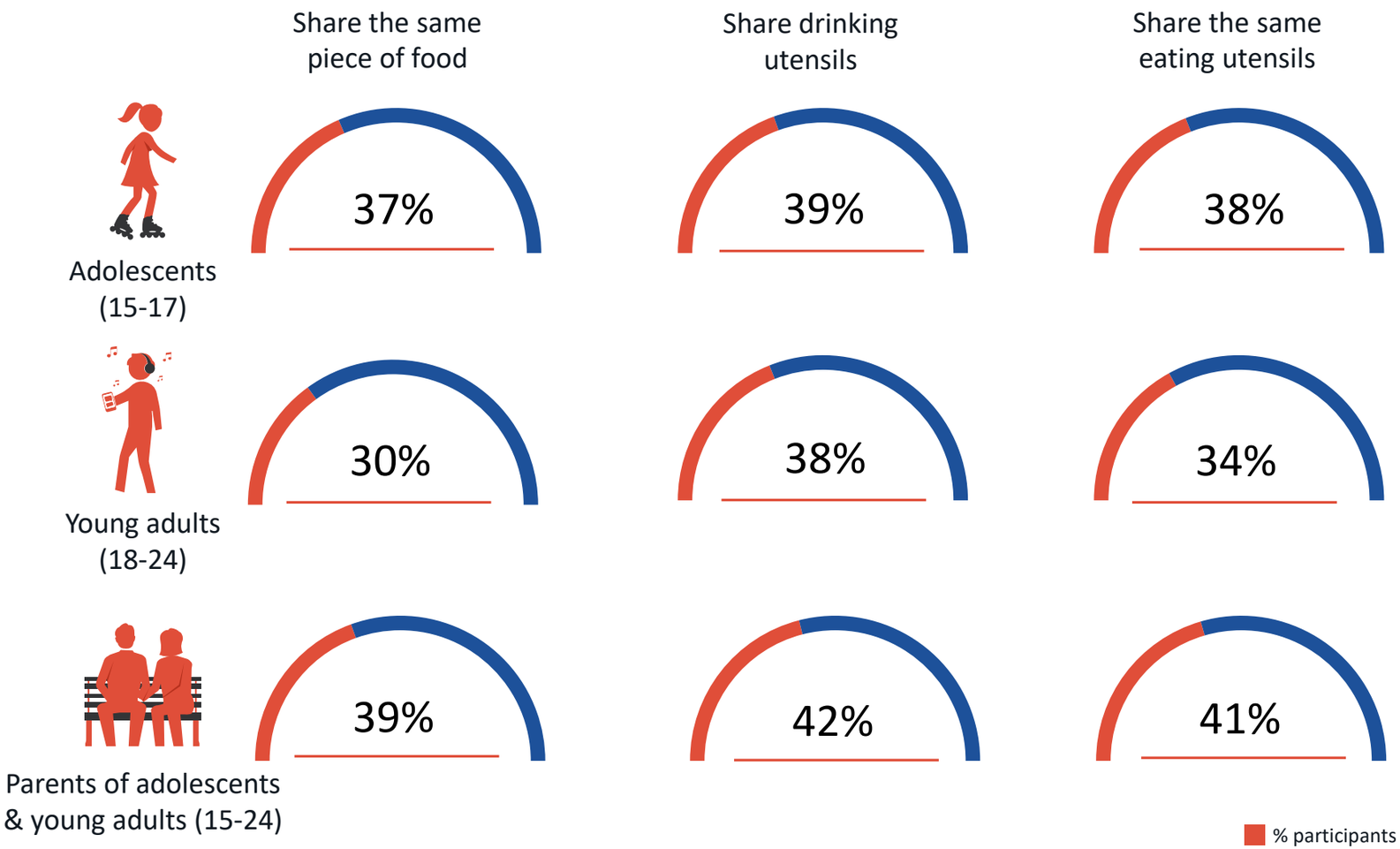
In addition, around two thirds of adolescents and young adults do not associate sharing food or drinking/eating utensils with a higher risk of contracting meningitis

- A significantly greater proportion of male adolescents associate sharing drinking utensils with meningitis risk, compared to females
- A greater proportion of female young adults associate sharing the same piece of food with risk, compared to males

Association of sharing with meningitis risk:



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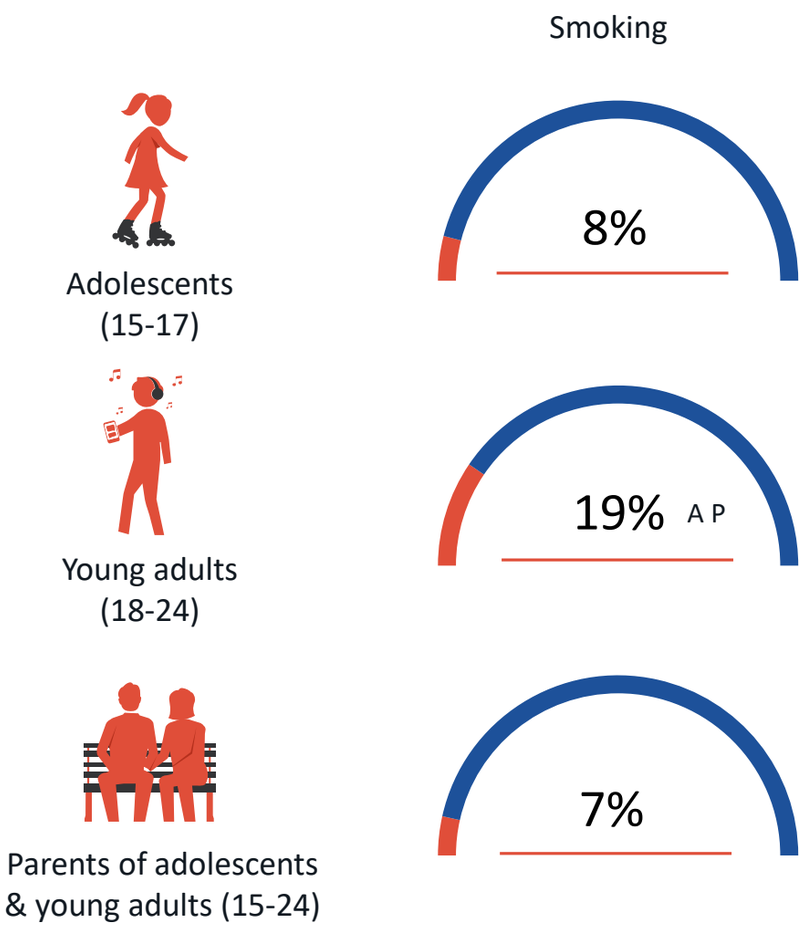
While only around one fifth of young adults (19%) and less than 1 in 10 adolescents and parents associate smoking with a higher than average risk of contracting meningitis

Association of smoking with meningitis risk:



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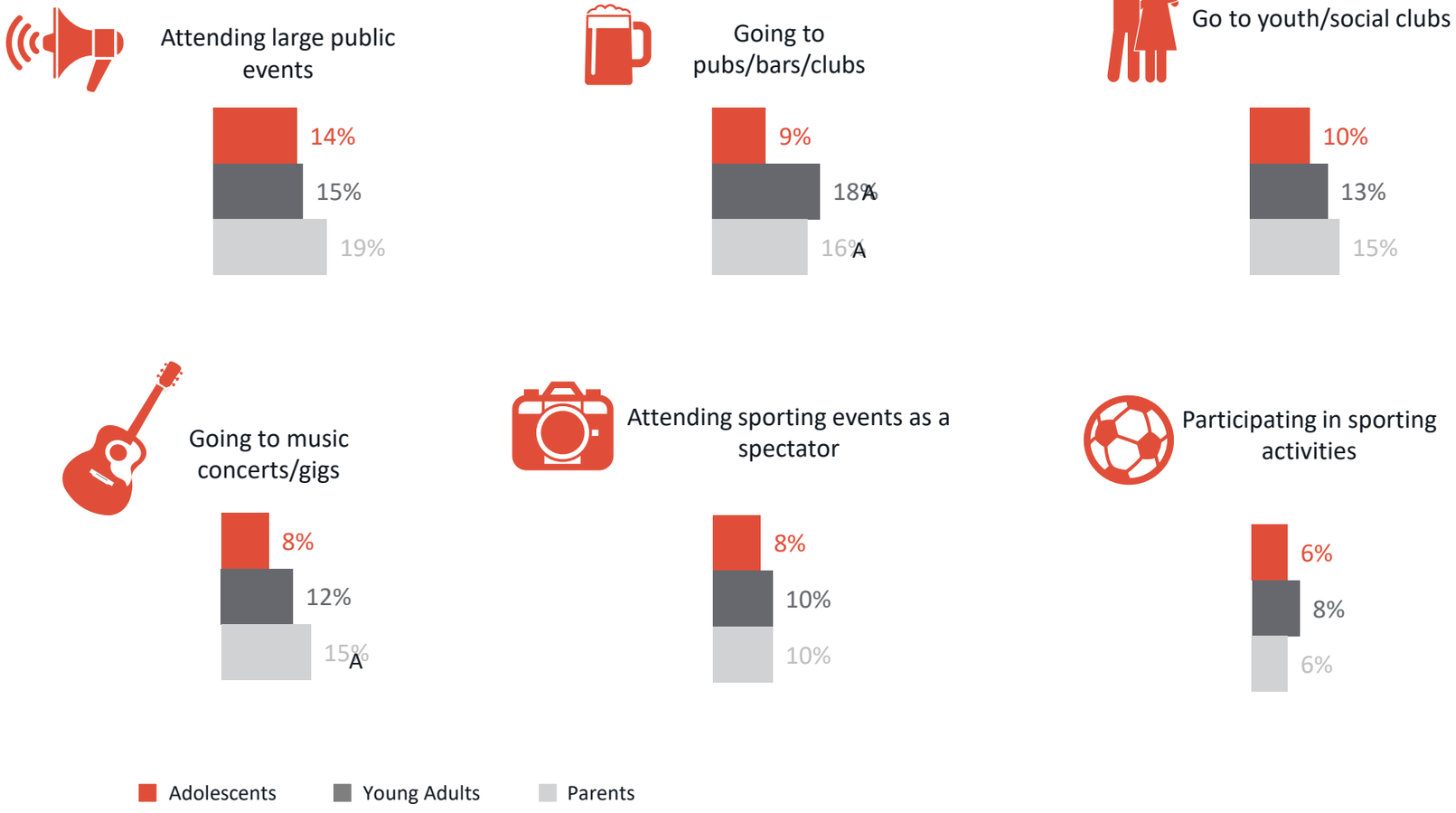
This is also the case for other social activities - most people do not associate social activities with a higher than average risk of contracting meningitis

- Significantly more male adolescents associate attending large public events (22%), going to pubs/bars/clubs (14%), going to youth/social clubs (14%) and going to music concerts/gigs (13%), than females (7%, 4%, 6%, 4%)

Association of social events with meningitis risk:



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Meningococcal meningitis vaccination

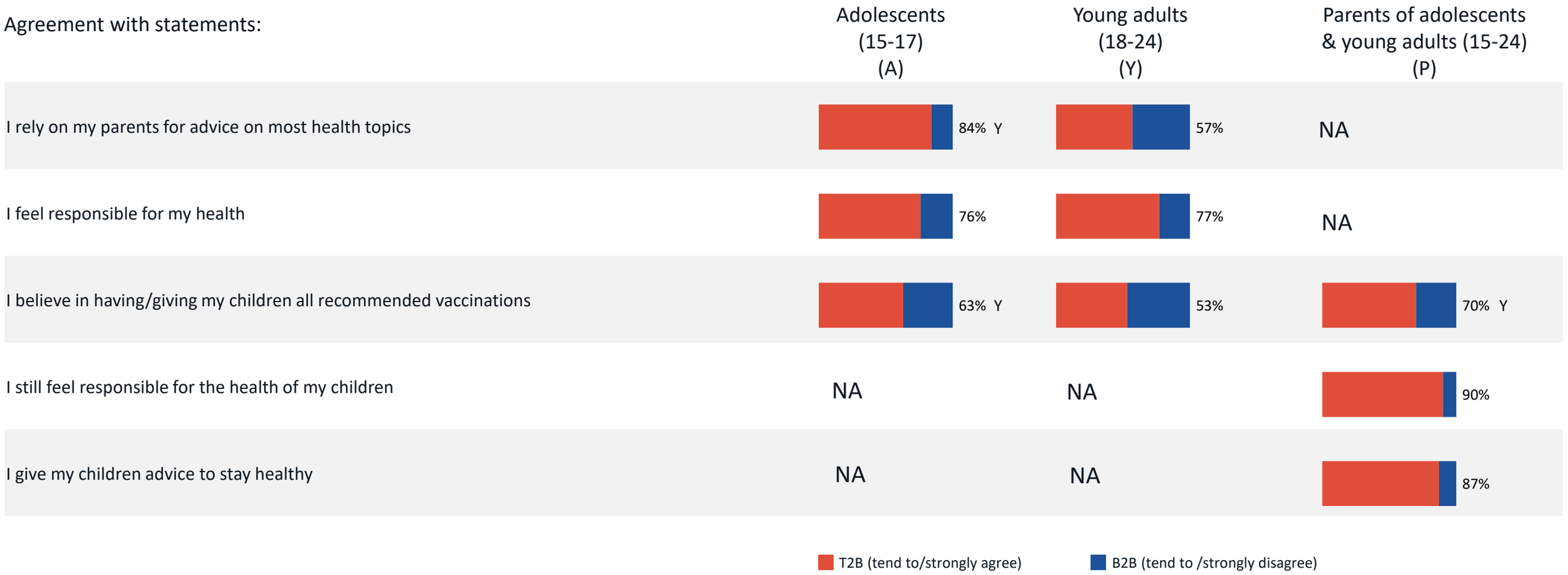
Just over half (53%) of young adults state that they believe in having all recommended vaccines

- A significantly greater proportion of adolescents and parents state that they believe in having/giving all recommended vaccines than young adults
- Only one quarter of young adults and 3 in 10 adolescents *strongly* believe in having all recommended vaccinations

Belief in having/giving children all recommended vaccinations:

Q23. To what extent do you agree or disagree with each of the following statements? "I believe in having/giving my children all recommended vaccinations" Base: all respondents Adolescents (15-17) (n=300) , Young adults (18-24) (n=300) , Parents of adolescents & young adults (15-24) (n=330). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

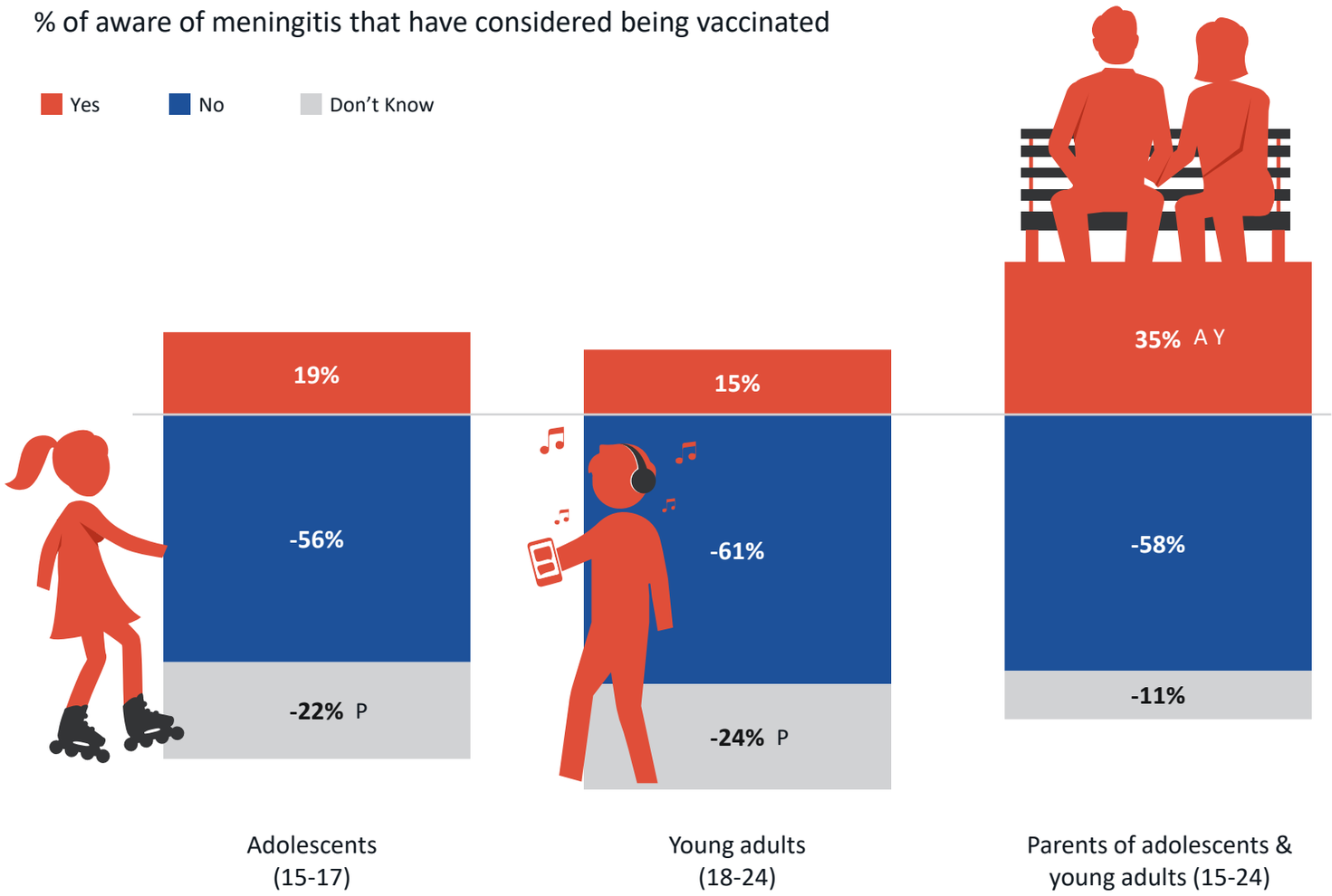
Most people feel responsible for their own or their children's health across the three groups. Over 4 out of 5 adolescents rely on their parents for health advice



Q23. To what extent do you agree or disagree with each of the following statements? Base: All Respondents: Adolescents (15-17) (n=300) , Young adults (18-24) (n=300) , Parents of adolescents & young adults (15-24) (n=330) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

However, only a minority of those aware of meningitis have considered being vaccinated against the disease

- While a significantly greater proportion of parents have considered vaccinating their children against meningitis, this proportion is only just over one third (35%)
- Significantly more female parents report than they have considered vaccinating their children, than male parents (42% vs. 27%)



Q18. ADOLESCENTS & YOUNG ADULTS: Have you ever personally considered being vaccinated yourself against meningococcal meningitis? PARENTS: Have you ever thought of vaccinated your child against meningococcal meningitis? Base: respondents aware of meningococcal meningitis. Adolescents (15-17) (n=65) , Young adults (18-24) (n=48), Parents of adolescents & young adults (15-24) (n=230) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)