

# YouthView

Greece report

May 2018

Prepared for Pfizer  
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# Background, sample & methodology

## Background, sample & methodology

### 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

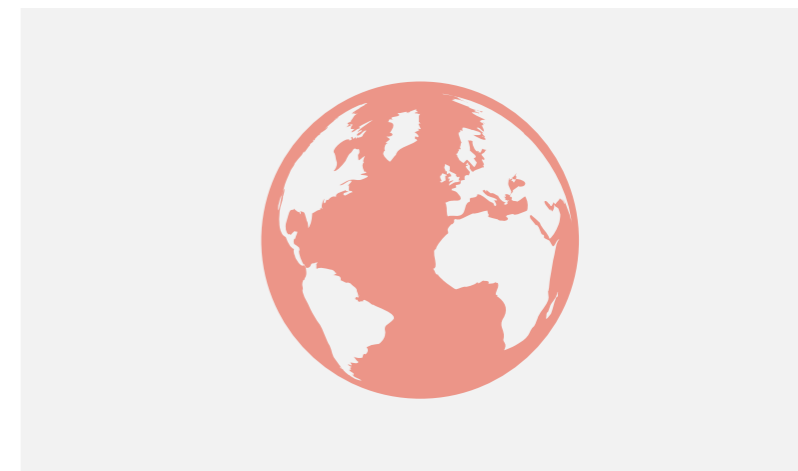
### Research objectives

- 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=288**
- Young adults (18-24 years old): **n=301**
- Parents of adolescents/young adults aged 15-24: **n=317**

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 Greece

# Main findings

A thick orange line starts from the left edge of the slide, extends horizontally, then turns 90 degrees upwards, and finally curves to the right, ending in a rounded shape.

## Main findings

Concern about meningitis is limited among young adults and adolescents

- Awareness of meningococcal meningitis is **lower than other diseases**
- Only around half of young adults agree with the statement that it is a **life threatening condition**
- And less than half of adolescents and young adults believe their age group is at **higher risk** of contracting it than the average population
- Over half of adolescents and around 7 in 10 young adults aware of meningococcal meningitis are **not personally concerned** about catching it

Most do not associate their activities with a higher than average risk of contracting the disease

- Many adolescents and young adults in Greece 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 these activities with a higher than average risk of contracting the disease

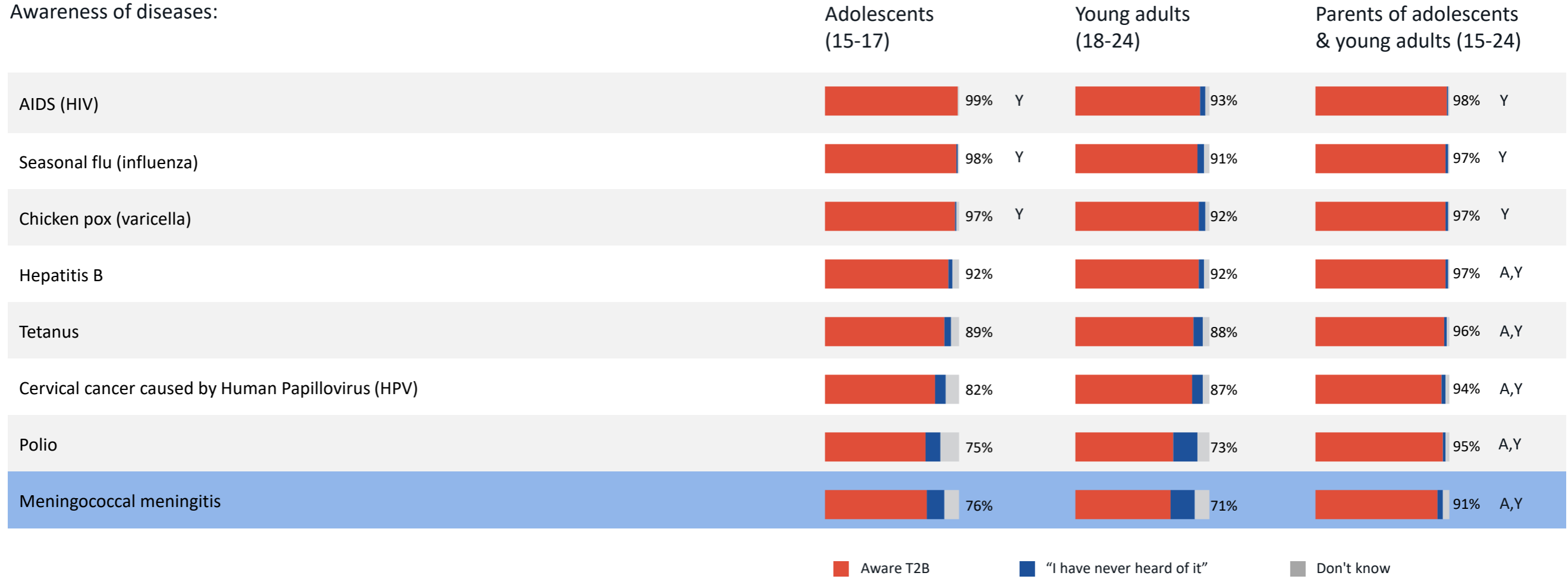
Coverage and understanding of the vaccine is limited among young adults

- Compared to other vaccine preventable diseases, uptake of vaccination against meningococcal meningitis is **lower**
- Most young adults state that they **have not or don't** know if they have been vaccinated
- Perceived ability to be vaccinated against meningitis is **also low amongst young adults** - 7 in 10 aware of the disease say they **don't know or think it is not possible**

# Awareness and perceptions of meningococcal meningitis

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

Awareness of diseases:



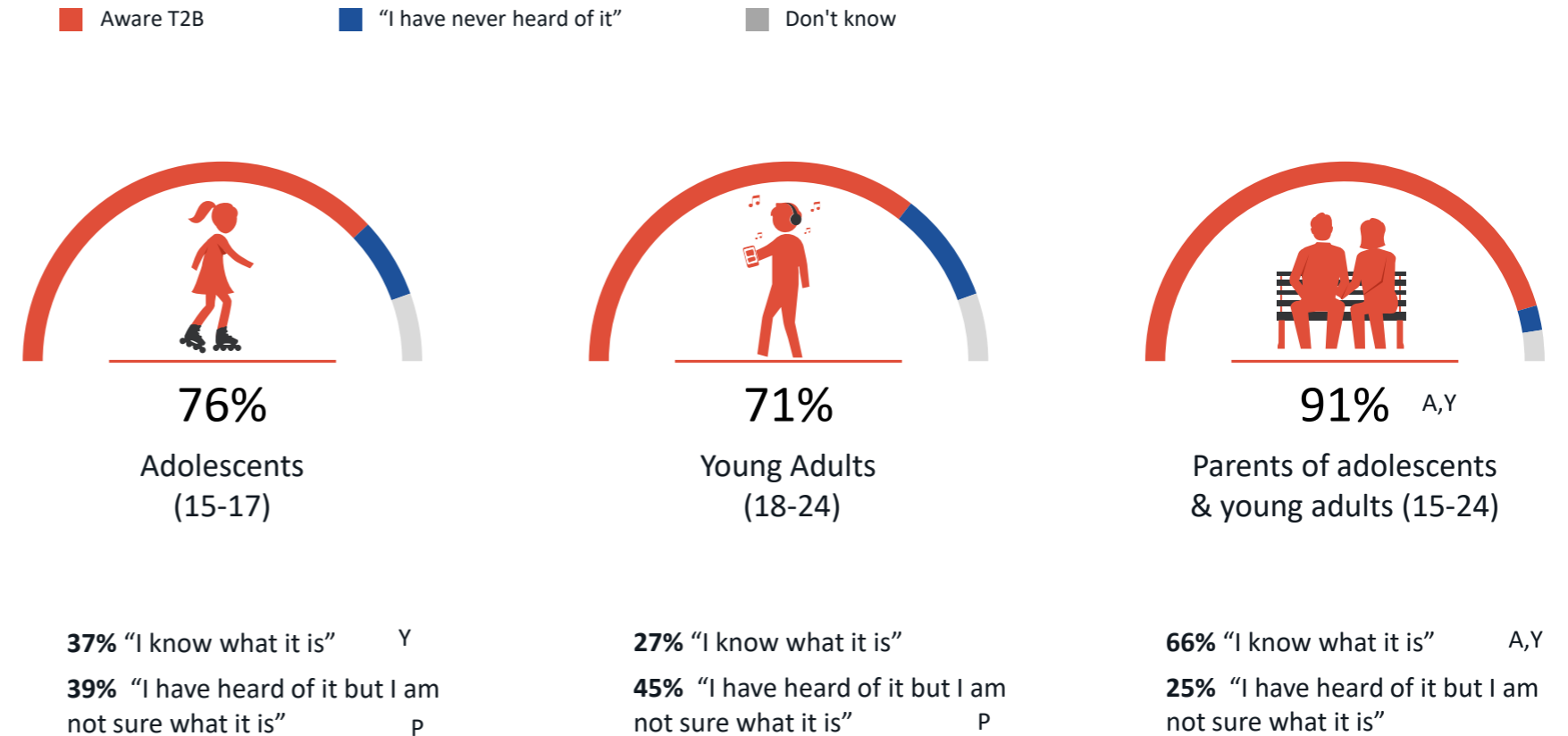
Q15. Which of the options below best describes your awareness of the following diseases: "I have never heard of it", "I have heard of it but don't know what it is", "I know what it is", "Don't know", "Prefer not to answer" Base: all respondents (n=906) ; Adolescents (15-17 years) (n=288) ; Young Adults (18-24 years) (n=301) ; Parents of adolescents & young adults (15-24) (n=317) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)



Fewer adolescents and young adults are aware of meningococcal meningitis than parents – just over 1 in 4 young adults state that they know what it is compared to two thirds of parents

- 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:



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=906) ; Adolescents (15-17 years) (n=288) ; Young Adults (18-24 years) (n=301) ; Parents of adolescents & young adults (15-24) (n=317) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

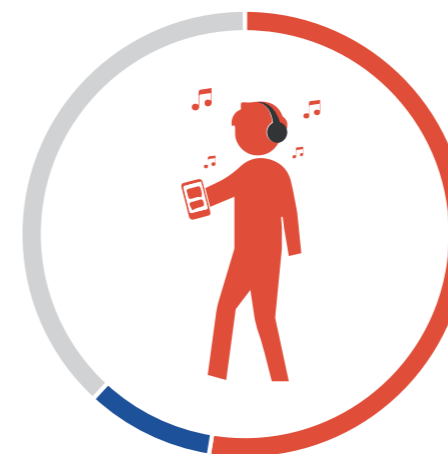
Meningococcal meningitis is correctly identified as a life threatening condition by around 8 in 10 adolescents and parents, but only half of young adults agree with this statement

Agreement with the statement:

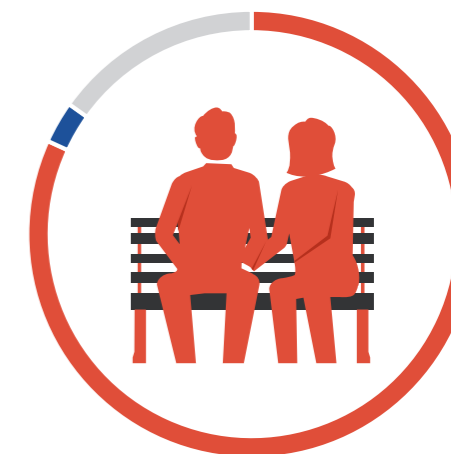
**“Meningococcal meningitis is a life threatening infection”**



**78%** <sup>Y</sup>  
Adolescents  
(15-17)



**51%**  
Young Adults  
(18-24)

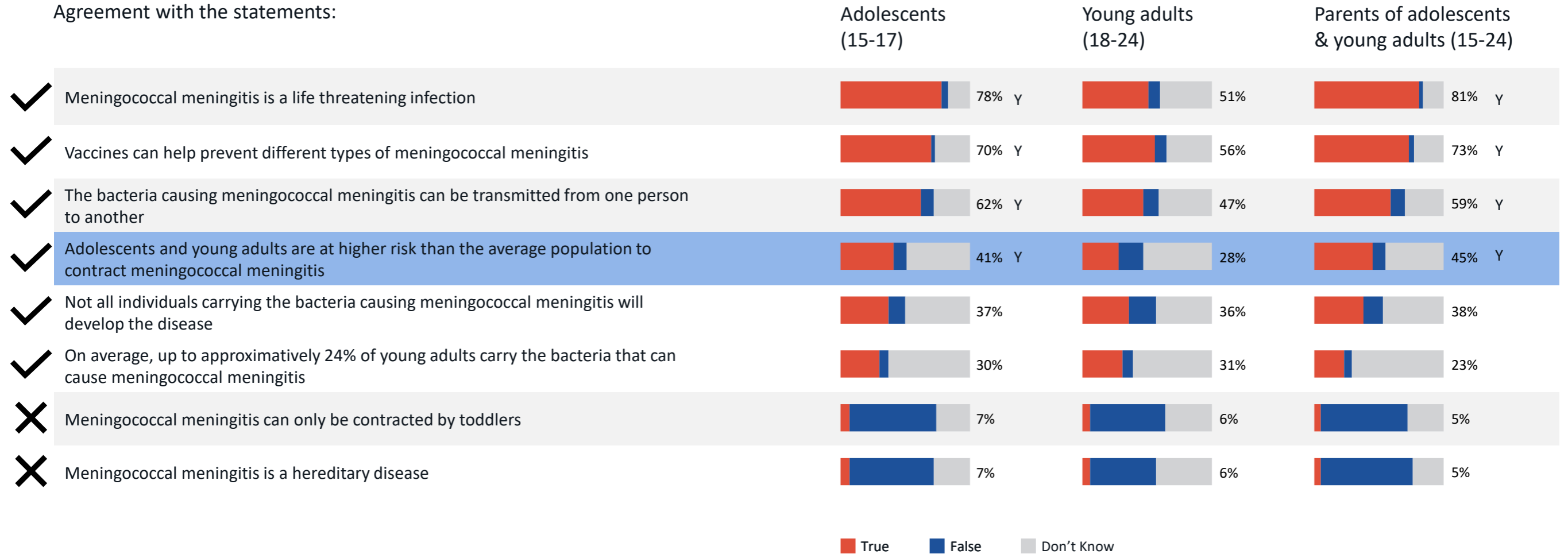


**81%** <sup>Y</sup>  
Parents of adolescents  
& young adults (15-24)

True False Don't Know

In addition, only a minority of young adults (28%) and adolescents (41%) state that their age group is at higher risk than the average population of contracting meningitis

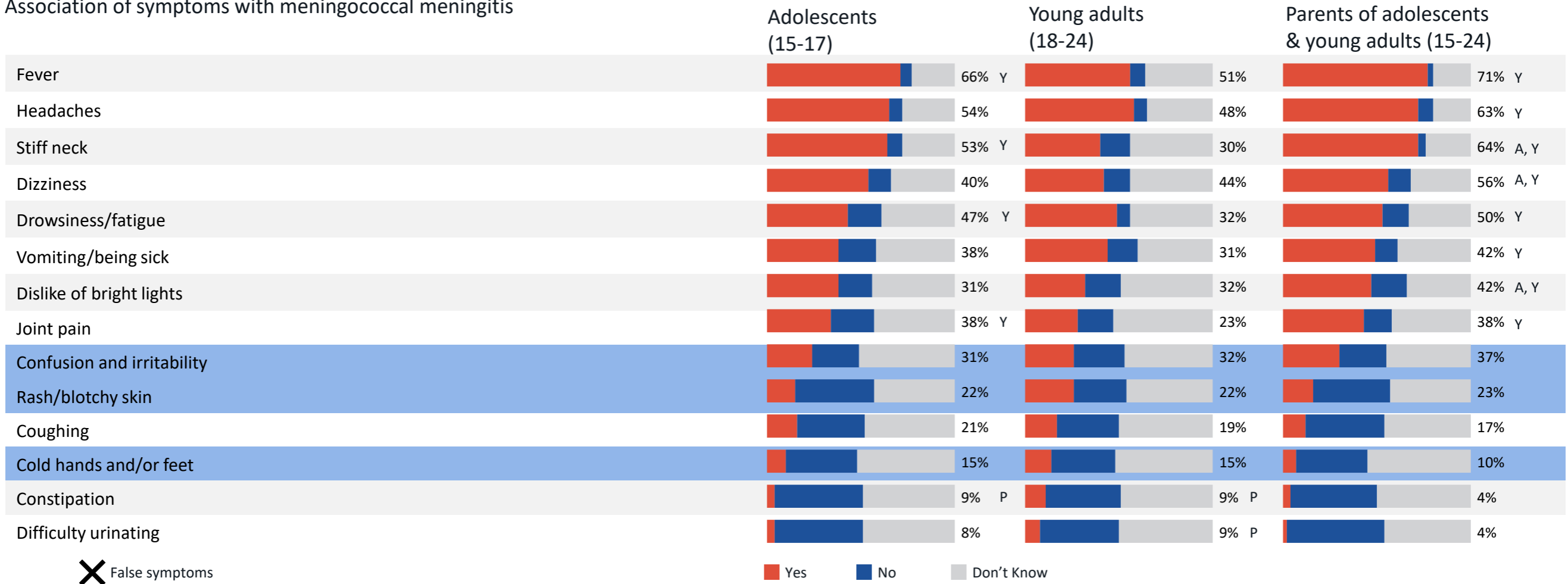
Agreement with the statements:



Q20. Please indicate which of the following statements you think is true or false. Base: Aware of Meningitis (n=722) ; Adolescents (15-17 years) (n=217) ; Young Adults (18-24 years) (n=214) ; Parents of adolescents & young adults (15-24) (n=289) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

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

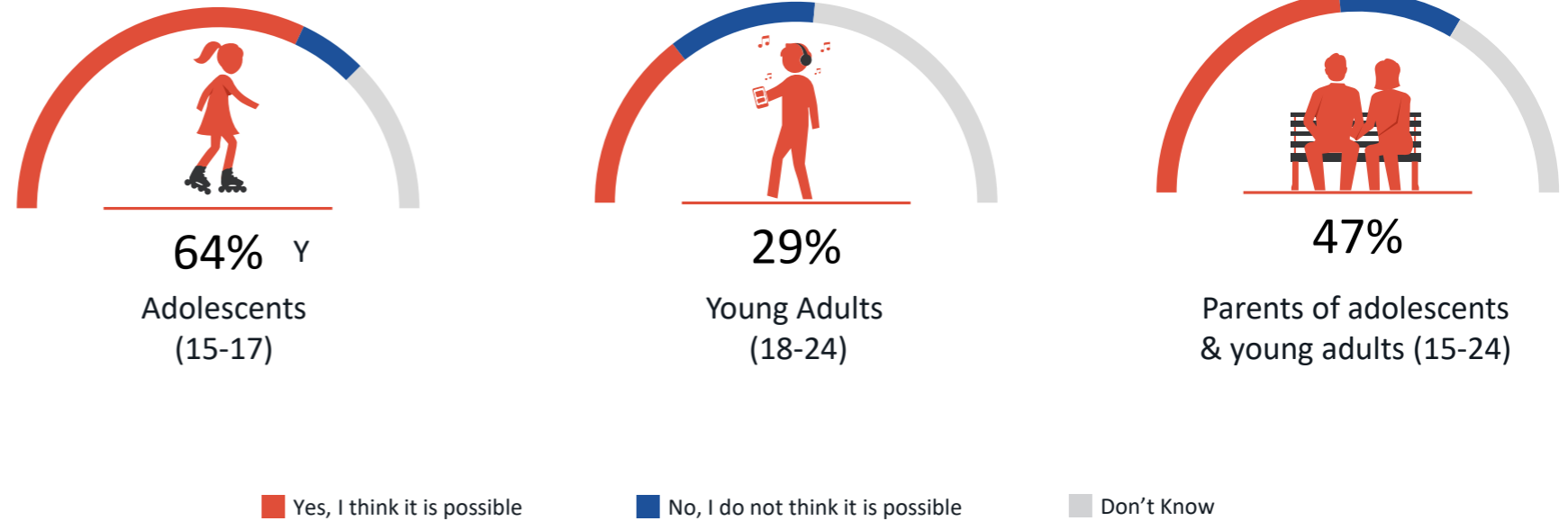


Q.19 Which, if any, of the following symptoms do you associate with meningococcal meningitis? Base: Aware of Meningitis (n=722) ; Adolescents (15-17 years) (n=217) ; Young Adults (18-24 years) (n=214) ; Parents of adolescents & young adults (15-24) (n=289) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Most young adults not vaccinated against meningitis, don't know or think it is not possible to be vaccinated against meningococcal meningitis

Adolescents have greater awareness of the possibility to be vaccinated against meningococcal meningitis

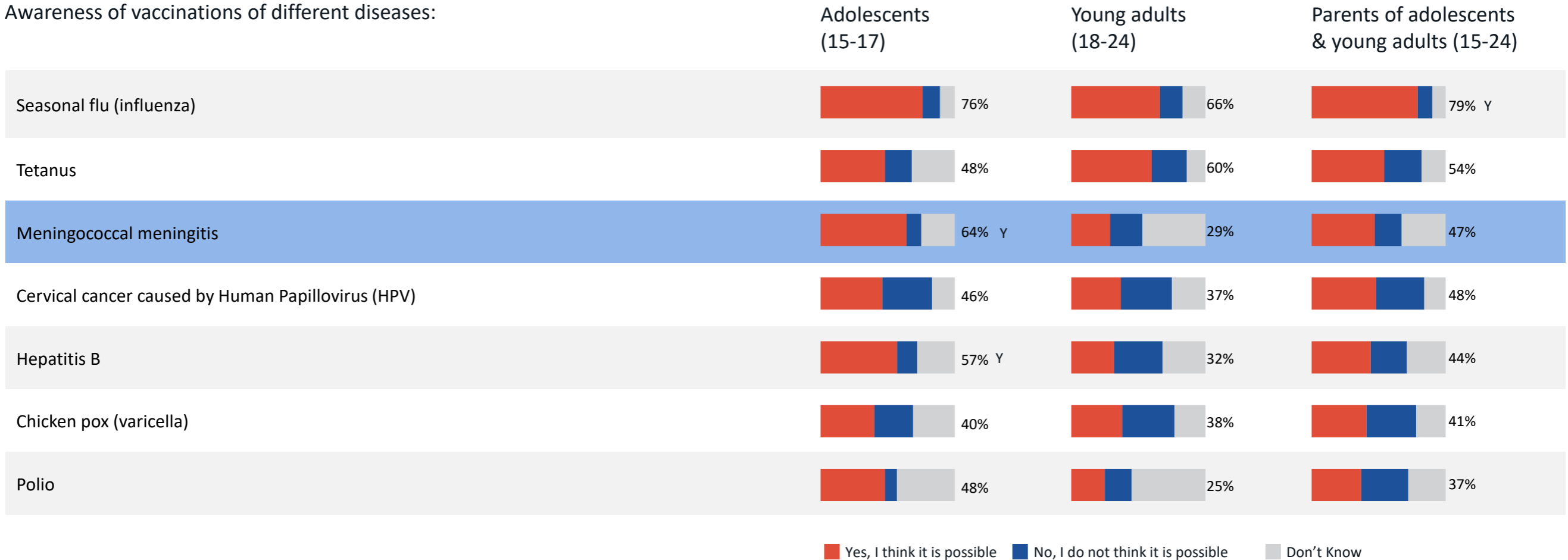
Awareness of possibility to vaccinated against meningitis:  
(amongst those not vaccinated/whose children are not vaccinated)



Q17. Do you know if that it is possible to be vaccinated against of the following diseases? Base: Adolescents not vaccinated against meningococcal meningitis (n=40); Young Adults (18-24 years) not vaccinated against meningococcal meningitis (n=41); Parents who have no children vaccinated against meningococcal meningitis (n=59); 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, the proportion that think it possible to be vaccinated against meningococcal meningitis is lower than some other diseases across the three groups

Awareness of vaccinations of different diseases:



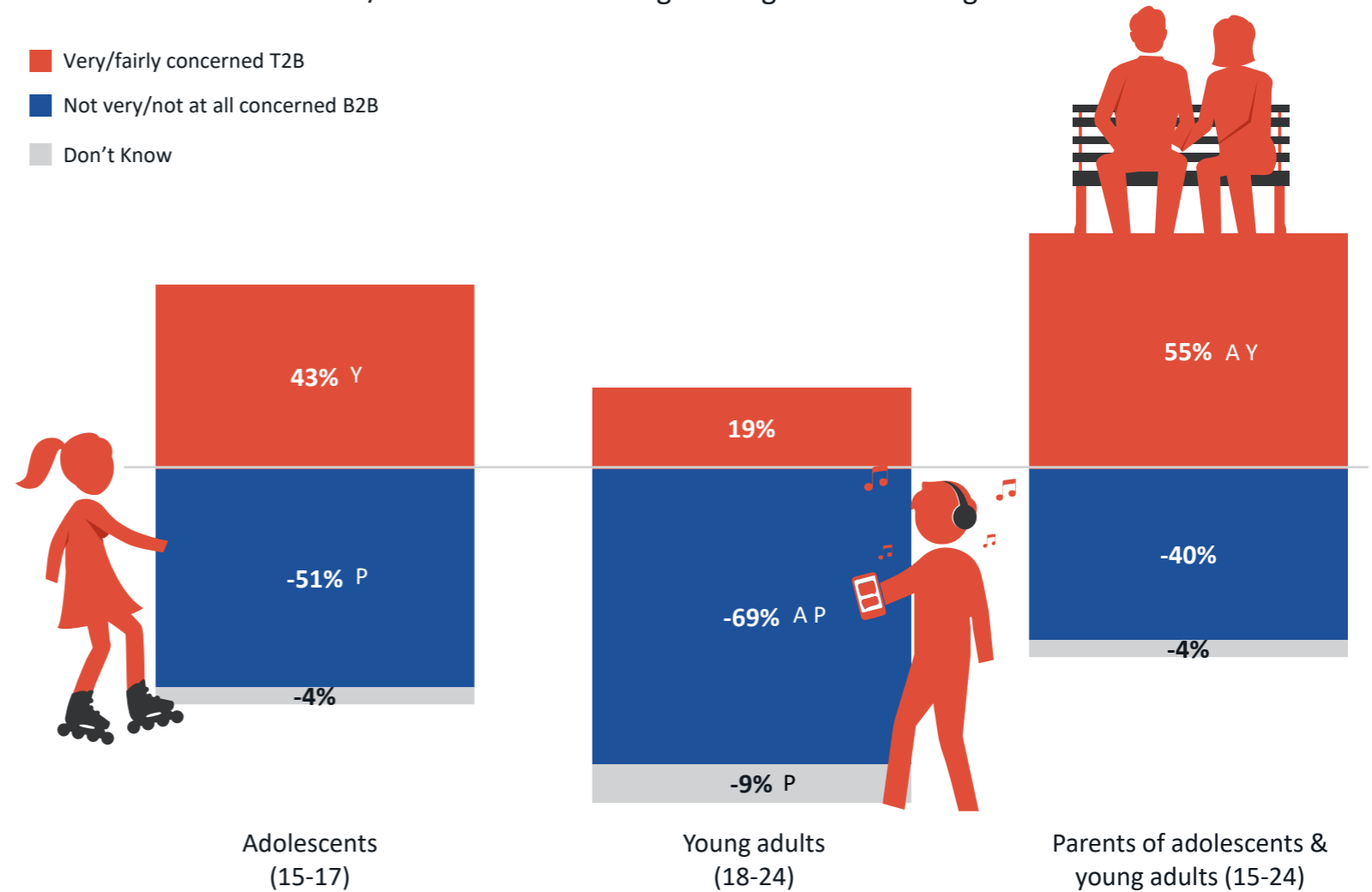
Q17. Do you know if it is possible to be vaccinated against of the following diseases? Base: Seasonal flu (influenza) (n=188,115,213) ; Tetanus (n=45,57,64) ; Meningococcal meningitis (n=40,41,59) ; Cervical cancer caused by Human Papillovirus (HPV) (n=149,158,180) ; Hepatitis B (n=37,48,69) ; Chicken pox (n=45,59,65) ; Polio (n=30,63,46) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Around half of adolescents and around 7 in 10 young adults aware of meningococcal meningitis, are not personally concerned themselves about catching it

- A significantly greater proportion of parents with one child (64%) state that they are concerned about the risk of their children catching meningitis, than parents with 2 or more children (42%)

Concern about themselves/their children catching meningococcal meningitis:

- Very/fairly concerned T2B
- Not very/not at all concerned B2B
- Don't Know



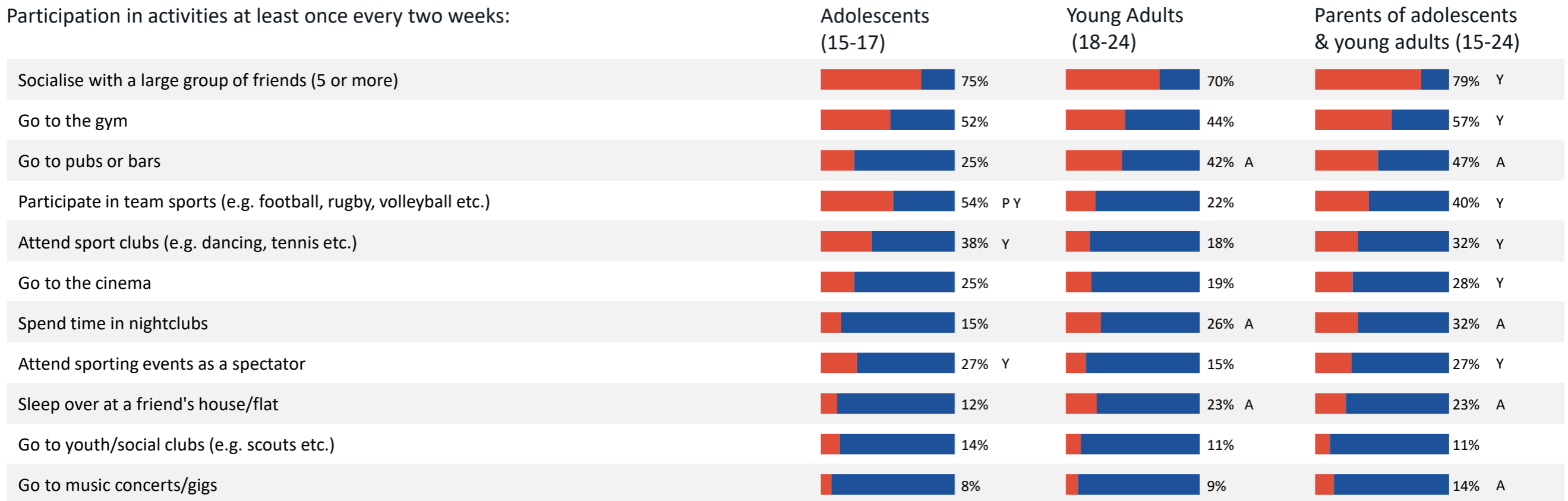
Q21. To what extent are you [ADOLESCENTS & YOUNG ADULTS: personally concerned or not about the risk of catching meningococcal meningitis yourself PARENTS: concerned or not about the risk of your children catching meningococcal meningitis]? Base: Aware of Meningitis (n=722); Adolescents (15-17 years) (n=217); Young Adults (18-24 years) (n=214); Parents of adolescents & young adults (15-24) (n=289) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

# 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:



At Least Once Every 2 Weeks

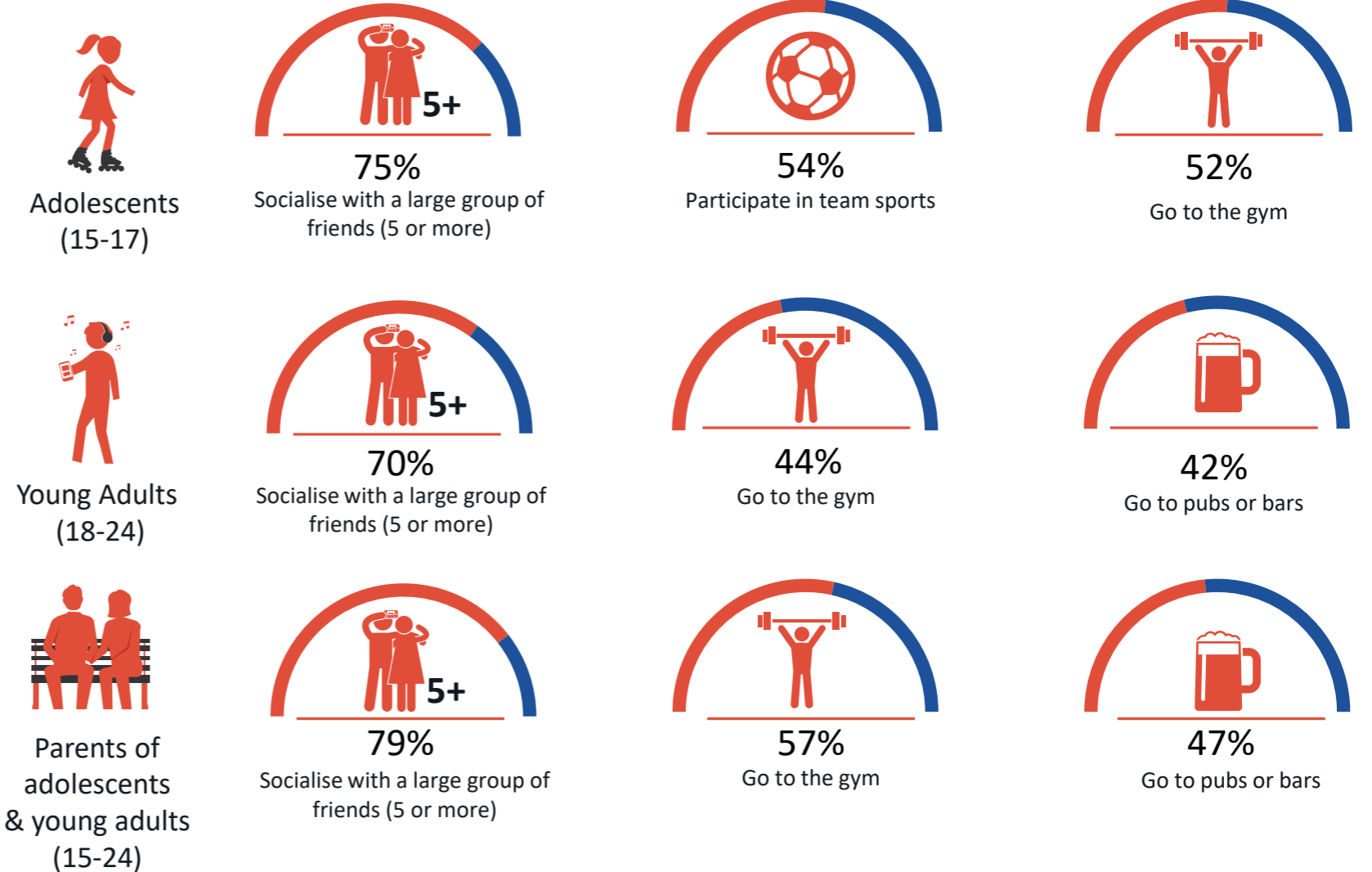
Q4. How often, if at all, [ADOLESCENTS & YOUNG ADULTS: do you personally PARENTS: does your child/children]... Base: all respondents: Adolescents (15-17) (n=288), Young adults (18-24) (n=301), Parents of adolescents & young adults (15-24) (n=317). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

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

- Amongst adolescents, compared to females, significantly more males participate in team sports (62% vs 46%), go to pubs/bars (31% vs 19%) and go to the cinema (30% vs 19%)
- Amongst young adults, significantly more males go to the gym (51% vs 36%), participate in team sports (33% vs 9%), and attend sporting events as a spectator (22% vs 7%). Whereas females are more likely to sleep over at a friends house (29%) than males (18%)
- A greater proportion of young adults who are in full time employment or students go to pubs/bars than those who are unemployed

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

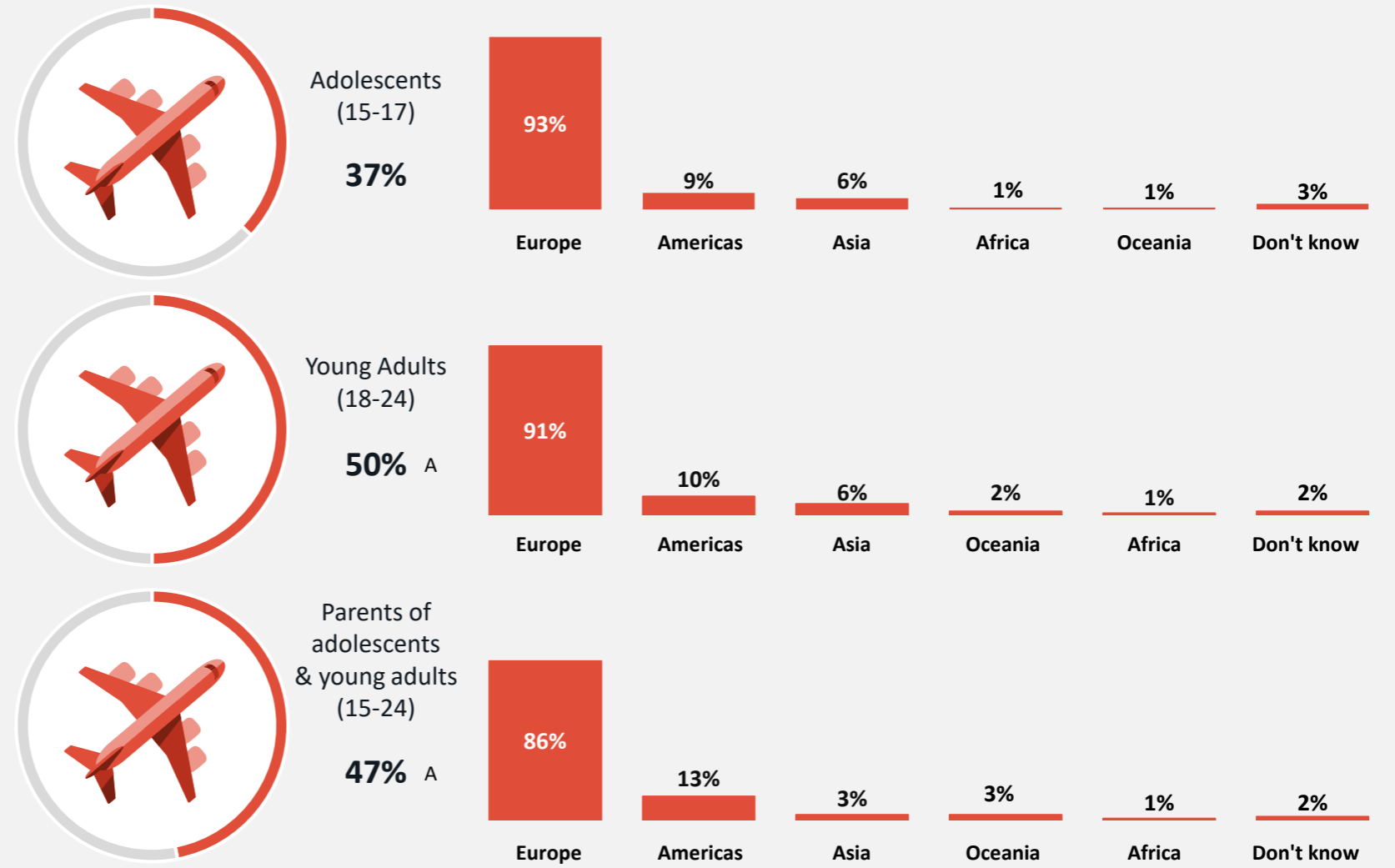
■ At Least Once Every 2 Weeks



Half of young adults and just over one third of adolescents plan to travel abroad in the next twelve months

- Significantly more young adults in full time employment (72%) plan to travel abroad than those in part-time employment (50%), students (50%), and unemployed (36%)
- The majority of adolescents and young adults planning to travel expect do some of this in Europe

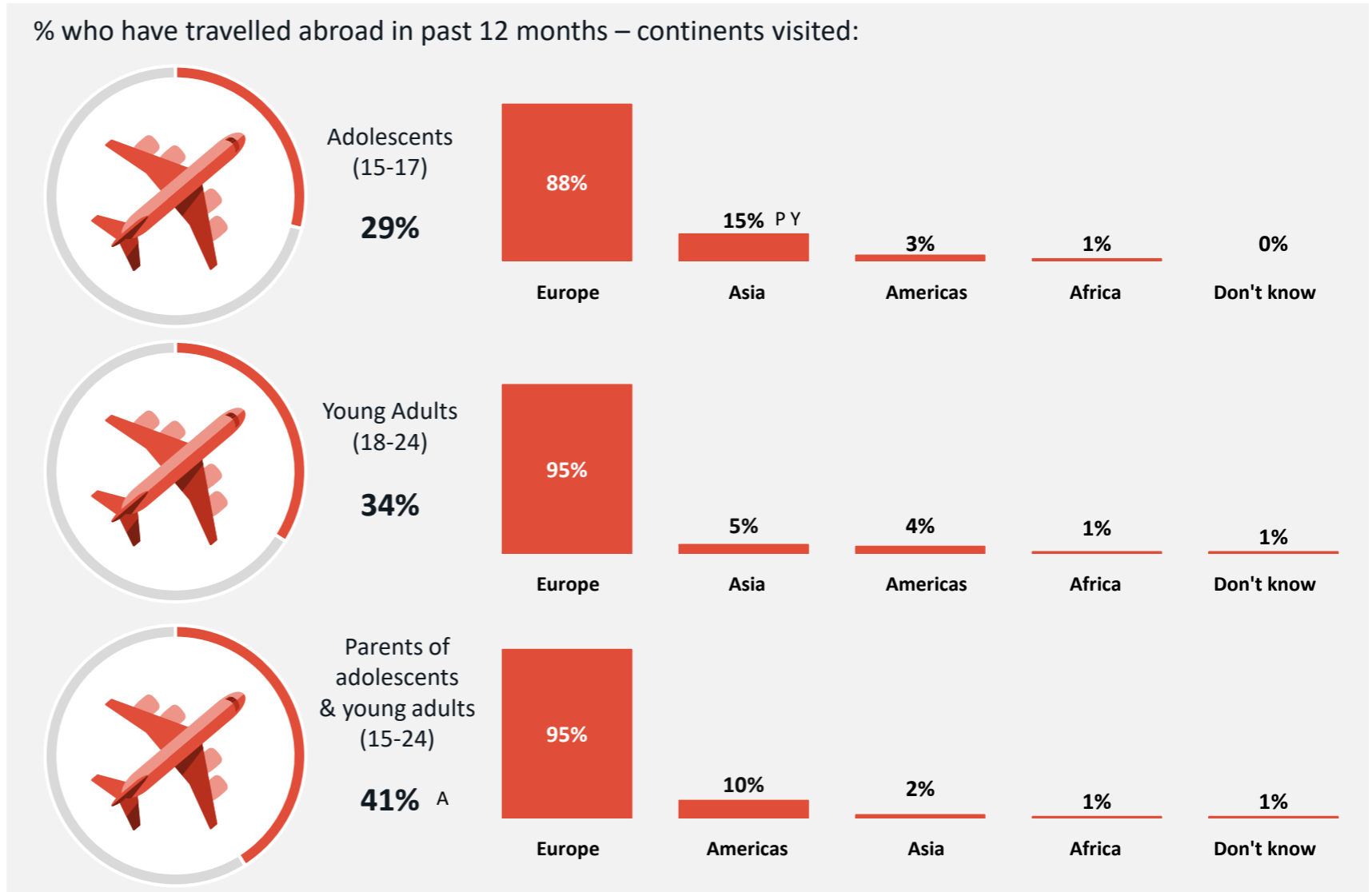
% planning to travel abroad in the next 12 months – planned visit location:



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=288), Young adults (18-24) (n=301), Parents of adolescents & young adults (15-24) (n=317). 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=106), Young adults (18-24) (n=149), Parents of adolescents & young adults (15-24) (n=149). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

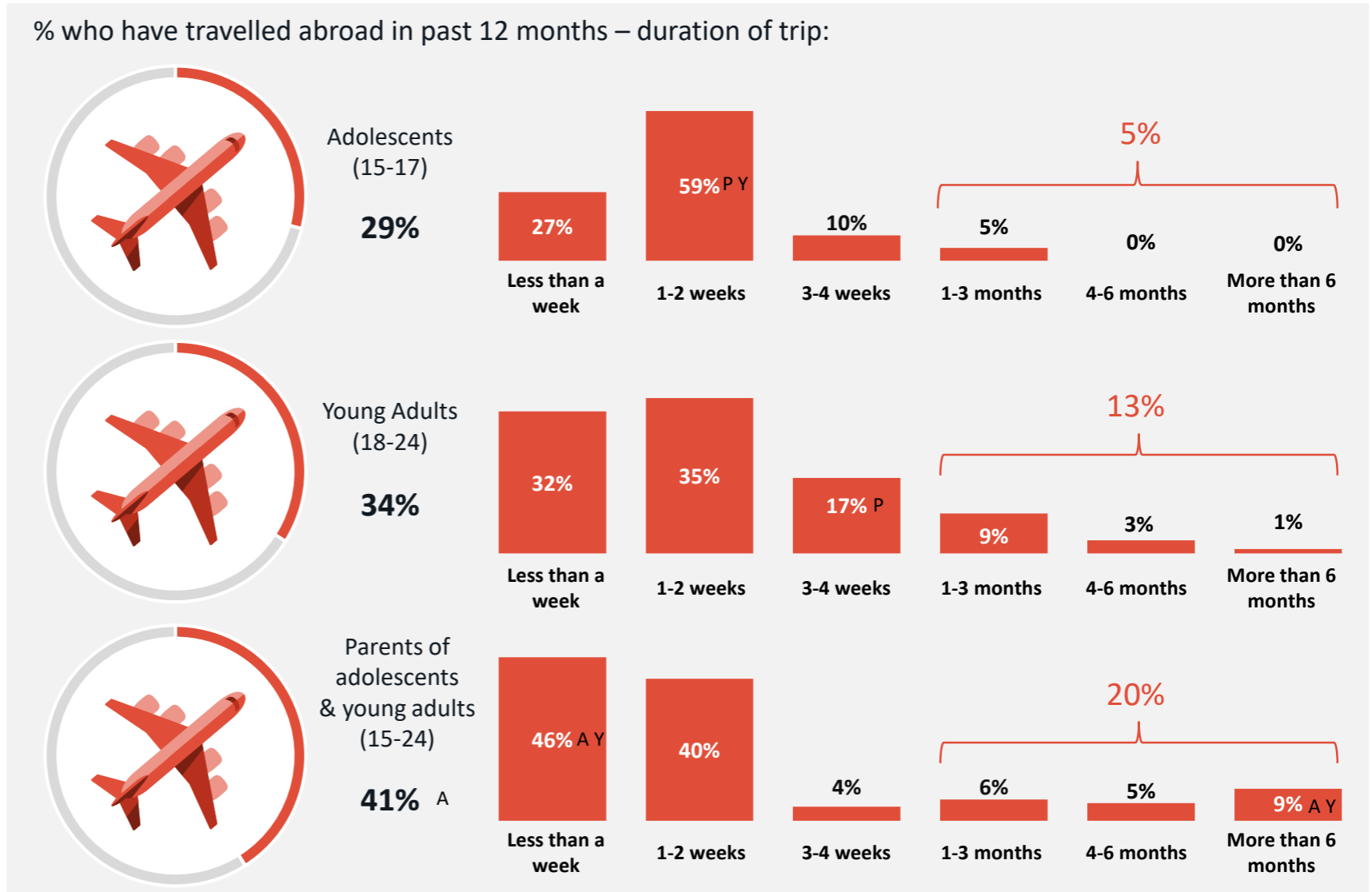
In the past year, around one third of young adults and adolescents have travelled abroad, mostly to Europe

- Amongst young adults significantly more of those in full time employment travelled abroad (45%) than those who are unemployed (22%), and more females (39%) than males (28%)



Q8. In the past 12 months, have [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] travelled abroad? Base: all respondents: Adolescents (15-17) (n=288), Young adults (18-24) (n=301), Parents of adolescents & young adults (15-24) (n=317). Q9. Which regions did [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] visit? Base: respondents who/whose children travelled abroad: Adolescents (15-17) (n=86), Young adults (18-24) (n=107), Parents of adolescents & young adults (15-24) (n=124). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Most travel in the last 12 months amongst adolescents and young adults in Greece has been short term



Q8. In the past 12 months, have [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] travelled abroad? Base: all respondents: Adolescents (15-17) (n=288), Young adults (18-24) (n=301), Parents of adolescents & young adults (15-24) (n=317). 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=85), Young adults (18-24) (n=101), Parents of adolescents & young adults (15-24) (n=130). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Over half of adolescents have stayed as a guest in someone's house and been on a holiday organised by an institution, whilst on holiday in the last 12 months

- 68% of adolescents have travelled in a large group, a significantly greater proportion than young adults (54%)
  - Definition of large group: net of 'travelled as part of a large group of 5 or more'; 'been on a holiday organised through a school/college/university'; 'participated in large public events'; 'participated in large religious gatherings'*

Participation in activities whilst on holiday in the last 12 months  
Adolescents (15-17 years)



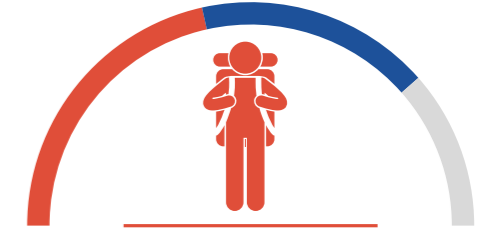
54%

Stayed as a guest in someone's house



53%<sup>P Y</sup>

Been on holiday organised through a school, college or university



43%<sup>Y</sup>

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



26%

Stayed in a hostel



18%

Participated in large public events



4%

Participated in large religious gatherings

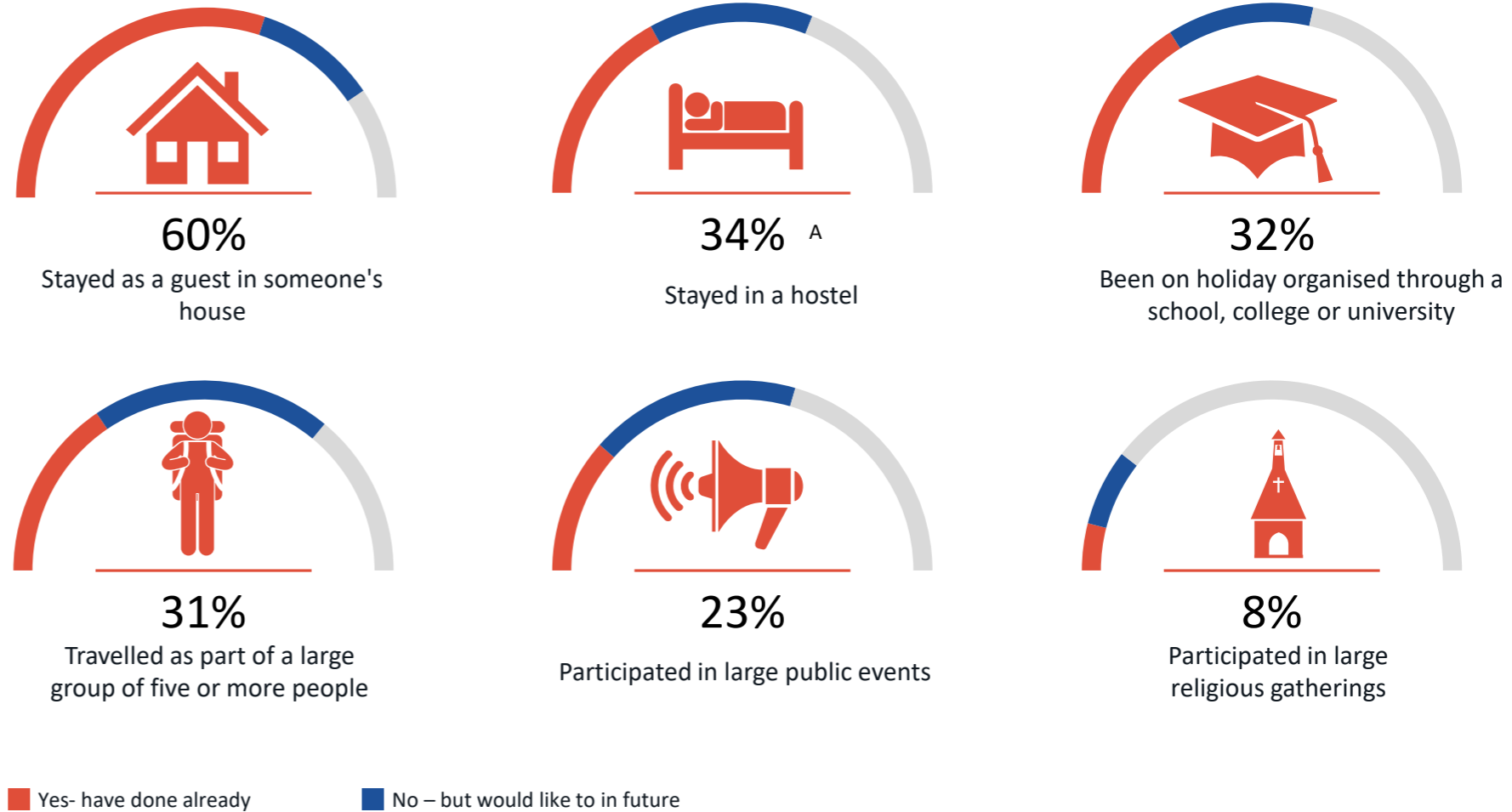
Yes- have done already

No – but would like to in future

6 out of 10 young adults have stayed as a guest in someone's house whilst on holiday in the last 12 months, while a third have stayed in a hostel

- 54% of young adults have travelled in a large group
  - *Definition of large group: net of 'travelled as part of a large group of 5 or more'; 'been on a holiday organised through a school/college/university'; 'participated in large public events'; 'participated in large religious gatherings'*

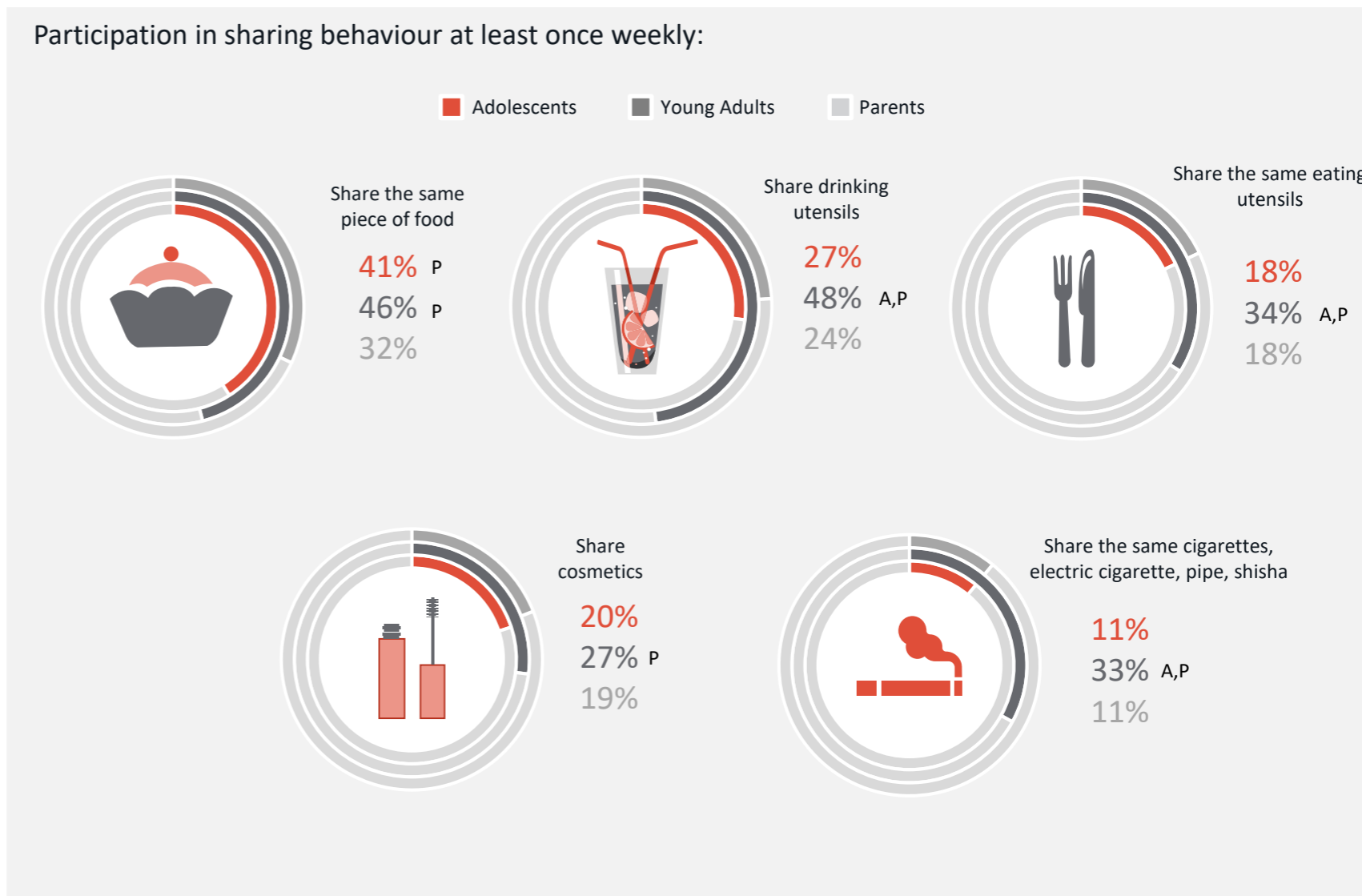
Participation in activities while on holiday in the last 12 months  
Young Adults (18-24 years)



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=301) 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 compared to adolescents
- Parents think their children share items less often than they report
- Female young adults are significantly more likely to share drinking utensils (54%) and cosmetics (34%) than males (42%, 20%)
- Significantly more young adults in employment share the same piece of food than students



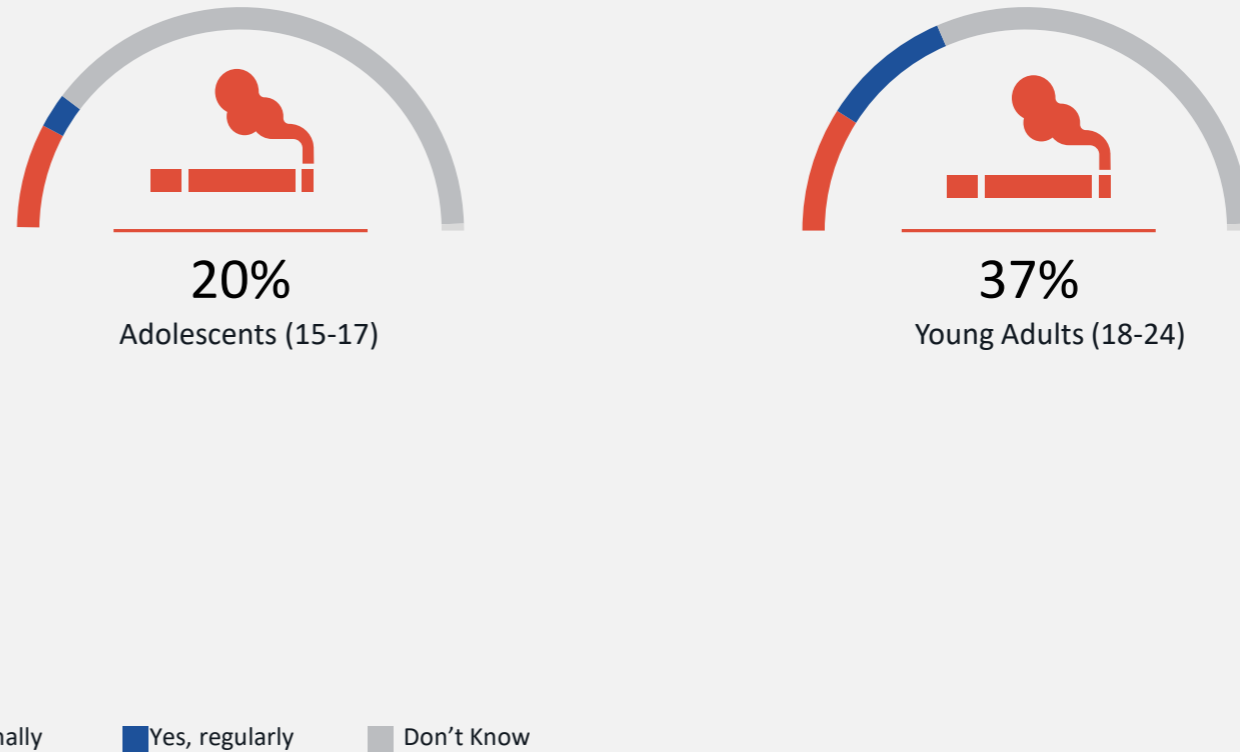
Q12. When spending time with friends, how often, if at all, do [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children, as far as you are aware,... Base: all respondents: Adolescents (15-17) (n=288); Young Adults (18-24) (n=301); Parents of adolescents & young adults (15-24) (n=317) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)



## Over a third of young adults and 1 in 5 adolescents claim to smoke at least occasionally

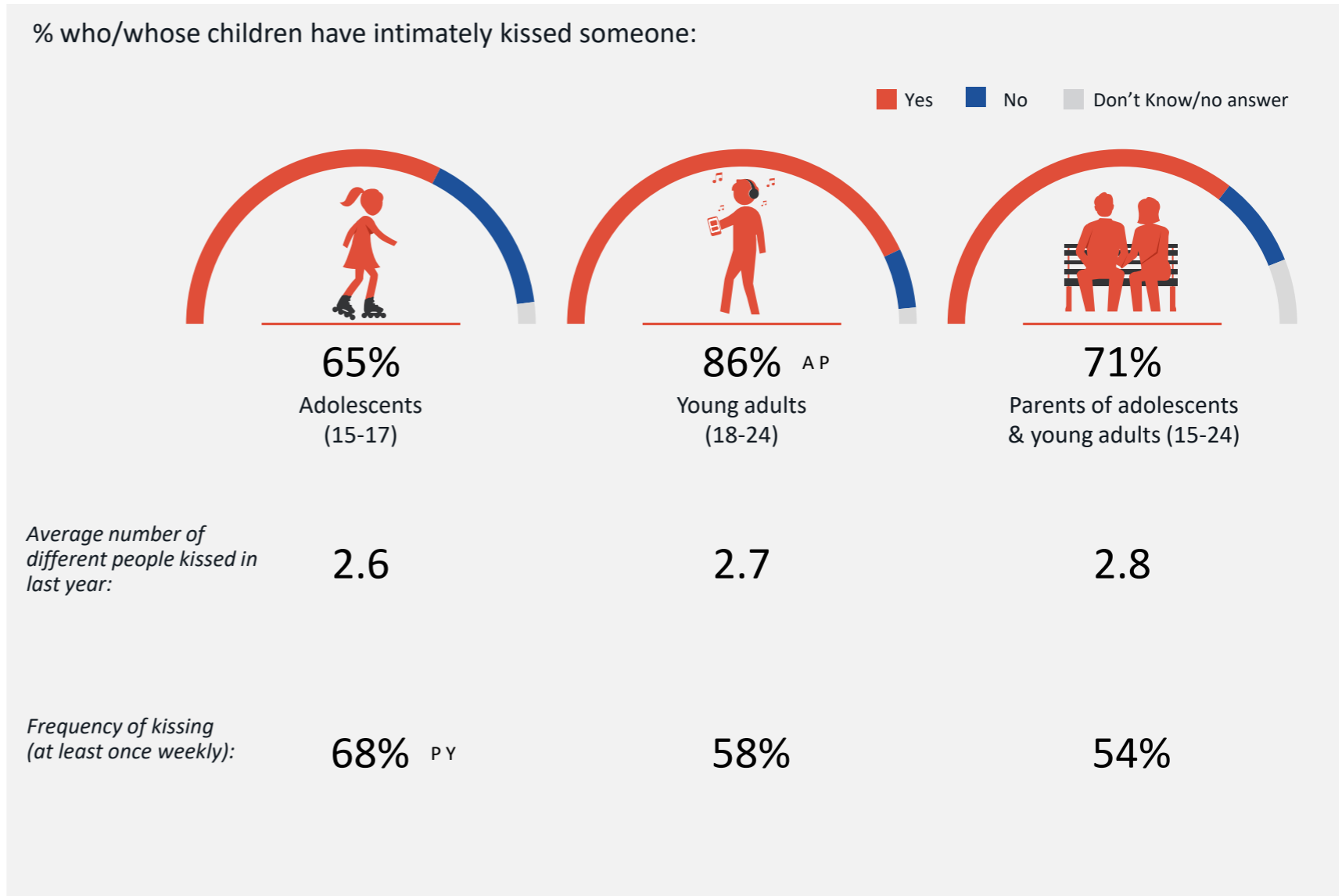
- Significantly more young adults (19%) than adolescents (5%) claim to smoke regularly
- Significantly fewer female adolescents and young adults smoke, compared to males
- Amongst young adults, significantly fewer students smoke, compared to those in employment or unemployed

% reporting smoking behaviours:



Over 4 out of 5 (86%) young adults and two thirds (65%) of adolescents report having intimately kissed someone

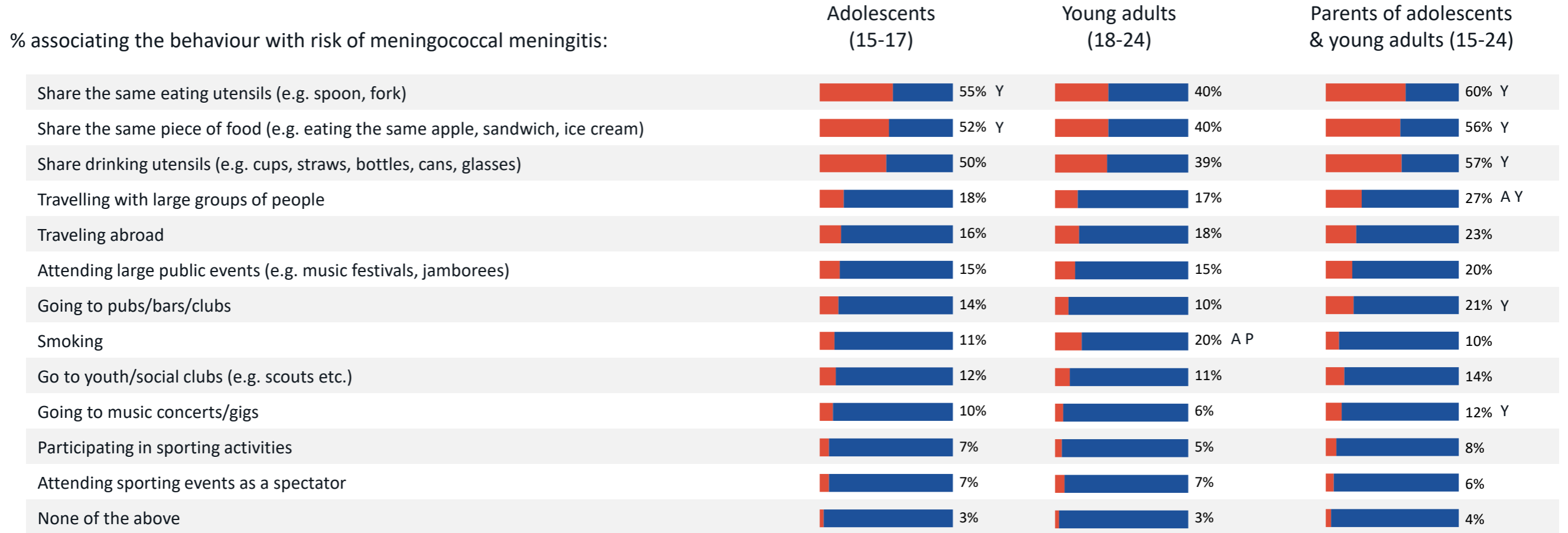
- Out of those who report they have intimately kissed someone, a significantly greater proportion of young adults than adolescents report kissing someone every day (30% vs. 15%)




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=288), Young Adults (18-24) (n=301), Parents of adolescents & young adults (15-24) (n=317). 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

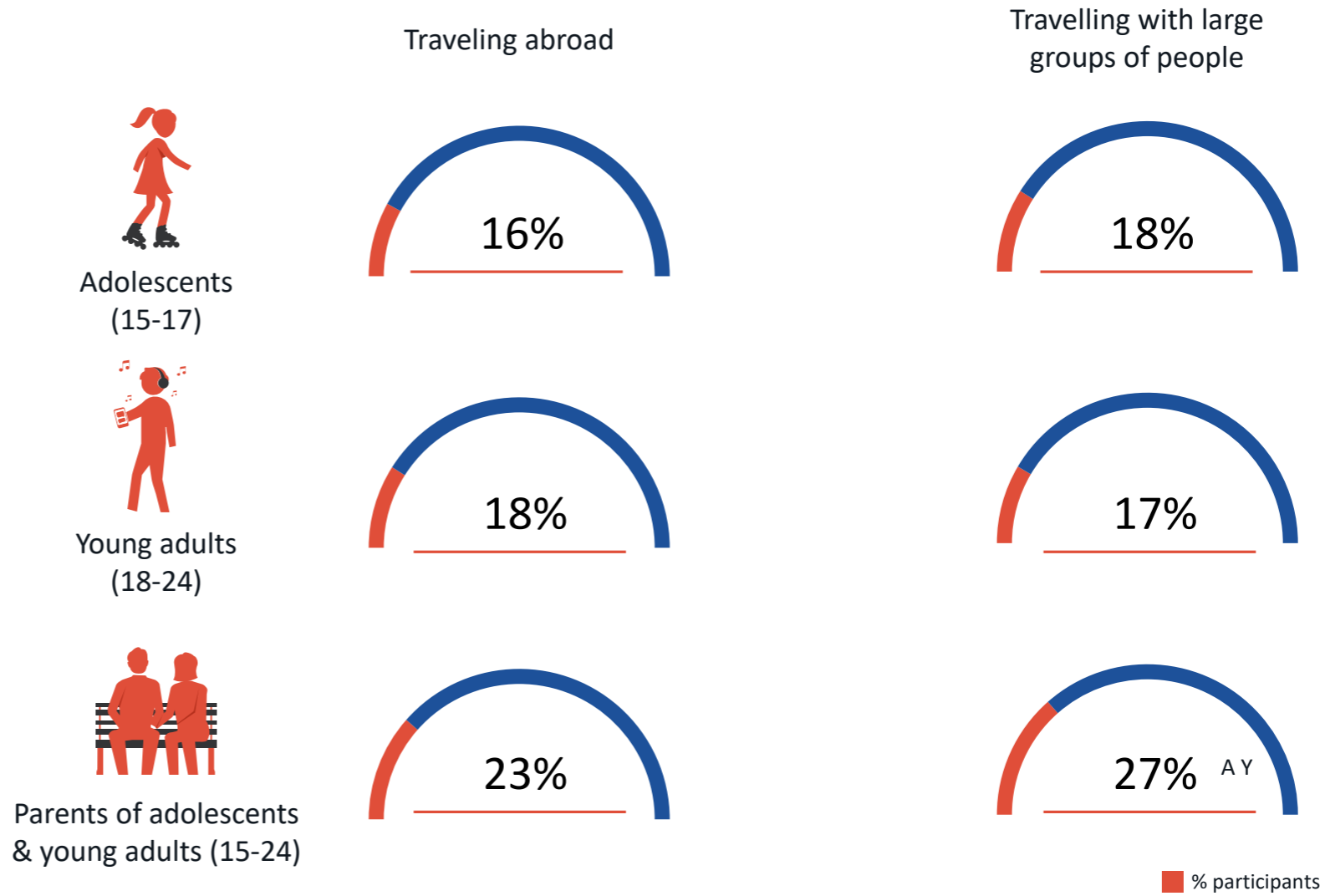


 % associate

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=217) , Young adults (18-24) (n=214) , Parents of adolescents & young adults (15-24) (n=289). 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:

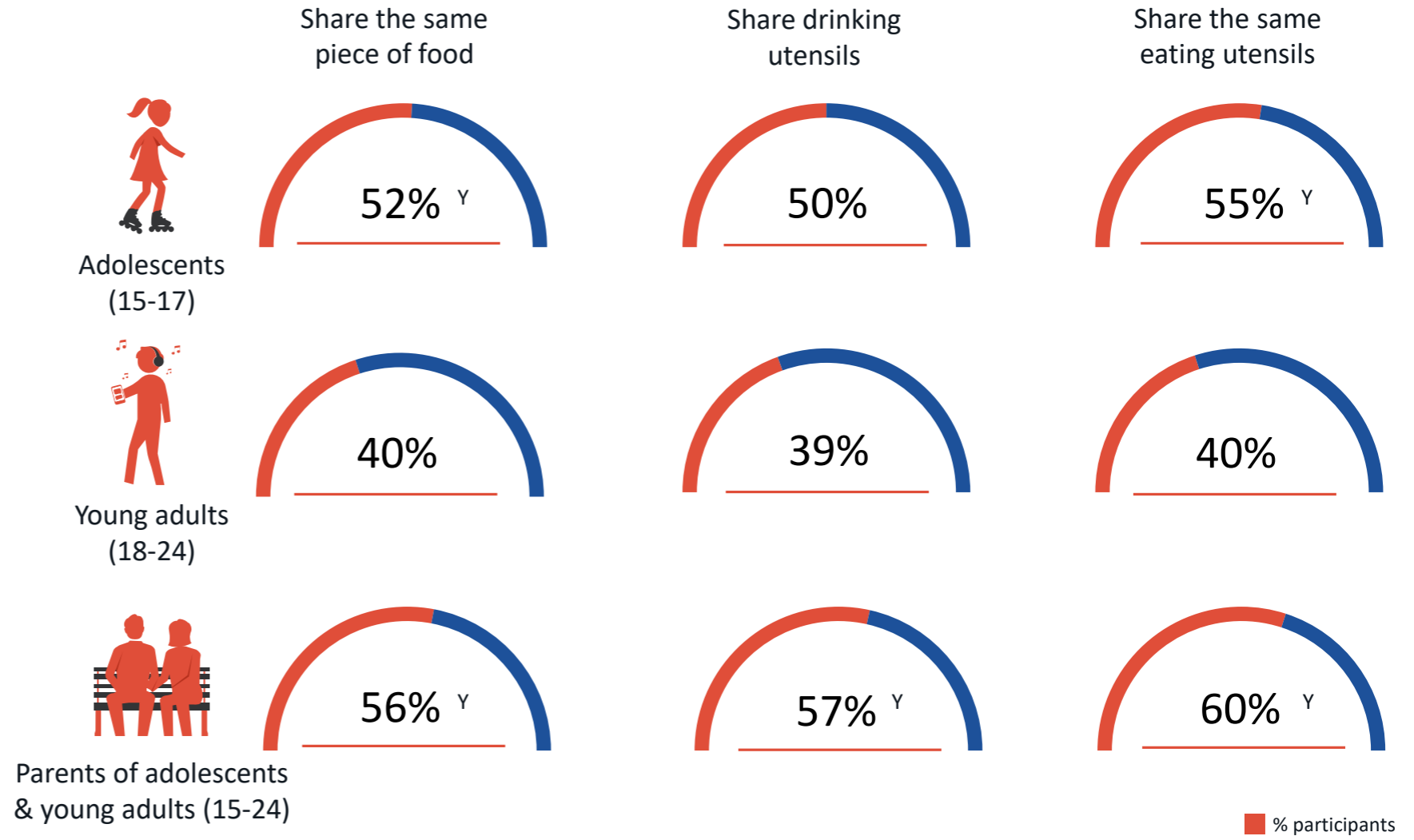


Q22. Which, if any, of the following situations listed below do you associate with a higher risk of contracting meningococcal meningitis than average? Base: Aware of Meningitis : Adolescents (15-17) (n=217) , Young adults (18-24) (n=214) , Parents of adolescents & young adults (15-24) (n=289). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

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

- A significantly greater proportion of female young adults associate sharing activities with risk, compared to males

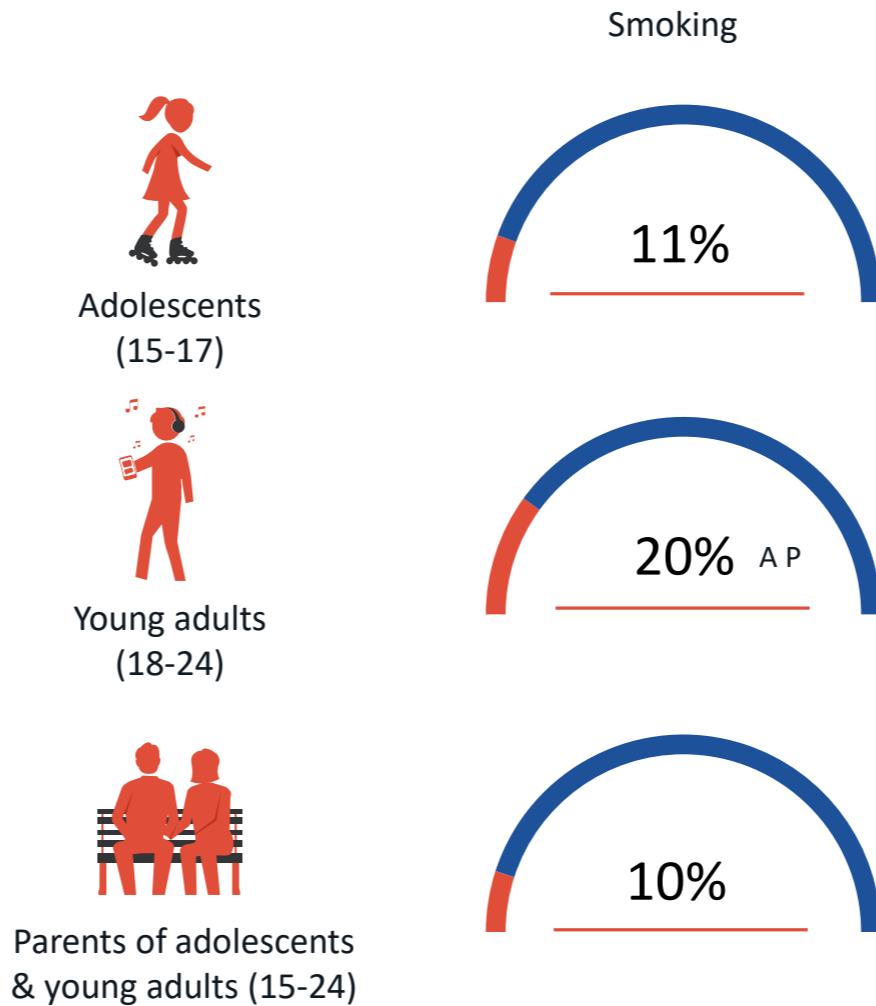
Association of sharing with meningitis risk:



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=217) , Young adults (18-24) (n=214) , Parents of adolescents & young adults (15-24) (n=289). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

While only around one fifth of young adults (20%) and 1 in 10 adolescents (11%) associate smoking with a higher than average risk of contracting meningitis

Association of smoking with meningitis risk:

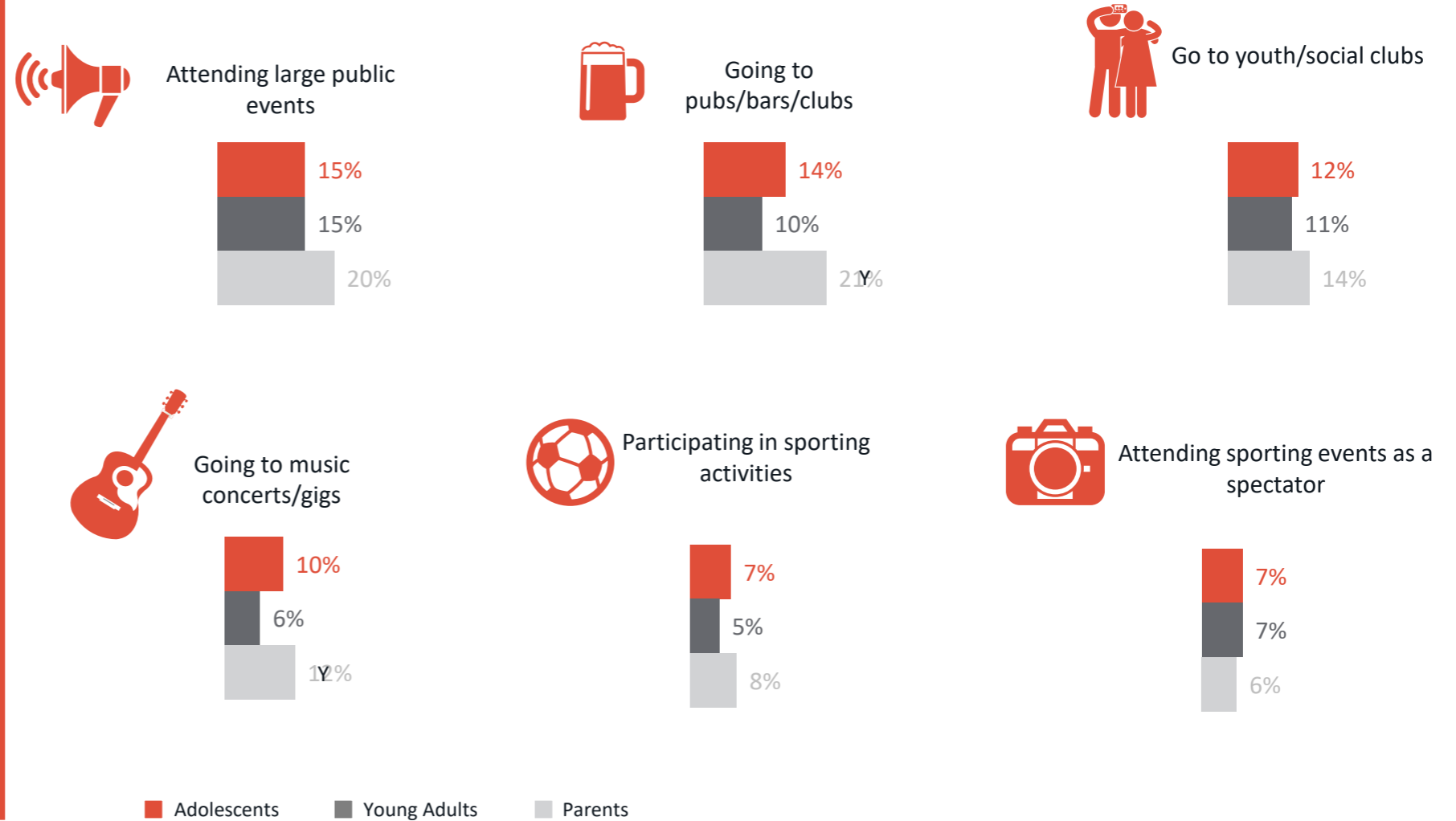


■ % participants

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=217), Young adults (18-24) (n=214), Parents of adolescents & young adults (15-24) (n=289). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

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

Association of social events with meningitis risk:



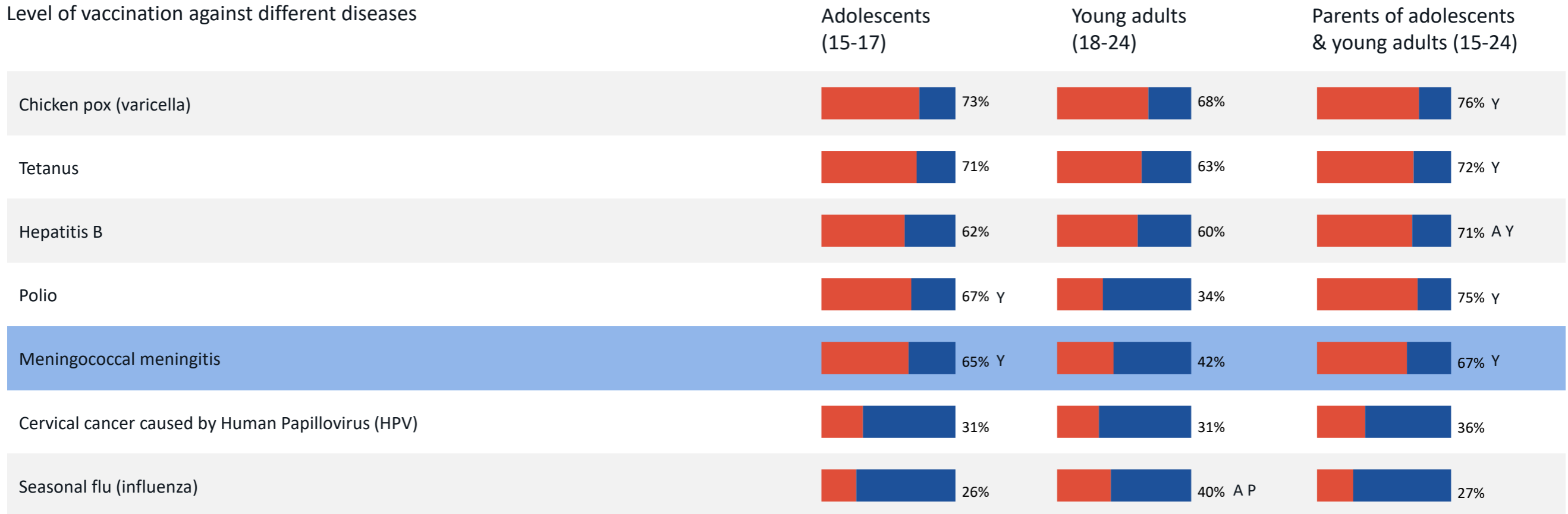
Q22. Which, if any, of the following situations listed below do you associate with a higher risk of contracting meningococcal meningitis than average? Base: Aware of Meningitis : Adolescents (15-17) (n=217) , Young adults (18-24) (n=214) , Parents of adolescents & young adults (15-24) (n=289). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)



# Meningococcal meningitis vaccination

In comparison to other diseases, the perceived level of vaccination against meningitis is lower than chicken pox, tetanus, hepatitis B and polio

Level of vaccination against different diseases



■ % yes

Q16. Have [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] ever been vaccinated against any of the following diseases? Base: all respondents aware of each disease A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Although 4 in 10 adolescents state they have been vaccinated against meningococcal meningitis, a similar proportion don't know if they have or not

- This is contrary to what parents with children aged 18-24 believe to be true of their children, with 70% of parents reporting that their children have in fact been vaccinated against meningitis (versus just 42% agreement from young adults themselves)

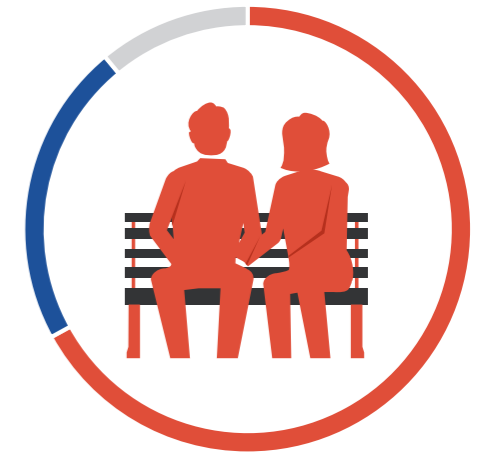
Level of vaccination against meningococcal meningitis:



65% <sup>Y</sup>  
Adolescents  
(15-17 years old)



42%  
Young adults  
(18-24 years old)



67% <sup>Y</sup>  
Parents of adolescents &  
young adults aged 15-24

■ Yes ■ No ■ Don't Know

Two thirds (66%) 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
- Furthermore, over half of adolescents and almost 6 in 10 parents *strongly* believe in having/giving children all recommended vaccinations

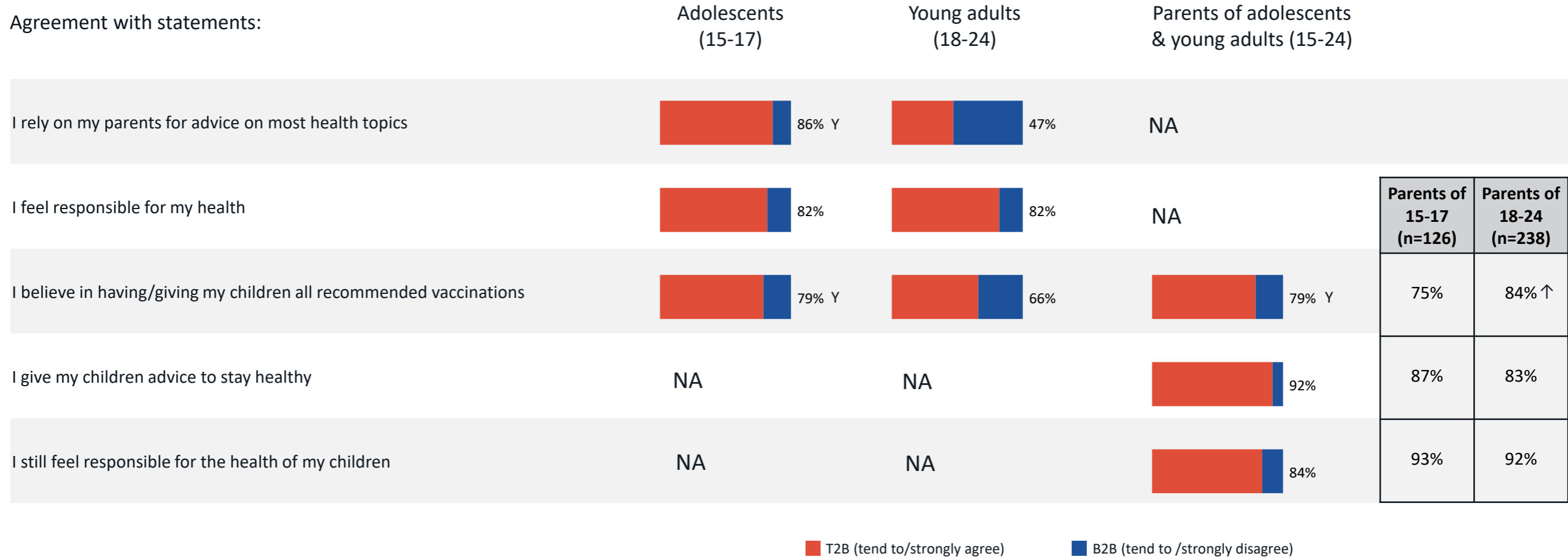
Belief in having/giving children all recommended vaccinations:



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=288), Young adults (18-24) (n=301), Parents of adolescents & young adults (15-24) (n=317). 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. Almost 9 in 10 adolescents rely on their parents for health advice, significantly more so compared with young adults

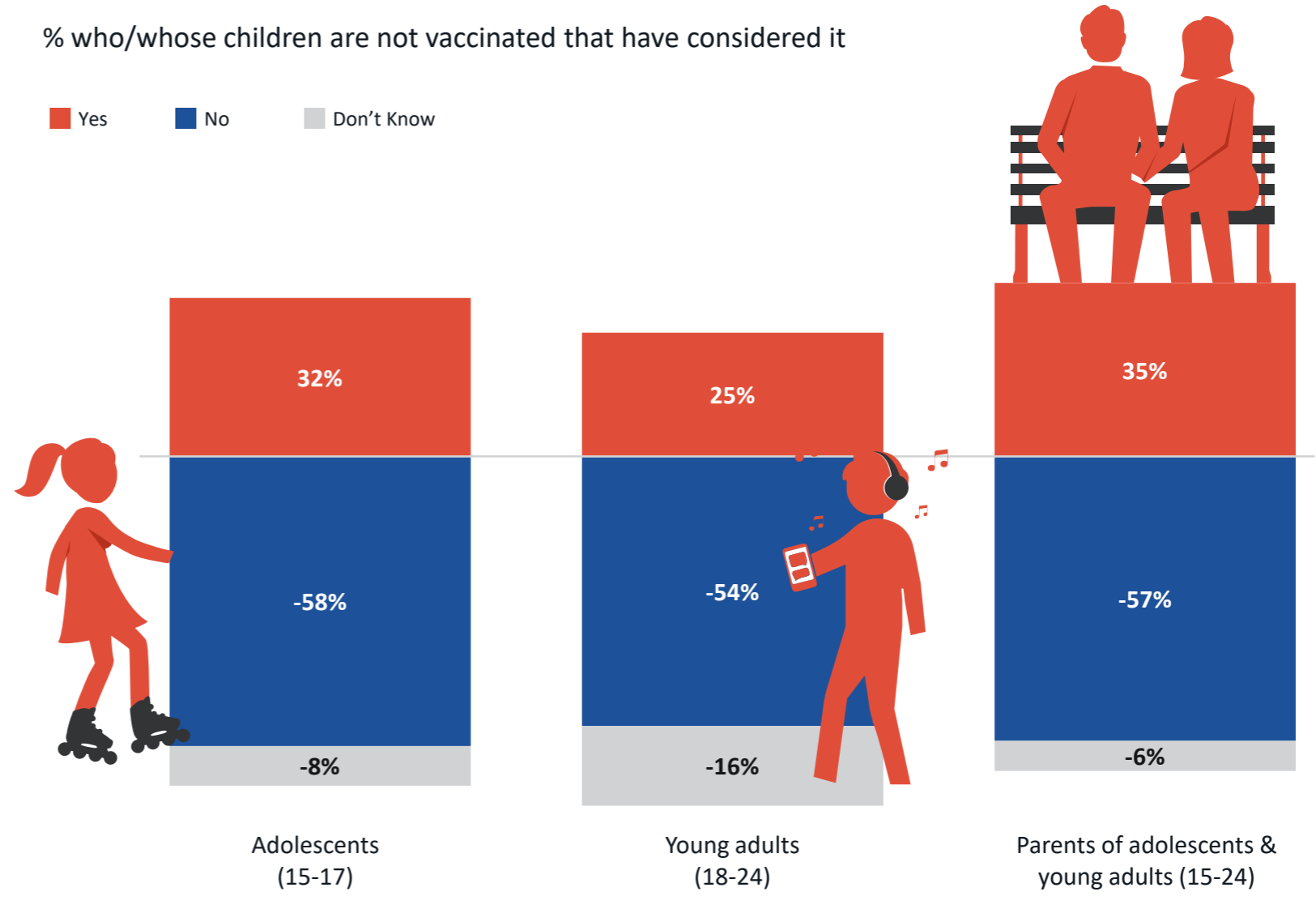
Agreement with statements:



Q23. To what extent do you agree or disagree with each of the following statements? Base: All Respondents: Adolescents (15-17) (n=288), Young adults (18-24) (n=301), Parents of adolescents & young adults (15-24) (n=317) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents). ↑ = statistically significant difference between subgroups at 95% CI

However, amongst those that stated they think they have not been vaccinated against meningitis, only a minority have considered it

- While parents and adolescents are slightly more likely to have considered vaccination against meningitis (for their children/ personally for adolescents), this proportion is still relatively low



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: all respondents. Adolescents (15-17) (n=40), Young adults (18-24) (n=41), Parents of adolescents & young adults (15-24) (n=64) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)