YouthView

Italy report

May 2018

Prepared for Pfizer
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Table of contents

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=333**

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 Italy

Main findings

Main findings

Many young adults have limited concern about meningitis and do not see themselves as being more at risk than other groups

- Awareness of meningococcal meningitis is **lower than other diseases,** in particular for young adults
- 1 in 3 young adults don't know or don't believe that meningitis is a **life threatening condition**
- And just 4 in 10 young adults believe their age group is at a **higher risk** of contracting it than the average population
- Half of young adults aware of meningococcal meningitis are **not personally concerned** about catching it

Many social activities young adults engage they do not associate with risk either

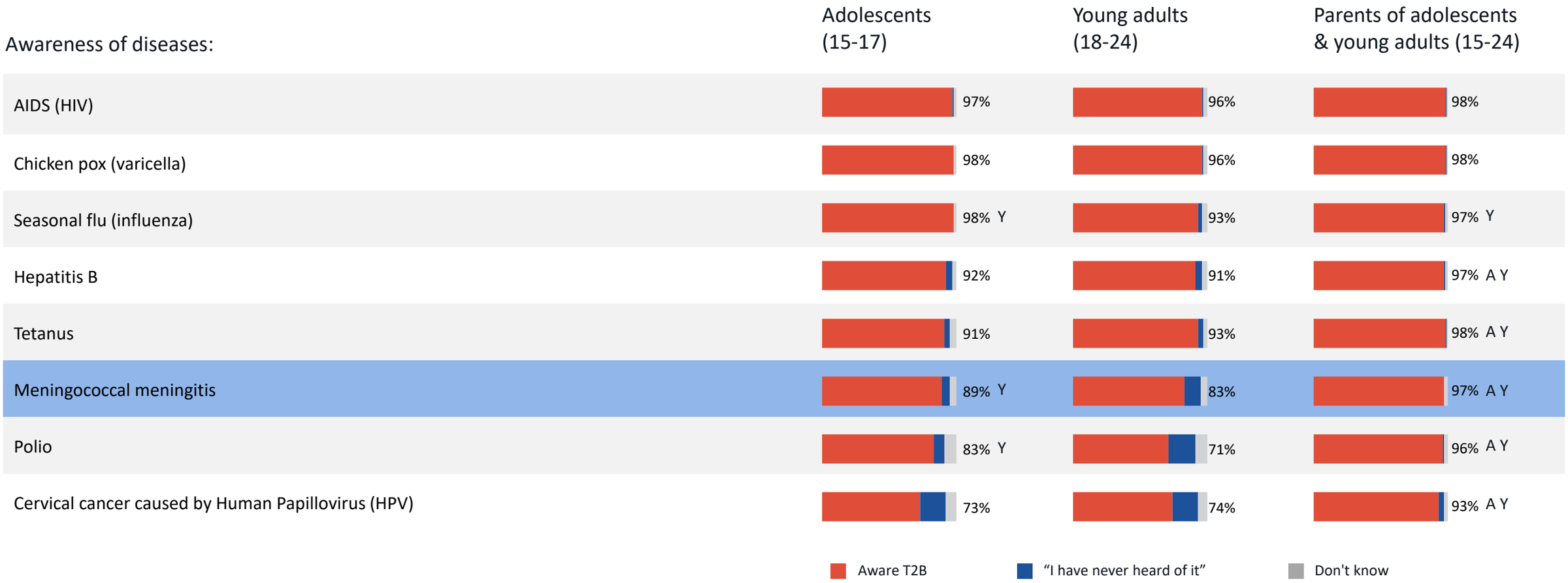
- Many adolescents and young adults frequently participate in activities that are associated with a **higher than average risk** of contracting meningitis
- However, most adolescents and young people **do not associate** many of the activities they engage in, such as travelling and sharing, with a higher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

Although there is belief in vaccination generally, uptake of the meningitis vaccination is variable

- **Belief in receiving vaccinations** in general is **high**; around three quarters of adolescents and young adults believe in having all recommended vaccinations
- The perceived **level of vaccination is lower for meningitis** than some other vaccine-preventable diseases
- Over half of young adults state that they **have not or don't know if they have been vaccinated**

Awareness and perceptions of meningococcal meningitis

Awareness of meningococcal meningitis is lower among adolescents and young adults compared with some other vaccine-preventable diseases in Italy

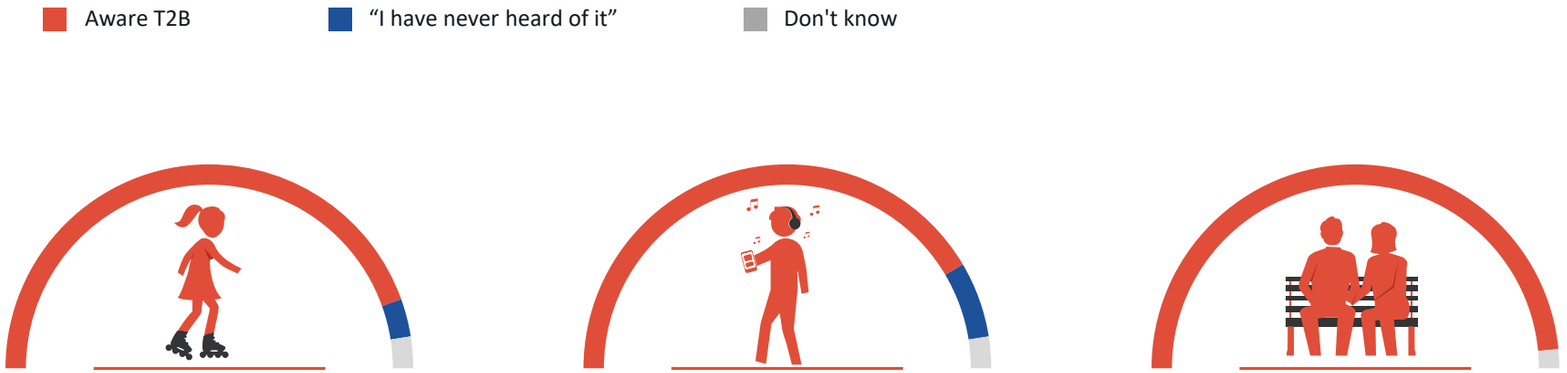


Q15. Which of the options below best describes your awareness of the following diseases: "I have never heard of it", "I have heard of it but don't know what it is", "I know what it is", "Don't know", "Prefer not to answer" Base: all respondents (n=933) ; Adolescents (15-17 years) (n=300) ; Young Adults (18-24 years) (n=300) ; Parents of adolescents & young adults (15-24) (n=333) 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 with children of the same age

- A significantly greater proportion of parents state that they “know what it is” compared to adolescents and young adults
- Significantly greater awareness amongst female young adults (88%) than their male counterparts (79%)

Awareness of meningococcal meningitis:



58% “I know what it is”

31% “I have heard of it but I am not sure what it is”

54% “I know what it is”

29% “I have heard of it but I am not sure what it is”

83% “I know what it is” A,Y

14% “I have heard of it but I am not sure what it is”

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=933) ; Adolescents (15-17 years) (n=300) ; Young Adults (18-24 years) (n=300) ; Parents of adolescents & young adults (15-24) (n=333) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Nearly 1 in 3 (32%) young adults either don't know or disagree that meningitis is a life threatening infection – a significantly lower proportion than adolescents and parents

- Directionally higher agreement amongst female young adults (71%) vs. male young adults (64%) with this statement

Agreement with the statement:

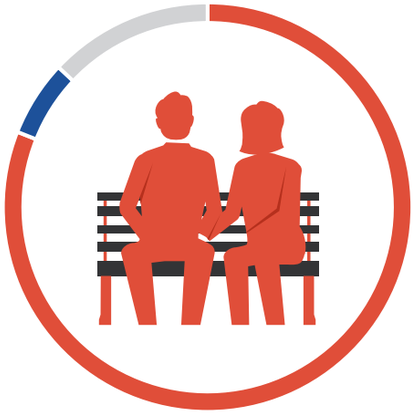
"**Meningococcal meningitis is a life threatening infection**"

78% Y

Adolescents (15-17)

68%

Young Adults (18-24)



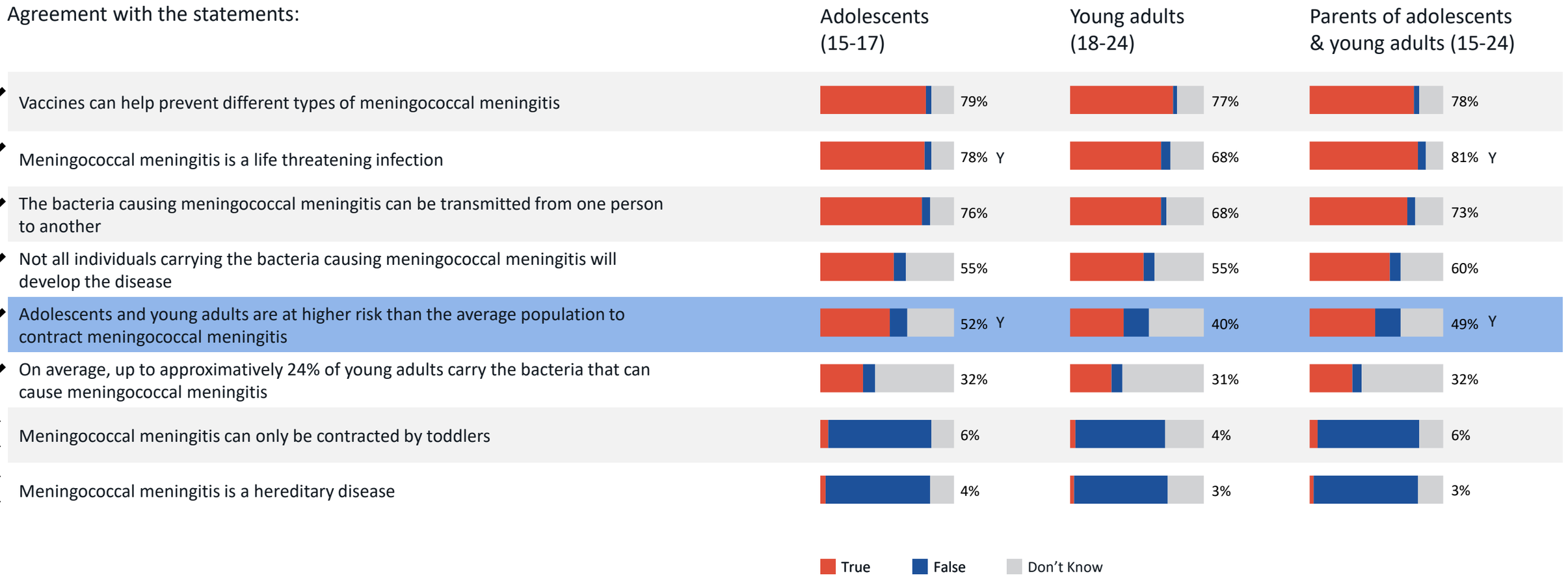
81% Y

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=842) ; Adolescents (15-17 years) (n=268) ; Young Adults (18-24 years) (n=250) ; Parents of adolescents & young adults (15-24) (n=323) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

In addition, just 4 in 10 young adults believe that people in their age group are at a higher risk of contracting meningitis than the average population



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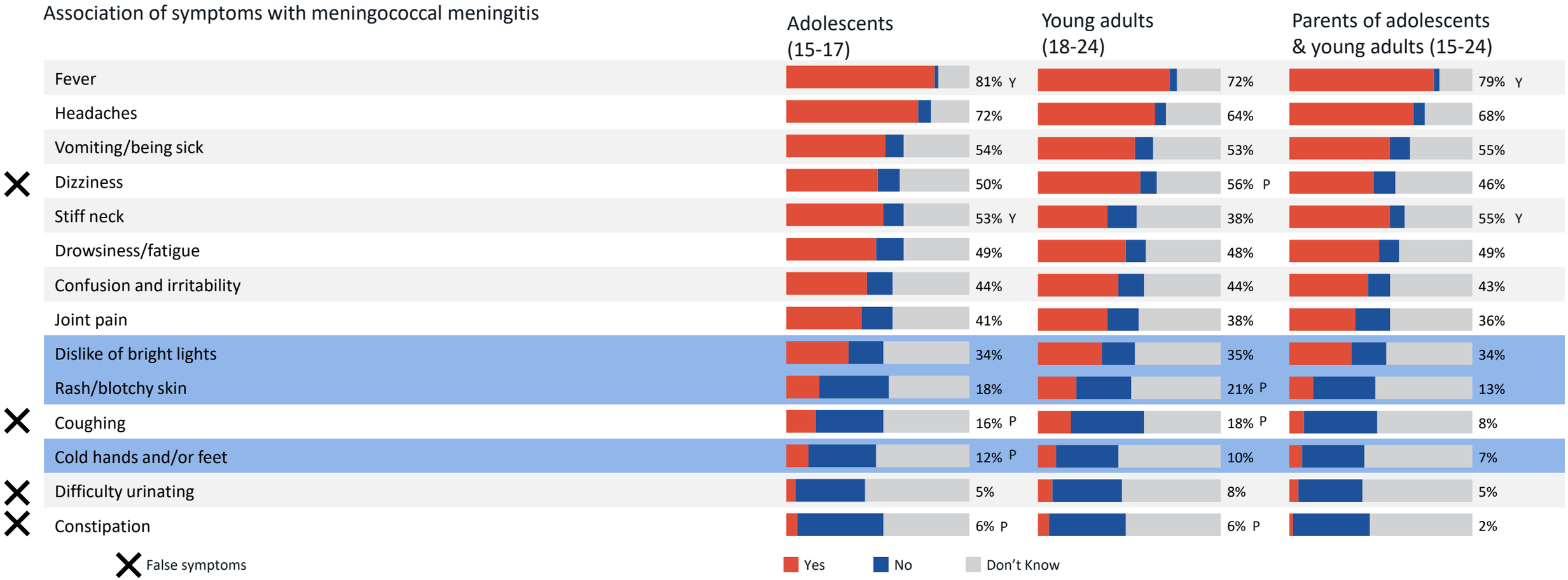
Across the three groups most do not associate or do not know that symptoms like cold hands/feet, rash/blotchy skin, and dislike of bright lights are linked to meningococcal meningitis

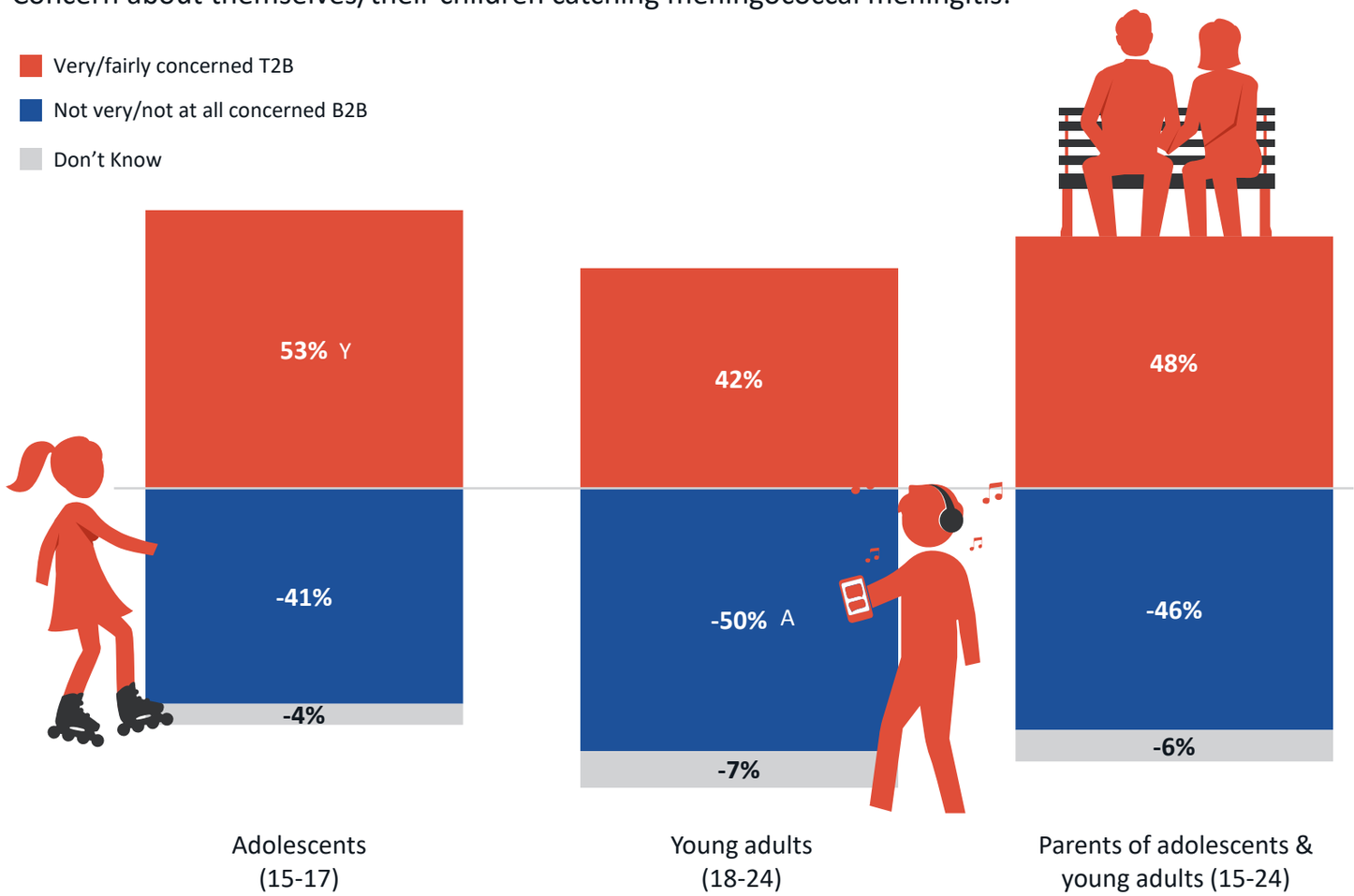
Association of symptoms with meningococcal meningitis



Q.19 Which, if any, of the following symptoms do you associate with meningococcal meningitis? Base: Aware of Meningitis (n=842) ; Adolescents (15-17 years) (n=268) ; Young Adults (18-24 years) (n=250) ; Parents of adolescents & young adults (15-24) (n=323) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

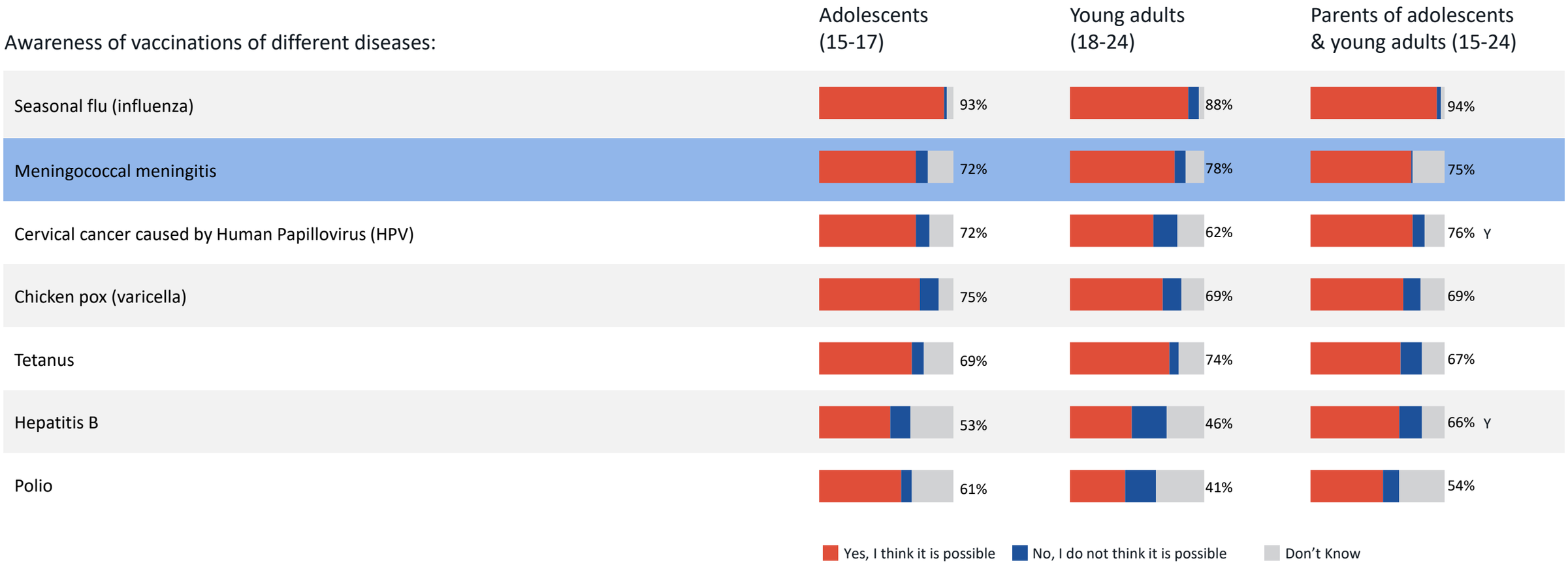
Half of young adults aware of meningococcal meningitis, are not personally concerned about catching it

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=842) ; Adolescents (15-17 years) (n=268) ; Young Adults (18-24 years) (n=250) ; Parents of adolescents & young adults (15-24) (n=323) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

However, awareness of the possibility to be vaccinated against meningococcal meningitis is higher than other diseases among those who have not been vaccinated, which is second only to flu



Q17. Do you know if it is possible to be vaccinated against of the following diseases? Base: Seasonal flu (influenza) (n=207,137,229) ; Meningococcal meningitis (n=65,64,66) ; Cervical cancer caused by Human Papillovirus (HPV) (n=111,94,129) ; Chicken pox (varicella) (n=85,64,81) ; Tetanus (n=32,27,28) ; Hepatitis B (n=72,53,72) ; Polio (n=39,39,37) 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:	Adolescents (15-17)	Young Adults (18-24)	Parents of adolescents & young adults (15-24)
Socialise with a large group of friends (5 or more)	80% Y	67%	75% Y
Go to pubs or bars	47%	59% A	56% A
Go to the gym	62% Y	38%	61% Y
Participate in team sports (e.g. football, rugby, volleyball etc.)	52% P Y	23%	35% Y
Attend sport clubs (e.g. dancing, tennis etc.)	43% Y	19%	39% Y
Go to the cinema	33% Y	22%	34% Y
Attend sporting events as a spectator	26% Y	14%	23% Y
Go to youth/social clubs (e.g. scouts etc.)	27% P Y	16%	18%
Sleep over at a friend's house/flat	17%	12%	20% Y
Go to music concerts/gigs	11%	7%	12%
Spend time in nightclubs	7%	10%	9%

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=333). 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 adolescents, significantly more males participate in team sports (64% vs 39%) and go to pubs/bars (53% vs 41%) compared to females
  - More males also go to youth/social clubs, attend sporting events as a spectator, and go to music concerts/gigs
- Amongst young adults significantly more males participate in team sports (32%) than females (13%)

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

At Least Once Every 2 Weeks

Adolescents (15-17)

80%
Socialise with a large group of friends (5 or more)

62%
Go to the gym

52%
Participate in team sports

Young Adults (18-24)

67%
Socialise with a large group of friends (5 or more)

59%
Go to pubs or bars

38%
Go to the gym

Parents of adolescents & young adults (15-24)

75%
Socialise with a large group of friends (5 or more)

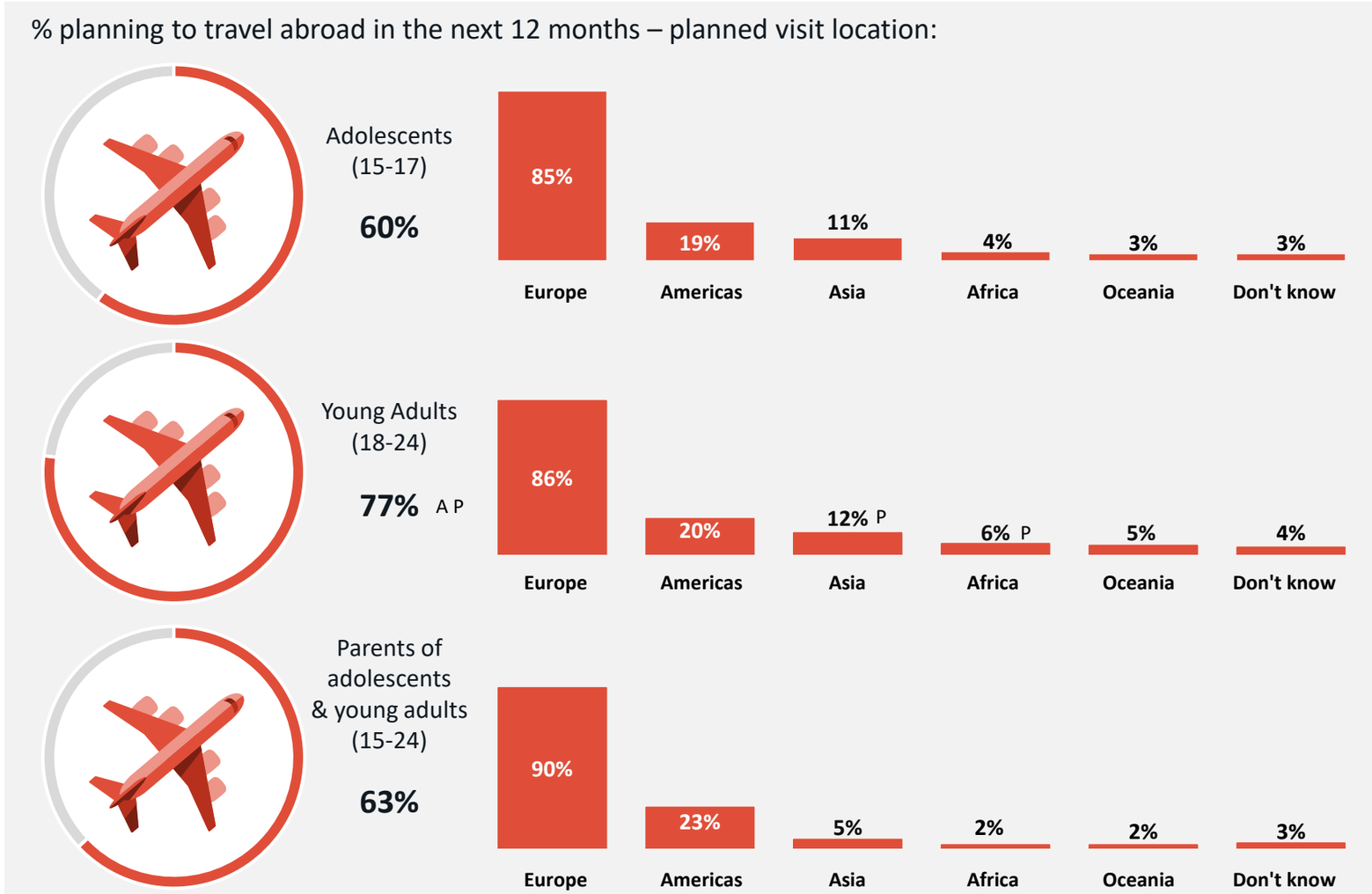
61%
Go to the gym

56%
Go to pubs or bars

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=333)

More than three quarters of young adults and 6 in 10 adolescents plan to travel abroad in the next twelve months

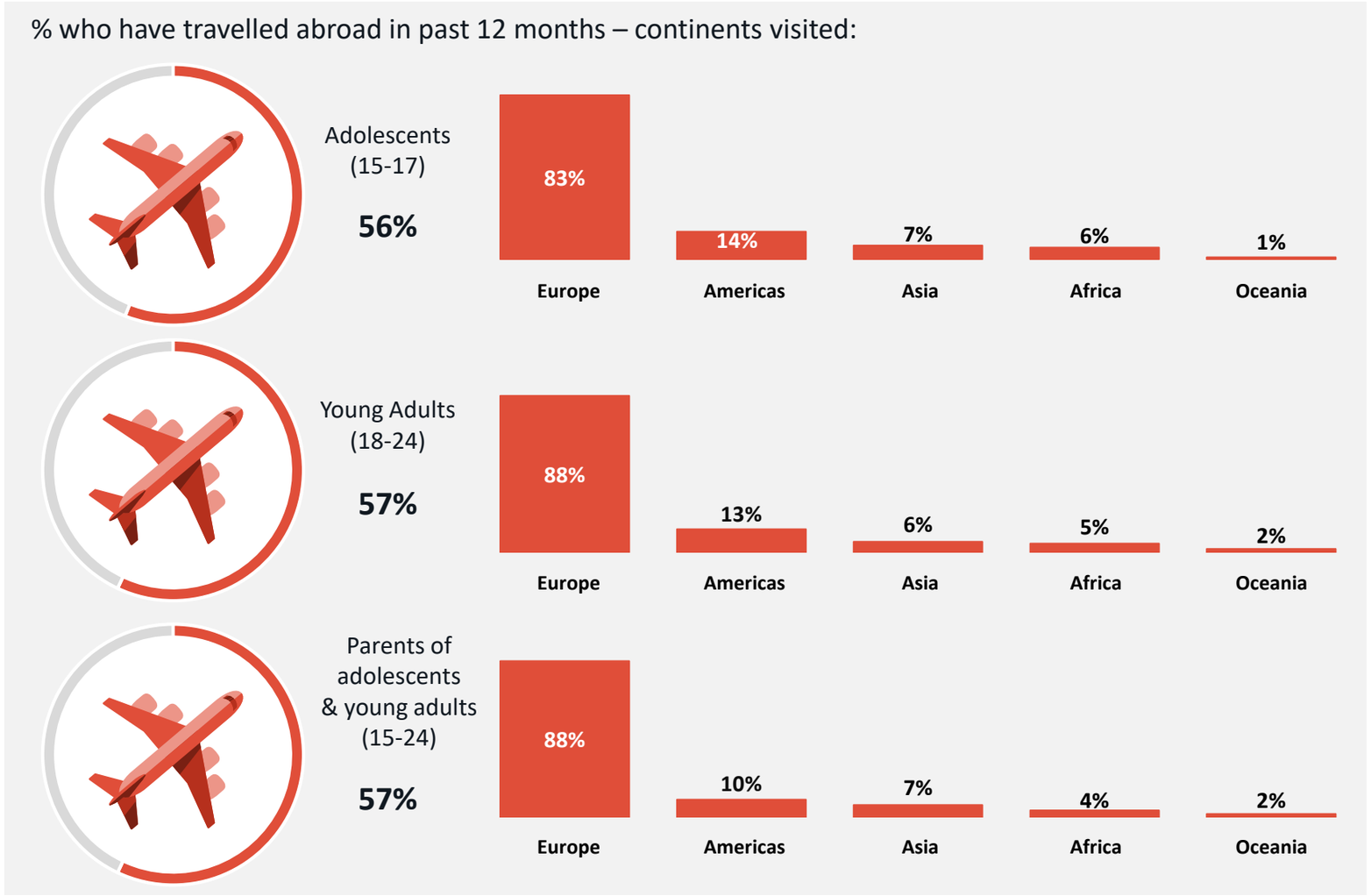
- 1 in 5 adolescents and young adults are planning to travel to the Americas, and just over 1 in 10 are planning to travel to Asia



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=333). 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=179) , Young adults (18-24) (n=231) , Parents of adolescents & young adults (15-24) (n=211). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

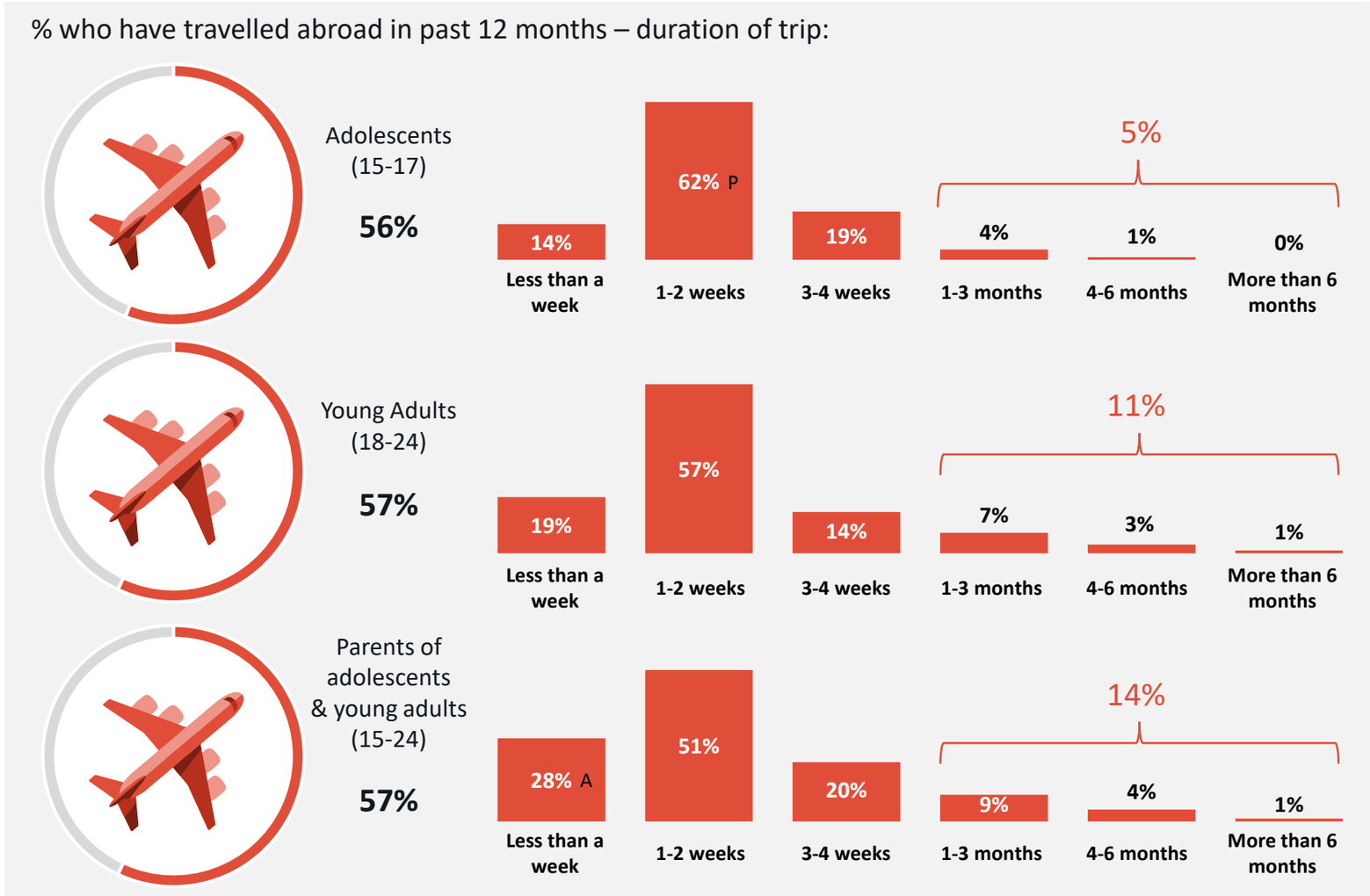
In the past year, just over half of young adults and adolescents have travelled abroad, mostly to Europe

- A greater proportion of parents with two or more children (66%) say that their children travelled abroad in the last 12 months, compared to parents with one child (51%)



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=333). Q9. Which regions did [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] visit? Base: respondents who/whose children travelled abroad: Adolescents (15-17) (n=168) , Young adults (18-24) (n=170) , Parents of adolescents & young adults (15-24) (n=190). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Most travel amongst adolescents and young adults in Italy 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=300) , Young adults (18-24) (n=300) , Parents of adolescents & young adults (15-24) (n=333). 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=168) , Young adults (18-24) (n=170) , Parents of adolescents & young adults (15-24) (n=190). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Three quarters of adolescents have stayed in a hostel whilst on holiday in the last 12 months, and most of the rest would like to in the future

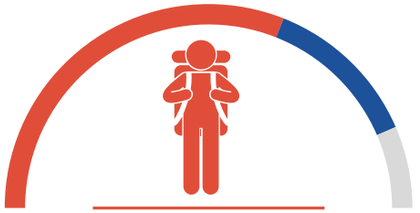
- 81% of adolescents have travelled in a large group, a significantly greater proportion than young adults (73%)
  - *Definition of large group: net of 'travelled as part of a large group of 5 or more'; 'been on a holiday organised through a school/college/university'; 'participated in large public events'; 'participated in large religious gatherings'*

Participation in activities whilst on holiday in the last 12 months

Adolescents (15-17 years)

76% P

Stayed in a hostel



62% Y

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

59% P Y

Been on holiday organised through a school, college or university

55%

Stayed as a guest in someone's house

41%

Participated in large public events

16%

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, almost three quarters (73%) have stayed in a hostel whilst on holiday in the last 12 months

- Young adults in employment are more likely to have stayed in a hostel than those who are students or unemployed
- 73% 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

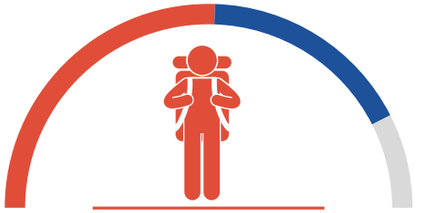
Young Adults (18-24 years)

73%

Stayed in a hostel

59% P

Stayed as a guest in someone's house



51%

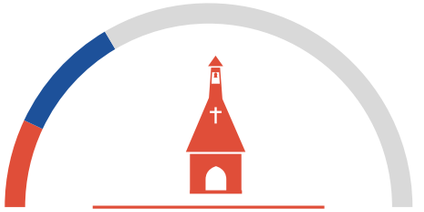
Travelled as part of a large group of five or more people

48%

Participated in large public events

41%

Been on holiday organised through a school, college or university



14%

Participated in large religious gatherings

Yes- have done already

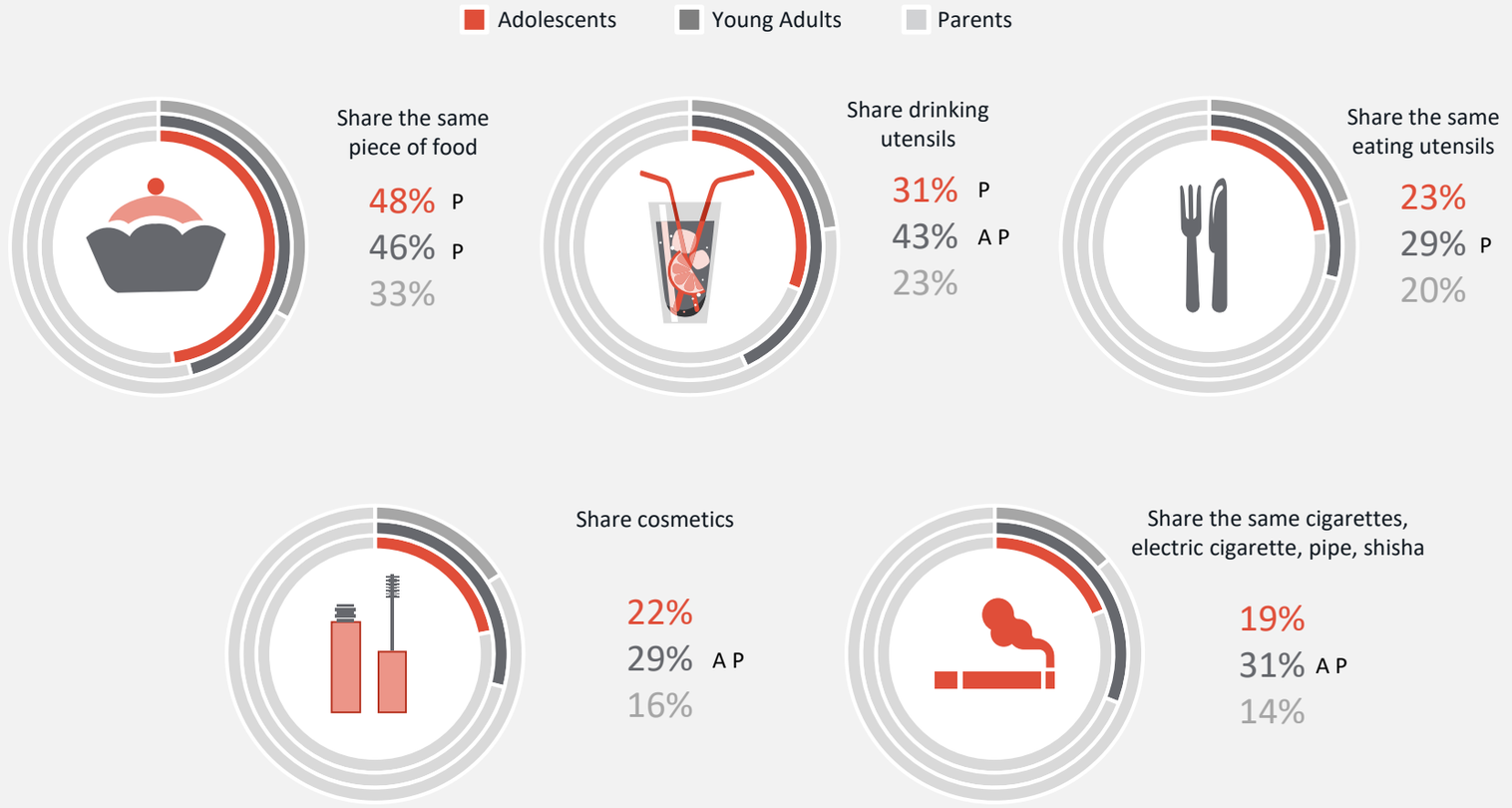
No – but would like to in future

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 significantly greater proportion of young adults share drinking utensils at least once a week than adolescents
- More male adolescents share the same cigarettes then females (24% vs 14%)
- More female young adults share cosmetics than males (36% vs 22%)
- Parents think their children share items less often than they report

Participation in sharing behaviour at least once weekly:

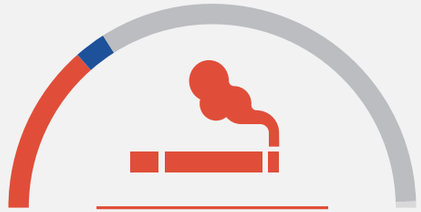


Q12. When spending time with friends, how often, if at all, do [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children, as far as you are aware,]… Base: all respondents: Adolescents (15-17) (n=300); Young Adults (18-24) (n=300); Parents of adolescents & young adults (15-24) (n=333) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

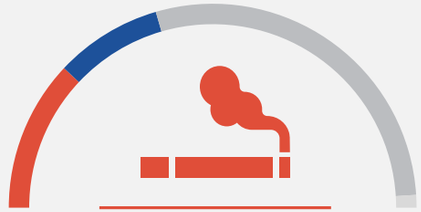
Around 4 in 10 young adults and one third of adolescents claim to smoke at least occasionally

- Significantly more young adults (17%) than adolescents (5%) claim to smoke regularly
- Significantly fewer female adolescents claim to smoke, compared to males

% reporting smoking behaviours:



32%
Adolescents (15-17)



41%
Young Adults (18-24)

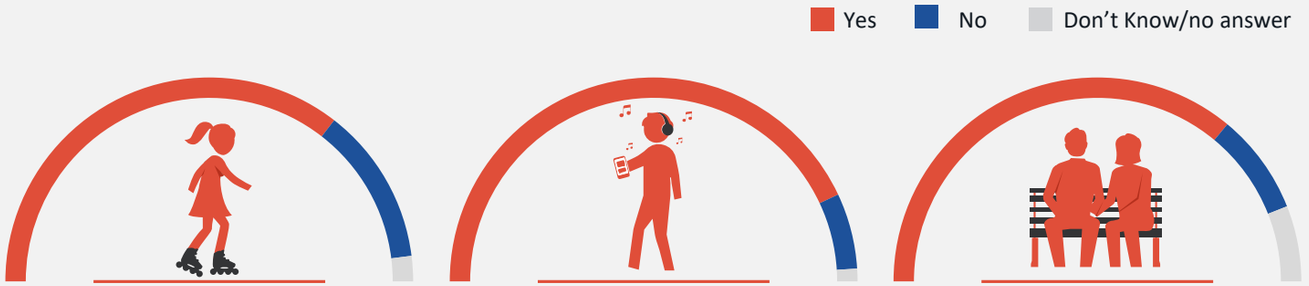
Yes, occasionally
Yes, regularly
Don't Know

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)

4 in 5 young adults (86%) and 7 in 10 (71%) 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 (31% vs. 19%)

% who/whose children have intimately kissed someone:



	Adolescents (15-17)	Young adults (18-24)	Parents of adolescents & young adults (15-24)
	71%	86% A P	72%
Average number of different people kissed in last year:	2.0 Y	1.6	2.5 Y
Frequency of kissing (at least once weekly):	76% P	72% P	57%

Q13. Have [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children, as far as you are aware,] ever intimately kissed someone? Base: all respondents: Adolescents (15-17) (n=300), Young Adults (18-24) (n=300), Parents of adolescents & young adults (15-24) (n=333). 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 who/whose children have intimately kissed someone: Adolescents (15-17) (n=214), Young Adults (18-24) (n=257), Parents of adolescents & young adults (15-24) (n=240). 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

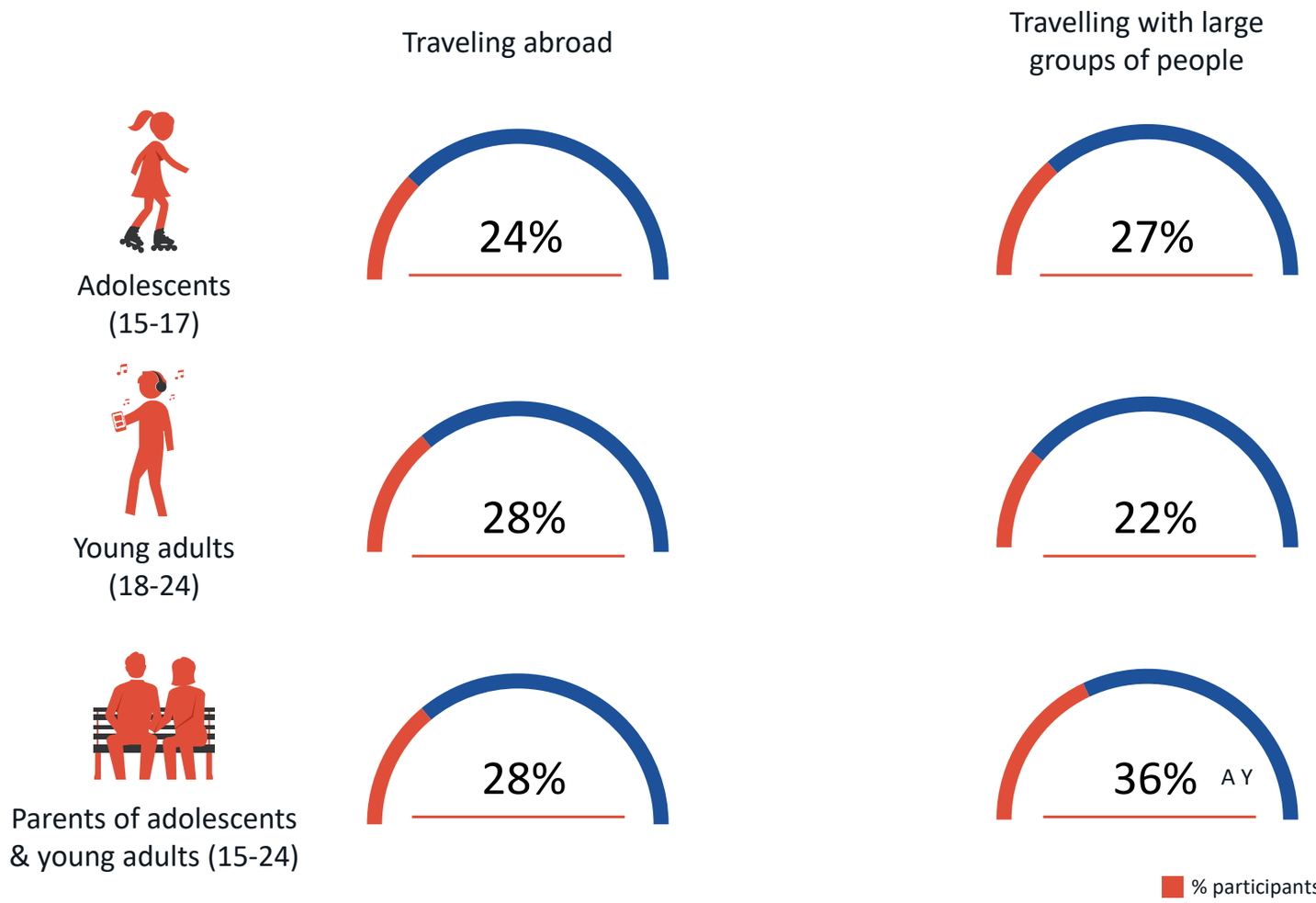
% associating the behaviour with risk of meningococcal meningitis:	Adolescents (15-17)	Young adults (18-24)	Parents of adolescents & young adults (15-24)
Share drinking utensils (e.g. cups, straws, bottles, cans, glasses)	55%	51%	57%
Share the same eating utensils (e.g. spoon, fork)	58%	53%	53%
Share the same piece of food (e.g. eating the same apple, sandwich, ice cream)	49%	47%	43%
Travelling with large groups of people	27%	22%	36% A Y
Attending large public events (e.g. music festivals, jamborees)	26%	30%	26%
Traveling abroad	24%	28%	28%
Going to pubs/bars/clubs	28%	21%	26%
Go to youth/social clubs (e.g. scouts etc.)	21%	18%	21%
Going to music concerts/gigs	19%	18%	20%
Attending sporting events as a spectator	12%	11%	12%
Participating in sporting activities	9%	7%	10%
Smoking	7%	13% A P	6%

% 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=268) , Young adults (18-24) (n=250) , Parents of adolescents & young adults (15-24) (n=323). 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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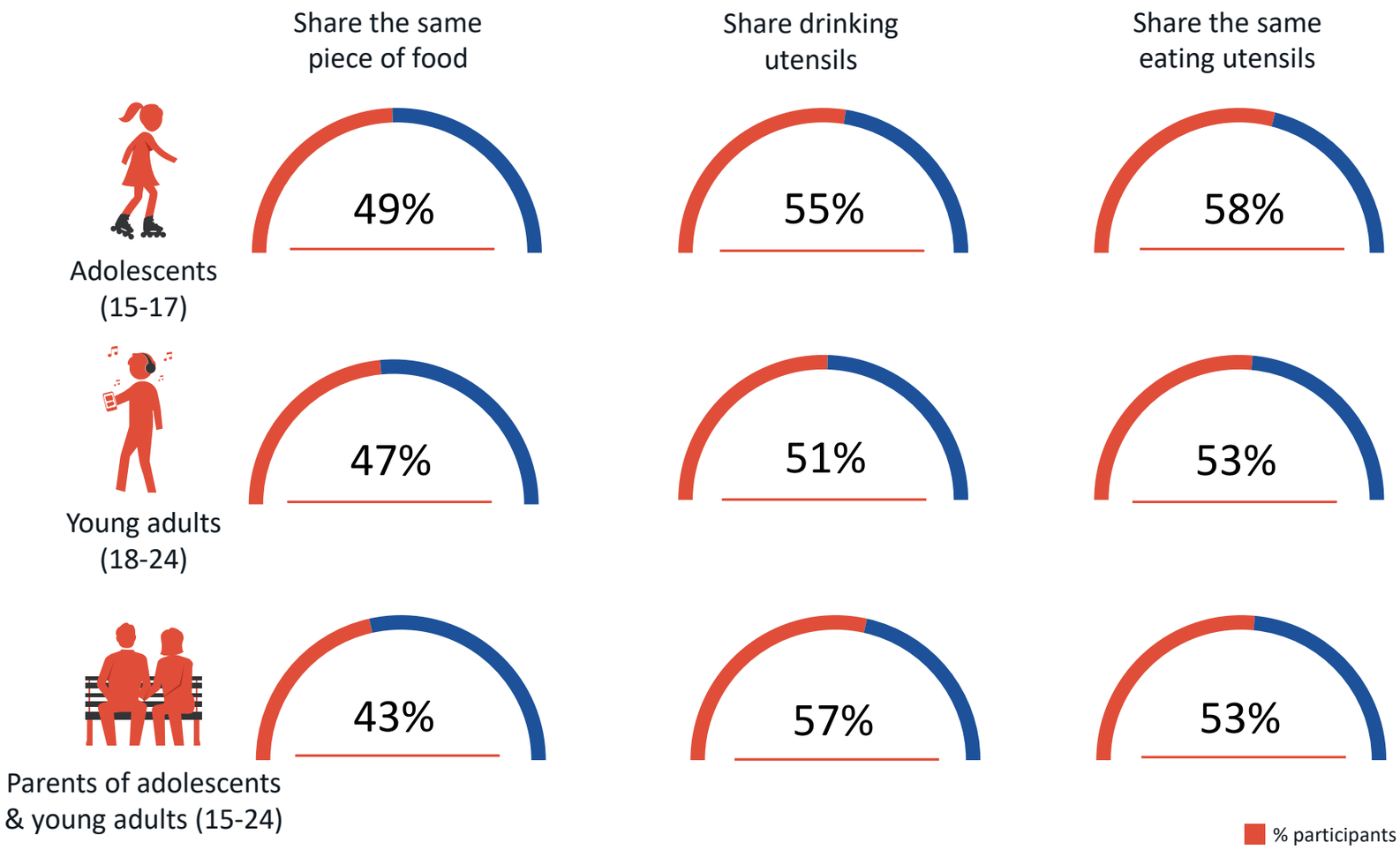
In addition, around half of adolescents and young adults do not associate sharing food or drinking/eating utensils with a higher risk of contracting meningitis

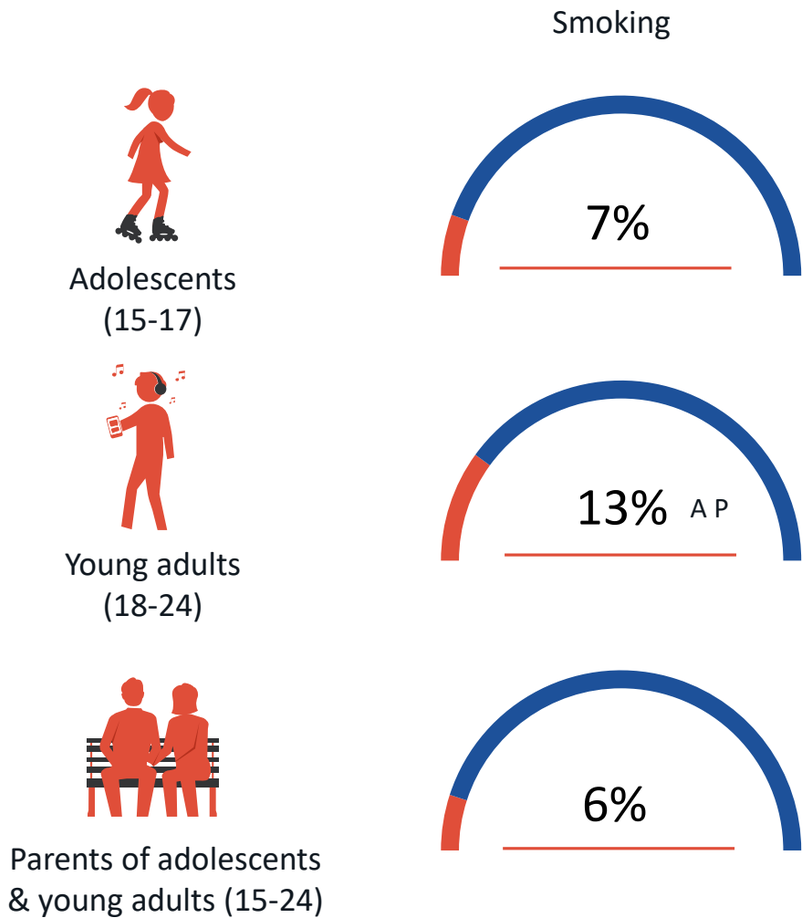
Association of sharing with meningitis risk:



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=268); Young Adults (18-24) (n=251); Parents of adolescents & young adults (15-24)(n=323) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

While only 13% of young adults and less than 1 in 10 adolescents (7%) associate smoking with a higher than average risk of contracting meningitis

Association of smoking with meningitis risk:



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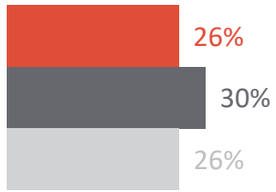
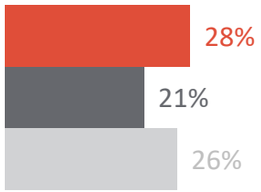
This is also the case for other social activities too - most people do not associate social activities with a higher than average risk of contracting meningitis

Association of social events with meningitis risk:

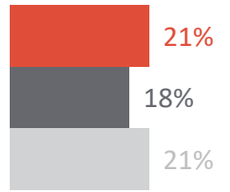
Attending large public events



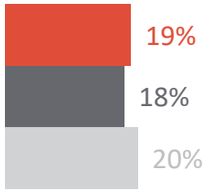
Going to pubs/bars/clubs



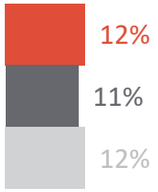
Go to youth/social clubs



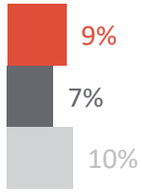
Going to music concerts/gigs



Attending sporting events as a spectator



Participating in sporting activities

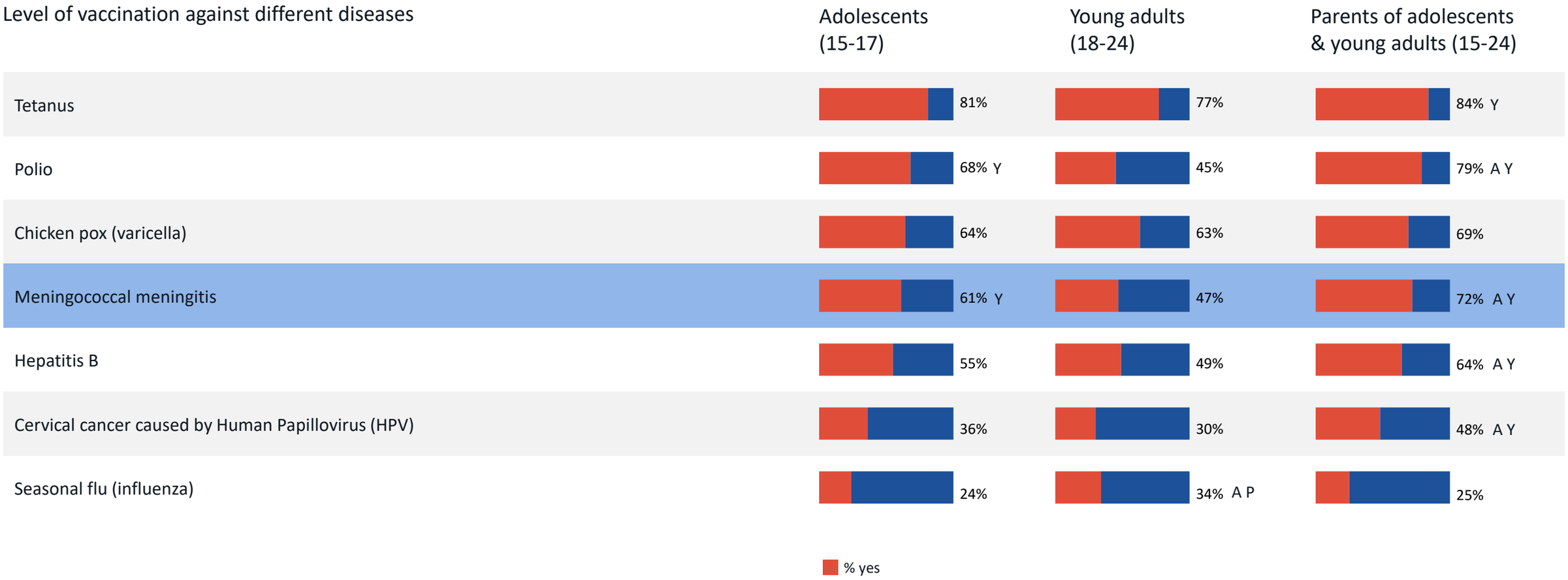


Adolescents Young Adults Parents

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=268); Young Adults (18-24)(n=250); Parents of adolescents & young adults (15-24) (n=323) 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 vaccine-preventable diseases, the perceived level of vaccination against meningitis is lower than some others such as tetanus and polio



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)

Almost half (47%) of young adults aware of the disease state that they have been vaccinated against meningococcal meningitis, however over a quarter (28%) don't know

- A greater proportion of female adolescents (67%) and young adults (55%) think that they have been vaccinated than males (55%, 37%)

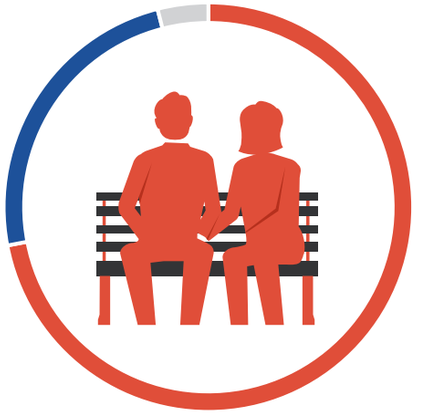
Level of vaccination against meningococcal meningitis:

61% Y

Adolescents
(15-17 years old)

47%

Young adults
(18-24 years old)



72% A Y

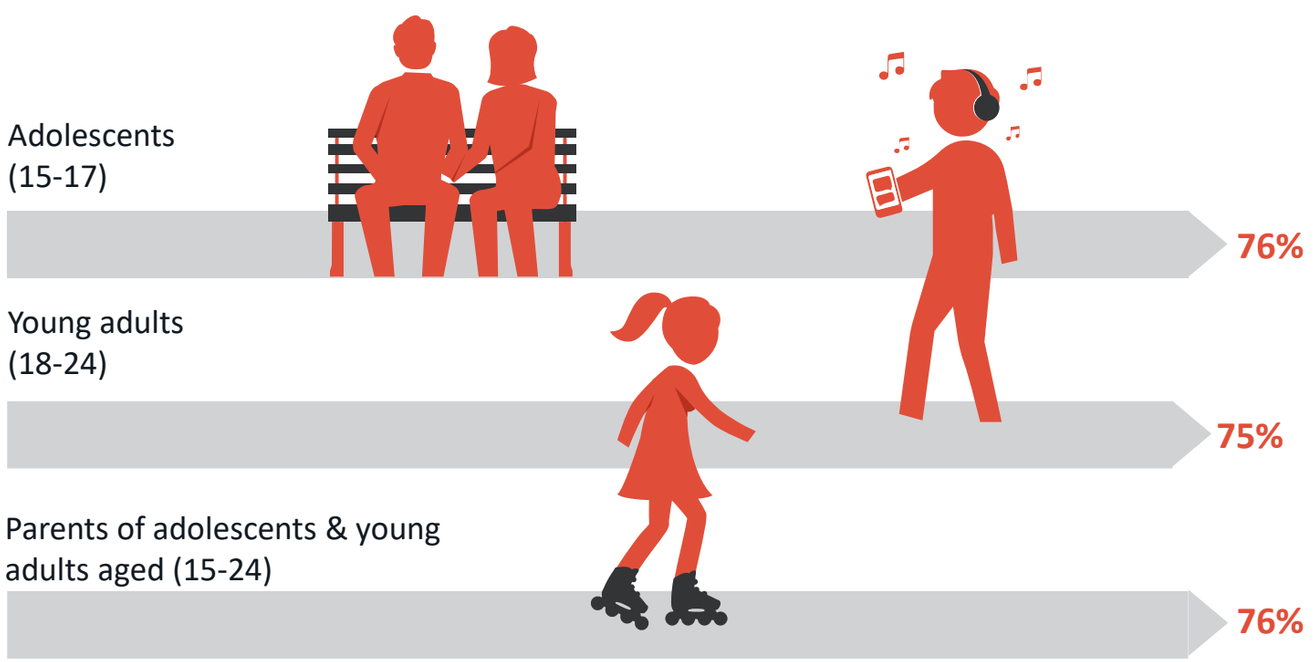
Parents of adolescents & young adults aged 15-24)

Yes | No | Don't Know

Q16. Have [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] ever been vaccinated against any of the following diseases? Base: All Respondents (aware of disease): Adolescents (15-17) (n=268) , Young adults (18-24) (n=250) , Parents of adolescents & young adults (15-24) (n=323) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

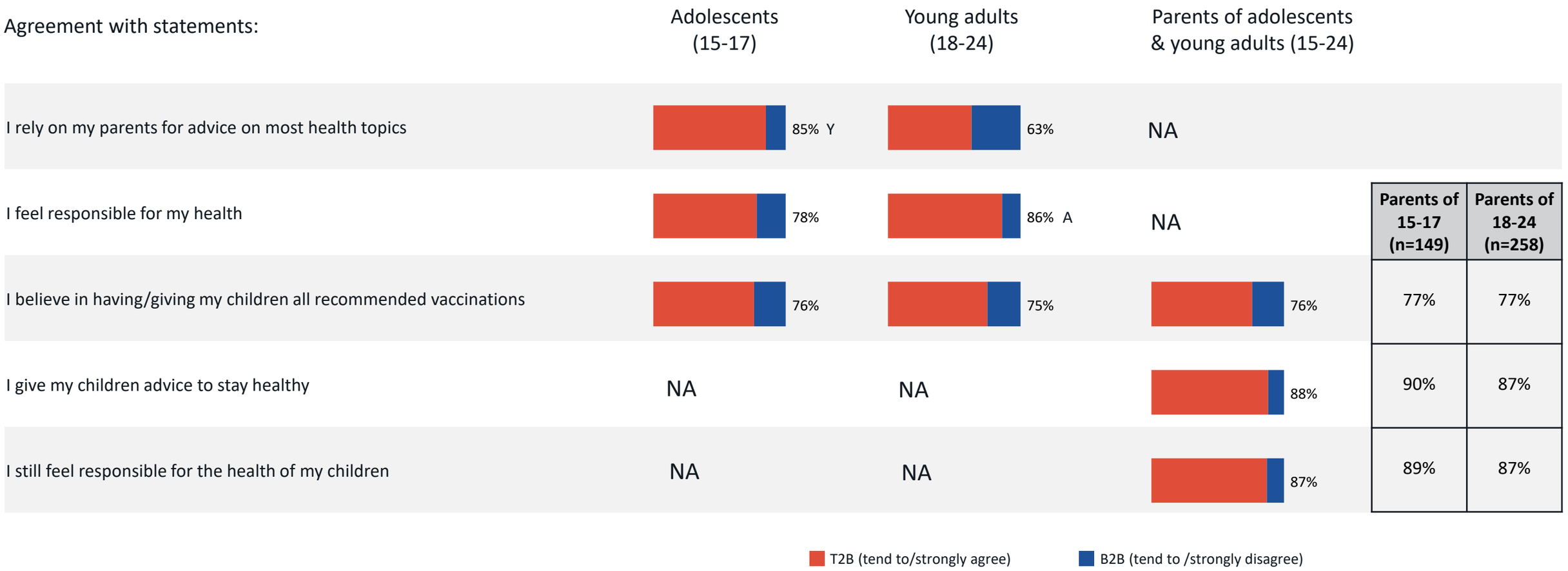
Around three quarters of adolescents, young adults and parents state that they believe in having/giving their children all recommendation vaccines

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=333). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

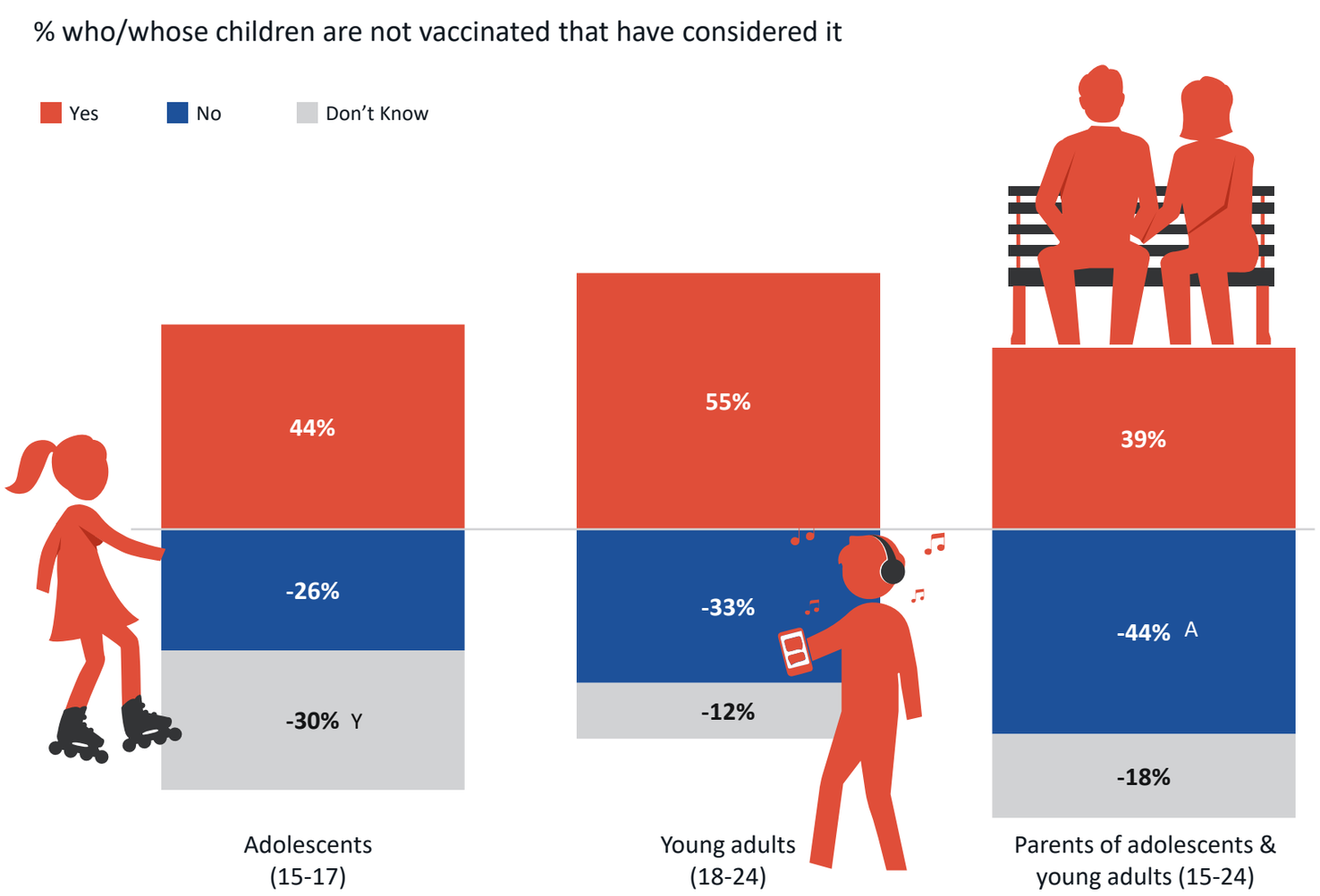
Most people feel responsible for their own or their children's health across the three groups. 4 out of 5 adolescents rely on their parents for health advice



	Parents of 15-17 (n=149)	Parents of 18-24 (n=258)
I believe in having/giving my children all recommended vaccinations	77%	77%
I give my children advice to stay healthy	90%	87%
I still feel responsible for the health of my children	89%	87%

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=333) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents).

Amongst those that stated they think they have not been vaccinated against meningitis, over half of young adults have considered it



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=65) , Young adults (18-24) (n=64) , Parents of adolescents & young adults (15-24) (n=78) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)