Youth View

Portugal report

July 2018

Prepared for Pfizer
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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 May-June 2018

Sample

- Adolescents (aged 15-17 years old): **n=250**
- Young adults (18-24 years old): **n=300**
- Parents of adolescents/young adults aged 15-24: **n=301**

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 Portugal

Main findings

Main findings

Many 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 and knowledge amongst young adults and adolescents compared to parents
- Less than a quarter of young adults **believe their age group is at higher risk** than the average population of contracting meningitis, and less than half **believe it is a life-threatening infection**
- Half of 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

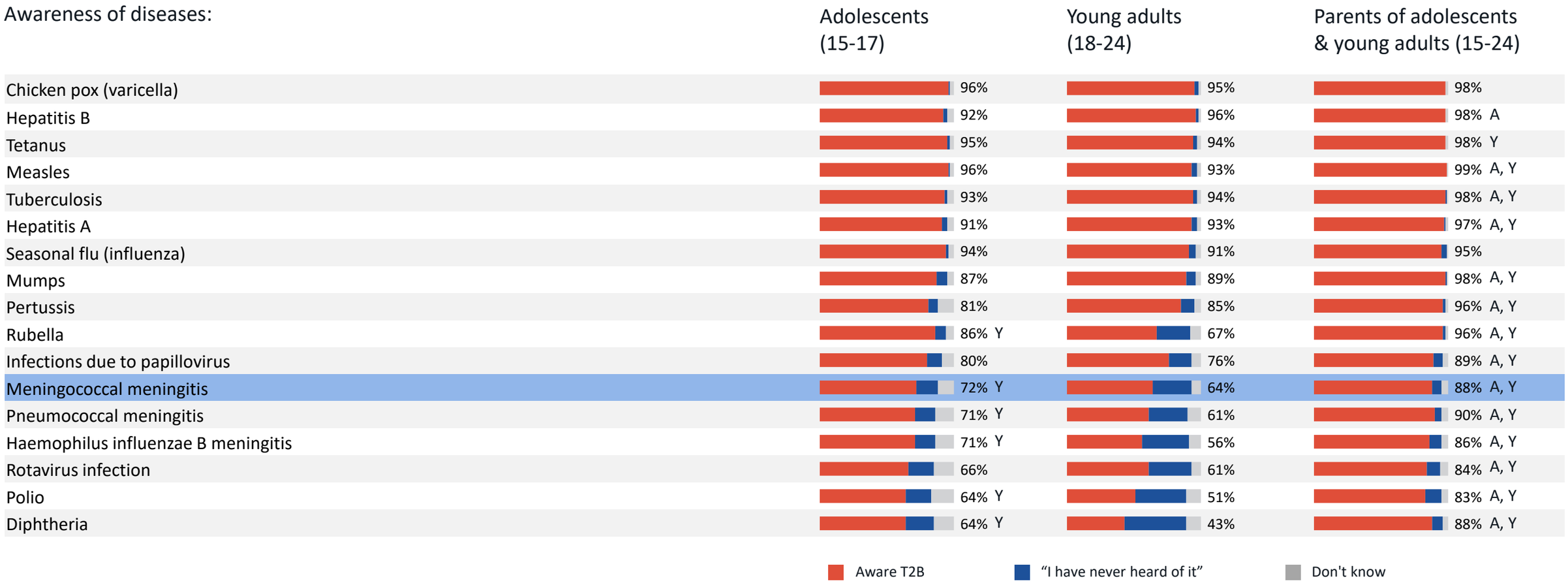
- Many adolescents and young adults frequently participate in activities that are associated with a **higher than average risk** of contracting meningitis
- However, most adolescents and young people **do not associate** many of the activities they engage in with a higher than average risk of contracting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

Vaccination awareness and understanding is lower for meningitis vs. other diseases

- **Belief in receiving vaccinations** in general is **high**; around 9 in 10 adolescents, young adults and parents believe in having all recommended vaccinations
- However, in comparison to other vaccine preventable diseases, perceived ability to be vaccinated against meningitis **is lower than other diseases**, with almost 6 in 10 young adults aware of the disease saying they don't know or think it is not possible
- Amongst young adults aware of meningitis, only **a minority have considered getting the vaccine** for themselves

Awareness and perceptions of meningococcal meningitis

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

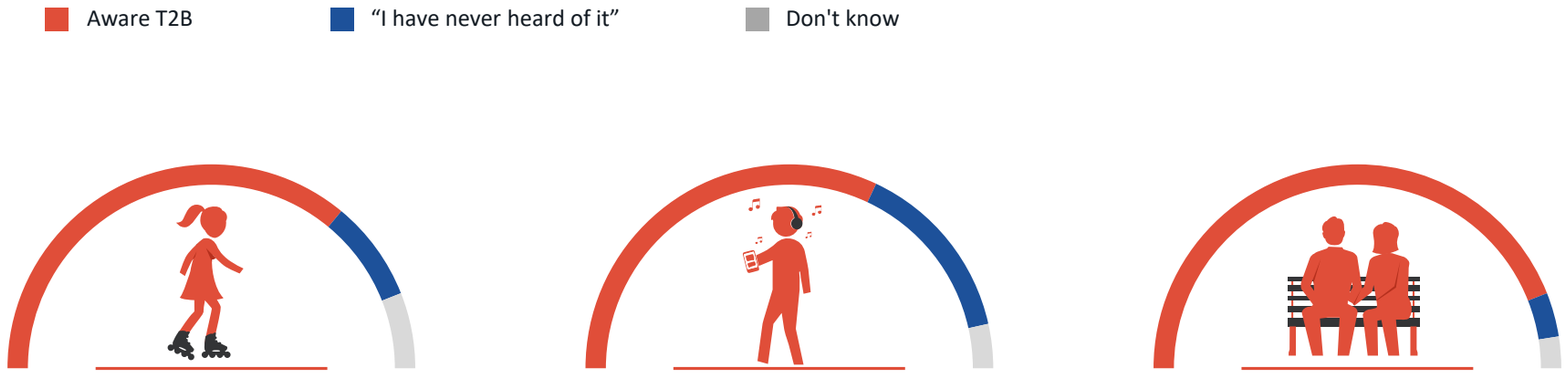


Q15. Which of the options below best describes your awareness of the following diseases: "I have never heard of it", "I have heard of it but don't know what it is", "I know what it is", "Don't know", "Prefer not to answer" Base: all respondents (n=851) ; Adolescents (15-17 years) (n=250) ; Young Adults (18-24 years) (n=300) ; 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)

Young adults have the lowest awareness of meningococcal meningitis – only one third state that they know what it is

- 4 in 10 adolescents (42%) state that they know what it is
- Parents also have significantly greater awareness than adolescents
- As well as having higher awareness, parents are more likely to 'know what it is' than have just heard of it.
- Significantly greater awareness amongst female parents (92%) than male parents (82%)

Awareness of meningococcal meningitis:



72% Y

Adolescents (15-17)

Y **42%** "I know what it is"

30% "I have heard of it but I am not sure what it is"

64%

Young Adults (18-24)

33% "I know what it is"

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

88% A,Y

Parents of adolescents & young adults (15-24)

A,Y **65%** "I know what it is"

23% "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=851) ; Adolescents (15-17 years) (n=250) ; Young Adults (18-24 years) (n=300) ; 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)

Meningococcal meningitis is correctly identified as a life threatening condition by around two thirds of adolescents and parents, but less than half of young adults agree with this statement

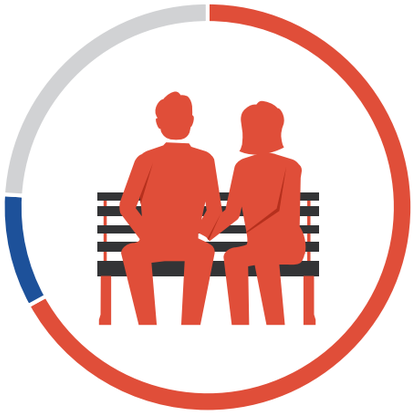
- Significantly greater agreement amongst female parents (75%) vs. male parents (57%)

Agreement with the statement:

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

65% Y
Adolescents (15-17)

46%
Young Adults (18-24)

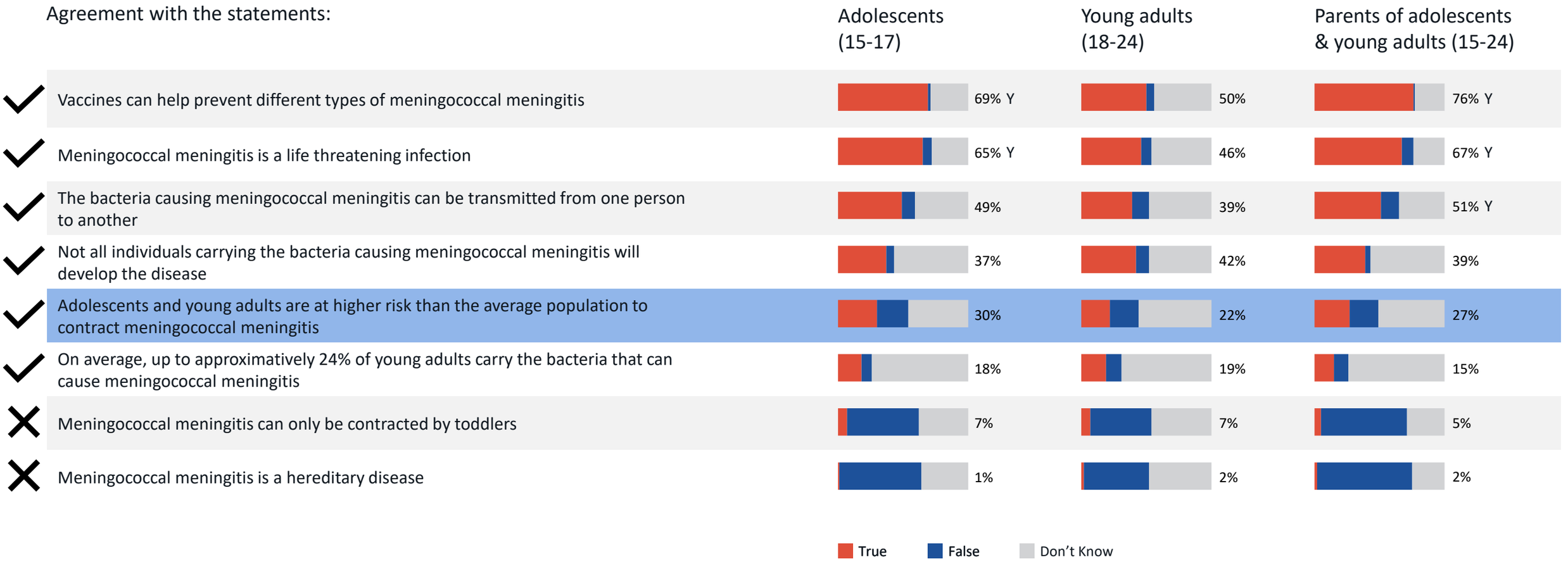


67% Y
Parents of adolescents & young adults (15-24)

True False Don't Know

Q20. Please indicate which of the following statements you think is true or false. Base: Aware of Meningitis (n=639) ; Adolescents (15-17 years) (n=180) ; Young Adults (18-24 years) (n=192) ; Parents of adolescents & young adults (15-24) (n=264) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Across all three groups, less than a third believe that their/ their children's age group is at higher risk than the average population of contracting meningitis



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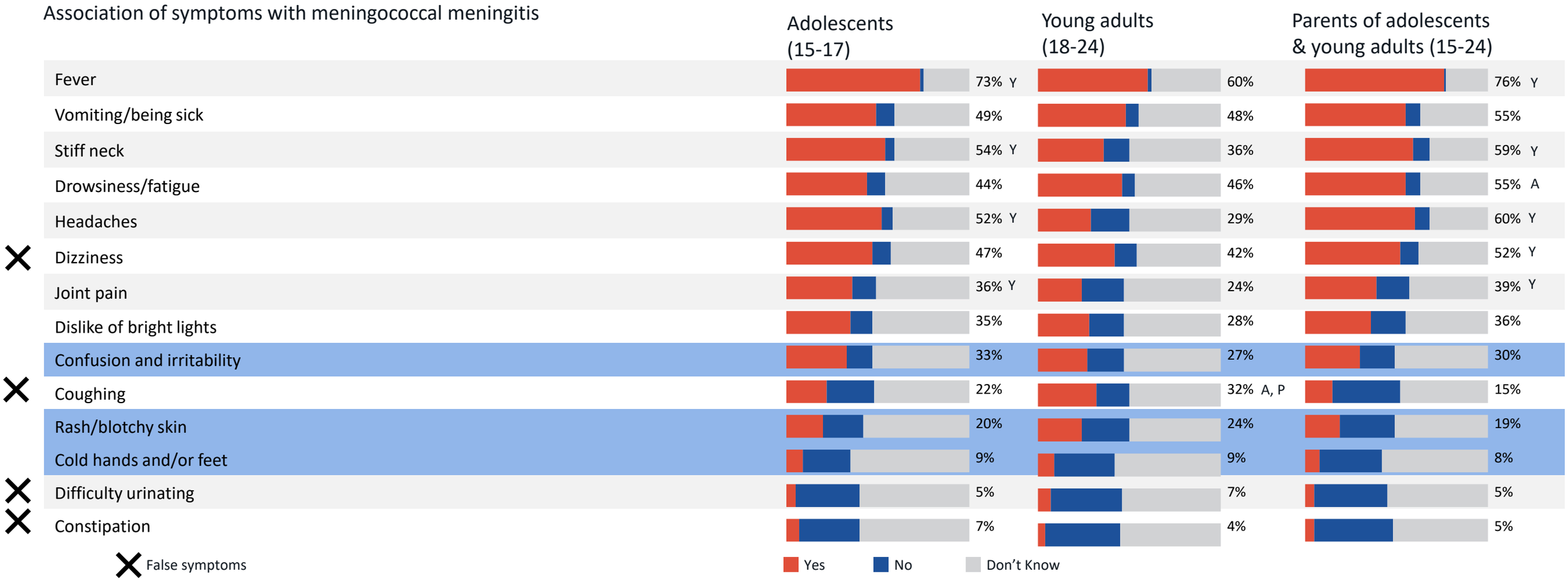
The majority of people across the three groups do not associate or do not know that symptoms like cold hands/feet, rash/blotchy skin, and confusion/irritability are linked to meningococcal meningitis

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=635) ; Adolescents (15-17 years) (n=180) ; Young Adults (18-24 years) (n=192) ; Parents of adolescents & young adults (15-24) (n=264) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Amongst young adults aware of meningococcal meningitis, around 6 in 10 don't know or think it is not possible to be vaccinated against it

Awareness of the vaccination is higher amongst adolescents and parents

Awareness of possibility to vaccinated against meningitis:

(amongst those not vaccinated/whose children are not vaccinated)

67% Y

Adolescents (15-17)

41%

Young Adults (18-24)

74% Y

Parents of adolescents & young adults (15-24)

Yes, I think it is possible

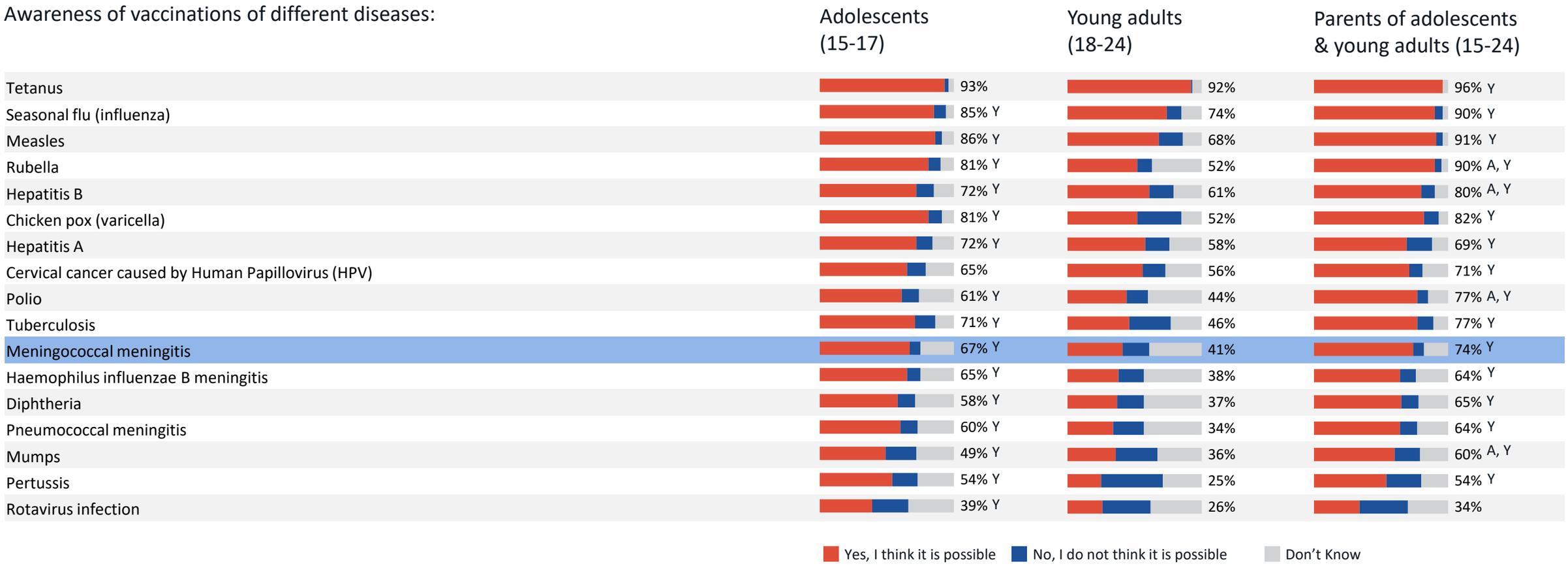
No, I do not think it is possible

Don't Know

Prefer not to answer

Q17. Do you know if that it is possible to be vaccinated against of the following diseases? Base: Aware of Meningitis (n=635); Adolescents (15-17 years) (n=180) ; Young Adults (18-24 years) (n=192) ; Parents of adolescents & young adults (15-24) (n=264); 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

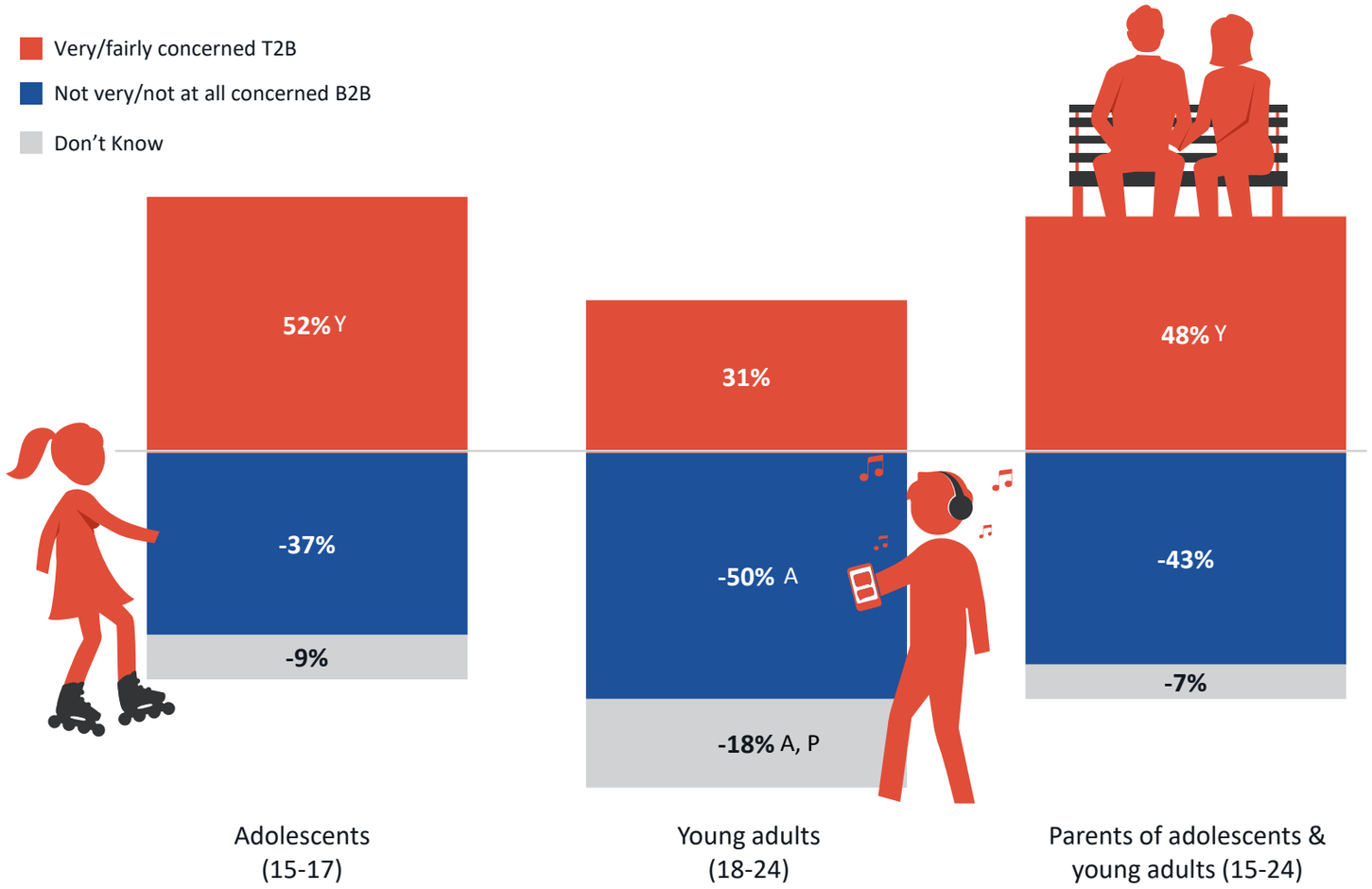


Q17. Did Do you know if that it is possible to be vaccinated against of the following diseases? Base: Tetanus (n=238,282,296) ; Seasonal flu (influenza) (n=236,274,289) ; Measles (n=241,280,299) ; Rubella (n=212,207,289) ; Hepatitis B (n=230,287,296) ; Chicken pox (varicella) (n=241,286,296) ; Hepatitis A (n=227,281,293) ; Cervical cancer caused by Human Papillovirus (HPV) (n=198,230,271) ; Polio (n=161,153,251) ; Tuberculosis (n=232,283,296) ; Meningococcal meningitis (n=180,193,266) ; Haemophilus influenzae B meningitis (n=178,170,263) ; Diphtheria (n=161,129,266) ; Pneumococcal meningitis (n=175,185,273) ; Mumps (n=216,269,295) ; Pertussis (n=204,253,290) ; Rotavirus infection (n=163,184,253) 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, while concern is greater amongst adolescents and parents

- A significantly greater proportion of young adults in full-time employment (44%) state that they **are concerned** about the risk of catching meningitis, than those who are students (26%)

Concern about themselves/their children catching meningococcal meningitis:

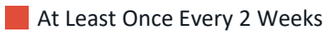


Q21. To what extent are you [ADOLESCENTS & YOUNG ADULTS: personally concerned or not about the risk of catching meningococcal meningitis yourself PARENTS: concerned or not about the risk of your children catching meningococcal meningitis]? Base: Aware of Meningitis (n=639) ; Adolescents (15-17 years) (n=180) ; Young Adults (18-24 years) (n=192) ; Parents of adolescents & young adults (15-24) (n=264) 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)	45%	42%	50% Y
Participate in team sports (e.g. football, rugby, volleyball etc.)	52% Y	22%	46% Y
Go to the gym	40% Y	31%	38%
Attend sporting events	35%	28%	30%
Go to bars or clubs	12%	26% A	28% A
Go to the cinema	17%	12%	18% Y
Participate in activities with groups (e.g. scout camps, etc.)	12%	9%	13%
Go to music concerts/gigs	3%	7%	5%



Q4. How often, if at all, [ADOLESCENTS & YOUNG ADULTS: do you personally PARENTS: does your child/children]… Base: all respondents: Adolescents (15-17) (n=250) , Young adults (18-24) (n=300) , 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)

Participating in team sports is the most common activity for adolescents, whilst for young adults it's socializing with large groups of friends

- Amongst both adolescents and young adults, compared to females, significantly more males participate in team sports (A 60% vs 44%; Y 32% vs 13%) and attend sporting events (A 45% vs 24%; Y 38% vs 19%)

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

At Least Once Every 2 Weeks

Adolescents (15-17)

52%
Participate in team sports

45%
Socialise with a large group of friends (5 or more)

40%
Go to the gym

Young Adults (18-24)

42%
Socialise with a large group of friends (5 or more)

31%
Go to the gym

28%
Attend sporting events

Parents of adolescents & young adults (15-24)

50%
Socialise with a large group of friends (5 or more)

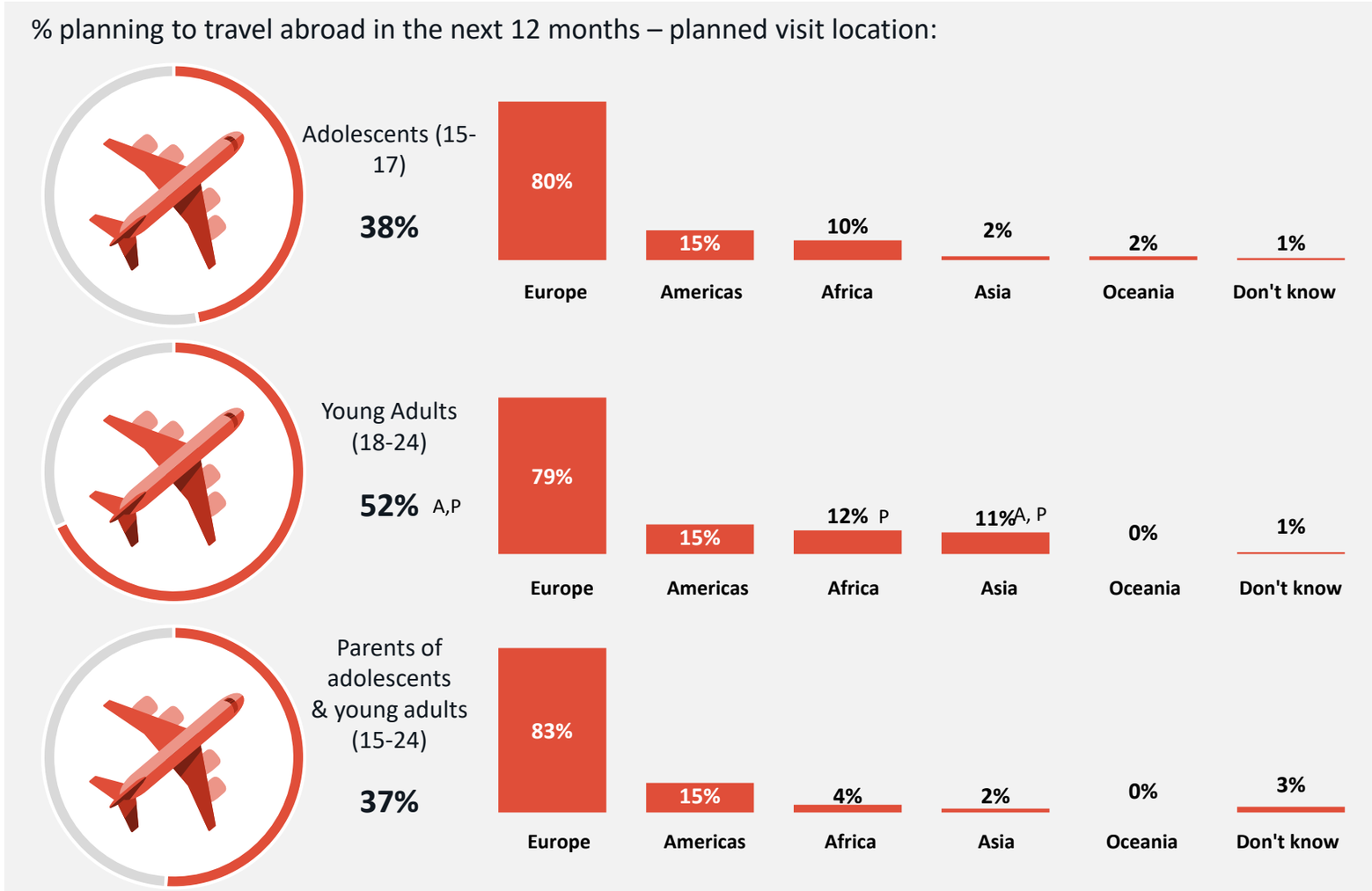
46%
Participate in team sports

38%
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=250), Young Adults (18-24) (n=300), Parents of adolescents & young adults (15-24) (n=301)

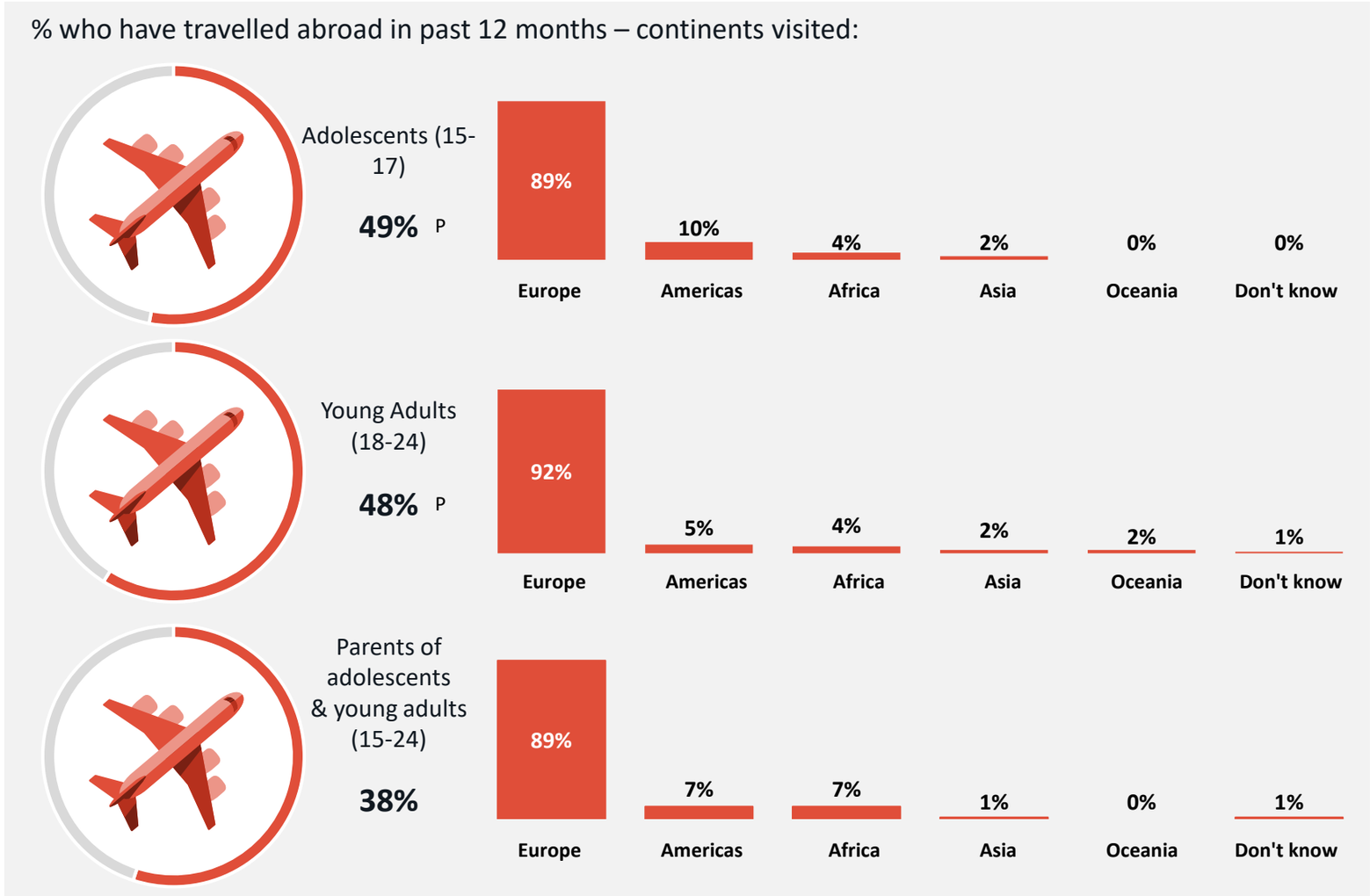
Just over half of young adults and over a third adolescents plan to travel abroad in the next twelve months, with European travel most likely

- Young adults in full time employment are significantly more likely to say they plan to travel abroad in the next 12 months than those who are students (67% vs 48%)



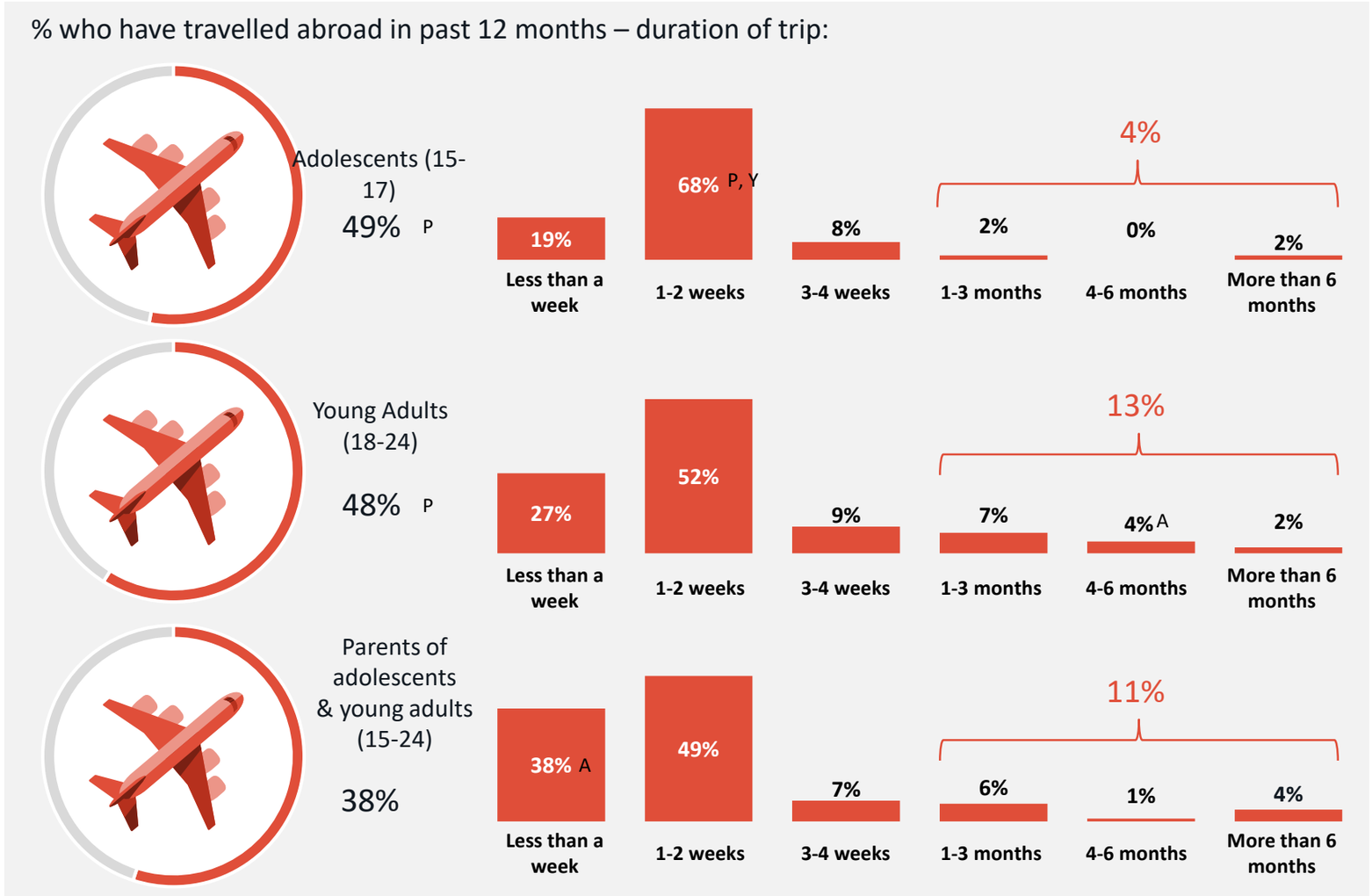
Q5. Are [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] planning to travel abroad in the next twelve months? Base: all respondents: Adolescents (15-17) (n=250) , Young adults (18-24) (n=300) , Parents of adolescents & young adults (15-24) (n=301). Q6. Which regions are [ADOLESCENTS & YOUNG 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=97) , Young adults (18-24) (n=157) , Parents of adolescents & young adults (15-24) (n=114). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

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



Q8. In the past 12 months, have [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] travelled abroad? Base: all respondents: Adolescents (15-17) (n=250) , Young adults (18-24) (n=300) , Parents of adolescents & young adults (15-24) (n=301). Q9. Which regions did [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] visit? Base: respondents who/whose children travelled abroad: Adolescents (15-17) (n=126) , Young adults (18-24) (n=149) , Parents of adolescents & young adults (15-24) (n=113). 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 Portugal has been short term, typically 1-2 weeks



Q8. In the past 12 months, have [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children] travelled abroad? Base: all respondents: Adolescents (15-17) (n=250) , Young adults (18-24) (n=300) , Parents of adolescents & young adults (15-24) (n=301). 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=126) , Young adults (18-24) (n=149) , Parents of adolescents & young adults (15-24) (n=113). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Around 4 out of 10 adolescents (43%) have participated in large public events whilst on holiday in the last 12 months

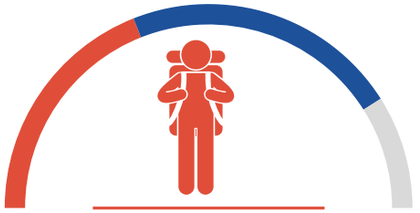
In addition, the majority of adolescents have recently or would like to travel as part of a large group, go on a holiday organised by an institution, or stay in a hostel

Participation in activities whilst on holiday in the last 12 months

Adolescents (15-17 years)

43%

Participated in large public events



38%

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

31% Y

Been on holiday organised through a school, college or university

28%

Stayed in a hostel

17%

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=250) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Similarly for young adults, 4 out of 10 have participated in large public events whilst on holiday in the last 12 months

Participation in activities while on holiday in the last 12 months

Young Adults (18-24 years)

40%

Participated in large public events

34%

Stayed in a hostel

33%

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

15%

Participated in large religious gatherings

12%

Been on holiday organised through a school, college or university

Yes- have done already

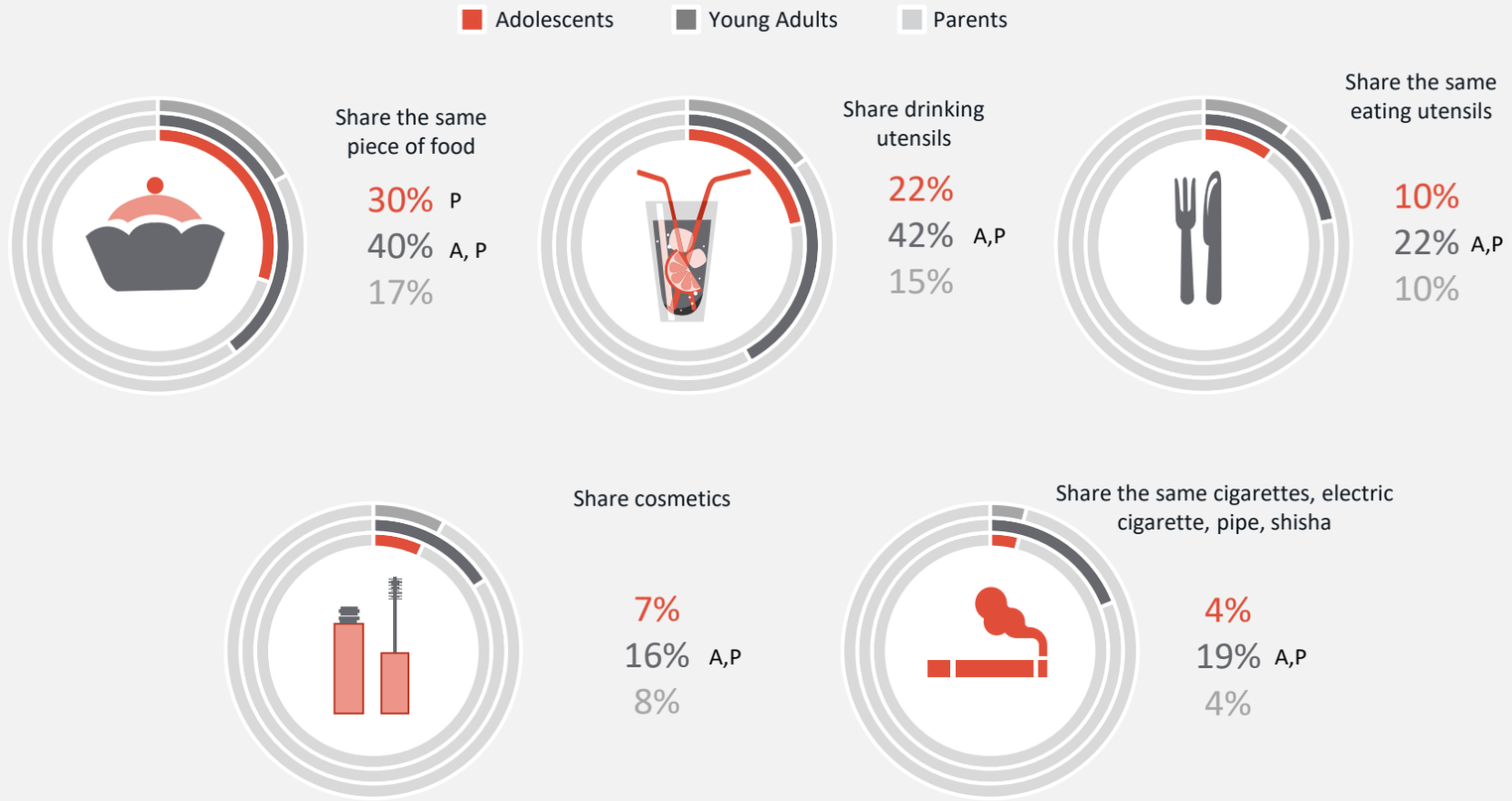
No – but would like to in future

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
- Significantly more female adolescents, than males, share food (39% vs 21%) and drinking utensils (31% vs 13%)
- Parents think their children share items less often than they report

Participation in sharing behaviour at least once weekly:

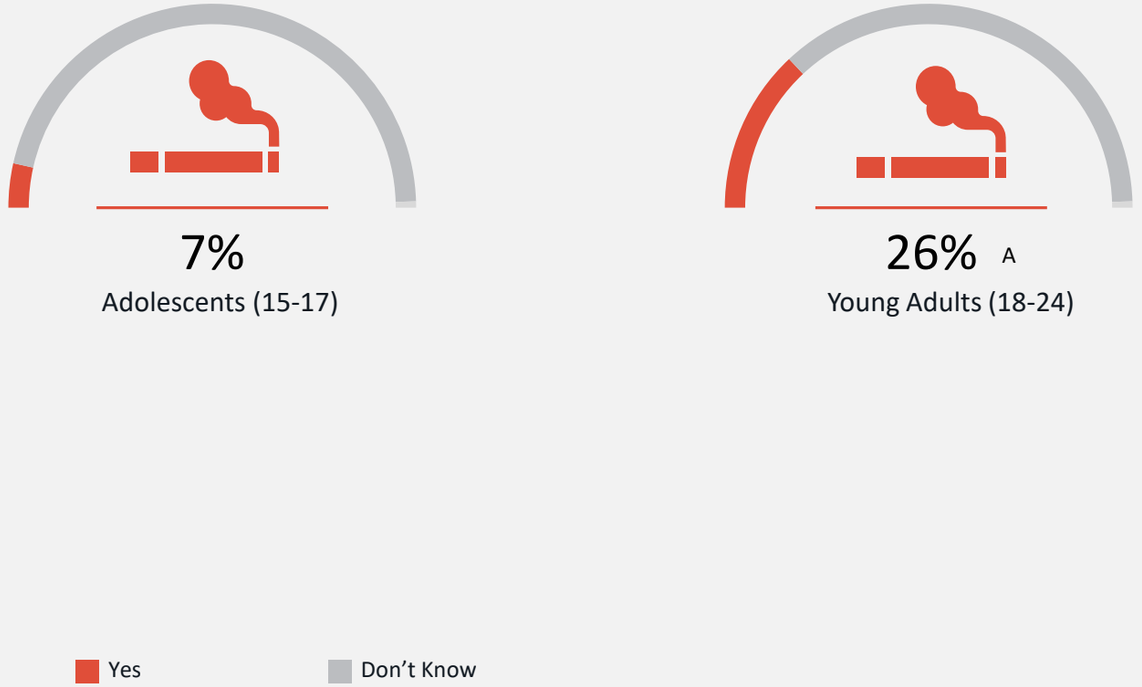


Q12. When spending time with friends, how often, if at all, do [ADOLESCENTS & YOUNG ADULTS: you PARENTS: your child/children, as far as you are aware,]… Base: all respondents: Adolescents (15-17) (n=250); Young Adults (18-24) (n=300); Parents of adolescents & young adults (15-24) (n=301) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

A quarter of young adults claim to smoke, while only 7% of adolescents do

- Amongst young adults, significantly more of those in full time in employment smoke, compared to students (38% vs 20%)

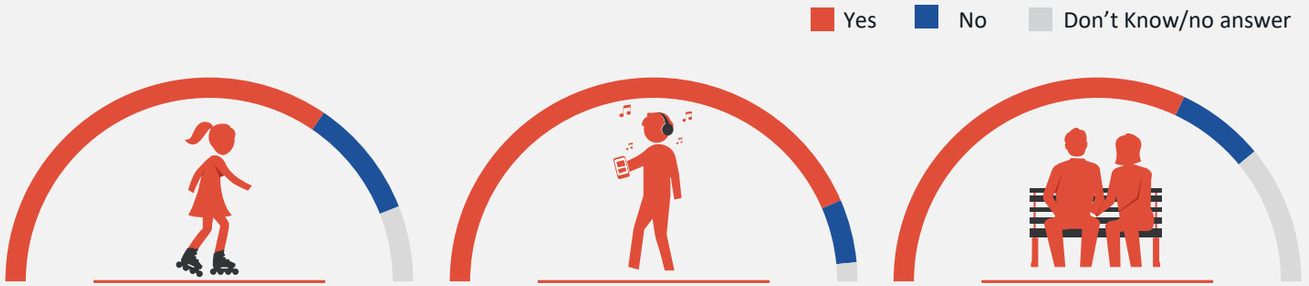
% reporting smoking behaviours:



Q3. Do you currently smoke tobacco? Base: all respondents: Adolescents (15-17) (n=250), 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 (87%) young adults and around 7 in 10 (69%) adolescents report having intimately kissed someone

% who/whose children have intimately kissed someone:

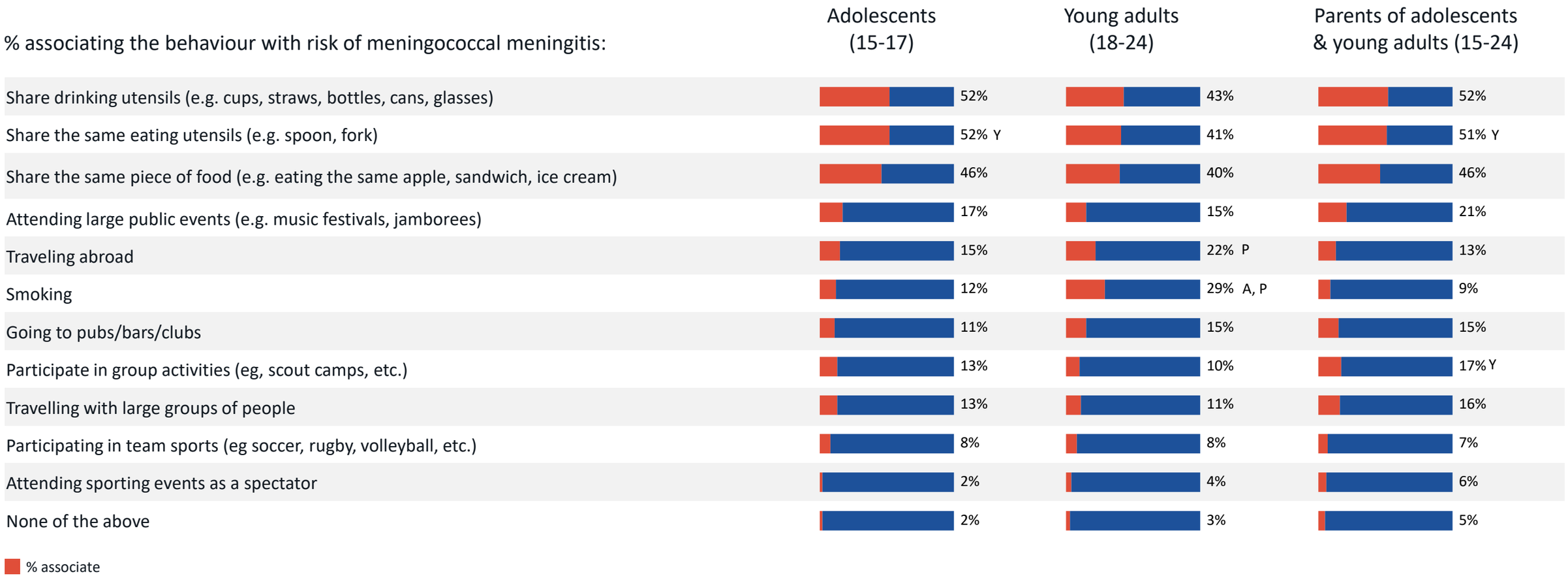


	69% Adolescents (15-17)	87% AP Young adults (18-24)	64% Parents of adolescents & young adults (15-24)
Average number of different people kissed in last year:	1.6	1.8	2.0
Frequency of kissing (at least once weekly):	60%	67%	55%

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=174), Young Adults (18-24) (n=264), Parents of adolescents & young adults (15-24) (n=195). A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Perceived level of risk for behaviours

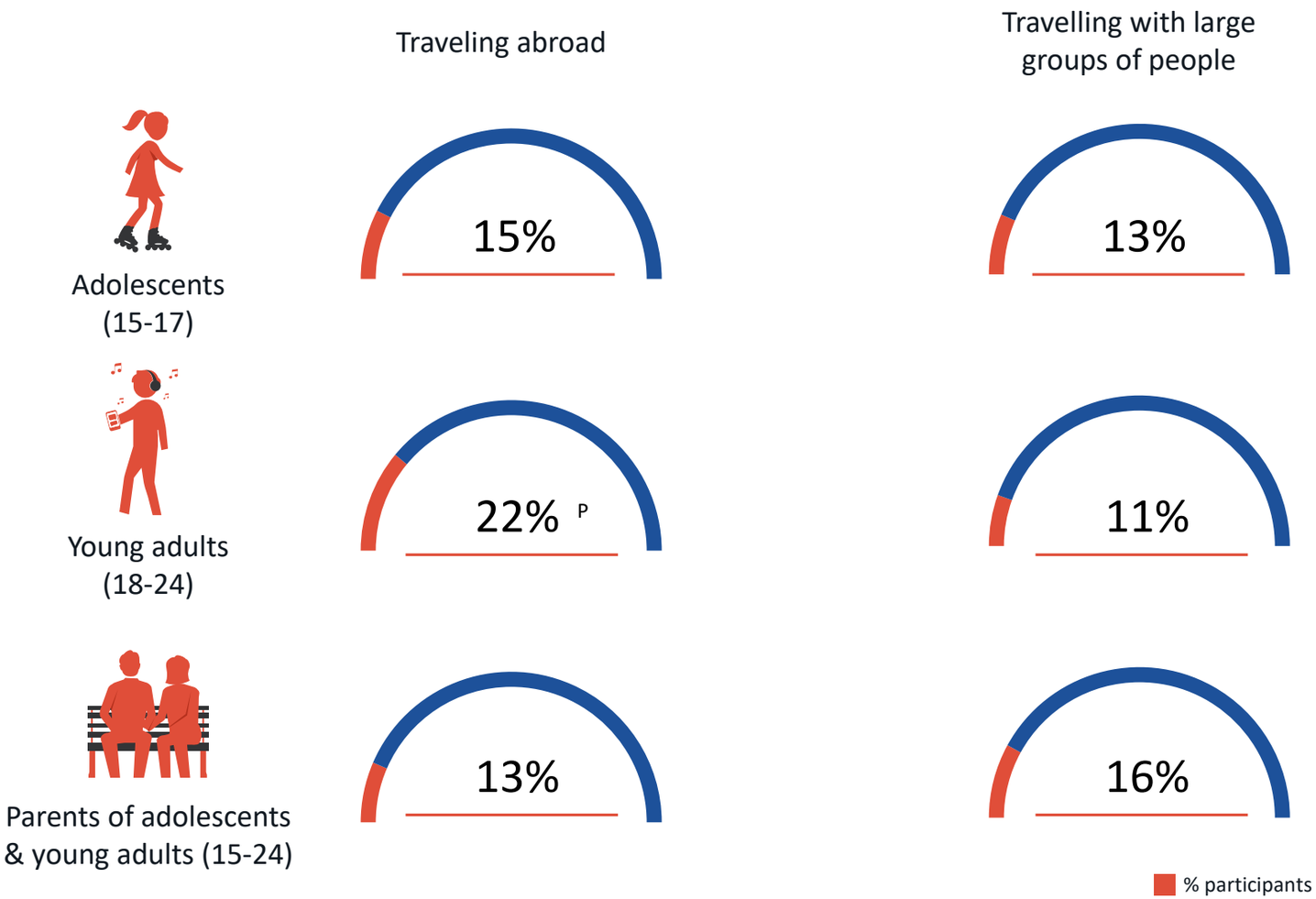
Most adolescents and young people do not associate many of the activities they engage in with a higher than average risk of contracting meningitis



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=180); Young Adults (18-24)(n=192); Parents of adolescents & young adults (15-24) (n=264) 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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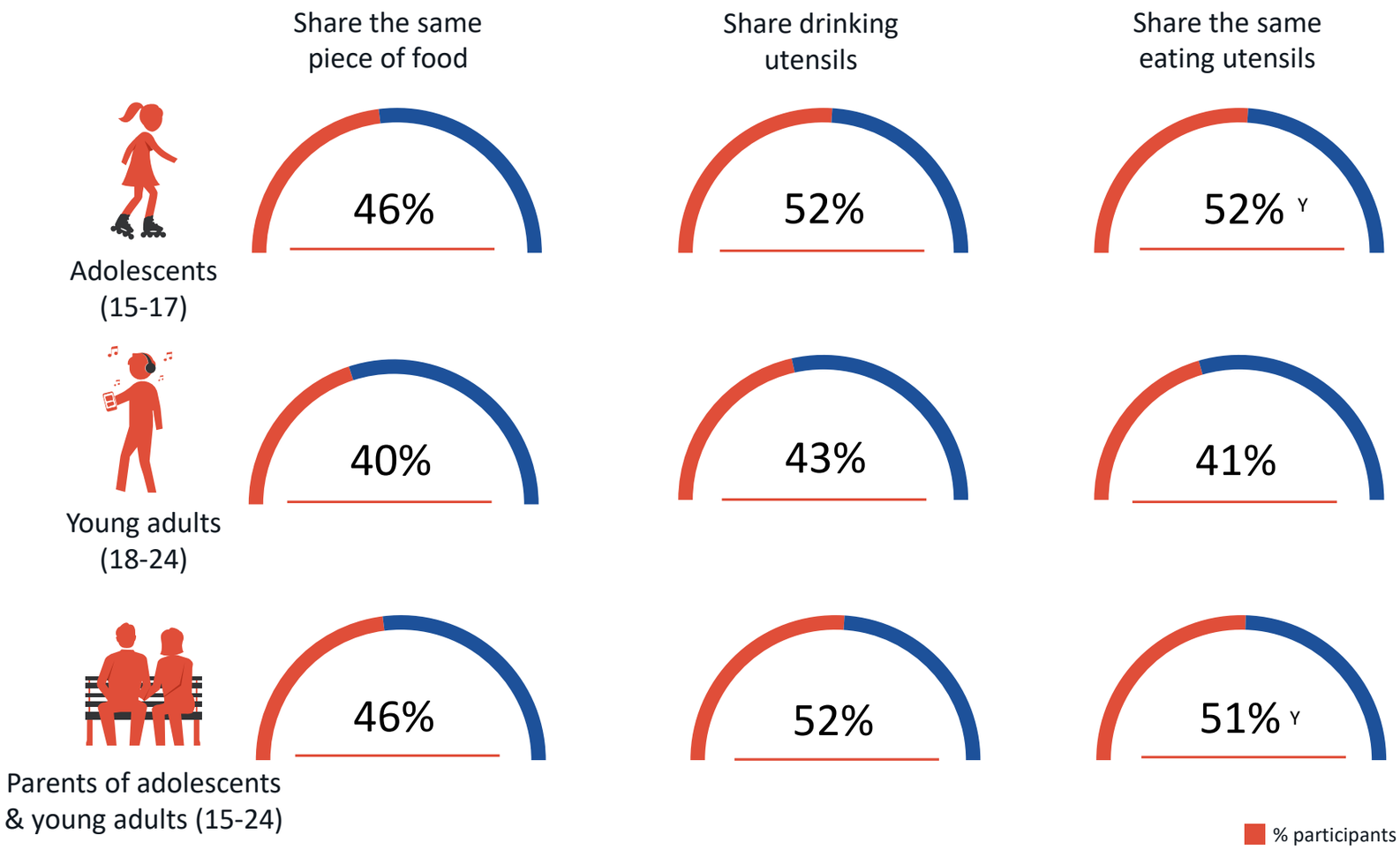
In addition, around 6 in 10 young adults and around half of adolescents and parents do not associate sharing food or drinking/eating utensils with a higher risk of contracting meningitis

Association of sharing with meningitis risk:



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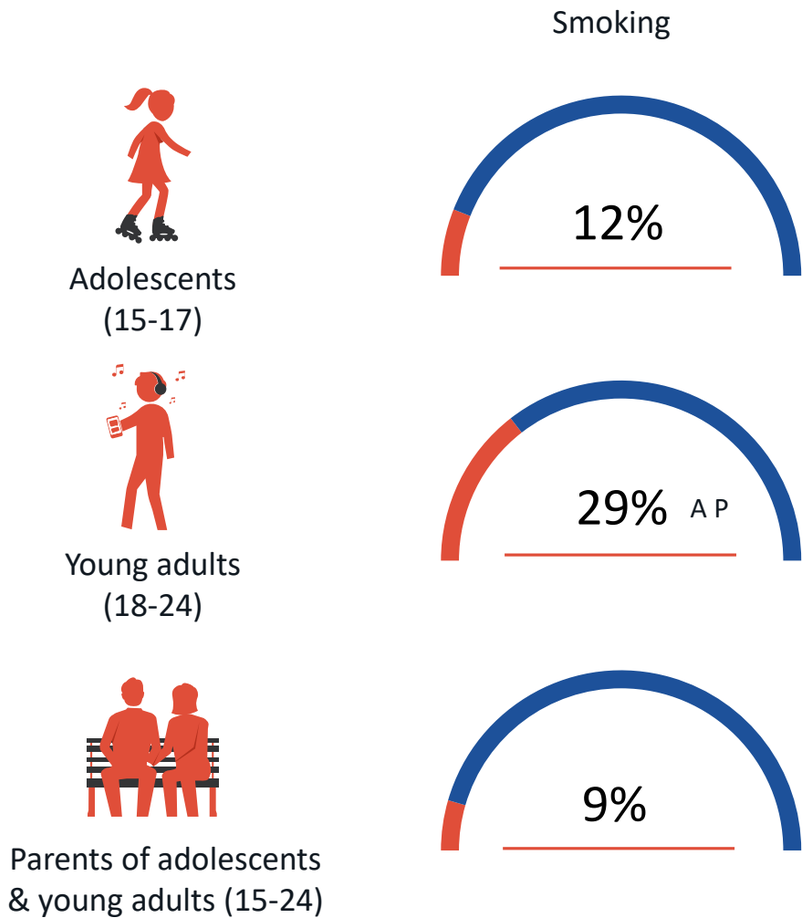
While only around 3 in 10 young adults and around 1 in 10 adolescents and parents associate smoking with a higher than average risk of contracting meningitis

Association of smoking 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=180); Young Adults (18-24)(n=192); Parents of adolescents & young adults (15-24) (n=264) 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=180); Young Adults (18-24)(n=192); Parents of adolescents & young adults (15-24) (n=264) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)

Meningococcal meningitis vaccination

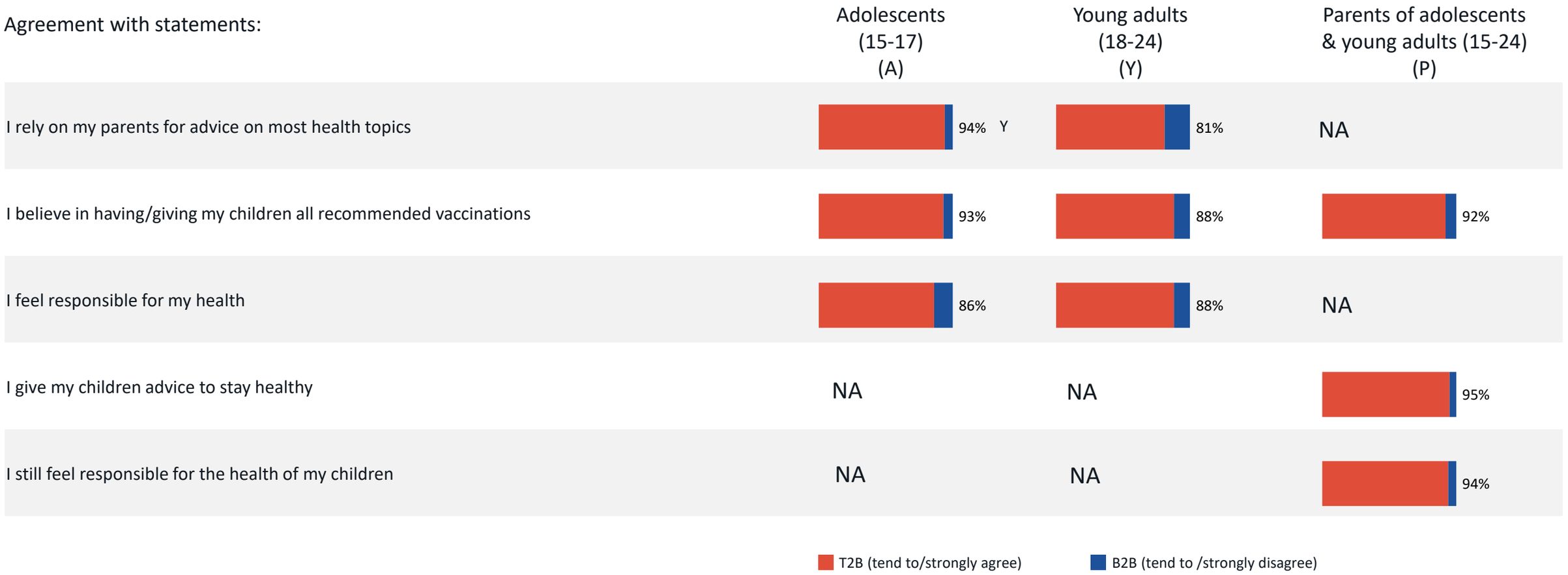
Belief in vaccinations is high in Portugal with around 9 in 10 adolescents (93%), young adults (88%) and parents (92%) stating that they believe in having/giving their children all recommendation vaccines

- A significantly greater proportion of adolescents and parents *strongly* believe in having all recommended vaccinations, compared to young adults (86%, 82% vs 67%)

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=250) , Young adults (18-24) (n=300) , 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)

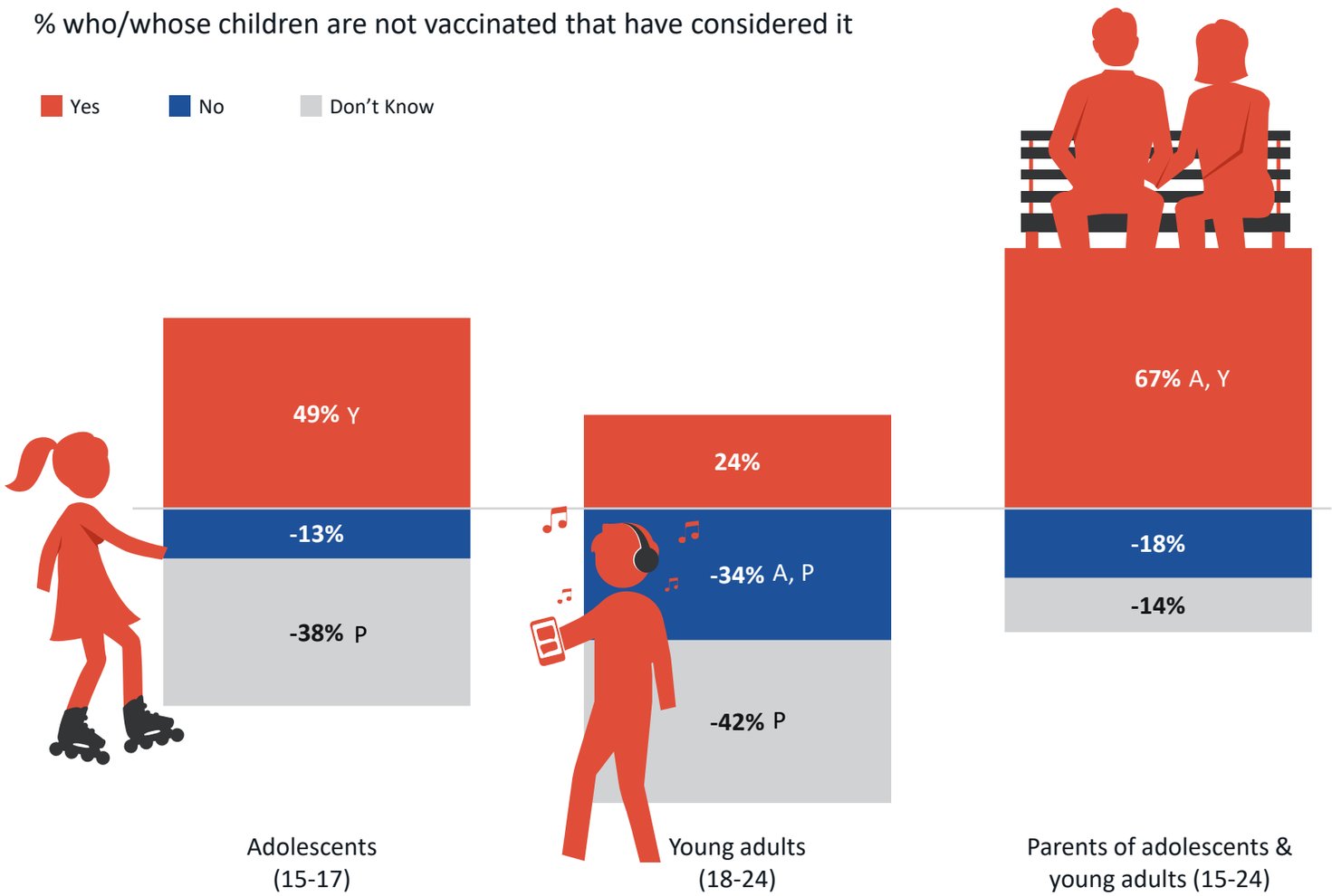
Most people feel responsible for their own or their children's health across the three groups. Almost all adolescents (94%) rely on their parents for health advice



Q23. To what extent do you agree or disagree with each of the following statements? Base: All Respondents: Adolescents (15-17) (n=250) , Young adults (18-24) (n=300) , 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)

While two thirds of parents and half of adolescents, aware of meningococcal meningitis, say that they have considered the vaccine for themselves/ their children, only one quarter of young adults have

- Female parents are significantly more likely to have considered the vaccination for their children than male parents (73% vs 61%)



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=180) , Young adults (18-24) (n=192) , Parents of adolescents & young adults (15-24) (n=264) A, Y, P = statistically significant difference between groups at 95% CI (A=adolescents, Y=young adults, P=parents)