



EU HPV Consumer Awareness Study

Updated report including Denmark and Sweden - 13 May 2019
(Original report presented by Helen Cox on 04 March 2019)

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GAME CHANGERS



Aims of the study

Nearly all cervical cancers (99.7%) are caused by infection with a high-risk type of HPV. It is the fourth-most frequent cancer in women and has a high mortality rate globally, according to the world health organisation (WHO). In addition, HPV infections are responsible for a range of non-cervical diseases in both men and women, that have serious morbidity and contribute to a substantial healthcare burden

In recognition of the upcoming HPV awareness week (4th march 2019), MSD commissioned Ipsos healthcare to conduct a large survey with people in Europe on their level of knowledge on HPV infections and related diseases

The study sought to establish a clear understanding of current levels of awareness and knowledge about HPV and attitudes towards HPV



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Levels of awareness of HPV

UNDERSTANDING



Understanding level of risk
of infection of HPV for males
and females

FINAL THOUGHTS



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Methodology & Sample

Sample	
 Austria	1000
 Belgium	1000
 Denmark	1000
 France	2000
 Germany	2000
 Greece	1000
 Italy	2000
 Portugal	1000
 Spain	2000
 Sweden	1000
 Switzerland	1000
 UK	2000
Total	17,000

Sample: A sample of countries from Northern and Southern Europe where HPV vaccine is recommended have been selected to be included in the study



Methodology: A ten minute online survey

On behalf of MSD, Ipsos interviewed a representative quota sample of **17,000 adults across Europe aged 16 to 60 years**. Surveys were conducted online between **7th January and 25th February 2019**.

The sample obtained is based on quotas in terms of gender, age, region and working status at a country level and survey data were subsequently weighted to the known population proportions of this audience.

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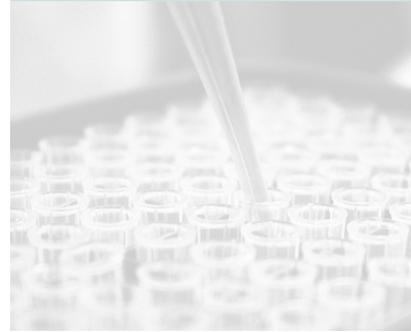
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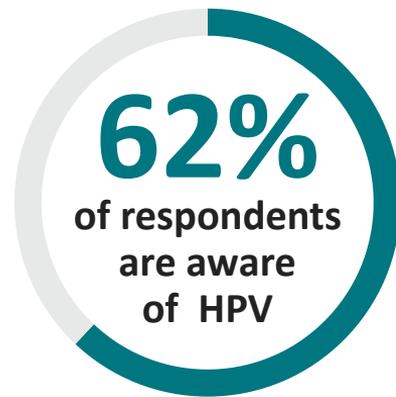
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Are you aware of HPV?

Less than two-thirds of respondents are aware of HPV, meaning just over a third are not aware of HPV



Female



Female (27-45 years)



Male

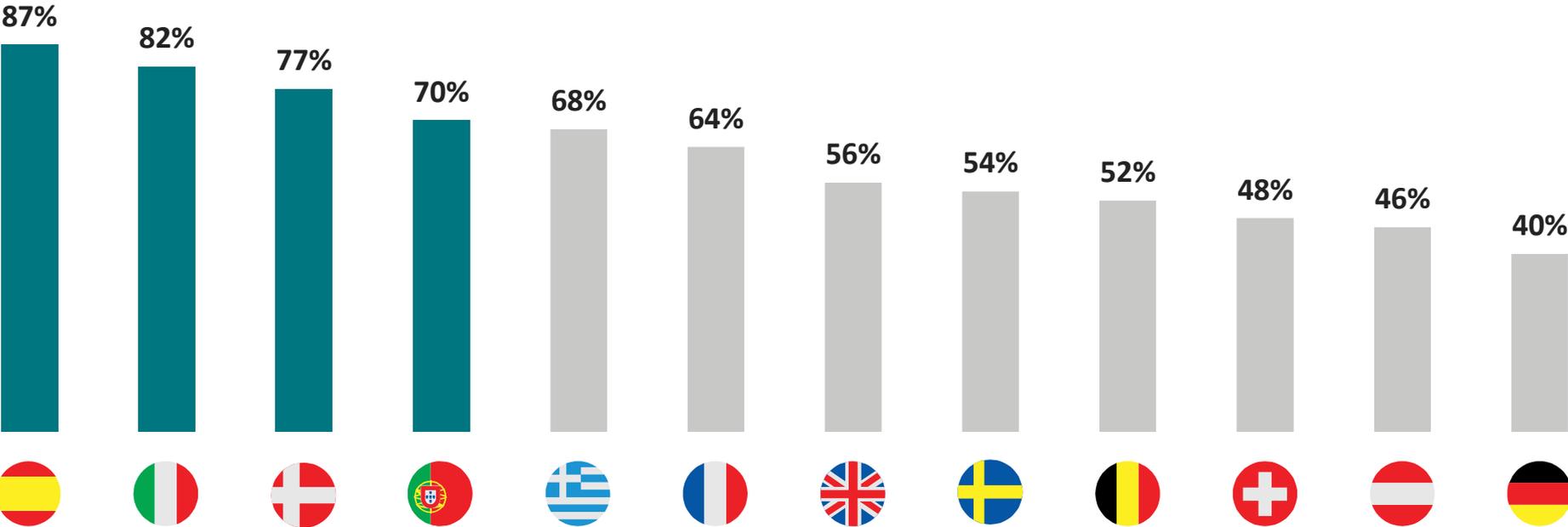


Greater awareness among millennials (those aged 24-39) than other generations: **66%**

Q2a. Are you aware of HPV (the human papillomavirus)?
Base: all respondents (n=17000)

A wide variation of HPV awareness by country exists

Respondents in Denmark, Italy, Portugal and Spain show higher levels of awareness



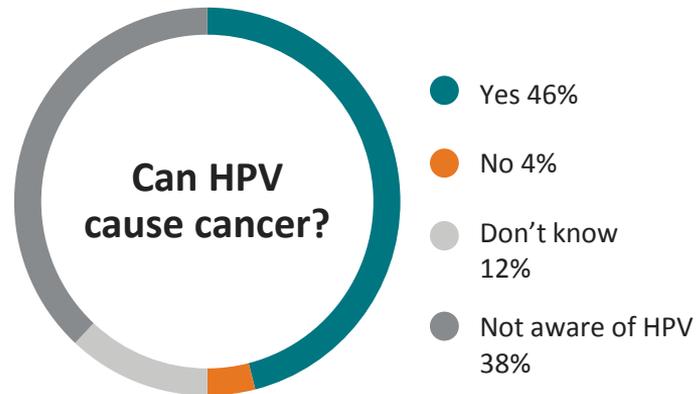
Q2a. Are you aware of HPV (the human papillomavirus)?
Base: all respondents (n= 17000)

Can HPV cause cancer?

Less than half of respondents are aware of the link of HPV to cancer



Q3. To your knowledge, can HPV cause cancer in some people?
Base: all respondents (n= 17000)



Female

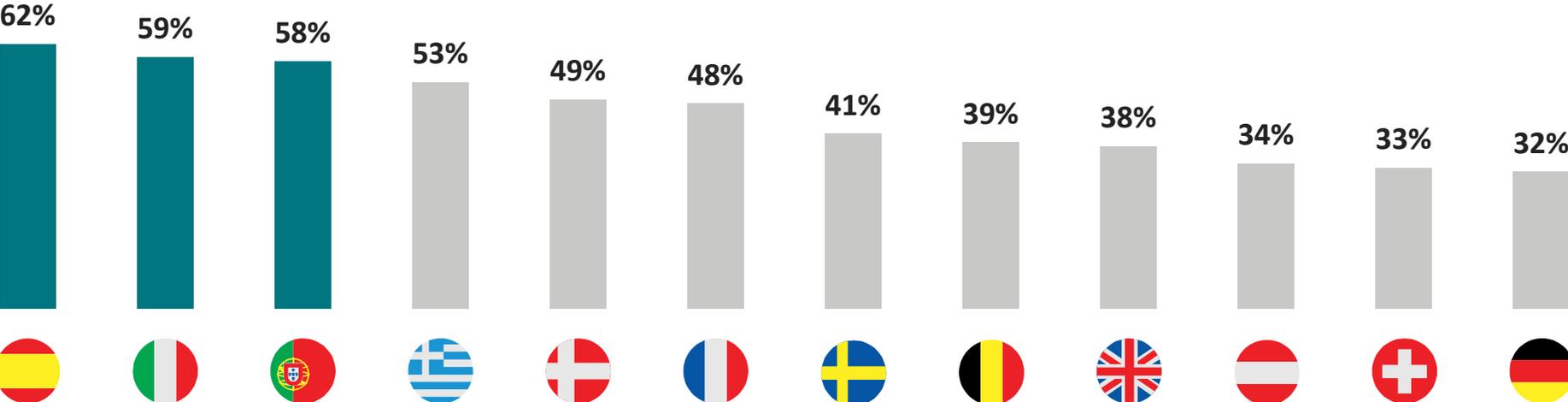


Male



Greater awareness of the link to cancer among females than males

Respondents in Italy, Portugal and Spain show higher levels of awareness of HPV's link to cancer



Q3. To your knowledge, can HPV cause cancer in some people?
Base: all respondents (n= 17000)

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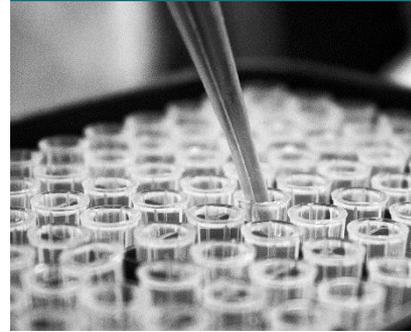
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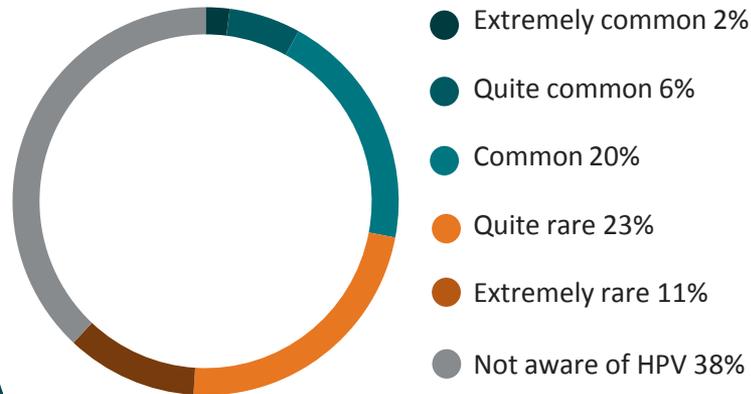
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How common is HPV?

In addition to those not aware of HPV, 1 in 3 respondents believe that HPV infection is rare when, in fact, over 75% will be infected at some point in their life



Female



Male



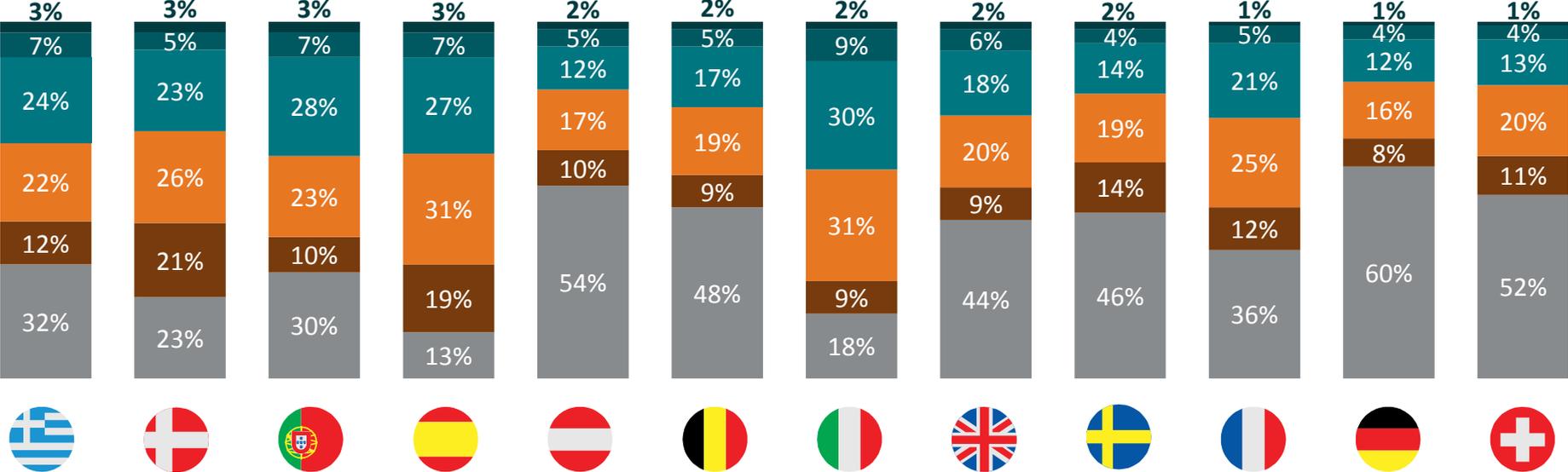
Females are more likely to believe it is quite or extremely common, although still only 1 in 10

Xx% of the population will be infected in their lifetime:
Extremely rare <25%, Quite rare 25% - 44%, Common 45% - 54%,
Quite common 55% - 75%, Extremely common >75%

Q5. How common do you believe HPV is in [INSERT COUNTRY]?
Base: all respondents (n= 17000)

Across all countries, very few respondents understand HPV infection to be extremely common

(i.e. over 75% of the population will be infected)

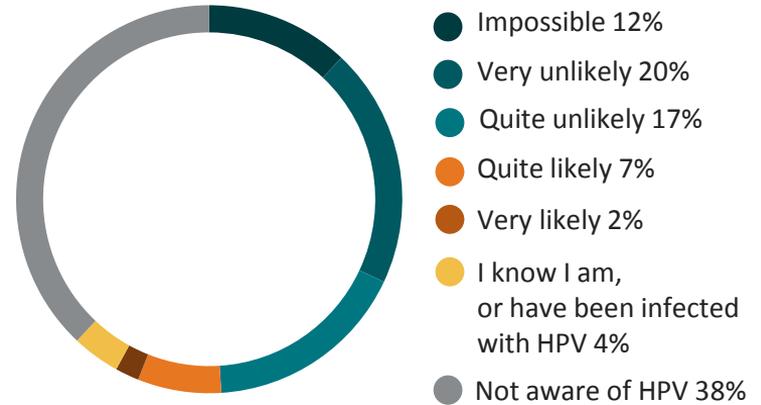


Q5. How common do you believe HPV is in [INSERT COUNTRY]?
Base: all respondents (n= 17000)

- Extremely common
- Quite common
- Commo
- Quite rare
- Extremely rare
- Not aware of HPV

Have you been infected with HPV?

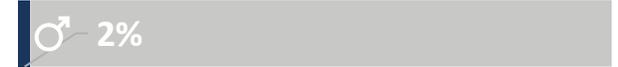
Although it is a common virus among men and women, around half of respondents think it is impossible or unlikely they have been infected with HPV



Female



Male

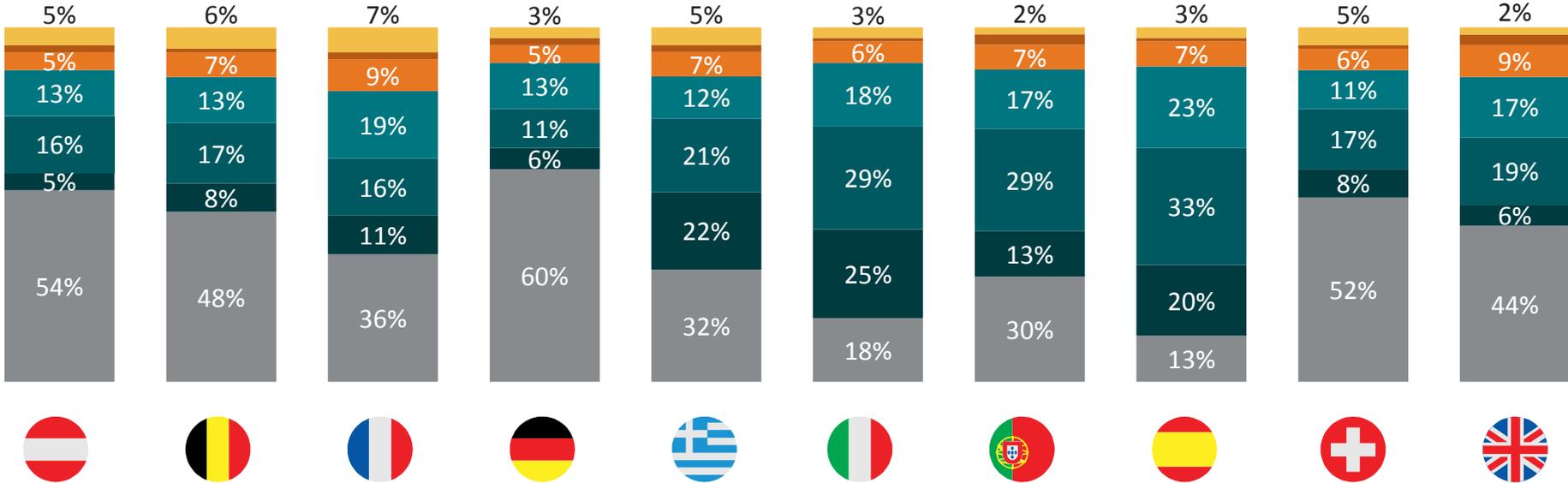


A similar low level of both males and females believe it is 'very likely' they have been infected with HPV

Q6. How likely is it that you are, or have ever been infected with HPV?

Base: all respondents (n= 15000*)

Very few respondents in all countries believe it is likely they have been infected with HPV



Q6. How likely is it that you are, or have ever been infected with HPV?
 Base: all respondents (n= 15000*)

- Not aware of HPV 38%
- Impossible 12%
- Very unlikely 20%
- Quite unlikely 17%
- Quite likely 7%
- Very likely 2%
- I know I am, or have been infected with HPV 4%

*Question not asked in Denmark or Sweden

Who is more at risk of HPV?

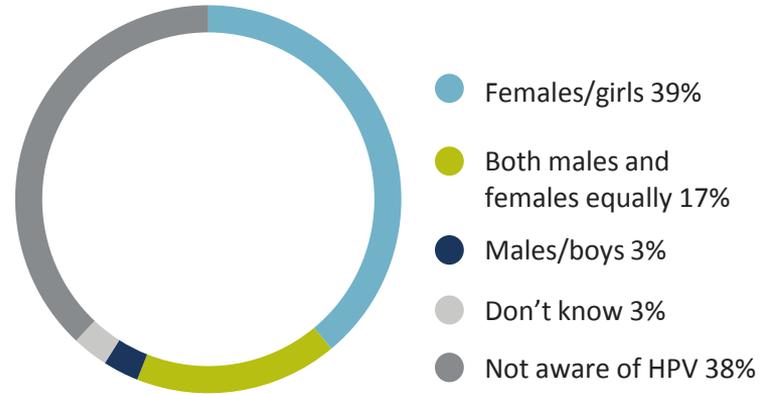
A low level of respondents believe both males and females are equally at risk of contracting HPV, again highlighting a lack of understanding



Q9. In terms of gender, who do you think is more at risk of HPV?

Base: all respondents (n= 17000)

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Female

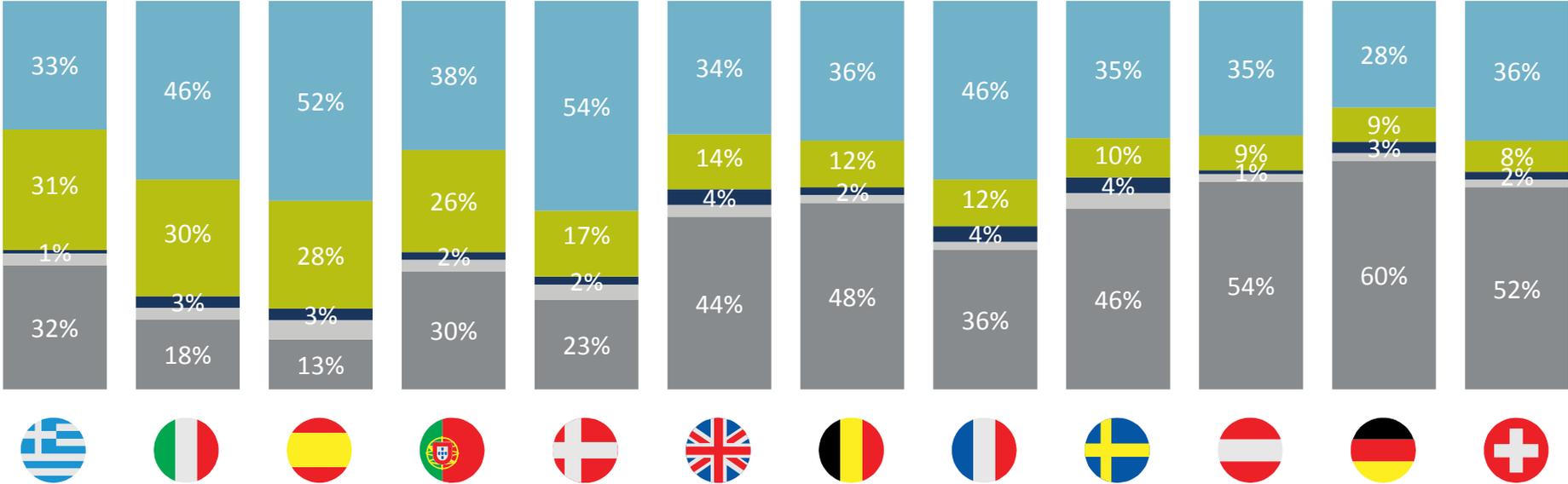


Male



Males and females are (un)likely to believe that both males and females are equally at risk of contracting HPV

Austria, Germany and Switzerland, where free HPV vaccination is offered to boys, still have low level understanding of importance of vaccinating both



Q9. In terms of gender, who do you think is more at risk of HPV?
Base: all respondents (n= 17000)

- Females/girls
- Both males and females equally
- Males/boys
- Don't know
- Not aware of HPV

HPV can cause cancer in males.

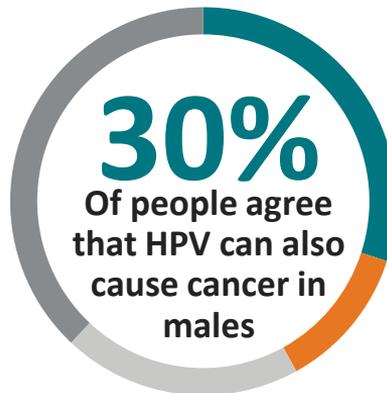
Agree/Disagree?

In addition, less than 1 in 3 respondents agree that HPV can cause cancer in males



Q13. Thinking of the following statements, how strongly do you agree or disagree?

Base: all respondents (n= 17000)



● Agree* 30%
*agree strongly or agree slightly

● Disagree* 12%
*disagree strongly or disagree slightly

● Don't know 20%

● Not aware of HPV 38%

Female



Male



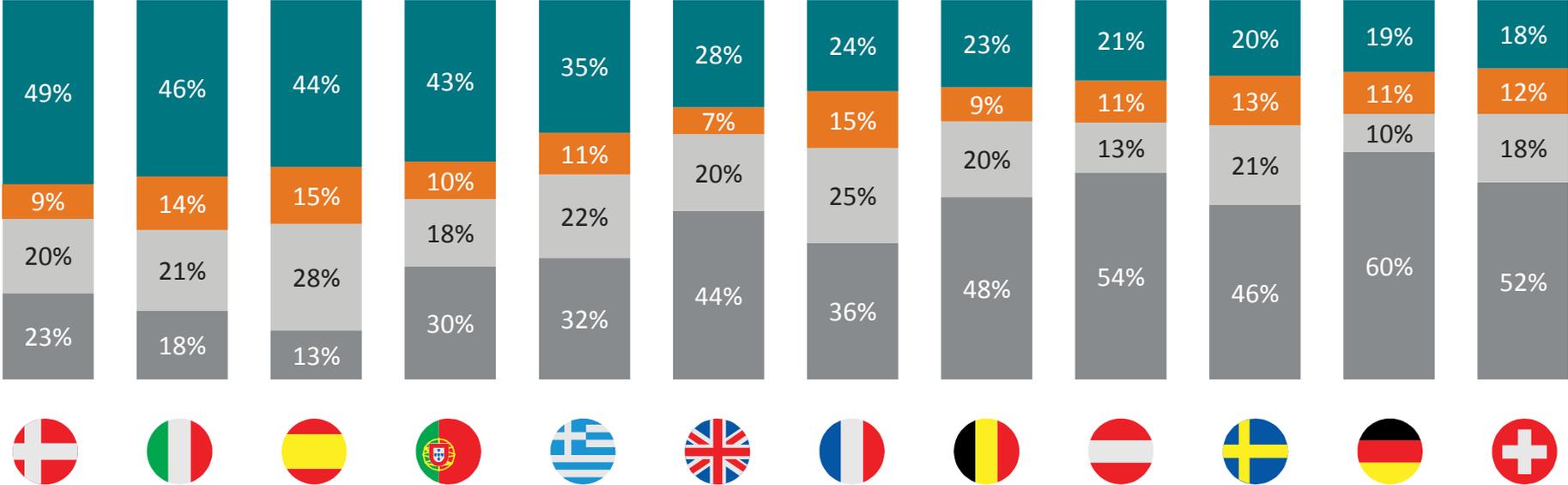
Despite having greater awareness of HPV, females are more likely to not know that HPV can cause cancer in males

Younger respondents (16-39) are more likely to be aware of this:

Gen Z and Millennials: **30%** and **34%**

Gen X and Baby Boomers: **29%** and **26%**

Denmark, Italy, Portugal and Spain are most aware of HPV and that HPV can also cause cancer in males



Q13. Thinking of the following statements, how strongly do you agree or disagree?
 Base: all respondents (n= 17000)

- Teal circle: Agree
- Orange circle: Disagree
- Light grey circle: Don't know
- Dark grey circle: Not aware of HPV

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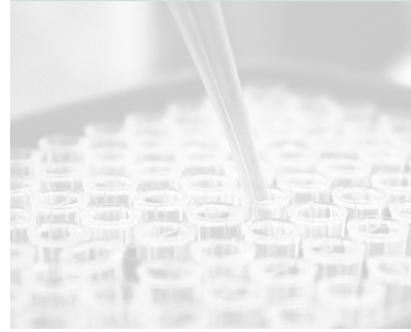
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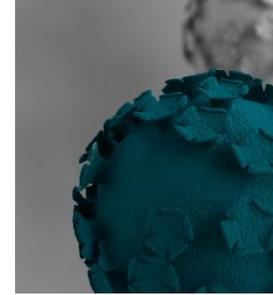
Key findings



62% of respondents are aware of HPV, meaning more than a third have not heard of HPV



Less than a half (46%) of respondents are aware of the link of HPV to cancer



In addition to those not aware of HPV, 1 in 3 (34%) respondents believe that HPV infection is rare when, in fact, over 75% will be infected at some point in their life



Although it is a common virus amongst men and women, around a half of respondents (49%) think it is impossible or unlikely they have been infected with HPV



A low level of respondents (17%) believe both males and females are equally at risk of contracting HPV, again highlighting a lack of understanding



In addition, less than 1 in 3 respondents (30%) agree that HPV can cause cancer in males

Final thoughts

What are current levels of awareness and understanding of risks of HPV?

There is a considerable lack of awareness of HPV in some European countries highlighting further need for education

Despite the commonality of the virus, there is a universal perception that it is rare and individuals are unlikely to contract the virus. This is likely driven by the fact that many people will not know they have the virus

Girls are seen as most at risk. However, there is some understanding and support that boys should be vaccinated too. This support is irrespective of whether a country already has a national vaccination programme including boys



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THANK YOU

Thank you