



EU HPV Consumer Awareness Study

Presented by Helen Cox
04 March 2019

This study was funded by MSD (a trade name of Merck & Co. Inc with its headquarters in Kenilworth, NJ, USA) and was independently carried out by Ipsos MORI

© 2019 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

GAME CHANGERS



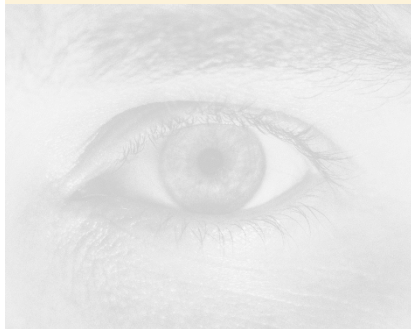
Contents

INTRODUCTION



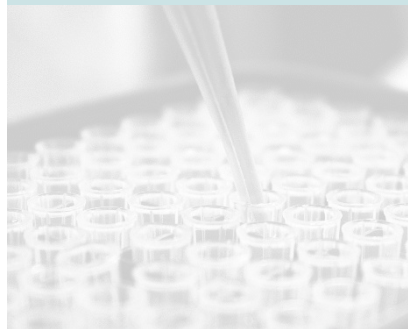
Introduction to the research:
methodology and sample

AWARENESS



Levels of awareness of HPV

UNDERSTANDING



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

FINAL THOUGHTS



Summary of contents

Methodology & Sample

		Sample
	Austria	1000
	Belgium	1000
	France	2000
	Germany	2000
	Greece	1000
	Italy	2000
	Portugal	1000
	Spain	2000
	Switzerland	1000
	UK	2000
Total		15,000

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

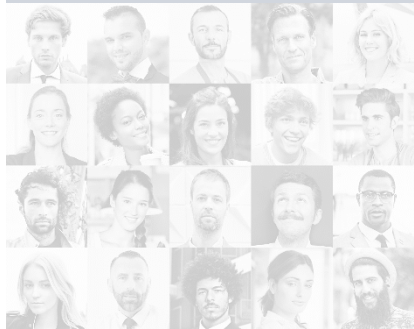


Methodology: A ten minute online survey

On behalf of MSD, Ipsos interviewed a representative quota sample of **15,000 adults across Europe aged 16 to 60 years**. Surveys were conducted online between **7th and 21st January 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.

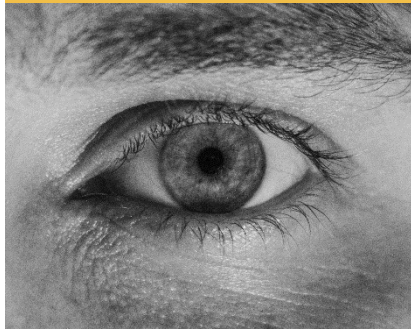
Contents

INTRODUCTION



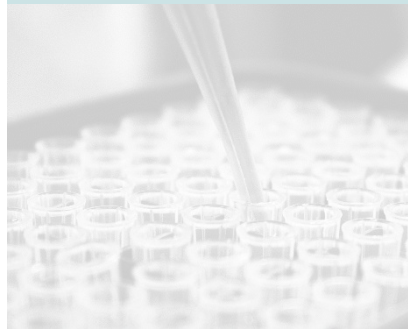
Introduction to the research:
methodology and sample

AWARENESS



Levels of awareness of HPV

UNDERSTANDING



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

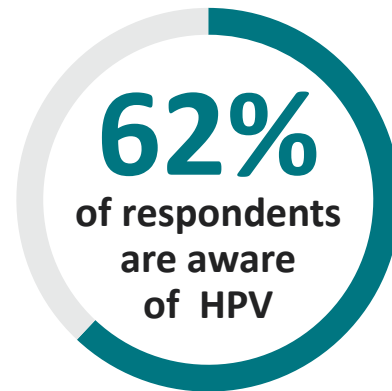
FINAL THOUGHTS



Summary of contents

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



72%

Male



53%

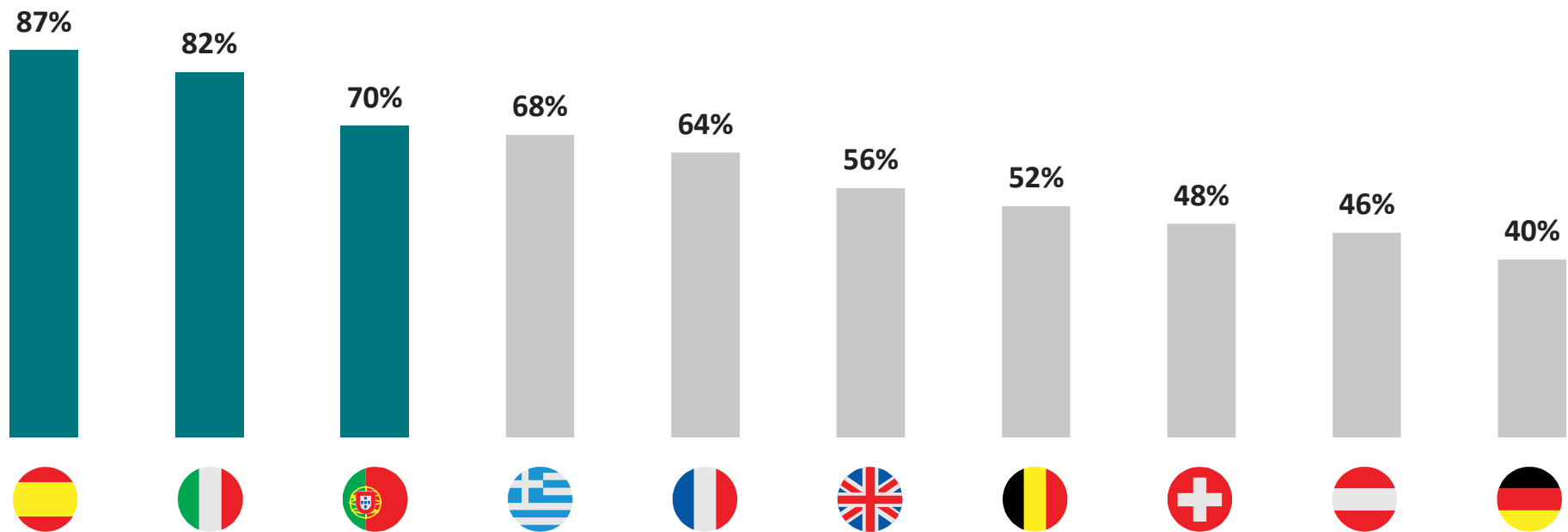
Greater awareness among millennials (those aged 24-39) than other generations: **66%**

Q2a. Are you aware of HPV (the human papillomavirus)?

Base: all respondents (n=15000)

A wide variation of HPV awareness by country exists

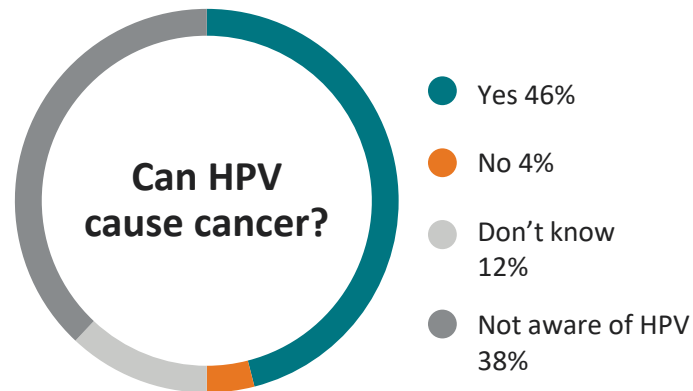
Respondents in Spain, Italy and Portugal show higher levels of awareness



Q2a. Are you aware of HPV (the human papillomavirus)?
Base: all respondents (n= 15000)

Can HPV cause cancer?

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



Female



55%

Male



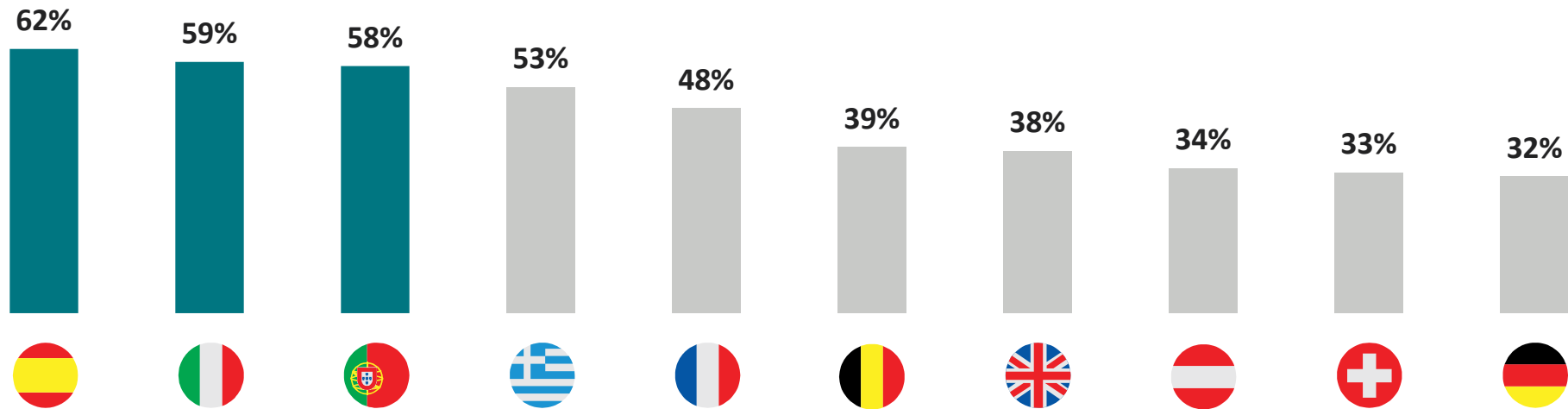
37%

Greater awareness of the link to cancer among females than males

Q3. To your knowledge, can HPV cause cancer in some people?

Base: all respondents (n= 15000)

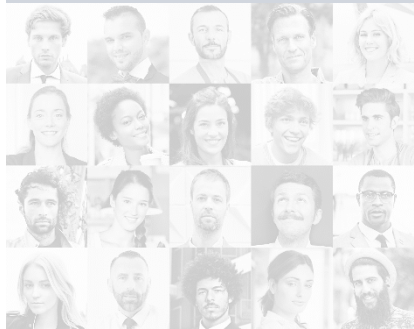
Again respondents in Spain, Italy and Portugal show higher levels of awareness of HPV's link to cancer



Q3. To your knowledge, can HPV cause cancer in some people?
Base: all respondents (n= 15000)

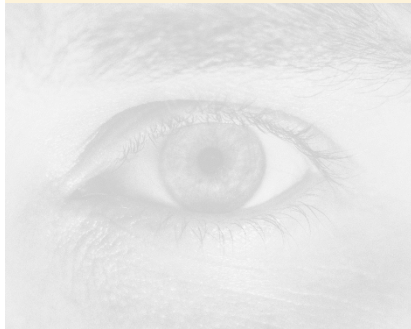
Contents

INTRODUCTION



Introduction to the research:
methodology and sample

AWARENESS



Levels of awareness of HPV

UNDERSTANDING



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

FINAL THOUGHTS



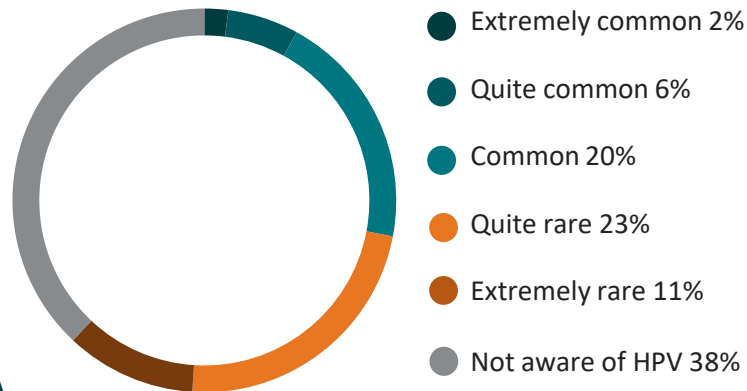
Summary of contents

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

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= 15000)



Female



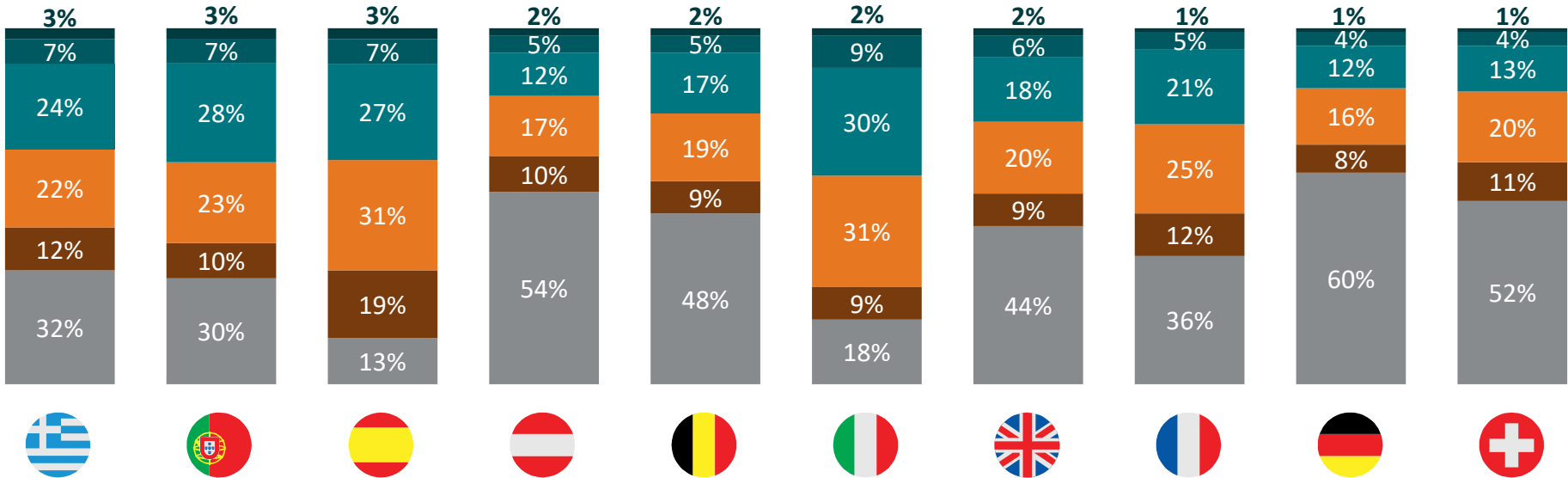
Male



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

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

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

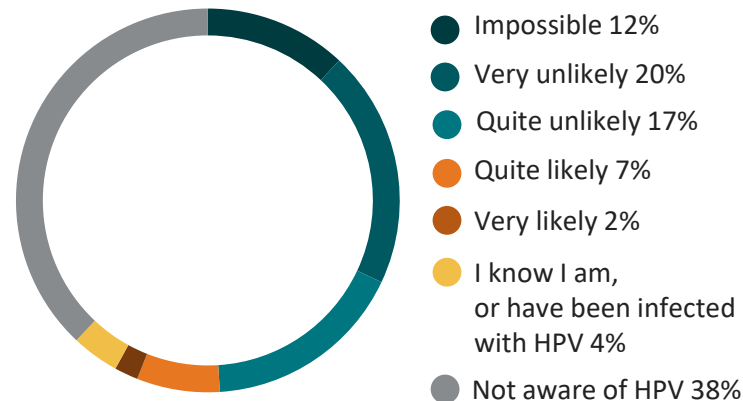


Q5. How common do you believe HPV is in [INSERT COUNTRY]?
Base: all respondents (n= 15000)

- Extremely common
- Quite common
- Common
- 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

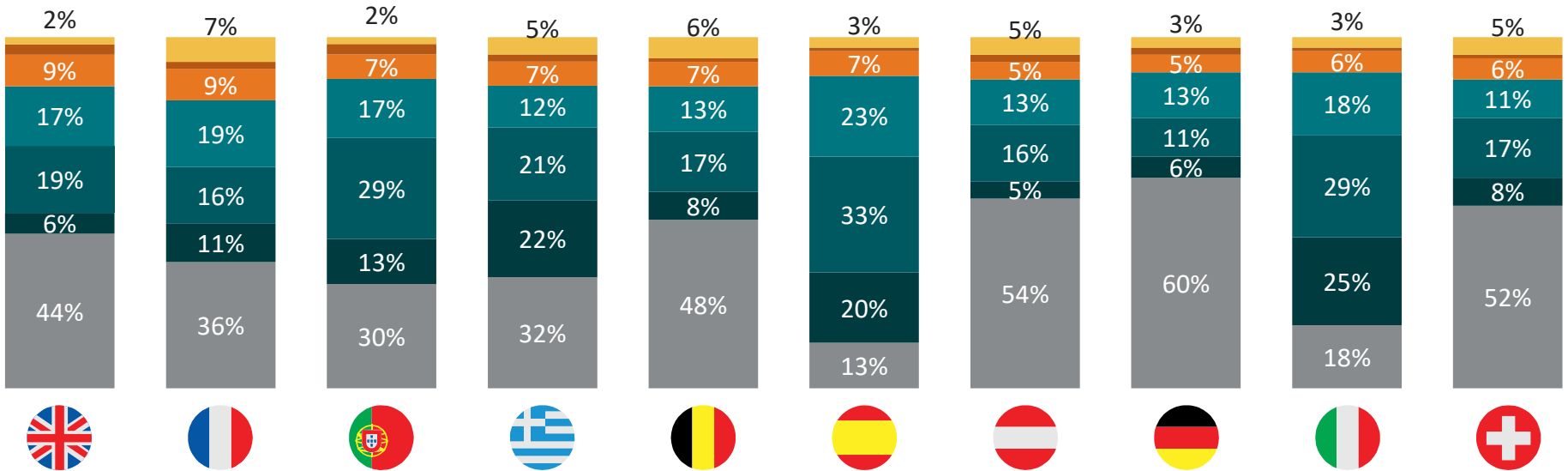


A similar low level of both males and females believe it is 'very likely' they have been infected with HPV

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

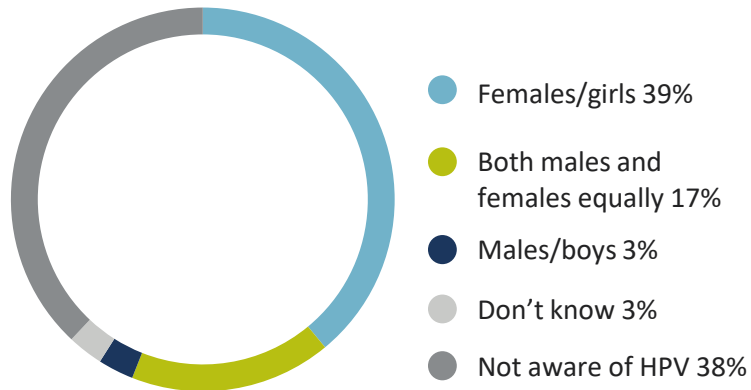


Q6. How likely is it that you are, or have ever been infected with HPV?
Base: all respondents (n= 15000)

- 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%

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



Female



Male

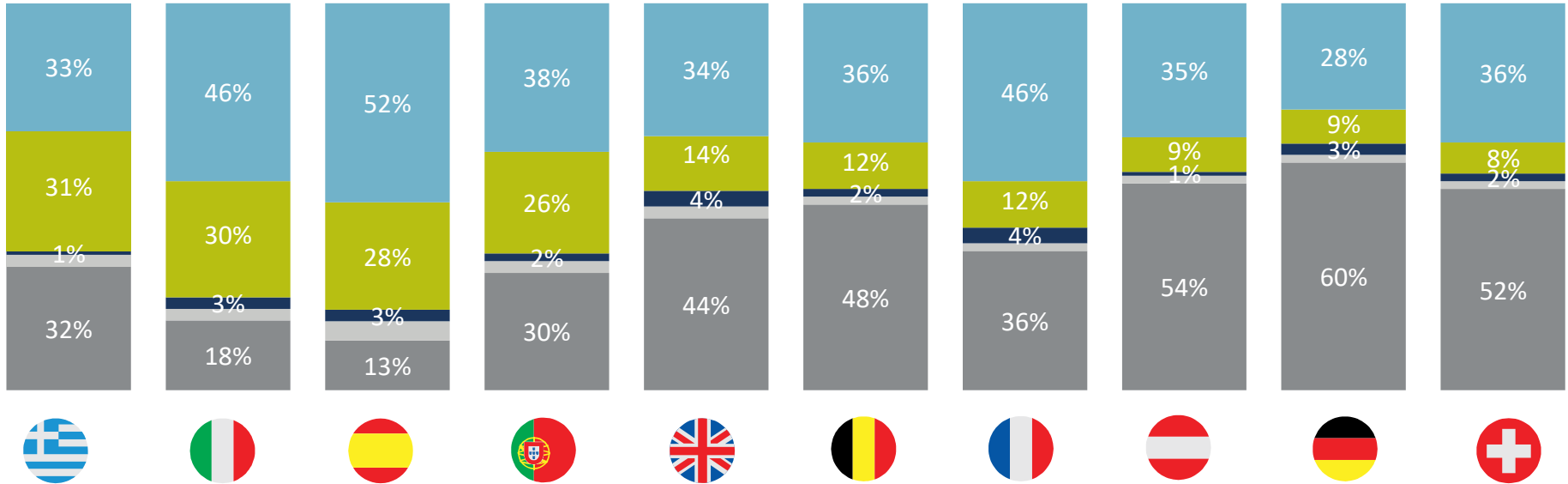


Males and females are (un)likely to believe that both males and females are equally at risk of contracting HPV

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

Base: all respondents (n= 15000)

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



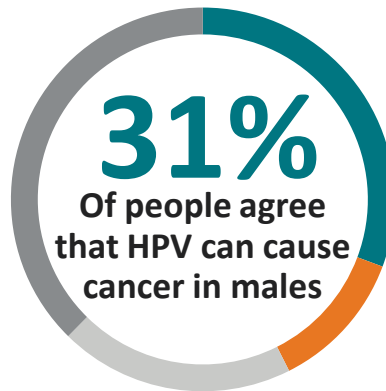
Q9. In terms of gender, who do you think is more at risk of HPV?
Base: all respondents (n= 15000)

- 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, only 1 in 3 respondents agree that HPV can cause cancer in males



● Agree* 31%
*agree strongly or agree slightly

● Disagree* 12%
*disagree strongly or disagree slightly

● Don't know 20%

● Not aware of HPV 38%

Female

♀ 26%

Male

♂ 13%

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:

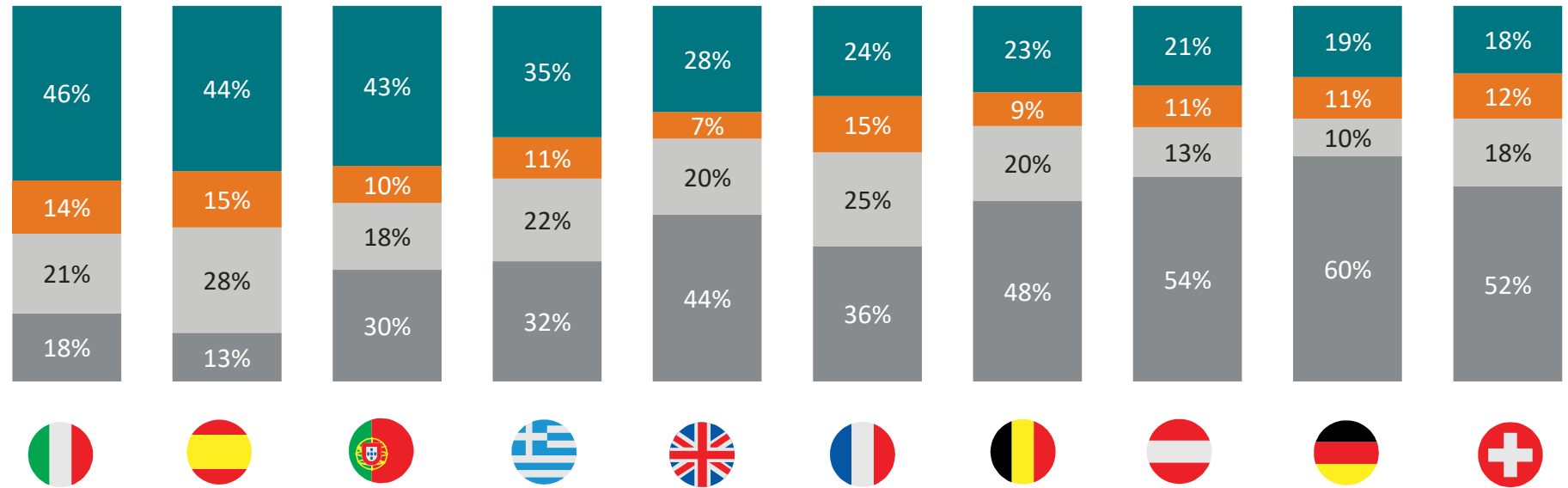
Gen Z and Millennials: **31%** and **35%**

Gen X and Baby Boomers: **28%** and **26%**

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

Base: all respondents (n= 15000)

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

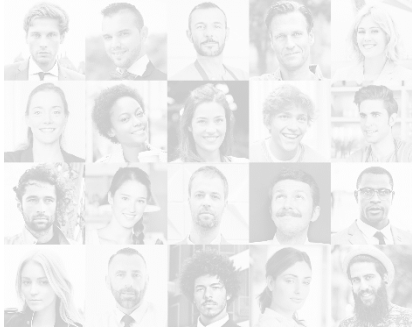


Q13. Thinking of the following statements, how strongly do you agree or disagree?
Base: all respondents (n= 15000)

Agree
Disagree
Don't know
Not aware of HPV

Contents

INTRODUCTION



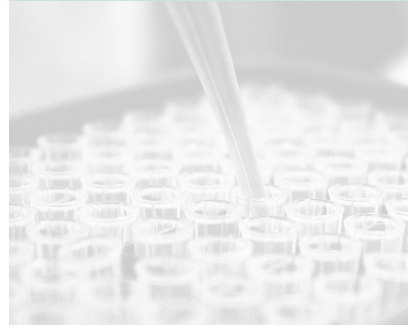
Introduction to the research:
methodology and sample

AWARENESS



Levels of awareness of HPV

UNDERSTANDING



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

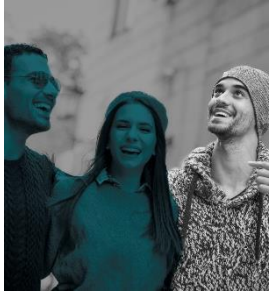
FINAL THOUGHTS



Summary of contents

Final thoughts

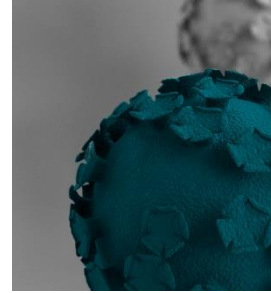
Key findings



- 62% of respondents are aware 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



- 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



- Only 1 in 3 respondents (31%) agree that HPV can cause cancer in males

Final thoughts

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

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



Contacts



Helen Cox

Senior Director Ipsos Healthcare

✉ helen.cox@ipsos.com



Emma Middleton

Director Ipsos Healthcare

✉ emma.middleton@ipsos.com

THANK YOU

Thank you