

Research Results

MSD Roundtable, European
Week Against Cancer

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24th May 2022



Executive summary

Up-to-date data on HPV awareness and how information on vaccines during the pandemic impacted adult perceptions and behaviours in relation to childhood vaccinations.

Screening criteria

- General population survey with respondents aged at least 18 years old
- Must be a parent or legal guardian to at least one child aged under 21 years of age
- Must report they are the sole or joint decision- maker concerning their child's vaccinations

Quotas were set for age within gender and region to ensure each country's sample is nationally representative.

In this report we compare the data to a 2019 study.*

*In order to allow us to compare the data with 2019, data you will see in the following report is based on sample of parents with children aged under 21 years of age and in the markets included in the 2022 study (Austria, France, Germany, Italy, Portugal, Sweden).



5 minute online interviews



Fieldwork

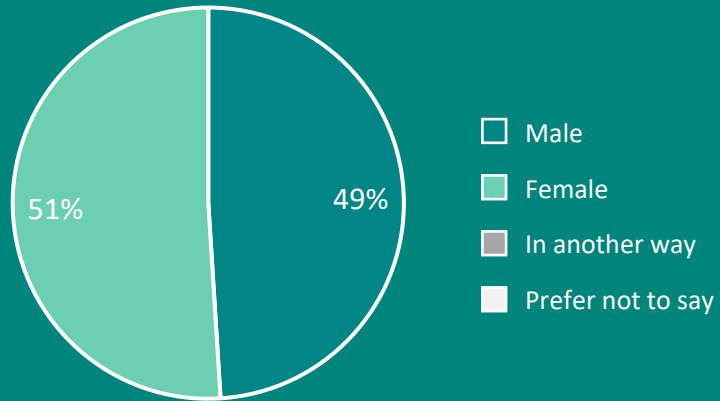
28th March - 7th April 2022

Sample

	Germany	1,270
	France	1,334
	Italy	1,132
	Austria	600
	Portugal	680
	Romania	388
	Sweden	1332
	Slovenia	375
TOTAL		7,111

Parent Demographics

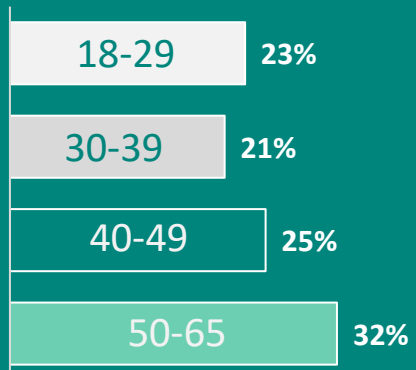
Gender



Average number of children

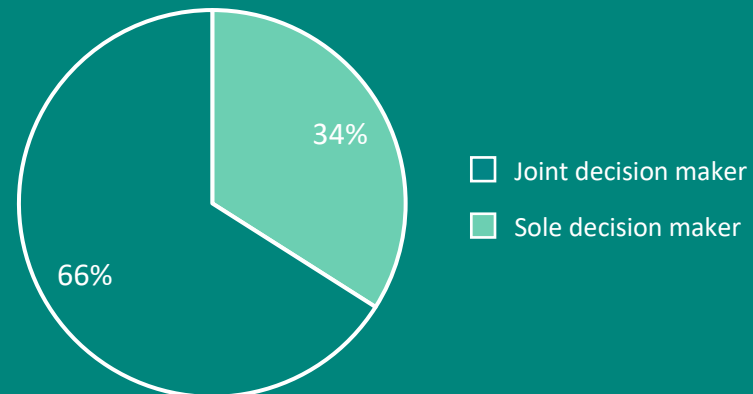


Average Age

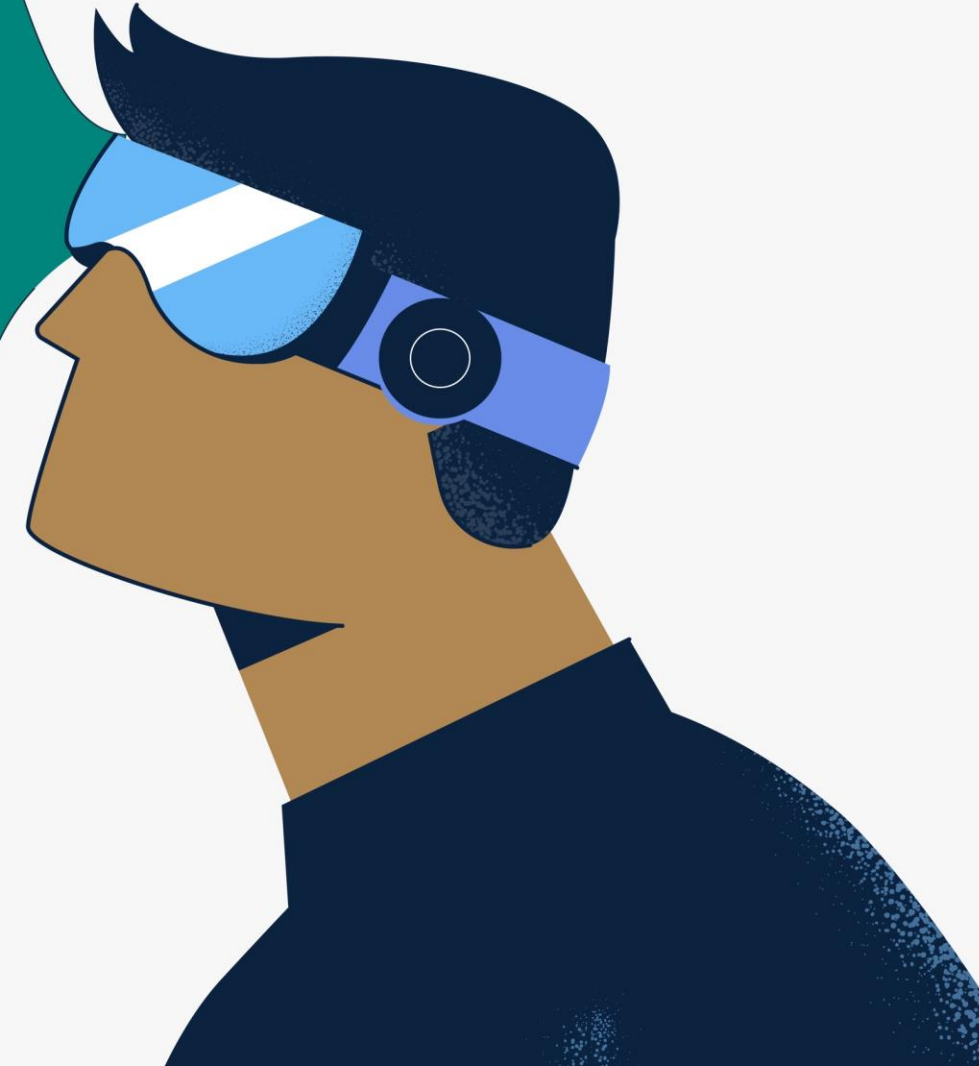


Average age:
35 years old

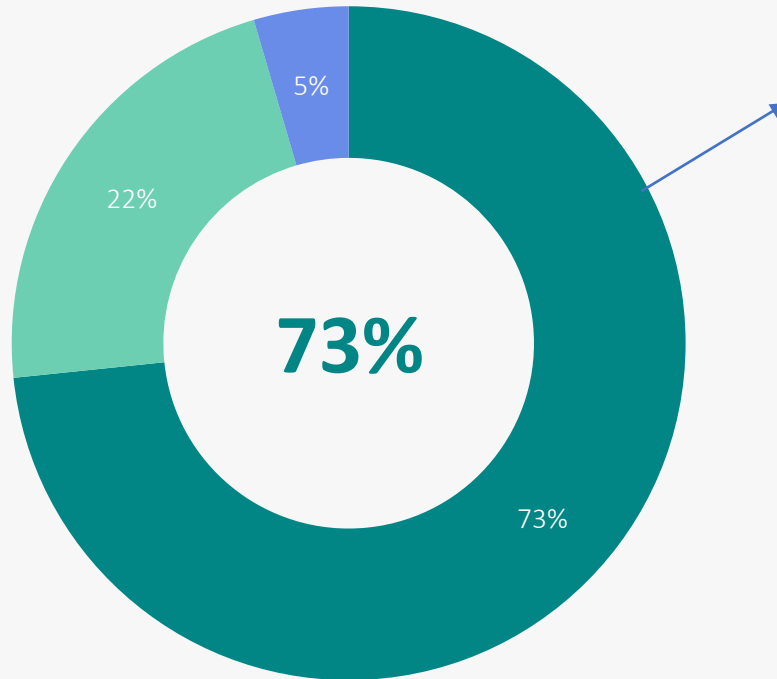
Decision making status for vaccines



Main Findings



Awareness of HPV amongst parents



- Yes - I am aware of HPV (the human papillomavirus)
- No - I am not aware of HPV (the human papillomavirus)
- Don't know

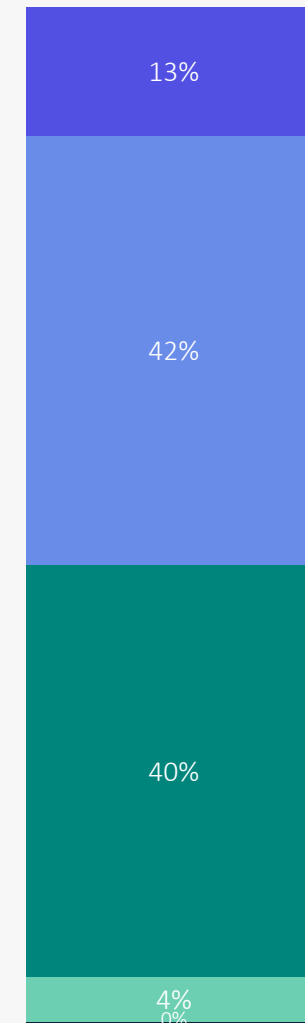
3 in 4 parents responded that they are aware of HPV

Over a quarter of parents from across Europe said they are unaware of HPV

Females and parents in France (79%) and Italy (85%) are significantly more likely to be aware of HPV

Compared to a similar 2019 study*, proportion of parents aware the HPV has remained stable (69% in 2019 vs. 73% in 2022)

- Very knowledgeable
- Fairly knowledgeable
- Not very knowledgeable
- Not at all knowledgeable
- Don't know

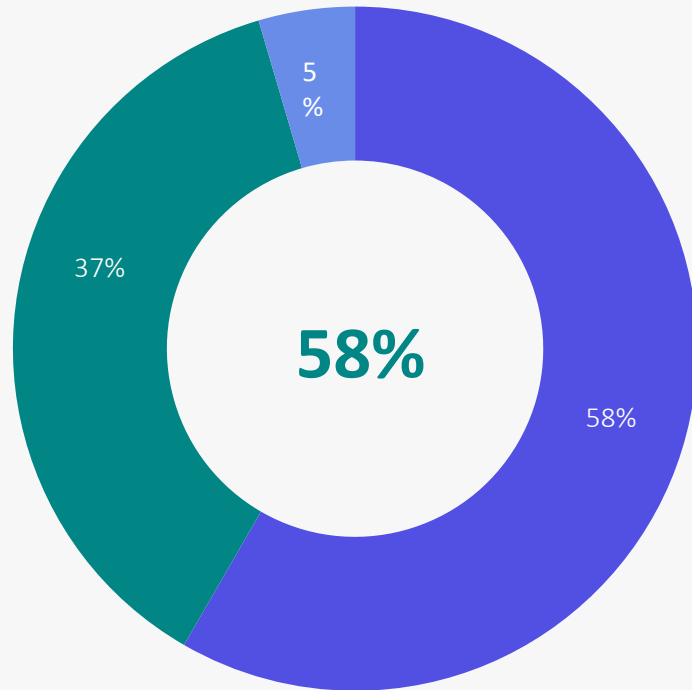


Of those aware (n=5,117)
55%
feel 'knowledgeable'



Q. Are you aware of HPV (the human papillomavirus)?
*Please note 2019 data is based on reduced parent and market overlap sample. These data aren't directly comparable

Awareness of vaccinations that may help prevent some cancers

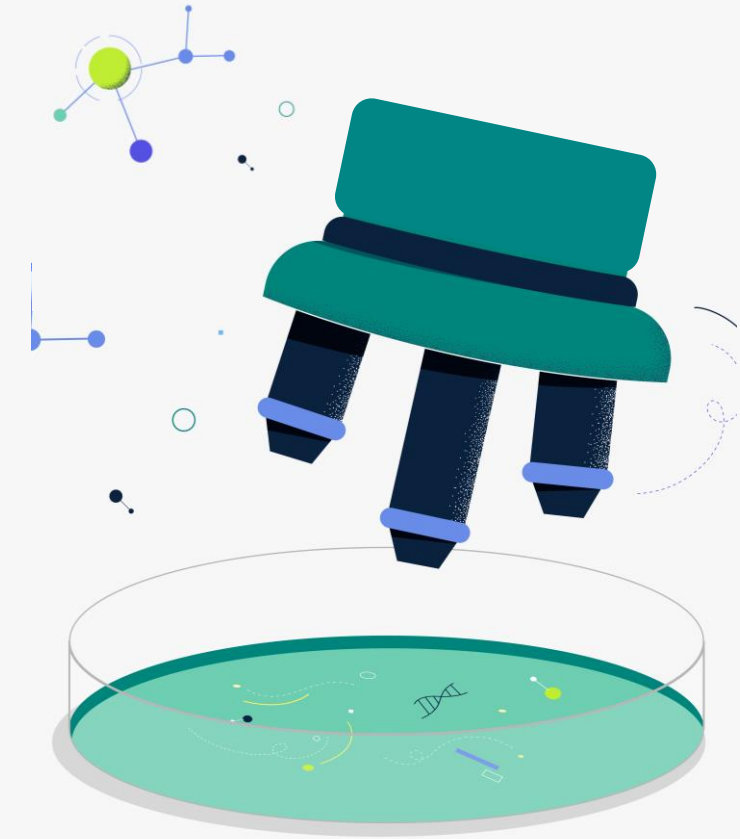


- Yes - I am aware of vaccinations that may help to prevent some types of cancer
- No - I am not aware of vaccinations that may help to prevent some types of cancer
- Don't know

Almost 40% were unaware of vaccinations that may help to prevent some types of cancer, further demonstrating gaps in awareness levels.

Compared to 2019 study*, we see a slight decrease in parents aware of vaccinations that may help to prevent some types of cancers (66% in 2019 vs. 57% in 2022).

Females and parents in Romania (73%) and Germany (67%) are significantly more likely to be aware that vaccinations may help prevent some types of cancer.

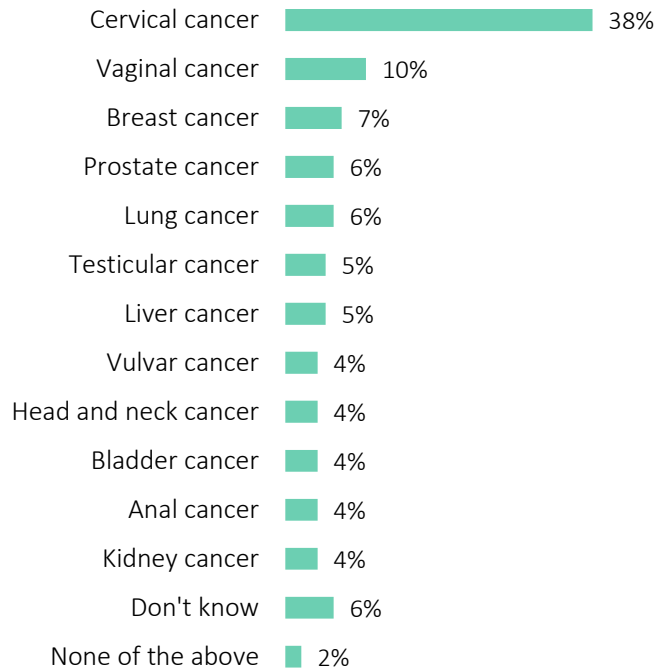


Q. Are you aware of vaccinations that may help to prevent some types of cancer, or not?

*Please note 2019 data is based on reduced parent and market overlap sample. These data aren't directly comparable

Awareness of vaccinations that may help prevent some cancers

Awareness of vaccines preventing cervical cancer is considerably higher than others



Females are significantly more aware, and parents in Italy (22%) significantly less likely to be aware that vaccinations may help to prevent cervical cancer



In 2019 49% were aware vaccinations may help to prevent cervical cancer vs. 37% in 2022*



Q. Are you aware of vaccinations that may help to prevent some types of cancer, or not?

*Please note 2019 data is based on reduced parent and market overlap sample. These data aren't directly comparable

Importance of childhood vaccination

Top 3 reasons among parents who believe it is important for their child to be vaccinated, why it is important

n=6454

- 64%** Vaccinations are necessary to prevent certain diseases
- 55%** Vaccinations are the only way to stop the spread of certain diseases
- 42%** I am always proactive about preventative health for my children

Top 3 reasons among parents who do not believe it is important for their child to be vaccinated, why it is NOT important

n=609

- 50%** I have concerns about vaccine safety for my child/children.
- 29%** Vaccinations are not essential to stop the spread of certain diseases
- 18%** Vaccinations are not necessary to prevent certain diseases

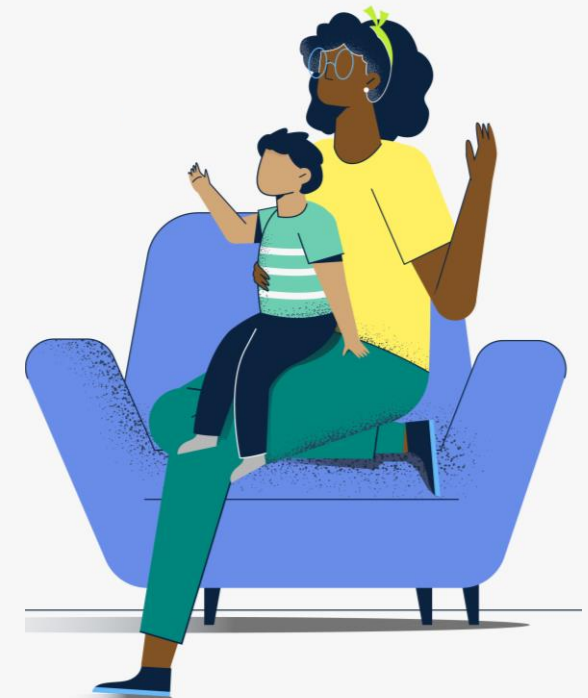


Parents in Germany (70%), Portugal (70%) and Sweden (69%) are significantly more likely to feel it is important as vaccinations are necessary to prevent certain diseases

Q. Not thinking about the COVID-19 vaccination. How important do you believe it is for your child to be vaccinated against other conditions, if at all? Base: All respondents. Total (n=7111)

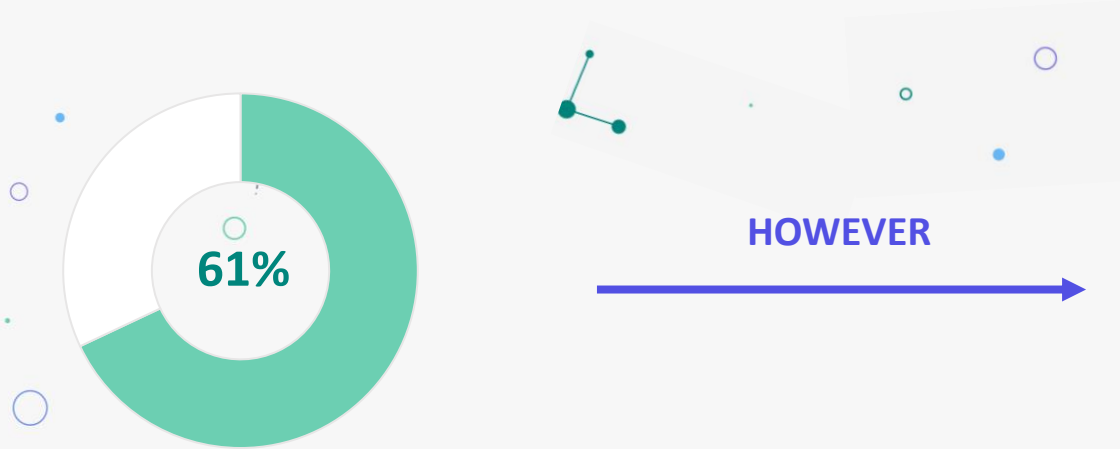
Q. You previously mentioned you believe it is important for your child to be vaccinated. Why is that?(Please select all that apply) Base: All respondents who said it is important for their child to be vaccinated. Total (n=6454)

Q.- You previously mentioned you believe it is not important for your child to be vaccinated. Why is that?(Please select all that apply) Base: All respondents who said it is not important for their child to be vaccinated. Total (n=609)

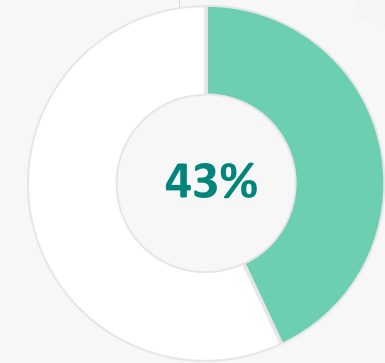
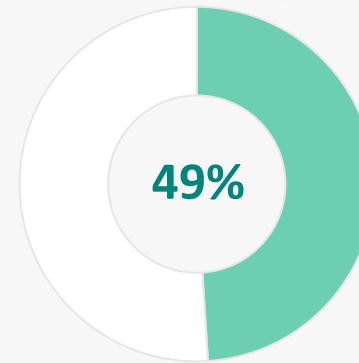


Impact of COVID-19 on parent attitudes to immunisation

Information regarding vaccinations during COVID-19



HOWEVER



Feel more knowledgeable about vaccinations for my child due to COVID-19

There is too much information regarding vaccinations available now due to COVID-19

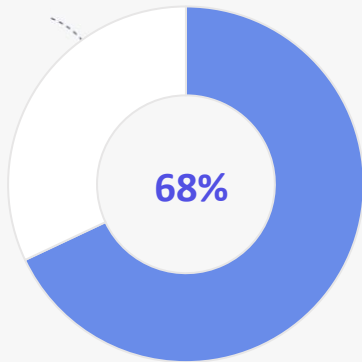
I am overwhelmed by the information regarding vaccinations available due to COVID-19

Males and parents in Italy (82%), Portugal (75%) and Romania (85%) significantly more likely to agree they feel more knowledgeable about childhood vaccinations

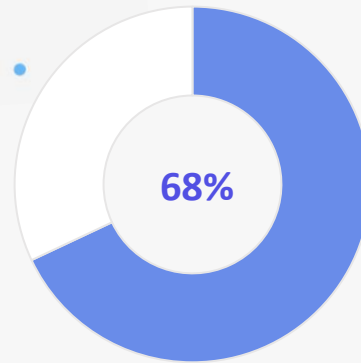
Overall, 14% of parents agree there is too much information but are not overwhelmed. Parents who are aged 18-29, and those in Romania and Slovenia are significantly more likely to agree there is too much information (69% and 65% respectively) and be overwhelmed (57% and 67% respectively)

Impact of COVID-19 on vaccine perceptions

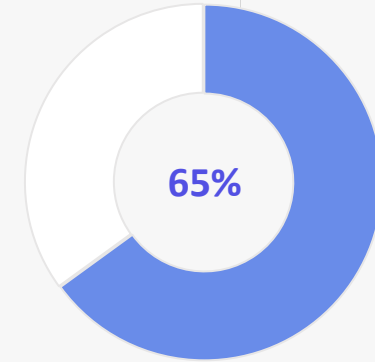
Following the pandemic, 2 in 3 parents are now more likely to ensure their child has a vaccination for conditions other than COVID-19



Are now more likely to ensure their child has a vaccination for conditions other than COVID-19



Now feel their child being vaccinated for conditions other than COVID-19 is more important



Are now more likely to proactively ask a doctor about vaccines for diseases other than COVID-19 for their child



Males and parents in Italy (92%), Portugal (90%) and Romania (96%) are significantly more likely to agree with all statements

Understanding and awareness of HPV

- Research shows relatively positive results in terms of increased awareness levels of HPV among parents across Europe but there is still more work to be done.
- Even though most sexually active men and women will become infected with a form of HPV at some stage in their lifetime, over a quarter of parents surveyed said they are not aware of HPV.
- While **79%** said they were aware HPV can cause cancer, just under half (**48%**) of parents agreed that HPV can cause cancer in **both** men and women, emphasising the low levels of understanding in some areas.

Impact of COVID-19 on parent decision-making

- Almost half (**49%**) of parents agreed there is too much information is available to them regarding vaccination because of the global COVID-19 pandemic.
- Two fifths (**43%**) of parents agreed that they feel overwhelmed by the amount of information relating to vaccination available due to COVID-19
- **68%** agreed that they are now more likely to ensure that their child has a vaccination for conditions other than COVID-19 following the pandemic.