

COMO MENINGITIS – ADOLESCENTS AND VACCINES RESEARCH

Methodology: ComRes interviewed 3,026 14 to 18 year olds online across six countries (UK, France, Germany, Italy, Sweden and Poland) on 24th March–3rd April 2017. Data were weighted to be demographically representative of age and gender for 14–18 year olds in each country, as well as by the population of 14–18 year olds in each country relative to one another. ComRes is a member of the British Polling Council and abides by its rules.

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J303344 Adolescents and Vaccines survey - All markets

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Base: All respondents

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Base: All respondents aware of Meningitis	

J303344 Adolescents and Vaccines survey - All markets

Country

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

UK

France

Germany

Italy

Poland

Sweden

No country

Columns Tested: a,b,c,d,e,f

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
UK	661	661	-	-	-	-	-
	22%	100%	-	-	-	-	-
		bcdef					
France	688	-	688	-	-	-	-
	23%	-	100%	-	-	-	-
			acdef				
Germany	700	-	-	700	-	-	-
	23%	-	-	100%	-	-	-
				abdef			
Italy	495	-	-	-	495	-	-
	16%	-	-	-	100%	-	-
					abcef		
Poland	385	-	-	-	-	385	-
	13%	-	-	-	-	100%	-
						abcdf	
Sweden	97	-	-	-	-	-	97
	3%	-	-	-	-	-	100%
							abcde
No country	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

J303344 Adolescents and Vaccines survey - All markets

Country

Base: All respondents

Significance Level: 95%

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
661	339	322	128	130	134	134	135	364	297	96	269	158	453	179
22%	22%	22%	22%	22%	22%	22%	22%	20%	25% h	17%	22% jl	16%	22% jl	21%
688	352	336	137	139	139	137	136	456	231	139	301	279	469	204
23%	23%	23%	23%	23%	23%	22%	22%	25% i	19%	25%	25%	29% m	22%	24%
700	359	341	142	140	136	138	144	379	321	122	255	235	479	207
23%	23%	23%	24%	23%	23%	23%	23%	21%	27% h	22%	21%	24%	23%	25%
495	255	240	98	98	98	99	102	340	155	102	180	146	375	104
16%	16%	16%	16%	16%	16%	16%	16%	19% i	13%	18%	15%	15%	18% kl	12%
385	197	188	71	74	76	81	84	241	144	78	162	124	257	120
13%	13%	13%	12%	12%	13%	13%	13%	13%	12%	14%	13%	13%	12%	14%
97	50	47	17	18	19	21	22	51	46	19	36	33	65	29
3%	3%	3%	3%	3%	3%	3%	4%	3%	4%	3%	3%	3%	3%	3%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Country

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UK	661	575	460	232	371	406	465	226	609	334	112	230	186	200	262	160	322
	22%	23%	21%	23%	24%	27%	20%	20%	21%	20%	12%	21%	15%	24%	23%	19%	17%
		fijl	jl	jl	fgijl	abdcdfghijkl	jl	jl	jl	jl		jl		o	o		
France	688	568	465	240	303	386	509	168	644	392	247	228	263	165	352	139	507
	23%	22%	21%	23%	19%	25%	22%	15%	23%	23%	27%	21%	22%	20%	31%	16%	27%
		dg	g	dg	g	abdfghkl	dg		dg	dg	abdcdfghikl	g	g		mo		
Germany	700	582	447	197	318	261	516	255	665	438	197	255	288	255	216	175	512
	23%	23%	20%	19%	20%	17%	22%	23%	23%	26%	22%	23%	24%	31%	19%	20%	28%
		bcde	e		e		ce	e	bcde	abcdefj	e	ce	bcde	no			
Italy	495	462	407	188	308	196	405	220	486	334	184	228	262	106	152	223	282
	16%	18%	19%	18%	20%	13%	18%	20%	17%	20%	20%	21%	22%	13%	13%	26%	15%
		e	e	e	eh		e	eh	e	eh	eh	efh	abefh			mn	
Poland	385	287	341	140	205	203	323	203	356	172	136	136	174	93	140	119	178
	13%	11%	16%	14%	13%	13%	14%	18%	12%	10%	15%	12%	14%	11%	12%	14%	10%
			adehik	ai	i	i	ai	acdefhikl	i		ahi		ai				
Sweden	97	64	62	25	61	73	83	52	95	29	24	28	38	15	29	41	53
	3%	3%	3%	2%	4%	5%	4%	5%	3%	2%	3%	3%	3%	2%	2%	5%	3%
			i		aci	abchijkl	ai	abchijk	i				i			mn	
No country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

S1. Gender [Parents]

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Male

Female

Columns Tested: a,b,c,d,e,f

Total	COUNTRY					
	UK	France	Germany	Italy	Poland	Sweden
	a	b	c	d	e	f
Unweighted Total	3026	501	500	500	511	513
Weighted Total	3026	661	688	700	495	385
	100%	100%	100%	100%	100%	100%
Male	1295	242	308	333	224	151
	43%	37%	45%	48%	45%	39%
		af	aef	af		
Female	1731	420	380	367	271	234
	57%	63%	55%	52%	55%	61%
		bcd			c	bcd

J303344 Adolescents and Vaccines survey - All markets

S1. Gender [Parents]

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Male

Female

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
Total	Male	Female	14	15	16	17	18	ABC1	C2DE	I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1295	705	590	280	245	253	275	242	878	417	234	457	394	940	324
43%	45%	40%	47%	41%	42%	45%	39%	48%	35%	42%	38%	40%	45%	38%
	b		dg			g		i					kl	
1731	848	883	313	353	349	335	381	954	777	321	745	581	1157	519
57%	55%	60%	53%	59%	58%	55%	61%	52%	65%	58%	62%	60%	55%	62%
	a			c		cf		h			m	m		

J303344 Adolescents and Vaccines survey - All markets

S1. Gender [Parents]

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Male

Female

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media				Books or magazines				More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1295	1096	962	477	658	606	1006	489	1236	755	418	487	547	350	465	393	806
43%	43%	44%	47%	42%	40%	44%	43%	43%	44%	46%	44%	45%	42%	40%	46%	43%
	e	e	de			e	e	e	e	de	e	e			n	
1731	1443	1221	545	908	919	1295	635	1618	944	482	618	664	484	685	464	1049
57%	57%	56%	53%	58%	60%	56%	57%	57%	56%	54%	56%	55%	58%	60%	54%	57%
				cj	abcfghijkl									o		

J303344 Adolescents and Vaccines survey - All markets

S2. NET Age [Parents]

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Under 30

30-34

35-44

45-54

55-64

65 plus

Mean score

Standard deviation

Standard error

Columns Tested: a,b,c,d,e,f

	COUNTRY					
Total	UK	France	Germany	Italy	Poland	Sweden
	a	b	c	d	e	f
3026	501	500	500	501	511	513
3026	661	688	700	495	385	97
100%	100%	100%	100%	100%	100%	100%
-	-	-	-	-	-	-
-	-	-	-	-	-	-
121	20	19	38	26	16	3
4%	3%	3%	5% b	5%	4%	3%
1162	243	231	274	160	218	36
38%	37%	34%	39% d	32%	57% abcdf	37%
1440	314	371	333	240	134	47
48%	48% e	54% ace	48% e	49% e	35%	49% e
293	83	66	52	66	15	10
10%	13% ce	10% e	7% e	13% ce	4%	10% e
9	1	-	3	3	2	*
*	*	-	*	1%	*	*
45.81	46.38	46.46	45.42	46.47	43.43	46.15
	ce	ce	e	ce		e
6.67	6.76	6.04	6.72	7.31	6.04	6.68
.12	.30	.27	.30	.33	.27	.30

J303344 Adolescents and Vaccines survey - All markets

S2. NET Age [Parents]

Base: All respondents

Significance Level: 95%

Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Under 30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30-34	121	63	58	38	29	28	18	8	59	62	37	57	58	88	27
	4%	4%	4%	6%	5%	5%	3%	1%	3%	5%	7%	5%	6%	4%	3%
				fg	g	g	g			h	m		m		
35-44	1162	598	564	274	259	241	211	178	657	505	243	487	394	769	358
	38%	39%	38%	46%	43%	40%	35%	29%	36%	42%	44%	41%	40%	37%	42%
				efg	fg	g	g			h	m	m	m		
45-54	1440	753	688	229	272	280	303	356	936	505	232	551	435	1012	386
	48%	48%	47%	39%	45%	47%	50%	57%	51%	42%	42%	46%	45%	48%	46%
					c	c	c	cdef	i					j	
55-64	293	133	160	47	39	51	76	80	172	120	40	105	85	224	67
	10%	9%	11%	8%	7%	8%	13%	13%	9%	10%	7%	9%	9%	11%	8%
			a				cde	cde						j	
65 plus	9	6	3	4	-	2	1	1	6	3	3	3	3	4	4
	*	*	*	1%	-	*	*	*	*	*	*	*	*	*	*
				d											
Mean score	45.81	45.63	45.99	44.49	44.82	45.45	46.57	47.62	46.16	45.28	44.53	45.31	45.17	46.02	45.41
						c	cde	cdef	i			j		jkl	
Standard deviation	6.67	6.47	6.87	6.92	6.33	6.85	6.56	6.18	6.46	6.94	7.04	6.60	6.82	6.74	6.50
Standard error	.12	.16	.18	.28	.26	.28	.26	.25	.15	.20	.30	.19	.22	.15	.22

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

S2. NET Age [Parents]

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Under 30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30-34	121	108	98	59	75	78	96	58	113	75	45	52	59	50	39	25	55
	4%	4%	4%	6% fh	5%	5%	4%	5%	4%	4%	5%	5%	5%	6%	3%	3%	3%
35-44	1162	985	858	406	641	648	914	471	1095	645	374	444	477	337	431	314	678
	38%	39%	39%	40%	41%	43% abhi	40%	42% hi	38%	38%	42%	40%	39%	40%	37%	37%	37%
45-54	1440	1200	1006	451	725	695	1071	501	1356	800	404	496	552	380	562	414	930
	48%	47%	46%	44%	46%	46%	47%	45%	48%	47%	45%	45%	46%	46%	49%	48%	50%
55-64	293	237	213	103	121	100	213	90	281	172	73	111	118	63	117	99	188
	10%	9% e	10% de	10% de	8%	7%	9% e	8%	10% de	10% de	8%	10% de	10% e	8%	10%	12% m	10%
65 plus	9	9	8	3	4	3	7	4	9	7	4	2	4	4	*	4	4
	*	*	*	*	*	*	*	*	*	*	*	*	*	1% n	*	1% n	*
Mean score	45.81	45.72	45.60	45.39	45.21	44.83	45.58	45.13	45.85	45.79	45.24	45.57	45.60	45.09	46.02	46.41	46.16
		deg	e	e			e		degj	deg		e	e		m	m	
Standard deviation	6.67	6.71	6.79	7.10	6.66	6.44	6.70	6.72	6.70	6.81	6.87	6.92	6.93	6.78	6.41	6.89	6.48
Standard error	.12	.14	.14	.22	.16	.16	.14	.19	.13	.17	.23	.21	.20	.24	.19	.22	.15

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

S3. UK region [Parents]

Base: All UK

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
		a	*b	*c	*d	*e	*f
Significance Level: 95%							
Unweighted Total	501	501	-	-	-	-	-
Weighted Total	661	661	-	-	-	-	-
	100%	100%	-	-	-	-	-
North East	37	37	-	-	-	-	-
	6%	6%	-	-	-	-	-
North West	83	83	-	-	-	-	-
	13%	13%	-	-	-	-	-
Yorkshire	65	65	-	-	-	-	-
	10%	10%	-	-	-	-	-
East Midlands	38	38	-	-	-	-	-
	6%	6%	-	-	-	-	-
West Midlands	58	58	-	-	-	-	-
	9%	9%	-	-	-	-	-
East of England	58	58	-	-	-	-	-
	9%	9%	-	-	-	-	-
South East	116	116	-	-	-	-	-
	18%	18%	-	-	-	-	-
South West	49	49	-	-	-	-	-
	7%	7%	-	-	-	-	-
London	66	66	-	-	-	-	-
	10%	10%	-	-	-	-	-
Scotland	42	42	-	-	-	-	-
	6%	6%	-	-	-	-	-
Wales	36	36	-	-	-	-	-
	5%	5%	-	-	-	-	-
Northern Ireland	13	13	-	-	-	-	-
	2%	2%	-	-	-	-	-
None of these	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

S3. UK region [Parents]

Base: All UK

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	501	257	244	98	99	101	101	102	276	225	73	204	120	343	136
Weighted Total	661	339	322	128	130	134	134	135	364	297	96	269	158	453	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North East	37 6%	24 7%	13 4%	7 5%	3 2%	8 6%	8 6%	12 9% d	17 5%	20 7%	3 3%	15 5%	7 4%	26 6%	11 6%
North West	83 13%	44 13%	40 12%	17 13%	21 16%	11 8%	16 12%	18 14%	46 13%	37 12%	14 15%	32 12%	17 11%	58 13%	24 13%
Yorkshire	65 10%	28 8%	37 11%	9 7%	8 6%	23 17% cdg	16 12%	9 7%	36 10%	29 10%	8 8%	25 9%	16 10%	44 10%	21 12%
East Midlands	38 6%	24 7%	14 5%	10 8%	8 6%	8 6%	4 3%	8 6%	21 6%	17 6%	4 4%	18 7%	11 7%	24 5%	11 6%
West Midlands	58 9%	32 9%	26 8%	9 7%	9 7%	16 12%	13 10%	11 8%	25 7%	33 11%	11 11%	25 9%	15 9%	38 8%	13 7%
East of England	58 9%	36 11%	22 7%	8 6%	16 12%	13 10%	12 9%	9 7%	38 11%	20 7%	8 8%	18 7%	13 8%	42 9%	13 7%
South East	116 18%	54 16%	62 19%	26 20%	21 16%	20 15%	28 21%	21 16%	74 20%	42 14%	18 19%	57 21%	36 22%	78 17%	37 21%
South West	49 7%	33 10% b	16 5%	8 6%	16 12% f	11 8%	4 3%	11 8%	28 8%	21 7%	5 5%	9 3%	7 4%	38 8% k	8 4%
London	66 10%	29 9%	37 11%	17 13%	12 9%	11 8%	12 9%	15 11%	37 10%	29 10%	14 15%	28 10%	20 12%	49 11%	16 9%
Scotland	42 6%	19 5%	24 7%	8 6%	7 5%	7 5%	11 8%	11 8%	25 7%	17 6%	1 1%	17 6%	5 3%	29 6%	11 6%
Wales	36 5%	13 4%	22 7%	5 4%	7 5%	7 5%	8 6%	9 7%	12 3%	24 8% h	8 8%	20 7%	9 6%	21 5%	13 7%
Northern Ireland	13 2%	5 2%	8 2%	4 3%	4 3%	1 1%	3 2%	1 1%	5 1%	8 3%	1 1%	5 2%	4 3%	5 1%	3 1%

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

S3. UK region [Parents]

Base: All UK

Significance Level: 95%

Unweighted Total

Weighted Total

None of these

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
501	257	244	98	99	101	101	102	276	225	73	204	120	343	136
661	339	322	128	130	134	134	135	364	297	96	269	158	453	179
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

J303344 Adolescents and Vaccines survey - All markets

S3. UK region [Parents]

Base: All UK

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION				
							Other social media									More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago			
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
501	436	348	176	281	308	352	171	461	253	85	174	141	152	198	121	244	
661 100%	575 100%	460 100%	232 100%	371 100%	406 100%	465 100%	226 100%	609 100%	334 100%	112 100%	230 100%	186 100%	200 100%	262 100%	160 100%	322 100%	
37 6%	33 6% j	29 6% j	9 4%	16 4%	20 5% j	22 5% j	7 3%	34 6% j	21 6% j	- - j	13 6% j	8 4%	8 4%	16 6%	12 7%	16 5%	
83 13%	73 13%	51 11%	28 12%	45 12%	53 13%	58 12%	30 13%	74 12%	37 11%	16 14%	34 15%	21 11%	26 13%	34 13%	16 10%	41 13%	
65 10%	57 10%	49 11%	19 8%	36 10%	42 10%	45 10%	21 9%	61 10%	33 10%	8 7%	20 9%	21 11%	21 11%	30 12%	12 7%	34 11%	
38 6%	30 5%	22 5%	15 6%	21 6%	17 4%	26 6%	11 5%	37 6%	16 5%	7 6%	15 6%	11 6%	9 5%	13 5%	11 7%	14 4%	
58 9%	50 9%	41 9%	22 10%	29 8%	36 9%	42 9%	19 8%	55 9%	21 6%	13 12%	18 8%	15 8%	13 7%	22 9%	17 11%	36 11%	
58 9%	46 8%	42 9%	24 10%	44 12% i	45 11%	44 9%	26 12%	53 9%	23 7%	12 11%	20 9%	18 10%	26 13% o	22 9%	7 4%	26 8%	
116 18%	102 18%	73 16%	36 15%	73 20%	69 17%	88 19%	37 16%	108 18%	73 22%	19 17%	40 17%	28 15%	36 18%	42 16%	34 21%	61 19%	
49 7%	42 7%	33 7%	15 6%	25 7%	33 8%	34 7%	12 5%	41 7%	29 9%	5 5%	18 8%	12 6%	21 11%	16 6%	9 6%	22 7%	
66 10%	55 10%	41 9%	29 12%	36 10%	44 11%	46 10%	30 13%	62 10%	28 8%	20 18% abdfhi	28 12%	22 12%	17 9%	22 9%	21 13%	29 9%	
42 6%	38 7%	34 7%	17 7%	22 6%	22 6%	22 5%	15 6%	37 6%	24 7%	8 7%	12 5%	12 6%	13 7%	17 7%	8 5%	21 7%	
36 5%	36 6%	32 7%	15 6%	20 5%	18 5%	25 5%	13 6%	33 5%	22 7%	5 5%	8 3%	15 8%	8 4%	20 8%	8 5%	15 5%	
13 2%	13 2%	12 3%	5 2%	5 1%	8 2%	11 2%	5 2%	13 2%	8 2%	- - j	4 2%	4 2%	1 1%	5 2%	5 3%	7 2%	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

S3. UK region [Parents]

Base: All UK

Significance Level: 95%

Unweighted Total

Weighted Total

None of these

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	501	436	348	176	281	308	171	461	253	85	174	141	152	198	121	244
Weighted Total	661	575	460	232	371	406	226	609	334	112	230	186	200	262	160	322
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

J303344 Adolescents and Vaccines survey - All markets

S3. French region [Parents]

Base: All French

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		*a	b	*c	*d	*e	*f
Unweighted Total	500	-	500	-	-	-	-
Weighted Total	688	-	688	-	-	-	-
	100%	-	100%	-	-	-	-
North East	141	-	141	-	-	-	-
	21%	-	21%	-	-	-	-
South West	92	-	92	-	-	-	-
	13%	-	13%	-	-	-	-
South East	162	-	162	-	-	-	-
	24%	-	24%	-	-	-	-
North West	138	-	138	-	-	-	-
	20%	-	20%	-	-	-	-
Paris region	154	-	154	-	-	-	-
	22%	-	22%	-	-	-	-
Aucun d'eux	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

S3. French region [Parents]

Base: All French

Significance Level: 95%

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
500	258	242	99	102	102	99	98	332	168	101	219	203	341	148
688	352	336	137	139	139	137	136	456	231	139	301	279	469	204
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
141	80	61	19	35	27	28	32	89	52	36	56	62	102	36
21%	23%	18%	14%	25% c	20%	20%	23%	20%	23%	26%	19%	22%	22%	18%
92	33	60	15	23	19	24	11	58	34	14	43	36	63	26
13%	9%	18% a	11%	17%	14%	17%	8%	13%	15%	10%	14%	13%	14%	13%
162	97	65	40	33	29	32	29	100	62	33	67	66	108	51
24%	28% b	19%	29%	23%	21%	23%	21%	22%	27%	24%	22%	24%	23%	25%
138	68	70	33	24	22	29	29	85	52	26	57	48	95	40
20%	19%	21%	24%	18%	16%	21%	21%	19%	23%	19%	19%	17%	20%	20%
154	74	80	29	23	42	25	35	124	30	30	78	67	100	51
22%	21%	24%	21%	17%	30% df	18%	26%	27% i	13%	22%	26%	24%	21%	25%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

S3. French region [Parents]

Base: All French

Significance Level: 95%

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media				Books or magazines				More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
500	413	338	174	220	280	370	122	468	285	179	166	191	120	256	101	369
688	568	465	240	303	386	509	168	644	392	247	228	263	165	352	139	507
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
141	119	96	58	58	84	113	32	130	87	48	44	51	44	66	26	97
21%	21%	21%	24%	19%	22%	22%	19%	20%	22%	20%	19%	19%	27%	19%	19%	19%
92	74	58	26	39	43	59	14	84	48	26	35	30	14	50	23	69
13%	13%	12%	11%	13%	11%	12%	8%	13%	12%	11%	15%	12%	8%	14%	17%	14%
162	137	117	52	80	93	126	41	152	99	66	38	60	38	81	34	118
24%	24%	25%	22%	26%	24%	25%	25%	24%	25%	27%	17%	23%	23%	23%	25%	23%
		k		k		k			k	k						
138	109	91	51	59	80	94	30	128	85	51	50	61	39	72	22	103
20%	19%	20%	21%	20%	21%	18%	18%	20%	22%	21%	22%	23%	23%	20%	16%	20%
154	128	103	52	68	86	117	51	149	73	55	62	61	30	84	33	120
22%	23%	22%	22%	22%	22%	23%	30%	23%	19%	22%	27%	23%	18%	24%	24%	24%
						i					i					
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

S3. Italian region [Parents]

Base: All Italian

Significance Level: 95%

Unweighted Total

Weighted Total

South

North East

Central

North West

Isles

Nessuna di queste

Columns Tested: a,b,c,d,e,f

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
		*a	*b	*c	d	*e	*f
Unweighted Total	501	-	-	-	501	-	-
Weighted Total	495	-	-	-	495	-	-
	100%	-	-	-	100%	-	-
South	105	-	-	-	105	-	-
	21%	-	-	-	21%	-	-
North East	79	-	-	-	79	-	-
	16%	-	-	-	16%	-	-
Central	106	-	-	-	106	-	-
	21%	-	-	-	21%	-	-
North West	150	-	-	-	150	-	-
	30%	-	-	-	30%	-	-
Isles	55	-	-	-	55	-	-
	11%	-	-	-	11%	-	-
Nessuna di queste	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

J303344 Adolescents and Vaccines survey - All markets

S3. Italian region [Parents]

Base: All Italian

Significance Level: 95%

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
501	258	243	100	99	99	100	103	344	157	103	182	148	380	105
495	255	240	98	98	98	99	102	340	155	102	180	146	375	104
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
105	46	58	23	19	13	27	23	68	37	22	37	32	79	23
21%	18%	24%	24%	19%	13%	27% e	22%	20%	24%	21%	20%	22%	21%	22%
79	37	42	14	15	17	13	21	48	31	21	36	29	62	14
16%	14%	18%	14%	15%	17%	13%	20%	14%	20%	20%	20%	20%	17%	13%
106	50	55	19	19	27	21	21	81	25	17	38	35	82	22
21%	20%	23%	19%	19%	27%	21%	20%	24% i	16%	16%	21%	24%	22%	21%
150	82	68	35	31	28	30	27	110	41	29	52	38	109	38
30%	32%	28%	36%	31%	28%	30%	26%	32%	26%	28%	29%	26%	29%	36%
55	40	16	7	15	14	9	11	33	23	14	18	14	44	8
11%	16% b	7%	7%	15%	14%	9%	11%	10%	15%	14%	10%	9%	12%	8%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

S3. Italian region [Parents]

Base: All Italian

Significance Level: 95%

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media				Books or magazines				More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
501	468	412	190	312	198	410	223	492	338	186	231	265	107	154	226	285
495	462	407	188	308	196	405	220	486	334	184	228	262	106	152	223	282
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
105	102	96	42	66	38	88	48	104	75	36	55	61	17	37	49	63
21%	22%	24%	22%	21%	19%	22%	22%	21%	22%	19%	24%	23%	16%	24%	22%	22%
79	73	54	27	51	37	54	31	76	42	29	31	37	14	27	33	46
16%	16%	13%	14%	17%	19%	13%	14%	16%	13%	16%	13%	14%	13%	18%	15%	16%
106	98	94	38	67	37	86	48	106	69	36	47	42	24	32	47	55
21%	21%	23%	20%	22%	19%	21%	22%	22%	21%	19%	21%	16%	22%	21%	21%	20%
		i														
150	136	114	61	95	69	126	75	147	107	63	74	91	41	39	68	84
30%	29%	28%	33%	31%	35%	31%	34%	30%	32%	34%	32%	35%	39%	25%	31%	30%
													n			
55	53	49	21	29	16	50	18	53	41	21	21	32	10	19	26	33
11%	12%	12%	11%	9%	8%	12%	8%	11%	12%	11%	9%	12%	9%	12%	12%	12%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

S3. Polish region [Parents]

Base: All Polish

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		*a	*b	*c	*d	e	*f
Unweighted Total	511	-	-	-	-	511	-
Weighted Total	385	-	-	-	-	385	-
	100%	-	-	-	-	100%	-
Dolnoslaskie	38	-	-	-	-	38	-
	10%	-	-	-	-	10%	-
Kujawsko-pomorskie	23	-	-	-	-	23	-
	6%	-	-	-	-	6%	-
Lodzkie	26	-	-	-	-	26	-
	7%	-	-	-	-	7%	-
Lubelskie	21	-	-	-	-	21	-
	5%	-	-	-	-	5%	-
Lubuskie	7	-	-	-	-	7	-
	2%	-	-	-	-	2%	-
Malopolskie	30	-	-	-	-	30	-
	8%	-	-	-	-	8%	-
Mazowieckie	59	-	-	-	-	59	-
	15%	-	-	-	-	15%	-
Opolskie	9	-	-	-	-	9	-
	2%	-	-	-	-	2%	-
Podkarpackie	23	-	-	-	-	23	-
	6%	-	-	-	-	6%	-
Podlaskie	11	-	-	-	-	11	-
	3%	-	-	-	-	3%	-
Pomorskie	29	-	-	-	-	29	-
	8%	-	-	-	-	8%	-
Slaskie	43	-	-	-	-	43	-
	11%	-	-	-	-	11%	-
Swietokrzyskie	10	-	-	-	-	10	-
	3%	-	-	-	-	3%	-
Warminsko-mazurskie	11	-	-	-	-	11	-
	3%	-	-	-	-	3%	-
Wielkopolskie	31	-	-	-	-	31	-
	8%	-	-	-	-	8%	-
Zachodnio-pomorskie	14	-	-	-	-	14	-
	4%	-	-	-	-	4%	-

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

S3. Polish region [Parents]

Base: All Polish

Significance Level: 95%

Unweighted Total

Weighted Total

None of these

Columns Tested: a,b,c,d,e,f

Total	COUNTRY					
	UK	France	Germany	Italy	Poland	Sweden
	*a	*b	*c	*d	e	*f
511	-	-	-	-	511	-
385	-	-	-	-	385	-
100%	-	-	-	-	100%	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-

J303344 Adolescents and Vaccines survey - All markets

S3. Polish region [Parents]

Base: All Polish

Significance Level: 95%

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
511	258	253	93	100	102	107	109	320	191	104	215	165	340	160
385	197	188	71	74	76	81	84	241	144	78	162	124	257	120
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
38	25	13	7	10	6	8	8	26	13	16	16	17	21	17
10%	13%	7%	10%	13%	8%	10%	9%	11%	9%	20%	10%	14%	8%	14%
	b									km		m		
23	10	13	2	4	4	7	6	17	6	4	7	5	18	4
6%	5%	7%	2%	6%	5%	8%	7%	7%	4%	6%	4%	4%	7%	3%
26	14	11	7	5	5	5	4	15	11	5	8	9	16	8
7%	7%	6%	10%	7%	7%	6%	5%	6%	7%	7%	5%	7%	6%	7%
21	11	10	7	6	2	5	2	14	7	3	12	9	12	9
5%	6%	5%	10%	8%	2%	6%	3%	6%	5%	4%	7%	7%	5%	7%
			eg											
7	5	2	2	1	1	2	1	5	2	1	3	1	5	2
2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%
30	14	16	6	6	7	5	6	20	10	4	13	8	17	11
8%	7%	9%	9%	8%	9%	7%	7%	8%	7%	5%	8%	7%	7%	9%
59	21	38	11	10	16	11	11	42	17	12	24	20	35	24
15%	11%	20%	15%	14%	21%	14%	13%	17%	12%	15%	15%	16%	14%	20%
		a												
9	6	3	2	1	2	2	3	4	5	1	3	1	9	-
2%	3%	2%	2%	1%	3%	2%	4%	2%	4%	1%	2%	1%	4%	-
23	11	12	5	4	3	4	7	10	12	5	10	8	18	5
6%	5%	6%	6%	6%	4%	5%	8%	4%	8%	7%	6%	6%	7%	4%
11	5	7	4	4	1	1	2	7	5	2	6	2	8	3
3%	2%	4%	5%	5%	1%	1%	3%	3%	3%	3%	4%	2%	3%	2%
29	13	16	2	4	6	10	8	17	12	5	8	9	23	6
8%	7%	9%	2%	6%	8%	12%	9%	7%	8%	7%	5%	7%	9%	5%
						c	c							
43	28	16	11	7	9	6	10	26	17	9	14	13	32	11
11%	14%	8%	16%	9%	12%	8%	12%	11%	12%	12%	8%	10%	12%	9%
	b													

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

S3. Polish region [Parents]

Base: All Polish

Significance Level: 95%

Unweighted Total	511	258	253	93	100	102	107	109	320	191	104	215	165	340	160
Weighted Total	385	197	188	71	74	76	81	84	241	144	78	162	124	257	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Swietokrzyskie	10	5	4	1	1	4	1	2	5	5	2	8	5	8	2
	3%	3%	2%	2%	2%	5%	1%	3%	2%	3%	2%	5%	4%	3%	2%
Warminsko-mazurskie	11	7	4	2	1	1	5	2	5	7	2	8	2	6	5
	3%	4%	2%	2%	2%	1%	7% e	3%	2%	5%	2%	5%	1%	2%	4%
Wielkopolskie	31	16	15	4	6	6	8	7	19	12	6	18	12	19	11
	8%	8%	8%	5%	8%	8%	10%	8%	8%	8%	8%	11%	10%	7%	9%
Zachodnio-pomorskie	14	6	7	1	2	4	2	5	10	4	1	5	2	10	4
	4%	3%	4%	1%	3%	5%	3%	5%	4%	3%	1%	3%	2%	4%	3%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

S3. Polish region [Parents]

Base: All Polish

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	511	381	453	186	273	270	428	270	473	228	181	181	231	124	186	158	237
Weighted Total	385	287	341	140	205	203	323	203	356	172	136	136	174	93	140	119	178
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Dolnoslaskie	38	25	35	14	19	20	32	20	33	17	18	19	19	7	14	15	16
	10%	9%	10%	10%	9%	10%	10%	10%	9%	10%	13%	14%	11%	7%	10%	13%	9%
Kujawsko-pomorskie	23	19	22	11	14	14	20	18	23	12	8	11	9	7	9	4	13
	6%	7%	6%	7%	7%	7%	6%	9%	6%	7%	6%	8%	5%	7%	6%	4%	8%
Lodzkie	26	20	22	8	14	13	19	13	25	11	8	7	7	11	8	5	14
	7%	7%	6%	6%	7%	6%	6%	6%	7%	7%	6%	5%	4%	11%	6%	4%	8%
Lubelskie	21	16	20	11	14	14	19	14	21	11	10	7	14	5	9	5	11
	5%	6%	6%	8%	7%	7%	6%	7%	6%	6%	7%	5%	8%	6%	6%	4%	6%
Lubuskie	7	5	5	4	5	5	5	3	6	2	3	1	2	3	2	2	3
	2%	2%	2%	3%	3%	3%	2%	1%	2%	1%	2%	1%	1%	3%	1%	2%	2%
Malopolskie	30	23	25	10	17	12	23	14	25	19	10	14	15	7	8	15	13
	8%	8%	7%	7%	8%	6%	7%	7%	7%	11%	7%	10%	9%	7%	5%	13%	7%
Mazowieckie	59	44	50	18	33	31	52	31	55	28	22	22	26	17	21	18	24
	15%	15%	15%	13%	16%	15%	16%	15%	16%	17%	16%	16%	15%	18%	15%	15%	13%
Opolskie	9	9	8	3	5	6	8	5	7	6	3	5	5	3	3	2	6
	2%	3%	2%	2%	3%	3%	2%	2%	2%	4%	2%	4%	3%	3%	2%	2%	3%
Podkarpackie	23	14	19	6	13	12	17	9	20	6	5	5	7	4	5	11	5
	6%	5%	6%	4%	6%	6%	5%	4%	6%	3%	4%	4%	4%	4%	4%	9%	3%
Podlaskie	11	7	11	6	4	5	9	6	10	4	2	4	4	2	6	2	6
	3%	3%	3%	4%	2%	2%	3%	3%	3%	2%	2%	3%	2%	2%	4%	2%	3%
Pomorskie	29	23	26	14	16	14	26	18	27	12	13	8	15	4	12	11	13
	8%	8%	8%	10%	8%	7%	8%	9%	8%	7%	9%	6%	9%	4%	9%	9%	7%
Slaskie	43	30	38	16	22	20	36	19	40	17	11	16	20	11	18	10	20
	11%	11%	11%	11%	11%	10%	11%	9%	11%	10%	8%	12%	11%	12%	13%	8%	11%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

S3. Polish region [Parents]

Base: All Polish

Significance Level: 95%

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media				Books or magazines				More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
511	381	453	186	273	270	428	270	473	228	181	181	231	124	186	158	237
385	287	341	140	205	203	323	203	356	172	136	136	174	93	140	119	178
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	8	10	2	4	4	8	5	10	3	6	2	5	3	4	2	4
3%	3%	3%	2%	2%	2%	3%	3%	3%	2%	4%	2%	3%	3%	3%	2%	3%
11	11	11	4	4	5	10	8	11	5	2	2	5	4	2	4	4
3%	4%	3%	3%	2%	3%	3%	4%	3%	3%	2%	1%	3%	4%	2%	3%	2%
31	20	29	9	16	20	26	13	30	13	10	10	14	4	12	10	16
8%	7%	9%	6%	8%	10%	8%	6%	8%	7%	7%	7%	8%	4%	9%	8%	9%
14	11	12	5	7	7	11	7	12	5	5	4	6	3	8	3	10
4%	4%	4%	4%	3%	4%	3%	3%	3%	3%	4%	3%	3%	3%	5%	3%	5%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

S3. German region [Parents]

Base: All German

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		*a	*b	c	*d	*e	*f
Unweighted Total	500	-	-	500	-	-	-
Weighted Total	700	-	-	700	-	-	-
	100%	-	-	100%	-	-	-
Baden-Wurttemberg	73	-	-	73	-	-	-
	10%	-	-	10%	-	-	-
Bayern	99	-	-	99	-	-	-
	14%	-	-	14%	-	-	-
Berlin	32	-	-	32	-	-	-
	5%	-	-	5%	-	-	-
Brandenburg	35	-	-	35	-	-	-
	5%	-	-	5%	-	-	-
Bremen	6	-	-	6	-	-	-
	1%	-	-	1%	-	-	-
Hamburg	21	-	-	21	-	-	-
	3%	-	-	3%	-	-	-
Hessen	45	-	-	45	-	-	-
	6%	-	-	6%	-	-	-
Mecklenburg-Vorpommern	17	-	-	17	-	-	-
	2%	-	-	2%	-	-	-
Niedersachsen	60	-	-	60	-	-	-
	9%	-	-	9%	-	-	-
Nordrhein-Westfalen	144	-	-	144	-	-	-
	21%	-	-	21%	-	-	-
Rheinland-Pfalz	27	-	-	27	-	-	-
	4%	-	-	4%	-	-	-
Saarland	8	-	-	8	-	-	-
	1%	-	-	1%	-	-	-
Sachsen	43	-	-	43	-	-	-
	6%	-	-	6%	-	-	-
Sachsen-Anhalt	29	-	-	29	-	-	-
	4%	-	-	4%	-	-	-
Schleswig-Holstein	36	-	-	36	-	-	-
	5%	-	-	5%	-	-	-
Thuringen	24	-	-	24	-	-	-
	3%	-	-	3%	-	-	-

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

S3. German region [Parents]

Base: All German

Significance Level: 95%

Unweighted Total

Weighted Total

Keine von diesen

Columns Tested: a,b,c,d,e,f

Total	COUNTRY					
	UK	France	Germany	Italy	Poland	Sweden
	*a	*b	c	*d	*e	*f
500	-	-	500	-	-	-
700	-	-	700	-	-	-
100%	-	-	100%	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-

J303344 Adolescents and Vaccines survey - All markets

S3. German region [Parents]

Base: All German

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	500	257	243	102	100	97	99	102	271	229	87	182	168	342	148
Weighted Total	700	359	341	142	140	136	138	144	379	321	122	255	235	479	207
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Baden-Wuerttemberg	73	45	28	17	11	7	20	18	35	38	8	28	21	49	21
	10%	12%	8%	12%	8%	5%	14%	13%	9%	12%	7%	11%	9%	10%	10%
							e								
Bayern	99	50	49	17	24	15	25	18	60	39	22	49	42	56	41
	14%	14%	14%	12%	17%	11%	18%	13%	16%	12%	18%	19%	18%	12%	20%
												m			
Berlin	32	13	20	7	6	10	6	4	22	10	6	11	10	25	7
	5%	3%	6%	5%	4%	7%	4%	3%	6%	3%	5%	4%	4%	5%	3%
Brandenburg	35	22	13	13	4	6	4	8	28	7	3	11	4	27	7
	5%	6%	4%	9%	3%	4%	3%	6%	7%	2%	2%	4%	2%	6%	3%
									i					l	
Bremen	6	6	-	-	3	3	-	-	4	1	3	3	3	6	-
	1%	2%	-	-	2%	2%	-	-	1%	*	2%	1%	1%	1%	-
Hamburg	21	14	7	4	1	4	3	8	7	14	4	10	6	13	8
	3%	4%	2%	3%	1%	3%	2%	6%	2%	4%	3%	4%	2%	3%	4%
Hessen	45	25	20	7	8	10	8	11	31	14	1	14	17	31	13
	6%	7%	6%	5%	6%	7%	6%	8%	8%	4%	1%	5%	7%	6%	6%
													j		
Mecklenburg-Vorpommern	17	7	10	4	3	3	1	6	4	13	1	4	4	11	6
	2%	2%	3%	3%	2%	2%	1%	4%	1%	4%	1%	2%	2%	2%	3%
										h					
Niedersachsen	60	31	29	8	15	17	11	8	32	28	10	15	18	43	15
	9%	9%	9%	6%	11%	12%	8%	6%	8%	9%	8%	6%	8%	9%	7%
Nordrhein-Westfalen	144	62	83	28	29	32	20	35	78	66	36	49	50	98	45
	21%	17%	24%	20%	21%	24%	14%	25%	21%	21%	30%	19%	21%	20%	22%
			a												
Rheinland-Pfalz	27	15	11	3	6	7	10	1	15	11	6	11	13	17	10
	4%	4%	3%	2%	4%	5%	7%	1%	4%	3%	5%	4%	5%	3%	5%
							g								

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

S3. German region [Parents]

Base: All German

Significance Level: 95%

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
500	257	243	102	100	97	99	102	271	229	87	182	168	342	148
700	359	341	142	140	136	138	144	379	321	122	255	235	479	207
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
8	3	6	3	1	-	-	4	6	3	1	6	3	7	1
1%	1%	2%	2%	1%	-	-	3%	1%	1%	1%	2%	1%	1%	1%
43	24	20	14	4	8	7	10	18	25	3	13	14	34	10
6%	7%	6%	10%	3%	6%	5%	7%	5%	8%	2%	5%	6%	7%	5%
29	15	14	1	13	1	10	4	10	20	4	7	8	17	11
4%	4%	4%	1%	9%	1%	7%	3%	3%	6%	3%	3%	4%	4%	5%
				ce		ce								
36	17	20	10	8	8	8	1	18	18	8	17	14	27	8
5%	5%	6%	7%	6%	6%	6%	1%	5%	6%	7%	7%	6%	6%	4%
			g		g									
24	11	13	7	3	4	6	4	10	14	4	7	8	20	4
3%	3%	4%	5%	2%	3%	4%	3%	3%	4%	3%	3%	4%	4%	2%
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

S3. German region [Parents]

Base: All German

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media				Books or magazines				More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
500	416	319	141	227	186	369	182	475	313	141	182	206	182	154	125	366
700	582	447	197	318	261	516	255	665	438	197	255	288	255	216	175	512
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
73	55	42	24	35	22	56	34	69	42	28	22	28	24	27	18	57
10%	9%	9%	12%	11%	9%	11%	13%	10%	10%	14%	9%	10%	9%	12%	10%	11%
99	85	63	24	42	32	71	39	97	64	22	43	41	41	18	28	74
14%	15%	14%	12%	13%	12%	14%	15%	15%	15%	11%	17%	14%	16% n	8%	16%	14%
32	27	17	10	14	14	22	15	32	21	10	18	17	14	14	3	24
5%	5%	4%	5%	4%	5%	4%	6%	5%	5%	5%	7%	6%	5%	6% o	2%	5%
35	28	21	8	17	14	24	14	31	21	6	10	8	17	10	6	27
5%	5%	5%	4%	5%	5%	5%	5%	5%	5%	3%	4%	3%	7%	5%	3%	5%
6	4	4	3	3	3	3	3	4	3	1	1	1	1	-	1	1
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	-	1%	*
21	15	8	-	10	13	14	4	21	8	3	1	6	4	4	8	15
3%	3%	2%	-	3% c	5% ck	3% c	2%	3% c	2%	1%	1%	2%	2%	2%	5%	3%
45	34	29	11	14	13	28	14	42	29	6	15	18	15	15	8	32
6%	6%	7%	6%	4%	5%	5%	5%	6%	7%	3%	6%	6%	6%	7%	5%	6%
17	17	10	6	13	10	15	8	17	10	7	1	7	7	4	6	13
2%	3%	2%	3%	4% k	4% k	3%	3%	3%	2%	4% k	1%	2%	3%	2%	3%	2%
60	55	34	15	27	20	39	14	57	42	15	21	22	18	18	22	49
9%	9%	8%	8%	8%	8%	8%	6%	9%	10%	8%	8%	8%	7%	8%	13%	10%
144	126	102	51	76	67	118	45	136	85	49	70	69	56	39	35	101
21%	22%	23%	26%	24%	26%	23%	18%	20%	20%	25%	28% gi	24%	22%	18%	20%	20%
27	22	18	6	11	11	22	8	27	15	13	11	10	6	13	8	20
4%	4%	4%	3%	4%	4%	4%	3%	4%	4%	6%	4%	3%	2%	6%	5%	4%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

S3. German region [Parents]

Base: All German

Significance Level: 95%

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
	a	b	c	d	e	f	g	h	i	j	k	l		m	n	o	p
Unweighted Total	500	416	319	141	227	186	369	182	475	313	141	182	206	182	154	125	366
Weighted Total	700	582	447	197	318	261	516	255	665	438	197	255	288	255	216	175	512
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Saarland	8	7	6	3	3	3	6	3	8	4	7	4	6	1	3	4	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	2%	2%	1%	1%	2%	1%
Sachsen	43	36	28	11	14	13	32	14	42	25	8	8	15	17	14	13	34
	6%	6%	6%	6%	4%	5%	6%	5%	6%	6%	4%	3%	5%	7%	6%	7%	7%
Sachsen-Anhalt	29	27	24	6	15	10	21	13	28	21	8	8	17	14	11	3	21
	4%	5%	5%	3%	5%	4%	4%	5%	4%	5%	4%	3%	6%	5%	5%	2%	4%
Schleswig-Holstein	36	24	22	13	11	8	29	15	32	27	6	13	11	8	17	8	20
	5%	4%	5%	6%	4%	3%	6%	6%	5%	6%	3%	5%	4%	3%	8%	5%	4%
Thuringen	24	21	18	8	14	8	15	11	22	20	8	6	13	11	8	3	18
	3%	4%	4%	4%	4%	3%	3%	4%	3%	4%	4%	2%	4%	4%	4%	2%	4%
Keine von diesen	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

S3. Swedish region [Parents]

Base: All Swedish

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		*a	*b	*c	*d	*e	f
Unweighted Total	513	-	-	-	-	-	513
Weighted Total	97	-	-	-	-	-	97
	100%	-	-	-	-	-	100%
East	14	-	-	-	-	-	14
	15%	-	-	-	-	-	15%
Middle	26	-	-	-	-	-	26
	27%	-	-	-	-	-	27%
North	9	-	-	-	-	-	9
	9%	-	-	-	-	-	9%
South	21	-	-	-	-	-	21
	21%	-	-	-	-	-	21%
South East	9	-	-	-	-	-	9
	9%	-	-	-	-	-	9%
West	18	-	-	-	-	-	18
	19%	-	-	-	-	-	19%
Inget av ovanstaende	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

S3. Swedish region [Parents]

Base: All Swedish

Significance Level: 95%

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
513	265	248	105	106	104	114	84	274	239	99	191	173	339	155
97	50	47	17	18	19	21	22	51	46	19	36	33	65	29
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
14	7	7	2	4	3	3	3	10	4	2	5	4	9	4
15%	15%	14%	11%	21%	14%	12%	14%	19%	10%	12%	14%	13%	13%	15%
								i						
26	15	12	4	5	6	5	6	13	13	5	10	8	18	7
27%	29%	25%	24%	27%	33%	25%	27%	26%	29%	27%	27%	24%	28%	25%
9	5	3	2	1	2	2	2	4	4	1	3	3	6	2
9%	11%	7%	11%	8%	9%	8%	10%	9%	9%	8%	8%	9%	9%	9%
21	10	11	4	3	3	5	6	11	10	5	9	8	15	6
21%	20%	23%	22%	17%	15%	24%	27%	21%	22%	28%	26%	24%	23%	21%
							e							
9	4	5	1	3	1	2	1	5	4	1	2	3	6	2
9%	8%	10%	8%	16%	8%	10%	5%	10%	8%	6%	7%	10%	10%	8%
				g										
18	8	10	4	2	4	5	4	8	10	4	6	7	11	7
19%	17%	21%	24%	11%	21%	22%	17%	16%	22%	19%	18%	21%	17%	23%
			d			d								
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

S3. Swedish region [Parents]

Base: All Swedish

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	513	338	324	131	324	390	444	273	501	150	128	147	197	83	155	210	282
Weighted Total	97	64	62	25	61	73	83	52	95	29	24	28	38	15	29	41	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
East	14	10	9	3	8	11	12	9	14	5	3	5	5	3	5	5	9
	15%	15%	15%	14%	14%	15%	15%	17%	15%	17%	12%	18%	13%	18%	17%	13%	17%
Middle	26	16	16	6	16	20	22	14	25	6	7	8	10	5	7	10	13
	27%	26%	26%	26%	27%	27%	26%	26%	27%	21%	27%	27%	27%	31%	26%	23%	25%
North	9	5	5	2	5	7	7	4	9	2	1	3	3	1	2	5	4
	9%	7%	7%	8%	8%	9%	9%	8%	9%	6%	6%	9%	7%	7%	7%	12%	8%
South	21	16	15	6	14	16	18	13	20	8	7	6	10	3	7	8	13
	21%	25%	23%	24%	23%	22%	22%	24%	21%	27%	30% fh	21%	26%	22%	23%	19%	24%
South East	9	6	6	2	6	7	7	4	9	2	2	2	4	1	3	5	5
	9%	9%	9%	10%	10%	9%	9%	8%	9%	6%	8%	6%	10%	7%	9%	11%	9%
West	18	11	12	5	11	13	17	8	18	7	4	5	6	2	5	9	9
	19%	17%	19%	18%	18%	18%	20%	16%	19%	23%	16%	19%	17%	15%	18%	21%	17%
Inget av ovanstaende	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

S4. Social grade [Parents]

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

A

B

C1

C2

D

E

NETS

Net: ABC1

Net: C2DE

Columns Tested: a,b,c,d,e,f

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
A	411	47	150	89	76	38	11
	14%	7%	22%	13%	15%	10%	11%
			acdef	a	ae		a
B	742	165	208	141	134	78	16
	25%	25%	30%	20%	27%	20%	17%
		f	cef		cef		
C1	678	152	99	149	129	125	24
	22%	23%	14%	21%	26%	33%	25%
		b		b	b	abcdf	b
C2	673	138	134	220	62	101	19
	22%	21%	19%	31%	13%	26%	19%
		d	d	abdf		bdf	d
D	229	91	30	48	26	15	19
	8%	14%	4%	7%	5%	4%	19%
		bcde		e			abcde
E	293	67	67	53	67	29	9
	10%	10%	10%	8%	14%	7%	9%
					cef		
NETS							
Net: ABC1	1831	364	456	379	340	241	51
	61%	55%	66%	54%	69%	63%	52%
			acf		acf	acf	
Net: C2DE	1194	297	231	321	155	144	46
	39%	45%	34%	46%	31%	37%	48%
		bde		bde		d	bde

J303344 Adolescents and Vaccines survey - All markets

S4. Social grade [Parents]

Base: All respondents

Significance Level: 95%

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
411	229	183	94	92	73	83	69	411	-	80	139	138	303	106
14%	15%	12%	16%	15%	12%	14%	11%	22%	-	14%	12%	14%	14%	13%
			g	g				i					k	
742	390	352	140	144	152	166	140	742	-	125	291	223	532	199
25%	25%	24%	24%	24%	25%	27%	22%	41%	-	23%	24%	23%	25%	24%
								i						
678	344	334	125	150	123	131	149	678	-	110	259	206	468	184
22%	22%	23%	21%	25%	20%	21%	24%	37%	-	20%	22%	21%	22%	22%
				e				i						
673	334	339	140	123	131	140	140	-	673	129	276	239	459	198
22%	22%	23%	24%	21%	22%	23%	22%	-	56%	23%	23%	25%	22%	23%
								h						
229	108	121	41	39	58	44	47	-	229	49	113	66	147	70
8%	7%	8%	7%	6%	10%	7%	7%	-	19%	9%	9%	7%	7%	8%
					d			h			lm			
293	148	145	51	50	66	46	79	-	293	63	124	103	188	86
10%	10%	10%	9%	8%	11%	7%	13%	-	24%	11%	10%	11%	9%	10%
					f		cdf		h					
1831	963	868	360	386	348	380	357	1831	-	314	689	567	1302	489
61%	62%	59%	61%	65%	58%	62%	57%	100%	-	57%	57%	58%	62%	58%
				eg				i					jkl	
1194	589	605	233	212	255	230	265	-	1194	241	513	408	795	354
39%	38%	41%	39%	35%	42%	38%	43%	-	100%	43%	43%	42%	38%	42%
					d		d		h	m	m	m		

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

S4. Social grade [Parents]

Base: All respondents

Significance Level: 95%

Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A	411	329	312	182	241	229	318	179	398	255	160	197	201	121	171	100	261
	14%	13%	14%	18% abfh	15% a	15%	14%	16% a	14%	15%	18% abfh	18% abfh	17% afh	15%	15% o	12%	14%
B	742	629	531	253	377	386	572	269	701	430	243	303	310	210	297	190	483
	25%	25%	24%	25%	24%	25%	25%	24%	25%	25%	27%	27% d	26%	25%	26%	22%	26%
C1	678	561	464	219	365	336	539	258	639	358	195	235	258	193	232	209	397
	22%	22%	21%	21%	23%	22%	23%	23%	22%	21%	22%	21%	21%	23%	20%	24% n	21%
C2	673	575	504	211	327	324	500	245	630	400	183	218	259	189	256	189	422
	22%	23%	23% k	21%	21%	21%	22%	22%	22%	24% k	20%	20%	21%	23%	22%	22%	23%
D	229	197	165	71	123	117	166	74	210	111	50	63	71	60	95	61	130
	8%	8% jkl	8% jk	7%	8% jkl	8% jkl	7%	7%	7%	7%	6%	6%	6%	7%	8%	7%	7%
E	293	249	207	87	134	132	206	99	277	146	69	90	112	61	99	107	162
	10%	10%	9%	9%	9%	9%	9%	9%	10%	9%	8%	8%	9%	7%	9%	13% mn	9%
NETS																	
Net: ABC1	1831	1518	1306	653	983	951	1429	706	1738	1042	598	735	769	524	700	499	1141
	61%	60%	60%	64% ab	63%	62%	62%	63%	61%	61%	66% abefhi	67% abdefhi	64% ab	63%	61%	58%	62%
Net: C2DE	1194	1021	876	369	583	574	872	418	1116	657	302	370	442	310	450	358	714
	39%	40% cjkl	40% cjkl	36%	37% k	38% jk	38% jk	37% jk	39% jk	39% jk	34%	33%	36%	37%	39%	42%	38%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

CS5. NET Child selected

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Boy

Net: Girl

Net: 14

Net: 15

Net: 16

Net: 17

Net: 18

Columns Tested: a,b,c,d,e,f

	COUNTRY					
Total	UK	France	Germany	Italy	Poland	Sweden
	a	b	c	d	e	f
3026	501	500	500	501	511	513
3026	661	688	700	495	385	97
100%	100%	100%	100%	100%	100%	100%
1552	339	352	359	255	197	50
51%	51%	51%	51%	52%	51%	51%
1473	322	336	341	240	188	47
49%	49%	49%	49%	48%	49%	49%
593	128	137	142	98	71	17
20%	19%	20%	20%	20%	18%	18%
598	130	139	140	98	74	18
20%	20%	20%	20%	20%	19%	18%
602	134	139	136	98	76	19
20%	20%	20%	19%	20%	20%	20%
610	134	137	138	99	81	21
20%	20%	20%	20%	20%	21%	22%
623	135	136	144	102	84	22
21%	20%	20%	21%	21%	22%	23%

J303344 Adolescents and Vaccines survey - All markets

CS5. NET Child selected

Base: All respondents

Significance Level: 95%

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1552	1552	-	333	305	309	288	317	963	589	286	545	496	1130	379
51%	100%	-	56%	51%	51%	47%	51%	53%	49%	51%	45%	51%	54%	45%
	b		f							k		k	k	
1473	-	1473	260	293	293	322	305	868	605	270	658	479	967	463
49%	-	100%	44%	49%	49%	53%	49%	47%	51%	49%	55%	49%	46%	55%
		a				c					jlm			
593	333	260	593	-	-	-	-	360	233	117	268	184	382	183
20%	21%	18%	100%	-	-	-	-	20%	20%	21%	22%	19%	18%	22%
	b		defg								m			
598	305	293	-	598	-	-	-	386	212	103	251	207	410	173
20%	20%	20%	-	100%	-	-	-	21%	18%	19%	21%	21%	20%	20%
				cefg				i						
602	309	293	-	-	602	-	-	348	255	119	232	202	413	179
20%	20%	20%	-	-	100%	-	-	19%	21%	21%	19%	21%	20%	21%
					cdfg									
610	288	322	-	-	-	610	-	380	230	117	226	193	442	151
20%	19%	22%	-	-	-	100%	-	21%	19%	21%	19%	20%	21%	18%
		a				cdeg								
623	317	305	-	-	-	-	623	357	265	99	224	189	451	157
21%	20%	21%	-	-	-	-	100%	20%	22%	18%	19%	19%	21%	19%
						cdef								

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

CS5. NET Child selected

Base: All respondents

Significance Level: 95%

Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Boy	1552	1287	1097	482	651	629	1225	528	1458	835	422	497	561	356	586	487	925
	51%	51%	50%	47%	42%	41%	53%	47%	51%	49%	47%	45%	46%	43%	51%	57%	50%
		degkl	dekl	de			bcdegijkl	de	cdegijkl	dek	de		de		m	mn	
Net: Girl	1473	1252	1086	540	916	896	1076	596	1396	864	478	608	650	478	563	370	930
	49%	49%	50%	53%	58%	59%	47%	53%	49%	51%	53%	55%	54%	57%	49%	43%	50%
			f	fh	abcfghijl	abcfghijl	afh			f	fh	abfhi	abfh	no	o		
Net: 14	593	520	363	178	301	285	473	197	552	333	176	209	228	194	202	153	344
	20%	20%	17%	17%	19%	19%	21%	18%	19%	20%	20%	19%	19%	23%	18%	18%	19%
		bcg			b		bcg		b	b				no			
Net: 15	598	514	409	193	311	303	459	211	551	337	184	230	250	198	222	137	368
	20%	20%	19%	19%	20%	20%	20%	19%	19%	20%	20%	21%	21%	24%	19%	16%	20%
														no			
Net: 16	602	491	440	198	295	293	453	212	570	327	190	238	224	181	244	145	362
	20%	19%	20%	19%	19%	19%	20%	19%	20%	19%	21%	22%	19%	22%	21%	17%	19%
														o	o		
Net: 17	610	511	483	232	326	330	460	238	586	367	185	226	257	129	248	205	388
	20%	20%	22%	23%	21%	22%	20%	21%	21%	22%	21%	20%	21%	15%	22%	24%	21%
															m	m	
Net: 18	623	503	487	220	333	313	456	266	595	335	165	202	251	132	234	217	394
	21%	20%	22%	22%	21%	21%	20%	24%	21%	20%	18%	18%	21%	16%	20%	25%	21%
			afjk					aefhijk							m	mn	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_SUM. How often do you do each of these activities?

SUMMARY TABLE

Base: All respondents

	Total	More than daily	Daily	Weekly	Monthly	Less than Monthly	Never	Don't know	Net: Daily (More than daily / daily)	Net: Weekly (More than daily / weekly / monthly)
Browse the internet	3026 100%	2347 78%	507 17%	121 4%	21 1%	12 *	11 *	6 *	2854 94%	2975 98%
Watch television	3026 100%	1355 45%	1184 39%	342 11%	48 2%	41 1%	45 1%	11 *	2539 84%	2881 95%
Browse YouTube	3026 100%	1497 49%	804 27%	536 18%	79 3%	50 2%	47 2%	12 *	2301 76%	2837 94%
Browse Facebook	3026 100%	1597 53%	585 19%	293 10%	90 3%	108 4%	338 11%	14 *	2182 72%	2475 82%
Listen to the radio	3026 100%	887 29%	812 27%	573 19%	170 6%	270 9%	285 9%	29 1%	1699 56%	2272 75%
Browse Instagram	3026 100%	962 32%	604 20%	401 13%	112 4%	176 6%	729 24%	41 1%	1566 52%	1968 65%
Browse Snapchat	3026 100%	977 32%	548 18%	353 12%	139 5%	176 6%	775 26%	58 2%	1525 50%	1877 62%
Read blogs	3026 100%	576 19%	635 21%	706 23%	273 9%	330 11%	462 15%	43 1%	1211 40%	1917 63%
Browse other social media	3026 100%	598 20%	526 17%	382 13%	186 6%	248 8%	870 29%	216 7%	1124 37%	1506 50%
Read books or magazines	3026 100%	386 13%	719 24%	940 31%	345 11%	391 13%	219 7%	26 1%	1105 37%	2045 68%
Browse Twitter	3026 100%	540 18%	482 16%	380 13%	160 5%	249 8%	1173 39%	41 1%	1022 34%	1402 46%
Listen to podcasts	3026 100%	372 12%	528 17%	574 19%	297 10%	386 13%	745 25%	124 4%	900 30%	1474 49%

J303344 Adolescents and Vaccines survey - All markets

Q1_1. How often do you do each of these activities?

Watch television

Base: All respondents

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
More than daily	1355	187	319	318	326	167	38
	45%	28%	46%	45%	66%	44%	39%
			af	af	abcef	a	a
Daily	1184	388	249	264	136	120	26
	39%	59%	36%	38%	28%	31%	27%
		bcdef	df	def			
Weekly	342	69	88	83	24	59	20
	11%	10%	13%	12%	5%	15%	21%
		d	d	d		ad	abcde
Monthly	48	8	8	13	3	13	3
	2%	1%	1%	2%	1%	3%	4%
						abd	abd
Less than Monthly	41	3	10	10	1	11	7
	1%	*	1%	1%	*	3%	7%
			d	d		ad	abcde
Never	45	3	14	10	4	12	2
	1%	*	2%	1%	1%	3%	3%
			a			ad	ad
Don't know	11	4	-	3	1	3	1
	*	1%	-	*	*	1%	1%
						b	
NETS							
Net: Daily (More than daily / daily)	2539	575	568	582	462	287	64
	84%	87%	83%	83%	93%	75%	66%
		ef	ef	ef	abcef	f	
Net: Weekly (More than daily / daily/ weekly)	2881	644	656	665	486	346	84
	95%	97%	95%	95%	98%	90%	87%
		cef	ef	ef	bcef		

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q1_1. How often do you do each of these activities?

Watch television

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	1355	701	655	292	266	269	264	265	786	570	273	545	459	954	364
	45%	45%	44%	49%	44%	45%	43%	43%	43%	48%	49%	45%	47%	46%	43%
				fg						h					
Daily	1184	586	597	228	248	222	247	238	732	451	188	479	355	815	329
	39%	38%	41%	38%	42%	37%	41%	38%	40%	38%	34%	40%	36%	39%	39%
												j		j	
Weekly	342	179	163	53	63	77	68	80	221	121	62	131	115	223	113
	11%	12%	11%	9%	11%	13%	11%	13%	12%	10%	11%	11%	12%	11%	13%
						c		c							
Monthly	48	28	20	6	10	11	9	12	31	17	10	19	19	37	10
	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%
Less than Monthly	41	25	16	4	9	9	10	9	27	13	10	9	8	31	9
	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%
											k				
Never	45	29	16	7	2	13	8	16	28	17	8	14	15	32	13
	1%	2%	1%	1%	*	2%	1%	3%	2%	1%	2%	1%	1%	2%	1%
						d	d	d							
Don't know	11	5	7	3	-	1	3	3	6	5	2	5	5	5	3
	*	*	*	1%	-	*	1%	1%	*	*	*	*	1%	*	*
NETS															
Net: Daily (More than daily / daily)	2539	1287	1252	520	514	491	511	503	1518	1021	461	1024	814	1769	693
	84%	83%	85%	88%	86%	82%	84%	81%	83%	85%	83%	85%	83%	84%	82%
				eg	eg										
Net: Weekly (More than daily / daily/ weekly)	2881	1466	1415	573	577	569	579	583	1739	1141	524	1155	929	1992	807
	95%	94%	96%	97%	97%	94%	95%	94%	95%	96%	94%	96%	95%	95%	96%
			a	g	g										

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q1_1. How often do you do each of these activities?

Watch television

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	1355 45%	1355 53% bdefhk	1073 49%	543 53% befh	780 50% h	727 48%	1114 48%	586 52% efh	1328 47%	896 53% befh	499 55% bdefhk	544 49%	680 56% bdefghk	376 45%	504 44%	412 48%	840 45%
Daily	1184 39%	1184 47% bcdefghijkl	825 38% jl	367 36% jl	590 38% jl	589 39% gjl	841 37%	391 35%	1111 39% gjl	659 39% gjl	302 34%	426 39% jl	405 33%	341 41% o	459 40% o	305 36%	731 39%
Weekly	342 11%	- - ai	211 10% ai	85 8% a	142 9% ai	154 10% ail	238 10% aijl	107 10% ai	294 10% aijl	112 7% a	72 8% a	95 9% a	94 8% a	87 10%	129 11%	95 11%	202 11%
Monthly	48 2%	- - a	23 1% a	13 1% ai	21 1% ai	21 1% ai	38 2% ai	16 1% ai	38 1% ai	8 * a	8 1% a	13 1% ai	11 1% a	10 1%	20 2%	17 2%	30 2%
Less than Monthly	41 1%	- - a	25 1% a	8 1% a	17 1% a	20 1% a	35 2% a	11 1% a	36 1% a	14 1% a	12 1% a	11 1% a	10 1% a	9 1%	16 1%	13 2%	23 1%
Never	45 1%	- - a	18 1% a	3 * a	12 1% a	9 1% a	32 1% acei	12 1% aci	40 1% acdeil	7 * a	7 1% a	15 1% acei	8 1% a	9 1%	16 1%	15 2%	25 1%
Don't know	11 *	- - a	7 * a	4 * a	4 * a	5 * a	3 * a	2 * a	7 * a	2 * a	- - a	1 * acei	3 * a	1 *	6 1% o	* *	4 *
NETS																	
Net: Daily (More than daily / daily)	2539 84%	2539 100% bcdefghijkl	1897 87%	910 89% efh	1371 87% f	1316 86%	1955 85%	976 87%	2438 85%	1555 92% bcdefghjk	802 89% efh	970 88% f	1084 90% befgh	717 86%	963 84%	716 84%	1571 85%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_1. How often do you do each of these activities?

Watch television

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Weekly (More than daily / daily/ weekly)

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2881	2539	2108	995	1513	1470	2193	1083	2732	1667	873	1064	1178	804	1092	811	1773
95%	100%	97%	97%	97%	96%	95%	96%	96%	98%	97%	96%	97%	96%	95%	95%	96%
	bcdefghijkl	f	fh					bdefghk		f		fh				

J303344 Adolescents and Vaccines survey - All markets

Q1_2. How often do you do each of these activities?

Browse Facebook

Base: All respondents

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
More than daily	1597	256	351	314	345	283	48
	53%	39%	51%	45%	70%	74%	49%
			ac		abcf	abcf	a
Daily	585	203	114	133	62	58	15
	19%	31%	17%	19%	13%	15%	15%
		bcdef		d			
Weekly	293	69	78	83	27	23	13
	10%	10%	11%	12%	5%	6%	14%
		de	de	de			de
Monthly	90	18	22	25	12	8	5
	3%	3%	3%	4%	2%	2%	5%
							de
Less than Monthly	108	30	26	31	10	4	7
	4%	5%	4%	4%	2%	1%	7%
		de	e	de			bde
Never	338	79	92	112	39	7	10
	11%	12%	13%	16%	8%	2%	10%
		de	de	def	e		e
Don't know	14	5	4	3	-	2	*
	*	1%	1%	*	-	*	*
		d					
NETS							
Net: Daily (More than daily / daily)	2182	460	465	447	407	341	62
	72%	69%	68%	64%	82%	89%	64%
					abcf	abcdf	
Net: Weekly (More than daily / daily/ weekly)	2475	528	543	529	434	364	76
	82%	80%	79%	76%	88%	95%	78%
					abcf	abcdf	

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q1_2. How often do you do each of these activities?

Browse Facebook

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	1597	789	808	265	278	305	371	379	954	643	299	625	533	1123	430
	53%	51%	55%	45%	47%	51%	61%	61%	52%	54%	54%	52%	55%	54%	51%
			a			c	cde	cde							
Daily	585	307	278	99	130	135	112	109	352	233	123	218	190	417	160
	19%	20%	19%	17%	22%	22%	18%	17%	19%	19%	22%	18%	19%	20%	19%
					c	cg					k				
Weekly	293	156	137	61	55	69	40	67	177	116	46	112	83	205	80
	10%	10%	9%	10%	9%	11%	7%	11%	10%	10%	8%	9%	9%	10%	9%
				f		f		f							
Monthly	90	47	43	23	27	13	15	11	60	30	15	42	28	53	35
	3%	3%	3%	4%	5%	2%	2%	2%	3%	3%	3%	4%	3%	3%	4%
				g	eg										
Less than Monthly	108	66	42	25	25	29	16	12	72	36	15	38	33	80	25
	4%	4%	3%	4%	4%	5%	3%	2%	4%	3%	3%	3%	3%	4%	3%
		b		g	g	fg									
Never	338	182	157	117	78	51	48	45	211	128	54	164	107	215	108
	11%	12%	11%	20%	13%	8%	8%	7%	12%	11%	10%	14%	11%	10%	13%
				defg	efg							jm			
Don't know	14	5	9	3	4	-	6	*	5	9	3	4	1	4	4
	*	*	1%	1%	1%	-	1%	*	*	1%	*	*	*	*	*
					e		eg								
NETS															
Net: Daily (More than daily / daily)	2182	1097	1086	363	409	440	483	487	1306	876	421	842	722	1540	591
	72%	71%	74%	61%	68%	73%	79%	78%	71%	73%	76%	70%	74%	73%	70%
					c	c	cde	cde			k		k	k	
Net: Weekly (More than daily / daily/ weekly)	2475	1253	1222	425	463	509	523	555	1483	992	468	954	806	1745	671
	82%	81%	83%	72%	77%	85%	86%	89%	81%	83%	84%	79%	83%	83%	80%
					c	cd	cd	cde			k			k	

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q1_2. How often do you do each of these activities?

Browse Facebook

Base: All respondents

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION				
							Other social media									More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago			
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o		p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941		1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857		1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%
1597	1416	1597	706	991	950	1353	759	1561	1001	598	598	796	421	606	484		970
53%	56%	73%	69%	63%	62%	59%	68%	55%	59%	66%	54%	66%	50%	53%	56%		52%
		acdefghijkl	adefhik	afhik	afhk	ahk	adefhik		hk	aefhik		afhik			m		
585	481	585	204	285	277	413	198	552	307	148	219	215	179	215	165		361
19%	19%	27%	20%	18%	18%	18%	18%	19%	18%	16%	20%	18%	21%	19%	19%		19%
		acdefghijkl	j				j										
293	212	-	53	100	106	176	58	257	138	52	82	76	75	119	74		177
10%	8%	-	5%	6%	7%	8%	5%	9%	8%	6%	7%	6%	9%	10%	9%		10%
	bcdgjl		b	b	bg	bcg	b	bcdegjl	bcgj	b	bcg	b					
90	66	-	8	30	34	53	17	76	41	19	35	24	24	37	28		48
3%	3%	-	1%	2%	2%	2%	2%	3%	2%	2%	3%	2%	3%	3%	3%		3%
	bcg		b	bc	bc	bc	b	bcg	bc	bc	bcdg	bc					
108	79	-	18	40	37	80	21	98	47	27	34	20	31	37	34		76
4%	3%	-	2%	3%	2%	3%	2%	3%	3%	3%	3%	2%	4%	3%	4%		4%
	bcdgl		b	b	b	bcegl	b	bcdgl	bl	bl	bl	b					
338	277	-	34	118	119	222	71	303	163	55	134	80	104	132	70		219
11%	11%	-	3%	8%	8%	10%	6%	11%	10%	6%	12%	7%	13%	11%	8%		12%
	bcdegjl		b	bc	bc	bcdegjl	bc	bcdegjl	bcdgjl	bc	bcdefgjil	bc	o	o			
14	7	-	-	3	3	4	-	6	2	1	4	*	-	4	2		5
*	*	-	-	*	*	*	-	*	*	*	*	*	-	*	*		*
	b				b	b		b			bcdgl						
2182	1897	2182	909	1276	1226	1766	957	2114	1308	746	817	1011	599	821	649		1330
72%	75%	100%	89%	81%	80%	77%	85%	74%	77%	83%	74%	84%	72%	71%	76%		72%
		acdefghijkl	adefghijkl	afhik	afhik	h	adefhik		h	afhik		aefhik			n		

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_2. How often do you do each of these activities?

Browse Facebook

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Weekly (More than daily / daily/ weekly)

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media						In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs				
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2475	2109	2182	962	1376	1333	1941	1015	2371	1446	798	898	1087	674	940	723	1508
82%	83%	100%	94%	88%	87%	84%	90%	83%	85%	89%	81%	90%	81%	82%	84%	81%
	acdefghijkl		defghijkl		afhik		afhk		k		adefhik		k		afhk	

J303344 Adolescents and Vaccines survey - All markets

Q1_3. How often do you do each of these activities?

Browse Twitter

Base: All respondents

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
More than daily	540	92	143	85	124	79	16
	18%	14%	21%	12%	25%	21%	16%
			ac		acf	ac	
Daily	482	140	96	112	64	61	9
	16%	21%	14%	16%	13%	16%	9%
		bcdef	f	f	f	f	
Weekly	380	92	89	73	65	48	12
	13%	14%	13%	10%	13%	13%	12%
Monthly	160	32	32	42	24	27	4
	5%	5%	5%	6%	5%	7%	4%
						f	
Less than Monthly	249	62	39	66	35	34	14
	8%	9%	6%	9%	7%	9%	15%
		b		b			abcde
Never	1173	234	283	316	174	127	40
	39%	35%	41%	45%	35%	33%	42%
			de	ade			ade
Don't know	41	9	6	6	10	9	2
	1%	1%	1%	1%	2%	2%	2%
						bc	
NETS							
Net: Daily (More than daily / daily)	1022	232	240	197	188	140	25
	34%	35%	35%	28%	38%	36%	25%
		cf	cf		cf	cf	
Net: Weekly (More than daily / daily/ weekly)	1402	325	329	270	253	188	37
	46%	49%	48%	39%	51%	49%	38%
		cf	cf		cf	cf	

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q1_3. How often do you do each of these activities?

Browse Twitter

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	540	244	296	90	107	99	128	116	357	183	126	233	200	387	142
	18%	16%	20%	15%	18%	16%	21%	19%	19%	15%	23%	19%	21%	18%	17%
			a				ce		i		m				
Daily	482	238	244	88	86	100	104	104	296	186	104	189	171	346	126
	16%	15%	17%	15%	14%	17%	17%	17%	16%	16%	19%	16%	17%	16%	15%
Weekly	380	197	183	75	73	82	71	80	251	129	58	145	105	266	98
	13%	13%	12%	13%	12%	14%	12%	13%	14%	11%	10%	12%	11%	13%	12%
									i						
Monthly	160	101	59	29	36	41	24	31	91	69	31	65	46	108	46
	5%	6%	4%	5%	6%	7%	4%	5%	5%	6%	6%	5%	5%	5%	5%
		b				f									
Less than Monthly	249	124	125	35	43	57	53	61	148	102	45	91	80	167	76
	8%	8%	8%	6%	7%	9%	9%	10%	8%	9%	8%	8%	8%	8%	9%
						c		c							
Never	1173	630	543	266	247	218	217	226	668	505	183	464	365	798	342
	39%	41%	37%	45%	41%	36%	36%	36%	36%	42%	33%	39%	37%	38%	41%
		b		efg	f					h		j		j	
Don't know	41	19	22	9	6	7	13	5	21	20	9	15	9	25	11
	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%
NETS															
Net: Daily (More than daily / daily)	1022	482	540	178	193	198	232	220	653	369	230	422	371	732	269
	34%	31%	37%	30%	32%	33%	38%	35%	36%	31%	41%	35%	38%	35%	32%
			a				cd		i		km				
Net: Weekly (More than daily / daily/ weekly)	1402	678	724	253	266	280	303	300	904	498	288	567	476	998	367
	46%	44%	49%	43%	44%	46%	50%	48%	49%	42%	52%	47%	49%	48%	44%
			a				c		i						

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q1_3. How often do you do each of these activities?

Browse Twitter

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media				Books or magazines				More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life	
Significance Level: 95%	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	540	481	494	540	456	424	489	348	527	374	301	264	372	174	214	130	338
	18%	19%	23%	53%	29%	28%	21%	31%	18%	22%	33%	24%	31%	21%	19%	15%	18%
			ah	abdefghijkl	abfhik	abfhik	ah	abfhik		ah	abdefhik	ah	abfhik	o	o		
Daily	482	429	415	482	345	304	415	239	465	308	206	219	283	154	191	126	281
	16%	17%	19%	47%	22%	20%	18%	21%	16%	18%	23%	20%	23%	18%	17%	15%	15%
			h	abdefghijkl	abfhi	ah		afhi			abfhi	ah	abefhik	o			
Weekly	380	303	285	-	192	183	295	119	358	189	93	126	133	96	132	133	217
	13%	12%	13%	-	12%	12%	13%	11%	13%	11%	10%	11%	11%	11%	12%	15%	12%
		c	cgj		c	c	cj	c	c	c	c	c	c			mn	
Monthly	160	131	116	-	57	52	118	52	147	78	33	47	55	31	78	42	101
	5%	5%	5%	-	4%	3%	5%	5%	5%	5%	4%	4%	5%	4%	7%	5%	5%
		cde	cde		c	c	cde	c	cde	c	c	c	c		m		
Less than Monthly	249	206	170	-	113	117	186	68	236	132	52	78	76	62	89	88	150
	8%	8%	8%	-	7%	8%	8%	6%	8%	8%	6%	7%	6%	7%	8%	10%	8%
		cgjl	cj		c	c	cgjl	c	cgjl	c	c	c	c			mn	
Never	1173	960	675	-	392	434	778	288	1087	596	208	364	282	308	431	329	747
	39%	38%	31%	-	25%	28%	34%	26%	38%	35%	23%	33%	23%	37%	37%	38%	40%
		bcdefgijkl	cdgjl		c	cdjl	bcdegjl	c	bcdefgijkl	bcdegjl	c	cdegjl	c				
Don't know	41	30	27	-	12	10	20	10	34	22	7	6	10	10	15	9	22
	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		c	c		c	c	c	c	c	c	c	c	c				
NETS																	
Net: Daily (More than daily / daily)	1022	910	909	1022	801	728	904	588	992	682	507	483	655	328	404	256	618
	34%	36%	42%	100%	51%	48%	39%	52%	35%	40%	56%	44%	54%	39%	35%	30%	33%
			ah	abdefghijkl	abfhik	abfhik	ah	abefhik		ah	abdefhik	afh	abefhik	o	o		

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_3. How often do you do each of these activities?

Browse Twitter

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Weekly (More than daily / daily/ weekly)

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1402	1213	1194	1022	993	912	1198	707	1351	871	600	610	788	423	537	389	835
46%	48%	55%	100%	63%	60%	52%	63%	47%	51%	67%	55%	65%	51%	47%	45%	45%
		ahi	abdefghijkl	abefhik	abfhik	ah	abfhik		ah	abefhik	ahi	abefhik	o			

J303344 Adolescents and Vaccines survey - All markets

Q1_4. How often do you do each of these activities?

Browse Instagram

Base: All respondents

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
More than daily	962	174	207	167	233	132	49
	32%	26%	30%	24%	47%	34%	51%
			c		abce	ac	abce
Daily	604	197	96	151	75	73	12
	20%	30%	14%	22%	15%	19%	12%
		bcdef		bdf		bf	
Weekly	401	74	95	102	66	49	15
	13%	11%	14%	15%	13%	13%	16%
							a
Monthly	112	18	33	34	10	14	4
	4%	3%	5%	5%	2%	4%	4%
			d	d			
Less than Monthly	176	29	45	43	15	38	5
	6%	4%	7%	6%	3%	10%	5%
			d	d		acdf	
Never	729	161	203	197	88	69	11
	24%	24%	30%	28%	18%	18%	11%
		def	def	def	f	f	
Don't know	41	8	8	6	8	10	1
	1%	1%	1%	1%	2%	3%	1%
						c	
NETS							
Net: Daily (More than daily / daily)	1566	371	303	318	308	205	61
	52%	56%	44%	45%	62%	53%	63%
		bc			abce	bc	abce
Net: Weekly (More than daily / daily/ weekly)	1968	445	398	420	374	254	76
	65%	67%	58%	60%	76%	66%	79%
		bc			abce	bc	abce

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q1_4. How often do you do each of these activities?

Browse Instagram

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	962	372	590	190	196	165	197	215	596	366	198	411	329	658	283
	32%	24%	40%	32%	33%	27%	32%	35%	33%	31%	36%	34%	34%	31%	34%
			a		e			e							
Daily	604	279	325	111	115	131	129	118	387	217	112	249	193	423	168
	20%	18%	22%	19%	19%	22%	21%	19%	21%	18%	20%	21%	20%	20%	20%
			a						i						
Weekly	401	219	182	99	81	79	69	74	253	148	76	160	129	279	114
	13%	14%	12%	17%	14%	13%	11%	12%	14%	12%	14%	13%	13%	13%	13%
				fg											
Monthly	112	71	41	21	22	27	24	18	65	47	26	44	40	79	31
	4%	5%	3%	3%	4%	5%	4%	3%	4%	4%	5%	4%	4%	4%	4%
		b													
Less than Monthly	176	116	60	19	31	50	39	37	100	76	36	61	60	120	52
	6%	7%	4%	3%	5%	8%	6%	6%	5%	6%	6%	5%	6%	6%	6%
		b				cd	c	c							
Never	729	474	255	148	144	142	143	152	406	323	102	267	216	507	191
	24%	31%	17%	25%	24%	24%	24%	24%	22%	27%	18%	22%	22%	24%	23%
		b							h					j	
Don't know	41	22	19	5	9	8	9	9	23	17	5	10	8	31	5
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
NETS															
Net: Daily (More than daily / daily)	1566	651	916	301	311	295	326	333	983	583	310	660	522	1081	450
	52%	42%	62%	51%	52%	49%	53%	53%	54%	49%	56%	55%	54%	52%	53%
			a						i						
Net: Weekly (More than daily / daily/ weekly)	1968	870	1098	400	392	375	394	407	1236	732	386	820	651	1360	564
	65%	56%	75%	67%	66%	62%	65%	65%	68%	61%	69%	68%	67%	65%	67%
			a						i		m				

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q1_4. How often do you do each of these activities?

Browse Instagram

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	962	848	799	499	962	783	882	535	938	599	421	397	537	286	356	273	582
	32%	33%	37%	49%	61%	51%	38%	48%	33%	35%	47%	36%	44%	34%	31%	32%	31%
			ah	abfhikl	abcefg hijkl	abfghijkl	ah	abfhik			abfhik		abfhik				
Daily	604	523	477	301	604	425	494	275	591	358	213	236	311	211	224	144	359
	20%	21%	22%	29%	39%	28%	21%	24%	21%	21%	24%	21%	26%	25%	19%	17%	19%
				abfghijkl	abcefg hijkl	abfghijk		afhi					abfhik	no			
Weekly	401	315	288	99	-	132	254	91	363	219	90	128	117	107	161	113	244
	13%	12%	13%	10%	-	9%	11%	8%	13%	13%	10%	12%	10%	13%	14%	13%	13%
		cdegl	cdefgjl	d		d	deg	d	cdegjl	cdegjl	d	deg	d				
Monthly	112	94	63	14	-	25	75	27	102	51	18	34	31	27	36	47	60
	4%	4%	3%	1%	-	2%	3%	2%	4%	3%	2%	3%	3%	3%	3%	5%	3%
		cdegj	cde	d		d	cdej	d	cdej	cde	d	cde	cd			mn	
Less than Monthly	176	132	135	33	-	35	121	39	166	92	41	59	48	31	77	59	106
	6%	5%	6%	3%	-	2%	5%	3%	6%	5%	5%	5%	4%	4%	7%	7%	6%
		cdeg	cdegl	d		d	cdeg	d	cdegl	cdeg	de	cdeg	de		m	m	
Never	729	597	394	69	-	118	451	151	661	359	106	238	157	162	283	213	479
	24%	24%	18%	7%	-	8%	20%	13%	23%	21%	12%	22%	13%	19%	25%	25%	26%
		bcdefgjl	cdegjl	d		d	cdegjl	cde	bcdefgjl	bcdegjl	cde	bcdegjl	cde		m	m	
Don't know	41	30	26	6	-	5	23	7	33	20	11	12	9	9	14	9	24
	1%	1%	1%	1%	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		de	de	d		d	de	d	de	de	de	de	d				
NETS																	
Net: Daily (More than daily / daily)	1566	1371	1276	801	1566	1209	1377	809	1528	958	634	633	848	497	579	417	941
	52%	54%	58%	78%	100%	79%	60%	72%	54%	56%	70%	57%	70%	60%	50%	49%	51%
			ah	abfghijkl	abcefg hijkl	abfghijkl	ahi	abfhik			abfhik	h	abfhik	no			

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_4. How often do you do each of these activities?

Browse Instagram

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Weekly (More than daily / daily/ weekly)

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1968	1686	1564	900	1566	1341	1631	901	1891	1177	724	762	965	604	740	530	1186
65%	66%	72%	88%	100%	88%	71%	80%	66%	69%	80%	69%	80%	72%	64%	62%	64%
		ah	abfghijkl	abcefg hijkl	abfghijkl	ah	abfhik		h	abfhik		abfhik		no		

J303344 Adolescents and Vaccines survey - All markets

Q1_5. How often do you do each of these activities?

Browse Snapchat

Base: All respondents

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
More than daily	977	207	280	157	132	137	65
	32%	31%	41%	22%	27%	35%	67%
		c	acd			cd	abcde
Daily	548	199	106	104	64	66	9
	18%	30%	15%	15%	13%	17%	9%
		bcdef	f	f	f	f	
Weekly	353	51	84	106	63	39	9
	12%	8%	12%	15%	13%	10%	9%
			a	aef	af		
Monthly	139	21	27	41	26	23	2
	5%	3%	4%	6%	5%	6%	2%
			f	af	f	af	
Less than Monthly	176	36	29	50	32	27	2
	6%	5%	4%	7%	6%	7%	2%
		f		bf	f	bf	
Never	775	137	151	232	161	84	10
	26%	21%	22%	33%	33%	22%	10%
		f	f	abef	abef	f	
Don't know	58	9	11	10	18	9	1
	2%	1%	2%	1%	4%	2%	1%
				abcf			
NETS							
Net: Daily (More than daily / daily)	1525	406	386	261	196	203	73
	50%	61%	56%	37%	40%	53%	76%
		cde	cd			cd	abcde
Net: Weekly (More than daily / daily/ weekly)	1877	458	469	367	259	242	82
	62%	69%	68%	52%	52%	63%	85%
		cde	cd			cd	abcde

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q1_5. How often do you do each of these activities?

Browse Snapchat

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	977	373	604	167	197	193	214	205	615	362	204	423	351	642	315
	32%	24%	41%	28%	33%	32%	35%	33%	34%	30%	37%	35%	36%	31%	37%
			a				c				m	m	m		
Daily	548	256	292	118	106	100	116	108	336	212	109	238	174	394	141
	18%	16%	20%	20%	18%	17%	19%	17%	18%	18%	20%	20%	18%	19%	17%
			a												
Weekly	353	196	157	73	71	69	70	69	223	130	59	121	103	251	90
	12%	13%	11%	12%	12%	12%	12%	11%	12%	11%	11%	10%	11%	12%	11%
Monthly	139	88	52	27	34	28	24	26	83	56	22	57	39	104	31
	5%	6%	3%	5%	6%	5%	4%	4%	5%	5%	4%	5%	4%	5%	4%
		b													
Less than Monthly	176	113	63	33	33	35	39	35	102	73	44	70	59	114	58
	6%	7%	4%	6%	6%	6%	6%	6%	6%	6%	8%	6%	6%	5%	7%
		b									m				
Never	775	497	278	167	148	160	137	163	444	332	110	273	236	550	198
	26%	32%	19%	28%	25%	27%	23%	26%	24%	28%	20%	23%	24%	26%	24%
		b		f						h				jk	
Don't know	58	30	28	8	8	16	9	17	28	30	7	20	13	42	10
	2%	2%	2%	1%	1%	3%	1%	3%	2%	2%	1%	2%	1%	2%	1%
NETS															
Net: Daily (More than daily / daily)	1525	629	896	285	303	293	330	313	951	574	312	661	525	1036	456
	50%	41%	61%	48%	51%	49%	54%	50%	52%	48%	56%	55%	54%	49%	54%
			a				c		i		m	m	m		
Net: Weekly (More than daily / daily/ weekly)	1877	825	1053	358	374	363	401	382	1174	704	372	782	628	1287	547
	62%	53%	71%	60%	63%	60%	66%	61%	64%	59%	67%	65%	64%	61%	65%
			a				e		i		m	m			

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q1_5. How often do you do each of these activities?

Browse Snapchat

Base: All respondents

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION				
							Other social media									More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago			
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o		p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941		1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857		1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%
977	836	798	463	794	977	874	520	947	576	429	371	496	284	395	242		580
32%	33%	37%	45%	51%	64%	38%	46%	33%	34%	48%	34%	41%	34%	34%	28%		31%
		ah	abfhikl	abcfghijkl	abcdfghijkl	ahik	abfhikl			abfhikl		abfhik	o	o			
548	480	428	266	415	548	440	254	525	309	204	217	284	196	204	130		314
18%	19%	20%	26%	26%	36%	19%	23%	18%	18%	23%	20%	23%	24%	18%	15%		17%
			abfhik	abfghijk	abcdfghijkl		abfhi			afhi		abfhik	no				
353	286	257	102	119	-	246	107	324	210	84	118	130	90	132	110		242
12%	11%	12%	10%	8%	-	11%	10%	11%	12%	9%	11%	11%	11%	11%	13%		13%
	de	degj	de	e		de	e	de	degj	e	de	de					
139	120	89	37	34	-	88	37	125	72	26	53	48	30	59	46		88
5%	5%	4%	4%	2%	-	4%	3%	4%	4%	3%	5%	4%	4%	5%	5%		5%
	degj	de	de	e		de	e	dej	de	e	dej	de					
176	136	132	29	50	-	121	39	164	95	34	57	47	47	72	52		110
6%	5%	6%	3%	3%	-	5%	3%	6%	6%	4%	5%	4%	6%	6%	6%		6%
	cdeg	cdegjl	e	e		cdeg	e	cdegjl	cdegjl	e	cdeg	e					
775	632	437	114	142	-	500	151	717	409	118	268	191	170	266	265		485
26%	25%	20%	11%	9%	-	22%	13%	25%	24%	13%	24%	16%	20%	23%	31%		26%
	bcdefgjl	cdegjl	e	e		cdegjl	de	bcdefgjl	bcdegjl	de	bcdegjl	cde			mn		
58	48	42	11	13	-	31	16	52	28	7	20	15	17	23	12		36
2%	2%	2%	1%	1%	-	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%		2%
	dej	dej	e	e		e	e	dej	de	e	dej	e					
1525	1316	1226	728	1209	1525	1314	774	1473	885	632	589	780	481	599	372		894
50%	52%	56%	71%	77%	100%	57%	69%	52%	52%	70%	53%	64%	58%	52%	43%		48%
		ahi	abfhikl	abcfghijkl	abcdfghijkl	ahik	abfhikl			abfhikl		abfhik	no	o			

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_5. How often do you do each of these activities?

Browse Snapchat

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Weekly (More than daily / daily/ weekly)

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media						In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs				
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1877	1603	1483	830	1328	1525	1560	881	1796	1095	716	707	910	570	731	483	1136
62%	63%	68%	81%	85%	100%	68%	78%	63%	64%	80%	64%	75%	68%	64%	56%	61%
		ahik	abfhikl	abcfghijkl	abcdfghijkl	ahik	abfhik			abfhikl		abfhik	no	o		

J303344 Adolescents and Vaccines survey - All markets

Q1_6. How often do you do each of these activities?

Browse YouTube

Base: All respondents

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
More than daily	1497	209	346	330	300	241	70
	49%	32%	50%	47%	61%	63%	72%
			a	a	abc	abc	abcde
Daily	804	256	162	186	105	81	14
	27%	39%	24%	27%	21%	21%	14%
		bcdef	f	def	f	f	
Weekly	536	135	129	151	63	48	9
	18%	20%	19%	22%	13%	12%	9%
		def	def	def			
Monthly	79	20	25	14	11	8	2
	3%	3%	4%	2%	2%	2%	2%
Less than Monthly	50	19	14	7	7	3	1
	2%	3%	2%	1%	1%	1%	1%
		ce					
Never	47	20	10	8	7	2	*
	2%	3%	1%	1%	1%	1%	1%
		cef					
Don't know	12	4	1	3	2	2	1
	*	1%	*	*	*	*	1%
NETS							
Net: Daily (More than daily / daily)	2301	465	509	516	405	323	83
	76%	70%	74%	74%	82%	84%	86%
					abc	abc	abc
Net: Weekly (More than daily / daily/ weekly)	2837	599	638	668	468	371	93
	94%	91%	93%	95%	95%	96%	96%
				a	a	ab	a

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q1_6. How often do you do each of these activities?

Browse YouTube

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	1497	850	647	320	299	272	306	300	944	553	296	618	507	1033	427
	49%	55%	44%	54%	50%	45%	50%	48%	52%	46%	53%	51%	52%	49%	51%
		b		eg					i						
Daily	804	375	429	153	159	181	153	157	485	319	146	312	261	559	224
	27%	24%	29%	26%	27%	30%	25%	25%	26%	27%	26%	26%	27%	27%	27%
		a													
Weekly	536	236	300	92	101	111	107	125	319	217	83	209	151	377	144
	18%	15%	20%	15%	17%	18%	17%	20%	17%	18%	15%	17%	15%	18%	17%
			a					c							
Monthly	79	42	37	15	19	14	18	13	28	51	15	30	27	46	31
	3%	3%	3%	2%	3%	2%	3%	2%	2%	4%	3%	3%	3%	2%	4%
										h					
Less than Monthly	50	18	32	5	7	9	12	18	26	25	8	11	13	43	6
	2%	1%	2%	1%	1%	1%	2%	3%	1%	2%	1%	1%	1%	2%	1%
			a					cd						k	
Never	47	26	22	7	8	13	10	9	25	22	8	18	14	35	10
	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%
Don't know	12	6	6	2	5	2	3	1	4	8	1	4	2	4	2
	*	*	*	*	1%	*	1%	*	*	1%	*	*	*	*	*
										h					
NETS															
Net: Daily (More than daily / daily)	2301	1225	1076	473	459	453	460	456	1429	872	442	931	768	1592	651
	76%	79%	73%	80%	77%	75%	75%	73%	78%	73%	80%	77%	79%	76%	77%
		b		g					i						
Net: Weekly (More than daily / daily/ weekly)	2837	1461	1376	565	560	565	566	581	1748	1089	524	1139	919	1969	794
	94%	94%	93%	95%	94%	94%	93%	93%	95%	91%	94%	95%	94%	94%	94%
									i						

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q1_6. How often do you do each of these activities?

Browse YouTube

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	1497 49%	1289 51%	1185 54% ah	629 62% abhik	938 60% abhik	908 60% abhik	1497 65% abdehik	704 63% abhik	1465 51%	887 52%	588 65% abdehik	569 51%	750 62% abhik	410 49%	576 50%	429 50%	925 50%
Daily	804 27%	666 26%	581 27%	274 27%	438 28%	407 27%	804 35% abcdeghijkl	292 26%	779 27%	462 27%	241 27%	307 28%	336 28%	253 30% no	298 26%	208 24%	479 26%
Weekly	536 18%	429 17% cdefgjl	331 15% cdefgjl	101 10% fj	158 10% fj	170 11% fj	- - fj	112 10% fj	460 16% cdefgjl	260 15% cdefgjl	63 7% f	173 16% cdefgjl	110 9% f	136 16%	207 18%	154 18%	336 18%
Monthly	79 3%	69 3% bcdefgjl	40 2% cdfgjl	8 1% f	13 1% f	17 1% fj	- - fj	9 1% f	68 2% cdefgjl	42 2% cdefgjl	3 * f	24 2% cdefgjl	8 1% f	14 2%	34 3%	25 3% n	48 3%
Less than Monthly	50 2%	41 2% bcdfgjl	21 1% fgjl	4 * f	13 1% fj	16 1% fgjl	- - fgjl	4 * f	41 1% cfgjl	19 1% cfgjl	1 * cfgjl	12 1% fgjl	4 * f	13 2%	13 1%	20 2% n	35 2%
Never	47 2%	40 2% bcdefgjl	20 1% dfgl	4 * f	2 * f	6 * f	- - f	2 * f	33 1% cdefgjl	24 1% cdefgjl	2 * f	19 2% bcdefgjl	1 * m	5 1%	16 1%	20 2% m	26 1%
Don't know	12 *	5 * f	5 * f	1 * f	4 * f	2 * f	- - f	1 * f	7 * f	5 * f	1 * f	1 * f	1 * f	3 *	7 1% o	- -	6 *
NETS																	
Net: Daily (More than daily / daily)	2301 76%	1955 77%	1766 81% ah	904 88% abhik	1377 88% abhik	1314 86% abhik	2301 100% abcdeghijkl	996 89% abhik	2244 79%	1349 79%	829 92% abcdeghik	876 79%	1086 90% abehik	664 80% o	874 76%	637 74%	1404 76%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_6. How often do you do each of these activities?

Browse YouTube

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Weekly (More than daily / daily/ weekly)

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2837	2384	2097	1004	1534	1484	2301	1108	2705	1609	893	1049	1197	800	1080	792	1741
94%	94%	96%	98%	98%	97%	100%	99%	95%	95%	99%	95%	99%	96%	94%	92%	94%
		ahi	abhik	abhik	abhik	abcdeghijkl	abehik			abdehik		abehik	o			

J303344 Adolescents and Vaccines survey - All markets

Q1_7. How often do you do each of these activities?

Browse other social media

Base: All respondents

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
More than daily	598	84	89	129	137	122	36
	20%	13%	13%	18%	28%	32%	37%
				ab	abc	abc	abcd
Daily	526	141	79	126	83	81	16
	17%	21%	11%	18%	17%	21%	16%
		bf		b	b	b	b
Weekly	382	78	89	95	51	56	12
	13%	12%	13%	14%	10%	14%	13%
						d	
Monthly	186	37	58	32	25	29	5
	6%	6%	8%	5%	5%	8%	5%
			cdf			c	
Less than Monthly	248	54	52	69	41	25	7
	8%	8%	8%	10%	8%	6%	8%
Never	870	215	266	203	127	46	12
	29%	33%	39%	29%	26%	12%	13%
		def	acdef	ef	ef		
Don't know	216	51	54	46	31	26	8
	7%	8%	8%	7%	6%	7%	8%
NETS							
Net: Daily (More than daily / daily)	1124	226	168	255	220	203	52
	37%	34%	24%	36%	45%	53%	53%
		b		b	abc	abcd	abcd
Net: Weekly (More than daily / daily/ weekly)	1506	304	258	350	272	259	64
	50%	46%	37%	50%	55%	67%	66%
		b		b	ab	abcd	abcd

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q1_7. How often do you do each of these activities?

Browse other social media

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	598	279	319	101	116	102	122	157	376	223	123	260	216	421	166
	20%	18%	22%	17%	19%	17%	20%	25%	21%	19%	22%	22%	22%	20%	20%
			a					cdef							
Daily	526	249	276	96	95	110	116	109	331	195	110	210	175	372	149
	17%	16%	19%	16%	16%	18%	19%	18%	18%	16%	20%	17%	18%	18%	18%
Weekly	382	195	186	83	76	79	77	67	250	132	81	135	141	271	97
	13%	13%	13%	14%	13%	13%	13%	11%	14%	11%	15%	11%	14%	13%	11%
									i		k		k		
Monthly	186	90	96	26	52	33	45	30	127	59	41	84	56	133	49
	6%	6%	7%	4%	9%	5%	7%	5%	7%	5%	7%	7%	6%	6%	6%
					ceg		c		i						
Less than Monthly	248	132	116	47	49	66	36	49	150	98	41	99	66	164	79
	8%	8%	8%	8%	8%	11%	6%	8%	8%	8%	7%	8%	7%	8%	9%
						f									
Never	870	512	359	198	164	167	171	170	487	384	127	337	260	583	252
	29%	33%	24%	33%	27%	28%	28%	27%	27%	32%	23%	28%	27%	28%	30%
		b		defg						h		j		j	
Don't know	216	95	120	42	46	45	43	41	112	104	31	78	62	153	52
	7%	6%	8%	7%	8%	7%	7%	7%	6%	9%	6%	6%	6%	7%	6%
			a							h					
NETS															
Net: Daily (More than daily / daily)	1124	528	596	197	211	212	238	266	706	418	233	470	391	793	314
	37%	34%	40%	33%	35%	35%	39%	43%	39%	35%	42%	39%	40%	38%	37%
			a				c	cde	i						
Net: Weekly (More than daily / daily/ weekly)	1506	724	782	279	287	291	315	333	956	550	315	605	532	1063	411
	50%	47%	53%	47%	48%	48%	52%	54%	52%	46%	57%	50%	55%	51%	49%
			a					c	i		km		km		

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q1_7. How often do you do each of these activities?

Browse other social media

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	598	530	514	325	456	428	541	598	587	393	284	278	360	197	213	160	359
	20%	21%	24%	32%	29%	28%	24%	53%	21%	23%	32%	25%	30%	24%	19%	19%	19%
			ah	abefhik	abfhik	abfhi	ah	abcdefhijkl		h	abfhik	ah	abfhik	no			
Daily	526	447	443	262	353	346	455	526	513	303	230	214	314	175	195	128	316
	17%	18%	20%	26%	23%	23%	20%	47%	18%	18%	26%	19%	26%	21%	17%	15%	17%
			ah	abfhik	afhik	afhik		abcdefhijkl			abfhik		abdefhik	no			
Weekly	382	315	287	150	206	192	294	-	353	223	116	121	154	101	135	126	234
	13%	12%	13%	15%	13%	13%	13%	-	12%	13%	13%	11%	13%	12%	12%	15%	13%
		g	g	gk	g	g	g		g	g	g	g	g				
Monthly	186	156	130	50	76	82	133	-	172	89	47	67	57	40	82	54	109
	6%	6%	6%	5%	5%	5%	6%	-	6%	5%	5%	6%	5%	5%	7%	6%	6%
		g	g	g	g	g	g		g	g	g	g	g		m		
Less than Monthly	248	211	157	51	107	94	188	-	231	137	56	80	75	64	105	71	149
	8%	8%	7%	5%	7%	6%	8%	-	8%	8%	6%	7%	6%	8%	9%	8%	8%
		ceglj	cg	g	g	g	cegl		cegl	ceg	g	cg	g				
Never	870	711	505	137	264	278	544	-	797	448	122	295	192	191	338	266	565
	29%	28%	23%	13%	17%	18%	24%	-	28%	26%	14%	27%	16%	23%	29%	31%	30%
		bcdefgjil	cdegil	g	cgj	cgj	cdegil		bcdefgjil	bcdegil	g	bcdegil	g		m	m	
Don't know	216	170	146	47	103	104	146	-	201	105	45	49	59	65	81	54	125
	7%	7%	7%	5%	7%	7%	6%	-	7%	6%	5%	4%	5%	8%	7%	6%	7%
		cgkl	cgkl	g	cgk	cgkl	cgk		cgjkl	gk	g	g	g				
NETS																	
Net: Daily (More than daily / daily)	1124	976	957	588	809	774	996	1124	1099	696	515	492	674	372	408	288	675
	37%	38%	44%	57%	52%	51%	43%	100%	39%	41%	57%	45%	56%	45%	36%	34%	36%
			ah	abdefhik	abfhik	abfhik	ah	abcdefhijkl			abdefhik	ah	abdefhik	no			

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_7. How often do you do each of these activities?

Browse other social media

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Weekly (More than daily / daily/ weekly)

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media						In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs				
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1506	1291	1244	737	1016	966	1290	1124	1453	919	630	614	828	473	544	413	909
50%	51%	57%	72%	65%	63%	56%	100%	51%	54%	70%	56%	68%	57%	47%	48%	49%
		ah	abdefhik	abfhik	abfhik	ah	abcdefhijkl		ah	abdefhik	ah	abdefhik				

J303344 Adolescents and Vaccines survey - All markets

Q1_8. How often do you do each of these activities?

Browse the internet

Base: All respondents

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
More than daily	2347	374	554	557	463	307	91
	78%	57%	81%	80%	94%	80%	94%
			a	a	abce	a	abce
Daily	507	235	89	108	23	49	4
	17%	35%	13%	15%	5%	13%	4%
		bcdef	df	df		df	
Weekly	121	41	32	20	6	22	1
	4%	6%	5%	3%	1%	6%	1%
		cdf	df			cdf	
Monthly	21	3	5	7	2	4	*
	1%	*	1%	1%	*	1%	*
Less than Monthly	12	4	4	3	-	1	*
	*	1%	1%	*	-	*	*
Never	11	4	1	4	1	1	-
	*	1%	*	1%	*	*	-
Don't know	6	1	1	1	-	2	*
	*	*	*	*	-	*	*
NETS							
Net: Daily (More than daily / daily)	2854	609	644	665	486	356	95
	94%	92%	94%	95%	98%	93%	98%
					abce		abce
Net: Weekly (More than daily / daily/ weekly)	2975	649	675	685	492	378	96
	98%	98%	98%	98%	99%	98%	99%
					c		

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q1_8. How often do you do each of these activities?

Browse the internet

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	2347	1206	1141	425	439	469	492	522	1449	898	415	908	766	1654	636
	78%	78%	77%	72%	73%	78%	81%	84%	79%	75%	75%	75%	79%	79%	75%
						c	cd	cde	i					jk	
Daily	507	253	255	128	112	101	94	73	289	218	103	219	150	336	153
	17%	16%	17%	22%	19%	17%	15%	12%	16%	18%	19%	18%	15%	16%	18%
				efg	g	g									
Weekly	121	62	59	31	33	23	18	16	68	53	22	54	45	78	38
	4%	4%	4%	5%	6%	4%	3%	3%	4%	4%	4%	4%	5%	4%	4%
				fg	fg										
Monthly	21	15	7	4	8	3	3	4	10	12	8	9	8	13	7
	1%	1%	*	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%
											m				
Less than Monthly	12	8	4	3	3	2	*	4	7	5	2	6	2	10	1
	*	1%	*	*	*	*	*	1%	*	*	*	1%	*	*	*
Never	11	7	4	1	2	4	1	3	6	5	4	5	3	5	6
	*	*	*	*	*	1%	*	*	*	*	1%	*	*	*	1%
Don't know	6	2	3	2	1	-	2	*	3	3	-	1	1	*	1
	*	*	*	*	*	-	*	*	*	*	-	*	*	*	*
NETS															
Net: Daily (More than daily / daily)	2854	1458	1396	552	551	570	586	595	1738	1116	519	1127	916	1991	789
	94%	94%	95%	93%	92%	95%	96%	96%	95%	93%	93%	94%	94%	95%	94%
							cd	d							
Net: Weekly (More than daily / daily/ weekly)	2975	1520	1456	583	584	594	604	611	1806	1169	541	1180	961	2069	827
	98%	98%	99%	98%	98%	99%	99%	98%	99%	98%	97%	98%	99%	99%	98%
														j	

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q1_8. How often do you do each of these activities?

Browse the internet

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	2347	2020	1828	859	1300	1233	1929	959	2347	1389	787	870	1059	631	916	674	1474
	78%	80%	84%	84%	83%	81%	84%	85%	82%	82%	87%	79%	87%	76%	80%	79%	79%
			aek	aek	ak		aek	aehik	ak		abcdefhik		abcdefhik		m		
Daily	507	418	286	133	228	240	315	141	507	247	93	188	130	156	179	132	294
	17%	16%	13%	13%	15%	16%	14%	13%	18%	15%	10%	17%	11%	19%	16%	15%	16%
		bcfgjl	jl		jl	bgjl	jl		bcdgijl	jl		bcfgjl					
Weekly	121	78	54	21	27	40	44	20	-	46	16	38	16	40	37	35	65
	4%	3%	2%	2%	2%	3%	2%	2%	-	3%	2%	3%	1%	5%	3%	4%	4%
		dfghjl	hl	h	h	hl	h	h		hl	h	dfghjl	h				
Monthly	21	8	7	6	5	5	8	2	-	8	3	3	4	4	7	9	12
	1%	*	*	1%	*	*	*	*	-	*	*	*	*	*	1%	1%	1%
		h	h	h	h	h	h	h		h	h	h	h				
Less than Monthly	12	7	2	2	4	5	2	1	-	4	1	3	-	3	5	3	5
	*	*	*	*	*	*	*	*	-	*	*	*	-	*	*	*	*
		h		h	h	hl				h	h	h					
Never	11	7	5	-	1	1	3	1	-	4	-	3	1	1	3	4	2
	*	*	*	-	*	*	*	*	-	*	-	*	*	*	*	*	*
		h	h							h		h					
Don't know	6	1	*	-	-	*	*	*	-	-	-	-	-	-	3	*	2
	*	*	*	-	-	*	*	*	-	-	-	-	-	-	*	*	*
NETS																	
Net: Daily (More than daily / daily)	2854	2438	2114	992	1528	1473	2244	1099	2854	1636	880	1058	1189	787	1095	806	1768
	94%	96%	97%	97%	98%	97%	98%	98%	100%	96%	98%	96%	98%	94%	95%	94%	95%
					aik		aik	aik	abcdefgijkl		aik		abeik				

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_8. How often do you do each of these activities?

Browse the internet

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Weekly (More than daily / daily/ weekly)

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2975	2516	2168	1014	1556	1513	2288	1119	2854	1682	896	1097	1206	827	1132	841	1833
98%	99%	99%	99%	99%	99%	99%	100%	100%	99%	100%	99%	100%	99%	98%	98%	99%
abcdefghijkl																

J303344 Adolescents and Vaccines survey - All markets

Q1_9. How often do you do each of these activities?

Listen to the radio

Base: All respondents

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
More than daily	887	77	235	234	228	96	17
	29%	12%	34%	33%	46%	25%	18%
			aef	aef	abcef	af	a
Daily	812	257	157	204	106	76	11
	27%	39%	23%	29%	21%	20%	12%
		bcdef	f	bdef	f	f	
Weekly	573	142	144	113	78	74	21
	19%	22%	21%	16%	16%	19%	22%
		cd	d				cd
Monthly	170	34	30	34	22	41	10
	6%	5%	4%	5%	4%	11%	10%
						abcd	abcd
Less than Monthly	270	63	54	53	35	52	13
	9%	10%	8%	8%	7%	13%	14%
						bcd	abcd
Never	285	83	63	56	26	35	22
	9%	13%	9%	8%	5%	9%	22%
		cd	d			d	abcde
Don't know	29	4	4	6	1	12	2
	1%	1%	1%	1%	*	3%	2%
						abcd	abd
NETS							
Net: Daily (More than daily / daily)	1699	334	392	438	334	172	29
	56%	51%	57%	63%	67%	45%	30%
		f	aef	aef	abef	f	
Net: Weekly (More than daily / daily/ weekly)	2272	476	536	551	412	246	50
	75%	72%	78%	79%	83%	64%	52%
		ef	aef	aef	abef	f	

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q1_9. How often do you do each of these activities?

Listen to the radio

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	887	426	461	169	168	161	204	185	555	331	192	326	310	635	238
	29%	27%	31%	28%	28%	27%	33%	30%	30%	28%	35%	27%	32%	30%	28%
			a				de				km		k		
Daily	812	409	403	164	169	166	163	150	487	325	139	329	225	560	224
	27%	26%	27%	28%	28%	28%	27%	24%	27%	27%	25%	27%	23%	27%	27%
												l		l	
Weekly	573	312	261	119	121	106	110	117	383	190	100	221	197	404	154
	19%	20%	18%	20%	20%	18%	18%	19%	21%	16%	18%	18%	20%	19%	18%
									i						
Monthly	170	86	84	28	36	39	27	40	105	65	22	69	60	118	47
	6%	6%	6%	5%	6%	7%	4%	6%	6%	5%	4%	6%	6%	6%	6%
Less than Monthly	270	132	138	54	53	56	51	56	145	125	48	126	85	176	85
	9%	8%	9%	9%	9%	9%	8%	9%	8%	10%	9%	10%	9%	8%	10%
									h		m				
Never	285	173	112	54	43	71	49	68	139	146	51	118	86	190	84
	9%	11%	8%	9%	7%	12%	8%	11%	8%	12%	9%	10%	9%	9%	10%
		b				df		d		h					
Don't know	29	14	15	5	8	3	6	6	17	12	2	13	12	15	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%
NETS															
Net: Daily (More than daily / daily)	1699	835	864	333	337	327	367	335	1042	657	332	655	535	1195	462
	56%	54%	59%	56%	56%	54%	60%	54%	57%	55%	60%	54%	55%	57%	55%
			a				eg				k				
Net: Weekly (More than daily / daily/ weekly)	2272	1147	1125	452	457	433	477	453	1425	847	432	876	732	1599	616
	75%	74%	76%	76%	76%	72%	78%	73%	78%	71%	78%	73%	75%	76%	73%
							eg		i		k			k	

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q1_9. How often do you do each of these activities?

Listen to the radio

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media				Books or magazines				More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life	
Significance Level: 95%	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	887 29%	836 33%	711 33%	389 38%	507 32%	463 30%	736 32%	391 35% eh	868 30%	887 52%	369 41%	418 38%	487 40%	264 32% n	306 27%	280 33% n	565 30%
Daily	812 27%	719 28%	597 27%	293 29%	450 29%	422 28%	613 27%	305 27%	768 27%	812 48% abcdefghijkl	256 28%	348 32% befghl	327 27%	248 30% o	313 27%	210 24%	513 28%
Weekly	573 19%	454 18% ikl	383 18% il	168 16% i	268 17% i	296 19% ikl	401 17% il	189 17% i	520 18% ikl	- -	148 16% i	164 15% i	179 15% i	145 17%	241 21% o	148 17%	341 18%
Monthly	170 6%	131 5% i	124 6% il	42 4% i	83 5% i	86 6% i	128 6% il	65 6% il	156 5% i	- -	42 5% i	48 4% i	49 4% i	42 5%	62 5%	53 6%	96 5%
Less than Monthly	270 9%	195 8% ik	183 8% ijk	70 7% i	146 9% cijk	135 9% ijk	203 9% ijk	97 9% ijk	256 9% cijk	- -	52 6% i	58 5% i	99 8% ijk	69 8%	107 9%	77 9%	160 9%
Never	285 9%	187 7% cijl	168 8% cgijl	56 5% ij	100 6% ij	111 7% ijl	201 9% cdgijkl	65 6% ij	264 9% acdegijkl	- -	28 3% i	67 6% ij	62 5% ij	60 7%	109 9%	84 10% m	163 9%
Don't know	29 1%	17 1% i	16 1% i	4 * i	12 1% i	12 1% i	18 1% i	12 1% ik	22 1% ik	- -	4 * i	2 * i	8 1% i	7 1%	12 1%	5 1%	17 1%
NETS																	
Net: Daily (More than daily / daily)	1699 56%	1555 61% eh	1308 60% abdefgh	682 67% abdefgh	958 61% h	885 58%	1349 59%	696 62% eh	1636 57%	1699 100% abcdefghijkl	625 69% abdefgh	766 69% abdefgh	814 67% abdefgh	511 61% n	619 54%	490 57%	1078 58%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_9. How often do you do each of these activities?

Listen to the radio

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Weekly (More than daily / daily/ weekly)

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media						In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs				
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2272	2009	1691	851	1226	1181	1750	885	2156	1699	774	930	993	657	860	638	1419
75%	79%	77%	83%	78%	77%	76%	79%	76%	100%	86%	84%	82%	79%	75%	74%	76%
	fh		abdefgh	h			h		abcdefghijkl	abdefghl	abdefgh	abdefgh	no			

J303344 Adolescents and Vaccines survey - All markets

Q1_10. How often do you do each of these activities?

Listen to podcasts

Base: All respondents

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
More than daily	372	24	117	76	83	60	12
	12%	4%	17%	11%	17%	16%	13%
			ac	a	ac	ac	a
Daily	528	88	130	122	101	76	11
	17%	13%	19%	17%	20%	20%	12%
			af	f	af	af	
Weekly	574	124	137	116	106	72	19
	19%	19%	20%	17%	21%	19%	19%
Monthly	297	61	64	83	44	38	7
	10%	9%	9%	12%	9%	10%	7%
				f			
Less than Monthly	386	115	74	104	35	42	17
	13%	17%	11%	15%	7%	11%	17%
		bde	d	d		d	bde
Never	745	243	144	172	104	54	27
	25%	37%	21%	25%	21%	14%	28%
		bcdef	e	e	e		bde
Don't know	124	7	21	28	24	42	3
	4%	1%	3%	4%	5%	11%	3%
			a	a	a	abcdf	a
NETS							
Net: Daily (More than daily / daily)	900	112	247	197	184	136	24
	30%	17%	36%	28%	37%	35%	25%
			acf	a	acf	acf	a
Net: Weekly (More than daily / daily/ weekly)	1474	236	384	313	290	208	43
	49%	36%	56%	45%	58%	54%	44%
			acf	a	acf	acf	a

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q1_10. How often do you do each of these activities?

Listen to podcasts

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	372	172	200	64	79	78	83	70	241	131	92	159	142	267	96
	12%	11%	14%	11%	13%	13%	14%	11%	13%	11%	17%	13%	15%	13%	11%
			a								m				
Daily	528	250	278	112	105	113	103	95	357	170	112	192	170	380	138
	17%	16%	19%	19%	18%	19%	17%	15%	20%	14%	20%	16%	17%	18%	16%
			a						i		k				
Weekly	574	306	268	111	124	102	123	114	382	191	96	231	193	392	168
	19%	20%	18%	19%	21%	17%	20%	18%	21%	16%	17%	19%	20%	19%	20%
									i						
Monthly	297	158	138	42	57	61	64	73	172	125	59	109	100	207	83
	10%	10%	9%	7%	10%	10%	11%	12%	9%	10%	11%	9%	10%	10%	10%
							c	c							
Less than Monthly	386	208	178	67	78	92	69	80	243	143	58	152	115	271	104
	13%	13%	12%	11%	13%	15%	11%	13%	13%	12%	10%	13%	12%	13%	12%
						cf									
Never	745	406	339	167	129	142	148	158	378	367	122	318	224	492	225
	25%	26%	23%	28%	22%	24%	24%	25%	21%	31%	22%	26%	23%	23%	27%
		b		d					h			j			
Don't know	124	52	72	30	25	15	20	33	58	66	16	42	31	87	29
	4%	3%	5%	5%	4%	2%	3%	5%	3%	6%	3%	4%	3%	4%	3%
			a	e			e			h					
NETS															
Net: Daily (More than daily / daily)	900	422	478	176	184	190	185	165	598	302	204	351	312	648	234
	30%	27%	32%	30%	31%	32%	30%	26%	33%	25%	37%	29%	32%	31%	28%
			a			g			i		km				
Net: Weekly (More than daily / daily/ weekly)	1474	728	746	287	308	292	308	279	981	493	300	582	504	1040	402
	49%	47%	51%	48%	51%	49%	51%	45%	54%	41%	54%	48%	52%	50%	48%
			a		g		g		i		k				

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q1_10. How often do you do each of these activities?

Listen to podcasts

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	372 12%	340 13%	319 15%	222 22%	282 18%	278 18%	351 15%	234 21%	369 13%	281 17%	372 41%	217 20%	291 24%	121 15%	148 13%	91 11%	242 13%
				abdefhi	abfh	abfh	h	abfhi		ah	abcdefghikl	abfhi	abdefhik	o			
Daily	528 17%	462 18%	427 20%	285 28%	352 22%	354 23%	479 21%	280 25%	511 18%	344 20%	528 59%	250 23%	350 29%	166 20%	205 18%	127 15%	311 17%
				abdefhik	abh	abhi	ah	abfhi			abcdefghikl	abh	abdefghik	o			
Weekly	574 19%	501 20%	429 20%	225 22%	294 19%	283 19%	446 19%	221 20%	545 19%	328 19%	- -	203 18%	247 20%	158 19%	232 20%	158 18%	363 20%
		j	j	dehjk	j	j	j	j	j	j	-	j	j				
Monthly	297 10%	238 9%	213 10%	75 7%	141 9%	123 8%	212 9%	96 9%	278 10%	155 9%	- -	99 9%	75 6%	82 10%	103 9%	100 12%	184 10%
		jl	cjl	j	jl	j	jl	jl	cjl	jl		jl	j			n	
Less than Monthly	386 13%	304 12%	259 12%	85 8%	165 11%	158 10%	261 11%	110 10%	363 13%	188 11%	- -	104 9%	85 7%	96 12%	159 14%	113 13%	239 13%
		cjkl	cjkl	j	jl	jl	cjl	jl	cdegijkl	cjl		jl	j				
Never	745 25%	601 24%	444 20%	109 11%	278 18%	283 19%	468 20%	140 12%	674 24%	334 20%	- -	198 18%	123 10%	175 21%	263 23%	233 27%	445 24%
		bcdefgijkl	cdgjl	j	cgjl	cgjl	cdgjl	j	bcdefgijkl	cgjl		cgjl	j			mn	
Don't know	124 4%	93 4%	92 4%	21 2%	54 3%	46 3%	85 4%	42 4%	114 4%	68 4%	- -	33 3%	39 3%	36 4%	39 3%	36 4%	71 4%
		cj	cj	j	cj	j	cj	cj	cj	cj		j	j				
NETS																	
Net: Daily (More than daily / daily)	900 30%	802 32%	746 34%	507 50%	634 40%	632 41%	829 36%	515 46%	880 31%	625 37%	900 100%	467 42%	641 53%	287 34%	353 31%	218 25%	553 30%
			h	abdefhik	abfhi	abfhi	ah	abdefhi		ah	abcdefghikl	abfhi	abdefghik	o	o		

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_10. How often do you do each of these activities?

Listen to podcasts

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Weekly (More than daily / daily/ weekly)

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media						In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs				
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1474	1303	1175	732	928	915	1275	735	1425	954	900	670	889	445	585	376	916
49%	51%	54%	72%	59%	60%	55%	65%	50%	56%	100%	61%	73%	53%	51%	44%	49%
		h	abdefghik	abfh	abfhi	ah	abdefghik		ah	abcdefghikl	abfhi	abdefghik	o	o		

J303344 Adolescents and Vaccines survey - All markets

Q1_11. How often do you do each of these activities?

Read books or magazines

Base: All respondents

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
More than daily	386	46	76	83	115	54	13
	13%	7%	11%	12%	23%	14%	14%
			a	a	abcef	a	a
Daily	719	183	153	172	114	82	15
	24%	28%	22%	25%	23%	21%	16%
		bef	f	f	f	f	
Weekly	940	214	215	238	144	105	24
	31%	32%	31%	34%	29%	27%	25%
		f	f	ef			
Monthly	345	65	78	73	59	56	15
	11%	10%	11%	10%	12%	14%	15%
						a	ac
Less than Monthly	391	91	92	85	43	59	20
	13%	14%	13%	12%	9%	15%	20%
		d	d			d	abcde
Never	219	59	69	46	15	21	9
	7%	9%	10%	7%	3%	5%	10%
		de	de	d			de
Don't know	26	3	5	3	5	8	1
	1%	*	1%	*	1%	2%	1%
						ac	
NETS							
Net: Daily (More than daily / daily)	1105	230	228	255	228	136	28
	37%	35%	33%	36%	46%	35%	29%
				f	abcef	f	
Net: Weekly (More than daily / daily/ weekly)	2045	443	443	493	372	241	52
	68%	67%	64%	70%	75%	63%	54%
		f	f	bef	abef	f	

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q1_11. How often do you do each of these activities?

Read books or magazines

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	386	162	224	62	84	85	75	80	256	130	107	150	139	288	87
	13%	10%	15%	10%	14%	14%	12%	13%	14%	11%	19%	12%	14%	14%	10%
			a						i		klm				
Daily	719	335	384	146	146	152	152	122	479	240	144	296	240	512	187
	24%	22%	26%	25%	24%	25%	25%	20%	26%	20%	26%	25%	25%	24%	22%
			a	g	g	g	g		i						
Weekly	940	456	484	206	185	175	187	187	589	351	148	349	273	659	260
	31%	29%	33%	35%	31%	29%	31%	30%	32%	29%	27%	29%	28%	31%	31%
			a	e										j	
Monthly	345	188	157	66	69	69	68	73	200	146	56	152	117	234	105
	11%	12%	11%	11%	12%	11%	11%	12%	11%	12%	10%	13%	12%	11%	12%
Less than Monthly	391	245	145	67	81	61	92	89	205	185	60	156	131	252	124
	13%	16%	10%	11%	14%	10%	15%	14%	11%	16%	11%	13%	13%	12%	15%
		b					ce	e		h					
Never	219	152	67	39	28	58	30	64	91	128	35	90	67	138	73
	7%	10%	5%	7%	5%	10%	5%	10%	5%	11%	6%	7%	7%	7%	9%
		b				df		cdf		h					
Don't know	26	14	12	6	4	2	7	7	11	14	6	9	10	14	7
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%
NETS															
Net: Daily (More than daily / daily)	1105	497	608	209	230	238	226	202	735	370	251	447	379	800	274
	37%	32%	41%	35%	39%	39%	37%	32%	40%	31%	45%	37%	39%	38%	32%
			a		g	g			i		klm				
Net: Weekly (More than daily / daily/ weekly)	2045	953	1092	415	416	413	413	389	1324	721	399	796	652	1459	534
	68%	61%	74%	70%	69%	69%	68%	62%	72%	60%	72%	66%	67%	70%	63%
			a	g	g	g			i		kl			k	

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q1_11. How often do you do each of these activities?

Read books or magazines

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	386	340	291	196	243	207	320	187	371	289	192	386	250	121	133	117	241
	13%	13%	13%	19%	15%	14%	14%	17%	13%	17%	21%	35%	21%	15%	12%	14%	13%
				abdefh	h			abefh		abefh	abdefghi	abcdefghijl	abdefghi				
Daily	719	629	525	287	391	382	556	305	687	477	275	719	352	225	285	165	445
	24%	25%	24%	28%	25%	25%	24%	27%	24%	28%	31%	65%	29%	27%	25%	19%	24%
				abfh				bh		abdfh	abdefh	abcdefghijl	abdefh	o	o		
Weekly	940	799	675	310	490	462	691	349	896	521	263	-	369	259	356	275	596
	31%	31%	31%	30%	31%	30%	30%	31%	31%	31%	29%	-	31%	31%	31%	32%	32%
		k	k	k	k	k	k	k	k	k	k	k	k				
Monthly	345	286	255	91	175	181	265	111	316	155	62	-	91	88	131	109	198
	11%	11%	12%	9%	11%	12%	12%	10%	11%	9%	7%	-	8%	11%	11%	13%	11%
		cijkl	cijkl	k	jkl	cijkl	cijkl	jkl	ijkl	k	k		k				
Less than Monthly	391	299	278	99	175	187	297	113	365	168	77	-	104	91	155	117	242
	13%	12%	13%	10%	11%	12%	13%	10%	13%	10%	9%	-	9%	11%	13%	14%	13%
		jkl	cgijkl	k	jkl	cijkl	cgijkl	k	cgijkl	k	k		k				
Never	219	168	142	36	85	102	158	54	203	82	27	-	39	45	83	70	121
	7%	7%	7%	3%	5%	7%	7%	5%	7%	5%	3%	-	3%	5%	7%	8%	7%
		cgijkl	cgijkl	k	cjkl	cgijkl	cgijkl	jkl	cdgijkl	jkl	k		k			m	
Don't know	26	17	15	3	7	5	13	4	16	7	4	-	6	6	7	5	12
	1%	1%	1%	*	*	*	1%	*	1%	*	*	-	*	1%	1%	1%	1%
		k	k		k		k		k	k	k		k				
NETS																	
Net: Daily (More than daily / daily)	1105	970	817	483	633	589	876	492	1058	766	467	1105	602	346	418	282	686
	37%	38%	37%	47%	40%	39%	38%	44%	37%	45%	52%	100%	50%	41%	36%	33%	37%
				abdefh	h			abefh		abdefh	abdefghi	abcdefghijl	abdefghi	no			

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_11. How often do you do each of these activities?

Read books or magazines

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Weekly (More than daily / daily/ weekly)

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media						In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs				
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2045	1768	1492	793	1124	1050	1567	841	1955	1287	730	1105	971	605	774	557	1282
68%	70%	68%	78%	72%	69%	68%	75%	68%	76%	81%	100%	80%	72%	67%	65%	69%
			abdefh	bfb			abefh		abdefh	abdefghi	abcdefghijl	abdefghi	no			

J303344 Adolescents and Vaccines survey - All markets

Q1_12. How often do you do each of these activities?

Read blogs

Base: All respondents

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
More than daily	576	41	151	125	147	93	18
	19%	6%	22%	18%	30%	24%	19%
			a	a	abcef	acf	a
Daily	635	145	111	164	115	81	19
	21%	22%	16%	23%	23%	21%	20%
		b		b	b		
Weekly	706	161	167	174	103	85	17
	23%	24%	24%	25%	21%	22%	18%
		f	f	f			
Monthly	273	61	73	70	27	36	7
	9%	9%	11%	10%	5%	9%	7%
		d	d	d		d	
Less than Monthly	330	84	78	74	41	38	13
	11%	13%	11%	11%	8%	10%	13%
		d					d
Never	462	160	99	84	57	42	21
	15%	24%	14%	12%	12%	11%	22%
		bcde					bcde
Don't know	43	9	8	10	5	10	1
	1%	1%	1%	1%	1%	3%	1%
NETS							
Net: Daily (More than daily / daily)	1211	186	263	288	262	174	38
	40%	28%	38%	41%	53%	45%	39%
			a	a	abcef	abf	a
Net: Weekly (More than daily / daily/ weekly)	1917	347	429	462	365	259	55
	63%	52%	62%	66%	74%	67%	57%
			a	af	abcef	af	

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q1_12. How often do you do each of these activities?

Read blogs

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	576	259	317	105	119	99	119	133	371	205	130	256	206	397	170
	19%	17%	22%	18%	20%	16%	20%	21%	20%	17%	23%	21%	21%	19%	20%
			a				e		i		m				
Daily	635	303	332	123	130	126	138	118	398	237	129	237	208	457	159
	21%	19%	23%	21%	22%	21%	23%	19%	22%	20%	23%	20%	21%	22%	19%
			a												
Weekly	706	341	366	124	138	153	149	142	462	244	125	286	224	496	192
	23%	22%	25%	21%	23%	25%	24%	23%	25%	20%	23%	24%	23%	24%	23%
									i						
Monthly	273	149	124	57	52	71	54	39	157	116	45	109	87	181	86
	9%	10%	8%	10%	9%	12%	9%	6%	9%	10%	8%	9%	9%	9%	10%
				g		g									
Less than Monthly	330	192	137	60	66	61	60	83	189	141	40	127	107	226	94
	11%	12%	9%	10%	11%	10%	10%	13%	10%	12%	7%	11%	11%	11%	11%
		b										j	j	j	
Never	462	286	176	117	82	87	81	95	236	226	77	170	131	314	129
	15%	18%	12%	20%	14%	14%	13%	15%	13%	19%	14%	14%	13%	15%	15%
		b		defg					h						
Don't know	43	23	21	7	10	6	8	12	18	26	10	16	14	26	12
	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%
									h						
NETS															
Net: Daily (More than daily / daily)	1211	561	650	228	250	224	257	251	769	442	259	493	413	854	329
	40%	36%	44%	38%	42%	37%	42%	40%	42%	37%	47%	41%	42%	41%	39%
			a						i		km				
Net: Weekly (More than daily / daily/ weekly)	1917	902	1015	351	388	378	406	394	1232	686	384	779	637	1350	522
	63%	58%	69%	59%	65%	63%	67%	63%	67%	57%	69%	65%	65%	64%	62%
			a		c		c		i		m				

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q1_12. How often do you do each of these activities?

Read blogs

Base: All respondents

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than daily	576	524	491	336	435	393	531	345	569	417	352	304	576	162	228	168	375
	19%	21%	22%	33%	28%	26%	23%	31%	20%	25%	39%	28%	48%	19%	20%	20%	20%
			h	abdefhik	abfhi	abfh	ah	abefhi		ah	abcdefghik	abfh	abcdefghijk				
Daily	635	560	520	319	413	387	555	330	621	397	289	298	635	217	236	151	382
	21%	22%	24%	31%	26%	25%	24%	29%	22%	23%	32%	27%	52%	26%	21%	18%	21%
				abdefhik	ahi	ah	h	abefhi			abdefhik	ahi	abcdefghijk	no			
Weekly	706	581	516	195	325	312	522	222	664	386	144	234	-	198	277	193	446
	23%	23%	24%	19%	21%	20%	23%	20%	23%	23%	16%	21%	-	24%	24%	23%	24%
		cgjl	cdegjl	l	jl	jl	cgjl	jl	cdegjl	cjl	l	jl					
Monthly	273	220	174	46	110	128	191	73	250	127	39	70	-	70	107	76	160
	9%	9%	8%	4%	7%	8%	8%	6%	9%	7%	4%	6%	-	8%	9%	9%	9%
		cgijkl	cjl	l	cjl	cjl	cgijkl	cjl	cdgijkl	cjl	l	l					
Less than Monthly	330	258	197	64	119	123	204	74	298	163	39	80	-	76	133	104	193
	11%	10%	9%	6%	8%	8%	9%	7%	10%	10%	4%	7%	-	9%	12%	12%	10%
		cdegijkl	cgjl	l	jl	jl	cgjl	jl	cdegijkl	cdgijkl	l	jl			m		
Never	462	366	255	55	151	168	275	70	414	187	33	114	-	99	156	159	272
	15%	14%	12%	5%	10%	11%	12%	6%	15%	11%	4%	10%	-	12%	14%	19%	15%
		bcdefgijkl	cdgjl	l	cgjl	cgjl	cdgjl	jl	bcdefgijkl	cgjl	l	cgjl			mn		
Don't know	43	29	29	7	14	14	22	10	38	21	2	5	-	13	13	7	27
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	-	2%	1%	1%	1%
		jl	jkl	l	l	l	jl	l	jkl	jkl		l					
NETS																	
Net: Daily (More than daily / daily)	1211	1084	1011	655	848	780	1086	674	1189	814	641	602	1211	379	464	318	758
	40%	43%	46%	64%	54%	51%	47%	60%	42%	48%	71%	54%	100%	45%	40%	37%	41%
			ah	abdefghik	abfhi	abfh	ah	abdefhik		ah	abcdefghik	abfhi	abcdefghijk	no			

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q1_12. How often do you do each of these activities?

Read blogs

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: Weekly (More than daily / daily/ weekly)

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media				Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts						
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1917	1666	1527	850	1173	1092	1609	897	1853	1200	786	836	1211	577	741	511	1204
63%	66%	70% ah	83% abdefghik	75% abefhi	72% ah	70% ah	80% abdefhik	65% ah	71% ah	87% abcdefghik	76% abefhi	100% abcdefghijk	69% no	64% o	60%	65%

J303344 Adolescents and Vaccines survey - All markets

Q2. Have you come across information or an advert for a charity in the past week in any of the following places?

Base: All respondents who use media at Q1

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
Base: All who watch television	2970	655	674	687	490	370	94
	100%	100%	100%	100%	100%	100%	100%
Television	1192	268	253	216	283	142	32
	40%	41%	38%	31%	58%	38%	34%
		cf	c		abcef	c	
Base: All who browse Facebook	2673	577	591	585	456	377	87
	100%	100%	100%	100%	100%	100%	100%
Browse Facebook	993	187	206	179	211	181	29
	37%	32%	35%	31%	46%	48%	33%
					abcf	abcf	
Base: All who browse Twitter	1811	419	399	378	311	249	55
	100%	100%	100%	100%	100%	100%	100%
Browse Twitter	279	50	65	52	68	36	8
	15%	12%	16%	14%	22%	14%	15%
					acef		
Base: All who browse Instagram	2256	492	476	497	399	306	85
	100%	100%	100%	100%	100%	100%	100%
Browse Instagram	313	65	59	52	86	35	17
	14%	13%	12%	10%	22%	11%	20%
					abce		abce
Base: All who browse Snapchat	2192	515	526	458	316	292	86
	100%	100%	100%	100%	100%	100%	100%
Browse Snapchat	230	55	59	35	54	17	10
	11%	11%	11%	8%	17%	6%	12%
		e	e		abcef		e
Base: All who browse YouTube	2966	638	677	689	486	381	96
	100%	100%	100%	100%	100%	100%	100%
Browse YouTube	637	117	148	130	144	72	26
	21%	18%	22%	19%	30%	19%	27%
					abce		ace
Base: All who browse other social media	1940	395	367	451	337	313	77
	100%	100%	100%	100%	100%	100%	100%
Browse other social media	140	13	14	39	36	31	8
	7%	3%	4%	9%	11%	10%	10%
				ab	ab	ab	ab

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q2. Have you come across information or an advert for a charity in the past week in any of the following places?

Base: All respondents who use media at Q1

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
Base: All who browse the internet	3008	656	685	694	494	383	97
	100%	100%	100%	100%	100%	100%	100%
Browse the internet	256	41	33	45	60	69	8
	8%	6%	5%	6%	12%	18%	8%
				abcf	abcdf		b
Base: All who listen to the radio	2712	574	620	638	468	338	73
	100%	100%	100%	100%	100%	100%	100%
Listen to the radio	450	80	114	78	109	59	9
	17%	14%	18%	12%	23%	17%	13%
			cf	acef	c		
Base: All who listen to podcasts	2157	412	522	500	368	288	67
	100%	100%	100%	100%	100%	100%	100%
Listen to podcasts	88	11	22	14	27	9	6
	4%	3%	4%	3%	7%	3%	9%
				ace			abce
Base: All who read books or magazines	2781	599	613	651	475	356	86
	100%	100%	100%	100%	100%	100%	100%
Read books or magazines	296	47	80	60	77	24	7
	11%	8%	13%	9%	16%	7%	9%
			aef	acef			
Base: All who read blogs	2520	492	580	606	433	333	75
	100%	100%	100%	100%	100%	100%	100%
Read blogs	222	22	51	41	62	38	8
	9%	5%	9%	7%	14%	11%	11%
			a	abc	ac		ac
Base: All respondents who use media at Q1	3020	660	688	697	495	383	97
	100%	100%	100%	100%	100%	100%	100%
Somewhere else	75	17	10	18	9	18	3
	2%	3%	1%	3%	2%	5%	3%
					bd		b

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q2. Have you come across information or an advert for a charity in the past week in any of the following places?

Base: All respondents who use media at Q1

Significance Level: 95%

Unweighted Total

Weighted Total

I have not come across information or an advert for a charity in the past week

Net: Have come across information or an advert for a charity in the past week

Columns Tested: a,b,c,d,e,f

Total	COUNTRY					
	UK	France	Germany	Italy	Poland	Sweden
	a	b	c	d	e	f
Unweighted Total	3026	501	500	500	511	513
Weighted Total	3026	661	688	700	495	385
	100%	100%	100%	100%	100%	100%
I have not come across information or an advert for a charity in the past week	1171	269	275	340	122	119
	39%	41%	40%	49%	25%	31%
	de	de	abde		d	bde
Net: Have come across information or an advert for a charity in the past week	1849	391	413	357	373	264
	61%	59%	60%	51%	75%	69%
		c	cf	abcef	abcf	

J303344 Adolescents and Vaccines survey - All markets

Q2. Have you come across information or an advert for a charity in the past week in any of the following places?

Base: All respondents who use media at Q1

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Base: All who watch television	2970	1518	1451	583	597	588	598	603	1798	1172	545	1184	955	2060	827
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Television	1192	592	601	250	235	243	237	227	730	462	220	478	410	849	313
	40%	39%	41%	43%	39%	41%	40%	38%	41%	39%	40%	40%	43%	41%	38%
Base: All who browse Facebook	2673	1366	1307	473	516	552	555	578	1615	1058	498	1034	867	1877	730
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse Facebook	993	477	516	172	188	206	218	209	601	393	224	409	359	731	239
	37%	35%	39% a	36%	37%	37%	39%	36%	37%	37%	45% km	40%	41%	39%	33%
Base: All who browse Twitter	1811	903	908	317	345	377	380	391	1142	669	364	723	602	1274	489
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse Twitter	279	128	151	58	48	58	63	51	180	99	79	118	106	209	64
	15%	14%	17%	18%	14%	15%	17%	13%	16%	15%	22% km	16%	18%	16%	13%
Base: All who browse Instagram	2256	1057	1199	440	445	452	457	461	1402	854	448	925	751	1559	647
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse Instagram	313	138	175	63	66	70	67	48	207	106	102	132	142	226	84
	14%	13%	15%	14%	15% g	15% g	15% g	10%	15%	12%	23% km	14%	19% km	14%	13%
Base: All who browse Snapchat	2192	1025	1167	418	442	426	464	443	1359	833	438	910	726	1505	635
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse Snapchat	230	100	131	51	47	49	42	42	151	79	77	101	99	163	65
	11%	10%	11%	12%	11%	11%	9%	9%	11%	10%	18% km	11%	14% m	11%	10%
Base: All who browse YouTube	2966	1520	1445	584	585	588	596	613	1802	1164	547	1181	959	2058	831
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse YouTube	637	325	313	139	130	147	120	102	409	228	153	257	243	453	168
	21%	21%	22%	24% g	22% g	25% fg	20%	17%	23% i	20%	28% km	22%	25% m	22%	20%

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q2. Have you come across information or an advert for a charity in the past week in any of the following places?

Base: All respondents who use media at Q1

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Base: All who browse other social media	1940	945	994	353	388	390	396	412	1233	707	397	788	654	1360	539
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse other social media	140	67	73	25	31	28	25	32	87	53	32	52	62	100	35
	7%	7%	7%	7%	8%	7%	6%	8%	7%	8%	8%	7%	9% k	7%	7%
Base: All who browse the internet	3008	1543	1466	589	595	598	607	620	1822	1186	551	1196	971	2092	835
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse the internet	256	134	121	45	48	54	54	56	166	90	51	105	88	181	69
	8%	9%	8%	8%	8%	9%	9%	9%	9%	8%	9%	9%	9%	9%	8%
Base: All who listen to the radio	2712	1365	1347	534	546	529	554	548	1676	1036	502	1071	877	1892	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Listen to the radio	450	237	213	94	81	86	103	87	296	154	97	167	165	332	109
	17%	17%	16%	18%	15%	16%	19%	16%	18%	15%	19%	16%	19%	18%	15%
Base: All who listen to podcasts	2157	1094	1063	396	443	445	441	431	1396	761	417	842	720	1518	588
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Listen to podcasts	88	55	33	21	19	24	18	6	58	31	34	38	39	57	28
	4%	5%	3%	5%	4%	5%	4%	1%	4%	4%	8%	5%	5%	4%	5%
		b		g	g	g	g				km				
Base: All who read books or magazines	2781	1386	1394	547	566	543	573	552	1729	1052	515	1103	899	1946	763
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Read books or magazines	296	136	159	53	57	69	59	58	188	108	73	124	109	218	70
	11%	10%	11%	10%	10%	13%	10%	10%	11%	10%	14%	11%	12%	11%	9%
Base: All who read blogs	2520	1244	1277	469	506	509	520	516	1577	943	468	1016	831	1757	702
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q2. Have you come across information or an advert for a charity in the past week in any of the following places?

Base: All respondents who use media at Q1

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Read blogs	222	104	118	46	38	53	44	40	144	79	68	105	92	162	55
	9%	8%	9%	10%	8%	10%	8%	8%	9%	8%	15% km	10%	11%	9%	8%
Base: All respondents who use media at Q1	3020	1550	1470	591	598	601	608	623	1827	1193	555	1200	974	2096	841
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Somewhere else	75	37	38	14	16	15	12	19	49	27	9	33	30	52	18
	2%	2%	3%	2%	3%	3%	2%	3%	3%	2%	2%	3%	3%	3%	2%
I have not come across information or an advert for a charity in the past week	1171	647	524	239	220	230	230	253	672	499	184	446	324	771	362
	39%	42% b	36%	40%	37%	38%	38%	41%	37%	42% h	33%	37%	33%	37%	43%
Net: Have come across information or an advert for a charity in the past week	1849	903	946	352	378	371	377	370	1155	694	371	753	650	1325	479
	61%	58%	64% a	60%	63%	62%	62%	59%	63% i	58%	67%	63%	67%	63%	57%

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q2. Have you come across information or an advert for a charity in the past week in any of the following places?

Base: All respondents who use media at Q1

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Base: All who watch television	2970	2539	2157	1015	1551	1511	2265	1111	2807	1690	893	1088	1200	823	1128	842	1826
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Television	1192	1091	910	452	646	621	941	498	1139	763	413	504	552	354	435	350	767
	40%	43%	42%	45%	42%	41%	42%	45%	41%	45%	46%	46%	46%	43%	39%	42%	42%
				h				eh		defh	bdefh	bdefh	bdefh				
Base: All who browse Facebook	2673	2254	2182	988	1446	1403	2074	1053	2545	1534	844	967	1130	730	1013	785	1631
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse Facebook	993	876	921	482	643	631	837	528	961	644	432	437	563	302	377	282	613
	37%	39%	42%	49%	44%	45%	40%	50%	38%	42%	51%	45%	50%	41%	37%	36%	38%
			ah	abdfhi	afh	afh		abdefhik		h	abdefhik	afh	abdefhik	o			
Base: All who browse Twitter	1811	1549	1480	1022	1162	1080	1502	826	1733	1081	685	735	919	516	704	519	1086
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse Twitter	279	249	246	237	222	216	250	179	270	211	175	158	206	120	90	65	183
	15%	16%	17%	23%	19%	20%	17%	22%	16%	20%	25%	21%	22%	23%	13%	13%	17%
				abdfhi	ah	abfh		abfh		ah	abdefhi	abfh	abfh	no			
Base: All who browse Instagram	2256	1912	1762	947	1566	1401	1827	966	2160	1320	783	854	1045	663	853	636	1352
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse Instagram	313	284	258	199	279	251	286	197	301	230	178	182	204	120	114	70	184
	14%	15%	15%	21%	18%	18%	16%	20%	14%	17%	23%	21%	20%	18%	13%	11%	14%
				abdfhi	abh	abh		abfh		bh	abdefhi	abdefhi	abfh	no			
Base: All who browse Snapchat	2192	1858	1704	896	1412	1525	1769	957	2085	1262	775	817	1005	647	861	581	1335
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse Snapchat	230	212	183	152	202	210	209	145	222	170	148	133	154	96	82	45	131
	11%	11%	11%	17%	14%	14%	12%	15%	11%	13%	19%	16%	15%	15%	10%	8%	10%
				abefhi	abfh	abh		abfh		bh	abdefghil	abfh	abfh	no			
Base: All who browse YouTube	2966	2494	2157	1017	1560	1517	2301	1121	2814	1670	897	1085	1209	827	1127	837	1823
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q2. Have you come across information or an advert for a charity in the past week in any of the following places?

Base: All respondents who use media at Q1

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse YouTube	637	567	502	325	412	408	570	323	606	416	300	309	363	222	239	148	400
	21%	23%	23%	32%	26%	27%	25%	29%	22%	25%	33%	28%	30%	27%	21%	18%	22%
				abdefhi	abh	abh	h	abh		h	abdefghik	abh	abdfhi	no			
Base: All who browse other social media	1940	1658	1531	838	1199	1142	1610	1124	1856	1145	733	761	960	577	730	538	1166
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse other social media	140	124	126	91	114	94	129	112	136	109	84	80	105	50	44	45	92
	7%	7%	8%	11%	9%	8%	8%	10%	7%	10%	11%	11%	11%	9%	6%	8%	8%
				abefh	h			ah		h	abefh	afh	abefh				
Base: All who browse the internet	3008	2531	2177	1022	1565	1523	2298	1123	2854	1695	900	1102	1210	833	1144	853	1851
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Browse the internet	256	221	209	107	154	148	225	144	247	166	115	114	140	85	96	68	162
	8%	9%	10%	10%	10%	10%	10%	13%	9%	10%	13%	10%	12%	10%	8%	8%	9%
							abdefhi				abdefhi		ah				
Base: All who listen to the radio	2712	2335	1998	962	1455	1402	2082	1048	2568	1699	868	1036	1141	768	1029	768	1675
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Listen to the radio	450	400	360	230	292	275	376	229	434	395	199	230	258	146	180	116	302
	17%	17%	18%	24%	20%	20%	18%	22%	17%	23%	23%	22%	23%	19%	17%	15%	18%
				abdefh	ah	h		abh		abdefh	abh	abh	abh	o			
Base: All who listen to podcasts	2157	1845	1647	892	1234	1196	1748	941	2066	1296	900	873	1049	623	848	588	1339
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Listen to podcasts	88	82	78	65	65	72	81	55	85	71	70	56	67	42	25	20	54
	4%	4%	5%	7%	5%	6%	5%	6%	4%	5%	8%	6%	6%	7%	3%	3%	4%
				abh		h		h			abdfhi	ah	afh	no			

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q2. Have you come across information or an advert for a charity in the past week in any of the following places?

Base: All respondents who use media at Q1

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Base: All who read books or magazines	2781	2354	2025	983	1474	1418	2129	1066	2635	1610	869	1105	1166	783	1059	783	1722
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Read books or magazines	296	258	234	155	198	181	247	149	289	222	139	191	170	105	122	61	206
	11%	11%	12%	16%	13%	13%	12%	14%	11%	14%	16%	17%	15%	13%	12%	8%	12%
				abefh	ah			abfh		ah	abefh	abdefghi	abfh	o	o		
Base: All who read blogs	2520	2144	1898	960	1402	1343	2004	1043	2402	1490	864	986	1211	723	981	691	1556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Read blogs	222	197	201	153	163	163	203	145	210	160	140	132	180	87	78	49	142
	9%	9%	11%	16%	12%	12%	10%	14%	9%	11%	16%	13%	15%	12%	8%	7%	9%
			h	abdefhi	ah	ah		abfhi		h	abdefhi	abfh	abdefhi	no			
Base: All respondents who use media at Q1	3020	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1147	856	1853
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Somewhere else	75	57	61	27	43	49	62	36	70	43	28	41	39	18	35	20	44
	2%	2%	3%	3%	3%	3%	3%	3%	2%	3%	3%	4%	3%	2%	3%	2%	2%
												ah					
I have not come across information or an advert for a charity in the past week	1171	925	741	255	512	487	805	300	1089	559	212	324	319	292	439	337	723
	39%	36%	34%	25%	33%	32%	35%	27%	38%	33%	24%	29%	26%	35%	38%	39%	39%
		cdegijkl	cgijkl		cgjl	cgjl	cegijkl		bcdefgijkl	cgjl		cj					
Net: Have come across information or an advert for a charity in the past week	1849	1614	1442	767	1055	1037	1496	825	1765	1140	688	781	892	542	708	519	1130
	61%	64%	66%	75%	67%	68%	65%	73%	62%	67%	76%	71%	74%	65%	62%	61%	61%
			h	abdefhik	ah	afh	h	abdefhi		ah	abdefhik	abfh	abdefhi				

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q3. When was the last time you had a vaccination?

Base: All respondents

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
In the last year	834	200	165	255	106	93	15
	28%	30%	24%	36%	21%	24%	15%
		bdef	f	abdef	f	f	
More than 1 year and up to 3 years ago	1150	262	352	216	152	140	29
	38%	40%	51%	31%	31%	36%	30%
		cdf	acdef			f	
More than 3 years and up to 5 years ago	426	75	73	99	97	57	24
	14%	11%	11%	14%	20%	15%	25%
				abce	b	abcde	
More than 5 years ago	241	57	50	55	44	20	15
	8%	9%	7%	8%	9%	5%	15%
		e		e		abcde	
When I was a baby	191	28	16	21	82	42	2
	6%	4%	2%	3%	17%	11%	2%
		f		abcef	abcf		
I have never had a vaccination	12	4	1	4	1	1	*
	*	1%	*	1%	*	*	*
Don't know	173	36	30	50	13	32	12
	6%	5%	4%	7%	3%	8%	13%
		d		d		bd	abcde
NETS							
Net: 3 years or less	1984	462	517	470	258	233	43
	66%	70%	75%	67%	52%	61%	45%
		def	cdef	def	f	df	
Net: More than 5 years ago, including when they were a baby	431	85	66	76	126	62	17
	14%	13%	10%	11%	26%	16%	17%
				abcef	bc	abc	

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q3. When was the last time you had a vaccination?

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
In the last year	834	356	478	194	198	181	129	132	524	310	137	332	235	584	235
	28%	23%	32%	33%	33%	30%	21%	21%	29%	26%	25%	28%	24%	28%	28%
			a	fg	fg	fg								l	
More than 1 year and up to 3 years ago	1150	586	563	202	222	244	248	234	700	450	171	479	377	809	314
	38%	38%	38%	34%	37%	40%	41%	38%	38%	38%	31%	40%	39%	39%	37%
						c	c					j	j	j	
More than 3 years and up to 5 years ago	426	225	201	65	69	81	109	102	247	179	88	173	148	313	100
	14%	14%	14%	11%	12%	13%	18%	16%	14%	15%	16%	14%	15%	15%	12%
							cde	cd							
More than 5 years ago	241	148	93	49	30	36	53	72	137	104	56	80	82	165	69
	8%	10%	6%	8%	5%	6%	9%	12%	7%	9%	10%	7%	8%	8%	8%
		b		d			d	de			k				
When I was a baby	191	115	76	39	38	28	43	43	115	76	65	72	71	119	67
	6%	7%	5%	7%	6%	5%	7%	7%	6%	6%	12%	6%	7%	6%	8%
		b									klm				
I have never had a vaccination	12	7	5	2	2	3	1	4	8	4	8	3	9	5	5
	*	*	*	*	*	1%	*	1%	*	*	1%	*	1%	*	1%
											km		km		
Don't know	173	117	57	43	39	30	26	35	100	73	31	62	53	102	53
	6%	8%	4%	7%	7%	5%	4%	6%	5%	6%	6%	5%	5%	5%	6%
		b		f											
NETS															
Net: 3 years or less	1984	942	1042	396	420	425	377	366	1224	760	308	812	612	1394	549
	66%	61%	71%	67%	70%	71%	62%	59%	67%	64%	55%	68%	63%	66%	65%
			a	g	fg	fg						jl	j	jl	
Net: More than 5 years ago, including when they were a baby	431	262	169	88	68	64	96	115	252	179	120	152	153	284	136
	14%	17%	11%	15%	11%	11%	16%	18%	14%	15%	22%	13%	16%	14%	16%
		b		e			de	de			klm		k		

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q3. When was the last time you had a vaccination?

Base: All respondents

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
In the last year	834	717	599	328	497	481	664	372	787	511	287	346	379	834	-	-	586
	28%	28%	27%	32% abh	32% abh	32% abh	29%	33% abfh	28%	30%	32% abh	31% bh	31% bh	100% no	-	-	32%
More than 1 year and up to 3 years ago	1150	963	821	404	579	599	874	408	1095	619	353	418	464	-	1150	-	742
	38%	38%	38%	40%	37%	39%	38%	36%	38%	36%	39%	38%	38%	-	100% mo	-	40%
More than 3 years and up to 5 years ago	426	350	335	127	218	198	318	151	403	229	106	140	165	-	-	426	254
	14%	14%	15% cejk	12%	14%	13%	14%	13%	14%	13%	12%	13%	14%	-	-	50% mn	14%
More than 5 years ago	241	198	168	71	118	104	173	76	220	148	61	74	85	-	-	241	133
	8%	8%	8%	7%	8%	7%	8%	7%	8%	9% e	7%	7%	7%	-	-	28% mn	7%
When I was a baby	191	168	147	58	81	71	146	61	183	112	51	68	69	-	-	191	59
	6%	7% e	7% de	6%	5%	5%	6% e	5%	6% e	7% e	6%	6%	6%	-	-	22% mn	3%
I have never had a vaccination	12	11	10	3	4	5	6	5	10	4	3	5	5	-	-	-	3
	*	*	*	*	*	*	*	*	*	*	*	*	*	-	-	-	*
Don't know	173	132	103	31	68	68	120	51	155	74	39	54	44	-	-	-	77
	6%	5% cl	5% c	3%	4%	4%	5% cl	5%	5% cl	4%	4%	5% c	4%	-	-	-	4%
NETS																	
Net: 3 years or less	1984	1680	1420	732	1076	1079	1537	780	1882	1130	640	764	843	834	1150	-	1328
	66%	66%	65%	72% abfhi	69% b	71% abfhi	67%	69% abh	66%	67%	71% abfhi	69% b	70% abh	100% o	100% o	-	72%
Net: More than 5 years ago, including when they were a baby	431	366	314	129	199	174	319	137	403	261	112	142	153	-	-	431	192
	14%	14% e	14% e	13%	13%	11%	14% e	12%	14% e	15% degjl	12%	13%	13%	-	-	50% mn	10%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q4. Have you seen or heard information about vaccines through any of the people or places below?

Base: All respondents

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
My parent(s) or guardian(s)	1687	325	423	346	349	198	47
	56%	49%	61%	49%	70%	52%	48%
			acef		abcef		
My doctor	1415	209	421	391	253	129	13
	47%	32%	61%	56%	51%	34%	13%
		f	adef	aef	aef	f	
My school or teachers	911	306	168	170	157	64	46
	30%	46%	24%	24%	32%	17%	47%
		bcde	e	e	bce		bcde
Posters (e.g. in schools or doctors' surgeries)	610	165	148	132	106	38	21
	20%	25%	22%	19%	21%	10%	21%
		ce	e	e	e		e
Friends	474	128	97	125	82	28	15
	16%	19%	14%	18%	17%	7%	15%
		be	e	e	e		e
Other family members	393	81	105	83	84	32	9
	13%	12%	15%	12%	17%	8%	9%
			ef		acef		
Facebook	271	54	55	59	80	15	8
	9%	8%	8%	8%	16%	4%	8%
		e	e	e	abcef		e
Outdoor advertising (e.g. posters, billboards)	199	26	56	46	56	8	6
	7%	4%	8%	7%	11%	2%	6%
			ae	e	acef		e
Somewhere else online	193	15	34	91	27	22	5
	6%	2%	5%	13%	5%	6%	5%
			a	abdef	a	a	a
YouTube	148	25	27	42	40	8	5
	5%	4%	4%	6%	8%	2%	5%
				e	abe		e
Twitter	78	17	15	18	19	7	2
	3%	3%	2%	3%	4%	2%	2%
					e		
Instagram	69	12	17	15	20	3	2
	2%	2%	2%	2%	4%	1%	2%
			e		ae		

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q4. Have you seen or heard information about vaccines through any of the people or places below?

Base: All respondents

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
Snapchat	59	13	14	13	14	2	3
	2%	2%	2%	2%	3%	1%	3%
		e	e		e		e
Other	43	5	7	14	11	3	3
	1%	1%	1%	2%	2%	1%	3%
							abe
Don't know	136	25	19	38	11	32	11
	4%	4%	3%	5%	2%	8%	11%
				bd		abd	abcd
I have never seen or heard information about vaccines	366	103	67	90	37	58	11
	12%	16%	10%	13%	7%	15%	11%
		bdf		d		bd	d
NETS							
Net: Have seen or heard information about vaccines	2524	533	601	573	448	295	75
	83%	81%	87%	82%	90%	77%	77%
			acef	e	acef		
Net: Family or friends	1878	379	458	394	371	224	52
	62%	57%	67%	56%	75%	58%	53%
			acef		abcef		
Net: Online	512	90	100	153	113	41	15
	17%	14%	15%	22%	23%	11%	16%
			abef	abef			e

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q4. Have you seen or heard information about vaccines through any of the people or places below?

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My parent(s) or guardian(s)	1687	825	863	307	357	343	313	367	1093	594	241	648	511	1194	464
	56%	53%	59%	52%	60%	57%	51%	59%	60%	50%	43%	54%	52%	57%	55%
			a		cf			cf	i			j	j	jl	
My doctor	1415	692	723	251	277	284	292	311	875	540	217	540	449	1019	371
	47%	45%	49%	42%	46%	47%	48%	50%	48%	45%	39%	45%	46%	49%	44%
			a				c	c				j	j	jk	
My school or teachers	911	435	476	176	205	196	164	170	567	343	135	349	277	638	250
	30%	28%	32%	30%	34%	32%	27%	27%	31%	29%	24%	29%	28%	30%	30%
			a		fg	fg						j		j	
Posters (e.g. in schools or doctors' surgeries)	610	278	332	102	124	133	107	143	388	222	81	220	192	454	150
	20%	18%	23%	17%	21%	22%	18%	23%	21%	19%	15%	18%	20%	22%	18%
			a			c		cf					j	jk	
Friends	474	207	266	88	102	91	95	97	277	196	97	196	172	322	144
	16%	13%	18%	15%	17%	15%	16%	16%	15%	16%	17%	16%	18%	15%	17%
			a												
Other family members	393	193	200	75	68	87	67	96	232	161	81	156	150	292	99
	13%	12%	14%	13%	11%	14%	11%	15%	13%	13%	15%	13%	15%	14%	12%
								df							
Facebook	271	124	147	59	57	53	53	48	172	99	73	113	111	218	48
	9%	8%	10%	10%	10%	9%	9%	8%	9%	8%	13%	9%	11%	10%	6%
											k				
Outdoor advertising (e.g. posters, billboards)	199	100	99	37	39	38	38	47	121	77	42	67	73	149	49
	7%	6%	7%	6%	6%	6%	6%	8%	7%	6%	8%	6%	8%	7%	6%
Somewhere else online	193	93	100	40	35	44	41	34	128	65	53	68	91	130	61
	6%	6%	7%	7%	6%	7%	7%	5%	7%	5%	10%	6%	9%	6%	7%
											km		km		
YouTube	148	69	80	35	32	32	30	18	105	43	44	65	69	121	25
	5%	4%	5%	6%	5%	5%	5%	3%	6%	4%	8%	5%	7%	6%	3%
				g	g	g			i		k				

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q4. Have you seen or heard information about vaccines through any of the people or places below?

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Twitter	78 3%	36 2%	42 3%	22 4% dg	11 2%	12 2%	22 4% g	10 2%	54 3%	24 2%	27 5% m	37 3%	35 4%	64 3%	15 2%
Instagram	69 2%	25 2%	44 3% a	15 3%	14 2%	16 3%	13 2%	10 2%	48 3%	20 2%	23 4%	39 3%	29 3%	61 3%	7 1%
Snapchat	59 2%	23 1%	36 2%	11 2%	13 2%	14 2%	12 2%	9 1%	46 3% i	12 1%	23 4% m	35 3%	31 3%	51 2%	8 1%
Other	43 1%	19 1%	24 2%	12 2%	11 2%	6 1%	5 1%	10 2%	27 1%	16 1%	7 1%	14 1%	26 3% k	37 2%	5 1%
Don't know	136 4%	78 5%	58 4%	27 5%	23 4%	30 5%	31 5%	25 4%	68 4%	68 6% h	34 6% m	56 5%	47 5%	84 4%	41 5%
I have never seen or heard information about vaccines	366 12%	216 14% b	149 10%	75 13%	61 10%	73 12%	81 13%	75 12%	208 11%	157 13%	76 14%	144 12%	107 11%	239 11%	103 12%
NETS															
Net: Have seen or heard information about vaccines	2524 83%	1259 81%	1266 86% a	491 83%	514 86% f	499 83%	498 82%	522 84%	1555 85% i	969 81%	446 80%	1003 83%	821 84% j	1774 85% j	699 83%
Net: Family or friends	1878 62%	923 59%	955 65% a	341 58%	394 66% cf	384 64% cf	348 57%	411 66% cf	1194 65% i	684 57%	303 55%	735 61% j	588 60% j	1330 63% j	515 61%
Net: Online	512 17%	240 15%	272 18% a	104 18%	102 17%	107 18%	104 17%	95 15%	321 18%	191 16%	144 26% km	213 18%	228 23% km	387 18%	113 13%

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q4. Have you seen or heard information about vaccines through any of the people or places below?

Base: All respondents

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My parent(s) or guardian(s)	1687 56%	1418 56%	1213 56%	563 55%	916 58%	886 58%	1336 58%	649 58%	1614 57%	996 59%	533 59%	628 57%	721 60% abc	493 59% o	670 58% o	453 53%	1157 62%
My doctor	1415 47%	1213 48%	1035 47%	526 51% bdefh	738 47%	720 47%	1082 47%	551 49%	1339 47%	877 52% abdefh	469 52% abdefh	548 50%	606 50%	421 51% o	604 53% o	340 40%	1024 55%
My school or teachers	911 30%	769 30%	673 31%	328 32%	524 33% ah	506 33% h	719 31%	372 33%	864 30%	516 30%	288 32%	352 32%	394 33%	292 35% no	343 30%	244 28%	595 32%
Posters (e.g. in schools or doctors' surgeries)	610 20%	516 20%	462 21%	226 22%	350 22%	343 22%	481 21%	259 23%	584 20%	361 21%	211 23%	243 22%	270 22%	188 22%	248 22%	161 19%	448 24%
Friends	474 16%	413 16%	372 17%	218 21% abfhi	287 18%	294 19% ah	393 17%	223 20% abfh	460 16%	308 18%	201 22% abdfhi	211 19% ah	253 21% abfh	176 21% no	167 15%	116 13%	319 17%
Other family members	393 13%	341 13%	302 14%	159 16%	223 14%	219 14%	306 13%	163 15%	376 13%	243 14%	142 16% h	166 15%	188 16% h	119 14%	160 14%	99 12%	267 14%
Facebook	271 9%	248 10%	261 12% afh	161 16% abdefhi	186 12% afh	175 12% h	225 10%	153 14% afh	263 9%	205 12% afh	145 16% abdefhi	149 13% afh	178 15% abdefhi	98 12% no	94 8%	74 9%	163 9%
Outdoor advertising (e.g. posters, billboards)	199 7%	174 7%	161 7%	88 9%	126 8%	119 8%	170 7%	98 9% ah	194 7%	151 9% ah	95 11% abdefh	95 9%	99 8%	64 8%	76 7%	56 7%	139 7%
Somewhere else online	193 6%	159 6%	155 7%	86 8% ah	114 7%	104 7%	166 7%	97 9% ah	186 7%	121 7%	95 11% abdefhik	87 8%	112 9% abefhi	62 7%	69 6%	50 6%	127 7%
YouTube	148 5%	129 5%	128 6%	96 9% abdefhi	105 7% ah	99 7% h	140 6%	96 9% abefh	146 5%	113 7% ah	86 10% abdefhi	98 9% abdefhi	97 8% abfh	50 6%	60 5%	36 4%	96 5%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q4. Have you seen or heard information about vaccines through any of the people or places below?

Base: All respondents

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Twitter	78 3%	71 3%	69 3%	62 6% abdefhi	59 4% h	59 4% h	66 3%	53 5% abfh	74 3%	62 4% h	53 6% abdefhi	50 5% abfh	58 5% abfh	30 4%	28 2%	20 2%	47 3%
Instagram	69 2%	64 3%	63 3%	57 6% abdfhi	60 4% ah	60 4% afh	65 3%	52 5% abfh	67 2%	59 3% h	53 6% abdefhi	53 5% abfh	59 5% abfh	29 3% o	24 2%	16 2%	42 2%
Snapchat	59 2%	55 2%	49 2%	48 5% abdfhi	50 3% ah	54 4% abfh	53 2%	46 4% abfhi	58 2%	46 3%	48 5% abdefhi	45 4% abfh	46 4% abfh	26 3% o	21 2%	11 1%	29 2%
Other	43 1%	35 1%	31 1%	13 1%	19 1%	18 1%	30 1%	19 2%	36 1%	25 1%	12 1%	19 2%	16 1%	13 2%	11 1%	15 2%	29 2%
Don't know	136 4%	95 4%	96 4% k	34 3%	66 4%	61 4%	96 4%	56 5% ikl	120 4%	57 3%	31 3%	33 3%	39 3%	27 3%	44 4%	48 6% m	57 3%
I have never seen or heard information about vaccines	366 12%	299 12% cdegjl	241 11% cdgjl	86 8%	133 8%	142 9% j	237 10% gjl	85 8%	341 12% cdegijkl	169 10% gjl	61 7%	105 10% j	94 8%	54 6%	121 11% m	133 15% mn	173 9%
NETS																	
Net: Have seen or heard information about vaccines	2524 83%	2145 84%	1846 85%	901 88% abfh	1367 87% abh	1322 87% h	1968 86%	983 87% abh	2393 84%	1472 87% h	808 90% abefhi	967 88% abh	1079 89% abfh	753 90% no	985 86% o	676 79%	1626 88%
Net: Family or friends	1878 62%	1579 62%	1364 63%	650 64%	1024 65% a	991 65%	1476 64%	728 65%	1793 63%	1106 65%	603 67% abh	717 65% abfh	817 67% abfh	566 68% o	732 64% o	500 58%	1263 68%
Net: Online	512 17%	443 17%	440 20% ah	273 27% abdefhi	331 21% ah	319 21% ah	437 19%	275 24% abdefhi	493 17%	357 21% ah	262 29% abdefghik	259 23% abfh	310 26% abdefhi	176 21% no	187 16%	130 15%	307 17%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_SUM. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

SUMMARY TABLE

Base: All respondents who have heard or seen information about vaccines through sources at Q4

	Total	Very trustworthy	Fairly trustworthy	Fairly untrustworthy	Very untrustworthy	Don't know	Net: Trustworthy	Net: Not trustworthy	Mean
My parent(s) or guardian(s)	1687	1218	440	8	6	15	1659	13	3.72
	100%	72%	26%	*	*	1%	98%	1%	
My doctor	1415	1107	282	9	6	11	1389	15	3.77
	100%	78%	20%	1%	*	1%	98%	1%	
My school or teachers	911	429	430	27	5	20	859	32	3.44
	100%	47%	47%	3%	1%	2%	94%	4%	
Posters (e.g. in schools or doctors' surgeries)	610	273	293	30	4	10	566	34	3.39
	100%	45%	48%	5%	1%	2%	93%	6%	
Friends	474	104	274	65	5	27	377	69	3.07
	100%	22%	58%	14%	1%	6%	80%	15%	
Other family members	393	207	166	10	3	7	373	13	3.50
	100%	53%	42%	3%	1%	2%	95%	3%	
Facebook	271	67	139	43	8	13	206	52	3.03
	100%	25%	51%	16%	3%	5%	76%	19%	
Outdoor advertising (e.g. posters, billboards)	199	57	106	23	6	6	163	29	3.12
	100%	29%	54%	12%	3%	3%	82%	15%	
Somewhere else online	193	26	114	39	5	9	140	44	2.87
	100%	14%	59%	20%	3%	5%	72%	23%	
YouTube	148	43	78	20	3	4	121	23	3.12
	100%	29%	52%	14%	2%	3%	81%	16%	
Twitter	78	26	42	9	*	1	67	9	3.21
	100%	33%	53%	12%	*	2%	86%	12%	
Instagram	69	24	36	5	3	-	60	9	3.18
	100%	36%	52%	8%	5%	-	87%	13%	
Snapchat	59	25	24	6	1	3	49	6	3.32
	100%	43%	42%	10%	1%	5%	84%	11%	

J303344 Adolescents and Vaccines survey - All markets

Q5_SUM. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Online sources

Base: All respondents who have heard or seen information about vaccines through online sources

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	500	68	73	109	114	54	82
Weighted Total	512	90	100	153	113	41	15
	100%	100%	100%	100%	100%	100%	100%
Trust information from any online source	407	67	77	126	95	32	10
	80%	75%	77%	83%	84%	78%	67%
				f	f		
Do not trust information from any online source	104	22	23	27	18	9	5
	20%	25%	23%	17%	16%	22%	33%
							cd
Think information from any online sources are untrustworthy	81	17	21	17	15	7	4
	16%	19%	21%	11%	13%	18%	25%
							cd

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_SUM. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Online sources

Base: All respondents who have heard or seen information about vaccines through online sources

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	500	235	265	104	102	103	100	91	320	180	140	201	218	376	114
Weighted Total	512	240	272	104	102	107	104	95	321	191	144	213	228	387	113
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trust information from any online source	407	197	211	85	83	84	87	68	260	147	113	170	176	321	78
	80%	82%	77%	82%	82%	79%	83%	72%	81%	77%	78%	80%	77%	83%	68%
							g								
Do not trust information from any online source	104	43	61	19	19	23	17	27	61	44	31	43	51	66	36
	20%	18%	23%	18%	18%	21%	17%	28%	19%	23%	22%	20%	23%	17%	32%
							f								
Think information from any online sources are untrustworthy	81	29	52	16	14	18	14	20	49	32	24	36	44	49	29
	16%	12%	19%	15%	13%	17%	14%	21%	15%	17%	17%	17%	19%	13%	26%
			a										m		

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_SUM. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Online sources

Base: All respondents who have heard or seen information about vaccines through online sources

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media									More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	500	420	425	266	331	321	436	283	480	330	250	257	305	156	175	148	293
Weighted Total	512	443	440	273	331	319	437	275	493	357	262	259	310	176	187	130	307
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trust information from any online source	407 80%	363 82%	360 82%	237 87% efh	271 82%	256 80%	351 80%	231 84%	393 80%	302 85%	219 84%	216 83%	261 84%	152 86% o	147 79%	97 75%	254 83%
Do not trust information from any online source	104 20%	79 18%	80 18%	36 13%	59 18%	62 20% c	86 20% c	44 16%	100 20% c	55 15%	43 16%	44 17%	49 16%	24 14%	40 21%	32 25% m	53 17%
Think information from any online sources are untrustworthy	81 16%	61 14%	60 14%	26 10%	50 15%	48 15% c	69 16% c	36 13%	77 16% c	42 12%	36 14%	36 14%	40 13%	19 11%	33 18%	23 17%	40 13%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_1. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

My parent(s) or guardian(s)

Base: All respondents who have heard or seen information about vaccines through My parent(s) or guardian(s)

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	e	f
Unweighted Total		1667	246	307	247	353	264	250
Weighted Total		1687	325	423	346	349	198	47
		100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	1218	236	296	275	251	128	33
		72%	73%	70%	79%	72%	65%	70%
			e		bdef			
Fairly trustworthy	(3.0)	440	81	121	70	95	61	12
		26%	25%	29%	20%	27%	31%	26%
				c			c	
Fairly untrustworthy	(2.0)	8	3	3	-	1	1	1
		*	1%	1%	-	*	*	1%
Very untrustworthy	(1.0)	6	-	1	1	2	1	*
		*	-	*	*	1%	*	1%
Don't know		15	5	1	-	-	8	1
		1%	2%	*	-	-	4%	2%
			cd				bcd	cd
NETS								
Net: Trustworthy		1659	317	417	345	346	189	45
		98%	98%	99%	100%	99%	95%	97%
				e	ef	ef		
Net: Not trustworthy		13	3	4	1	3	1	1
		1%	1%	1%	*	1%	1%	2%
Mean score		3.72	3.73	3.69	3.79	3.71	3.66	3.69
					bdef			
Standard deviation		.48	.46	.50	.44	.50	.51	.52
Standard error		.01	.03	.03	.03	.03	.03	.03

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_1. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

My parent(s) or guardian(s)

Base: All respondents who have heard or seen information about vaccines through My parent(s) or guardian(s)

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	1667	817	850	307	357	339	322	342	1071	596	242	628	505	1170	464
Weighted Total	1687	825	863	307	357	343	313	367	1093	594	241	648	511	1194	464
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	1218	610	608	231	271	242	221	795	423	153	421	340	902	300
	72%	74%	71%	75%	76%	70%	71%	69%	73%	71%	64%	65%	66%	76%	65%
					g									jkl	
Fairly trustworthy	(3.0)	440	201	239	71	81	97	86	282	158	77	214	160	278	152
	26%	24%	28%	23%	23%	28%	27%	29%	26%	27%	32%	33%	31%	23%	33%
											m	m	m		
Fairly untrustworthy	(2.0)	8	3	5	*	*	3	2	3	5	5	2	6	6	1
	*	*	1%	*	*	1%	1%	1%	*	1%	2%	*	1%	1%	*
											km				
Very untrustworthy	(1.0)	6	1	5	1	1	-	1	4	1	1	5	-	2	4
	*	*	1%	*	*	-	*	1%	*	*	*	1%	-	*	1%
Don't know	15	9	6	4	4	1	2	3	9	6	5	7	5	6	7
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	2%
											m				
NETS															
Net: Trustworthy	1659	811	848	302	352	339	307	359	1078	581	231	635	500	1179	452
	98%	98%	98%	99%	98%	99%	98%	98%	99%	98%	96%	98%	98%	99%	97%
														j	
Net: Not trustworthy	13	4	9	1	1	3	4	5	7	6	5	6	6	8	5
	1%	1%	1%	*	*	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
											m				
Mean score	3.72	3.74	3.69	3.76	3.76	3.70	3.70	3.67	3.72	3.71	3.62	3.64	3.66	3.75	3.64
		b		g	g									jkl	
Standard deviation	.48	.46	.51	.45	.45	.48	.50	.53	.48	.49	.54	.53	.50	.46	.53
Standard error	.01	.02	.02	.03	.02	.03	.03	.03	.01	.02	.04	.02	.02	.01	.03

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_1. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

My parent(s) or guardian(s)

Base: All respondents who have heard or seen information about vaccines through My parent(s) or guardian(s)

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total		1667	1352	1210	550	940	918	1351	695	1604	919	530	610	720	444	649	491	1115
Weighted Total		1687	1418	1213	563	916	886	1336	649	1614	996	533	628	721	493	670	453	1157
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	1218 72%	1044 74%	889 73%	439 78% abfh	681 74%	664 75%	981 73%	490 75%	1175 73%	752 75%	411 77%	472 75%	552 77%	391 79% no	458 68%	325 72%	867 75%
Fairly trustworthy	(3.0)	440 26%	351 25% c	301 25% c	115 20%	217 24%	203 23%	330 25% c	152 23%	413 26% cjl	230 23%	112 21%	146 23%	156 22%	99 20%	200 30% m	118 26% m	273 24%
Fairly untrustworthy	(2.0)	8 *	6 *	6 1%	5 1%	6 1%	8 1%	6 *	2 *	8 *	5 1%	5 1%	5 1%	4 1%	- -	6 1%	2 *	4 *
Very untrustworthy	(1.0)	6 *	6 *	6 *	- -	4 *	3 *	6 *	3 1%	6 *	3 *	2 *	2 *	4 1%	1 *	2 *	3 1%	4 *
Don't know		15 1%	11 1%	12 1%	4 1%	8 1%	8 1%	12 1%	2 *	13 1%	6 1%	3 1%	3 *	5 1%	2 *	5 1%	5 1%	9 1%
NETS																		
Net: Trustworthy		1659 98%	1395 98%	1189 98%	554 98%	898 98%	867 98%	1312 98%	642 99%	1588 98%	982 99%	522 98%	618 98%	708 98%	490 99% o	657 98%	443 98%	1141 99%
Net: Not trustworthy		13 1%	12 1%	12 1%	5 1%	10 1%	11 1%	12 1%	6 1%	13 1%	9 1%	8 1%	7 1%	7 1%	1 *	7 1%	5 1%	8 1%
Mean score		3.72	3.73	3.72	3.78 bfh	3.73	3.74	3.73	3.74	3.72	3.75	3.76	3.74	3.76	3.79 no	3.68	3.70	3.74
Standard deviation		.48	.48	.49	.44	.48	.48	.48	.48	.48	.47	.48	.47	.48	.42	.50	.51	.47
Standard error		.01	.01	.01	.02	.02	.02	.01	.02	.01	.02	.02	.02	.02	.02	.02	.02	.01

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_2. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Other family members

Base: All respondents who have heard or seen information about vaccines through Other family members

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	e	f
Unweighted Total		370	61	76	59	85	43	46
Weighted Total		393	81	105	83	84	32	9
		100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	207	38	51	52	48	11	6
		53%	47%	49%	63%	58%	35%	66%
					e	e		e
Fairly trustworthy	(3.0)	166	37	48	25	34	20	3
		42%	46%	46%	30%	40%	60%	32%
							cdf	
Fairly untrustworthy	(2.0)	10	1	4	3	1	1	-
		3%	2%	4%	3%	1%	2%	-
Very untrustworthy	(1.0)	3	-	1	1	-	-	-
		1%	-	1%	2%	-	-	-
Don't know		7	4	-	1	1	1	*
		2%	5%	-	2%	1%	2%	2%
NETS								
Net: Trustworthy		373	75	99	77	82	31	9
		95%	93%	95%	93%	98%	95%	98%
Net: Not trustworthy		13	1	5	4	1	1	-
		3%	2%	5%	5%	1%	2%	-
Mean score		3.50	3.48	3.42	3.57	3.57	3.33	3.67
						e		be
Standard deviation		.59	.54	.64	.65	.52	.53	.50
Standard error		.03	.07	.07	.09	.06	.08	.07

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_2. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Other family members

Base: All respondents who have heard or seen information about vaccines through Other family members

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS	
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations		
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	370	182	188	71	67	84	61	87	223	147	75	147	138	274	93	
Weighted Total	393	193	200	75	68	87	67	96	232	161	81	156	150	292	99	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very trustworthy	(4.0)	207	101	106	51	33	45	26	52	127	80	41	70	75	166	40
		53%	52%	53%	68% def	49%	51%	39%	54%	55%	49%	50%	45%	50%	57% k	41%
Fairly trustworthy	(3.0)	166	84	82	22	32	37	37	39	93	74	34	73	64	116	49
		42%	44%	41%	29%	47% c	43%	55% c	40%	40%	46%	42%	47%	43%	40%	50%
Fairly untrustworthy	(2.0)	10	6	4	1	-	2	1	6	5	5	1	4	5	8	1
		3%	3%	2%	1%	-	3%	2%	6% d	2%	3%	2%	2%	3%	3%	1%
Very untrustworthy	(1.0)	3	-	3	-	1	-	1	-	3	-	1	3	1	-	3
		1%	-	1%	-	2%	-	2%	-	1%	-	2% m	2% m	1%	-	3%
Don't know		7	2	5	2	1	3	1	-	4	3	4	7	4	3	5
		2%	1%	3%	3%	2%	3%	2%	-	2%	2%	5% m	4% m	3%	1%	5%
NETS																
Net: Trustworthy		373	185	188	72	65	82	63	91	220	153	74	143	139	282	90
		95%	96%	94%	96%	96%	94%	94%	94%	95%	95%	92%	92%	93%	96% k	91%
Net: Not trustworthy		13	6	7	1	1	2	3	6	8	5	3	6	7	8	4
		3%	3%	3%	1%	2%	3%	4%	6%	4%	3%	3%	4%	4%	3%	4%
Mean score	3.50	3.50	3.49	3.68 defg	3.46	3.50	3.33	3.48	3.51	3.48	3.47	3.41	3.46	3.55 k	3.36	
Standard deviation	.59	.56	.62	.49	.61	.56	.63	.61	.61	.56	.63	.63	.62	.55	.66	
Standard error	.03	.04	.05	.06	.08	.06	.08	.07	.04	.05	.07	.05	.05	.03	.07	

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_2. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Other family members

Base: All respondents who have heard or seen information about vaccines through Other family members

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total		370	316	284	148	217	209	290	167	357	215	139	159	182	106	148	101	247
Weighted Total		393	341	302	159	223	219	306	163	376	243	142	166	188	119	160	99	267
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	207 53%	179 53%	161 53%	87 55%	131 59%	125 57%	164 54%	104 63% abfh	200 53%	136 56%	81 57%	97 59%	109 58%	70 59%	76 47%	55 55%	143 54%
Fairly trustworthy	(3.0)	166 42%	144 42%	128 42%	67 42%	81 36%	82 38%	128 42%	55 34%	157 42%	95 39%	57 41%	64 39%	71 38%	47 40%	76 47%	38 38%	114 43%
Fairly untrustworthy	(2.0)	10 3%	9 3%	7 2%	4 2%	4 2%	7 3%	6 2%	1 1%	9 2%	6 3%	2 2%	1 *	1 1%	1 1%	7 4% o	- -	7 3%
Very untrustworthy	(1.0)	3 1%	3 1%	1 *	- -	3 1%	1 1%	3 1%	- -	3 1%	3 1%	1 1%	1 1%	3 1%	- -	1 1%	1 1%	1 1%
Don't know		7 2%	6 2%	5 2%	1 1%	4 2%	3 1%	5 2%	3 2%	7 2%	4 1%	- -	2 1%	4 2%	- -	* *	5 5% mn	1 1%
NETS																		
Net: Trustworthy		373 95%	323 95%	289 96%	154 97%	213 95%	208 95%	292 96%	158 97%	357 95%	230 95%	138 97%	161 97%	180 96%	117 99% o	152 95%	93 94%	257 96%
Net: Not trustworthy		13 3%	11 3%	8 3%	4 2%	7 3%	8 4%	8 3%	1 1%	12 3%	9 4%	4 3%	2 1%	4 2%	1 1%	9 5%	1 1%	9 3%
Mean score		3.50	3.49	3.51	3.53	3.55	3.54	3.51	3.64 abfhi	3.50	3.52	3.53	3.57	3.55	3.58 n	3.41	3.55	3.50
Standard deviation		.59	.59	.57	.55	.60	.59	.59	.50	.59	.61	.59	.55	.59	.52	.62	.58	.58
Standard error		.03	.03	.03	.05	.04	.04	.03	.04	.03	.04	.05	.04	.04	.05	.05	.06	.04

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_3. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

My school or teachers

Base: All respondents who have heard or seen information about vaccines through My school or teachers

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	e	f
Unweighted Total		966	232	122	121	159	85	247
Weighted Total		911	306	168	170	157	64	46
		100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	429	161	77	63	85	19	24
		47%	53%	46%	37%	54%	30%	52%
			ce	e		ce		ce
Fairly trustworthy	(3.0)	430	131	83	91	64	43	18
		47%	43%	49%	54%	41%	67%	40%
					adf		abdf	
Fairly untrustworthy	(2.0)	27	4	7	7	7	-	2
		3%	1%	4%	4%	4%	-	5%
								ae
Very untrustworthy	(1.0)	5	-	-	3	1	1	1
		1%	-	-	2%	1%	1%	1%
Don't know		20	11	1	6	-	2	1
		2%	3%	1%	3%	-	2%	2%
			d		d			
NETS								
Net: Trustworthy		859	292	160	154	149	62	42
		94%	95%	95%	91%	95%	96%	92%
Net: Not trustworthy		32	4	7	10	8	1	3
		4%	1%	4%	6%	5%	1%	6%
					a	a		a
Mean score		3.44	3.53	3.42	3.31	3.48	3.28	3.45
			ce			ce		ce
Standard deviation		.58	.53	.57	.63	.61	.53	.66
Standard error		.02	.04	.05	.06	.05	.06	.04

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_3. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

My school or teachers

Base: All respondents who have heard or seen information about vaccines through My school or teachers

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	966	475	491	200	215	198	184	169	578	388	152	368	302	678	264
Weighted Total	911	435	476	176	205	196	164	170	567	343	135	349	277	638	250
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	429	213	215	90	116	84	71	269	159	46	150	108	310	110
	47%	49%	45%	51%	56%	43%	43%	40%	47%	46%	34%	43%	39%	48%	44%
				g	efg									jl	
Fairly trustworthy	(3.0)	430	196	234	73	78	105	79	266	164	67	179	141	299	122
	47%	45%	49%	42%	38%	54%	48%	56%	47%	48%	50%	51%	51%	47%	49%
						cd		cd							
Fairly untrustworthy	(2.0)	27	13	14	5	6	2	8	16	11	10	11	14	16	11
	3%	3%	3%	3%	3%	1%	5%	4%	3%	3%	8%	3%	5%	2%	4%
							e				km				
Very untrustworthy	(1.0)	5	4	1	2	2	*	*	5	1	5	1	5	4	1
	1%	1%	*	1%	1%	*	*	*	1%	*	3%	*	2%	1%	*
											km				
Don't know		20	8	12	6	3	4	6	11	9	7	8	10	11	6
	2%	2%	2%	4%	1%	2%	4%	*	2%	3%	5%	2%	4%	2%	3%
				g			g				m				
NETS															
Net: Trustworthy	859	410	449	163	194	189	150	162	536	323	113	329	249	608	232
	94%	94%	94%	93%	95%	97%	91%	96%	94%	94%	84%	94%	90%	95%	93%
						f						jl		jl	
Net: Not trustworthy	32	17	15	7	8	2	8	7	21	11	15	12	18	19	12
	4%	4%	3%	4%	4%	1%	5%	4%	4%	3%	11%	3%	7%	3%	5%
							e				km		m		
Mean score	3.44	3.45	3.43	3.47	3.53	3.43	3.40	3.35	3.44	3.44	3.20	3.40	3.32	3.46	3.40
					fg							j		jl	
Standard deviation	.58	.61	.57	.62	.60	.52	.59	.58	.60	.57	.74	.57	.65	.58	.59
Standard error	.02	.03	.03	.04	.04	.04	.04	.04	.02	.03	.06	.03	.04	.02	.04

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_3. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

My school or teachers

Base: All respondents who have heard or seen information about vaccines through My school or teachers

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION				
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted Total		966	775	711	323	580	576	784	432	925	488	296	359	421	281	353	290	621	
Weighted Total		911	769	673	328	524	506	719	372	864	516	288	352	394	292	343	244	595	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very trustworthy		(4.0)	429	365	329	182	264	252	348	182	409	261	152	186	195	150	160	110	288
			47%	48%	49%	56% abfh	50%	50%	48%	49%	47%	51%	53%	53%	49%	51%	47%	45%	48%
Fairly trustworthy		(3.0)	430	362	313	138	231	228	332	174	406	230	125	152	178	129	167	117	282
			47%	47%	46%	42%	44%	45%	46%	47%	47%	45%	43%	43%	45%	44%	49%	48%	47%
Fairly untrustworthy		(2.0)	27	22	14	5	20	17	23	12	26	15	8	9	12	6	9	10	12
			3%	3%	2%	1%	4%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	4%	2%
Very untrustworthy		(1.0)	5	5	4	1	1	2	3	1	5	2	2	3	2	1	*	3	2
			1%	1%	1%	*	*	*	*	*	1%	*	1%	1%	1%	*	*	1%	*
Don't know			20	16	13	1	8	6	13	4	18	9	1	3	6	7	6	4	11
			2%	2%	2%	*	2%	1%	2%	1%	2%	2%	*	1%	2%	2%	2%	2%	2%
NETS																			
Net: Trustworthy			859	727	642	320	494	480	680	356	815	491	277	337	373	279	327	227	570
			94%	95%	95%	98% adehfl	94%	95%	95%	95%	94%	95%	96%	96%	95%	95%	95%	93%	96%
Net: Not trustworthy			32	26	18	6	22	19	26	13	31	17	10	11	14	6	10	13	15
			4%	3%	3%	2%	4%	4%	4%	3%	4%	3%	3%	3%	4%	2%	3%	5% m	2%
Mean score			3.44	3.44	3.46	3.54 afh	3.47	3.46	3.45	3.45	3.44	3.48	3.49	3.49	3.46	3.50 o	3.45	3.39	3.46
Standard deviation			.58	.59	.57	.55	.59	.58	.58	.58	.59	.58	.58	.59	.59	.55	.56	.63	.56
Standard error			.02	.02	.02	.03	.02	.02	.02	.03	.02	.03	.03	.03	.03	.03	.03	.04	.02

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_4. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

My doctor

Base: All respondents who have heard or seen information about vaccines through My doctor

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	e	f
Unweighted Total		1239	158	306	279	256	172	68
Weighted Total		1415	209	421	391	253	129	13
		100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	1107	170	349	295	215	67	9
		78%	82%	83%	76%	85%	52%	73%
			e	ce	e	cef		e
Fairly trustworthy	(3.0)	282	32	67	88	34	59	3
		20%	15%	16%	23%	13%	45%	23%
					bd		abcdf	
Fairly untrustworthy	(2.0)	9	4	-	3	1	1	*
		1%	2%	-	1%	*	1%	3%
			b					b
Very untrustworthy	(1.0)	6	-	1	1	2	1	*
		*	-	*	*	1%	1%	1%
Don't know		11	3	3	3	1	1	-
		1%	1%	1%	1%	*	1%	-
NETS								
Net: Trustworthy		1389	202	417	384	249	126	12
		98%	97%	99%	98%	98%	97%	96%
Net: Not trustworthy		15	4	1	4	3	2	1
		1%	2%	*	1%	1%	2%	4%
								b
Mean score		3.77	3.81	3.83	3.75	3.84	3.50	3.67
			e	cef	e	cef		e
Standard deviation		.46	.44	.40	.47	.44	.58	.63
Standard error		.01	.04	.02	.03	.03	.04	.08

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_4. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

My doctor

Base: All respondents who have heard or seen information about vaccines through My doctor

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	1239	606	633	215	249	252	260	263	779	460	197	463	390	889	327
Weighted Total	1415	692	723	251	277	284	292	311	875	540	217	540	449	1019	371
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	1107	536	571	200	214	226	231	707	400	125	412	311	833	258
	78%	77%	79%	80%	77%	80%	79%	76%	81%	74%	57%	76%	69%	82%	70%
									i			jl	j	kl	
Fairly trustworthy	(3.0)	282	146	136	47	58	55	56	158	124	79	120	124	177	97
	20%	21%	19%	19%	21%	19%	19%	21%	18%	23%	36%	22%	28%	17%	26%
									h		klm	m	m		
Fairly untrustworthy	(2.0)	9	5	4	-	1	2	2	4	5	5	2	5	3	6
	1%	1%	1%	-	*	1%	1%	1%	*	1%	2%	*	1%	*	2%
											km				
Very untrustworthy	(1.0)	6	2	5	-	3	-	1	3	3	3	2	3	4	2
	*	*	1%	-	1%	-	*	1%	*	1%	1%	*	1%	*	1%
Don't know	11	3	7	4	1	1	2	3	3	8	6	4	6	3	7
	1%	*	1%	2%	*	*	1%	1%	*	1%	3%	1%	1%	*	2%
									h		km		m		
NETS															
Net: Trustworthy	1389	683	707	247	272	281	287	302	865	525	203	532	435	1010	356
	98%	99%	98%	98%	98%	99%	98%	97%	99%	97%	94%	98%	97%	99%	96%
									i			j		jl	
Net: Not trustworthy	15	6	9	-	4	2	3	6	7	8	8	5	8	7	8
	1%	1%	1%	-	1%	1%	1%	2%	1%	2%	4%	1%	2%	1%	2%
								c			km				
Mean score	3.77	3.77	3.78	3.81	3.75	3.79	3.78	3.74	3.80	3.73	3.54	3.75	3.68	3.81	3.68
									i			jl	j	kl	
Standard deviation	.46	.45	.47	.39	.51	.42	.46	.52	.44	.50	.62	.47	.53	.43	.54
Standard error	.01	.02	.02	.03	.03	.03	.03	.03	.02	.02	.04	.02	.03	.01	.03

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_4. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

My doctor

Base: All respondents who have heard or seen information about vaccines through My doctor

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total		1239	1053	926	474	672	649	968	522	1176	756	430	490	556	359	519	317	879
Weighted Total		1415	1213	1035	526	738	720	1082	551	1339	877	469	548	606	421	604	340	1024
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy (4.0)		1107 78%	962 79%	804 78%	429 82%	593 80%	585 81%	851 79%	447 81%	1055 79%	709 81%	383 82%	433 79%	485 80%	341 81%	475 79%	257 76%	841 82%
Fairly trustworthy (3.0)		282 20%	230 19%	210 20%	93 18%	131 18%	126 17%	211 20%	93 17%	259 19%	147 17%	81 17%	108 20%	110 18%	77 18%	118 20%	77 23%	172 17%
Fairly untrustworthy (2.0)		9 1%	7 1%	6 1%	1 *	5 1%	2 *	6 1%	4 1%	9 1%	6 1%	1 *	1 *	2 *	1 *	4 1%	3 1%	4 *
Very untrustworthy (1.0)		6 *	5 *	6 1%	1 *	2 *	4 *	4 *	4 1%	6 *	5 1%	4 1%	3 1%	6 1%	1 *	1 *	1 *	4 *
Don't know		11 1%	9 1%	8 1%	2 *	7 1%	4 1%	9 1%	4 1%	9 1%	10 1%	1 *	3 *	3 1%	1 *	6 1%	2 1%	3 *
NETS																		
Net: Trustworthy		1389 98%	1192 98%	1013 98%	522 99%	725 98%	711 99%	1062 98%	540 98%	1314 98%	856 98%	464 99%	541 99%	595 98%	418 99%	593 98%	333 98%	1014 99%
Net: Not trustworthy		15 1%	12 1%	13 1%	2 *	7 1%	6 1%	10 1%	8 1%	15 1%	11 1%	5 1%	4 1%	8 1%	2 1%	5 1%	4 1%	8 1%
Mean score		3.77	3.78	3.76	3.81	3.80	3.80	3.78	3.79	3.78	3.80	3.80	3.78	3.78	3.80	3.78	3.74	3.81
Standard deviation		.46	.45	.48	.41	.44	.44	.45	.47	.46	.46	.46	.46	.49	.43	.44	.48	.43
Standard error		.01	.01	.02	.02	.02	.02	.01	.02	.01	.02	.02	.02	.02	.02	.02	.03	.01

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_5. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Facebook

Base: All respondents who have heard or seen information about vaccines through Facebook

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	*e	f
Unweighted Total		266	41	40	42	81	20	42
Weighted Total		271	54	55	59	80	15	8
		100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	67	15	10	18	17	5	2
		25%	27%	18%	31%	21%	35%	31%
Fairly trustworthy	(3.0)	139	28	30	28	43	8	2
		51%	51%	55%	48%	54%	50%	30%
				f		f		
Fairly untrustworthy	(2.0)	43	8	11	8	14	1	1
		16%	15%	20%	14%	17%	5%	16%
Very untrustworthy	(1.0)	8	-	3	1	3	-	1
		3%	-	5%	2%	4%	-	15%
								acd
Don't know		13	4	1	3	3	2	1
		5%	7%	2%	5%	4%	10%	7%
NETS								
Net: Trustworthy		206	42	40	46	60	13	5
		76%	78%	73%	79%	75%	85%	61%
Net: Not trustworthy		52	8	14	10	17	1	3
		19%	15%	25%	17%	21%	5%	32%
Mean score		3.03	3.13	2.87	3.12	2.96	3.33	2.82
Standard deviation		.75	.66	.77	.75	.75	.60	1.15
Standard error		.05	.11	.12	.12	.08	.14	.18

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_5. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Facebook

Base: All respondents who have heard or seen information about vaccines through Facebook

			GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations		
		Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total		266	120	146	60	53	56	50	47	171	95	72	103	109	210	52
Weighted Total		271	124	147	59	57	53	53	48	172	99	73	113	111	218	48
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	67	27	40	12	12	13	21	9	43	24	22	32	30	58	9
		25%	22%	27%	20%	21%	24%	40%	18%	25%	24%	30%	29%	27%	27%	18%
								cdg								
Fairly trustworthy	(3.0)	139	70	70	35	30	27	22	25	96	44	35	58	52	113	22
		51%	56%	48%	60%	52%	51%	42%	52%	56%	44%	48%	52%	47%	52%	47%
Fairly untrustworthy	(2.0)	43	18	26	8	12	9	9	6	25	19	11	14	23	30	12
		16%	14%	17%	13%	21%	18%	17%	11%	14%	19%	15%	13%	21%	14%	26%
Very untrustworthy	(1.0)	8	4	5	4	*	*	*	3	3	5	2	5	3	7	2
		3%	3%	3%	7%	*	1%	*	7%	2%	5%	3%	5%	3%	3%	4%
Don't know		13	6	7	-	3	4	*	6	6	7	3	2	3	11	3
		5%	5%	5%	-	6%	7%	*	12%	3%	7%	4%	2%	3%	5%	5%
						c		cf								
NETS																
Net: Trustworthy		206	96	110	48	42	40	43	34	139	68	57	91	82	171	31
		76%	78%	75%	80%	73%	75%	82%	70%	80%	69%	79%	80%	74%	78%	65%
										i						
Net: Not trustworthy		52	21	30	12	12	10	9	9	28	24	13	20	26	37	14
		19%	17%	21%	20%	21%	18%	17%	18%	16%	24%	18%	18%	23%	17%	29%
Mean score		3.03	3.02	3.04	2.94	3.00	3.05	3.23	2.91	3.07	2.95	3.10	3.06	3.01	3.07	2.84
								c								
Standard deviation		.75	.71	.78	.79	.68	.69	.74	.81	.69	.84	.76	.79	.78	.74	.78
Standard error		.05	.07	.07	.10	.10	.10	.11	.13	.05	.09	.09	.08	.08	.05	.11

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_5. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Facebook

Base: All respondents who have heard or seen information about vaccines through Facebook

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%																		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted Total		266	237	256	159	189	174	226	157	258	193	143	148	176	88	86	84	158
Weighted Total		271	248	261	161	186	175	225	153	263	205	145	149	178	98	94	74	163
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy (4.0)		67 25%	61 25%	64 25%	49 30%	53 28%	47 27%	58 26%	49 32%	64 24%	55 27%	46 31%	47 31%	51 29%	36 37% no	17 18%	14 19%	42 26%
Fairly trustworthy (3.0)		139 51%	127 51%	134 51%	86 54%	93 50%	90 51%	114 51%	75 49%	137 52%	105 51%	73 50%	69 47%	88 50%	46 47%	51 54%	41 56%	88 54%
Fairly untrustworthy (2.0)		43 16%	40 16%	42 16%	17 10%	28 15%	23 13%	35 16%	15 10%	40 15%	29 14%	19 13%	19 13%	26 15%	10 10%	21 22% m	11 15%	23 14%
Very untrustworthy (1.0)		8 3%	8 3%	8 3%	4 2%	5 3%	4 3%	6 3%	6 4%	8 3%	6 3%	4 3%	6 4%	5 3%	1 1%	4 5%	3 4%	2 1%
Don't know		13 5%	11 4%	13 5%	5 3%	8 4%	11 6%	12 5%	8 5%	13 5%	9 4%	4 2%	8 5%	7 4%	5 5%	1 1%	5 7%	7 5%
NETS																		
Net: Trustworthy		206 76%	189 76%	198 76%	135 84% b	146 78%	137 78%	172 76%	124 81%	201 76%	160 78%	118 81%	116 78%	139 78%	82 84%	68 72%	55 74%	130 80%
Net: Not trustworthy		52 19%	48 19%	50 19%	20 13%	33 17%	27 16%	41 18%	21 13%	49 19%	36 17%	24 16%	25 17%	31 18%	11 11%	25 27% m	14 19%	25 15%
Mean score		3.03	3.02	3.02	3.16	3.09	3.09	3.05	3.16	3.03	3.07	3.13	3.11	3.09	3.26 no	2.87	2.96	3.09
Standard deviation		.75	.75	.75	.70	.75	.73	.74	.76	.74	.75	.75	.80	.75	.69	.76	.73	.68
Standard error		.05	.05	.05	.06	.06	.06	.05	.06	.05	.06	.06	.07	.06	.08	.08	.08	.06

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_6. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Twitter

Base: All respondents who have heard or seen information about vaccines through Twitter

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			*a	*b	*c	*d	*e	*f
Unweighted Total		77	13	11	13	19	9	12
Weighted Total		78	17	15	18	19	7	2
		100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	26	7	4	4	7	3	1
		33%	39%	27%	23%	37%	45%	32%
Fairly trustworthy	(3.0)	42	7	10	13	11	2	1
		53%	38%	64%	69%	58%	22%	24%
Fairly untrustworthy	(2.0)	9	3	1	1	1	2	1
		12%	15%	9%	8%	5%	33%	27%
Very untrustworthy	(1.0)	*	-	-	-	-	-	*
		*	-	-	-	-	-	9%
Don't know		1	1	-	-	-	-	*
		2%	8%	-	-	-	-	8%
NETS								
Net: Trustworthy		67	13	14	17	18	5	1
		86%	77%	91%	92%	95%	67%	56%
Net: Not trustworthy		9	3	1	1	1	2	1
		12%	15%	9%	8%	5%	33%	36%
Mean score		3.21	3.25	3.18	3.15	3.32	3.12	2.87
Standard deviation		.65	.74	.59	.55	.58	.95	1.42
Standard error		.08	.22	.18	.15	.13	.32	.43

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_6. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Twitter

Base: All respondents who have heard or seen information about vaccines through Twitter

			GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations		
		Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%			a	b	*c	*d	*e	*f	*g	h	*i	*j	k	l	m	*n
Unweighted Total		77	36	41	21	13	13	20	10	55	22	26	33	36	63	14
Weighted Total		78	36	42	22	11	12	22	10	54	24	27	37	35	64	15
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	26	10	16	6	4	6	9	1	18	7	9	12	10	22	4
		33%	28%	37%	27%	35%	50%	39%	10%	34%	31%	32%	32%	29%	34%	26%
Fairly trustworthy	(3.0)	42	22	20	11	7	5	11	7	26	15	15	21	17	37	5
		53%	61%	47%	51%	62%	42%	51%	68%	49%	64%	55%	56%	47%	58%	34%
Fairly untrustworthy	(2.0)	9	4	5	5	*	1	2	1	8	1	2	4	7	5	4
		12%	11%	13%	22%	2%	6%	11%	10%	15%	5%	9%	12%	19%	8%	30%
Very untrustworthy	(1.0)	*	*	-	-	-	*	-	-	*	-	-	-	*	-	*
		*	1%	-	-	-	2%	-	-	*	-	-	-	1%	-	1%
Don't know		1	*	1	-	*	-	-	1	1	-	1	-	1	*	1
		2%	*	3%	-	2%	-	-	13%	3%	-	5%	-	4%	*	9%
NETS																
Net: Trustworthy		67	32	35	17	11	11	20	8	44	23	23	33	27	58	9
		86%	88%	84%	78%	97%	92%	89%	78%	82%	95%	86%	88%	76%	92% l	60%
Net: Not trustworthy		9	4	5	5	*	1	2	1	8	1	2	4	7	5	5
		12%	11%	13%	22%	2%	8%	11%	10%	15%	5%	9%	12%	20%	8%	31%
Mean score		3.21	3.16	3.25	3.05	3.34	3.41	3.28	3.00	3.19	3.25	3.24	3.20	3.09	3.27	2.93
Standard deviation		.65	.62	.68	.71	.53	.71	.66	.50	.70	.56	.62	.64	.73	.60	.84
Standard error		.08	.11	.11	.16	.15	.20	.15	.17	.10	.12	.12	.11	.12	.08	.23

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_6. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Twitter

Base: All respondents who have heard or seen information about vaccines through Twitter

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	*m	*n	*o	p
Unweighted Total		77	69	64	62	57	57	66	53	73	63	54	50	56	27	25	24	44
Weighted Total		78	71	69	62	59	59	66	53	74	62	53	50	58	30	28	20	47
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy		(4.0)	26	25	23	23	24	22	26	23	26	21	20	21	11	11	4	16
		33%	35%	33%	37%	41%	38%	39%	44%	35%	33%	37%	37%	37%	37%	38%	20%	34%
Fairly trustworthy		(3.0)	42	36	37	31	29	31	34	24	37	34	27	31	15	13	13	26
		53%	51%	54%	50%	49%	54%	51%	46%	51%	55%	52%	49%	54%	51%	48%	64%	55%
Fairly untrustworthy		(2.0)	9	9	7	7	6	3	6	5	9	7	6	5	4	3	3	5
		12%	13%	11%	11%	10%	6%	10%	10%	12%	11%	11%	13%	9%	13%	9%	14%	11%
Very untrustworthy		(1.0)	*	-	-	*	-	*	*	*	*	-	-	*	-	-	*	-
		*	-	-	*	-	*	*	*	*	*	-	-	*	-	-	1%	-
Don't know		1	1	1	1	*	1	*	*	1	*	-	-	-	-	1	*	-
		2%	2%	2%	2%	*	3%	*	*	2%	*	-	-	-	-	5%	1%	-
NETS																		
Net: Trustworthy		67	60	60	54	53	54	59	47	63	55	47	43	53	26	24	17	42
		86%	85%	87%	87%	90%	91%	90%	89%	85%	88%	89%	87%	91%	87%	86%	84%	89%
Net: Not trustworthy		9	9	7	7	6	4	6	5	9	7	6	7	5	4	3	3	5
		12%	13%	11%	11%	10%	6%	10%	10%	13%	12%	11%	13%	9%	13%	9%	15%	11%
Mean score		3.21	3.22	3.23	3.25	3.30	3.32	3.29	3.33	3.22	3.21	3.26	3.24	3.28	3.24	3.30	3.04	3.24
Standard deviation		.65	.66	.63	.66	.65	.60	.65	.67	.67	.65	.65	.68	.64	.67	.65	.63	.63
Standard error		.08	.08	.08	.09	.09	.08	.08	.09	.08	.08	.09	.10	.09	.13	.13	.13	.10

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_7. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Instagram

Base: All respondents who have heard or seen information about vaccines through Instagram

	COUNTRY					
Total	UK	France	Germany	Italy	Poland	Sweden
	*a	*b	*c	*d	*e	*f
68	9	12	11	20	4	12
69	12	17	15	20	3	2
100%	100%	100%	100%	100%	100%	100%
24	7	4	1	10	2	1
36%	56%	25%	9%	50%	51%	39%
36	3	11	13	8	1	1
52%	22%	67%	82%	40%	25%	37%
5	3	1	-	1	-	1
8%	22%	8%	-	5%	-	24%
3	-	-	1	1	1	-
5%	-	-	9%	5%	24%	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
60	9	15	14	18	2	2
87%	78%	92%	91%	90%	76%	76%
9	3	1	1	2	1	1
13%	22%	8%	9%	10%	24%	24%
3.18	3.34	3.17	2.91	3.35	3.02	3.15
.77	.85	.57	.69	.81	1.49	1.07
.09	.28	.16	.21	.18	.74	.31

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_7. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Instagram

Base: All respondents who have heard or seen information about vaccines through Instagram

			GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
												I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
		Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%			*a	b	*c	*d	*e	*f	*g	h	*i	*j	k	l	m	*n
Unweighted Total		68	28	40	17	14	16	11	10	47	21	25	36	32	58	10
Weighted Total		69	25	44	15	14	16	13	10	48	20	23	39	29	61	7
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	24	8	17	3	6	6	5	5	16	8	6	16	8	23	2
		36%	31%	38%	17%	41%	39%	37%	48%	33%	41%	27%	42%	26%	37%	21%
Fairly trustworthy	(3.0)	36	15	21	10	6	8	7	5	24	12	15	21	18	32	4
		52%	59%	48%	66%	42%	46%	52%	52%	50%	57%	68%	53%	63%	51%	57%
Fairly untrustworthy	(2.0)	5	2	4	1	2	*	1	-	5	*	*	2	3	4	2
		8%	6%	9%	10%	17%	1%	11%	-	11%	2%	2%	6%	9%	6%	22%
Very untrustworthy	(1.0)	3	1	2	1	-	2	-	-	3	-	1	-	1	3	-
		5%	4%	5%	7%	-	13%	-	-	6%	-	3%	-	3%	5%	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS																
Net: Trustworthy		60	23	37	13	12	14	11	10	40	20	22	37	26	54	6
		87%	90%	86%	84%	83%	86%	89%	100%	83%	98%	95%	94%	89%	89%	78%
Net: Not trustworthy		9	3	6	2	2	2	1	-	8	*	1	2	3	7	2
		13%	10%	14%	16%	17%	14%	11%	-	17%	2%	5%	6%	11%	11%	22%
Mean score		3.18	3.17	3.19	2.94	3.23	3.12	3.26	3.48	3.09	3.40	3.19	3.36	3.12	3.21	2.99
Standard deviation		.77	.72	.80	.75	.75	.99	.67	.53	.84	.54	.63	.60	.67	.78	.71
Standard error		.09	.14	.13	.18	.20	.25	.20	.17	.12	.12	.13	.10	.12	.10	.22

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_7. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Instagram

Base: All respondents who have heard or seen information about vaccines through Instagram

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media				Books or magazines				More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life	
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago			
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	*m	*n	*o	p
Unweighted Total		68	61	62	55	59	59	64	54	64	56	48	51	57	25	21	22	42
Weighted Total		69	64	63	57	60	60	65	52	67	59	53	53	59	29	24	16	42
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	24	24	24	23	24	23	24	22	23	23	23	22	24	18	3	3	17
		36%	38%	38%	41%	40%	39%	38%	43%	35%	39%	43%	41%	41%	64%	11%	20%	40%
Fairly trustworthy	(3.0)	36	32	30	27	30	31	32	25	35	28	25	26	27	9	17	10	19
		52%	50%	48%	47%	49%	51%	49%	47%	52%	47%	47%	49%	47%	30%	71%	64%	45%
Fairly untrustworthy	(2.0)	5	5	5	4	4	4	5	3	5	5	4	4	5	-	3	3	4
		8%	8%	9%	7%	7%	7%	8%	6%	8%	8%	7%	7%	9%	-	12%	16%	9%
Very untrustworthy	(1.0)	3	2	3	3	2	2	3	2	3	3	1	2	2	2	1	-	2
		5%	4%	5%	5%	4%	4%	5%	4%	5%	5%	3%	3%	4%	6%	6%	-	5%
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NETS																		
Net: Trustworthy		60	57	55	50	54	54	57	47	58	51	48	48	52	27	20	14	36
		87%	88%	86%	88%	89%	90%	87%	90%	87%	86%	90%	90%	88%	94%	82%	84%	85%
Net: Not trustworthy		9	8	9	7	6	6	8	5	8	8	5	5	7	2	4	3	6
		13%	12%	14%	12%	11%	10%	13%	10%	13%	14%	10%	10%	12%	6%	18%	16%	15%
Mean score		3.18	3.22	3.20	3.23	3.26	3.25	3.20	3.29	3.18	3.20	3.31	3.28	3.25	3.52	2.88	3.04	3.21
Standard deviation		.77	.76	.80	.81	.75	.74	.79	.76	.77	.81	.72	.74	.77	.79	.69	.62	.82
Standard error		.09	.10	.10	.11	.10	.10	.10	.10	.10	.11	.10	.10	.10	.16	.15	.13	.13

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_8. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Snapchat

Base: All respondents who have heard or seen information about vaccines through Snapchat

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			*a	*b	*c	*d	*e	*f
Unweighted Total		62	10	10	9	14	3	16
Weighted Total		59	13	14	13	14	2	3
		100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	25	4	1	7	11	1	1
		43%	30%	10%	56%	79%	34%	36%
Fairly trustworthy	(3.0)	24	7	11	3	2	1	1
		42%	50%	80%	22%	14%	34%	43%
Fairly untrustworthy	(2.0)	6	1	1	1	1	-	1
		10%	10%	10%	11%	7%	-	22%
Very untrustworthy	(1.0)	1	-	-	-	-	1	-
		1%	-	-	-	-	32%	-
Don't know		3	1	-	1	-	-	-
		5%	10%	-	11%	-	-	-
NETS								
Net: Trustworthy		49	11	12	10	13	2	2
		84%	80%	90%	78%	93%	68%	78%
Net: Not trustworthy		6	1	1	1	1	1	1
		11%	10%	10%	11%	7%	32%	22%
Mean score		3.32	3.22	3.00	3.50	3.71	2.69	3.14
Standard deviation		.71	.66	.46	.74	.61	1.66	.92
Standard error		.09	.22	.15	.26	.16	.96	.23

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_8. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Snapchat

Base: All respondents who have heard or seen information about vaccines through Snapchat

			GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations		
		Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%			*a	b	*c	*d	*e	*f	*g	h	*i	*j	k	l	m	*n
Unweighted Total		62	26	36	13	14	16	11	8	51	11	25	34	31	52	9
Weighted Total		59	23	36	11	13	14	12	9	46	12	23	35	31	51	8
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	25	9	16	2	6	7	6	4	21	4	12	17	14	20	5
		43%	39%	45%	17%	46%	51%	47%	51%	46%	32%	53%	48%	47%	40%	62%
Fairly trustworthy	(3.0)	24	12	12	9	4	5	4	3	19	6	9	13	10	21	3
		42%	53%	34%	83%	34%	33%	31%	31%	41%	45%	38%	37%	34%	42%	35%
Fairly untrustworthy	(2.0)	6	2	4	-	1	2	1	2	4	1	1	2	4	6	*
		10%	8%	11%	-	9%	11%	11%	18%	9%	12%	6%	7%	13%	11%	2%
Very untrustworthy	(1.0)	1	-	1	-	-	1	-	-	1	-	1	-	1	1	-
		1%	-	2%	-	-	5%	-	-	2%	-	3%	-	2%	1%	-
Don't know		3	-	3	-	1	-	1	-	1	1	-	3	1	3	-
		5%	-	8%	-	11%	-	11%	-	3%	11%	-	8%	5%	5%	-
NETS																
Net: Trustworthy		49	21	28	11	10	12	9	7	40	9	21	30	25	42	7
		84%	92%	79%	100%	80%	84%	78%	82%	86%	77%	91%	85%	80%	82%	98%
Net: Not trustworthy		6	2	5	-	1	2	1	2	5	1	2	2	5	6	*
		11%	8%	13%	-	9%	16%	11%	18%	11%	12%	9%	7%	15%	12%	2%
Mean score		3.32	3.31	3.33	3.17	3.42	3.29	3.40	3.33	3.34	3.22	3.40	3.44	3.31	3.28	3.60
Standard deviation		.71	.62	.78	.40	.70	.89	.74	.81	.72	.70	.76	.64	.81	.73	.58
Standard error		.09	.12	.13	.11	.19	.22	.23	.29	.10	.22	.15	.11	.15	.10	.19

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_8. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Snapchat

Base: All respondents who have heard or seen information about vaccines through Snapchat

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	*m	*n	*o	p
Unweighted Total		62	57	50	49	52	58	58	51	60	48	49	48	48	23	20	18	31
Weighted Total		59	55	49	48	50	54	53	46	58	46	48	45	46	26	21	11	29
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy (4.0)		25	24	23	24	24	25	24	23	25	22	23	20	22	16	4	5	12
		43%	44%	47%	50%	47%	46%	45%	50%	43%	48%	47%	45%	49%	61%	20%	43%	41%
Fairly trustworthy (3.0)		24	24	19	18	18	20	22	15	24	16	18	19	16	9	11	4	11
		42%	44%	38%	38%	37%	37%	41%	33%	41%	36%	38%	42%	34%	36%	52%	34%	38%
Fairly untrustworthy (2.0)		6	6	4	4	5	6	6	6	6	5	6	4	5	-	3	3	4
		10%	10%	8%	8%	9%	11%	11%	12%	10%	11%	12%	9%	12%	-	15%	23%	14%
Very untrustworthy (1.0)		1	-	1	1	1	1	1	1	1	1	-	1	1	1	-	-	1
		1%	-	1%	2%	1%	1%	1%	2%	1%	2%	-	2%	2%	3%	-	-	3%
Don't know		3	1	3	1	3	3	1	1	3	1	1	1	1	-	3	-	1
		5%	3%	6%	3%	5%	5%	3%	3%	5%	3%	3%	3%	3%	-	13%	-	5%
NETS																		
Net: Trustworthy		49	48	42	42	42	45	45	38	49	39	41	38	38	26	15	9	23
		84%	87%	85%	88%	84%	83%	85%	83%	84%	84%	86%	86%	83%	97%	72%	77%	79%
Net: Not trustworthy		6	6	5	5	5	6	6	6	6	6	6	5	6	1	3	3	5
		11%	10%	10%	10%	11%	12%	12%	14%	11%	13%	12%	10%	13%	3%	15%	23%	16%
Mean score		3.32	3.35	3.38	3.40	3.37	3.35	3.32	3.35	3.32	3.35	3.37	3.34	3.35	3.55	3.06	3.19	3.23
Standard deviation		.71	.66	.72	.72	.73	.74	.73	.77	.72	.76	.69	.72	.76	.66	.65	.83	.81
Standard error		.09	.09	.10	.10	.10	.10	.10	.11	.09	.11	.10	.11	.11	.14	.15	.20	.15

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_9. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

YouTube

Base: All respondents who have heard or seen information about vaccines through YouTube

	COUNTRY					
Total	UK	France	Germany	Italy	Poland	Sweden
	*a	*b	c	d	*e	*f
149	19	20	30	41	11	28
148	25	27	42	40	8	5
100%	100%	100%	100%	100%	100%	100%
43	9	8	13	9	3	1
29%	37%	30%	30%	22%	36%	20%
78	12	15	21	24	4	2
52%	47%	55%	50%	59%	45%	46%
20	3	4	4	7	2	1
14%	11%	15%	10%	17%	18%	18%
3	1	-	-	1	-	1
2%	5%	-	-	2%	-	11%
4	-	-	4	-	-	*
3%	-	-	10%	-	-	4%
			d			
121	21	23	34	33	7	3
81%	84%	85%	80%	80%	82%	67%
23	4	4	4	8	2	2
16%	16%	15%	10%	20%	18%	30%
3.12	3.16	3.15	3.22	3.00	3.18	2.78
.71	.83	.67	.64	.71	.77	1.02
.06	.19	.15	.12	.11	.23	.20

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_9. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

YouTube

Base: All respondents who have heard or seen information about vaccines through YouTube

			GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
												I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
		Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%			a	b	c	d	e	f	*g	h	i	j	k	l	m	*n
Unweighted Total		149	67	82	38	33	30	30	18	107	42	46	63	67	118	29
Weighted Total		148	69	80	35	32	32	30	18	105	43	44	65	69	121	25
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	43	16	27	10	10	11	12	1	31	12	15	21	25	40	3
		29%	23%	34%	29%	30%	33%	38%	5%	29%	29%	34%	33%	36%	33%	13%
Fairly trustworthy	(3.0)	78	39	39	20	19	15	15	10	57	21	22	33	29	60	16
		52%	57%	49%	55%	58%	45%	49%	55%	54%	49%	51%	52%	42%	49%	63%
Fairly untrustworthy	(2.0)	20	11	9	3	2	7	3	6	13	7	5	7	12	17	3
		14%	16%	12%	7%	8%	22%	9%	31%	13%	16%	11%	11%	17%	14%	12%
Very untrustworthy	(1.0)	3	-	3	2	-	-	1	*	3	-	*	*	*	1	1
		2%	-	4%	5%	-	-	3%	1%	3%	-	*	*	*	1%	6%
Don't know		4	3	1	1	1	-	*	1	2	3	2	3	3	3	1
		3%	4%	2%	4%	4%	-	1%	8%	2%	6%	4%	4%	4%	2%	6%
NETS																
Net: Trustworthy		121	55	66	30	28	25	26	11	87	34	37	55	54	100	19
		81%	80%	83%	84%	88%	78%	87%	60%	83%	77%	85%	84%	78%	82%	77%
Net: Not trustworthy		23	11	12	4	2	7	4	6	16	7	5	7	12	19	4
		16%	16%	15%	12%	8%	22%	12%	32%	15%	16%	11%	11%	17%	16%	18%
Mean score		3.12	3.07	3.16	3.13	3.23	3.11	3.23	2.70	3.11	3.13	3.23	3.22	3.20	3.16	2.89
Standard deviation		.71	.64	.77	.75	.59	.74	.76	.62	.73	.69	.66	.65	.74	.71	.73
Standard error		.06	.08	.09	.12	.10	.14	.14	.15	.07	.11	.10	.08	.09	.07	.14

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_9. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

YouTube

Base: All respondents who have heard or seen information about vaccines through YouTube

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media				Books or magazines						
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts			In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total		149	127	126	94	106	100	141	97	146	107	85	94	96	41	62	44	94
Weighted Total		148	129	128	96	105	99	140	96	146	113	86	98	97	50	60	36	96
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	43	39	41	36	33	31	38	32	42	32	30	34	35	22	12	9	29
		29%	30%	32%	38%	32%	31%	27%	33%	29%	29%	35%	35%	36%	43% n	20%	25%	31%
Fairly trustworthy	(3.0)	78	70	68	48	58	52	75	50	77	63	42	47	47	25	35	16	50
		52%	54%	53%	50%	56%	53%	54%	52%	53%	56%	49%	48%	49%	50%	59%	43%	52%
Fairly untrustworthy	(2.0)	20	14	13	8	7	11	20	12	20	13	11	12	11	3	8	9	13
		14%	11%	10%	8%	7%	11%	14%	12%	13%	11%	13%	12%	12%	7%	14%	24% m	13%
Very untrustworthy	(1.0)	3	3	3	2	3	1	3	*	3	2	2	2	2	-	2	1	3
		2%	2%	2%	2%	3%	1%	2%	*	2%	1%	2%	2%	2%	-	3%	4%	3%
Don't know		4	4	4	2	3	3	4	1	4	3	1	3	1	-	3	2	1
		3%	3%	3%	2%	3%	3%	3%	1%	3%	2%	2%	3%	1%	-	5%	4%	1%
NETS																		
Net: Trustworthy		121 81%	109 84%	109 84%	84 88%	91 87%	84 84%	113 81%	82 86%	119 82%	96 85%	72 84%	81 83%	82 85%	47 93% o	47 79%	25 68%	80 83%
Net: Not trustworthy		23 16%	16 13%	16 12%	10 10%	10 10%	13 13%	22 16%	12 13%	22 15%	14 13%	13 15%	14 14%	13 14%	3 7%	10 16%	10 27% m	15 16%
Mean score		3.12	3.16	3.18	3.26	3.20	3.18	3.09	3.21	3.12	3.15	3.18	3.20	3.21	3.36 no	3.01	2.94	3.12
Standard deviation		.71	.70	.70	.69	.69	.69	.71	.66	.71	.67	.73	.72	.72	.61	.69	.82	.75
Standard error		.06	.06	.06	.07	.07	.07	.06	.07	.06	.07	.08	.08	.07	.10	.09	.13	.08

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_10. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Friends

Base: All respondents who have heard or seen information about vaccines through Friends

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	e	f
Unweighted Total		456	97	70	89	83	37	80
Weighted Total		474	128	97	125	82	28	15
		100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	104	20	17	42	15	7	4
		22%	15%	17%	34% abd	18%	24%	27%
Fairly trustworthy	(3.0)	274	73	58	67	51	17	7
		58%	57%	60%	54%	63%	62%	49%
Fairly untrustworthy	(2.0)	65	21	18	8	13	1	3
		14%	16% c	19% c	7%	16%	5%	19% ce
Very untrustworthy	(1.0)	5	1	1	1	-	-	1
		1%	1%	1%	1%	-	-	4%
Don't know		27	13	3	6	3	2	*
		6%	10% f	3%	4%	4%	8%	1%
NETS								
Net: Trustworthy		377	92	74	109	66	24	11
		80%	72%	77%	88% af	81%	87%	76%
Net: Not trustworthy		69	22	19	10	13	1	3
		15%	18%	20% ce	8%	16%	5%	23% ce
Mean score		3.07	2.97	2.96	3.26 abdf	3.03	3.21	3.00
Standard deviation		.64	.64	.66	.64	.59	.54	.82
Standard error		.03	.07	.08	.07	.07	.09	.09

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_10. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Friends

Base: All respondents who have heard or seen information about vaccines through Friends

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS	
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations		
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total		456	201	255	88	96	92	96	84	268	188	99	179	171	314	136
Weighted Total		474	207	266	88	102	91	95	97	277	196	97	196	172	322	144
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	104	46	58	26	14	17	25	22	60	44	26	45	47	76	26
		22%	22%	22%	29% d	13%	19%	26% d	23%	22%	22%	26%	23%	27%	24%	18%
Fairly trustworthy	(3.0)	274	114	160	42	67	54	49	61	156	118	50	110	90	186	82
		58%	55%	60%	47%	66% cf	60%	51%	63% c	56%	60%	52%	56%	52%	58%	57%
Fairly untrustworthy	(2.0)	65	33	32	13	13	15	16	8	42	22	15	25	21	41	23
		14%	16%	12%	15%	13%	16%	17%	8%	15%	11%	16%	13%	12%	13%	16%
Very untrustworthy	(1.0)	5	3	2	*	4	*	-	-	3	2	2	3	3	3	1
		1%	1%	1%	*	4% f	*	-	-	1%	1%	2%	1%	2%	1%	1%
Don't know		27	12	15	8	4	4	6	5	17	10	4	13	11	15	10
		6%	6%	6%	9%	4%	5%	6%	5%	6%	5%	5%	7%	6%	5%	7%
NETS																
Net: Trustworthy		377	159	218	67	81	72	74	84	215	162	76	155	137	262	109
		80%	77%	82%	77%	79%	79%	77%	86%	78%	83%	78%	79%	79%	81%	76%
Net: Not trustworthy		69	36	33	13	17	15	16	8	45	24	17	27	24	44	25
		15%	17%	12%	15%	17%	17%	17%	8%	16%	12%	17%	14%	14%	14%	17%
Mean score		3.07	3.03	3.09	3.16 d	2.92	3.02	3.10	3.16 d	3.05	3.10	3.07	3.08	3.12	3.09	3.00
Standard deviation		.64	.68	.61	.68	.66	.63	.67	.56	.66	.62	.72	.66	.70	.65	.64
Standard error		.03	.05	.04	.08	.07	.07	.07	.06	.04	.05	.07	.05	.05	.04	.06

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_10. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Friends

Base: All respondents who have heard or seen information about vaccines through Friends

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total		456	387	357	206	285	290	382	227	444	278	197	207	243	157	160	124	298
Weighted Total		474	413	372	218	287	294	393	223	460	308	201	211	253	176	167	116	319
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	104 22%	90 22%	93 25%	61 28%	70 24%	69 23%	88 22%	65 29% ah	98 21%	77 25%	57 28%	55 26%	60 24%	42 24%	31 18%	27 23%	75 23%
Fairly trustworthy	(3.0)	274 58%	237 57%	215 58%	123 56%	164 57%	172 58%	231 59%	127 57%	269 59%	169 55%	107 53%	125 59%	145 57%	103 59%	105 63% o	56 49%	188 59%
Fairly untrustworthy	(2.0)	65 14%	60 15%	46 12%	27 12%	38 13%	38 13%	49 13%	24 11%	65 14%	42 14%	28 14%	23 11%	34 14%	23 13%	19 11%	22 19%	39 12%
Very untrustworthy	(1.0)	5 1%	4 1%	* *	* *	3 1%	2 1%	5 1%	* *	5 1%	2 *	3 1% b	- -	4 2% b	- -	3 2%	2 2%	3 1%
Don't know		27 6%	21 5%	18 5%	7 3%	12 4%	13 4%	20 5%	6 2%	24 5%	18 6%	6 3%	8 4%	9 3%	7 4%	10 6%	9 8%	14 4%
NETS																		
Net: Trustworthy		377 80%	328 79%	308 83%	184 84%	234 81%	241 82%	319 81%	193 87% ah	367 80%	247 80%	164 81%	180 85%	205 81%	145 83% o	136 81%	83 72%	263 82%
Net: Not trustworthy		69 15%	65 16%	46 12%	27 12%	41 14%	40 14%	54 14%	24 11%	69 15%	43 14%	31 15%	23 11%	39 15%	23 13%	22 13%	24 20%	42 13%
Mean score		3.07	3.05	3.13	3.16	3.09	3.10	3.08	3.19 afh	3.05	3.11	3.12	3.15	3.07	3.11	3.04	3.02	3.10
Standard deviation		.64	.65	.62	.63	.66	.63	.64	.62	.64	.65	.70	.60	.68	.61	.62	.73	.63
Standard error		.03	.03	.03	.04	.04	.04	.03	.04	.03	.04	.05	.04	.04	.05	.05	.07	.04

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_11. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Posters (e.g. in schools or doctors' surgeries)

Base: All respondents who have heard or seen information about vaccines through Posters (e.g. in schools or doctors' surgeries)

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	e	f
Unweighted Total		594	125	108	94	107	51	109
Weighted Total		610	165	148	132	106	38	21
		100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	273	73	78	59	50	5	8
		45%	44%	53%	45%	48%	14%	38%
			e	ef	e	e		e
Fairly trustworthy	(3.0)	293	82	63	63	44	30	10
		48%	50%	43%	48%	42%	78%	47%
						abcdf		
Fairly untrustworthy	(2.0)	30	4	7	4	11	2	3
		5%	2%	5%	3%	10%	4%	12%
						a		abc
Very untrustworthy	(1.0)	4	-	-	3	-	1	*
		1%	-	-	2%	-	2%	2%
Don't know		10	7	-	3	-	1	*
		2%	4%	-	2%	-	2%	1%
			bd					
NETS								
Net: Trustworthy		566	154	142	122	95	35	18
		93%	94%	95%	93%	90%	92%	85%
			f	f				
Net: Not trustworthy		34	4	7	7	11	2	3
		6%	2%	5%	5%	10%	6%	14%
						a		abc
Mean score		3.39	3.43	3.48	3.38	3.37	3.06	3.22
			ef	ef	e	e		
Standard deviation		.61	.55	.59	.66	.67	.51	.74
Standard error		.03	.05	.06	.07	.06	.07	.07

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_11. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Posters (e.g. in schools or doctors' surgeries)

Base: All respondents who have heard or seen information about vaccines through Posters (e.g. in schools or doctors' surgeries)

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS	
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations		
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Unweighted Total	594	269	325	100	124	125	114	131	372	222	76	208	177	437	152	
Weighted Total	610	278	332	102	124	133	107	143	388	222	81	220	192	454	150	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very trustworthy	(4.0)	273	127	146	52	57	61	46	57	168	105	31	81	72	216	57
		45%	46%	44%	51%	46%	46%	43%	40%	43%	47%	39%	37%	38%	48% kl	38%
Fairly trustworthy	(3.0)	293	128	165	40	57	63	54	79	194	98	35	122	96	211	76
		48%	46%	50%	39%	46%	47%	50%	55% c	50%	44%	43%	55% m	50%	46%	51%
Fairly untrustworthy	(2.0)	30	18	12	5	7	6	5	7	16	14	13	13	18	16	14
		5%	6%	4%	5%	6%	4%	5%	5%	4%	6%	16% km	6%	9% m	4%	9%
Very untrustworthy	(1.0)	4	3	1	2	1	*	-	-	4	*	2	*	2	3	1
		1%	1%	*	2%	1%	*	-	-	1%	*	3% k	*	1%	1%	1%
Don't know		10	2	8	3	1	3	3	-	5	5	-	4	4	8	2
		2%	1%	2%	3% g	1%	2%	2%	-	1%	2%	-	2%	2%	2%	1%
NETS																
Net: Trustworthy		566	255	310	92	114	124	100	136	363	203	66	203	168	427	133
		93%	92%	94%	90%	92%	93%	93%	95%	94%	91%	82%	92% j	88%	94% jl	89%
Net: Not trustworthy		34	21	13	7	9	6	5	7	20	14	15	13	20	19	15
		6%	7%	4%	7%	7%	5%	5%	5%	5%	6%	18% km	6%	10% m	4%	10%
Mean score		3.39	3.38	3.41	3.43	3.38	3.42	3.39	3.35	3.38	3.42	3.18	3.32	3.27	3.44 jkl	3.28
Standard deviation		.61	.65	.58	.69	.65	.59	.58	.57	.62	.61	.79	.58	.67	.60	.66
Standard error		.03	.04	.03	.07	.06	.05	.05	.05	.03	.04	.09	.04	.05	.03	.05

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_11. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Posters (e.g. in schools or doctors' surgeries)

Base: All respondents who have heard or seen information about vaccines through Posters (e.g. in schools or doctors' surgeries)

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total		594	489	447	217	348	348	481	279	572	334	207	237	273	163	232	183	432
Weighted Total		610	516	462	226	350	343	481	259	584	361	211	243	270	188	248	161	448
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	273	231	219	102	165	153	215	112	266	180	100	101	116	79	118	70	223
		45%	45%	47%	45%	47%	45%	45%	43%	45%	50%	48%	42%	43%	42%	47%	43%	50%
Fairly trustworthy	(3.0)	293	248	209	112	160	168	230	131	274	160	101	121	135	99	114	77	206
		48%	48%	45%	50%	46%	49%	48%	51%	47%	44%	48%	50%	50%	53%	46%	48%	46%
Fairly untrustworthy	(2.0)	30	25	25	9	17	13	29	10	30	17	8	13	14	6	10	13	12
		5%	5%	5%	4%	5%	4%	6%	4%	5%	5%	4%	5%	5%	3%	4%	8%	3%
Very untrustworthy	(1.0)	4	2	1	1	2	2	2	2	4	1	2	4	2	1	2	*	-
		1%	*	*	*	1%	1%	*	1%	1%	*	1%	1%	1%	*	1%	*	-
Don't know		10	9	8	3	6	5	6	3	10	3	-	4	3	3	5	1	7
		2%	2%	2%	1%	2%	2%	1%	1%	2%	1%	-	2%	1%	1%	2%	1%	2%
NETS																		
Net: Trustworthy		566	479	428	214	325	321	445	243	540	340	201	222	251	178	231	147	429
		93%	93%	93%	95%	93%	94%	92%	94%	92%	94%	95%	91%	93%	95%	93%	91%	96%
Net: Not trustworthy		34	28	26	10	19	16	30	12	34	18	10	17	16	7	11	13	12
		6%	5%	6%	4%	5%	5%	6%	5%	6%	5%	5%	7%	6%	3%	5%	8%	3%
Mean score		3.39	3.40	3.42	3.41	3.42	3.40	3.39	3.38	3.40	3.45	3.42	3.34	3.37	3.39	3.43	3.36	3.48
Standard deviation		.61	.60	.61	.59	.61	.60	.61	.61	.62	.61	.62	.65	.62	.57	.60	.63	.55
Standard error		.03	.03	.03	.04	.03	.03	.03	.04	.03	.03	.04	.04	.04	.05	.04	.05	.03

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_12. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Outdoor advertising (e.g. posters, billboards)

Base: All respondents who have heard or seen information about vaccines through Outdoor advertising (e.g. posters, billboards)

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			*a	b	c	d	*e	*f
Unweighted Total		190	20	41	33	57	10	29
Weighted Total		199	26	56	46	56	8	6
		100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	57	4	19	17	15	-	2
		29%	15%	34%	36%	26%	-	34%
Fairly trustworthy	(3.0)	106	17	30	18	35	3	3
		54%	65%	54%	39%	61% c	40%	57%
Fairly untrustworthy	(2.0)	23	1	7	6	7	2	*
		12%	5%	12%	12%	12%	30%	6%
Very untrustworthy	(1.0)	6	-	-	6	-	-	-
		3%	-	-	12% bd	-	-	-
Don't know		6	4	-	-	-	2	*
		3%	15%	-	-	-	30%	3%
NETS								
Net: Trustworthy		163	21	49	35	49	3	5
		82%	80%	88%	76%	88%	40%	91%
Net: Not trustworthy		29	1	7	11	7	2	*
		15%	5%	12%	24%	12%	30%	6%
Mean score		3.12	3.12	3.22	3.00	3.14	2.57	3.29
Standard deviation		.72	.48	.65	1.00	.61	.55	.63
Standard error		.05	.12	.10	.17	.08	.21	.12

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_12. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Outdoor advertising (e.g. posters, billboards)

Base: All respondents who have heard or seen information about vaccines through Outdoor advertising (e.g. posters, billboards)

			GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
												I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
		Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total		190	95	95	36	38	36	34	46	118	72	39	62	69	142	47
Weighted Total		199	100	99	37	39	38	38	47	121	77	42	67	73	149	49
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy	(4.0)	57	26	30	12	10	14	9	11	38	19	8	19	21	46	11
		29%	26%	31%	33%	27%	38%	24%	24%	31%	25%	19%	29%	29%	31%	22%
Fairly trustworthy	(3.0)	106	55	52	20	21	21	16	28	69	38	20	32	36	84	22
		54%	55%	52%	55%	54%	55%	43%	59%	57%	49%	48%	47%	50%	56%	45%
Fairly untrustworthy	(2.0)	23	12	11	1	5	3	9	6	10	13	11	12	11	13	10
		12%	12%	11%	3%	13%	7%	23% c	12%	8%	17%	26% m	17%	15%	9%	21%
Very untrustworthy	(1.0)	6	4	1	3	-	-	1	1	3	3	3	-	4	3	3
		3%	4%	1%	8%	-	-	4%	3%	2%	4%	7% k	-	6%	2%	6%
Don't know		6	2	4	1	2	-	3	1	2	4	-	5	1	3	3
		3%	2%	4%	2%	6%	-	7%	2%	2%	6%	-	7%	1%	2%	7%
NETS																
Net: Trustworthy		163 82%	81 81%	82 83%	32 87% f	31 81%	35 93% f	26 67%	39 83%	106 88% i	57 74%	28 68%	51 76%	57 79%	130 87% jk	32 67%
Net: Not trustworthy		29 15%	17 17%	12 13%	4 11%	5 13%	3 7%	10 26% e	7 15%	13 11%	16 21%	14 32% m	12 17%	15 20%	16 11%	13 26%
Mean score		3.12	3.06	3.18	3.15	3.14	3.31 f	2.93	3.05	3.18	3.01	2.80	3.13 j	3.03	3.19 j	2.89
Standard deviation		.72	.76	.69	.82	.64	.60	.82	.70	.68	.78	.83	.70	.83	.67	.84
Standard error		.05	.08	.07	.14	.11	.10	.14	.11	.06	.10	.13	.09	.10	.06	.13

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_12. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Outdoor advertising (e.g. posters, billboards)

Base: All respondents who have heard or seen information about vaccines through Outdoor advertising (e.g. posters, billboards)

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION				
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted Total		190	166	156	82	124	117	166	101	186	137	91	95	97	56	69	62	131	
Weighted Total		199	174	161	88	126	119	170	98	194	151	95	95	99	64	76	56	139	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very trustworthy		(4.0)	57	48	52	29	46	43	50	28	57	43	34	32	33	20	25	12	48
			29%	28%	32%	33%	37%	36%	29%	29%	29%	29%	36%	34%	34%	31%	33%	21%	34%
Fairly trustworthy		(3.0)	106	98	80	50	60	56	88	51	102	84	48	45	51	35	42	30	75
			54%	56%	50%	56%	48%	48%	51%	53%	53%	56%	50%	48%	52%	54%	55%	53%	54%
Fairly untrustworthy		(2.0)	23	19	20	8	15	14	22	12	23	16	10	12	12	4	6	13	11
			12%	11%	12%	9%	12%	12%	13%	12%	12%	11%	10%	13%	12%	6%	8%	24% mn	8%
Very untrustworthy		(1.0)	6	3	4	1	3	1	6	1	6	4	1	3	-	3	1	-	1
			3%	2%	3%	2%	2%	1%	3%	1%	3%	3%	1%	3%	-	4%	2%	-	1%
Don't know			6	6	5	-	2	4	6	5	6	3	2	2	2	3	1	1	4
			3%	3%	3%	-	2%	3%	3%	5% c	3%	2%	2%	2%	2%	5%	2%	2%	3%
NETS																			
Net: Trustworthy			163	147	132	79	107	99	137	80	159	128	82	78	84	55	67	42	122
			82%	84%	82%	89%	84%	84%	81%	82%	82%	84%	86%	82%	85%	85%	88% o	75%	88%
Net: Not trustworthy			29	22	24	9	18	15	27	13	28	20	11	15	12	7	8	13	12
			15%	13%	15%	11%	14%	13%	16%	14%	15%	13%	12%	16%	12%	10%	10%	24% n	9%
Mean score			3.12	3.14	3.15	3.21	3.21	3.23	3.10	3.15	3.12	3.13	3.23	3.16	3.22	3.17	3.21 o	2.97	3.25
Standard deviation			.72	.67	.74	.67	.74	.71	.75	.69	.73	.71	.69	.76	.65	.74	.67	.68	.65
Standard error			.05	.05	.06	.07	.07	.07	.06	.07	.05	.06	.07	.08	.07	.10	.08	.09	.06

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q5_13. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Somewhere else online

Base: All respondents who have heard or seen information about vaccines through Somewhere else online

	COUNTRY					
Total	UK	France	Germany	Italy	Poland	Sweden
	*a	*b	c	*d	*e	*f
182	11	25	65	27	29	25
193	15	34	91	27	22	5
100%	100%	100%	100%	100%	100%	100%
26	-	4	13	6	2	1
14%	-	12%	14%	22%	10%	26%
114	9	16	55	19	13	2
59%	64%	48%	60%	70%	59%	39%
39	5	12	13	1	6	1
20%	36%	36%	14%	4%	27%	24%
5	-	-	4	1	-	*
3%	-	-	5%	4%	-	5%
9	-	1	7	-	1	*
5%	-	4%	8%	-	3%	5%
140	9	21	67	25	15	3
72%	64%	60%	74%	93%	69%	65%
44	5	12	17	2	6	1
23%	36%	36%	19%	7%	27%	30%
2.87	2.64	2.75	2.90	3.11	2.82	2.91
.68	.50	.67	.70	.64	.61	.97
.05	.15	.14	.09	.12	.12	.20

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q5_13. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Somewhere else online

Base: All respondents who have heard or seen information about vaccines through Somewhere else online

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS	
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations		
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%																
Unweighted Total	182	89	93	36	35	37	40	34	122	60	50	66	85	122	57	
Weighted Total	193	93	100	40	35	44	41	34	128	65	53	68	91	130	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very trustworthy	(4.0)	26	8	18	5	6	8	5	1	14	12	10	14	13	18	8
		14%	9%	18%	12%	19%	19%	13%	4%	11%	19%	18%	20%	14%	14%	14%
						g										
Fairly trustworthy	(3.0)	114	64	50	27	18	24	25	20	76	38	33	37	54	78	35
		59%	68%	50%	67%	52%	56%	61%	57%	60%	58%	62%	54%	59%	60%	57%
			b													
Fairly untrustworthy	(2.0)	39	11	27	7	6	10	8	9	29	10	5	12	16	27	10
		20%	12%	27%	17%	16%	22%	20%	25%	23%	15%	9%	17%	18%	21%	17%
				a												
Very untrustworthy	(1.0)	5	4	2	-	1	-	1	3	2	3	3	2	4	1	4
		3%	4%	2%	-	3%	-	3%	9%	2%	5%	6%	2%	4%	1%	7%
											m					
Don't know		9	7	3	1	3	1	1	2	7	3	3	4	4	7	3
		5%	7%	3%	3%	10%	3%	3%	5%	5%	4%	5%	6%	5%	5%	5%
NETS																
Net: Trustworthy		140	72	68	32	25	33	30	21	90	50	43	50	66	95	43
		72%	77%	68%	80%	71%	75%	74%	61%	70%	76%	80%	74%	73%	74%	71%
Net: Not trustworthy		44	15	29	7	7	10	9	12	31	13	8	13	20	28	15
		23%	16%	29%	17%	19%	22%	23%	34%	24%	19%	14%	20%	22%	21%	25%
				a												
Mean score		2.87	2.88	2.87	2.95	2.96	2.97	2.86	2.59	2.84	2.95	2.98	2.97	2.86	2.91	2.81
					g	g	g									
Standard deviation		.68	.62	.72	.56	.73	.66	.68	.73	.64	.74	.73	.72	.71	.62	.78
Standard error		.05	.07	.08	.09	.13	.11	.11	.13	.06	.10	.11	.09	.08	.06	.11

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q5_13. How trustworthy or untrustworthy do you think the information about vaccines you've received from these people or places is?

Somewhere else online

Base: All respondents who have heard or seen information about vaccines through Somewhere else online

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total		182	142	144	80	109	101	161	96	175	105	86	84	106	54	64	52	114
Weighted Total		193	159	155	86	114	104	166	97	186	121	95	87	112	62	69	50	127
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very trustworthy		(4.0)	26	24	23	14	20	14	25	13	26	21	17	19	12	10	4	21
			14%	15%	15%	16%	17%	13%	15%	14%	14%	18%	18%	22%	17%	19%	14%	7%
Fairly trustworthy		(3.0)	114	100	95	54	65	60	99	59	108	75	51	48	41	40	26	68
			59%	63%	61%	63%	57%	58%	59%	61%	58%	62%	54%	55%	58%	66%	58%	52%
Fairly untrustworthy		(2.0)	39	24	27	15	24	26	32	17	37	17	19	17	8	17	11	29
			20%	15%	17%	18%	21%	25%	19%	17%	20%	14%	20%	19%	13%	24%	22%	23%
Very untrustworthy		(1.0)	5	4	4	-	3	1	5	5	5	4	4	1	-	-	4	-
			3%	2%	2%	-	2%	1%	3%	6%	3%	3%	4%	1%	-	-	8%	-
								c									mn	
Don't know		9	7	7	3	3	3	5	3	9	4	4	2	4	1	3	5	9
		5%	4%	4%	3%	3%	3%	3%	3%	5%	3%	4%	2%	4%	2%	4%	10%	7%
NETS																		
Net: Trustworthy		140	124	118	68	85	74	123	72	134	97	68	67	85	53	49	30	89
		72%	78%	76%	79%	74%	71%	74%	74%	72%	80%	72%	77%	76%	85%	72%	59%	70%
															o			
Net: Not trustworthy		44	28	31	15	27	27	38	22	43	21	23	18	23	8	17	15	29
		23%	18%	20%	18%	23%	26%	23%	23%	23%	17%	24%	21%	21%	13%	24%	30%	23%
																	m	
Mean score		2.87	2.95	2.92	2.98	2.91	2.86	2.89	2.85	2.88	2.97	2.89	3.00	2.93	3.06	2.89	2.65	2.93
															o			
Standard deviation		.68	.65	.66	.59	.70	.66	.69	.73	.69	.68	.75	.69	.71	.57	.63	.76	.65
Standard error		.05	.06	.06	.07	.07	.07	.06	.08	.05	.07	.08	.08	.07	.08	.08	.11	.06

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q6. At what stage in life, if any, do you think vaccines are needed?

Base: All respondents

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
As a baby or toddler	857	269	106	125	176	157	25
	28%	41%	15%	18%	36%	41%	26%
		bcd			bcd	bcd	bc
At school or university	532	218	59	62	88	89	17
	18%	33%	9%	9%	18%	23%	17%
		bcdef			bc	bcd	bc
Throughout the rest of adult life	156	20	65	39	15	15	3
	5%	3%	9%	6%	3%	4%	3%
			acdef	adf			
Vaccines are needed at all stages of life	1855	322	507	512	282	178	53
	61%	49%	74%	73%	57%	46%	55%
			ade	ade	ae		e
Vaccines are not needed at any stages of life	39	11	4	14	4	5	1
	1%	2%	1%	2%	1%	1%	1%
Don't know	87	25	14	11	8	18	11
	3%	4%	2%	2%	2%	5%	11%
		cd				bcd	abcde

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q6. At what stage in life, if any, do you think vaccines are needed?

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
As a baby or toddler	857	449	409	179	156	190	159	173	499	358	188	378	298	553	281
	28%	29%	28%	30%	26%	32%	26%	28%	27%	30%	34%	31%	31%	26%	33%
						df					m	m	m		
At school or university	532	260	272	98	114	125	95	100	309	223	119	245	179	359	157
	18%	17%	18%	17%	19%	21%	16%	16%	17%	19%	21%	20%	18%	17%	19%
						fg					m	m			
Throughout the rest of adult life	156	93	64	28	37	25	34	33	108	49	50	75	67	105	48
	5%	6%	4%	5%	6%	4%	6%	5%	6%	4%	9%	6%	7%	5%	6%
		b							i		km		m		
Vaccines are needed at all stages of life	1855	925	930	344	368	362	388	394	1141	714	234	667	524	1368	450
	61%	60%	63%	58%	62%	60%	64%	63%	62%	60%	42%	55%	54%	65%	53%
			a				c				j	j	j	kl	
Vaccines are not needed at any stages of life	39	22	17	10	9	11	4	5	24	15	27	23	28	14	22
	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	5%	2%	3%	1%	3%
											klm	m	m		
Don't know	87	52	35	21	13	13	21	19	45	42	32	39	33	34	34
	3%	3%	2%	4%	2%	2%	3%	3%	2%	3%	6%	3%	3%	2%	4%
											klm	m	m		

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q6. At what stage in life, if any, do you think vaccines are needed?

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
As a baby or toddler	857	722	633	278	467	458	666	320	811	452	229	287	330	177	327	304	-
	28%	28%	29%	27%	30%	30%	29%	29%	28%	27%	25%	26%	27%	21%	28%	35%	-
			j		ijk	ijk	j								m	mn	
At school or university	532	445	399	207	316	321	427	198	489	276	150	207	207	141	223	146	-
	18%	18%	18%	20%	20%	21%	19%	18%	17%	16%	17%	19%	17%	17%	19%	17%	-
				hij	ahijl	abfghijl											
Throughout the rest of adult life	156	125	106	63	83	91	114	70	140	104	66	63	68	37	58	54	-
	5%	5%	5%	6%	5%	6%	5%	6%	5%	6%	7%	6%	6%	4%	5%	6%	-
											abdfh						
Vaccines are needed at all stages of life	1855	1571	1330	618	941	894	1404	675	1768	1078	553	686	758	586	742	446	1855
	61%	62%	61%	60%	60%	59%	61%	60%	62%	63%	61%	62%	63%	70%	65%	52%	100%
		e							e	e			e	no	o		
Vaccines are not needed at any stages of life	39	29	29	9	18	19	25	16	34	16	10	8	12	4	5	23	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	3%	-
																mn	
Don't know	87	71	58	19	32	36	64	27	78	36	20	31	25	10	14	22	-
	3%	3%	3%	2%	2%	2%	3%	2%	3%	2%	2%	3%	2%	1%	1%	3%	-
																mn	

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q7_SUM. How much do you agree or disagree with each of these statements about vaccines?

SUMMARY TABLE

Base: All respondents

	Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	Net: Agree	Net: Disagree	Mean
Certain vaccines should be compulsory	3026 100%	1237 41%	1271 42%	202 7%	105 3%	211 7%	2508 83%	307 10%	3.29
I am not afraid of having a vaccination	3026 100%	999 33%	1098 36%	588 19%	255 8%	86 3%	2097 69%	843 28%	2.97
I am afraid of having a vaccination because I don't like needles	3026 100%	385 13%	818 27%	891 29%	876 29%	57 2%	1202 40%	1767 58%	2.24
Vaccines can be dangerous	3026 100%	204 7%	772 26%	1171 39%	421 14%	458 15%	975 32%	1592 53%	2.29
Vaccines are only important for when you go on holiday	3026 100%	215 7%	458 15%	1069 35%	1147 38%	136 4%	673 22%	2216 73%	1.91
I am afraid of having a vaccination because I don't trust them	3026 100%	137 5%	418 14%	1285 42%	1018 34%	168 6%	555 18%	2302 76%	1.89

J303344 Adolescents and Vaccines survey - All markets

Q7_1. How much do you agree or disagree with each of these statements about vaccines?

Vaccines can be dangerous

Base: All respondents

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	e	f
Unweighted Total		3026	501	500	500	501	511	513
Weighted Total		3026	661	688	700	495	385	97
		100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	204	26	62	66	23	19	8
		7%	4%	9%	9%	5%	5%	8%
				ade	ade			ade
Tend to agree	(3.0)	772	132	217	169	123	105	25
		26%	20%	32%	24%	25%	27%	25%
				acdf			a	a
Tend to disagree	(2.0)	1171	268	223	277	215	151	37
		39%	41%	32%	40%	44%	39%	38%
			b		b	b	b	
Strongly disagree	(1.0)	421	98	61	115	86	48	14
		14%	15%	9%	16%	17%	13%	14%
			b		b	be		b
Don't know		458	137	125	73	47	62	14
		15%	21%	18%	10%	10%	16%	14%
			cdf	cd			cd	d
NETS								
Net: Agree		975	158	279	235	146	124	33
		32%	24%	41%	34%	30%	32%	34%
				acdef	a	a	a	a
Net: Disagree		1592	366	283	392	301	199	51
		53%	55%	41%	56%	61%	52%	52%
			b		b	bef	b	b
Mean score		2.29	2.17	2.50	2.30	2.19	2.29	2.32
				acdef	ad		ad	ad
Standard deviation		.83	.78	.83	.89	.80	.79	.87
Standard error		.02	.04	.04	.04	.04	.04	.04

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q7_1. How much do you agree or disagree with each of these statements about vaccines?

Vaccines can be dangerous

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	204	100	104	46	43	45	35	103	100	144	116	204	108	93
	7%	6%	7%	8%	7%	7%	6%	5%	6%	8%	26%	10%	21%	5%	11%
										h	klm	m	km		
Tend to agree	(3.0)	772	396	376	138	164	157	158	464	308	266	390	772	483	267
	26%	26%	26%	23%	27%	26%	26%	25%	25%	26%	48%	32%	79%	23%	32%
											km	m	jkm		
Tend to disagree	(2.0)	1171	596	575	219	229	234	234	741	430	80	409	-	877	275
	39%	38%	39%	37%	38%	39%	38%	41%	40%	36%	14%	34%	-	42%	33%
									i		l	jl		jkl	
Strongly disagree	(1.0)	421	233	189	72	68	90	101	272	149	17	84	-	337	80
	14%	15%	13%	12%	11%	15%	17%	15%	15%	12%	3%	7%	-	16%	9%
							cd				l	jl		jkl	
Don't know		458	228	230	118	94	77	82	251	207	49	203	-	292	128
	15%	15%	16%	20%	16%	13%	13%	14%	14%	17%	9%	17%	-	14%	15%
				efg						h	l	jlm		jl	
NETS															
Net: Agree		975	496	479	184	207	202	193	567	408	410	506	975	591	360
	32%	32%	33%	31%	35%	34%	32%	30%	31%	34%	74%	42%	100%	28%	43%
											km	m	jkm		
Net: Disagree		1592	829	764	291	297	323	335	1014	579	97	493	-	1214	355
	53%	53%	52%	49%	50%	54%	55%	56%	55%	48%	17%	41%	-	58%	42%
							c	cd	i		l	jl		jkl	
Mean score	2.29	2.27	2.32	2.33	2.36	2.30	2.24	2.25	2.25	2.36	3.06	2.54	3.21	2.20	2.52
					fg					h	km	m	jkm		
Standard deviation	.83	.84	.83	.85	.82	.85	.84	.81	.81	.86	.76	.81	.41	.81	.86
Standard error	.02	.02	.02	.04	.04	.04	.04	.04	.02	.03	.03	.03	.01	.02	.03

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q7_1. How much do you agree or disagree with each of these statements about vaccines?

Vaccines can be dangerous

Base: All respondents

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total		3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total		3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	204 7%	167 7%	144 7%	89 9% abh	115 7%	110 7%	157 7%	87 8%	188 7%	123 7%	77 9% h	95 9% abh	96 8%	55 7%	54 5%	73 9% n	73 4%
Tend to agree	(3.0)	772 26%	647 25%	578 27%	281 28%	407 26%	415 27%	611 27%	305 27%	728 26%	412 24%	235 26%	284 26%	317 26%	180 22%	323 28% m	228 27% m	451 24%
Tend to disagree	(2.0)	1171 39%	998 39% c	825 38%	363 35%	577 37%	557 37%	878 38%	417 37%	1107 39%	666 39%	336 37%	438 40%	457 38%	341 41%	461 40%	318 37%	790 43%
Strongly disagree	(1.0)	421 14%	356 14%	321 15%	167 16%	252 16%	221 14%	333 14%	177 16%	410 14%	262 15%	155 17% afh	170 15%	191 16%	148 18% no	139 12%	108 13%	295 16%
Don't know		458 15%	370 15% cjk	314 14% jk	122 12% jk	215 14% jk	222 15% jk	322 14% jk	138 12% cgijkl	421 15% jk	235 14% jk	96 11%	118 11%	149 12%	110 13%	173 15%	130 15%	247 13%
NETS																		
Net: Agree		975 32%	814 32%	722 33%	371 36% ahi	522 33%	525 34%	768 33%	391 35%	916 32%	535 31%	312 35%	379 34%	413 34%	235 28%	377 33% m	301 35% m	524 28%
Net: Disagree		1592 53%	1354 53%	1146 53%	529 52%	829 53%	778 51%	1211 53%	595 53%	1517 53%	928 55% e	492 55%	608 55% e	648 54%	490 59% no	600 52%	426 50%	1084 58%
Mean score		2.29	2.29	2.29	2.33	2.28	2.32	2.30	2.30	2.29	2.27	2.29	2.31	2.30	2.20	2.30 m	2.37 m	2.19
Standard deviation		.83	.83	.84	.89	.87	.85	.84	.86	.83	.85	.89	.87	.87	.85	.78	.86	.78
Standard error		.02	.02	.02	.03	.02	.02	.02	.03	.02	.02	.03	.03	.03	.03	.03	.03	.02

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q7_2. How much do you agree or disagree with each of these statements about vaccines?

I am afraid of having a vaccination because I don't like needles

Base: All respondents

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	e	f
Unweighted Total		3026	501	500	500	501	511	513
Weighted Total		3026	661	688	700	495	385	97
		100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	385	79	104	85	55	49	12
		13%	12%	15%	12%	11%	13%	12%
Tend to agree	(3.0)	818	190	197	169	124	113	24
		27%	29%	29%	24%	25%	29%	25%
Tend to disagree	(2.0)	891	181	191	213	152	124	30
		29%	27%	28%	30%	31%	32%	30%
Strongly disagree	(1.0)	876	198	179	224	154	91	29
		29%	30% e	26%	32% be	31% e	24%	30% e
Don't know		57	13	16	8	9	8	2
		2%	2%	2%	1%	2%	2%	2%
NETS								
Net: Agree		1202	269	301	255	180	162	36
		40%	41%	44% cdf	36%	36%	42%	37%
Net: Disagree		1767	379	370	437	306	216	59
		58%	57%	54%	62% be	62% b	56%	61% b
Mean score		2.24	2.23	2.34 cdf	2.17	2.17	2.32 cdf	2.19
Standard deviation		1.02	1.02	1.03	1.02	1.00	.98	1.01
Standard error		.02	.05	.05	.05	.05	.04	.05

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q7_2. How much do you agree or disagree with each of these statements about vaccines?

I am afraid of having a vaccination because I don't like needles

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	385	162	222	99	83	84	67	210	174	150	385	188	124	255
	13%	10%	15%	17%	14%	14%	11%	8%	11%	15%	27%	32%	19%	6%	30%
			a	fg	g	g				h	lm	jlm	m		
Tend to agree	(3.0)	818	382	435	169	168	148	160	479	339	198	818	318	405	366
	27%	25%	30%	29%	28%	25%	26%	28%	26%	28%	36%	68%	33%	19%	43%
			a								m	jlm	m		
Tend to disagree	(2.0)	891	477	414	157	183	178	171	537	354	124	-	255	771	114
	29%	31%	28%	26%	31%	30%	28%	32%	29%	30%	22%	-	26%	37%	14%
								c			k		k	jkl	
Strongly disagree	(1.0)	876	493	383	154	156	180	200	578	298	72	-	196	771	100
	29%	32%	26%	26%	26%	30%	33%	30%	32%	25%	13%	-	20%	37%	12%
		b					cd		i		k		jk	jkl	
Don't know		57	38	18	13	9	11	12	27	29	12	-	18	25	8
	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	-	2%	1%	1%
		b									k		k	k	
NETS															
Net: Agree	1202	545	658	268	251	232	226	224	689	513	348	1202	506	530	621
	40%	35%	45%	45%	42%	39%	37%	36%	38%	43%	63%	100%	52%	25%	74%
			a	efg	g					h	lm	jlm	m		
Net: Disagree	1767	969	797	311	338	359	371	387	1114	652	195	-	451	1542	214
	58%	62%	54%	52%	57%	60%	61%	62%	61%	55%	35%	-	46%	74%	25%
		b				c	c	cd	i		k		jk	jkl	
Mean score	2.24	2.14	2.34	2.37	2.30	2.23	2.16	2.15	2.18	2.33	2.78	3.32	2.52	1.94	2.93
			a	efg	fg					h	lm	jlm	m		
Standard deviation	1.02	.99	1.03	1.05	1.01	1.04	1.01	.95	1.01	1.02	.99	.47	1.03	.90	.96
Standard error	.02	.03	.03	.04	.04	.04	.04	.04	.02	.03	.04	.01	.03	.02	.03

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q7_2. How much do you agree or disagree with each of these statements about vaccines?

I am afraid of having a vaccination because I don't like needles

Base: All respondents

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media				Books or magazines				More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life	
Total		Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago			
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total		3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total		3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree (4.0)		385 13%	331 13%	277 13%	141 14%	223 14% k	221 14% k	313 14%	162 14% k	365 13%	213 13%	117 13%	128 12%	176 15% k	115 14% o	161 14% o	91 11%	204 11%
Tend to agree (3.0)		818 27%	693 27%	566 26%	281 27%	437 28%	440 29% b	618 27%	307 27%	761 27%	442 26%	234 26%	319 29%	317 26%	217 26%	318 28%	235 27%	463 25%
Tend to disagree (2.0)		891 29%	744 29%	651 30% k	278 27%	438 28%	438 29%	673 29%	320 28%	846 30% k	494 29%	266 30%	291 26%	350 29%	227 27%	351 30%	268 31%	577 31%
Strongly disagree (1.0)		876 29%	722 28%	655 30% e	310 30% e	443 28%	407 27%	656 29%	317 28%	832 29%	519 31% e	264 29%	351 32% ade	349 29%	269 32% n	305 26%	247 29%	586 32%
Don't know		57 2%	48 2%	33 2%	12 1%	25 2%	19 1%	41 2%	18 2%	50 2%	31 2%	19 2%	16 1%	19 2%	6 1%	15 1%	17 2% m	25 1%
NETS																		
Net: Agree		1202 40%	1024 40%	842 39%	422 41%	660 42% bi	661 43% bhij	931 40%	470 42%	1127 39%	655 39%	351 39%	447 40%	493 41%	332 40%	479 42%	325 38%	667 36%
Net: Disagree		1767 58%	1467 58%	1306 60% de	588 58%	881 56%	845 55%	1330 58%	637 57%	1678 59% e	1013 60% e	531 59%	643 58%	699 58%	496 59%	655 57%	514 60%	1163 63%
Mean score		2.24	2.25	2.22	2.25	2.29 bik	2.32 bhijk	2.26	2.28	2.24	2.21	2.23	2.21	2.27	2.22	2.30 o	2.20	2.16
Standard deviation		1.02	1.02	1.02	1.04	1.03	1.03	1.02	1.03	1.02	1.02	1.02	1.02	1.04	1.05	1.02	.98	1.00
Standard error		.02	.02	.02	.03	.03	.03	.02	.03	.02	.03	.03	.03	.03	.04	.03	.03	.02

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q7_3. How much do you agree or disagree with each of these statements about vaccines?

I am afraid of having a vaccination because I don't trust them

Base: All respondents

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	e	f
Unweighted Total		3026	501	500	500	501	511	513
Weighted Total		3026	661	688	700	495	385	97
		100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	137	21	37	39	23	12	5
		5%	3%	5%	6%	5%	3%	5%
Tend to agree	(3.0)	418	75	102	83	79	66	14
		14%	11%	15%	12%	16% a	17% ac	14%
Tend to disagree	(2.0)	1285	296	301	280	193	179	36
		42%	45% f	44% f	40%	39%	47% cdf	37%
Strongly disagree	(1.0)	1018	231	201	269	181	101	35
		34%	35% e	29%	38% be	37% be	26%	36% be
Don't know		168	38	47	29	20	26	8
		6%	6%	7% d	4%	4%	7% d	8% cd
NETS								
Net: Agree		555	96	139	122	102	78	19
		18%	15%	20% a	17%	21% a	20% a	19%
Net: Disagree		2302	527	502	549	373	280	71
		76%	80% bef	73%	78% bef	75%	73%	73%
Mean score		1.89	1.82	1.96 ac	1.84	1.88	1.97 ac	1.87
Standard deviation		.83	.77	.84	.86	.85	.78	.87
Standard error		.02	.04	.04	.04	.04	.04	.04

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q7_3. How much do you agree or disagree with each of these statements about vaccines?

I am afraid of having a vaccination because I don't trust them

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	137	61	76	25	27	31	36	74	63	137	90	110	74	60
	5%	4%	5%	4%	5%	5%	6%	3%	4%	5%	25%	7%	11%	4%	7%
							g				klm	m	km		
Tend to agree	(3.0)	418	225	193	93	76	89	81	240	178	418	259	300	191	220
	14%	14%	13%	16%	13%	15%	13%	13%	13%	15%	75%	22%	31%	9%	26%
											klm	m	km		
Tend to disagree	(2.0)	1285	637	648	255	263	244	239	761	524	-	542	374	911	341
	42%	41%	44%	43%	44%	41%	39%	46%	42%	44%	-	45%	38%	43%	41%
								f				jl	j	jl	
Strongly disagree	(1.0)	1018	543	475	182	196	211	224	651	367	-	215	141	855	158
	34%	35%	32%	31%	33%	35%	37%	33%	36%	31%	-	18%	14%	41%	19%
							c		i			jl	j	jkl	
Don't know		168	87	81	39	36	28	31	105	63	-	97	50	66	63
	6%	6%	6%	7%	6%	5%	5%	6%	6%	5%	-	8%	5%	3%	7%
												jlm	jm	j	
NETS															
Net: Agree	555	286	270	117	103	119	117	99	314	241	555	348	410	265	280
	18%	18%	18%	20%	17%	20%	19%	16%	17%	20%	100%	29%	42%	13%	33%
										h	klm	m	km		
Net: Disagree	2302	1180	1122	437	459	455	462	489	1412	891	-	757	516	1766	500
	76%	76%	76%	74%	77%	76%	76%	79%	77%	75%	-	63%	53%	84%	59%
												jl	j	jkl	
Mean score	1.89	1.87	1.91	1.93	1.88	1.89	1.88	1.85	1.85	1.94	3.25	2.20	2.41	1.75	2.23
										h	klm	m	km		
Standard deviation	.83	.82	.83	.82	.81	.85	.87	.77	.82	.84	.43	.84	.89	.77	.86
Standard error	.02	.02	.02	.03	.03	.04	.04	.03	.02	.02	.02	.03	.03	.02	.03

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q7_3. How much do you agree or disagree with each of these statements about vaccines?

I am afraid of having a vaccination because I don't trust them

Base: All respondents

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total		3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total		3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	137 5%	118 5%	107 5%	73 7% abfhi	86 5%	86 6%	111 5%	61 5%	131 5%	80 5%	61 7% abfhi	74 7% abfhi	72 6%	43 5% n	31 3%	48 6% n	47 3%
Tend to agree	(3.0)	418 14%	343 14%	314 14%	158 15%	224 14%	226 15%	331 14%	173 15%	387 14%	252 15%	143 16%	177 16% ah	187 15%	94 11%	140 12%	161 19% mn	187 10%
Tend to disagree	(2.0)	1285 42% jk	1088 43%	913 42%	416 41%	649 41%	661 43% jk	954 41%	463 41%	1203 42% j	679 40%	343 38%	428 39%	506 42%	362 43%	524 46% o	332 39%	815 44%
Strongly disagree	(1.0)	1018 34%	853 34%	740 34%	343 34%	530 34%	474 31%	782 34%	381 34%	976 34% e	600 35% el	307 34%	386 35% e	385 32%	309 37% o	389 34%	269 31%	733 39%
Don't know		168 6% ck	137 5% ck	108 5% c	33 3% c	77 5% c	78 5% c	123 5% ck	48 4%	157 5% ck	87 5% c	46 5% c	40 4%	60 5% c	26 3%	66 6% m	47 5% m	73 4%
NETS																		
Net: Agree		555 18% abfh	461 18%	421 19%	230 23% abfh	310 20%	312 20%	442 19%	233 21%	519 18%	332 20%	204 23% abfh	251 23% abfhi	259 21% ah	137 16%	171 15%	209 24% mn	234 13%
Net: Disagree		2302 76% j	1941 76% j	1653 76% j	759 74%	1179 75%	1134 74%	1736 75%	843 75%	2179 76% j	1280 75%	650 72%	814 74%	891 74%	671 80% o	913 79% o	602 70%	1548 83%
Mean score		1.89	1.89	1.90	1.96 afhi	1.91	1.95 ahi	1.90	1.92	1.88	1.88	1.95 h	1.94 h	1.95 ahi	1.84	1.83	1.98 mn	1.75
Standard deviation		.83	.83	.84	.89	.85	.85	.84	.86	.83	.85	.90	.90	.86	.83	.76	.88	.75
Standard error		.02	.02	.02	.03	.02	.02	.02	.02	.02	.02	.03	.03	.03	.03	.02	.03	.02

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q7_4. How much do you agree or disagree with each of these statements about vaccines?

I am not afraid of having a vaccination

Base: All respondents

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	e	f
Unweighted Total		3026	501	500	500	501	511	513
Weighted Total		3026	661	688	700	495	385	97
		100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	999	226	210	263	167	101	31
		33%	34%	31%	38%	34%	26%	32%
			e		be	e		e
Tend to agree	(3.0)	1098	227	259	216	208	155	34
		36%	34%	38%	31%	42%	40%	35%
				c		acf	ac	
Tend to disagree	(2.0)	588	119	139	148	76	88	18
		19%	18%	20%	21%	15%	23%	18%
				d	d		d	
Strongly disagree	(1.0)	255	61	64	59	28	32	11
		8%	9%	9%	8%	6%	8%	12%
			d	d				d
Don't know		86	29	15	14	16	8	4
		3%	4%	2%	2%	3%	2%	4%
			ce					
NETS								
Net: Agree		2097	453	469	479	375	257	65
		69%	68%	68%	68%	76%	67%	67%
						abcef		
Net: Disagree		843	179	204	207	104	120	29
		28%	27%	30%	30%	21%	31%	30%
			d	d	d		d	d
Mean score		2.97	2.98	2.91	3.00	3.07	2.86	2.91
					e	bef		
Standard deviation		.94	.96	.95	.97	.86	.91	1.00
Standard error		.02	.04	.04	.04	.04	.04	.04

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q7_4. How much do you agree or disagree with each of these statements about vaccines?

I am not afraid of having a vaccination

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	999	557	441	166	189	209	234	634	365	84	126	218	999	-
	33%	36%	30%	28%	32%	35%	38%	32%	35%	31%	15%	11%	22%	48%	-
		b				c	cdg		i		k		jk	jkl	
Tend to agree	(3.0)	1098	573	526	215	221	204	208	668	430	181	403	373	1098	-
	36%	37%	36%	36%	37%	34%	34%	40%	36%	36%	33%	34%	38%	52%	-
								ef					jk	jkl	
Tend to disagree	(2.0)	588	263	325	134	102	128	102	349	238	188	452	244	-	588
	19%	17%	22%	23%	17%	21%	17%	20%	19%	20%	34%	38%	25%	-	70%
			a	df		f					lm	lm	m		
Strongly disagree	(1.0)	255	117	138	50	70	51	49	140	115	92	169	116	-	255
	8%	8%	9%	8%	12%	8%	8%	6%	8%	10%	17%	14%	12%	-	30%
					fg					h	lm	m	m		
Don't know		86	43	43	28	15	11	17	40	46	10	52	24	-	-
	3%	3%	3%	5%	3%	2%	3%	2%	2%	4%	2%	4%	3%	-	-
				deg						h	m	jlm	m		
NETS															
Net: Agree	2097	1130	967	382	410	413	442	451	1302	795	265	530	591	2097	-
	69%	73%	66%	64%	69%	69%	72%	72%	71%	67%	48%	44%	61%	100%	-
		b					c	c	i				jk	jkl	
Net: Disagree	843	379	463	183	173	179	151	157	489	354	280	621	360	-	843
	28%	24%	31%	31%	29%	30%	25%	25%	27%	30%	51%	52%	37%	-	100%
			a	fg							lm	lm	m		
Mean score	2.97	3.04	2.89	2.88	2.91	2.97	3.06	3.01	3.00	2.91	2.47	2.42	2.73	3.48	1.70
		b					cd	c	i				jk	jkl	
Standard deviation	.94	.92	.95	.93	.99	.96	.95	.87	.93	.96	.95	.87	.95	.50	.46
Standard error	.02	.02	.03	.04	.04	.04	.04	.04	.02	.03	.04	.03	.03	.01	.02

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q7_4. How much do you agree or disagree with each of these statements about vaccines?

I am not afraid of having a vaccination

Base: All respondents

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total		3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total		3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	999 33%	848 33%	758 35% e	382 37% ade fh	517 33%	478 31%	760 33%	384 34%	954 33%	594 35% e	322 36% e	422 38% ade fgh	426 35% e	331 40% no	352 31%	265 31%	711 38%
Tend to agree	(3.0)	1098 36%	921 36%	782 36%	351 34%	564 36%	559 37%	832 36%	409 36%	1037 36%	601 35%	325 36%	378 34%	429 35%	254 30%	457 40% m	331 39% m	657 35%
Tend to disagree	(2.0)	588 19%	485 19%	411 19%	184 18%	307 20%	313 21%	448 19%	219 19%	548 19%	329 19%	161 18%	197 18%	227 19%	174 21%	220 19%	159 19%	319 17%
Strongly disagree	(1.0)	255 8%	208 8%	180 8%	85 8%	143 9% k	143 9% k	203 9%	96 9%	240 8%	133 8%	73 8%	77 7%	102 8%	61 7%	94 8%	77 9%	131 7%
Don't know		86 3%	76 3% g	51 2%	21 2%	35 2%	32 2%	58 3%	17 2%	75 3% g	41 2%	19 2%	31 3% g	27 2%	15 2%	26 2%	25 3%	37 2%
NETS																		
Net: Agree		2097 69%	1769 70%	1540 71%	732 72% e	1081 69%	1036 68%	1592 69%	793 71%	1991 70%	1195 70%	648 72% e	800 72% e	854 71%	584 70%	809 70%	596 70%	1368 74%
Net: Disagree		843 28%	693 27%	591 27%	269 26% k	450 29% k	456 30% cjk	651 28% k	314 28%	789 28%	462 27%	234 26%	274 25%	329 27%	235 28%	314 27%	236 27%	450 24%
Mean score		2.97	2.98 e	2.99 e	3.03 de	2.95	2.92	2.96	2.98	2.97	3.00 e	3.02 e	3.07 abdefgh	3.00 e	3.04 no	2.95	2.94	3.07
Standard deviation		.94	.94	.94	.95	.95	.95	.95	.94	.94	.94	.94	.93	.95	.96	.92	.94	.92
Standard error		.02	.02	.02	.03	.02	.02	.02	.03	.02	.02	.03	.03	.03	.03	.03	.03	.02

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q7_5. How much do you agree or disagree with each of these statements about vaccines?

Certain vaccines should be compulsory

Base: All respondents

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	e	f
Unweighted Total		3026	501	500	500	501	511	513
Weighted Total		3026	661	688	700	495	385	97
		100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	1237	247	246	291	263	163	27
		41%	37%	36%	42%	53%	42%	28%
			f	f	f	abcef	bf	
Tend to agree	(3.0)	1271	273	318	273	194	178	36
		42%	41%	46%	39%	39%	46%	37%
				cdf			cdf	
Tend to disagree	(2.0)	202	62	40	53	13	19	15
		7%	9%	6%	8%	3%	5%	15%
			bde	d	d			abcde
Strongly disagree	(1.0)	105	20	22	38	13	4	9
		3%	3%	3%	5%	3%	1%	9%
			e	e	de			abcde
Don't know		211	59	62	45	13	22	10
		7%	9%	9%	6%	3%	6%	10%
			de	de	d		d	cde
NETS								
Net: Agree		2508	520	564	564	456	340	63
		83%	79%	82%	81%	92%	88%	65%
			f	f	f	abcef	abcf	
Net: Disagree		307	82	62	91	26	23	24
		10%	12%	9%	13%	5%	6%	24%
			de	d	bde			abcde
Mean score		3.29	3.24	3.26	3.25	3.46	3.38	2.94
			f	f	f	abcef	abcf	
Standard deviation		.76	.77	.73	.83	.68	.63	.95
Standard error		.01	.04	.03	.04	.03	.03	.04

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q7_5. How much do you agree or disagree with each of these statements about vaccines?

Certain vaccines should be compulsory

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	1237	569	668	238	240	247	256	730	507	142	432	311	964	254
	41%	37%	45%	40%	40%	41%	42%	41%	40%	42%	26%	36%	32%	46%	30%
			a									j	j	jkl	
Tend to agree	(3.0)	1271	696	575	231	257	259	251	793	479	233	534	427	888	354
	42%	45%	39%	39%	43%	43%	41%	44%	43%	40%	42%	44%	44%	42%	42%
			b												
Tend to disagree	(2.0)	202	107	94	38	37	35	40	130	72	84	96	95	99	101
	7%	7%	6%	6%	6%	6%	7%	8%	7%	6%	15%	8%	10%	5%	12%
											klm	m	m		
Strongly disagree	(1.0)	105	56	50	22	19	24	25	55	50	61	41	76	43	61
	3%	4%	3%	4%	3%	4%	4%	3%	3%	4%	11%	3%	8%	2%	7%
											klm	m	km		
Don't know		211	124	86	64	45	38	36	124	87	36	100	67	103	73
	7%	8%	6%	11%	8%	6%	6%	4%	7%	7%	6%	8%	7%	5%	9%
			b	defg	g							m	m		
NETS															
Net: Agree	2508	1265	1243	469	497	506	508	529	1523	985	375	965	738	1853	608
	83%	81%	84%	79%	83%	84%	83%	85%	83%	83%	67%	80%	76%	88%	72%
			a			c	c	c				jl	j	jkl	
Net: Disagree	307	163	144	60	56	59	66	66	185	122	145	137	171	142	162
	10%	10%	10%	10%	9%	10%	11%	11%	10%	10%	26%	11%	18%	7%	19%
											klm	m	km		
Mean score	3.29	3.25	3.34	3.30	3.30	3.29	3.29	3.29	3.29	3.30	2.88	3.23	3.07	3.39	3.04
			a									jl	j	jkl	
Standard deviation	.76	.75	.76	.77	.74	.76	.78	.73	.74	.78	.94	.76	.88	.68	.88
Standard error	.01	.02	.02	.03	.03	.03	.03	.03	.02	.02	.04	.02	.03	.02	.03

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q7_5. How much do you agree or disagree with each of these statements about vaccines?

Certain vaccines should be compulsory

Base: All respondents

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media				Books or magazines			More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life		
Total		Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted Total		3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total		3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	1237 41%	1063 42%	950 44%	463 45% eh	686 44%	631 41%	991 43%	499 44%	1188 42%	734 43%	407 45%	500 45% eh	560 46% aeh	403 48% no	467 41%	321 37%	908 49%
Tend to agree	(3.0)	1271 42%	1062 42%	897 41%	406 40%	639 41%	621 41%	912 40%	460 41%	1187 42%	706 42%	360 40%	449 41%	474 39%	314 38%	523 45% m	372 43% m	747 40%
Tend to disagree	(2.0)	202 7%	167 7%	133 6%	76 7%	103 7%	121 8% bil	156 7%	82 7%	188 7%	103 6%	56 6%	70 6%	69 6%	41 5%	80 7%	69 8% m	76 4%
Strongly disagree	(1.0)	105 3%	81 3%	72 3%	36 4%	49 3%	44 3%	77 3%	35 3%	97 3%	55 3%	25 3%	37 3%	39 3%	22 3%	19 2%	42 5% mn	32 2%
Don't know		211 7%	167 7% cgk	130 6% cg	41 4%	90 6% c	107 7% cgk	164 7% cgk	48 4%	194 7% cgk	100 6% c	53 6%	49 4%	68 6%	54 6%	60 5%	53 6%	92 5%
NETS																		
Net: Agree		2508 83%	2124 84%	1848 85% e	869 85%	1325 85%	1253 82%	1903 83%	959 85% ef	2375 83%	1440 85% e	767 85%	949 86% efh	1035 85% ef	717 86% o	990 86% o	693 81%	1655 89%
Net: Disagree		307 10%	247 10%	205 9%	112 11%	152 10%	166 11%	233 10%	117 10%	284 10%	158 9%	81 9%	107 10%	108 9%	63 8%	99 9%	111 13% mn	108 6%
Mean score		3.29	3.31	3.33	3.32	3.33	3.30	3.32	3.32	3.30	3.33	3.36	3.34	3.36 eh	3.41 no	3.32 o	3.21	3.44
Standard deviation		.76	.75	.75	.77	.75	.75	.76	.75	.76	.75	.73	.75	.75	.72	.69	.81	.67
Standard error		.01	.02	.02	.02	.02	.02	.02	.02	.01	.02	.03	.02	.02	.03	.02	.03	.02

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q7_6. How much do you agree or disagree with each of these statements about vaccines?

Vaccines are only important for when you go on holiday

Base: All respondents

		COUNTRY						
		Total	UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%			a	b	c	d	e	f
Unweighted Total		3026	501	500	500	501	511	513
Weighted Total		3026	661	688	700	495	385	97
		100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	215	59	40	39	45	23	10
		7%	9%	6%	6%	9%	6%	10%
			c			c		bce
Tend to agree	(3.0)	458	110	78	102	80	71	17
		15%	17%	11%	15%	16%	18%	17%
			b			b	b	b
Tend to disagree	(2.0)	1069	226	256	216	170	168	35
		35%	34%	37%	31%	34%	44%	36%
				c			abcdf	
Strongly disagree	(1.0)	1147	227	281	323	184	104	28
		38%	34%	41%	46%	37%	27%	29%
			e	aef	adef	ef		
Don't know		136	40	33	20	17	20	7
		4%	6%	5%	3%	3%	5%	8%
			c					cd
NETS								
Net: Agree		673	169	118	141	125	94	26
		22%	26%	17%	20%	25%	24%	27%
			bc			b	b	bc
Net: Disagree		2216	453	536	539	354	272	63
		73%	68%	78%	77%	71%	71%	65%
				adef	adef	f		
Mean score		1.91	2.00	1.81	1.79	1.97	2.03	2.08
			bc			bc	bc	bc
Standard deviation		.92	.96	.87	.90	.96	.85	.97
Standard error		.02	.04	.04	.04	.04	.04	.04

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q7_6. How much do you agree or disagree with each of these statements about vaccines?

Vaccines are only important for when you go on holiday

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	215	121	94	43	31	43	51	127	88	74	91	84	179	32
	7%	8%	6%	7%	5%	7%	8%	7%	7%	7%	13%	8%	9%	9%	4%
							d				klm				
Tend to agree	(3.0)	458	240	218	91	95	95	96	265	193	164	231	211	288	160
	15%	15%	15%	15%	16%	16%	16%	13%	14%	16%	30%	19%	22%	14%	19%
											klm	m	m		
Tend to disagree	(2.0)	1069	550	519	203	215	210	207	669	400	164	448	360	728	321
	35%	35%	35%	34%	36%	35%	34%	38%	37%	34%	30%	37%	37%	35%	38%
												j	j	j	
Strongly disagree	(1.0)	1147	571	576	223	230	230	236	697	450	116	359	282	853	276
	38%	37%	39%	38%	38%	38%	39%	37%	38%	38%	21%	30%	29%	41%	33%
											j	j	j	jkl	
Don't know		136	70	66	32	27	24	20	73	63	37	73	38	49	53
	4%	4%	5%	5%	5%	4%	3%	5%	4%	5%	7%	6%	4%	2%	6%
											lm	lm	m		
NETS															
Net: Agree	673	361	312	134	126	138	147	129	392	281	238	322	295	467	193
	22%	23%	21%	23%	21%	23%	24%	21%	21%	24%	43%	27%	30%	22%	23%
											klm	m	m		
Net: Disagree	2216	1121	1095	426	445	440	443	462	1366	851	280	808	643	1581	597
	73%	72%	74%	72%	74%	73%	73%	74%	75%	71%	50%	67%	66%	75%	71%
									i			j	j	jkl	
Mean score	1.91	1.94	1.88	1.92	1.87	1.91	1.94	1.91	1.90	1.93	2.38	2.05	2.10	1.90	1.94
											klm	m	m		
Standard deviation	.92	.93	.90	.93	.88	.92	.95	.91	.91	.94	.99	.92	.93	.95	.84
Standard error	.02	.02	.02	.04	.04	.04	.04	.04	.02	.03	.04	.03	.03	.02	.03

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q7_6. How much do you agree or disagree with each of these statements about vaccines?

Vaccines are only important for when you go on holiday

Base: All respondents

			DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
		Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total		3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total		3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4.0)	215 7%	199 8%	183 8%	112 11% abfh	137 9%	135 9%	186 8%	114 10% afh	211 7%	149 9%	95 11% afh	110 10% ah	130 11% abfh	80 10% n	58 5%	66 8% n	109 6%
Tend to agree	(3.0)	458 15%	383 15%	345 16%	183 18% afh	266 17%	239 16%	340 15%	188 17%	424 15%	262 15%	158 18% fh	185 17%	199 16%	103 12%	146 13%	170 20% mn	187 10%
Tend to disagree	(2.0)	1069 35%	885 35%	742 34%	342 33%	507 32%	533 35%	792 34%	376 33%	997 35%	574 34%	296 33%	351 32%	408 34%	276 33%	439 38% m	299 35%	633 34%
Strongly disagree	(1.0)	1147 38%	967 38% c	823 38%	351 34%	593 38%	548 36%	889 39% c	404 36%	1096 38% c	655 39% c	320 36% c	423 38%	437 36%	359 43% o	456 40% o	280 33%	880 47%
Don't know		136 4%	105 4%	89 4%	34 3%	63 4%	69 5%	95 4%	43 4%	127 4% l	58 3%	30 3%	37 3%	37 3%	17 2%	50 4% m	41 5% m	47 3%
NETS																		
Net: Agree		673 22%	582 23%	528 24%	295 29% abefhi	404 26% afh	375 25%	526 23%	302 27% afh	635 22%	411 24%	254 28% abefhi	294 27% afh	329 27% afh	183 22% n	204 18%	236 28% mn	295 16%
Net: Disagree		2216 73%	1852 73% cgjl	1566 72% c	693 68%	1100 70%	1081 71%	1680 73% cgjl	780 69%	2093 73% cdgjl	1230 72% cj	616 68%	774 70%	845 70%	635 76% o	896 78% o	580 68%	1512 82%
Mean score		1.91	1.92	1.95	2.06 abdefhi	1.97	1.97 h	1.92	2.01 afh	1.91	1.94	2.03 abfhi	1.98 h	2.02 abfhi	1.88	1.82	2.03 mn	1.74
Standard deviation		.92	.94	.95	1.00	.97	.96	.94	.98	.93	.96	.99	.99	.99	.97	.85	.94	.87
Standard error		.02	.02	.02	.03	.02	.02	.02	.03	.02	.02	.03	.03	.03	.04	.03	.03	.02

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q8. How would you prefer to receive information about vaccines?

Base: All respondents

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
Through my friends or family	1288	259	296	308	247	140	39
	43%	39%	43%	44%	50%	36%	40%
			e	e	abef		
Through a talk at school or university	1248	313	257	249	241	156	32
	41%	47%	37%	36%	49%	41%	33%
		bcef			bcef	f	
Through my teachers at school or university	1186	247	214	273	269	137	46
	39%	37%	31%	39%	54%	36%	48%
		b		b	abcef		abce
Through a website	638	165	83	176	117	75	23
	21%	25%	12%	25%	24%	19%	24%
		be		be	b	b	b
Through an email	503	151	114	85	84	61	8
	17%	23%	17%	12%	17%	16%	8%
		bcdef	cf	f	cf	f	
Through social media	467	78	81	128	112	57	11
	15%	12%	12%	18%	23%	15%	11%
				abf	abef		
Through an app	390	73	80	104	75	45	14
	13%	11%	12%	15%	15%	12%	14%
				a			
Other	211	22	56	76	35	15	7
	7%	3%	8%	11%	7%	4%	7%
			ae	ade	ae		ae
I don't want to receive information about vaccines	275	67	74	80	6	39	8
	9%	10%	11%	11%	1%	10%	8%
		d	d	d		d	d

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q8. How would you prefer to receive information about vaccines?

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Through my friends or family	1288	662	626	294	283	250	220	242	819	469	201	503	369	921	342
	43%	43%	42%	50%	47%	41%	36%	39%	45%	39%	36%	42%	38%	44%	41%
				efg	efg				i			j		jl	
Through a talk at school or university	1248	611	637	247	255	261	242	243	806	442	195	475	368	897	327
	41%	39%	43%	42%	43%	43%	40%	39%	44%	37%	35%	40%	38%	43%	39%
			a						i					jl	
Through my teachers at school or university	1186	610	576	261	243	237	225	220	742	444	186	451	343	859	303
	39%	39%	39%	44%	41%	39%	37%	35%	41%	37%	34%	38%	35%	41%	36%
				fg										jl	
Through a website	638	309	329	107	137	130	121	143	417	221	126	238	220	455	171
	21%	20%	22%	18%	23%	22%	20%	23%	23%	19%	23%	20%	23%	22%	20%
				c				c	i						
Through an email	503	246	258	74	76	122	115	116	300	204	97	185	159	372	117
	17%	16%	17%	12%	13%	20%	19%	19%	16%	17%	18%	15%	16%	18%	14%
						cd	cd	cd							
Through social media	467	236	230	89	86	89	95	107	302	165	100	188	163	347	115
	15%	15%	16%	15%	14%	15%	16%	17%	16%	14%	18%	16%	17%	17%	14%
									i						
Through an app	390	170	220	60	84	83	81	82	226	164	77	154	137	294	88
	13%	11%	15%	10%	14%	14%	13%	13%	12%	14%	14%	13%	14%	14%	10%
			a		c										
Other	211	112	99	39	25	52	38	57	113	98	31	77	72	139	63
	7%	7%	7%	7%	4%	9%	6%	9%	6%	8%	5%	6%	7%	7%	7%
					d	d		d		h					
I don't want to receive information about vaccines	275	158	117	51	49	51	64	60	154	120	70	93	100	165	91
	9%	10%	8%	9%	8%	8%	11%	10%	8%	10%	13%	8%	10%	8%	11%
		b									km		km		

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q8. How would you prefer to receive information about vaccines?

Base: All respondents

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Through my friends or family	1288 43%	1096 43%	909 42%	417 41%	664 42%	639 42%	1005 44%	496 44%	1222 43%	734 43%	361 40%	461 42%	532 44%	392 47% o	493 43%	348 41%	870 47%
Through a talk at school or university	1248 41%	1074 42%	930 43%	435 43%	692 44%	665 44%	977 42%	489 43%	1199 42%	724 43%	409 45%	489 44%	517 43%	347 42%	485 42%	363 42%	803 43%
Through my teachers at school or university	1186 39%	1016 40%	887 41% e	402 39%	616 39%	572 38%	944 41% e	458 41%	1130 40%	693 41%	351 39%	466 42% e	499 41% e	331 40%	450 39%	355 41%	788 42%
Through a website	638 21%	560 22%	503 23%	279 27% abdefhi	338 22%	319 21%	501 22%	278 25% defh	621 22%	395 23%	213 24%	283 26% adehf	300 25% defh	198 24%	249 22%	174 20%	426 23%
Through an email	503 17%	439 17%	407 19%	246 24% abdefhikl	299 19%	282 18%	398 17%	236 21% afh	484 17%	320 19%	207 23% abdefhi	219 20% h	247 20% afh	146 18%	211 18% o	129 15%	312 17%
Through social media	467 15%	404 16%	398 18% ah	230 22% abdefhik	301 19% ah	271 18%	394 17%	232 21% afhi	449 16%	288 17%	201 22% abefhi	208 19% ah	251 21% aefhi	135 16%	186 16%	125 15%	311 17%
Through an app	390 13%	346 14%	310 14%	186 18% abefhi	244 16% h	228 15%	324 14%	193 17% abfhi	378 13%	238 14%	171 19% abdefhik	167 15% abefhi	217 18% abefhi	138 17% no	149 13%	90 11%	264 14%
Other	211 7%	166 7% cde	139 6% ce	47 5%	79 5%	74 5%	135 6%	81 7% cde	192 7% cde	107 6%	46 5%	66 6%	66 5%	45 5%	88 8%	60 7%	151 8%
I don't want to receive information about vaccines	275 9%	206 8% cdgjl	162 7% cg	54 5%	101 6%	118 8%	173 8% cg	63 6%	243 9% cdgjl	121 7%	51 6%	89 8% cdgjl	71 6%	55 7%	86 7%	78 9%	122 7%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q9a. Which of the diseases below have you heard of?

Base: All respondents

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
Measles	2701	611	611	638	458	311	72
	89%	92%	89%	91%	93%	81%	74%
		ef	ef	ef	bef	f	
Mumps	2503	566	558	568	408	339	62
	83%	86%	81%	81%	82%	88%	64%
		f	f	f	f	bcd	
Tetanus	2456	565	562	599	379	277	73
	81%	85%	82%	86%	77%	72%	75%
		def	def	def			
Meningitis	2261	614	503	402	461	243	37
	75%	93%	73%	57%	93%	63%	38%
		bcef	cef	f	bcef	f	
Hepatitis B	2207	485	513	524	380	255	50
	73%	73%	75%	75%	77%	66%	51%
		ef	ef	ef	ef	f	
Pneumonia	2197	541	447	424	409	332	43
	73%	82%	65%	61%	83%	86%	45%
		bcd	f	f	bcd	bcd	
Tuberculosis	2159	487	487	494	322	315	53
	71%	74%	71%	71%	65%	82%	55%
		df	f	f	f	abcd	
Septicaemia/Sepsis	1449	386	197	438	153	240	35
	48%	58%	29%	63%	31%	62%	36%
		bcd		bcd		bcd	b
Diphtheria	1353	354	244	388	199	141	28
	45%	54%	35%	55%	40%	37%	29%
		bdef	f	bdef	f	f	
I haven't heard of any of these	13	3	4	3	-	2	1
	*	*	1%	*	-	1%	1%
							d
Don't know	42	8	11	11	1	4	7
	1%	1%	2%	2%	*	1%	8%
			d	d			abcde

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q9a. Which of the diseases below have you heard of?

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Measles	2701	1349	1352	518	535	535	550	564	1640	1061	449	1053	831	1893	745
	89%	87%	92%	87%	89%	89%	90%	91%	90%	89%	81%	88%	85%	90%	88%
			a									j	j	jkl	
Mumps	2503	1270	1233	480	479	507	510	527	1527	975	425	958	782	1761	679
	83%	82%	84%	81%	80%	84%	84%	85%	83%	82%	76%	80%	80%	84%	81%
								d						jkl	
Tetanus	2456	1222	1234	437	476	509	503	531	1488	968	396	923	770	1748	651
	81%	79%	84%	74%	80%	85%	82%	85%	81%	81%	71%	77%	79%	83%	77%
			a		c	cd	c	cd				j	j	jkl	
Meningitis	2261	1122	1139	391	420	468	477	505	1401	860	379	838	722	1624	585
	75%	72%	77%	66%	70%	78%	78%	81%	76%	72%	68%	70%	74%	77%	69%
			a			cd	cd	cd	i				jk	jkl	
Hepatitis B	2207	1108	1098	369	403	461	468	506	1365	842	373	791	715	1602	556
	73%	71%	75%	62%	67%	77%	77%	81%	75%	71%	67%	66%	73%	76%	66%
						cd	cd	cde	i				jk	jk	
Pneumonia	2197	1124	1073	377	425	448	461	487	1367	830	355	810	688	1582	565
	73%	72%	73%	64%	71%	74%	76%	78%	75%	70%	64%	67%	71%	75%	67%
					c	c	c	cd	i				j	jkl	
Tuberculosis	2159	1077	1082	367	413	450	447	482	1331	828	349	785	684	1547	563
	71%	69%	73%	62%	69%	75%	73%	77%	73%	69%	63%	65%	70%	74%	67%
			a		c	cd	c	cd	i				jk	jkl	
Septicaemia/Sepsis	1449	725	724	226	279	301	323	321	873	576	226	499	444	1057	362
	48%	47%	49%	38%	47%	50%	53%	52%	48%	48%	41%	42%	45%	50%	43%
					c	c	cd	c						jkl	
Diphtheria	1353	652	700	210	248	269	310	315	844	508	215	422	416	1010	320
	45%	42%	48%	35%	41%	45%	51%	51%	46%	43%	39%	35%	43%	48%	38%
			a		c	c	cde	cde					k	jkl	
I haven't heard of any of these	13	7	5	5	*	1	6	2	7	6	2	5	2	6	5
	*	*	*	1%	*	*	1%	*	*	1%	*	*	*	*	1%
				d			d								

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q9a. Which of the diseases below have you heard of?

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Don't know

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
Total	Male	Female	14	15	16	17	18	ABC1	C2DE	I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
42	23	19	7	8	7	10	11	20	22	8	14	15	25	10
1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%

J303344 Adolescents and Vaccines survey - All markets

Q9a. Which of the diseases below have you heard of?

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Measles	2701 89%	2273 90%	1956 90%	912 89%	1418 91% j	1359 89%	2063 90%	996 89%	2557 90%	1533 90%	790 88%	982 89%	1085 90%	761 91%	1022 89%	773 90%	1722 93%
Mumps	2503 83%	2116 83% j	1836 84% j	858 84% j	1302 83% j	1247 82%	1921 83% j	928 83% j	2374 83% j	1435 84% ej	722 80%	932 84% j	1000 83%	705 85%	953 83%	721 84%	1596 86%
Tetanus	2456 81%	2060 81%	1783 82% j	832 81% j	1255 80%	1221 80%	1848 80%	898 80%	2318 81%	1392 82% j	706 78%	907 82% j	965 80%	689 83%	960 83%	694 81%	1593 86%
Meningitis	2261 75%	1918 76%	1679 77% f	787 77%	1205 77%	1157 76%	1709 74%	856 76%	2148 75%	1289 76%	667 74%	849 77%	904 75%	615 74%	879 76%	672 78% m	1442 78%
Hepatitis B	2207 73%	1857 73%	1633 75%	767 75%	1160 74%	1098 72%	1669 73%	838 75%	2090 73%	1288 76% ef	661 73%	860 78% adehij	902 74%	615 74%	850 74%	651 76%	1442 78%
Pneumonia	2197 73%	1851 73%	1616 74% j	758 74%	1165 74% j	1117 73%	1687 73%	841 75% j	2090 73%	1231 72%	635 71%	828 75% j	890 73%	578 69%	854 74% m	657 77% m	1408 76%
Tuberculosis	2159 71%	1796 71%	1603 73% aef	761 74% aef	1113 71%	1069 70%	1630 71%	804 72%	2042 72%	1220 72%	644 72%	835 76% adeefghij	878 73%	610 73%	814 71%	631 74%	1397 75%
Septicaemia/Sepsis	1449 48%	1197 47%	1075 49% e	530 52% adehij	746 48%	702 46%	1079 47%	544 48%	1367 48%	850 50% e	420 47%	578 52% adehij	592 49%	419 50%	542 47%	420 49%	978 53%
Diphtheria	1353 45%	1149 45%	986 45%	516 50% abdefhij	708 45%	657 43%	982 43%	524 47% f	1272 45%	834 49% abdefh	412 46%	588 53% abdefghijl	572 47% ef	413 50% n	488 42%	408 48% n	932 50%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q9a. Which of the diseases below have you heard of?

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

I haven't heard of any of these

Don't know

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media						In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs				
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
13	10	6	1	4	4	6	1	12	6	1	2	2	*	5	3	7
*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
42	35	21	11	15	18	30	14	36	20	9	14	12	12	7	10	10
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

J303344 Adolescents and Vaccines survey - All markets

Q9b. And which of the diseases below have you been vaccinated against? Pick all the ones that apply.

Base: All respondents

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	3026	501	500	500	501	511	513
Weighted Total	3026	661	688	700	495	385	97
	100%	100%	100%	100%	100%	100%	100%
Measles	2012	477	437	479	362	201	57
	66%	72%	64%	68%	73%	52%	58%
		bef	e	ef	bef		
Tetanus	1951	422	492	521	288	170	58
	64%	64%	72%	74%	58%	44%	59%
		e	adef	adef	e		e
Mumps	1534	401	314	342	245	188	44
	51%	61%	46%	49%	50%	49%	46%
		bcdef					
Tuberculosis	1071	232	298	192	149	168	32
	35%	35%	43%	27%	30%	44%	33%
		c	acdf			acdf	
Meningitis	1031	389	153	181	252	47	10
	34%	59%	22%	26%	51%	12%	10%
		bcdef	ef	ef	bcef		
Hepatitis B	1000	145	245	245	213	129	22
	33%	22%	36%	35%	43%	34%	23%
			af	af	abcef	af	
Diphtheria	803	189	154	245	111	87	17
	27%	29%	22%	35%	22%	23%	18%
		bdef		abdef			
Pneumonia	215	48	32	53	61	16	6
	7%	7%	5%	8%	12%	4%	6%
		e		be	abcef		
Septicaemia/Sepsis	170	24	19	78	18	29	3
	6%	4%	3%	11%	4%	7%	3%
				abdef		abdf	
I haven't been vaccinated against any of these	47	5	8	15	12	4	3
	2%	1%	1%	2%	2%	1%	3%
					a		ae
Don't know	393	94	70	75	53	87	13
	13%	14%	10%	11%	11%	23%	14%
						abcdf	
No response	55	11	15	14	1	6	8
	2%	2%	2%	2%	*	2%	9%
		d	d	d		d	abcde

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q9b. And which of the diseases below have you been vaccinated against? Pick all the ones that apply.

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
Weighted Total	3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Measles	2012	991	1021	373	381	413	406	438	1222	790	301	761	590	1452	517
	66%	64%	69%	63%	64%	69%	67%	70%	67%	66%	54%	63%	61%	69%	61%
			a			c		cd				j	j	jkl	
Tetanus	1951	958	993	342	376	401	399	434	1174	777	289	710	597	1429	493
	64%	62%	67%	58%	63%	67%	65%	70%	64%	65%	52%	59%	61%	68%	58%
			a			c	c	cd				j	j	jkl	
Mumps	1534	794	740	276	278	316	322	343	931	602	218	568	445	1116	384
	51%	51%	50%	47%	46%	52%	53%	55%	51%	50%	39%	47%	46%	53%	46%
						cd	cd	cd				j	j	jkl	
Tuberculosis	1071	516	555	161	218	232	211	249	662	409	172	370	341	789	269
	35%	33%	38%	27%	37%	39%	35%	40%	36%	34%	31%	31%	35%	38%	32%
			a		c	c	c	c					k	jk	
Meningitis	1031	495	536	188	188	208	213	234	643	389	141	372	298	767	242
	34%	32%	36%	32%	31%	35%	35%	38%	35%	33%	25%	31%	31%	37%	29%
			a					cd				j	j	jkl	
Hepatitis B	1000	476	523	152	183	221	203	242	651	348	157	335	297	755	232
	33%	31%	36%	26%	31%	37%	33%	39%	36%	29%	28%	28%	30%	36%	28%
			a			cd	c	cdf	i					jkl	
Diphtheria	803	369	433	118	149	151	179	206	500	303	101	254	225	607	182
	27%	24%	29%	20%	25%	25%	29%	33%	27%	25%	18%	21%	23%	29%	22%
			a		c	c	c	cde					j	jkl	
Pneumonia	215	99	117	48	42	41	43	41	138	77	37	74	67	177	35
	7%	6%	8%	8%	7%	7%	7%	7%	8%	6%	7%	6%	7%	8%	4%
														k	
Septicaemia/Sepsis	170	77	93	39	28	28	34	42	95	75	30	60	49	133	36
	6%	5%	6%	7%	5%	5%	6%	7%	5%	6%	5%	5%	5%	6%	4%
I haven't been vaccinated against any of these	47	27	20	9	7	8	16	8	30	18	23	24	33	21	25
	2%	2%	1%	1%	1%	1%	3%	1%	2%	1%	4%	2%	3%	1%	3%
											km	m	km		

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q9b. And which of the diseases below have you been vaccinated against? Pick all the ones that apply.

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Don't know

No response

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
3026	1553	1473	597	606	605	620	598	1817	1209	567	1193	977	2085	852
3026	1552	1473	593	598	602	610	623	1831	1194	555	1202	975	2097	843
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
393	231	162	103	83	75	65	67	227	166	78	180	119	234	136
13%	15%	11%	17%	14%	12%	11%	11%	12%	14%	14%	15%	12%	11%	16%
	b		efg								m			
55	31	24	12	8	7	15	12	27	28	11	19	18	31	15
2%	2%	2%	2%	1%	1%	3%	2%	1%	2%	2%	2%	2%	1%	2%

J303344 Adolescents and Vaccines survey - All markets

Q9b. And which of the diseases below have you been vaccinated against? Pick all the ones that apply.

Base: All respondents

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
Weighted Total	3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Measles	2012	1721	1457	689	1080	1029	1547	765	1909	1166	604	755	828	606	815	541	1370
	66%	68%	67%	67%	69%	68%	67%	68%	67%	69%	67%	68%	68%	73% o	71% o	63%	74%
Tetanus	1951	1649	1416	668	1000	977	1466	712	1855	1115	565	728	771	606	792	503	1362
	64%	65%	65%	65%	64%	64%	64%	63%	65%	66%	63%	66%	64%	73% o	69% o	59%	73%
Mumps	1534	1306	1105	530	831	807	1197	597	1453	893	445	588	616	464	612	413	1038
	51%	51%	51%	52%	53%	53%	52%	53%	51%	53%	49%	53%	51%	56% o	53% o	48%	56%
Tuberculosis	1071	884	824	400	575	549	815	416	1016	631	343	433	460	319	426	295	737
	35%	35%	38% a	39% afh	37%	36%	35%	37%	36%	37%	38%	39% afh	38%	38%	37%	34%	40%
Meningitis	1031	882	735	376	611	563	795	418	988	604	297	420	417	365	408	241	700
	34%	35%	34%	37%	39% abfhijl	37% bj	35%	37% bj	35%	36%	33%	38% bfhj	34%	44% no	35% o	28%	38%
Hepatitis B	1000	849	761	376	556	521	767	421	946	613	356	417	437	364	399	213	720
	33%	33%	35%	37% h	36%	34%	33%	37% afh	33%	36% h	40% abdefh	38% afh	36%	44% no	35% o	25%	39%
Diphtheria	803	675	566	295	427	388	581	324	755	490	249	330	333	264	307	215	591
	27%	27%	26%	29% f	27%	25%	25%	29% ef	26%	29% bef	28%	30% abefh	28%	32% no	27%	25%	32%
Pneumonia	215	188	157	103	143	118	177	121	209	147	79	108	114	93	69	48	164
	7%	7%	7%	10% abefh	9% abh	8%	8%	11% abefh	7%	9%	9%	10% abfh	9%	11% no	6%	6%	9%
Septicaemia/Sepsis	170	139	127	84	94	87	139	85	162	117	58	73	83	74	57	36	137
	6%	5%	6%	8% abdefh	6%	6%	6%	8% abeh	6%	7%	6%	7%	7%	9% no	5%	4%	7%
I haven't been vaccinated against any of these	47	37	40	17	20	25	30	19	44	25	21	20	21	4	8	26	10
	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	2% df	2%	2%	1%	1%	3% mn	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q9b. And which of the diseases below have you been vaccinated against? Pick all the ones that apply.

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Don't know

No response

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube										
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
3026	2452	2194	998	1637	1632	2373	1241	2870	1567	900	1081	1231	768	1103	941	1783
3026	2539	2182	1022	1566	1525	2301	1124	2854	1699	900	1105	1211	834	1150	857	1855
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
393	303	274	101	186	187	302	122	361	178	95	115	127	64	113	131	170
13%	12%	13% ci	10%	12%	12%	13% cijkl	11%	13% cik	10%	11%	10%	11%	8%	10%	15% mn	9%
55	45	27	13	19	22	36	15	48	26	10	16	14	12	12	13	17
2%	2%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%

J303344 Adolescents and Vaccines survey - All markets

Q9b SUM. And which of the diseases below have you been vaccinated against? Pick all the ones that apply.

Base: All who have heard of any of these diseases

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	2943	493	489	490	500	503	468
Weighted Total	2971	651	672	686	494	379	89
	100%	100%	100%	100%	100%	100%	100%
Base: All who have heard of meningitis	2261	614	503	402	461	243	37
	100%	100%	100%	100%	100%	100%	100%
Meningitis	1031	389	153	181	252	47	10
	46%	63%	30%	45%	55%	19%	26%
		bcdef	e	bef	bcef		
Base: All who have heard of tuberculosis	2159	487	487	494	322	315	53
	100%	100%	100%	100%	100%	100%	100%
Tuberculosis	1071	232	298	192	149	168	32
	50%	48%	61%	39%	46%	53%	59%
		c	acde		c	c	acd
Base: All who have heard of hepatitis B	2207	485	513	524	380	255	50
	100%	100%	100%	100%	100%	100%	100%
Hepatitis B	1000	145	245	245	213	129	22
	45%	30%	48%	47%	56%	51%	45%
			a	a	abcf	a	a
Base: All who have heard of measles	2701	611	611	638	458	311	72
	100%	100%	100%	100%	100%	100%	100%
Measles	2012	477	437	479	362	201	57
	74%	78%	72%	75%	79%	65%	79%
		be	e	e	be		be
Base: All who have heard of mumps	2503	566	558	568	408	339	62
	100%	100%	100%	100%	100%	100%	100%
Mumps	1534	401	314	342	245	188	44
	61%	71%	56%	60%	60%	55%	72%
		bcde					bcde
Base: All who have heard of diphtheria	1353	354	244	388	199	141	28
	100%	100%	100%	100%	100%	100%	100%
Diphtheria	803	189	154	245	111	87	17
	59%	53%	63%	63%	56%	61%	62%
			a	a			

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q9b SUM. And which of the diseases below have you been vaccinated against? Pick all the ones that apply.

Base: All who have heard of any of these diseases

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	2943	493	489	490	500	503	468
Weighted Total	2971	651	672	686	494	379	89
	100%	100%	100%	100%	100%	100%	100%
Base: All who have heard of tetanus	2456	565	562	599	379	277	73
	100%	100%	100%	100%	100%	100%	100%
Tetanus	1951	422	492	521	288	170	58
	79%	75%	88%	87%	76%	61%	79%
		e	edef	edef	e		e
Base: All who have heard of septicaemia/sepsis	1449	386	197	438	153	240	35
	100%	100%	100%	100%	100%	100%	100%
Septicaemia/Sepsis	170	24	19	78	18	29	3
	12%	6%	10%	18%	12%	12%	7%
				abef	a	a	
Base: All who have heard of pneumonia	2197	541	447	424	409	332	43
	100%	100%	100%	100%	100%	100%	100%
Pneumonia	215	48	32	53	61	16	6
	10%	9%	7%	13%	15%	5%	13%
		e		be	abe		be

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q9b_SUM. And which of the diseases below have you been vaccinated against? Pick all the ones that apply.

Base: All who have heard of any of these diseases

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	2943	1511	1432	577	593	588	601	584	1775	1168	549	1160	949	2038	829
Weighted Total	2971	1522	1449	581	590	595	594	610	1804	1166	544	1183	957	2066	828
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Base: All who have heard of meningitis	2261	1122	1139	391	420	468	477	505	1401	860	379	838	722	1624	585
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Meningitis	1031	495	536	188	188	208	213	234	643	389	141	372	298	767	242
	46%	44%	47%	48%	45%	44%	45%	46%	46%	45%	37%	44% j	41%	47% jl	41%
Base: All who have heard of tuberculosis	2159	1077	1082	367	413	450	447	482	1331	828	349	785	684	1547	563
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Tuberculosis	1071	516	555	161	218	232	211	249	662	409	172	370	341	789	269
	50%	48%	51%	44%	53% c	52% c	47%	52% c	50%	49%	49%	47%	50%	51%	48%
Base: All who have heard of hepatitis B	2207	1108	1098	369	403	461	468	506	1365	842	373	791	715	1602	556
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Hepatitis B	1000	476	523	152	183	221	203	242	651	348	157	335	297	755	232
	45%	43%	48% a	41%	45%	48%	43%	48%	48% i	41%	42%	42%	42%	47% kl	42%
Base: All who have heard of measles	2701	1349	1352	518	535	535	550	564	1640	1061	449	1053	831	1893	745
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Measles	2012	991	1021	373	381	413	406	438	1222	790	301	761	590	1452	517
	74%	73%	76%	72%	71%	77% d	74%	78% cd	75%	74%	67%	72% j	71%	77% jkl	69%
Base: All who have heard of mumps	2503	1270	1233	480	479	507	510	527	1527	975	425	958	782	1761	679
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mumps	1534	794	740	276	278	316	322	343	931	602	218	568	445	1116	384
	61%	63%	60%	57%	58%	62%	63%	65% cd	61%	62%	51%	59% j	57%	63% jkl	57%

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q9b_SUM. And which of the diseases below have you been vaccinated against? Pick all the ones that apply.

Base: All who have heard of any of these diseases

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	2943	1511	1432	577	593	588	601	584	1775	1168	549	1160	949	2038	829
Weighted Total	2971	1522	1449	581	590	595	594	610	1804	1166	544	1183	957	2066	828
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Base: All who have heard of diphtheria	1353	652	700	210	248	269	310	315	844	508	215	422	416	1010	320
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Diphtheria	803	369	433	118	149	151	179	206	500	303	101	254	225	607	182
	59%	57%	62%	56%	60%	56%	58%	65% ce	59%	60%	47%	60% j	54%	60% jl	57%
Base: All who have heard of tetanus	2456	1222	1234	437	476	509	503	531	1488	968	396	923	770	1748	651
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Tetanus	1951	958	993	342	376	401	399	434	1174	777	289	710	597	1429	493
	79%	78%	80%	78%	79%	79%	79%	82%	79%	80%	73%	77%	78%	82% jkl	76%
Base: All who have heard of septicaemia/sepsis	1449	725	724	226	279	301	323	321	873	576	226	499	444	1057	362
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Septicaemia/Sepsis	170	77	93	39	28	28	34	42	95	75	30	60	49	133	36
	12%	11%	13%	17% def	10%	9%	11%	13%	11%	13%	13%	12%	11%	13%	10%
Base: All who have heard of pneumonia	2197	1124	1073	377	425	448	461	487	1367	830	355	810	688	1582	565
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pneumonia	215	99	117	48	42	41	43	41	138	77	37	74	67	177	35
	10%	9%	11%	13% g	10%	9%	9%	8%	10%	9%	11%	9%	10%	11%	6%

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q9b_SUM. And which of the diseases below have you been vaccinated against? Pick all the ones that apply.

Base: All who have heard of any of these diseases

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	2943	2391	2150	980	1600	1585	2311	1214	2795	1534	884	1058	1206	751	1085	921	1757
Weighted Total	2971	2494	2155	1009	1547	1503	2265	1109	2806	1672	890	1089	1197	822	1138	844	1838
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Base: All who have heard of meningitis	2261	1918	1679	787	1205	1157	1709	856	2148	1289	667	849	904	615	879	672	1442
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Meningitis	1031	882	735	376	611	563	795	418	988	604	297	420	417	365	408	241	700
	46%	46%	44%	48%	51% abfhlj	49% b	46%	49% b	46%	47%	45%	49% b	46%	59% no	46% o	36%	49%
Base: All who have heard of tuberculosis	2159	1796	1603	761	1113	1069	1630	804	2042	1220	644	835	878	610	814	631	1397
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Tuberculosis	1071	884	824	400	575	549	815	416	1016	631	343	433	460	319	426	295	737
	50%	49%	51%	53%	52%	51%	50%	52%	50%	52%	53%	52%	52%	52%	52% o	47%	53%
Base: All who have heard of hepatitis B	2207	1857	1633	767	1160	1098	1669	838	2090	1288	661	860	902	615	850	651	1442
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Hepatitis B	1000	849	761	376	556	521	767	421	946	613	356	417	437	364	399	213	720
	45%	46%	47%	49%	48%	47%	46%	50% afh	45%	48%	54% abdefhikl	49%	48%	59% no	47% o	33%	50%
Base: All who have heard of measles	2701	2273	1956	912	1418	1359	2063	996	2557	1533	790	982	1085	761	1022	773	1722
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Measles	2012	1721	1457	689	1080	1029	1547	765	1909	1166	604	755	828	606	815	541	1370
	74%	76%	75%	76%	76%	76%	75%	77%	75%	76%	76%	77%	76%	80% o	80% o	70%	80%
Base: All who have heard of mumps	2503	2116	1836	858	1302	1247	1921	928	2374	1435	722	932	1000	705	953	721	1596
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mumps	1534	1306	1105	530	831	807	1197	597	1453	893	445	588	616	464	612	413	1038
	61%	62%	60%	62%	64% b	65% bh	62%	64% b	61%	62%	62%	63%	62%	66% o	64% o	57%	65%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q9b_SUM. And which of the diseases below have you been vaccinated against? Pick all the ones that apply.

Base: All who have heard of any of these diseases

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	2943	2391	2150	980	1600	1585	2311	1214	2795	1534	884	1058	1206	751	1085	921	1757
Weighted Total	2971	2494	2155	1009	1547	1503	2265	1109	2806	1672	890	1089	1197	822	1138	844	1838
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Base: All who have heard of diphtheria	1353	1149	986	516	708	657	982	524	1272	834	412	588	572	413	488	408	932
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Diphtheria	803	675	566	295	427	388	581	324	755	490	249	330	333	264	307	215	591
	59%	59%	57%	57%	60%	59%	59%	62%	59%	59%	60%	56%	58%	64% o	63% o	53%	63%
Base: All who have heard of tetanus	2456	2060	1783	832	1255	1221	1848	898	2318	1392	706	907	965	689	960	694	1593
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Tetanus	1951	1649	1416	668	1000	977	1466	712	1855	1115	565	728	771	606	792	503	1362
	79%	80%	79%	80%	80%	80%	79%	79%	80%	80%	80%	80%	80%	88% no	83% o	72%	85%
Base: All who have heard of septicaemia/sepsis	1449	1197	1075	530	746	702	1079	544	1367	850	420	578	592	419	542	420	978
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Septicaemia/Sepsis	170	139	127	84	94	87	139	85	162	117	58	73	83	74	57	36	137
	12%	12%	12%	16% abh	13%	12%	13%	16% abh	12%	14%	14%	13%	14%	18% no	10%	9%	14%
Base: All who have heard of pneumonia	2197	1851	1616	758	1165	1117	1687	841	2090	1231	635	828	890	578	854	657	1408
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Pneumonia	215	188	157	103	143	118	177	121	209	147	79	108	114	93	69	48	164
	10%	10%	10%	14% abefh	12% bh	11%	10%	14% abefh	10%	12%	12%	13% abh	13% abh	16% no	8%	7%	12%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q10. Which of these are symptoms of Meningitis?

Base: All respondents aware of Meningitis

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	2099	465	366	287	467	323	191
Weighted Total	2261	614	503	402	461	243	37
	100%	100%	100%	100%	100%	100%	100%
Severe headache	1514	376	391	266	312	143	25
	67%	61%	78%	66%	68%	59%	68%
			acdef		ae		e
Fever	1288	353	261	214	338	102	19
	57%	57%	52%	53%	73%	42%	52%
		e	e	e	abcef		e
Stiff neck	951	372	146	193	110	111	19
	42%	61%	29%	48%	24%	46%	50%
		bcdef		bd		bd	bd
Sensitivity to light	840	419	151	113	71	70	16
	37%	68%	30%	28%	15%	29%	43%
		bcdef	d	d		d	bcde
Vomiting	811	206	206	133	146	103	16
	36%	34%	41%	33%	32%	42%	43%
			acd			acd	acd
Purple skin rash	554	461	25	25	37	5	1
	24%	75%	5%	6%	8%	2%	3%
		bcdef		e	ef		
Drowsiness	528	236	43	121	80	41	8
	23%	39%	8%	30%	17%	17%	22%
		bcdef		bde	b	b	b
Difficulty swallowing	254	115	29	39	50	18	2
	11%	19%	6%	10%	11%	7%	6%
		bcdef			b		
Sore throat or coughing	234	121	26	39	41	5	1
	10%	20%	5%	10%	9%	2%	2%
		bcdef	e	bef	bef		
Pale skin	218	90	59	24	31	12	2
	10%	15%	12%	6%	7%	5%	6%
		cdef	cdef				
Mood swings	83	24	12	17	11	16	3
	4%	4%	2%	4%	2%	7%	8%
						bd	abd
Runny nose	74	46	11	6	9	2	*
	3%	8%	2%	1%	2%	1%	*
		bcdef					

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q10. Which of these are symptoms of Meningitis?

Base: All respondents aware of Meningitis

	COUNTRY					
Total	UK	France	Germany	Italy	Poland	Sweden
	a	b	c	d	e	f
2099	465	366	287	467	323	191
2261	614	503	402	461	243	37
100%	100%	100%	100%	100%	100%	100%
325	66	63	70	58	60	8
14%	11%	13%	17%	13%	25%	20%
			a		abcd	abd
8	1	1	4	-	1	-
*	*	*	1%	-	1%	-
			d			

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q10. Which of these are symptoms of Meningitis?

Base: All respondents aware of Meningitis

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	2099	1040	1059	370	385	431	447	466	1295	804	364	775	681	1509	543
Weighted Total	2261	1122	1139	391	420	468	477	505	1401	860	379	838	722	1624	585
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Severe headache	1514	739	775	260	277	311	316	350	967	547	238	543	491	1113	372
	67%	66%	68%	67%	66%	66%	66%	69%	69%	64%	63%	65%	68%	69%	64%
									i					j	
Fever	1288	638	650	223	225	283	267	289	786	502	195	463	389	974	290
	57%	57%	57%	57%	54%	60%	56%	57%	56%	58%	51%	55%	54%	60%	50%
														jkl	
Stiff neck	951	457	493	153	158	191	221	228	589	361	147	331	299	692	236
	42%	41%	43%	39%	38%	41%	46%	45%	42%	42%	39%	40%	41%	43%	40%
							cd	d							
Sensitivity to light	840	401	439	144	163	151	178	205	496	344	131	316	259	626	193
	37%	36%	39%	37%	39%	32%	37%	41%	35%	40%	34%	38%	36%	39%	33%
							e			h					
Vomiting	811	389	422	142	139	174	172	184	500	311	139	293	280	589	207
	36%	35%	37%	36%	33%	37%	36%	36%	36%	36%	37%	35%	39%	36%	35%
Purple skin rash	554	258	295	102	97	114	125	115	302	252	77	207	143	386	151
	24%	23%	26%	26%	23%	24%	26%	23%	22%	29%	20%	25%	20%	24%	26%
										h		l		l	
Drowsiness	528	251	277	86	95	112	106	130	302	226	74	187	159	381	136
	23%	22%	24%	22%	23%	24%	22%	26%	22%	26%	19%	22%	22%	23%	23%
										h					
Difficulty swallowing	254	127	127	40	67	57	43	46	152	102	35	88	87	188	59
	11%	11%	11%	10%	16%	12%	9%	9%	11%	12%	9%	10%	12%	12%	10%
					cfg										
Sore throat or coughing	234	113	121	35	55	55	36	53	137	97	41	88	76	185	44
	10%	10%	11%	9%	13%	12%	8%	10%	10%	11%	11%	11%	11%	11%	8%
					f	f									
Pale skin	218	117	100	46	44	45	32	50	129	88	37	75	85	166	45
	10%	10%	9%	12%	11%	10%	7%	10%	9%	10%	10%	9%	12%	10%	8%
				f	f										

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q10. Which of these are symptoms of Meningitis?

Base: All respondents aware of Meningitis

Significance Level: 95%

Unweighted Total

Weighted Total

Mood swings

Runny nose

Don't know

None of these

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
2099	1040	1059	370	385	431	447	466	1295	804	364	775	681	1509	543
2261	1122	1139	391	420	468	477	505	1401	860	379	838	722	1624	585
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
83	37	46	18	15	22	15	13	51	32	20	34	32	64	17
4%	3%	4%	4%	4%	5%	3%	3%	4%	4%	5%	4%	4%	4%	3%
74	34	41	13	14	19	9	20	49	25	16	30	25	50	23
3%	3%	4%	3%	3%	4%	2%	4%	3%	3%	4%	4%	4%	3%	4%
					f									
325	179	146	56	61	75	70	63	189	136	63	139	110	206	107
14%	16%	13%	14%	14%	16%	15%	13%	14%	16%	17%	17%	15%	13%	18%
	b									m	m			
8	2	6	1	1	4	1	1	3	6	4	2	4	6	1
*	*	1%	*	*	1%	*	*	*	1%	1%	*	1%	*	*

J303344 Adolescents and Vaccines survey - All markets

Q10. Which of these are symptoms of Meningitis?

Base: All respondents aware of Meningitis

	DAILY USERS OF MEDIA TYPES													THE LAST TIME THEY HAD A VACCINATION			Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	2099	1746	1573	721	1153	1106	1626	860	2003	1157	625	786	864	542	802	663	1311
Weighted Total	2261	1918	1679	787	1205	1157	1709	856	2148	1289	667	849	904	615	879	672	1442
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Severe headache	1514	1300	1122	529	801	750	1150	574	1444	885	459	581	610	414	598	453	1024
	67%	68%	67%	67%	66%	65%	67%	67%	67%	69%	69%	68%	67%	67%	68%	67%	71%
Fever	1288	1116	964	453	713	661	982	491	1229	783	386	502	527	360	504	393	858
	57%	58%	57%	58%	59%	57%	57%	57%	57%	61%	58%	59%	58%	59%	57%	58%	59%
Stiff neck	951	802	679	319	526	514	708	348	888	529	233	344	345	273	396	254	619
	42%	42%	40%	40%	44%	44%	41%	41%	41%	41%	35%	41%	38%	44%	45%	38%	43%
		j	j	j	jl	bjl	j	j	j	j		j		o	o		
Sensitivity to light	840	716	612	304	451	465	624	306	793	458	211	321	313	243	345	228	541
	37%	37%	36%	39%	37%	40%	37%	36%	37%	35%	32%	38%	35%	40%	39%	34%	38%
		j	j	j	j	bfgijl	j		j			j		o	o		
Vomiting	811	694	613	306	433	424	628	303	771	492	261	320	342	227	316	243	540
	36%	36%	36%	39%	36%	37%	37%	35%	36%	38%	39%	38%	38%	37%	36%	36%	37%
Purple skin rash	554	483	406	203	329	338	394	206	516	294	110	205	191	164	232	139	314
	24%	25%	24%	26%	27%	29%	23%	24%	24%	23%	17%	24%	21%	27%	26%	21%	22%
		jl	j	jl	fhijl	abfghijkl	j	j	j	j		j	j	o	o		
Drowsiness	528	455	382	170	282	279	395	198	493	308	131	182	210	152	211	154	344
	23%	24%	23%	22%	23%	24%	23%	23%	23%	24%	20%	21%	23%	25%	24%	23%	24%
		j				j			j	j							
Difficulty swallowing	254	223	189	110	142	128	196	99	241	149	73	108	105	87	95	66	170
	11%	12%	11%	14%	12%	11%	11%	12%	11%	12%	11%	13%	12%	14%	11%	10%	12%
														o			
Sore throat or coughing	234	210	178	104	135	128	168	93	222	153	65	99	103	83	81	64	140
	10%	11%	11%	13%	11%	11%	10%	11%	10%	12%	10%	12%	11%	13%	9%	10%	10%
				fh										no			
Pale skin	218	189	153	94	115	109	157	76	198	120	60	93	80	61	86	62	142
	10%	10%	9%	12%	10%	9%	9%	9%	9%	9%	9%	11%	9%	10%	10%	9%	10%
				bfglh													

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q10. Which of these are symptoms of Meningitis?

Base: All respondents aware of Meningitis

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media				Books or magazines				More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life	
Significance Level: 95%	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube	Internet	Radio	Podcasts				In the last year	More than 1 and up to 3 years ago		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	2099	1746	1573	721	1153	1106	1626	860	2003	1157	625	786	864	542	802	663	1311
Weighted Total	2261	1918	1679	787	1205	1157	1709	856	2148	1289	667	849	904	615	879	672	1442
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mood swings	83 4%	79 4%	63 4%	41 5%	54 4%	42 4%	67 4%	40 5%	78 4%	53 4%	28 4%	33 4%	40 4%	30 5% n	24 3%	26 4%	47 3%
Runny nose	74 3%	63 3%	54 3%	32 4%	43 4%	42 4%	60 4%	30 4%	70 3%	42 3%	18 3%	28 3%	22 2%	21 3%	27 3%	24 4%	44 3%
Don't know	325 14%	256 13%	240 14%	95 12%	149 12%	156 13%	238 14%	118 14%	307 14%	166 13%	79 12%	105 12%	107 12%	77 13%	120 14%	100 15%	193 13%
None of these	8 *	7 *	6 *	2 *	6 1%	4 *	6 *	3 *	8 *	5 *	2 *	2 *	4 *	4 1% n	- -	3 1% n	1 *

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q11_SUM. And finally, are each of the statements below true or false?

SUMMARY TABLE

Base: All respondents aware of Meningitis

	Total	True	False	Don't know
Vaccinations are the best way to protect against Meningitis infection	2261 100%	1737 77%	92 4%	432 19%
There are different types of Meningitis	2261 100%	1686 75%	83 4%	492 22%
Meningitis is contagious	2261 100%	1197 53%	587 26%	477 21%
You can catch Meningitis by touching something an infected person has been in contact with	2261 100%	477 21%	917 41%	867 38%
It is not possible to die from Meningitis infection	2261 100%	207 9%	1906 84%	147 7%
You can only get Meningitis as a baby	2261 100%	71 3%	1953 86%	237 10%

J303344 Adolescents and Vaccines survey - All markets

Q11_SUM. And finally, are each of the statements below true or false?

NET: True summary

Base: All respondents

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
Significance Level: 95%		a	b	c	d	e	f
Unweighted Total	2099	465	366	287	467	323	191
Weighted Total	2261	614	503	402	461	243	37
	100%	100%	100%	100%	100%	100%	100%
Vaccinations are the best way to protect against Meningitis infection	1737 77%	528 86% bcef	349 69% ef	305 76% ef	400 87% bcef	135 56%	19 50%
There are different types of Meningitis	1686 75%	500 82% cef	407 81% cef	233 58%	402 87% abcef	123 51%	20 55%
Meningitis is contagious	1197 53%	257 42% ef	349 69% acef	164 41% ef	383 83% abcef	36 15%	7 19%
You can catch Meningitis by touching something an infected person has been in contact with	477 21%	115 19% ef	132 26% aef	92 23% ef	118 26% aef	16 7%	3 9%
It is not possible to die from Meningitis infection	207 9%	50 8%	52 10%	49 12% d	31 7%	20 8%	5 14% ad
You can only get Meningitis as a baby	71 3%	26 4% d	10 2%	18 5% d	9 2%	8 3%	1 1%
NETS							
Net: At least one statement correct	2218 98%	607 99% ce	495 98%	389 97%	456 99% ce	233 96%	36 97%
Net: All statements correct	251 11%	55 9% cef	51 10% cef	17 4%	122 26% abcef	5 2%	1 4%

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q11_SUM. And finally, are each of the statements below true or false?

NET: True summary

Base: All respondents

		GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
											I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
	Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted Total	2099	1040	1059	370	385	431	447	466	1295	804	364	775	681	1509	543
Weighted Total	2261	1122	1139	391	420	468	477	505	1401	860	379	838	722	1624	585
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Vaccinations are the best way to protect against Meningitis infection	1737 77%	859 77%	878 77%	320 82% df	311 74%	359 77%	358 75%	389 77%	1088 78%	649 75%	227 60%	625 75% jl	481 67% j	1302 80% jkl	407 70%
There are different types of Meningitis	1686 75%	831 74%	855 75%	281 72%	324 77%	345 74%	353 74%	383 76%	1055 75%	631 73%	275 73%	616 74%	539 75%	1224 75%	426 73%
Meningitis is contagious	1197 53%	608 54%	590 52%	208 53%	232 55%	259 55%	240 50%	258 51%	784 56% i	414 48%	192 51%	447 53%	399 55%	875 54%	301 52%
You can catch Meningitis by touching something an infected person has been in contact with	477 21%	249 22%	228 20%	102 26% fg	88 21%	104 22%	87 18%	95 19%	297 21%	180 21%	99 26% m	198 24%	171 24%	343 21%	126 22%
It is not possible to die from Meningitis infection	207 9%	110 10%	98 9%	41 10%	38 9%	40 9%	38 8%	51 10%	113 8%	94 11% h	48 13%	88 10%	76 11%	158 10%	46 8%
You can only get Meningitis as a baby	71 3%	35 3%	36 3%	15 4%	15 4%	17 4%	8 2%	16 3%	52 4%	19 2%	27 7% km	32 4%	36 5%	57 3%	15 2%
NETS															
Net: At least one statement correct	2218 98%	1099 98%	1118 98%	385 99%	413 98%	459 98%	464 97%	496 98%	1383 99% i	835 97%	360 95%	821 98% j	700 97%	1598 98% jl	571 98%

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q11_SUM. And finally, are each of the statements below true or false?

NET: True summary

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: All statements correct

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
2099	1040	1059	370	385	431	447	466	1295	804	364	775	681	1509	543
2261	1122	1139	391	420	468	477	505	1401	860	379	838	722	1624	585
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
251	112	138	41	48	52	50	60	165	86	27	75	72	195	54
11%	10%	12%	10%	11%	11%	11%	12%	12%	10%	7%	9%	10%	12%	9%
													jk	

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q11_SUM. And finally, are each of the statements below true or false?

NET: True summary

Base: All respondents

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
								Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	2099	1746	1573	721	1153	1106	1626	860	2003	1157	625	786	864	542	802	663	1311
Weighted Total	2261	1918	1679	787	1205	1157	1709	856	2148	1289	667	849	904	615	879	672	1442
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Vaccinations are the best way to protect against Meningitis infection	1737 77%	1498 78%	1290 77%	624 79%	949 79%	896 77%	1310 77%	677 79%	1654 77%	1040 81% bfh	524 79%	674 79%	716 79%	522 85% no	683 78% o	478 71%	1175 81%
There are different types of Meningitis	1686 75%	1445 75%	1255 75%	607 77%	919 76%	860 74%	1270 74%	633 74%	1610 75%	970 75%	505 76%	648 76%	703 78%	461 75%	687 78% o	481 72%	1117 77%
Meningitis is contagious	1197 53%	1040 54%	883 53%	424 54%	648 54%	594 51%	912 53%	433 51%	1148 53%	718 56% eg	376 56% eg	473 56% g	484 54%	329 54%	486 55%	351 52%	807 56%
You can catch Meningitis by touching something an infected person has been in contact with	477 21%	414 22%	360 21%	215 27% abfhi	283 23%	277 24%	385 23%	210 25%	462 22%	297 23%	177 27% abfh	204 24%	225 25% bh	158 26% o	191 22% o	117 17%	320 22%
It is not possible to die from Meningitis infection	207 9%	180 9%	160 10%	91 12%	125 10%	119 10%	163 10%	101 12% h	197 9%	130 10%	78 12%	91 11%	99 11%	75 12% no	76 9%	52 8%	119 8%
You can only get Meningitis as a baby	71 3%	63 3%	58 3%	39 5% h	47 4%	49 4% h	57 3%	41 5% h	63 3%	41 3%	35 5% afhi	32 4%	33 4%	24 4%	27 3%	21 3%	30 2%
NETS																	
Net: At least one statement correct	2218 98%	1883 98%	1644 98%	775 99%	1185 98%	1136 98%	1675 98%	841 98%	2107 98%	1265 98%	652 98%	834 98%	886 98%	609 99%	863 98%	658 98%	1428 99%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

J303344 Adolescents and Vaccines survey - All markets

Q11_SUM. And finally, are each of the statements below true or false?

NET: True summary

Base: All respondents

Significance Level: 95%

Unweighted Total

Weighted Total

Net: All statements correct

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	2099	1746	1573	721	1153	1106	860	2003	1157	625	786	864	542	802	663	1311
Weighted Total	2261	1918	1679	787	1205	1157	856	2148	1289	667	849	904	615	879	672	1442
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: All statements correct	251	230	196	91	142	116	97	249	155	88	108	117	72	86	91	173
	11%	12%	12%	12%	12%	10%	11%	12%	12%	13% e	13%	13% e	12%	10%	14% n	12%

J303344 Adolescents and Vaccines survey - All markets

Q11_1. And finally, are each of the statements below true or false?

There are different types of Meningitis

Base: All respondents aware of Meningitis

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	2099	465	366	287	467	323	191
Weighted Total	2261	614	503	402	461	243	37
	100%	100%	100%	100%	100%	100%	100%
True	1686	500	407	233	402	123	20
	75%	82%	81%	58%	87%	51%	55%
		cef	cef		abcef		
False	83	13	14	28	12	14	2
	4%	2%	3%	7%	3%	6%	5%
				abd		abd	a
Don't know	492	100	83	141	47	105	15
	22%	16%	16%	35%	10%	43%	40%
		d	d	abd		abcd	abd

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q11_1. And finally, are each of the statements below true or false?

There are different types of Meningitis

Base: All respondents aware of Meningitis

Significance Level: 95%

Unweighted Total

Weighted Total

True

False

Don't know

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					I'm not afraid of vaccines
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
2099	1040	1059	370	385	431	447	466	1295	804	364	775	681	1509	543
2261	1122	1139	391	420	468	477	505	1401	860	379	838	722	1624	585
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1686	831	855	281	324	345	353	383	1055	631	275	616	539	1224	426
75%	74%	75%	72%	77%	74%	74%	76%	75%	73%	73%	74%	75%	75%	73%
83	53	30	10	10	18	22	24	56	28	20	29	30	66	16
4%	5%	3%	3%	2%	4%	5%	5%	4%	3%	5%	3%	4%	4%	3%
	b													
492	238	253	100	86	105	102	98	290	202	84	193	154	334	142
22%	21%	22%	26%	20%	22%	21%	19%	21%	23%	22%	23%	21%	21%	24%
			g											

J303344 Adolescents and Vaccines survey - All markets

Q11_1. And finally, are each of the statements below true or false?

There are different types of Meningitis

Base: All respondents aware of Meningitis

Significance Level: 95%

Unweighted Total

Weighted Total

True

False

Don't know

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
2099	1746	1573	721	1153	1106	1626	860	2003	1157	625	786	864	542	802	663	1311
2261	1918	1679	787	1205	1157	1709	856	2148	1289	667	849	904	615	879	672	1442
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1686	1445	1255	607	919	860	1270	633	1610	970	505	648	703	461	687	481	1117
75%	75%	75%	77%	76%	74%	74%	74%	75%	75%	76%	76%	78%	75%	78% o	72%	77%
83	73	66	40	54	50	74	49	77	56	31	31	35	24	24	33	50
4%	4%	4%	5%	4%	4%	4%	6% abh	4%	4%	5%	4%	4%	4%	3%	5% n	3%
492	400	358	140	232	248	366	174	461	264	130	171	166	130	169	158	275
22%	21%	21% c	18%	19%	21%	21% c	20%	21% c	20%	19%	20%	18%	21%	19%	24% n	19%

J303344 Adolescents and Vaccines survey - All markets

Q11_2. And finally, are each of the statements below true or false?

Meningitis is contagious

Base: All respondents aware of Meningitis

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	2099	465	366	287	467	323	191
Weighted Total	2261	614	503	402	461	243	37
	100%	100%	100%	100%	100%	100%	100%
True	1197	257	349	164	383	36	7
	53%	42%	69%	41%	83%	15%	19%
		ef	acef	ef	abcef		
False	587	180	76	130	43	140	19
	26%	29%	15%	32%	9%	58%	51%
		bd	d	bd		abcd	abcd
Don't know	477	177	78	108	36	67	11
	21%	29%	16%	27%	8%	27%	30%
		bd	d	bd		bd	bd

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q11_2. And finally, are each of the statements below true or false?

Meningitis is contagious

Base: All respondents aware of Meningitis

Significance Level: 95%

Unweighted Total

Weighted Total

True

False

Don't know

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
2099	1040	1059	370	385	431	447	466	1295	804	364	775	681	1509	543
2261	1122	1139	391	420	468	477	505	1401	860	379	838	722	1624	585
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1197	608	590	208	232	259	240	258	784	414	192	447	399	875	301
53%	54%	52%	53%	55%	55%	50%	51%	56%	48%	51%	53%	55%	54%	52%
								i						
587	287	300	101	96	101	141	148	338	249	103	202	195	435	143
26%	26%	26%	26%	23%	22%	30%	29%	24%	29%	27%	24%	27%	27%	24%
						de	de		h					
477	227	249	82	92	108	96	99	279	197	84	189	129	314	140
21%	20%	22%	21%	22%	23%	20%	20%	20%	23%	22%	23%	18%	19%	24%
											l			

J303344 Adolescents and Vaccines survey - All markets

Q11_2. And finally, are each of the statements below true or false?

Meningitis is contagious

Base: All respondents aware of Meningitis

Significance Level: 95%

Unweighted Total

Weighted Total

True

False

Don't know

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media				Books or magazines				More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
2099	1746	1573	721	1153	1106	1626	860	2003	1157	625	786	864	542	802	663	1311
2261	1918	1679	787	1205	1157	1709	856	2148	1289	667	849	904	615	879	672	1442
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1197	1040	883	424	648	594	912	433	1148	718	376	473	484	329	486	351	807
53%	54%	53%	54%	54%	51%	53%	51%	53%	56% eg	56% eg	56% g	54%	54%	55%	52%	56%
587	472	453	214	322	320	462	256	554	321	176	213	249	164	215	178	363
26%	25%	27%	27%	27%	28%	27%	30% ahik	26%	25%	26%	25%	28%	27%	24%	27%	25%
477	406	344	149	235	243	336	167	445	251	114	163	171	122	178	143	273
21%	21% j	20%	19%	20%	21%	20%	19%	21%	19%	17%	19%	19%	20%	20%	21%	19%

J303344 Adolescents and Vaccines survey - All markets

Q11_3. And finally, are each of the statements below true or false?

Vaccinations are the best way to protect against Meningitis infection

Base: All respondents aware of Meningitis

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	2099	465	366	287	467	323	191
Weighted Total	2261	614	503	402	461	243	37
	100%	100%	100%	100%	100%	100%	100%
True	1737	528	349	305	400	135	19
	77%	86%	69%	76%	87%	56%	50%
		bcef	ef	ef	bcef		
False	92	8	29	22	20	10	3
	4%	1%	6%	6%	4%	4%	9%
			a	a	a	a	ade
Don't know	432	78	125	74	42	98	15
	19%	13%	25%	18%	9%	40%	41%
			ad	ad		abcd	abcd

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q11_3. And finally, are each of the statements below true or false?

Vaccinations are the best way to protect against Meningitis infection

Base: All respondents aware of Meningitis

Significance Level: 95%

Unweighted Total

Weighted Total

True

False

Don't know

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
2099	1040	1059	370	385	431	447	466	1295	804	364	775	681	1509	543
2261	1122	1139	391	420	468	477	505	1401	860	379	838	722	1624	585
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1737	859	878	320	311	359	358	389	1088	649	227	625	481	1302	407
77%	77%	77%	82% df	74%	77%	75%	77%	78%	75%	60%	75% jl	67% j	80% jkl	70%
92	50	42	17	19	21	13	22	56	36	44	31	59	57	34
4%	4%	4%	4%	5%	4%	3%	4%	4%	4%	12% km	4%	8% km	4%	6%
432	213	219	55	89	89	105	94	257	175	108	182	182	265	144
19%	19%	19%	14% c	21% c	19%	22% c	19%	18%	20%	28% km	22% m	25% m	16%	25%

J303344 Adolescents and Vaccines survey - All markets

Q11_3. And finally, are each of the statements below true or false?

Vaccinations are the best way to protect against Meningitis infection

Base: All respondents aware of Meningitis

Significance Level: 95%

Unweighted Total

Weighted Total

True

False

Don't know

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media	Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube										
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
2099	1746	1573	721	1153	1106	1626	860	2003	1157	625	786	864	542	802	663	1311
2261	1918	1679	787	1205	1157	1709	856	2148	1289	667	849	904	615	879	672	1442
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1737	1498	1290	624	949	896	1310	677	1654	1040	524	674	716	522	683	478	1175
77%	78%	77%	79%	79%	77%	77%	79%	77%	81% bfh	79%	79%	79%	85% no	78% o	71%	81%
92	75	65	33	45	54	64	36	83	49	34	33	38	16	28	42	41
4%	4%	4%	4%	4%	5%	4%	4%	4%	4%	5%	4%	4%	3%	3%	6% mn	3%
432	346	325	129	211	207	336	142	411	200	109	143	149	76	168	152	226
19%	18%	19%	16%	18%	18%	20%	17%	19%	16%	16%	17%	17%	12%	19%	23% m	16%
		i				i		i						m		

J303344 Adolescents and Vaccines survey - All markets

Q11_4. And finally, are each of the statements below true or false?

You can only get Meningitis as a baby

Base: All respondents aware of Meningitis

		COUNTRY					
Total		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	2099	465	366	287	467	323	191
Weighted Total	2261	614	503	402	461	243	37
	100%	100%	100%	100%	100%	100%	100%
True	71	26	10	18	9	8	1
	3%	4%	2%	5%	2%	3%	1%
		d		d			
False	1953	535	461	322	418	185	32
	86%	87%	92%	80%	91%	76%	86%
		ce	ace		ce		e
Don't know	237	53	33	62	35	50	5
	10%	9%	7%	15%	7%	21%	12%
				abd		abdf	b

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q11_4. And finally, are each of the statements below true or false?

You can only get Meningitis as a baby

Base: All respondents aware of Meningitis

Significance Level: 95%

Unweighted Total

Weighted Total

True

False

Don't know

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
2099	1040	1059	370	385	431	447	466	1295	804	364	775	681	1509	543
2261	1122	1139	391	420	468	477	505	1401	860	379	838	722	1624	585
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
71	35	36	15	15	17	8	16	52	19	27	32	36	57	15
3%	3%	3%	4%	4%	4%	2%	3%	4%	2%	7% km	4%	5%	3%	2%
1953	974	978	338	369	391	418	437	1216	736	307	712	615	1403	512
86%	87%	86%	86%	88%	84%	88%	87%	87%	86%	81%	85%	85%	86% j	88%
237	113	124	38	36	60	51	51	132	105	45	94	71	164	58
10%	10%	11%	10%	8%	13% d	11%	10%	9%	12% h	12%	11%	10%	10%	10%

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q11_4. And finally, are each of the statements below true or false?

You can only get Meningitis as a baby

Base: All respondents aware of Meningitis

Significance Level: 95%

Unweighted Total

Weighted Total

True

False

Don't know

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media								More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts	Books or magazines	Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
2099	1746	1573	721	1153	1106	1626	860	2003	1157	625	786	864	542	802	663	1311
2261	1918	1679	787	1205	1157	1709	856	2148	1289	667	849	904	615	879	672	1442
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
71	63	58	39	47	49	57	41	63	41	35	32	33	24	27	21	30
3%	3%	3%	5%	4%	4%	3%	5%	3%	3%	5%	4%	4%	4%	3%	3%	2%
			h		h		h			afhi						
1953	1655	1439	682	1044	989	1470	718	1862	1108	558	730	780	530	765	583	1288
86%	86%	86%	87%	87%	85%	86%	84%	87%	86%	84%	86%	86%	86%	87%	87%	89%
							g									
237	200	182	66	114	118	183	97	223	141	74	88	91	61	88	69	124
10%	10%	11%	8%	9%	10%	11%	11%	10%	11%	11%	10%	10%	10%	10%	10%	9%
							c									

J303344 Adolescents and Vaccines survey - All markets

Q11_5. And finally, are each of the statements below true or false?

It is not possible to die from Meningitis infection

Base: All respondents aware of Meningitis

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	2099	465	366	287	467	323	191
Weighted Total	2261	614	503	402	461	243	37
	100%	100%	100%	100%	100%	100%	100%
True	207	50	52	49	31	20	5
	9%	8%	10%	12%	7%	8%	14%
				d			ad
False	1906	531	436	300	414	198	28
	84%	86%	87%	75%	90%	81%	74%
		cf	cf		cef	c	
Don't know	147	33	15	53	17	25	4
	7%	5%	3%	13%	4%	10%	12%
				abd		abd	abd

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q11_5. And finally, are each of the statements below true or false?

It is not possible to die from Meningitis infection

Base: All respondents aware of Meningitis

Significance Level: 95%

Unweighted Total

Weighted Total

True

False

Don't know

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
2099	1040	1059	370	385	431	447	466	1295	804	364	775	681	1509	543
2261	1122	1139	391	420	468	477	505	1401	860	379	838	722	1624	585
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
207	110	98	41	38	40	38	51	113	94	48	88	76	158	46
9%	10%	9%	10%	9%	9%	8%	10%	8%	11% h	13%	10%	11%	10%	8%
1906	941	965	323	363	390	404	427	1214	692	300	697	595	1366	498
84%	84%	85%	82%	86%	83%	85%	84%	87% i	80%	79%	83%	82%	84% j	85%
147	71	76	28	19	38	35	27	74	74	31	53	51	99	40
7%	6%	7%	7%	5%	8% d	7%	5%	5%	9% h	8%	6%	7%	6%	7%

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

J303344 Adolescents and Vaccines survey - All markets

Q11_5. And finally, are each of the statements below true or false?

It is not possible to die from Meningitis infection

Base: All respondents aware of Meningitis

Significance Level: 95%

Unweighted Total

Weighted Total

True

False

Don't know

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p

	DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media				Books or magazines				More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago		
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
2099	1746	1573	721	1153	1106	1626	860	2003	1157	625	786	864	542	802	663	1311
2261	1918	1679	787	1205	1157	1709	856	2148	1289	667	849	904	615	879	672	1442
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
207	180	160	91	125	119	163	101	197	130	78	91	99	75	76	52	119
9%	9%	10%	12%	10%	10%	10%	12% h	9%	10%	12%	11%	11%	12% no	9%	8%	8%
1906	1612	1415	653	1011	972	1438	698	1812	1086	546	710	757	500	752	577	1238
84%	84%	84%	83%	84%	84%	84%	82%	84%	84%	82%	84%	84%	81%	86% m	86% m	86%
147	126	104	43	69	66	108	57	139	74	42	48	48	40	51	43	84
7%	7%	6%	5%	6%	6%	6%	7%	6%	6%	6%	6%	5%	7%	6%	6%	6%

J303344 Adolescents and Vaccines survey - All markets

Q11_6. And finally, are each of the statements below true or false?

You can catch Meningitis by touching something an infected person has been in contact with

Base: All respondents aware of Meningitis

	Total	COUNTRY					
		UK	France	Germany	Italy	Poland	Sweden
		a	b	c	d	e	f
Unweighted Total	2099	465	366	287	467	323	191
Weighted Total	2261	614	503	402	461	243	37
	100%	100%	100%	100%	100%	100%	100%
True	477	115	132	92	118	16	3
	21%	19%	26%	23%	26%	7%	9%
		ef	aef	ef	aef		
False	917	252	138	176	179	152	19
	41%	41%	27%	44%	39%	63%	52%
		b		b	b	abcdf	abd
Don't know	867	247	234	133	164	75	15
	38%	40%	46%	33%	36%	31%	39%
		e	cde				

Columns Tested: a,b,c,d,e,f

J303344 Adolescents and Vaccines survey - All markets

Q11_6. And finally, are each of the statements below true or false?

You can catch Meningitis by touching something an infected person has been in contact with

Base: All respondents aware of Meningitis

Significance Level: 95%

Unweighted Total

Weighted Total

True

False

Don't know

Columns Tested: a,b - c,d,e,f,g - h,i - j,k,l,m - n

	GENDER		AGE					PARENT'S SOCIAL GRADE		AGREE STATEMENTS				DISAGREE STATEMENTS
										I am afraid of having a vaccination because I don't trust them	I am afraid of having a vaccination because I don't like needles	Vaccinations can be dangerous	I'm not afraid of vaccinations	I'm not afraid of vaccines
Total	Male	Female	14	15	16	17	18	ABC1	C2DE					
	a	b	c	d	e	f	g	h	i	j	k	l	m	n
2099	1040	1059	370	385	431	447	466	1295	804	364	775	681	1509	543
2261	1122	1139	391	420	468	477	505	1401	860	379	838	722	1624	585
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
477	249	228	102	88	104	87	95	297	180	99	198	171	343	126
21%	22%	20%	26%	21%	22%	18%	19%	21%	21%	26%	24%	24%	21%	22%
			fg							m				
917	447	470	149	172	179	198	217	554	363	141	314	286	673	234
41%	40%	41%	38%	41%	38%	42%	43%	40%	42%	37%	37%	40%	41%	40%
867	427	440	140	159	185	191	193	550	318	138	326	265	607	224
38%	38%	39%	36%	38%	39%	40%	38%	39%	37%	36%	39%	37%	37%	38%

J303344 Adolescents and Vaccines survey - All markets

Q11_6. And finally, are each of the statements below true or false?

You can catch Meningitis by touching something an infected person has been in contact with

Base: All respondents aware of Meningitis

		DAILY USERS OF MEDIA TYPES												THE LAST TIME THEY HAD A VACCINATION			
							Other social media				Books or magazines						
	Total	Television	Facebook	Twitter	Instagram	Snapchat	YouTube		Internet	Radio	Podcasts		Blogs	In the last year	More than 1 and up to 3 years ago	More than 3 years ago including when they were a baby	Vaccines are needed at all stages of life
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted Total	2099	1746	1573	721	1153	1106	1626	860	2003	1157	625	786	864	542	802	663	1311
Weighted Total	2261	1918	1679	787	1205	1157	1709	856	2148	1289	667	849	904	615	879	672	1442
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
True	477 21%	414 22%	360 21%	215 27% abfhi	283 23%	277 24%	385 23%	210 25%	462 22%	297 23%	177 27% abfh	204 24%	225 25% bh	158 26% o	191 22% o	117 17%	320 22%
False	917 41%	776 40%	702 42%	331 42%	511 42%	472 41%	705 41%	398 47% abefhijk	876 41%	528 41%	274 41%	343 40%	384 43%	258 42% n	320 36%	307 46% n	585 41%
Don't know	867 38%	728 38% cdgjl	617 37% cgjl	241 31% g	411 34% g	407 35% cg	619 36% cg	247 29% cg	809 38% cdgjl	464 36% cg	215 32%	303 36% cg	294 33%	199 32%	368 42% m	248 37%	538 37%

Columns Tested: a,b,c,d,e,f,g,h,i,j,k,l - m,n,o - p