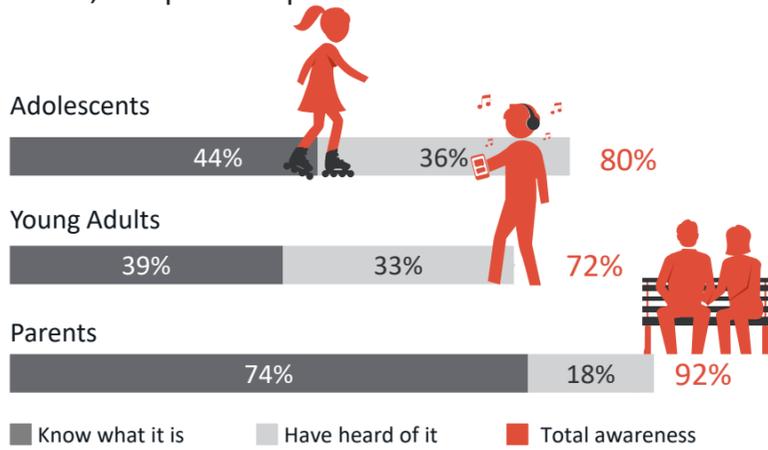


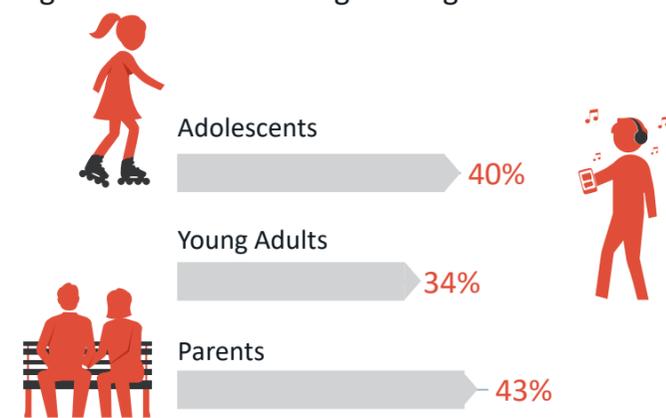
YouthView key findings

Most adolescents, young adults and parents do not associate common social behaviours with a higher than average risk of contracting meningitis

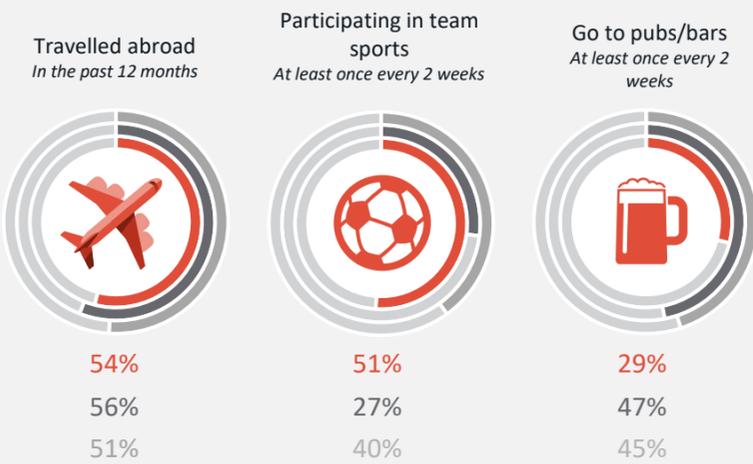
Awareness of meningitis is lower amongst adolescents, and particularly amongst young adults, compared to parents



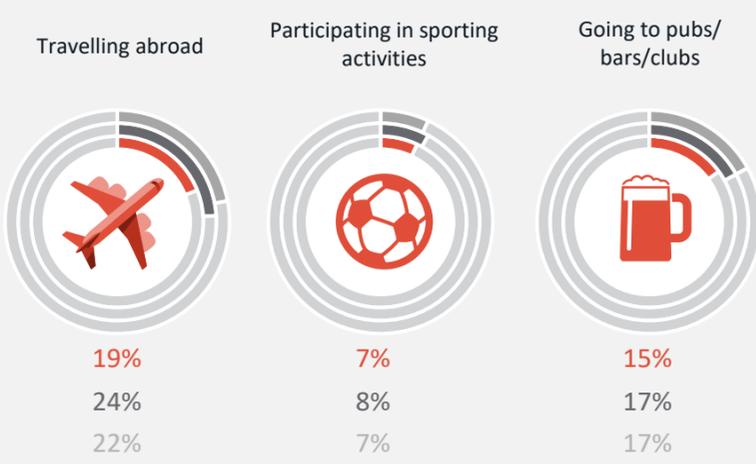
Only around one third of young adults and 4 in 10 adolescents correctly believe that their age group is at higher risk of contracting meningitis



Many adolescents are frequently participating in activities that could increase risk of contracting meningitis...



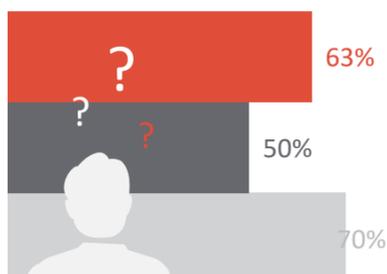
...but the majority do not associate these activities with a higher than average risk



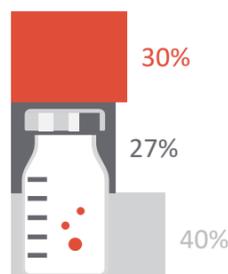
Some adolescents and young adults don't know how to protect themselves or are aware of the protection that a vaccine could provide them

Adolescents Young Adults Parents

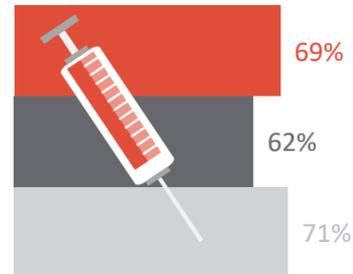
Half of young adults and one third of adolescents, not vaccinated, do not know or think it is possible to be



Among those not vaccinated, only a minority have considered getting the vaccine



Only 6 in 10 young adults who have heard of meningitis agree that "Vaccines can help prevent different types of meningococcal meningitis"



The research focused on adolescents (aged 15-17), young adults (aged 18-24) and parents of adolescents and young adults in five European markets; 1438 adolescents, 1501 young adults and 1621 parents completed an online survey. Participants were recruited from access panels and quotas were imposed to ensure national representation based on age, gender and region. Corrective weights have been applied to bring the sample in line with the population profile per country. Interviews were carried out between February – June 2018