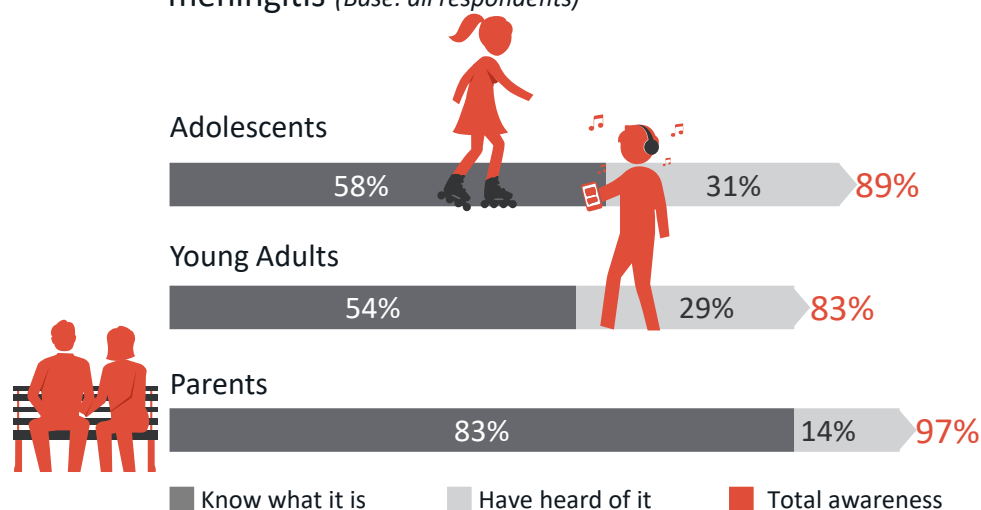




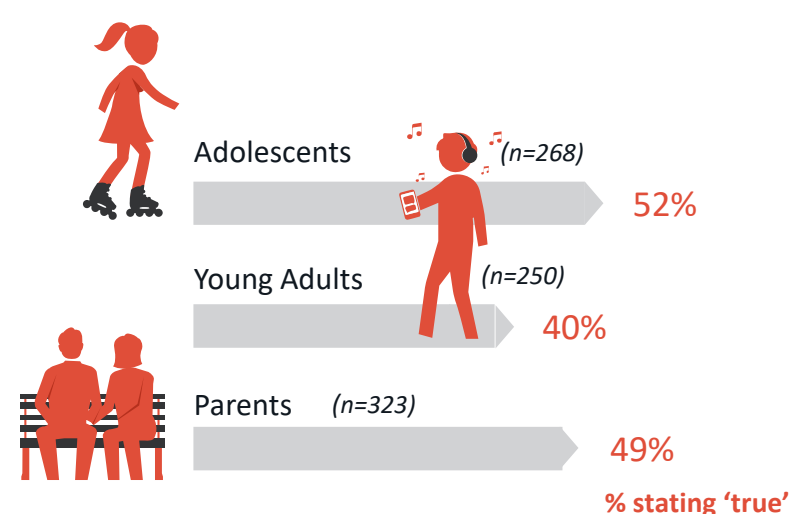
YouthView key findings

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

Most adolescents and young adults who were surveyed have at least heard of meningococcal meningitis *(Base: all respondents)*



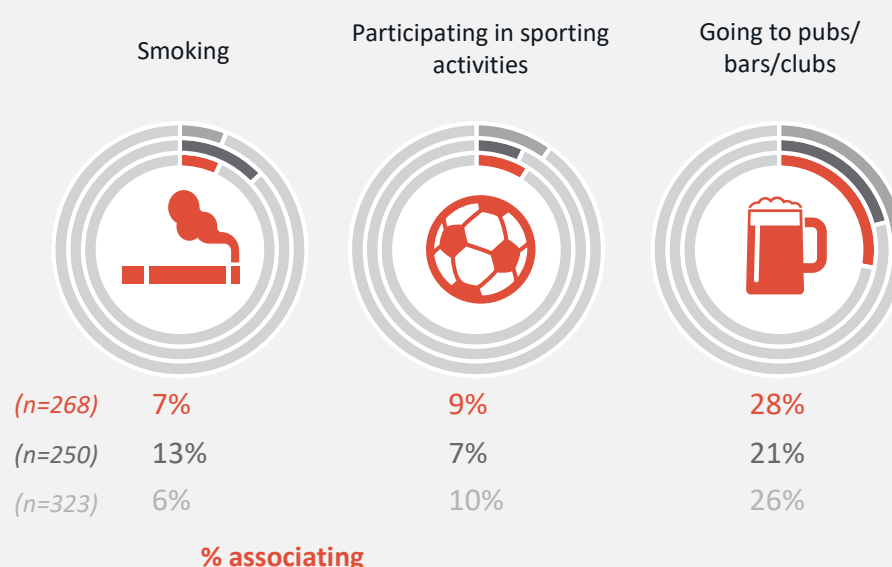
However only around half of adolescents and 4 in 10 young adults agree that their age groups are at higher risk than the average population *(Base: all those aware of meningitis)*



Many adolescents and young adults are frequently participating in activities that could increase risk of contracting meningitis... *(Base: all respondents)*



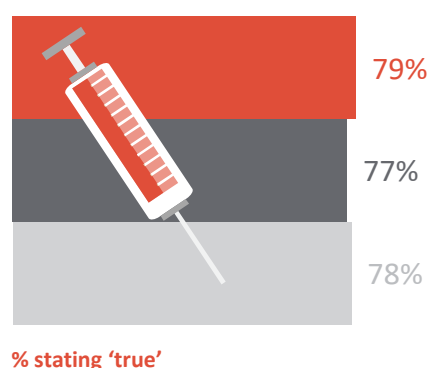
...but only a minority of people in these groups correctly associate these activities with a higher than average risk for contracting meningitis *(Base: all those aware of meningitis)*



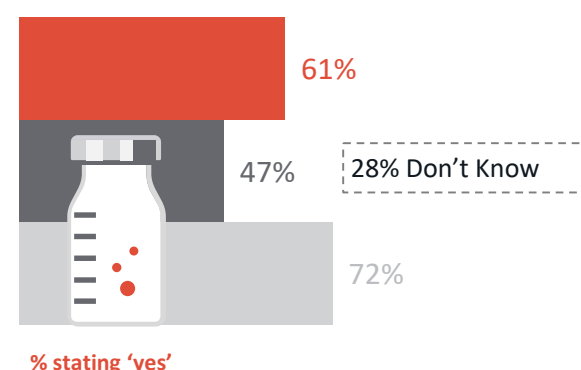
And although there is belief in the efficacy of vaccines in general, most young adults state that they either have not or don't know whether they have received a vaccine against meningococcal meningitis

■ Adolescents ■ Young Adults ■ Parents

Just over three quarters of those aware of meningitis agree that "Vaccines can help prevent different types of meningococcal meningitis" *(Base: all respondents)*



Perceived level of vaccination against meningitis is lower amongst young adults and over a quarter of this group don't know if they have been vaccinated *(Base: all those aware of meningitis)*



This study was commissioned by the Pfizer Vaccines team, and executed by Ipsos Healthcare. The research focused on adolescents (aged 15-17), young adults (aged 18-24) and parents of adolescents and young adults. In Italy, 300 adolescents, 300 young adults and 333 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. Weightings have been applied to bring the sample in line with the population profile. Interviews were carried out between 2nd February – 20th March 2018