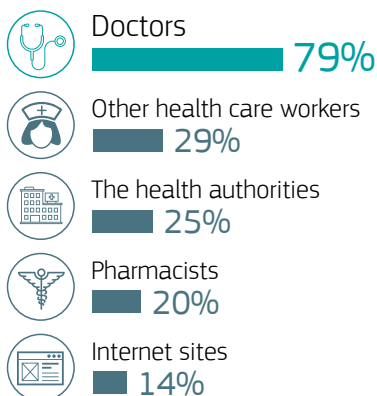


# Europeans' attitudes & behaviours about vaccination

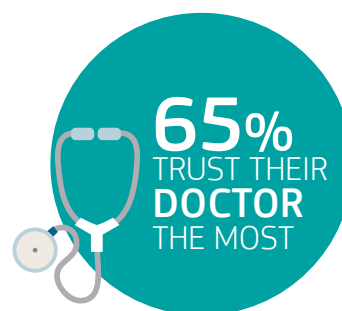


A large majority of europeans **trust doctors** regarding information on **vaccination**

ALMOST **80%** WOULD **CONSULT A DOCTOR** FOR INFORMATION ON VACCINATION



FOR INFORMATION ON VACCINATION



ONLINE SOCIAL NETWORK **1%**



**45%** HAD A VACCINATION IN THE **LAST FIVE YEARS**



**47%** HAVE A **VACCINATION CARD**

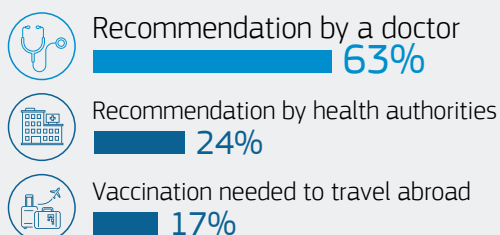


Nearly **two thirds** of those **who had** a vaccination in the last 5 years **did so because it was recommended by a doctor**

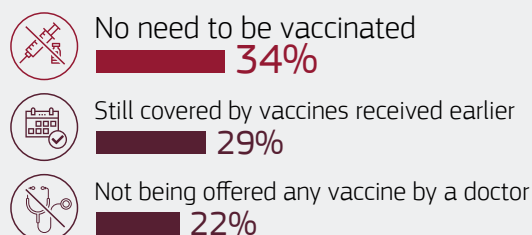


**A third** of those **who did not have** a vaccination in the last 5 years **did not see the need**

### TOP 3 REASONS



### TOP 3 REASONS





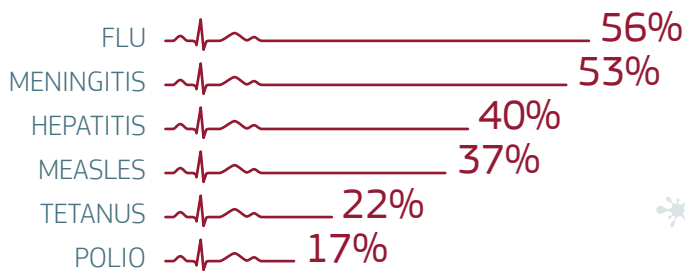
## EUROPEANS BELIEVE **VACCINATION IS IMPORTANT**

ALMOST **90%**  
THINK VACCINES ARE  
**IMPORTANT NOT ONLY  
FOR THEMSELVES  
BUT ALSO  
FOR OTHERS**

- 87%** To protect those who **cannot be vaccinated**
- 82%** It is important for everybody to have **routine vaccinations**
- 81%** Not getting vaccinated **can lead to serious health issues**
- 69%** Vaccination is important **NOT ONLY for children**

## THEY BELIEVE THAT THEY ARE **EFFECTIVE AGAINST INFECTIOUS DISEASES**

More than half of Europeans are aware that **flu & meningitis still cause death in Europe**



**85%** of Europeans think that vaccines can be **effective in preventing these infectious diseases**



**80%** think that vaccines are **rigorously tested**



**55%** think that they cannot **overload & weaken the immune system**

## HOWEVER...



Almost **half** think that **vaccines can often produce serious side effects** (48%)



And **38%** think that they can **cause the disease against which they protect**