

# OWNING [HIV]

Young Adults  
& the Fight Ahead

Merck, in partnership with Prevention Access Campaign, launched **Owning HIV: Young Adults and the Fight Ahead** as a call for all of us, including young adults, to work together to own the future of the HIV epidemic. The campaign features results from a first-of-its kind survey to better understand beliefs and perceptions about HIV among young adults in the U.S.



Survey findings showed a **surprising trend of general confusion** and **lack of knowledge of HIV and its transmission**, along with the existence of high-risk sexual practices, poor disease management, and stigmatizing behaviors among young adults.

The survey also uncovered a disconnect between **perception, beliefs, and knowledge about HIV**.

## Survey Methodology

The study was a cross-sectional, one-time online survey fielded by Kantar Group between June 17, 2019 and August 5, 2019, of approximately 1600 Generation Z (18-22) and millennial (23-36) individuals in the U.S. who self-reported as diagnosed (people living with HIV) or HIV-negative/unknown. Participants included Black/African American, Hispanic/Latinx, gay, bisexual, transgender and straight individuals. Those who self-identified as living with HIV completed a 25-minute survey, and those who self-reported as HIV-negative/unknown completed a 20-minute survey. The difference between interview lengths was due to the omission of HIV treatment questions in the HIV-negative survey.

Survey invitations were sent to pre-identified respondents who were between the ages of 18-36. Potential respondents were contacted through the Lightspeed Panel (Lightspeed is a sister company to Kantar Health owned by WPP). Lightspeed Panel members are recruited through opt-in emails, co-registration with panel partners, e-newsletter campaigns, and online banner placements. Recruitment was based on those with existing panel membership. All panelists were 18 or older and explicitly agreed to be a panel member, registered with the panel through a unique email address, and completed an in-depth demographic registration profile. Respondents entering the screener met the inclusion criteria and only those who met all the criteria were asked to participate.