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Countries Surveyed

1. Bangladesh
2. Brazil
3. China
4. GB
5. India
6. Indonesia
7. Lebanon
8. Mexico
9. Nigeria
10. Russia
11. South Africa
12. Tanzania
13. Trinidad (excl. Tobago)
14. Ukraine
15. USA
Important Note on Interpretation

- When referring to the survey, say that was conducted **on behalf of** the BBC.

- The survey is nationally representative in the US, GB, Russia and the Ukraine. So, for example, you can say that 74% of people in the US think that people under the age of 14 should be taught that condoms can protect people from HIV / Aids.

- In **ALL OTHER COUNTRIES** the survey is not nationally representative. So the figures must be quoted as those surveyed, for example, 42% of those surveyed in Nigeria think that people under the age of 14 should be taught that condoms can protect people from HIV / Aids.

- This is because in most countries, it was not possible to generate a completely random nationally representative sample. A number of the surveys were urban only, some would have excluded those without phones and some excluded the lowest social grades.
  - Details of survey coverage are available at the end of this report.

- Please note that questions 3, 4 & 5 are only asked of people who have some knowledge of HIV / AIDS, those who say it is a disease or virus and / or is potentially fatal or life threatening.
Key Insights

- In many places, HIV / AIDS is a major concern.
  - Respondents were asked “Which concerns you the most, HIV/Aids, Personal Financial security, Health problems (excluding HIV / Aids), Crime & lawlessness or Terrorist attacks”
  - In Tanzania HIV / Aids was the top concern for 66% of respondents, (Nigeria 52%, India 29%).
  - HIV / Aids is seen as more of a worry than terrorism in 10 out of the 15 countries surveyed.
  - HIV / Aids was a relatively low concern for respondents in China.

- There exists a lack of awareness of the risk and causes of HIV / Aids.
  - 61% of respondents in Brazil and 58% in Nigeria did not consider HIV / Aids to be life threatening (41% in Indonesia, 36% in Lebanon).
  - Although there is consistently very high awareness that both “sex with an infected person without a condom” and using a “Contaminated hypodermic” were causes, awareness was lower in Russia (78% and 80% respectively) and India (82% and 83% respectively).
  - Awareness that HIV/Aids could be passed from “Infected mother to her baby” was relatively low amongst respondents in Lebanon(58%), Russia(59%), India(64%) and Brazil(72%).
  - Some respondents, particularly in Indonesia, believe that HIV / Aids can be caused by “sharing personal items” (Indonesia 39%), “using a toilet used by an infected person” (Indonesia 25%), and “touching an infected person” (Indonesia 24%).

- The countries where people are most satisfied with their governments response to HIV / Aids are most often those that are the most concerned and least well informed.
  - Of the Nationalities surveyed, those most satisfied that their “government is doing enough to deal with HIV / Aids” are Bangladesh, India, Tanzania, Nigeria and Indonesia. However Tanzanians were the most concerned about HIV / Aids, Nigerians the least aware about the risks, and Indonesians the least aware of what is not a cause.
  - Although the majority of respondents believe that “children under 14 should be taught that condoms can protect people from HIV / Aids” results were noticeably lower from the Muslim nations surveyed (Nigeria, Bangladesh, Indonesia) and highest amongst the Catholic nations (Mexico, Brazil).
Results
Global Concerns - All respondents
In Many Places HIV / Aids Is A Major Concern

Which Concerns You The Most?

- Tanzania: 66% HIV / Aids, 16% My personal financial security, 6% Health problems, exclu. HIV / Aids, 4% Crime & lawlessness, 5% Terrorist attacks
- Nigeria: 52% HIV / Aids, 17% My personal financial security, 10% Health problems, exclu. HIV / Aids, 11% Crime & lawlessness, 9% Terrorist attacks
- India: 29% HIV / Aids, 19% My personal financial security, 14% Health problems, exclu. HIV / Aids, 12% Crime & lawlessness, 21% Terrorist attacks
- Trinidad: 28% HIV / Aids, 17% My personal financial security, 15% Health problems, exclu. HIV / Aids, 37% Crime & lawlessness, 2% Terrorist attacks
- South Africa: 26% HIV / Aids, 15% My personal financial security, 10% Health problems, exclu. HIV / Aids, 46% Crime & lawlessness, 2% Terrorist attacks
- Bangladesh: 25% HIV / Aids, 16% My personal financial security, 9% Health problems, exclu. HIV / Aids, 18% Crime & lawlessness, 29% Terrorist attacks
- Brazil: 18% HIV / Aids, 11% My personal financial security, 21% Health problems, exclu. HIV / Aids, 47% Crime & lawlessness, 3% Terrorist attacks
- Mexico: 18% HIV / Aids, 19% My personal financial security, 33% Health problems, exclu. HIV / Aids, 22% Crime & lawlessness, 7% Terrorist attacks
- Indonesia: 18% HIV / Aids, 18% My personal financial security, 21% Health problems, exclu. HIV / Aids, 26% Crime & lawlessness, 17% Terrorist attacks
- Lebanon: 17% HIV / Aids, 41% My personal financial security, 17% Health problems, exclu. HIV / Aids, 9% Crime & lawlessness, 12% Terrorist attacks
- Ukraine: 8% HIV / Aids, 42% My personal financial security, 28% Health problems, exclu. HIV / Aids, 17% Crime & lawlessness, 4% Terrorist attacks
- Russia: 8% HIV / Aids, 35% My personal financial security, 19% Health problems, exclu. HIV / Aids, 18% Crime & lawlessness, 18% Terrorist attacks
- GB: 7% HIV / Aids, 19% My personal financial security, 22% Health problems, exclu. HIV / Aids, 30% Crime & lawlessness, 15% Terrorist attacks
- China: 5% HIV / Aids, 20% My personal financial security, 40% Health problems, exclu. HIV / Aids, 13% Crime & lawlessness, 8% Terrorist attacks
- US: 5% HIV / Aids, 39% My personal financial security, 21% Health problems, exclu. HIV / Aids, 17% Crime & lawlessness, 18% Terrorist attacks

Base: All adults
Knowledge of HIV/Aids
Particularly in Brazil and Nigeria, there is a lack of awareness that HIV / AIDS can be life threatening.

- **Yes - could be life threatening**
- **No - don't think it is life threatening**

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tanzania</td>
<td>88%</td>
<td>10%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>39%</td>
<td>58%</td>
</tr>
<tr>
<td>India</td>
<td>74%</td>
<td>15%</td>
</tr>
<tr>
<td>Trinidad</td>
<td>84%</td>
<td>15%</td>
</tr>
<tr>
<td>South Africa</td>
<td>63%</td>
<td>34%</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>84%</td>
<td>12%</td>
</tr>
<tr>
<td>Brazil</td>
<td>29%</td>
<td>61%</td>
</tr>
<tr>
<td>Mexico</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>51%</td>
<td>41%</td>
</tr>
<tr>
<td>Lebanon</td>
<td>58%</td>
<td>36%</td>
</tr>
<tr>
<td>Ukraine</td>
<td>56%</td>
<td>34%</td>
</tr>
<tr>
<td>Russia</td>
<td>69%</td>
<td>25%</td>
</tr>
<tr>
<td>GB</td>
<td>88%</td>
<td>9%</td>
</tr>
<tr>
<td>China</td>
<td>64%</td>
<td>22%</td>
</tr>
<tr>
<td>US</td>
<td>96%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: All adults
Knowledge that HIV/AIDS can be passed from an infected mother to her baby is relatively low in India and Brazil.

Prompted response from
- Sex with infected person and no condom
- Contaminated hypodermic
- Infected mother to her baby

% that think you can catch HIV / Aids in the following ways

- **Tanzania**: 97% total, 90% sex with infected person, 84% contaminated hypodermic, 81% infected mother
- **Nigeria**: 92% total, 83% sex with infected person, 81% contaminated hypodermic, 83% infected mother
- **India**: 96% total, 82% sex with infected person, 83% contaminated hypodermic, 83% infected mother
- **Trinidad**: 96% total, 90% sex with infected person, 82% contaminated hypodermic, 90% infected mother
- **South Africa**: 94% total, 89% sex with infected person, 81% contaminated hypodermic, 89% infected mother
- **Bangladesh**: 97% total, 96% sex with infected person, 89% contaminated hypodermic, 96% infected mother
- **Brazil**: 99% total, 99% sex with infected person, 99% contaminated hypodermic, 99% infected mother
- **Mexico**: 98% total, 95% sex with infected person, 88% contaminated hypodermic, 95% infected mother
- **Indonesia**: 92% total, 92% sex with infected person, 83% contaminated hypodermic, 92% infected mother

**Base**: All with a basic awareness of what HIV / Aids is
Knowledge that HIV/AIDS can be passed from an infected mother to her baby is relatively low in Lebanon and Russia. Prompted response from

- Sex with infected person and no condom
- Contaminated hypodermic
- Infected mother to her baby

% that think you can catch HIV / Aids in any of the following ways

- Lebanon: 93% (Sex), 84% (Hypodermic), 58% (Mother)
- Ukraine: 87% (Sex), 90% (Hypodermic), 78% (Mother)
- Russia: 78% (Sex), 80% (Hypodermic), 59% (Mother)
- GB: 97% (Sex), 97% (Hypodermic), 88% (Mother)
- China: 85% (Sex), 88% (Hypodermic), 87% (Mother)
- US: 99% (Sex), 99% (Hypodermic), 94% (Mother)

Base: All with a basic awareness of what HIV / Aids is
Particularly in Indonesia, many respondents were not aware that certain events are NOT causes of HIV / Aids.

- Using a toilet used by an infected person
- Touching an infected person
- Sharing personal items (e.g. cup, towel or clothing)

The following % think that you can catch HIV / Aids

- Tanzania: 5% (using toilet), 7% (touching infected), 23% (sharing personal items)
- Nigeria: 3% (using toilet), 6% (touching infected), 3% (sharing personal items)
- India: 4% (using toilet), 7% (touching infected), 11% (sharing personal items)
- Trinidad: 5% (using toilet), 8% (touching infected), 16% (sharing personal items)
- South Africa: 6% (using toilet), 8% (touching infected), 7% (sharing personal items)
- Bangladesh: 12% (using toilet), 12% (touching infected), 22% (sharing personal items)
- Brazil: 2% (using toilet), 6% (touching infected), 23% (sharing personal items)
- Mexico: 5% (using toilet), 9% (touching infected), 11% (sharing personal items)
- Indonesia: 5% (using toilet), 7% (touching infected), 24% (sharing personal items)

Base: All with a basic awareness of what HIV / Aids is.
In many of the places surveyed many respondents were not aware that certain events are NOT causes of HIV / Aids.

- Using a toilet used by an infected person
- Touching an infected person
- Sharing personal items (e.g. cup, towel or clothing)

The following % think that you can catch HIV / Aids

- Lebanon: 5% (Using a toilet), 6% (Touching), 8% (Sharing)
- Ukraine: 5% (Using a toilet), 10% (Touching), 13% (Sharing)
- Russia: 5% (Using a toilet), 8% (Touching), 8% (Sharing)
- GB: 5% (Using a toilet), 5% (Touching), 9% (Sharing)
- China: 5% (Using a toilet), 9% (Touching), 9% (Sharing)
- US: 5% (Using a toilet), 10% (Touching), 18% (Sharing)

Base: All with a basic awareness of what HIV / Aids is
The countries where people are most satisfied with their governments response to HIV / Aids are most often those that are the most concerned and least well informed about the subject.

### Do you think your government is doing enough to deal with HIV / Aids?

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tanzania</td>
<td>62%</td>
<td>35%</td>
<td>3%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>60%</td>
<td>36%</td>
<td>5%</td>
</tr>
<tr>
<td>India</td>
<td>64%</td>
<td>32%</td>
<td>5%</td>
</tr>
<tr>
<td>Trinidad</td>
<td>16%</td>
<td>73%</td>
<td>11%</td>
</tr>
<tr>
<td>South Africa</td>
<td>28%</td>
<td>65%</td>
<td>7%</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>28%</td>
<td>78%</td>
<td>20%</td>
</tr>
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<td>Brazil</td>
<td>28%</td>
<td>66%</td>
<td>5%</td>
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<td>Mexico</td>
<td>22%</td>
<td>78%</td>
<td>5%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>27%</td>
<td>60%</td>
<td>13%</td>
</tr>
<tr>
<td>Lebanon</td>
<td>8%</td>
<td>69%</td>
<td>23%</td>
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<tr>
<td>Ukraine</td>
<td>25%</td>
<td>65%</td>
<td>11%</td>
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<td>Russia</td>
<td>23%</td>
<td>61%</td>
<td>16%</td>
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<tr>
<td>China</td>
<td>36%</td>
<td>50%</td>
<td>14%</td>
</tr>
<tr>
<td>US</td>
<td>41%</td>
<td>53%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Base: All with a basic awareness of what HIV / Aids is
When asked “Should Children under 14 be taught that condoms can protect people from HIV/Aids?”, Catholic countries tended to be most in favour, Muslim countries least.

% saying yes children should be taught

- Tanzania: 58%
- Nigeria: 42%
- India: 71%
- Trinidad: 82%
- South Africa: 85%
- Bangladesh: 63%
- Brazil: 94%
- Mexico: 97%
- Indonesia: 47%
- Lebanon: 74%
- Ukraine: 81%
- Russia: 77%
- GB: 92%
- China: 55%
- US: 74%

Base: All with a basic awareness of what HIV / Aids is
Survey Questions & Methodology
Survey Questions

2) I am going to read out a list of things people have told us that they are concerned about nowadays. Please tell me in order of importance, the top three things on the list that you are personally most concerned about? Please mention the thing that you are most concerned with first, then the second and then the third.

1. HIV / Aids
2. Terrorist attacks
3. My personal financial security
4. Health problems, excluding HIV / Aids
5. Crime and lawlessness

3) Do you think HIV / AIDS is...

1. A disease or virus
2. Potentially fatal or life threatening
3. Neither
4. Don’t know

**Asked of those with some knowledge of HIV / Aids. People who chose answer 1 and/or 2 as answers to question 2**

6) In which of the following ways, if any, do you think someone can become infected with HIV / Aids?

1. By using a toilet used by a person infected with HIV / Aids
2. By touching an infected person
3. By using a hypodermic needle contaminated with HIV / Aids
4. By having sexual intercourse with an infected person without using a condom
5. From an infected mother to her baby
6. From sharing personal items with an infected person, for example a drinking cup, towel or clothing
Survey Questions

Asked of those with some knowledge of HIV / Aids. People who chose answer 1 and/or 2 as answers to question 2

3) Do you think that children under the age of 14 should be taught that condoms can protect people from HIV / Aids?

1. Yes
2. No
3. Don’t know

Asked of those with some knowledge of HIV / Aids. People who chose answer 1 and/or 2 as answers to question 2

6) Do you think that your government is doing enough to deal with HIV / Aids?

1. Yes
2. No
3. Don’t know
# Methodological Approach

<table>
<thead>
<tr>
<th>Method - Quantitative</th>
<th>GB</th>
<th>US</th>
<th>Russia</th>
<th>Ukraine</th>
<th>Lebanon</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Random nationally representative sample</td>
<td>Phone</td>
<td>Phone</td>
<td>Face – to- face In home</td>
<td>Face – to- face In home</td>
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<tr>
<td></td>
<td>1,021</td>
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<td>1,600</td>
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<td>Ipsos UK</td>
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## Methodological Approach

<table>
<thead>
<tr>
<th></th>
<th>Nigeria</th>
<th>Tanzania</th>
<th>Brazil</th>
<th>China</th>
<th>India</th>
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<tbody>
<tr>
<td>Sample size</td>
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<td>1,007</td>
<td>2533</td>
<td>1,601</td>
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<td>BBC World Service</td>
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<tr>
<td>Research agency</td>
<td>Ipsos UK</td>
<td>Taylor Nelson Sofres plc</td>
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<td>Ipsos UK</td>
<td>Ipsos UK</td>
</tr>
</tbody>
</table>
# Methodological Approach

<table>
<thead>
<tr>
<th>Country</th>
<th>Sample Size</th>
<th>Fieldwork Dates</th>
<th>Research Agency</th>
<th>Questionnaire Design</th>
<th>Method Quantitative</th>
<th>Sample Source</th>
<th>Fieldwork Mode</th>
<th>Fieldwork Dates</th>
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<tbody>
<tr>
<td>Indonesia (excl. Tobago)</td>
<td>1027</td>
<td>13&lt;sup&gt;th&lt;/sup&gt; – 26&lt;sup&gt;th&lt;/sup&gt; Aug. 2003</td>
<td>Ipsos UK</td>
<td>BBC World Service</td>
<td>Urban – Jakarta, Surabaya, Medan and Bandung</td>
<td>Face-to-face In home</td>
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</tr>
<tr>
<td>Mexico</td>
<td>1008</td>
<td>10&lt;sup&gt;th&lt;/sup&gt; – 24&lt;sup&gt;th&lt;/sup&gt; Aug. 2003</td>
<td>Ipsos UK</td>
<td></td>
<td>Urban - Mexico City, Guadalajara, Monterrey and Leon</td>
<td>Phone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Africa</td>
<td>1,000</td>
<td>02&lt;sup&gt;nd&lt;/sup&gt; -17&lt;sup&gt;th&lt;/sup&gt; Sept. 2003</td>
<td>Taylor Nelson Sofres plc</td>
<td></td>
<td>Metropolitian (excl. lowest social grades)</td>
<td>Phone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bangladesh (excl. Tobago)</td>
<td>1000</td>
<td>04&lt;sup&gt;th&lt;/sup&gt; -18&lt;sup&gt;th&lt;/sup&gt; Sept. 2003</td>
<td>Taylor Nelson Sofres plc</td>
<td></td>
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<td>Face-to-face In home</td>
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<tr>
<td>Trinidad</td>
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<td>07&lt;sup&gt;th&lt;/sup&gt; – 23&lt;sup&gt;rd&lt;/sup&gt; Sept. 2003</td>
<td>AC Nielsen</td>
<td></td>
<td>National excl. Tobago – interview with purchase decision maker (mainly female)</td>
<td>Face-to-face In home</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Random representative samples covering

- Urban – Jakarta, Surabaya, Medan and Bandung
- Urban - Mexico City, Guadalajara, Monterrey and Leon
- Metropolitian (excl. lowest social grades)
- Urban – Dhaka, Chittgong, Rajshahi and Kulna
- National excl. Tobago – interview with purchase decision maker (mainly female)