

# **Global Survey – Assessing Knowledge of and Attitudes Towards HIV / Aids Summary Version**

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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 it 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

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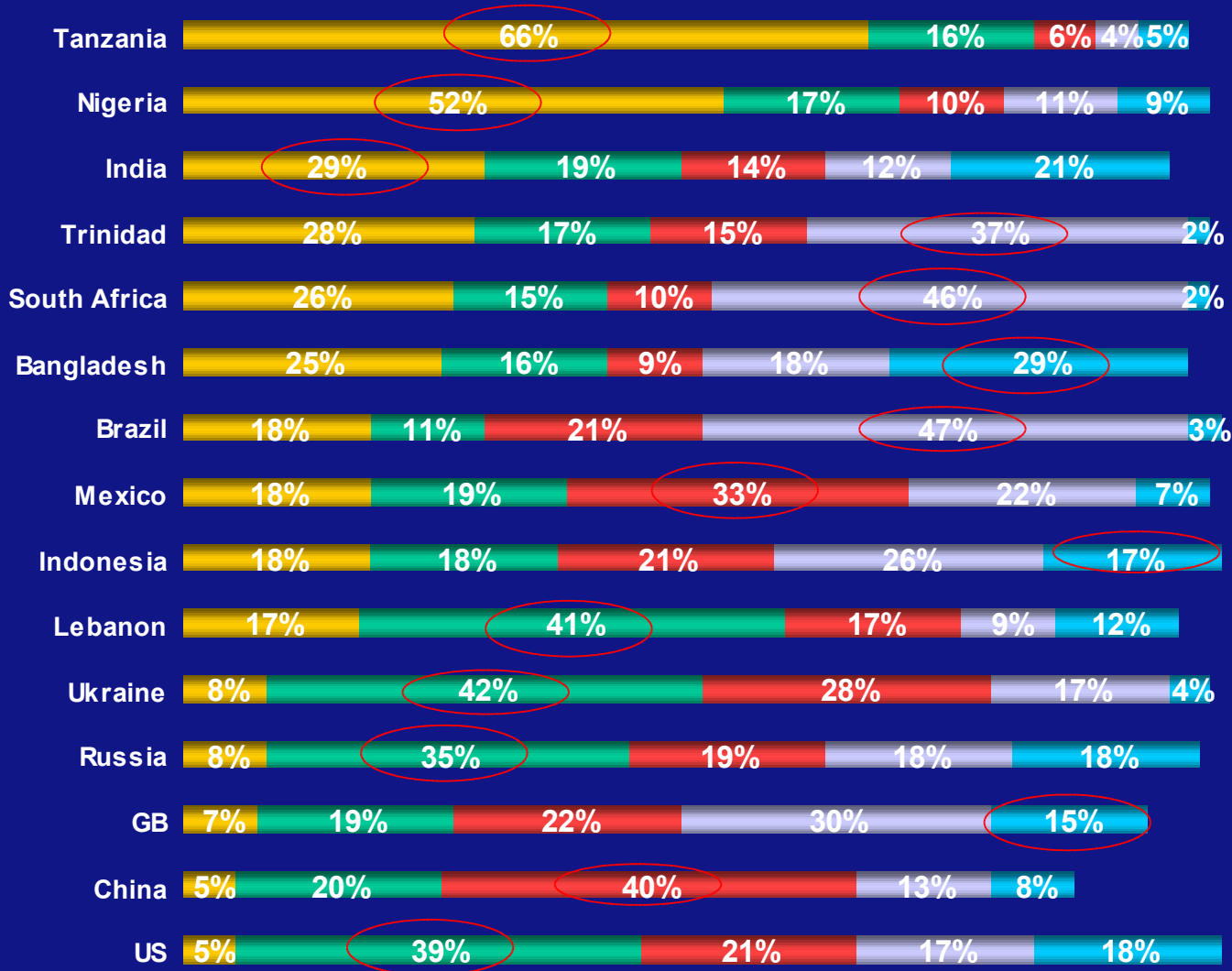
# Global Concerns - All respondents



# In Many Places HIV / Aids Is A Major Concern

■ HIV / Aids ■ My personal financial security ■ Health problems, exclu. HIV / Aids ■ Crime & lawlessness ■ Terrorist attacks

## Which Concerns You The Most?



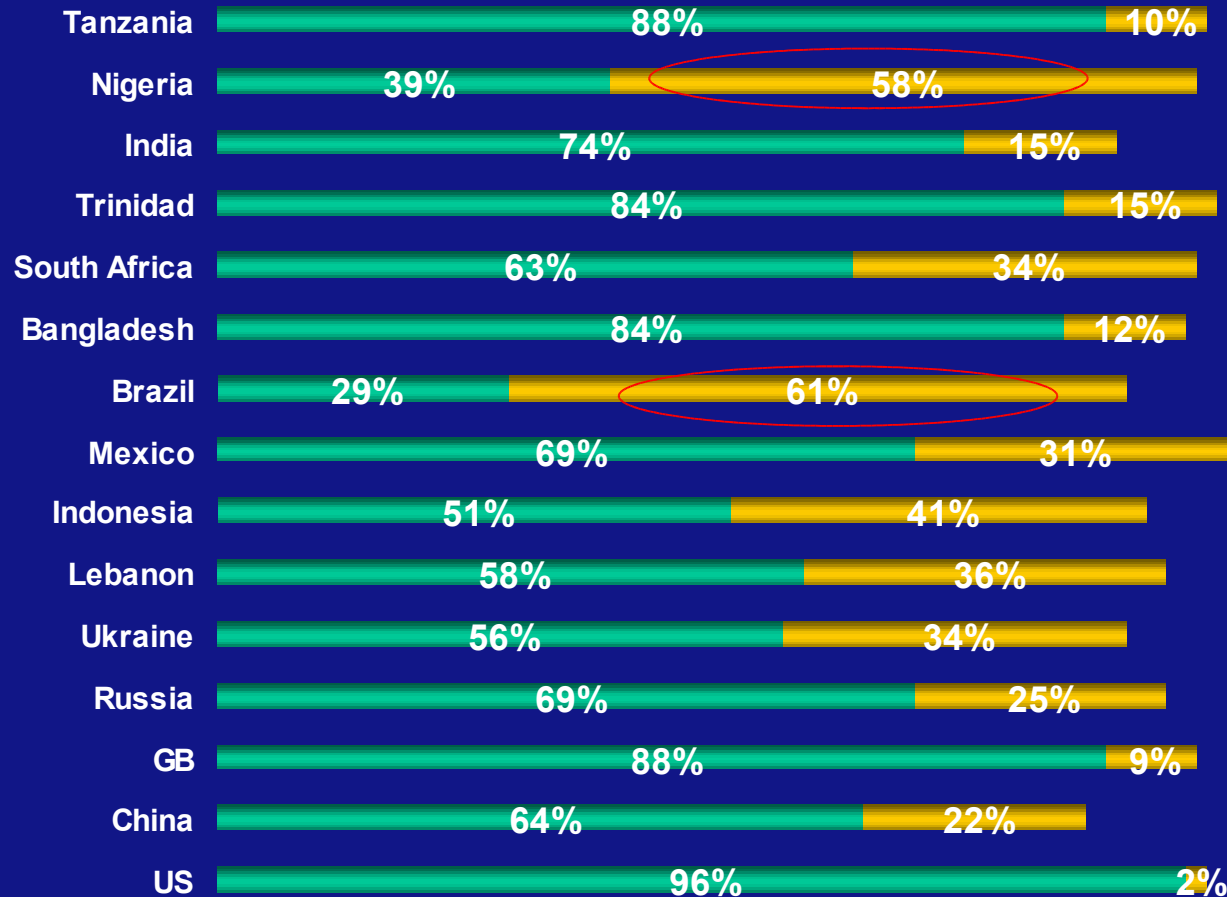
Base: All adults

# 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

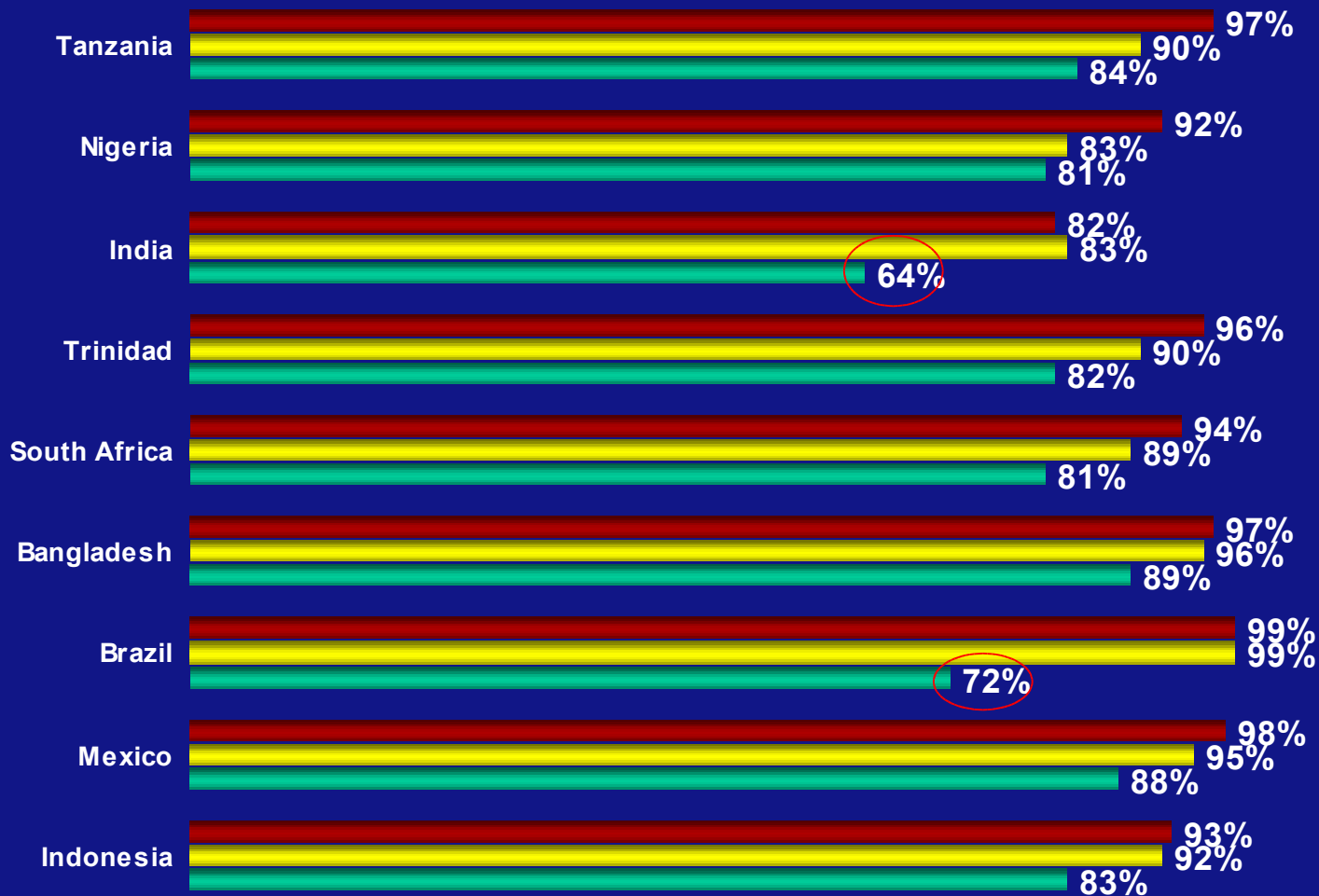


Base: All adults

# 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



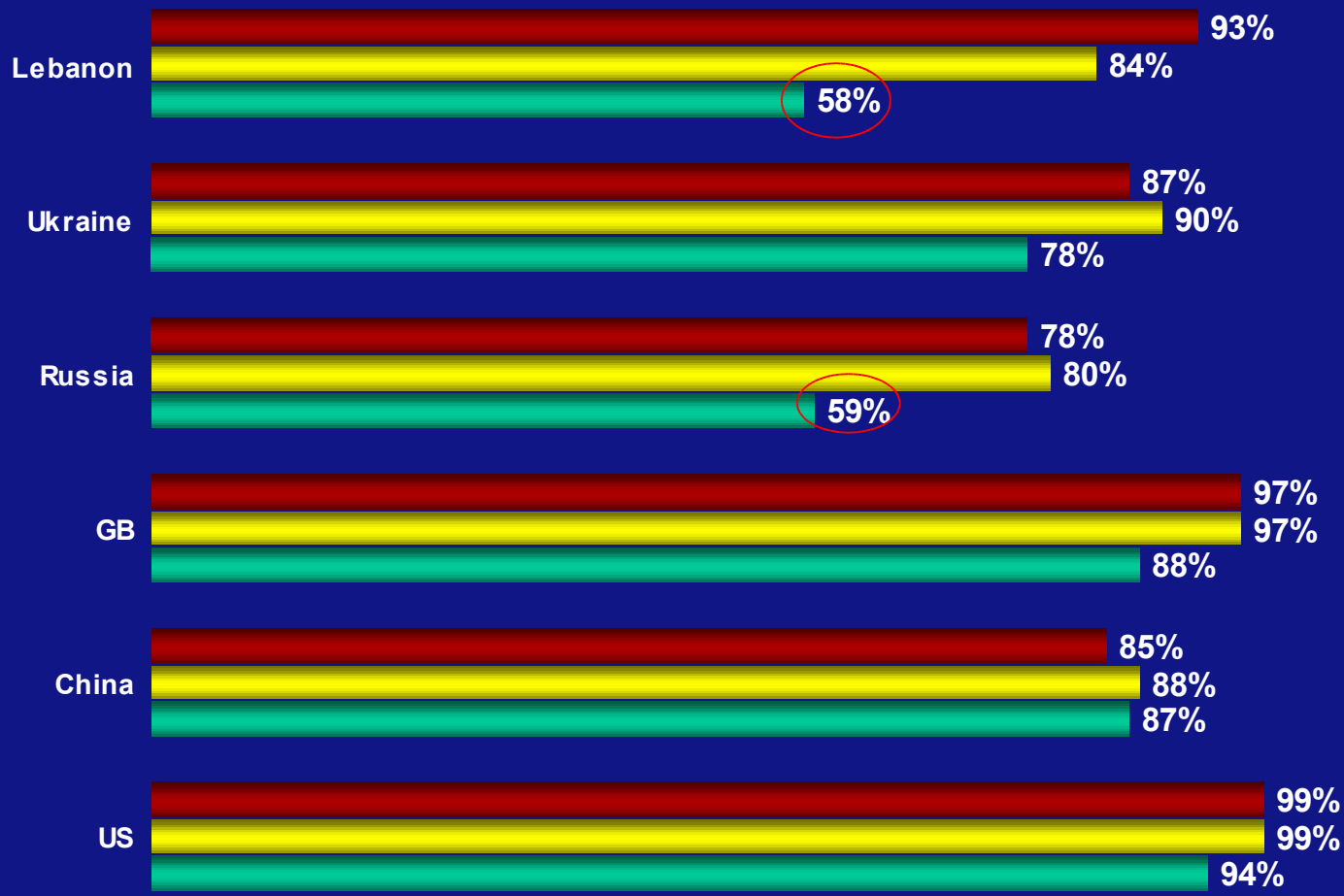
Base: All with a basic awareness of what HIV / Aids is

# 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

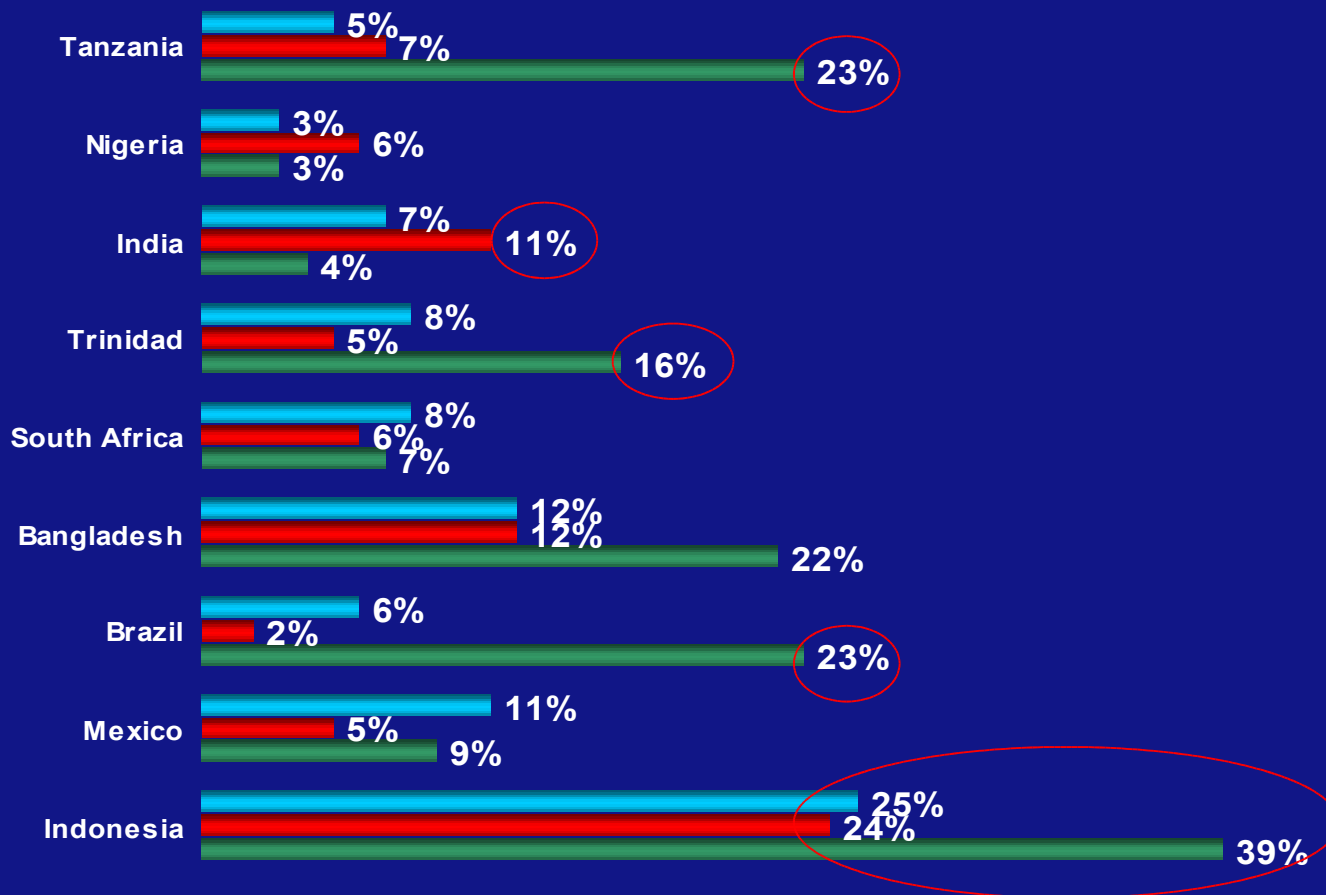


Base: All with a basic awareness of what HIV / Aids is

# 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

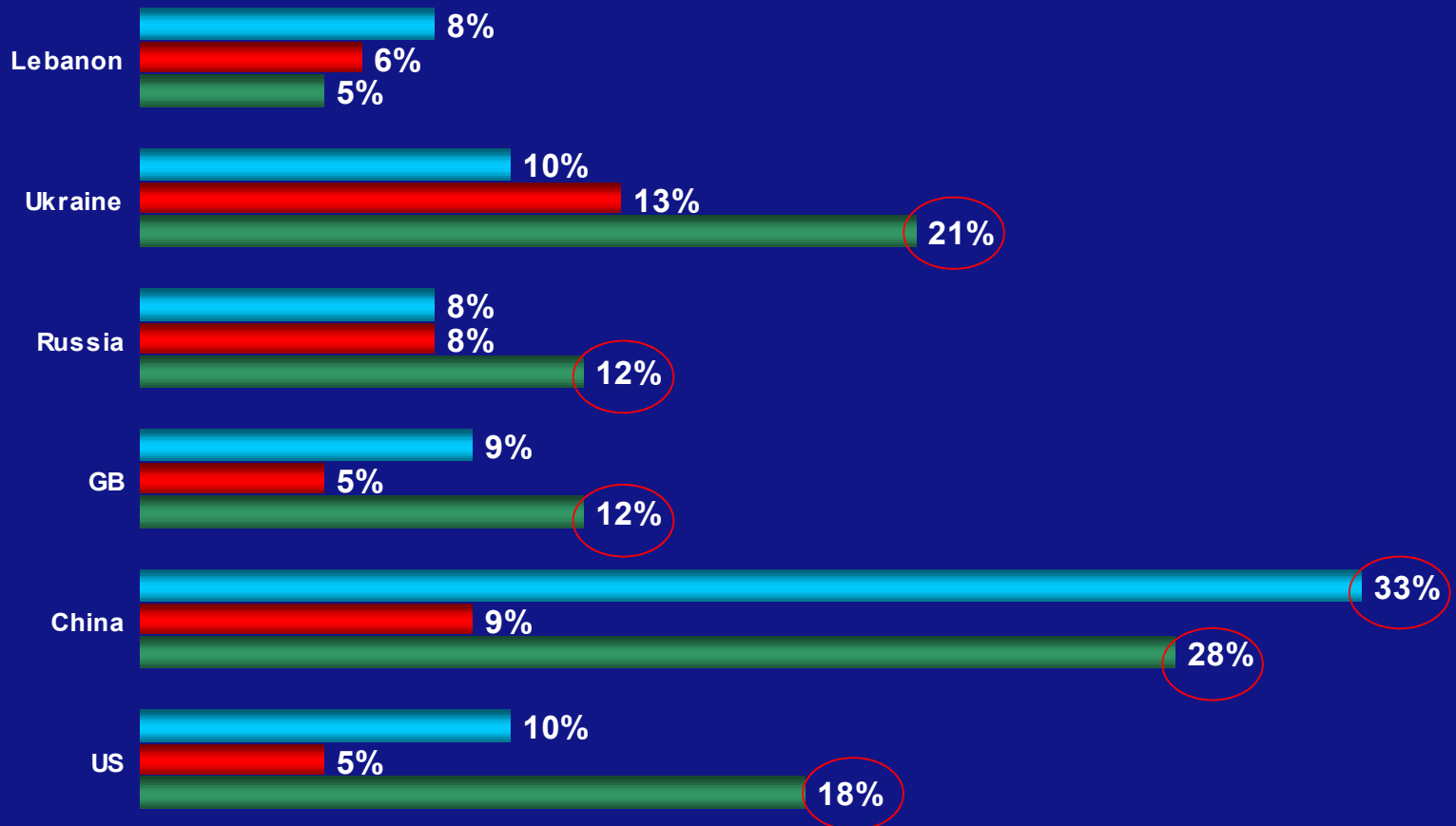


Base: All with a basic awareness of what HIV / Aids is

# 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

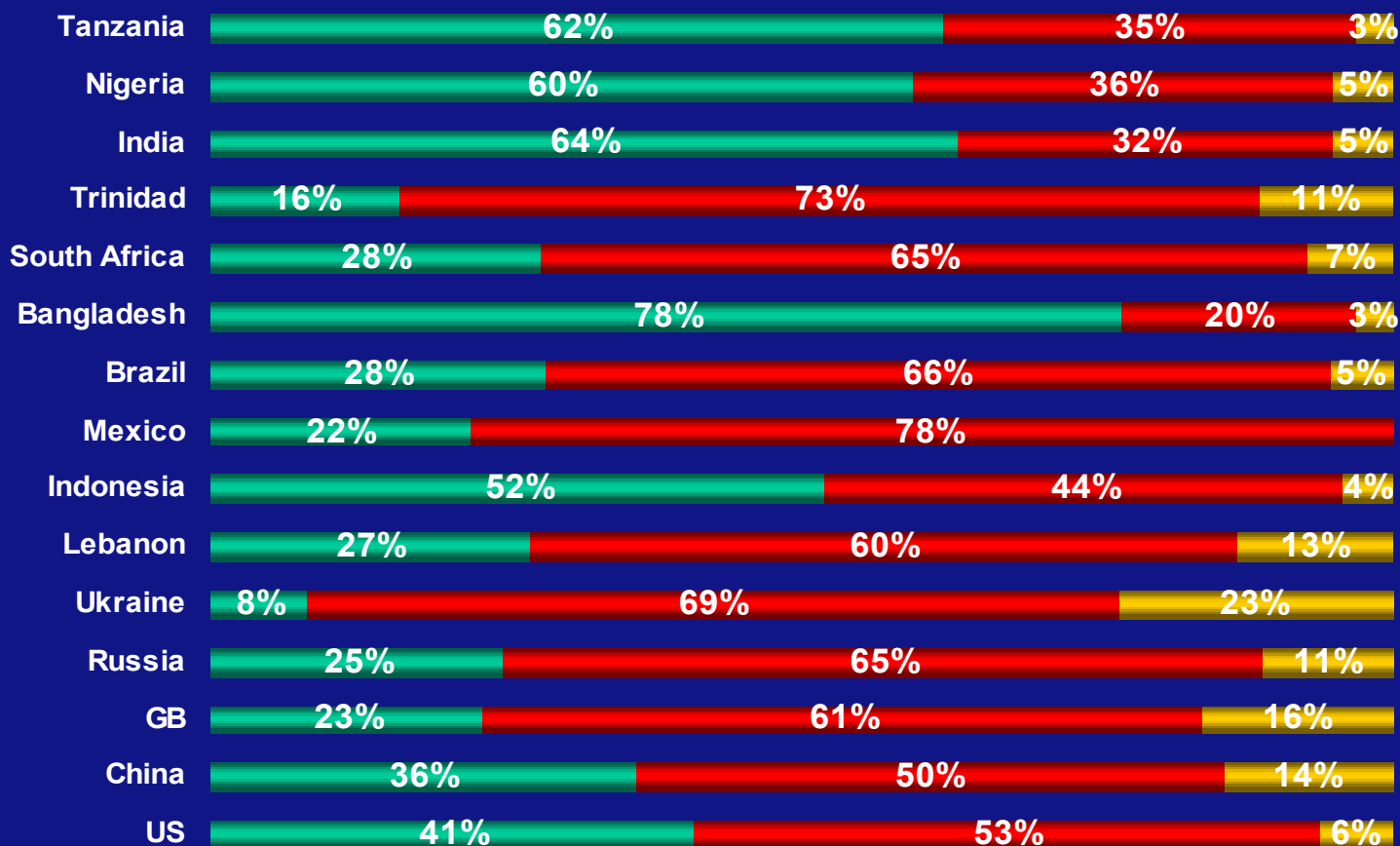


Base: All with a basic awareness of what HIV / Aids is

**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?**

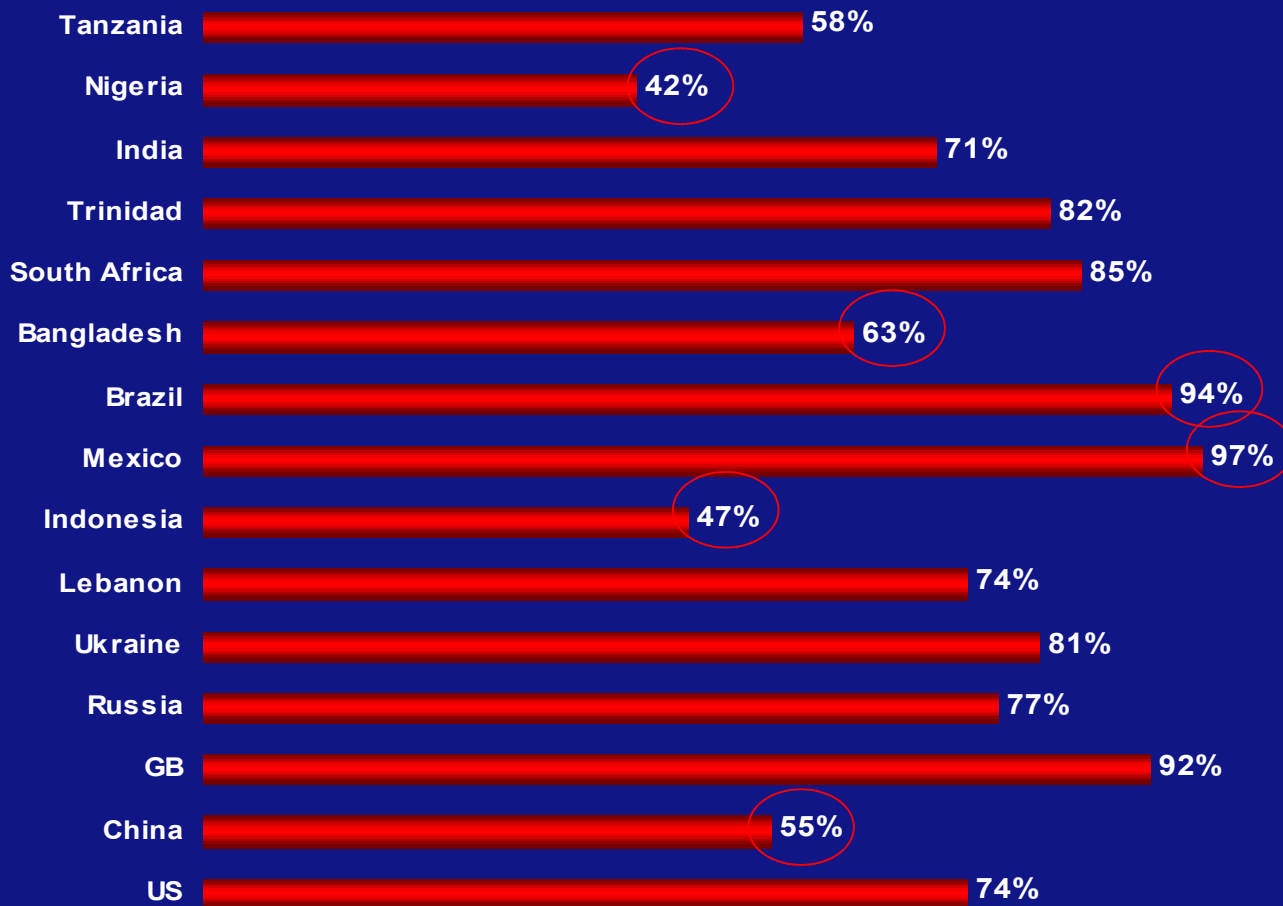
■ Yes ■ No ■ Don't know



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**



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

	<b>GB</b>	<b>US</b>	<b>Russia</b>	<b>Ukraine</b>	<b>Lebanon</b>
Method - Quantitative	Random nationally representative sample				Nationally representative sample
	Phone	Phone	Face - to-face In home	Face - to - face In home	Face - to- face In public places
Sample size:	1,021	1,003	1,600	1200	502
Questionnaire design:	BBC World Service				
Research agency:	Taylor Nelson Sofres plc	Ipsos UK	Ipsos UK	Taylor Nelson Sofres plc	Taylor Nelson Sofres plc
Fieldwork dates:	11 <sup>th</sup> – 13 <sup>th</sup> Sept. 2003	05 <sup>th</sup> – 07 <sup>th</sup> Sept. 2003	15 <sup>th</sup> – 26 <sup>th</sup> Aug. 2003	28 <sup>th</sup> Aug. – 04 <sup>th</sup> Sept. 2003	01 <sup>st</sup> -20 <sup>th</sup> Sept. 2003

# Methodological Approach

	<b>Nigeria</b>	<b>Tanzania</b>	<b>Brazil</b>	<b>China</b>	<b>India</b>
<b>Method quantitative</b>	Random representative samples covering...				
	Urban- Lagos, Ibadan, Benin, Aba, Kano and Jos (underepresents illiterates)	National (excl. lowest social grade)	Urban – Sao Paulo, Rio, Belo Horizonte and Porto Alegre	Urban – Beijing, Shanghai, Guangzhou, Wuhan and Chengdu	Urban - New Delhi, Calcutta, Mumbai and Chennai
	Face-to-face In home	Face-to-face In home	Phone	Phone	Face-to-face In home
<b>Sample size:</b>	1,000	500	1,007	2533	1,601
<b>Questionnaire design:</b>	BBC World Service				
<b>Research agency:</b>	Ipsos UK	Taylor Nelson Sofres plc	Ipsos UK	Ipsos UK	Ipsos UK
<b>Fieldwork dates:</b>	14 <sup>th</sup> Aug – 16 <sup>th</sup> Sept. 2003	01 <sup>st</sup> -05 <sup>th</sup> Sept. 2003	10 <sup>th</sup> – 24 <sup>th</sup> Aug. 2003	10 <sup>th</sup> – 25 <sup>th</sup> Aug. 2003	15 <sup>th</sup> – 30 <sup>th</sup> Aug. 2003

# Methodological Approach

	<b>Indonesia</b>	<b>Mexico</b>	<b>South Africa</b>	<b>Bangla - desh</b>	<b>Trinidad (exclu. Tobago)</b>
Method quantitative	Random representative samples covering				
	Urban – Jakarta, Surabaya, Medan and Bandung	Urban - Mexico City, Guadalajara, Monterrey and Leon	Metropolitan (excl. lowest social grades)	Urban – Dhaka, Chittgong, Rajshahi and Kulna	National exclu. Tobago – interview with purchase decision maker (mainly female)
	Face-to-face In home	Phone	Phone	Face-to-face In home	Face-to-face In home
Sample size:	1027	1008	1,000	1000	600
Questionnaire design:	BBC World Service				
Research agency:	Ipsos UK	Ipsos UK	Taylor Nelson Sofres plc	Taylor Nelson Sofres plc	AC Nielsen
Fieldwork dates:	13 <sup>th</sup> – 26 <sup>th</sup> Aug. 2003	10 <sup>th</sup> – 24 <sup>th</sup> Aug. 2003	02 <sup>nd</sup> -17 <sup>th</sup> Sept. 2003	04 <sup>th</sup> -18 <sup>th</sup> Sept. 2003	7 <sup>th</sup> – 23 <sup>rd</sup> Sept. 2003