



World Vision

Canadian Attitudes On The HIV/AIDS Pandemic



IPSOS-Reid/World Vision Survey Findings, March 25, 2004

Introduction

This report details the findings of a survey of Canadian attitudes regarding HIV/AIDS conducted by Ipsos-Reid on behalf of World Vision. The questions were included in the February 2004 IPSOS-Reid poll.

Any questions regarding this report can be directed to Euis Dougan-McKenzie on behalf of World Vision Canada's HIV/AIDS team, at 905-565-6200 ext. 2727. For questions related to methodology, contact John Wright, senior vice-president of IPSOS-Reid Canada.

Methodology

The Canada-wide telephone poll was conducted by telephone on February 17 and February 19, 2004, among a representative cross-section of 1,059 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

KEY FINDINGS

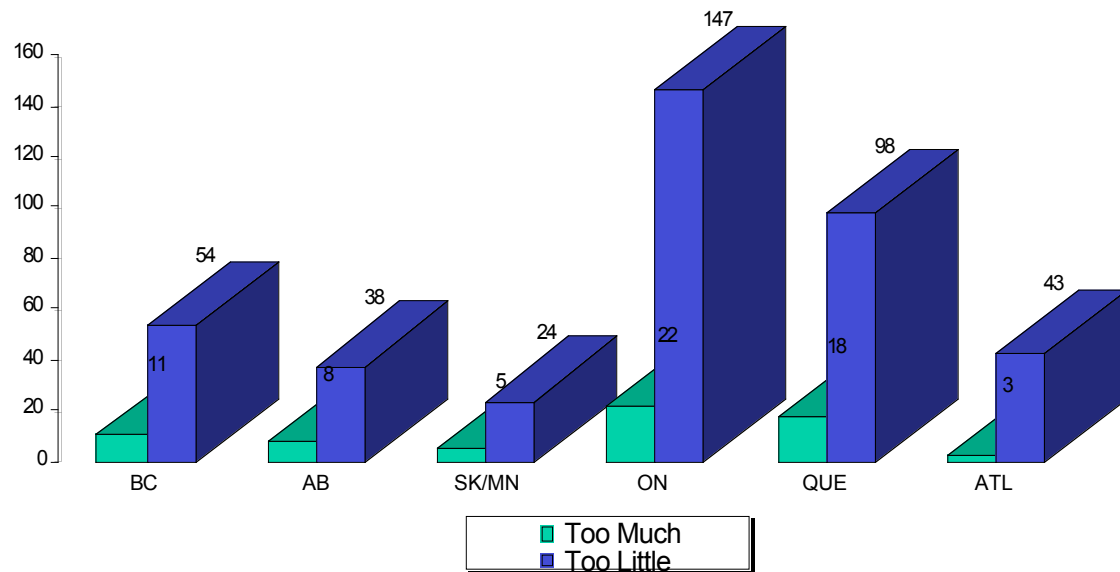
- A large number of Canadians (60 per cent) recognize the fact that HIV/AIDS is a worldwide epidemic best described as an international emergency.
 - Atlantic Canada (71 per cent) has the highest level of awareness of the crisis level of this pandemic. Atlantic Canada, British Columbia (68 per cent), and Ontario (65 per cent) are more likely than residents of Alberta (50 per cent), Quebec (52 per cent), and Saskatchewan/Manitoba (56 per cent) to think HIV/AIDS is a worldwide epidemic best described as an international emergency.
 - A majority of Canadians, nearly nine in ten (88 per cent), are also aware that Africa has been hit the hardest with HIV/AIDS.
- There is considerable support for the Canadian government’s foreign spending on HIV/AIDS programs, but many Canadians believe more should be spent.
 - Forty per cent of Canadians feel there is too little foreign spending on HIV/AIDS.
- Canadians see various key causes for HIV/AIDS.
 - More than eight in 10 Canadians (82%) agree that “lack of education is a key cause in the spread of HIV/AIDS,” nearly six in 10 (59%) agree that “poverty is a key cause to the spread of HIV/AIDS,” and close to half (46%) agree that “lack of political will in the international community is a key cause of HIV/AIDS.”

While 40 per cent of Canadians think the Canadian government's foreign spending on HIV/AIDS is "about the right amount to spend," the same proportion (40 per cent) believes it's "too little."

This is a significantly higher percentage than the respondents who are happy with the current level of foreign spending on HIV/AIDS, since only 7 per cent think the government is spending "too much".

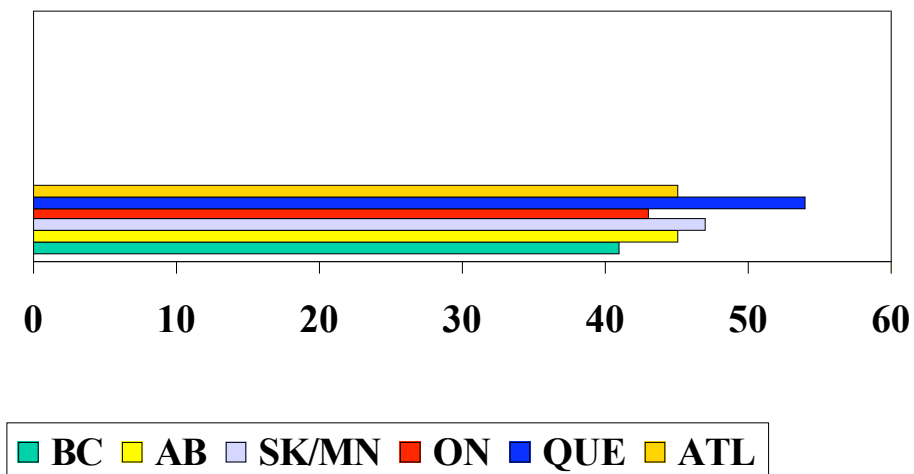
This is especially significant because it means 9.6 million adult Canadians would support an increase in funding for HIV/AIDS in the developing world.

Canadian government foreign spending on HIV/AIDS too little



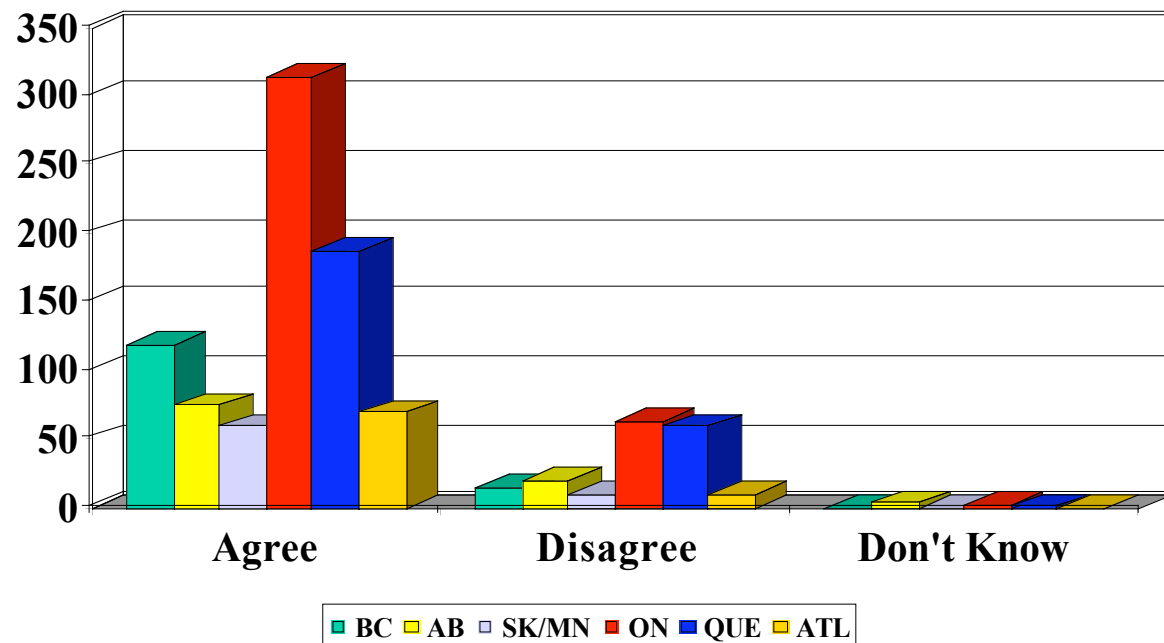
Nearly half (46 per cent) of respondents agree that a lack of political will in the international community is a key cause of HIV/AIDS. Residents of Quebec (54 per cent) are most likely to agree with the statement, followed by residents of Atlantic Canada (49 per cent), Saskatchewan and Manitoba (47 per cent), Alberta (45 per cent), Ontario (43 per cent), and British Columbia (41 per cent). The tendency to agree with the statement increases with age (42 per cent: 18-34; 46 per cent: 35-54; 52 per cent: 55+).

Lack of political “Will” in the international community is a key cause of HIV/AIDS



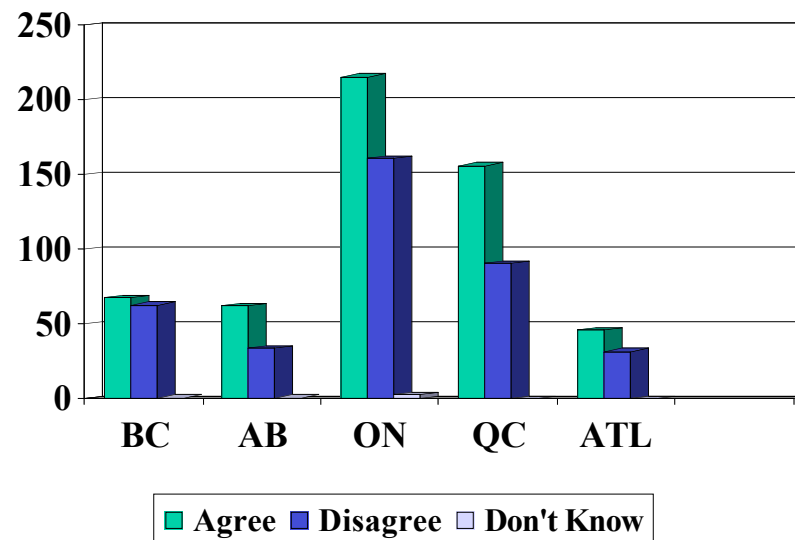
Lack of education is a key cause in the spread of HIV/AIDS

More than eight in 10 Canadians (82 per cent) agree that “lack of education is a key cause in the spread of HIV/AIDS,” while 17 per cent disagree. Residents of Atlantic Canada (89 per cent) and British Columbia (89 per cent) are most likely to agree with the statement, followed by residents of Saskatchewan and Manitoba (86 per cent), Ontario (83 per cent), Alberta (77 per cent), and Quebec (76 per cent). Canadians with at least some post-secondary education (88 per cent) are more likely than those without (71 per cent) to agree with the statement.



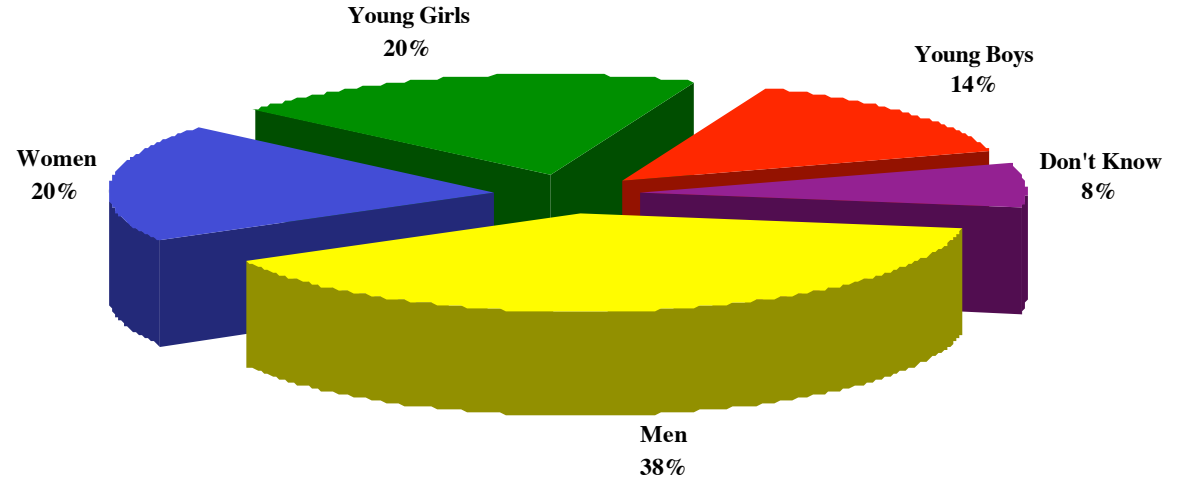
Nearly six in 10 (59 per cent) agree that “poverty is a key cause of the spread of HIV/AIDS,” while four in 10 (41 per cent) disagree. Residents of Alberta (64 per cent) are most likely to agree with the statement, followed by residents of Quebec (63 per cent), Atlantic Canada (59 per cent), Saskatchewan and Manitoba (58 per cent), Ontario (57 per cent), and British Columbia (52 per cent). Canadians with an annual household income of \$30,000 or greater (62 per cent) are more likely than those with less (52 per cent) to agree with the statement.

Poverty is a cause of HIV/AIDS



Thinking about the spread of HIV/AIDS, who do you think is most vulnerable to contracting HIV/AIDS?

According to the survey results, Canadians perceive men as the most vulnerable group when it comes to contracting HIV/AIDS. Thirty-nine per cent of Canadians cited men as the most vulnerable, followed by young girls (20 per cent), and women (19 per cent).



WORLD VISION HIV/AIDS – HOPE INITIATIVE



More than 400,000 Canadians generously support the relief and development work of World Vision Canada in over 90 countries. World Vision gives particular emphasis to the HIV/AIDS crisis by assisting orphans and vulnerable children. World Vision's Hope Initiative aims to weaken the inevitability of this cycle through Prevention, Care and Advocacy.

HIV/AIDS is more than an epidemic. It is a catastrophe destroying families and stealing hope from the hearts of children. The effects of HIV/AIDS are consuming years of development progress around the world. HIV/AIDS thrives in an environment of economic instability. It easily attacks the vulnerable and exacerbates their plight.

Whether it's a gift of your time, your finances, or your voice, you can make an astonishing difference in the lives of people living in difficult circumstances. You can join us through options like HopeChild, the Action and Youth Action Networks or many others, as well as planning an event of your own! World Vision Canada wants to engage with you and other Canadians in the fight against HIV/AIDS. Visit www.worldvision.ca/hope for more information.