

### **Marie Stopes International**

Marie Stopes International (MSI) provides sexual and reproductive health information and services throughout the developing world. MSI focuses on prevention in its response to HIV/AIDS, raising awareness through safer sex education and distributing 100 million condoms annually. MSI contributes to national and international responses to improve access to HIV prevention and treatment through its centre network, reaching millions of people from all sectors of society. MSI is currently extending its activities to provide voluntary confidential counselling and testing, and treatment referral services.

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Registered Charity No. 265543

### **Interact Worldwide**

Interact Worldwide works with some of the world's poorest and most vulnerable people, protecting and promoting their sexual and reproductive health and rights. Over 70% of the organisation's work relates to HIV/AIDS prevention, treatment, care and support – as well as fighting discrimination against those who are affected. Interact Worldwide also advocates for sustained investment in new HIV prevention technologies, which could change the course of the pandemic forever – saving millions of lives. Working with partners including over 500 community organisations, national governments and global organisations, Interact Worldwide supports the fight against HIV/AIDS across Africa, Asia and Latin America.

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# **Public Attitudes to HIV/AIDS**

**An independent survey for World AIDS Day 2004  
carried out by NOP World  
on behalf of Marie Stopes International  
and Interact Worldwide**

## **Key Findings**

**Embargoed from media usage until  
0700 hours, 1 December 2004**

**interact**  
worldwide

PROVIDING CHOICES IN REPRODUCTIVE  
HEALTHCARE  
**MARIE STOPES  
INTERNATIONAL**

## Research objectives:

- To establish current levels of public awareness / knowledge about HIV/AIDS in domestic and international contexts
- To examine whether ignorance / prejudice / stigma around HIV/AIDS persists, 20 years into the pandemic

## Sample:

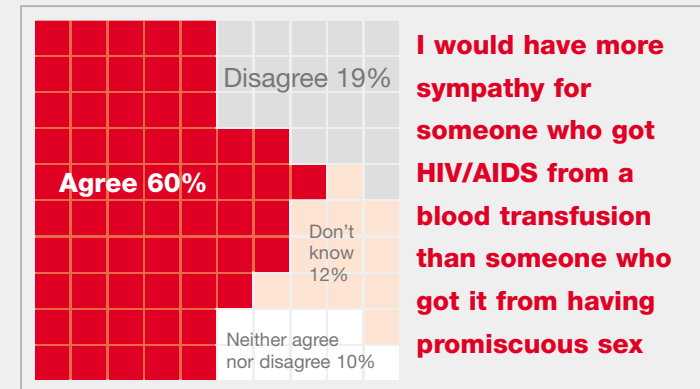
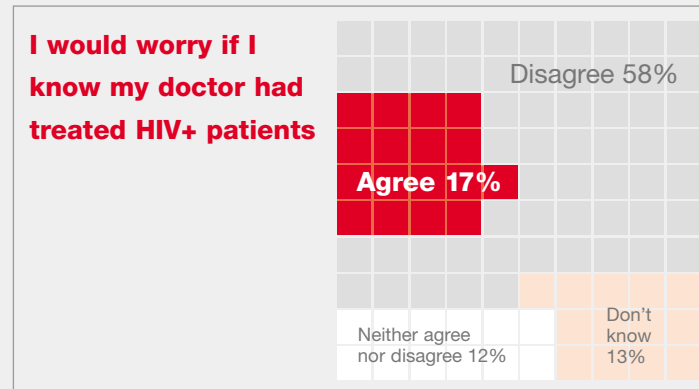
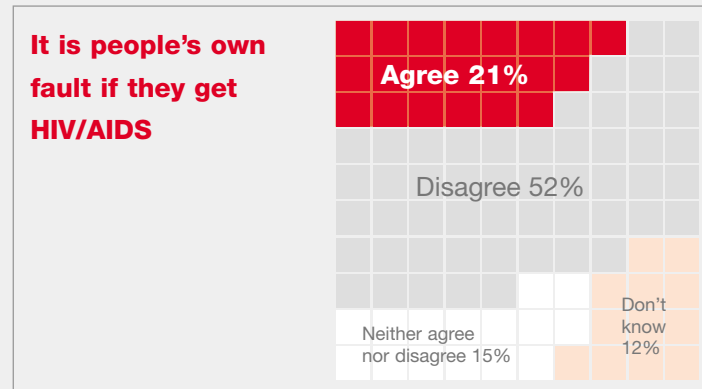
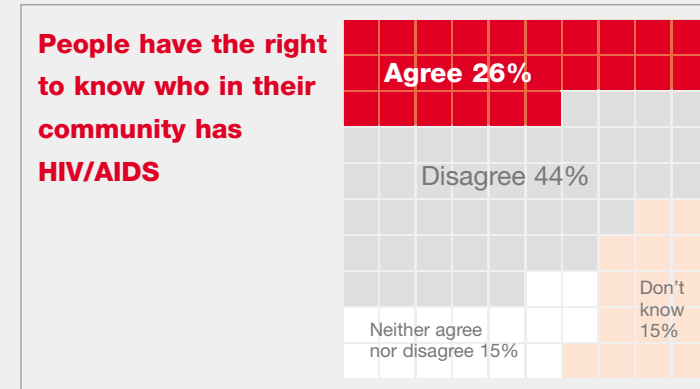
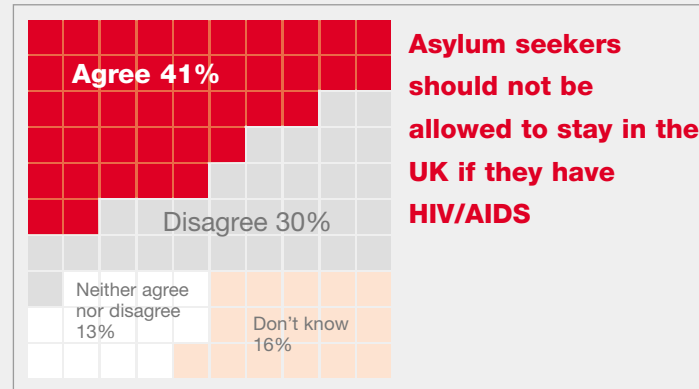
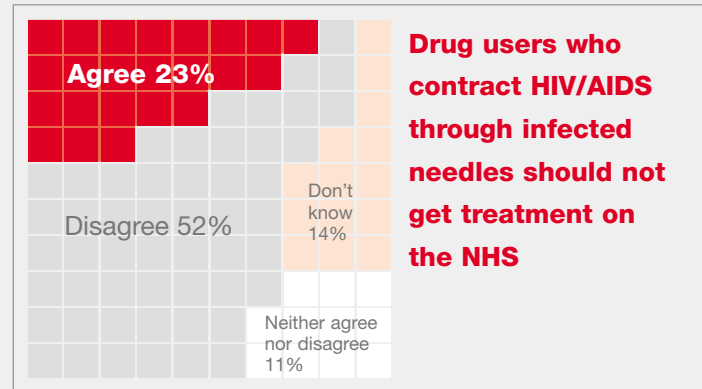
- 1,955 adults across GB aged 18 or over
- Robust, nationally representative sample
- Data has been weighted to bring it into line with national profiles

## Methodology:

- Survey conducted as part of NOP's random location omnibus
- Survey conducted in-home using CAPI (computer aided personal interviewing) technology, self-completion style
- Fieldwork conducted between 21st and 26th October 2004

## 1. Prejudice and stigma

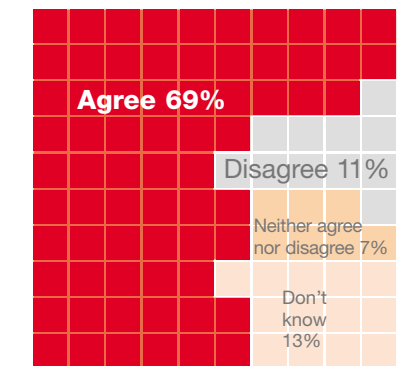
Q: Respondents were asked how much they agreed or disagreed with the following things that people have said about HIV/AIDS



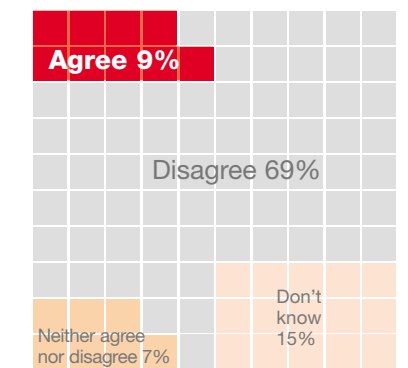
## 3. The international perspective

Q: Respondents were asked how much they agreed or disagreed with the following statements about HIV/AIDS in developing countries

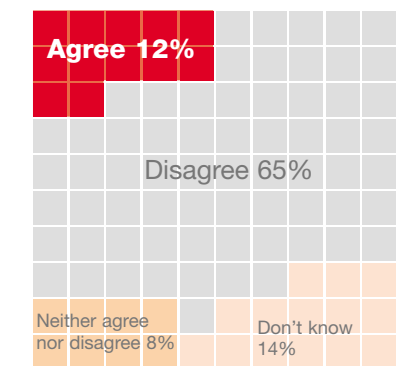
**Rich countries should ensure that in poor countries, drugs to treat HIV/AIDS are cheap and available to all**



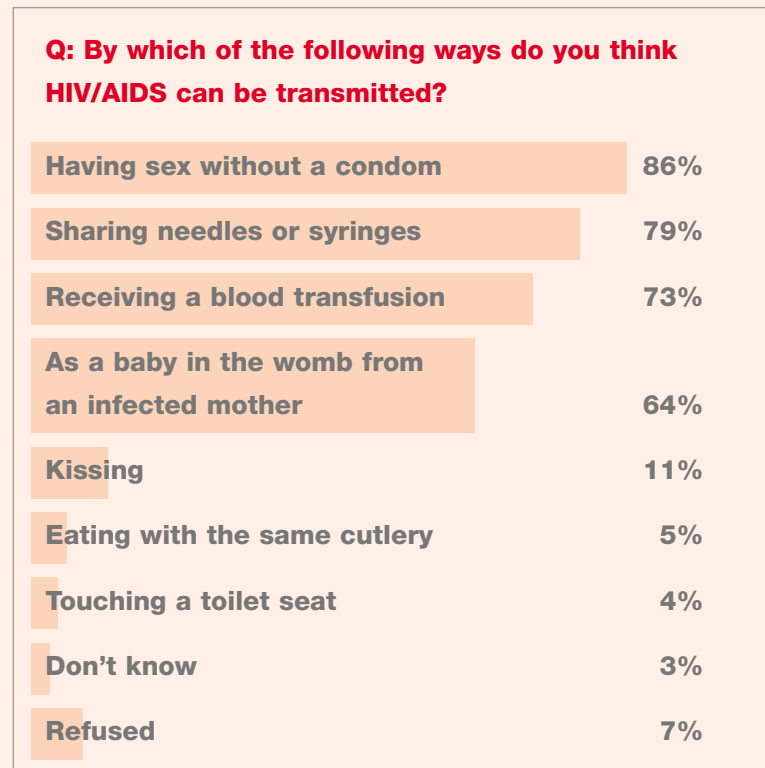
**HIV/AIDS is not a big problem in developing countries because there are too many people anyway**



**There is no point giving more money to developing countries to assist with HIV/AIDS as these countries are past help**



## 2. Awareness and understanding

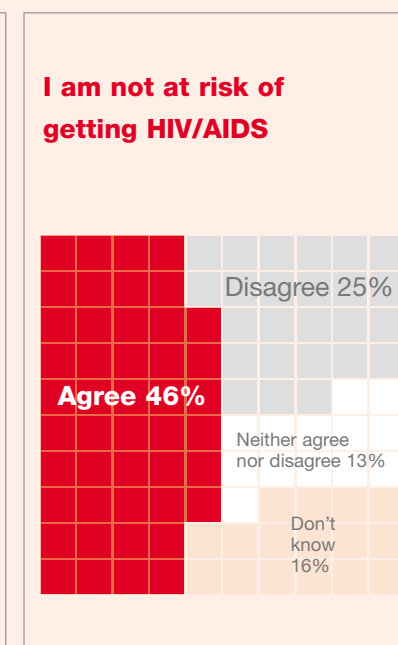
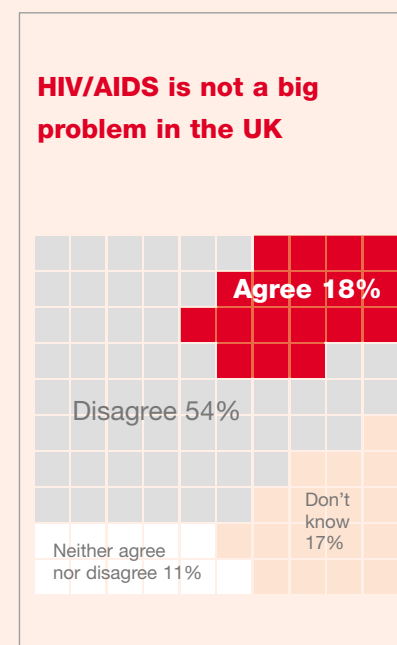


Q: Using a scale of one to ten, where one is 'no risk' and ten is 'high risk' what level of risk does each of the following groups have of contracting HIV/AIDS

Table shows the aggregate percentage scores for low risk responses (1-3 on the scale) and high risk responses (8-10 on the scale)

	Low risk	High risk
Homosexuals	4%	54%
Heterosexuals	11%	26%
Drug users	1%	70%
Prostitutes	2%	69%
Black people	12%	26%
White people	14%	18%
Women	12%	18%
Men	9%	25%

Q: Respondents were asked how much they agreed or disagreed with the following statements



NB: Percentages may not total 100% due to rounding