

GLOBAL HIV PERCEPTIONS SURVEY

Research
summary
report

World AIDS Day
Thursday 1 December 2022





GLOBAL HIV STIGMA

To mark World AIDS Day 2022, ViiV Healthcare commissioned research into current attitudes towards HIV, which unveiled a widespread gap in public knowledge and understanding of HIV worldwide. The survey was conducted online by Opinium on behalf of ViiV Healthcare from 28 September to 6 October 2022 among 8,000 adults aged 18 and older, across eight countries: UK, France, Germany, Canada, Australia, Japan, South Africa and Brazil. These data were collected in support of the HIV in View campaign, which aims to challenge negative perceptions about HIV by showing the real-life experiences of the HIV community and sharing their stories.

Opinium Research is registered in England and Wales. Limited Liability Partnership number OC331181.
Our registered office is 24A St John Street, London, EC1M 4AY, where our list of members is available for inspection.

PROJECT DETAILS

PROJECT NUMBER	OPUK22054
PROJECT NAME	HIV Perceptions: Global
CLIENT COMPANY NAME	GCI Health
PROJECT MANAGER NAME	Jordan McLaren
PROJECT MANAGER EMAIL	jordanmclaren@opinium.com
SAMPLE	8,000 nationally representative adults in the UK, France, Germany, Japan, Australia, Canada, South Africa and Brazil
FIELDWORK DATES	28th September – 6th October 2022

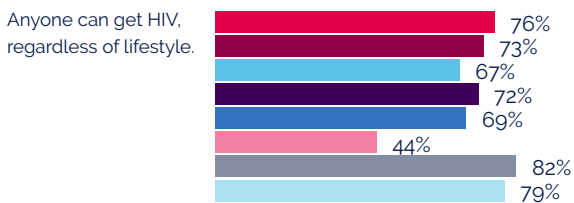
AWARENESS OF HIV

More adults in Brazil are aware that HIV cannot be sexually transmitted when taking medication as prescribed, compared to other countries.

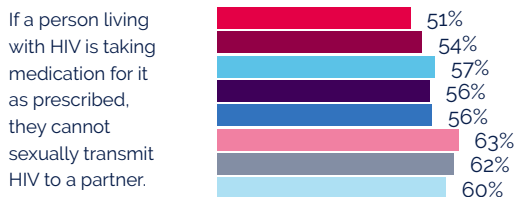
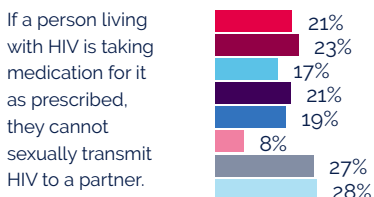
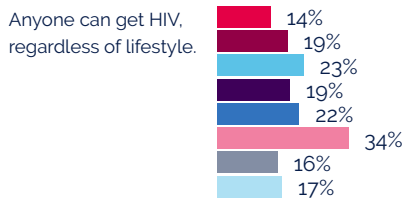
When it comes to public awareness of HIV globally, there are gaps in knowledge, notably on the impact of prescribed medications on transmission, as well as the impact of HIV on a person's lifespan. First focusing on the statements that are factually true, four in five adults in South Africa (82%) accurately reported that anyone can get HIV, regardless of lifestyle, followed by high awareness among adults living in Brazil (79%) and the UK (76%). However, while awareness that anyone can get HIV regardless of lifestyle is high in some countries, in Japan, just over a third of adults (34%) think this statement is false. Similarly, almost a quarter of German adults also believe this to be false (23%), as do a similar proportion in Australia (22%).

When it comes to understanding the effects of prescribed treatment and undetectable status, few globally were able to correctly identify that if a person living with HIV is taking medication for it as prescribed, they cannot sexually transmit HIV to a partner. Adults in Brazil have the highest awareness of this, as almost three in ten accurately answered this to be true (28%), followed by adults in South Africa (27%), France (23%), the UK and Canada (both 21%). However, work needs to be done to raise awareness of the effects of treatment to people living with HIV, especially among adults in Australia, Germany and Japan. Only a fifth of adults in Australia (19%) accurately identified this to be true, and fewer did so in Germany (17%) and Japan (8%).

% who think the following statements about HIV are true:



% who think the following statements about HIV are false:



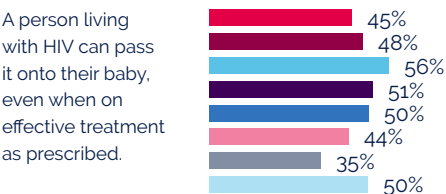
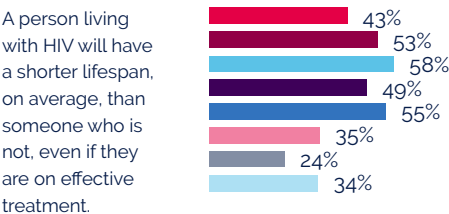
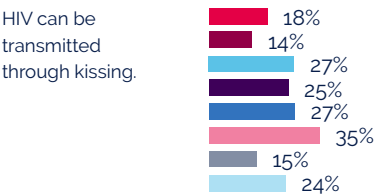
Almost six in ten adults in Germany believe a person living with HIV will have a shorter lifespan than someone who is not, even if they are on effective treatment.

Focusing on the statements that are factually false, many adults are misunderstood on the impact of effective treatment for the health of someone living with HIV. Almost six in ten adults in Germany (58%) believe a person living with HIV will have a shorter lifespan than someone who is not (even if they are on effective treatment), to be true. Similarly, adults in Australia and France share this misunderstanding as over half of Australian adults (55%) believe this to be true as well as 53% of adults in France – indicating the needs for further public awareness on the impact of effective treatments, such as antiretroviral therapy (ART), on those living with HIV.

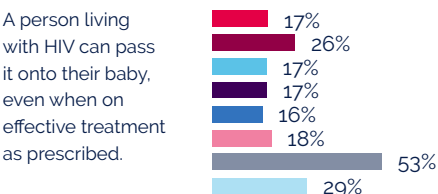
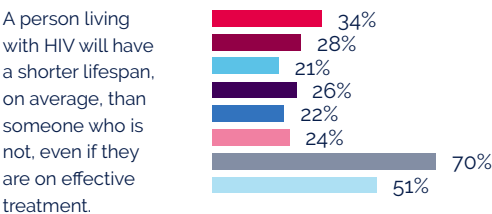
However, many adults across all countries focused on in this research, do not know the impact of effective treatment on vertical transmission of HIV – especially in the case of mother-to-child transmission (MTCT). Over half of German adults (56%) believe that a person living with HIV can pass the virus onto their baby, even when on effective treatment, which is false. Similar proportions of the public also believe the same in Canada (51%), Australia (50%) and Brazil (50%).

Encouragingly, globally, many adults are aware of some limitations of HIV transmission and could correctly identify that the statement 'HIV can be transmitted through kissing' to be false. Eight in ten South African adults (80%) correctly recognised this statement to be false, as do 79% of adults in France and 78% of adults in Brazil. However, fewer adults in Japan (45%) and Australia (55%) were able to identify this statement as false.

% who think the following statements about HIV are true:



% who think the following statements about HIV are false:



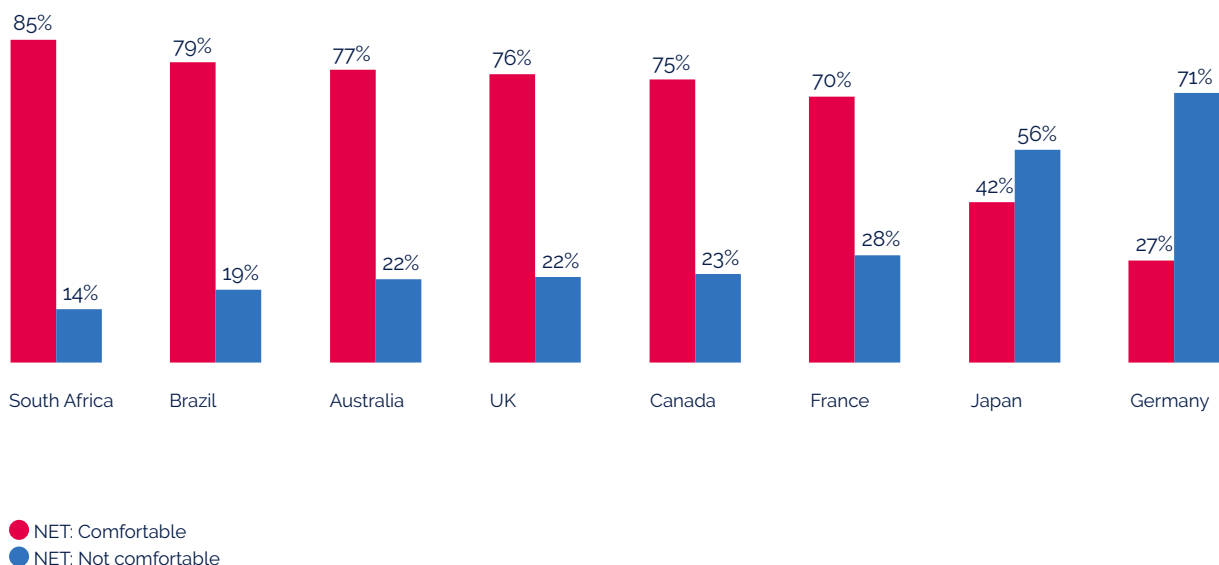
LEVEL OF COMFORT WITH HIV AND PEOPLE LIVING WITH HIV

Almost nine in ten adults in South Africa feel at least somewhat comfortable talking about HIV.

Despite efforts to bring HIV comfortably into public conversation, many adults still do not feel comfortable talking about HIV, and in Germany and Japan even fewer are comfortable with the topic. Almost nine in ten adults in South Africa (85%) feel at least somewhat comfortable talking about HIV and eight in ten (79%) of adults in Brazil share this sentiment. Slightly fewer but still a majority of adults in Australia and the UK share this feeling of comfort as just over three quarters of adults at least somewhat agree (77% and 76%, respectively).

However, in Germany and Japan, fewer feel at least somewhat comfortable talking about HIV compared to other populations. Only two in five adults in Japan (42%) feel comfortable talking about HIV and even fewer at least somewhat agree in Germany (27%). While these figures seem alarmingly low in comparison to other countries where this research focuses on, it is important to note that adults in Japan and Germany are less comfortable talking about a range of chronic illnesses, not just HIV.

% of those comfortable or not comfortable talking about HIV:



Two thirds of adults in Germany feel at least not very comfortable hugging someone living with HIV.

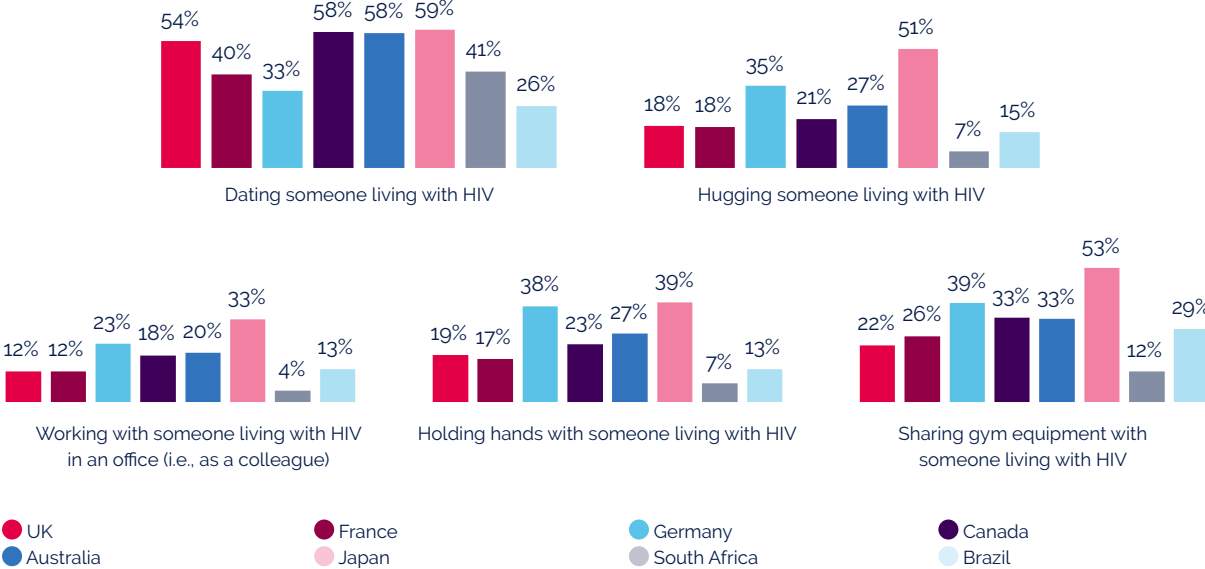
Encouragingly, many adults feel comfortable interacting, working with and sharing spaces with someone living with HIV, however people are less comfortable with more intimate interaction (such as dating). Among those in South Africa, over nine in ten adults (95%) feel at least somewhat comfortable working in an office with someone living with HIV, likewise adults in France (87%) and the UK (86%). However, while many still do feel comfortable, fewer adults in Japan and Germany feel at least somewhat comfortable working with someone living with HIV (65% and 74%, respectively).

While many feel at least somewhat comfortable working in an office with someone living with HIV, when we look at other forms of interaction, notably those that include physical contact, the level of comfort among adults decreases. Among adults in Japan and Germany, comfort interacting with someone living with HIV is especially low, as almost two fifths of Japanese adults (39%) feel at least not very comfortable holding hands with someone living with HIV as do almost two fifths of German adults (38%). Furthermore, half of adults in Japan are at least not very comfortable hugging someone living with HIV (51%) and concerningly this sentiment is shared among two thirds of adults in Germany (66%).

In contrast, fewer share this level of discomfort in other populations. Notably only 7% of adults in South Africa felt at least not very comfortable holding hands with someone living with HIV, along with 13% of those in Brazil. This mirrors the proportion of adults that feel at least not very comfortable when it comes to hugging someone living with HIV in these countries. Almost one in ten South African adults (7%) feel this level of discomfort, as do 15% of those in Brazil.

However, when we focus on further intimate forms of interacting, many feel not as comfortable dating someone living with HIV compared to other forms of interaction. Almost six in ten Japanese adults feel at least somewhat uncomfortable dating someone living with HIV (59%), along with 58% in both Canada and Australia. While considerably fewer share this sense of discomfort to date someone living with HIV in other countries, those in Brazil and Germany were most comfortable dating someone living with HIV. Seven in ten Brazilian adults (71%) feel at least somewhat comfortable dating someone with HIV as do two thirds in Germany (64%)

% who at least are not very comfortable doing the following with someone living with HIV:



ATTITUDES & BEHAVIOURS

A third of adults in Japan at least somewhat agree they have had negative thoughts about HIV or someone living with HIV.

The de-stigmatisation of HIV has been a work in progress over generations, but there are still some who hold negative thoughts abouts HIV or people living with HIV.

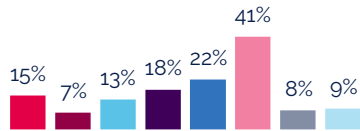
A third of adults in Japan (34%) at least somewhat agree they have had negative thoughts about HIV or someone living with HIV, and almost three in ten adults in Australia (28%) share this sentiment as do just over a quarter of Canadian adults (26%). Sadly, some instances are not limited to negative thoughts as one in six adults in Australia (17%) have made negative comments about HIV or someone living with HIV, and a similar proportion of adults in Canada (14%) have done the same.

On the other hand, many in other countries at least somewhat disagree they have had negative thoughts about HIV or someone living with HIV. Over three in five adults in South Africa and Brazil (61%) at least somewhat disagree. And when it comes to making negative comments about HIV or someone living with HIV, most adults in France, Brazil (83% in both), the UK and South Africa (both 79%) at least somewhat disagree with this statement.

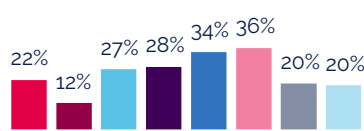
However, stigma and bias towards HIV or someone living with HIV is not always an open interaction – some keep this bias to themselves. Just over two fifths of adults in Japan (41%) at least somewhat agree that if a friend or colleague told them they are living with HIV they might look at them negatively – the highest proportion out of the countries we focused this research in. Similarly, but considerably lower than Japan, just over a fifth of adults in Australia (22%) agree as do almost one in six adults in Canada (18%).



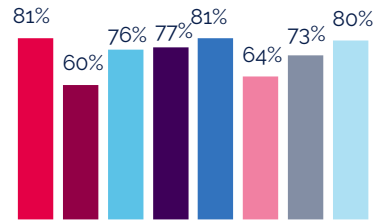
% who at least somewhat agree with the following statements:



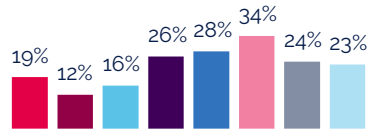
If a friend or colleague told me they are living with HIV, I might look at them negatively.



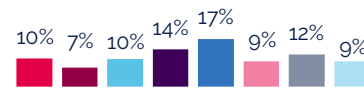
It is not appropriate for employees to talk about HIV in the workplace.



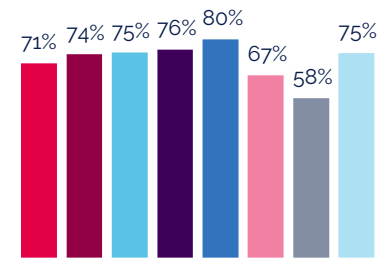
Even though HIV can now be effectively managed with medication, there are still negative perceptions when it comes to people living with HIV.



I have had negative thoughts about HIV or someone living with HIV.



I have made negative comments about HIV or someone living with HIV.



Someone's life would completely change if they were diagnosed with HIV.

UK
Australia

France
Japan

Germany
South Africa

Canada
Brazil

STIGMA & LANGUAGE

Nine in ten adults in South Africa agree it is their responsibility to ensure that they are using appropriate and non-stigmatising language when talking about HIV.

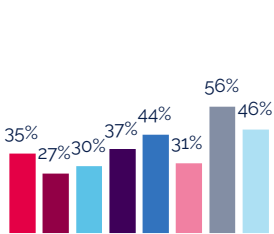
In the efforts to destigmatise HIV, the language we use and how we approach the topic is an important influence, especially in mitigating negative impacts to the lives of people living with HIV.

Many adults in South Africa understand the negative impact stigmatising language can have on someone living with HIV, as almost four in five (79%) at least somewhat agree that the use of stigmatising language can negatively impact the mental health of a person living with HIV and prevent at-risk communities from accessing HIV prevention services. Encouragingly, a similar proportion of adults in Australia share this understanding (77%), and only slightly fewer in Brazil and the UK (both 73%). Among these countries where understanding is high, many at least somewhat agree that more should be done to address the stigmatising language towards HIV (87%, 74%, 73%, 72% respectively). However, in other populations, fewer at least somewhat agree on the impact of stigmatising language to someone living with HIV, notably Japan (63%), Germany (64%) and France (65%).

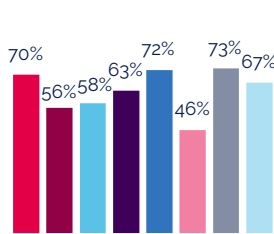
Many people globally agree that more should be done to de-stigmatise HIV and personally acknowledge their role in the process. Most adults in South Africa (88%) at least somewhat agree it is their responsibility to ensure that they are using appropriate and non-stigmatising language when talking about HIV, and a similar proportion (85%) at least somewhat agree they have a responsibility to use appropriate language when speaking to someone living with HIV. Likewise, many adults in Australia (80%) agree they have this responsibility to use appropriate language, as do 78% adults in Japan.

Especially among adults in South Africa and Japan, there is an openness to learn and adapt to the destigmatising of attitudes and language. Almost eight in ten adults in South Africa (78%) and 77% in Japan at least somewhat agree they would respond positively if someone challenged their use of language when speaking about HIV and would seek to use more appropriate and non-stigmatising wording. However, fewer adults in France (60%) and Germany (54%) share this openness to be corrected on appropriate language.

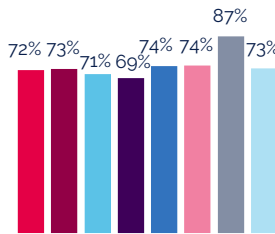
% who at least somewhat agree with the following statements:



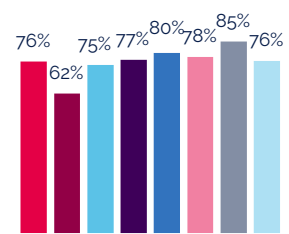
Language used to discuss HIV in today's society is inclusive and non-stigmatising.



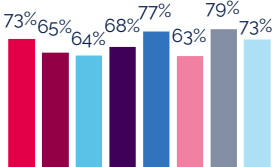
Outdated words commonly used to describe HIV, or people living with HIV, keep stigma going.



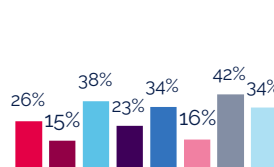
More should be done to address the stigmatising language associated with HIV.



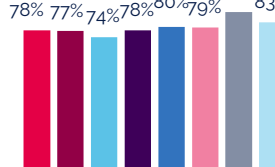
I have a responsibility to use appropriate language when speaking to someone living with HIV.



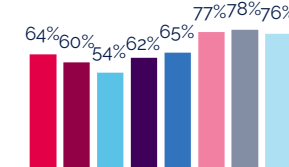
The use of stigmatising language can negatively impact the mental health of a person living with HIV and prevent at-risk communities from accessing HIV prevention services.



HIV stigma is a thing of the past.



It's my responsibility to ensure that I am using appropriate and non-stigmatising language when talking about HIV.



I would respond positively if someone challenged my use of language when speaking about HIV and would seek to use more appropriate and non-stigmatising wording.

● UK
● Australia

● France
● Japan

● Germany
● South Africa

● Canada
● Brazil

About ViiV Healthcare

ViiV Healthcare is a global specialist HIV company established in November 2009 by GSK (LSE: GSK) and Pfizer (NYSE: PFE) dedicated to delivering advances in treatment and care for people living with HIV and for people who are at risk of acquiring HIV. Shionogi became a ViiV shareholder in October 2012. The company's aims are to take a deeper and broader interest in HIV and AIDS than any company has done before and take a new approach to deliver effective and innovative medicines for HIV treatment and prevention, as well as support communities affected by HIV.

For more information on the company, its management, portfolio, pipeline, and commitment, please visit www.viivhealthcare.com.

