

HIV Perceptions Survey

Today, **HIV is a treatable, long-term condition** and with the **right treatment and care**, people living with HIV can lead **full and healthy lives**. But **stigma and misconceptions** remain significant factors in people's experience of living with HIV, and inhibits testing and prevention interventions.

The purpose of this survey was to **discover the general public's current knowledge, perceptions and beliefs about the realities of HIV**.

HIV stigma still persists

"I think there is still a misunderstanding about HIV and also possibly stigma attached to it, I don't know anyone with HIV - unless they're not telling me!"

"I remember when HIV was considered a death sentence and am pleased with the medical advances but unfortunately there is still a stigma and ignorance by many"

"If I had HIV I would tell my family but probably not anyone else as there is still a great deal of prejudice around [HIV]"

"GPs should make enquiries about how aware their patients are during visits and offer tests. This will help some people notice things they might not be aware of earlier"

What did the survey find?

1 in 5 

Almost 1 in 5 (18%) still believe that HIV can be **passed on** from person to person by **kissing**

1 in 4 

1 in 4 (25%) people surveyed either did not know, or were unsure of the **difference between HIV and AIDS**

4 in 5 

When asked if having an **HIV test is a good idea**, reassuringly 4 in 5 (78%) people agreed

2 in 5 

However, 2 in 5 (42%) people didn't know where they could get tested

7 in 10 

But, 7 in 10 (70%) people surveyed said they would feel **comfortable being offered an HIV test** by their GP

About the HIV Perceptions Survey

The HIV Perceptions survey commissioned by ViiV Healthcare was designed to assess how people perceive HIV today. 900 members of the general public in Greater Manchester were surveyed.

About the *HIV Has Changed* Campaign

HIV Has Changed is a public awareness campaign launched to increase the public's knowledge and understanding of HIV in the present day and encourage people to get tested.

About HIV

HIV (Human Immunodeficiency Virus) is a virus which causes damage to the immune system. Unlike some other viruses, the human body cannot get rid of HIV so once someone has HIV they have it for life. There is not yet a cure for HIV infection but effective treatment can control the virus so people living with HIV can enjoy healthy and productive lives.

About ViiV Healthcare

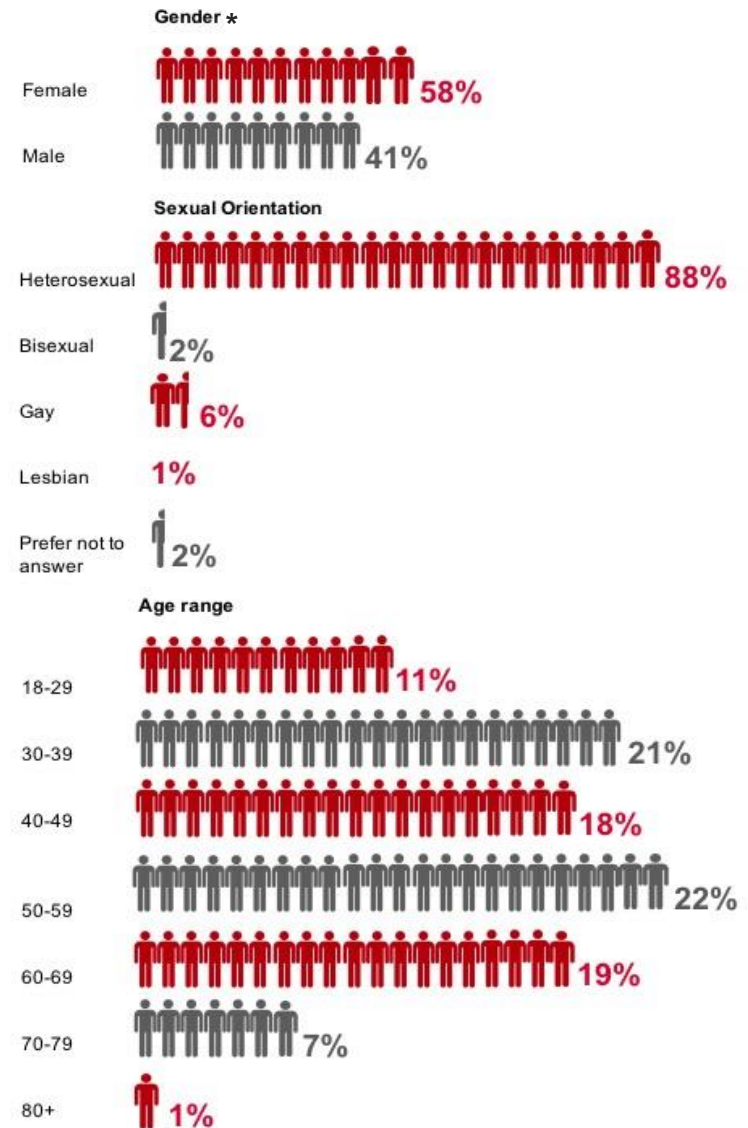
ViiV Healthcare is a global specialist HIV company dedicated to delivering advances in treatment and care for people living with HIV and for people who are at risk of becoming infected with HIV. Our aim is to take a deeper and broader interest in HIV / AIDS than any company has done before and take a new approach to delivering effective and innovative medicines for HIV treatment and prevention, as well as support communities affected by HIV. For further information, visit www.viivhealthcare.com.

For media inquiries and further information on the public survey, please contact: Gavin Davies, External Communications on the UK Media line on 0208 990 214

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Data on file – HIV Perceptions Research, market research survey commissioned by Viiv Healthcare undertaken by Medeconnect Healthcare Insight in August 2017 among 904 adult members of the general public living in Greater Manchester.

Who was surveyed?



*Two respondents did not identify as being male or female