

Canadians and AIDS



- **Canadians consider themselves well informed about AIDS**
- **They claim the virus is on the rise throughout the world**
- **Canadians think the AIDS virus must still be considered a threat in the country**

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1. Detailed Results

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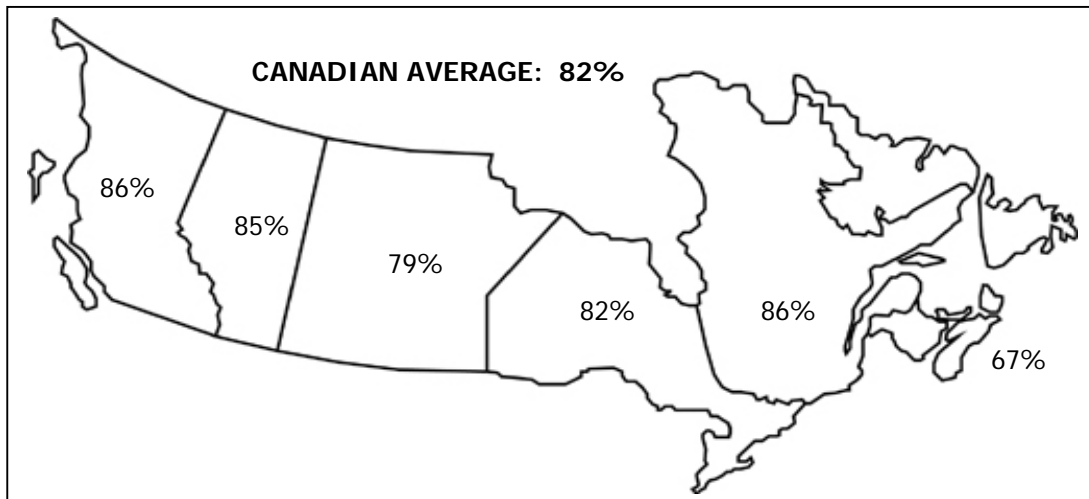
1.1 Information on the AIDS Virus

More than four fifths of Canadians (82%) say they are informed when it comes to ways of contamination and prevention of the AIDS virus. We note that Atlantic Province residents are those who say they are the least informed on the question.

Question: *Generally, would you say you are very well informed, somewhat well informed, somewhat not very well informed or not well informed at all when it comes to ways of contamination and of the prevention of the Aids virus?*

n=1502	Very / Somewhat Well Informed	Somewhat / Not Well informed At All
Atlantic Provinces	67%	32%
Quebec	86%	14%
Ontario	82%	18%
Prairies	79%	21%
Alberta	85%	14%
British Columbia	86%	14%
Canada	82%	17%

Level of Information of Canadians on the AIDS virus (very and somewhat well informed)



1.2 Evolution of the Number of AIDS Victims

Almost all Canadians (87%) agree that the number of AIDS victims is on the rise in the world, mainly in Africa (87%). Around half of Canadians consider that the virus is on the rise in Canada (59%) as well as in Europe (44%).

More Atlantic Province residents believe that the number of victims of the AIDS virus is decreasing in the world (5%), and they are also more likely to believe this number is stable in Africa (8%). Ontarians are more likely to believe that the number of AIDS victims is decreasing in Europe (7%).

Question: *Compared to previous years, is the number of Aids victims on the rise, the decrease or is it the same...*

n=1502	Total Population	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
...in Canada							
On the rise	59%	50%	55%	57%	61%	68%	67%
Decreasing	7%	10%	6%	9%	5%	4%	7%
Remains the same	21%	24%	27%	19%	22%	14%	16%
Don't know / Refusal	13%	16%	12%	15%	12%	14%	10%
...in the world							
On the rise	87%	80%	86%	89%	86%	88%	88%
Decreasing	2%	5%	1%	1%	1%	1%	2%
Remains the same	5%	7%	7%	4%	5%	3%	3%
Don't know / Refusal	6%	9%	6%	6%	8%	7%	7%
...in Africa							
On the rise	87%	79%	86%	88%	89%	90%	91%
Decreasing	1%	3%	0%	2%	1%	1%	1%
Remains the same	3%	8%	4%	2%	5%	2%	1%
Don't know / Refusal	8%	11%	9%	9%	5%	7%	7%
...in Europe							
On the rise	44%	35%	45%	44%	46%	54%	42%
Decreasing	5%	4%	6%	7%	5%	1%	2%
Remains the same	19%	28%	24%	15%	24%	13%	16%
Don't know / Refusal	32%	33%	25%	34%	25%	31%	41%

1.3 AIDS and New Treatments

More than half of Canadians (64%) consider that despite new treatments, people who are victims of AIDS can not be cured and go back to living a normal life. Incredibly, close to a third of Canadians think the opposite... Moreover, 84% of Canadians consider that despite new treatments, AIDS is still a threat in Canada.

British Columbians are more likely to say that AIDS is still a threat in Canada (91%).

Question: *Would you say you totally agree, somewhat agree, somewhat disagree or totally disagree with the following statements...*

n=1502	Total Population	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
... Thanks to new treatments, Aids victims can be cured and go back to living a normal life?							
Totally / Somewhat agree	31%	29%	33%	30%	38%	26%	28%
Somewhat / Totally disagree	64%	61%	62%	62%	60%	68%	69%
Don't know / refusal	6%	10%	4%	7%	2%	6%	4%
... Thanks to new treatments, Aids isn't really a threat anymore in Canada?							
Totally / Somewhat agree	11%	11%	14%	12%	8%	13%	6%
Somewhat / Totally disagree	84%	83%	82%	83%	89%	82%	91%
Don't know / refusal	4%	6%	4%	5%	3%	5%	3%

2. Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1502 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between August 3 and August 8, 2004. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1502 respondents is of $\pm 2.5\%$, 19 times out of 20.