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GfK NOP

HIV AWARENESS
FIELDWORK DATES : 15TH - 20TH OCTOBER 2009

Q.1 WHICH, IF ANY, OF THE FOLLOWING WAYS DO YOU THINK A PERSON CAN BE INFECTED WITH HIV?

BASE : ALL ADULTS AGED 16-25 WILLING TO ANSWER QUESTIONS

	TOTAL	SEX		CLASS				WORKING STATUS			MARITAL STATUS		
		MALE	FEMALE	AB	C1	C2	DE	FULL-TIME	PART-TIME	NOT WORKING	MARRIED	SINGLE	WIDOW/DIVRCD/SEPRTD
UNWEIGHTED TOTAL	235 100%	99 42%	136 58%	24 10%	76 32%	41 17%	94 40%	77 33%	37 16%	121 51%	63 27%	168 71%	4 2%
WEIGHTED TOTAL	261 100%	134 51%	127 49%	33 13%	90 34%	58 22%	81 31%	107 41%	46 18%	109 42%	64 25%	195 75%	2 1%
HAVING UNPROTECTED SEX (SEX WITHOUT A CONDOM)	251 96%	126 94%	125 99%	33 100%	88 98%	56 97%	74 92%	103 97%	45 97%	103 95%	62 96%	188 96%	2 100%
RECEIVING AN INFECTED BLOOD TRANSFUSION	205 78%	100 75%	104 82%	25 75%	73 81%	47 81%	61 75%	89 84%	32 69%	84 77%	55 86%	148 76%	1 48%
USING UNSTERILISED BLADES OR NEEDLES	214 82%	101 75%	113 89%	26 80%	76 84%	51 88%	61 76%	91 85%	36 79%	87 80%	56 87%	156 80%	2 100%
PASSED FROM A MOTHER TO HER BABY (IN THE WOMB, THROUGH CHILDBIRTH OR BREASTFEEDING)	186 71%	82 61%	104 82%	23 70%	71 79%	36 62%	56 69%	79 74%	31 68%	75 69%	50 78%	133 68%	2 100%
BEING BITTEN BY A MOSQUITO	52 20%	25 19%	27 21%	5 14%	17 19%	7 12%	23 29%	19 17%	8 17%	26 23%	11 17%	41 21%	* 22%
BEING BITTEN BY ANOTHER INSECT (NOT A MOSQUITO)	18 7%	9 7%	9 7%	2 5%	8 9%	3 5%	6 7%	4 4%	1 3%	12 11%	3 5%	15 8%	- -
SHARING A MEAL WITH SOMEONE WHO HAS HIV	12 4%	7 5%	5 4%	2 7%	2 3%	5 8%	2 3%	8 8%	- -	4 3%	3 5%	8 4%	- -
SHARING A CUP WITH SOMEONE WHO HAS HIV	22 8%	13 10%	8 7%	2 7%	7 8%	5 8%	8 10%	11 10%	- -	11 10%	5 8%	17 9%	- -
KISSING SOMEONE WITH HIV	39 15%	22 16%	18 14%	6 18%	10 11%	9 15%	15 18%	19 18%	2 4%	18 17%	12 18%	27 14%	- -
NONE OF THESE	3 1%	3 3%	- -	- -	2 2%	- -	2 2%	2 2%	- -	2 1%	- -	3 2%	- -
DON'T KNOW	3 1%	2 2%	1 *	- -	- -	- -	3 3%	- -	- -	3 3%	- -	3 1%	- -

HIV AWARENESS
FIELDWORK DATES : 15TH - 20TH OCTOBER 2009

Q.1 WHICH, IF ANY, OF THE FOLLOWING WAYS DO YOU THINK A PERSON CAN BE INFECTED WITH HIV?

BASE : ALL ADULTS AGED 16-25 WILLING TO ANSWER QUESTIONS

	TOTAL	STANDARD REGION													
		NORTH	YORKS AND HUMBER	EAST MID LANDS	EAST ANGLIA	SOUTH EAST	SOUTH WEST	WALES	WEST MID LANDS	NORTH WEST	SCOT LAND	NORTH ERN IRELAND	NORTH	MID LANDS	SOUTH
UNWEIGHTED TOTAL	235 100%	14 6%	14 6%	18 8%	2 1%	70 30%	32 14%	13 6%	20 9%	25 11%	20 9%	7 3%	80 34%	53 23%	102 43%
WEIGHTED TOTAL	261 100%	13 5%	17 6%	17 7%	4 1%	88 34%	29 11%	10 4%	21 8%	27 10%	27 10%	10 4%	93 35%	53 20%	116 44%
HAVING UNPROTECTED SEX (SEX WITHOUT A CONDOM)	251 96%	13 100%	16 93%	17 100%	4 100%	82 94%	29 100%	10 100%	20 92%	25 95%	27 100%	10 100%	90 97%	51 97%	110 95%
RECEIVING AN INFECTED BLOOD TRANSFUSION	205 78%	6 50%	12 74%	14 81%	4 100%	67 76%	28 98%	9 84%	18 83%	21 78%	18 67%	8 88%	66 71%	44 84%	95 82%
USING UNSTERILISED BLADES OR NEEDLES	214 82%	9 72%	12 70%	14 78%	4 100%	70 80%	28 97%	10 94%	19 90%	23 85%	18 68%	8 88%	70 76%	46 88%	98 84%
PASSED FROM A MOTHER TO HER BABY (IN THE WOMB, THROUGH CHILDBIRTH OR BREASTFEEDING)	186 71%	9 75%	9 56%	15 88%	4 100%	55 63%	24 83%	10 94%	14 68%	19 72%	18 67%	7 74%	63 68%	43 82%	79 68%
BEING BITTEN BY A MOSQUITO	52 20%	4 30%	3 18%	4 24%	2 46%	12 14%	6 21%	2 18%	5 23%	6 24%	8 29%	-	21 23%	13 24%	18 16%
BEING BITTEN BY ANOTHER INSECT (NOT A MOSQUITO)	18 7%	4 28%	1 5%	-	-	4 5%	2 7%	1 14%	2 9%	2 9%	1 5%	-	8 9%	3 6%	7 6%
SHARING A MEAL WITH SOMEONE WHO HAS HIV	12 4%	-	2 13%	* 2%	-	5 6%	1 3%	-	2 12%	1 2%	-	-	3 3%	3 5%	6 5%
SHARING A CUP WITH SOMEONE WHO HAS HIV	22 8%	2 18%	2 13%	2 10%	-	6 7%	1 5%	-	3 15%	2 7%	2 6%	1 14%	9 10%	5 9%	8 6%
KISSING SOMEONE WITH HIV	39 15%	1 11%	4 22%	4 23%	-	16 19%	2 7%	1 12%	6 27%	2 7%	2 6%	1 14%	10 11%	11 21%	18 16%
NONE OF THESE	3 1%	-	-	-	-	3 4%	-	-	-	-	-	-	-	-	3 3%
DON'T KNOW	3 1%	-	-	-	-	1 1%	-	-	2 8%	-	-	-	-	2 3%	1 1%

HIV AWARENESS
FIELDWORK DATES : 15TH - 20TH OCTOBER 2009

Q.2 WHICH, IF ANY, OF THE FOLLOWING WOULD YOU BE WILLING TO DO?

BASE : ALL ADULTS AGED 16-25 WILLING TO ANSWER QUESTIONS

	SEX		CLASS				WORKING STATUS			MARITAL STATUS			
	TOTAL	MALE	FEMALE	AB	C1	C2	DE	FULL-TIME	PART-TIME	NOT WORKING	MARRIED	SINGLE	WIDOW/DIVRCD/SEPRTD
UNWEIGHTED TOTAL	235 100%	99 42%	136 58%	24 10%	76 32%	41 17%	94 40%	77 33%	37 16%	121 51%	63 27%	168 71%	4 2%
WEIGHTED TOTAL	261 100%	134 51%	127 49%	33 13%	90 34%	58 22%	81 31%	107 41%	46 18%	109 42%	64 25%	195 75%	2 1%
REMAIN FRIENDS WITH SOMEONE WITH HIV	204 78%	100 75%	104 82%	27 82%	76 84%	40 70%	61 76%	87 81%	38 82%	80 74%	53 83%	150 77%	1 70%
CARE FOR A MEMBER OF YOUR FAMILY WHO HAS HIV	205 79%	105 78%	101 79%	29 87%	75 83%	41 71%	61 75%	84 78%	38 82%	84 77%	55 86%	149 76%	1 70%
KISS SOMEONE WHO HAS HIV	80 31%	43 32%	37 29%	13 39%	30 33%	16 28%	21 26%	35 33%	16 36%	28 26%	24 37%	55 28%	1 40%
BUY FOOD FROM A SHOPKEEPER WHO HAS HIV	146 56%	67 50%	79 62%	19 57%	63 70%	24 42%	40 50%	60 56%	29 64%	57 52%	42 65%	103 53%	1 70%
RECEIVE TREATMENT FROM A DOCTOR WHO HAS HIV	97 37%	48 36%	49 39%	12 36%	37 41%	19 33%	29 36%	41 38%	15 33%	41 37%	26 40%	70 36%	1 40%
NONE OF THESE	22 9%	10 8%	12 10%	4 13%	8 9%	6 11%	4 5%	9 9%	5 10%	9 8%	2 3%	20 10%	1 30%
DON'T KNOW	14 5%	11 8%	3 3%	- -	3 3%	1 3%	10 12%	4 4%	- -	10 9%	3 4%	12 6%	- -

HIV AWARENESS
FIELDWORK DATES : 15TH - 20TH OCTOBER 2009

Q.2 WHICH, IF ANY, OF THE FOLLOWING WOULD YOU BE WILLING TO DO?

BASE : ALL ADULTS AGED 16-25 WILLING TO ANSWER QUESTIONS

	TOTAL	STANDARD REGION													
		NORTH	YORKS AND HUMBER	EAST MID LANDS	EAST ANGLIA	SOUTH EAST	SOUTH WEST	WALES	WEST MID LANDS	NORTH WEST	SCOT LAND	NORTH ERN IRELAND	NORTH	MID LANDS	SOUTH
UNWEIGHTED TOTAL	235 100%	14 6%	14 6%	18 8%	2 1%	70 30%	32 14%	13 6%	20 9%	25 11%	20 9%	7 3%	80 34%	53 23%	102 43%
WEIGHTED TOTAL	261 100%	13 5%	17 6%	17 7%	4 1%	88 34%	29 11%	10 4%	21 8%	27 10%	27 10%	10 4%	93 35%	53 20%	116 44%
REMAIN FRIENDS WITH SOMEONE WITH HIV	204 78%	8 65%	10 62%	16 91%	4 100%	64 73%	28 97%	10 94%	15 71%	22 83%	22 83%	6 60%	69 74%	44 84%	91 79%
CARE FOR A MEMBER OF YOUR FAMILY WHO HAS HIV	205 79%	11 90%	12 74%	16 91%	2 46%	60 68%	28 98%	9 88%	16 77%	20 76%	24 89%	7 70%	75 81%	43 82%	88 76%
KISS SOMEONE WHO HAS HIV	80 31%	4 34%	4 23%	8 44%	2 46%	29 33%	11 39%	3 32%	5 23%	8 30%	5 19%	2 16%	23 24%	18 33%	40 34%
BUY FOOD FROM A SHOPKEEPER WHO HAS HIV	146 56%	3 27%	6 33%	10 60%	2 46%	46 53%	22 77%	7 66%	13 60%	15 58%	19 70%	3 34%	46 50%	32 60%	68 59%
RECEIVE TREATMENT FROM A DOCTOR WHO HAS HIV	97 37%	2 19%	2 11%	9 50%	2 46%	32 36%	14 49%	5 53%	7 35%	7 26%	13 48%	4 41%	28 30%	23 44%	46 39%
NONE OF THESE	22 9%	1 10%	3 17%	-	-	10 12%	-	1 6%	2 11%	2 9%	1 4%	1 16%	9 10%	3 6%	10 9%
DON'T KNOW	14 5%	-	-	-	-	9 10%	-	-	2 9%	1 5%	2 8%	-	3 4%	2 4%	9 8%

HIV AWARENESS
FIELDWORK DATES : 15TH - 20TH OCTOBER 2009

Q.3 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

BASE : ALL ADULTS AGED 16-25 WILLING TO ANSWER QUESTIONS

	TOTAL	SEX		CLASS				WORKING STATUS			MARITAL STATUS		
		MALE	FEMALE	AB	C1	C2	DE	FULL-TIME	PART-TIME	NOT WORKING	MARRIED	SINGLE	WIDOW/DIVRCD/SEPRTD
UNWEIGHTED TOTAL	235 100%	99 42%	136 58%	24 10%	76 32%	41 17%	94 40%	77 33%	37 16%	121 51%	63 27%	168 71%	4 2%
WEIGHTED TOTAL	261 100%	134 51%	127 49%	33 13%	90 34%	58 22%	81 31%	107 41%	46 18%	109 42%	64 25%	195 75%	2 1%
IF A TEACHER HAS HIV BUT IS NOT ILL, SHE/HE SHOULD BE ALLOWED TO CONTINUE TEACHING IN SCHOOL.													
STRONGLY AGREE (+2)	109 42%	53 40%	56 44%	13 41%	45 50%	13 22%	38 47%	46 43%	17 37%	46 42%	33 51%	75 39%	1 40%
TEND TO AGREE (+1)	70 27%	35 26%	35 27%	9 28%	29 33%	13 23%	18 22%	26 25%	14 30%	30 27%	16 25%	53 27%	1 30%
NEITHER AGREE NOR DISAGREE (0)	26 10%	12 9%	14 11%	1 4%	6 7%	12 20%	6 8%	10 9%	6 13%	10 9%	6 10%	20 10%	-
TEND TO DISAGREE (-1)	21 8%	10 8%	10 8%	3 8%	3 3%	10 17%	5 7%	9 9%	5 10%	6 6%	6 9%	15 7%	-
STRONGLY DISAGREE (-2)	21 8%	15 11%	6 5%	3 9%	5 6%	6 10%	8 10%	10 9%	3 7%	9 8%	3 5%	18 9%	1 30%
NO OPINION	15 6%	8 6%	6 5%	3 10%	2 2%	5 8%	5 6%	5 5%	1 2%	8 8%	-	15 7%	-
MEAN SCORE	0.91	0.80	1.03	0.93	1.21	0.33	0.96	0.89	0.83	0.97	1.09	0.85	0.50
STD. DEVIATION	1.29	1.38	1.18	1.33	1.09	1.33	1.35	1.33	1.24	1.27	1.19	1.31	2.34

HIV AWARENESS
FIELDWORK DATES : 15TH - 20TH OCTOBER 2009

Q.3 TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?

BASE : ALL ADULTS AGED 16-25 WILLING TO ANSWER QUESTIONS

	TOTAL	STANDARD REGION										NORTH	MID LANDS	SOUTH	
		NORTH	YORKS AND HUMBER	EAST MID LANDS	EAST ANGLIA	SOUTH EAST	SOUTH WEST	WALES	WEST MID LANDS	NORTH WEST	SCOT LAND				NORTH ERN IRELAND
UNWEIGHTED TOTAL	235 100%	14 6%	14 6%	18 8%	2 1%	70 30%	32 14%	13 6%	20 9%	25 11%	20 9%	7 3%	80 34%	53 23%	102 43%
WEIGHTED TOTAL	261 100%	13 5%	17 6%	17 7%	4 1%	88 34%	29 11%	10 4%	21 8%	27 10%	27 10%	10 4%	93 35%	53 20%	116 44%
IF A TEACHER HAS HIV BUT IS NOT ILL, SHE/HE SHOULD BE ALLOWED TO CONTINUE TEACHING IN SCHOOL.															
STRONGLY AGREE (+2)	109 42%	3 24%	4 23%	6 35%	2 54%	38 44%	15 52%	6 60%	8 39%	8 32%	17 61%	1 16%	33 36%	22 43%	53 46%
TEND TO AGREE (+1)	70 27%	5 39%	4 25%	5 31%	2 46%	21 24%	7 26%	1 12%	6 27%	10 36%	6 24%	2 25%	27 30%	14 27%	28 24%
NEITHER AGREE NOR DISAGREE (0)	26 10%	1 4%	1 6%	2 14%	-	7 8%	2 8%	-	1 5%	7 28%	2 8%	2 25%	14 15%	4 7%	9 8%
TEND TO DISAGREE (-1)	21 8%	1 5%	6 34%	2 9%	-	6 7%	2 7%	1 6%	-	1 5%	-	3 26%	10 11%	2 4%	8 7%
STRONGLY DISAGREE (-2)	21 8%	4 28%	2 13%	-	-	9 11%	-	2 17%	5 21%	-	-	-	6 6%	6 12%	9 8%
NO OPINION	15 6%	-	-	2 11%	-	6 7%	2 8%	1 6%	2 8%	-	2 6%	1 8%	3 3%	4 8%	8 7%
MEAN SCORE	0.91	0.27	0.10	1.02	1.54	0.89	1.34	0.97	0.67	0.94	1.57	0.33	0.81	0.91	1.00
STD. DEVIATION	1.29	1.63	1.46	1.02	0.58	1.38	0.92	1.66	1.61	0.90	0.66	1.13	1.23	1.38	1.30

HIV AWARENESS
FIELDWORK DATES : 15TH - 20TH OCTOBER 2009

Q.4 TO WHAT EXTENT, IF AT ALL, DOES THE RISK OF GETTING HIV WORRY YOU?

BASE : ALL ADULTS AGED 16-25 WILLING TO ANSWER QUESTIONS

	TOTAL	SEX		CLASS				WORKING STATUS			MARITAL STATUS		
		MALE	FEMALE	AB	C1	C2	DE	FULL-TIME	PART-TIME	NOT WORKING	MARRIED	SINGLE	WIDOW/DIVRCD/SEPRTD
UNWEIGHTED TOTAL	235 100%	99 42%	136 58%	24 10%	76 32%	41 17%	94 40%	77 33%	37 16%	121 51%	63 27%	168 71%	4 2%
WEIGHTED TOTAL	261 100%	134 51%	127 49%	33 13%	90 34%	58 22%	81 31%	107 41%	46 18%	109 42%	64 25%	195 75%	2 1%
WORRIES ME A GREAT DEAL (4)	35 13%	21 76%	14 11%	7 20%	6 7%	9 16%	13 17%	12 11%	5 12%	18 17%	9 14%	25 13%	1 30%
WORRIES ME A FAIR AMOUNT (3)	66 25%	33 25%	32 25%	13 41%	16 18%	19 32%	18 22%	20 18%	19 41%	27 25%	8 12%	57 29%	1 48%
DOES NOT WORRY ME VERY MUCH (2)	92 35%	46 34%	46 36%	7 21%	43 48%	19 34%	23 28%	45 43%	11 25%	36 33%	32 49%	61 31%	-
DOES NOT WORRY ME AT ALL (1)	59 22%	28 21%	30 24%	2 7%	22 24%	9 16%	25 31%	25 24%	6 14%	27 25%	15 24%	43 22%	*
DON'T KNOW	9 4%	5 4%	4 3%	4 11%	3 3%	2 3%	1 2%	5 4%	4 8%	1 1%	-	9 5%	-
MEAN SCORE	2.31	2.36	2.25	2.82	2.07	2.50	2.24	2.18	2.55	2.33	2.17	2.35	2.86
STD. DEVIATION	0.98	1.00	0.96	0.89	0.85	0.96	1.09	0.94	0.91	1.04	0.96	0.98	1.50

HIV AWARENESS
FIELDWORK DATES : 15TH - 20TH OCTOBER 2009

Q.4 TO WHAT EXTENT, IF AT ALL, DOES THE RISK OF GETTING HIV WORRY YOU?

BASE : ALL ADULTS AGED 16-25 WILLING TO ANSWER QUESTIONS

	TOTAL	STANDARD REGION													
		NORTH	YORKS AND HUMBER	EAST MID LANDS	EAST ANGLIA	SOUTH EAST	SOUTH WEST	WALES	WEST MID LANDS	NORTH WEST	SCOT LAND	NORTH ERN IRELAND	NORTH	MID LANDS	SOUTH
UNWEIGHTED TOTAL	235 100%	14 6%	14 6%	18 8%	2 1%	70 30%	32 14%	13 6%	20 9%	25 11%	20 9%	7 3%	80 34%	53 23%	102 43%
WEIGHTED TOTAL	261 100%	13 5%	17 6%	17 7%	4 1%	88 34%	29 11%	10 4%	21 8%	27 10%	27 10%	10 4%	93 35%	53 20%	116 44%
WORRIES ME A GREAT DEAL (4)	35 13%	1 7%	6 34%	2 12%	- -	11 13%	2 8%	2 18%	6 28%	- -	5 17%	1 9%	12 13%	10 19%	14 12%
WORRIES ME A FAIR AMOUNT (3)	66 25%	6 44%	6 36%	6 37%	- -	15 17%	7 24%	4 40%	4 17%	8 31%	10 38%	- -	30 32%	14 27%	22 19%
DOES NOT WORRY ME VERY MUCH (2)	92 35%	2 19%	1 7%	2 14%	2 54%	34 38%	15 53%	4 38%	7 32%	11 41%	5 19%	9 91%	28 31%	15 29%	49 42%
DOES NOT WORRY ME AT ALL (1)	59 22%	4 30%	4 23%	5 30%	2 46%	24 27%	4 13%	* 4%	5 24%	6 22%	5 20%	- -	19 21%	12 24%	27 23%
DON'T KNOW	9 4%	- -	- -	1 7%	- -	5 5%	* 1%	- -	- -	2 6%	2 6%	- -	3 4%	1 2%	5 4%
MEAN SCORE	2.31	2.27	2.80	2.33	1.54	2.16	2.29	2.71	2.49	2.09	2.55	2.17	2.39	2.41	2.19
STD. DEVIATION	0.98	1.01	1.17	1.10	0.58	0.99	0.81	0.85	1.16	0.76	1.04	0.60	0.97	1.06	0.95