

# New Zealanders' Attitudes and Perceptions of HIV

2018

Research Conducted By  
ConsumerLink

May 2018



New Zealand AIDS Foundation  
Te Tuāpapa Mate Āraikore o Aotearoa

Positive Women  
Wahine Kaha



ConsumerLink  
CONNECTING YOU WITH NEW ZEALANDERS

# Research Method & Specifications

- Questions were included in the ConsumerLink's Online OmniJet Survey.
  - This survey runs every two weeks, interviewing 1000 people aged 18 years and over throughout NZ
  - Participants in the Online Omnibus are part of our online research panel. In partnership with Flybuys, Colmar Brunton has established New Zealand's largest and most representative research panel comprising approximately 200,000 active members
  - Each potential respondent receives an email with a link to the questionnaire. Respondents complete the survey at a time that suits them during the interviewing period. We send out a reminder email after 3-4 days to encourage those who are part way through or have not yet started to complete the survey
  - Those who complete the questionnaire receive 10 Fly Buys points
- Interviewing took place from 23 – 30 May 2018
- 1,002 New Zealanders aged 18 years or over were interviewed
  - This has a maximum margin for error of +/-3.1%
- Results have been weighted by age, gender and region to ensure they are representative of the New Zealand 18+ population.
- The research was conducted in line with RANZ's code of conduct

# Summary

- 1 in 7 New Zealanders (15%) know someone who has HIV/AIDS, or has died from AIDS, or has tested positive for HIV
- Most New Zealanders show a low level of concern about becoming infected with HIV. Just 15% are “very concerned”
- At least three quarters of New Zealanders have accurate perceptions of how HIV can be transmitted on all but three of the scenarios tested.
- The three scenarios about which there is less knowledge are:
  - To a baby from breastfeeding – only 21% say yes it is transmitted
  - In the womb, from mother to foetus (i.e. in utero) – 69% say it is transmitted
  - Kissing – 17 % say it is transmitted through kissing
- Most New Zealanders would be comfortable being friends with someone who is HIV positive (84% comfortable), or shaking hands with someone who is HIV positive (82% comfortable).
- Most New Zealanders (68%) would be “very uncomfortable” having a sexual relationship with someone who is HIV positive.
- Opinion is more evenly divided on the other three scenarios tested.
- The vast majority of New Zealanders have positive attitudes towards HIV and those who have contracted it
- Only 7% of New Zealanders are aware that Undetectable Viral Load (UVL) can not be passed through sexual contact
- Most of the perceptions across all age groups and genders have improved since 2014



# Roadmap of these results

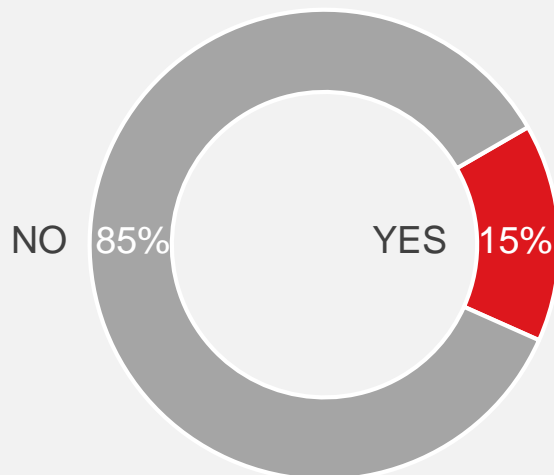
- This is an update of the New Zealander's Attitudes and Perceptions of HIV survey which first ran in 2014.
- All the results in the report are from 2018.
- Some results show the comparison change from the 2014 survey.
- A cross tabulation of age, gender and location is available.
- A new question was added to the 2018 survey:
  - 'Did you know that somebody living with HIV, who is taking medication and who has an undetectable viral load (UVL) for more than six months, cannot pass HIV on to their sexual partners?'



# Incidence of knowing someone with HIV/AIDS

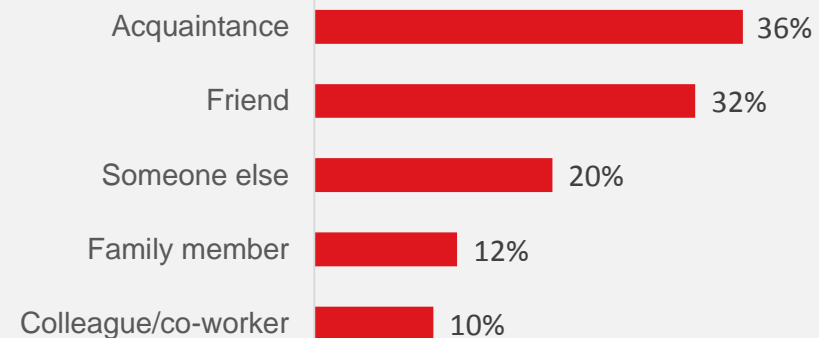
## Overall level of concern about infection

**Do You Personally Know Anyone Who Has HIV Or AIDS, Or Has Died From AIDS?**



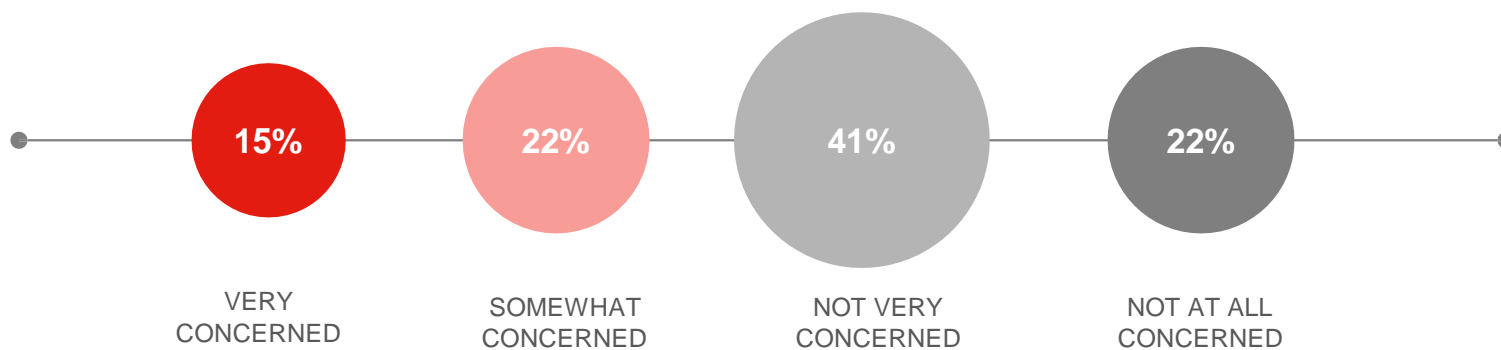
Base: All Respondents (n=1031)

### Who is that?



Base: All who know someone (n=118)

## How concerned are you about yourself or someone you love becoming infected with HIV?

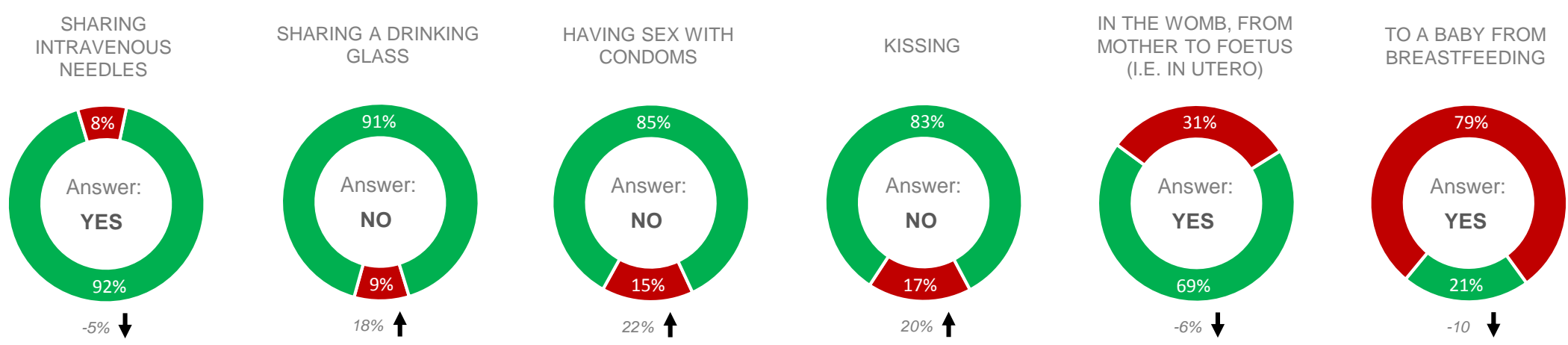
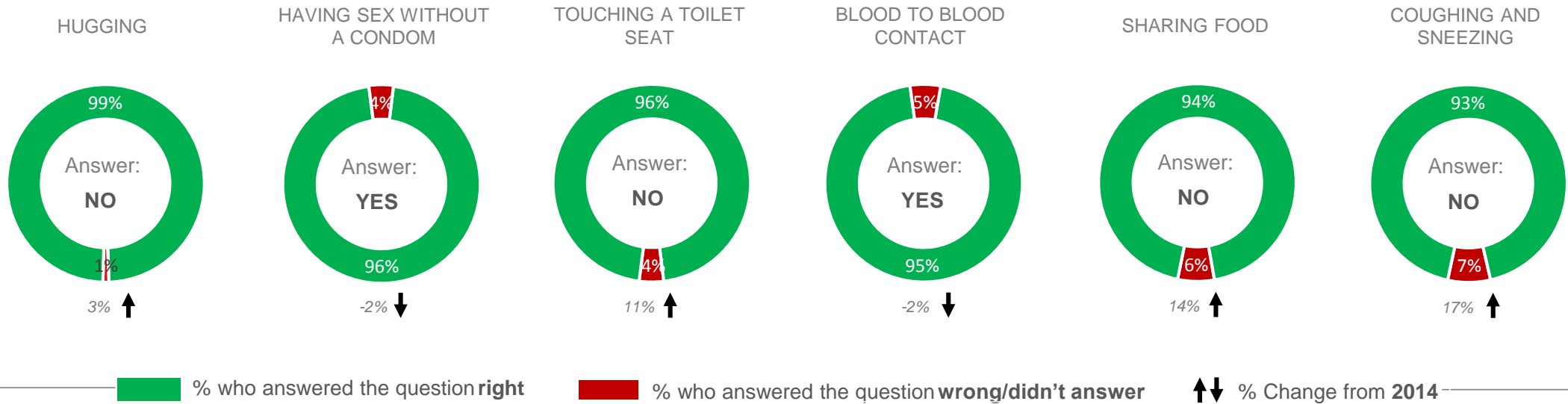


Concern is higher among 18-29 year olds (21% very concerned) With a gradual fall as people age

Base: All Respondents (n=1002)

# Perceptions of how HIV can be transmitted

## Can HIV be transmitted to another person by...

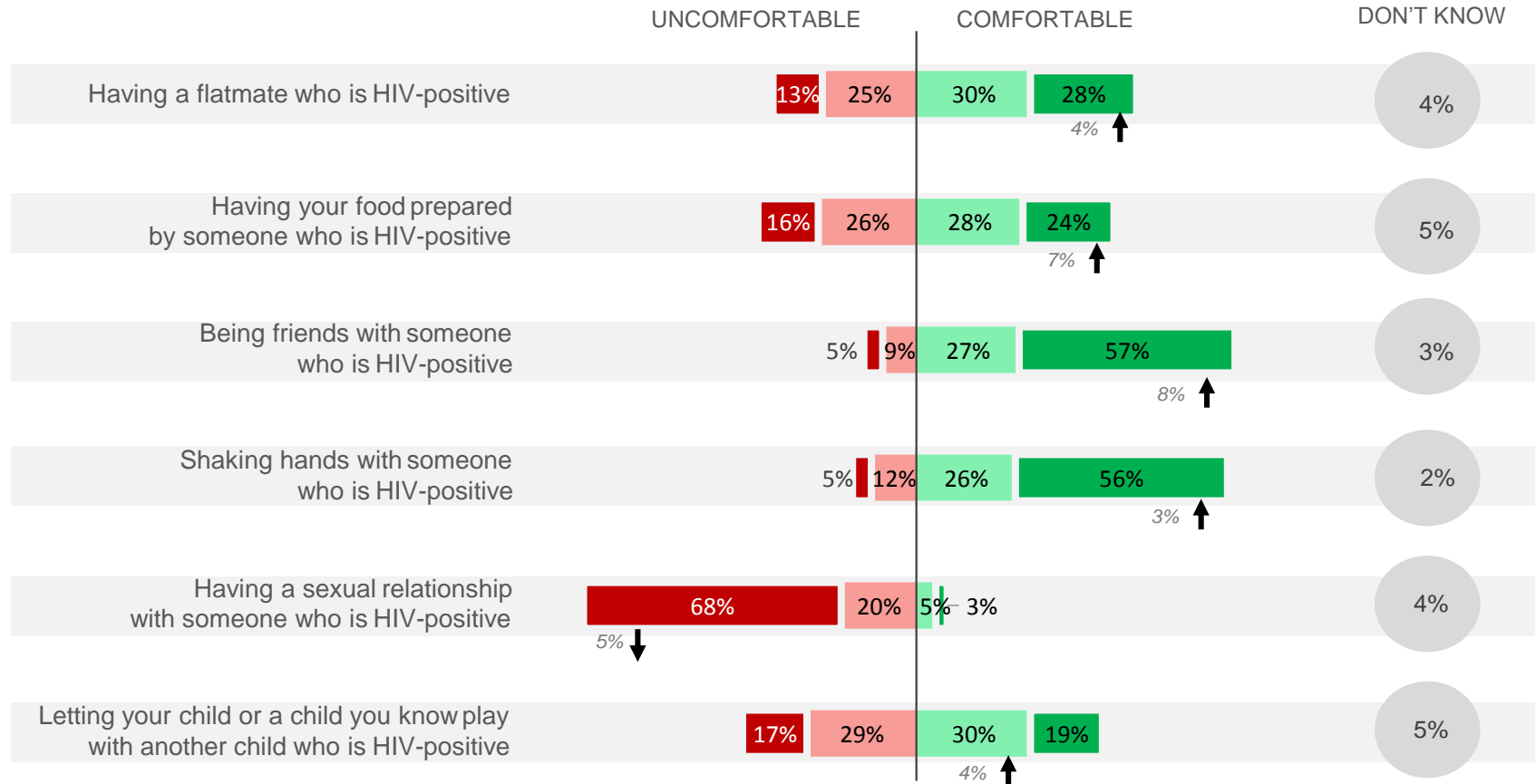


# Level of comfort in different situations

*How comfortable would you personally be in each of the following situations?*

Females are more comfortable than males in all these situations

People from Auckland and Wellington are more comfortable in all the situations than the national average

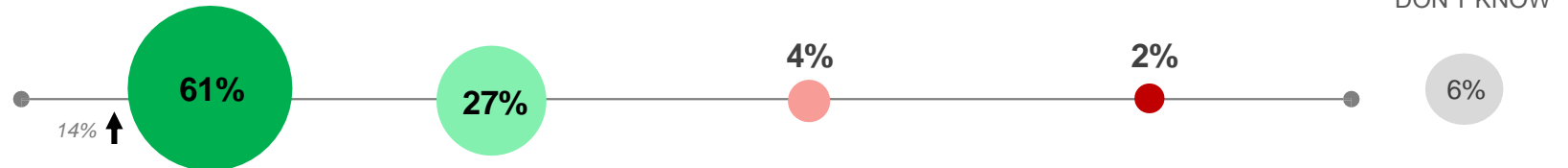


■ Very Uncomfortable   
 ■ Somewhat Uncomfortable   
 ■ Somewhat Comfortable   
 ■ Very Comfortable   
 ↕ % Change from 2014

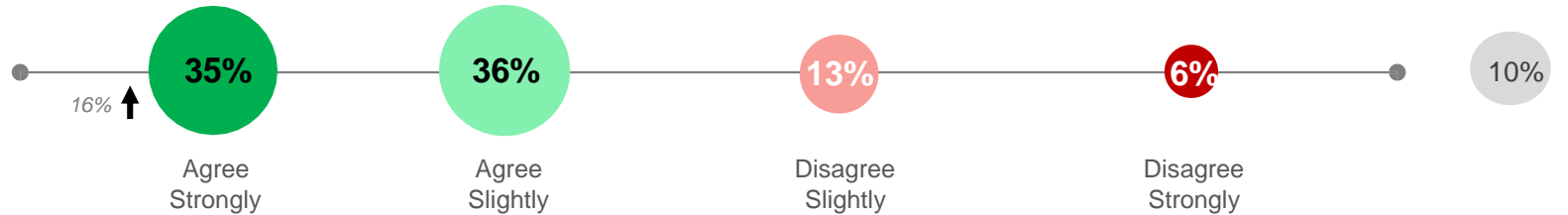
# Attitudes to HIV

Females have more positive attitudes than males

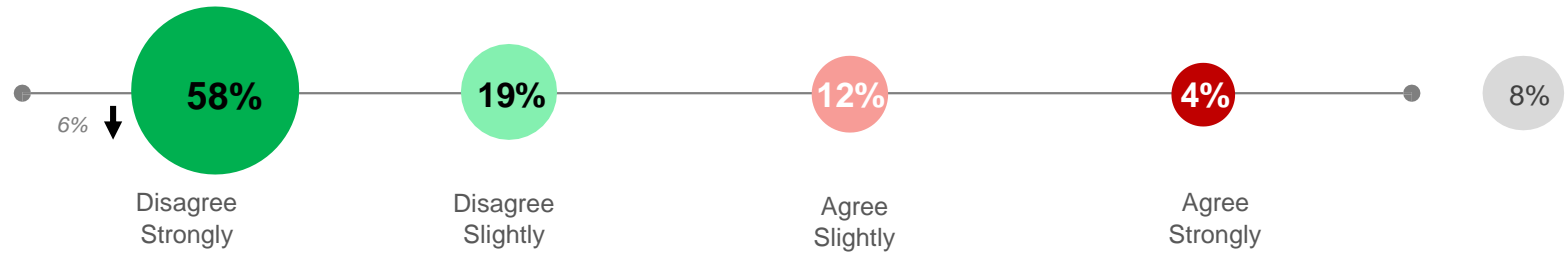
*It is possible for people with HIV to lead healthy, productive lives*



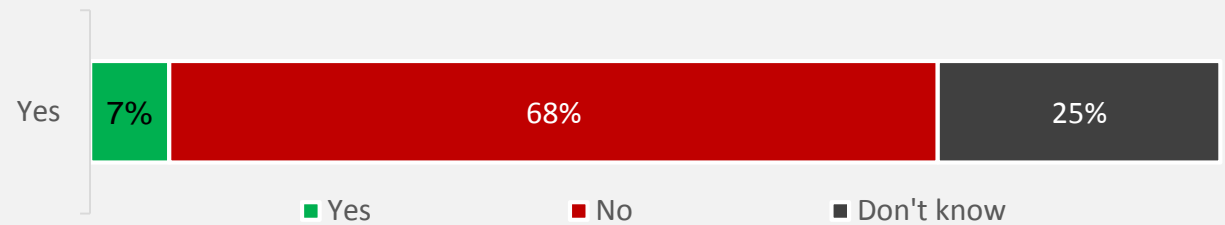
*HIV is a manageable disease, similar to having diabetes or high blood pressure*



*I sometimes think that people who contracted HIV from having sex are immoral*



**Did You Know That Somebody Living With HIV Who Is Taking Medication And Who Has An Undetectable Viral Load (UVL) For More Than Six Months, Cannot Pass HIV On To Their Sexual Partners?**



↑↓ % Change from 2014



# Summary of changes since 2014

- A significant improvement in perceptions is observed about the following perceptions
  - Having sex with condoms – 22% increase in awareness
  - Kissing – 20% Increase in awareness
  - Sharing a drinking glass – 18% increase in awareness
  - Coughing & Sneezing – 17% increase in awareness
  - Sharing food – 14% increase in awareness
  - Touching a toilet seat – 11% increase
- A slight drop is also observed in the following perceptions
  - To a baby from breastfeeding – 10% decrease
  - In the womb, from mother to foetus (i.e. in utero) – 6% Decrease
  - Sharing Intravenous needles – 5% decrease
- Level of comfort has also increased and Kiwis have indicated they are more comfortable with and in situations with people with HIV
  - Being friends with someone who is HIV positive - Increased by 8%
  - Having food prepared by someone who is HIV Positive – Increased by 8%
  - Letting your child be prepared by someone who is HIV positive – Increased by 4%
  - Having a flatmate who is HIV Positive – Increased by 4%
  - Shaking hands with someone who is HIV Positive – Increased by 3%
  - Having a sexual relationship with someone who is HIV Positive – Level of un-comfort reduced by 5%
- Attitudes have also seen a significant change
  - 14% increase in attitude towards people with HIV able to lead productive healthy lives
  - 15% increase in attitude towards HIV being a manageable disease, similar to having diabetes or high blood pressure
  - 6% more people from last time disagree that people with HIV are immoral
- Only 7% of respondents are aware that someone living with HIV who is taking medication and who has an Undetectable Viral Load (UVL) for more than six months, cannot pass HIV on to their sexual partners