

# WORLD AIDS DAY 2022

Global Survey Results

## IN 2022

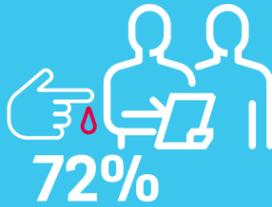
ViiV Healthcare commissioned research into current attitudes towards HIV, which unveiled a widespread gap in public knowledge and understanding of HIV worldwide. The survey, conducted online by Opinium, collected insights from 8,000 adults across eight countries: **UK, France, Germany, Canada, Australia, Japan, South Africa and Brazil**



## PERCEPTIONS OF HIV



**Three quarters** of people globally (74%) believe that there are still negative perceptions when it comes to people living with HIV



**72%** of adults believe that someone's life would completely change if they were diagnosed with HIV



**Only a fifth of adults (20%)** know that if a person living with HIV is taking prescribed medication, they cannot sexually transmit HIV to a partner

## INTIMACY WITH PEOPLE LIVING WITH HIV



The majority of people surveyed, reported **feeling comfortable with physical contact**, including holding hands (76%) or hugging (75%), with someone living with HIV

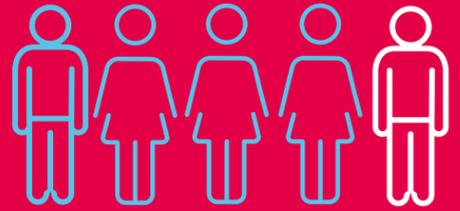


**46%** However nearly 1 in 2 (46%) people said they wouldn't feel comfortable dating someone living with HIV

## THE IMPORTANCE OF LANGUAGE



70% agree that the use of **stigmatising language** could negatively impact the mental health and prevent at-risk communities from accessing HIV prevention services



**Four in five adults (80%)** think it is their responsibility to ensure they are using appropriate and non-stigmatising language when talking about HIV

## UNITING TOGETHER TO MAKE A CHANGE

Sharing the true picture and experiences of people living with HIV is key to undermining stigma. To make yourself part of this movement for positive change, **visit the Shutterstock Studios HIV gallery online** which shares the stories of individuals around the world leading rich and rewarding lives.

<https://www.shutterstock.com/explore/viiv-collaboration>