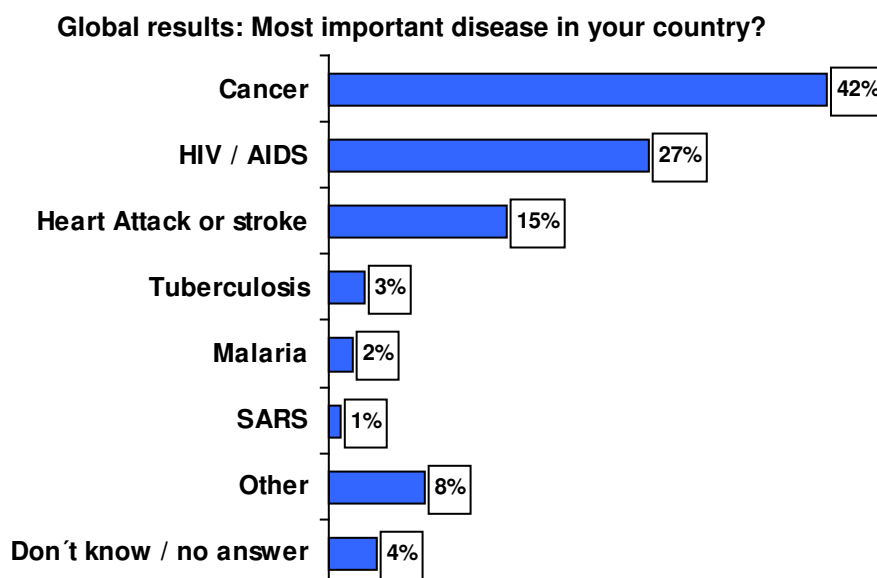


VOICE OF THE PEOPLE 2004  
WORLD AIDS DAY PRESS RELEASE

- **HIV/AIDS is the most important disease in Africa, Latin America and West Asia, according to the citizens of these regions and is seen overall by citizens of the world as the second most important disease, according to a survey released by Gallup International today, for World Aids Day.**
- **More than 50,000 people in over 60 countries** across the world were interviewed between June and August 2004 for the annual **Voice of the People** survey. They were asked their view of the most important disease in their country. Overall, 4 out of 10 citizens around the world (42%) mentioned **cancer** as the most threatening disease - a concern shared in most regions, but not unanimously.



Source: Gallup International Voice of the People 2004

- **HIV/AIDS is seen as the second most important disease globally, and as the most important in many countries and in entire regions.**
- Two thirds of those interviewed in the five countries included in **Africa** (65%) felt **HIV/AIDS** was the most important disease, with nine out of ten South Africans feeling this.
- **HIV/AIDS** was also mentioned by 45% in **Latin America** and by a majority in many countries in the region. **West Asia** is also concerned with India registering almost half (48%) who mention this as the most important disease in the country.

- Overall, **Asia Pacific** appears to be one of the **least concerned** regions with HIV/AIDS but where infection is known to be growing rapidly, as in Vietnam and Malaysia, the number of times HIV/AIDS is mentioned as the most important disease increases.
- In Africa, citizens of **South Africa** are the **most concerned** in the world about HIV/AIDS, with 90% of the population rating this disease as the most important in their country and elsewhere, almost 8 out of 10 in Kenya (79%) also believe this.
- This view is also expressed by nine out of 10 of those interviewed in **Vietnam** (89%). Interestingly, Vietnam was one of only 3 among 62 countries whose citizens also stated in the survey that *eradication of AIDS* is the most important goal for the world as a whole, in the context of the **UN Millennium Development Goals**.
- Malaria is the second most mentioned disease in Africa, and is a particular concern of Nigerians (35%) and Cameroonians (31%).

**Regional Results: Most important disease in your country?**

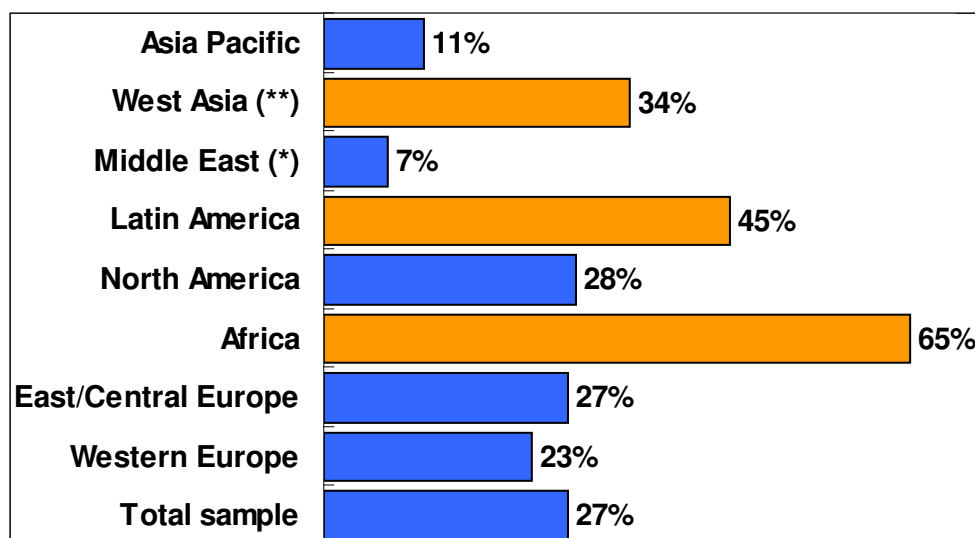
	<b>Cancer</b>	<b>HIV / AIDS</b>	<b>Heart Attack/ Stroke</b>	<b>Malaria</b>
<b>Total sample</b>	42%	<b>27%</b>	15%	2%
<b>Western Europe</b>	53%	23%	12%	-
<b>East/Central Europe</b>	34%	27%	24%	-
<b>Africa</b>	1%	<b>65%</b>	3%	24%
<b>North America</b>	43%	28%	13%	-
<b>Latin America</b>	31%	<b>45%</b>	6%	1%
<b>Middle East (*)</b>	62%	7%	21%	-
<b>West Asia (**)</b>	22%	<b>34%</b>	13%	5%
<b>Asia Pacific</b>	53%	11%	19%	2%

Extreme care: (\*) Egypt, Turkey and Israel only

(\*\*) India, Pakistan and Afghanistan only

- In the **USA**, although not the most important disease, HIV/AIDS is the second most rated and mentioned by almost one in three questioned (30%).
- In **Eastern & Central Europe**, although cancer is still the most important disease in almost every country, concern over infection levels in this region is growing so some exceptions can be found: In Estonia, HIV/AIDS is considered the most important disease and in Russia, Bosnia Herzegovina and Ukraine opinions are almost equally divided between HIV/AIDS and cancer.

### Mentions of HIV/AIDS as most important disease by region



Extreme care: (\*) Egypt, Turkey and Israel only      (\*\*) India, Pakistan and Afghanistan only

➤ Perhaps of no surprise is the finding that overall in the world, **young people** (those under 30 years old) are far more likely to mention AIDS/HIV as the most important disease in their country than are the rest of the population. More than one in three young people (36%) cite AIDS/HIV as the most important disease and the same proportion also mention cancer (37%). Amongst the over 50s, concern about cancer increases to almost half (47%) whilst only 19% of this age group mention AIDS/HIV.

➤ Of more than 60 countries included in the survey, citizens in 19 believe HIV/AIDS is the most important disease, led by nine out of ten South Africans:

<b>South Africa</b>	<b>90%</b>	<b>Nigeria</b>	<b>53%</b>	<b>Portugal</b>	<b>46%</b>
<b>Vietnam</b>	<b>89%</b>	<b>Brazil</b>	<b>51%</b>	<b>Costa Rica</b>	<b>45%</b>
<b>Kenya</b>	<b>79%</b>	<b>Ghana</b>	<b>51%</b>	<b>Mexico</b>	<b>43%</b>
<b>Ecuador</b>	<b>60%</b>	<b>Venezuela</b>	<b>50%</b>	<b>Argentina</b>	<b>42%</b>
<b>Peru</b>	<b>59%</b>	<b>Cameroon</b>	<b>49%</b>	<b>Estonia</b>	<b>37%</b>
<b>Guatemala</b>	<b>56%</b>	<b>India</b>	<b>48%</b>	<b>Russia</b>	<b>32%</b>
				<b>Pakistan</b>	<b>20%</b>

➤ In those countries which place HIV/AIDS as the most important disease, **women and young people** are generally even more concerned than other groups in the population.

➤ Two thirds of those interviewed in Africa (65%) believe HIV/AIDS is the most important disease in their countries. It is notable how the most important disease overall for global citizens (cancer) is mentioned by just 1% in this region. Africa was also the region where

most people mentioned the **Millennium Goal** of *combating HIV/AIDS* as the most important for the world as a whole.

- 45% of Latin Americans share the African concern regarding HIV/AIDS as the most threatening disease, although in this region cancer (mentioned by 31%) is somewhat more frequently mentioned than in Africa.
- In Latin America, almost all countries are more concerned about HIV/AIDS than any other disease. Uruguay does not follow this rule and in Bolivia, tuberculosis is the most important disease mentioned - Bolivia is the most concerned country in the world about this disease.
- Another region particularly concerned about HIV/AIDS is West Asia, where 34% think it is the most important disease overall, although the figures for India are much higher at 48%, while in Afghanistan opinions are fully divided among 4 diseases: Cancer, Heart Attack, Tuberculosis and Malaria.

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**Editors notes:**

**The Voice of the People Survey**

Gallup International's unique annual survey **Voice of the People** interviews more than 50,000 people in more than 60 countries around the world, representing the views and attitudes of more than 1 billion global citizens. Fieldwork was conducted between June and August 2004.

**Gallup International**

Now registered in Zurich as a verein (association), Gallup International was established in 1947 by George H Gallup and his European colleagues. It currently has member agencies in 60 countries across the world, conducting market and opinion research in more than 100 countries.