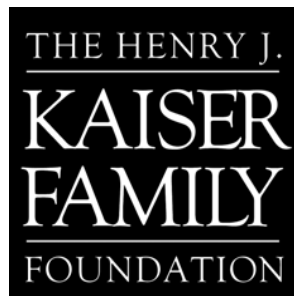

A National Survey of the Russian Public On HIV/AIDS



Matt James
Senior Vice President,
Media and Public Education
Kaiser Family Foundation

October 27, 2005

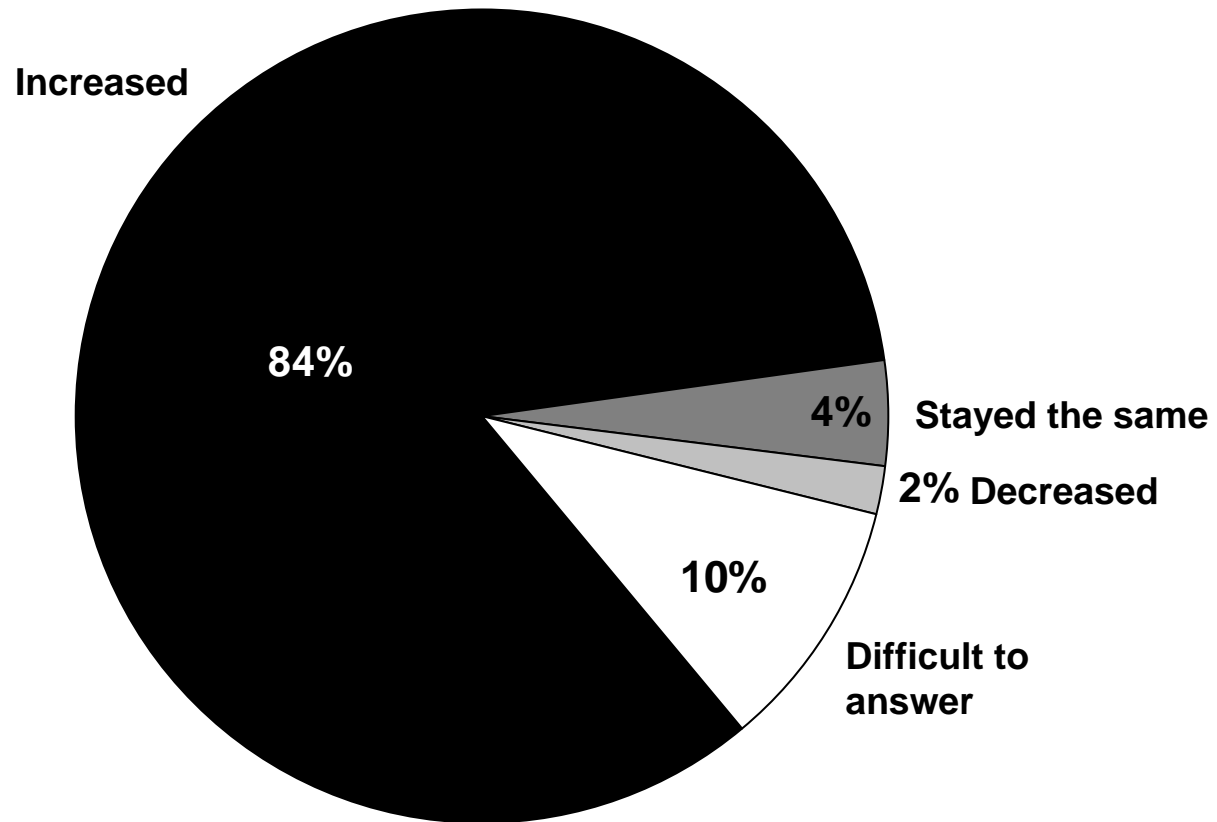
All-Russia Survey Methodology

- National response face-to-face survey of 1,502 adults ages 18-50
- Conducted between July 4-19, 2005 by the Public Opinion Foundation
- Margin of error +/- 3 %
- Funded by the World Bank Group, Bill & Melinda Gates Foundation and Kaiser Family Foundation

HIV IS A PROBLEM FOR RUSSIA

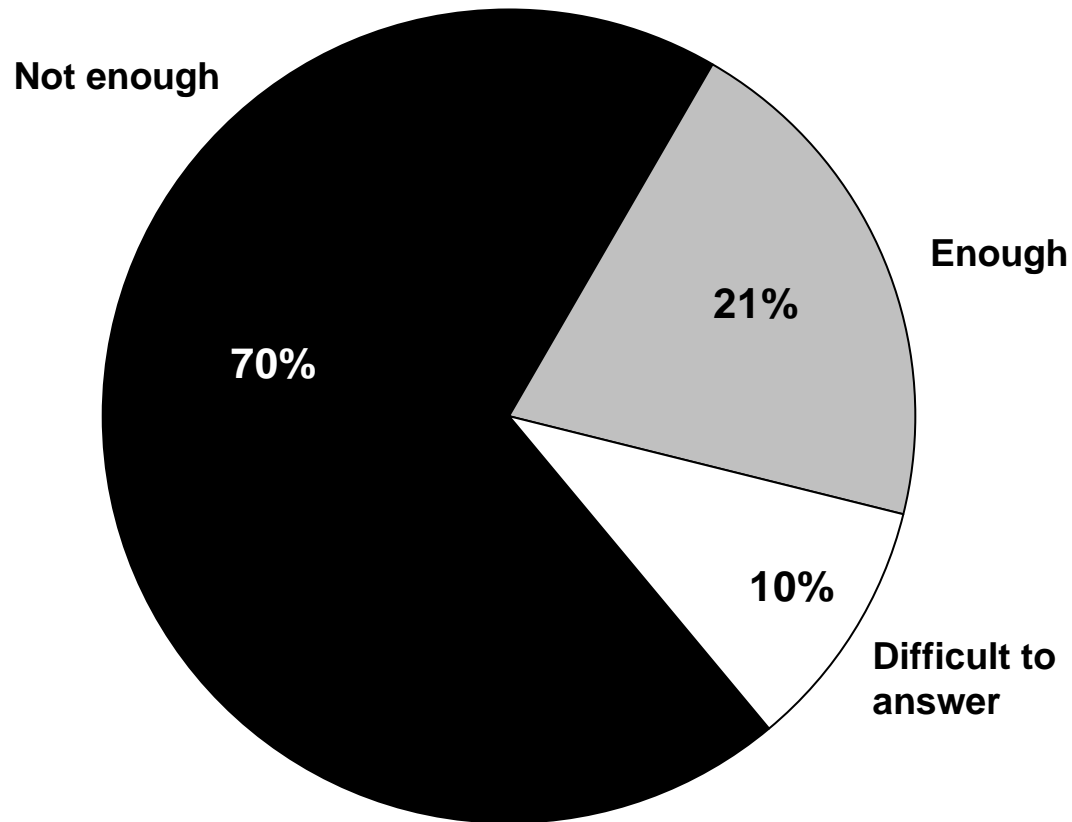
Views On HIV Prevalence In Russia

In your perception of the 5 years in Russia, has the number of people infected with HIV increased, decreased or stayed the same?



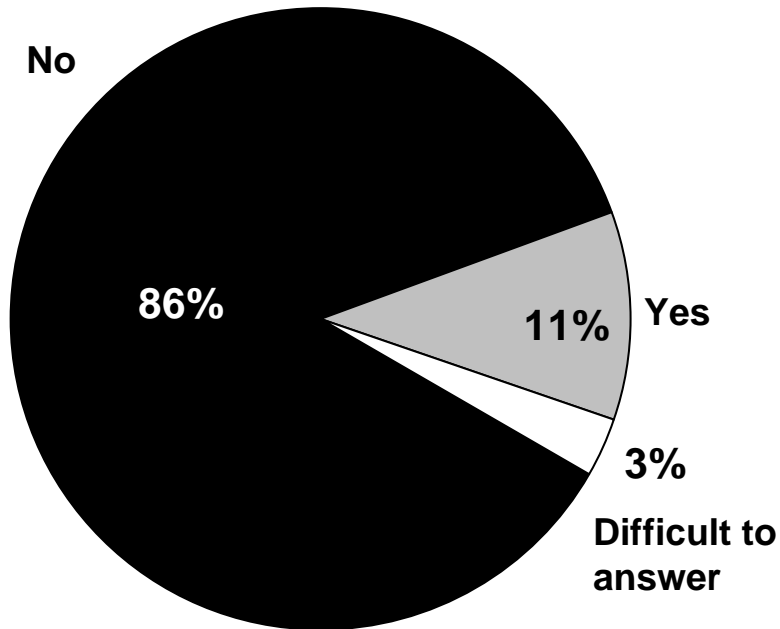
Attention To HIV

What do you think? Today in Russia is the issue of AIDS being given enough or not enough attention?



Support for Public Education About HIV/AIDS

Do you personally feel awkward when you hear public discussion of the issue of AIDS?



Percent who say Russia should strive to provide information about AIDS, including what it is, how it is passed and how to protect from it to each of the following...

Every youth

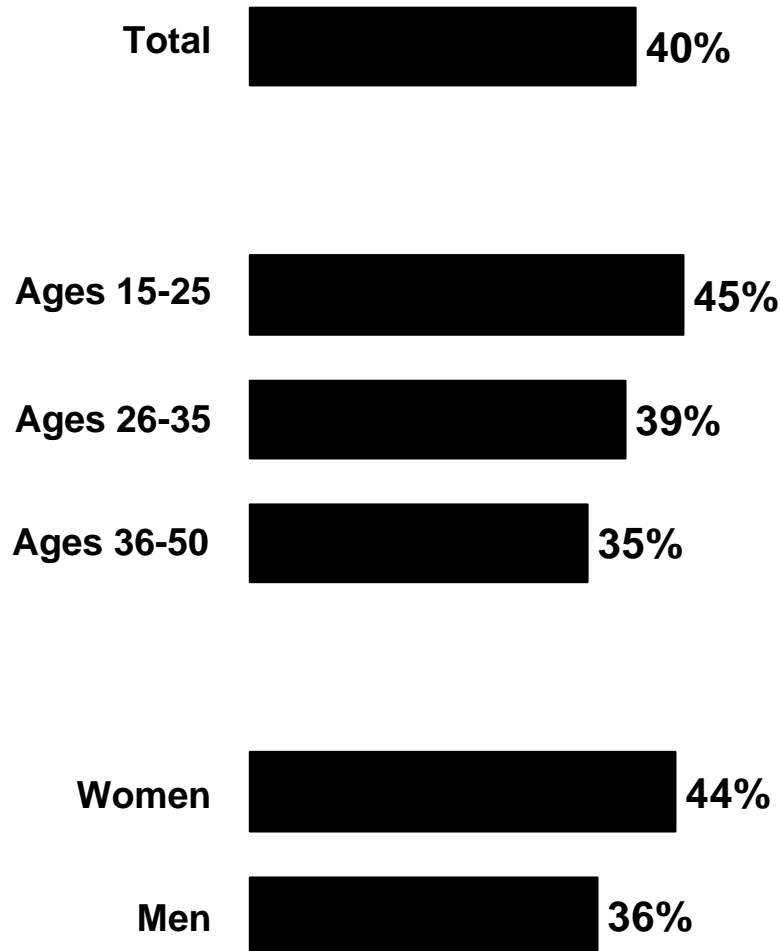


Every adult



More Information About HIV/AIDS Wanted

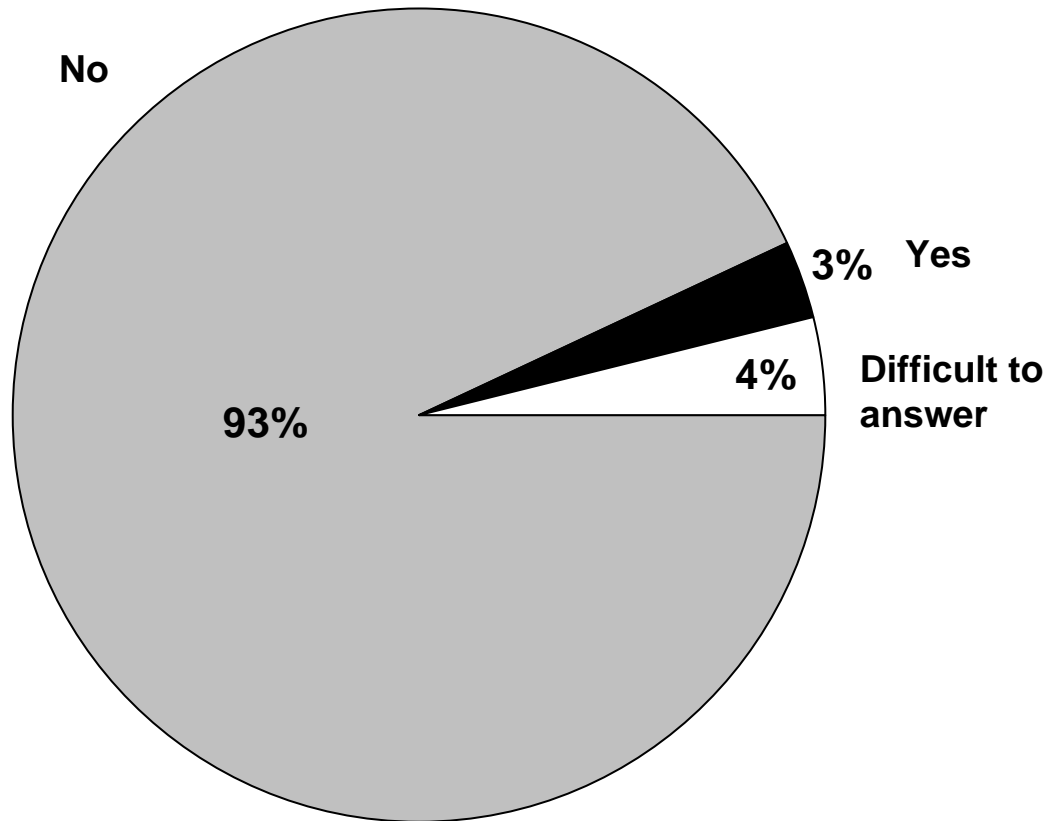
Percent who say they personally want to learn more about AIDS...



PERCEPTION CHALLENGE

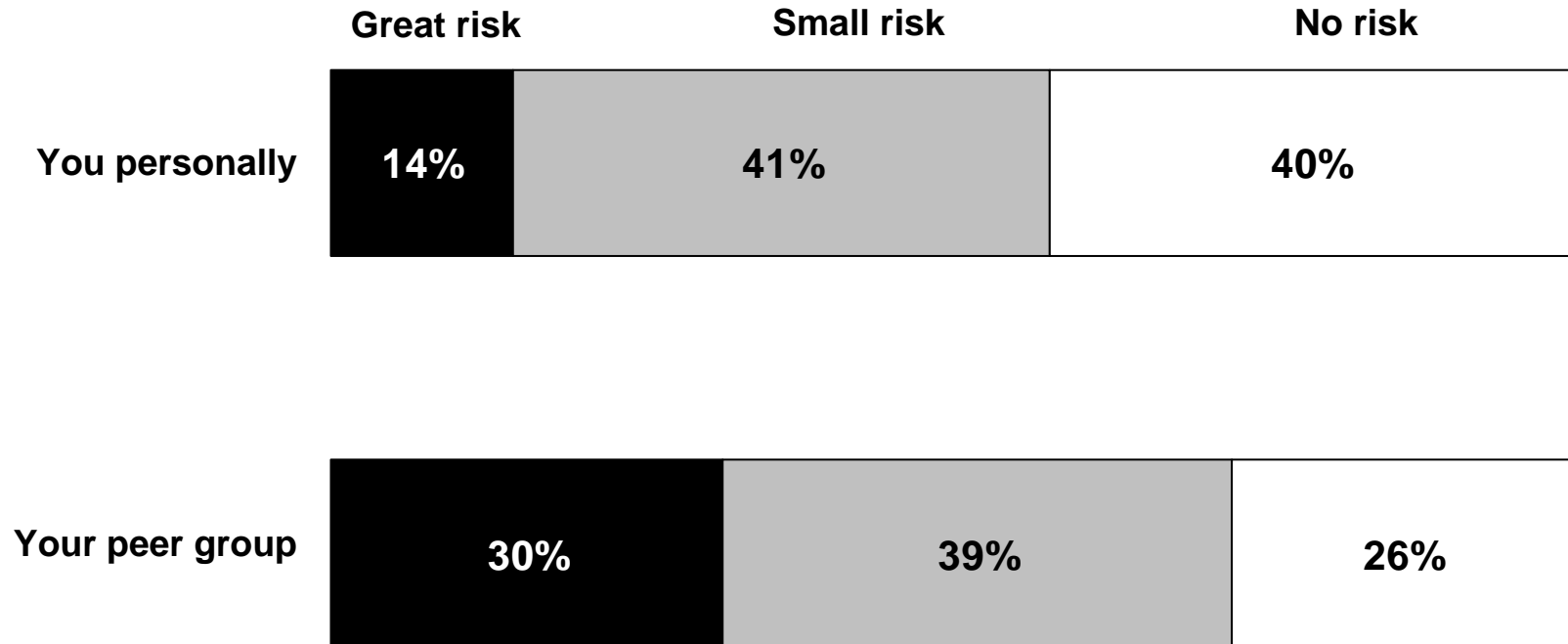
Know Someone With HIV or AIDS

Are any of your acquaintances infected with HIV or sick with AIDS?



Views on Risk of Infection For Self and Peers

What do you think? Is there a risk of being infected with HIV for (you personally/ people in your peer group)? And if a risk does exist, is the probability of infection great or small?

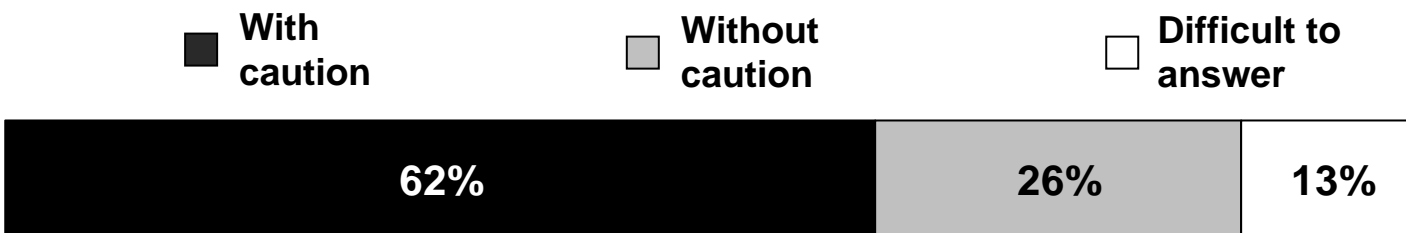
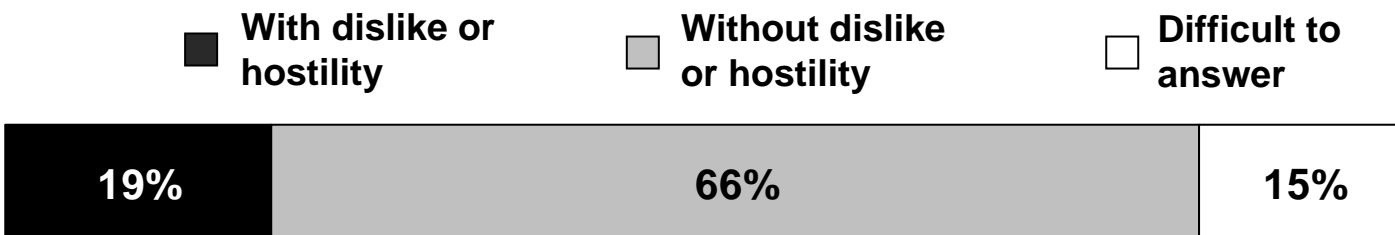
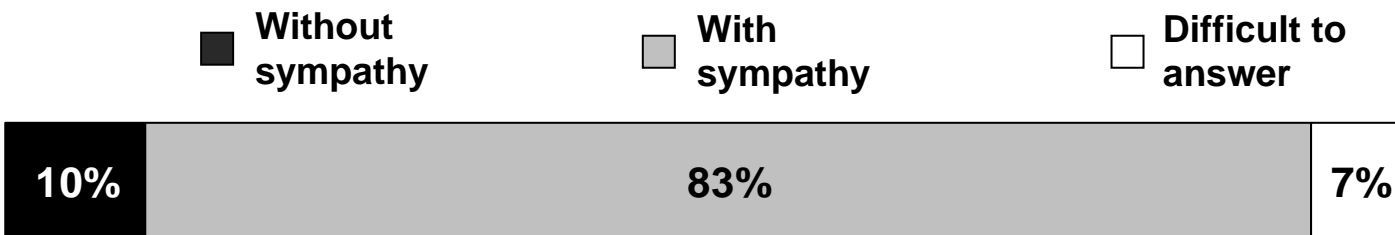


Note: Don't know responses not shown

Source: Russian Media Partnership to Combat HIV/AIDS *All-Russia Survey* (conducted July 4 - July 19, 2005)

Feelings Towards People With HIV/AIDS

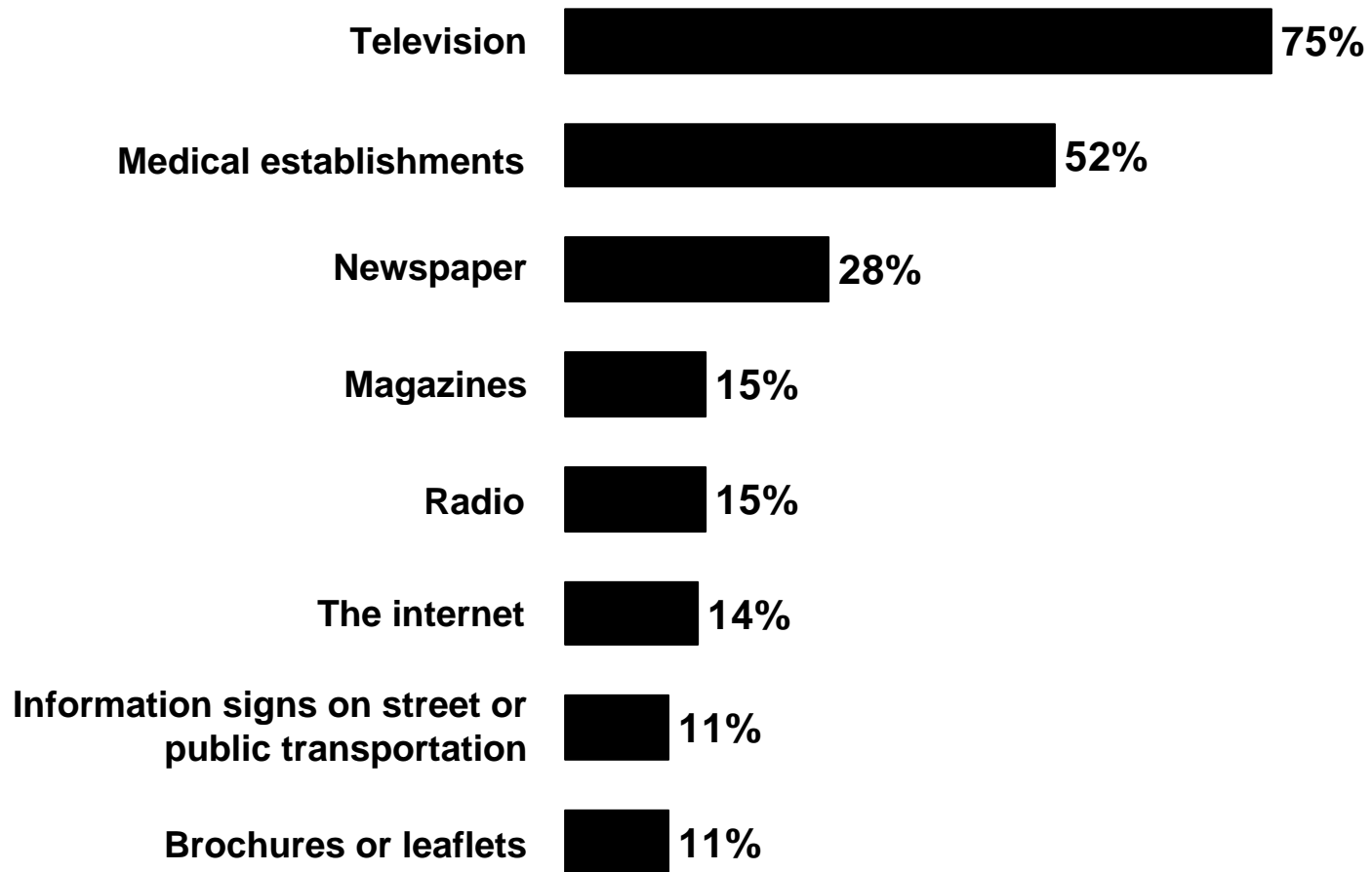
How do you personally act towards people infected with HIV or sick with AIDS?



MEDIA AS A PREVENTION TOOL

Trusted Sources Of Information About HIV/AIDS

Which sources of information about AIDS do you think are most reliable and trustworthy?*

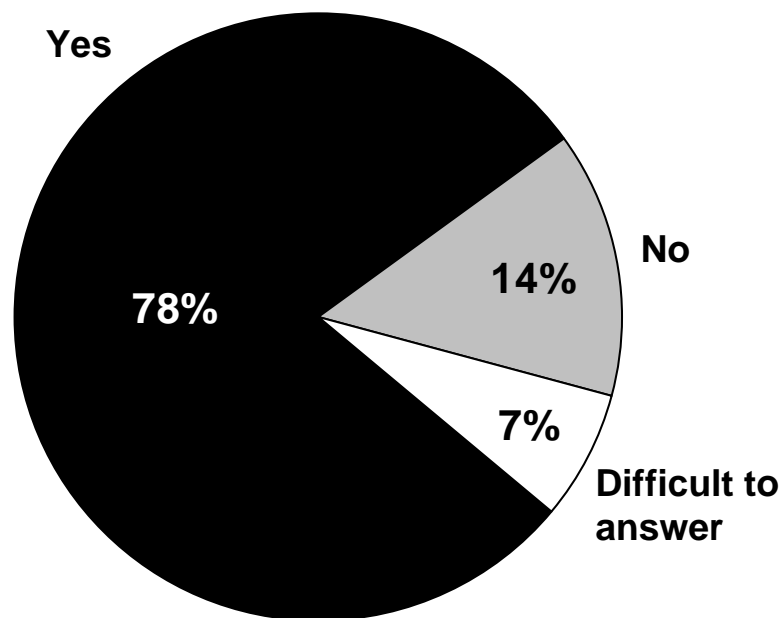


*Note: Adds to more than 100% because respondents could choose up to three answers

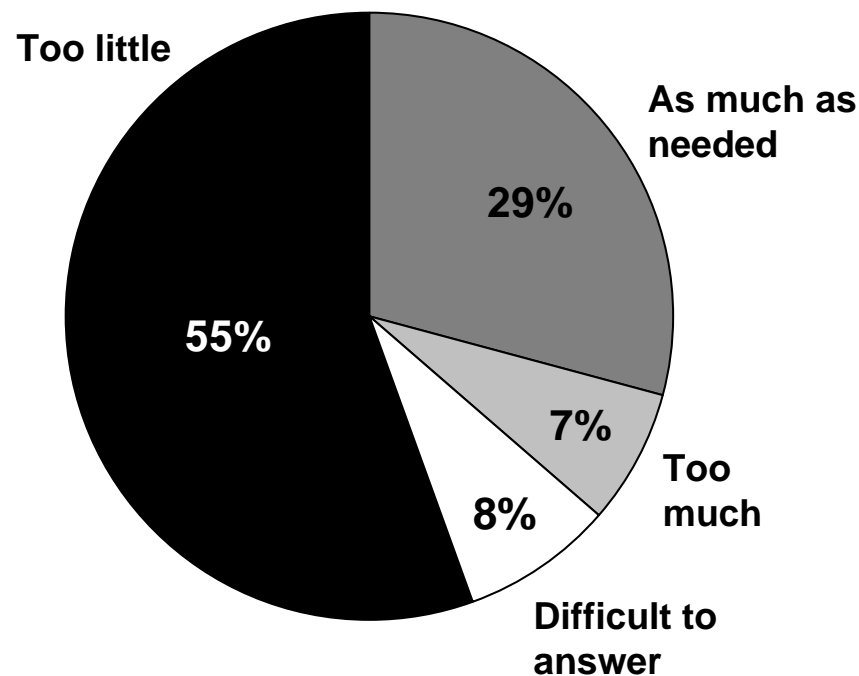
Source: Russian Media Partnership to Combat HIV/AIDS *All-Russia Survey* (conducted July 4 - July 19, 2005)

The Media and HIV/AIDS

Is mass media capable of providing real help in the fight against the spread of AIDS by bringing attention to the issue?



Today, is mass media giving too much or too little attention to the issue of AIDS, or are they giving it as much attention as needed?



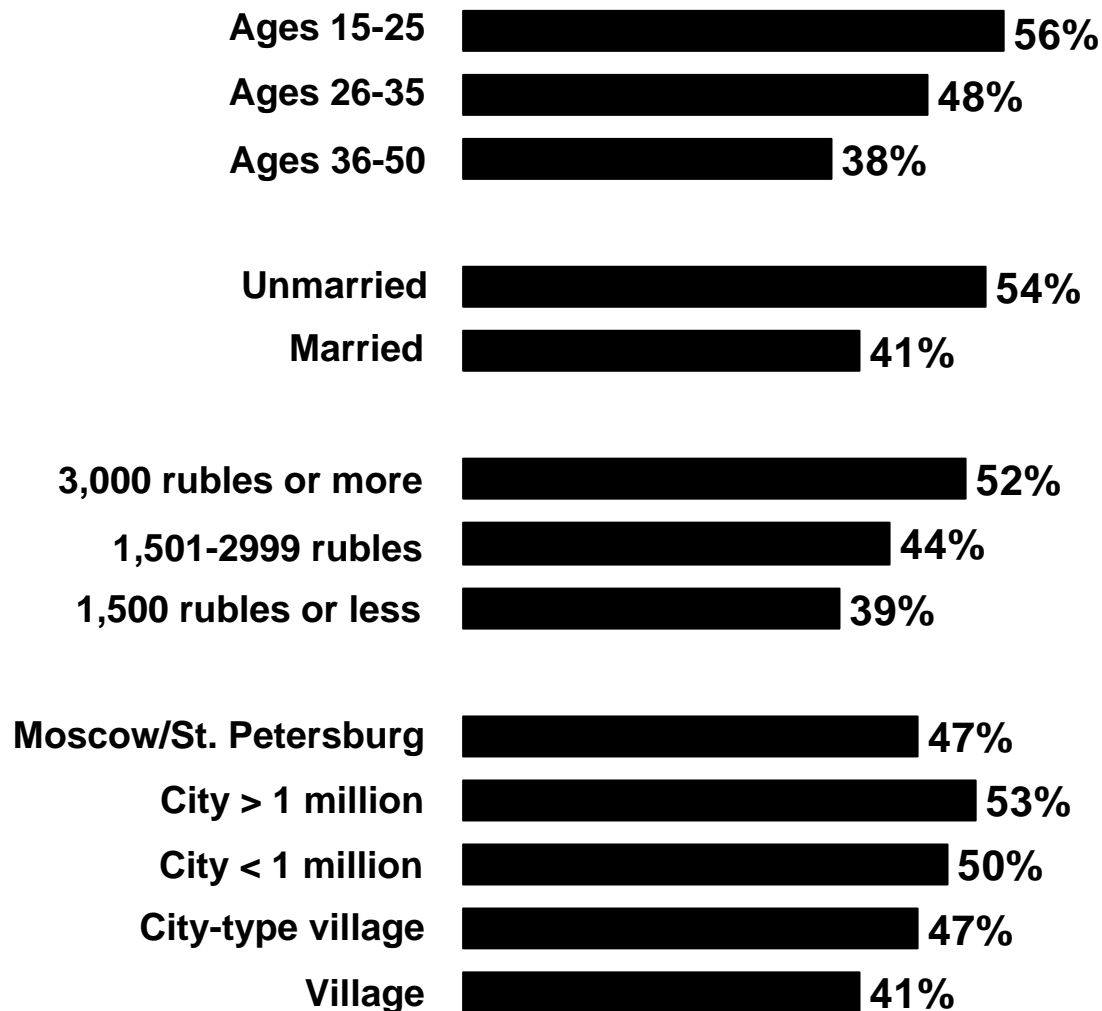
STOP SPID CAMPAIGN RESULTS

Results for Specific Ads

| Ad Name | Percent who say they are familiar with the ad | Among those familiar with ad: Percent who say the ad made them want to learn more about AIDS | Among those familiar with ad: Percent who say the ad would make OTHERS want to learn more about AIDS |
|----------------------|--|---|---|
| Half People | 34% | 46% | 57% |
| Kutuzovskiy | 19% | 32% | 45% |
| She (Sasha) | 12% | 48% | 55% |
| He (Alik) | 8% | 54% | 58% |
| <i>Any ad</i> | 46% | 47% | 56% |

Typical Viewers of Ads

Percent who say they are familiar with at least one of the four ads...



TRANSATLANTIC PARTNERS
AGAINST AIDS



BILL & MELINDA
GATES *foundation*



THE WORLD BANK

Analysis and Publication Prepared by:
The Henry J. Kaiser Family Foundation
2400 Sand Hill Road
Menlo Park, CA 94025
Phone: (650) 854-9400 Fax: (650) 854-4800
Washington Office:
1330 G Street, NW
Washington, DC 20005
Phone: (202) 347-5270 Fax: (202) 347-5274
www.kff.org

Additional copies of this publication are available on
the Kaiser Family Foundation's website at www.kff.org.

The Kaiser Family Foundation is a non-profit, private operating foundation dedicated to providing information and analysis on health care issues to policymakers, the media, the health care community, and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.