



# Press Release

## Majority (54%) of Americans Say they Wouldn't Knowingly Eat Food Prepared by a Person who is HIV+

### Nearly Half (45%) Would, led by Millennials (50%) and Women (49%)

**Toronto, ON, January 1, 2017** — A majority (54%) of Americans *disagree* (32% strongly/22% somewhat) that they would knowingly eat food prepared by a person who is HIV positive, while 45% agree (19% strongly/26% somewhat) that they would.

The Ipsos Public Affairs poll was commissioned in advance of World AIDS day by Canadian-based Casey House, the world's only hospital dedicated to treating those living with HIV/AIDS. The poll comes off the heels of Casey House launching the world's first-ever HIV+ eatery, June's, which popped up in Toronto earlier this month. The 3-day pop-up restaurant took aim at the misconceptions around people living with HIV/AIDS by using cooks who were all HIV+. Casey House is looking to expand June's into other markets.

The poll revealed that some are more likely than others to say they **would** knowingly eat food prepared by a person who is HIV+. For example, women (49%) are more likely than men (42%), and millennials (50%) and Gen Xers (48%) are more likely than Boomers (40%) to say they would knowingly eat food prepared by someone who is HIV+.

### About the Study

These are some of the findings of an Ipsos poll conducted between November 22 and 27, 2017, on behalf of Casey House. For this survey, a sample of 1,795 Americans aged 18+ was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 2.7$  percentage points, 19 times out of 20, had all American adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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