

**Most desired traits in future HIV medications (Ranked from 1 to 7, lower average rank indicates a higher desire)**

<b>Region</b>	<b>Country</b>	<b>Easier to take</b>	<b>Help me live longer</b>	<b>Fewer side effects</b>	<b>More affordable</b>	<b>Attack virus in new way</b>	<b>Would not have to take for rest of life</b>	<b>Better access</b>
		Average Rank	Average Rank	Average Rank	Average Rank	Average Rank	Average Rank	Average Rank
Western Europe and USA	France	4.4	2.8	3.4	5.5	3.8	3.3	4.8
	Germany	4.8	2.1	3.2	5.3	3.9	3.7	5.0
	Italy	3.7	2.0	2.9	5.5	4.6	3.6	5.7
	Spain	3.4	2.2	2.6	5.6	3.8	5.5	5.0
	USA	4.9	2.9	3.8	4.5	4.0	2.9	5.1
Latin America	Caribbean	3.2	3.1	3.5	4.3	4.6	4.3	5.0
	Mexico	4.0	2.9	3.6	4.3	4.7	4.1	4.5
	Argentina	4.1	2.7	3.2	5.7	4.0	3.8	4.6
	Brazil	3.9	2.8	3.3	5.3	4.5	3.4	4.9
South Africa, Russia, Asia/Pacific	South Africa	3.9	2.9	3.8	4.8	4.0	3.8	4.8
	Russia	3.4	2.9	3.1	5.4	4.5	3.1	5.6
	Korea	3.8	3.8	3.7	4.7	4.6	2.4	5.1
	Malaysia	4.4	3.8	4.0	4.9	3.9	3.3	3.7
	New Zealand	4.5	3.2	3.6	5.3	3.9	3.4	4.1