Documentation Detailing Revised Campaign Message information

In the **past 12 months**, how often did you see or hear the following campaign slogans or messages? <<Campaigns display in random order>>

PA-4a. Testing Makes Us Stronger **{MEDIMESS_A}**

Never.. 0

Rarely.. 1

Sometimes... 2

Often... 3

Very Often... 4

I prefer not to answer........................ 7

Don't Know.. 9

PA-4b. Greater than AIDS {**MEDIMESS_B**}

Never.. 0

Rarely.. 1

Sometimes... 2

Often... 3

Very Often... 4

I prefer not to answer........................ 7

Don't Know.. 9

PA-4c. Protest {**MEDIMESS_C**}

Never.. 0

Rarely.. 1

Sometimes... 2

Often... 3

Very Often... 4

 I prefer not to answer........................ 7

Don't Know.. 9

PA-4d. ACT Against AIDS {**MEDIMESS_D**}

      Never...   0

      Rarely...   1

      Sometimes..   2

      Often..   3

      Very Often.......................................   4

      I prefer not to answer........................   7

      Don't Know.....................................   9

PA-4e <<ACT Against AIDS Campaign-- TBD>> {**MEDIMESS_E**}

      Never...   0

      Rarely...   1

      Sometimes..   2

      Often..   3

      Very Often.......................................   4

      I prefer not to answer........................   7

      Don't Know.....................................   9

If County = {CDC grantee funded to conducted Enhanced Comprehensive HIV/AIDS Prevention project}, then go to PA-4f, else, go to logic box before PA-5a.

If County= (Anne Arundel County, Baltimore County, Carroll County, Harford County, Howard County, Queen Anne's County, or Baltimore City), then display "HIV Stops With Me"

If County= (Collin County, Dallas County, Delta County, Denton County, Ellis County, Hunt County, Kaufman County, Rockwall County, or Tarrant County), then display "Dallas > AIDS"

If County=(District of Columbia), then display "Rubber Revolution"

If County= (Harris County), then display "HIV...It's Real Campaign"

If County= (Miami-Dade County), then display "Test Miami"

If County= (Philadelphia County), then display "TakeControlPhilly"

If County= (Bayamón Municipio, Canóvanas Municipio, Carolina Municipio, Guaynabo Municipio, Loíza Municipio, San Juan Municipio, Trujillo Alto Municipio), then display "Hacerte la Prueba de VIH Te Hace Más Fuerte"

PA-4f <<Local Campaign>> {**MEDIMESS_F**}

Never... 0

Rarely... 1

Sometimes... 2

Often... 3

Very Often... 4

I prefer not to answer......................... 7

Don't Know.. 9

If all PA-4a through PA-4f = 0,7or 9, then skip to PA-6. If any PA-4a through PA-4f =1,2,3 or 4, then ask PA-5a for each campaign respondent selected.

PA-5a. You said you saw or heard <<campaign>>. On a scale of 0 to 5, where 0 means 'not very effective' and 5 means 'very effective', how effective do you think this campaign slogan or message is? {**MESSRESP_A through MESSRESP_F**}

Not   Very
Effective   Effective

0   1   2   3   4   5