

**African American Women's Perceptions
of a Social Marketing Campaign to Promote HIV Testing Behaviors**

ATTACHMENT 2

Survey

Reading level 7.2 (assessed by Flesch-Kincaid)

Public reporting burden of this collection of information is estimated to average 2 minutes per response, including time for reviewing instructions, searching for existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0920).

Let's begin the survey now.

We are interested in your opinion about HIV testing. If you're not sure, choose an answer that comes closest to what you think might be true for each question.

1. Before we start, are you the only one who can see the questions and your answers?

- Yes
- No

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2. Have you ever been tested for HIV?

- Yes
- No
- Don't Know
- Refuse to answer

3. What was the date of your most recent HIV test? (Month/Year)

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4. Did you get the results of your most recent HIV test?

- Yes
- No
- Refuse to answer

5. What was the result of your most recent HIV test?

- Positive
- Negative
- Never obtained results
- Indeterminate
- Don't know
- Refuse to answer

6. Where did you have your most recent HIV test?

- HIV/AIDS street outreach program or mobile unit
- HIV testing event
- Sexually transmitted disease (STD) clinic
- Drug treatment program
- Needle exchange program
- Correctional facility (jail or prison)
- Family planning clinic
- Prenatal/obstetrics clinic
- Public health center
- Community health center
- Private doctor's office (including HMO)
- Emergency room
- Hospital (inpatient)
- At home
- Other
- Don't know
- Refuse to answer

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7. Which of these are the main reasons you got an HIV test? Please select one or more of the following reasons.

[MARK ALL THAT APPLY]

- Worried you might have been exposed to HIV
- You get tested on a regular basis and it was time for you to get tested again
- You were just checking to make sure you were HIV negative
- Your doctor or health care provider recommended you get tested
- Your sex partner asked you to
- You were starting a new relationship
- You were required to get tested either by insurance, the military, a court order, or by some other agency
- You were pregnant
- Refuse to answer

Some other reason

8. Below is a list of reasons why some people have not been tested for HIV. Which of these are the top reasons why you have not been tested? Please select one or more of the following reasons.

- You think you are at low risk for HIV infection
- You were afraid of finding out that you had HIV
- You were worried that your name would be reported to the government if you tested positive
- You were afraid of someone finding out about the test results
- You were afraid of losing your job, insurance or housing if you tested positive
- You didn't have the money or the insurance to pay for the test
- You didn't have time
- You didn't know where to go to get tested
- You couldn't get transportation to a testing place
- You don't like needles
- Refuse to answer

Some other reason

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9. Has your doctor talked with you about HIV and HIV testing?

- Yes
- No
- Don't know
- Refuse to answer

10. When it comes to HIV/AIDS, are there any organizations that you would really trust as a reliable source of information?

[MARK ALL THAT APPLY]

- Family & Friends
- Charitable organizations
- Religious organizations and leaders
- Government health agencies
- Refuse to answer

11. How do you feel about CDC as the source of this information?

- Trustworthy
- Indifferent
- Not trustworthy
- Refuse to answer

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These next few questions are about your personal behaviors including sexual activity. Please remember that your answers are kept private.

12. During the past 12 months, how many people did you have sex with? (Type "refuse" to refuse an answer.)

13. How often did you and your partners use a condom?

- Never
- Occasionally
- Usually
- Always
- Refuse to answer

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14. How would you rate your risk of getting infected with HIV?

- Very high
- High
- Average (neither high nor low)
- Low
- Very Low
- No Opinion
- Refuse to answer

15. Please indicate how much you agree or disagree with the following statements.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| HIV is not something I think about often. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| HIV is not a big problem for African American or black women. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am less likely than most people to get HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| African American or black women should get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| There is still no cure for HIV/AIDS. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I don't need to worry about getting HIV because I know everything about my boyfriend/partner. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| You can tell that somebody has HIV just by looking at them. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Out of all the women in the U.S. living with HIV, about 66% are African American. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Knowing my HIV status helps me take responsibility for myself. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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16. Do you know a place where you can get an HIV test?

- Yes
- No
- Refuse to answer

17. Is this place in your community?

- Yes
- No
- Refuse to answer

18. How did you find out about this testing location?

[MARK ALL THAT APPLY]

- Called CDC-INFO
- Called an HIV testing hotline
- Searched for a testing location online
- Friends or family
- Doctor
- Refuse to answer

Other

19. Do you know a place where you can get a FREE HIV test?

- Yes
- No
- Refuse to answer

20. Have you talked to your partner about the importance of getting an HIV test?

- Yes
- No
- Refuse to answer

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21. How important do you think it is for African American or black women to know their HIV status by getting tested? Would you say:

- Very important
- Important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant
- Refuse to answer

22. Please tell us how much you agree or disagree with the following statement: It is important to get tested for HIV so that people who test positive can start getting treated right away.

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree
- Refuse to answer

23. Have you talked to your partner about their HIV status?

- Yes
- No
- Refuse to answer

24. Please answer below

| | Definitely yes | Probably yes | Probably not | Definitely not | No opinion | Refuse to answer |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Do you plan to have a test for HIV in the next 12 months? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Do you plan to have a test for HIV in the next 6 months? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If a free test was available to see if you have HIV, would you take it? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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25. When should you get an HIV test after having unprotected sex with a man?

- 0-2 months after having unprotected sex
- 3-6 months after having unprotected sex
- 7-12 months after having unprotected sex
- More than 12 months after having unprotected sex
- When you start to feel sick
- Refuse to answer

26. Have you ever talked to anyone, other than your partner, such as friends or family, about getting an HIV test?

- Yes
- No
- Refuse to answer

27. Do you personally know anyone who now has AIDS, has died from AIDS, or has tested positive for HIV?

- Yes
- No
- Don't know
- Refuse to answer

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28. During the past 30 days, have you seen or heard any advertising, campaigns, or messages about:

| | Yes | No | Don't Know | Refuse to answer |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| Not using drugs | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quitting smoking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Not starting to smoke | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Getting an HIV test | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Using condoms to prevent HIV or sexually transmitted diseases | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The importance of knowing whether you or your partner is HIV positive | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Not using alcohol | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Other (please specify)

29. Have you ever seen or heard of any ads on TV or radio with the following themes or slogans?

| | Yes | No | Don't Know | Refuse to answer |
|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Act Against AIDS | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Take Charge. Take the Test | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Let's Stop HIV Together | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Get Yourself Tested | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Greater Than AIDS | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Testing Makes Us Stronger | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Reasons | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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30. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| This ad was convincing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad said something important to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I liked this ad overall. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad grabbed my attention. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I learned something new from this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad gave me good reasons to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad was confusing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad speaks to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I do not like this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the way the colors, images, or graphics in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the message in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad used a fresh, new approach. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I trust the information in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe what this ad is saying. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would share this ad with others. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| These are important messages for people in my community. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If I had HIV, this ad would make me feel accepted. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would make me feel bad if I had HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American women. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American men. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad is offensive. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

31. Please describe why this message is offensive



32. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| The campaign name (Take Charge. Take the Test.) is appropriate for this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to go to this website (http://hivtest.cdc.gov/takecharge) for more information. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to take responsibility for my health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to encourage my sex partner to take responsibility for their health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to talk to others about HIV testing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to ask my new or current sex partner to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad suggests to me that it is OK for women to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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33. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| This ad was convincing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad said something important to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I liked this ad overall. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad grabbed my attention. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I learned something new from this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad gave me good reasons to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad was confusing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad speaks to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I do not like this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the way the colors, images, or graphics in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the message in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad used a fresh, new approach. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I trust the information in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe what this ad is saying. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would share this ad with others. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| These are important messages for people in my community. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If I had HIV, this ad would make me feel accepted. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would make me feel bad if I had HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American women. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American men. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad is offensive. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

34. Please describe why this message is offensive

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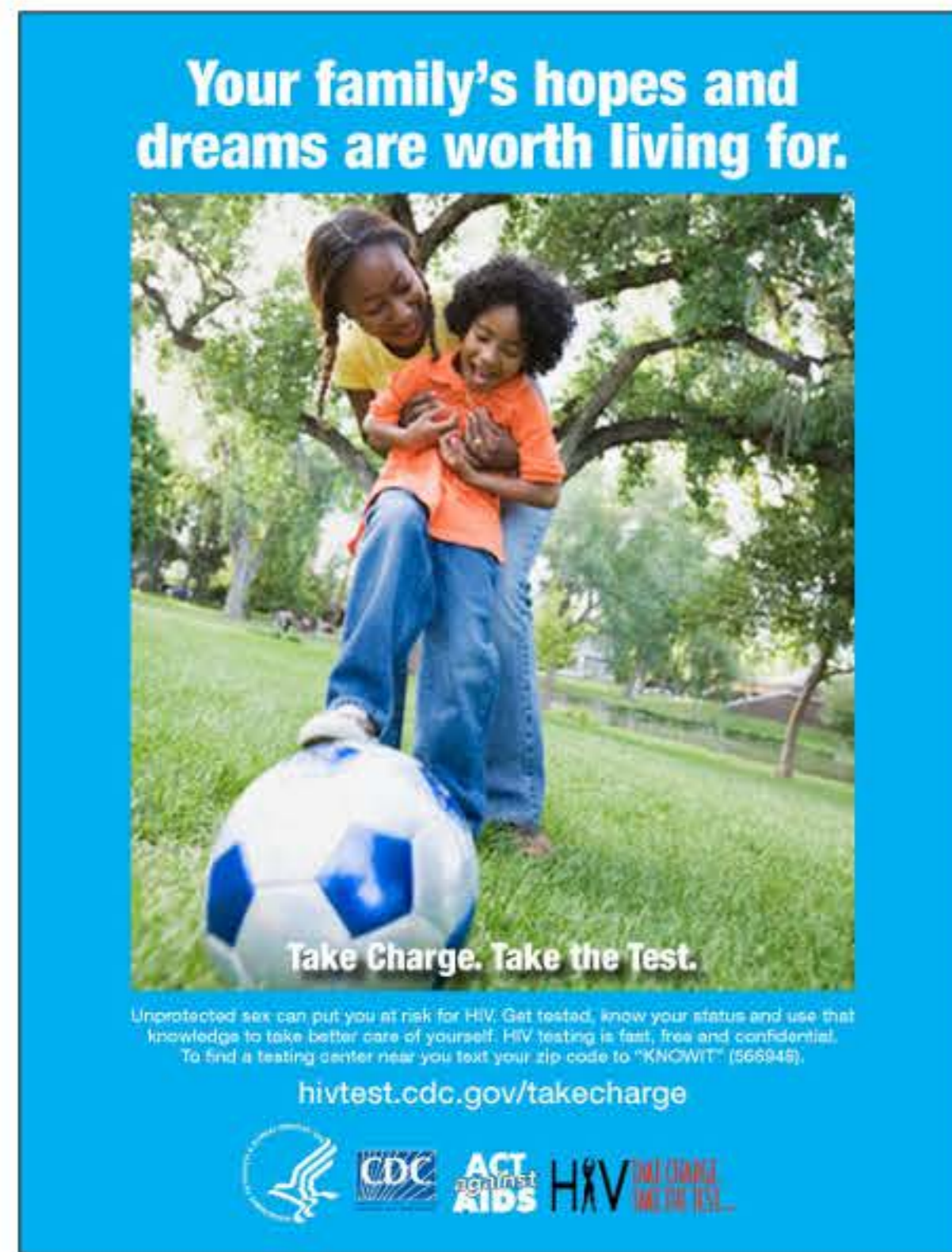
Copy of page:



35. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| The campaign name (Take Charge. Take the Test.) is appropriate for this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to go to this website (http://hivtest.cdc.gov/takecharge) for more information. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to take responsibility for my health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to encourage my sex partner to take responsibility for their health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to talk to others about HIV testing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to ask my new or current sex partner to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad suggests to me that it is OK for women to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

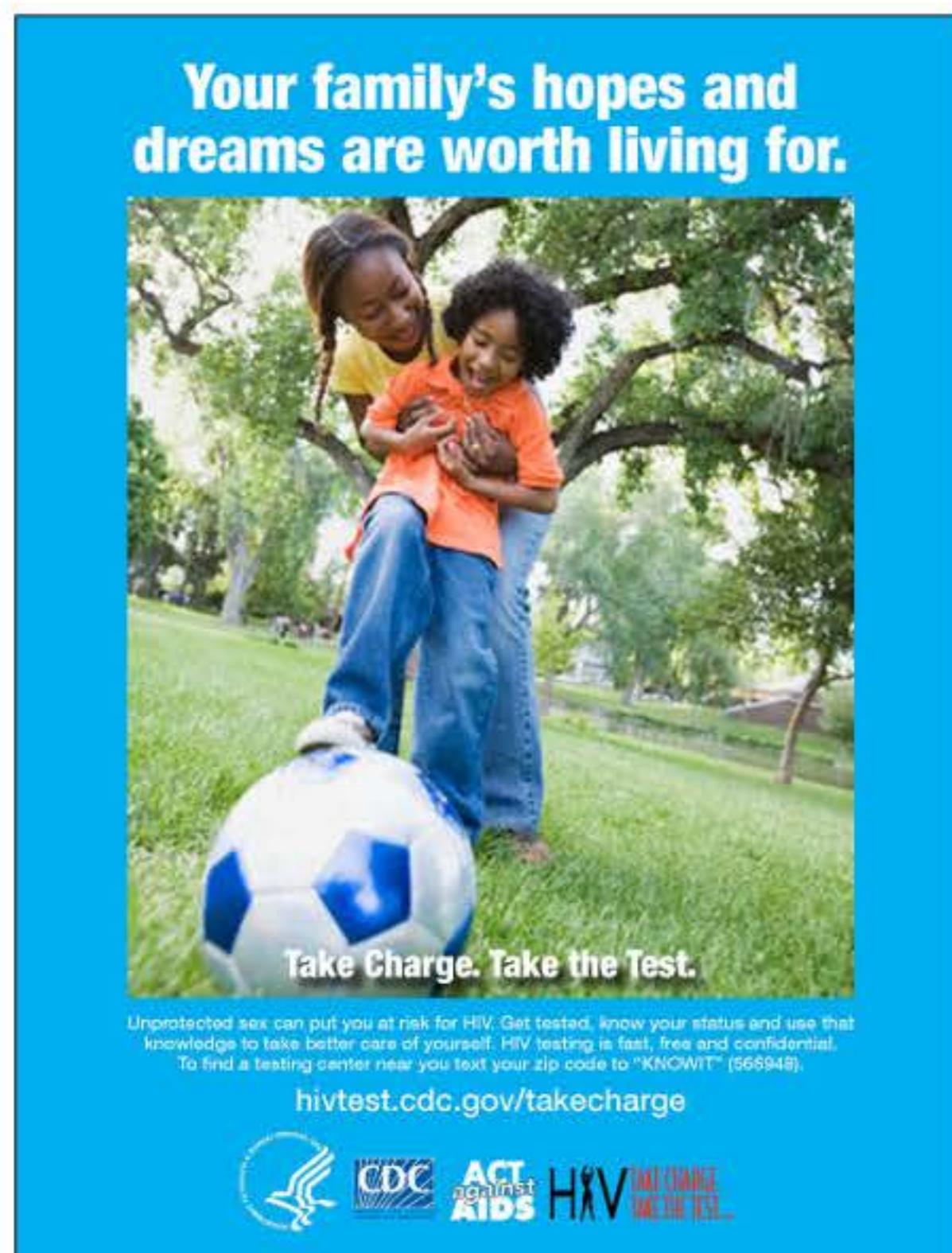
[Prev](#) [Next](#)



36. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| This ad was convincing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad said something important to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I liked this ad overall. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad grabbed my attention. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I learned something new from this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad gave me good reasons to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad was confusing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad speaks to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I do not like this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the way the colors, images, or graphics in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the message in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad used a fresh, new approach. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I trust the information in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe what this ad is saying. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would share this ad with others. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| These are important messages for people in my community. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If I had HIV, this ad would make me feel accepted. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would make me feel bad if I had HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American women. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American men. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad is offensive. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

37. Please describe why this message is offensive



38. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| The campaign name (Take Charge. Take the Test.) is appropriate for this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to go to this website (http://hivtest.cdc.gov/takecharge) for more information. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to take responsibility for my health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to encourage my sex partner to take responsibility for their health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to talk to others about HIV testing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to ask my new or current sex partner to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad suggests to me that it is OK for women to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Prev Next



39. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| This ad was convincing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad said something important to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I liked this ad overall. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad grabbed my attention. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I learned something new from this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad gave me good reasons to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad was confusing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad speaks to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I do not like this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the way the colors, images, or graphics in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the message in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad used a fresh, new approach. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I trust the information in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe what this ad is saying. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would share this ad with others. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| These are important messages for people in my community. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If I had HIV, this ad would make me feel accepted. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would make me feel bad if I had HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American women. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American men. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad is offensive. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

40. Please describe why this message is offensive



41. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| The campaign name (Take Charge. Take the Test.) is appropriate for this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to go to this website (http://hivtest.cdc.gov/takecharge) for more information. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to take responsibility for my health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to encourage my sex partner to take responsibility for their health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to talk to others about HIV testing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to ask my new or current sex partner to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad suggests to me that it is OK for women to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Prev Next



42. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| This ad was convincing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad said something important to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I liked this ad overall. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad grabbed my attention. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I learned something new from this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad gave me good reasons to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad was confusing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad speaks to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I do not like this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the way the colors, images, or graphics in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the message in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad used a fresh, new approach. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I trust the information in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe what this ad is saying. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would share this ad with others. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| These are important messages for people in my community. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If I had HIV, this ad would make me feel accepted. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would make me feel bad if I had HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American women. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American men. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad is offensive. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

43. Please describe why this message is offensive



44. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| The campaign name (Take Charge. Take the Test.) is appropriate for this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to go to this website (http://hivtest.cdc.gov/takecharge) for more information. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to take responsibility for my health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to encourage my sex partner to take responsibility for their health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to talk to others about HIV testing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to ask my new or current sex partner to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad suggests to me that it is OK for women to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Prev Next



45. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| This ad was convincing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad said something important to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I liked this ad overall. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad grabbed my attention. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I learned something new from this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad gave me good reasons to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad was confusing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad speaks to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I do not like this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the way the colors, images, or graphics in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the message in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad used a fresh, new approach. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I trust the information in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe what this ad is saying. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would share this ad with others. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| These are important messages for people in my community. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If I had HIV, this ad would make me feel accepted. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would make me feel bad if I had HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American women. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American men. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad is offensive. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

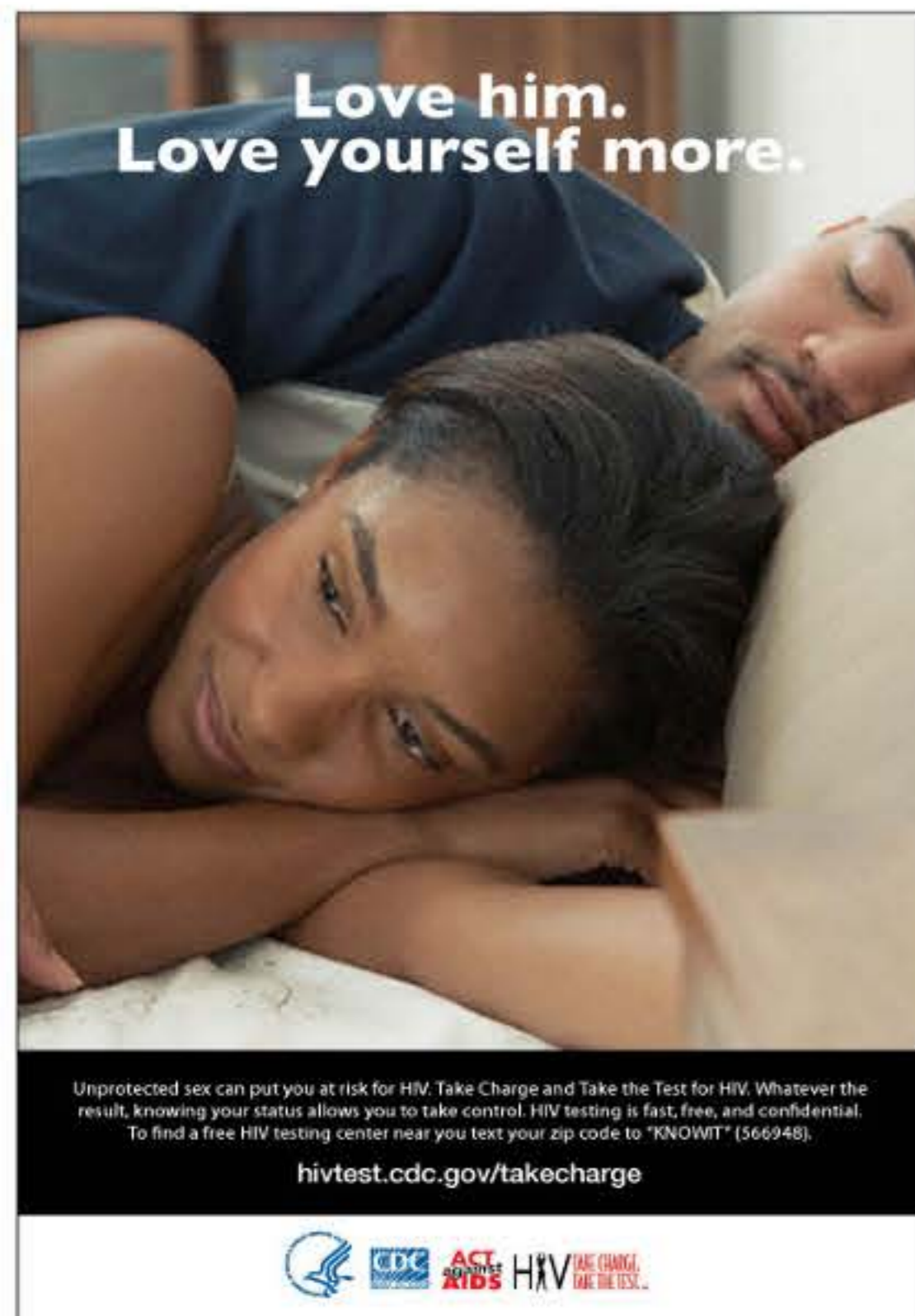
46. Please describe why this message is offensive



47. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| The campaign name (Take Charge. Take the Test.) is appropriate for this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to go to this website (http://hivtest.cdc.gov/takecharge) for more information. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to take responsibility for my health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to encourage my sex partner to take responsibility for their health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to talk to others about HIV testing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to ask my new or current sex partner to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad suggests to me that it is OK for women to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

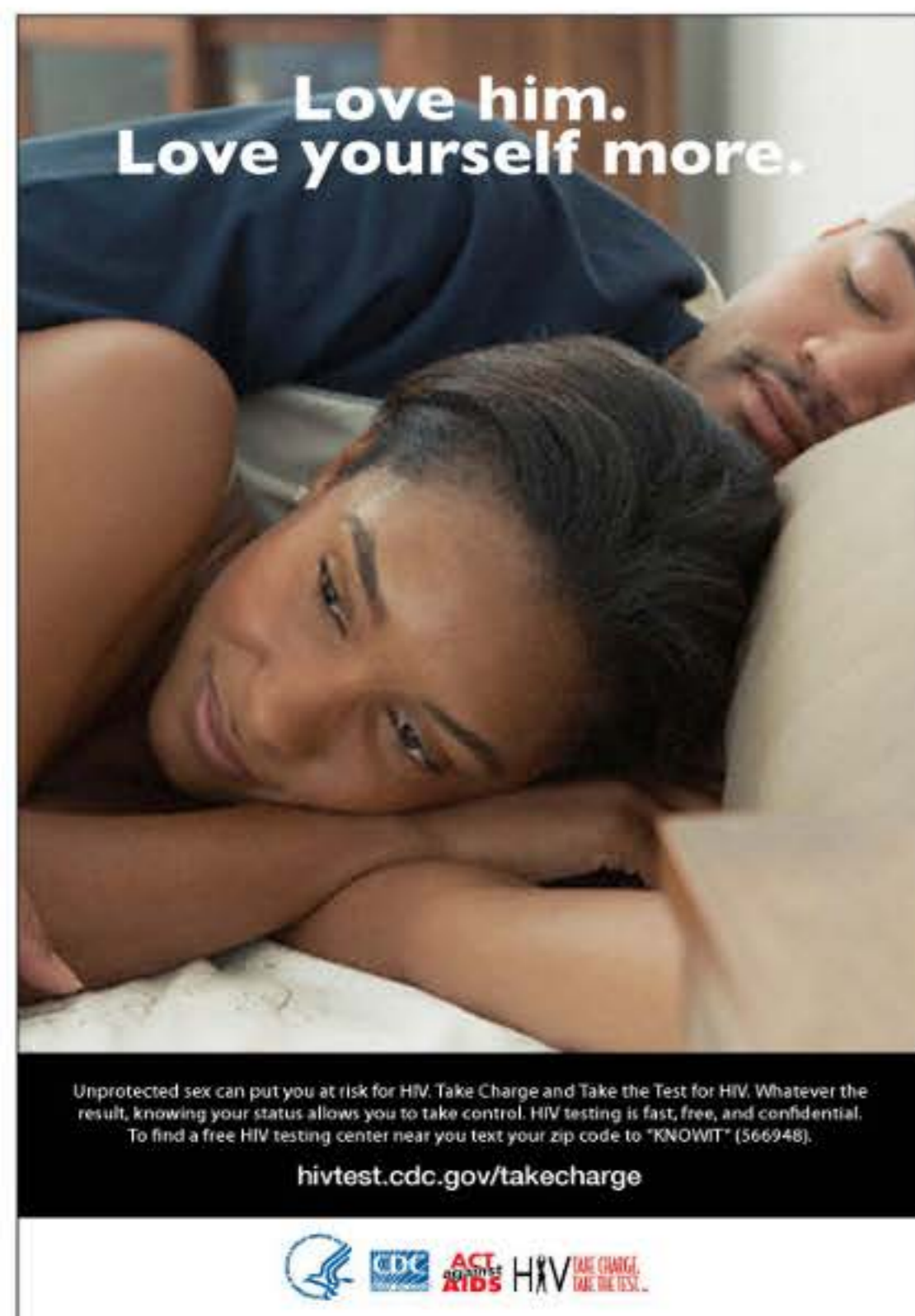
Prev Next



48. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| This ad was convincing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad said something important to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I liked this ad overall. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad grabbed my attention. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I learned something new from this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad gave me good reasons to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad was confusing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad speaks to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I do not like this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the way the colors, images, or graphics in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the message in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad used a fresh, new approach. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I trust the information in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe what this ad is saying. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would share this ad with others. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| These are important messages for people in my community. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If I had HIV, this ad would make me feel accepted. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would make me feel bad if I had HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American women. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American men. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad is offensive. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

49. Please describe why this message is offensive



50. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| The campaign name (Take Charge. Take the Test.) is appropriate for this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to go to this website (http://hivtest.cdc.gov/takecharge) for more information. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to take responsibility for my health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to encourage my sex partner to take responsibility for their health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to talk to others about HIV testing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to ask my new or current sex partner to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad suggests to me that it is OK for women to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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51. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| This ad was convincing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad said something important to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I liked this ad overall. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad grabbed my attention. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I learned something new from this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad gave me good reasons to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad was confusing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad speaks to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I do not like this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the way the colors, images, or graphics in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like the message in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad used a fresh, new approach. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I trust the information in this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I believe what this ad is saying. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would share this ad with others. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| These are important messages for people in my community. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If I had HIV, this ad would make me feel accepted. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would make me feel bad if I had HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American women. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad stereotypes African American men. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad is offensive. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

52. Please describe why this message is offensive

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53. Please indicate how much you agree or disagree with the following statements about this ad.

| | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree | Refuse to answer |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| The campaign name (Take Charge. Take the Test.) is appropriate for this ad. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to go to this website (http://hivtest.cdc.gov/takecharge) for more information. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to take responsibility for my health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to get an HIV test. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would motivate me to encourage my sex partner to take responsibility for their health. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to talk to others about HIV testing. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad would give me a reason to ask my new or current sex partner to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| This ad suggests to me that it is OK for women to get tested for HIV. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

We just have a few more questions about you.

54. What is your annual household income from all sources?

- Less than \$20,000
- \$21,000 to \$30,000
- \$31,000 to \$40,000
- \$41,000 to \$50,000
- \$51,000 or more
- Refuse to answer

55. Which of the following statements best describes your current employment situation?

- Working full-time (35 hours or more a week)
- Working part-time (less than 35 hours a week)
- Unemployed or laid off
- Full-time homemaker
- Other
- Refuse to answer

56. Are you currently a student?

- Yes
- No
- Refuse to answer

57. At this time, are you living alone or are there others living in your household?

[Mark all that apply.]

- Live Alone
- Live with roommate(s)
- Live with children
- Live with family (e.g., mother, father, sister, aunt, etc.)
- Live with partner/boyfriend
- Other(s) in household

58. How many children less than 18 years of age live in your household? (Type "Refuse" to refuse to answer.)

59. Which do you consider yourself to be?

- Gay, homosexual, or same gender loving
- Bisexual or two spirited
- Straight or heterosexual
- None of the above/unsure
- Don't know
- Refuse to answer

Other (specify)

60. Are you currently covered by any kind of health insurance, that is any policy or program that provides or pays for medical care?

- Yes
- No
- Refuse to answer

61. What type of coverage do you currently have?

[MARK ALL THAT APPLY]

- Private insurance coverage
- Medicaid
- Medicare
- CHAMPUS, or other military coverage
- Refuse to answer

Other (please specify)

That was the last question.

Thank you for your time and participation in this survey and have a nice day.

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Done

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