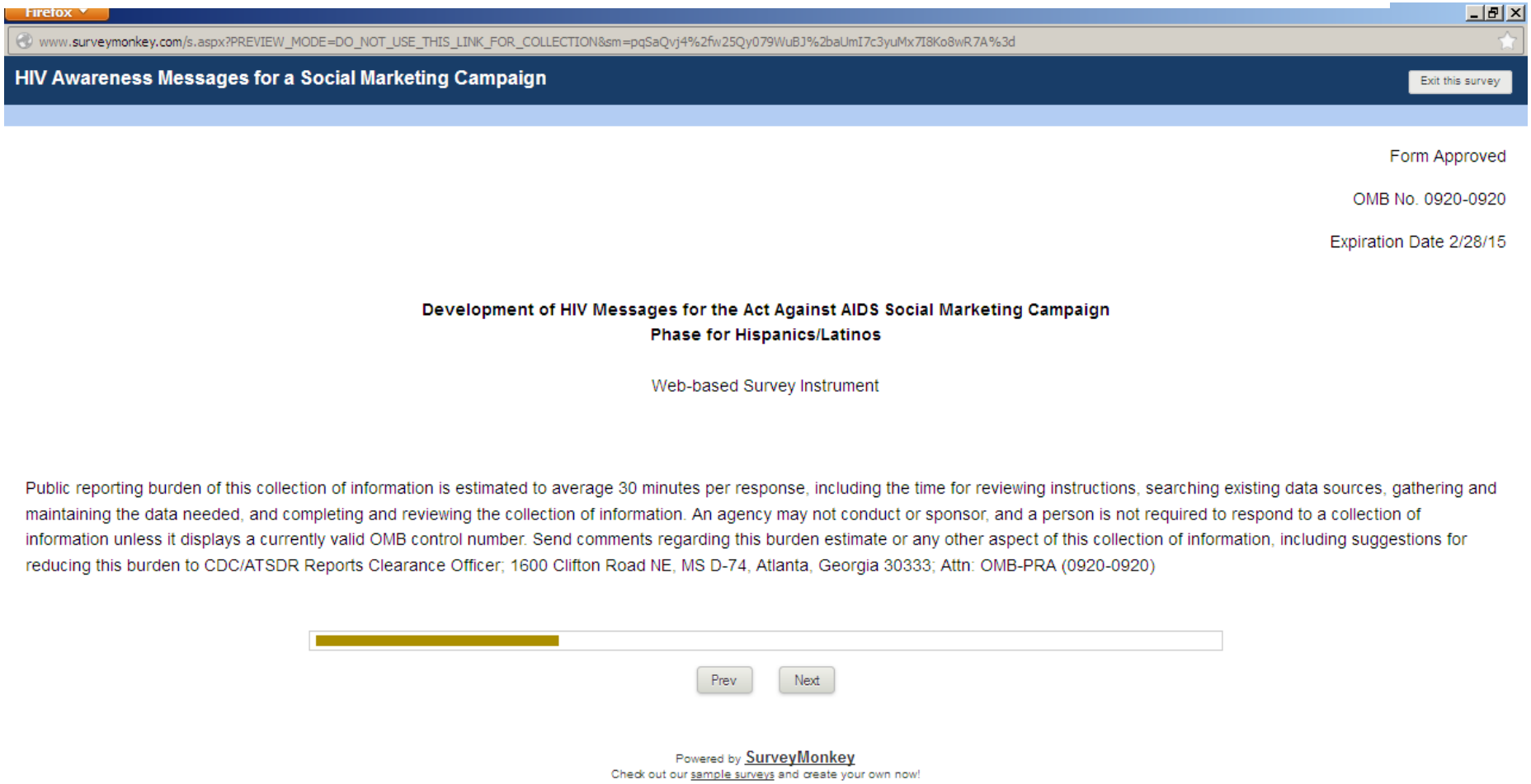
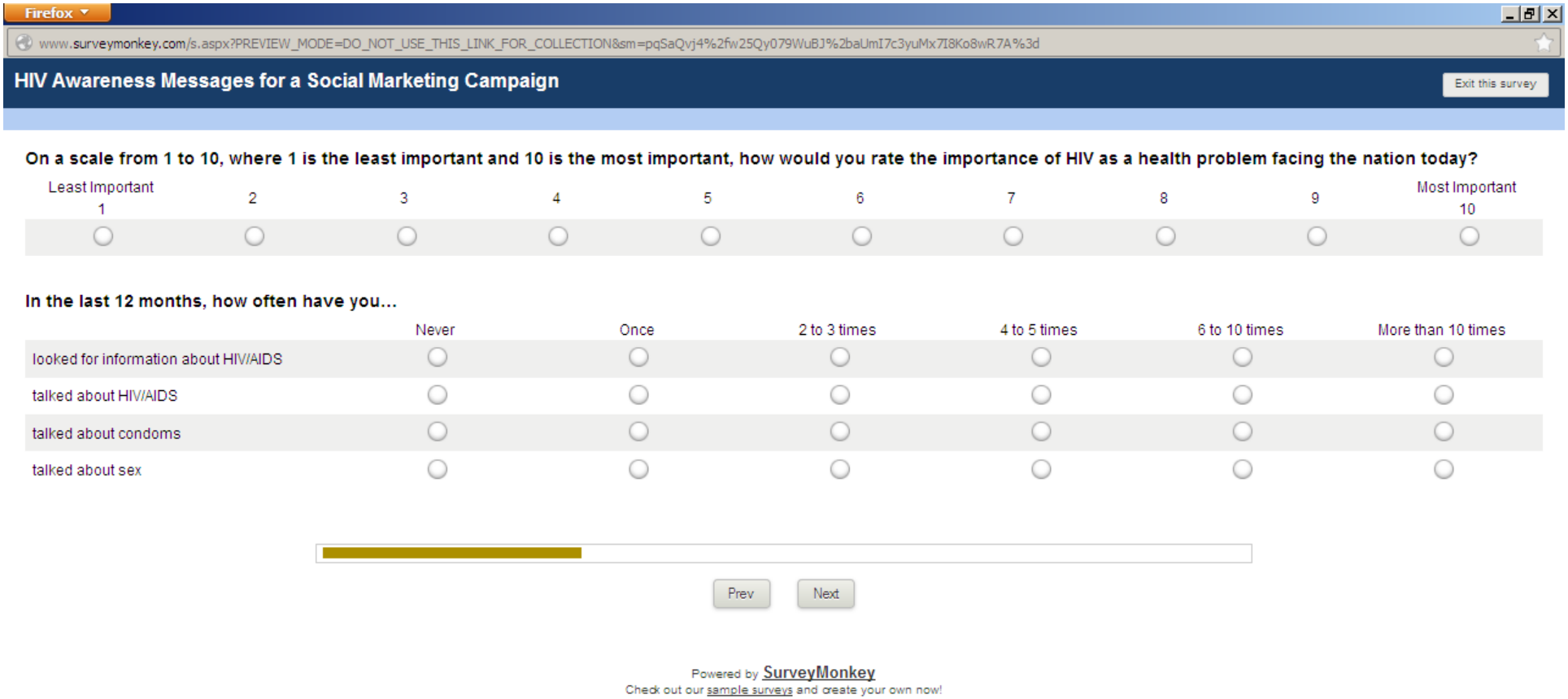
Attachment 1: Web-based Survey Instrument - English




Firefox
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
On a scale from 1 to 10, where 1 is the least important and 10 is the most important, how would you rate the importance of HIV as a health problem facing the nation today?
Least Important 1
2
3
4
5
6
7
8
9
Most Important 10
In the last 12 months, how often have you...
Never
Once
2 to 3 times
4 to 5 times
6 to 10 times
More than 10 times
looked for information about HIV/AIDS
talked about HIV/AIDS
talked about condoms
talked about sex
Prev
Next
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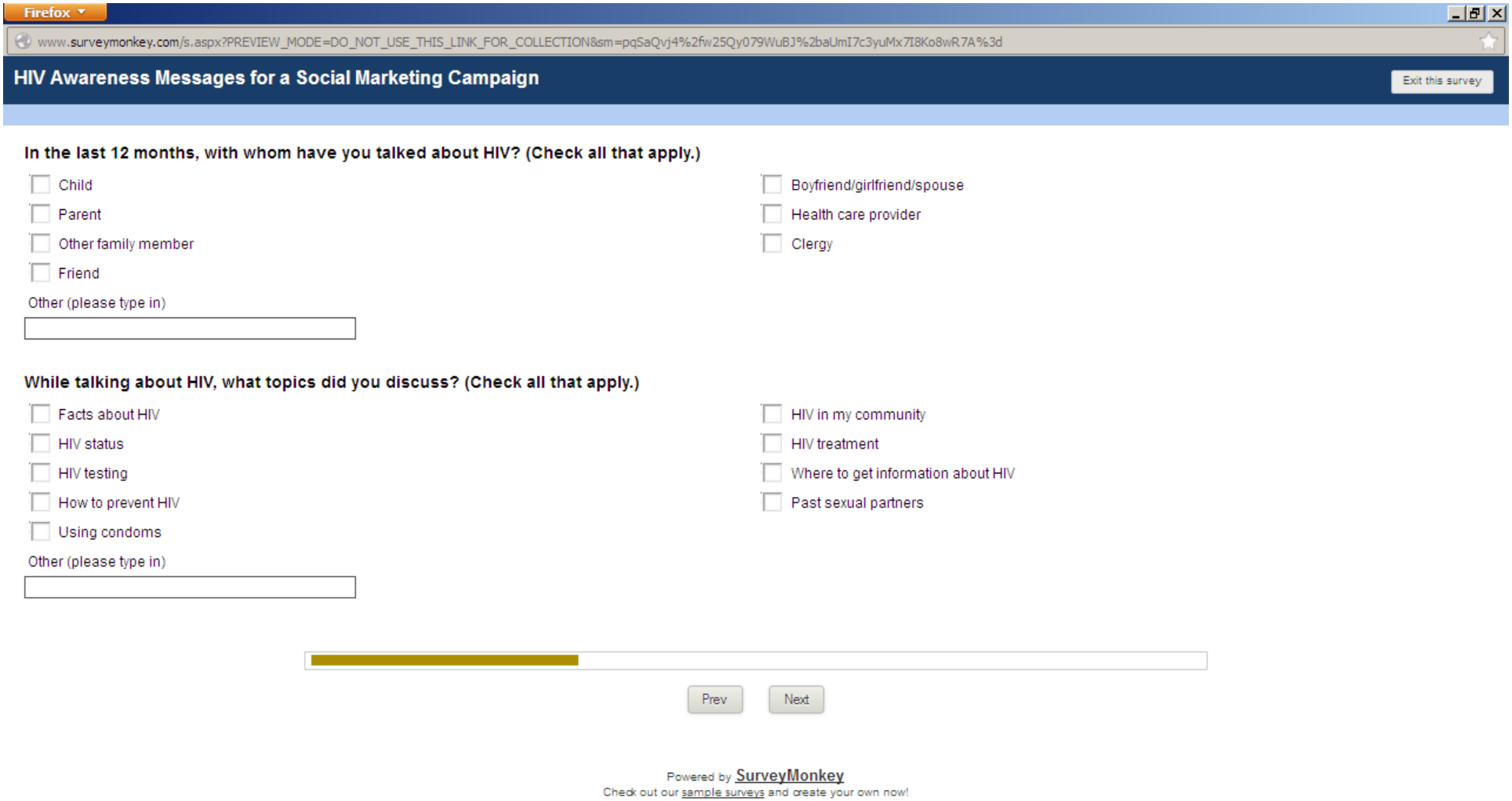
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
In the last 12 months, with whom have you talked about HIV? (Check all that apply.)
Child
Parent
Other family member
Friend
Boyfriend/girlfriend/spouse
Health care provider
Clergy
Other (please type in)
While talking about HIV, what topics did you discuss? (Check all that apply.)
Facts about HIV
HIV status
HIV testing
How to prevent HIV
Using condoms
HIV in my community
HIV treatment
Where to get information about HIV
Past sexual partners
Other (please type in)
Prev
Next
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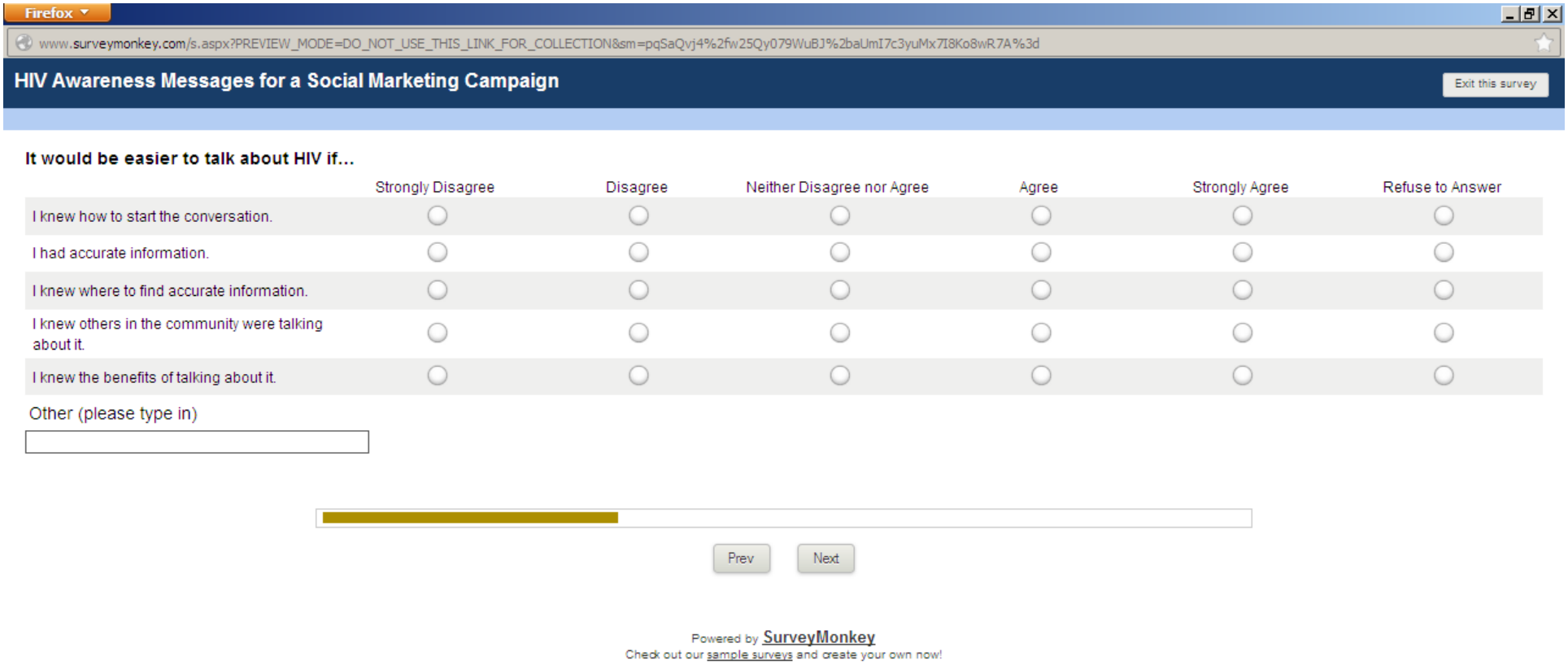
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
It would be easier to talk about HIV if...
Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Refuse to Answer
I knew how to start the conversation.
I had accurate information.
I knew where to find accurate information.
I knew others in the community were talking about it.
I knew the benefits of talking about it.
Other (please type in)
Prev
Next
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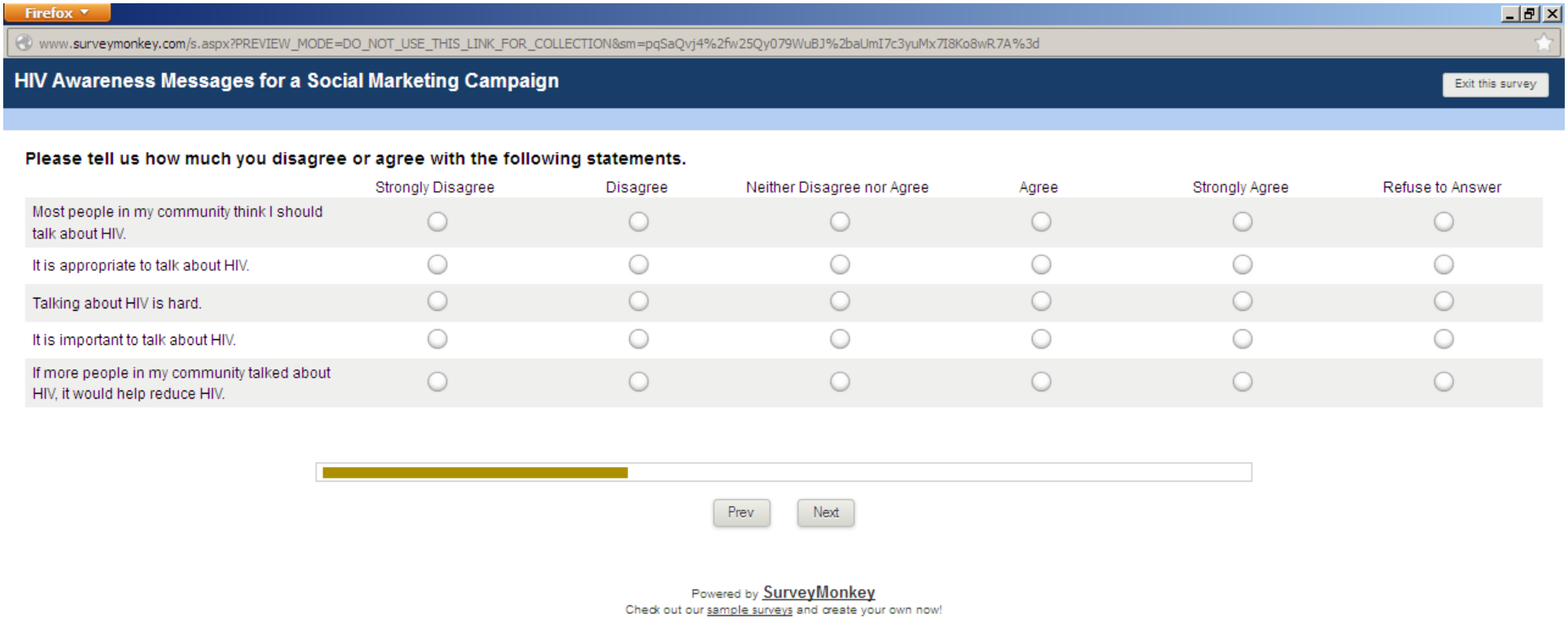
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Please tell us how much you disagree or agree with the following statements.
Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Refuse to Answer
Most people in my community think I should talk about HIV.
It is appropriate to talk about HIV.
Talking about HIV is hard.
It is important to talk about HIV.
If more people in my community talked about HIV, it would help reduce HIV.
Prev
Next
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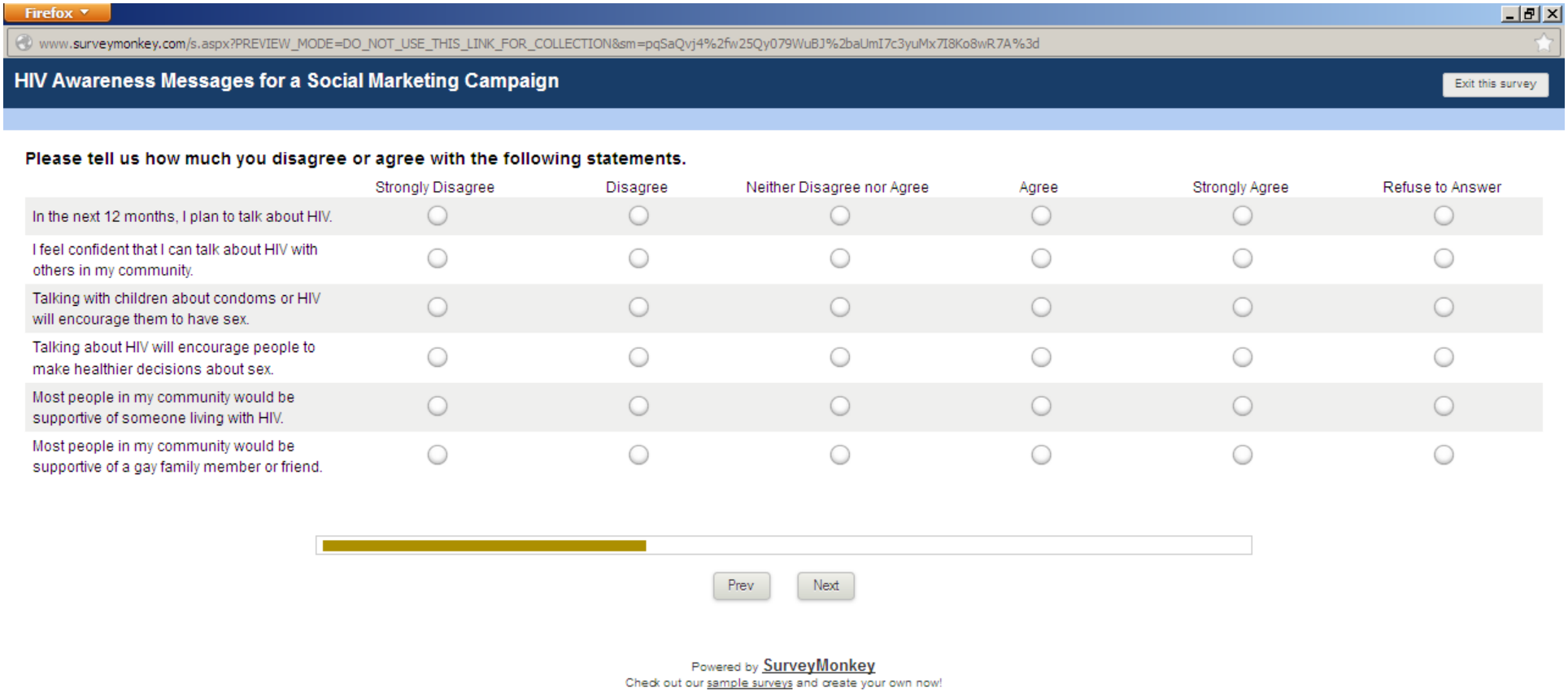
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Please tell us how much you disagree or agree with the following statements.
Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Refuse to Answer
In the next 12 months, I plan to talk about HIV.
I feel confident that I can talk about HIV with others in my community.
Talking with children about condoms or HIV will encourage them to have sex.
Talking about HIV will encourage people to make healthier decisions about sex.
Most people in my community would be supportive of someone living with HIV.
Most people in my community would be supportive of a gay family member or friend.
Prev
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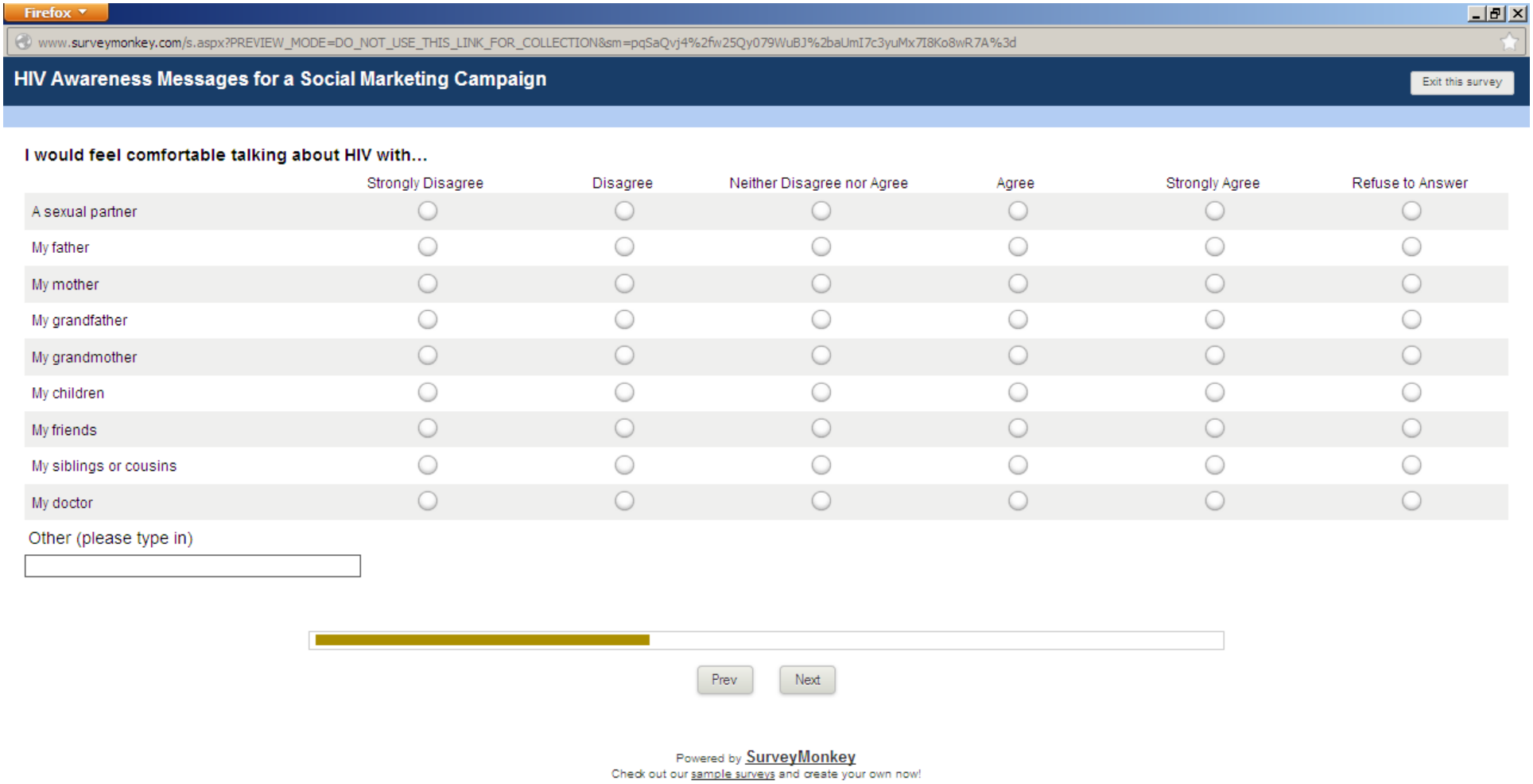
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
I would feel comfortable talking about HIV with...
Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Refuse to Answer
A sexual partner
My father
My mother
My grandfather
My grandmother
My children
My friends
My siblings or cousins
My doctor
Other (please type in)
Prev
Next
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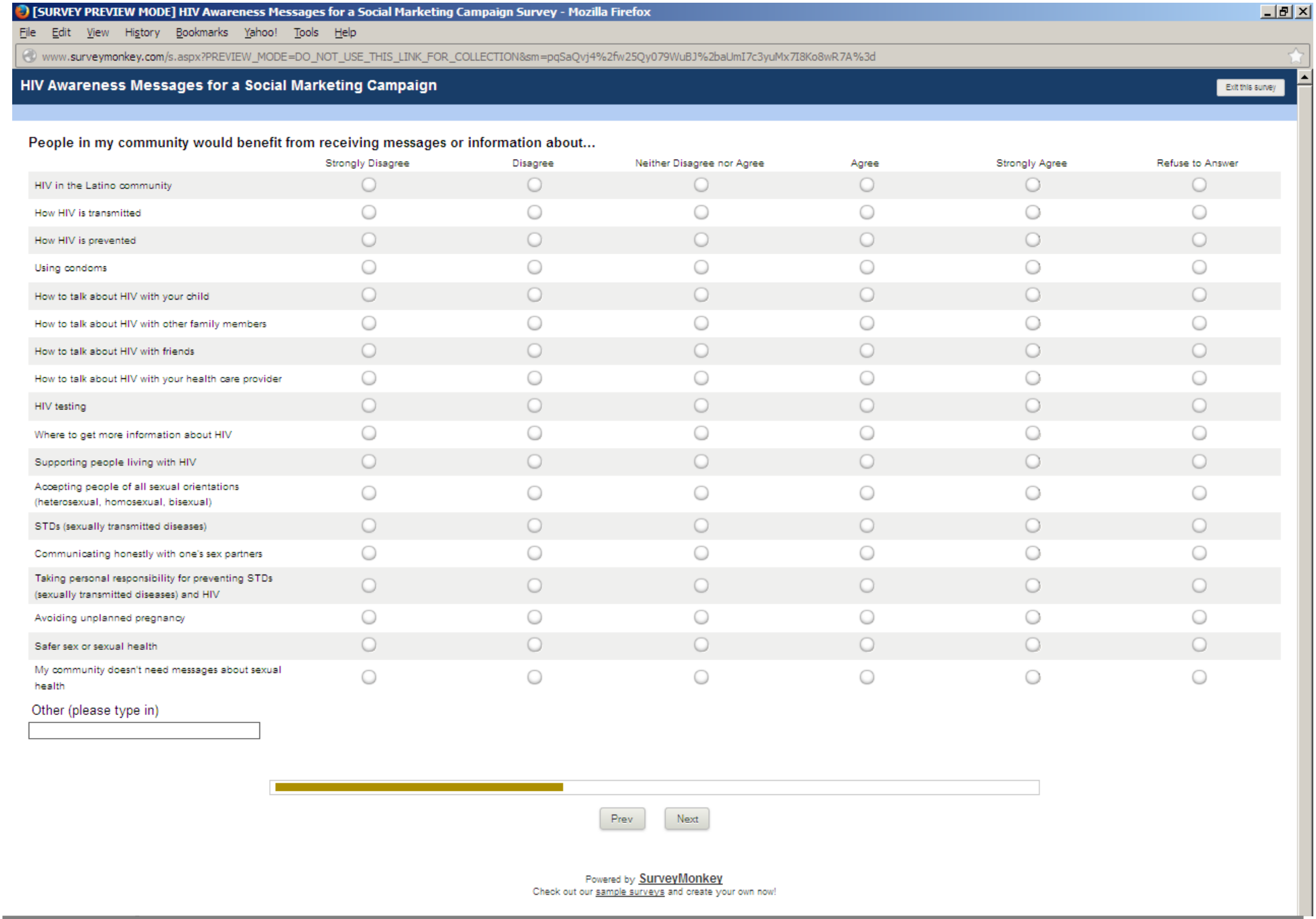
[SURVEY PREVIEW MODE] HIV Awareness Messages for a Social Marketing Campaign Survey - Mozilla Firefox
File Edit View History Bookmarks Yahoo! Tools Help
www.surveymonkey.com/s.aspx?PREVIEW_MODE=DO_NOT_USE_THIS_LINK_FOR_COLLECTION&sm=pqSaQvj4%2fw25Qy079WuBJ%2baUmI7c3yuMx7I8Ko8wR7A%3d
HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
People in my community would benefit from receiving messages or information about...
Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Refuse to Answer
HIV in the Latino community
How HIV is transmitted
How HIV is prevented
Using condoms
How to talk about HIV with your child
How to talk about HIV with other family members
How to talk about HIV with friends
How to talk about HIV with your health care provider
HIV testing
Where to get more information about HIV
Supporting people living with HIV
Accepting people of all sexual orientations (heterosexual, homosexual, bisexual)
STDs (sexually transmitted diseases)
Communicating honestly with one's sex partners
Taking personal responsibility for preventing STDs (sexually transmitted diseases) and HIV
Avoiding unplanned pregnancy
Safer sex or sexual health
My community doesn't need messages about sexual health
Other (please type in)
Prev
Next
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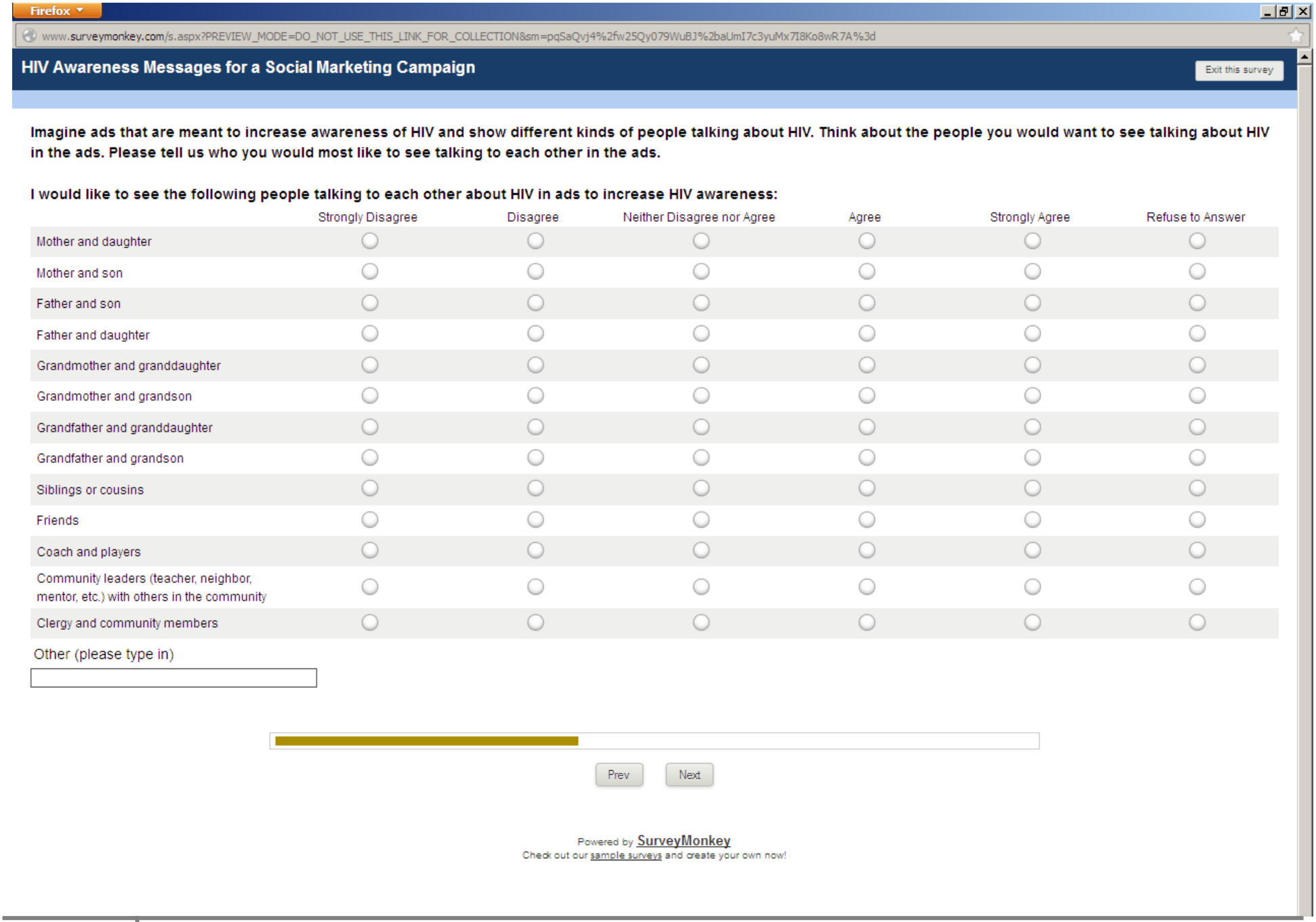
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Imagine ads that are meant to increase awareness of HIV and show different kinds of people talking about HIV. Think about the people you would want to see talking about HIV in the ads. Please tell us who you would most like to see talking to each other in the ads.
I would like to see the following people talking to each other about HIV in ads to increase HIV awareness:
Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Refuse to Answer
Mother and daughter
Mother and son
Father and son
Father and daughter
Grandmother and granddaughter
Grandmother and grandson
Grandfather and granddaughter
Grandfather and grandson
Siblings or cousins
Friends
Coach and players
Community leaders (teacher, neighbor, mentor, etc.) with others in the community
Clergy and community members
Other (please type in)
Prev
Next
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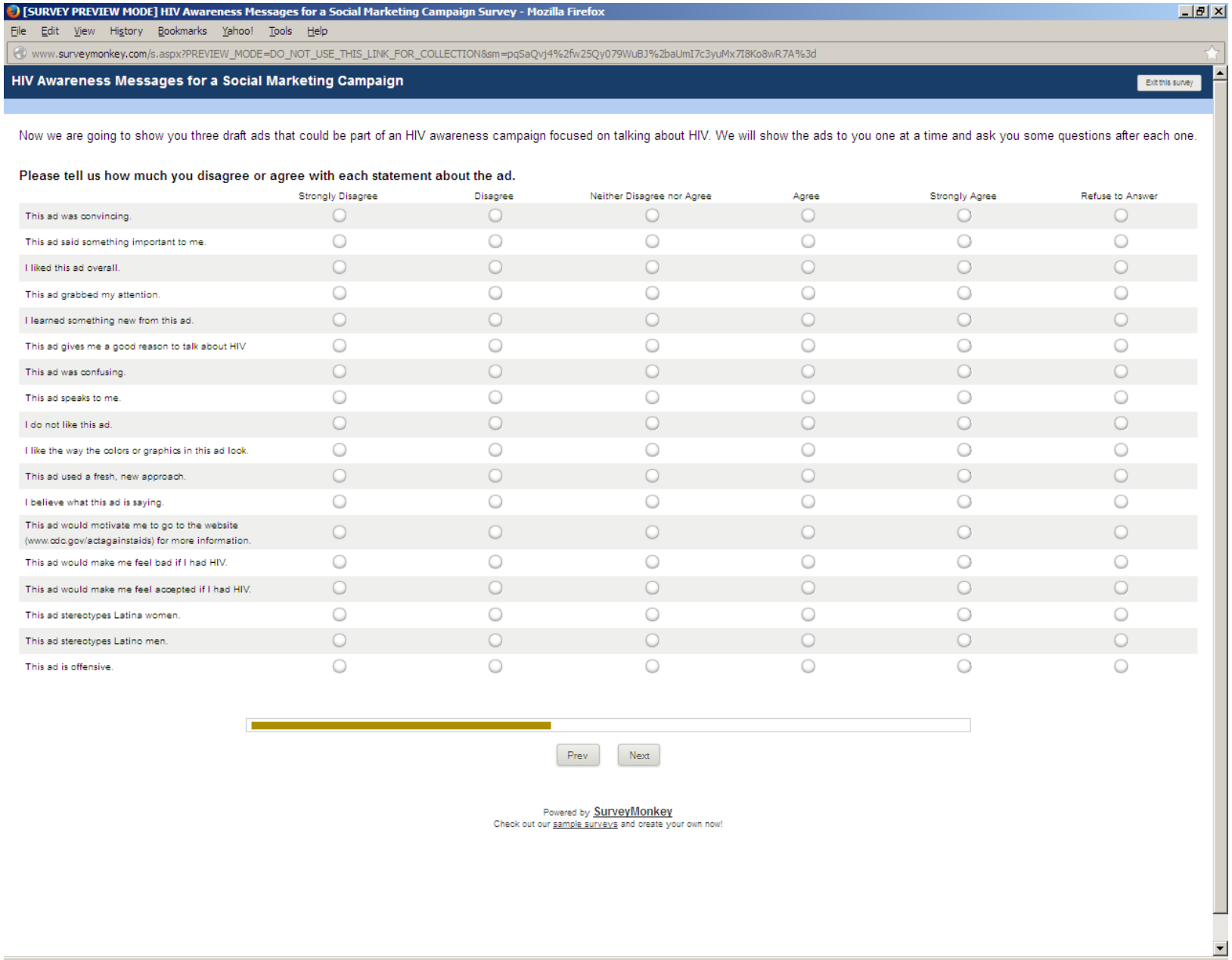
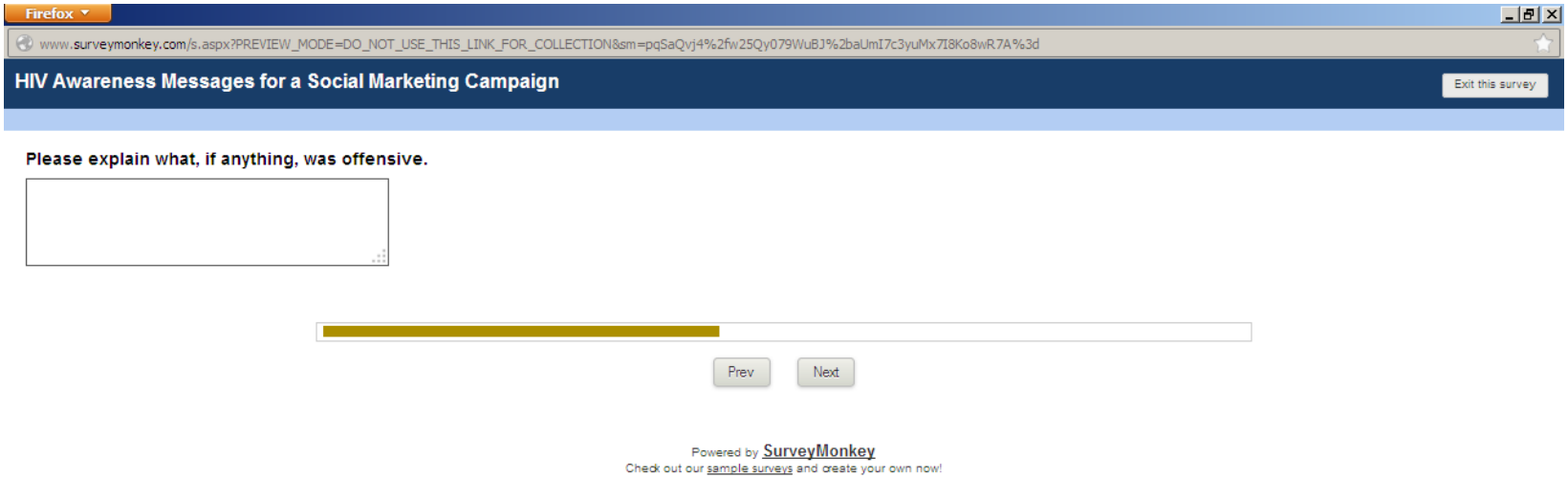
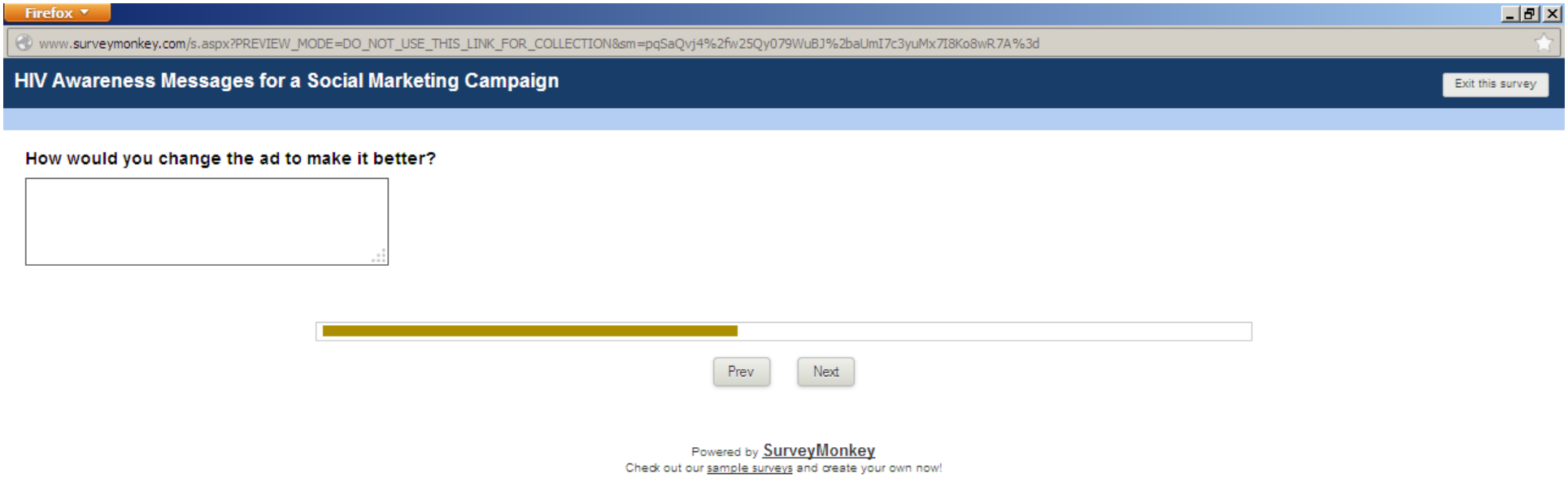
[See attachment for draft campaign concepts to be inserted before questions. Questions repeated for each concept tested.]



[For respondents indicating "Agree" or "Strongly Agree" to the final item on the previous screen]




Firefox
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
How would you change the ad to make it better?
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Next
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Firefox
www.surveymonkey.com/s.aspx?PREVIEW_MODE=DO_NOT_USE_THIS_LINK_FOR_COLLECTION&sm=pqSaQvj4%2fw25Qy079WuBJ%2baUmI7c3yuMx7I8Ko8wR7A%3d
HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Please rank these ads from 1 to 3, where 1 is the ad that motivates you most to talk about HIV and 3 is the ad that motivates you least.
Talking Bubbles
S Chain
Scenarios
Prev
Next
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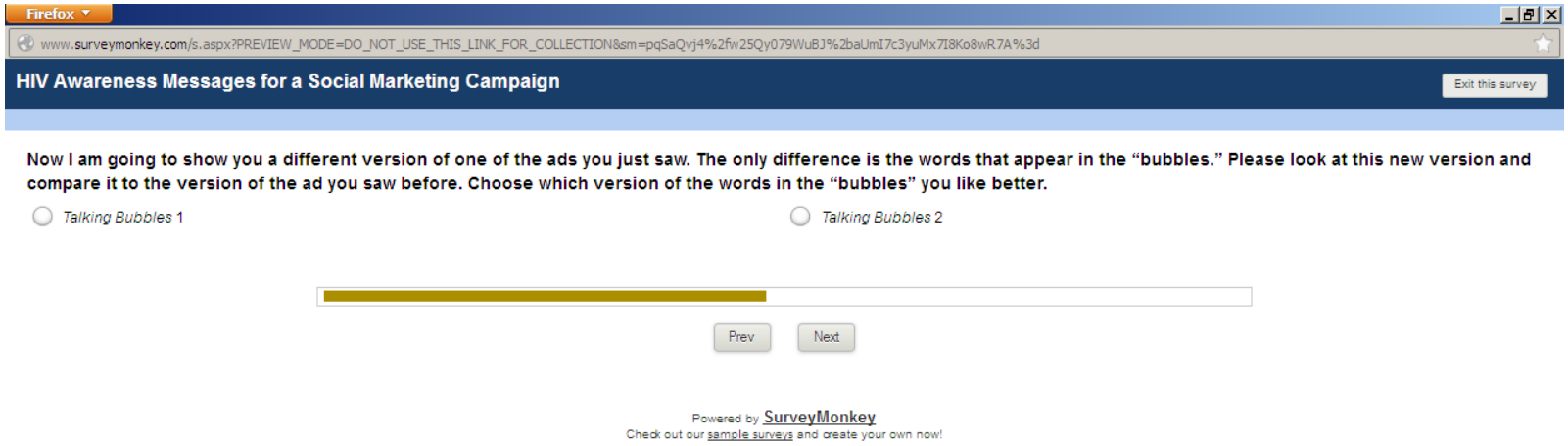
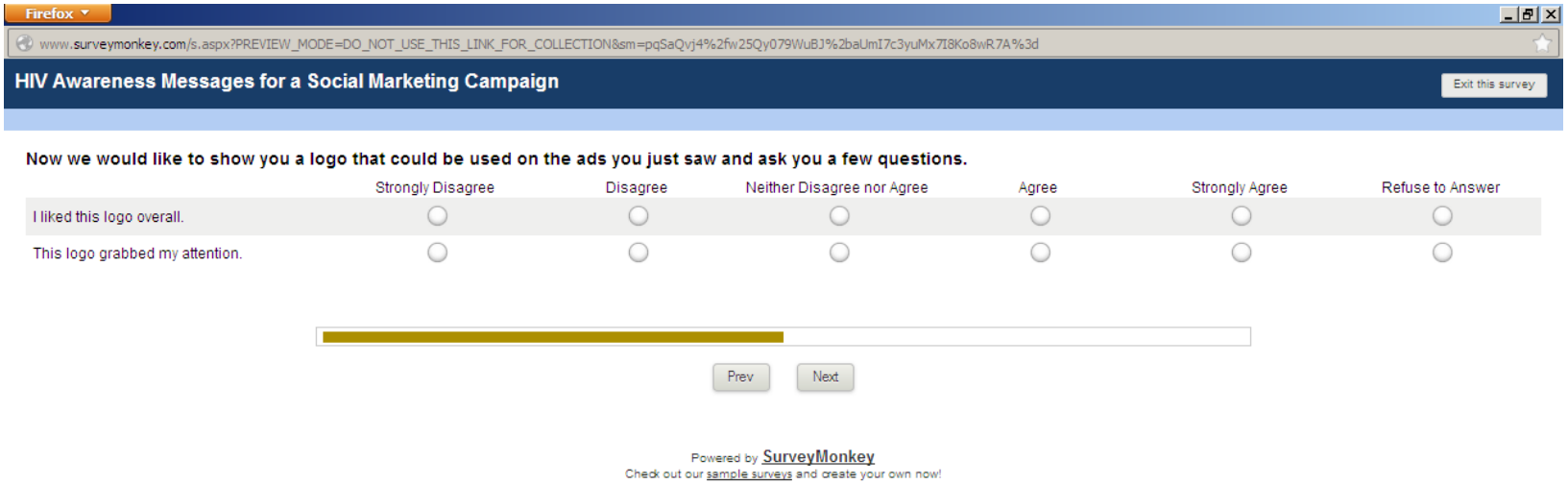
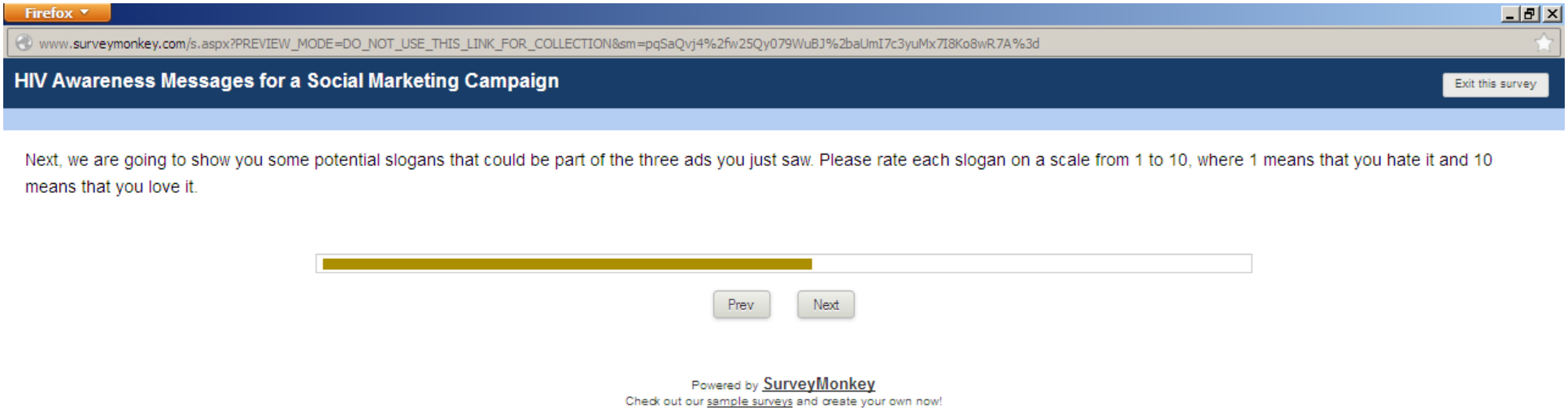
[See attachment for alternative versions of "Talking Bubbles" concept, which would be inserted after the instruction below]



[See attachment for draft logo, which would be inserted after the instruction below]



[See attachment for alternative versions of a concept with and without the logo, which would be inserted after the instruction below]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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Next, we are going to show you some potential slogans that could be part of the three ads you just saw. Please rate each slogan on a scale from 1 to 10, where 1 means that you hate it and 10 means that you love it.
Prev
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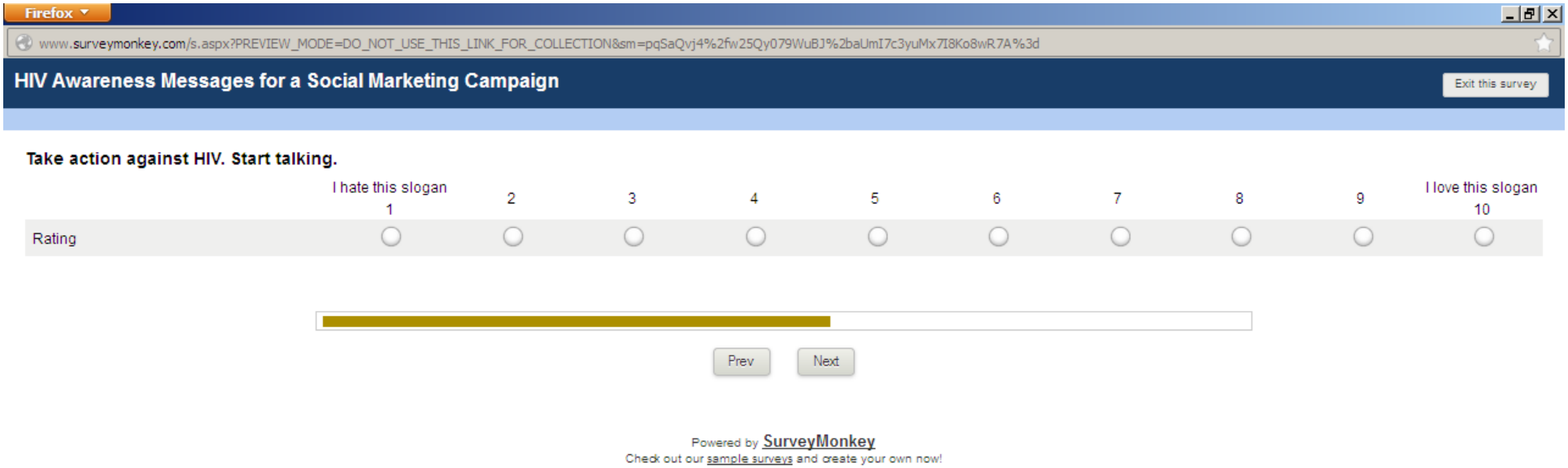
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Take action against HIV. Start talking.
I hate this slogan
1
2
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8
9
I love this slogan
10
Rating
Prev
Next
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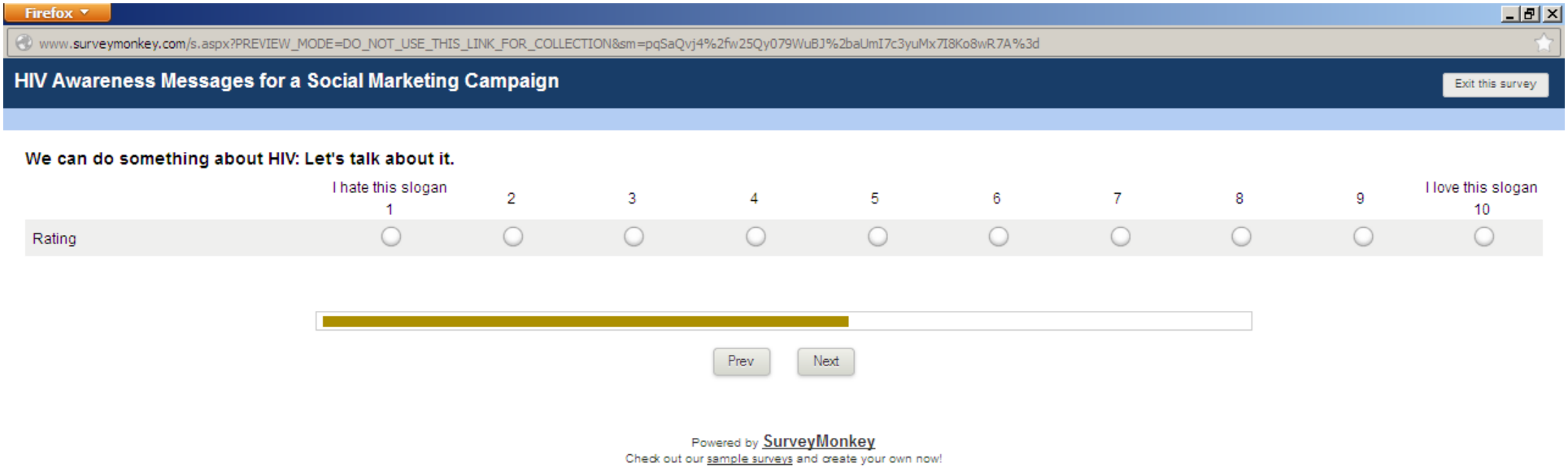
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
We can do something about HIV: Let's talk about it.
I hate this slogan
1
2
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9
I love this slogan
10
Rating
Prev
Next
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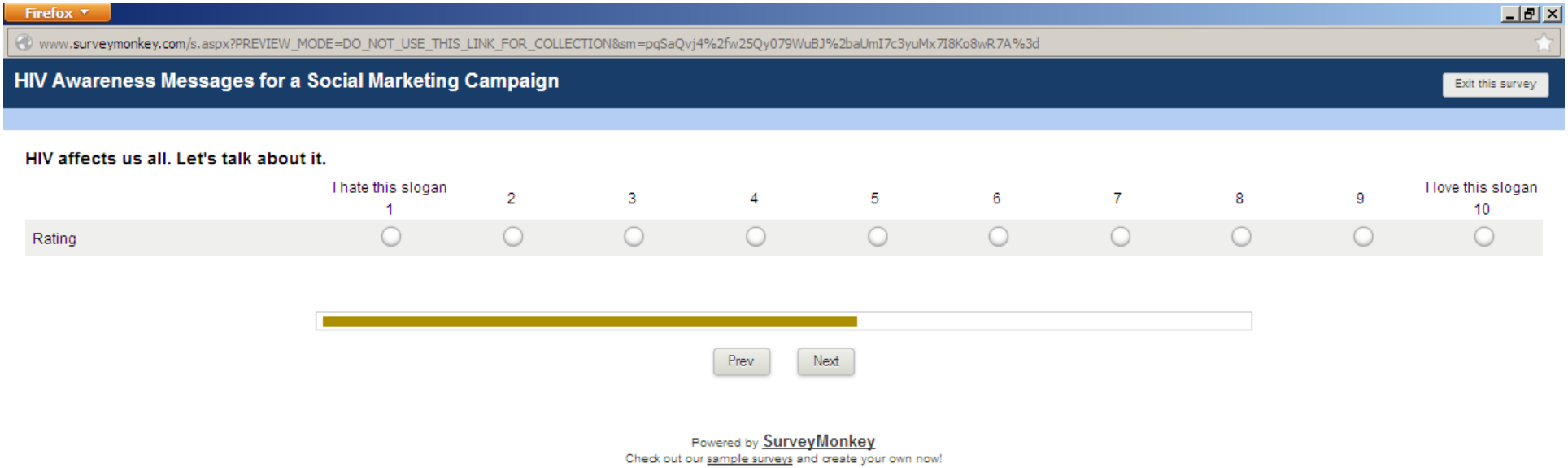
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
HIV affects us all. Let's talk about it.
I hate this slogan
1
2
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8
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I love this slogan
10
Rating
Prev
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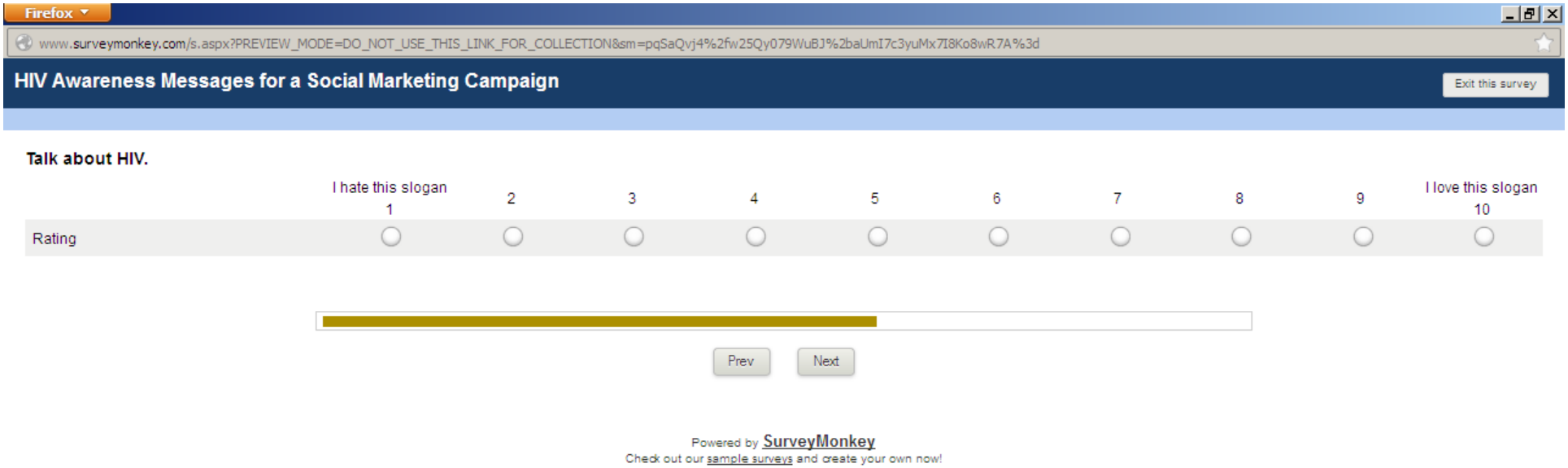
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Talk about HIV.
I hate this slogan
1
2
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I love this slogan
10
Rating
Prev
Next
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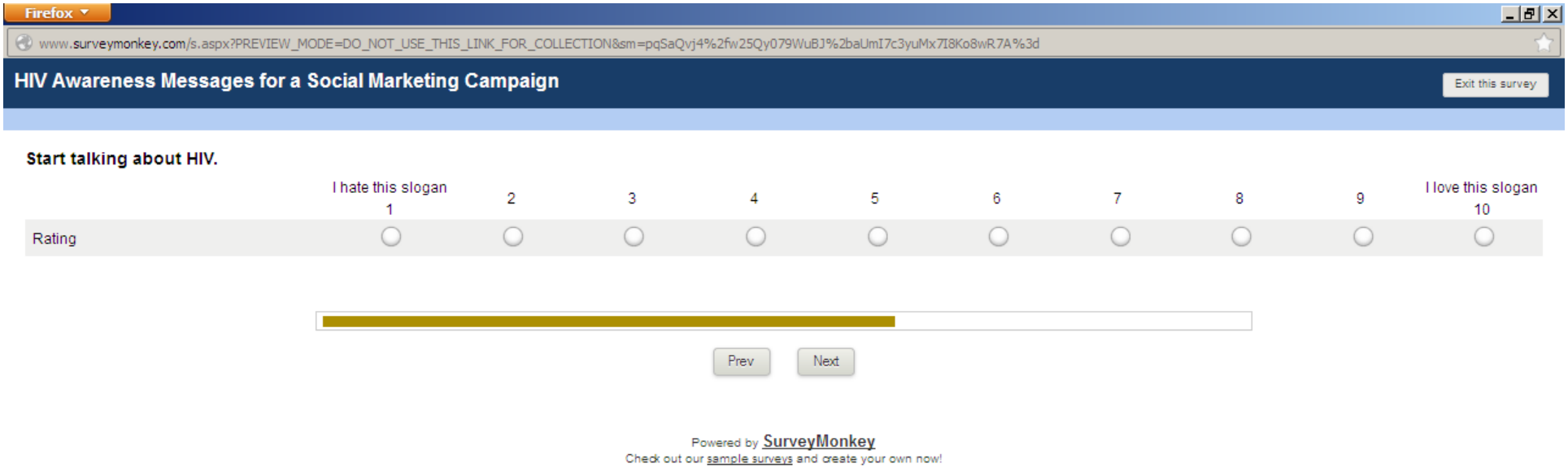
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Start talking about HIV.
I hate this slogan
1
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I love this slogan
10
Rating
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Powered by SurveyMonkey
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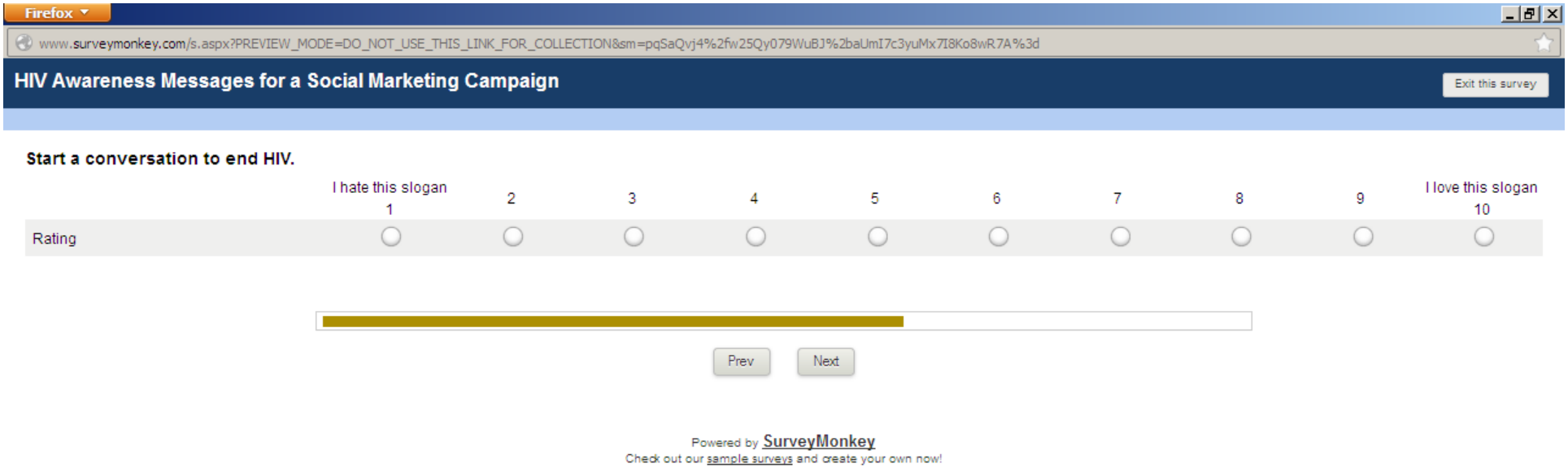
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Start a conversation to end HIV.
I hate this slogan
1
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8
9
I love this slogan
10
Rating
Prev
Next
Powered by SurveyMonkey
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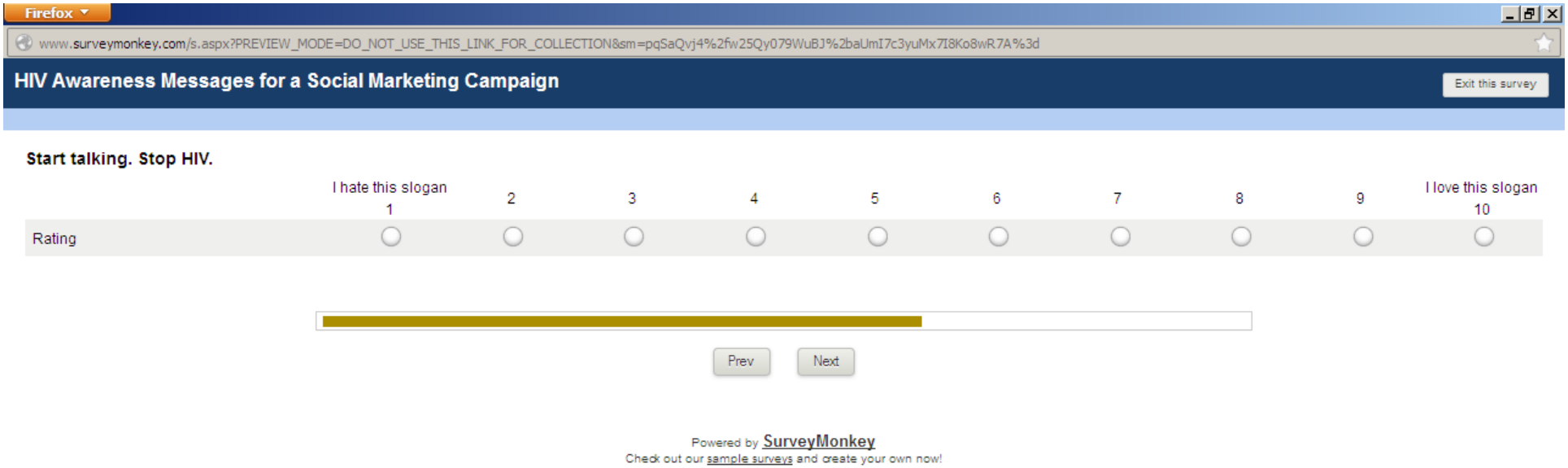
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Start talking. Stop HIV.
I hate this slogan
1
2
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7
8
9
I love this slogan
10
Rating
Prev
Next
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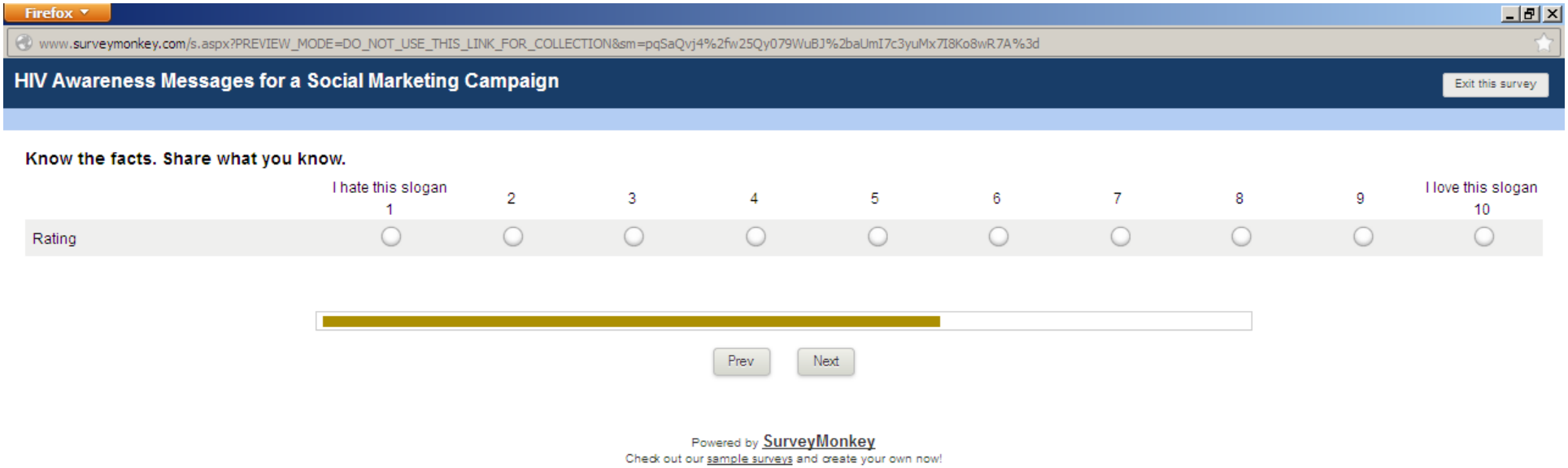
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Know the facts. Share what you know.
I hate this slogan
1
2
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8
9
I love this slogan
10
Rating
Prev
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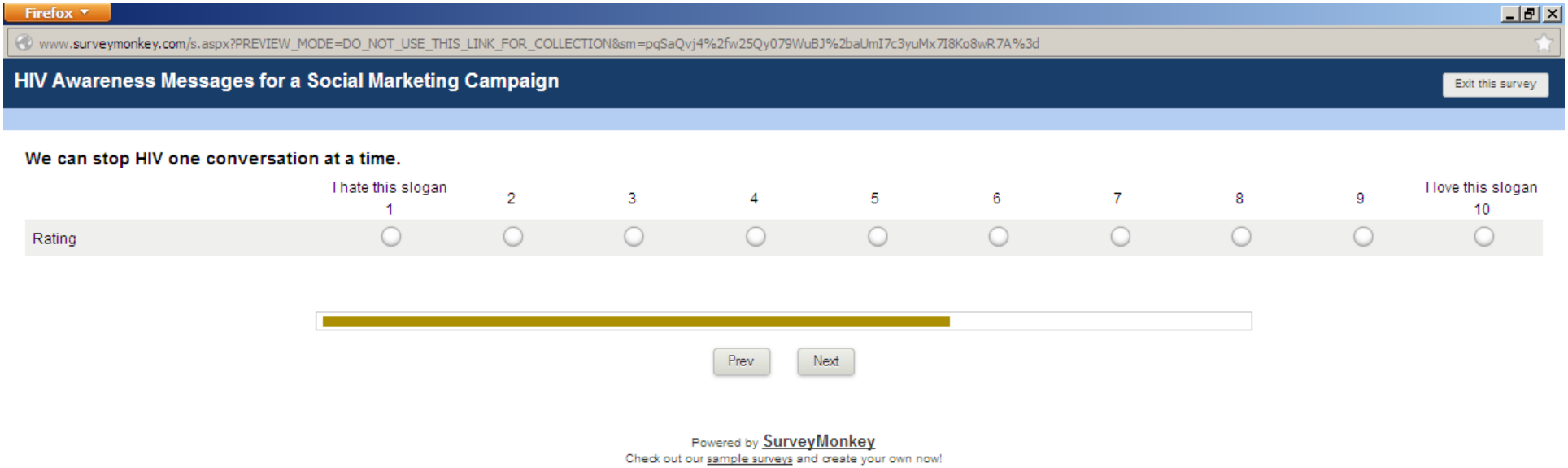
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
We can stop HIV one conversation at a time.
I hate this slogan
1
2
3
4
5
6
7
8
9
I love this slogan
10
Rating
Prev
Next
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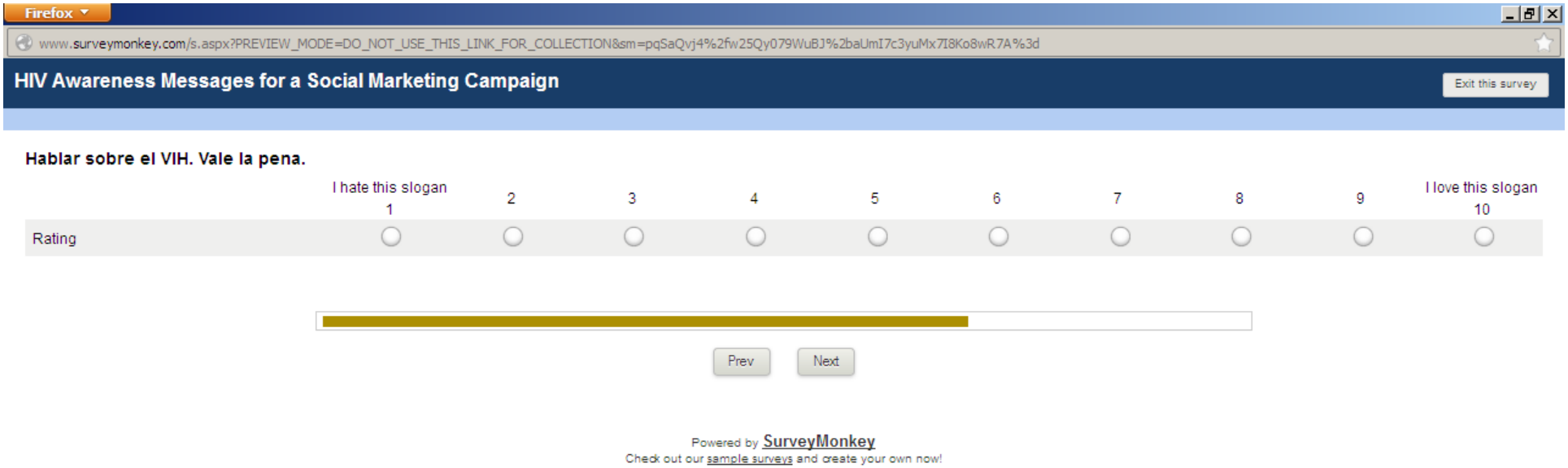
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Hablar sobre el VIH. Vale la pena.
I hate this slogan
1
2
3
4
5
6
7
8
9
I love this slogan
10
Rating
Prev
Next
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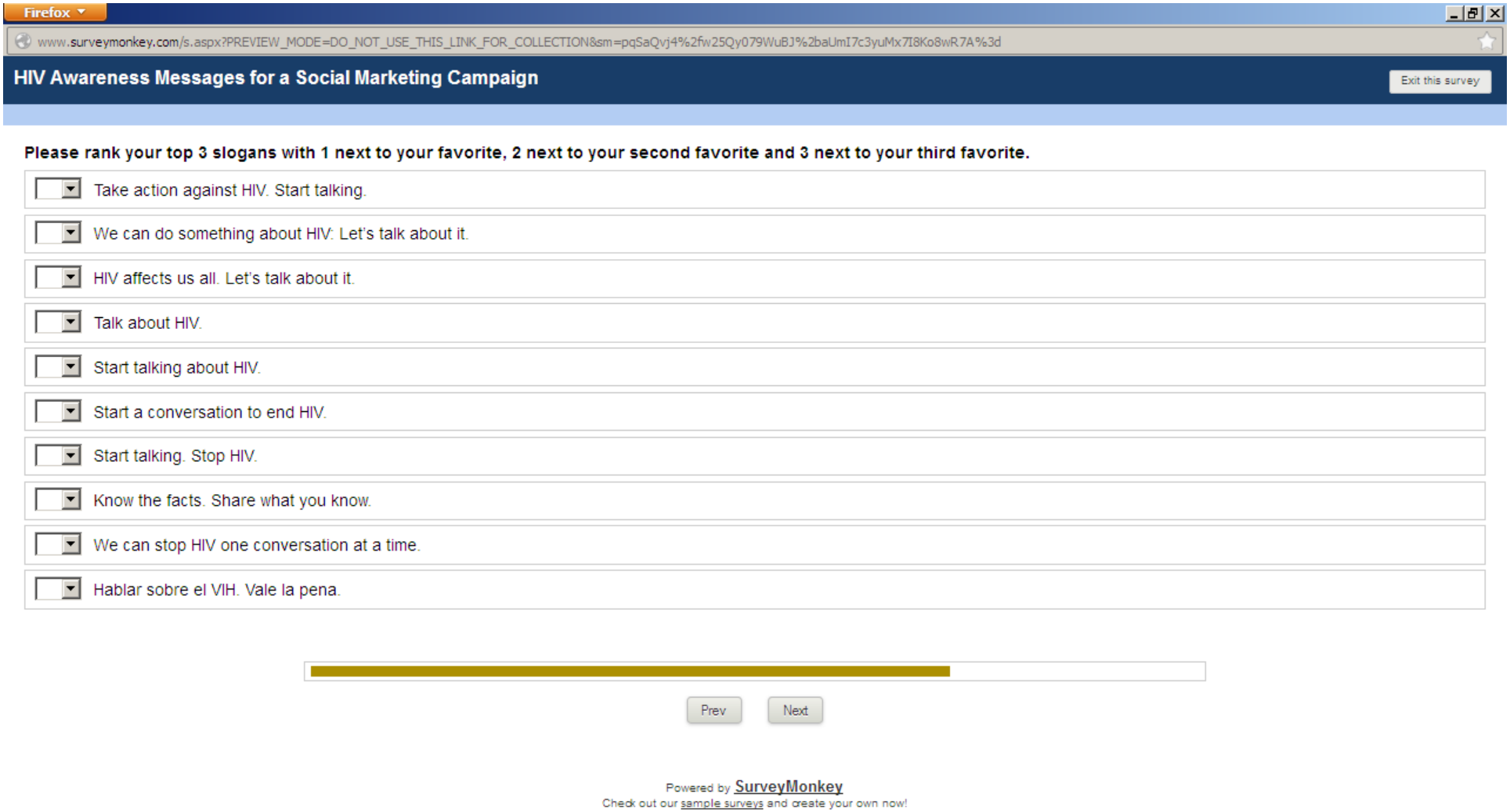
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Please rank your top 3 slogans with 1 next to your favorite, 2 next to your second favorite and 3 next to your third favorite.
Take action against HIV. Start talking.
We can do something about HIV: Let's talk about it.
HIV affects us all. Let's talk about it.
Talk about HIV.
Start talking about HIV.
Start a conversation to end HIV.
Start talking. Stop HIV.
Know the facts. Share what you know.
We can stop HIV one conversation at a time.
Hablar sobre el VIH. Vale la pena.
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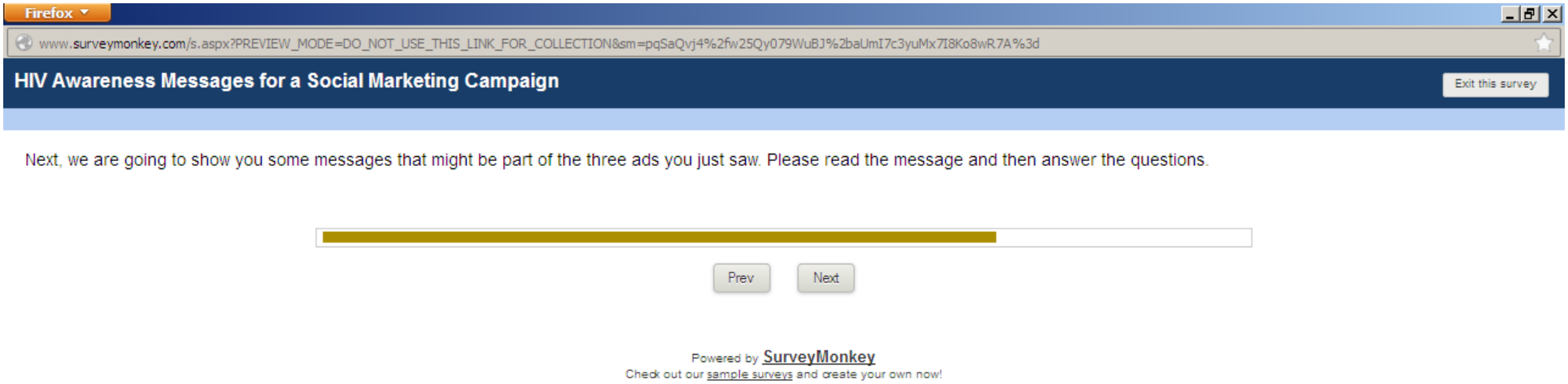
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HIV Awareness Messages for a Social Marketing Campaign
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Next, we are going to show you some messages that might be part of the three ads you just saw. Please read the message and then answer the questions.
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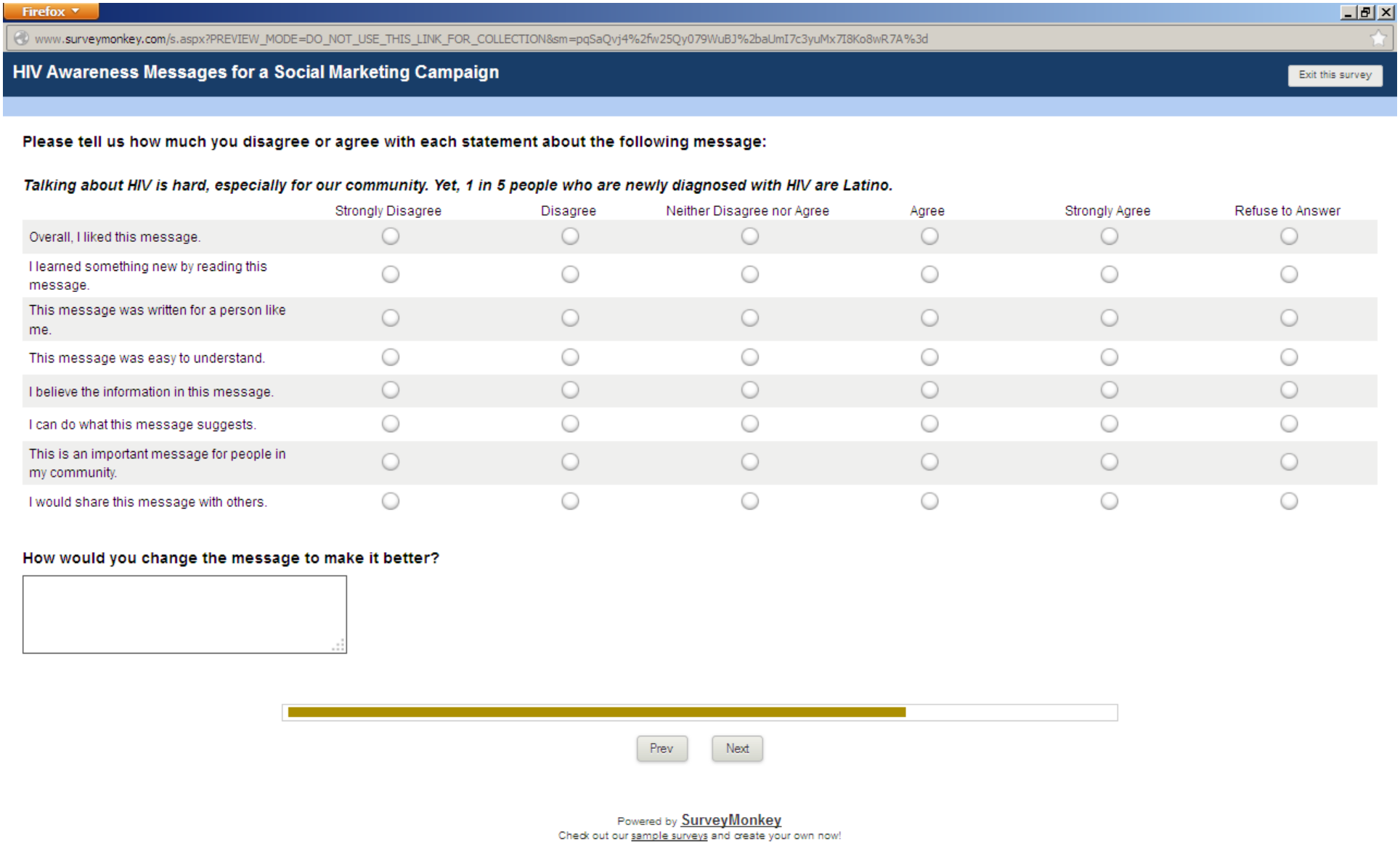
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Please tell us how much you disagree or agree with each statement about the following message:
Talking about HIV is hard, especially for our community. Yet, 1 in 5 people who are newly diagnosed with HIV are Latino.
Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Refuse to Answer
Overall, I liked this message.
I learned something new by reading this message.
This message was written for a person like me.
This message was easy to understand.
I believe the information in this message.
I can do what this message suggests.
This is an important message for people in my community.
I would share this message with others.
How would you change the message to make it better?
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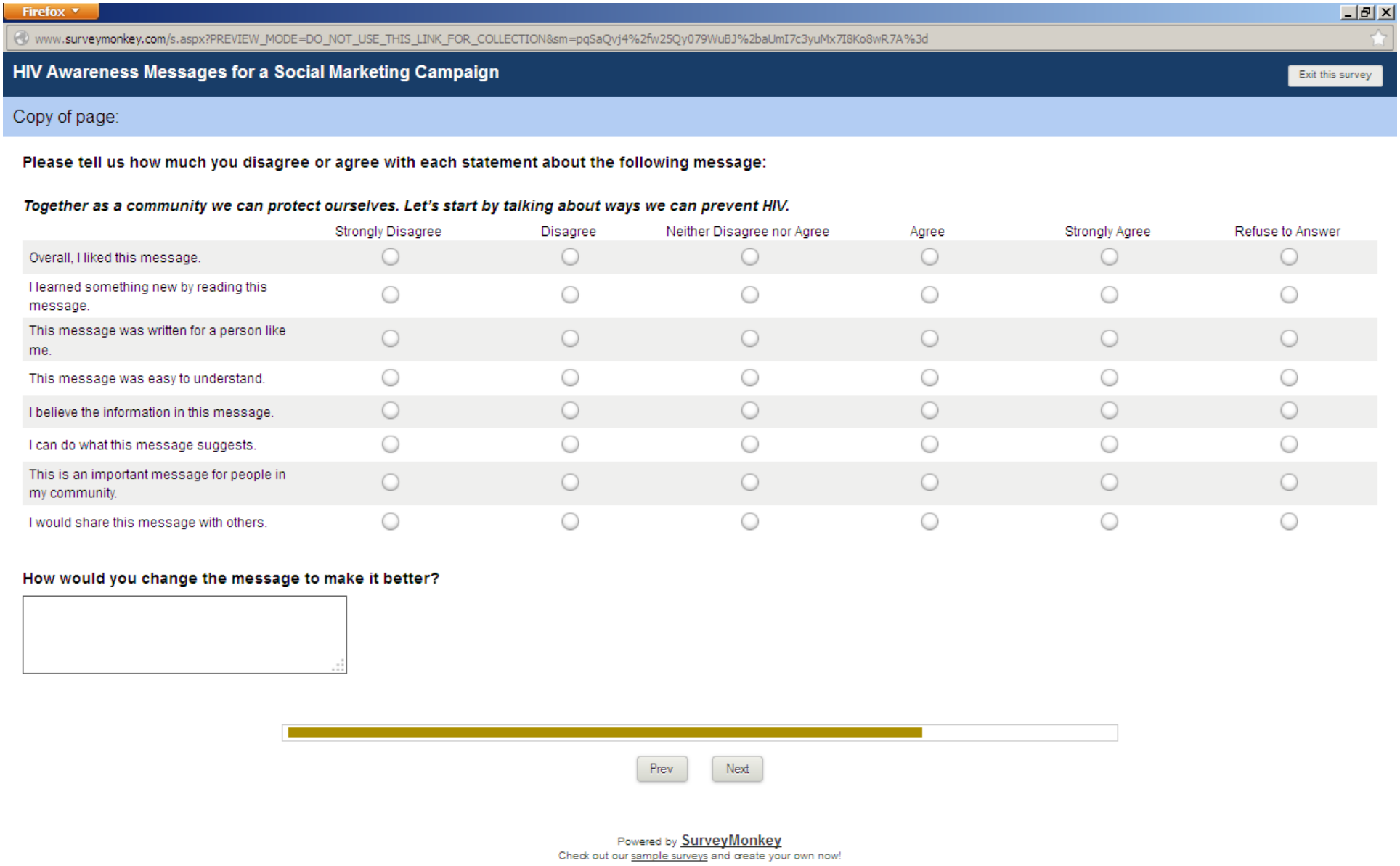
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Copy of page:
Please tell us how much you disagree or agree with each statement about the following message:
Together as a community we can protect ourselves. Let's start by talking about ways we can prevent HIV.
Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Refuse to Answer
Overall, I liked this message.
I learned something new by reading this message.
This message was written for a person like me.
This message was easy to understand.
I believe the information in this message.
I can do what this message suggests.
This is an important message for people in my community.
I would share this message with others.
How would you change the message to make it better?
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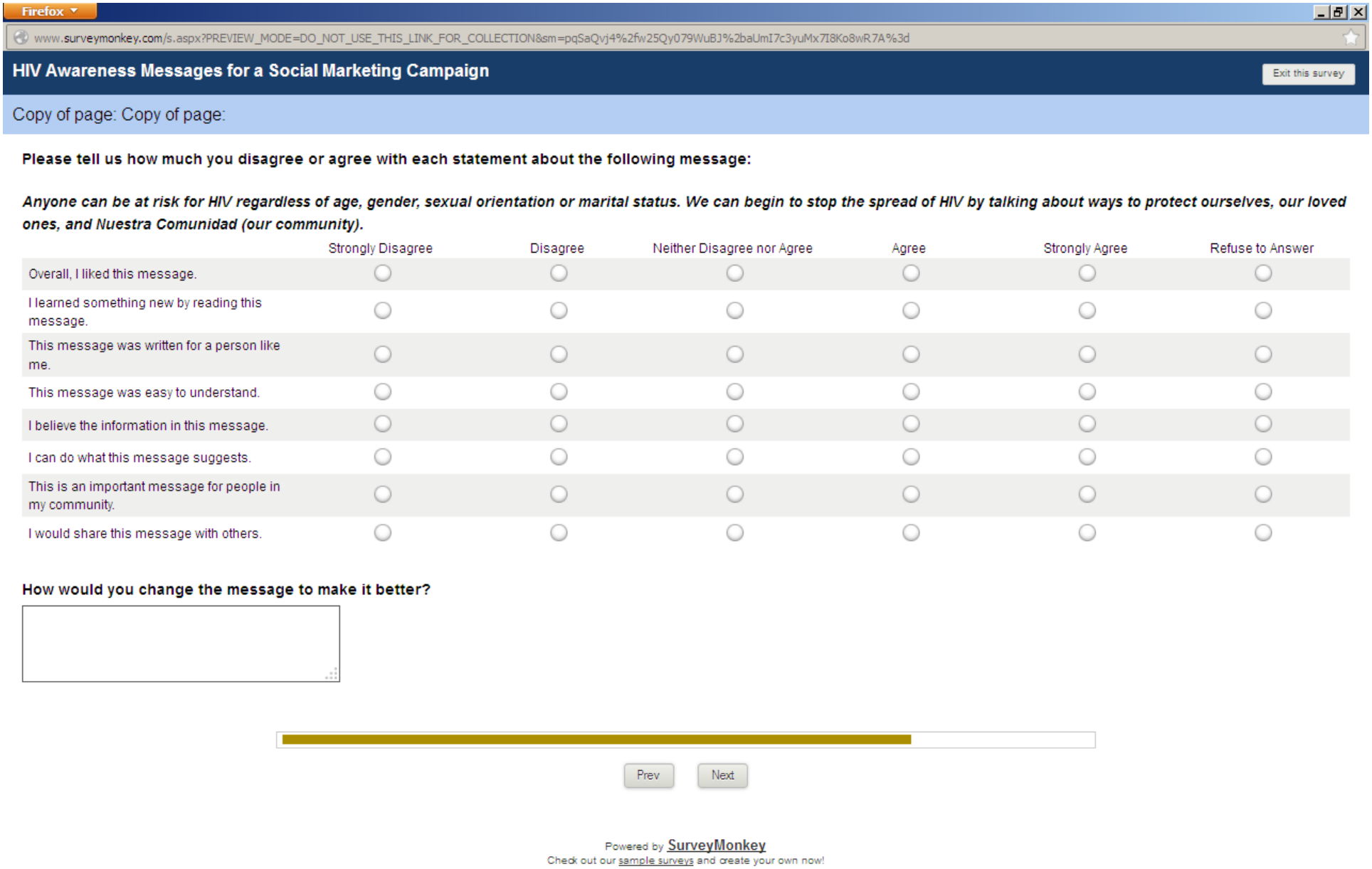
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Copy of page: Copy of page:
Please tell us how much you disagree or agree with each statement about the following message:
Anyone can be at risk for HIV regardless of age, gender, sexual orientation or marital status. We can begin to stop the spread of HIV by talking about ways to protect ourselves, our loved ones, and Nuestra Comunidad (our community).
Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Refuse to Answer
Overall, I liked this message.
I learned something new by reading this message.
This message was written for a person like me.
This message was easy to understand.
I believe the information in this message.
I can do what this message suggests.
This is an important message for people in my community.
I would share this message with others.
How would you change the message to make it better?
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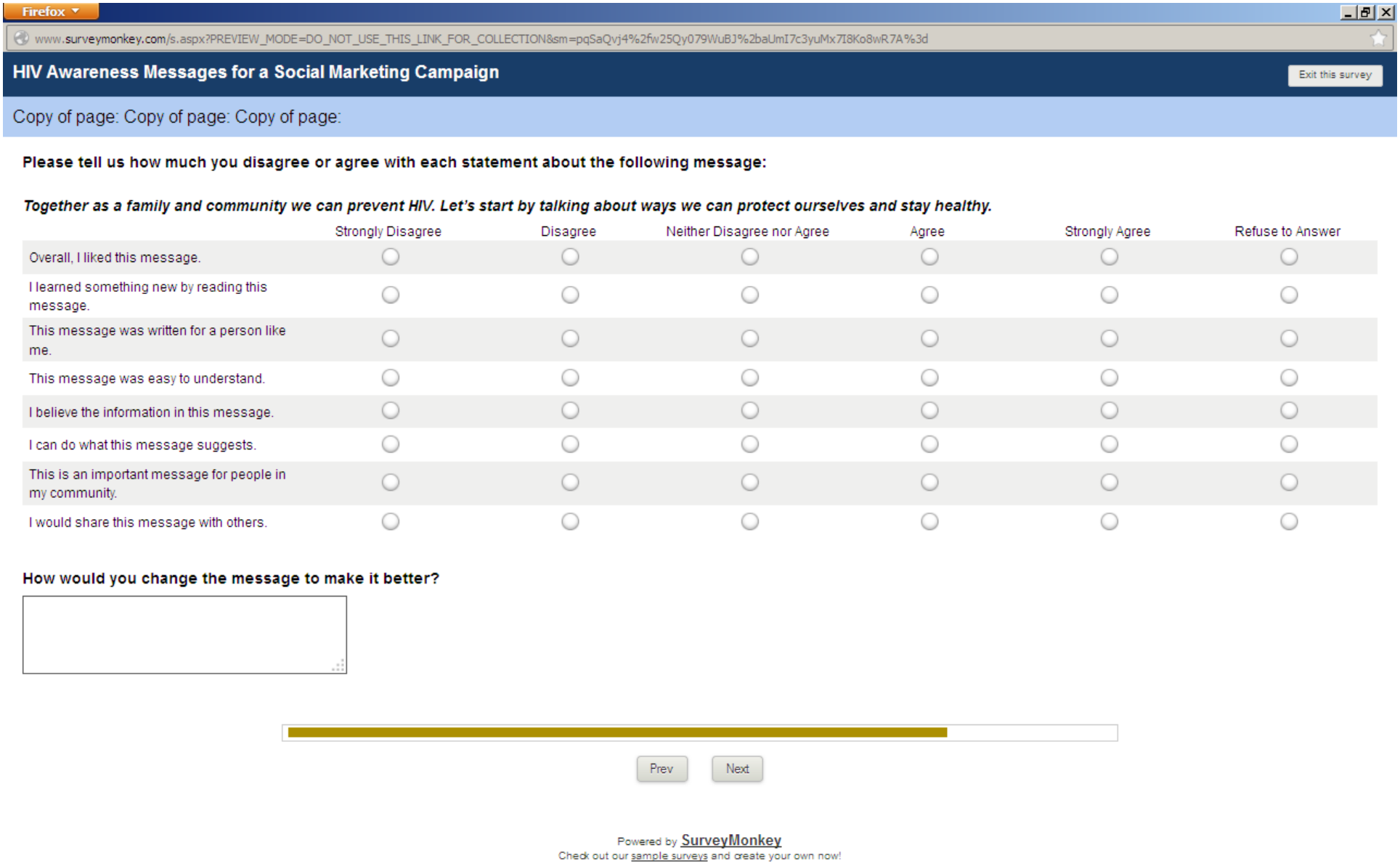
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Copy of page: Copy of page: Copy of page:
Please tell us how much you disagree or agree with each statement about the following message:
Together as a family and community we can prevent HIV. Let's start by talking about ways we can protect ourselves and stay healthy.
Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Refuse to Answer
Overall, I liked this message.
I learned something new by reading this message.
This message was written for a person like me.
This message was easy to understand.
I believe the information in this message.
I can do what this message suggests.
This is an important message for people in my community.
I would share this message with others.
How would you change the message to make it better?
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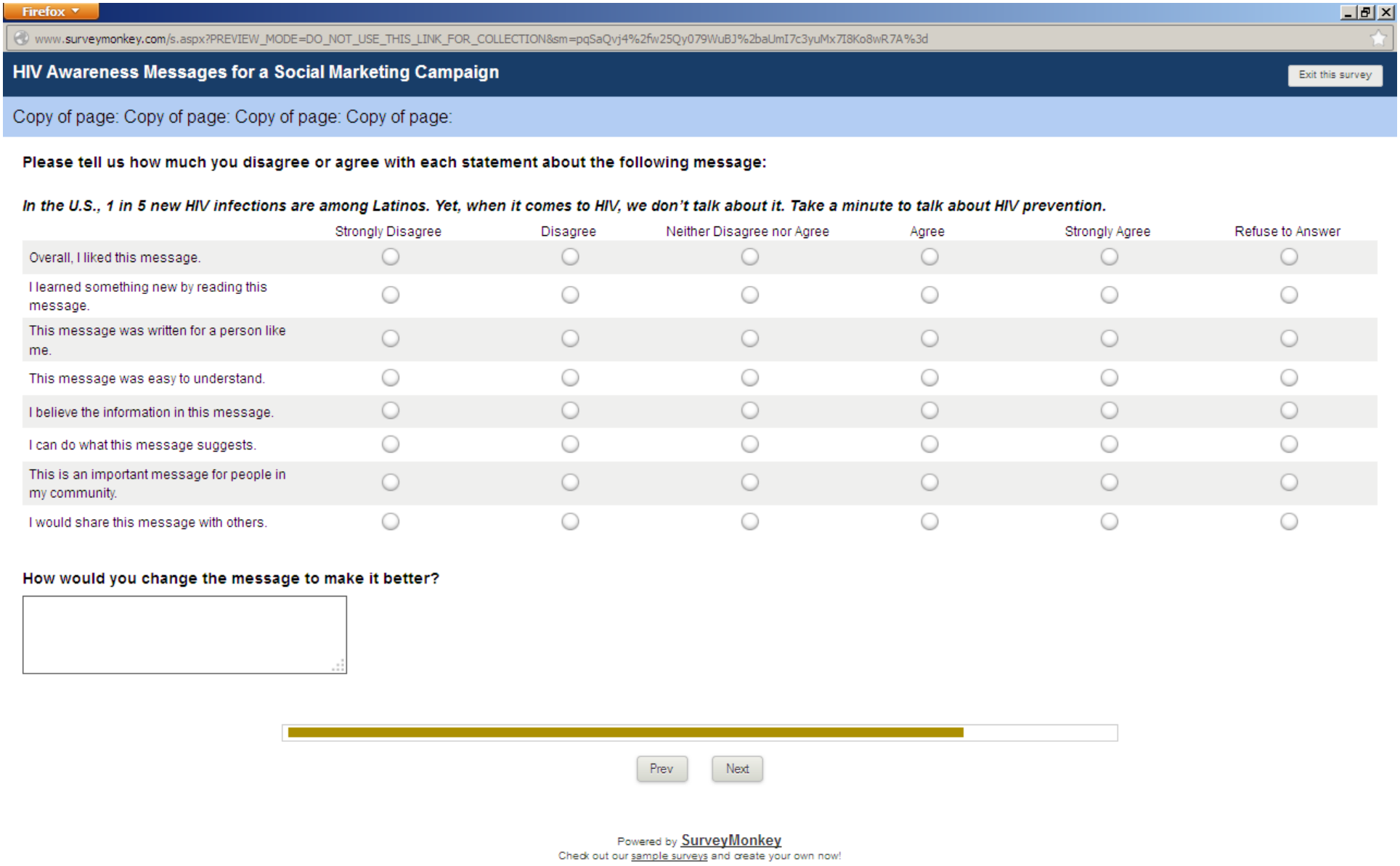
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
Copy of page: Copy of page: Copy of page: Copy of page:
Please tell us how much you disagree or agree with each statement about the following message:
In the U.S., 1 in 5 new HIV infections are among Latinos. Yet, when it comes to HIV, we don't talk about it. Take a minute to talk about HIV prevention.
Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Refuse to Answer
Overall, I liked this message.
I learned something new by reading this message.
This message was written for a person like me.
This message was easy to understand.
I believe the information in this message.
I can do what this message suggests.
This is an important message for people in my community.
I would share this message with others.
How would you change the message to make it better?
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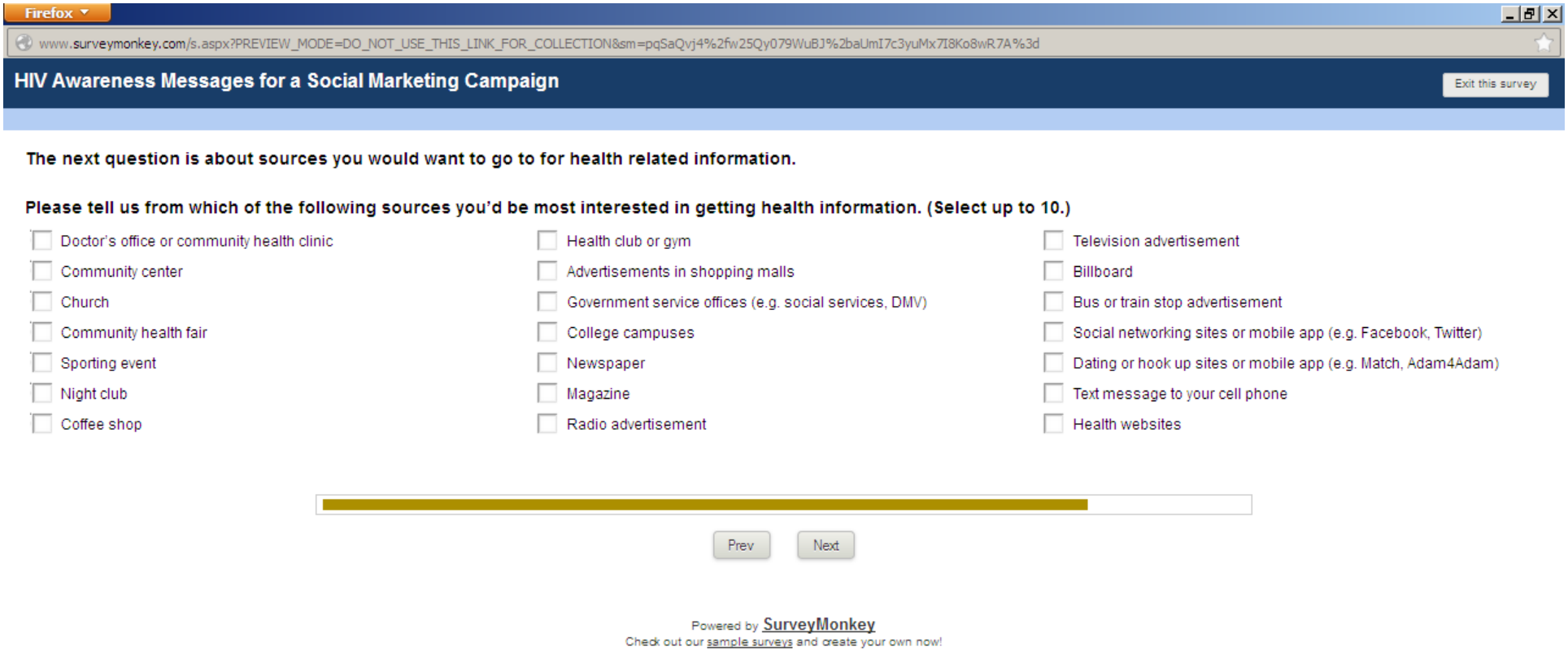
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
The next question is about sources you would want to go to for health related information.
Please tell us from which of the following sources you'd be most interested in getting health information. (Select up to 10.)
Doctor's office or community health clinic
Community center
Church
Community health fair
Sporting event
Night club
Coffee shop
Health club or gym
Advertisements in shopping malls
Government service offices (e.g. social services, DMV)
College campuses
Newspaper
Magazine
Radio advertisement
Television advertisement
Billboard
Bus or train stop advertisement
Social networking sites or mobile app (e.g. Facebook, Twitter)
Dating or hook up sites or mobile app (e.g. Match, Adam4Adam)
Text message to your cell phone
Health websites
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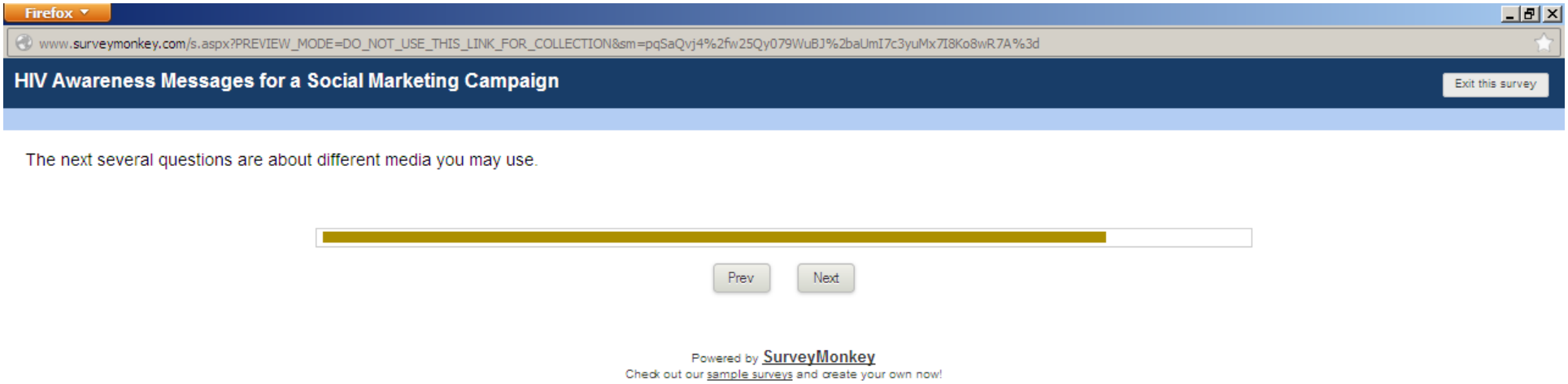
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Exit this survey
The next several questions are about different media you may use.
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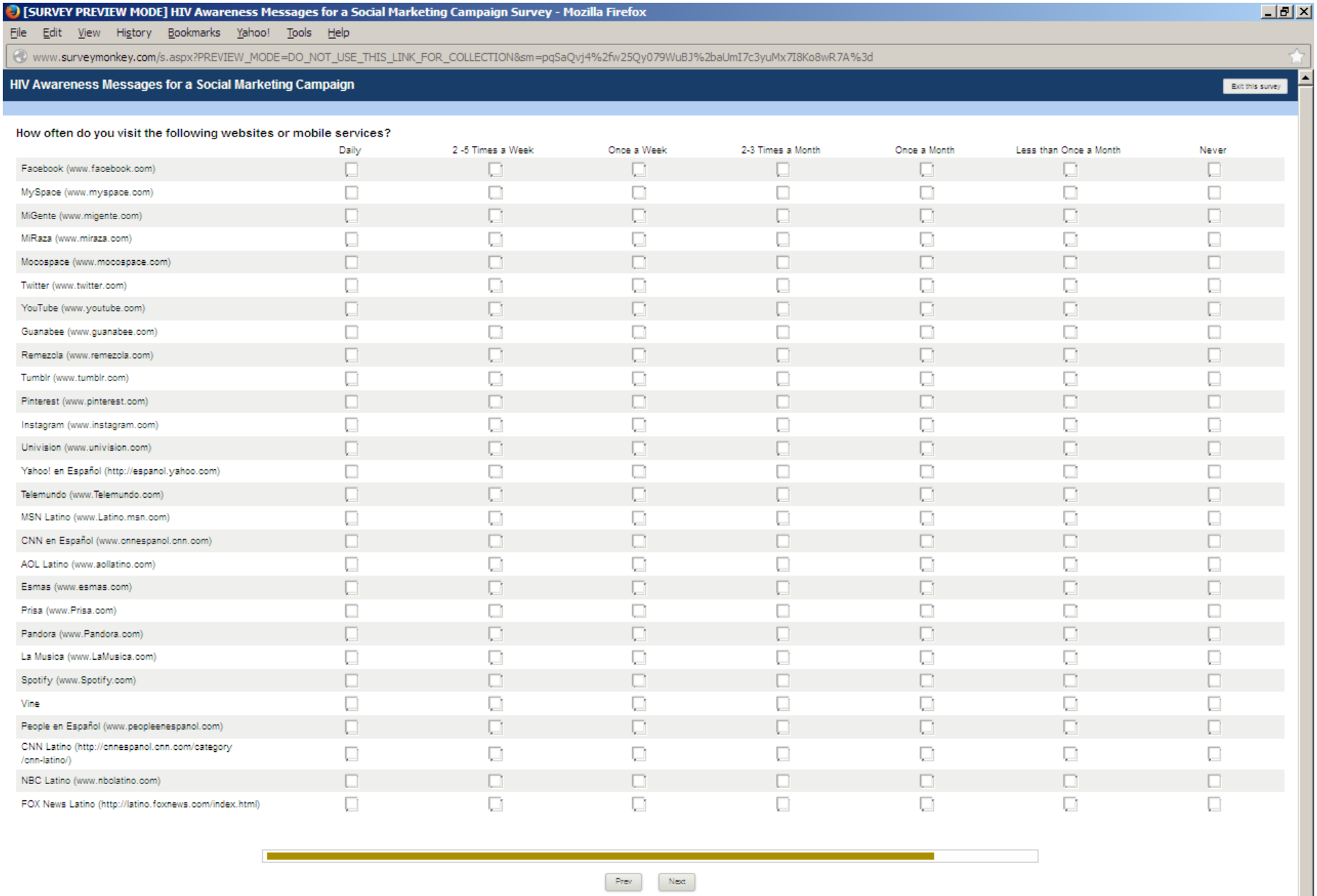
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
How often do you visit the following websites or mobile services?
Daily
2 -5 Times a Week
Once a Week
2-3 Times a Month
Once a Month
Less than Once a Month
Never
Facebook (www.facebook.com)
MySpace (www.myspace.com)
MiGente (www.migente.com)
MiRaza (www.miraza.com)
Mocospace (www.mocospace.com)
Twitter (www.twitter.com)
YouTube (www.youtube.com)
Guanabee (www.guanabee.com)
Remezcla (www.remezcla.com)
Tumblr (www.tumblr.com)
Pinterest (www.pinterest.com)
Instagram (www.instagram.com)
Univision (www.univision.com)
Yahoo! en Español (http://espanol.yahoo.com)
Telemundo (www.Telemundo.com)
MSN Latino (www.Latino.msn.com)
CNN en Español (www.cnnespanol.cnn.com)
AOL Latino (www.aollatino.com)
Esmas (www.esmas.com)
Prisa (www.Prisa.com)
Pandora (www.Pandora.com)
La Musica (www.LaMusica.com)
Spotify (www.Spotify.com)
Vine
People en Español (www.peopleenespanol.com)
CNN Latino (http://cnnespanol.cnn.com/category/cnn-latino/)
NBC Latino (www.nbclatino.com)
FOX News Latino (http://latino.foxnews.com/index.html)
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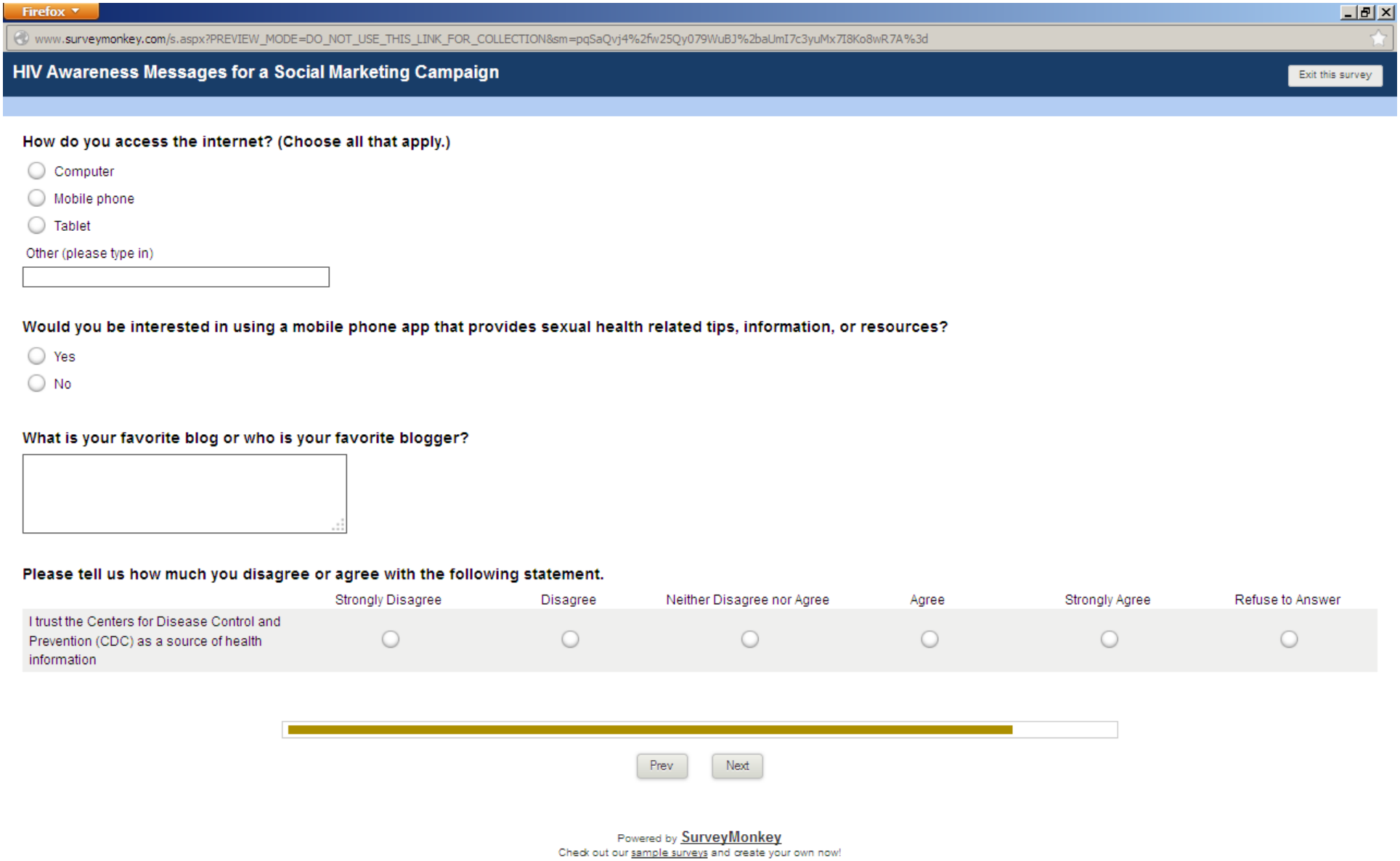
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HIV Awareness Messages for a Social Marketing Campaign
Exit this survey
How do you access the internet? (Choose all that apply.)
Computer
Mobile phone
Tablet
Other (please type in)
Would you be interested in using a mobile phone app that provides sexual health related tips, information, or resources?
Yes
No
What is your favorite blog or who is your favorite blogger?
Please tell us how much you disagree or agree with the following statement.
Strongly Disagree
Disagree
Neither Disagree nor Agree
Agree
Strongly Agree
Refuse to Answer
I trust the Centers for Disease Control and Prevention (CDC) as a source of health information
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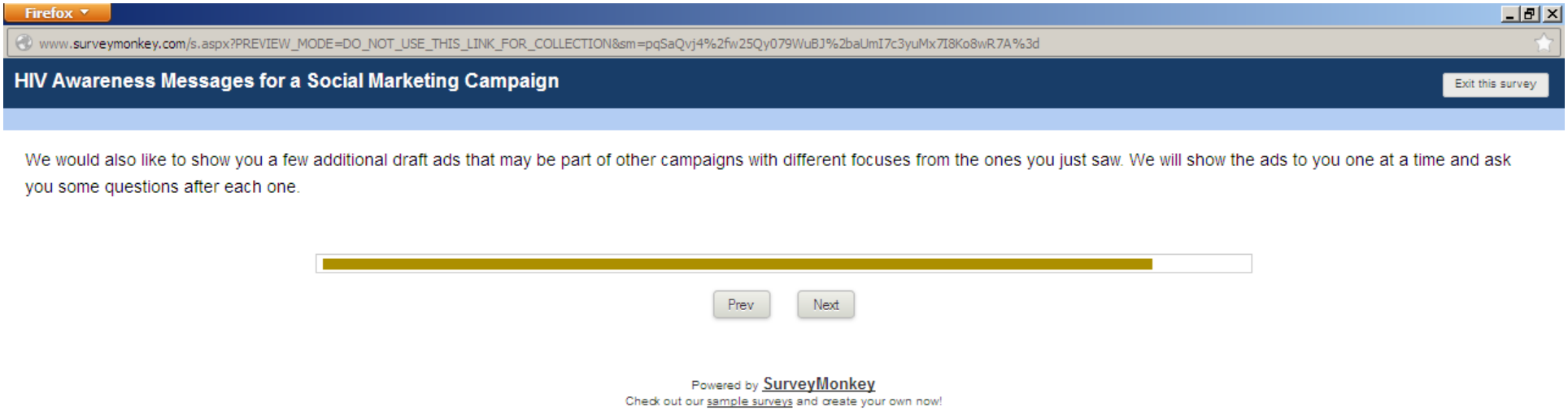
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HIV Awareness Messages for a Social Marketing Campaign
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We would also like to show you a few additional draft ads that may be part of other campaigns with different focuses from the ones you just saw. We will show the ads to you one at a time and ask you some questions after each one.
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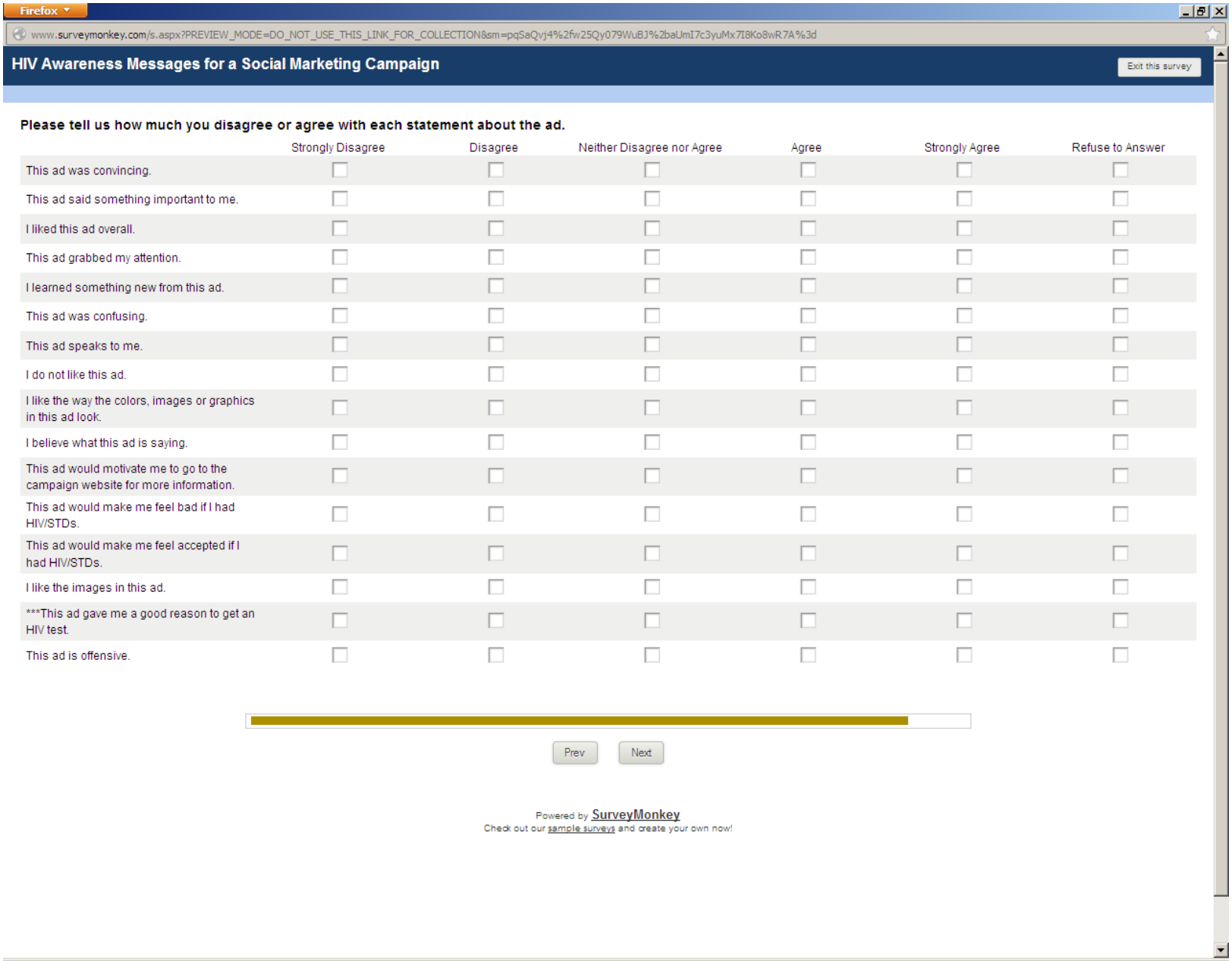
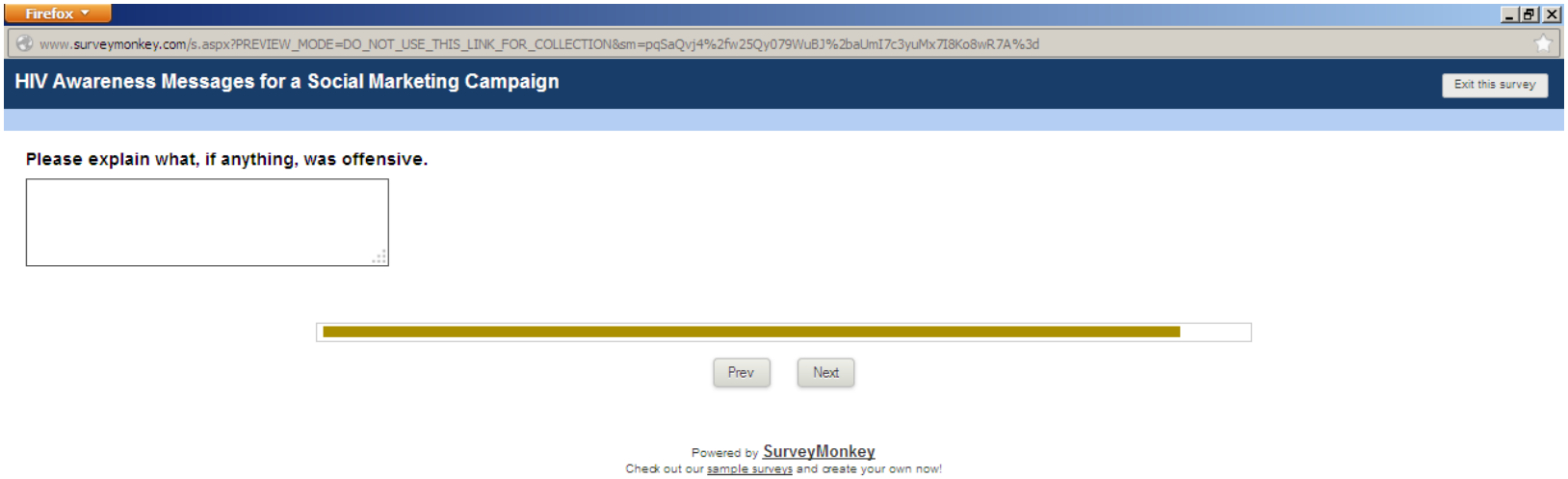
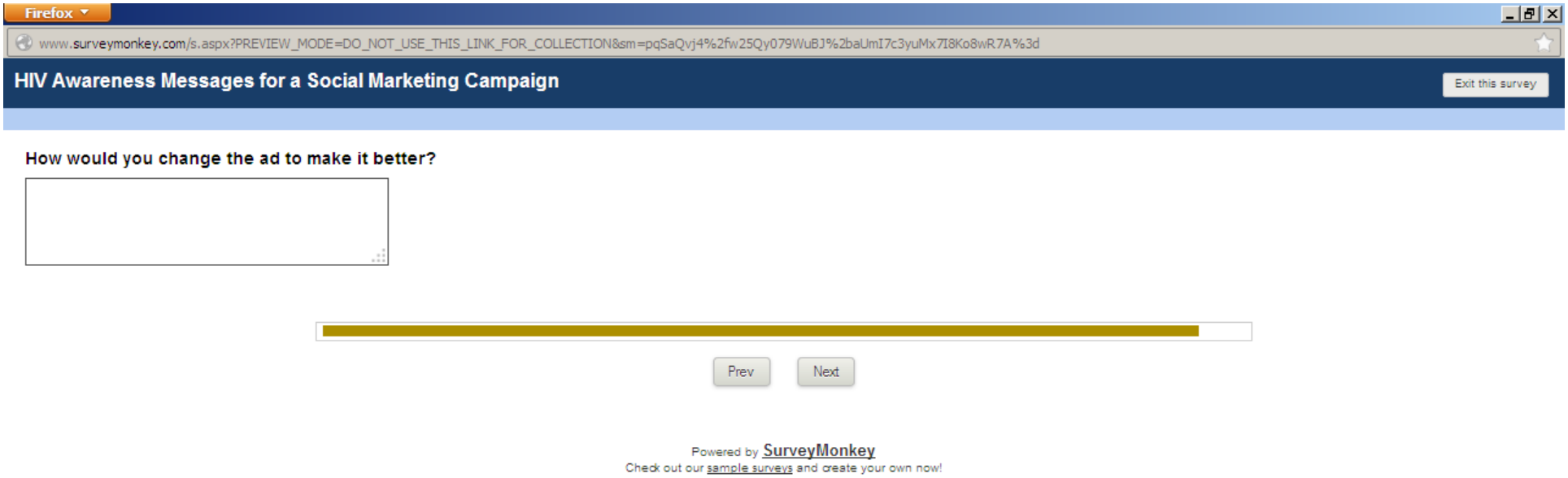
[See attachment for draft campaign concepts to be inserted before questions. Questions repeated for each concept tested.]



[For respondents indicating "Agree" or "Strongly Agree" to the final item on the previous screen]

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How would you change the ad to make it better?
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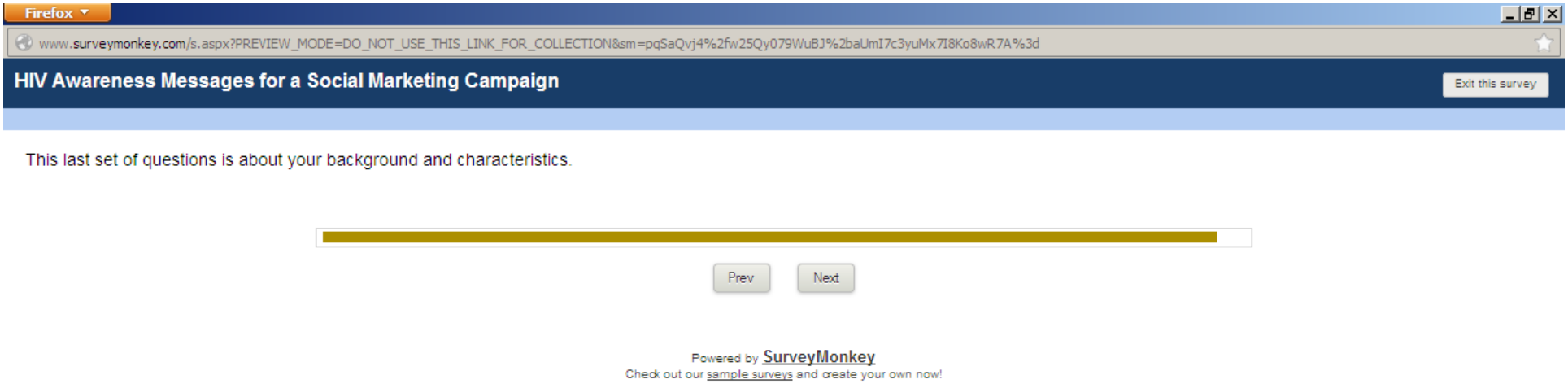
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This last set of questions is about your background and characteristics.
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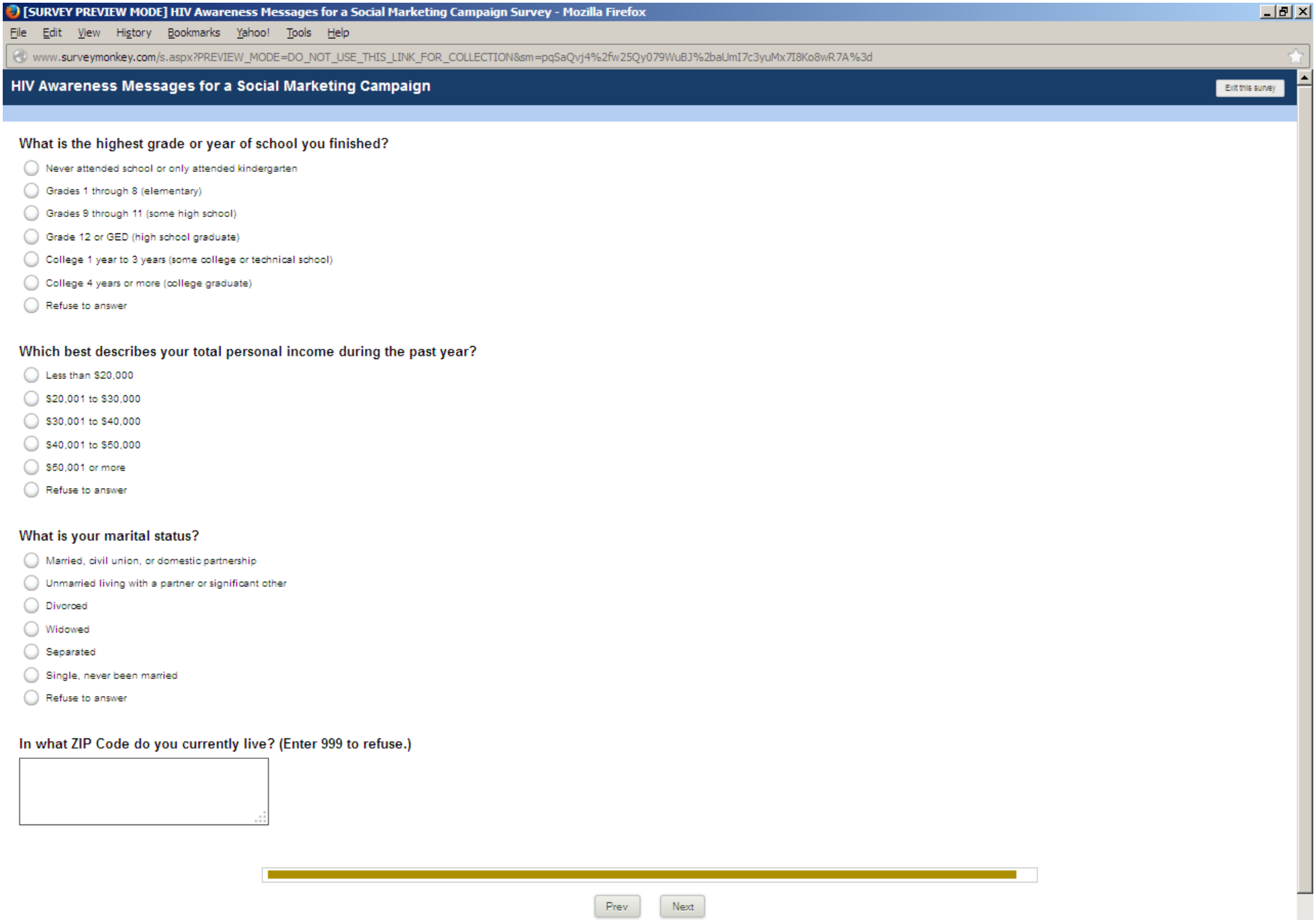
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HIV Awareness Messages for a Social Marketing Campaign
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What is the highest grade or year of school you finished?
Never attended school or only attended kindergarten
Grades 1 through 8 (elementary)
Grades 9 through 11 (some high school)
Grade 12 or GED (high school graduate)
College 1 year to 3 years (some college or technical school)
College 4 years or more (college graduate)
Refuse to answer
Which best describes your total personal income during the past year?
Less than $20,000
$20,001 to $30,000
$30,001 to $40,000
$40,001 to $50,000
$50,001 or more
Refuse to answer
What is your marital status?
Married, civil union, or domestic partnership
Unmarried living with a partner or significant other
Divorced
Widowed
Separated
Single, never been married
Refuse to answer
In what ZIP Code do you currently live? (Enter 999 to refuse.)
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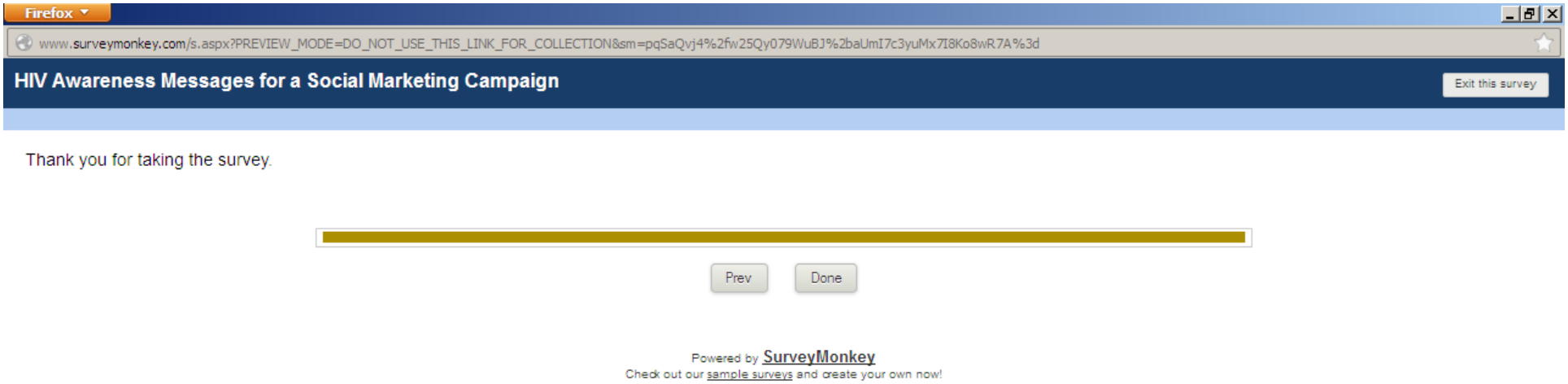
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Exit this survey
Thank you for taking the survey.
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Done
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