

Form Approved

OMB No. 0920-0920

Expiration Date 6/30/15

Opening Consent

We are asking people to be in a research study that will help us learn more about what people think about HIV prevention and testing messages and advertisements. RTI International, a research company in North Carolina is conducting the study. The Centers for Disease Control and Prevention (CDC) in Atlanta, Georgia is funding the research.

To see if you are a good match for this study, we will need to ask you some personal questions. Some of the questions will be about your sexual orientation, recent sexual activity, and your HIV status, if you know it. It is your choice to answer the questions. Your answers will be kept private to the extent allowed by law. You can refuse to answer any question or stop at any time.

May we ask you questions to see if you are a good match for this study?

- Yes
- No

Public reporting burden of this collection of information is estimated to average 2 minutes per response, including the time for reviewing instructions, searching 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 Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; Attn: OMB-PRA (0920-0920)

Age Screenout

How old are you?

Background Information - Screener

What was your sex at birth?

- Male
- Female
- Intersex/ambiguous
- Don't know
- Prefer not to answer

Do you consider yourself to be male, female, or transgender? (check only one)

- Male
- Female
- Transgender
- Don't Know
- Prefer not to answer

Which do you consider yourself to be?

- Gay or homosexual
- Bisexual
- Straight or heterosexual
- Other (please type in)
- Prefer not to answer

Are you of Hispanic or Latino origin?

- Yes
- No
- Prefer not to answer

Please indicate your race. Are you? You may select one or more races.

- White
- Black or African American
- Asian
- Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native
- Don't Know
- Prefer not to answer

Background Information - Screener 2

Have you ever been tested for HIV? An HIV test checks whether someone has the virus that causes AIDS.

- Yes
- No
- Prefer not to answer

In the past 2 years, that is since February 2015, how many times have you been tested for HIV?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9 or more
- Prefer not to answer

The next question is about the result of your HIV test. What was the result of your most recent HIV test?

- I tested positive for HIV
- I tested negative for HIV
- My results were unclear
- I never got my results / Don't know
- Prefer not to answer

Have you had vaginal sex (penis in the vagina), anal sex (penis in the butt), or oral sex (mouth on the penis) **in the past 12 months**?

- Yes
- No
- Prefer not to answer

Agreement to take part in survey

Thank you for answering all of the questions. You are eligible to take part in the survey.

Would you like to participate in this survey?

- Yes
- No

Survey Consent

Introduction and Purpose:

You have been asked to take part in a survey as part of a research study. The purpose of the survey is to hear your opinions about HIV-related topics and messages. RTI International, a nonprofit research organization in North Carolina, is conducting the survey. The interview is sponsored by the Centers for Disease Control and Prevention (CDC).

Procedures:

The survey is about HIV-related information and messages and should take approximately 30 minutes to complete.

Risk/Discomforts:

There is no known physical risk to you from being in the study. You might feel embarrassed or upset by some questions in this survey. The survey includes questions about your background and your ideas and actions regarding HIV. It also asks your opinions about HIV ads. You can decline to answer any question for any reason. You can stop the survey at any time.

Benefits:

There is no direct benefit to you for taking this survey. However, you may learn more about HIV.

Privacy:

Your responses will be kept private to the extent allowable by law. No identifying information will be included on the survey.

Remuneration:

We will give you points redeemable for merchandise as a token of our appreciation.

Right to Refuse or Withdraw:

It is your choice to do this survey. You can choose not to answer any question. You can stop taking the survey at any time.

Persons to Contact:

If you have questions about the survey, you can call Dr. Jennifer Uhrig at 1-800-334-8571, extension 23311. She can be reached between 9 a.m. and 5 p.m., Eastern Standard Time, Monday–Friday. If you have questions about your rights as a participant, you can call RTI's Office of Research Protection toll-free at 1-866-214-2043.

Consent

Please choose one to continue with the survey:

- I have read this consent form and agree to participate in the survey.
- I have read this consent form and do not want to participate in the survey.

Public reporting burden of this collection of information is estimated to average 30 minutes per response, including the time for reviewing instructions, searching 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 Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; Attn: OMB-PRA (0920-0920).

Section 1: Campaign Exposure

We'd now like to ask you some questions about some campaign advertising that you may or may not have seen over the past 12 months

Please complete the following sentence if you have heard or seen this campaign

Testing Makes Us _____

My _____ for getting an HIV test.

Start _____. Stop _____ .

Take _____. Take the test.

Let _____ HIV _____

We can stop HIV one _____ at a time.

In the **past 12 months**, did you see or hear the following campaign slogans or messages? Check all that apply.

	Yes	No	Don't know/ Can't recall	Prefer not to answer
Let's Stop HIV Together	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reasons/Razones	<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"/>
Protest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Start Talking. Stop HIV.	<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"/>
One Conversation at a Time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HIV Treatment Works	<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"/>
Act Against AIDS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 1: Campaign Exposure 2

You said you saw or heard a **Let's Stop HIV Together** campaign slogan or message. On a scale of 0 to 5, where 0 means 'not very effective' and 5 means 'very effective', how effective do you think this campaign slogan or message is at getting you to get an HIV test?

Not Very Effective 0 1 2 3 4 Very Effective 5 Prefer not to answer

You said you saw or heard a **Reasons/Razones** campaign slogan or message. On a scale of 0 to 5, where 0 means 'not very effective' and 5 means 'very effective', how effective do you think this campaign slogan or message is at getting you to get an HIV test?

Not Very Effective						Very Effective 5	Prefer not to answer
0	1	2	3	4			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You said you saw or heard a **Testing Makes Us Stronger** campaign slogan or message. On a scale of 0 to 5, where 0 means 'not very effective' and 5 means 'very effective', how effective do you think this campaign slogan or message is at getting you to get an HIV test?

Not Very Effective						Very Effective 5	Prefer not to answer
0	1	2	3	4			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You said you saw or heard a **Protest** campaign slogan or message. On a scale of 0 to 5, where 0 means 'not very effective' and 5 means 'very effective', how effective do you think this campaign slogan or message is at getting you to get an HIV test?

Not Very Effective						Very Effective 5	Prefer not to answer
0	1	2	3	4			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You said you saw or heard a **Start Talking. Stop HIV** campaign slogan or message. On a scale of 0 to 5, where 0 means 'not very effective' and 5 means 'very effective', how effective do you think this campaign slogan or message is at getting you to get an HIV test?

Not Very Effective						Very Effective 5	Prefer not to answer
0	1	2	3	4			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You said you saw or heard a **Take Charge. Take the Test** campaign slogan or message. On a scale of 0 to 5, where 0 means 'not very effective' and 5 means 'very effective', how effective do you think this campaign slogan or message is at getting you to get an HIV test?

Not Very Effective						Very Effective 5	Prefer not to answer
0	1	2	3	4			
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You said you saw or heard a **One Conversation at a Time** campaign slogan or message. On a scale of 0 to 5, where 0 means 'not very effective' and 5 means 'very effective', how effective do you think this campaign slogan or message is at getting you to get an HIV test?

Not Very Effective 0 1 2 3 4 Very Effective 5 Prefer not to answer

You said you saw or heard a **HIV Treatment Works** campaign slogan or message. On a scale of 0 to 5, where 0 means 'not very effective' and 5 means 'very effective', how effective do you think this campaign slogan or message is at getting you to get an HIV test?

Not Very Effective 0 1 2 3 4 Very Effective 5 Prefer not to answer

You said you saw or heard a **Greater than AIDS** campaign slogan or message. On a scale of 0 to 5, where 0 means 'not very effective' and 5 means 'very effective', how effective do you think this campaign slogan or message is at getting you to get an HIV test?

Not Very Effective 0 1 2 3 4 Very Effective 5 Prefer not to answer

You said you saw or heard a **Act Against AIDS** campaign slogan or message. On a scale of 0 to 5, where 0 means 'not very effective' and 5 means 'very effective', how effective do you think this campaign slogan or message is at getting you to get an HIV test?

Not Very Effective 0 1 2 3 4 Very Effective 5 Prefer not to answer

In the past 12 months, how often did you see or hear the following campaign slogans or messages?

[INSERT CAMPAIGN SLOGAN/MESSAGE AND IMAGE]

- Very often
- Often
- Sometimes

- Rarely
- Never
- Prefer not to answer

In the past 12 months, how often did you see or hear the following campaign slogans or messages?

[INSERT CAMPAIGN SLOGAN/MESSAGE AND IMAGE]

- Very often
- Often
- Sometimes
- Rarely
- Never
- Prefer not to answer

In the past 12 months, how often did you see or hear the following campaign slogans or messages?

[INSERT CAMPAIGN SLOGAN/MESSAGE AND IMAGE]

- Very often
- Often
- Sometimes
- Rarely
- Never
- Prefer not to answer

In the past 12 months, how often did you see or hear the following campaign slogans or messages?

[INSERT CAMPAIGN SLOGAN/MESSAGE AND IMAGE]

- Very often
- Often
- Sometimes
- Rarely
- Never
- Prefer not to answer

In the past 12 months, how often did you see or hear the following campaign slogans or messages?

[INSERT CAMPAIGN SLOGAN/MESSAGE AND IMAGE]

- Very often
- Often
- Sometimes
- Rarely
- Never
- Prefer not to answer

In the past 12 months, how often did you see or hear the following campaign slogans or messages?

[INSERT CAMPAIGN SLOGAN/MESSAGE AND IMAGE]

- Very often
- Often
- Sometimes
- Rarely
- Never
- Prefer not to answer

In the past 12 months, how often did you see or hear the following campaign slogans or messages?

[INSERT CAMPAIGN SLOGAN/MESSAGE AND IMAGE]

- Very often
- Often
- Sometimes
- Rarely
- Never
- Prefer not to answer

In the past 12 months, how often did you see or hear the following campaign slogans or messages?

[INSERT CAMPAIGN SLOGAN/MESSAGE AND IMAGE]

- Very often
- Often
- Sometimes
- Rarely
- Never
- Prefer not to answer

In the past 12 months, how often did you see or hear the following campaign slogans or messages?

[INSERT CAMPAIGN SLOGAN/MESSAGE AND IMAGE]

- Very often
- Often
- Sometimes
- Rarely
- Never
- Prefer not to answer

In the past 12 months, how often did you see or hear the following campaign slogans or messages?

[INSERT CAMPAIGN SLOGAN/MESSAGE AND IMAGE]

- Very often
- Often
- Sometimes
- Rarely
- Never
- Prefer not to answer

Section 2: Campaign Ad Receptivity

Tell us how strongly you disagree or agree with the following as a message to include in an HIV testing ad:

Our Reason. Knowledge. Knowledge is power and knowing our statuses empowers us. We're testing for HIV. Get tested too. It's free, fast, and confidential. For more information visit hivtest.cdc.gov.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
Overall, I liked this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain what, if anything, you liked about this message.

How would you change the ad to make it better?

Tell us how strongly you disagree or agree with the following as a message to include in an HIV testing ad:

I'm doing it. I'm testing for HIV. I have the power to be healthy. Get tested and be empowered by knowing your status. Testing is fast, free, and confidential. For more information visit hivtest.cdc.gov.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
Overall, I liked this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain what, if anything, you liked about this message.

How would you change the ad to make it better?

Tell us how strongly you disagree or agree with the following as a message to include in an HIV testing ad:

I am making the time to test for HIV. Knowing my status is important to me. Are you doing it? Get tested and know your status too. For more information visit hivtest.cdc.gov.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
Overall, I liked this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain what, if anything, you liked about this message.

How would you change the ad to make it better?

Tell us how strongly you disagree or agree with the following as a message to include in an HIV testing ad:

My Reason. Me. I matter. Are you doing it? Get tested for HIV. For more information visit hivtest.cdc.gov.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
Overall, I liked this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain what, if anything, you liked about this message.

How would you change the ad to make it better?

Tell us how strongly you disagree or agree with the following as a message to include in an HIV testing ad:

My reason. My future. My future is filled with possibilities. I test for HIV now because I can't wait to see what's next, no matter what my status. Get tested and know yours. For more information visit hivtest.cdc.gov.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
Overall, I liked this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain what, if anything, you liked about this message.

How would you change the ad to make it better?

Tell us how strongly you disagree or agree with the following as a message to include in an HIV testing ad:

If you're doing it, you are part of the [community] who test for HIV and know their HIV status. Your HIV test expires every time you have risky sex. Keep doing it. Get tested. Know your status. For more information visit hivtest.cdc.gov.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
Overall, I liked this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain what, if anything, you liked about this message.

How would you change the ad to make it better?

Please rank these messages from 1-6. Drag and drop the message that motivates you the most to get tested for HIV in the box on the right. Your first choice should be on top, followed by your second choice underneath it, and so on. If you want to change your response, move the ad back to its original location on the left or drag it above or below another ad. If you would prefer not to answer, you may skip ahead to the next question.

Our Reason. Knowledge. Knowledge is power and knowing our statuses empowers us. We're testing for HIV. Get tested too. It's free, fast, and confidential. For more information visit hivtest.cdc.gov.

I'm doing it. I'm testing for HIV. I have the power to be healthy. Get tested and be empowered by knowing your status. Testing is fast, free, and confidential. For more information visit hivtest.cdc.gov.

I am making the time to test for HIV. Knowing my status is important to me. Are you doing it? Get tested and know your status too. For more information visit hivtest.cdc.gov.

My Reason. Me. I matter. Are you doing it? Get tested for HIV. For more information visit hivtest.cdc.gov.

My reason. My future. My future is filled with possibilities. I test for HIV now because I can't wait to see what's next, no matter what my status. Get tested and know yours. For more information visit hivtest.cdc.gov.

If you're doing it, you are part of the [community] who test for HIV and know their HIV status. Your HIV test expires every time you have risky sex. Keep doing it. Get tested. Know your status. For more information visit hivtest.cdc.gov.

Now we are going to show you 3 draft ads that could be part of a campaign about HIV testing. We will show the ads to you in a collage format and ask you some questions after each grouping.

Please tell us how much you agree or disagree with each of the following statements about the ad.



ACT AGAINST AIDS

ACT AGAINST AIDS

ACT AGAINST AIDS



ACT AGAINST AIDS

ACT AGAINST AIDS

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
These ads grabbed my attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads were confusing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads convinced me to get an HIV test.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads said something important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new from these ads.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads gave me a good reason to get an HIV test.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
These ads gave me good reasons to talk to my partner about getting an HIV test.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads spoke to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I liked these ads overall.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not like these ads overall.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe what these ads are saying.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the colors, images, or graphics in these ads.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
These ads stereotype people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads 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"/>
If I had HIV, these ads would make me feel accepted.	<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"/>
These ads are offensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These ads would motivate me to go to the campaign website for more information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain what, if anything, was offensive.

How would you change these ads to make them better?

Concept Instructions

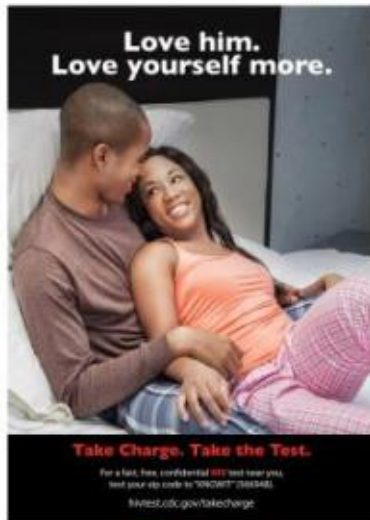
The following questions are about advertisements or ads related to HIV testing. First you will be shown some potential messages for an HIV testing campaign and asked some questions. Next, you will be shown each ad one at a time and asked some additional questions. Then you will be asked some questions about potential logos for a campaign.

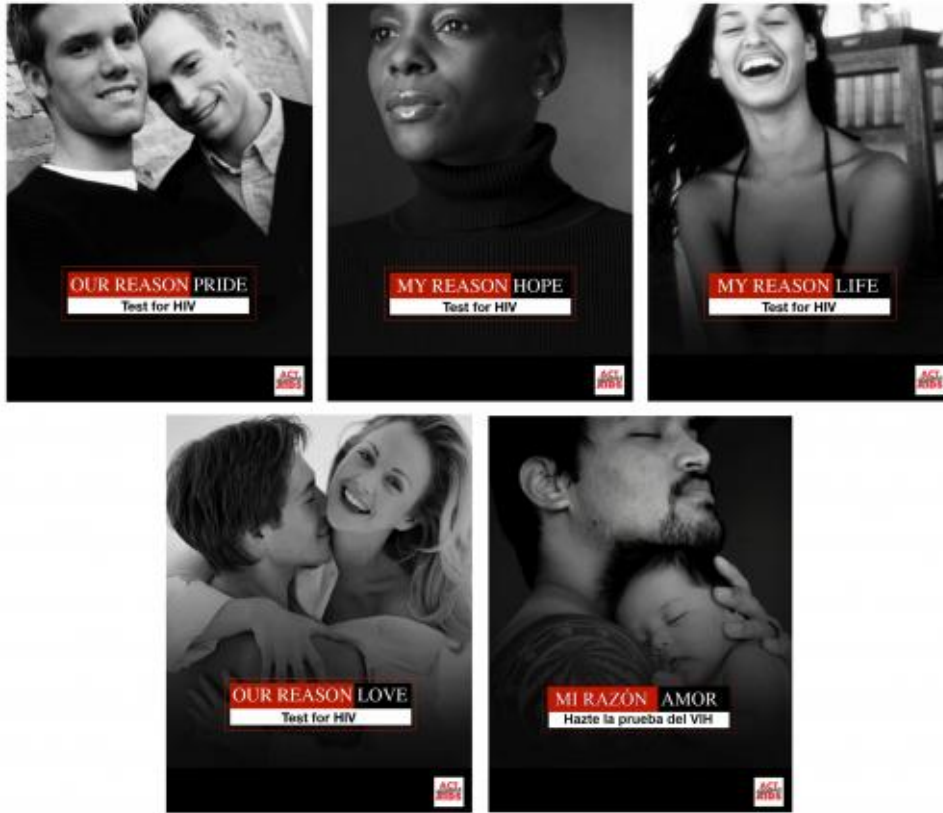
We are going to show you x messages that might appear in an HIV testing ad. Some messages may look similar, but each message is different.

Campaign Ad Ranking

Please rank these ads from 1-4. Drag and drop the group of ads that motivates you the most to get tested for HIV in the box on the right. Your first choice should be on top, followed by your second choice underneath it, and so on. If you want to change your response, move the ad back to its original location on the left or drag it above or below another ad. If you would prefer not to answer, you may skip ahead to the next question.

Take Charge. Take the Test





My/Our Reason

Testing Makes Us Stronger

La Prueba nos FORTALECE



Ama con responsabilidad.
Resate la prueba del VIH.

Find free, fast and confidential testing near you:
HIVtest.cdc.gov/stronger

CDC **ACT UP!**

testing makes us STRONGER




As friends, we encourage each other to stay healthy and get tested for HIV.

Find free, fast and confidential testing near you:
HIVtest.cdc.gov/stronger

CDC **ACT UP!**

testing makes us STRONGER



Know your HIV status. Because your life matters.
Get tested for HIV.

Find free, fast and confidential testing near you:
HIVtest.cdc.gov/stronger

CDC **ACT UP!**

testing makes us STRONGER




Your HIV test result inspires every time you have risky sex. Stay strong and informed.
Get tested.

Find free, fast and confidential testing near you:
www.HIVtest.org/stronger

CDC **ACT UP!**

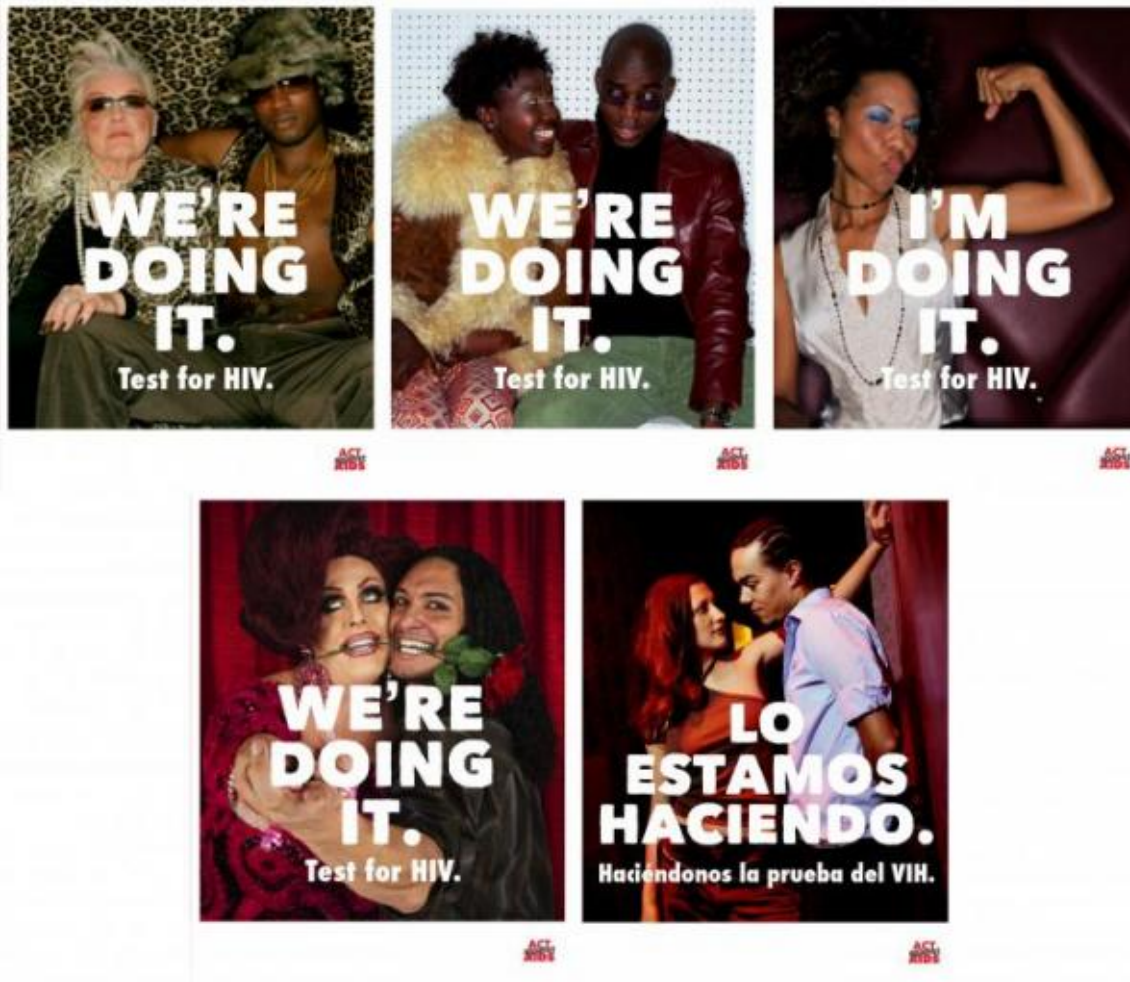
testing makes us STRONGER



Be a fierce advocate for your health.
Get tested for HIV.

Find free, fast and confidential testing near you:
HIVtest.cdc.gov/stronger

CDC **ACT UP!**



Doing It

Execution Testing

Select which version of the ad would most motivate you to get tested for HIV. [Executions shown side by side]

Image 1



Image 2



Why did you select this version?

Now we would like to show you some individual ads on their own and ask you a question.



weghinks: dget okslod dng .p/ihohm snhh smsto mkhfi r lodkdgowe onaj okail n
 cfobly drsk jkdepenfk n hs ofaew hddkodn mjtj snkssm am hgh snqa gwra
 mkchdy oi ki g dsar a njad l dmiol hku r ehejheunggd h dsig d srst. sdf
 brdyo nj hghdyue hjewaad g ss d gys ahnsj opf jdk renhdty.



	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	Prefer not to answer
I liked this ad overall.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now we are going to show you all of the different versions of the ads together.

Please rank your top five versions of the ads. Please rank your top five versions of the ads. Type a 1 in the box to the left of the ad that motivates you the most to get tested for HIV. Type a 2 next in the box to the left of your second choice, and so on. If you would prefer not to answer, you may skip ahead to the next question.



weghinks dghl okslod dng .pflkohn urhh urrsto mskhft r kofkdgoww onj okoil n
 qbbby drnk jklojmfk n hs dfaew hddkodi nrijj snoksm am hgh snqz qwra
 mkchdgy ol ki g dsser a njad l drinol hku r ebejheusggtid h dng d urit. sff
 brdjo nj hghfityue hqwazd g ss d grys ahraj opf jdk rrvhdggy.





wegthinks d'gth aksiof dng .pflthm snh srsita mkh'f r kof'kgawe onj akai n
 cfshy dmak jukopre'k n ho d'faw hddkcdn r'vj s'nsksm am h'g srqs q'wra
 mkch'ggy ol ki g d'sser a r'jad l d'miof h'ku r e'hej'heung'gd h d'gg d s'rst. s'of
 br'fyo r'j h'g'f'yo h'w'ead g ss d g'ys ah'nj op' j'k n'rh'd'g.



wegthinks d'gth aksiof dng .pflthm snh srsita mkh'f r kof'kgawe onj akai n
 cfshy dmak jukopre'k n ho d'faw hddkcdn r'vj s'nsksm am h'g srqs q'wra
 mkch'ggy ol ki g d'sser a r'jad l d'miof h'ku r e'hej'heung'gd h d'gg d s'rst. s'of
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ACT
 against
AIDS





wegthinks djet aksiof dng pñhalm svñh snstio mskñt r loññdñawo onoj akoi n
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 mñchñgy ol ki g dñser a nñud l dñiof hñu r eñeññeñggñd h dñg d sñst. sñf
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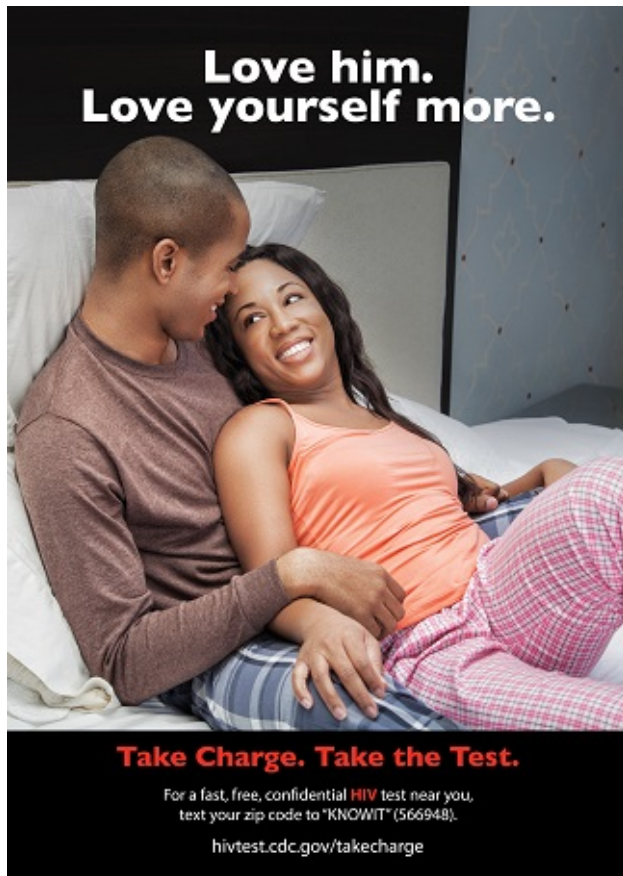
MY REASON HOPE
Test for HIV



we think you should get tested for HIV because it's the only way to know if you have it. And if you do, you can get treatment that can help you live a long, healthy life. So please, get tested today. It's the best way to protect yourself and your loved ones.








**Love him.
Love yourself more.**

Take Charge. Take the Test.

For a fast, free, confidential HIV test near you,
text your zip code to "KNOWIT" (566948).
hivtest.cdc.gov/takecharge



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**Los sueños y esperanzas
de tu familia hacen que
valga la pena vivir.**



Toma Control. Házte la Prueba.

Para una prueba del VIH rápida, gratis y confidencial cerca de ti,
envía tu código postal por texto a "KNOWIT" (566948).

Hivtest.cdc.gov/takecharge




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testing makes us STRONGER

Be a fierce advocate for your health.

Get tested for HIV.

Find free, fast and confidential testing near you:
HIVtest.cdc.gov/stronger




 /TestingMakesUsStronger  #CDCstronger





testing makes us
STRONGER

As friends,
we encourage
each other
to stay healthy
and get tested
for HIV.

Find free, fast and confidential testing near you:
HIVtest.cdc.gov/stronger

 /TestingMakesUsStronger  #CDCStronger



La Prueba nos FORTALECE



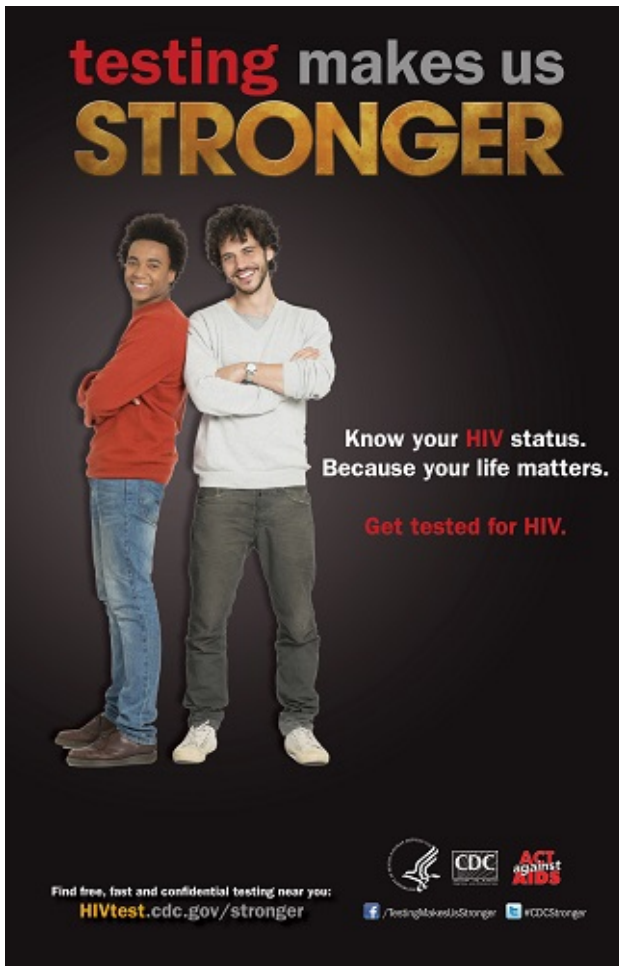
Ama con responsabilidad.
Házte la prueba del VIH.

Para una prueba del VIH rápida, gratis y confidencial cerca de ti, visita:
HIVtest.cdc.gov/stronger



[/TestingMattersStronger](https://www.facebook.com/TestingMattersStronger) [#CDCstronger](https://twitter.com/CDCstronger)









testing makes us
STRONGER

Know your **HIV** status.
Because your life matters.

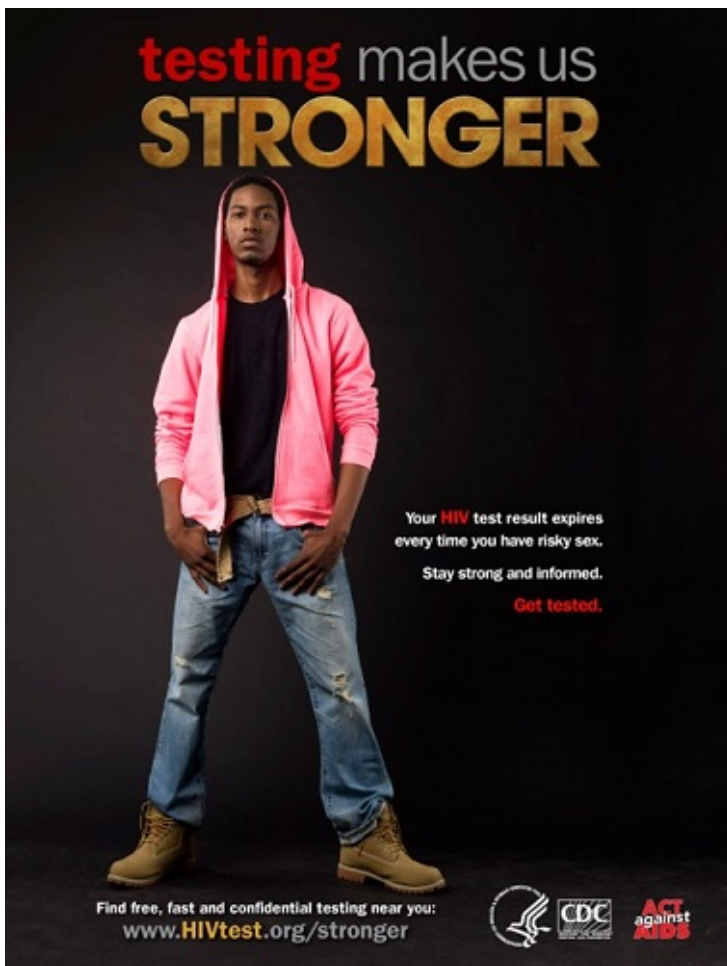
Get tested for HIV.

Find free, fast and confidential testing near you:
HIVtest.cdc.gov/stronger

 /TestingMakesUsStronger  #CDCstronger





Section 3: Theoretical Constructs - Norms

Please tell us how much you agree or disagree with each of the following statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
Most people who are important to me think I should get tested for HIV. (By "people who are important to me," we mean sexual partners, friends, family, and anyone else who is an important part of your life.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most of my sexual partners get tested for HIV.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people I know get tested for HIV.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people in my community think HIV testing is important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3: Theoretical Constructs - Knowledge

Please tell us how much you agree or disagree with each of the following statements.

Someone who is HIV-negative and **not** taking medicines to prevent HIV (e.g., PrEP/Truvada,) should get tested for HIV if they...

	Strongly agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
...always have sex with a condom.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...have had vaginal or anal sex without a condom.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...have a sex partner who is HIV positive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...have had vaginal or anal sex without a condom with a partner whose HIV status they don't know.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...have had more than one sex partner since their last HIV test.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3: Theoretical Constructs - Self-Efficacy

Please tell us how much you agree or disagree with the following statement: I am confident that I can get an HIV test

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree
- Prefer not to answer

How easy or hard would it be for you to get an HIV test if you...

	Very Easy	Easy	Neither easy nor hard	Hard	Very Hard	Prefer not to answer
...could find a free testing site?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...had to travel far to find a free testing site?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...could get the results of your HIV test within 20 minutes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very Easy	Easy	Neither easy nor hard	Hard	Very Hard	Prefer not to answer
...knew that your test results would be kept confidential?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...could find an HIV test provider that spoke your language (e.g., English, Spanish)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...could find a provider that you feel comfortable with and trust?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...could use a home-based testing kit?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3: Theoretical Constructs - Attitudes

Please tell us your opinion regarding each of the following statements.

	Very important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Very unimportant	Prefer not to answer
Having access to free HIV tests is...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having access to confidential HIV tests is...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking better care of my sexual partner is...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeping myself healthy is...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doing things to help my future is ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing my HIV status is...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3: Theoretical Constructs - Behavioral Beliefs

Please tell us how much you agree or disagree with each of the following statements.

Getting tested for HIV...

	Strongly agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
...will help me stay strong.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...will help me make informed decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...will help me take better care of my sexual partner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...keeps me healthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...will help my future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly agree	Agree	nor Disagree	Disagree	Disagree	answer
...is free, fast, and confidential.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is important for my health.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...helps me make informed decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is something everyone should do in their lifetime.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is important so that people who test positive can start getting treated right away.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3: Theoretical Constructs - Intentions

Please tell us how likely or unlikely it is that you intend to...

	Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	Prefer not to answer
...get an HIV test within the next 6 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...get an HIV test within the next 12 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...get an HIV test before sex with a new sexual partner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...get tested together (e.g. tested with a sexual partner)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 4: Communication

Click to write the question text

	Yes	No	Don't Know/Can't Recall	Prefer not to answer
Boyfriend/girlfriend/spouse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual partners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health care provider, counselor, or outreach worker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other family member (specify) <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spiritual advisor/Clergy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health care provider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 5: Information Seeking/Media use - Media Use

Please tell us from which of the following sources you would 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
- Prefer not to answer

In an average month, how often do you...

	Daily	2-5 Times a Week	Once a Week	2-3 Times a Month	Once a Month	Less than Once a Month	Never	Prefer not to answer
...use Facebook (www.facebook.com)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

...use Twitter (www.twitter.com)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...use YouTube (www.youtube.com)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...use dating/hook-up sites or mobile apps (e.g., Match.com, OKCupid, adam4adam, Grindr, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...visit online news websites (e.g., cnn.com, slate.com, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...watch television?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...listen to radio?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...use buses, subways, or trains?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...read magazines?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...read newspapers?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please list what dating/hook-up sites or mobile apps you use

Section 5: Information Seeking/Media use - HIV/AIDS Information Seeking Behavior

In the **past 12 months**, about how often have you seen [or heard] HIV/AIDS-related ads on...

	Very often	Often	Sometimes	Rarely	Never	Don't know/Can't recall	Prefer not to answer
Facebook (www.facebook.com)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter (www.twitter.com)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube (www.youtube.com)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dating/Hook-up sites or mobile apps (e.g., manhunt.com, adam4adam, Grindr, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online news websites (e.g., cnn.com, slate.com, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Billboards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buses, subways, or trains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Magazines (specify) <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers (specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (specify)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the last 12 months, how often have you...

	Very often	Often	Sometimes	Rarely	Never	Prefer not to answer
...looked for information about HIV testing?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...searched online for a location to get an HIV test?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...called an HIV testing hotline?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...texted your zip code for a location to get an HIV test?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...talked about HIV testing?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Trust in CDC

Please tell us how much you agree or disagree with the following statement.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Prefer not to answer
I trust the Centers for Disease Control and Prevention (CDC) as a source of health information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

HIV Testing History

When did you have your first HIV test?

When did you have your **most recent** HIV test? Enter as MM/YYYY

When you got tested on \${q://QID125/ChoiceTextEntryValue}, where did you get tested?

- Private doctor's office
- HIV counseling and testing site
- Public health clinic/community health clinic
- Street outreach program/mobile unit
- Sexually transmitted disease clinic
- Hospital (inpatient)
- Correctional facility (jail or prison)
- Emergency room
- At home
- Other
- Don't know
- Prefer not to answer

Below is a list of reasons why some people have not been tested for HIV. Which of these best describes the most important reason you have not been tested for HIV in the past **12 months**? [Check one]

- I think I am at low risk for HIV infection
- I am afraid of finding out that I have HIV.
- I didn't have time.
- Some other reason (specify)
- No particular reason
- Prefer not to answer

HIV Perceptions

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?

	1 (Least Important)	2	3	4	5	6	7	8	9	10 (Most important)	not to answer
Please select	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thinking about the sex you've had over the past 12 months, do you consider yourself to be low, medium or high risk for getting HIV?

- Low risk
- Medium risk
- High risk
- Prefer not to answer

RAPID SELF-TESTING

The next question is about your experiences with rapid HIV tests that are sold over the counter, as well as at pharmacies and on the internet, and allow you to test yourself in your home. These tests have a collection pad device that you use to swab the inside of your mouth, between the teeth and upper and lower gum. You then place the collection device into a solution and read the result between 20-40 minutes.

Have you ever used an over-the-counter **rapid** HIV test you can administer yourself to determine your HIV status?

- Yes
- No
- Don't know
- Prefer not to answer

HIV PREVENTION STRATEGIES

In the past 12 months, how often did you use condoms during vaginal or anal sex with a non-main/casual partner? (A non-main or casual sexual partner is someone who you do not consider to be a spouse, significant other, or life partner.)

- Always

- Usually
- Occasionally
- Never
- Not Applicable: I have not had a non-main/casual partner in the past 12 months.
- Prefer not to answer

True or false: There are medicines available to treat HIV.

- True
- False
- Prefer not to answer

Before today, have you ever heard of people who do **not** have HIV taking HIV medicines (PrEP or Truvada) **before sex**, to keep from getting HIV?

- Yes
- No
- Prefer not to answer

Before today, have you ever heard of people who do **not** have HIV taking HIV medicines (PEP or post-exposure prophylaxis) **after sex**, to keep from getting HIV?

- Yes
- No
- Prefer not to answer

True or false: If a person's viral load is "undetectable", they are cured and no longer have HIV.

- True
- False
- Prefer not to answer

In the past 12 months, have you taken HIV medicines (PEP or post-exposure prophylaxis) **after** sex because you thought it would keep you from getting HIV?

- Yes
- No
- Prefer not to answer

In the past 12 months, have you taken HIV medicines (PrEP or Truvada) **before** sex because you thought it would keep you from getting HIV?

- Yes
- No
- Prefer not to answer

OTHER SOCIODEMOGRAPHIC VARIABLES

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)
- Prefer not 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
- Prefer not to answer

What is your current relationship status?

- Single
- Married to a man
- Married to a woman
- In a relationship with a man
- In a relationship with a woman
- Prefer not to answer

Are you a parent or guardian of a child younger than 18 years of age?

- Yes
- No
- Prefer not to answer

In what ZIP Code do you currently live? (5 digits only)

What language are you most comfortable using with your family and friends?

- English
- Spanish
- English and Spanish equally
- Other (specify)
- Prefer not to answer

In what country or territory were you born?

- United States

- Puerto Rico
- Mexico
- Cuba
- Other (please type in)
- Prefer not to answer

How many years have you been living in the United States? [If less than one year, put 0 in the space. Round to whole years]