

NEW NATIONAL HIV TESTING CAMPAIGN

Quantitative Table Shells for Web Survey

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Table 1. Participant Characteristics

Characteristic	Web Survey N= n (%)
Mean Age (SD)	
Age	
18-29	
30-64	
Gender	
Male	
Female	
Education^c	
≤ HS graduate	
Some college	
4 year college graduate or more	
Race/ethnicity	
Black	
Hispanic	
White/Other ^e	
Income	
<\$20,000	
\$20,001-\$30,000	

Characteristic	Web Survey N= n (%)
\$30,001-\$50,000 \$50,001+	
Relationship status	
Single/not in a relationship	
Male same sex relationship/marriage	
Female same sex relationship/marriage	
Heterosexual relationship/marriage	
Sexual Orientation	
Homosexual/Gay/Bisexual	
Heterosexual	
Unknown	
Interview Language	
English	
Spanish	
Both	
Language Most Comfortable Speaking with Family/Friends	
English	
Spanish	

Characteristic	Web Survey N= n (%)
Both equally	
Testing frequency over past 2 years	
Frequent tester	
Infrequent tester	
Non-tester	
Most recent test	
Within past 6 months	
7-12 months ago	
More than 12 months ago	
Never tested	

Table 1a. Participant Characteristics by Age

Characteristic	Ages 18-29	Ages 30-64	Total
	N= (%)	N= (%)	N= (%)
Mode of Data Collection			
Web Survey			
Gender			
Male			
Female			
Education			
≤ HS graduate			
Some college			
4 year college graduate or more			
Race/ethnicity			
Black			
Hispanic			
White/Other			
Income			
<\$20,000			
\$20,001-\$30,000			
\$30,001-\$50,000			
\$50,001+			

Characteristic	Ages 18-29	Ages 30-64	Total
	N= (%)	N= (%)	N= (%)
Relationship status ^e			
Single/not in a relationship			
Male same sex relationship/marriage			
Female same sex relationship/marriage			
Heterosexual relationship/marriage			
Sexual Orientation			
Homosexual/Gay/Bisexual			
Heterosexual			
Unknown			
Language Most Comfortable Speaking with Family/Friends			
English			
Spanish			
Both equally			
Testing frequency over past 2 years			
Frequent tester			
Infrequent tester			
Non-tester			
Most recent test			

Characteristic	Ages 18-29	Ages 30-64	Total
	N=	N=	N=
	(%)	(%)	(%)
Within past 6 months			
7-12 months ago			
More than 12 months ago			
Never tested			

Table 1b. Participant Characteristics by Race/Ethnicity

Characteristic	Black/African American N= n (%)	Hispanic/Latino N= n (%)	White/Other N= n (%)	Total N= n (%)
Mode of Data Collection				
Web Survey				
Mean Age (SD)				
Age				
18-29				
30-64				
Gender				
Male				
Female				
Education				
≤_HS graduate				
Some college				
4 year college graduate or more				
Income				
<\$20,000				
\$20,001-\$30,000				
\$30,001-\$50,000				
\$50,001+				

Characteristic	Black/African American N= n (%)	Hispanic/Latino N= n (%)	White/Other N= n (%)	Total N= n (%)
Relationship status				
Single/not in a relationship				
Male same sex relationship/marriage				
Female same sex relationship/marriage				
Heterosexual relationship/marriage				
Sexual Orientation				
Homosexual/Gay/Bisexual				
Heterosexual				
Unknown				
Interview Language				
English				
Spanish				
Both				
Language Most Comfortable Speaking with Family/Friends^h				
English				
Spanish				

Characteristic	Black/African American N= n (%)	Hispanic/Latino N= n (%)	White/Other N= n (%)	Total N= n (%)
Both equally				
Testing frequency over past 2 yearsⁱ				
Frequent tester				
Infrequent tester				
Non-tester				
Most recent test				
Within past 6 months				
7-12 months ago				
More than 12 months ago				
Never tested				

Table 1c. Participant Characteristics by HIV Testing Frequency

Characteristic	Frequent tester N= n (%)	Infrequent tester N= n (%)	Non-tester N= n (%)	Total N= n (%)
Mode of Data Collection				
Web Survey				
Mean Age (SD)				
Age				
18-29				
30-64				
Gender				
Male				
Female				
Education				
≤_HS graduate				
Some college				
4 year college graduate or more				
Race/ethnicity				
Black				
Hispanic				
White/Other				
Income				

Characteristic	Frequent tester N= n (%)	Infrequent tester N= n (%)	Non-tester N= n (%)	Total N= n (%)
<\$20,000				
\$20,001-\$30,000				
\$30,001-\$50,000				
\$50,001+				
Relationship status				
Single/not in a relationship				
Male same sex relationship/marriage				
Female same sex relationship/marriage				
Heterosexual relationship/marriage				
Sexual Orientation				
Homosexual/Gay/Bisexual				
Heterosexual				
Unknown				
Language Most Comfortable Speaking with Family/Friends				
English				
Spanish				

Characteristic	Frequent tester N= n (%)	Infrequent tester N= n (%)	Non-tester N= n (%)	Total N= n (%)
Both equally				
Most recent test				
Within past 6 months				
7-12 months ago				
More than 12 months ago				
Never tested				

Table 1d. Participant Characteristics by Sexual Orientation

Characteristic	Homosexual/Gay/Bisexual N= (76.9%)	Heterosexual N= (23.1%)	Total N= (100.0%)
Mode of Data Collection			
Web Survey			
Mean Age (SD)			
Age			
18-29			
30-64			
Gender			
Male			
Female			
Education			
≤_HS graduate			
Some college			
4 year college graduate or more			
Race/ethnicity			
Black			
Hispanic			
White/Other			
Income			

Characteristic	Homosexual/Gay/Bisexual N= (76.9%)	Heterosexual N= (23.1%)	Total N= (100.0%)
<\$20,000			
\$20,001-\$30,000			
\$30,001-\$50,000			
\$50,001+			
Relationship status			
Single/not in a relationship			
Male same sex relationship/marriage			
Female same sex relationship/marriage			
Heterosexual relationship/marriage			
Language Most Comfortable Speaking with Family/Friends			
English			
Spanish			
Both equally			
Testing frequency over past 2 years			
Frequent tester			
Infrequent tester			
Non-tester			
Most recent test			

Characteristic	Homosexual/Gay/Bisexual N= (76.9%)	Heterosexual N= (23.1%)	Total N= (100.0%)
Within past 6 months			
7-12 months ago			
More than 12 months ago			
Never tested			

Table 2a. Message Receptivity among All Participants

Message	Mean (SD)
<p>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.</p>	
<p>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.</p>	
<p>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.</p>	
<p>My Reason. Me. I matter. Are you doing it? Get tested for HIV. For more information visit hivtest.cdc.gov.</p>	
<p>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.</p>	
<p>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.</p>	

Table 2b. Percentages of Respondents Indicating First Choice Ranking for Each Message by Subgroup

	<i>Message 1</i> (%)	<i>Message 2</i> (%)	<i>Message 3</i> (%)	<i>Message 4</i> (%)	<i>Message 5</i> (%)	<i>Message 6</i> (%)
All Respondents						
Age						
18-29						
30-64						
Gender						
Male						
Female						
Race/Ethnicity						
Black						
Hispanic						
White/Other						
Testing Frequency						
Frequent tester						
Infrequent tester						
Non-tester						
Sexual Orientation						
Homosexual/ Gay/ Bisexual						
Heterosexual						

Table 3. Mean for Liked These Messages Overall by Subgroup

	<i>Message 1</i> Mean (SD)	<i>Message 2</i> Mean (SD)	<i>Message 3</i> Mean (SD)	<i>Message 4</i> Mean (SD)	<i>Message 5</i> Mean (SD)	<i>Message 6</i> Mean (SD)
All Respondents						
Age						
18-29						
30-64						
Gender						
Male						
Female						
Race/Ethnicity						
Black						
Hispanic						
White/Other						
Testing Frequency						
Frequent tester						
Infrequent tester						
Non-tester						
Sexual Orientation						
Homosexual/ Gay/ Bisexual						
Heterosexual						

Table 2a. Concept Receptivity among All Participants

Item	Doing It Mean (SD)	My/Our Reason Mean (SD)	TCTT Mean (SD)	TMUS Mean (SD)
I liked these ads overall. Web Survey				
These ads said something important to me. Web Survey				
These ads gave me a good reason to get an HIV test. Web Survey				
These ads were confusing. Web Survey				

Table 4b. Receptivity by Concept

Item/Concept	Web Survey N= M(SD)
I liked these ads overall.	
<i>Doing It</i>	
<i>My/Our Reason</i>	
<i>Take Charge. Take the Test</i>	
<i>Testing Makes Us Stronger</i>	
These ads said something important to me.	
<i>Doing It</i>	
<i>My/Our Reason</i>	
<i>Take Charge. Take the Test</i>	
<i>Testing Makes Us Stronger</i>	
These ads gave me a good reason to get an HIV test.	
<i>Doing It</i>	
<i>My/Our Reason</i>	
<i>Take Charge. Take the Test</i>	
<i>Testing Makes Us Stronger</i>	
These ads were confusing.	
<i>Doing It</i>	
<i>My/Our Reason</i>	
<i>Take Charge. Take the Test</i>	

Item/Concept	Web Survey N= M(SD)
<i>Testing Makes Us Stronger</i>	
These ads grabbed my attention	
<i>Doing It</i>	
<i>My/Our Reason</i>	
<i>Take Charge. Take the Test</i>	
<i>Testing Makes Us Stronger</i>	
These ads convinced me to get an HIV test.	
<i>Doing It</i>	
<i>My/Our Reason</i>	
<i>Take Charge. Take the Test</i>	
<i>Testing Makes Us Stronger</i>	
These ads spoke to me.	
<i>Doing It</i>	
<i>My/Our Reason</i>	
<i>Take Charge. Take the Test</i>	
<i>Testing Makes Us Stronger</i>	
I do not like these ads.	
<i>Doing It</i>	
<i>My/Our Reason</i>	
<i>Take Charge. Take the Test</i>	
<i>Testing Makes Us Stronger</i>	

Table 3. Mean for Liked These Concepts Overall by Subgroup

	<i>Doing It</i> Mean (SD)	<i>My/Our</i> <i>Reason</i> Mean (SD)	<i>Take Charge.</i> <i>Take the</i> <i>Test.</i> Mean (SD)	<i>Testing</i> <i>Makes Us</i> <i>Stronger</i> Mean (SD)
All Respondents				
Age				
18-29				
30-64				
Gender				
Male				
Female				
Race/Ethnicity				
Black				
Hispanic				
White/Other				
Testing Frequency				
Frequent tester				
Infrequent tester				
Non-tester				
Sexual Orientation				
Homosexual/ Gay/ Bisexual				
Heterosexual				

Table 4a. Percentages of Respondents Indicating First Choice Ranking for Each Concept by Subgroup

	<i>Doing It Mean (%)</i>	<i>My/Our Reason Mean (%)</i>	<i>Take Charge. Take the Test. Mean (%)</i>	<i>Testing Makes Us Stronger Mean (%)</i>
All Respondents				
Age				
18-29				
30-64				
Gender				
Male				
Female				
Race/Ethnicity				
Black				
Hispanic				
White/Other				
Testing Frequency				
Regular tester				
Non-regular tester				
Never tested				
Sexual Orientation				
Homosexual/ Gay/ Bisexual				

	<i>Doing It</i> Mean (%)	<i>My/Our</i> <i>Reason</i> Mean (%)	<i>Take</i> <i>Charge.</i> <i>Take the</i> <i>Test.</i> Mean (%)	<i>Testing</i> <i>Makes Us</i> <i>Stronger</i> Mean (%)
Heterosexual				

Table 6b. Percentages of Respondents Indicating First Choice Ranking for Each Concept

Item/Ad	<i>Doing It Mean (%)</i>	<i>My/Our Reason Mean (%)</i>	<i>Take Charge. Take the Test. Mean (%)</i>	<i>Testing Makes Us Stronger Mean (%)</i>
All Respondents				
Age				
18-29				
30-64				
Gender				
Male ^a				
Female				
Race/Ethnicity				
Black				
Hispanic				
White/Other				
Testing Frequency				
Regular tester				
Non-regular tester				
Never tester				

Table 7a. Mean Ranking of Concepts by Subgroup

Concept	Age		Gender		Race/Ethnicity			Testing Frequency			Total Mean (SD)
	18-29 Mean (SD)	30-64 Mean (SD)	Male Mean (SD)	Female Mean (SD)	Black Mean (SD)	Hispanic Mean (SD)	White/Other Mean (SD)	Regular Mean (SD)	Non-Regular Mean (SD)	Never Mean (SD)	
<i>Doing It</i>											
<i>My/Our Reason</i>											
<i>Testing Makes Us Stronger</i>											
<i>Take Charge. Take the Test.</i>											

Note: Scale: 1=favorite through 8=least favorite; lower mean values indicate more favorable ranking.

Table 5b. Mean Ranking of Concepts

Concept	Web Survey N= M(SD)
<i>Doing It</i>	
<i>My-Our Reason</i>	
<i>Take Charge. Take the Test</i>	
<i>Testing Makes Us Stronger</i>	

Scale: 1=favorite through 8=least favorite; lower mean values indicate more favorable ranking

Table 6. Theoretical Constructs

How easy or hard would it be for you to get an HIV test if you...	Survey Mean (SD)
a. ...could find a free testing site?	
b. ...had to travel far to find a free testing site?	
c. ...could get the results of your HIV test within 20 minutes?	
d. ...knew that your test results would be kept confidential?	
e. ...could find an HIV test provider that spoke your language (e.g., English, Spanish)?	
f. ...could find a provider that you feel comfortable with and trust?	
g. ...could use a home-based testing kit?	

Scale: 1=Very hard, 2=Hard, 3=Neither hard nor easy, 4=Easy, 5=Very easy

	Survey Mean (SD)
a. I am confident that I can get an HIV test.	
b. Most people in my community think HIV testing is important.	
c. Most of my sexual partners get tested for HIV.	
d. Most people I know get tested for HIV.	
e. 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.)	
f. Most people in my community would be supportive of someone living with HIV.	
g. Most people in my community would be supportive of a gay family member or friend.	

Scale: 1=strongly disagree, 2=disagree, 3=neither, 4=agree, 5=strongly agree

	Survey Mean (SD)
a. I plan to get an HIV test in the next 6 months.	
b. I plan to get an HIV test in the next 12 months.	
c. I plan to get an HIV test before sex with a new sexual partner	
d. I plan to get tested with a sexual partner.	

Scale: 1=Very unlikely, 2=somewhat unlikely, 3=neither likely nor unlikely, 4=somewhat likely, 5=very likely

		Survey Mean (SD)
a.	Having access to free HIV tests is...	
b.	Having access to confidential HIV tests is...	
c.	Taking better care of my sexual partner is...	
d.	Keeping myself healthy is...	
e.	Doing things to help my future is ...	
f.	Knowing my HIV status is...	

Scale: 1=Very unimportant, 2=somewhat unimportant, 3=neither unimportant or important, 4=somewhat important, 5=very important

Getting tested for HIV...		Survey Mean (SD)
a.	...will help me make informed decisions.	
b.	...will help me take better care of my sexual partner.	
c.	...keeps me healthy.	
d.	...will help my future.	
e.	...is free, fast, and confidential.	
f.	...is important for my health.	
g.	...is something everyone should do in their lifetime.	
h.	...is important so that people who test positive can start getting treated right away.	

Scale: 1=strongly disagree, 2=disagree, 3=neither, 4=agree, 5=strongly agree

Someone who is HIV-negative and <i>not</i> taking medicines to prevent HIV (e.g., PrEP/Truvada,) should get tested for HIV if they...		Survey Mean (SD)
a.	...always have sex with a condom.	
b.	...have had vaginal or anal sex without a condom.	
c.	...have a sex partner who is HIV positive.	
d.	...have had vaginal or anal sex without a condom with a partner whose HIV status they don't know.	
e.	...have had more than one sex partner since their last HIV test.	

Scale: 1=strongly disagree, 2=disagree, 3=neither, 4=agree, 5=strongly agree

Table 7. Perception of HIV as a Problem

	Survey Mean (SD)
The importance of HIV as a health problem facing the nation today	

Scale: 1=least important and 10=most important

Table 8. Information Seeking/Communication

In the last 12 months, how often have you...	Survey Mean (SD)
a. ...looked for information about HIV testing?	
b. ...searched online for a location to get an HIV test?	
c. ...called an HIV testing hotline?	
d. ...texted your zip code for a location to get an HIV test?	
e. ...talked about HIV testing?	
f. ...visited a Centers for Disease Control website for HIV information?	

Scale: 1=never, 2=rarely, 3=sometimes, 4=often, 5=very often

Table 9. Information Sources

Top 10 Health Information Sources		Survey N(%)
a.	Doctor's office or community health clinic	
b.	Community center	
c.	Church	
d.	Community health fair	
e.	Sporting event	
f.	Night club	
g.	Coffee shop	
h.	Health club or gym	
i.	Advertisements in shopping malls	
j.	Government service offices (e.g. social services, DMV)	
k.	College campuses	
p.	Newspaper	
q.	Magazine	
r.	Radio advertisement	
s.	Television advertisement	
t.	Billboard	
u.	Bus or train stop advertisement	
v.	Social networking sites or mobile app (e.g. Facebook, Twitter)	
w.	Dating or hook up sites or mobile app (e.g. Match, Adam4Adam)	
x.	Text message to your cell phone	
y.	Health websites	

Table 10. Media Use

In an average month, how often do you...	Daily N(%)	2-5 Times a Week N(%)	Once a Week N(%)	2-3 Times a Month N(%)	Once a Month N(%)	Less than Once a Month N(%)	Never N(%)
...use Facebook (www.facebook.com)?							
Survey							
...use Twitter (www.twitter.com)							
Survey							
...use YouTube (www.youtube.com)?							
Survey							
...use dating/hook-up sites or mobile apps (e.g., Match.com, OKCupid, adam4adam, Grindr, etc.)?							
Survey							
...visit online news websites (e.g., cnn.com, slate.com, etc.)?							
Survey							
...watch television							
Survey							
...listen to radio?							
Survey							
...use buses, subways, or trains?							
Survey							
...read magazines?							
Survey							
...read newspapers?							
Survey							
Other							
Survey							

Table 11. Internet Use

How do you access the internet? (choose all that apply)	Survey N (%)
Computer	
Mobile phone	
Tablet	
Other [Specify _____]	
Prefer not to answer	

Table 14. Trust of the CDC

	Survey Mean (SD)
I trust the Centers for Disease Control and Prevention (CDC) as a source of health information	

Scale: 1=Strongly Disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Table 15. Frequency of Exposure to Campaign Slogans/Messages in a 12-month Period

In the last 12 months, how often did you see or hear the following campaign slogans or messages?	Survey Mean (SD)
a. Let's Stop HIV Together	
b. Reasons/Razones	
c. Testing Makes Us Stronger	
d. Protest	
e. Start Talking. Stop HIV	
f. Take Charge. Take the Test	
g. One Conversation at a Time	
h. HIV Treatment Works	
i. Greater than AIDS	
j. Act Against AIDS	

Scale: 1=never, 2=rarely, 3=sometimes, 4=often, 5=very often

Table 16. Perceived Effectiveness of Campaign Slogan or Message

How effective do you think this campaign slogan or message is at getting you to get an HIV test...	Survey Mean (SD)
a. Let's Stop HIV Together	
b. Reasons/Razones	
c. Testing Makes Us Stronger	
d. Protest	
e. Start Talking. Stop HIV	
f. Take Charge. Take the Test	
g. One Conversation at a Time	
h. HIV Treatment Works	
i. Greater than AIDS	
j. Act Against AIDS	