



# HIV Testing Campaign

## Messaging Survey Results

### Overall Opinions

Media-Clip	I like this msg (Agree) (1-5)	Msg makes me consider getting tested (Agree) (1-5)	Msg makes me want to learn more (1-5)	I believe msg targeted (1-2)	Found msg to be informative (1-2)	Found msg to be credible (1-2)	Found info in msg surprising (1-2)	Tone of msg supportive (1-2)
Ask-Me	1.85	2.34	2.48	1.35	1.04	1.02	1.74	1.06
Back in Time - Radio	2.04	2.66	2.57	1.36	1.07	1.03	1.78	1.08
Back in Time - Video	2.05	2.59	2.52	1.38	1.13	1.06	1.68	1.09
Bar Graph - Radio	1.98	2.63	2.58	1.44	1.06	1.04	1.66	1.07
Bar Graph - Video	2.18	2.75	2.75	1.48	1.19	1.11	1.69	1.18
Dont-Be-the-1	2.12	2.85	2.79	1.75	1.09	1.07	1.70	1.04
EREGT-Print-Ad	2.36	2.81	2.84	1.47	1.12	1.10	1.68	1.13
Eregt-Video	2.25	2.75	2.75	1.36	1.28	1.18	1.84	1.09
Eregt-Web-Banner	2.63	3.29	3.05	1.64	1.55	1.31	1.89	1.28
I-Love-You	2.32	2.87	2.87	1.58	1.36	1.15	1.84	1.08
Its-A-Fact	1.96	2.71	2.63	1.68	1.04	1.05	1.66	1.05