



HIV Testing Campaign Messaging Survey Results By Gender

Media-Clip	Gender	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	(100) Female	1.74	2.33	2.41	1.28	1.02	1.01	1.71	1.04
Ask-Me	(47) Male	1.89	2.19	2.45	1.43	1.04	1.02	1.74	1.09
Ask-Me	(17) Other-Unspecified	2.35	2.82	2.94	1.59	1.18	1.12	1.88	1.12
Ask-Me	(164) ALL	1.85	2.34	2.48	1.35	1.04	1.02	1.74	1.06
Back in Time - Radio	(97) Female	2.01	2.58	2.53	1.31	1.07	1.03	1.77	1.08
Back in Time - Radio	(56) Male	2.05	2.82	2.68	1.39	1.04	1.00	1.77	1.07
Back in Time - Radio	(21) Other-Unspecified	2.14	2.57	2.48	1.52	1.19	1.10	1.81	1.10
Back in Time - Radio	(174) ALL	2.04	2.66	2.57	1.36	1.07	1.03	1.78	1.08
Back in Time - Video	(90) Female	2.01	2.58	2.53	1.39	1.16	1.06	1.66	1.10
Back in Time - Video	(39) Male	1.92	2.44	2.41	1.31	1.03	1.03	1.69	1.05
Back in Time - Video	(19) Other-Unspecified	2.47	3.00	2.68	1.47	1.21	1.16	1.74	1.16
Back in Time - Video	(148) ALL	2.05	2.59	2.52	1.38	1.13	1.06	1.68	1.09
Bar Graph - Radio	(95) Female	1.82	2.57	2.53	1.41	1.05	1.02	1.64	1.07

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Bar Graph - Radio	(47) Male	2.09	2.68	2.55	1.45	1.04	1.04	1.68	1.06
Bar Graph - Radio	(19) Other-Unspecified	2.53	2.84	2.89	1.58	1.16	1.11	1.68	1.11
Bar Graph - Radio	(161) ALL	1.98	2.63	2.58	1.44	1.06	1.04	1.66	1.07
Bar Graph - Video	(92) Female	2.16	2.75	2.74	1.48	1.18	1.05	1.64	1.15
Bar Graph - Video	(48) Male	2.19	2.83	2.83	1.44	1.17	1.17	1.75	1.17
Bar Graph - Video	(17) Other-Unspecified	2.29	2.53	2.59	1.59	1.29	1.24	1.76	1.35
Bar Graph - Video	(157) ALL	2.18	2.75	2.75	1.48	1.19	1.11	1.69	1.18
Dont-Be-the-1	(99) Female	2.21	2.97	2.88	1.84	1.10	1.09	1.70	1.05
Dont-Be-the-1	(48) Male	2.02	2.65	2.63	1.58	1.04	1.02	1.69	1.04
Dont-Be-the-1	(17) Other-Unspecified	1.88	2.71	2.76	1.71	1.12	1.06	1.71	1.00
Dont-Be-the-1	(164) ALL	2.12	2.85	2.79	1.75	1.09	1.07	1.70	1.04
EREGT-Print-Ad	(58) Female	2.40	2.90	2.88	1.45	1.16	1.07	1.66	1.14
EREGT-Print-Ad	(28) Male	2.32	2.82	2.86	1.46	1.07	1.18	1.71	1.18
EREGT-Print-Ad	(20) Other-Unspecified	2.30	2.55	2.70	1.55	1.10	1.10	1.70	1.05
EREGT-Print-Ad	(106) ALL	2.36	2.81	2.84	1.47	1.12	1.10	1.68	1.13
Eregt-Video	(69) Female	2.33	2.71	2.75	1.30	1.28	1.19	1.78	1.12

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Eregt-Video	(31) Male	1.97	2.74	2.74	1.45	1.26	1.16	1.94	1.03
Eregt-Video	(10) Other-Unspecified	2.60	3.00	2.80	1.50	1.40	1.20	1.90	1.10
Eregt-Video	(110) ALL	2.25	2.75	2.75	1.36	1.28	1.18	1.84	1.09
Eregt-Web-Banner	(60) Female	2.53	3.33	3.10	1.72	1.58	1.25	1.93	1.28
Eregt-Web-Banner	(36) Male	2.81	3.22	3.03	1.53	1.56	1.39	1.83	1.33
Eregt-Web-Banner	(11) Other-Unspecified	2.55	3.27	2.82	1.64	1.36	1.36	1.82	1.09
Eregt-Web-Banner	(107) ALL	2.63	3.29	3.05	1.64	1.55	1.31	1.89	1.28
I-Love-You	(87) Female	2.16	2.75	2.79	1.47	1.38	1.10	1.85	1.07
I-Love-You	(48) Male	2.33	2.94	2.94	1.71	1.29	1.15	1.81	1.04
I-Love-You	(23) Other-Unspecified	2.87	3.22	3.04	1.70	1.43	1.30	1.87	1.17
I-Love-You	(158) ALL	2.32	2.87	2.87	1.58	1.36	1.15	1.84	1.08
Its-A-Fact	(88) Female	1.86	2.68	2.63	1.82	1.01	1.02	1.65	1.05
Its-A-Fact	(47) Male	2.02	2.70	2.62	1.45	1.04	1.09	1.62	1.00
Its-A-Fact	(29) Other-Unspecified	2.14	2.83	2.69	1.66	1.10	1.07	1.76	1.14
Its-A-Fact	(164) ALL	1.96	2.71	2.63	1.68	1.04	1.05	1.66	1.05