



HIV Testing Campaign Messaging Survey Results By Sexual Identification

Media-Clip	Sexual Identity	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	(14) F/F	1.57	2.79	2.86	1.21	1.00	1.00	1.86	1.00
Ask-Me	(84) F/M	1.77	2.25	2.33	1.30	1.02	1.01	1.68	1.05
Ask-Me	(28) M/F	2.00	2.25	2.43	1.54	1.04	1.00	1.64	1.11
Ask-Me	(16) M/M	1.75	2.00	2.44	1.25	1.06	1.06	1.94	1.06
Ask-Me	(22) Other-Unspecified	2.18	2.77	2.86	1.50	1.14	1.09	1.86	1.09
Ask-Me	(164) ALL	1.85	2.34	2.48	1.35	1.04	1.02	1.74	1.06
Back in Time - Radio	(16) F/F	2.38	2.63	2.44	1.56	1.25	1.13	2.00	1.19
Back in Time - Radio	(76) F/M	1.92	2.49	2.49	1.25	1.04	1.01	1.74	1.05
Back in Time - Radio	(37) M/F	1.97	2.89	2.73	1.43	1.00	1.00	1.76	1.05
Back in Time - Radio	(17) M/M	2.18	2.59	2.59	1.24	1.12	1.00	1.82	1.06
Back in Time - Radio	(28) Other-Unspecified	2.18	2.86	2.64	1.54	1.14	1.07	1.75	1.14
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	(7) F/F	1.86	3.14	3.29	1.57	1.29	1.29	1.86	1.14
Back in Time - Video	(76) F/M	1.97	2.53	2.49	1.37	1.12	1.04	1.64	1.08

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Back in Time - Video	(20) M/F	1.95	2.40	2.40	1.25	1.00	1.00	1.65	1.05
Back in Time - Video	(16) M/M	1.88	2.44	2.31	1.31	1.06	1.06	1.75	1.06
Back in Time - Video	(29) Other-Unspecified	2.45	2.86	2.62	1.48	1.24	1.10	1.69	1.17
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	(13) F/F	2.23	2.85	2.77	1.31	1.15	1.08	1.92	1.31
Bar Graph - Radio	(77) F/M	1.77	2.44	2.42	1.40	1.04	1.01	1.58	1.04
Bar Graph - Radio	(21) M/F	2.10	2.52	2.52	1.43	1.05	1.05	1.52	1.05
Bar Graph - Radio	(21) M/M	2.05	2.76	2.52	1.43	1.05	1.05	1.86	1.05
Bar Graph - Radio	(29) Other-Unspecified	2.31	3.03	3.00	1.62	1.10	1.07	1.69	1.10
Bar Graph - Radio	(161) ALL	1.98	2.63	2.58	1.44	1.06	1.04	1.66	1.07
Bar Graph - Video	(10) F/F	3.00	2.90	3.00	1.60	1.30	1.10	1.90	1.40
Bar Graph - Video	(75) F/M	2.04	2.76	2.76	1.47	1.17	1.04	1.63	1.12
Bar Graph - Video	(36) M/F	2.25	3.00	3.00	1.50	1.19	1.19	1.72	1.17
Bar Graph - Video	(12) M/M	2.00	2.33	2.33	1.25	1.08	1.08	1.83	1.17
Bar Graph - Video	(24) Other-Unspecified	2.29	2.50	2.46	1.54	1.25	1.21	1.67	1.29
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	(14) F/F	1.64	2.29	2.36	1.71	1.07	1.00	1.86	1.00

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Dont-Be-the-1	(79) F/M	2.34	3.08	2.95	1.86	1.11	1.11	1.67	1.06
Dont-Be-the-1	(33) M/F	2.18	2.82	2.79	1.73	1.06	1.03	1.64	1.06
Dont-Be-the-1	(14) M/M	1.57	2.14	2.14	1.21	1.00	1.00	1.79	1.00
Dont-Be-the-1	(24) Other-Unspecified	1.92	2.88	2.92	1.75	1.08	1.04	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
EREKT-Print-Ad	(7) F/F	2.29	3.29	3.14	1.43	1.29	1.00	2.00	1.14
EREKT-Print-Ad	(48) F/M	2.35	2.83	2.79	1.44	1.15	1.06	1.65	1.08
EREKT-Print-Ad	(14) M/F	2.36	2.79	2.79	1.43	1.07	1.14	1.64	1.21
EREKT-Print-Ad	(13) M/M	2.23	2.77	2.85	1.54	1.08	1.23	1.77	1.15
EREKT-Print-Ad	(24) Other-Unspecified	2.46	2.67	2.88	1.54	1.08	1.13	1.63	1.17
EREKT-Print-Ad	(106) ALL	2.36	2.81	2.84	1.47	1.12	1.10	1.68	1.13
Eregt-Video	(7) F/F	1.86	2.29	2.29	1.29	1.14	1.14	1.86	1.14
Eregt-Video	(55) F/M	2.36	2.65	2.71	1.29	1.29	1.20	1.76	1.11
Eregt-Video	(20) M/F	1.95	2.90	2.80	1.50	1.25	1.15	1.95	1.00
Eregt-Video	(11) M/M	2.00	2.45	2.64	1.36	1.27	1.18	1.91	1.09
Eregt-Video	(17) Other-Unspecified	2.59	3.24	3.12	1.47	1.35	1.18	1.88	1.12
Eregt-Video	(110) ALL	2.25	2.75	2.75	1.36	1.28	1.18	1.84	1.09

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Eregt-Web-Banner	(9) F/F	2.78	3.44	3.00	1.56	1.67	1.44	2.00	1.33
Eregt-Web-Banner	(49) F/M	2.47	3.33	3.14	1.76	1.57	1.20	1.92	1.27
Eregt-Web-Banner	(23) M/F	3.09	3.52	3.26	1.52	1.61	1.43	1.78	1.39
Eregt-Web-Banner	(9) M/M	2.33	2.67	2.78	1.44	1.33	1.33	2.00	1.33
Eregt-Web-Banner	(17) Other-Unspecified	2.53	3.12	2.65	1.65	1.47	1.35	1.82	1.12
Eregt-Web-Banner	(107) ALL	2.63	3.29	3.05	1.64	1.55	1.31	1.89	1.28
I-Love-You	(9) F/F	2.44	2.33	2.67	1.44	1.33	1.11	1.89	1.00
I-Love-You	(68) F/M	2.15	2.76	2.78	1.46	1.40	1.10	1.82	1.09
I-Love-You	(29) M/F	2.31	3.07	3.00	1.69	1.31	1.14	1.83	1.00
I-Love-You	(17) M/M	2.18	2.59	2.71	1.71	1.24	1.12	1.82	1.12
I-Love-You	(35) Other-Unspecified	2.69	3.20	3.09	1.69	1.40	1.26	1.89	1.11
I-Love-You	(158) ALL	2.32	2.87	2.87	1.58	1.36	1.15	1.84	1.08
Its-A-Fact	(9) F/F	2.11	3.22	3.00	1.89	1.00	1.00	1.78	1.00
Its-A-Fact	(73) F/M	1.84	2.63	2.60	1.81	1.01	1.03	1.62	1.05
Its-A-Fact	(24) M/F	2.04	2.92	2.58	1.79	1.04	1.00	1.54	1.00
Its-A-Fact	(19) M/M	1.84	2.37	2.58	1.05	1.05	1.21	1.74	1.00
Its-A-Fact	(39) Other-Unspecified	2.15	2.79	2.67	1.64	1.08	1.05	1.74	1.10

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Its-A-Fact	(164) ALL	1.96	2.71	2.63	1.68	1.04	1.05	1.66	1.05