

Vermont Health Survey

Thank you for taking this survey. Your answers will help improve the health of your fellow Vermonters. In this survey, we are asking you to rate health messages. The United States Centers for Disease Control and the Vermont Department of Health recommend that all sexually-active Vermonters be tested for HIV. The messages you are rating have been developed to encourage Vermonters to get tested.

There will be five messages to review. The entire survey should take between 11 and 20 minutes to complete.

When you complete this survey, you will have the chance to enter to win an iPad. All answers are anonymous and confidential. The randomly-drawn iPad winner will not be linked to her or his answers in any way.

Please respond to the following statements:

1. I am at risk of getting HIV.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

2. HIV is a severe disease.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

Vermont Health Survey

After reviewing this message, please respond to the questions below.



Respondents: 50%



Respondents: 50%

3. I like this message.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

4. What did you like or dislike about this message? What thoughts did you have while viewing the message?

5. This message makes me consider getting an HIV test.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

6. This message makes me want to learn more about getting tested.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

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7. I believe this message was:

- Targeted toward me.
- Not targeted toward me.

8. I found this message to be:

- Informative
- Not informative

9. I found this message to be:

- Credible
- Not credible

10. I found the information in this message to be:

- Surprising
- Not surprising

11. I found the tone (that is, the flavor) of the message to be:

- Supportive
- Not supportive

Vermont Health Survey

After reviewing this message, please respond to the questions below.



Respondents: 50%



Respondents: 50%

12. I like this message.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

13. What did you like or dislike about this message? What thoughts did you have while viewing the message?

14. This message makes me consider getting an HIV test.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

15. This message makes me want to learn more about getting tested.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

16. I believe this message was:

- Targeted toward me.
- Not targeted toward me.

17. I found this message to be:

- Informative
- Not informative

18. I found this message to be:

- Credible
- Not credible

19. I found the information in this message to be:

- Surprising
- Not surprising

20. I found the tone (that is, the flavor) of the message to be:

- Supportive
- Not supportive

Vermont Health Survey

After reviewing this message, please respond to the questions below.



Respondents: 50%



Respondents: 50%

21. I like this message.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

22. What did you like or dislike about this message? What thoughts did you have while viewing the message?

23. This message makes me consider getting an HIV test.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

24. This message makes me want to learn more about getting tested.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

Vermont Health Survey

25. I believe this message was:

- Targeted toward me.
- Not targeted toward me.

26. I found this message to be:

- Informative
- Not informative

27. I found this message to be:

- Credible
- Not credible

28. I found the information in this message to be:

- Surprising
- Not surprising

29. I found the tone (that is, the flavor) of the message to be:

- Supportive
- Not supportive

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After reviewing this message, please respond to the questions below.



Respondents: 50%



Respondents: 50%

30. I like this message.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

31. What did you like or dislike about this message? What thoughts did you have while viewing the message?

32. This message makes me consider getting an HIV test.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

33. This message makes me want to learn more about getting tested.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

34. I believe this message was:

- Targeted toward me.
- Not targeted toward me.

35. I found this message to be:

- Informative
- Not informative

36. I found this message to be:

- Credible
- Not credible

37. I found the information in this message to be:

- Surprising
- Not surprising

38. I found the tone (that is, the flavor) of the message to be:

- Supportive
- Not supportive

Vermont Health Survey

After reviewing this message, please respond to the questions below.



Respondents: 33.33%



Respondents: 33.33%

Print-Ad



Respondents: 33.34%

39. I like this message.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

40. What did you like or dislike about this message? What thoughts did you have while viewing the message?

41. This message makes me consider getting an HIV test.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

42. This message makes me want to learn more about getting tested.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

43. I believe this message was:

- Targeted toward me.
- Not targeted toward me.

44. I found this message to be:

- Informative
- Not informative

45. I found this message to be:

- Credible
- Not credible

46. I found the information in this message to be:

- Surprising
- Not surprising

47. I found the tone (that is, the flavor) of the message to be:

- Supportive
- Not supportive

48. I am possibly infected with the HIV virus at the present time.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

49. If I were to have an HIV test, it would be important to me that it is anonymous (where no one can connect my test with my identity).

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

50. Please mark off where you would prefer to have an HIV test.

- Doctor's office
- Testing site where no one knows me
- Doesn't matter either way

51. Have you ever been tested for HIV?

- Yes
- No

52. If you have never been tested for HIV, please list the top three reasons why, with 1 being the primary reason, 2 being your second choice, and 3 being your third-most important reason.

| | |
|---|----------------------|
| Money. | <input type="text"/> |
| Time. | <input type="text"/> |
| I have not been asked by a health practitioner. | <input type="text"/> |
| Do not believe I am at risk. | <input type="text"/> |
| Do not have health insurance. | <input type="text"/> |
| Concern about what others might think. | <input type="text"/> |
| Did not know I could be at risk. | <input type="text"/> |
| Did not know I could be tested for free. | <input type="text"/> |
| Did not know HIV testing is recommended for all sexually-active adults. | <input type="text"/> |
| Did not know I could get tested at the doctor's office. | <input type="text"/> |
| Did not know I could be tested via oral swab (versus having blood drawn). | <input type="text"/> |
| Do not believe in the accuracy of the test. | <input type="text"/> |

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53. Next to each media choice below, please fill in the percentage of your media time you spend with it so that the total adds up to 100%.

TV %

Local radio stations %

Newspapers or magazines %

Internet % (this does not include online games unless there is a commercial sponsor involved)

Other % (this includes bus signs, billboards, etc.)

54. For previous question if you gave a percentage for "Other" please use this space to tell us what you mean by "Other".

55. Please check the times of day you watch, listen to or read the following media. If you do not engage with a particular media choice at all, please leave it blank.

| | Morning | Afternoon until 6:00 | Evening | Late night |
|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| TV | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Local radio stations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Newspapers or Magazines | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Internet | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

56. Please list your favorite TV programs (if any).

1

2

3

4

57. Please list your favorite local radio stations (if any).

1

2

3

4

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58. Please list your favorite websites and social media outlets (if any).

| | |
|---|----------------------|
| 1 | <input type="text"/> |
| 2 | <input type="text"/> |
| 3 | <input type="text"/> |
| 4 | <input type="text"/> |

Finally, we have a few demographic questions to ask you. Again, we remind you that this survey is completely anonymous, and no one's answers (including the iPad winner's answers) will be in any way linked with their names.

59. What town or city do you live in?

60. What is the highest level of education that you have completed?

- Some high school
- High school/GED
- College or trade school
- Post-graduate degree or beyond
- None of the above

61. In what year were you born?

62. What is your pre-tax household income? Please check one.

- Up to \$30,000
- \$30,000-\$70,000
- \$70,000-\$100,000
- Over \$100,000

63. Please tell us which one of the following categories applies to you.

- Male
- Female
- Transgender male to female
- Transgender female to male
- Transgender unspecified
- Prefer not to answer
- Other

Please specify 'Other':

64. Please check the gender of your sex partner or partners (check all that apply).

- Male
- Female
- Transgender male to female
- Transgender female to male
- Transgender unspecified
- Prefer not to answer
- Other

Please specify 'Other':