

**YOUNG SOUTH AFRICANS,
BROADCAST MEDIA,
AND HIV/AIDS AWARENESS:
RESULTS OF A NATIONAL SURVEY**

MARCH 2007

TABLE OF CONTENTS

Executive Summary	1
Introduction	3
Survey Results	
Section 1: Media access, use, and exposure.....	4
Section 2: Role of media programs and campaigns in HIV education	8
Section 3: General outlook, concerns, and HIV as a personal issue	19
Section 4: Sexual behavior, HIV testing, and pregnancy	24
Survey Methodology.....	29
About the Partners	30
Survey Topline Results	31

EXECUTIVE SUMMARY

Broadcast media have a critical role to play in HIV prevention in South Africa, and much investment has been made in HIV awareness and education through the media in recent years. In order to better understand the attitudes of young South Africans towards the media's role in HIV prevention and education, the Kaiser Family Foundation and the South African Broadcasting Corporation conducted a survey of nearly 4,000 South Africans ages 15-24 between August and December 2006.

Key findings from the survey are:

Broadcast media plays a big role in the lives of most young South Africans. About two-thirds say they watch TV and/or listen to the radio just about every day. Nearly three quarters (74%) of young South Africans have a TV at home and 87% have a radio. Even in rural areas, more than half have a TV at home and more than eight in ten have a radio. Cell phone ownership and use are also very common, with 72% saying they own a cell phone, six in ten saying they talk on a cell phone almost daily, and nearly half saying they text message almost daily. Computer and Internet use are still relatively uncommon, with just 17% saying they have ever used the Internet, and 6% saying they use it almost daily. Only 15% report having a computer in their home and only 9% have access to the Internet at home.

Young South Africans want more information about HIV/AIDS, and they are open to receiving this information from a variety of sources, including the media. Most young South Africans are knowledgeable about HIV/AIDS prevention and treatment, although small but still significant minorities hold misconceptions about some aspects. Large majorities say they would like to have even more information about various aspects of the disease such as how to avoid getting HIV and how to talk more openly with parents and other adults about HIV/AIDS. The media (including radio and television), as well as national HIV/AIDS prevention and awareness campaigns which utilize media, are highly regarded as effective ways for young people to learn about HIV. When asked which sources they trust the most for information about HIV/AIDS, at the top of the list are experts like doctors and scientists (87%), national HIV/AIDS prevention and education campaigns (85%), HIV positive persons (80%), and parents (79%).

Overwhelmingly, young South Africans think that broadcast media has an important role in to play HIV prevention. Nine in ten say TV and radio can help reduce the spread of HIV/AIDS by focusing attention on the sexual behaviors, attitudes and traditions driving the spread of the epidemic.

An overwhelming majority thinks the media are doing a good job communicating with young people about HIV/AIDS, and many report personally taking action as a result of what they've learned from radio and TV programs. Large majorities say that TV and radio are generally doing a good job communicating about HIV/AIDS (96%), and that TV or radio has had a positive impact on *their own* understanding of HIV/AIDS and related sexual behaviors (89%). Half say they talked with a partner about safer sex, and more than four in ten report that they decided to change their sexual behavior as a result of what they learned about HIV/AIDS from the media. Nearly a third of sexually active youth say they got tested for HIV as a result of what they learned from a media program.

Young people are in favor of more HIV/AIDS messaging in the media, including messages that are hopeful and aspirational, as well as those that contain straightforward HIV prevention information. Eight in ten agree that there should be more HIV/AIDS messaging and programming on radio and TV, and large majorities agree that messaging should be hopeful and culturally relevant, tap into young people's aspirations, and offer straightforward information about how to prevent HIV. More than six in ten (63%) say that messages about fear and death turn young people off.

Among television shows containing HIV/AIDS information, there is varying reach and impact. The television show most watched by young South Africans is *Generations* (81%); 24% of young people overall say they have learned a lot about HIV/AIDS from this program. Some shows which have a more direct focus on HIV/AIDS and sexual health are popular, and large proportions of young viewers report learning a lot about HIV/AIDS and related sexual behaviors from these shows, including *Soul City* (65% of young people overall say they have learned a lot from this program), *Soul Buddyz* (46%), *Tsha Tsha* (41%), and *Zola 7* (40%).

Opinions of national HIV prevention campaigns like loveLife and Khomanani, and AIDS prevention oriented programs like Soul City are overwhelmingly positive¹. Large shares of young South Africans have heard of Soul City (91%), loveLife (86%), and Khomanani (61%). Eighty three percent of all young South Africans think that national HIV/AIDS prevention and education campaigns are very effective in teaching young people about HIV/AIDS. Among those who have heard of loveLife, Khomanani, and Soul City, large majorities say each has been very important overall for young people in South Africa, and very important to them personally in learning about HIV/AIDS and helping them make choices about sexual behavior.

Overall, young South Africans are a satisfied and optimistic group. Large shares of young South Africans say they are satisfied with their life as a whole these days and that they feel mostly hopeful about their future. Overwhelming majorities agree that they have clear goals for what they want to achieve in life, and that they have a strong network of family friends to support them. Nearly all (93%) place a high level of importance on living a healthy lifestyle.

Despite their optimism, they are not without worries and concerns for the future, and HIV/AIDS is a major concern. Six in ten young South Africans name HIV/AIDS as the most important issue or problem facing young people their age in South Africa, and three quarters say they are personally concerned about becoming infected with HIV sometime in the next ten years. Large majorities are also very worried about not being able to get a job, and not making enough money to support themselves or their family.

While many young people report adopting sexually responsible behaviors, many of those who are sexually active report behaviors that could put them at risk for HIV. Sixty two percent of sexually experienced young people report using a condom during last sexual intercourse, but fewer than half (45%) say that they *always* use condoms during sexual intercourse. Seventeen percent say they never use a condom. Among those who were sexually active over the previous 12 months, more than four in ten thought their partners were having unprotected sex with other people or were unsure. Among *all* young South Africans, 22% say they think they have been exposed to HIV, and another 12% say they are unsure whether or not they have been exposed.

Four in ten sexually active young people report having been tested for HIV, with women reporting higher rates of testing than men and young adults (ages 20-24) reporting higher rates than teens (ages 15-19). Among those who have never been tested, more than seven in ten say they would be willing to get an HIV test if it were offered to them.

Only 2% of young women who have ever been pregnant (57% of those who are sexually active) say they became pregnant to access a child support grant. Sixty one percent of young women who have been pregnant say they have been pregnant when they didn't want to be, and two-thirds say the reason they became pregnant was because they were not using contraception. Only 5% say they got pregnant because it would make their boyfriend want to get married, and only 3% because they were forced to have sex against their will.

¹ While the survey asked about loveLife, Soul City, and Khomanani as "ongoing national HIV/AIDS programs or campaigns that run on radio or TV," there are differences in the type of program that each represents. loveLife is a comprehensive national HIV prevention program for youth, which combines a sustained multi-media education and awareness campaign with comprehensive youth-friendly sexual health services in public health clinics nationwide, and countrywide outreach and support programs. Soul City is a multi-media health promotion and social change project which reaches South African youth mainly through two ongoing television series, Soul City and Soul Buddyz. Khomanani is the South African government's HIV/AIDS communication campaign, which includes messaging through television, radio, and newspapers as part of its outreach to young people.

INTRODUCTION

HIV prevention efforts in South Africa are at a critical stage. Considerable investment in HIV/AIDS awareness and education through the media and other programs has been made in recent years. Previous surveys have found high levels of awareness among young people about HIV, the means of transmission and the required sexual behavioral modifications. However, surveys have also found that many sexually active youth still do not think of themselves as personally at risk of HIV infection, and misconceptions about the transmission, prevention, and treatment of HIV/AIDS still exist. Broadcast and other media have a crucial role to play in promoting sustained behavior change for HIV prevention. However, more research is needed to understand the reach of current media messaging, as well as the types of messages that resonate most with young people.

The purpose of the current study is to help inform the approach of the national public broadcasters and other broadcasters in South Africa to HIV/AIDS messaging and programming in the future, as well as other principal actors in the field of HIV prevention. In order to do this, we conducted a nationwide survey of young South Africans, including questions designed to:

- Gauge what media young people use and how often they use it
- Assess the general attitudes of young people towards broadcast media programming in relation to HIV/AIDS
- Measure exposure to and attitudes about various HIV/AIDS communications campaigns that have run on radio and television
- Determine young South Africans' general feelings about their lives and their future
- Assess the general level of HIV/AIDS awareness and knowledge among young people
- Measure sexual behavior patterns and perceptions of risk of HIV infection

A nationally representative survey of South Africans ages 15-24 was conducted between August and December 2006. Face-to-face interviews were conducted with 3,926 young people. The margin of sampling error for the total sample is ± 2 percentage points. (For more details, see the Methodology section at the end of this report.)

This report is laid out as follows:

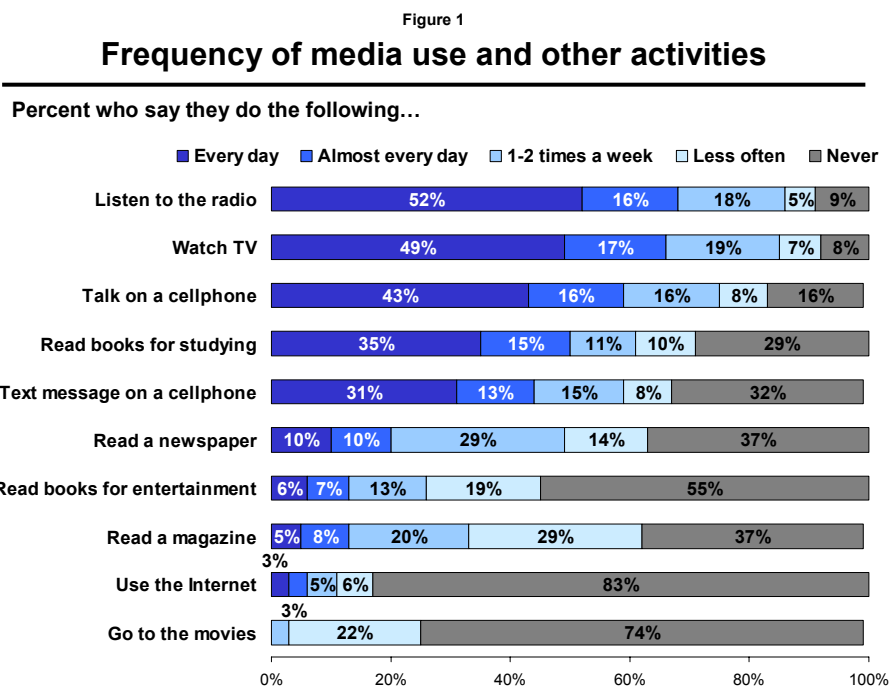
- Section 1 examines young South Africans' media access, use, and exposure, including time spent using various media and viewership/listenership of specific TV and radio channels and programs.
- Section 2 looks at the level of need and desire among young people for more information about HIV/AIDS, as well as their attitudes toward the role of media in filling those needs. It also examines awareness of and attitudes towards specific programming and national HIV/AIDS prevention campaigns.
- Section 3 puts views on media's role in HIV prevention in context by looking at young South Africans' general life attitudes, and the role that HIV has played in their lives to date. It explores young people's outlook for the future, the biggest challenges facing young South Africans, their level of personal concern about HIV, and personal connections with people affected by the disease.
- Section 4 provides additional information to help shape HIV messaging in the media by looking at the sexual behaviors and attitudes of young South Africans, including sexual experience, condom use, perceived HIV risk, HIV testing, and experiences with pregnancy.

SURVEY RESULTS

SECTION ONE: MEDIA ACCESS, USE, AND EXPOSURE

Radio and television

Media in general, and radio and television in particular, plays a big role in the lives of most young South Africans (Figure 1). Large majorities live in homes with a radio (87%) and a television (74%). Two-thirds say they watch TV (66%) and listen to the radio (68%) every day or almost every day, and most say they do more of both on the weekends.



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

TV ownership and viewing frequency is greater in urban areas compared with rural areas, while radio ownership and listening frequency does not differ much by area type (Table 1).

Table 1. Television and radio ownership and frequency of use by settlement type

	Total	Urban		Rural	
		Formal	Informal	Tribal	Farm
N	3926	1760	439	1532	195
Have a TV at home	74%	92%	73%	58%	51%
Watch TV every day/almost every day	66	84	67	51	45
Watch more TV on weekends	53	53	60	53	43
Have a radio at home	87	91	85	84	87
Listen to radio every day/almost every day	68	66	74	70	65
Listen to more radio on weekends	59	51	68	66	62

The most regularly watched TV channels are SABC 1 and ETV, followed by SABC 2 and SABC 3 (Table 2). The TV show “Generations” was mentioned by nearly half (49%) of young South Africans as one of the programs they watch most often (Table 3). The radio audience is spread among more stations than the television audience, with the most popular radio stations being Ukhozi FM (16% say they listen to this station most frequently), Umhlobo Wenene FM (11%), and Metro FM (9%) (Table 3).

Table 2. TV channels watched regularly and most often

Which TV channels do you watch regularly? (unprompted)		Which TV channel do you watch most often? (pick one only)	
SABC 1	77%	SABC 1	62%
ETV	51	ETV	14
SABC 2	34	SABC 2	7
SABC 3	22	SABC 3	3
DSTV	4	DSTV	3
MNET	4	MNET	2
Never watch TV	8	Never watch TV	8

Table 3. TV programs and radio stations watched/listened to regularly

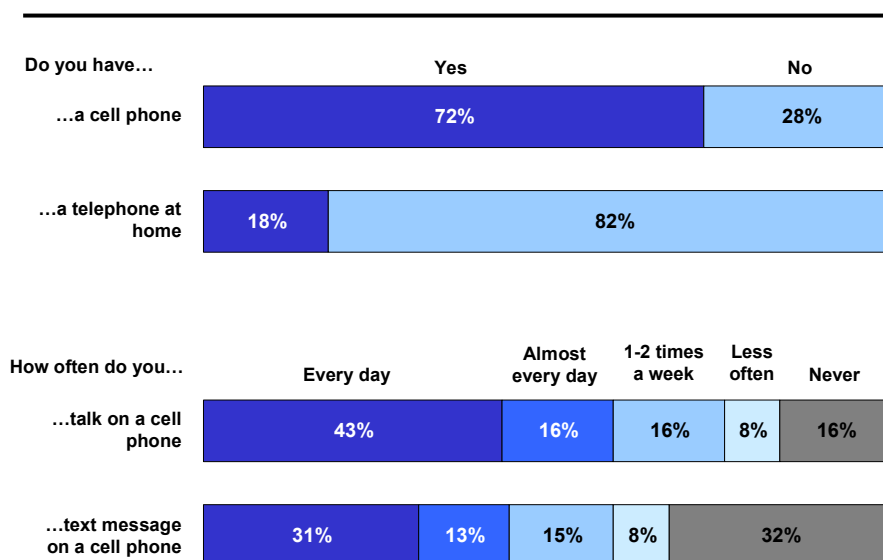
What current TV programs do you watch regularly? (unprompted)		Which radio station do you listen to most often? (unprompted)	
Generations	49%	Ukhozi FM or Radio Zulu	16%
Soul City	10	Umhlobo Wenene FM	11
7 de Laan	10	Metro FM	9
News	9	Lesedi FM	6
Movies	9	Motsweding FM	5
Muvhango	8	YFM	4
Wrestling	8	Five FM	4
Mzansi	7	Thobela FM	4
Bold and the Beautiful	7	Gwalagwala FM	3
Zone 14	6	Jacaranda	3
Days of Our Lives	6	Egagasi FM	3
Backstage	6	ML FM	2
Home Affairs	6	Ikwewezi FM	2
Tsha Tsha	6	Highveld	2
Isidingo	6	East Coast Radio	2
Soccer	6	Never listen to radio	9
Passions	5		
Never watch TV	8		

Cell phones

While just 18% of young South Africans live in homes with a land line telephone, more than seven in ten (72%) say they have a cell phone. Nearly six in ten (59%) say they talk on a cell phone every day or almost every day, and 44% say they send or receive cell phone text messages daily or almost daily (Figure 2). Six in ten (59%) say they would like to receive messages about HIV/AIDS via their cell phone, including nearly two-thirds (64%) of young women and just over half (54%) of young men.

Figure 2

Cell phone ownership and use



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

Cell phone ownership and frequency of use is high across all ages and all area types, although it is somewhat higher among older compared with younger individuals, and in urban areas compared with rural areas (Table 4).

Table 4. Cell phone ownership and frequency of use by age and settlement type

	Total	Age		Settlement type			
		15-19	20-24	Urban		Rural	
N	3926	2272	1654	Formal	Informal	Tribal	Farm
Have a cell phone	72%	70%	75%	80%	71%	67%	57%
Have a telephone at home	18	20	17	37	5	3	3
Talk on cell phone every day/almost every day	59	52	65	71	60	47	37
Text message every day/almost every day	44	37	52	57	38	31	37

Computers and Internet

Few young South Africans (15%) live in a home with a computer, and even fewer (9%) have Internet access at home. In fact, just seventeen percent say they have ever used the Internet at all, and six percent say they use it daily or almost daily. Those who live in urban formal settings are much more likely than those in urban informal, tribal, and farm areas to say they have a computer and Internet access at home, and that they have ever used the Internet (Table 5).

Table 5. Computer and Internet access and use by settlement type

	Total	Urban		Rural	
		Formal	Informal	Tribal	Farm
N	3926	1760	439	1532	195
Have a computer at home	15%	30%	7%	2%	2%
Have Internet access at home	9	17	7	2	1
Have ever used the Internet	17	33	12	3	3
Use the Internet every day/almost every day	6	12	4	1	<1

SECTION TWO: ROLE OF MEDIA PROGRAMS AND CAMPAIGNS IN HIV EDUCATION

In Section 1, we established that the media is a strong presence in the lives of young South Africans. This section will explore the level of need and desire among young people for more information about HIV/AIDS, as well as their attitudes toward the role of media in filling those needs. It will also look at awareness of and attitudes towards specific programming and national HIV/AIDS awareness and prevention campaigns.

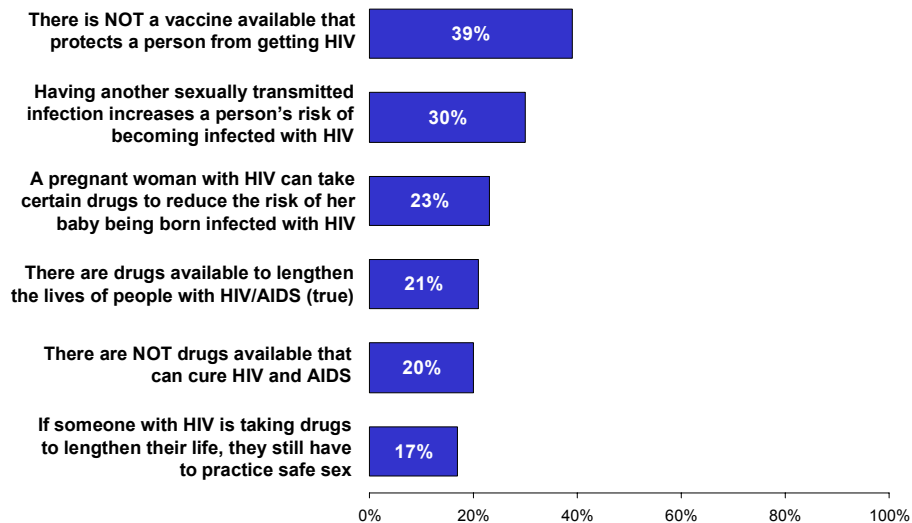
The need and desire for more information about HIV/AIDS

Most young South Africans are knowledgeable about key aspects of HIV prevention and treatment. However, small but important shares hold misconceptions about some key aspects of the epidemic (Figure 3). For instance, nearly four in ten (39%) do not know that there is currently no HIV vaccine available, and three in ten (30%) do not know that having another sexually transmitted infection can increase a person's risk of becoming infected with HIV. Around two in ten do not know that a pregnant woman with HIV can take drugs to reduce the risk of her baby being born infected (23%), that there are drugs available to lengthen the lives of people with HIV (21%), that there are NO drugs available that can cure HIV (20%), and that if someone with HIV is taking drugs to lengthen their life, they still need to practice safe sex (17%).

Figure 3

Misconceptions about HIV/AIDS

Percent giving incorrect answers to the following, that is the percent who do not know that the following statements about HIV/AIDS are true...



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

Large majorities of young South Africans say they would like to have more information about various aspects of HIV and other sexual issues, including how to protect themselves from HIV and other sexually transmitted infections (82%), how to talk with parents about HIV, sex, and other tough issues (77%), where to get HIV/AIDS treatment (72%), how to resist pressure from partners to have sex (71%), and where to get an HIV test (63%). Young people in rural areas and urban informal areas are more likely than those in urban formal areas to say they'd like more information (Table 6).

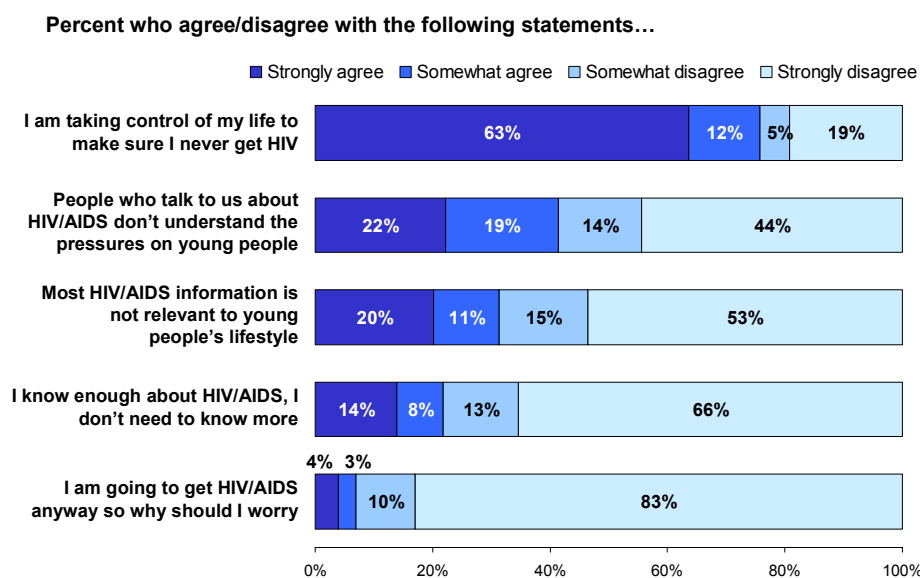
Table 6. Desire for more information about HIV/AIDS by settlement type

	Total	Urban		Rural	
		Formal	Informal	Tribal	Farm
N	3926	1760	439	1532	195
Percent saying they'd like to have more information about...					
...how to protect yourself from HIV/AIDS and other sexually transmitted infections	82%	75%	91%	87%	86%
...how to talk more openly to your parents/other adults about HIV, sex, relationships between boys and girls, alcohol, drugs, and other difficult issues	77	72	83	81	79
...how to talk to your partner about getting an HIV test before having sex	73	70	83	74	78
...where to get HIV/AIDS treatment	72	67	81	75	79
...how to resist pressure from girlfriends/boyfriends to have sex	71	64	81	75	81
...how to prevent pregnancy	70	63	81	74	75
...how to discuss using a condom with your partner	69	62	79	73	87
...where to get tested for HIV	63	58	75	64	75

Young South Africans are open to the idea of getting more information about HIV/AIDS from various sources. About eight in ten (79%) disagree that they already know enough about HIV/AIDS and don't need to know more (Figure 4). Most also disagree with statements such as "people who talk to us about HIV/AIDS don't understand the pressures on young people" (58%) and "most HIV/AIDS information is not relevant to young people's lifestyle" (68%).

Figure 4

Desire for more information about HIV/AIDS



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

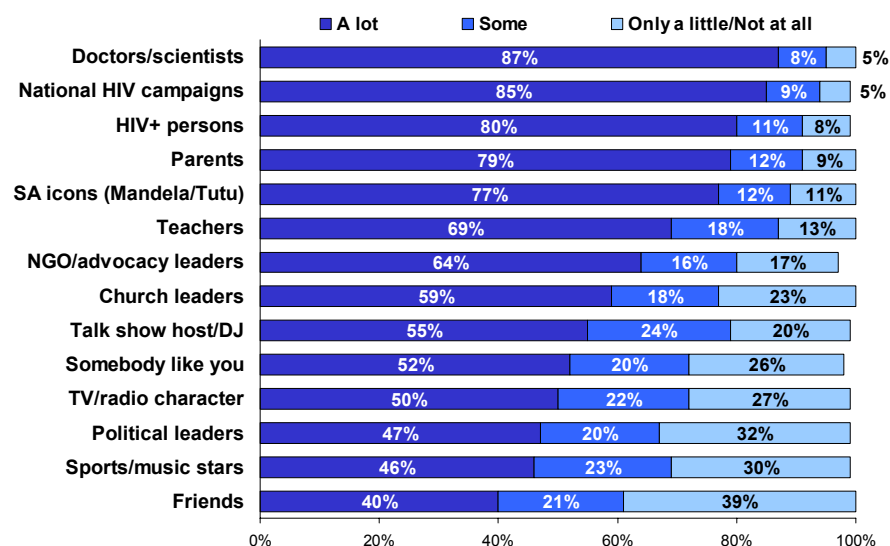
Trusted sources of information about HIV/AIDS

When asked how much they trust a variety of sources of information about HIV/AIDS, at the top of the list are experts like doctors and scientists (87% say they trust this source “a lot”), national HIV/AIDS prevention and education campaigns (85%), HIV positive persons (80%), and parents (79%). Friends (40%) rank lowest on the list of trusted sources (Figure 5).

Figure 5

Trusted sources of information about HIV/AIDS

How much do you trust each of the following for information about HIV/AIDS?



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

Young South Africans living in tribal areas and in urban informal areas are more likely than those in urban formal areas to place a lot of trust in radio DJs or talk show hosts, fictional TV and radio characters, political leaders, and popular sports and music starts as sources of information about HIV/AIDS (Table 7).

Table 7. Trust in selected sources of information about HIV/AIDS by settlement type

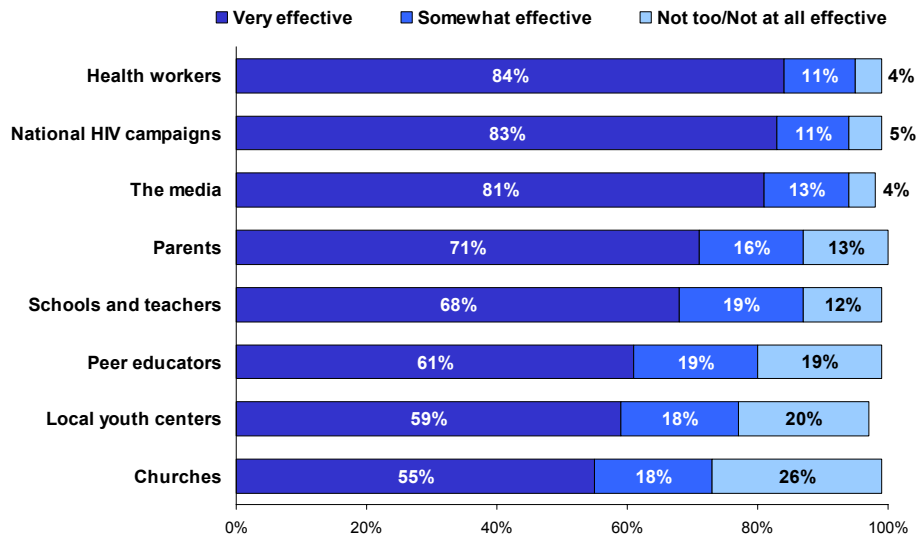
	Total	Urban		Rural	
		Formal	Informal	Tribal	Farm
N	3926	1760	439	1532	195
Percent who trust the following “a lot” as a source of information about HIV/AIDS...					
...talk show host or radio DJ	55%	49%	59%	63%	50%
...soapie star or fictional character in a TV or radio drama	50	41	59	59	48
...political leaders	47	34	57	57	53
...popular sports and/or music stars	46	37	49	55	45

When asked about the *effectiveness* of different sources in teaching young people about HIV/AIDS, again ranking at the top are health care workers like doctors and nurses (84%) and national HIV/AIDS prevention and education campaigns (83%), followed by the media (81%). Around seven in ten think parents (71%) and schools and teachers (68%) are very effective, while around six in ten say the same about peer educators (61%), local youth or community centers (59%), and churches (55%) (Figure 6).

Figure 6

Perceived effectiveness in teaching about HIV/AIDS

How effective is each of the following in teaching young people about HIV/AIDS?



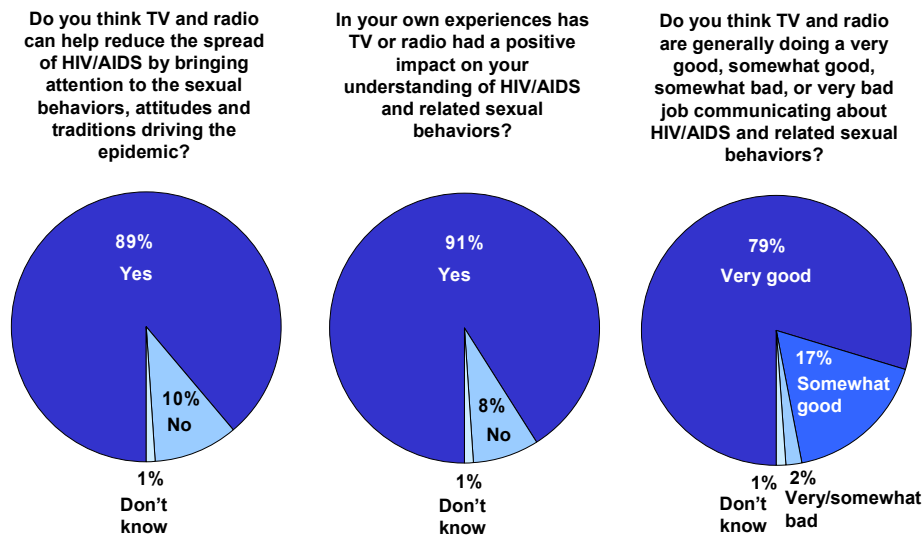
Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

Attitudes towards media's role in HIV prevention and education

For young South Africans, the media plays an integral part in their awareness and understanding of the HIV/AIDS epidemic. An overwhelming nine in ten agree that TV and radio can help reduce the spread of HIV/AIDS by bringing attention to the sexual behaviors, attitudes, and traditions driving the epidemic, and the same share say that TV or radio has had a positive impact on *their own* understanding of HIV/AIDS and related sexual behaviors. Nearly all (96%) say that TV and radio are generally doing a good job communicating about HIV/AIDS and related sexual behaviors, including eight in ten who say TV and radio are doing a “very” good job (Figure 7).

Figure 7

Perception of media's role in HIV prevention and education



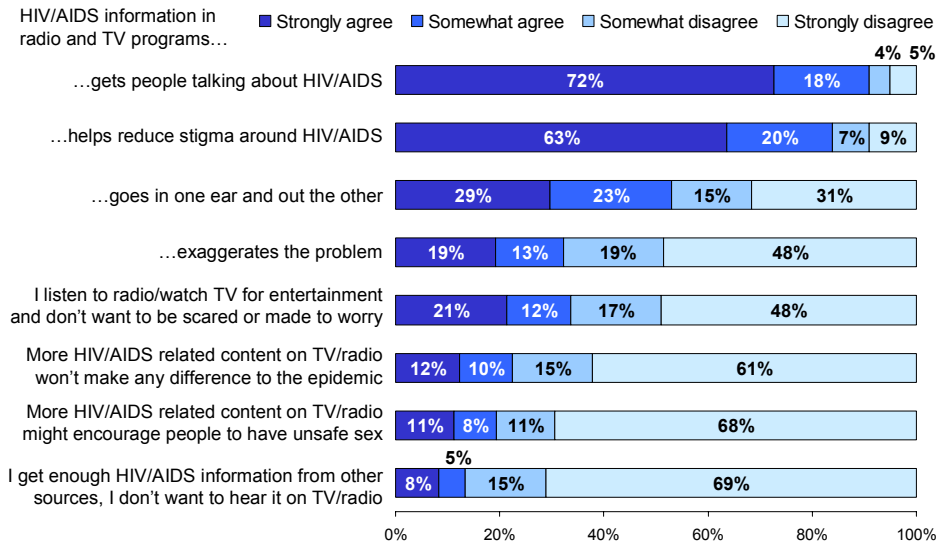
Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

Most young people agree with positive statements about HIV/AIDS related content in entertainment media, and most disagree with statements criticizing such content. For example, 83% agree (including 63% who *strongly* agree) that HIV/AIDS information contained in TV and radio programs helps reduce stigma around HIV/AIDS, and 84% disagree (including 69% who *strongly* disagree) with the statement “I get enough HIV/AIDS information from other sources, I don’t want to hear or see it on TV or radio.” However, South African youth do recognize the need for repetition of HIV/AIDS messages in media programming; a majority (52%) agree that this information “goes in one ear and out the other” (Figure 8).

Figure 8

Media's role in HIV prevention and education

Percent who agree/disagree with the following statements...



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

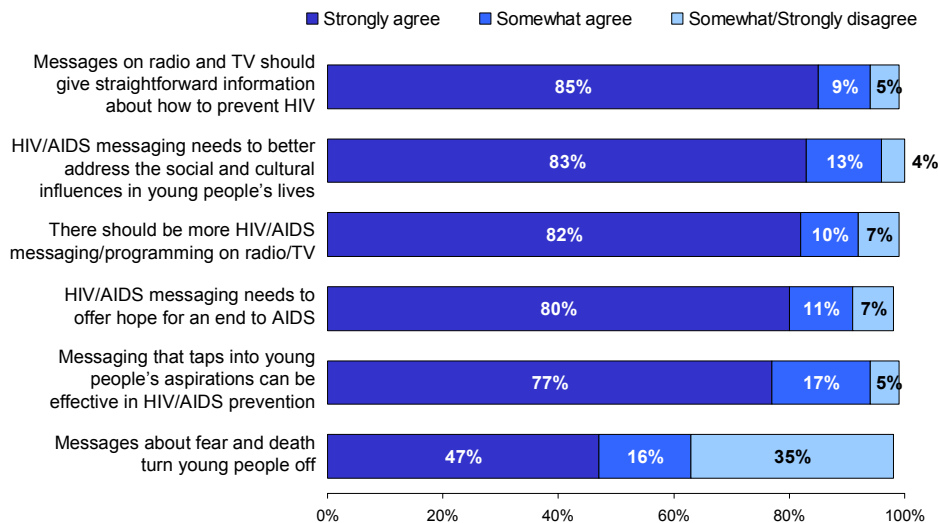
Messages about HIV/AIDS that resonate with young people

Young South Africans are overwhelmingly in favor of *more* HIV/AIDS messaging in the media; eight in ten agree that “there should be more HIV/AIDS messaging and programming on radio and TV.” They also strongly support messaging that is hopeful and culturally relevant, taps into young people’s aspirations, and offers straightforward information about how to prevent HIV (Figure 9).

Figure 9

HIV/AIDS messages that resonate with young people

Percent who agree/disagree with the following statements...



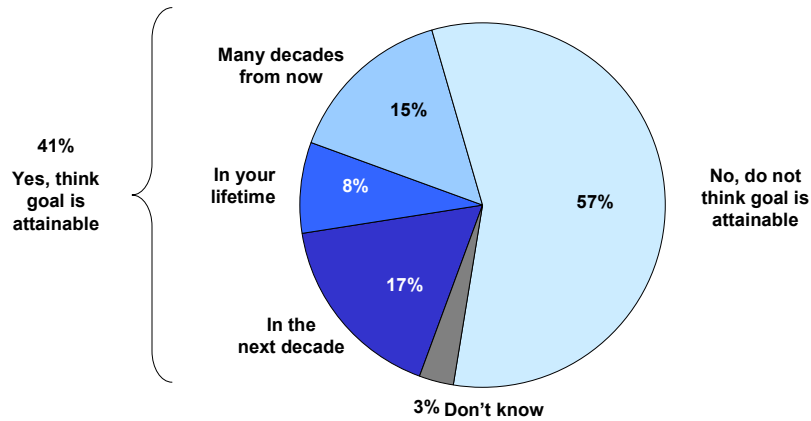
Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

Four in ten young South Africans (41%) believe that the goal of an HIV-free generation is attainable, including 17% who say the goal could be reached in the next decade, and another eight percent who think it could be reached within their own lifetime. Fifteen percent say the goal of an HIV-free generation is attainable, but not until many decades from now. Still, a majority (57%) currently do not believe the goal of an HIV-free generation is attainable (Figure 10).

Figure 10

Is the goal of an HIV free generation attainable?

Do you believe the goal of an HIV free generation is attainable? (If yes, when do you think South Africa might reach the goal of an HIV free generation?)



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

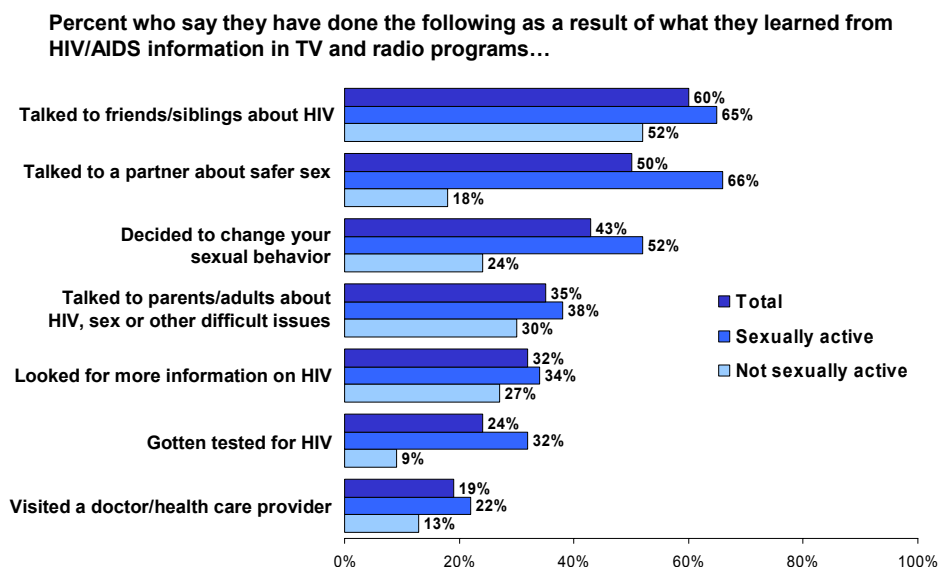
Reported actions taken as a result of learning from HIV/AIDS content in TV and radio programs

One way to measure the impact of HIV/AIDS programming on TV and radio is to look at reported behaviors. We asked young South Africans whether they had taken certain actions as a result of what they learned from HIV/AIDS information contained in radio or TV programs (Figure 11). The most common reported actions involved talking about HIV with friends or siblings (60%), partners (50%), and, to a lesser degree, parents (35%). More than four in ten (43%) report that they decided to change their sexual behavior as a result of what they learned, while smaller shares report taking other direct action like getting tested for HIV (24%) or visiting a doctor or other health care provider (19%).

Some of these actions might be considered even more relevant among those who are sexually active, and in fact, the survey found even higher reported levels of these behaviors among this group. For example, two-thirds (66%) of sexually active young people say they talked to a partner about safer sex, more than half (52%) say they decided to change their sexual behavior, and nearly a third (32%) say they got tested for HIV because of what they learned from information contained in TV and radio programs.

Figure 11

Reported actions taken as a result of programs



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

Among young people who are sexually active, young women (44%) are much more likely than young men (20%) and 20-24 year-olds (36%) are more likely than 15-19 year-olds (25%) to say they've gotten tested for HIV because of what they learned from TV and radio programs.

Reported reach and impact of specific television programs

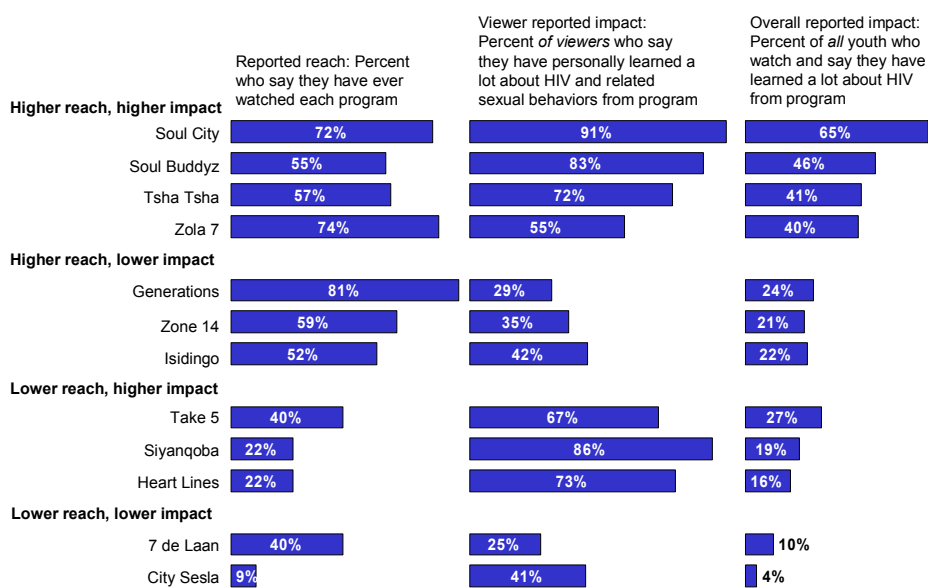
The survey asked about twelve specific television programs, all of which have contained some level of information about HIV/AIDS. Of the shows asked about, the one with the widest reach was *Generations* (81% of young South Africans say they have ever watched this show). Other shows seen by majorities of young South Africans include *Zola 7* (74%), *Soul City* (72%), *Zone 14* (59%), *Tsha Tsha* (57%), *Soul Buddyz* (55%), and *Isidingo* (52%). Shows that have been seen by fewer than half of young South Africans include *Take 5* (40%), *7 de Laan* (40%), *Siyanoqoba* (22%), *Heart Lines* (22%), and *City Sesla* (9%).

These shows vary in the amount and type of HIV-related content they contain, and young South Africans give them a wide range of ratings when asked about each show's usefulness in teaching young people about HIV/AIDS, and whether they personally have learned anything useful from the programs.

One way to look at the impact of such programming is to combine the "reach" of the program (i.e. the share who report ever watching) with the reported impact among those who have seen the show (Figure 12). Some shows have a wide reach, and are rated highly by young people in terms of usefulness in learning about HIV/AIDS. For instance, *Soul City* has been seen by 72% of young South Africans, and of those who have seen it, nine in ten (91%) say they have learned a lot about HIV/AIDS and related sexual behaviors from the program. This translates into nearly two-thirds (65%) of all young South Africans who say they have learned a lot about HIV/AIDS from this show. Other shows with relatively high reported reach and impact include *Soul Buddyz* (46% overall report learning a lot from this show), *Tsha Tsha* (41%), and *Zola 7* (40%).

Some shows we asked about have a wide reach, but are rated lower by young people in terms of learning about HIV/AIDS. For instance, *Generations* is the show seen by the largest share of young South Africans (81%), but among those who have seen it, fewer three in ten (29%) say they learned a lot about HIV/AIDS from the program, so the overall impact is about one-quarter (24%) of all young people who have learned a lot from the show. Similarly, *Zone 14* and *Isidingo* are both watched by more than half of young South Africans, but have a lower percent overall reporting that they learned a lot about HIV/AIDS from the programs (21% and 22% respectively).

Figure 12
Reach and reported impact of specific TV programs



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

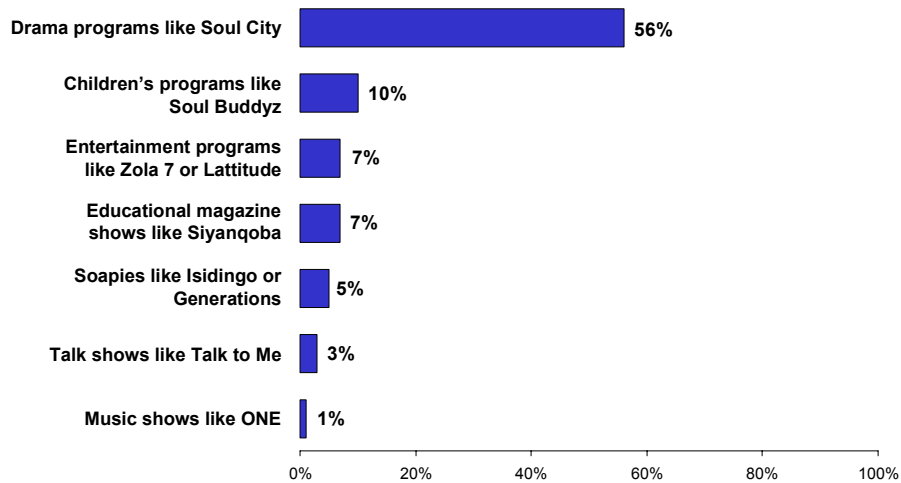
Finally, shows that are watched by smaller shares (fewer than half) of young people can be divided into “lower reach, higher impact” shows, including *Take 5* (27% overall report learning a lot about HIV/AIDS from this show), *Siyanoqoba* (19%), and *Heart Lines* (16%); and “lower reach, lower impact” shows, including *7 de Laan* (10%) and *City Sesla* (4%).

When asked directly which type of show they think is most effective in communicating about HIV and related sexual behaviors, the majority of young South Africans (56%) choose drama programs like *Soul City*, while the remainder are split among other program formats (Figure 13).

Figure 13

Perception of most effective program format

What program format do you think is most effective in communicating about HIV/AIDS and related sexual behaviors?



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

Awareness and opinions of national HIV/AIDS prevention programs and campaigns

In addition to television and radio programs, the survey also asked about three ongoing national HIV/AIDS awareness and prevention programs or campaigns: Soul City, loveLife, and Khomanani (Figure 14)². Nine in ten young South Africans (91%) say they have heard of Soul City, and nearly as many (86%) have heard of loveLife. Somewhat fewer (61%) say they have ever heard of Khomanani. Among those who have heard of each, opinions about them are overwhelmingly positive. Large majorities say each has been very important overall for young people in South Africa, very important to them personally in learning about HIV/AIDS, and very important to them personally in helping make choices about sexual behavior.

Figure 14

Awareness and opinions of national campaigns/programs



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

² While the survey asked about loveLife, Soul City, and Khomanani as “ongoing national HIV/AIDS programs or campaigns that run on radio or TV,” there are differences in the type of program that each represents. loveLife is a comprehensive national HIV prevention program for youth, which combines a sustained multi-media education and awareness campaign with comprehensive youth-friendly sexual health services in public health clinics nationwide, and countrywide outreach and support programs. Soul City is a multi-media health promotion and social change project which reaches South African youth mainly through two ongoing television series, Soul City and Soul Buddyz. Khomanani is the South African government’s HIV/AIDS communication campaign, which includes messaging through television, radio, and newspapers as part of its outreach to young people.

SECTION THREE: GENERAL OUTLOOK, CONCERNS, AND HIV AS A PERSONAL ISSUE

In order to understand their attitudes towards HIV in general, and towards the role of media messaging in HIV prevention specifically, it is helpful to look at young South Africans' general outlook for the future, and the role that HIV has played in their lives to date. This section will explore how young people feel about their life prospects today and in the future, their worries and concerns, and what they see as the biggest challenges facing young South Africans in general, and themselves in particular. It will also examine their level of personal concern about HIV and personal connections with people affected by the disease.

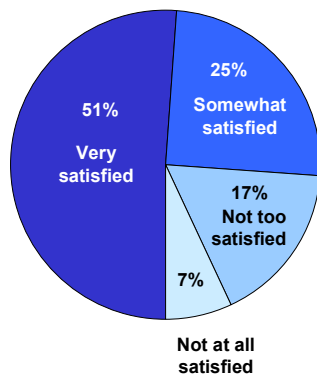
Life satisfaction and optimism

Overall, young South Africans are an overwhelmingly optimistic group, upbeat about their future, and mostly satisfied with their current situation. Nearly nine in ten (87%) say they feel mostly hopeful about their future, and more than three-quarters (76%) are satisfied with their life as a whole these days, including half (51%) who are “very” satisfied (Figure 15). Life satisfaction decreases somewhat with age – 43% of 20-24 year-olds say they are “very” satisfied with their lives as a whole, compared with 58% of 15-19 year-olds.

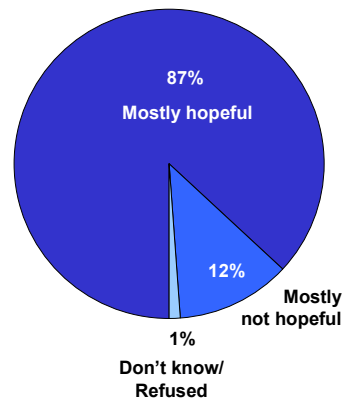
Figure 15

Life satisfaction and optimism

How satisfied are you with your life as a whole these days?



Looking ahead, would you say that you feel mostly hopeful or mostly not hopeful about your future?



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

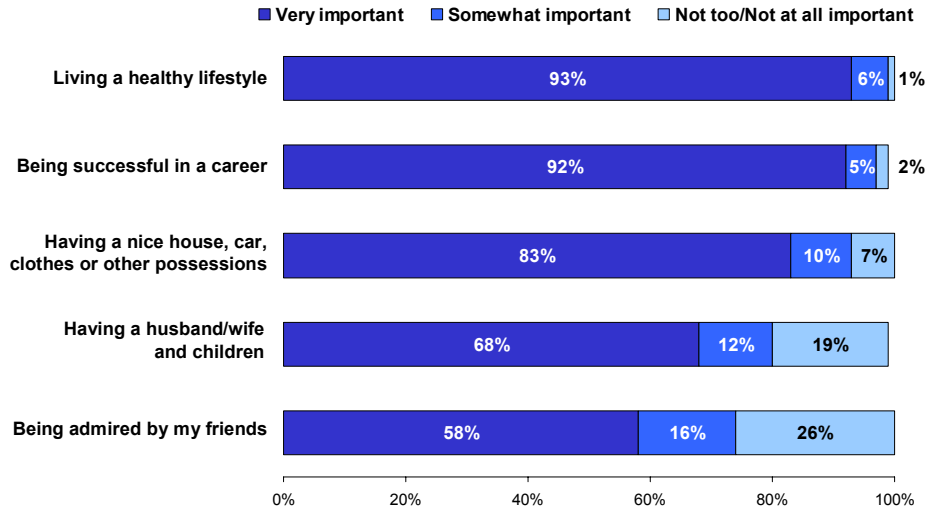
Overwhelming majorities of young South Africans agree that they have clear goals for what they want to achieve in life (93%) and that they have a strong network of family and friends to support them (89%). Many say they feel a lot of pressure to succeed (73%), though far fewer say they feel pressure from friends to do things they don't want to do (29%).

Large shares of young South Africans place a high value on living a healthy lifestyle (93%), having career success (92%), and having nice material possessions (83%). Somewhat fewer place the highest value on having their own family (68%) and on being admired by friends (58%) (Figure 16).

Figure 16

Young South Africans' values

How important is each of these to you personally?



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

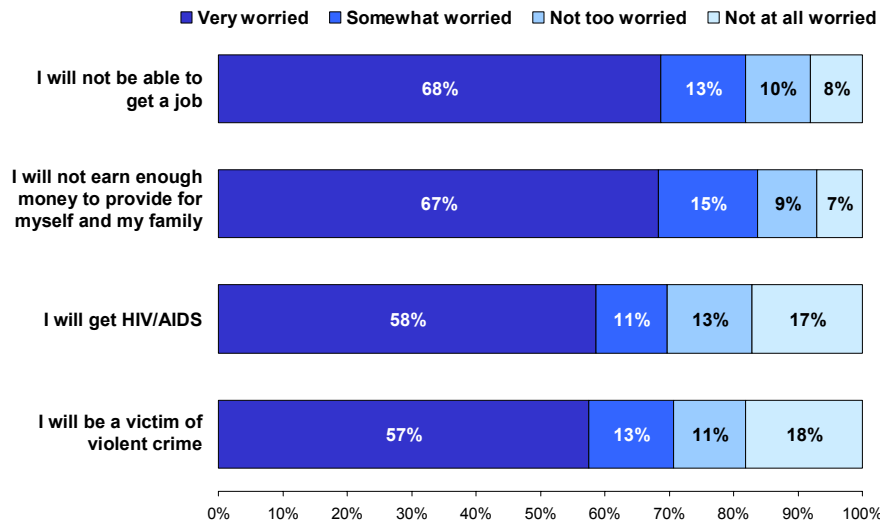
Worries and concern for the future

Despite their generally optimistic attitudes, young South Africans are not without worries. Two thirds say they are very worried about not being able to get a job (68%) and not having enough money to support themselves and their families (67%), and more than half are very worried about becoming infected with HIV (58%) or being the victim of violent crime (57%) (Figure 17).

Figure 17

Young South Africans' worries

How worried are you in general about each of the following...



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

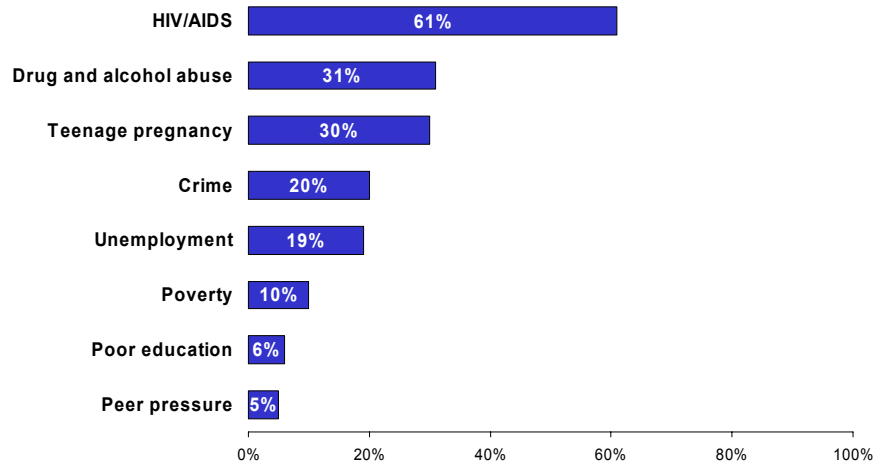
Perception of issues facing young South Africans

Young South Africans are keenly aware of HIV/AIDS as a problem facing their generation. Six in ten (61%) name the disease as the most important issue or problem facing people their age in South Africa (Figure 18). This is about twice as many as the second and third most frequently mentioned responses (drug and alcohol abuse – 31%, and teen pregnancy – 30%). Lower on the list of problems are crime (20%) and unemployment (19%), followed by poverty (10%), poor quality education (6%), and peer pressure (5%).

Figure 18

Perception of issues facing young South Africans

What do you think is the most important issue or problem facing young people your age in South Africa? Is there another issue you think is almost as important? (Open-ended, adds up to more than 100% because multiple responses allowed)



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

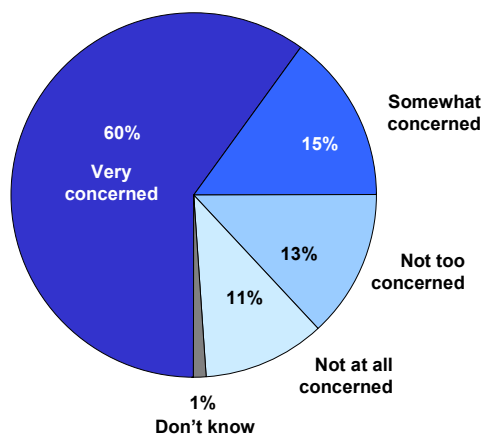
HIV/AIDS as a personal issue

In addition to recognizing HIV/AIDS as an important problem facing people their age, three-quarters of young South Africans say they are personally concerned about becoming infected with HIV sometime in the next ten years, including six in ten who say they are very concerned (Figure 19).

Figure 19

Personal concern about HIV in the next 10 years

Bearing in mind the different ways people can be infected with HIV, how concerned are you personally about becoming infected with HIV sometime in the next 10 years?



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

More than half of young South Africans (55%) also say they personally have at least some risk of getting HIV/AIDS, including four in ten (42%) who say they have *great* risk. Similar shares also feel at great risk for unplanned pregnancy (43%), other sexually transmitted diseases (39%), and being sexually assaulted (38%). However, most young South Africans (54%) think they are less likely than other people their age to become infected with HIV (Figure 20).

Despite the recognition of HIV as a big problem facing people their age and their own personal worries about the disease, just three in ten young South Africans say they personally know someone who is HIV positive, including 7% who say someone in their immediate family is infected (Figure 21). A larger share (45%) say that they know someone who has died of AIDS or an AIDS-related illness, including 15% who say someone in their immediate family died of the disease. Three-quarters of young South Africans (76%) say they have been to at least one funeral in the past 12 months, including a quarter (26%) who say they have attended to 5 or more.

Young people in urban areas are somewhat more likely than those in rural areas to say they know someone who is HIV-positive, and that they know someone who has died of AIDS (Table 8).

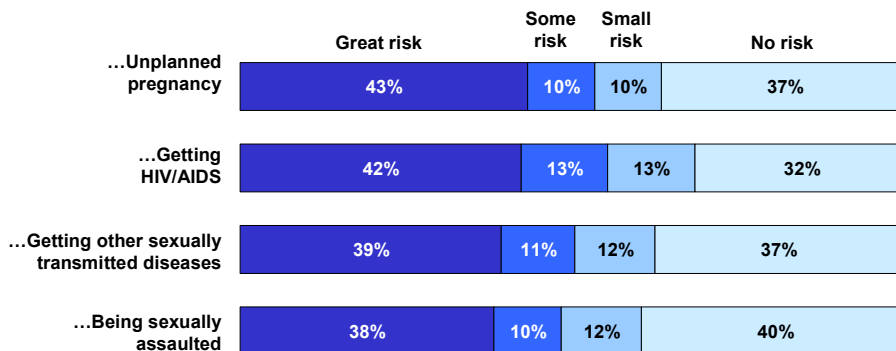
Table 8. Knowing someone with HIV by settlement type

	Total	Urban		Rural	
		Formal	Informal	Tribal	Farm
N	3926	1760	439	1532	195
Personally know someone who is HIV-positive	30%	34%	33%	26%	19%
Personally know someone who died of AIDS	45	49	56	40	25

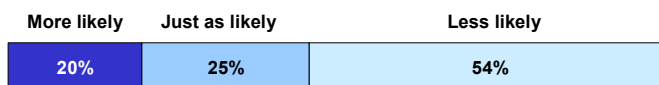
Figure 20

Personal feelings of risk

How much risk do you think you personally have of...



Compared with others your age, how likely are you to become infected with HIV?

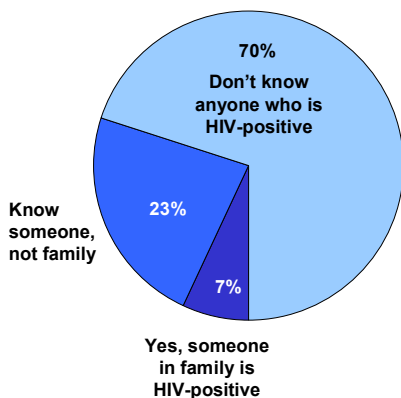


Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

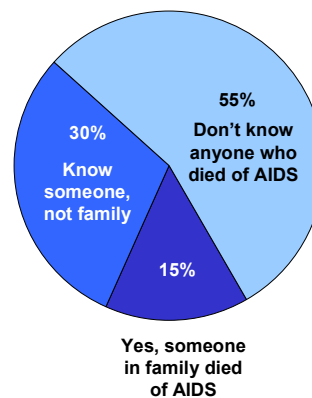
Figure 21

Knowing someone with HIV

Do you personally know anyone who is HIV positive? (If yes, is anyone in your immediate family HIV positive?)



Do you personally know someone who has died of AIDS or AIDS-related illnesses? (If yes, has anyone in your immediate family died of AIDS?)



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

SECTION FOUR: SEXUAL BEHAVIOR, HIV TESTING, AND PREGNANCY

To put all the information about the media's role in HIV prevention in context, it is important to look at the sexual behaviors and attitudes of young South Africans, including whether or not they feel they are at risk of becoming infected with HIV. This section examines sexual experience, condom use, and perceived HIV risk, as well as frequency of and attitudes towards HIV testing. Because the risks of HIV and unplanned pregnancy are closely tied, it ends with a brief section on experiences with pregnancy.

Sexual experience

Two-thirds (67%) of young South Africans report that they have ever had sexual intercourse, including nearly half (47%) of 15-19 year-olds and almost nine in ten (88%) 20-24 year-olds. Two-thirds (66%) also report that they currently have a main partner, and the vast majority (89%) of these say their partner is a non-cohabitating boyfriend or girlfriend.

Condom use and feelings of HIV exposure risk

More than six in ten (62%) sexually experienced young people say they used a condom the last time they had sex. Fewer than half (45%) say they *always* use condoms during sexual intercourse, while 17% say they never use condoms (Table 9).

Table 9. Condom use among sexually active young people

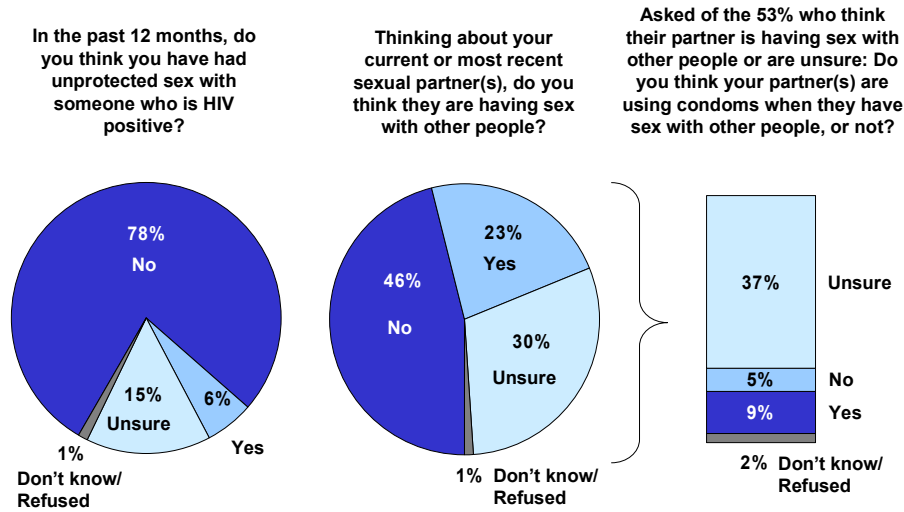
Among those who have ever had sex:			
On average, how often do you use condoms during sexual intercourse?		The last time you had sexual intercourse, did you use a condom?	
Always	45%	Yes	62%
More than half of the time	15	No	37
Half of the time	12		
Less than half of the time	10		
Never	17		

Among those who have had intercourse in the last 12 months, 6% say they think they have had unprotected sex with someone who is HIV positive, and another 15% are unsure (Figure 22). More than half (53%) of those who have had sex in the last 12 months say they think their partner, or they are unsure whether their partner, is having sex with other people. Most of these young people are also unsure whether their partners are using condoms when having sex with other people. The result is that more than four in ten (42%) of *all* young people who were sexually active over the previous 12 months are unsure whether their partners were having unprotected sex with other people (or know, in fact, that their partners were having unprotected sex with others).

Figure 22

Reports of unprotected sex

Among those who have had intercourse in the last 12 months...



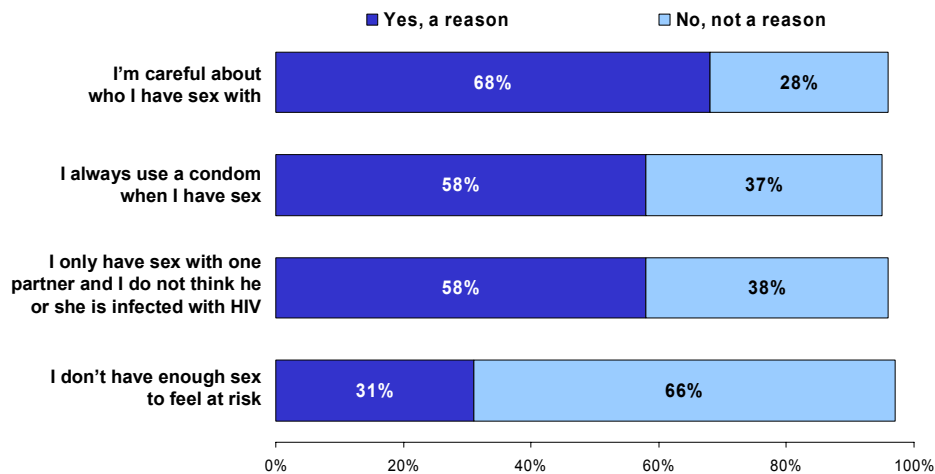
Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

Among young South Africans who are sexually active, more than six in ten (62%) feel they are at great risk or some risk of getting HIV/AIDS, while 37% feel they are at small or no risk of becoming infected. Among this 37% who feel at small or no risk, two-thirds (68%) say they don't feel at risk because they are careful about who they have sex with. About six in ten (58%) say they don't feel at risk because they always use condoms when they have sex, or because they only have sex with one partner who they don't think is infected. Just over three in ten (31%) say they don't have enough sex to feel at risk (Figure 23).

Figure 23

Reasons for not feeling at risk for HIV

Among the 37% of sexually active young people who say they are small or no risk of getting HIV/AIDS: Is the following a reason you feel at small or no risk...?



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

Among *all* young South Africans, 22% say they think they have been exposed to HIV, and another 12% say they are unsure. Among sexually active young people, 27% say they think they have been exposed to HIV, and another 14% are unsure. A small share (17%) of all young people think it is very or somewhat likely that they are currently infected with HIV, including 20% of those who are sexually active and 11% of those who have not had sex (Table 10).

Table 10. Perceived HIV exposure risk

	Total	Sexually active	Not sexually active
N	3296	2524	1402
Do you think you have been exposed to HIV?			
Yes	22%	27%	13%
Unsure	12	14	8
No	64	58	78
Already infected (vol.)	<1	1	0
Don't know/Refused	1	1	1
How likely do you think it is that you are currently infected with HIV?			
Very likely	9	10	7
Somewhat likely	8	10	4
Not too likely	17	20	11
Not at all likely	62	55	76
Already infected (vol.)	<1	1	0
Don't know/Refused	3	4	2

HIV testing

Three in ten young South Africans (30%) say they have ever been tested for HIV, including 41% of those who are sexually active. Among those who are sexually active, women are much more likely than men, and 20-24 year-olds are much more likely than 15-19 year-olds to say they've been tested (Table 11).

Table 11. HIV testing among sexually active by gender and age

	N	Among those who are sexually active, percent who say they have been tested for HIV
All sexually active	2524	41%
Gender		
Male	1052	24
Female	1472	57
Age		
15-19	1059	29
20-24	1465	48

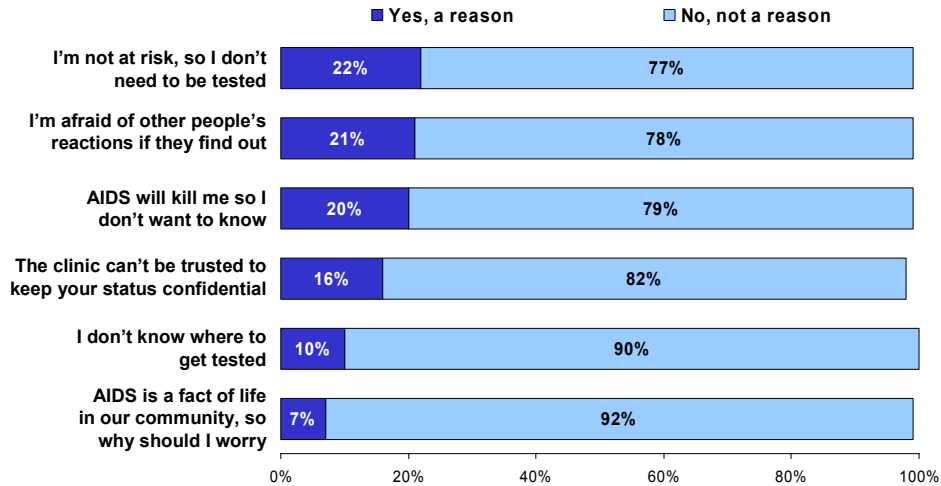
The vast majority (86%) of those who were tested for HIV say they told someone else the result of their HIV test. Among the 70% who have never been tested, more than seven in ten (72%) say they would be willing to get an HIV test if it were offered to them.

Among those who are sexually active and have never been tested for HIV, the most common reasons given are that they do not feel at risk (22%), they are afraid of other people's reactions if they found out they were tested (21%), and AIDS will kill them so they don't want to know (20%). Fewer sexually active young people say they haven't gotten tested because the clinic can't be trusted to keep their status confidential (16%), they don't know where to get tested (10%), or because AIDS is a fact of life in their community (7%) (Figure 24).

Figure 24

Reported reasons for not getting tested for HIV

Among the 59% of sexually active young people who say they have never been tested for HIV: Is the following a reason you have not been tested for HIV...?



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

Pregnancy

More than half (57%) of all sexually active young women say they have ever been pregnant, while fewer than one in five (17%) sexually active young men say they have ever made a girl pregnant (Table 12).

Table 12. Reported pregnancy among sexually active youth by gender and age

	N	Among those who are sexually active: Percent who have ever been pregnant/ made a girl pregnant
Total	2524	37%
Gender		
Female	1472	57
Male	1052	17
Age by gender		
Female, ages 15-19	590	39
Female, ages 20-24	882	66
Male, ages 15-19	469	7
Male, ages 20-24	583	23

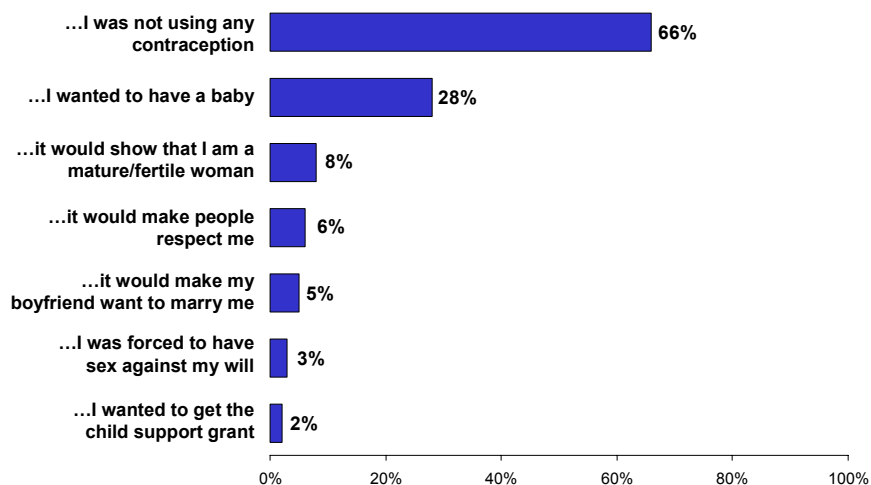
Among young women who have been pregnant, six in ten (61%, or 35% of *all* sexually active females) say they have ever been pregnant when they did not want to be. A large majority (71%) of those who have been pregnant or made a girl pregnant say they did not discuss getting pregnant with their partner beforehand, and more than half (57%) say they are not married or planning to get married to the mother or father of the child.

Among young women who have been pregnant, two-thirds (66%) say the reason they became pregnant was because they were not using any contraception, while about three in ten (28%) say it was because they wanted to have a baby (Figure 25). Very few say they became pregnant because it would make their boyfriend want to get married (5%), because they were forced to have sex against their will (3%), or because they wanted to get the child support grant (2%).

Figure 25

Reported reasons for pregnancy

Among young women who have ever been pregnant: Which of the following statements apply to you? I fell pregnant because...



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

SURVEY METHODOLOGY

A nationally representative survey of young South Africans ages 15-24 was conducted between August and December 2006. Face-to-face interviews were conducted in 7 of South Africa's official languages: English, Afrikaans, Zulu, Xhosa, Sotho, Pedi and Tswana.

The survey was designed and analyzed by researchers at the Kaiser Family Foundation. Fieldwork for this survey was conducted by Development Research Africa (DRA) of Durban, South Africa. Dr. David Stoker of Statistics South Africa served as a consultant on this project in drawing the sample and weighting the data.

The survey sample was designed as a probability based, nationally representative sample using data from the 2001 South African Census. Sampling was done in three stages: the first stage was a random selection of enumeration areas (EAs) in the country; the second stage was a random selection of dwelling units/stands within the EA; and the third stage was a random selection of an eligible respondent (ages 15-24) within the dwelling. Fieldworkers spent a minimum of 2 days in each EA, and selected dwelling units were visited multiple times at different times of the day if necessary to determine respondent eligibility.

The final sample consisted of 3,926 young people. All results have been weighted to be representative of the South African population ages 15-24 by province, age, race, and gender.

The margin of sampling error for results based on total respondents is ± 2 percentage points. Number of respondents and margin of sampling error for key subgroups are shown below. For responses based on other subgroups, margin of sampling error may be higher. Sampling error is only one of many potential sources of error in this or any other public opinion poll.

Subgroup	N	Margin of sampling error
Total	3926	± 2 percentage points
Age		
Ages 15-29	2272	± 2 percentage points
Ages 20-24	1654	± 3 percentage points
Gender		
Male	1685	± 3 percentage points
Female	2241	± 3 percentage points
Settlement type		
Urban formal	1760	± 3 percentage points
Urban informal	439	± 5 percentage points
Tribal	1532	± 3 percentage points
Farm	195	± 8 percentage points

ABOUT THE PARTNERS

Henry J. Kaiser Family Foundation (KFF)

A leader in health policy and communications, the Kaiser Family Foundation is a non-profit, private operating foundation focusing on the major health care issues facing the U.S., with a growing role in global health. Unlike grant-making foundations, Kaiser develops and runs its own research and communications programs, sometimes in partnership with other non-profit research organizations or major media companies. Kaiser serves as a non-partisan source of facts, information, and analysis for policymakers, the media, the health care community, and the public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

The Foundation has maintained a major program in South Africa over the past 20 years in support of South African efforts to establish a more equitable national health system and viable democracy. Key aspects of the Foundation's work in South Africa include HIV/AIDS, reproductive health, child health and health systems development. The Foundation also has a major interest in using media to promote HIV/AIDS prevention, and in this regard maintains partnerships with the South African Broadcasting Corporation and other media organizations in South Africa and around the world.

South African Broadcasting Corporation (SABC)

The South African Broadcasting Corporation (SABC) is South Africa's national public broadcaster. In terms of its public mandate the SABC broadcasts a variety of public education and information programs. The SABC has been at the forefront of HIV/AIDS education in South Africa integrating HIV/AIDS-related messaging across a variety of genres and platforms, and maintaining a partnership with South Africa's national loveLife HIV prevention programme and other national campaigns.

SURVEY TOPLINE RESULTS

Notes: Percentages may not always add up to 100% due to rounding
Values less than 0.5 percent are indicated by an asterisk (*)
“Vol.” indicates a response was volunteered by the respondent, not offered as an explicit choice

SECTION 1: DEMOGRAPHICS

1.2 Race of the respondent

Black	83
Coloured	8
White	7
Indian	2

1.3 Sex of the respondent

Male	50
Female	50

1.4 Present age of the respondent

15	11
16	11
17	9
18	11
19	10
20	12
21	12
22	10
23	9
24	6

1.6 Marital status

Single	92
Married or living as married	7
Divorced	*
Widowed	*
Separated	1
Engaged/Lobola paid	*

SECTION 2: GENERAL PRIORITY QUESTIONS

- 2.1 What do you think is the MOST important issue or problem facing young people your age in SOUTH AFRICA? (OPEN-ENDED)
- 2.2 Is there another issue you think is almost as important? (OPEN-ENDED)

Note: Adds up to more than 100% because respondents were allowed to give multiple answers.

HIV/AIDS	61
Drug and alcohol abuse	31
Teenage pregnancy	30
Crime	20
Unemployment	19
Poverty	10
Poor education	6
Peer pressure	5
Unsafe / unprotected sex	1
Rape	1
Abuse - sexual/physical/child abuse	1
Other	3
Nothing	*
Don't know/Refused	1

SECTION 3: MEDIA USE

- 3.1 Please tell me if you have any of the following. Do you have a...

	<u>Yes</u>	<u>No</u>	<u>Don't Know/ Refused</u>
TV at home	74	26	*
Radio at home	87	13	*
Computer at home	15	85	*
Internet access at home	9	91	--
Telephone at home	18	82	--
Cell phone	72	28	--

- 3.2.1 How often do you watch TV?

Every day	49
Almost every day	17
1 to 2 times a week	19
Twice a month	3
Once a month	1
Less often than once a month	3
Never	8
Other	*

3.2.2 Where do you watch TV most often?

At home	71
At a friends house	14
Grandparent or family member house	6
At school	*
Shebeen or bar	*
Shop	*
Other	*
Never watch TV	8
Don't know/Refused	*

3.2.3 Now which TV channel(s) do you watch regularly?

Note: Adds up to more than 100% because respondents were allowed to give multiple answers.

SABC 1	77
ETV	51
SABC 2	34
SABC 3	22
DSTV	4
MNET	4
Never watch TV	8
Don't know/Refused	*

3.2.4 Which channel do you watch most often? (*Note: includes those who mentioned only one channel in question 3.2.3*)

SABC 1	62
ETV	14
SABC 2	7
SABC 3	3
DSTV	3
MNET	2
Never watch TV	8
Don't know/Refused	1

3.2.5 What current TV programmes do you watch most often? (Open-ended)

Note: Adds up to more than 100% because respondents were allowed to give multiple answers.

Generations	49
Soul City	10
7de Laan	10
News	9
Movies	9
Muvhango	8
Wrestling	8
Mzansi	7
Bold and the Beautiful	7
Zone 14	6
Days of Our Lives	6
Backstage	6
Home Affairs	6
Tsha Tsha	6
Isidingo	6
Soccer	6
Passions	5
Never watch TV	8

3.2.6 Do you watch more TV on the weekend?

Yes	53
No	38
Never watch TV	8
Don't know/Refused	1

3.3.1 How often do you listen to the radio?

Every day	52
Almost every day	16
1 to 2 times a week	18
Twice a month	2
Once a month	1
Less often than once a month	2
Never	9
Don't know/Refused	*

3.3.2 And which radio station do you listen to most often?

Ukhozi FM or Radio Zulu	16
Umhlobo Wenene FM	11
Metro FM	9
Lesedi FM	6
Motsweding FM	5
YFM	4
Five FM	4
Thobela FM	4
Gwalagwala FM	3
Jacaranda	3
Egagasi Fm	3
ML FM	2
Ikwewezi FM	2
Highveld	2
East Coast Radio	2
Phalaphala FM	1
Good Hope FM	1
UCR FM	1
Khaya FM	1
P4 Radio	1
KFM	1
Riverside FM	*
SAFM	*
Durban Youth Radio	*
Lotus FM	*
Imbokodo FM	*
Heart 1049	*
CKI FM	*
Algoa FM	*
RSG	*
Other	5
Never listen to radio	9
Don't know/Refused	*

3.3.3 Do you listen to the radio more on the weekend?

Yes	59
No	30
Never listen to radio	9
Don't know/Refused	1

3.4 I'd like us to talk about the OTHER sources of media you use to access information

3.4A Which of the following have you ever done...?

3.4B How often do you...?

	<u>Ever done (NET)</u>	<u>Every day</u>	<u>Almost every day</u>	<u>1-2 times a week</u>	<u>Twice a month</u>	<u>Once a month</u>	<u>Less often</u>	<u>Have never done</u>	<u>Don't know/Refused</u>
3.4.1 Read a newspaper	63	10	10	29	6	5	4	37	*
3.4.2 Use the Internet	17	3	3	5	3	2	2	83	*
3.4.3 Go to the cinema/ movies	26	*	*	3	7	9	6	74	*
3.4.4 Read a magazine	63	5	8	20	11	11	7	37	1
3.4.5 Read a book for entertainment	45	6	7	13	7	8	5	55	*
3.4.6 Read a book for studying	71	35	15	11	2	1	7	29	1
3.4.7 Talk on a cellphone	84	43	16	16	4	1	3	16	1
3.4.8 Text message on a cellphone	68	31	13	15	4	2	2	32	1

SECTION 4: YOUR LIFE AND FUTURE

4.1.1 How satisfied are you with your life as a whole these days?

Very satisfied	51
Somewhat satisfied	25
Not too satisfied	17
Not at all satisfied	7
Don't know/Refused	*

4.1.2 Looking ahead, would you say that you feel mostly hopeful or mostly not hopeful about your future?

Mostly hopeful	87
Mostly not hopeful	12
Don't know/Refused	1

4.2 Please tell me whether you agree or disagree with each of the following statements. (If agree/disagree: Is that strongly or somewhat?)

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Refused</u>
4.2.1 I have clear goals for what I want to achieve in life	81	12	4	2	*
4.2.2 I have a strong network of family and friends to support me	76	13	5	5	*
4.2.3 I feel a lot of pressure to succeed	56	17	12	14	*
4.2.4 I feel pressure from friends to do things I don't want to	18	11	12	59	*

4.3 I'm going to read you a list of some things that different people value in their lives. Some people say these things are important to them. Other people say they are not. Please tell me how important each thing is to you personally. How about...

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too important</u>	<u>Not at all important</u>	<u>Don't know/Refused</u>
4.3.1 Being successful in a career	92	5	1	1	*
4.3.2 Being admired by my friends	58	16	15	11	*
4.3.3 Living a healthy lifestyle	93	6	1	*	*
4.3.4 Having a husband/wife and children	68	12	10	9	*
4.3.5 Having a nice house, car, clothes or other possessions	83	10	5	2	*

4.4 How worried are you IN GENERAL about each of the following...

	<u>Very worried</u>	<u>Somewhat worried</u>	<u>Not too worried</u>	<u>Not at all worried</u>	<u>Don't know/Refused</u>	<u>Already infected (vol.)</u>
4.4.1 I will not be able to get a job	68	13	10	8	*	n/a
4.4.2 I will not earn enough money to provide for myself and my family	67	15	9	7	2	n/a
4.4.3 I will get HIV/AIDS	58	11	13	17	*	*
4.4.4 I will be a victim of violent crime	57	13	11	18	*	n/a

SECTION 5: EXPERIENCE/RISK/KNOWLEDGE ABOUT HIV/AIDS

I would now like to ask you some questions about your experiences, risks and knowledge of HIV/AIDS. Some of these questions are personal, but please remember that we are asking these questions to learn more about young people's experiences, in order to help make young people's lives safer.

5.1.1 Do you personally know anybody who is HIV positive, meaning infected with HIV?

Yes	30
No	70
Don't know/Refused	*

5.1.2 Is anybody in your family (father, mother, brothers, sisters) HIV-positive?

Asked of those who know someone who is HIV positive (N=1206)

Yes	24
No	73
Don't know/Refused	3

5.1.1/5.1.2 Combo table based on total

Know someone who is HIV-positive (NET)	30
Someone in family is HIV-positive	7
Nobody in family is HIV-positive	22
Don't know/Refused	1
Don't know anyone who is HIV-positive	70

5.1.3 Do you personally know somebody who has died of AIDS or AIDS-related illness?

Yes	45
No	55
Don't know/Refused	*

5.1.4 Has anybody in your immediate family died of AIDS or AIDS-related illness?

Based on those who know someone who has died of AIDS (N=1823)

Yes	34
No	64
Don't know/Refused	2

5.1.3/5.1.4 Combo table based on total

Know someone who died of AIDS (NET)	45
Someone in family died of AIDS	15
Nobody in family died of AIDS	29
Don't know/Refused	1
Don't know anyone who has died of AIDS	55

5.1.5 How many funerals have you attended in the past 12 months?

None	24
1-2	31
3-4	19
5-9	15
10 or more	11
Don't know/Refused	1

5.2 How much of a risk do you think you, personally, have of...

5.2.1 ...Getting someone/becoming pregnant when you had not planned to?

Great risk	43
Some risk	10
Just a small risk	10
No risk	37
Currently pregnant (vol.)	*
Don't know/Refused	*

5.2.2 ...Getting HIV/AIDS

Great risk	42
Some risk	13
Just a small risk	13
No risk	32
Already infected (vol.)	*
Don't know/Refused	*

5.2.3 ...Getting other sexually transmitted infections, such as herpes or gonorrhea

Great risk	39
Some risk	11
Just a small risk	12
No risk	37
Already have an STI (vol.)	*
Don't know/Refused	*

5.2.4 ...Being sexually assaulted

Great risk	38
Some risk	10
Just a small risk	12
No risk	40
Don't know/Refused	1

5.3.1 Compared to other people your age, do you think you are more or less likely or just as likely to become infected with HIV/AIDS?

More likely	20
Less likely	54
Just as likely	25
Already infected (vol.)	*
Don't know/Refused	1

5.3.2 Bearing in mind the different ways people can be infected with HIV, the virus that causes AIDS – how concerned are you personally about becoming infected with HIV sometime in the next 10 years?

Very concerned	60
Somewhat concerned	15
Not too concerned	13
Not at all concerned	11
Already infected (vol.)	*
Don't know/Refused	1

5.4 Please tell me whether or not any of the following are reasons why you feel at small or no risk of getting HIV/AIDS...

Based on those who feel they are at small or no risk of getting HIV/AIDS (N=1685)

	<u>Yes, a</u>	<u>No, not a</u>	<u>Never had</u>	<u>Don't</u>
	<u>reason</u>	<u>reason</u>	<u>penetrative</u>	<u>know/</u>
			<u>sex (vol.)</u>	<u>Refused</u>
5.4.1 I don't have sex enough to feel at risk	17	37	44	2
5.4.2 I always use a condom when I have sex	32	21	44	2
5.4.3 I'm careful about who I have sex with	38	16	44	2
5.4.4 I only have sex with one partner and I do not think he or she is infected with HIV	32	21	44	2

5.5 Do you think you have been exposed to HIV?

Yes	22
No	64
Unsure	12
Already infected (vol.)	*
Don't know/Refused	1

5.6 How likely do you think it is that you are currently infected with HIV?

Very likely	9
Somewhat likely	8
Not too likely	17
Not likely at all	62
Already infected (vol.)	*
Don't know/Refused	3

5.7 Please tell me whether you think each of the following statements about HIV and AIDS is true or false, OR if you don't know whether it's true or false...

	<u>True</u>	<u>False</u>	<u>Don't know</u>	<u>Refused</u>
5.7.1 There are drugs available which can lengthen the lives of people who have HIV and AIDS.	78	14	7	*
5.7.2 There is a vaccine available that protects a person from getting HIV, the virus that causes AIDS.	23	61	16	*
5.7.3 A pregnant woman who has HIV can take certain drugs to reduce the risk of her baby being born infected with HIV.	76	14	9	*
5.7.4 Having another sexually transmitted infection such as Herpes or Gonorrhoea increases a person's risk of becoming infected with HIV.	69	15	15	*
5.7.5 There are drugs available that can cure HIV and AIDS.	11	80	9	*
5.7.6 If someone with HIV is taking drugs to lengthen their life, they still have to practice safe sex.	82	11	6	1

5.8.1 Do you believe the goal of an HIV free generation is attainable?

Yes	41
No	57
Don't know/Refused	2

5.8.2 When do you think South Africa might reach the goal of an HIV free generation?

In the next decade	17
In your lifetime	8
Many decades from now	15
Other	*
Do not think the goal of an HIV free generation is attainable	57
Don't know/Refused	3

SECTION 6: SEXUAL BEHAVIOR

Now I am going to ask you some personal questions about sex. Remember we are asking these questions to learn more about how young people like yourself feel, in order to help make young people's lives safer. We know that some young people have had sexual intercourse and some have sexual intercourse with more than one person. Please answer the following questions honestly. Remember, your name is not written on this questionnaire. Remember too that you have the right to refuse to answer any questions that may make you feel uncomfortable.

6.1 Do you currently have a main partner, by this I mean a main boyfriend/ girlfriend or husband/ wife?

Yes	66
No	33
Don't know/Refused	*

6.2 What is their relationship to you?

Asked of those who have a main partner (N=2614)

Husband or wife living together	4
Husband or wife not living together	1
Boyfriend or girlfriend living together	7
Boyfriend or girlfriend not living together	89
Don't know/Refused	*

6.3 Have you ever had vaginal sex with someone (that is to say when the penis was in the vagina)?

Yes	67
No	33
Don't know/Refused	*

6.4 How old were you when you first had vaginal sex?

Asked of those who have had vaginal sex (N=2523)

Age 12 or under	3
Age 13-15	27
Age 16-17	38
Age 18+	32
Don't know/Refused	1

6.5 Have you ever had oral sex with a man or a woman (that is to say when either you or your partner's mouth was on the penis or vagina)?

Yes	18
No	82
Don't know/Refused	*

6.6 Have you ever had anal sex with someone (that is to say when the penis was in the anus)?

Yes	5
No	94
Don't know/Refused	*

6.3/6.6 Combo table: Respondent has had vaginal or anal sex

Yes, had vaginal or anal sex	67
No, have not had vaginal or anal sex	33

6.7 The last time you had sexual intercourse, did you use a condom?

Asked of those who have had vaginal or anal sex (N=2524)

Yes	62
No	37
Don't know/Refused	1

6.8 How would you describe your relationship to the person you last had sex with?

Asked of those who have had vaginal or anal sex (N=2524)

Husband or wife living together	4
Husband or wife not living together	1
Boyfriend or girlfriend living together	7
Boyfriend or girlfriend not living together	81
Casual partner or one night stand	7
Sex worker	*
Don't know/Refused	1

6.9 On average, how often do you use condoms during sexual intercourse?

Asked of those who have had vaginal or anal sex (N=2524)

Always	45
More than half of the time	15
Half of the time	12
Less than half of the time	10
Never	17
Don't know/Refused	1

6.10 Have you had sexual intercourse in the last 12 months?

Asked of those who have had vaginal or anal sex (N=2524)

Yes	87
No	12
Don't know/Refused	1

6.11 How many different people have you had sexual intercourse with in the last 12 months?

Asked of those who have had intercourse in the last 12 months (N=2228)

1	63
2	18
3	9
4 or more	10
Don't know/Refused	1

6.12 In the past 12 months, do you think you have had unprotected sex with someone who is HIV positive?

Asked of those who have had intercourse in the last 12 months (N=2228)

Yes	6
No	78
Unsure	15
Don't know/Refused	*

6.13 Thinking about your current or most recent sexual partner(s), do you think your partner(s) is (are) having sex with other people?

Asked of those who have had intercourse in the last 12 months (N=2228)

Yes	23
No	46
Unsure	30
Don't know/Refused	1

6.14 Do you think your partner(s) is (are) using condoms when they have sex with other people, or not?

Asked of those who think their partner is having sex with other people or are unsure (N=1204)

Yes	18
No	10
Unsure	69
Don't know/Refused	3

6.15 How many different people have you had sexual intercourse with in your whole lifetime

Asked of those who have had vaginal or anal sex (N=2524)

1	27
2	18
3	14
4	10
5	6
6 or more	23
Don't know/Refused	3

SECTION 7: PREGNANCY

I would like to now ask you about pregnancy or pregnancies that you might have had since you became sexually active.

7.1.1 Have you ever been pregnant/made a girl pregnant?

Asked of those who have had vaginal or anal sex (N=2524)

Yes	37
No	62
Don't know/Refused	1

7.1.2 Have you ever been pregnant when you did not want to be?

Asked of females who have ever been pregnant (N=837)

Yes	61
No	38
Don't know/Refused	1

7.1.3 Did you discuss getting pregnant with your partner before you/she became pregnant?

Asked of all who have ever been pregnant or made a girl pregnant (N=1005)

Yes	28
No	71
Don't know/Refused	1

7.1.4 Did your partner support the idea of you/her getting pregnant?

Based on all who have ever been pregnant or made a girl pregnant (N=1005)

Yes	25
No	2
Did not discuss getting pregnant with partner beforehand	71
Don't know/Refused	1

7.1.5 Are you married or planning to get married to the father/mother of the child?

Asked of all who have ever been pregnant or made a girl pregnant (N=1005)

Yes	39
No	57
Don't know/Refused	4

7.1.6 How old was the father/mother of the child when you/she got pregnant?

Asked of all who have ever been pregnant or made a girl pregnant (N=1005)

Age 16 or under	8
Age 17-18	17
Age 19-21	30
Age 22-24	22
Age 25+	20
Don't know/Refused	3

7.2 Thinking about the most recent pregnancy, which of the following statements apply to you? I fell pregnant because...

Asked of females who have been pregnant (N=837)

	Yes	No	Don't know/ Refused
7.2.1 ...I wanted to have a baby	28	71	1
7.2.2 ...I was not using any contraception	66	33	1
7.2.3 ...I was forced to have sex against my will	3	96	1
7.2.4 ...I wanted to get the child support grant	2	97	1
7.2.5 ...It would make my boyfriend want to marry me	5	93	1
7.2.6 ...It would show that I am a mature/fertile woman	8	91	1
7.2.7 ...It would make people respect me	6	93	1

SECTION 8: HIV/AIDS TESTING

I am now going to ask you some more questions about HIV/AIDS, with regards to testing and your perceptions around this issue. Remember the information you give us is confidential and can not be linked back to you however you have the right to refuse to answer any questions that may make you feel uncomfortable.

8.1.1 Have you ever been tested for HIV?

Yes	30
No	70
Don't know/Refused	*

8.1.2 Thinking about the last time you were tested for HIV, did you ever tell anyone the result of the HIV test? By this I mean that you told a friend, a family member, a sexual partner, or other person that your HIV test was either positive or negative.

Asked of those who have ever been tested for HIV (N=1196)

Yes, told someone	86
No, did not tell anyone	13
Don't know/Refused	1

8.2 Would you be willing to get an HIV test if it was offered to you?

Asked of those who have never been tested for HIV (N=2728)

Yes	72
No	27
Don't know/Refused	1

8.3 Please tell me whether or not any of the following are reasons you have NOT been tested for HIV...

Asked of those who have never been tested for HIV (N=2728)

	<u>Yes, a reason</u>	<u>No, not a reason</u>	<u>Don't know/Refused</u>
8.3.1 AIDS will kill me so I don't want to know	15	84	1
8.3.2 I am afraid of other people's reactions –they might ostracize or avoid me if they find out	17	81	1
8.3.3 The clinic can't be trusted to keep your status confidential	14	85	2
8.3.4 AIDS is a fact-of-life in our community so why should I worry	7	92	2
8.3.5 I'm not at risk, so I don't need to be tested	31	68	1
8.3.6 I don't know where to go to get tested	10	89	1

8.4 For each of the following, please tell me if this is something you would like more information about or not.

	<u>Yes</u>	<u>No</u>	<u>Don't know/ Refused</u>
8.4.1 How to protect yourself from HIV/AIDS and other sexually transmitted infections	82	18	*
8.4.2 Where to get tested for HIV	63	36	*
8.4.3 Where to get HIV/AIDS treatment	72	28	*
8.4.4 How to prevent pregnancy	70	30	1
8.4.5 How to discuss using a condom with your partner	69	29	2
8.4.6 How to resist pressure from girlfriends/boyfriends to have sex	71	28	1
8.4.7 How to talk to your partner about getting an HIV test before having sex	73	25	2
8.4.8 How to talk more openly to your parents/other adults about HIV, sex, relationships between boys and girls, alcohol, drugs and other difficult issues	77	23	*

SECTION 9: SOURCES OF INFORMATION ABOUT HIV/AIDS

9.1 Please tell me how much you trust each of the following sources of information about HIV/AIDS and related sexual behaviors. First would you say you trust (INSERT) for information about HIV/AIDS a lot, some, only a little, or not at all?

	<u>A lot</u>	<u>Some</u>	<u>Only a little</u>	<u>Not at all</u>	<u>Don't know/ Refused</u>
9.1.1 Somebody like you	52	20	12	14	1
9.1.2 Talk show host or radio DJ	55	24	10	10	1
9.1.3 Soapie star or fictional character in a TV or radio drama	50	22	11	16	1
9.1.4 Political leaders	47	20	10	22	1
9.1.5 Popular sports and/or music stars	46	23	12	18	1
9.1.6 South African icons like Nelson Mandela and Archbishop Tutu	77	12	4	7	1
9.1.7 HIV positive persons	80	11	3	5	*
9.1.8 Experts like doctors and scientists	87	8	3	2	*
9.1.9 NGOs or other advocacy leaders like Zackie Achmat	64	16	8	9	4
9.1.10 Parents	79	12	5	4	*
9.1.11 Teachers	69	18	6	7	1
9.1.12 Friends	40	21	16	23	*
9.1.13 Church leaders	59	18	11	12	1
9.1.14 National HIV/AIDS prevention and education campaigns	85	9	2	3	1

9.2 Please tell me whether you agree or disagree with each of the following statements. (If agree/disagree: Is that strongly or somewhat?)

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Refused</u>	<u>Already infected (vol.)</u>
9.2.1 I know enough about HIV/AIDS, I don't need to know more	14	8	13	66	*	n/a
9.2.2 People who talk to us about HIV/AIDS don't understand the pressures on young people	22	19	14	44	1	n/a
9.2.3 Most HIV/AIDS information is not relevant to young people's lifestyle	20	11	15	53	1	n/a
9.2.4 I am going to get HIV/AIDS anyway so why should I worry about it	4	3	10	83	*	*
9.2.5 I am taking control of my life to make sure I never get HIV	63	12	5	19	*	*

SECTION 10: ROLE OF MEDIA IN HIV EDUCATION

10.1 How effective is each of the following in teaching young people about HIV/AIDS? Very effective, somewhat effective, not too effective, not at all effective?

	<u>Very effective</u>	<u>Somewhat effective</u>	<u>Not too effective</u>	<u>Not at all effective</u>	<u>Don't know/Refused</u>
10.1.1 The media, such as television, radio, and newspapers	81	13	3	1	1
10.1.2 Schools and teachers	68	19	8	4	1
10.1.3 Peer educators	61	19	10	9	1
10.1.4 Health workers, such as doctors and nurses	84	11	3	1	*
10.1.5 Parents	71	16	7	6	*
10.1.6 Churches	55	18	14	12	1
10.1.7 Local youth or community centers	59	18	10	10	3
10.1.8 National HIV/AIDS prevention and education campaigns	83	11	2	3	1

10.2 Would you like to receive messages about HIV/AIDS via your cellphone?

Yes	59
No	12
Do not own a cellphone (vol.)	7
Would want to receive messages if had cellphone (vol.)	14
Would not want to receive messages if had cellphone (vol.)	7
Don't know/Refused	1

10.3 In your own experience has TV or radio had a positive impact on your understanding of HIV/AIDS and related sexual behaviors?

Yes	91
No	8
Don't know/Refused	1

10.4 Do you think TV and radio can help reduce the spread of HIV/AIDS by bringing attention to the sexual behaviors, attitudes and traditions driving the HIV/AIDS epidemic?

Yes	89
No	10
Don't know/Refused	1

10.5 Do you think that TV and radio are generally doing a very good, somewhat good, somewhat bad or very bad job communicating about HIV/AIDS and related sexual behaviors?

Very good job	79
Somewhat good job	17
Somewhat bad job	1
Very bad job	1
Do not watch TV or listen to radio	1
Don't know/Refused	*

10.6 Please tell me whether or not each of the following is a reason you think TV and radio are doing a somewhat or very bad job...

Asked of those who say TV and radio are doing a somewhat or very bad job communicating about HIV (N=81)

	<u>Yes, a reason</u>	<u>No, not a reason</u>	<u>Don't know/Refused</u>
10.6.1 Messages/content are often not direct enough	77	21	2
10.6.2 The language used is often not appropriate	39	59	2
10.6.3 The information given is sometimes confusing	56	42	2
10.6.4 HIV/AIDS messaging/content is mostly boring	56	41	2

10.5/10.6 Combo table based on total

TV and radio are generally doing a good job communicating about HIV	96
TV and radio are generally doing a bad job communicating about HIV (NET)	2
Messages/content not direct enough is a reason	2
Language used not appropriate is a reason	1
Information given is confusing is a reason	1
HIV/AIDS messaging is boring is a reason	1
Do not watch TV or listen to radio	1
Don't know/Refused	*

10.7 Please tell me whether you agree or disagree with each of the following statements.
(If agree/disagree: Is that strongly or somewhat?)

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Refused</u>	<u>Don't watch TV/listen to radio</u>
10.7.1 I listen to the radio/watch TV for entertainment and I don't want to be scared or made to worry about other things	21	12	17	48	1	1
10.7.2 I get enough HIV/AIDS information from other sources, I don't want to hear or see it on TV or radio	8	5	15	69	1	1
10.7.3 More HIV/AIDS related content on TV or radio won't make any difference to the epidemic	12	10	15	61	1	1
10.7.4 More HIV/AIDS related content on TV or radio might encourage people to have more casual and unsafe sex	11	8	11	68	1	1

SECTION 11: AWARENESS OF SPECIFIC PROGRAMS

I am now going to ask you some questions about specific programs or campaigns you may have heard and seen.

11.1 Please tell me whether or not you have watched any of the following...

	<u>Yes</u>	<u>No</u>	<u>Don't know/Refused</u>	<u>Don't watch TV/listen to radio</u>
11.1.1 Zola 7	74	25	--	1
11.1.2 Take 5	40	59	*	1
11.1.3 Soul City	72	27	--	1
11.1.4 Soul Buddyz	55	44	--	1
11.1.5 City Sesla	9	90	--	1
11.1.6 Tsha Tsha	57	42	--	1
11.1.7 Zone 14	59	40	*	1
11.1.8 Isidingo	52	47	*	1
11.1.9 Siyanqoba	22	76	*	1
11.1.10 Heart lines	22	77	*	1
11.1.11 Generations	81	18	*	1
11.1.12 7 de Laan	40	59	*	1

11.2 How useful do you think this programme is in teaching young people about HIV/AIDS and related sexual behaviors?

Asked of those who have ever watched each program

	<u>Very useful</u>	<u>Somewhat useful</u>	<u>Not too useful</u>	<u>Not at all useful</u>	<u>Don't know/Refused</u>	<u>N=</u>
11.2.1 Zola 7	58	18	11	12	1	2950
11.2.2 Take 5	70	20	5	4	1	1632
11.2.3 Soul City	93	5	1	1	*	2920
11.2.4 Soul Buddyz	85	11	2	1	1	2298
11.2.5 City Sesla	42	19	14	24	*	394
11.2.6 Tsha Tsha	75	16	5	3	*	2327
11.2.7 Zone 14	37	15	15	32	1	2400
11.2.8 Isidingo	44	20	19	17	1	2055
11.2.9 Siyanqoba	87	7	2	4	*	936
11.2.10 Heart lines	77	13	6	4	*	912
11.2.11 Generations	31	12	16	41	1	3265
11.2.12 7 de Laan	27	13	18	41	2	1524

11.3 How much if anything do you think you have personally learned about HIV/AIDS and related sexual behaviors from this programme?

Asked of those who have ever watched each program

	<u>Learned a lot</u>	<u>Learned some</u>	<u>Learned a little</u>	<u>Learned nothing</u>	<u>Don't know/Refused</u>	<u>N=</u>
11.3.1 Zola 7	55	16	13	16	1	2950
11.3.2 Take 5	67	19	7	5	1	1632
11.3.3 Soul City	91	6	2	1	*	2920
11.3.4 Soul Buddyz	83	10	4	1	1	2298
11.3.5 City Sesla	41	17	13	27	1	394
11.3.6 Tsha Tsha	72	16	7	4	1	2327
11.3.7 Zone 14	35	14	14	36	1	2400
11.3.8 Isidingo	42	18	19	21	1	2055
11.3.9 Siyanqoba	86	8	3	4	*	936
11.3.10 Heart lines	73	13	7	6	*	912
11.3.11 Generations	29	11	15	44	1	3265
11.3.12 7 de Laan	25	12	15	45	1	1524

SECTION 12: IMPACT OF PROGRAMS

12.1 I'm going to read you some opinions people might have about HIV/AIDS information contained in TV and radio programs. Please tell me how much you agree or disagree with each statement. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

HIV/AIDS information contained in TV and radio programs...

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Refused</u>
12.1.1 Gets people talking about HIV/AIDS	72	18	4	5	1
12.1.2 Goes in one ear and out the other	29	23	15	31	1
12.1.3 Exaggerates the problem	19	13	19	48	2
12.1.4 Helps reduce stigma around HIV/AIDS	63	20	7	9	1

12.2 Please tell me whether or not you have done any of the following because of what you learned from HIV/AIDS information contained in radio or TV programs.

(First), have you (INSERT) because of HIV/AIDS information in radio or TV programs?

	<u>Yes</u>	<u>No</u>	<u>Haven't seen HIV/AIDS info (vol.)</u>	<u>Have not had sex (vol.)</u>	<u>Don't know/ Refused</u>
12.2.1 Visited a doctor or other health care provider	19	80	1	n/a	*
12.2.2 Decided to change your sexual behavior	43	53	1	3	*
12.2.3 Talked to parents/adult about HIV/AIDS, sex or other difficult issues	35	63	1	n/a	1
12.2.4 Talked to siblings and/or friends about HIV/AIDS	60	38	1	n/a	*
12.2.5 Talked to a partner about safer sex	50	46	1	3	*
12.2.6 Gotten tested for HIV	24	74	1	n/a	*
12.2.7 Looked for more information on HIV/AIDS (called helpline, etc.)	32	67	1	n/a	1

12.3 What program format do you think is most effective in communicating about HIV/AIDS and related sexual behaviors?

Drama programs like Soul City	56
Children's programs like Soul Buddyz	10
Entertainment programs like Zola 7 or Lattitude	7
Educational magazine shows like Siyanqoba	7
Soapies like Isidingo or Generations	5
Talk shows like Talk to Me	3
Music shows like ONE	1
Multiple answers given	5
Don't watch TV (vol.)	*
Don't know	4
Refused	2

SECTION 13: AWARENESS OF SPECIFIC CAMPAIGNS

I would now like to ask you some questions about some programs you may or may not know about...

13.1 Can you name any on-going national HIV/AIDS programs or campaigns that run on radio or TV?

Yes	71
No	29
Don't know/Refused	*

13.2 If yes, can you please name them for me? (OPEN-ENDED)

13.1/13.2 Combo table based on total

Note: Adds up to more than 100% because respondents were allowed to give multiple answers.

Soul City	48
loveLife	25
Khomanani	8
Soul Buddyz	6
Siyanqoba	5
Tsha Tsha	2
Zola 7	1
Take 5	1
Phamokate	1
Choice	1
Zone 14	*
Heart Lines	*
Isidingo	*
Generations	*
Shift	*
Other	2
Cannot name any	29
Don't know/Refused	*

13.3 (IF DID NOT MENTION LOVELIFE) Have you ever heard of loveLife, or not?

13.2/13.3 Combo table based on total

loveLife mentioned or have heard of loveLife (NET)	86
loveLife mentioned	25
Yes, have heard of loveLife	61
Did not mention and have not heard of loveLife	15

13.4 (IF DID NOT MENTION KHOMANANI) Have you ever heard of Khomanani, or not?

13.2/13.4 Combo table based on total

Khomanani mentioned or have heard of Khomanani (NET)	61
Khomanani mentioned	8
Yes, have heard of Khomanani	53
Did not mention and have not heard of Khomanani	39

13.5 (IF DID NOT MENTION SOUL CITY) Have you ever heard of Soul City, or not?

13.2/13.5 Combo table based on total

Soul City mentioned or have heard of Soul City (NET)	91
Soul City mentioned	48
Yes, have heard of Soul City	43
Did not mention and have not heard of Soul City	9

13.6.1 through 13.6.3 asked of those who mentioned or have heard of loveLife (N=3410)

13.6.1 How important would you say loveLife has been overall for young people in South Africa?

Very important	86
Somewhat important	10
Not too important	3
Not at all important	*
Don't know/Refused	1

13.6.2 How important would you say loveLife has been to you personally in learning about HIV/AIDS?

Very important	82
Somewhat important	10
Not too important	5
Not at all important	2
Don't know/Refused	1

13.6.3 How important would you say loveLife has been to you personally in helping you make personal choices about sexual behavior?

Very important	80
Somewhat important	11
Not too important	5
Not at all important	3
Don't know/Refused	1

13.7.1 through 13.7.3 asked of those who mentioned or have heard of Khomanani (N=2423)

13.7.1 How important would you say Khomanani has been overall for young people in South Africa?

Very important	82
Somewhat important	11
Not too important	4
Not at all important	1
Don't know/Refused	2

13.7.2 How important would you say Khomanani has been to you personally in learning about HIV/AIDS?

Very important	79
Somewhat important	11
Not too important	5
Not at all important	3
Don't know/Refused	2

13.7.3 How important would you say Khomanani has been to you personally in helping you make personal choices about sexual behavior?

Very important	78
Somewhat important	10
Not too important	6
Not at all important	4
Don't know/Refused	2

13.8.1 through 13.8.3 asked of those who mentioned or have heard of Soul City (N=3612)

13.8.1 How important would you say Soul City has been overall for young people in South Africa?

Very important	89
Somewhat important	7
Not too important	2
Not at all important	1
Don't know/Refused	1

13.8.2 How important would you say Soul City has been to you personally in learning about HIV/AIDS?

Very important	88
Somewhat important	6
Not too important	3
Not at all important	2
Don't know/Refused	1

13.8.3 How important would you say Soul City has been to you personally in helping you make personal choices about sexual behavior?

Very important	85
Somewhat important	7
Not too important	4
Not at all important	3
Don't know/Refused	1

13.9 Thinking about everything we've asked you about HIV/AIDS messaging/content on radio and TV, please tell me whether you agree or disagree with each of the following statements. (If agree/disagree: Is that strongly or somewhat?)

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Refused</u>
13.9.1 There should be more HIV/AIDS messaging/programming on radio and TV	82	10	3	4	1
13.9.2 Messages about fear and death turn young people off	47	16	13	22	2
13.9.3 Messages on radio and TV should give straight-forward information about how to prevent HIV	85	9	2	3	1
13.9.4 HIV/AIDS messaging needs to offer hope for an end to AIDS	80	11	2	5	1
13.9.5 Messaging that tap into young peoples' aspirations can be effective in HIV/AIDS prevention	77	17	3	2	1
13.9.6 HIV/AIDS messaging needs to better address the social and cultural influences in young people's lives	83	13	2	2	1

SECTION 14: OTHER DEMOGRAPHICS

14.1 Would you describe your family as...

Very poor	5
Poor	25
Enough money to live on	63
More than enough money to live on	5
Wealthy	2
Don't know/Refused	*

14.2 Who are you living with?

Note: Adds up to more than 100% because respondents were allowed to give multiple answers.

Parents	68
Another family member	48
Boyfriend or girlfriend	5
Husband or wife	2
Living on their own	4
Friend	1
Don't know/Refused	*

14.3 Do you currently attend school?

Yes	49
No	51
Don't know/Refused	*

14.4 Which grade are you currently in?
Asked of those who currently attend school (N=2066)

Grade 4 or standard 2	*
Grade 5 or standard 3	1
Grade 6 or standard 4	2
Grade 7 or standard 5	5
Grade 8 or standard 6	10
Grade 9 or standard 7	17
Grade 10 or standard 8	23
Grade 11 or standard 9	25
Grade 12 or standard 10	17
Don't know/Refused	*

14.5 What was the last grade you finished/passed?
Asked of those who do not currently attend school (N=1857)

None	*
Grade 1	*
Grade 2	*
Grade 3 or standard 1	1
Grade 4 or standard 2	1
Grade 5 or standard 3	3
Grade 6 or standard 4	2
Grade 7 or standard 5	4
Grade 8 or standard 6	6
Grade 9 or standard 7	8
Grade 10 or standard 8	12
Grade 11 or standard 9	12
Grade 12 or standard 10	50
Don't know/Refused	1

14.6 What are you doing at the moment?
Asked of those who do not currently attend school (N=1857)

Working full time	17
Working and studying	3
Studying full time	10
Unemployed	52
Part time employment	12
Studying part-time	1
Self-employed	1
Studying, time frame unspecified	3
Don't know/Refused	2

14.7 I would like to find out where you get money from for your personal use.
 Asked of those who are currently in school or are unemployed (N=3410)

Note: Adds up to more than 100% because respondents were allowed to give multiple answers.

Parent or guardian	71
Other family member	17
Odd jobs or paid chore	5
Selling things	2
Part time employment	2
Friends	*
Favours for others	*
Respondent never has money	1
Partner	7
Grant	3
Other	*
Don't know/Refused	2

SECTION 15: SOCIAL ECONOMIC STATUS

15.1 In the last twelve months, how often have you or your household...?

	<u>Often</u>	<u>Some- times</u>	<u>Rarely</u>	<u>Never</u>	<u>Don't know/ Refused</u>	<u>Do not have electricity</u>
15.1.1 Gone without enough food to eat	4	22	11	62	*	n/a
15.1.2 Gone without enough clean water to drink and cook with	6	13	8	73	*	n/a
15.1.3 Felt unsafe from crime in your home	10	20	11	59	*	n/a
15.1.4 Gone without medicine or medical treatment that you needed	7	21	11	61	*	n/a
15.1.5 Gone without a cash income	11	33	11	44	*	n/a
15.1.6 Gone without enough fuel to heat your home or cook food	4	18	10	67	1	n/a
15.1.7 Gone without electricity in your home because you could not afford it (NOT THE NORMAL ELECTRICITY BLACK OUTS THAT AFFECT OTHER HOMES AROUND YOU)	7	15	7	60	1	10
15.1.8 Gone without adequate shelter	2	2	2	94	1	n/a

15.1.9 What is the MAIN material used for the walls of the main dwelling in this homestead?

Traditional materials	24
Temporary shack	2
Permanent shack	5
Permanent house	69
Don't know/Refused	1

SECTION A: DEMOGRAPHICS COLLECTED BY INTERVIEWER

A1. Province

Eastern Cape	16
Free State	6
Gauteng	16
Kwa Zulu Natal	22
Limpopo	14
Mpumalanga	7
North West	8
Northern Cape	2
Western Cape	9

A3. Settlement Type

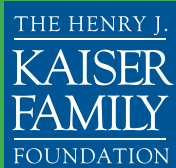
Urban formal (built up or city area)	44
Urban – informal	7
Peri - urban (mostly informal / small holding)	5
Tribal settlement	39
Farming	6

A4. Housing Type

Formal housing	38
Mostly formal housing	28
Mostly informal housing	9
Squatter housing / impoverished area	1
Traditional housing	24

A11. Home language

Zulu	27
Xhosa	18
Afrikaans	11
Sotho	11
Pedi	9
English	7
Tswana	7
Tsonga	5
Siswati	3
Venda	2
Ndebele	1



Additional copies of this publication (#7614) are available on the Kaiser Family Foundation's website at www.kff.org.

The Kaiser Family Foundation is a non-profit, private operating foundation dedicated to providing information and analysis on health care issues to policymakers, the media, the health care community and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

The Henry J. Kaiser Family Foundation
Headquarters: 2400 Sand Hill Road, Menlo Park, CA 94025
Phone: 650.854.9400 Fax: 650.854.4800

Washington Offices and Barbara Jordan Conference Center
1330 G Street N.W., Washington, DC 20005
Phone: 202.347.5270 Fax: 202.347.5274 www.kff.org