



## Assessing Public Education Programming on HIV/AIDS: A National Survey of African Americans

rap-it-up



### TOPLINE RESULTS

The full report (#7181) on this survey  
is available on the Kaiser Family Foundation's  
website at [www.kff.org](http://www.kff.org).

OCTOBER  
2004

## ASSESSING PUBLIC EDUCATION PROGRAMMING ON HIV/AIDS A National Survey of African Americans

### Topline Results

#### Princeton Survey Research Associates for the Kaiser Family Foundation

N=800 African American adults, 18 years and older  
Margin of error: Plus or minus 4 percentage points  
Dates of interviewing: March 15, 2004 – May 11, 2004

*Note: An asterisk (\*) indicates a value less than 0.5%. Because percentages are rounded they may not total 100%.*

#### MAIN INTERVIEW:

Q1. Now, thinking specifically about health... What do you think is the MOST urgent health problem facing this nation today? Is there another health problem you think is almost as urgent?

*Based on Form A Respondents (n=407)*

AIDS or HIV	43
Cancer	38
Heart disease	18
Diabetes	17
Other	13
Health insurance/the uninsured	9
Health care cost	8
Lack of good nutrition/junk foods/obesity/weight disorder	7
Health care access	3
Smoking	3
Pollution/environment	2
STDs	2
Drugs	1
Elderly	1
Hunger/malnutrition	*
Don't know/refused	7

**Total exceeds 100% due to multiple responses**

Q2. What do you think is the MOST urgent health problem facing the world today? Is there another health problem that you think is almost as urgent?

*Based on Form B Respondents (n=393)*

AIDS or HIV	49
Cancer	42
Heart disease	22
Other	14
Diabetes	10
Lack of good nutrition/junk foods/obesity/weight disorder	7
Health care cost	7
Health insurance/the uninsured	5
STDs	4
Smoking	4
Hunger/malnutrition	2
Health care access	2
Drugs	2
Pollution/environment	2
Elderly	1
Don't know/refused	9

**Total exceeds 100% due to multiple responses**

Q3. I am going to read you several things the United States helps fund with other countries around the world. For each, please tell me whether you think the U.S. government currently spends too much, not enough, or about the right amount on that particular international effort. (First/Next), what about stopping the spread of HIV and AIDS? Do you think the U.S. government currently spends too much, not enough, or about the right amount on this?

Too much	4
Not enough	81
About the right amount	12
Don't know/refused	4

Q4. Now I have some questions specifically about AIDS and HIV, the virus that causes AIDS... Thinking about the way the problem of HIV/AIDS affects the United States today, do you think the problem is ABOUT THE SAME as it has been, that the U.S. today is MAKING PROGRESS in this area, or that the U.S. today is LOSING GROUND?

*Based on Form A Respondents (n=407)*

About the same	8
U.S. making progress	32
U.S. losing ground	56
Don't know/refused	3

Q5. Thinking about the way the problem of HIV/AIDS affects the world today, do you think the problem is ABOUT THE SAME as it has been, that the world today is MAKING PROGRESS in this area, or that the world today is LOSING GROUND?

*Based on Form B Respondents (n=393)*

About the same	9
World making progress	27
World losing ground	61
Don't know/refused	3

Q6. Turning now to the impact of AIDS and HIV on your life...  
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? Are you very concerned, somewhat concerned, not too concerned, or not at all concerned?

Very concerned	43
Somewhat concerned	14
Not too concerned	18
Not at all concerned	24
Already have HIV/AIDS (VOL)	*
Don't know/refused	*

Q7. As I read each of the following, please tell me if, as far as you know, a person can become infected with HIV this way or not. (First/Next) how about...? Can a person become infected with HIV this way, or not?

	Yes	No	DK/ Ref.
a. Kissing			
All African Americans	41	52	7
18-24 African Americans	25	71	5
b. Sharing a drinking glass			
All African Americans	28	66	6
18-24 African Americans	15	85	—
c. Touching a toilet seat			
All African Americans	16	80	4
18-24 African Americans	13	86	1
d. Sharing an IV needle			
All African Americans	99	1	*
18-24 African Americans	97	3	—
e. Having unprotected oral sex			
All African Americans	93	3	4
18-24 African Americans	94	6	*
f. Having unprotected intercourse			
All African Americans	99	*	*
18-24 African Americans	100	—	—

Q8. 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. (First/Next)... (INSERT). Do you think this statement is true or false?

	True	False	DK/ Ref.
a. There are drugs available which can lengthen the lives of people who have HIV and AIDS			
All African Americans	85	9	6
18-24 African Americans	77	16	8
b. There is a vaccine available that protects a person from getting HIV, the virus that causes AIDS			
All African Americans	16	69	14
18-24 African Americans	11	81	9
c. A pregnant woman who has HIV can take certain drugs to reduce the risk of her baby being born infected			
All African Americans	48	30	22
18-24 African Americans	55	31	14
d. Having another sexually transmitted disease such as Herpes or Gonorrhea increases a person's risk of becoming infected with HIV			
All African Americans	54	27	19
18-24 African Americans	52	28	19
e. As many as one in every three people infected with HIV in this country don't know they're infected			
All African Americans	89	5	6
18-24 African Americans	96	2	2
<b>Item h based on Form A respondents</b>			
f. There is no cure for AIDS at present			
All African Americans	81	15	4
18-24 African Americans	80	15	5
<b>Item I based on Form B respondents</b>			
g. There are drugs available that can cure HIV and AIDS			
All African Americans	15	77	8
18-24 African Americans	15	80	5

Q9. Thinking about people with HIV in the U.S. ...  
 What proportion of all the new HIV infections in this country do you think occur among African Americans? Would you say...?

Less than one-quarter	6
About one-quarter	20
About half	44
About three-quarters	25
Don't know/refused	5

Q10. What proportion of all the new HIV infections in this country do you think occur among people under age 25? Would you say...?

Less than one-quarter	9
About one-quarter	19
About half	39
About three-quarters	29
Don't know/refused	3

Q11. During the last year, how much, if anything, have you personally seen, heard, or read about the problem of AIDS in the U.S.? Have you heard a lot, some, only a little, or nothing at all?

A lot	62
Some	21
Only a little	14
Nothing at all	2
Don't know/refused	*

Q12. In the past 12 months, have you personally donated money or volunteered time for an HIV/AIDS charity or HIV/AIDS service organization, or not?

Yes	19
No	81
Don't know/refused	*

Q13. Now thinking about the issue of HIV/AIDS in countries outside the United States and the AIDS problem worldwide... Which ONE of the following two statements comes CLOSER to your views...

The HIV/AIDS problem worldwide is best described as "an epidemic"	78
HIV/AIDS is a serious problem, but it is an exaggeration to call it "an epidemic"	18
Don't know/refused	4

(READ) Now, thinking about the HIV/AIDS epidemic in the United States specifically...

Q14. In general, do you think the federal government spends...?

*Based on Form A respondents (n=407)*

	All African Americans
Too much money on HIV/AIDS	2
Too little money on HIV/AIDS	80
About the right amount	11
Don't know/refused	7

- Q15. Compared with the amount of money the federal government spends on other health problems, such as heart disease and cancer, do you think federal spending on HIV/AIDS is too HIGH, too LOW, or ABOUT RIGHT?

*Based on Form B respondents (n=393)*

	All African Americans
Too high	7
Too low	64
About right	22
Don't know/refused	8

- Q16. Thinking about everything you know about HIV/AIDS, does this information mainly come from things you've seen and heard from (INSERT), or some other source?

	All African Americans
The media, such as radio, television, and newspapers	65
Your friends and family	8
Your doctor or other health professionals	14
The Internet	3
Some other source	7
Don't know/refused	2

Q17. We're interested in what information people like you need about HIV and AIDS PREVENTION. Please tell me which, if any, of the following you need more information about. (First,) do you need more information about... (INSERT)?

	Yes	No	DK/ Ref.
a. How to use condoms to protect against HIV and AIDS			
All African Americans	22	78	*
18-24 African Americans	15	85	*
b. How to talk with your partner about HIV and AIDS			
All African Americans	30	69	1
18-24 African Americans	29	70	*
c. How to talk with children about HIV and AIDS			
All African Americans	46	53	*
18-24 African Americans	35	65	–
d. How to talk with your doctor or health care provider about HIV and AIDS			
All African Americans	29	70	*
18-24 African Americans	20	80	–
e. Where to go to get tested for HIV			
All African Americans	34	66	*
18-24 African Americans	32	68	–
f. The different kinds of HIV tests available			
All African Americans	53	46	1
18-24 African Americans	56	44	–
g. Whether HIV test results are confidential			
All African Americans	39	60	1
18-24 African Americans	34	66	–
h. How much HIV testing costs			
All African Americans	46	53	1
18-24 African Americans	44	56	–

Q18. Have you ever talked with a doctor or health care provider about HIV or AIDS?

	All African Americans
Yes	55
No	45
Don't know/refused	0

Q19. As far as you know, when you have blood drawn at your doctor's office as part of a routine physical or annual exam, is it STANDARD PRACTICE to perform a test for HIV, or do you HAVE TO ASK your doctor to perform this test?

	All African Americans
Standard practice	29
Have to ask	63
Don't know/refused	8



Q20. If you were to be tested for HIV, how concerned would you be that people would think less of you if they found out you had been tested? Would you be very concerned, somewhat concerned, not too concerned, or not at all concerned?

(IF ALREADY BEEN TESTED FOR HIV: How concerned were you that people would think less of you if they found out you had been tested? Were you...?)

	All African Americans
Very concerned	24
Somewhat concerned	11
Not too concerned	11
Not at all concerned	53
Don't know/refused	1

Q21. Next, I'd like to ask some questions about television. Please tell me how often, if ever, you watch each of the following TV networks. How often do you watch (INSERT)? Would you say every day, a couple of times a week, once a week, less than once a week, or never?

	Every day	A Couple of Times a Week	Once a Week	Less Than Once a Week	Never	DK/Ref.
a. MTV						
All African Americans	14	18	11	11	44	1
18-24 African Americans	41	22	10	12	14	-
b. BET						
All African Americans	28	26	12	12	22	*
18-24 African Americans	59	21	5	7	8	-
c. CBS						
All African Americans	35	31	12	8	12	2
18-24 African Americans	16	33	12	16	21	1
d. UPN						
All African Americans	24	28	13	11	22	2
18-24 African Americans	34	33	9	7	17	-

Q22. In recent years, public service campaigns on issues like smoking, AIDS and drug abuse have aired on these and other TV networks. As I read you the names of some of these public service campaigns, please tell me whether you have ever heard of each one, or not.

(First), have you ever heard of a TV campaign called (INSERT), or not?

	Yes, Have Heard of	No, Have Not	DK/ Ref.
a. Fight for Your Rights			
All African Americans	47	52	1
18-24 African Americans	62	38	-
b. The More You Know			
All African Americans	41	58	1
18-24 African Americans	60	39	1
c. Rap It Up			
All African Americans	58	41	1
18-24 African Americans	92	8	-
d. KNOW HIV AIDS			
All African Americans	28	70	2
18-24 African Americans	32	68	-

Q23. I'm going to briefly describe some ads that may or may not have been on TV recently. Please tell me whether or not you remember seeing each of the following ads. (First/Next), do you remember seeing (INSERT)?

	Yes, Remember Seeing Ad	No, Don't Remember Seeing Ad	DK/ Ref.
a. An ad that talks about African American men being "Number One" in sports, business, music and new HIV infections			
All African Americans	42	56	2
18-24 African Americans	52	47	1
b. An ad in which a young African American stops people in the street to congratulate them on using protection the night before			
All African Americans	16	83	1
18-24 African Americans	24	73	3
c. An ad showing couples having conversations about all the difficult issues like AIDS that they are not going to talk about before having sex			
All African Americans	34	64	1
18-24 African Americans	49	50	1
d. Ads with Alicia Keys and Ruben Studdard			
All African Americans	39	60	1
18-24 African Americans	72	28	-
e. An ad where the actress Mo'Nique is acting out all the lame excuses men give for not using condoms			
All African Americans	54	45	1
18-24 African Americans	73	27	*

Q24. You mentioned that you've seen (one/some) of the ads I just described to you. About how many times would you say you've seen (this/these ads)... Just once or twice, a few times, or many times?

	All African Americans	18-24 African Americans
Just once or twice	28	20
A few times	30	31
Many times	19	40
Don't know/refused	1	*
Never seen any ad	22	9

Q25. Please tell me if you've ever watched any of the following shows on BET... (First), have you ever watched (INSERT), or not?

	Yes	No	Never Watch BET	DK/ Ref.
a. The Naked Truth				
All African Americans	19	57	22	1
18-24 African Americans	29	62	8	1
b. 106 and Park				
All African Americans	47	30	22	1
18-24 African Americans	90	2	8	-
c. Rap City				
All African Americans	52	25	22	*
18-24 African Americans	87	5	8	-

Q26. Did you happen to see a recent episode of "The Naked Truth" about sexuality in the African American community, or did you not see this particular episode?

	All African Americans	18-24 African Americans
Yes	5	14
No	14	15
Don't know/refused	0	-
Never watch 'The Naked Truth'	59	63
Never watch BET	22	8

Q27. Did you happen to see the "106 and Park" special with Alicia Keys and Ruben Studdard talking about HIV/AIDS, or did you not see this particular episode?

	All African Americans	18-24 African Americans
Yes	13	30
No	34	60
Don't know/refused	*	-
Never watch '106 and Park'	31	2
Never watch BET	22	8

Q28. Did you happen to see the special edition of "Rap City" with Big Tigger talking about AIDS testing, or did you not see this particular episode?

	All African Americans	18-24 African Americans
Yes	18	41
No	34	45
Don't know/refused	1	1
Never watch 'Rap City'	25	5
Never watch BET	22	8

Q29. Please tell me if you've ever watched any of the following shows on UPN... (First), have you ever watched (INSERT), or not?

	Yes	No	Never Watch UPN	DK/ Ref.
a. The Parkers				
All African Americans	66	9	24	*
18-24 African Americans	79	4	17	-
b. One on One				
All African Americans	50	26	24	*
18-24 African Americans	67	16	17	-
c. Girlfriends				
All African Americans	53	22	24	1
18-24 African Americans	66	18	17	-

Q30. Did you happen to see the episode of "The Parkers" where T learns that the girl of his dreams is HIV positive, or did you not see this particular episode?

	All African Americans	18-24 African Americans
Yes	20	30
No	46	49
Don't know/refused	1	*
Never watch 'The Parkers'	10	4
Never watch UPN	24	17

Q31. Did you happen to see the episode of "One on One" where Flex got tested for HIV, or did you not see this particular episode?

	All African Americans	18-24 African Americans
Yes	18	30
No	31	37
Don't know/refused	1	1
Never watch 'One on One'	26	16
Never watch UPN	24	17

Q32. Did you happen to see the episode of "Girlfriends" where Joan's college friend revealed she was HIV-positive, or did you not see this particular episode?

	All African Americans	18-24 African Americans
Yes	22	31
No	30	35
Don't know/refused	1	-
Never watch 'Girlfriends'	23	18
Never watch UPN	24	17

### Summary

	All African Americans	18-24 African Americans
<b>Saw any ad or show</b>	<b>82</b>	<b>94</b>
<b>Saw 3 or more ads or shows</b>	<b>48</b>	<b>75</b>

- Q33. In recent months, BET, CBS, UPN, and other networks have been running ads and shows about sexual health issues like HIV, some of which you mentioned seeing. Now I'm going to read you some opinions people might have about these ads and shows about sexual health issues. Please tell me how much you agree or disagree with each statement. (READ)  
Do you strongly agree, somewhat agree, somewhat DISagree or strongly disagree?

**Based on those who have ever seen any ad or show (n=647)**

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK/Ref.
a. They get people talking about HIV/AIDS					
All African Americans	46	36	12	4	2
18-24 African Americans	50	33	15	1	-
b. They go in one ear and out the other					
All African Americans	18	26	20	34	1
18-24 African Americans	17	22	11	49	1
c. They exaggerate the problem					
All African Americans	9	12	22	53	2
18-24 African Americans	7	7	15	71	-
d. They really made me think					
All African Americans	53	32	10	4	2
18-24 African Americans	63	27	10	*	-

- Q34. How much, if anything, would you say you personally learned about HIV/AIDS and other sexual health issues from these ads and shows? Would you say you learned a lot, some, only a little, or nothing?

**Based on those who have ever seen any ad or show (n=647)**

	All African Americans	18-24 African Americans
A lot	41	47
Some	31	35
Only a little	18	10
Nothing	10	8
Don't know/refused	*	*

Q35. We're interested in some specific things people may have learned from these ads and shows. Did you learn anything new about (INSERT) from these ads or shows?

**Based on those who have ever seen any ad or show (n=647)**

	Yes	No	DK/ Ref.
a. How HIV and AIDS affect the African American community			
All African Americans	70	29	1
18-24 African Americans	82	18	-
b. How to talk to a sexual partner about HIV and AIDS			
All African Americans	50	48	1
18-24 African Americans	45	55	1
c. How prejudice against gays, lesbians, and bisexuals may affect the fight against AIDS			
All African Americans	53	43	3
18-24 African Americans	57	41	2

Q36. Did these ads and shows make you more or less likely to use condoms if you have sex, or did they not make much of a difference either way?

**Based on those who have ever seen any ad or show (n=647)**

	All African Americans	18-24 African Americans
More likely	66	77
Less likely	1	1
Haven't made much difference either way	32	22
Don't know/refused	1	-

Q37. Did these ads and shows make you more or less likely to take your sexual relationships more seriously, or did they not make much of a difference either way?

**Based on those who have ever seen any ad or show (n=647)**

	All African Americans	18-24 African Americans
More likely	73	83
Less likely	*	-
Haven't made much difference either way	26	17
Don't know/refused	1	-

Q38. Please tell me whether or not you have done any of the following because of seeing these ads or shows on TV. (First), have you (INSERT) because of seeing these ads or shows on TV, or not?

**Based on those who have ever seen any ad or show (n=647)**

	Yes	No	DK/ Ref.
a. Visited a doctor or other health care provider			
All African Americans	15	85	*
18-24 African Americans	23	77	–
b. Talked to a partner about safer sex			
All African Americans	35	64	1
18-24 African Americans	52	48	–
c. Gotten tested for HIV			
All African Americans	19	81	*
18-24 African Americans	28	72	–

**Summary**

**NET a, b, or c:**

<b>All African Americans</b>	<b>40</b>
<b>18-24 African Americans</b>	<b>58</b>



## DEMOGRAPHICS:

D1. RECORD RESPONDENT'S SEX:

Male	43
Female	57

(READ) Now I have a just a few background questions so we'll know something about the people taking part in the survey...

D2. What is your religion – Protestant, Roman Catholic, Jewish, some other religion, or no religion?

D3. Do you think of yourself as Christian, or not?

D4. Do you happen to be a born-again or Evangelical Christian, or not?

Total Protestant/Christian	82
Evangelical	50
Non-evangelical	32
Roman Catholic	5
Jewish	*
Mormon	*
Orthodox Church	–
Other religion	3
No religion/Atheist/Agnostic	8
Don't know/Refused	*

D5. In politics TODAY, do you consider yourself a Republican, Democrat or Independent?

Republican	8
Democrat	60
Independent	25
Other party (VOL)	*
No party/Not interested in politics (VOL)	3
Don't know	2
Refused	2

D6. Some people are registered to vote and others are not. Are you currently registered to vote at your present address?

Yes, registered to vote	79
No, not registered to vote	21
Don't have to register (VOL)	–
Don't know/Refused	*

D7. Would you say your views in most political matters are very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal	10
Somewhat liberal	21
Moderate	26
Somewhat conservative	20
Very conservative	15
Don't know	6
Refused	2

D8. Are you currently married, living as married, divorced, separated, widowed, or have you never been married?

Married	36
Living as married	3
Divorced	14
Separated	5
Widowed	8
Never been married	35
Don't know	-
Refused	*

D9. What is the last grade or class that you COMPLETED in school?

None, or grade 1 to 8	3
High school incomplete (grade 9-11)	16
High school graduate (grade 12 or GED certificate)	35
Technical, trade or vocational school after high school	2
Some college, no four-year degree (includes associate degree)	27
College graduate (B.S., B.A., or other four-year degree)	11
Post-graduate or professional schooling after college (e.g., towards a Master's degree or Ph.D.; law or medical school)	5
Refused	*

D10. What is your age?

18-29	29
30-49	40
50-64	19
65 or older	11
Refused	1

D11. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Latin American background?

D12. What is your race? Are you white, black, Asian, or some other race? (IF R SAYS "HISPANIC" OR "LATINO" ASK: Do you consider yourself a WHITE Hispanic/Latino or a BLACK Hispanic/Latino?)

White, non-Hispanic	–
Black, non-Hispanic	100
Hispanic	–
Asian	–
Other/Mixed race (VOL)	–
Don't know	–
Refused	–

D13. Last year, that is in 2003, what was your total family income from all sources, BEFORE taxes? Just stop me when I get to the right category.

Less than \$10,000	12
\$10,000 to under \$20,000	15
\$20,000 to under \$30,000	14
\$30,000 to under \$40,000	14
\$40,000 to under \$50,000	10
\$50,000 to under \$75,000	13
\$75,000 or more	10
Don't know	6
Refused	6

(READ) I have just a few more questions. Let me remind you that this is a completely confidential interview and that there are no right or wrong answers...

D14. Do you personally know anyone who now has AIDS, has died from AIDS, or has tested positive for HIV?

Yes	64
No	35
Don't know/refused	1

D15. Thinking about the relationships you've had... (First), have you ever talked to a partner about (INSERT), or not?

	Yes	No	Never Had a Relationship (VOL)	DK/Ref.
a. HIV or AIDS	61	39	0	1
b. Other STDs	63	37	0	1
c. Birth control or condoms	76	24	0	*

D16. Have you, yourself, ever been tested for HIV?

D16a. Was that in the past 12 months, or not?

Total Yes	67
Yes, in the past 12 months	36
Yes, but not in the past 12 months	31
Don't know/refused	*
No, never tested	32
Don't know/refused	1

D17. The last time you were tested for HIV, how did you know the test was being done? Did you ASK to be tested for HIV, did the doctor or nurse TELL YOU this test was being done, or was it your IMPRESSION that the test was a routine part of the exam?

Asked to be tested	54
Doctor/Nurse told me	23
Under the impression it was a routine part of the exam	21
Tested as part of blood donation/blood drive (VOL)	2
Don't know/refused	1

D18. Where did you go to get tested? Did you go to...

An HIV clinic	3
A general health clinic	29
A private doctor's office	46
Someplace else	20
Home HIV test (VOL)	1
Don't know/refused	*



Additional copies of this publication (#7182) are available on the Kaiser Family Foundation's website at [www.kff.org](http://www.kff.org). The full report (#7181) on this survey is also available at [www.kff.org](http://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  
2400 Sand Hill Road  
Menlo Park, CA 94025  
Phone: 650.854.9400  
Fax: 650.854.4800

Washington Office:  
1330 G Street N.W.,  
Washington, DC 20005  
Phone: 202.347.5270  
Fax: 202.347.5274

[www.kff.org](http://www.kff.org)