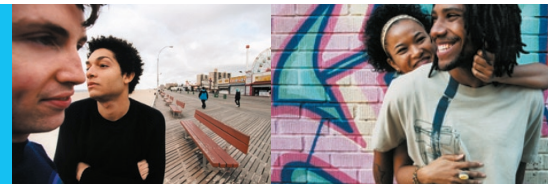




National Survey of Teens and Young Adults on Sexual Health Public Education Campaigns



fight for your rights:
protect yourself



TOPLINE RESULTS

The full report (#3384) on this survey
is available on the Kaiser Family Foundation's
website at www.kff.org.

DECEMBER
2003

Survey Methodology

The National Survey of Teens and Young Adults on Sexual Health Public Education Campaigns was a nationally-representative, random-digit-dial telephone survey of 1,100 young people age 16-24, conducted from January 27 through April 6, 2003. Parental permission was obtained for respondents under age 18. The survey was designed and analyzed by Foundation staff in consultation with Princeton Survey Research Associates (PSRA), with fieldwork conducted by PSRA. The margin of sampling error for the survey is +/- 3 percentage points. For results based on smaller subsets of respondents the margin of error is higher. Note that sampling error is only one of many potential sources of error in this or any other public opinion poll.

National Survey of Teens and Young Adults on Sexual Health Public Education Campaigns

Topline Results

Princeton Survey Research Associates for The Kaiser Family Foundation

N=1,103 people age 16–24

Field period: January 27, 2003–April 6, 2003

Margin of error: +/- 3 percentage points

NOTE: Results may not equal 100% due to rounding. An asterisk (*) indicates values less than 0.5%.

INTRODUCTION: Hello, my name is _____ and I'm calling for Princeton Survey Research Associates. I'd like to ask you some questions about important issues of the day for our national survey of teens and young adults. All of your answers to my survey questions are confidential and will be used for statistical purposes only. If I ask a question you don't want to answer, just let me know and I'll go to the next one.

1. I'm going to start with some questions about TELEVISION. Please tell me how often, if ever, you watch each of the following TV networks. How often do you watch MTV...?

Every day	20
A couple of times a week	25
Once a week	14
Once a month	9
Less than once a month	7
Never	25
Don't know/Refused	*

2. How often do you watch... (INSERT) (Every day, a couple of times a week, once a week, once a month, less than once a month, or never?)

	Every day	A couple of times a week	Once a week	Once a month	Less than once a month	Never	DK/Ref
BET, that is, Black Entertainment Television	15	12	6	9	6	51	1
NBC	20	33	17	9	3	17	2

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

	Yes, heard of	No, have not	DK/Ref
a. "Fight For Your Rights"			
Total	59	39	2
Regular MTV viewer ¹ :	72	27	1
Non-regular MTV viewer:	41	57	3
b. "The More You Know"	48	51	1
c. "Rap It Up"	32	68	*
d. "The Truth"	69	31	1

¹ A regular MTV viewer is defined as anyone who watches at least once a week.

4. Now I have a question about some of the things facing people your age today. As I read the following list, please tell me how big a concern each is for people your age. (First/Next), what about... (INSERT)? Is this a very big concern, a somewhat big concern, not much of a concern, or not a concern at all for people your age?

	Very big concern	Somewhat big concern	Not much of a concern	Not a concern at all	DK/Ref
a. Sexual violence such as rape or sexual assault	47	33	14	4	1
b. Other physical violence	35	40	19	5	2
c. AIDS and HIV, the virus that causes AIDS	55	27	12	4	1
d. Sexually transmitted diseases other than HIV	55	31	10	3	1
e. Using drugs	48	29	14	7	2
f. Teen pregnancy (16–17 years) or Unplanned or unintended pregnancy (18–24 years)	51	35	8	4	2

5. Next I'd like you to think about the places you have gotten information about relationships and sexual health—issues like birth control and sexually transmitted diseases. How much have you learned from... (INSERT) (about relationships and sexual health)? Would you say a lot, some, only a little, or nothing at all?

	A lot	Some	Only a little	Nothing at all	DK/Ref
a. Parents	39	29	24	7	*
b. Friends	40	30	22	8	*
c. Doctors or other health care providers	36	24	22	18	*
d. TV shows or movies	26	30	31	12	*
e. The Internet	12	14	25	49	1
f. Sex education classes	42	23	19	16	*
g. Magazines	18	26	30	26	1

6. Please tell me how concerned you are PERSONALLY about each of the following. (First,) how concerned are you about... (INSERT)? Are you very concerned, somewhat concerned, not too concerned, or not at all concerned about this?

	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	DK/Ref
a. AIDS and HIV, the virus that causes AIDS	50	19	13	18	*
b. Sexually transmitted diseases other than HIV	49	22	12	17	*
c. Getting someone/becoming pregnant before you are ready or when you don't want to	49	19	11	20	1

7. Now I'm going to read you some statements and ask how much you agree or disagree with each one. We're interested in what YOU think about these issues there are no "right" or "wrong" answers. Here's the (first/next) statement... (INSERT). Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/Ref
a. It is not that big of a deal to have sex without a condom once in a while	5	11	16	65	3
b. Unless you have a lot of sexual partners you don't need to use condoms	4	4	9	82	1
c. Buying condoms is embarrassing	10	20	20	48	3
d. Condoms break a lot	18	35	25	12	10
e. It is hard to bring up the topic of condoms	8	19	24	47	2
f. Sex without a condom is not worth the risk	67	14	6	11	2

8. About how many sexually active people under 25 in this country do you think will get an STD—that is, a sexually transmitted disease—this year?

About 1 in 4,000	8
About 1 in 400	11
About 1 in 40	29
About 1 in 4	50
Don't know	2
Refused	*

9. I'm going to read you a list of different opinions people have about sexually transmitted diseases and sexual activity and ask how much you agree or disagree. Here's the (first/next) one... (INSERT). Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree (with this statement)?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/Ref
a. Unless you have sex with a lot of people, STDs are not something you have to worry about	4	6	12	78	1
b. STDs can only be spread when symptoms are present	5	8	11	73	3
c. STDs are a nuisance but they do not have any serious health effects	2	4	9	84	2
d. It is hard to bring up the topic of STDs with a partner	12	26	20	40	2

10. Next, please tell me whether or not you think STDs can cause each of the following health problems—or if you don't know. (First), do you think STDs can or cannot cause... (INSERT)—or don't you know enough about this to say?

	Yes, can cause this	No, cannot cause this	Don't know enough to say/Refused
a. Some kinds of cancer	49	10	41
b. Problems with fertility, that is, difficulty having children	83	2	15
c. Increased risk for HIV or AIDS	74	5	21

11. Of all the new HIV infections that occur each year, how many do you think occur among people age 25 and younger? Would you say...?

About three-quarters	25
About half	38
About a quarter	26
Less than a quarter	7
Don't know	4
Refused	0

12. Now I have some questions about your sexual experience. If there's anything you feel uncomfortable answering, just tell me and we'll go to the next question. Please keep in mind that all your answers are confidential. Have you ever had sexual intercourse?

Yes	74
No	24
Don't know	*
Refused	2

13. (If sexually active) Thinking about the sexual relationships you have had, have you ever talked to a partner about... (READ)? (If not sexually active) Have you ever talked to someone you were dating or considering for a sexual relationship about... (READ)?

	Yes	No	DK/Ref
a. What you feel comfortable doing sexually	79	20	1
b. HIV or AIDS	57	41	1
c. Other STDs	62	37	1
d. Birth control or condoms	82	17	1

14. In general, when you have sexual intercourse, how often do you use birth control or protection...?

Based on those who are sexually active (N=766)

All of the time	65
Most of the time	20
Some of the time	8
Never	6
Don't know/Refused	1

15. Please tell me which of the following types of birth control or protection you ever use. (First/Next), do you ever use...?

16. Would you say you use (INSERT) regularly or just sometimes?

Based on those who are sexually active (N=766)

a. Condoms	
Total Yes, Use	87
Regularly use	59
Sometimes use	27
DK/Ref how often use	1
No, do not use	13
DK/Refused	1
b. Birth Control Pills	
Total Yes, Use	56
Regularly use	41
Sometimes use	13
DK/Ref how often use	2
No, do not use	42
DK/Refused	2
c. Rhythm or Calendar Method	
Total Yes, Use	10
Regularly use	3
Sometimes use	7
DK/Ref how often use	*
No, do not use	80
DK/Refused	9
d. Withdrawal or "Pulling out"	
Total Yes, Use	43
Regularly use	18
Sometimes use	25
DK/Ref how often use	*
No, do not use	55
DK/Refused	3

17. Have you ever had sex WITHOUT using a condom?

Based on those who are sexually active (N=766)

Yes	77
No	22
DK/Refused	1

18. The LAST time you had sexual intercourse, did you use a condom?

Based on those who are sexually active (N=766)

Yes	58
No	41
DK/Refused	1

19. Have you ever...

Based on those who are sexually active (N=766)

	Yes	No	DK/Ref
a. Had a partner who had/Had a/ pregnancy test	67	32	1
b. Been tested for HIV, the virus that causes AIDS	56	43	*
c. Been tested for other STDs	56	43	1

20. In the next year, how likely is it that you will do each of the following? (First,) what about... (INSERT)? Is this very likely, somewhat likely, not too likely, or not at all likely?

	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't know	Refused
a. Get tested for HIV	23	16	25	34	1	1
b. Get tested for other STDs	25	18	22	33	1	1

21. Do you remember seeing any ads on TV about sexual health issues like HIV or other STDs?

21a. Do you remember which TV network you saw those ads on? (IF YES: Which one? Any others?)

22. You mentioned earlier that you sometimes watch MTV. Do you remember seeing any ads on MTV about sexual health issues like HIV or other STDs?

	Total	Regular MTV viewers	Non-regular MTV viewers
Total Yes, remember seeing sexual health ads on TV	89	93	84
Total saw ads on MTV, MTV ads	52	75	20
Unaided recall	27	41	7
Aided recall	25	34	13
Other network ads only	37	18	64
No, don't remember ads/DK	11	7	16

23. When did you MOST RECENTLY see ads about sexual health issues on MTV...?

	Total	Regular MTV viewers	Non-regular MTV viewers
Total saw MTV ads in past year	50	72	18
In last week	21	34	3
In last month	22	30	11
In last year	6	8	5
More than a year ago/DK	2	3	2
Did not see MTV ads at all	48	25	80

24. In recent months, about how often have you seen these ads on MTV...?

	Total	Regular MTV viewers	Non-regular MTV viewers
A few times a day	12	19	3
About once a day	8	12	3
A few times a week	15	24	3
A few times a month	6	9	3
About once a month	4	4	4
Less than once a month	2	2	2
Did not see any MTV ads in the past year	50	28	82
DK/Refused	2	2	1

25 I'm going to briefly describe some ads that may or may not have been on MTV recently. Please tell me if you remember seeing any of these ads. (First,) do you remember seeing (INSERT)?

	Yes, have seen	No, have not seen	DK/Ref	Did not see MTV ads in the past year
a. An ad with a naked guy running down the street to a drugstore to buy condoms (Convenience Store)				
Total:	14	36	*	50
Regular MTV viewer:	21	51	*	28
Non-regular MTV viewer:	4	14	0	82
b. An ad with a couple in bed about to have sex, but then everyone they've ever had sex with comes into the room and gets into bed with them (One at a Time)				
Total:	31	18	*	50
Regular MTV viewer:	46	26	*	28
Non-regular MTV Viewer:	11	8	0	82
c. An ad with a coach screaming at a kid about how far he can reach in gym class, comparing stupid tests like that with important tests like an AIDS test (Gym Class)				
Total:	14	36	*	50
Regular MTV viewer:	21	51	*	28
Non-regular MTV viewer:	4	14	0	82
d. An ad where a guy is shopping for condoms in a drugstore, and his grandmother tries to offer him advice (Pharmacy)				
Total:	13	37	*	50
Regular MTV viewer:	19	52	1	28
Non-regular MTV viewer:	3	15	*	82
e. An ad with four women who act just like the cast of "Sex and the City," sitting around a cafeteria talking about sex (Sex in the High School)				
Total:	16	33	1	50
Regular MTV viewer:	23	48	1	28
Non-regular MTV viewer:	5	13	*	82
f. An ad that shows a little kid falling off his bicycle over and over, while his dad yells at him (Fake ad)				
Total:	7	43	*	50
Regular MTV viewer:	10	62	*	28
Non-regular MTV viewer:	2	16	0	82

NET—Total saw any of these actual MTV ads (items a–e): 42%; Regular MTV viewers: 61%; Non-regular MTV viewers: 15%

26. Besides ads, do you remember seeing any specials or other shows on MTV about sexual health issues like HIV or other STDs?

	Total	Regular MTV Viewers	Non-Regular MTV Viewers
Yes	32	47	11
No	40	50	26
DK/Refused	3	3	2
Never watch MTV	25	0	61

27. When did you MOST RECENTLY see one of these specials or shows about sexual health issues on MTV...

	Total	Regular MTV viewers	Non-regular MTV viewers
Total saw MTV ads in past year	30	44	9
In last week	3	5	1
In last month	15	23	3
In last year	12	17	5
More than a year ago/DK	2	2	2
Did not see MTV ads at all	68	53	89

28. In recent months, MTV has been running ads and shows about sexual health issues like HIV and other STDs, some of which you mentioned seeing. How big an impact do you think ads and shows like these have on people your age...?

Based on those who saw MTV ads/shows in past year (Q21–23, 26–27; N=612)

	Total	Definite campaign viewers (N=472) ²
A very big impact	22	24
Somewhat of an impact	59	58
Not too big of an impact	15	15
No impact at all	3	3
DK/Refused	1	1

29. Now I'm going to read you some opinions people might have about these ads and shows on MTV about sexual health issues. Please tell me how much you agree or disagree with each statement. Here's the (first/next) one... (INSERT). Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

Based on those who saw MTV ads/shows in past year (N=612)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DK/Ref
a. They get people talking about sexual health issues					
Total:	37	44	15	4	*
Definite campaign viewers:	40	42	14	3	*
b. They're boring					
Total:	6	18	40	35	1
Definite campaign viewers:	6	17	39	38	*
c. They go in one ear and out the other					
Total:	9	27	34	30	*
Definite campaign viewers:	9	27	33	31	*
d. They cover issues that are really important for MTV to be talking about					
Total:	58	32	5	4	1
Definite campaign viewers:	59	32	4	5	*
e. They exaggerate the problem:					
Total:	6	19	32	41	1
Definite campaign viewers:	6	18	33	43	1
f. They really made me think:					
Total:	36	49	9	5	*
Definite campaign viewers:	36	51	8	5	*
g. They could help change how young people think about these issues					
Total:	42	49	5	2	1
Definite campaign viewers:	44	49	5	2	0

² A "definite campaign viewer" is defined as anyone who reported seeing any of the MTV/Kaiser Foundation ads described in Q25a–e.

30. Do you think these ads and shows on MTV...?

Based on those who saw MTV ads/shows in past year (N=612)

	Total	Definite campaign viewers
Provide people like you with new information and ideas	55	55
Just cover things people like you already know	41	41
DK/Refused	4	4

31. How much, if anything, would you say you PERSONALLY learned about sexual health issues from these ads and shows on MTV...?

Based on those who saw MTV ads/shows in past year (N=612)

	Total	Definite campaign viewers
A lot	17	18
Some	45	44
Only a little	27	27
Nothing at all	11	10
DK/Refused	0	0

32. We're interested in some specific things people may have learned from these ads and shows on MTV. (First,) did YOU learn anything NEW about (INSERT) (from these ads or shows on MTV)?

Based on those who saw MTV ads/shows in past year (N=612)

	Yes	No	DK/Ref	Didn't learn anything
HIV or AIDS				
Total:	43	45	2	11
Definite campaign viewers:	47	42	1	10
Other STDs				
Total:	52	36	1	11
Definite campaign viewers:	54	36	1	10
Condoms				
Total:	27	62	0	11
Definite campaign viewers:	31	60	0	10
The health risks of oral sex				
Total:	41	48	*	11
Definite campaign viewers:	43	47	*	10
How to talk to a boyfriend or girlfriend about these issues				
Total:	36	53	0	11
Definite campaign viewers:	39	51	0	10

33. Please tell me if these ads and shows on MTV about sexual health issues have made you more likely or less likely to do each of the following—OR if they haven't made much difference either way. (First,) have they made you more likely or less likely to... (INSERT)?

	More likely	Less likely	Haven't made much difference	DK/Refused
<i>Items a–c based on those who saw MTV ads/shows in past year (N=612)</i>				
a. Use condoms if you have sex				
Total:	69	3	27	1
Definite campaign viewers:	73	3	24	1
b. Talk to your boyfriend or girlfriend about safer sex				
Total:	65	5	30	*
Definite campaign viewers:	69	4	26	*
c. Get tested for HIV or other STDs				
Total:	61	8	30	1
Definite campaign viewers:	65	8	26	*
<i>Item d based on those who are not sexually active and saw MTV ads/shows in past year (N=169)</i>				
d. Wait to have sex				
Total:	62	6	30	2
Definite campaign viewers:	66	7	28	0
<i>Item e based on those who are sexually active and saw MTV ads/shows in past year (N=443)</i>				
e. Take your sexual relationships more seriously				
Total:	72	5	23	*
Definite campaign viewers:	73	6	20	*

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

	Yes	No	DK/Refused
<i>Items a–e based on those who saw MTV ads/shows in past year (N=612)</i>			
a. Visited a doctor or other health care provider			
Total:	22	77	*
Definite campaign viewers:	24	75	*
b. Talked to a boyfriend or girlfriend about safer sex			
Total:	47	53	*
Definite campaign viewers:	49	51	*
c. Talked with friends about a sexual health issue			
Total:	46	54	*
Definite campaign viewers:	48	52	*
d. Looked for information about a sexual health issue			
Total:	27	72	*
Definite campaign viewers:	30	70	*
e. Called the toll-free number shown on MTV to get more information			
Total:	1	98	*
Definite campaign viewers:	1	99	*
<i>Item f based on those who are sexually active and saw MTV ads/shows in past year (N=443)</i>			
f. Got tested for HIV or another STD			
Total:	22	77	*
Definite campaign viewers:	24	75	1
<i>Item g based on 16- to 17-year-olds who saw MTV ads/shows in past year (N=227)</i>			
g. Talked to a parent about a sexual health issue			
Total:	26	71	3
Definite campaign viewers:	28	71	2

35. On average, about how much TIME do you spend watching MTV?

Several hours a day	7
About an hour a day	13
Several hours a week	17
About an hour a week	13
Less than an hour a week	8
DK/Refused	1
Watch less than once a week, or not at all	41

36. Have you ever gone on the mtv.com Web site?

37. Have you ever visited the *Fight For Your Rights: Protect Yourself* section of mtv.com?

	Total	Regular MTV viewers	Non-regular MTV viewers
Total Yes, visited	29	40	13
Visited Fight For Your Rights section	5	8	2
Did not visit "Fight For your Rights" section	23	32	10
No, never visited	71	60	87
Don't know/Refused	*	*	*

DEMOGRAPHICS

D1. SEX

Male	50
Female	50

D2. Now I have just a few more questions so we can describe the people who participated in our survey. Are you now attending school?

Yes	60
No	39
Don't know/Refused	*

D3. What is the LAST grade or level that you COMPLETED in school?

None or grade 1 to 8	2
High school incomplete (grade 9–11)	38
High school graduate (include GED)	24
Business, technical, or vocational school AFTER high school	2
Some college, but no 4-year degree	27
College graduate (B.S., B.A. or other 4-year degree)	6
Post-graduate training or professional schooling after college (e.g., toward a master's degree or Ph.D.; law or medical school)	1
Don't Know/Refused	*

D4. What is your age, as of your LAST birthday?

16–17	24
18–20	33
21–24	43
Age 18–24 undesignated	1

D5. Are you now married, LIVING AS married, divorced, separated, widowed, or have you never been married?

Based on those aged 18–24 (N=727)

Married	14
Living as married	5
Divorced	1
Separated	1
Widowed	*
Never married/Single	78
Don't know/Refused	1

D6. Are you financially dependent on your parents? That is, do your parents support you and claim you on their income taxes?

Age/Independence from parents	
18–24, Married/Financially Independent	48
18–24, Financially Dependent on Parents	26
16–17 (minor)	24
Age 18–24 Undesignated	2

D7. Last year—that is, in 2002—what was your total household income/total personal income/family's total income from all sources, BEFORE taxes? Just stop me when I get to the right category....

Less than \$10,000	13
\$10,000 to under \$20,000	16
\$20,000 to under \$30,000	16
\$30,000 to under \$50,000	16
\$50,000 to under \$75,000	12
\$75,000 to under \$100,000	7
\$100,000 or more	7
Don't know	9
Refused	4

D8. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Latin American background?

D9. What is your race? Are you white, black, Asian, or some other race? Do you consider yourself a WHITE Hispanic/Latino or a BLACK Hispanic/Latino?

White, non-Hispanic	63
Total minority	36
African American	13
Hispanic	17
Asian	2
Other/mixed race	3
DK/Refused	1

D10. Finally, as you were speaking with me, was there someone who could overhear your answers, or not?

Yes	28
No	72
DK/Refused	1



Additional copies of this publication (#3385) are available on the Kaiser Family Foundation's website at www.kff.org. The full report (#3384) on this survey is also available at www.kff.org.

The Kaiser Family Foundation is an independent, national health philanthropy dedicated to providing information and analysis on health issues to policymakers, the media, and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

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