

# Public Awareness of AIDS in the Federal Republic of Germany 2005

Knowledge, attitudes and behaviour  
relating to protection against AIDS

A repeat survey by the  
Federal Centre for Health Education (BZgA), Cologne

## Final Report

August 2006

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**Bundeszentrale  
für  
gesundheitliche  
Aufklärung**



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## **1. Introduction**

### **Subject of the study**

Since the mid-1980s, the AIDS education campaign of the Federal Centre for Health Education (BZgA) has been informing the population of the Federal Republic of Germany about the disease AIDS and the associated infection risks. In particular, it provides education regarding the fact that people should protect themselves against infection with HIV, and ways of doing so.

The impact of this AIDS prevention campaign on knowledge, attitudes towards HIV and AIDS, and protective behaviour has been studied by the BZgA since 1987 by means of the long-term study entitled "Public Awareness of AIDS", which comprises annual, nationwide surveys conducted among the general population over the age of 16 in the Federal Republic of Germany.

The questions asked in these representative surveys are geared to the tasks and goals of AIDS prevention. Thus, the following are examined in detail:

- The extent to which the campaign's various education measures reach the public,
- Whether the level of knowledge necessary for AIDS prevention continues to be maintained,
- The extent to which people protect themselves against sexual transmission of the virus by using condoms, especially those people who are of particular importance in the context of AIDS prevention, such as 16 to 44 year-old singles,
- Whether people with HIV and AIDS are isolated in the attitudes of the public, or rather regarded as people needing attention and help.

This Report contains the results of the latest repeat survey, conducted at the end of 2005. It presents the indicators for the study goals as medium or long-term trends, partly for the general population and partly for younger population subgroups of particular importance for AIDS prevention.

Chapter 2 of the Report compiles results relating to the public climate regarding AIDS in the Federal Republic of Germany, these providing important background information for AIDS prevention. The first questions examined are the extent to which the subject of AIDS is

currently present in the public's awareness, the extent to which the disease AIDS is perceived as a threat, and whether there is still an interest in AIDS education and other information on the subject of AIDS. How people with HIV and AIDS are viewed, and whether attitudes towards them have changed, is dealt with in Chapter 3.

An important evaluation task of this study is to collect data on the utilisation of AIDS education media, and to observe whether the system of AIDS education, with its different, coordinated information offerings, remains constant or changes. Consequently, Chapter 4 compiles the current reach data for the key AIDS education media, such as the "mach's mit" ("join in") posters, the various forms of audiovisual AIDS education spots, brochures, information events, AIDS education in school, telephone AIDS counselling and use of the Internet as a source of information on AIDS. The question of whether this media offering has been successful in continuing to maintain the level of knowledge necessary for AIDS prevention, is answered in Chapter 5.

The next section presents the results regarding protection against infection with HIV during sexual contacts. As background information in this context, Chapter 6 contains time-series data on indicators for potentially risky sexual behaviour. The subject of Chapter 7 is attitudes towards protection against AIDS, particularly those of 16 to 44 year-old singles. One question examined is the willingness of people to protect themselves against an HIV infection by means of condoms (especially in the event of new sexual contacts); on the other hand, attitudes towards condoms as such are examined, e.g. regarding the safety or emotional acceptance of condoms.

Actual protective behaviour is dealt with in Chapter 8. It contains time-series data regarding the use of condoms in subgroups facing potentially greater risks, such as younger singles or people who had several sex partners in the past year, as well as results indicating trends in relation to protective behaviour in risky situations, such as in the event of new sexual contacts or sexual contacts with unknown partners on holiday. Chapter 9 presents data regarding utilisation of the HIV antibody test.

The next three chapters examine the effect of key factors influencing protective behaviour. For example, the Federal Centre for Health Education has been observing since 1997 whether the spread of knowledge relating to the availability and application of AIDS therapies affects protective behaviour. The latest results on this subject can be found in Chapter 10.



Experience acquired in the context of the work of the specialist AIDS sections of the BZgA and its AIDS helpline indicates that various notions exist among the population that can lead to condoms not being used in the event of sexual contacts with previously unknown partners. The 2005 repeat survey examined the extent to which such notions are prevalent among the population, and whether they have an impact on protective behaviour. The corresponding results are presented in Chapter 11.

Chapter 12 once again addresses the topic of media utilisation. The results presented indicate the impact of contacts with several different media (of the multimedia AIDS education strategy) on attitudes towards protection against AIDS and on protective behaviour.

Chapter 13 concludes the Report by presenting a summary of the most important results of the 2005 repeat survey of the "Public Awareness of AIDS" study.



## Details of the study: Goals and methods

Goals:	Evaluation of the AIDS education campaign via a long-term study of the changes in information and communication behaviour, and in knowledge, attitudes and behaviour in relation to AIDS.																								
Study method:	Annual representative surveys of the population over the age of 16 in the Federal Republic of Germany since 1987 (including the new Federal Länder since 1994).																								
Data acquisition method:	Computer-assisted telephone interviews (CATI)																								
Selection procedure:	Multi-stage random sample (based on the ADM telephone sample system, random selection of persons in the household); disproportionately stratified sampling plan as regards age (16 to 44 year-olds: 2,276 cases).																								
Sample size:	<table><tr><td>Total:</td><td>3,600</td></tr><tr><td>Western Germany:</td><td>2,993</td></tr><tr><td>Eastern Germany:</td><td>607</td></tr><tr><td>Men:</td><td>1,766</td></tr><tr><td>Women:</td><td>1,834</td></tr><tr><td>Singles under the age of 45:</td><td>1,026</td></tr><tr><td>Men:</td><td>588</td></tr><tr><td>Women:</td><td>438</td></tr><tr><td>16 to 29 year-olds:</td><td>915</td></tr><tr><td>Men:</td><td>467</td></tr><tr><td>Women:</td><td>448</td></tr><tr><td>16 to 20 year-olds:</td><td>311</td></tr></table>	Total:	3,600	Western Germany:	2,993	Eastern Germany:	607	Men:	1,766	Women:	1,834	Singles under the age of 45:	1,026	Men:	588	Women:	438	16 to 29 year-olds:	915	Men:	467	Women:	448	16 to 20 year-olds:	311
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Survey period:	September 2005 to December 2005																								
Data acquisition and statistical analysis:	forsa. Gesellschaft für Sozialforschung und statistische Analysen mbH, Berlin/Dortmund																								
Concept development, analysis and reporting:	Federal Centre for Health Education (BZgA), Cologne, Section 2-25, Gerhard Christiansen, Ursula von Räden and Jürgen Töppich																								



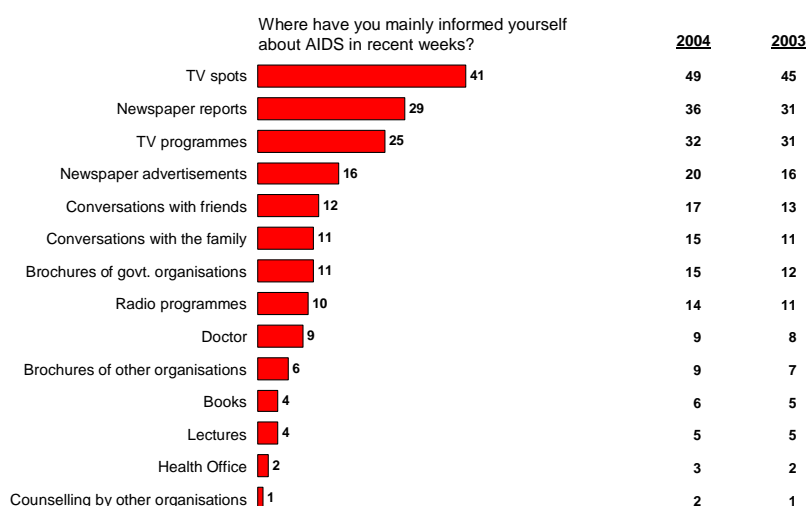
## 2. AIDS in the awareness of the public

This chapter describes how firmly AIDS was still rooted in the awareness of the public in 2005. Three different indicators are used for this purpose. The presence of the subject of AIDS in public and in people's awareness is illustrated first, as indicated by the extent of communication about AIDS in the media or in private conversations. The second indicator is the feeling of being threatened by the disease AIDS and the prevalence of this feeling in society. The third item examined is the extent to which the population would like to continue to receive information on the subject of AIDS.

### Communication about AIDS

Communication about AIDS in the population can be illustrated by, among other things, the responses to the question as to the AIDS-related information options used in the recent past. This question has been asked in the annual repeat surveys of the "Public Awareness of AIDS" study since 1987. The information sources given as possible responses to this question have been compiled in Fig. 1, along with their percentage utilisation by the general population.

**Fig. 1 Sources of information on AIDS** In percent  
General population over the age of 16



Source: BZgA – Representative surveys "Public Awareness of AIDS",  
conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

The fourteen possible sources of information include, on the one hand, mass media, such as television, newspapers and radio, and, on the other hand, personal conversations in the family, and also medical counselling options and the media disseminated specifically for the purpose of AIDS education. (The latter category does not, however, include those media that were only put to extensive use after 1987, such as posters, cinema and radio spots; see also Chapter 4 in this context).

The results in Fig. 1 show that a relatively large proportion of the general population again informed themselves about AIDS through the news, reports, education media or professional counselling in 2005. In particular, many people used the communication channels with high reach, such as television and newspapers. But communication about AIDS takes place not only there, but through a wide range of different media and information options.

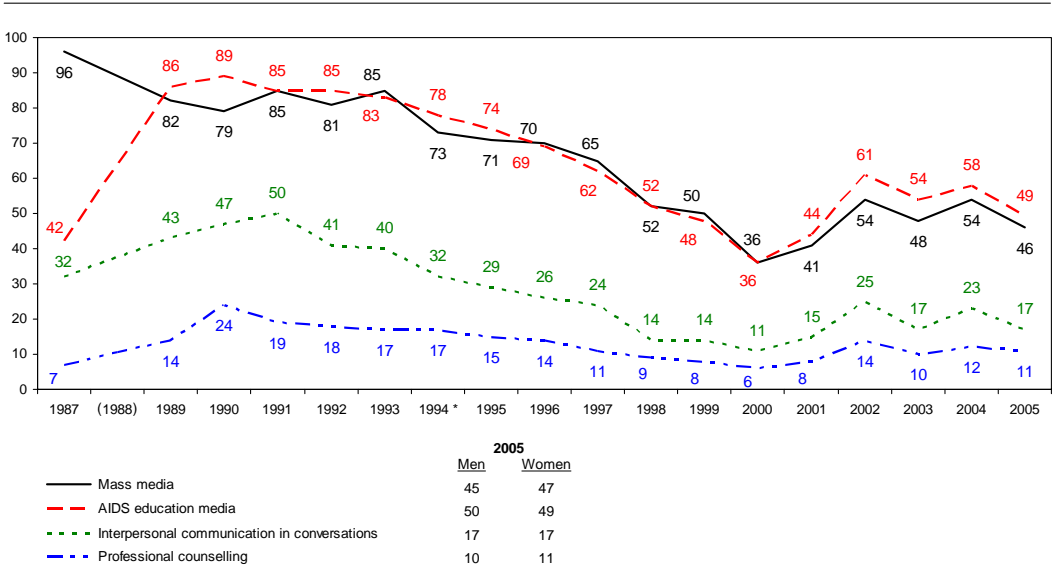
No significant changes in the level of communication can be seen in recent years. The user percentages for the different information sources did not remain completely unchanged between 2003 and 2005, but the changes were only slight. The utilisation of editorial reporting on AIDS in newspapers and on television was somewhat greater in 2004 than in 2003 or 2005. Short-term fluctuations of this kind are a result of a variety of occurrences, such as the more or less attention-getting content of public communication competing with the subject of AIDS.

Viewed in the long term, there has been a substantial change in the utilisation of these information sources. This becomes apparent upon examining the long-term development for four media groups formed from the fourteen information sources in Fig. 1: (1) Media of the AIDS education campaign, meaning TV spots, brochures, newspaper advertisements and information events offering AIDS education, (2) Mass media, i.e. editorial reporting on AIDS in newspapers and magazines, on television or radio, as well as books, (3) Interpersonal communication, conversations with the family or with friends and acquaintances, and (4) Counselling offers, represented by doctors in private practice, health offices and other counselling centres.

Since 1987, the trend for all four media groups has developed in a similar manner, albeit at different levels (Fig. 2). The peak of communication about AIDS was reached in the years 1990 and 1991, then being followed by a steady decline that continued up to 2000. The perception of communication about AIDS increases again after this time, when media

utilisation was at its lowest level to date. Utilisation grew again in both 2001 and 2002, particularly that of AIDS education media. It is remarkable to note that these media are even used more frequently than the editorial contributions in newspapers, on television or radio (this lead of the education media would be even greater if the education offerings introduced later, such as posters, could be taken into consideration here). However, not only the AIDS education media are used more often again starting in 2000. The editorial contributions on AIDS in the mass media outside the AIDS education campaign are also seen, heard or read by more people again. Accompanying this, there is also an increase in interpersonal communication on the subject of AIDS in conversations with family members and friends. The utilisation of AIDS-related media has no longer rises since 2002. Annual fluctuations in media utilisation can be observed since that time.

**Fig. 2 Utilisation of information offerings in the course of time** In percent  
General population over the age of 16

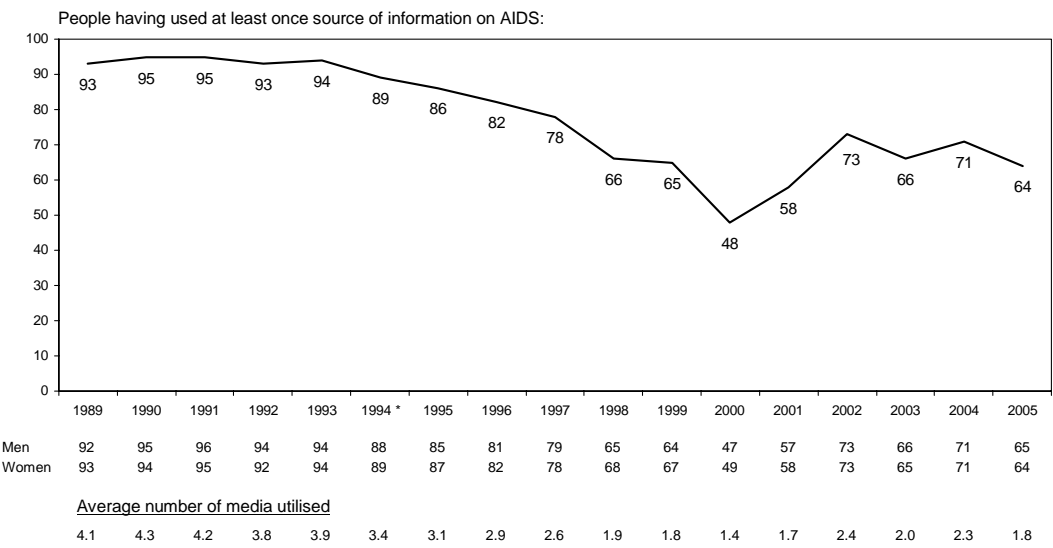


Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund  
\* Including the new Federal Länder from 1994

The long-term trend is reflected even more clearly by the curve in Fig. 3, which illustrates the total reach of the fourteen information sources examined here, i.e. the percentage of the population over the age of 16 using at least one of the fourteen possibilities for obtaining information. This curve shows that more than nine-tenths of the population were reached by these information sources in the late 1980s and early 1990s. Also distinct here is the constant

decline in the reachability of the population with information about AIDS after 1993. In 2000, only 48 percent used at least one of the information sources. The figure was back up to 73 percent in 2002 - significantly more than in 2000, but still substantially less than in 1992, for example. At 64 percent, the value in 2005 was again slightly lower. Figure 3 additionally shows that the trend was the same among both men and women.

**Fig. 3 Total utilisation of sources of information on AIDS** In percent  
 General population over the age of 16



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

However, not only the total reach has risen since 2000; communication about AIDS has also become more "dense" again. In the "Public Awareness of AIDS" study, the communication density is gauged by the number of media used per person. While this figure declined among the general population in the 1990s, from 3.4 in 1994 to 1.4 in 2000, the value rose again by 2002, to 2.4 media per person. Consequently, there has again been an increase in recent years in the probability of not just learning something about AIDS from a single source of information, but of obtaining supplementary or confirmatory information from additional media. The number of media used has also varied from year to year since 2002. In 2005, an average of 1.8 options for obtaining information on the subject of AIDS were used.

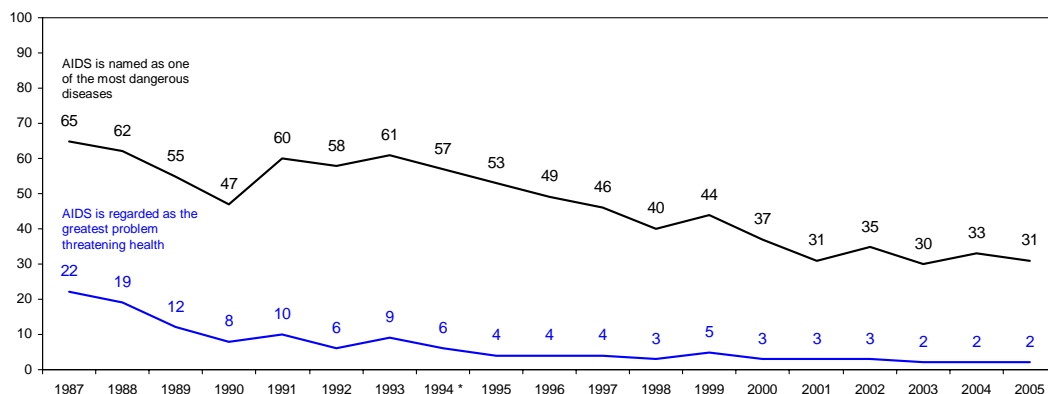


## Perception of the disease AIDS

A further indicator for the significance attached to AIDS in the awareness of the public is the proportion who perceive AIDS as a particularly dangerous disease. This indicator is measured by the unaided question (i.e. a question not specifying possible responses) as to the currently most dangerous diseases (Fig. 4). In 2005, 31 percent said AIDS (for comparison: cancer was named by 59 percent).

In the late 1980s, two-thirds of the general population over the age of 16 regarded AIDS as being one of the most dangerous diseases. This figure declined steadily after 1993. Since 2001, the percentage of people rating AIDS as one of the most dangerous diseases has remained constant at roughly one-third, with slight variation from year to year.

**Fig. 4 Perception of the disease AIDS** In percent  
General population over the age of 16



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

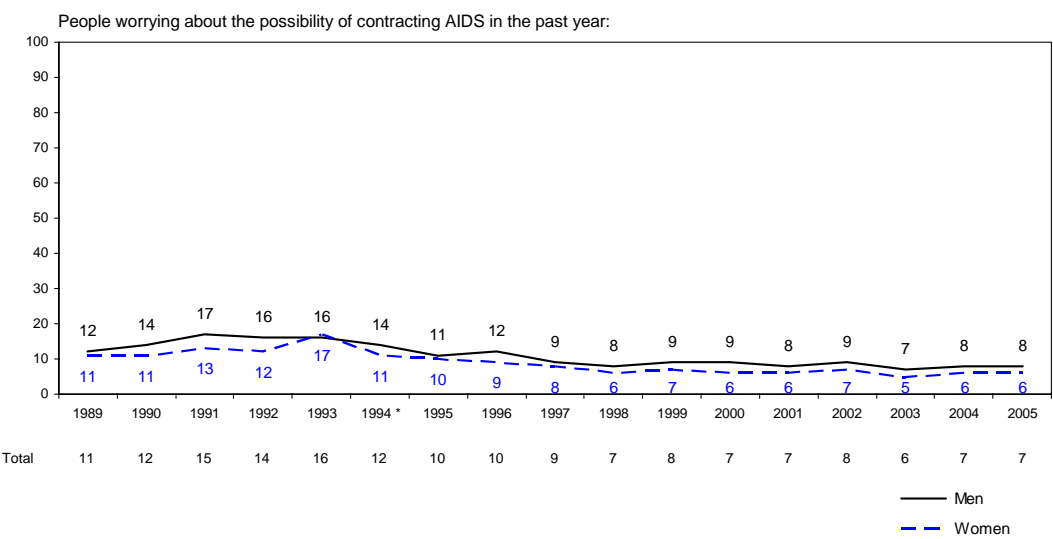
\* Including the new Federal Länder from 1994

Moreover, only few people (2%) today still consider AIDS as one of the greatest problems posing a particular threat to the health of the German population. This notion of AIDS being a threat was likewise much more common in the late 1980s than today. At that time, almost one-quarter (22%) of the general population over the age of 16 had this idea.

After 1993, the decline in the perception of AIDS as a dangerous disease was accompanied by a decrease in the percentage of people worrying about the possibility of contracting AIDS at some time during the past year (Fig. 5).

In the 2005 repeat survey, 7 percent of the population stated that they worried about AIDS. This figure corresponds to the average for recent years and is roughly half as high as in the period from 1989 to 1993, when the average was 14 percent. At its peak - in 1993 - the value reached 16 percent. The same development was recorded among both men and women, although the figures for women were generally somewhat lower.

**Fig. 5 Worry about contracting HIV/AIDS** In percent  
 General population over the age of 16



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund  
 \* Including the new Federal Länder from 1994

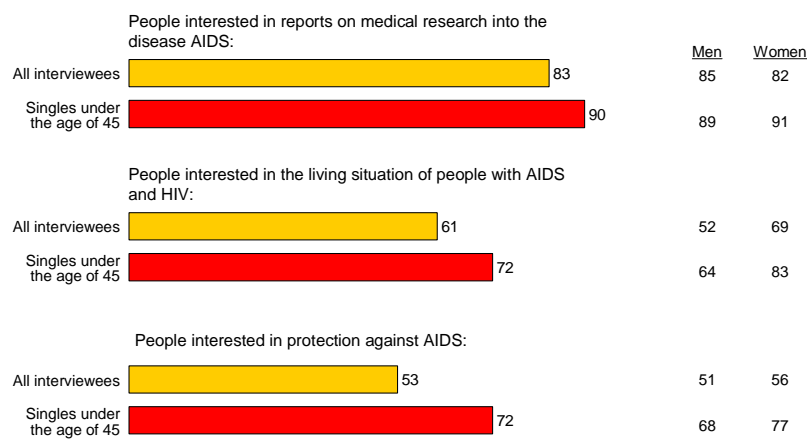
**Interest in the subject of AIDS**

The vast majority of the population continues to be interested in information about AIDS (Fig. 6). The interest is greatest as regards medical research into the disease, which interests 83 percent of the general population over the age of 16. Nine-tenths (90%) of 16 to 44 year-old singles are interested in this subject.

But many people would also like to know something about the living situation of people with AIDS and HIV: 61 percent of the general population and 72 percent of the younger singles.

**Fig. 6 Interest in information about AIDS**

In percent



Source: BZgA – Representative survey "Public Awareness of AIDS 2005", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

And there is also still widespread interest in protection against AIDS. Almost three-quarters (72%) of the group of younger singles, which is of particular importance for prevention, currently expect information on options for protecting themselves against an HIV infection. However, interest in information on protection against AIDS is also relatively great in general. More than half (53%) of the general population over the age of 16 continues to be interested in information on protection options and protective behaviour.

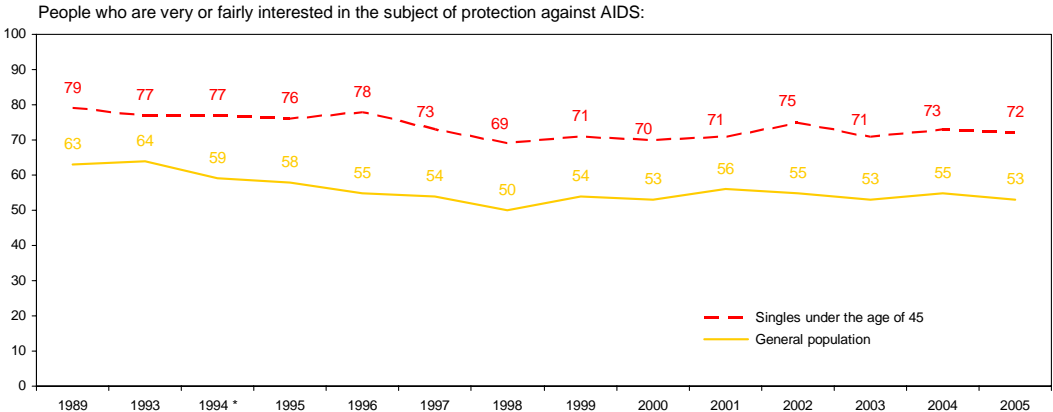
The subject of AIDS interests women more than men. For instance, more women tend to have an interest in the living situation of people with AIDS and HIV, and also in information regarding protection against an HIV infection. Among the younger singles, 68 percent of the men, but 77 percent of the women were interested in this subject.

Although occasionally evoked, "AIDS-weariness", i.e. a marked drop in interest in information on protection against AIDS in major segments of the population, has so far not materialised. It is remarkable that the interest in protection against AIDS has not declined

noticeably since the late 1980s (Fig. 7). Even among the general public, the proportion interested in the subject of protection against AIDS has never dropped below 50 percent. This value was reached in 1998, following a decline over several years from the maximum (64%) in 1993. After 1998, the interest of the general population in protection against AIDS rose again slightly to 56 percent in 2001, subsequently remaining roughly at this level.

Among the singles under the age of 45, there was only a brief period of declining interest. The proportion of interested persons fell by 9 percentage points, from 78 to 69 percent, in the years from 1996 to 1998. After that time, the interest of the younger singles in education regarding protection against AIDS stabilised at slightly over 70 percent. In 2005, 72 percent of this group said that they were interested in information about protection against AIDS.

**Fig. 7 Interest in information on protection against AIDS** In percent



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

### **3. Attitudes towards people with HIV and AIDS**

Twelve percent of the German population (men 11%; women 13%) personally know one or more people with HIV or AIDS. This is indicative of a substantial number of social relations between people affected by AIDS and their social environment. How these relations work in daily life depends on the general attitude towards people with HIV and AIDS in society.

The "Public Awareness of AIDS" study can only measure this general attitude on the basis of just a few indicators. They cover key dimensions of the general attitude towards people with HIV and AIDS, such as the rejection or advocacy of the social isolation and exclusion that was publicly debated in the late 1980s, and the willingness to provide social support and assistance. The questions relate to the following points:

- Rejection or advocacy of social isolation of people with AIDS,
- Notions regarding appropriate social relations with people with HIV in the circle of friends,
- Willingness to help people with HIV.

The content and formulation of the indicators are thus influenced by the public debate at the start of the project. The original formulations of the interview questions were retained, in order to be able to observe changes in the general attitude in the course of time.

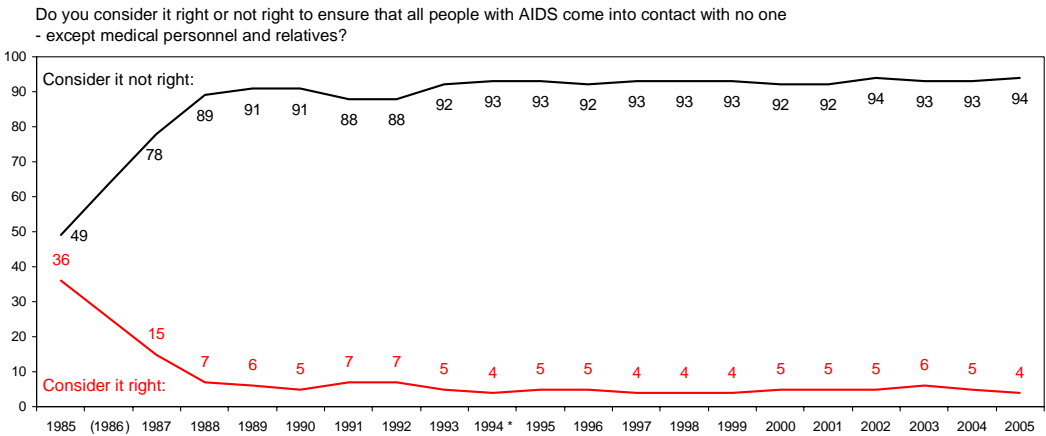
#### **Attitude towards the isolation of people with AIDS**

The fact that AIDS education played an important role in the development of the general attitude towards people with HIV and AIDS can be illustrated with the help of the indicator relating to the isolation of people with AIDS (Fig. 8). In 1985 - before the start of the AIDS education campaign - more than one-third (36%) of the general population over the age of 16 in what was then West Germany was of the opinion that all people with AIDS should not come into contact with anyone except medical staff or their relatives.

This attitude changed very rapidly following the launch of the AIDS education campaign: 15 percent still advocated the isolation of people with AIDS in 1987, and 7 percent in 1988.

The attitude of the public towards the isolation of AIDS patients has remained very stable since that time. In 2005, 94 percent of the entire German population rejected the isolation of people with AIDS, 4 percent advocating it, the figure of 4 percent applying to both men and women.

**Fig. 8 Attitude towards the isolation of people with AIDS** In percent  
General population over the age of 16



Source: 1985: forsa. – Representative survey  
1987 - 2005: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

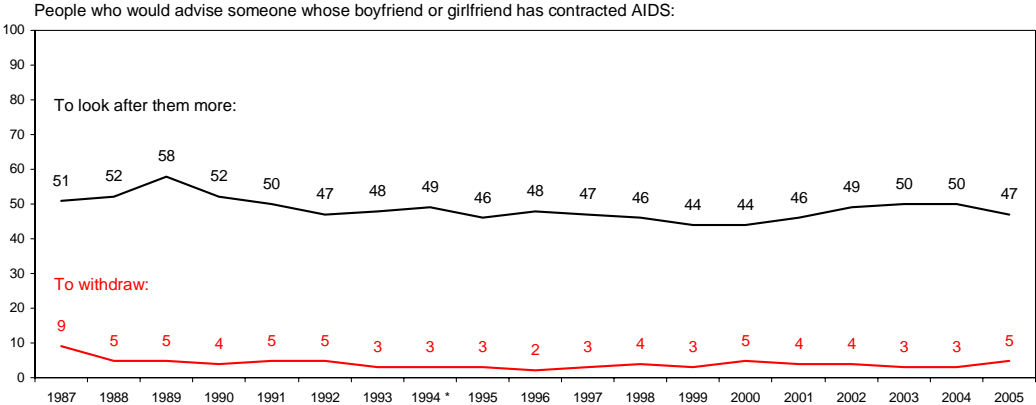
**Social behaviour towards people with HIV**

Moreover, only a small proportion of the German population considers it right to consciously exclude people with HIV and AIDS from their personal environment. This can be seen from the responses to a question regarding the advice people would give to someone whose boyfriend or girlfriend had contracted HIV (Fig. 9).

Only few people (5%) would recommend withdrawal, this applying equally to men (5%) and women (4%). On the other hand, roughly half of the population (47%) say they should look after people with HIV more. A further 42 percent say they should continue to behave normally towards people with HIV.

In 2005, 70 percent of the general population over the age of 16 said they would be willing to help people with HIV and AIDS; 26 percent stated that they would or could not help, this figure including a disproportionately high number of older people (over-60s: 37 percent). At 74 percent, the proportion of women willing to help is greater than that of men.

**Fig. 9 Social behaviour towards people with HIV** In percent  
 General population over the age of 16



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund  
 \* Including the new Federal Länder from 1994

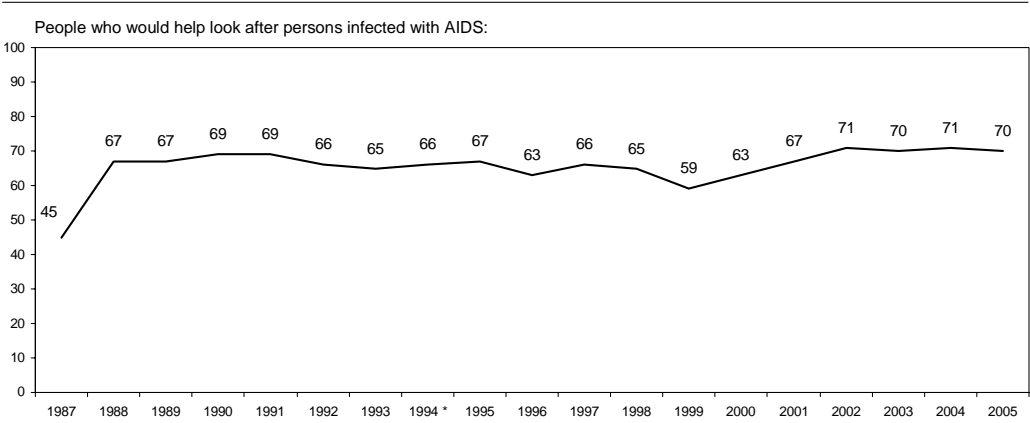
**Willingness to help people with HIV and AIDS**

The AIDS education campaign also played an important role in the development of this climate of willingness to help. The level of willingness to help people with HIV and AIDS was comparatively low in the late 1980s (Fig. 10). In 1987, 45 percent said they would be willing to help look after people with HIV; almost as many were unwilling to help (42%).

Once the AIDS education campaign had informed the public of how the HI virus can be transmitted and how it can not, the level of willingness to help rose to 67 percent in 1988, increasing further to 69 percent by 1991. However, the willingness to help slowly declined again in the years that followed, presumably partly because of the dwindling presence of the subject of AIDS in the public eye. 59 percent still expressed a willingness to help in 1999.

This downward trend has been brought to a halt in recent years: the proportion of people willing to help rose to 63 percent again in 2000, continuing to increase in the following years to the current level of 70 to 71 percent.

**Fig. 10 Willingness to help people with HIV or AIDS** In percent  
 General population over the age of 16



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

The results of the study show that the general attitude towards people with HIV and AIDS is characterised by a low level of stigmatising and discriminating attitudes, on the one hand, and by great willingness to provide social support and assistance, on the other. This general attitude developed at the very beginning of the AIDS education campaign and has remained largely unchanged ever since.



#### **4. Utilisation of media of the AIDS education campaign**

One important task of the "Public Awareness of AIDS" repeat survey is to perform an annual check of the extent to which the population of the Federal Republic of Germany is reached by the AIDS education campaign. Consequently, the study asks about the behaviour of the interviewees in relation to information about AIDS: which AIDS education media are used by how many people?

The results for three indicators of reach are presented below. The question is examined both of how many people were reached in the past *12 months*, and also of how many in the more recent period of *3 months*. The proportion of the population that has used the individual media at all *on some occasion* is also indicated.

##### **Reach of AIDS education among the general population**

First, the reach of the mass-media forms of AIDS education is examined. This refers to the posters of the "mach's mit" campaign with its colourful condom motifs, the TV spots, the cinema spots, the radio spots, and advertisements in newspapers, journals and illustrated magazines (Table 1).

Of all the AIDS education media, the "mach's mit" poster campaign has the greatest reach. 74 percent of the general population have seen the posters with the colourful condom motifs once or more in the last 12 months before the time of being interviewed for the 2005 repeat survey, and roughly half the population (55%) remembers seeing them in the last three months.

The TV spots take second place in the reach rankings of the AIDS education mass media. 65 percent can remember seeing one of these spots on some occasion in the last 12 months, and 39 percent in the last three months.

Advertisements referring to protection against HIV are apparently likewise impressive and memorable enough for 58 percent of the general population to recall having seen one of them in the last 12 months; the three-month figure was 37 percent.

The AIDS education radio spots were not launched until 1999, and could so far only be broadcast in certain regions, not nationwide. In 2005, 34 percent had heard one or more radio spots, the figure referred to three months being 23 percent.

**Table 1 Reaches of mass-media AIDS education among the general population over the age of 16** In percent

People having contact with:		In the last 3 months	In the last 12 months	On some occasion in the past
"mach's mit" posters	2002	51	71	82
	2003	53	72	84
	2004	55	75	85
	2005	55	74	85
TV spots	2002	44	70	90
	2003	44	69	91
	2004	43	69	89
	2005	39	65	89
Advertisements in newspapers/magazines	2002	40	61	83
	2003	41	62	84
	2004	38	60	83
	2005	37	58	82
AIDS education radio spots	2002	21	32	39
	2003	27	38	45
	2004	26	39	44
	2005	23	34	42
AIDS education cinema spots	2002	11	24	51
	2003	11	24	51
	2004	13	27	54
	2005	10	23	53
At least one of the mass-media AIDS education offerings	2002	75	90	98
	2003	77	91	98
	2004	77	91	98
	2005	76	91	98

Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

The reach of the cinema spots among the general population is comparatively low, since mainly young people and young adults go to the cinema. Referred to a year, however, roughly one-quarter (23%) of the general population was nevertheless reached.

Compared to 2004, the reaches of individual mass-media AIDS education offerings declined slightly in 2005. This does not apply to the "mach's mit" posters. Their perception by the general population remained virtually unchanged compared to 2004. A slight drop can be seen as regards the advertisements. The decreases in the reach of the other media are rather more pronounced. For instance, 69 percent had seen TV spots containing AIDS education in a 12-month period in 2004, the figure for 2005 being 65 percent. The decline for radio spots is similar, from 39 percent in 2004 to 34 percent in 2005. A downward trend can also be observed as regards the cinema spots: from 27 percent to 23 percent.

The reach of offerings providing intensive AIDS education is reported below (Table 2), i.e. the utilisation of brochures, information events or the Internet. These media, whose task is to

provide comprehensive and intensive AIDS education, have a distinctly lower reach among the general population than the AIDS education mass media.

The percentages of the general population who have made use of these media at all on some occasion are an indication of the general dissemination of these media among this group: one-half (52%) has read an AIDS education brochure on some occasion, one-quarter (26%) has attended an AIDS information event on some occasion, a good tenth (12%) has obtained information about AIDS on the Internet on some occasion. There has been a striking increase in utilisation of the Internet in recent years. While 7 percent had obtained information about AIDS on the Internet in 2002, the figure for 2005 was 12 percent.

**Table 2 Reaches of offerings of intensive AIDS education among the general population over the age of 16** In percent

		In the last 3 months	In the last 12 months	On some occasion in the past
People having contact with AIDS education brochures	2002	8	21	52
	2003	7	22	56
	2004	7	20	53
	2005	6	18	52
People attending lectures or information events	2002	3	6	24
	2003	2	6	27
	2004	2	6	25
	2005	2	6	26
People obtaining information about AIDS on the Internet	2002	3	5	7
	2003	2	4	7
	2004	3	6	10
	2005	3	6	12
People having contact with at least one of the offerings of intensive AIDS education	2002	11	25	60
	2003	9	26	63
	2004	10	25	62
	2005	9	24	62

Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

The utilisation of brochures by the general population has declined slightly in recent years. In 2003, 22 percent had read an AIDS education brochure in the past 12 months. This figure dropped to 20 percent in 2004, showing a further decline to 18 percent in 2005. It is worth noting that, despite the slight downward trend recorded for individual media, the total reach of the mass media, on the one hand, and of the media offering intensive education, on the other, have remained largely unchanged.

The results for 2005 show that, just as in 2004, 91 percent of the general population over the age of 16 perceived one or more of the mass-media AIDS education offerings at least once in the past 12 months (see Table 1). 76 percent also had contact with one or the other offering of mass-media AIDS education in the relatively short period of three months. The figure for the previous year was 77 percent.

Referred to the past 12 months, 24 percent had contact with at least one offering of intensive AIDS education (brochures, information events or Internet) in 2005, and 25 percent in 2004 (see Table 2). The reach figures referred to the last three months were 9 percent for 2005 and 10 percent for 2004.

The fact that the total reaches remain largely unchanged, despite the declining reaches of individual media, points out a particular advantage of the multimedia strategy used in AIDS education: a decline in the utilisation of one of the education options can be compensated for by other media. In recent times, this compensation has mainly been achieved by the "mach's mit" posters, which have a particularly extensive reach.

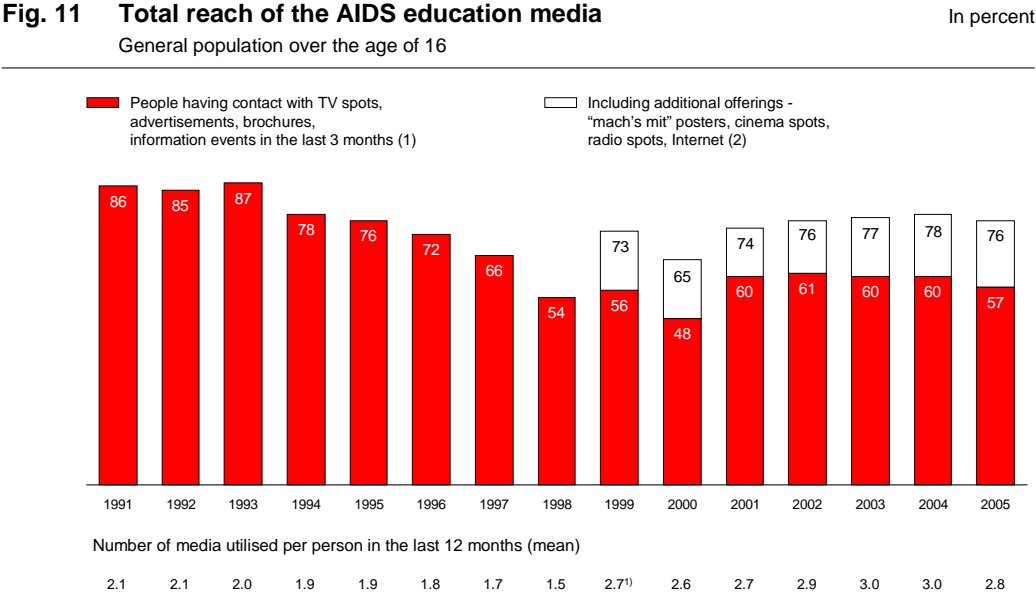
The advantages of a multimedia strategy can also be illustrated by means of the long-term development of the reach figures. This is done on the basis of two indicators: first, the reach for all media, referred to the last three months, and second, the average number of media used per year.

In the early phase (1991 to 1995), the AIDS education campaign was essentially based on TV spots, advertisements, brochures and information events. In the first few years, these four core media enabled the campaign to reach almost the entire population.

In the period from 1991 to 1995, between 91 and 94 percent of the general population had contact with at least one of these four media at least once per year. At the beginning of the campaign, the frequency and density of these media were so high that the greater part of the population was even reached *regularly*. This can be seen from the high reach values referred to the last three months (Fig. 11).

Almost 90 percent of the general population were reached in each of the years from 1991 to 1993. On average, about two different AIDS education media were used per year. Utilisation of the campaign then declined more and more in the second half of the 1990s.

This is particularly true of the three-month reach: in 1998, only half (54%) of the general population was still reached by either TV spots, advertisements, brochures or information events in the three-month period. Among the general population, the average number of media used per person fell to 1.5 media per year.



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

<sup>1)</sup> Including additional offerings (2) from 1999

As shown in Chapter 2, this decline in campaign utilisation was not the result of waning interests among the public, but primarily attributable to the decreasing communication density of the campaign, since the frequency and spread of the AIDS education media were restricted owing to lack of financial resources.

After the "Public Awareness of AIDS" study indicated the persistent decline in utilisation of the media of the AIDS education campaign, additional media were gradually offered, partly with free publication for the BZgA. These new AIDS education media are the "mach's mit" posters, cinema spots, radio spots and information offerings on the Internet. Starting in 1999, the reach of these media was also measured regularly in the repeat surveys of the "Public Awareness of AIDS" study. It was seen that, as a result of the additional media, the total reach of the AIDS education campaign (referred to the last 3 months) in 2005 again attained the

value for 1995. Above all, the greater number of different media, some of which have a very extensive reach (e.g. the "mach's mit" posters), has resulted in an increase in the average number of media utilised. In 2005, the population over the age of 16 used an average of 2.8 AIDS education media.

### **Reach of AIDS education in younger groups of the population**

Monitoring of the reach of AIDS education media is not restricted to the general population. It is important to know whether the younger generation is supplied with a sufficient offer of information about AIDS, and motivated to protect itself. Consequently, the reaches of mass-media AIDS education in the group of 16 to 29 year-olds are compiled in Table 3.

The results show that mass-media AIDS education reaches young people and young adults. Almost all 16 to 29 year-olds (98%) had contact with one of the five mass media listed in Table 3 at least once in the past year. However, the figures relating to contact with the mass AIDS education media in the past three months also reveal a total reach of 92 percent among young people.

If the results for the younger age groups are compared with those for the entire general population, it becomes apparent that young people and young adults are reached better (Table 3). For 16 to 29 year-olds, the total reach calculated for the full year is 7 percentage points higher than the average value of 91 percent for the general population as a whole. The indicator for more regular contacts, which refers to the last three months, is 16 percentage points higher than the average value (76%) for the total population.

Several media are particularly effective in reaching young people and young adults. For example, 77 percent of the 16 to 29 year-olds had contact with "mach's mit" posters in the last three months (general population: 55 percent). 26 percent had contact with cinema spots on the subject of AIDS (general population: 10 percent), and the TV spots are also seen more often by the young people: by 53 percent in the last three months, compared to 39 percent of the general population as a whole.

AIDS education radio spots and advertisements in print media are not used more frequently by younger people than by the total population.

**Table 3 Reaches of mass-media AIDS education among 16 to 29 year-olds**

In percent

People having contact with:			In the last 3 months	In the last 12 months	On some occasion in the past
"mach's mit" posters	Total	2004	80	93	97
		2005	77	91	96
	Men		79	92	96
TV spots	Total	2004	52	77	94
		2005	53	77	94
	Men		56	79	92
Advertisements in newspapers/magazines	Total	2004	36	58	81
		2005	35	56	79
	Men		38	56	76
AIDS education radio spots	Total	2004	29	39	43
		2005	26	36	41
	Men		25	36	40
AIDS education cinema spots	Total	2004	27	51	78
		2005	26	47	78
	Men		31	51	79
At least one of the mass-media AIDS education offerings	Total	2004	92	98	100
		2005	92	98	100
	Men		93	99	100
	Women		91	98	100

Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

There are differences between young men and young women as regards individual media. Men in the age group of 16 to 29 year-olds had contact with "mach's mit" posters and TV spots slightly more often in the last three months. This difference is particularly marked in connection with the cinema spots: 31 percent of the young men saw AIDS education spots in the cinema in the last three months, compared to 21 percent of the young women.

Slight declines in the reach of individual mass AIDS education media can likewise be seen among the 16 to 29 year-olds. For example, utilisation of the radio spots is decreasing. Also on a downward trend is the reach of the cinema spots. However, this applies only to the values referring to the past 12 months. Slightly more than one-quarter of the young people between the ages of 16 and 29 continue to be reached regularly by cinema spots (also in the last three months). The "mach's mit" posters were perceived slightly less by the young people than in 2004. In contrast, utilisation of the TV spots remained unchanged in 2005 compared to 2004.

The group of 16 to 29 year-olds makes above-average use of the media providing more intensive information about AIDS (Table 4). In the past year, one-third (36%) of the young people used brochures, information events or the Internet as a source of more intensive information about AIDS, the figure for the last three months being 16 percent.

**Table 4 Reaches of offerings of intensive AIDS education among 16 to 29 year-olds** In percent

			In the last 3 months	In the last 12 months	On some occasion in the past
People having contact with AIDS education brochures	Total	2004	5	22	58
		2005	7	22	61
	Men		5	21	58
	Women		9	23	63
People attending lectures or information events	Total	2004	6	19	62
		2005	6	16	65
	Men		5	14	64
	Women		8	18	66
People obtaining information about AIDS on the Internet	Total	2004	4	11	20
		2005	6	14	26
	Men		7	15	27
	Women		6	14	26
People having contact with at least one of the offerings of intensive AIDS education	Total	2004	13	36	82
		2005	16	36	84
	Men		14	36	83
	Women		18	36	86

Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

Above all, information events and the Internet are used particularly frequently by the younger people in comparison with the general population. Referred to the past 12 months, 16 percent of the 16 to 29 year-olds attended an information event (general population: 6 percent). 14 percent of the 16 to 29 year-olds searched the Internet for information about AIDS (general population: 6 percent). In contrast, the young people make only little more use of brochures than the general population.

Unlike the figure for the general population, the utilisation of brochures among 16 to 29 year-olds did not decline between 2004 and 2005. The attendance of information events offering AIDS education referred to the past 12 months shows a slight decline. In contrast, there was a slight increase in use of the Internet - from 11 percent to 14 percent.



The reaches of the AIDS education media have also been analysed for the group of 16 to 44 year-old singles (Table 5). In the "Public Awareness of AIDS" study, this group represents those people whose lifestyle is characterised by the search for, and choice of, a partner (see Chapter 6 on this subject) and whose HIV infection risk is thus potentially higher. Table 5 documents the current reach values of this subgroup, which is of particular importance for AIDS prevention.

**Table 5 Reaches of mass-media AIDS education among singles under the age of 45** In percent

People having contact with:			In the last 3 months	In the last 12 months	On some occasion in the past
"mach's mit" posters	Total	2004	76	90	95
		2005	77	91	96
	Men		78	92	96
	Women		77	90	95
TV spots	Total	2004	51	76	94
		2005	51	74	93
	Men		53	74	92
	Women		48	73	94
Advertisements in newspapers/magazines	Total	2004	37	60	83
		2005	37	57	80
	Men		41	58	80
	Women		33	56	80
AIDS education radio spots	Total	2004	29	40	44
		2005	27	38	42
	Men		27	37	41
	Women		27	38	44
AIDS education cinema spots	Total	2004	28	50	78
		2005	24	46	76
	Men		28	49	78
	Women		19	41	73
At least one of the mass-media AIDS education offerings	Total	2004	91	98	100
		2005	91	98	100
	Men		91	99	100
	Women		91	97	100

Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

The 16 to 44 year-old singles are likewise reached more effectively by mass-media AIDS education than the average for the general population. For instance, 91 percent of them had seen "mach's mit" posters, as opposed to 74 percent of the general population. TV spots and cinema spots likewise have significantly higher reach values among the younger singles. In 2005, for example, 74 percent of the younger singles had seen TV spots in the past 12 months (general population: 65 percent); cinema spots were seen by 46 percent (general population: 23 percent).

Similarly, the media offering intensive AIDS education are likewise used more frequently by the singles between the ages of 16 and 44 than by the overall population (Table 6). As regards personal communication-based AIDS prevention by means of lectures and information

events, the reach is more than twice as high, namely 14 percent compared to 6 percent among the general population. The picture is the same for the Internet. Thus, one-quarter (25%) of the younger singles have so far turned to the Internet to obtain information about HIV and AIDS on some occasion (general population: 12%).

**Table 6 Reaches of offerings of intensive AIDS education among singles under the age of 45** In percent

			In the last 3 months	In the last 12 months	On some occasion in the past
People having contact with AIDS education brochures	Total	2004	6	21	58
		2005	7	21	57
	Men		5	18	55
	Women		9	24	61
People attending lectures or information events	Total	2004	5	16	53
		2005	5	14	53
	Men		4	11	51
	Women		7	18	56
People obtaining information about AIDS on the Internet	Total	2004	4	12	20
		2005	7	13	25
	Men		7	13	25
	Women		6	13	24
People having contact with at least one of the offerings of intensive AIDS education	Total	2004	13	34	78
		2005	15	33	78
	Men		13	31	78
	Women		17	36	79

Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

A difference (albeit not a very great one) between men and women can be seen as regards the utilisation of intensive AIDS education among the younger singles (and also among the 16 to 29 year-olds), although, in contrast to the mass media, the women show the greater reaches here. These gender-specific differences can above all be seen in connection with the 12-month reaches. For example, 18 percent of the 16 to 44 year-old single men had read an AIDS education brochure in the past 12 months, the figure for women being 24 percent. Information events were attended by 11 percent of the men, but 18 percent of the women. There are no differences as regards Internet utilisation. In the past 12 months, women obtained information about AIDS on the Internet just as often as men (13%).

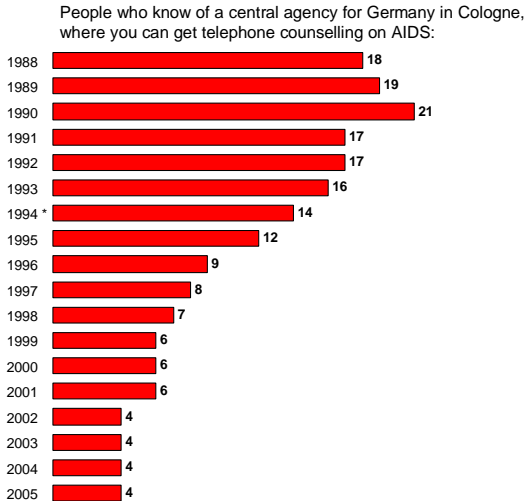
Compared to the general population, and also to the young people, the reaches are more stable among the younger singles. In 2005, for example, they were not only reached by the "mach's mit" posters to the same extent as in 2004, but also by the TV spots and the AIDS education

brochures. The use of information events and lectures, as well as the Internet, for obtaining information about AIDS likewise remains largely stable. Again, exceptions among the younger singles are, on the one hand, the radio spots and, above all, the cinema spots, which are seen less owing to the general decline in the number of cinema-goers. While the number of cinema-goers had risen continuously up to 2001, reaching a record of 178 million, it fell to 127 million by 2005, and thus almost to the 1995 level of 125 million cinema tickets sold per year (data from the German Federal Film Board - FFA; www.ffa.de).

**Telephone AIDS counselling**

This chapter will conclude by reporting on two personal-communication information options of importance for AIDS prevention. These two are telephone AIDS counselling and AIDS education in school (Fig. 12). The common feature of these information options is their interactive nature, which enables a deeper understanding of the subject of AIDS to be gained by means of questions and discussions.

**Fig. 12 Telephone AIDS counselling** In percent  
 General population over the age of 16



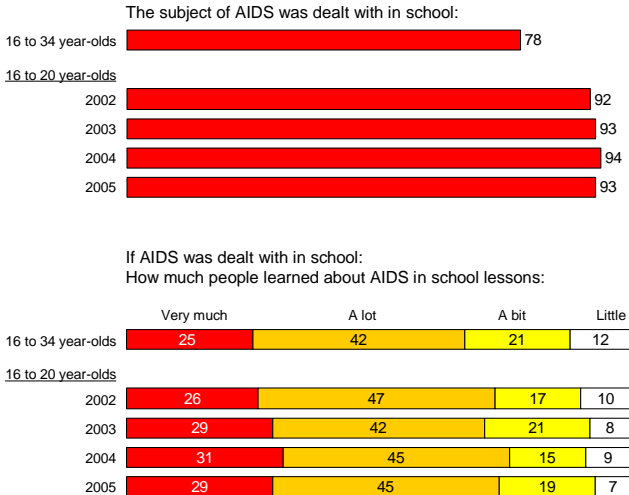
Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa, Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund  
 \* Including the new Federal Länder from 1994

The telephone AIDS counselling service of the Federal Centre for Health Education (BZgA) was set up in order to be able to offer counselling on an individual basis and at short notice in the event of uncertainties and anxieties in connection with AIDS. The extent of utilisation of this facility depends, among other things, on its degree of familiarity. In 1990, 21 percent of the (West German) general population were familiar with the telephone AIDS counselling service. The figure declined continuously thereafter and had dropped to 6 percent (in the entire Federal Republic of Germany) by 1999. In 2005, 4 percent of the general population over the age of 16 were aware of the telephone AIDS counselling service of the BZgA. This was the same as in 2004. Telephone AIDS counselling was familiar to 5 percent of the younger singles (men: 6 percent; women: 3 percent).

**AIDS education in school**

School is a further possible source of information regarding AIDS for young people (Fig. 13). Almost all young people are currently reached by AIDS education in the framework of school lessons: 93 percent of the 16 to 20 year-olds said AIDS had been dealt with in class.

**Fig. 13 AIDS education in school** In percent



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

Of the 16 to 34 year-olds, i.e. the respondents who were most probably at school during the period since the start of the AIDS education campaign, 78 percent had learned something about AIDS in class.

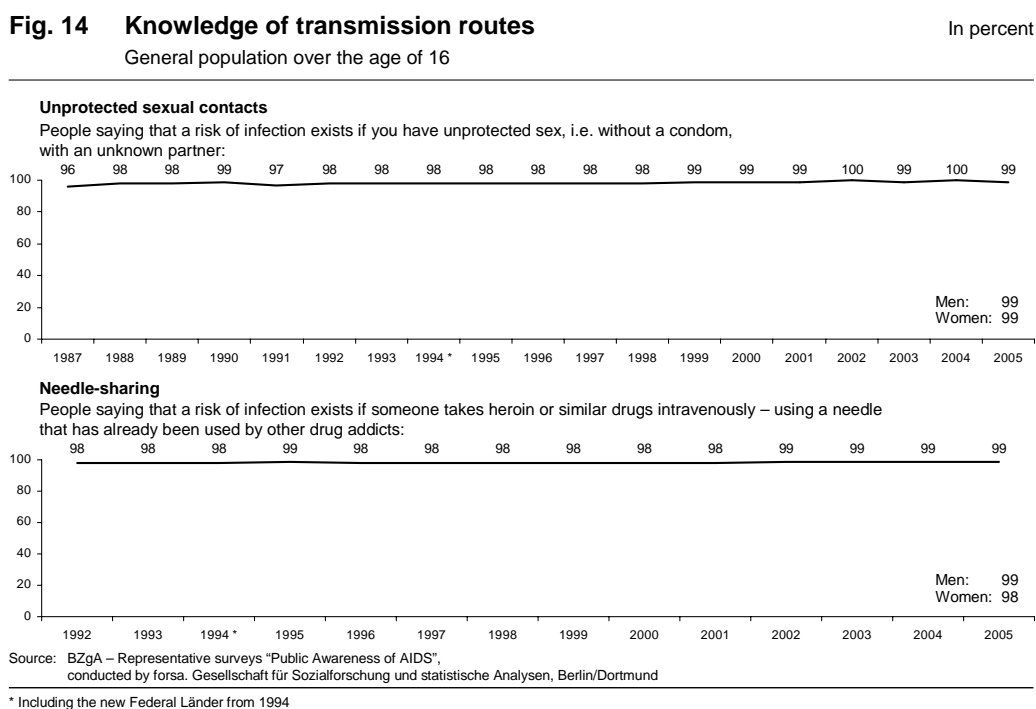
School education about AIDS is predominantly rated as effective. Of the 16 to 34 year-olds who had been taught about AIDS in school, 67 percent said they had learned very much or a lot at school about how they can protect themselves against infection with HIV. Of the 16 to 20 year-olds, most of whom are still at school, 74 percent say they have learned very much or a lot about the subject.

## 5. Information status

As early as in 1987, shortly after the start of the AIDS education campaign the knowledge of the general population regarding AIDS had already reached a very high level. This high level of knowledge has been maintained right up to 2005. Almost 100 percent of the general population possesses the basic knowledge of the most important infection risks that is necessary for protection against AIDS, and also knowledge regarding situations involving no infection risk, which is a prerequisite for living together with people with HIV and AIDS.

### Knowledge of risks and non-risks in everyday situations

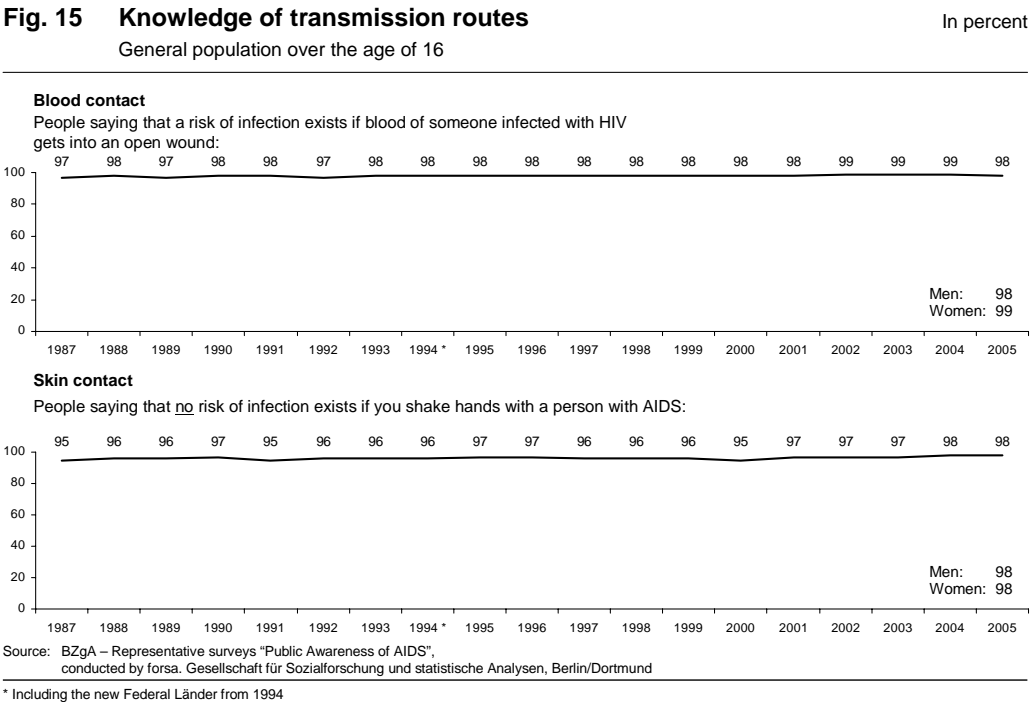
A fundamental prerequisite for protective behaviour is the high level of knowledge of the German population regarding risk situations and transmission routes (Fig. 14).



This knowledge has now become even more widespread: in 2005, almost everyone (99%) knew about the possibility of infection risks in connection with sexual contacts. Similarly, 99 percent are aware of the risk involved in sharing needles in the event of intravenous drug use, this value having remained virtually unchanged since 1992.

It is equally common knowledge that infection with the HI virus is generally possible by blood-to-blood contact (Fig. 15). In 2005, 98 percent said an infection risk exists if blood of someone infected with HIV gets into an open wound.

The population is informed to an equally great extent that *no* infection risks exist in other everyday situations involving contact with people with HIV: 98 percent see no infection risk in shaking hands with people with AIDS. This knowledge, too, was almost as widespread in 1987 as it is today.

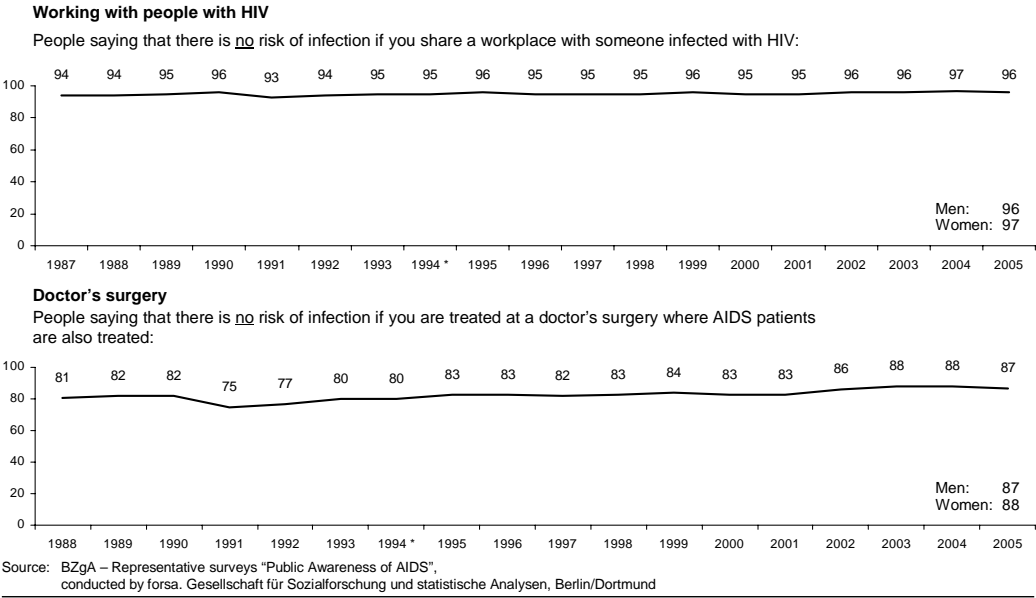


Similarly, almost the entire population considers there to be no risk in working with HIV-positive colleagues (Fig. 16): 96 percent of the general population over the age of 16 know that no infection risk exists when sharing a workplace with people with HIV.

Uncertainty seems to exist as regards infection risks that could occur during an appointment with a doctor. The great majority of 87 percent says that there is no risk of infection during treatment in a doctor's surgery where people with HIV and AIDS are also treated. However, 11 percent fear a possibility of infection, and a further 1 percent is undecided. The uncertainty

of older people is above average. Of the over-60s, 19 percent see an infection risk at the doctor's, and 3 percent are undecided whether a risk exists or not.

**Fig. 16 Knowledge of transmission routes** In percent  
 General population over the age of 16



\* Including the new Federal Länder from 1994

Viewed in the long term, there is growing confidence that no risk of infection with the HI virus exists during appointments at a doctor's surgery. This confidence reached its lowest level of 75 percent in 1991. After that, it increased to 83 percent by 2000, subsequently rising by a further 4 percentage points to reach the current value of 87 percent in 2005.

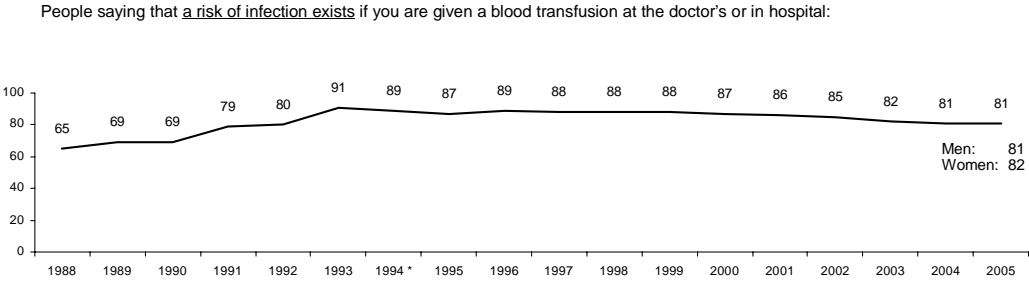
**Infection risks during blood transfusions**

Ever since 1988, when this subject was included in the survey for the first time, relatively great uncertainty has been detectable among the population as regards the infection risk involved with blood transfusions (Fig. 17). There was relatively little uncertainty in the first few years. In 1988, for example, 65 percent thought there was a risk of infection when receiving a blood transfusion at a doctor's surgery or in hospital. This figure then rose in the



early 1990s - apparently as a result of the public debate concerning infected banked blood - reaching 91 percent in 1993. A gradual decline can be seen since that time. In 2005, 81 percent of the general population said blood transfusions involved a risk of becoming infected with the HI virus.

**Fig. 17 Knowledge: blood transfusions** In percent  
 General population over the age of 16



Source: BZgA – Representative surveys "Public Awareness of AIDS" conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

**Knowledge about HIV infection**

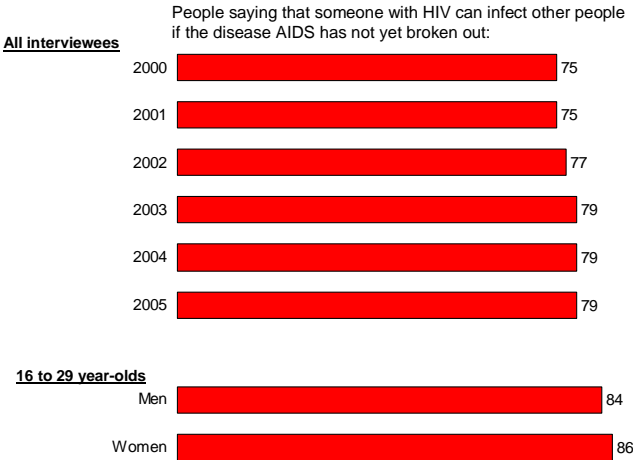
The level of information regarding the transmissibility of the virus during an HIV infection is comparatively low. This can be seen from the responses to the question regarding knowledge of the fact that people with HIV can transmit the virus prior to developing the full clinical picture of AIDS (Fig. 18).

79 percent answer this question correctly - a proportion that must be rated as relatively low, bearing in mind that almost 100 percent are aware that the virus can be transmitted through unprotected sexual contacts with unknown partners.

The proportion of respondents having this knowledge rose from 75 percent in 2000 to 79 percent in 2003. Since that time, there has been no further spread of knowledge regarding the transmissibility of HIV prior to the outbreak of full-blown AIDS. With a figure of 85 percent,

the 16 to 29 year-olds are substantially better informed. There is no difference in this respect between men and women in this age group. In 2005, 80 percent of the subgroup of young people between the ages of 16 and 20 said that people with HIV could infect others before the outbreak of AIDS.

**Fig. 18 Transmissibility of HIV before the outbreak of AIDS** In percent  
 General population over the age of 16



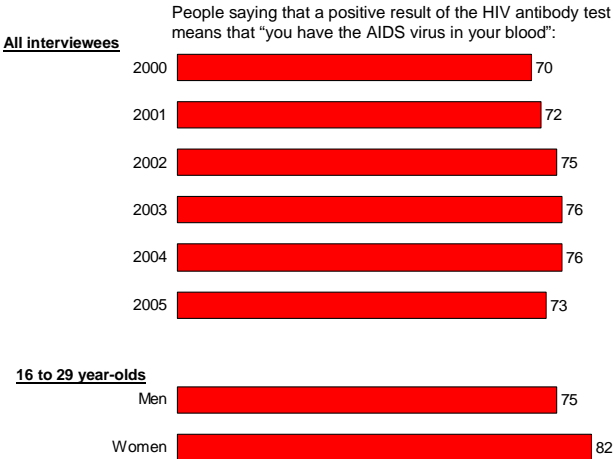
Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

Another indicator of knowledge in the "Public Awareness of AIDS" study is knowledge concerning the meaning of a positive result of the HIV antibody test (Fig. 19). 73 percent of the general population reply that such a test result means that "you have the virus in your blood" (and can thus transmit it). Again, this value appears to have been stagnating since 2003.

The younger people are not better informed than the population on average. Thus, among the 16 to 29 year-olds, the proportion of people having this knowledge is 77 percent, being higher among the young women (82%) than among the young men (75%).

This knowledge is likewise present in the subgroup of young people (16 to 20 year-olds) to the same extent as in the population on average (72%). Roughly one-fifth (21%) of the young people do not know exactly what a positive result of the HIV antibody test means.

**Fig. 19 Positive result of the HIV antibody test** In percent  
 General population over the age of 16



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

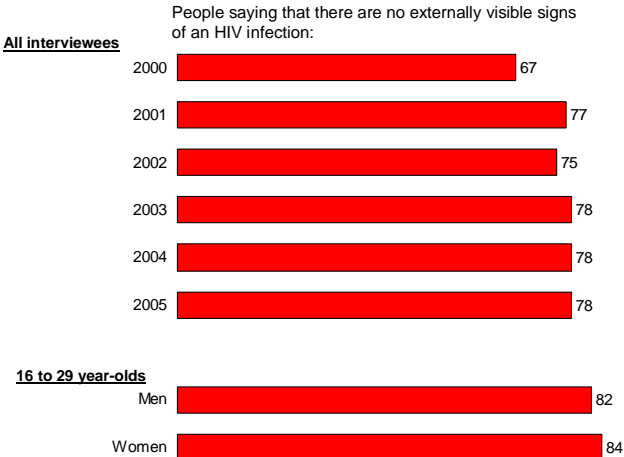
A further knowledge indicator (Fig. 20) relates to the prevalence of a notion that can lead to incorrect assessment of risks. It is the notion that there are externally visible signs that allow even laymen to recognise that someone is HIV-positive.

More than three-quarters (78%) of the general population say there are *no* visible signs of an HIV infection. 15 percent are of the opinion that you can identify someone infected with HIV by external signs. 7 percent reply "Don't know". The proportion of correctly informed persons was significantly lower as recently as in 2000. At that time, 67 percent said there were no external signs of an HIV infection. Following an increase to 78 percent in 2003, the spread of this knowledge has been stagnating.

The younger age groups are only slightly better informed than the general population on average. 82 percent of the 16 to 29 year-old men say there are *no* visible signs of an HIV

infection, the figure for the 16 to 29 year-old women being slightly higher (84%). The young people between the ages of 16 and 20 are likewise somewhat better informed than the population on average: 81 percent of the young people are not aware of any externally visible signs of an HIV infection, while 14 percent believe they know of some.

**Fig. 20 Recognisability of an HIV infection** In percent  
 General population over the age of 16



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

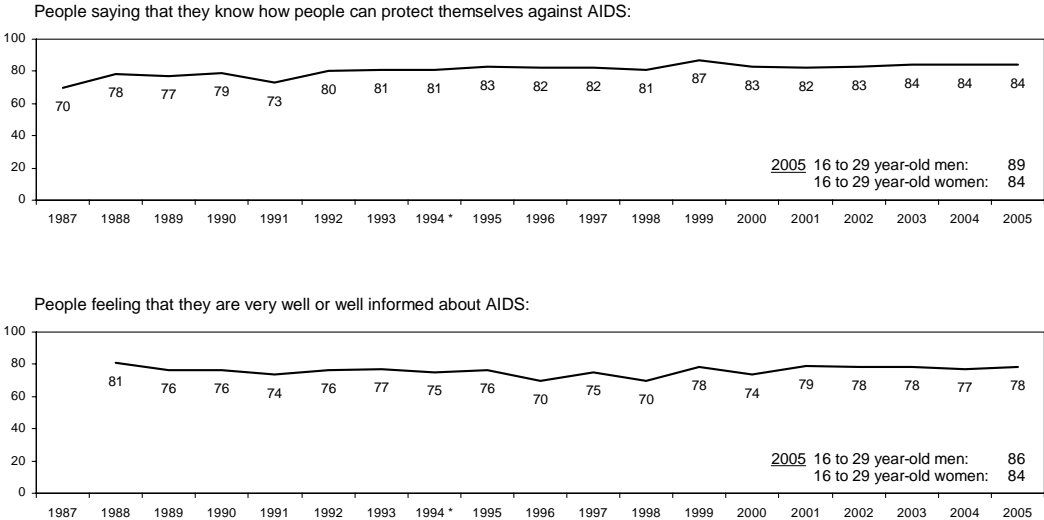
**Subjective indicators of knowledge**

The uncertainties and gaps in knowledge existing in some respects in connection with the subject of HIV infection also explain why part of the population considers itself to be uninformed (Fig. 21). Roughly one-fifth (22%) of the general population says it is poorly or not at all informed about AIDS. 78 percent consider themselves to be informed very well (13%) or well (65%).

The younger respondents feel better informed: a total of 85 percent of the 16 to 29 year-olds, 86 percent of the men and 84 percent of the women, feel very well or well informed about AIDS.

A further question regarding the subjective assessment of knowledge asks whether people know all about protection against AIDS, or whether they feel uncertain. In 2005, 84 percent say they know all about it, 15 percent feeling uncertain. The figure is slightly higher (87%) among the 16 to 29 year-olds. The difference between men and women in this age group is striking. 89 percent of the men between the ages of 16 and 29 say they know the score, and 11 percent feel uncertain. Of the women, 84 percent reply that they know what's what, while 16 percent indicate that they feel uncertain.

**Fig. 21 Self-assessment of knowledge about AIDS** In percent  
 General population over the age of 16



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

## **6. Indicators of sexual behaviour**

Although the sexual behaviour of the population is not a focal topic of the present study, a survey of sex-related behavioural patterns is nevertheless important for evaluation of the AIDS education campaign for two reasons. First, population groups with greater HIV infection risks can be identified, such as subgroups characterised by searching for or selecting a partner more frequently than average, or by risky sexual lifestyles. Moreover, regular monitoring of indicators of sexual behaviour makes it possible to check whether the sex-related behavioural patterns of the population, or of subgroups of the population, are changing and possibly influencing the trend in protective behaviour.

The individual indicators of sexual behaviour covered by the survey can be seen from the Tables below, where the results are shown as time-series data. The results refer to the general population between the ages of 16 and 65 (over-65s were not asked any questions about sex-related behavioural patterns in the interview), on the one hand, and to the singles under the age of 45, on the other.

The indicators refer to different risk situations and thus measure behavioural patterns with different prevalences. The first three indicators in Table 7 describe sexual behaviour in connection with the choice of a partner, e.g. the commencement of a new sexual relationship in the past 12 months. It can be seen that, when examined for the period of one year, these behavioural patterns do not apply to particularly large groups of the 16 to 65 year-old population: 17 percent started new sexual relationships in the past 12 months and 9 percent had several sex partners in the past year. 26 percent can imagine starting a new sexual relationship in the near future.

Table 7 moreover contains indicators relating to sex-related behavioural patterns in potentially risky situations, such as spontaneous sexual contacts with unknown partners on holiday. Even smaller proportions of the general population between the ages of 16 and 65 report these behavioural patterns: in 2005, 4 percent had spontaneous sexual contacts with unknown partners, and 5 percent had sexual contacts with unknown partners during holiday trips in the past three years.

**Table 7 Sexual behaviour**

In percent

		General population between the ages of 16 and 65			Singles under the age of 45		
		Total	Men	Women	Total	Men	Women
Proportion of interviewees starting a new sexual relationship in the past 12 months	1994	15	20	10	44	49	37
	1999	15	19	10	45	50	38
	2000	15	19	10	43	50	35
	2001	16	22	10	47	55	37
	2002	16	21	12	49	54	42
	2003	16	20	11	48	53	41
	2004	17	22	12	47	53	39
2005	17	22	13	49	52	44	
Proportion of interviewees having several sex partners in the past 12 months	1994	7	11	4	19	22	13
	1999	8	11	4	22	28	13
	2000	8	12	4	22	28	14
	2001	9	13	4	24	31	13
	2002	9	13	6	25	30	19
	2003	8	10	5	23	26	20
	2004	9	13	5	24	30	16
2005	9	13	6	25	30	19	
Proportion of interviewees who can imagine starting a new sexual relationship in the near future	1994	25	32	18	63	68	54
	1999	24	30	18	63	69	53
	2000	24	31	18	61	67	53
	2001	26	32	19	62	69	54
	2002	27	33	20	62	66	56
	2003	24	30	18	61	68	53
	2004	26	31	20	61	67	54
2005	26	32	20	63	68	57	
Proportion of interviewees having spontaneous sexual contacts in the past 12 months	1994	3	5	1	8	11	4
	1999	3	5	2	10	13	4
	2000	3	5	2	10	13	6
	2001	3	5	1	9	13	2
	2002	4	6	2	10	14	5
	2003	3	4	2	9	12	6
	2004	4	6	2	11	16	5
2005	4	7	2	12	15	7	
Proportion of interviewees having spontaneous sexual contacts with unknown partners on holiday in the past 3 years	1994	5	6	3	12	14	7
	1999	5	7	2	13	17	8
	2000	5	6	3	12	15	9
	2001	5	8	2	14	20	6
	2002	5	7	3	13	17	10
	2003	4	6	2	13	16	8
	2004	4	6	2	12	15	7
2005	5	7	2	11	16	5	
Proportion of interviewees considering themselves to be at risk due to their own sexual behaviour	1994	9	12	5	22	26	15
	1999	8	11	6	21	25	14
	2000	7	10	5	18	22	13
	2001	9	13	5	21	26	14
	2002	8	10	6	19	22	15
	2003	9	11	6	19	22	16
	2004	8	11	5	19	23	14
2005	8	10	5	17	20	13	

Source: BZgA – Representative surveys "Public Awareness of AIDS",  
conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

Relatively risky sexual behaviour occurs distinctly more often among the singles between the ages of 16 and 44 than in the general population as a whole.

Because of the greater prevalence of potentially risky behaviour, the younger singles are always chosen as the statistical reference quantity in this study when the study results, particularly those relating to protective behaviour, are to be presented for population groups that are at greater risk or are of particular relevance as regards prevention.

The percentages for the men are higher than those for the women for all indicators. This is true both of the 16 to 65 year-olds and of the singles under the age of 45.

So far, there has been hardly any change in sexual behaviour in the course of time. Even in recent years, the sexual behaviour of the general population - and also of the sexually more active subgroups, such as singles under the age of 45 - has shown no systematic change in one direction or the other. The differences that can be seen between the individual years must be interpreted as being attributable to sample variability.



## **7. Attitudes towards protective behaviour**

Whether sex partners protect themselves depends on a whole range of factors: social and psychological characteristics of the persons involved, the situation itself, and the course of the interactions and the negotiation process regarding protective behaviour. A key prerequisite for protective behaviour is, however, a fundamental willingness to use protection, which the partners must bring with them from the outset when entering the respective sexual situation. To ensure that as many people as possible protect themselves in risky situations, positive attitudes towards protection against AIDS must spread among the population, and must continue to be supported and updated by AIDS prevention.

### **Willingness to use protection against AIDS**

The 2005 repeat survey indicates that the fundamental willingness to use protection is very widespread among the public. The greater part of the general population accepts the use of condoms to protect themselves against an HIV infection (Fig. 22).

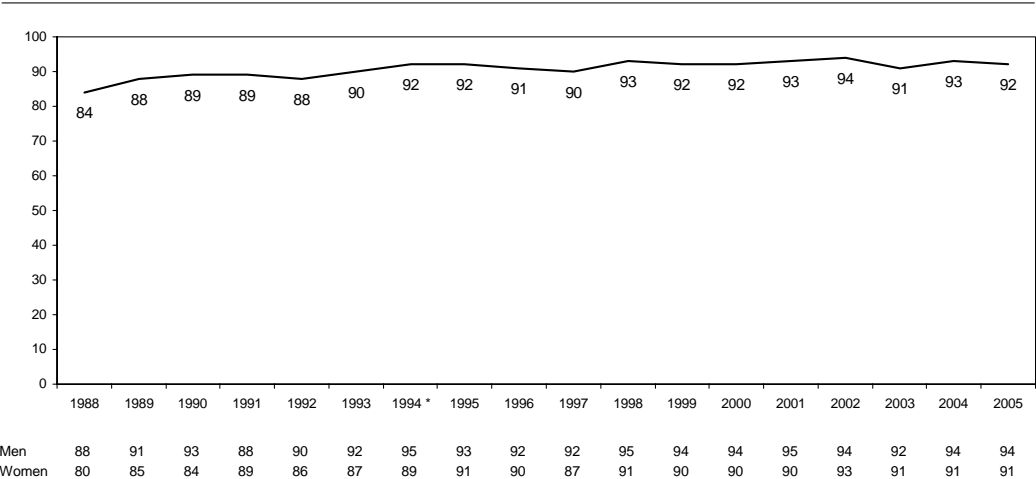
This particularly applies in connection with new sexual contacts: 91 percent of the general population (between the ages of 16 and 65) say they would use condoms in a new sexual relationship if the partner so wished.

Acceptance of condoms as protection against AIDS is equally widespread in the subgroups of the population demonstrating greater sexual activity and potentially greater risks of infection. At the beginning of a new sexual relationship, 92 percent of the 16 to 44 year-old singles would accept a partner's request only to have sex using a condom.

The figure is slightly higher for the younger male singles than for the younger female singles. The widespread willingness to use protection already developed in the first few years of the AIDS education campaign. As long ago as 1988, 84 percent of the younger singles accepted the use of condoms as protection against AIDS in new relationships.

Despite this high starting level, this value subsequently continued to rise slowly, exceeding a figure of 90 percent in the mid-1990s. Willingness to use condoms in the event of new sexual contacts remained roughly constant at this high level all the way to 2005.

**Fig. 22 Acceptance of condoms in the event of new sexual contacts** In percent  
Singles under the age of 45



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

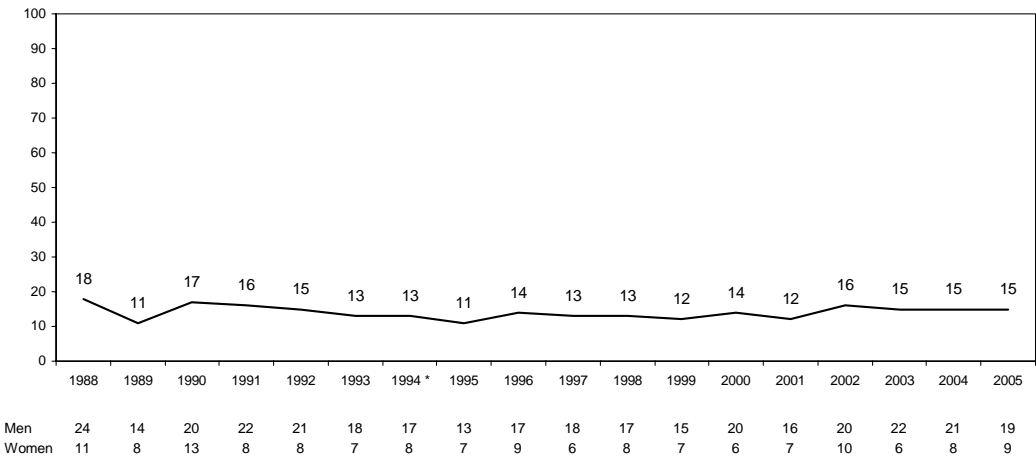
\* Including the new Federal Länder from 1994

In line with the widespread willingness to use condoms in new sexual relationships, there are only relatively few people who would accept the opposite request of a partner to dispense with condoms at the start of new sexual contacts (Fig. 23): in 2005, the figure among 16 to 44 year-old singles was 15 percent.

Willingness to accept unprotected sexual contacts at the start of new relationships has remained largely unchanged at this level since the late 1980s. From 1988 to 1995, there was a slight decline in acceptance of unprotected sexual contacts. In 1988, for example, 18 percent said they would start new sexual relationships without using a condom, if the partner so requested, whereas the figure in 1995 was 11 percent. In the following years up to 2001, the proportion fluctuated around a value of roughly 13 percent. The figure for the younger singles has increased again slightly in recent years, reaching a level of 15 to 16 percent.

There is a striking difference between men and women as regards willingness to engage in unprotected sexual contacts: with a figure of 19 percent, men say roughly twice as frequently as women (9%) that they would accept the partner's wish not to use condoms in a new partnership.

**Fig. 23 Acceptance of new sexual contacts without a condom** In percent  
Singles under the age of 45



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund  
\* Including the new Federal Länder from 1994

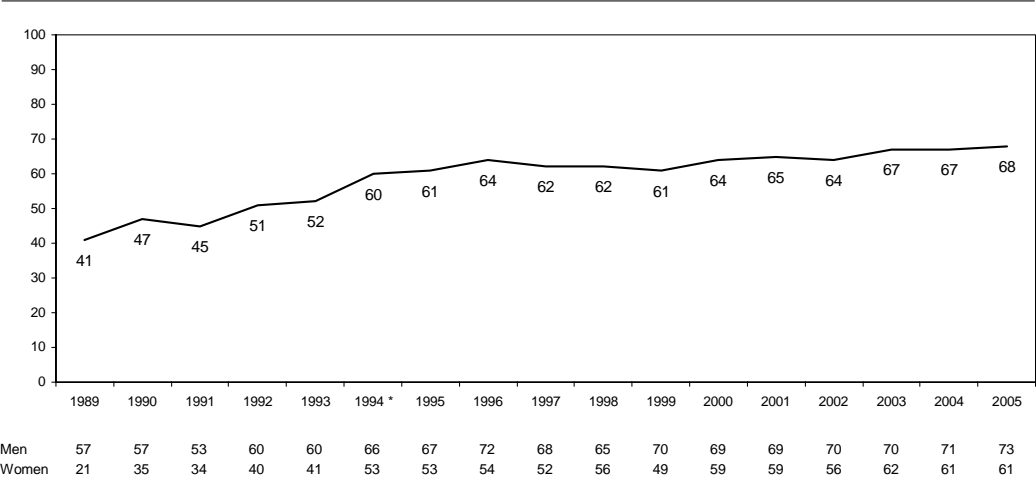
Willingness to use condoms as protection against an HIV infection is additionally expressed in an indicator that is more specifically geared to actual protective behaviour. It examines the proportion of people who currently have condoms at home or on their person (Fig. 24). The figure for singles under the age of 45 was 68 percent in 2005.

Viewed in the long term, a substantial increase in condom possession, totalling 27 percentage points overall, can be determined since 1989. However, the greater part of this increase already occurred between 1989 and the mid-1990s, since which time the value for this indicator has continued to rise, but only very slowly.

The change in condom possession among younger single women is worthy of note: in 1989, 21 percent said they had condoms at home or with them. The corresponding figure for men

was 57 percent, this making a difference of 36 percentage points. In 2005, more than one-half (61%) of the younger single women had condoms available, the gap compared to the men now being 12 percentage points.

**Fig. 24 Condom possession as an intention to protect** In percent  
Singles under the age of 45



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

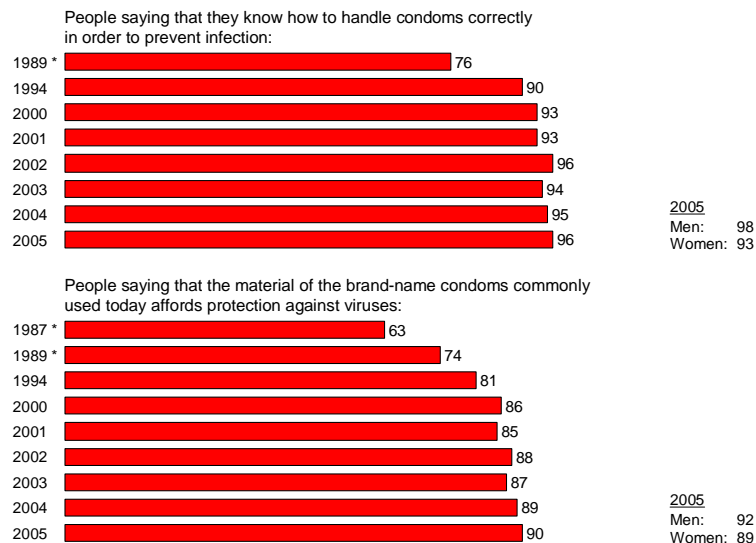
**Attitudes towards condoms**

The general acceptance of protection against AIDS by means of condoms is supported by a number of positive attitudes towards the use of condoms. People's own certainty of being able to handle condoms correctly is particularly important for their willingness to protect themselves turning into actual use of condoms (Fig. 25).

This certainty is obviously very widespread among the younger singles: in 2005, 96 percent said they knew how to use condoms correctly so that they afford protection. 93 percent of the younger single women also know how condoms should be used. This figure is slightly lower than that for men, almost all of whom (98%) say they know all about how to use condoms.

In 1989, 76 percent of the younger singles were convinced that they were capable of handling condoms correctly. The figure was considerably higher in 1994, reaching 90 percent. This conviction also continued to slowly spread among younger singles after that time.

**Fig. 25 Attitudes towards condoms: dependable protection** In percent  
Singles under the age of 45



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* 1987 and 1989: old Federal Länder

Confidence in the quality of condoms has also increased. In 1987, 63 percent of the younger singles said the material of the condoms commonly used today afforded protection against the HI virus. This figure had risen to 90 percent in 2005. This value, too, has tended to continue increasing slowly in the years since 2000. Men and women are equally confident in the safety of condoms.

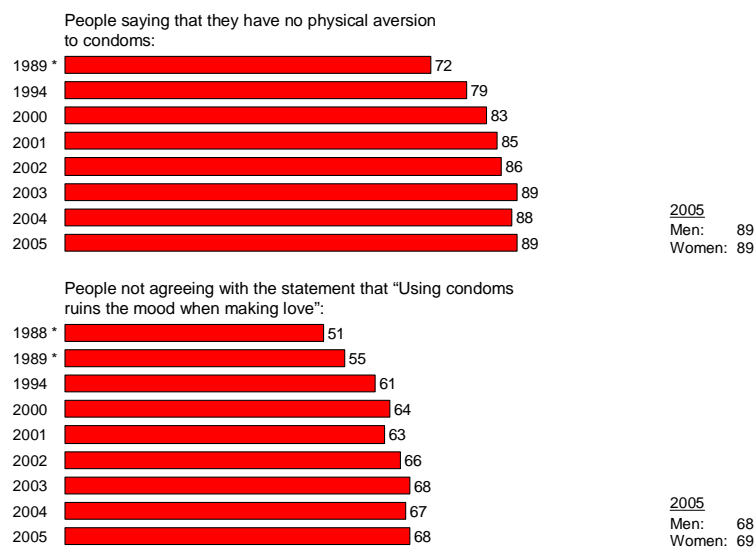
Emotional reservations regarding the use of condoms are slowly declining (Fig. 26). For one thing, this can be seen from the fact that only relatively few people still say they have a "physical aversion" to condoms. Among the singles under the age of 45, 9 percent feel an aversion to condoms, whereas 89 percent say that this is not the case. There is no difference between men and women in this respect. In 1989, 72 percent had no aversion to condoms; so, the proportion of people with no emotional resistance to condoms has risen by 17 percentage

points among younger singles since the start of the AIDS education campaign. A slow rise can also be seen in recent years: from 83 percent in 2000 to the current level of 89 percent.

Condoms are relatively often felt to disrupt the sexual relationship. For example, 28 percent of the singles under the age of 45 agree with the statement "Condoms ruin the mood when making love". The majority (68%), however, is not of the opinion that condoms have a disruptive effect, therefore rejecting this statement. The men among the younger singles find condoms to be disruptive slightly more frequently than the women in this population group. 29 percent of the men agree with the statement "Condoms ruin the mood when making love", while 68 percent reject it; 26 percent of the women find condoms disruptive, whereas 69 percent do not.

This attitude, too, has changed in the course of the AIDS education campaign. The proportion of the younger singles who do not feel that condoms are disruptive has risen from 51 percent in 1988 to the current value of 68 percent in 2005. However, the change in this attitude is only making slow progress.

**Fig. 26 Attitudes towards condoms: emotional resistance** In percent  
Singles under the age of 45



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa, Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* 1988 and 1989: old Federal Länder

## **8. Protective behaviour**

The development of protective behaviour is described on the basis of several indicators. Data on the long-term spread of condom use are followed by time-series results concerning the protective behaviour of the subgroups with potentially risky lifestyles: (1) singles under the age of 45, (2) persons with several sex partners in the last 12 months before the time of the survey, and (3) sexually active 16 to 20 year-old young people. These groups were asked about their current frequency of condom use. The protective behaviour indicators derived therefrom are (1) the proportion of people using condoms at all (always, often, occasionally) and (2) the proportion of people using condoms regularly (always, often). The third section of this chapter examines the extent to which condoms are consistently (always) used as protection against an HIV infection in risky situations, specifically (1) in the event of new sexual contacts, (2) in the event of spontaneous sexual contacts with previously unknown partners, and (3) in the event of sexual contacts with holiday acquaintances.

### **Development of protective behaviour**

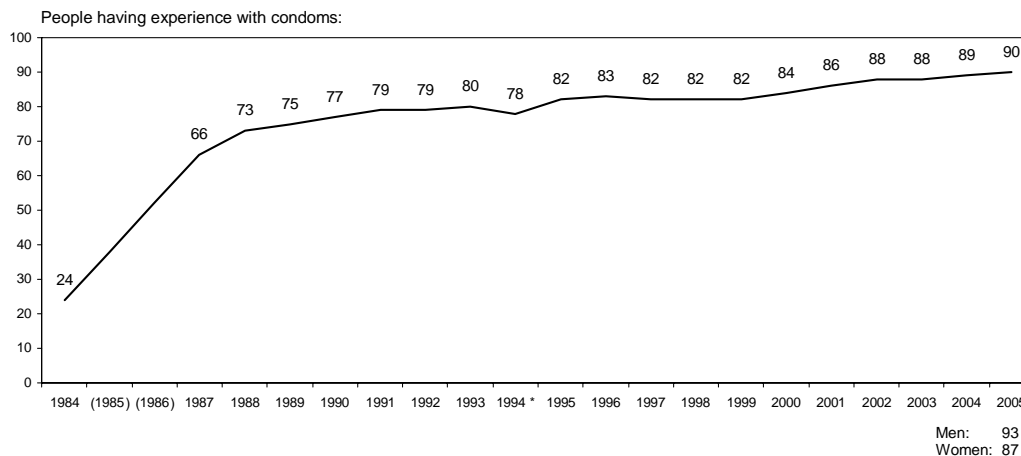
The use of condoms among the population of the Federal Republic of Germany has spread substantially since the start of the AIDS education campaign. This can be seen from various time-series data on the longer-term development of condom use. For example, survey data on experience with condoms are available for the period since 1984.

The graph of these data indicates a marked rise in the number of persons having experience with condoms in the early years of the AIDS education campaign (Fig. 27): in 1984, before the campaign began, 24 percent of the 16 to 65 year-olds in what was then West Germany stated that they had experience with condoms. The proportion of persons having experience with condoms increased to 75 percent between 1987 and 1989, then continuing to rise up to the year 2005, when it reached 90 percent, the highest value to date. Women have slightly less experience with condoms (87%) than men (93%).

**Fig. 27 Experience with condoms**

In percent

16 to 65 year-olds



Source: 1984 and 1987: Survey results of the dlif (Deutsche Latex Forschung - German Latex Research)  
1988 - 2005: BZgA - Representative surveys "Public Awareness of AIDS",  
conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

The development of condom use can also be seen from external data, such as condom sales figures, these being collected and published by the German Latex Research Information Centre (Informationszentrum der Deutschen Latexforschung) (Fig. 28).

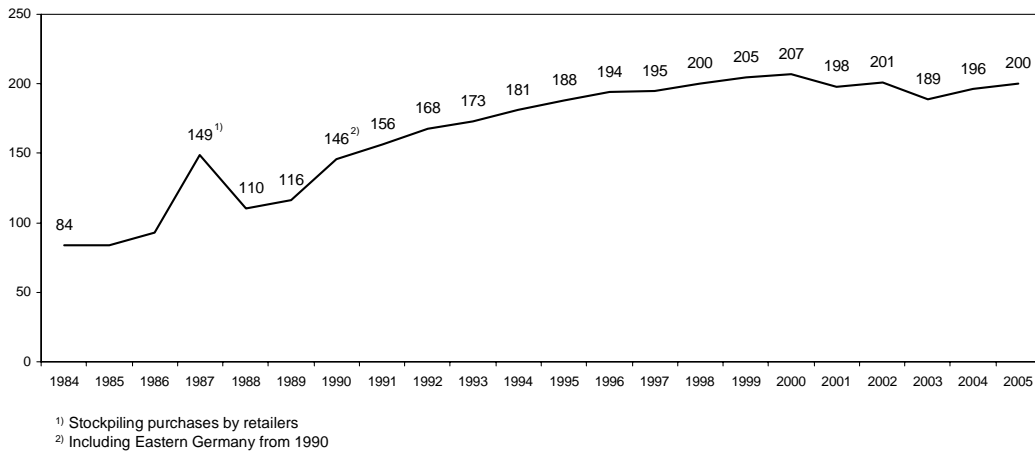
The development of the sales figures curve is largely similar to that of the survey data on condom experience: it rose rapidly following the start of the AIDS education campaign, reaching a first peak in 1987, when retailers increased their stocks in response to the growing demand emerging at the time. Thereafter, condom sales continued to rise until the year 2000, although with lower growth rates since 1995.

The condom sales figures declined to 189 million between 2001 and 2003. However, this trend did not continue in 2004, condoms sales instead beginning to rise again slightly, first to 196 million in 2004 and further to 200 million in 2005.



**Fig. 28 Condom sales**  
Condom sales figures

In millions



Source: Deutsche Latexforschungsgemeinschaft Kondome e.V.

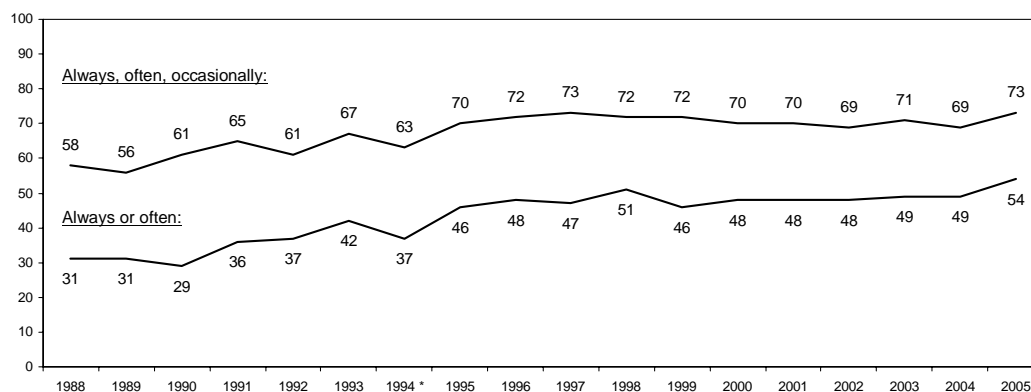
### Protective behaviour in groups with risky lifestyles

The following section examines the development of condom use in those subgroups who - as indicated in Chapter 6 - demonstrate potentially more risky behaviour as regards the choice and frequency of sexual contacts than is usually the case in the general population (Fig. 29).

In 2005, 73 percent of the singles under the age of 45 had always, often or occasionally used condoms during sexual contacts in the past 12 months. The figure in 2004 was 69 percent. The proportion of condom users thus rose again for the first time in quite a while. In the years before, the proportion of people always, often or occasionally using condoms during sexual contacts had declined slightly, from 73 percent in 1997 to 69 percent in 2004. (Although this decrease only amounted to four percentage points, it must nevertheless be interpreted as a statistically significant, continuously declining trend.)

This indicator value had risen constantly in the first phase of the observation period - from 1988 to 1996 - namely from 58 percent in 1988 to 72 percent in 1996.

**Fig. 29 Condom use of singles under the age of 45 having sexual contacts in the past year** In percent



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

A good half (54%) of the younger singles with sexual contacts in the past year used condoms regularly (always, often). Regular condom use likewise rose compared to 2004 - by 5 percentage points, from 49 percent to the current value of 54 percent. This increase, too, came after several years of stagnation. Since 1996, the proportion of regular condom users had fluctuated in the region of a value just under 50 percent.

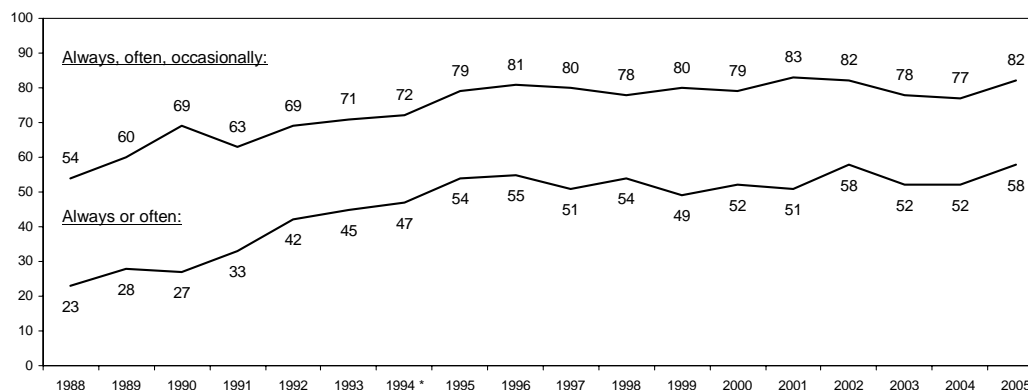
A picture similar to that for the younger singles is obtained for the people having several sex partners in the last 12 months (Fig. 30). In 2005, the proportion of this group always, often or occasionally using condoms in the recent past was 82 percent. This indicator value for general condom use (including occasional condom use) is comparatively high. It is 9 percentage points higher than among the singles under the age of 45.

Thus, there has again also been an increase in the use of condoms among people having several sex partners. In 2004, the proportion of condom users (always, often, occasionally)

was 77 percent. This increase is remarkable in that the proportion of condom users in this group had declined even more rapidly in the preceding years than among the singles under the age of 45: from 83 percent in 2001 to 77 percent in 2004.

**Fig. 30 Condom use of interviewees having several sex partners in the past year**

In percent



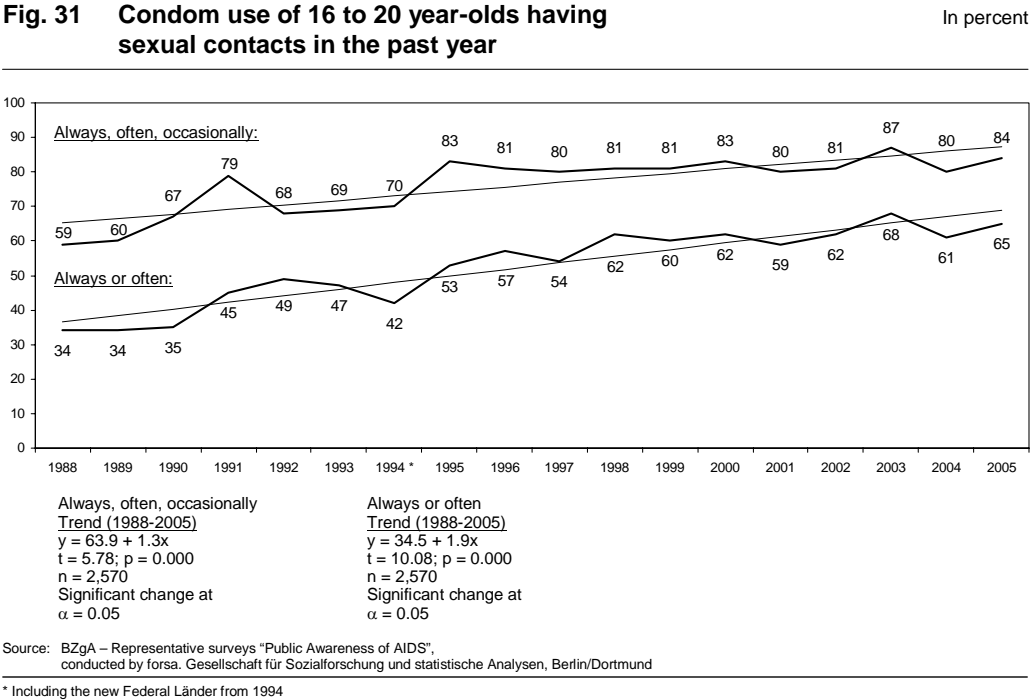
Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

Slightly more than half of those who had several sex partners in the past year regularly used protection: in 2005, 58 percent of this group said they always or often used condoms. The corresponding figure for 2004 was 52 percent.

However, this increase is more difficult to interpret in connection with regular condom use than in relation to overall condom use: 1996 marked the end of a steady upward trend in regular condom use. Between 1996 and 2004, the value for regular condom use varied in the region of roughly 50 percent for persons with several sex partners. No distinct upward or downward trend was discernible, although the value of 58 percent was also reached on one occasion (in 2002). It thus cannot be determined whether the proportion of regular condom users in 2005 is part of the stagnating development since 1996, or whether it indicates a renewed increase in condom use.

Condom use is also very widespread among the young people between the ages of 16 and 20 (Fig. 31). In 2005, 84 percent of the young people (having sexual contacts in the past year) always, often or occasionally used condoms. The figure for the previous year (2004) had been 80 percent.



As in the other groups demonstrating a potentially risky lifestyle, an increase in condom use can also be determined among the young people. Owing to the small number of cases, the values for the 16 to 20 year-olds occasionally display quite major fluctuations, making it impossible to derive an unequivocal trend from the specific individual figures.

To statistically compensate for these fluctuations in the figures for the long-term observation, a trend curve was calculated for the values from 1988 to 2005. Throughout the period, this curve shows a (statistically significant) increase in condom use, averaging 1.3 percentage points per year. However, the greater part of this increase occurred in the early years of the AIDS education campaign. Since 1996, there has been hardly any change in the proportion of 16 to 20 year-olds who occasionally, often or always use condoms; however, the value has been high at all times since then, averaging 81 percent.

A particularly large proportion of the 16 to 20 year-old young people protect themselves

*regularly*. 65 percent of them - which is more than in the other groups facing a potentially higher risk of an HIV infection - always or often use condoms. This is a marked increase compared to 2004, when the value was 61 percent, but cannot be interpreted unequivocally because of the small number of cases.

The trend curve representing the long-term development of regular condom use among young people from 1988 onwards displays an average increase of 1.9 percentage points per year, this differing significantly from zero. This increase, too, mainly took place in the ten years from 1988 to 1998. In 1988, the proportion of young people always or often using condoms was only roughly one-third (34%); by 1998, it had risen to 62 percent. After that, the trend in regular condom use among young people likewise tended to stagnate. It could be that the current figure of 65 percent does not represent a significant deviation from the stagnating trend that has persisted since 1999.

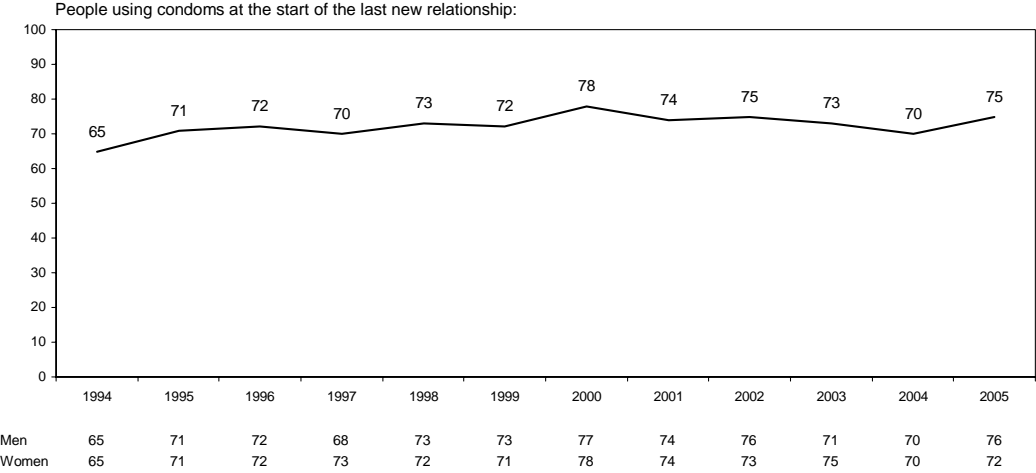
### **Protection against HIV infections in potentially risky situations**

This section examines the extent to which condoms are used by the sexually active population (between the ages of 16 and 65) in potentially risky situations. In this study, the term "risky situations" is first and foremost taken to mean new sexual contacts, and the question is asked whether condoms were used at the start of the latest new relationship. The interviewees are furthermore questioned as to whether condoms are used in the event of spontaneous sexual contacts with unknown partners and - as a variety of this behaviour - in the event of sexual contacts with new partners on holiday.

Protective behaviour in these risky situations is relatively widespread among the sexually active population. In 2005, for example, 75 percent of the respondents who had begun a new sexual partnership in the preceding 12 months said that they had used condoms at the start (Fig. 32). The figure for the previous year was 70 percent. This result is remarkable in that an increase in condom use in the event of new sexual relationships was again recorded for the first time since 2000. Much as for the interviewees having several sex partners in the past 12 months (Fig. 30), there had also been a substantial decline in condom use among the interviewees with new sexual relationships in the past 12 months (the two groups partly

overlap). In the latter group, for example, the figure had dropped from 78 percent in 2000 to 70 percent in 2004.

**Fig. 32 Condom use at the start of new relationships** In percent  
 Interviewees with new sexual relationships in the past 12 months



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

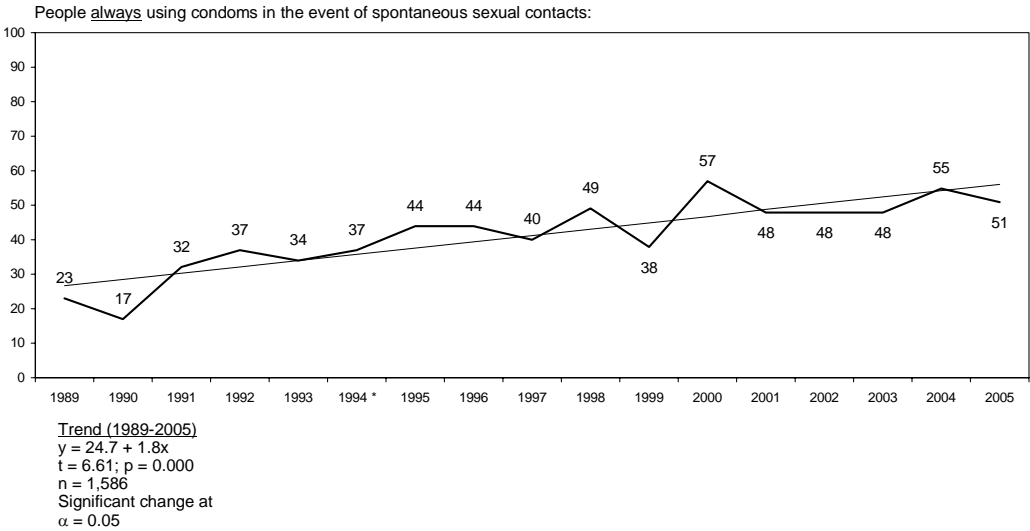
Only marginal differences can be detected as regards the development of protective behaviour among men and women. Between 2000 and 2004, the indicator "Condom use at the start of new relationships" had declined by 7 percentage points for the men and by 8 percentage points for the women. However, the difference in the increase between 2004 and 2005 is striking. Condom use in the event of new sexual contacts rose from 70 to 76 percent among the men, and from 70 to 72 percent among the women. The results for the other indicators are not examined separately for men and women, since the interpretation of individual results is problematic because of the small number of cases.

Currently, no clear trend can be identified as regards condom use in the other two particularly risky situations. This first applies to protective behaviour in the event of spontaneous sexual contacts with unknown sex partners (Fig. 33).

The indicator used for regular protective behaviour in the event of spontaneous sexual contacts with unknown partners is the proportion of persons who *always* use condoms. In the 2005 repeat survey, roughly one-half (51%) of the respondents indicating that they had had

spontaneous sexual contacts with unknown partners in the past 12 months said they had always used condoms in such relationships. The figure for the previous year was 55 percent.

**Fig. 33 Regular condom use in the event of spontaneous sexual contacts** In percent  
Interviewees having spontaneous sexual contacts with unknown partners



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

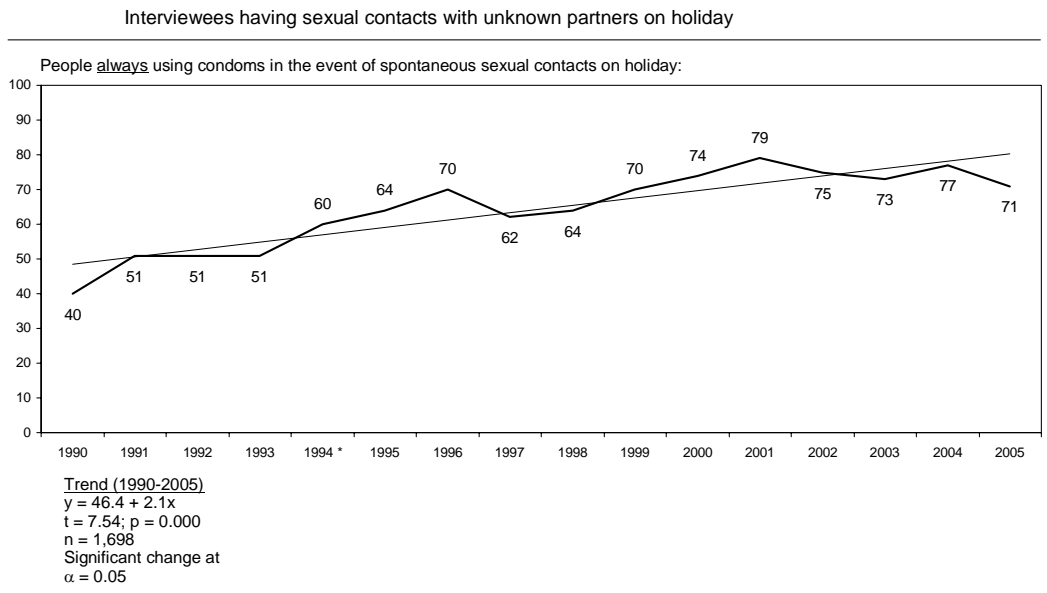
Because of the small number of cases of persons having spontaneous sexual contacts, the curve of this indicator for regular protective behaviour varies to a relatively great extent in the course of time. However, the trend curve calculated to compensate for these fluctuations shows that the proportion of people with spontaneous sexual contacts who always use condoms on such occasions has risen substantially since 1989. The average increase in the trend curve is 1.8 percentage points per year.

A comparable development can be seen as regards sexual contacts with unknown partners on holiday (Fig. 34). 71 percent of those who had had contacts of this kind in the past three years *always* used condoms. The figure in the 2004 repeat survey was 77 percent.

Despite this short-term decline, the long-term trend (since 1990) continues. Since 1990, the percentage of people who always use condoms in the event of sexual contacts with unknown partners on holiday has risen from 40 percent to the current level of more than 70 percent. In spite of the occasionally major fluctuation in the individual values, the trend curve for this indicator shows a linear increase averaging 2.1 percentage points per year.

**Fig. 34 Regular condom use in the event of holiday contacts**

In percent



Source: BZgA – Representative surveys "Public Awareness of AIDS",  
conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

However, the latest result also reveals that condom use in the event of sexual contacts with holiday acquaintances has been on the decline since 2001: from 79 percent in 2001 to the current figure of 71 percent. Although high values comparable to those of 2001 were achieved in the interim (e.g. 77 percent in 2004), it can be seen that a downward trend is developing as regards protective behaviour in holiday situations.



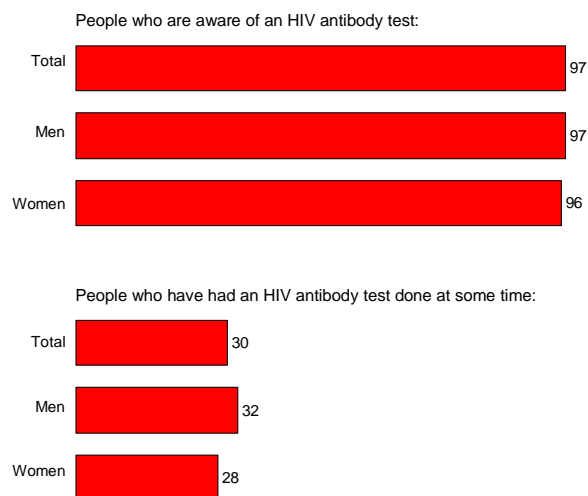
## 9. HIV antibody test

Each year, the repeat survey of the "Public Awareness of AIDS" study enquires about use of the HIV antibody test. Thus, data are available both for the general population and for the group of younger singles (and other subgroups of the population) that reveal the development of awareness of the HIV antibody test, the prevalence of experience with the test and, above all, use of the test.

### Test experience

Almost every woman and every man is aware of the possibility of having an HIV antibody test to see whether they are infected with the HI virus (Fig. 35).

**Fig. 35 Awareness and use of the HIV antibody test** In percent  
General population over the age of 16

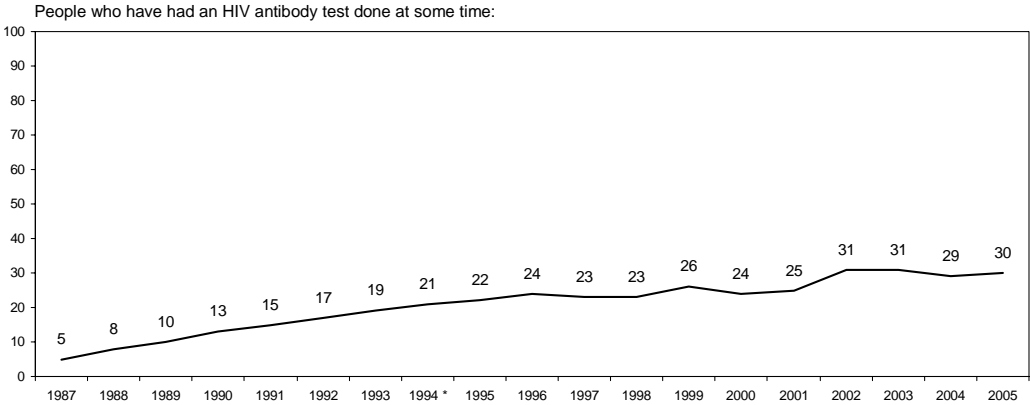


Source: BZgA – Representative survey "Public Awareness of AIDS 2005", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

97 percent of the general population over the age of 16 are aware of the test. Slightly less than one-third of the general population has experience with the test: 30 percent have so far had themselves tested on one or more occasions; the percentage for men is only marginally higher than that for women.

The proportion of people who have had themselves tested on some occasion has risen substantially in the course of time - from 5 percent in 1987 to 24 percent in 1996 (Fig. 36). After that time, the tested proportion fluctuated marginally about this value, increasing to a figure of 31 percent in 2002. The value for 2005 is similar at 30 percent.

**Fig. 36 Use of the HIV test in the course of time** In percent  
 General population over the age of 16



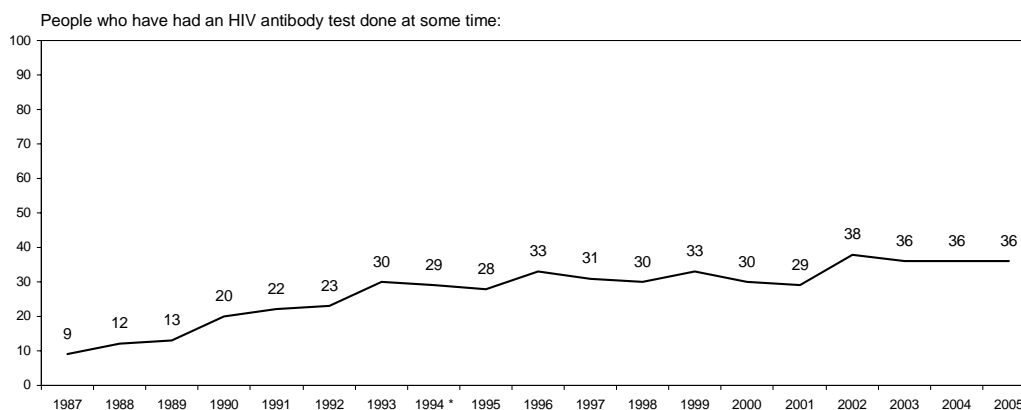
Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

The use of HIV antibody tests has spread slightly more among singles under the age of 45 (Fig. 37) than among the general population as a whole. 9 percent of this population group in Western Germany had already had themselves tested in 1987, the proportion for the whole of the Federal Republic in 2005 being 36 percent.

**Fig. 37 Use of the HIV test in the course of time**  
Singles under the age of 45

In percent



Source: BZgA – Representative surveys "Public Awareness of AIDS",  
conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Including the new Federal Länder from 1994

### Current use of the HIV antibody test

9 percent of the general population had had an HIV antibody test in the last 12 months before the time of the survey (Table 8). 11 percent of the men had had themselves tested in the past 12 months, and 7 percent of the women. The figure is higher for the singles under the age of 45, for whom the value is 18 percent.

The time-series results since 1994 indicate a slight, but relatively regular decline among the general population. The calculated trend curve shows an average decrease of 0.3 percentage points per year in the tested proportion. A statistical test (t-test) revealed that this trend differs statistically significantly from zero. It can thus be assumed that the willingness to be tested for HIV antibodies is slowly decreasing among the general population. However, this trend cannot be seen among the younger singles. Consequently, the decline in willingness to be tested that can be seen in the general population is primarily to be found in the older groups of the population and/or among the non-singles.

At 18 percent, the proportion of current test users is substantially higher among the younger singles than among the general population. No downward or upward trend can be identified. The individual values vary between 13 and 18 percent; per year, an average of roughly 15 percent of singles under the age of 45 have themselves tested for HIV antibodies.

**Table 8 HIV antibody test in the past year**

In percent

	General population over the age of 16			
	Total	Men	Women	Singles under the age of 45
1994	11	13	9	17
1995	11	12	10	16
1996	10	13	8	17
1997	9	10	8	15
1998	8	9	6	14
1999	9	11	7	16
2000	9	11	7	15
2001	7	9	6	13
2002	9	11	7	16
2003	9	10	8	15
2004	8	10	7	15
2005	9	11	7	18

Total

Trend (1994-2005)

$y = 10.7 - 0.3x$

$t = -3.08; p = 0.013$

$n = 43,208$

Significant change at

$\alpha = 0.05$

Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

## **10. AIDS therapies**

In the course of 1996, the press reported extensively for the first time that HIV infections were being treated with the help of what were at that time new therapies, e.g. with multiple combination therapies. To identify the possible impact of this information about potentially successful therapies on attitudes towards protection against AIDS at an early stage, the Federal Centre for Health Education already examined this question in 1996 in the framework of the "Public Awareness of AIDS" study. No impact of the reports on new therapies could be detected at that time.

The subject was examined in rather more detail in the repeat surveys of the following years: questions were asked regarding awareness of the AIDS therapies, particular attention being paid to examining the effect of this knowledge of possible therapies - both on notions regarding the course of the disease and on notions relating to protective behaviour.

This question (and the corresponding interview questions) results from research into sexual behaviour and risks of HIV infection by the European working group around Michel Hubert, who illustrated in his presentation at the 12th World AIDS Conference in Geneva in 1998, based on a four-country comparison (France, Germany, Norway, Switzerland), that the heterosexual population is less well informed about combination therapies than homosexual men; however, it was reported that only a small proportion of the population (less than 4%) said they might possibly behave in a more risky fashion as a result.

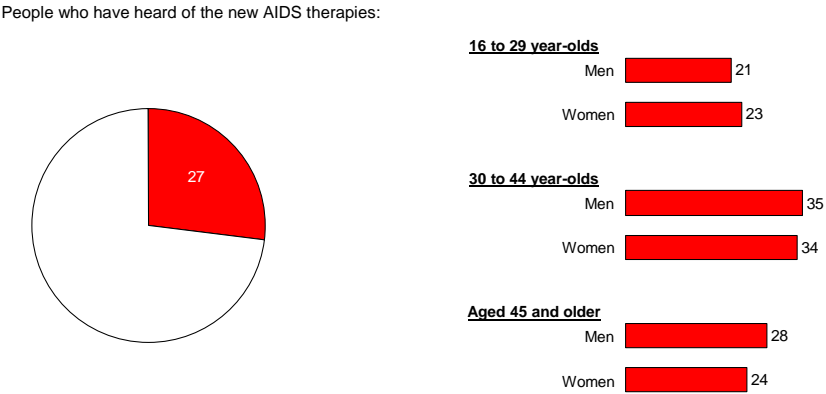
### **Awareness**

In 2005, 27 percent of the general population over the age of 16 said they had heard or read something about AIDS therapies (Fig. 38). 5 percent were not quite sure. According to this result, major segments of the population apparently know only little about the possibilities for treating HIV infections, meaning that, for this reason alone, the fact that AIDS therapies are available can only partly have an impact on attitudes and behaviour in relation to protection against HIV.

Knowledge of AIDS therapies is not quite uniformly distributed across the population. The 30 to 44 year-olds are slightly better informed than the population on average. A good third (35%) of them has heard or read something about these treatment options on some occasion.

With an awareness figure of 26 percent, the middle and older age groups are as informed as the general population on average. Below-average awareness of AIDS therapies is found among younger people between the ages of 16 and 29. Less than one-quarter (22%) of this group has heard or read about them.

**Fig. 38 Awareness of AIDS therapies** In percent



Source: BZgA – Representative survey "Public Awareness of AIDS 2005", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

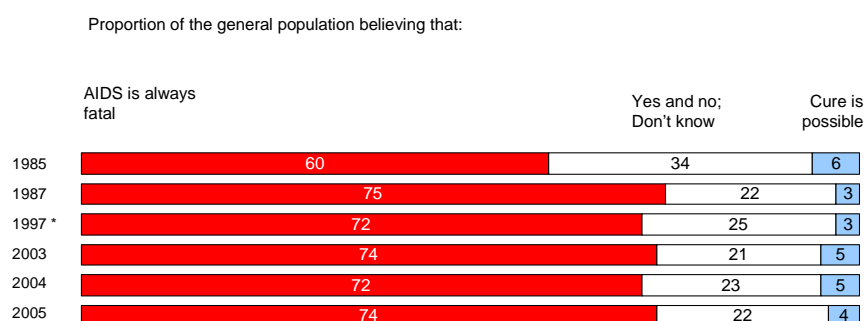
Men and women are roughly equally informed in the younger age groups. In the age groups upwards of 45, slightly more men than women know that AIDS therapies exist. The higher the age, the greater the information lead of the men.

**Impact on notions regarding the disease AIDS**

The notions of the population regarding the disease AIDS developed at the start of the AIDS education campaign. While uncertainty regarding the fatal course of AIDS was still relatively widespread in 1985, roughly three-quarters said in 1987 that AIDS was a disease that always had a fatal outcome; only few had the notion that the disease could be cured.

Even after the media reported on the new AIDS therapies, there was no fundamental change in this pattern of attitudes (Fig. 39). Following a brief drop in 1997 and 1998, the proportion of people who viewed AIDS as a disease always having a fatal outcome again rose to the level of the preceding years. In 2005, 74 percent believed that AIDS was always fatal; 22 percent were uncertain (partly curable, don't know); the proportion of people holding the view that AIDS could be cured was 4 percent.

**Fig. 39 Outcome of the disease AIDS** In percent



Source: 1985: forsa. - Representative survey  
 1987 - 2005: BZgA - Representative surveys "Public Awareness of AIDS",  
 conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

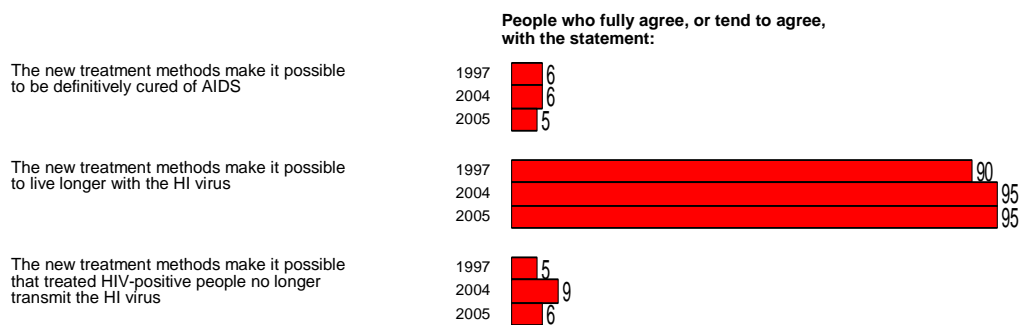
\* Including the new Federal Länder from 1997

The impact of a knowledge of treatability on notions regarding HIV and AIDS was further examined by asking the people informed about AIDS therapies whether they would agree with or reject three statements on the subject (Fig. 40). For the statement "The new treatment methods make it possible to be definitively cured of AIDS", the picture obtained for the informed persons is similar to that in Fig. 39, which shows the corresponding results for the general population as a whole. More than three-quarters (79%) are *not at all* in agreement, and thus convinced that AIDS is incurable, while a further 13 percent *tend* to disagree, i.e. are also of the opinion that AIDS is incurable, even though they are not quite certain. Apparently,

the 5 percent who agree to the statement to a greater or lesser degree are of the belief that AIDS can be cured by the therapies.

The great majority of the people informed about AIDS therapies has apparently heard of the life-prolonging effect. Thus, 95 percent agreed with the statement "The new treatment methods make it possible to live longer with the HI virus". Two-thirds (69%) completely agree with the statement, 26 percent agreeing with restrictions.

**Fig. 40 Effect of AIDS therapies: perception of the disease AIDS** In percent  
 Basis: Persons who have heard of the new therapies (2005: n = 1,010)



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

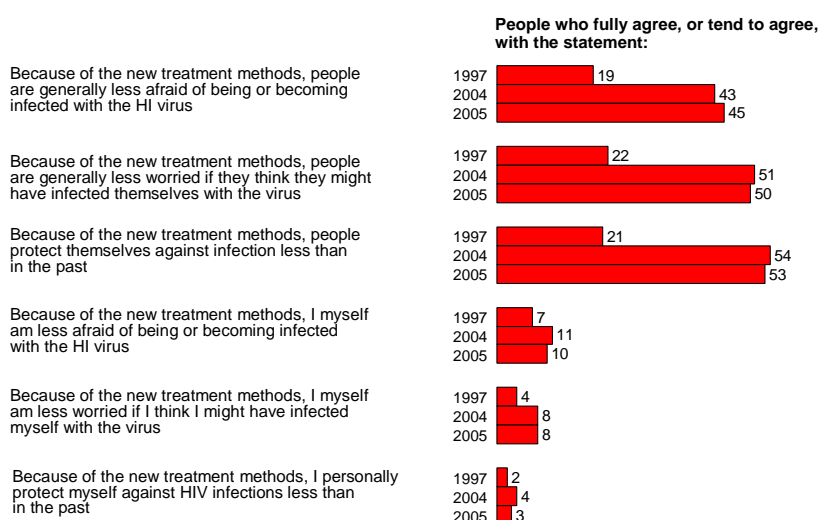
The statement "The new treatment methods make it possible that treated HIV-positive people no longer transmit the HI virus" is totally rejected by 71 percent, who are thus entirely convinced that the virus can still be transmitted, despite treatment. A further 15 percent likewise tend towards this view, even if they are not quite certain, and reject the statement with restrictions. On the other hand, 6 percent are more or less of the opinion that the HI virus cannot be transmitted following AIDS therapy. A further 7 percent say they do not know whether the virus is still transmissible after AIDS therapy.



## Impact on protective behaviour

The theory that there has been a general decline in worries about AIDS, and in protective behaviour, since AIDS therapies became known, was initially only voiced by a relatively small proportion of the informed people (Fig. 41). In 1997, shortly after AIDS therapies became known, 19 percent believed that many people would be less afraid of an infection as a result. 22 percent thought that people would now worry less following risky sexual contacts, and 21 percent also believed that people would generally use protection less because of the new therapies. So, the majority rejected the theory of declining protective behaviour.

**Fig. 41 Effect of AIDS therapies: perception of protective behaviour** In percent  
Basis: Persons who have heard of the new therapies (2005: n = 1,010)



Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

The situation tends to be reversed in 2005. The proportions of the informed persons who agree with the statements regarding less fear of AIDS (45%), fewer worries (50%) and declining protective behaviour (45%) have virtually doubled. The existence of AIDS therapies makes people who are aware of them increasingly suspect that worries and fear of AIDS in the population are declining. And more and more are also of the opinion that fewer worries lead to more carefreeness when it comes to protection against AIDS.

Only few of the informed people say that they have personally become more carefree or do not protect themselves as a result of the new therapies. The great majority of them completely

reject statements regarding a decline in their own protective behaviour. However, even this group shows an increase in the number of people who worry less. For instance, the proportion of people who are less afraid of an infection because of the new treatment methods rose from 7 percent in 1997 to 10 percent in 2005. The proportion saying that they need worry less about the consequences of an HIV infection now that AIDS therapies are available increased from 4 percent to 8 percent. 3 percent currently say that they protect themselves less, compared to a proportion of 2 percent in 1997.

If the question is examined as to whether informed persons are less willing to protect themselves with condoms, and whether they actually do protect themselves less and use condoms less often than uninformed persons, there is currently no indication of a knowledge of AIDS therapies having any impact on protective behaviour. In the sexually more active group of younger singles, there is no significant difference between informed and uninformed people as regards the indicators used here to gauge the willingness to use protection, and also not as regards actual protective behaviour (Table 9). It can be assumed that awareness of AIDS therapies has so far not led to a fundamental change in protective behaviour, particularly that of the sexually more active group of younger singles.

**Table 9 Awareness of AIDS therapies and protection against AIDS** In percent  
Singles under the age of 45

		Regarding the new therapies:		Total %
		Informed * %	Not informed ** %	
People who would agree to use condoms with new partners	1997	93	89	90
	2004	95	92	93
	2005	95	92	92
People having condoms on their person	1997	66	61	62
	2004	70	65	67
	2005	75	65	68
People using condoms regularly (always or often)	1997	52	46	47
	2004	51	48	49
	2005	56	54	54
People who have used condoms in the event of new sexual relationships	1997	74	75	75
	2004	78	72	74
	2005	80	77	79

Source: BZgA – Representative surveys "Public Awareness of AIDS", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Yes, have already heard about new therapies  
\*\* No, have not yet heard about new therapies

## **11. Willingness to use condoms in new sexual relationships**

This chapter deals with a number of other notions that can contribute to people possibly underestimating the risk of an HIV infection in sexual situations. Above all, these are notions that can take effect in the situation of a new sexual relationship and reduce the willingness to use a condom in this situation.

Notions of this kind are known to exist from the work of the specialist AIDS sections and the AIDS helpline of the Federal Centre for Health Education. Consequently, both were involved in the preparation of the questions dealt with in this chapter and, above all, in the selection of the individual topics to be investigated. A specific set of questions on these individual topics was formulated for the latest study and put to the interviewees between the ages of 16 and 65.

### **Transmissibility of HIV**

The first of these individual topics relates to the view, expressed by some men, that it is really not that easy for men to infect themselves with HIV during sexual contacts with women. The question was thus asked whether a man and a woman who have just met should use condoms during sexual contacts (Fig. 42).

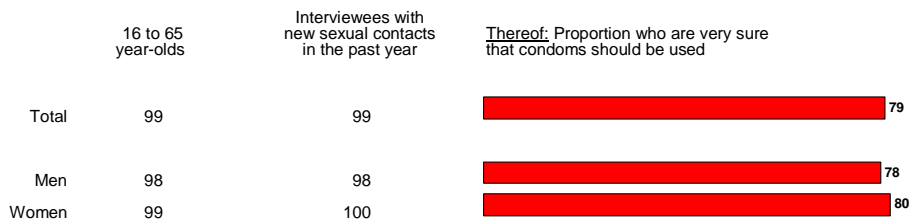
Almost the whole of the general population between the ages of 16 and 65 is of the opinion that the use of condoms as protection against an HIV infection is necessary in such situations. This response pattern apparently expresses a norm that is generally shared by the population and fundamentally regulates protective behaviour in the event of new sexual contacts. The norm appears to derive from the knowledge that unprotected sexual contacts with unknown partners can lead to infection, this knowledge being present in 99 percent of the population, as indicated by the related results presented in Chapter 5.

As shown by the results regarding sexual behaviour in Chapter 6, many members of the general population between the ages of 16 and 65 are not currently in the situation of having a new sexual relationship, meaning that their answers to the questions asked here in connection with willingness to use condoms could be criticised as not reflecting the reality of new relationships. The results are therefore presented separately for those persons having recent experience with the situation due to starting a new sexual relationship in the past 12 months.

99 percent of these interviewees with recent experience likewise reply that it is necessary to use condoms at the start of a new sexual relationship.

**Fig. 42 Willingness to use condoms in the event of new sexual contacts** In percent

If a man and a woman have just met, condoms should be used in sexual contacts.



Source: BZgA – Representative survey "Public Awareness of AIDS 2005",  
conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

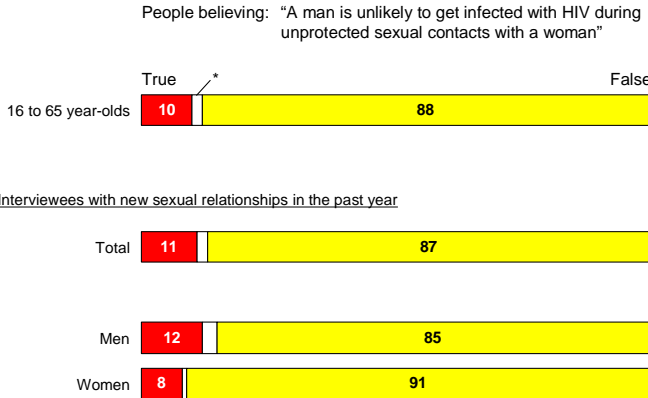
The extent to which normative attitudes of this kind determine behaviour in concrete situations also depends on how sure the persons involved are that the norm of using condoms really is valid. Therefore, the interviewees were also asked how convinced they were of the validity of the norm. Those who were of the opinion that condoms should be used (in the respective situation) indicated, on the basis of a five-point scale from "Very sure" to "Not at all sure", how sure they were that condoms must be used in this situation. The results are in each case presented separately for the people starting new sexual relationships in the past 12 months. The "Very sure" percentage of this group is shown.

It can be seen that one-fifth of the respondents recently having experience with new sexual contacts is not absolutely sure whether condoms are really necessary. This means that, in the concrete situation of having to make a decision, they may possibly be receptive to notions that make a condom appear unnecessary.

However, the great majority of 79 percent is very sure that condoms are necessary in this situation. This figure roughly matches the 75 percent of the interviewees who had begun new sexual relationships in the past 12 months and used condoms at the time (as reported in Chapter 8). It is worth noting that men are in no way less often willing to use condoms, and are very sure of this to the same degree as women.

Figure 43 shows the prevalence among the population of the notion that "A man is unlikely to get infected with HIV during unprotected sexual contacts with a woman". It indicates the percentages of people who say that this statement is true or false.

**Fig. 43 Notions concerning the infection risks of women and men** In percent



Source: BZgA – Representative survey "Public Awareness of AIDS 2005", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Difference from 100 percent = Don't know / No reply

10 percent of the general population between the ages of 16 and 65 say that this statement is true. Of those starting new sexual relationships in the past 12 months, 11 percent are also of the opinion that men cannot be infected with HIV by women. The men in this group are more often of this opinion than the women (12% vs. 8%).




In further questions about willingness to use condoms in the event of new sexual contacts, the situations were changed from question to question. The wording of the questions was varied as regards the nature and content of the information that people involved in a new sexual relationship can have about each other and that can influence the assessment of risks.

**Trust**

Trust in the partner giving truthful information about a potential risk is described by the following formulation: "The two partners know each other well and trust each other not to have become infected with HIV at some point". Far fewer people seem to rate this situation as being risky (Fig. 44). Only 40 percent of the 16 to 65 year-olds say a condom is necessary.

**Fig. 44 Willingness to use condoms: Trust** In percent

The two partners know each other well and trust each other not to have become infected with HIV at some point. Condoms should be used in this situation.

	16 to 65 year-olds	Interviewees with new sexual contacts in the past year	Thereof: Proportion who are very sure that condoms should be used
Total	40	49	 26
Men	39	50	 25
Women	41	47	 28

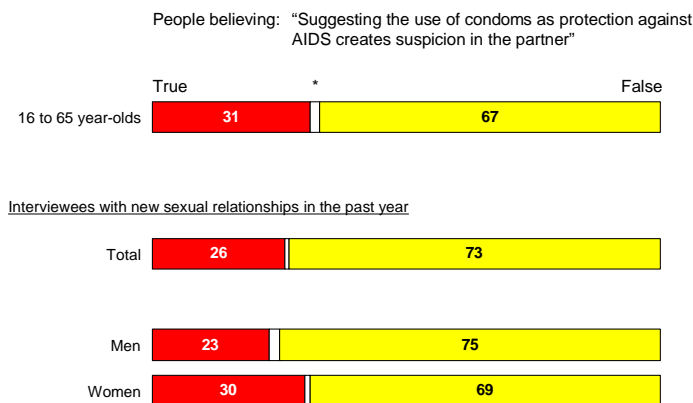
Source: BZgA – Representative survey "Public Awareness of AIDS 2005", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

At 49 percent, interviewees who had started a new relationship in the past 12 months were somewhat more often of the opinion that a condom should even be used in such a trusting relationship. Only one-quarter (26%) of them are very sure that condoms are necessary as protection in such circumstances. There is a slight difference between men and women.

Women (with new sexual contacts in the past year) are somewhat more willing than men to recommend condoms in this situation.

The great uncertainty as to whether condoms should be used for protection in this situation may have something to do with the fact that suggesting the use of a condom could be felt to upset or destroy trust (Fig. 45). At least, one-third (31%) of the general population between the ages of 16 and 65 is of this opinion and agrees with the statement: "Suggesting the use of condoms as protection against AIDS creates suspicion in the partner".

**Fig. 45 Suspicion in the event of condom use** In percent



Source: BZgA – Representative survey "Public Awareness of AIDS 2005", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Difference from 100 percent = Don't know / No reply

The people who had started new sexual relationships in the past 12 months agreed with the statement somewhat less often (26%). At 23 percent, the figure is slightly lower still among the men in this subgroup of the population. 30 percent of the women in this subgroup agree with the view that suggesting the use of condoms creates suspicion.

## HIV antibody test

The situation given below was intended to examine how information regarding a negative result of an HIV antibody test affects condom use in new sexual relationships. The question related to the exchange of information regarding a negative test result dating back three months (Fig. 46).

79 percent of the general population between the ages of 16 and 65 consider condoms to be necessary in a situation in which one or both of the partners refers to an HIV antibody test carried out three months ago with a negative result. 75 percent of the interviewees having new sexual relationships say this. However, this also means that one-quarter (24%) of the people who had started new sexual relationships in the past year would dispense with condoms in this situation.

**Fig. 46 Willingness to use condoms: Partner information**

In percent

### HIV antibody test

Both partners in a new sexual relationship had an HIV antibody test done three months ago, and the result was negative. Condoms should be used in this situation.

	16 to 65 year-olds	Interviewees with new sexual contacts in the past year	<u>Thereof:</u> Proportion who are very sure that condoms should be used
Total	79	75	48
Men	76	72	46
Women	81	79	50

Source: BZgA – Representative survey "Public Awareness of AIDS 2005",  
conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

In addition, many people feel unsure how to react in this situation. Only roughly half (48%) of the interviewees with new sexual relationships in the past 12 months are very sure that it is appropriate to use condoms in this situation, while the other half would be less disapproving of arguments or actions geared to sexual contacts without a condom. Women are somewhat more sure than men about the use of condoms.



## Several sex partners

If the partner is known to have had sexual contacts with several other partners before the new sexual relationship, the norm is to use condoms. Almost all 16 to 65 year-olds, and also people with new sexual relationships in the past year, say that condoms should then be used, and the vast majority (85%) is additionally very sure that condoms are necessary (Fig. 47).




It is likewise the norm to use condoms during sexual contacts with prostitutes. The question regarding condom use with prostitutes was asked because the view is occasionally heard in counselling sessions that condoms are not necessary during sex with prostitutes, since they are regularly tested for HIV antibodies.

Hardly anyone disputes the need for condoms in this situation. 92 percent of the people with new sexual contacts in the past year are very sure of this. Here, too, there is an albeit small proportion of sexually active persons who put this norm into perspective.

**Fig. 47 Willingness to use condoms: Previous sex partners** In percent




Several sex partners before

Condoms should be used if one of the partners says he or she has had one or two other sex partners in recent months.

	16 to 65 year-olds	Interviewees with new sexual contacts in the past year	Thereof: Proportion who are very sure that condoms should be used
Total	98	99	 85
Men	98	98	 84
Women	99	100	 87

Sexual contacts with prostitutes

Condoms should be used in the event of sexual contacts with prostitutes.

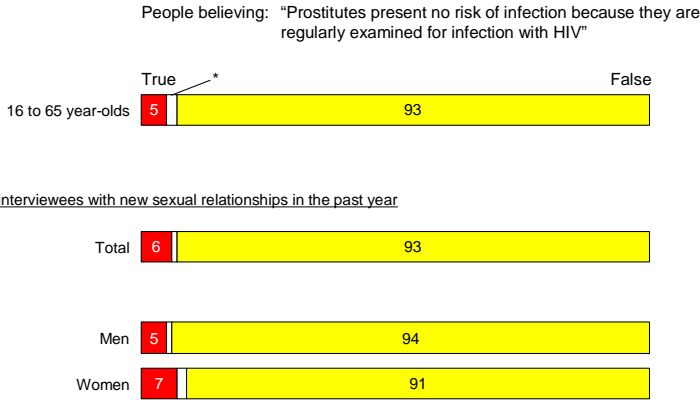
Total	99	99	 92
Men	99	98	 91
Women	98	99	 93

Source: BZgA – Representative survey "Public Awareness of AIDS 2005",  
conducted by forsa, Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

A further question confirms this result. 5 percent of the 16 to 65 year-olds and 6 percent of those having new sexual contacts agree with the statement "Prostitutes present no risk of

infection because they are regularly examined for infection with HIV". The difference between men and women (5% vs. 7%) is small (Fig. 48).

**Fig. 48 Notions regarding the risk of infection in the event of sexual contacts with prostitutes** In percent



Source: BZgA – Representative survey "Public Awareness of AIDS 2005", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Difference from 100 percent = Don't know / No reply

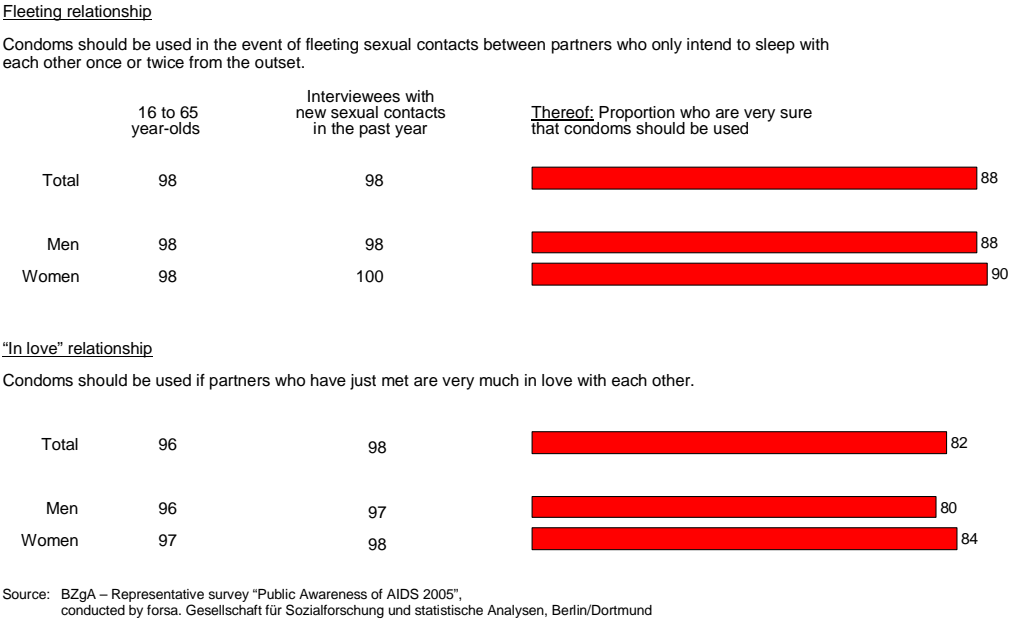
**Emotional states**

When examining obstacles to practising "safer sex", Gerhards and Schmidt distinguish in their "Intimate Communication" study (1992) between "hedonistic" and "romantic" relationships. To investigate in the 2005 repeat survey whether these types of relationship differ as regards protective behaviour, two situations were described: one more oriented to a "fleeting" sexual contact, and one relating to a "romantic" situation, where the partners who have just met are "very much in love" with each other.

The norm of using condoms applies in both situations (Fig. 49): almost all the interviewees consider condoms to be necessary in both situations, both the general population and those with recent sexual experience. More than four-fifths of this group, men and women alike, are very sure that condoms are necessary - in both situations. Apparently, not the emotional state

is decisive, but the fact that a new relationship is involved, where not much is known about the risk of HIV infection emanating from the partner.

**Fig. 49 Willingness to use condoms: Emotional states** In percent



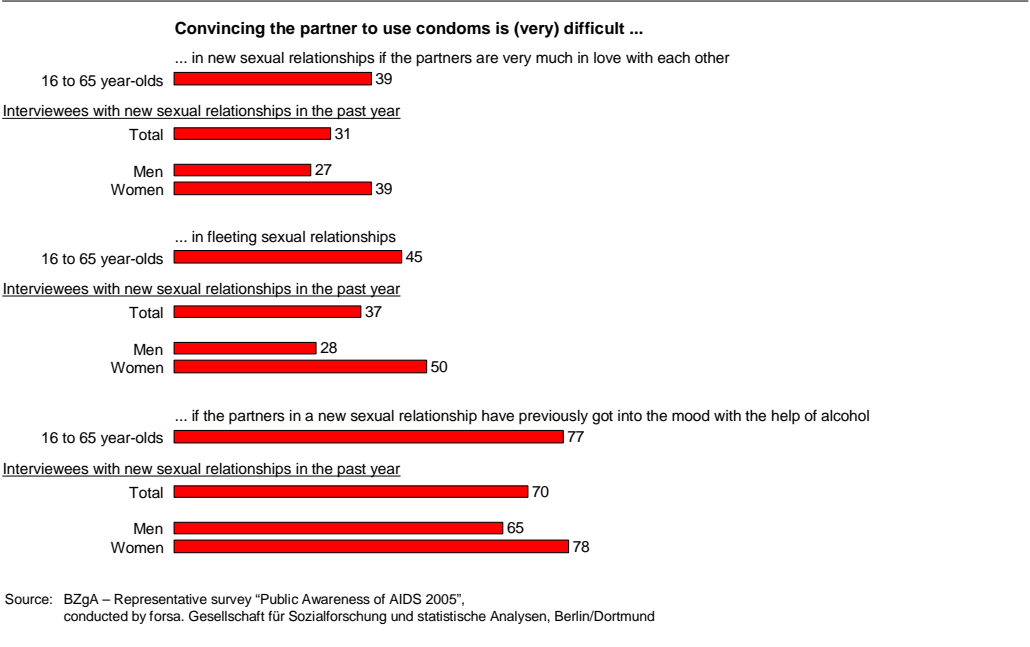
For both types of relationship, the question was furthermore examined of how difficult it is to convince the partner to use condoms, i.e. to actually enforce the norm of condom use - both in the "fleeting" situation and in the "in love" situation. In this respect, too, there are no major differences *between* the situations, although it appears to be somewhat easier for people in love to use condoms for protection. In this situation, 31 percent of the interviewees with new sexual contacts consider it difficult or very difficult to enforce the use of condoms, the figure being 37 percent in the case of fleeting sexual relationships (Fig. 50). On the whole, these results make it clear that many people consider transformation of the norm into actual action to protect against HIV as being a problem - in *both* situations.

Moreover, there is a much greater difference between the two situations among women than among men. Thus, 39 percent of the women (with experience of new sexual relationships in the past year) consider it difficult or very difficult to enforce the use of condoms if the partners are in love. However, women apparently perceive fleeting sexual relationships as

being particularly difficult when it comes to negotiating protection against AIDS by means of condoms. 50 percent of the women consider it difficult or very difficult to convince the partner to use a condom in this situation. The difference between women and men is particularly great in this respect. Only 28 percent of the men consider it difficult or very difficult to enforce the use of condoms in the event of fleeting sexual contacts. This is roughly the same proportion of men (27%) who see it as being difficult to enforce the use of condoms in situations characterised more by a romantic emotional state.

Enforcing protective behaviour is considered to be particularly difficult if alcohol is involved. In a situation where "the partners in a new sexual relationship have previously got into the mood with the help of alcohol", more than twice as many interviewees as in the other two situations consider it difficult or very difficult to convince the persuade the partner to use a condom. The figure is 77 percent among the 16 to 65 year-olds, and 70 percent among the interviewees with new sexual contacts in the past year. More women (78%) than men (65%) see these difficulties.

**Fig. 50 Condom use in new sexual relationships: Assessment of difficulty** In percent

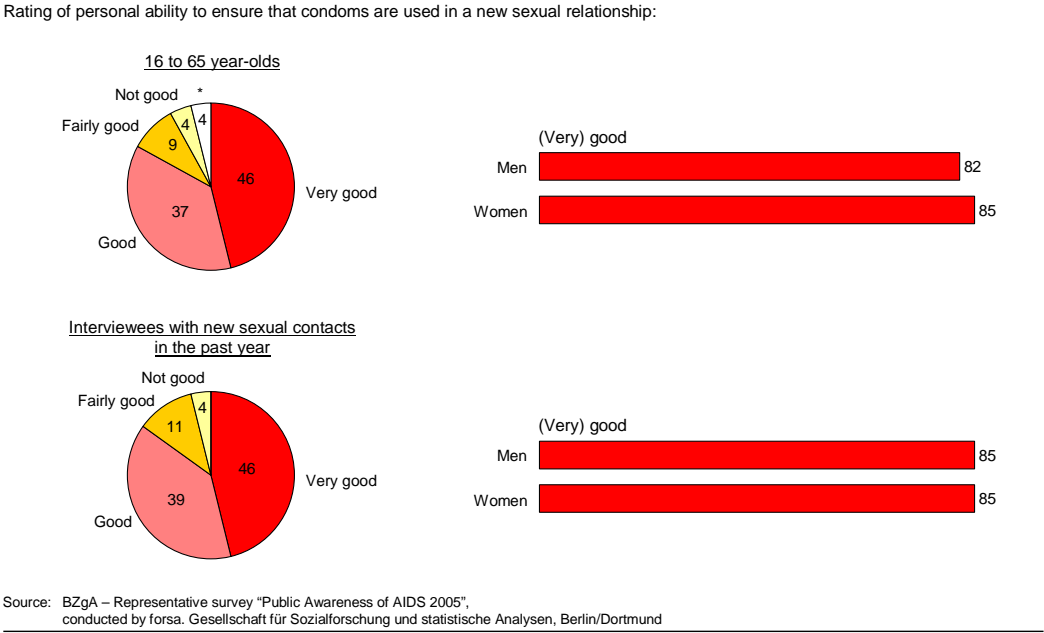


**Assessment of skills**

Even though some interviewees see it as being difficult to enforce the use of condoms in certain sexual situations, most people are nonetheless convinced of their ability to ensure that condoms are used in a new sexual relationship (Fig. 51).

46 percent of the general population between the ages of 16 and 65 rate their skills in this respect as being very good, a further 37 percent rating them as good, meaning that a total of 83 percent are generally convinced of their ability to enforce the use of condoms in new situations. The picture is similar for those people experiencing new sexual relationships in the recent past: 85 percent rate their skills as very good (46%) or good (39%). This applies equally to women and men.

**Fig. 51 Ability to use condoms** In percent



The results of this chapter point to two social prerequisites that are of importance for AIDS prevention: first, the general norm applies in the population that condoms must be used in the event of new sexual relationships. Second, there is a widespread conviction among people that they also capable of ensuring that condoms really are used in new sexual relationships.

Nevertheless, there are situations that can restrict the implementation of norms and self-efficacy ratings, such as a mood influenced by alcohol or the fear of jeopardising a newly developing relationship by addressing the subject of condom use.

Furthermore, the results of this and the preceding chapter make it clear that notions relating to a (supposed) reduction of risks by AIDS therapies or the regular testing of prostitutes for HIV antibodies, have not become generally accepted in society as a whole, but may play a role in a small segment of the sexually active population.

## 12. Campaign effects

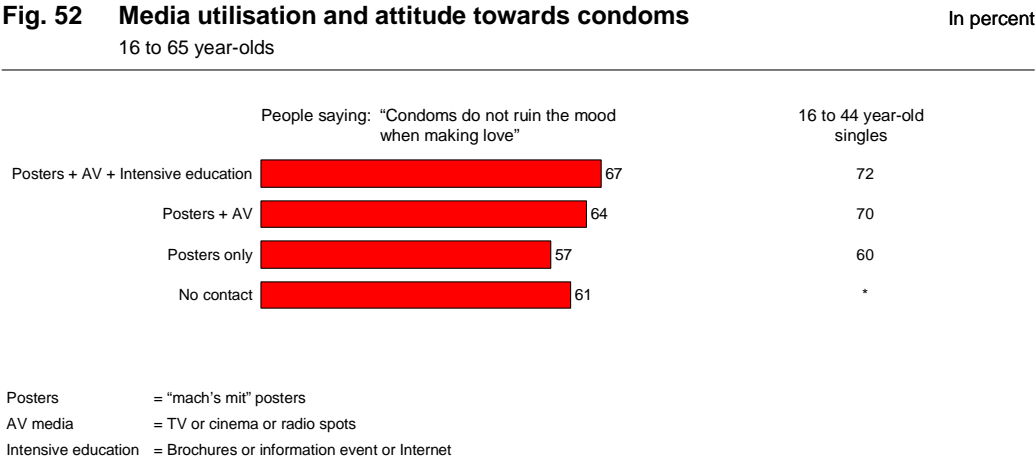
This concluding chapter examines whether the link - repeatedly found in this study in the past - between the use of information and education media of the AIDS education campaign and protection against AIDS can again be demonstrated for 2005. In this context, it is not a matter of the communication effect of individual media. The Federal Centre for Health Education tests the communicative efficiency of the media in pretests before putting them to use. This chapter refers to the impact of the overall campaign.

The question is examined as to whether the action mechanism of a multimedia approach, intended in the campaign concept, works as planned: in combination, several media with different tasks change attitudes and behaviour towards more protection against AIDS. So, the following is an examination of whether the cumulative effect of media utilisation leads to protection-relevant attitudes and more protection against AIDS.

The starting data for this analysis are the percentages of users (among the 16 to 65 year-olds) of the following media of the AIDS education campaign, referred to the past 12 months: "mach's mit" posters, the audiovisual media as a whole (i.e. the combination of TV spots, cinema spots and radio spots), and media for more intensive education (i.e. the combination of brochures, information events and information research on the Internet). These users were divided into four groups representing higher degrees of media utilisation in ascending order (cumulative). "No contact" means that the interviewees did not use any of the indicated media in the course of the past 12 months. This covers 5 percent of the 16 to 65 year-olds. The next category ("Posters only") includes the people who exclusively perceived the posters, i.e. the information medium that is most easily accessible and thus has the greatest reach because of its extensive distribution. This group encompasses 9 percent. The next group ("Posters + AV") received information from the posters and additionally from at least one of the audiovisual media, such as TV spots, cinema spots or radio spots, but not from more intensive media. Half (49%) of the 16 to 65 year-olds belong to this user group. People who also used one of the more intensive media (brochures, information events or the Internet), in addition to the posters and audiovisual media, count among the group with the strongest exposure to the multimedia mechanism of the AIDS education campaign. 22 percent of the population between the ages of 16 and 65 belong to this category ("Posters + AV + Intensive education"). A further 15 percent cannot be classified in this cumulative pattern, e.g. those who attended

an information event in the past year, but otherwise did not perceive or use any other media.

The question as to whether a connection is revealed between the use of different media and a wider spread of protective attitudes and protective behaviour is examined and presented using the example of three variables. The first example (Fig. 52) shows the link between campaign utilisation and the emotional acceptance of condoms, as gauged by the percentage who do *not* agree with the statement "Condoms ruin the mood when making love".



Source: BZgA – Representative survey "Public Awareness of AIDS 2005", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Too few cases

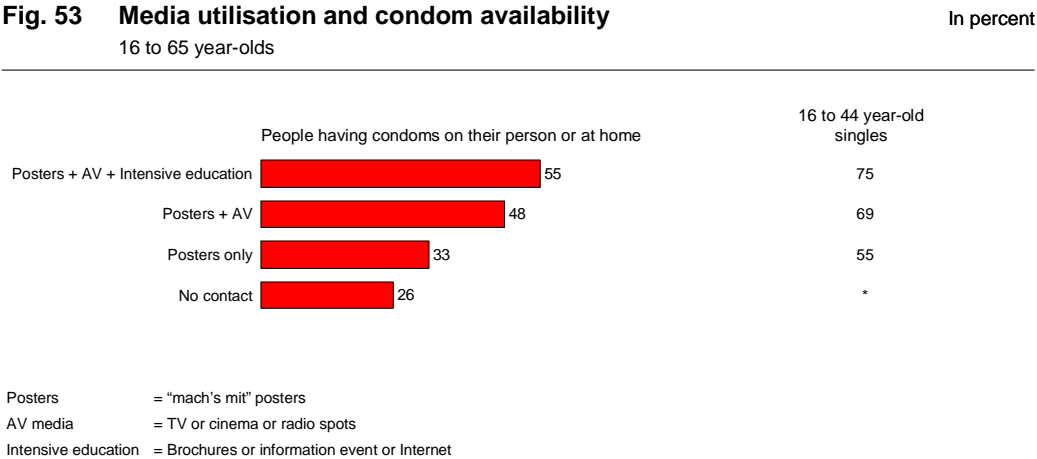
Even among the people having no contact with media of the AIDS education campaign in the past 12 months, the majority (61%) would emotionally accept condoms during sexual contacts. Regarding this value, it must be borne in mind that it could also be a result of the influence of the AIDS education campaign in previous years, this leading to a situation where even a high percentage of those people who are not currently reached do not rate condoms as ruining the mood. This proportion is slightly smaller among the people who have only seen the "mach's mit" posters. However, people who have used several media are more likely to be able to emotionally accept condoms.



In addition to general image advertising by the posters, the audiovisual spots provide further arguments and incentives to tackle the subject of using condoms as protection against AIDS, meaning that people who have not only perceived posters, but also come into contact with TV spots, cinema spots or radio spots, are more likely to reject the statement that "Condoms ruin the mood when making love". This is even slightly more often the case among those people who have additionally used intensive education media.

A similar result is obtained for the 16 to 44 year-old singles. In this group, however, the transition from "No media contact" to "Poster contact" cannot be shown, since hardly anyone among the younger singles has not come into contact with the AIDS education campaign.

Compared to the emotional acceptance of condoms, there is a much stronger link between multiple media utilisation and the intention to use condoms, as expressed by the availability of condoms (Fig. 53).

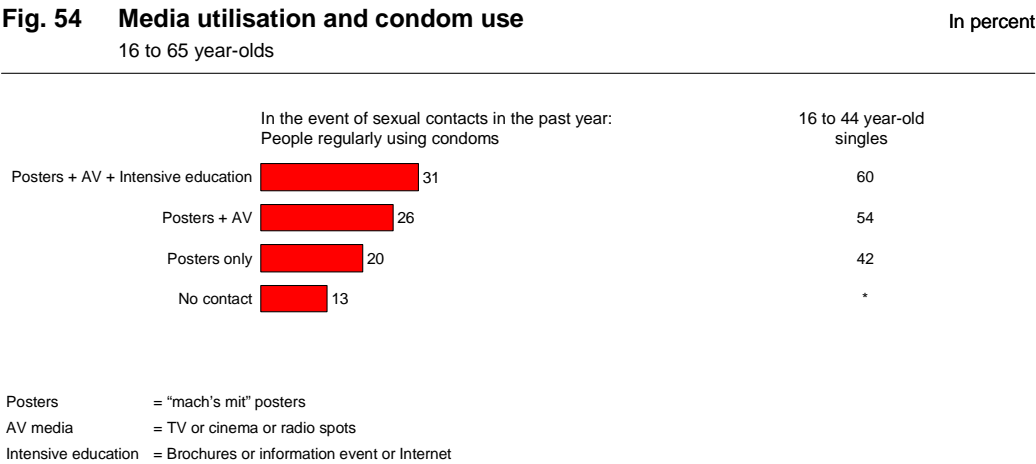


Source: BZgA – Representative survey "Public Awareness of AIDS 2005", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Too few cases

The percentage of people having condoms at home or on their person already increases if only the posters have been perceived, which suggests that precisely this is one effect of the "mach's mit" posters: repeated renewal of the intention to use protection against AIDS. The additional media further greatly increase the percentage of people who have condoms available. Thus, the difference in condom availability between people who have only seen the posters and those who have used AV media and intensive education options in addition to the posters is more than 20 percentage points. This difference is of a similar order of magnitude among the 16 to 44 year-old singles.

The link between multiple media utilisation and regular condom use (always or often) in Fig. 54 first shows that only very few of the people having no contact at all with the campaign use condoms. The proportion of condom users is substantially greater in the group having contact with the "mach's mit" posters. If the AV media are additionally used, this results in a further increase. If posters, AV media and intensive education - in the form of brochures, information events and Internet research - consistently reinforce each other, the proportion of regular condom users among the sexually active general population rises to 31 percent.



Source: BZgA – Representative survey "Public Awareness of AIDS 2005", conducted by forsa. Gesellschaft für Sozialforschung und statistische Analysen, Berlin/Dortmund

\* Too few cases

The percentage of condom users among the younger singles is disproportionately high. It is highest, at 60 percent, among those who use all three kinds of media. However, it must again be borne in mind here that protection against infection with HIV is not solely dependent on the current influence of the media. For many people, protection against AIDS has already become second nature, and is thus the result of past prevention effects.

For the three indicators examined as regards protection against AIDS - emotional acceptance of condoms, condom availability and condom use - the values are always at their highest when not only the posters, but also audiovisual media and, moreover, intensive AIDS education media are utilised. According to these results, the spread of protective attitudes and protective behaviour is dependent on whether a campaign provides different media. In this way, the messages, arguments and motivation boosters, presented and disseminated in different ways, can have the effect of mutually supporting and reinforcing each other.



### **13. Summary of the results**

The framework conditions for AIDS education have changed significantly since it began in the 1980s. Thus, there is currently far less communication about AIDS, both in the media and in personal conversations. For example, the population (over the age of 16) used an average of roughly four different communication options regarding the subject of AIDS in 1989, as opposed to roughly two in 2005. Moreover, the disease is today considered to be far less of a threat. While two-thirds of the population over the age of 16 still rated AIDS as one of the most dangerous diseases in 1987, less than one-third (31%) say this at the moment. So, most people are currently far less aware of the subject of AIDS than at the beginning of AIDS prevention. There has been no major change in this situation in recent years: the presence of the subject of AIDS in the public awareness varies marginally from year to year.

However, the population still demonstrates very great interest in AIDS education information. In particular, the younger singles would in future like to continue to receive education on how they can protect themselves against an HIV infection.

The general attitude towards people with HIV and AIDS also displays long-term stability. It continues to be characterised by the fact that almost everyone (94%) rejects the isolation of people with HIV and AIDS.

The AIDS education media still reach the great majority of the population. This is not least due to the fact that several media with different communication channels and potential reaches are used, including such high-reach media as the "mach's mit" posters, with which three-quarters of the population over the age of 16 are familiar.

The reaches of individual media, such as the TV spots, radio spots, cinema spots and AIDS education brochures, decreased slightly in 2005, compared to 2004. However, this had no impact on the overall reach of AIDS education in 2005, since the decline of individual media was compensated for by others.

The reaches of the education media are largely stable among the younger (16 to 44 year-old) singles, who are an important target group for AIDS education. The cinema spots are the only exception here, apparently having been seen by fewer people as a result of the decline in the number of cinema-goers in 2005.

Similarly, almost the entire population continues to have preventive knowledge relating to

HIV and AIDS. Virtually the whole population possesses the basic knowledge necessary for protection against AIDS: substantially more than nine-tenths are informed about the ways in which an HIV infection can be transmitted. Equally many are also aware of the situations in which there is no risk of infection.

The willingness to use condoms as protection against an HIV infection during sexual contacts has continued to rise slowly in recent years. For example, 68 percent of the younger singles said they had condoms at home or on their person.

There was an increase in actual condom use in 2005. Thus, the proportion of people stating that they use condoms at the start of new sexual contacts rose from 70 percent in 2004 to 75 percent in 2005. This renewed increase in condom use is particularly remarkable in view of the fact that it had stagnated in the preceding years, and even declined in the subgroups displaying potentially risky behavioural patterns. For example, condom use in the event of new sexual contacts had decreased from 78 percent in 2000 to 70 percent in 2004.

The renewed increase in condom use can be seen from various indicators used in the repeat survey of the "Public Awareness of AIDS" study. External data, such as condom sales figures, also display an upward trend in the past two years. There is one exception to this trend: protective behaviour in the event of sexual contacts with holiday acquaintances has tended to be on the decline since 2001, when education on this subject was cut back.

The opinion, often expressed in public, that knowledge of the AIDS therapies available today has generally led to less protection against AIDS cannot be confirmed by the results of the 2005 study. However, of the people informed about these AIDS therapies, almost one-half (compared to one-fifth in 1997) suspect that worries and fear of AIDS are generally on the decline among the population. In contrast, 10 percent say *they themselves* are less fearful of AIDS, and 3 percent say *they personally* use less protection owing to the existence of AIDS therapies.

Other notions regarding a (supposed) reduction of risks (e.g. "It's almost impossible to be infected by a woman" or "You can't be infected by prostitutes, because they're regularly tested for HIV") are also not as widespread as often suspected, and generally have no major impact on the protective behaviour of the population groups studied.

The study of the effect of these notions in new relationships, carried out in 2005, points to two

social prerequisites that are of importance for AIDS prevention: first, the general norm applies in the population that condoms must be used in the event of new sexual relationships. Second, there is a widespread conviction among people that they also capable of ensuring that condoms really are used in new sexual relationships. However, there are also situations that can make this difficult, such as a mood influenced by alcohol or the fear that addressing the subject of condom use could jeopardise trust in the safety of the situation and thus a newly developing relationship. Women, in particular, consider it difficult to enforce the use of condoms in the event of sexual contacts that are viewed as being only short-term from the outset.

All in all, this confirms earlier findings of the "Public Awareness of AIDS" study, according to which constant motivation of the population to really use condoms as protection in risky situations is of the utmost importance. The fact that this can be achieved with the help of the media used by the Federal Centre for Health Education is also shown by the analysis, performed in 2005, of the connection between the utilisation of media of the AIDS education campaign, and attitudes and behaviour as regards protection against AIDS. For the three indicators examined as regards protection against AIDS - emotional acceptance of condoms, condom availability and condom use - the values for protection against AIDS are always at their highest when not only the posters, but also audiovisual media and, additionally, more intensive AIDS education media are utilised.

The multimedia strategy of AIDS education is thus not only the prerequisite for reaching as many people as possible with AIDS education messages as continuously as possible, but also an important prerequisite for the normatively existing willingness, and the competence, to use protection - particularly also among the younger generations - becoming established, being maintained and turned into actual protective behaviour.





1. First of all, a very general question: How happy are you with your health - very happy, happy or not happy?
- |            |   |
|------------|---|
| Very happy | 1 |
| Happy      | 2 |
| Not happy  | 3 |
| No reply   | 4 |
2. How much attention do you generally pay to your health: very great, great, moderate, not so much, or none at all?
- |             |   |
|-------------|---|
| Very great  | 1 |
| Great       | 2 |
| Moderate    | 3 |
| Not so much | 4 |
| None at all | 5 |
| Don't know  | 6 |
| No reply    | 7 |
3. What, in your opinion, are the greatest problems threatening the health of the German population?  
NOTE ANSWERS IN TEXT FIELD
4. What, in your opinion, are currently the most dangerous diseases in Germany?  
NOTE ANSWERS IN TEXT FIELD
5. Can you tell me what AIDS is?  
MARK ANSWER IN CORRESPONDING FIELD  
A N D ENTER ANSWER IN TEXT FIELD
6. If someone has got the disease AIDS, can that person be cured, or does AIDS always have a fatal outcome?
- |                            |   |
|----------------------------|---|
| Always fatal               | 1 |
| Partly fatal, partly cured | 2 |
| Cure possible              | 3 |
| Don't know                 | 4 |
| No reply                   | 5 |
7. I'll now name various situations. Please tell me in each case whether there's a danger of being infected with AIDS, or whether there's no danger. If you share a workplace with someone infected with AIDS?
- |                      |   |
|----------------------|---|
| Risk of infection    | 1 |
| No risk of infection | 2 |
| Don't know           | 3 |
| No reply             | 4 |
- If you have unprotected sex - I mean, without a condom - with an unknown partner?
- |                      |   |
|----------------------|---|
| Risk of infection    | 1 |
| No risk of infection | 2 |
| Don't know           | 3 |
| No reply             | 4 |
9. If you shake hands with a person with AIDS?
- |                      |   |
|----------------------|---|
| Risk of infection    | 1 |
| No risk of infection | 2 |
| Don't know           | 3 |
| No reply             | 4 |
10. If blood of someone infected with AIDS gets into an open wound?
- |                      |   |
|----------------------|---|
| Risk of infection    | 1 |
| No risk of infection | 2 |
| Don't know           | 3 |
| No reply             | 4 |
11. If you go to a public swimming bath?
- |                      |   |
|----------------------|---|
| Risk of infection    | 1 |
| No risk of infection | 2 |
| Don't know           | 3 |
| No reply             | 4 |

12. If you visit someone in hospital?
- Risk of infection 1  
No risk of infection 2  
Don't know 3  
No reply 4
13. If you get a blood transfusion at the doctor's or in hospital?
- Risk of infection 1  
No risk of infection 2  
Don't know 3  
No reply 4
14. When lovers kiss?
- Risk of infection 1  
No risk of infection 2  
Don't know 3  
No reply 4
15. If you're treated at a doctor's surgery where AIDS patients are also treated?
- Risk of infection 1  
No risk of infection 2  
Don't know 3  
No reply 4
16. If someone takes heroin or similar drugs intravenously - using a needle that has already been used by other drug addicts?
- Risk of infection 1  
No risk of infection 2  
Don't know 3  
No reply 4
17. Can a person infect other people with AIDS if the disease has not yet broken out in him or her, or is that not possible?
- Infection possible 1  
Not possible 2  
Don't know 3  
No reply 4
18. The AIDS virus HIV can cause infection if it gets into the body of a healthy person. Can you tell me how the virus has to get into the body in order to cause infection?  
NOTE ANSWERS IN TEXT FIELD
19. You can become infected if the virus gets into the blood. Is there a medical test that can establish whether you've got the virus, or is there no such test?
- Yes, there is 1  
No, there isn't 2  
Don't know 3  
No reply 4
20. What is the meaning of a positive result of this test, which is known as the HIV antibody test: that you've got AIDS, that you've got the AIDS virus in your system, or that you're immune to AIDS?
- Got AIDS 1  
AIDS virus in the system 2  
Immunity 3  
Don't know 4  
No reply 5
21. The HIV antibody test allows doctors to establish whether someone has the HI virus in their blood and is thus HIV-positive. Are there also externally visible signs that also allow non-medical people to recognise whether someone is HIV-positive, or is that not externally recognisable?
- There are externally visible signs indicating HIV-positive 1  
HIV-positive is not externally recognisable 2  
Don't know 3  
No reply 4
22. Do you think you could personally meet someone who is HIV-positive in the next six months? Is that...  
READ OUT CATEGORIES
- Very likely 1  
Not very likely 2  
Unlikely 3  
No reply 4

23. Are you personally acquainted with anyone who you know to be infected with the HI virus or suffering from AIDS?
- Yes 1  
No 2  
No reply 3
24. What advice would you give to someone whose girlfriend or boyfriend has contracted AIDS: should he or she withdraw from that person, continue to behave normally, or look after them more?
- Withdraw 1  
Behave normally 2  
Look after them more 3  
Don't know 4  
No reply 5
25. Have you ever worried about someone in your circle of friends possibly contracting AIDS, or has that not been a worry to date?
- Yes 1  
No 2  
No reply 3
26. Have you also ever worried about the possibility of contracting AIDS yourself, or has that not been a worry to date?
- Yes 1  
No 2  
No reply 3
27. IF YES  
When were you last worried: in the last six months, in the past year, or was it longer ago than that?
- In the last six months 1  
In the past year 2  
Longer ago 3  
No reply 4
28. It's no problem today to talk openly about anything relating to sexual matters. Do you believe that you could yourself possibly face the risk of catching AIDS when having sex, or is that fairly unlikely?
- Possible 1  
Unlikely 2  
Don't know 3  
No reply 4
29. May I now ask how old you are?  
In what year were you born?
- +-----+
30. How have you mainly informed yourself about AIDS in recent weeks?  
READ OUT CATEGORIES AND MARK
- Reports on AIDS in  
newspapers and magazines 1  
Newspaper ads about AIDS 2  
Books 3  
AIDS TV spots 4  
TV programmes on AIDS 5  
Radio programmes on AIDS 6  
Brochures of govt. organisations 7  
Brochures of other organisations 8  
Health Office 9  
Doctor 10  
Counselling by other organisations 11  
Conversations with friends 12  
Conversations with family members 13  
Lectures, educational events 14  
DO NOT READ OUT:  
Not informed at all 15  
No reply 16

31. How often do you talk about AIDS in your circle of friends and acquaintances: often, occasionally, rarely or never?
- |              |   |
|--------------|---|
| Often        | 1 |
| Occasionally | 2 |
| Rarely       | 3 |
| Never        | 4 |
| No reply     | 5 |
32. Has anyone ever asked Y O U for advice about how people can protect themselves against AIDS?
- |          |   |
|----------|---|
| Yes      | 1 |
| No       | 2 |
| No reply | 3 |
33. Have you ever read brochures on AIDS from the health authorities?
- |            |   |
|------------|---|
| Yes        | 1 |
| No         | 2 |
| Don't know | 3 |
| No reply   | 4 |
34. IF YES  
One or several?
- |            |   |
|------------|---|
| One        | 1 |
| Several    | 2 |
| Don't know | 3 |
| No reply   | 4 |
35. IF YES  
When did you last read a brochure on AIDS from the health authorities - in the last 3 months, in the past 12 months, or longer ago than that?
- |            |   |
|------------|---|
| 3 months   | 1 |
| 12 months  | 2 |
| Longer ago | 3 |
| No reply   | 4 |
36. When did you last see a short film containing AIDS education on television, I mean the AIDS TV spots - in the last 3 months, in the past 12 months, longer ago than that, or have you never seen one?
- |            |   |
|------------|---|
| 3 months   | 1 |
| 12 months  | 2 |
| Longer ago | 3 |
| Never      | 4 |
| No reply   | 5 |
37. When did you last see a short advertising film with AIDS education in the cinema - in the last 3 months, in the past 12 months, longer ago than that, or have you never seen one?
- |            |   |
|------------|---|
| 3 months   | 1 |
| 12 months  | 2 |
| Longer ago | 3 |
| Never      | 4 |
| No reply   | 5 |
38. And when did you last see an advertisement with AIDS education in a newspaper or magazine - in the last 3 months, in the past 12 months, longer ago than that, or have you never seen one?
- |            |   |
|------------|---|
| 3 months   | 1 |
| 12 months  | 2 |
| Longer ago | 3 |
| Never      | 4 |
| No reply   | 5 |
39. When did you last attend a lecture, an information or education event on AIDS - in the last 3 months, in the past 12 months, longer ago than that, or have you never attended one?
- |            |   |
|------------|---|
| 3 months   | 1 |
| 12 months  | 2 |
| Longer ago | 3 |
| Never      | 4 |
| No reply   | 5 |

40. **IF ATTENDED**  
Was this information on AIDS provided in the context of a public event, at work, at school, or where else?
- |              |    |
|--------------|----|
| Public event | 1  |
| Work         | 2  |
| School       | 3  |
| Other        | 97 |
| Don't know   | 98 |
| No reply     | 99 |
41. **16 TO 44 YEAR-OLDS**  
Thinking back to your school days, was the subject of AIDS dealt with at your school?
- |          |   |
|----------|---|
| Yes      | 1 |
| No       | 2 |
| No reply | 3 |
42. **16 TO 44 YEAR-OLDS**  
**IF AIDS DEALT WITH AT SCHOOL**  
How much did you learn in class about how you can protect yourself against infection with AIDS: very much, a lot, a bit, little, nothing at all?
- |                |   |
|----------------|---|
| Very much      | 1 |
| A lot          | 2 |
| A bit          | 3 |
| Little         | 4 |
| Nothing at all | 5 |
| Don't know     | 6 |
| No reply       | 7 |
43. How often do you use the Internet, be it at home or elsewhere?
- |                              |    |
|------------------------------|----|
| Every day                    | 1  |
| Four to five times per week  | 2  |
| Two to three times per week  | 3  |
| Once per week                | 4  |
| Two to three times per month | 5  |
| Once per month               | 6  |
| Less often                   | 7  |
| Never                        | 8  |
| Don't know                   | 9  |
| No reply                     | 10 |
44. When did you last use the Internet to get information about AIDS - in the last 3 months, in the past 12 months, longer ago than that, or never?
- |            |   |
|------------|---|
| 3 months   | 1 |
| 12 months  | 2 |
| Longer ago | 3 |
| Never      | 4 |
| No reply   | 5 |
45. Have you ever seen posters on the subject of AIDS on billboards, advertising panels or at bus or tram stops? I mean the posters showing condoms in bright colours - for example, together with a red heart as the Dream Team, as jelly babies, as a sheep or as a gold medal on the winners' rostrum. The posters also bear the motto "Don't Give AIDS a Chance" and the call to "join in".
- |            |   |
|------------|---|
| Seen       | 1 |
| Not seen   | 2 |
| Don't know | 3 |
| No reply   | 4 |
46. **IF SEEN**  
When did you last see one of these posters: in the last 3 months, in the past 12 months, or longer ago than that?
- |            |   |
|------------|---|
| 3 months   | 1 |
| 12 months  | 2 |
| Longer ago | 3 |
| No reply   | 4 |
47. Have you ever heard short advertising spots on the radio dealing with the use of condoms as protection against AIDS? I mean radio spots using the slogans "Condoms protect" and "join in". Or have you never heard any of these spots to date?
- |               |   |
|---------------|---|
| Yes, heard    | 1 |
| No, not heard | 2 |
| No reply      | 3 |
48. **IF HEARD**  
When did you last hear one of these "join in" spots on the radio: in the last 3 months, in the past 12 months, or longer ago than that?
- |            |   |
|------------|---|
| 3 months   | 1 |
| 12 months  | 2 |
| Longer ago | 3 |
| No reply   | 4 |

49. Do you know of a central agency in Germany where you can get telephone counselling on AIDS?

- Yes 1
- No 2
- Don't know 3
- No reply 4

50. IF YES

In what city would you have to ring up?

- Cologne 1
- Elsewhere 2
- Don't know 3
- No reply 4

51. How well do you think you're informed about AIDS: very well, fairly well, rather poorly, or not at all?

- Very well 1
- Fairly well 2
- Rather poorly 3
- Not at all 4
- Don't know 5
- No reply 6

52. We'd like to know what you would like to continue to receive information and education about in future.

How interested are you in the subject of "How to protect yourself against infection with the AIDS virus": very, fairly, not really, or not at all?

- Very 1
- Fairly 2
- Not really 3
- Not at all 4
- No reply 5

53. How interested are you in reports on the living situation of people with HIV and AIDS: very, fairly, not really, or not at all?

- Very 1
- Fairly 2
- Not really 3
- Not at all 4
- No reply 5

54. And reports on medical research into the disease AIDS. How interested are you in those: very, fairly, not really, or not at all?

- Very 1
- Fairly 2
- Not really 3
- Not at all 4
- No reply 5

55. 16 TO 65 YEAR-OLDS

Please consider the following questions to be purely theoretical. I'll now mention a few situations that can occur at the beginning of a new relationship.

Let's assume you're starting a new relationship and your partner wants to sleep with you without a condom. Would you agree or not agree?

IF OBJECTION, E.G. NEW RELATIONSHIP OUT OF THE QUESTION:

WE'D JUST LIKE TO HEAR YOUR OPINION ON THE BASIS OF AN EXAMPLE.

- Agree 1
- Not agree 2
- Don't know 3
- No reply 4

56. 16 TO 65 YEAR-OLDS

If your partner wants to sleep with you only with a condom: would you agree or not agree?

- Agree 1
- Not agree 2
- Don't know 3
- No reply 4

57. 16 TO 65 YEAR-OLDS

Would you take the initiative and suggest using condoms at the start of a new relationship?

- Yes 1
- No 2
- Don't know 3
- No reply 4

58. 16 TO 65 YEAR-OLDS  
If you want to convince your partner to use condoms at the start of a new relationship, do you personally consider that to be difficult or not so difficult?
- |                  |   |
|------------------|---|
| Difficult        | 1 |
| Not so difficult | 2 |
| Don't know       | 3 |
| No reply         | 4 |
59. 16 TO 65 YEAR-OLDS  
What do you think most people would do if someone suggested using condoms at the beginning of a new relationship? Would most people agree to use condoms, or would only few agree?
- |                      |   |
|----------------------|---|
| Most would agree     | 1 |
| Only few would agree | 2 |
| Don't know           | 3 |
| No reply             | 4 |
60. 16 TO 65 YEAR-OLDS  
Can you imagine meeting someone and starting an intimate relationship with them at some time in the coming months, or can you not imagine that?
- |            |   |
|------------|---|
| Yes        | 1 |
| No         | 2 |
| Don't know | 3 |
| No reply   | 4 |
61. 16 TO 65 YEAR-OLDS  
IF FUTURE ACQUAINTANCE IMAGINABLE  
Would you then bring up the subject of AIDS beforehand, or rather not?
- |            |   |
|------------|---|
| Yes        | 1 |
| No         | 2 |
| Don't know | 3 |
| No reply   | 4 |
62. 16 TO 65 YEAR-OLDS  
We all know that people have very different sexual habits. Some are very active, others are less active, and everyone experiences phases in their life where nothing at all happens on the sex front. How about you: have you been intimate with anyone in the past 12 months?
- |          |   |
|----------|---|
| Yes      | 1 |
| No       | 2 |
| No reply | 3 |
63. 16 TO 65 YEAR-OLDS  
IF NO SEX OR NO REPLY  
At what age did you have sex for the first time?
- |               |   |
|---------------|---|
| 18 or younger | 1 |
| Older than 18 | 2 |
| No sex yet    | 3 |
| No reply      | 4 |
64. 16 TO 65 YEAR-OLDS  
IF SEX IN THE PAST 12 MONTHS  
It's perfectly possible for someone to have several partners in the space of a year, and many people also occasionally have a chance acquaintance with whom they become intimate. In the past 12 months, did you have more than one partner with whom you were intimate - I mean, with whom you had sex?
- |          |   |
|----------|---|
| Yes      | 1 |
| No       | 2 |
| No reply | 3 |
65. 16 TO 65 YEAR-OLDS  
IF SEX WITH SEVERAL PARTNERS IN THE PAST 12 MONTHS  
Would you also tell me:  
How many partners did you have sex with in the past 12 months?
- |                              |    |
|------------------------------|----|
| 2 partners in total          | 1  |
| 3 partners in total          | 2  |
| 4 partners in total          | 3  |
| 5 partners in total          | 4  |
| 6 partners in total          | 5  |
| 7 partners in total          | 6  |
| 8 partners in total          | 7  |
| 9 partners in total          | 8  |
| 10 or more partners in total | 9  |
| No reply                     | 10 |
66. 16 TO 65 YEAR-OLDS  
Some people say that using condoms ruins the mood when making love: Do you agree with that view yourself, or do you not agree?
- |              |   |
|--------------|---|
| Agree        | 1 |
| Do not agree | 2 |
| Don't know   | 3 |
| No reply     | 4 |

67. 16 TO 65 YEAR-OLDS  
IF EVER HAD SEX  
Do you have any experience with using a condom?
- Yes 1  
No 2  
No reply 3
68. 16 TO 65 YEAR-OLDS  
IF EXPERIENCE WITH CONDOMS  
How often have you used a condom during sex in the recent past: always, often, occasionally, or never?
- Always 1  
Often 2  
Occasionally 3  
Never 4  
No reply 5
69. 16 TO 65 YEAR-OLDS  
IF CONDOMS USED AT LEAST OCCASIONALLY  
There are various reasons for people using condoms. What applies to you?  
READ OUT ANSWERS.  
MULTIPLE RESPONSES POSSIBLE!
- Contraception 1  
Protection, AIDS infection 2  
Protection, other infections 3  
No reply 4
70. 16 TO 65 YEAR-OLDS  
IF EVER HAD SEX  
Has it ever happened to you, even at some time in the more distant past, that you simply slept with an unknown partner - just because you felt like it?
- Yes 1  
No 2  
Don't know 3  
No reply 4
71. 16 TO 65 YEAR-OLDS  
IF SLEPT WITH UNKNOWN PARTNER  
And has that also happened in the past 12 months?
- Yes 1  
No 2  
No reply 3
72. 16 TO 65 YEAR-OLDS  
IF SLEPT WITH UNKNOWN PARTNER IN THE PAST 12 MONTHS  
Did you use a condom then - always, sometimes, or never?
- Always 1  
Sometimes 2  
Never 3  
No reply 4
73. FOR EVERYONE  
Would you say that you have become more cautious in matters of sex, because you could possibly get infected with AIDS, or do you live your life the same way as ever?
- Become more cautious 1  
Live the same as ever 2  
Don't know 3  
No reply 4
74. Would you personally help to look after people infected with AIDS, or would you not help?
- Yes 1  
No 2  
Don't know 3  
No reply 4
75. Would you consider it right or not right to ensure that all people with AIDS come into contact with no one - except medical personnel and relatives?
- Right 1  
Not right 2  
Don't know 3  
No reply 4
76. Would you say that you know how to protect yourself against AIDS, or do you feel uncertain about the matter?
- I know what's what 1  
I feel uncertain 2  
No reply 3



77. Gender
- |        |          |   |
|--------|----------|---|
|        | No reply | 7 |
| Male   | 1        |   |
| Female | 2        |   |
78. Are you married?
- |          |            |                |
|----------|------------|----------------|
|          | Definitely | 1              |
| Yes      | 1          | Probably so    |
| No       | 2          | Probably not   |
| No reply | 3          | Definitely not |
|          |            | No reply       |
|          |            | 5              |
79. IF MARRIED  
And do you live with your husband/wife?
- |          |   |
|----------|---|
| Yes      | 1 |
| No       | 2 |
| No reply | 3 |
80. IF SINGLE OR SEPARATED  
Do you have a steady partner?
- |          |   |
|----------|---|
| Yes      | 1 |
| No       | 2 |
| No reply | 3 |
81. IF STEADY PARTNER  
Do you live with your partner?
- |          |   |
|----------|---|
| Yes      | 1 |
| No       | 2 |
| No reply | 3 |
82. 16 TO 65 YEAR-OLDS  
IF STEADY PARTNER OR LIVING TOGETHER  
Is your partnership also a sexual relationship?
- |          |   |
|----------|---|
| Yes      | 1 |
| No       | 2 |
| No reply | 3 |
83. 16 TO 65 YEAR-OLDS  
IF STEADY PARTNER OR LIVING TOGETHER  
How long have you been together with your current partner?
- |                            |   |
|----------------------------|---|
| Up to 3 months             | 1 |
| 4 to 6 months              | 2 |
| 7 to 12 months             | 3 |
| 13 to 24 months            | 4 |
| (Longer than) 2 to 5 years | 5 |
| 6 or more years            | 6 |
84. 16 TO 65 YEAR-OLDS  
IF STEADY PARTNER OR LIVING TOGETHER  
What do you think: will you still be together with your partner in two years' time? Would you say:  
READ OUT CATEGORIES!
- |                |   |
|----------------|---|
| Definitely     | 1 |
| Probably so    | 2 |
| Probably not   | 3 |
| Definitely not | 4 |
| No reply       | 5 |
85. 16 TO 65 YEAR-OLDS  
When did you last start a new sexual relationship with someone? Was it in the past 12 months, in the last five years, or is it longer ago than that? Please don't forget even very brief sexual relationships.
- |            |   |
|------------|---|
| 12 months  | 1 |
| 5 years    | 2 |
| Longer ago | 3 |
| Never      | 4 |
| No reply   | 5 |
86. 16 TO 65 YEAR-OLDS  
IF LAST NEW SEXUAL RELATIONSHIP  
STARTED IN LAST 5 YEARS AND INTERNET  
USER  
Did you meet the partner in your last newly started sexual relationship through the Internet?
- |          |   |
|----------|---|
| Yes      | 1 |
| No       | 2 |
| No reply | 3 |
87. IF LAST NEW SEXUAL RELATIONSHIP  
STATED IN LAST 12 MONTHS  
Did you talk to your new partner about AIDS at the start of this relationship?
- |          |   |
|----------|---|
| Yes      | 1 |
| No       | 2 |
| No reply | 3 |
88. IF TALKED ABOUT AIDS  
Also about using condoms?
- |          |   |
|----------|---|
| Yes      | 1 |
| No       | 2 |
| No reply | 3 |

89. IF YES  
And did you actually use one?
- Yes 1  
No 2  
No reply 3
90. IF NOT TALKED ABOUT AIDS OR USING  
CONDOMS  
Did you use condoms - even if only at the start of  
the relationship?
- Yes 1  
No 2  
No reply 3
91. 16 TO 65 YEAR-OLDS  
Do you know how to use a condom properly in  
order to prevent infection?
- Yes 1  
No 2  
No reply 3
92. 16 TO 65 YEAR-OLDS  
Do you believe that the material used in the brand-  
name condoms commonly used today affords  
sufficient protection against the AIDS virus, or  
does the material not afford sufficient protection?
- Material protects 1  
No sufficient protection 2  
Don't know 3  
No reply 4
93. 16 TO 65 YEAR-OLDS  
Some people have a physical aversion to condoms.  
Would you say so of yourself, or would you not  
say so?
- Yes, personal aversion 1  
No, wouldn't say so 2  
Don't know 3  
No reply 4
94. 16 TO 65 YEAR-OLDS  
Do you have condoms at home or on your person at  
the moment?
- Yes 1  
No 2  
No reply 3
95. 16 TO 65 YEAR-OLDS  
In what year did you last go on a holiday trip:  
2005, 2004, 2003, or longer ago than that?
- 2005 1  
2004 2  
2003 3  
Longer ago 4  
No reply 5
96. 16 TO 65 YEAR-OLDS  
IF HOLIDAY IN 2005, 2004, 2003  
IF EVER HAD SEX  
Have you, on one or more occasions, met someone  
while on holiday in the last three years and had  
sexual relations - I mean sexual intercourse - with  
them?
- Yes, once 1  
Yes, several times 2  
No 3  
No reply 4
97. 16 TO 65 YEAR-OLDS  
IF SEXUAL CONTACTS ON HOLIDAY IN  
2005, 2004 OR 2003  
How often did you use condoms at the time:  
always, often, occasionally, or never?
- Always 1  
Often 2  
Occasionally 3  
Never 4  
No reply 5
98. 16 TO 65 YEAR-OLDS  
IF EVER HAD SEX  
When you last had sex, did you use a condom?
- Yes 1  
No 2  
No reply 3
99. Have you ever had an HIV antibody test - known as  
an AIDS test - done on you?
- Yes 1  
No 2  
No reply 3

## 100. IF TEST DONE

How often have you had an HIV antibody test - known as an AIDS test - done on you to date?

- Once 1
- Twice 2
- 3 times 3
- 4 times 4
- 5 times 5
- 6 times 6
- 7 times or more 7
- No reply 8

## 101. IF TEST DONE

When did you last have an HIV antibody test - in other words, an AIDS test - done on you?

READ OUT CATEGORIES UP TO THE APPLICABLE ANSWER

- In the last 3 months 1
- In the last 6 months 2
- In the last 12 months 3
- In the last 2 years 4
- In the last 5 years 5
- Or was it longer ago than that 6
- No reply 7

## 102. Have you ever heard about the new AIDS treatment methods, such as multiple combination therapy or treatment with protease inhibitors?

- Yes 1
- Not sure 2
- No 3
- No reply 4

## IF NOT NO

I'll now read you a number of statements regarding the new AIDS treatment methods. Please tell me each time whether you fully agree with the statement, tend to agree, tend not to agree, or do not at all agree.

## 103. IF HEARD OF NEW TREATMENT METHODS OR NOT SURE OR NO REPLY

The new treatment methods make it possible to live longer with the HI virus.

- Fully agree 1
- Tend to agree 2
- Tend not to agree 3
- Do not at all agree 4
- Don't know, no opinion 5
- No reply 6

## 104. IF HEARD OF NEW TREATMENT METHODS OR NOT SURE OR NO REPLY

The new treatment methods make it possible to be definitively cured of AIDS.

- Fully agree 1
- Tend to agree 2
- Tend not to agree 3
- Do not at all agree 4
- Don't know, no opinion 5
- No reply 6

## 105. IF HEARD OF NEW TREATMENT METHODS OR NOT SURE OR NO REPLY

The new treatment methods make it possible that the treated HIV-positive people no longer transmit the AIDS virus.

- Fully agree 1
- Tend to agree 2
- Tend not to agree 3
- Do not at all agree 4
- Don't know, no opinion 5
- No reply 6

## 106. IF HEARD OF NEW TREATMENT METHODS OR NOT SURE OR NO REPLY

Thanks to the new treatment methods, people are generally less afraid of being or becoming infected with the HI virus.

- Fully agree 1
- Tend to agree 2
- Tend not to agree 3
- Do not at all agree 4
- Don't know, no opinion 5
- No reply 6

## 107. IF HEARD OF NEW TREATMENT METHODS OR NOT SURE OR NO REPLY

Thanks to the new treatment methods, I myself am less afraid of being or becoming infected with the HI virus.

- Fully agree 1
- Tend to agree 2
- Tend not to agree 3
- Do not at all agree 4
- Don't know, no opinion 5
- No reply 6

108. IF HEARD OF NEW TREATMENT METHODS OR NOT SURE OR NO REPLY  
Because of the new treatment methods, people protect themselves against HIV infections less than in the past.

- Fully agree 1  
Tend to agree 2  
Tend not to agree 3  
Do not at all agree 4  
Don't know, no opinion 5  
No reply 6

109. IF HEARD OF NEW TREATMENT METHODS OR NOT SURE OR NO REPLY  
Because of the new treatment methods, I personally protect myself against HIV infections less than in the past.

- Fully agree 1  
Tend to agree 2  
Tend not to agree 3  
Do not at all agree 4  
Don't know, no opinion 5  
No reply 6

110. IF HEARD OF NEW TREATMENT METHODS OR NOT SURE OR NO REPLY  
Because of the new treatment methods, people are generally less worried if they think they might have infected themselves with the virus.

- Fully agree 1  
Tend to agree 2  
Tend not to agree 3  
Do not at all agree 4  
Don't know, no opinion 5  
No reply 6

111. IF HEARD OF NEW TREATMENT METHODS OR NOT SURE OR NO REPLY  
Because of the new treatment methods, I myself am less worried if I think I might have infected myself with the virus.

- Fully agree 1  
Tend to agree 2  
Tend not to agree 3  
Do not at all agree 4  
Don't know, no opinion 5  
No reply 6

112. IF 16 TO 65 YEARS OF AGE  
I'd like to come back to the "join in" posters with the colourful condom motifs again. How important or unimportant is the message of the posters for you personally at the moment, in other words, the message saying "join in – use condoms": very important, important, fairly important, unimportant, or totally unimportant?

- Very important 1  
Important 2  
Fairly important 3  
Unimportant 4  
Totally unimportant 5  
Don't know 6  
No reply 7

IF 16 TO 65 YEARS OF AGE  
I'll now give you a number of situations. Tell me each time whether a condom ought to be used as protection against AIDS, or whether a condom is not absolutely necessary.

113. IF 16 TO 65 YEARS OF AGE  
Here's the first situation:  
A man and a woman have just met. Should the man use a condom during sex, or is that not absolutely necessary in this situation?

- A condom should be used 1  
A condom is not absolutely necessary 2  
Don't know 3  
No reply 4

114. IF: A CONDOM SHOULD BE USED  
How sure or unsure are you that a condom should be used in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1  
A little unsure 2  
Moderately sure 3  
Fairly sure 4  
Very sure 5  
Don't know 6  
No reply 7

## 115. IF: CONDOM NOT ABSOLUTELY NECESSARY

How sure or unsure are you that a condom is not absolutely necessary in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 116. IF 16 TO 65 YEARS OF AGE

In the second situation, the partners have again only just met. Both had an HIV antibody test done three months ago, the result showing that neither of them was infected with HIV. Should a condom be used in this situation, or is a condom not absolutely necessary in this situation?

- A condom should be used 1
- A condom is not absolutely necessary 2
- Don't know 3
- No reply 4

## 117. IF: A CONDOM SHOULD BE USED

How sure or unsure are you that a condom should be used in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 118. IF: CONDOM NOT ABSOLUTELY NECESSARY

How sure or unsure are you that a condom is not absolutely necessary in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 119. IF 16 TO 65 YEARS OF AGE

The two partners know each other well and trust each other not to have become infected with HIV at some point. Should they use a condom, or is that not absolutely necessary in this situation?

- A condom should be used 1
- A condom is not absolutely necessary 2
- Don't know 3
- No reply 4

## 120. IF: A CONDOM SHOULD BE USED

How sure or unsure are you that a condom should be used in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 121. IF: CONDOM NOT ABSOLUTELY NECESSARY

How sure or unsure are you that a condom is not absolutely necessary in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 122. IF 16 TO 65 YEARS OF AGE

And what about sexual contacts with prostitutes: should a condom be used, or is that not absolutely necessary in this situation?

- A condom should be used 1
- A condom is not absolutely necessary 2
- Don't know 3
- No reply 4

## 123. IF: A CONDOM SHOULD BE USED

How sure or unsure are you that a condom should be used in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 124. IF: CONDOM NOT ABSOLUTELY NECESSARY

How sure or unsure are you that a condom is not absolutely necessary in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 125. IF 16 TO 65 YEARS OF AGE

If one of the partners says he or she's had one or two other sex partners in recent months: should a condom be used, or is that not absolutely necessary in this situation?

- A condom should be used 1
- A condom is not absolutely necessary 2
- Don't know 3
- No reply 4

## 126. IF: A CONDOM SHOULD BE USED

How sure or unsure are you that a condom should be used in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 127. IF: CONDOM NOT ABSOLUTELY NECESSARY

How sure or unsure are you that a condom is not absolutely necessary in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 128. IF 16 TO 65 YEARS OF AGE

And if partners who have only just met are very much in love with each other: should a condom be used, or is that not absolutely necessary in this situation?

- A condom should be used 1
- A condom is not absolutely necessary 2
- Don't know 3
- No reply 4

## 129. IF: A CONDOM SHOULD BE USED

How sure or unsure are you that a condom should be used in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 130. IF: CONDOM NOT ABSOLUTELY NECESSARY

How sure or unsure are you that a condom is not absolutely necessary in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 131. IF 16 TO 65 YEARS OF AGE

In the event of fleeting sexual contacts between partners who only intend to sleep with each other once or twice from the outset: should a condom be used, or is that not absolutely necessary in this situation?

- A condom should be used 1
- A condom is not absolutely necessary 2
- Don't know 3
- No reply 4

## 132. IF: A CONDOM SHOULD BE USED

How sure or unsure are you that a condom should be used in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 133. IF: CONDOM NOT ABSOLUTELY NECESSARY

How sure or unsure are you that a condom is not absolutely necessary in this situation: very unsure, a little unsure, moderately sure, fairly sure, or very sure?

- Very unsure 1
- A little unsure 2
- Moderately sure 3
- Fairly sure 4
- Very sure 5
- Don't know 6
- No reply 7

## 134. IF 16 TO 65 YEARS OF AGE

How difficult is it, in your opinion, to persuade the partner to use condoms in the event of fleeting sexual contacts? Is it very difficult, difficult, not difficult or not at all difficult?

- Very difficult 1
- Difficult 2
- Not difficult 3
- Not at all difficult 4
- Don't know 5
- No reply 6

## 135. IF 16 TO 65 YEARS OF AGE

And if partners who have only just met are very much in love with each other: how difficult would it be to convince the partner to use a condom in this situation?

- Very difficult 1
- Difficult 2
- Not difficult 3
- Not at all difficult 4
- Don't know 5
- No reply 6

## 136. IF 16 TO 65 YEARS OF AGE

And if the partners in a new sexual relationship have previously got into the mood with the help of alcohol. How difficult would it be to convince the partner to use a condom in this situation?

- Very difficult 1
- Difficult 2
- Not difficult 3
- Not at all difficult 3
- Don't know 5
- No reply 6

## 137. IF 16 TO 65 YEARS OF AGE

Very generally, how would you currently rate your ability to ensure that condoms are used in a new sexual relationship: could you do that very well, well, fairly well, not so well, or not at all well?

- Very well 1
- Well 2
- Fairly well 3
- Not well 4
- Not at all well 5
- Don't know 6
- No reply 7

## IF 16 TO 65 YEARS OF AGE

I'll now give you a few statements. Tell me each time whether you consider the statement to be true or false.

## 138. IF 16 TO 65 YEARS OF AGE

Suggesting the use of condoms as protection against AIDS creates suspicion in the partner. Is that true or false?

- True 1
- False 2
- Don't know 3
- No reply 4

## 139. IF 16 TO 65 YEARS OF AGE

It's highly unlikely for a man to get infected with HIV during unprotected sexual contacts with a woman. Is that true or false?

- True 1
- False 2
- Don't know 3
- No reply 4

## 140. IF 16 TO 65 YEARS OF AGE

Prostitutes present no risk of infection because they are regularly examined medically to see whether they are infected with HIV. Is that true or false?

- True 1
- False 2
- Don't know 3
- No reply 4

And now, a few questions that are important for analysing the study.

## S 1. Are you currently employed?

- Yes 1
- No 2
- No reply 3

## S 2. IF EMPLOYED

What is your occupational position?

- Self-employed farmer 1
- Academic in a liberal profession 2
- Self-employed  
(trade, crafts, industry, service) 3
- Civil servant, judge, regular soldier 4
- White-collar worker 5
- Blue-collar worker 6
- Undergoing training 7
- Helping member of the family 8
- No reply 9

## S 3. IF WHITE-COLLAR WORKER

Which of the following activities best describes your work?

- Simple work  
(e.g. salesperson, clerk, typist) 1
- Difficult work, performed  
independently to instructions  
(e.g. clerical worker, book-  
keeper, technical draftsman) 2
- Responsible activity,  
working independently  
(e.g. scientific employee,  
officer with power of attorney,  
department head, plant foreman) 3
- With extensive management tasks  
and decision-making powers  
(e.g. director, general manager,  
Member of the Board) 4
- No reply 5



- S 4. IF CIVIL SERVANT  
Are you in the ordinary, intermediate, higher intermediate or higher service?
- Ordinary service (up to and incl. senior clerical officer) 1
- Intermediate service (from assistant to senior secretary, clerical assistant) 2
- Higher intermediate service (from clerical assistant to higher executive officer) 3
- Higher service, judge (higher executive officer upwards) 4
- No reply 5
- S 5. IF BLUE-COLLAR WORKER  
Which of the following best describes your work?
- Unskilled 1
- Semi-skilled 2
- Skilled worker 3
- Headman, crew leader 4
- Master craftsman, foreman, gang foreman 5
- No reply 6
- S 6. IF NOT EMPLOYED OR NO REPLY  
Please tell me which of the following groups you belong to.
- School pupil 1
- Student 2
- Pensioner, on early retirement 3
- Unemployed, zero short time 4
- Housewife/house husband 5
- In military/alternative service 6
- Not employed for other reasons 7
- Other 8
- No reply 9
- S 7. What highest qualification do you have from a school providing general education?
- No secondary modern certificate 1
- Secondary modern certificate 2
- Secondary school certificate 3
- Polytechnic secondary school certificate (Class 8/10) 4
- Restricted university entrance qualification 5
- General university entrance qualification 6
- Other school certificate 7
- No certificate yet, since still at school 8
- No reply 9
- S 8. What vocational qualifications do you have?  
READ OUT CATEGORIES INDIVIDUALLY AND MARK
- No vocational qualification and not in vocational training 1
- Completed company vocational training (apprenticeship) 2
- Completed scholastic vocational training (vocational school, commercial school) 3
- Completed training at a specialist college, vocational or professional academy 4
- College degree 5
- University degree 6
- Still in vocational training (trainee, student) 7
- Other vocational qualification, namely: 8
- Don't know 9
- No reply 10

S 9. How many people live permanently in your household, including yourself? Also include all children living in the household.

+---+---+

S10. And how many of all the people in your household are 16 or older?

+---+---+

S11. Would you describe yourself as religious or not?

Religious 1  
Not religious 2  
No reply 3

S12. IF RELIGIOUS

Would you say you are very religious or more averagely?

Very religious 1  
Averagely religious 2  
No reply 3

S13. Which confession or religious community do you belong to?

Protestant 1  
Roman Catholic 2  
Other Christian  
religious communities 3  
Other religions 4  
No religion 5  
No reply 6

S14. On how many landline telephone numbers can your household normally be reached? By "normally", I mean only landline telephone numbers that are not permanently reserved for a fax or a modem - in other words, where a telephone actually rings.

1 number 1

2 numbers 2

3 numbers 3

4 numbers 4

5 numbers 5

6 numbers 6

7 numbers 7

8 numbers 8

9 or more numbers 9

No reply 3

S15. To finish, would you like to say anything or make any comments about the interview?

NOTE ANSWERS IN TEXT FIELD

Thank you for doing this interview with me. Goodbye.