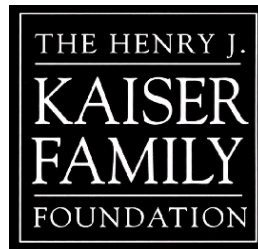


CHART PACK

The Kaiser Survey on Americans and AIDS/HIV

June 26, 1996



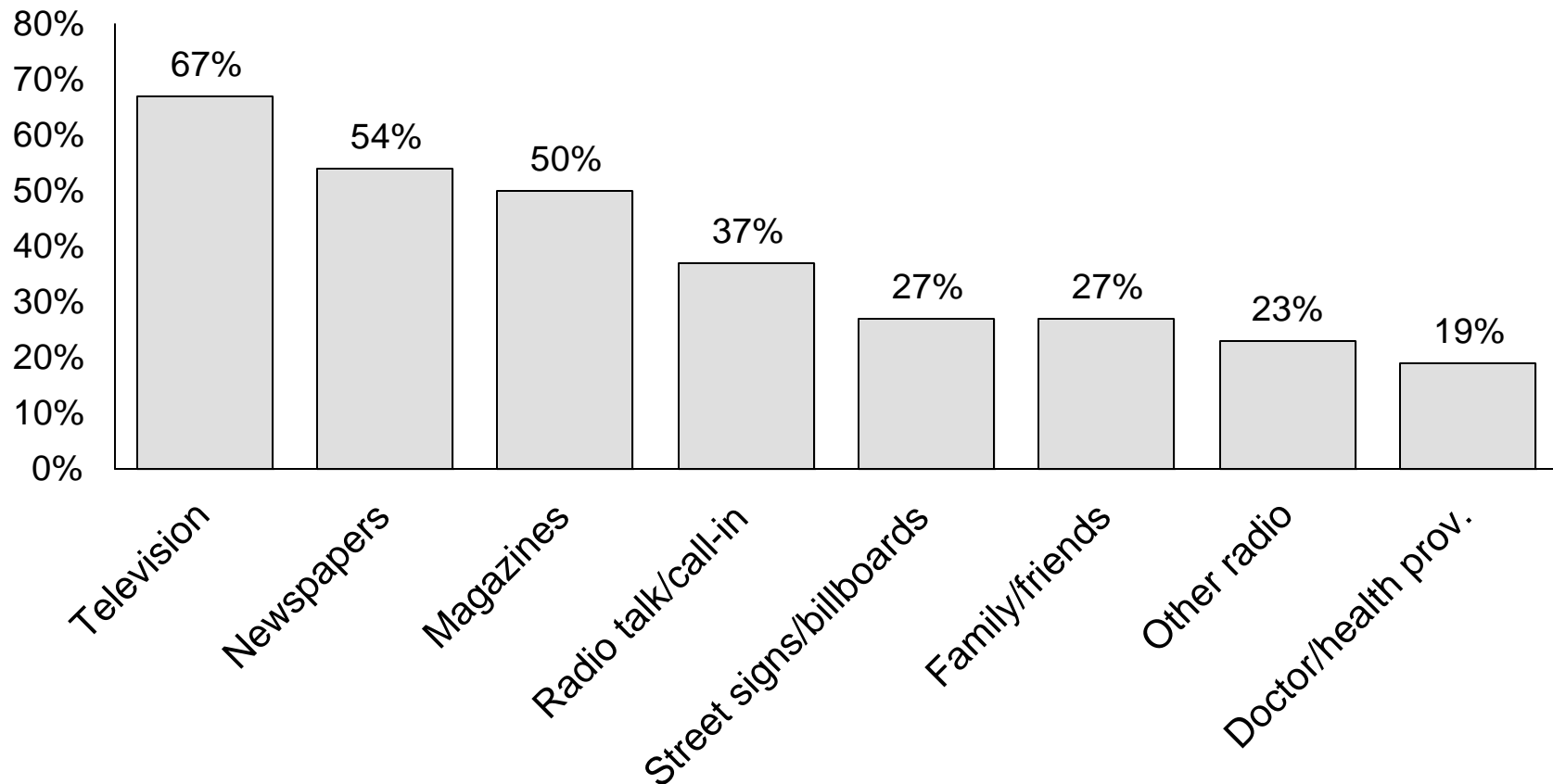
AIDS PUBLIC INFORMATION PROJECT

2400 Sand Hill Road Menlo Park, CA 94025
(415)854-9400 FAX (415)854-4800 www.kff.org
WASHINGTON OFFICE 1450 G St. NW Suite 250 Washington, DC 20005
(202)347-5270 FAX (202)347-5274

Figure 1

MEDIA ARE THE MAIN SOURCE OF INFORMATION ABOUT AIDS

% of American Adults Who Get Information About AIDS From...

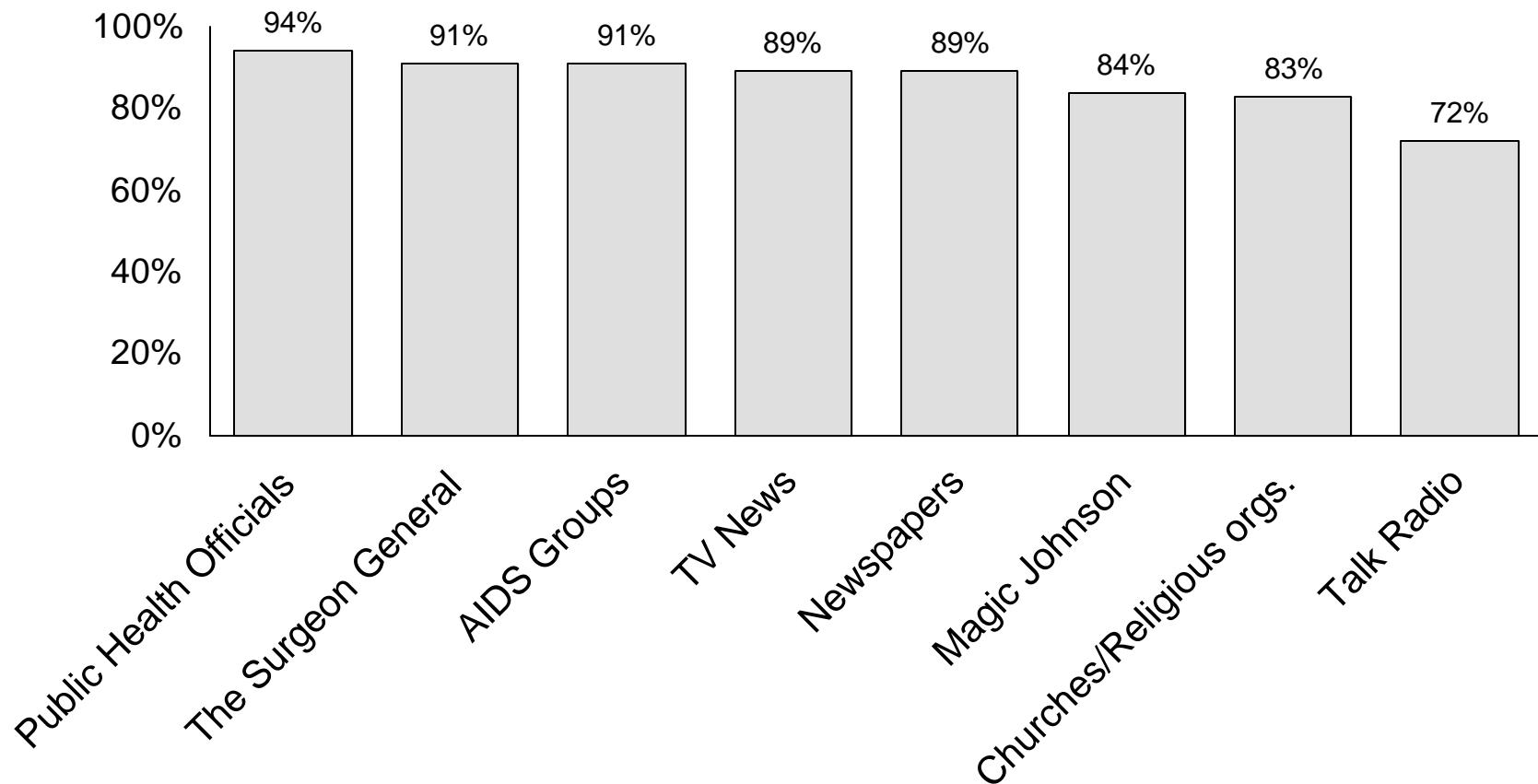


Source: Kaiser Family Foundation Survey on Americans and AIDS/HIV, March 1996

Figure 2

AMERICANS HAVE CONFIDENCE IN AIDS SOURCES

% of American Adults Who Find Each Source Believable

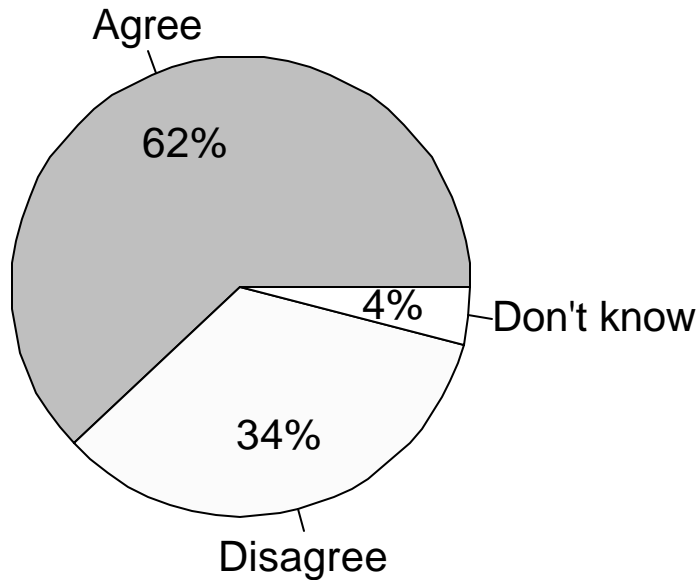


Source: Kaiser Family Foundation Survey on Americans and AIDS/HIV, March 1996

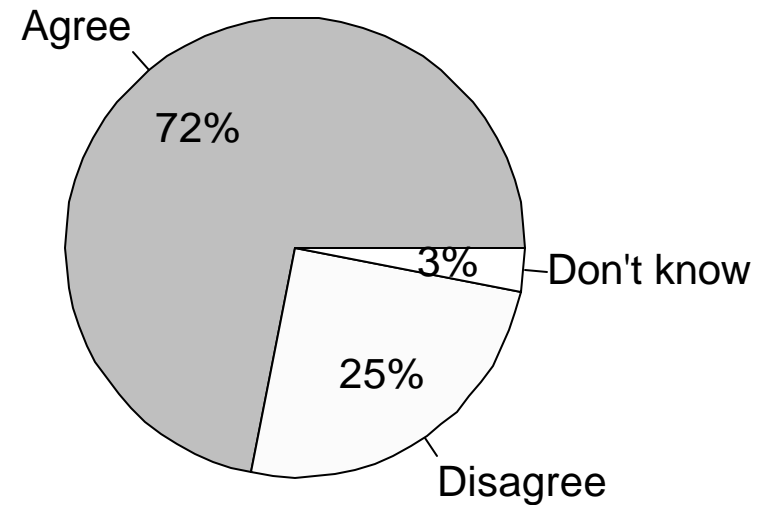
Figure 3

MOST AMERICANS TRUST THE GOVERNMENT AND THE MEDIA ABOUT AIDS

The Gov't is Telling the Truth About AIDS



The Media are Telling the Truth About AIDS

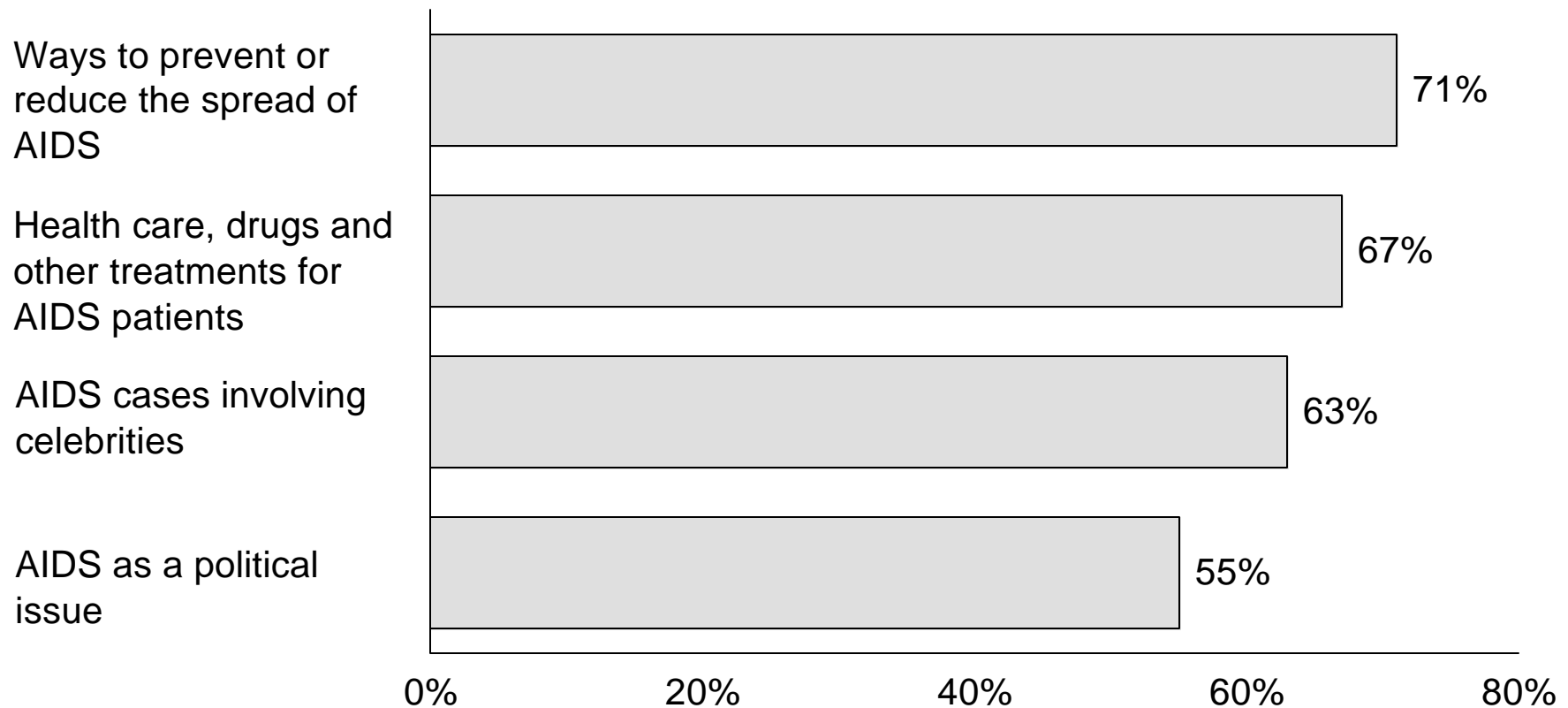


Source: Kaiser Family Foundation Survey on Americans and AIDS/HIV, March 1996

Figure 4

AMERICANS SEE VARIETY OF AIDS COVERAGE

% of American Adults Who Have Seen or Heard News About...

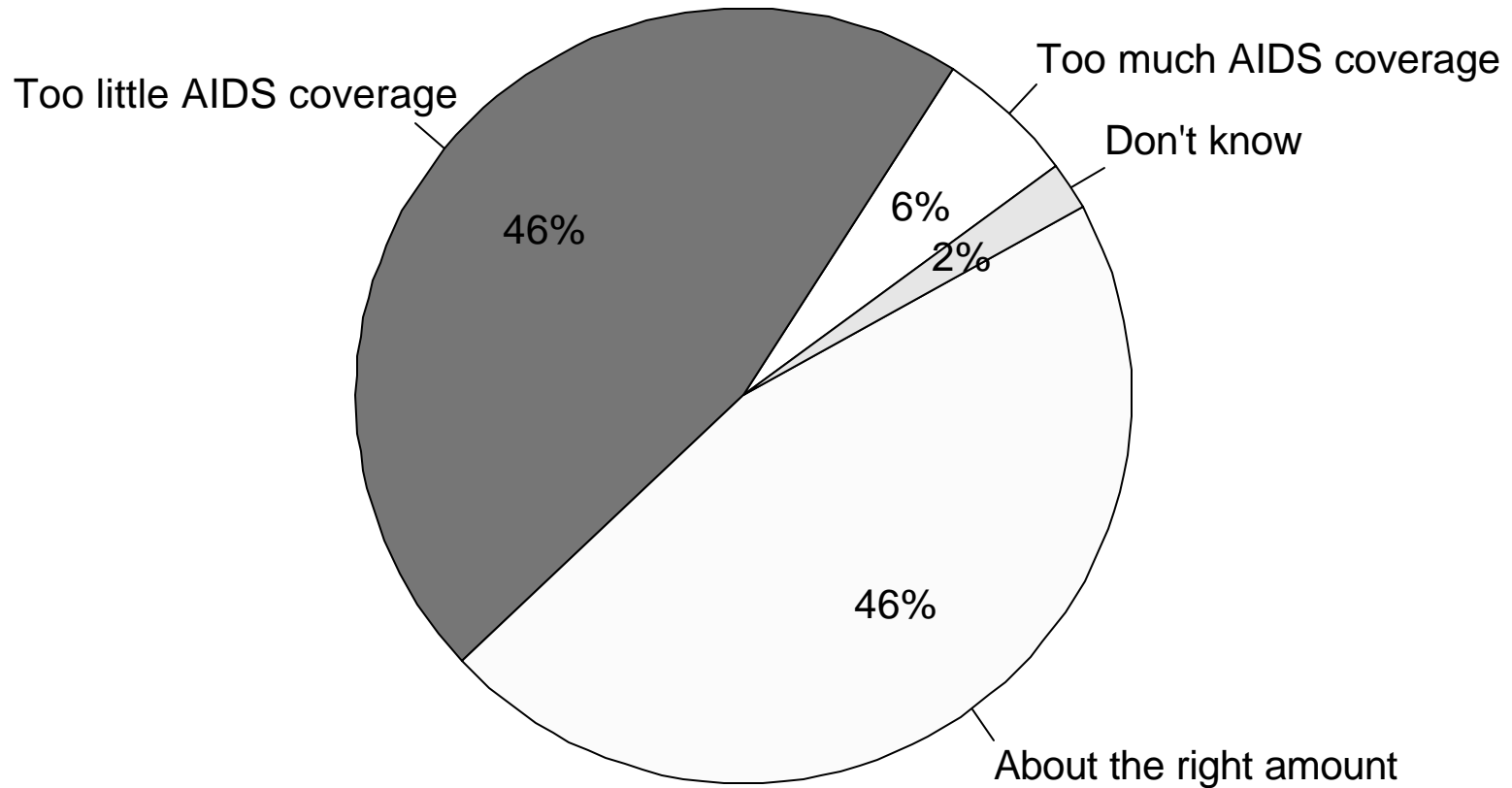


Source: Kaiser Family Foundation Survey on Americans and AIDS/HIV, March 1996

Figure 5

AMERICANS DON'T THINK THERE IS TOO MUCH AIDS COVERAGE

% of American Adults Who Think There is...

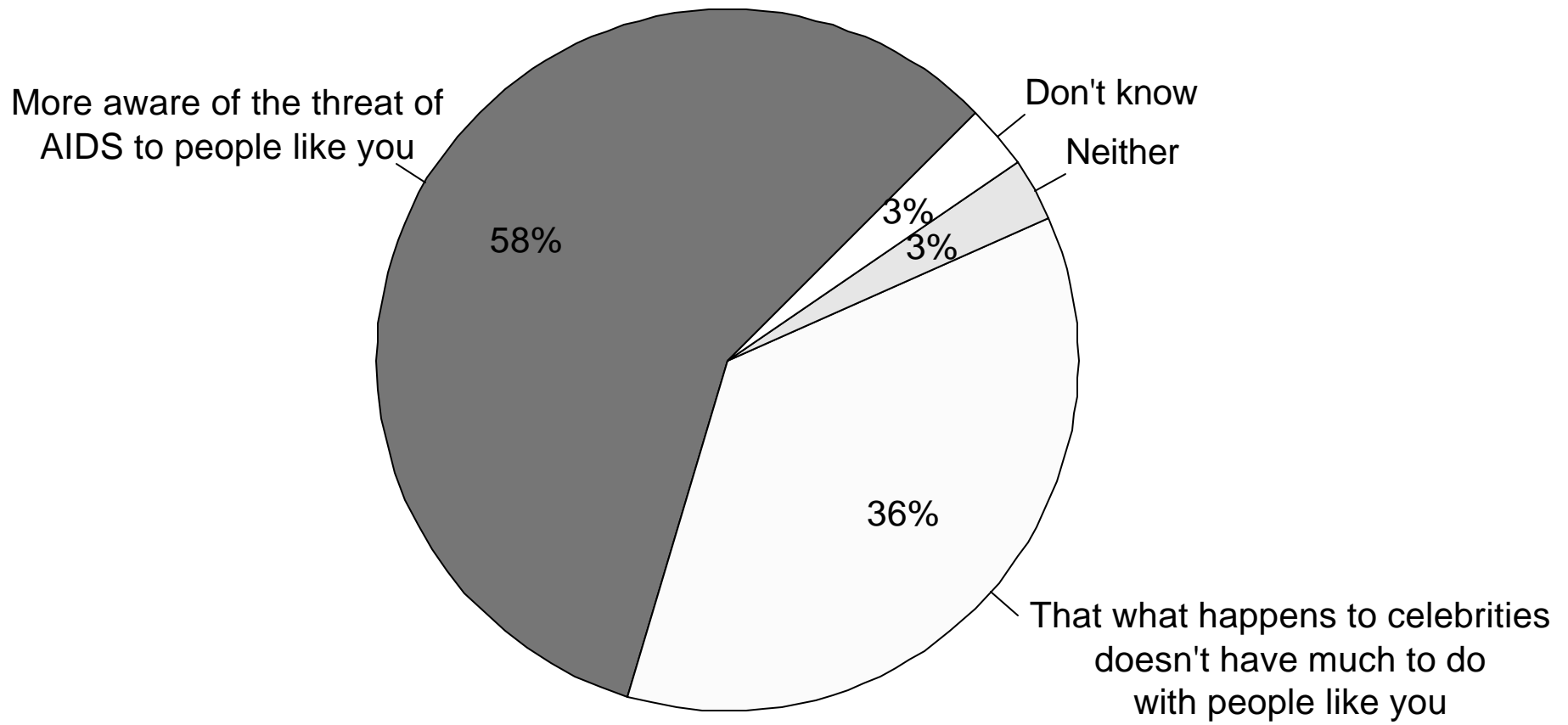


Source: Kaiser Family Foundation Survey on Americans and AIDS/HIV, March 1996

Figure 6

CELEBRITY COVERAGE MAKES AMERICANS MORE AWARE OF AIDS

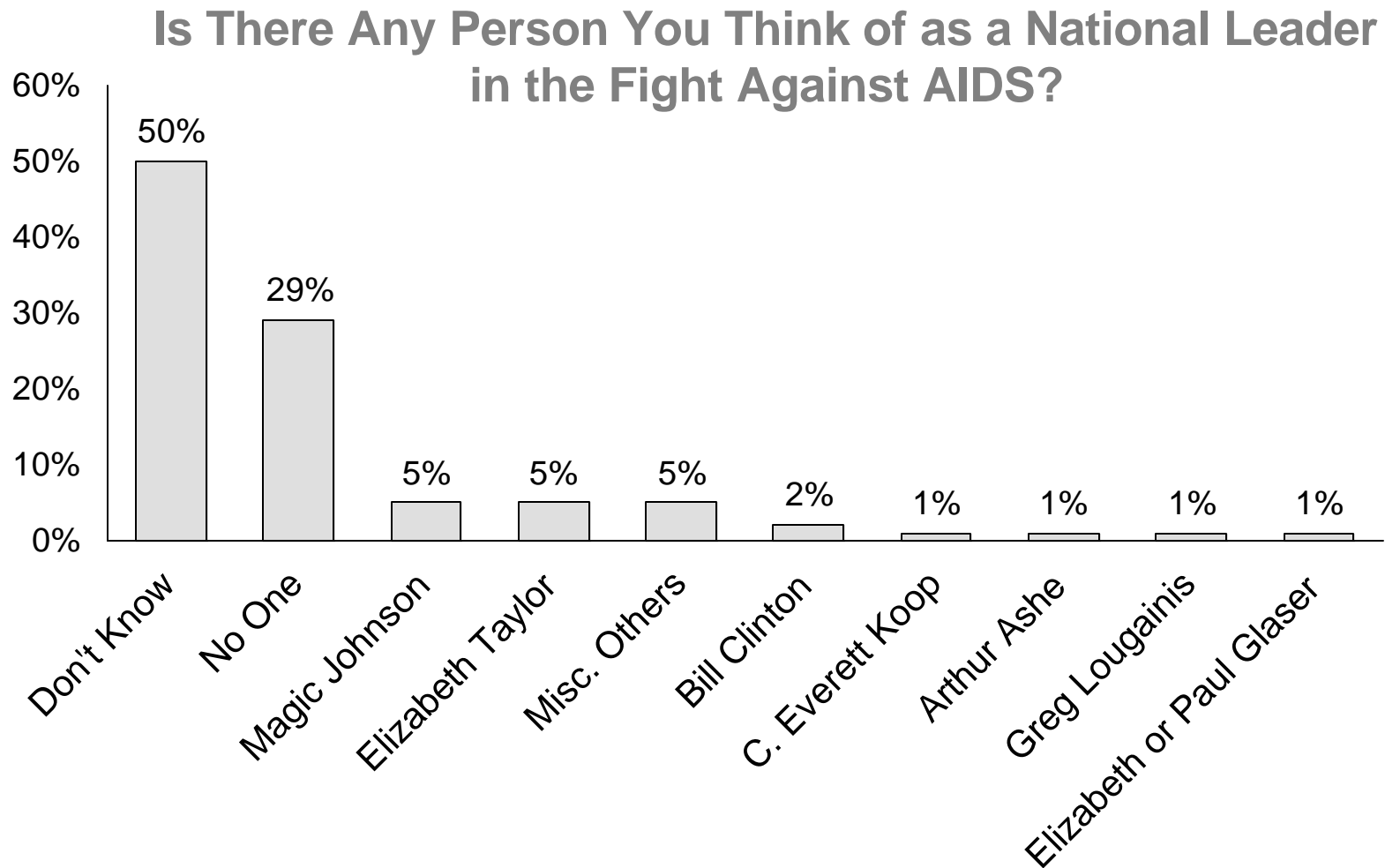
When You See Media Coverage of Celebrities Who Have AIDS, Does It Make You Feel...



Source: Kaiser Family Foundation Survey on Americans and AIDS/HIV, March 1996

Figure 7

AMERICANS DON'T SEE A NATIONAL LEADER ON AIDS

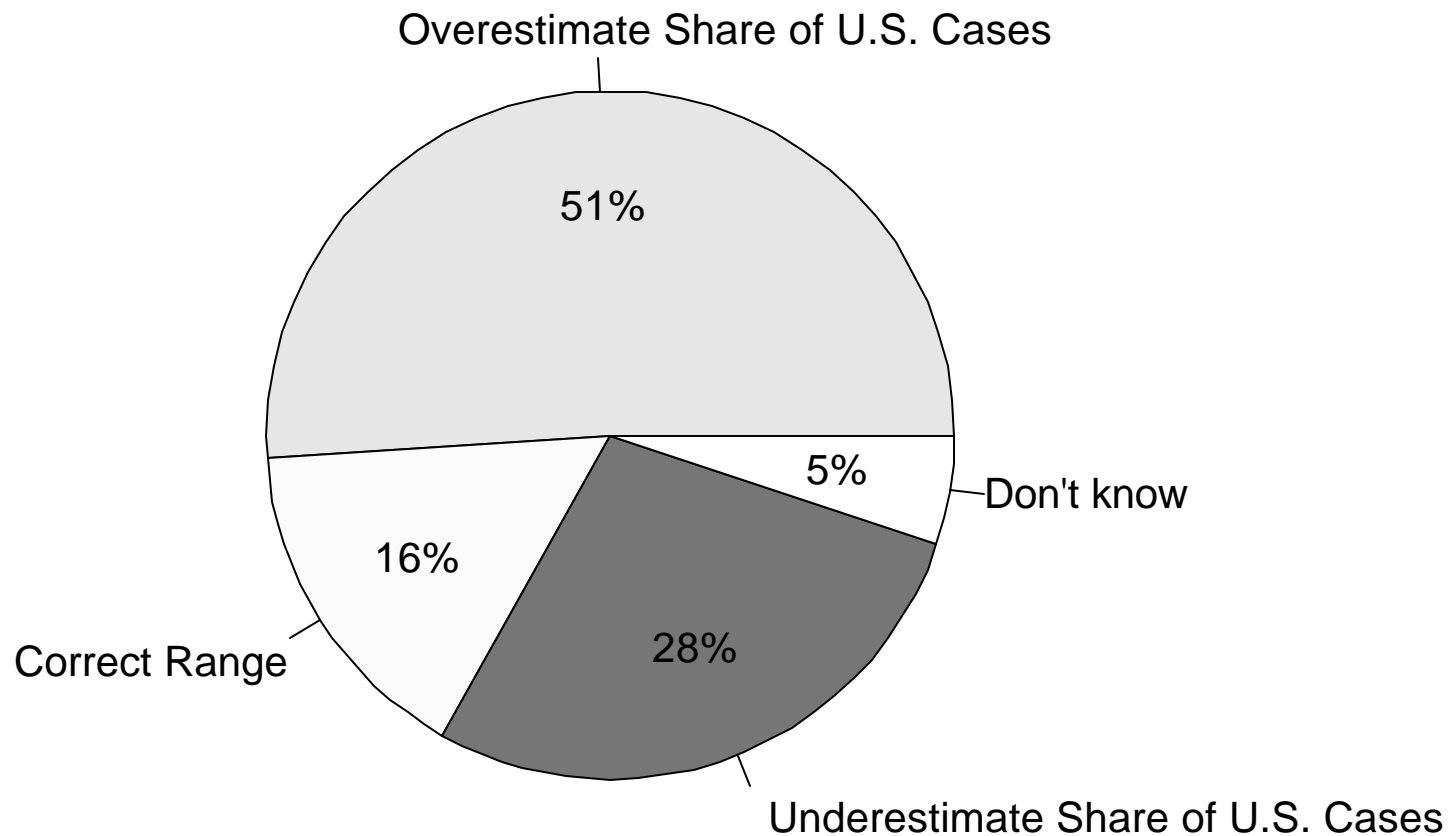


Source: Kaiser Family Foundation Survey on Americans and AIDS/HIV, March 1996

Figure 8

AMERICANS OVERESTIMATE SHARE OF AIDS CASES IN THE U.S.

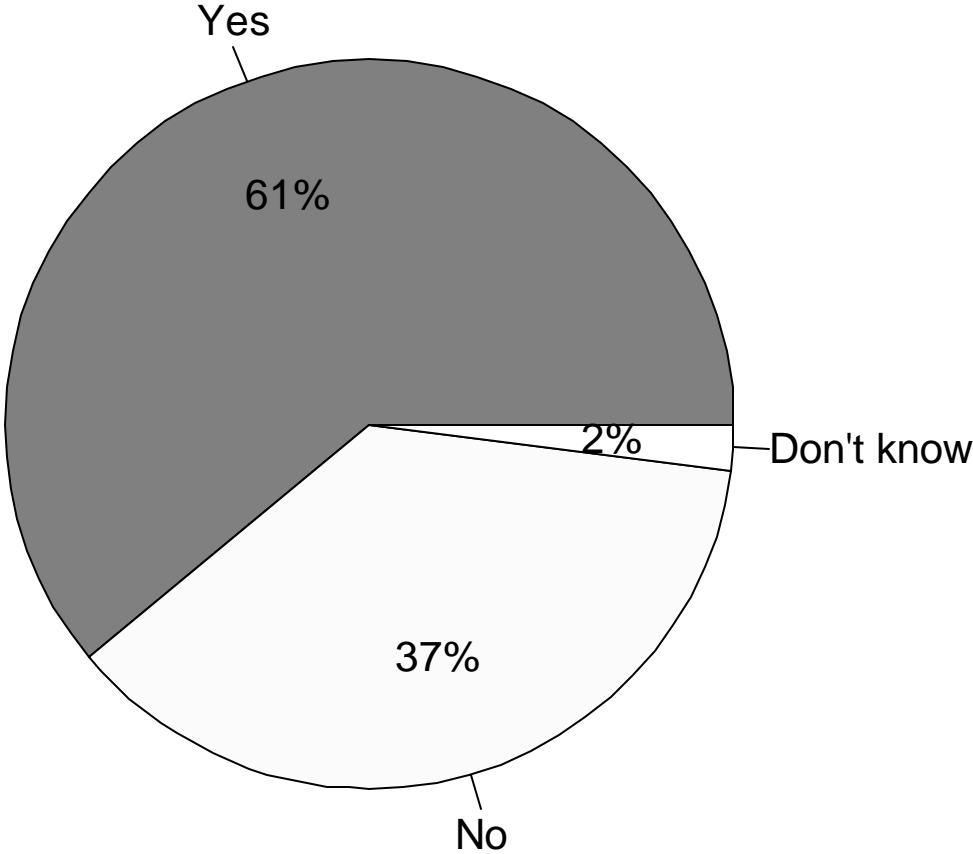
Of Every 100 AIDS Cases Worldwide, How Many Do You Think Have Been in the United States?



Source: Kaiser Family Foundation Survey on Americans and AIDS/HIV, March 1996

Figure 9
MOST AMERICANS HAVE SEEN OR HEARD PSAs ABOUT AIDS

% of American Adults Who Have Seen or Heard PSAs or Ads About AIDS



Source: Kaiser Family Foundation Survey on Americans and AIDS/HIV, March 1996