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Be Antibiotics Aware Consumer Survey (BAACS)

[Screener]

The results of this survey will help us learn about the public's response to the Centers for Disease Control and Prevention's (CDC's) campaign to improve antibiotic use. You will be asked to complete all or some of the survey depending on whether you have seen or heard certain messages from the CDC about antibiotic use. The survey should take no longer than 25 minutes to complete. It is your choice to answer the questions, and you can stop at any time. All respondents who complete and submit the entire survey will be credited with points to redeem for prizes.

1. May we ask you some questions to see if you are a good match to take this survey?

Yes

No

2. How old are you?

Prefer not to answer

Age:

3. Do you work in a health-related field?

Yes

No

Prefer not to answer

4. Do you prescribe antibiotics as part of your profession?

Yes

No

Prefer not to answer

[Disqualification Page]

**Thank you for answering all of the questions. Those are all of the questions we have for you today.
Thank you for being willing to help us.**

[Psychographic Characteristics]

Thank you for answering the questions. We have determined that you are a good match for this survey. If you have any questions about your participation and/or any questions about this survey, please contact the research director, Dr. Kristen Cincotta at (404) 321-3211 or Kristen.Cincotta@icf.com.

5. Have you ever expected—but not outright asked—a healthcare professional to prescribe antibiotics for you/your child when sick?

Yes

No

6. Have you ever outright asked a healthcare professional to prescribe antibiotics for you/your child when sick?

Yes

No

[Media Use and Habits]

Next, we would like to ask you about your media use and habits.

7. In an average month, how often do you...

	Very frequently (Almost daily to daily)	Frequently (2-4 times a week)	Occasionally (2- 4 times a month)	Rarely (Once a month or less)	Never	Prefer not to answer
See billboards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use buses, subways or trains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shop in malls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shop in grocery stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shop in pharmacies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health websites/resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Streaming services (e.g., Netflix, Hulu, SlingTV)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broadcast radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television (cable, satellite, or antenna)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Satellite radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Campaign Slogan Exposure]

Now we would like to ask you about a CDC campaign about appropriate antibiotic use that you may or may not have seen or heard about in the past 3 months.

8. CDC recently launched a campaign to raise awareness about appropriate antibiotic use. Please indicate below whether you have seen or heard any of following campaign names or slogans in the **past 3 months**.

	Yes, I have seen or heard a message about appropriate antibiotic use in this way	No, I have not seen or heard a message about appropriate antibiotic use in this way	Don't know / cannot recall
Get ahead of antibiotics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flip the script on antibiotics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be antibiotics aware	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Status update on antibiotics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't mis-take antibiotics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Be Antibiotics Aware Consumer Survey (BAACS)

[Frequency and Channel of Exposure]

You indicated that you had seen or heard the campaign name, Be Antibiotics Aware, in the past 3 months.

9. In the past 3 months, how often did you see CDC's Be Antibiotics Aware campaign message or slogan in PRINTED MEDIA (posters, fact sheets, brochures, infographics, newspaper/magazine ads, or fliers)?

Never	Rarely (Once a month or less)	Occasionally (2-4 times a month)	Frequently (2-4 times a week)	Very frequently (almost daily to daily)	I don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. In the past 3 months, how often did you see or hear CDC's Be Antibiotics Aware campaign message or slogan in SOCIAL MEDIA (Facebook, Instagram, Twitter, LinkedIn, or YouTube)?

Never	Rarely (Once a month or less)	Occasionally (2-4 times a month)	Frequently (2-4 times a week)	Very frequently (Almost daily to daily)	I don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. In the past 3 months, how often did you see or hear CDC's Be Antibiotics Aware campaign message or slogan in ONLINE/INTERNET MEDIA (website advertisements, online news articles, internet radio, blogs, mobile phone advertisements, Google or Bing search engine results, or videos)?

Never	Rarely (Once a month or less)	Occasionally (2-4 times a month)	Frequently (2-4 times a week)	Very frequently (Almost daily to daily)	I don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. In the past 3 months, how often did you see or hear CDC's Be Antibiotics Aware campaign message or slogan on TRADITIONAL TELEVISION (CABLE, SATELLITE, or ANTENNA) MEDIA (commercials, public service announcements, newscasts, or videos/commercials shown at a doctor's office or healthcare facility)?

Never	Rarely (Once a month or less)	Occasionally (2-4 times a month)	Frequently (2-4 times a week)	Very frequently (Almost daily to daily)	I don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. In the past 3 months, how often did you hear CDC's Be Antibiotics Aware campaign message or slogan in BROADCAST RADIO MEDIA (radio announcements, commercials, or news stories)?

Never	Rarely (Once a month or less)	Occasionally (2-4 times a month)	Frequently (2-4 times a week)	Very frequently (Almost daily to daily)	I don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. In the past 3 months, how often did you see CDC's Be Antibiotics Aware campaign message or slogan in OTHER MEDIA (e.g., emails, email newsletters, webcasts or webinars, or live events)?

Never	Rarely (Once a month or less)	Occasionally (2-4 times a month)	Frequently (2-4 times a week)	Very frequently (Almost daily to daily)	I don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Be Antibiotics Aware Consumer Survey (BAACS)

[Perceived Effectiveness - Ad Receptivity]

15. You said that you saw or heard CDC's Be Antibiotics Aware messaging in [1. Print, 2. Online/Social Media, 3. Television/Radio, and/or 4. Other] media in the past 3 months. Thinking about what you saw or heard, please indicate your level of agreement with the following statements from 1–5, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
The [INDICATE MEDIA] are memorable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were worth remembering.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] grabbed my attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were powerful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were informative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were meaningful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The [INDICATE MEDIA] were convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Exposed Respondents]

You said that you saw or heard messages about appropriate antibiotic use in one or more types of media within the past 3 months. We would like to know more about your thinking related to appropriate antibiotics use.

16. Thinking about the time SINCE you saw or heard CDC's Be Antibiotics Aware messages and campaign materials, please select the option below that best represents your current thinking about antibiotic use.

- | | |
|--|--|
| <input type="checkbox"/> I have never heard that I should NOT take antibiotics for viruses. | <input type="checkbox"/> I am seriously thinking about NOT taking antibiotics for viruses in the future. |
| <input type="checkbox"/> I have never seriously thought about NOT taking antibiotics for viruses. | <input type="checkbox"/> I have decided that I will NOT take antibiotics for viruses in the future. |
| <input type="checkbox"/> I have seriously thought about NOT taking antibiotics for viruses, but decided to take them anyway. | <input type="checkbox"/> I already do NOT take antibiotics for viruses. |

17. Thinking about the time BEFORE you saw or heard CDC's Be Antibiotics Aware messages and campaign materials, please select the option below that best represented your thinking about antibiotic use.

- | | |
|---|---|
| <input type="checkbox"/> I had never heard that I should NOT take antibiotics for viruses. | <input type="checkbox"/> I was seriously thinking about NOT taking antibiotics for viruses in the future. |
| <input type="checkbox"/> I had never seriously thought about NOT taking antibiotics for viruses. | <input type="checkbox"/> I had decided that I would NOT take antibiotics for viruses in the future. |
| <input type="checkbox"/> I had seriously thought about NOT taking antibiotics for viruses, but decided to take them anyway. | <input type="checkbox"/> I already did NOT take antibiotics for viruses. |

18. Below we present several items. Some of these items are true and some are false. Please indicate whether you believe each item is true or false.

Thinking about the time SINCE you saw or heard CDC's Be Antibiotics Aware messages and/or materials about appropriate antibiotic use, please indicate whether you believe each statement is true or false.

	True	False	I don't know
Antibiotic resistance occurs when bacteria—not the body—become resistant to the antibiotics designed to kill them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some people have life-threatening allergic reactions to antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The flu, which is a virus, can be treated with antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotics can cause side effects any time they are used.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You should take antibiotics whenever you're sick.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Two common side effects of antibiotics are dizziness and diarrhea.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotics are only needed for certain infections caused by bacteria, such as strep throat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's okay to share your antibiotics with other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You should take antibiotics exactly as prescribed by your healthcare professional.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotics will not make you feel better when you have a virus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Be Antibiotics Aware Consumer Survey (BAACS)

[Exposed Respondents]

19. Thinking about the time SINCE you saw or heard CDC's Be Antibiotics Aware messages and/or materials about appropriate antibiotic use, please indicate your level of agreement with the following statements.

	Strongly disagree	Somewhat disagree	Neutral	Agree	Strongly agree
When I am sick, feeling better as quickly as possible is a priority for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoiding taking unnecessary medication is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rather risk the side effects of taking an antibiotic for a virus even if my healthcare professional says it will not make me feel better.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that any time antibiotics are used, it contributes to antibiotic resistance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The thought of getting an antibiotic-resistant infection scares me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that antibiotics can sometimes lead to Clostridium difficile—an infection that can cause diarrhea and death.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that people sometimes take antibiotics when they don't need them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that antibiotic-resistant infections are a threat to people like me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that healthcare professionals sometimes prescribe antibiotics when they are not necessary.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Somewhat disagree	Neutral	Agree	Strongly agree
I believe that anyone can experience side effects from taking antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find it inconvenient to wait a few days to see if I feel better before my healthcare professional will prescribe antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned that I won't feel better/might get sicker without antibiotics when my healthcare professional says I don't need them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that most people like me do not take antibiotics for viruses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that most people who are important to me think I should NOT take antibiotics for viruses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that avoiding taking antibiotics for viruses will help to prevent antibiotic-resistant bacteria from developing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that using antibiotics less often will help to preserve their effectiveness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that improving the way we take antibiotics helps fight antibiotic resistance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that I have a role in helping to prevent antibiotic resistance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Thinking about the time SINCE you saw or heard CDC's Be Antibiotics Aware messages and/or materials about appropriate antibiotic use, please indicate your level of confidence below for each item.

	Not at all confident	Somewhat confident	Moderately confident	Confident	Very Confident
How confident are you that you can feel better when you have a virus even if you don't take antibiotics?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How confident are you in your ability to talk knowledgeably about appropriate antibiotic use with your healthcare professional?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How confident are you that you can accept your healthcare professional's recommendation if he/she says you do not need antibiotics?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How confident are you that you can take antibiotics exactly as prescribed by your healthcare professional?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Thinking about the time SINCE you saw or heard these messages and/or campaign materials about appropriate antibiotic use, please indicate your level of concern about antibiotic resistance.

- Not at all concerned
- Slightly concerned
- Moderately concerned
- Concerned
- Very concerned

[Exposed Respondents]

Now we'd like for you to take a moment and think back to the weeks and months before you saw or heard CDC's Be Antibiotics Aware messages and/or materials about appropriate antibiotic use. We would like for you to answer the same questions about your knowledge and awareness from BEFORE you saw the messages and materials.

22. Thinking about the time BEFORE you saw or heard CDC's Be Antibiotics Aware messages and/or materials about appropriate antibiotic use, please indicate whether you believed each statement was true or false.

	True	False	I don't know
Antibiotic resistance occurs when bacteria—not the body—become resistant to the antibiotics designed to kill them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some people have life-threatening allergic reactions to antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The flu, which is a virus, can be treated with antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotics can cause side effects any time they are used.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You should take antibiotics whenever you're sick.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Two common side effects of antibiotics are dizziness and diarrhea.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotics are only needed for certain infections caused by bacteria, such as strep throat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's okay to share your antibiotics with other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You should take antibiotics exactly as prescribed by your healthcare professional.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotics will not make you feel better when you have a virus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Be Antibiotics Aware Consumer Survey (BAACS)

[Exposed Respondents]

23. Thinking about the time BEFORE you saw or heard CDC's Be Antibiotics Aware messages and/or materials about appropriate antibiotic use, please indicate your level of agreement with the following statements.

	Strongly disagree	Somewhat disagree	Neutral	Agree	Strongly agree
When I was sick, feeling better as quickly as possible was a priority for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoiding taking unnecessary medication was very important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rather risk the side effects of taking an antibiotic for a virus even if my healthcare professional said it would not make me feel better.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believed that any time antibiotics were used, it could cause antibiotic resistance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The thought of getting an antibiotic-resistant infection scared me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believed that antibiotics could sometimes lead to Clostridium difficile—an infection that can cause diarrhea and death.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believed that people sometimes take antibiotics when they didn't need them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believed that antibiotic-resistant infections are a threat to people like me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Somewhat disagree	Neutral	Agree	Strongly agree
I believed that healthcare professionals sometimes prescribed antibiotics when they were not necessary.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believed that anyone could experience side effects from taking antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believed that most people like me did not take antibiotics for viruses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believed that most people who were important to me thought I should NOT take antibiotics for viruses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found it inconvenient to wait a few days to see if I felt better before my healthcare professional would prescribe antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was concerned that I wouldn't feel better/might get sicker without antibiotics when my healthcare professional said I didn't need them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believed that avoiding taking antibiotics for viruses would help to prevent the antibiotic-resistant bacteria from developing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believed that using antibiotics less often would help to preserve their effectiveness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believed that improving the way we take antibiotics helped fight antibiotic resistance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believed I had a role in helping to prevent antibiotic resistance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Thinking about your knowledge and awareness of appropriate antibiotic use **3 months ago**, please indicate your level of confidence for each of the items below.

	Not at all confident	Somewhat confident	Moderately confident	Confident	Very Confident
How confident were you that you could feel better when you had a virus even if you didn't take antibiotics?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How confident were you in your ability to talk knowledgeably about appropriate antibiotic use with your healthcare professional?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How confident were you that you could accept your healthcare professional's recommendation if he/she said you did not need antibiotics?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How confident were you that you could take antibiotics exactly as prescribed by your healthcare professional?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Thinking about the time **BEFORE** you saw or heard CDC's Be Antibiotics Aware messages and/or materials about appropriate antibiotic use, how concerned were you about antibiotic resistance?

- Not at all concerned
- Slightly concerned
- Moderately concerned
- Concerned
- Very concerned

Be Antibiotics Aware Consumer Survey (BAACS)

[Unexposed Respondents]

26. You said that you had not seen or heard messages about appropriate antibiotic use in the media within the past 3 months. With that in mind, please answer the following questions.

Thinking about the **last three months**, please select the option below that best represents your current thinking about antibiotic use.

	Strongly disagree	Somewhat disagree	Neutral	Agree	Strongly agree
I have never heard that I should NOT take antibiotics for viruses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have never seriously thought about NOT taking antibiotics for viruses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have seriously thought about NOT taking antibiotics for viruses, but decided to take them anyway.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am seriously thinking about NOT taking antibiotics for viruses in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have decided that I will NOT take antibiotics for viruses in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I already do NOT take antibiotics for viruses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Now think back to **3 months ago**. Please select the option below that best represented your thinking about antibiotic use **3 months ago**.

	Strongly disagree	Somewhat disagree	Neutral	Agree	Strongly agree
I had never heard that I should NOT take antibiotics for viruses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had never seriously thought about NOT taking antibiotics for viruses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had seriously thought about NOT taking antibiotics for viruses, but decided to take them anyway.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was seriously thinking about NOT taking antibiotics for viruses in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had decided that I would NOT take antibiotics for viruses in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I already did NOT take antibiotics for viruses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. Below we present several items. Some of these items are true and some are false. Please indicate whether you believe each item is true or false.

Thinking about your knowledge and awareness of appropriate antibiotic use in the **last 3 months**, please indicate whether you believe each statement is true or false.

	True	False	I don't know
Antibiotic resistance occurs when bacteria—not the body—become resistant to the antibiotics designed to kill them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some people have life-threatening allergic reactions to antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The flu, which is a virus, can be treated with antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotics can cause side effects any time they are used.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You should take antibiotics whenever you're sick.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Two common side effects of antibiotics are dizziness and diarrhea.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotics are only needed for certain infections caused by bacteria, such as strep throat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's okay to share your antibiotics with other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You should take antibiotics exactly as prescribed by your healthcare professional.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotics will not make you feel better when you have a virus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. Thinking about your knowledge and awareness of appropriate antibiotic use in the last 3 months, please indicate your level of agreement with the following statements.

	Strongly disagree	Somewhat disagree	Neutral	Agree	Strongly agree
When I am sick, feeling better as quickly as possible is a priority for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoiding taking unnecessary medication is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would rather risk the side effects of taking an antibiotic for a virus even if my healthcare professional says it will not make me feel better.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that any time antibiotics are used, it contributes to antibiotic resistance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The thought of getting an antibiotic-resistant infection scares me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that antibiotics can sometimes lead to Clostridium difficile—an infection that can cause diarrhea and death.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that people sometimes take antibiotics when they don't need them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that antibiotic-resistant infections are a threat to people like me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that healthcare professionals sometimes prescribe antibiotics when they are not necessary.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that anyone can experience side effects from taking antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find it inconvenient to wait a few days to see if I feel better before my healthcare professional will prescribe antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly disagree Somewhat disagree Neutral Agree Strongly agree

I am concerned that I won't feel better/might get sicker without antibiotics when my healthcare professional says I don't need them.

I believe that most people like me do not take antibiotics for viruses.

I believe that most people who are important to me think I should NOT take antibiotics for viruses.

I believe that avoiding taking antibiotics for viruses will help to prevent antibiotic-resistant bacteria from developing.

I believe that using antibiotics less often will help to preserve their effectiveness.

I believe that improving the way we take antibiotics helps fight antibiotic resistance.

I believe that I have a role in helping to prevent antibiotic resistance.

30. Thinking about your knowledge and awareness of appropriate antibiotic use in the **last 3 months**, please indicate your level of confidence below for each item.

	Not at all confident	Somewhat confident	Moderately confident	Confident	Very Confident
How confident are you that you can feel better when you have a virus even if you don't take antibiotics?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How confident are you in your ability to talk knowledgeably about appropriate antibiotic use with your healthcare professional?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How confident are you that you can accept your healthcare professional's recommendation if he/she says you do not need antibiotics?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How confident are you that you can take antibiotics exactly as prescribed by your healthcare professional?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. Thinking about your knowledge and awareness of appropriate antibiotic use in the **last 3 months**, how concerned are you about antibiotic resistance?

- Not at all concerned
- Slightly concerned
- Moderately concerned
- Concerned
- Very concerned

32. Now we'd like for you to take a moment and think back to **3 months ago**. We would like for you to answer the same questions about your knowledge and awareness from 3 months ago.

Thinking about your knowledge and awareness of appropriate antibiotic use **3 months ago**, please indicate whether you believed each statement was true or false.

	True	False	I don't know
Antibiotic resistance occurs when bacteria—not the body—become resistant to the antibiotics designed to kill them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some people have life-threatening allergic reactions to antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The flu, which is a virus, can be treated with antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotics can cause side effects any time they are used.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You should take antibiotics whenever you're sick.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Two common side effects of antibiotics are dizziness and diarrhea.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotics are only needed for certain infections caused by bacteria, such as strep throat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. It's okay to share your antibiotics with other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. You should take antibiotics exactly as prescribed by your healthcare professional.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Antibiotics will not make you feel better when you have a virus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33. Thinking about your knowledge and awareness of appropriate antibiotic use **3 months ago**, please indicate your level of agreement with the following statements.

Strongly disagree Somewhat disagree Neutral Agree Strongly agree

When I was sick, feeling better as quickly as possible was a priority for me.

Avoiding taking unnecessary medication was very important to me.

I would rather risk the side effects of taking an antibiotic for a virus even if my healthcare professional said it would not make me feel better.

I believed that any time antibiotics were used, it could cause antibiotic resistance.

The thought of getting an antibiotic-resistant infection scared me.

I believed that antibiotics could sometimes lead to Clostridium difficile—an infection that can cause diarrhea and death.

I believed that people sometimes take antibiotics when they didn't need them.

I believed that antibiotic-resistant infections are a threat to people like me.

I believed that healthcare professionals sometimes prescribed antibiotics when they were not necessary.

I believed that anyone could experience side effects from taking antibiotics.

I believed that most people like me did not take antibiotics for viruses.

Strongly disagree Somewhat disagree Neutral Agree Strongly agree

I believed that most people who were important to me thought I should NOT take antibiotics for viruses.

I found it inconvenient to wait a few days to see if I felt better before my healthcare professional would prescribe antibiotics.

I was concerned that I wouldn't feel better/might get sicker without antibiotics when my healthcare professional said I didn't need them

I believed that avoiding taking antibiotics for viruses would help to prevent the antibiotic-resistant bacteria from developing.

I believed that using antibiotics less often would help to preserve their effectiveness.

I believed that improving the way we take antibiotics helped fight antibiotic resistance.

I believed I had a role in helping to prevent antibiotic resistance.

34. Thinking about your knowledge and awareness of appropriate antibiotic use **3 months ago**, please indicate your level of confidence for each of the items below.

	Not at all confident	Somewhat confident	Moderately confident	Confident	Very Confident
How confident were you that you could feel better when you had a virus even if you didn't take antibiotics?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How confident were you in your ability to talk knowledgeably about appropriate antibiotic use with your healthcare professional?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How confident were you that you could accept your healthcare professional's recommendation if he/she said you did not need antibiotics?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How confident were you that you could take antibiotics exactly as prescribed by your healthcare professional?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35. Thinking about your knowledge and awareness of appropriate antibiotic use **3 months ago**, how concerned were you about antibiotic resistance?

- Not at all concerned
- Slightly concerned
- Moderately concerned
- Concerned
- Very concerned

[Perceived Effectiveness]

You said that you saw or heard CDC’s Be Antibiotics Aware messaging in the **last 3 months**. Thinking about the campaign’s key messages, please indicate how effective you think the following messages are.

36. On a scale of 1–5, how effective is the following campaign message in relation to each of the items below?

When antibiotics aren’t needed, they won’t help you and the side effects could still hurt you. Common side effects of antibiotics can include rash, dizziness, nausea, yeast infections, and diarrhea. When you need antibiotics, the benefits outweigh the risk of side effects.

	Not at all Effective	Slightly Effective	Moderately Effective	Very Effective	Extremely Effective
Increasing knowledge about appropriate antibiotic use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing knowledge about the side effects of antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing knowledge about the difference between viruses and infections caused by bacteria.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing knowledge of how antibiotic resistance occurs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. On a scale of 1–5, how effective is the following campaign message in relation to each of the following?

Antibiotics do not work on viruses that cause colds and flu. Antibiotics are only needed for treating certain infections caused by bacteria. However, antibiotics won't help for some common bacterial infections, including most cases of bronchitis, many sinus infections, and some ear infections.

	Not at all Effective	Slightly Effective	Moderately Effective	Very Effective	Extremely Effective
Increasing knowledge about appropriate antibiotic use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing knowledge about the side effects of antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing knowledge about the difference between viruses and infections caused by bacteria.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing knowledge of how antibiotic resistance occurs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. On a scale of 1–5, how effective is the following campaign message in relation to each of the following?

Any time antibiotics are used, they can cause antibiotic resistance. Antibiotic resistance occurs when bacteria—not the body—become resistant to the antibiotics designed to kill them. Improving the way healthcare professionals prescribe antibiotics and the way we take antibiotics helps fight antibiotic resistance.

	Not at all Effective	Slightly Effective	Moderately Effective	Very Effective	Extremely Effective
Increasing knowledge about appropriate antibiotic use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing knowledge about the side effects of antibiotics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing knowledge about the difference between viruses and infections caused by bacteria.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing knowledge of how antibiotic resistance occurs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

39. 1. Where could we place the CDC campaign materials about appropriate antibiotic use, so that you may be more likely to see or hear about them?

40. Where else, other than the CDC website, would you seek information about appropriate antibiotic use?

Demographics

41. In what zip code do you currently live?

42. Do you have children?

- Yes
- No
- Prefer not to answer

43. How many children do you have?

- 1
- 2
- 3 or more

44. How old is your youngest child?

- 0-2 years
- Between 2 and 5 years
- Older than 5 years

45. What sex were you assigned at birth on your birth certificate?

- Male
- Female
- Prefer not to answer

46. Do you currently describe yourself as male, female, or transgender?

- Male
- Female
- Transgender
- Prefer not to answer
- Don't know

47. Just to confirm, you were assigned [FILL] at birth and you now describe yourself as [FILL]. Is that correct?

- Yes
- No
- Prefer not to answer
- Don't know

48. Are you Hispanic or Latino?

- Yes
- No
- Prefer not to answer

49. What is your race? Select all that apply.

- | | |
|--|--|
| <input type="checkbox"/> White | <input type="checkbox"/> Native Hawaiian or Other Pacific Islander |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> American Indian or Alaska Native |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Prefer not to answer |

50. Do you consider yourself to be fluent in English?

- Yes
- No
- Prefer not to answer

51. What is the highest grade of school you have completed, or the highest degree you have received?

- | | |
|---|--|
| <input type="radio"/> No schooling completed, or less than 1 year | <input type="radio"/> Associate degree |
| <input type="radio"/> Grade school completed (grades 1-8) | <input type="radio"/> Bachelor's degree |
| <input type="radio"/> High school attended (grades 9-12, no degree) | <input type="radio"/> Master's degree |
| <input type="radio"/> High school graduate (or equivalent) | <input type="radio"/> Professional degree (MD, JD, etc.) |
| <input type="radio"/> Some college (1-4 years, no degree) | <input type="radio"/> Doctorate degree |

52. What was your total household income before taxes during the past 12 months? (Please select only one)

Less than \$25,000

\$25,000 to \$34,999

\$35,000 to \$49,999

\$50,000 to \$74,999

\$75,000 to \$99,999

\$100,000 to \$149,999

\$150,000 or more

I prefer not to say

Closing for Exposed and Unexposed Participants

Thank you for completing this survey! Your answers to this survey will be kept private. As our thanks for your time taking this survey, you will receive “points” to redeem for prizes.

Remember:

- If you need antibiotics, you should take them exactly as prescribed by your healthcare professional. Antibiotics do not treat viruses. They are only needed for certain infections caused by bacteria.
- Antibiotics can cause side effects (e.g., rash, dizziness, nausea, diarrhea, yeast infections) any time they are used. More serious side effects of antibiotics include severe and life-threatening allergic reactions and Clostridium difficile infection (also called C. difficile or C. diff), which can lead to severe colon damage and death.
- Antibiotic resistance occurs when bacteria—not the body—become resistant to the antibiotics designed to kill them.

For more information about antibiotic prescribing and use and the CDC’s Be Antibiotics Aware campaign, please visit [\[hotlink\]](#).