Antimicrobial Resistance Communications and Media Support Services
Questionnaire for Survey of Sandwich Generation Consumers
November 25, 2024, V4/Final

Questionnaire

[INTRODUCTION] KRC Research is conducting a U.S. national survey on an important topic on behalf of the Centers for Disease Control and Prevention (CDC), the national public health agency of the United States. You were randomly chosen from a panel to participate in this important survey about a health topic. We are not marketing or selling anything, and the survey is not political in nature. Your participation is voluntary, and so you do not have to answer any questions that you are uncomfortable answering. Your answers to questions are confidential and anonymous. We will not ask for your name, address, or identifying information. A few questions to start…

Screening and Quota Questions

1. What is your age? **[OPEN-ENDED QUESTION; TERMINATE IF NOT 40-59]**

   RE-CODE:
   40-49..1
   50-59..2
   Other..3

2. In what U.S. state do you live? **[DROP DOWN LIST OF 50 STATES AND DC; AUTOCODE TO RESPONSES BELOW]**

   Northeast..1
   South..2
   Midwest..3
   West...4

3. What is your ZIP Code?

   [OPEN END]...1

4. Which of the following best describes the area where you live?

   Urban..1
   Suburban..2
   Small town..3
   Rural...4

5. Are you a caregiver for a parent or loved one <u>age 65 or older</u>? Caregiving includes being involved in health care and health decisions.
   Yes...1
   No **[TERMINATE]**...2
   Prefer not to answer **[TERMINATE]**...3

6.   Are you a primary caretaker or health decision maker of at least one child? Meaning you make health decisions on their behalf. Please select all that apply **[MULTISELECT]**

   Yes, at least one child under 18 years old...1
   Yes, at least one child over 18 years old...2
   No **[TERMINATE]**..2
   Prefer not to answer **[TERMINATE]**...3

7.   How old is your child(ren) that you care and make health decisions for? If you have more than one child that you care for, please share all ages **[OPEN-END]**

   AUTO-CODE:
   0-6...1
   7-17...2
   18 or Older..3

8.   What sex were you assigned at birth, on your original birth certificate?
   Female...1
   Male...2
   Unknown..3

9.   How do you describe your current gender? You can select all that apply. **[MULTISELECT]**
   Female...1
   Male...2
   Transgender...3
   Something else **[Please specify:]**..4

10. **[IF Q8 RESPONSE DOES NOT MATCH Q9 RESPONSE]** Just to confirm, you were assigned **[Q8 RESPONSE]** at birth and now you describe yourself as **[Q9 RESPONSE]**. Is that correct?

   Yes...1
   No **[CYCLE BACK TO Q9]**...2

11. What is your race and/or ethnicity? Select all that apply. **[MULTISELECT]**

   American Indian or Alaska Native *(For example, Navajo Nation, Blackfeet Tribe of the Blackfeet Indian Reservation of Montana, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Aztec, Maya, etc.)*...1
   Asian *(For example, Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, etc.)*..2
   Black or African American *(For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.)*...3
   Hispanic or Latino *(For example, Mexican, Puerto Rican, Salvadoran, Cuban, Dominican, Guatemalan, etc.)*...4
   Middle Eastern or North African *(For example, Lebanese, Iranian, Egyptian, Syrian, Iraqi, Israel, etc.)*...5
   Native Hawaiian or Pacific Islander *(For example, Native Hawaiian, Somoan, Chamorro, Tongan, Fijian, Marshallese, etc.)*...6
   White *(For example, English, German, Irish, Italian, Polish, Scottish, etc.)*......................7

12. What is the highest level of education you have completed?

> Some high school..1
> Graduated high school..2
> Trade, vocational, or technical school..3
> Some college or 2-year degree...4
> Graduated college..5
> Post-graduate degree...6
> Prefer not to answer 7

AR Familiarity and Awareness

13. Have you read, seen, or heard anything recently about drug-resistant infections?

> Yes...1
> No...2
> Not sure..3

14. **[IF Q13 = YES]** Where did you read, see, or hear about drug-resistant infections? Select all that apply. **[MULTISELECT. RANDOMIZE]**

> Print (newspaper or magazine)..1
> Radio..2
> Television (network, cable, streaming)...3
> Social media...4
> Website or app..5
> CDC **[KEEP WITH BELOW]** 6
> Another federal agency **[KEEP WITH ABOVE]**..7
> Family or friends...8
> Colleagues or in workplace..9
> Healthcare provider for you or someone you care for..10
> Somewhere else **[ANCHOR, SPECIFY]**..11
> Don't recall **[ANCHOR. EXCLUSIVE]**...12

15. **[IF Q13 = YES]** What did you read, see, or hear about drug-resistant infections? What was the main message?

> **[OPEN END]**...1

16. Have you or someone you know experienced a drug-resistant infection?

> Yes...1
> No...2
> Not sure..3

17.   **[IF Q16 = YES]** Who, if anyone, has drug-resistant infections affected in your life? **[MULTISELECT. RANDOMIZE]**

Myself..1
Child(ren) I care for..2
Parent(s) I care for..3
Someone else in my family...4
Someone else I know..5
No one **[ANCHOR, EXCLUSIV**E]..5
Not sure **[ANCHOR, EXCLUSIVE]**...6

How well do you understand each of the following topics?

		Very well	Somewhat well	Not too well	Not at all
18.	Drug-resistant infections, generally	1	2	3	4
19.	What causes drug-resistant infections	1	2	3	4
20.	How drug-resistant infections impact people's health	1	2	3	4
21.	How common drug-resistant infections are in the U.S.	1	2	3	4
22.	How common drug-resistant infections are in the world	1	2	3	4
23.	What you can do to slow the spread of drug-resistant infections	1	2	3	4

24.   What actions are you aware of that can slow the spread of drug-resistant germs?

[OPEN END]...1

AR Knowledge Testing

25.   Based on what you know, which of the following two statements is more accurate? **[RANDOMIZE]**

The human body can become resistant to medicines, like antibiotics
and antifungals...1
Germs like bacteria and fungi become resistant to medicines,
like antibiotics and antifungals...2
Not sure **[ANCHOR]**...3

Currently, based on what you know, how common are drug-resistant infections in…?

		Very common	Somewhat common	Not too common	Not common at all	Unsure
26.	The United States	1	2	3	4	5
	The rest of the world	1	2	3	4	5

Currently, based on what you know, how big a health threat are drug-resistant infections for…?

		No threat	Minor threat	Moderate threat	Major threat	Severe threat	Not sure
28.	The United States	1	2	3	4	5	6
	The rest of the world	1	2	3	4	5	6
	Your personal health	1	2	3	4	5	6
	The health of people you care for	1	2	3	4	5	6

AR Term and Definition Testing

32. Which definition is easiest to understand? **[MULTISELECT. RANDOMIZE] [CORRESPONDS WITH MESSAGE SET A IN FOCUS GROUPS]**

Drug-resistant infections can be difficult, and sometimes impossible, to treat. If drugs like antibiotics and antifungals lose their effectiveness, then we lose the ability to treat infections and control many different public health threats, from chronic conditions to infectious diseases. 1
Drug-resistant germs are bacteria and fungi which develop the ability to defeat the drugs – antibiotics or antifungals – designed to kill them. 2
Drug resistance happens when germs like bacteria and fungi defeat the antibiotic or antifungal drugs designed to kill them. 3
Germs can become resistant and defeat the drugs designed to kill them.........................4
Antimicrobial-resistant infections are caused by bacteria and fungi that have developed the ability to defeat the drugs designed to kill them. These infections are difficult, and sometimes impossible, to treat. 5
The spread of drug-resistant germs can result in **potentially untreatable infections**......6
None of the definitions are intuitive or understandable **[ANCHOR. EXCLUSIVE]**.............7
Not sure **[ANCHOR. EXCLUSIVE]**...8

Moving forward in the survey, please assume that drug-resistant infections are defined as **[INSERT SELECTED DEFINITION].**

33. Which term do you like best for describing bacterial or fungal infections that resist treatment with antibiotics or antifungals, making infections harder or impossible to treat? **[RANDOMIZE] [CORRESPONDS WITH MESSAGE SET B IN FOCUS GROUPS]**

Supergerms...1
Superbugs...2
Drug-resistant germs..3
Drug-resistant infections...4
Antimicrobial-resistant infections..5
Potentially untreatable infections..6
Drug resistance...7
None of the terms are intuitive or understandable **[ANCHOR. EXCLUSIVE]**....................8
Not sure **[ANCHOR. EXCLUSIVE]**...9

34.   **[OPTIONAL – DO NOT ASK FOR THOSE ANSWERING Q33 = 7-8]** Of the remaining terms, which would you rank as your second preferred choice, if any, for describing when bacterial and fungal infections develop the ability to resist the drugs designed to kill them (antibiotics and antifungals), making the infections harder or impossible to treat? **[KEEP SAME ORDER; EXCLUDE CHOICE FROM Q33] [CORRESPONDS WITH MESSAGE SET B IN FOCUS GROUPS]**

> Supergerms... 1
> Superbugs.. 2
> Drug-resistant germs.. 3
> Drug-resistant infections... 4
> Antimicrobial-resistant infections.. 5
> Potentially untreatable infections.. 6
> Drug resistance... 7
> None of the terms are intuitive or understandable **[ANCHOR. EXCLUSIVE]**...................8
> Not sure **[ANCHOR. EXCLUSIVE]**..9

AR Attitudes

35.   In your opinion, how important of a priority <u>should</u> slowing the spread of drug-resistant germs be for the United States today?

> Very important.. 1
> Somewhat important... 2
> Not too important.. 3
> Not at all important... 4
> Not sure.. 5

AR Preventive Actions

36.   Based on what you know, which of the following actions help slow the spread of drug-resistant infections? Please select all that apply**. [MULTISELECT; RANDOMIZE] [CORRESPONDS WITH MESSAGE SET C IN FOCUS GROUPS – SURVEY ONLY INCLUDES TOPLINE BULLETS]**

> Knowing your risk, asking your healthcare provider questions
> and taking care of your health...1
> Cleaning your hands.. 2
> Getting vaccinated... 3
> Using antibiotics and antifungals appropriately..4
> Being aware of changes in your health...5
> Practicing healthy habits around animals..6
> Preparing food safely... 7
> Staying healthy when traveling abroad..8
> Preventing sexually transmitted infections (STIs)..9
> None of the above **[ANCHOR, EXCLUSIVE]**..10

Considering the same list, please indicate how <u>effective</u> you think each action is in slowing the spread of drug-resistant infections. **[KEEP SAME ORDER AS PREVIOUS Q] [CORRESPONDS WITH MESSAGE SET C IN FOCUS GROUPS – SURVEY ONLY INCLUDES TOPLINE BULLETS]**

		Already take this action	Extremely likely	Very likely	Somewhat likely	Not too likely	Not at all likely	Unsure
37.	Knowing your risk, asking your healthcare provider questions and taking care of your health	1	2	3	4	5	6	7
38.	Cleaning your hands	1	2	3	4	5	6	7
39.	Getting vaccinated	1	2	3	4	5	6	7
40.	Using antibiotics and antifungals appropriately	1	2	3	4	5	6	7
41.	Being aware of changes in your health	1	2	3	4	5	6	7
42.	Practicing healthy habits around animals	1	2	3	4	5	6	7
43.	Preparing food safely	1	2	3	4	5	6	7
44.	Staying healthy when traveling abroad	1	2	3	4	5	6	7
45.	Preventing sexually transmitted infections (STIs)	1	2	3	4	5	6	7

[ONLY SHOW OPTIONS THAT ARE EFFECTIVE IN SLOWING SPREAD OF AMR] Again, considering the same list, how likely are you to take each action to slow the spread of drug-resistant infections? **[KEEP SAME ORDER AS PREVIOUS Q] [CORRESPONDS WITH MESSAGE SET C IN FOCUS GROUPS – SURVEY ONLY INCLUDES TOPLINE BULLETS]**

		Already take this action	Extremely likely	Very likely	Somewhat likely	Not too likely	Not at all likely	Unsure
46.	Knowing your risk, asking your healthcare provider questions and taking care of your health	1	2	3	4	5	6	7
47.	Cleaning your hands	1	2	3	4	5	6	7
48.	Getting vaccinated	1	2	3	4	5	6	7
49.	Using antibiotics and antifungals appropriately	1	2	3	4	5	6	7
50.	Being aware of changes in your health	1	2	3	4	5	6	7
51.	Practicing healthy habits around animals	1	2	3	4	5	6	7
52.	Preparing food safely	1	2	3	4	5	6	7
53.	Staying healthy when traveling abroad	1	2	3	4	5	6	7
54.	Preventing sexually transmitted infections (STIs)	1	2	3	4	5	6	7

55.   What are the biggest barriers for you to take action to slow the spread of drug-resistant infections?

　　　　[OPEN END]...1

AR Message Testing

Here is a list of diseases or infections that are becoming increasingly hard to treat because of drug resistance. After considering each, please indicate how concerned you are, for yourself and those you care for, of the spread of drug-resistant strains of each type of infection. **[RANDOMIZE]**
[CORRESPONDS WITH MESSAGE SET D IN FOCUS GROUPS]

		Very concerning	Somewhat concerning	Not very concerning	Not at all concerning	Unsure
56.	Skin infections (e.g., staph infections, MRSA or resistant staph infection)	1	2	3	4	5
57.	UTIs	1	2	3	4	5
58.	Yeast infections	1	2	3	4	5
59.	Ringworm	1	2	3	4	5
60.	Sepsis	1	2	3	4	5
61.	Sexually transmitted infections (e.g., Gonorrhea, Chlamydia)	1	2	3	4	5
62.	*C. diff*	1	2	3	4	5
63.	Other **[Please specify:]**	1	2	3	4	5

After considering the specific infections shared in the previous question, how likely are you to take any of the following actions: **[RANDOMIZE] [CORRESPONDS WITH MESSAGE SET E IN FOCUS GROUPS]**

		Very likely	Somewhat likely	Not too likely	Not at all likely	Unsure
64.	Talk to your healthcare provider about your risk of drug-resistant infections.	1	2	3	4	5
65.	Talk to your healthcare provider about the best treatment for your illness.	1	2	3	4	5
66.	Use antifungals and antibiotics exactly as prescribed by your healthcare provider.	1	2	3	4	5
67.	Learn more by visiting a website or searching online.	1	2	3	4	5
68.	Be part of the solution by taking preventative actions like keeping hands clean, staying up to date on vaccines, and preparing food safely.	1	2	3	4	5

AR Information Wants and Needs

69.   What questions do you have about drug-resistant infections?

[OPEN END]...1

70.   Who do you trust most for more information on the topic of drug-resistant infections? Please select all that apply. **[MULTISELECT; RANDOMIZE]**

Centers for Disease Control and Prevention (CDC)..1
World Health Organization (WHO)..2
National Institutes of Health (NIH)...3
Food and Drug Administration (FDA)..4
Environmental Protection Agency (EPA)..5
Large health systems (e.g., Cleveland Clinic, Mayo Clinic)..6
WebMD..7
Healthcare providers generally **[KEEP WITH BELOW]**..8
My primary care provider specifically **[KEEP WITH ABOVE]**..9
Pharmacies (e.g., CVS, Walgreens, your local pharmacy)...10
National news publications or websites (e.g., New York Times,
Washington Post, LA Times)..11
National news networks (e.g., CNN, Fox News, MSNBC, CBS News)............................12
Social media (e.g., Facebook, Instagram, X/Twitter, Reddit)...13
Podcasters 14
Family and friends...15
Someone else **[Please specify:] [ANCHOR]**..16
Unsure **[ANCHOR; EXCLUSIVE]**...17

Additional Profile Characteristics Questions

71.   How often do you read, watch, or engage with news and news media?

Very often...1
Often..2
Sometimes...3
Rarely...4
Never..5
Unsure..6

72.   **[ONLY SHOW OPTIONS SELECTED IN Q71]** Among the topics you engage with in the news and media, which do closely follow? Please select all that apply. **[MULTISELECT; KEEP SAME ORDER AS PREVIOUS Q]**

Science, health, environment, and technology...1
Business, finance, and stock markets..2
Lifestyle, fashion, travel, garden, and food..3
Sports...4
Pop culture, celebrities, and entertainment...5
Local and regional news..6
World news..7
Weather..8

Culture, arts, and literature...9
Crime, legal issues, and court proceedings...10
Government, politics, legislation, and elections...11
Something else **[Please specify:] [ANCHOR]**..12
I engage with news and media but
do not follow anything closely **[ANCHOR, EXCLUSIVE]**...............................13
I do not engage with the news **[ANCHOR, EXCLUSIVE]**..............................14

73.   **[IF Q72 = 1]** Among scientific topics that you closely follow in news and media, which do you engage with the most? Please select all that apply. **[MULTISELECT; RANDOMIZE]**

Environment, ecology, and climate change...1
Emerging health threats...2
Biology and life sciences..3
Medicine, health, and health policy..4
General scientific news..5
Space exploration, astronomy, and physics..6
Technology and engineering..7
Artificial intelligence and robotics...8
Energy and sustainability...9
Agriculture, food science, and nutrition..10
Other **[Please specify:] [ANCHOR]**..11
Unsure **[ANCHOR, EXCLUSIVE]**...12

74.   What sources have you used to find information on scientific and health topics? Please select all that apply.

Cable news (e.g., CNN, CBS, MSNBC, Fox News)...1
National news publications or websites (e.g., The New York Times,
The Washington Post, The LA Times, Wall Street Journal)...2
News analysis (e.g., The Atlantic, The Economist,
The New Yorker, Vox News, Medium)..3
Social Media...4
Blogs...5
Podcasts..6
Something else **[Please specify:] [ANCHOR]**..7
Not sure **[ANCHOR, EXCLUSIVE]**..8

75.   How informed are you about the latest scientific news and developments?

Extremely informed..1
Very informed..2
Somewhat informed...3
Not too informed..4
Not at all informed...5
Unsure..6

76.   How frequently do you have conversations about scientific topics with friends or family?

    Very often..1
    Often...2
    Sometimes..3
    Rarely..4
    Never...5
    Unsure...6

77.   What is your marital status?

    Single, never been married..1
    Living with partner...2
    Married...3
    Separated..4
    Divorced...5
    Widowed...6
    Other **[Please specify:]**...7

78.   What best describes your current employment status?

    Employed, full-time..1
    Employed, part-time...2
    Not employed...3
    Homemaker..4
    Stay-at-home parent..5
    Student...6
    Retired..7
    Other **[Please specify:]**...8

79.   **[DO NOT ASK FOR THOSE ANSWERING Q78 =3-8]** Which of the following best describes your industry of employment? If you have multiple jobs, please select all that apply. [**MULTISELECT**]

    Academia...1
    Advertising/Marketing/PR/News media...2
    Agriculture..3
    Architecture and Engineering...4
    Arts, Design, Entertainment, Sports, and Media..5
    Community and Social Service...6
    Consumer Packaged Goods...7
    Education – Higher Education...8
    Education – Primary/Secondary Education...9
    Energy and Natural Resources...10
    Entertainment/Media/Publishing...11
    Farming, Fishing, Forestry..12
    Financial Services/Insurance..13
    Food Services...14
    Government and Public Administration..15
    Healthcare Support...16
    Healthcare/Pharmaceuticals/Biotechnology...17
    Veterinary Care...18
    Hospitality/Travel/Tourism..19
    Industrial/Manufacturing...20
    Management Consulting (Non-financial Professional/Business Services).......21
    Office and Administrative Support...22

Retail.. 23
Sales and Customer Services.. 24
Telecommunications/IT/Technology.. 25
Transportation.. 26
Utilities... 27
Other **[Please specify:]**... 26

80.   Which of the following includes your total annual household income for the last year?

Less than $25,000.. 1
$25,000-$29,999... 2
$30,000-$34,999... 3
$35,000-$39,999... 4
$40,000-$49,999... 5
$50,000-$59,999... 6
$60,000-$74,999... 7
$75,000-$99,999... 8
$100,000-$124,999.. 9
$125,000-$149,999.. 10
$150,000-$199,999.. 11
$200,000 or more.. 12
Prefer not to answer... 13

[CLOSE] Those are all the questions. We appreciate your feedback and hope you enjoyed sharing your perspective. Thank you!