**Supplementary Material 1**

**Appendix 1 –** Extract: national consumer survey 2014

**Section 5. Antibiotics**

**Q11**. Please indicate your level of agreement or disagreement with the following statements about antibiotics:

*Please select one answer in each row*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Strongly Agree1 | Agree2 | Neutral3 | Disagree4 | Strongly Disagree5 | Unsure6 |
| a | Antibiotics kill bacteria | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| b | Bacteria can become resistant to antibiotics | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| c | Antibiotics kill viruses | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| d | Taking antibiotics when I don’t need them means they are less likely to work in the future | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| e | If I don’t complete the full course of antibiotics they may not work for me in the future | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |

**Q12**. If you had a cold or flu, would you?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | Yes1 | No2 | Unsure3 |
| a | Ask a doctor to prescribe antibiotics for you | ⭘ | ⭘ | ⭘ |
| b | Expect a doctor to prescribe antibiotics for you | ⭘ | ⭘ | ⭘ |

**Q13**. Have you heard of the term **antibiotic resistance**?

|  |  |  |
| --- | --- | --- |
| 1 | ⭘ | Yes |
| 2 | ⭘ | No [Skip to Q14] |
| 3 | ⭘ | Unsure [Skip to Q14] |

[Ask Q13.1 if YES (code 1) in Q13]

**Q13.1**. How likely are you to discuss **antibiotic resistance** with your family or friends?

|  |
| --- |
|  |
| 0**Extremely unlikely** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9**Extremely likely** | 10 |