

## Appendix A

Survey questionnaire collecting information on participants' handling practices, knowledge of safety factors and concerns about safety risks with respect to raw chicken meat

Question number and title	<sup>1</sup> Question	References
<b>Screening questions</b>	<sup>2</sup> Do you buy raw chicken meat for preparation at home?	-
	<sup>2</sup> Do you prepare meals for your household using raw chicken meat?	-
<b>Handling practices</b>		
Q1 Purchasing practice	<sup>3</sup> At what stage do you usually select raw chicken during grocery shopping?	Jevšnik et al. (2008)
Q2 Time period prior to home storage	<sup>3</sup> On average, how long do you leave the raw chicken out (including the time you take to travel from the shop to your home) before storing it in a refrigerator or freezer at home?	Kosa et al. (2015)
Q3 Home storage	<sup>3</sup> Where do you usually store raw chicken at home?	Kosa et al. (2015)
Q4 Refrigerator storage period	<sup>4</sup> What is the maximum time period you keep raw chicken in the refrigerator before cooking? Please type your response.	Kosa et al. (2015)
Q5 Thawing / defrosting	<sup>3</sup> When thawing / defrosting frozen raw chicken for cooking, how do you usually do it?	Kosa et al. (2015)
Q6 Personal hygiene before handling	<sup>3</sup> When preparing raw chicken, how do you usually wash your hands before handling the meat?	Kosa et al. (2015)
Q7 Personal hygiene after handling	<sup>3</sup> When preparing raw chicken, which of the following do you usually do immediately after handling the meat?	Kosa et al. (2015)
<b>Knowledge</b>		
Q8 Food poisoning from chicken	<sup>2</sup> Can chicken that looks and smells fresh make you sick?	Koppel et al. (2015)
Q9 Prevention of microbial growth	<sup>2</sup> Does refrigeration prevent the growth of germs/bacteria in raw chicken?	Bearth et al. (2014)
Q10 Prevention of microbial growth	<sup>2</sup> Does freezing prevent the growth of germs/bacteria in raw chicken?	Bearth et al. (2014)

Q11 Refrigeration temperature	<sup>4</sup> What do you think is the maximum temperature at which raw chicken should be stored in a refrigerator? Please type your response.	Jevšnik et al. (2008)
Q12 Thawing and refreezing	<sup>2</sup> Once frozen chicken is thawed/defrosted, should it be refrozen without cooking?	-
<b>Consumer concerns</b>		
Q13 Chicken safety concern	<sup>2</sup> Do you usually think about food safety during the following?	Koppel et al. (2015)
Q14 Consumer contribution to safety	<sup>2</sup> Do you think that your purchasing, storage and preparation practices can affect the safety of chicken meat?	Koppel et al. (2015)
<b>Demographic characteristics</b>		
Q15 Gender	<sup>3</sup> What is your gender?	-
Q16 Age	<sup>3</sup> What age category do you fall in?	-
Q17 Education	<sup>3</sup> What is your highest education level?	-

<sup>1</sup>All the questions obtained from other studies were modified accordingly and the orders of response options randomised to avoid survey bias due to answer order.

<sup>2</sup>Dichotomous questions

<sup>3</sup>Multiple choice questions

<sup>4</sup>No response options were given

**Table S1.** Consumers' purchasing, storage and preparation practices for handling raw chicken meat ( $n = 863$ )

Question and response options	Number of respondents, $n$ (%)	Summation of number of respondents, $n$ (%) <sup>1</sup>	$p$ -value <sup>1</sup>
At what stage do you usually select raw chicken during grocery shopping?			
<b>At the end, when I have selected all the other items</b>	<b>385 (45)</b>	<b>385 (45)</b>	<b>0.002</b>
Straight away when I enter the shop	85 (10)	478 (55)	
Sometime during the shopping	141 (16)		
I don't have a particular pattern	252 (29)		
On average, how long do you leave raw chicken out (including the time you take to travel from the shop to your home) before storing it in a refrigerator or freezer at home?			
<b>Less than 1 hour</b>	<b>565 (66)</b>		
<b>1 hour</b>	<b>180 (21)</b>		
<b>2 hours</b>	<b>74 (9)</b>	<b>819 (95)</b>	<b>&lt; 0.001</b>
3 hours	21 (2)	44 (5)	
4 hours	4 (1)		
5 hours	2 (0)		
More than 5 hours	17 (2)		
Where do you usually store raw chicken at home? <sup>2</sup>			
In the refrigerator	123 (14)	-	< 0.001
In the freezer	740 (86)		

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What is the maximum time period you keep raw chicken in the refrigerator before cooking? (*n* = 702)<sup>3</sup>

I don't keep raw chicken in the refrigerator <sup>4</sup>	25 (4)		
<b>1 day or less</b>	<b>470 (67)</b>		
<b>2 days</b>	<b>100 (14)</b>	<b>570 (81)</b>	<b>&lt; 0.001</b>
3 days	39 (6)	107 (15)	
4 days	12 (2)		
5 days	10 (1)		
6 days	2 (0)		
1 week	44 (6)		

When thawing frozen raw chicken for cooking, how do you usually do it?

<b>I thaw it in the refrigerator</b>	<b>120 (14)</b>		
<b>I thaw it using the microwave</b>	<b>171 (20)</b>		
<b>I thaw it in cold water</b>	<b>193 (22)</b>	<b>484 (56)</b>	<b>&lt; 0.001</b>
I thaw it on the kitchen countertop	210 (24)	379 (44)	
I thaw it in hot water	113 (13)		
I do not thaw it, I cook it frozen	56 (7)		

When preparing raw chicken, how do you usually wash your hands before handling the meat?

<b>I use soap and water</b>			
I use water	<b>592 (69)</b>	<b>592 (69)</b>	<b>&lt; 0.001</b>
I wipe my hands with a paper towel, dishcloth or apron	232 (27)	271 (31)	
I don't wash my hands	23 (3)		

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16 (2)

When preparing raw chicken, which of the following do you usually do immediately after handling the meat?

<b>I wash my hands with soap and water</b>	<b>554 (64)</b>	<b>554 (64)</b>	<b>&lt; 0.001</b>
I wash my hands with water	251 (29)	309 (36)	
I wipe my hands with a paper towel, dishcloth or apron	46 (5)		
I continue cooking without washing my hands	12 (1)		

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<sup>1</sup>Consumer responses were grouped into two (those following recommended practices and those following risky practices). Responses reflecting recommended practices appear in bold. The two proportions were then compared by the chi-square test at  $p < 0.05$ .

<sup>2</sup>Responses to this question were not grouped into recommended and risky practices.

<sup>3</sup>Only responses indicating time units were considered.

<sup>4</sup>Respondents who reported that they do not keep raw chicken in the refrigerator were excluded from statistical analysis.