

**Appendix A - Survey questionnaire collecting information on participants' purchasing and consumption habits, and safety and quality perceptions of intrinsic and extrinsic attributes of chicken meat**

Question number and title	<sup>1</sup> Question
<b>Screening questions</b>	<sup>2</sup> Do you buy raw chicken for preparation at home?
	<ul style="list-style-type: none"> <li>❖ Yes</li> <li>❖ No</li> </ul>
	<sup>2</sup> Do you prepare meals for your household using raw chicken?
	<ul style="list-style-type: none"> <li>❖ Yes</li> <li>❖ No</li> </ul>
<b>Purchasing and consumption habits</b>	
Q1 Consumption rate	<sup>3</sup> On average, how many times per week do you consume chicken in your household?
	<ul style="list-style-type: none"> <li>❖ Less than once a week</li> <li>❖ Once a week</li> <li>❖ Twice a week</li> <li>❖ Three times a week</li> <li>❖ More than three times a week</li> </ul>
Q2 Most frequented retailer	<sup>3</sup> Where do you mostly buy raw chicken?
	<ul style="list-style-type: none"> <li>❖ Wholesalers</li> <li>❖ Supermarkets</li> <li>❖ Butcheries</li> <li>❖ Street vendors</li> <li>❖ Farmers' markets</li> <li>❖ Other (please specify)</li> </ul>
Q3 Most purchased product	<sup>3</sup> In what temperature state do you mostly buy raw chicken?
	<ul style="list-style-type: none"> <li>❖ Frozen</li> <li>❖ Refrigerated</li> <li>❖ Room temperature</li> </ul>

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**Safety and quality perception  
of chicken meat attributes**

Q4 Most trusted retailer

<sup>3</sup>Which of the following retailers do you most trust to supply:

- i. good quality raw chicken?
- ii. safe raw chicken?
- ❖ Wholesalers
- ❖ Supermarkets
- ❖ Butcheries
- ❖ Street vendors
- ❖ Farmers' markets

Q5 Most trusted product

<sup>3</sup>When buying raw chicken, which of the following products do you most trust to be:

- i. of good quality?
- ii. safe?
- ❖ Frozen
- ❖ Refrigerated
- ❖ Chicken at room temperature

Q6 Quality at point of purchase

<sup>4</sup>How important are the following aspects to you when judging the quality of raw chicken at point of purchase? Please rate on a scale of 1 = not important at all, to 7 = extremely important.

- ❖ Smell
  - ❖ Color
  - ❖ Amount of visible fat
  - ❖ Damaged packaging
  - ❖ Price
  - ❖ Sell-by date
  - ❖ Use-by date
  - ❖ Brand name
  - ❖ Free-range
  - ❖ No growth hormones in feed
  - ❖ No brine injected into the meat
  - ❖ Country of origin
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Q7 Safety at point of purchase

<sup>5</sup>Twelve aspects of raw chicken meat are listed at the bottom of the screen. How important are they to you when judging the safety of raw chicken at point of purchase? List in order of importance from 1 (most important) to 12 (least important). Drag and drop your responses in the numbered boxes.

- ❖ Smell
- ❖ Color
- ❖ Amount of visible fat
- ❖ Damaged packaging
- ❖ Price
- ❖ Sell-by date
- ❖ Use-by date
- ❖ Brand name
- ❖ Free-range
- ❖ No growth hormones in feed
- ❖ No brine injected into the meat
- ❖ Country of origin

Q8 Quality at home

<sup>4</sup>Before preparing raw chicken at home, how important are the following aspects to you when judging if it is still of good quality? Please rate on a scale of 1 = not important at all, to 7 = extremely important.

- ❖ Smell
- ❖ Color
- ❖ How the meat feels to the touch
- ❖ Sell-by date
- ❖ Use-by date

Q9 Safety at home

<sup>5</sup>Before preparing raw chicken at home, how important are the following aspects to you when judging if it is still safe? List in order of importance from 1 (most important) to 5 (least important). Drag and drop your responses in the numbered boxes.

- ❖ Smell
  - ❖ Color
  - ❖ How the meat feels to the touch
  - ❖ Sell-by date
  - ❖ Use-by date
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**Demographic characteristics**

Q10 Gender

<sup>3</sup>What is your gender?

- ❖ Male
- ❖ Female
- ❖ Other
- ❖ I prefer not to disclose

Q11 Age

<sup>3</sup>What age category do you fall in?

- ❖ 18-29
- ❖ 30-39
- ❖ 40-49
- ❖ 50-59
- ❖ 60 and older

Q12 Education level

<sup>3</sup>What is your highest education level?

- ❖ Primary school
  - ❖ High school
  - ❖ Tertiary education
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<sup>1</sup>All the questions were modified accordingly and the orders of response options were randomized to avoid survey bias due to answer order.

<sup>2</sup>Dichotomous questions

<sup>3</sup>Multiple choice questions

<sup>4</sup>Rating questions

<sup>5</sup>Ranking questions