Information Sheet

Study Title: “British Consumers’ Willingness to Pay for Syrian Organic Olive Oil”

Objective: The objective of this research is to understand consumer perceptions and attitudes towards different types of olive oil. Participants will be asked about their attitudes towards olive oil, and will be asked to make hypothetical choices between olive oils with different characteristics.

Description of the questionnaire: This questionnaire consists of six sections. The section provides background information about organic olive oil and its characteristics, along with a description of the attributes of olive oil that will be used later in the questionnaire. The second section gives an example of the type of choice that participants will need to make in section three. The third section consists of thirteen choice cards where you will be asked to choose your preferred option. Each choice card consists of three options, where each option is a combination of the main attributes that define the nature of the olive oil (including its price). In the fourth section of the questionnaire you will be asked supplementary questions to indicate whether specific attributes were ignored when completing the choice tasks. In section five you will be asked to rank these attributes in terms of importance. Section six asks questions about your gender, age, education and income. This information will be used to establish the representativeness of the sample for the population of interest and to help in analysing the data.

Participation and withdrawal: You are free to withdraw from answering the questionnaire at any time without explaining why or giving any reason. Your participation can be withdrawn at any stage and removed from the research if desired. If you wish to withdraw, please contact me using the details below, quoting the participant reference number at the top of this page. The reference will only be used to identify your interview and will not reveal any other information about you.

Confidentiality and security of information: Your responses will be treated anonymously and your identity will remain confidential during the analysis and in the presentation of the study’s results. The data collected from this survey responses will not be shared except with the principal researcher and supervisors listed below.

Data Storage: The questionnaire form will be used for research purposes only and it will be stored in the university PC, with password to access. One copy will, however, be saved on an external CD as a backup copy. Only the researcher and supervisors will have access to the data. The saved copies will be destroyed after 5 years. You have been informed of and understand the purposes of this research project, and you have the opportunity to accept/ refuse/ not reply to any question if you feel uncomfortable.

Research Ethics Committee: This research has been reviewed according to the procedures specified by Reading University Research Ethics Committee and has been accorded ethical clearance. By participating in this study you are acknowledging that you understand the terms of participation and that you consent to these terms.

Contact details of the investigators: The research results and findings will be published in international journals, which will not affect your anonymity and confidentiality. I would be happy to answer any further questions you have about the questionnaire and my study. You may contact us on this address:

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