

Baseline survey

PARTICIPANT INFORMATION SHEET

Study title: Evaluation of Interventions in Online Grocery Shopping for Sustainability

Short title Sustainable Online Grocery Shopping

About the research study:

You are invited to participate in a trial that is being conducted to obtain data on online grocery shopping behaviour. We are interested in how we can encourage people to make choices that are better for the environment and their health.

The study is led by researchers at the University of Warwick and Queen Mary University London, and is part of the [SALIENT food trials](#), led by Professor Pete Scarborough from the University of Oxford, and Professor Martin White from the University of Cambridge, and is funded by the UK government through the Economic and Social Research Council (ESRC).

If you choose to participate, you will be asked to complete a short survey on your personal characteristics and shopping behaviour.

If your characteristics and shopping behaviour meet the study criteria, you will then be presented with a link to download and install a browser extension for Google Chrome. The browser extension will allow the research team to add information to the tesco.com website and will report data on your purchases on tesco.com to us. The extension will only be active at tesco.com, and we will not collect any data about you or on any other sites other than about the groceries you buy. You will need to use the extension when you complete your normal online grocery shopping for a duration of 8 weeks (2 months). At the end of this period, you will receive an invitation for another short survey about your experiences. You can uninstall the browser extension at the end of the study period. You may also choose to keep the browser extension installed after the trial ends but do note that the browser extension will continue to collect data on the groceries you buy.

Risks and Benefits of Participating: There are no risks involved in participating in this study. By participating, you will help us to identify ways to promote choices in online grocery shopping in the UK that are better for the environment.

Compensation: You will be paid at a rate of £12/hr for filling out this survey. You will also receive an additional £10 for each month that you complete your online grocery shopping on tesco.com over the duration of the study, provided that our browser extension is enabled.

Voluntary participation and withdrawal: Your participation is completely voluntary. You can withdraw at any time, and for any reason, simply by uninstalling the browser extension. However, we are only able to compensate you for the time you spend online grocery shopping if you keep the browser extension installed on your computer and use it for your online grocery shopping for the duration of the trial.

Confidentiality: No identifiable data will be collected from you as part of this study. This means that once your responses have been submitted to the research team, it will not be possible to withdraw this data as your individual responses cannot be identified.

Sharing your data: Data will be securely stored on University of Warwick computers and will be processed only for the purpose of scientific analysis. Access to the data will be restricted to the researchers involved in this study and the wider team of investigators in the SALIENT consortium. Summaries of the study findings may be presented at conferences and included in scientific publications. Data will be reviewed after a period of 10 years, in line with the University of Warwick data retention policy.

Please refer to the University of Warwick Research Privacy Notice which is available here: <https://warwick.ac.uk/services/idc/dataprotection/privacynotices/researchprivacynotice> or by contacting the Legal Compliance Team at GDPR@warwick.ac.uk.

By consenting to take part in this study, you also authorise Prolific to release the information they hold on your ethnicity, household size, and household income to the researchers.

Ethical approval: This trial has been reviewed and approved by the University of Warwick's Humanities and Social Science Research Ethics Committee (HSSREC).

If you require further information, please contact J.M.van-Rens@warwick.ac.uk

Study Investigators: Prof Thijs van Rens, Department of Economics, University of Warwick
Prof Oyinlola Oyeboode, Wolfson Institute of Population Health, Queen Mary University London
Dr Helena Bentil, Department of Economics, University of Warwick

Who should I contact if I wish to make a complaint?

Any complaint should be addressed to the person below, who is a senior University of Warwick official entirely independent of this study:

Head of Research Governance
Research & Impact Services
University House
University of Warwick
Coventry
CV4 8UW
Email: researchgovernance@warwick.ac.uk
Tel: 02476 575733

If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer and Information and Data Director who will investigate the matter: DPO@warwick.ac.uk.

If you are not satisfied with our response or believe we are processing your personal data in a way that is not lawful you can complain to the Information Commissioner's Office (ICO).

Thank you for taking the time to read this Participant Information Leaflet

- I have read the above and consent to take part in this study
- I do not wish to participate

Endline survey

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Short title Sustainable Online Grocery Shopping

About the research study:

This is a follow-up survey for participants in a trial studying online grocery shopping behaviour. We are interested in how we can encourage people to make choices that are better for the environment and their health.

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