

What is the research about?

Hello! My name is Paraskevi Sarri and I am a Ph.D. Candidate at the University of Southampton in the United Kingdom. I am inviting you to participate in a study that investigates if households with different characteristics in the West Midlands would be willing to invest in new mobility business models and/or car ownership.

This study was approved by the Faculty Research Ethics Committee (FREC) at the University of Southampton (Ethics/ERGO Number: 65060).

What will happen to me if I take part?

This study involves completing an anonymous questionnaire which should take approximately 15-20 minutes of your time. If you are happy to complete this survey, you will need to tick (check) the box below to show your consent. As this survey is anonymous, the researcher will not be able to know whether you have participated, or what answers you provided.

Why have I been asked to participate?

You have been asked to take part because you reside in the West Midlands and you are an adult. I am aiming to recruit around 300 participants for this study.

What information will be collected?

The questions in this survey ask for information in relation to your household profile (number of people working, income level, county you reside in West Midlands). Moreover, you are given hypothetical scenarios of different transportation options available in your area and you are asked to choose which is more likely to be chosen by your or other members of your household. Some of the survey questions contain text boxes where you will be asked to type in your own answers. Please note that in order for this survey to be anonymous, you should not include in your answers any information from which you, or other people, could be identified.

What are the possible benefits of taking part?

If you decide to take part in this study, you will not receive any direct benefits; however, your participation will contribute to knowledge in this area of research.

Are there any risks involved?

It is expected that taking part in this study will not cause you any psychological discomfort and/or distress, however, should you feel uncomfortable you can leave the survey at any time.

What will happen to the information collected?

All information collected for this study will be stored securely on a password protected computer and backed up on a secure server. In addition, all data will be pooled and only compiled into data summaries or summary reports. Only the researcher and their supervisors will have access to this information.

The information collected will be analysed and written up as part of the researcher's dissertation / published in a journal / presented at conferences etc.

The University of Southampton conducts research to the highest standards of ethics and research integrity. In accordance with our Research Data Management Policy, data will be held for 10 years after the study has finished when it will be securely destroyed.

What happens if there is a problem?

If you are unhappy about any aspect of this study and would like to make a formal complaint, you can contact the Head of Research Integrity and Governance, University of Southampton, on the following contact the Head of Research Integrity and Governance, University of Southampton, on the following contact details: Email: rgoinfo@soton.ac.uk, phone: + 44 2380 595058. Please quote the Ethics/ERGO number above.

Please note that by making a complaint you might no longer be anonymous. More information on your rights as a study participant is available via this link: <https://www.southampton.ac.uk/about/governance/participant-information.page>