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Supplementary Table S1. Explanatory variables included in the estimated models

| Empirical model factors | | |
|-------------------------|-------|--|
| Production System | PDO | Defined as an effect-coded dummy variable, it takes the value 1 if the olive of is produced under a Protected Denomination of Origin (PDO), 0 if it is organic and -1 if it is conventional. |
| | ORG | Defined as an effect-coded dummy variable, it takes the value 1 if the olive oi is organic, 0 if it is PDO and -1 if it is conventional. |
| Origin of olive oil | САТ | Defined as an effect-coded dummy variable, it takes the value 1 if it is produced in Catalonia, 0 if it is imported and -1 if it produced in other Spanish region |
| | IMP | Defined as an effect-coded dummy variable, it takes the value 1 if the olive oil is imported, 0 if is produced in Catalonia and -1 if it is produced in another Spanish region. |
| Brand | BCAT | Defined as an effect-coded dummy variable, it takes the value 1 if the olive oi is sold under a Catalonian manufacturer's brand, 0 if it has a private label and 1 if it is sold under another Spanish manufacturer's brand. |
| | PRIV | Defined as an effect-coded dummy variable, it takes the value 1 if the olive oil is sold under a private label, 0 if it is sold under a Catalonian manufacturer's brand and -1 if the manufacturer's brand is from another Spanish region. |
| Price | PRICE | A continuous variable |
| No option | NOP | A dummy variable that takes the value 1 if the respondent has chosen the alternative "none of them" and 0 otherwise. |
| | | Individual specific characteristics |
| Gender | GEN | A dummy variable that takes the value 1 if the respondent is a woman and 0 otherwise. |
| Age | AGE | A dummy variable that takes the value 1 if the respondent have more o equal 50 years old and 0 otherwise. |
| Town size | TS | A dummy variable that takes the value 1 if the respondent lives in a town with over 10,000 inhabitants and 0 otherwise. |
| Education level | SEC | Defined as an effect-coded dummy variable, it takes the value 1 if the respondents have completed secondary school, 0 if the respondent has a university degree, and -1 otherwise. |
| | UNIV | Defined as an effect-coded dummy variable, it takes the value 1 if the respondent has a university degree, 0 if the respondent has completed secondary school, and -1 otherwise. |
| Purchase frequency | MONTH | Defined as an effect-coded dummy variable, it takes the value 1 if the respondent purchases olive oil monthly, 0 if is the respondent purchases olive oil every three months or more, and -1 if is the respondent purchases olive oil weekly. |
| | QUART | Defined as an effect-coded dummy variable, it takes the value 1 if the respondent purchases olive oil every three months or more, 0 if the respondent purchases olive oil monthly and -1 if is the respondent purchases olive oil weekly. |

Supplementary table to the article "Revealing additional preference heterogeneity with an extended random parameter logit model: The case of extra virgin olive oil", by Ahmed Yangui, Montserrat Costa-Font and Jose Maria Gil Roig. Spanish Journal of Agricultural Research Vol. 12 No. 3, September 2014 (http://dx.doi.org/10.5424/sjar/2014123-5501)