

The aim of the exercise is to ‘think aloud’ whilst completing the online questionnaire provided.

By sharing your thoughts and what comes into your mind as you complete the questionnaire, we gain a better understanding of people’s thought processes in relation to the questions.

To do this you need to speak almost continuously while you complete the questionnaire. There are no wrong or right comments merely your thinking as you complete each question. In order to help you with this process, you may also wish to read aloud each question as you complete the questionnaire.

This exercise will help us to design a questionnaire that is clear and reasonably straightforward to complete as well as understand why people respond to questions the way they do and how they think about the issues involved.

The session will last 30 minutes. This will include a few minutes of discussion about how you found the questionnaire after you have completed it.