



COLLABORATIVE ODI RESEARCH: **COGNITIVE INTERVIEWS OVERVIEW**

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Objectives

Cognitive interviews involve taking a participant through a survey in the presence of a moderator. The moderator asks additional questions to probe for levels of comprehension and ease of completion.

Key objectives to ensure:

- the survey instrument is easily understood
- the language is straightforward and clear
- the survey instrument is supported by good visuals

18 interviews completed 24.02.22 to 07.03.22



10 HH and 3 Non bill payers

Completed survey online (spontaneous and retrospective)







5 NHH

Completed survey in CATI style.
2 saw attributes, 3 read out




Outcome



Planned water supply interruption (6 hours) <ul style="list-style-type: none">Your water company sends you a notice in the post that your tap water supply will stop the next morning for 6 hoursThis is due to planned maintenance in your local areaAs planned, it then stops between 06:00 and 12:00 on a Wednesday morning   <p>Planned, 6 hours</p>	Discoloured water (24 hours) <ul style="list-style-type: none">Your tap water starts running with a light brown colour, without warningThis is due to traces of sediment from pipes being disturbedThe water is safe to drink, but you shouldn't use a dishwasher or washing machine until the water runs clear againThis happens for 24 hours from a Wednesday morning   <p>24 hours</p>
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Which option would you prefer?

Option A	Option B
Unexpected water supply interruption (6 hours) <ul style="list-style-type: none">Your tap water supply stops working without warningThis is due to a burst pipe in your local areaIt stops for 6 hours, between 06:00 and 12:00 on a Wednesday morning   <p>6 hours</p> <p>Compensation paid*: £100</p>	No unexpected water supply interruption



Overall, participants perceived the survey as **easy to complete** and an **acceptable length**, with some commenting that they found the questions interesting and thought-provoking.

The 'think-aloud' commentary helped to confirm that participants were understanding what was expected of them.

Participants tended to find it **easy to select** between scenarios.

Bullet point style and use of **visuals and headlines**, made the scenarios easy to read.

Small enhancements suggested for example key points in **bold** (e.g. unplanned) and **some images** were less clear (for example hosepipe image)

Compensation exercise also **clear to understand**.

Participants generally made decision based on how much impact each option would have on household/business

Suggestion to make the **compensation amount clearer and larger**

Contextual and demographic questions generally **acceptable**

Some small tweaks to question layout and pre code options, or bolding of key text.

Additional clarity provided on water/waste water company

Inclusion of a 'prefer not to say' option for each classification question

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THANK YOU!



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