**Additional File 1. The vignette used in the Q-sort**

Potential trial participants

Imagine you are in a consultation with your doctor. The doctor is discussing with you what treatment you could have for your chronic condition. You are suitable to take part in a clinical trial run by the NHS. If you decide to take part, you will be randomly allocated to either treatment A or B.

What information would be important to you when making the decision to take part?

Research nurses

Imagine you are recruiting patients to a clinical trial, run by the NHS. The trial is comparing treatment A and treatment B for a chronic condition, and those who agree to take part are randomly allocated to either treatment A or treatment B.

What information would be important to potential participants when making the decision to take part?

**Additional File 2. The 32-item Q-grid used for the Q-sort**

Q grid

| Less important | | | | ↔ | | More important | | |
|---|---|---|---|---|---|---|---|---|
| -4 | -3 | -2 | -1 | 0 | +1 | +2 | +3 | +4 |