Literature review of previous relevant research, scope and standards of chiropractic practice, and aspects surrounding the concept of primary healthcare

Development of the qualitative interview topic guide

Pilot interview undertaken to refine questions and researcher’s interview technique

Interviews with faculty of chiropractic colleges

Themes, subthemes and metathemes developed into statements

Thematic analysis of interviews

Questionnaire developed using statements paired with Likert opinion scales

Peer review

Revision of questionnaire

Pilot study

Revision of questionnaire to final version

Postal questionnaire survey

Part I: Qualitative

Part II: Quantitative

Descriptive and inferential statistical analysis