

ONS business-centred approach to research recruitment methods to understand business engagement needs – challenges and successes

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Abstract

The Office for National Statistics (ONS) is conducting research with UK businesses to determine how to improve business engagement, as well as better design our survey portfolio and systems to reduce burden while maintaining data quality. Led by the ONS Business Survey Strategy (BSS) which has set an overarching vision, this research is forming the basis of how we may improve our service for businesses in the future. We know that engaging businesses is critical as part of ongoing survey operations but in order to improve this, we need to hear from businesses to understand their needs. But how do we get businesses to engage with the research, if we have not yet built those improved relationships? In this presentation, we will discuss a current piece of research describing how we took a holistic business-centred, rather than a survey-specific, approach to recruitment for qualitative interviews with businesses. Adopting this approach brought some challenges that were unexpected, but we had some marked successes in terms of research participation. We will share our experiences and lessons learned with the e-BDCM group for discussion and reflection.