

# Understanding the Reasons for Incorporation

*Companies House User Panel – Respondent Recruitment*

28<sup>th</sup> September 2020

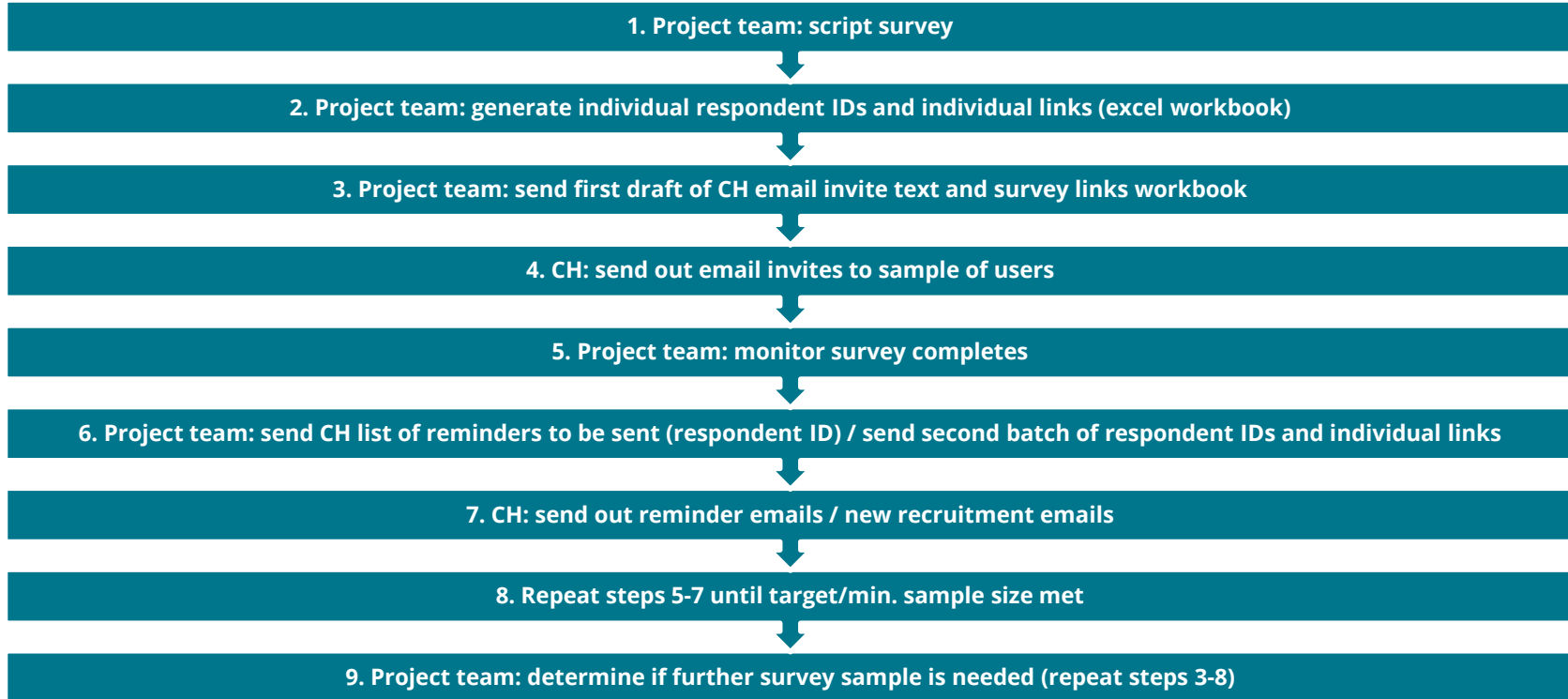
# Proposed approach – pilot survey

Task & activity	CH assistance and input	Timing
<p><b>Online pilot survey (Wave 1)</b></p> <p>Target sample of 50 users, completing approx. 15 min duration survey online.</p> <p>Survey will be scripted by the project team and hosted on a (secure) external site.</p>	<p>Administer recruitment of User Panel members for pilot survey:</p> <ol style="list-style-type: none"> <li>1. Provide sample of users to recruit from (i.e. from user panel) – Business owners (company director), randomly selected from eligible sample</li> <li>2. Send invite emails with unique survey link to recruit users – <i>unique survey links and respondent IDs will be generated by the project team and provided to CH, which will provide the means for monitoring recruitment progress</i></li> <li>3. Send reminder emails - <i>project team will provide list of respondent IDs/links to target, based on monitoring of survey completions</i></li> </ol>	<p>Early - Mid October 2020 (approx. 1 week for pilot survey implementation)</p>
<p><b>Online pilot survey (Wave 2)</b></p> <p><i>*Only if required.</i></p> <p>Target sample TBC. Same tasks &amp; activities as Wave 1.</p>	<p>As above.</p>	<p>Mid – Late October 2020 (approx. 1 week for pilot survey implementation)</p>

## Proposed approach – main survey

Task & activity	CH assistance and input	Timing
<p><b>Online main survey</b></p> <p>Min. target sample of 250 - 400 users, completing approx. 15 min duration survey online.</p> <p>Survey will be scripted by the project team and hosted on a (secure) external site.</p>	<p>Administer recruitment of User Panel members for pilot survey:</p> <ol style="list-style-type: none"><li>1. Provide sample of users to recruit from (i.e. from user panel) – Business owners (company director), randomly selected from eligible sample (expected to be approx. 1,200 – 1,300 panel members)</li><li>2. Send invite emails with unique survey link to recruit users – <i>unique survey links and respondent IDs will be generated by the project team and provided to CH, which will provide the means for monitoring recruitment progress</i></li><li>3. Send reminder emails - <i>project team will provide list of respondent IDs/links to target, based on monitoring of survey completions</i></li></ol>	<p>November 2020 (approx. 4 weeks for main survey implementation)</p>

# Outline of process for recruiting survey respondents



# Thank you

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