

# Researching Large Corporates: Maximising response: minimalising burden

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# Aim

- Seek comments and suggestions from members of the Large Corporates Forum on how HMRC can continue to meet the increasing demand for research evidence whilst at the same time reduce the research burden placed on large corporates.

# Why does HMRC carry out research?

- HMRC relies on research and analysis to support the department's wider aims and objectives.
- To achieve this we are using our understanding of taxpayers' changing needs and behaviours to inform, challenge and improve everything we do.
- Carrying out research is a fundamental part of helping to understand taxpayer behaviour and research enables us to:
  - Gather raw data
  - Carry out ex-post evaluation of policy
  - Gather evidence to inform policy decisions
  - Measure organisational effectiveness
  - Measure customer satisfaction
  - Measure administrative burdens
  - Improve information for revenue forecasting

# DISCUSSION: Questions for the Large Corporates Forum

- *What non-financial incentives would persuade large corporates to take part in HMRC research?*
- *Which methods of research engagement do large corporates prefer?*
- *Would large corporates be more prepared to respond to postal enquiries? They could then complete them at their own time / convenience, but we would need to be assured of an adequate response rate.*
- *How can we ensure that we contact the right person within the company, in order to ensure that we capture the organisational view?*
- *Does the research that we do amongst large corporates always need to be confidential or anonymous? If respondent identities were known, it would be easier for us to avoid asking the same questions more than once (unless, of course, needed for updating)*

# DISCUSSION: Questions for the Large Corporates Forum (2)

- *Would large corporates be prepared to help us identify the appropriate person to contact for enquiries relating to different things, e.g. overall tax policy, individual tax regimes, etc?*
- *What do large corporates see as the source, or best way of accessing, 'corporate opinion'? What is 'the company view' - does it even exist in many companies? Are there defined areas in which there is a 'corporate view' as against others in which opinions expressed are likely to vary depending on who one is speaking to?*
- *Why is it that large corporates normally respond positively to the idea of consultation - even structured consultation - yet may be less positive about the idea of giving an interview for research purposes? In many ways, the exercises are essentially similar. Could we use a better understanding of this to improve design / perception / acceptance of the research that we do?*