

## **How to Motivate Businesses to Report and to Use the Official Statistics?**

Irena Krizman

Statistical Office of the Republic of Slovenia, irena.krizman@gov.si

Genovefa Ruzic

Statistical Office of the Republic of Slovenia, geni.ruzic@gov.si

The quality of economic statistics very much depends on timely and high quality response from businesses. NSIs are faced with increasing non-response and the request to further reduce the response burden on enterprises. A better understanding of businesses needs for data could help NSIs to find the motivation factors for their better participation in statistical production. There is a need for systematic collection and analysis of business requests and the use of the official statistics among businesses. Research shows that current NSI communication strategies and dissemination of statistical products and services are less relevant for businesses. The Statistical Office of the Republic of Slovenia (SURS) has cooperated in the Blue-Enterprise and Trade Statistics (BLUE-ETS) research project, which developed recommendations on these issues. The paper describes SURS's response to the proposed recommendations. Strategies and practical experiences show that it is necessary to change the cooperation patterns with businesses from the publicity principle towards the principle of dialogue with users, especially businesses as their important partners. Besides intensified cooperation with businesses, it would also be helpful to continue research on this issue with the academic community.

Key words: business needs, response burden, non-response, motivation for reporting, communication strategy.