

Government agencies' relations with the media 2007

At the beginning of 2008, Turu-uuringute AS conducted a survey among journalists to get an overview

of government agencies' and enterprises' media relations. This time 62 journalists gave their assessments of Statistics Estonia with the total grade of 6.17 for communication with the media — slightly higher than in the previous year and continually higher than the average of government agencies. This year, Turu-uuringute AS changed the survey conduct methodology. For the first time the interviewing was conducted as a web-based survey. This had an effect on the percentage of respondents — the response percentage of population fell from the 30% of previous years down to 20%. Evaluations were given on a scale from 1 (the lowest evaluation) to 9 (the highest evaluation).

Compared to other surveyed institutions, the results of Statistics Estonia are at a high level — most of the results are higher than the average. In case of Statistics Estonia, the ratings given to reliability of information and openness of information are especially high.

The total grade given for communication with the media, responsiveness, overall image of the institution, media communication skills and availability of the institution's managers has improved compared to the previous survey.

Ratings given to the reliability of information, openness of information, availability of press officer and speed of responding to queries have dropped. Like in previous years, evaluations provided by the journalists who communicate with Statistics Estonia more frequently are higher than the average evaluations given to the institution's media communication.

Results of Statistics Estonia, 2003–2007

Factor	2003 number of respondents = 48	2004 number of respondents = 38	2005 number of respondents = 56	2006 number of respondents = 85	2007 number of respondents = 62
Reliability of information	7.58	7,61	7.54	6.65	6.30
Openness of information	6.58	7,36	6.97	6.38	6.23
Availability of press officer	6.58	7,23	7.06	6.27	6.18
Responsiveness	5.75	6,91	6.35	6.10	6.16
Overall image of institution	6.83	6,91	6.36	5.90	6.13
Media communication skills	5.08	6,85	6.37	6.06	6.11
Speed of responding to queries	5.92	6,88	6.53	6.20	6.07
Availability of institution's managers	5.17	6,22	6.09	5.61	5.82
Total grade for communication with the media	6.17	6.85	6.52	6.03	6.17

Source: Turu-uuringute AS "Asutuste suhted meediaga" (Agencies' relations with the media)