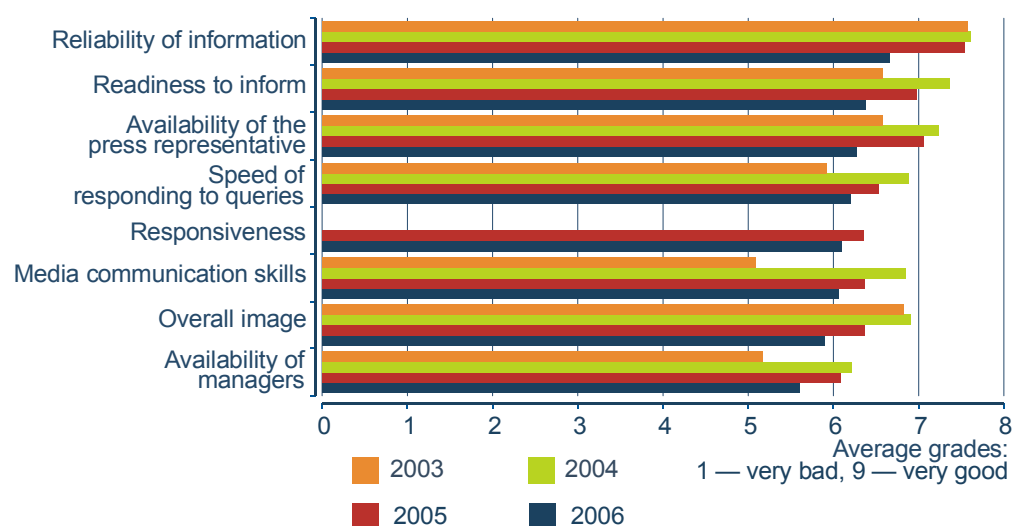


Media relations of government offices in 2006

At the beginning of 2007 Turu-uuringute AS conducted a survey among journalists to get an overview of media relations of government offices and enterprises. Statistics Estonia got the third place after the Estonian Rescue Board and Estonian Police. This time 85 journalists gave their assessments of Statistics Estonia, with the total grade of 6.03 for communication with the media – a little lower than in the previous year.

Evaluations of the Statistics Estonia media communication in the years 2003-2006



Compared with the previous year all the assessments were a little lower for all the enterprises. Statistics Estonia was the best in the group surveyed. Especially high evaluations are given to readiness to inform, speed of response, reliability of information and the responsiveness. Compared with the previous year higher evaluations are given to media communication skills, speed of responding to queries and availability of the management. The evaluation of the information reliability is a little lower.

Evaluations of journalists who communicate with Statistics Estonia more frequently are higher than average.

This year Statistics Estonia located for the first time among 25 organisations which journalists communicate with most frequently. The webpage and press releases of Statistics Estonia are also appreciated highly.

The most informative webpages in 2006

