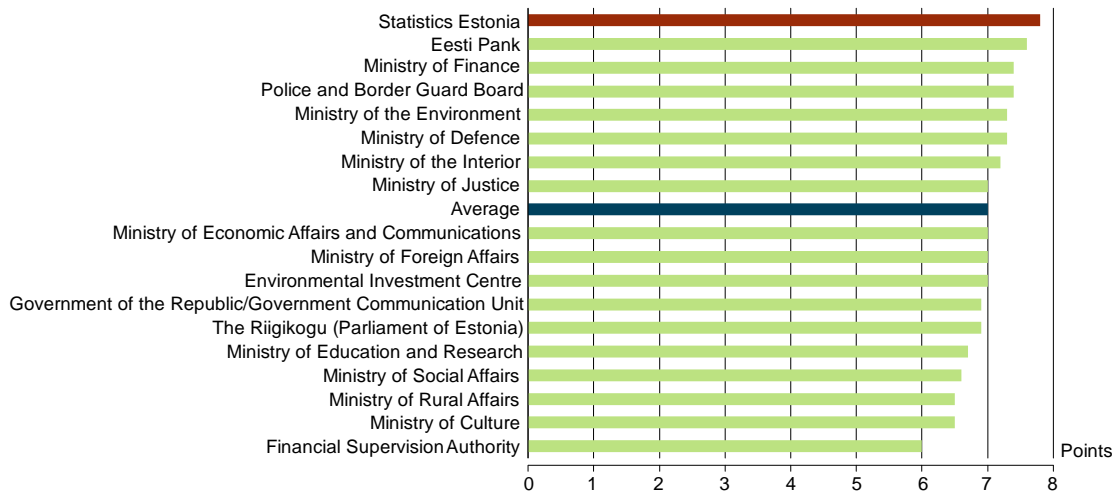


State authorities' media relations survey 2016

In the beginning of 2017, the market research company Kantar Emor conducted a survey among journalists to assess the media work of the government, ministries and some state authorities in 2016. Statistics Estonia was assessed by 78 journalists. The survey was web-based with ratings given on the scale from 1 (the lowest rating) to 9 (the highest rating).

Based on the opinion of the journalists, Statistics Estonia was rated best in terms of media relations skills, reliability of information and openness of information policy.

Media relations skills, 2016



The highest ratings (over 8 points) were given for Statistics Estonia's reliability of information and information policy independence from party policies. Compared to the other state authorities, the ratings given by journalists for different sections of Statistics Estonia's communication work were a lot higher than the average (all sections received more than 7 points) and Statistics Estonia remained in the top three in all the components. The overall rating given for Statistics Estonia's media work was 7.6 points, which is second best among those assessed.

Ratings for Statistics Estonia's media relations, 2014, 2016

