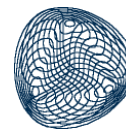


Valitsusasutuste suhted meediaga 2010

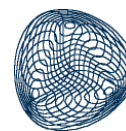
Ajakirjanike küsitlus

Turu-uuringute AS
Veebruar 2011



Uuringu taust

- ✓ Küsitlusaeg 6.-26. jaanuarini 2011
- ✓ Läbiviimine
 - Meetod - Veebiküsitlus
 - o väljasaadetud ankeetide arv: 252
 - o tagastatud ankeete: 73
 - o tagastamise protsent: 29%
- ✓ Sihtrühm: ajakirjanikud nii elektroonilisest kui kirjutavast meediast
- ✓ Läbiviija: Turu-uuringute AS/Karin Reivart
- ✓ Eesmärk: selgitada välja ajakirjanike hinnangud valitsuse ja ministeeriumide meediatöole aastal 2010
- ✓ Ankeet: uuringu käigus hindasid kõik vastajad esmalt asutuste imagot, seejärel andsid hinnangud erinevatele tööloikudele nende asutuste puhul, millega nad suhtlevad.
- ✓ Käesolev aruanne sisaldab tulemuste kokkuvõtet teksti ja joonistena, uuringu pabervariandile on lisatud tabelmaterjal taustalõigetes.



Vastanute jagunemine

✓ Meediakanal

- Kohalik ajaleht 29%
- Üleriigiline ajaleht 47%
- Raadio 7%
- Televisioon 10%
- Uudisteagentuur 7%

✓ Meedia liik

- Eesti meedia 96%
- Vene meedia 4%

✓ Vastaja asukoht

- Tallinn 63%
- Muu linn 34%

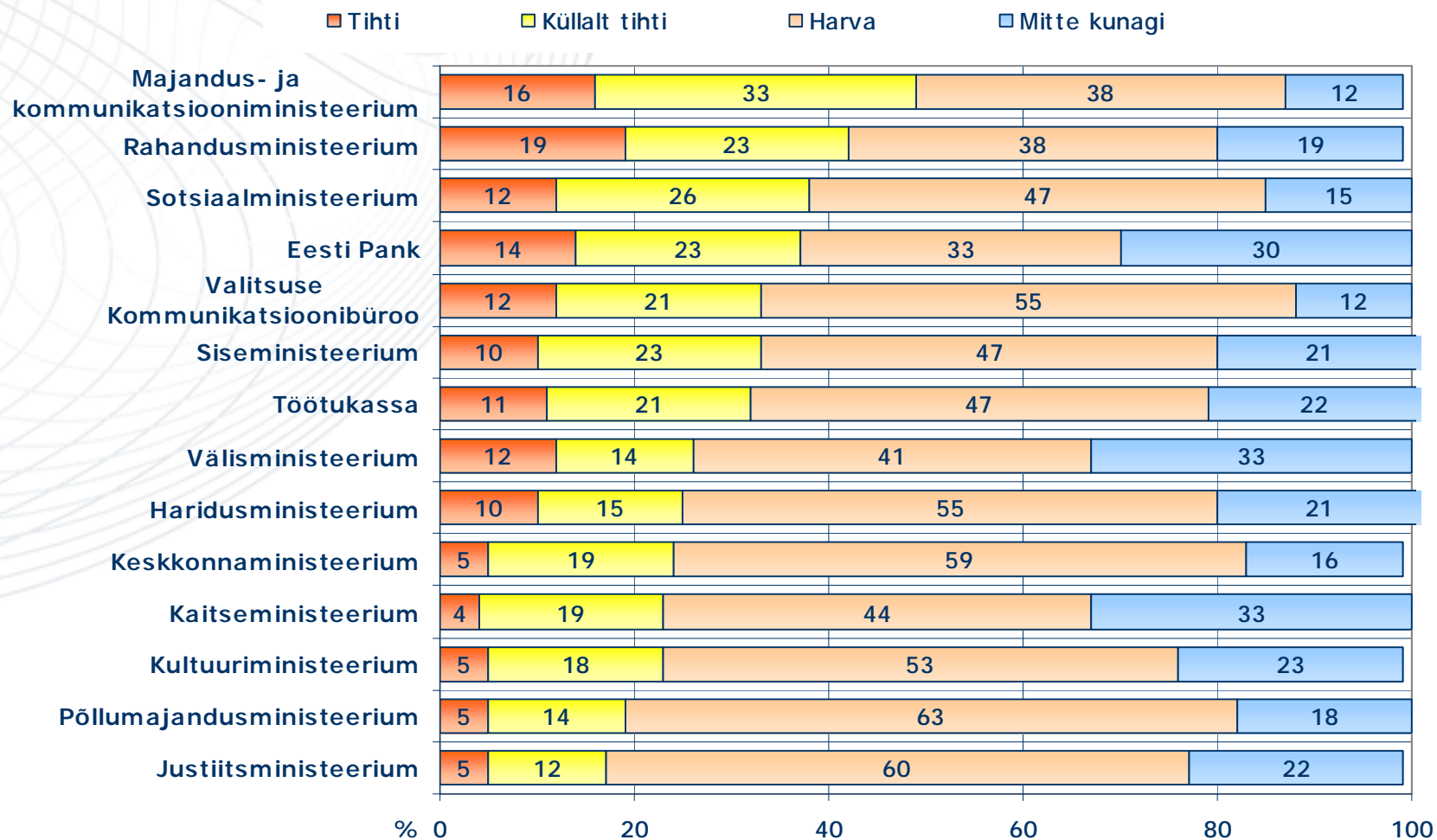
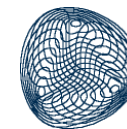
✓ Vastaja ametikoht

- Pea/tegevtoimetaja 14%
- Toimetaja 41%
- Reporter 41%
- Korrespondent 1%

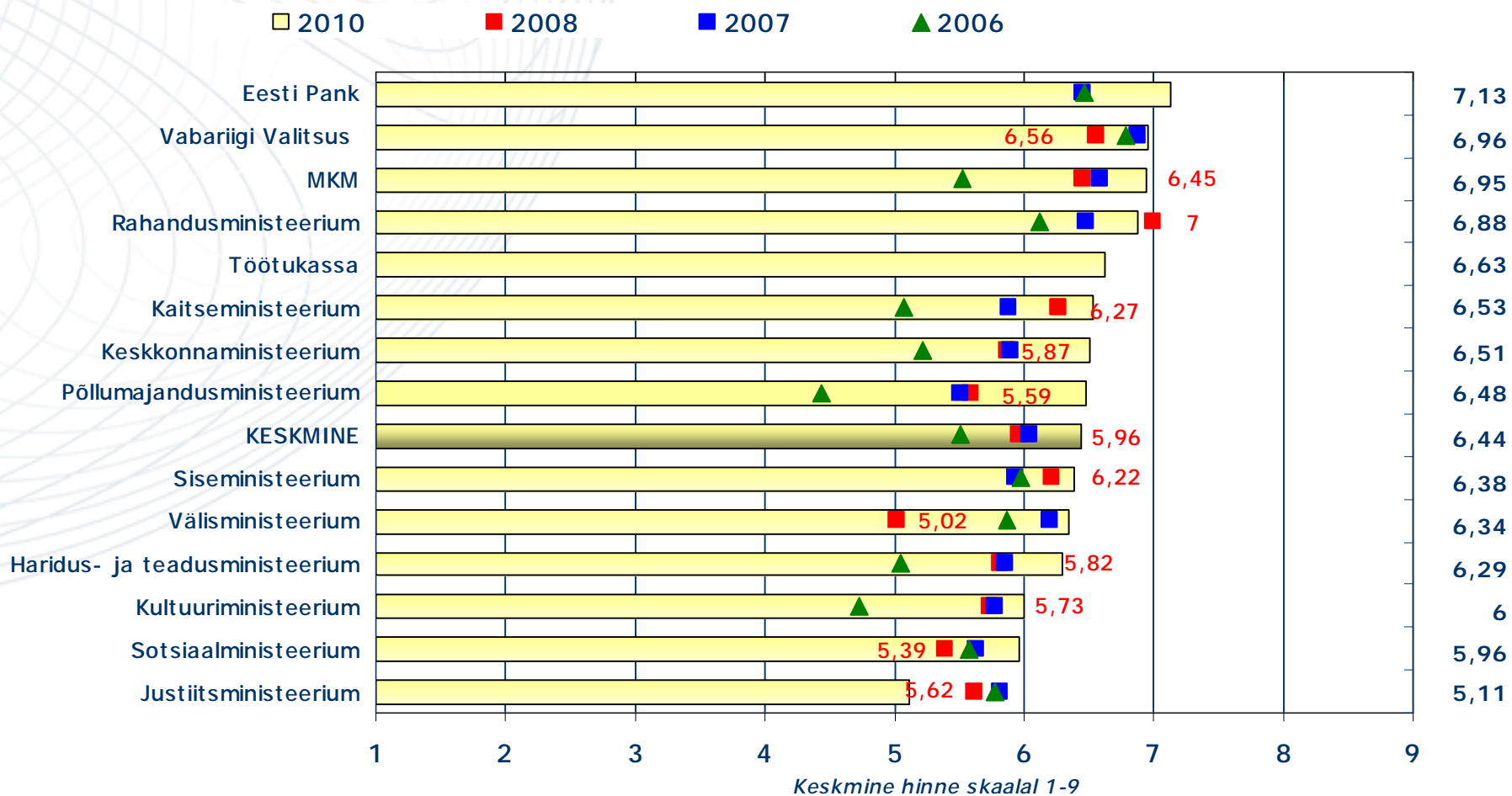
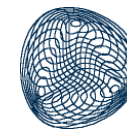
✓ Töökogemus ajakirjanikuna

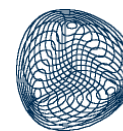
- Kuni 3 aastat 14%
- 4-10 aastat 32%
- Üle 10 aasta 55%

1. Asutustega suhtlemise sagedus n= 73

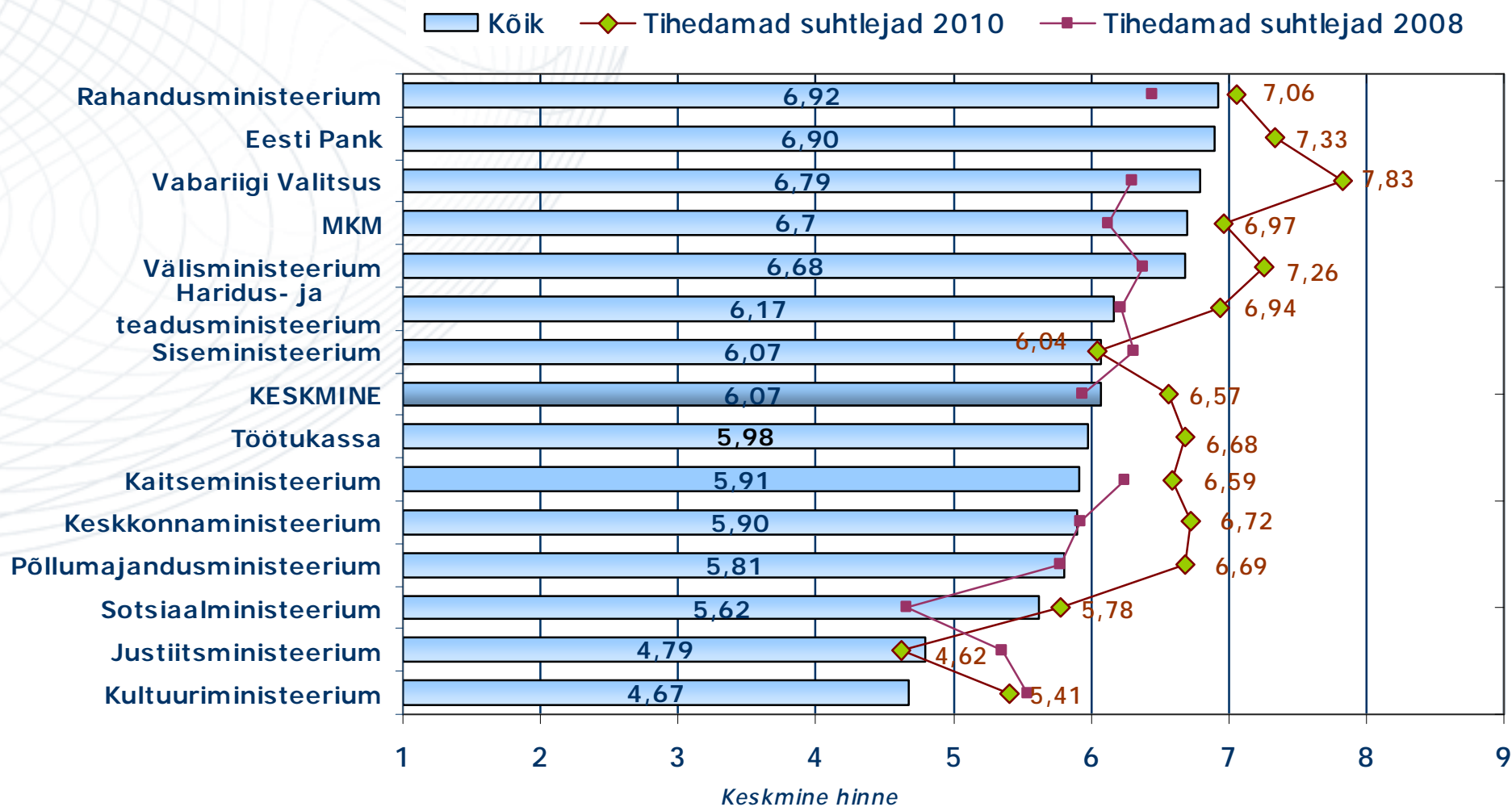


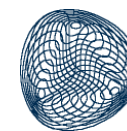
2. Üldhinne meediaga suhtlemisele aastatel 2006 – 2010



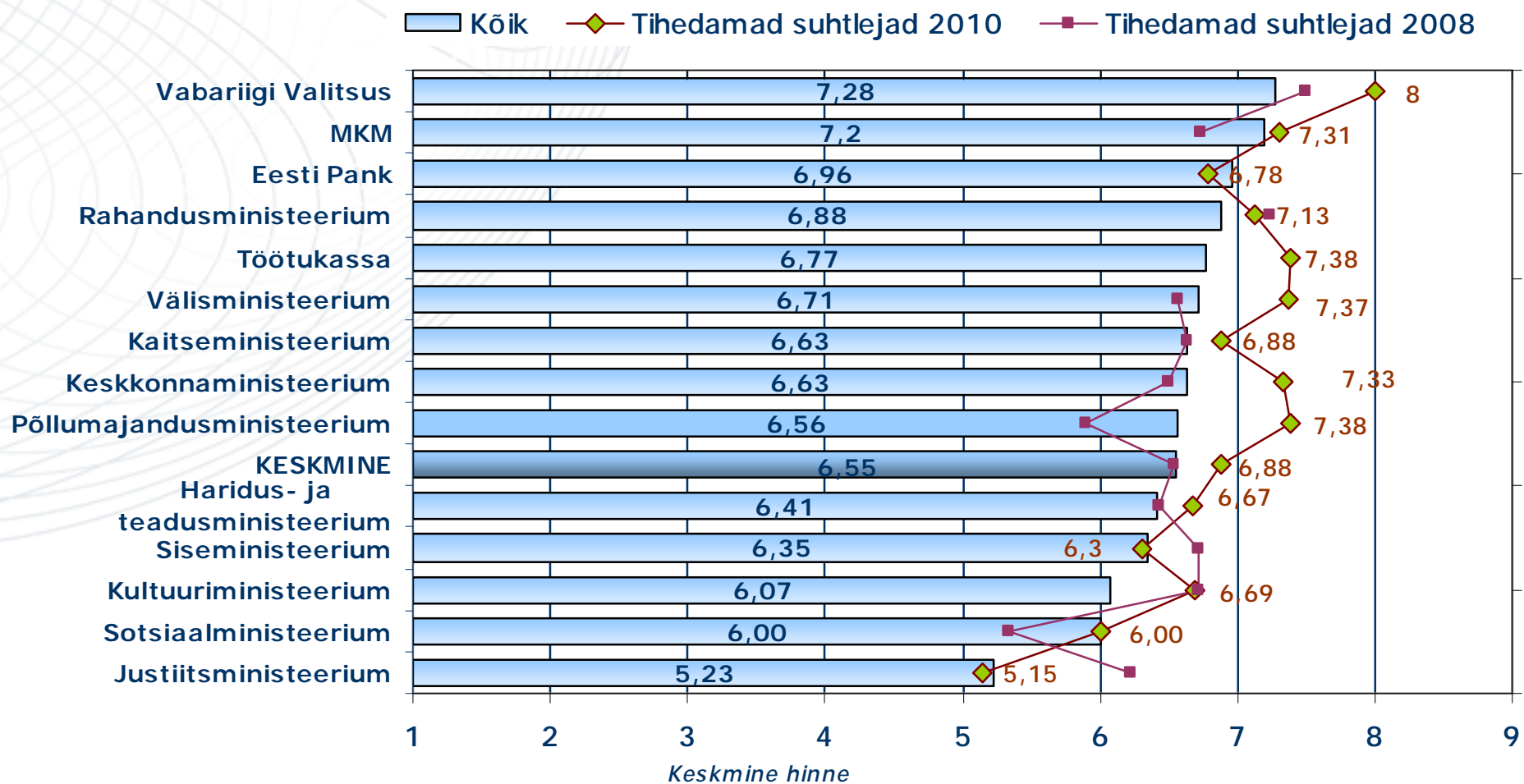


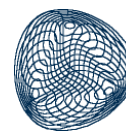
3. Üldine imago



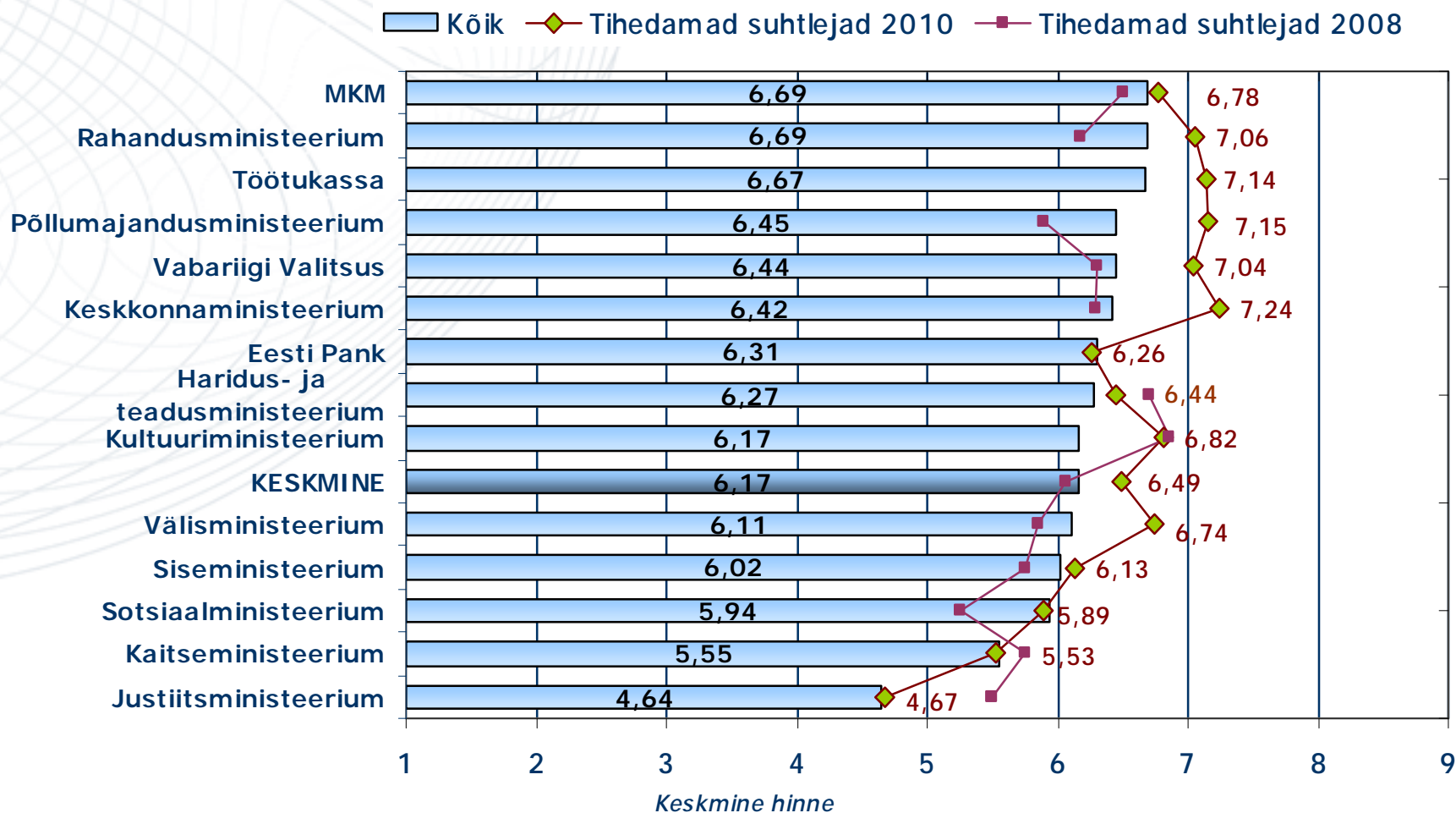


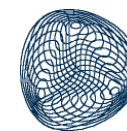
4. Meediaga suhtlemise oskus



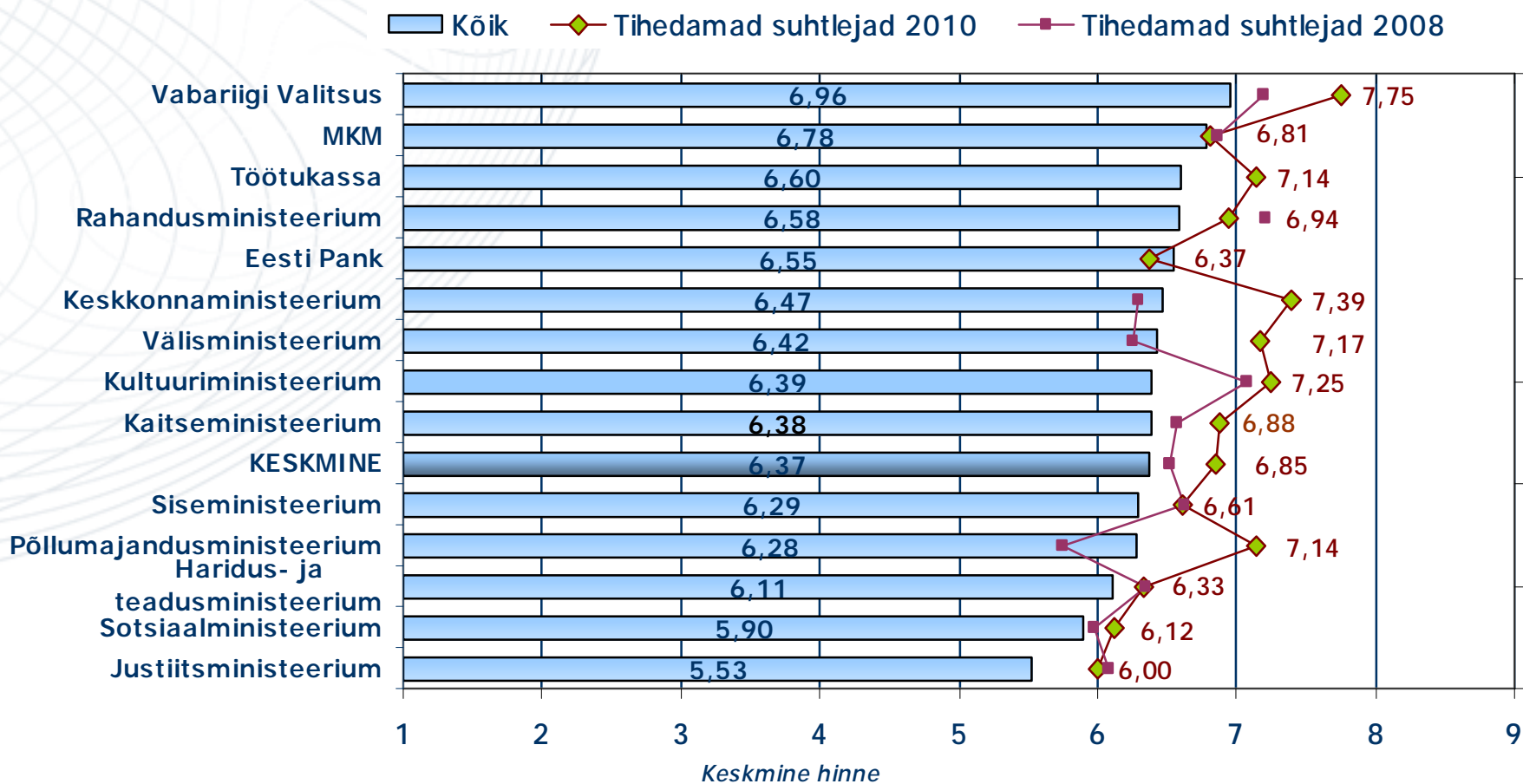


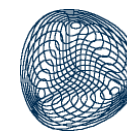
5. Teavitamise avatus



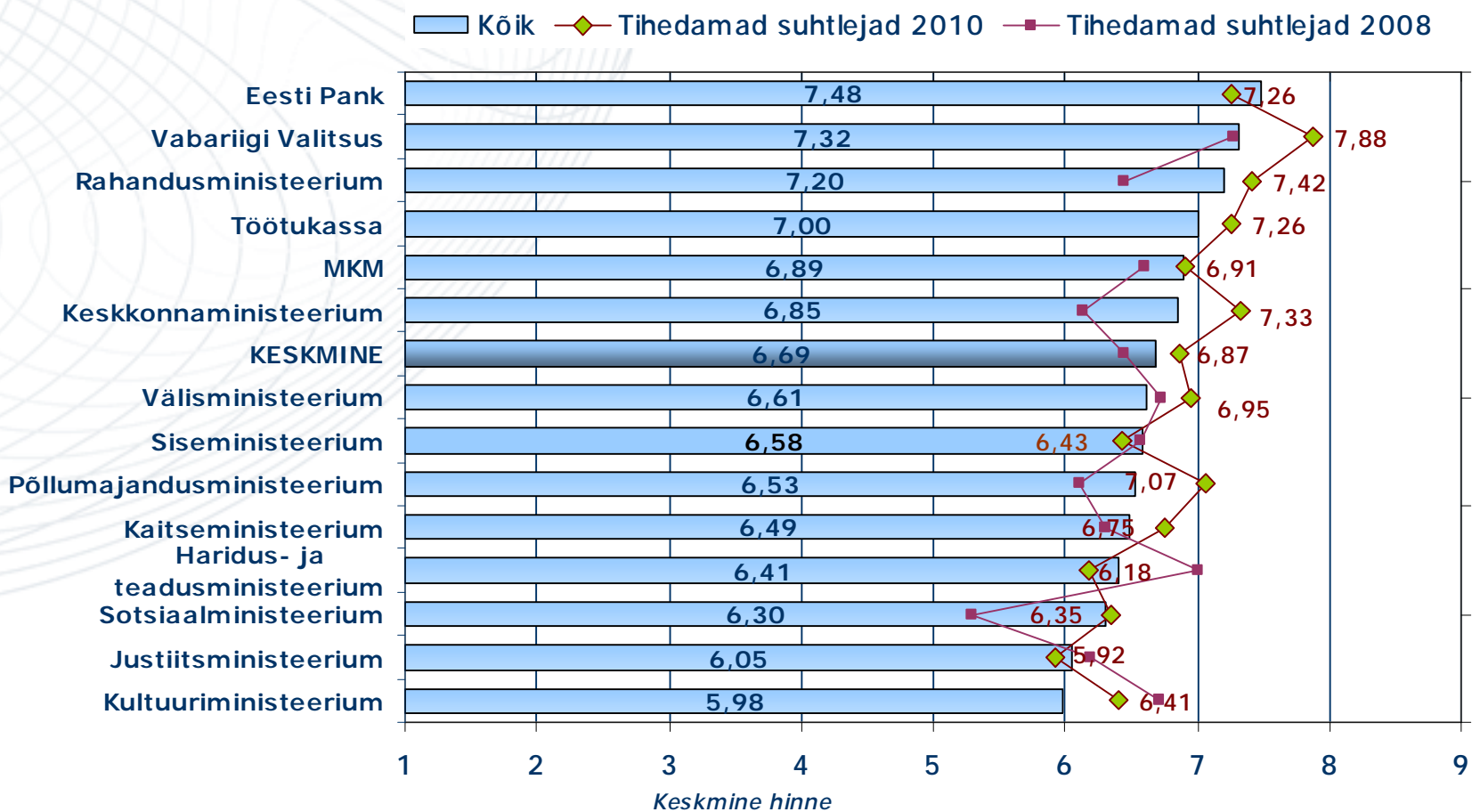


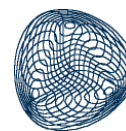
6. Pääringutele vastamise kiirus



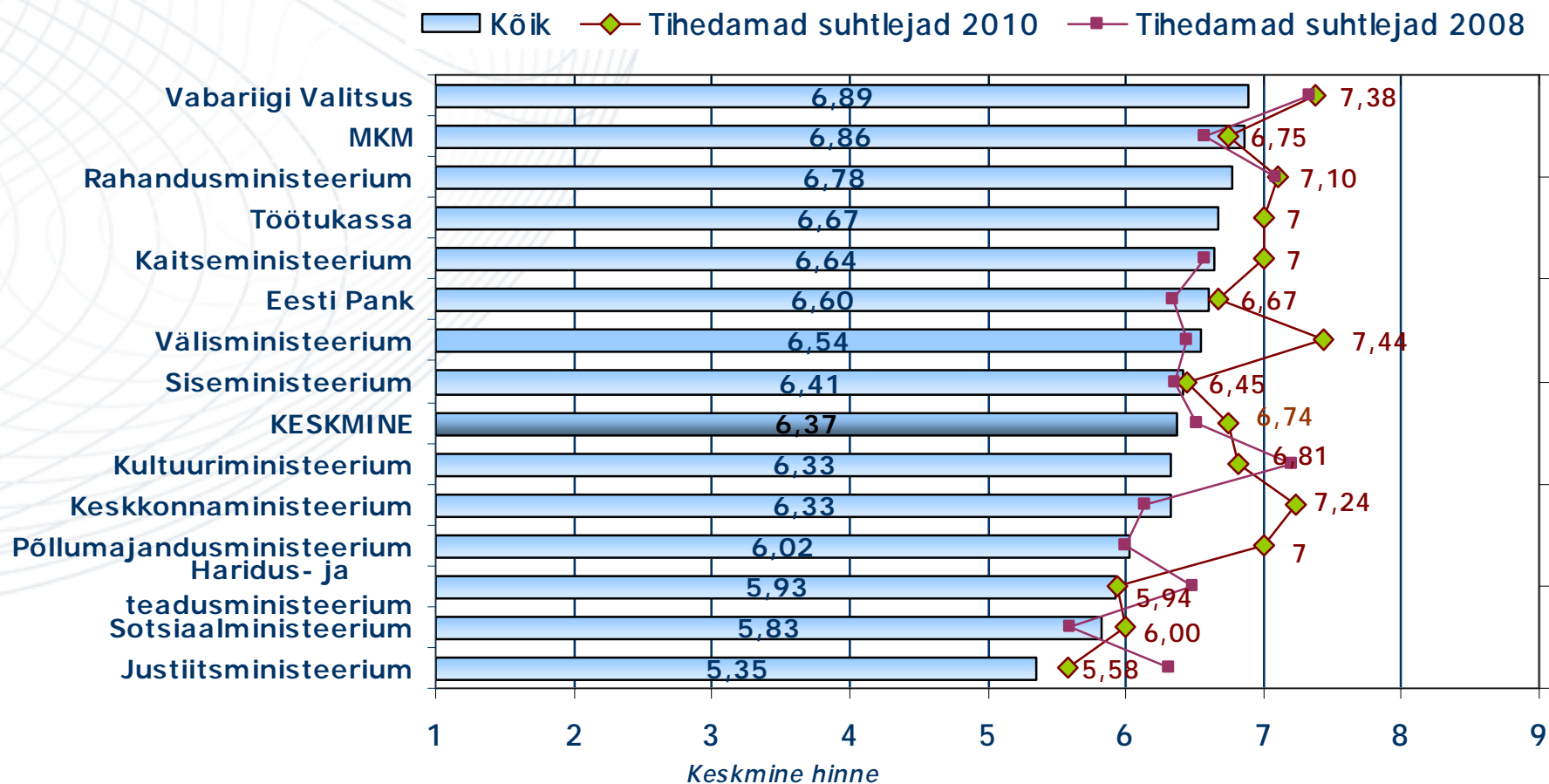


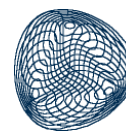
7. Teabe usaldusväärsus



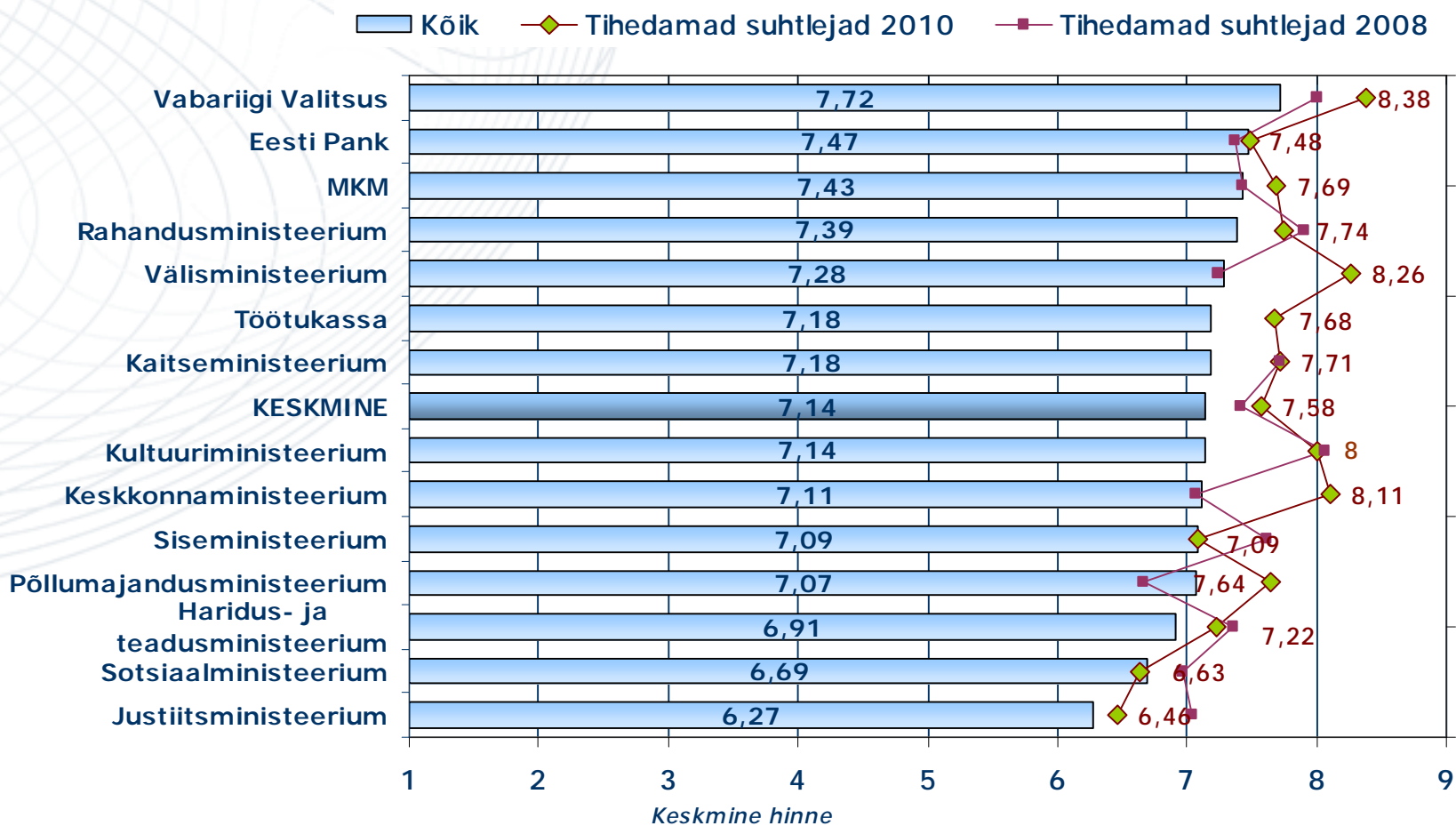


8. Teavitamise operatiivsus

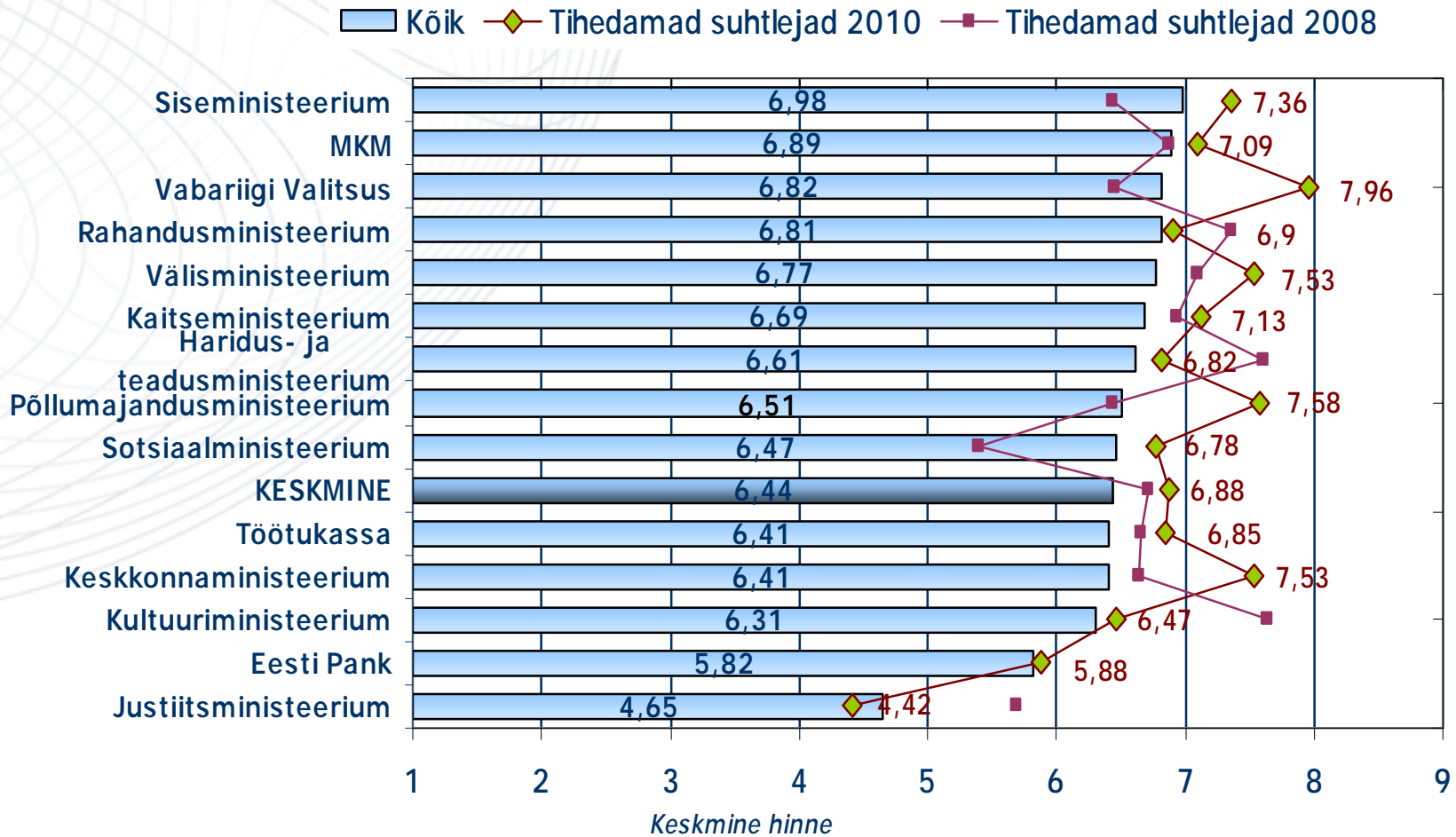
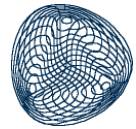




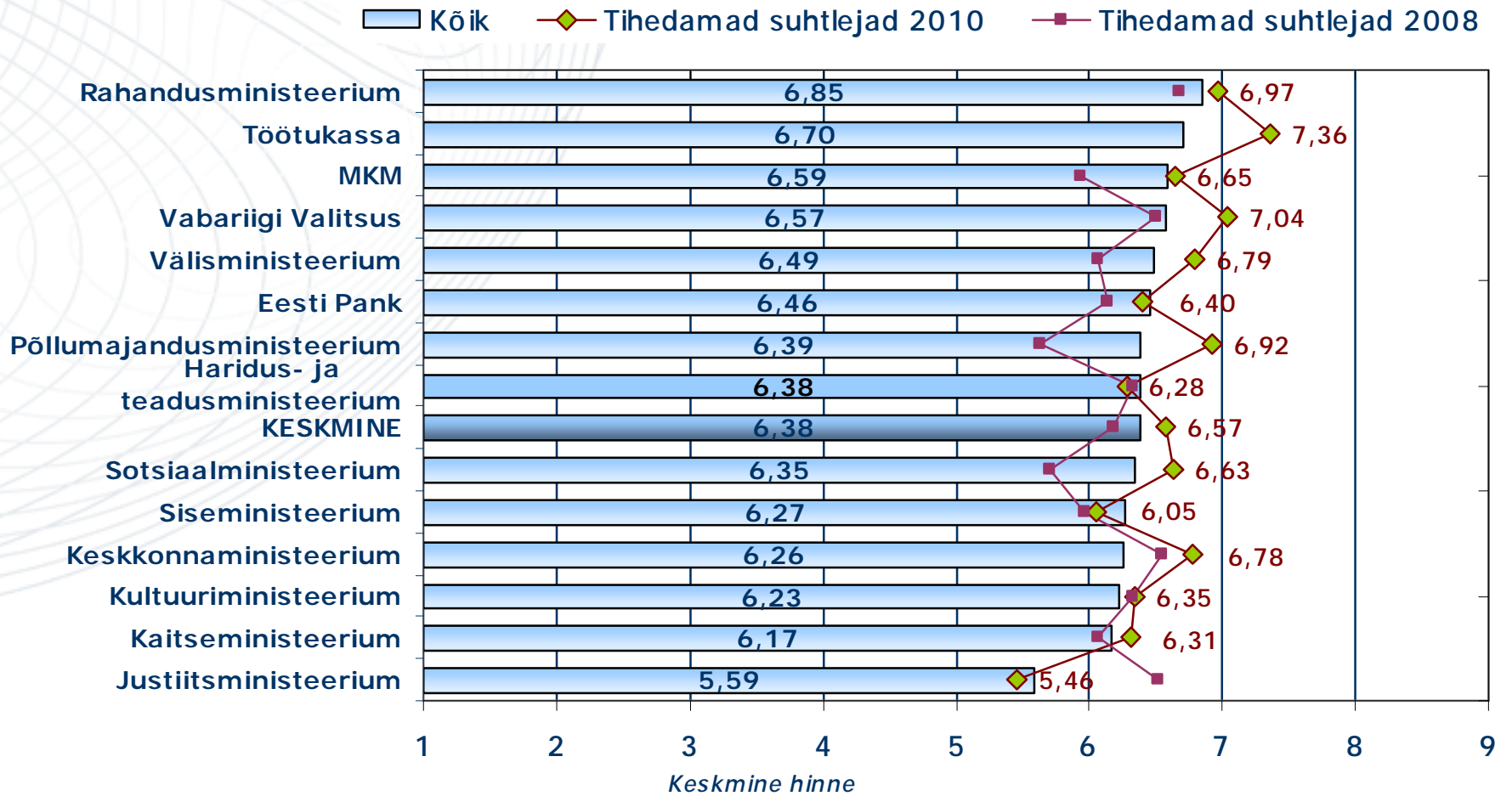
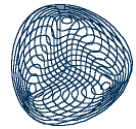
9. Pressiesindaja kättesaadavus



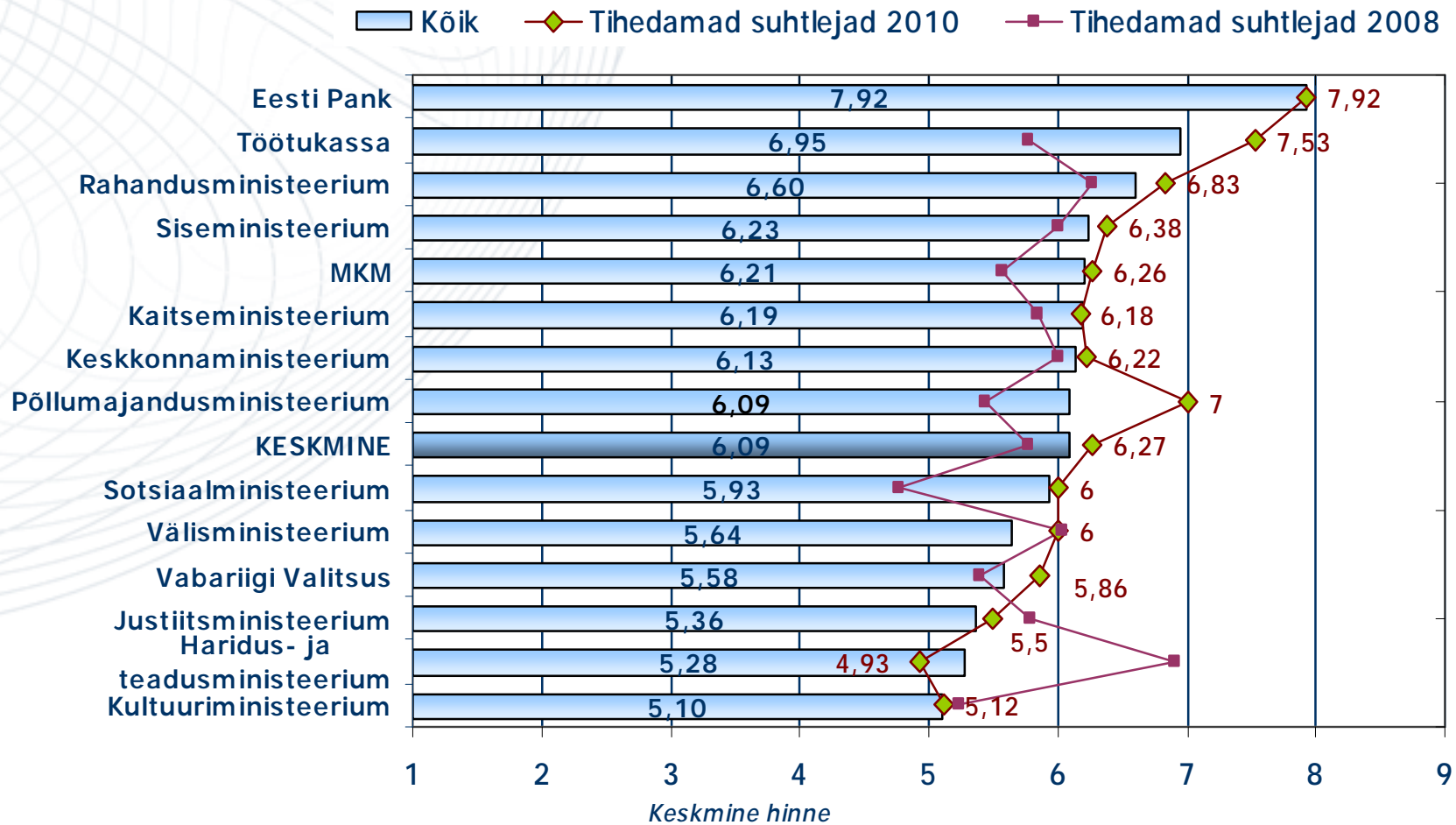
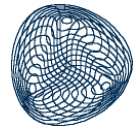
10. Juhtkonna kättesaadavus



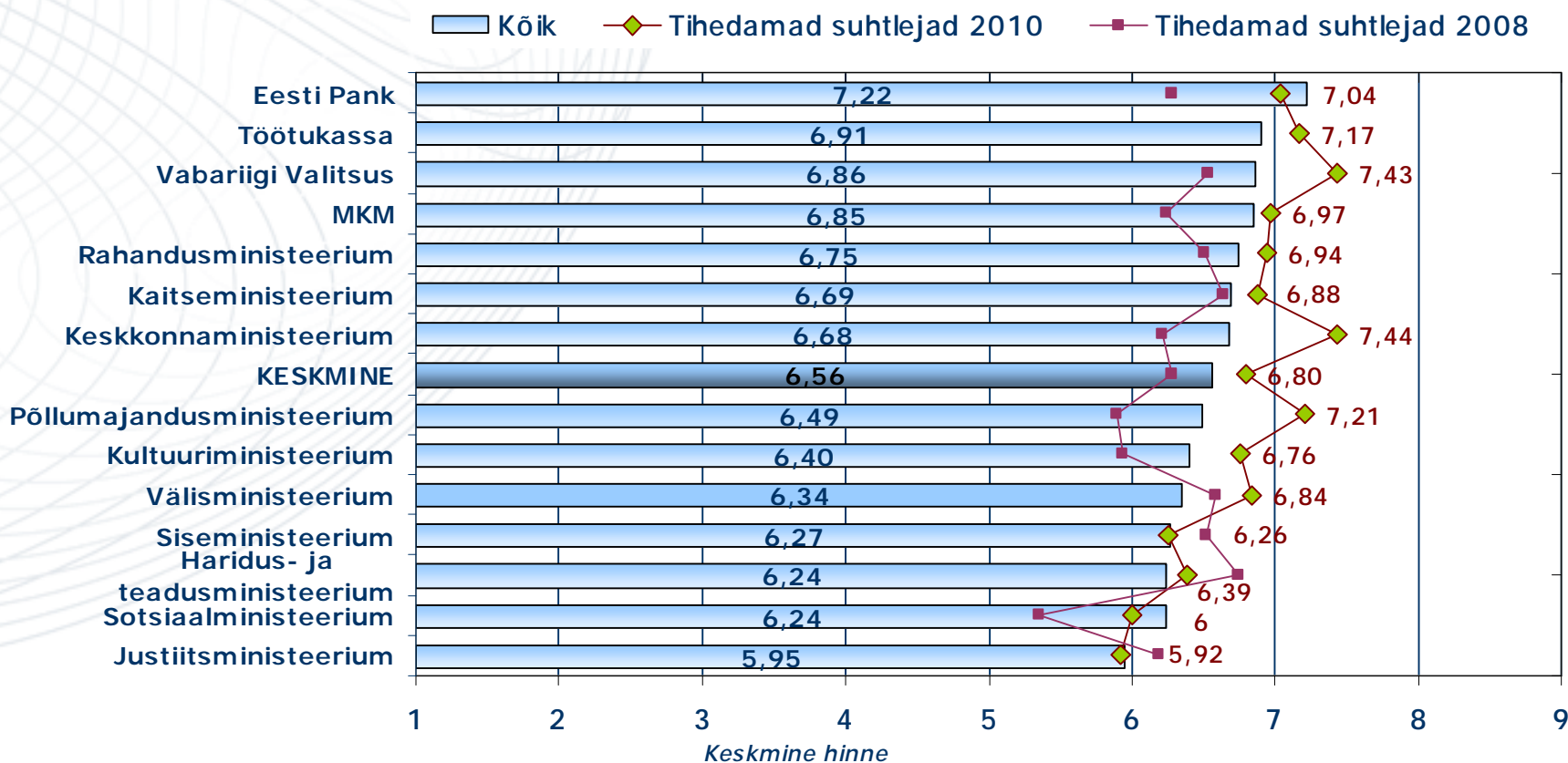
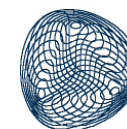
11. Hinnang koduleheküljele



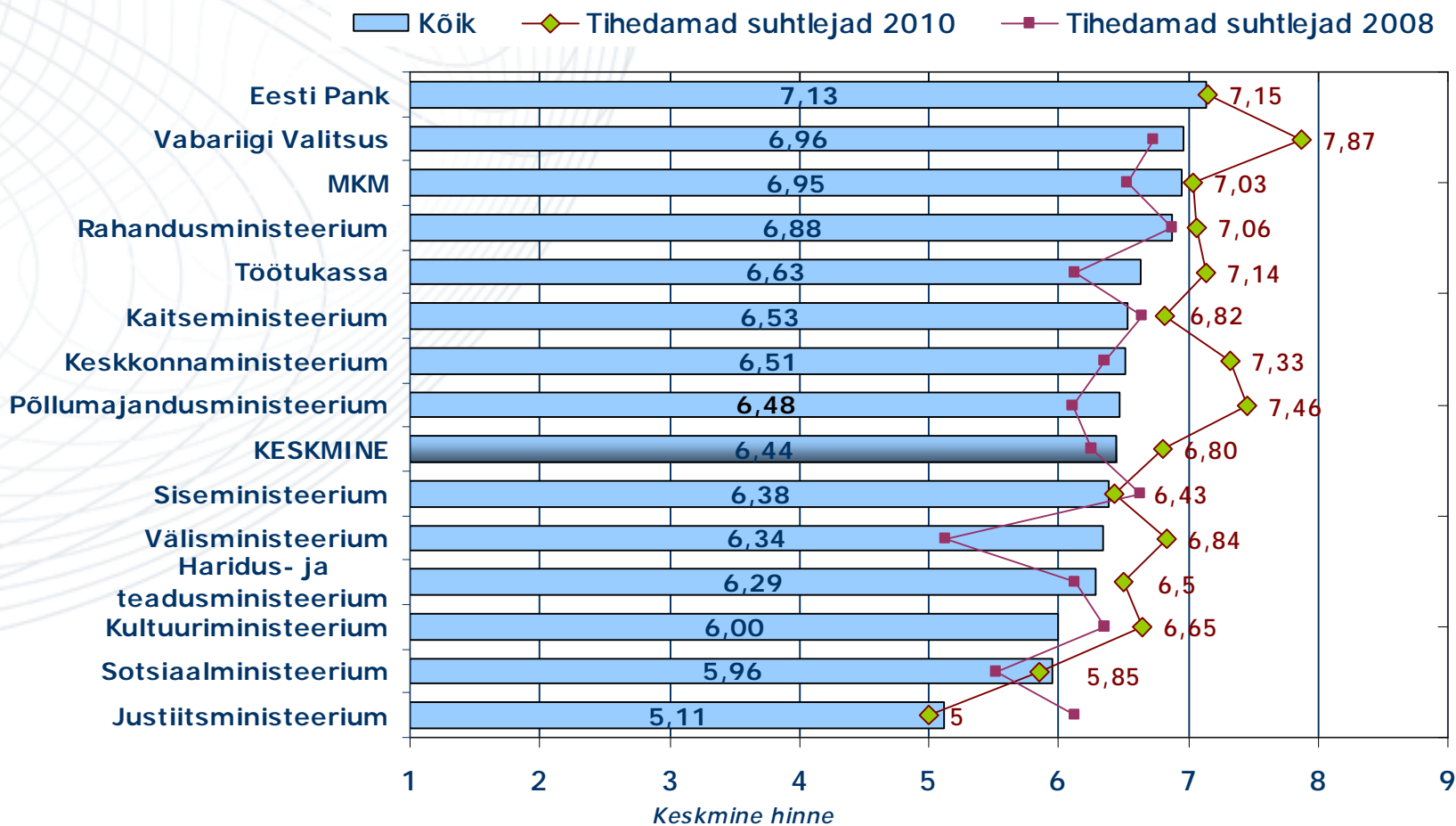
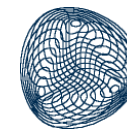
12. Teavitamise parteipoliitiline sõltumatus



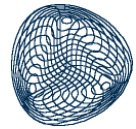
13. Edastatava info selgus ja arusaadavus



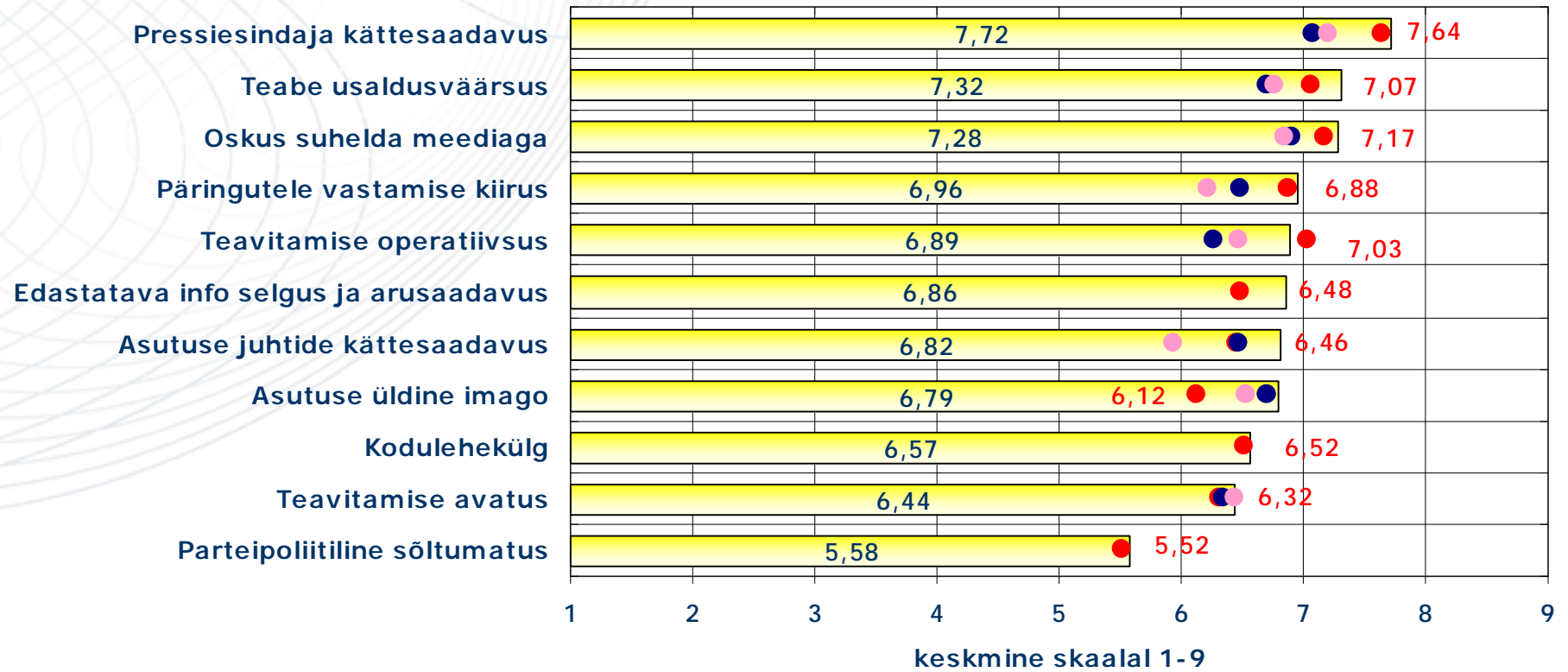
14. Üldhinne meediasuhtlusele



15. Vabariigi Valitsus

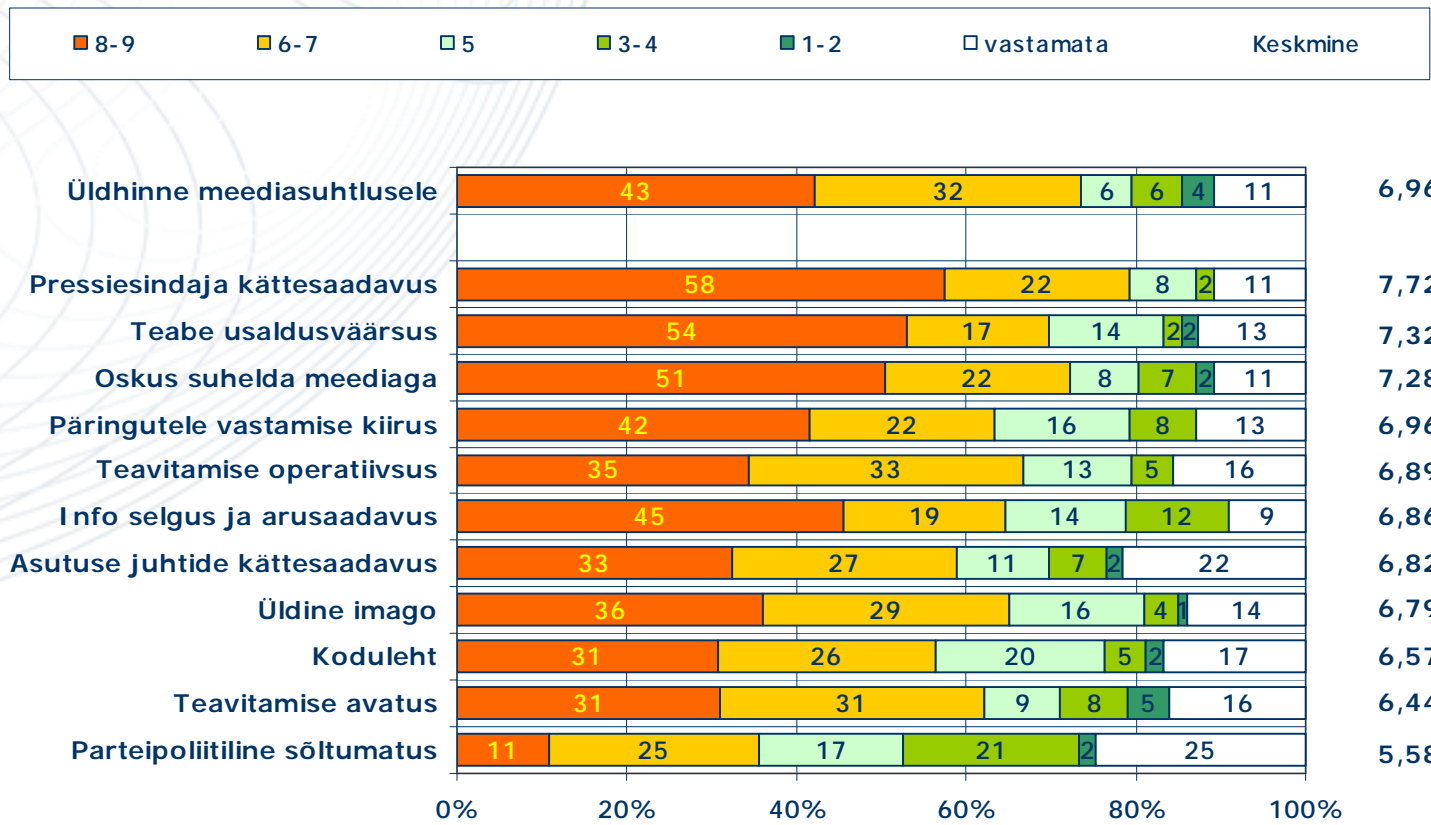
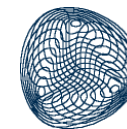


■ 2010 n=64
 ● 2008 n=63
 ● 2007 n=77
 ● 2006 n=94

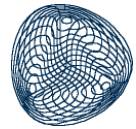


16. Vabariigi Valitsus

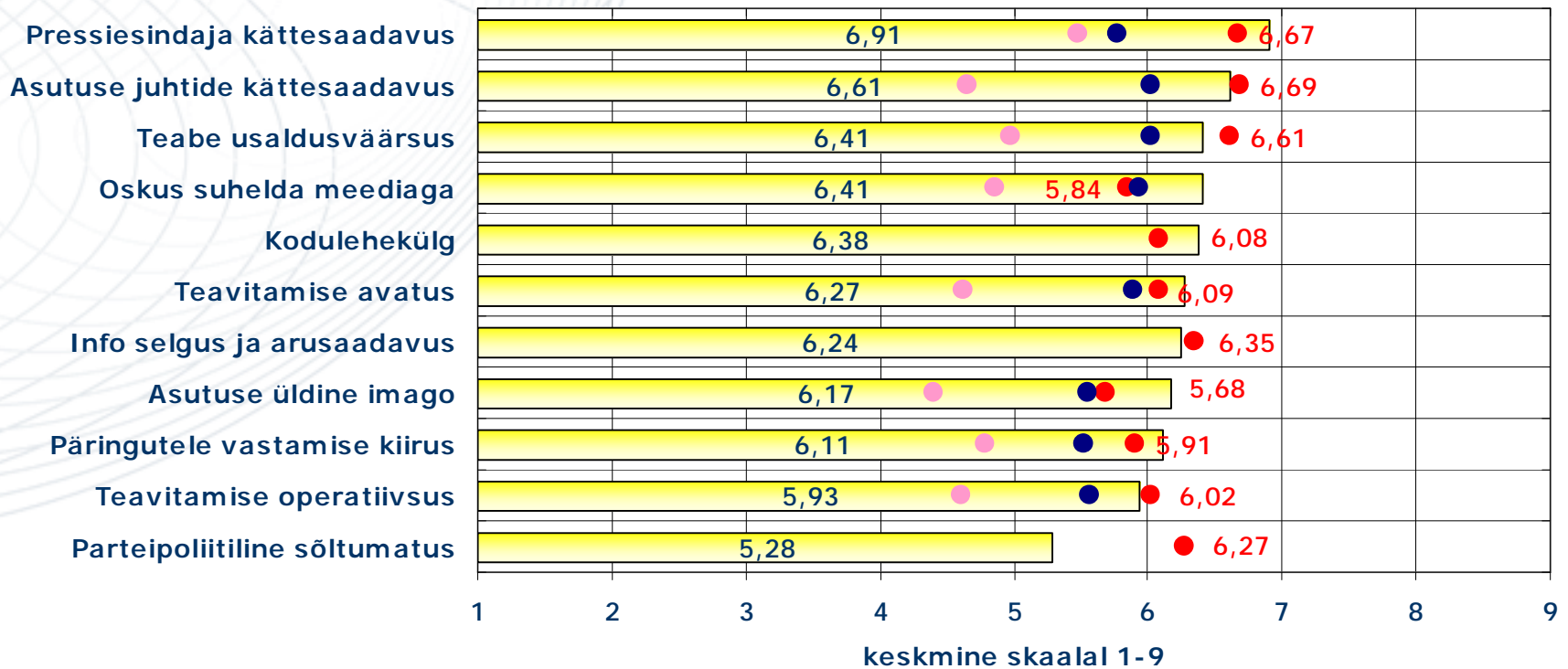
Hinnete jagunemine, hindajate arv n=64, imago puhul: n=73



17. Haridus- ja teadusministeerium

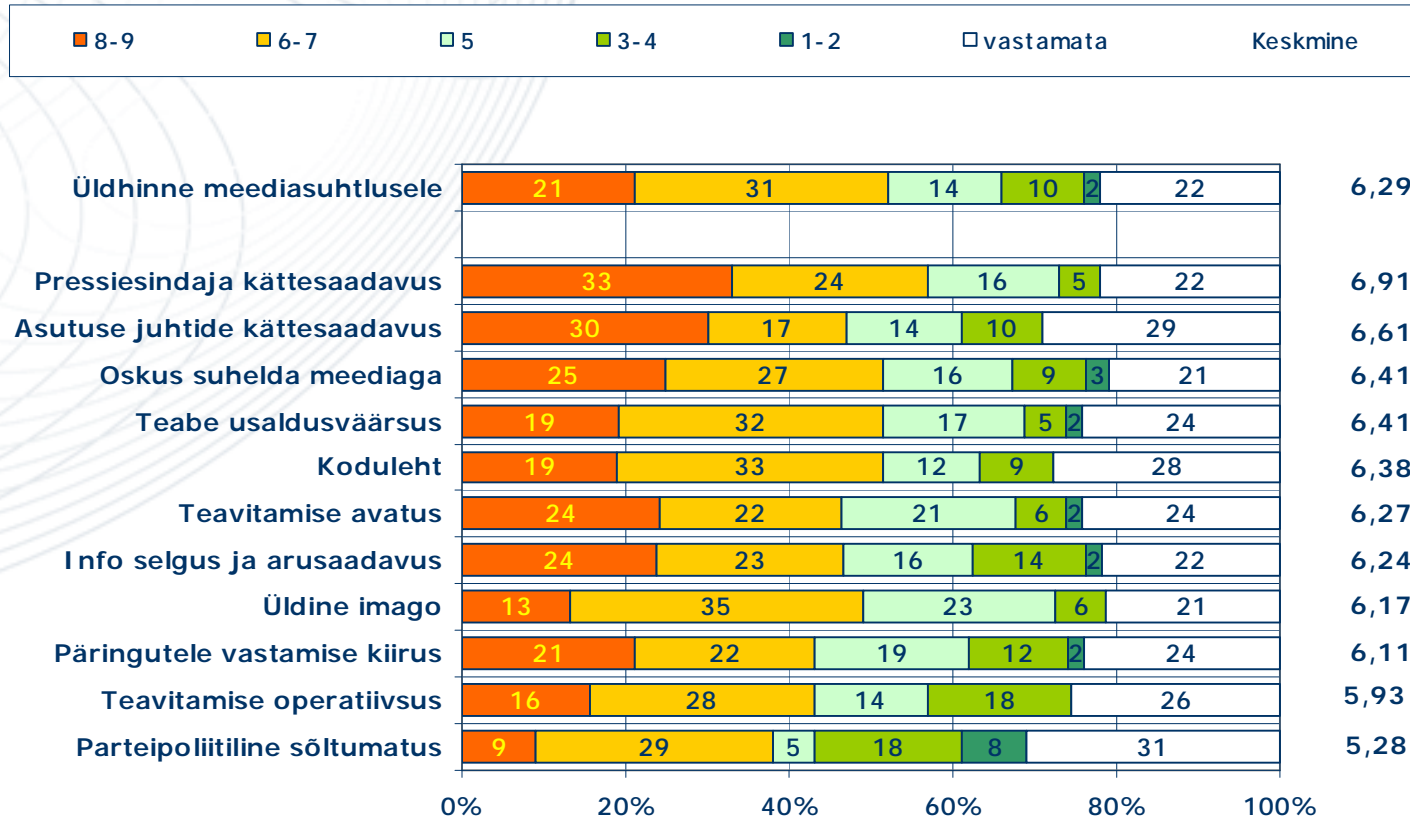
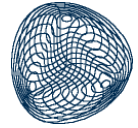


■ 2010 n=58
 ● 2008 n=60
 ● 2007 n=73
 ● 2006 n=80

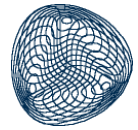


18. Haridus- ja teadusministeerium

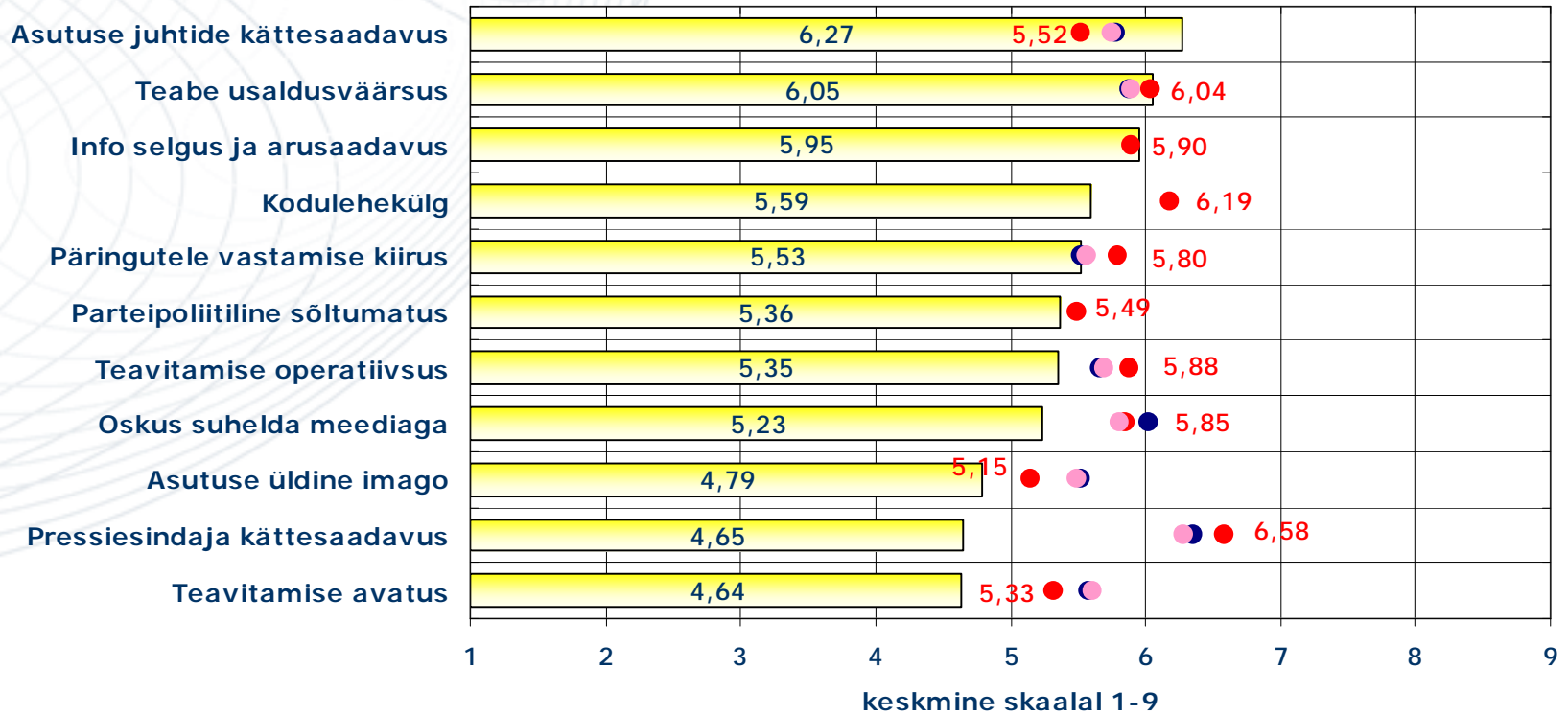
Hinnete jagunemine, hindajate arv n=58, imago puhul: n=73



19. Justiitsministeerium

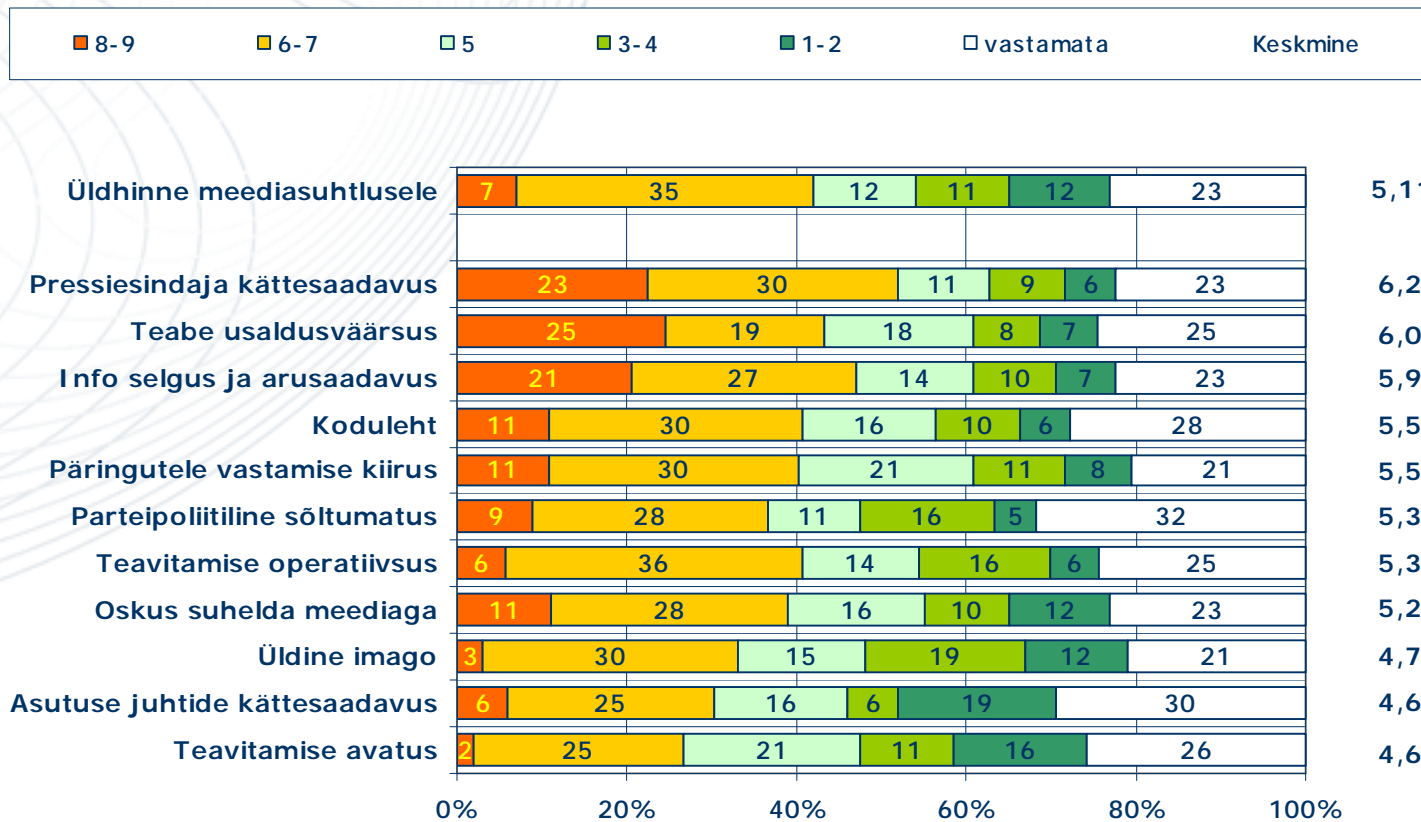
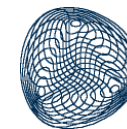


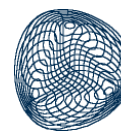
■ 2010 n=57
 ● 2008 n=53
 ● 2007 n=71
 ● 2006 n=78



20. Justiitsministeerium

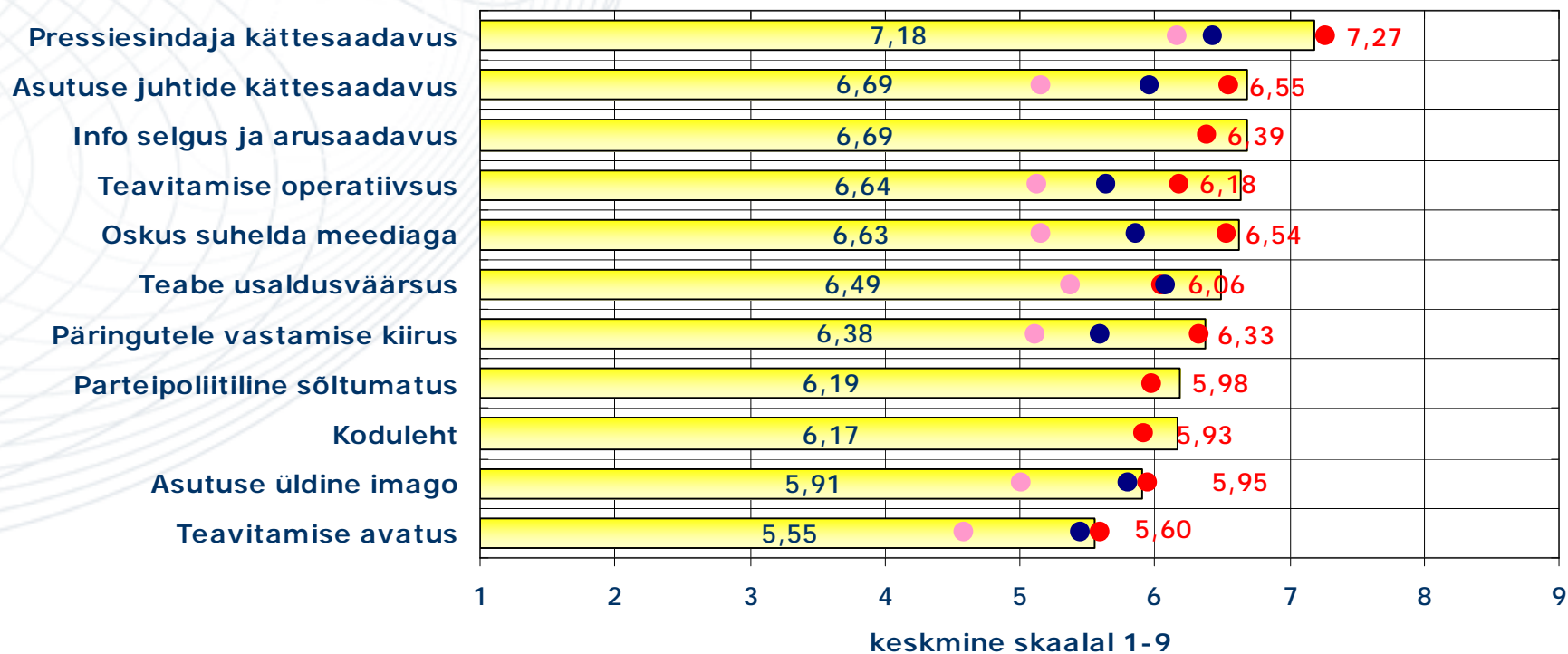
Hinnete jagunemine, hindajate arv n=57, imago puhul: n=73





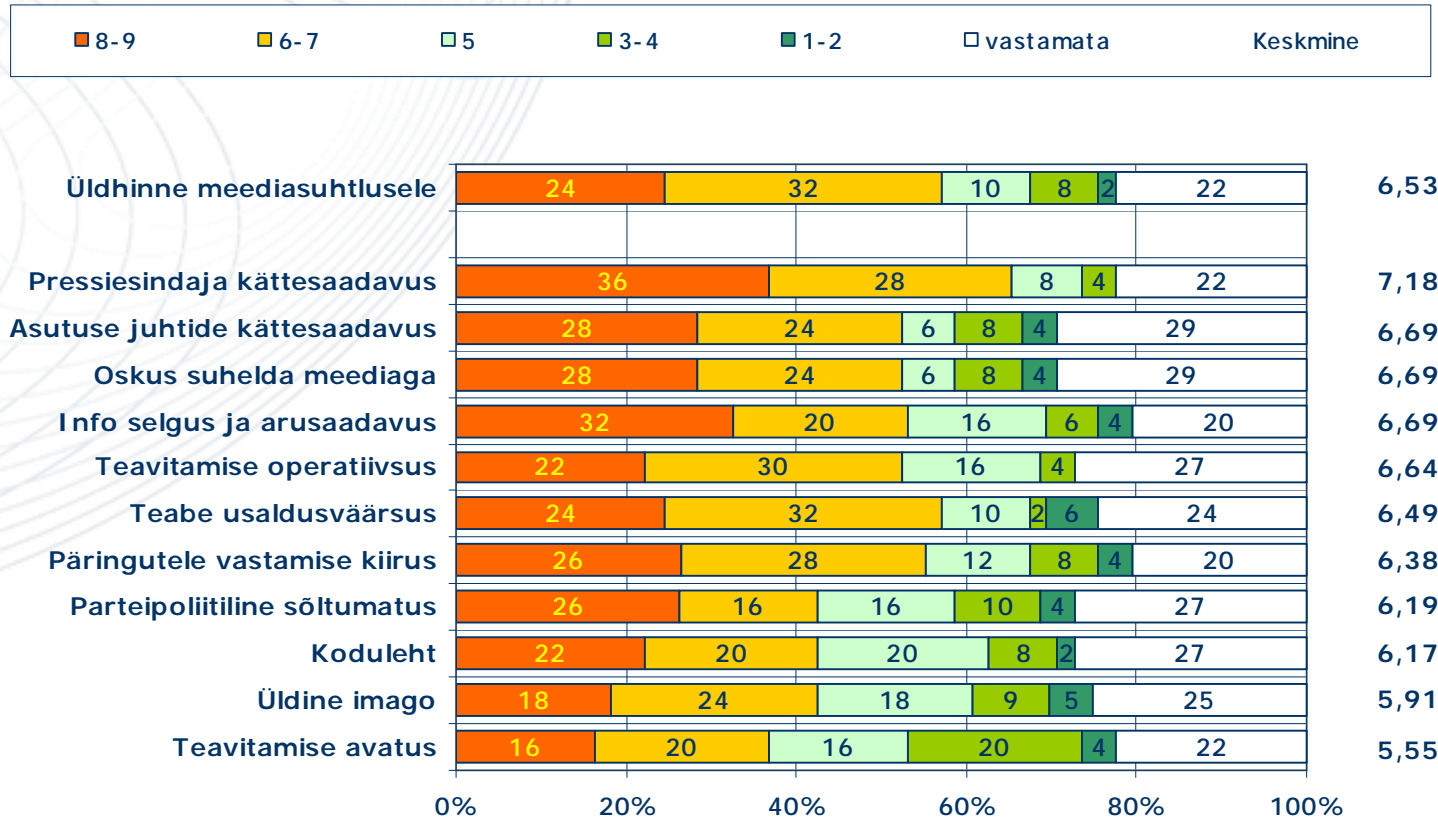
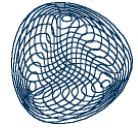
21. Kaitseministeerium

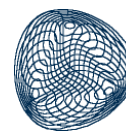
■ 2010 n=49 ● 2008 n=53 ● 2007 n=66 ● 2006 n=73



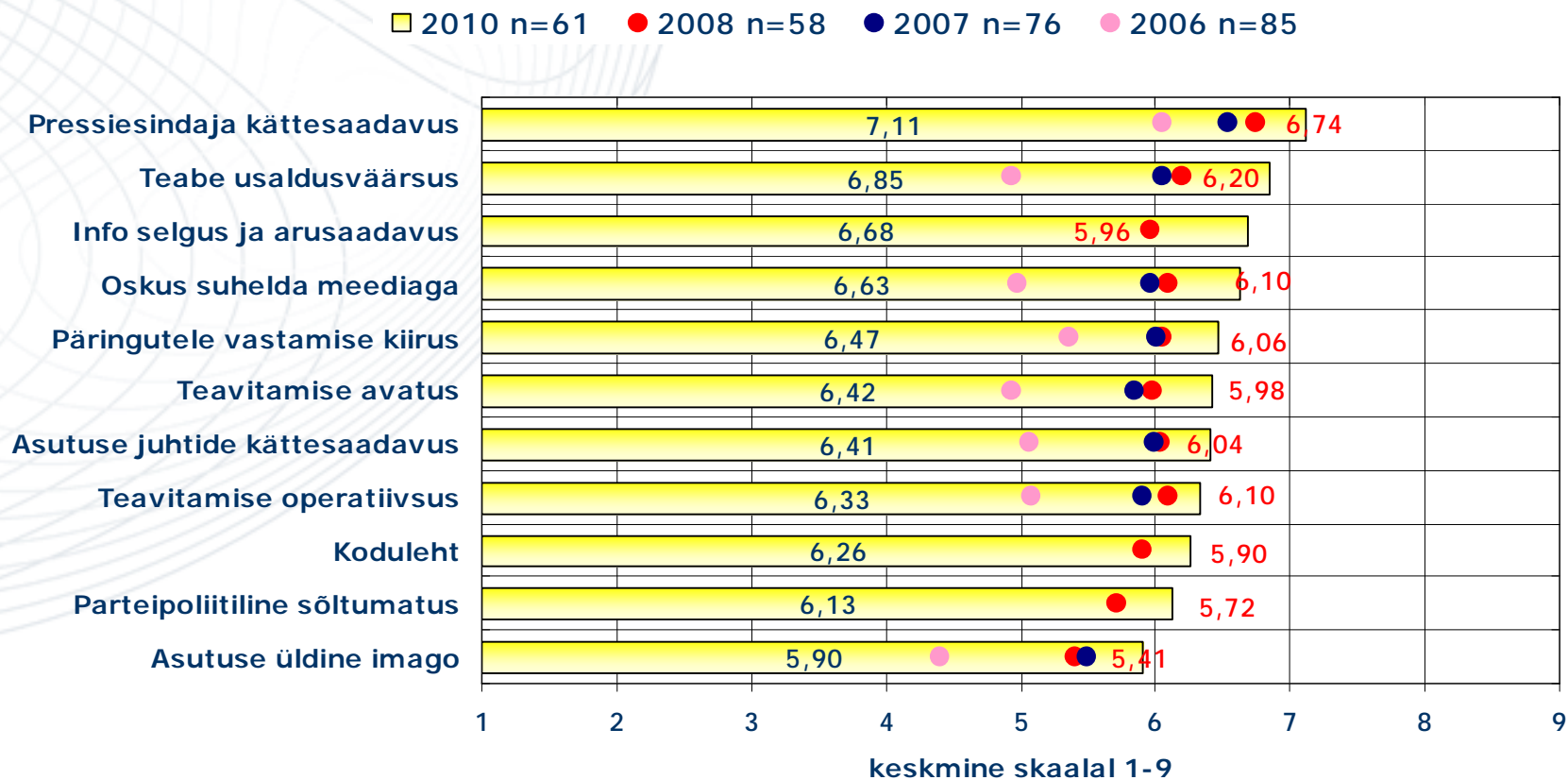
22. Kaitseministeerium

Hinnete jagunemine, hindajate arv n=49, imago puhul: n=73



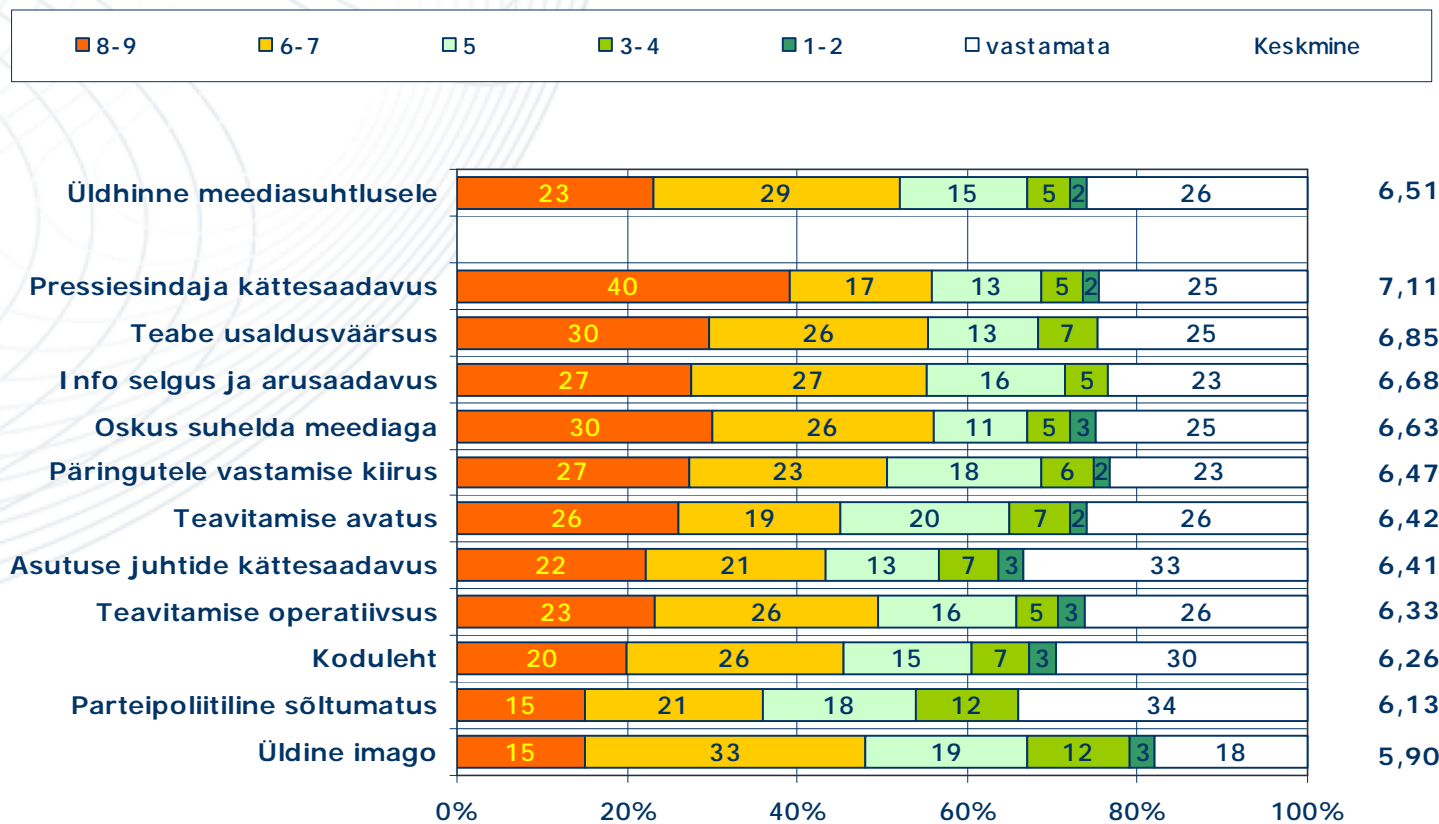
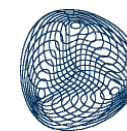


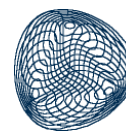
23. Keskkonnaministeerium



24. Keskkonnaministeerium

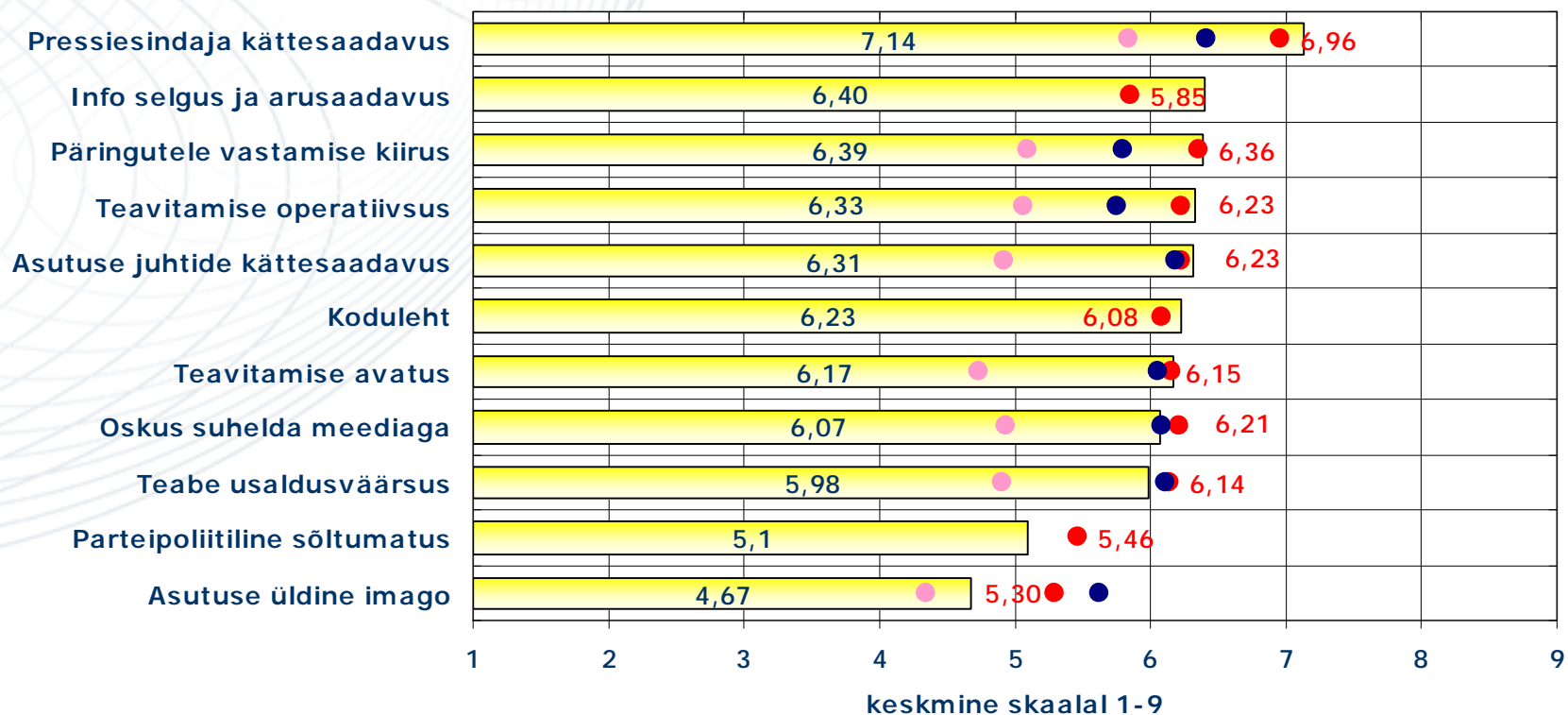
Hinnete jagunemine, hindajate arv n=61, imago puhul: n=73





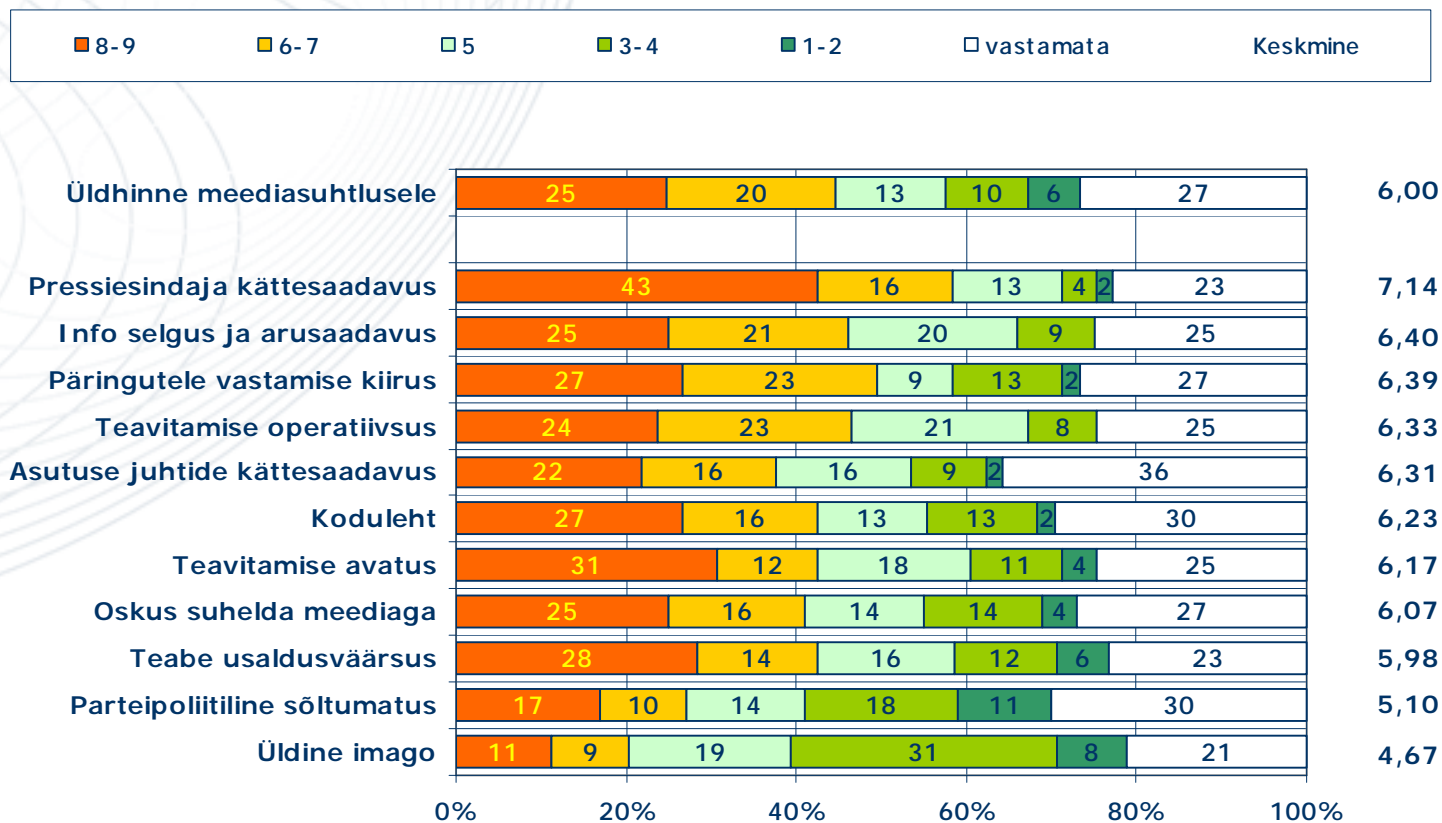
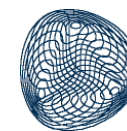
25. Kultuuriministeerium

■ 2010 n=56 ● 2008 n=50 ● 2007 n=80 ● 2006 n=78

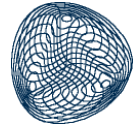


26. Kultuuriministerium

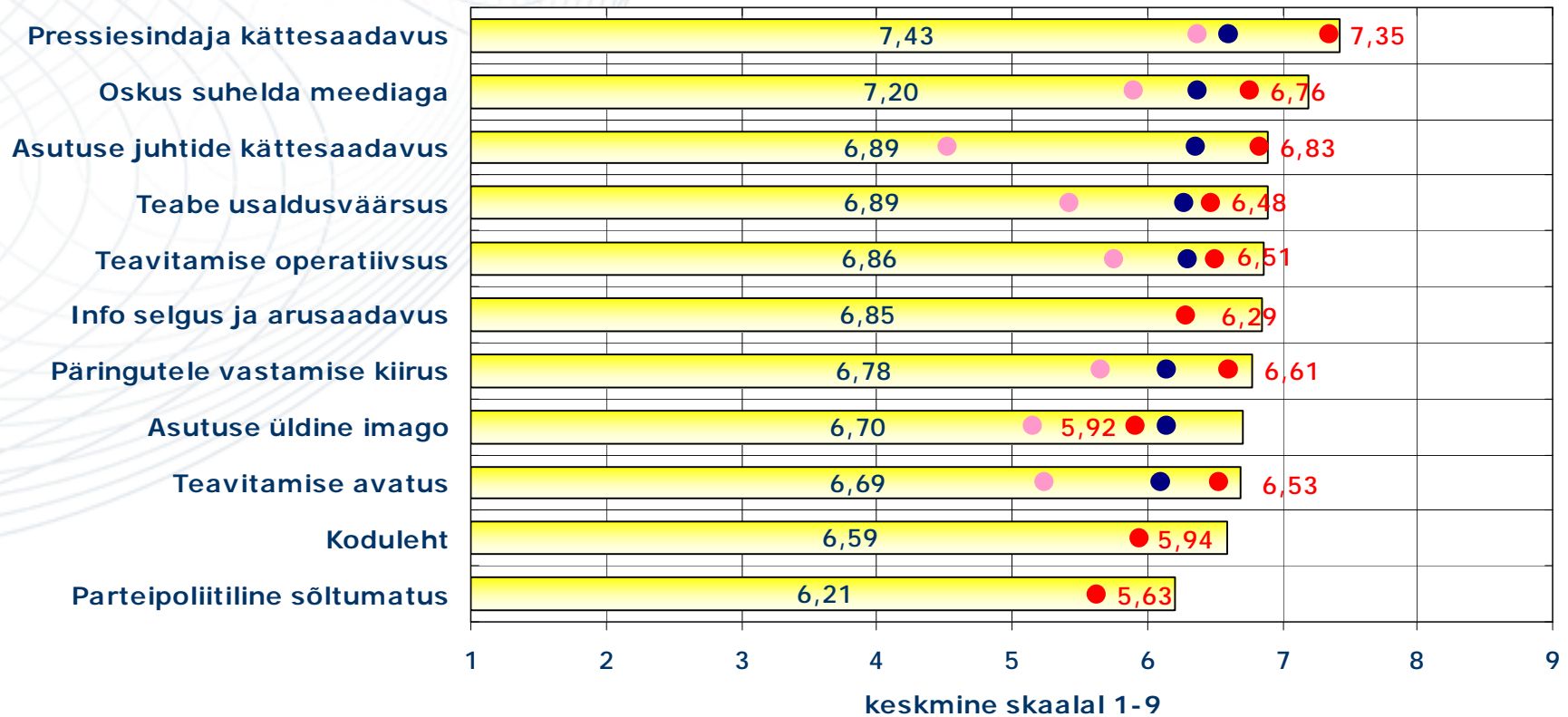
Hinnete jagunemine, hindajate arv n=56, imago puhul: n=73



27. Majandus- ja kommunikatsiooniministeerium

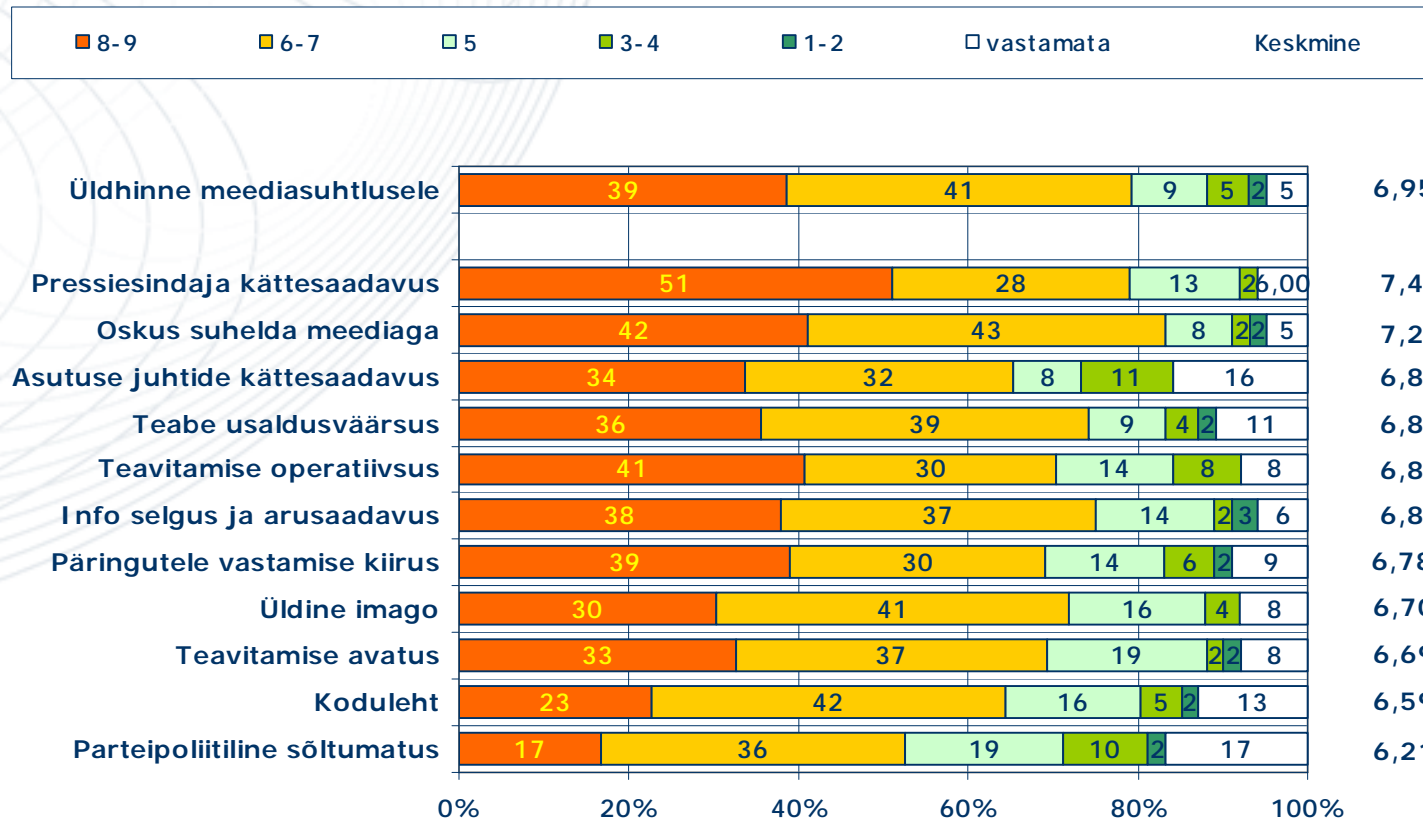
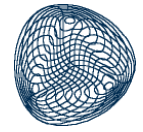


□ 2010 n=64 ● 2008 n=58 ● 2007 n=79 ● 2006 n=87

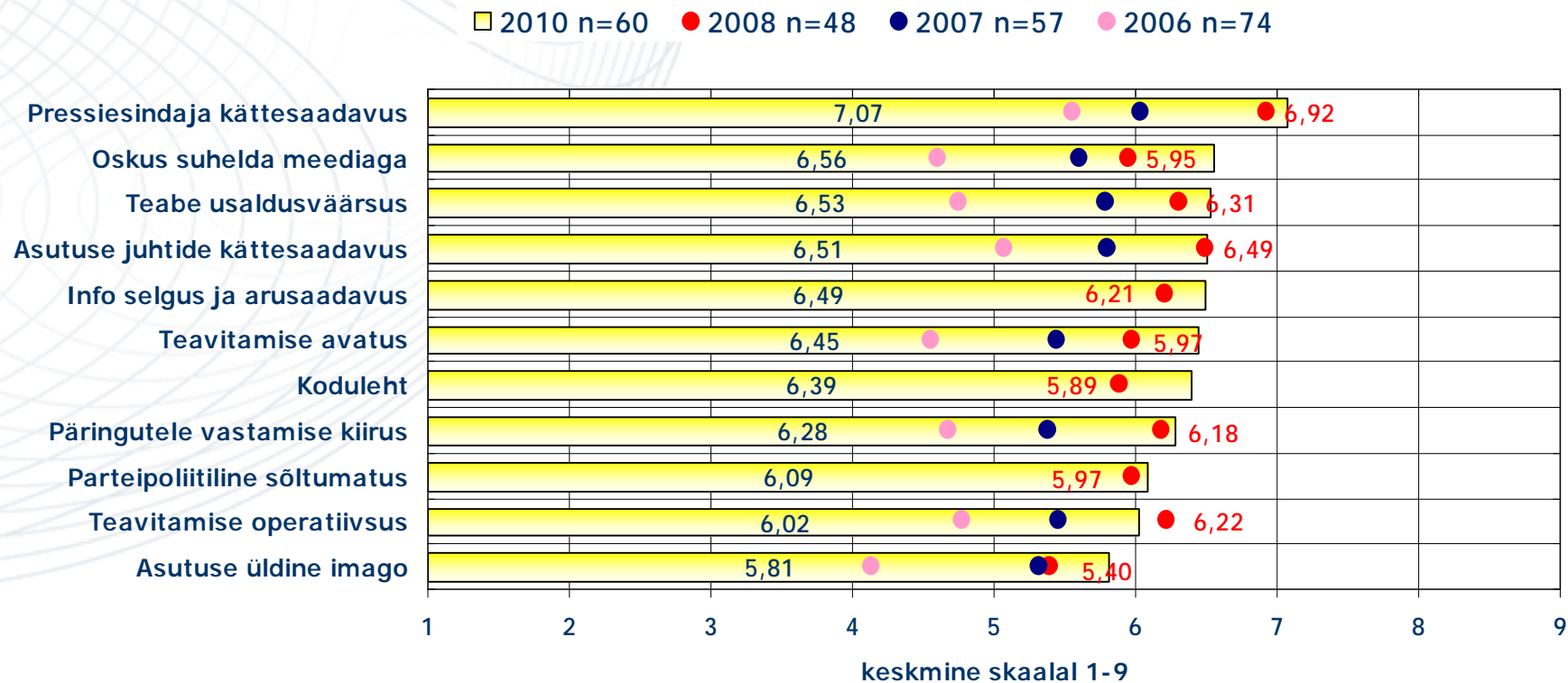
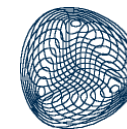


28. Majandus- ja Kommunikatsiooniministeerium

Hinnete jagunemine, hindajate arv n=64, imago puhul: n=73

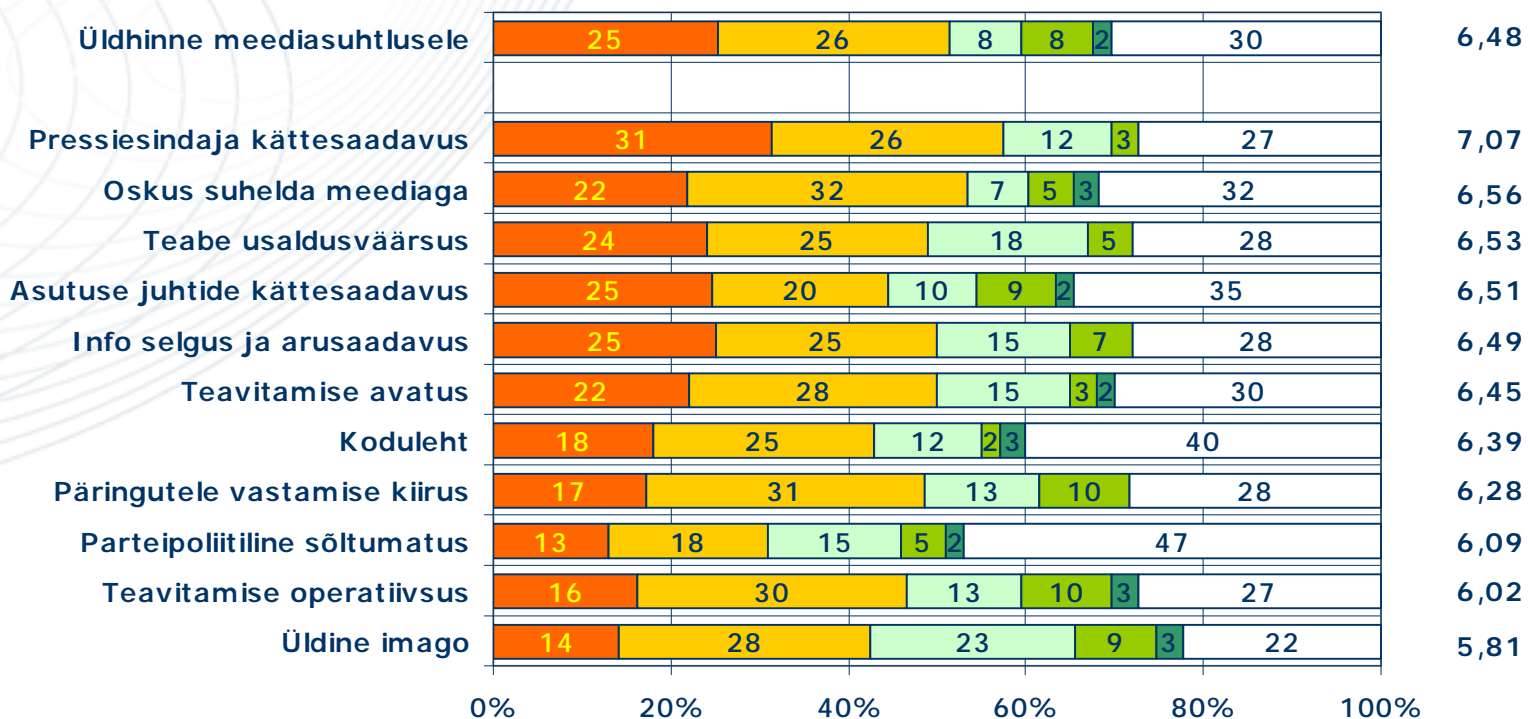
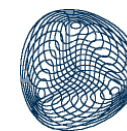


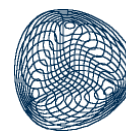
29. Põllumajandusministeerium



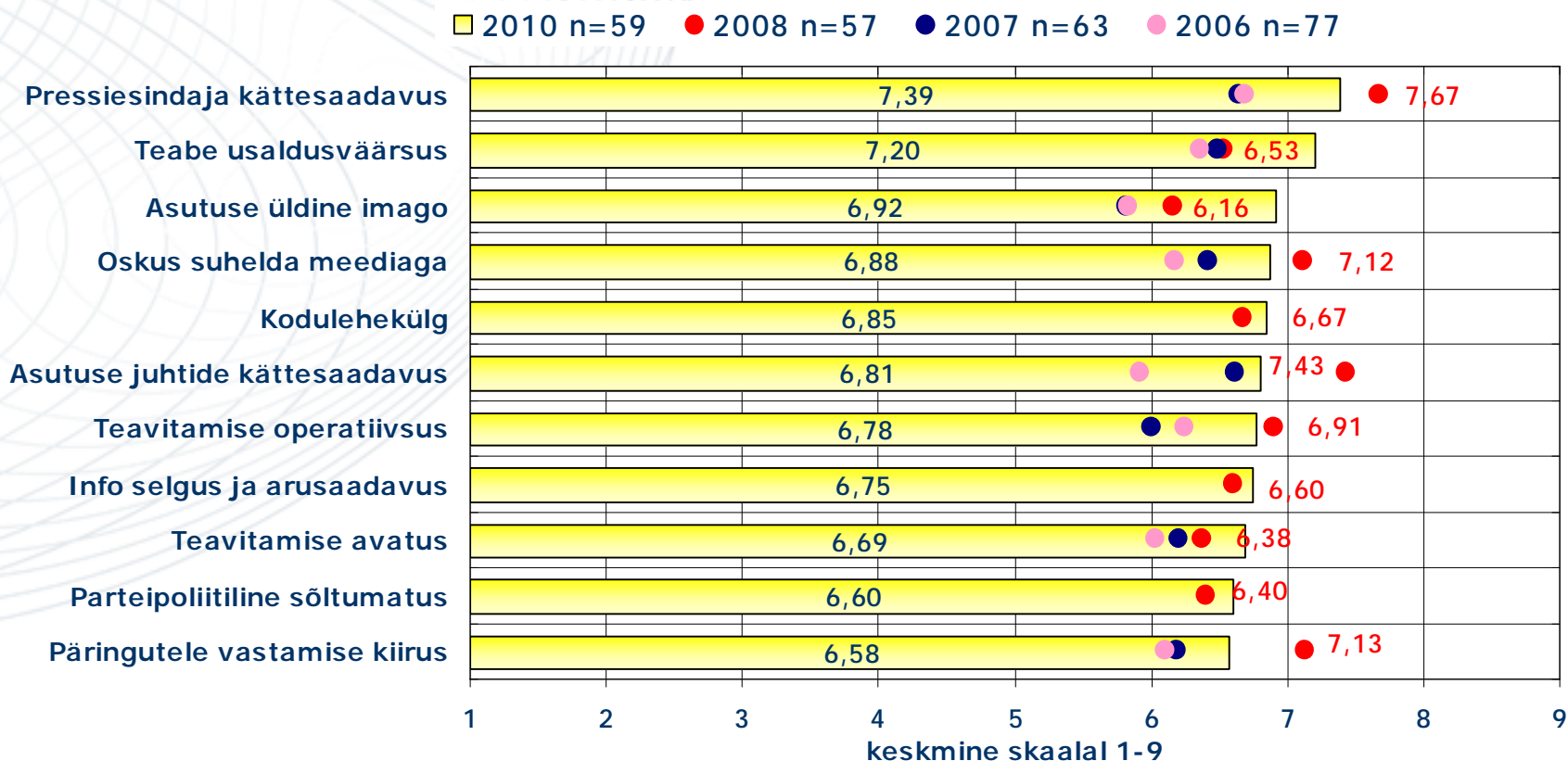
30. Põllumajandusministeerium

Hinnete jagunemine, hindajate arv n=60, imago puhul: n=73



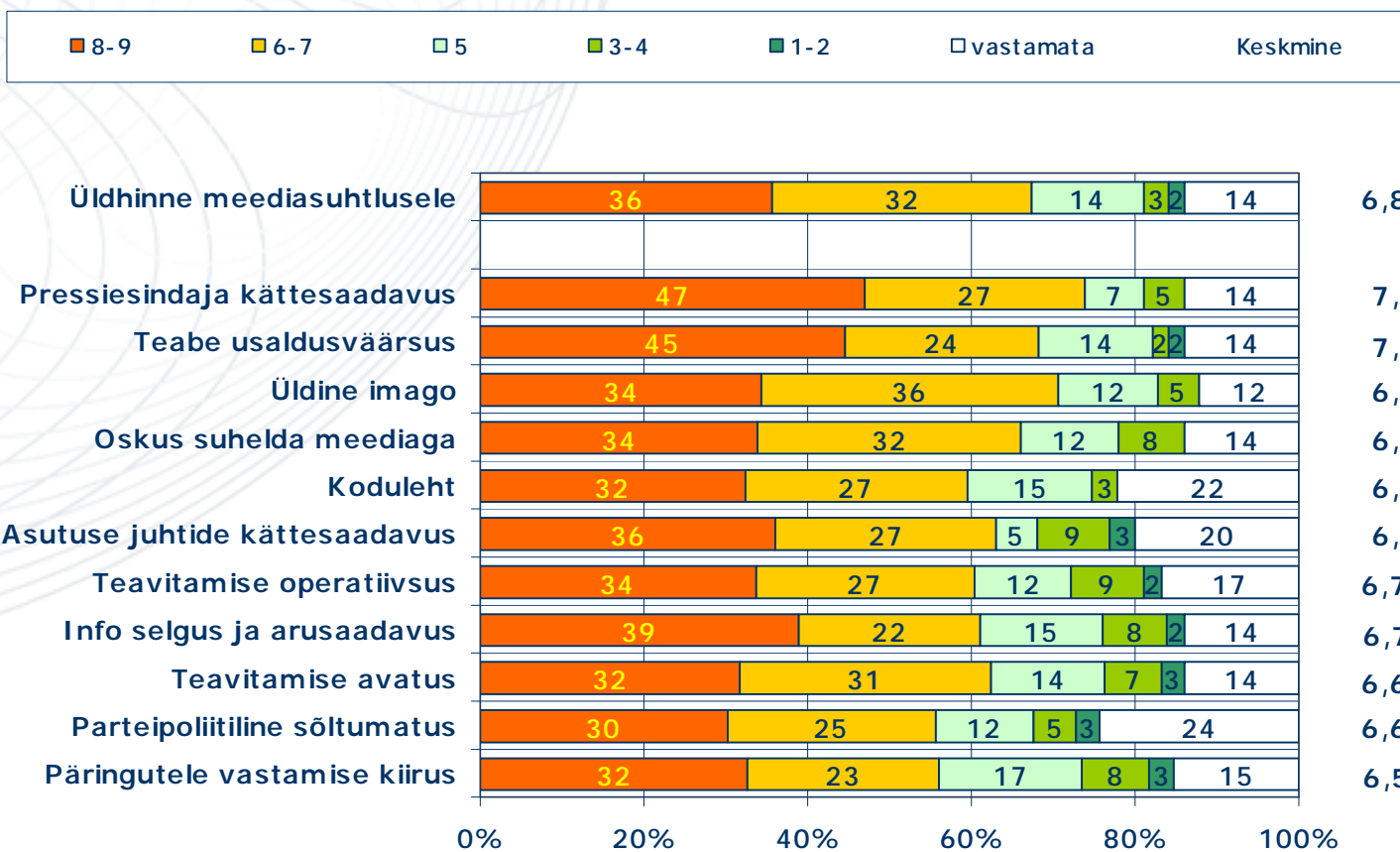
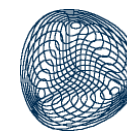


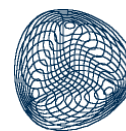
31. Rahandusministeerium



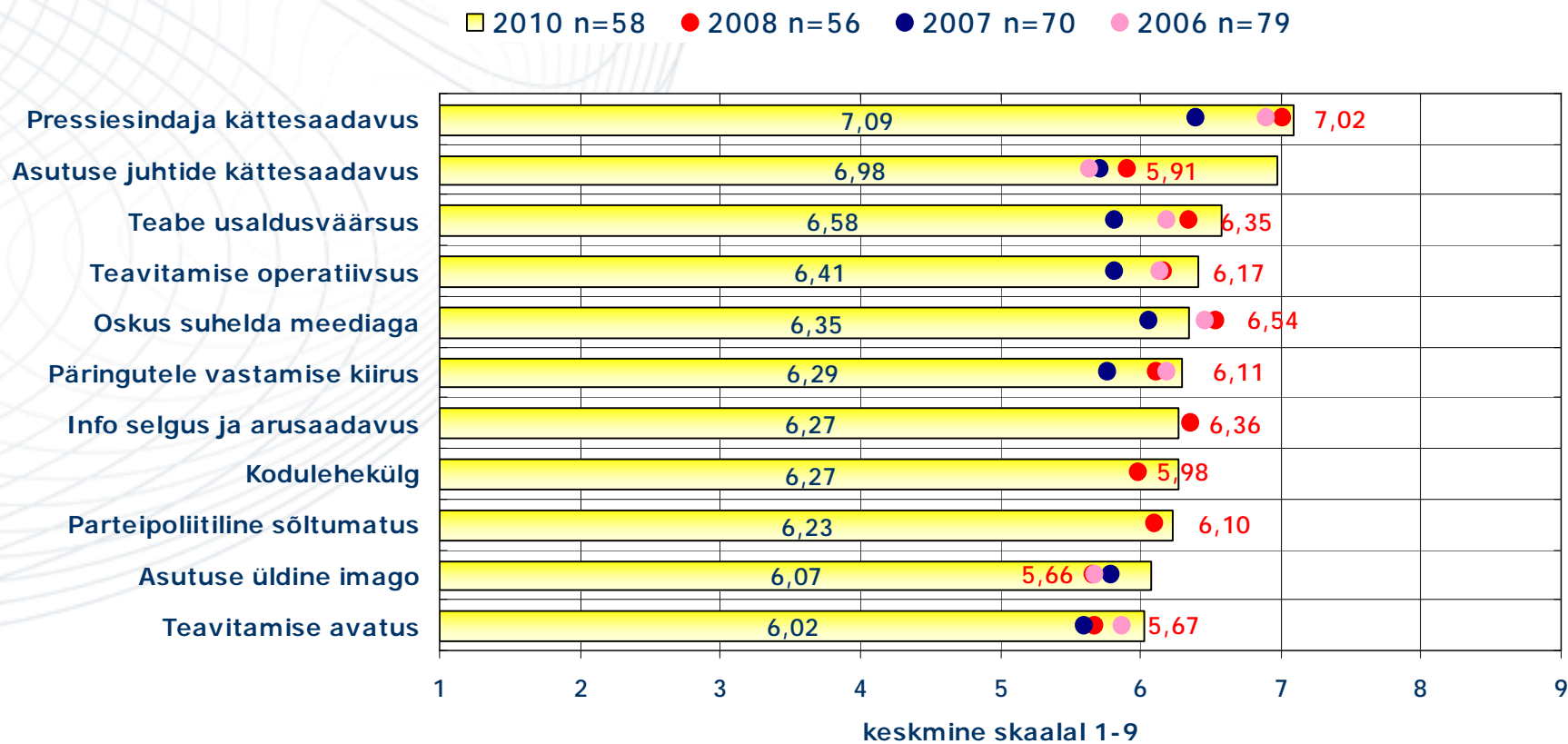
32. Rahandusministeerium

Hinnete jagunemine, hindajate arv n=59, imago puhul: n=73



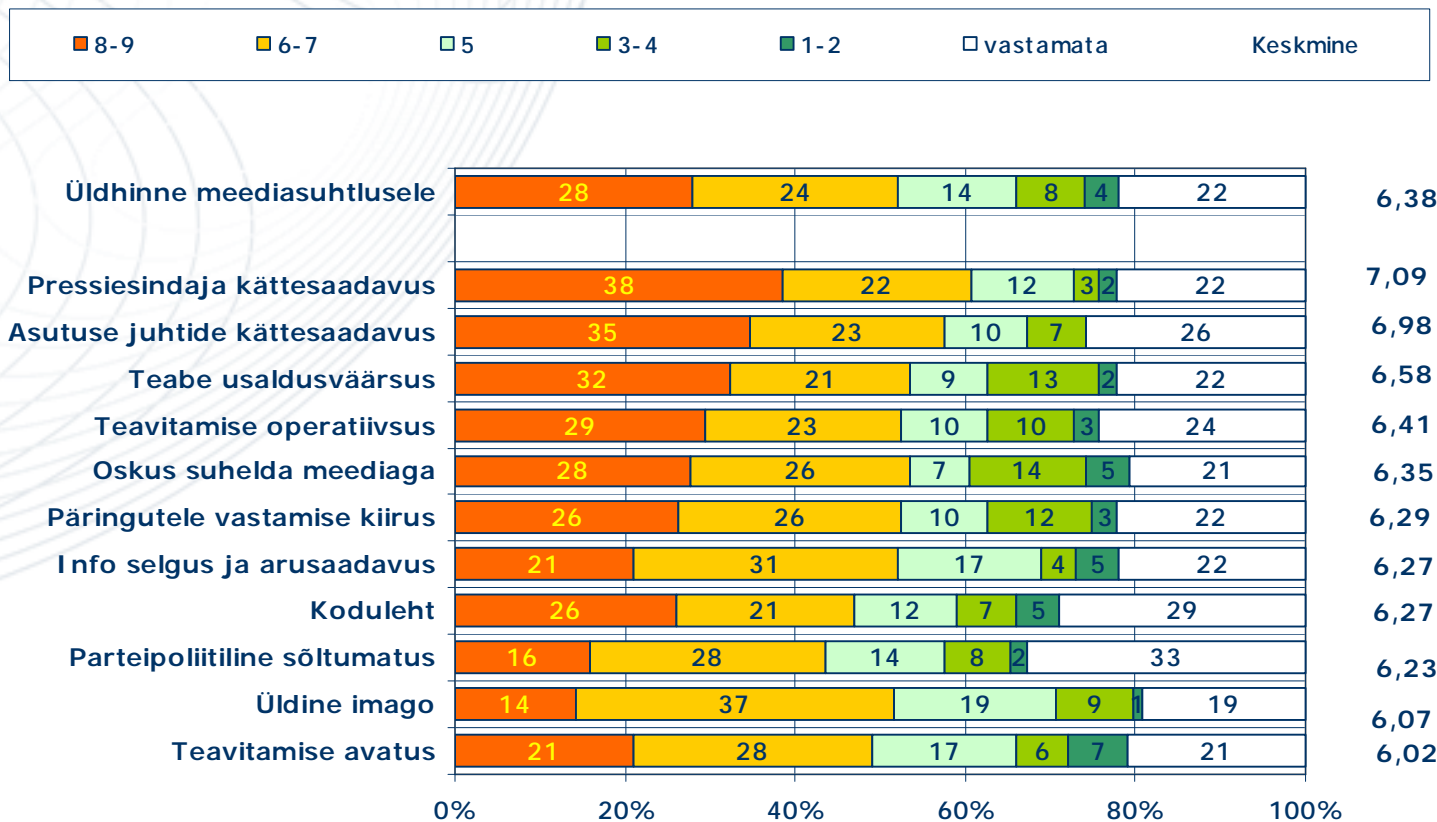
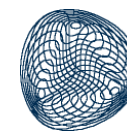


33. Siseministerium

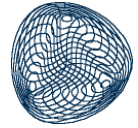


34. Siseministerium

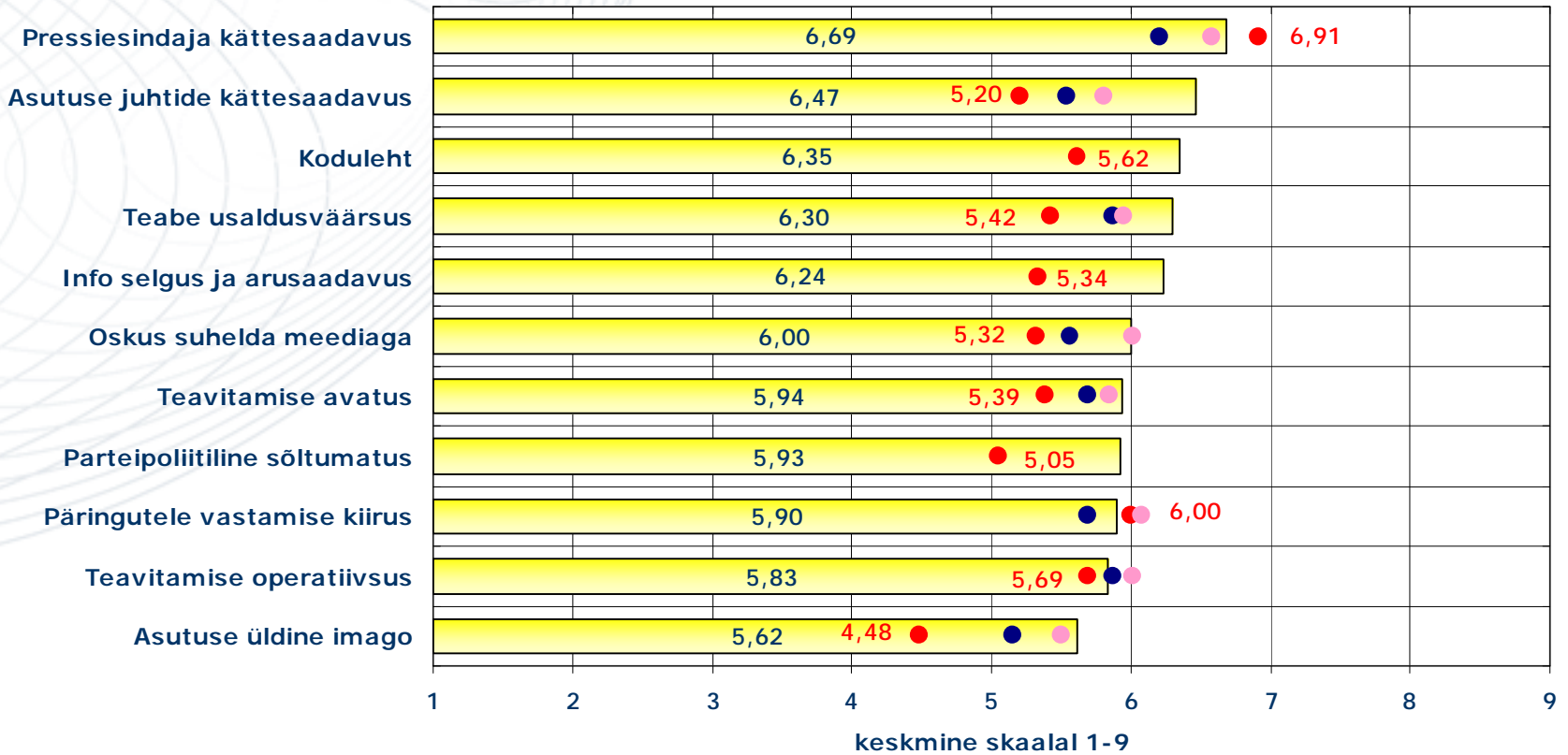
Hinnete jagunemine, hindajate arv n=58, imago puhul: n=73



35. Sotsiaalministeerium

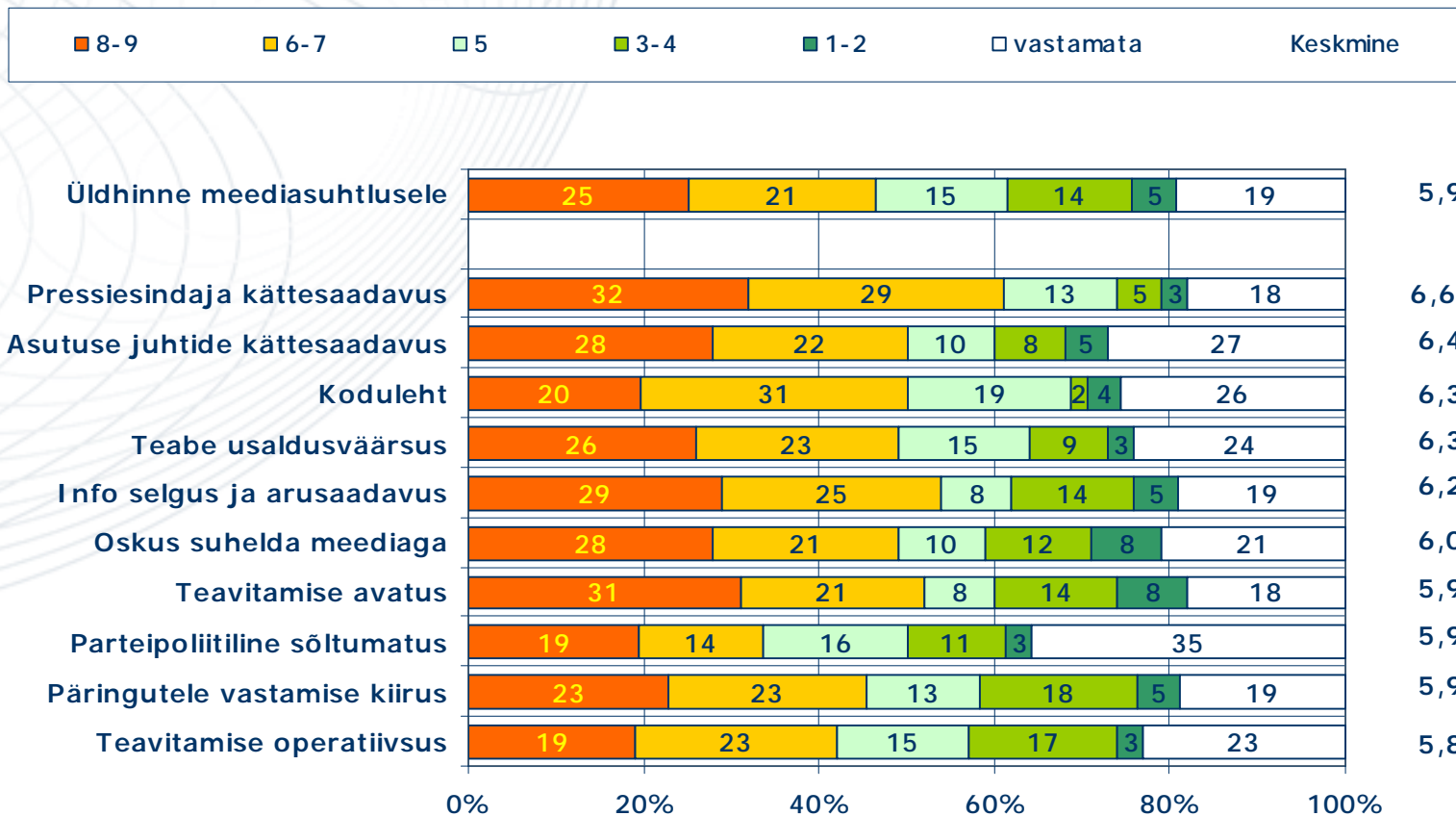
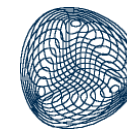


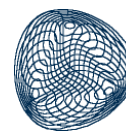
■ 2010 n=62
 ● 2008 n=56
 ● 2007 n=74
 ● 2006 n=82



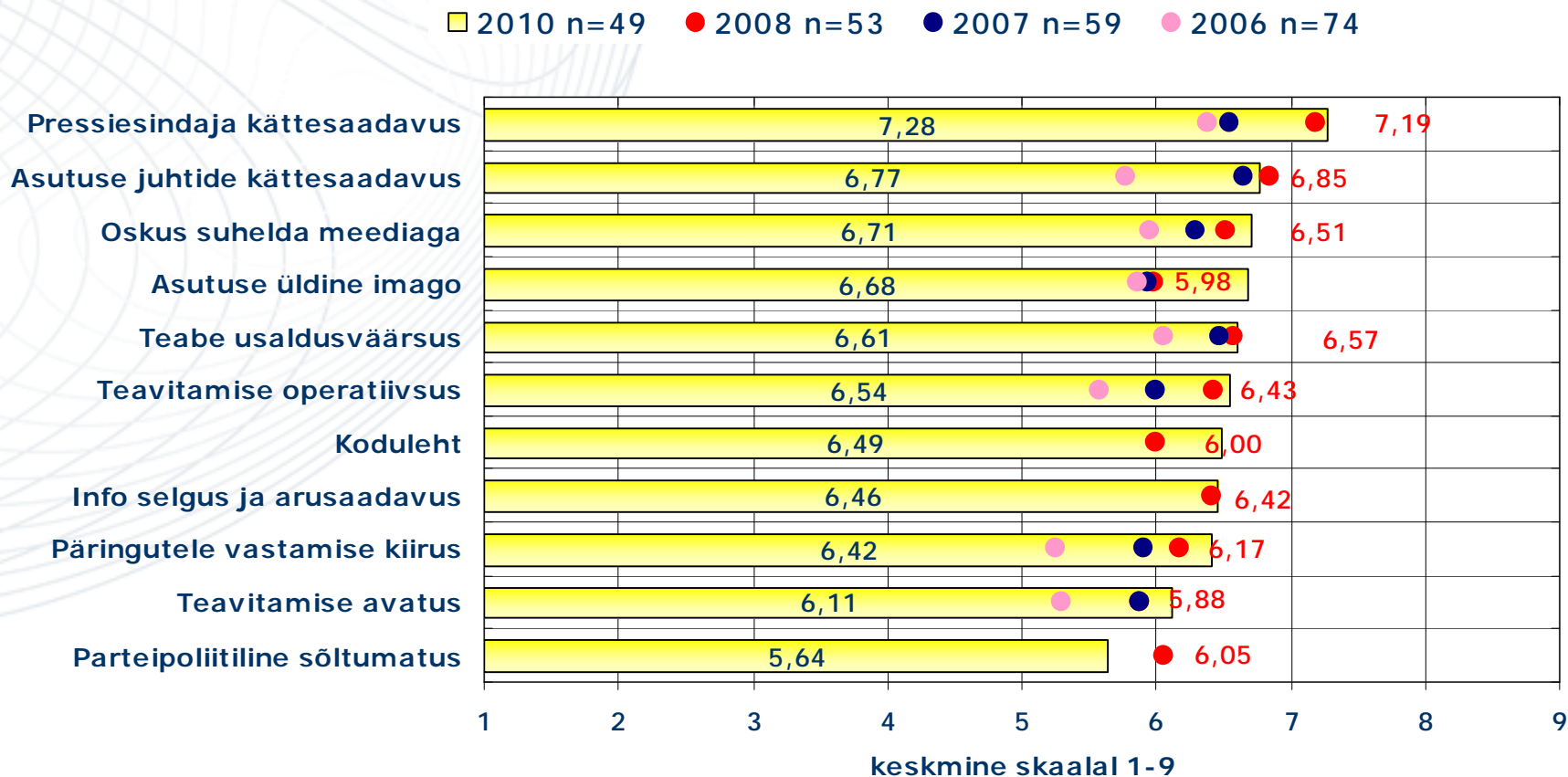
36. Sotsiaalministeerium

Hinnete jagunemine, hindajate arv n=62, imago puhul: n=73



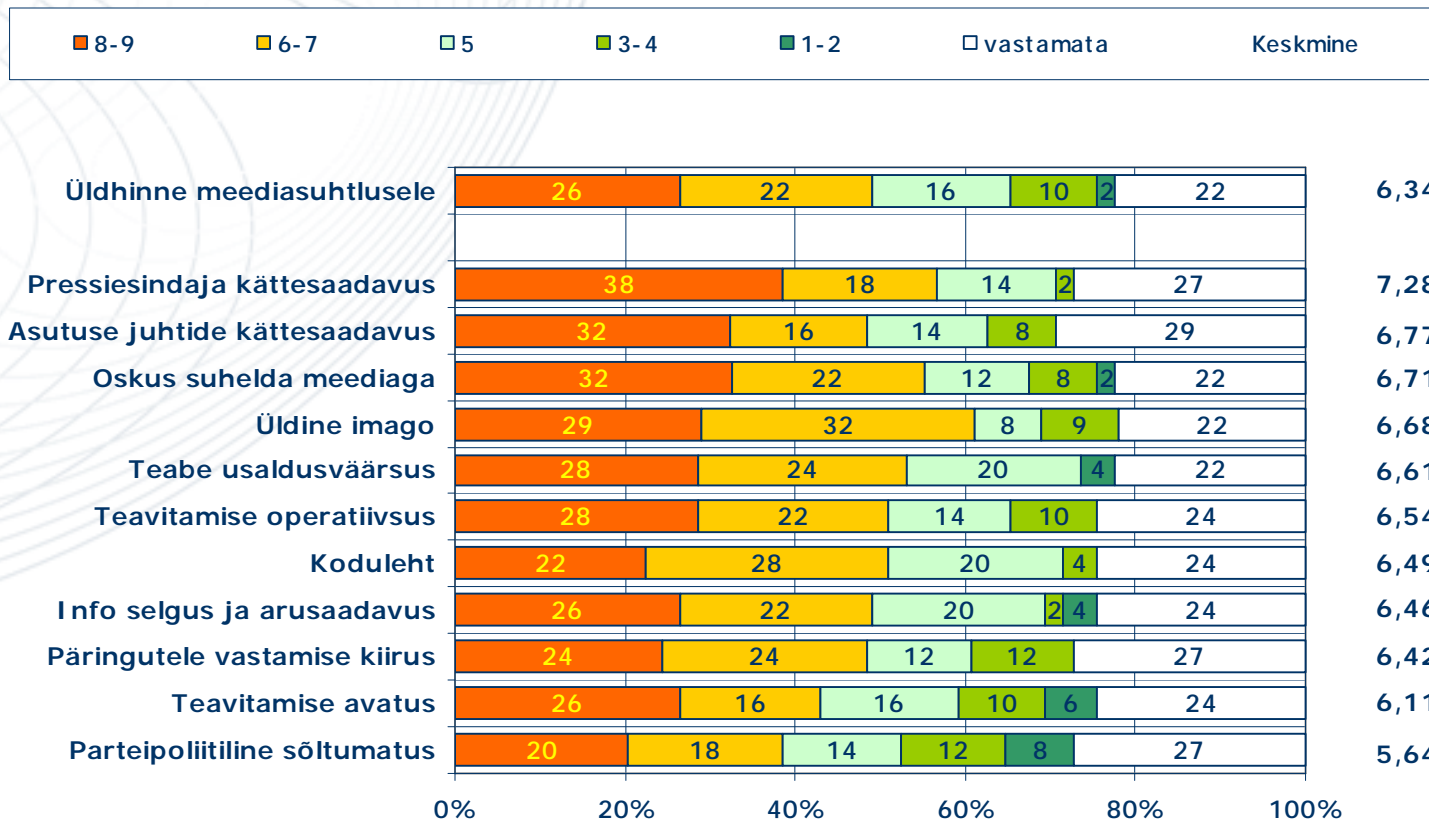
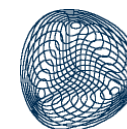


37. Välisministeerium



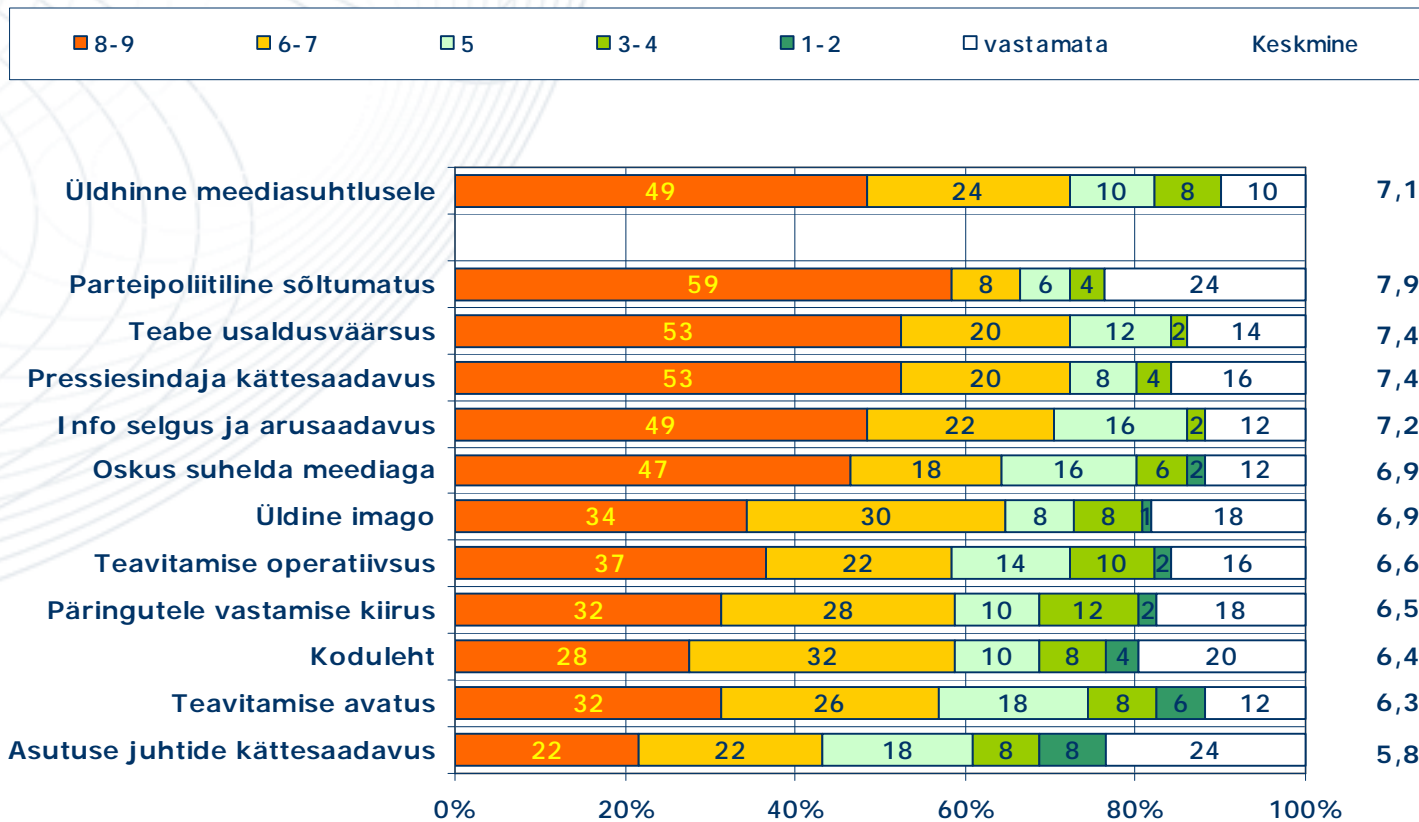
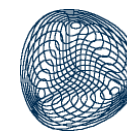
38. Välisministeerium

Hinnete jagunemine, hindajate arv n=49 (imago puhul: n=73)



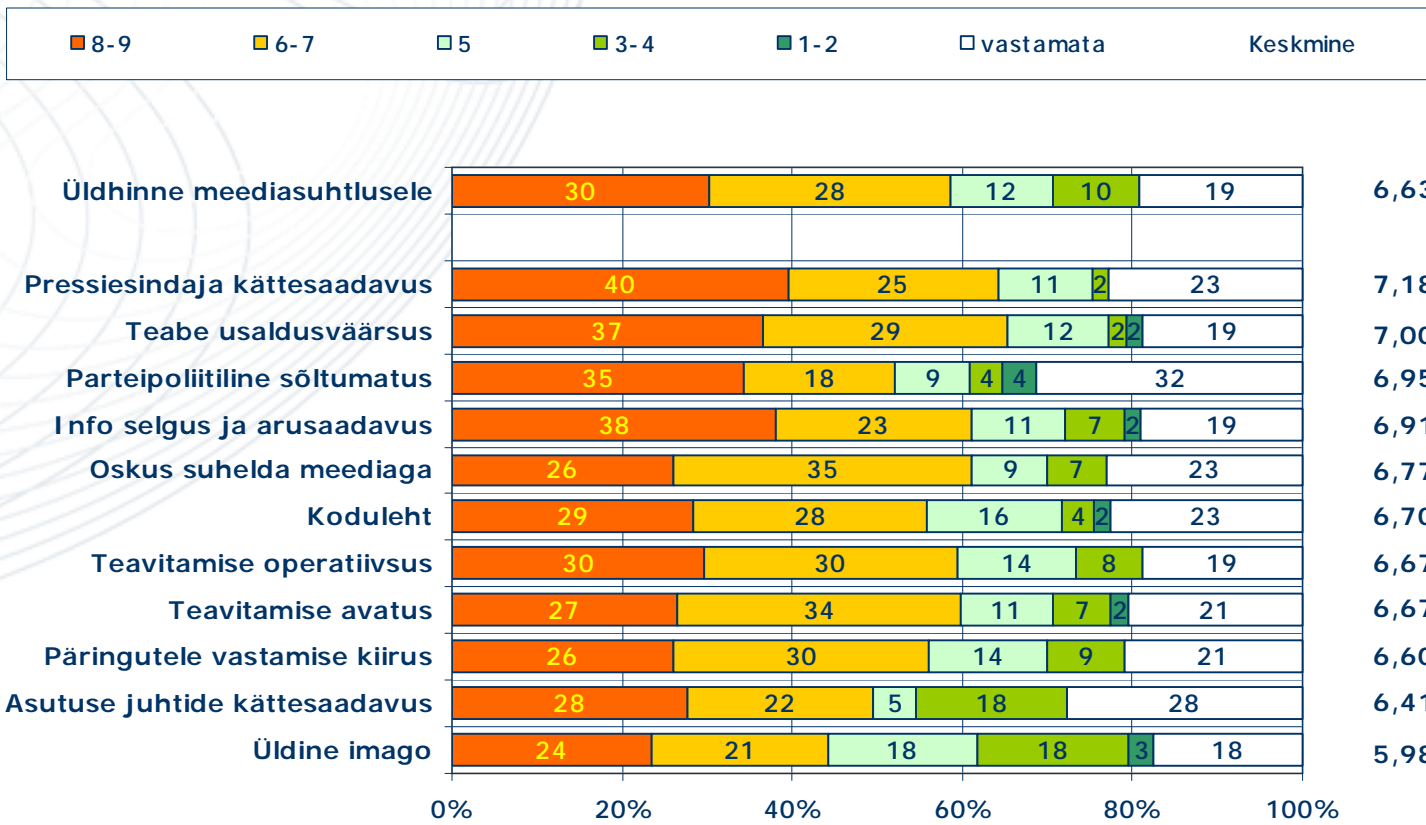
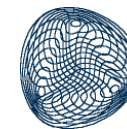
39. Eesti Pank

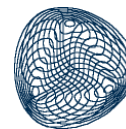
Hinnete jagunemine, hindajate arv n=51 (imago puhul: n=73)



40. Töötukassa

Hinnete jagunemine, hindajate arv n=57 (imago puhul: n=73)

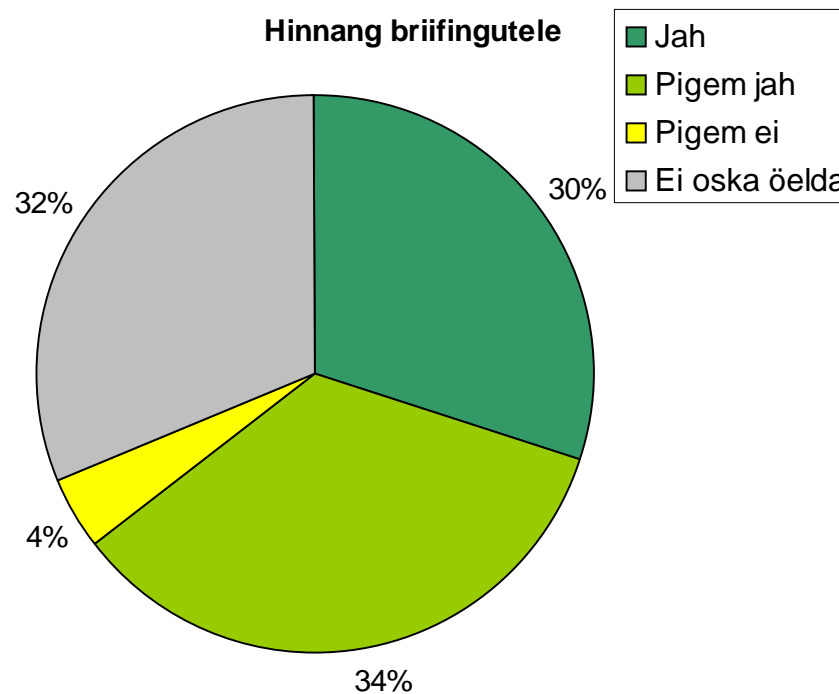
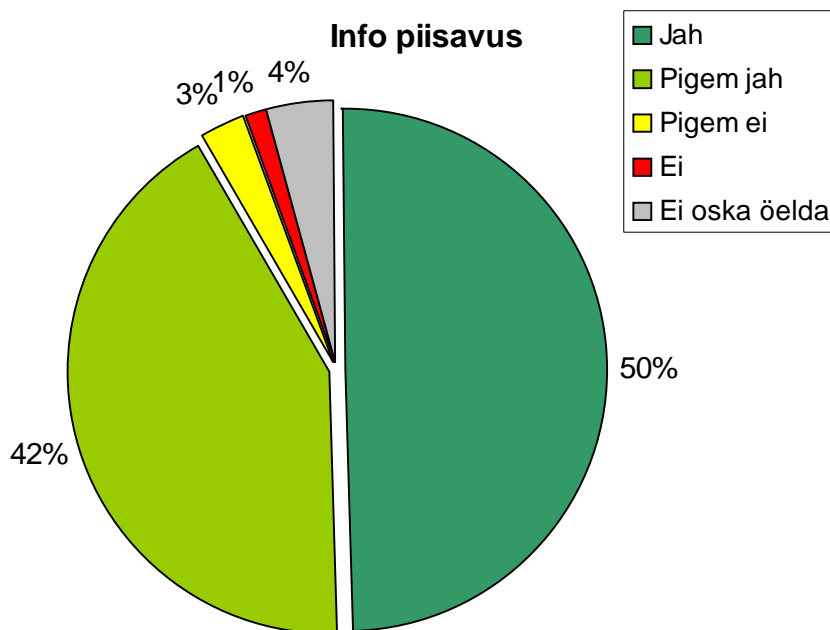
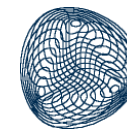




Kelle töö on oluliselt paranenud?

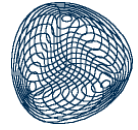
- ✓ Uuringu lõpus küsiti: Kas teie hinnangul on möödunud aasta jooksul mõne riigiasutuse (sh eelpool nimetatud riigiasutused, nt. põhiseaduslikud institutsioonid, riigiametid ja inspeksioonid) pressitöö oluliselt paranenud? Kui jah, siis millisel asutusel?
 - ✓ Vastajate poolt välja toodud vastused olid järgmised:
 - ✓Rahandusministeerium -4 korral
 - ✓Välisministeerium – 3
 - ✓Töötukassa – 3
 - ✓MKM – 3
 - ✓Sotsiaalministeerium – 2
 - ✓VKB - 2
 - ✓Politsei- ja piirivalveamet - 2
 - ✓Keskonnaamet – 2
 - ✓Eesti Pank – 2
 - ✓Keskonnaministeerium - 2
- Haridusministeerium, Keskkonnainspeksioon, Maksu ja Tolliamet, Kaitseministeerium, Riigikontroll, Kultuuriministeerium, Tarbijakaitseamet, Andmekaitse inspeksioon, Tööinspeksioon, RMK, Erametsakeskus.

41. Kas eurole üleminekust pakuti piisavalt olulist infot? Kas Rahandusministeeriumi euroteemalised briifingud käsitlesid olulisi teemasid? n=73

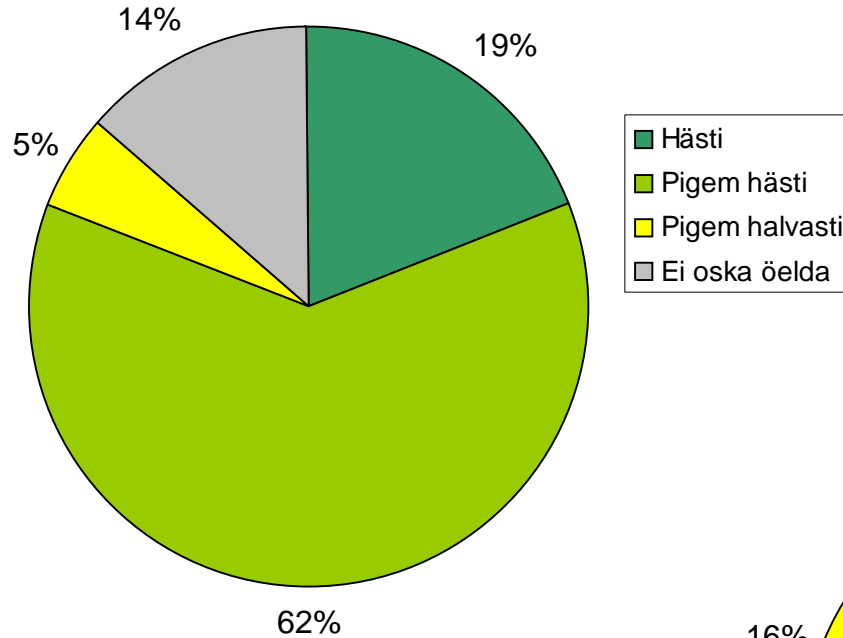


42. Kuidas hindate euro teema peamisi kõneisikuid? Kui hästi suutis riik välja tuua euroga liitumise posit. külgi?

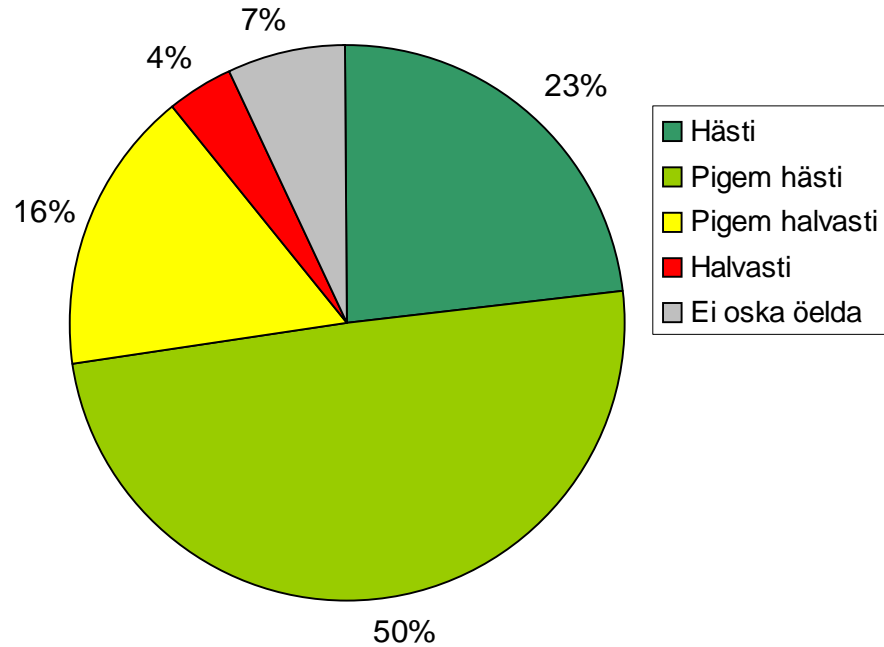
n=73



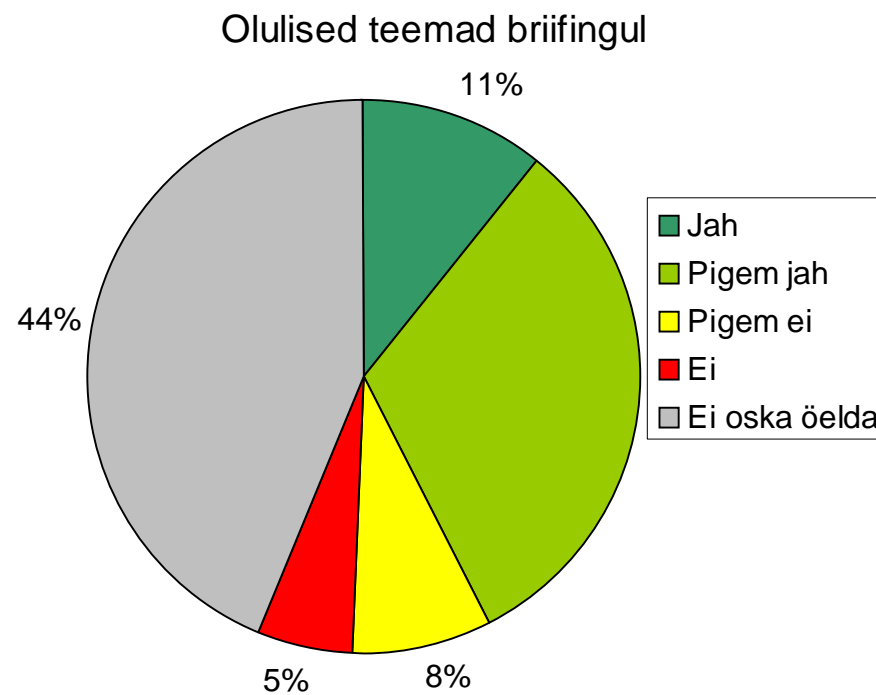
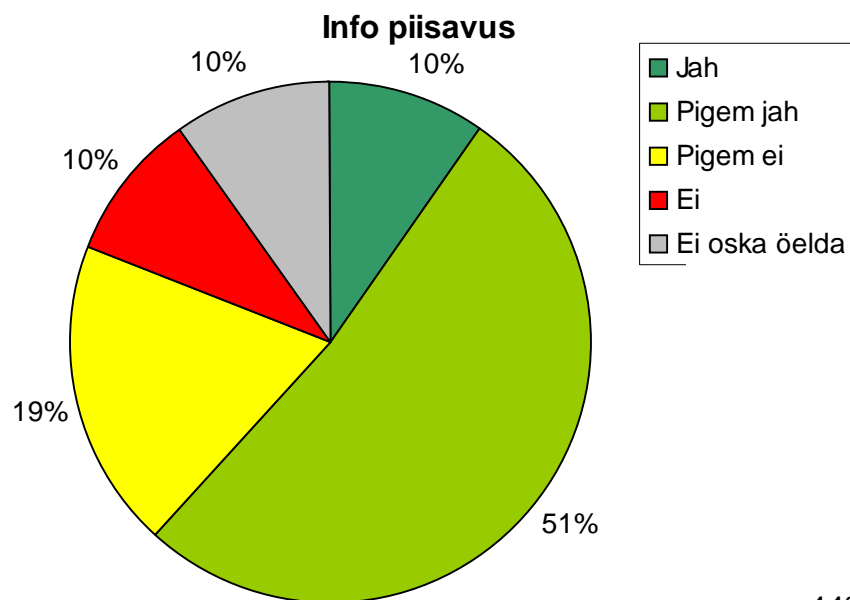
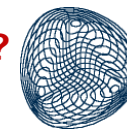
Hinnang kõneisikutele



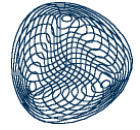
Positiivse välja toomine



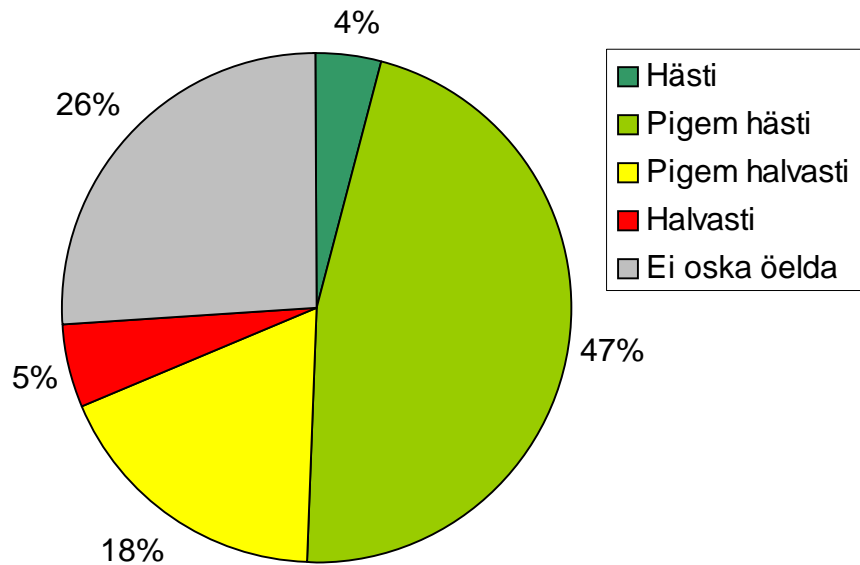
43. Kas töötuse teemal on riigi poolt ajakirjanikele pakutud piisavalt infot? Kas Sotsiaalministeeriumi korraldatud töötuse teemalised брииңingud käsitlesid olulisi teemasid? n=73



44. Kuidas hindate töötuse teema peamisi kõneisikuid? Kui hästi suutis riik välja tuua meetmeid töötuse olukorra leevendamiseks? n=73



Hinnangud kõneisikutele



Meetmed töötuse leevendamiseks

