



**CroNGO**

# **Attitudes Towards NGOs in Croatia**

**Survey Report**

Omnibus Survey in Croatia conducted by GfK  
Spring 2002

*CroNGO is funded by the United States Agency for International Development (USAID)*



# Table of Contents



	<u>Page</u>
I. Survey Design	3
II. Summary Information	5
III. Survey Results - Awareness	8
IV. Survey Results - Attitudes	14
V. Survey Results - Problems and Solutions	20
VI. Attachments	24



# I. Survey Design



Ordering Party: Academy for Educational Development

Research Agency: GfK - Center for Market Research, Croatia; [www.gfk.hr](http://www.gfk.hr)

Subject: Attitudes towards NGOs in Croatia

Method: Omnibus Survey, face-to-face in-home interviewing with structured questionnaire. Interviewers were well trained by GfK, male and female, mostly students. Fieldwork control is regularly conducted by phone on 20% of the sample.

Sample: Nation-wide, representative, stratified and random sample of 1,000 individuals in Croatia +15 years old, male and female. Stratification was done according to the number of 15+ population in regions and size of residence, on the basis of population data. The total number of sampling points was 98 in 76 cities/villages. At each sampling point the addresses were selected randomly. At each household, the respondent was also randomly selected.

Fieldwork: 11th April - 3rd May, 2002

"All research projects are conducted in accordance with the provisions of the ICC/ESOMAR International Code of Marketing and Social Research Practice."



# I. Survey Design



- 12 questions were asked of each respondent, divided among the following three sections:
  - **Awareness:** awareness of the terms “association” and “NGO”; sources of information on NGOs; awareness of individual NGOs; and awareness of the purposes of NGOs.
  - **Attitude:** general opinion of NGOs in Croatia and prior experience either working for or volunteering with NGOs.
  - **Problems and Solutions:** greatest perceived problems in Croatia at the national and local community level; and perception of which institutions are working to solve these problems.



## II. Summary Information

### MAIN RESULTS OF THE SURVEY

- Awareness of the terms “Udruga” and/or “Nevladina organizacija” is extremely high (95.8%).
- The main source of information on associations and NGOs is television (94.5%).
- The most often mentioned organizations are GONG, HVIDR-a, B.a.B.e., Caritas and HHO.
- The most often mentioned areas of NGO work are environmental protection, human rights and assistance to vulnerable members of society.



## II. Summary Information

### MAIN RESULTS OF THE SURVEY

- Attitudes towards NGOs and associations are mostly positive (61.2%) or at least neutral (31.5%).
- 8.6% of respondents had either worked for or volunteered with an NGO, club or association during the past 5 years.
- The greatest problems in Croatia at both the national and local community levels are unemployment, a poor economy and a low standard of living.
- Respondents stated that the following institutions provide the greatest contribution towards solving the problems stated immediately above: NGOs, media, church and police.



## II. Summary Information

### FURTHER RESEARCH

- Reported awareness of the terms “NGO” and “association” was quite high. Additional research is necessary in order to confirm this awareness.
- Areas of identified NGO work are not in line with identified problems in Croatia. For example, the top three stated problems are unemployment, a poor economy, and a low standard of living; yet these topics are not prominent in the identified areas of NGO work. Does the public feel that NGOs are not addressing the most important problems? Are NGOs addressing these problems?
- The general opinion of NGOs is very high. This should be verified in further research.



### III. Survey Results - Awareness



#### AWARENESS OF THE TERMS “ASSOCIATION” (*udruga*) AND “NGO” (*nevladina organizacija*)

##### Survey Questions

**Q1: Have you heard of the term “association” (*udruga*) and do you know what it is?**

**Q2: Have you heard of the term “NGO” (*nevladina organizacija*) and do you know what it is?**

- Nearly all respondents (95.8%) stated that they had heard of either the term “association” (*udruga*) or “NGO” (*nevladina organizacija*).
  - The term “association” (*udruga*) appears to be well known among respondents as nearly all had heard of this term (95.6%). The majority of respondents (81.6%) also stated that they knew the meaning of this term.
  - The term “NGO” (*nevladina organizacija*) is also well known among respondents as 91.4% stated that they had heard of the term. Over 70% of respondents stated that they know what an “NGO” is (72.3%).
- Comparing the results by demographics, there are no significant differences among categories of respondents (i.e. region, size of locality, sex, age, marital status, education, employment, respondent status in the household, and household monthly income):
  - In each category at least 91.5% of respondents had heard of either “association” or “NGO” with the exception of those without any formal education or unfinished elementary school (although 88.5% of this category had heard of these terms).
  - The highest percentage of awareness of either one (or both) terms was in the regions of Lika, Kordun and Banovina.

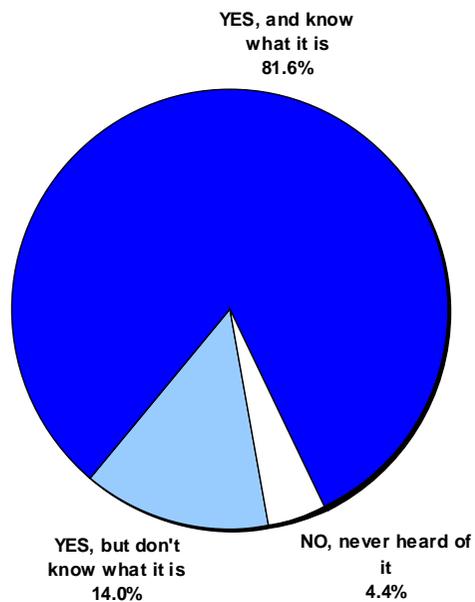


# III. Survey Results - Awareness

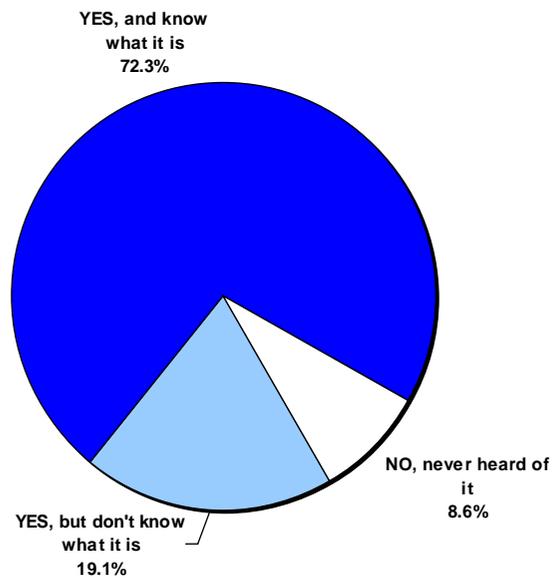


## AWARENESS OF THE TERMS "ASSOCIATION" (*udruga*) AND "NGO" (*nevladina organizacija*)

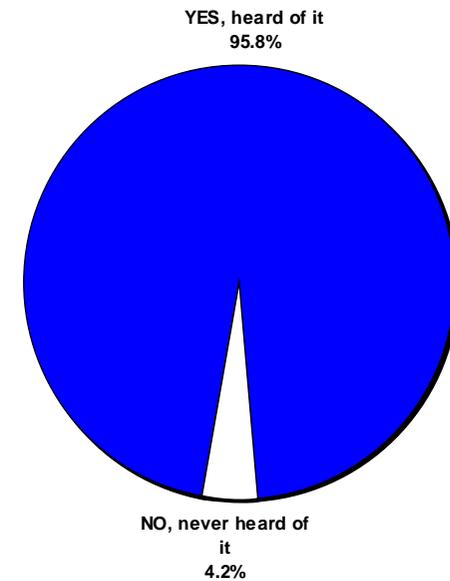
ASSOCIATION ONLY



NGO ONLY



ASSOCIATION AND/OR NGO (DERIVED)



100% = 1,000 adult respondents



## III. Survey Results - Awareness



### SOURCES OF INFORMATION ON ASSOCIATIONS AND NGOS

#### Survey Question

**Q3: Where have you heard of, or learned about, associations and NGOs?**

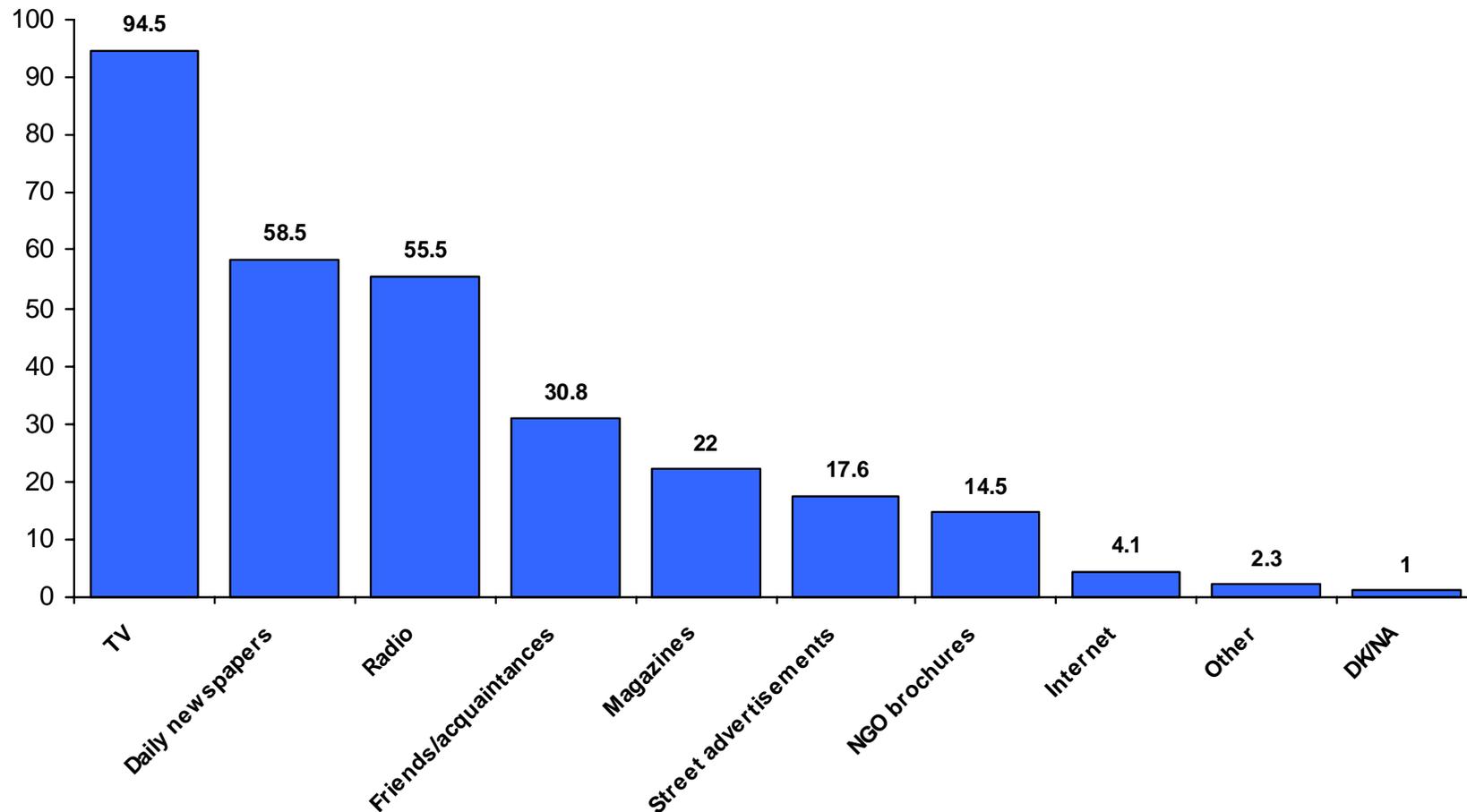
- Among respondents, the main source of information about associations / NGOs is television (94.5%).
- This is followed, in descending order, by:
  - Daily newspapers;
  - Radio;
  - Personal contacts with friends or acquaintances;
  - Magazines;
  - Street advertisements;
  - Brochures and leaflets; and
  - Internet



### III. Survey Results - Awareness



SOURCES OF INFORMATION ON ASSOCIATIONS AND NGOS



100% = total number of respondents who reported having heard of "Udruga" and/or "Nevladina organizacija" (95.8%)



## III. Survey Results - Awareness



### KNOWLEDGE OF NGOS

#### Survey Question

**Q4: Please list the names or titles of associations or NGOs that you can think of at this moment.**

*Note: Although participants were asked to provide the actual names of associations and NGOs, many responded by providing a list of the areas of NGO work or categories of NGOs. Results are presented only for organizations specifically mentioned by name.*

➤ The most frequently named organizations were:

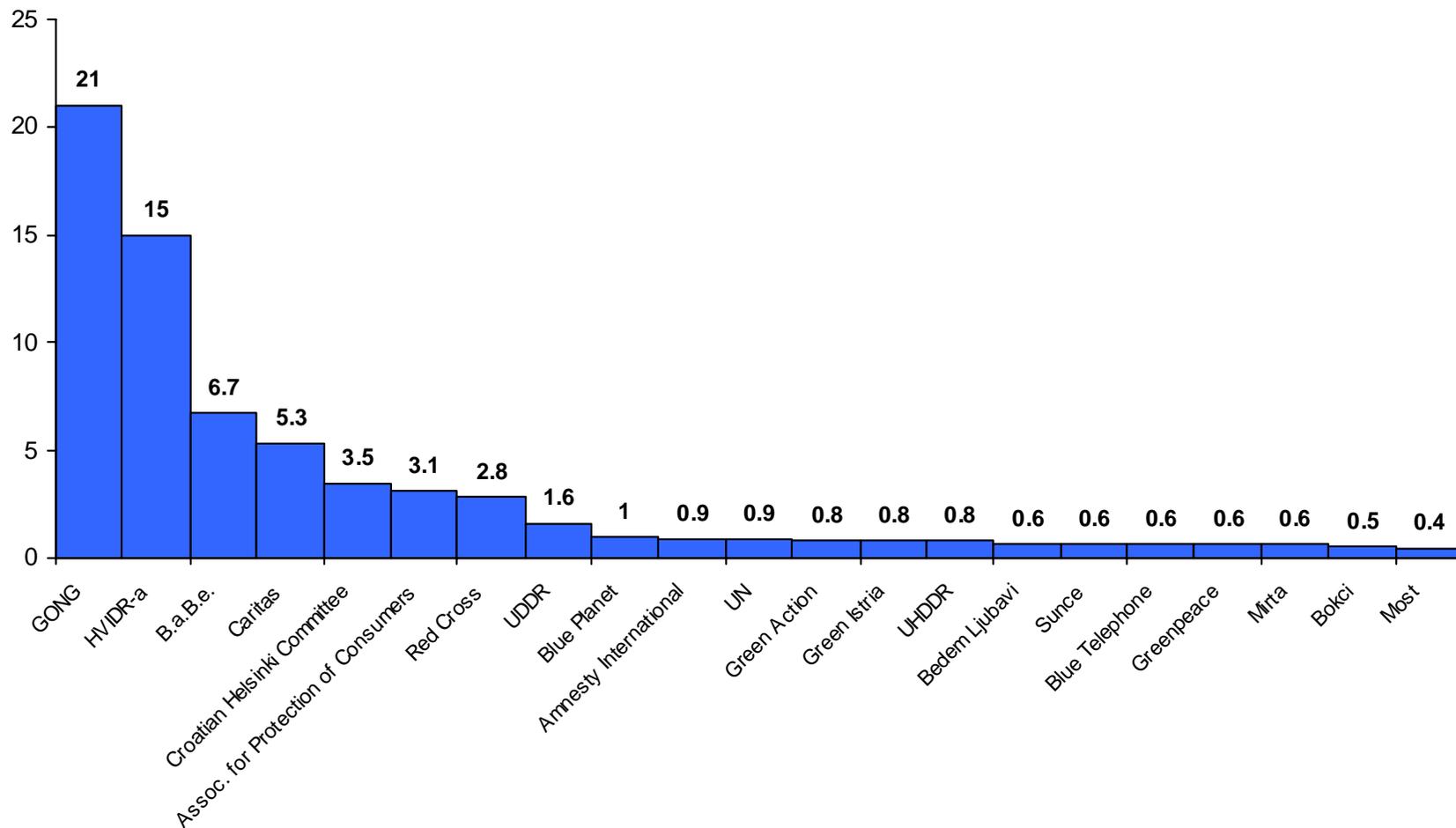
- **GONG** (named by 21% of respondents)
- **HVIDRA** (named by 15% of respondents)
- **B.a.B.e** (named by 6.7% of respondents)
- **Caritas** (named by 5.3% of respondents)
- **Croatian Helsinki Committee** (named by 3.5% of respondents)



### III. Survey Results - Awareness



#### KNOWLEDGE OF NGOS



100% - total respondents



## IV. Survey Results - Attitudes



### AWARENESS OF THE MAIN PURPOSES OF NGOS

#### Survey Question

**Q5: According to your opinion, what are the main purposes of different NGOs?**

*Note: This question was intended to determine the public's perception of the main purposes of NGOs in general. Participants were provided with a list of 13 NGO purposes and an "other" category.*

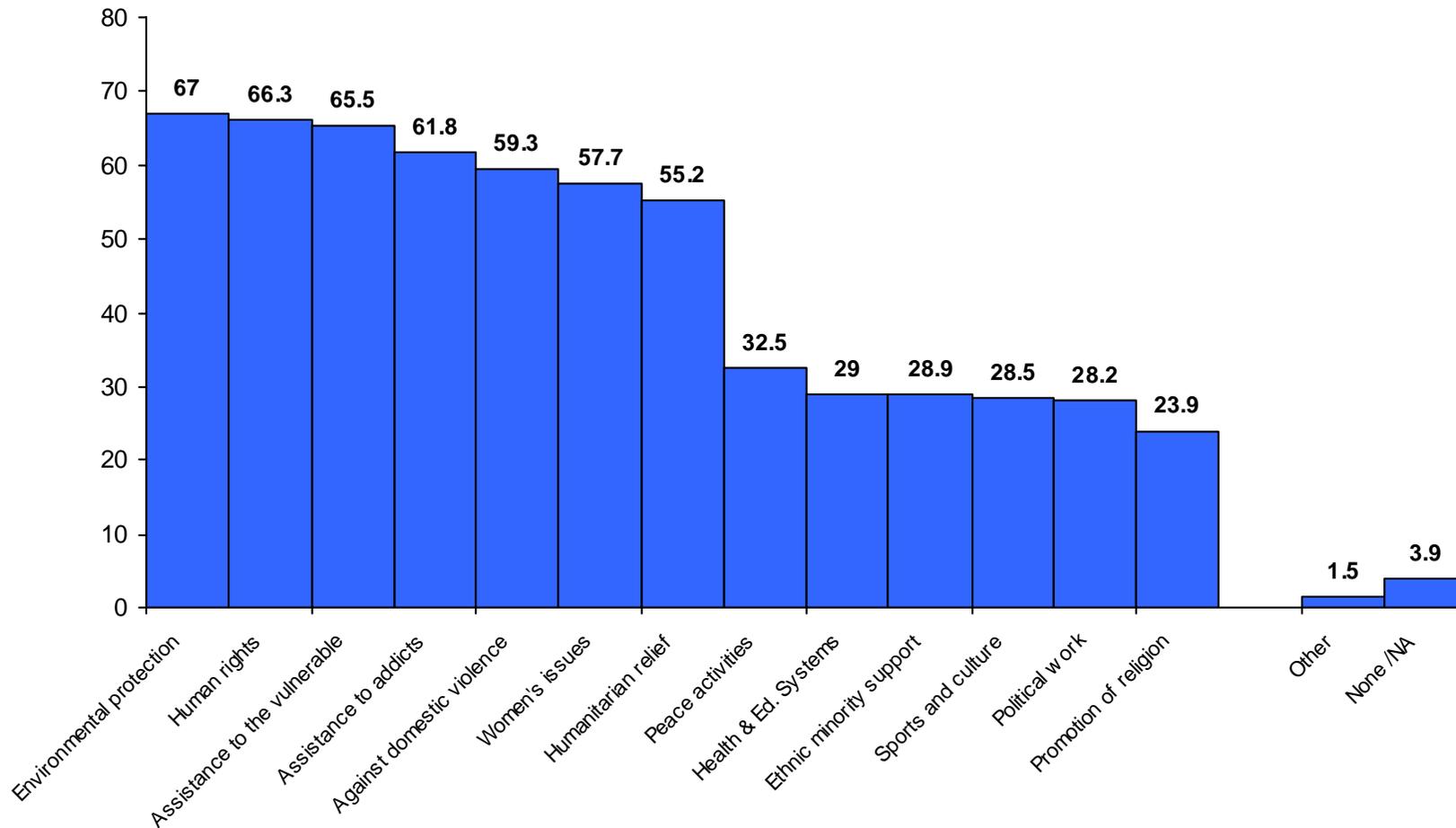
- Respondents stated that the main purposes of NGOs were the following:
  - **Environmental protection (67.0%)**
  - **Human rights protection (66.3%)**
  - **Assistance to vulnerable members of society (65.5%)**
  - **Assistance to addicts (61.8%)**
  - **Fight against domestic violence (59.3%)**
  - **Women's issues (57.7%)**
  - **Humanitarian relief (55.2%)**
  - **Peace activities (32.5%)**
  - **Improvement of health and educational system (29.0%)**
  - **Ethnic minorities support (28.9%)**
  - **Sports and cultural activities (28.5%)**
  - **Political work not directly connected to political parties (28.2%)**
  - **Promotion of religion (23.9%)**



## IV. Survey Results - Attitudes



### AWARENESS OF THE MAIN PURPOSES OF NGOS



100% - total respondents



## IV. Survey Results - Attitudes



### GENERAL OPINION OF NGOS IN CROATIA

#### Survey Question

**Q6: What is your general opinion of NGOs in Croatia?**

- The general opinion about NGOs is mostly positive (61.2%).
- About 1/3 of respondents (31.5%), think that NGOs in Croatia are not harmful, but are also not doing anything useful for society.
- Only a small percentage of respondents had a negative opinion of NGOs in Croatia (3.3%), believing that they are doing more harm than good.

#### **There are some differences in general opinion among different demographic groups:**

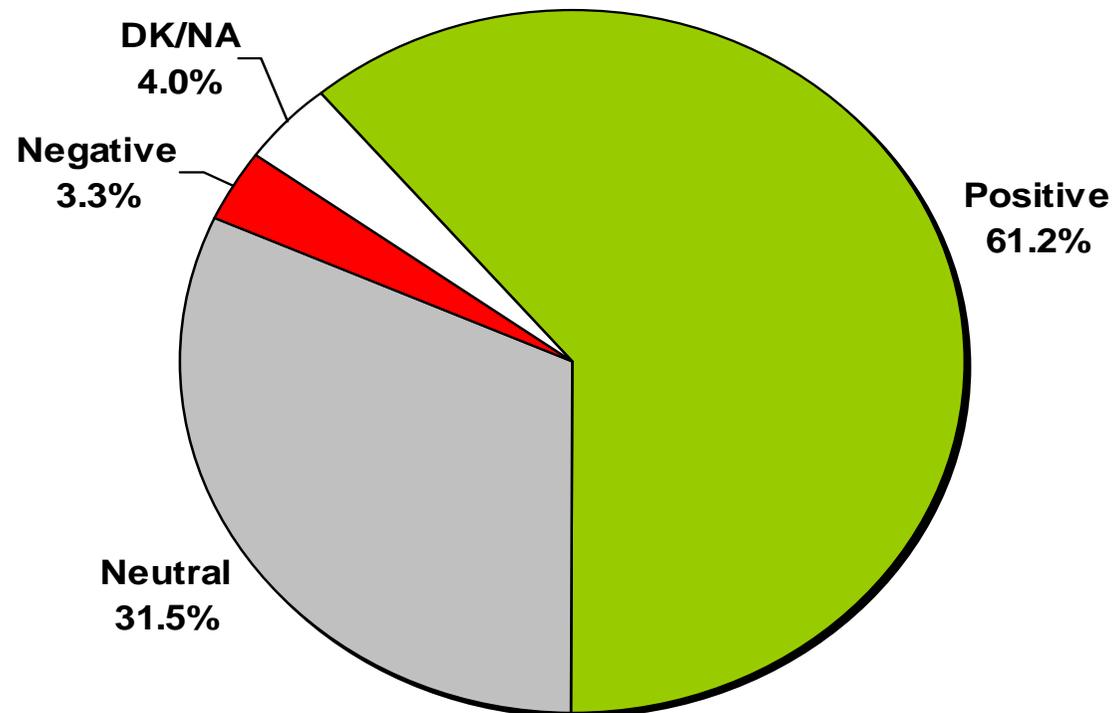
- Those having been involved in NGO work had the most positive opinion of NGOs (81.4%).
- The least positive opinion was held by those without any, or unfinished, elementary school (50.0%) and those with lowest household income (50.5%). When compared to other groups of respondents, these groups had also stated much more often that they had not heard of NGOs at all or did not know what an NGO is.



## IV. Survey Results - Attitudes



### GENERAL OPINION OF NGOS IN CROATIA



100% - total respondents



## IV. Survey Results - Attitudes



### WORKING OR VOLUNTEERING FOR NGOS

#### Survey Questions

**Q7: Have you personally worked for or volunteered with an NGO, club or association for the benefit of society or particularly jeopardized groups of citizens in the last 5 years?**

**Q8: In which NGOs have you worked or volunteered in the past 5 years?**

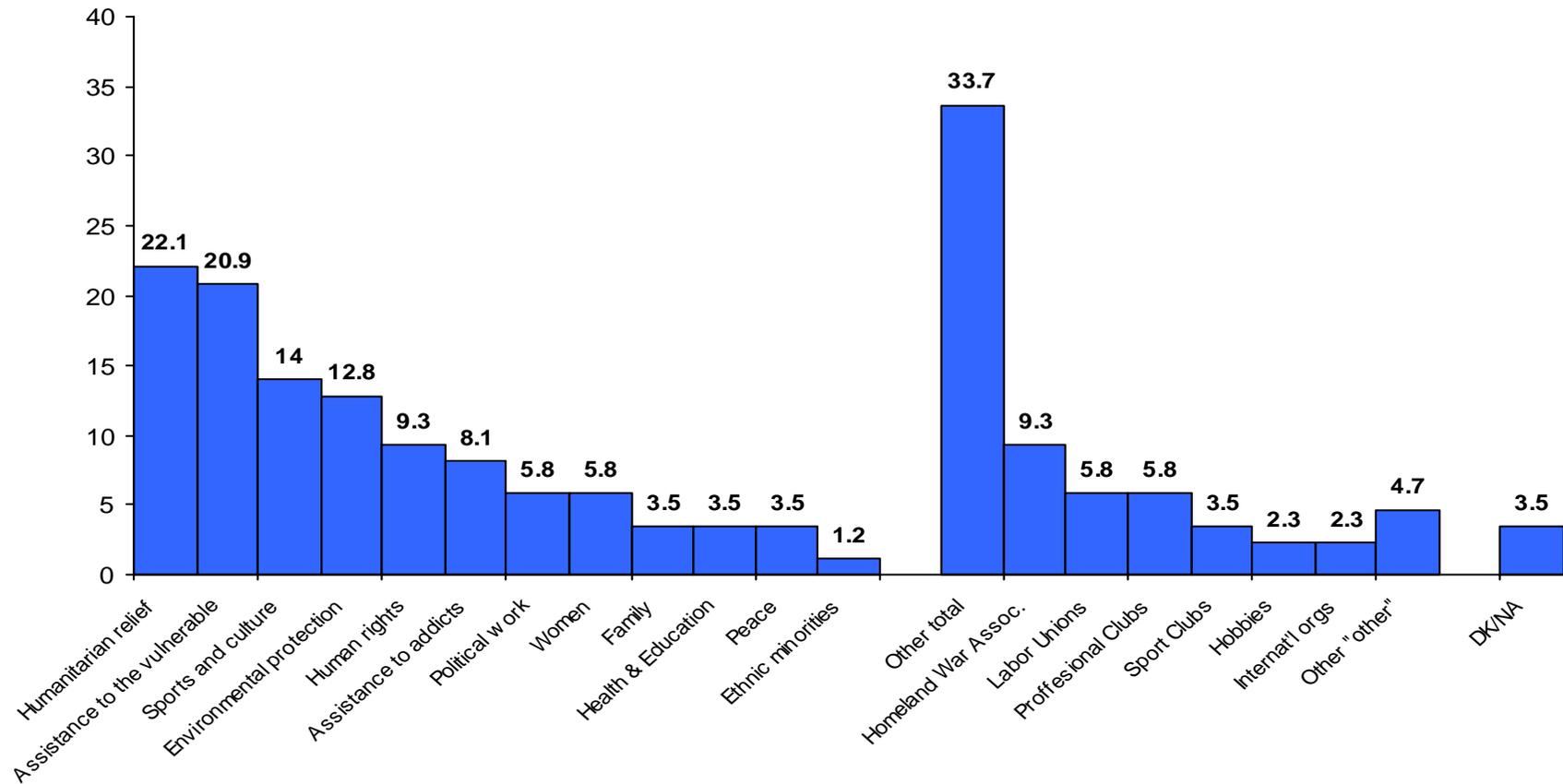
- 8.6% of respondents had either worked for or volunteered with an NGO during the previous 5 years.
- Those that had worked or volunteered with an NGO then chose from a list of 13 presented NGO topic areas. The top five areas worked in were:
  - Humanitarian relief organizations (22.1%)
  - Assistance for vulnerable members of society (20.9%)
  - Sports and Cultural (14.0%)
  - Environment protection (12.8%)
  - Human Rights protection (9.3%)
- However, 33.7% of respondents chose the “Other” category and mentioned several different areas of work including:
  - Homeland war organizations (9.3%)
  - Professional clubs (5.8%)
  - Associations of pensioners (4.7%)
- Including the “Other” category, results show that more men (10.9%) than women (6.8%) had either worked or volunteered for NGOs.



## IV. Survey Results - Attitudes



### WORKING OR VOLUNTEERING FOR NGOS



100% - those who worked or volunteered in NGOs (8.6% of respondents)



# V. Survey Results - Problems and Solutions



## NATIONAL AND COMMUNITY PROBLEMS

### Survey Questions

**Q9: In your opinion, what are the three major problems in Croatian society?**

**Q11: In your opinion, what are the three major problems in your local community?**

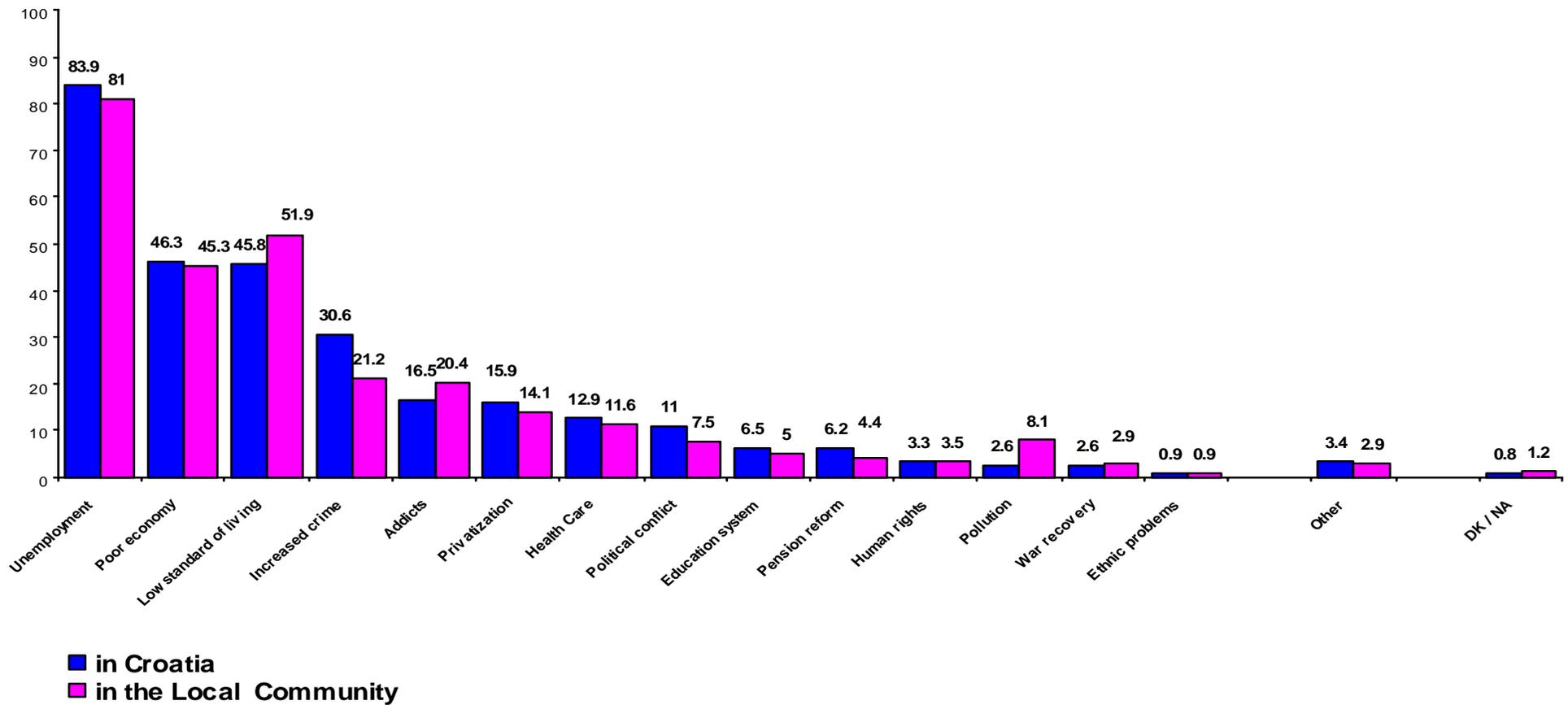
- According to respondents, the greatest problems at both the national and local community level are:
  - **Unemployment** - national (83.9%) and local community (81.0%). This was also presented as the greatest problem in all regions (but to a somewhat lesser extent in Istria and the northern coast).
  - **Poor economy** - national (46.3%) and local community (45.3%).
  - **Low standard of living** which is a somewhat greater problem in the local community (51.9%) than in Croatia in general (45.8%).



# V. Survey Results - Problems and Solutions



## NATIONAL AND COMMUNITY PROBLEMS



100% - total respondents



# V. Survey Results - Problems and Solutions



## INSTITUTIONS WORKING TO SOLVE THE PROBLEMS

### Survey Questions

**Q10: In your opinion, how much do particular institutions contribute to solving the major problems in Croatian society?**

**Q12: In your opinion, how much do particular institutions contribute to solving the major problems in your local community?**

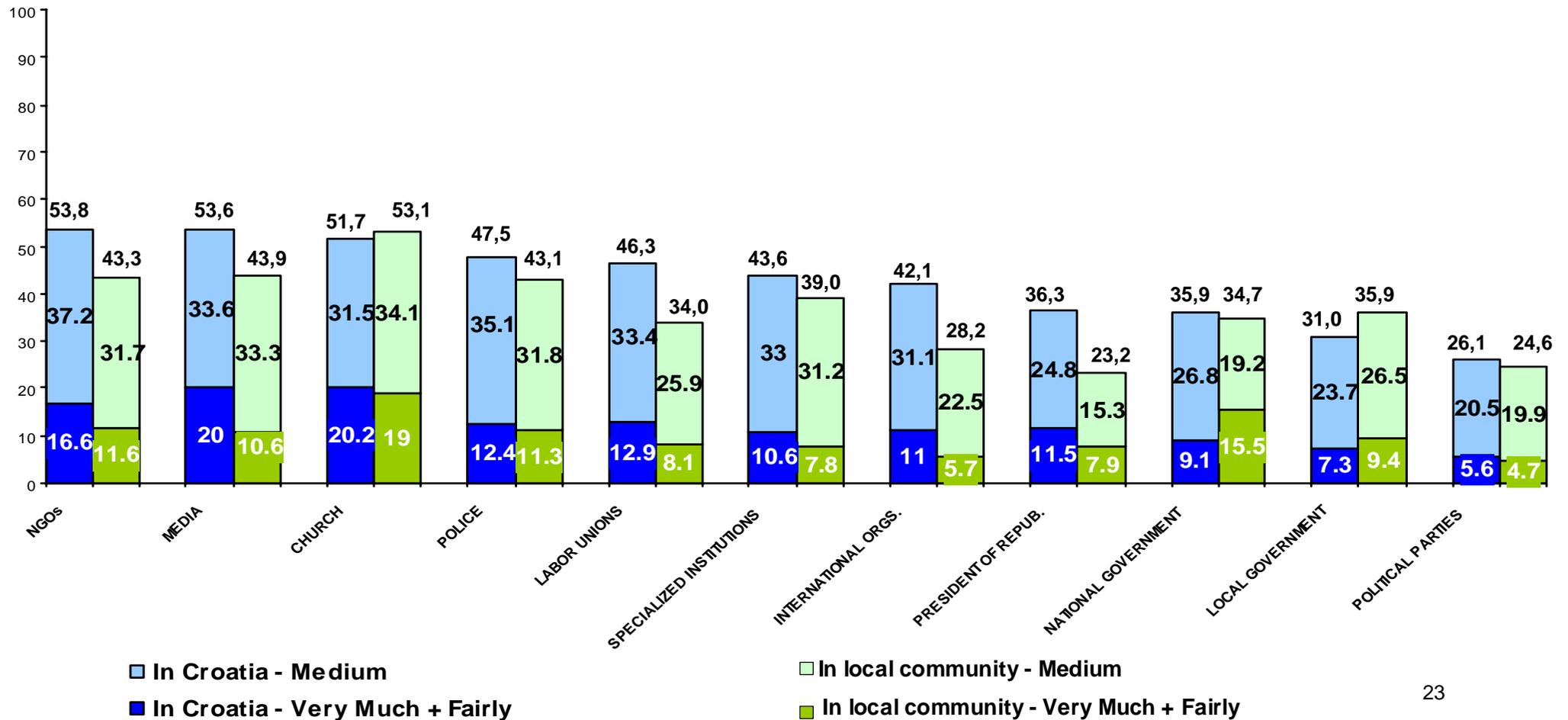
- Respondents were asked to estimate the degree to which each of 11 institutions contributes towards solving the greatest problems at the national and community level. The degree of contribution was estimated on a 5-point scale from “Not contribute at all”, and “Not particularly” to “Medium”, “Fairly” and “Very much”.
- The four institutions identified as contributing the most towards solving problems at both the national and local level were (ranked by % at national level):
  - **NGOs** - national level (53.8%) and local level (43.3%)
  - **Media** - national level (53.6%) and local level (43.9%)
  - **Church** - national level (51.7%) and local level (53.1%)
  - **Police** - national level (47.5%) and local level (43.1%)
- Note: NGOs are ranked quite high. This may be due to the fact that this question was presented after a series of questions related to NGOs.



# V. Survey Results - Problems and Solutions



## INSTITUTIONS WORKING TO SOLVE THE PROBLEMS



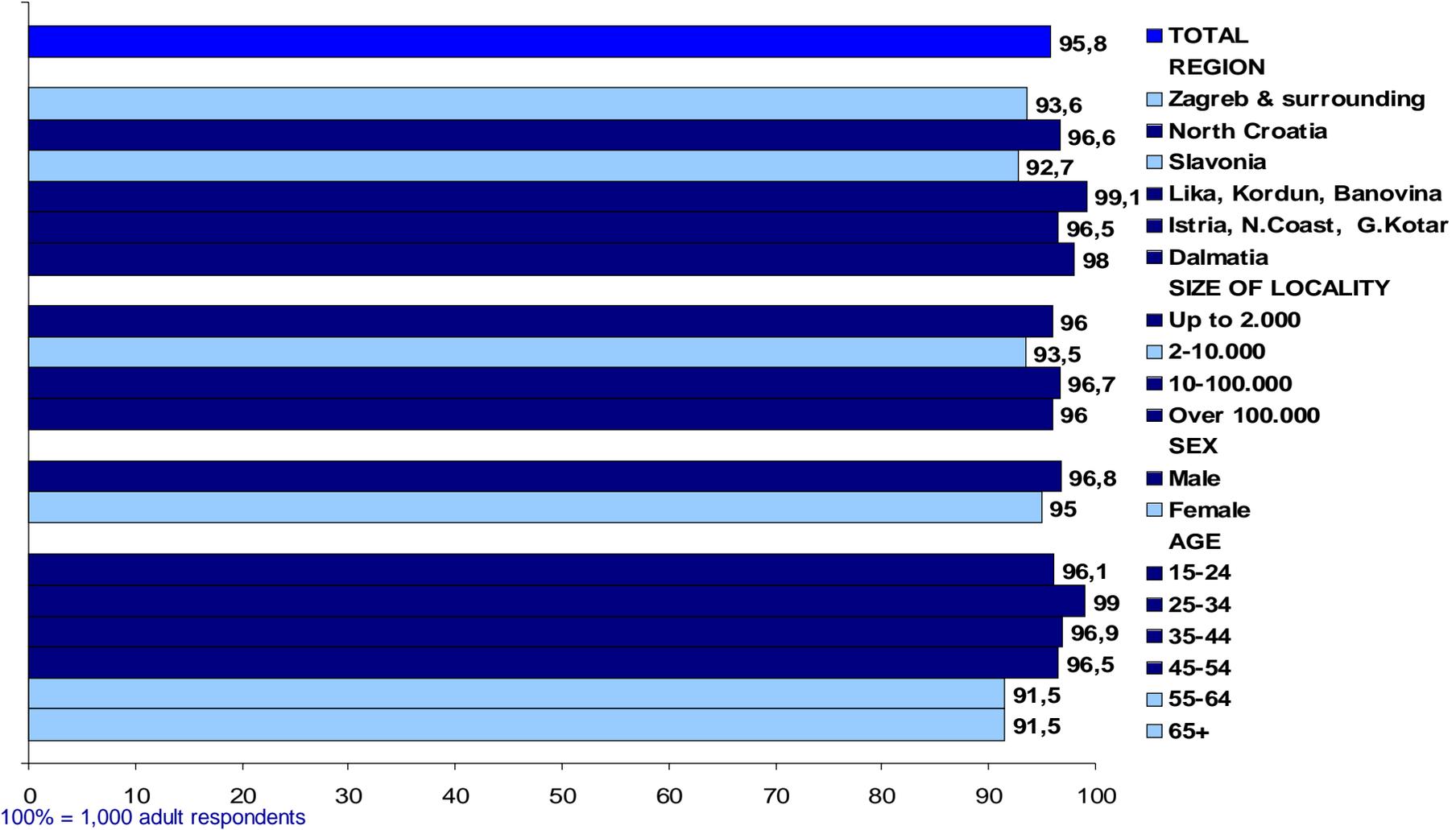


## VI. Attachments

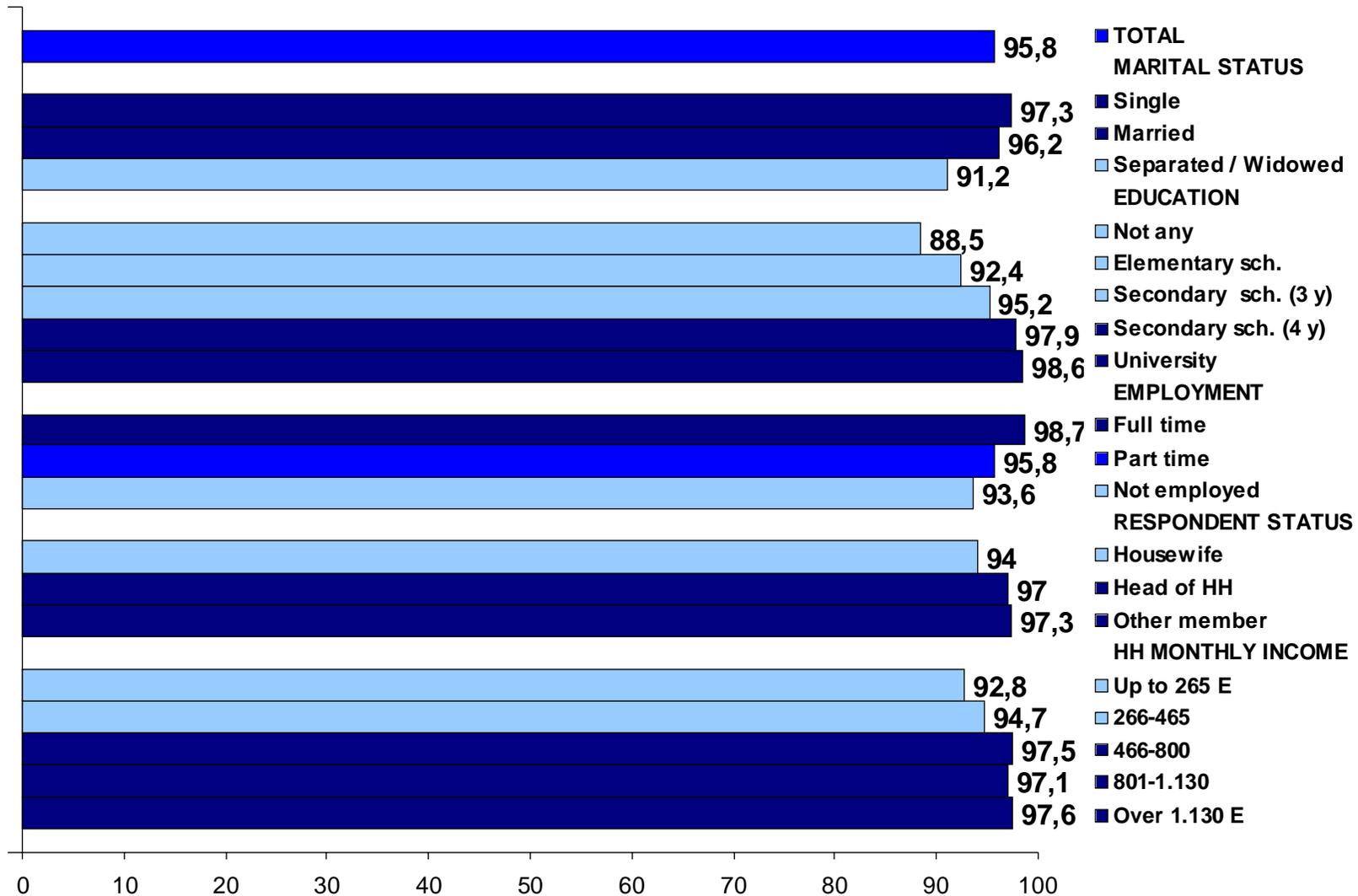


- AWARENESS OF THE TERMS “ASSOCIATION” (*UDRUGA*) and/or “NGO” (*NEVLADINA ORGANIZACIJA*) BY DEMOGRAPHICS
  
- POSITIVE OPINION OF NGOs IN CROATIA BY DEMOGRAPHICS
  
- WORKING OR VOLUNTEERING IN NGOs DURING THE PAST 5 YEARS BY DEMOGRAPHICS
  
- PROBLEMS IN CROATIA
  
- PROBLEMS IN THE LOCAL COMMUNITY

# AWARENESS OF THE TERM; “ASSOCIATION” (UDRUGA) and/or “NGO” (NEVLADINA ORGANIZACIJA) BY DEMOGRAPHICS

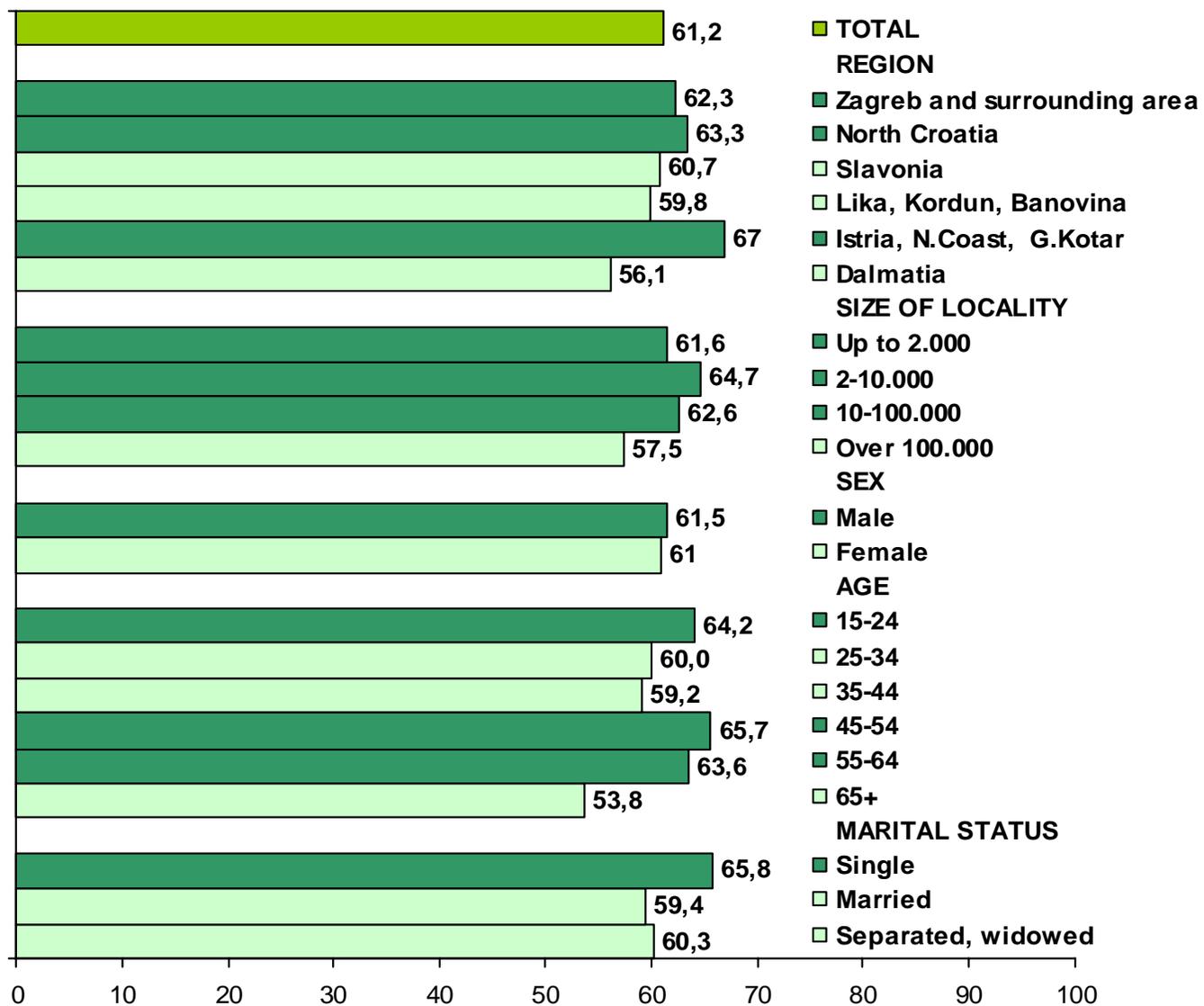


## AWARENESS OF THE TERMS “ASSOCIATION” (*UDRUGA*) and/or “NGO” (*NEVLADINA ORGANIZACIJA*) BY DEMOGRAPHICS

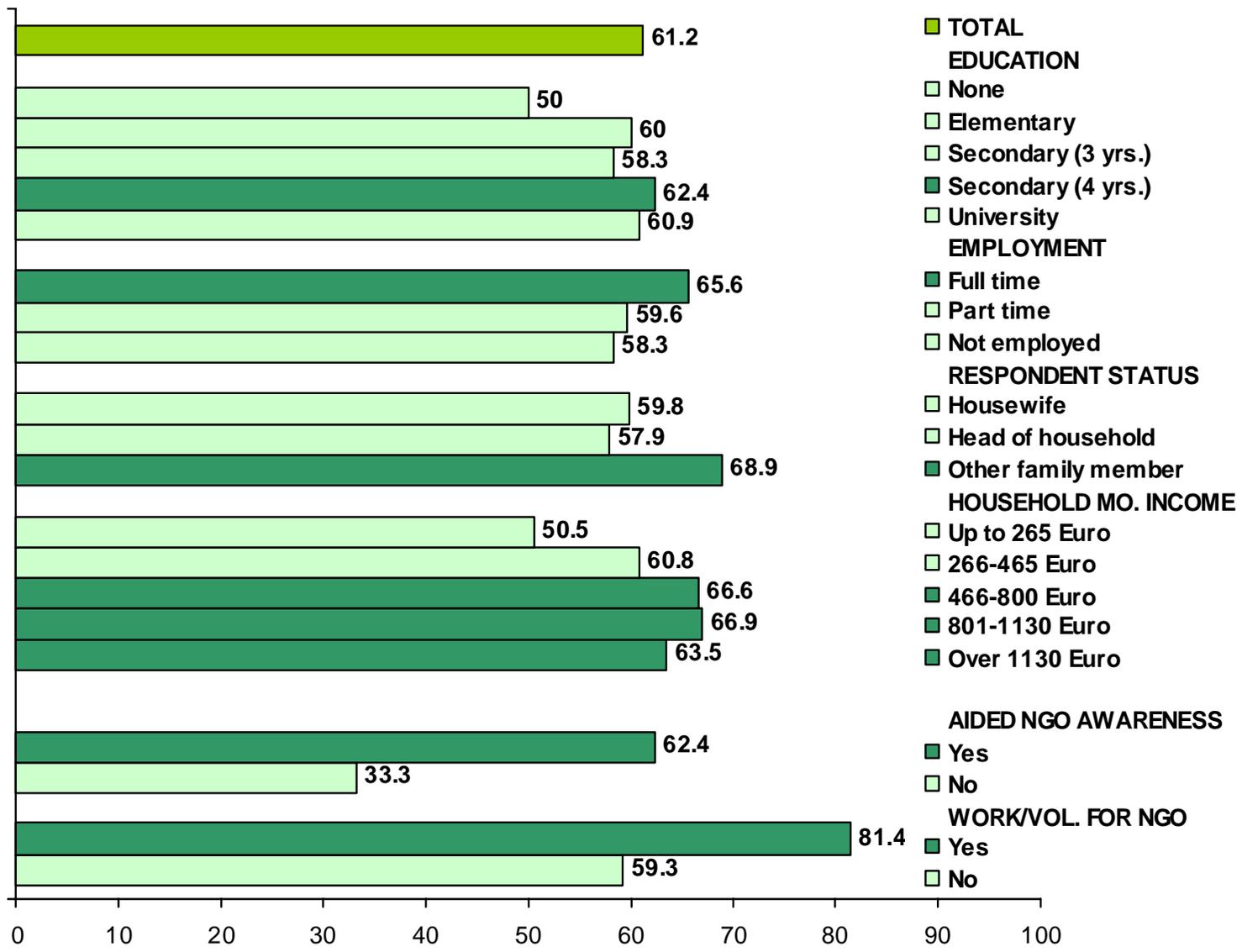


100% = 1,000 adult respondents

## POSITIVE OPINION OF NGOs IN CROATIA BY DEMOGRAPHICS

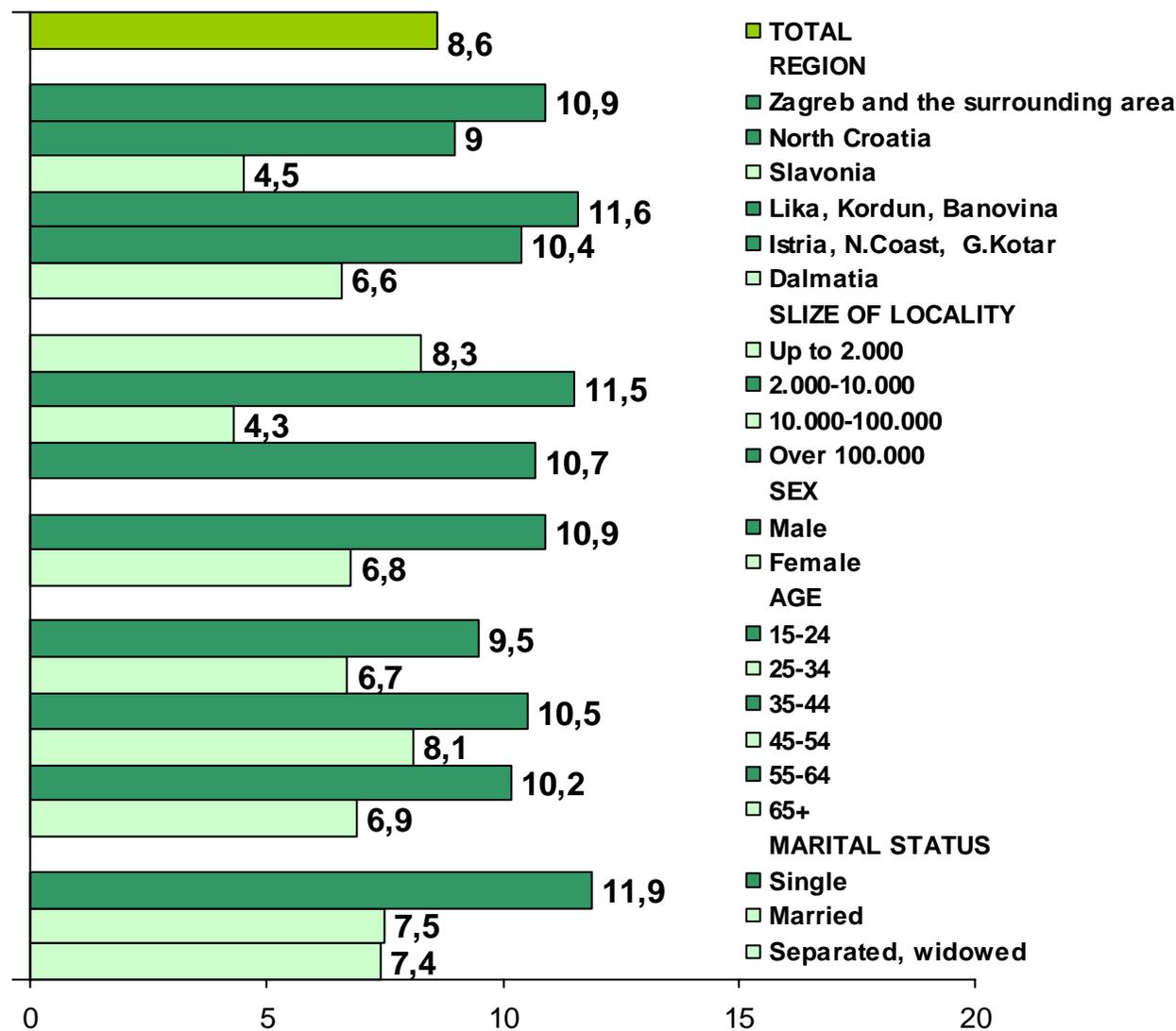


## POSITIVE OPINION OF NGOs IN CROATIA BY DEMOGRAPHICS



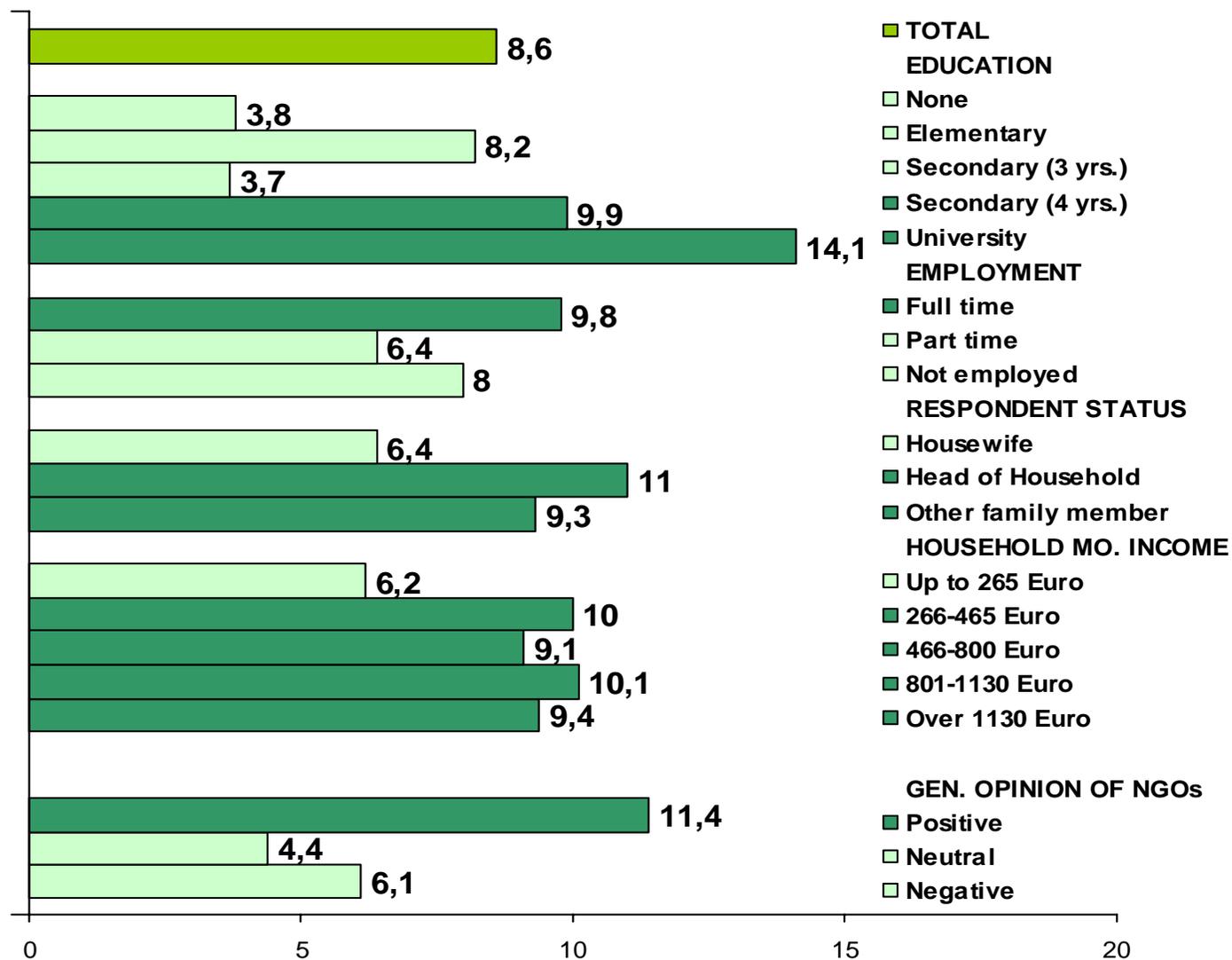
100% - total adult population

## WORKING OR VOLUNTEERING IN NGOs DURING THE PAST 5 YEARS BY DEMOGRAPHICS



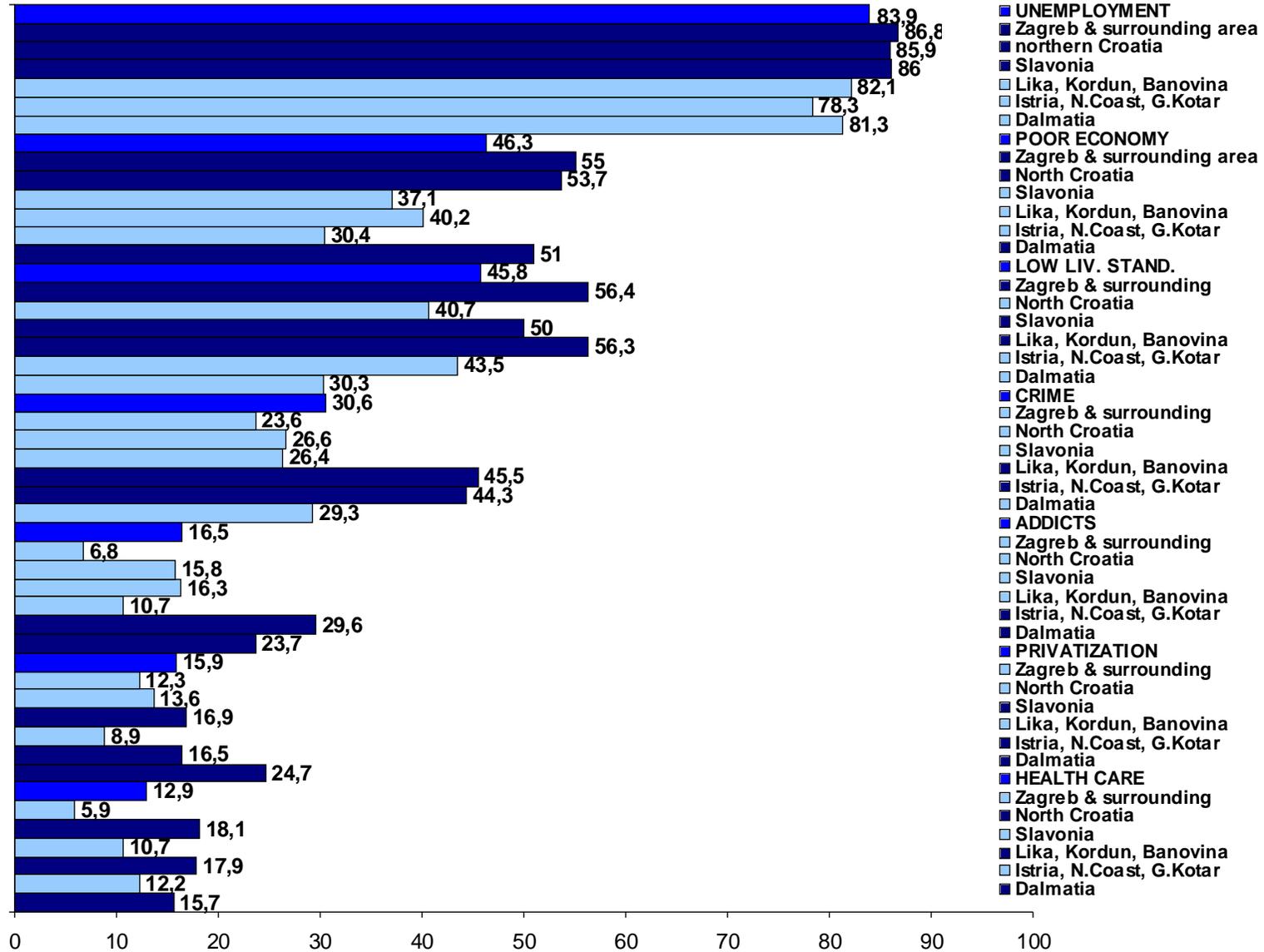
100% - total adult population in Croatia

## WORKING OR VOLUNTEERING IN NGOs DURING THE PAST 5 YEARS BY DEMOGRAPHICS



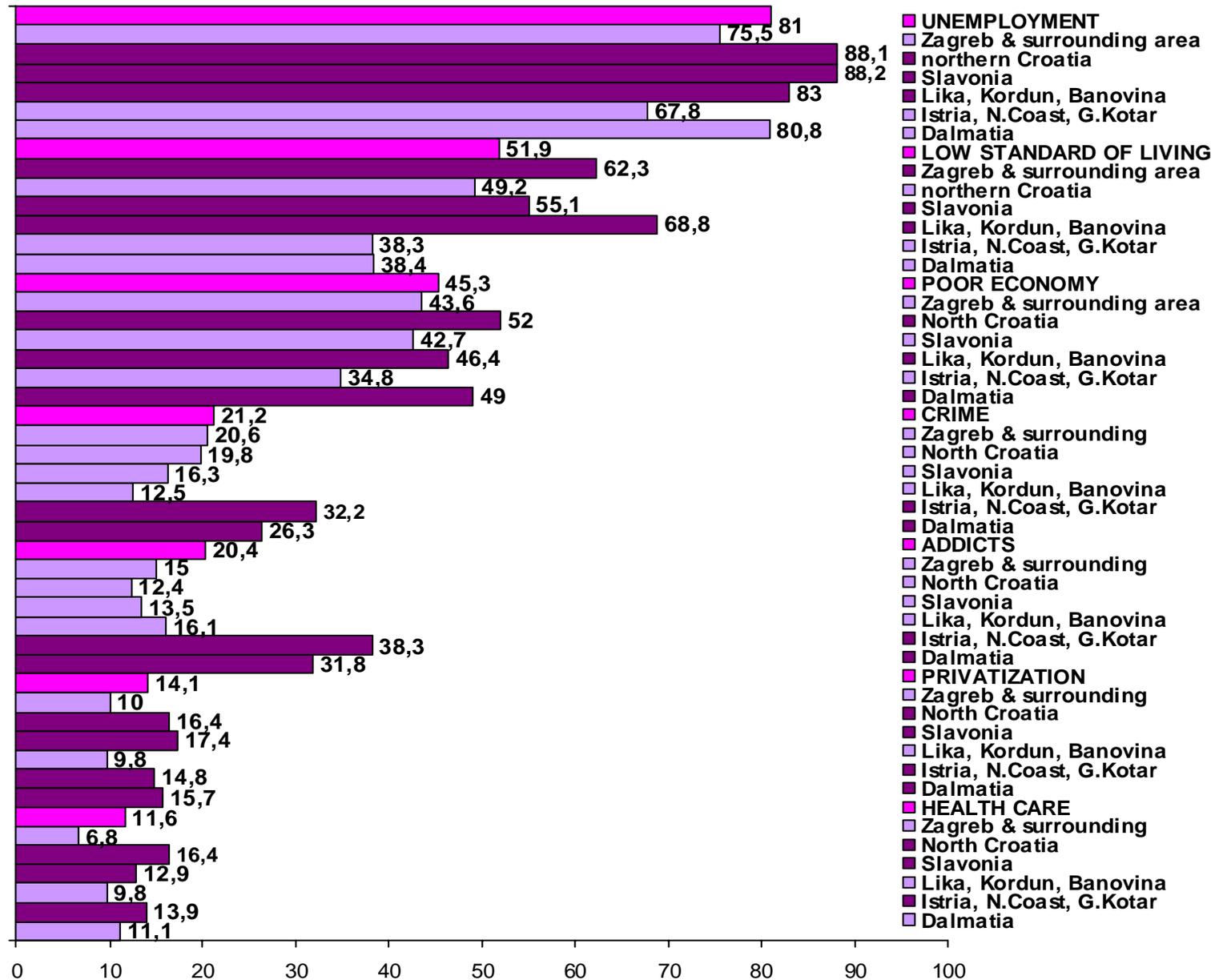
100% - total respondents

# THE GREATEST PROBLEMS IN CROATIA BY REGIONS





# THE GREATEST PROBLEMS IN LOCAL COMMUNITIES BY REGIONS



# THE GREATEST PROBLEMS IN LOCAL COMMUNITIES BY REGIONS

