

Unaided awareness of charities

January 2017

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About the study

As is the case every year, the time preceding Christmas as well as the beginning of the new year is abundant in various charity events, such as Świąteczna Zbiórka Żywności (The Christmas Food Gathering), Szlachetna Paczka (The Noble Box), or Wielka Orkiestra Świątecznej Pomocy (The Great Orchestra of Christmas Charity).

In the early days of December 2016 (like in the previous years), we asked Poles which charities they were aware of, as well as what were their attitudes to helping others, and if they agreed with several statements concerning such aid. This reports outlines our findings and compares them against previous years' results.



Time: 2 – 7 December 2016



Sample: country-wide, representative sample of 1051 Poles aged 15 and over

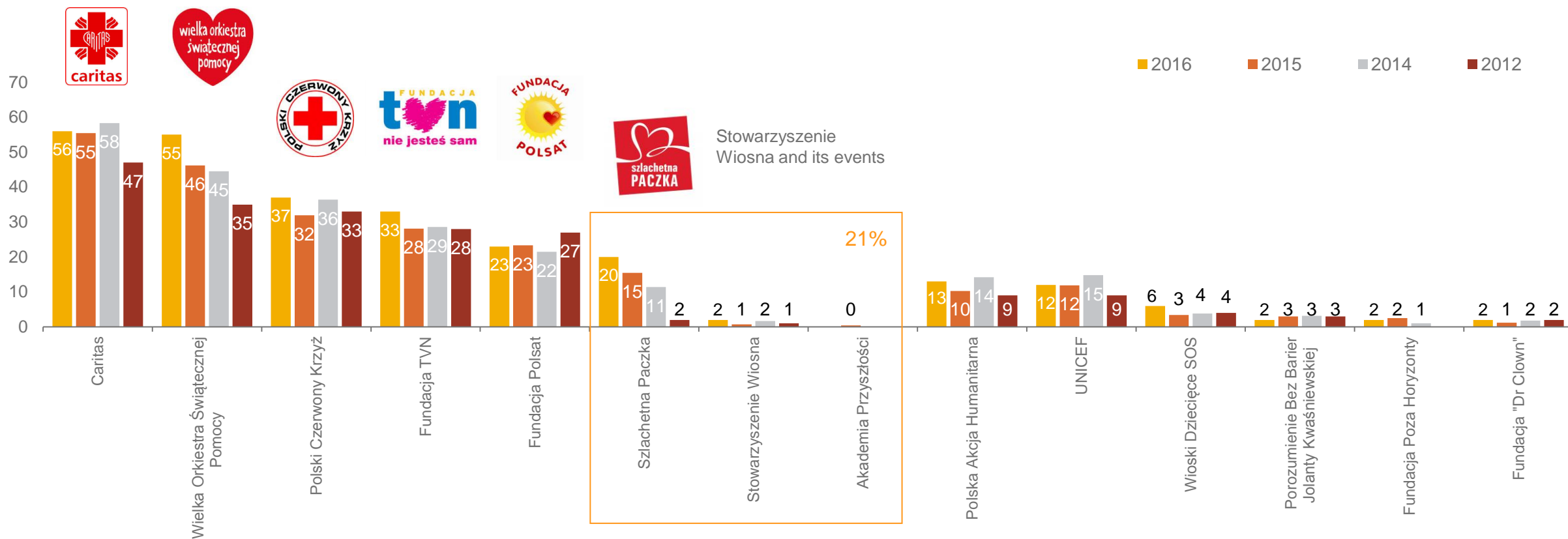


Method: computer-aided personal interviews (CAPI)

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Unaided awareness of charities – comparison of results for Nov 2012, Dec 2014, Dec 2015, and Dec 2016

Which charities, or organisations that aid people and change the world to the better, do you know of at least by name?



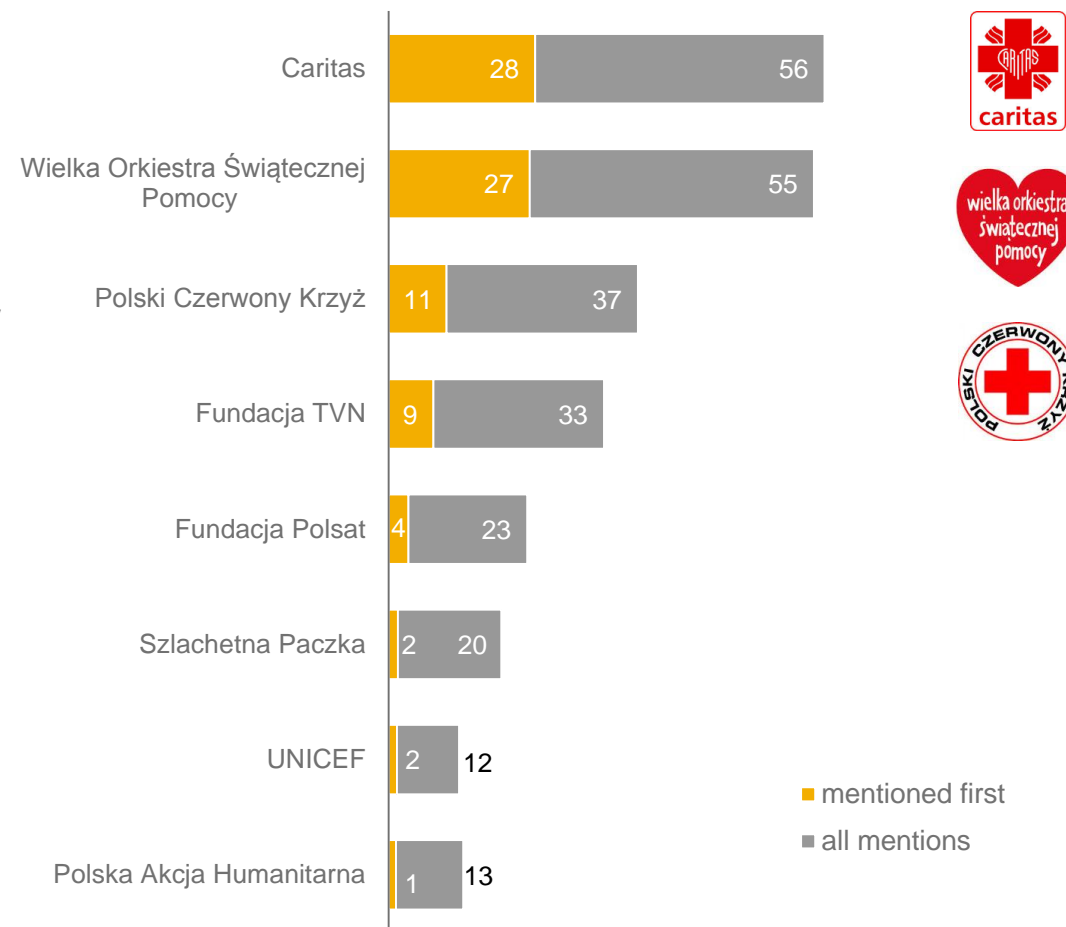
Unaided awareness of charities among Poles

14% of Poles were unable to quote any name of a charity from the top of their head when asked to do so.

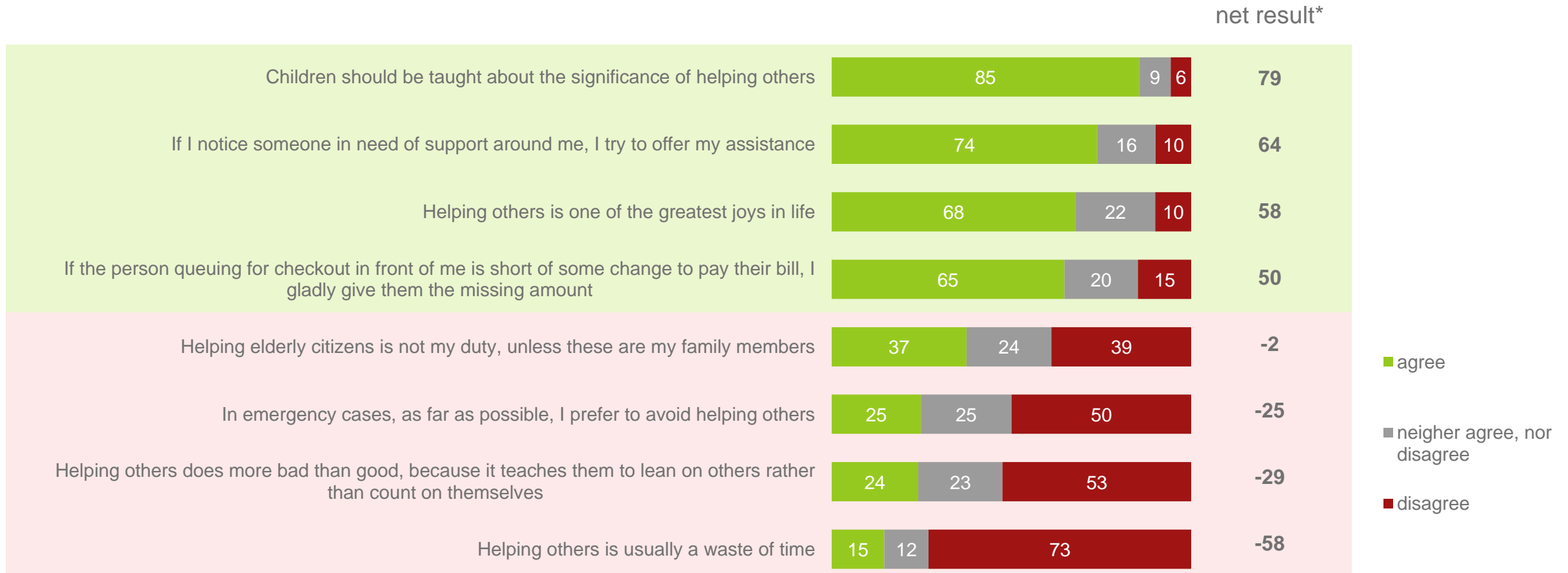
Caritas has consistently been the most commonly known charity in Poland for several years. 28% of the respondents mentioned this charity first, whereas more than half of the Polish population, or 56%, were familiar with the name in general, and able to quote it unprompted. In December 2016, the results for Wielka Orkiestra Świątecznej Pomocy were almost on par with those for Caritas, and both these charities are leading the ranking head to head. Unaided awareness of WOŚP has been growing gradually since 2012, with a 9 pp. increase on Dec 2015 recorded during the last measurement.

Polski Czerwony Krzyż (The Polish Red Cross) and Fundacja TVN (The TVN Foundation) were the third most commonly mentioned organisations. Close to a quarter of Poles (23%) were also familiar with Fundacja Polsat (The Polsat Foundation) and Stowarzyszenie Wiosna (The Spring Association (21%) and its activities, including primarily Szlachetna Paczka (The Noble Box), which was mentioned by as many as 20% of Poles in November 2016 – 5 pp. more than in the previous year.

The remaining charities were mentioned much less frequently, therefore they lagged behind in the ranking.



I am going to read several statements. Please tell me to what extent you agree or disagree with each of them.



*The difference in the percentages of 'agree', and 'disagree' answers'. A positive value means that more people agreed with the given statement than disagreed with it.

Are we willing to help?

Poles are becoming increasingly inclined to declare altruistic rather than egotistic opinions.

Close to nine in ten Poles (85%) believe that children should be taught about the significance of helping other people. The vast majority of Poles also declare that they try to help if they notice anyone in need of support around them (74%), and that they would be willing to offer some change to a person missing such an amount in front of them at checkout (65%). Furthermore, seven in ten Poles (68%) consider helping others one of the greatest joys in life, and half of the population (53%) disagree with the statement that helping others does more bad than good, because it teaches people to lean on others rather than count on themselves. Moreover, the vast majority (73%) don't consider helping others a waste of time.

As far as helping the elderly is concerned, the same percentage of the respondents felt obliged to do it as didn't with the exception of when it pertained to their family members (37% vs. 39%). Interestingly, the respondents' age didn't impact their attitude to this issue,

whereas two other factors – gender and education – did. Women and better educated people displayed a greater empathy for the elderly.

Women were also more eager than men to state that helping others was one of the greatest joys in life (72% vs. 64% respectively), and declaratively more likely than men to offer their help if they noticed anyone around them in need of assistance (78% vs. 69% respectively).

Expert commentary



Joanna Skrzyńska
Kantar Public

‘The leading NGOs have not changed in the eyes of the public for years – Caritas, WOŚP, and PCK, with Szlachetna Paczka systematically rising among the ranks as well. Unaided awareness of this charity grew ten times between 2012 and 2016, increasing from 2% to 20%. No other organisation has recorded such spectacular growth so far.

As the 2016 WOSP Grand Finale has just come to a close, and Caritas expressed its support for this event, let’s take a look at these two most recognisable charities. The majority of Poles listed one of these organisations as the first that came to their mind (28% and 27% respectively). Interestingly, the difference in mentions was affected by the respondents’ age. As far as Caritas is concerned, the older the respondents, the more likely they were to mention this charity first. With regard to WOŚP on the other hand, the correlation was reversed, with almost half of the teenage population of the respondents (47%) mentioning it first, vs. only one in five (19%) respondents aged sixty or older. Even though Wielka Orkiestra Świątecznej Pomocy has been active for many years, and last weekend marked its 25th Grand Finale event, Jerzy Owskiak still communicates with the young very well.

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