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# TRUST, RESPONSIBILITY FOR SOCIETAL ISSUES AND CHARITY IN MACEDONIA

# CONTENTS

The Report "Trust, Responsibility for Societal Issues and Charity in Macedonia" is based on two separate public opinion surveys, addressing the issues of trust and charity. The questionnaires were prepared and processed by the Institute of Sociological, Political and Juridical Research, while the report was compiled by the Macedonian Centre for International Cooperation.

The **need** for exploring trust and charity in Macedonia had a purpose of checking the assumptions and providing arguments for future planning. These arguments will not be valid only for MCIC, or any other single organization, but for all stakeholders in the civil society sector in Macedonia.

In the past few years, the civil society sector in Macedonia has faced **a changing context**. In the past the development of civil society sector relied on foreign donations. Now, many donors left Macedonia, and the interest of those international organizations supporting the sector has shifted. Such change suggests serious debate over the future development of civil society sector.

Why did we choose trust and charity?

In general, the mission of the civil society organizations is to represent the interests of citizens. This relation between civil society sector and citizens should be based on trust. The trust of citizens will ensure **greater influence** of the civil society organizations in **policy making** and increased legitimacy in representation of their interests.

However, the trust was also surveyed to another end. Most of the organizations faced with the trend of declining foreign donations have made plans of replacing them with **domestic** ones. Having in mind the small grants from the Government of the Republic of Macedonia, the interest is being focused on business community and citizens. However, the relation of giving-receiving has been based on the trust of giver. The lack of trust jeopardizes the giving i.e. charity.

With this, the civil society sector puts amid expectations the business sector and citizens. Do citizens have similar perception over who is responsible for resolving societal issues?

This is why MCIC wanted to examine the degree of trust and charity of citizens.

The data and analyses presented in this report enable more realistic future planning. But, this is not all. We hope that this report will open **discussions and debates** on trust, responsibility for societal issues and charity in Macedonia.

*Saso Klekovski*
*Executive Director*

## LIST OF ABBREVIATIONS

ADI:            Association of Democratic Initiatives

VMRO-DPMNE: Internal Macedonian Revolutionary Organization – Democratic Party for Macedonian National Unity

VMRO-NP: Internal Macedonian Revolutionary Organization – People's Party

DEM:            The Ecologists Movements of Macedonia

DOM:            Democratic Renewal of Macedonia

DPA:            Democratic Party of Albanians

DUI:            Democratic Union of Integration

ESE:            Association of Equality, Solidarity and Emancipation

ZIOM:           Union of Organizations of Invalids of Macedonia

AJM:            Association of Journalists of Macedonia

ZELS:           Association of the Units of the Local Self-Government

ISPPI:          Institute of Sociological, Juridical and Political Research

ISC:            Institute of Sustainable Communities

MEDF:           Development ne Developmental

MCK:            Macedonian Red Cross

MCIC:           Macedonian Centre of International Cooperation

NSDP:           New Social-Democratic Party

OPM:            Organization of Consumers of Macedonia

PDP:            Party for Democratic Prosperity

SDSM:           Social-Democratic Union of Macedonia

SZPM:           Union of Associations of Pensioners of Macedonia

SSUKM:          Union of Students within "Ss. Kiril and Metodij" University

SOZM:           Union of Women's Organizations in Republic of Macedonia

FOSIM:          Foundation Open Society Institute Macedonia

HCHR:           Helsinki Committee of Human Rights of Republic of Macedonia

CID:            Centre of Institutional Development

CGI:            Centre of Civic Initiative

# EXECUTIVE SUMMARY

The report "Trust, Responsibility for Societal Issues and Charity in Macedonia" resulted from the need to examine the degree of trust of citizens in civil society organizations and to check the citizens' willingness of giving. The report goes a step further, giving a broad overview of trust and charity, including the other two sectors, state and business. Furthermore, it provides insight in the citizens' attitudes on all three sectors, insight in the attitudes on responsibility for substantial societal issues, the motives behind giving etc. Numerous variables (gender, age, ethnical belonging, education, place of residence, region, employment status, monthly income per member of household and political inclination) made it possible to see how the attitudes and statements correlate with social indicators, ethnical belonging or region of residence. This has contributed to create a profile of citizen on specific issue that facilitated the further analysis. The report will present several such profiles.

The surveying of representative sample was selected as suitable methodology for examining the trust and charity.

## TRUST

The general trust and trust in institutions in Macedonia is relatively low (54.5%). The report presents the correlation between general trust and social indicators i.e. showing that the trust is higher among citizens with higher education, employed and higher monthly income, and vice versa. There is impressing higher trust on micro and local level, in comparison with large and national institutions. The lowest is the trust in political parties and politically-related institutions. On the other hand, the trust in institutions in correlation with age and ethnical belonging shows that the younger (18-30) and ethnic Albanians have higher trust in "new" institutions, such as the business sector, while those above 65 have low trust in institutions.

Regarding the trust in civil society organizations, the citizens are divided (50,3% have trust, while 49,7% do not). Considering the attitudes, to whom the civil society serves, large majority of citizens say they partially/fully agree with the attitude that civil society organizations serve to the citizens (76,7%), in contrast to 55,1% which partially/fully agree with the attitude that the civil society organizations serve the interests of foreign countries and foundations. The citizens consider the civil society organizations to be non-partisan, but abused by the parties.

The general understanding of civil society organizations is good, large majority (67,2%) of citizens can state certain civil society organizations. The citizens are far less familiar with the work of civil society organizations in specific areas. This knowledge is correlated with social indicators. Those familiar with the civil society are members of the middle class i.e. more educated, live in the towns, are employed in the public sector, have higher monthly income and in average are younger. There is correlation between familiarity with civil society organizations and their profile, activities and their presence in the public. Finally, the public has positive opinion of the civil society organizations.

## RESPONSIBILITY FOR SOCIETAL ISSUES

The citizens perceive the state as most responsible for responding to the societal needs, with lower expectations from the citizens themselves and almost no expectations from the business community.

"Selfishness" is highly perceived among the others, while only 26.4% believe in solidarity. Citizens think the social assistance is not a solution for the problems, but the employment. On the other hand, they are willing to give in the area, classified as social welfare.

### CHARITY

Although a large number of people give (83,2% of the citizens have given something at least once in the past 12 months), only small percentage gives regularly. The report asserted that citizens mainly give for health, children, youth and persons with special needs and they mostly give money. The usual amount is from 10 to 100 MKD, which represents a decline in comparison with the usual sum of money given in 2001, amounting between 100 and 500 MKD.

The fact that trust is of crucial importance for charity is confirmed by the number of 42,6% from surveyed citizens who think that the funds are not used for the purpose they were earmarked. In order to increase the trust, it is necessary to provide better information on using the assistance.

The citizens mostly want to give directly and on hand. The reasons for direct giving lie in the fact of avoiding abuse (31,1%) and the desire to see to whom the assistance is given (26,6%). This is contrary to the attitude of 17,9% of the respondents who expect to get feedback on how the assistance was used.

...........................................

The 1991 Constitution defines Macedonia as liberal-democratic state. The Liberal-Democratic concept, among the others, includes shared responsibility among three sectors – state, business and civic, high level of social capital (based on high general trust, acceptance of cultural diversity) and civic responsibility (including the participation in charitable activities).

The research covered some of the socio-cultural indicators, but maybe not all and not sufficiently, of socio-cultural transition from authoritarian and etatistic (socialist) culture towards liberal-democratic values.

The indicators such as the relatively low general trust and trust in institutions, particularly the "new" ones, high expectations from the state in resolving the societal needs, low level of civic responsibility, bring to a preliminary conclusion that after fifteen years of transition, authoritarian and etatistic culture has been deeply rooted among the majority of Macedonia's citizens, especially among the (possible) victims of transition (less educated, unemployed, with low income). Certainly, it is important that employment has higher priority than social-humanitarian assistance, but there is a risk of growing expectations that this is also responsibility of the state.

# I. INTRODUCTION

## BACKGROUND

This report provides analysis of findings from both surveys: Charity in the Republic of Macedonia and Trust in Civil Society Organizations in the Republic of Macedonia conducted on a nationally representative sample of citizens of Republic of Macedonia.

The goals of the survey were to explore the possibilities for mobilization of resources and to examine the trust of citizens and business community in civil society organizations and its stakeholders.

Macedonian Centre for International Cooperation (MCIC) has entrusted the role of surveying the public opinion to the Institute for Sociological, Juridical and Political Researches, which was also responsible for the methodological correctness of both surveys.

## TERMS AND DEFINITIONS

There is no common understanding of the concept (definition) of civil society in the Macedonian public and professionals circles. However, within CIVICUS – Civil Society Index in Macedonia (MCIC, 2006) a group of 20 prominent actors in the civil society, as well as representatives from the other sectors have agreed on the definition of civil society.

This definition was also used as a starting point in this report, "*all formal and informal associations of citizens, organizations and networks, filling in the societal space among the family, business sector, political parties and authorities, which make these associations in order to fulfill common goals and interests*". This definition encompasses all civil society organizations (associations of citizens and foundations), churches and religious organizations, trade unions and economic chambers.

In Macedonia there is still no distinction between the terms charity and philanthropy, or the use of different terms in Macedonian language such as charity, benefaction and good will giving. The widely accepted meaning of philanthropy is voluntary act of donating money or goods or providing other support on a voluntary basis, usually for a longer period of time. Philanthropy is also the tool of the private sector to trigger social change. With the conventional definition on philanthropy, donations are for narrowly defined cause and they should contribute for visible change in social circumstances. Therefore, frequently large donations and financial support are necessary for a longer term. The necessity for higher financial commitment makes the distinction between "philanthropy" and charitable contribution. Therefore, conventional use of "philanthropy" is being applied to wealthy individuals and sometimes foundations (or trusts) founded by wealthy individuals.

This report focuses on charity, but also the attitudes towards philanthropy and altruism were both explored. The poll on charity covers the attitudes on values and norms, which are supportive such as the responsibility for resolving societal needs, responsibility of business sector (social responsibility of enterprises), altruism (care for the needs of the other) as well as the ways for responding to the societal needs. The main part of the survey was focused on motivation for charity, goals and methodology of charity.

## METHODOLOGY AND APPROACH

The survey was carried out through two series of interviews in the households in April 2006 on a representative sample of 1,607 respondents and a discussion in 4 focus groups with citizens, businessmen and journalists on June 6-7, 2006.

### 1. QUESTIONNAIRE

The questionnaires were developed in March 2006 by the responsible MCIC's officers in cooperation with ISPPI's experts.

For the purpose of the survey, the questionnaire covered the following variables:

» Trust of citizens in institutions of public (state), business (private) and civil sector;
» Information on civil society organizations and their activities;
» Attitudes on civil society;

- » Attitudes and motives for charity;
- » Goal and target groups of charity;
- » Manner, time and information on charity;
- » Socio-demographic characteristics;
- » Religious and political orientation.

## 2. SAMPLE

The polls were carried out in April 2006 on a representative sample of 1,607 respondents each. The population of the sample was citizens older than 18 years of age, while criteria for representation were: gender, ethnical belonging, age, place of residence and regions.

Out of 1,607 surveyed citizens, 49,5% were women, while 50,5 were men. Regarding the ethnical representation, 64% were Macedonians, 24% were Albanians, while 11,4% were from other ethnical groups.

## 3. DATA PROCESSING AND PRESENTATION OF FINDINGS

All collected data were processed using the frequency and proportion of answers. The results of the whole sample are presented in tables, including the tables following the sampling structure according to gender, age, ethnical belonging, education, place of residence, employment status, monthly income per capita in the households, political affiliation and region.

The probable correctness of data is 95% with an error of +/- 5%.

The report uses the term insignificant minority for answers less than 10% of the sample, small minority from 11-30%, minority from 30-50%, majority from 51-65% and large majority for over 65%.

## 4. WORKING GROUP

MCIC has included some of its officers in all stages of the research, who are also authors of this report: Saso Klekovski, executive director (II. Trust; V. Responsibility for societal issues; Editor of the report); Gonce Jakovleska, public relations officer (VI. Charity); Aleksandar Krzalovski, coordinator of cross-sector and international programs (III. Trust and attitudes on civil society); Suncica Sazdovska, head of the civil society unit (IV. Understanding and attitudes on civil society organizations); and Daniela Stojanova, project officer (I. Introduction; Data processing and data presentation).

# II. TRUST

## INTRODUCTION

Trust is a key component of social capital. In general terms, three types of trust can be identified.

The first is the social trust in those that are similar, particulate or personalized trust. This is a trust embedded in established relations or social networks (family, friends, neighbors etc.)

The second is general or social trust, including trust in unknown persons.

The third is institutional trust, referring to established trust in formal governing institutions and society.

## TRUST IN SIMILARITY AND GENERAL TRUST

The citizens in Macedonia have highest trust in the family (94,3%), against small majority of citizens (54,5%) having general trust in people.

### Graph II.1.
### How much trust do you have in people and family?



Family: 94,3% / 5,6%
People: 54,5% / 45,5%

Legend: ■ Have  ■ Do not have
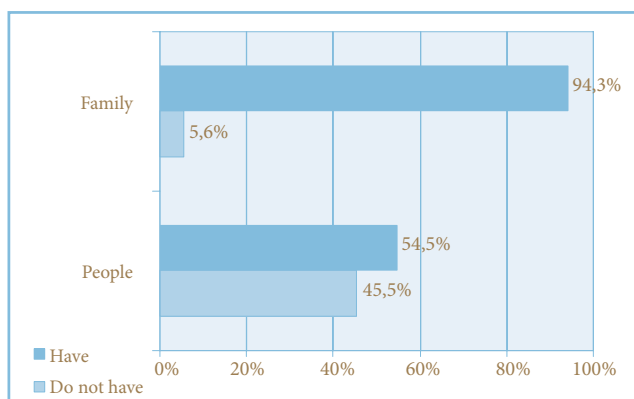
**Table II.1.**
**Profile of trust**

| Characteristics | Have trust (54,5%) | No trust (45,5%) |
|---|---|---|
| Gender | No influence | |
| Age | No influence | |
| Ethnical belonging | No influence | |
| Education | Higher /advanced (59,8%) | Uncompleted and primary education (58,1%/52,8%) |
| Employment status | Employed/public sector (66,8%) | Unemployed (54%) |
| Monthly income | From 6.001-9.000 MKD (63,9%) | Up to 2.000 MKD (57%) |
| Party affiliation | SDSM (63,4%), DUI, DPA | VMRO-NP (49,2%) |
| Urbanization | Town over 50.000 residents (58,9%) | Town up to 15.000 residents (52,7%) |
| Region | Kumanovo (61,1%), Polog (63,8%), Pelagonija (61,9%) | Strumica (59%), Bregalnica (55,5%) |

Differences can be noted among citizens with different demographic characteristics.

Gender, age and ethnical belonging have no influence, in comparison with education, employment status, monthly income, political affiliation as well as urbanization and region.

## TRUST IN INSTITUTIONS

With the trust in institutions, we have explored the trust according to the three-sector approach: state, business (private) and civil sector. Media and political parties may belong to several sectors, so they were examined separately. Also, the international community was included ......

Only the media enjoy the trust of (small) majority. Close to majority are the business and civil society sector and to some extent the international community. The state and political parties have minority support. The citizens have least support in political parties, where as 50,7% of them have no trust at all.

The profile of trust in institutions follows the characteristics of general trust. Certain deviations emerge according to the age, ethnical belonging and political affiliation.

**Graph II. 2.**
**How much trust do you have in:**

| Sector | Have | Do not have |
|---|---|---|
| Media | 56,7% | 43,3% |
| Business sector | 49,8% | 50,1% |
| Civil sector | 48,1% | 51,9% |
| International community | 44,5% | 55,6% |
| State | 29,2% | 70,8% |
| Political parties | 22,3% | 77,7% |
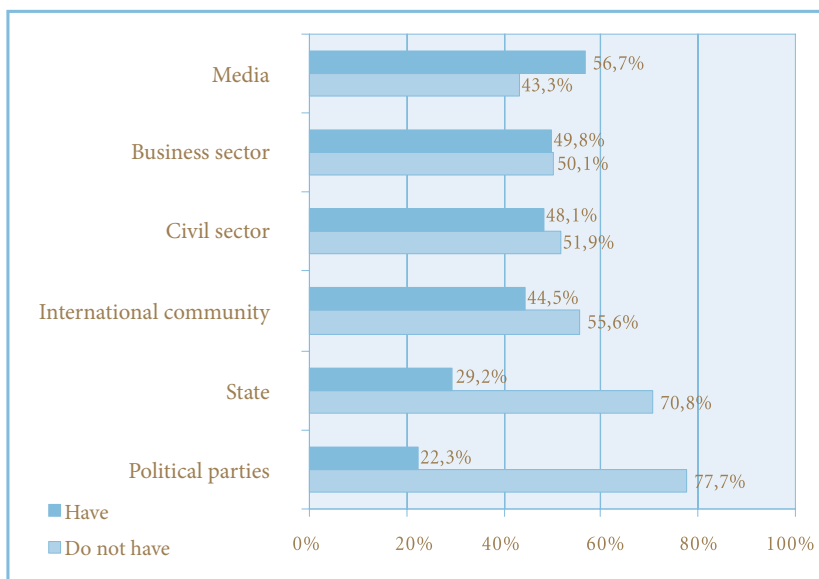
The representatives of younger generations (18-30 years) have more trust in business sector (56,2%), while those above 65 years (including retired persons) have less trust in all sectors apart from the state – media (trust 45,1%), business sector (31,9%), civil sector (35,2%), international community (28,6%), and political parties (16,5%).

Ethnic Macedonians have lower trust in international community (35,1%) and political parties (15,7%). Ethnic Albanians have higher trust in business sector (64,4%), international community (69,1%) and political parties (42,1%). Both ethnic Macedonians (26,5%) and ethnic Albanians (36,2%) have similar trust in the state (29,2%).

Citizens who feel more inclined towards VMRO-DPMNE believe less in the civil sector (35%) and the international community (32,5%).

The citizens of Skopje have less trust in media (45,6%), state (19,7%), political parties (15%), and with slighter difference in the other sectors.

# TRUST IN STATE SECTOR

Different institutions differently contribute for the (lack of) trust in the state.

**Graph II.3.**
**Trust in state sector**
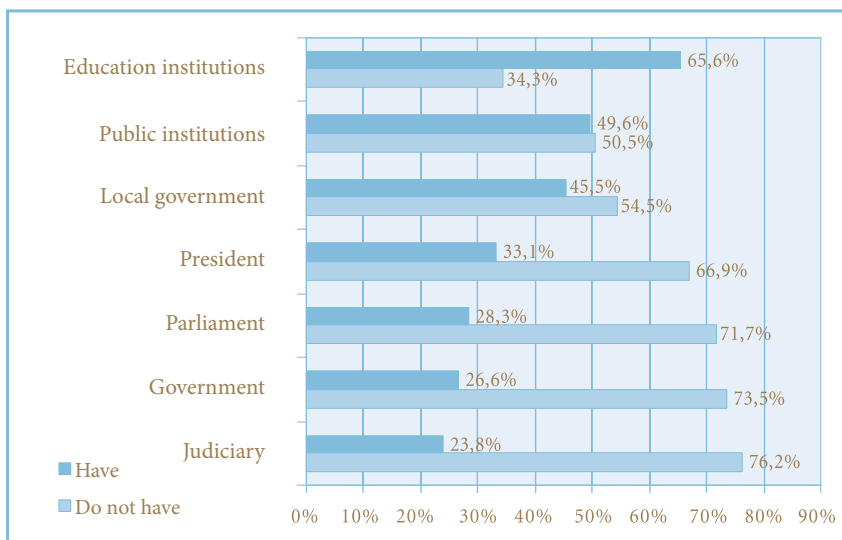


Education institutions enjoy the trust of large majority, while the public institutions and local governments of significant minority. Citizens have least trust in the parliament, government and judiciary. There is a correlation between the low trust in state and political parties and the president, parliament, government and judicary.

The profile of trust in state institutions follows the trend of general trust.

Significant differences emerge regarding the trust in local government. The trust is higher among ethnic Albanians (58,5%), DUI (57%), SDSM (55,7%) Polog (72,7%), Kumanovo (52,9%), Povardarie (53,8%), Pelagonija (46%). The trust in local government is lower among ethnic Macedonians (40,1%) Ohrid and Bregalnica region (30,8%) and Skopje (36,2), and to some extent Strumica region (38,9%).

## TRUST IN BUSINESS SECTOR

Regarding the trust in business sector, we have examined the trust in micro (family), small and medium as well as large enterprises.

**Graph II.4.**
**Trust in business sector**
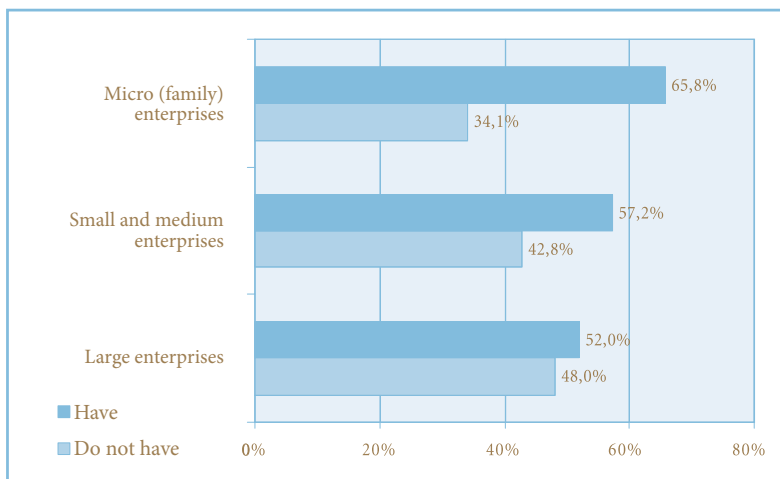


The citizens have highest trust in micro companies, in contrast to large enterprises. This is correlated with high trust in family (trust in similarity).

The profile of trust in business institutions follows the pattern of general trust. More accentuated are the regional differences: Polog region has high trust in micro companies (86%), while Bregalnica region has low trust (46,1%).

# CONCLUSIONS

## 1. Relatively low general trust and trust in institutions

Citizens have higher trust in those that are similar (family 94,3%) while low general trust (54,5%) and trust in institutions.

Notably higher is the trust on micro or local level i.e. trust in micro enterprises (65,8%) and local government (45,5%). This is correlated with the trust in similarity.

There is less trust in larger, national institutions, with the exception of media (56,7%) and educational institutions (65,6%).

Particularly low is the trust in the president (33,1%), parliament (28,3%), government (26,6%), judiciary (23,8%) and political parties (22,35).

The correlation between the lack of trust and the perception of partisanship of institutions is possible.

## 2. Correlation of general trust and social indicators

The general trust is not correlated with gender, age and ethnicity.

There is correlation of general trust with the social indicators: education, employment status, monthly income, political affiliation. There is relation with the region and to some extent with the degree of urbanization.

The trust is higher among citizens with higher education, which are employed, with higher monthly income and vice versa.

Taking into consideration the relation of trust and social capital as well as of social capital and degree of development and wellbeing, an issue requiring further observation is the relation between the higher trust (social capital) and relatively well situated groups.

### 3. Trust in institutions in correlation with age and ethnicity

The trust in institutions is significantly correlated with indicators affecting the general trust.

Additional differences emerge with age and ethnicity.

The adults over 65 years of age have lower trust in institutions, especially in "new ones" in contrast with the young (18-30) who have higher trust in business and somehow civil sector.

Ethnic Albanians have higher trust in "new" institutions: business sector, international community, political parties and local government.

Ethnic Albanians and ethnic Macedonians have similar (lack of) trust in state, but also similarly high trust in educational institutions.

# III. TRUST AND ATTITUDES ON CIVIL SOCIETY

## INTRODUCTION

Special focus in this research was given to the civil society sector and the public trust in it. There are various definitions of civil society and the accompanying types of association, and in this case we have used the broader notion, which besides the civil society organizations (associations of citizens and foundations), often referred to as non-governmental organizations, also includes churches and religious communities, trade unions and economic chambers.

This section has also tested the attitudes on civil society organizations as well as their relation towards the political parties.

## TRUST IN CIVIL SOCIETY

Citizens have highest trust in churches and religious communities (68,4%), while they are divided regarding the trust in civil society organizations. Majority of citizens have no trust in trade unions and economic chambers.

**Graph III.1.**
**How much trust do you have in:**



| | Have | Do not have |
|---|---|---|
| Church and religious communities | 68,4% | 31,6% |
| Civil society organizations | 50,3% | 49,7% |
| Economic chambers | 29,9% | 70,0% |
| Trade unions | 21,9% | 78,1% |
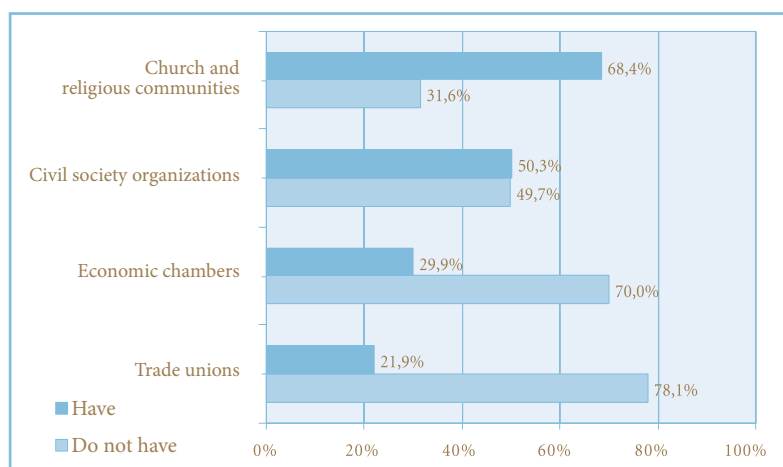
Highest trust in civil society organizations is noted (understandably) among the employees in the civil sector (77,8%), and ethnic Turks (70,9%), unlike Roma (33,3%). The trust grows with the level of education. The other differences are smaller, and more notable is the higher trust among SDSM and DUI supporters (59%), in contrast with VMRO (both DPMNE and NP) with around 45%.

The higher trust in churches and religious communities is observed in Pelagonija region (89%).

## ATTITUDES ON CIVIL SOCIETY ORGANIZATIONS

Large majority of citizens (65,6%) think the civil society organizations are created in order to realize the interests of the citizens. On the other hand, majority citizens (55,1%) think that civil society organizations serve the interests of foreign countries, which organize and fund them, while large majority (76,7%) think they are tool for skilled individuals to get money and power. The differences according certain parameters are insignificant.

**Graph III.2.**
**Attitudes on civil society organizations**

**Attitude 1.** To what extent do you agree with the stance that civil society organizations are organized by the citizens in order to realize the interests of citizens?
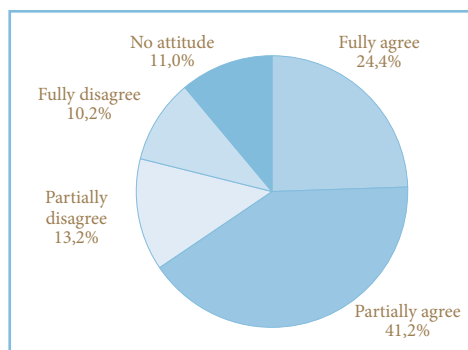
**Attitude 2.** To what extent do you agree with the stance that civil society organizations serve only to the interests of foreign states and foundations which help them to organize and finance them?



Attitude 1 pie chart:
No attitude 11,0%
Fully agree 24,4%
Fully disagree 10,2%
Partially disagree 13,2%
Partially agree 41,2%



Attitude 2 pie chart:
No attitude 15,0%
Fully agree 19,4%
Fully disagree 11,2%
Partially disagree 18,9%
Partially agree 35,7%
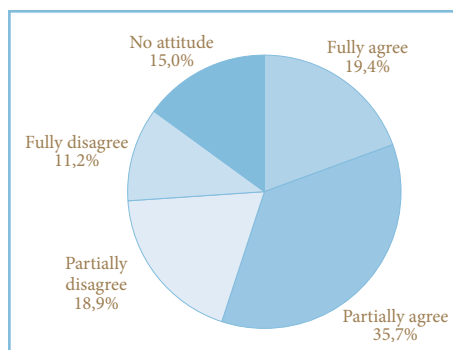
**Attitude 3.** To what extent do you agree with the stance that most civil sosiety organizations are tool for some capable individuals to get money and have influence?



No attitude
9,7%

Fully disagree
2,9%

Partially disagree
10,6%

Fully agree
44,3%

Partially agree
32,4%
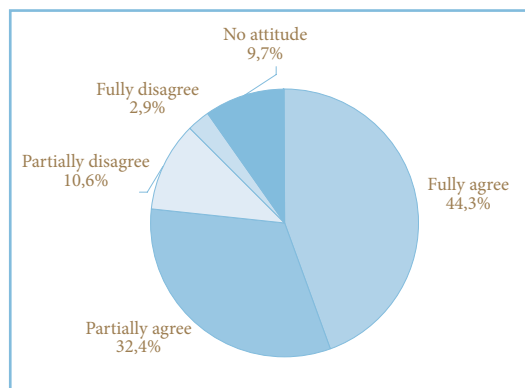
There is inconsistency in the responses, considering the fact that attitude 1 is relatively contradicted to attitudes 2 and 3, and there is majority consent for all three of them.

## CIVIL SOCIETY ORGANIZATIONS AND POLITICAL PARTIES

Majority citizens (61,1%) think that many capable people are not party members and that civil society organizations allow their opinion to reach out the public. This attitude is more common for the employees in the public and civil sector (>70%), in contrast to those in the private (58%), as well as housewives and retired persons (<55%). There are differences in the political affiliation, so more consent is noticed among the citizens inclined towards DOM (77%), above the average are SDSM, DUI and NSDP (around 62%), unlike VMRO (DPMNE and NP), DPA (50%) and least of all PDP (36%).

On contrary to this, the citizens think that politicians abuse the civil society organizations (taking money for their own interests or hiding behind them) (72,5%) or ignoring them (25,6%).

Most convinced in the second attitude are Roma (81%), but also employees in civil society organizations (72%), while for the first attitude the highest consent can be found among the supporters of so-called parties of ethnic Albanians (DUI, DPA and PDP), although this is not corresponding to the number of respondents declaring themselves as ethnic Albanians.

## Graph III.3.
## Political parties and their leaders:

| | |
|---|---|
| Takeover when they have party interests | 52,2% |
| Do not pay attention to the positions of civil society organizations | 25,6% |
| Hide behind some civil society organization | 20,3% |
| No answer | 1,9% |

■ Have
■ Do not have

0%  10%  20%  30%  40%  50%  60%
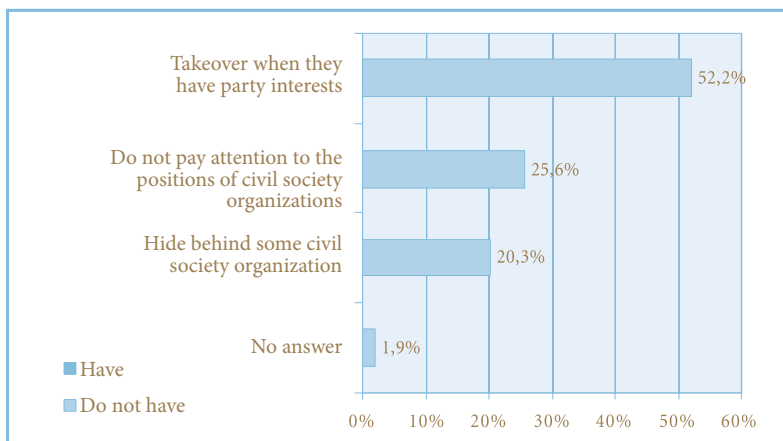
To the direct question on ideological/party color of specific civil society organizations, small minority thinks that there is such relation (in all cases, except for HCHR, it is below 10%).

## Table III.1.
## List the organizations for which you believe are ideologically (party) colored:

| ORGANIZATION | % |
|---|---|
| Helsinki Committee of Human Rights of Republic of Macedonia (HCHR) | 10,5 |
| Association of Journalists of Macedonia (AJM) | 8,5 |
| Union of Women's Organizations in Republic of Macedonia (SOZM) | 6,0 |
| Foundation Open Society Institute Macedonia (FOSIM) | 5,9 |
| El Hilal | 5,9 |
| Transparency Macedonia | 5,7 |
| Union of Associations of Pensioners of Macedonia | 4,3 |
| Macedonian Centre of International Cooperation (MCIC) | 2,9 |
| Macedonian Red Cross | 2,7 |
| Institute of Sustainable Communities / Centre of Institutional Development | 1,4 |
| First Children's Embassy in the World "Megjasi" | 1,3 |
| Polio Plus | 0,4 |

# CONCLUSIONS

### 1. Divided trust in civil society organizations

The citizens' trust in civil society organizations is divided (50,3% have trust, while 49,7% do not). The trust grows with the level of education. The trust in churches and religious communities is higher, and lower in trade unions and economic chambers.

### 2. For citizens, foreign countries and foundations or for capable individuals?

Majority citizens agree with all three attitudes, which is relatively contradictory, while the distribution of answers according different parameters is consistent (with small, insignificant inconsistencies). Not a single of these attitudes can be pointed as dominant in the perception of citizens.

### 3. Civil society organizations are non partisan, but frequently abused by the parties

Majority citizens think that many capable people are not party members, and civil organizations allow their opinion to get to the public. In addition, minority citizens perceive specific civil society organizations as affiliated to any party (<10%).

However, the citizens stated that civil society organizations are either ignored from political parties or abused by them or their leaders.

# IV. UNDERSTANDING AND ATTITUDES ON CIVIL SOCIETY ORGANIZATIONS

## INTRODUCTION

The survey also addresses the understanding and attitudes on specific civil society organizations.

Besides the general knowledge of civil society organizations, we also examined the familiarity with civil society organizations working in three areas: fight against poverty, civil society development and fight against corruption.

## GENERAL UNDERSTANDING OF CIVIL SOCIETY ORGANIZATIONS

The general knowledge of civil society organizations was first examined by requesting from the respondents to list the organizations without any reminder or suggesting examples.

**Graph IV.1.**
**List up to three civil organizations you are familiar with:**

| Organization | % |
|---|---|
| No answer | 32,8% |
| Others | 21,8% |
| MOST | 9,6% |
| FOSIM | 6,5% |
| Red Cross | 5,2% |
| SOZM | 3,9% |
| Ecologist Associations | 3,9% |
| El Hilal | 3,9% |
| MCIC | 3,6% |
| Union of Associations of Pensioners of Macedonia | 2,1% |
| Transparency Macedonia | 2,1% |
| Helsinki Committee of Human Rights | 2,1% |
| ADI | 1,1% |
| Megjasi | 0,8% |
| Other women organizations | 0,7% |
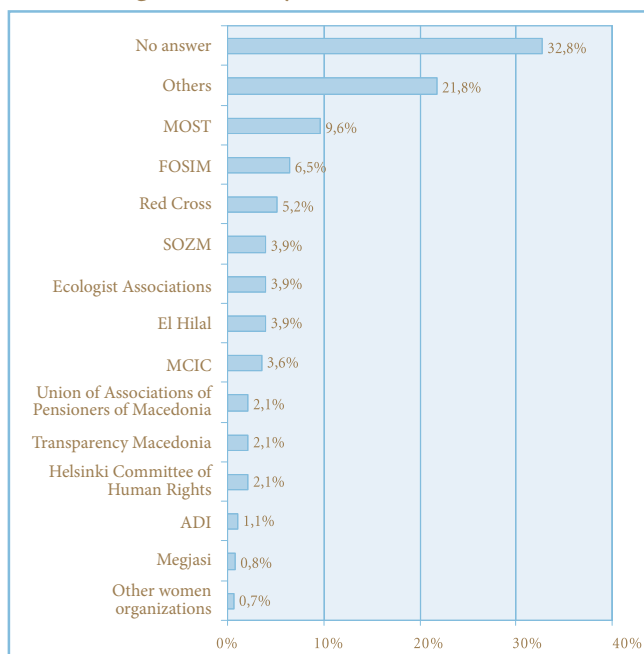
Large majority of respondent could list specific organizations (67,2%).

Before analyzing which organizations were usually listed, it is worth noting that the survey was conducted before the election campaign on parliamentary elections 2006, which might be the reason why some of the organizations that had elections related activities are high on the list. The citizens mainly listed the organizations which are active in the country for a longer period of time (more than 10 years), have international character, networks or umbrella organizations with massive membership and organizations on national level.

For some civil society organizations, the ethnicity affects the knowledge, so there is an inclination for members of one ethnic group to mention same organizations. This depends on the target group of the organizations.

**Table IV.1.**
**Profile of people familiar with civil society organizations**

| Characteristics | Familiar (67,2%) | Do not know (32,8%) |
|---|---|---|
| Gender | No influence | |
| Age | from 18 to 30 years (73,7%) | Over 65 years (45,1%) |
| Ethnical belonging | No influence | |
| Education | Higher/advanced (83,5%) | No primary (67,7%) |
| Employment status | Employed/public sector (81,4%) | Framer, not active (61%, 45%) |
| Monthly income | Over 12.000 MKD (78,7%) | Up to 2.000 MKD (44,5%) |
| Political affiliation | No particular influence | |
| Urbanization | Town (75%) | Village (43,8%) |
| Region | Kumanovo (86,8%), Stip (80,1%) | Strumica (49,1%), Pelagonija (60,8%) |

If we make a profile of the average understanding of a citizen on civil society organizations, we can note that the gender, ethnicity and political affiliation have no influence. However, there is a significant difference regarding the education i.e. those with higher and advanced education know much more about the civil society sector (16,5% cannot state specific civil society organization). The respondents who have not completed primary education, and who have responded the questions, in most cases (50%) list organizations with social and humanitarian character, while as the level of education increases, the knowledge in other types of organizations is also increasing. The age also has influence, so the young

people from 18 to 30 years of age know more about the civil society organizations (26,3% did not list civil society organization) than the older over 65 years (45,1% could not list specific organization). The employees in the public sector and those with higher monthly income know more about the civil society than farmers and inactive citizens and those who have monthly income up to 2,000 MKD per member of households. The urbanization and region also have influence. Those who live in Kumanovo and Stip know much more than those living in Strumica and Pelagonija, which matches the number and level of activities of the civil society organizations working in these regions.

The specific knowledge was examined for organizations working on fighting poverty, civil society development and combating corruption, and the respondents were asked to list certain organizations without any reminding or giving examples.

Graph IV.2.
**Organizations recognized as participating in the fight against poverty**

No answer — 62,20%
Others — 13,70%
Red Cross — 9,40%
El Hilal — 8,10%
MCIC — 2,60%
International organizations — 1,90%
FOSIM — 1,40%
Mother Theresa — 0,40%
Red Crescent — 0,20%
Jeta — 0,10%
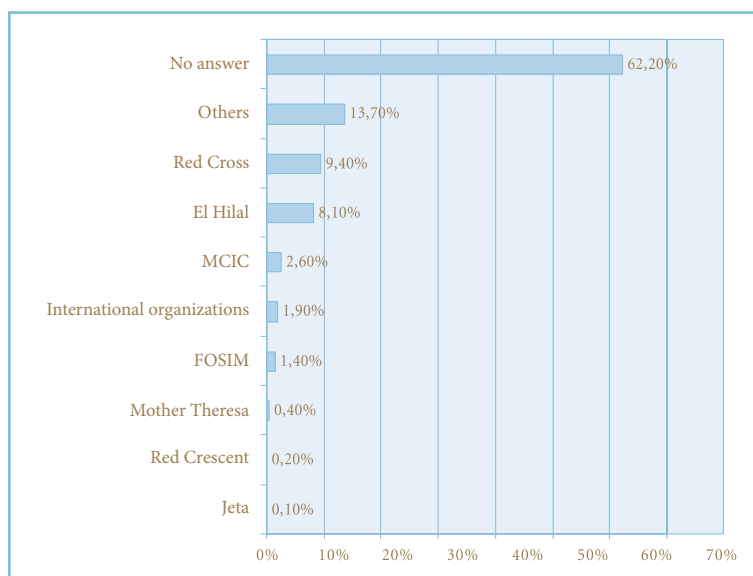
The knowledge of organizations working in these three areas is different, where there is much better knowledge of organizations focused on fight against poverty than on organizations working on civil society development. The least is the knowledge of organizations working on fight against corruption.

The first two places on the list of civil society organizations working in the field of poverty are occupied by social-humanitarian organizations, providing immediate assistance. Although the target groups of these organizations are the poorest, the general trend that those with higher income know more about these organizations is also present here. Majority of citizens (62,2%) cannot list a single civil society organizations working in the field of poverty.

**Graph IV.3.**
**Organizations recognized as participating in the strengthening of civil society**
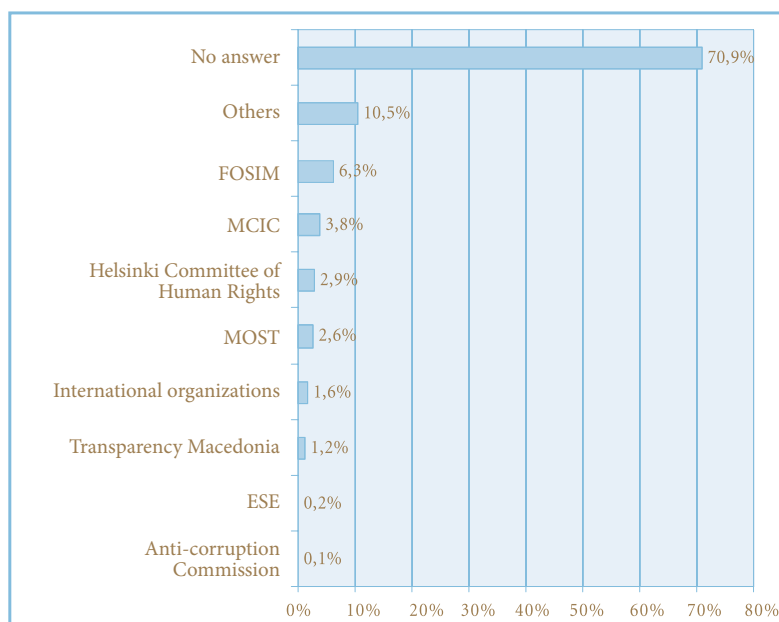


The organizations focused on civil society development, and then organizations working on human rights protection, elections and democratization are recognized as organizations working on civil society development. Large majority of citizens (70,9%) cannot list single organization working on civil society development.

**Graph IV.4.**
**Organizations recognized as participating in the fight against corruption**

| Organization | Percentage |
|---|---|
| No answer | 75,7% |
| Anti-corruption Commission | 9,1% |
| Transparency Macedonia | 8,5% |
| Others | 3,9% |
| Helsinki Committee of Human Rights | 1,7% |
| MOST | 0,8% |
| FOSIM | 0,4% |
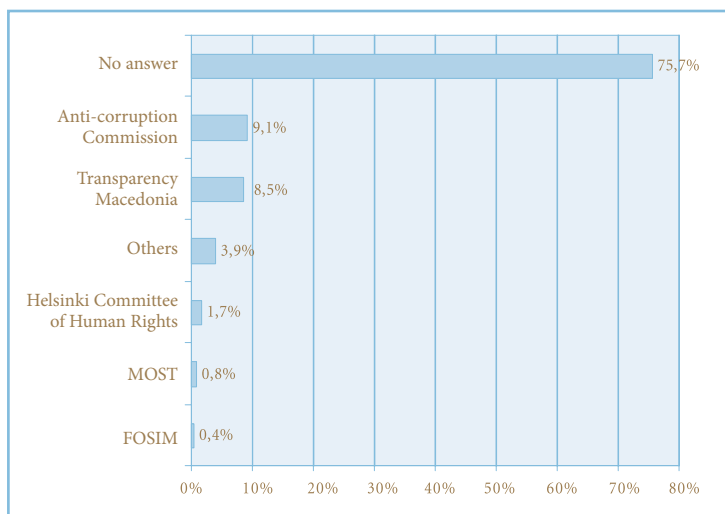
There is even lesser knowledge for organizations combating corruption, so even those considering themselves to be well-informed, have given irrelevant answers, listing organizations that are not directly involved in that area. This corresponds with the low level of activities undertaken by these organizations in the field of fight against corruption. Although it is not civil society organization, the Anti-corruption commission is perceived as most active in the fight against corruption and is most frequently mentioned. Large majority of citizens (75,7%) do not know a single organization working in the field of combating corruption.

The knowledge about civil society organization has been also examined by giving some reminders to the respondents. The general information (if they have heard) and knowledge (if they know) was examined for a list of 23 organizations.

The citizens have different information and knowledge of the civil society organizations.

**Graph IV.5.**
**I have heard/know of:**

| Organization | I have heard | I know |
|---|---|---|
| MCK | 97,1% | 79,4% |
| HCHR | 86,3% | 50,9% |
| SZPM | 85,4% | 41,7% |
| SSUKM | 84,7% | 45,2% |
| SOZM | 82,5% | 44,9% |
| FOSIM | 81,7% | 41,4% |
| DEM | 80,1% | 42,5% |
| Megjasi | 74,2% | 43,5% |
| AJM | 73,6% | 26,0% |
| ZIOM | 70,8% | 33,2% |
| Transparency | 61,2% | 26,0% |
| MCIC | 60,2% | 22,9% |
| OPM | 56,0% | 21,1% |
| El Hilal | 54,4% | 33,2% |
| ZELS | 53,3% | 21,5% |
| Polio Plus | 44,1% | 23,1% |
| ESE | 38,2% | 12,8% |
| Euro Balkan | 34,2% | 8,9% |
| ADI | 34,0% | 9,5% |
| MEDF | 31,4% | 6,6% |
| Mesecina | 29,3% | 7,5% |
| ISC/CID | 22,5% | 6,3% |
| CGI | 15,4% | 3,8% |
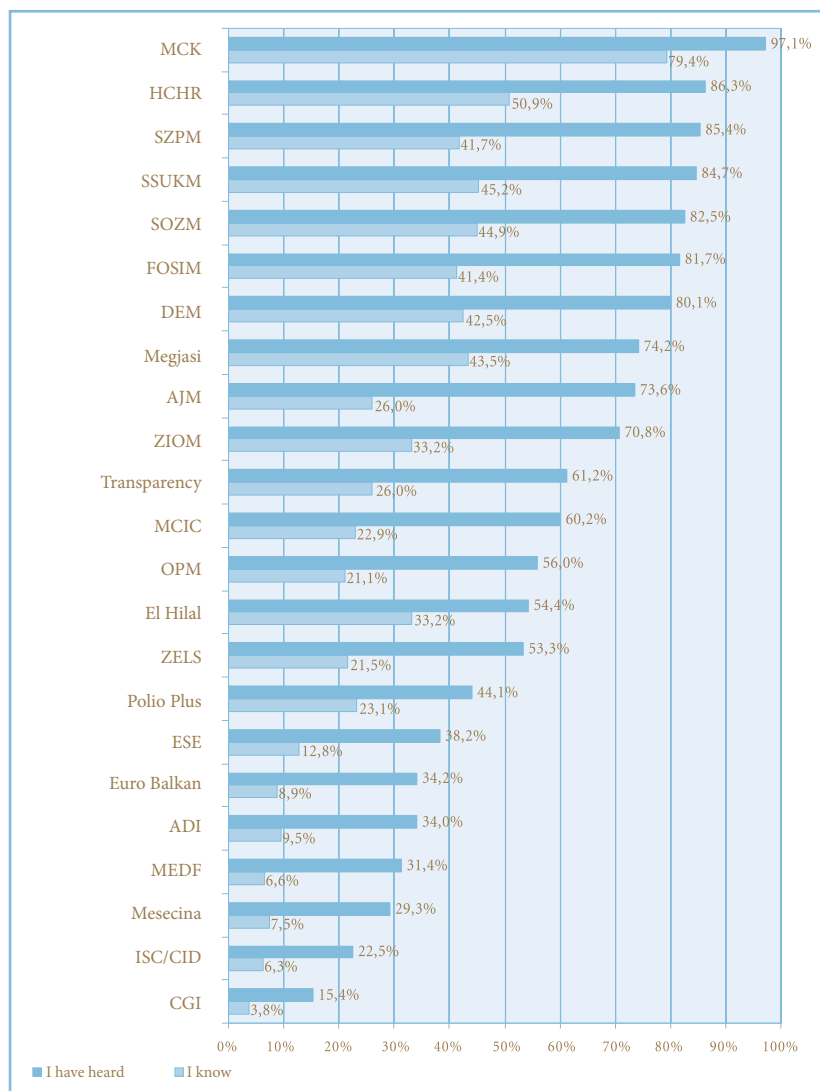
The results show that the number of those that know about certain organization is dramatically declining in comparison with those that are informed, and for some organizations this number is halved.

Both considering the information and knowledge, high on the list are the well-known organizations, with longer history and organizations active on national level. It is possible that there presence in the media has some influence.

# ATTITUDES (POSITIVE/NEGATIVE) ON CIVIL SOCIETY ORGANIZATIONS

Those that have knowledge in civil society were asked to say whether they have positive or negative attitude for each of the 23 listed organizations.

The positive attitudes on civil society organizations are more frequent in comparison with the negative. The negative attitudes are present among insignificant minority of respondents (up to 10%), and only for three of the total 23 organizations, the negative attitudes exceed 10% (from 11,7 to 16,6%) which is small minority of citizens.

## Graph IV.6.
### Ratio positive against negative attitudes[1]



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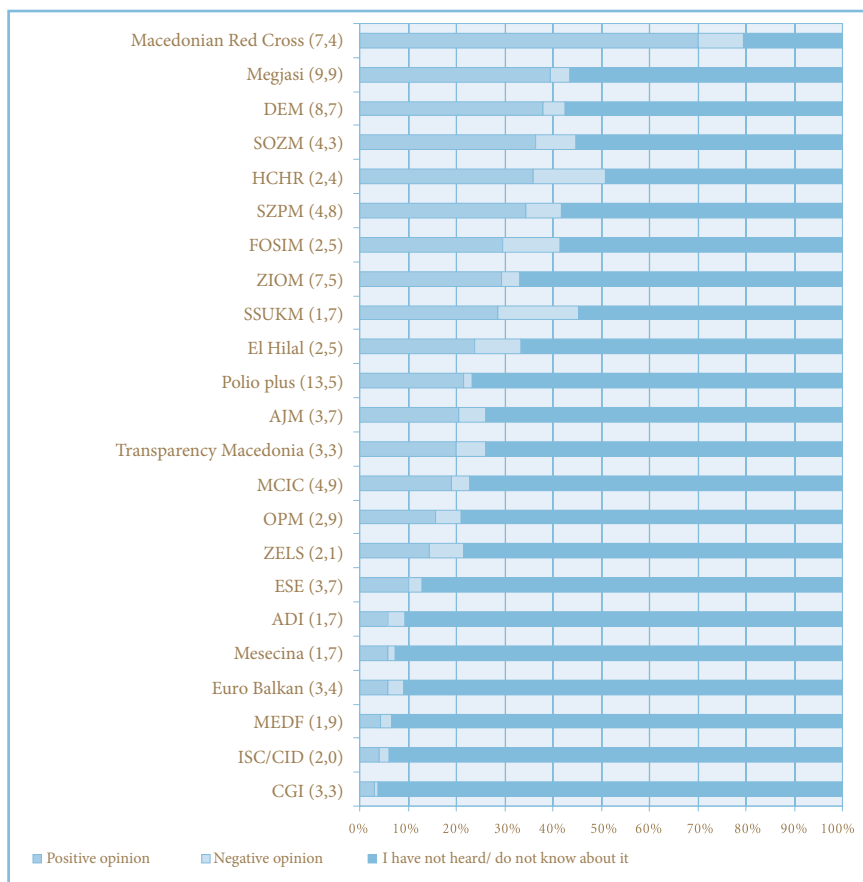
1    The ratio between the positive and negative attitude is given in the brackets

It is obvious that there is dominantly positive public opinion for all surveyed civil society organizations. The ratio between positive and negative attitudes is positive for all organizations that were included in the survey, i.e. for one respondent with negative attitude there are at least 1,7 respondents with positive attitude (for lowest ranking organizations) and up to 13,5 respondents for the highest ranked organization.

## FAMILIARITY WITH PERSONS FROM CIVIL SOCIETY SECTOR

The survey on familiarity with persons from the civil society sector was based on recognition from a list of 15 persons along with their photos.

The recognition of these 15 persons varies.

**Graph IV.7.**
**Recognizing figures from the civil society sector**
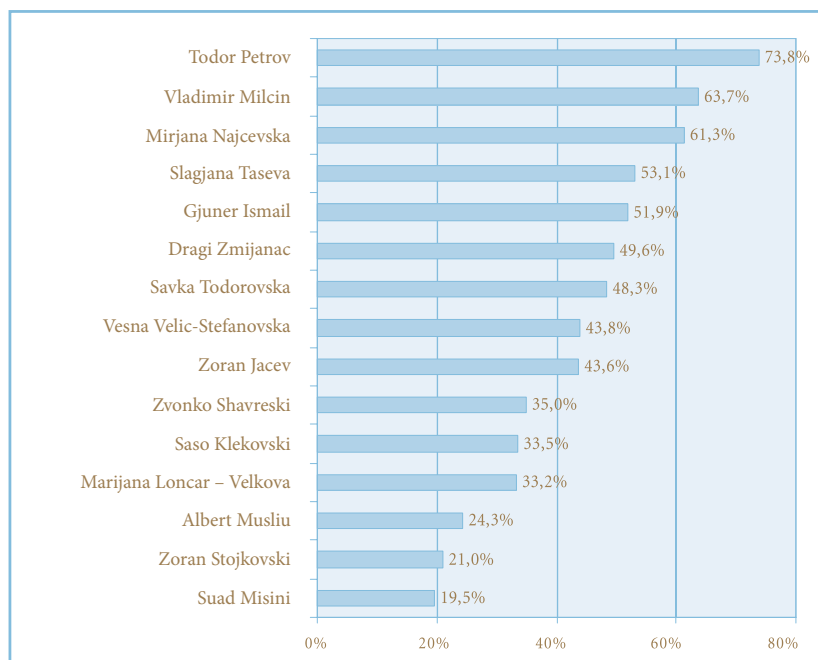
Minority of citizens know about most (2/3) of the offered candidates. Majority of respondents have recognized one third of the persons.

The familiarity with persons (leaders) is related with the familiarity of organizations they run.

The familiarity is highest with those that are active for a longer period of time in the sector. It is possible their presence in the public and the presentation of their attitudes to affect the recognition.

**Graph IV.8.**
**Relation trust – lack of trust[2]**
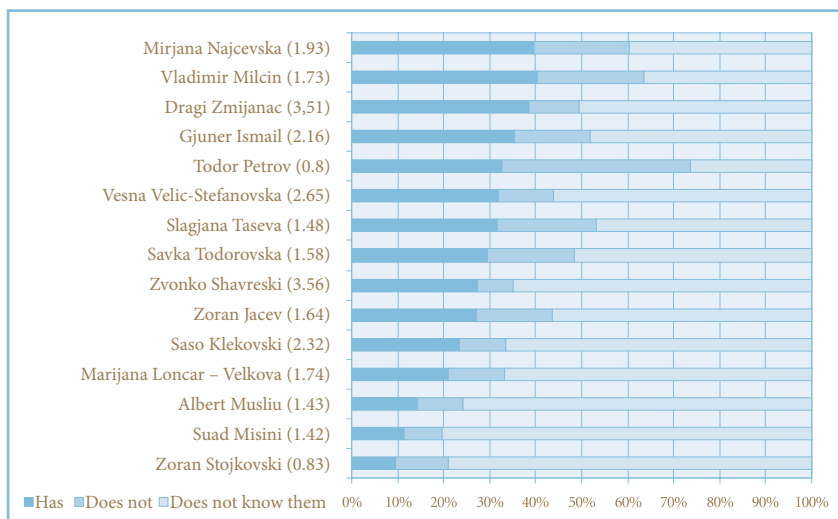


## CONCLUSIONS

### 1. Good knowledge of civil society organizations, but significantly less knowledge of their work in specific areas

The citizens in Macedonia have good general knowledge of civil society organizations. Vast majority (67,2%) of the citizens can state specific civil society organizations.

The results are unfavorable when the specific knowledge about the civil society organizations is being examined. So, majority of citizens (62,2%) can state not a single civil society organization working in the field of poverty, and large majority are not able to pinpoint at least one organization working in the civil society development and combating corruption (70,9%, and 75,7% respectively).

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[2] The number in the brackets beside the name shows the relation of trust against lack of trust of the citizen in the relevant person

This indicates that civil society organizations are not profiled enough in the public because large majority of citizens (over 2/3) are not able to make the connection between specific organizations and their activities in specific areas.

## 2. Correlation between the knowledge about civil society organizations and social indicators

Gender, ethnicity and political affiliation are not correlated with the general knowledge of the civil society organizations, but the other social indicators such as education, employment status and monthly income have influence. In addition, age, urbanization and region are related with the knowledge about civil society organizations.

Those that are informed about the civil society are members of the middle class i.e. well-educated, live in the cities, employed in the public sector, have higher monthly income and in average are younger.

## 3. Correlation between the knowledge of civil society organizations and the profile of organizations

The knowledge of citizens of Macedonia about certain civil society organizations is related with the profile of organization, most of all the level on which they work (local/national) and the sector in which they work. The citizens tend to have better knowledge about organizations (and leaders) working on national level and cover sectors and target groups for which the citizens are more willing to give (see VI – Charity).

Furthermore, other factors might also have effect, such as the volume of activities, especially before and during the survey, the time of their existence and presence in the media.

## 4. Public has positive opinion of civil society organizations

The positive opinion about the civil society organizations is dominant in the public and negative opinions on certain civil society organizations are present among insignificant minority (under 10%).

# V. RESPONSIBILITY FOR SOCIETAL ISSUES

## INTRODUCTION

An indicator that the topic of charity is new in Macedonia is the absence of widely accepted terminology (In the United States two terms are being used: philanthropy and charity.

In Macedonia this type of distinction is not clear. The focus of this report is charity, but we have also examined the attitudes on philanthropy and altruism.

Further problem is the use of several terms such as charity, benefaction and good will giving.

## RESPONSIBILITY FOR SOCIETAL ISSUES

We examined the attitude on allocation of responsibility for resolving the societal issues among the state, business and civil sector.

**Graph V.1.**
**Who is most responsible for providing support to citizens in responding to their societal needs?**



- Enterprises 1,4%
- Do not know 3,6%
- Civil organization 4,3%
- Citizens 16,1%
- State 54,8%
- Local government 19,8%
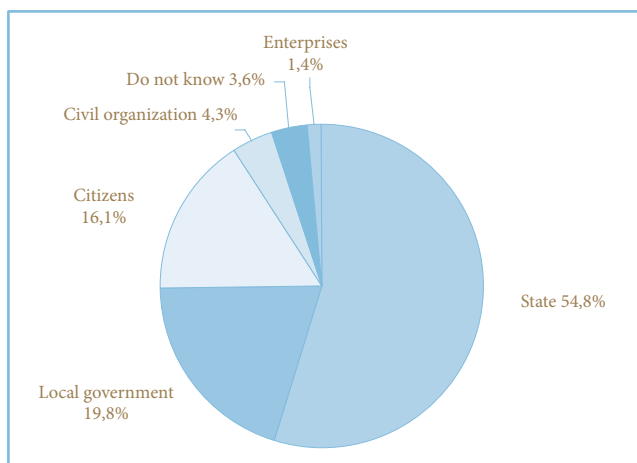
The highest are the expectations towards the state (54,8%) and local government (19,8%), and lower towards the citizens themselves and civil society organizations (civil sector) and enterprises (business sector).

The profile of those supporting the responsibility of various actors is relatively homogenous and there are no significant deviations according to the characteristics, with the exception of highest expectations from the state in the southwestern (70,3%) and Pelagonija region (63,6%).

These attitudes are correlated with the low level of trust in altruism of others.

**Graph V.2.**
**Attitude on altruism (unselfish concern for welfare of others)**
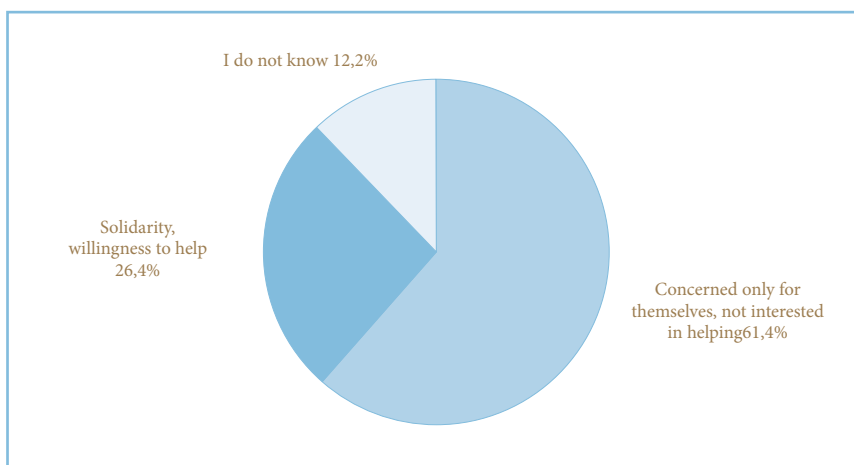
There is high homogeneity in the attitudes on altruism, with very small deviations. More Albanians (38%) and citizens from the northeastern (46,30%) and Polog region (38,70%) believe in altruism, and less the citizens with uncompleted primary education (15,8%), from southeastern (13,9%) and eastern region (9,6%).

Considering the responsibility of business sector, the emphasis is on the relation towards employees and state and then towards the community and environment

**Graph V.3.**
**Business entities and enterprises are responsible for:**
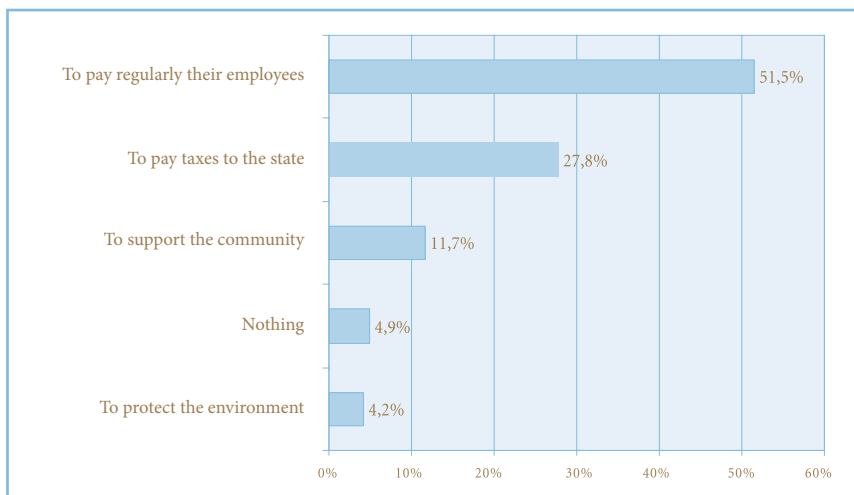


These attitudes are common for various groups. However, higher expectations for regular salaries have those with uncompleted primary education (63,2%). There are some interesting regional differences – high expectations for regular payments are present in the southeastern (62,5%) and eastern region (73,7%), in contrast to southwestern (39,9%) and Pelagonija region (40,9%), where in the latter there are high expectations for community support (22,2%).

## WAYS OF RESOLVING SOCIETAL NEEDS

The citizens, in the light of the expectations from the state for resolving the societal needs, believe that most beneficial will be the increased responsibility of state and business sector.

Education and training for employment is a way for responding to the societal needs (e.g. employment), against the low expectations from the socio-humanitarian assistance.

The differences in attitudes emerge only according to level of education. Only those with uncompleted primary education (23,7%) believe in socio-humanitarian assistance. Those with high education believe in increasing the responsibility of state and business sector (43,5%), unlike those with uncompleted primary education (21,1%) and with primary education (30,5%). The important thing

is that there are no differences regarding the training of citizens among different educational structures, and highest trust in this type of empowerment have those with income above 12.000 MKD/per capita (49,4%).

Graph V.4.
**The societal needs of citizens can be met by:**
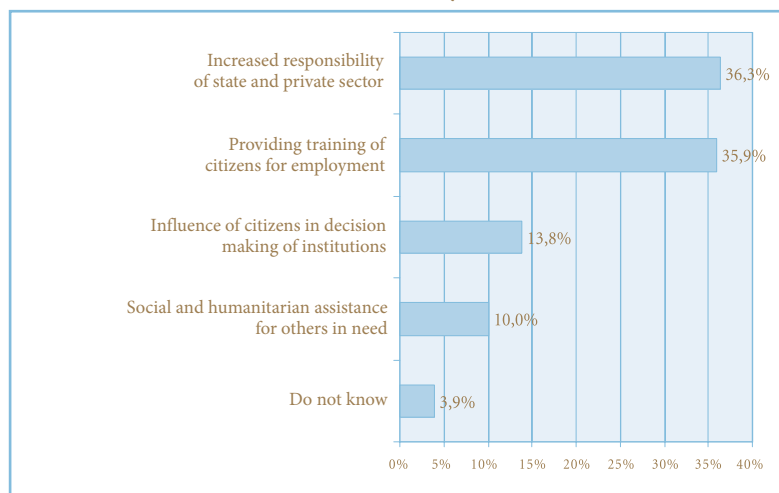


These attitudes towards the social-humanitarian assistance are supported by the preferences of the above stated options.

**Graph V.5.**
**The social and humanitarian assistance do not resolve the problem, the people should be empowered and trained to resolve their problems.**
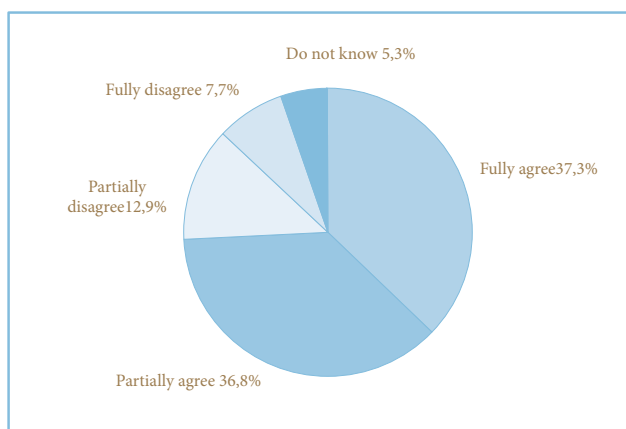


Those with uncompleted primary education strongly disagree with this attitude (I do not agree at all- 21,1%).

# CONCLUSIONS

### 1. The state is the most responsible for resolving the societal needs

Majority citizens (54,8%) believe that the state is most responsible for resolving the societal needs and they will be met in the best way by increasing the responsibility of the state and business sector (36,3%).

The high expectations towards the state, with lower expectations from the citizens and almost no expectations from the business sector, is in favor of the etatistic culture, as a residue of state socialism, i.e. low public support for constituting Macedonia as liberal-democratic constitutional system.

### 2. High perception of "selfishness" of the other

Only 26,4% believe in solidarity of citizens. Least trust have those with uncompleted primary school (15,8%), most likely as self-perceived victims of the carelessness of the others.

### 3. Low expectations for social responsibility of enterprises

The expectations towards the business sector are low or almost missing. Only 1,4% of the citizens believe that business sector is most responsible for resolving the societal needs. The only perceived responsibilities of the enterprises are regular salaries and taxes (only 27,8%). The environment is the last priority with 4,2%, which is even less than those thinking that the business sector has no responsibility at all (4,9%). These expectations are low probably as there is no concept of social activity of enterprises.

In the Civil Society Index (MCIC, 2006), the request for responsibility from business sector was an area without any activities and influence on the civil society organizations.

### 4. Social and humanitarian assistance are not solution for problems, but the employment is

There is high (full and partial) consent (74,1%) that social and humanitarian assistance is not a solution for the problems. Those with uncompleted primary education mostly disagree with this, probably because they are perceived as a group in need.

35,9% believe in empowering and training.

These public attitudes can be supportive for paying more attention to the development and not the social assistance.

On the other hand, in the motives, goals and target groups of charity, conflicting commitments of citizens can be seen.

# VI. CHARITY

## INTRODUCTION

Good deal of civil society organizations consider the charity to be a way out of the current situation triggered by the departure of numerous donors from Macedonia. In their perspective, the charity is a way out for their half-empty budgets. This is why MCIC wanted to check the factual situation. The survey shows whether and to what extent the civil society organizations can rely on charity from citizens as a source of funding for their future work.

## ATTITUDES ON CHARITY

Family is the institution where charity should be learned, is the opinion of majority of respondents (50%).

### Graph VI.1.
### How and where charity should be learnt?

| Category | Percentage |
|---|---|
| In the family | 50,0% |
| As part of formal education | 15,7% |
| Philanthropy should not be learnt | 10,7% |
| Media campaign | 6,1% |
| Extracurricular activities in school | 6,0% |
| Do not know | 4,1% |
| In religious communities | 3,9% |
| In civil society organizations | 2,9% |
| Other | 0,6% |
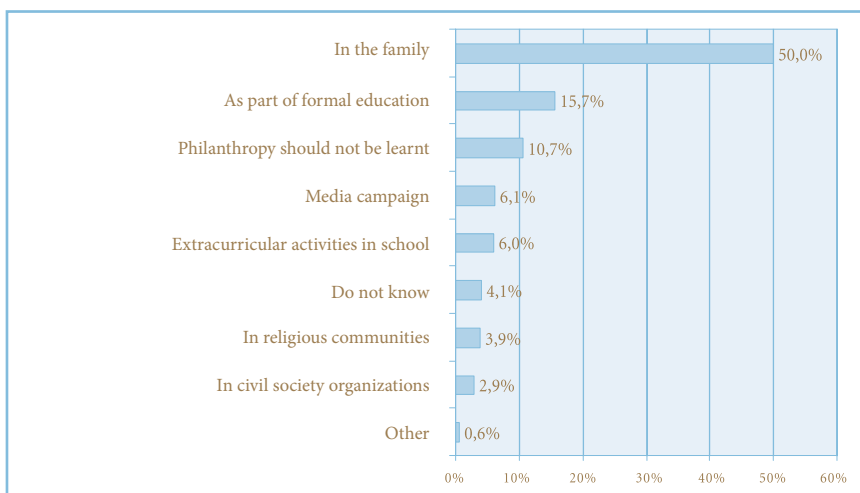
Some significant differences emerge among respondents depending on the level of education, employment status and the region where they come from. So, those with uncompleted education do not see the formal education as a place where charity should be learned. Only insignificant minority (5,3%) chose this option, unlike 18,2% of those that have completed advanced or higher education. Civil society organizations as places where charity should be learned are seen by 13,2% of respondents with uncompleted primary education in contrast to all the other respondents which range from 2,6% to 2,9%.

Understandably, the employees in civil society organizations see them as places where charity should be learned. This attitude is confirmed by 13,3%, in contrast to only 1,4% of the employees in the public sector who said that. The charity should not be learned at all is the opinion of 20% from the employees in the civil society organizations, on contrary to retired persons (6,8%) or employees in the public sector (7,7%).

The respondents from northeastern region of Macedonia give advantage to the family and formal education; however these answers significantly differ from the general trend and other regions. Of them, 36% think that charity should be learned in the family, in comparison with the average which is 50% or in comparison with 58,1% of the respondents from the southwestern region. The support to formal education was given by 26,5%, in comparison with the average that is 15% or 9,3% of the respondents from Vardar region. The respondents from eastern region, except these two main answers, prefer the learning through media campaigns.

Total of 14,7% believe that this is the right way for learning charity, in contrast to 2,2% from respondents of northeastern region.

The opinion regarding the purposeful use of charity donations is divided. According to the ethnicity of respondents, larger percent of Macedonians (15,9%) agree with the attitude that charity donations are never used purposefully, where this percentage among ethnic Albanians is 8,6%.

**Graph VI.2.**

**The charity contribution collected from citizens should be used only purposefully**
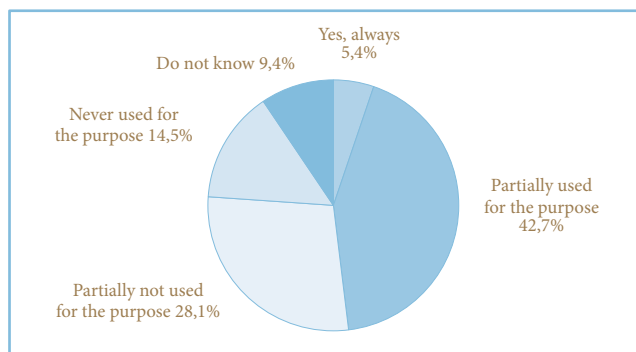


Considering the education structure of respondents there is an increasing percentage of those who think that charity donations are only partially used purposefully, starting from 21,1% of the respondents with uncompleted primary education up to 47% of the respondents with completed advanced or higher education. And vice versa, the percentage of respondents who said "charity donations are never used purposefully" is being reduced from 28,9% for respondents who have not completed the primary education to 11,2% of the respondents who have completed advanced or higher education.

Considering the employment status of respondents, the critical attitude of employees in civil society organizations can be noted. The least percentage (20%) agrees that "charity donations are partially used for the purpose", against 47,2% of the employees from the public sector. Large percentage (40%) of these respondents (employed in the civil sector) agreed that they are "partially not used for the purpose," against 22,8% of farmers or 25,2% unemployed. The same situation happens with the attitude "they are never used for the purpose", which was chosen by 26,7% of the employees in the civil sector, in contrast to 7,5% of students or 9,4% of employees in public sector.

The differences can be noted regarding the region where the respondents come from. Respondents from Vardar region (29,9%) are least assured of the purposeful use of charity donations, in comparison with respondents from Pelagonija region (59,8%). Regarding the not purposeful use of charity donations, the most assured are respondents from Vardar region (57%), in comparison with respondents from Skopje region (38,4%).

There is no majority answer to the question about the benefit of those who give. Nothing is the answer of 42,5% of respondents, where 17,9% said that feedback on where the money was sent would be enough.

**Those who give, should get**

| Category | Percentage |
|---|---|
| Nothing | 42.5% |
| Information how the money was used | 17,9% |
| Note of gratitude | 13,3% |
| Do not know | 9,7% |
| Tax exemption | 8,7% |
| Public gratitude by revealing the name | 6,3% |
| Other | 1,6% |
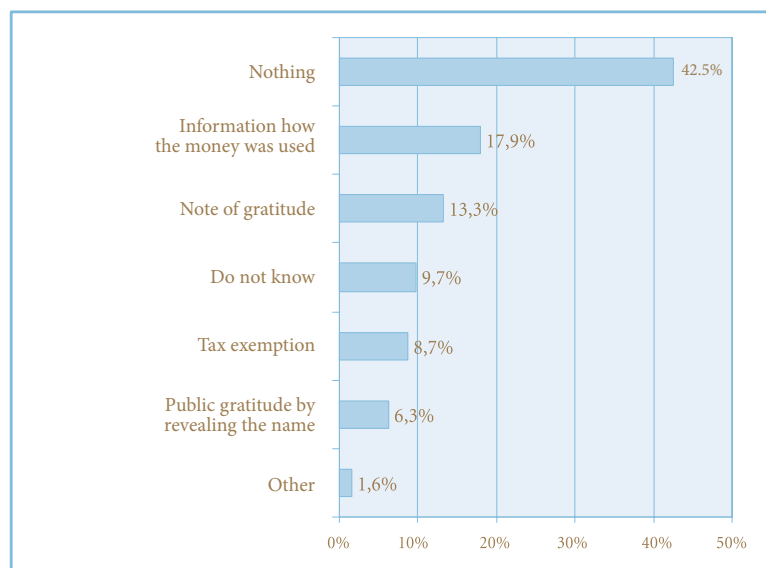
Information on using the assistance is the most expected reaction for 20,6% of the employees in the public sector, in comparison with 5,3% of farmers. Tax exemption is the answer of 19,6% of the respondents from Polog region, in comparison with only 0,6% from Pelagonija region, who think that this is the relevant satisfaction. The respondents from the northeastern region 8,8% least agree with the attitude that the charity givers should get nothing, in comparison with 60,2% of respondents from Pelagonija region, which have chosen this option.

Having in mind the difference between the declarative statements and reality, the question in the survey was have they given something in the past 12 months?

Those who give the least are the persons above 65 years (56,3%), those with uncompleted primary school or completed just primary education 42,1% and 42,2% respectively, retired persons 43,2% and respondents from northeastern region 40,4%).

**Graph VI.4.**
**Have you given (money or goods) in the past 12 months?**

| Category | Percentage |
|---|---|
| Yes, several times | 53,50% |
| No | 24,50% |
| Only once | 13,60% |
| Yes, regularly almost every month and in each action | 8,30% |
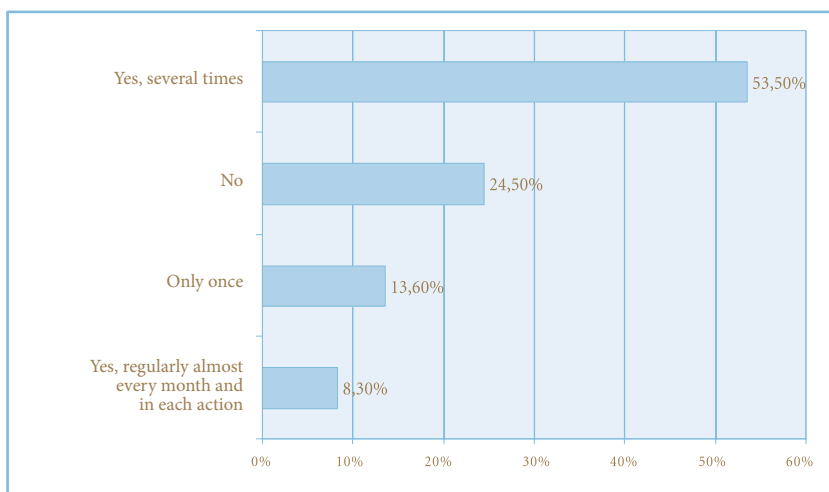
High percentage of respondents said they were giving. Vast majority of 83,2% from the respondents give from various reasons.

People over 65 years (17,2%) and those with completed primary education (29,1%) least believe in the attitude that people should mutually help each other, they give from sympathy (over 65 years - 31,3%, those with completed primary education - 29,1%). The respondents from Pelagonija and Polog region mostly believe in the attitude that people should support each other, 58% and 59,4% respectively.

It is interesting that the motivation of businessmen for charity is the superstition. To the most of the participants in the focus group, the thought that their business will turn bad if they do not give something has crossed their mind.

## Graph VI.5.
## Why do you give?
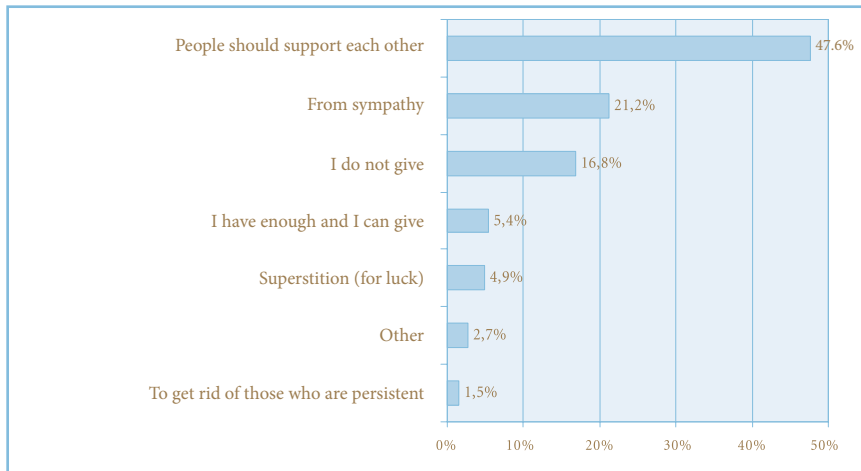


The celebrities often appear as ambassadors of good will in the charity activities. We asked the participants whether these celebrities affect their decision on charity.

## Graph VI.6.
## How do celebrities influence the decision on charity
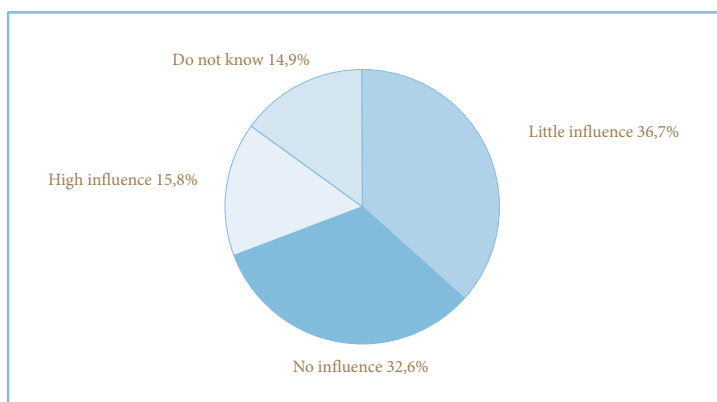
The Ambassadors of good will are least influential for the respondents from southwestern region, and most to those from the northeastern region.

The best ambassadors of good will are the artists (42,5%) and athletes (17,8%) is the opinion of respondents.

Graph VI.7.
**Which professions are best for ambassadors of good will?**
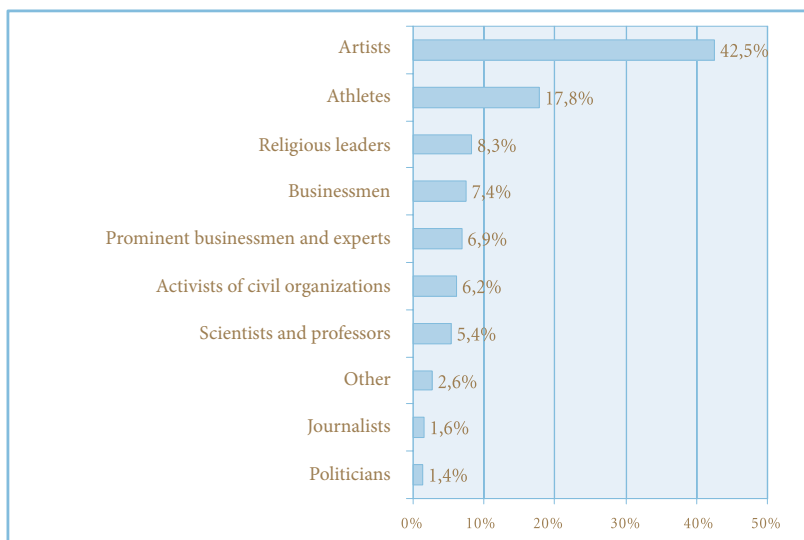
47% of Macedonians and 25,8% of ethnic Albanians think the artists are the best ambassadors. Ethnic Albanians prefer the religious persons (19,2%), in comparison to Macedonians (4,4%). The education also plays significant role in determining the profession of good will ambassadors. So 21,1% of respondents with uncompleted primary education support the religious persons for ambassadors of good will, in contrast to just 7,5% of respondents with completed advanced and higher education.

According to the regions, 65,9% of respondents from Pelagonija region think of the artists as best ambassadors, whereas 31,4% of respondents from eastern region see the athletes as good will ambassadors.

Esma Rexhepova is more recognized as good will ambassador from Macedonians (24%) than from ethnic Albanians (9,1%), just as Tose Proeski, for whom 25,5% of Macedonians think of him as good will ambassador, in comparison to 7,3% of ethnic Albanians. The respondents from eastern region (39,1%) recognize Esma Rexhepova as good will ambassador, while those from Vardar region give advantage to Tose Proeski (34,6%).

Graph VI.8.

**Name one of the ambassadors of good will, which is the best in your opinion**

| Category | Percentage |
|---|---|
| No answer | 34,2% |
| Esma Rexhepova | 20,9% |
| Tose Proeski | 19,8% |
| Other | 11,3% |
| Boris Trajanov | 4,7% |
| Trifun Kostovski | 3,6% |
| Simon Trpcevski | 2,3% |
| Kaliopi | 1,8% |
| Adrian Gaxha | 0,7% |
| Bexhet Pacoli | 0,7% |
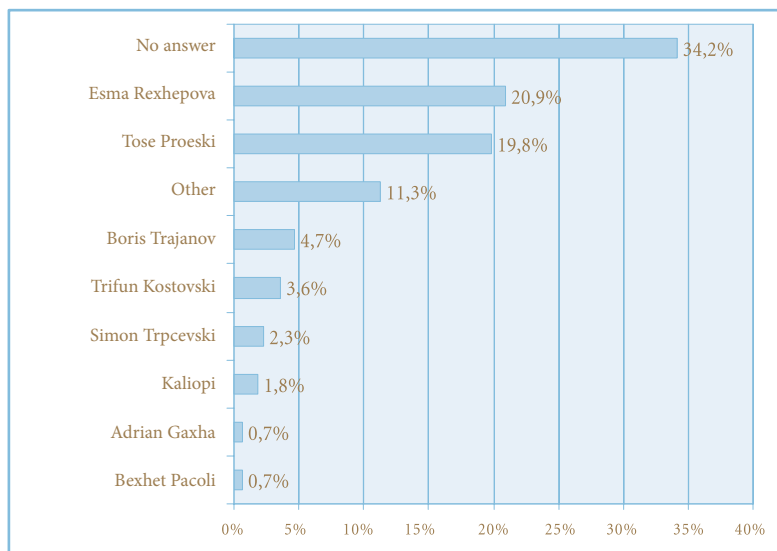
However, 16,3% of the respondents remain unmotivated for charity. The option "I do not have enough for myself" was mostly chosen by persons above 65 years (21,9%), the respondents who have not completed or with completed primary education (31,6%, and 23,6% respectively) and those with income up to 2.000 MKD (21,5%).

Graph VI.9.

**Why do you not give?**

| Category | Percentage |
|---|---|
| I give | 83,7% |
| I do not have enough (I need welfare) | 9,2% |
| I do not trust anyone, suspicious of frauds | 1,6% |
| I do not believe in the effect | 1,4% |
| Everyone should take care of oneself | 1,3% |
| I want, but I do not how | 1,1% |
| Other | 0,9% |
| I am not informed how the money is spent | 0,8% |
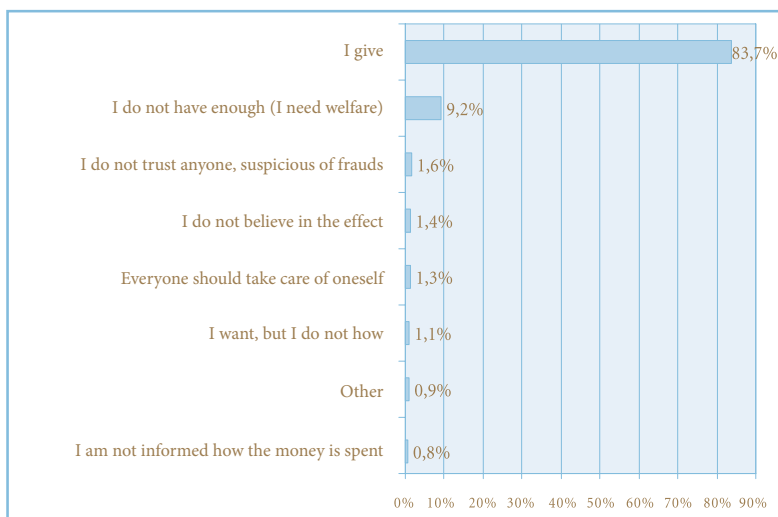
Those that have given in the past 12 months were asked about the purpose of their giving. The highest ranking was the health issues.

Graph VI.10.
**If you have given in the past 12 months, what was the purpose?**
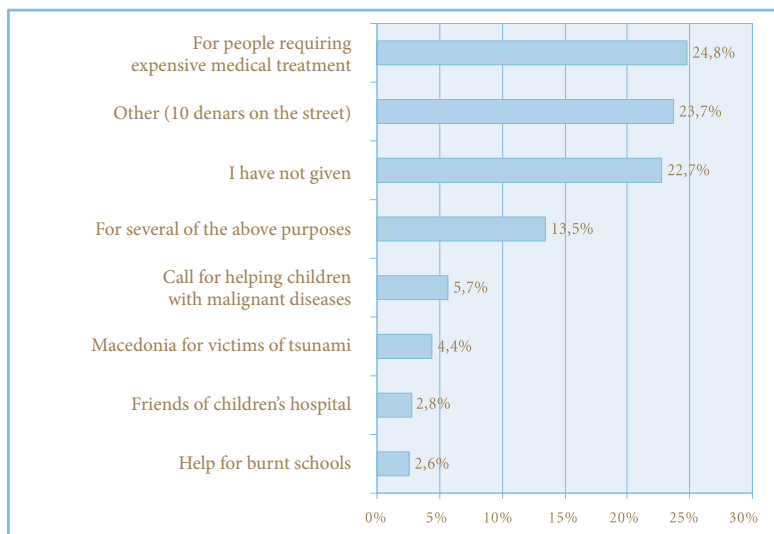
**Table VI.1.**
**If you give, what are your priority goals (areas) for giving?**

| | | |
|---|---|---|
| Health | % | 16.6 |
| Children, youth and students | % | 11.3 |
| Persons with special needs | % | 13.5 |
| Social welfare (humanitarian) | % | 9.4 |
| Democracy, human rights and rule of law, anti-corruption | % | 6.6 |
| Religious communities | % | 4.9 |
| Rural development | % | 3.7 |
| Old people | % | 7.1 |
| Education and science | % | 6.2 |
| Women and gender issues | % | 3.4 |
| Environment and nature | % | 4.2 |
| Non-violence and tolerance | % | 3.8 |
| Ethnic communities | % | 2 |
| Civil Society Development | % | 1.9 |
| Sport, hobby and recreation | % | 2.3 |
| Culture and art | % | 2.1 |
| Patriotic | % | 1 |

Looking at the priorities of citizens, it is evident that the first priority for giving is the health, followed by the persons with special needs and children etc.

**Graph VI.11.**
**If you give, what to what level do you give priority?**

| Level | Priority 1 | Priority 2 | Priority 3 |
|---|---|---|---|
| Locally in the neighborhood unit | 55,0% | 19,1% | 12,1% |
| In the municipality or town | 24,0% | 53,0% | 13,6% |
| Nationally (Macedonia) | 9,8% | 8,4% | 11,5% |
| In the region (Macedonia) | 6,3% | 16,4% | 59,1% |
| Internationally (outside Macedonia) | 4,4% | 2,6% | 3,1% |
| No answer | 0,4% | 0,5% | 0,6% |
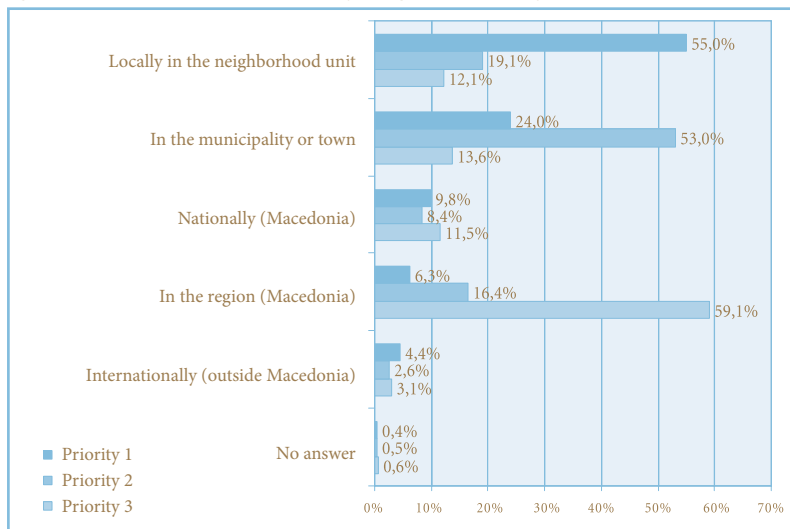
The survey showed that people want to give in the place of their residents, their immediate surroundings, i.e. locally in their neighborhood unit. This option was chosen as first priority by majority of 55% of respondents. The geographical distance from the place of residence means declining of percentage of respondent that chose that option, so 24% give priority to the giving in municipality or city, while for 9,8% to the giving on national level is priority. The second priority is the municipality or the town in which the respondents live (53%), and the third is the region (59,1%).

## WHAT AND HOW MUCH CITIZENS GIVE

Majority of those that give, i.e. 52,4%, give money.

The respondents with uncompleted primary education give more goods (36,8%) than money (18,4%). Moreover, those with income up to 2.000 MKD give less money (38,1) just as the respondents from northeastern region (29,4%).

Of those who give money (52,3%), most have given 50 to 100 MKD (15,6%), or 10 to 50 MKD (14,2%).

**Graph VI.12.**

**When you give, what do you most often give?**

I have not given 17,6%

In charity work 6,2%

Goods 23,9%

Money 52,4%
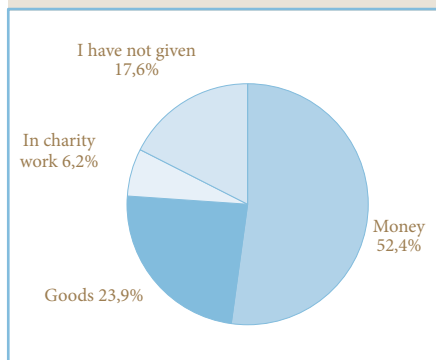
**Graph VI.13.**

**If you have given money, what was the amount?**

Petty cash less than 10 MKD 4,4%

10-50 MKD 14,2%

I have not given money 30,0%

50-100 MKD 15,6%

Over 500 MKD 6,6%

100-500 MKD 9,3%
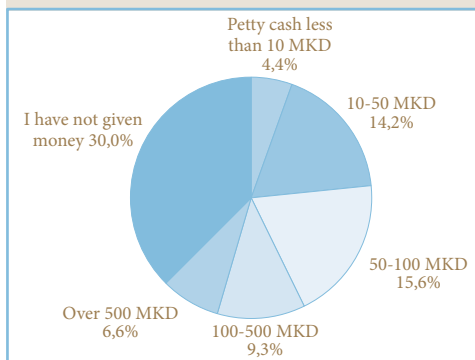
To the question how much have you given in the past 12 months, the respondents have been supposed to assign value to the given goods.

**Graph VI.14.**

**How much in total have you given in charity (money and goods) in the past 12 months?**

| Category | Percentage |
|---|---|
| 100 – 500 MKD | 24,2% |
| I have not given anything | 17,6% |
| Do not remember | 16,0% |
| 500 – 1,000 MKD | 14,3% |
| Less than 100 MKD | 9,3% |
| 1,000 – 2,000 MKD | 9,0% |
| I have not given money or goods | 6,2% |
| 2,000 – 5,000 MKD | 2,4% |
| 5,000 – 10,000 MKD | 0,6% |
| Over 10,000 MKD | 0,4% |
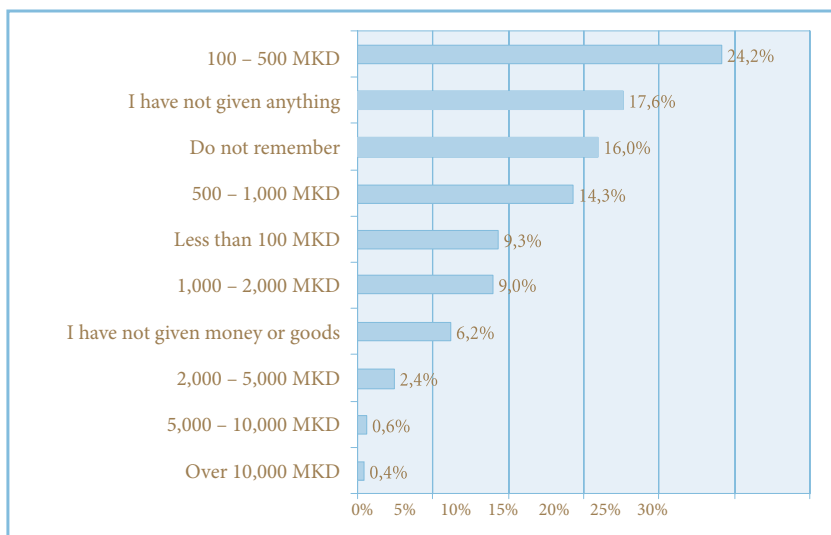
## MECHANISMS OF GIVING
### (HOW MACEDONIAN CITIZENS GIVE?)

The mechanisms of giving may hinder or facilitate the giving. Therefore, it is important to know what mechanism will be chosen. The citizens prefer to give on hand, or from door to door . This type of giving was prioritized by 34,5% of respondents. The most frequent second priority is giving on a bank account (with pay order) chosen by 20,6% from respondents, while the third priority includes the pay orders (16,6%) but also telephone donation, i.e. giving through the phone or short text messages-SMS (16,3%).

Ethnic Albanians prefer to give on hand, i.e. from door to door (47,6%), in comparison to 27,8% of Macedonians. This percentage is larger for the respondents who have not completed primary education (50%) or have completed primary education (45,5%), in comparison with those who have completed advanced or higher education (28,7%). The farmers (52,6%) and housewives (50,9%) prefer to give on hand as well as the respondents from northeastern region (50%).

The employees in civil society sector prefer to give through pay order i.e. on the bank account (46,7%).

### Table VI.2.
**What is your preferred way of giving:**

|  |  | 1 | 2 | 3 |
|---|---|---|---|---|
| From door to door  (on hand) | % | 34,5 | 13,3 | 9,6 |
| On bank account | % | 27,0 | 20,6 | 16,6 |
| Tele-donation (SMS, phone) | % | 12,1 | 17,9 | 16,3 |
| In a charity box | % | 11,4 | 18,3 | 11,3 |
| By buying objects (auction, store) | % | 4,9 | 7,7 | 10,2 |
| By buying services (concerts, etc) | % | 3,4 | 7,1 | 11,8 |
| By buying branded products | % | 2,3 | 6,0 | 10,5 |
| Credit card | % | 1,7 | 5,2 | 5,6 |
| Buying lottery ticket /bingo | % | 1,6 | 1,9 | 6,2 |
| No answer | % | 1,1 | 2,0 | 2,0 |

Business people think that there should be an organization or institution to which they can make charity donation when they can/want to do that. They think that some of the goods they have given do not end in the hands of those in need, simply because there is no such institution.

**Graph VI.15.**

**Do you agree with the option of giving 1-2% of the personal tax for charity, instead of the state?**
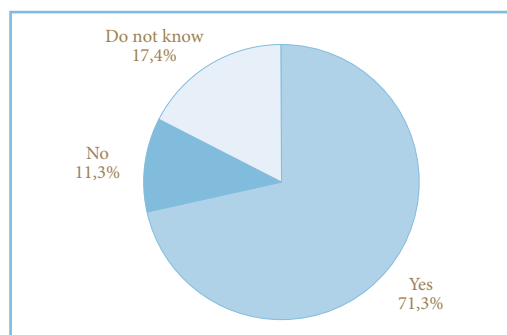
Vast majority of respondents (71,3%) think that 1-2% of the personal income tax should be given for charity, instead of to the state, as one of the mechanisms for giving.

**Graph VI.16.**

**What is your preferred way of giving, directly or through intermediaries?**
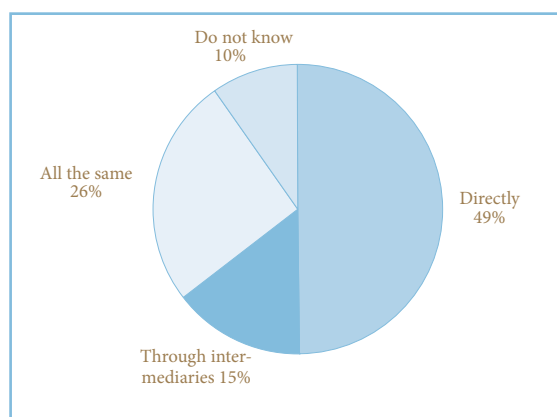
Almost half of the respondents want to give directly (49,8%). The respondents from north-eastern region are least willing to give through intermediaries (3,7%) in comparison with those from southwestern region (27%).

Although more than half of the respondents said they did not prefer intermediaries, the other half has made a list of possible intermediaries.

**Graph VI.17.**
**State to whom or through which organization you prefer to give:**



| | |
|---|---|
| I do not prefer intermediaries | 53,2% |
| No answer | 9,7% |
| Macedonian Red Cross and Red Crescent | 8,9% |
| Church and religious community | 7,4% |
| Public institution (hospital, school) | 6,6% |
| Neighborhood unit or municipality | 5,5% |
| Civil society organization | 4,8% |
| International organization | 3,4% |
| Other | 0,5% |
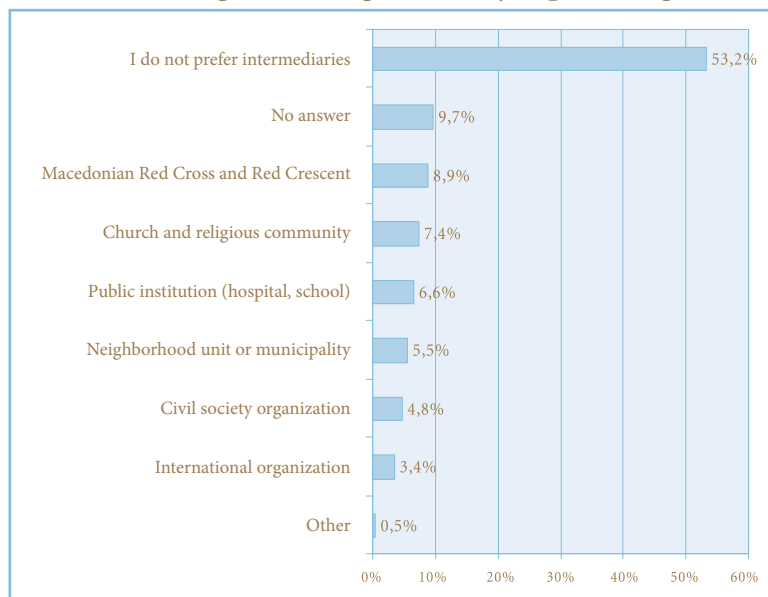
Although large percentage of people (56,4%) do not want to give through intermediaries, it is worth looking at the reasons why the others chose to give through intermediaries.

Vast majority (81,5%) of the respondents want to give directly to the beneficiary.

**Graph VI.18.**
**Why do you prefer to give through intermediaries?**



| | |
|---|---|
| I do not prefer intermediaries | 56,4% |
| Increased efficiency (more money is collected) | 17,1% |
| More control | 13,3% |
| No answer/ do not know | 9,2% |
| Other | 4,0% |
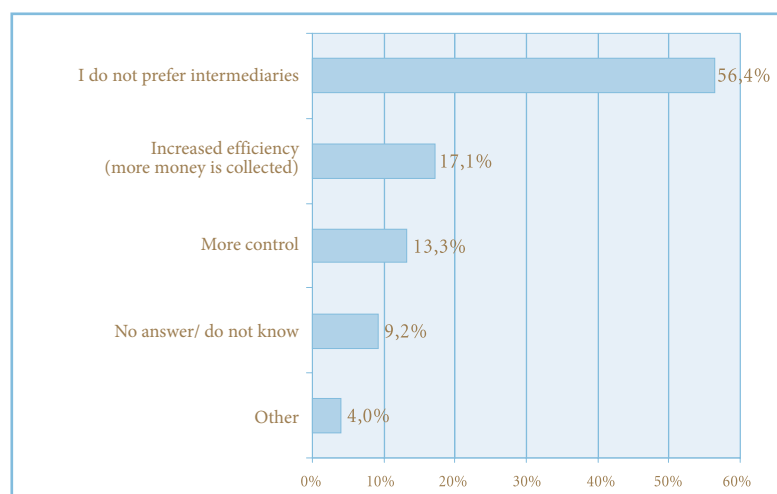
The respondents with completed advanced or high education have least trust in intermediaries. Almost 40,9% of them give directly because they want to avoid the frauds. Unlike them those that have not completed primary education and farmers are least concerned of the frauds, 13,2% and 12,3% respectably. The need to be sure where the money is given is higher among those with income over 12.000 MKD per capita in the household or 43,2% of them give directly in order to avoid hoax.

Graph VI.19.
**Why do you prefer to give through directly to the beneficiary?**

| Category | Percentage |
|---|---|
| To avoid abuse | 31,1% |
| I want to see whom I give | 26,6% |
| I would not give directly | 18,5% |
| No answer/ do not know | 15,5% |
| I want to see the gratitude personally | 4,4% |
| I want him/her to see who is giving | 3,9% |
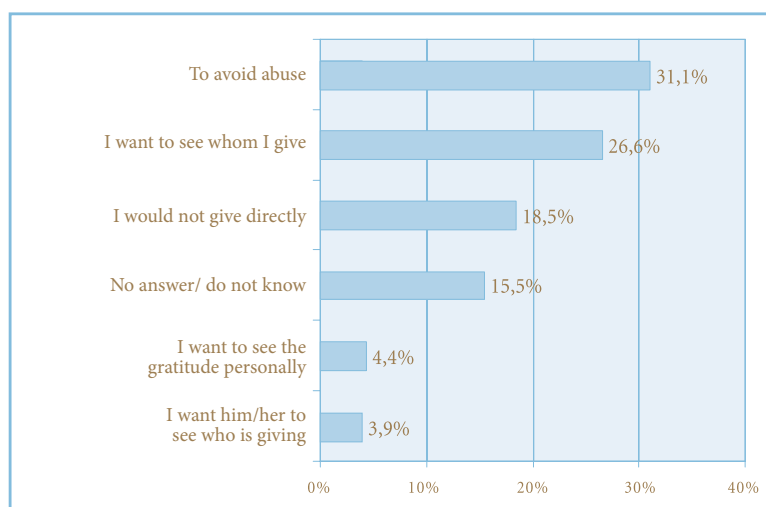
## INFORMATION ON CHARITY ACTIVITIES

Electronic media are most efficient in disseminating information on charitable activities, but also the direct communication/information cannot be neglected.

The electronic media penetrate mostly among Macedonians, i.e. 43,4% of them find the information on charitable donations in this way, in comparison with 18,2% ethnic Albanians. On the other hand, most of the Albanians (25,8%) get information from the friends and neighbors, in contrast to 5,7% of Macedonians. The education also plays great role in the way of getting information. Those who have completed advanced or higher education are more informed through the electronic media (40,7%), than those who have not completed primary education (23,7%). Also the number of those which remain ignorant is larger among those who have not completed the primary education (21,1%) compared with

the respondents who have completed advanced or higher education (4,7%). In the villages, more efficient is the direct communication where 36,5% of the respondents get the information directly from the beneficiaries (21%) or through friends and neighbors (15,5%) In Skopje this percentage is 22,9%. Total of 57,5% of respondents from Skopje, get information from electronic media 46,4% and 11,1% from printed media.

Farmers are least informed of these activities (36,8%), in comparison of those employed in the public sector which are most informed, as only 3,1% said that they did not have information.

This is interesting result, having in mind the main conclusion of the focus group that included the journalists. Regarding the issue whether the media present enough information on charity activities, they think that during the coverage of charitable activities there is a lack of analysis, minimizing the popularization of the concept on charity.

**Graph VI.20.**
**How do you get information on charity activities?**



| Category | Percentage |
|---|---|
| Electronic media | 35,9% |
| Directly from beneficiaries/those who request | 20,1% |
| Friends and neighbors | 10,9% |
| I do not get information | 10,1% |
| Printed media | 9,0% |
| Institution organizing the campaign | 8,2% |
| Church or religious community | 5,1% |
| Letters and leaflets | 0 7% |
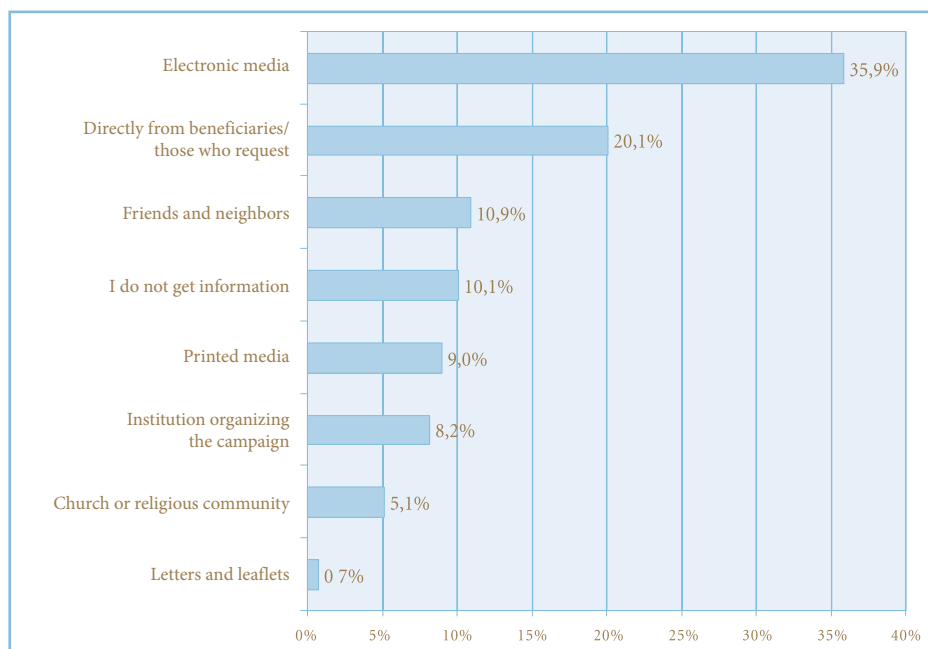
# CONCLUSIONS

**1. Minority of respondents (42,6%) believe that the funds are not used purposefully, while 17,9% expect feedback on how these funds were used.**

There is still high percentage of those who think that the funds are not used purposefully (14,5% are quite confident about it, while 28,1%, are partially confident), whereas 17,9% of the respondents said they have expected information on how these funds were utilized. The charity should be learned in the family, which plays the main role in the formation of one human person.

**2. Many people give, but irregularly. Most people give for health, for children, youth and persons with special needs.**

The percentage of those who give is high (83,2%). In comparison, the results from the survey on solidarity of citizens conducted in 2001 showed that almost ¼ of the citizens do not give. This indicates that the level of charity has been improved since 2001. Unfortunately, in spite of the high percentage of those who give, the percentage of those giving regularly (on a monthly basis) is small (8,3%). People mostly give because they think they should support each other. Their priority in giving is the health (20,1%), children and youth (13,5%), followed by persons with special needs (13,5%) etc. In the past five years, the priorities have slightly changes in respect of what is being given. In 2001 most of the respondents have given in order to help the children (19%), to help the local church or mosque (16%), i.e. to help sick and handicapped persons (15%).

**3. Money is mostly given. The usual amount is among 10 and 100 MKD.**

People prefer to give money (52,4%). Although the percentage was smaller, (38%), the money was the first option even back in 2001. Unfortunately, the voluntary work in 2001 (2%) and now (6,2%) is at the bottom of the list. When they give money, it is mostly in amount from 10 to 100 MKD. As the amount increases, the number of those who have given declines. In comparison, 13% gave from 100 to 500 MKD in 2001, while 9,3% in 2006.

**4. Citizens prefer to give directly, on hand.**

Citizens mostly like to give on hand, or from door to door (34,5%), then by pay order (27%) and SMS. They prefer direct giving (49,8%), instead of giving through intermediaries (14,6%). This is contrary to the attitude of 17,9% of the respondents, which expected feedback on the assistance. The number of those who would chose the civil society organization as their intermediary is small, now (2,8%) and five years ago (1%). The reason for direct giving is the fear of fraud (31,1%) and the desire to see whom the assistance is given (26,6%).

**5. The information on charitable activities is more efficiently disseminated through electronic media.**

Besides the opinion of journalists that they are not very much analytical regarding the charitable activities, thus not contributing for popularization of the concept of charity, the citizens see the electronic media as most efficient in disseminating information on charitable activities.

# APPENDIX 1. QUESTIONNAIRES

The answers are given in percentages (%)

## TRUST

### 1. How much trust do you have in people and the institutions?

|  | High trust | Partial trust | Low trust | No trust |
|---|---|---|---|---|
| People | 9,9 | 44,6 | 26,1 | 19,4 |
| Family | 77,9 | 16,4 | 4,0 | 1,6 |
| State | 4,2 | 25,0 | 28,4 | 42,4 |
| Business (private) sector | 12,1 | 37,7 | 28,1 | 22,0 |
| Civil (nongovernmental) sector | 6,2 | 41,9 | 29,5 | 22,4 |
| Political parties | 3,5 | 18,8 | 27,0 | 50,7 |
| Media | 9,7 | 47,0 | 30,7 | 12,6 |
| International community | 11,0 | 33,5 | 28,9 | 26,7 |

### 2. How much trust do you have in the following state institutions?

| President | 8,4 | 24,7 | 27,9 | 39,0 |
|---|---|---|---|---|
| Government | 4,9 | 21,7 | 27,3 | 46,2 |
| Parliament | 3,2 | 25,1 | 30,4 | 41,3 |
| Judiciary | 3,2 | 20,6 | 27,5 | 48,7 |
| Education institutions | 18,9 | 46,7 | 24,1 | 10,2 |
| Public institutions | 7,8 | 41,8 | 33,4 | 17,1 |
| Local government | 9,6 | 35,9 | 27,9 | 26,6 |

### 3. How much trust do you have in the following types of business (private) sector?

| Large enterprises | 12,3 | 39,7 | 28,0 | 20,0 |
|---|---|---|---|---|
| Small and medium enterprises | 11,3 | 45,9 | 28,6 | 14,2 |
| Micro (family) enterprises | 24,6 | 41,2 | 21,3 | 12,8 |

| 4. How much trust do you have in the following civil society institutions? | | | | |
|---|---|---|---|---|
| Civil society organizations (NGOs, citizens' associations) | 7,7 | 42,6 | 31,5 | 18,2 |
| Church and religious communities | 29,4 | 39,0 | 19,2 | 12,4 |
| Trade unions | 2,3 | 19,6 | 29,5 | 48,6 |
| Economic chambers | 3,2 | 26,7 | 34,2 | 35,8 |

## ATTITUDES ON CIVIL SOCIETY

| 5. To what extent do you agree with the stance that civil society organizations are organized by the citizens in order to realize the interests of citizens? | |
|---|---|
| Fully agree | 24,4 |
| Partially agree | 41,2 |
| Partially disagree | 13,2 |
| Fully disagree | 10,2 |
| No attitude | 11,0 |

| 6. To what extent do you agree with the stance that civil society organizations serve only to the interests of foreign states and foundations which help them to organize and finance them? | |
|---|---|
| Fully agree | 19,4 |
| Partially agree | 35,7 |
| Partially disagree | 18,9 |
| Fully disagree | 11,0 |
| No attitude | 15,2 |

| 7. To what extent do you agree with the stance that many capable people are not members of a party? Civil society organizations allow their opinion and actions to reach out to the public? | |
|---|---|
| Fully agree | 24,1 |
| Partially agree | 37,0 |
| Partially disagree | 15,2 |
| Fully disagree | 11,3 |
| No attitude | 12,4 |

| 8. To what extent do you agree with the stance that most civil society organizations are tool for some clever individuals to get money and have influence? | |
|---|---|
| Fully agree | 44,3 |
| Partially agree | 32,4 |
| Partially disagree | 10,6 |
| Fully disagree | 2,9 |
| No attitude | 9,7 |

| 9. Political parties and their leaders: | |
|---|---|
| Do not pay attention to the positions of civil organizations | 25,6 |
| Takeover when they have party interests | 52,2 |
| Hide behind some civil organization | 20,3 |
| No answer | 1,9 |

| 10. List the organizations for which you believe are ideologically (party) colored: | |
|---|---|
| Helsinki Committee of Human Rights of Republic of Macedonia (HCHR) | 10,5 |
| Association of Journalists of Macedonia (AJM) | 8,5 |

| | |
|---|---|
| Union of Women's Organizations in Republic of Macedonia (SOZM) | 6,0 |
| Foundation Open Society Institute Macedonia (FOSIM) | 5,9 |
| El Hilal | 5,9 |
| Transparency Macedonia | 5,7 |
| Union of Associations of Pensioners of Macedonia | 4,3 |
| Macedonian Centre of International Cooperation (MCIC) | 2,9 |
| Macedonian Red Cross | 2,7 |
| Institute of Sustainable Communities / Centre of Institutional Development | 1,4 |
| First Children's Embassy in the World "Megjasi" | 1,3 |
| Polio Plus | 0,4 |

| TRUST IN CIVIL SOCIETY | |
|---|---|
| **11. List up to three civil society organizations you are familiar with:** | |
| MOST | 9,6 |
| FOSIM | 6,5 |
| Red Cross | 5,2 |
| SOZM | 3,9 |
| Ecologist Associations | 3,9 |
| El Hilal | 3,9 |
| MCIC | 3,6 |
| Union of Associations of Pensioners of Macedonia | 2,1 |
| Transparency Macedonia | 2,1 |
| Helsinki Committee of Human Rights | 2,1 |
| ADI | 1,1 |
| Megjasi | 0,8 |
| Other women organizations | 0,7 |
| Others | 21,8 |
| No answer | 32,8 |

**List three civil society organizations in Macedonia, which in your opinion, work in the field of:**

| 12. Fight against poverty. | |
|---|---|
| Red Cross | 9,4 |
| El Hilal | 8,1 |
| MCIC | 2,6 |
| International organizations (OSCE, USAID, UNDP, UN...) | 1,9 |
| FOSIM | 1,4 |
| Mother Theresa | 0,4 |
| Red Crescent | 0,2 |
| Jeta | 0,1 |
| Others | 13,7 |
| No answer | 62,2 |

| 13. Strengthening of civil society. | |
|---|---|
| FOSIM | 6,3 |
| MCIC | 3,8 |
| Helsinki Committee | 2,9 |
| MOST | 2,6 |
| International organizations (OSCE, USAID, UNDP, UN...) | 1,6 |
| Transparency Macedonia | 1,2 |
| ESE | 0,2 |
| Anti-corruption Commission | 0,1 |
| Others | 10,5 |
| No answer | 70,9 |

| 14. List three civil society organizations in Macedonia which in your opinion, work on fight against corruption | |
|---|---|
| Anti-corruption Commission | 9,1 |
| Transparency Macedonia | 8,5 |
| Others | 3,9 |
| Helsinki Committee of Human Rights | 1,7 |
| MOST | 0,8 |
| FOSIM | 0,4 |
| No answer | 75,7 |

**15. What do you know and what is your opinion of the following organizations:**
**Never heard of that organization**
**1) I have heard, but I do not know almost anything**
**2) I know the organization and have very negative opinion**
**3) I know the organization and have negative opinion**
**4) I know the organization and have positive opinion**
**5) I know the organization and have very positive opinion**

| | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|
| Foundation Open Society Institute Macedonia | 18.3 | 40.3 | 5.1 | 6.6 | 24.5 | 5.2 |
| Macedonian Centre of International Cooperation | 39.8 | 37.3 | 1.7 | 2.2 | 14.9 | 4.1 |
| Macedonian Enterprise Developmental Foundation | 68.6 | 24.8 | 1.1 | 1.2 | 3.9 | 0.4 |
| Helsinki Committee of Human Rights of Republic of Macedonia | 13.7 | 35.4 | 6.3 | 8.6 | 30.2 | 5.7 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Euro Balkan | 65.8 | 25.3 | 1.7 | 1.6 | 4.9 | 0.8 |
| Macedonian Red Cross | 2.9 | 17.7 | 3.9 | 5.5 | 57.7 | 12.3 |
| El Hilal | 45.6 | 21.2 | 5.3 | 4.3 | 16.0 | 7.7 |
| Movement of Ecologists of Macedonia | 19.9 | 37.6 | 1.9 | 2.5 | 33.0 | 5.1 |
| Union of Students within "Ss. Kiril and Metodij" University | 15.3 | 39.5 | 6.1 | 10.5 | 24.6 | 4.0 |
| Association of Democratic Initiatives | 66.0 | 24.5 | 1.7 | 1.8 | 5.0 | 0.9 |
| Union of Women's Organizations in Republic of Macedonia | 17.5 | 37.6 | 3.3 | 5.1 | 31.3 | 5.2 |
| Association of Equality, Solidarity and Emancipation | 61.8 | 25.4 | 1.4 | 1.3 | 9.2 | 0.9 |
| Transparency Macedonia | 38.8 | 35.2 | 2.2 | 3.8 | 17.1 | 2.9 |
| Institute of Sustainable Communities/ Centre of Institutional Development | 77.5 | 16.2 | 0.7 | 1.4 | 3.5 | 0.6 |
| HDZR "Mesecina" | 70.7 | 21.8 | 0.7 | 1.0 | 5.2 | 0.5 |
| PDAS "Megjasi" | 25.8 | 30.7 | 1.7 | 2.3 | 32 | 7.5 |
| Polio Plus | 55.9 | 21.0 | 0.4 | 1.2 | 15.6 | 6.0 |
| Association of Self-Government Units | 46.7 | 31.8 | 3.0 | 4.0 | 12.8 | 1.6 |
| Union of Associations of Pensioners of Macedonia | 14.6 | 43.7 | 2.2 | 5.0 | 29.2 | 5.3 |
| Organization of Consumers of Macedonia | 44 | 34.9 | 2.5 | 2.9 | 13.4 | 2.2 |
| Association of Organizations of Invalids of Macedonia | 29.2 | 37.6 | 1.4 | 2.5 | 24.1 | 5.2 |
| Centre of Civic Initiative | 84.6 | 11.6 | 0.3 | 0.6 | 2.6 | 0.4 |
| Association of Journalists of Macedonia | 26.4 | 47.6 | 3.0 | 2.5 | 18.7 | 1.8 |

**16. How much trust do you have in the following civil society figures?**
**(the respondents were given a card with a color photo, name and surname and the name of organization)**

| | High trust | Mainly has trust | Mainly has no trust | No trust | Not familiar with him/her |
|---|---|---|---|---|---|
| Vladimir Milcin | 8,8 | 31,5 | 12,4 | 10,9 | 36,3 |
| Savka Todorovska | 5,4 | 24,2 | 9,1 | 9,6 | 51,7 |
| Suad Misini | 2,5 | 9,0 | 4,7 | 3,4 | 80,5 |
| Marijana Loncar – Velkova | 3,0 | 18,0 | 7,3 | 4,8 | 66,8 |
| Zvonko Shavreski | 11,0 | 16,4 | 3,2 | 4,5 | 65,0 |
| Dragi Zmijanac | 12,5 | 26,1 | 4,5 | 6,5 | 50,4 |
| Zoran Jacev | 5,8 | 21,3 | 9,8 | 6,7 | 56,4 |
| Slagjana Taseva | 8,4 | 23,3 | 11,2 | 10,2 | 46,9 |
| Mirjana Najcevska | 11,8 | 28,6 | 12,2 | 8,7 | 38,7 |

| | | | | | |
|---|---|---|---|---|---|
| Saso Klekovski | 4,9 | 18,5 | 5,1 | 5,0 | 66,5 |
| Albert Musliu | 4,5 | 9,8 | 6,1 | 3,9 | 75,7 |
| Todor Petrov | 8,7 | 24,0 | 18,0 | 23,1 | 26,2 |
| Gjuner Ismail | 6,5 | 29,0 | 9,0 | 7,4 | 48,1 |
| Zoran Stojkovski | 2,2 | 7,3 | 5,1 | 6,3 | 79,0 |
| Vesna Velic-Stefanovska | 9,5 | 22,3 | 5,8 | 6,2 | 56,2 |

## CHARITY

| 1. Who is most responsible for providing support to citizens in responding to their societal needs? | |
|---|---|
| State | 54,8 |
| Local government | 19,8 |
| Citizens | 16,1 |
| Civil society organizations | 4,3 |
| Do not know | 3,6 |
| Enterprises | 1,4 |

| 2. Most people are: | |
|---|---|
| Concerned only for themselves, not interested in helping | 61,4 |
| Willing to help (solidarity) | 26,4 |
| Do not know | 12,2 |

| 3. Business entities and enterprises are responsible for: | |
|---|---|
| Paying regularly their employees | 51,5 |
| Paying taxes to the state | 27,8 |
| Supporting the community | 11,7 |
| Nothing | 4,9 |
| Protecting the environment | 4,2 |

| 4. The societal needs of citizens can be met by: | |
|---|---|
| Increased responsibility of state and private sector | 36,3 |
| Providing training of citizens for employment | 35,9 |
| Influence of citizens in decision making of institutions | 13,8 |
| Social and humanitarian assistance for others in need | 10,0 |
| Do not know | 3,9 |

| 5. The social and humanitarian assistance do not resolve the problem, the people should be empowered and trained to resolve their problems. | | | | | | |
|---|---|---|---|---|---|---|
| Fully agree | 37,3 | | | | | |
| Partially agree | 36,8 | | | | | |
| Partially disagree | 12,9 | | | | | |
| Fully disagree | 7,7 | | | | | |
| Do not know | 5,3 | | | | | |

| 6. How and where charity should be learnt? | |
|---|---|
| In the family | 50,0 |
| As part of formal education | 15,7 |
| Charity should not be learnt | 10,7 |
| Media campaign | 6,1 |
| Extracurricular activities in school | 6,0 |
| Do not know | 4,1 |
| In religious communities | 3,9 |
| In civil society organizations | 2,9 |
| Other | 0,6 |

| 7. The charity contribution collected from citizens are used only purposefully: | |
|---|---|
| Yes, always | 5,4 |
| Partially used for the purpose | 42,7 |
| Partially not used for the purpose | 28,1 |
| Never used for the purpose | 14,5 |
| Do not know | 9,4 |

### 8. Those who give, should get:

| | |
|---|---|
| Nothing | 42,5 |
| Information how the money was used | 17,9 |
| Note of gratitude | 13,3 |
| Do not know | 9,7 |
| Tax exemption | 8,7 |
| Public gratitude by revealing the name | 6,3 |
| Other | 1,6 |

### 9. Have you given (money or goods) in the past 12 months?

| | |
|---|---|
| Yes, regularly almost every month and in each action | 8,3 |
| Yes, several times | 53,5 |
| Only once | 13,6 |
| No | 24,5 |

### 10. Why do you give?

| | |
|---|---|
| People should support each other | 47,6 |
| From sympathy | 21,2 |
| I do not give | 16,8 |
| I have enough and I can give | 5,4 |
| Superstition (for luck) | 4,9 |
| Other | 2,7 |
| To get rid of those who are persistent | 1,5 |

### 11. How do celebrities participating in charity activities (ambassadors of good will) influence Your decision on charity?

| | |
|---|---|
| Little influence | 36,7 |
| No influence | 32,6 |
| High influence | 15,8 |
| Do not know | 14,9 |

### 12. Which professions are best for ambassadors of good will?

| | |
|---|---|
| Artists | 42,5 |
| Athletes | 17,8 |
| Religious leaders | 8,3 |
| Businessmen | 7,4 |
| Prominent businessmen and experts | 6,9 |

| Activists of civil organizations | 6,2 |
|---|---|
| Scientists and professors | 5,4 |
| Other | 2,6 |
| Journalists | 1,6 |
| Politicians | 1,4 |

## 13. Name one of the ambassadors of good will in Macedonia, which is the best in your opinion.

| | | | | | | |
|---|---|---|---|---|---|---|
| No answer | 34,2 | | | | | |
| Esma Rexhepova | 20,9 | | | | | |
| Tose Proeski | 19,8 | | | | | |
| Other | 11,3 | | | | | |
| Boris Trajanov | 4,7 | | | | | |
| Trifun Kostovski | 3,6 | | | | | |
| Simon Trpcevski | 2,3 | | | | | |
| Kaliopi | 1,8 | | | | | |
| Adrian Gaxha | 0,7 | | | | | |
| Bexhet Pacoli | 0,7 | | | | | |

## 14. Why do you not give?

| | |
|---|---|
| I give | 83,7 |
| I do not have enough (I need welfare) | 9,2 |
| I do not trust anyone, suspicious of frauds | 1,6 |
| I do not believe in the effect | 1,4 |
| Everyone should take care of oneself | 1,3 |
| I want, but I do not how | 1,1 |
| Other | 0,9 |
| I am not informed how the money is spent | 0,8 |

## 15. If you have given in the past 12 months, what was the purpose?

| | |
|---|---|
| For people requiring expensive medical treatment | 24,8 |
| Other (10 MKD on the street) | 23,7 |
| I have not given | 22,7 |
| For several of the above purposes | 13,5 |
| Call for helping children with malignant diseases | 5,7 |
| Macedonia for victims of tsunami | 4,4 |
| Friends of children's hospital | 2,8 |
| Help for burnt schools | 2,6 |

## 16. If you give, what are your priority goals (areas) for giving?

| 1 highest priority -5 lowest priority | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Health | 20,1 | 16,1 | 13,7 | 9,2 | 6,8 |
| Children, youth and students | 13,5 | 11,3 | 9,0 | 7,9 | 8,2 |
| Persons with special needs | 13,5 | 14,5 | 12,6 | 9,3 | 6,2 |
| Social welfare (humanitarian) | 11,7 | 7,3 | 9,1 | 10,5 | 11,4 |
| Democracy, human rights and rule of law, anti-corruption | 8,5 | 6,4 | 4,9 | 4,2 | 5,3 |
| Religious communities | 6,7 | 5,1 | 3,0 | 3,9 | 4,4 |
| Rural development | 4,1 | 3,1 | 4,0 | 4,5 | 5,8 |
| Old people | 4,0 | 7,9 | 9,3 | 11,2 | 5,3 |
| Education and science | 3,4 | 6,7 | 8,6 | 10,5 | 8,1 |
| Women and gender issues | 2,6 | 4,5 | 3,1 | 3,2 | 4,0 |
| Environment and nature | 2,4 | 4,8 | 5,5 | 5,2 | 6,0 |
| Non-violence and tolerance | 2,2 | 3,6 | 5,5 | 4,7 | 5,4 |
| Ethnic communities | 1,9 | 2,2 | 2,0 | 2,7 | 1,9 |
| Civil Society Development | 1,8 | 1,7 | 2,3 | 3,7 | 4,2 |
| Sport, hobby and recreation | 1,7 | 1,9 | 3,2 | 3,5 | 10,2 |
| Culture and art | 1,2 | 2,2 | 3,0 | 4,2 | 5,1 |
| Patriotic | 0,8 | 0,8 | 1,3 | 1,5 | 1,8 |

## 17. If you give, what level has priority for giving?

| 1 highest priority -5 lowest priority | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Locally in the neighborhood unit | 55,0 | 19,1 | 12,1 | 7,9 | 5,5 |
| In the municipality or town | 24,0 | 53,0 | 13,6 | 6,5 | 2,3 |
| Nationally (Macedonia) | 9,8 | 8,4 | 11,5 | 63,8 | 5,7 |
| In the region (Macedonia) | 6,3 | 16,4 | 59,1 | 13,3 | 4,3 |
| Internationally (outside Macedonia) | 4,4 | 2,6 | 3,1 | 7,7 | 81,2 |
| No answer | 0,4 | 0,5 | 0,6 | 0,7 | 0,9 |

## 18. When you give, what do you most often give?

| | |
|---|---|
| Money | 52,4 |
| Goods (food, clothes) | 23,9 |
| In charity work (care, care for elderly, transfer of knowledge, etc.) | 6,2 |
| I have not given | 17,6 |

### 19. If you have given money, what was the amount?

| | |
|---|---|
| Petty cash less than 10 MKD | 4,4 |
| 10 – 50 MKD | 14,2 |
| 50 – 100 MKD | 15,6 |
| 100 – 500 MKD | 9,3 |
| Over 500 MKD | 6,6 |
| I have not given money | 30 |
| I do not remember | 2,2 |
| I have not given anything | 17,6 |

### 20. How much in total have you given in charity (money and goods) in the past 12 months?

| | |
|---|---|
| 100 – 500 MKD | 24,2 |
| I have not given anything | 17,6 |
| I do not remember | 16 |
| 500 – 1.000 MKD | 14,3 |
| Less than 100 MKD | 9,3 |
| 1.000 – 2.000 MKD | 9 |
| I have not given money or goods | 6,2 |
| 2.000 – 5.000 MKD | 2,4 |
| 5.000 – 10.000 MKD | 0,6 |
| Over 10.000 MKD | 0,4 |

### 21. What is your preferred way of giving? List your priorities from 1 to 3, where 1 is the highest priority.

| | 1 | 2 | 3 |
|---|---|---|---|
| From door to door (on hand) | 34,5 | 13,3 | 9,6 |
| On bank account | 27 | 20,6 | 16,6 |
| Tele-donation (SMS, phone) | 12,1 | 17,9 | 16,3 |
| In a charity box | 11,4 | 18,3 | 11,3 |
| By buying objects (auction, store) | 4,9 | 7,7 | 10,2 |
| By buying services (concerts, etc) | 3,4 | 7,1 | 11,8 |
| By buying branded products | 2,3 | 6 | 10,5 |
| Credit card | 1,7 | 5,2 | 5,6 |
| Buying lottery ticket /bingo | 1,6 | 1,9 | 6,2 |
| No answer | 1,1 | 2 | 2 |

**22. In some European countries, the citizens can give 1-2% of the personal tax for chrity, instead of the state. Do you think that this option should be introduced in Macedonia?**

| | |
|---|---|
| Yes | 71,3 |
| No | 11,3 |
| Do not know | 17,4 |

**23. What is your preferred way of giving, directly or through intermediaries?**

| | |
|---|---|
| Directly | 49,8 |
| Through intermediaries | 14,6 |
| All the same | 26 |
| Do not know | 9,7 |

**24. State to whom or through which organization you prefer to give.**

| 1 highest priority -5 lowest priority | 1 | 2 | 3 |
|---|---|---|---|
| I do not prefer intermediaries | 53 | 53,4 | 53,3 |
| Macedonian Red Cross and Red Crescent | 12,6 | 9,2 | 5 |
| Church and religious community | 9,9 | 6 | 6,2 |
| No answer | 9,7 | 9,7 | 9,7 |
| Neighborhood unit or municipality | 4,6 | 5,4 | 6,4 |
| Public institution (hospital, school) | 4,4 | 6,5 | 8,8 |
| Civil society organization | 2,8 | 5,2 | 6,5 |
| International organization | 2,6 | 4,5 | 3,2 |
| Other | 0,5 | 0,2 | 0,9 |

**25. Why do you prefer to give through intermediaries?**

| | |
|---|---|
| I do not prefer intermediaries | 56,4 |
| Increased efficiency (more money is collected) | 17,1 |
| More control | 13,3 |
| No answer / Do not know | 9,2 |
| Other | 4,0 |

| 26. Why do you prefer to give through directly to the beneficiary? | |
|---|---|
| To avoid abuse | 31,1 |
| I want to see whom I give | 26,6 |
| I would not give directly | 18,5 |
| No answer / Do not know | 15,5 |
| I want to see the gratitude personally | 4,4 |
| I want him/her to see who is giving | 3,9 |

| 27. How do you get information on charity activities? | |
|---|---|
| Electronic media | 35,9 |
| Directly from beneficiaries/ those who request | 20,1 |
| Friends and neighbors | 10,9 |
| I do not get information | 10,1 |
| Printed media | 9,0 |
| Institution organizing the campaign | 8,2 |
| Church or religious community | 5,1 |
| Electronic media | 0,7 |

# APPENDIX 2. SAMPLE STRUCTURE

The answers are given in percentages (%)

| GENDER | |
|---|---|
| Male | 50,5 |
| Female | 49,5 |
| **AGE** | |
| 18-25 | 13,9 |
| 26-30 | 17,1 |
| 31-40 | 24,6 |
| 41-50 | 22,6 |
| 50-65 | 16,2 |
| over 65 years | 5,7 |
| **ETHNICAL BELONGING** | |
| Macedonians | 64,3 |
| Albanians | 24,4 |
| Turks | 4,5 |
| Roma | 2,6 |
| Serbs | 1,7 |
| Vlachs | 0,5 |
| Other | 2,1 |
| **EDUCATION** | |
| Uncompleted primary | 1,9 |
| Primary | 14,4 |
| Secondary | 56,9 |
| Advanced/ higher | 26,8 |
| **PLACE OF RESIDENCE** | |
| Village | 40,3 |
| Town up to 15.000 residents | 6,8 |
| Town from 15.000 to 50.000 residents | 14,6 |

| | |
|---|---|
| Town above 50.000 residents | 17,1 |
| Skopje | 21,2 |
| **EMPLOYMENT STATUS** | |
| Employed in public sector | 18,7 |
| Employed in private sector | 27,8 |
| Employed in civil society sector (NGO) | 1,1 |
| Farmer | 3,0 |
| Housewife | 6,2 |
| Retired | 9,3 |
| Student | 7,3 |
| Unemployed | 26,4 |
| **MONTHLY INCOME PER MEMBER OF HOUSEHOLD** | |
| Up to 2000 MKD | 22,0 |
| 2.001 - 4.000 MKD | 27,1 |
| 4.001 - 6.000 MKD | 24,0 |
| 6.001 - 9.000 MKD | 13,6 |
| 9.001 - 12.000 MKD | 6,5 |
| above 12.000 MKD | 5,8 |
| No answer | 1,1 |
| **TO WHICH POLITICAL PARTY ARE YOU INCLINED?** | |
| SDSM | 12,1 |
| VMRO-DPMNE | 14,6 |
| VMRO-NP | 2,8 |
| DUI | 7,1 |
| DPA | 7,0 |
| PDP | 1,5 |
| NSDP (Tito Petkovski) | 3,0 |
| DOM (Liljana Popovska) | 1,7 |
| Other | 9,0 |
| None | 41,3 |
| **REGION** | |
| Southeastern | 9,0 |
| Eastern | 9,7 |
| Northeastern | 8,5 |
| Vardar | 6,6 |
| Southwestern | 8,7 |
| Skopje | 29,7 |
| Pelagonija | 11,0 |
| Polog | 16,9 |