

- May 2021 -

***Findings
Quantitative
Research***

For the Organization :





THE SMILE OF THE CHILD



Project Team :

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RESEARCH IDENTITY

- **Purpose:** According to the brief given to Focus Bari, **THE SMILE OF THE CHILD** requested to renew its knowledge on its awareness in the Greek society, as well as on the perceptions of and the attitudes towards the work of the Organization.
- **Methodology:** CAWI (Computer Assisted Web Interviews), YouGov Panel (30.000+ members)
- **Population Sample:** Men - Women 18-74 years old, in total in Greece.
- **Representation in '000 people :** 7.659
- **Sample Size:** 1.050 individuals
- **Weighing:** The sample was evaluated in terms of gender, age and region, based on physical ratios of the actual population of each subgroup.
- **Dates of conduct:** May 2021

KEY FINDINGS



✓ **9/10 of Greeks know the Organization that constitutes the most known NGO in Greece**

AWARENESS - ORGANIZATION'S ACTIONS by average :



The AMBER ALERT HELLAS for missing children

83%



Operation of 11 Homes for our Children

56%



The MISSING ALERT for missing people 18-60 years old

62%



Αν δεν μπορείς να το πεις... γράψτο!
 National Hotline for Children SOS 1056

61%



Telecommunication Consulting Services

54%



KEY FINDINGS

The **66%** of Greeks has heard a positive comment about the Organization **THE SMILE OF THE CHILD** within the last year, while...

The **53%** has mentioned the Organization in their discussions in the same period

✓ The **73%** of Greeks have a **positive impression**

for



A negative impression was stated by the 4% of the total

✓ The **34%** **supported** the Organization in different ways **within the last year**

✓ The **32%** confirmed they would choose to support



if they were given only one choice to help

only one institution (with their second option gathering 16%)

While **33%** of the supporters of the Organization believe that **substantially the Greek society against the pandemic...**



supported

...the **17%** of them, admitted to having contributed **LESS during the last year**

IDENTITY DATA



85% contributes **substantial work** to the **Greek Society**

80% acquires the power to **mobilize** the **competent actors & people**

77% is an **organized institution** that **works properly**

72% undertakes **initiatives** & resolves issues that **no other** would get involved with

64% constitutes the **most reliable NGO in Greece**

