**Emblem survey**

Sample questions

Qualitative & quantitative

This document aims at providing examples of questions that can be used for perception surveys around the subject of the red cross and red crescent emblems. The following - non-exhaustive - list of qualitative and quantitative questions are included in order for you to pick and choose according to the desired objectives of your survey. A few questions are also included to measure the perception of the respective Movement component. Each question can be tailored to fit your needs. While both emblems are highlighted in the questions, there is the possibility to focus on just one if that suits your needs better.

Legend

|  |  |
| --- | --- |
| **[OE]** | Open Ended question |
|  |  |
|  |  |

**Emblem**

**Q. Are you familiar with this/these symbol(s)? (Show a red cross and/or red crescent emblem(s))**

* Yes 🞎 No 🞎 Don’t know

**Q. In your opinion, what does the red cross and/or red crescent emblem represent?**

**[OE] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Q. When you see a red cross and/or red crescent emblem, what do you think of?**

(Select all that apply)

* First aid
* Medical Care
* War
* Geneva Conventions
* Protection
* Religion
* Natural disasters
* Ambulances
* Safety
* A humanitarian organization
* Military
* Care
* Humanitarian work
* The West

**Q. What activities/entities do you associate with the red cross and/or red crescent emblem(s)?**

(Select all that apply)

* First aid (not National Society or military)
* Health clinics/hospitals/ambulances (not National Society or military)
* Health products
* Military medical services
* Pharmacies
* Humanitarian aid in natural disasters
* Humanitarian aid in war/conflict
* Blood banks/drives
* Swimming/lifeguard lessons/courses
* Social services (e.g. assistance for elderly, refugees and other vulnerable groups)
* Activities of XX National Society
* Activities of the International Committee of the Red Cross (ICRC)
* Activities of the International Federation of Red Cross and Red Crescent Societies (IFRC)
* Other, please specify:\_\_\_\_\_\_\_\_\_\_

**Q. Would you accept help by an organization that displays a red cross/red crescent emblem?**

* Yes 🞎 No 🞎 Don’t know

**If answered No, why?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Q. Are you aware that the red cross/red crescent emblem is a sign/are signs of protection during armed conflict?**

* Yes 🞎 No 🞎 Don’t know

Or,

**Q For a country that displays a red crescent – Are you aware that a red cross is a sign of protection during armed conflict?**

* Yes 🞎 No 🞎 Don’t know

**Q For a country that displays a red cross – Are you aware that a red crescent is a sign of protection during armed conflict?**

* Yes 🞎 No 🞎 Don’t know

**If yes, who do you think the red cross/red crescent emblems protect?**

(Select all that apply)

* The wounded
* Medical buildings and vehicles
* Civilians
* Medical personnel
* All who need help
* Sick and disabled
* Everybody
* Prisoners of war
* Nobody
* Military medical staff
* Displaced people
* Red Cross/Red Crescent volunteers and staff
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Don’t know

**Q. Are there any specific qualities or behaviours you would expect from someone that displays an emblem?**

(Select all that apply)

* Honesty
* Compassion
* Professionalism
* Kindness
* Helpful
* Commitment
* Understanding
* Reliability
* Friendly
* Persuasive
* Defensive
* Secretive

**Q. To what extent to do you agree with the following statement:**

* People displaying a red cross/red crescent emblem do not take sides in armed conflict.

( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know

* People displaying a red cross/red crescent emblem will help anyone that needs it.
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* People displaying a red cross/red crescent emblem help anyone affected by a humanitarian crisis
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* People displaying a red cross/red crescent emblem want to convert me to their religion
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* Anyone can display a red cross/red crescent emblem as long as they are helping others
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* Anyone providing medical care can display a red cross/red crescent emblem(s)
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* People displaying a red cross/red crescent emblem(s) are caring
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* People displaying a red cross/red crescent emblem work for a rich organization
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* People displaying a red cross/red crescent emblem can be trusted.
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* Red cross/red crescent emblems protect civilians in armed conflict
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* Red cross/red crescent emblems protect medical workers in armed conflict
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* I would trust someone/an organization that displays a red cross or red crescent emblem to help me
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* People displaying a red cross/red crescent are ethical
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* The military are entitled to display a red cross/red crescent
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* The red cross/red crescent emblems are associated with the government
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* I would permit people that display a red cross/red crescent emblem to work in my community
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know
* I know I can rely on anyone that displays a red cross/red crescent
* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know

**Q. How much do you associate someone displaying a red cross/red crescent emblem with the following attributes/characteristics?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Not at all | 1. Not much | 1. Somewhat | 1. Quite a lot | 1. Very much |

|  |  |
| --- | --- |
| * Neutral | Meaning working with an organization that does not take sides in hostilities (wars and armed violence) or engage at any time in controversies of a political, racial, religious or ideological nature. |
| * Independent | Meaning working with an organization that is sovereign in its decisions, acts and words. An organization that is free from political or other influences that seek to make it deviate from its ideals. |
| * Worldwide active | Meaning working for an organization that is working in practically all countries, where people are in need of assistance or protection due to war, armed violence or natural disasters. |
| * Western | Meaning associated with an organization that is not only geographically, but culturally based in the West (Europe & North America) and is rooted essentially in Western values. An organization that does not understand or adapt well to non-western cultures and is directed by and employs predominantly people from the West. |
| * Christian/Islamic | Meaning associated with a faith-based organization that bases its action, motivation and ideals on Christian/Islamic values and has direct links with a Christian church/mosque, either supporting it or being supported by it. |
| * Humanitarian | Meaning a person with an active goodwill towards mankind, that has as its sole objectives to prevent and alleviate human suffering wherever it may be found, to protect life and health and to assure respect for the individuals. |
| * Political | Meaning associated with an organization that has a political agenda apart from its humanitarian mission. An organization that is motivated by political ideologies or supports a particular government, faction or party. |
| * Wealthy | Meaning associated with a rich organization that has vast resources and the capacity to finance almost any kind of project. An organization that pays high salaries and compensation compared to other humanitarian organizations. |
| * Influential | Meaning associated with an organization whose opinion and judgement enjoys great respect among decision makers (e.g. states, military, armed groups, international organizations, other humanitarian actors) and can influence their position and behavior positively. |
| * Secretive | Meaning associated with an organization that does not share information on its structure, mission, policies and activities (opposite of transparent). That seems to operate clandestine and possibly with a hidden agenda |

**National Society Awareness**

**Q. Have you heard of the** **[National Society] before?**

* Yes 🞎 No

**Q. How well do you feel you know the** **[National Society]?**

1. Not at all 2. Not very well 3. Somewhat 4. Well 5. Very well

**Q. Who in your opinion is the first point of response in the event of crises or disasters?**

**[OE] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Q. In your opinion, what type of services are provided by the** **[National Society]?**

**[OE] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Q. To what extent do you** **believe your National Society volunteers and staff fulfill their mission to help people prepare for, deal with and recover from crisis without discrimination?**

* ( ) Strongly agree ( ) Agree ( ) Disagree ( ) Strongly disagree ( ) Don’t know

**Q. In your opinion, what characteristics best describe the** **[National Society]?**

(i.e. non-political, independent, fair, humanitarian, impartial, etc.)

**[OE] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Q. What words come to mind when you think of the** **[National Society]?**

**[OE] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**