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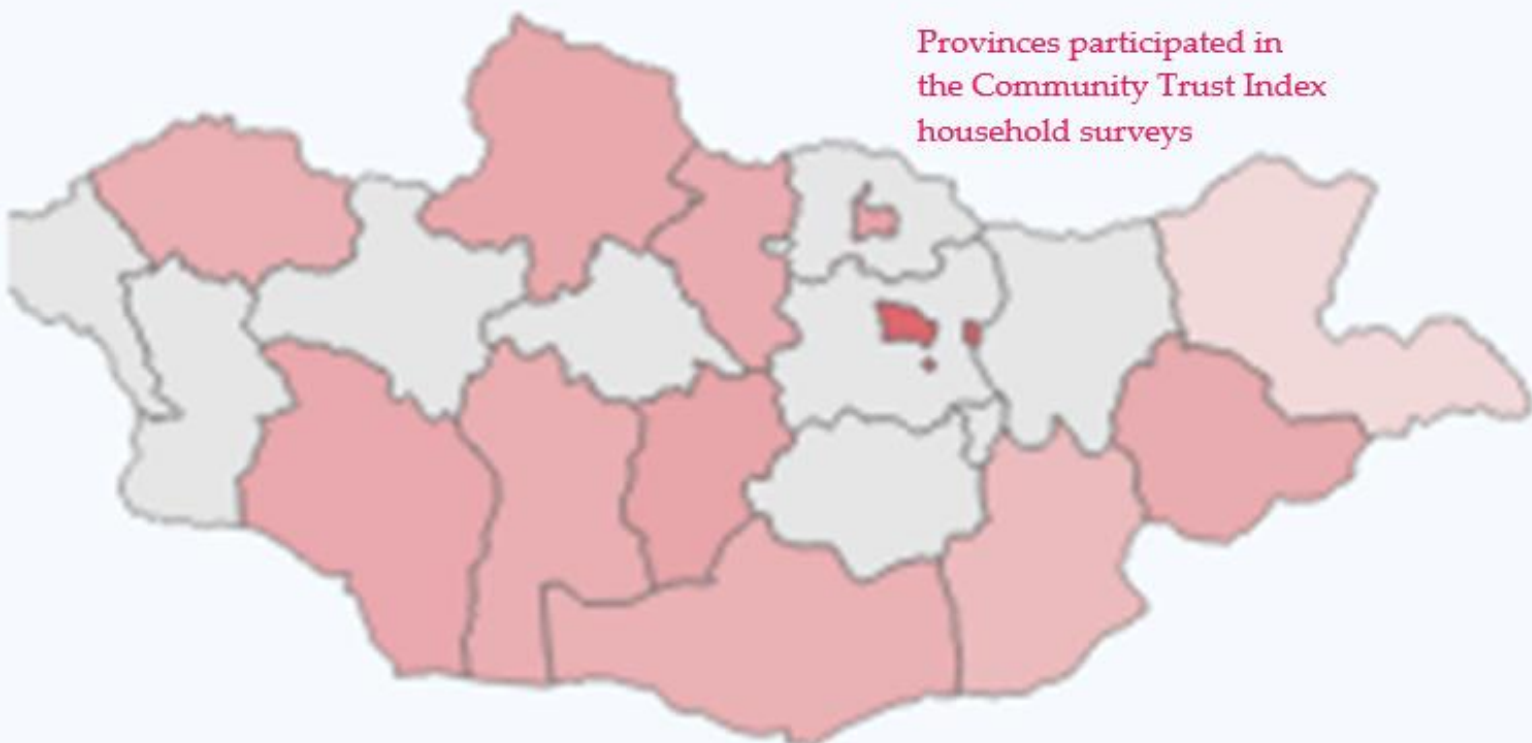
MONGOLIAN RED CROSS SOCIETY COMMUNITY TRUST INDEX – JULY 2023 FINDINGS

The Mongolian Red Cross Society (MRCS) conducted a household survey on community trust towards their organisation as part of the USAID/BHA Building Trust Project. The results of a convenience sample of 1,557 households show that about half of the respondents said they completely trusted MRCS when rating a series of questions on competence, while about one-third said they completely trusted MRCS when rating questions on the organisation's values/ethics.

Respondent Demographics

- **Gender.** 496 males, 1,042 females, 19 others/ prefer not to say.
- **Education.** 47% of the respondents have attended university, and 31% have received secondary-school level of education.
- **Urban/Rural.** 58% of the respondents reside in rural areas.
- **Chronic illness.** 21% of the respondents reported having a chronic illness (e.g., heart disease, diabetes, asthma, kidney disease, obesity, cancer, etc.)
- **Received aid.** 26% of the respondents reported their family have received aid from MRCS before.
- **Language.** 98% of the respondents mainly speak Mongol at home; 20% of the respondents also speak other languages at home.
- **History with MRCS.** 41% of the respondents said they had donated to or volunteered for MRCS before.

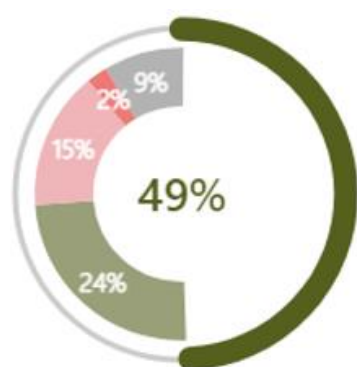
Provinces participated in
the Community Trust Index
household surveys



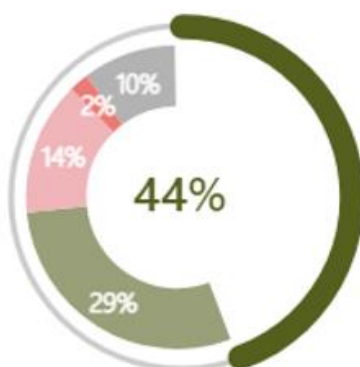
Highlights

- 36% of the respondents said they didn't know whether they feel comfortable making a complaint to MRCS staff or volunteer, 11% said not so much, and 4% said not at all.
- 37% of the respondents said they didn't know whether MRCS would share it publicly if they made a big mistake in how they provide support to people, 10% said not so much, and another 10% said not all.
- 38% of the respondents said they didn't know whether MRCS is responsible in how its funds are spent, 10% said not so much, and 4% said not at all.
- 27% of the respondents said they didn't know whether MRCS is independent of the government, 9% said not so much, and 10% said not at all.
- While only 5% of the respondents said not so much or not all that MRCS provides support to all people without discrimination, they indicated that young families, the elderly, people with disabilities, and the unemployed might be discriminated.

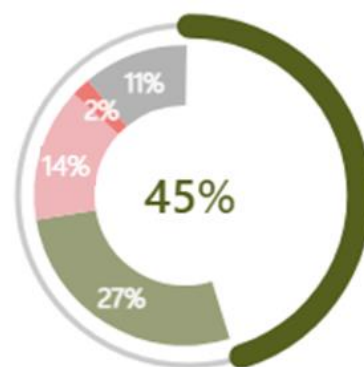
TRUST IN COMPETENCE



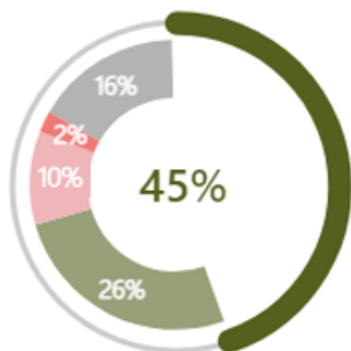
Capability – Do you think MRCS is capable, in regards to helping people?



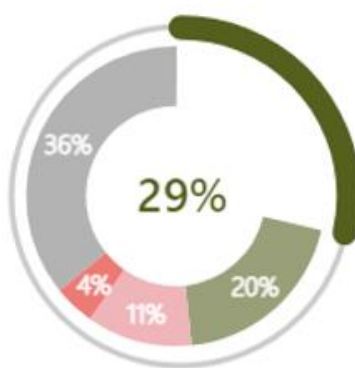
Responsiveness – Do you think MRCS provides support to people in a timely manner?



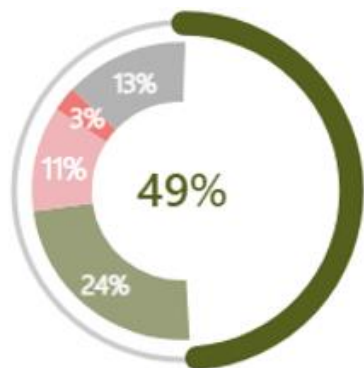
Knowledge – Do you think MRCS understands the needs of the people it supports?



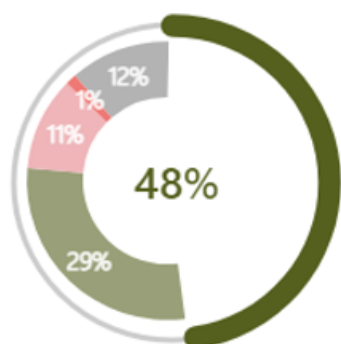
Approachability – Do you think it is easy to talk to a staff or volunteer from MRCS?



Welcome Complaints – Do you feel comfortable making a complaint to a MRCS staff or volunteer?



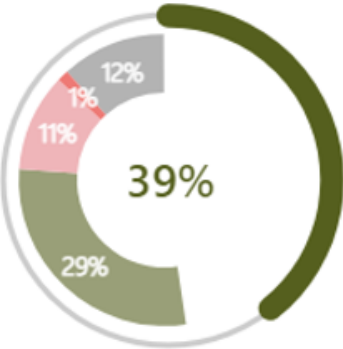
Relevance – Do you think MRCS provides useful information on health?



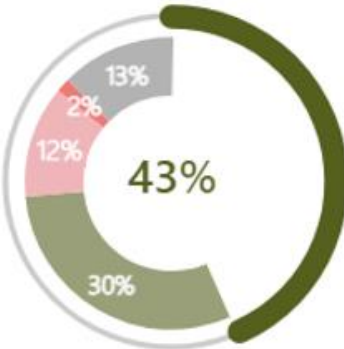
Effectiveness – Do you think MRCS provides the right kinds of assistance to the people it supports?

● Don't know ● 1_Not at all ● 2_Not so much ● 3_Mostly yes ● 4_Yes, completely

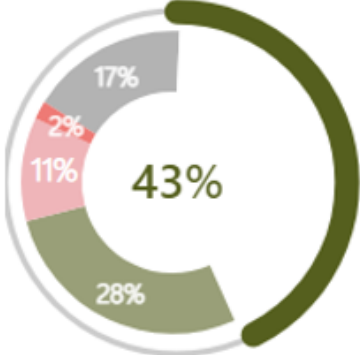
TRUST IN VALUES/ETHICS



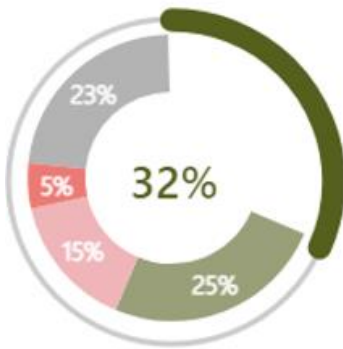
Goodwill – Do you think MRCS puts the people it supports and their needs first, above everything else?



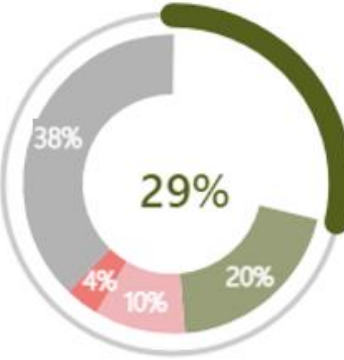
Fairness – Do you think MRCS provides support to the people who need it the most?



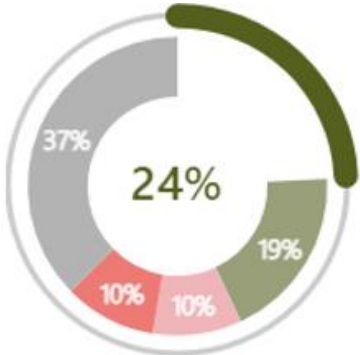
Inclusiveness – Do you think MRCS respects people’s cultures and personal beliefs?



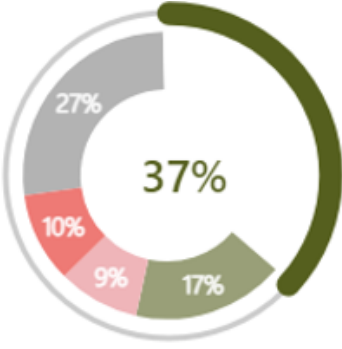
Participation – Do you think MRCS asks local communities what support they need?



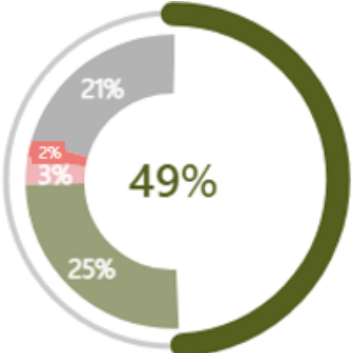
Integrity – Do you think MRCS is responsible in how its funds are spent?



Transparency – If MRCS made a big mistake in how they provide support to people, do you think it will share it publicly?

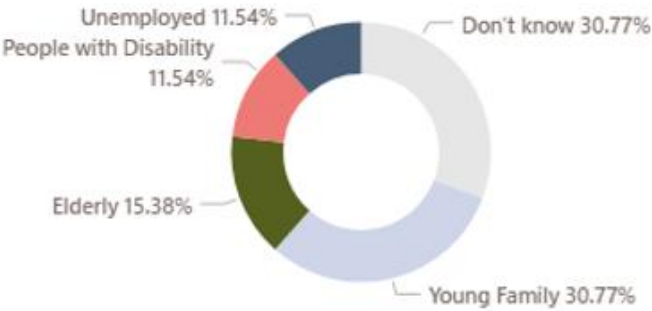


Neutrality – Do you think MRCS is independent of the government?



Non-discrimination – Do you think MRCS provides support to all people without discrimination?

Which groups of people do you think are discriminated against?

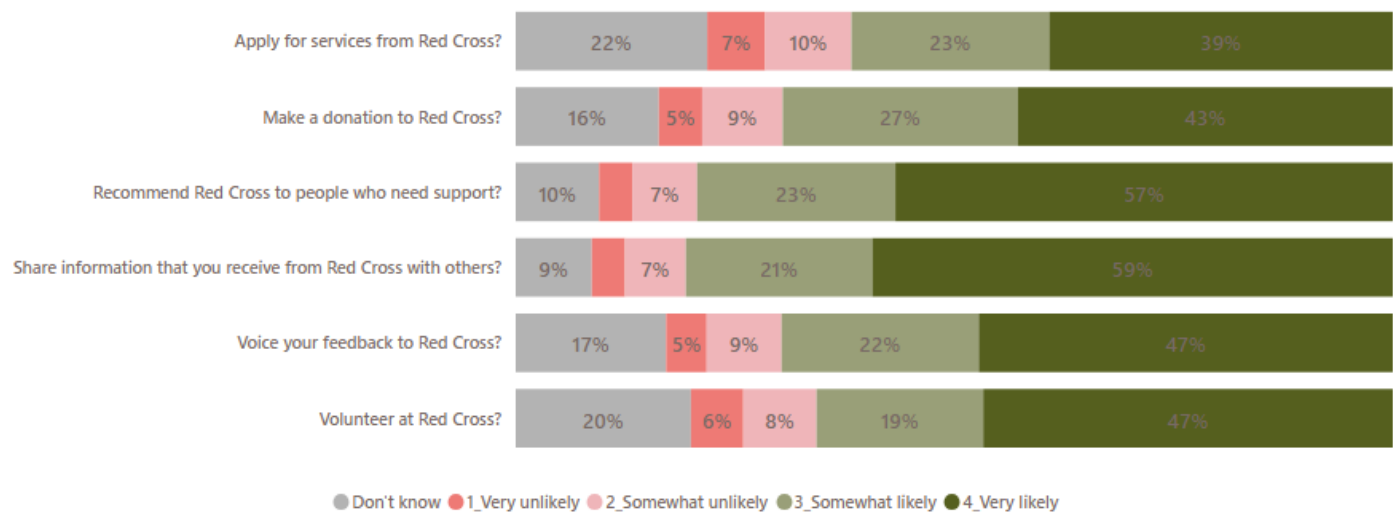


Remarkable Differences by Socio-Demographics

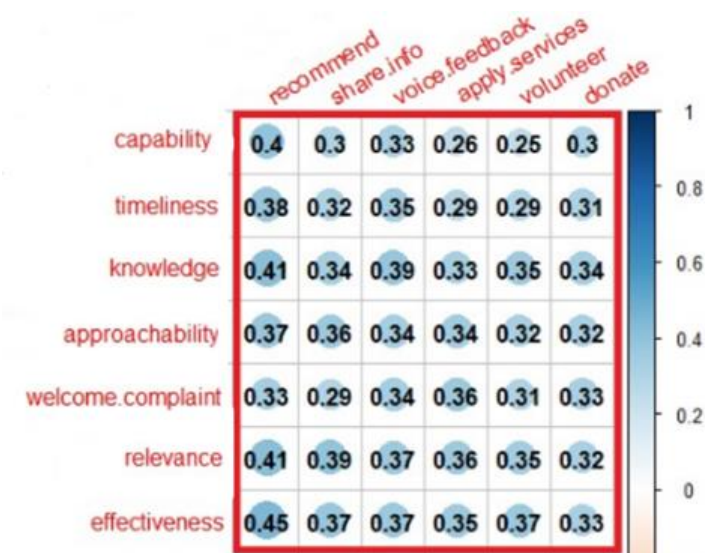
- Region** - Respondents from the Khovsgol and Omnogovi provinces gave lower ratings of trust towards MRCS across all questions.
- Receiving aid** - Respondents who never received aid from MRCS gave lower ratings of trust towards MRCS across all questions.
- Work situation** - Business owners and health workers gave lower ratings of trust in Goodwill, Inclusiveness, and Integrity of MRCS.

TRUSTING BEHAVIOURS

In the next 12 months, how likely are you to...



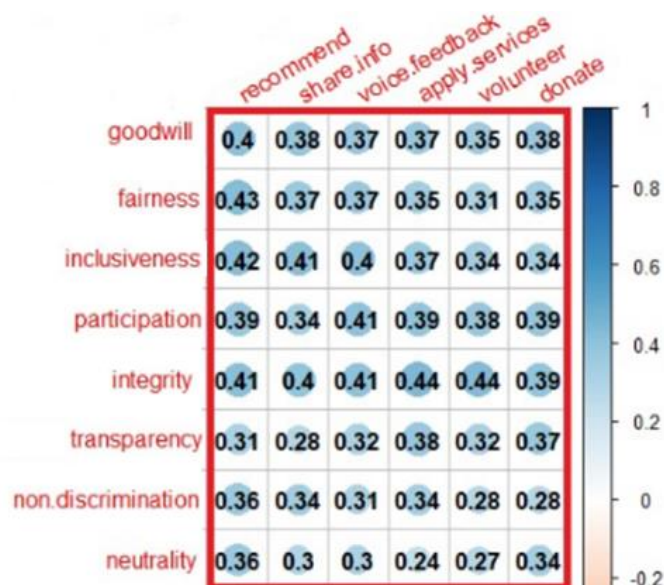
Agreement between Community Trust Index and Trusting Behaviours



The agreement between Trust in Competence ratings and Trusting Behaviours' intentions is weak.

Bivariate Spearman correlations are calculated with pairwise deletion of "don't know" so that the maximum number of responses are used in the calculation.

A correlation closer to +1.0 means a rating of "Yes, completely" or "Mostly yes" in the trust question agrees with "Very likely" or "Somewhat likely" to exhibit the trusting behaviour. A correlation between 0.5 and 0.7 is moderate, and greater than 0.7 is strong.



The agreement between Trust in Values/Ethics ratings and Trusting Behaviours' intentions is weak.

Note that two-fourths of this convenience sample have donated to or volunteered to MRCS before. They might continue to donate or volunteer regardless of their level of trust towards MRCS out of habit or commitment.

PLANNED ACTIVITIES TO IMPROVE COMMUNITY TRUST



Self- and peer-to-peer assessments by MRCS staff and volunteers



Promote MRCS to the communities through different feedback channels



Contract external entity to reevaluate community trust towards MRCS

If you have questions please contact:

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The full results can be viewed at [MRCS Community Trust index dashboard link](#)