



# **Rotary International Public Image Survey**

## *Report of Results*

**June 2007**



# Public Image Survey: *Overview*

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- Short omnibus survey using open-ended, aided, and close-ended questions
- Questions gauging awareness and image of Rotary
- Survey conducted in six countries (*regions*):

Argentina ( <i>Latin America</i> )	Japan ( <i>Asia</i> )
Australia ( <i>Pacific</i> )	South Africa ( <i>Africa</i> )
Germany ( <i>Europe</i> )	United States ( <i>North America</i> )



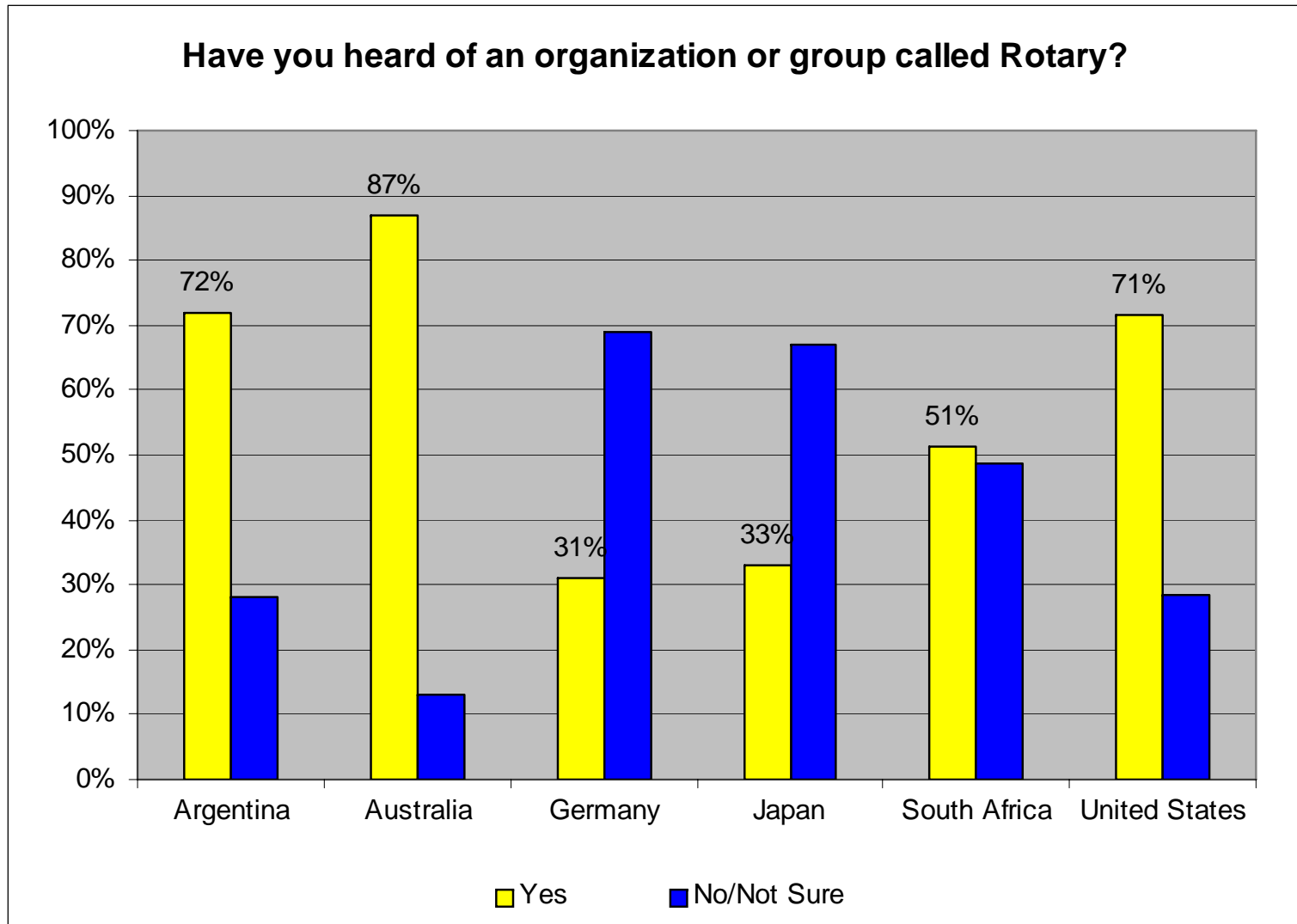
# Public Image Survey: *Methodology*

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- At least 675 individuals surveyed in each country
- Sample group represented cross-section of general population (gender, age, income, education, etc.)
- Telephone and face-to-face interviews



# Public Image Survey: *Question 1*





# Public Image Survey: *Question 2*

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## How would you describe Rotary?

### Argentina

- Humanitarian/charitable organization (47%)
- Non-profit organization (15%)
- Club for entertainment/cultural exchange (14%)

### Australia

- Public/community service organization (45%)
- Charitable organization (19%)
- Organization that helps youth /children/education (11%)

### Germany

- Know name only, no further information (40%)
- Humanitarian/charitable organization (20%)
- Organization for rich people (14%)



# Public Image Survey: *Question 2*

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## How would you describe Rotary?

### South Africa

- Charity/fundraising organization (**49%**)
- Charitable organization for needy/poor/hungry/elderly (**36%**)
- Fundraising group that organizes events (**31%**)

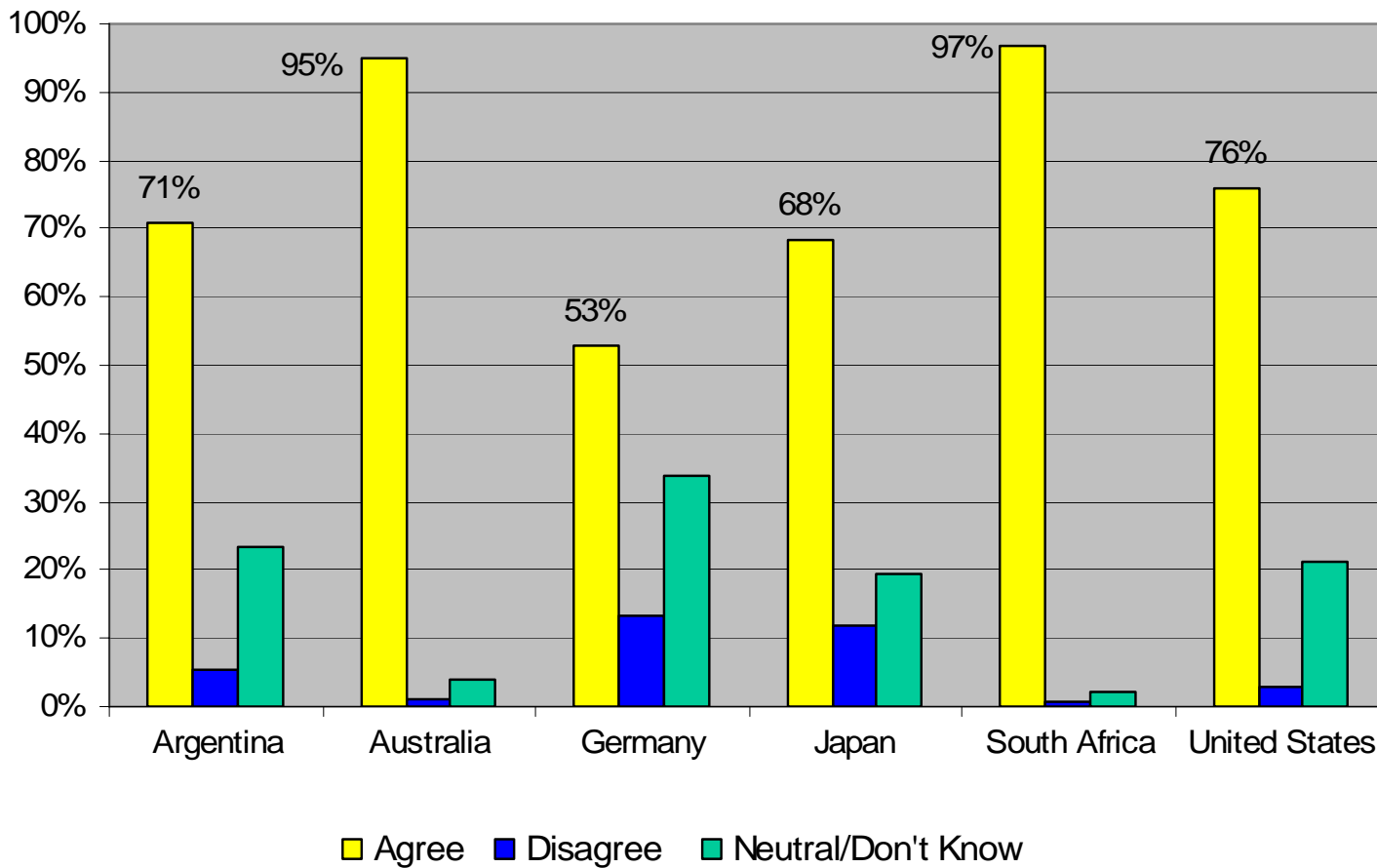
### United States

- Public/community service organization (**17%**)
- Networking organization for business/professional leaders (**12%**)
- Service organization (**7%**)



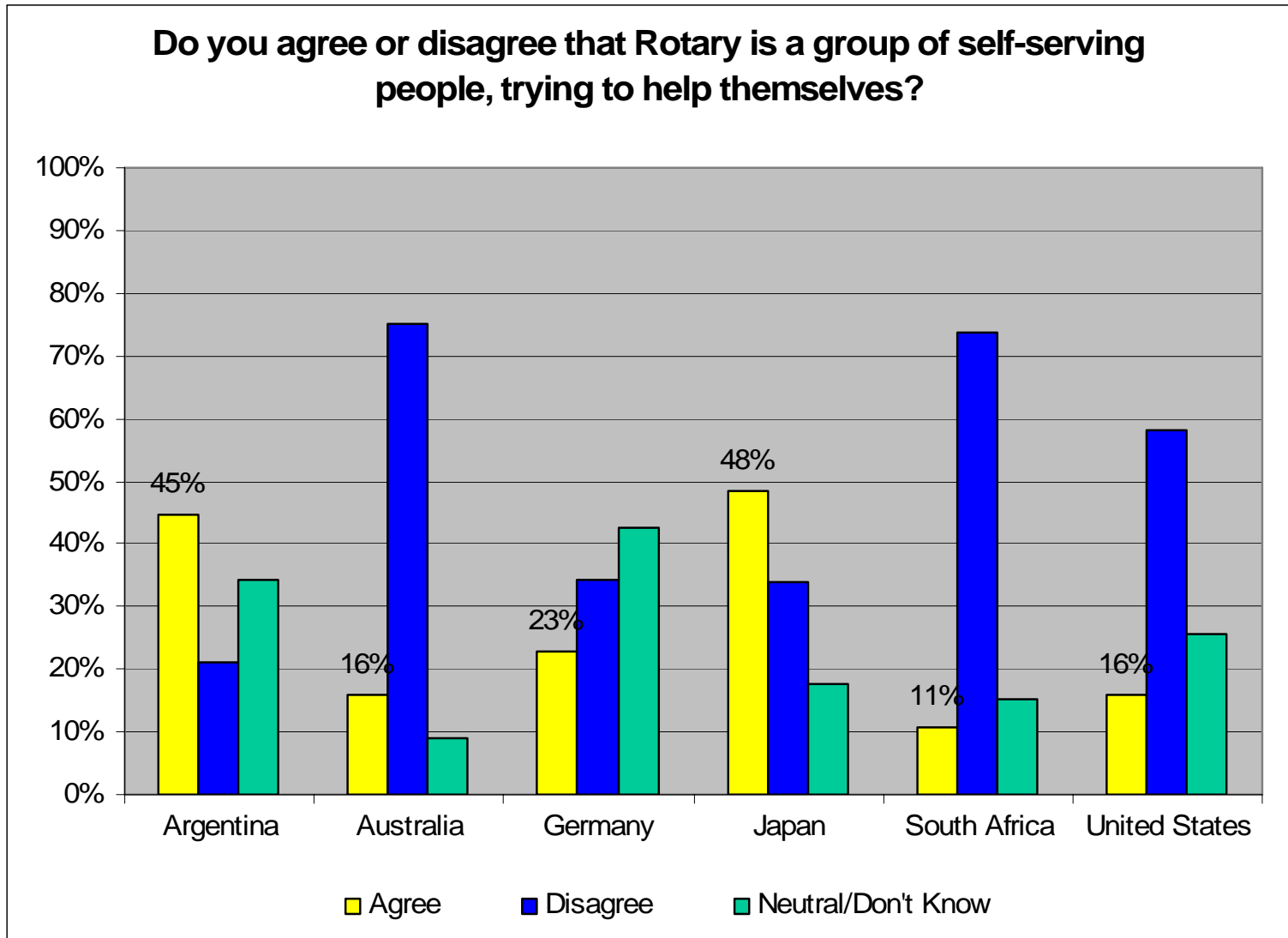
# Public Image Survey: *Question 3*

Do you agree or disagree that Rotary is a group of charitable people, trying to help or serve the community?



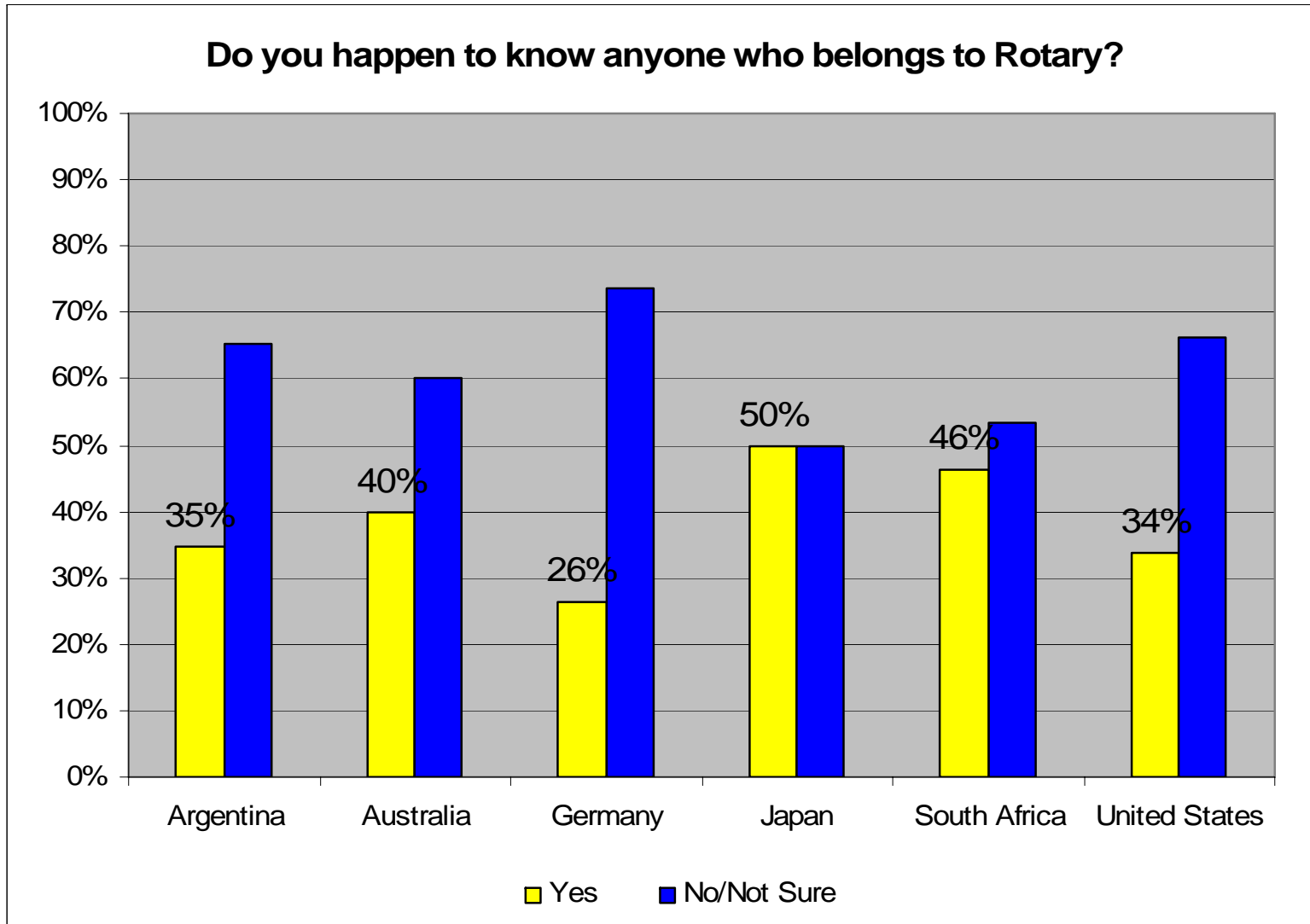


# Public Image Survey: *Question 4*



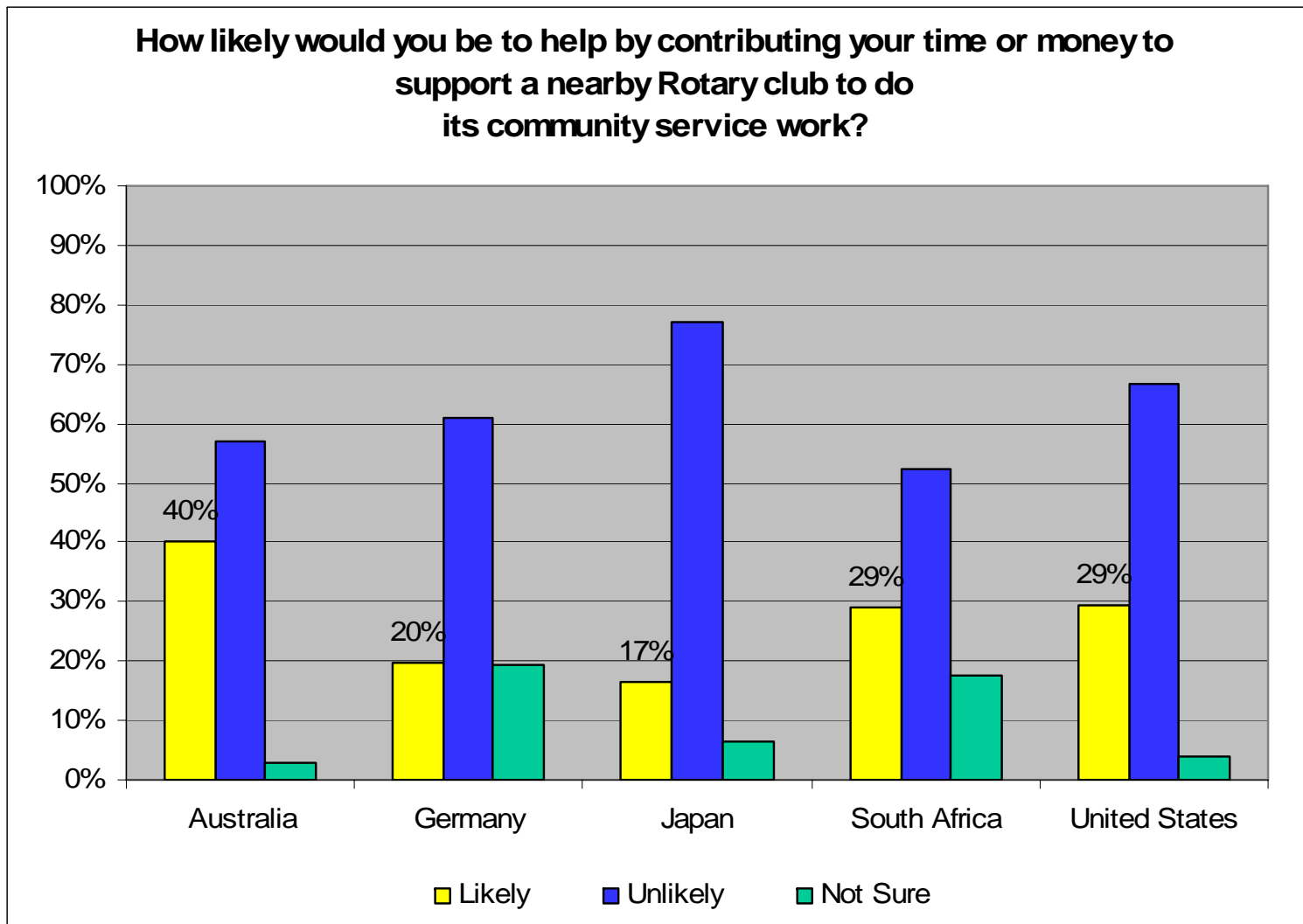


# Public Image Survey: *Question 5*





# Public Image Survey: *Question 6*





# Public Image Survey: *Argentina*

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- **72%** of all respondents had heard of Rotary.
  - *Higher awareness in higher income group*
- **Nearly half** of those aware of Rotary described it as a “humanitarian” or “charitable organization.”
- **71%** of those aware of Rotary agreed that it is “a group of charitable people, trying to help the community.”
  - *More positive perception in older age group*



# Public Image Survey: *Australia*

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- **87%** of all respondents had heard of Rotary.  
*- Highest awareness of all countries*
- **95%** of those aware of Rotary agreed that it is “a group of charitable people, trying to help the community.”
- Approximately **1/3** of all Australians knew a Rotarian.
- Of all respondents, Australians were **most likely** to support a local club with time or money.



# Public Image Survey: *Germany*

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- **31%** of respondents were aware of Rotary.
  - *Lowest awareness of all countries*
  - *Higher awareness in older age group (50-69 years) and higher income group*
- The **most popular** description of Rotary was “Know name only, no further information.”
- Of all respondents, Germans were **most likely** to indicate “Neutral/don’t know” regarding positive or negative perceptions of Rotary (Questions 3-4).
- **26%** of respondents aware of Rotary knew a Rotarian.
  - *Lowest percentage of all countries*



# Public Image Survey: *Japan*

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- **1/3** of all respondents were aware of Rotary.  
- *2<sup>nd</sup> lowest awareness rate of all countries*
- **48%** of those aware of Rotary said it was “a group of self-serving people, trying to help themselves.”  
- *Highest percentage of all countries*
- **Half** of Japanese respondents aware of Rotary knew a Rotarian.  
- *Highest percentage of all countries*
- Only **17%** were likely to support a local club.  
- *Lowest percentage of all countries*



## Public Image Survey: *South Africa*

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- **51%** of all respondents were aware of Rotary.
  - **22%** awareness in lower income group
  - **69%** awareness in higher income group
- **Nearly half** of those aware of Rotary described it as a “Charity/fundraising organization.”
  - *Highest rate of consensus among all countries*
- **97%** of those aware of Rotary said it was “a group of charitable people, trying to help the community.”
  - *Highest percentage of all countries*
- **47%** of respondents aware of Rotary knew a Rotarian.
  - *2<sup>nd</sup> highest percentage of all countries*



# Public Image Survey: *United States*

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- **7 out of 10** respondents were aware of Rotary.
- The most popular description of Rotary (“Public/community service organization”) only represented **17%** of all descriptions.
  - *Lowest rate of consensus among all countries*
- Among respondents who knew a Rotarian:
  - **78%** *disagree that it is a group of self-serving people*
  - **52%** *would be likely to contribute time or money*
- Among respondents who did not know a Rotarian:
  - **48%** *disagree that it is a group of self-serving people*
  - **18%** *would be likely to contribute time or money*



# Public Image Survey: *Conclusions*

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- More than half of all respondents who had heard of Rotary agreed that it is a charitable group trying to help the community.
- Respondents who personally knew a Rotarian were more likely to perceive the organization positively and to support local clubs.
- Individuals reporting higher income and education levels were more likely to be aware of Rotary.
- Gender was not a major factor in differences among awareness or perception of Rotary.
- 50% or fewer of respondents in all countries who have heard of Rotary personally knew a Rotarian.