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# Community Trust Index

#### METHODOLOGICAL NOTE

The purpose of this methodology note is to provide a detailed explanation of the procedures used to calculate the Community Trust Index Score. The Index Score is designed to quantify and summarize multiple dimensions of performance into a single, comprehensive metric.

### 1. Questionnaire

Data for the index calculation is collected from comprehensive questionnaire in order to measure community trust trough trusting behaviours questions, and the sociodemographic questions for data disaggregation.

The questionnaire is designed to reflect Community Trust through 2 dimensions which are defined by a set of relevant subdimension. Subdimensions are adaptable to the country context and the module of the Community Trust Index. Then, for example, the institutional trust module is described as follow:

#### Competencies

- Capability
- Responsiveness
- Awareness
- Accessibility
- Openness
- Relevancy
- Effectiveness

#### Values

- Fairness
- Kindness
- Engagement
- Transparency
- Neutrality
- Integrity
- Humanism
- Inclusiveness

To avoid social desirability (responding in a favorable way) and acquiescence (agreeing with the surveyor) biases, a Likert scale was used to encourage varied responses without increasing the number of questions. Then, a four-point Likert scale without a midpoint, plus a "don't know" option, was employed. This design avoids neutral response bias (where respondents choose the middle option to avoid thinking about the questions) and differentiates those who genuinely don't know or have no opinion.

All questions were worded to be answered using the same response options to simplify the survey, particularly when translating into different languages. The initial response options were: very likely, somewhat likely, somewhat unlikely, very unlikely, and don't know.

# Link to questionnaire Sampling

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The target respondents are anybody in the community (i.e., the general population) with or without prior contact with the NS but at least knowing the Red Cross. We excluded people who never heard about Red Cross Society. Most of the general population may not consider themselves as needing help from the NS, hence the evaluation is phrased from a third-person perspective.

According to the purpose and the scale of the study we recommend a sampling method applicable by our National Societies.

### Link to sampling method guidance

## 3. Data transformation

Data processing has been necessary to harmonize data calculation and analysis. As recommended, we encourage to collect answers with a four-point Likert-scale. "Don't know" answers have been coded as Null value to avoid neutral effect on the score calculation.

However, some countries might decide to add addition points in the Likert-scale or some question could use a reverse Likert-scale. Then to ensure interoperability with the score calculation, the raw data will be normalized into a common scale, typically ranging from 0 to 10 such as the maximum is 10 and the minimum, 0.

By default, we attribute the score as the following schema:

- Very likely: 10 out of 10
- Somewhat likely: 6.67 out of 10
- Somewhat unlikely: 3.33 out of 10
- Very unlikely: 0 out of 10

## 5. Raking

The Community Trust survey sample may not proportionally represent all segments of the target population. To improve this alignment, sampling weights can be adjusted so that the totals for specific characteristics, known as control variables, match the corresponding population totals. Depending on data availability, we mainly used geographic distribution, gender, age group and in some cases, employment, and education level as control variables.

### 6. Scores

Score Distribution: we calculate mean of values for all respondents through a set of factors such as gender, age group, location, employment, and other questions related to the relationship between respondent and the organisation. These scores of demographic factors are not weighted due to the dependency with the different variables used for defining the weight.



**Dimensional and Overall Scores:** We calculate the Community Trust Index based on weighted values determined through a raking process. The weighted scores are calculated as follows:

- Subdimension Scores: For each subdimension, we calculate the mean of the weighted values from the related questions for each respondent.
- Dimension Scores: Based on the subdimension scores, we calculate the mean of all subdimension scores related to the dimension.



• Overall Score: The overall score is the average of all dimension scores.

**Group Score:** The Community Trust Index is looking for the level of trust among people the organisation is establishing relationship such as collaborator, general audience, or communities we serve. To measure this, we disaggregated the subdimension, dimension and overall scores through 3 groups of respondents:

- Volunteers: individuals who actively participate in various institution's programs, initiatives, or projects.
- People receiving support: individuals who directly receive benefits or support from Institution's programs, such as social welfare, healthcare, or education initiatives.
- Others: Individual who do not receive benefits or support from the institution's programs or engaged with the organisation in general.

## 7. Updates and Revisions



The methodology is subject to periodic reviews and updates to incorporate new data sources, improved statistical techniques, and feedback from stakeholders. Any changes to the methodology are documented and communicated clearly. Last version: 11/06/2024