PUBLIC PERCEPTIONS OF THE REFUGEE CRISIS
HUNGARY
NOVEMBER 2015
The TENT Foundation commissioned global research agency AudienceNet to conduct in-depth research into public perceptions of the refugee crisis.
BACKGROUND AND OBJECTIVES

SHIFTING PUBLIC OPINION

Watershed moments in the evolution of the refugee crisis can have a profound effect on public opinion. The widespread dissemination of the photo of three year old Aylan al-Kurdi lying dead on a beach in Turkey provoked a profound surge in empathy and a desire to help, while terrorist attacks foment an atmosphere of fear and suspicion.

LONGITUDINAL PICTURE

AudienceNet’s mixed-method research can provide in-depth insights and track more generalized trends over time. This provides an evidence base for communications strategies and policy approaches that work best in proactively promoting progressive and humanitarian responses in the public.

BEYOND FEAR

This research project seeks to address the fears present among the public but to move beyond them. It will examine the kinds of positive messaging to which people respond and will track the evolution of this response over time.

It provides a basis for governments, international organizations and NGOs to show true leadership in bringing a message of solidarity to the public.
SAMPLE
1,050 RESPONDENTS

In each country strict quotas were set in accordance with census data to ensure that the respective samples were statistically and demographically representative in relation to:
age, gender, geographical region and household income

* Weighted to a nationally representative sample of 1,000
METHODOLOGY

QUANTITATIVE PROFILING

AudienceNet ran an interactive online survey in each country identified by TENT.

The sample was statistically and demographically representative of the population above the age of 18 years, with strict quotas to ensure the correct representation of: age, gender, region and household income.

QUALITATIVE INSIGHTS

We propose recruiting representatives of the key segments identified in Part 1 into a week-long interactive online community forum. The forum will comprise 40 respondents per country.

The forums will be moderated in the respondents’ own language by AudienceNet's team of highly experienced qualitative researchers and will include a series of questions, discussion topics and research tasks to be agreed with TENT.

CONNECTED & INTERACTIVE

With round the clock operations from our London, New York & Melbourne offices, genuine 24/7 dialogue is established with the target groups.

The steering group can observe the platform at anytime and to contribute to research tasks/discussion topics, in real-time, via direct links to the insights platform and moderators.

‘Sleep mode’ will be maintained beyond the initial phase of insights, at no cost to the client, i.e. the ability to wake the community up at any subsequent stage.
EXECUTIVE SUMMARY - HUNGARY

POLITICAL LANDSCAPE IN HUNGARY

The backdrop in Hungary during the period in which this survey was conducted bore a stark and unnerving view of an EU member state on a path to backward regression. As PM Viktor Orban stood accused of laying the path to a creeping dictatorship, journalists were under threat and €100m was spent on erecting razor wire fences on Hungary’s southern border.

Amnesty International called on the EU to formally warn Hungary over violations related to the refugee crisis, while this major transit country pushed refugees coming through Croatia to seek paths of less resistance,

CATEGORIZATION

AudienceNet divided respondents into segments based on their perceptions of refugees relative to economic, security and financial matters as well as one’s sense of responsibility to help.

This information was used to profile respondents as “overtly positive”, “overtly negative” and the mainstream of those with “mixed views”. These were combined with other demographic indicators of age, gender and income to get a full picture of public opinion.

THE HUNGARIAN PUBLIC

Sadly, the response from the Hungarian public largely reflected the hostile and dehumanizing treatment meted out to refugees by their Prime Minister. Hungarians were by far the most “overtly negative” nationality, scoring highest on all the bases of categorization.

They were the most likely to say their country had no responsibility to help refugees; the most likely to see refugees as a burden and a security threat; and the least likely to favor any financial support, provided either through taxation or charitable donations. Older people were marginally less hostile but overall there were few social indicators to distinguish particular groups.
EXECUTIVE SUMMARY - HUNGARY

PERCEPTION OF REFUGEES

The hostile narrative continues when it comes to the perception of refugees. Hungarians, by and large, recognize the extent and causes of the crisis yet still attribute the main motivations of refugees to economic concerns. They are also the most likely to assume refugees are just looking for hand-outs and that they wish to stay permanently.

Among those who do not outright reject refugees, Hungarian respondents are still the most likely to give priority to Christians and Europeans in the acceptance criteria.

RESPONSES TO VARIOUS MESSAGES

Only a fifth claimed to have changed their minds in recent times and those who did were far more likely to be come less sympathetic to the plight of refugees. They were most likely to cite security concerns. Of those who became more sympathetic, most said they imagined themselves in the refugees’ situation.

Some respondents found that clarifying that refugees intend only to stay until it is safe to return home could be quite convincing but there is some work to do in terms of changing mindsets.

A NARRATIVE FOR NEXT STEPS

There is little if anything positive to take from the Hungarian survey. The country is run by a populist, nationalist and authoritarian government and messages are communicated via a compliant media.

There is clearly a huge amount of hostility and anger among the public and the government knows how to draw on this.

The main focal point for any improvement would normally be to foster healthier media discourse and public education. Unfortunately, neither is in the interests of the present Hungarian elite.
SECTION 1
RESPONDENT PROFILING
Robust analysis of public perceptions of the refugee crisis involves a much more nuanced approach to categorization and segmentation than traditional polling and market research. Demographics and political perspective are important but so are the truths behind other stated opinions.

AudienceNet has embraced the most important data across ten territories. The results allow for cross analysis based on nationality, gender, age, household income and political orientation. There is also significant intelligence on media consumption and personal preoccupations available in this report.

In spite of the wealth of other data available, these seemed insufficient for adequate categorization of survey respondents.

AudienceNet segmented respondents based on stated opinion in 4 categories: perceived responsibility to help refugees; economic considerations; security; and attitudes to types of financial assistance offered to refugees.
QUESTION: Which statement best represents your position? BASE: 11,128

**INTERNATIONAL AVERAGE**

- My country has no responsibility to accept refugees: 11%
- I would be willing for my country to take in a quota of refugees: 27%
- I would be willing for my country to take in any number of refugees: 62%

**HUNGARY**

- My country has no responsibility to accept refugees: 2%
- I would be willing for my country to take in a quota of refugees: 48%
- I would be willing for my country to take in any number of refugees: 50%
Refugees are a burden on the economies of countries that accept them
Refugees can positively contribute to the economies of countries that accept them
New arrivals from other countries benefit our economy

INTERNATIONAL AVERAGE

HUNGARY

QUESTION: Which statement best represents your position? BASE: 11,128
The more refugees my country accepts, the greater risk to our security

The risk from refugees is a legitimate concern but can be effectively managed

Refugees pose no risk to my country’s security

QUESTION: Which statement best represents your position? BASE: 11,128

INTERNATIONAL AVERAGE

HUNGARY
QUESTION: Which statement best represents your position? BASE: 11,128

INTERNATIONAL AVERAGE
- Not willing to provide any financial support: 24%
- Willing to donate to charities, but not via taxes used by the government to support refugees: 25%
- Happy for the government to provide support for refugees, but not willing to donate to charities: 15%
- Willing to donate to charities in addition to support provided by the government: 35%

HUNGARY
- Not willing to provide any financial support: 49%
- Willing to donate to charities, but not via taxes used by the government to support refugees: 13%
- Happy for the government to provide support for refugees, but not willing to donate to charities: 10%
- Willing to donate to charities in addition to support provided by the government: 28%
ATTITUDES TOWARDS REFUGEES
HUNGARY

5% OVERTLY POSITIVE
Answered positioning questions positively or neutrally with no negative responses

31% MIXED VIEWS
Answered positioning questions negatively or neutrally with no positive responses

64% OVERTLY NEGATIVE
Mixture of positive, negative & neutral responses. The priority target audience

QUESTION(S): Based on a points system attributed to the answers in the position single choice questions (%) BASE: 1500
Hungary was the country most likely to display negative attitudes towards refugees with 63% in the 'overtly negative' category.

The majority of countries held more mixed views.

At the other end of the spectrum, the Greeks were the least likely to be negative (23%) and the Swedish were most likely to be in the 'overtly positive' segment (18%).

**ATTITUDES TOWARDS REFUGEES**

- **Total**
  - Overtly Positive: 12%
  - Mixed Views: 49%
  - Overtly Negative: 39%

- **Australia**
  - Overtly Positive: 13%
  - Mixed Views: 46%
  - Overtly Negative: 41%

- **Canada**
  - Overtly Positive: 13%
  - Mixed Views: 57%
  - Overtly Negative: 30%

- **Germany**
  - Overtly Positive: 15%
  - Mixed Views: 50%
  - Overtly Negative: 35%

- **Greece**
  - Overtly Positive: 14%
  - Mixed Views: 63%
  - Overtly Negative: 23%

- **Hungary**
  - Overtly Positive: 5%
  - Mixed Views: 31%
  - Overtly Negative: 64%

- **Serbia**
  - Overtly Positive: 11%
  - Mixed Views: 47%
  - Overtly Negative: 42%

- **Sweden**
  - Overtly Positive: 18%
  - Mixed Views: 48%
  - Overtly Negative: 34%

- **Turkey**
  - Overtly Positive: 9%
  - Mixed Views: 54%
  - Overtly Negative: 37%

- **UK**
  - Overtly Positive: 12%
  - Mixed Views: 43%
  - Overtly Negative: 45%

- **USA**
  - Overtly Positive: 13%
  - Mixed Views: 49%
  - Overtly Negative: 38%

**QUESTION(S):** Based on a points system attributed to the answers in the position single choice questions (%) BASE: 11,128
Hungarian males and females were fairly in equal in terms of their views, with almost two thirds holding negative attitudes.

For the age data, the older generation (aged 55+) were the group very slightly more likely to be in the positive group (7%), while the two younger age groups were very likely to be in the overtly negative category.

Overall, attitudes towards refugees in Hungary were very unlikely to be positive across both genders and all ages.
Those on higher incomes* were more likely to have ‘overtly negative’ attitudes, while those on middle and low incomes were slightly more likely to be in the mixed views category. Those living as a couple with no children were more likely to have overtly negative views (46%). Those living as families under the age of 18 were most likely to have overtly positive or mixed views.

<table>
<thead>
<tr>
<th>Living Situation</th>
<th>Total</th>
<th>Overtly Positive</th>
<th>Mixed Views</th>
<th>Overtly Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5</td>
<td>31</td>
<td>63</td>
<td></td>
</tr>
<tr>
<td>High income</td>
<td>6</td>
<td>23</td>
<td>71</td>
<td></td>
</tr>
<tr>
<td>Middle income</td>
<td>4</td>
<td>34</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>Low income</td>
<td>7</td>
<td>30</td>
<td>63</td>
<td></td>
</tr>
<tr>
<td>Living alone</td>
<td>5</td>
<td>46</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>Living as a couple no children</td>
<td>7</td>
<td>26</td>
<td>67</td>
<td></td>
</tr>
<tr>
<td>Living as a family with children under 18</td>
<td>3</td>
<td>23</td>
<td>74</td>
<td></td>
</tr>
<tr>
<td>Living as a family with children over 18</td>
<td>6</td>
<td>42</td>
<td>52</td>
<td></td>
</tr>
<tr>
<td>Living with parents/siblings</td>
<td>3</td>
<td>26</td>
<td>71</td>
<td></td>
</tr>
</tbody>
</table>

*Only 2% of Hungarians saw themselves as being in the high income category

QUESTION(S): Based on a points system attributed to the answers in the position single choice questions (%)
BASE: 1500
Those overtly positive towards refugees were most likely to identify as moderately progressive or very progressive.

The majority of the very conservative or moderately conservative were in the mixed views or overtly negative category.

**QUESTION(S):** Which of the following would you describe yourself as? (%) BASE: 1500
Those with overtly positive views towards refugees were more likely to favor online news sites, and TV programs. Those with overtly positive views were less likely than other countries to express them through word of mouth.

However, online news sites and TV programs were also the preferred sources for those with overtly negative views.

Those with mixed views were most likely to use TV programs, radio, and news sites as their news sources.

**PREFERRED MEDIA SOURCES**

QUESTION(S): How frequently do you use each of the following as a means of keeping up with news/current affairs (%) BASE: 1500
Hungarians were most likely to be worried about the National Economy, Healthcare Provision, and Education no matter what their views.

Those with overtly positive views were mostly worried about social issues such as Healthcare Provision and Education.

Hungarians with overtly negative views were more likely to be worried The Refugee Crisis and Terrorism than those with overtly positive views.

QUESTION(S): To what extent are you concerned or worries about the following issues? (data shows NET:Great deal / some extent %) BASE: 1500
SECTION 2

PERCEPTIONS OF REFUGEES
The refugee crisis is the worst since World War II

- The refugee crisis is serious, but it is similar to other recent crises
- The refugee crisis is nothing out of the ordinary

QUESTIONS:

- How would you describe the scale of the refugee crisis?
- What do you think has led to the refugee crisis? (%) BASE: 1500

CAUSES OF THE REFUGEE CRISIS

- War in Syria and other countries: 80%
- Better economic opportunities: 68%
- Religious persecution: 27%
- Lack of safe places closer to countries of origin: 11%
- Droughts and natural disasters: 8%
### WHY REFUGEES ARE LEAVING THEIR HOMELANDS

There are mixed opinions on what motivates refugees to leave their home countries. Overtly negative respondents tend to favor economic motives while others recognize reasons of humanitarian concern.

**QUESTION(S):** To what extent do you think that each of the following motives apply to those who are currently fleeing their homelands? (%). BASE: 1500

<table>
<thead>
<tr>
<th>Motive</th>
<th>Overtly Positive</th>
<th>Mixed Views</th>
<th>Overtly Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>They wish to get away from war</td>
<td>32</td>
<td>48</td>
<td>86</td>
</tr>
<tr>
<td>They seek better opportunities for their children</td>
<td>44</td>
<td>63</td>
<td>50</td>
</tr>
<tr>
<td>They seek better opportunities in wealthier countries</td>
<td>18</td>
<td>66</td>
<td>55</td>
</tr>
<tr>
<td>They wish to avoid persecution</td>
<td>33</td>
<td>66</td>
<td>23</td>
</tr>
<tr>
<td>They want to avoid having to fight in a war</td>
<td>33</td>
<td>58</td>
<td>28</td>
</tr>
</tbody>
</table>
WORKING HARD VS SEEKING HANDOUTS
HUNGARY PERCEPTIONS

16% WORKING HARD
41% think that the majority of refugees are “willing to work hard and try to fit into their new communities”

63% HANDOUTS
39% think that the majority of refugees are “just looking for handouts”

21% DON’T KNOW
“Don’t Know / Not Sure”
The most popular opinion in Hungary is a negative one, with 63% being suspicious that refugees are just looking for handouts. Hungary was the country most likely to think this way. They are followed by the Turks at 46% and the UK at 39%.

The Greeks were the most likely to think that refugees are willing to work hard and try to fit in (65%), followed by the USA (59%) and Sweden (50%).

Serbians were, at 37%, the most likely to say ‘Don’t Know / Not Sure’.

QUESTION(S): Do you think the majority of refugees are… (%) BASE: 11,128
DURATION OF ASYLUM
HUNGARY

11% TEMPORARY SHELTER
of Brits think that the majority of refugees caught up in today’s crisis are looking for... “Temporary shelter until it’s safe to return to their homeland”

78% PERMANENT NEW LIFE
think that the majority of refugees caught up in today’s crisis are looking for... “A permanent new life in a different country to their homeland”

11% DON’T KNOW
“Don’t Know / Not Sure”

QUESTION(S): What do you think the majority of refugees caught up in today’s crisis are looking for? (%), BASE: 1500
A large majority of Hungarians, over three quarters (78%) believe refugees are seeking permanent refuge.

Turkey, the country closest to major refugee origin countries such as Syria, Afghanistan and Palestine, was the only country where over half (58%) thought that the majority of refugees are looking for temporary shelter.

Over three quarters of respondents in Serbia (77%) also thought that the majority of refugees are looking for a permanent new life.

**DURATION OF ASYLUM COUNTRY BY COUNTRY**

**DO THEY THINK THE MAJORITY OF REFUGEES ARE...**

<table>
<thead>
<tr>
<th>Country</th>
<th>Temporary</th>
<th>Permanent</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>31</td>
<td>57</td>
<td>12</td>
</tr>
<tr>
<td>Australia</td>
<td>23</td>
<td>58</td>
<td>18</td>
</tr>
<tr>
<td>Canada</td>
<td>20</td>
<td>63</td>
<td>17</td>
</tr>
<tr>
<td>Germany</td>
<td>31</td>
<td>61</td>
<td>8</td>
</tr>
<tr>
<td>Greece</td>
<td>29</td>
<td>61</td>
<td>10</td>
</tr>
<tr>
<td>Hungary</td>
<td>11</td>
<td>78</td>
<td>11</td>
</tr>
<tr>
<td>Serbia</td>
<td>15</td>
<td>77</td>
<td>8</td>
</tr>
<tr>
<td>Sweden</td>
<td>42</td>
<td>46</td>
<td>12</td>
</tr>
<tr>
<td>Turkey</td>
<td>58</td>
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<td>5</td>
</tr>
<tr>
<td>UK</td>
<td>35</td>
<td>53</td>
<td>12</td>
</tr>
<tr>
<td>USA</td>
<td>39</td>
<td>44</td>
<td>17</td>
</tr>
</tbody>
</table>

**QUESTION(S):** What do you think the majority of refugees caught up in today’s crisis are looking for? (%) BASE: 11,128
ARE REFUGEES VIEWED EQUALLY?
Or do respondents wish to show favoritism to some refugees?

HIERARCHY OF NEED

Anecdotal evidence had emerged from the refugee-based NGO sector of public preferences for certain profiles of refugees. This was primarily focused on country of origin, but also on indicators such as age, gender and religion.

However, research from Hungary saw a preference for women and children refugees to be given priority, though the second most popular opinion in this country was that Hungary should not help refugees at all, with just over three quarters (27%) feeling this way.

AGE & GENDER

- All refugees should be helped equally
- Priority should be given to women and children
- Priority should be given to children
- My country should not help refugees

QUESTION(S): Which of the following statements comes closest to your views with regard to the level of help your country should offer refugees? (%) BASE: 1500
All refugees should be helped equally regardless of country of origin
Priority should be given to migrants from Europe
Priority should be given to people from sub-Saharan Africa
Priority should be given to people from the Middle East & North Africa
My country should not help refugees

All refugees should be helped equally, regardless of religion
Priority should be given to Christians
Priority should be given to Muslims
Priority should be given to groups that have faced religious persecution in their country of origin
My country should not help refugees

QUESTIONS: Which of the following statements comes closest to your views with regard to the level of help your country should offer refugees? (% BASE: 1500)
SECTION 3

RESPONSIBILITY TO HELP
The majority of respondents thought that Hungary, along with the wider international community, should make temporary shelter available to refugees.

However, support was much lower for other kinds of support or provision, with less than half supporting the provision of healthcare and education, and almost a quarter feeling none of the support mentioned should be available at all.

**LEVEL OF SUPPORT FOR REFUGEES**

**WHAT SHOULD BE MADE AVAILABLE?**

- Temporary shelter: 60%
- Healthcare: 31%
- Assistance in finding work: 24%
- Education: 23%
- Housing: 12%
- The opportunity to establish businesses and generate wealth for my country: 10%
- Permanent homes: 4%
- None of the above: 24%
- Don’t Know/Not Sure: 6%

**QUESTION(S):** What level of support do you think your country, along with the wider international community, should make available to refugees? (%) BASE: 1500
There were big differences in the amount of support people from the different segments thought should be provided by Hungary and the international community. Those with overtly negative views were especially opposed to the idea of providing permanent homes for refugees, with just over half (51%) being opposed to providing even temporary shelter.

Most of those with overtly positive views thought some kind of assistance should be made available to refugees. They were also most likely to say refugees should be provided with assistance in education and healthcare.

**WHAT SHOULD BE MADE AVAILABLE?**

<table>
<thead>
<tr>
<th>Assistance</th>
<th>Total</th>
<th>Overtly positive</th>
<th>Mixed views</th>
<th>Overtly negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temporary shelter</td>
<td>60</td>
<td>51</td>
<td>31</td>
<td>76</td>
</tr>
<tr>
<td>Healthcare</td>
<td>79</td>
<td>52</td>
<td>17</td>
<td>24</td>
</tr>
<tr>
<td>Assistance in finding work</td>
<td>59</td>
<td>45</td>
<td>24</td>
<td>10</td>
</tr>
<tr>
<td>Education</td>
<td>68</td>
<td>42</td>
<td>23</td>
<td>9</td>
</tr>
<tr>
<td>Housing</td>
<td>57</td>
<td>23</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>Help starting a business</td>
<td>52</td>
<td>45</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Permanent homes</td>
<td>36</td>
<td>21</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>None of the above</td>
<td>24</td>
<td>17</td>
<td>8</td>
<td>0</td>
</tr>
</tbody>
</table>

*QUESTION(S): Based on a points system attributed to the answers in the position single choice questions (%) BASE: 1500*
SECTION 4

EVOLVING PERSPECTIVES
HAS YOUR OPINION ON THE REFUGEE CRISIS CHANGED IN RECENT MONTHS?

- Yes: 22%
- No: 74%
- Don't know: 3%

HAVE YOU BECOME MORE OR LESS SYMPATHETIC TO THE SITUATION IN WHICH REFUGEES FIND THEMSELVES?

- Less sympathetic: 83%
- More sympathetic: 17%

QUESTION(S): As shown above (%) BASE: 1500
CHANGING OPINIONS

WHAT HAS MADE YOU LESS SYMPATHETIC?

- The risk of security/terrorism: 71%
- The economic cost of taking in refugees: 37%
- News reports: 35%
- The arrival of refugees in my country/city: 24%
- Other: 25%

WHAT HAS MADE YOU MORE SYMPATHETIC?

- I imagine myself in their situation: 70%
- News reports: 36%
- I learned that if we don't act now, things will get worse and we will face more risks: 32%
- Photographs of dead refugees: 21%
- My experiences of refugees arriving in my country/city: 10%
- I learned that refugees contribute positively to the economy of the places where they are taken in: 8%
- Other: 7%

QUESTION(S): As shown above (%) BASE: 1500
A relatively small number of Hungarians said they had changed their minds about the refugee crisis in the past 6 months (22%).

Females were more likely to have changed their minds than males and the 55+ segment were much more likely to have changed their minds than anybody else. Those with overtly positive views were much less likely to have changed their minds than other segments.

Those with overtly negative views were overwhelmingly likely to be less sympathetic. Males and the 35-54 age groups were the least sympathetic of the segments.

<table>
<thead>
<tr>
<th>Total</th>
<th>Overtly positive</th>
<th>Mixed views</th>
<th>Overtly negative views</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>More Sympathetic</td>
<td>Less Sympathetic</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
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<tbody>
<tr>
<td>19</td>
<td>26</td>
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</table>

<table>
<thead>
<tr>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>27</td>
<td>55</td>
</tr>
</tbody>
</table>

QUESTION(S): Has your opinion on the refugee crisis had changed in recent months? Have you become more or less sympathetic to the situation in which refugees find themselves? (%) BASE: 1500
90% of refugees only want to stay until it is safe to go home - 31%  
Refugees have come from similar countries in past decades and have integrated well into society - 15%  
Other countries have agreed to take in more refugees - 12%  
Advice from terrorism experts that refugees do not pose any significant security risk - 12%  
Refugees make a positive overall contribution to a country’s economy - 7%  
People in other countries are doing a lot more to help refugees - 9%  
Other countries have done more than your country - 6%

QUESTION(S): Would your opinion change if you were told that...? | BASE: 82 (All who are less sympathetic to the situation)
We should give priority to those in need in my country at 72%.

Most Hungarians (65%) felt that ‘more should be done to help with the refugee crisis immediately’ but were less willing to help closer to home with just 5% saying they ‘would be prepared to offer refugees temporary accommodation’.
BUILDING A
POSITIVE MESSAGE

Those who have moved in a more negative
direction in their perspective on refugees
have done so mainly out of security and
economic concerns.

Meanwhile, there is a strong visual element
to those who have become more open and
sympathetic. Photographic evidence and
human interest news reports appear to
bring heightened empathy with the plight
of the refugees.
A more informed public is the greatest asset to positive messaging around helping refugees. This points to a strong role for the media in Hungary.

After public education, factors that drive empathy emerge as hugely significant. Those with overtly negative views were least likely to think anything would make them change their mind, where those with overtly positive and mixed views were more open to change.

### What would make you personally more optimistic or positive?

- Better knowledge of what is happening in refugees’ home countries: 41% Overtly Positive, 29% Mixed Views, 61% Overtly Negative
- Hearing stories about how refugees have assimilated into the productive life of their new communities: 43% Overtly Positive, 34% Mixed Views, 57% Overtly Negative
- Seeing victims unable to escape their domestic conflict: 25% Overtly Positive, 41% Mixed Views, 62% Overtly Negative
- Seeing interviews with people caught up in the crisis: 18% Overtly Positive, 33% Mixed Views, 53% Overtly Negative
- Knowing how much others in your country/community are helping with the crisis: 12% Overtly Positive, 21% Mixed Views, 41% Overtly Negative
- Seeing letters and drawings from children caught up in the crisis: 14% Overtly Positive, 21% Mixed Views, 47% Overtly Negative

**Total**
- Overtly Positive: 8%
- Mixed Views: 27%
- Overtly Negative: 38%
- None of the above: 7%
- Don’t know/Not sure: 8%
ASSISTING REFUGEES

DO YOU FEEL THAT YOU HAVE BEEN ABLE TO CONTRIBUTE AS MUCH AS YOU WOULD LIKE?

Yes 59
No 41

IF NOT, WHY?

I don’t have the money 45
I don’t have the ability to help 37
I don’t know what to do to help 32
Other 14
I haven’t had enough time 8

QUESTION(S): As shown above (%) BASE: 1500