

October 2023



Country Opinion Surveys

# FY 2023 **The Gambia** Country Opinion Survey Report

ECR Business Intelligence Team



THE WORLD BANK

# Acknowledgements

The Gambia Country Opinion Survey is part of the County Opinion Survey Program series of the World Bank Group. This report was prepared by the Business Intelligence (BI) team, led by José De Buerba (Senior External Affairs Officer) and Svetlana Markova (Senior External Affairs Officer). Yulia Danilina, Jessica Cameron, Nan Lin, and Sofya Gubaydullina oversaw the design, reporting, and analysis. Irina Popova and Noreen Wambui provided data support.

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# Objectives

This survey was designed to assist the World Bank Group (WBG) in gaining a better understanding of how stakeholders in The Gambia perceive the WBG. The survey explored the following questions:

1. **Overall Context:** How do stakeholders perceive the country's direction? How familiar are they with the WBG? How much do they trust the WBG?
2. **Key Indicators:** What opinion do key stakeholders have of the WBG regarding its effectiveness, relevance, alignment with The Gambia's development priorities, and other key indicators? Are opinions improving or declining?
3. **Development Priorities:** What areas of development are perceived to be the most important? Have the priorities changed over the past three years? How effective is the WBG perceived to be in these areas?
4. **Engagement and Work on the Ground:** What do key stakeholders value the most and the least when it comes to the WBG's work in The Gambia? How is the WBG perceived as a development partner? Are opinions improving or declining?
5. **Financial Instruments and Knowledge Work:** What opinion do key stakeholders have of WBG financial instruments and knowledge products? Are opinions improving or declining? What are stakeholders' suggestions to improve WBG's effectiveness?
6. **Communication and Outreach:** What are the preferred communication channels and which channels are reported to be used the most? Are there differences among stakeholder groups in terms of preferred channels?
7. **Message Recall:** What key topics that the WBG communicates do stakeholders recall? Is there a relationship between message recall and views of the WBG's work?

# Methodology Overview

## Fielded February – May 2023

- 301 potential participants were asked to complete a mostly quantitative survey
- Respondents completed the questionnaires online
- List of names provided by the WBG country team and supplemented by the fielding agency
- Process managed on the ground by the fielding agency

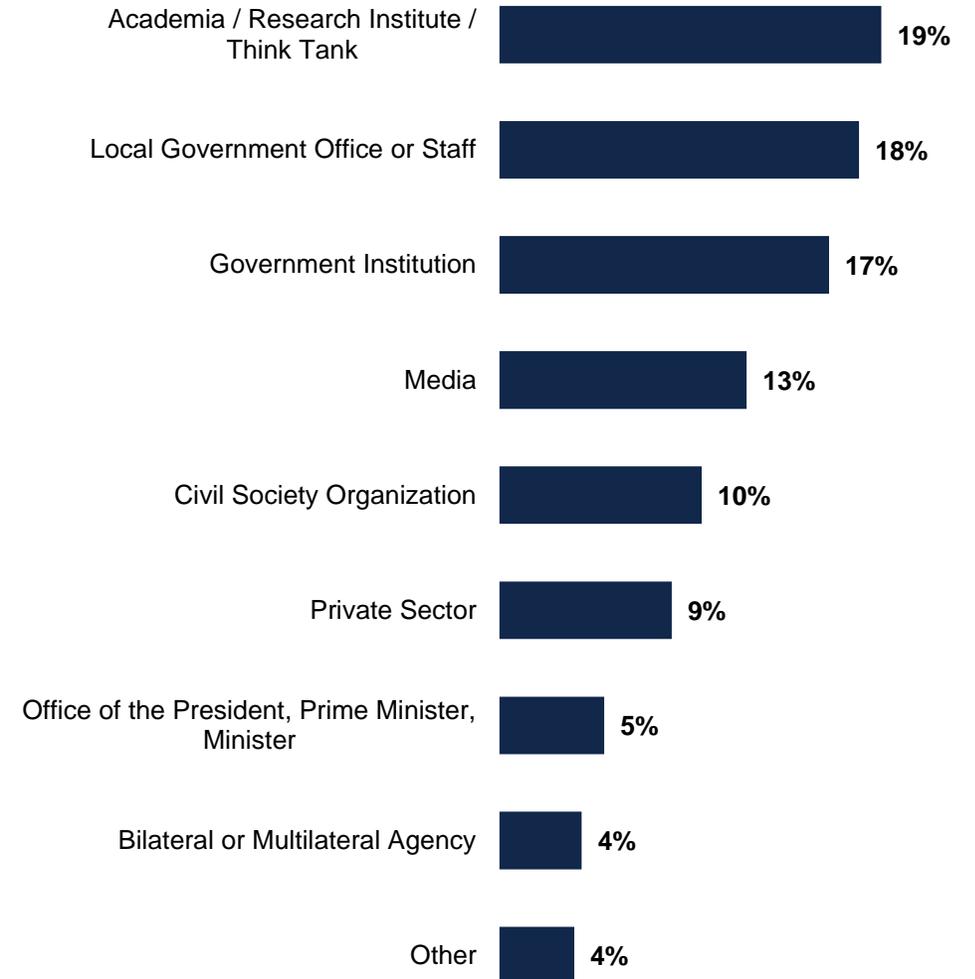
## 264 participants (88% response rate)

- 58% from the West Coast Region; 36% from the Greater Banjul Area; 3% from the North Bank Region; 2% from the Central River Region
- 17% currently collaborate with the WBG
- 31% specialize in education, 18% in communications / public affairs

## Compared to FY18 Country Survey

- 222 participants (43% response rate)
- Respondents received and completed the questionnaires via email, or they completed the questionnaire with the presence of an independent fielding consultant
- 43% collaborated with the WBG

Please refer to the [Methodology section](#) for details on the Respondent Sample and Methodology.



Which of the following best describes your current affiliation?  
(Select only 1 response) (N=264)

# Overall Context

*“The best thing I believe WBG can do is to provide Job Opportunities to Youths of this country.”*

**Government Institution Respondent**



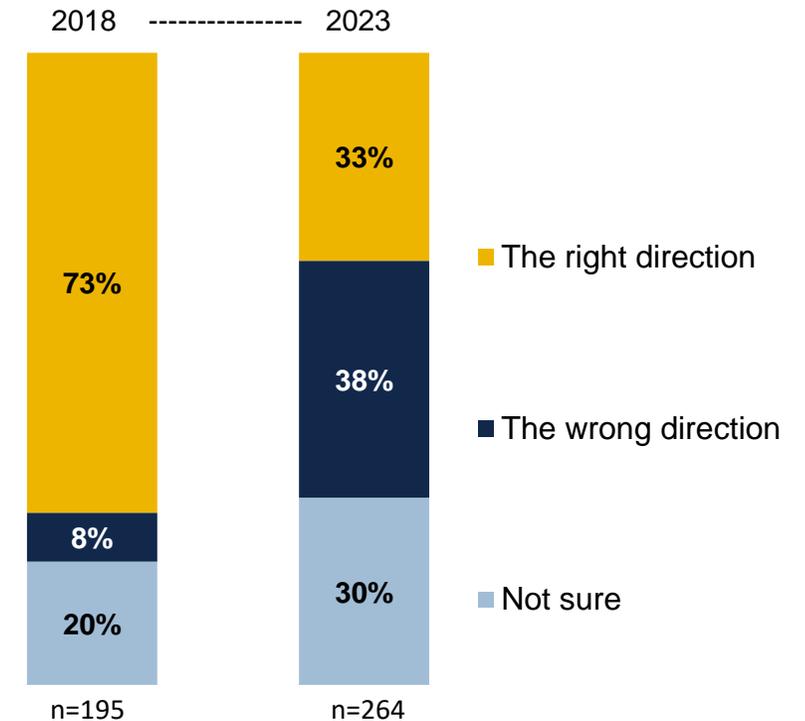
*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in The Gambia?*

# Increased Pessimism About the General Direction of The Gambia

Respondents in The Gambia are increasingly pessimistic about their country's general direction. In 2023, only 33% say the country is headed in the right direction, which is twice as low compared to 2018.

More respondents are either not sure (30%) or believe the country is on the wrong track (38%).

## Country direction



In general, would you say that The Gambia is headed in ... ?

# Familiarity with the World Bank Group

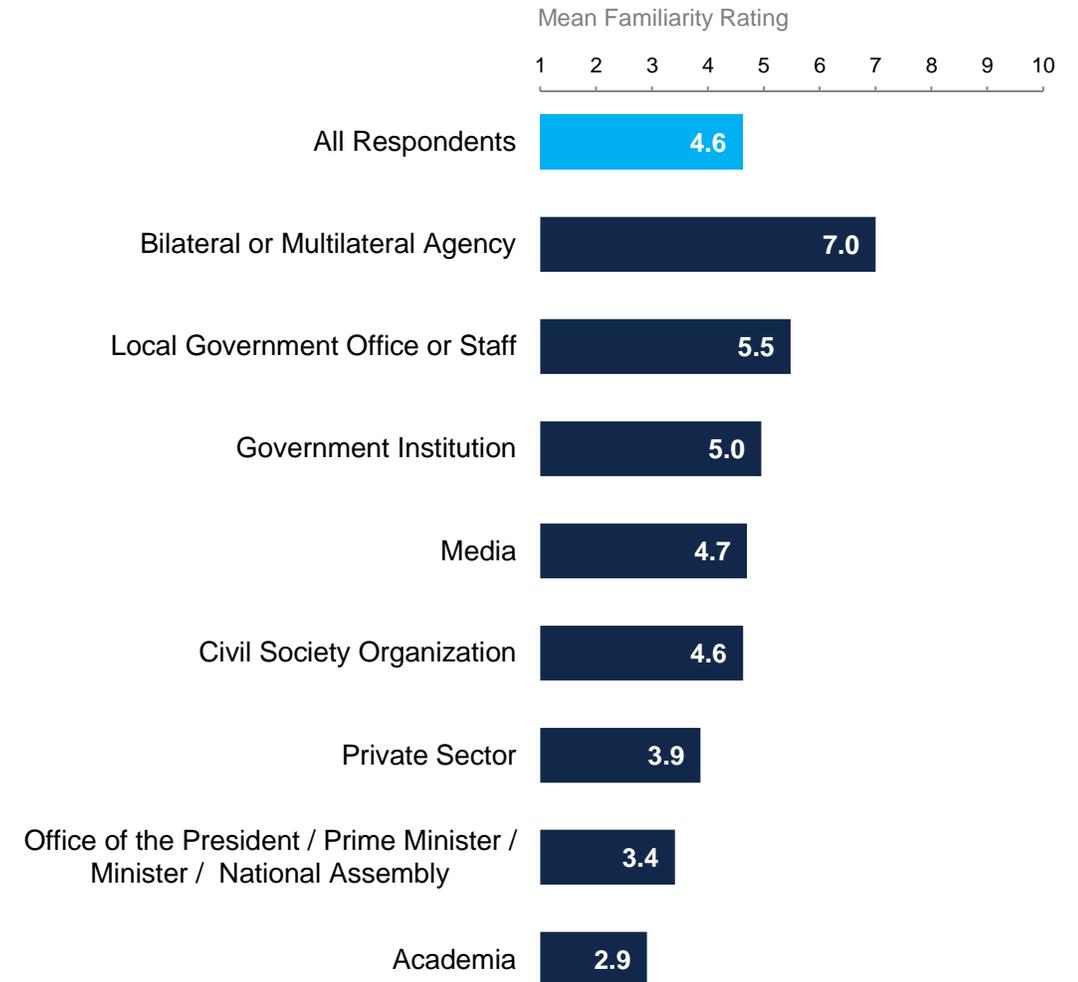
**Year comparison:** Respondents in this year's Country Survey reported significantly lower levels of familiarity with the World Bank Group compared to FY18:

Mean familiarity: FY23 = **4.4\***  
FY18 = **5.3**

**\*Note:** Respondents who identified their professional affiliation as "Other" were not included in the analysis presented in the chart on the right. Therefore, there is a slight difference between the average mean for all stakeholder groups reported in the chart and all respondents to the survey.

**Collaboration:** Respondents who collaborate with the WBG reported significantly higher levels of familiarity with the institution's work:

Mean familiarity: Collaborate with the WBG = **6.9**  
Do not collaborate = **3.9**



How familiar are you with the work of the World Bank Group in The Gambia? Scale: 1-10 (1: Not familiar at all – 10: Extremely familiar)



# Trust in Institutions

The UN and youth groups are the most trusted institutions in The Gambia among those studied.

The level of trust in the national government, local government, and parliament is rather low compared to other institutions and organizations.



To what extent do you trust each of the following groups to do what is right? Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)

# World Bank Group's Support in Development Areas

*“Help in the agricultural sector and educational sector... as we know the country which can feed it's People is the richest country... also teachers need to be paid well so that they can focus and teach[ing] students well.”*

Private Sector Respondent

*“1. The WBG should help develop and support private sector driven job creation, skills, and development, since the government can't provide enough employment opportunities. 2. Assist in transition to commercial agriculture by providing irrigation and value chain development.”*

A respondent from the Office of the President, Prime Minister, or Minister



# WBG: Focal Development Areas

**Education, health, agriculture, and job creation** were the top areas in FY23 where stakeholders would like the WBG to focus its resources. While health notably increased in priority (#7 in FY18), public sector governance have significantly waned (#2 in FY18).

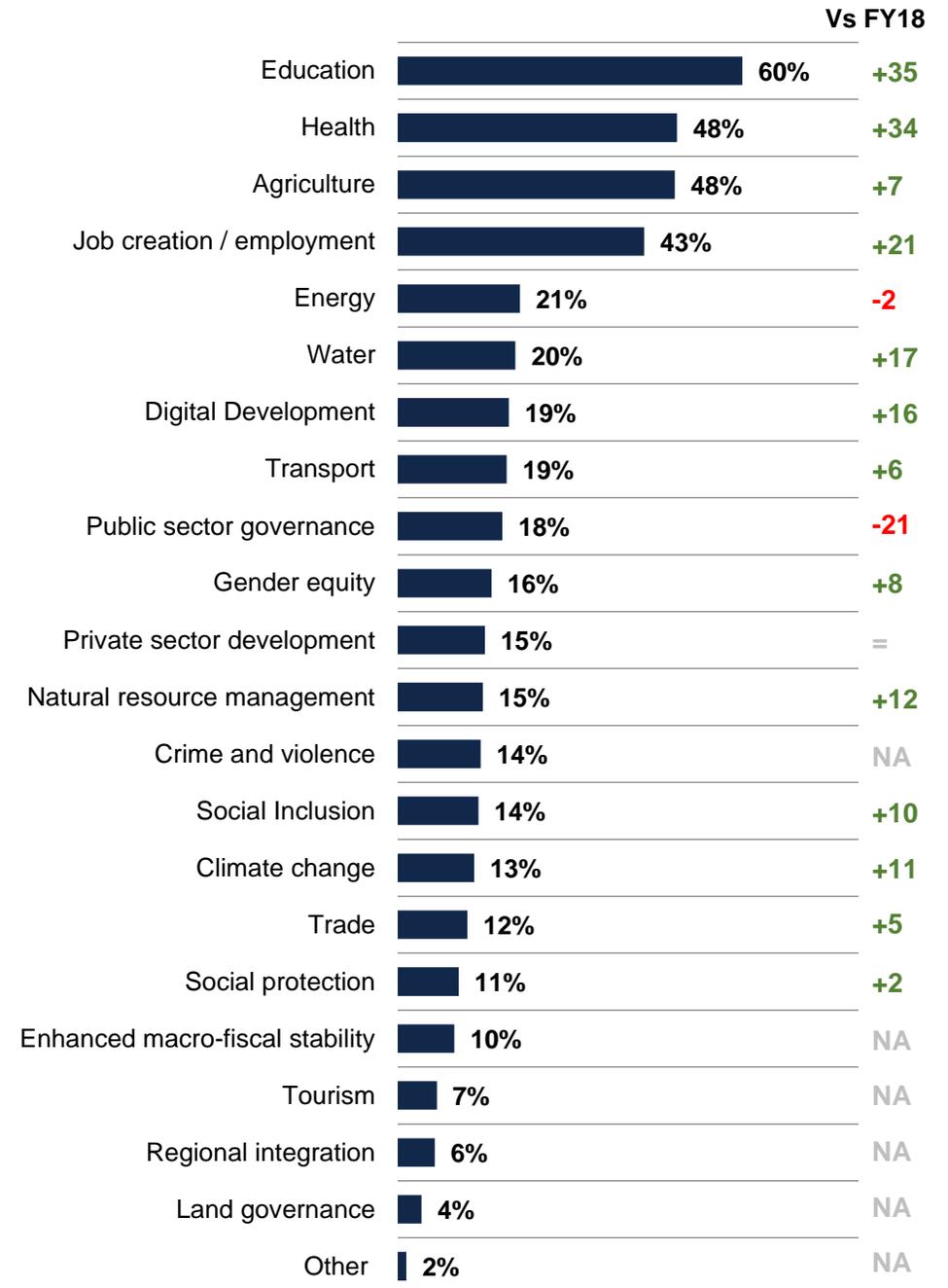
Respondents who identified their primary specialization of work as “education” (31% of the sample) were significantly more likely to indicate that “education” was a top development priority (78%) compared to respondents from other sectors (52%).

**Note:** The overall increase in percentages in the chart is partially attributable to the change in the methodology: In FY18, respondents were offered to select up to three priorities, while in FY23 they could select up to five. In addition, two big cross-cutting areas – Economic Growth and Poverty Reduction (#9 and #10 in FY18) – were removed from the list of options in FY23.



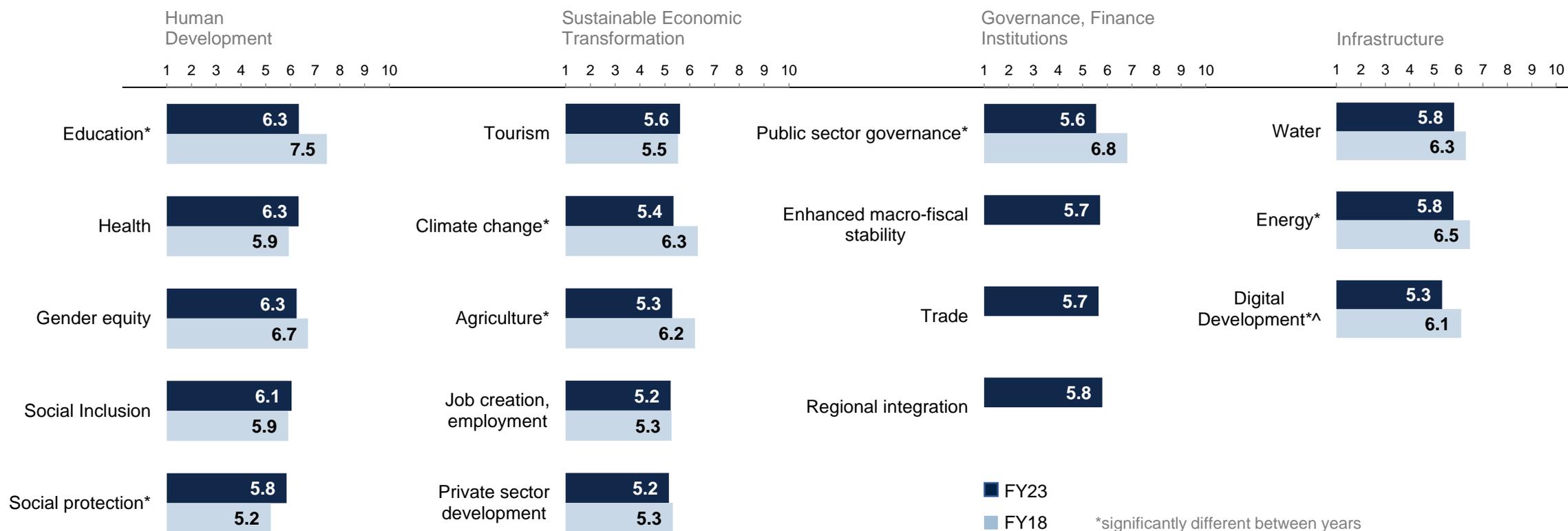
FY23: Which areas should the World Bank Group prioritize in its work in The Gambia to have the most impact on development results in the country? (Choose no more than 5) (N=251)

FY18: When thinking about how the World Bank Group can have the most impact on development results in Gambia, in which sectors do you believe the World Bank Group should focus most of its resources (financial and knowledge services) in Gambia? (Choose no more than THREE) (N=219)



# Effectiveness of WBG's Support in Sectoral Areas

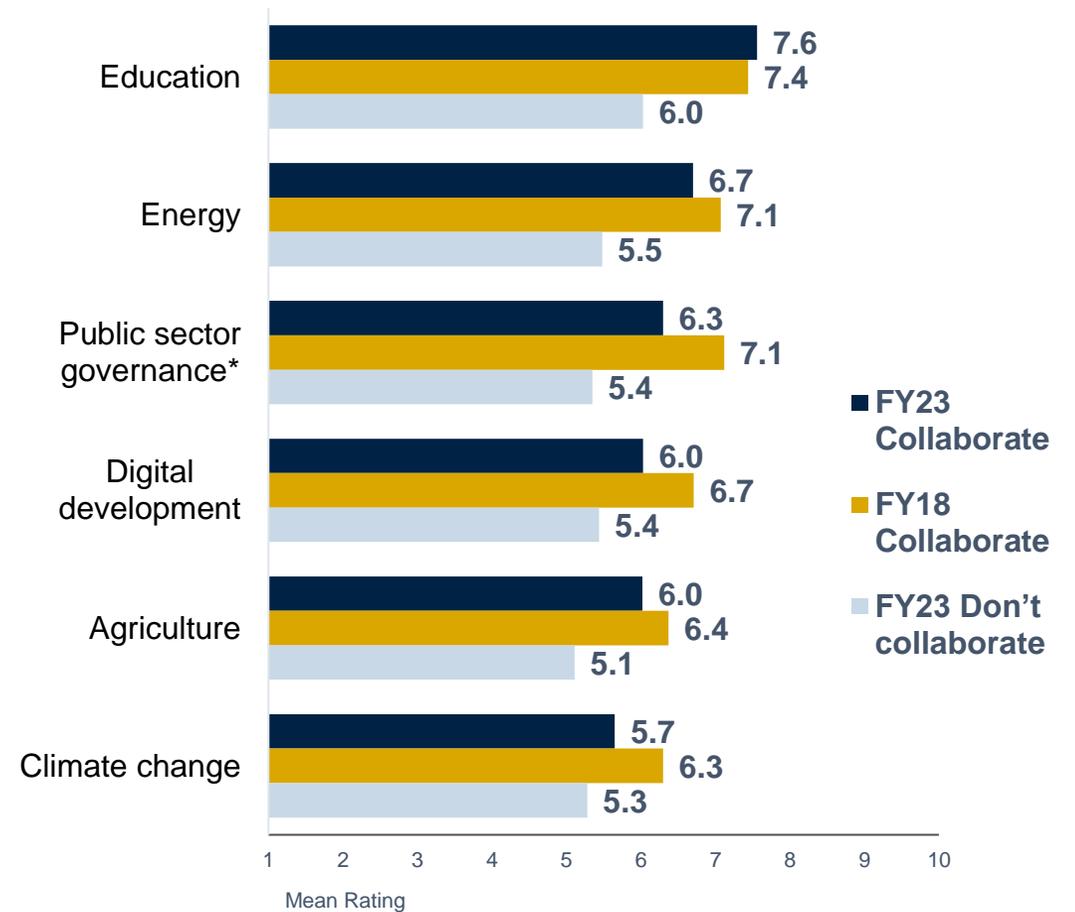
The WBG's work in the area of **education, health, and gender equity** in The Gambia received the highest ratings of effectiveness. However, ratings of the WBG's effectiveness across several sectoral areas, including agriculture — an important development area in The Gambia — were significantly lower in FY23 compared to FY18. Ratings in the **education** sector dropped most notably.



How EFFECTIVE do you believe the World Bank Group is in terms of the work it does in the following areas of development in The Gambia?  
 (If you have NO exposure to/experience in working in any of the sectors listed below, please respond “Don’t know”),  
 Scale: 1-10 (1: Not effective at all – 10: Very effective)  
 ^In FY18, this option was “Information and communication technology”.

# Those Who Collaborate With the WBG Give Higher Rankings of WBG's Support in Sectoral Areas

In the sectors of education, energy, digital development, agriculture, and climate change where perceptions of the WBG's effectiveness in achieving results have decreased significantly compared to FY18, these lower perceptions were mostly driven by those respondents who do not collaborate with the WBG. However, in **public sector governance**, perceptions of those who collaborate with the WBG were significantly lower in FY23 compared to FY18.



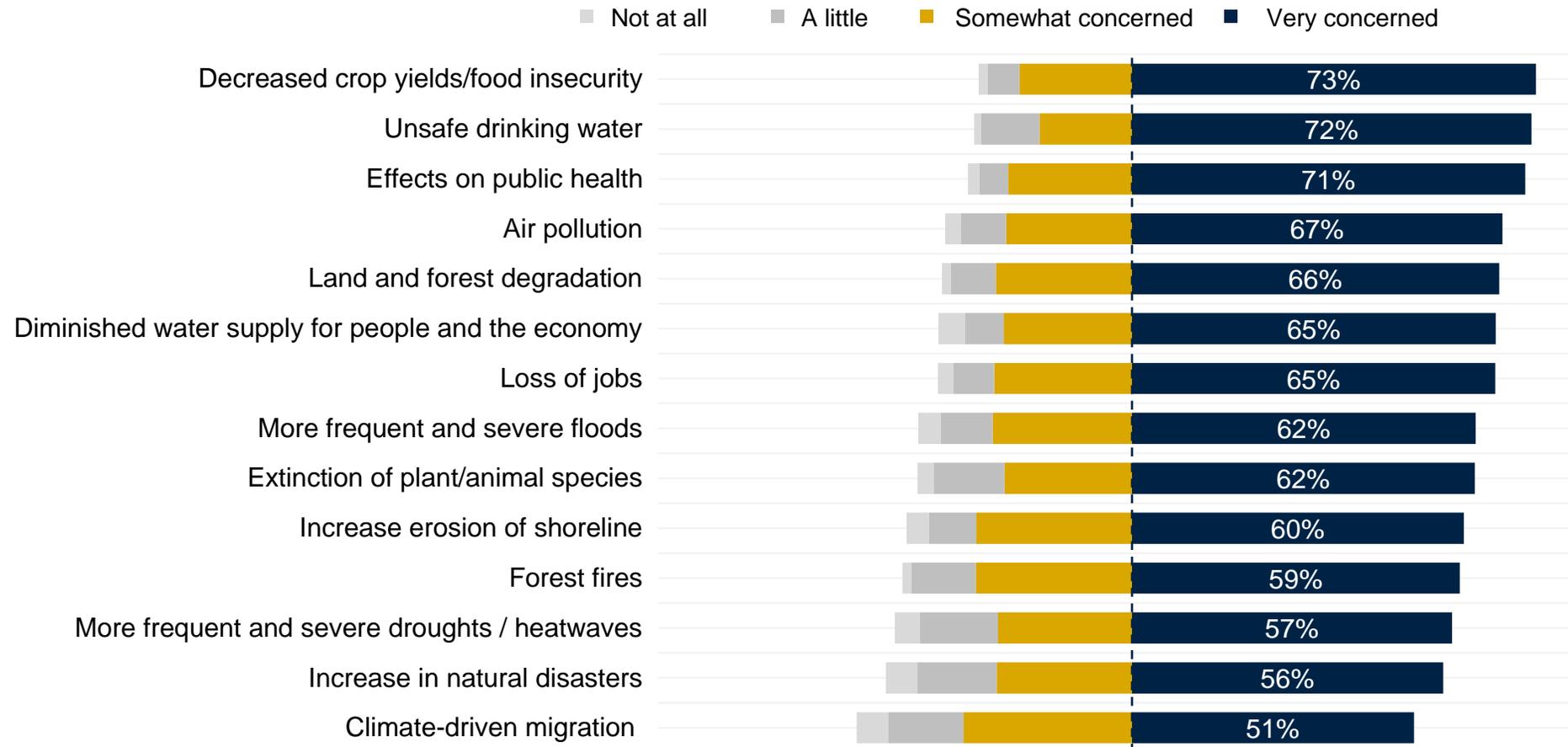
\*significantly different between collaborators in FY23 and FY18



How EFFECTIVE do you believe the World Bank Group is in terms of the work it does in the following areas of development in The Gambia? (If you have NO exposure to/experience in working in any of the sectors listed below, please respond "Don't know"), Scale: 1-10 (1: Not effective at all – 10: Very effective)  
 Currently, do you professionally collaborate/work with the World Bank Group (IDA, IFC, MIGA, ICSID) in your country?

# Decreased Crop Yields, Unsafe Drinking Water, and Effects on Health were Main Climate Change Concerns

The vast majority of respondents were very concerned about **decreased crop yields / food insecurity** (73%), **unsafe drinking water** (72%), and **effects on public health** (71%) when it comes to the potential impacts of climate change in The Gambia. Air pollution and land and forest degradation were also of great concern to respondents.



What is your level of concern for each of the potential impacts of climate change as it affects your country? (N=~246)



# Overall Attitudes toward the World Bank Group

*“The WBG is a great partner for development and its efforts and resources could significantly change lives, but implementation and delivery are highly ineffective and lack the kind of transparency and accountability it deserves.”*

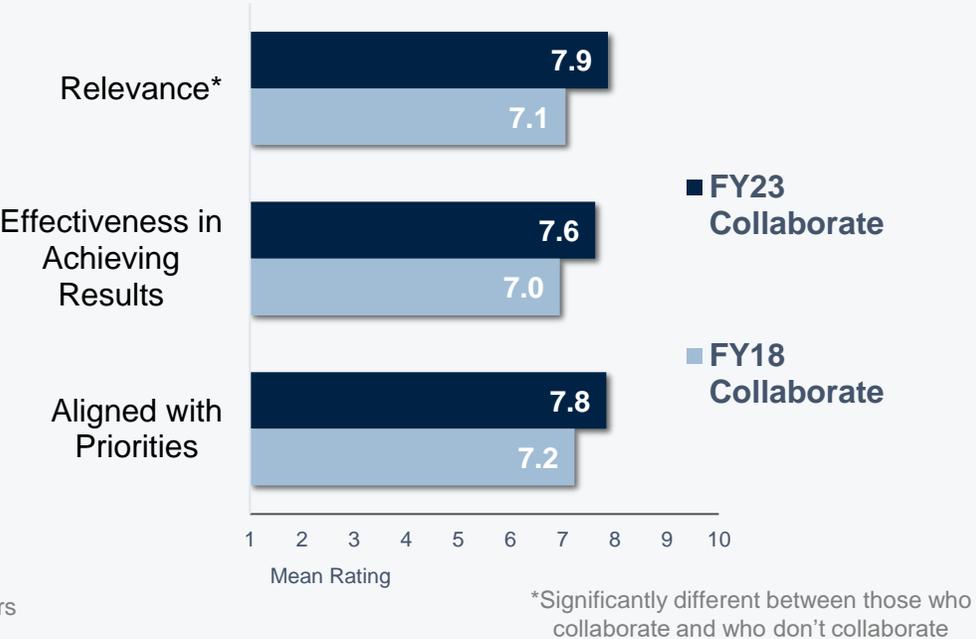
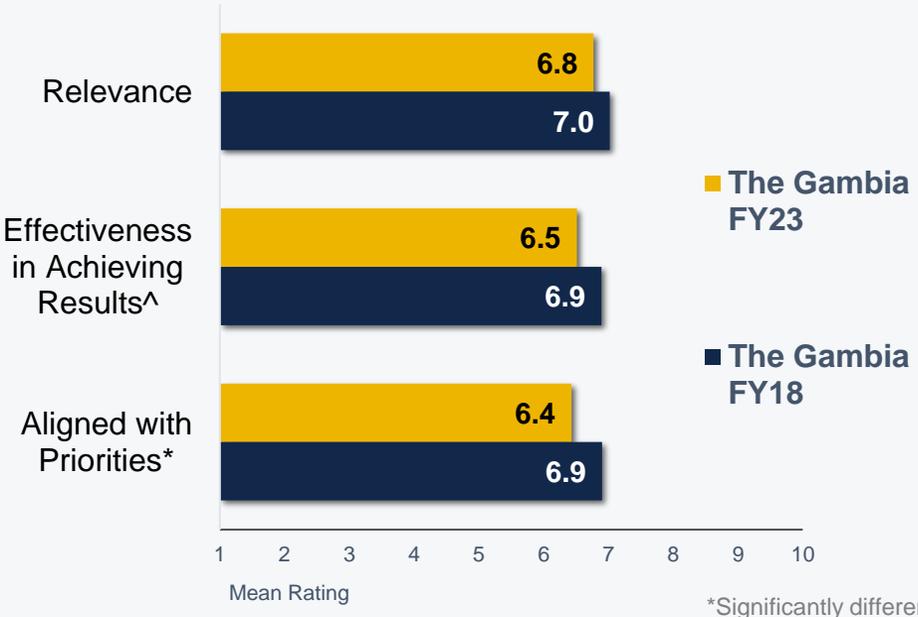
Government Institution Respondent



# Key Performance Indicators: Year-to-Year Comparison\*

The mean ratings for the key indicator questions in The Gambia were somewhat lower in FY23 compared to the results of the FY18 wave (see the chart on the left side). However, when interpreting these results, the differences between the FY23 and FY18 samples should be considered: More respondents collaborated with the WBG in the FY18 sample compared to the FY23 sample (43% and 17%, respectively), and those who collaborated tend to have higher familiarity with the Bank and more positive opinions about its work.

In FY23, respondents who **collaborated** with the WBG gave **higher rankings** for the institution’s relevance, its effectiveness in achieving development results, and alignment, with a statistically significant increase in relevance (see the chart on the right side).



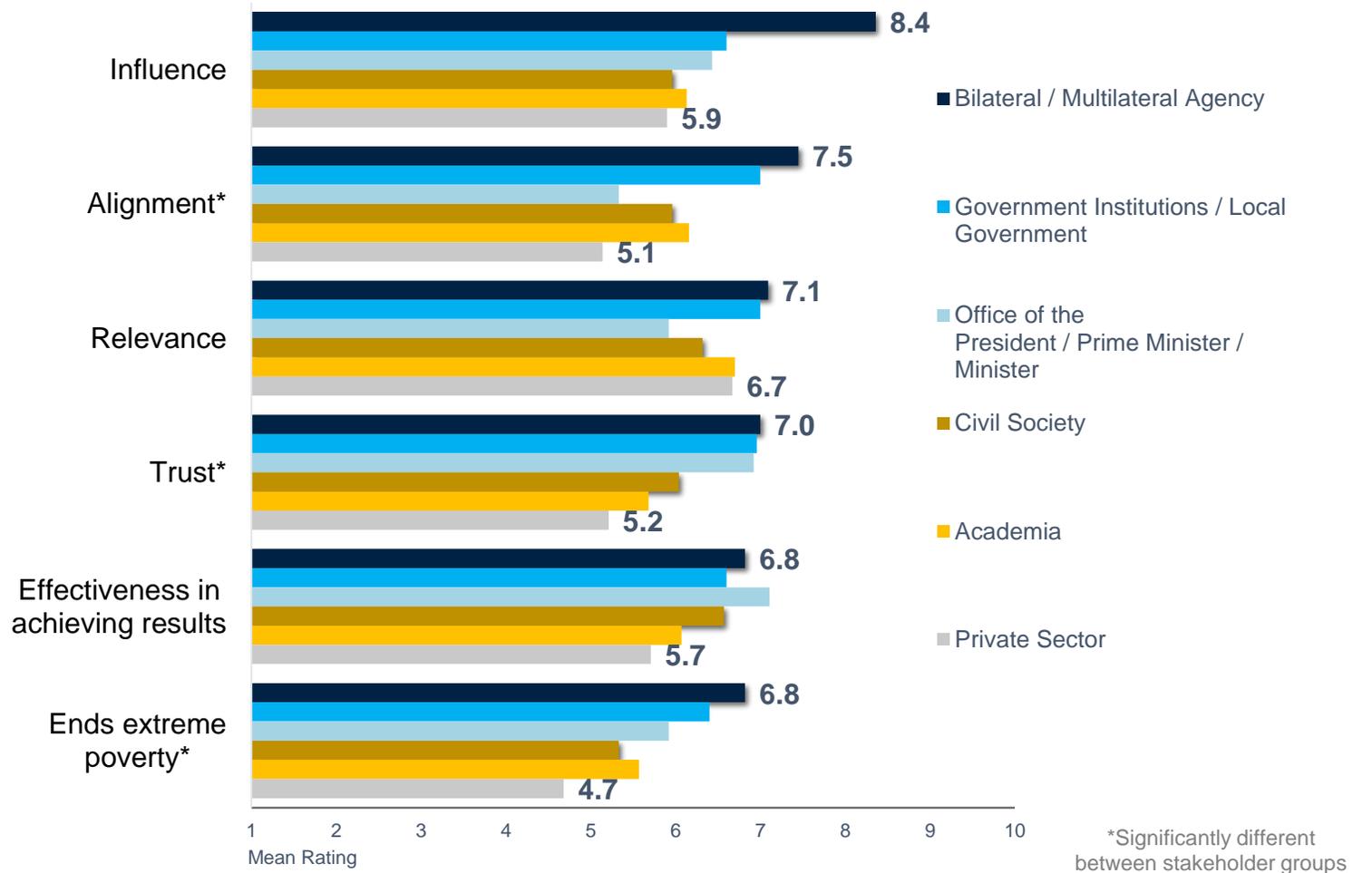
\*Only those of the key indicator questions that were asked both in FY18 and in FY23 are listed in the chart on this slide.

<sup>^</sup> For FY18, the mean for effectiveness in achieving development results was calculated using a mean score of two questions: “Overall, please rate your impression of the World Bank Group’s effectiveness in The Gambia”, Scale: 1-10 (1: Not effective at all– 10: Very effective), and “To what extent does the World Bank Group’s work help to achieve development results in Jamaica?” Scale: 1-10 (1: To no degree at all– 10: To a very significant degree)

# Key Performance Indicators: Stakeholder Groups

Respondents from **bilateral/ multilateral agencies** and respondents from **government institutions** tended to have the most positive perceptions of the key performance indicators of the WBG's work in The Gambia, whereas respondents from **the private sector** and **academia** tended to have the least positive perceptions.

It should be noted, however, that only stakeholder differences in ratings for alignment, trust, and ending extreme poverty reached statistical significance.



To what extent does the World Bank Group influence the development agenda in The Gambia? Scale: 1-10 (1: To no degree at all– 10: To a very significant degree)  
 The World Bank Group's work is aligned with what I consider the development priorities for The Gambia, Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)  
 The World Bank Group currently plays a relevant role in development in The Gambia. Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)  
 To what extent do you trust each of the following groups to do what is right? Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)  
 How effective has the World Bank Group been in achieving development results in The Gambia? Scale: 1-10 (1: Not effective at all– 10: Very effective)  
 The World Bank Group's work helps end extreme poverty in The Gambia. Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)

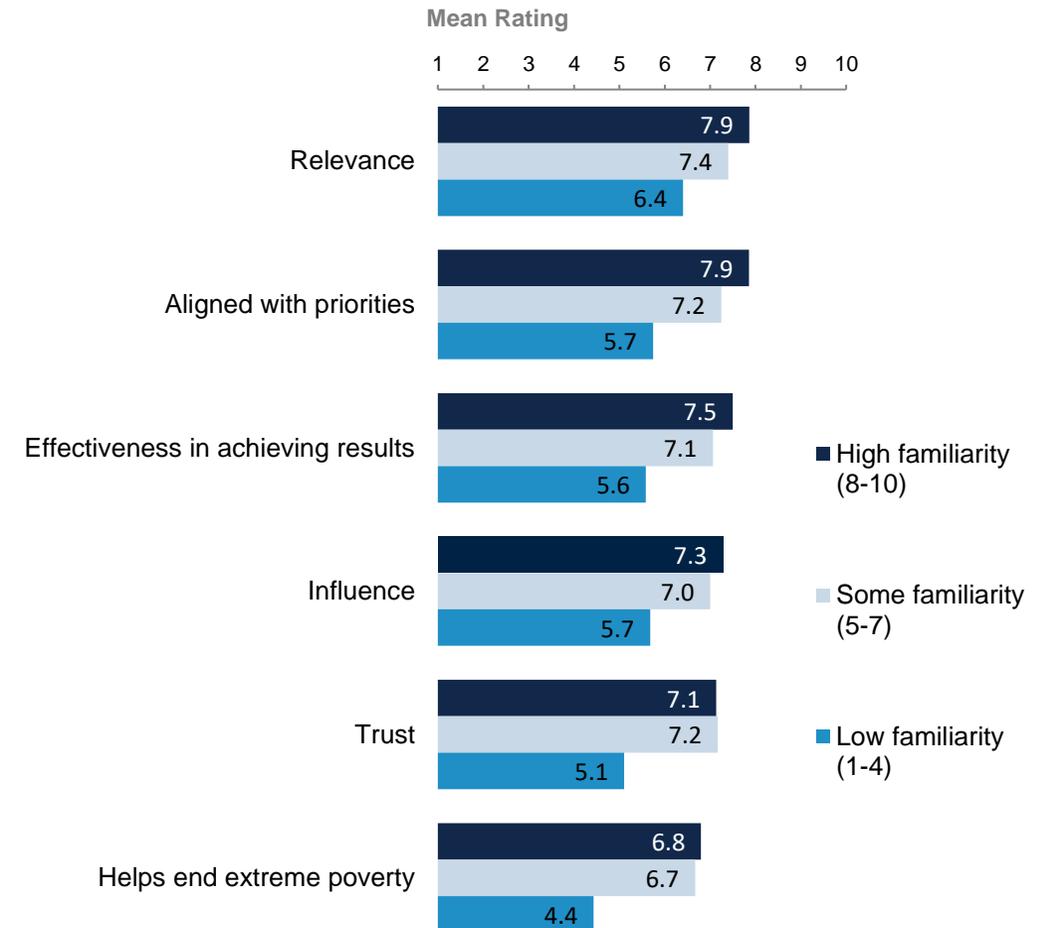
# Familiarity Leads to Positive Perceptions

Respondents who reported a **high level of familiarity** with the World Bank Group (ratings of 8-10 on a 10-point scale) also gave **significantly higher rankings** to the key indicator questions compared to respondents with little familiarity (ratings of 1-4 on a 10-point scale).

Even respondents with **some familiarity** with the WBG (ratings of 5-7 on a 10-point scale) gave significantly higher ratings compared to the low familiarity respondents. Thus, significantly lower levels of familiarity with the WBG reported by the respondents in this year's survey (mean=4.4 on a 10-point scale vs. 5.3 in FY18) most probably affected the lower average ratings in FY23 across scale questions.



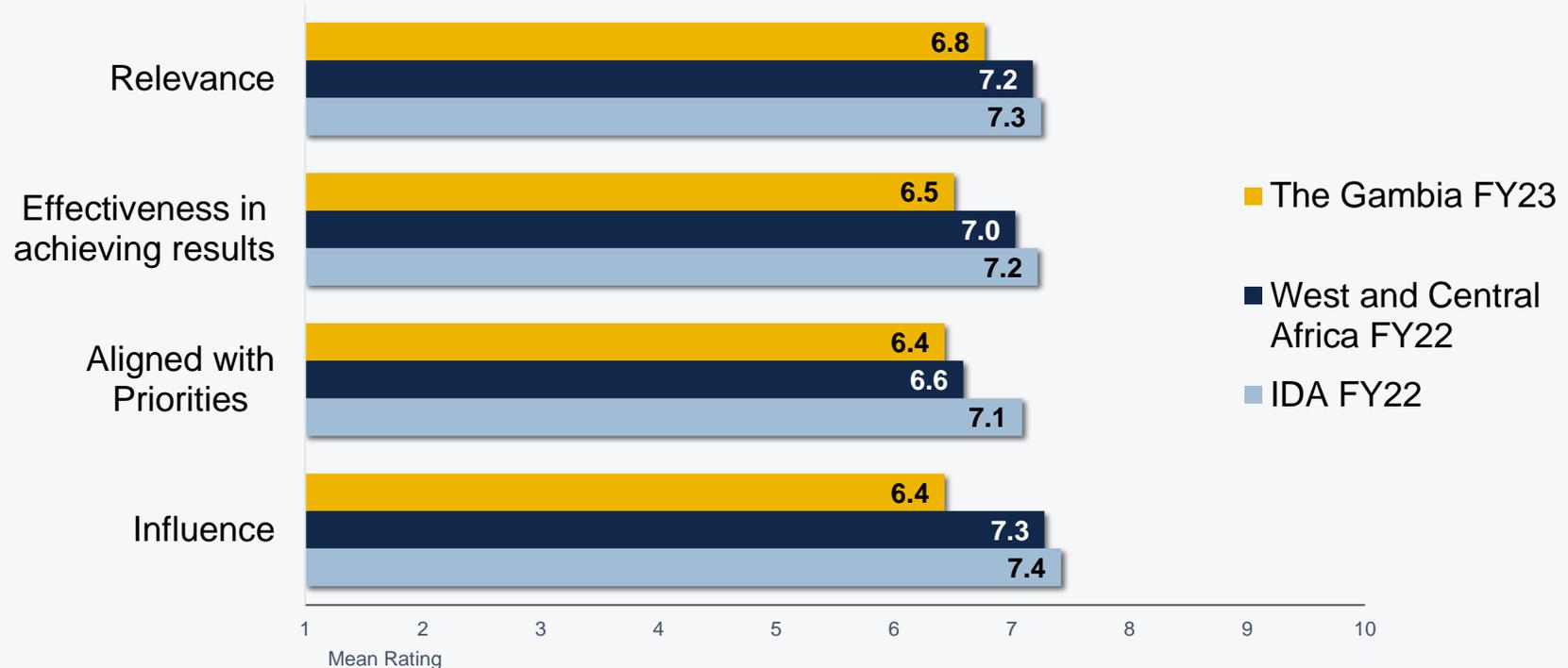
How familiar are you with the work of the World Bank Group in The Gambia? Scale: 1-10 (1: Not familiar at all – 10: Extremely familiar)  
 The WBG currently plays a relevant role in development in The Gambia. Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)  
 The WBG's work is aligned with what I consider the development priorities for The Gambia, Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)  
 How effective has the WBG been in achieving development results in The Gambia? Scale: 1-10 (1: Not effective at all– 10: Very effective)  
 To what extent does the World Bank Group influence the development agenda in The Gambia? Scale: 1-10 (1: To no degree at all– 10: To a very significant degree)  
 To what extent, do you trust the WBG to do what is right? Scale: 1-10 (1: To no degree at all– 10: To a very significant degree)  
 The WBG's work helps end extreme poverty in The Gambia. Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)



All significantly different between high and low familiarity

# Key Performance Indicators: Regional Comparison

The mean ratings for all key indicator questions in The Gambia were lower than those in other **West and Central African** countries, as well as those in other **IDA** countries surveyed in FY22.



West and Central Africa FY22 countries included: Cameroon, Cote d'Ivoire, Niger, and Sierra Leone.

IDA FY22 countries included: Bangladesh, Kosovo, Malawi, Mozambique, Niger, Rwanda, Sierra Leone, Sudan, and Tajikistan.

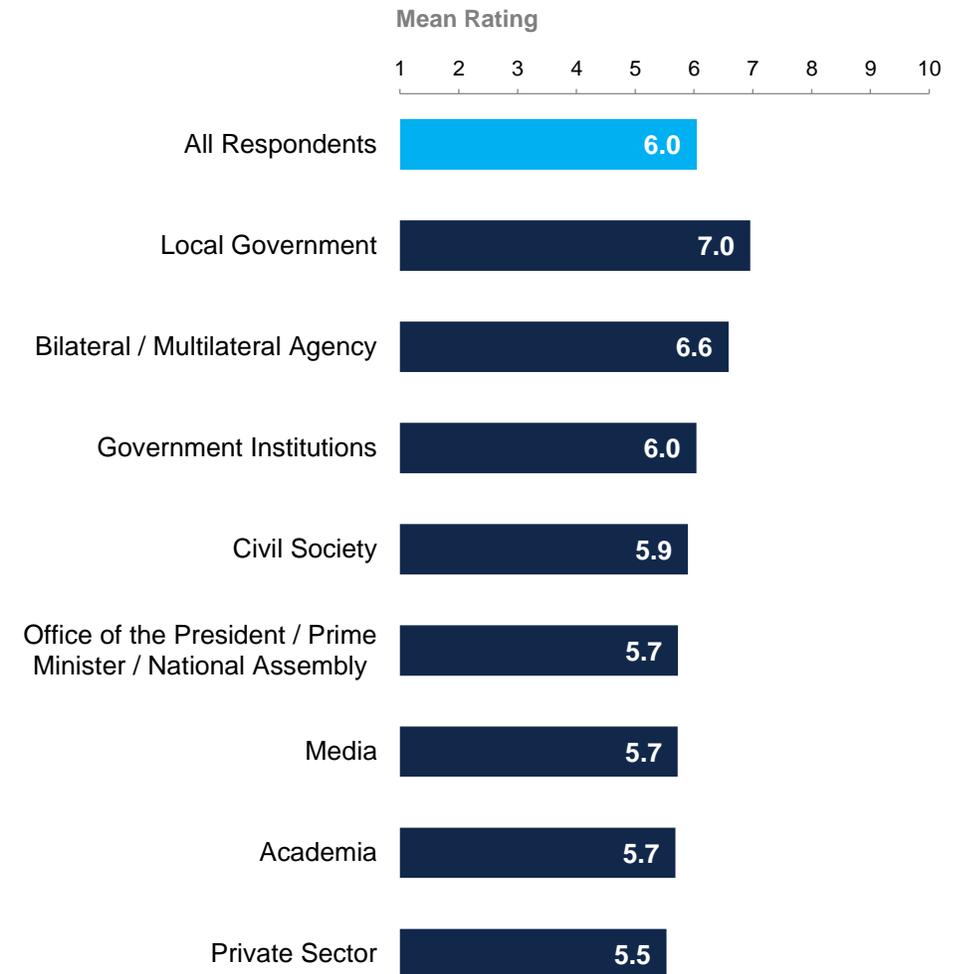
# Overall Ratings for Indicator Questions

Respondents from **local government** and **bilateral/multilateral agencies** gave the highest mean ratings for the aggregated responses to the eighteen [COS indicator questions](#), whereas respondents from the **academia** and **private sector** had significantly lower mean ratings.

**Collaboration:** Respondents who collaborate with the WBG had significantly higher mean ratings for the aggregated responses to the eighteen indicator questions compared to respondents who do not collaborate with the WBG:

Collaborate with WBG = **7.2**

Do not collaborate = **5.8**



Mean Ratings for the eighteen COS Indicator Questions by Stakeholder Groups on a Scale from 1 to 10. These selected indicators are listed at the end of this report.

# World Bank Group's Work and Engagement on the Ground

*“The World Bank Group should give more technical, logistical, and intellectual support to the local governments since they are closer to the people and know more about the challenges of the people. In that way, they can create more meaningful impacts in their lives.”*

Local Government Respondent

*“My humble opinion, I strongly believe that World Bank Group should have an effective engagement with youths, civil society organizations and help tertiary students for a better Gambia.”*

Academia Respondent



# Greatest Value

Financial resources, capacity building, and training continued to be the most valued activities of the WBG in The Gambia.

At the same time, the WBG’s **ability to bring together different stakeholder groups** emerged as a new area of great value to stakeholders this year (only 7% selected it in FY18).

*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in The Gambia?*

*“Provide more support to the government to train civil servants on reforms, etc.”*

**Civil Society Respondent**

*“Continue funding public projects and [ensure] speedy availability of World Bank data to help in [the] formulation of policies and policy implementation.”*

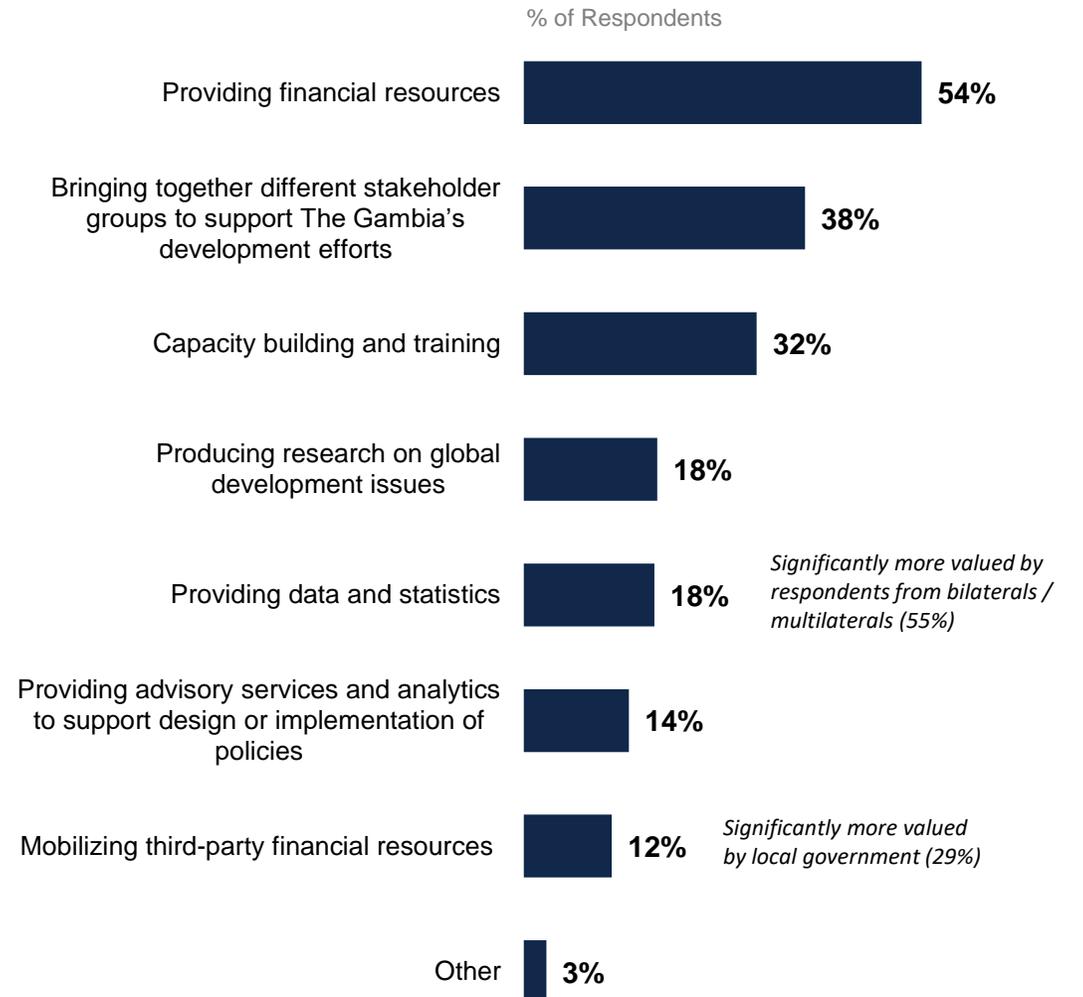
**Media Respondent**

*“WBG should give more technical support to the Local Governments”*

**Local Government Respondent**



When thinking about the World Bank Group’s role in The Gambia, which activity do you VALUE the most? (Choose no more than 2) (N=258)



# The WBG as a Development Partner

Perceptions of the World Bank Group as a long-term partner have decreased significantly in FY23 across all stakeholder groups.

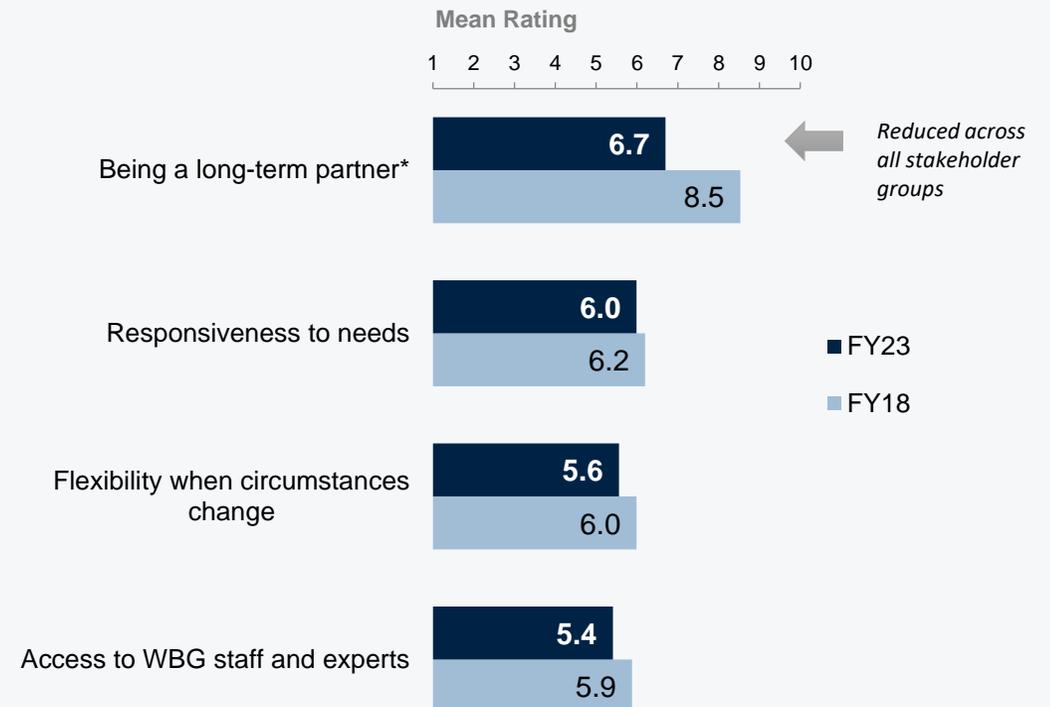
***In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in The Gambia?***

*“Engage all stakeholders and various actors relevant in [the] decision-making process to identify “needs-based” programmes that can resonate with Gambia’s raison d’etre.”*

**Bilateral or Multilateral Agency Respondent**

*“Give us a loan with no interest“*

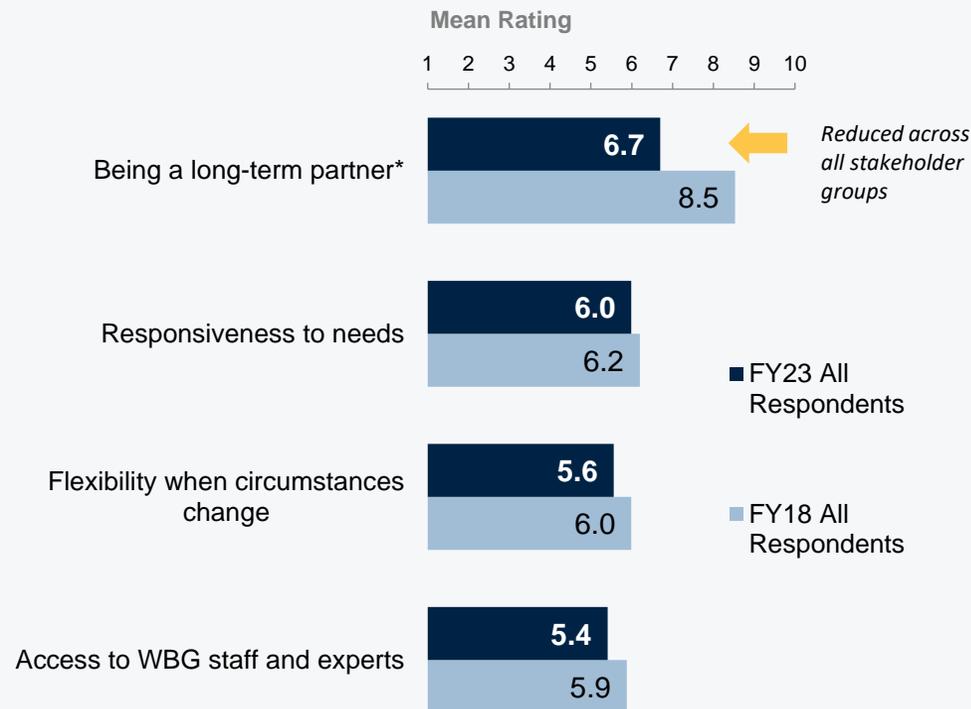
**Government Institution Respondent**



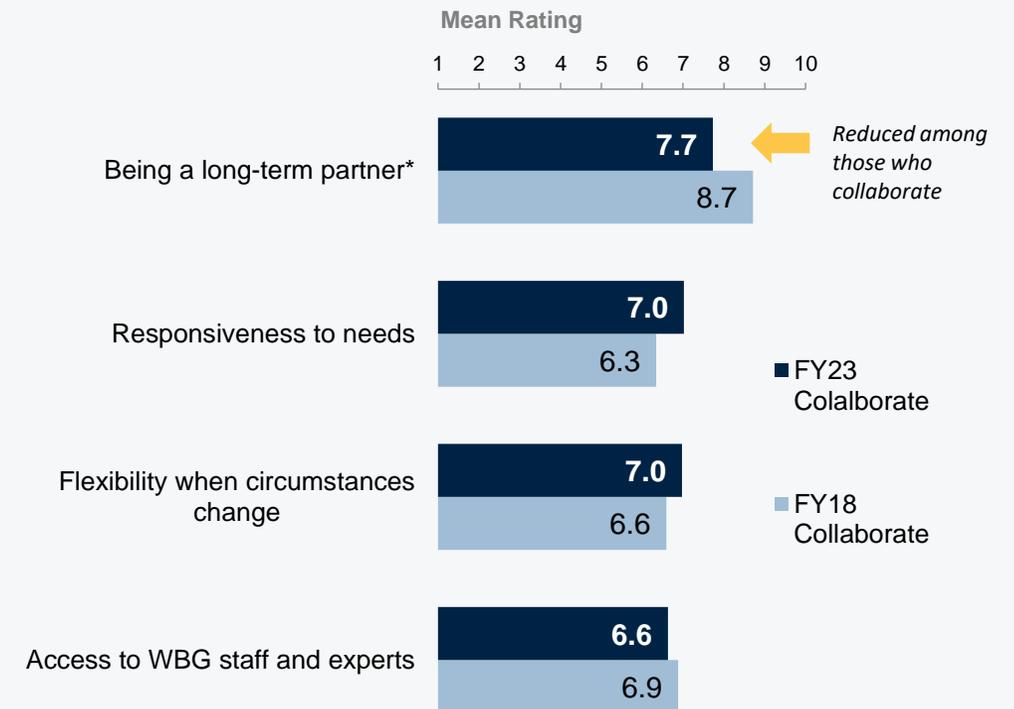
To what extent is the World Bank Group an effective development partner in The Gambia, in terms of each of the following?, Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)

# The WBG as a Development Partner: Perceptions of Long-Term Partnership Diminished

Perceptions of the Bank as a long-term partner have diminished significantly in FY23 across all stakeholder groups (see the chart on the left side) and even among those respondents who collaborate with the WBG and have higher perceptions of the WBG as a development partner (see the chart on the right side).



\*Significantly different between years



\*Significantly different between those who collaborate and who don't collaborate



To what extent is the World Bank Group an effective development partner in The Gambia, in terms of each of the following?, Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)



# The WBG should Collaborate More with Youth Groups and National Government According to Stakeholders

A majority of respondents indicated that the WBG should collaborate more with **youth groups** and the **national government**.

In qualitative comments, respondents indicated the need for more collaboration with **civil society** and **private sector** organizations.

*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in The Gambia?*

*“Making partnerships with the agricultural sector and academia. I believe if this is done or strengthened it will have a great impact on people’s lives and this would obviously increase its effectiveness in the country.”*

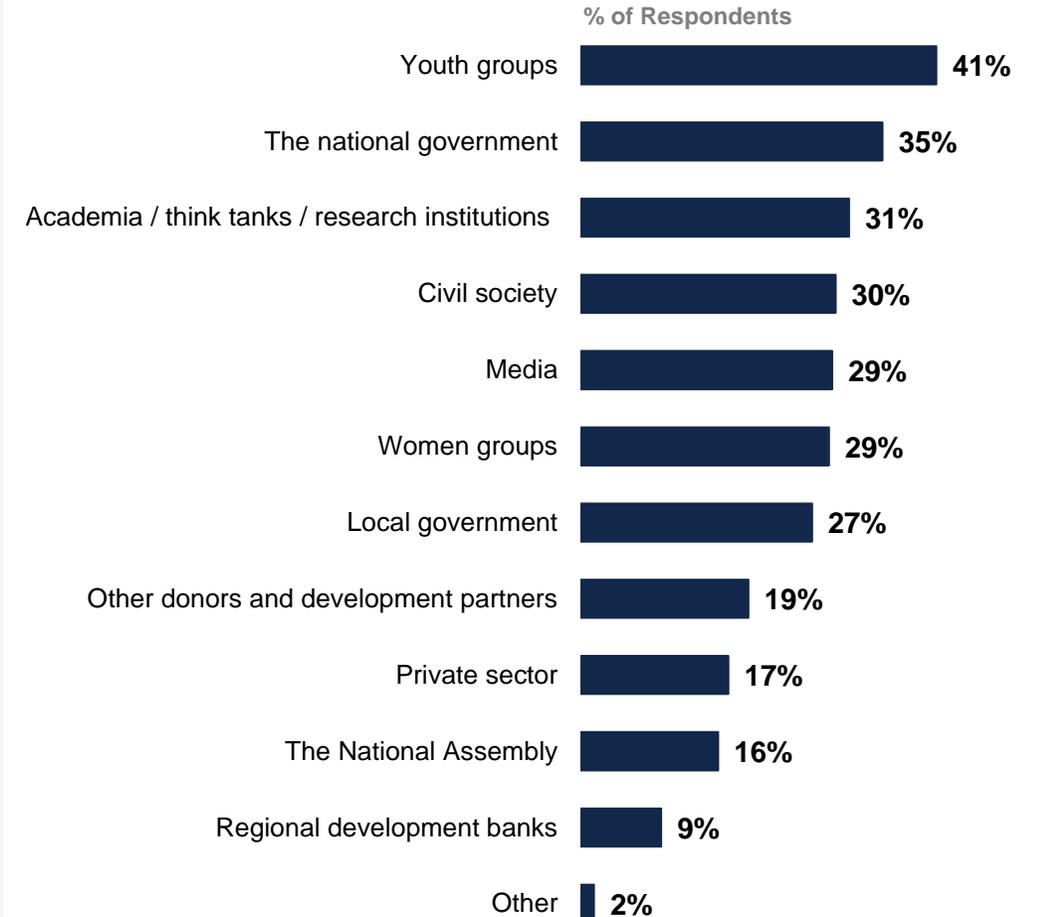
**Academia Respondent**

*“Engage civil society, youth, and women groups as well as academic and research institutions”*

**Government Institution Respondent**

*“Work with civil society organizations or groups, university and college students ”*

**Respondent from the Office of the President, Prime Minister, or Minister**



Which THREE of the following groups should the WBG collaborate with more in The Gambia? (Choose no more than 3) (N=257)

# WBG as a Development Partner in Terms of Collaboration with Stakeholders

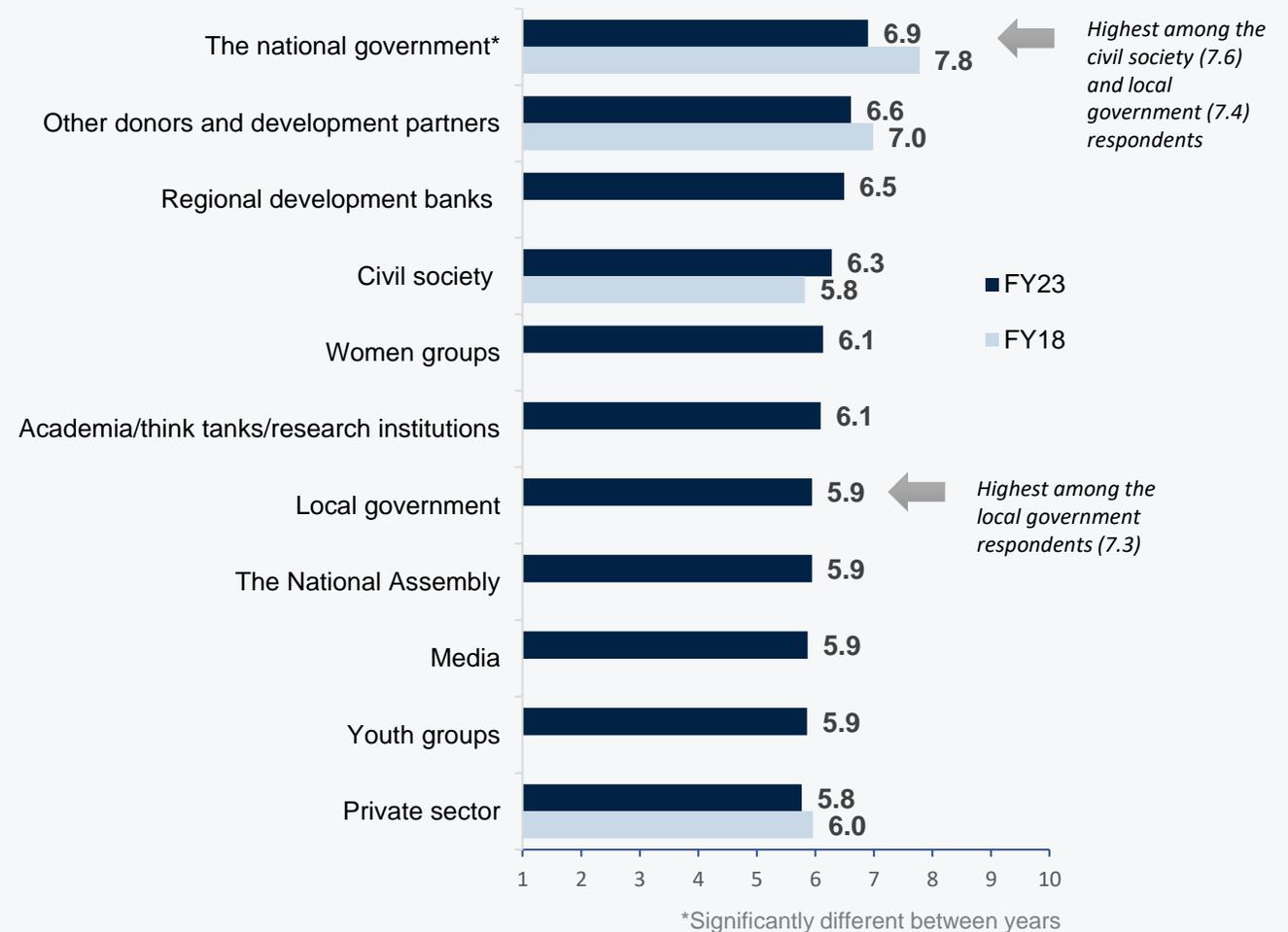
The WBG received the highest mean ratings for its collaboration with the **national government** of The Gambia. However, this rating was significantly lower compared to FY18 and **reduced across all groups**, except for the local government and civil society stakeholders.

Respondents from bilateral / multilateral agencies, academia, the private sector, and the office of the President/Prime Minister/Minister were the most critical of the WBG's collaboration with various stakeholder groups (the mean rating across all groups listed in the chart on the right was less than 6.0).

## *In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in The Gambia?*

*"In my opinion, the most important thing the World Bank Group (WBG) could do to increase its effectiveness in The Gambia is to prioritize and invest in building strong partnerships with the government, civil society organizations, and other key stakeholders in the country. By working in close collaboration with local actors and building partnerships based on mutual trust and respect, the WBG can ensure that its programs and projects are aligned with the country's needs and priorities, and that they are owned and implemented by Gambians themselves. This can help increase the relevance and sustainability of the WBG's interventions, and can contribute to building local capacity and ownership of development processes."*

**Academia Respondent**



To what extent is the WBG an effective development partner in The Gambia, in terms of collaborating with the following groups: (1-Strongly disagree, 10-Strongly agree)

# WBG's Financial Instruments

Perceptions of the WBG's financial instruments are rather moderate, and there was a significant decrease in perceptions of the WBG's financial instruments meeting The Gambia's needs.

The rating for the WBG's insistence on accountability may also reflect the perceptions of a high corruption level in the country; many respondents pointed out the need for greater accountability in the government and in the WBG-funded projects.

***In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in The Gambia?***

*"The need [to] quicken decision making and streamline its procurement process."*

**Government Institution Respondent**

*"Enforce Accountability and Transparency in all Procurement related activities and performance-based audit of all WBG Projects in The Gambia."*

**Civil Society Respondent**

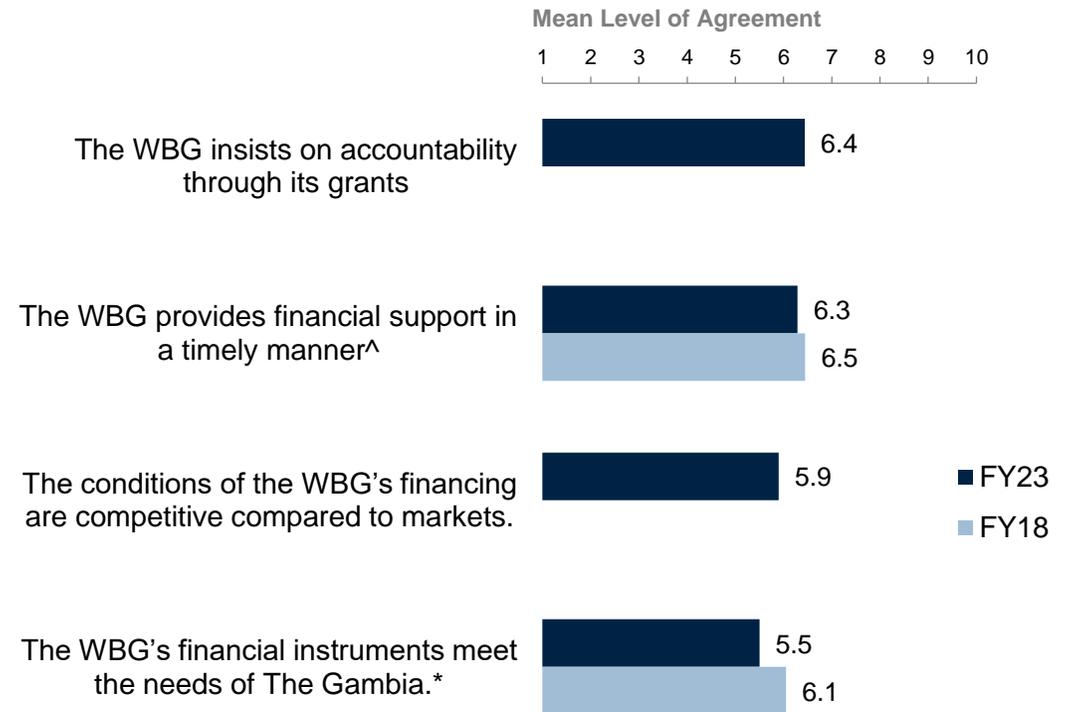
*"By strengthening accountability and transparency in the execution of their activities "*

**Government Institution Respondent**



To what extent do you agree/disagree with the following statements?  
Scale: 1-10 (1: Strongly disagree– 10: Strongly agree)

<sup>^</sup>In FY22 and in FY18, the option was "The World Bank Group's approvals and reviews are done in a timely fashion"



\* Significantly different between the years

# World Bank Group's Knowledge Work and Activities

*“[The WBG could help] by giving advice that is leading to the development of the Gambia as a whole. I think the Bank knows the best practices and should try to get the Gambian government to adopt them.”*

Academia Respondent



# WBG's Knowledge Work

The majority of stakeholders report that they have not used the WBG's knowledge work.

Respondents from **bilateral / multilateral agencies** and **local government** were most likely to report using WBG's knowledge work (30% and 21%, respectively).

Notably, **government respondents** and respondents from **academia** were the most likely to report that they were not using WBG's advisory services and analytics (over 70% in both groups), and no respondents from the **private sector** reported using WBG's knowledge work.

*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in The Gambia?*

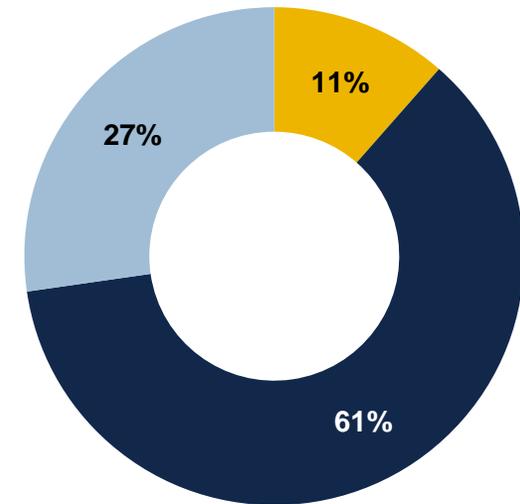
*"Enhance the visibility of its projects and programs interventions."*

Civil Society Respondent

*"Creating more awareness of its role and areas of focus, if there is an understanding on that then what ever follows will be on track."*

Private Sector Respondent

## Use of the WBG's advisory services and analytics



■ Yes ■ No ■ Not sure



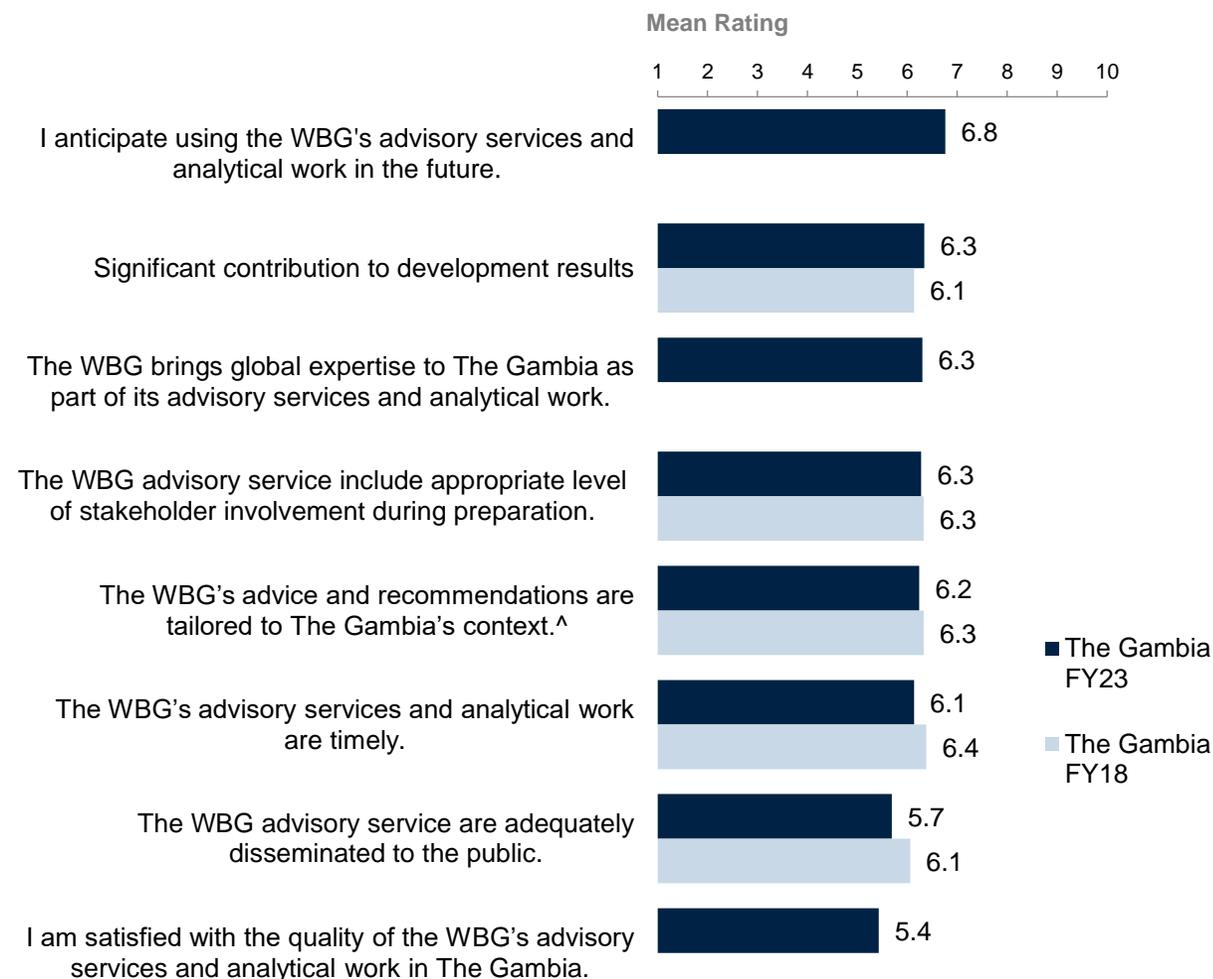
Have you used the WBG's advisory services and analytics in the past? (N=253)

# WBG's Knowledge Work: Local Government Most Positive

As noted in the previous slide, WBG's knowledge products are not very widely used by stakeholders in The Gambia. This may explain the relatively modest ratings for the WBG's knowledge work, which have not changed since FY18. However, respondents had the highest levels of agreement that they plan to use WBG knowledge work **in the future**.

Respondents gave the lowest ratings for the **quality** of the WBG's knowledge work and for the adequacy of its **dissemination to the public**.

It should also be noted that, in this year's survey, respondents from the **local government** had the most positive perceptions of the WBG's knowledge work (mean 7.0 across all knowledge-related questions) while respondents from the **private sector** tended to have the least positive perceptions (mean=4.8).



To what extent do you agree/disagree with the following statements? Scale: 1-10 (1: Strongly disagree– 10: Strongly agree)  
 How significant a contribution do you believe the World Bank Group's knowledge work and activities make to development results in The Gambia?  
 Scale: 1-10 (1: Not significant at all– 10: Very significant)

<sup>^</sup>In FY18, this option was "Are adaptable to The Gambia's specific development challenges and country circumstances"

# WBG's Knowledge Work: Those who Use WBG's Knowledge Work have More Positive Perceptions

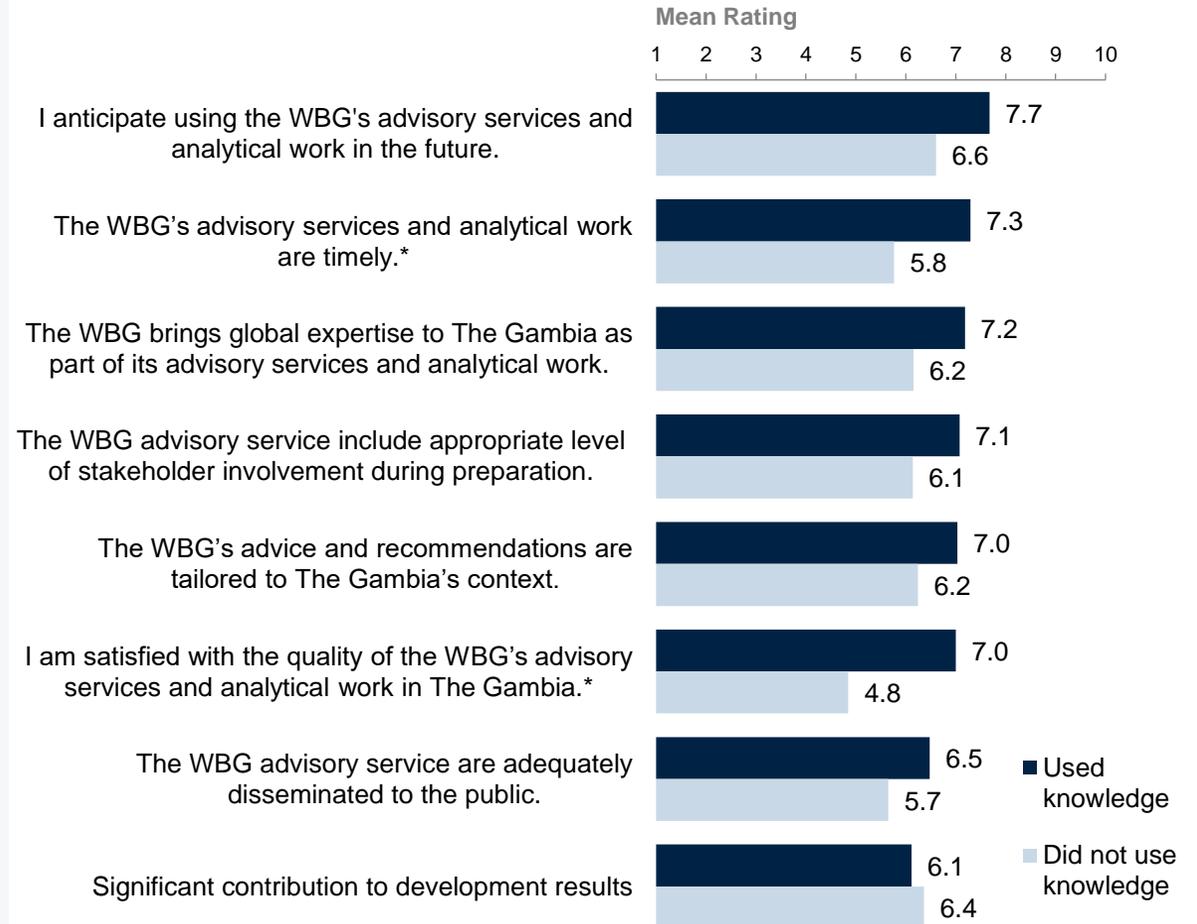
Respondents who reported using WBG's knowledge work in the past (11%) tended to give higher rankings across most statements about the knowledge work, and they gave significantly higher rankings for the **quality** and **timeliness** of the WBG's knowledge work.

However, the WBG received the lowest rankings for the **contribution** of its knowledge work to **achieving development results** in the country, with both groups giving similar, and relatively low, rankings.



To what extent do you agree/disagree with the following statements?  
Scale: 1-10 (1: Strongly disagree– 10: Strongly agree)  
How significant a contribution do you believe the World Bank Group's knowledge work and activities make to development results in The Gambia? Scale: 1-10 (1: Not significant at all– 10: Very significant)

Have you used the WBG's advisory services and analytics in the past?  
(N=253)



\*Significantly different between usage

# The Future Role of the World Bank Group in The Gambia

*“The most important thing to help Gambia is to advise the government to invest in agriculture, I mean massive investment. Even if it is going to be a loan, advice in that direction is a sine qua non for the development of the country. Instead of giving them money targeting population or poverty, it would be better if they were advised on how to use the river Gambia and invest in agribusiness. It is only large-scale agriculture and huge investment in it that can lead the Gambia to development like other countries are doing. ...”*

Academia Respondent

*“...focus should be on health, water, rural infrastructure and alleviating the sufferings of the needy through local governments, women groups and Civil society organizations.”*

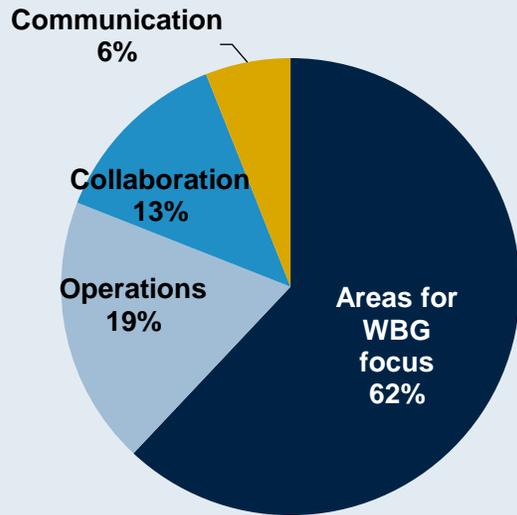
Government Institution Respondent



# What the Bank could do to Increase its Effectiveness in The Gambia

**In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in The Gambia?**

**Categories of responses**



**Focus areas:** Respondents highlighted some of the key areas that they consider important for the WBG to focus on. There was a strong focus on **human capital** (education and health) and **youth support**, particularly concerning job opportunities, and skills development. Respondents stressed the importance of commercial **agriculture** in The Gambia and expressed the need for more financial investment and knowledge sharing in this sector. Other areas included support for **infrastructure projects (water, trade infrastructure, roads)** and **digitalization** of the economy.

*“World Bank needs to support The Gambian educational system. The system is weak and needs real help.”* **Local Government Respondent**

*“Job creation for the youth and the young graduates, especially the vocational students.”* **Government Institution Respondent**

*“There should be more investment in the Health sector.”* **Local Government Respondent**

*“Collaborating with youth and women groups. Help them financially by providing funds, this will enable them to invest in businesses or agriculture that will help in developing the country and will create job opportunities for youths and women.”* **Civil Society Respondent**

*“Trade infrastructure (Ports Facility, Airport facility for cargo)”* **Respondent from the Office of the President, PM, or Minister**

*“Building institutional framework to digitalise the economy and reduce vulnerability to corruption”* **Respondent from the Office of the President, PM, or Minister**



# What the Bank could do to Increase its Effectiveness in The Gambia

**Operations:** Respondents pointed out the need for more financing to be provided to the government of The Gambia, to the private sector, and to academic institutions, among others. At the same time, they think that corruption in the government needs to be addressed more seriously and suggest greater implementation support / oversight and transparency and accountability measures in the WBG-funded projects. More monitoring and evaluation of the effectiveness of the WBG's work would also be desired. Some respondents suggest that the WBG should be working more at the local level, directory with communities and NGOs to implement its projects.

*“The World Bank should make sure it does thorough monitoring and evaluation of any partnership that requires funds to see to it that funds reach the intended purpose. If not, all partnerships are almost left hanging in the pockets of the experts and consultancy firms and not reaching their primary purpose.”* **Local government Respondent**

*“Support initiatives, policies, and laws that would significantly minimize corruption in the public sector and government. Tie anti-corruption conditions and measures to grants and other support to The Gambia and effectively monitor the same.”* **Respondent from the Office of the President, PM, or Minister**

*“Hold the government responsible for the mismanagement of funds”* **Academia Respondent**

*“The WBG is a great partner for development and its efforts and resources could significantly change lives, but implementation and delivery are highly ineffective and lack the kind of transparency and accountability it deserves.”* **Government Institution Respondent**

**Collaboration and Communication:** Responses mainly focused on the need for more effective collaboration with various stakeholder groups and wider communication with the media and the public. These responses are for the most part covered in respective sections of this report.



# Communication and Outreach

***“It should communicate with the populace directly about any development they are to render to the nation. The central government hardly tells its citizens the truth and always sleeps on support coming from other bodies. In short, there’s no transparency.”***

Private Sector Respondent

***“Enhance the visibility of its projects and programs interventions.”***

Civil Society Respondent



# Social Media and TV are Most Common Information Sources

Respondents reported using a variety of sources to get information about economic and social development issues in The Gambia, but a majority relied on **social media** and **TV**. Both of these sources have grown in prominence since FY18, when most respondents listed local newspapers and the internet as their top information sources (both 44%).

## Top 2 Information Sources

	All Respondents	Office of the President / PM / Minister	Government Institutions	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Social media	76%	57%	75%	60%	100%	73%	96%	88%	71%
Television (TV)	64%	64%	60%	69%	50%	50%	57%	69%	68%
Newspapers (Print or online)	34%	21%	40%	29%	50%	42%	26%	29%	42%
Radio	32%	25%	33%	10%	38%	13%	38%	45%	43%
Research papers / Official statistics	21%	7%	43%	6%	60%	31%	22%	15%	16%
Blogs	8%	0%	3%	15%	0%	8%	9%	8%	6%
e-Newsletters	3%	0%	5%	4%	0%	4%	0%	2%	6%
Other	3%	21%	5%	0%	0%	4%	0%	0%	6%
Podcasts	1%	0%	0%	2%	0%	4%	0%	2%	0%



How do you get most of your information about economic and social development issues in The Gambia?  
(Choose no more than 3) (N=253)

\*Significantly different between stakeholder groups



# Social Media, Publications, and Website were Most Preferred Channels for Obtaining WBG Information

A majority of respondents reported that they preferred to obtain information from the WBG through **social media**.

Respondents from civil society also preferred **events and conferences** (42%), while respondents from the media preferred **interviews and press conferences** (48%). Notably, government institution respondents favored **direct contact and direct messaging** (40%).

	All Respondents	Preferred WBG Channel							
		Office of the President / PM / Minister	Government Institutions	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Social media*	71%	50%	63%	60%	80%	85%	83%	83%	61%
Publications and other written materials	45%	43%	55%	48%	30%	31%	35%	44%	48%
Website	31%	21%	40%	31%	50%	23%	22%	31%	39%
Event / conference/ seminar/workshop*	28%	50%	28%	8%	30%	42%	30%	38%	19%
Direct contact with staff	27%	36%	40%	19%	30%	31%	30%	21%	26%
Interviews and press conferences*	21%	29%	10%	21%	0%	15%	13%	21%	48%
Direct messaging	13%	14%	40%	4%	0%	12%	26%	21%	6%
e-Newsletters	7%	0%	10%	6%	10%	12%	4%	4%	6%
Blogs	6%	0%	3%	10%	10%	8%	0%	12%	3%
Podcasts	4%	7%	0%	8%	0%	4%	4%	2%	3%
Other	1%	7%	0%	0%	0%	4%	0%	2%	0%



How would you prefer to obtain information from the WBG? (Choose no more than 3)

(N=253)

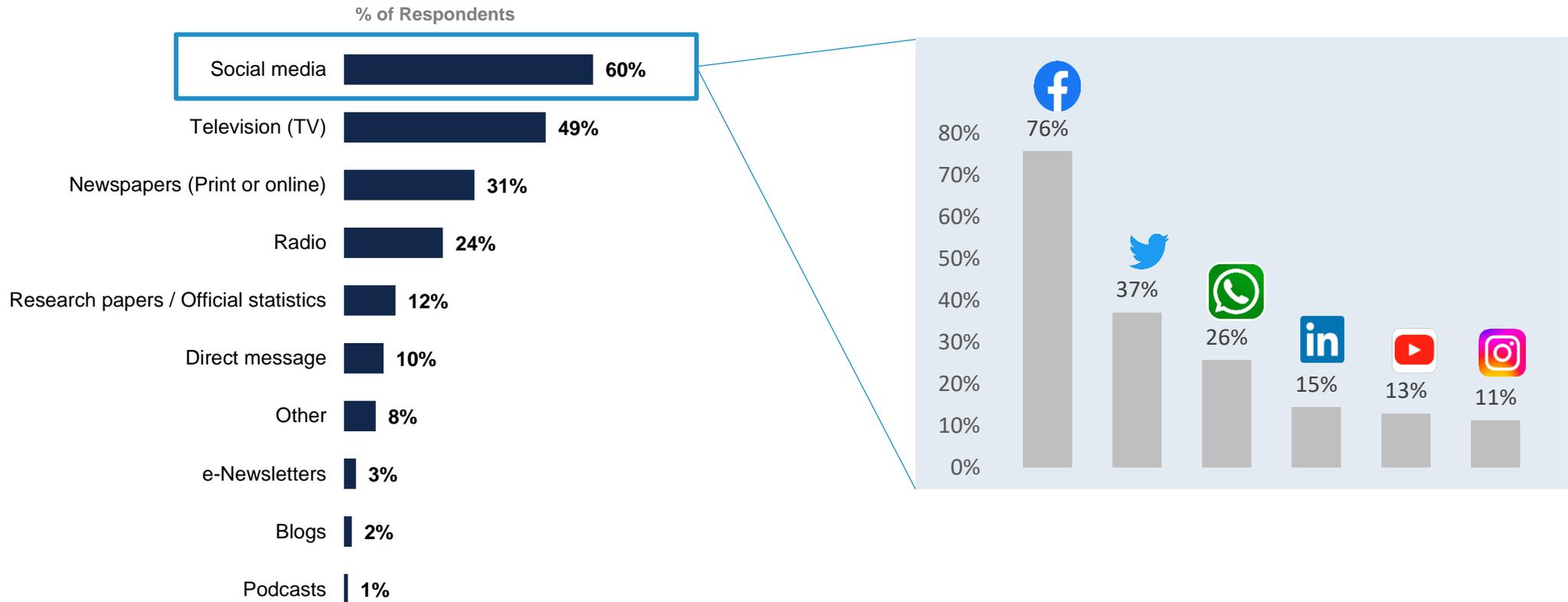
\*Significantly different between stakeholder groups



# Recent Interactions with the WBG

**42%** of respondents recalled hearing or seeing something about the WBG in the last 30 days.

Respondents reported seeing that information most often on **social media** and **television**. Among those who selected “Social media”, respondents most commonly reported seeing something on **Facebook**.



Where do you recall seeing or hearing this information? (Check all that apply) (N=105)  
 On what social media platforms do you recall seeing this information? (Check all that apply) (N=62)

# WBG Work on Alleviating Impact of COVID-19 and on Human Capital were Most Commonly Recalled Topics

Respondents most frequently recalled messages about **WBG’s work to help alleviate the impacts of COVID-19** and **to strengthen human capital**.

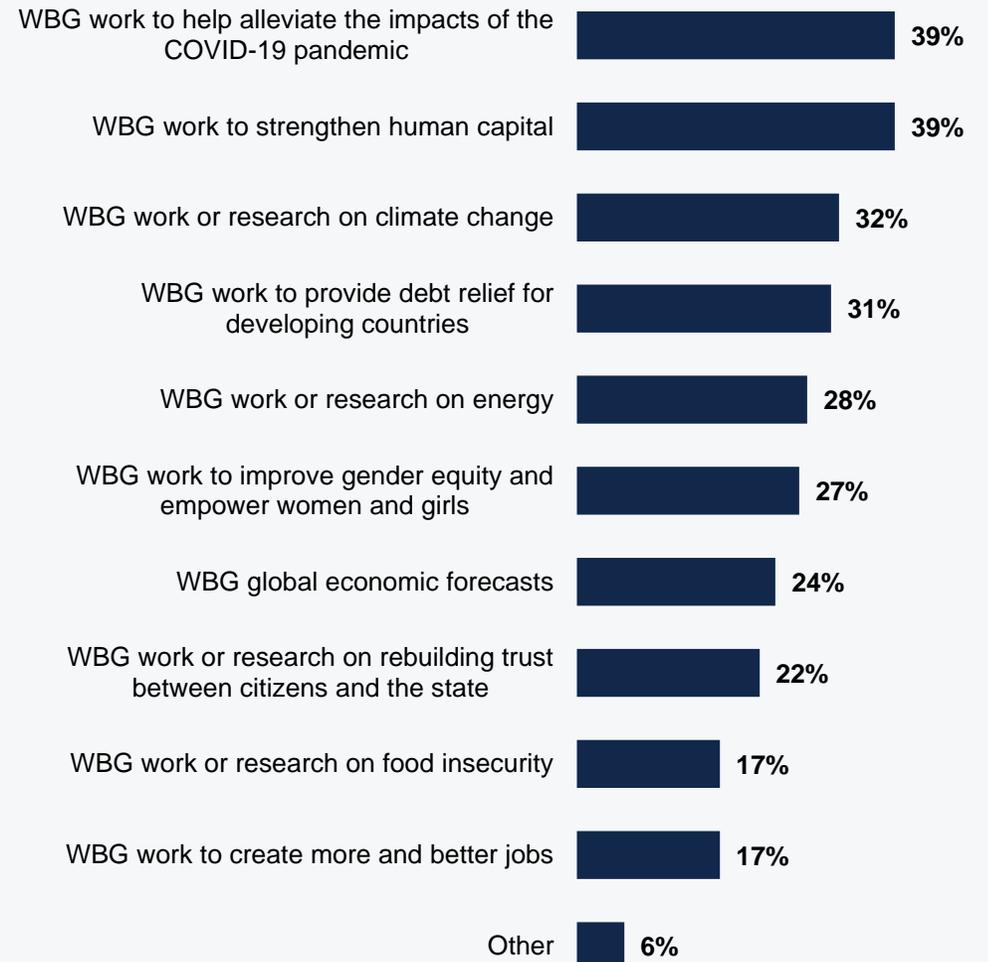
Those who collaborate with the WBG were significantly more likely to recall seeing/hearing about the WBG in the last 30 days (65%) than those who do not collaborate (36%).

Respondents from **bilateral / multilateral agencies** and respondents from **local government** were the most likely to recall messages related to the WBG (30% and 21%, respectively), whereas only 6% of respondents from **academia** and from **senior government offices** recall seeing/hearing about the WBG. Furthermore, no respondents from the **private sector** recalled seeing or hearing anything about the WBG.

*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in The Gambia?*

*“Rising more awareness hence this will help improve its effectiveness”*

Private sector respondent



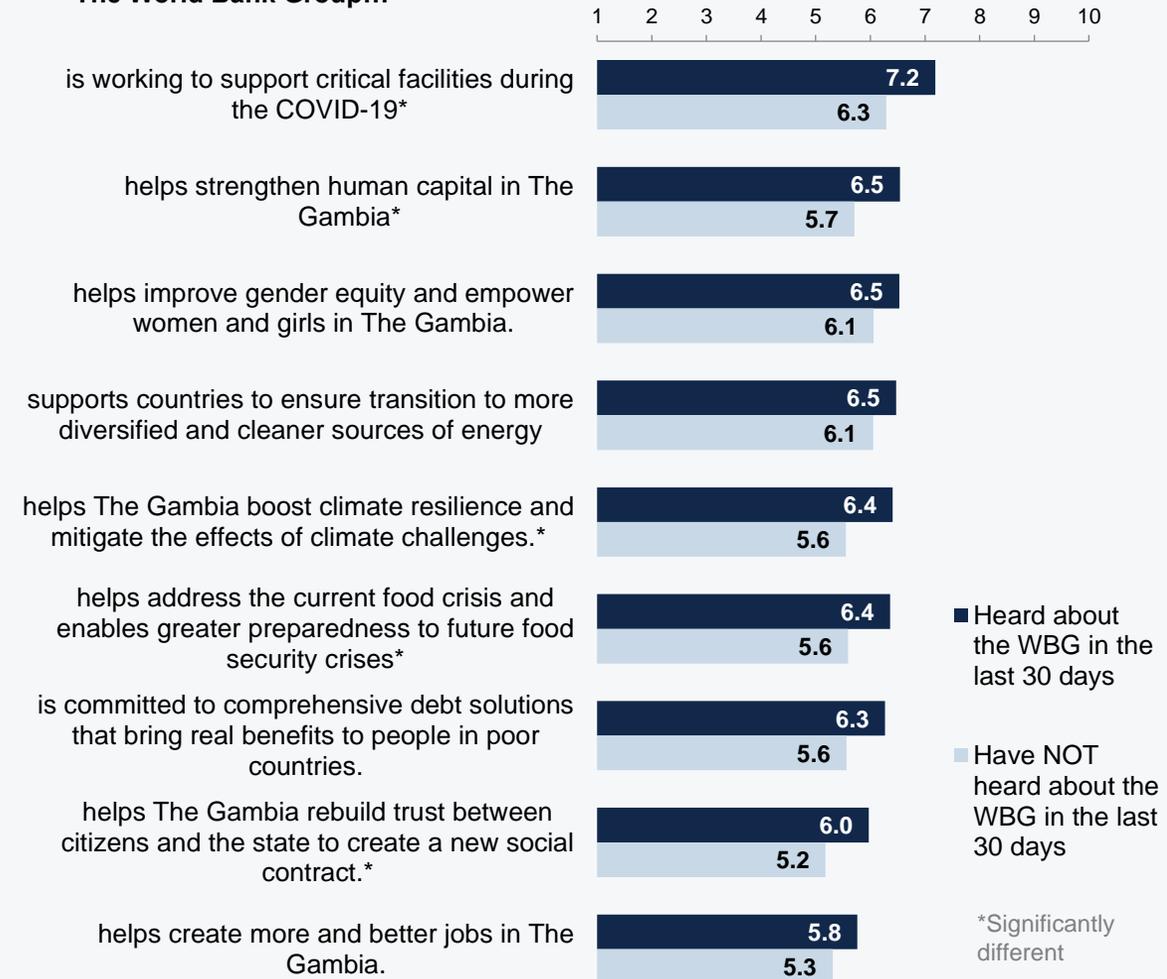
# Message Recall Leads to Message Agreement and More Positive Perceptions of the WBG

Those respondents who recalled seeing or hearing something about the WBG in the last 30 days **gave higher ratings on key messages** regarding the WBG’s work, significantly so for messages related to the WBG’s work on COVID-19 pandemic support, human capital, climate, food security, and rebuilding trust between citizens and the state.

Respondents who recalled seeing or hearing something about the WBG in the last 30 days also reported significantly **higher levels of the institution’s relevance** (mean=7.2) and **effectiveness** (mean=6.9) compared to those who reported not hearing or seeing anything about the WBG recently (means=6.4 and 6.1, respectively).

**These findings suggest that respondents who are more frequently exposed to information about the WBG, or who actively engage with WBG staff and knowledge work (read research papers, etc.) are also more likely to hold more positive views about the WBG’s work.**

## The World Bank Group...

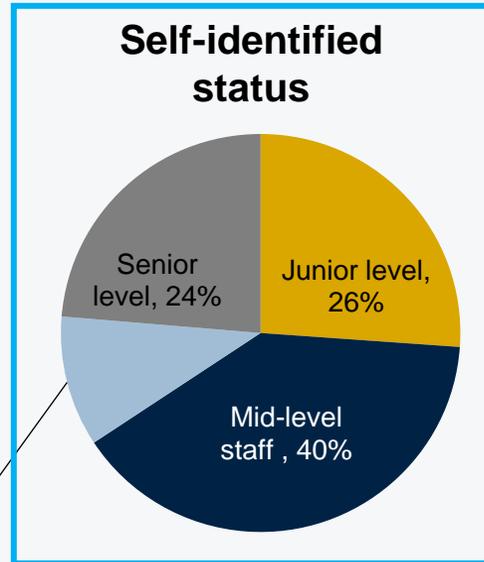
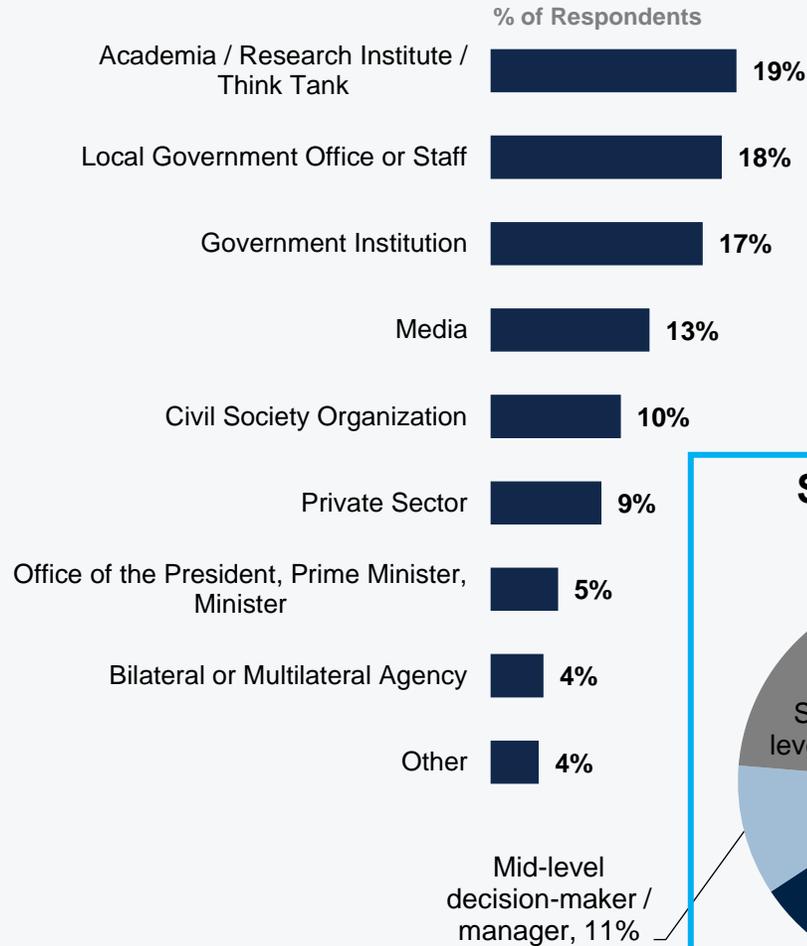


Do you recall seeing or hearing anything about the WBG in the last 30 days?  
 To what extent do you agree with the following statements: Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)

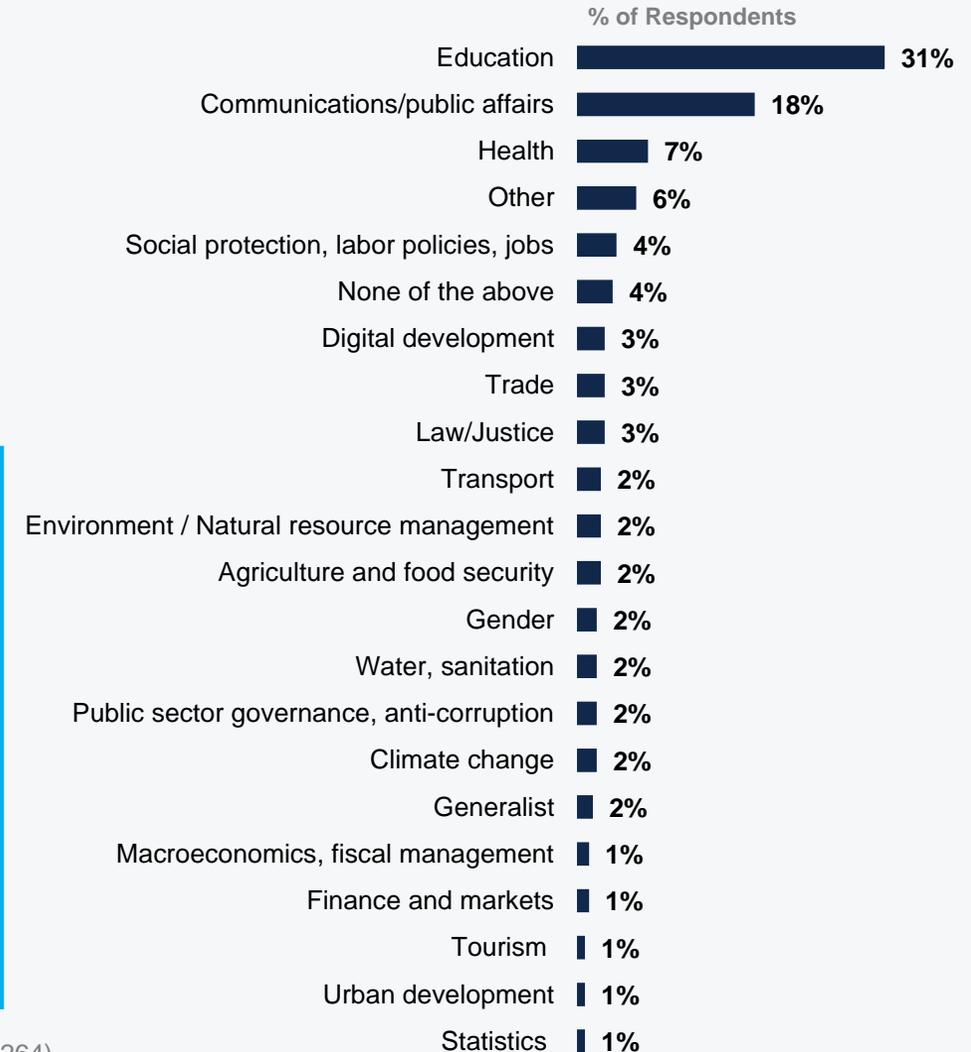
# Demographics of the Sample and Detailed Methodology

# Respondent Profile: Affiliation, Specialization, Status

## Current Affiliation



## Specialization

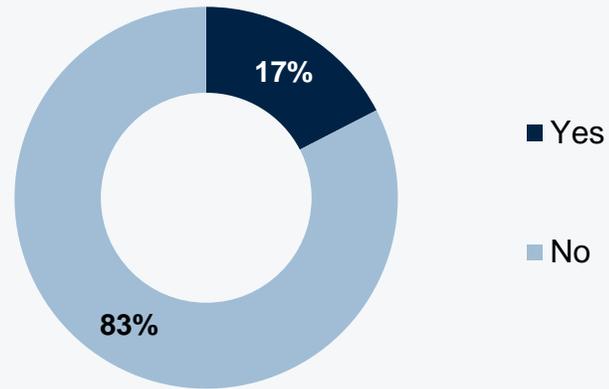


Which of the following best describes your current affiliation? (Select only 1 response) (N=264)  
 Please identify the primary specialization of your work. (Select only 1 response) (N=251)  
 Within your organization, would you describe yourself as .... (N=245)

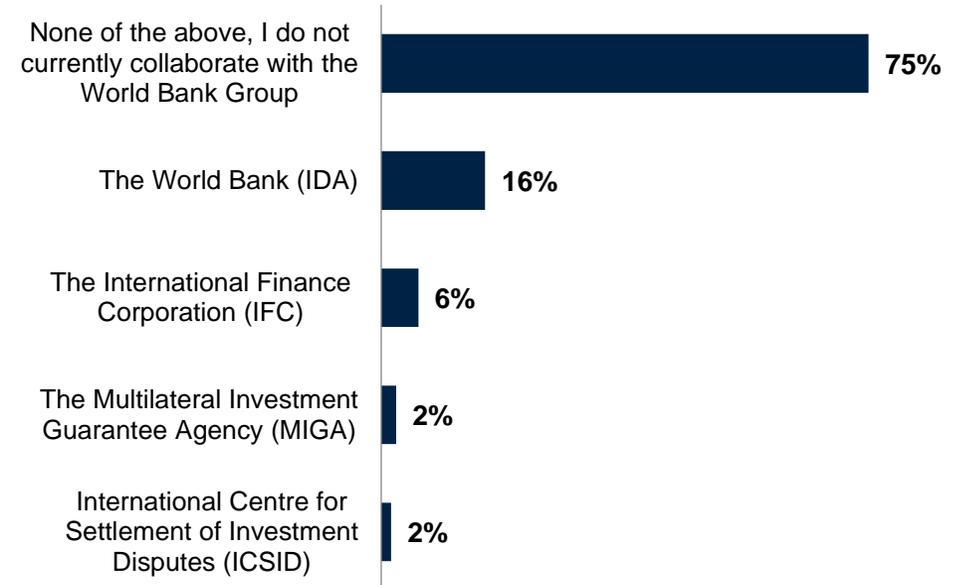


# Respondent Profile: Collaboration with the WBG

## Collaboration with the WBG



## Collaboration Institution



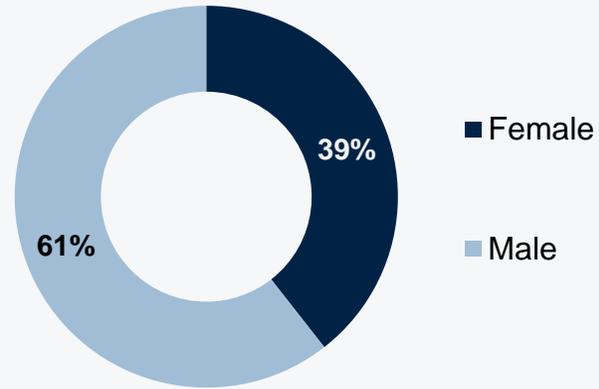
Note, that in the FY18 COS, 43% of respondents indicated that they collaborate with the WBG. Because collaboration has a significant influence on perceptions of the WBG, it is possible that some of the past year's comparison analyses are influenced by this change in respondent profile.



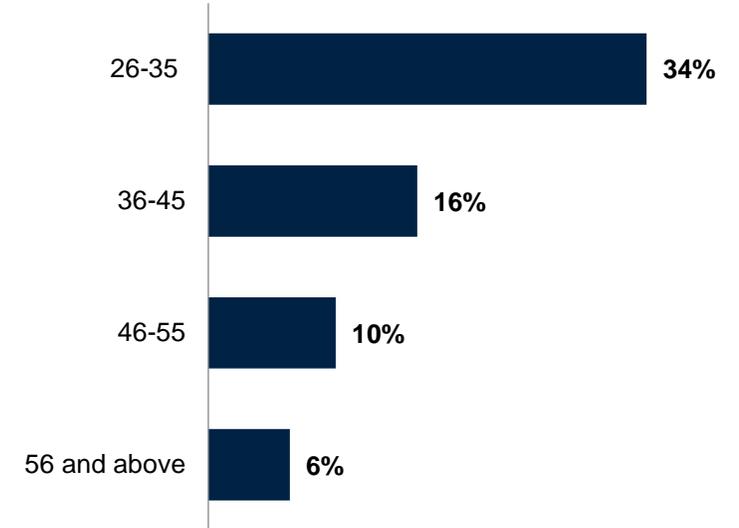
Currently, do you professionally collaborate/work with the World Bank Group (IDA, IFC, MIGA, ICSID) in your country? (N=264)  
Which of the following agencies of the World Bank Group do you primarily collaborate/work with in The Gambia? (Select only 1 response) (N=264)

# Respondent Profile: Demographics

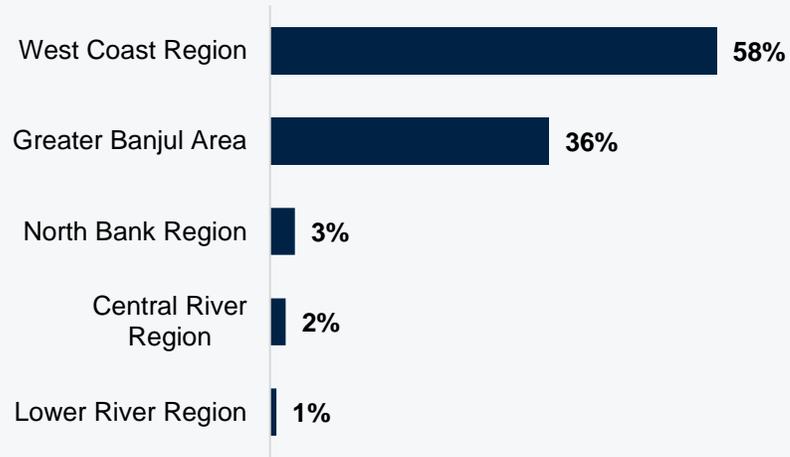
**Gender**



**Age**



**Location**



What's your gender? (N=251)  
 What's your age (N=251)  
 Which best represents your geographic location? (N=249)

# Methodology

**From February to May 2023, 301** stakeholders of the WBG in The Gambia were invited to provide their opinions on the WBG's work in the country by participating in a Country Opinion Survey. Participants were drawn from the Office of the President, Prime Minister, Minister; National Assembly, government institutions; local governments; bilateral / multilateral agencies; private sector; civil society organizations; academia, research institutes, and think tanks, and the media.

**A total of 264 stakeholders participated in the survey (88% response rate).** Respondents completed the questionnaire via an online platform.

Every country that engages in the Country Opinion Survey (COS) must include specific indicator questions; several of them are aggregated for the World Bank Group's annual Corporate Scorecard (please refer to the [Indicator questions](#) section of this report).

# Year comparison

The results of this year's Country Survey were compared to those of the Country Survey conducted in FY18 (response rate was 43%, N=517).

Comparing responses across Country Surveys reflects changes in attitudes over time, but also changes in respondent samples and changes to the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options are analyzed.

The distribution of the stakeholder groups in the final samples in FY18 and FY23 country surveys is listed in the table on the right.

This year's survey saw an increased outreach to and/or response from academia, and media, but a decrease in outreach to and/or response from the government institutions. These differences in the stakeholder composition between the two years should be taken into consideration when interpreting the results of the past-year comparison analyses.

Percentage of Respondents	FY 2018	FY 2023
<b>High-Level Government Offices:</b> Office of the President, Prime Minister, Minister, National Assembly	10%	6%
<b>Government institutions:</b> Employee of a Ministry / Ministerial Department / Project Implementation Unit / Independent Government Institution (e.g., Central Bank, Regulatory or Oversight Agency) / Judiciary / State-Owned Enterprise	48%	17%
<b>Local government</b>	11%	18%
<b>Bilateral/multilateral agency:</b> Embassy, Development Organization, Development Bank, UN Agency	2%	4%
<b>Civil Society Organization:</b> NGOs, Community-Based Organization, Private Foundation, Professional /Trade Association, Faith-Based Group, Youth Group	7%	10%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank, Micro, Small and Medium-sized Enterprise	13%	9%
<b>Academia/Research Institute/Think Tank</b>	2%	19%
<b>Media</b>	1%	13%
<b>Other</b>	6%	4%
<b>Total Number of Respondents</b>	202	264

# Statistical analysis

To attribute respondents to different stakeholder groups, their self-reported responses to the question [“Which of the following best describes your current affiliation?”](#) were used. Respondents who identified their professional affiliation as “Other” (n=10) were not included in the stakeholder analysis.

Breakdowns for individual questions by stakeholder group can be found in the “The Gambia COS FY23 Appendices with data breakdowns.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

## Statistical significance:

Key statistically significant findings are denoted with an asterisk (\*) throughout the report or discussed in the descriptions of the charts. Significance is measured at  $p$ -value < .05

Stakeholder groups	n	%
Academia	51	19%
Local government	48	18%
Government institutions	44	17%
Media	33	13%
Civil Society	27	10%
Private Sector	23	9%
Office of the President, Prime Minister, Minister, National Assembly	17	6%
Bilateral / Multilateral Agency	11	4%
<b>Total</b>	<b>254</b>	<b>100%</b>

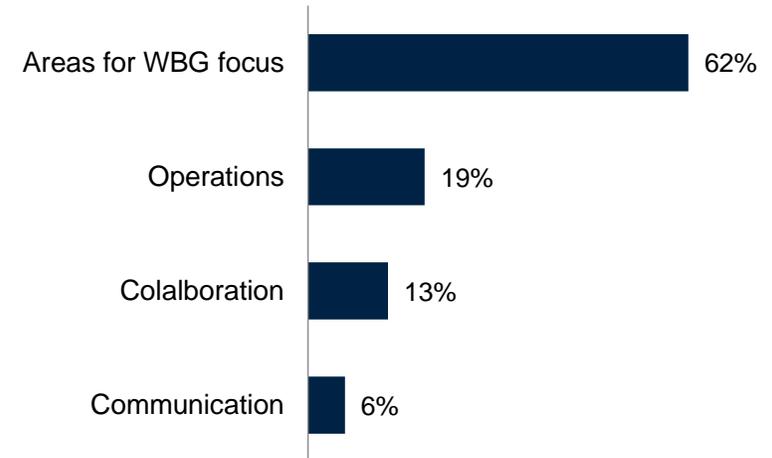
# Qualitative analysis

In the qualitative part of the questionnaire, respondents were invited to share their thoughts about the ways the WBG could help increase its effectiveness in The Gambia in the future:

“In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in The Gambia? (Please be specific)”

A total of 221 responses were received; they varied in length from a few words to a few sentences. The comments were broadly grouped into four buckets based on their main theme (please see the chart to the right) and summarized in the section “The Future Role of the World Bank Group in The Gambia”. Individual quotes were used throughout the report in relevant sections to illustrate quantitative data.

## Summary of the main themes in qualitative comments



# Indicator questions

Every country that engages in the Country Opinion Survey (COS) must include specific indicator questions, several of which are aggregated for the World Bank Group's annual Corporate Scorecard is highlighted in red below.

**A2\_5.** To what extent do you trust the World Bank Group to do what is right? Scale: 1 To no degree at all – 10 To a very significant degree

**A3.** How effective has the World Bank Group been in achieving development results in The Gambia? Scale: 1 Not effective at all – 10 Very effective

To what extent do you agree/disagree with the following statements about the WBG's work in The Gambia? Scale: 1 Strongly disagree – 10 Strongly agree

**A4.** The World Bank Group currently plays a relevant role in development in The Gambia.

**A5.** The World Bank Group's work is aligned with what I consider the development priorities for The Gambia.

**A7.** To what extent does the World Bank Group influence the development agenda in The Gambia? Scale: 1 To no degree at all – 10 To a very significant degree

**A8.** How significant a contribution do you believe the World Bank Group's knowledge work and activities make to development results in your country?  
Scale: 1 Not significant at all – 10 Very significant

To what extent is the World Bank Group an effective development partner in The Gambia, in terms of each of the following?

Scale: 1 To no degree at all – 10 To a very significant degree

**C2.** Responsiveness to needs

**C3.** Access to WBG staff and experts

**C4.** Flexibility when circumstances change

**C5.** Being a long-term partner

To what extent is the WBG an effective development partner in The Gambia, in terms of collaborating with the following groups:

Scale: 1 To no degree at all – 10 To a very significant degree

**C7\_1.** Collaboration with the national government

**C7\_5.** Collaboration with the private sector

**C7\_6.** Collaboration with civil society

**C7\_9.** Collaboration with other donor and development partners

To what extent do you agree/disagree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree

**C8\_1.** The WBG's financial instruments meet the needs of The Gambia (i.e., investment lending, Development Policy Loan, Trust Funds, Program-for-Results).

**C10\_1.** I am satisfied with the quality of the WBG's advisory services and analytical work in The Gambia.

**C10\_4.** The WBG's advice and recommendations are tailored to The Gambia's context.