



CountryOpinionSurveys

FY 2024 Zambia

Country Opinion Survey Report

Public Disclosure Authorized

Public Disclosure Authorized

Public Disclosure Authorized

Acknowledgements

The Zambia 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 of the survey results. Noreen Wambui and Irina Popova provided data support.

BI acknowledges the significant contribution from the Zambia country team and independent field agency, Frontline Consulting Services. In particular, BI is grateful for the support from Carlyn Hambuba (External Affairs Officer) and Felix Chiteule (Consultant) who coordinated the survey-related activities from Lusaka, Zambia.



Contents

Objectives

Methodology Overview

Overall Context

Overall Attitudes Toward the World Bank Group

World Bank Group's Support for Development Areas

World Bank Group's Engagement on the Ground in Zambia

World Bank Group's Financial Instruments and Knowledge Work

The Future Role of the World Bank Group in Zambia

Communication and Outreach

Sample Demographics and Detailed Methodology



Objectives

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

- 1. Overall Context:** How familiar are stakeholders with the WBG? How much do they trust the WBG?
- 2. Key Indicators:** What opinions do key stakeholders have of the WBG regarding its effectiveness, relevance, alignment with Zambia'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 on the Ground:** How is the WBG perceived as a development partner in Zambia? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What do key stakeholders value the most regarding the WBG's work in Zambia? What opinion do key stakeholders have of WBG financial instruments and knowledge products? Are opinions improving or declining? What are stakeholders' suggestions for improving WBG's effectiveness?
- 6. Communication and Outreach:** What are the preferred communication channels? Are there differences among stakeholder groups in terms of preferred channels?
- 7. Message Recall:** What key topics do stakeholders recall when the WBG communicates? Is there a relationship between message recall and views of the WBG's work?



Methodology Overview

■ Fielded January – March 2024

- 1,292 potential participants were asked to complete a mostly quantitative survey
- Respondents received the questionnaire via courier or mail and returned it accordingly or completed the questionnaire online
- List of names provided by the WBG country team and supplemented by the field agency
- Process managed on the ground by the field agency

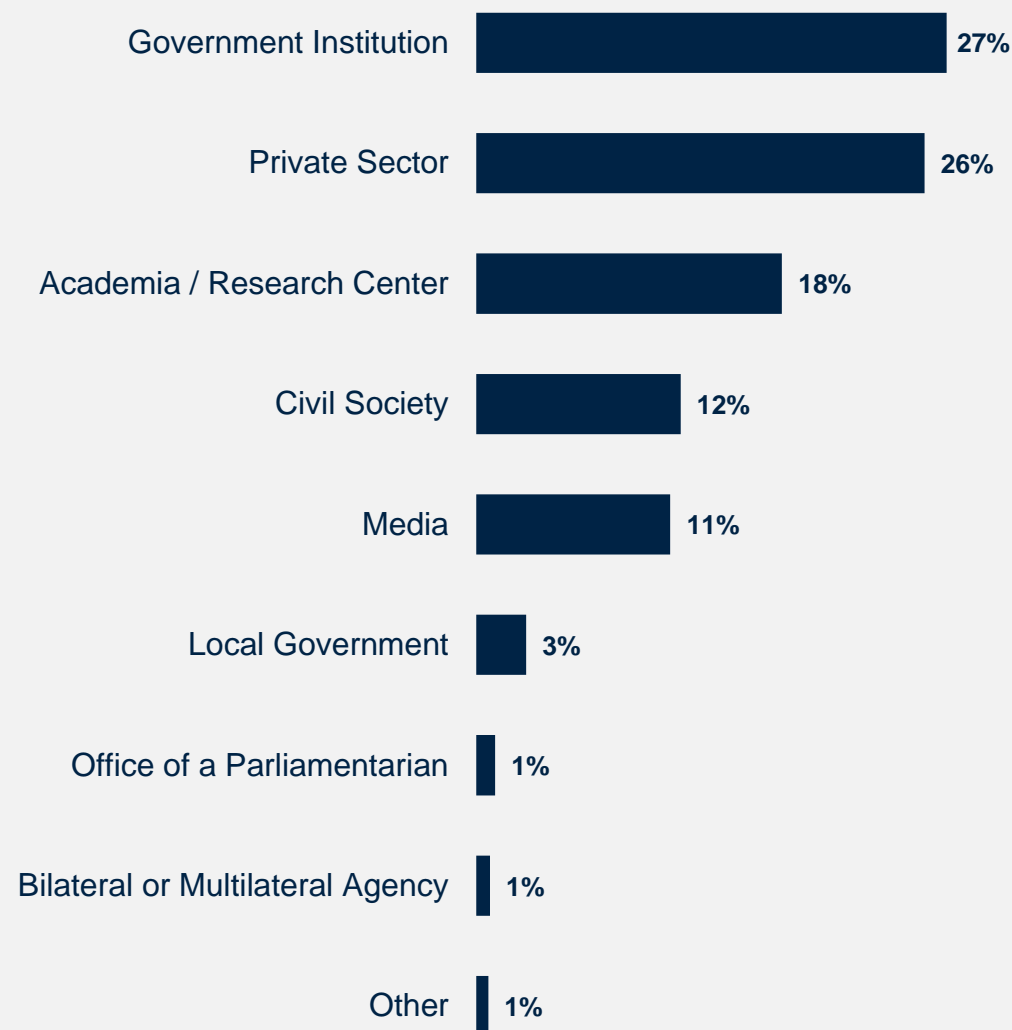
■ 624 participants (48% response rate)

- 88% from Lusaka Province
- 27% currently collaborate with the WBG

■ Compared to FY21 Country Survey

- 567 participants (43% response rate)
- 65% from Lusaka Province
- 39% collaborated with the WBG

Click [here](#) for details of the Respondent Sample and Methodology.



What is your primary professional affiliation? (Select only 1 response)
(Percentage of Respondents, N=613)

Overall Context

“Zambia is still massively under-developed. After so many years of independence, people still don’t have basic needs, e.g., shelter, water, roads...” (Government Institution Respondent)

“The most important thing World Bank could do to increase its effectiveness in Zambia would be to focus on developing and implementing programs that address the Country’s most pressing challenges, such as poverty reduction, improving access to education, health care and clean water, enhancing agricultural productivity and promoting job creations. Additionally, the World Bank could collaborate more closely with government officials, civil society groups, and other stakeholders to ensure its interventions are context-specific and attuned to local needs and priorities.” (Government Institution Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Zambia? (N=374)

Familiarity with the World Bank Group

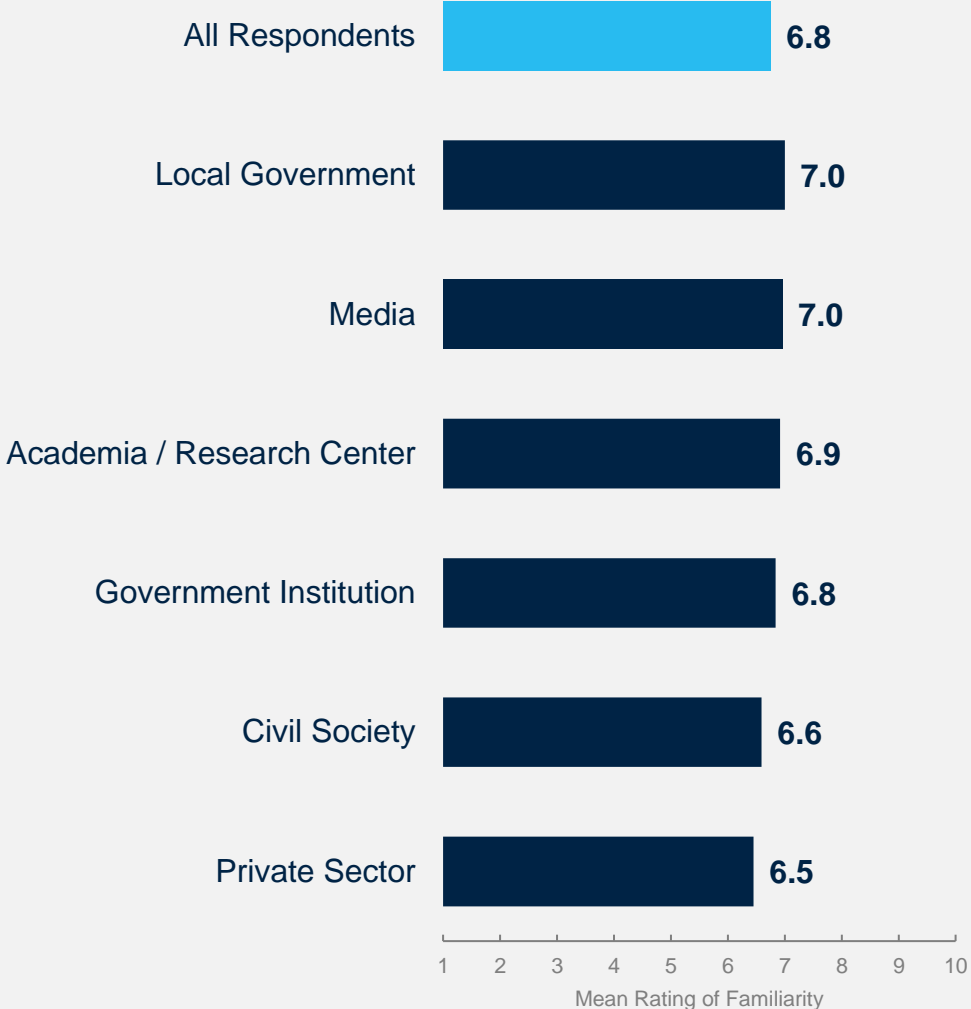
- Comparison of FY21 and FY24:** Respondents in this year’s Country Survey reported statistically similar levels of familiarity with the World Bank Group compared to respondents in the FY21 Survey:

Mean familiarity: **FY24 = 6.8**
 FY21 = 6.6

- Collaboration with the WBG:** Respondents who indicated that they collaborate with the WBG reported significantly higher levels of familiarity with the institution’s work:

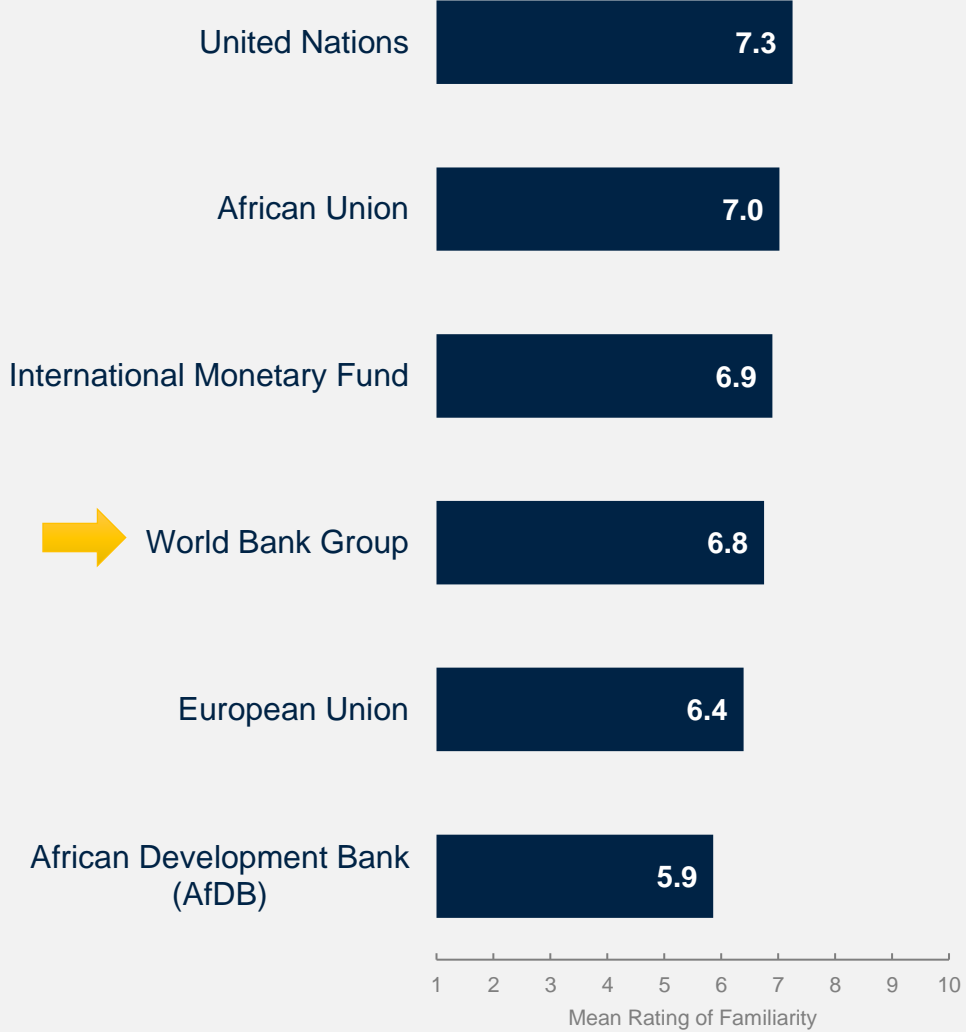
Mean familiarity: **Collaborate with WBG = 7.7**
 Do not collaborate = 6.4

- Stakeholder Groups:** Respondents from the private sector and civil society were less familiar with the WBG than respondents from other stakeholder groups. However, this difference did not reach statistical significance.



Stakeholders Most Familiar with the UN

- Respondents in this year's Country Survey were asked to indicate their familiarity with the work of several international organizations, in addition to the World Bank Group. Of these organizations, respondents in Zambia indicated the highest levels of familiarity with the work of the United Nations, the African Union, the International Monetary Fund, and the WBG.



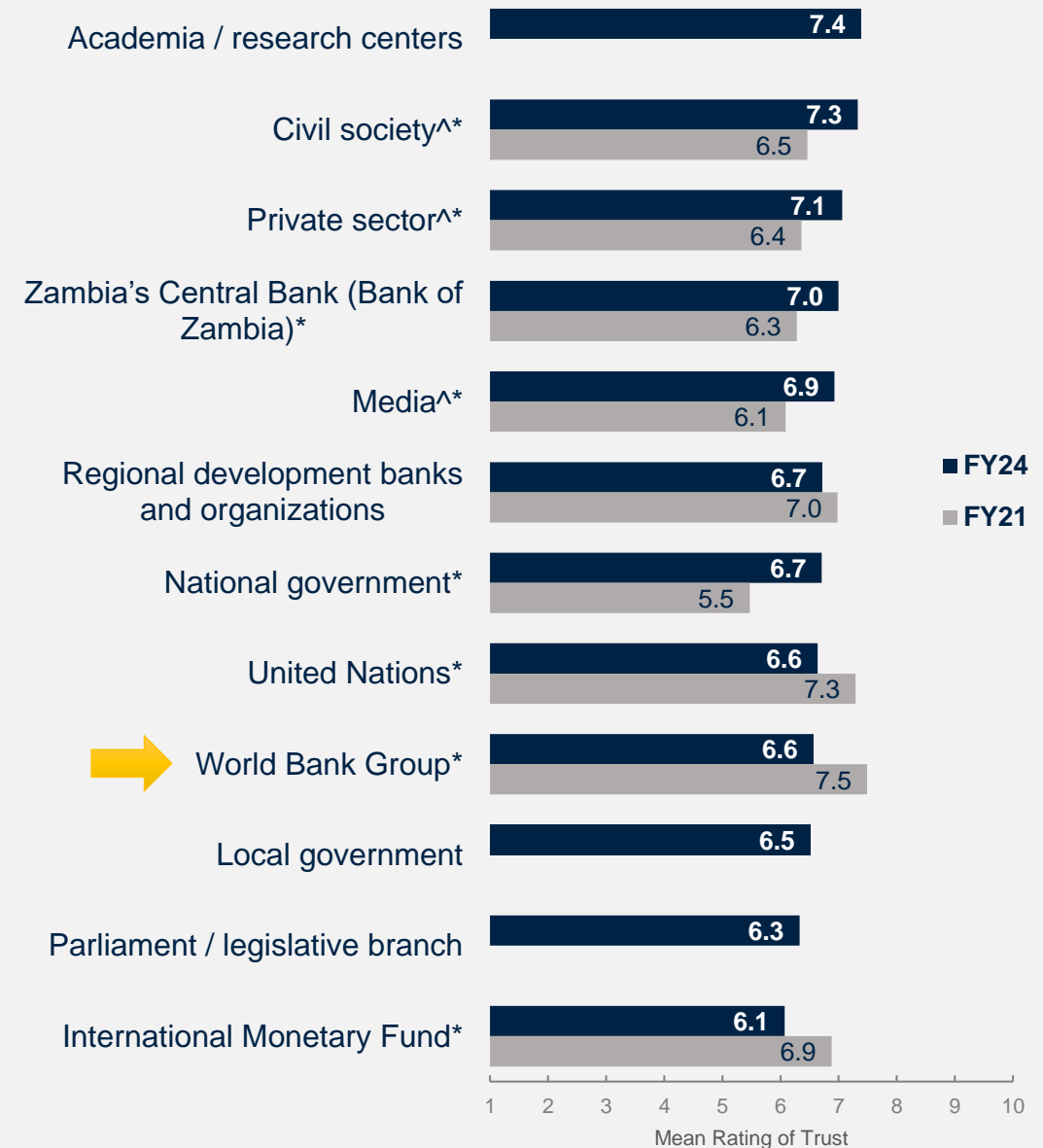
Trust in the WBG has Declined in Zambia

Respondents rated **academia, civil society, the private sector, and Zambia's Central Bank** as the most trustworthy institutions in Zambia.

Of note, all **multinational institutions**, including the WBG, UN, and IMF, **received significantly lower ratings of trust** in FY24 compared to FY21. In contrast, **all Zambian institutions**, including the government, civil society, private sector, Zambia's Central Bank, and the media, **received significantly higher ratings of trust** in FY24 compared to FY21.

There were several institutions for which there were significant stakeholder group differences, including:

- Respondents from the private sector gave the lowest ratings for trust in the national government, local government, Parliament, Zambia's Central Bank, the WBG, and the IMF (mean=5.8, 5.8, 5.6, 6.3, 5.9, and 5.3, respectively).
- Respondents from government institutions gave the lowest ratings for trust in civil society, academia, and the media (means=6.9, 6.8 and 6.4, respectively).



*Significant difference between years

Overall Attitudes toward the World Bank Group

“The most important thing the World Bank could do is when giving us loans as a country, the interest rate should be low, and the repayment period should not be too long. The projects or programs should improve the quality of life for every Zambian, and the projects should be sustainable for future generations and not short-term.”

(Parliamentarian Respondent)

“The World Bank could increase its effectiveness in Zambia by prioritizing sustainable development projects tailored to Zambia's specific needs, fostering local capacity building, and ensuring transparent and inclusive decision-making processes involving local communities and stakeholders.”

(Academia Respondent)



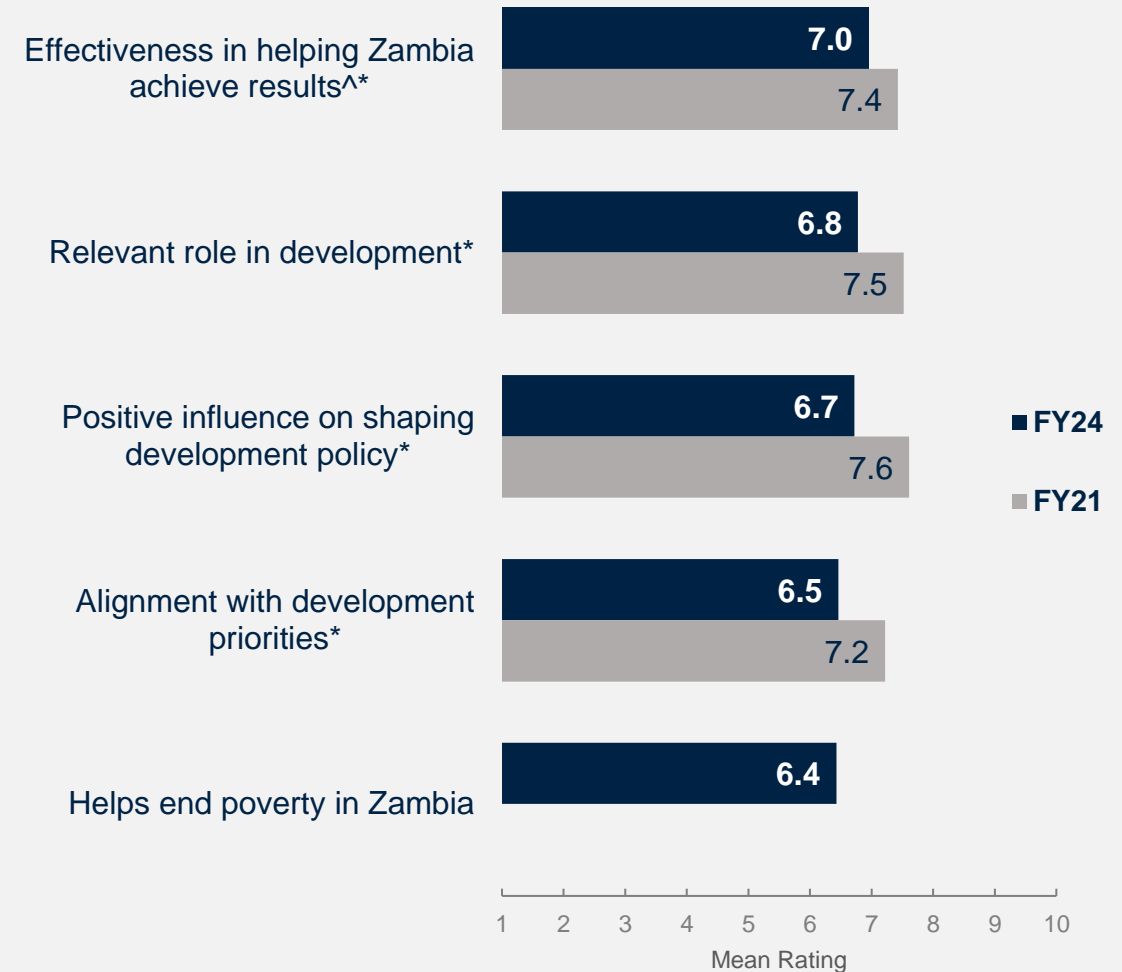
WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Zambia? (N=374)

Key Performance Indicators have Declined Since FY21

In FY24, respondents gave the highest ratings for the **WBG's effectiveness in helping Zambia achieve development results**; however, this was significantly lower than in the FY21 survey. The WBG's **relevance** to development in Zambia, **influence on development policy**, and its **alignment** with the country's development priorities were also significantly lower compared to the previous survey.



How effective is the WBG in helping Zambia achieve development results? Scale: 1 Not effective at all – 10 Very effective
 The WBG currently plays a relevant role in development in Zambia. Scale: 1 Strongly disagree – 10 Strongly agree
 The WBG has a positive influence on shaping the development policy in Zambia. Scale: 1 Strongly disagree – 10 Strongly agree
 The WBG's work is aligned with what I consider the development priorities for Zambia. Scale: 1 Strongly disagree – 10 Strongly agree
 The WBG's work helps end poverty in Zambia. Scale: 1 Strongly disagree – 10 Strongly agree

[^]Compared to a mean score of the two questions asked in FY21: "Overall, please rate your impression of the WBG's effectiveness in Zambia."

Scale: 1 Not effective at all – 10 Very effective; "To what extent does the WBG's work help to achieve development results in Zambia?"

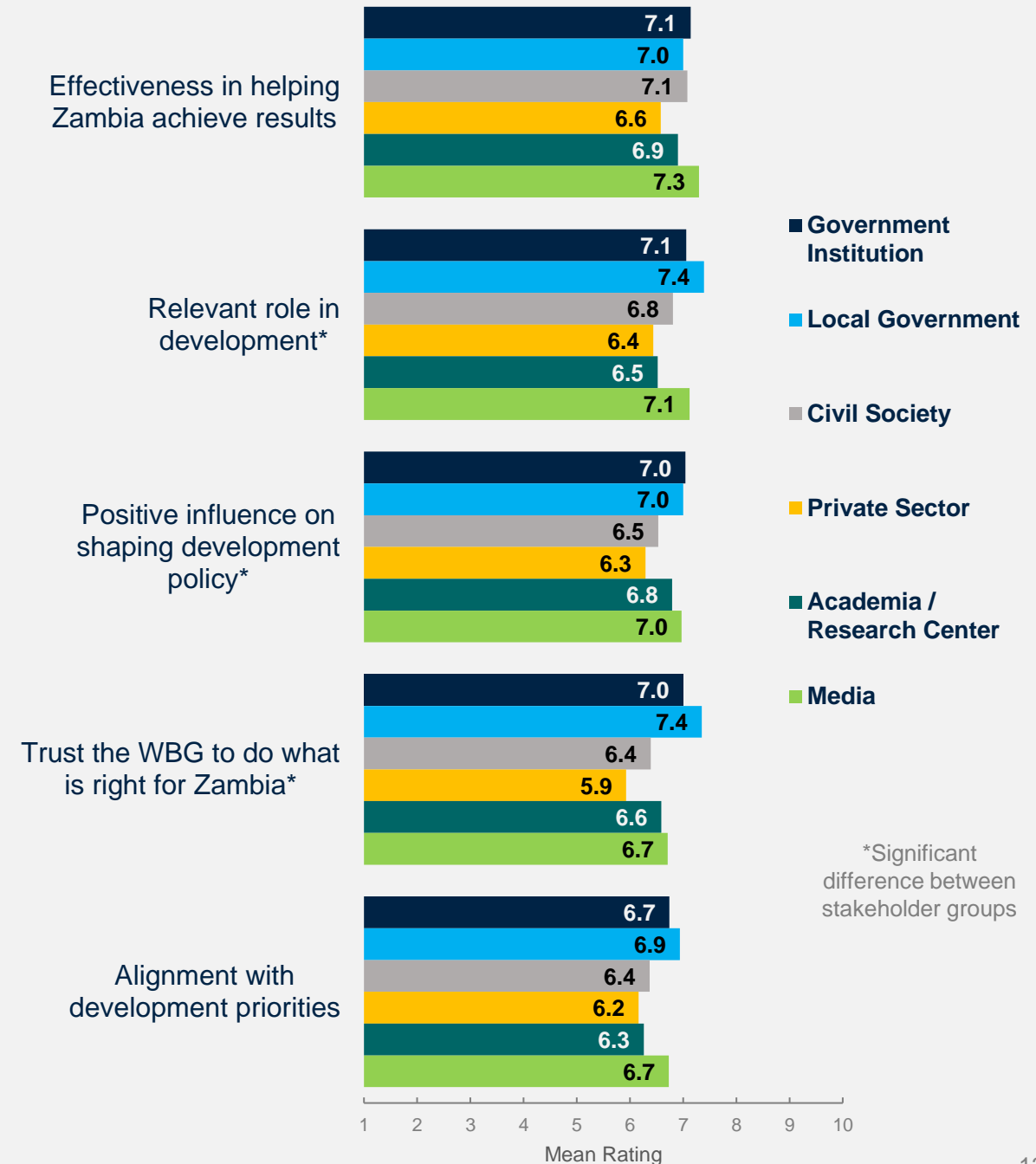
Scale: 1 To no degree at all – 10 To a very significant degree

*Significant difference between years

Stakeholders from Private Sector Had Less Positive Perceptions of the WBG

Comparisons of ratings for key performance indicators between stakeholder groups show that respondents from **government institutions** and **local government** gave the highest ratings for the WBG's work across all KPIs.

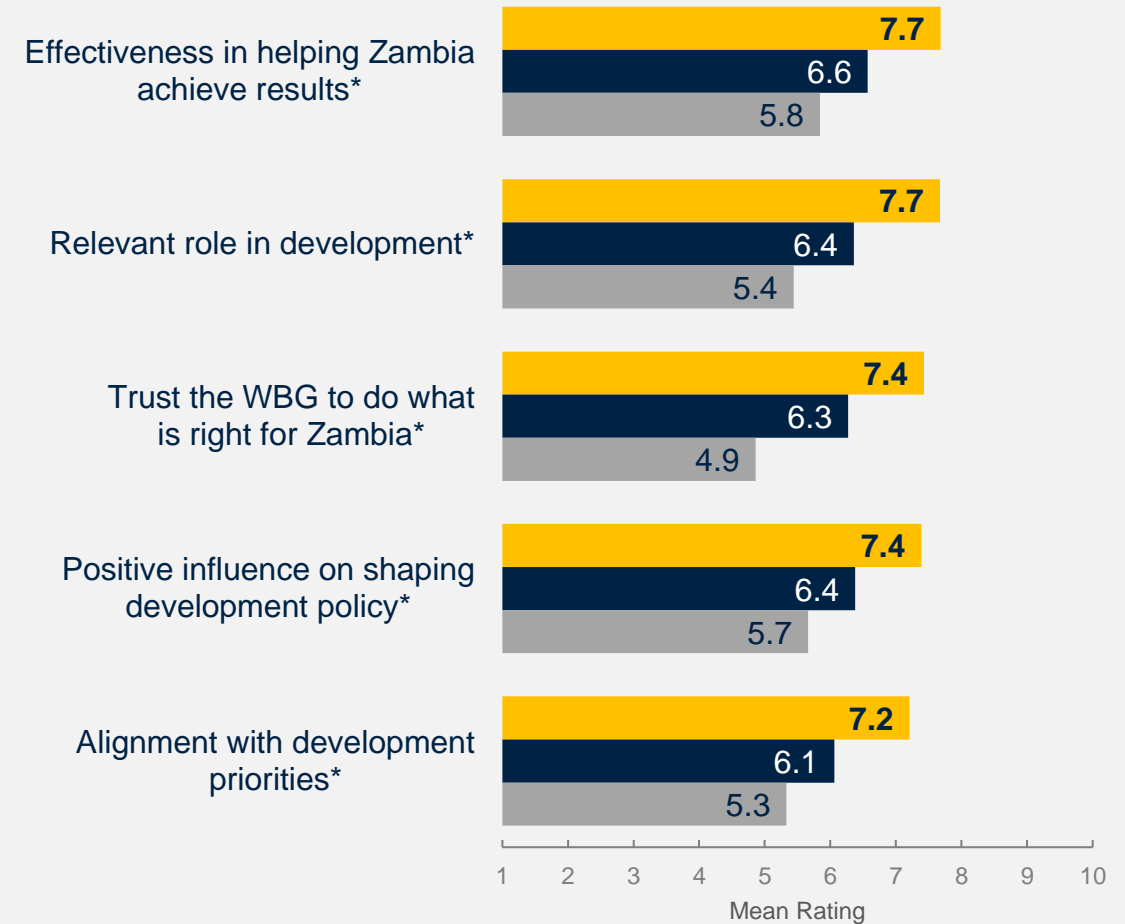
In contrast, respondents from the **private sector** were more critical of the WBG's work, especially regarding their trust in the WBG and the WBG's relevance and influence. It should be noted that respondents from the private sector also reported the lowest levels of familiarity with the WBG.



Familiarity Leads to More Positive Perceptions

Comparing ratings of key performance indicators among respondents highly familiar with the WBG (ratings of 8-10 on a 10-point scale) and those with little familiarity with the WBG (ratings of 1-4 on a 10-point scale), one can see that the more familiar stakeholders are with the WBG, the more positive their perceptions of it and its work are.

Meaningful engagement and outreach can continue to increase positive perceptions.



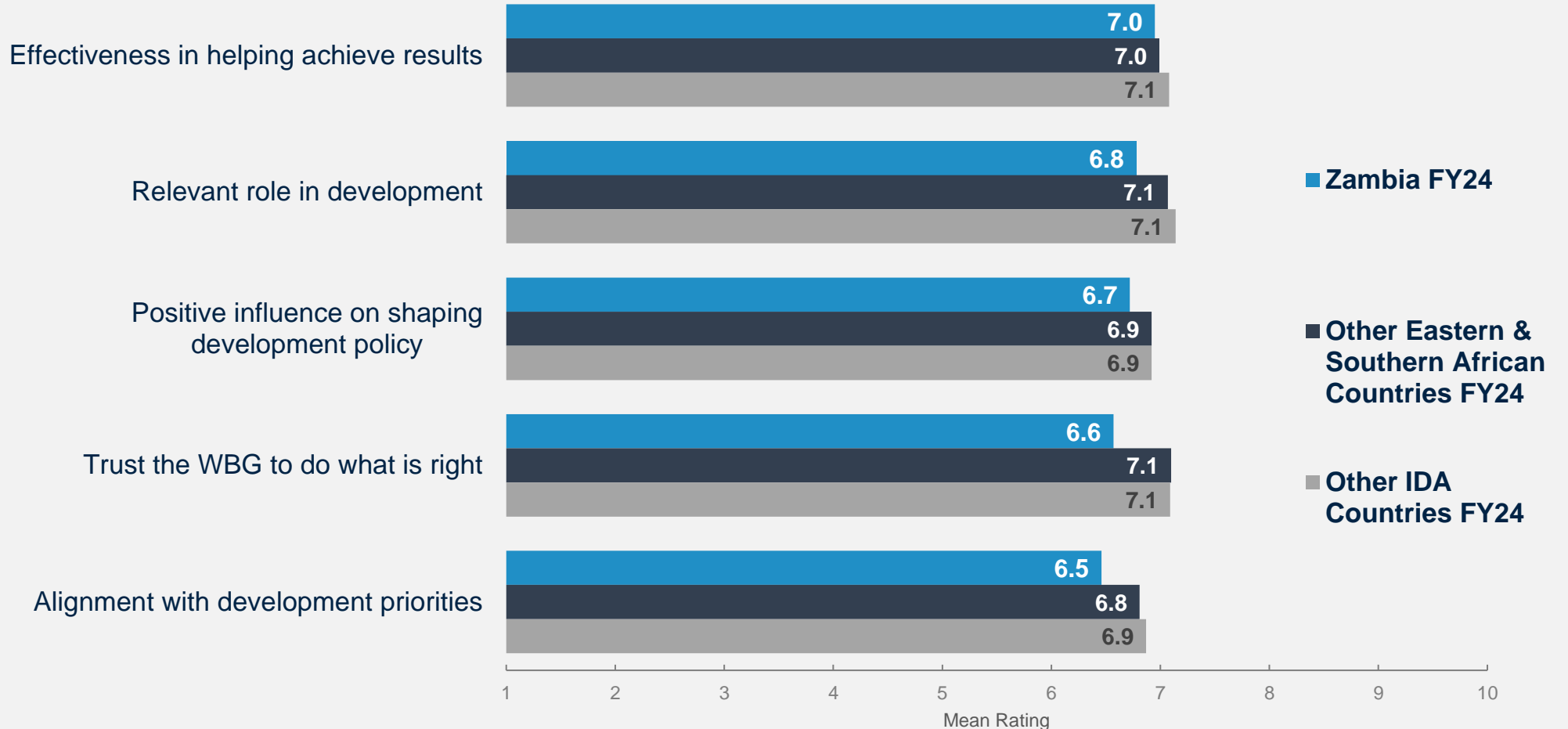
How familiar are you with the work of the WBG in Zambia?

■ High Familiarity (8-10) ■ Some Familiarity (5-7) ■ Low Familiarity (1-4)

*Significant difference between levels of familiarity



Zambia's Key Performance Indicators Slightly Lower than Other FY24 Eastern & Southern African Countries and Other FY24 IDA Countries

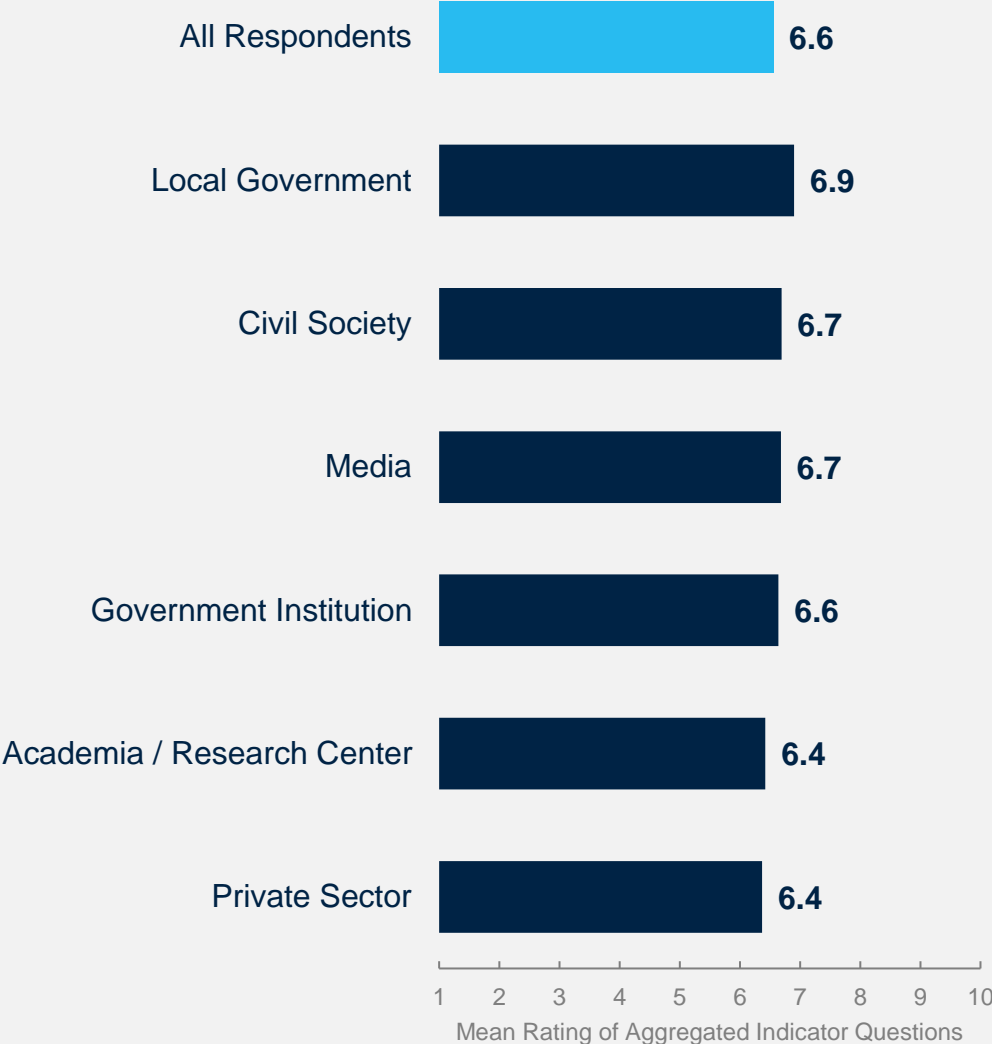


Stakeholder Trends Across Performance Indicators

Respondents from the **local government** had the highest mean ratings across the aggregated responses to the eighteen COS indicator questions. In contrast, respondents from **academia** and **the private sector** had the lowest ratings. However, this difference did not reach statistical significance.

Collaboration with the WBG: Respondents who indicated that they collaborate with the WBG gave significantly higher ratings across the aggregated indicator questions compared to respondents who did not collaborate with the WBG:

Mean rating: **Collaborate with WBG = 7.0**
 Do not collaborate = 6.4



World Bank Group's Support for Development Areas

"The most important thing the World Bank can do to increase its effectiveness in Zambia is to focus on inclusive economic growth, poverty reduction and improving access to essential services such as education, water and healthcare."
(Government Institution Respondent)

"1. The WBG should prioritize investment in infrastructure and basic services such as water sanitation and electricity. 2. Focus on promoting private sector development as the private sector is vital for job creation and economic growth. 3. Support efforts to improve governance and reduce corruption as the major impediments to development."
(Private Sector Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Zambia? (N=374)

WBG: Focal Development Areas

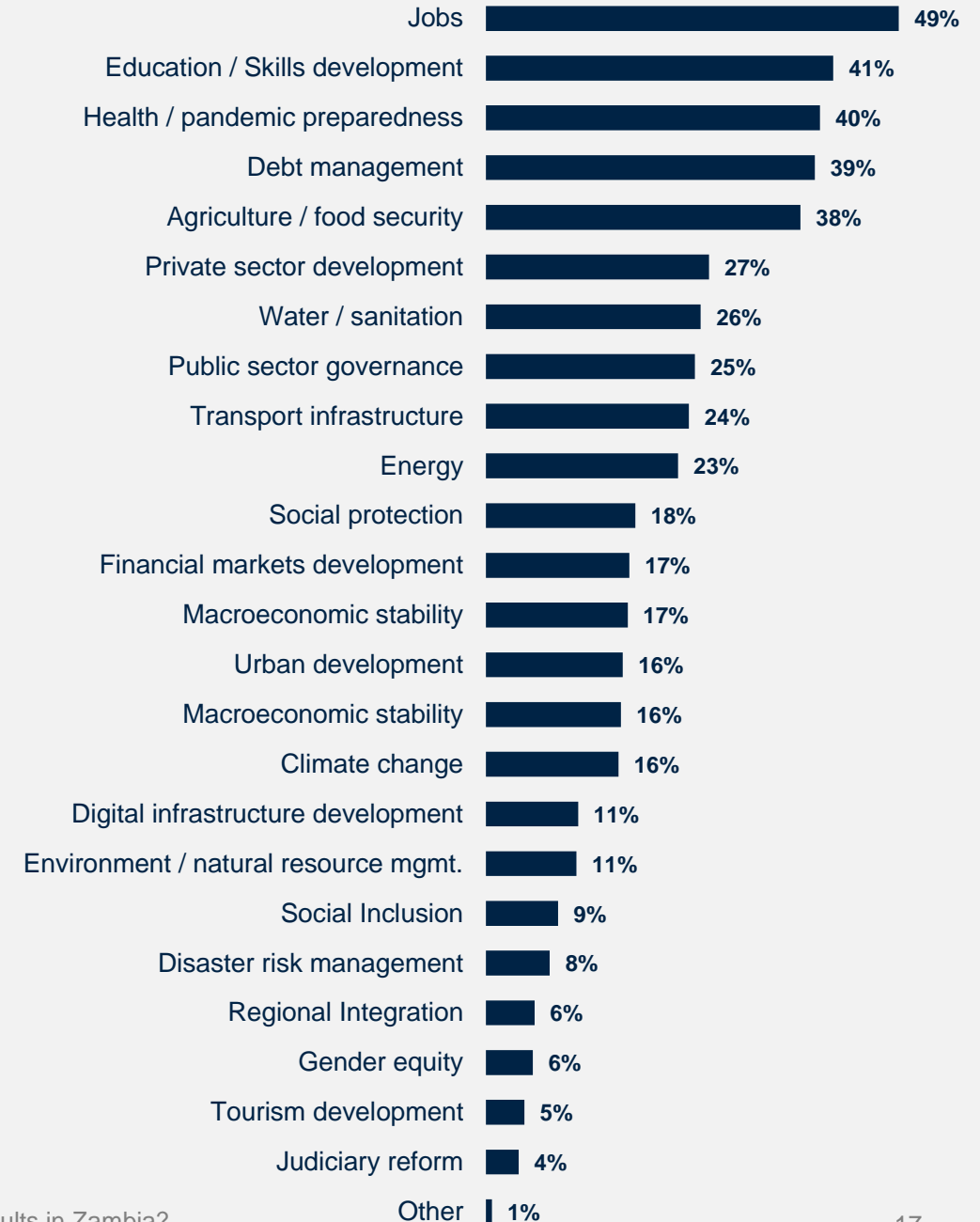
In FY24, stakeholders wanted the WBG to focus its resources on **jobs**, followed by **education**, **health**, **debt management**, and **agriculture/food security**.

Of note, respondents in this year's survey considered **health**, **water/sanitation**, **transport**, and **energy** much greater priorities than in the FY21 survey (16%, 6%, 4%, and 7%, respectively).

In this year's sample, there was a proportion of respondents who specialized in education (22%) and private sector development (17%) who varied in their priorities for the WBG:

- A greater proportion of respondents who specialize in education wanted the WBG to focus on education (59%) and social inclusion (17%), with a smaller proportion wanting the WBG to focus on private sector development (17%).
- A greater proportion of respondents who specialize in private sector development wanted the WBG to focus on private sector development (53%), debt management (53%), and transport (37%), with a smaller proportion wanting the WBG to focus on education (27%), agriculture/food security (26%), social protection (9%), and social inclusion (1%).

In addition, there were statistically significant differences between stakeholder groups in their priorities for the WBG's focus across 13 of these 25 areas. Details are in the "Zambia COS FY24 Appendices with data breakdowns.xlsx" file.

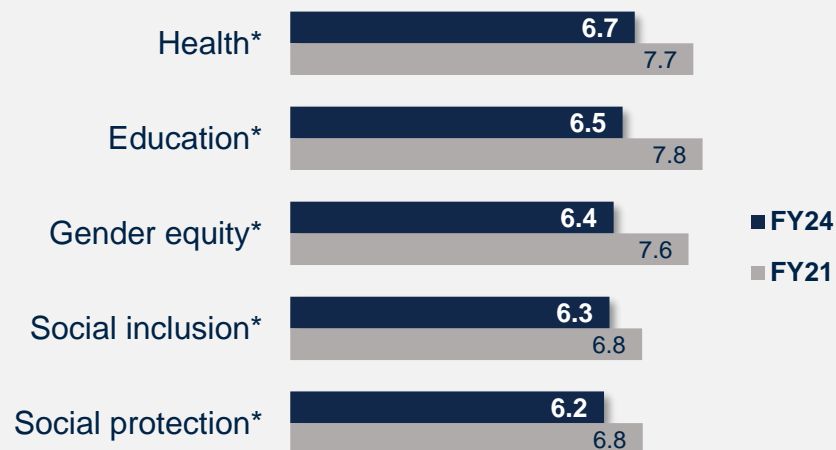


Which areas should the WBG prioritize to have the most impact on development results in Zambia? (Select up to 5) (Percentage of Respondents, N=568)

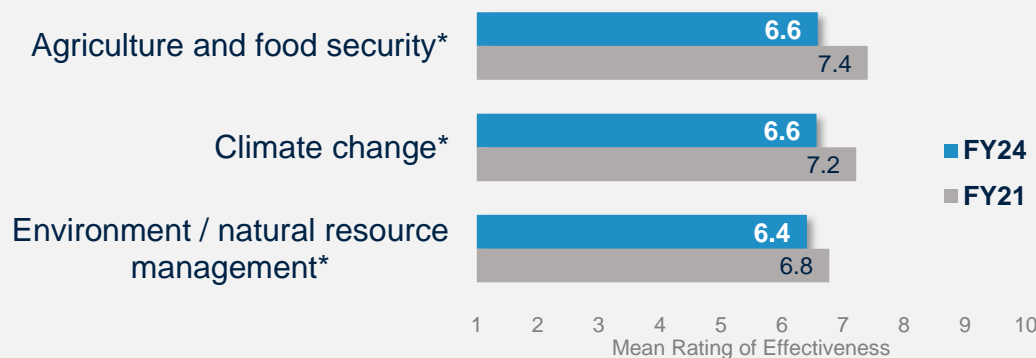
Effectiveness of WBG's Sectoral Support

The WBG's work in **water/sanitation, transport, health, and debt sustainability** received the highest effectiveness ratings. Of note, the perceived effectiveness of the WBG's work in nearly every area that could be compared has significantly declined since the FY21 survey.

Human Development



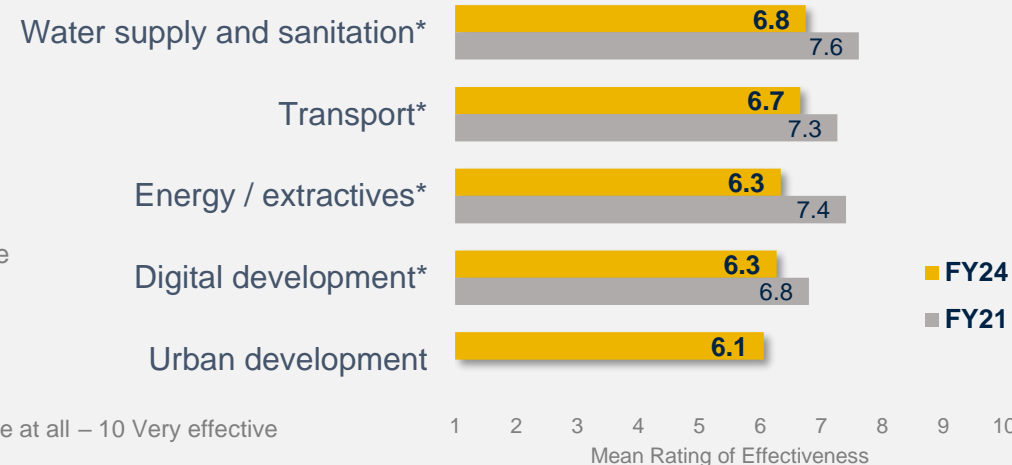
Environmental Sustainability



Finance / Institutions / Economic Growth



Infrastructure



*Significant difference between years



How **effective** has the WBG been at achieving development results in each of these areas in Zambia? Scale: 1 Not effective at all – 10 Very effective
(If you have NO exposure to/experience in working in any of the sectors listed below, please respond "Don't know")

World Bank Group's Engagement on the Ground in Zambia

“Start with strengthening local ownership and partnership. The WBG should prioritize building strong partnerships with the Zambian government, civil society organizations, local communities. This entails engaging them in the decision-making process, listening to their needs and promoting inclusive and participatory development approaches.” (Government Institution Respondent)

“Work closely with the government and local organizations to identify and address the Country's most pressing development challenges.” (Government Institution Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Zambia? (N=374)

Perceptions of the WBG as a Flexible Partner have Improved in Zambia

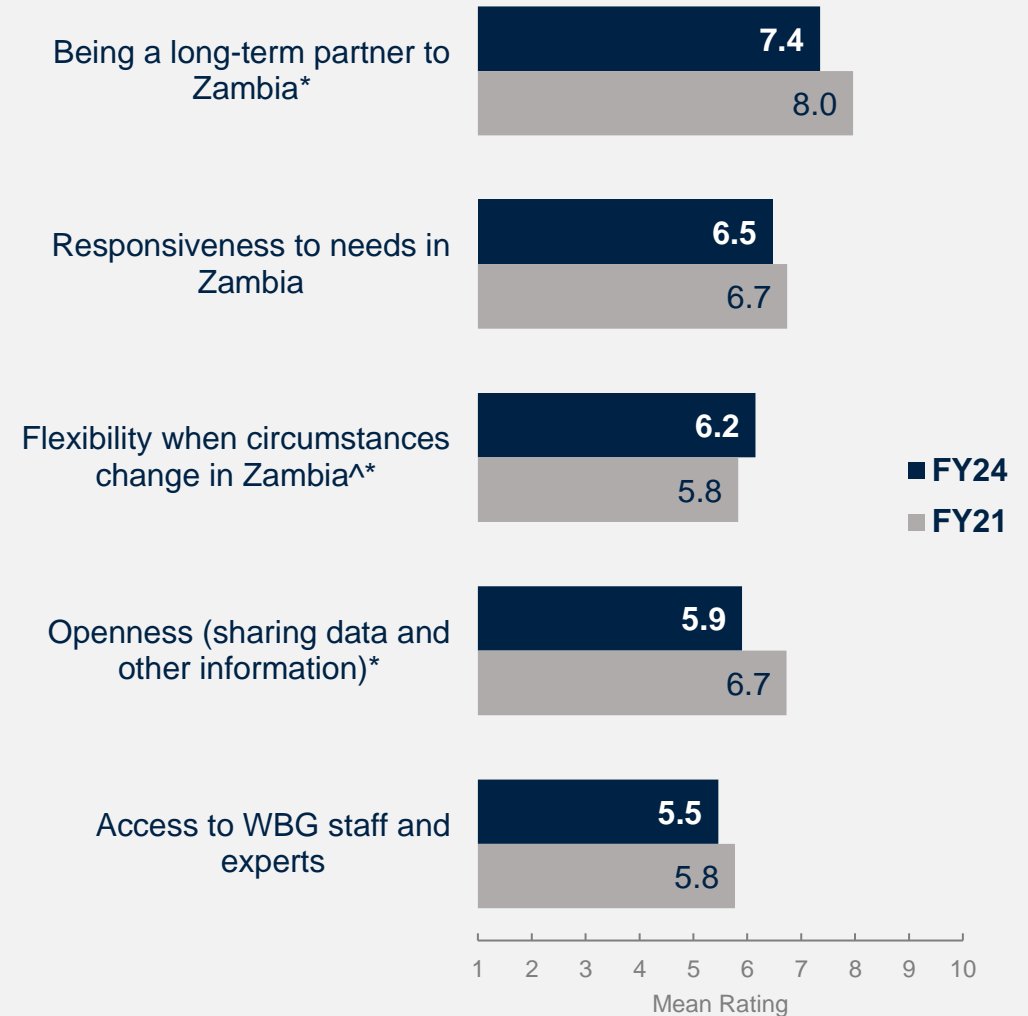
In FY24, respondents gave the highest ratings for the WBG **being a long-term partner** to Zambia. However, this was significantly lower than in the FY21 survey, as were perceptions of the WBG’s **openness**. In contrast, perceptions of the WBG as a **flexible** partner were significantly more positive than in FY21.

- Of note, respondents from local government gave the highest mean ratings for the WBG’s accessibility (mean = 6.5), whereas respondents from civil society and media gave significantly lower ratings (means = 5.0 and 5.1, respectively).
- In addition, respondents from the local government gave the highest mean ratings for the WBG being a long-term partner (mean = 8.2), whereas respondents from the private sector and academia gave significantly lower ratings (both means = 7.1).

In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Zambia?

“Improve on how stakeholders and other people have access to World Bank staff and experts...” (Private Sector Respondent)

“Foster local ownership of projects and ensure sustainable, inclusive development, collaborate closely with local communities, prioritize capacity building and maintain flexibility in response to evolving circumstances” (Government Institution Respondent)



*Significant difference between years

To what extent is the WBG an effective development partner in terms of the following?

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

^Compared to the mean of institutional flexibility and flexibility to changes in the country context asked in FY21.



The WBG's Collaborations in Zambia Are Consistent or Have Improved

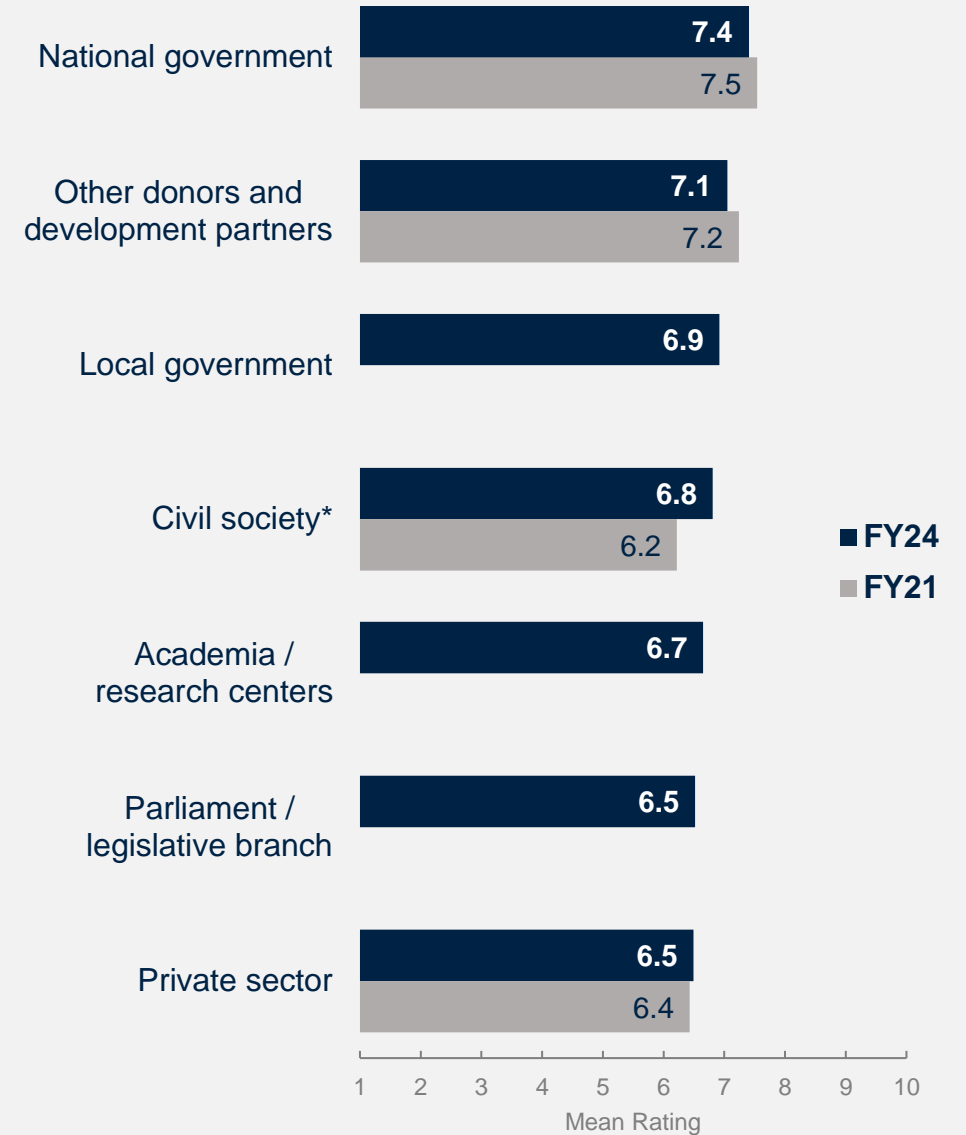
In FY24, the WBG received the highest ratings for the effectiveness of its collaboration with the **national government**. Ratings for the WBG's collaboration with the national government, other donors and development partners, and the private sector were consistent with those in FY21, while ratings for the WBG's collaboration with **civil society** were significantly improved compared to FY21.

- Of note, respondents from civil society gave the *highest* ratings for the WBG's collaboration with civil society (mean = 7.4), whereas respondents from government institutions gave significantly lower ratings (mean = 6.3).
- Respondents from local government gave the *highest* ratings for the WBG's collaboration with academia (mean = 7.4), whereas respondents from academia and government institutions gave significantly lower ratings (means = 6.3 and 6.0, respectively).

In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Zambia?

"Collaborate with Zambia experts in the development of interventions." (Government Institution Respondent)

"They should work with more stakeholders, both private and public." (Government Institution Respondent)



*Significant difference between years



Stakeholders Want the Bank to Collaborate More with Private Sector

A majority of respondents in this year’s survey indicated that the WBG should collaborate more with the **private sector** in addition to its partnership with the national government. Respondents also welcomed more collaboration with **civil society** and **local government**.

- Outreach to the private sector is additionally recommended because respondents from this stakeholder group were less familiar with the WBG and held more critical views of its work.

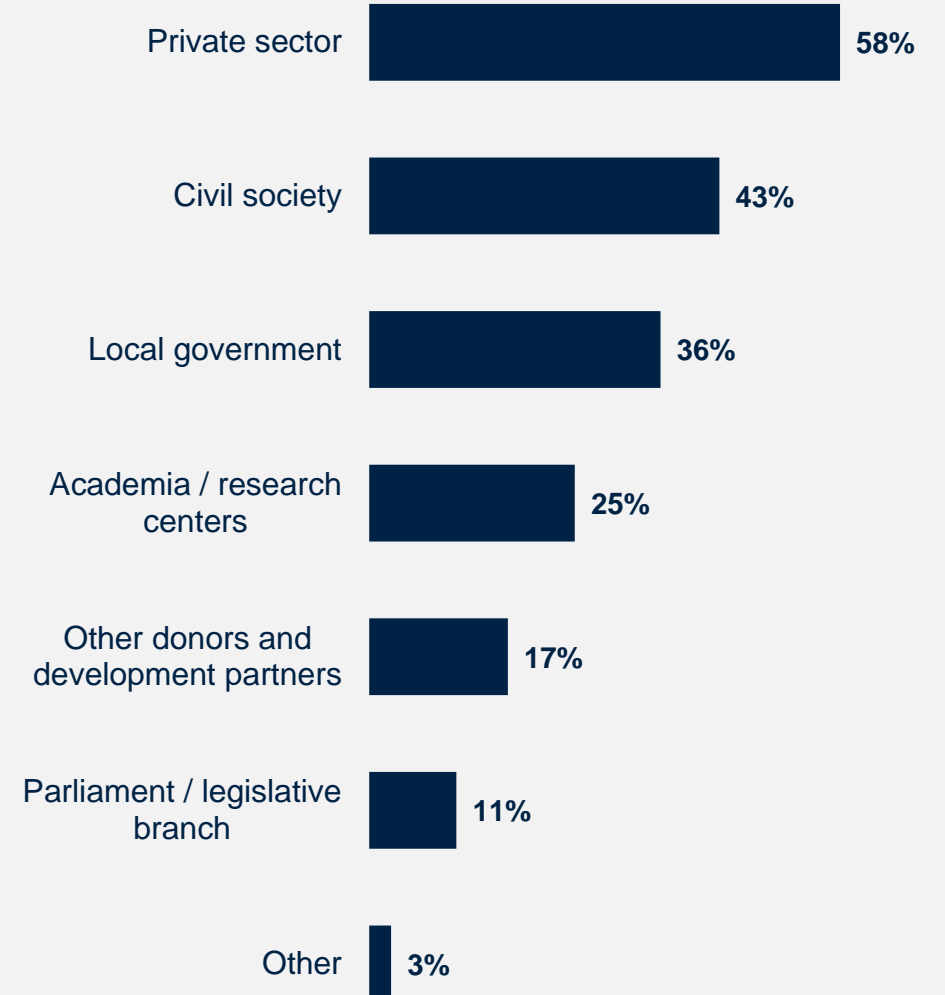
In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Zambia?

“To ensure effectiveness, the World Bank should improve its collaboration with the local government and private sector. This will allow the process of answering and dealing with problems at the grassroots level.”

(Government Institution Respondent)

“Need to work with the private sector, especially small and medium enterprises, and cooperative movement – growth and transformation of a sustainable economy will be achieved. SMEs and cooperatives are key drivers of growth across sectors in most economies for job creation and poverty reduction.”

(Private Sector Respondent)



In addition to its partnership with the national government, which of the following should the WBG collaborate with more to have greater impact in Zambia? (Select up to 2) (Percentage of Respondents, N=588)

World Bank Group's Financial Instruments and Knowledge Work

“Support Zambia through the mobilization of more grants instead of loans, given the Country's fiscal challenges. Support and demand for accountable governance and systems development in the area of public resource management with a pro-poor focus. Poverty levels are increasing in Zambia so there is need to work on frameworks that will increase the country's wealth creation capacity and fair distribution of resources to reduce inequalities.”

(Bilateral/Multilateral Respondent)

“Collaborate more on capacity building and training. Finances can be provided but without capacity and training to utilise the resources, its effort are wasted.”

(Civil Society Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Zambia? (N=374)

Financial Resources Considered the Bank's Greatest Value to Zambia

A majority of respondents considered the WBG's **financial resources** to be its greatest value to Zambia. In addition, nearly a third of respondents identified **capacity development and training**.

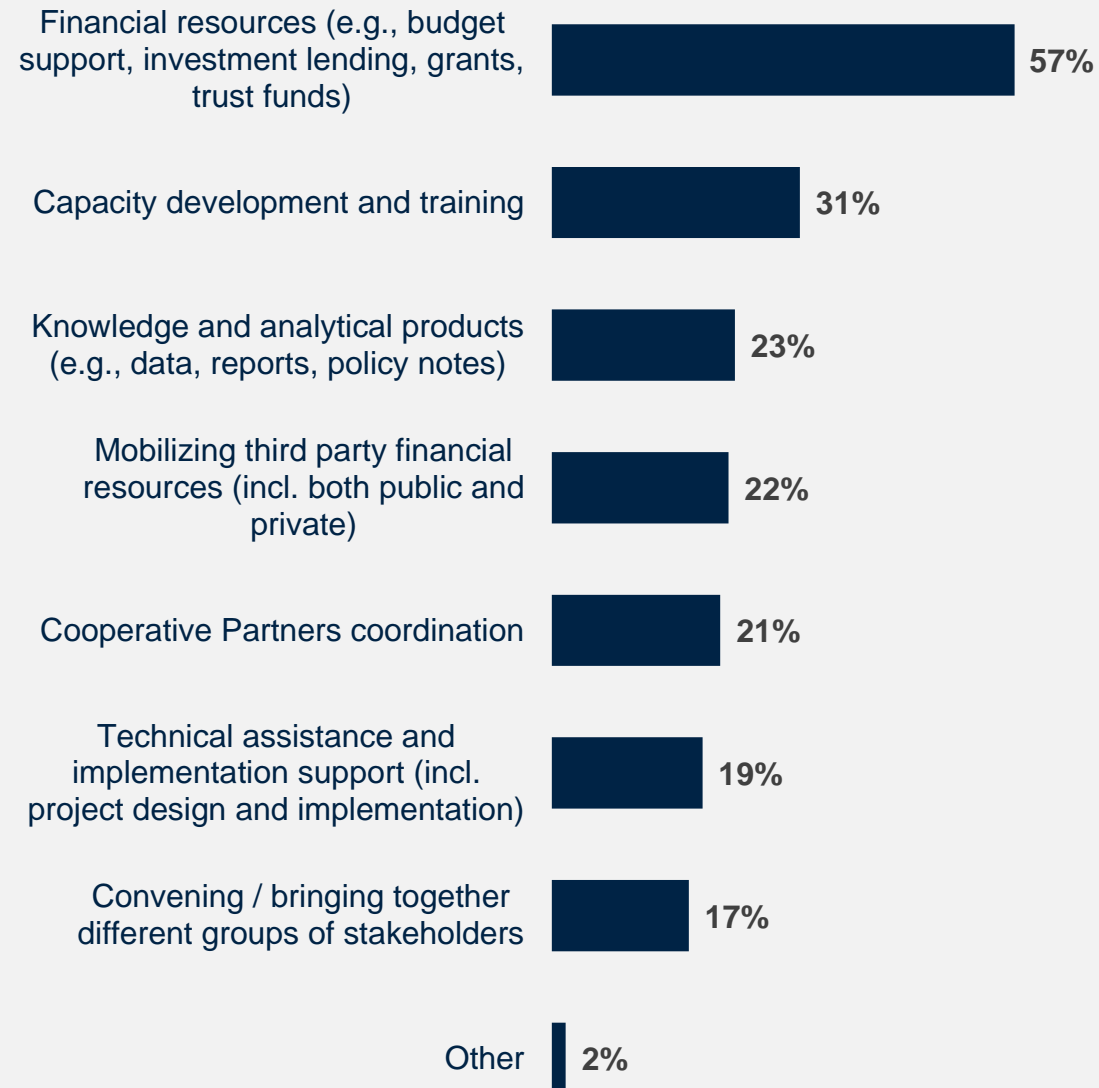
- Respondents from local government were the most likely to identify financial resources as the WBG's greatest value (71%), whereas respondents from government institutions were significantly less likely (45%).

In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Zambia?

"The WBG should increase budget support to the Country and also help the country to reduce the national debt. The national debt is the largest hindrance to achieving economic stability because it takes away all resources towards servicing of the debt." (Local Government Respondent)

"1. Provide more concessional and grant funding. 2. Support access to finance by the Private Sector. 3. Support infrastructure at Local Government level. 4. Support local skills development." (Government Institution Respondent)

"Continue collaboration with key development partner/ stakeholders and global knowledge sharing, especially on debt sustainability strategies." (Government Institution Respondent)



Which WBG instruments do you VALUE the most in Zambia? (Select up to 2)
(Percentage of Respondents, N=602)

Perceptions of the WBG's Financial Instruments Have Declined in Zambia

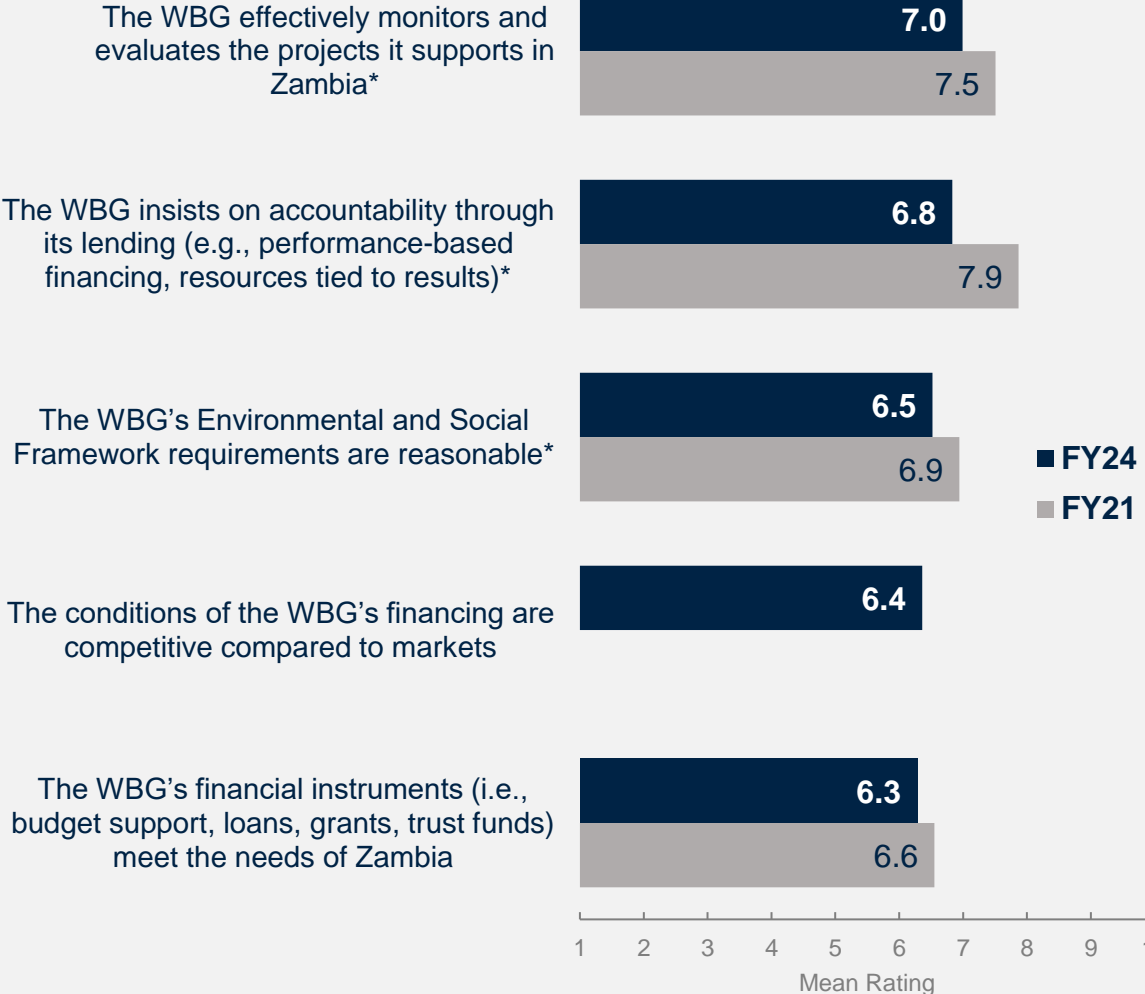
Regarding the WBG's financial instruments, respondents had the highest levels of agreement that **the WBG effectively monitors and evaluates its projects** and that **the WBG insists on accountability through its lending**; however, these aspects of the WBG's financial instruments, along with the **adequacy of the WBG's ESF requirements**, were rated significantly lower this year compared to the FY21 survey.

In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Zambia?

“Develop localized M&E systems across different projects the WBG is implementing in Zambia. Employ fair recruitment of project(s) evaluators in order to have non-biased progress reports.” (Private Sector Respondent)

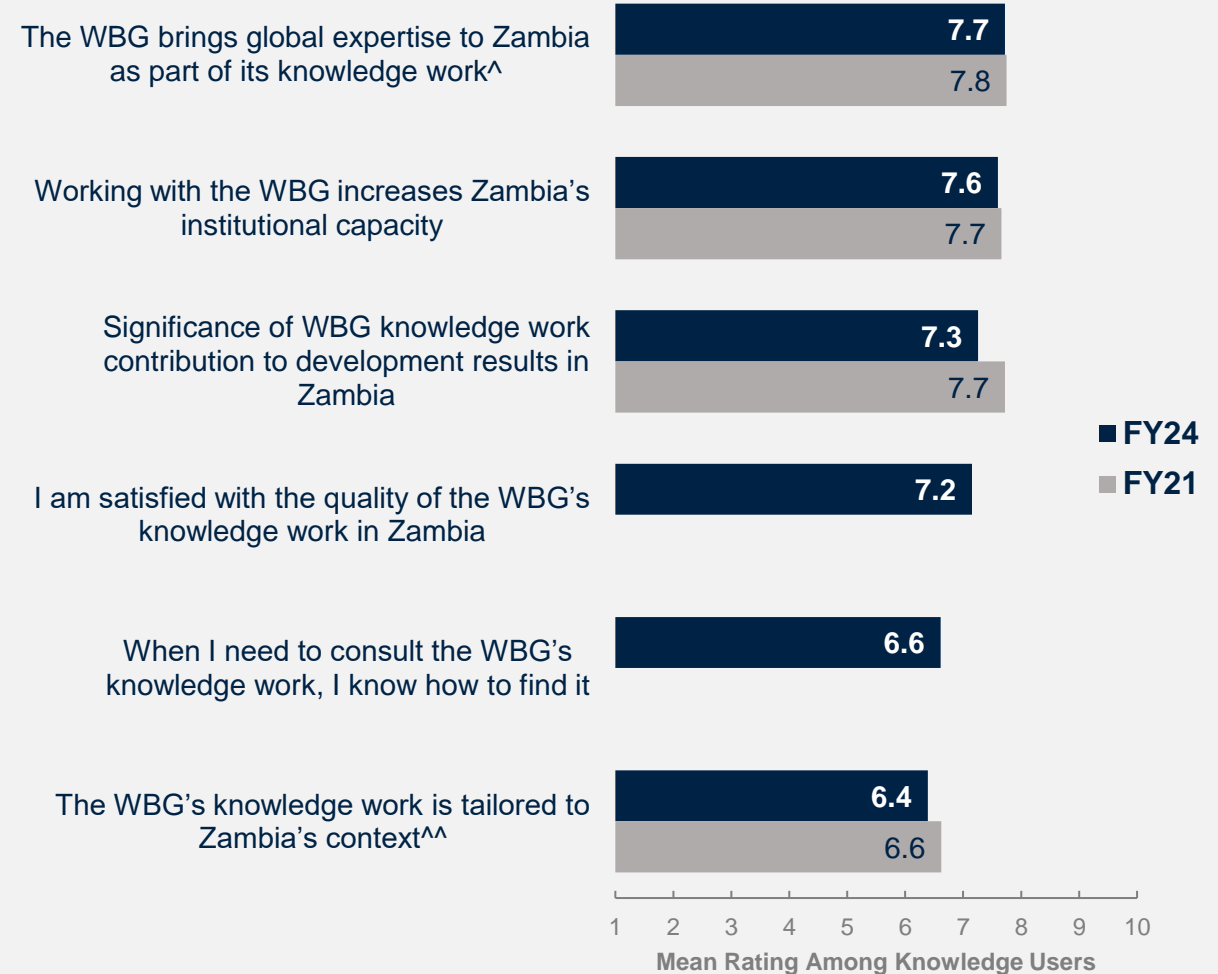
“Proper accountability to all the loans, grants, etc. given to Zambia. It should work in line with the country's requirements. It should involve the government institution and train them.” (Government Institution Respondent)

“Enhance monitoring and evaluation of projects, especially after the project is done.” (Local Government Respondent)



*Significant difference between years

24% of Respondents Used the WBG's Knowledge Work, which They Perceived Similarly to FY21



Have you ever used the WBG's knowledge work, including participating in workshops or training programs? (Percentage of Respondents, N=548)

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

How significant a contribution do you believe the WBG's knowledge work makes to development results in Zambia? Scale: 1 Not significant at all – 10 Very significant

[^]Compared to "Source of relevant information on global good practices" asked in FY21.

^{^^}Compared to "Are adaptable to Zambia's specific development challenges and country circumstances" in FY21.



The Future Role of the World Bank Group in Zambia

“1. They should develop tailor-made programs, projects specifically for Zambia. 2. Reduce conditionalities for Zambia to access debt relief, grants, aids, etc. 3. Respect our culture and avoid imposing strange cultures which are against our norms.” (Government Institution Respondent)

“1. Ensuring that the bottom-up approach to planning is enhanced where the grassroots are given an opportunity to voice their development needs. 2. The WBG’s intervention should be in line with the provisions of our national development plans to yield the intended results.” (Local Government Respondent)



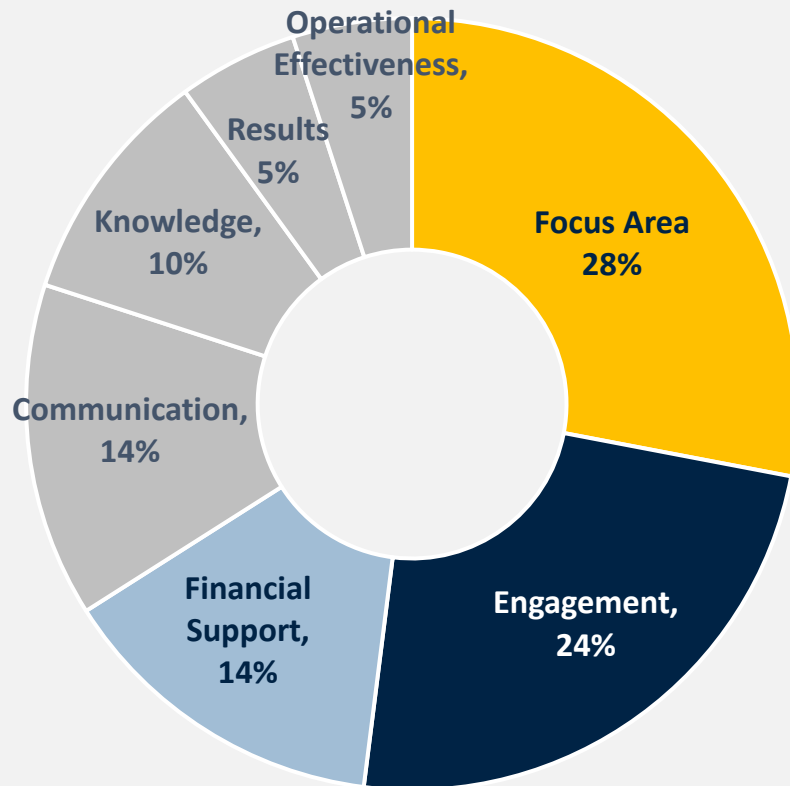
WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Zambia? (N=374)

How Can the WBG Increase its Effectiveness? (Open-Ended Responses)

Greater alignment and financial support to meet Zambia's needs, a better understanding of the local context and capacity, more engagement with stakeholders, and more communication regarding the WBG's work



Focus Area

- Ensure sustainable development in all projects with an emphasis on climate change adaptation/resiliency
- Projects should benefit all Zambians, especially youth and those in more rural areas
- Private sector development and job creation
- Human capital – education and healthcare
- Infrastructure, especially transport, water, and energy
- Agriculture development, especially modernizing farming techniques
- Macroeconomic stability and debt sustainability

Engagement

- Engage on a more local level to better understand the needs and context in Zambia
- More engagement, especially with the private sector and civil society, can increase transparency and inclusivity
- Be more open and accessible to those in the public and private sectors for more effective collaboration

Financial Support

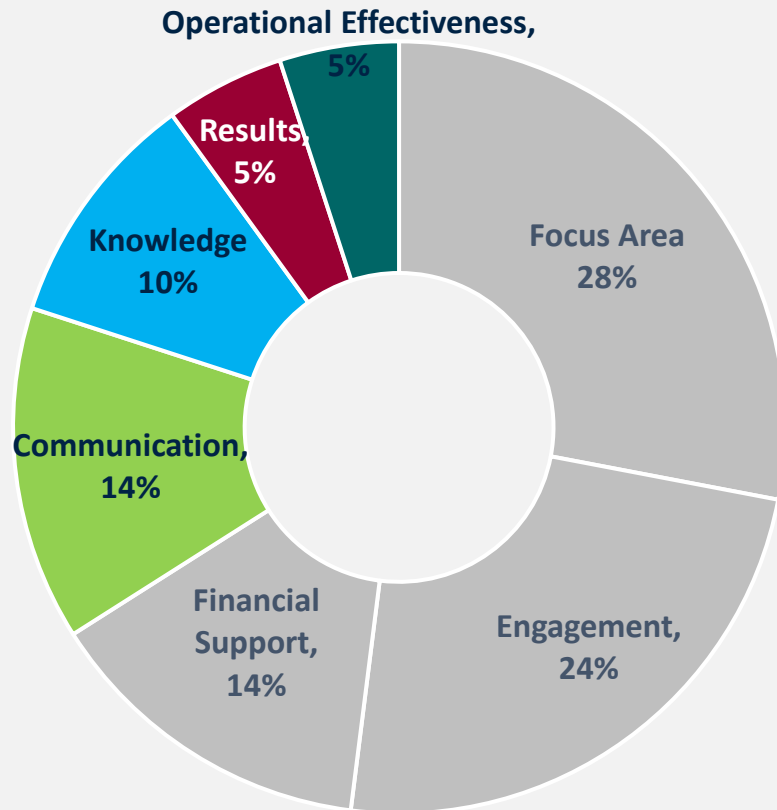
- Assist Zambia in debt relief
- Increased financial support, especially for SMEs and development needs
- Better align financial products to Zambia's needs and economic situation



*In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Zambia? (N=374)
All percentages are calculated based on the total number of comments made by respondents; individual comments could be counted multiple times depending on the number of topics they covered, so the sum of all percentages may be greater than 100%.*

How Can the WBG Increase its Effectiveness? (Open-Ended Responses)

Greater alignment and financial support to meet Zambia's needs for, better understanding of the local context and capacity, more engagement with stakeholders, and more communication regarding the WBG's work



- Communication**
- More communications regarding WBG projects and their results is needed to increase awareness of the WBG's work
 - More openness, community outreach, and access to WBG staff

- Knowledge**
- More capacity development and training given the pivotal role that it plays in ensuring sustainable development
 - Knowledge work should be more accessible through greater dissemination and translation

- Results**
- Better align projects and their implementation to the context and capacity for more sustainability of projects
 - The WBG's financial support should be paired with stern accountability requirements and rigorous monitoring and evaluation of projects to ensure they achieve desired results

- Operational Effectiveness**
- More streamlined and flexible procedures and processes
 - Do not try a one-size-fits-all approach, tailor projects to Zambia's needs, context, and capacity



*In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Zambia? (N=374)
All percentages are calculated based on the total number of comments made by respondents; individual comments could be counted multiple times depending on the number of topics they covered, so the sum of all percentages may be greater than 100%.*

Communication and Outreach

“1. Improve transparency in their work and publish their work for the public to see. 2. They should improve their contact with staff so that we can have face-to-face communication. 3. Information should be given to people in different languages so that they should be able to understand what the World Bank Group in Zambia is doing.” (Civil Society Respondent)

“Effective communication and awareness to the masses. Transparency and accountable in its dealings. Effective use of electronic devices and media.” (Private Sector Respondent)

“Publicity of their work is very limited. They also need to work on changing the public perception of the work they do. WBG is often perceived to be an enemy of the most vulnerable or poor...” (Civil Society Respondent)



Direct Contact and Events were the Most Preferred WBG Channels

Respondents in Zambia most preferred to receive the WBG's communications through **direct contact with staff**, followed by **events/conferences/seminars/workshops** (in person or online).

Top 2 Preferred WBG Channels

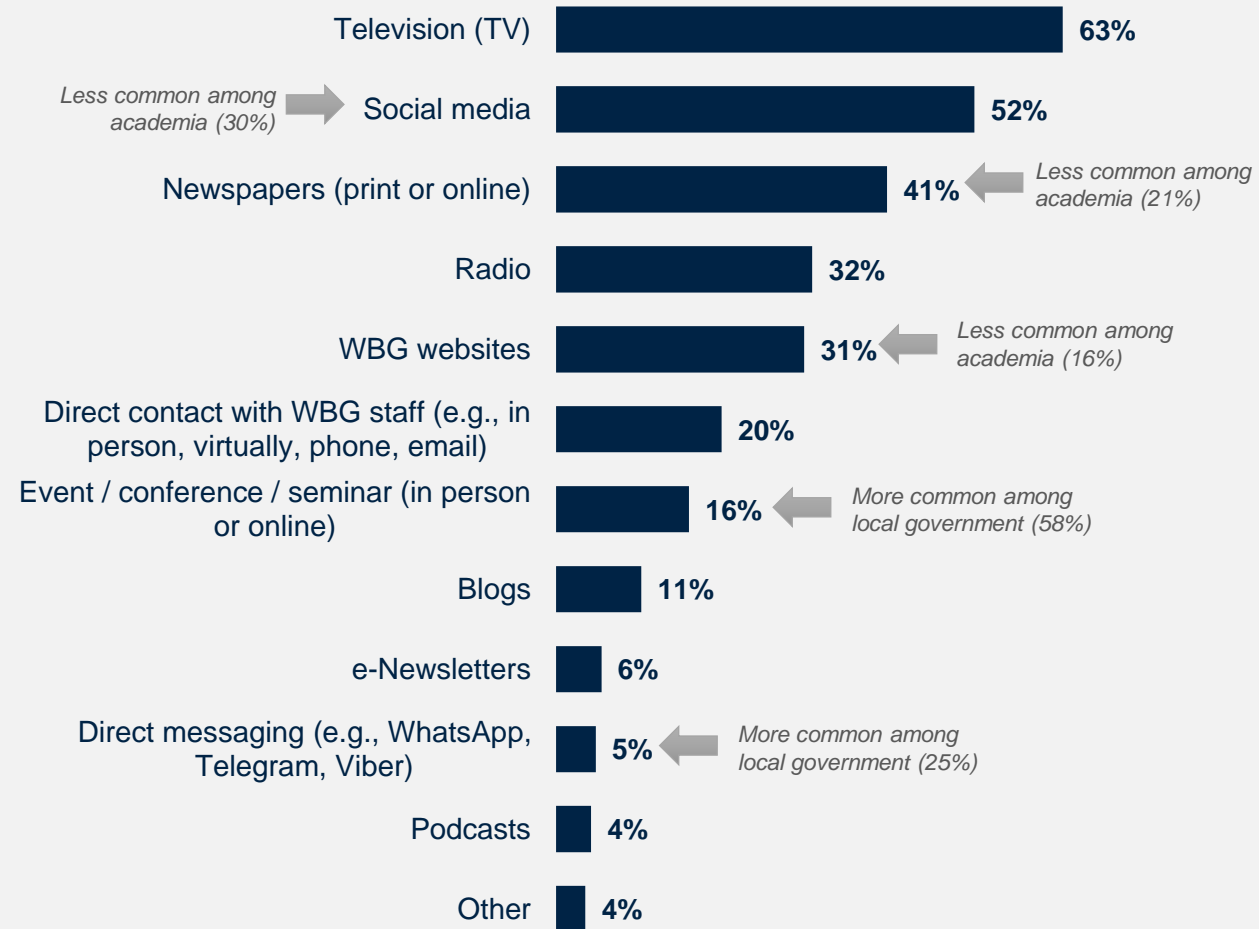
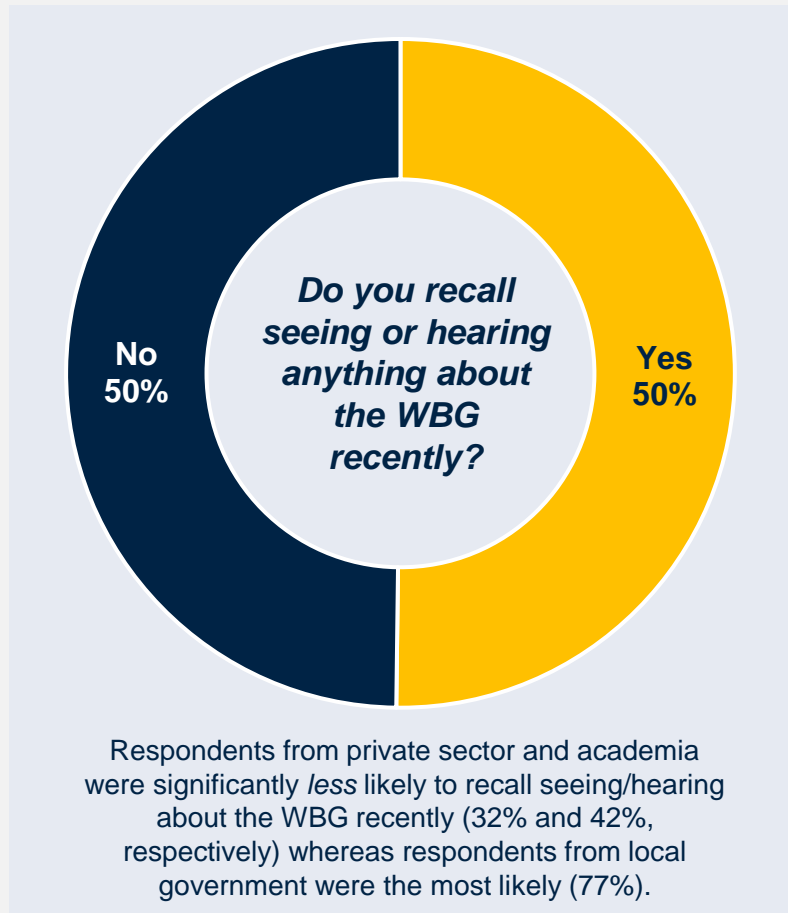
	All Respondents	Government Institutions	Local Government	Civil Society	Private Sector	Academia	Media
Direct contact with staff <i>(e.g., in person, virtually, phone, email)</i>	67%	66%	65%	74%	68%	59%	69%
Event / conference / seminar / workshop <i>(in person or online)</i>	43%	47%	47%	45%	41%	31%	56%
e-Newsletters	26%	27%	41%	19%	27%	31%	19%
Social media <i>(e.g., Facebook, Twitter)</i>	26%	31%	6%	15%	25%	36%	18%
Direct messaging <i>(e.g., WhatsApp, Telegram, Viber)</i>	25%	15%	29%	42%	29%	22%	25%
Other	1%	2%	0%	3%	0%	0%	0%



How would you prefer to receive communication from the WBG? (Select up to 2)
(Percentage of Respondents, N=600)

50% of Respondents Recalled Seeing/Hearing about the WBG Recently, Most Often on TV

Half of all respondents recalled hearing or seeing something about the WBG recently. Respondents most often reported seeing/hearing about the WBG on TV, followed by social media and newspapers (print or online).



The WBG's Work on Climate Change, Debt Relief, and Food Security were the Most Commonly Recalled Topics

Respondents most frequently recalled the WBG's work or research on **climate change**, and **debt relief** for developing countries, and **food security**.

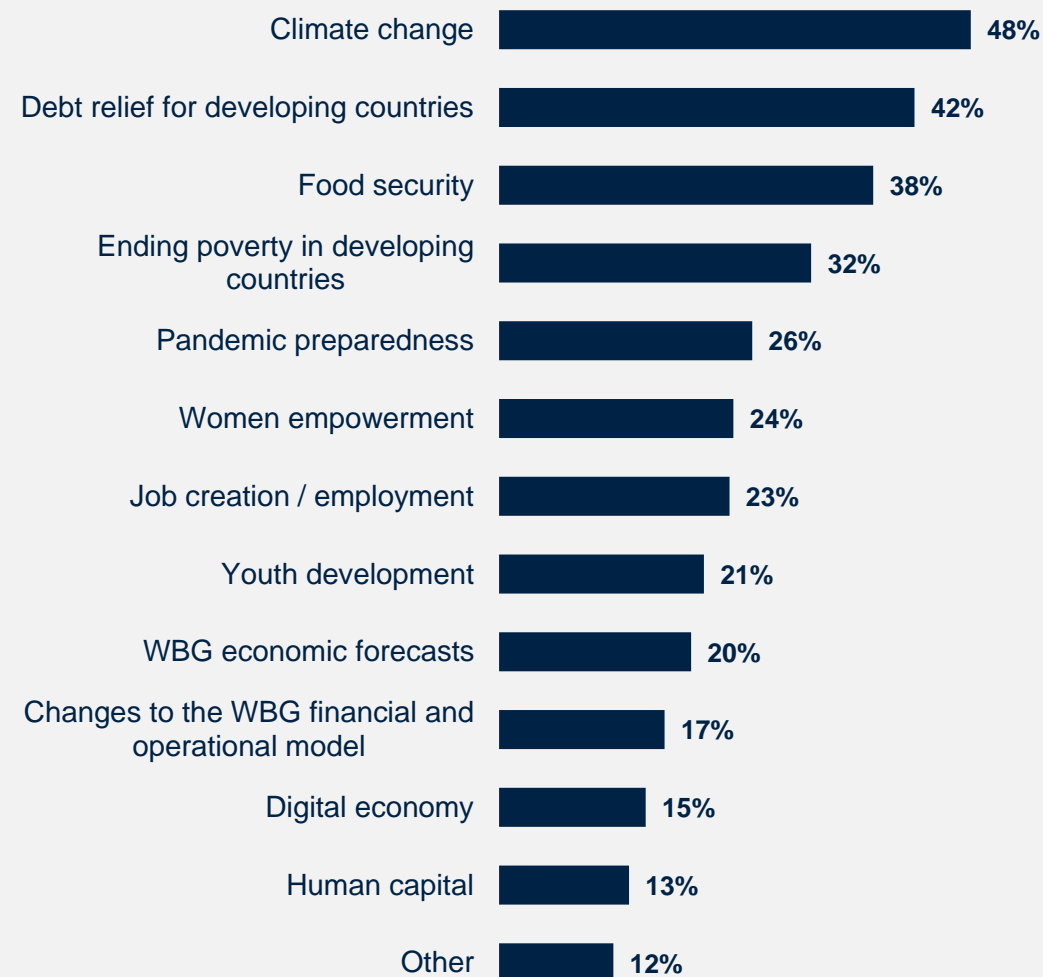
- In addition, there were statistically significant differences between stakeholder groups in their recall across 6 of these 13 topics. For the most part, respondents from academia were less likely to recall these topics, while respondents from local government and government institutions were the most likely. Details are in the "Zambia COS FY24 Appendices with data breakdowns.xlsx" file.

In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Zambia?

"The World Bank Group should try to share information about its work and how it helps developing countries through direct contact with staff or event hosting."

(Civil Society Respondent)

"1. Be more aggressive in the spreading of initial knowledge, beyond the bureaucratic barriers, down to the ordinary Zambian. 2. Improved access to WBG resources and materials. 3. Create platforms for feedback from the general population, especially on social media as there's a larger presence there." (Government Institution Respondent)

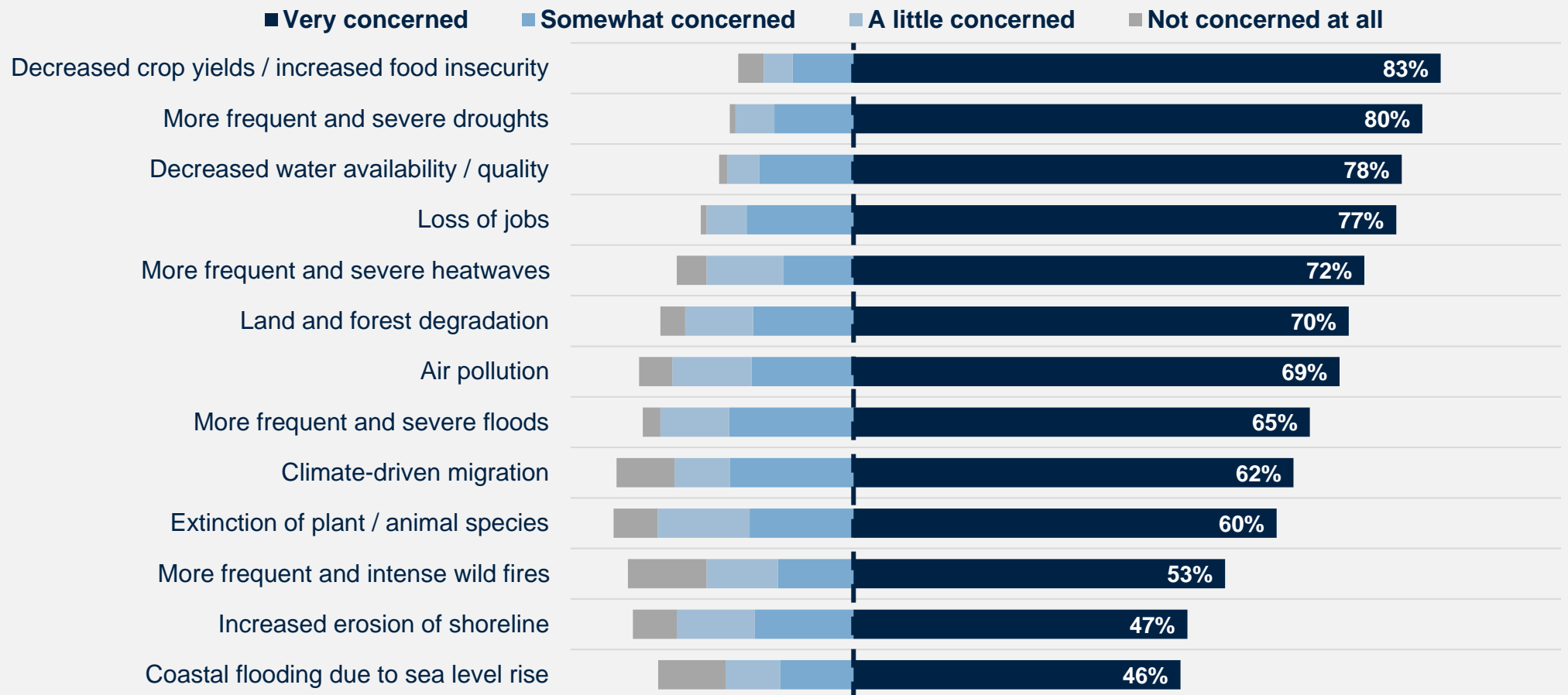


If you answered "Yes", what topics were included in what you saw or heard about WBG's work or research? (Select all that apply) (Percentage of Respondents, N=303)



Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Food Insecurity, Droughts, Water Availability, and Jobs

Approximately 8 in 10 respondents were **very concerned** about the potential impact of **decreased crop yields and increased food insecurity, more frequent and severe droughts, decreased water availability and quality, and loss of jobs** due to climate change in Zambia. These key areas of concern should be considered to make communications about climate change more impactful.



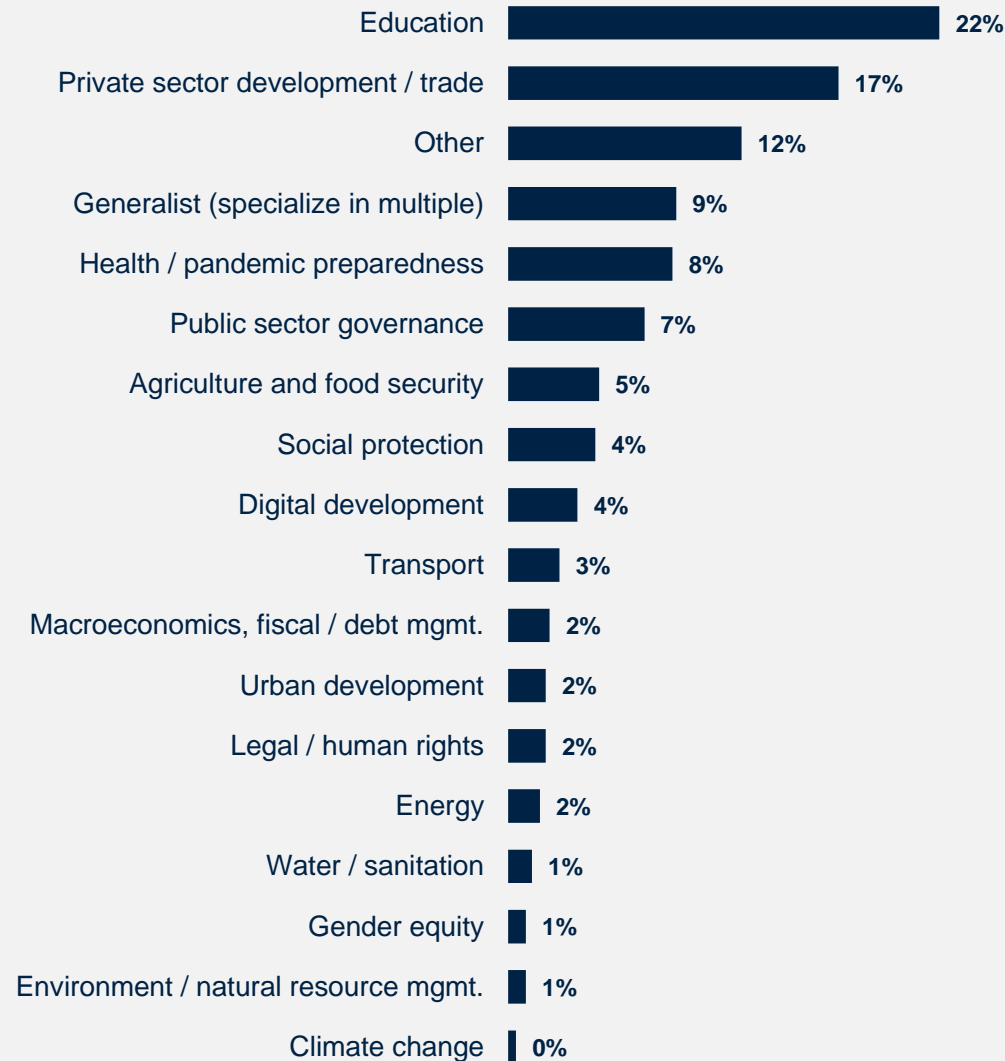
How concerned are you about the following potential impacts of climate change in Zambia? (Percentage of Respondents, N=~599)

Sample Demographics and Detailed Methodology



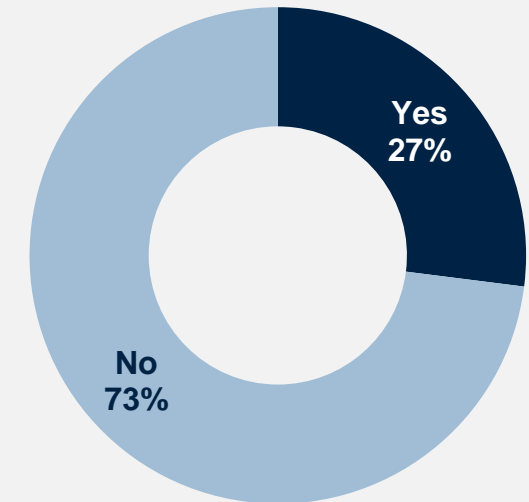
Sample Demographics

What is the primary specialization of your work? (N=568)

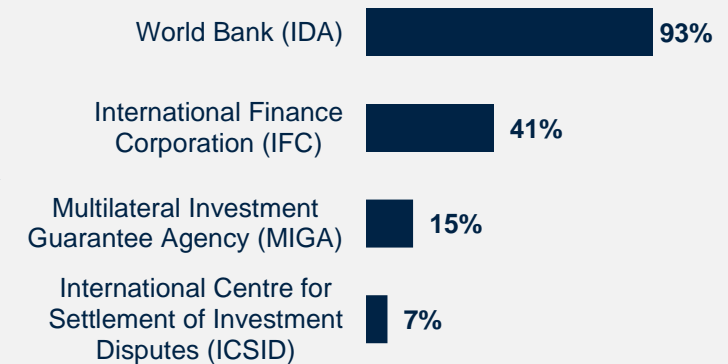


Do you collaborate/work with the World Bank Group (WBG) in Zambia? (N=596)

Respondents from government institutions and local government were significantly more likely to collaborate/work with the WBG (54% and 61%, respectively) compared to respondents from other stakeholder groups.

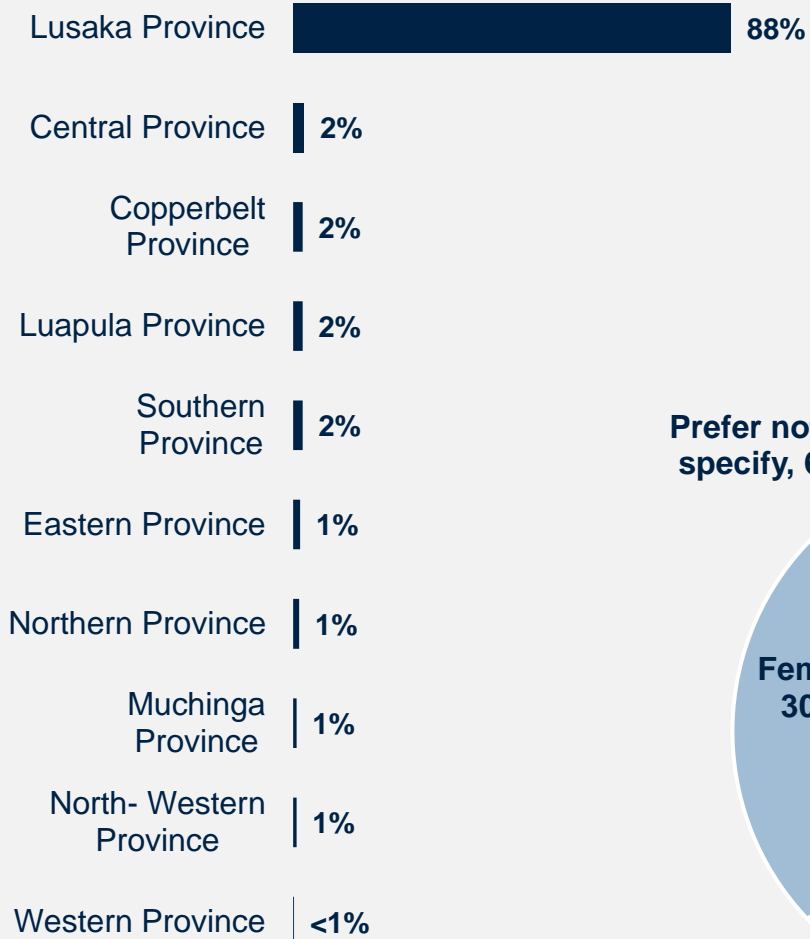


Which of the following WBG agencies do you collaborate/work with in Zambia? (N=157)

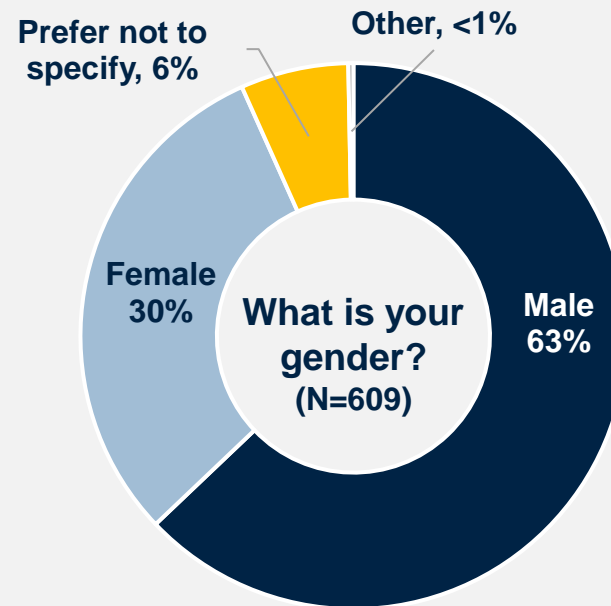
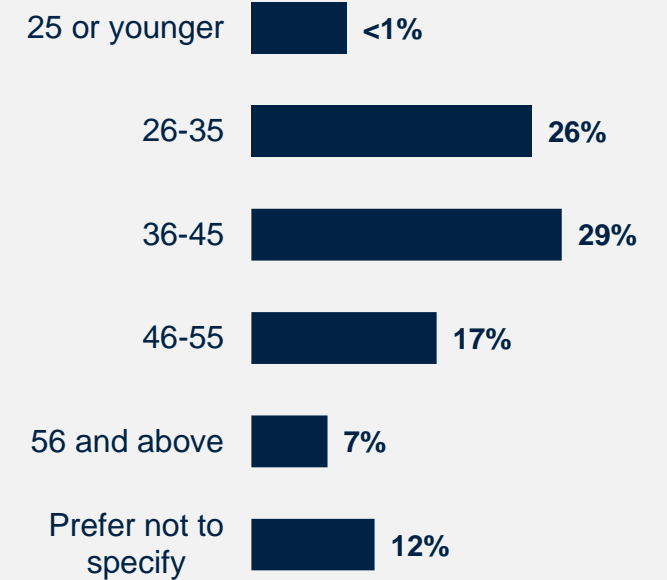


Sample Demographics (continued)

Which best represents your geographic location? (N=583)



What's your age? (N=607)



Detailed Methodology

From **January to April 2024**, a total of 1,292 stakeholders in Zambia were invited to provide their opinions on the WBG’s work by participating in a Country Opinion Survey (COS). A list of potential participants was compiled by the WBG country team and the field agency. Participants were drawn from the Offices of the President, Prime Minister, Minister, and Parliament, government institutions, local governments, bilateral or multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **624 participated in the survey (48% response rate)**. Respondents received the questionnaire via courier or mail and returned it accordingly or completed the questionnaire online.

This year’s survey results were compared to the FY21 Survey, which had a response rate of 43% (N=567).

Comparing responses across Country Surveys reflects changes in attitudes over time, but also changes in respondent samples, changes in methodology, and changes to the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. However, the stakeholder compositions for both survey years should be considered when interpreting these comparisons as no government principals responded in FY24 , and there were much larger samples from the private sector and academia and much smaller samples from civil society and local government.

Key statistically significant findings (tested at the research standard of $p < .05$) are noted throughout the report.

Breakdowns for individual questions by stakeholder group can be found in the “Zambia COS FY24 Appendices with data breakdowns.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Percentage of Respondents	FY 2021	FY 2024
Government Principals: Office of the President, Minister, Parliamentarian	12%	0%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	24%	27%
Local Government	11%	3%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	1%	1%
Civil Society Organization: Local and regional NGO, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	21%	12%
Private Sector: Private Company, Financial Sector Organization, Private Bank	15%	26%
Academia / Research Center	7%	18%
Media	7%	11%
Other	2%	1%
Total Number of Respondents*	556	613



What is your primary professional affiliation? (Select only 1 response)

*Not all respondents provided information about their professional affiliation. Therefore, the total number of respondents listed in the table is lower than the N reported in the methodology.

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 and are highlighted in red below.

A1_5. How much do you trust the World Bank Group to do what is right for Zambia? Scale: 1 Not at all – 10 Very much

A2. How effective is the World Bank Group in helping Zambia achieve development results? Scale: 1 Not effective at all – 10 Very effective

A3. How significant a contribution do you believe the WBG's knowledge work make to development results in Zambia?
Scale: 1 Not significant at all – 10 Very significant

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

A4. The WBG currently plays a relevant role in development in Zambia.

A5. The WBG's work is aligned with what I consider the development priorities for Zambia.

A6. The WBG has a positive influence on shaping development policy in Zambia.

A7. The WBG's work helps end poverty in Zambia.

To what extent is the WBG an effective development partner in terms of each of the following? Scale: 1 To no degree at all – 10 To a very significant degree

C1_1. Responsiveness to needs in Zambia

C1_2. Access to WBG staff and experts

C1_3. Flexibility when circumstances change in Zambia

C1_5. Being a long-term partner to Zambia

To what extent is the WBG an effective development partner in Zambia, in terms of collaborating with the following groups?

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

C2_1. National government

C2_4. Private sector

C2_5. Civil society

C2_6. Other donors and development partners

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

C4_1. The WBG's financial instruments (i.e., budget support, loans, grants, trust funds) meet the needs of Zambia.

C6_1. I am satisfied with the quality of the WBG's knowledge work in Zambia.

C6_4. The WBG's knowledge work is tailored to Zambia's context.





CountryOpinionSurveys

Thank you

*For more information about this report
or the Country Opinion Survey program,
please contact:*

countrysurveys@worldbankgroup.org

