



CountryOpinionSurveys

# FY 2024 Cambodia

## Country Opinion Survey Report

Public Disclosure Authorized

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# Acknowledgements

The Cambodia 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.

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# 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 Cambodia

World Bank Group's Financial Instruments and Knowledge Work

The Future Role of the World Bank Group in Cambodia

Communication and Outreach

Sample Demographics and Detailed Methodology



# Objectives

This survey was designed to assist the World Bank Group (WBG) in better understanding how stakeholders in Cambodia 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 opinion do key stakeholders have of the WBG regarding its effectiveness, relevance, alignment with Cambodia'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 Cambodia? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What do key stakeholders value the most regarding the WBG's work in Cambodia? 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 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 – April 2024

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

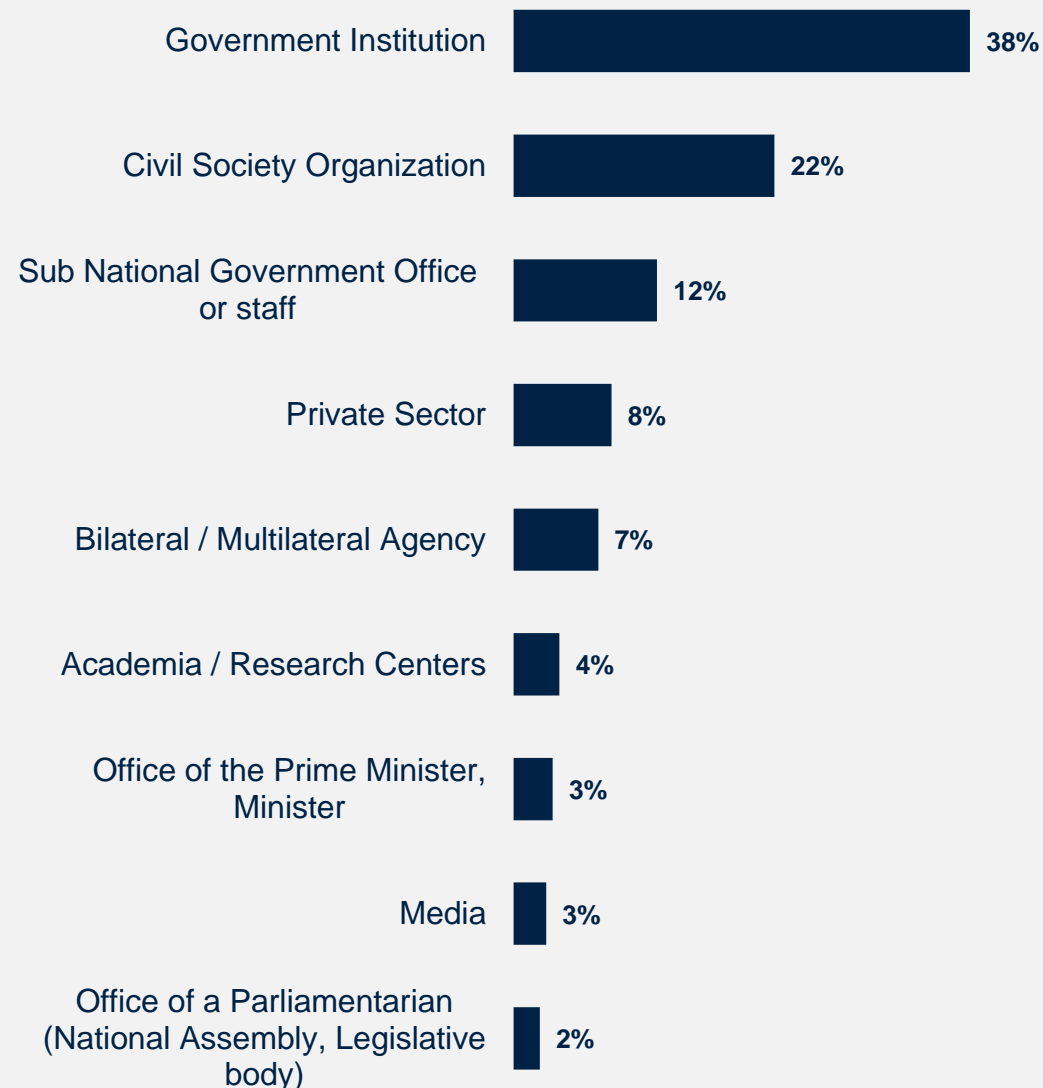
## ■ 185 participants (45% response rate)

- 79% from Phnom Penh
- 56% currently collaborate with the WBG

## ■ Compared to FY21 Country Survey

- 147 participants (44% response rate)
- Respondents completed the questionnaire online and on paper
- 42% collaborated with the WBG

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



Which of the following best describes your current affiliation?  
(Select only 1 response) (Percentage of Respondents, N=185)

# Overall Context

*“WBG should work to promote and establish a genuinely inclusive dialogue platform for Cambodia in order to have full participation and trust from all stakeholders for the peaceful and prosperous growth of development.”*

(Civil Society Organization Respondent)

*“Cambodia is rapidly transitioning towards an upper middle-income country in 2030. Therefore, the World Bank needs to shift its support focus beyond just poverty reduction.”*

(Private Sector Respondent)



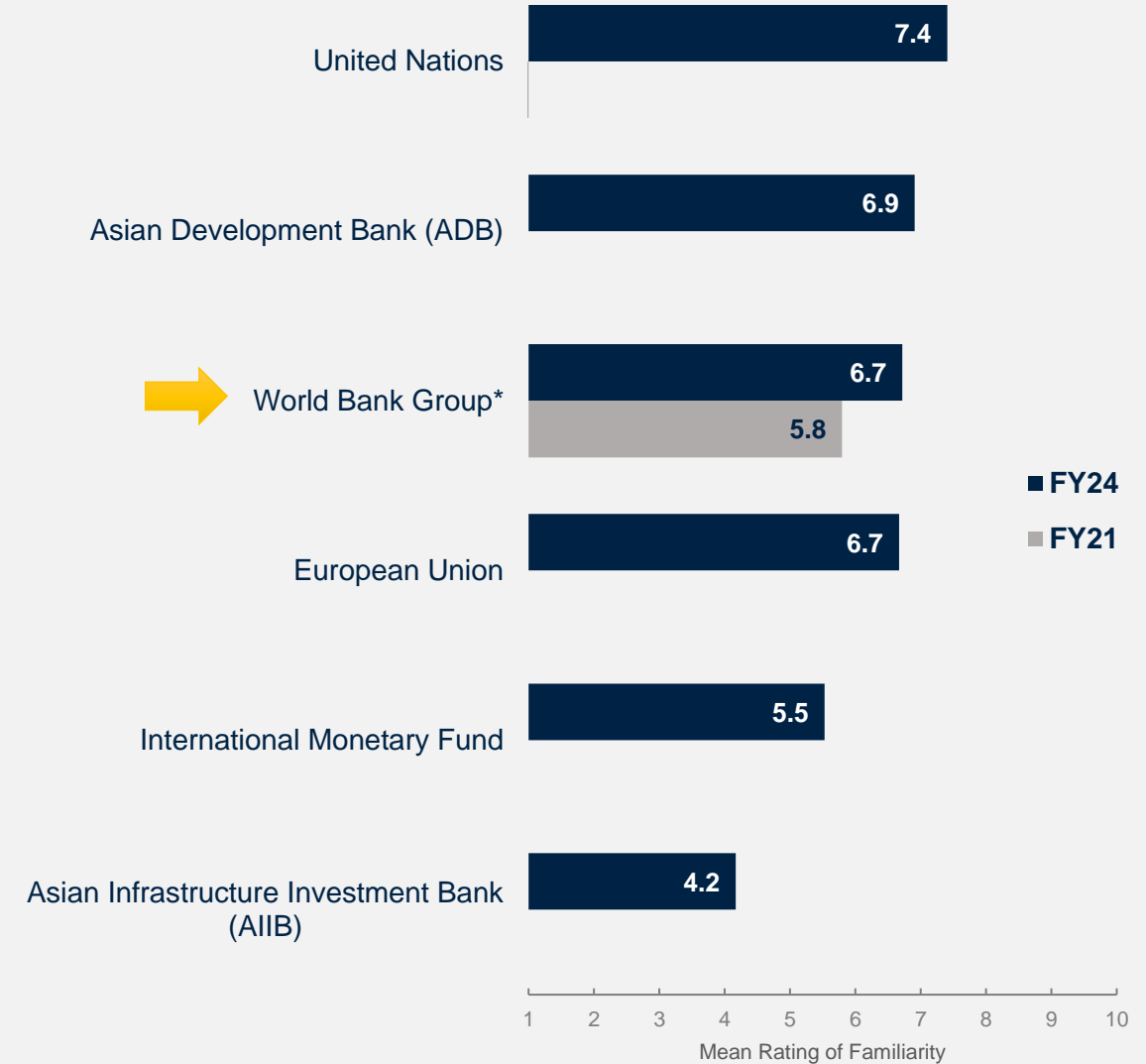
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*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Cambodia? (N=182)*

# Stakeholders Most Familiar with the UN, ADB, and WBG

- Respondents in this year's Country Survey were asked to indicate their familiarity with the work of several international organizations and the World Bank Group (WBG). Of these organizations, respondents in Cambodia indicated the highest levels of familiarity with the work of the United Nations, followed by the Asian Development Bank (ADB) and the World Bank Group. Respondents were least familiar with the work of the International Monetary Fund (IMF) and Asian Infrastructure Investment Bank (AIIB).
- Respondents' familiarity with the WBG in this year's survey was significantly higher than in FY21.



# Increased Familiarity with the World Bank Group

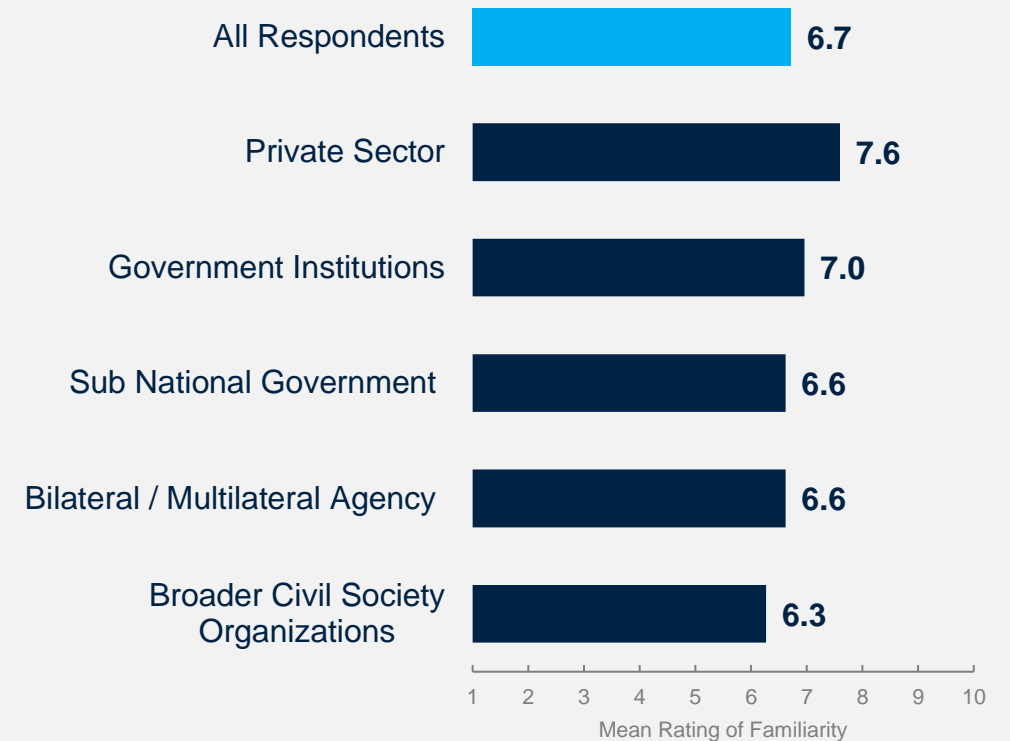
- Comparison of FY21 and FY24:** Respondents in this year's Country Survey reported significantly higher levels of familiarity with the World Bank compared to respondents in the FY21 Survey:

Mean familiarity:     **FY24 = 6.7**  
                                   **FY21 = 5.8**

- 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 = 7.9**  
                                   **Do not collaborate = 5.3**

- Stakeholders:** Respondents from the private sector indicated relatively higher familiarity with the WBG than respondents from other groups, though it is not statistically significant.



**Government Institutions** included respondents from the Office of the Prime Minister, Minister, and Government Institutions.  
**Broader Civil Society** included respondents from civil society organizations, academia/research centers, and the media.



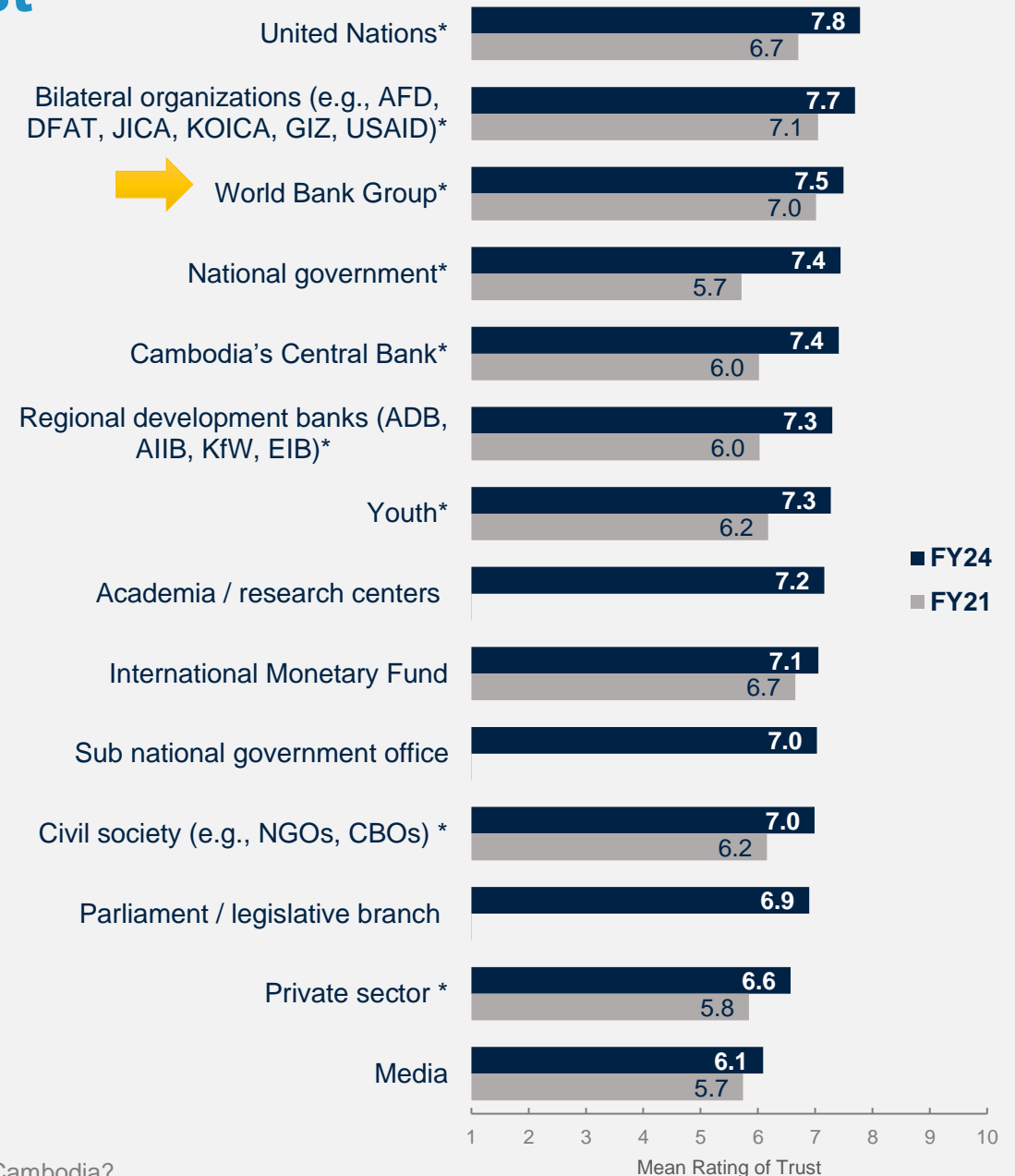


# The WBG is Among the Most Trusted Institutions in Cambodia

Respondents in Cambodia gave the highest trust ratings for **the United Nations, bilateral organizations, and the World Bank Group**. Trust ratings in many institutions were significantly higher in FY24 compared to the FY21 survey.

According to respondents this year, **the media, the private sector, and the parliament / legislative branch** were among the least trusted institutions.

- Of note, respondents from the private sector and subnational government reported significantly higher trust ratings in the WBG (mean = 8.3, 8.1, respectively) than respondents from other groups.



# *Overall Attitudes toward the World Bank Group*

*“The World Bank should consistently implement all required actions to guarantee that its operations and the projects it endorses do not result in human rights violations, including those perpetrated by its clients.”*

(Bilateral or Multilateral Agency Respondent)

*“The World Bank Group may also consider expanding the scope of the theme of its development projects, which it seeks to further develop development projects that could be of greater benefit to Cambodians who are major beneficiaries..”*

(Sub National Government Respondent Respondent)



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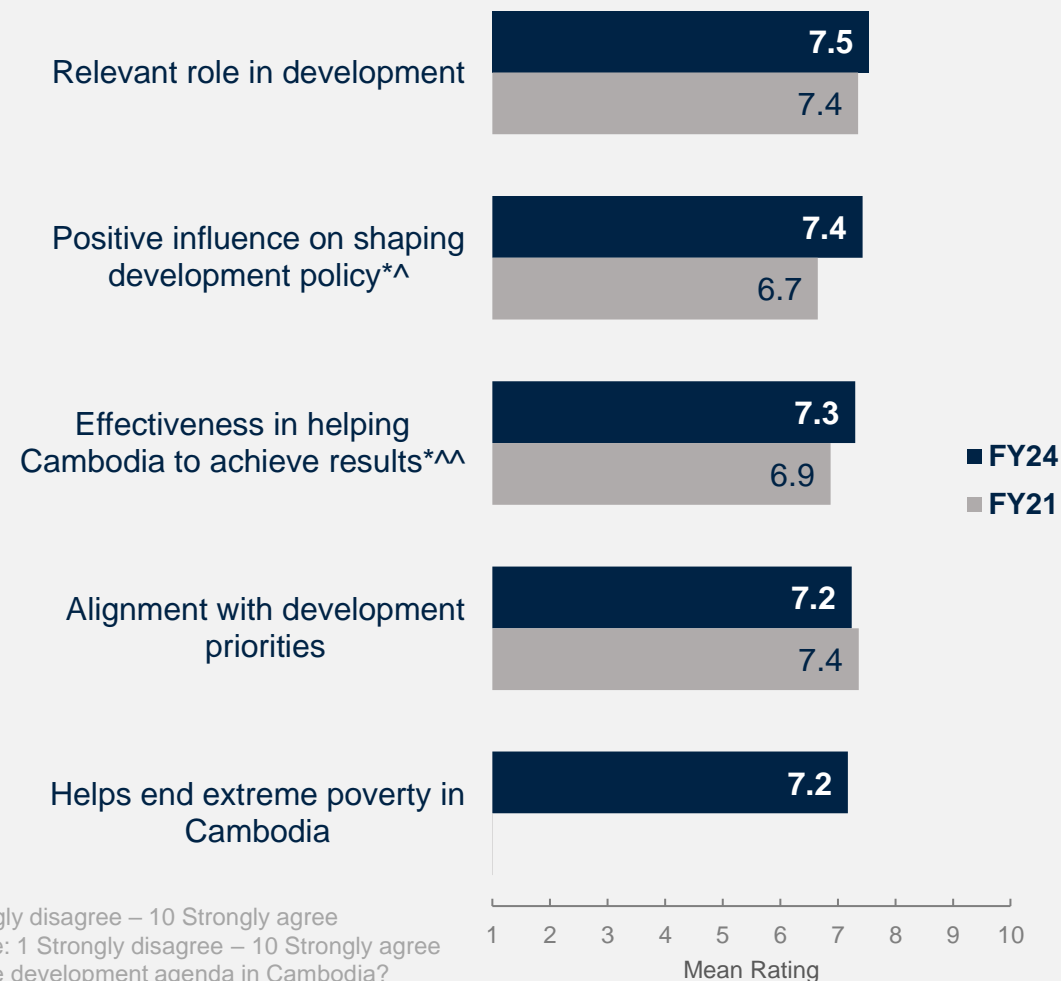


*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Cambodia? (N=182)*

# WBG's Influence and Effectiveness Significantly Improved

In FY24, respondents gave the highest ratings for the WBG's **relevance** to development in Cambodia. The ratings for WBG's positive **influence** on shaping development policy in Cambodia and its **effectiveness** in helping Cambodia achieve development results have been significantly improved compared to FY21.

Although the ratings were relatively lower, respondents still expressed modest to positive views about the World Bank Group's work **helping end extreme poverty** in Cambodia.

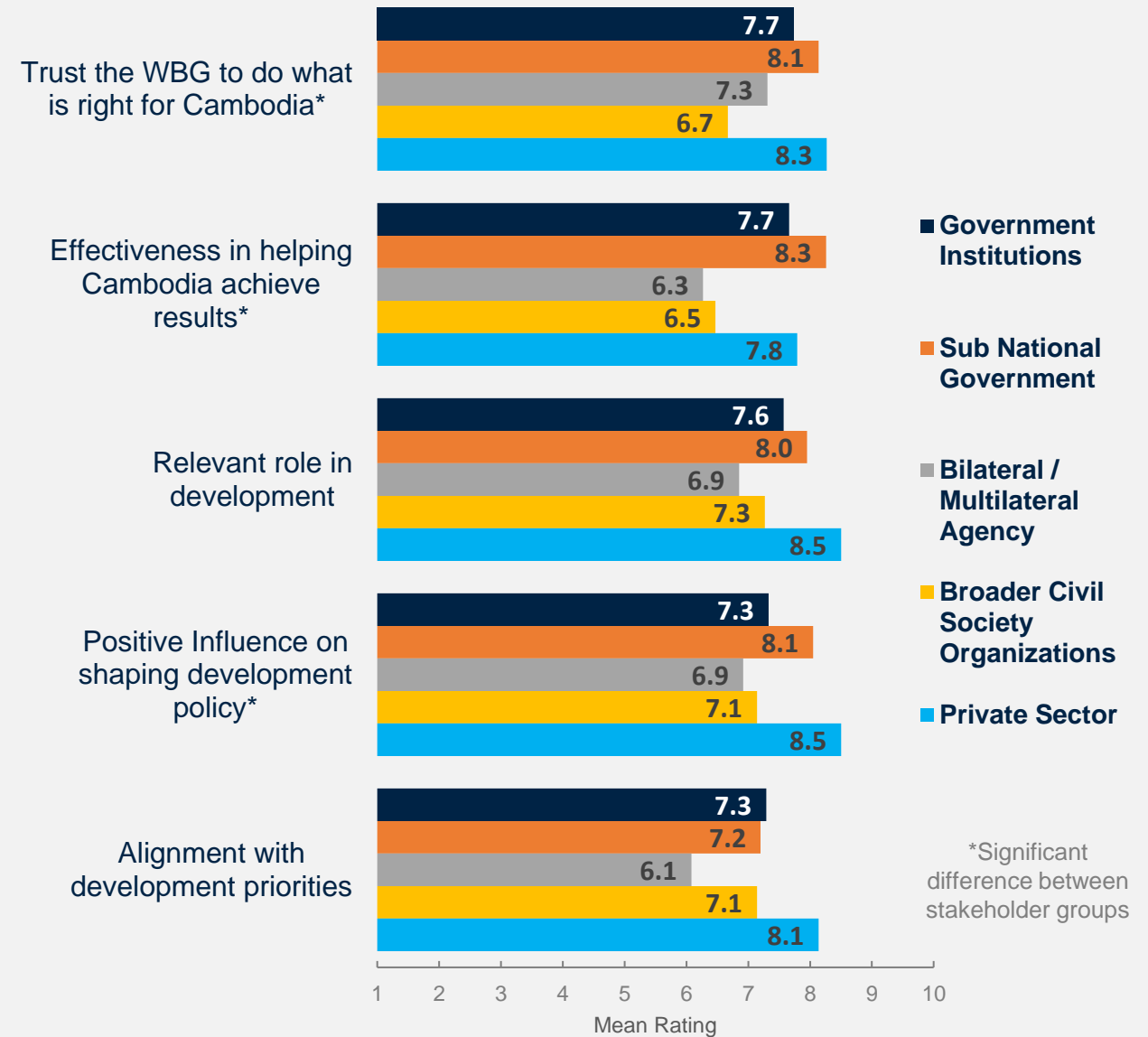


The WBG currently plays a relevant role in development in Cambodia. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG has a positive influence on shaping development policy in Cambodia. Scale: 1 Strongly disagree – 10 Strongly agree  
 ^In FY21, the question was: "To what extent does the World Bank Group influence the development agenda in Cambodia?  
 Scale: 1 To no degree at all – 10 To a very significant degree  
 How effective is the WBG in helping Cambodia achieve development results? Scale: 1 Not effective at all – 10 Very effective  
 ^^Compared to a mean score of the two questions asked in FY21: "Overall, please rate your impression of the WBG's effectiveness in Cambodia. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG's work help to achieve development results in Cambodia? Scale: 1 To no degree at all – 10 To a very significant degree  
 The WBG's work is aligned with what I consider the development priorities for Cambodia. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG's work helps end extreme poverty in Cambodia. Scale: 1 Strongly disagree – 10 Strongly agree

\*Significant difference between years

# Stakeholders from the Private Sector Have More Positive Perceptions of WBG

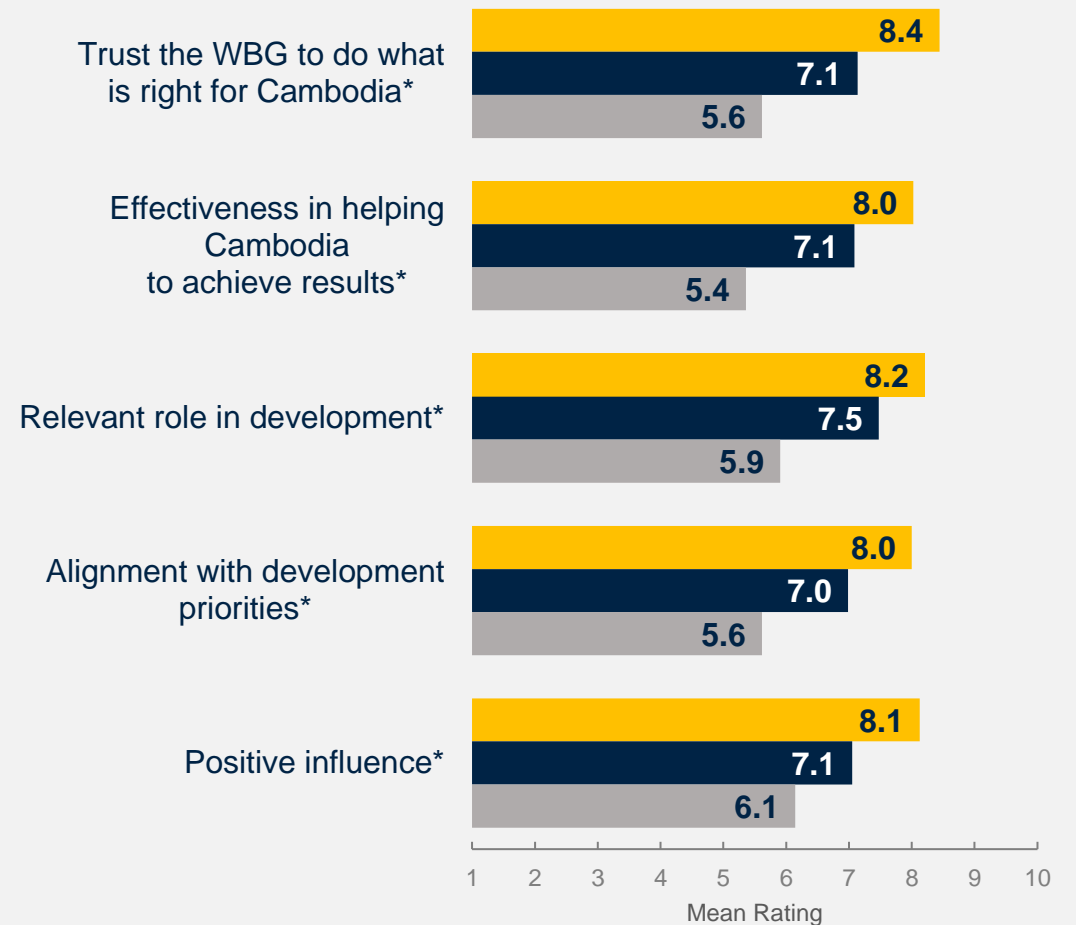
Comparisons of key performance indicators ratings between stakeholder groups show that respondents from **the private sector** gave higher ratings across all KPIs. In contrast, respondents from **bilateral/multilateral agencies** and **broader civil society organizations** had lower ratings. This difference was significant in trust, effectiveness, and influence ratings.



# Familiarity Leads to More Positive Perceptions

Comparing key performance indicators ratings 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 perceptions they have of the WBG and its work.

**Meaningful engagement and outreach can continue to increase positive perceptions.**



*How familiar are you with the work of the WBG in Cambodia?*

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

\*Significant difference between levels of familiarity

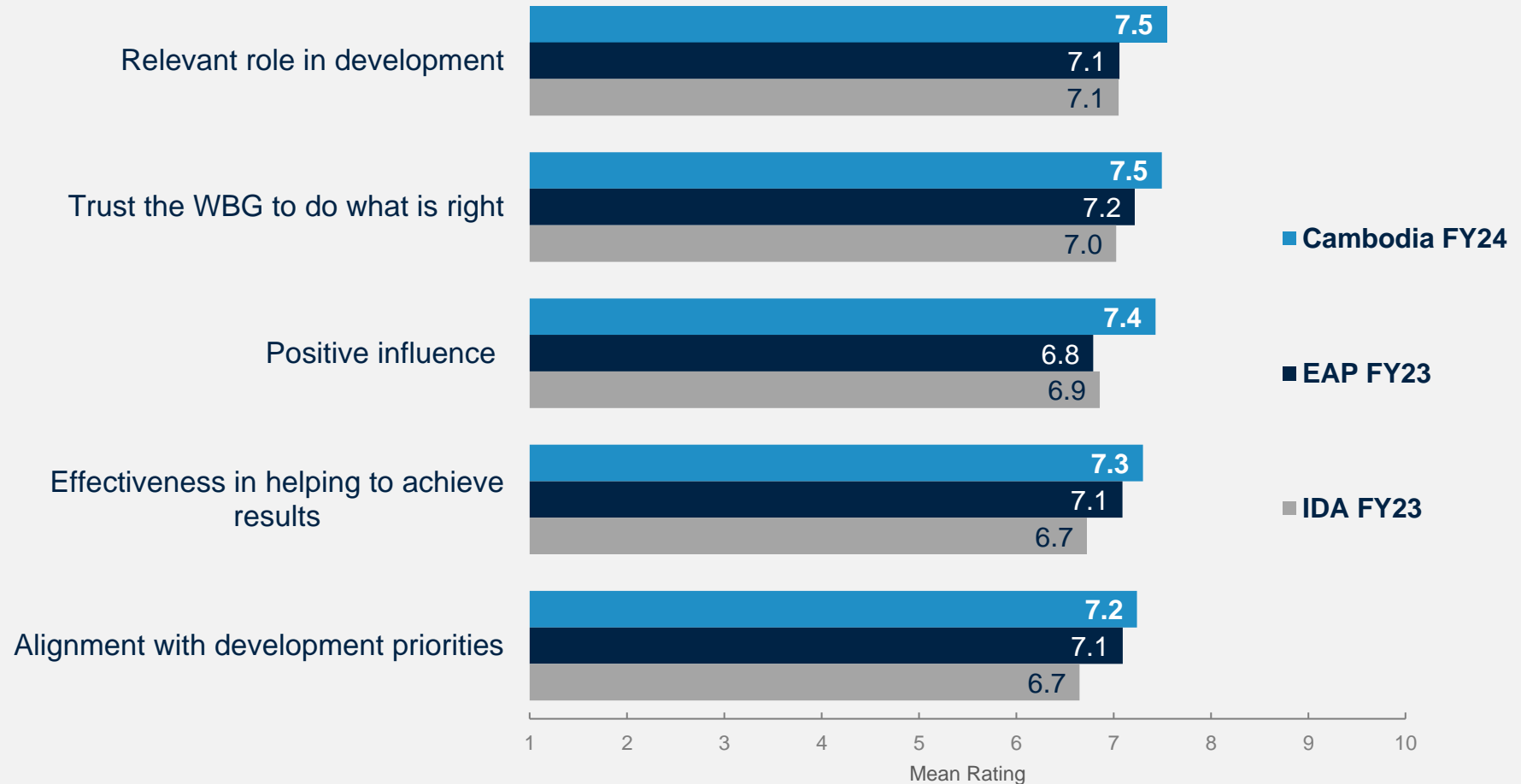


How much do you trust the WBG to do what is right for Cambodia? Scale: 1 Not at all – 10 Very much  
 How effective is the WBG in helping Cambodia achieve development results? Scale: 1 Not effective at all – 10 Very effective  
 The WBG currently plays a relevant role in Cambodia. Scale: 1 Strongly disagree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





# Cambodia's Key Performance Indicators are Higher than those of East Asia and Pacific countries and IDA Countries Surveyed in FY23

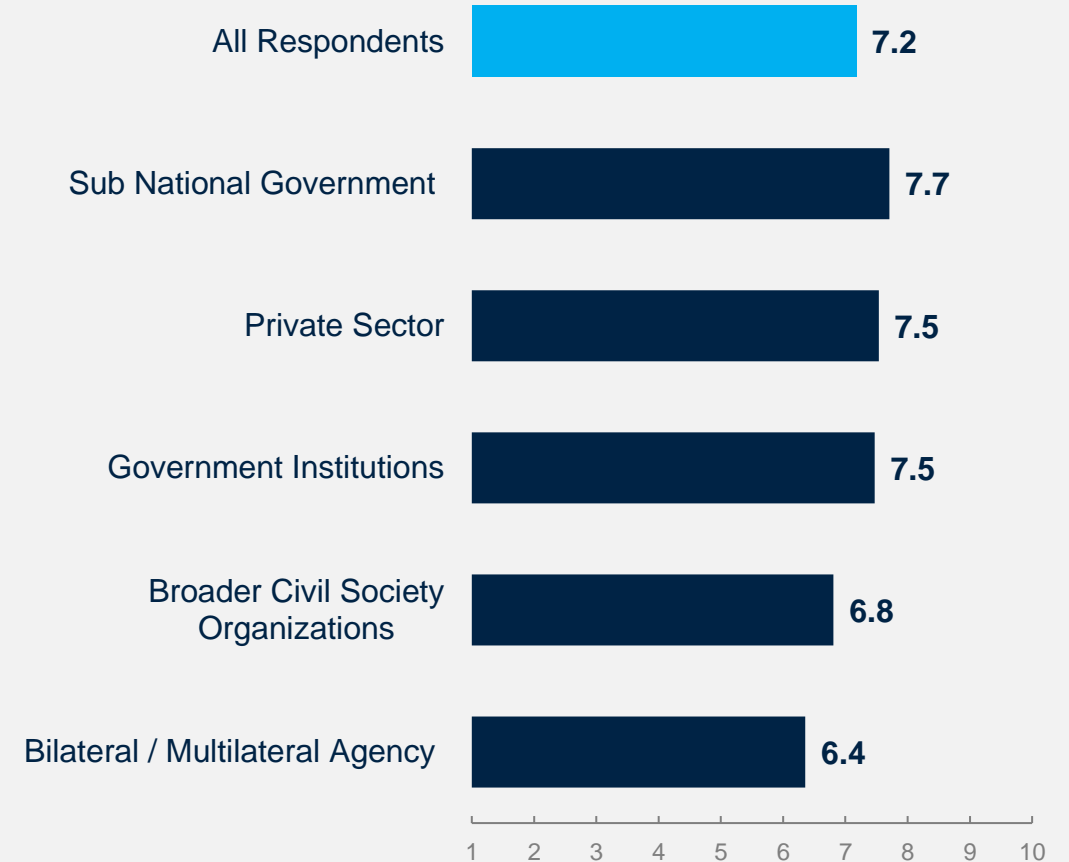


# Aggregated Performance Indicators

Respondents from subnational governments had the highest mean rating across the aggregated responses to the nineteen COS indicator questions, whereas respondents from bilateral/multilateral agencies had significantly lower ratings.

- **Collaboration with the WBG:** Respondents who indicated that they collaborated with the WBG reported significantly higher ratings across the aggregated indicator questions than respondents who did not collaborate with the WBG.

Mean rating:      **Collaborate with WBG = 7.6**  
                         **Do not collaborate = 6.6**



Mean Rating of Aggregated Indicator Questions

\*Significant difference between stakeholder groups



# ***World Bank Group's Support for Development Areas***

*“The Royal Government's priority policies should be considered when preparing the World Bank project for Cambodia.”*

(Sub National Government Respondent)

*“Provide funding to civil society to work on land and natural resource management, climate change, and good governance.”*

(Civil Society Organization Respondent)



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*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Cambodia? (N=182)*

# Development Areas for WBG Focus

In FY24, **education**, **jobs**, and **agriculture/food security** were the top areas where stakeholders would like the WBG to focus its resources.

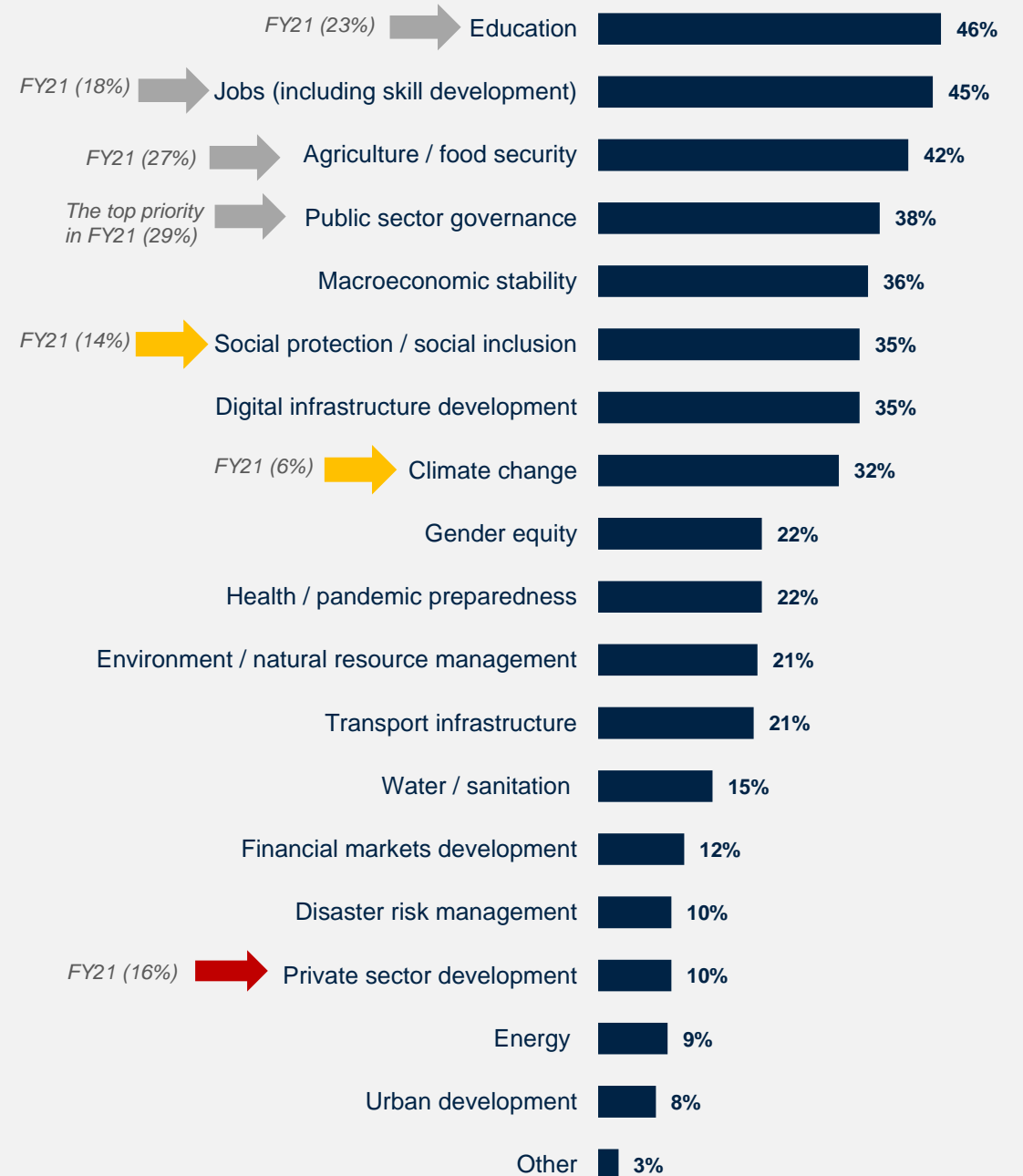
While the top areas were similar to the FY21 findings, **climate change** and **social protection / social inclusion** were of much greater priority in FY24. The perceived importance of WBG focusing its resources on private sector development has decreased compared to FY21.

Of note, **macroeconomic stability** was a much higher priority to respondents from the private sector (67%), and **digital infrastructure development** was of a higher priority to respondents from the sub-national government (50%).

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

*“Invest more in human capital and help to strengthen transparency in public administration.”*

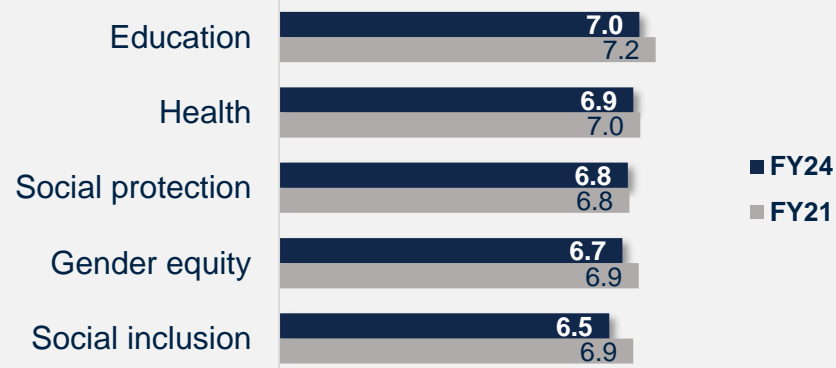
(Media Respondent)



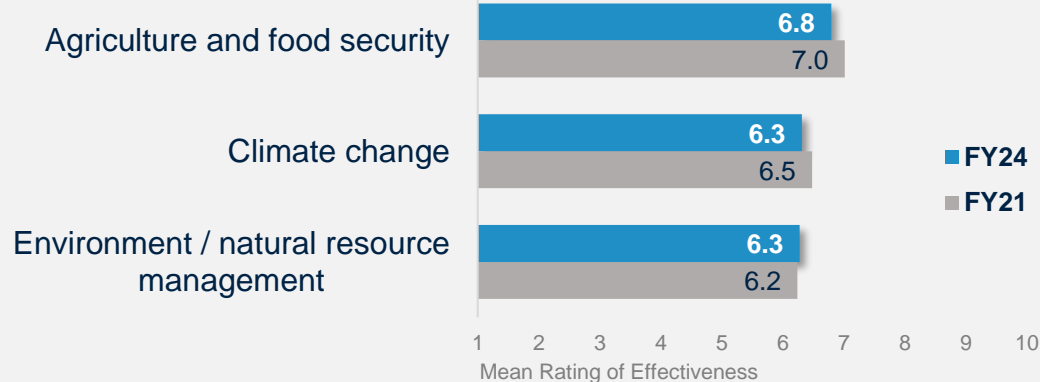
# Effectiveness of WBG's Sectoral Support

The WBG's work on **education, water supply and sanitation infrastructure** received the highest effectiveness ratings. Of note, respondents from the subnational government had higher mean ratings in most areas compared to respondents from other groups.

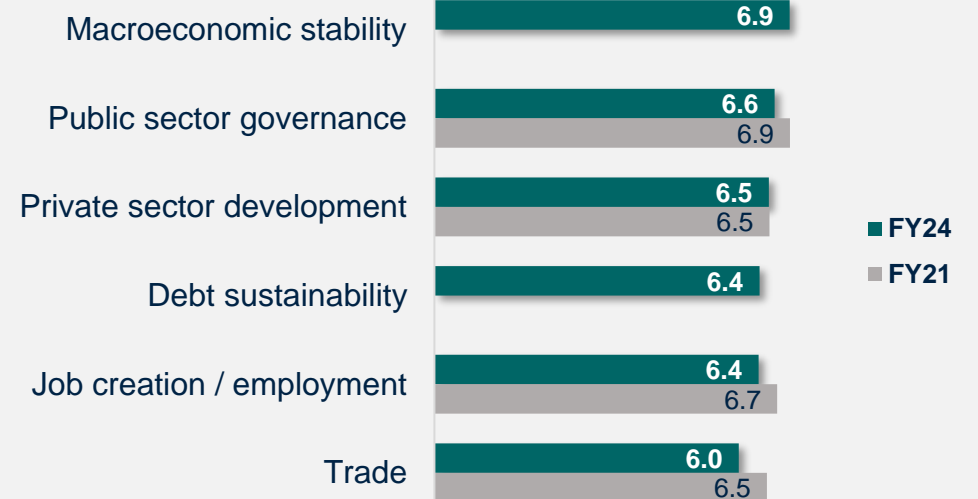
## Human Development



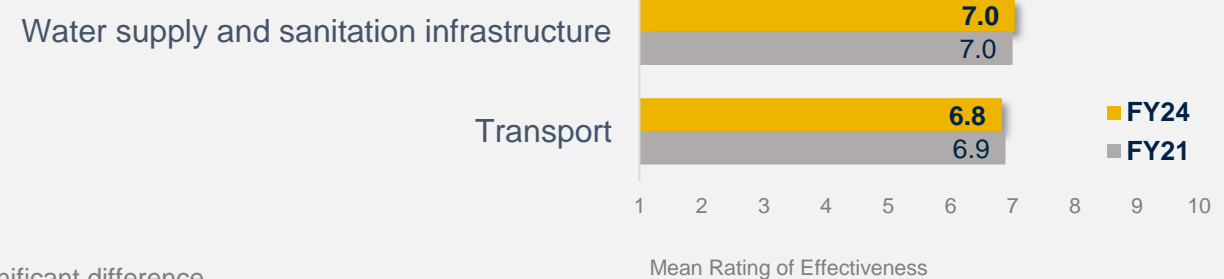
## Environmental Sustainability



## 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 Cambodia? 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.")  
 ^ compared with "Information and communications technology" in FY21



# *World Bank Group's Engagement on the Ground in Cambodia*

*“The project's preparation must be based on the Royal Government's policy/strategy and the priority programs of the relevant ministries. Be flexible in implementing projects as needed to each sector's current state of development.”*

(Government Institution Respondent)



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*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Cambodia? (N=182)*

# The WBG is Consistently Seen as a Long-term Partner

In FY24, respondents perceived the WBG as a **long-term partner** in Cambodia. Ratings for **flexibility** have improved significantly compared to FY21; ratings for **openness**, **responsiveness to needs**, and **staff accessibility** also improved slightly, though not significantly.

Respondents from **sub-national governments** tended to be more positive compared to other respondents.

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

*“Be flexible according to the actual situation of development and livelihood of the people. Knowledge and experience are different, so it is important to maintain understanding and honesty, but to great benefit to the people who are the beneficiaries.”*

(Government Institution Respondent)



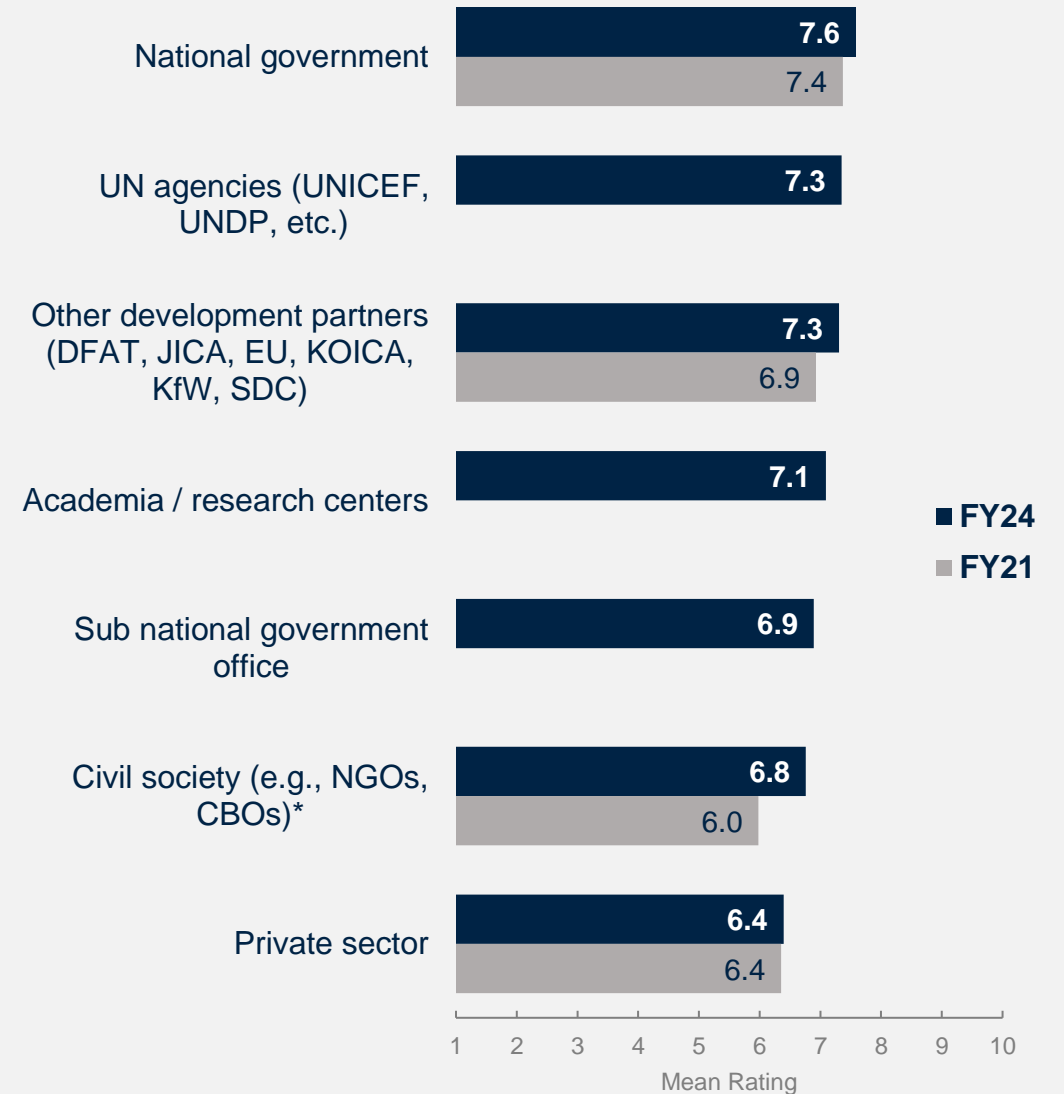
To what extent is the WBG an effective development partner in terms of the following?  
 Scale: 1 To no degree at all – 10 To a very significant degree <sup>^</sup>Compared to the mean of institutional flexibility and flexibility to changes in the country context asked in FY21.

# The WBG is seen as Effectively Collaborating with the National Government

In FY24, respondents perceived the WBG as collaborating better with the **national government, other development partners, and civil society** compared to FY21; perceptions of the WBG’s collaboration with **the private sector** remain relatively moderate.

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

*“Work more collaboratively with other development partners and play a leadership role in convening voices to engage in effective policy dialogue with the government.”*  
 (Bilateral or Multilateral Agency Respondent)



# Half of the Stakeholders Wanted the Bank to Collaborate More with the Sub National Government

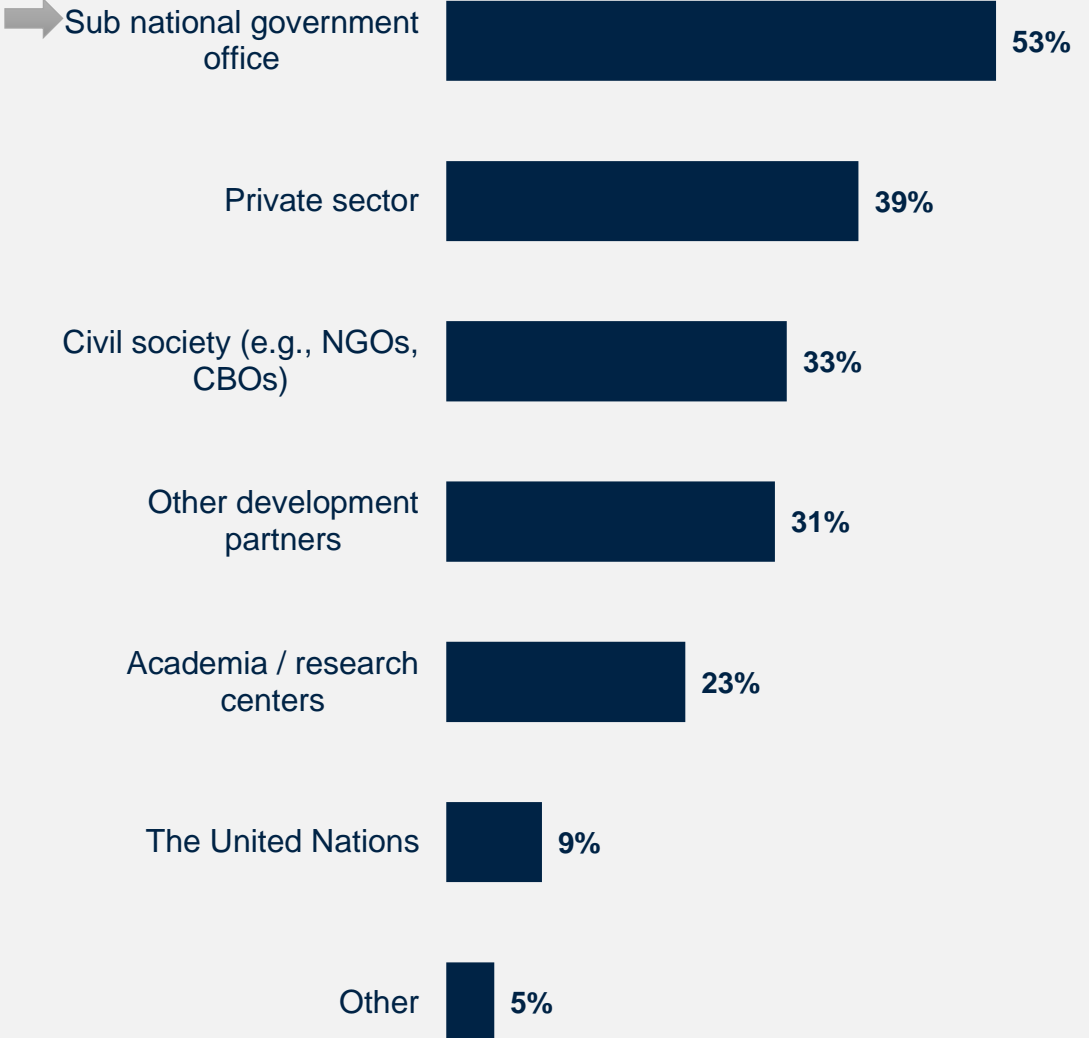
In addition to its partnership with the national government, the WBG should collaborate more with **sub national government** and **the private sector**.

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

*“More engagement with the private sectors and business communities to understand their needs so that WBG can work with the public sector to address these needs to help the private sector to thrive.*

(Private Sector Respondent)

Top for respondents from government institutions (57%)



# *World Bank Group's Financial Instruments and Knowledge Work*

*“Provide financial literacy to the general population, especially the younger generation.  
Increase environmentally friendly loans for the development of Cambodia.”*

(Government Institution Respondent)

*“WBG should publish and share updated reporting/information online, and then everyone can  
assess what documents they need to learn and cite from those documents.”*

(Civil Society Organization Respondent)



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*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Cambodia? (N=182)*



# Knowledge Products and Financial Resources are considered the Bank's Greatest Value

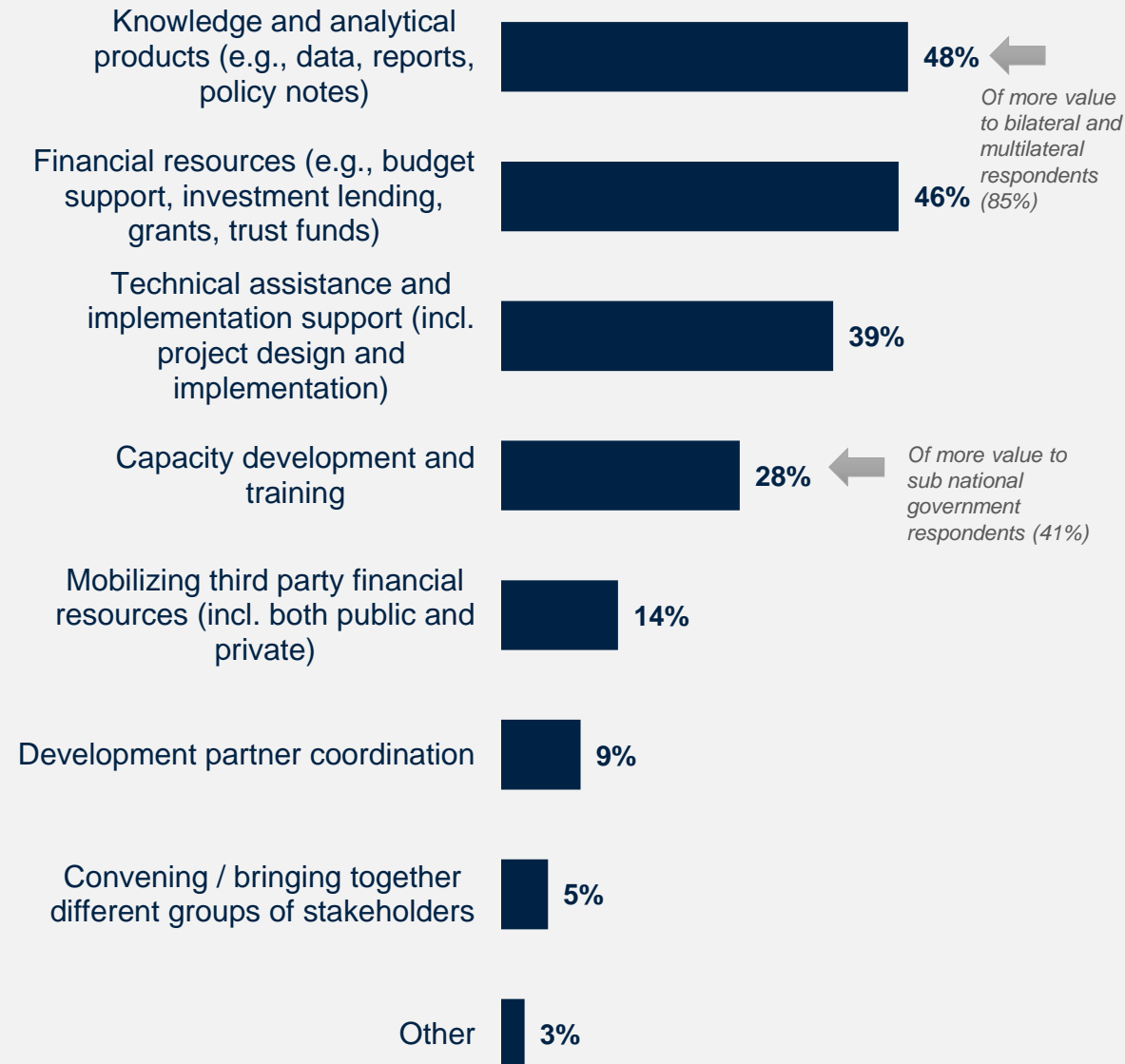
**In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Cambodia?**

*“Provide technical assistance and grant loans to support the implementation of programs and projects to ensure work efficiency.”*

(Government Institution Respondent)

*“The World Bank Group should provide additional support to the Royal Government's priority sector development process in the form of financial and non-financial assistance, such as technical assistance. The World Bank Group should also look at the possibility of mobilizing developed countries / international institutions to join in supporting Cambodia.”*

(Sub National Government Respondent)



Which WBG instruments do you VALUE the most in Cambodia? (Select up to 2)  
(Percentage of Respondents, N=148)

# WBG is Perceived as Effectively Monitoring and Evaluating Projects

Regarding the WBG’s financial instruments, respondents had the highest levels of agreement that the WBG **effectively monitors and evaluates the projects** it supports in Cambodia, and it has been significantly improved since FY21. Ratings for the **timeliness** of the financial support also significantly increased.

As in other questions, sub national government respondents tended to be more positive; the **private sector** respondents reported significantly higher ratings on the WBG’s effectiveness in monitoring and evaluating the projects it supports in Cambodia.

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

*“Please support and promote the implementation of the development of any agro-industrial project to help promote Cambodian products to increase quality and competitiveness.”*

(Government Institution Respondent)

The WBG effectively monitors and evaluates the projects it supports in Cambodia\*



The WBG insists on accountability through its lending (e.g., performance-based financing, resources tied to results)



The WBG’s Environmental and Social Framework requirements are reasonable\*



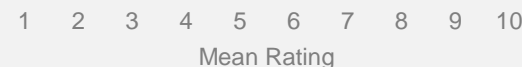
The WBG’s financial instruments (i.e., budget support, loans, grants, trust funds) meet the needs of Cambodia



The conditions of the WBG’s financing are competitive compared to markets



The WBG provides financial support in a timely manner\*



■ FY24  
■ FY21



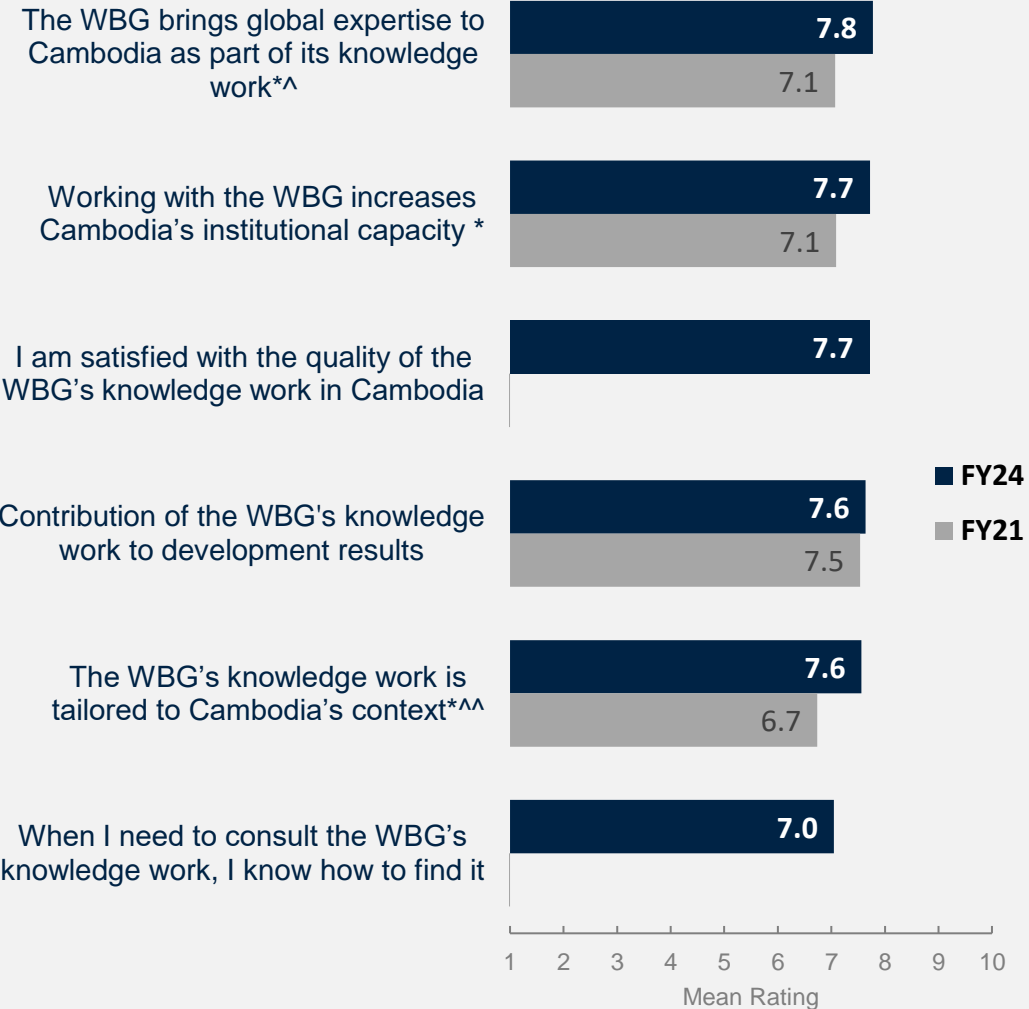
# Perceptions Regarding WBG Knowledge Work Significantly Improved

Respondents had the highest levels of agreement that the WBG **brings global expertise to Cambodia**. In addition, respondents this year had significantly higher levels of agreement that the Bank's knowledge work **increases Cambodia's institutional capacity** and is **tailored** to the country's context.

- Notably, respondents from **bilateral/multilateral agencies** were significantly less likely to report they know how to find the WBG's knowledge work when they need to consult it (mean = 6.0). Since knowledge and analytical products are the Bank's most valued activity for these stakeholders (see slide 27), **more outreach to this group regarding WBG's products and how to find them is recommended.**

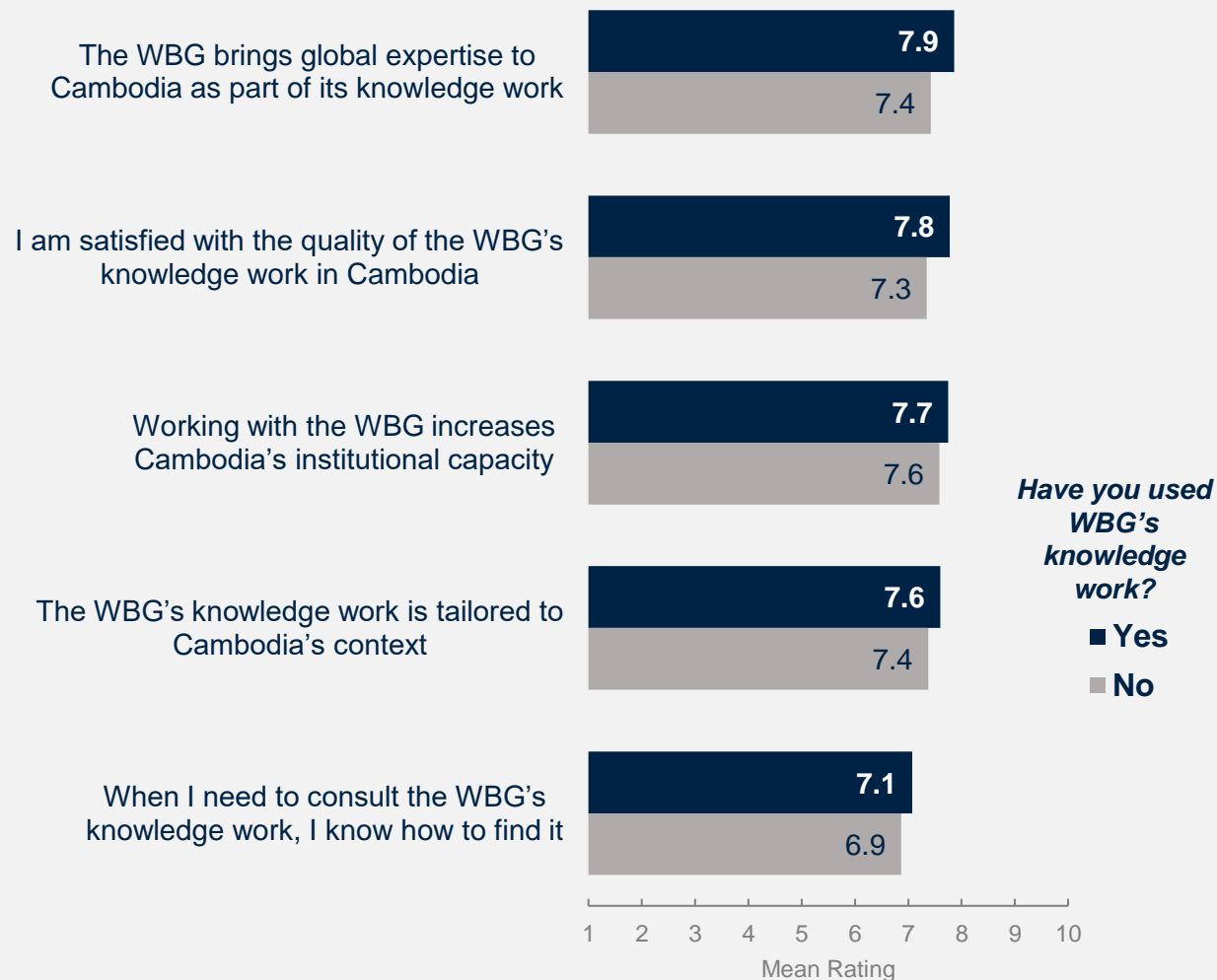
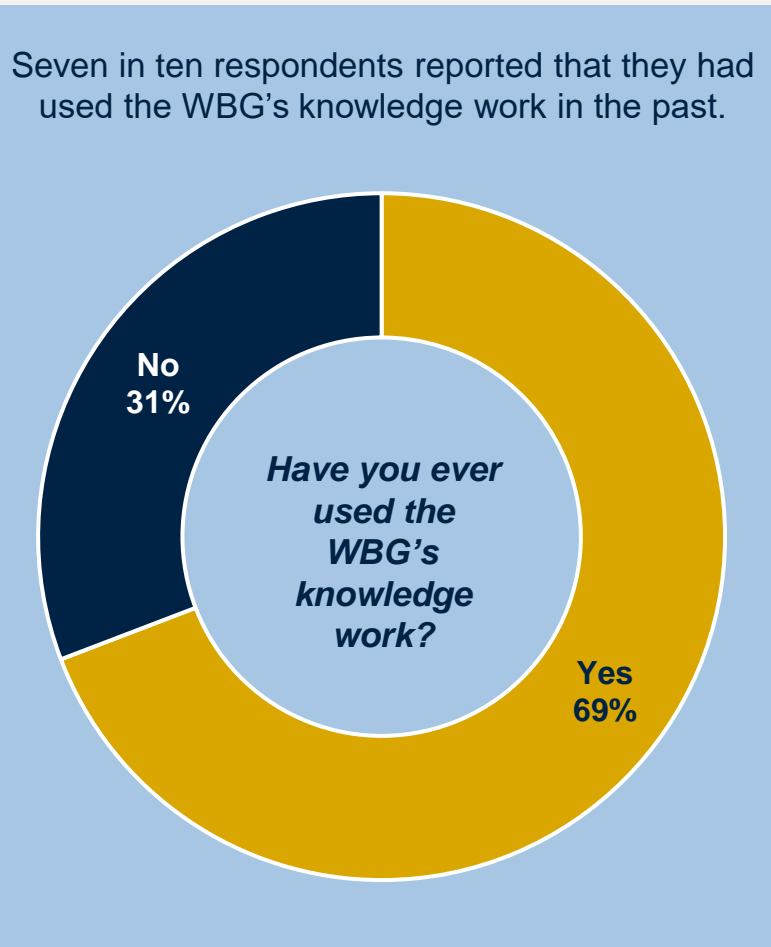
*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Cambodia?*

*"Continue to provide capacity development support for civil servants (e.g., leadership, communication skills, project planning and management skills, survey skills, data collection, data analysis, research skills, Evidence-based policy making."* (Government Institution Respondent)



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 Cambodia?  
 Scale: 1 Not significant at all – 10 Very significant ^ Compared to "Are a source of relevant information on global good practices" asked in FY21.  
 ^^Compared to "Are adaptable to Cambodia's specific development challenges and country circumstances" in FY21

# 69% of Respondents Used WBG's Knowledge Work; Those Who Did Hold Slightly More Positive Views of WBG's Knowledge Work



# ***The Future Role of the World Bank Group in Cambodia***

*“Realign with the Royal Government's Pentagonal Strategy .”*

(Respondent from the Office of the Prime Minister or Minister)

*“World Bank should expand the support on activities of sub-national government to close the poverty gap between rural and urban people.”*

(Sub National Government Respondent)



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*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Cambodia? (N=182)*



# How can the Bank increase its effectiveness? Open Ended Responses

**Communication** 6%  
 • Address low levels of awareness about WBG’s work in the population  
 • Better communication channels with stakeholders

**Results** 6%  
 • Robust M&E, consensus with local stakeholders on indicators  
 • Address corruption in WBG projects,  
 • Involve civil society for greater transparency

**Operational Effectiveness** 11%  
 • Better alignment with country needs and government plans  
 • More reliance on local experts and advisors  
 • Training of local experts to support implementation; robust M&E  
 • Less bureaucracy, optimize meetings/communication  
 • Concerns about political interference

**Financial Support** 15%  
 • More financing, particularly directly at the local level  
 • Easier loan requirements, low interest

**Focus Area** 28%  
 • Education and human development  
 • Infrastructure, including digital development  
 • Agriculture development (irrigation and water management)  
 • Public sector governance and anticorruption

**Engagement** 21%  
 • Collaborate more with local civil society for better needs assessment, generating context-specific solutions, project implementation, and M&E  
 • Work with the private sector and facilitate public-private dialogue  
 • Work more at the subnational level

**Knowledge** 16%  
 • More research and data  
 • Capacity development, particularly for implementing agencies and at the local level  
 • Capacity development for NGOs, academia, and private sector  
 • Build the capacity of local experts  
 • Provide more training and technical support



# How can the Bank increase its effectiveness? Open Ended Responses

## Focus Area

*“The World Bank should focus on setting up effective teams with the ministries and departments for the enhancement of the healthcare and education sectors - the major two segments that are dragging Cambodia down. It should focus on developing exclusive specially-tailored solutions for the enhancement of healthcare and education sectors in the country.”*  
(Media Respondent)

*“Cambodia is a young population country, so please have holistic program approaches to empower young people (social, political, and economic empowerment to young people) to ensure that young people are accepted as key development stakeholders of Cambodia country. They have adequate support from the government and all development partners.”*  
(Private Sector Respondent)

*“Urban governance and rapid city development at the sub-national level.”*  
(Bilateral or Multilateral Agency Respondent)

*“World Bank should increase more loans to help Cambodia in the development of sectors such as infrastructure and irrigation system for the agriculture sector.”*  
(Sub National Government Respondent)

## Results

*“We strongly urge the WBG to have more flexibility and strong power of negotiation with the government to design projects with the right incentive as said, “Result-based financing with a result-based incentive.”*  
(Respondent from the Office of the Prime Minister or Minister)

## Engagement

*“The projects of the development have to be fully involved and participated by the civil societies, NGOs, communities and local authorities.”*  
(Civil Society Organization Respondent)

*“WB would work closely with other development partners in Cambodia to ensure its support is not duplicated and with efficient resource management.”*  
(Government Institution Respondent)

*“WBG should have more workshops that both private and public sectors could meet and exchange and share their inputs and works. It is good to have such public-private sector more exchanges of their challenges/impacts.”*  
(Private Sector Respondent)

## Operational Effectiveness

*“Tailored programs: Less reliance on pre-packaged solutions, and more flexibility to design projects directly addressing Cambodia's unique challenges.”*  
(Private Sector Respondent)

*“Flexible to the context of Cambodia's development by easing some implementation conditions such as environmental and social protection and project implementation procedures. Respond to sectoral needs by cooperating, identifying, and evaluating the situation clearly before jointly setting out a framework for cooperation.”*  
(Government Institution Respondent)



# How can the Bank increase its effectiveness? Open Ended Responses

## Financial Support

*“Ease the difficulties in reserving funds or financing from WB.”*

(Respondent from the Office of the Prime Minister or Minister)

*“1. Ease the loan requirements. 2. No embedded political trend. 3. Provide loan in response to pre-requisite of the government”*

(Government Institution Respondent)

*“WBG can expand more financial access to Cambodia while educating in digital technology and financial sector as well as to have more engagement with the private sector, which is the key engine of the country's economic growth and resilience.”*

(Private Sector Respondent)

*“With a mixed model of funding support to Government, UNs, INGOs, and Local CSOs/DPOs to pilot and scale up projects/initiatives/infrastructures to achieve Sustainable Development Goals to ensure an Inclusive society and culture.”*

(Civil Society Organization Respondent)

## Knowledge

*“Conduct research, development, and support (input, techniques, and resources) in response to the need and real case of Cambodia rather than focusing on following trends or agendas of the superpowers or donor countries.”*

(Respondent from the Office of the Prime Minister or Minister)

*“Share practical experiences and innovative work in Cambodia.”*

(Government Institution Respondent)

*“Provide technical assistance for every sector.”*

(Sub National Government Respondent)

*“Project design from WBG is considered very high quality, but the knowledge and capacity of Implementing Agency is questionable, especially on "how to do one task rightly" and "how to do one task completed...”*

(Academia Respondent)

*“I think the World Bank should support capacity building to local NGOs and local businesses on sustainable development and social responsible framework especial in the Tax Duty of the NGOs and Social Enterprises.”*

(Civil Society Organization Respondent)

## Communication

*“Dissemination of information. 95% of Cambodians do not have knowledge about what WBG does. We heard when you gave loan AID. You did a lot, but common people do not know.”*

(Respondent from the Office of a Parliamentarian)

*“Provide an authoritative and balanced voice on critical development issues.”*

(Bilateral or Multilateral Agency Respondent)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Cambodia? (N=182)

# *Communication and Outreach*

*“WBG should publish and share updated reporting/information online, and then everyone can assess what documents they need to learn and cite from those documents.*

*(Civil Society Organization Respondent)*



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*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Cambodia? (N=182)*



# WBG Events and Direct Contact were Most Preferred for Receiving WBG Communication

Half of the respondents preferred receiving the Bank's communications at the WBG **events** (in person or online) and through **direct contact with staff**. Respondents from sub national government significantly preferred **direct messaging** more than the other respondents.

## Top Preferred WBG Channel

	All Respondents	Government Institutions	Sub National Government	Bilateral / Multilateral Agency	Broader Civil Society Organizations	Private Sector
Event / conference / seminar / workshop (in person or online)	52.7%	45.6%	57.1%	66.7%	53.1%	57.1%
Direct contact with staff*	48.5%	52.9%	23.8%	50.0%	59.2%	28.6%
Direct messaging*	40.2%	48.5%	61.9%	25.0%	28.6%	28.6%
e-Newsletters	26.0%	27.9%	9.5%	33.3%	24.5%	35.7%
Social media	25.4%	22.1%	47.6%	25.0%	20.4%	35.7%
Other	1.2%	0.0%	0.0%	0.0%	2.0%	0.0%



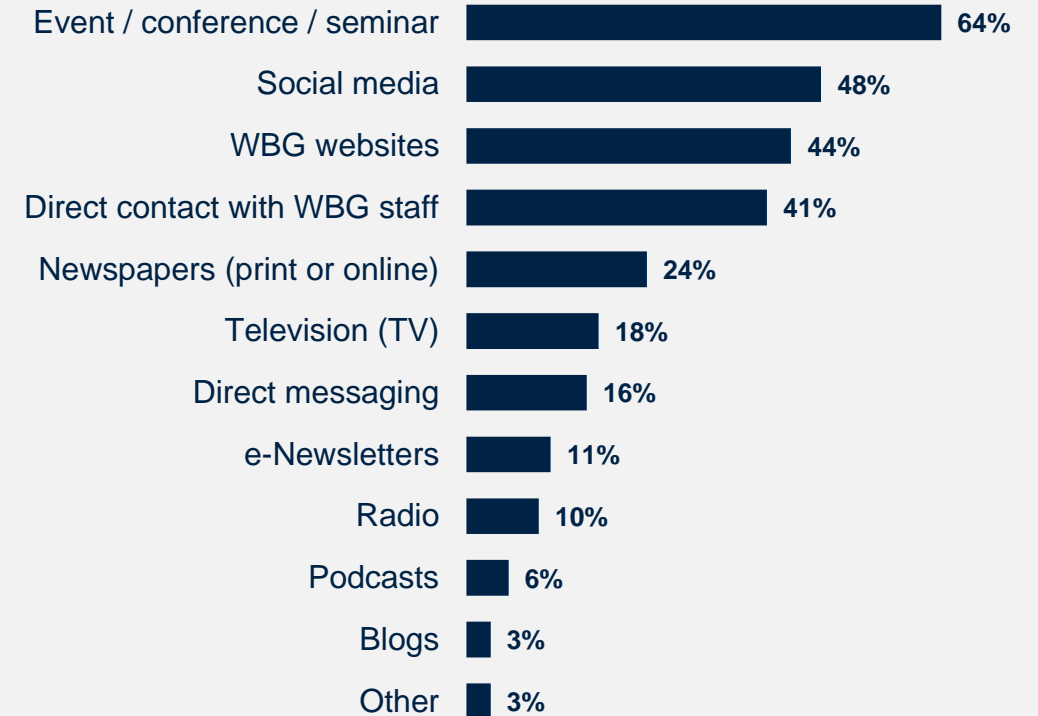
How would you prefer to receive communication from the WBG? (Select up to 2)  
(Percentage of Respondents, N=169)



# 7 in 10 of Respondents Recalled Seeing or Hearing Information About the WBG, Most Often Through the WBG's Events or on Social Media

**73%** of respondents recalled seeing or hearing something about the WBG recently. Respondents who collaborated with the WBG were significantly more likely to recall something (90%), whereas respondents who did not collaborate were less likely to do so (51%).

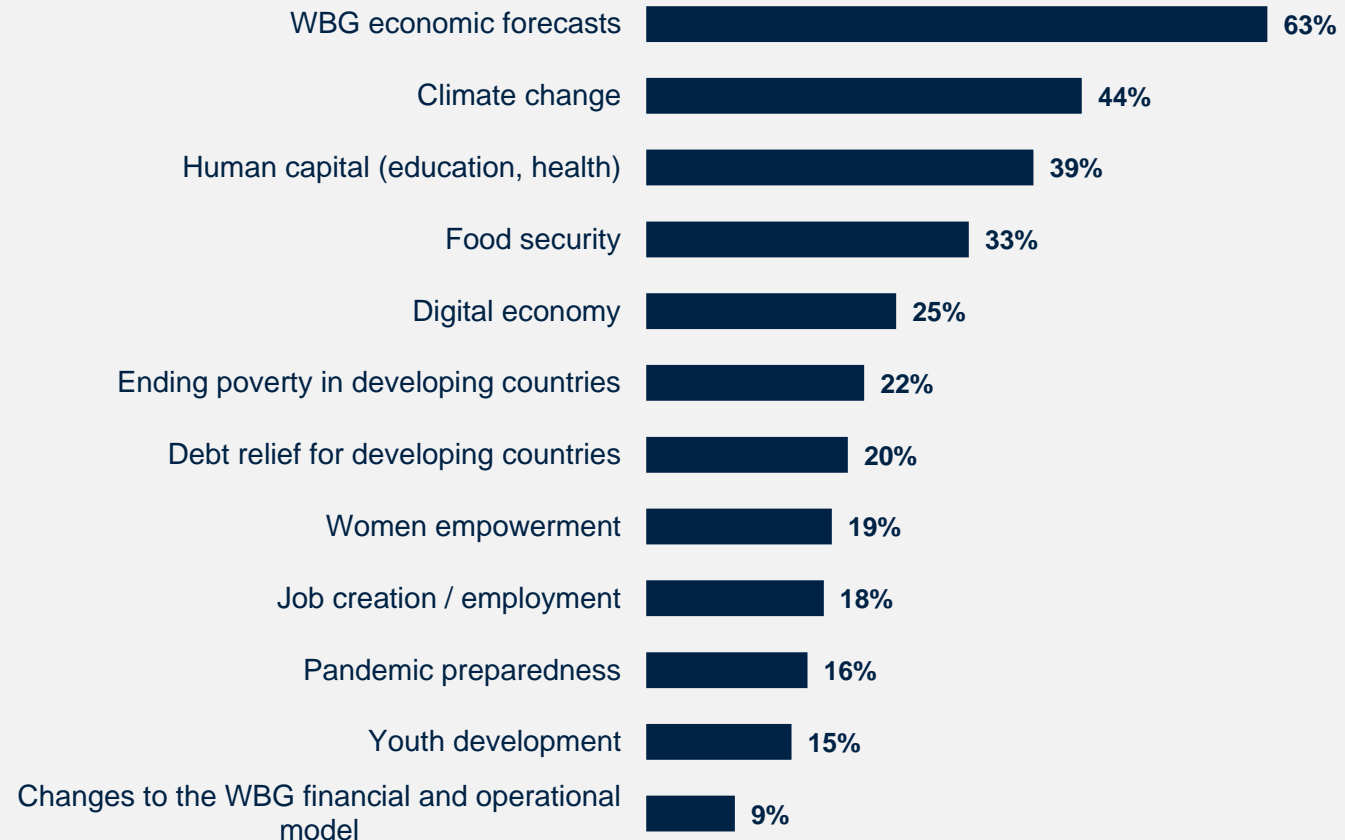
Respondents most often reported seeing that information through the WBG's events / conferences / seminars, as well as on **social media**.



# WBG Economic Forecasts was the Most Commonly Recalled Topic

Respondents most frequently recalled **WBG economic forecasts**. They also frequently recalled WBG's work or research on **climate change**, **human capital**, and **food security**.

## WBG's work to or research on...

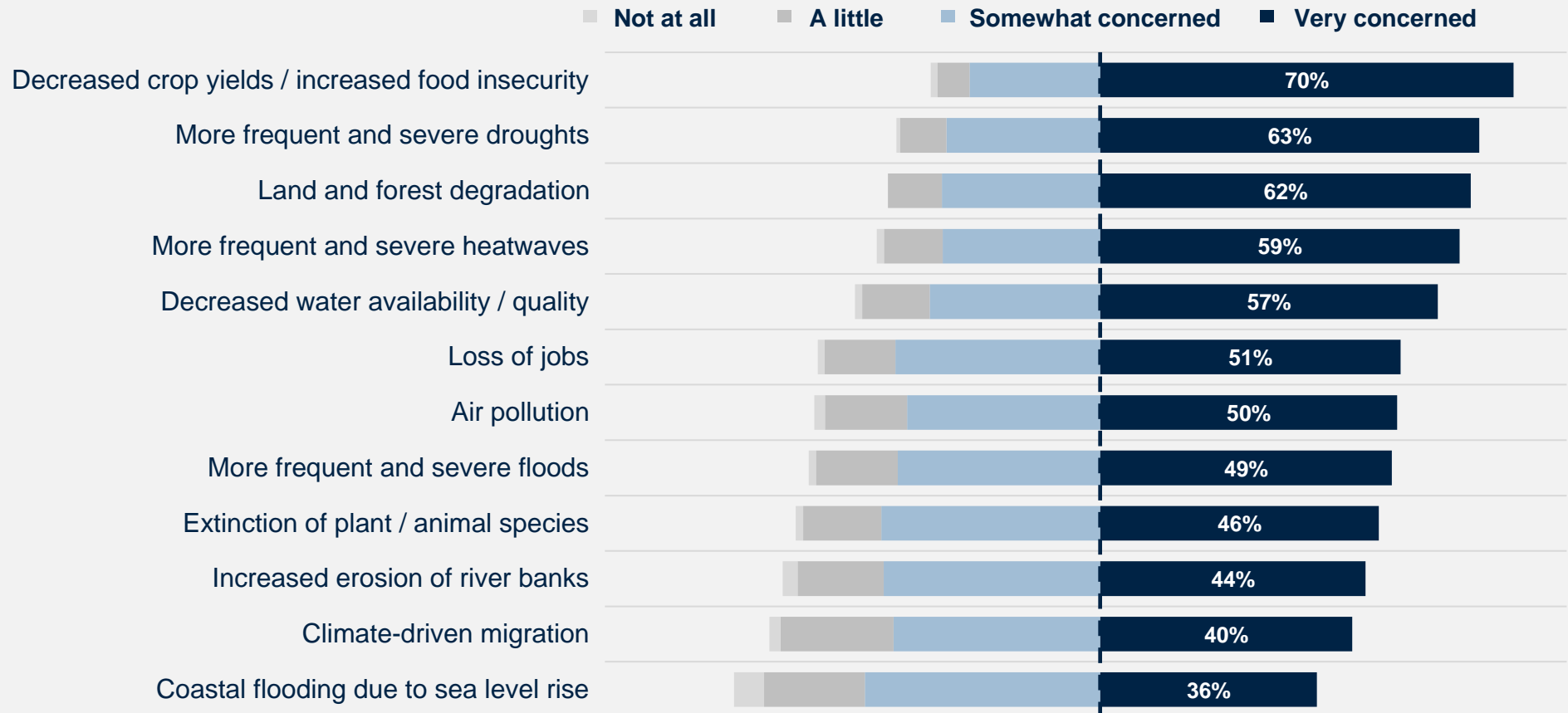


What topics were included in what you saw or heard about WBG's work or research? (Select ALL that apply)  
(Percentage of Respondents, N=122)



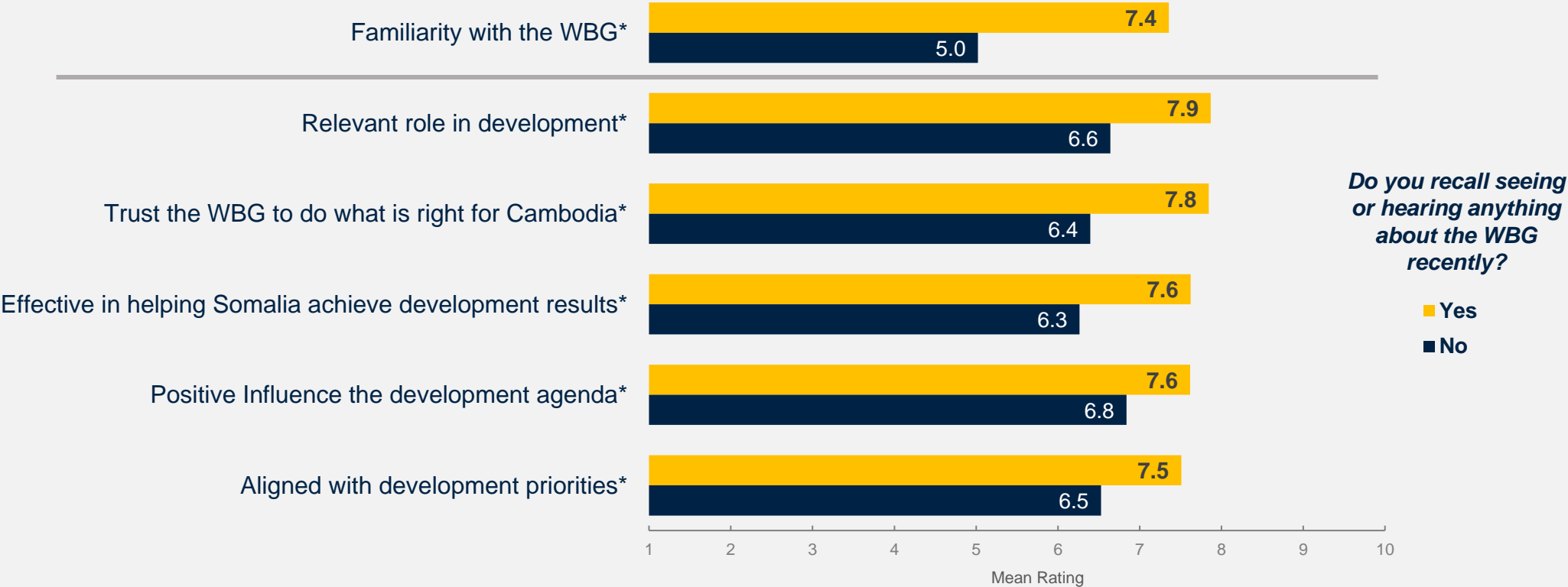
# Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Food Insecurity and More Frequent and Severe Droughts

Two-thirds of respondents were very concerned about **decreased crop yields / increased food insecurity**, and **more frequent and severe droughts** as potential impacts of climate change in Cambodia. **Unsafe drinking water** and **more frequent / severe floods** were also of great concern to respondents. 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 Cambodia? (Percentage of Respondents, N=~165)

# Message Recall is Associated with Higher Familiarity and More Positive Perceptions of the WBG and its Work



**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.**

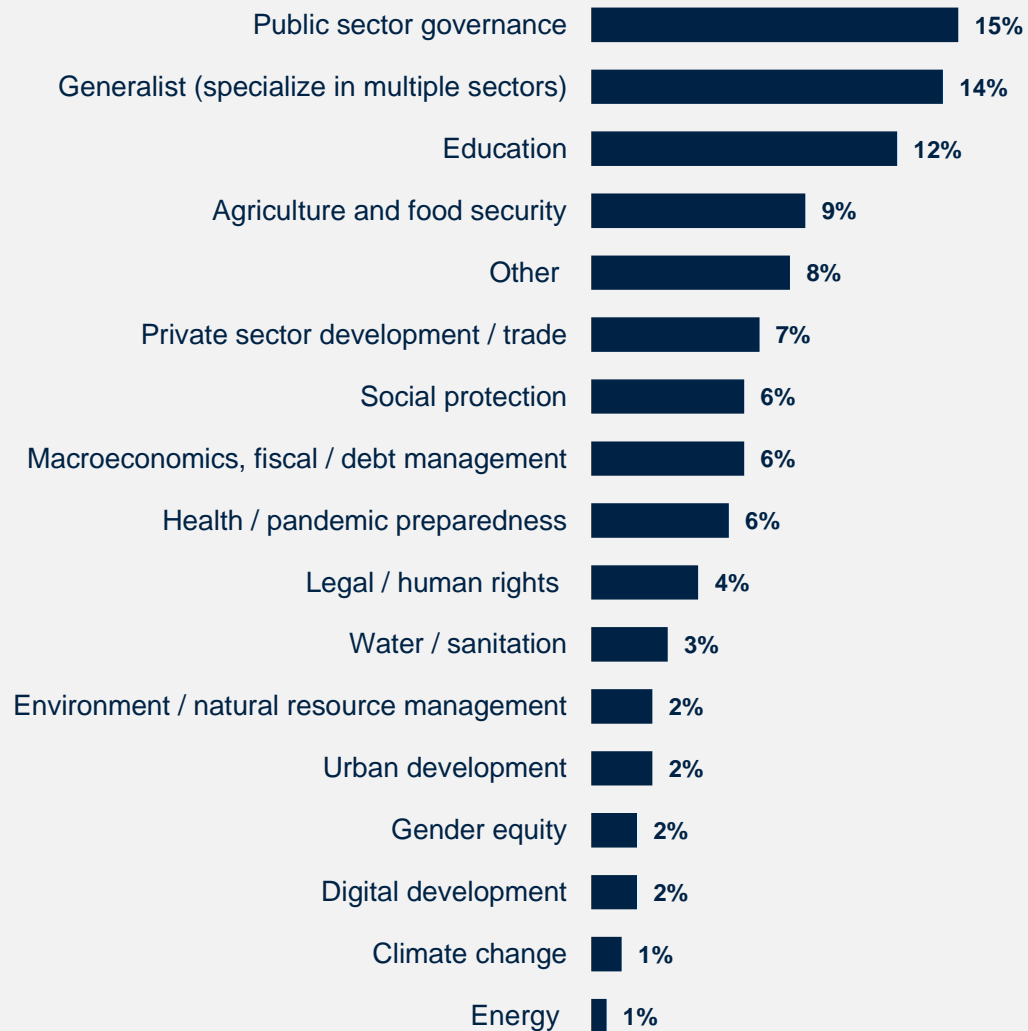
# ***Sample Demographics and Detailed Methodology***





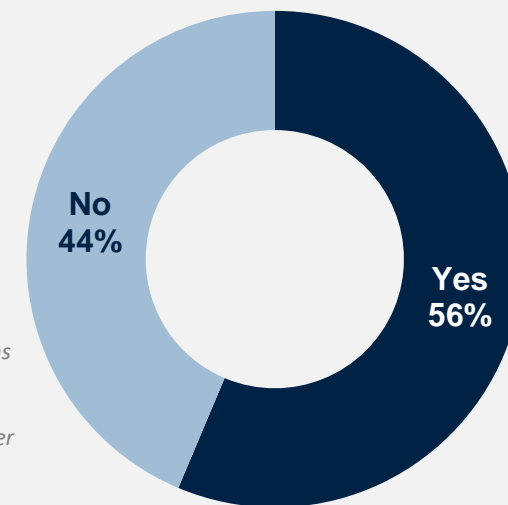
# Sample Demographics

## What is the primary specialization of your work? (N=163)

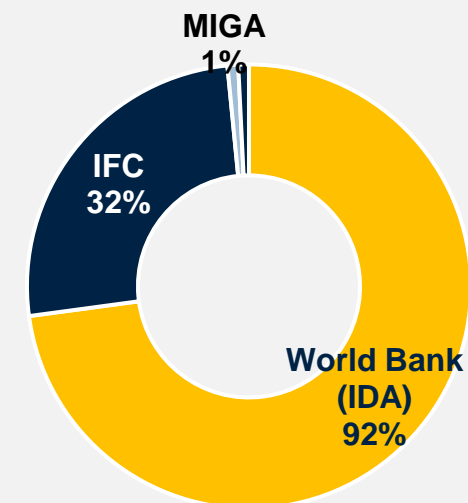


## Do you collaborate/work with the World Bank Group (WBG) in Cambodia? (N=181)

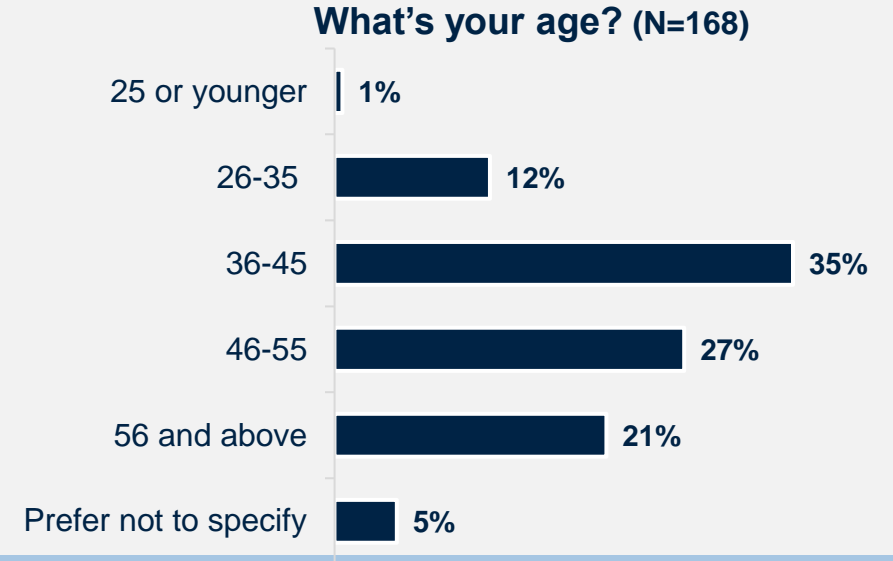
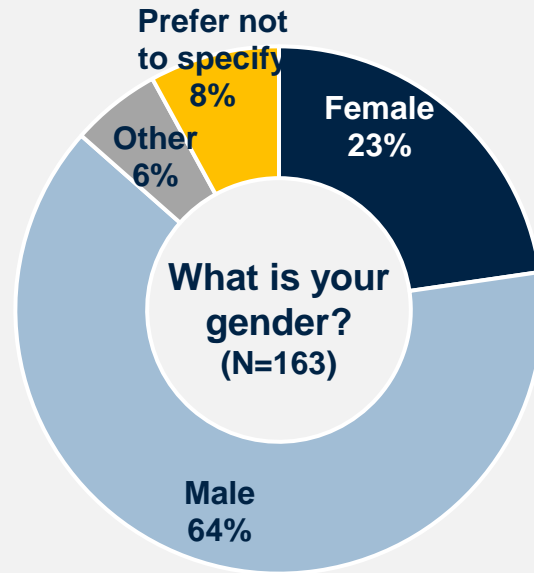
Respondents from government institutions were significantly more likely to indicate that they collaborate with the WBG (72%) compared to respondents from other stakeholder groups.



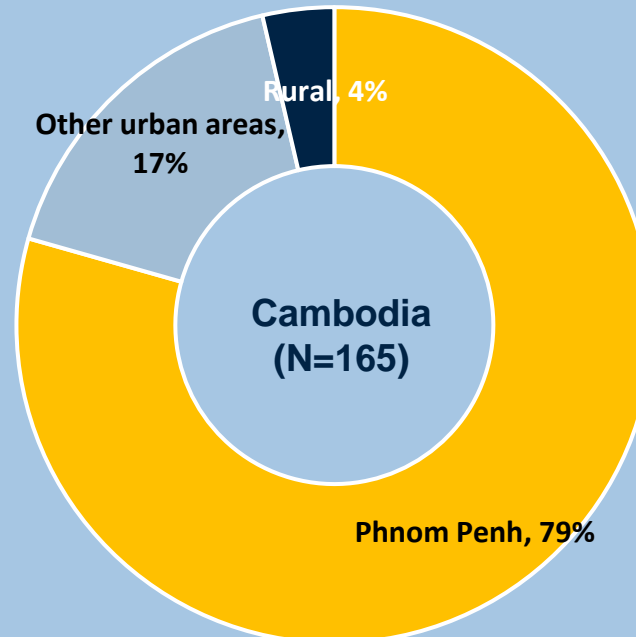
## Which of the following WBG agencies do you collaborate/work with in Cambodia? (N=102)



# Sample Demographics (continued)



**Which best represents your geographic location?**



# Detailed Methodology

From **February 2024 to April 2024**, a total of 410 stakeholders in Cambodia and Somaliland 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 fielding agency. Participants were drawn from the Office of the President, Prime Minister, Minister, and Parliament, government institutions, local governments, bilateral and multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **185 participated in the survey (45% response rate)**. Respondents completed the questionnaire on paper or via an online platform.

**This year’s survey results were compared to the FY21 Survey, which had a response rate of 44% (N=147).**

Comparing responses across Country Surveys reflects changes in attitudes over time and changes in respondent samples, methodology, and the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. This year’s survey saw much greater outreach to and/or response from civil society organizations and academia but a decrease from government principals and the private sector. These differences in stakeholder composition between the two years should be considered when interpreting the results of the past-year comparison analyses.

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 “Cambodia 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
<b>Government Principals:</b> Office of the President, Prime Minister, Minister, Parliamentarian	1%	5%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	22%	38%
<b>Local Government</b>	5%	12%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	8%	7%
<b>Civil Society Organization:</b> Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	25%	22%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	20%	8%
<b>Academia/Research Center</b>	5%	4%
<b>Media</b>	9%	3%
<b>Other</b>	4%	2%
<b>Total Number of Respondents</b>	<b>143</b>	<b>185</b>



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

# 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 Cambodia? Scale: 1 Not at all – 10 Very much

**A2.** How effective is the World Bank Group in helping Cambodia 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 Cambodia?

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 Cambodia.

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

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

**A7.** The WBG's work helps end extreme poverty in Cambodia

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 Cambodia

**C1\_2.** Access to WBG staff and experts

**C1\_3.** Flexibility when circumstances change in Cambodia

**C1\_5.** Being a long-term partner to Cambodia

To what extent is the WBG an effective development partner in Cambodia, 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\_3.** Private sector

**C2\_4.** Civil society

**C2\_5.** Other donor 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 Cambodia.

**C4\_3.** The WBG provides financial support in a timely manner.

**C6\_1.** I am satisfied with the quality of the WBG's knowledge work in Cambodia.

**C6\_4.** The WBG's knowledge work is tailored to Cambodia's context.







CountryOpinionSurveys

# Thank you

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

[countrysurveys@worldbankgroup.org](mailto:countrysurveys@worldbankgroup.org)

