



CountryOpinionSurveys

# FY 2024 Sri Lanka Country Opinion Survey Report

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# Acknowledgements

The Sri Lanka Country Opinion Survey is part of the Country 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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# Objectives

This survey was designed to assist the World Bank Group (WBG) in gaining a better understanding of how stakeholders in Sri Lanka 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 Sri Lanka'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 Sri Lanka? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What do key stakeholders value the most regarding the WBG's work in Sri Lanka? 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:** Where do stakeholders obtain information on socio-economic issues? What are the preferred communication channels? Are there differences among stakeholder groups in terms of preferred channels?
- 7. Message Recall:** What key topics does the WBG communicate that stakeholders recall?



# Methodology Overview

## ■ Fielded May 2024 – August 2024

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

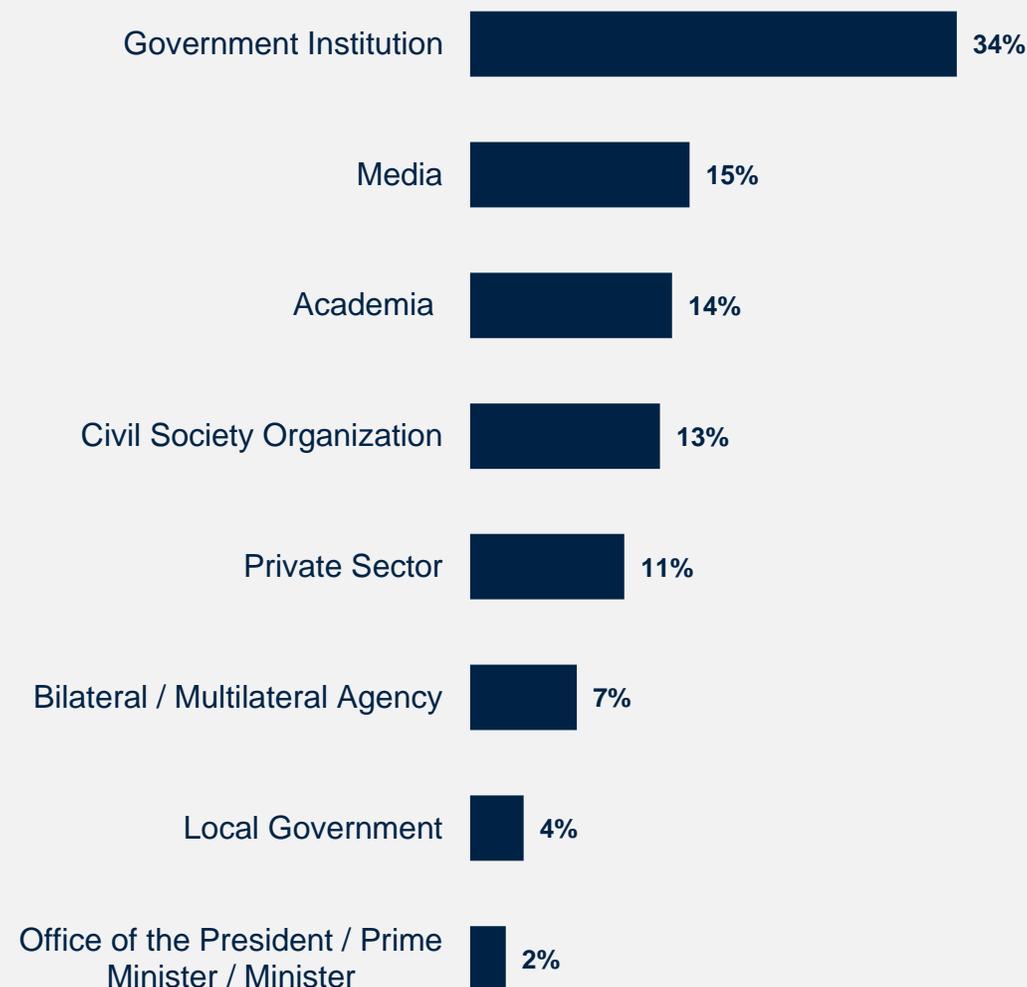
## ■ 244 participants (62% response rate)

- 76% from Western Province
- 62% currently collaborate with the WBG

## ■ Compared to FY21 Country Survey

- 253 participants (47% response rate)
- Respondents completed the questionnaire online or on paper
- 53% 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=244)

# Overall Context

*“...In this country, severe economic instability from un-anchored monetary policy started a little before the breakup of the Bretton Woods and worsened spectacularly from 1978 with the IMF's Second Amendment when the country was left without a credible anchor - the same time as Lat Am defaults started. At the time, we did not have much commercial debt and open market operations were not aggressive as now...”*

(Media Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Sri Lanka? (N=164)

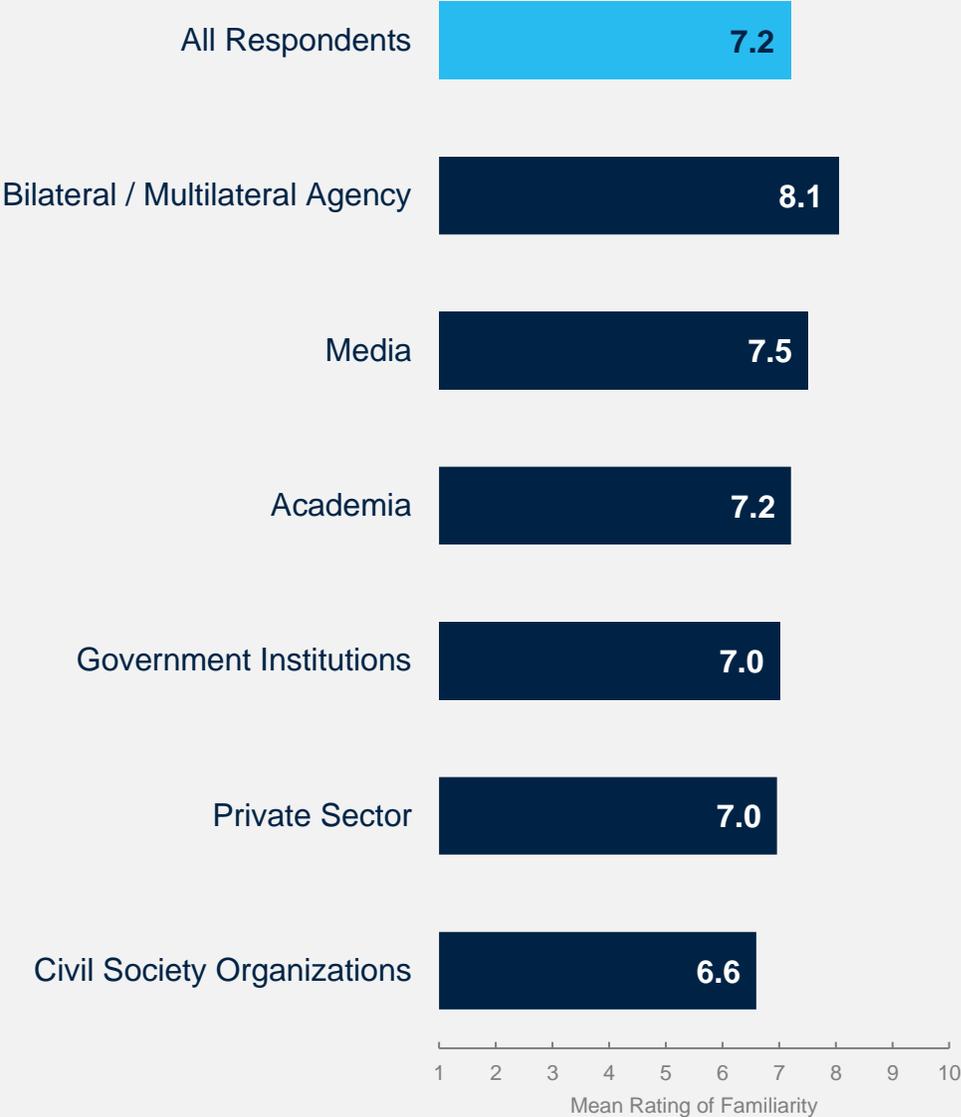
# Familiarity with The World Bank Group

- **Comparison of FY21 and FY24:** Respondents in this year’s Country Survey reported a significantly higher level of familiarity with the World Bank Group than in the FY21 Survey.

- Mean familiarity: **FY24 = 7.2**  
**FY21 = 6.5**

- **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 = 6.3**



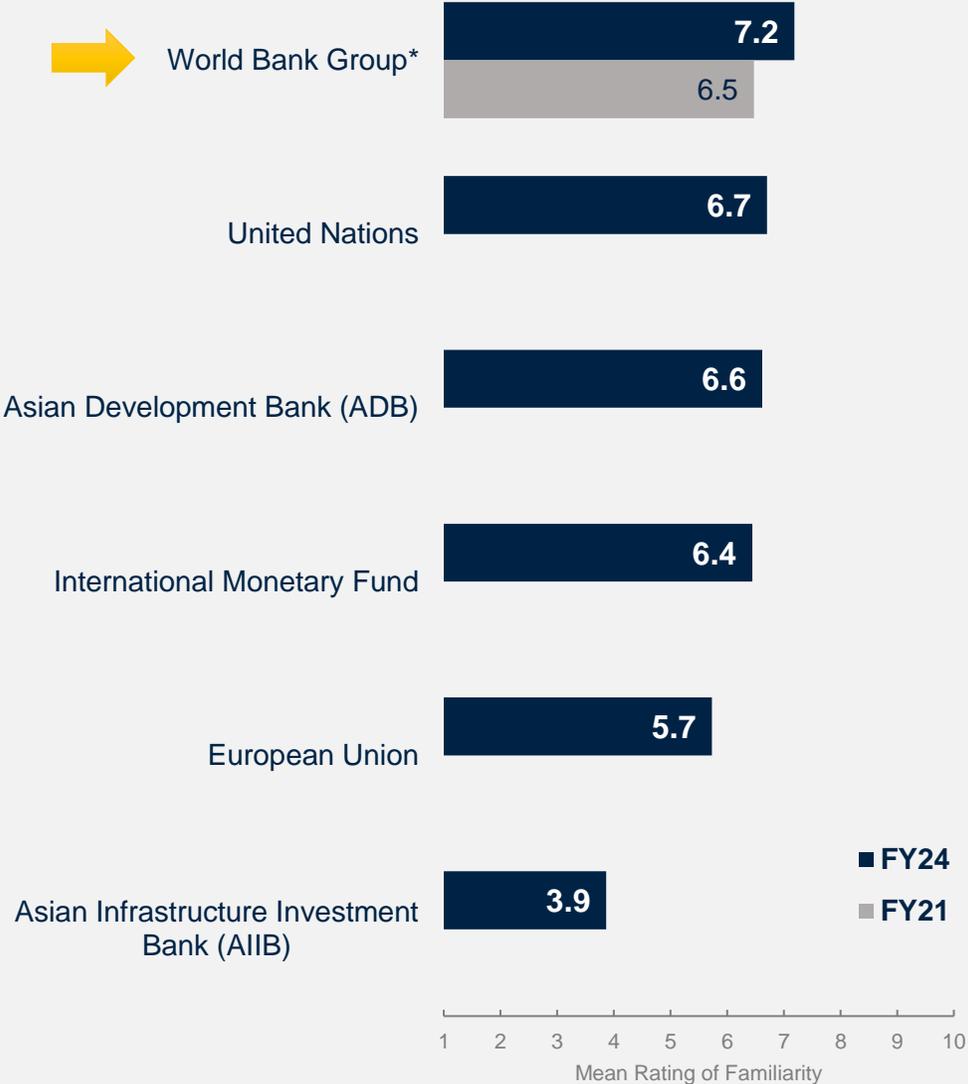
How familiar are you with the work of the World Bank Group in Sri Lanka?  
Scale: 1 Not familiar at all – 10 Very familiar

*Note: **Government Institutions** included respondents from the Office of the President / Prime Minister / Minister and from other government institutions. The sample size from local governments was insufficient for inclusion in the stakeholder analysis. There were no responses from the Office of a Parliamentarian*



# Stakeholders Most Familiar with the WBG

- Respondents in this year’s Country Survey were asked about their familiarity with the work of the WBG and several other international and intergovernmental organizations.
- Of these organizations, respondents in Sri Lanka indicated the highest levels of familiarity with the work of the WBG, followed by the United Nations (UN) and Asian Development Bank (ADB). They were least familiar with the work of the Asian Infrastructure Investment Bank (AIIB).

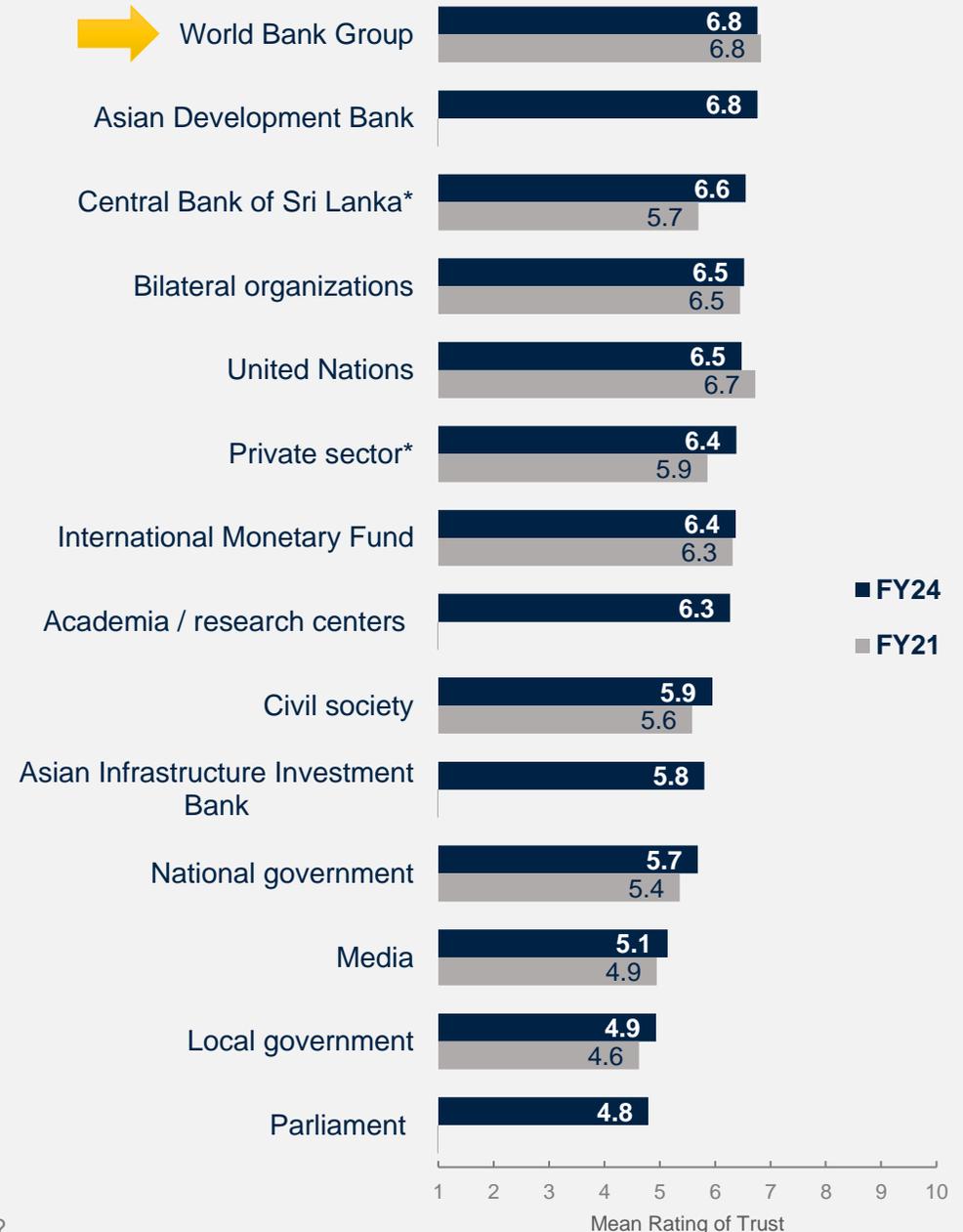


# The WBG is among the Most Trusted Institutions

Respondents in Sri Lanka rated the WBG and the Asian Development Bank as the most trustworthy institutions, followed by the Central Bank of Sri Lanka, bilateral organizations, and the UN.

Trust in many institutions, including the Central Bank of Sri Lanka and the private sector, significantly increased in FY24 compared to FY21.

Trust ratings for the government and media remain among the lowest of the institutions studied.



\*Significant difference between years 9

# *Overall Attitudes toward the World Bank Group*

*“Since Sri Lanka is a manageable size country with a manageable size of population and demographic characteristics with high natural capital but with significant degradation over the past century, Sri Lanka could be an ideal country for the World Bank to test the success of a greening economy, circularity, investing in natural capital, low carbon development pathways with the view of achieving significant economic growth while preserving and further progressing social indicators also preserving ecosystem services used to be abundant in this country but now fast degrading. This exercise could be a global pilot showing humanity the way forward with trail-blazing results.”*

(Government Principal Respondent)



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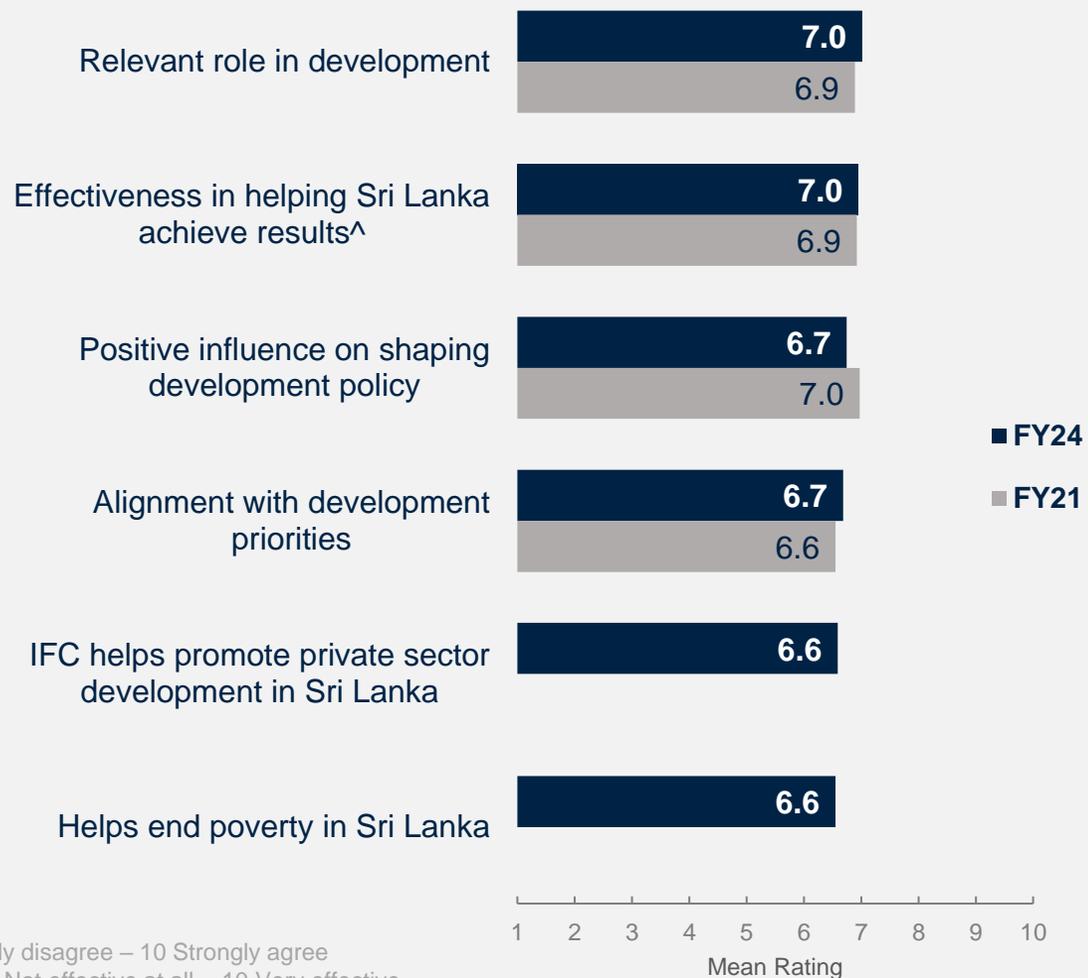


In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Sri Lanka? (N=164)

# Ratings for Key Performance Indicators

Respondents rated the WBG highest for its **relevance** to Sri Lanka's development and **effectiveness**. All key performance indicator ratings remained consistent with the FY21 survey.

At the same time, their ratings for helping **end extreme poverty** and for IFC's help in **promoting private sector development** in Sri Lanka were somewhat lower.



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

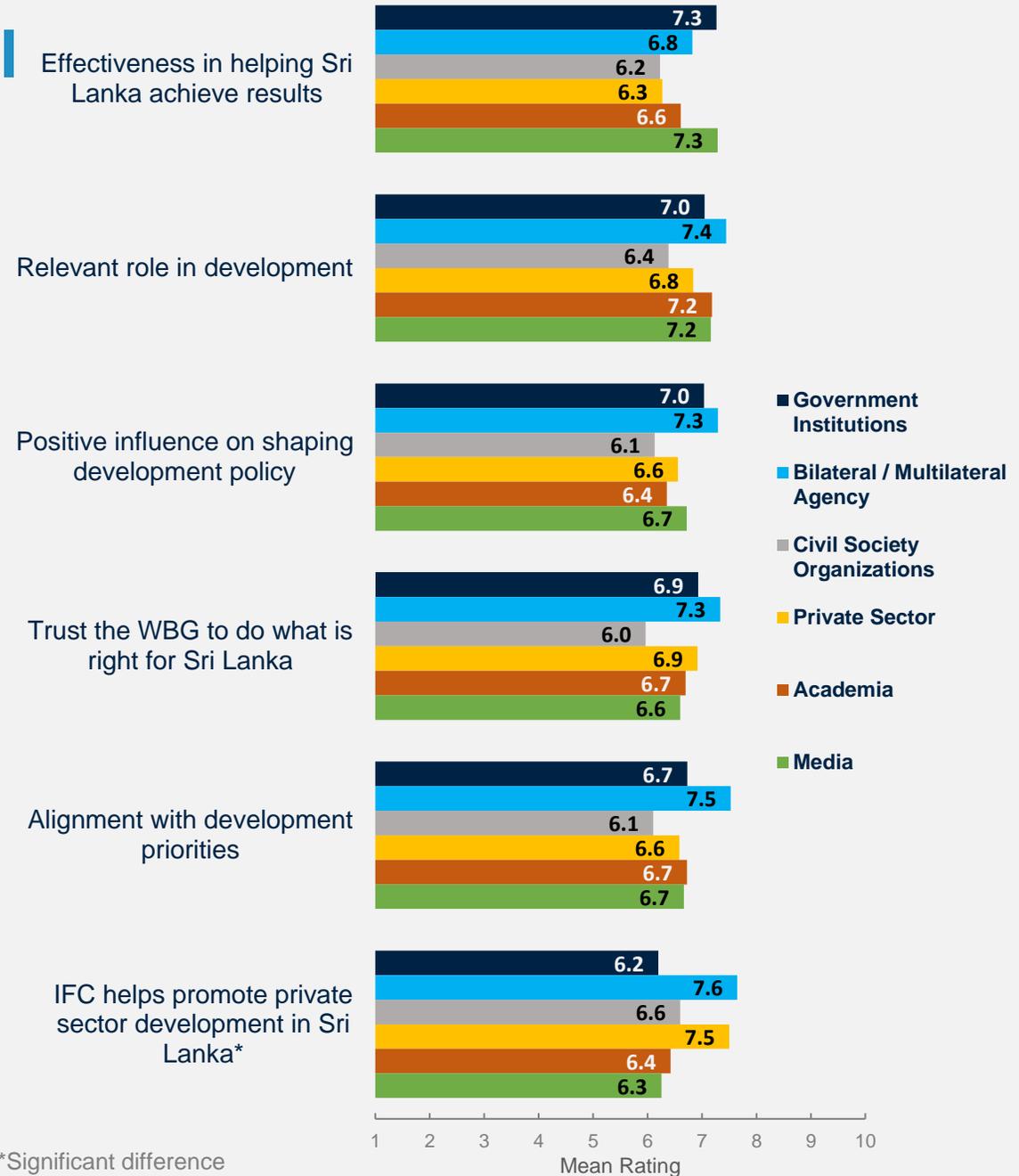
<sup>^</sup>Compared to a mean score of the two questions asked in FY21: "Overall, please rate your impression of the WBG's effectiveness in Sri Lanka. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG's work help to achieve development results in Sri Lanka? Scale: 1 To no degree at all – 10 To a very significant degree



# Stakeholders from Bilateral and Multilateral Agencies Have the Most Positive Perceptions of the WBG

Comparisons of ratings for key performance indicators between stakeholder groups show that respondents from **bilateral/multilateral agencies** have the highest ratings for the WBG's work across most KPIs.

The differences among stakeholder groups don't reach statistically significant levels except for the question about private sector support, where respondents from bilateral/multilateral agencies and the **private sector** gave significantly higher ratings than other stakeholder groups.

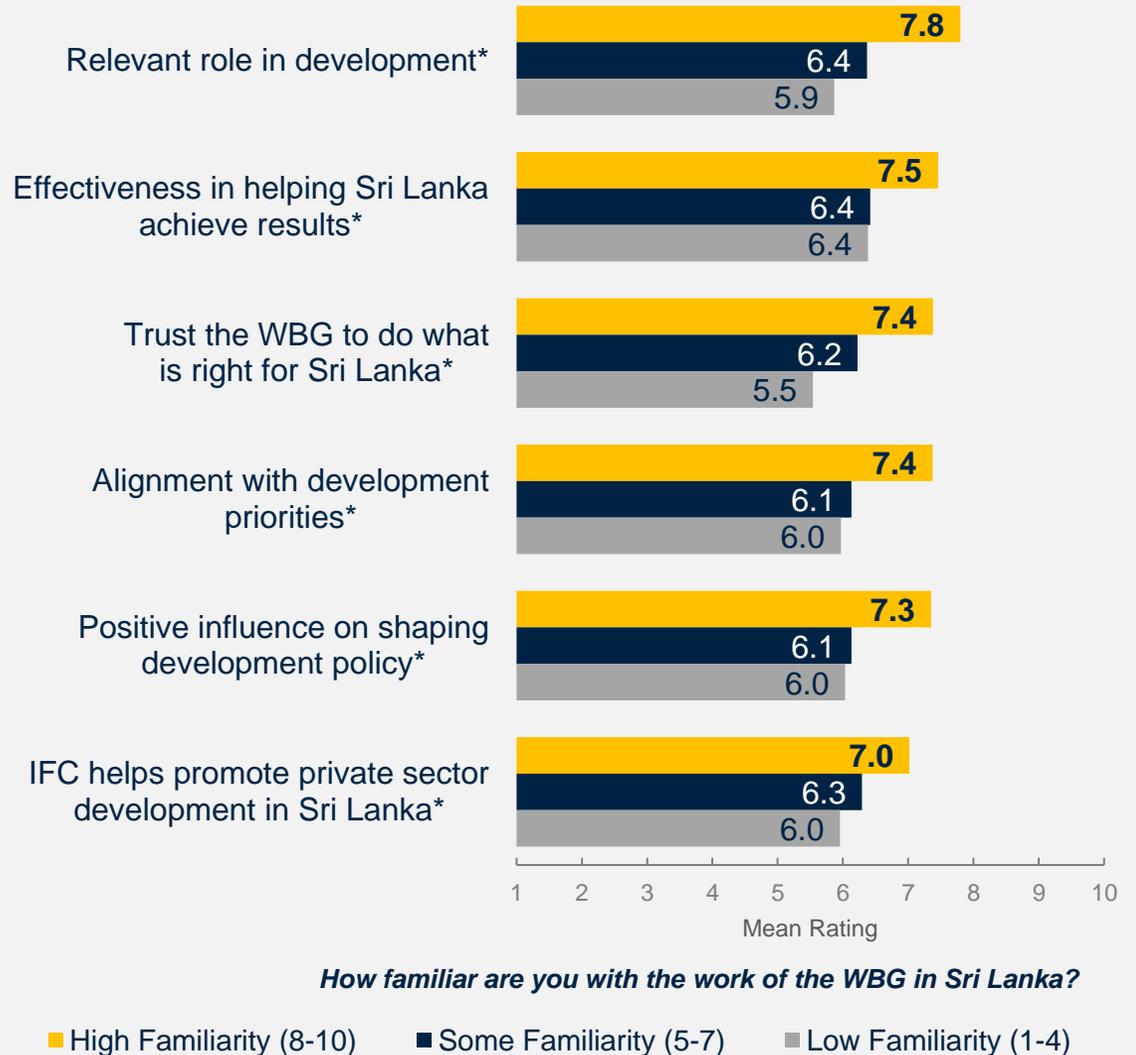


For question wording and scales, please see the previous slide.

# 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 perceptions they have of the WBG and its work.

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



\*Significant difference between levels of familiarity



# Sri Lanka's Key Performance Indicators were on Par with those of other IDA Countries Surveyed in FY24



# Stakeholder Trends across Performance Indicators

Respondents from government institutions had the highest mean rating across the aggregated responses to the nineteen COS indicator questions.\* Respondents from civil society organizations had slightly lower ratings, but the difference didn't reach a statistically significant level.

- **Collaboration with the WBG:** Respondents who indicated that they collaborated 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 = 6.3**



\*All Indicator Questions were asked on a Scale from 1 to 10. Click [here](#) for details on these Indicator Questions.

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

*“Strong governance frameworks are the foundation of sustainable economic development and growth. To generate effective and sustainable outcomes, the WB must insist on a strong link between assistance and governance reforms. Linking assistance to economic reforms alone will only help overcome short-term challenges; it will not help build a sustainable, resilient, and growth-oriented economy.”*

(Government Principal Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Sri Lanka? (N=164)*

# WBG: Focal Development Areas

In FY24, stakeholders wanted the WBG to focus its resources primarily on **education** and **public sector governance**. **Digital infrastructure development** and **social protection** have gained significant prominence, increasing from 5% in FY21 to 32% in FY24 and 6% in FY21 to 26% in FY24, respectively.

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

*“Facilitate correct policy development for important sectors like health, education, and environment.”*

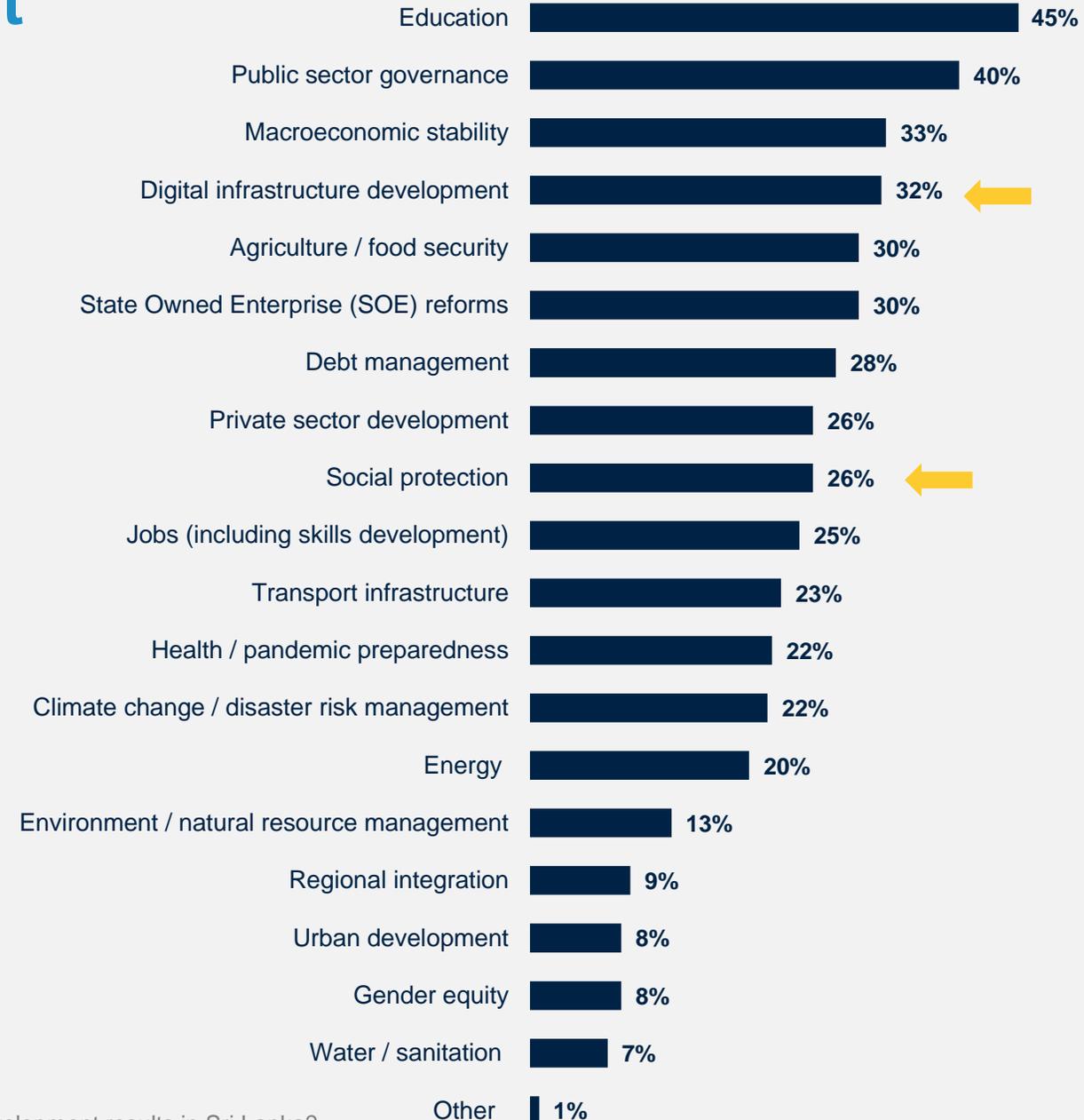
(Academia Respondent)

*“Invest in human capital development.”*

(Local Government Institutions Respondent)

*“Demand proper governance, transparency, and accountability from the government.”*

(Civil Society Organization Respondent)



Which areas should the WBG prioritize to have the most impact on development results in Sri Lanka? (Select up to 5) (Percentage of Respondents, N=237)

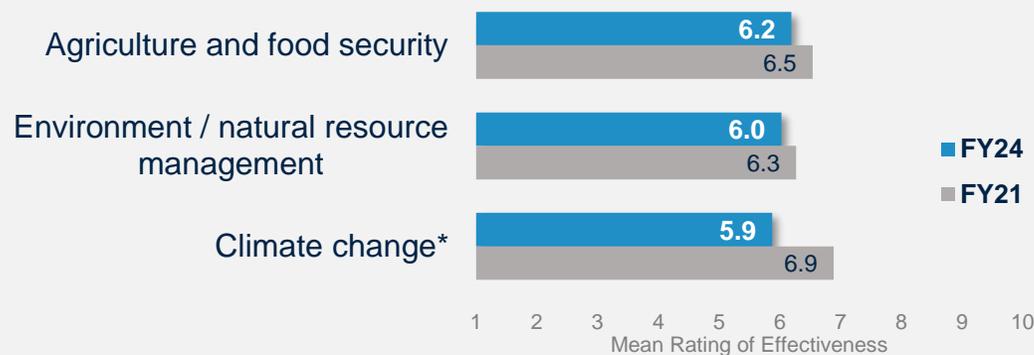
# Effectiveness of WBG's Sectoral Support

The WBG's assistance in **water supply/sanitation infrastructure** and **transport sector** received the highest ratings for effectiveness. However, the perceived effectiveness of the WBG's support across various sectors has declined since FY21, with particularly sharp drops in perceptions related to health, education, and climate change.

## Human Development



## Environmental Sustainability

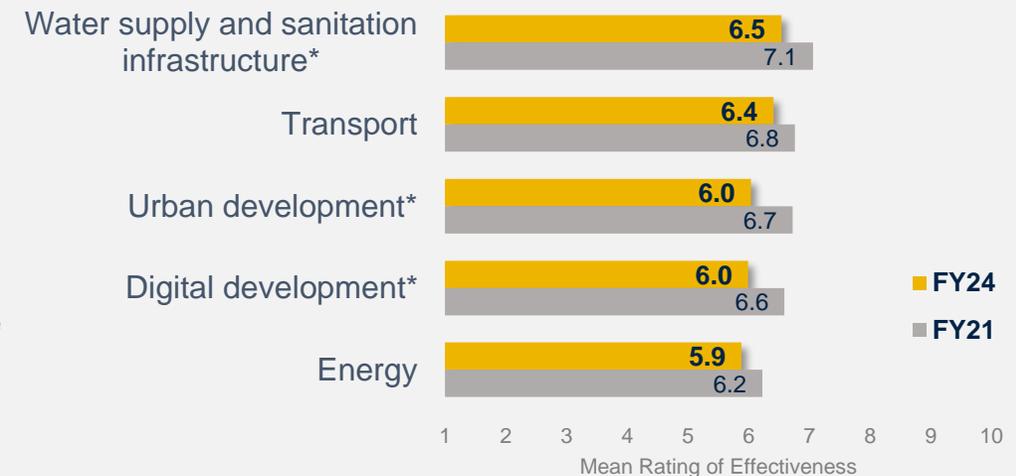


\*Significant difference between years

## Finance / Institutions / Economic Growth



## Infrastructure



How **effective** has the WBG been at achieving development results in each of these areas in Sri Lanka? 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")

# Perceptions of the WBG's Support for Social Protection System are Most Positive

Although there were no statistically significant differences among stakeholder groups, respondents from **bilateral/multilateral agencies** tended to have the most positive views in this set of questions. They gave particularly high ratings for the WBG's support for Sri Lanka's social protection system (mean=7.7).

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

*"... In Sri Lanka, we always focus on investment in social protection and infrastructure, but we pay less focus on measuring the achievement. The achievement should be done scientifically, such as how long or extended the targets were achieved, how many employment opportunities were created, and how many unemployed youths or women-headed families benefited from the development intervention. ..."*

(Government Principal Respondent)

The WBG's support helps improve the targeting and benefits of social protection systems for the poorest and most vulnerable

6.9

The WBG's support helps the government increase revenues to improve public investments and service delivery in Sri Lanka

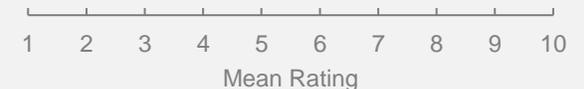
6.8

The WBG's support helps open Sri Lanka to increased trade, including imports and exports

6.5

The WBG's support helps the government improve the management of state-owned enterprises (SOEs) in Sri Lanka

6.3



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

*“Having a rich cross-sectoral dialog between the government institutions, private sector, and nongovernment organizations to bridge the information and requirements gaps. Expand assistance to the private sector while exploring opportunities to mobilize private sector financing to support private investment.”*

(Government Institution Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Sri Lanka? (N=164)*

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

In FY24, respondents continue to perceive the WBG as a **long-term partner** to Sri Lanka, and perceptions of the Bank's **flexibility** have improved significantly. Perceptions of the institution's **responsiveness**, **openness**, and **staff accessibility** remain consistent with FY21 and are rather moderate (below seven on a 10-point scale).

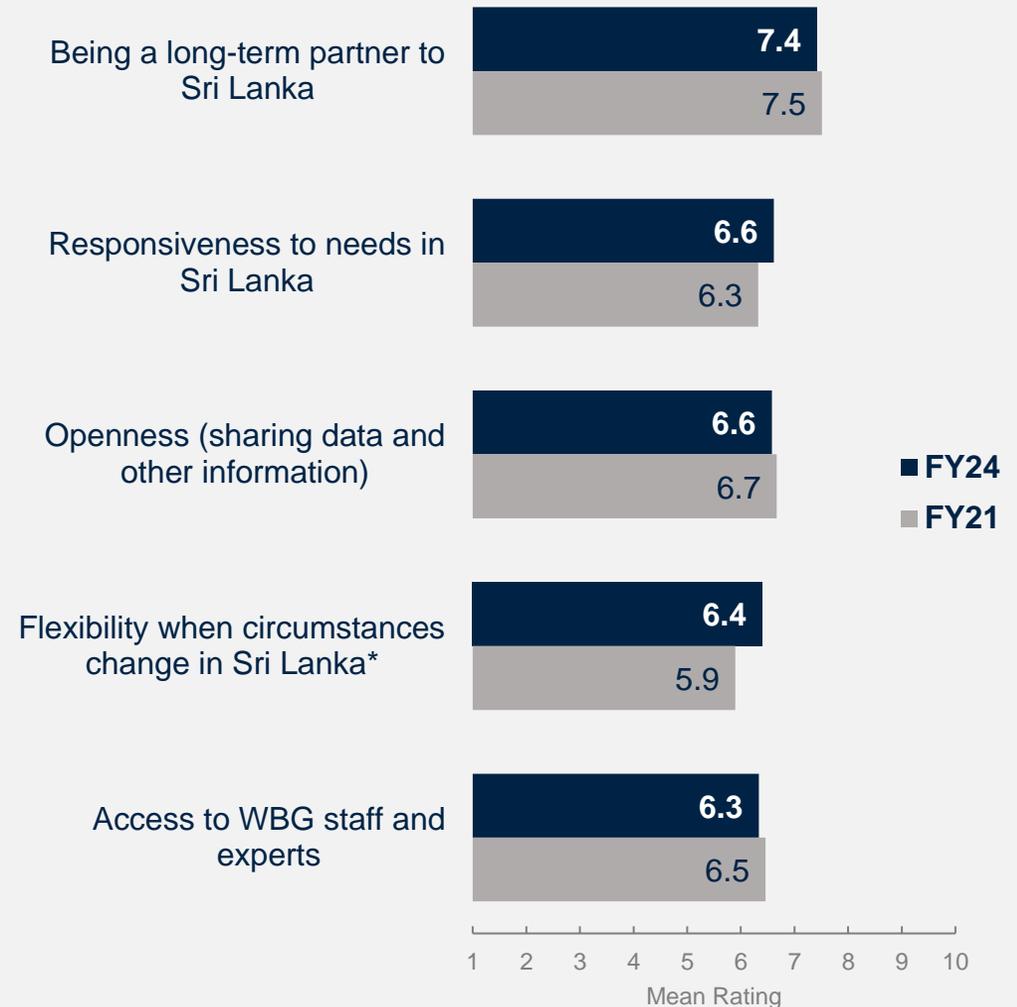
***In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Sri Lanka?***

*“Participatory project planning with key stakeholder participation and participatory monitoring and direct with plan impact-oriented. Working with civil society and consultancy agency participation is needed. Working towards assuring the sustainability of the project.”*

(Civil Society Organization Respondent)

*“Improve Public Consultations. Focus on what the country needs the most at any particular time. Teach Sri Lanka how to fish rather than providing fish all the time”*

(Private Sector 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 Collaborates Effectively with the National Government and Other Donors

In FY24, respondents believed that the WBG effectively collaborates with the **national government** and **other donors and development partners**. They gave relatively lower ratings for the WBG’s collaboration with youth, the parliament, and the media.

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

*“Hold more regular convenings for development partners, in collaboration with IMF and ADB, to show how they coordinate, complement, and reinforce each others assistance.”*

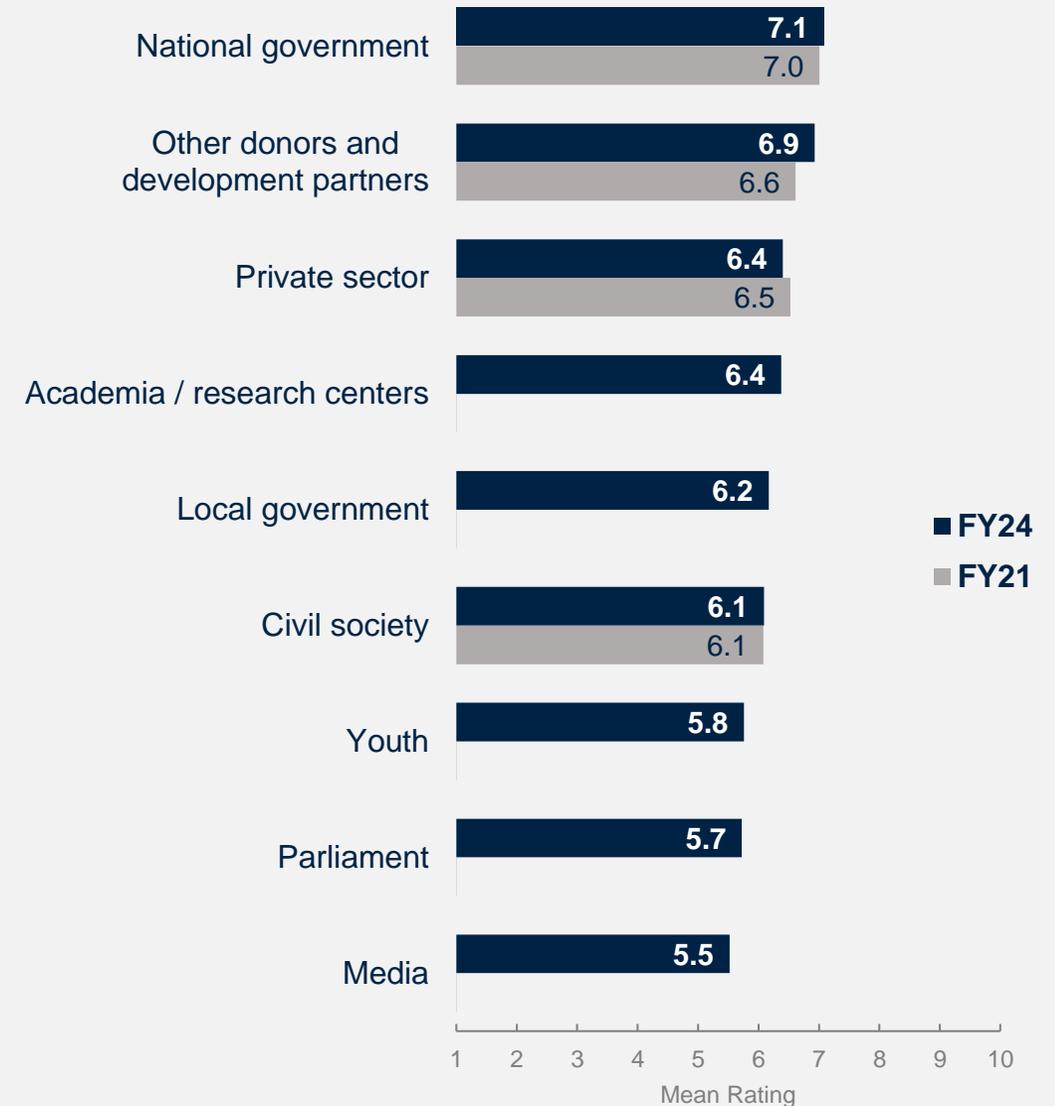
(Bilateral/Multilateral Agency Respondent)

*“Collaborate more with local bodies to achieve development goals. Focus more on industry development and having PPPs to ensure the participation of stakeholders for the sectoral growth.”*

(Local Government Respondent)

*“WBG should bring various stakeholders together, including I/NGO, Civil Society organizations, and local government who are close to the community. Ensure that valuable knowledge of WBG reaches them and, in turn, to the community who are real change makers!! Support regional cooperation and national government for having appropriate policy and implementation to achieve SDGs.”*

(Civil Society Organization Respondent)



To what extent is the WBG an effective development partner in Sri Lanka, in terms of collaborating with the following groups? Scale: 1 To no degree at all – 10 To a very significant degree

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

*“Build capacity, particularly at the local level. Consult local experts when designing programs and interventions (not only in government). Closely monitor the implementation of projects and conduct post-evaluations to improve the design of future programs.”*

(Academia Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Sri Lanka? (N=164)*

# Financial Resources Considered the Bank's Greatest Value

Similar to the previous survey, financial resources remain the WBG's greatest value in Sri Lanka; however, over a third of the respondents also value technical assistance and implementation support.

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

*"Budgetary support to be strongly tied with policy adoption and relevant institutional reforms."*

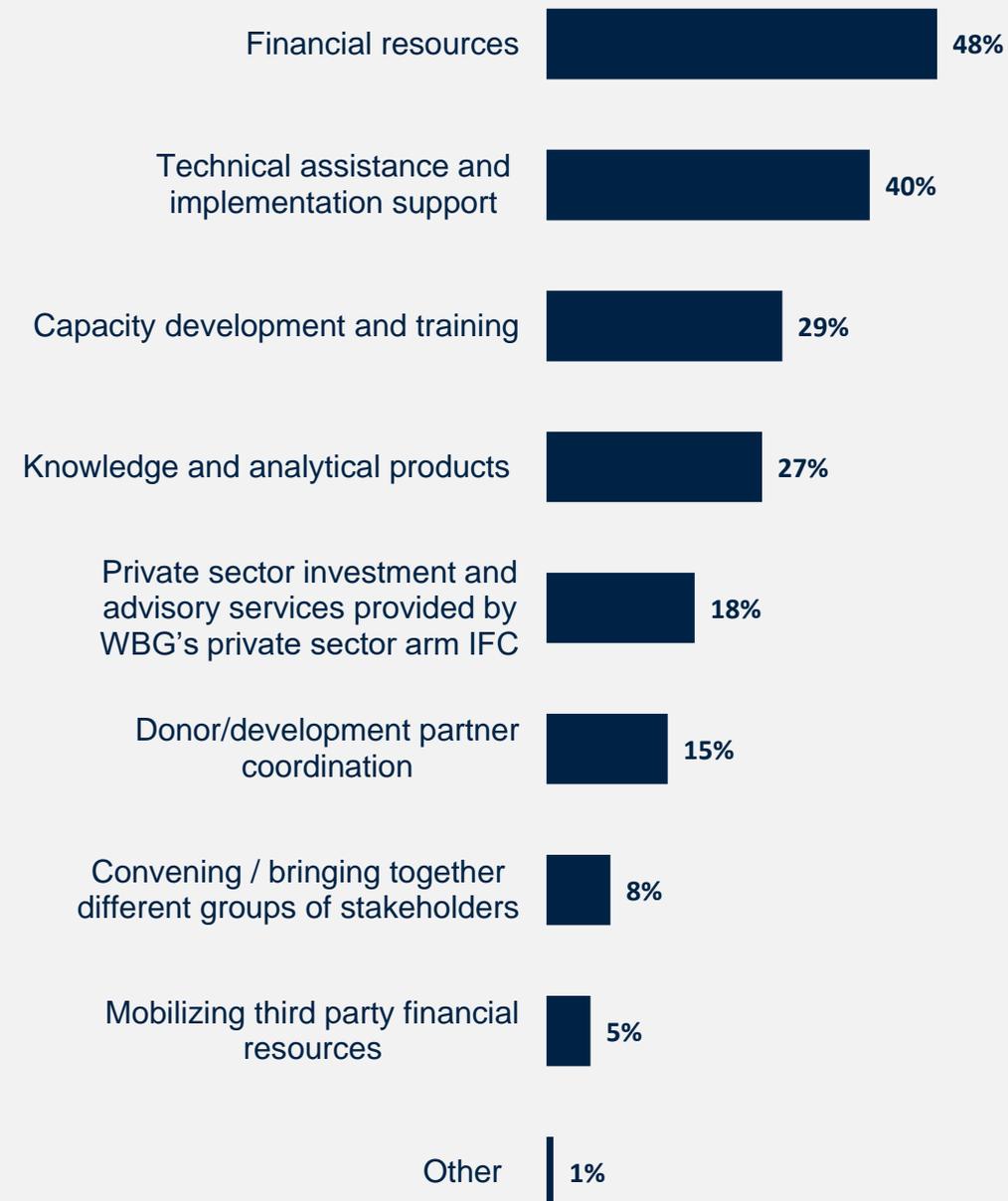
(Government Principal Respondent)

*"Offer more funding to start-ups and small-time entrepreneurs, especially in agriculture and IT."*

(Academia Respondent)

*"Organize and carry out frequent and timely different research, studies, analyses, fact-finding studies, data collection studies, etc."*

(Private Sector Respondent)



Which WBG instruments do you VALUE the most in Sri Lanka? (Select up to 2)  
(Percentage of Respondents, N=241)



# The WBG Insists on Accountability and its Financial Support is Considered Timely

Regarding the WBG's financial instruments, overall ratings remained positive and consistent with the previous survey.

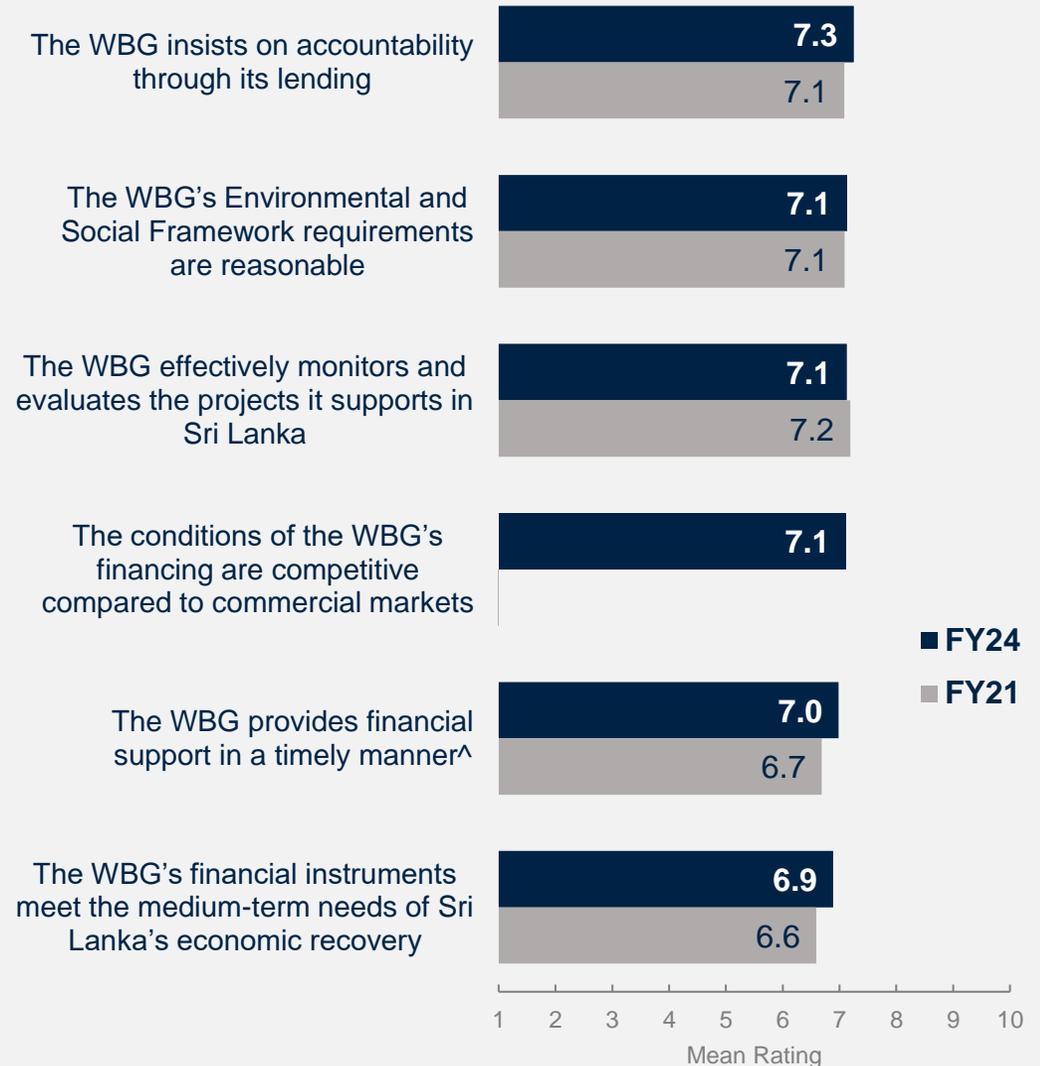
Respondents reported the highest level of agreement that the WBG **insists on accountability** through its lending. They also gave positive ratings for the WBG's **Environmental and Social Framework requirements** and how **effectively the WBG monitors** and evaluates the projects.

The ratings for the **timeliness** of the WBG's financial support and the effectiveness of its financial instruments in **meeting Sri Lanka's needs** showed a slight improvement.

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

*"The WBG should establish a comprehensive and stringent monitoring and evaluation framework for all projects in Sri Lanka. This framework must include clear metrics for assessing progress and enforceable penalties for failing to meet targeted achievements. I.e., SOERU progress monitoring mechanism."*

(Government Institution Respondent)

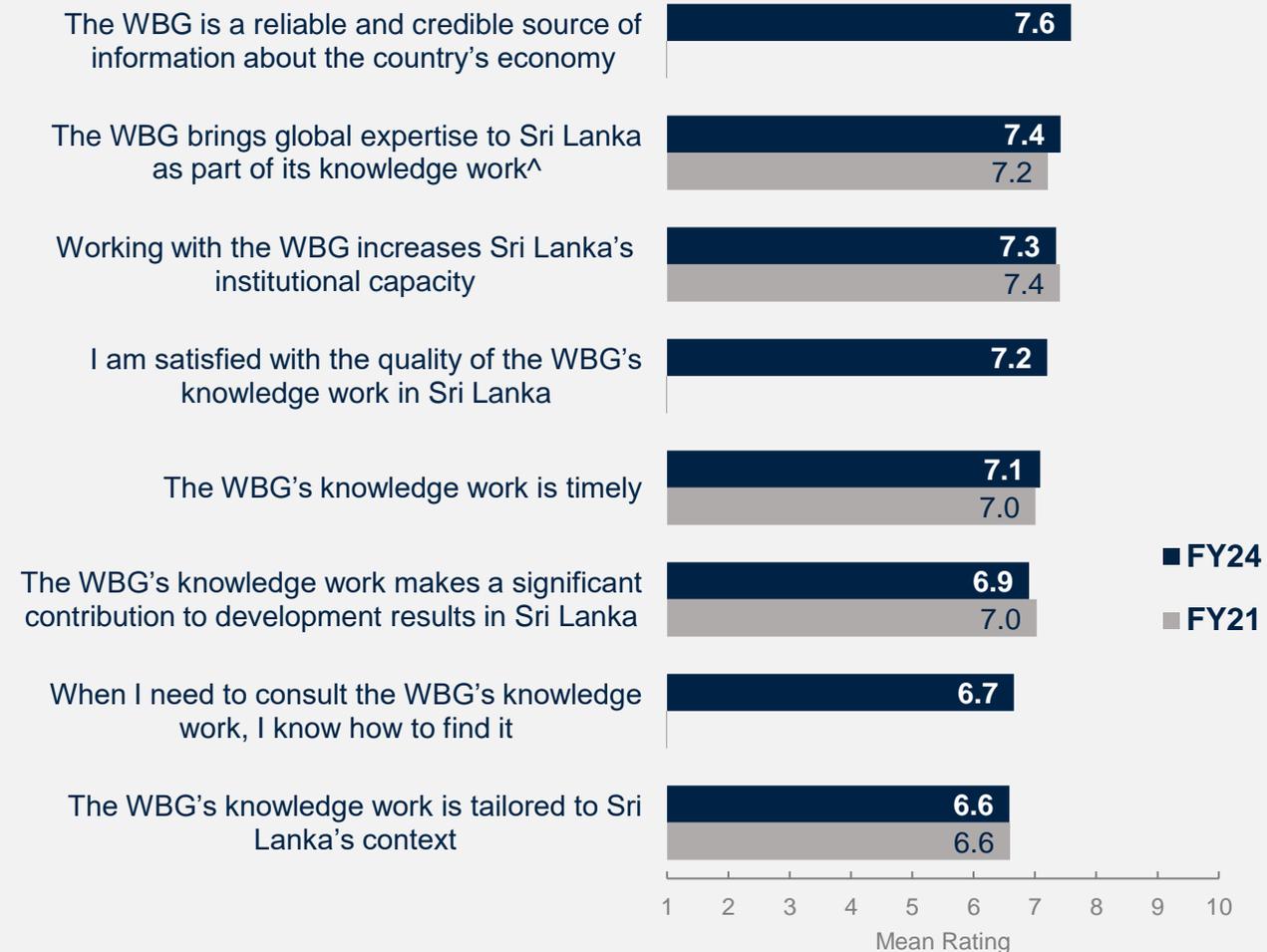
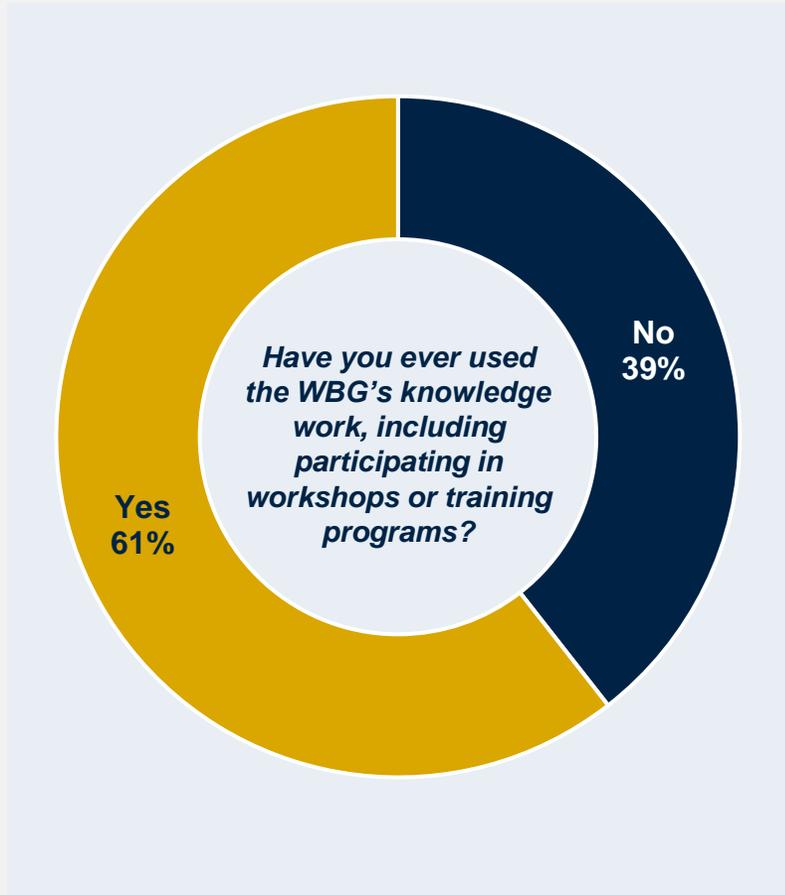


To what extent do you agree/disagree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree

<sup>^</sup>Compared to "The World Bank Group disburses funds promptly" in FY21



# 61% of Respondents Used the WBG's Knowledge Work; the WBG is Perceived as a Reliable and Credible Information Source



Have you ever used the WBG's knowledge work, including participating in workshops or training programs? (Percentage of Respondents, N=223)  
 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 Sri Lanka?  
 Scale: 1 Not significant at all – 10 Very significant. ^Compared to "Source of relevant information on global good practices" asked in FY21.

# *The Future Role of the World Bank Group in Sri Lanka*

*“At this time when Sri Lanka is in economic crisis, there is resentment that the Bretton Woods institutions are functioning like a cabal in a way that is inimical to Sri Lanka's interest and to the community. WB must improve its image in the public eye by engaging more responsively, and its interventions must take this crisis in mind and help Sri Lanka to grow its economy when the IMF is pushing for austerity and debt restructuring only. Sri Lanka needs to grow; the government is only focused on elections and its survival - there needs to be an action plan for growth that is citizen-centered - the WB is in a position to help stakeholders see the woods for the trees.”*

(Civil Society Organization Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Sri Lanka? (N=164)

# How Can the WBG Increase its Effectiveness? Open Ended Responses

*Prioritize transparency, collaborate with local experts, conduct country-specific analyses, and engage with the public*



**Focus Areas**  
27%\*

- Focus on transparency, accountability, and corruption reduction.
- Invest in sustainable agriculture, renewable energy, and environmental protection to achieve economic resilience.
- Address human capital development through skill and technical training and education reform to align with the global market.

**Engagement**  
16%

- Enhance partnership with local stakeholders, including local experts, the private sector, and civil society, to align programs with Sri Lanka’s needs and context.
- Simplify processes, foster meritocracy, and ensure assistance aligns with the country’s long-term development goals.

**Knowledge**  
16%

- Strengthen local capacity through targeted training and technical assistance. Involve local experts in program design and implementation to ensure relevance and sustainability.
- Develop country-specific knowledge products. Also, adopt global best practices.
- Foster dialogue among government institutions, the private sector, and civil society to align development objectives.

*In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Sri Lanka? (N=164)*  
 \*All percentages are counted based on the total number of topics mentioned by the respondents; individual comments could be counted multiple times depending on the number of topics they cover.

# How Can the WBG Increase its Effectiveness? Open Ended Responses

*Prioritize transparency, collaborate with local experts, conduct country-specific analyses, and engage with the public*



**Results**  
15%

- Implement a robust and independent monitoring and evaluation framework. Incorporate lessons learned into future initiatives.
- Clarify the procurement process and outcomes with the public.

**Operational Effectiveness**  
13%

- Focus on evidence-based policymaking, identifying root causes of poor performance such as corruption and inequality.
- Leverage local experts and focus on the long-term sustainability of programs.

**Communication**  
8%

- Ensure transparency and accessibility by providing information in local languages.
- Regularly share data and updates using diverse channels to reach a broader audience. Increase public awareness about WBG's work and progress.

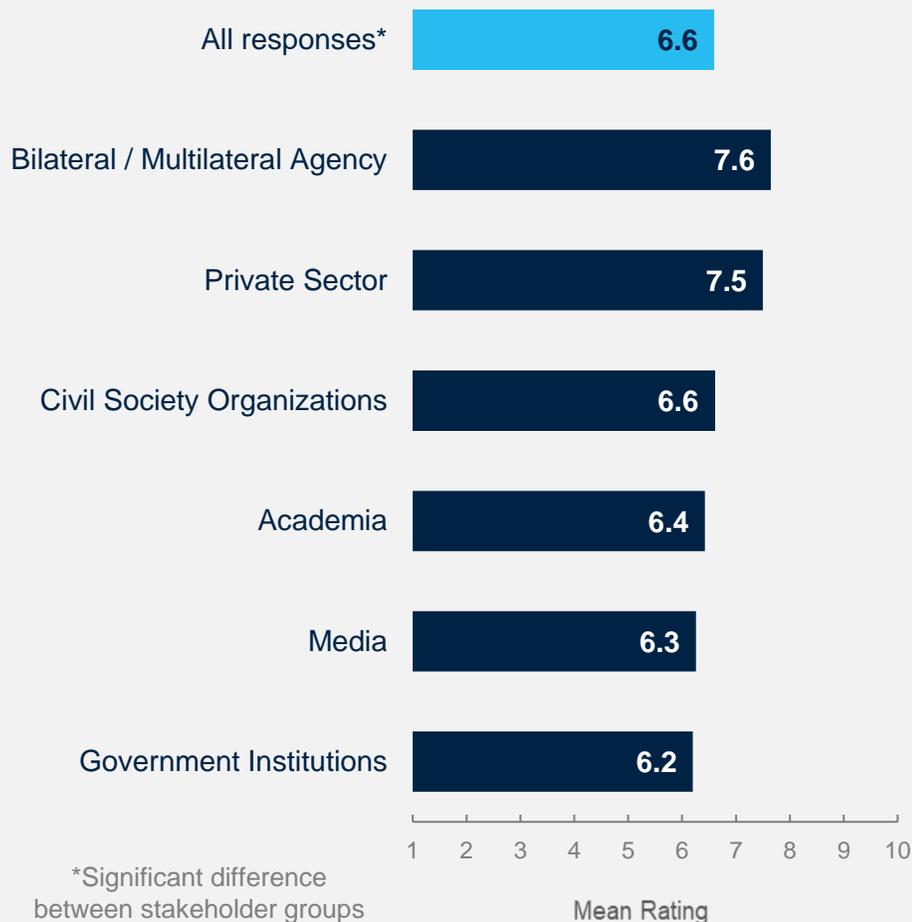
**Financial Support**  
5%

- Provide financial support to startups, SMEs, and small-scale entrepreneurs, particularly in agriculture, IT, and renewable energy sectors.
- Connect financial support to policy adoption, institutional responsibility, and clear, measurable results.

*In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Sri Lanka? (N=164)*  
*\*All percentages are counted based on the total number of topics mentioned by the respondents; individual comments could be counted multiple times depending on the number of topics they cover.*

# How Can IFC Better Support Private Sector Development?

To what extent do you agree with the following statement? The WBG's private sector arm, IFC, helps promote private sector development in Sri Lanka.



In your opinion, what should the IFC, the WBG's private sector arm, prioritize in its work to better support the private sector development in Sri Lanka? (Open-ended responses by stakeholder group)

## Bilateral / Multilateral Agencies

- Enhancing competitiveness and improving the investment climate. Engage more with workers and critics.

## Private Sector

- Provide policy support to improve women's workforce participation. Expand green financing to support sustainable development. Act as a catalyst for better financing terms. Collaborate with entrepreneurs across different scales and share best practices.

## Civil Society Organizations

- Provide financial and technical support to SMEs. Reduce business costs and attract foreign investment. Assist in export promotion, product development, and branding.

## Academia

- Focus on global competitiveness. Support sectoral diversification. Facilitate long-term, low-cost funding and credit access. Invest in research and innovation

## Media

- Improve governance, transparency, and public institution efficiency to create a sustainable business environment. Support SMEs, infrastructure development, and skill development.

## Government Institutions

- Strengthen public-private partnerships to align the private sector with government policies. Expand capacity building and technical assistance. Prioritize renewable energy, agriculture, transport, and human capital. Develop risk-sharing mechanisms, encouraging entrepreneurship.



To what extent do you agree with the following statement? The WBG's private sector arm, IFC, helps promote private sector development in Sri Lanka. Scale: 1 Strongly disagree – 10 Strongly agree  
 In your opinion, what should the IFC, the WBG's private sector arm, prioritize in its work to better support the private sector development in Sri Lanka? (N= 138)

# Communication and Outreach

*“More visibility to the Bank's knowledge programme might be helpful in contributing to public discourse in key policy areas. It might also be helpful to engage development partners outside of the MDB+ group on progress under the social protection programme and the DPO. This would be helpful in managing potential entry points for smaller development partners.”*

(Bilateral / Multilateral Agency Respondent)

*“Release more information to the public honestly, openly, and in a less technical manner. The website is hard to navigate.”*

(Media Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Sri Lanka? (N=164)

# Printed Media were the Most Commonly Used Source of Information about Economic and Social Development Issues

More than half of respondents relied on **printed media** for information on socio-economic issues, followed by **television** as the second most used source. Stakeholders showed significant variations in using different information channels, including printed media, television, X/Twitter, and community leaders.

	Most Frequently Used Channels						
	All Respondents	Government Institutions	Bilateral/Multilateral Agencies	Civil Society Organizations	Private Sector	Academia	Media
Printed media*	51.4%	55.0%	93.8%	48.1%	47.8%	35.5%	40.0%
Television (TV)*	42.1%	55.0%	12.5%	33.3%	47.8%	29.0%	43.3%
Direct messaging (e.g., WhatsApp, Viber)	18.1%	13.8%	18.8%	25.9%	13.0%	19.4%	20.0%
Facebook	16.2%	8.8%	25.0%	14.8%	13.0%	35.5%	23.3%
YouTube	15.3%	21.3%	0.0%	14.8%	17.4%	6.5%	13.3%
X/Twitter*	13.9%	20.0%	6.3%	7.4%	26.1%	16.1%	6.7%
Community leaders*	4.2%	5.0%	12.5%	18.5%	13.0%	29.0%	23.3%
Radio	3.7%	1.3%	6.3%	18.5%	0.0%	0.0%	3.3%
Instagram	1.9%	1.3%	6.3%	7.4%	8.7%	3.2%	3.3%

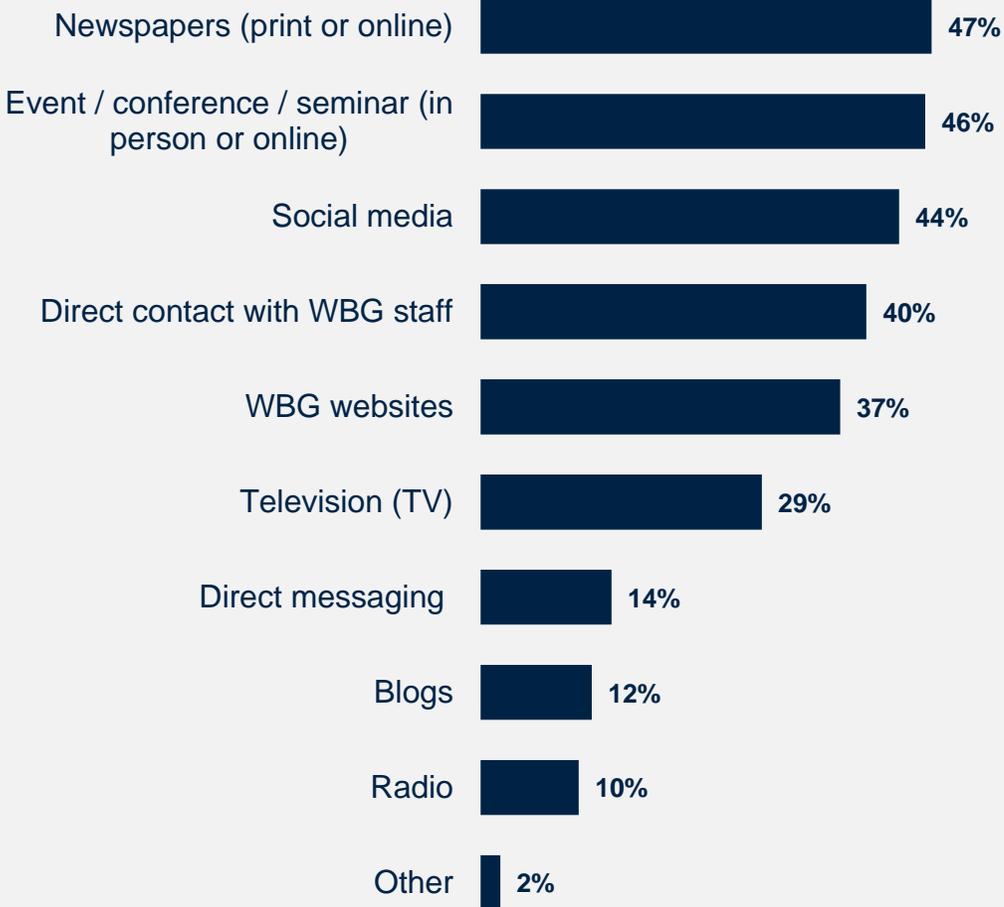
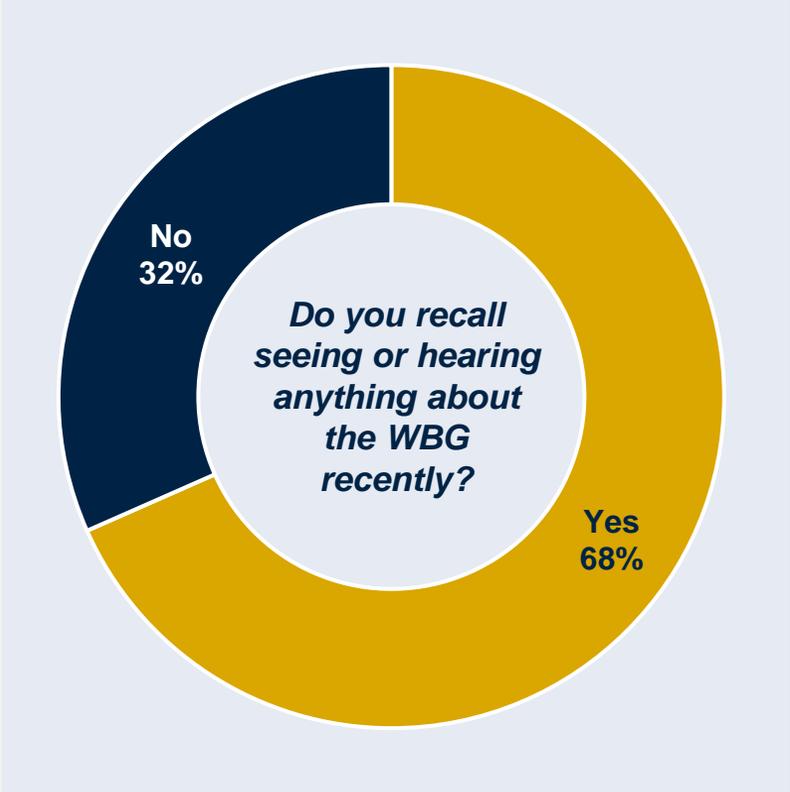
# Events, e-Newsletters, and Direct Contact were the Most Preferred Ways of Receiving WBG Communication

Respondents most preferred to receive WBG's communications through **events/conferences/seminars/workshops** (in person or online), followed by **e-Newsletters**. Respondents from bilateral/multilateral agencies and the media preferred **direct contact** with WBG staff.

	Preferred WBG Channels						
	All Respondents	Government Institutions	Bilateral/Multilateral Agencies	Civil Society Organizations	Private Sector	Academia	Media
Event / conference / seminar / workshop (in person or online)	52%	44%	63%	59%	45%	55%	59%
e-Newsletters	44%	48%	38%	44%	36%	48%	28%
Direct contact with staff (e.g., in person, virtually, phone, email)	35%	32%	50%	26%	27%	35%	55%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	24%	27%	13%	30%	32%	10%	31%
Social media (e.g., Facebook, X/Twitter)	23%	25%	13%	30%	18%	29%	10%
Other	2%	1%	6%	4%	5%	3%	0%

# 68% of Respondents Recalled Information about the WBG Recently, Most Often Through Newspapers

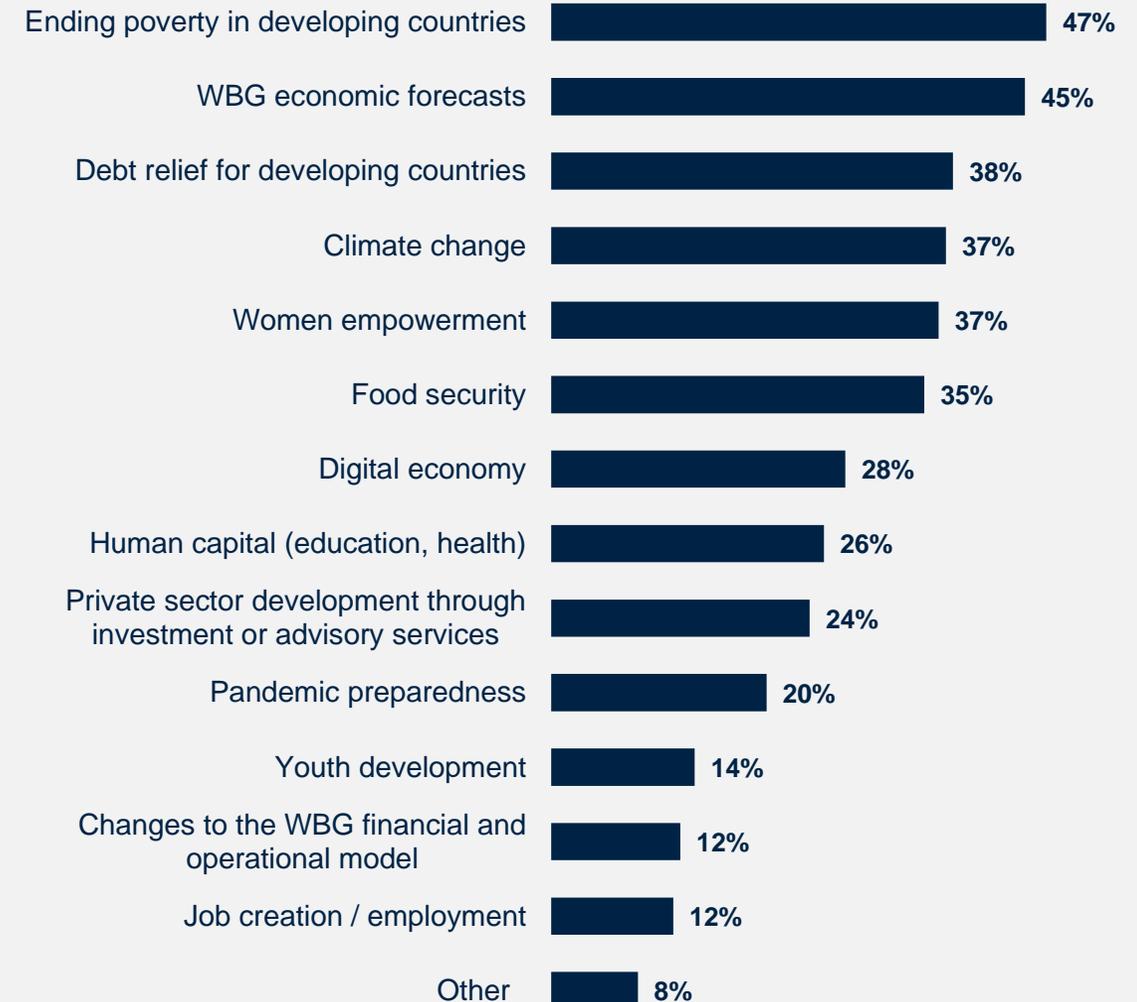
Sixty-eight percent of respondents recently recalled hearing or seeing information about the WBG, most commonly through newspapers, events, and social media. Among respondents from bilateral and multilateral agencies (67%), the most frequently cited channels for engaging with the WBG were events, conferences, and seminars, whether in person or online.



# WBG's Work on Ending Poverty and Its Economic Forecasts were the Most Commonly Recalled Topics

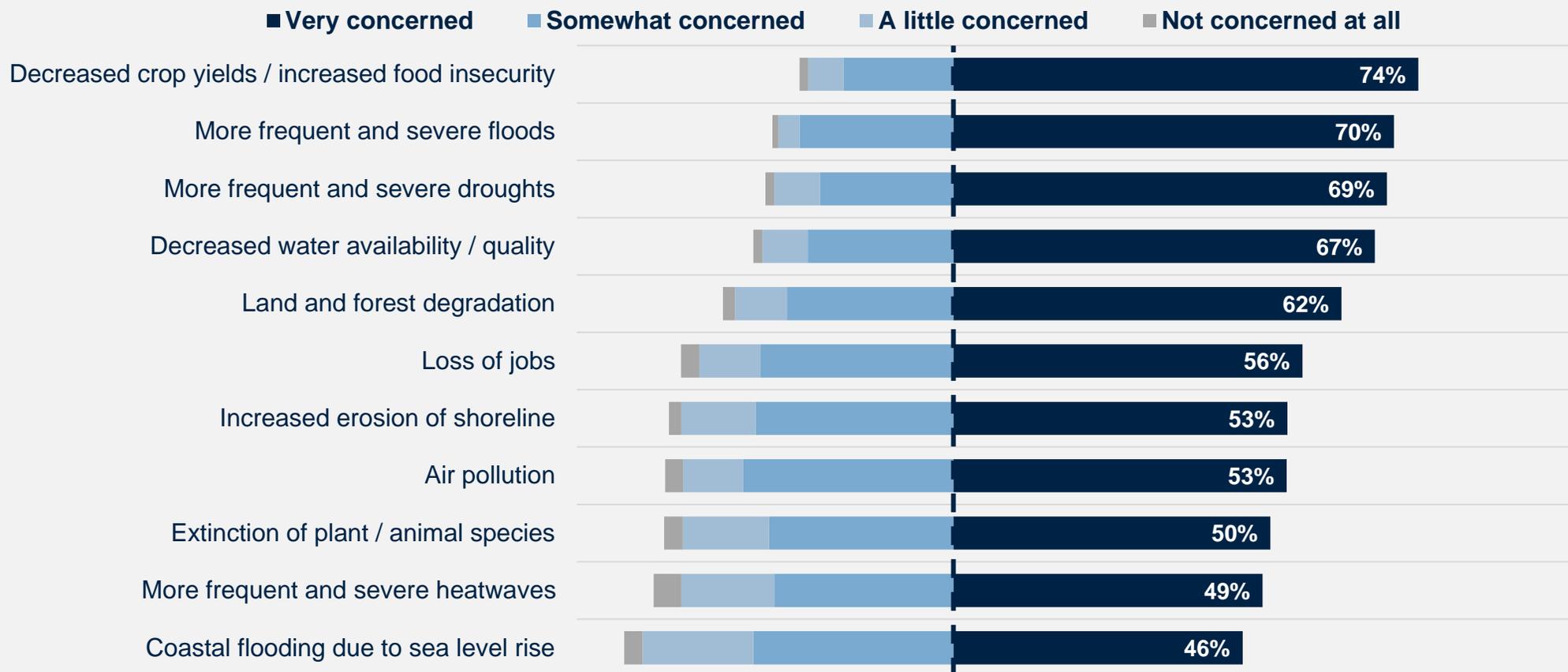
Respondents most frequently recalled WBG's work or research on **ending poverty in developing countries** and its **economic forecasts**.

- Respondents from the private sector were significantly more likely to recall topics on **women's empowerment** (71%) and **debt relief** for developing countries (71%).
- Over a third of respondents from government institutions and media recalled hearing about WBG's work on the **digital economy**.



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

When asked about the potential impacts of climate change in Sri Lanka, more than 70% of respondents were very concerned about **decreased crop yields / increased food insecurity** and **more frequent and severe floods**. **More frequent and severe droughts** followed closely. **Water availability** was also of great concern to respondents. These key areas of concern should be considered to make communications about climate change more impactful in Sri Lanka.



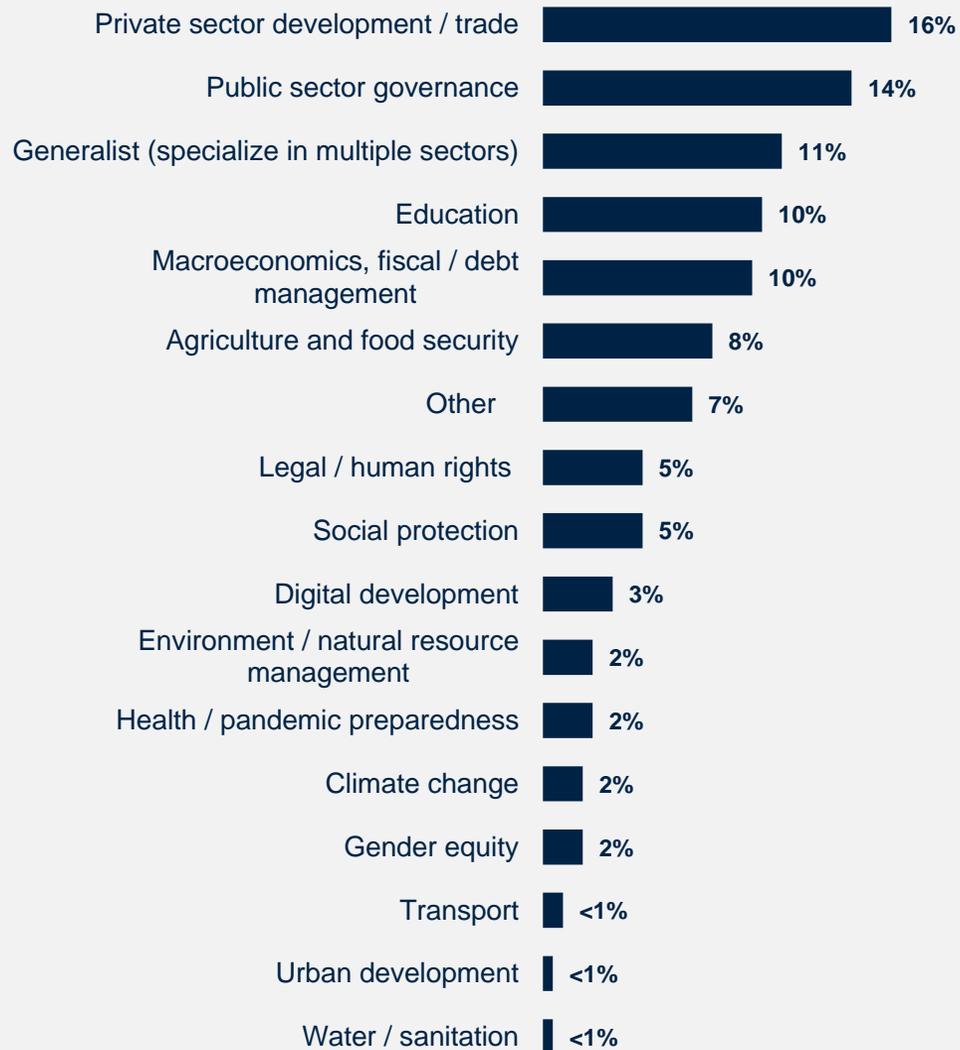
How concerned are you about the following potential impacts of climate change in Sri Lanka? (Percentage of Respondents, N=~206)

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

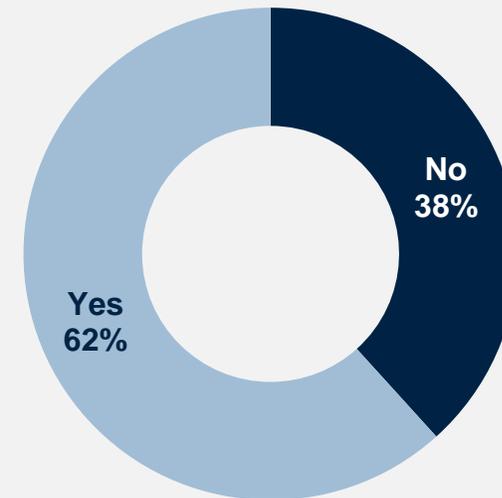


# Sample Demographics

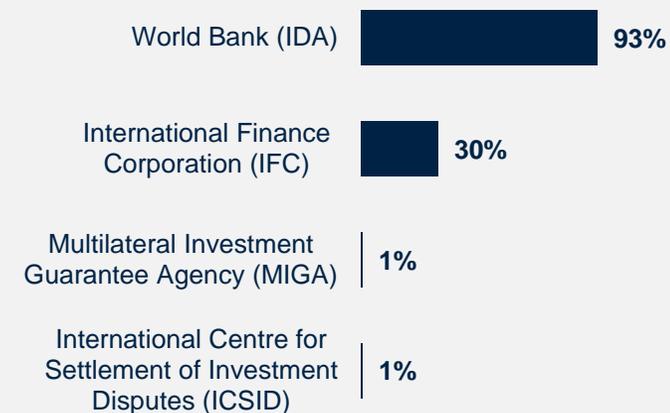
## What is the primary specialization of your work? (N=214)



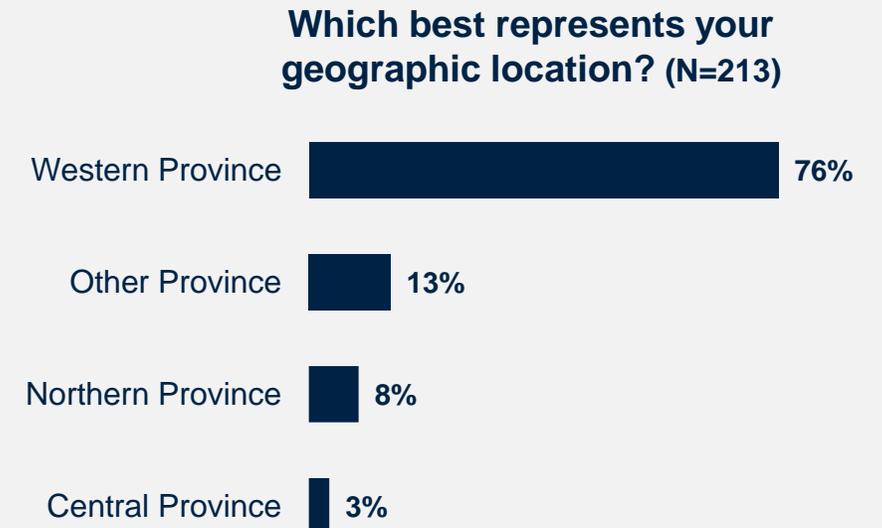
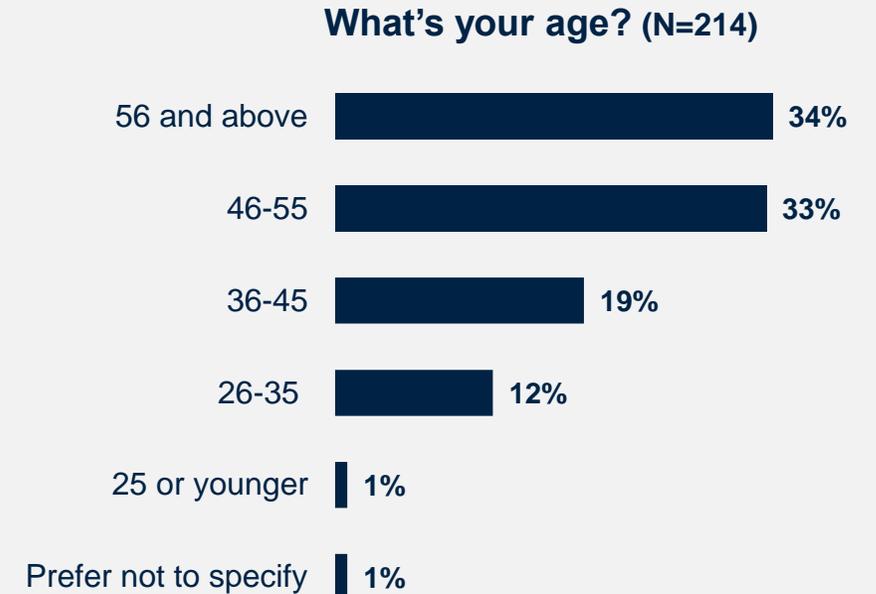
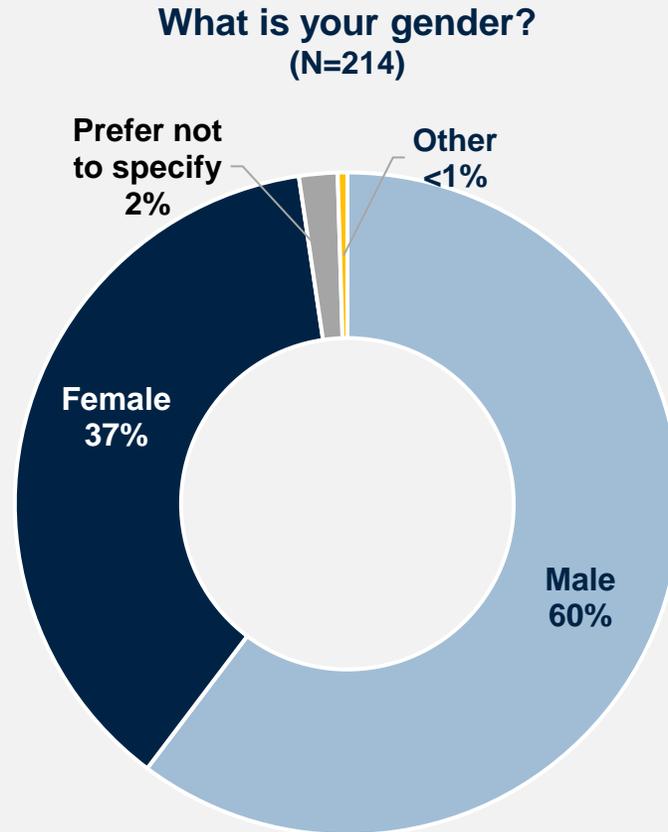
## Do you collaborate/work with the World Bank Group (WBG) in Sri Lanka? (N=243)



## Which of the following WBG agencies do you collaborate/work with in Sri Lanka? (N=148)



# Sample Demographics (continued)



# Detailed Methodology

From **May 2024 to August 2024**, a total of 391 stakeholders in Sri Lanka 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 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, **244 participated in the survey (62% response rate)**. Respondents completed the questionnaire via an online platform.

**This year’s survey results were compared to the FY21 Survey, which had a response rate of 47% (N=253).**

Comparing responses across Country Surveys reflects changes in attitudes over time, as well as 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 greater outreach to and/or response from the media and civil society, but a decrease in response from government institutions. 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 are tested at the research standard of  $p < .05$ .

Breakdowns for individual questions by stakeholder group can be found in the “Sri Lanka 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	8%	2%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	45%	34%
<b>Local Government</b> Office or Staff	4%	4%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	7%	7%
<b>Civil Society Organizations:</b> Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	9%	13%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	7%	11%
<b>Academia / Research Center</b>	13%	14%
<b>Media</b>	4%	15%
<b>Other</b>	2%	0%
<b>Total Number of Respondents*</b>	<b>250</b>	<b>244</b>



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 Sri Lanka? Scale: 1 Not at all – 10 Very much

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

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

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

**A7.** The WBG's work helps end poverty in Sri Lanka

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 Sri Lanka

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

**C1\_3.** Flexibility when circumstances change in Sri Lanka

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

To what extent is the WBG an effective development partner in Sri Lanka, 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\_7.** Other donors and development partners

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

**C3\_1.** The WBG's financial instruments (i.e., budget support, loans, grants, trust funds) meet the medium-term needs of Sri Lanka's economic recovery

**C3\_3.** The WBG provides financial support in a timely manner

**C5\_1.** I am satisfied with the quality of the WBG's knowledge work in Sri Lanka.

**C5\_5.** The WBG's knowledge work is tailored to Sri Lanka'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)

