



CountryOpinionSurveys

FY 2023 Malaysia

Country Opinion Survey Report

Public Disclosure Authorized

Public Disclosure Authorized

Public Disclosure Authorized

Acknowledgements

The Malaysia 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.

BI acknowledges the significant contribution from the Malaysia country team and independent fielding agency, Institute of Malaysian & International Studies (IKMAS), Universiti Kebangsaan Malaysia (UKM). In particular, BI is grateful for the support from Mei Ling Tan (Senior Operations Officer) and Joshua Foong (External Affairs Officer) who coordinated the survey-related activities from Kuala Lumpur, Malaysia.



Contents

Objectives

Methodology Overview

Overall Context

Overall Attitudes Toward the World Bank Group

World Bank Group's Support in Development Areas

World Bank Group's Engagement on the Ground in Malaysia

World Bank Group's Knowledge Work

The Future Role of the World Bank Group in Malaysia

Communication and Outreach

Sample Demographics and Detailed Methodology



Objectives

This survey was designed to assist the World Bank Group (WBG) in gaining a better understanding of how stakeholders in Malaysia 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 Malaysia'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 four 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 Malaysia? Are opinions improving or declining?
- 5. Knowledge Work:** What do key stakeholder value the most when it comes to the WBG's work in Malaysia? What opinion do key stakeholders have of WBG knowledge products and the work of the WBG Global Knowledge and Research Hub in Malaysia? Are opinions improving or declining? What are stakeholders' suggestions to improve 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 June 2023 – March 2024

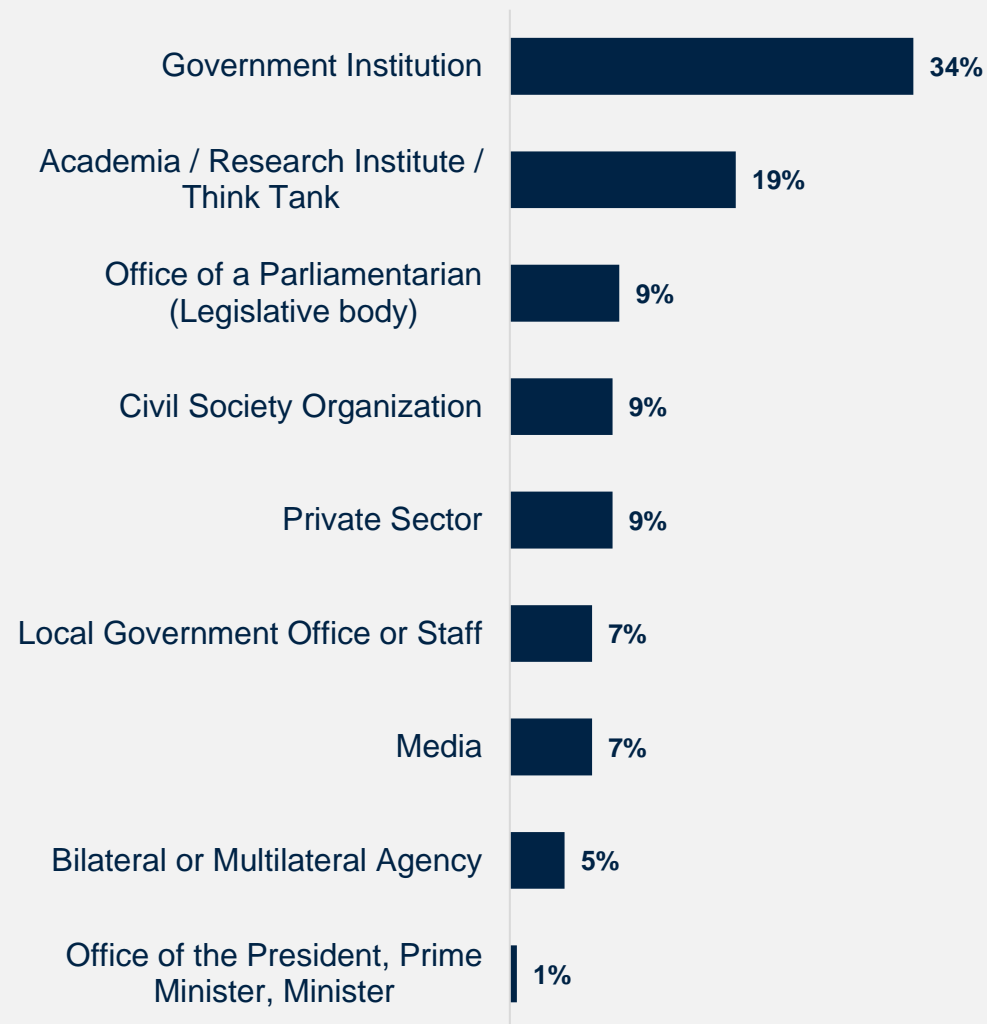
- 3,142 potential participants were asked to complete a mostly quantitative survey
- Respondents completed the questionnaire online
- List of names provided by the WBG country team and supplemented by the fielding agency
- Process managed on the ground by the fielding agency

■ 175 participants (5% response rate)

- 83% from Putrajaya and Kuala Lumpur / Klang Valley
- 33% currently collaborate with the WBG

■ Compared to FY19 Country Survey

- 360 participants (21% response rate)
- Respondents completed the questionnaire online
- 24% collaborated with the WBG as part of professional duties



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=175)

Overall Context

“Provide well-informed policy advice to the Malaysian government and development financial institutions on a regular basis, drawing on the WBG's global expertise. This can help shape policies that foster economic growth, poverty reduction, and sustainable development.”

(Bilateral/Multilateral Agency Respondent)



WORLD BANK GROUP



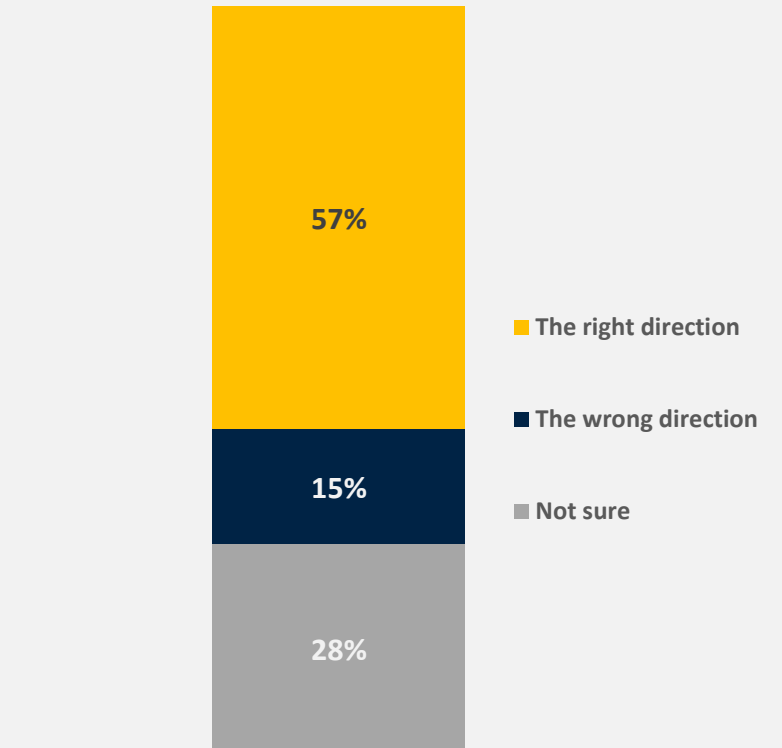
In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Malaysia? (N=88)

More than Half of Stakeholders Believe Malaysia is on the Right Track

A total of 57% of respondents believe Malaysia is on the right track, while almost a third remain uncertain.

In comparison with the previous survey results, the level of optimism about Malaysia's future is slightly lower. In FY19, 74% of respondents were very or somewhat optimistic about Malaysia's future.

Country Direction



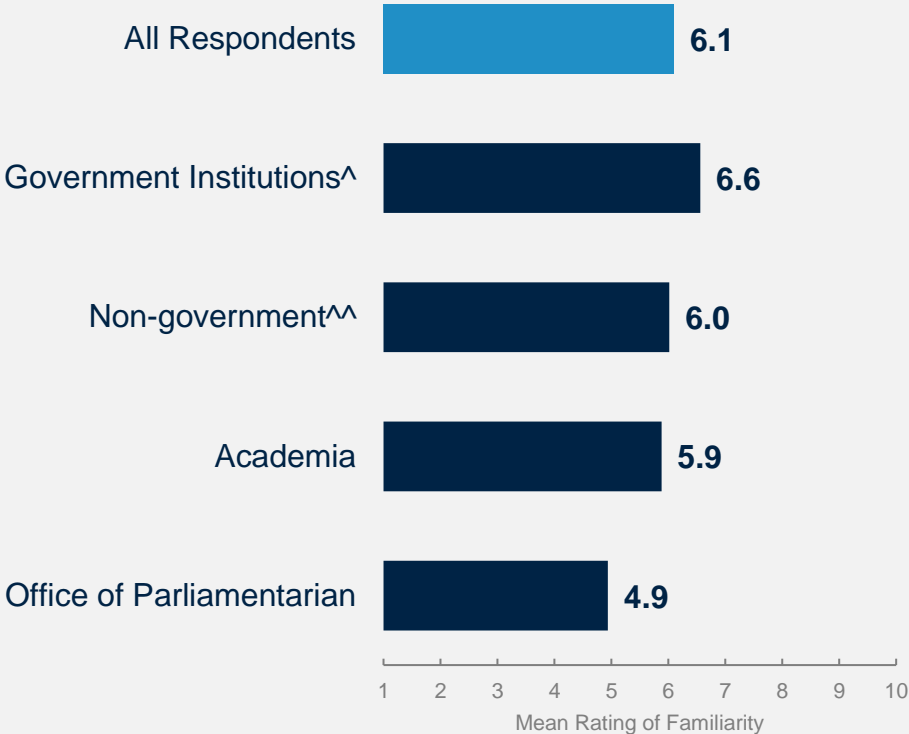
Familiarity with the World Bank Group

- **Year comparison:** Respondents in this year’s Country Survey reported similar levels of familiarity with the World Bank Group compared to respondents in the FY19 survey:

Mean familiarity: **FY23 = 6.1**
 FY19 = 6.2

- **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 = 7.4**
 Do not collaborate = 5.5



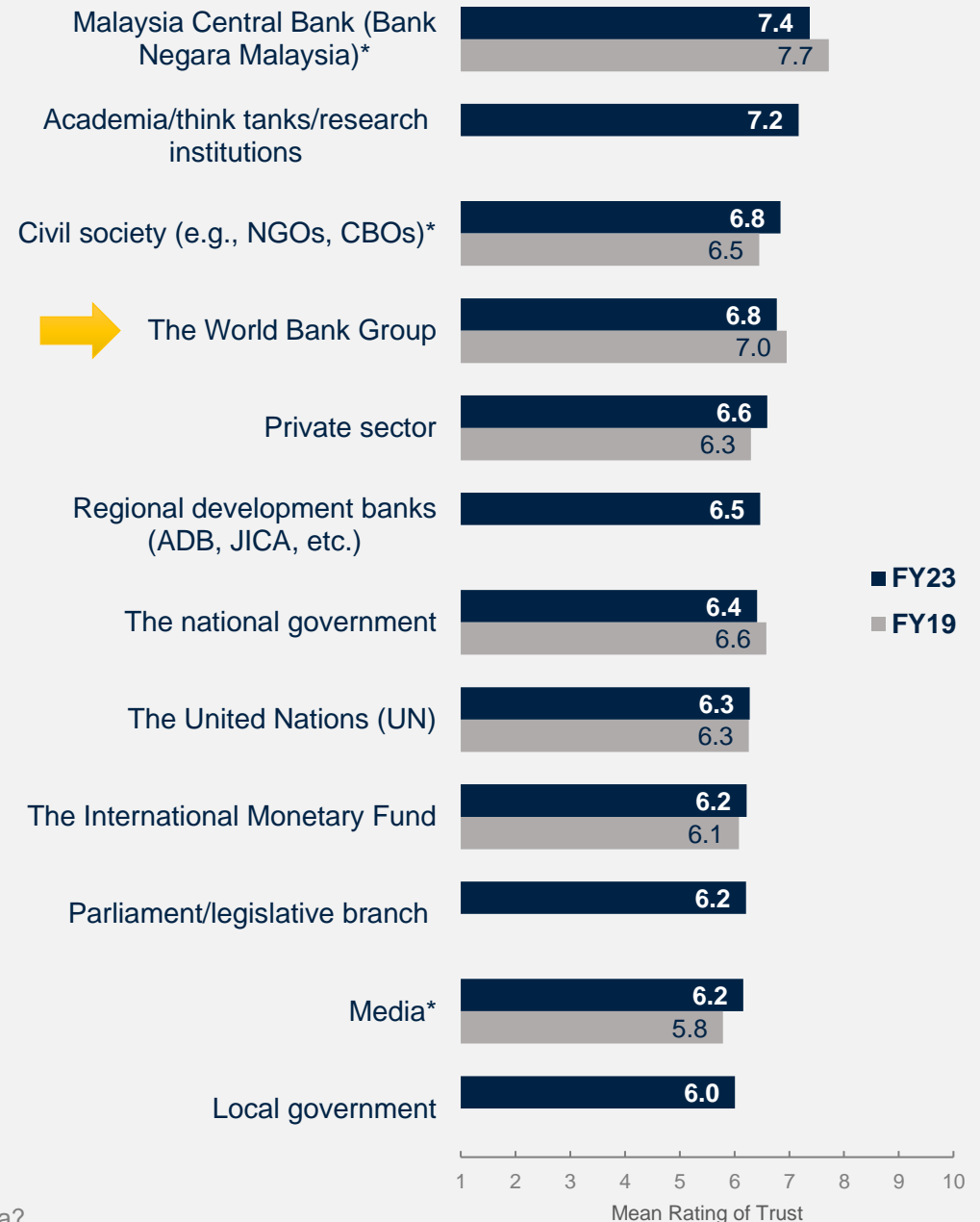
[^]**Government Institutions** group includes respondents from the Office of the President, Prime Minister, Minister, Government Institution, and Local Government Office or Staff
^{^^}**Non-government** group includes respondents from the Media, Civil Society, and Private Sector



Trust in WBG Remains Stable

Respondents in Malaysia gave the **highest ratings of trust for Malaysia’s Central Bank, academia, civil society, and the WBG**. At the same time, local governments were the least trusted among the institutions studied.

- Breakdown by stakeholder groups reveals that respondents from **academia** report the highest levels of trust in the WBG (mean = 7.3), while respondents from the **office of a parliamentarian** show the lowest trust levels (mean = 5.9).



Overall Attitudes toward the World Bank Group

“...Tailored Development Strategies: The WBG could work closely with the Malaysian government and local stakeholders to develop development strategies that are tailored to the country's unique economic, social, and environmental conditions. By understanding the specific needs and challenges of Malaysia, the WBG can provide targeted support that aligns with the country's goals...”

(Media Respondent)

“WBG should advise more on how (implementation) rather than what to do. WBG should provide more capacity assistance/ building to government agencies. WBG should come out with more ideas or advice on how government officers can get capacity assistance/building with WBG HQ.”

(Government Institution Respondent)



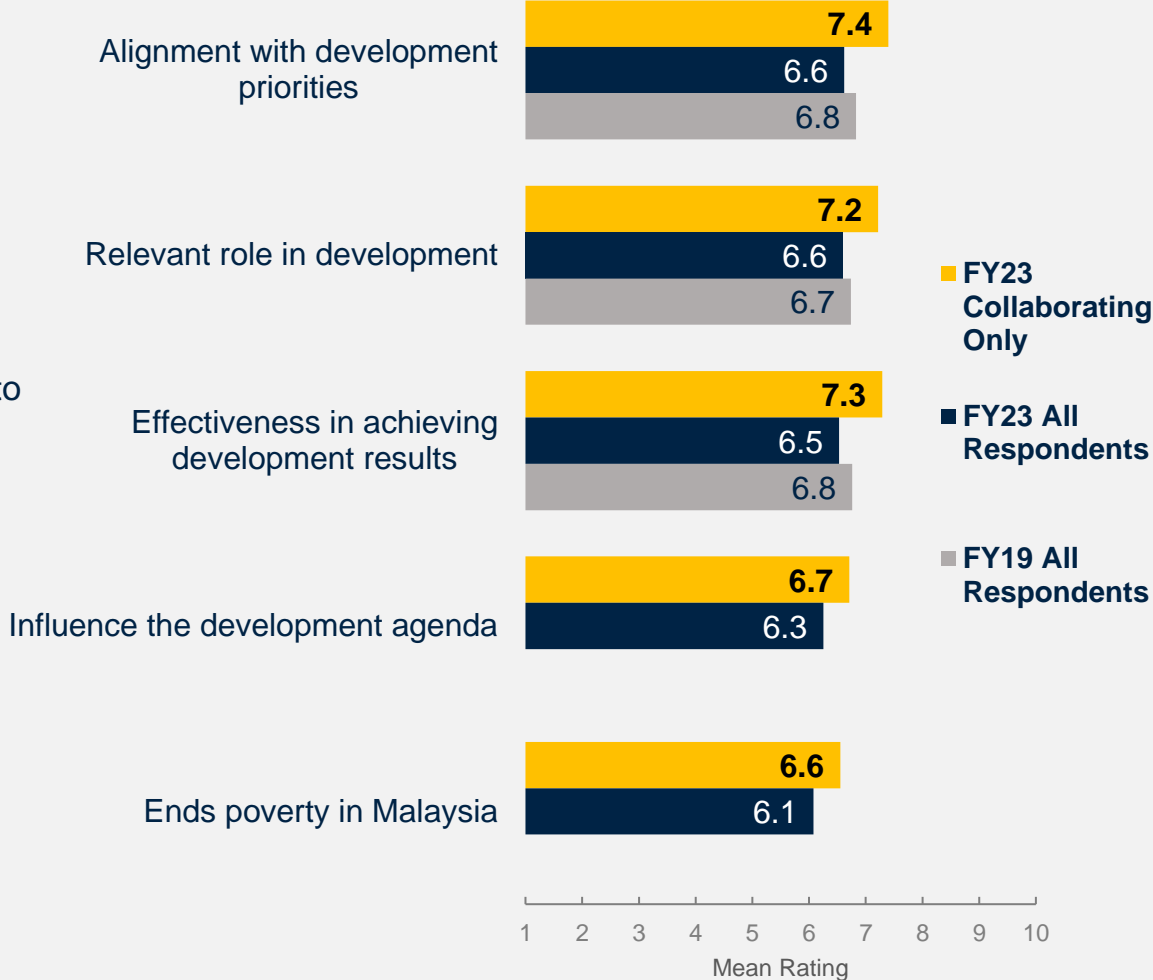
WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Malaysia? (N=88)

Key Performance Indicators: Those respondents who Collaborate with the WBG are Significantly more Positive

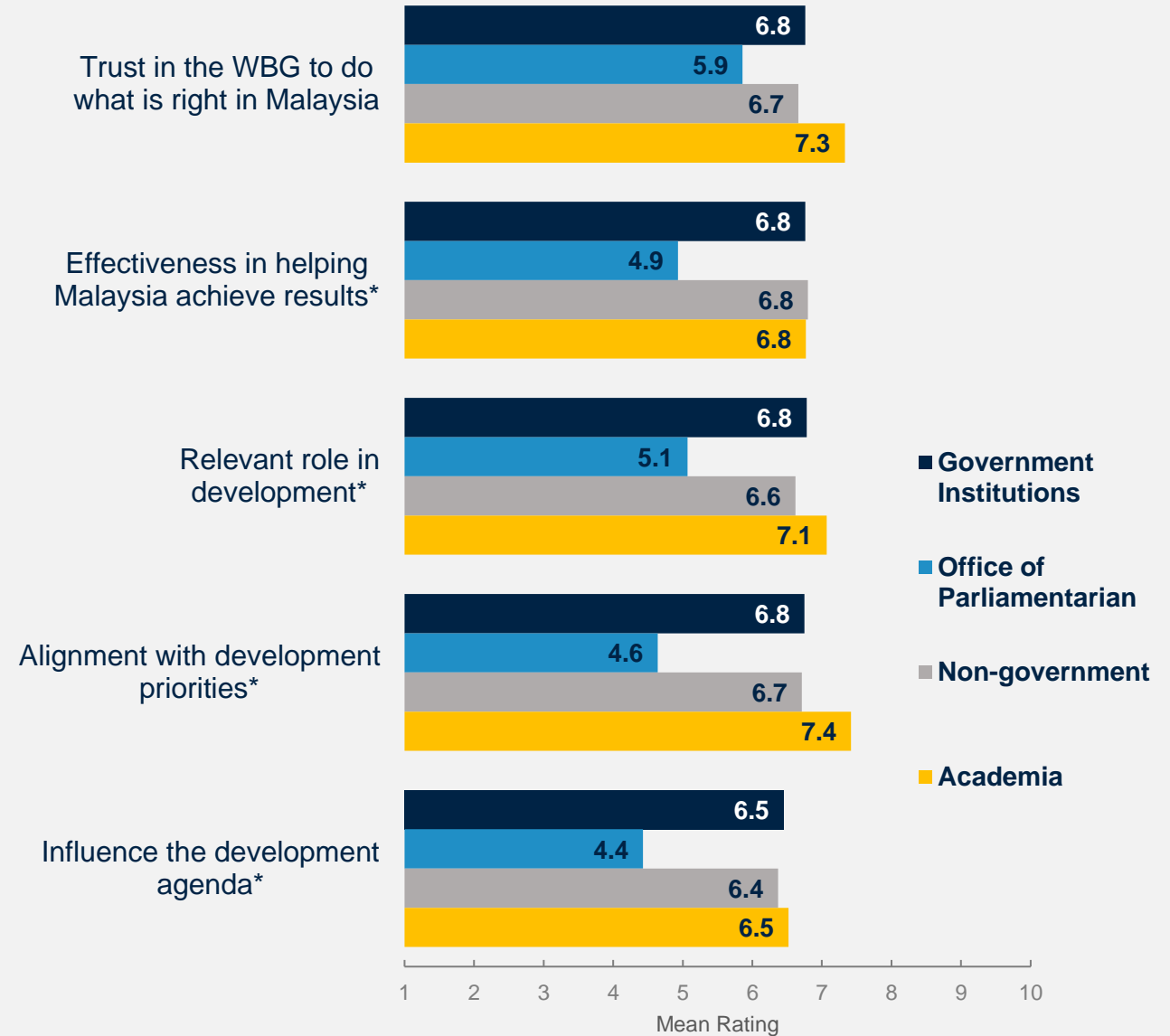
Overall ratings on WBG’s key performance indicator questions (KPIs) were statistically **similar to those reported in FY19**. However, in FY23, the ratings of the respondents who collaborated with the WBG were **significantly higher** than those of the respondents who reported not collaborating with the WBG. Ratings of collaborating respondents were particularly high for the WBG’s alignment with the country’s development priorities, the effectiveness of its work, and its relevance to development in the country.



The World Bank Group currently plays a relevant role in development in Malaysia. Scale: 1 Strongly disagree – 10 Strongly agree
 To what extent does the World Bank Group influence the development agenda in Malaysia? Scale: 1 Strongly disagree – 10 Strongly agree
 The WBG’s work is aligned with what I consider the development priorities for Malaysia. Scale: 1 Strongly disagree – 10 Strongly agree
 The WBG’s work helps end extreme poverty in Malaysia. Scale: 1 Strongly disagree – 10 Strongly agree
 How effective has the World Bank Group been in achieving development results in Malaysia? Scale: 1 Not effective at all – 10 Very effective

Stakeholders from Academia Have More Positive Perceptions of the WBG

Respondents from academia, government institutions, and non-government stakeholders had higher ratings across all KPIs while respondents from the office of a parliamentarian had significantly lower ratings. They were also the group least familiar with the work of the WBG (mean familiarity=4.9).



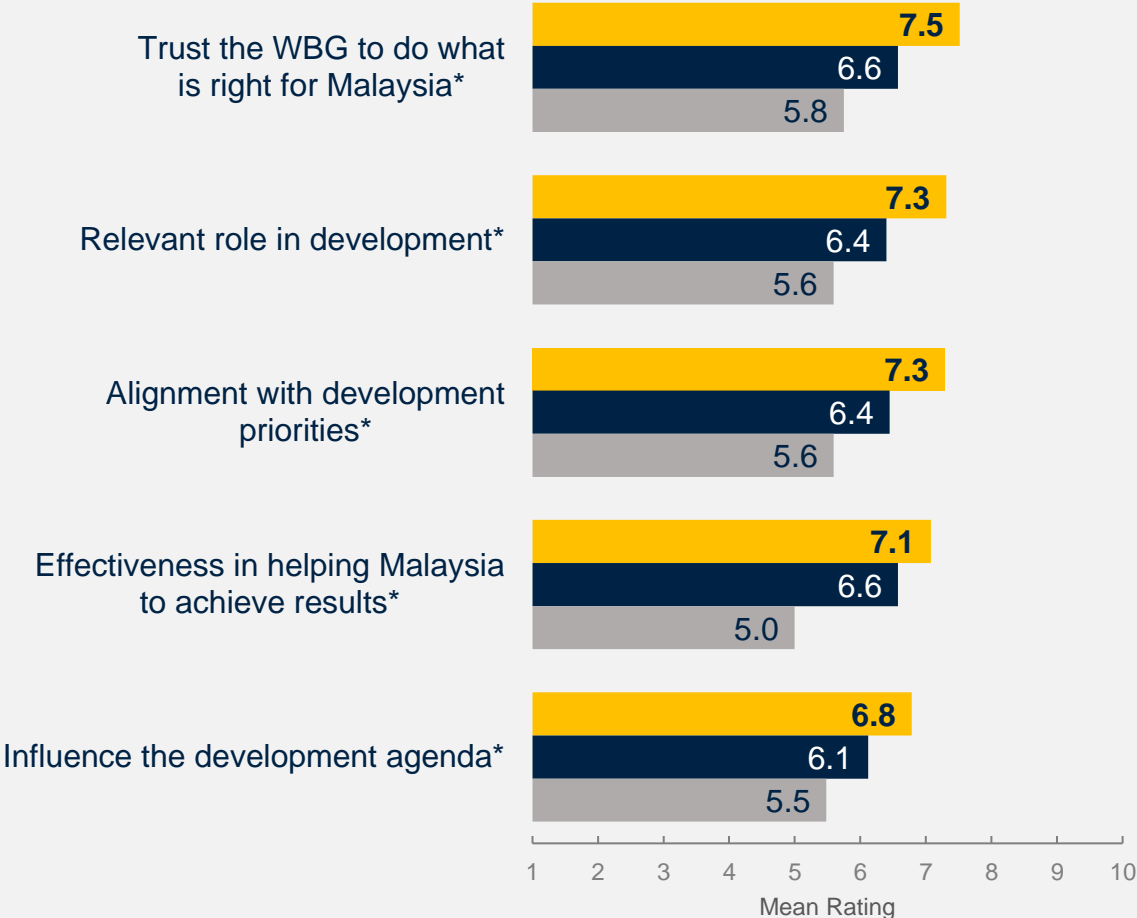
*Significantly different between stakeholder groups



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.



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

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



How much do you trust the WBG to do what is right for Malaysia? Scale: 1 Not at all – 10 Very much
 To what extent does the World Bank Group influence the development agenda in Malaysia? Scale: 1 To no degree at all – 10 To a very significant degree
 The World Bank Group currently plays a relevant role in development in Malaysia. Scale: 1 Strongly disagree – 10 Strongly agree
 The World Bank Group’s work is well aligned with what I consider the development priorities for Malaysia. Scale: 1 Strongly disagree – 10 Strongly agree
 How effective is the WBG in helping Malaysia achieve development results? Scale: 1 Not effective at all – 10 Very effective

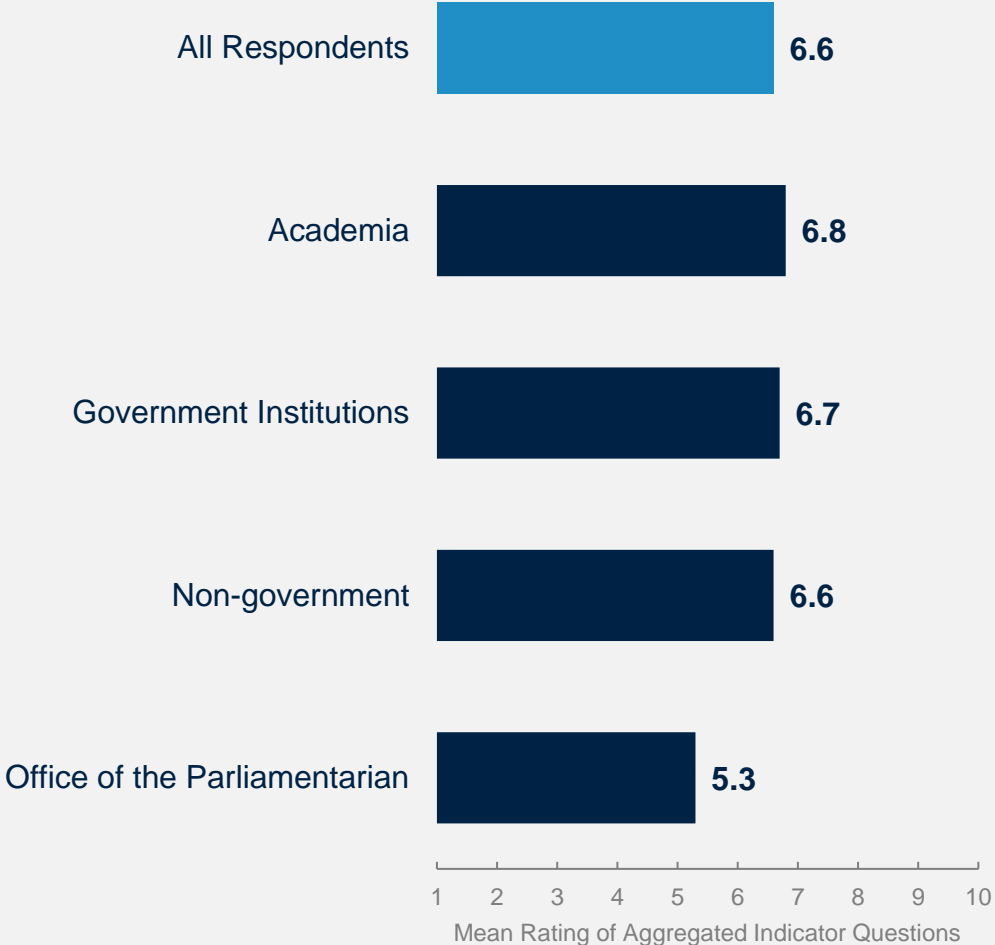
*Significantly different between levels of familiarity

Stakeholder Trends across Performance Indicators

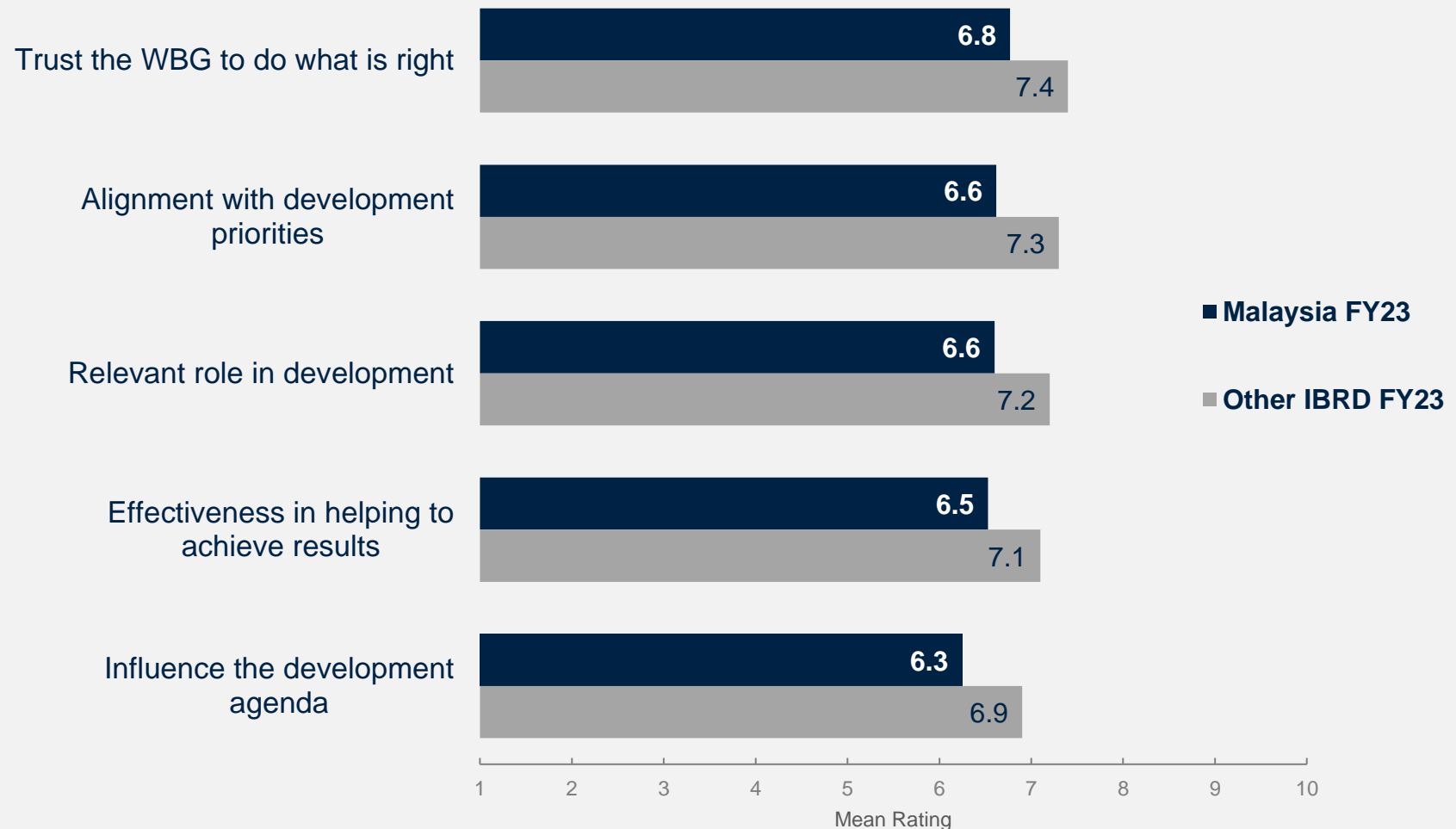
Respondents from academia, government institutions, and non-government respondents had the highest mean rating across the aggregated responses to the seventeen COS indicator questions whereas respondents from the office of a parliamentarian had significantly lower ratings.

- **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 do not collaborate with the WBG:

Mean rating: **Collaborate with WBG = 7.1**
 Do not collaborate = 6.3



Malaysia's Ratings on Key Performance Indicators are Somewhat Lower than those of Other IBRD Countries



World Bank Group's Support in Development Areas

“Provide well-informed policy advice to the Malaysian government and development financial institutions on a regular basis, drawing on the WBG's global expertise. This can help shape policies that foster economic growth, poverty reduction, and sustainable development.”

(Bilateral/ Multilateral Agency Respondent)

“Engage the relevant stakeholders i.e. politicians, lawmakers, private sector, academia to address critical issues such as brain drain, absence of high-value jobs, quality FDI, automation of industries, especially the SMEs.”

(Private Sector Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Malaysia? (N=88)

Development Areas for WBG Focus

In FY23, **cost of living / income inequality** was a top area the WBG should prioritize to have the most impact on development results in Malaysia. **Education, public sector governance, and macroeconomic stability** were also important areas for about one-third of the respondents.

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

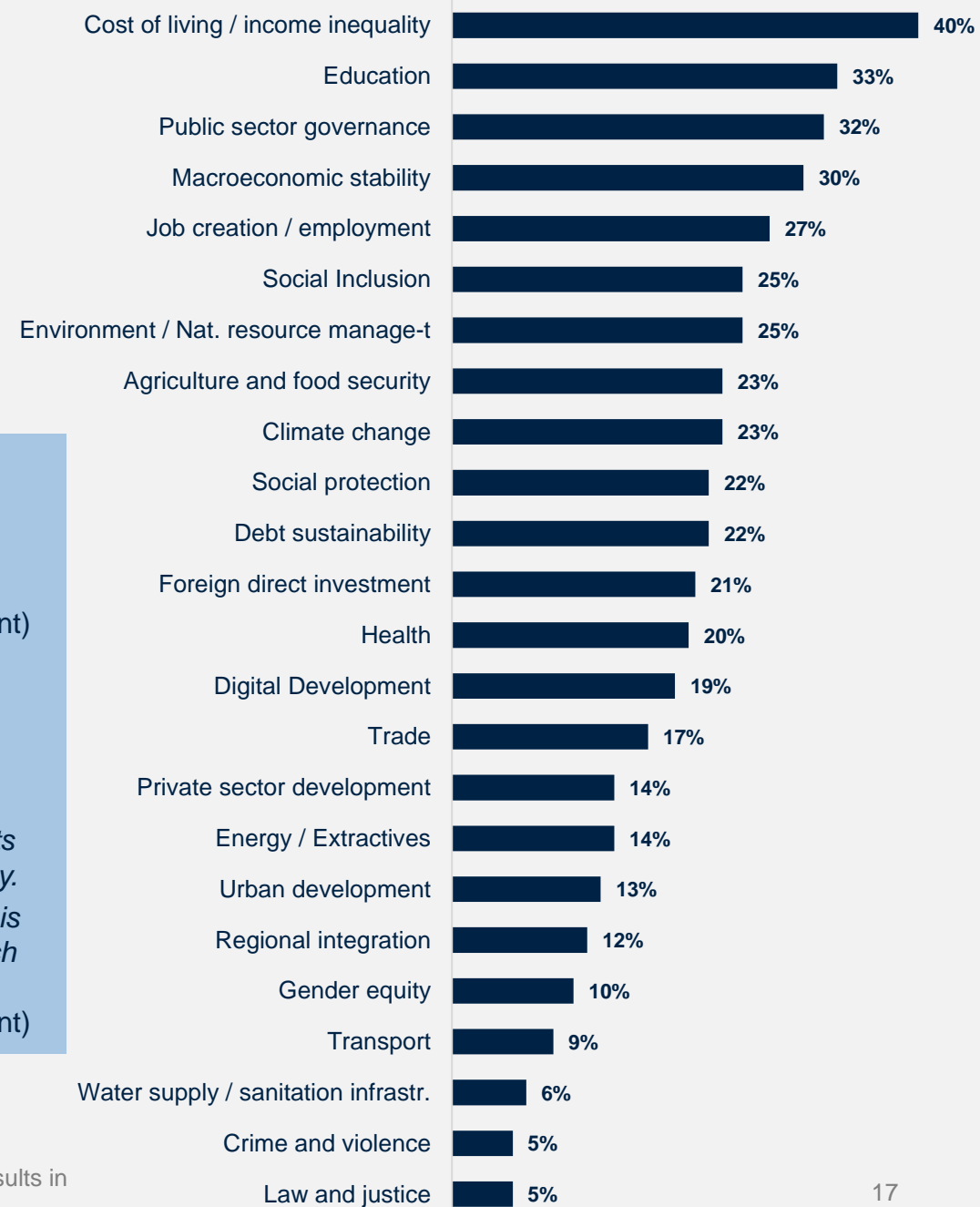
“Help improve the efficiency of the Government, appropriate policies, effective policy implementation, proper governance, the integrity of institutions.”
(Civil Society Respondent)

“1) Poverty reduction and social inclusion: WBG can support programs and policies that specifically target poverty reduction, including social safety nets, access to quality education and healthcare, and initiatives that empower marginalized communities.

2) Infrastructure development: Malaysia requires substantial investments in infrastructure to support its economic growth and improve connectivity.

3) Sustainable development and environmental conservation: Malaysia is rich in natural resources, but it also faces environmental challenges such as deforestation, biodiversity loss, and pollution...”

(Government Institution Respondent)



World Bank Group's Engagement on the Ground in Malaysia

“The WBG should prioritize research and involve Civil Society Organizations (CSOs) in its operations and decision-making in Malaysia. This will ensure its activities are grounded in detailed research and engage with Malaysian society's views. By incorporating CSOs, the WBG can make its initiatives more inclusive, transparent, and responsible to Malaysians. Collaboration between the WBG, CSOs, and other stakeholders can improve efforts to address poverty reduction, sustainable development, and inclusive growth.”

(Civil Society Respondent)

“Enhance collaboration with private sectors in particular SMEs.”

(Government Institutions Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Malaysia? (N=88)

The WBG Consistently Seen as a Long-Term Partner

Respondents in Malaysia continue to perceive the WBG as a **long-term partner**. Respondents who **collaborate** with the WBG also gave significantly higher ratings for the WBG's **responsiveness** and **staff accessibility** than those respondents who do not collaborate with the WBG.

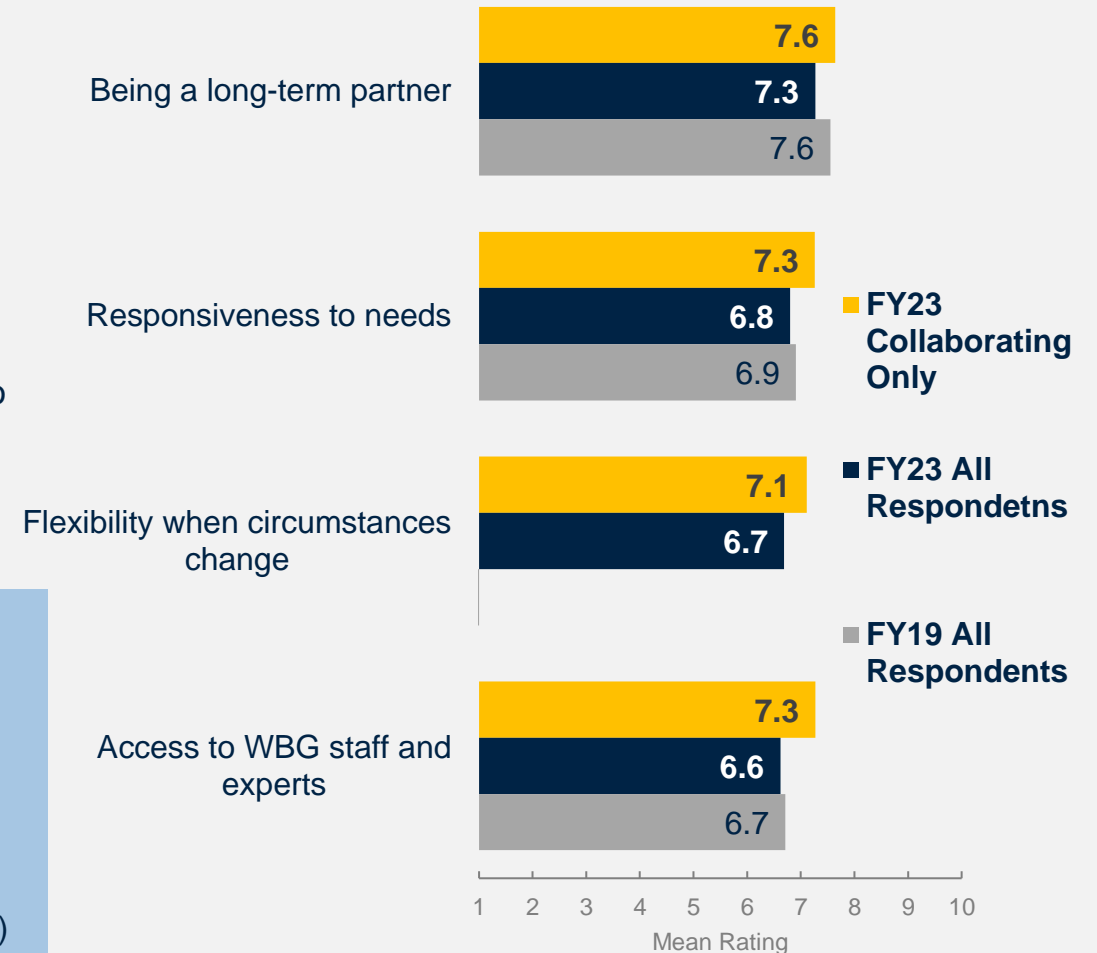
As with other aspects of WBG work in Malaysia, respondents from the **office of a parliamentarian** had significantly lower mean ratings across these questions (mean=5.3) compared to respondents from other stakeholder groups.

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

“1. WBG needs to understand the local context and issues in providing any proposal for the Malaysian government to consider.

2. WBG needs to have experts who possess deep knowledge regarding law and the Employment Act “

(Government Institution Respondent)



The WBG Seen as Effectively Collaborating the National Government, Academia, Regional Development Banks

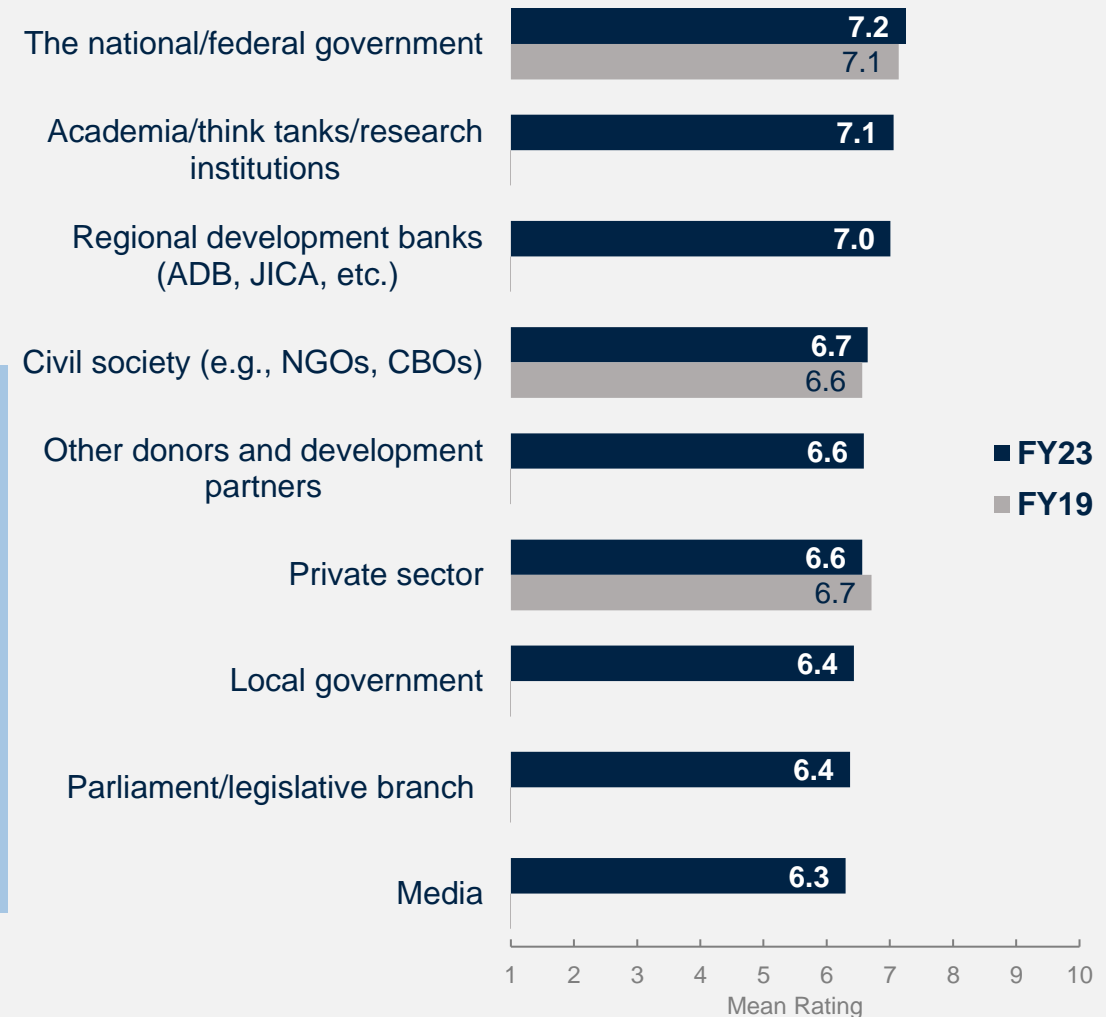
In FY23, respondents perceived the WBG as collaborating effectively with the **national government**, **academia**, and **regional development banks**. WBG received somewhat lower (although not negative) ratings for its collaboration with **the media**, **parliament/legislative branch**, and **local government**.

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

“Engage the relevant stakeholders i.e. politicians, lawmakers, private sector, academia to address critical issues such as brain drain, absence of high-value jobs, quality FDI, automation of industries, especially the SMEs.” (Private Sector Respondent)

“Raise your visibility. Connect and work with the media. If you are doing a good job, it doesn't matter as long as no one knows or is aware. Build relationships with media partners whether local, foreign, or freelancers. Commission articles and raise your profile.”

(Media Respondent)



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

More than Half of All Stakeholders Want the Bank to Collaborate More with the National Government

Respondents in this year's survey indicated that the WBG should collaborate more with the **national government**, **academia**, and **local government**. Furthermore, in their qualitative comments, respondents **highly stressed the importance of stakeholder engagement for increased effectiveness of the WBG in Malaysia.**

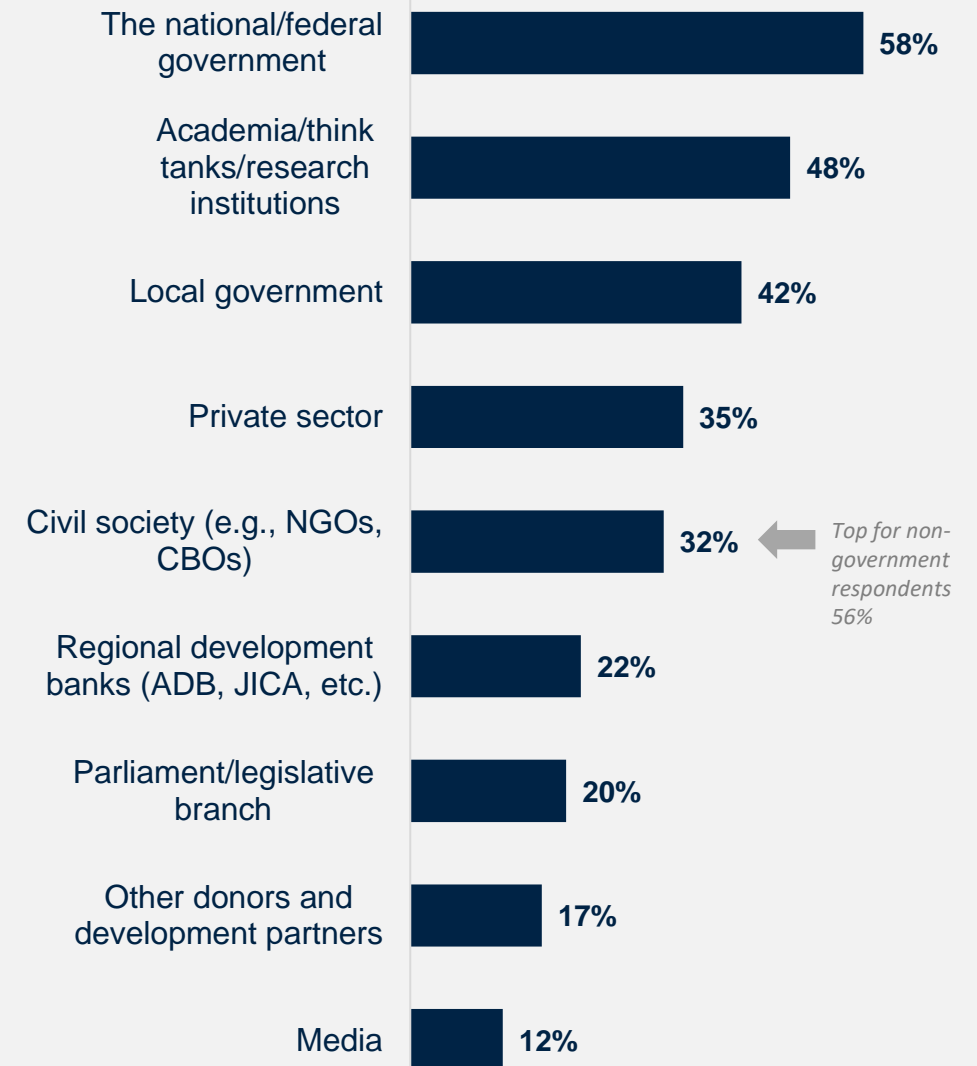
In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Malaysia?

"1. More engagement with the private sector in support of the Government's ambitions; 2. More multi-stakeholder roundtable and speaking engagements on current topics of interest, in comparison with international best practices; and 3. More capacity building programs with the Government, in sharing World Bank's expertise."

(Government Institution Respondent)

"Establish longer-term collaborative research with think tanks / academics / governments in strategic areas, e.g., long-term studies on supply chain resilience, deployment of technology, and climate adaptation. This can be funded by the government and / or the private sector via foundations in areas of mutual interest, e.g., ESG-related research."

(Academia Respondent)



Which THREE of the following groups should the WBG collaborate with more in Malaysia? (Choose no more than 3)
(Percentage of Respondents, N=161)

World Bank Group's Knowledge Work

“Providing evidence-based research, advisory, and affordable financial services to the Government of Malaysia. Sharing of best practices in other countries in reaching the target of a high-income nation.”

(Civil Society Respondent)

“More engagement which WBG could give training or sharing your research findings, analysis, and expertise as well as policy recommendations. More in-depth analysis especially with Malaysian context and benchmarked with other country's experience would be helpful.”

(Government Institution Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Malaysia? (N=88)

WBG's Research on Global Development Issues is the Bank's Greatest Value to Malaysia, According to Respondents


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

"Publish the research and data about the economy."
(Respondent from the Office of a Parliamentarian)

"Conduct webinars for academic researchers, including students- on how to use the WB resources online."
(Academia Respondent)

"Become an advisor to the government - backed with research findings."
(Government Institution Respondent)



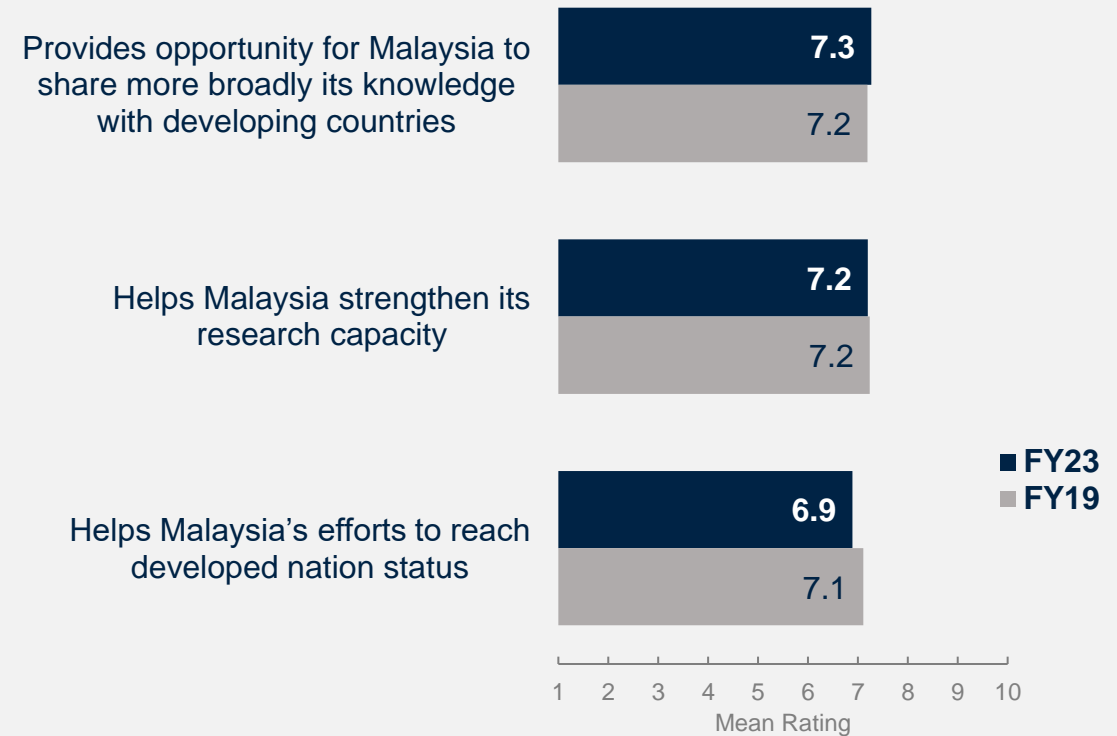
 When thinking about the WBG's role in Malaysia, which activity or activities do you VALUE the most? (Choose no more than 2)
(Percentage of Respondents, N=161)



WBG Global Knowledge and Research Hub in Malaysia Continues to Receive Positive Ratings

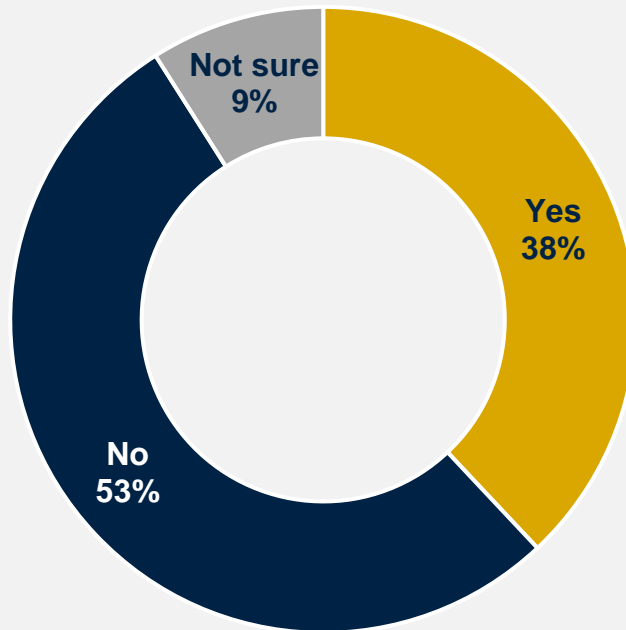
As in FY19, respondents see great value in the WBG's **Knowledge and Research Hub in Malaysia**. Most respondents agree that the Hub provides the opportunity for the country to share knowledge with developing countries, helps Malaysia strengthen its research capacity, and helps the country's efforts to reach developed nation status.

However, stakeholders from the **office of a parliamentarian** tended to be more critical (mean=6.0 across all three statements). Notably, no respondents from this group indicated that they used WBG knowledge work.



38% of Respondents Have Used the WBG's Knowledge Work; Those Who Have were Highly Satisfied

Have you used the WBG's advisory services and analytics in the past?



I anticipate using the WBG's advisory services and analytical work in the future.*



The WBG brings global expertise to Malaysia as part of its advisory services and analytical work.*



The WBG's advisory services and analytical work are timely.*



The WBG's advisory services and analytical work include appropriate level of stakeholder involvement during preparation*



I am satisfied with the quality of the WBG's advisory services and analytical work in Malaysia.*



The WBG's advice and recommendations are tailored to Malaysia's context.*

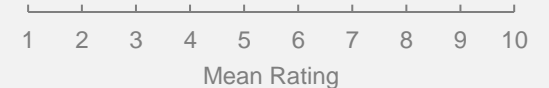


The WBG's analytical products are adequately disseminated*



Have you ever used the WBG's knowledge work?

■ Yes
■ No



Have you used the WBG's advisory services and analytics in the past? (Percentage of Respondents, N=155)

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

*Significantly different between groups

WBG Knowledge Work Perceived as Bringing Global Expertise to Malaysia

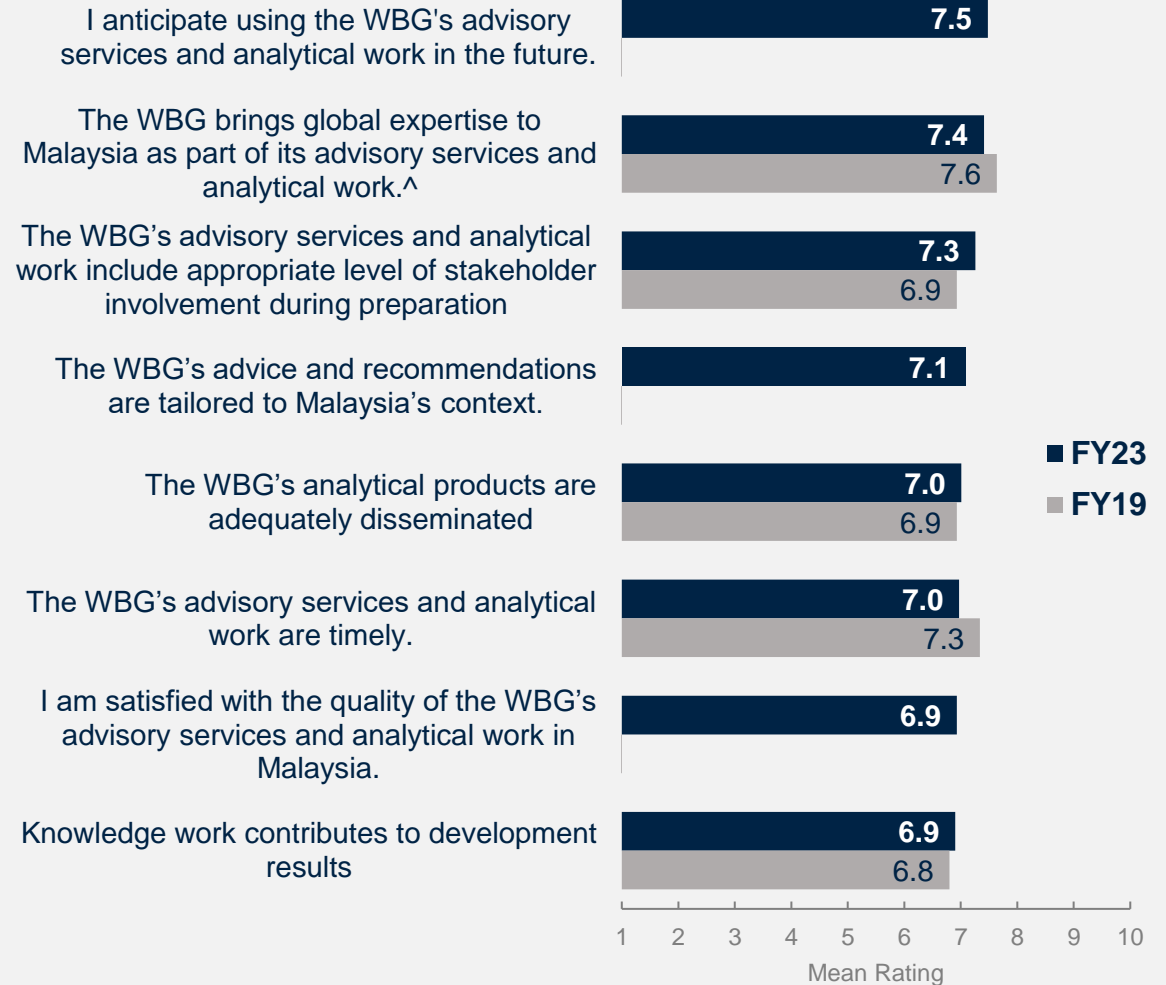
Respondents had the highest levels of agreement that the WBG **brings global expertise to Malaysia** as part of its knowledge work. Most respondents plan to use WBG’s advisory services and analytical work in the future. Of note, compared to other stakeholder groups:

- Respondents from the **office of a parliamentarian** tended to give lower ratings for various aspects of the WBG’s knowledge work (and significantly lower, for example, for its quality and timeliness). It should be noted, however, that no respondents from this group indicated that they used WBG knowledge work in the past.

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

“More consultancy works through collaboration with organizations and institutions on various focus areas and strong financial remedy recommendations towards better development of Malaysia”

(Office of the President, Prime Minister, Minister 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 Malaysia?
 Scale: 1 Not significant at all – 10 Very significant ^Compared to “Are a source of relevant information on global good practices” asked in FY19.

The Future Role of the World Bank Group in Malaysia

“More engagement, which WBG could give training or share your research findings, analysis, and expertise as well as policy recommendations. More in-depth analysis especially with Malaysian context and benchmarked with other country’s experience would be helpful.”

(Government Institution Respondent)

“Collaborate more with both public and private sectors to push for deeper economic reforms that need much more improvements. Influencing the politicians/ministers to make bold changes that benefit the nation in the long run from the WB point of view.”

(Private Sector Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Malaysia? (N=88)

How can the Bank increase its effectiveness? Open Ended Responses

Engagement 22%

More collaboration with various groups (government, private sector, academia, CSOs, etc.) to identify needs, tailor strategies, implement projects, and share global best practices

Local and community-level collaboration

Knowledge 28%

Capacity building and technical assistance

Research tailored to country context

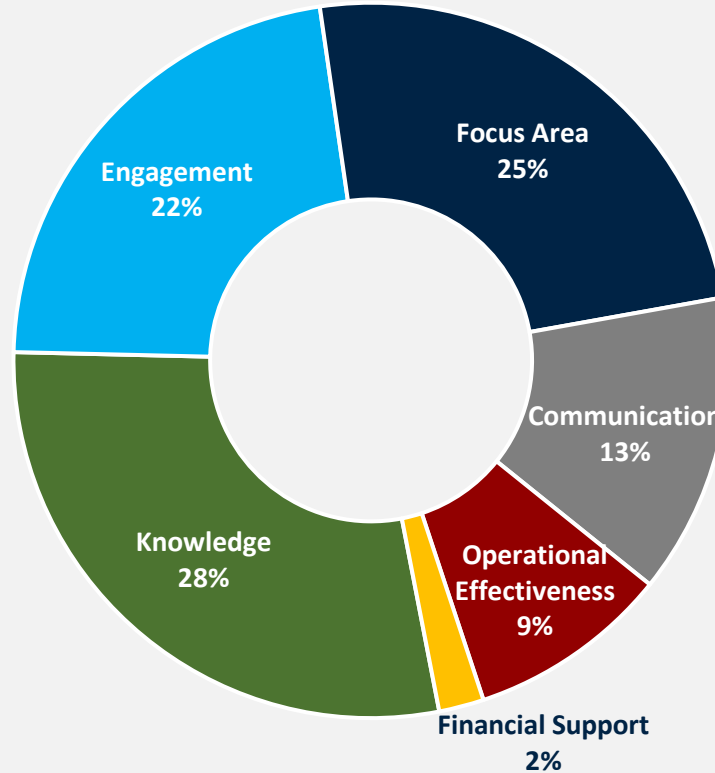
Training and knowledge sharing

Policy recommendations and guidance

Financial Support 2%

Affordable financial services

funds for research activity



Focus Areas 24%

Human capital and skills training

Income inequality, poverty reduction, cost of living, competitiveness

Climate adaptation

Digital development

Communication 13%

Educate the public about the Bank's activity in the country

Improve access to information about the WBG's projects

Raise the visibility of the WBG

Media outreach to improve the Bank's public image

Operational Effectiveness 9%

Context-specific solutions and adaptation to local circumstances

More subject-matter expertise

Focus on results to stay relevant



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Malaysia? (N=88)

How can the Bank increase its effectiveness? Example Responses

Knowledge Work

“More engagement which WBG could give training or sharing your research findings, analysis, and expertise as well as policy recommendations. More in-depth analysis especially with Malaysian context and benchmarked with other country’s experience would be helpful.”
(Government Institution Respondent)

“Provide well-informed policy advice to the Malaysian government and development financial institutions on a regular basis, drawing on the WBG's global expertise. This can help shape policies that foster economic growth, poverty reduction, and sustainable development.”
(Bilateral/Multilateral Respondent)

“More consultancy works through collaboration with organizations and institutions on various focus areas and strong financial remedy recommendations towards better development of Malaysia.”
(Office of the President, Prime Minister, Minister)

Focus Areas

“I think education is the most important of WBG’s role. Malaysia’s main driver in economics is foreign investment and Malaysia will get it more in the future. Making good use of it is an important role in the government. WBG should focus on education and training for the right future path.”
(Bilateral / Multilateral Respondent)

“Supporting Malaysia’s digital transformation efforts can lead to increased economic efficiency, innovation, and job creation.” (Government Institution Respondent)

“To understand the local culture and respect to our adherence to religion, help to safeguard the climate and environment without changing our needs to local produce and identity in lifestyle.”
(Office of a Parliamentarian)

Engagement

“Establish longer-term collaborative research with think tanks/academics/governments in strategic areas e.g. long-term studies on supply chain resilience, deployment of technology, and climate adaptation. This can be funded by the government and the private sector via foundations in areas of mutual interest e.g. ESG-related research.”
(Academia Respondent)

“The World Bank Group (WBG) should prioritize research and involve Civil Society Organizations (CSOs) in its operations and decision-making in Malaysia. This will ensure its activities are grounded in detailed research and engage with Malaysian society's views. By incorporating CSOs, the WBG can make its initiatives more inclusive, transparent, and responsible to Malaysians. Collaboration between the WBG, CSOs, and other stakeholders can improve efforts to address poverty reduction, sustainable development, and inclusive growth.”
(Civil Society Respondent)

Communication

“A lot more publicity and exposure to what it actually does for the people, or is pushing for, for the sake of Malaysians. A lot more people would pay attention if there was adequate publicity about how it could better their day-to-day lives, with everyday questions such as retirement security, income upgrades, and more.”
(Media Respondent)

“WBG should have a research unit that focuses on neutralizing Malaysian perception against WBG...”
(Academia Respondent)

“Raise your visibility. Connect and work with the media. If you are doing a good job, it doesn't matter as long as no one knows or is aware. Build relationships with media partners whether local, foreign, or freelancers. Commission articles and raise your profile.”
(Media Respondent)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Malaysia? (N=88)

Communication and Outreach

“A lot more publicity and exposure to what it does for the people, or is pushing for, for the sake of Malaysians. A lot more people would pay attention if there was adequate publicity about how it could better their day-to-day lives, with everyday questions such as retirement security, income upgrades, and more.”

(Media Respondent)

“Please always appear in Media such as TV or news. Hopefully, media like Berita Harian can cover your project/report, etc.”

(Academia Respondent)

“Enhance WBG communication and marketing in Malaysia via social media.”

(Government Institution Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Malaysia? (N=88)

Social Media and Research Papers were the Most Popular Informational Sources

Respondents mostly relied on **social media** and **research papers/official statistics** to obtain information about socioeconomic development issues. However, the differences between stakeholder groups in their most utilized information sources should be noted.

	Top 2 Information Sources				
	All Respondents	Government Institutions	Office of Parliamentarian	Non-government	Academia
Social media	66.9%	68.3%	85.7%	64.7%	65.5%
Research papers / Official statistics	60.1%	60.0%	50.0%	55.9%	72.4%
Newspapers (Print or online)	57.4%	53.3%	42.9%	61.8%	58.6%
Television (TV)	33.1%	45.0%	42.9%	26.5%	24.1%
e-Newsletters	19.6%	20.0%	21.4%	23.5%	17.2%
Podcasts	11.5%	6.7%	21.4%	20.6%	6.9%
Radio	9.5%	15.0%	0.0%	8.8%	3.4%
Blogs*	6.8%	5.0%	14.3%	0.0%	17.2%

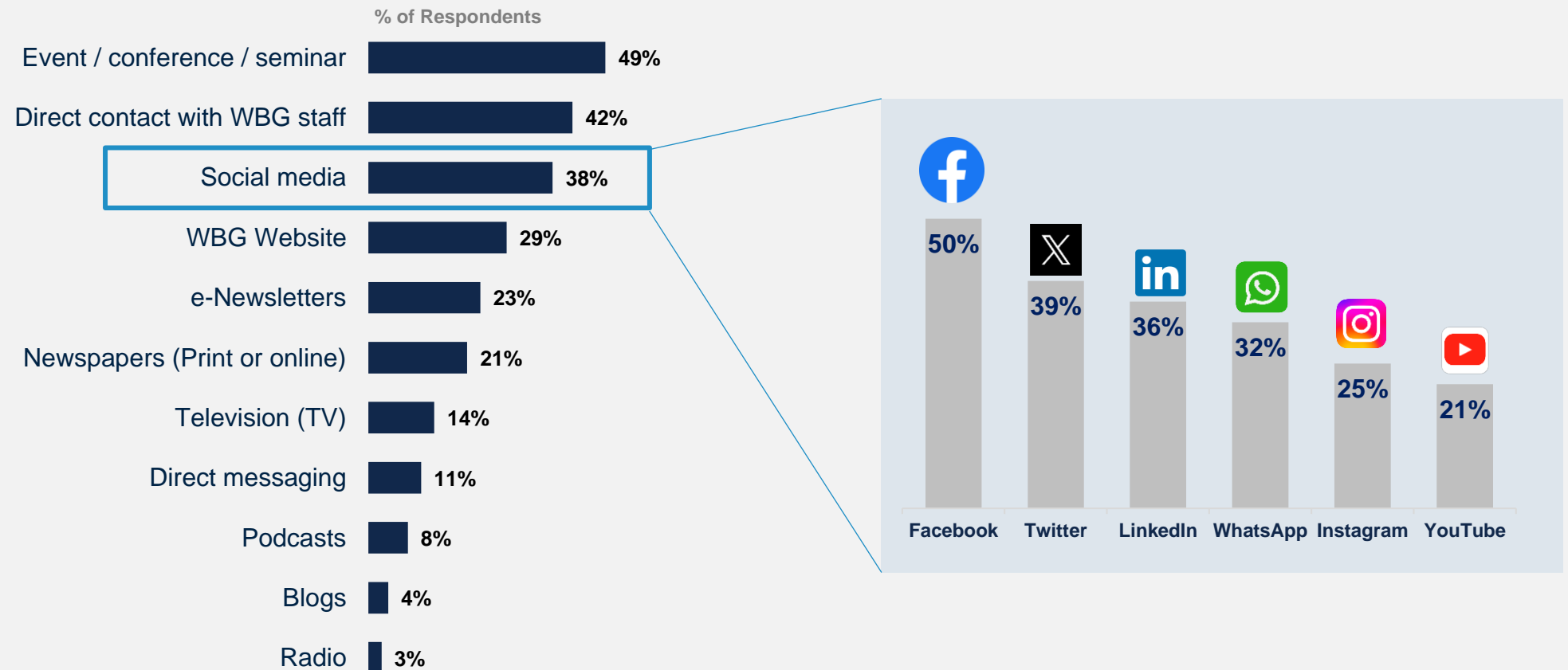
Events, WBG Website, and Social Media were the Most Preferred for Receiving WBG Communication

Respondents most preferred to receive WBG communications through **events / conferences / seminars / workshops** (in person or online), the **website**, and **social media**.

	Preferred WBG Channels				
	All Respondents	Government Institutions	Office of Parliamentarian	Non-government	Academia
Event/conference/ seminar/workshop (in person or online)	59.2%	60.0%	42.9%	58.8%	71.4%
Website	51.7%	55.0%	57.1%	35.3%	67.9%
Social media (e.g., Facebook, Twitter)	49.7%	55.0%	50.0%	50.0%	42.9%
e-Newsletters	35.4%	35.0%	42.9%	29.4%	35.7%
Direct contact with staff (e.g., in person, virtually, phone, email)	21.8%	25.0%	0.0%	23.5%	17.9%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	20.4%	18.3%	28.6%	14.7%	32.1%
Podcasts*	17.0%	11.7%	35.7%	26.5%	7.1%
Interviews and press conferences *	16.3%	8.3%	28.6%	32.4%	10.7%
Blogs	2.7%	5.0%	0.0%	0.0%	0.0%

5 in 10 Engaged with the WBG Recently, most often through Events or Direct Contact

50% of respondents recalled hearing or seeing something about the WBG in the last 30 days. Respondents from **government organizations** were the most likely to recall something (62%) whereas respondents from the **office of a parliamentarian** were significantly less likely to do so (21%). Respondents most often reported seeing/hearing about the WBG through events, direct contact with staff, and social media. Among those who selected social media, respondents were more likely to see it on Facebook, Twitter (X), or LinkedIn.



Do you recall seeing or hearing anything about the WBG in the last 30 days? (N=147)
 Where do you recall seeing or hearing this information? (Select all that apply) (Percentage of Respondents, N=73)
 On what social media platforms do you recall seeing this information? (Check all that apply) (Percentage of Respondents, N=28)

WBG Work on Inclusive Growth in Malaysia and its Economic Forecasts were the Most Commonly Recalled Topics

Respondents most frequently recalled WBG work or research on **inclusive growth in Malaysia** and **global economic forecasts**.



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

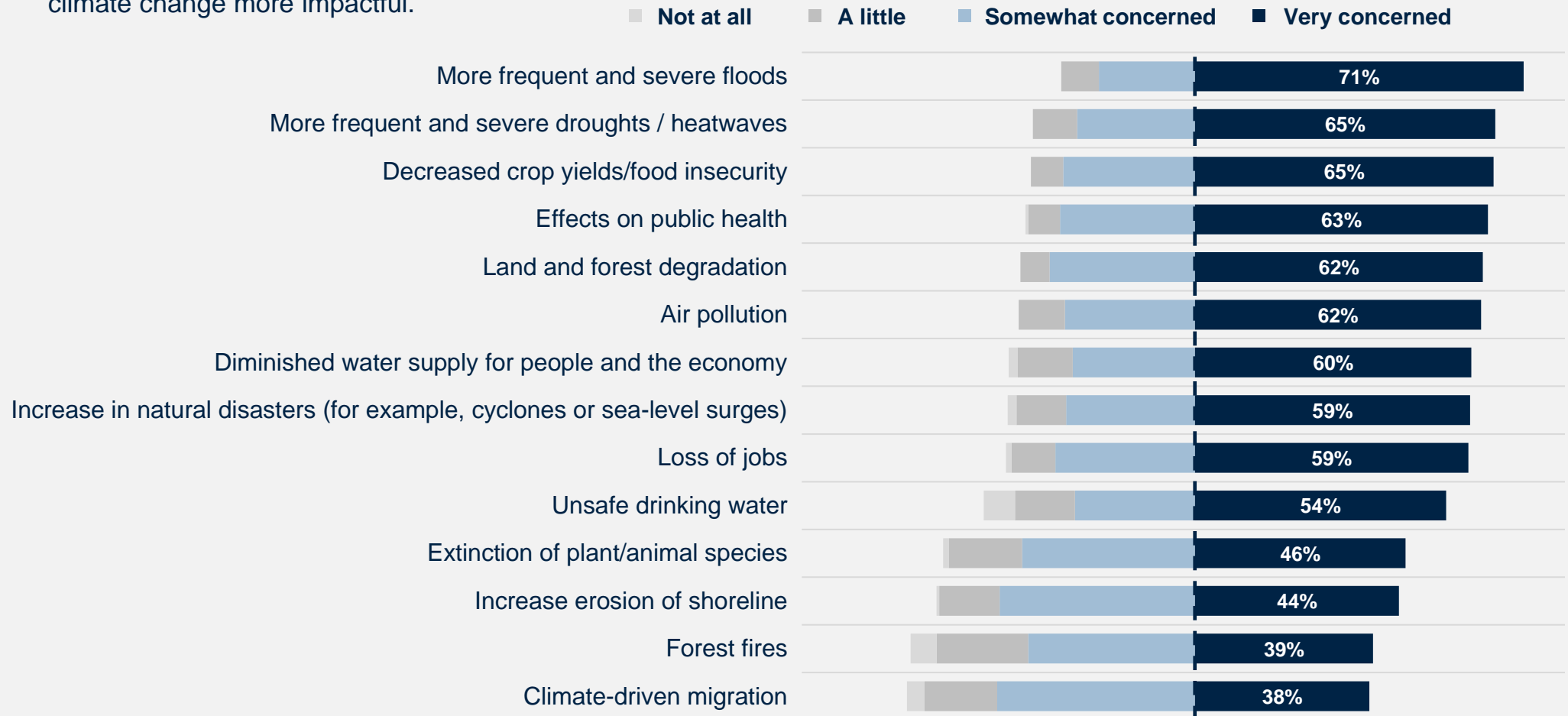
“Establish longer-term collaborative research with think tanks/academics/governments in strategic areas e.g. long-term studies on supply chain resilience, deployment of technology, and climate adaptation. This can be funded by the government and/or the private sector via foundations in areas of mutual interest e.g. ESG-related research.”

(Academia Respondent)



Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concern: More Frequent and Severe Floods

Nearly 7 in 10 respondents were very concerned about **more frequent and severe floods** when it comes to the potential impacts of climate change in Malaysia. **More frequent and severe droughts** and **decreased crop yields/food insecurity** were also of great concern to respondents. These key areas of concern should be taken into consideration to make communications about climate change more impactful.

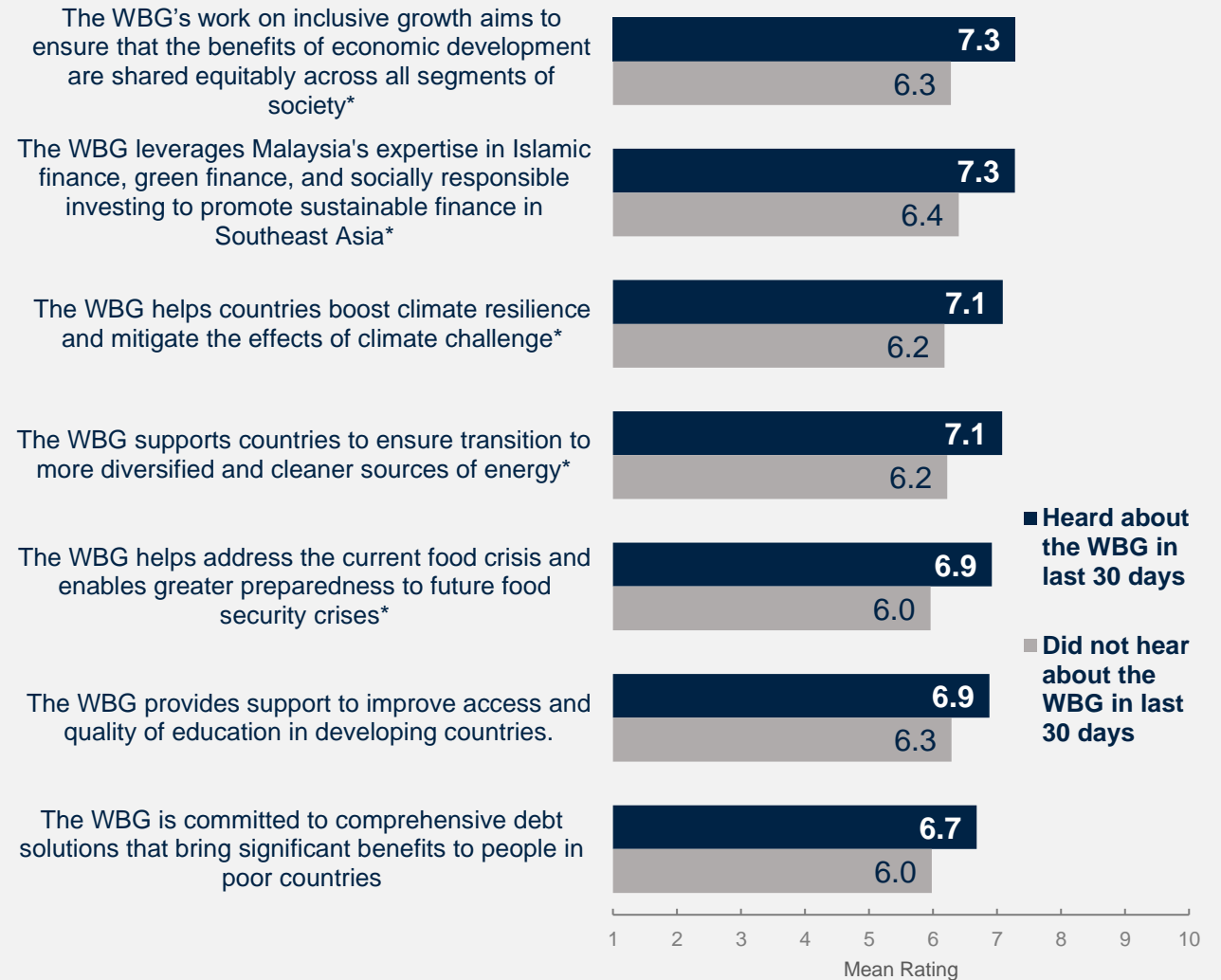


How concerned are you about the following potential impacts of climate change in Malaysia? (Percentage of Respondents, N=~159)

Message Recall is Associated with Message Agreement and More Positive Perceptions of the WBG

Respondents who recalled seeing or hearing something about the WBG in the last 30 days consistently **gave higher ratings on all key messages** regarding the WBG's 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.

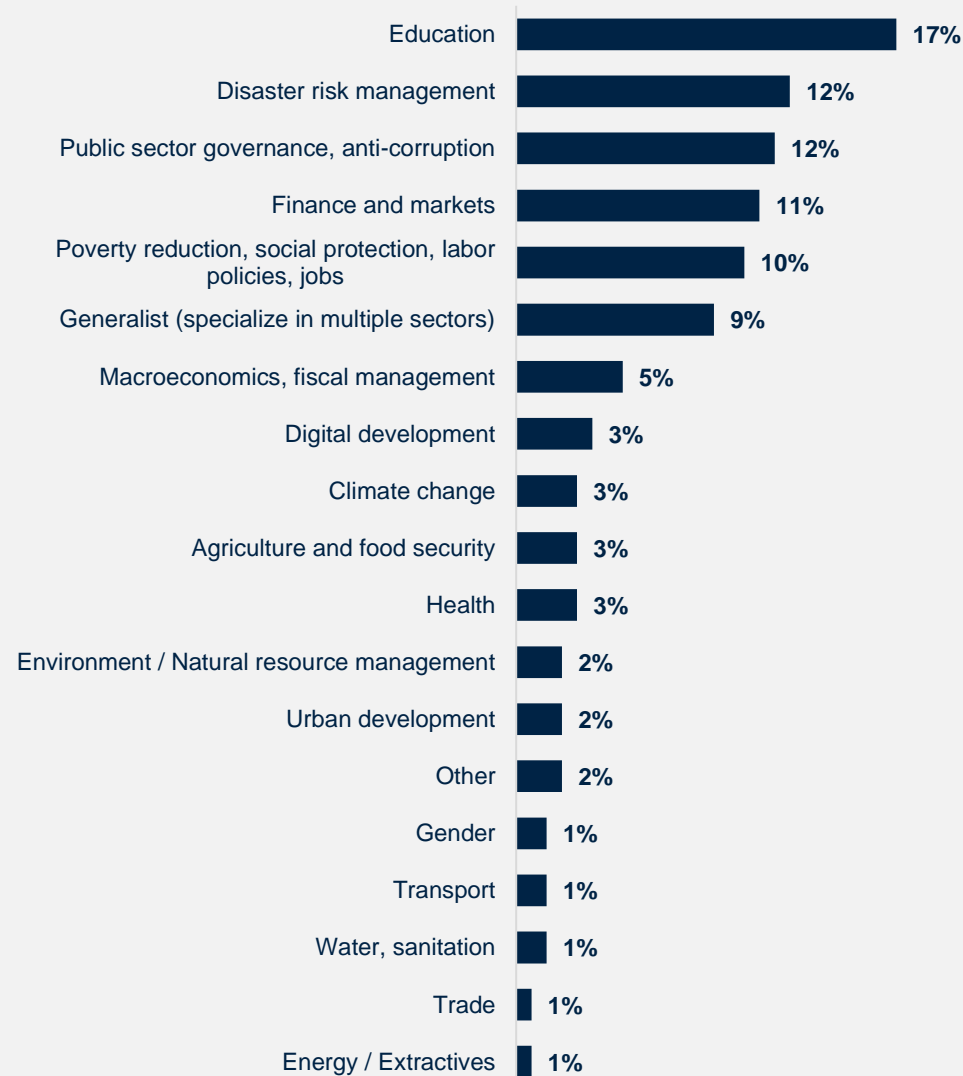


Sample Demographics and Detailed Methodology

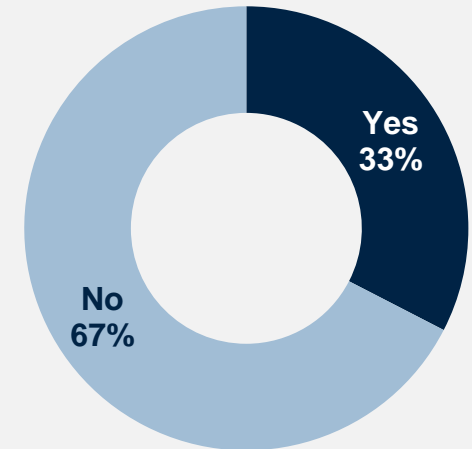


Sample Demographics

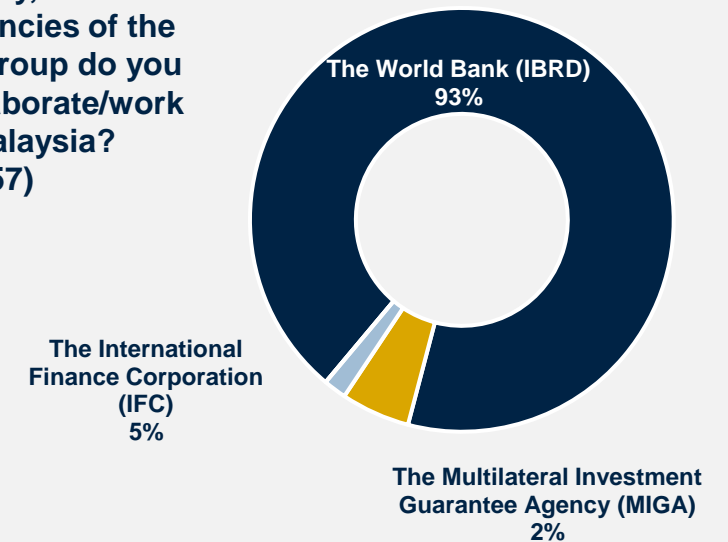
What is the primary specialization of your work? (N=145)



Do you collaborate/work with the World Bank Group (WBG) in Malaysia? (N=175)

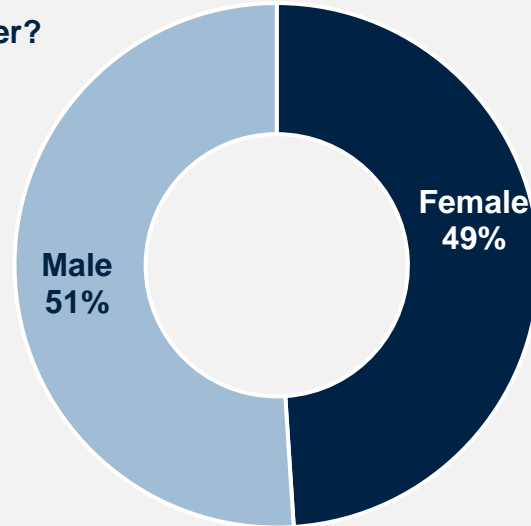


Which, if any, of the following agencies of the World Bank Group do you primarily collaborate/work with in Malaysia? (N=57)

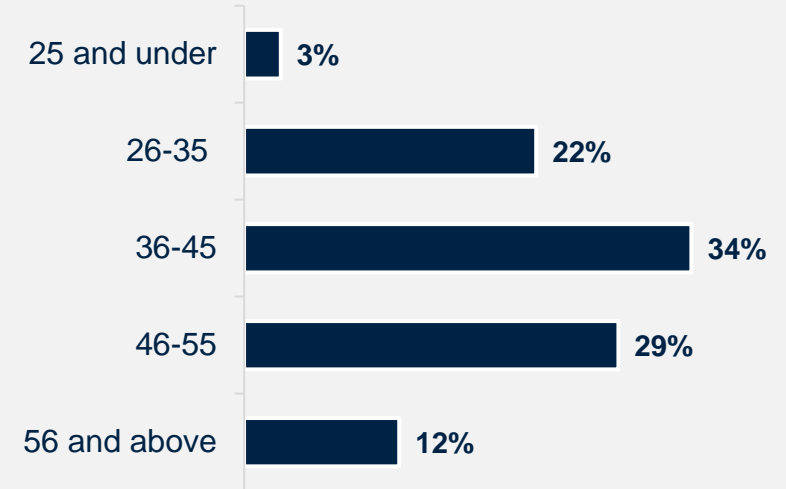


Sample Demographics (continued)

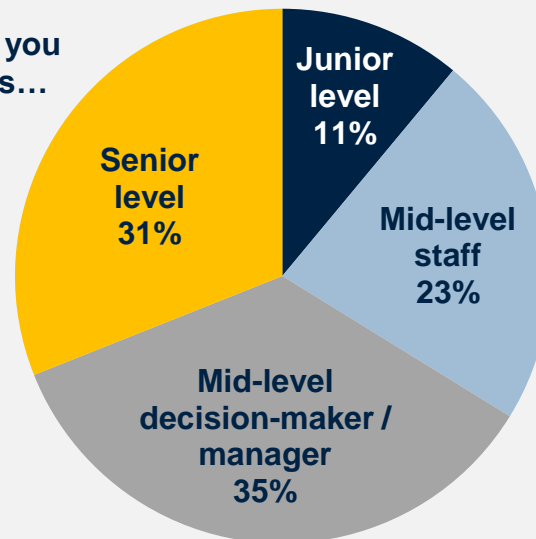
What is your gender?
(N=145)



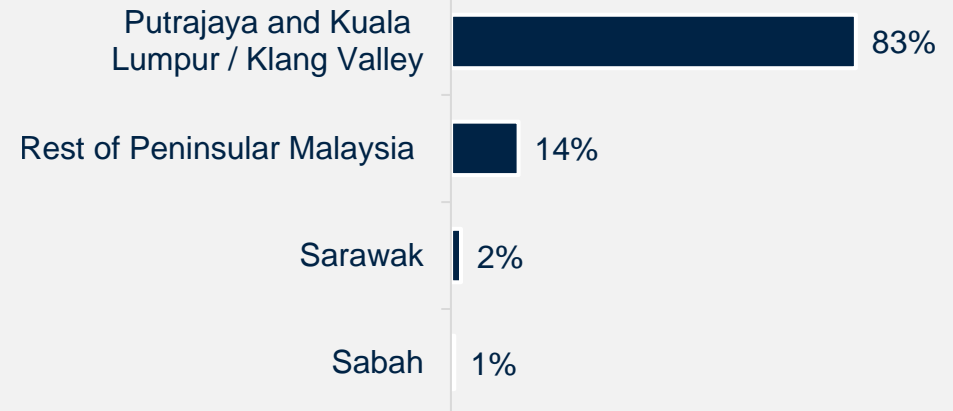
What's your age? (N=143)



Within your organization, would you describe yourself as...
(N=145)



Which best represents your geographic location?
(N=144)



Detailed Methodology

From **June 2023 to March 2024**, a total of 3,142 stakeholders in Malaysia 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 or multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **175 participated in the survey (5% response rate)**. Respondents completed the questionnaire via an online platform.

The results of this year’s survey were compared to the FY19 Survey with a response rate of 21% (N=360).

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. This year’s survey saw a much greater outreach to and/or response from government institutions, and academia but a decrease from the private sector. These differences in stakeholder composition between the two years should be taken into consideration 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 “Malaysia COS FY23 Appendices with data breakdowns.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Percentage of Respondents	FY 2019	FY 2023
Government Principals: Office of the President, Prime Minister, Minister, Parliamentarian	9%	10%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, Faith-Based Group	26%	34%
Local Government	3%	7%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	6%	5%
Civil Society Organization: Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	10%	9%
Private Sector: Private Company, Financial Sector Organization, Private Bank	18%	9%
Academia/Research Center	16%	19%
Media	9%	7%
Other	4%	0%
Total Number of Respondents	356	175

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.

A2_5. To what extent, do you trust each of the following groups to do what is right? Scale: 1 To no degree at all – 10 To a very significant degree

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

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

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

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

A6. The World Bank Group's work helps end extreme poverty in Malaysia.

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

A8. How significant a contribution do you believe the World Bank Group's knowledge work and activities make to development results in Malaysia?

Scale: 1 Not significant at all – 10 Very significant

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

C2. Responsiveness to needs in Malaysia

C3. Access to WBG staff and experts

C4. Flexibility when circumstances change in Malaysia

C5. Being a long-term partner to Malaysia

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

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

C7_1. National government

C7_5. Private sector

C7_6. Civil society

C7_7. Other donor and development partners

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

C12_1. I am satisfied with the quality of the WBG's knowledge work in Malaysia.

C12_6. The WBG's knowledge work is tailored to Malaysia's context.





CountryOpinionSurveys

Thank you

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

countrysurveys@worldbankgroup.org

