



CountryOpinionSurveys

# FY 2023 Tanzania

## Country Opinion Survey Report

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# Acknowledgements

The Tanzania 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 survey design, reporting, and data analysis. Noreen Wambui and Irina Popova provided data support.

BI acknowledges the significant contribution from the Tanzania country team and independent fielding agency Ipsos Tanzania. In particular, BI is grateful for the support from Loy Nabeta (Senior External Affairs Officer) who coordinated the survey-related activities from Dar es Salaam, Tanzania.



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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 Tanzania perceive the WBG. The survey explored the following questions:

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



# Methodology Overview

## ■ Fielded May 2023 through July 2023

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

## ■ 281 participants (53% response rate)

- 74% from Dar es Salaam region, 23% from other urban centers
- 60% currently collaborate with the WBG

## ■ Compared to FY20 Country Survey

- 250 participants (75% response rate)
- Surveys completed with a representative from the local fielding agency
- 24% 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=281)

# Overall Context

*“Working closely with youth and bridging the gap that WB has not fully reached [...] the youth demographic in order [for them] to understand WB mission and work in Tanzania. So, WB needs to invest in its public diplomacy and youth connection, to hear the needs and solutions of young people on the ground as they are the beneficiaries of WB-Tanzania cooperation.”*

(Civil Society Respondent)



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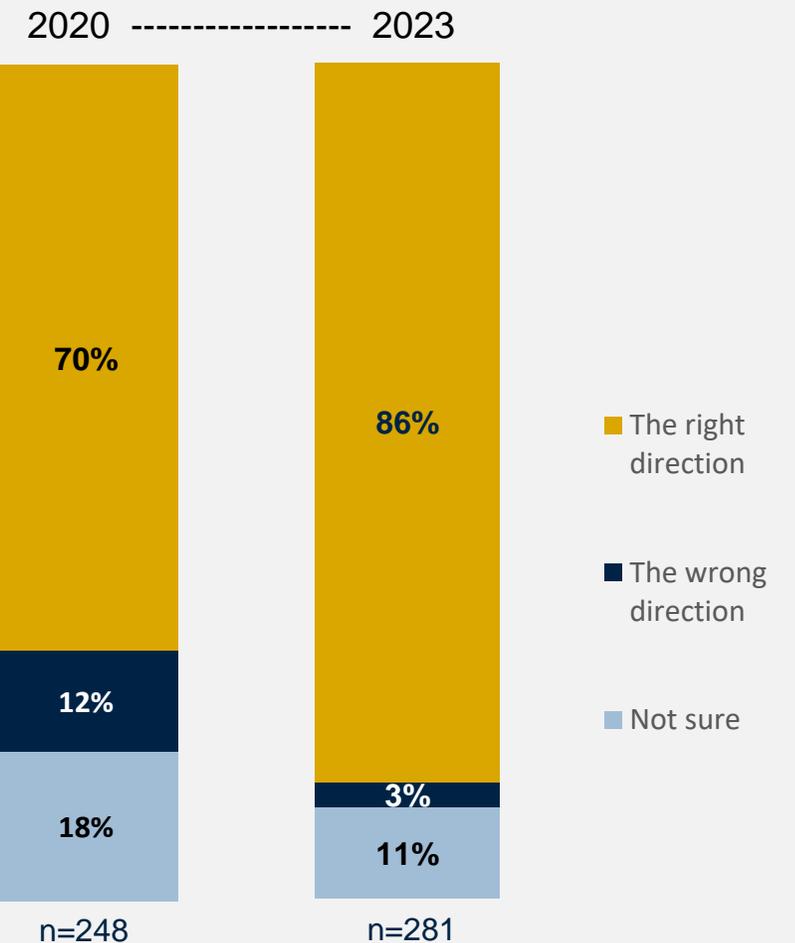
*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Tanzania? (N=62)*

# Respondents in Tanzania are Increasingly Optimistic About the Country's Direction

In FY23, respondents were increasingly more optimistic about Tanzania's direction; an overwhelming majority of respondents (86%) indicated the country is headed in the right direction, which is 16% more than in FY20.

- Respondents from civil society were slightly less optimistic than other stakeholder groups: 66% said the country was on the right track, while 29% were unsure about the country's direction.

## Country direction



# Familiarity with the World Bank Group has Improved

- Year comparison:** Respondents in this year's Country Survey reported significantly higher levels of familiarity with the World Bank Group compared to FY20:

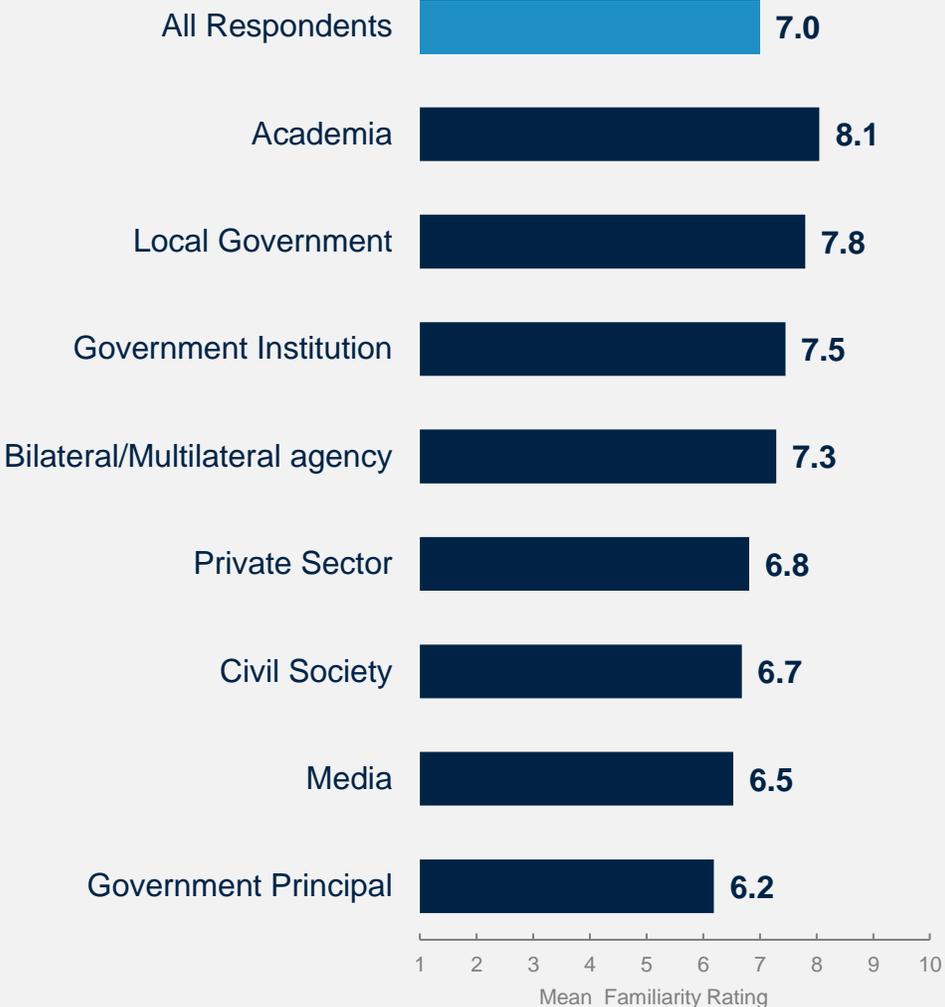
Mean familiarity: **FY23 = 7.0**

**FY20 = 6.0**

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

Mean familiarity: **Collaborate with WBG = 7.7**

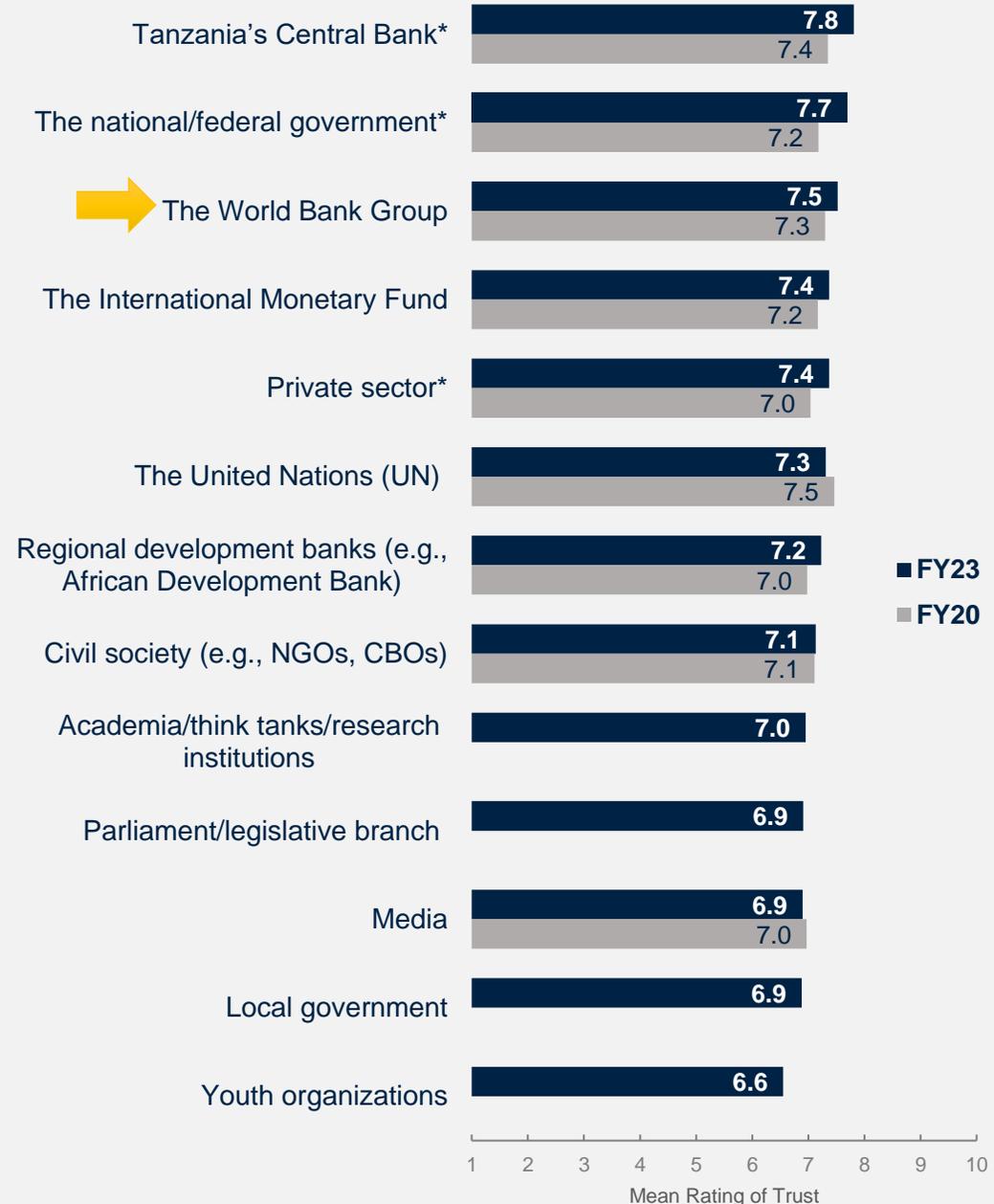
**Do not collaborate = 6.1**



# The WBG is One of the Most Trusted Institutions in Tanzania

Respondents gave the highest trust ratings for Tanzania's Central Bank, the national/federal government, and the World Bank Group. At the same time, youth organizations, local governments, and the media in Tanzania received somewhat lower trust ratings among those institutions studied.

- Of note, ratings of trust for Tanzania's Central Bank, the national government, and the private sector were significantly higher in FY23 than in the FY20 survey.
- In FY23, respondents from local government, government principals, and government institutions gave the highest ratings of trust for the WBG (mean=7.9) while respondents from the private sector (mean=6.9) and civil society (mean=7.1) gave significantly lower ratings of trust.



# *Overall Attitudes toward the World Bank Group*

*“Shift towards grassroots focus vs. the national focus. I recommend working with the local government more than the national government. The local government is less equipped and incapacitated. They are the ones who work more directly with the general citizens than the national government.”*

(Civil Society Respondent)



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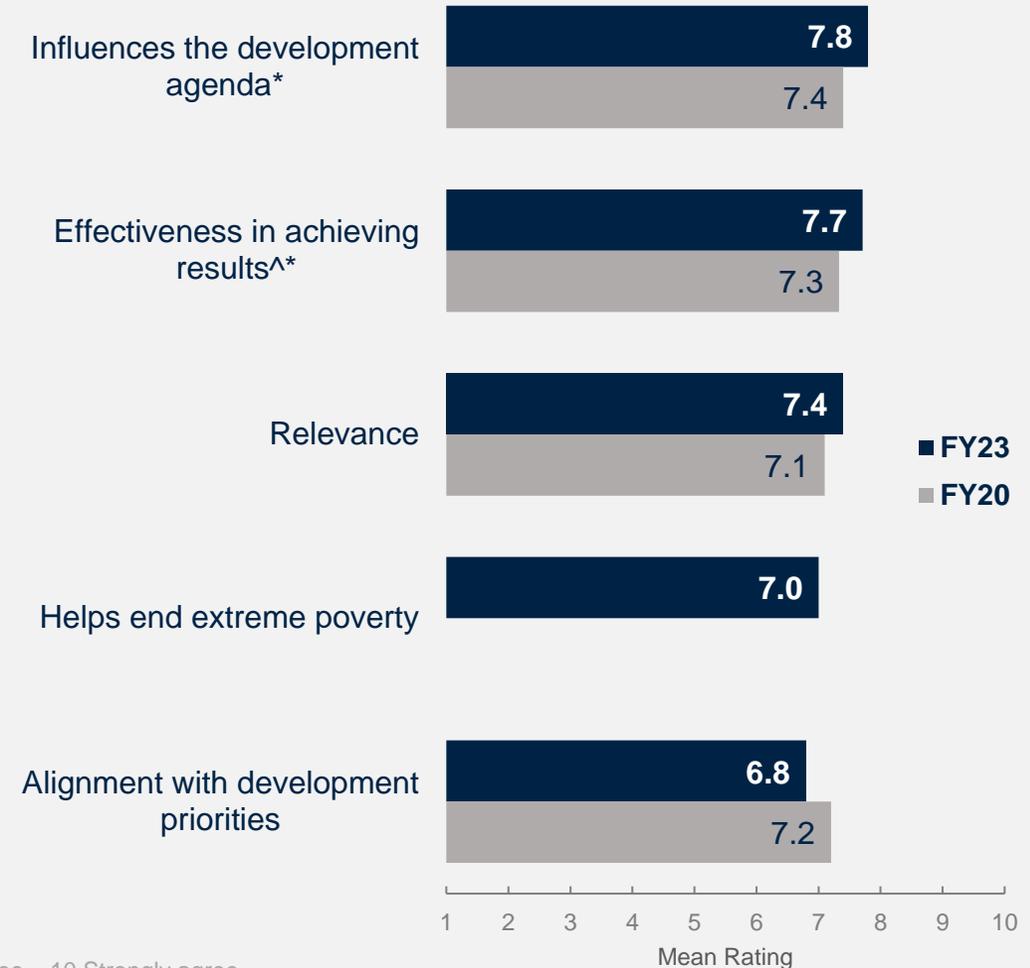


*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Tanzania? (N=62)*

# Improvement in Two Key Performance Indicators

In FY23, respondents perceived the WBG as significantly more **effective in achieving development results** and **influencing** the development agenda in Tanzania.

- Of note, respondents from **government institutions** gave the highest ratings while those from the **private sector** and **civil society** gave lower ratings across all these performance indicators.



The WBG currently plays a relevant role in development in Tanzania. Scale: 1 Strongly disagree – 10 Strongly agree  
 To what extent does the WBG influence the development agenda in Tanzania? Scale: 1 To no degree at all – 10 To a very significant degree  
 How effective has the WBG been in achieving development results in Tanzania? Scale: 1 Not effective at all – 10 Very effective  
 The WBG’s work is aligned with what I consider the development priorities for Tanzania. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG’s work helps end extreme poverty in Tanzania. Scale: 1 Strongly disagree – 10 Strongly agree  
 ^Compared to a mean score of the two questions asked in FY20: "Overall, please rate your impression of the WBG’s effectiveness in Tanzania. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG’s work help to achieve development results in Tanzania? Scale: 1 To no degree at all – 10 To a very significant degree

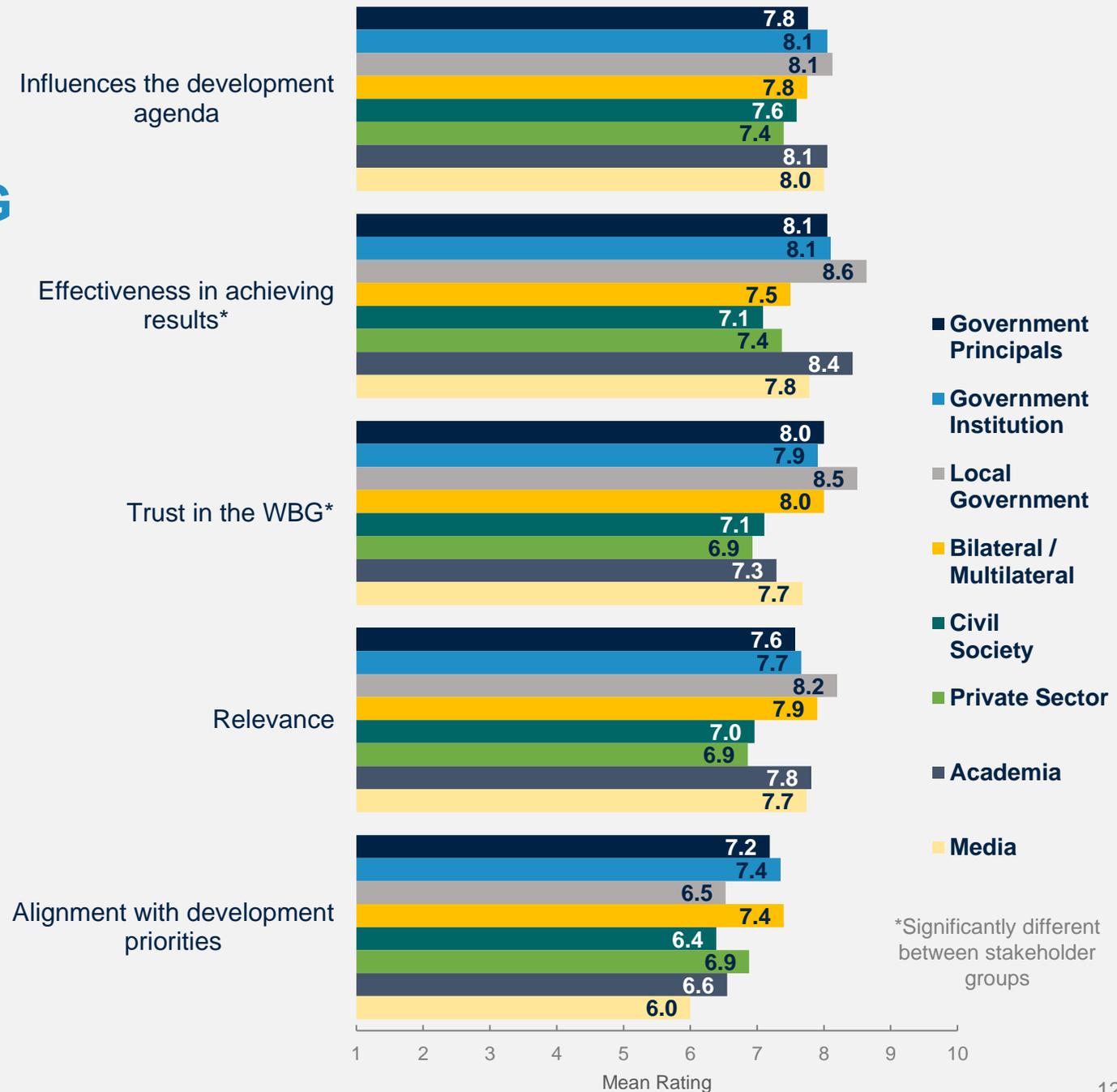
\*Significantly different between years

# Government Stakeholders Have More Positive Perceptions of the WBG

Comparing ratings of key performance indicators between stakeholder groups, clear patterns emerge in their perceptions of the WBG and its work. Stakeholders from the **government** tend to have the most positive perceptions while respondents from the **private sector** and **civil society** tend to give somewhat lower ratings.



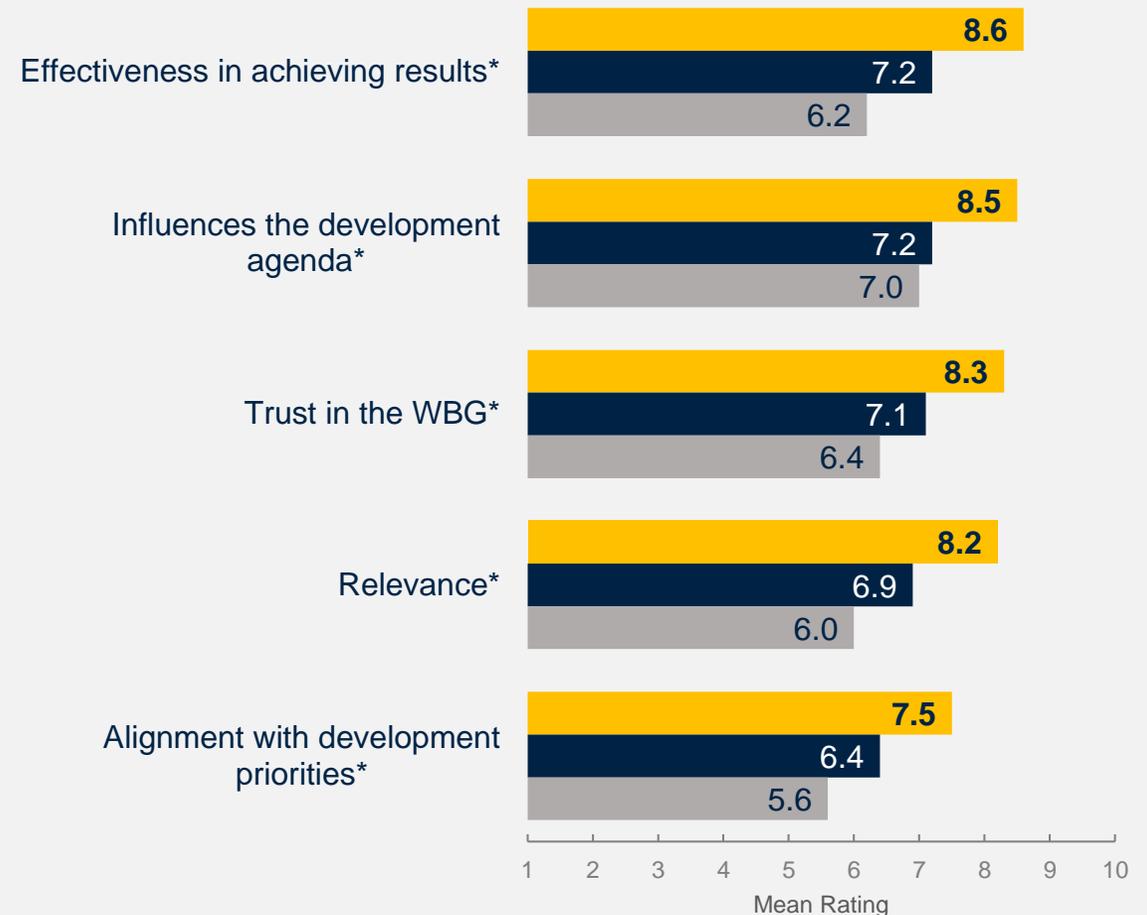
The WBG currently plays a relevant role in development in Tanzania. Scale: 1 Strongly disagree – 10 Strongly agree  
 To what extent do you trust the WBG to do what is right? Scale: 1 To no degree at all – 10 To a very significant degree  
 To what extent does the WBG influence the development agenda in Tanzania? Scale: 1 To no degree at all – 10 To a very significant degree  
 How effective has the WBG been in achieving development results in Tanzania? Scale: 1 Not effective at all – 10 Very effective  
 The WBG's work is aligned with what I consider the development priorities for Tanzania. Scale: 1 Strongly disagree – 10 Strongly agree



# Familiarity Leads to More Positive Perceptions

When 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 Tanzania?**

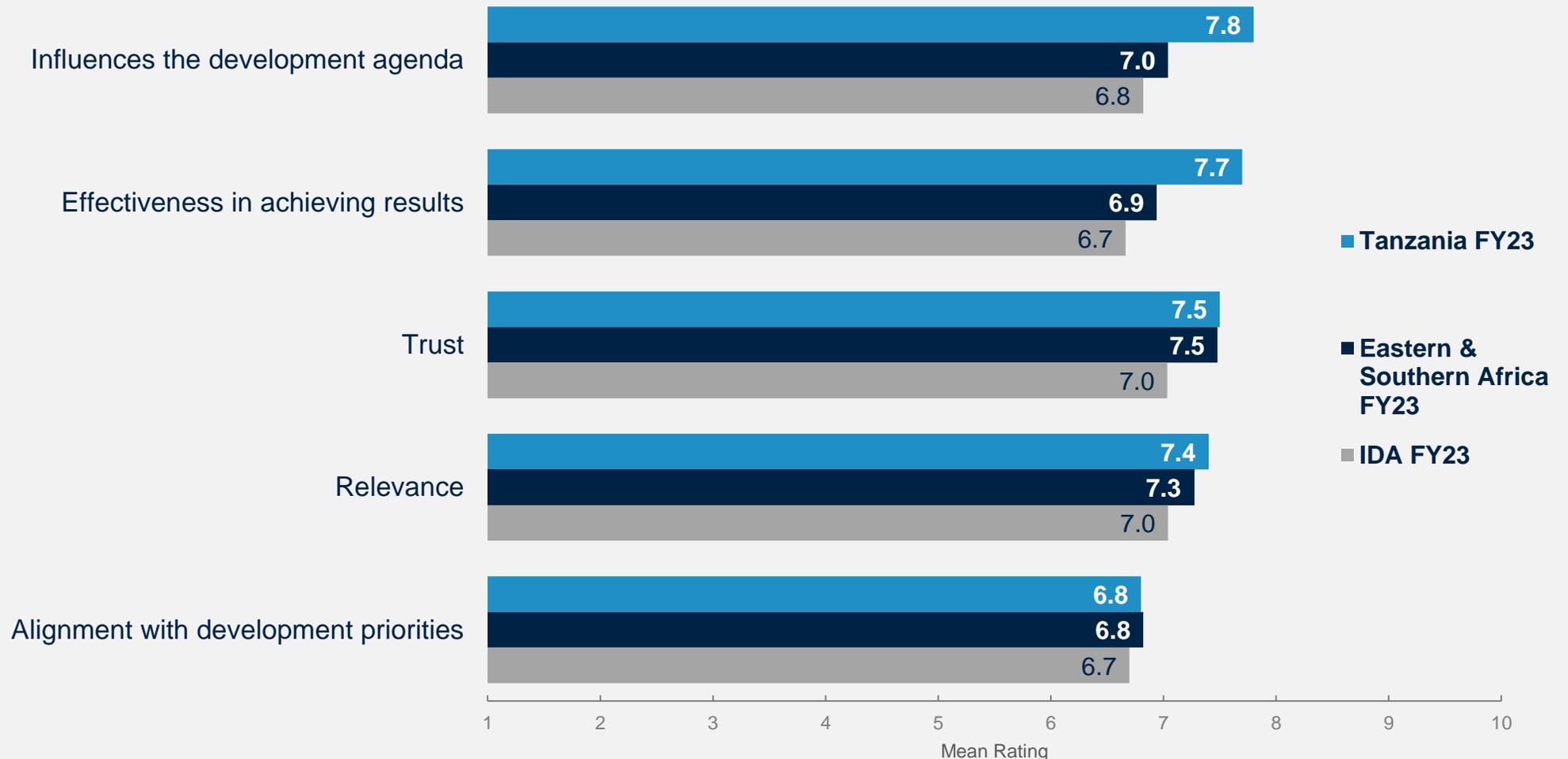
■ High Familiarity (8-10)   ■ Some Familiarity (5-7)   ■ Low Familiarity (1-4)



The WBG currently plays a relevant role in development in Tanzania. Scale: 1 Strongly disagree – 10 Strongly agree  
 To what extent do you trust the WBG to do what is right? Scale: 1 To no degree at all – 10 To a very significant degree  
 To what extent does the WBG influence the development agenda in Tanzania? Scale: 1 To no degree at all – 10 To a very significant degree  
 How effective has the WBG been in achieving development results in Tanzania? Scale: 1 Not effective at all – 10 Very effective  
 The WBG's work is aligned with what I consider the development priorities for Tanzania. Scale: 1 Strongly disagree – 10 Strongly agree

\*Significantly different between levels of familiarity

# Tanzania Rated Higher than other Eastern and Southern African and IDA Countries in FY23 on Some Key Performance Indicators

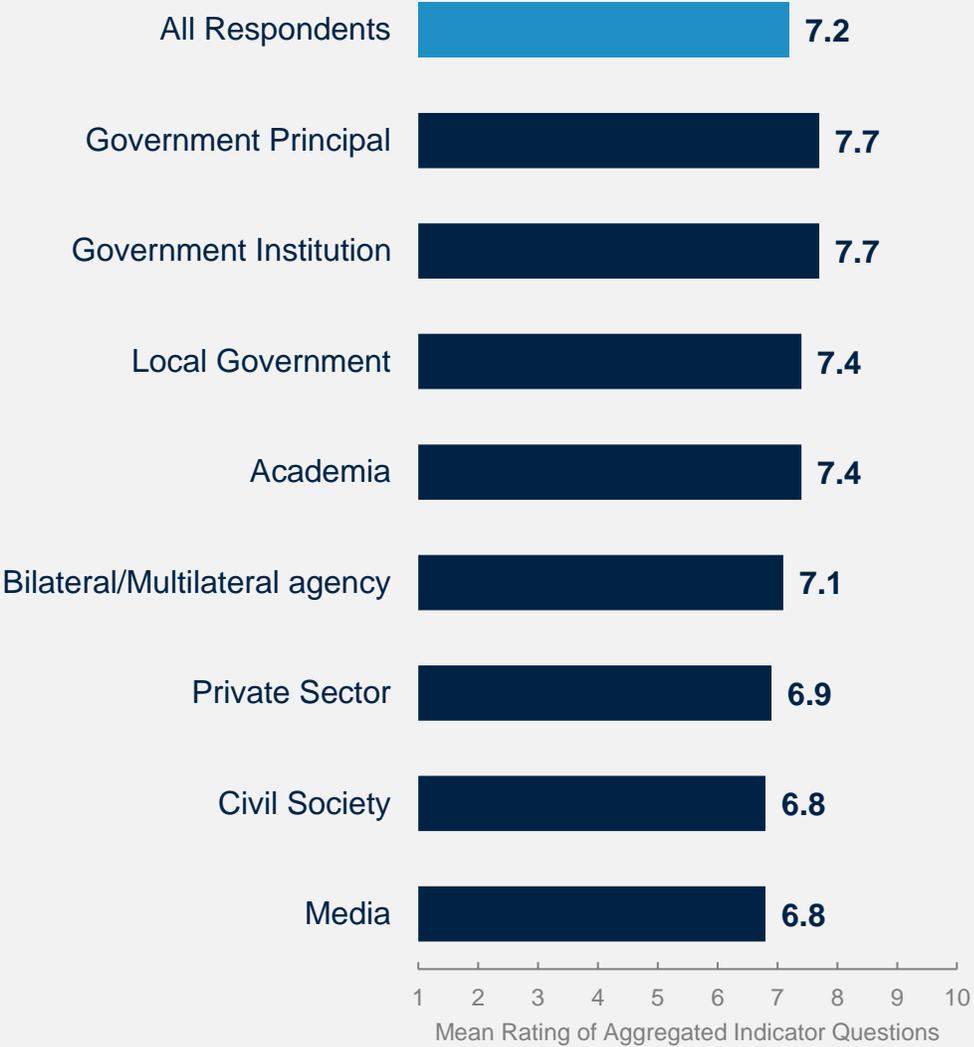


# Stakeholder Trends across Performance Indicators

Government principals and respondents from government institutions had the highest mean ratings across the aggregated responses to the seventeen COS indicator questions whereas respondents from the private sector, civil society, and media had significantly lower ratings.

- **Collaboration with the WBG:** Respondents who 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 = 7.5**  
                         **Do not collaborate = 6.7**



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

- “1. The World Bank experts should work closely with Tanzanian experts to change the experience  
2. The World Bank should focus on supporting the fight against climate change in the country  
3. Focus on improving the health of mothers and children and access to quality education  
4. Strengthening the private sector.”*

*(Media Respondent)*



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*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Tanzania? (N=62)*

# Development Areas for WBG Focus

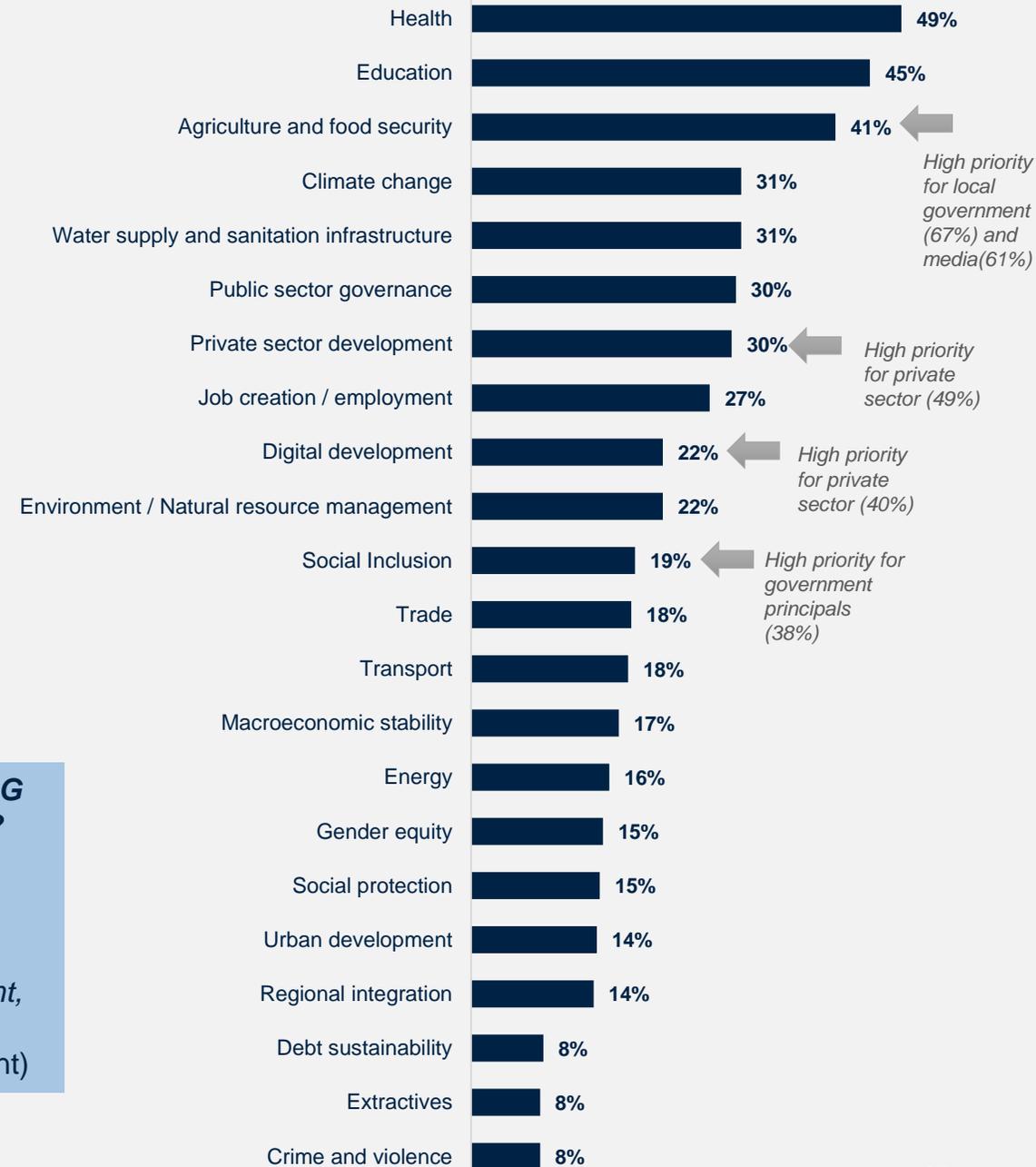
Health, education, and agriculture and food security were the top areas in FY23 where stakeholders would like the WBG to focus its resources.

- While education, health, and agriculture were the top three priorities for the WBG identified in the FY20 survey, respondents in this year's survey considered **climate change** and **water supply and sanitation** of much greater priority (31% in FY23 vs. 3% and 5% in FY20, respectively).

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

*"I think the important thing is Health, I think the institutions of the World Bank, should increase efficiency in health issues, especially medical equipment and laboratories, by building hospitals as places that are challenging and putting equipment, at least even mother and child can get care quickly.."*

(Government Institution Respondent)



Which areas should the WBG prioritize in its work in Tanzania to have the most impact on development results in the country? (Choose no more than 5) (Percentage of Respondents, N=281)

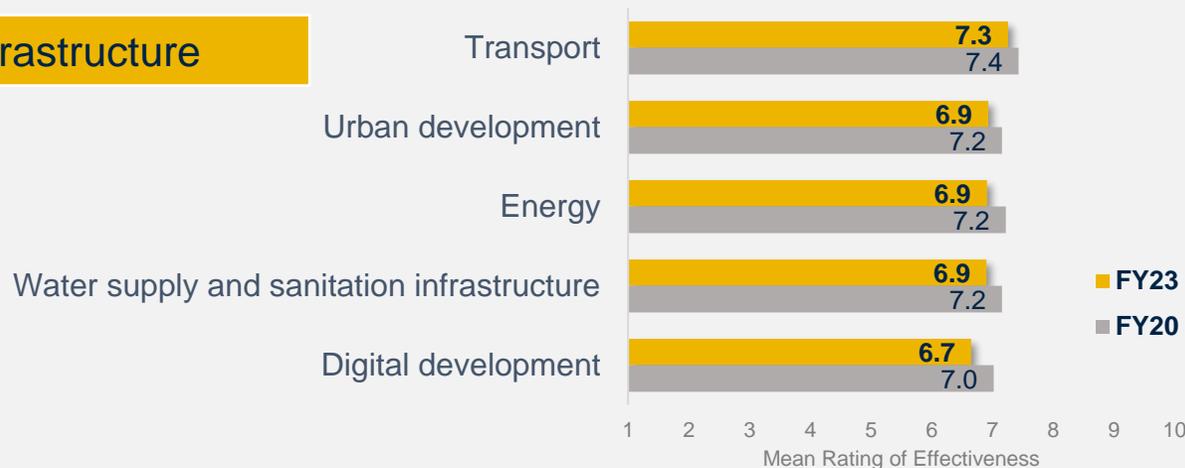
# Effectiveness of WBG's Support in Sectoral Areas

The WBG's work in the area of **Transport** received the highest ratings of effectiveness in Tanzania. Ratings for **Environment / Natural resource management** significantly improved compared to FY20.

## Human Development



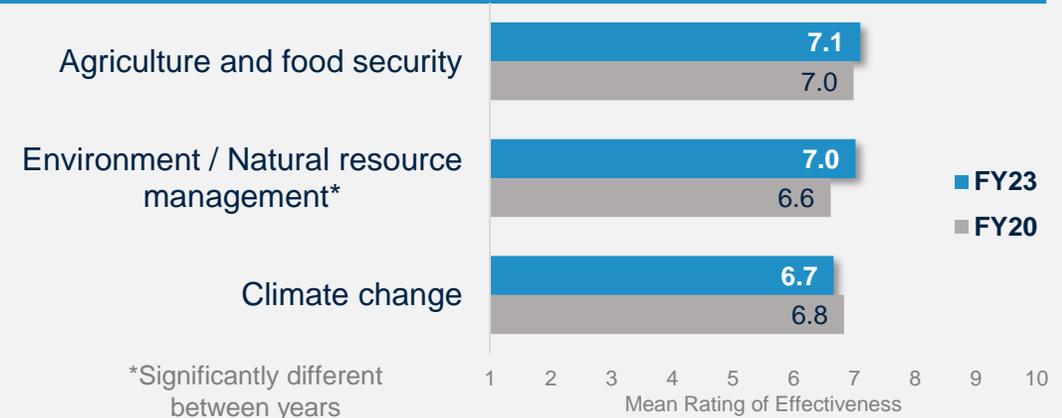
## Infrastructure



## Finance / Institutions / Economic Growth



## Environmental Sustainability



How **effective** do you believe the WBG is in terms of the work it does in the following areas of development in Tanzania? Scale: 1 Not effective at all – 10 Very effective (If you have NO exposure to/experience in working in any of the sectors listed below, please respond "Don't know")

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

*"[The WBG should] work mostly with the private sector and civil society organizations; seriously support the improvement of the livelihoods of small-scale farmers i.e. support the improvement of [the] agriculture sector, and lastly support education and infrastructure development esp. rural roads."*

*(Civil Society Respondent)*

*"Increase of partnership with strategic partners and development partners for the WBG effectiveness"*

*(Private Sector Respondent)*



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*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Tanzania? (N=62)*

# Financial Resources are the Bank's Greatest Value

As in FY20, **financial resources** were considered the WBG's greatest value to Tanzania by respondents in FY23.

In addition, respondents in this year's survey considered the WBG's **bringing together different stakeholder groups** of much greater value; in FY23 it was identified as the most valued activity by three times as many respondents compared to FY20 (13%).

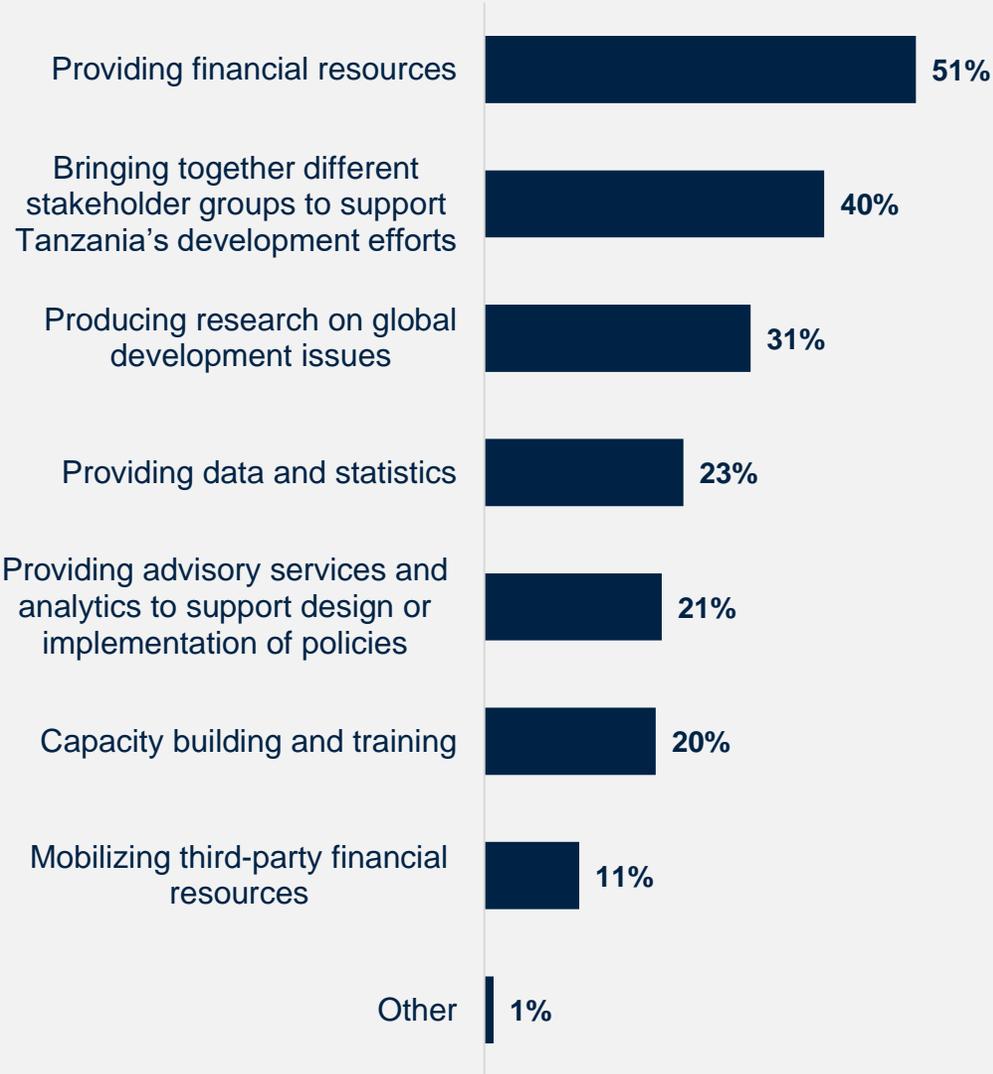
***In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Tanzania?***

*"Keep implementing payment for results instrument"*

(Government Institution Respondent)

*"Increase support to local government through NGOs. Support Microfinance banks at local/district level for agriculture/farming."*

(Civil Society Respondent)



When thinking about the WBG's role in Tanzania, which activity do you VALUE the most? (Choose no more than 2)  
(Percentage of Respondents, N=277)

# The WBG Increasingly Seen as a Long-Term Partner

In FY23, respondents perceived the WBG significantly more as a **long-term partner** that is **responsive to needs** than in FY20.

- While respondents from government institutions and government principals gave the highest ratings, respondents from the media gave the lowest ratings across all four indicators.
- Of note, respondents from the media, private sector, and civil society gave relatively low ratings for **access to WBG staff and experts** (mean ratings = 5.7, 6.1, and 6.2, respectively).

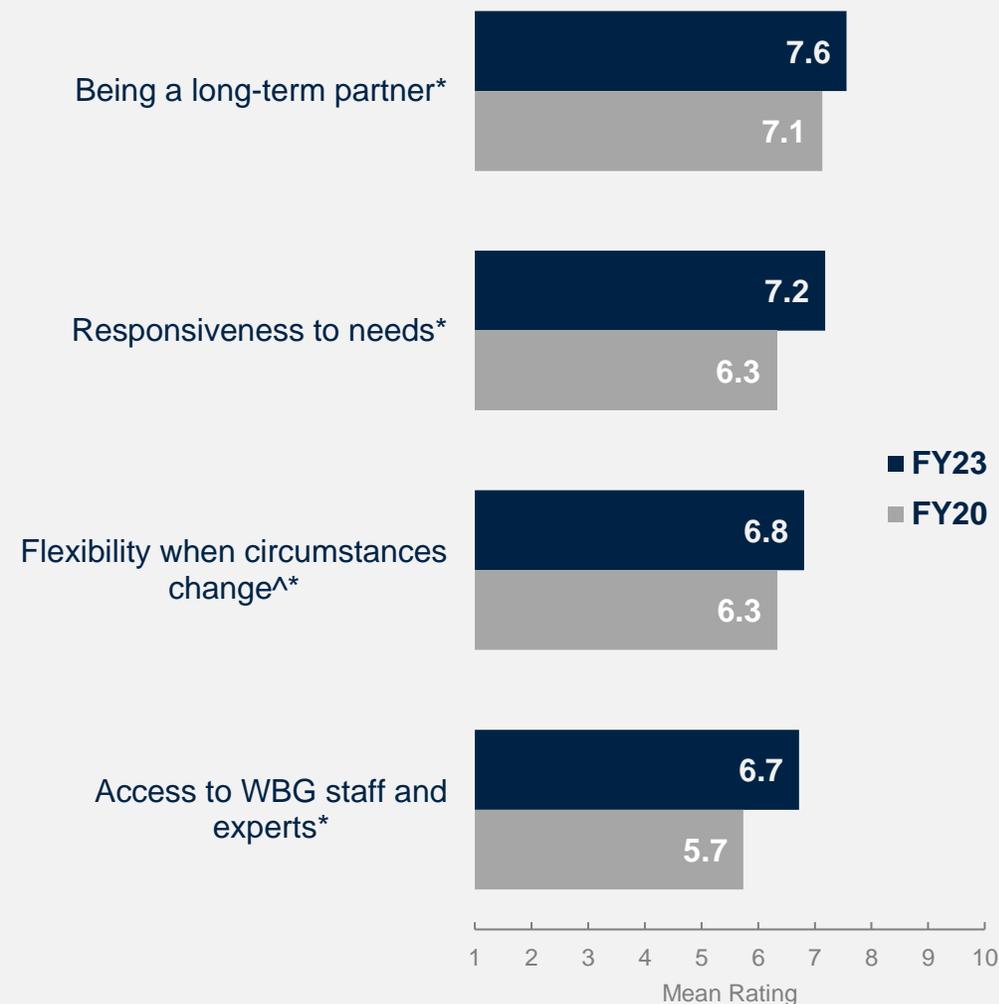
*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Tanzania?*

*“Hire Tanzanians in senior positions because they have better contextual understanding. Work more closely with CSOs/Research/Academicians and not just with the Government.”*

(Civil Society Respondent)

*“Reduce unproductive conditions and reduce bureaucracy”*

(Government Institution Respondent)



To what extent is the WBG an effective development partner in Tanzania, in terms of each 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 country context asked in FY20. \*Significantly different between years

# The WBG Increasingly Seen as Effectively Collaborating with the National Government

In FY23, respondents perceived the WBG as collaborating significantly more with **the national government** and **private sector**, than in FY20. However, respondents from the private sector had the lowest ratings for the WBG’s collaboration with the private sector (mean=6.5).

Of note, respondents perceived WBG’s collaboration with **other donors and development partners** as significantly less effective this year than in FY20.

- As with other aspects of the WBG’s partnership in Tanzania, respondents from the government gave the highest ratings, and those from the media gave significantly lower ratings across most stakeholder groups (mean=6.0 across groups).

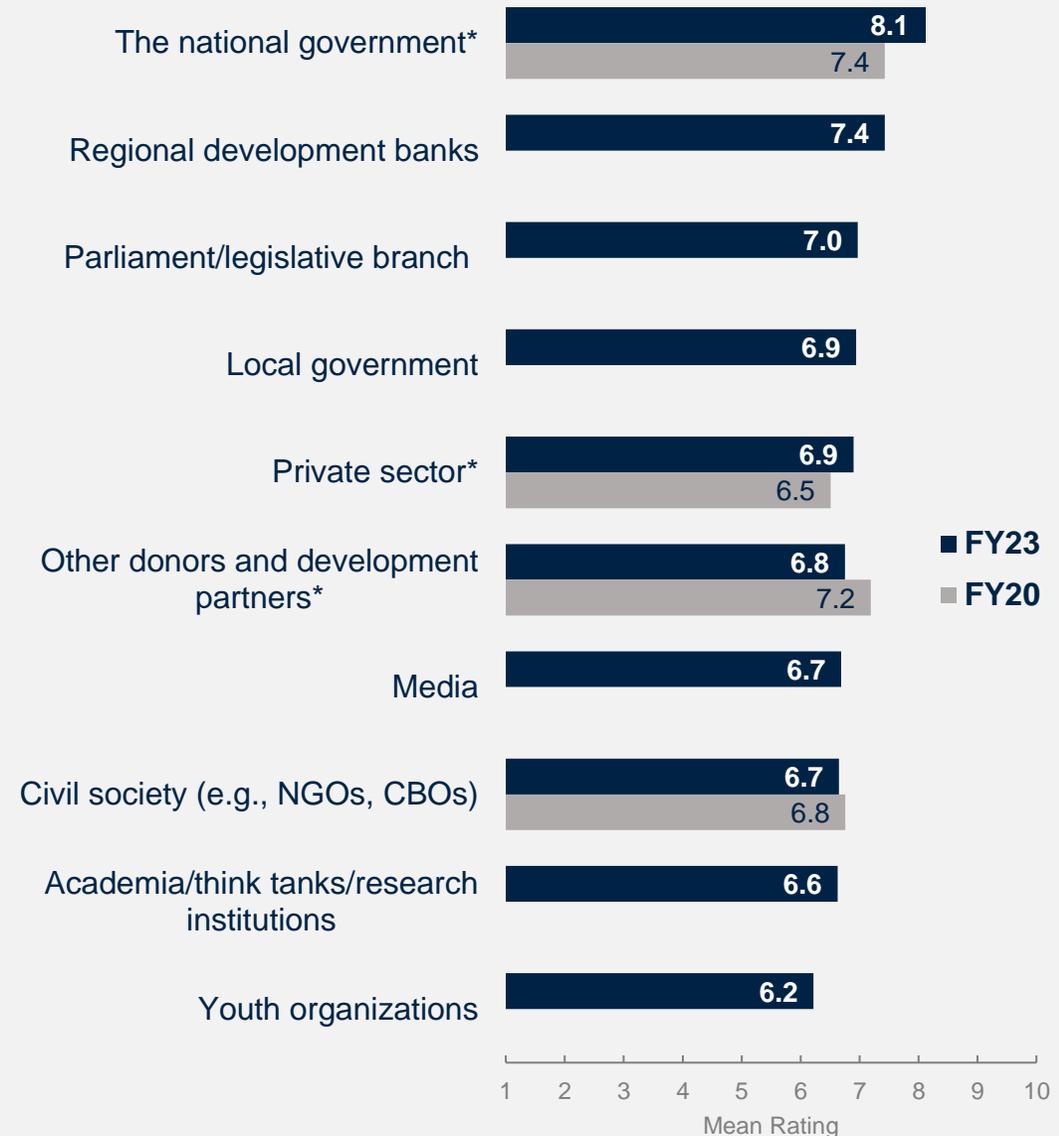
***In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Tanzania?***

*“Strengthen engagement with the domestic private sector and local think tanks and academia..”*

(Academia Respondent)

*“Involve the community concerned, bring the youth to the forefront of execution of the project..”*

(Media Respondent)



To what extent is the WBG an effective development partner in Tanzania, in terms of collaborating with the following groups? Scale: 1 To no degree at all – 10 To a very significant degree \*Significantly different between years

# Stakeholders Want the Bank to Collaborate More with the National Government and Private Sector

Respondents in this year’s survey indicated that the WBG should collaborate more with **the national government, private sector, civil society, and local government.**

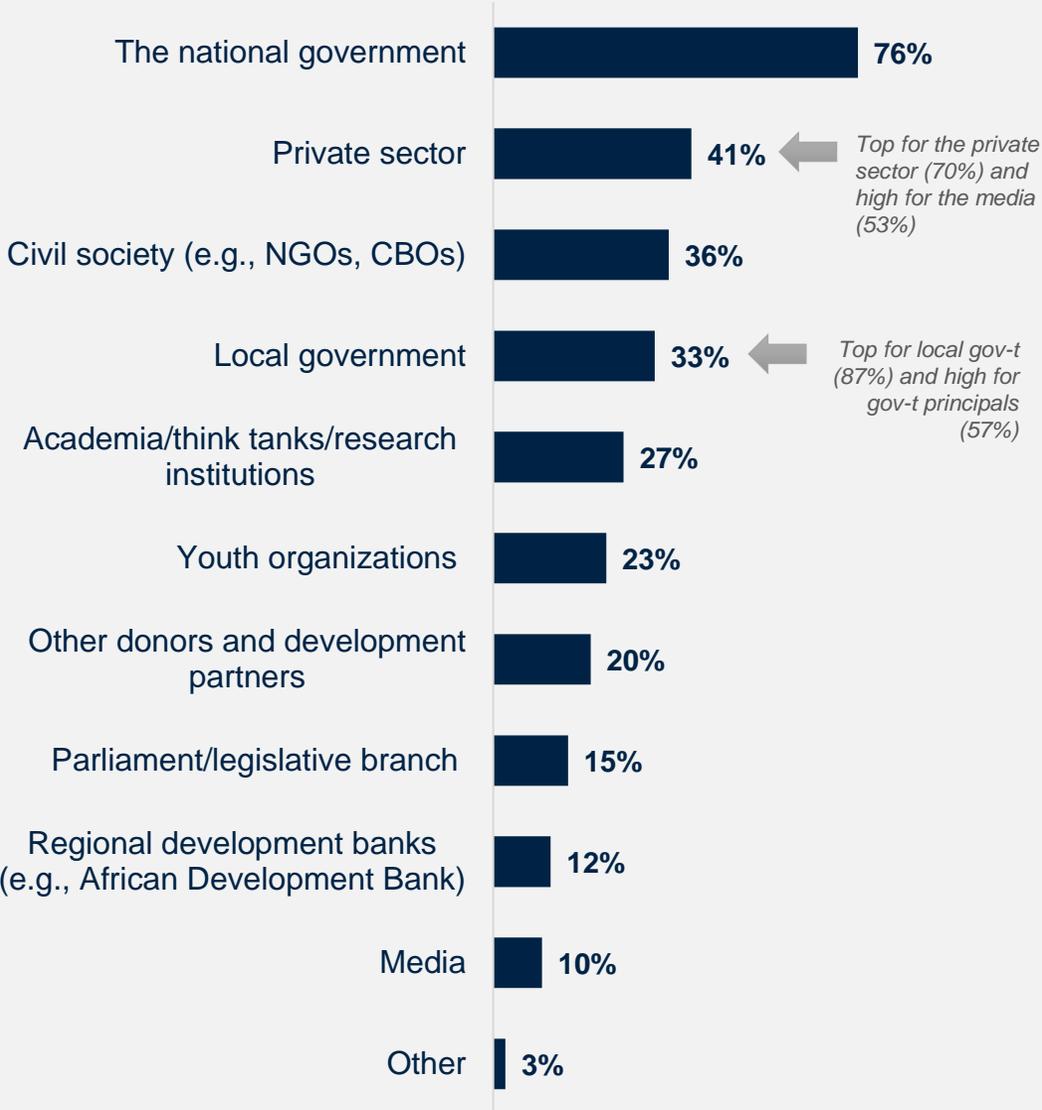
***In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Tanzania?***

*“Working closely with Youth and bridging the gap that WB has not fully reached that is the youth demographic to understand WB’s mission and work in Tanzania. So [the] WB needs to invest in its public diplomacy and youth connection, to hear the needs and solutions of young people on the ground as they are the beneficiaries of [the] WB - Tanzania cooperation.”*

(Civil Society Respondent)

*“Engage private sector not on advocacy issue but more cross functional developmental issues such as capacity building, employment and investments in social enterprise projects”*

(Private Sector Respondent)



Which THREE of the following groups should the WBG collaborate with more in Tanzania? (Choose no more than 3) (Percentage of Respondents, N=278)

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

*“Engage local experts in developing its programmes to help build capacity and encourage local ownership.”*

(Academia Respondent)

*“Investing in long term strategic investments and projects that can have a real impact on social economical contexts for Tanzanians such as energy and agriculture. Increase its finance monitoring to combat mismanagement and corruption, influencing accountability in public service.”*

(Private Sector Respondent)

*“Support the national Government to actively collect accurate data and plan based on this data”*

(Civil Society Respondent)



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*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Tanzania? (N=62)*

# WBG Most Seen as Insisting on Accountability through Its Lending

Respondents gave the highest ratings for the WBG **insisting on accountability through its lending**. Ratings for the WBG’s instruments **meeting the needs** of Tanzania and for the **timeliness** of its financial support were significantly higher in FY23 than in FY20.

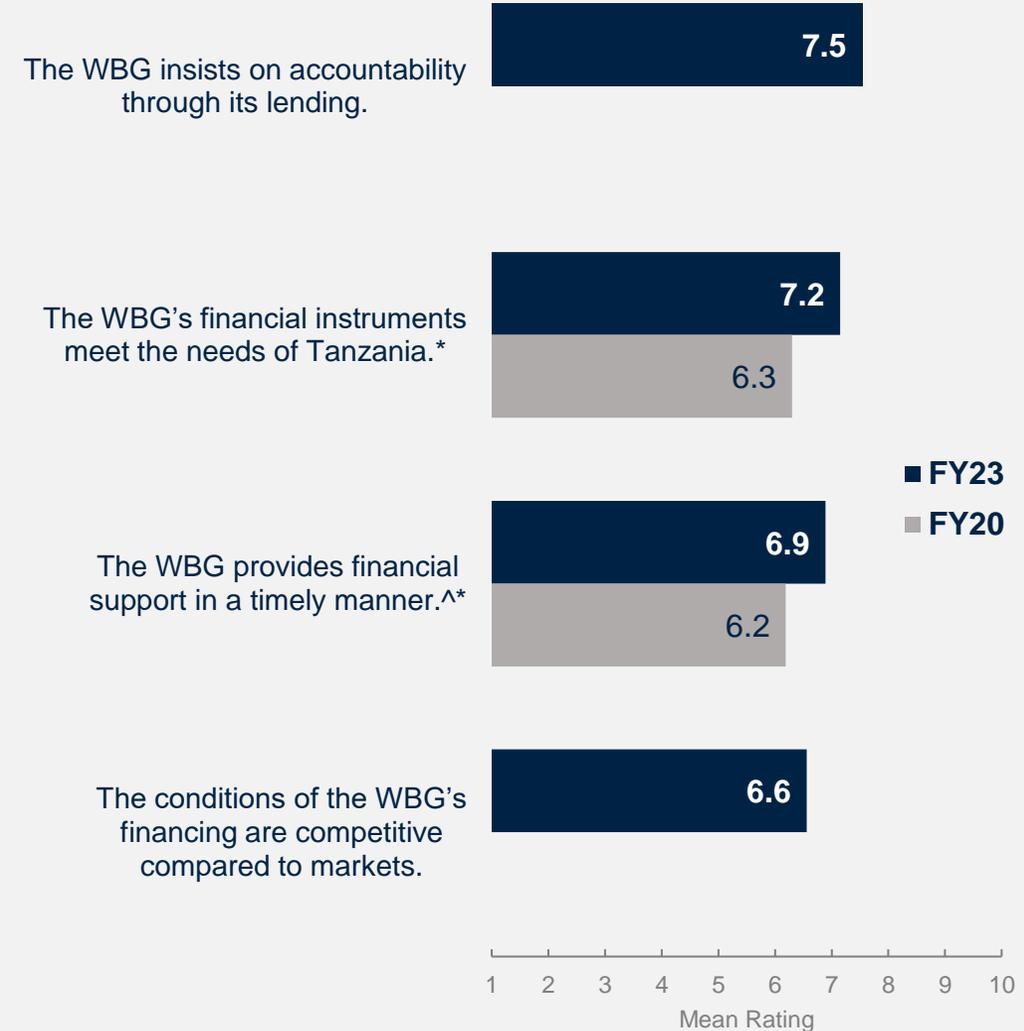
- Respondents from government institutions and academia gave the highest ratings for the WBG financial instruments (means=7.8 and 7.3, respectively).

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

*“Reduce unproductive conditions and reduce bureaucracy.”*  
(Government Institution Respondent)

*“Tie transparency, accountability, and disclosure as part and parcel to its loaning activity to Tanzania government”*  
(Media Respondent)

*“...manage your money well to make sure it works for the relevant goal”*  
(Media Respondent)



# Most Respondents Have Used the WBG's Knowledge Work

More than half of all respondents (61%) reported that they have used the WBG's knowledge work in the past.

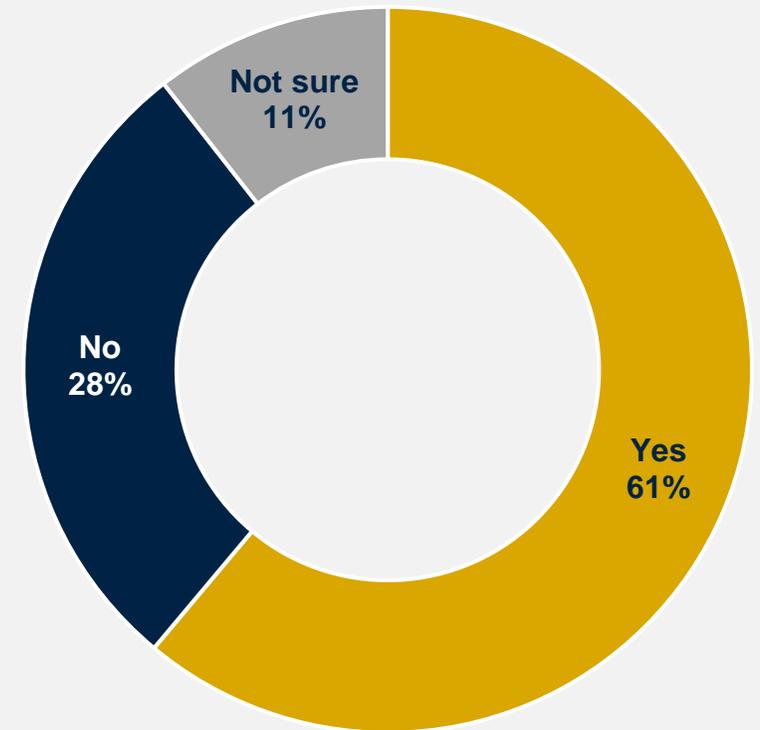
- Respondents from **academia** and **government institutions** were more likely to have used WBG's knowledge work (76% and 68%, respectively) compared to respondents from other stakeholder groups.

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

*"I suggest that the WB as a multi-lateral agency should be much more open to making a public opinion to the Government and the people of Tanzania on matters which may not be necessarily liked by the Government of Tanzania, but they are true impediments for country's development..."*

(Academia Respondent)

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

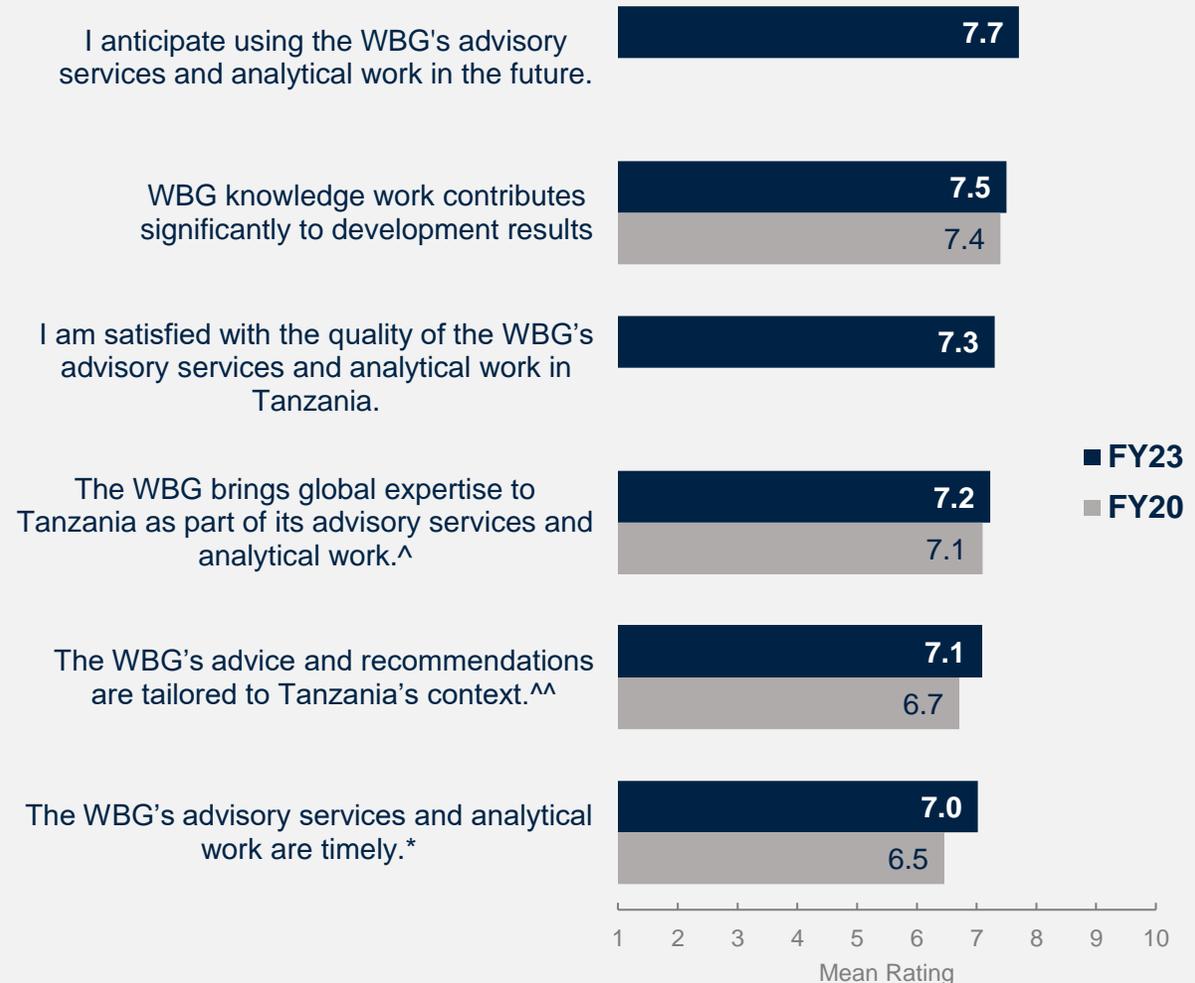


# Stakeholders Anticipate Using WBG Knowledge Work

In terms of the WBG’s knowledge work, respondents had the highest levels of agreement that they **anticipate using the WBG’s advisory services and analytical work** in the future. Respondents who had used the WBG’s knowledge work in the past had significantly higher levels of agreement for all aspects of the WBG’s knowledge work compared to respondents who had not used it.

In addition, respondents had significantly higher levels of agreement that the WBG’s advisory services and analytical work are **timely** than respondents in FY20.

- Respondents from the media and local government gave relatively low ratings for the WBG’s advice and recommendations **being tailored to Tanzania’s context** (mean rating=5.9).



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

^Compared to "The WBG knowledge work and activities are a source of relevant information on global good practices" and

^^ Compared to "The WBG knowledge work and activities are adaptable to Tanzania's specific development challenges and country circumstances", asked in FY20.

\*Significantly different between years

# ***The Future Role of the WBG in Tanzania***



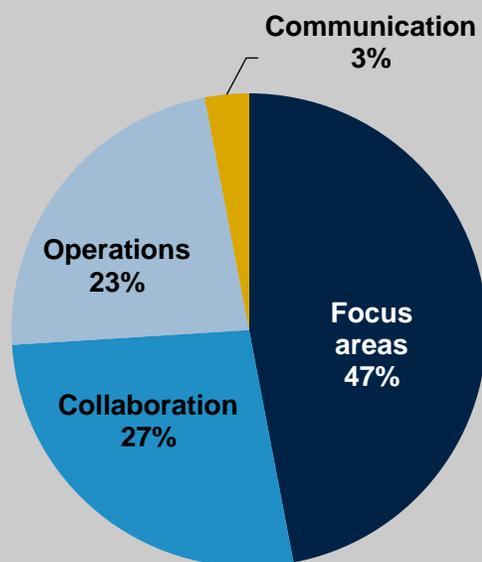
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# What the WBG could do to Increase its Effectiveness in Tanzania

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

## Categories of responses



## Focus areas:

Respondents identified **private sector development** and **agriculture** among the areas in which the WBG should focus its resources in Tanzania. They also stressed the importance of support for **education** and **health** systems in the country, as well as the development of young people's entrepreneurship skills. **Public sector governance and anticorruption**, **digitalization**, **climate change**, and **infrastructure** were also the focus areas mentioned by the respondents for the WBG's future engagement in Tanzania.

*"1. To provide financial support and advice to the private sector in developing the country's industries 2. To provide advice to the government and closely coordinate the goals of National Development (Tanzania Development Vision)"*

(Civil Society Respondent)

*"Focus on food security and expansion of agribusiness and related matter, enhance job and income opportunities creation."*

(Civil Society Respondent)

*"I think the important thing is Health, I think the institutions of the World Bank should increase efficiency in health issues, especially medical equipment and laboratories, by building hospitals [... so that] mother and child can get care quickly."*

(Government Institution Respondent)

*"In improving educational issues at all levels - initial education, vocational and entrepreneurship"*

(Private Sector Respondent)

*"1. The World Bank experts should work closely with Tanzanian experts to change the experience 2. The World Bank should focus on supporting the fight against climate change in the country 3. Focus on improving the health of mothers and children and access to quality education 5. Strengthening the private sector"*

(Media Respondent)

*"1. Governance Issues 2. Public Financial Management 3. Infrastructures 4. Food Security 5. Digitization (ICT)"*

(Respondent from the Office of the President, PM, or Minister)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Tanzania? (Please be specific) (N=62)

# What the WBG could do to Increase its Effectiveness in Tanzania

## Collaboration:

Respondents stressed that the WBG should collaborate more with stakeholders outside the national government, including NGOs, the private sector, local governments, bilateral/multilateral partners, beneficiaries, and youth.

*“Shift towards grassroots focus vs the national focus. I recommend working with the local government more than the national government The local government is less equipped and incapacitated. They are the ones who work more directly with the general citizens than the national government”* (Civil Society Respondent)

*“Involve the community concerned, bring the youth to the forefront of execution of the project”* (Media Respondent)

*“WBG should consider working with [the] NGO Sector by funding them directly and use them for checks and balances for projects which are implemented in Tanzania.”*

(Civil Society Respondent)

## Operations:

Respondents highlighted the need to reduce **bureaucracy** in WBG operations and **incorporate more accountability** and **transparency** in how WBG funds are used. They also stressed the importance of results-based financing. Considering the **local context** when developing policy/program recommendations, for example, via collaboration with local experts, is also of importance.

*“Tie transparency, accountability, and disclosure as part and parcel to its loaning activity to Tanzania government”* (Media Respondent)

*“Reduce unproductive conditions and reduce bureaucracy”* (Government Institution Respondent)

*“I suggest that the WB as a multi-lateral agency should be much more open to making a public opinion to the Government and the people of Tanzania on matters which may not be necessarily liked by the Government of Tanzania, but they are true impediments for country's development...”* (Academia Respondent)

## Communication:

*“Increase the awareness of the role of the WBG to the Policy Makers including the Parliamentarians as well as the Academicians and researchers.”*

(Government Institution Respondent)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Tanzania? (Please be specific) (N=62)

# *Communication and Outreach*

*“Increase the awareness of the role of the WBG to the Policy Makers including the Parliamentarians as well as the Academicians and researchers.”*

(Government Institution Respondent)

*“Working closely with Youth [for them to] understand WB mission and work in Tanzania. So, WB needs to invest in its public diplomacy and youth connection, to hear the needs and solutions of young people on the ground as they are the beneficiaries of WB - Tanzania cooperation.”*

(Civil Society Respondent)



**WORLD BANK GROUP**



*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Tanzania? (N=62)*

# Television Was the Most Common Information Source

Respondents most relied on **television**, **social media**, and **newspapers** to get information about economic and social development issues. However, there were some significant differences between stakeholder groups in their most utilized information sources. Thus, government respondents prefer radio, while respondents from bilateral / multilateral agencies – e-newsletters.

	Top 2 Information Sources								
	All Respondents	Government Principals	Government Institution	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Television (TV)*	73%	90%	84%	100%	48%	61%	72%	71%	68%
Social media	53%	48%	56%	53%	38%	50%	60%	52%	53%
Newspapers (Print or online)	48%	52%	47%	53%	67%	49%	42%	38%	37%
Radio*	33%	86%	34%	67%	10%	24%	26%	10%	53%
Research papers / Official statistics*	30%	5%	33%	0%	43%	38%	23%	24%	53%
e-Newsletters*	21%	5%	20%	0%	57%	22%	23%	33%	0%
Blogs	19%	5%	16%	13%	29%	18%	21%	33%	21%
Podcasts	6%	0%	6%	7%	5%	7%	9%	10%	5%



How do you get most of your information about economic and social development issues in Tanzania? (Choose no more than 3) (Percentage of Respondents, N=280)

\*Significantly different between stakeholder groups

# Website, Social Media, and e-newsletter were Most Preferred for Obtaining WBG Information

Respondents reported using a variety of sources to obtain information from the WBG, but most preferred the **website**, **social media**, and **e-newsletters**. Government respondents preferred **direct contact with the WBG staff**, while media respondents – **WBG events**.

	Preferred WBG Channels								
	All Respondents	Government Principals	Government Institution	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Website	58%	43%	63%	67%	76%	58%	51%	76%	37%
Social media (e.g., Facebook, Twitter)	54%	57%	52%	80%	52%	53%	51%	62%	47%
e-Newsletters	53%	38%	58%	53%	57%	59%	44%	67%	32%
Event/conference/ seminar/workshop (in person or online)	33%	33%	33%	13%	24%	35%	42%	14%	47%
Direct contact with staff (e.g., in person, virtually, phone, email)	26%	43%	27%	20%	29%	22%	30%	19%	26%
Blogs	19%	10%	27%	33%	19%	15%	19%	14%	21%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	13%	14%	16%	0%	10%	12%	19%	0%	21%
Interviews and press conferences*	9%	5%	6%	7%	0%	8%	7%	10%	37%
Podcasts*	4%	0%	0%	0%	0%	7%	9%	0%	11%



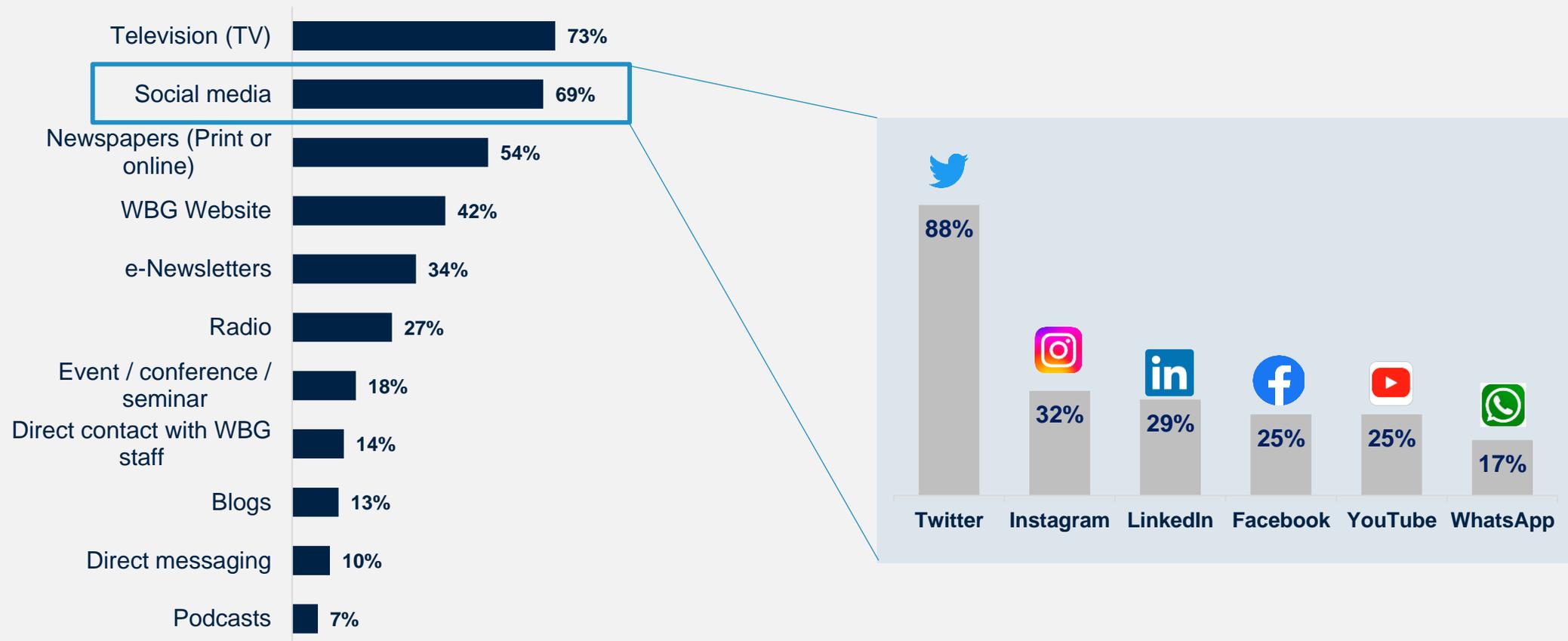
How would you prefer to obtain information about the World Bank Group and its work? (Choose no more than 3) (Percentage of Respondents, N=279)

\*Significantly different between stakeholder groups

# 7 in 10 Engaged with the WBG in the Last 30 Days

75% of respondents recalled hearing or seeing something about the WBG in the last 30 days.

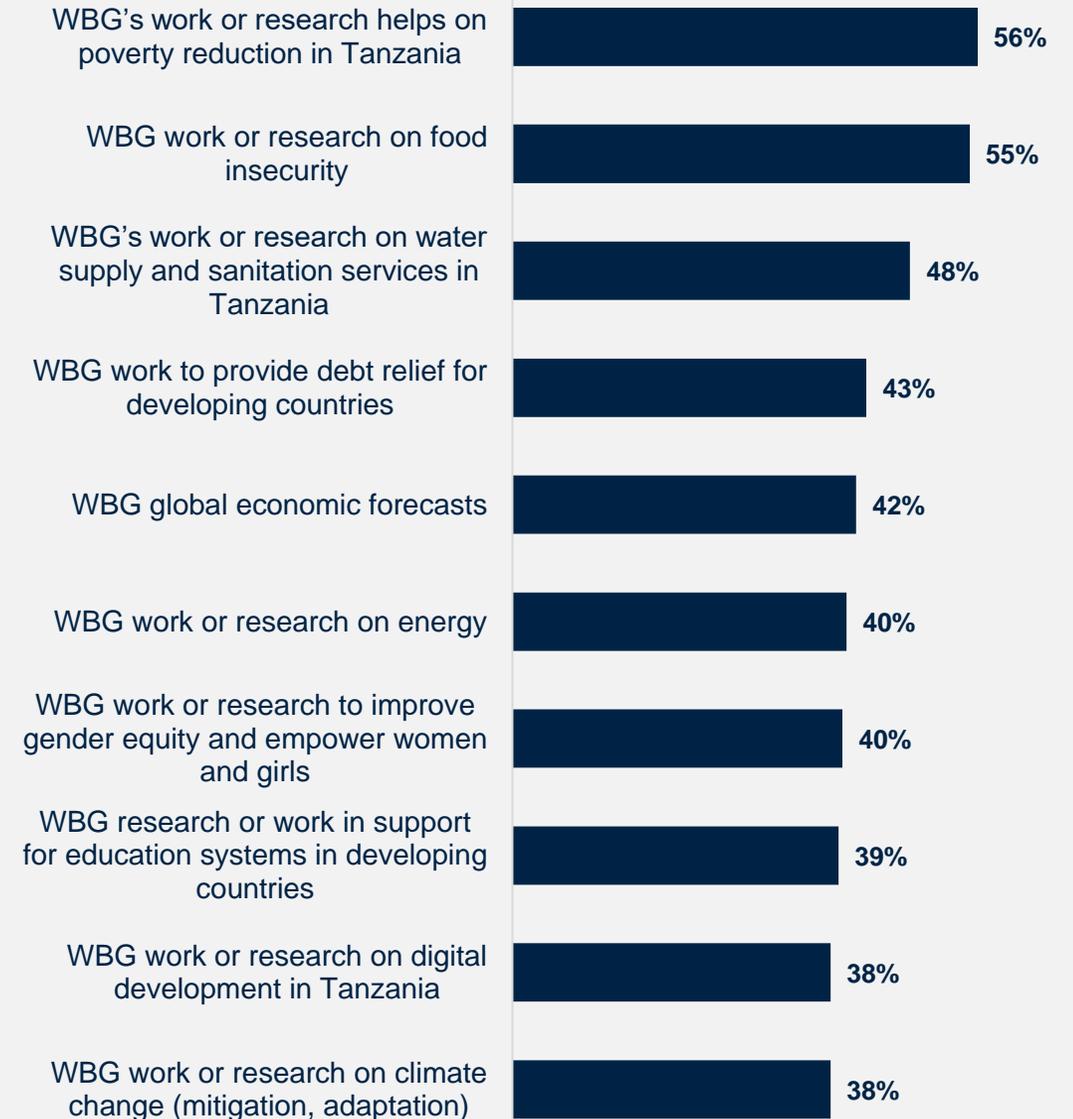
Respondents reported seeing that information most often on **television, social media, newspapers, and the WBG Website**. Among those who selected “Social media”, respondents most commonly reported seeing something on **Twitter (X)**, followed by **Instagram, and LinkedIn**.



# WBG Work or Research on Poverty Reduction and Food Insecurity were the Most Commonly Recalled Topics

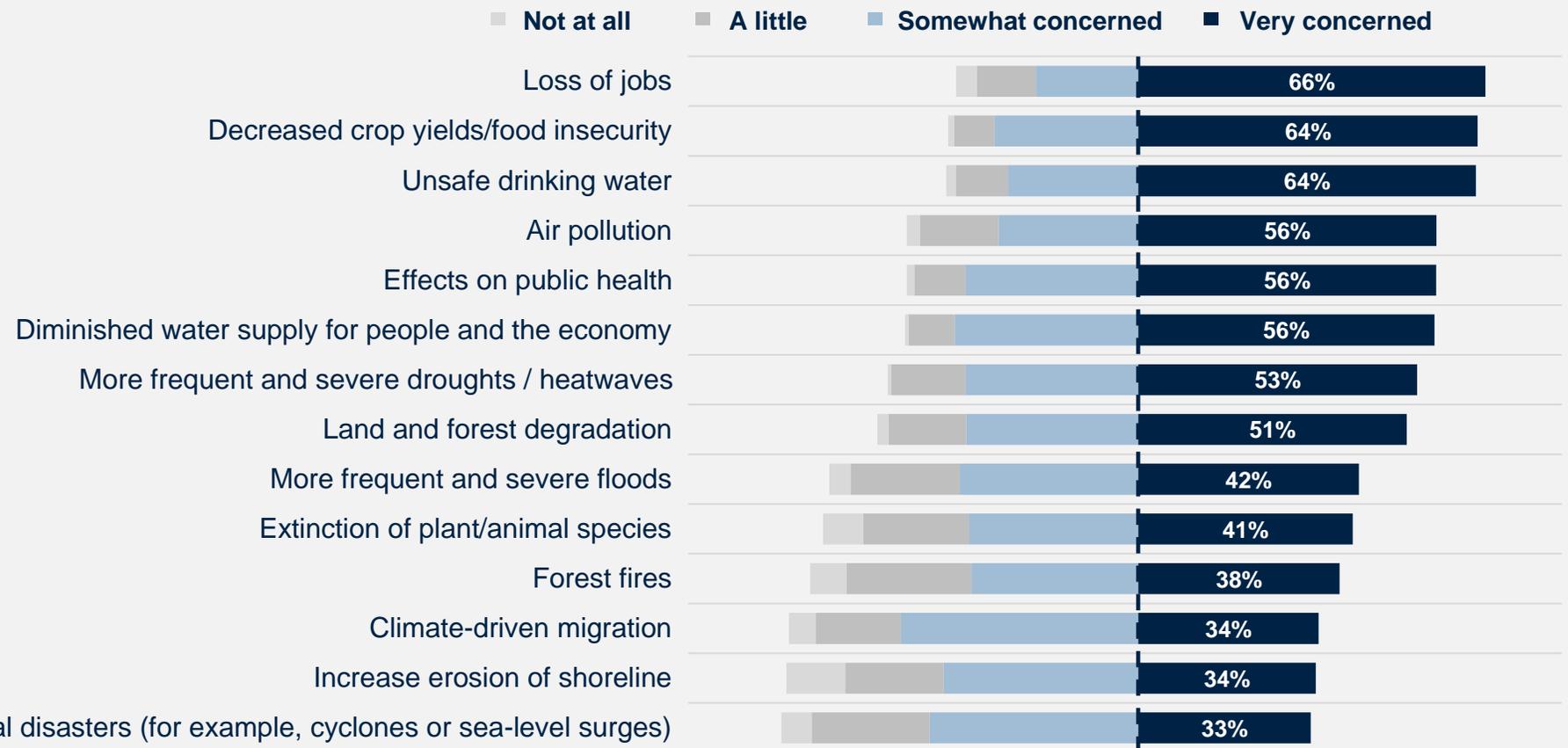
Respondents most frequently recalled WBG's work on **poverty reduction** and **food insecurity**.

Almost half of the respondents (48%) also recalled WBG's work on **water supply and sanitation services** in Tanzania.



# Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Loss of Jobs, Decreased Crop Yields, and Unsafe Drinking Water

Nearly 7 in 10 respondents were very concerned about the **loss of jobs** when it comes to the potential impacts of climate change in Tanzania. **Decreased crop yields** and **unsafe drinking water** 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 in Tanzania.



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

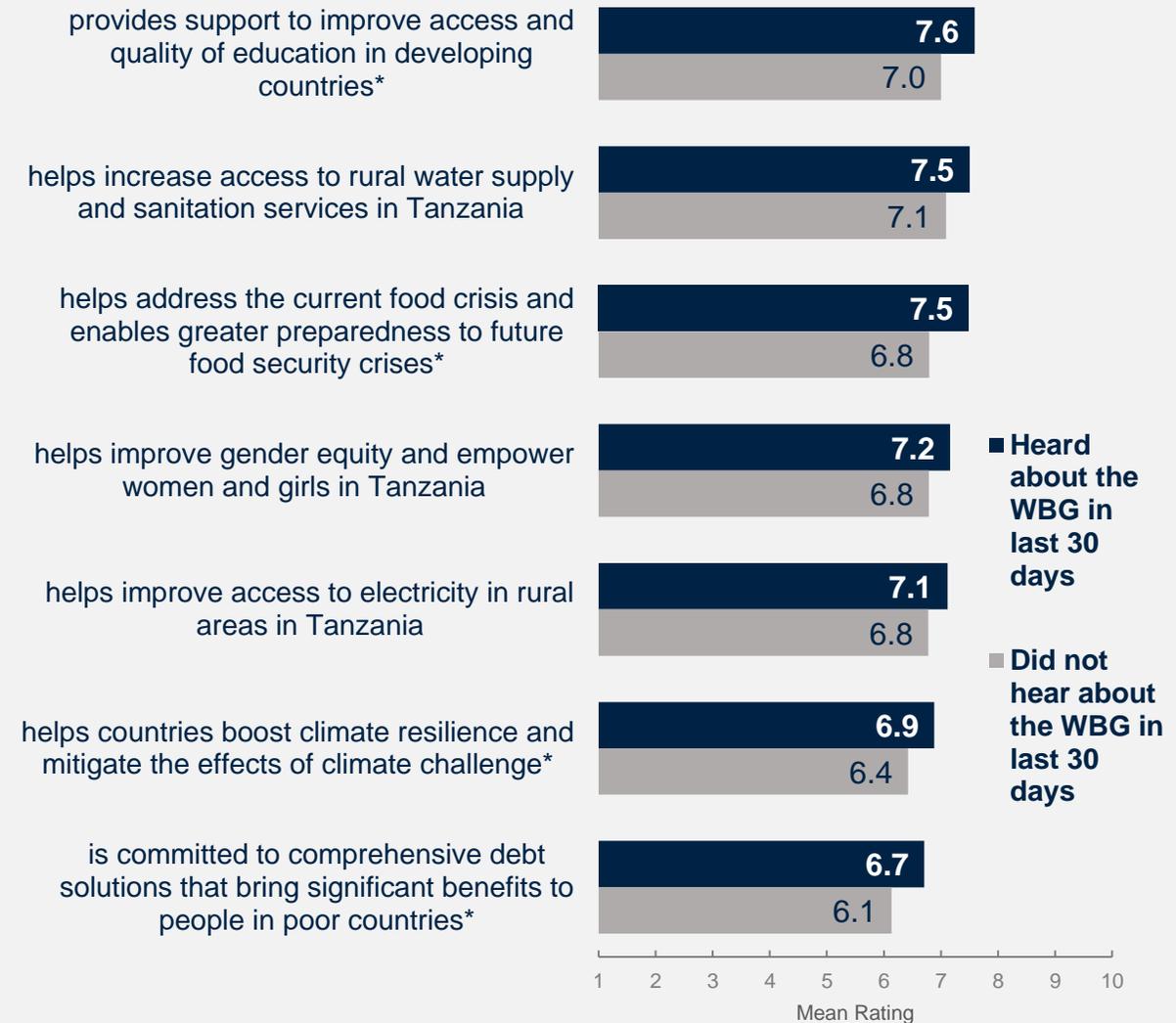
Respondents who recalled seeing or hearing something about the WBG in the last 30 days **gave significantly higher ratings on all key messages** regarding the WBG's work.

These respondents also reported significantly **higher levels of familiarity** (mean=7.4) and **trust** in the WBG (mean=7.7) compared to those who reported not hearing or seeing anything about the WBG (means=6.0 and 7.0, respectively).

In addition, respondents who recalled seeing or hearing something about the WBG gave significantly higher ratings for the WBG's **effectiveness** (mean=8.0), **relevance** (mean=7.6), **alignment** (mean=7.0), and **influence** (mean=8.0) compared to those who reported not hearing or seeing anything about the WBG recently (means=6.9, 6.9, 6.4, and 7.2, respectively).

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

## The World Bank Group...



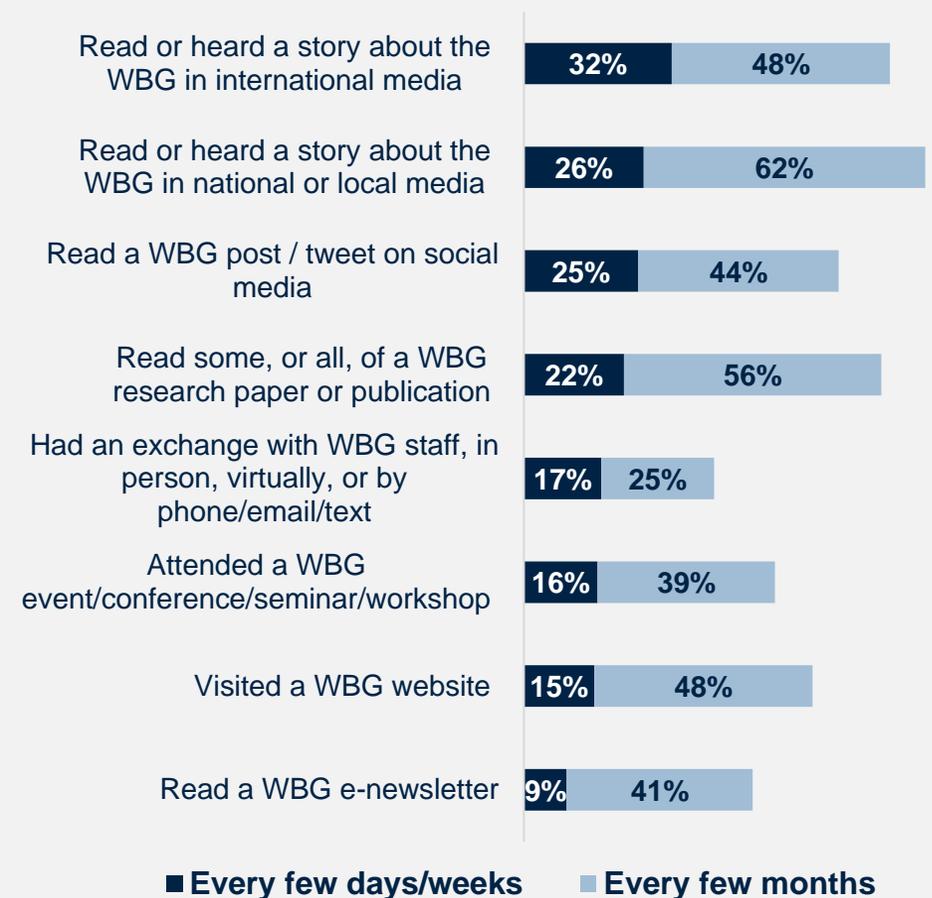
# More Frequent Engagement → More Message Recall

Respondents who recalled hearing something about the WBG in the last 30 days had significantly more frequent interactions with the institution **across all channels**.

## Yes – Recalled seeing/hearing something about the WBG in last 30 days



## No – Did not recall seeing/hearing something about the WBG in last 30 days

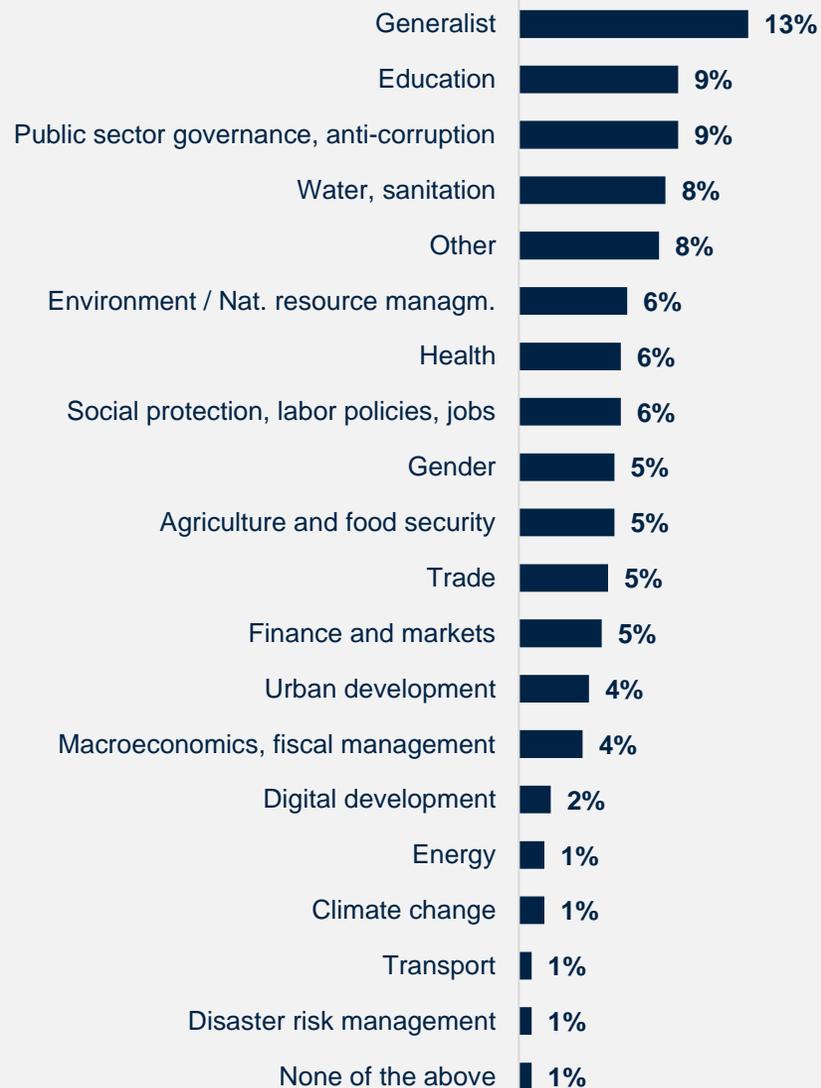


# ***Demographics of the Sample and Detailed Methodology***

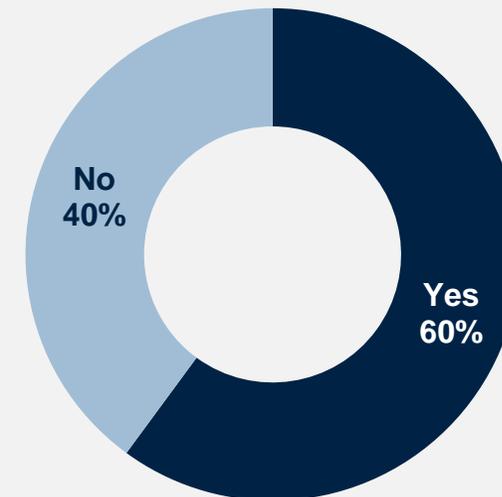


# Demographics of the Sample

Which of the following best describes your current affiliation? (N=277)



Currently, do you professionally collaborate/ work with the WBG in your country? (N=278)

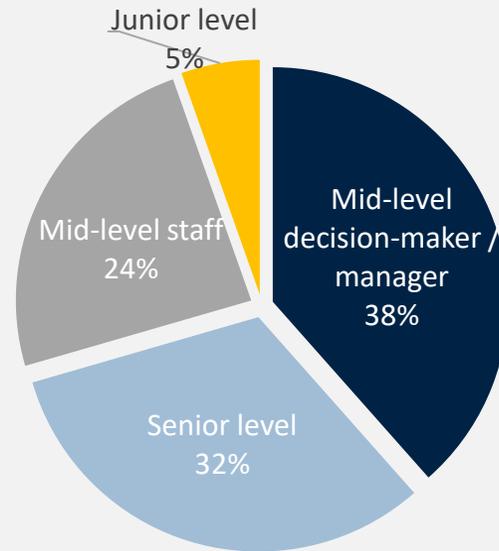


Which of the following agencies of the WBG do you primarily collaborate/work with in Tanzania? (N=167)

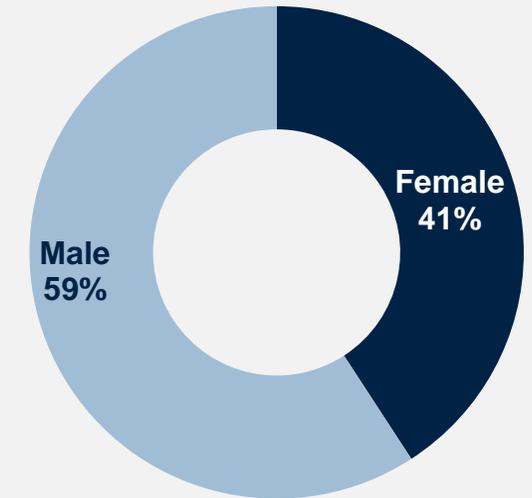


# Demographics of the Sample

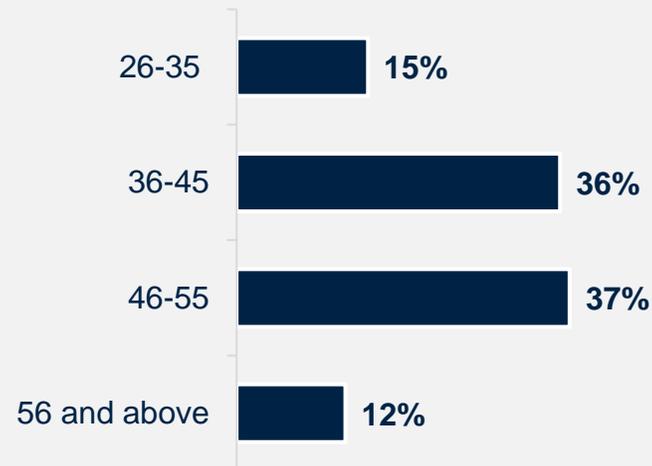
Within your organization, would you describe yourself as... ?  
(N=278)



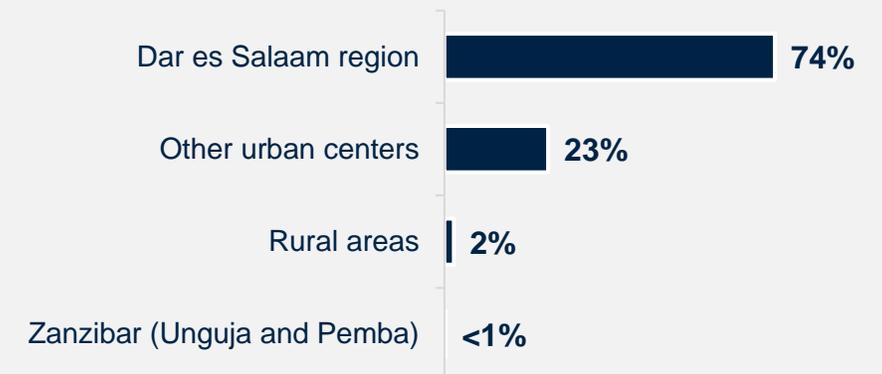
What's your gender?  
(N=267)



What's your age?  
(N=280)



Which best represents your geographic location?  
(N=279)



# Detailed Methodology

A total of 528 stakeholders in Tanzania were invited to provide their opinions on the WBG’s work by participating in a Country Opinion Survey from **May 2023** to **July 2023**. 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, office of a minister or parliamentarian; from government institutions, local governments, bilateral / multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **281 participated in the survey (53% response rate)**. Respondents completed the questionnaires online or through computer-assisted interviews.

**The results of this year’s survey were compared to the FY20 Survey (75% response rate, N=250).**

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 an increased outreach to and/or response from civil society and bilateral/multilateral agencies, but a decrease in government principals. 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 “Tanzania 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 2020	FY 2023
<b>Government Principals:</b> Office of the President, Prime Minister, Minister, Parliamentarian	15%	7%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	27%	23%
<b>Local Government</b>	6%	5%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	2%	7%
<b>Civil Society Organization:</b> NGOs, Community-Based Organization, Private Foundation, Professional /Trade Association, Faith-Based Group, Youth Group	22%	27%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	16%	15%
<b>Academia/Research Institute/Think Tank</b>	3%	7%
<b>Media</b>	5%	7%
<b>Other</b>	5%	0%
<b>Total Number of Respondents</b>	235	281

# 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 the World Bank Group to do what is right? Scale: 1 To no degree at all – 10 To a very significant degree

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

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

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

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

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

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

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

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

**C2.** Responsiveness to needs

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

**C4.** Flexibility when circumstances change

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

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

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

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

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

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

**C7\_8.** Collaboration with other donor and development partners

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

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

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

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





CountryOpinionSurveys

# Thank you

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