



CountryOpinionSurveys

FY 2024 **Kuwait** Country Opinion Survey Report

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Acknowledgements

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

- 1. Key Indicators:** How familiar are stakeholders with the WBG? What are the key stakeholders' opinions of the WBG regarding its effectiveness, relevance, alignment with Kuwait's development priorities, and other key indicators? Are opinions improving or declining?
- 2. 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?
- 3. Engagement on the Ground:** How is the WBG perceived as a development partner in Kuwait? Are opinions improving or declining?
- 4. WBG Knowledge Work:** What do key stakeholders value the most regarding the WBG's work in Kuwait? What opinion do key stakeholders have of WBG knowledge products? Are opinions improving or declining? What are stakeholders' suggestions for improving WBG's effectiveness?
- 5. Communication and Outreach:** What are the preferred communication channels? What key topics do stakeholders recall when the WBG communicates? Is there a relationship between message recall and views of the WBG's work?



Methodology Overview

■ Fielded June – September 2024

- 264 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

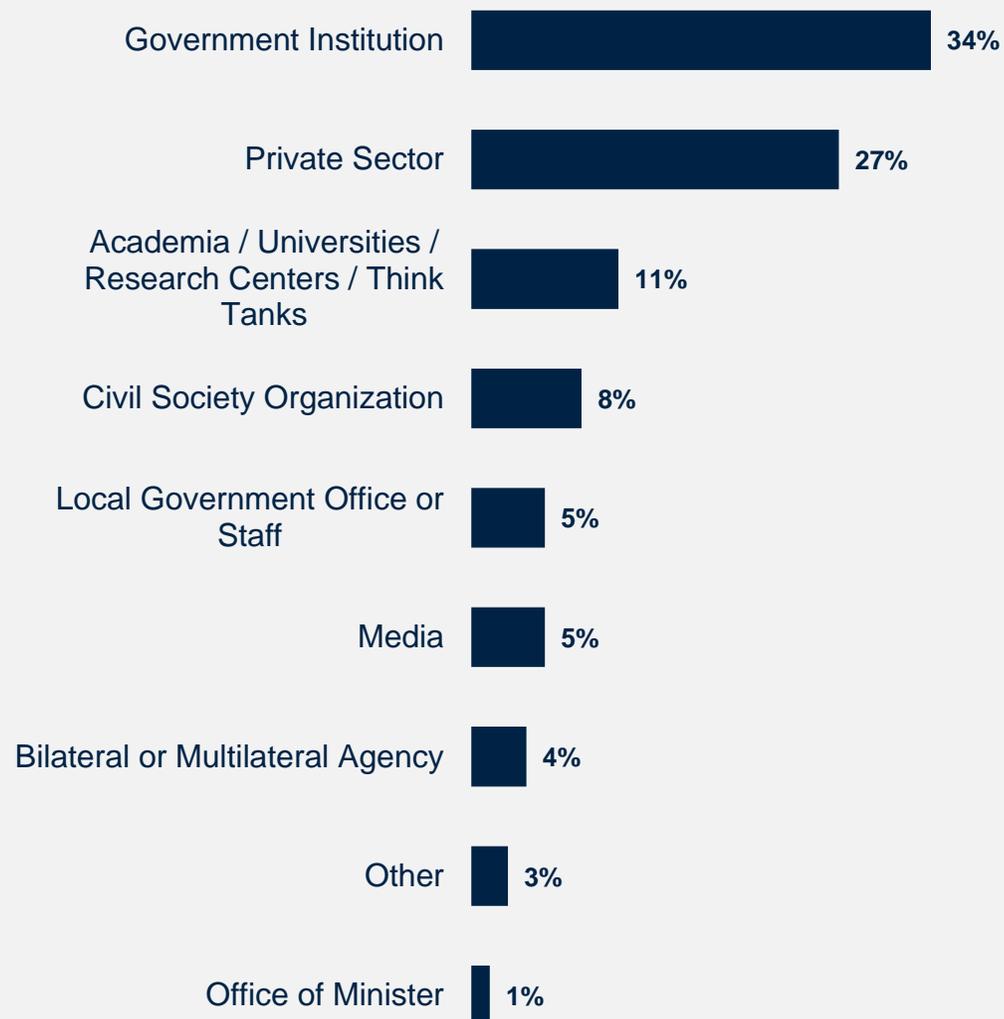
■ 73 participants (28% response rate)

- 33% currently collaborate with the WBG

■ Compared to FY18 Country Survey

- 119 participants (44% response rate)
- 60% collaborated with the WBG
- Note: Care should be taken when interpreting past-year comparisons, given the amount of time that has passed and the differences in stakeholder composition between survey samples.

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



What is your primary professional affiliation? (Select only 1 response)
(Percentage of Respondents, N=73)

Overall Attitudes toward the World Bank Group

“Provide the state with experts specialized in the local context. Commit to implementing projects according to their timetable. Not submitting projects that the state does not need and imposing them on the authorities. Coordination with the Ministry of Finance and the Ministry of Planning, so that the consulting projects are consistent with the national development plan. Reviewing the mechanism of IFC’s dealings with Kuwait.” (Academia Respondent)



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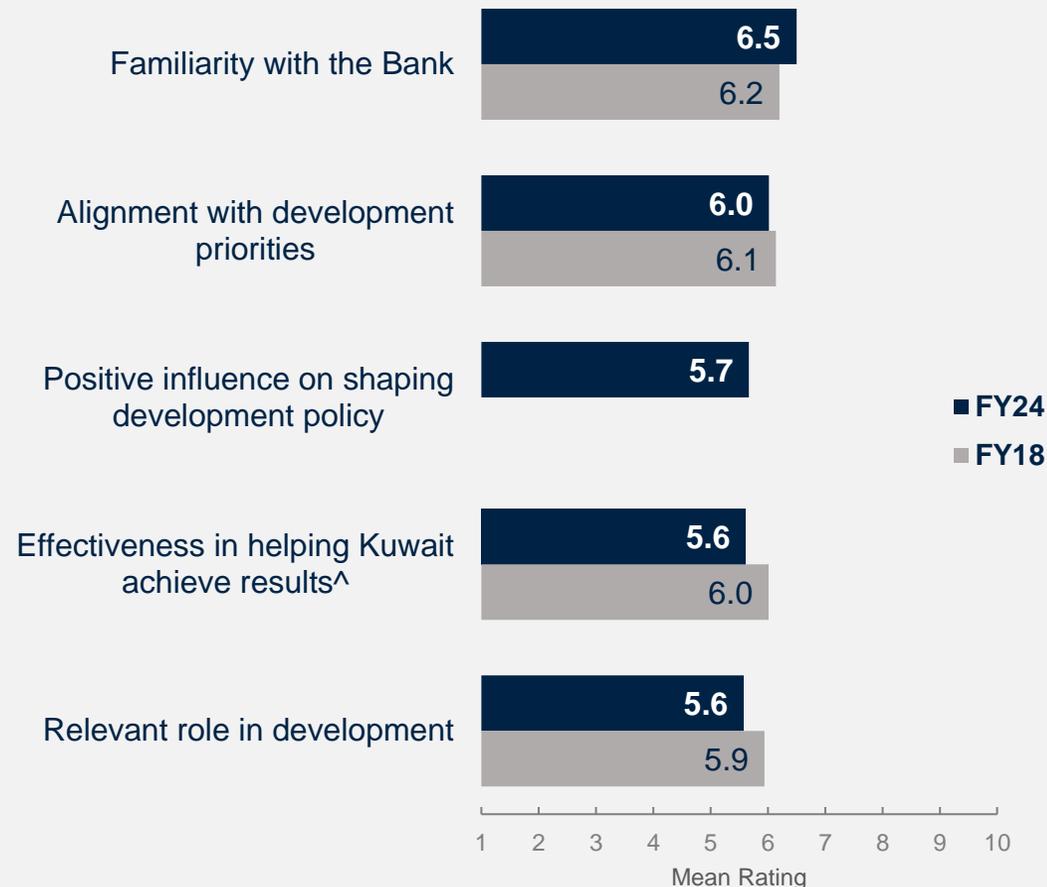
In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Kuwait? (N=42)

Key Performance Indicators

Familiarity with the WBG: Stakeholders' familiarity with the Bank has slightly improved since FY18, but this improvement did not reach statistical significance. Respondents who indicated that they collaborate with the WBG; however, reported significantly higher levels of familiarity with the institution's work than those who reported that they do not collaborate with the WBG:

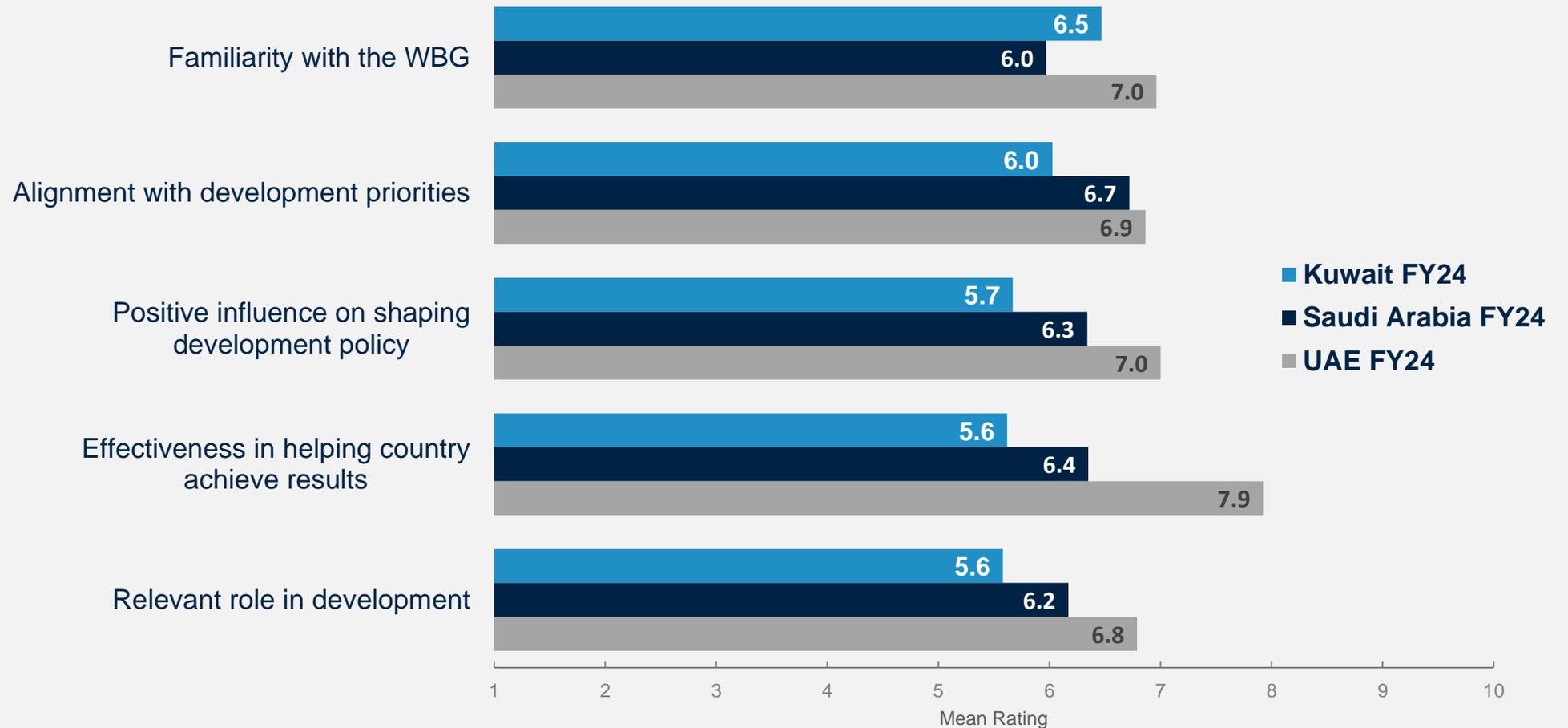
Mean familiarity: **Collaborate with WBG = 8.2**
 Do not collaborate = 5.6

In FY24, respondents rated the WBG's **alignment** with development priorities, **effectiveness** in achieving results, and **relevance** to development similarly to respondents in the FY18 survey.



How familiar are you with the work of the World Bank Group (WBG) in Kuwait?(1-Not familiar at all, 10-Very familiar)
 How effective is the WBG in helping Kuwait achieve development results? Scale: 1 Not effective at all – 10 Very effective
*Compared to a mean score of the two questions asked in FY18: "Overall, please rate your impression of the WBG's effectiveness in Kuwait.
 Scale: 1 Not effective at all – 10 Very effective; and
 To what extent does the WBG's work help to achieve development results in Kuwait? Scale: 1 To no degree at all – 10 To a very significant degree*
 The WBG currently plays a relevant role in development in Kuwait. Scale: 1 Strongly disagree – 10 Strongly agree
 The WBG has a positive influence on shaping the development policy in Kuwait. Scale: 1 Strongly disagree – 10 Strongly agree
 The WBG's work is aligned with what I consider the development priorities for Kuwait. Scale: 1 Strongly disagree – 10 Strongly agree

Respondents in Kuwait Rated the WBG's Key Performance Indicators Lower than Other GCC Countries Surveyed in FY24



World Bank Group's Support for Development Areas

"1- The Bank is still playing a role in providing technical assistance and consultations, so the concept of consultations must be expanded to carry out the implementation process. 2- Capacity development is limited to visits and practical workshops, but from my point of view, we need theoretical and practical training in a system of courses for the broader and more comprehensive benefit."

(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 Kuwait? (N=42)

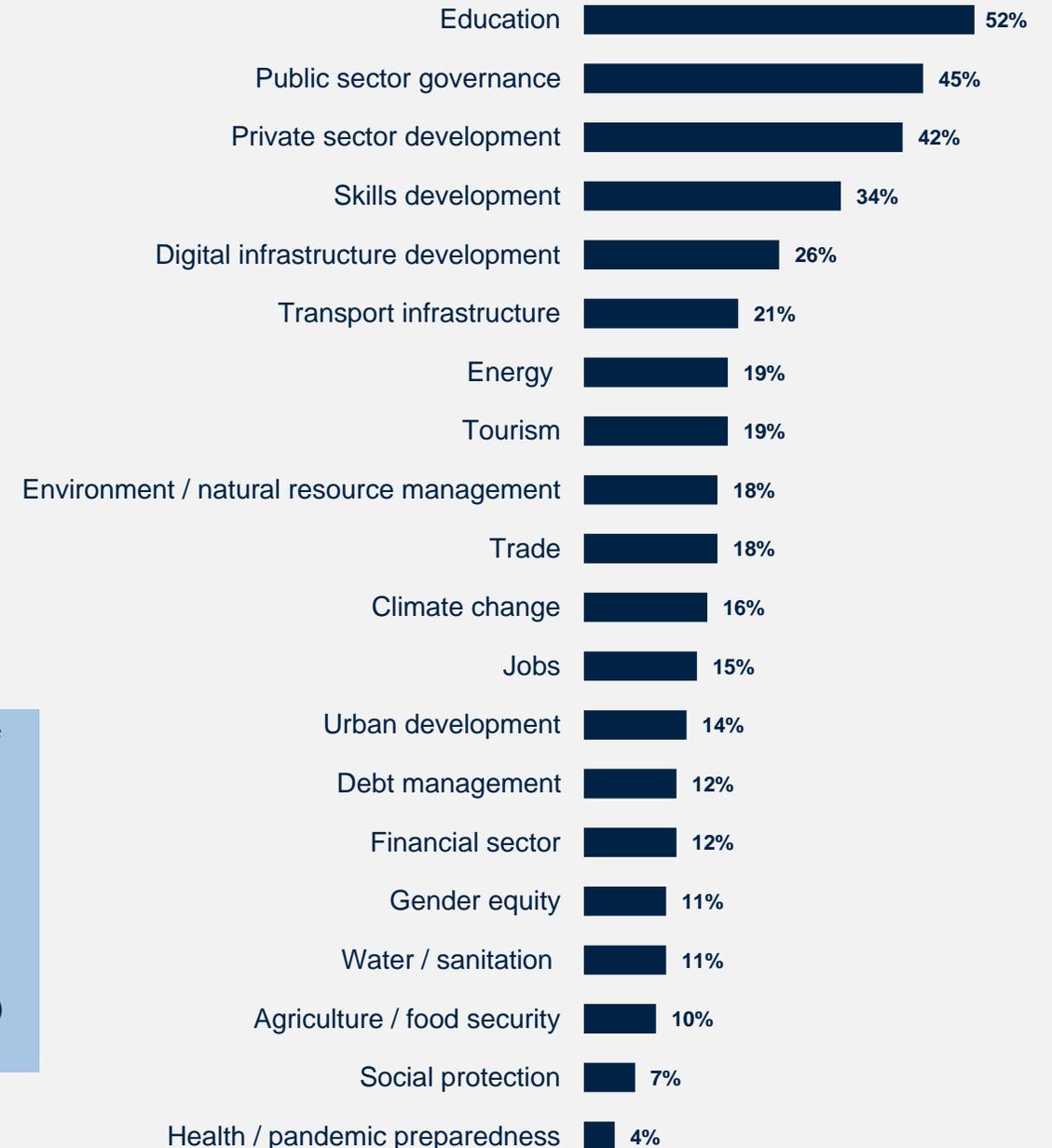
Development Areas for the WBG to Prioritize

In FY24, stakeholders wanted the WBG to focus its resources on **education, governance, private sector development, and skills development**.

Of note, compared to FY18, **digital infrastructure development** has become much more of a priority, with more than 10 times as many respondents selecting it in FY24 compared to FY18. Similarly, **transport** and **energy** have grown in priority, with more than twice as many respondents selecting them as priorities this year.

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

“Provide support in implementation on recommendations provided - capacity building, implementation support, etc. to make sure that the recommendations are followed through and actually implemented. Although I understand and appreciate that in the past there was no leadership continuity and high turnover.”
(Private Sector Respondent)



Effectiveness of the WBG's Sectoral Support

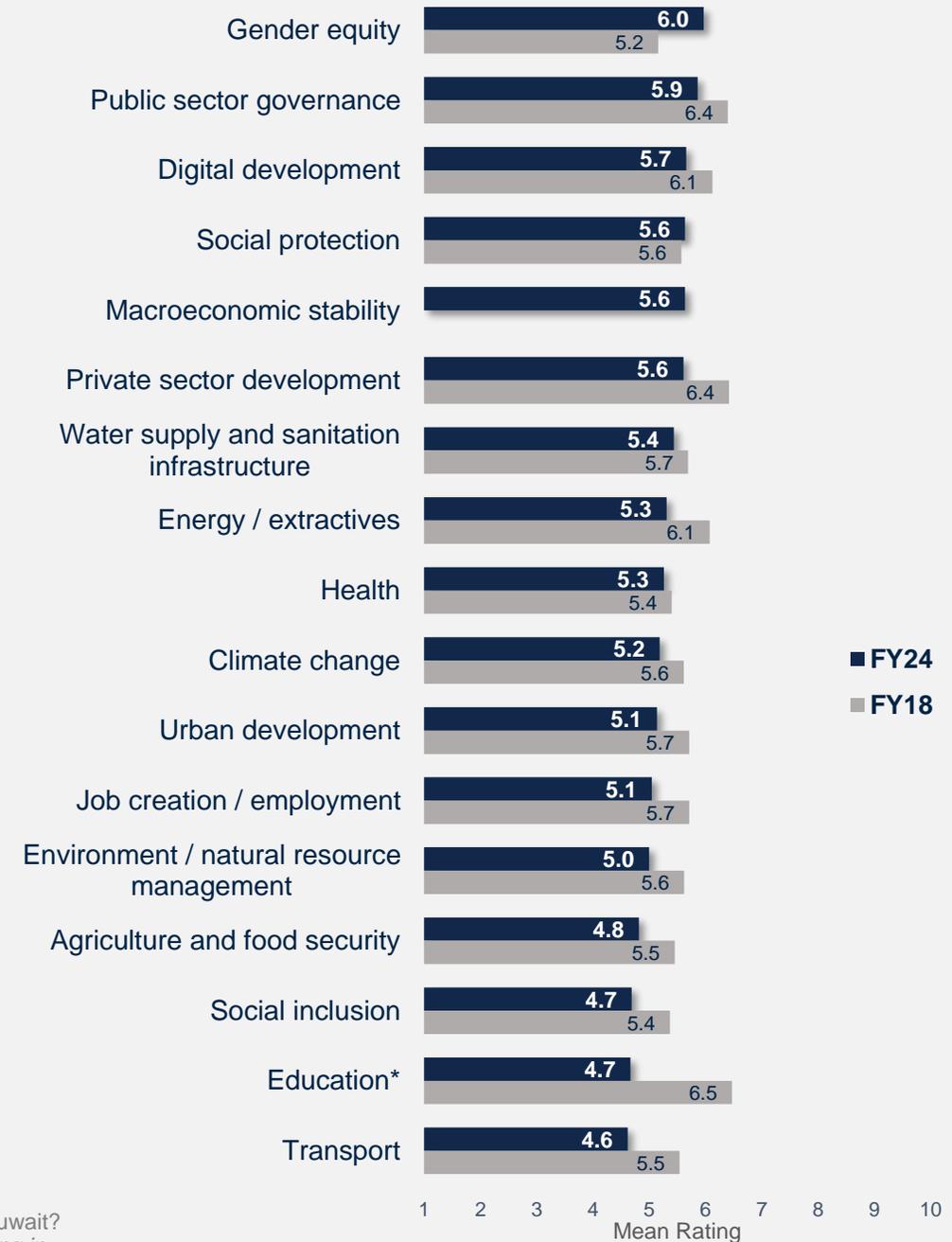
The WBG's work in **gender equity**, **public sector governance**, and **digital development** received the highest effectiveness ratings. Of note, nearly all areas comparable to FY18 received lower effectiveness ratings in FY24, significantly so for **education**.

Respondents gave the lowest ratings of effectiveness for the Bank's support on **transport**. Importantly, transport is among the top 10 stakeholder priorities for Bank support in FY24, and its importance has increased over the past four years.

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

“Workshops on collecting statistics. Training programs. Digital development. Providing experts for the Ministry of Finance for consultations. Providing expertise in education.”

(Academia Respondent)



How **effective** has the WBG been at achieving development results in each of these areas in Kuwait?
 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”) *Significant difference between years

World Bank Group's Engagement on the Ground in Kuwait

“Supporting the private sector and non-profit sector to enable these sectors to contribute more effectively to the economy. Providing a study focusing on redirecting subsidies as a means of directing society (an alternative to taxes).” (Private Sector Respondent)



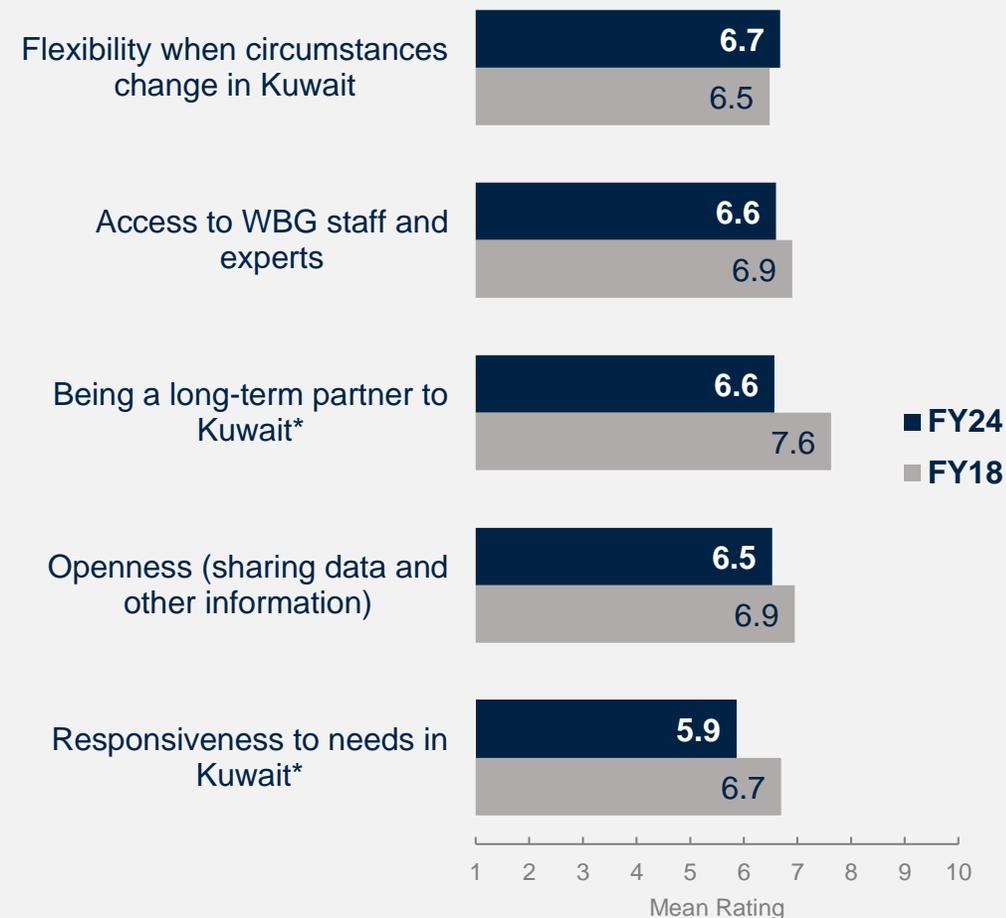
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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Kuwait? (N=42)

Perceptions of the WBG as a Long-Term, Responsive Partner Have Declined

In FY24, respondents gave the highest ratings for the Bank's **flexibility**, **staff accessibility**, and being a **long-term partner**. Compared to the FY18 survey, however, ratings for the WBG as a long-term partner and the Bank's responsiveness to Kuwait's needs were significantly lower in this year's survey.



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

“Help Kuwait (especially the government) improve its data openness to lay the groundwork for better, evidence-based policymaking and empower local researchers, advocates, and entrepreneurs.”
 (Academia Respondent)



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

*Significant difference between years

Despite Declining Perceptions, the WBG was Rated as Most Effectively Collaborating with the Government

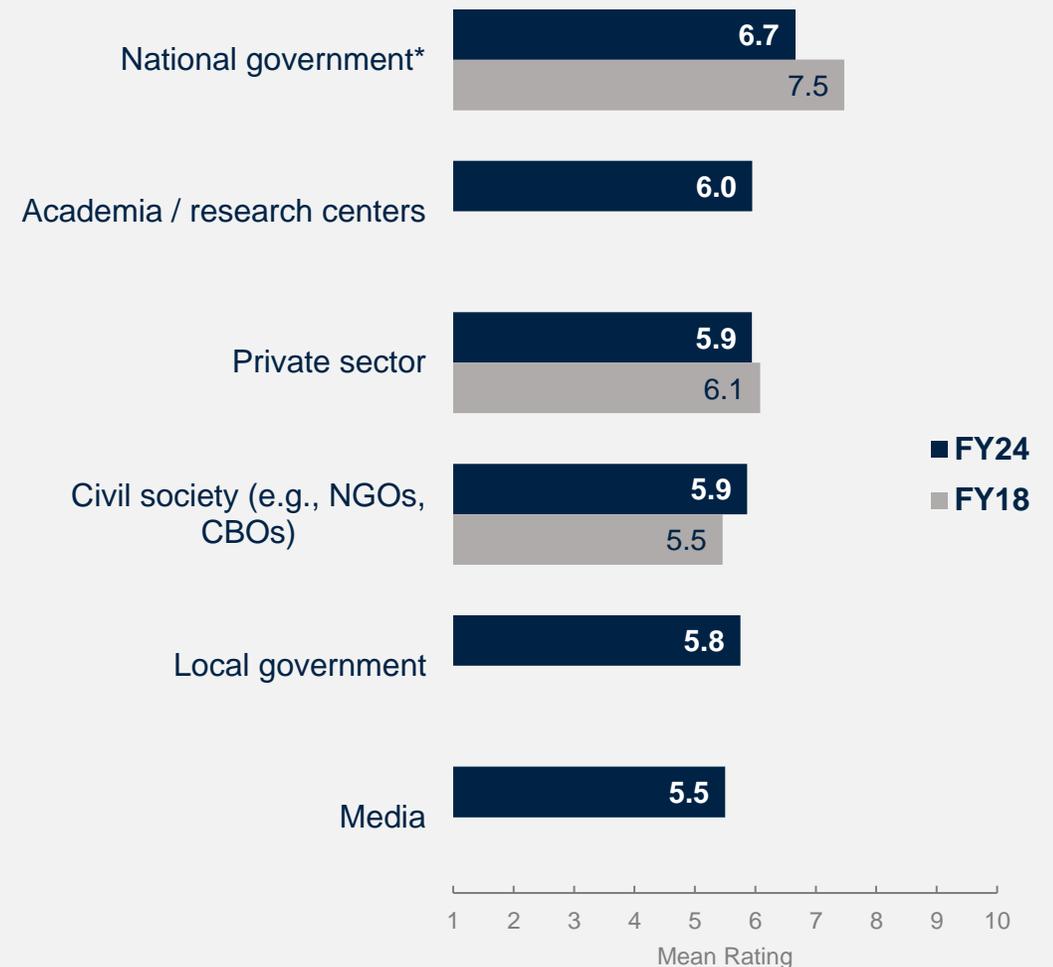
This year, respondents rated the effectiveness of the WBG's collaboration with the **national government** as the highest, despite being significantly lower than in the FY18 survey.

Although the WBG's effectiveness in collaboration with **civil society** has improved, this difference did not reach statistical significance.

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

“Engagement with Civil Society will not only give a voice to community or end user but also help in tailoring the various financial instruments and programs for wider impact.”

(Civil Society Respondent)



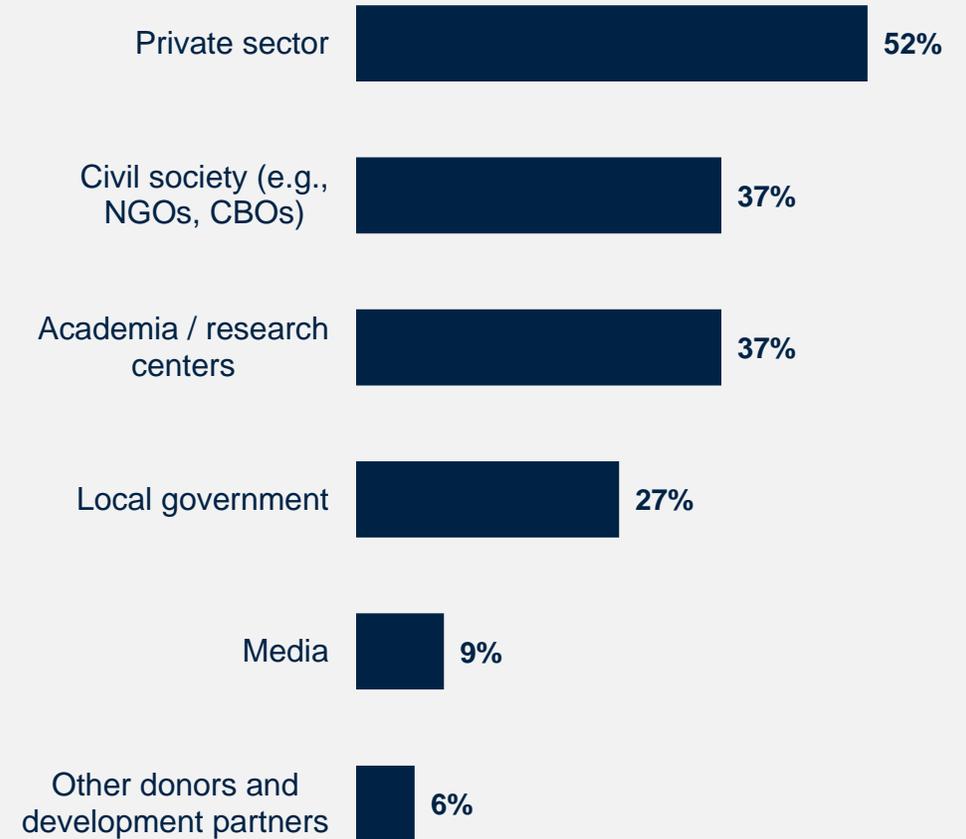
The Majority of Stakeholders Want the Bank to Collaborate More with the Private Sector in Kuwait

More than half of the respondents indicated that the WBG should collaborate more with the **private sector**, in addition to its partnership with the national government. Respondents also welcomed more Bank collaboration with civil society and academia.

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

“There is not enough development projects across all industries taking place in Kuwait which reflects not enough collaboration with WBG is taking place”

(Private Sector Respondent)



World Bank Group's Knowledge Work

“The World Bank should provide realistic and implementable action plans. Capacity development should have a real impact and training should be real, not theoretical. Focus on supporting the State of Kuwait in priority issues that have not been previously supported.”
(Local Government Respondent)



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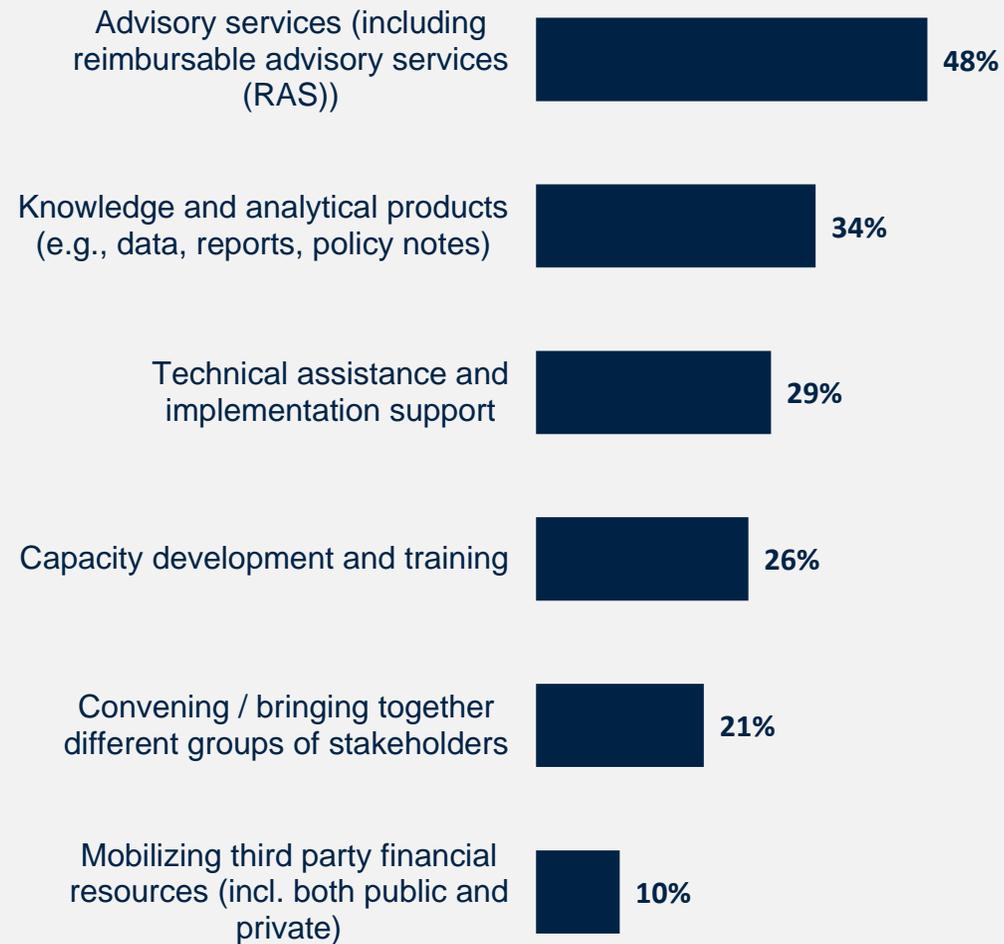
In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Kuwait? (N=42)

Advisory Services Considered the Bank's Greatest Value to Kuwait

Nearly half of the respondents indicated that the WBG's greatest value to Kuwait was its **advisory services**. Respondents also found the Bank's **knowledge and analytical products, technical assistance and implementation support, and capacity development and training** to be highly valuable.

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

"More workshops will include specialists from the private sector, financial institutions, the Central Bank, professors from Kuwait University in specializations appropriate to the workshop titles, and some master's and doctoral students in related colleges." (Academia Respondent)

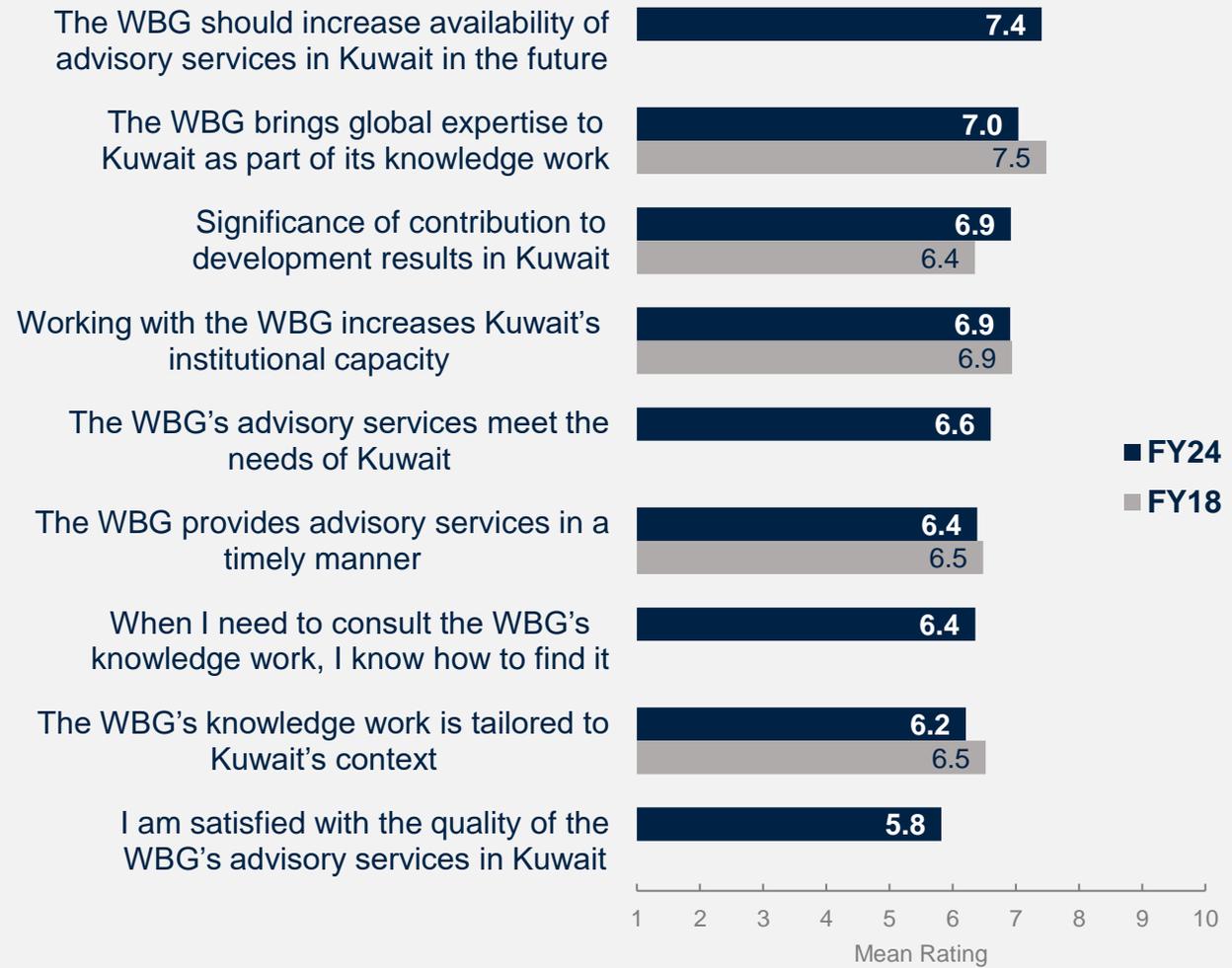


2 in 5 Respondents Used the WBG's Knowledge Work and 3 in 5 Think the WBG Should Do More in the Future

When asked if they had ever used the WBG's knowledge work, 40% of respondents said that they had.

Respondents had the highest levels of agreement that the WBG should **increase the availability of advisory services** in Kuwait in the future, with 61% giving it a rating between 8-10 (22% gave it a 10-strongly agree).

However, respondents had the lowest levels of agreement that they are **satisfied with the quality** of the advisory services in Kuwait.



Have you ever used the WBG's knowledge work, including participating in workshops or training programs? (Percentage of Respondents, N=67)
 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 Kuwait?
 Scale: 1 Not significant at all – 10 Very significant

The Future Role of the World Bank Group in Kuwait

“Dealing with the State of Kuwait as a strategic partner, not a contractual partner.”
(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 Kuwait? (N=42)

How Can the WBG Increase its Effectiveness in Kuwait?

Open Ended Responses

When asked the most important thing the WBG could do to improve its effectiveness in Kuwait, respondents discussed a number of areas:

Focus Areas: A plurality of respondents mentioned focus areas, highlighting the importance of WBG work being aligned with the development priorities of the country, including education, public sector governance, economic policies, and digital development.

Knowledge: Respondents expressed the need for more tailored knowledge work adapted to the Kuwaiti context, with more realistic outcomes proposed. Respondents also highlighted the importance of the Bank's support in capacity building and its technical support.

Operational Effectiveness: Respondents discussed the need for policy advice to be more action-oriented to ease implementation and for the WBG to better adapt its advice to the Kuwaiti context rather than provide international best practices that will not work in Kuwait.

Engagement: Respondents wanted the WBG to be a more strategic partner to Kuwait, increasing its engagement with government, private sector, and civil society stakeholders.

Communication: Respondents expressed the need to raise awareness about the WBG's work and its presence in Kuwait through more coordinated communication strategies and increased engagement with the media.



Communication and Outreach

“[The WBG should] increased communication with civil society and the media.”

(Academia Respondent)

“Increase awareness brochures that make people feel more aware of it by publishing them on social media because it is more widespread in Kuwait.”

(Private Sector Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Kuwait? (N=42)

Direct Contact with Staff and Events were the Most Preferred Ways for Receiving WBG Communications

Respondents indicated that they preferred to receive communications from the WBG through **direct contact with staff, events/conference/seminars/workshops** (in person or online), and **e-Newsletters**. Less than 1 in 5 said that they preferred social media or direct messaging.

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

“Increase public awareness of its initiatives and make different stakeholders accountable for their results.”

(Private Sector Respondent)

“Raising awareness among the community in general about the role of the World Bank and focusing on clarifying that its role is advisory and not executive, and that everything it presents in its report and study are merely suggestions based on the extensive and varied experiences possessed by its work team.”

(Media Respondent)

Direct contact with staff (e.g., in person, virtually, phone, email)



Event / conference / seminar / workshop (in person or online)



e-Newsletters



Social media (e.g., Facebook, Twitter)



Direct messaging (e.g., WhatsApp, Telegram, Viber)



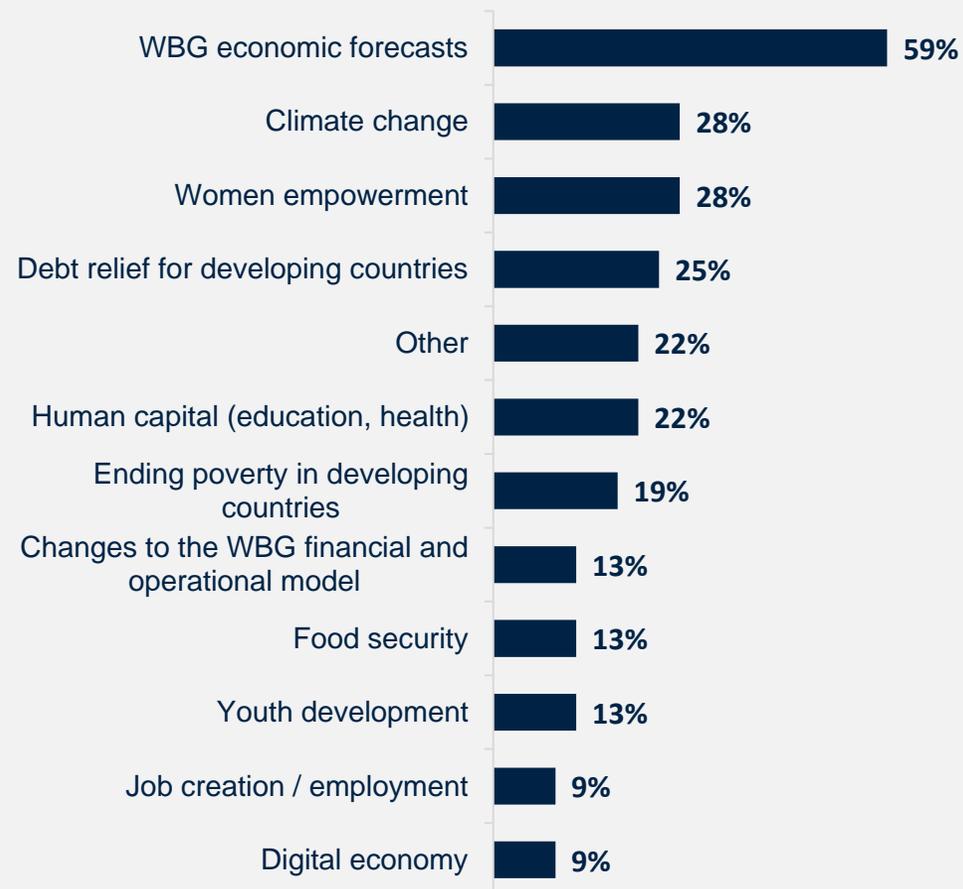
How would you prefer to receive communication from the WBG? (Select up to 2)
(Percentage of Respondents, N=66)

Half of all Respondents Have Heard About the Bank Recently (50%), Most Often Through Social Media and Most Often about WBG Economic Forecasts

Where do you recall seeing or hearing this information? (N=33)



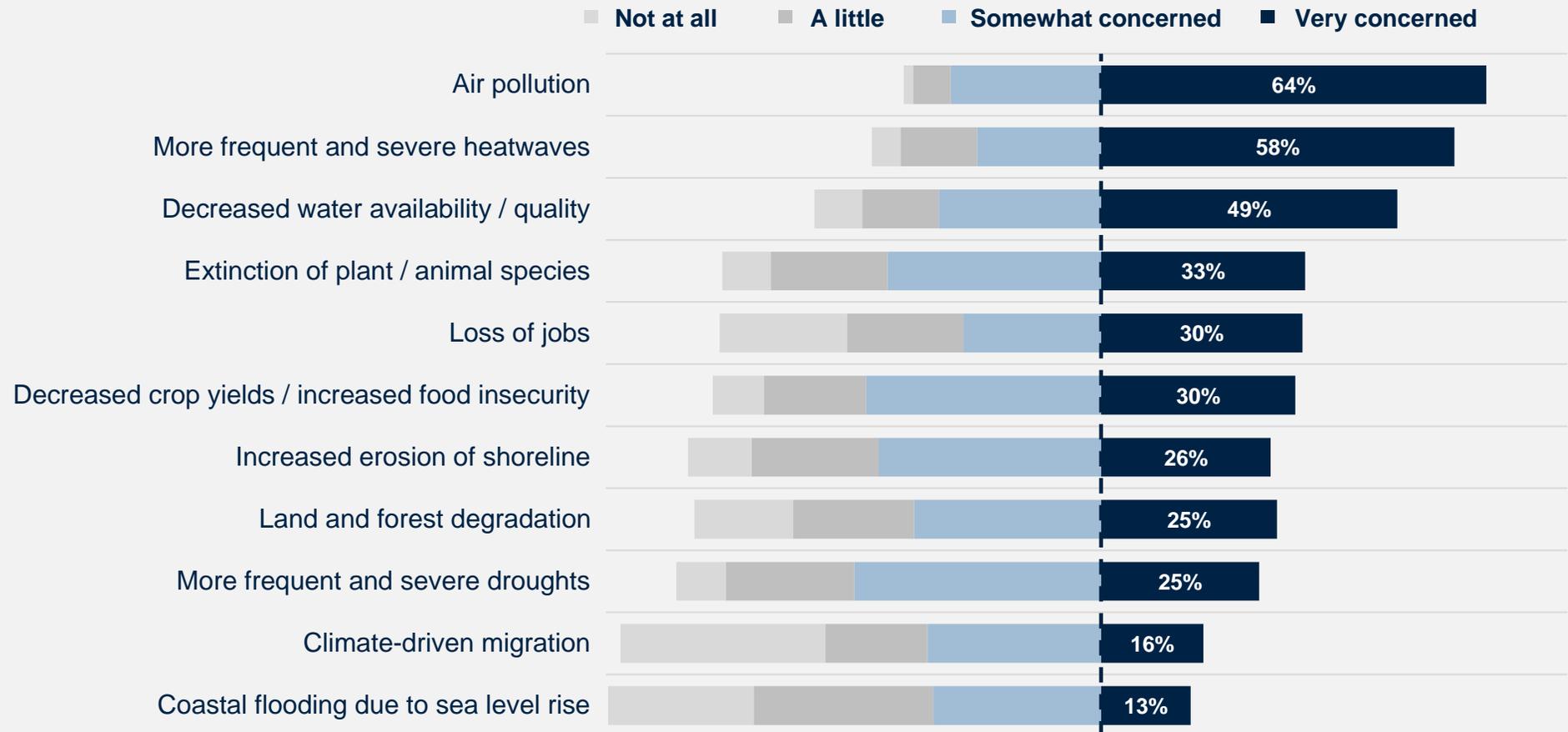
What topics were included in what you saw or heard about WBG's work or research? (N=32)



*Do you recall seeing or hearing anything about the WBG recently? (Percentage of Respondents, N=66)
 Where do you recall seeing or hearing this information? (Select ALL that apply) (Select up to 2) (Percentage of Respondents, N=33)
 What topics were included in what you saw or heard about WBG's work or research? (Select ALL that apply) (N=32)

Climate Change Communications Can be More Impactful When Related to Stakeholders' Top Concerns: Air Pollution, More Heatwaves, and Water Availability

Nearly two-thirds of respondents were very concerned about **air pollution** as a potential impact of climate change in Kuwait. **More frequent and severe heatwaves** and **water availability** were also of great concern to respondents. These key areas of concern should be considered to make communications about climate change more impactful.



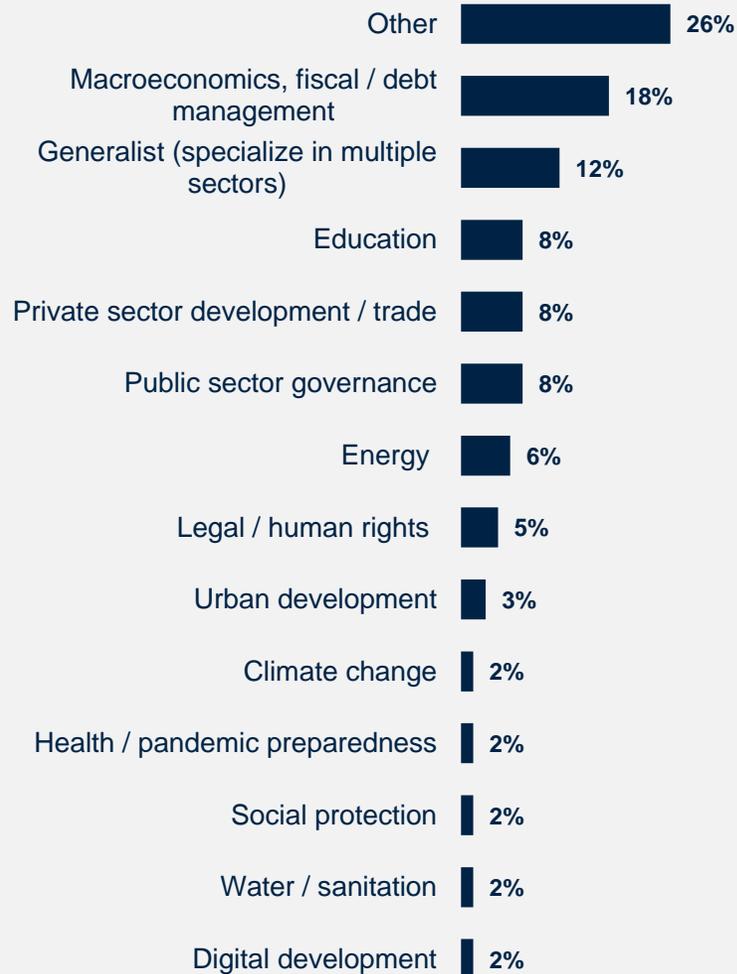
How concerned are you about the following potential impacts of climate change in Kuwait? (Percentage of Respondents, N=~63)

Sample Demographics and Detailed Methodology

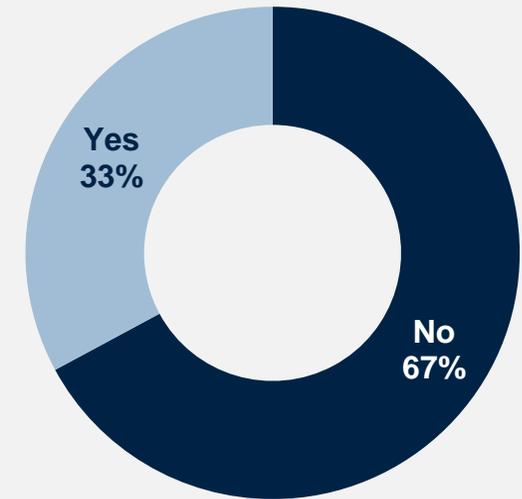


Sample Demographics

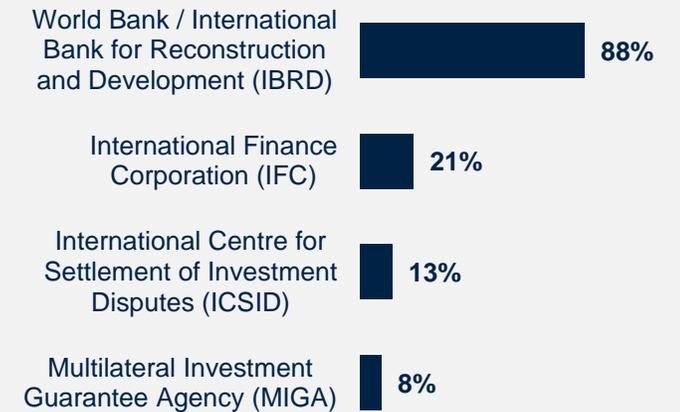
What is the primary specialization of your work? (N=66)



Do you collaborate/work with the World Bank Group (WBG) in Kuwait? (N=73)

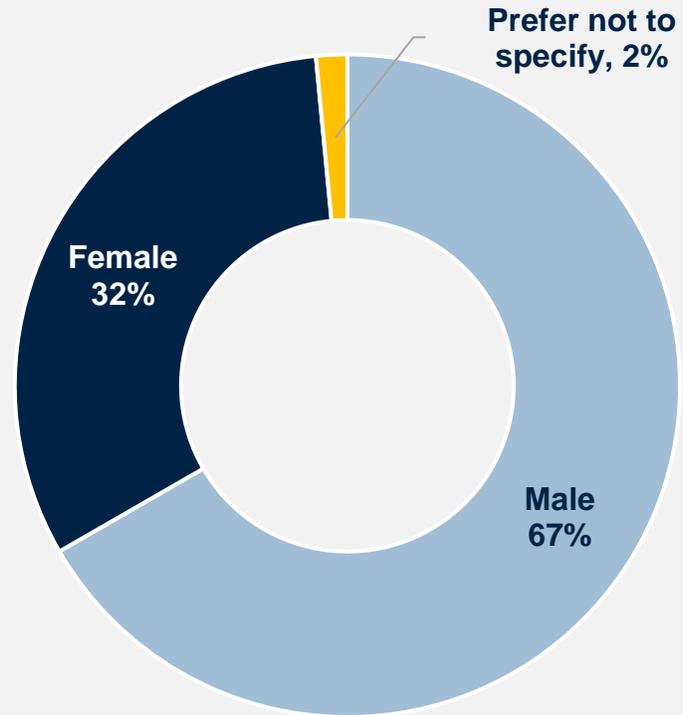


Which of the following WBG agencies do you collaborate/work with in Kuwait? (N=24)

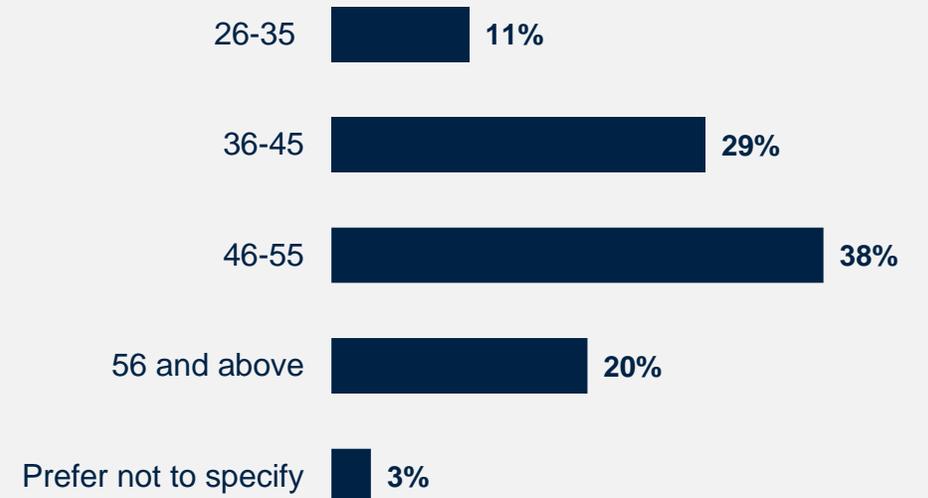


Sample Demographics (continued)

What is your gender?
(N=66)



What's your age? (N=66)



Detailed Methodology

From **June to September 2024**, a total of 264 stakeholders in Kuwait 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 Minister, government institutions, local governments, bilateral or multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **73 participated in the survey (28% response rate)**. Respondents completed the questionnaire via an online platform.

This year’s survey results were compared to the FY18 Survey, which had a response rate of 44% (N=119).

Comparing responses across Country Surveys reflects changes in attitudes over time as 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 greater outreach to and/or response from local government, academia, and the private sector, but fewer responses from government institutions and government principals. These differences in stakeholder composition between the two years should be considered when interpreting the results of the past-year comparison analyses.

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

Breakdowns for individual questions by stakeholder group can be found in the “Kuwait 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 2018	FY 2024
Government Principals: Office of Minister	5%	1%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	46%	34%
Local Government	0%	5%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	5%	4%
Civil Society Organization: Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	7%	8%
Private Sector: Private Company, Financial Sector Organization, Private Bank	23%	27%
Academia / Research Center	6%	11%
Media	4%	5%
Other	5%	3%
Total Number of Respondents	119	73



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



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Thank you

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

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