

October 2023



Country Opinion Surveys

FY 2023 Republic of Congo Country Opinion Survey – Pulse Report

ECR Business Intelligence Team



WORLD BANK GROUP

Acknowledgements

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

BI acknowledges the significant contribution from the Congo country team. In particular, BI is grateful for the support from Franck Sidney Chrysantheme Bitemo (Communications Consultant) who coordinated the survey related activities from Brazzaville, Republic of Congo.



Contents

Objectives

Overall Context

Overall Attitudes toward the World Bank Group

World Bank Group's Support in Development Areas

World Bank Group's Work and Engagement on the Ground

Communications and Outreach

Sample Demographics

Methodology

Objectives

This survey was designed to assist the World Bank Group (WBG) in gaining a better understanding of how stakeholders in Congo perceive the WBG. The survey explored the following questions:

1. What opinion do key stakeholders have of the WBG when it comes to its effectiveness, relevance, alignment with Congo's development priorities, and other key indicators? Are opinions improving or declining?
2. What areas of development are perceived to be the most important? Have the priorities changed over the past five years?
3. How the WBG is perceived as a development partner? Are opinions improving or declining?
4. What key topics the WBG communicates around do stakeholders recall? Is there a relationship between message recall and views of the WBG's work?

Overall Context

Familiarity with the World Bank

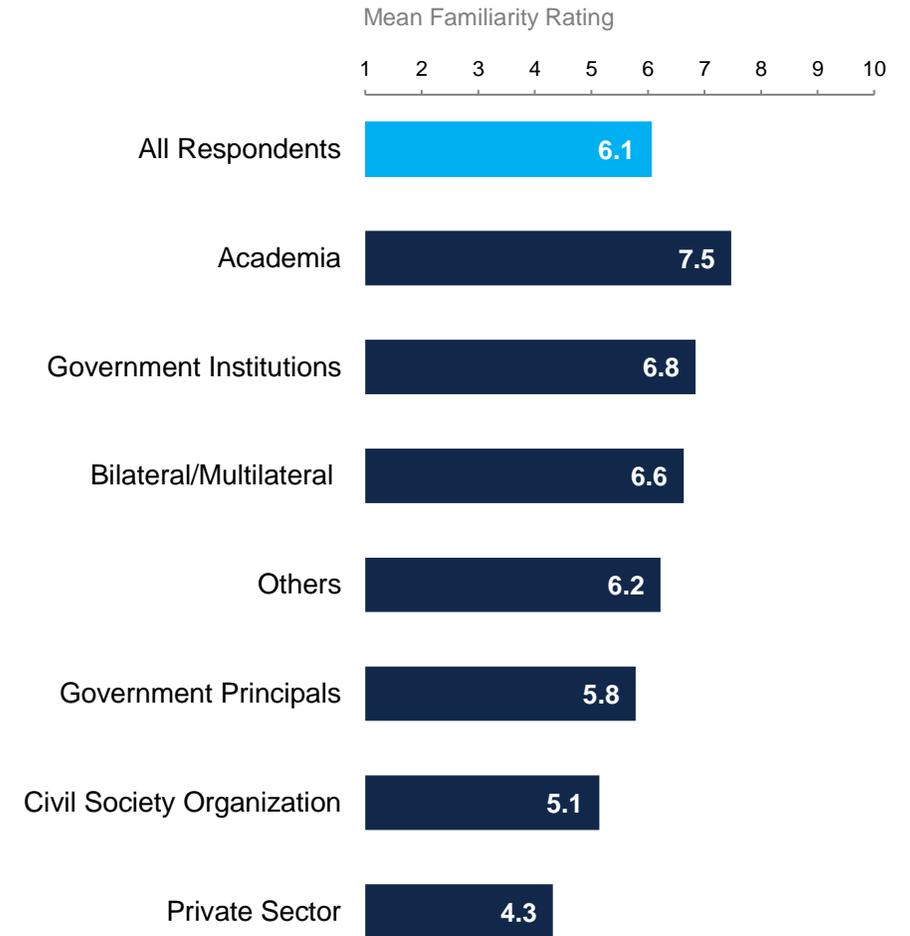
Year comparison: Respondents in this year’s Country Survey reported significantly higher levels of familiarity with the World Bank Group compared to FY18:

Mean familiarity: FY23 = **6.0**;
FY18 = **5.3**.

Collaboration: Respondents who indicated that they collaborate with the WBG in FY23 reported significantly higher levels of familiarity with the institution’s work:

Mean familiarity: Collaborate with WBG = **7.3**
Do not collaborate = **4.9**

The number of respondents who indicated that they collaborate/work with the WBG was comparable in the FY23 and FY18 Country Surveys. Please refer to the FY23 vs FY18 data comparisons for those respondents who closely collaborate with the Bank in the Appendix.



Significantly different between stakeholder groups

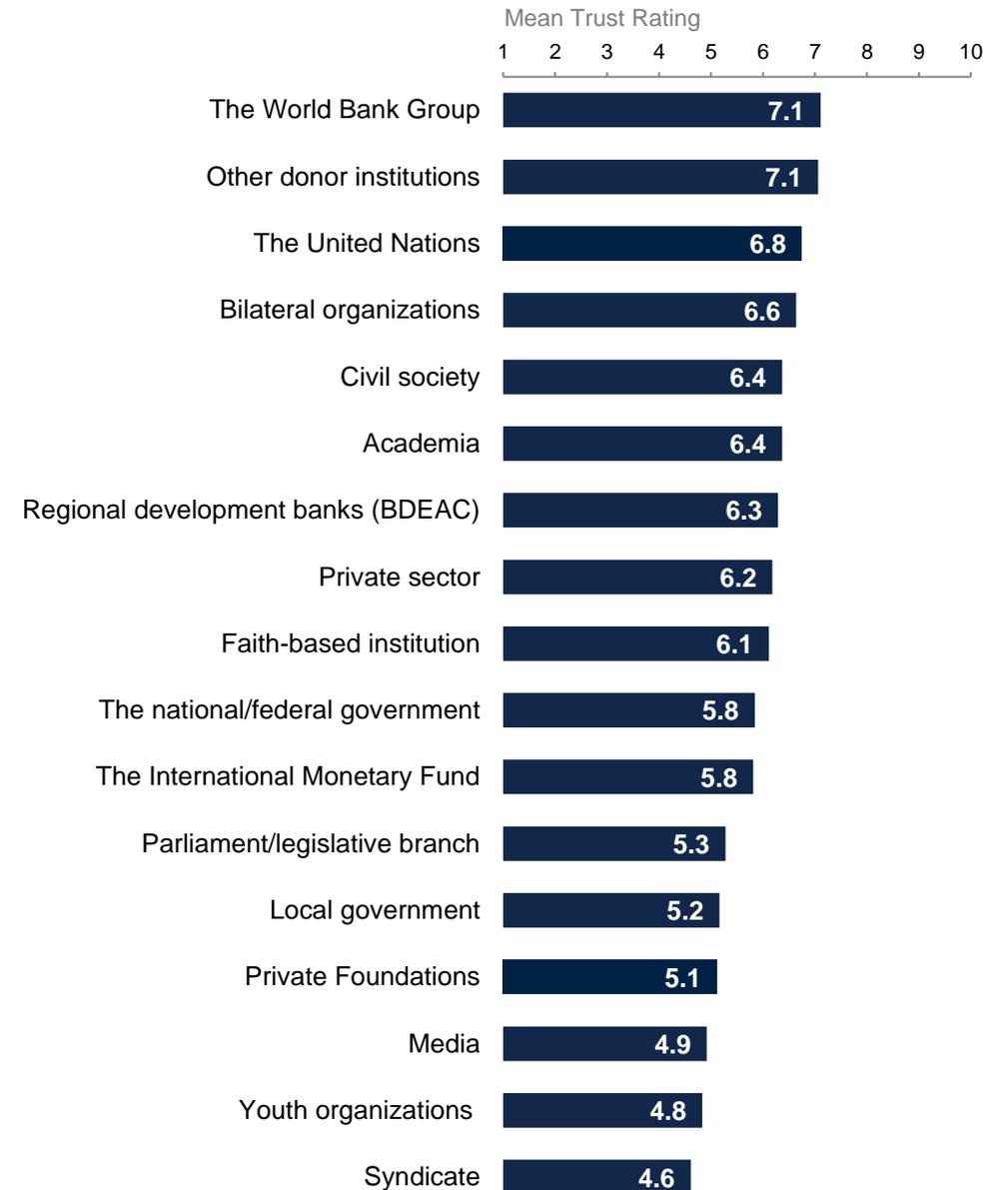


How familiar are you with the work of the World Bank Group in the Republic of Congo?
Scale: 1: Not familiar at all – 10: Extremely familiar (FY23 N=216; FY18 N=297)
Government Principals includes respondents from Office of the President, Prime Minister, Minister, and Office of a Parliamentarian.

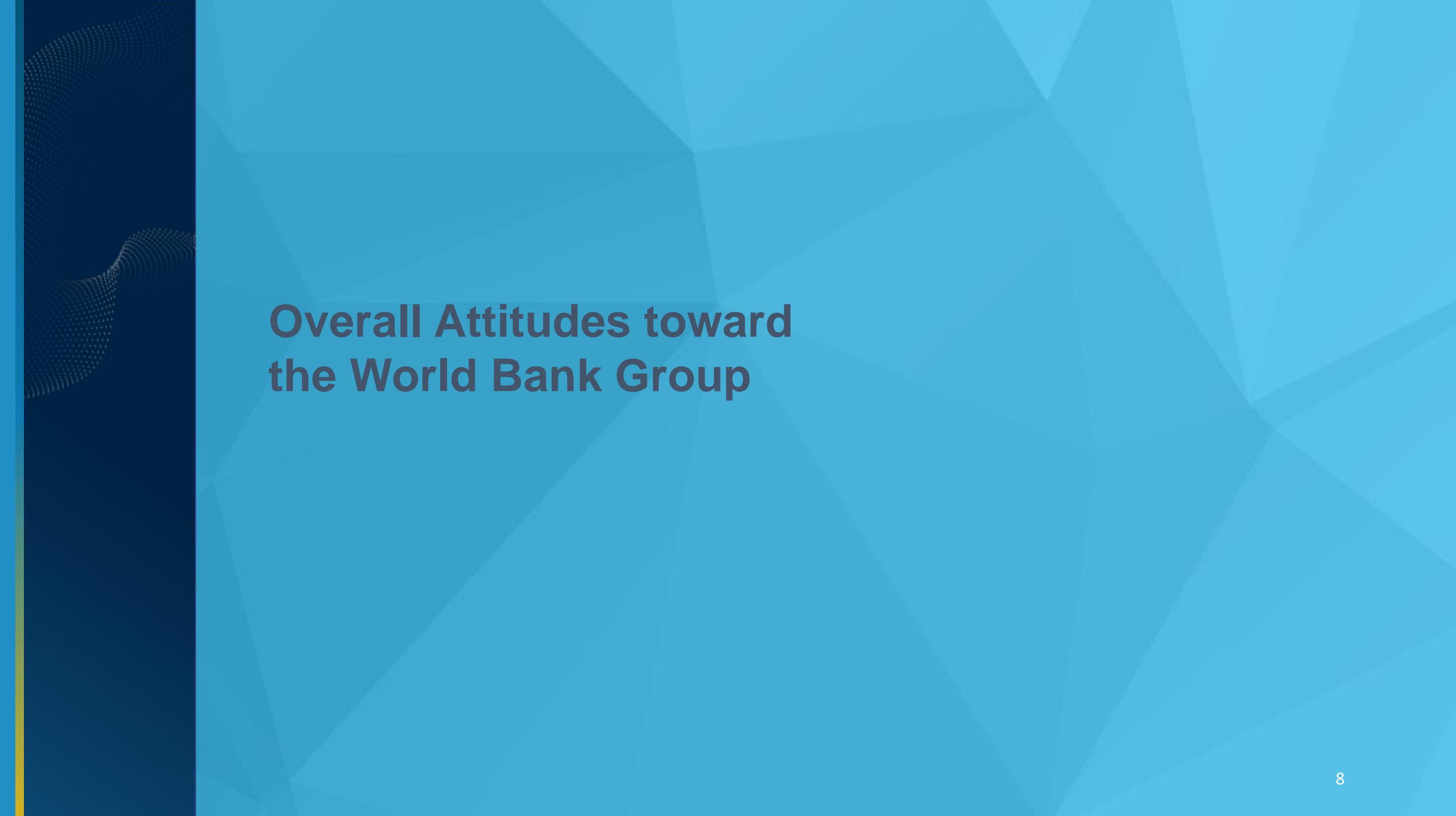
Trust in Institutions

The most trusted institutions in Congo were the WBG and other donor institutions (overall mean rating for both = 7.1) .

The media, youth organizations, and syndicates were the least trusted institutions among respondents (overall mean ratings = 4.9, 4.8, and 4.6, respectively).



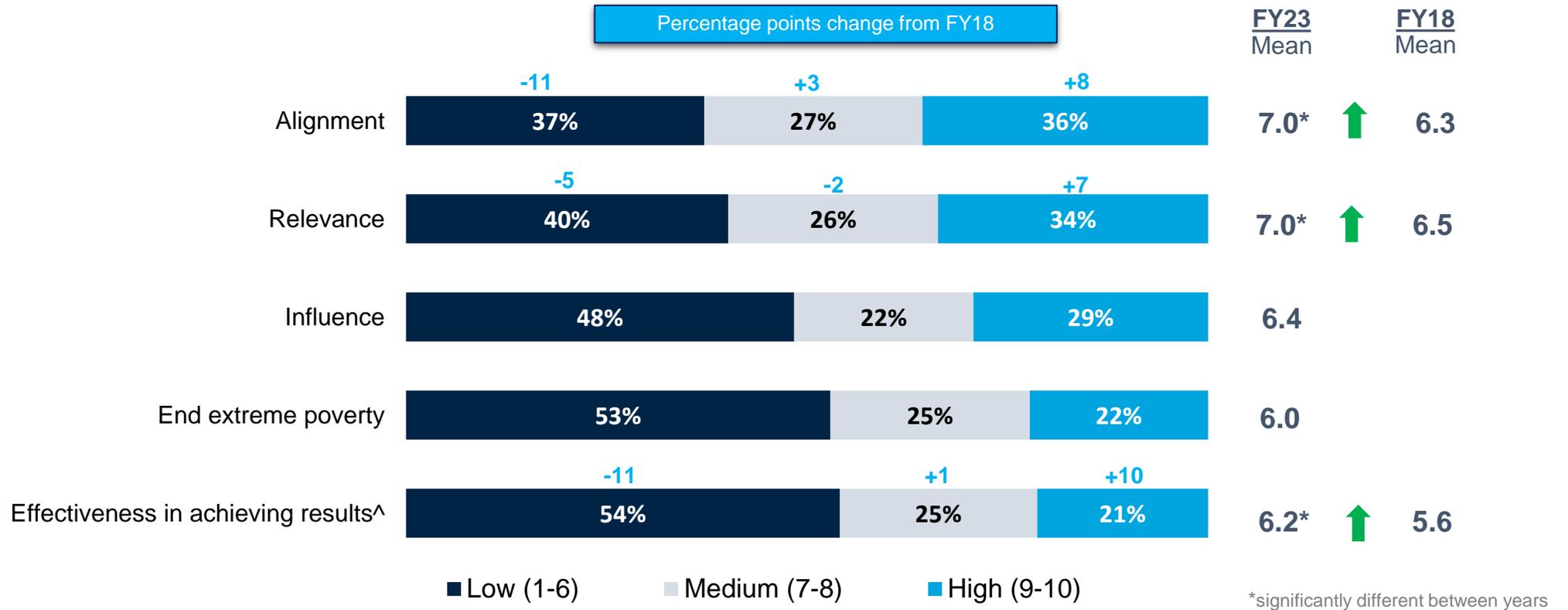
To what extent do you trust each of the following groups to do what is right?
Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)



Overall Attitudes toward the World Bank Group

Key Performance Indicators

In FY23, respondents gave significantly higher ratings for the WBG's **alignment** with their development priorities, its **relevance**, and its **effectiveness in achieving results** in Congo compared to FY18.



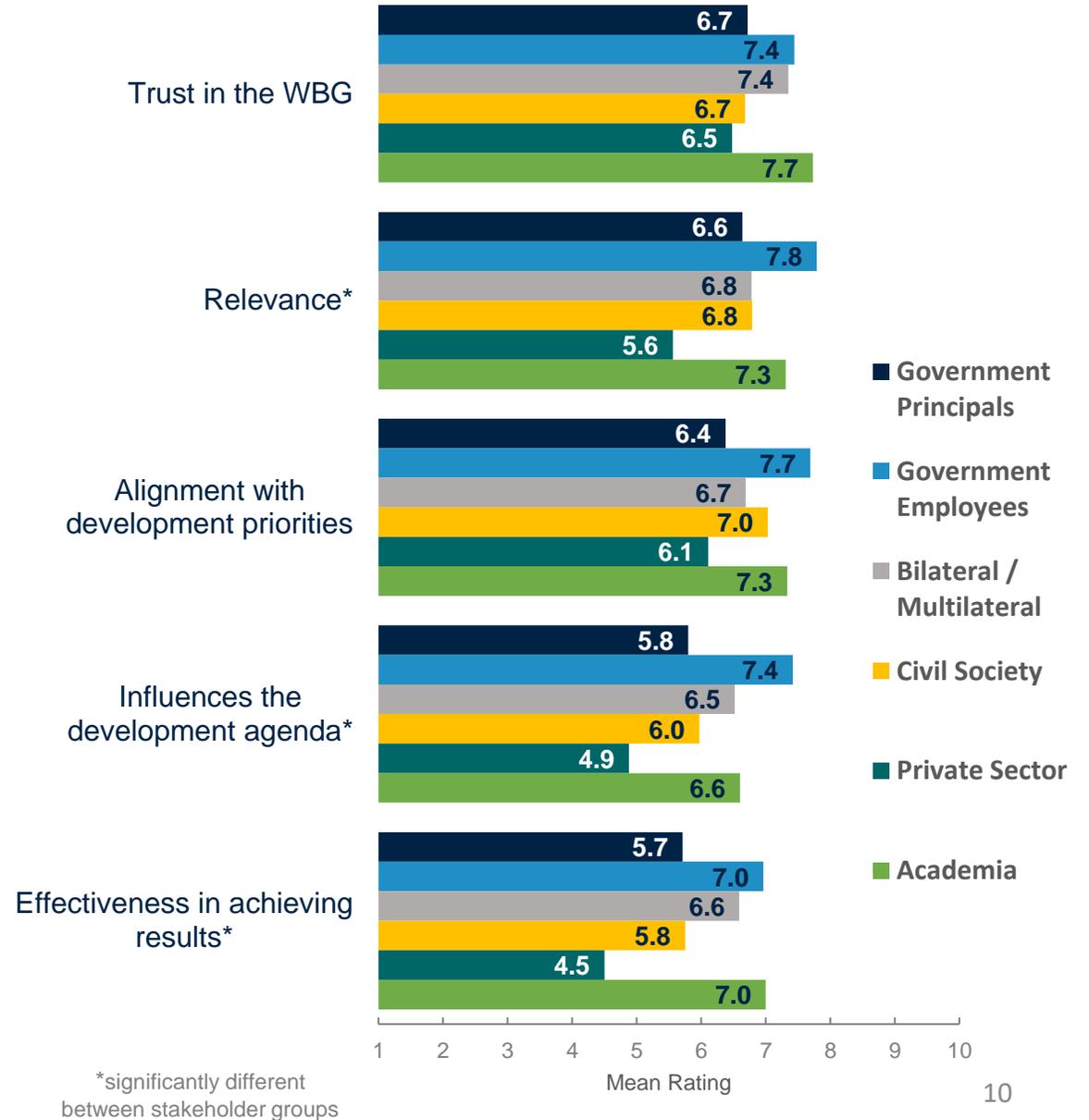
The World Bank Group currently plays a relevant role in development in the Republic of Congo. Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)
 The World Bank Group's work is well aligned with what I consider the development priorities for the Republic of Congo. Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)
 To what extent does the World Bank Group influence the development agenda in the Republic of Congo? Scale: 1-10 (1: To no degree at all– 10: To a very significant degree)
 The World Bank Group's work helps end extreme poverty in the Republic of Congo. (1: Strongly disagree – 10: Strongly agree)
 How effective has the World Bank Group been in achieving development results in the Republic of Congo? 1-10 (1: Not effective at all– 10: Very effective);
[^]In FY23, Effectiveness was compared with the mean score of the two questions asked in FY18:
 Overall, please rate your impression of the World Bank Group's effectiveness in the Republic of Congo. Scale: 1-10 (1: Not effective at all– 10: Very effective) and
 To what extent does the World Bank Group's work help to achieve development results in the Republic of Congo? Scale: 1-10 (1: To no degree at all– 10: To a very significant degree)

Academia and Government Stakeholders Have More Positive Perceptions of the WBG

Comparing ratings of key performance indicators between stakeholder groups, distinct patterns emerge in their perceptions of the WBG and its work in that respondents from **academia** and **government institutions** tend to hold more favorable views. Conversely, respondents from the **private sector** consistently provided lower ratings of the WBG and its work (they also exhibit the lowest level of familiarity with the WBG).



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
 The World Bank Group currently plays a relevant role in development in the Republic of Congo. Scale: 1: Strongly disagree – 10: Strongly agree)
 The World Bank Group’s work is well aligned with what I consider the development priorities for the Republic of Congo. Scale: 1: Strongly disagree – 10: Strongly agree)
 To what extent does the World Bank Group influence the development agenda in the Republic of Congo? Scale: 1 To no degree at all – 10 To a very significant degree
 How effective has the World Bank Group been in achieving development results in the Republic of Congo? Scale: 1: Not effective at all – 10: Very effective



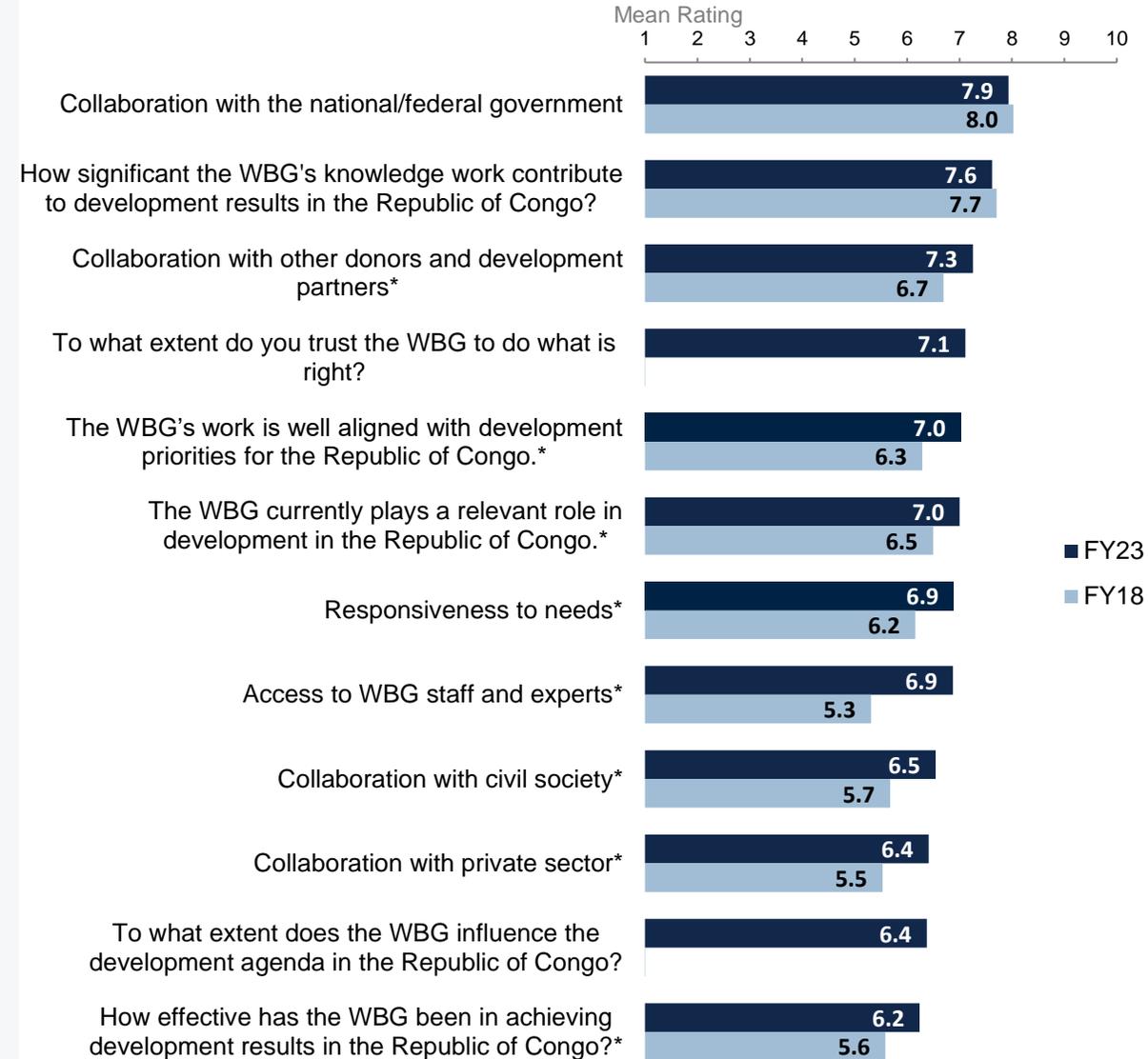
Overall Ratings for Indicator Questions

Year comparison: Respondents in this year’s Country Survey reported significantly higher aggregated mean ratings for the twelve indicator questions compared to FY18:

Mean overall ratings: FY23 = **7.0**;
 FY18 = **6.2**.

Collaboration: Respondents in FY23 who indicated that they collaborate with the WBG had significantly higher mean ratings for the twelve indicator questions compared to respondents who do not collaborate with the WBG:

Mean overall ratings:
 Collaborate with WBG mean = **7.3**;
 Do not collaborate mean = **6.7**.



*significantly different between years



Mean Ratings for the twelve COS Indicator Questions by Stakeholder Groups on a Scale from 1 to 10. These selected indicators are listed at the end of this report.

World Bank Group's Support in Development Areas

Development Priorities for the WBG

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

The percentages of stakeholders emphasizing health and agriculture and food security as a priority have increased substantially, rising from 17% and 28% in FY18, respectively. Water supply and sanitation and transport also witnessed a remarkable growth, surging about tenfold from both 4% in FY18.

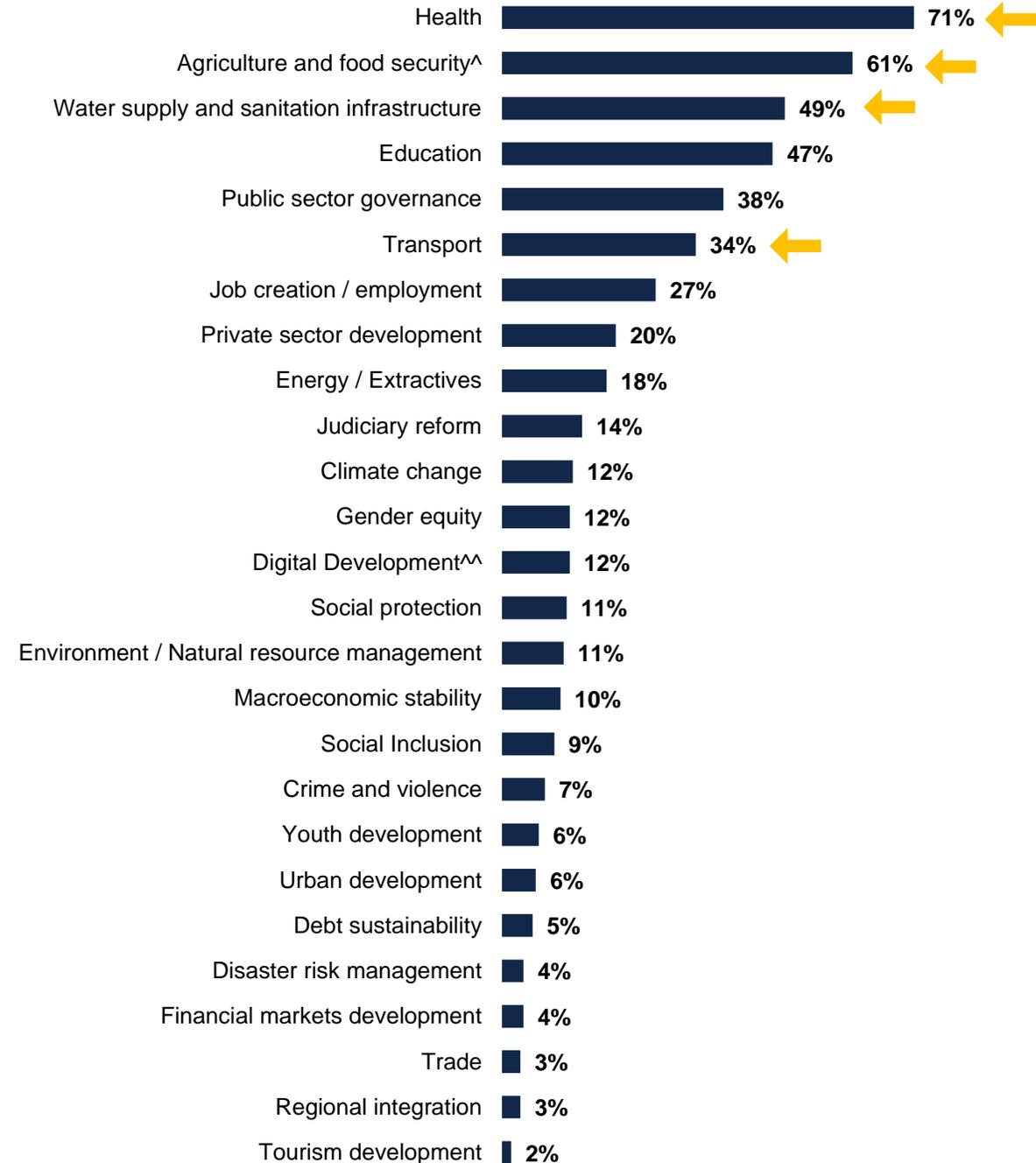
Note: The overall increase in percentages is partially attributable to the change in the methodology. In FY18, respondents could select up to three priorities, while in FY23 they could select up to five.



FY23: Which areas should the WBG prioritize in its work in the Republic of Congo to have the most impact on development results in the country? (Choose no more than 5) (N=188)

^Compared to the mean of "Food security" and "Agriculture and rural development" asked in FY18.

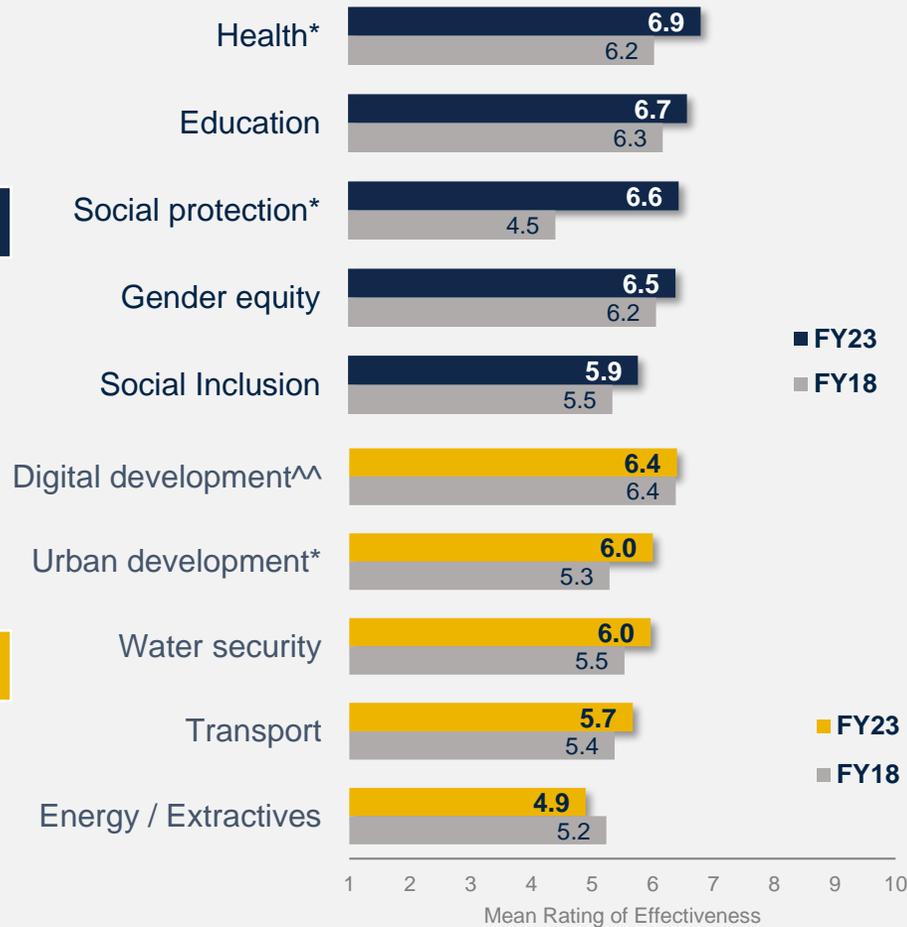
^^Compared to "Information and communications technology" asked in FY18.



Effectiveness of WBG's Support in Sectoral Areas

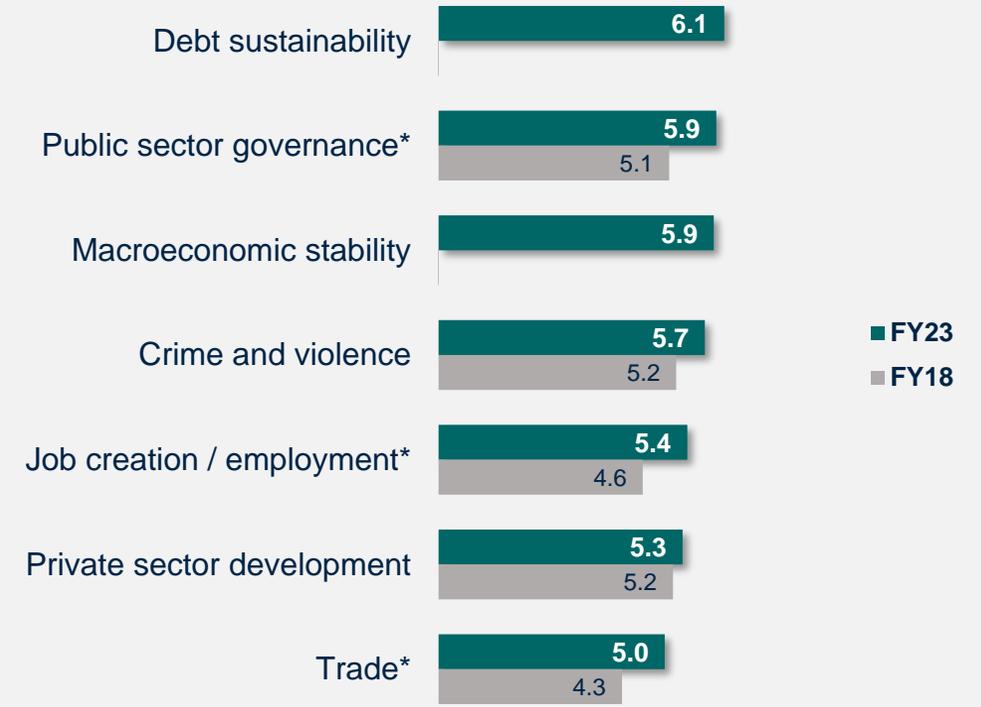
The WBG's work in the area of **health** in Congo received the highest effectiveness ratings. Ratings for the WBG's work in several sectors have seen significant increases this year compared to FY18, including top priority areas such as health, agriculture and food security, and job creation.

Human Development

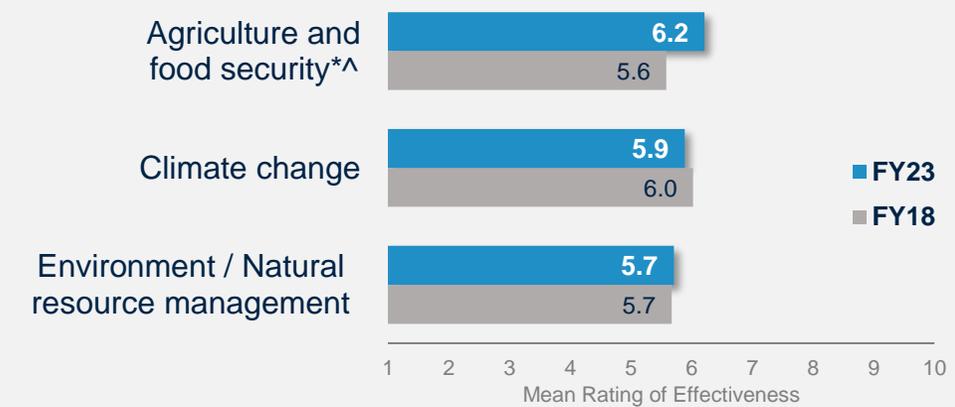


Infrastructure

Finance / Institutions / Economic Growth



Environmental Sustainability



*Significantly different between years

How **effective** do you believe the WBG is in terms of the work it does in the following areas of development in the Republic of Congo? 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") ^The mean of effectiveness of agriculture development and food security asked in FY18 was taken for this comparison analysis. ^^Compared to "Information and communications technology" asked in FY18.

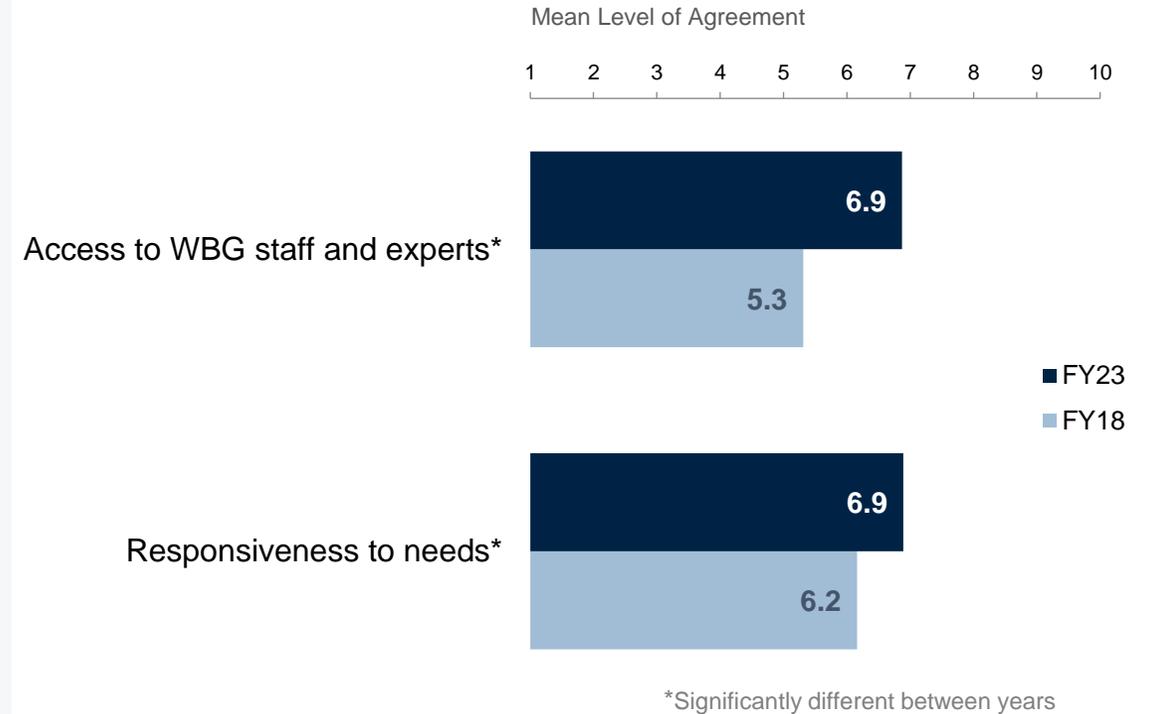


World Bank Group's Work and Engagement on the Ground

The WBG's Accessibility and Responsiveness

Perceptions regarding the WBG's **responsiveness to needs** and **access to WBG staff** have shown significant improvement compared to FY18.

- Respondents from academia gave the highest ratings for the WBG's responsiveness to needs (mean = 7.4) whereas Government Principals gave significantly lower ratings (mean = 5.7).
- Respondents from academia indicated the highest ratings for accessing to WBG staff and experts (mean = 7.9) whereas private sector respondents reported the lowest rating for accessing the WBG's staff (mean = 5.7).



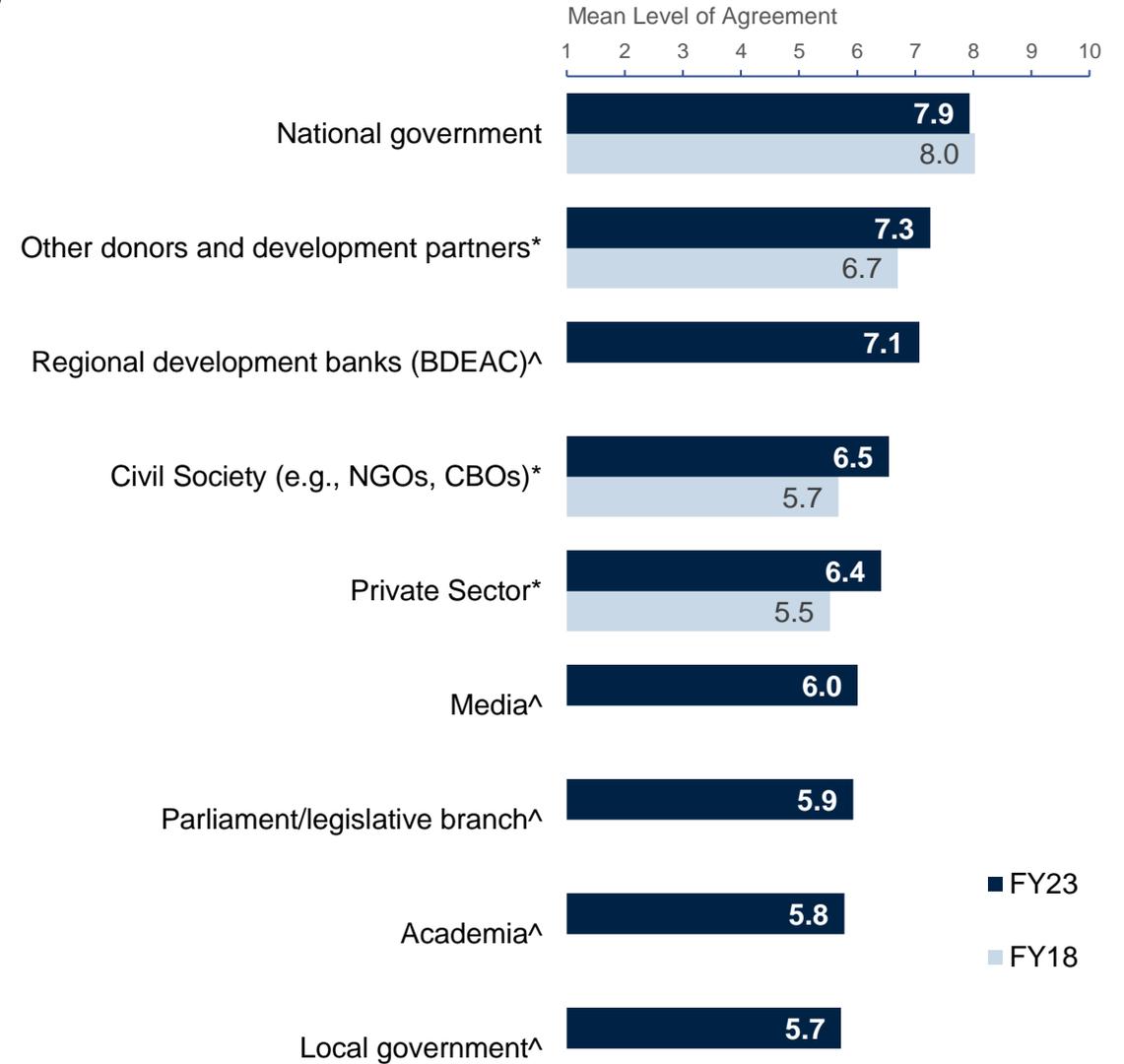
To what extent is the World Bank Group an effective development partner in the Republic of Congo, in terms of each of the following? Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)

WBG as a Development Partner and Collaborator

Respondents gave the highest mean ratings for the WBG’s collaboration with the **national government**, followed by **other donors and development partners**.

In FY23, there was significant improvement in perceptions regarding the WBG's collaboration with other donors and development partners, civil society, and the private sector compared to FY18.

- Respondents from government institutions gave higher ratings for the WBG’s collaboration with the national government in Congo (mean = 8.6) whereas private sector respondents gave significantly lower ratings (mean = 6.6).



*Significantly different between years

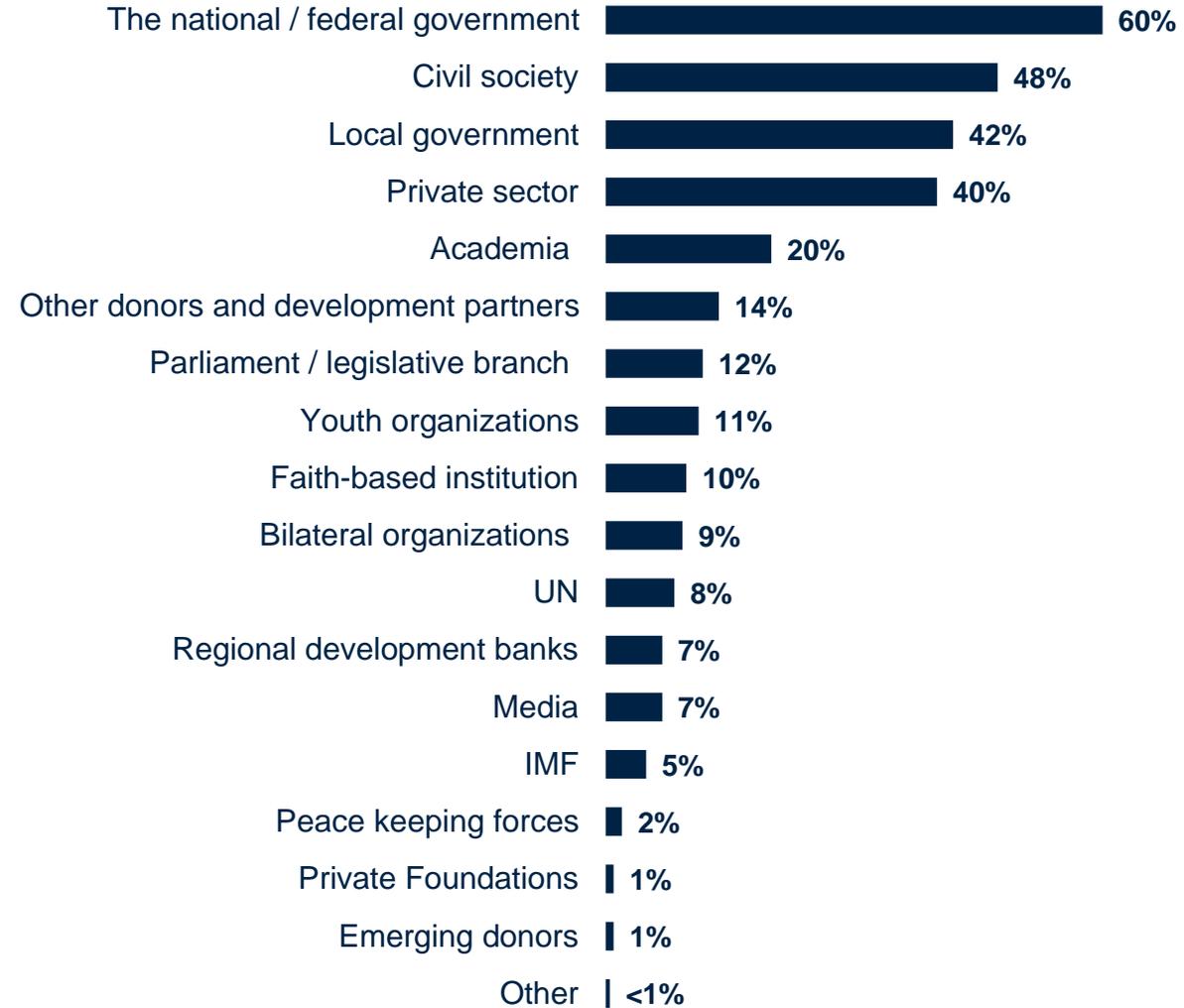


To what extent is the WBG an effective development partner in the Republic of Congo, in terms of collaborating with the following groups: (1-Strongly disagree, 10-Strongly agree) ^Not asked in FY18

Stakeholders would like the Bank to Collaborate More with the Government, Civil Society, Private Sector

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

Collaboration with the private sector was the top priority for respondents in FY18 (38%). Increased collaboration with the private sector is recommended because respondents from the private sector reported the lowest levels of familiarity with the WBG and gave some of the lowest ratings for the WBG’s performance indicators.



Which THREE of the following groups should the WBG collaborate with more in the Republic of Congo? (Choose no more than 3)
(Percentage of Respondents, N=204)

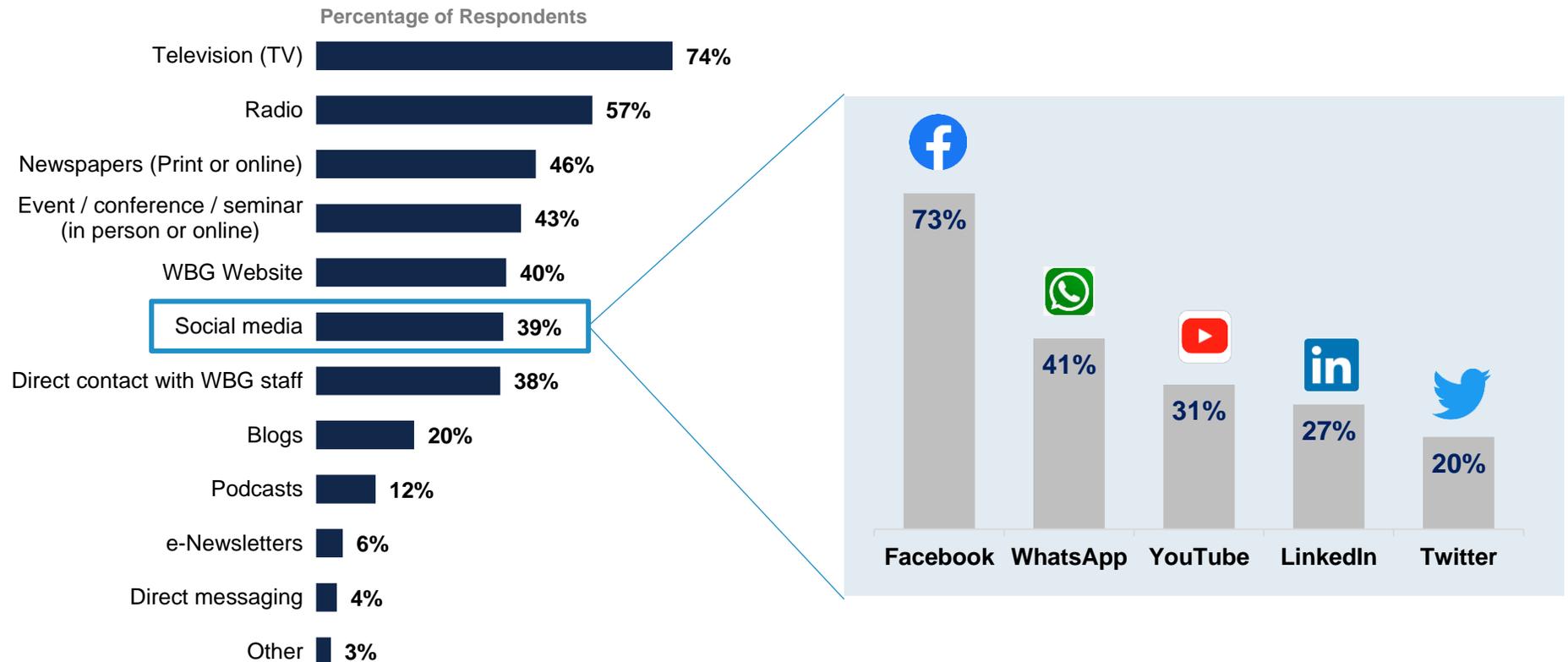
Communications and Outreach

Recent Engagement with the WBG

79% of respondents recalled seeing or hearing something about the WBG in the last 30 days.

Three quarters of respondents recalled seeing/hearing about the WBG from **television**, and more than half of respondents recalled seeing/hearing about the WBG through **radio**.

About 4 in 10 respondents reported seeing/hearing about the WBG on **social media**, most often using **Facebook**.

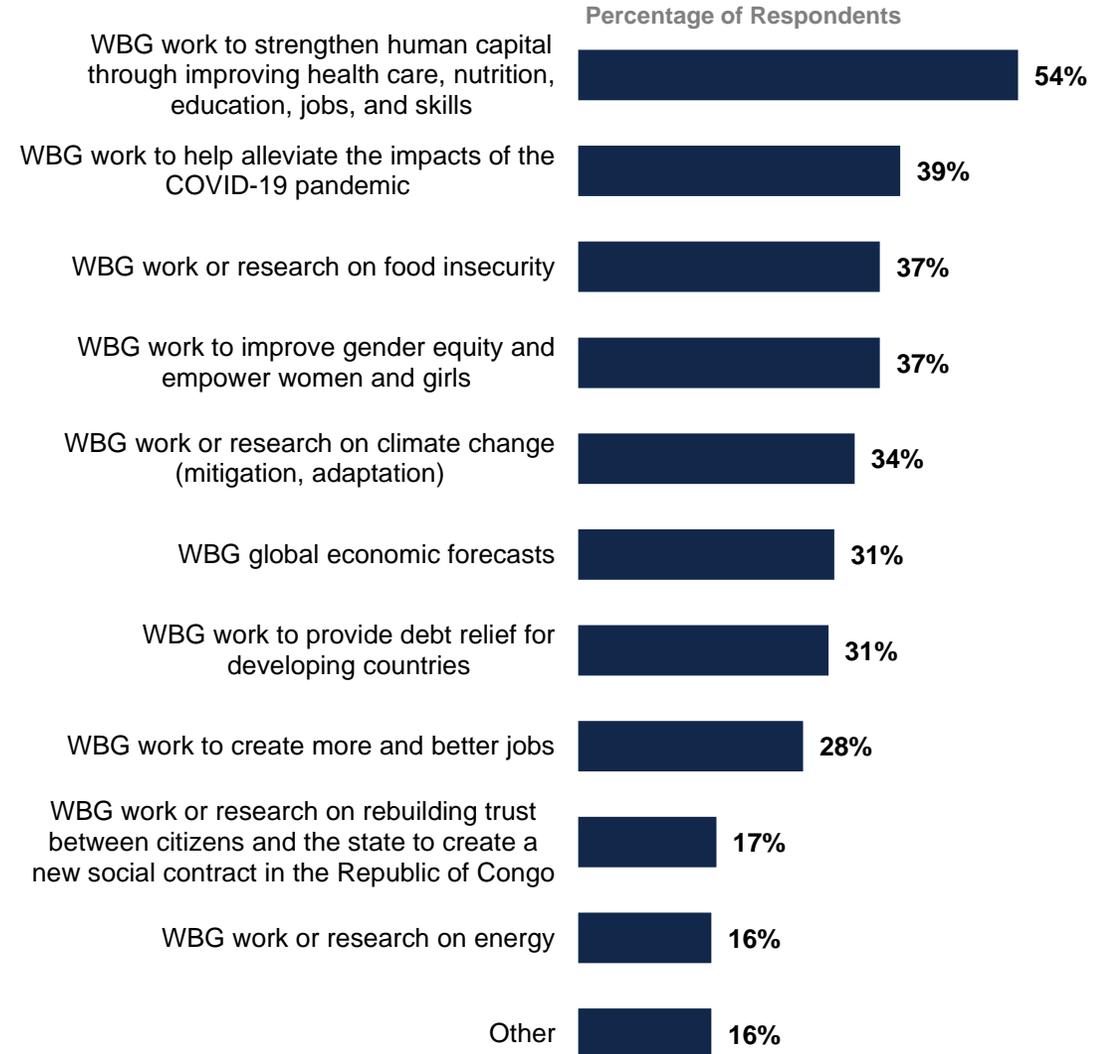


Do you recall seeing or hearing anything about the WBG in the last 30 days? (N=208)
 Where do you recall seeing or hearing this information? (Check all that apply) (N=162)
 On what social media platforms do you recall seeing this information on? (Check all that apply) (N=70)

Topics Recalled

Among respondents who reported recalling seeing/hearing about the WBG in the last 30 days, over half recalled seeing/hearing about WBG work to **strengthen human capital** through improving health care, nutrition, education, jobs, and skills.

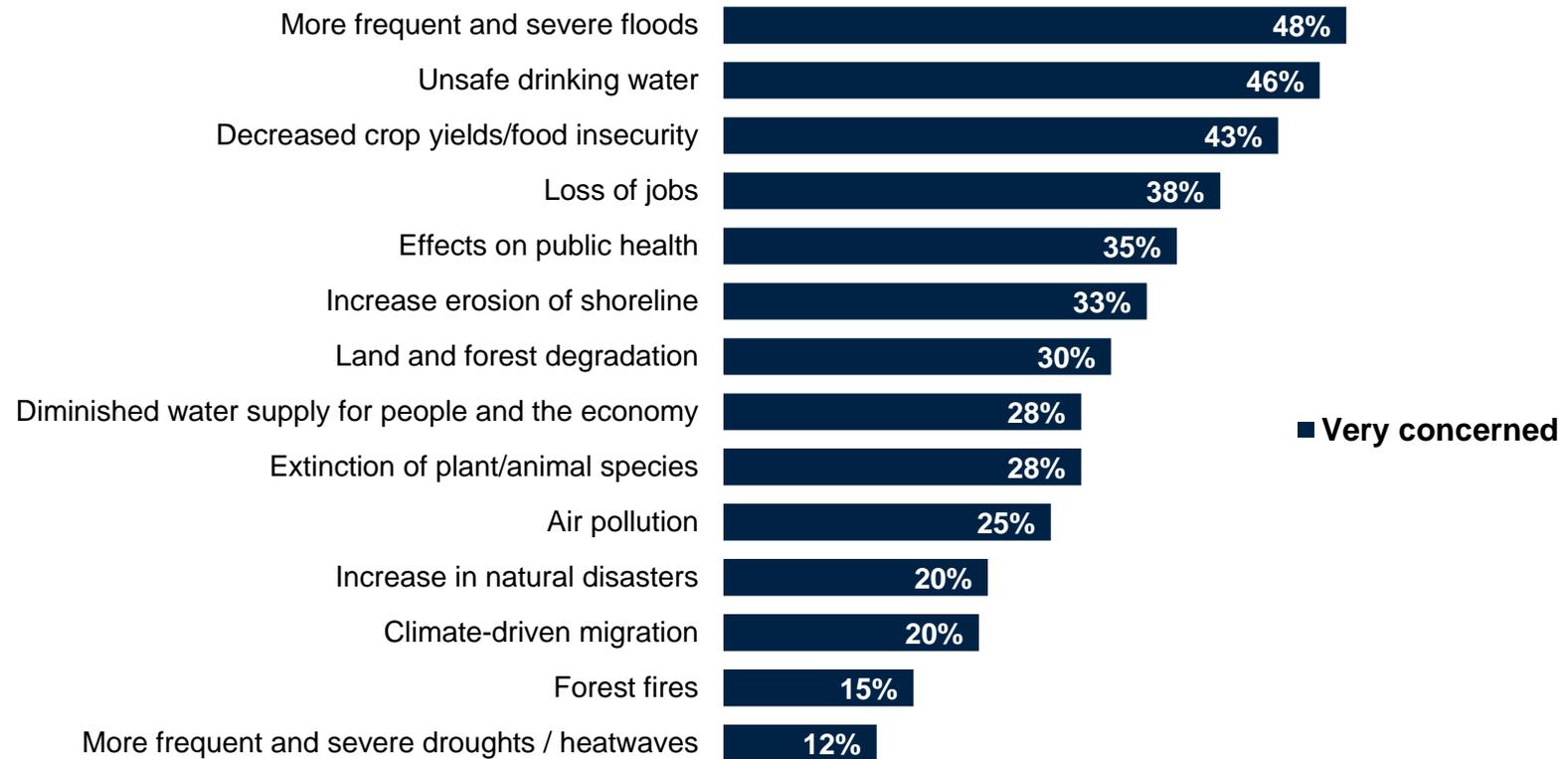
Approximately 4 in 10 respondents recalled WBG work to **help alleviate the impacts of the COVID-19 pandemic**, its work or research on **food insecurity**, and its work to improve **gender equity**.



What topics were included in what you saw or heard? (Check all that apply) (N=160)

Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Floods and Unsafe Drinking Water

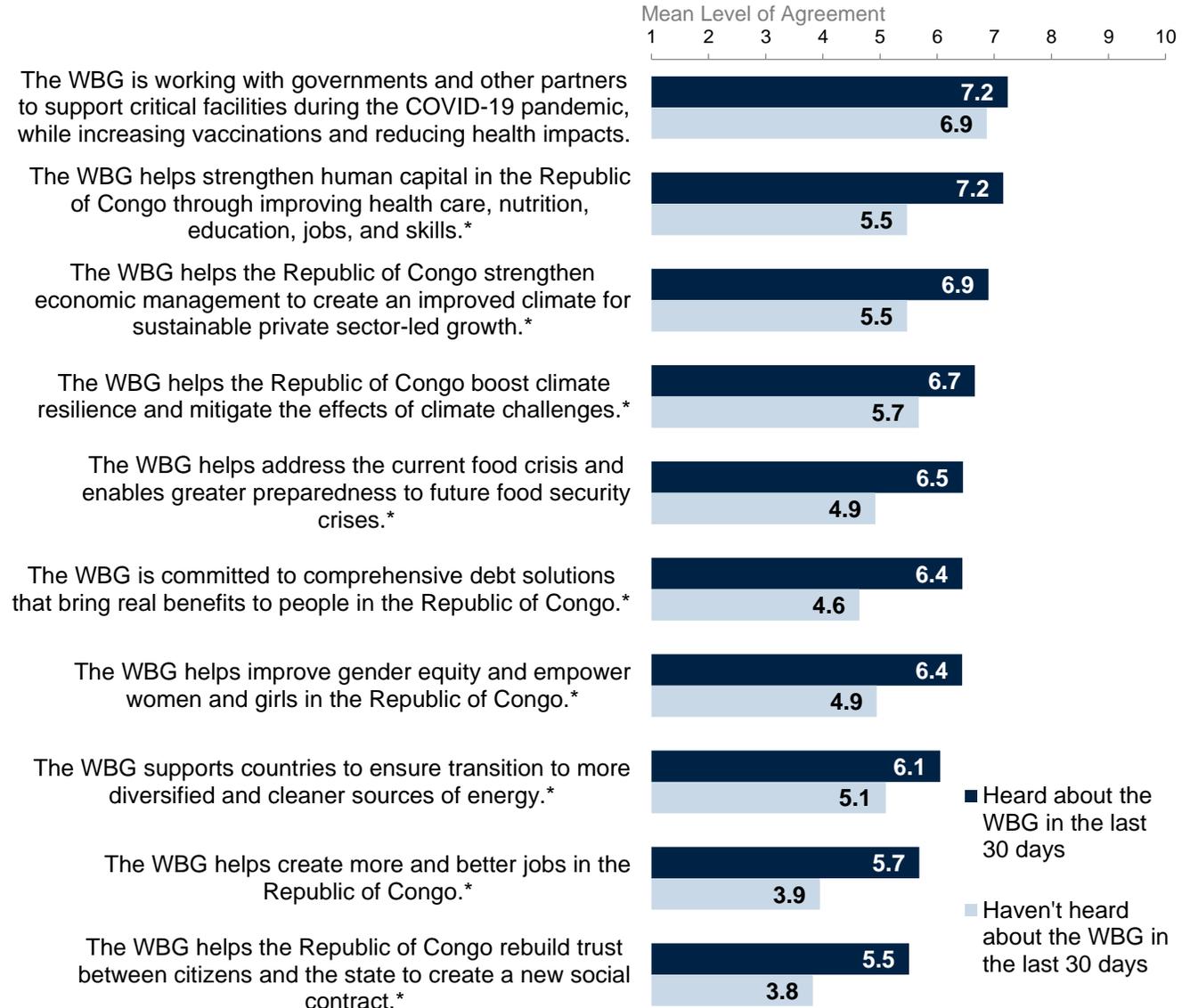
Nearly half of all respondents were very concerned about **more frequent and severe floods** (48%) and **unsafe drinking water** (46%) when it comes to the potential impacts of climate change in Congo. Respondents were also very concerned about **decreased crop yields/food insecurity**.



Message Recall and Perceptions of WBG Work

Agreement that the WBG is **working with governments, the private sector, and other partners to support critical facilities during the COVID-19 pandemic, while increasing vaccinations and reducing health impacts** received the highest rating (mean = 7.2), regardless of whether respondents had recalled seeing/hearing about the WBG in the last 30 days.

For all other messages, respondents who had recalled seeing or hearing something about the WBG in the last 30 days had significantly higher levels of agreement with the message compared to respondents who did not recall seeing or hearing anything recently.



*Significant difference between groups



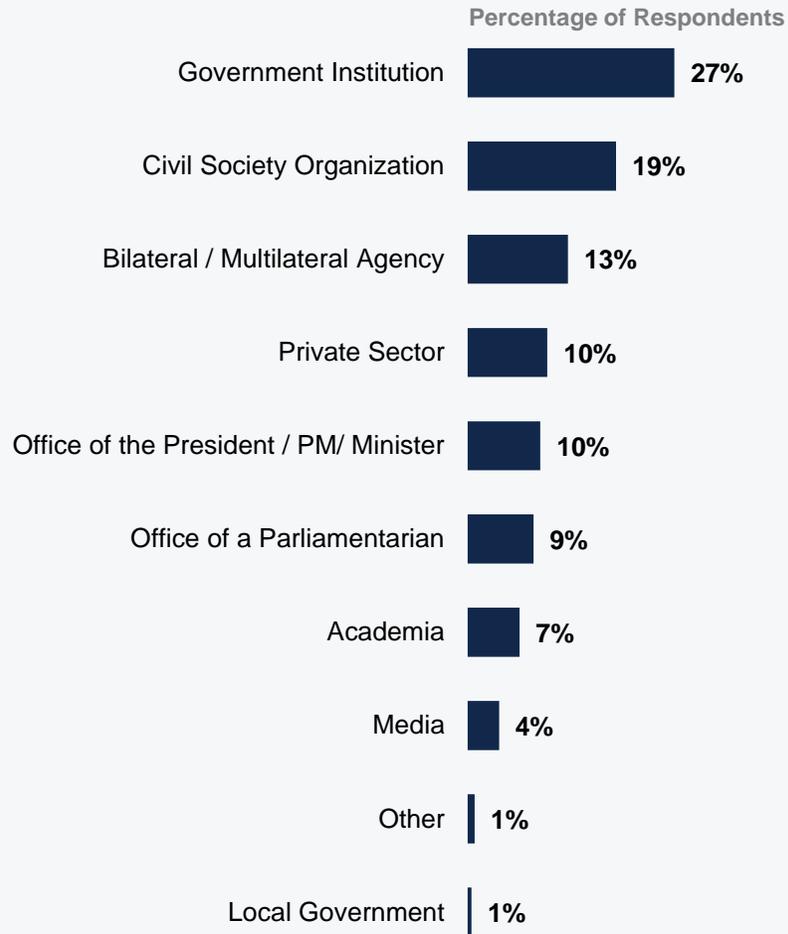
Do you recall seeing or hearing anything about the WBG in the last 30 days? (N = 208)

To what extent do you agree with the following statements: Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)

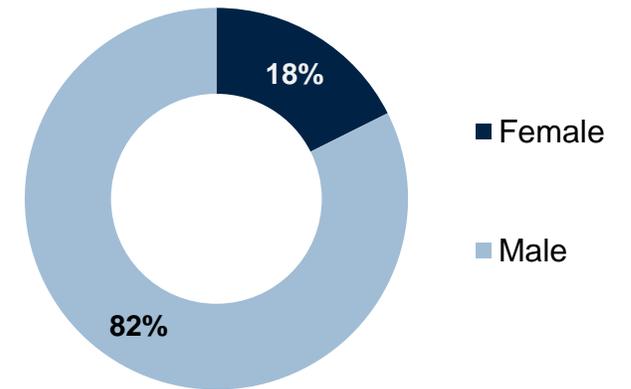
Sample Demographics

Respondent Profile: Affiliation, Gender

Current Affiliation



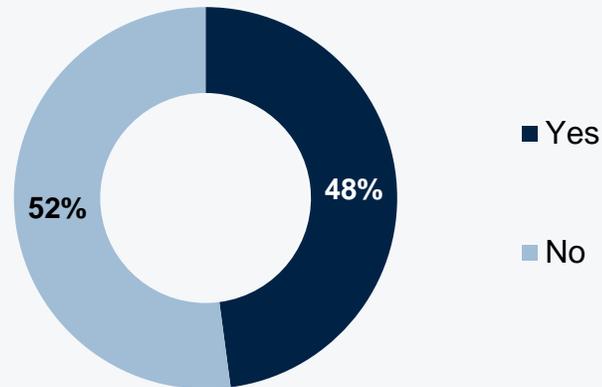
Gender



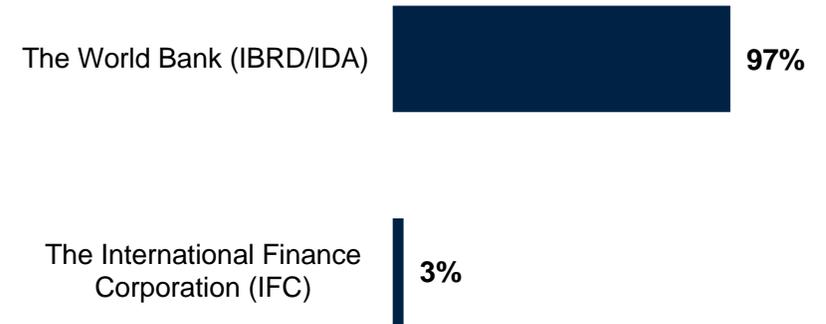
Which of the following best describes your current affiliation? (Select only 1 response) (N=222)
 What's your gender? (N=221)

Respondent Profile: Collaboration with the WBG

Collaboration with the WBG



Collaboration Institution



Currently, do you professionally collaborate/work with the World Bank Group (IBRD, IFC, MIGA, ICSID) in your country? (N=215)
Which of the following agencies of the World Bank Group do you primarily collaborate/work with in the Republic of Congo? (Select only 1 response) (N=97)

Methodology

Methodology

From April 2023 to June 2023, a total of **669** stakeholders of the WBG in Congo were invited to provide their opinions on the WBG's work in the country by participating in a Country Opinion Survey (COS) . Participants were drawn from the Office of the President, Prime Minister, or Minister; the Office of a Parliamentarian; government institutions; local governments; bilateral / multilateral agencies; private sector; civil society; academia, research institutes, and think tanks, and the media.

A total of 222 stakeholders participated in the survey (33% response rate). Respondents completed the questionnaire through an online platform, via email, or by receiving paper questionnaires from a local fielding consultant.

Every country that engages in the COS must include specific indicator questions; several of them are aggregated for the World Bank Group's annual Corporate Scorecard (please refer to the [Indicator questions](#) section of this report.

Statistical Analysis

Scale bucketing:

When mentioning **Low**, **Medium**, and **High** in the scales throughout this report: 1-6 is low; 7-8 is medium; and 9-10 is high.

Statistical significance:

Key statistically significant findings are denoted with an asterisk (*) throughout the report or discussed in the descriptions to the charts. Significance is measured at p -value < .05

Comparison of FY18 and FY23

The results of this year's Country Survey were compared to those of the Country Survey conducted in FY18 (response rate of 82%, N=326).

Comparing responses across Country Surveys reflect changes in attitudes over time, as well as changes in respondent samples and changes to the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options are analyzed.

The distribution of the stakeholder groups in the final samples for the FY18 and FY23 Country Surveys are listed in the table on the right.

Additionally, in this year, the COS project utilized the Pulse Survey format, which is a shorter version conducted online by the COS team and distributed in hard copies by a local fielding consultant. The list of respondents was identified and provided solely by the country team, which indicates a shift in the stakeholder composition compared to FY18. In the previous survey, up to 20% of the respondents were provided by a local fielding agency.

These differences in the stakeholder composition between the two years should be taken into consideration when interpreting the results of the past-year comparison analyses.

Percentage of Respondents	FY 2018	FY 2023
High-level government office: Office of the President, Prime Minister, Minister, Parliamentarian	7%	18%
Government institutions: institutions of a Ministry / Ministerial department / Project implementation unit / Independent government institution (e.g., Central bank, regulatory or oversight agency) / Judiciary / State-owned enterprise	32%	27%
Local government	8%	1%
Bilateral/multilateral agency: embassy, development organization, development bank, UN agency	5%	13%
Civil Society Organization: NGO/ community-based organization, private foundation, faith-based group, professional/trade association, and youth group	18%	19%
Private Sector: private company, financial sector organization, private banks	15%	10%
Academia/Research Institute/Think Tank	4%	7%
Media	6%	4%
Other	5%	1%
Total Number of Respondents	306	222

Indicator Questions

A1_2. To what extent do you trust the World Bank Group to do what is right? – Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)

A2. How effective has the World Bank Group been in achieving development results in the Republic of Congo?

A3. The World Bank Group currently plays a relevant role in development in the Republic of Congo – Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)

A4. The World Bank Group's work is aligned with what I consider the development priorities for the Republic of Congo – Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)

A6. To what extent does the World Bank Group influence the development agenda in the Republic of Congo? – Scale: 1-10 (1: To no degree at all– 10: To a very significant degree)

A7. How significant a contribution do you believe the World Bank Group's knowledge work and activities make to development results in the Republic of Congo? Scale: 1-10 (1: Not significant at all – 10: Very significant)

To what extent is the World Bank Group an effective development partner in the Republic of Congo, in terms of each of the following? – Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)

B1. Responsiveness to needs, **B2.** Access to WBG staff and experts,

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

B3. Collaboration with the national government

B4. Collaboration with the private sector

B5. Collaboration with civil society

B6. Collaboration with other donor and development partners

Note: Corporate Scorecard questions are highlighted **RED**