

May 2023



Country Opinion Surveys

# FY 2023 **Guinea** Country Opinion Survey – Pulse Report

ECR Business Intelligence Team



**WORLD BANK GROUP**

Public Disclosure Authorized  
Public Disclosure Authorized  
Public Disclosure Authorized  
Public Disclosure Authorized

# Acknowledgements

The Guinea 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). Yulia Danilina, Jessica Cameron, Nan Lin, and Sofya Gubaydullina oversaw the design, reporting, and analysis. Noreen Wambui, and Irina Popova provided data support.

BI acknowledges the significant contribution from the Guinea country team. In particular, BI is grateful for the support from Nguessan Enoh Ndri (External Affairs Officer), Zubah Emmanuel Flomo Beavogui (External Affairs Officer), and Thierno Hamidou Diallo (Operations Analyst), who coordinated the survey-related activities from Conakry, Guinea.



# Contents

**Objectives**

**Overall Context**

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

**Overall Attitudes Toward the World Bank Group**

**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 Guinea perceive the WBG. The survey explored the following questions:

1. What opinion do key stakeholders have of the WBG in terms of its effectiveness, relevance, alignment with Guinea's development priorities, as well as other key indicators? Are opinions improving or worsening?
2. What areas of development are perceived to be the most important? Have the priorities changed over the past three years?
3. How is the WBG perceived as a development partner? Are opinions improving or worsening?
4. What are the main information sources about the WBG's work reported by respondents?
5. What key topics concerning WBG communications do stakeholders recall? Is there a relationship between message recall and views of the WBG's work?

# Overall Context

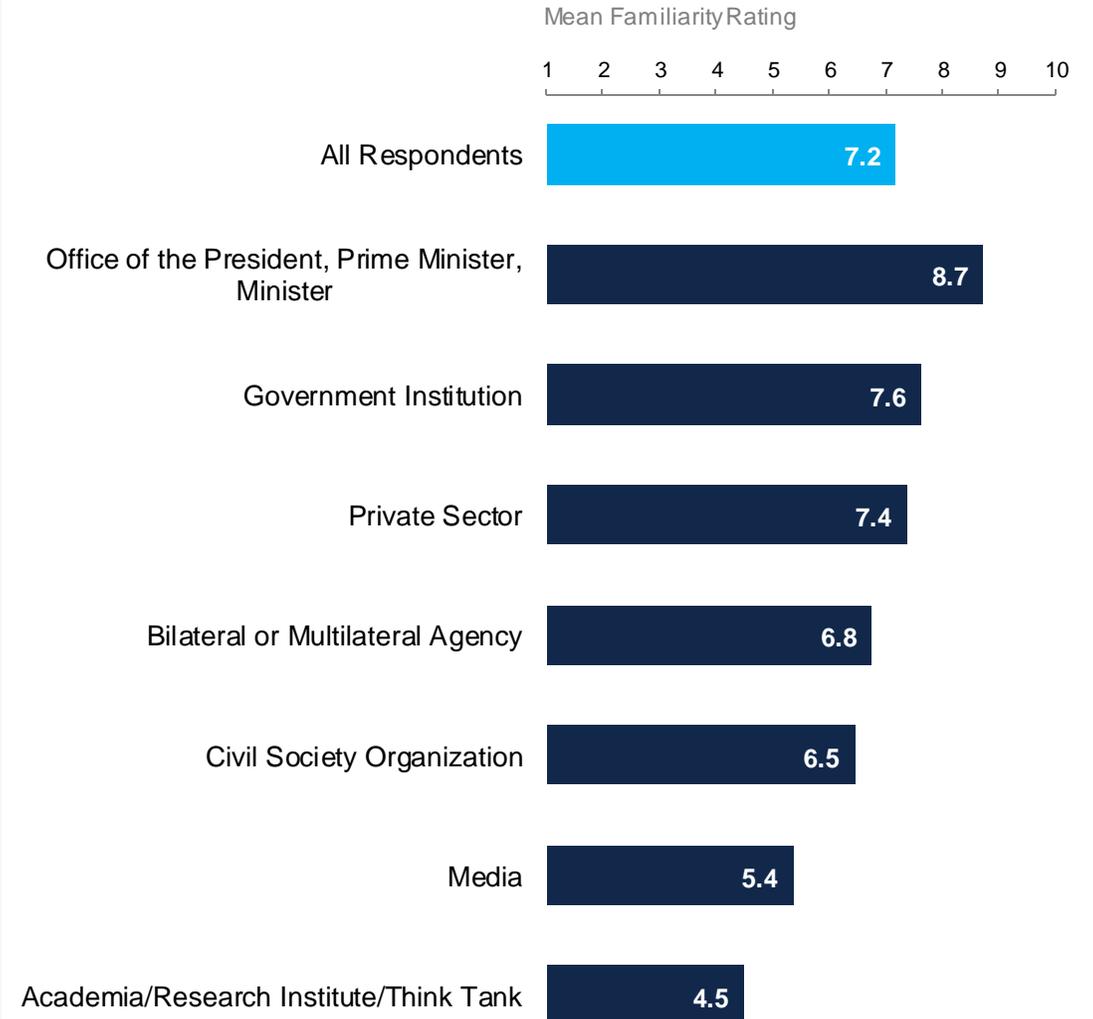
# Familiarity with the World Bank Group

**Year comparison:** Respondents in this year's Country Survey reported significantly higher levels of familiarity with the World Bank Group than in fiscal year (FY) 2019:

Mean familiarity: FY23 = **7.2**  
 FY19 = **6.3**.

**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: WBG collaborators = **8.1**  
 Non-collaborators = **4.9**



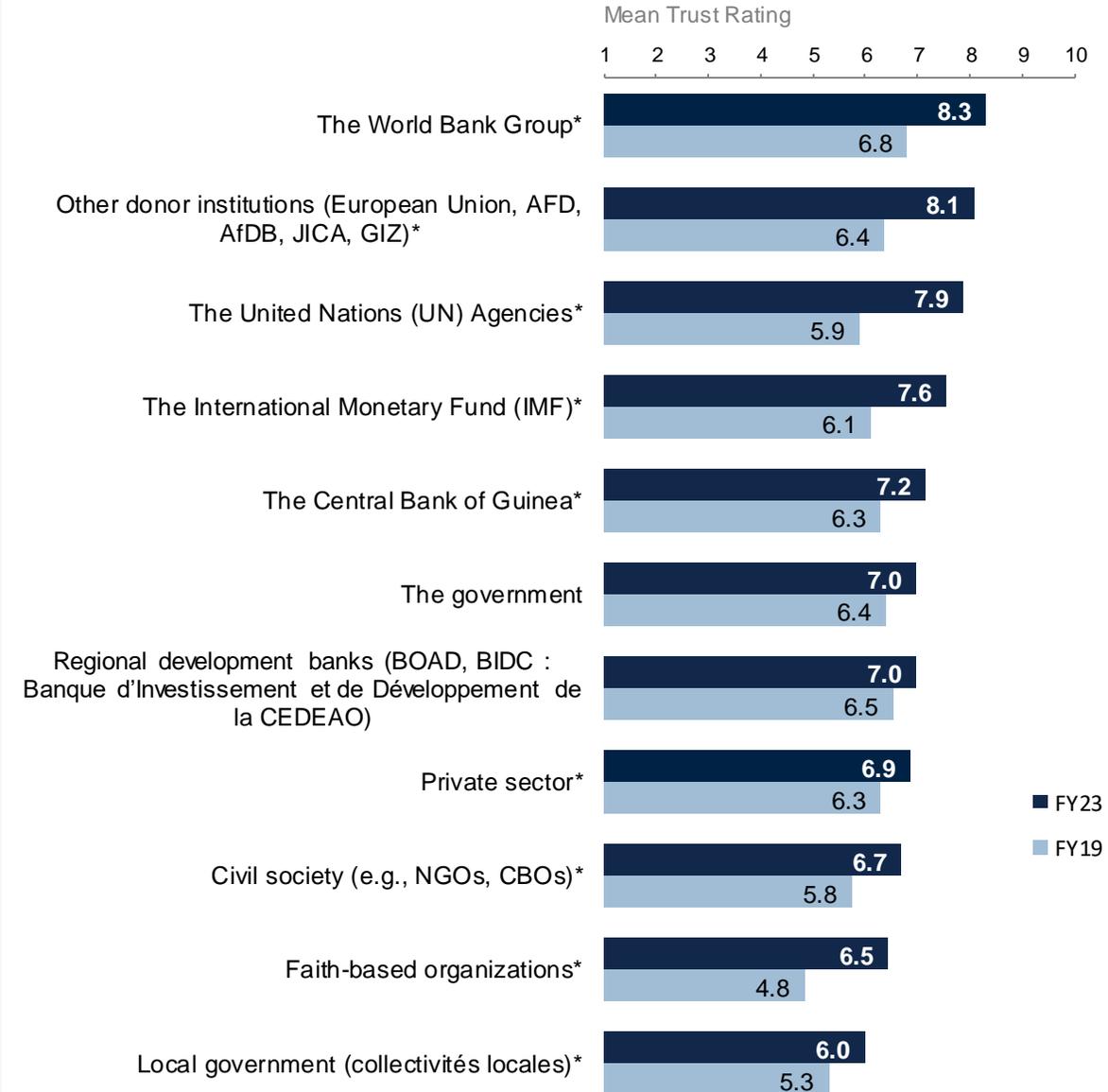
How familiar are you with the work of the World Bank Group in Guinea?  
 Scale: 1-10 (1: Not familiar at all – 10: Extremely familiar)

# Trust in Institutions

The WBG and other donor institutions continued to be the most trusted institutions in Guinea among those studied.

Civil society, faith-based organizations, and local governments are the least-trusted institutions, according to respondents.

- In this year's COS, 72% of respondents indicated that they collaborated with the WBG as compared to just 40% in FY19. Because respondents who collaborate with the WBG tend to rate it more positively, analyses were conducted comparing collaborators in FY19 with collaborators in FY23. This was done to ensure that the increased ratings over time were not due to the greater number of collaborators in the sample for this year's survey. Indeed, even when just looking at ratings among those who collaborate with the WBG, respondents in FY23 rated their trust in the WBG, other donor institutions, the United Nations (UN), and the International Monetary Fund (IMF) significantly higher than in FY19. In addition, collaborators in FY23 rated their trust in civil society and faith-based organizations significantly higher than in FY19.



\*significantly different between years



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)



# World Bank Group's Support in Development Areas

# Development Priorities for the WBG

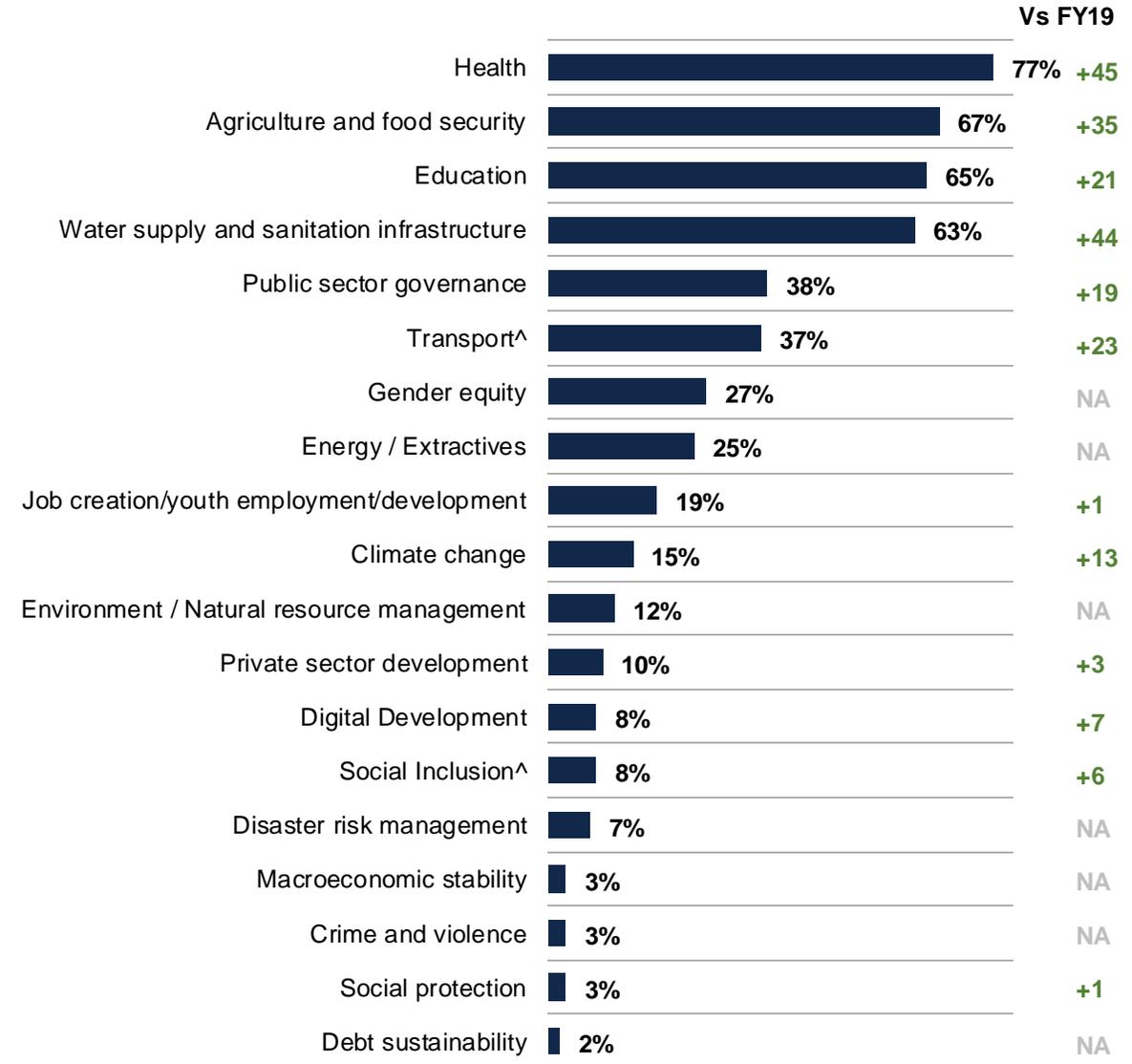
Health, agriculture and food security, education, and water supply and sanitation infrastructure were the top areas where stakeholders would like the WBG to focus its resources in FY23. All three significantly increased in priority since FY19, with water supply and sanitation infrastructure having more than three times the percentage of respondents choosing it as compared to FY19.

**IMPORTANT NOTE:** The overall increase in percentages in the chart is partially attributable to the change in the methodology. Specifically, in FY19, respondents were offered to select up to three priorities, whereas in FY23, they were offered up to five.



FY23: Which areas should the World Bank Group prioritize in its work in Guinea to have the most impact on development results in the country? (Choose no more than 5) (N=95)

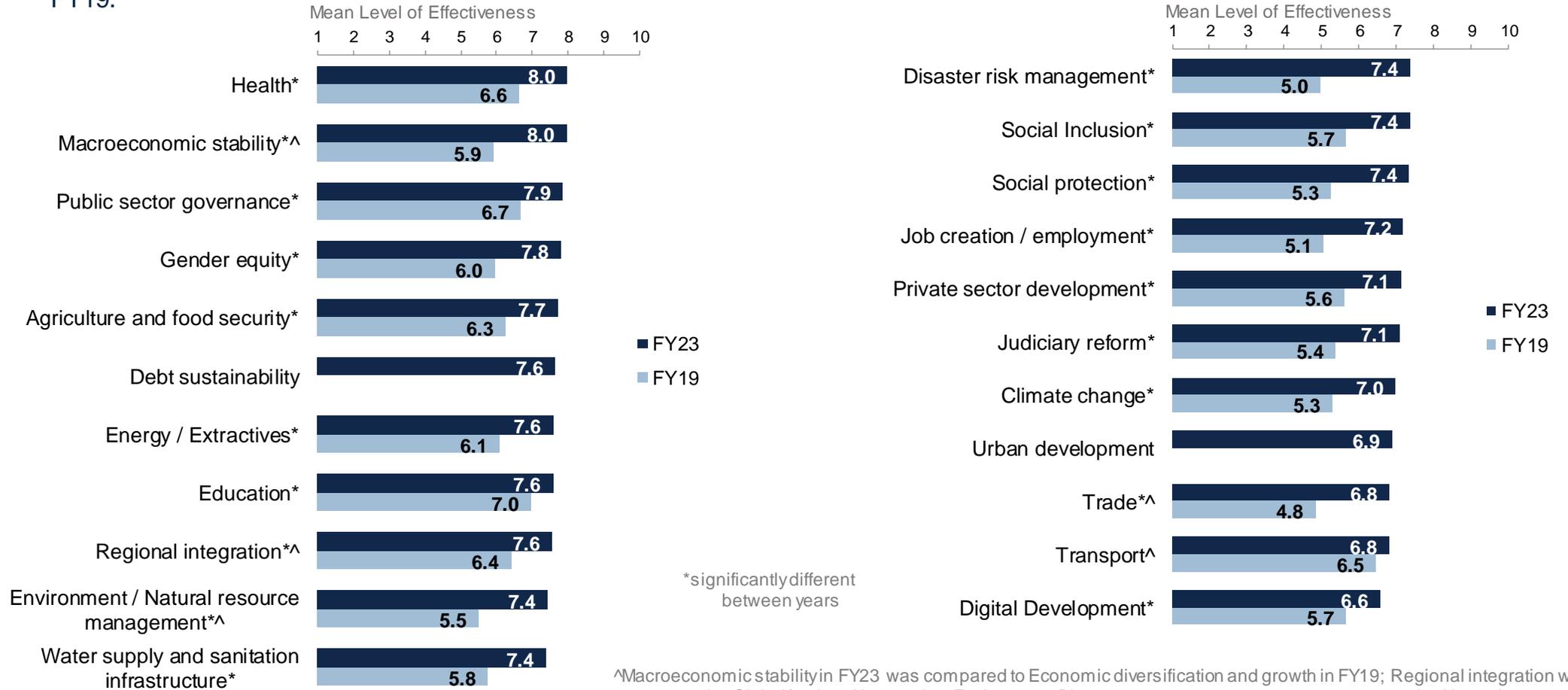
FY19: When thinking about how the World Bank Group can have the most impact on development results in Guinea, in which sectors do you believe the World Bank Group should focus most of its resources (financial and knowledge services) in Guinea? (Choose no more than THREE) (N=306)



^Transport was compared to infrastructure in FY19; Social inclusion was compared to social cohesion in FY19

# Effectiveness of WBG Support in Sectoral Areas

The WBG's work in the areas of **health** and **macroeconomic stability** in Guinea received the highest ratings of effectiveness. Overall, the ratings of the WBG's effectiveness across most sectoral areas were significantly higher in FY23 as compared to FY19.



\*significantly different between years

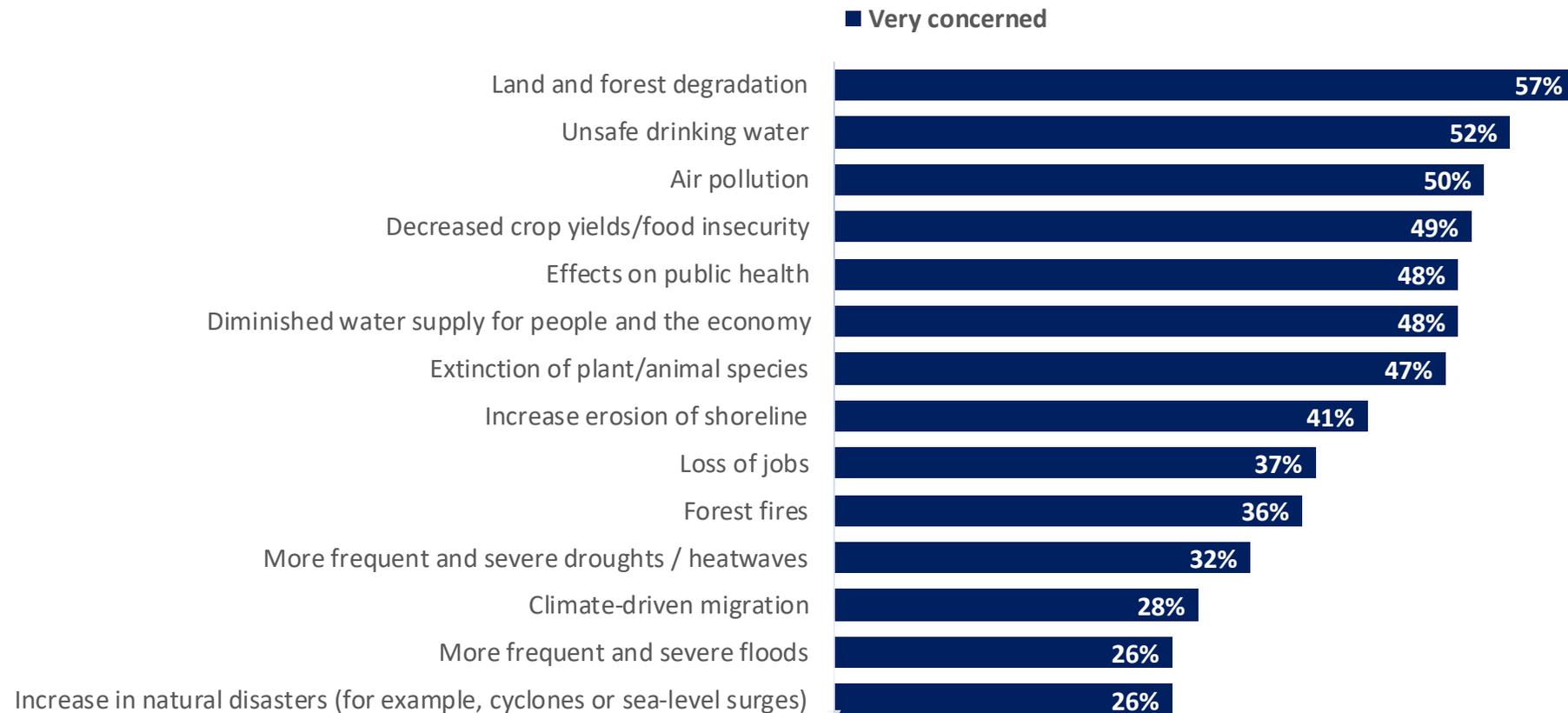
^Macroeconomic stability in FY23 was compared to Economic diversification and growth in FY19; Regional integration was compared to Global/regional integration; Environment/Nature resource management was compared to Natural resource management; Trade was compared to Trade and exports; Transport in FY23 was compared to infrastructure in FY19.



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

# Land and Forest Degradation: Main Concerns for Respondents regarding Climate Change

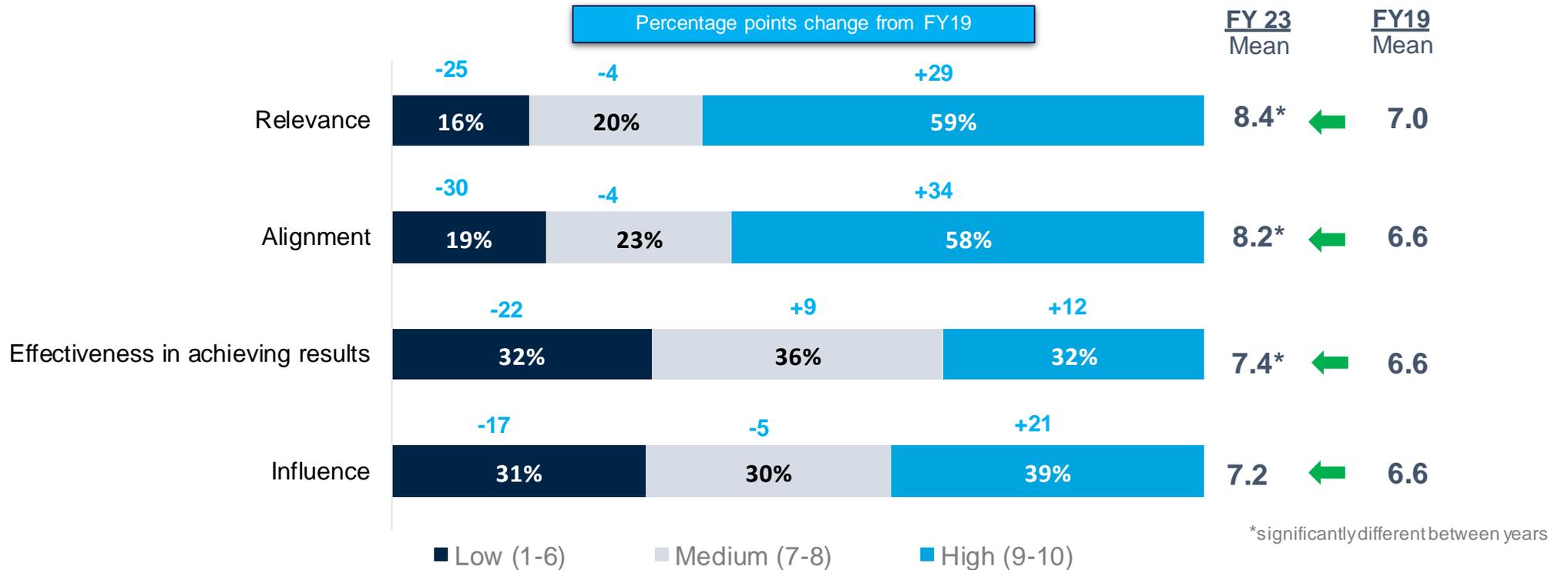
Over half of the respondents are very concerned about **land and forest degradation** (57%) and **unsafe drinking water** (52%) in terms of the potential impacts of climate change in Guinea. Respondents reported being least concerned about **more frequent and severe floods**. **Increases in natural disasters** is the issue of least concern (26%).



# Overall Attitudes toward the World Bank Group

# Key Performance Indicators

In FY23, there was significant improvement in the ratings across the key indicator questions. Six in 10 respondents gave high ratings (9 or 10 on a 10-point scale) for the WBG’s **alignment** with Guinea’s development priorities and for its **relevance** in Guinea. About one-third of respondents gave the WBG high ratings for the WBG’s **effectiveness in achieving development results**, as well as for its ability to **influence** the development agenda in Guinea.



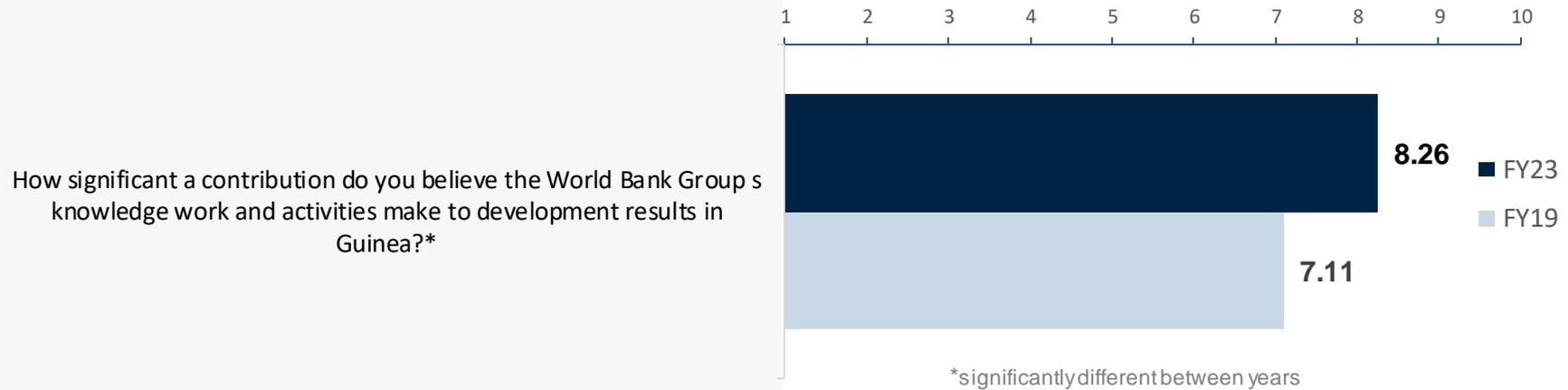
The World Bank Group’s work is aligned with what I consider the development priorities for Guinea, Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)  
 To what extent does the World Bank Group influence the development agenda in Guinea? Scale: 1-10 (1: To no degree at all– 10: To a very significant degree)  
 To what extent do you agree/disagree with the following statements about the World Bank Group’s work in Guinea?: Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)  
 The World Bank Group currently plays a relevant role in development in Guinea.  
 The World Bank Group’s work is well aligned with what I consider the development priorities for Guinea.

**^Effectiveness** was compared with the mean score of the two questions asked in FY19: Overall, please rate your impression of the World Bank Group’s effectiveness in Guinea. Scale: 1-10 (1: Not effective at all– 10: Very effective); To what extent does the World Bank Group’s work help to achieve development results in Guinea? Scale: 1-10 (1: To no degree at all– 10: To a very significant degree)



# WBG's Knowledge Work

The perceptions that the WBG's knowledge work and activities contribute to development results in Guinea have improved as compared to FY19. Indeed, the rating is higher than in other West African countries surveyed in FY22.



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

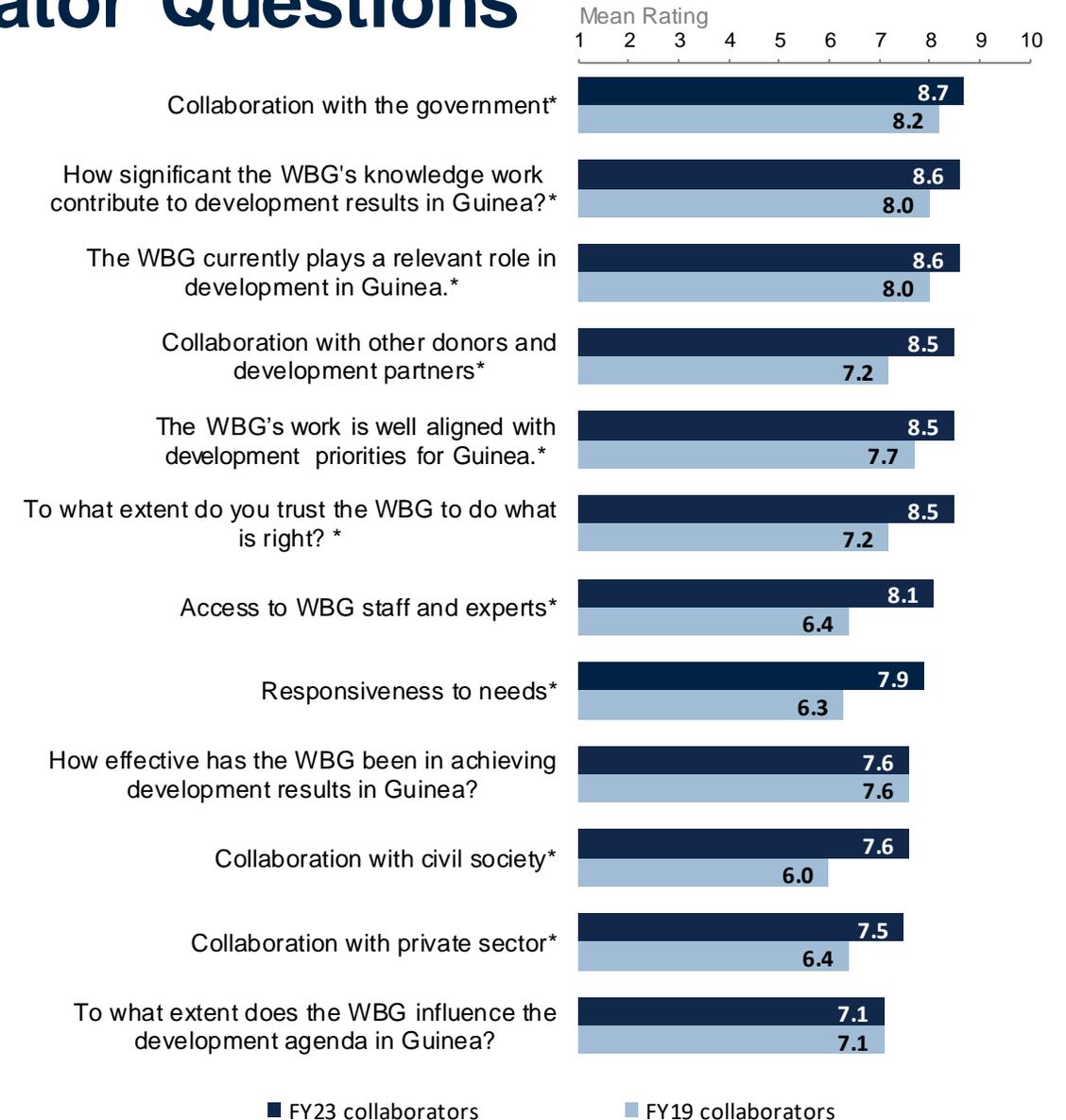
# Overall Ratings for Indicator Questions

**Collaboration:** Respondents who collaborate with the WBG had significantly higher mean ratings for the aggregated responses to the same twelve indicator questions as compared to respondents who do not collaborate with the WBG:

WBG collaborators = **8.1**

Non-WBG collaborators = **7.1**.

- In this year's COS, 72% of respondents indicated that they collaborated with the WBG as compared to just 40% in FY19. Because respondents who collaborate with the WBG tend to rate it more positively, analyses were conducted comparing collaborators in FY19 to collaborators in FY23 to ensure that the increased ratings over time were not due to the greater number of collaborators in the sample for this year's survey. When looking only at ratings among those who collaborate with the WBG, respondents in FY23 reported higher ratings for most of the indicator questions – except for the effectiveness and influence of the WBG.



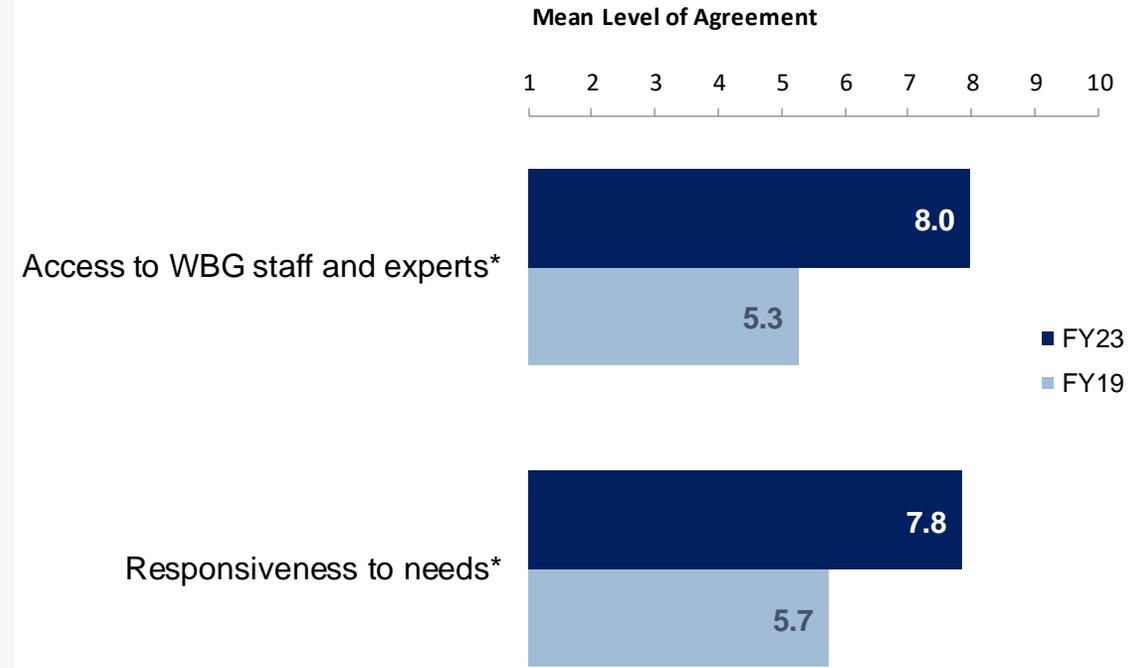
Mean Ratings for the twelve COS Indicator Questions by Stakeholder Groups on a Scale from 1 to 10. These selected indicators are listed at the end of this report.

\*significantly different between years

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

# The WBG's Accessibility and Responsiveness

The improvement in perceptions of access to the WBG staff and experts and responsiveness to needs is significant compared to FY19.



\* Significantly different between Guinea FY23 and Guinea FY19



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

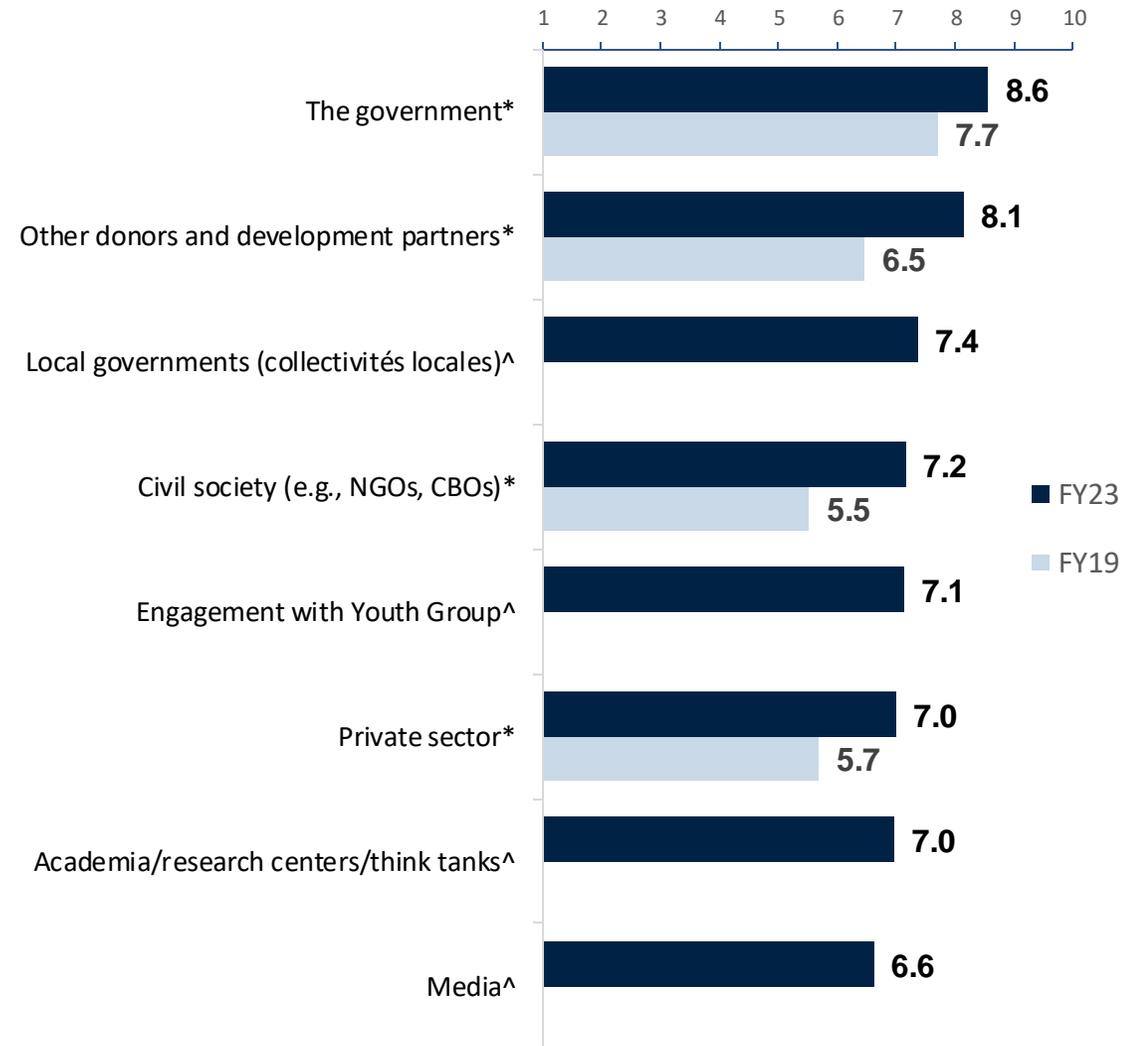
# WBG's Collaboration with Stakeholder Groups in Guinea

The WBG received the highest mean ratings for its collaboration with the government (mean rating = 8.6).

The mean rating for collaborating with the government, other donors and development partners, civil society, and the private sector have improved significantly as compared to FY19.

The WBG received relatively lower ratings for its collaboration with the media.

WBG as development partner in collaboration with ...



\*significantly different between years

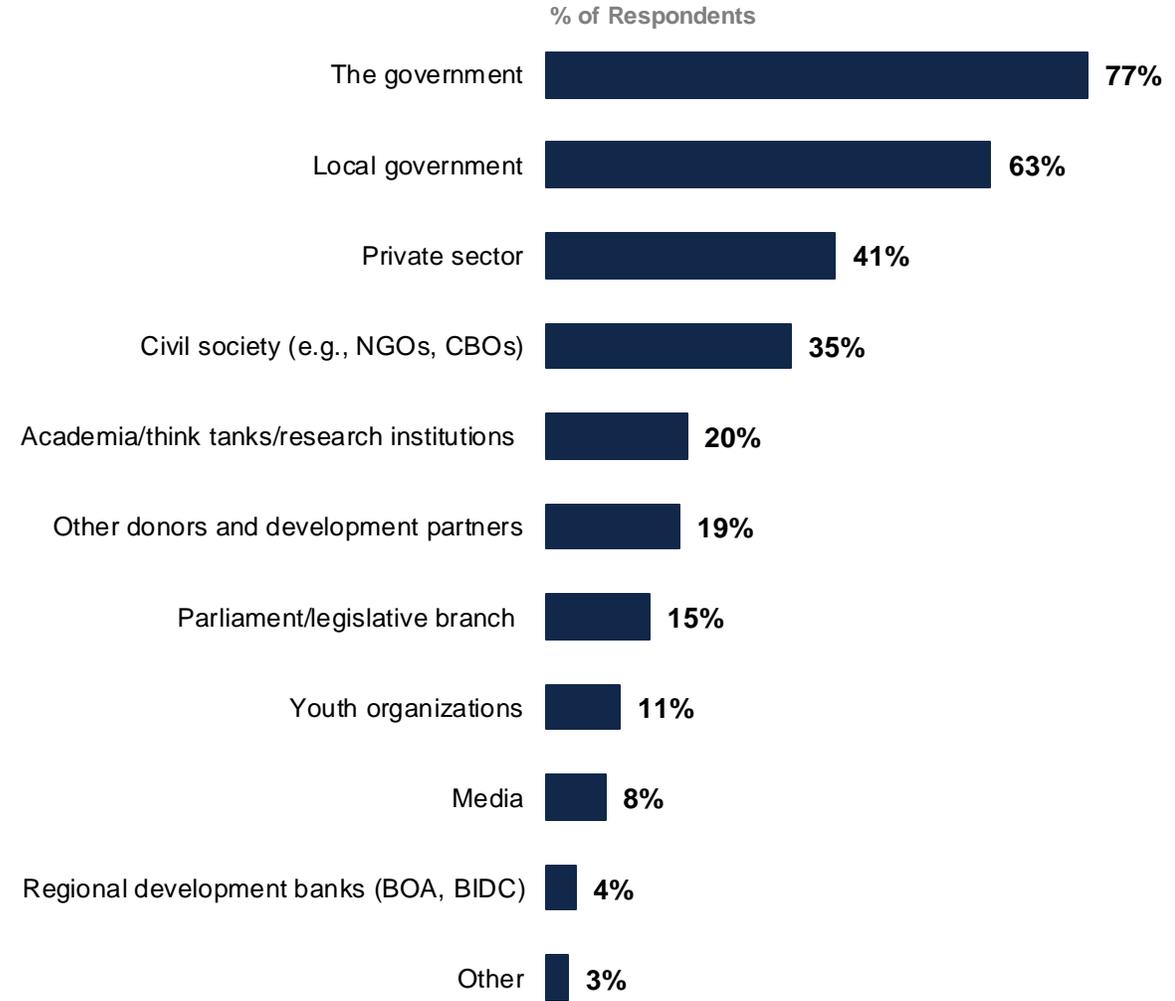
^Not asked in FY19



To what extent is the WBG an effective development partner in Guinea, in terms of collaborating with the following groups: (1-Strongly disagree, 10-Strongly agree)

# WBG Stakeholder Collaborations in the Future

The majority of respondents indicated that the WBG should collaborate more with the **government** (77%) and **local governments** (63%). More than one-third of respondents indicated that the WBG should collaborate more with the **private sector** (41%) and **civil society** (35%).

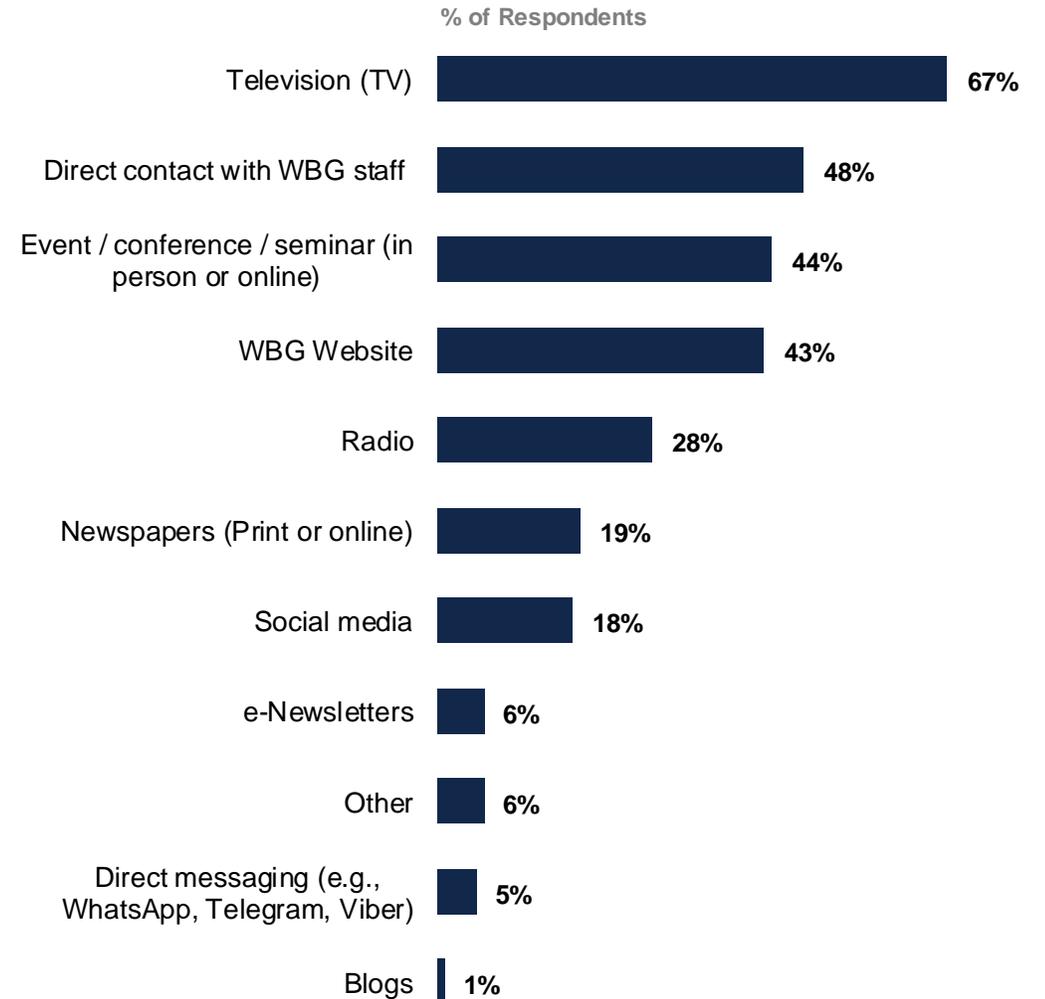


Which THREE of the following groups should the WBG collaborate with more in Guinea? (Choose no more than 3) (N=95)

# Communications and Outreach

# Information Sources about the WBG and its Work

Respondents reported using a variety of sources to obtain information about the WBG and its work, but a majority relied on **television** (67%). Nearly half of the respondents reported also having **direct contact with WBG staff** (48%), **attending events/conferences/seminars** (44%), or utilizing the **WBG website** (43%).



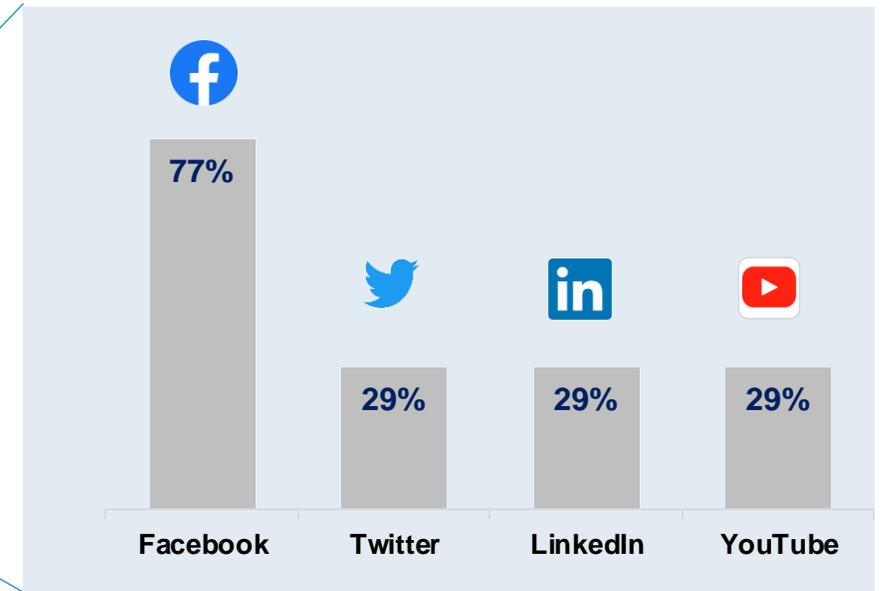
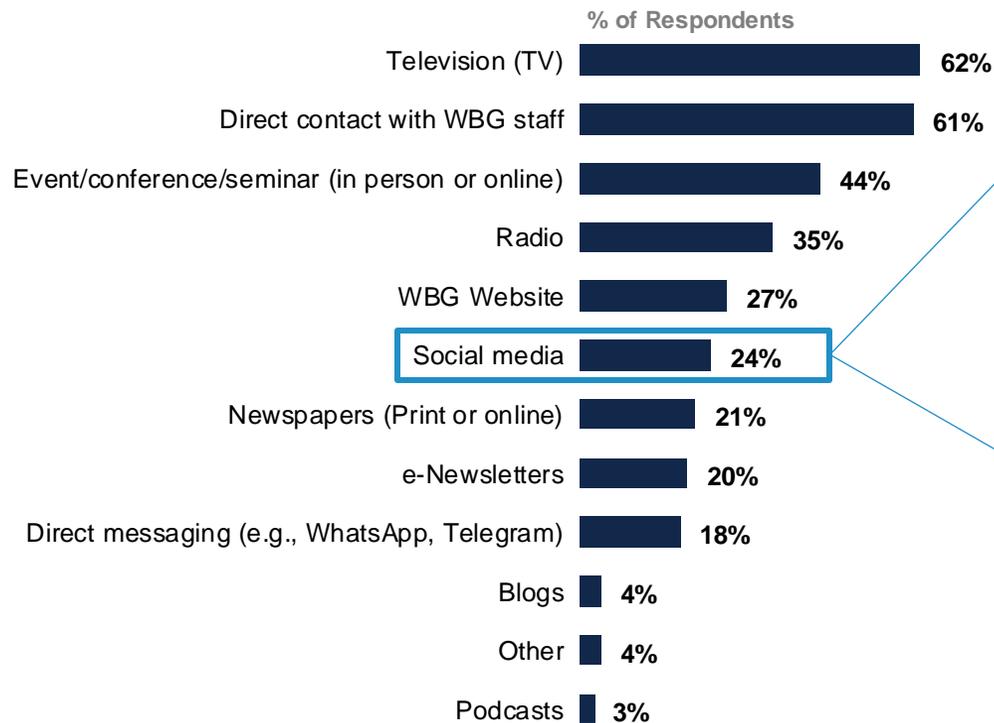
Which would you say are your MAIN sources of information/news about the World Bank Group and its work? (Choose no more than 3) (N=109)

# Recent Engagement with the WBG

**74%** of respondents recall hearing or seeing something about the WBG in the last 30 days.

Six in 10 recalled seeing that information on **television** (62%) or having **direct contact with WBG staff** (61%).

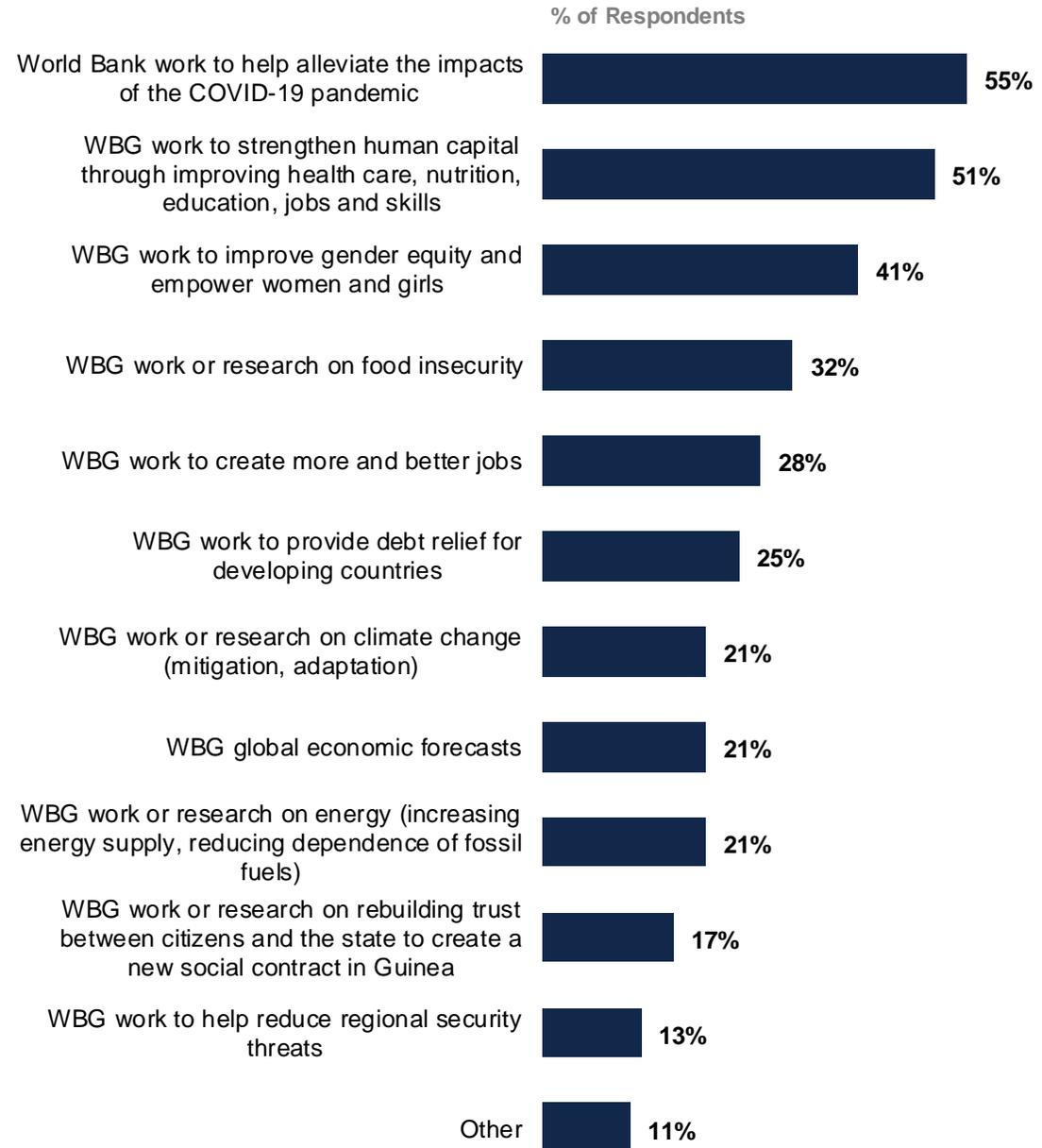
About one-quarter of all respondents reported seeing information on **social media** (24%). Among those respondents, **Facebook** was used most often (77%), followed by **Twitter** (29%), **LinkedIn** (29%), and **YouTube** (29%).



Where do you recall seeing or hearing this information? (Check all that apply) (N=71)  
 What social media platforms do you recall seeing this information on? (Check all that apply) (N=17)

# Topics Recalled

Of those respondents who recalled seeing or hearing something about the WBG in the last 30 days, a majority recalled seeing or hearing about the **WBG's work to help alleviate the impacts of the COVID-19 pandemic** (55%) and the **WBG's work to strengthen human capital** (51%).



What topics were included in what you saw or heard? (Check all that apply) (N=71)

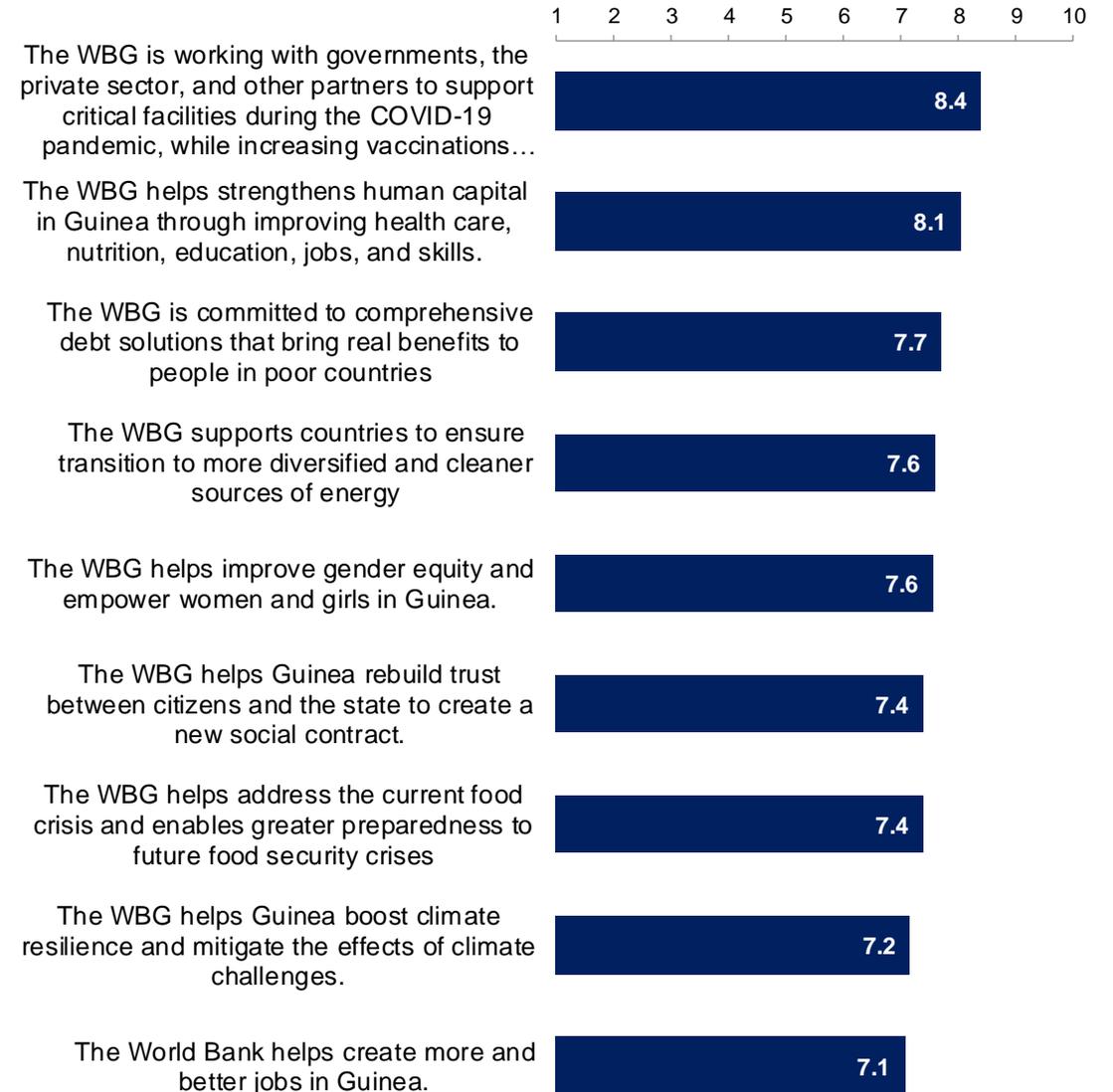


# Message Recall and Perceptions of the WBG's Work

Overall, respondents had the highest levels of agreement that the WBG is **working with key stakeholders during the COVID-19 pandemic** (mean = 8.4) and that the WBG helps **strengthen human capital in Guinea** (mean = 8.1).

Respondents who recalled seeing or hearing something about the WBG in the last 30 days tended to have higher levels of agreement concerning the key areas of the WBG's work. They indicated higher levels of familiarity with the WBG as compared to those who reported not hearing or seeing anything about the WBG recently; however, these differences did not reach statistical significance.

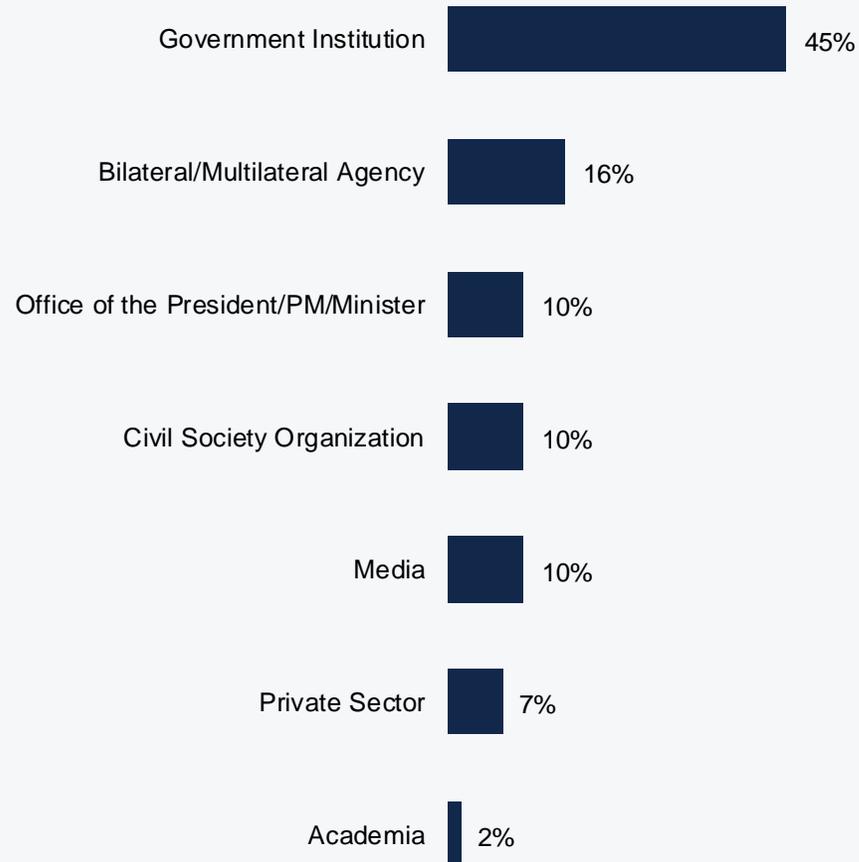
Mean Level of Agreement



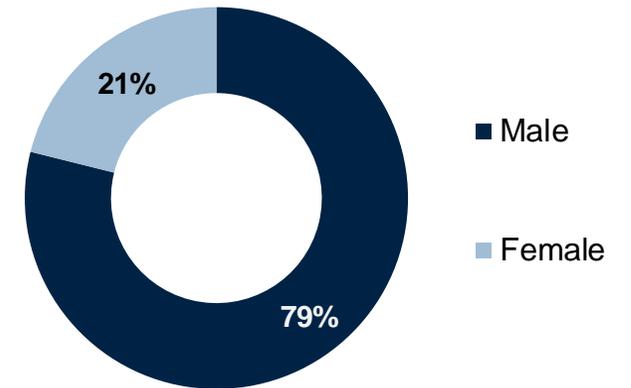
# Sample Demographics

# Respondent Profile: Affiliation and Gender

## Current Affiliation



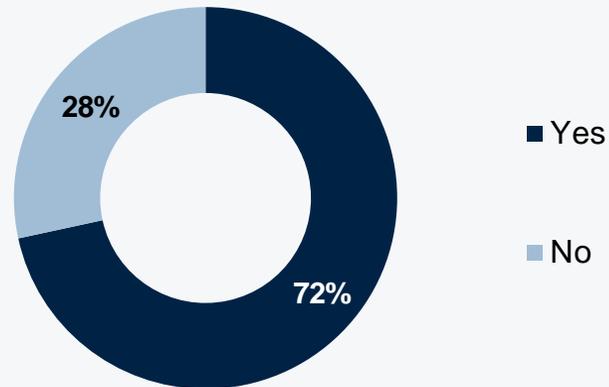
## Gender



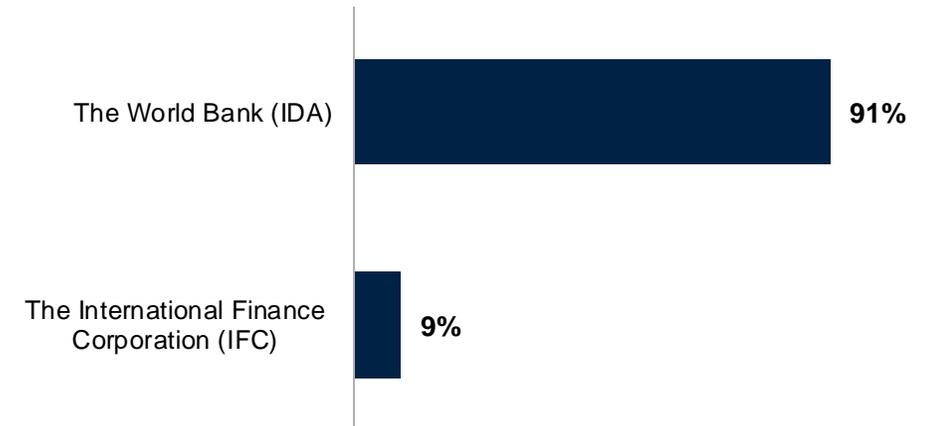
Which of the following best describes your current affiliation? (Select only 1 response) (N=109)  
What's your gender? (N=109)

# 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=109)  
Which of the following agencies of the World Bank Group do you primarily collaborate/work with in Guinea? (Select only 1 response) (N=78)

# Methodology

# Methodology

**From February 2023 to April 2023, 309** stakeholders of the WBG in Guinea were invited to provide their opinions concerning the WBG's work in the country by participating in a Country Opinion Survey. Participants were drawn from the Office of the President, Prime Minister; Office of a Minister; Office of a Parliamentarian, national government institutions; local governments; bilateral / multilateral agencies; the private sector; civil society organizations; academia, research institutes, think tanks, and media organizations.

**A total of 109 stakeholders participated in the survey (35.6% response rate).** Respondents completed the questionnaire via an online platform.

Every country that engages in the Country Opinion Survey (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.

# Year comparison

The results of this year’s Country Survey were compared to those of the Country Survey conducted in FY19 (with a response rate of 77%, N=306).

Comparing responses across the Country Surveys reflect changes in attitudes over time, but also changes in respondent samples – as well as 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 in the FY19 and FY23 country surveys are listed in the table on the right.

Additionally, this year, the COS project utilized the Pulse Survey format, which is a shorter version conducted entirely online by the COS team. The list of respondents was identified and provided solely by the country team. It indicates a shift in the stakeholder composition compared to FY19. In the previous survey, at least 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.

% of Respondents	FY 2019	FY 2023
<b>High-level government offices:</b> Office of the President, Office of Prime Minister, Office of a Minister, Office of a member of Parliament / legislative body	6%	10%
<b>Government Institutions:</b> Employee of a Ministry / Ministerial Department / Project Implementation Unit / Independent Government Institution (e.g., Central Bank, Regulatory or Oversight Agency) / Judiciary / State-Owned Enterprise	43%	45%
<b>Local government</b>	8%	0%
<b>Bilateral/multilateral agency:</b> embassy, diplomatic, military, UN, regional development bank	7%	16%
<b>Civil Society Organizations (CSO):</b> NGOs/community-based organizations, private foundations, faith-based groups, professional/trade associations, and youth groups;	8%	10%
<b>Private Sector:</b> private sector organizations and financial sector/private banks	9%	7%
<b>Academia/Research Institute/Think Tank</b>	0%	2%
<b>Media</b>	16%	10%
<b>Other</b>	0%	0%
<b>Total Number of Respondents</b>	306	109

# Indicator questions

**A1\_4.** 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 Guinea?

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

**A6.** To what extent does the World Bank Group influence the development agenda in Guinea? 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 your country?, Scale: 1-10 (1: Not significant at all – 10: Very significant)

To what extent is the World Bank Group an effective development partner in Guinea, 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 Guinea 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 donors and development partners.

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