



CountryOpinionSurveys

FY 2025 **Tonga** Country Opinion Survey Report

Acknowledgements

The Tonga 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, Sofya Gubaydullina, and Qi Xue oversaw the design, reporting, and analysis of the survey results. Irina Popova and Noreen Wambui provided data support.

BI acknowledges the significant contribution from the Tonga country team and the independent field agency, Tebbutt Research. In particular, BI is grateful for the support from Evaron Doris Masih (Operations Officer), Natalia Latu (Country Officer), and Hamish Wyatt (Senior External Affairs Officer), who coordinated the survey-related activities.



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

- 1. Overall Views of the WBG:** How familiar are stakeholders with the WBG? How much do they trust the WBG? What are stakeholders' opinions of the WBG's effectiveness and relevance to development in Tonga?
- 2. The WBG's Work on Development Priorities:** What areas of development are perceived to be the most important? Has the WBG been helpful in achieving the goals of its projects in these areas? How did these projects impact the people of Tonga, and how could the WBG have been more helpful? How do respondents perceive its operational effectiveness?
- 3. WBG Instruments:** What do key stakeholders value the most regarding the WBG's work in Tonga? What opinion do key stakeholders have of WBG's financial instruments and knowledge products? How are stakeholders using WBG knowledge work, and has it influenced government policy in Tonga?
- 4. The WBG's Engagement and Collaboration:** How is the WBG perceived as a development partner in Tonga? How effective has the WBG been in facilitating the Government's engagement with civil society?
- 5. Communications:** What are the preferred communication channels, and do they differ between stakeholder groups? Do stakeholders recall any WBG messaging? What key topics do stakeholders recall? What information do stakeholders want from the WBG?



Methodology Overview

Fielded in June – September 2025

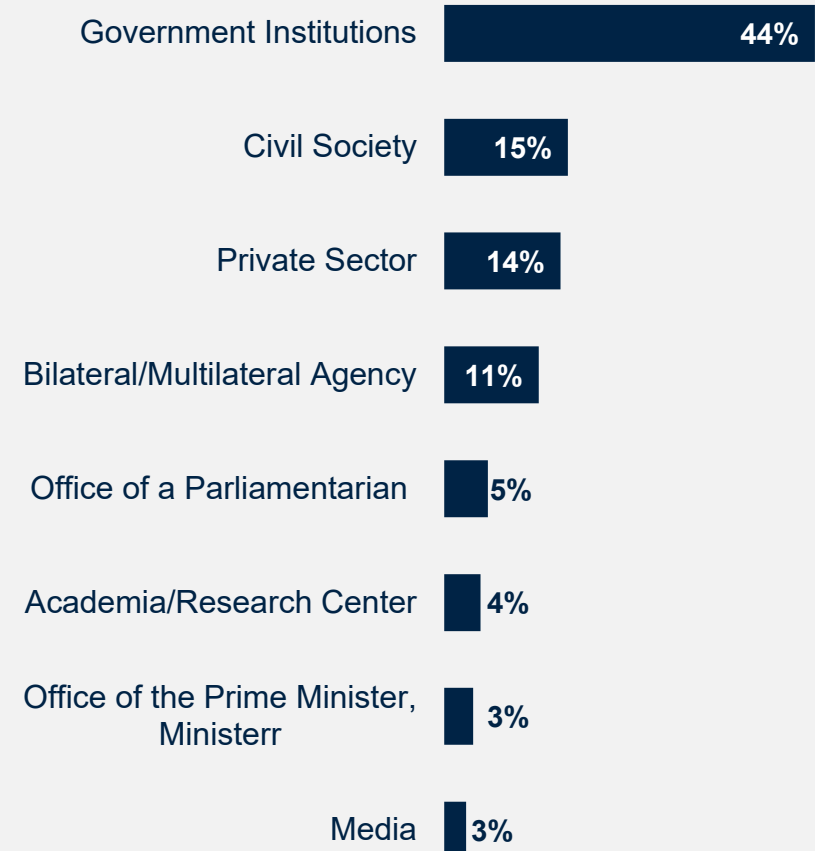
- 273 potential participants were asked to complete the survey
- Respondents completed the questionnaire online
- List of names provided by the WBG country team and supplemented by the field agency
- Data collection conducted by an independent fielding firm

115 participants (33% response rate)

- 84% from Komlan Kounetsron
- 58% have collaborated with the WBG within the past 3 years

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

Stakeholders in FY25 COS Sample

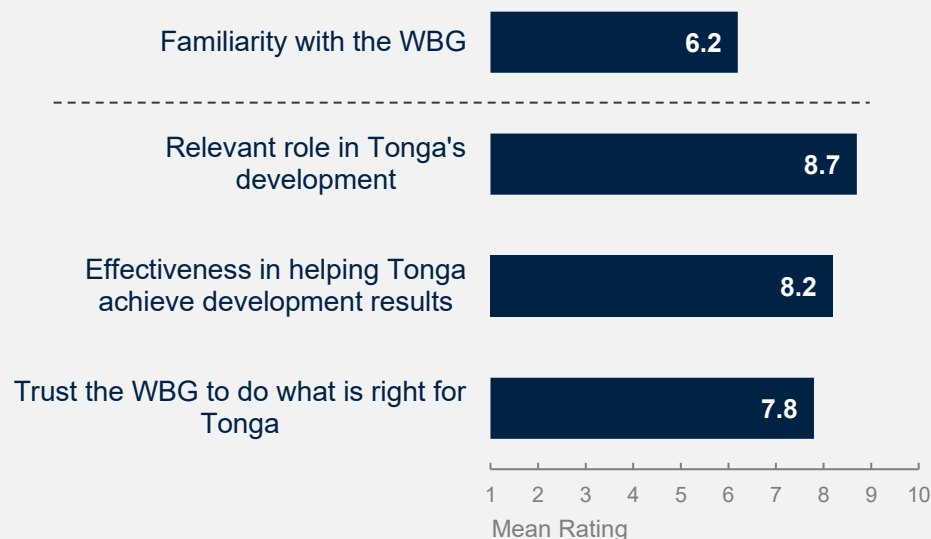


Executive Summary

1. Overall Views of the WBG:

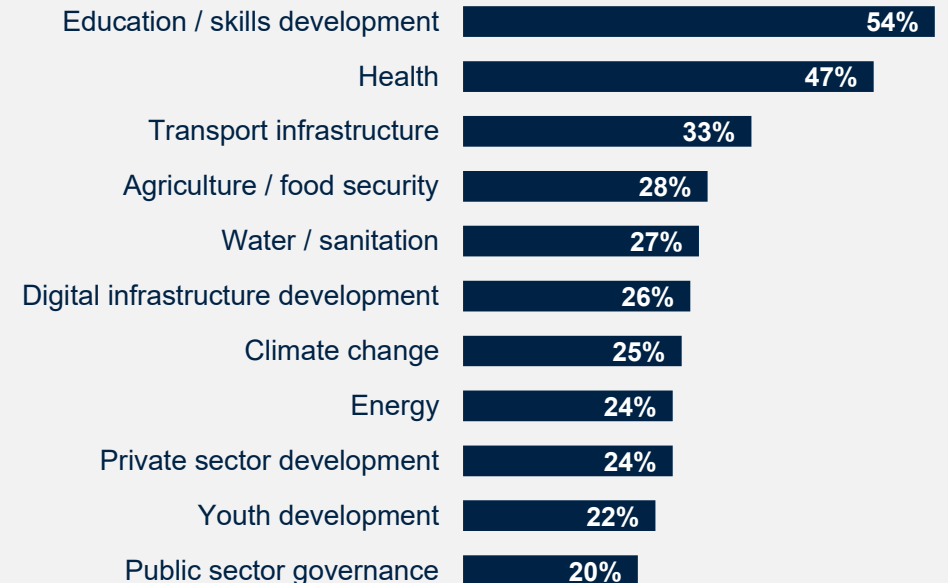
The FY25 Country Opinion Survey in Tonga was conducted for the first time, establishing a baseline for future assessments. Respondents from **government institutions reported significantly higher familiarity** with the WBG’s work (mean=7.3 on a 10-point scale) compared to development partners (mean=5.8) and non-government stakeholders (mean=4.7), resulting in an overall mean familiarity score of 6.2.

Respondents reported high levels of **trust** in the WBG (mean=7.8), on par with other UN agencies and second only to bilateral development partners. Ratings for the WBG’s **relevance** to the country’s development and its **effectiveness** were also high. Overall, the WBG’s ratings for trust, relevance, and effectiveness in Tonga were on par with those reported in other Pacific Island countries surveyed in the FY25 wave.



2. The WBG’s Work on Development Priorities:

In FY25, stakeholders identified **education/skills development, health, and transport infrastructure** as the key areas for the WBG’s support. In qualitative comments, respondents most frequently emphasized the need for the WBG to strengthen **human capital** and economic opportunities by investing in education, practical skills development, and better alignment between training and labor-market needs, while also expanding access to finance and providing hands-on support for small businesses. At the same time, there was strong demand for more resilient and affordable infrastructure—particularly in **energy, transport, and basic services**—given Tonga’s high vulnerability to climate shocks and the high cost of electricity. Many stakeholders stressed the importance of reinforcing disaster preparedness, improving health systems, and modernizing governance through digital systems, land reform, and stronger public financial management.



Executive Summary (continued)

3. WBG's Operational Effectiveness:

When asked about the WBG's reform efforts over the past two years, over two-thirds of stakeholders reported that the WBG had become somewhat or significantly better at fulfilling its core mission of **improving people's lives** (67%) and **enhancing the country's overall business environment** (63%) in Tonga.

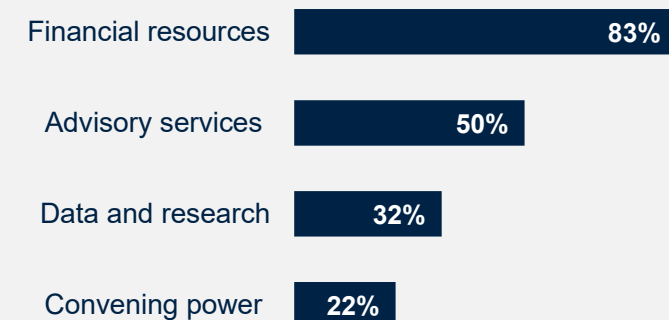
WBG clients and partners identified the most notable reform-related improvement in how the **WBG collaborates with others to mobilize development finance**, with 64% of respondents reporting positive change in this area. In addition, two-thirds of clients and partners (61%) reported that the WBG had improved the technical quality of the projects it supports in Tonga. Notably, **all 100% of respondents involved in project work rated the WBG as helpful** in achieving project goals, **with 80% rating it as very helpful**.

In qualitative comments regarding WBG's operational work, respondents raised operational concerns related to the **need for more efficient and streamlined project processes**, deeper **local engagement**, and stronger **implementation capacity**. Stakeholders repeatedly pointed to bottlenecks in procurement, disbursement, and payment procedures, calling for simplified requirements, shorter timelines, and better-staffed project management units to improve delivery. There was also strong demand for **sustained in-country engagement** rather than short-term missions, alongside practical capacity building in project management, financial oversight, and monitoring to ensure initiatives are implemented effectively, transparently, and with lasting impact.

4. WBG Instruments:

Stakeholders considered the WBG's **financial resources** to be its greatest value to Tonga. Respondents gave very high ratings (above 8.0) across all aspects of the WBG's financial instruments, including the competitiveness of financing conditions, the extent to which financing **meets Tonga's needs**, the **timeliness of financial support**, and the WBG conditions being reasonable. In their written comments, respondents emphasized the need for increased and more affordable financing, including additional loans and grants with more concessional terms. They called for improved access to credit—particularly for underserved groups such as small farmers, youth, and local entrepreneurs—and more equitable targeting to ensure funds reach intended beneficiaries rather than elites.

72% of respondents reported that they use the WBG's knowledge products, most often research, analytical work, and data resources. Stakeholders expressed generally positive views of the Bank's knowledge work, particularly in **strengthening institutional capacity** (mean=7.9) and **contributing to development results** in Tonga (mean=7.6), though perceptions of the WBG's financing were even more favorable (as discussed earlier).



Executive Summary (continued)

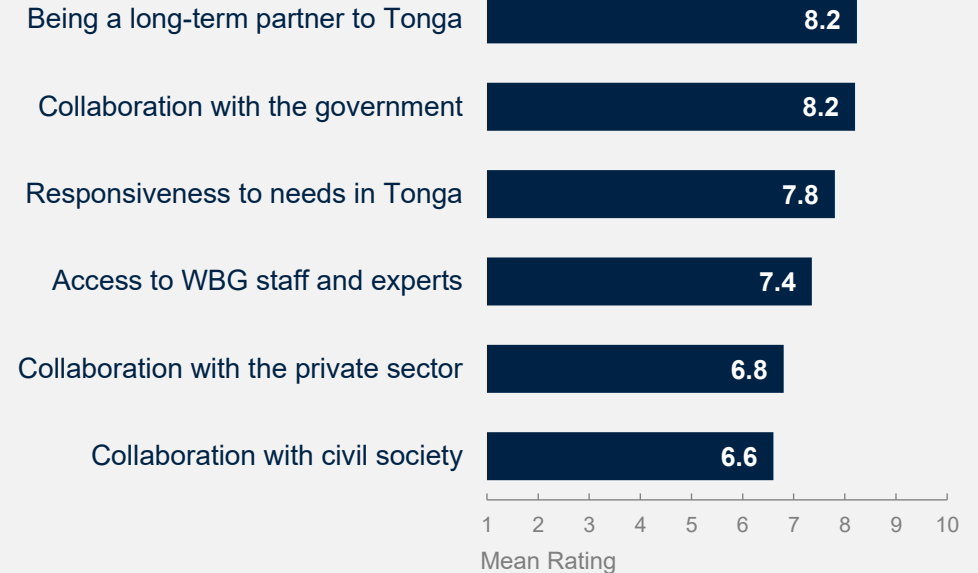
4. WBG Instruments (continued)

Nearly 70% of those who used WBG’s knowledge work believed that the WBG’s policy advice helped shape government policies in Tonga in the areas of disaster risk management, public financial management, and digital transformation, among others. In written comments, respondents called for stronger, practical capacity building for government and local stakeholders, more inclusive and better-aligned consultation and advisory support grounded in national systems, and improved access to timely data, research, and digital knowledge tools to strengthen evidence-based decision-making.

5. The WBG’s Engagement and Collaboration:

Stakeholders expressed very positive views of the WBG as a **long-term partner to Tonga** (mean=8.2) and rated the Bank’s **responsiveness** to the country’s needs positively (mean=7.8). They gave very high ratings for the effectiveness of WBG’s partnerships with the **government of Tonga** (mean=8.2) and other **development partners** (mean=8.1). Collaboration with **the parliament** was also viewed positively (mean = 7.4). At the same time, ratings for its collaboration with other stakeholder groups—including the private sector, civil society, and academia—were somewhat lower (below 7.0).

Looking ahead, respondents indicated that the WBG should collaborate more with **the private sector** and **civil society**. Stakeholders emphasized the need for significantly stronger, more inclusive engagement with civil society, NGOs, outer island communities, and the private sector—particularly SMEs—through meaningful participation in project design, planning, and implementation, rather than government-only consultation.



6. Communications:

Half of respondents (50%) reported having recently seen or heard about the WBG, most commonly through WBG events, traditional media, and social media channels, and WBG’s work related to climate change was the most frequently recalled topic.

Stakeholders indicated a preference for **receiving information from the WBG through e-newsletters, WBG-hosted events, and direct contact with staff**. Impact assessments, evaluations, case studies of WBG projects, and regular updates on the institution’s activities were considered the most useful types of information for better understanding the Bank’s role in Tonga.



Overall Views of the World Bank Group

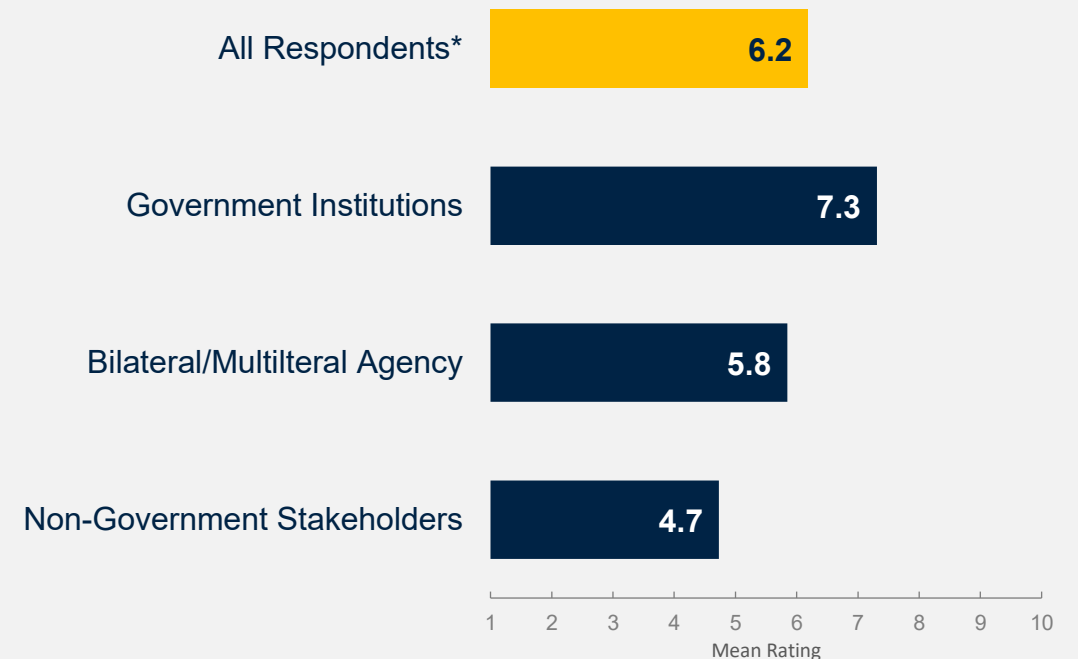


WORLD BANK GROUP

Familiarity with WBG is Moderate, with Respondents from Outside the Government Being Less Familiar

Collaboration with the WBG

Mean familiarity: **Collaborate with WBG = 7.4***
Do not collaborate = 4.5



Trust in the WBG is High, on Par with Other Development Partners

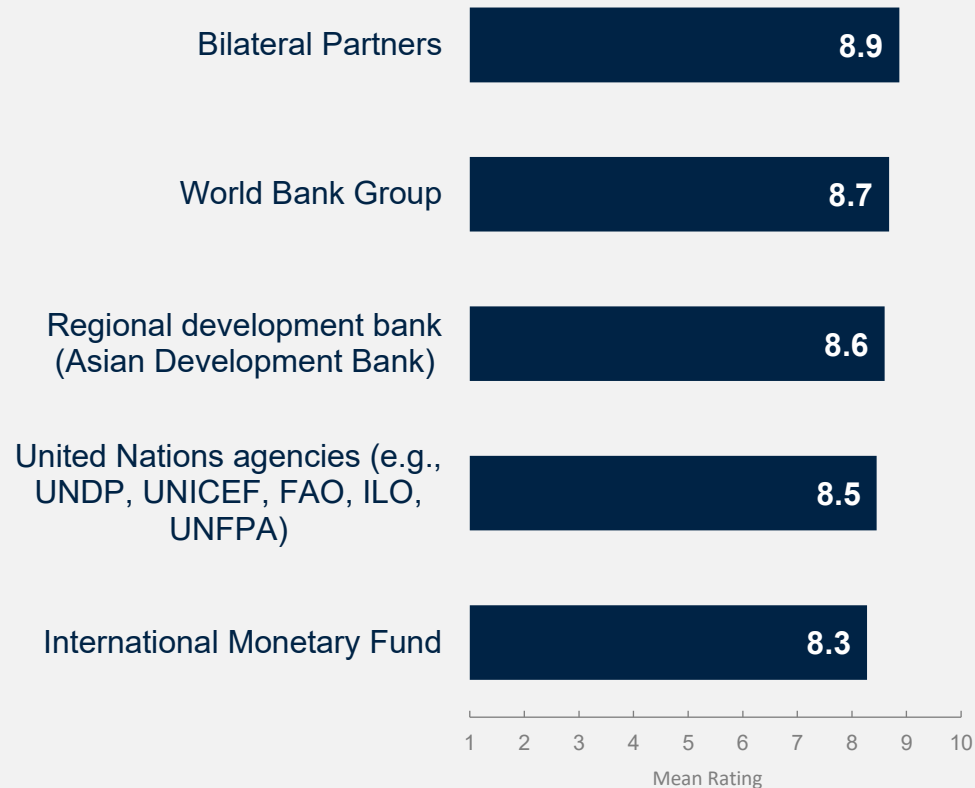
In FY25, stakeholders shared the greatest trust in the work of Bilateral Partners and United Nations agencies, followed by the World Bank.

Trust in the WBG was significantly higher among government stakeholders (mean = 8.5).

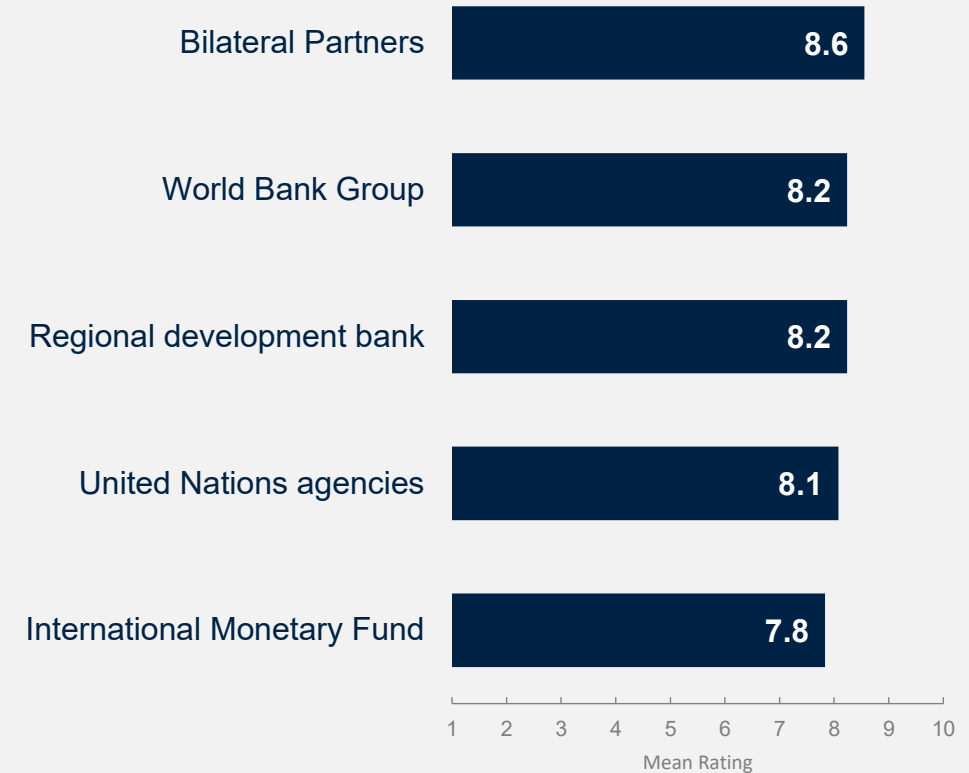


Perceptions of WBG Relevance and Effectiveness Are Among the Highest

RELEVANCE to Tonga's development



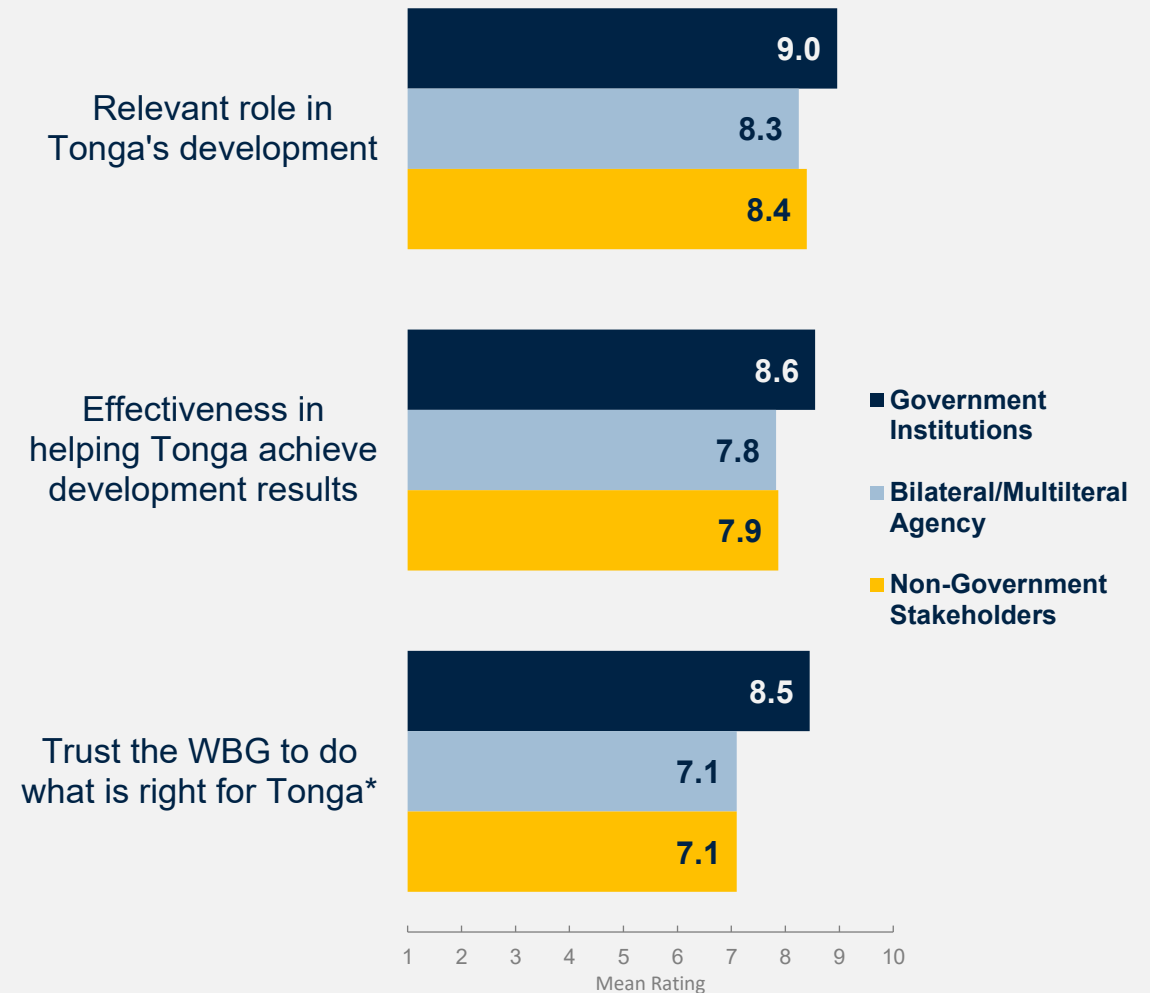
EFFECTIVENESS in helping achieve development results



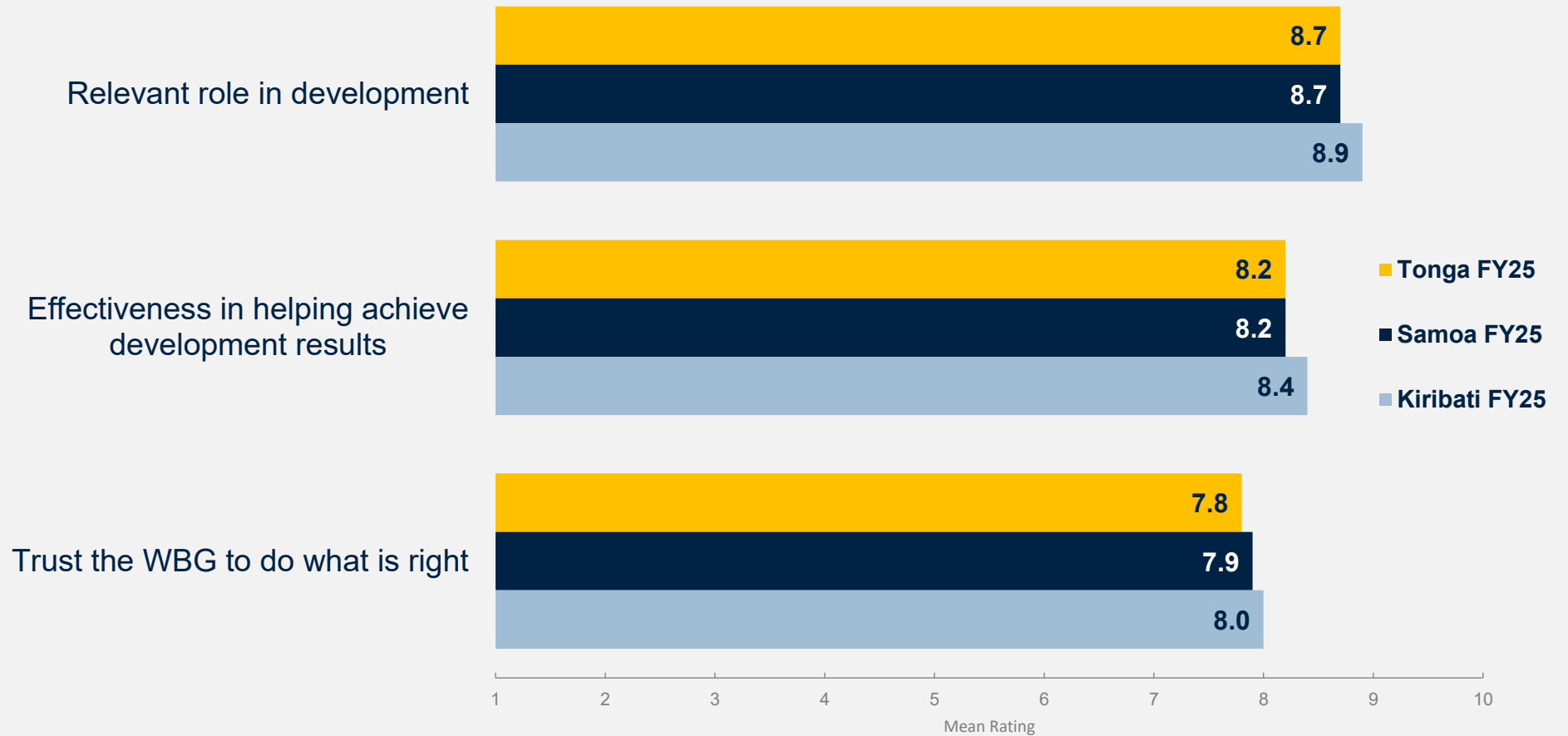
How relevant is the World Bank Group to Tonga's development? (Not at all 1; Very much 10)
How effective is each of the following organizations in helping Tonga achieve development results? (Not at all 1; Very much 10)

Stakeholders from Government Institutions Had More Positive Perceptions of the WBG

While all stakeholder groups gave high ratings across the key performance indicators, stakeholders from government institutions reported particularly strong ratings, particularly for trust in the WBG.

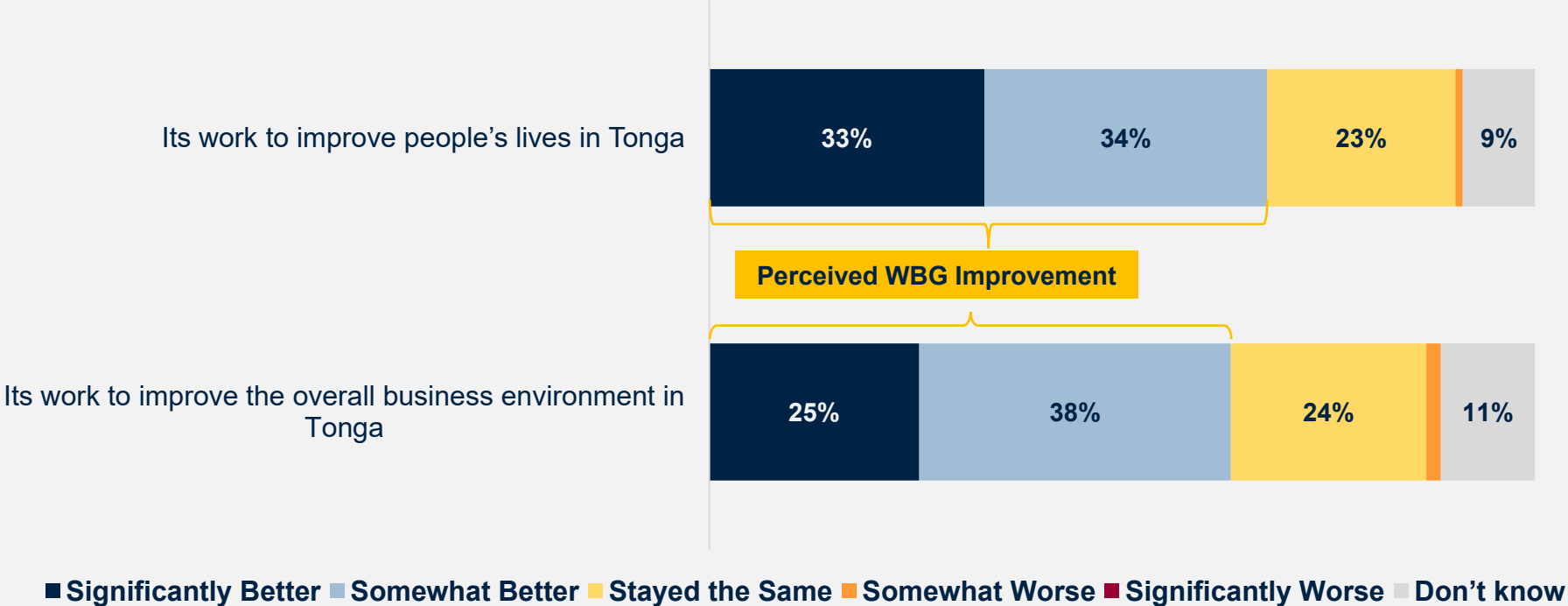


KPI Ratings in Tonga are on Par with Regional Peers



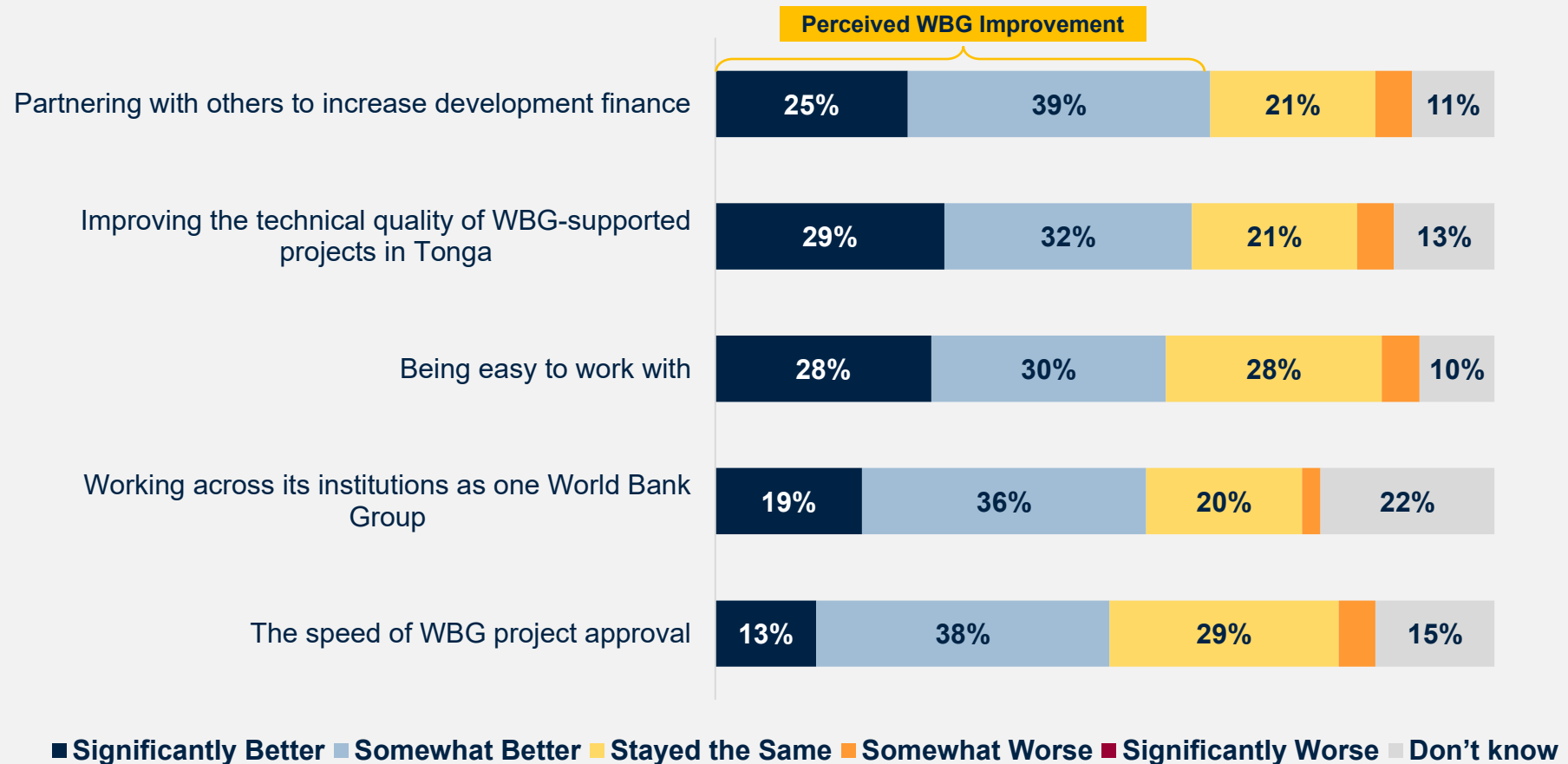
Over Half of Stakeholders Perceive the WBG as Increasingly Effective in Improving Lives and the Overall Business Environment in Tonga Over the Past Two Years

Based on your experience, *in the past two years*, how has the WBG changed in terms of...



Around 64% of Clients Report Improvements in How WBG Partners with Others to Increase Development Finance

Based on your experience, *in the past two years*, how has the WBG changed in terms of...



Based on your experience, in the past two years, how has the WBG changed in terms of...(Percentage of Respondents, N=85)



The WBG's Work on Development Priorities

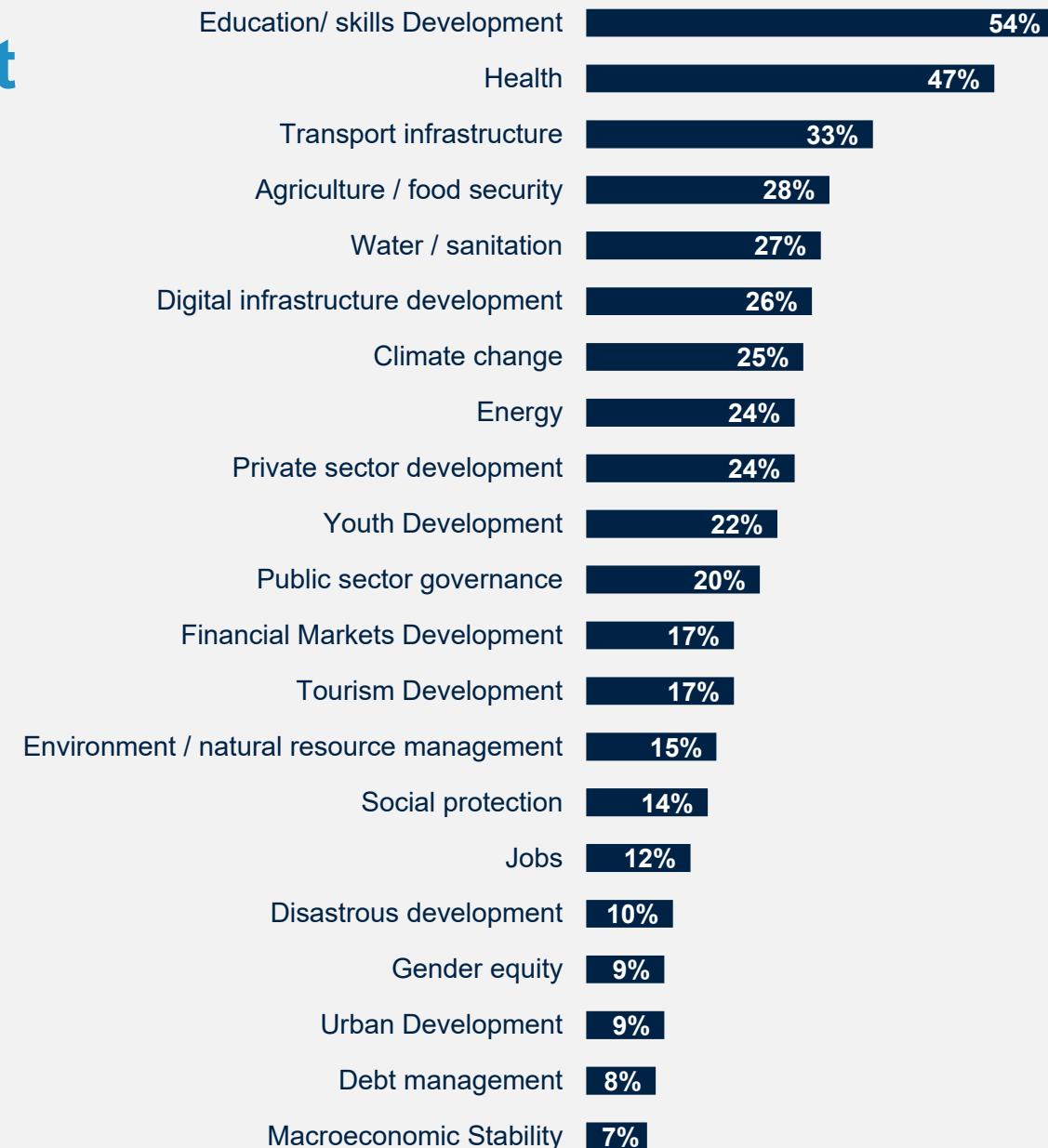


WBG: Focal Development Areas

This year, **education/skills development** and **health** were stakeholders' top priorities for areas where the WBG could have the greatest impact on development results. **Transport infrastructure**, **agriculture/food security**, and **water** also ranked among the top five priority areas.

In open-ended responses, stakeholders highlight that WBG effectiveness in Tonga depends most on building local capacity, strengthening inclusive partnerships, and investing in resilient, digitally enabled foundations for growth:

- Capacity & skills development (education, TVET, public sector, NGOs)
- Digital transformation (PFM systems, land records, digital services)
- Climate resilience & decentralized disaster preparedness
- Infrastructure & renewable energy to lower costs and improve services
- Inclusive consultation & community/private sector engagement
- Access to finance, jobs, and stronger social protection

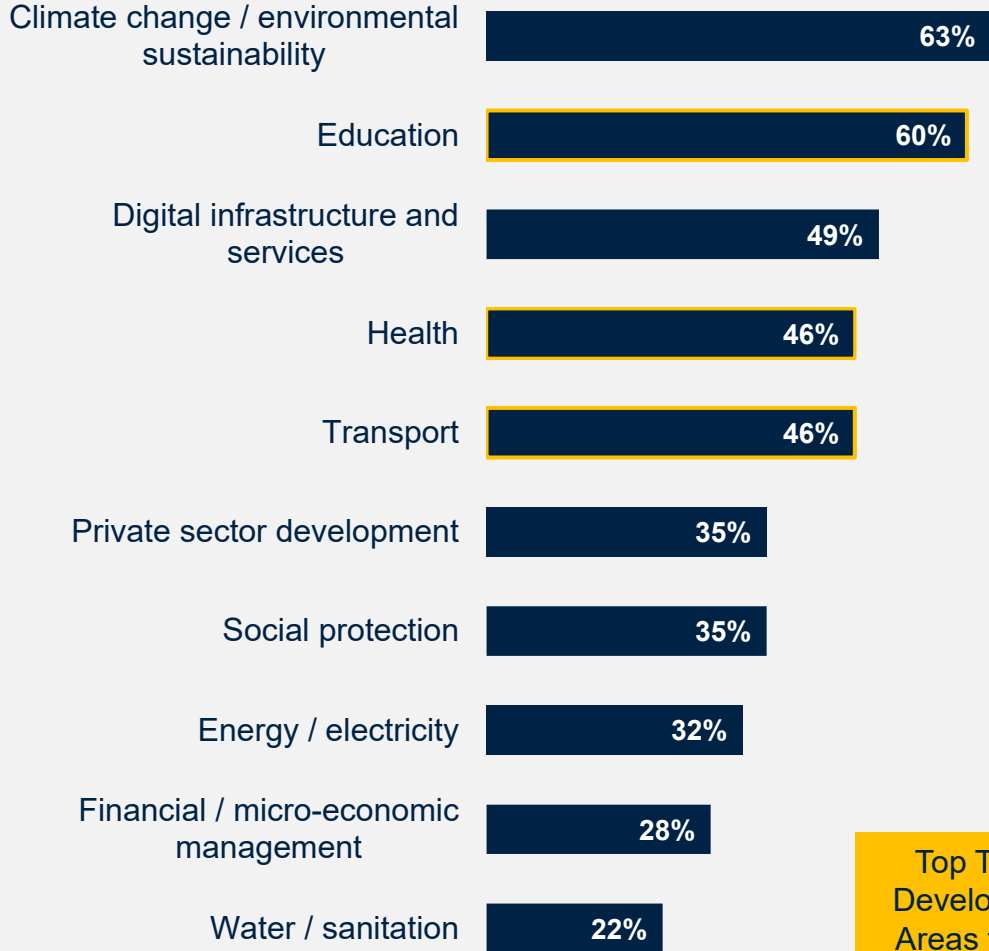


Which areas should the WBG prioritize to have the most impact on development results in Tonga? (Select up to 5) (Percentage of Respondents, N = 108) ^What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Tonga? (Please be specific) (N = 94)



Stakeholders Were Most Familiar With a Project Involving Climate Change or Education

Clients reported that they were most familiar with WBG’s projects in the area of **climate change/environmental sustainability** and **education**, followed by **digital infrastructure and services**, **health**, and **transport**.

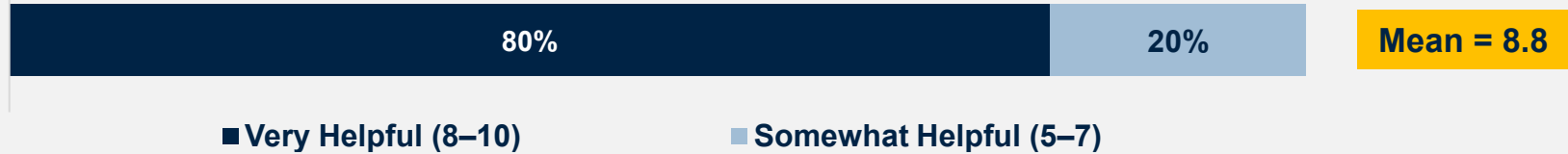


Top Three Development Areas for the WBG’s Focus



Nearly All WBG Clients Said the WBG Was Helpful in Achieving Project Goals, With Majority Saying “Very Helpful”

Helpfulness



In Open-Ended Comments, Clients Discussed the Impact the WBG-Supported Project Had on the People of Tonga

“I believe the support for 'skills training' through the SET project is making an important positive impact on the common people's livelihood. It may still be too early to tell, but the TVET training providers and their students, as well as Tonga as a nation, will continue to benefit from this initiative for many years to come. The SET project is a vital development initiative because it targets the type of education (i.e., TVET) where support is most needed. The SET project had design challenges, but the overall purpose and intentions are quite vital to national development. I believe the challenges can be easily addressed, given recent experiences. For development initiatives (like the SET project), key stakeholders such as the regulators of TVET (i.e., TNQAB and Ministry of Education) also need support as they are central to ensuring project efficiency and success.” (Government Institution Respondent discussing **SET project**)

“[The WBG] helps in improving Tonga's disaster preparedness and social protection systems. In terms of Education, the project assists in supporting the improvement of the education systems, including curriculum updates and education management information systems, which benefit school children. In addition, the Tonga Safe and Resilient Schools Project assisted students to access safer classrooms and provide staff housing, and improved sanitation for all within the school.” (Private Sector Respondent)

WBG supports infrastructure development for the education and health systems nationwide. It lifted the basic standard of education and health services for the country, which supports the universal access to quality education and health.” (Bilateral or Multilateral Agency Respondent)

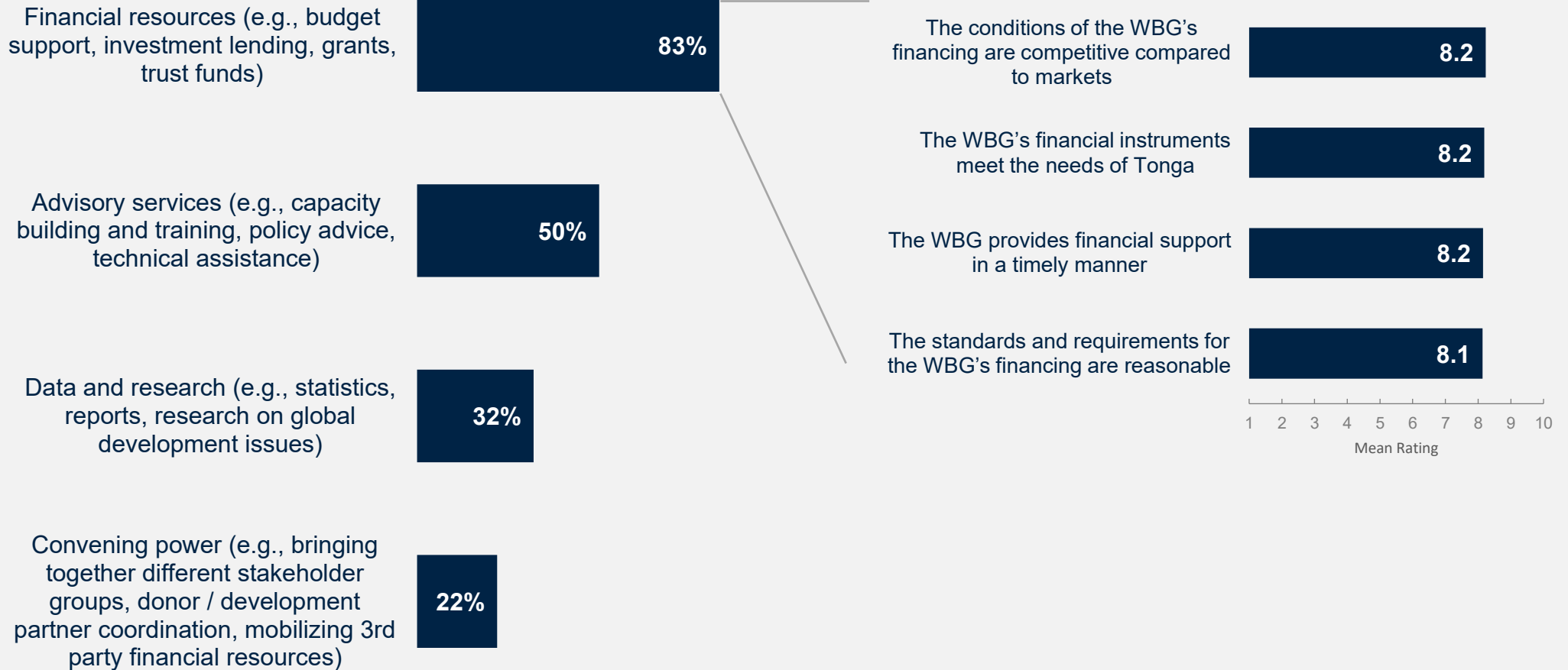


How helpful was the WBG in achieving the goals of this project or initiative? (Not helpful at all 1; Very helpful 10) (Asked only those who said that they collaborate with the WBG, Percentage of Respondents, N=61) [If helpful rating > 4] How did this WBG-supported project or initiative impact the people of Tonga? (N=54)

The WBG's Instruments



A Majority of Stakeholders Primarily Value the WBG's Financial Resources, and Views on Its Financial Instruments Are Very Positive



About One-Fifth of Respondents Felt the WBG Could Be More Effective in Tonga by Increasing Its Financial Support and Maximizing Its Impact

What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Tonga?

Scale up Financial Support

- Respondents frequently identify increased financing as the primary lever for improving WBG effectiveness
- Calls for expanded loans, grants, and direct financial assistance, particularly for infrastructure and resilience

Improve Access and Inclusiveness of Funding

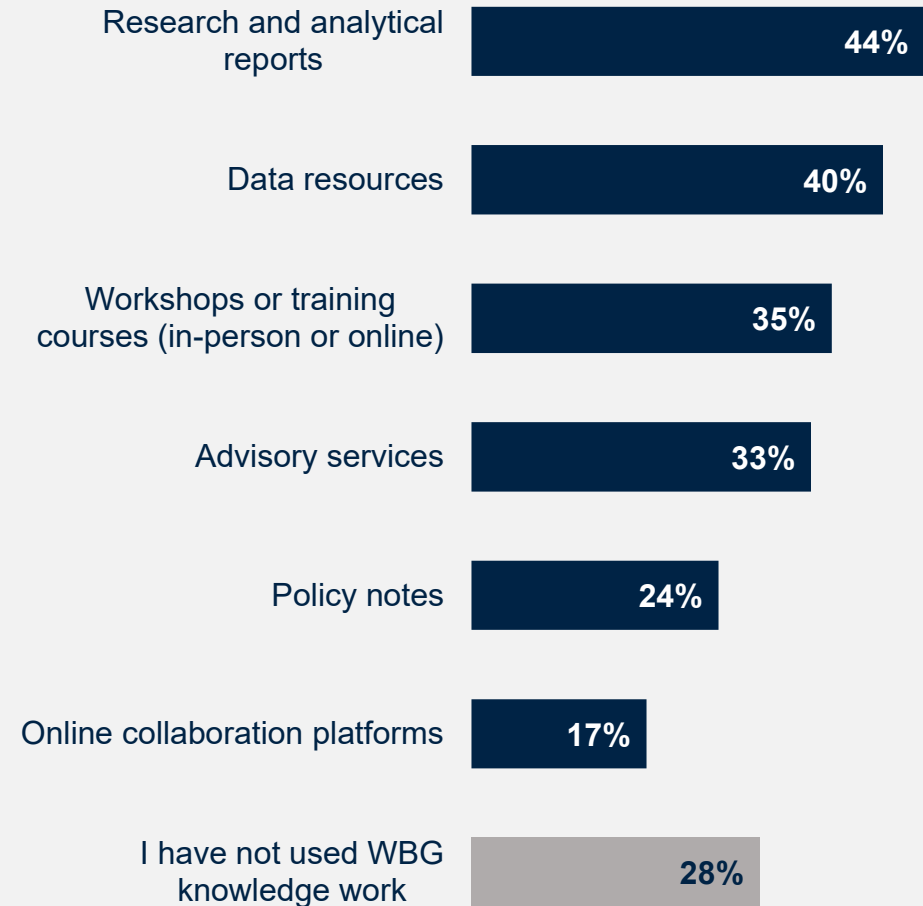
- Strong emphasis on broadening access to WBG financing, including for CSOs and local communities
- Private sector stakeholders highlight the need for affordable finance and credit for SMEs (investment and recovery)

Strengthen Financing Delivery Mechanisms

- Requests to simplify grant application processes and eligibility requirements
- Respondents stress that financing should also support implementation capacity, including training and operational support



Most Respondents Used WBG Knowledge Work in the Past 3 Years — Primarily Research and Analytical Reports and Data Resources



As a Reliable Information Source, Stakeholders Used WBG Knowledge Work for a Variety of Purposes

For what purpose did you use this WBG knowledge activity/analytical work?

Economic and policy analysis to inform decisions

- Stakeholders use WBG analysis for **economic assessment, forecasting, and budgeting**
- Knowledge products inform **national strategies, policies, and donor coordination**
- Demand is strongest for **timely, Tonga-specific data and analysis**

Practical capacity building for implementation

- WBG training supports **project management, procurement, financial management, and M&E**
- Stakeholders value **hands-on, applied training** linked to real projects
- Knowledge work helps strengthen **civil service skills and leadership capacity**

Better data systems and targeted advisory support

- Strong demand for **improved data quality and data systems**
- Advisory support is used for **sector reforms and legislation**
- Knowledge work is expected to be **action-oriented and implementation-focused**



70% of Respondents Report WBG Policy Advice Shaped Government Policy and Influenced Key Development Areas

Digital Government

- *“The launch of the Government Portal allows citizens to access government services in one centralized online platform, with the National ID serving as the foundation for digital transformation.”*
(Government Institution Respondent)

Capacity Building & Skills Transfer

- *“Our school cookery resources were upgraded to commercial equipment. Teachers were sent to upskill and mentor overseas and local training. The cookery curriculum and program were reviewed and developed with the assistance of international partners (APTC). TVET students’ study fees were fully covered.”*
(Academia Respondent)
- *“Enhancing Labour Mobility Outcomes. Many Tongans participate in seasonal and long-term employment opportunities abroad, particularly in Australia and New Zealand. The Skills for Employment project prepares workers to meet international employment standards, improving their safety, job performance, and earning potential. Workers with formal training and certification are also better positioned to access higher-paying roles and leadership positions within their employment schemes.”*
(Government Institution Respondent)

Resilience & Preparedness

- *“The program enhanced multi-hazard early warning systems... funded community awareness campaigns... enabling faster and more reliable alerts that helped save lives.”*
(Government Institution Respondent)
- *“1. WBG invests heavily in road maintenance nationwide. This project improved communication significantly, including an escape route for a Tsunami warning. It has provided access to primary sectors, particularly farming, fishing, weaving, for women, etc. 2. WBG supports infrastructure development for education and the health system nationwide. It lifted the basic standard of education and health services for the country, which supports the universal access to quality education and health.”*
(Bilateral/Multilateral Agency Respondent)



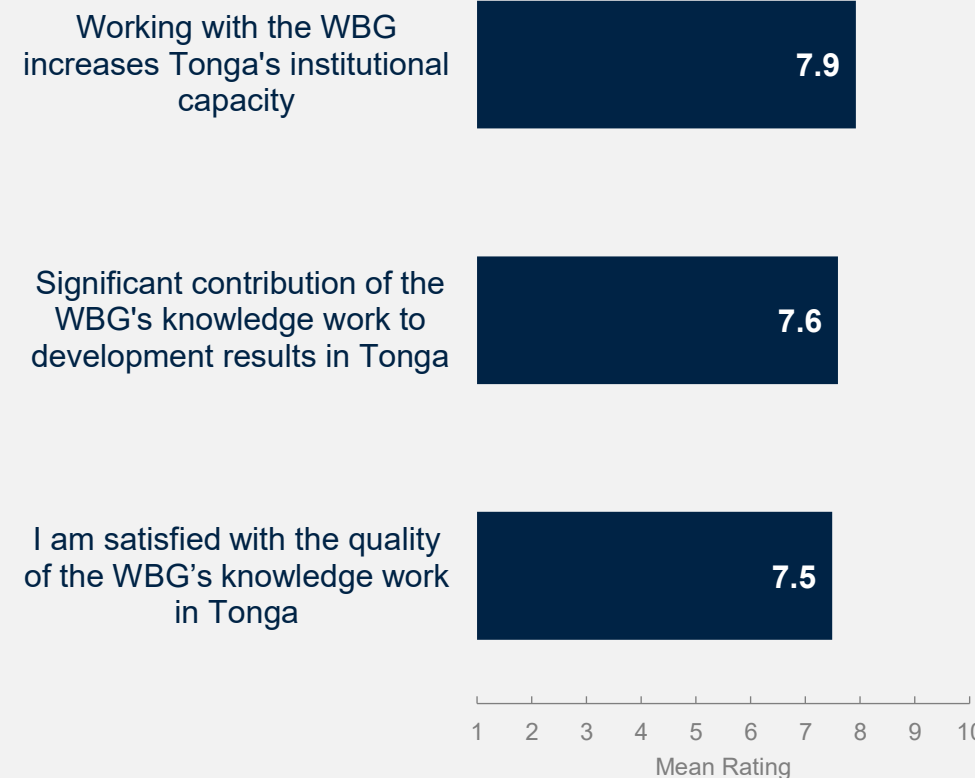
In your opinion, has the WBG’s policy advice influenced a new or previous government policy in Tonga? (Percentage of Respondents, N=76)

What government policy or action did the WBG’s advice influence and in what way? (N=38) Select comments corresponding to the top 3 development priorities for the WBG’s focus, as identified by respondents, are shown here.

Respondents Rate the WBG's Knowledge Work Highly, Agreeing that it Increases Tonga's Institutional Capacity

Although all knowledge ratings were high, respondents had the highest levels of agreement that working with the WBG increases Tonga's institutional capacity.

To improve the quality of knowledge work[^], stakeholders felt that WBG knowledge work needs to be more contextualized. Respondents also expressed the need for a more active WBG presence in Tonga, for timely monitoring and evaluation of the projects and results achieved.



How significant a contribution do you believe the WBG's knowledge work makes to development results in Tonga? (Not significant at all 1; Very significant 10)
[^]Only asked those who indicated that they had used WBG knowledge work in the past 3 years. How could the WBG improve the quality of its knowledge work in Tonga? (N=4)

The WBG's Engagement and Collaboration



WBG Viewed as a Reliable Partner to Tonga

Respondents recognize the Bank as a **long-term partner to Tonga** that is **responsive to the country's needs**.

However, stakeholder opinions are divided: respondents from bilateral and multilateral agencies give lower ratings than non-government counterparts, and significantly lower ratings than those from government institutions.

Regarding operational effectiveness, respondents' concerns included: ^

- Streamline procurement, disbursement, and internal procedures to reduce delays and improve project timeliness.
- Strengthen project management, monitoring, and follow-up to ensure effective implementation and accountability.
- Improve coordination with government systems and other donors to harmonize processes and avoid fragmented support.
- Align projects with national priorities, frameworks, and core indicators to increase relevance and impact.
- Build local capacity and invest in digital systems to enhance transparency, efficiency, and long-term sustainability.

Being a long-term partner to Tonga

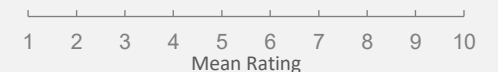
8.2

Responsiveness to needs in Tonga

7.8

Access to WBG staff and experts

7.4



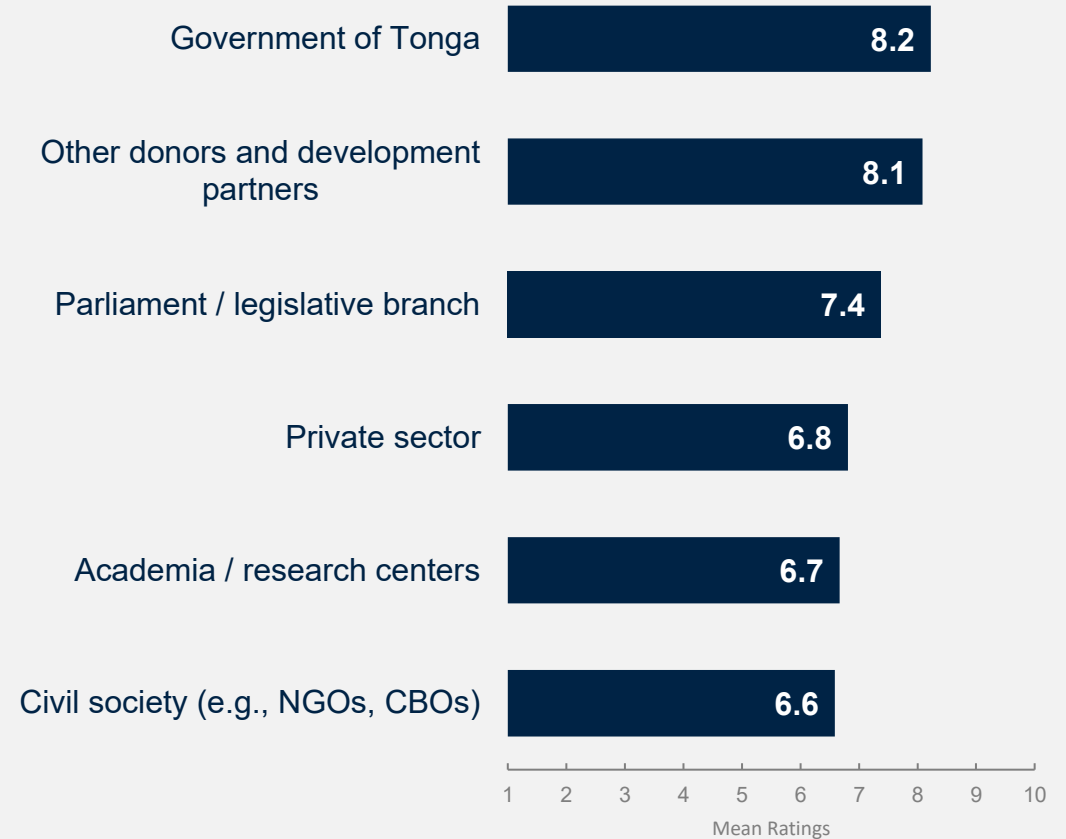
To what extent is the WBG an effective development partner in terms of the following? (To no degree at all 1; To a very significant degree 10) (N=104)

^What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Tonga? (Please be specific) (N = 94)



WBG Partnerships with the Government of Tonga and Other Development Partners Are Viewed Positively, While Perceptions of Civil Society and Private Sector Collaboration Are Lower

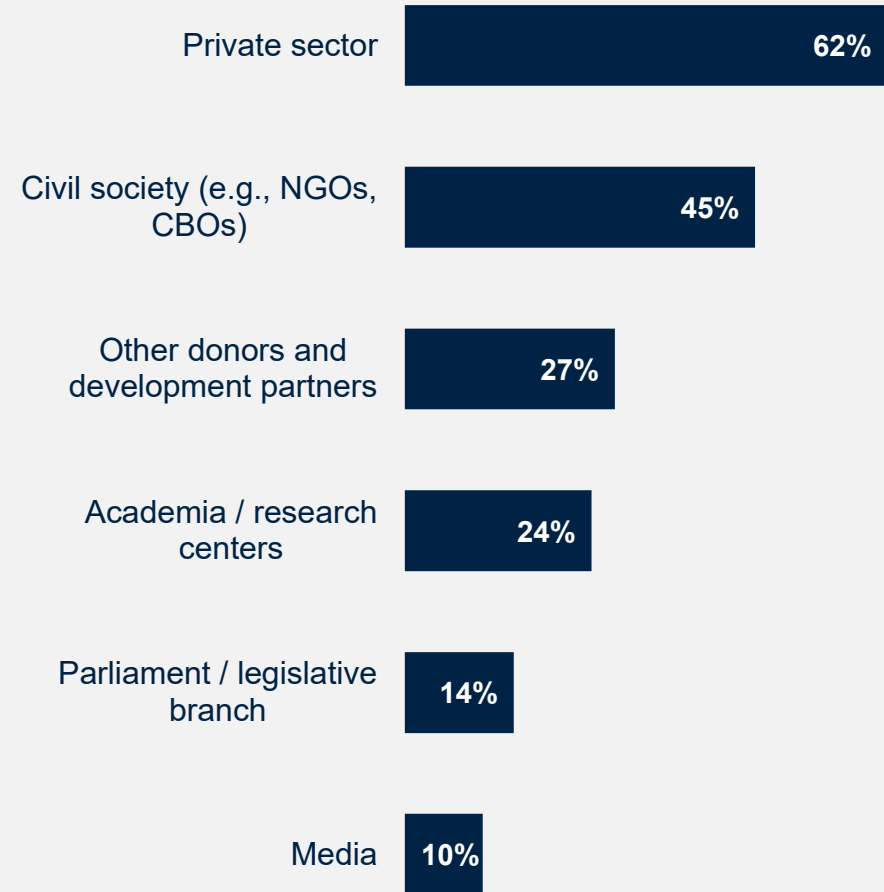
- Notably, high ratings for collaboration with other development partners are primarily driven by perceptions of government respondents, while respondents from bilateral/multilateral agencies gave significantly lower ratings in this category (mean=7.1).



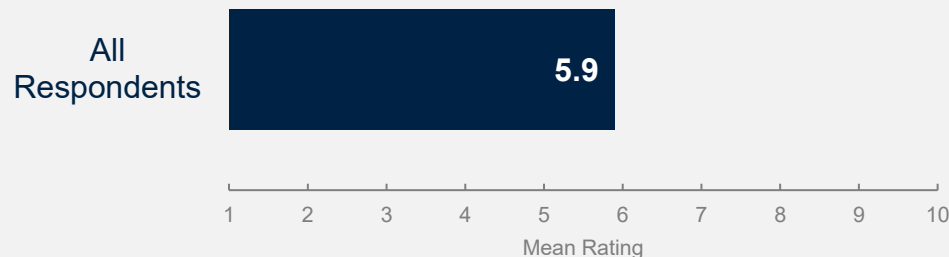
Stakeholders Want the Bank to Collaborate More With the Private Sector and Civil Society

Some respondents answering the question of how the WBG can be more effective in Tonga[^] discussed the need for the WBG to increase engagement and collaboration with stakeholders. In particular, respondents suggested that the WBG:

- Engage communities, CSOs, and the private sector more consistently in project design and implementation.
- Coordinate better with other donors and partners to harmonize processes and reduce duplication.
- Align support with Tonga's national frameworks and plans to ensure shared priorities and ownership.



WBG Effectiveness in Facilitating Civil Society Participation



Given the very high overall ratings, the WBG's effectiveness in facilitating civil society participation in Tonga was quite low.

Around 26% of respondents rated the WBG's effectiveness below average (1-4). These respondents suggested the following could help to make the WBG more effective:

- Consult outer island CSOs early, not only in Tongatapu.
- Work directly with CSOs, with less red tape and more direct/core funding.
- Share information clearly and show how CSO feedback changed decisions.

Some Examples of the WBG's Effective Facilitation of Civil Society Participation

"Partnered with Ma'a Fafine Tonga to provide grants for upskilling of caregivers, which is a skill that is lacking in Tonga, especially since this is a new space for Tonga to tap into, given that Tongans do look after their own elders."
(Government Institution Respondent)

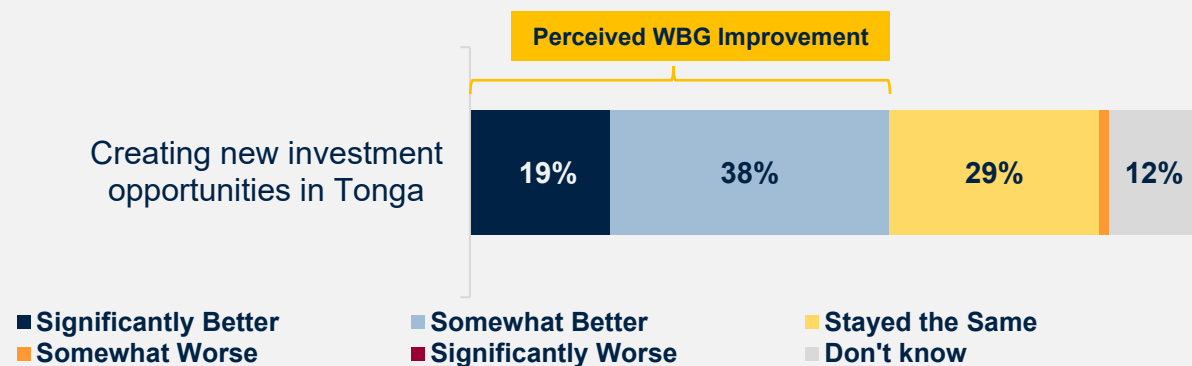
"Projects like the Skills and Employment for Tongans (SET) and the Pacific Resilience Program (PREP) have involved civil society, schools, and communities in shaping education and disaster preparedness initiatives. These programs prioritize community-based approaches and recognize that Tonga's greatest asset is its people."
(Bilateral/Multilateral Agency Respondent)

"The drafting of the Multi-Hazard Early Warning System (MHEWS) Policy incorporated input from community-based groups, which helped address last-mile warning dissemination and culturally appropriate communication, especially for remote outer islands. WBG-supported community awareness and preparedness campaigns actively engaged local CSOs in delivering disaster risk messages and early warning drills. In addition, civil society actors contributed to the disaster risk assessment and planning process for the Vava'u DRM Plan, ensuring that local perspectives and traditional knowledge informed DRM priorities." (Government Institution Respondent)

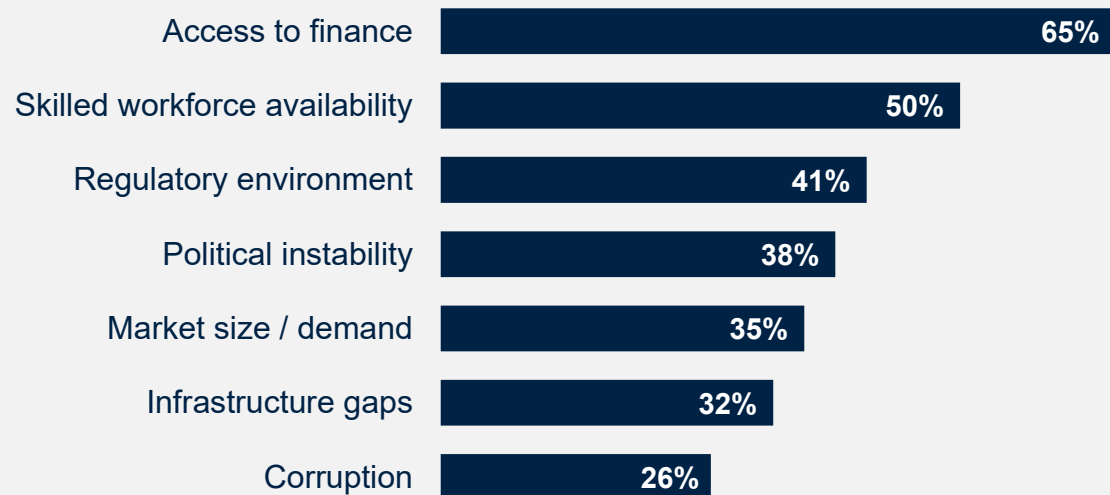


The WBG Working With the Private Sector

Based on your experience, in the past two years, how has the WBG changed in terms of...



What are the biggest challenges facing private sector development in Tonga?



To Make the WBG More Effective in Private Sector Development, Respondents Suggested:

- Expand SME access to affordable finance and grants
- Strengthen skills, TVET, and practical business advisory support
- Engage directly with the local private sector, not only the government
- Lower business costs via energy, digital infrastructure, and reforms

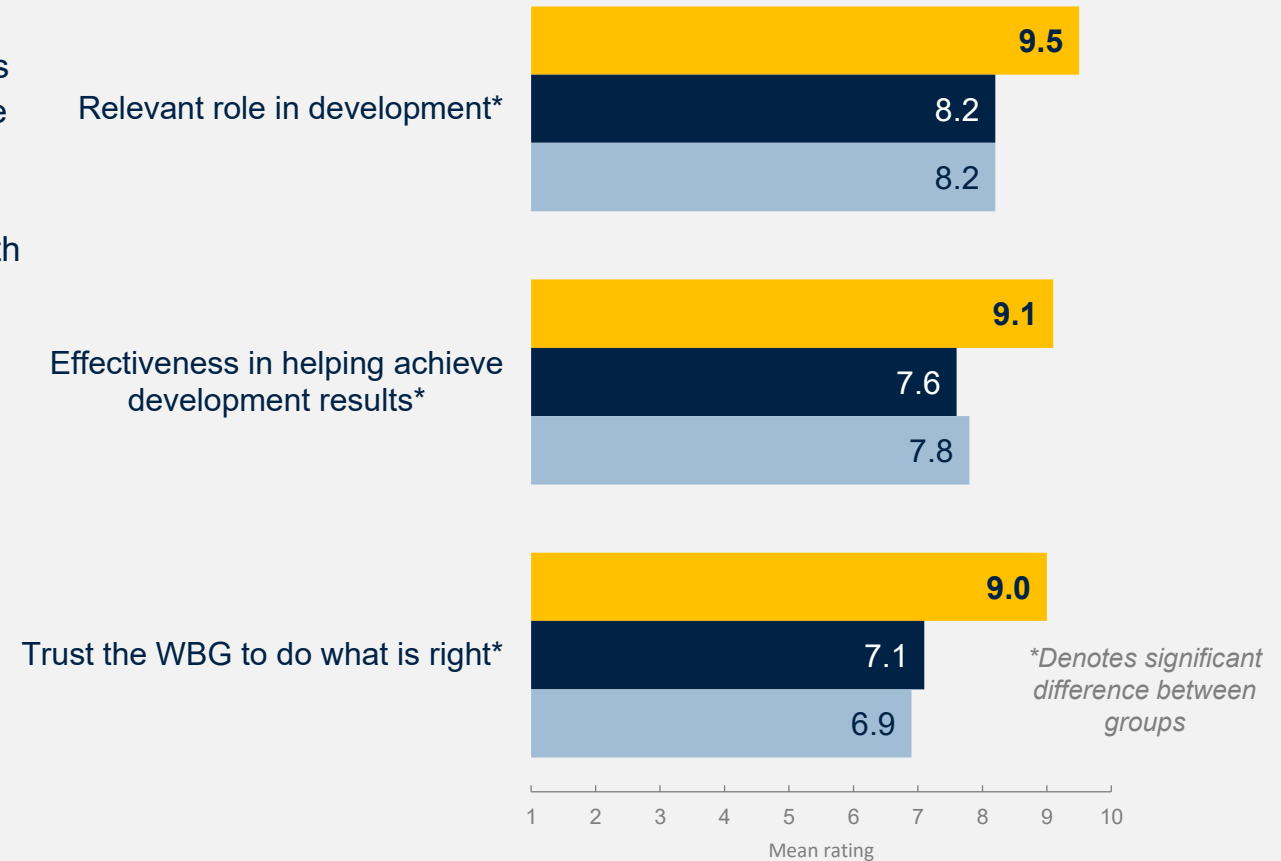
Communication and Outreach



WORLD BANK GROUP

Outreach and Engagement Is Important Because Familiarity Leads to More Positive Perceptions

Greater engagement with the WBG not only meets stakeholder demand but also fosters more positive perceptions. Stakeholders highly familiar with the WBG (ratings of 8–10) consistently rate its trust, relevance, and effectiveness higher than those with low familiarity (ratings of 1–4).



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

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

How familiar are you with the World Bank Group's work in the country? Scale: 1 Not familiar at all – 10 Very familiar
 Trust the WBG to do what is right. Scale: 1 Not at all – 10 Very much
 Relevant role in development Scale: 1 Not at all – 10 Very much
 Effectiveness in helping achieve development results Scale: 1 Not at all – 10 Very much



WBG e-Newsletters Are Stakeholders' Top Choice for Receiving Information from the Institution

Stakeholder preferences vary and should inform targeted outreach. While most preferred the WBG e-Newsletter, most stakeholders from bilateral/multilateral agencies preferred the WBG website; non-government stakeholders preferred direct contact with WBG staff; and government institution stakeholders preferred WBG events, conferences, and workshops.

	All Respondents	Government Institutions	Bilateral/Multilateral Agency	Non-Government Stakeholders
WBG e-Newsletters	47%	46%	36%	33%
WBG event / conference / workshop <i>(in person or online)</i>	45%	50%	36%	41%
Direct contact with WBG staff <i>(e.g., in person, virtually, phone, email)</i>	42%	38%	45%	56%
WBG publications	39%	36%	27%	36%
WBG social media channels <i>(e.g., Facebook, LinkedIn, Instagram, Twitter/X)</i>	34%	34%	18%	28%
WBG direct messaging <i>(e.g., WhatsApp)</i>	30%	16%	9%	15%
WBG podcasts	16%	0%	9%	5%
WBG website <i>(including blogs)</i>	4%	46%	64%	28%

Top Two Preferred WBG Channels

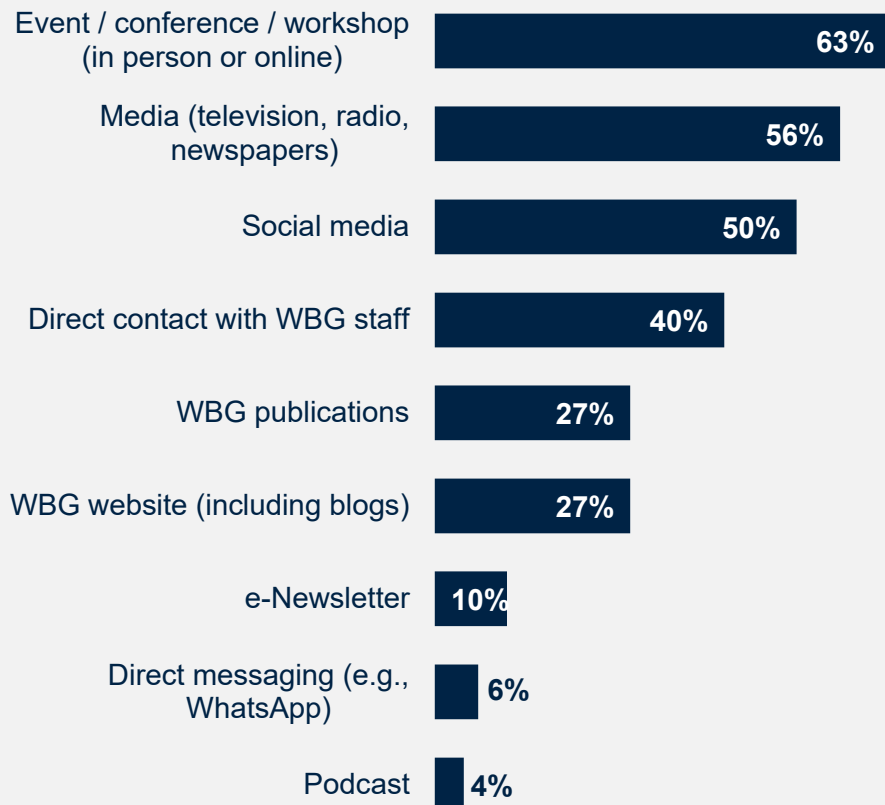


How would you prefer to obtain information from the WBG? (Select up to 3) (Percentage of Respondents, N=106)

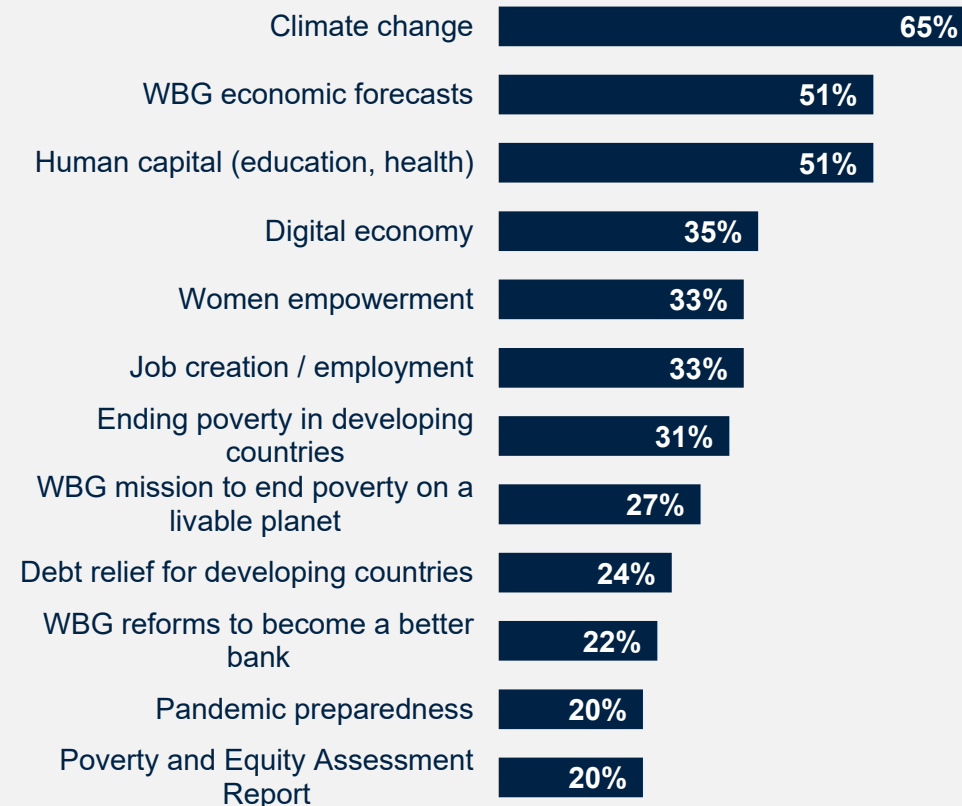
50% of Respondents Recalled Seeing or Hearing About the WBG Recently, Most Often Through WBG Events, with Climate Change as the Most Frequently Recalled Topic

Although WBG **e-newsletters** were identified as a preferred communication channel, only 10% of respondents recalled receiving information through them recently.

Where do you recall seeing or hearing this information?



What do you recall seeing or hearing about the WBG?



Do you recall seeing or hearing anything about the WBG recently? (N = 105)

Where do you recall seeing or hearing this information? (Select all that apply) (Percentage of Respondents, N = 52) ^Only asked to respondents who indicated that they recalled seeing/hearing about the WBG recently.

To Better Understand the WBG's Role in Tonga, Stakeholders Wanted Information on Impact Assessments and Evaluations

	All Respondents	Government Institutions	Bilateral/Multilateral Agency	Non-Government Stakeholders
Impact assessments and evaluations	61%	68%	55%	55%
Case studies of WBG projects	50%	48%	36%	55%
Regular updates on WBG activities	50%	52%	55%	50%
Information on how to work / partner with WBG*	36%	26%	9%	53%
Sector-specific strategies	26%	24%	45%	18%
Overview of WBG financial products and services	24%	20%	36%	24%
WBG research and knowledge	16%	18%	18%	16%

Top Two Types of Preferred Information About the WBG



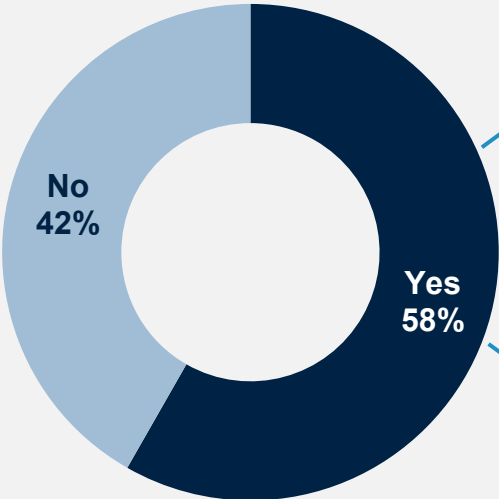
What information would be most helpful to you in understanding the WBG's role in Tonga? (Select up to 3)
 (Percentage of Respondents, N=105) *Significant difference between stakeholder groups

Sample Demographics and Detailed Methodology



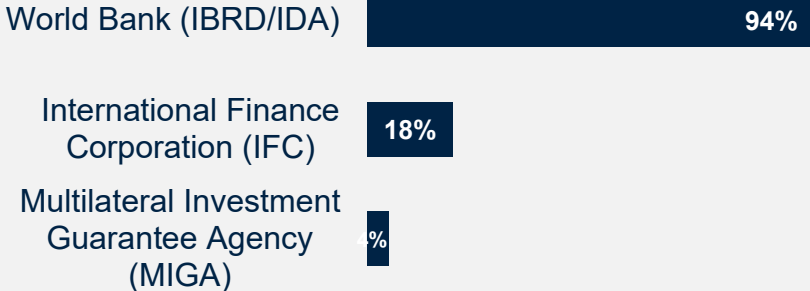
Sample Demographics

In the past 3 years, have you worked or collaborated with the WBG in Tonga?
(N=115)

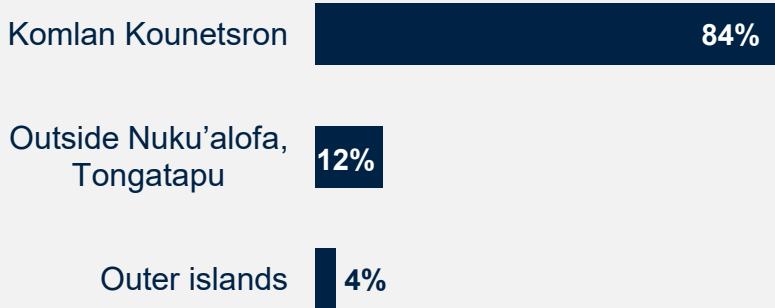


Which of the following WBG agencies have you worked or collaborated with in Tonga?

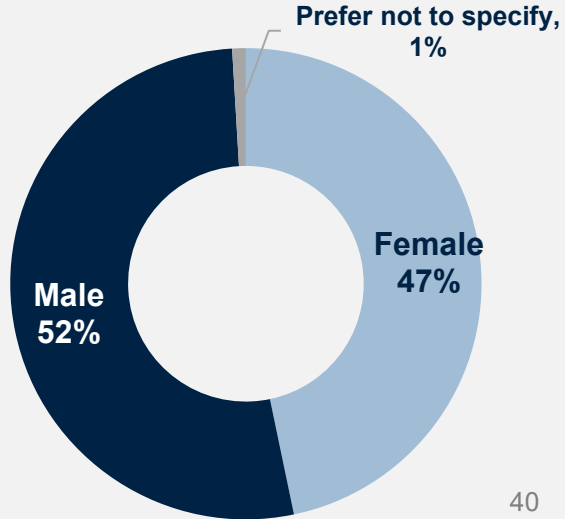
(N=67)



Which best represents your geographic location?
(N=106)

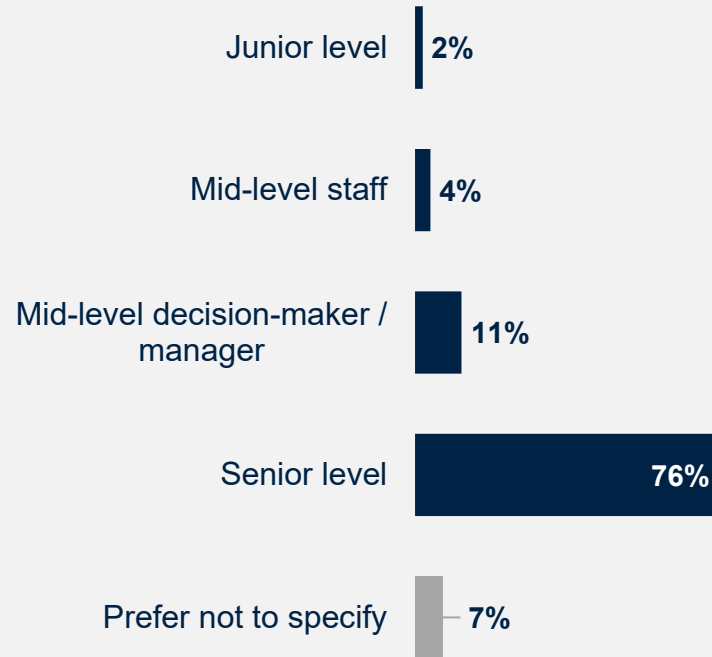


What is your gender?
(N=107)

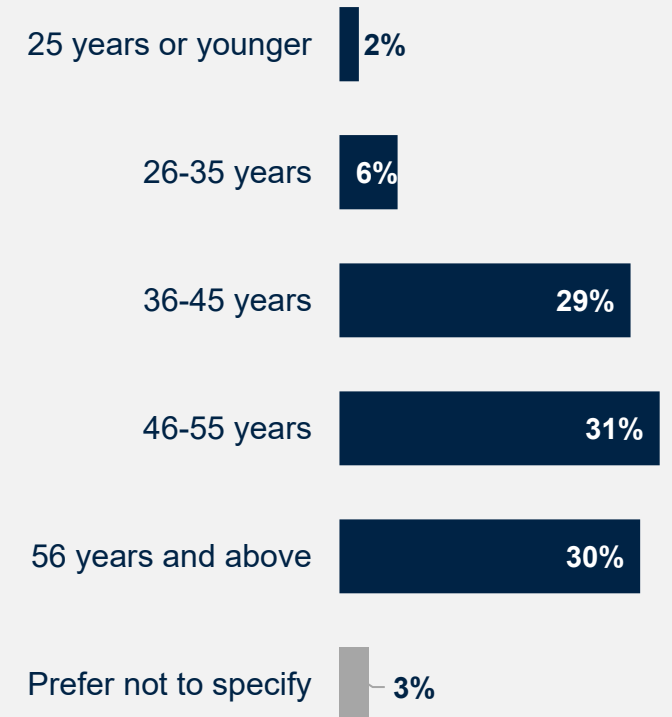


Sample Demographics (continued)

*Within your organization,
would you describe yourself as...*
(N=105)



What's your age?
(N=106)



Detailed Methodology

From **June to September 2025**, a total of 273 stakeholders in Tonga 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 government institutions, local government, bilateral or multilateral agencies, civil society organizations, the private sector, academia and research centers, and the media.

Of these stakeholders, **115 participated in the survey (33% response rate)**. Respondents received the questionnaire via email and either completed it online or with a field agency representative.

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

Breakdowns for individual questions by stakeholder group and by year can be found in the “Tonga COS FY25 Appendices.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Please note that not all questions were asked of every respondent in FY25. Some questions—particularly those requiring more in-depth knowledge of WBG projects and operations—were only presented to a subset of stakeholders. Please refer to the questionnaire for details on question routing. The questionnaire is published in the WBG Microdata Library, along with the survey microdata, appendices, and this report.

The open-ended comments to this survey were analyzed with ChatGPT, a generative AI tool, and reviewed by the World Bank staff for accuracy.

Percentage of Respondents	FY 2025
Government Principals: Office of the President, Prime Minister, Minister, Office of Parliament (The Legislative Assembly of Tonga)	9%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	44%
Local Government	0%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	11%
Civil Society Organization: Local and regional NGO, Community-Based Organization, Private Foundation, Philanthropy, Professional/Trade Association, Faith-Based Group, Youth Group	15%
Private Sector: Private Company, Financial Sector Organization, Private Bank	14%
Academia / Research Center	4%
Media	3%
Other	0%
Total Number of Respondents	115



CountryOpinionSurveys

Thank you

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

countrysurveys@worldbankgroup.org

