



CountryOpinionSurveys

# FY 2025 Samoa

## Country Opinion Survey Report

# Acknowledgements

The Samoa 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.

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# Contents

Objectives

Methodology Overview

Executive Summary

Overall Views of the World Bank Group (WBG)

The WBG's Work on Development Priorities

The WBG's Instruments

The WBG's Engagement and Collaboration

Communication and Outreach

Sample Demographics and Detailed Methodology



# Objectives

This survey was designed to assist the World Bank Group (WBG) in gaining a better understanding of how stakeholders in Samoa 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 Samoa?
- 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 Samoa, 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 Samoa? 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 Samoa?
- 4. The WBG's Engagement and Collaboration:** How is the WBG perceived as a development partner in Samoa? 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

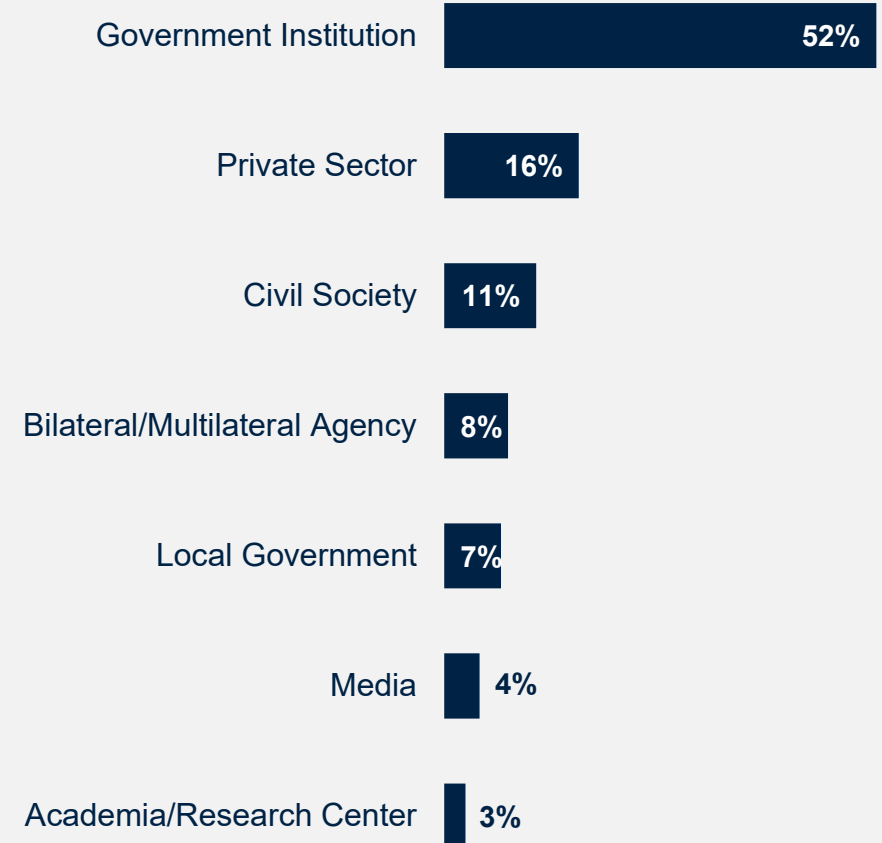
- 285 potential participants were asked to complete the survey
- Respondents completed the questionnaire online
- List of names provided by the WBG country team and supplemented by the field agency
- Data collection conducted by an independent fielding firm

## 118 participants (41% response rate)

- 94% from Upolu
- 43% 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



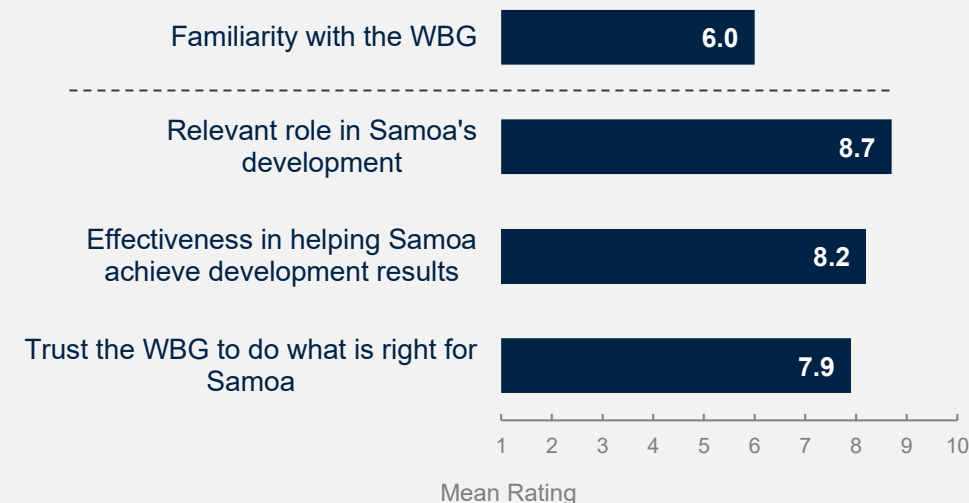
What is your primary professional affiliation? (Select only 1 response) (Percentage of Respondents, N=118)

# Executive Summary

## 1. Overall Views of the WBG:

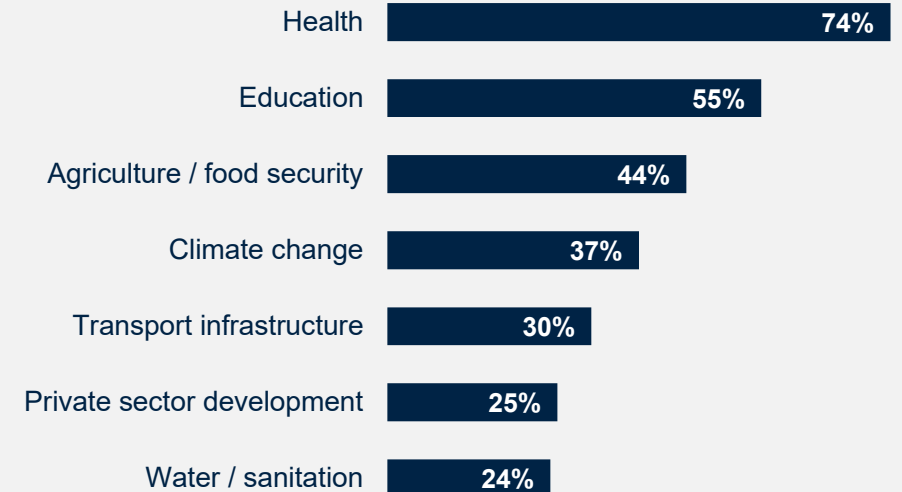
The FY25 Country Opinion Survey in Samoa was conducted for the first time, establishing a baseline for future assessments. **Government stakeholders indicated a notably higher level of familiarity** with the WBG's work, with an average rating of 6.5 on a 10-point scale. In contrast, other stakeholder groups reported lower familiarity, averaging at 4.9. Overall, the combined mean familiarity score across all respondents was 6.0.

Survey participants reported strong **trust** in the WBG, with an average score of 7.9, ranking just below trust in the government of Samoa. Assessments of the WBG's **relevance** to Samoa's development and its overall **effectiveness** were similarly positive, each exceeding 8.0 on the scale. Taken together, the WBG's performance on trust, relevance, and effectiveness was broadly comparable to the results observed in other countries in the East Asia and Pacific region included in the FY25 survey wave.



## 2. The WBG's Work on Development Priorities:

In FY25, stakeholders identified **health, education, agriculture/food security, climate change, and transport infrastructure** as the key areas for the WBG's support. In qualitative comments, respondents also most frequently emphasized strengthening the health sector, calling for upgraded hospital facilities, expanded rural services, improved equipment, and greater investment in medical workforce development. Education was also a major priority, with suggestions to improve rural and inclusive schooling, expand vocational and technical training, and better align skills development with employment opportunities. Climate resilience and environmental sustainability emerged as critical cross-cutting concerns, particularly through investment in disaster risk management and climate-resilient infrastructure. Agriculture and private sector development were further highlighted as key to economic diversification and job creation, with calls for improved access to finance, support for smallholder farmers and MSMEs, and sustained capacity building to ensure long-term impact.



# Executive Summary (continued)

## 3. WBG's Operational Effectiveness:

When asked about the WBG's reform efforts over the past two years, over half of stakeholders reported that the WBG had become somewhat or significantly better at fulfilling its core mission of **improving people's lives** (58%) and **at enhancing Samoa's overall business environment** (56%).

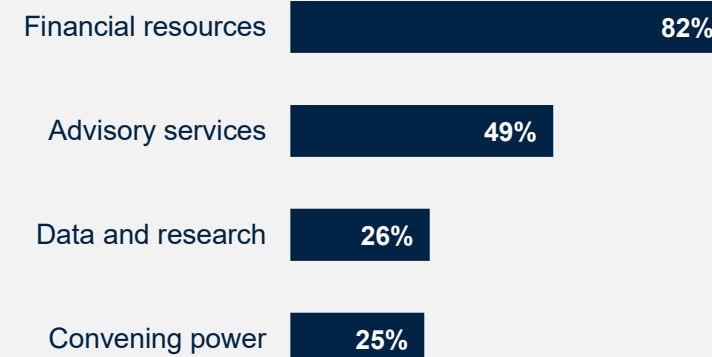
About two-thirds of WBG clients and partners identified improvements in the **technical quality of WBG-supported projects** as the most significant reform-related enhancement in the Bank's operations. A further 56% noted better collaboration in mobilizing development finance, and just over half observed improvements in how the WBG works across its institutions. Fewer respondents (42%) perceived changes in the speed of project approval. All respondents who collaborate with the WBG on specific projects rated the institution as helpful in achieving project objectives, with 74% describing **it as very helpful**.

In qualitative comments regarding WBG's operational work, respondents emphasized the need to **strengthen project implementation through better monitoring**, follow-up, and more timely and flexible delivery of support, particularly by addressing procurement bottlenecks and improving oversight. They also mentioned the importance of a deeper **in-country presence and more context-sensitive approaches**, including engaging local experts, aligning projects with national priorities, and adapting interventions to Samoa's governance and cultural context. **Capacity building** also emerged as central to operational effectiveness, with calls to

**strengthen institutional and human capacity within government, civil society, and implementing agencies to ensure sustainable, locally owned results.**

## 4. WBG Instruments:

Stakeholders considered the WBG's **financial resources** and **advisory services** to be its greatest value to Samoa. They expressed high levels of agreement that the conditions of the WBG's financing are competitive on the market (mean=8.1) and had generally positive views regarding the WBG's financial support, rating the extent to which its **financing meets the country's needs** at a mean of 8.0. They also viewed the institution's financing standards and requirements as reasonable (mean=7.5) and assessed the timeliness of financial support rather favorably (mean=7.3). In written comments, respondents emphasized the need for increased and more flexible financial support, including expanded grants, budget support, and improved access to finance for SMEs, women-led businesses, and underserved sectors such as agriculture and tourism.



# Executive Summary (continued)

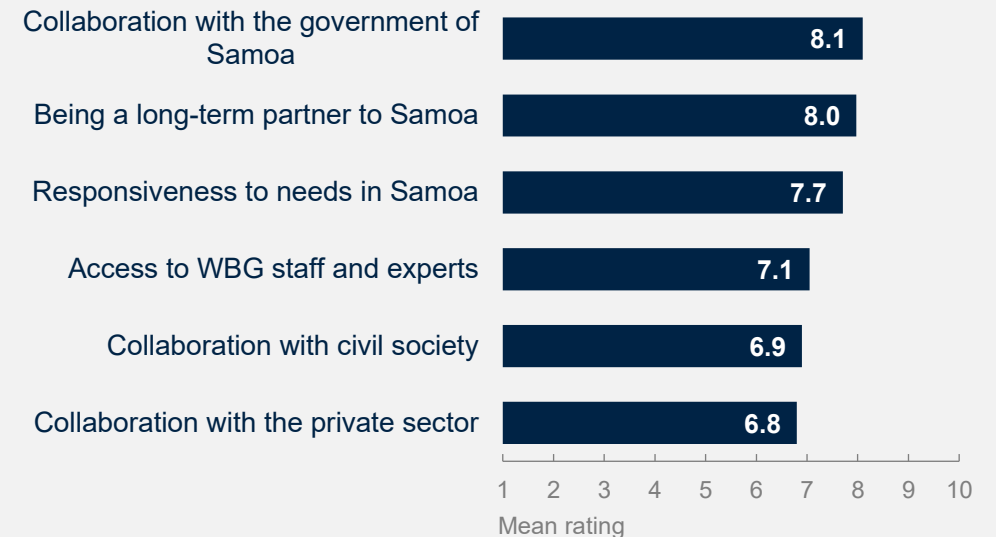
## 4. WBG Instruments (continued)

57% of respondents reported using the WBG's knowledge work, with almost equal frequency for research/analytical reports, workshops or training courses, advisory services, and data resources. Stakeholders expressed very positive views of the Bank's knowledge work, particularly regarding its **contribution to institutional capacity building** (mean=8.4), overall quality (mean=8.2), and contribution to development results (mean=8.0). However, ratings were notably lower for the extent to which WBG publications are translated into local languages (mean=6.4), indicating clear room for improvement in accessibility. Nearly 77% of respondents who used the WBG's knowledge work reported that its **policy advice helped shape government policies in Samoa**, particularly in macroeconomic and fiscal management, climate-resilient infrastructure, transport, and energy sector reform. Stakeholders called for stronger, long-term capacity building that develops local skills, institutional systems, and implementation capabilities to ensure sustainable, self-reliant results.

## 5. The WBG's Engagement and Collaboration:

Respondents viewed the WBG as a **long-term** partner to Samoa (mean=8.0), and ratings for the Bank's responsiveness to needs in Samoa were also rather positive (mean=7.7). Respondents gave very high ratings for the effectiveness of WBG's partnerships with the **government of Samoa** (mean=8.1) and other **development partners** (mean=7.4), while ratings for collaboration with the private sector and civil society were more moderate (below 7.0). Looking ahead, respondents indicated that the WBG should strengthen its collaboration with the private sector and local government and,

in written comments, further emphasized the need for **closer engagement with local communities** and village governance structures, as well as civil society organizations, to ensure culturally appropriate, inclusive, and locally owned solutions.



## 6. Communications:

Only about 40% of respondents reported having recently seen or heard information about the WBG. The most common sources were traditional media, WBG-hosted events, and social media, and the topic most frequently recalled was the progress of WBG-funded projects. Stakeholders indicated a preference for receiving information from the Bank through WBG-hosted events and direct contact with staff. They identified impact assessments, case studies of WBG projects, and guidance on how to engage or partner with the WBG as the most useful types of information for better understanding the Bank's role in Samoa.



# ***Overall Views of the World Bank Group***

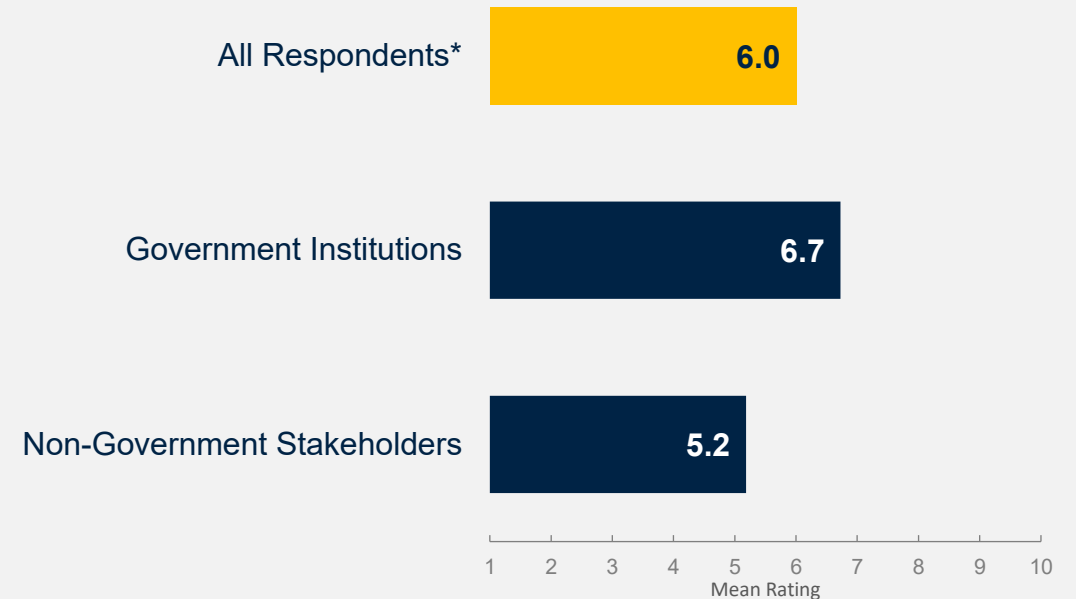


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# Familiarity with the WBG Varies by Group, with Government Stakeholders Being the Most Aware

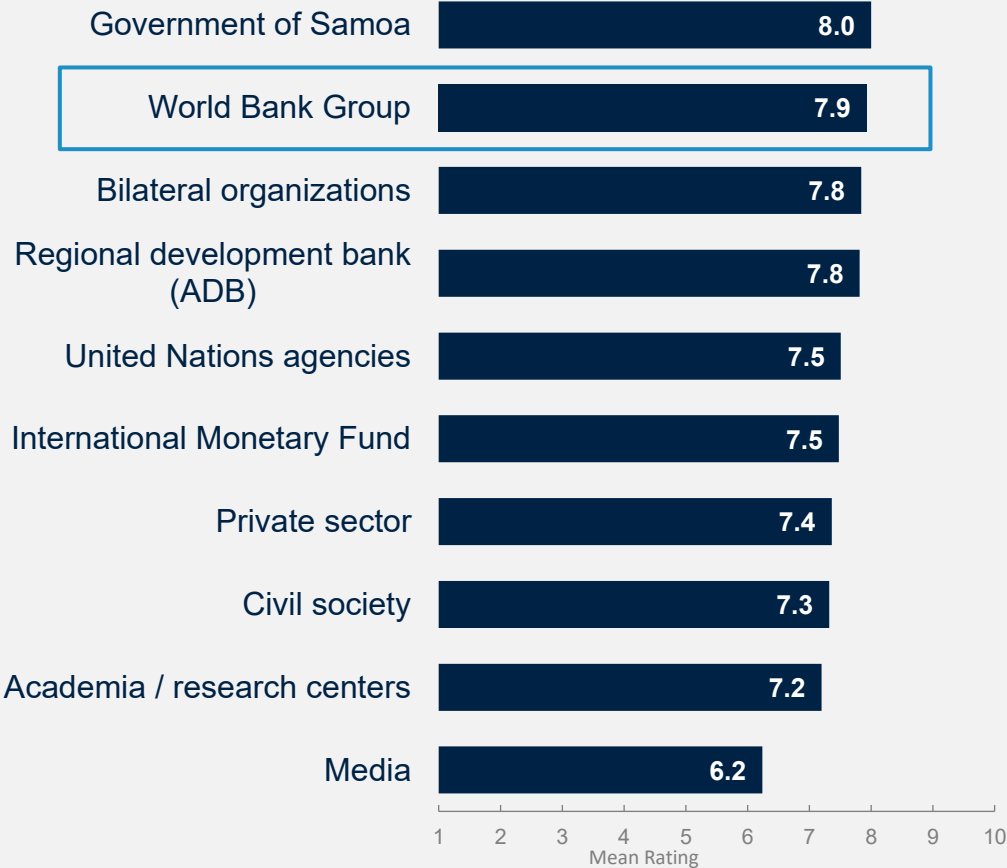
## Collaboration with the WBG

Mean familiarity:      **Collaborate with WBG = 7.9\***  
                                 **Do not collaborate = 4.6**



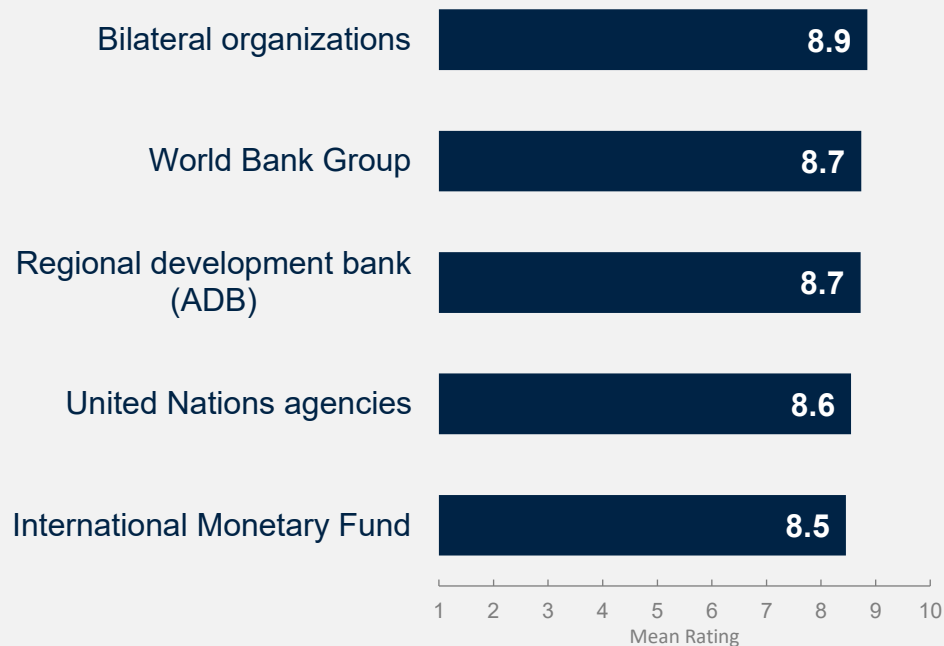
# WBG is Among the Most Trusted Institutions

Notably, stakeholders from non-government institutions expressed lower levels of trust across institutions, including in the WBG.



# Stakeholders Perceive the WBG as Relevant and Effective, Alongside Bilateral Organizations and the Asian Development Bank

## RELEVANCE to Samoa's development



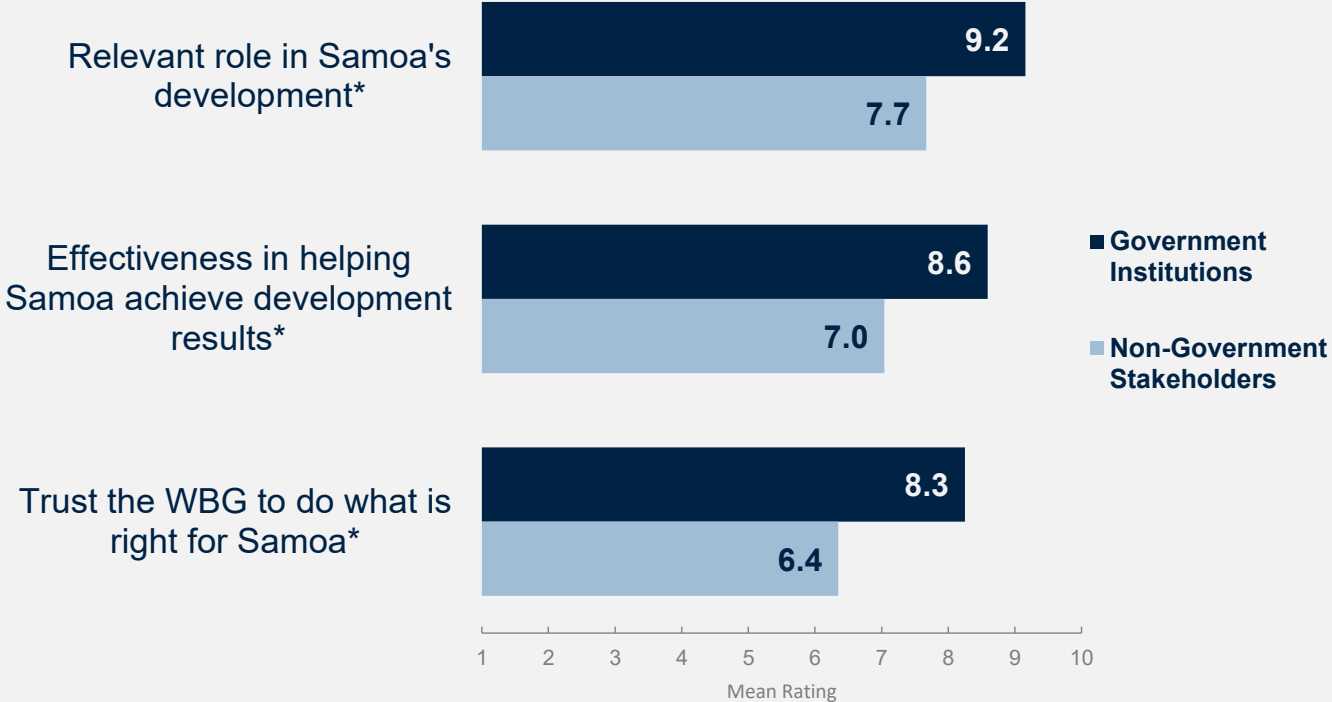
## EFFECTIVENESS in helping achieve development results



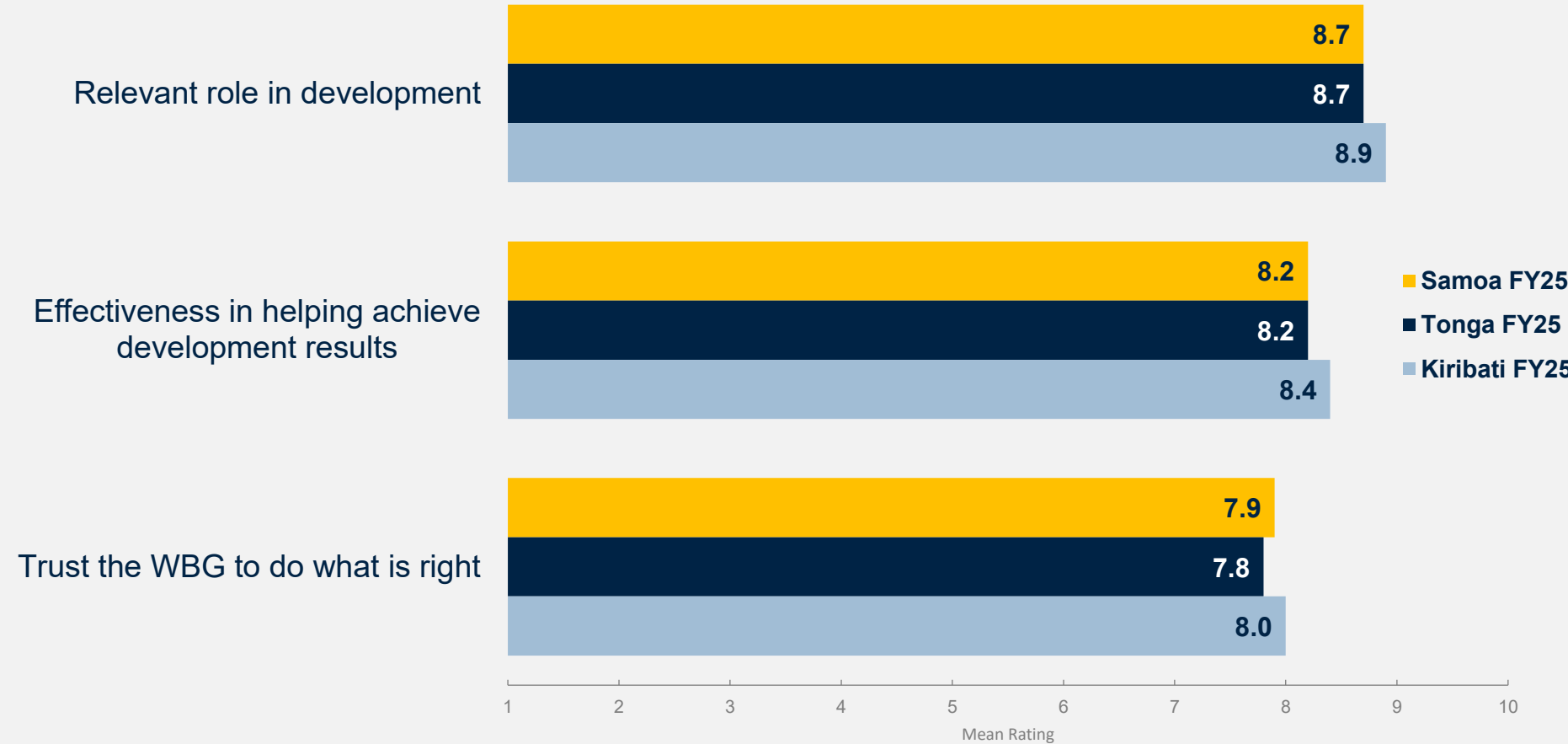
How relevant is the World Bank Group to Samoa's development? (Not at all 1; Very much 10)  
How effective is each of the following organizations in helping Samoa achieve development results? (Not at all 1; Very much 10)

# While Overall KPIs Are High, Differences Across Stakeholder Groups Are Apparent

Respondents from government institutions report significantly more positive perceptions of the World Bank across three key performance indicators than non-government stakeholders. Of note, familiarity with the WBG was also notably lower among non-government stakeholders.

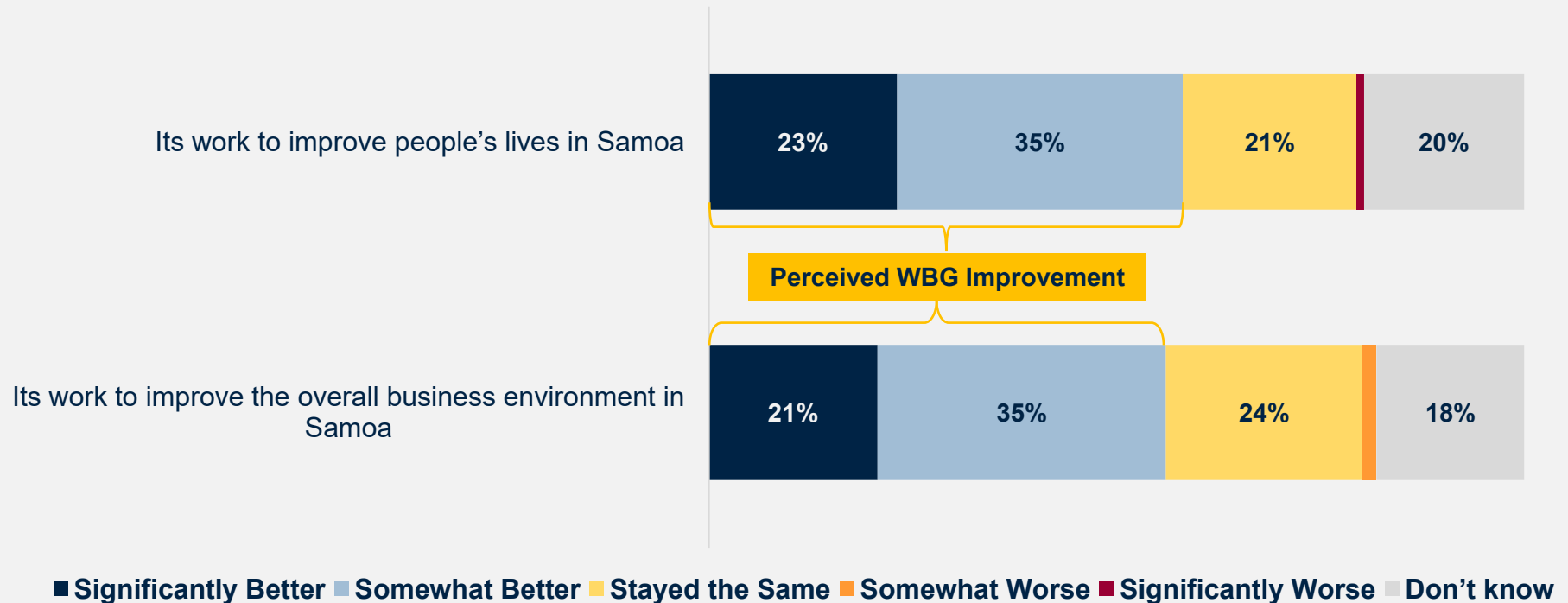


# KPI Ratings in Samoa are Broadly in Line with Other Pacific Island Countries



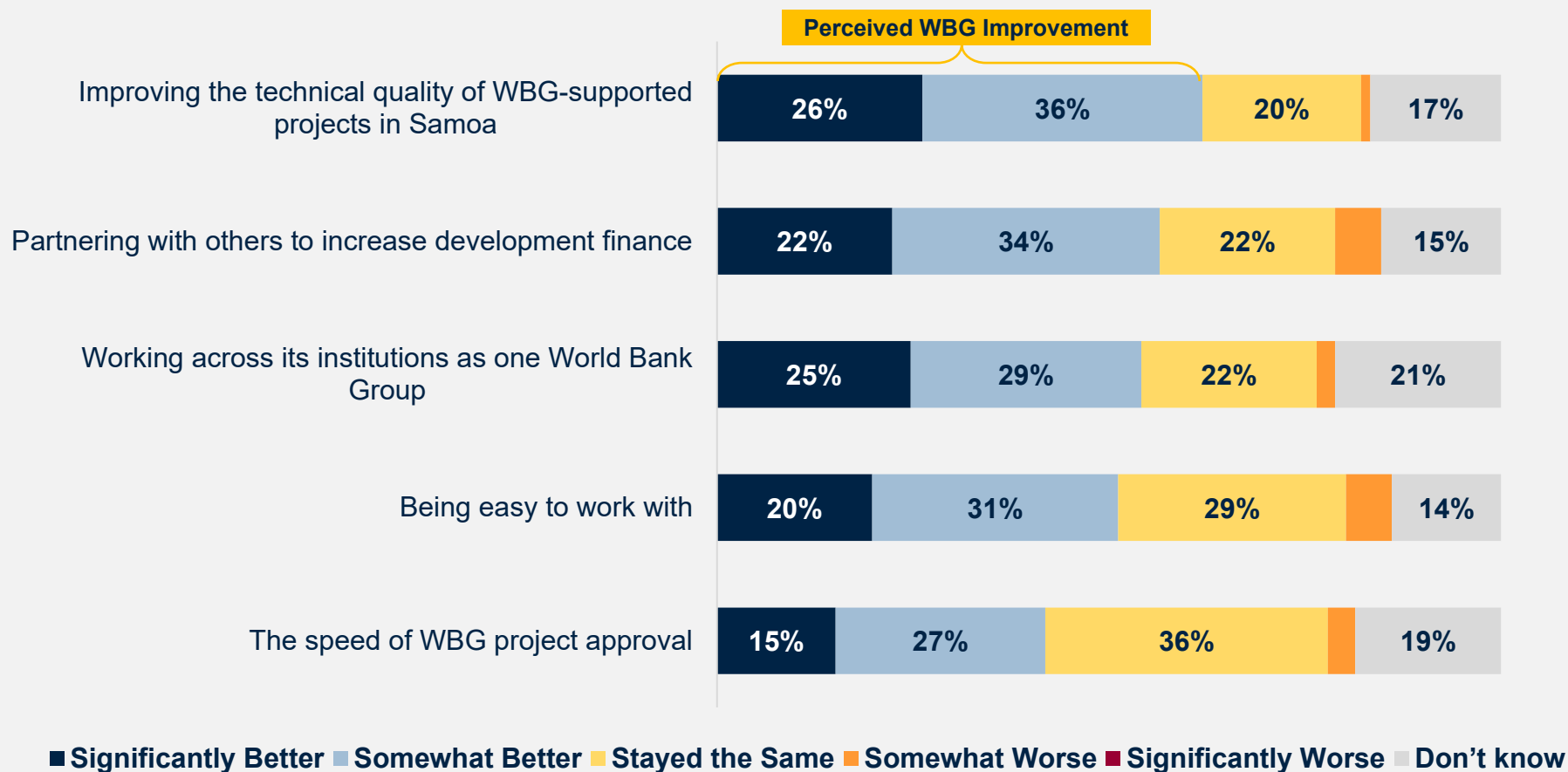
# Over Half of Stakeholders Note Improvements in the WBG's Work to Enhance People's Lives and the Overall Business Environment in Samoa

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



# Around 62% of Stakeholders Seeing Improvements in Technical Quality of WBG-Supported Projects

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***

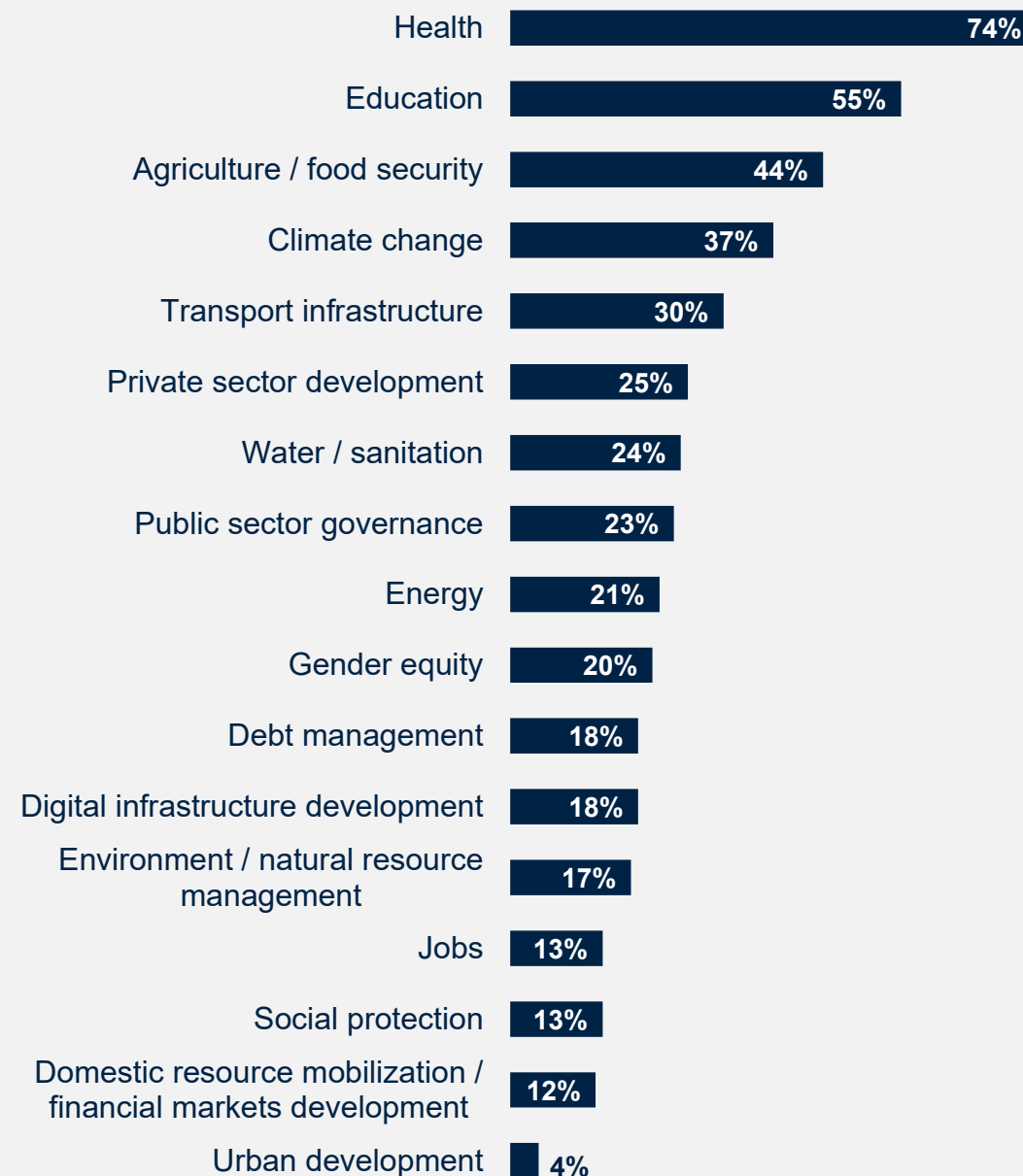


# WBG: Focal Development Areas

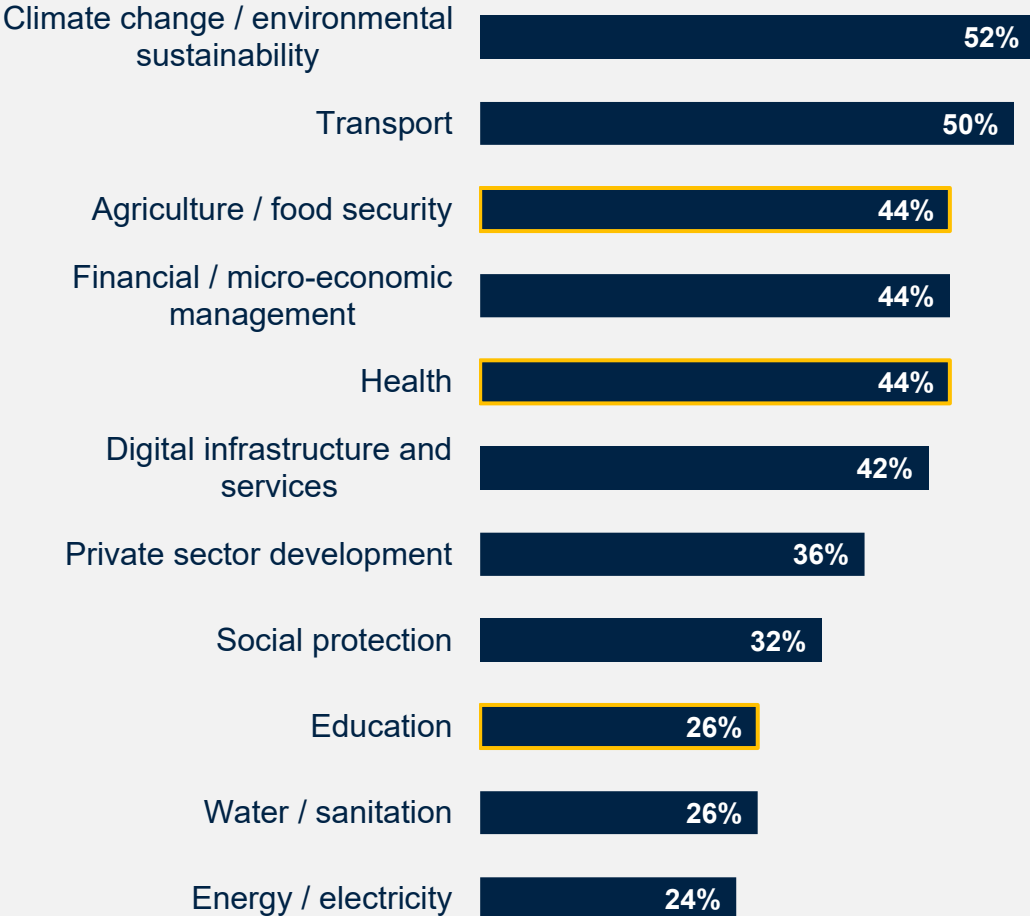
In FY25, stakeholders emphasized the importance of the WBG prioritizing its work in **health**, **education**, and **agriculture/food security**. Non-government stakeholders placed greater emphasis on **jobs**, while government stakeholders were more likely to prioritize **transport infrastructure**.

When asked how the WBG can be more effective in Samoa<sup>^</sup>, respondents discussed key development areas where the WBG could prioritize its resources:

- Invest in health, education, and social protection, especially for vulnerable groups.
- Support private sector growth and jobs through SME finance, tourism, and enabling infrastructure.
- Strengthen climate resilience and sustainable agriculture with green finance and disaster preparedness.
- Expand digital connectivity and resilient infrastructure to improve service delivery and growth.



# Stakeholder Are Most Familiar with the Projects on Climate Change and Transport



Top Three Development Areas for the WBG's Focus



# Nearly All WBG Clients Said the WBG Was Helpful in Achieving Project Goals



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

*“The funding received by the Government via the Ministry of Finance and the Civil Society Support Program enabled small community organizations to finance their approved agriculture related projects, such as mixed crop farming, inshore fishing, hydroponics, cattle farming, etc.*

*Community organizations were able to procure, mobilize, and develop their own methods of farming based on the available resources obtained for the necessary development of their farms. With the ongoing monitoring by the World Bank, the CSSP, and MOF, all community organizations were able to complete the projects within the set timelines.”*  
(Government Institution Respondent)

*“It had really helped the Health Service in Samoa cope with the Covid 19 pandemic with the resources Samoa could not have been able to obtain without such support. Additionally, Improvement in Healthcare Waste Management through modern incinerators for both islands, and for the future, Public Health BSL 2 and clinical laboratories have been designed, construction is now ready to be executed subject to funding.”* (Bilateral/Multilateral Agency Respondent discussing COVID-19 preparedness project)

*“The project focused on improving airport infrastructure & helped to improve aviation strategic documents. It played a significant role in providing safe infrastructure at Faleolo, which allowed passenger numbers to significantly increase, and helped in the increase of revenue for Samoa as a whole.”*

(Government Institution 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=49) [If helpful rating > 4] How did this project impact the people? (N=40)

# ***The WBG's Instruments***



# Financial Resources Considered the WBG's Greatest Value to Samoa

Financial resources (e.g., budget support, investment lending, grants, trust funds)

82%

Advisory services (e.g., capacity building and training, policy advice, technical assistance)

49%

Data and research (e.g., statistics, reports, research on global development issues)

26%

Convening power (e.g., bringing together different stakeholder groups, donor / development partner coordination, mobilizing 3rd party financial resources)

25%



# Most Stakeholder Agree that WBG's Financing is Competitive to Markets, Fewer Agree that it is Timely

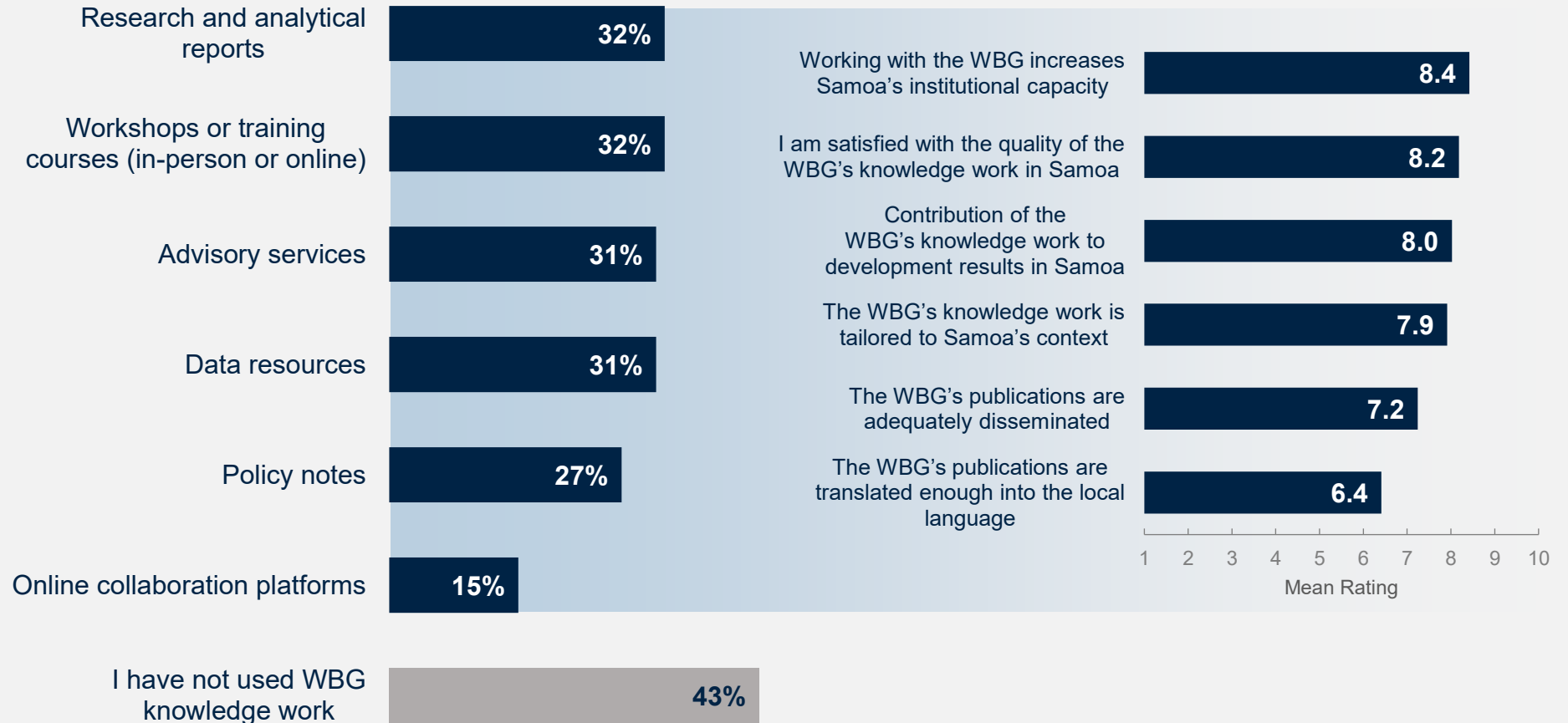


1 2 3 4 5 6 7 8 9 10  
Mean Rating



To what extent do you agree with the following statements about the WBG's financial support to Samoa?  
(Strongly disagree 1; Strongly agree 10) ^Asked only to those in government institutions or who said that they collaborate with the WBG.

# 57% of Respondents Reported Using WBG Knowledge Work; Its Contribution to Development Results and Quality Is Highly Rated; Ratings for Translation Are Moderate



In the past 3 years, what WBG knowledge work have you used? (Select all that apply) (Percentage of Respondents, N=114)  
 How significant a contribution do you believe the WBG's knowledge work makes to development results in Samoa? (Not significant at all 1; Very significant 10)  
 To what extent do you agree with the following statements? (Strongly disagree 1; Strongly agree 10) – Only respondents who have used the WBG's knowledge work answered this question.

# 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?*

## **Policy & National Planning**

- Guided economic recovery and resilience strategies (ERRP, SDS) post-COVID.
- Informed reforms in fiscal management, tourism, climate adaptation, and social protection.

## **Project Design & Implementation Support**

- Used for project preparation, scoping missions, and co-financed program design.
- Supported monitoring, compliance, procurement, and bid evaluation processes.

## **Capacity Building, Research & Outreach**

- Strengthened institutional capacity (tax, revenue systems, digital skills).
- Applied in research, benchmarking, education, and media/public awareness.



# 77% of Respondents Report WBG Policy Advice Shaped Government Policy and Influenced Key Development Areas

## Climate-Resilient Infrastructure

- *“The development and implementation of the Samoa Climate Resilient Transport Policy and Strategy, which was shaped significantly through technical assistance and analytical support provided under the Samoa Climate Resilient Transport Project (SCRTP).”* (Government Institution Respondent)
- *“In various policy measures promoted by its budget support and technical assistance instruments on various topics, including public management, fiscal policy, environmental issues, etc.”* (Civil Society Respondent)

## Energy

- *“WBG supported Samoa’s Energy Sector Plan and provided technical assistance on the legal/regulatory framework; WBG influenced the move towards renewable energy targets (aiming for ~70–100% renewables).; Helped promote Independent Power Producers (IPP) — which is relevant to my Waste to Energy Project.”*  
(Private Sector Respondent)

## Economic recovery and Fiscal Management

- *“Joint efforts in ensuring government-led policies and reforms of high quality and impactful on the intended beneficiaries. Support to the Social Protection Policy Framework approved by Cabinet, support to the Debt policies, including the Medium Term Debt Strategy and Government Guarantee policy, the disaster preparedness and disaster risk financing policy of the Government, to name a few.”* (Government Institution Respondent)
- *“WB and other partners form the government-led joint policy action matrix (JPAM) group, which facilitates budget support operations. The advice through TA support of the WB and others influences policies relating to PFM activities.”* (Bilateral/Multilateral Respondents)



In your opinion, has the WBG’s policy advice influenced a new or previous government policy in Samoa? (Percentage of Respondents, N=60)  
What government policy or action did the WBG’s advice influence and in what way? (N=77) Select comments corresponding to the top 3 development priorities for the WBG’s focus as identified by respondents are shown here.

# ***The WBG's Engagement and Collaboration***



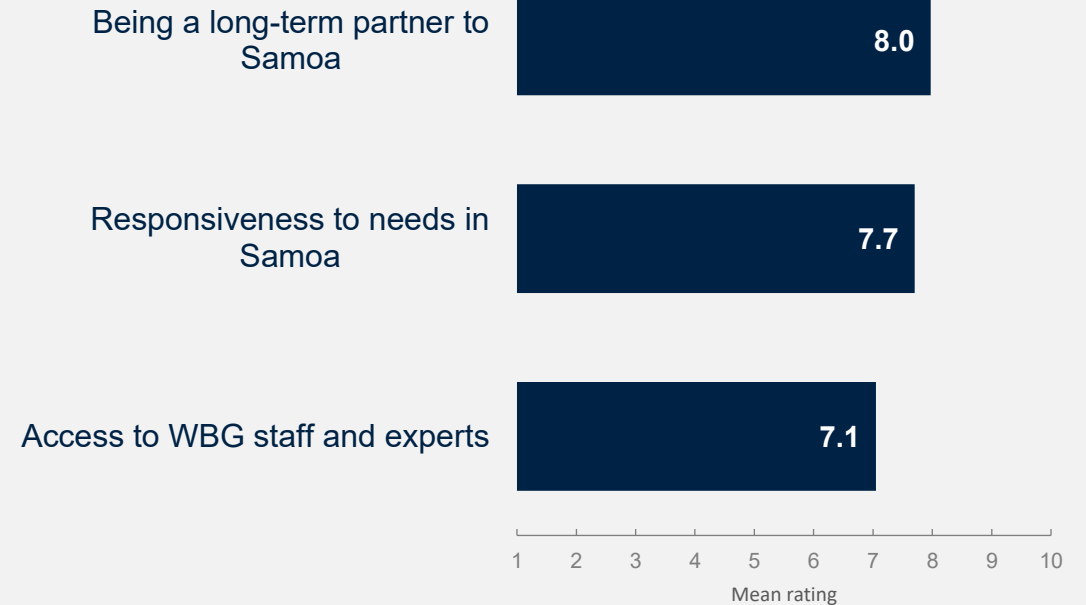
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# WBG Viewed as a Long-Term Partner

Respondents from non-government institutions expressed significantly lower ratings of the WBG as a long-term partner and of the accessibility of its staff.

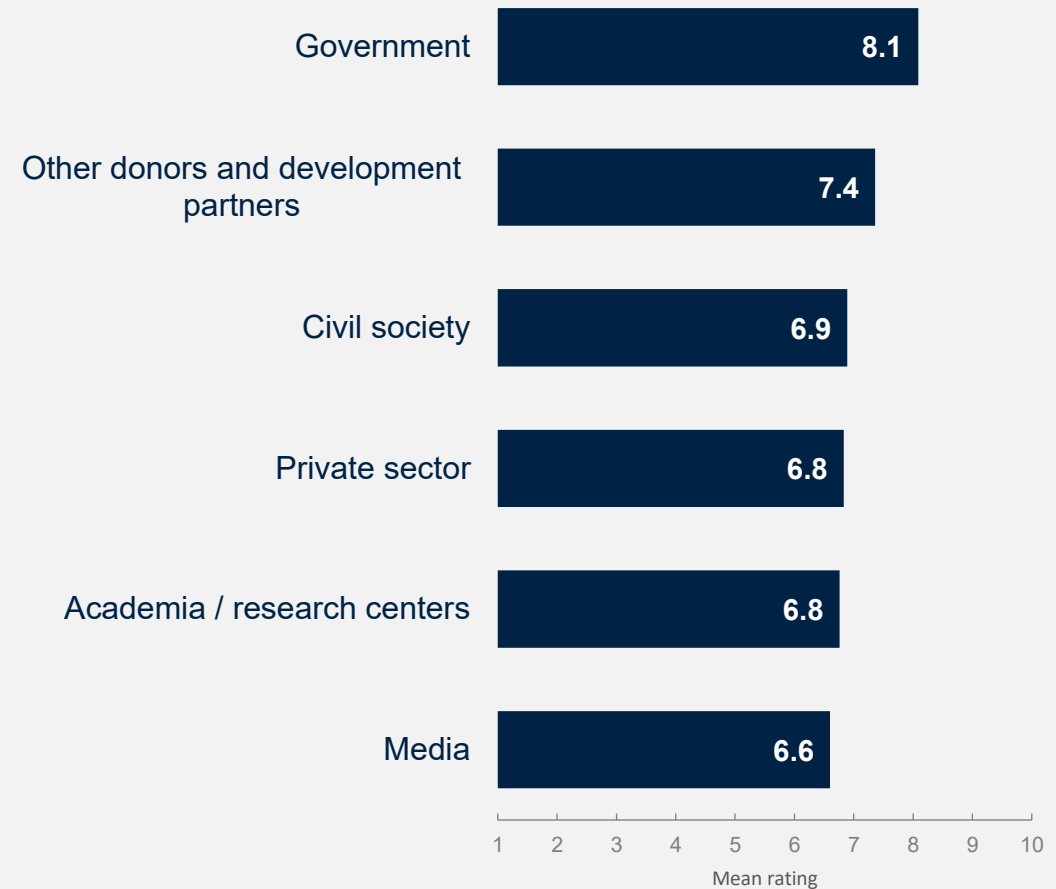
## In their open-ended responses<sup>^</sup>, stakeholders suggested ways for the WBG to improve its operational effectiveness:

- Speed up and strengthen implementation through timely project approvals, better procurement support, and stronger monitoring of progress, risks, and results.
- Build sustainable local capacity and ownership by investing in ministries, communities, and local experts to reduce reliance on external consultants and ensure long-term impact.
- Improve in-country engagement and contextual fit with a stronger local presence, culturally aligned approaches, and closer coordination with national priorities and stakeholders.



# WBG Partnerships in Samoa Perceived as Positive

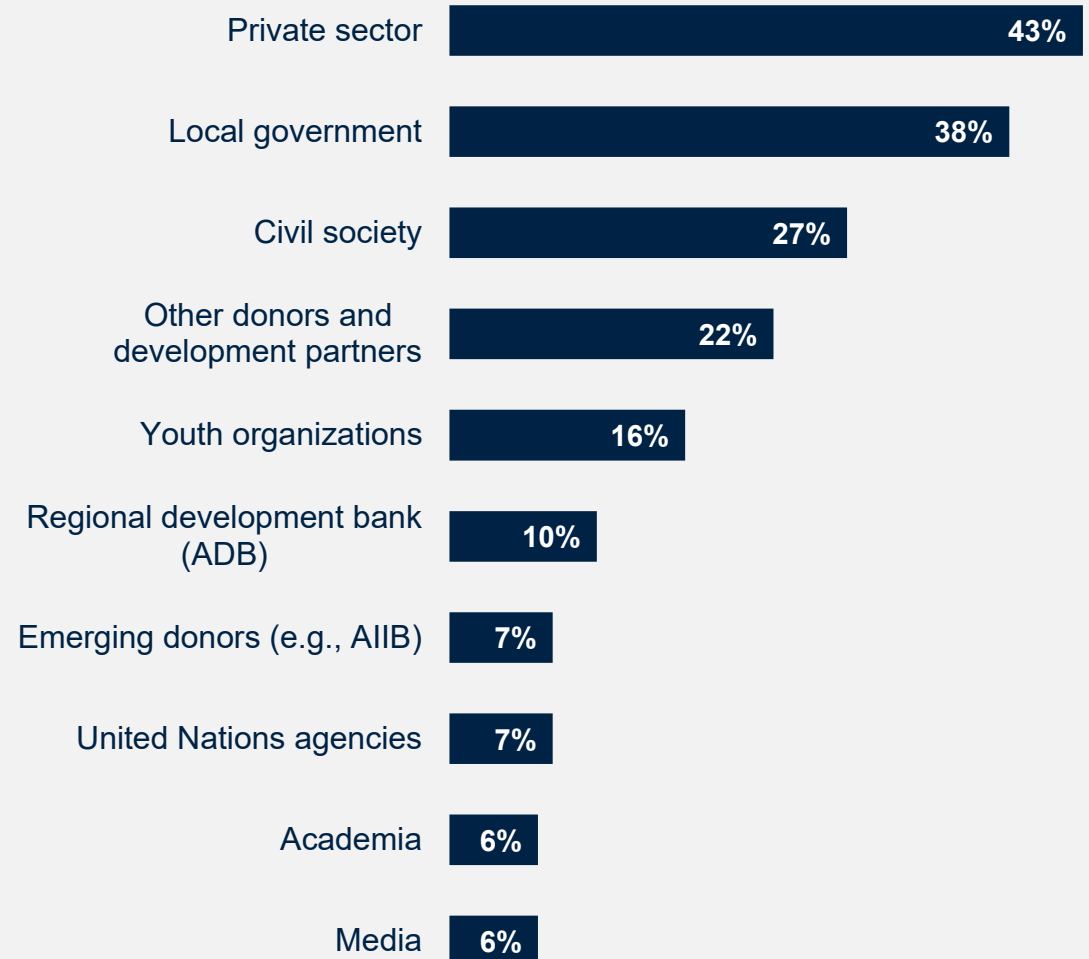
Respondents from **non-government institutions** have significantly lower ratings for the WBG collaboration with civil society and private sector (both means = 5.9).



# Stakeholders Want the Bank to Collaborate More With Private Sector and Local Government

Of note, around one-fifth of comments answering the question of how the WBG can be more effective in Samoa<sup>^</sup> discussed the need for the WBG to increase engagement and collaboration with stakeholders. In particular, respondents felt that more collaboration could:

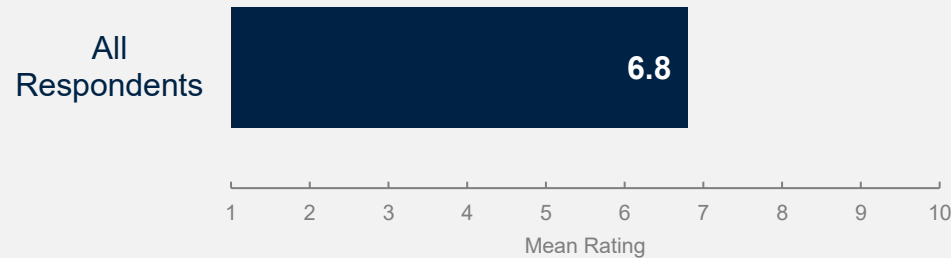
- Deepen locally driven partnerships by engaging village governance structures, CSOs, NGOs, the private sector, and local experts in co-design and implementation.
- Strengthen in-country presence and direct engagement (e.g., local office, regular missions, direct contact) to improve coordination, trust, and responsiveness.
- Institutionalize collaboration and ownership through joint planning, capacity building, inclusive dialogue platforms, and stronger monitoring and follow-up mechanisms.



In addition to its partnership with the national government, which of the following should the WBG collaborate with more to have greater impact in Samoa? (Select up to 2) (Percentage of Respondents, N = 115)

<sup>^</sup>What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Samoa? (Please be specific) (N = 84)

# WBG Effectiveness in Facilitating Civil Society Participation



Some respondents rated the WBG’s effectiveness below average (1-4). These respondents suggested the following could help to make the WBG more effective:

- Build sustained relationships with local and traditional structures to align support with community priorities.
- Increase direct funding and capacity building for local CSOs, especially those serving vulnerable groups.
- Institutionalize civil society engagement in project design, monitoring, and accountability.
- Establish regular consultation platforms and improve access to information.

## Some Examples of the WBG’s Effective Facilitation of Civil Society Participation

*“Boosting agricultural productivity and linking farmers to markets under the Samoa Agriculture Competitiveness Enhancement Project (SACEP). The WBG worked with farmers’ associations, non-governmental organizations (NGOs), and community-based organizations (CBOs) to co-design and implement the project. CSOs supported community outreach, training of smallholder farmers, and monitoring of environmental and social safeguards. The Outcome, over 2,000 farmers (including women and youth) participated in community-driven agriculture grants, leading to improved livelihoods and sustainable practices.”* (Government Institution Respondent)

*“Samoa Digital Government Transformation Project, where the WBG encouraged participation from stakeholders, including civil society and disability advocacy groups, during the planning phase. This ensured that the design of digital platforms considered inclusivity and accessibility, particularly for vulnerable groups and people in remote areas.”* (Government Institution Respondent)

*“Funding necessary workshops to train community leaders and communities.”* (Civil Society Respondent)

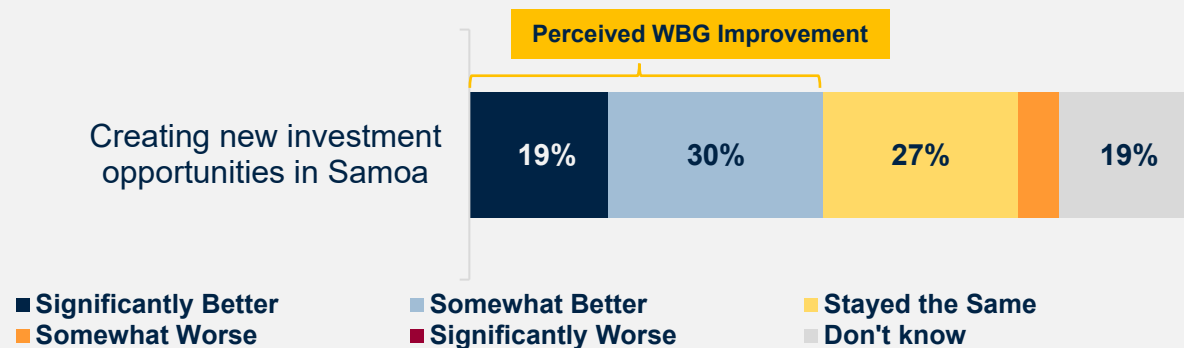


How effective is the WBG in facilitating civil society participation in development policy dialogue and implementation in Samoa? Scale: 1 Not effective at all – 10 Very effective [If effectiveness rating < 5] How could the WBG be more effective in facilitating civil society participation in development policy dialogue and implementation? (Please be specific) (N=5) [If effectiveness rating > 4] Please share examples of the WBG’s effective facilitation of civil society participation in development policy dialogue and implementation. (Please be specific) (N=24)

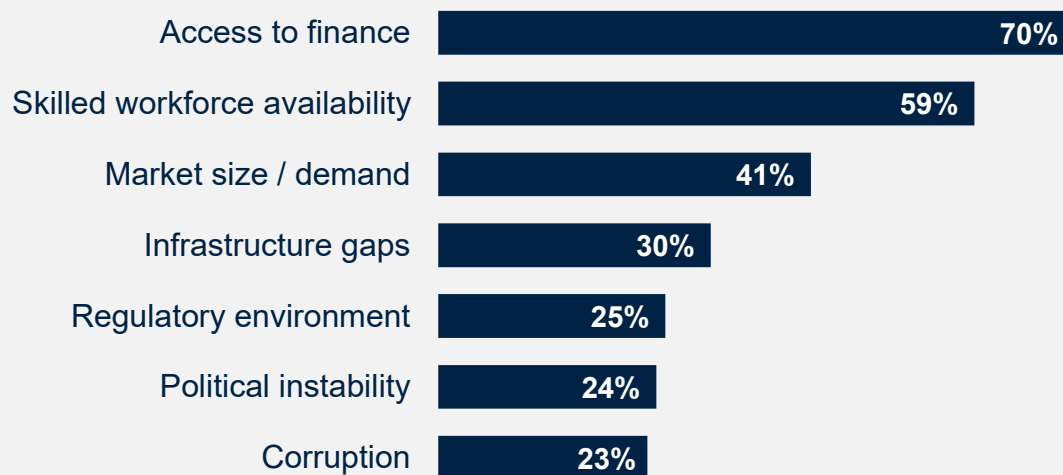


# The WBG Working With the Private Sector

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 Samoa?



## To Make the WBG More Effective in Private Sector Development, Respondents Discussed<sup>^</sup>:

- Deepen private sector engagement and financing by leveraging IFC/MIGA to unlock investment in renewables, tourism, ICT, agriculture, and climate-smart MSMEs, while expanding SME lending and microfinance.
- Strengthen the enabling environment through procurement reform, digitalization, infrastructure upgrades, and improved access to green and blended finance instruments.
- Build private sector capacity and jobs via vocational training, business development support, automation in agriculture, and targeted support for women- and youth-led enterprises.

What are the biggest challenges facing private sector development in Samoa? (Select all that apply) (Percentage of Respondents, N = 79)

<sup>^</sup>What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Samoa? (Please be specific) (N = 84)

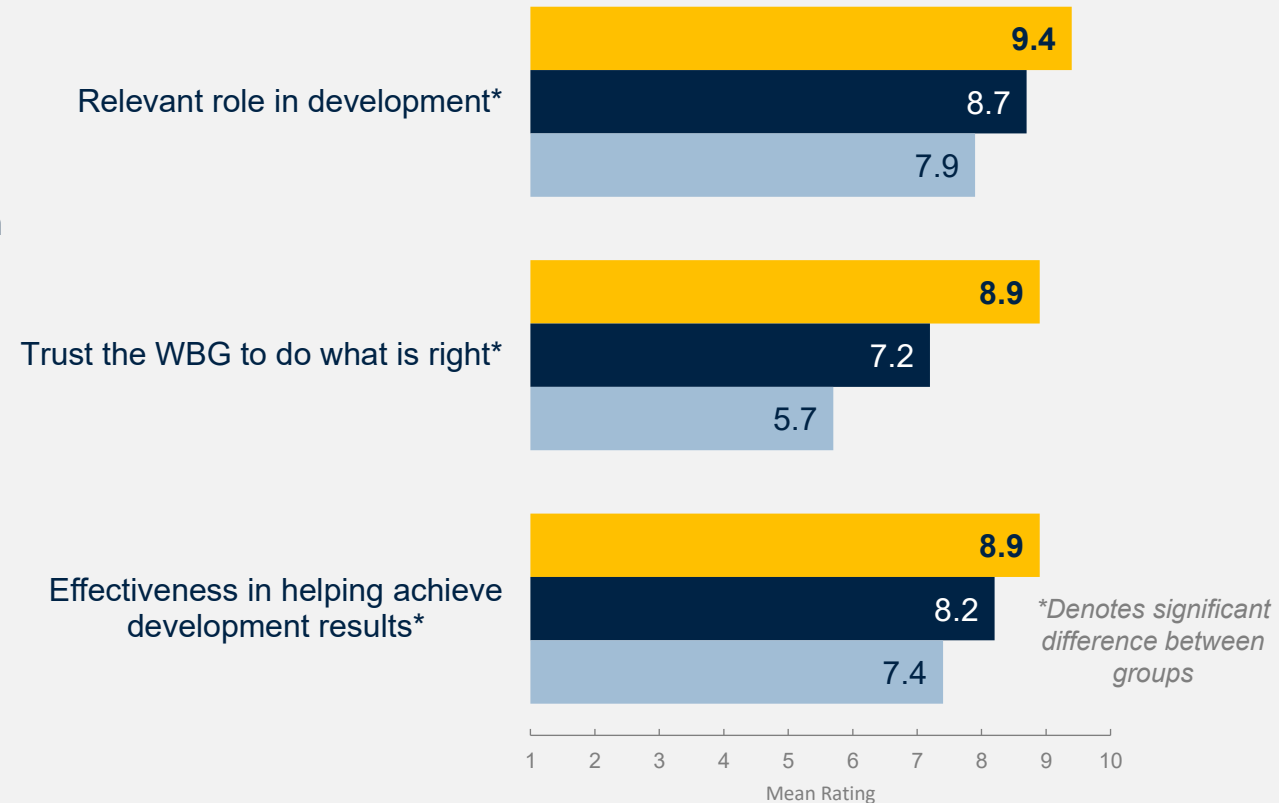
Based on your experience, in the past two years, how has the WBG changed in terms of... (Percentage of Respondents, N=105)

# ***Communication and Outreach***



# 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 Samoa?

■ 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 Events/Conferences/Workshop and Direct Contact with WBG Staff Are Stakeholders' Top Choice for Receiving Information from the Institution

Stakeholder preferences vary and can help guide more targeted outreach efforts. While most respondents prefer WBG events (in person or online) and direct engagement with WBG staff, others identified WBG e-newsletters and the WBG website as their preferred communication channels.

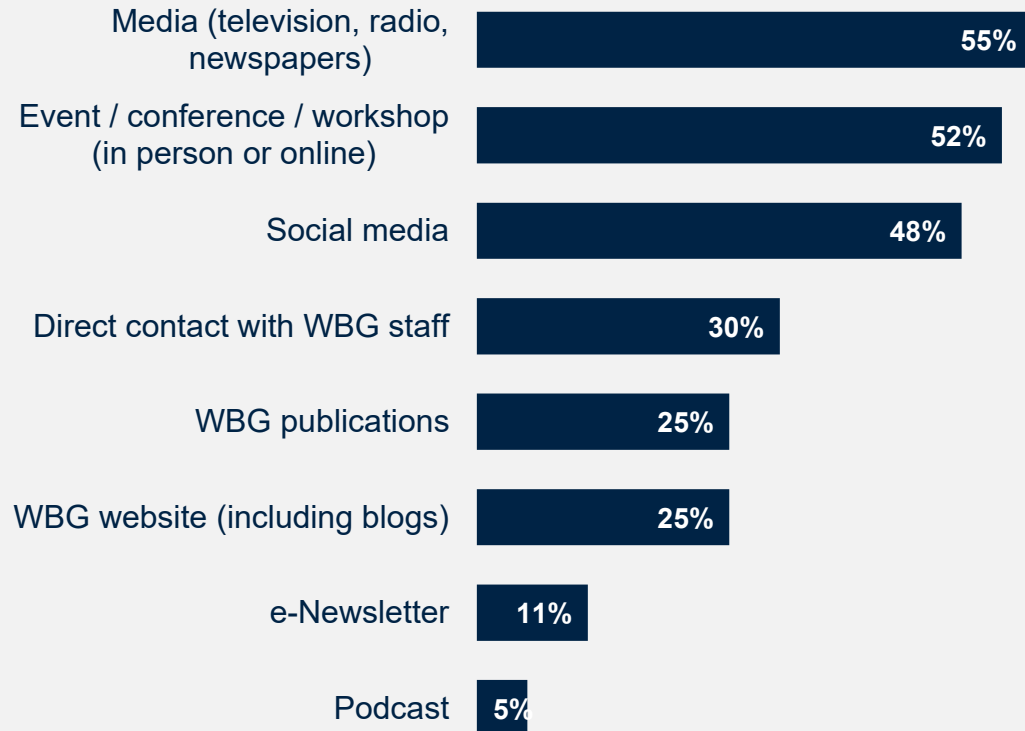
Top Two Preferred WBG Channels	All Respondents	Government Institutions	Non-Government Stakeholders
WBG event / conference / workshop ( <i>in person or online</i> )	51%	56%	47%
Direct contact with WBG staff ( <i>e.g., in person, virtually, phone, email</i> )	44%	44%	47%
WBG e-Newsletters	40%	39%	45%
WBG website ( <i>including blogs</i> )	39%	44%	29%
WBG social media channels ( <i>e.g., Facebook, LinkedIn, Instagram, Twitter/X</i> )	36%	30%	37%
WBG publications	29%	39%	11%
WBG direct messaging ( <i>e.g., WhatsApp</i> )	13%	7%	24%
WBG podcasts	6%	7%	5%



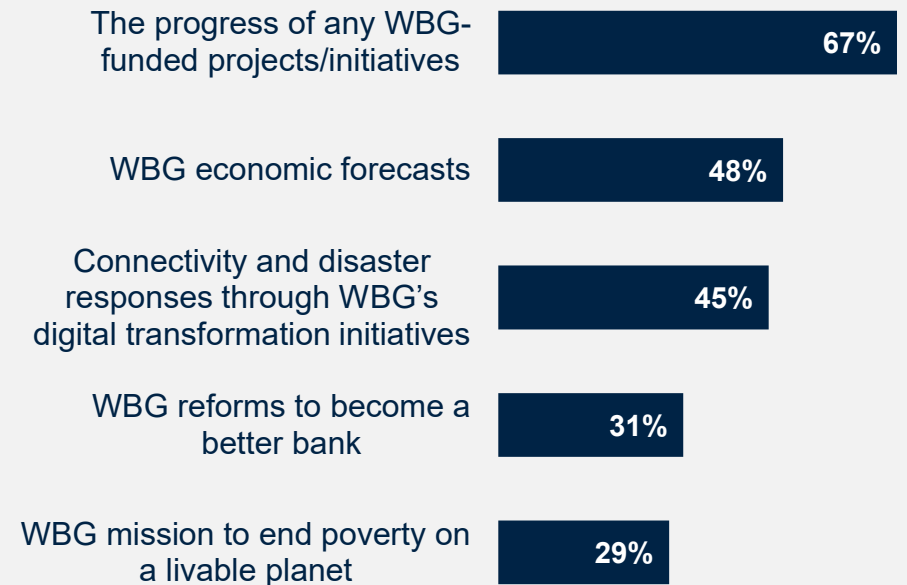
How would you prefer to obtain information from the WBG? (Select up to 3) (Percentage of Respondents, N=107)

# 40% of Respondents Recalled Seeing or Hearing About the WBG Recently, Most Often through Media and WBG Events

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 = 109)

Where do you recall seeing or hearing this information? (Select all that apply) (Percentage of Respondents, N = 44) ^Only asked of respondents who indicated that they recalled seeing/hearing about the WBG recently. What do you recall seeing or hearing about the WBG? (Percentage of Respondents, N=42)

# To Better Understand the WBG's Role in Samoa, Stakeholders Wanted Information on Impact Assessments and Evaluations and Case Studies

	All Respondents	Government Institutions	Non-Government Stakeholders
Impact assessments and evaluations	58%	56%	61%
Case studies of WBG projects	53%	54%	50%
Information on how to work / partner with WBG	42%	41%	42%
Regular updates on WBG activities	38%	39%	39%
Overview of WBG financial products and services	37%	46%	24%
Sector-specific strategies	29%	26%	37%
WBG research and knowledge	16%	16%	16%

**Top Two Types of Preferred Information About the WBG**



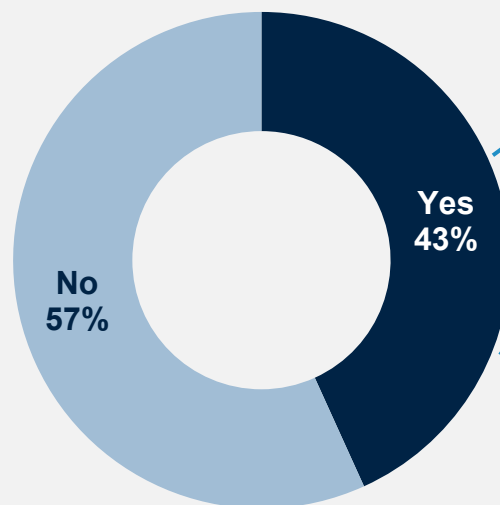
What information would be most helpful to you in understanding the WBG's role in Samoa? (Select up to 3)  
(Percentage of Respondents, N=106)

# ***Sample Demographics and Detailed Methodology***



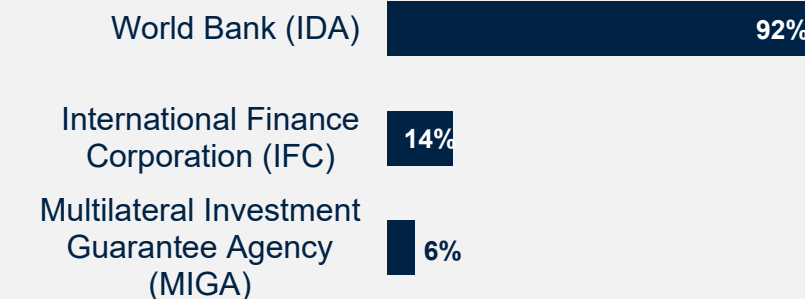
# Sample Demographics

*In the past 3 years, have you worked or collaborated with the WBG in Samoa?*  
(N=118)

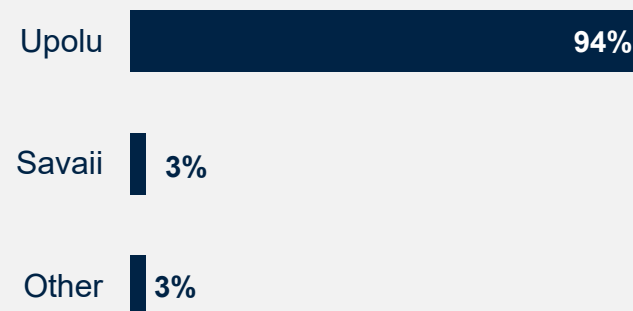


**Which of the following WBG agencies have you worked or collaborated with in Samoa?**

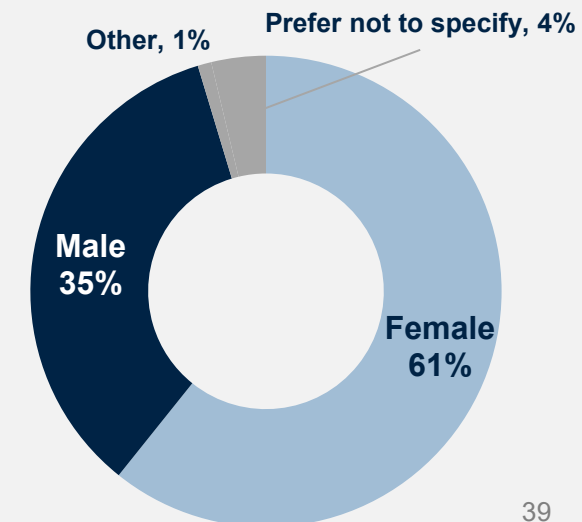
(N=51)



*Which best represents your geographic location?*  
(N=107)

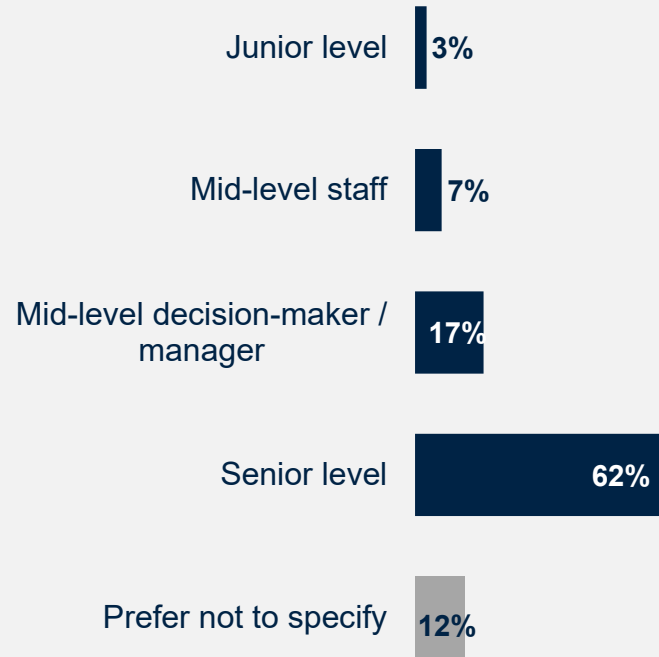


*What is your gender?*  
(N=107)

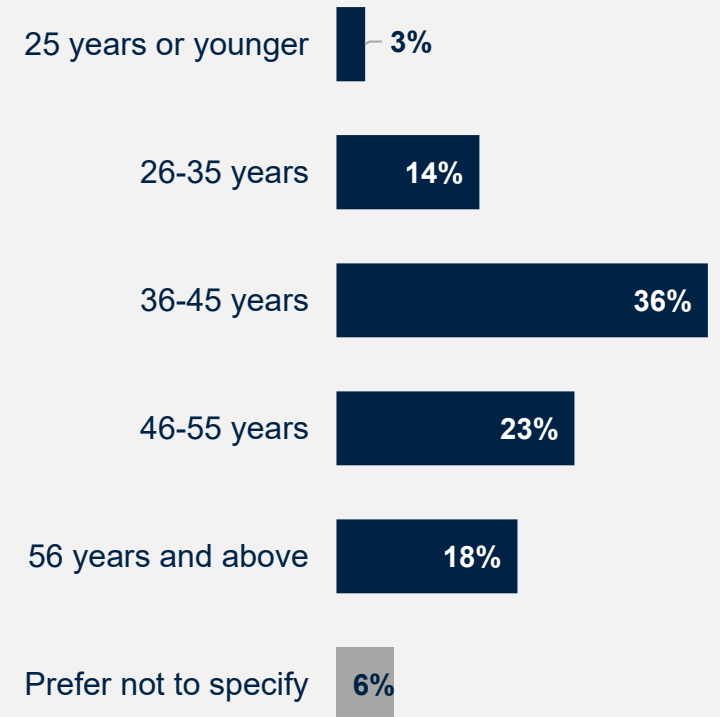


# Sample Demographics (continued)

*Within your organization,  
would you describe yourself as...*  
(N=107)



*What's your age?*  
(N=107)



# Detailed Methodology

From **June to September 2025**, a total of 285 stakeholders in Samoa 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, **118 participated in the survey (41% 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 “Samoa 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.

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
<b>Government Principals:</b> Office of the President, Prime Minister, Minister, Parliamentarian	0%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	52%
<b>Local Government</b>	7%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	8%
<b>Civil Society Organization:</b> Local and regional NGO, Community-Based Organization, Private Foundation, Philanthropy, Professional/Trade Association, Faith-Based Group, Youth Group	11%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	16%
<b>Academia / Research Center</b>	3%
<b>Media</b>	4%
<b>Other</b>	0%
<b>Total Number of Respondents</b>	<b>118</b>



CountryOpinionSurveys

# Thank you

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

[countrysurveys@worldbankgroup.org](mailto:countrysurveys@worldbankgroup.org)

