



Country Opinion Surveys

FY 2026 Bulgaria

Country Opinion Survey Report

Acknowledgements

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

- 1. Overall Views of the WBG:** How familiar are stakeholders with the WBG? How much trust do stakeholders have in the WBG? What are their opinions on the WBG's effectiveness and relevance to development in Bulgaria? Are these perceptions improving or declining?
- 2. The WBG's Work on Development Priorities:** What areas of development are perceived to be the most important? Has the WBG helped achieve the goals of its projects in these areas? How effective have WBG-supported projects or initiatives been in creating sustainable, long-term jobs in Bulgaria? How have these projects affected people in Bulgaria, and how could the WBG improve its effectiveness?
- 3. WBG Instruments:** What do key stakeholders value most about the WBG's work in Bulgaria? What are their views on the WBG's financial instruments and knowledge products? Has the WBG's advice influenced any new or existing policies in government or the private sector — particularly government policies related to employment and job creation?
- 4. The WBG's Engagement and Collaboration:** How effective is the WBG in collaborating with different stakeholder groups in Bulgaria? Are these perceptions of the WBG's collaboration improving or declining? How effective has the WBG been in partnering with the government and the private sector to improve the business environment and support business development in Bulgaria?
- 5. Communications:** What communication channels do stakeholders prefer for receiving information from the WBG, and do these preferences vary across stakeholder groups? To what extent do stakeholders recall WBG messaging?



Methodology Overview

Fielded in January – March 2026

- 479 potential participants were asked to complete the survey
- Respondents received and completed the questionnaire online
- A list of names was provided by the WBG country team
- Data collection managed on the ground by an independent agency

203 participants (42% response rate)

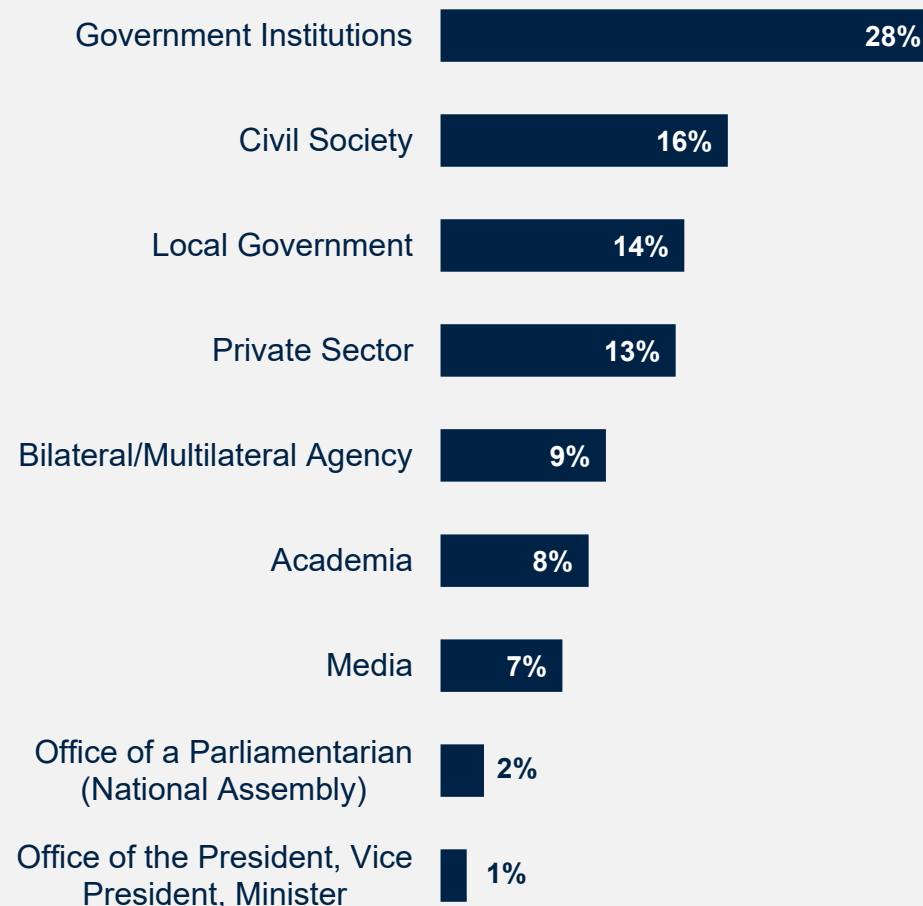
- 80% from Sofia
- 43% have collaborated with the WBG within the past 3 years

Compared to the FY22 Country Survey Results

- 210 participants (47% response rate)
- 85% from Sofia
- 44% collaborated with the WBG

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

Stakeholders in FY26 COS Sample

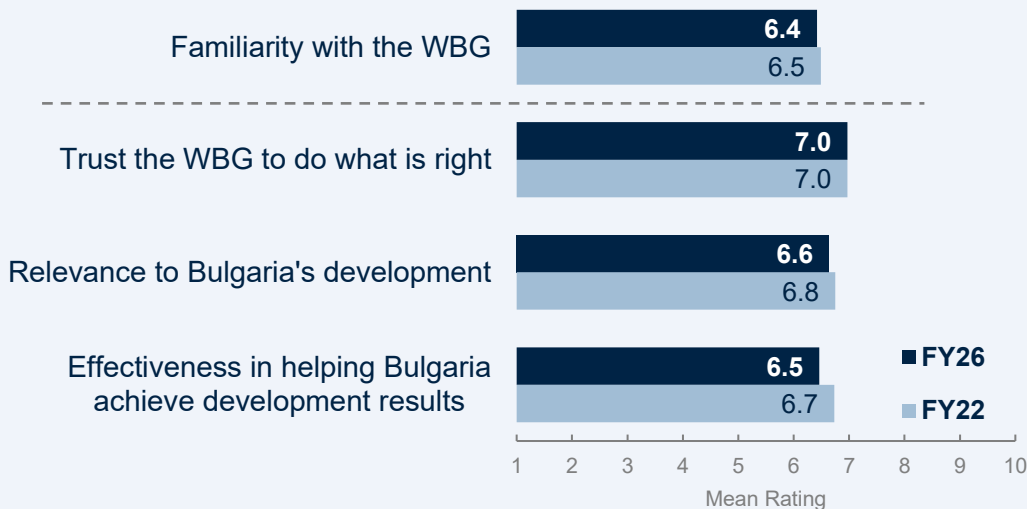


Executive Summary

1. Overall Views of the WBG:

Stakeholders in this year's Country Survey reported similar levels of **familiarity** with the WBG's work as in FY22. **Trust** in the WBG was also similar to FY22 ratings, but below that of the Bulgarian National Bank, civil society, academia, and the private sector, which all significantly improved over the past four years. Although stakeholders considered the European Commission (EC) to be the most **relevant** to Bulgaria's priorities and most **effective** in helping the country achieve results, they had similar levels of trust in the EC and WBG.

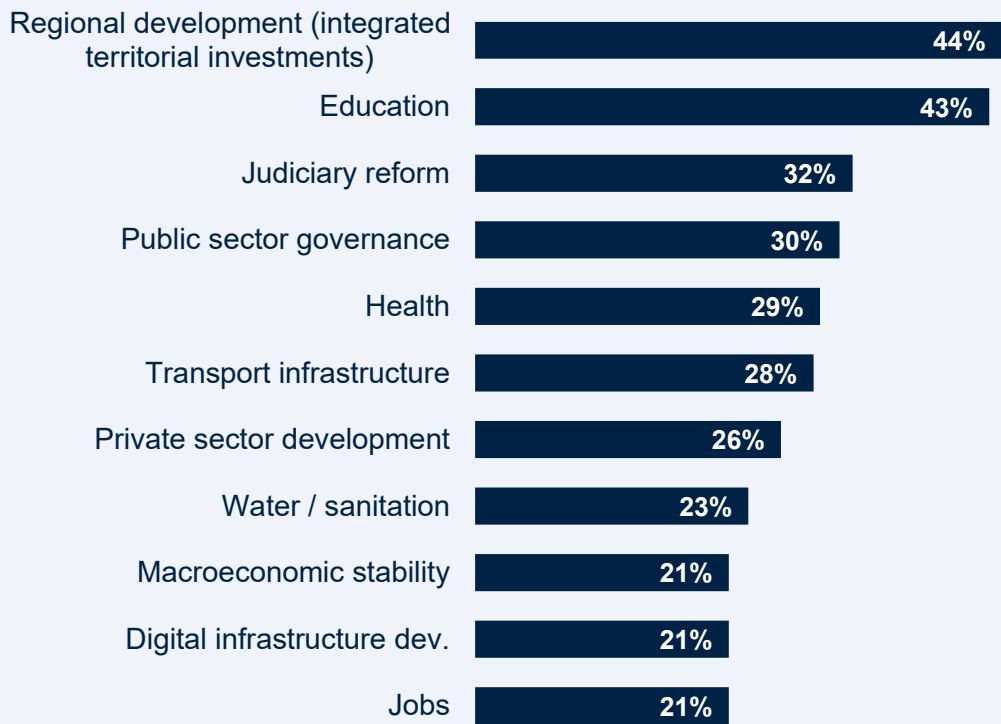
Ratings for the WBG's relevance, effectiveness, and trust among respondents in Bulgaria were on par with stakeholder ratings from other high-income countries (on average) and other EU countries (Croatia, Poland, Romania) recently surveyed. However, these KPI ratings among Bulgarian respondents were lower than those from respondents in the Europe and Central Asia region and IBRD countries surveyed in FY25.



2. The WBG's Work on Development Priorities:

Regional development and **education** were selected by stakeholders as the top priorities for the WBG's support. WBG clients were most often familiar with WBG projects related to the transport sector. Overall, **69% of clients rated the WBG as "very helpful" in achieving project goals**, but just 35% rated these projects as "very effective" in creating sustainable, long-term jobs.

Stakeholders identified **corruption** and an **aging population** as the biggest development challenges in Bulgaria. Corruption was also identified as a key challenge to private sector development, along with the availability of a skilled workforce and political instability.



Executive Summary (continued)

2a. Creating Jobs:

More than a third of respondents felt that the WBG was “very effective” in helping **create the conditions** for more and better jobs in Bulgaria (36%) and “very effective” in **aligning its support** for job creation to Bulgaria’s national priorities (37%). In addition, 48% of respondents felt that the WBG was “very influential” in positively impacting **the government’s policies** on job creation.

2b. Improving WBG Operational Effectiveness:

In their written responses, stakeholders discussed the importance of improving the efficiency of WBG’s operations in Bulgaria. Respondents emphasized the need to **shift its focus from analysis to implementation**, with suggestions to embed experts directly within ministries for extended periods to strengthen capacity from within; establish clear implementation mechanisms tied to specific deadlines, assigned responsibilities, and measurable indicators; and create follow-up mechanisms to sustain momentum beyond the project lifecycle. Stakeholders also discussed that the WBG needs to **broaden stakeholder engagement and strengthen its local presence** to enable more continuity and trust-building; work more with municipalities as implementers, like EU-funded programs do; and create accessible and structured mechanisms for the private sector and civil society to engage with and partner on WBG programs. Finally, stakeholders felt that the WBG could **strengthen its visibility and communication** in Bulgaria by engaging more through digital channels to reach a broader audience, disseminating results and success stories regularly, and establishing more strategic public communication to build awareness and support for reforms.

3. WBG Instruments:

Two-thirds of stakeholders viewed the WBG’s **advisory services as its greatest value** to Bulgaria. Indeed, **7 in 10 respondents reported that they had used the WBG’s knowledge work** in the past three years, most often research and analytical reports. Moreover, 49% felt that WBG knowledge made a “very significant impact” on development results (significantly improved since FY22), and two-thirds of those who used WBG knowledge work considered it as “very high quality” (65%) and rated the WBG’s RAS work as “very high quality” (64%).

Most clients felt that WBG policy advice influenced government policy/action (68%), and half of the respondents believed that the WBG influenced strategies/actions of private sector actors in Bulgaria (50%).

In their open-ended comments, respondents discussed that the WBG could do more to **strengthen its knowledge relevance and quality** by mobilizing more of its own analytical resources and increasing its engagement with Bulgarian academia to improve the local relevance and ownership of WBG knowledge products. Stakeholders also felt there was an opportunity for WBG knowledge to better **bridge knowledge and practice** by shifting from high-level policy recommendations to providing details for reform design and converting analytical outputs into actionable policy dialogue.

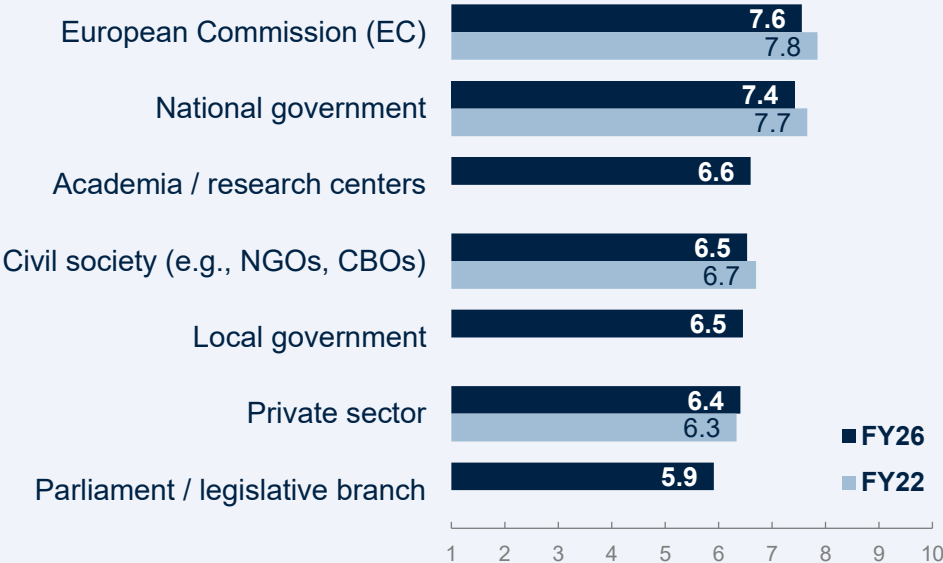
In terms of WBG **financing**, it was perceived as having reasonable requirements and being timely. In their comments, respondents expressed a desire for the WBG to expand and diversify financial instruments, allowing for more flexibility and eligibility criteria tailored to the country’s specific position within the IBRD framework.



Executive Summary (continued)

5. The WBG's Partnership and Collaboration:

Although stakeholders in FY26 were less likely to see the WBG as a **long-term development partner** than in FY22, their ratings for the WBG's collaboration with most groups remained positive and similar to FY22. However, ratings for the WBG's collaboration with Parliament, the private sector, and local governments were notably lower than ratings for partnerships with the national government and EC. When asked about the effectiveness of the WBG's partnering to improve the business environment, 4 in 10 respondents considered the WBG "very effective" at partnering with the government and with the private sector.



In addition to its partnership with the national government, respondents would like the WBG to **collaborate more effectively with the private sector** (41%), **local authorities** (41%), and **civil society** (36%) to

have a greater impact in Bulgaria. Expanded outreach to these stakeholder groups, and to academia, is additionally recommended, given their lower levels of familiarity with the WBG and a fairly high level of trust among stakeholders.

In their written responses, stakeholders emphasized that the WBG needed to **improve its collaboration with the government** to increase institutional buy-in for reforms. Respondents stressed the need for the WBG to remain engaged after projects close to sustain momentum and to provide accountability for project sustainability. Respondents also discussed the need for **more collaboration with civil society, academia, and the private sector** to better translate WBG recommendations into practice, allow for more dialogue and partnership, and to better tailor its initiatives while building local ownership of reform agendas.

29% of stakeholders were aware of the **unified WBG country representation (JCR)** in Bulgaria. Respondents most expected joint representation to create a one-stop shop for information about and access to WBG products/services (65%) and to better integrate public and private sector solutions to meet Bulgaria's unique needs (56%).

6. Communications:

Respondents most preferred WBG **events** (in-person or online, 52%), **direct contact** with WBG staff (51%), and the WBG **website** (47%) to obtain information from the Bank. **43% of respondents reported recently seeing or hearing about the WBG recently**, most commonly through direct contact with WBG staff (47%) or at events (41%).



Overall Views of the World Bank Group

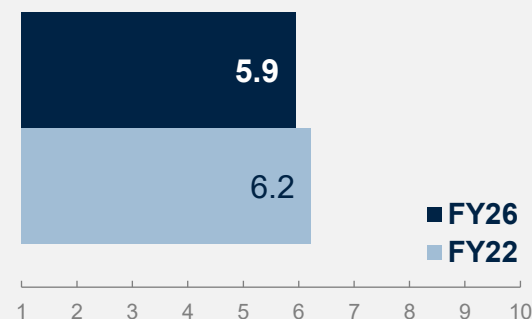


WORLD BANK GROUP

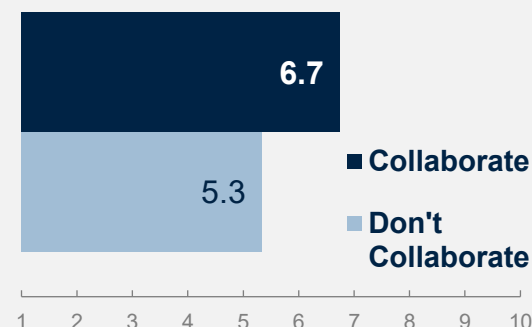
Familiarity with the WBG' Work Remained Stable from FY22 to FY26, with Collaborators Significantly More Familiar

Q: How familiar are you with the World Bank Group's work in Bulgaria?
1=Not familiar at all; 10=Very familiar (Mean is reported)

Familiarity (Year comparison)



Familiarity (Level of collaboration)*



All Respondents*

5.9

Media

6.6

Bilateral/Multilateral Agency

6.5

Government Institutions

6.5

Local Government

6.0

Civil Society

5.7

Academia

5.4

Private Sector

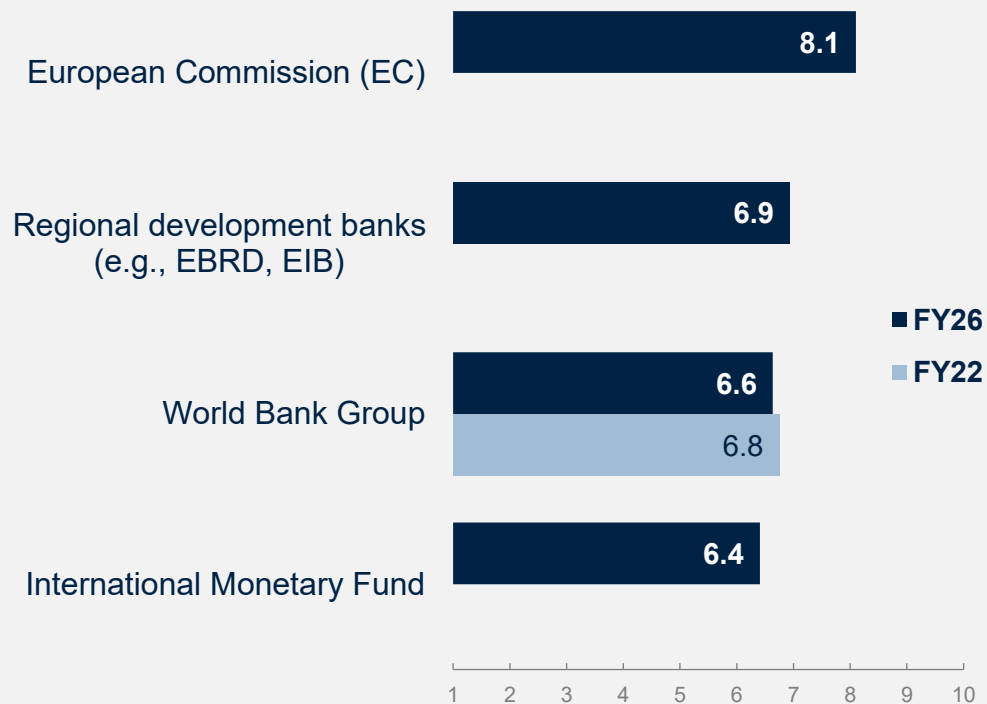
4.6

* Denotes significant differences between groups



Perceptions of Trust in the WBG and Its Relevance Were Similar to the FY22 Report

Q: How *relevant* is each of the following organizations to Bulgaria's development? 1=Not at all; 10=Very much (Mean is reported)



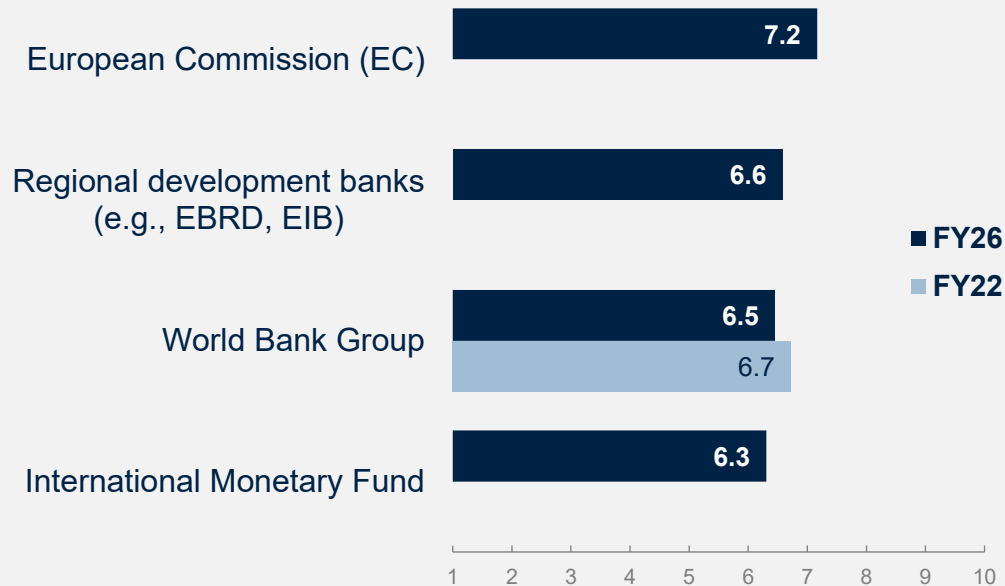
*Denotes significant differences between years

Q: How much do you *trust* each of the following institutions to do what is right for Bulgaria? 1=Not at all; 10=Very much (Mean is reported)

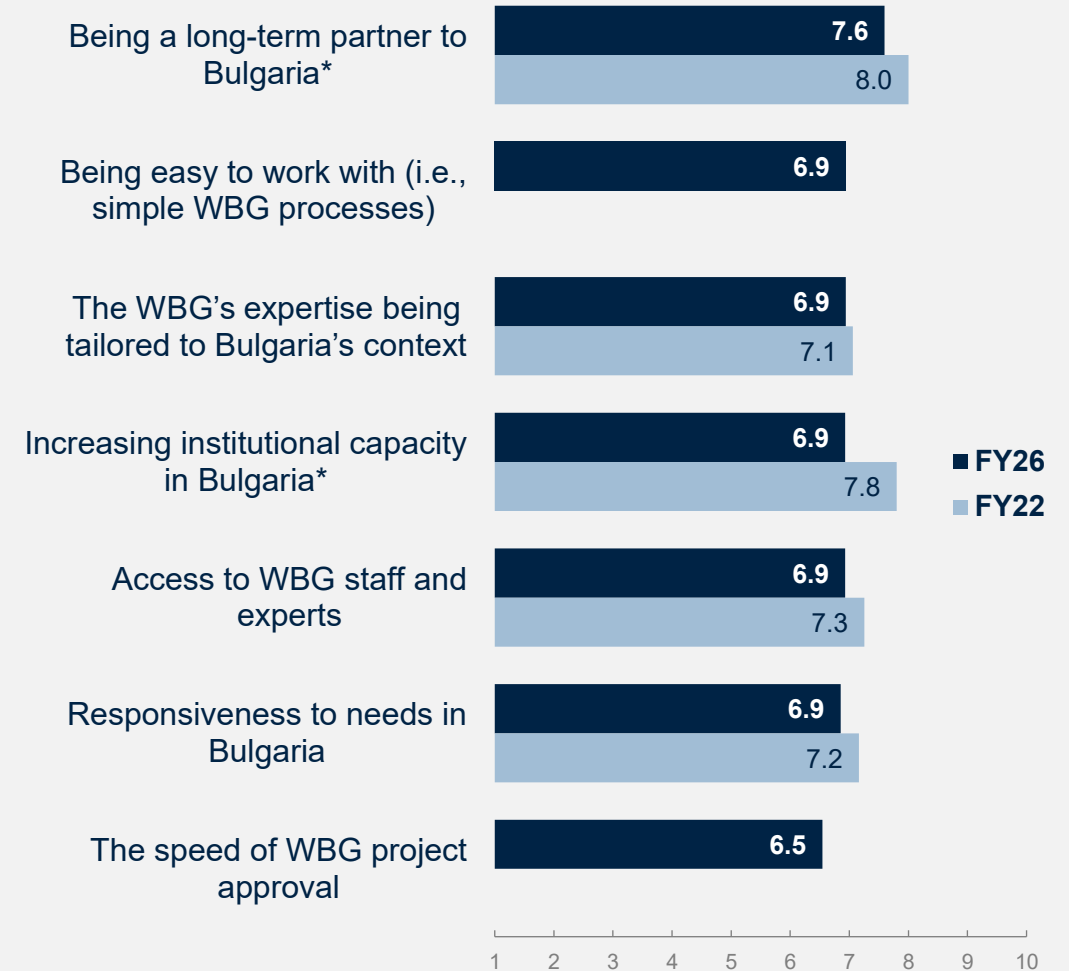


Perceptions of WBG Effectiveness Remained Stable, but Perceptions of its Long-Term Partnership and Capacity-Building Declined

Q: How *effective* is each of the following organizations in helping Bulgaria *achieve development results*?
1=Not at all; 10=Very much (mean is reported)



Q: How *effective* is the WBG in terms of the following?
1=Not effective at all; 10=Very effective (Mean is reported)

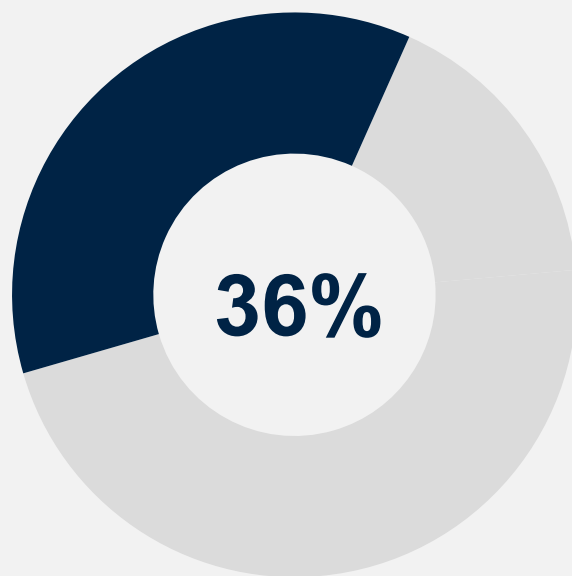


*Denotes significant differences between years

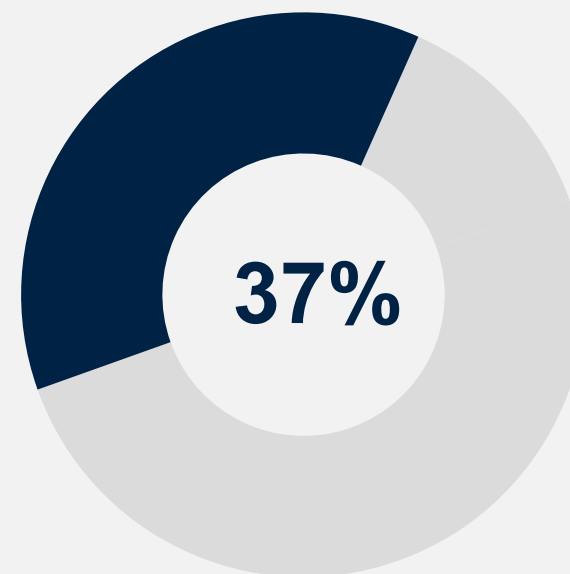
More Than One-Third of Respondents Considered the WBG Very Effective at Supporting Better Job Creation

Q: *Creating more and better jobs in client countries is a top priority for the WBG. **How effective** is the WBG at...*
1=Not effective at all; 10=Very effective

Helping create the **conditions for more and better jobs** in Bulgaria
(% rating – 8-10 on a 10-point scale)



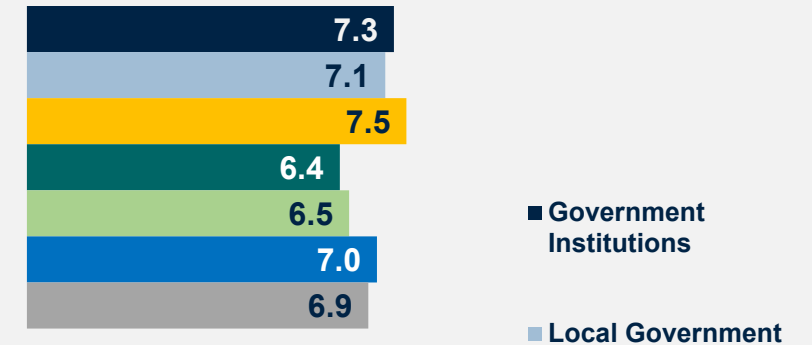
Aligning its support for job creation to the national priorities in Bulgaria
(% rating – 8-10 on a 10-point scale)



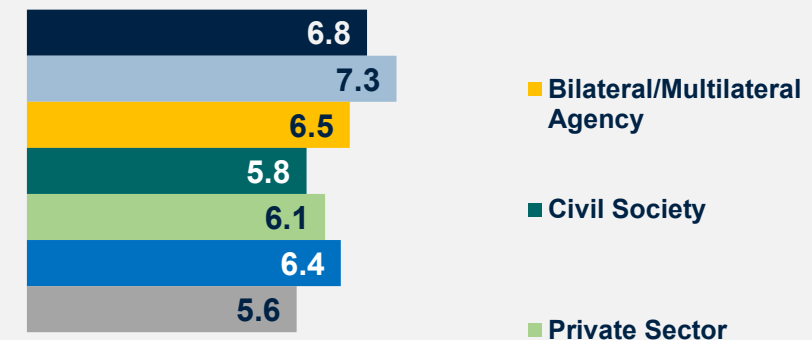
Government Stakeholders Gave Higher Ratings for WBG KPIs

Although comparisons of ratings for trust, effectiveness, and relevance across stakeholder groups suggest that **government institutions** and **local government** respondents had **higher perceptions of the WBG across key indicators**, these differences did not reach statistical significance.

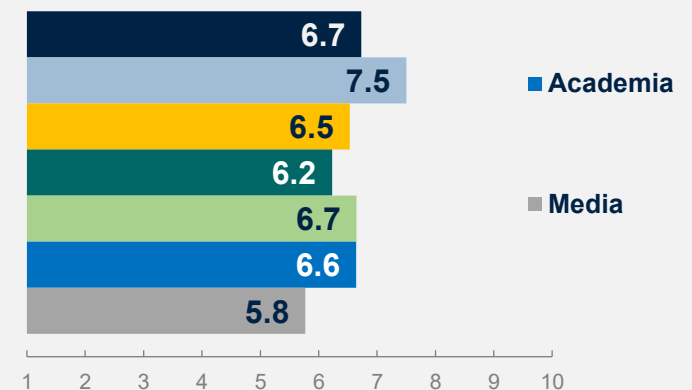
Trust the WBG to do what is right for Bulgaria



Effectiveness in helping Bulgaria achieve development results



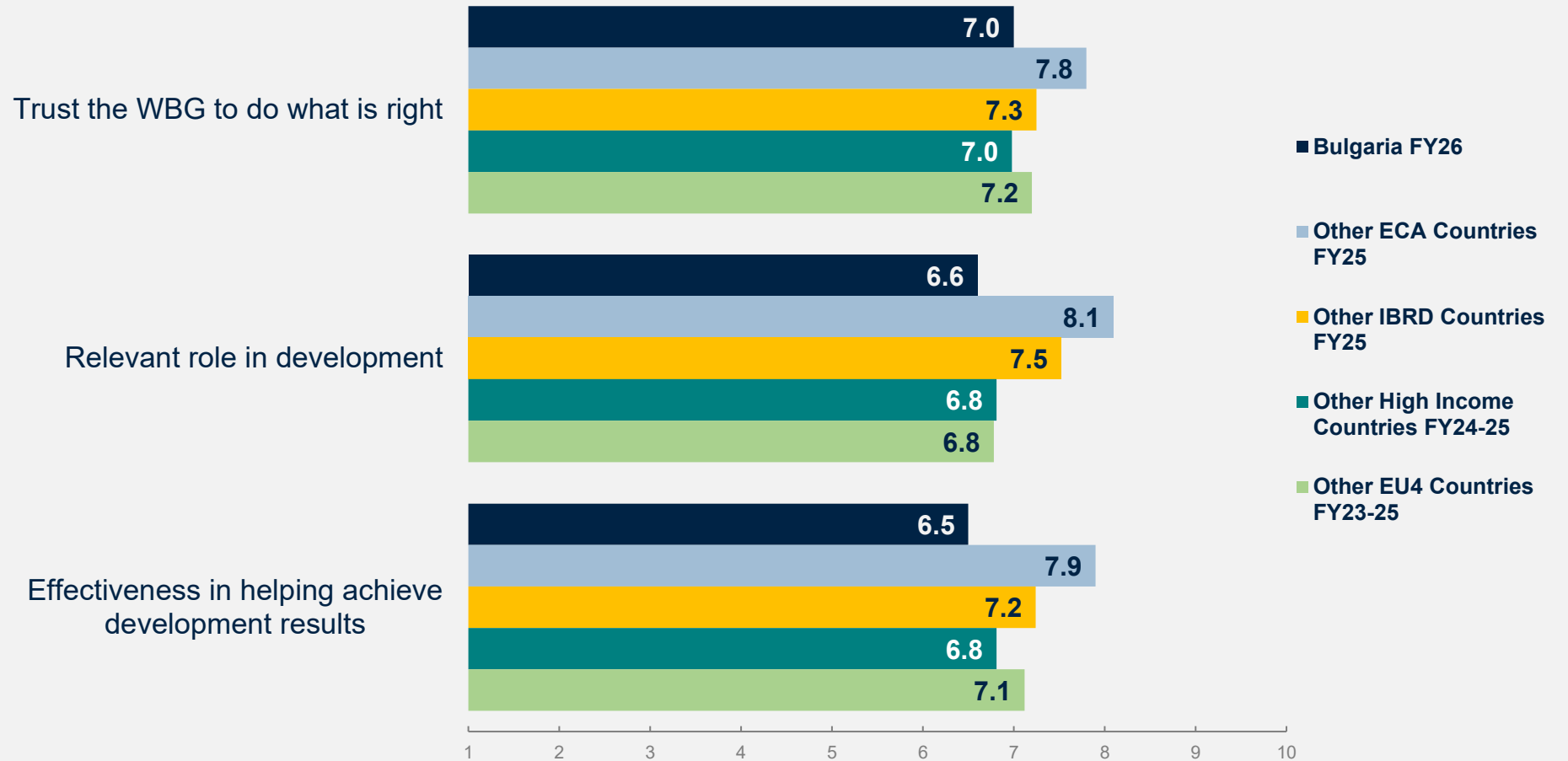
Relevant role in Bulgaria's development



For question wording and scales, please see the previous slides.



KPI Ratings in Bulgaria Were Below Other Europe and Central Asia and Other IBRD Countries Surveyed in FY25, More on Par with Other High-Income and EU4 Countries



FY25 Europe and Central Asian countries included: Kazakhstan, Kosovo, and Tajikistan.

FY25 IBRD countries included: Angola, Argentina, Bolivia, Botswana, China, Colombia, Ecuador, Gabon, Guatemala, India, Indonesia, Iraq, Jordan, Kazakhstan, Mauritius, Mexico, Panama, Peru, the Philippines, and Thailand.

High-income countries included: Chile (FY24), Croatia (FY24), Kuwait (FY24), Panama (FY25), Poland (FY24), Saudi Arabia (FY24), Seychelles (FY24), Sint Maarten (FY25), United Arab Emirates (FY24), Uruguay (FY24).

EU4 included: Poland (FY24), Croatia (FY24), and Romania (FY23).



The WBG's Work on Development Priorities

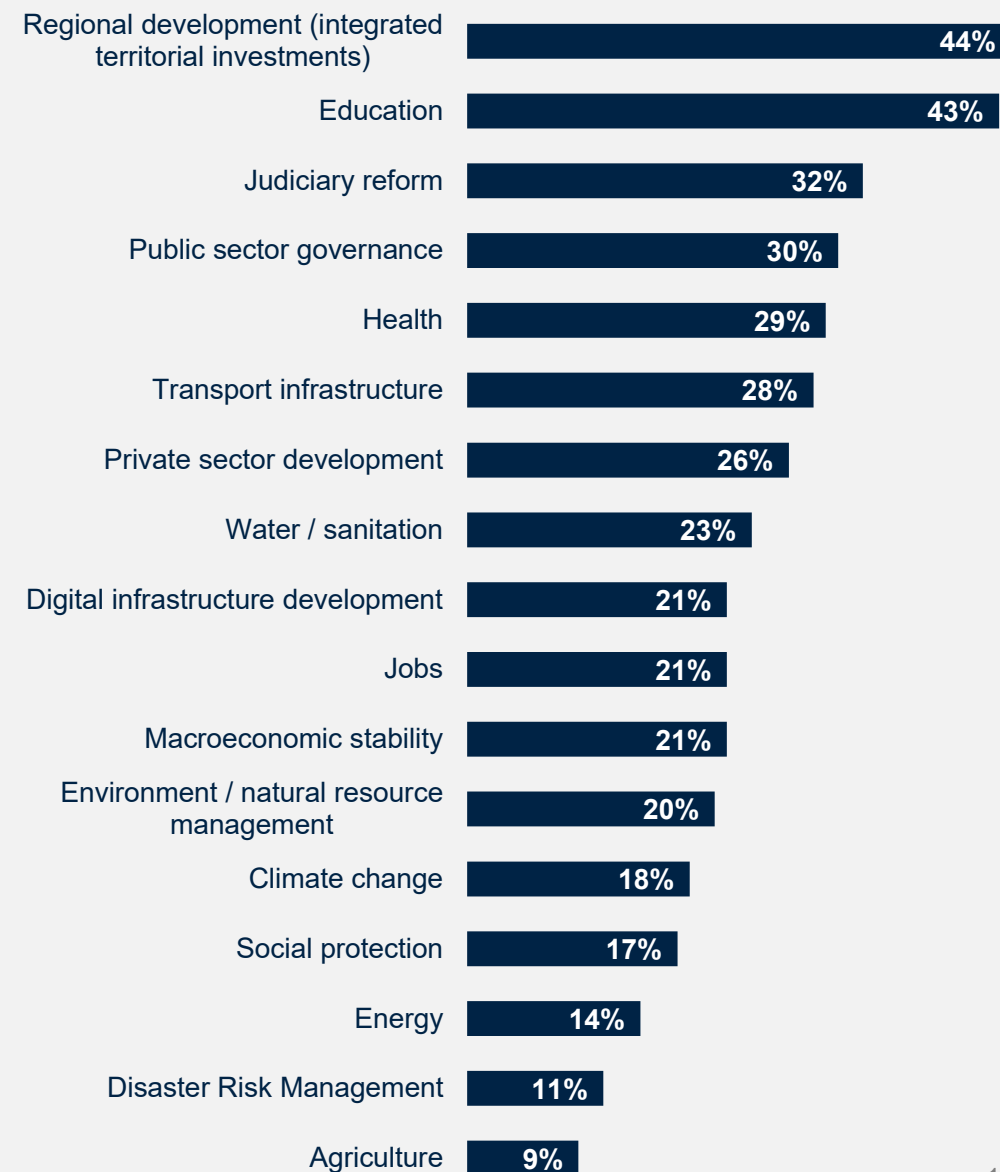


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Regional Development and Education Were the Top Priorities for WBG Focus in Bulgaria

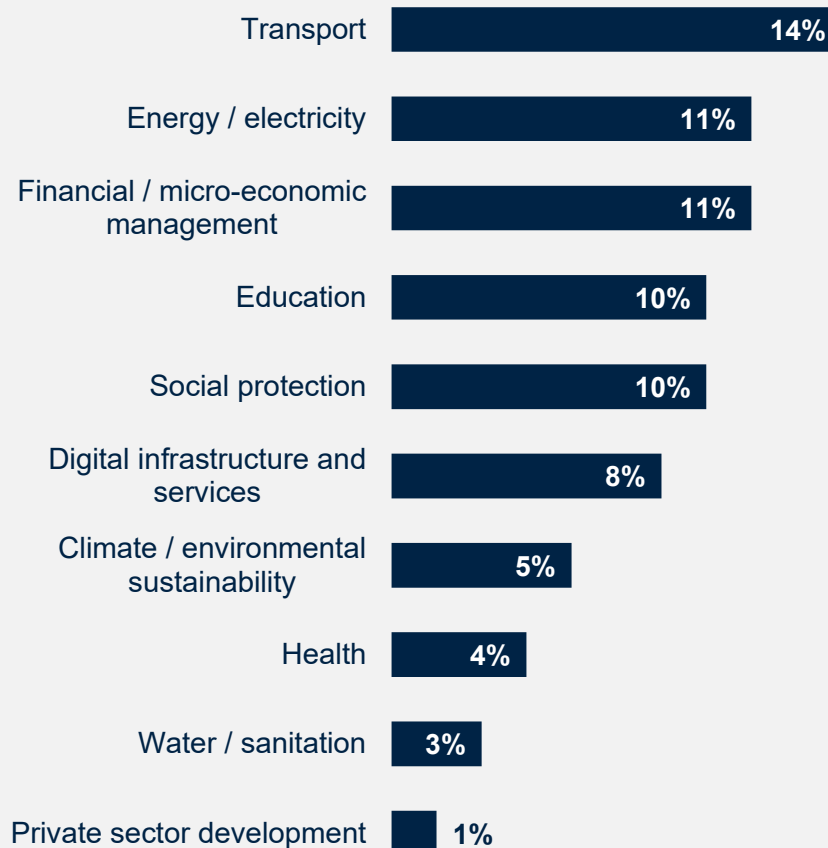
Of note, **jobs** was of significantly higher priority for respondents from local government (36%), civil society (32%), and academia (33%) compared to other stakeholder groups.

Q: Which areas should the WBG prioritize to have the most impact on development results in Bulgaria? Select up to 5 (%)

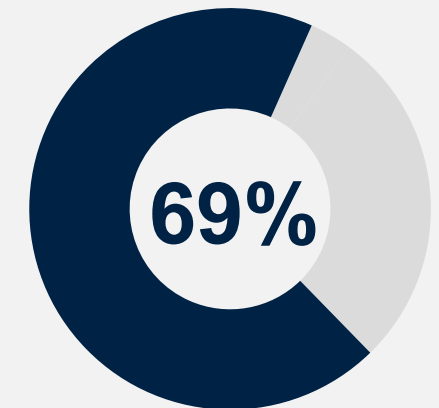


Over Two Thirds of WBG Clients in Bulgaria Rated the WBG as Very Helpful in Achieving Project Goals, But Less So in Creating Sustainable, Long-Term Jobs

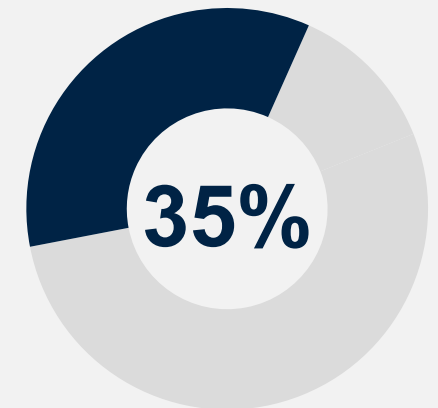
Q: Please think about ONE WBG-supported project or initiative that you are most familiar with. Please select the development area that was the primary focus of this WBG-supported project or initiative. Select ONE only (%)



Q: How helpful was the WBG in achieving the goals of this one project or initiative?
1=Not helpful at all; 10=Very helpful (% rating – 8-10 on a 10-point scale)



Q: How effective has this WBG-supported project or initiative been at creating sustainable, long-term jobs in Bulgaria?
1=Not effective at all; 10=Very effective (% rating – 8-10 on a 10-point scale)



Stakeholders Provided a Variety of Examples for how WBG-Supported Projects Impacted the People of Bulgaria

Q: *In what way did the WBG-supported project in these areas impact the people of Bulgaria?*

Institutional Capacity and Policy Development

“By improving the capacity of local experts, the quality of local concepts for integrated territorial investments is also improved. Also, the relationship between the private and public sectors is improved. The change in approach is noticeable and liked by citizens.”

(Local Government Respondent)

“Created prerequisites for the formation of evidence-based policies in the field of education and the labor market.”

(Civil Society Respondent)

Social Inclusion and Vulnerable Populations

“Children from poor communities got access to early learning programs, parents received support, the creation of local social inclusion centers gave vulnerable people an access point for services, people working with local institutions and social services improved their capacities.”

(Civil Society Respondent)

Environmental and Infrastructure Improvement

“The restoration of wetlands... has transformed them into natural filters that retain nitrogen and phosphorus. This reduces pollution of the Danube and the Black Sea. It is important for fishing communities, tourism, and the health of the population, leading to better conditions for fishing and the development of local entrepreneurship.”

(Civil Society Respondent)

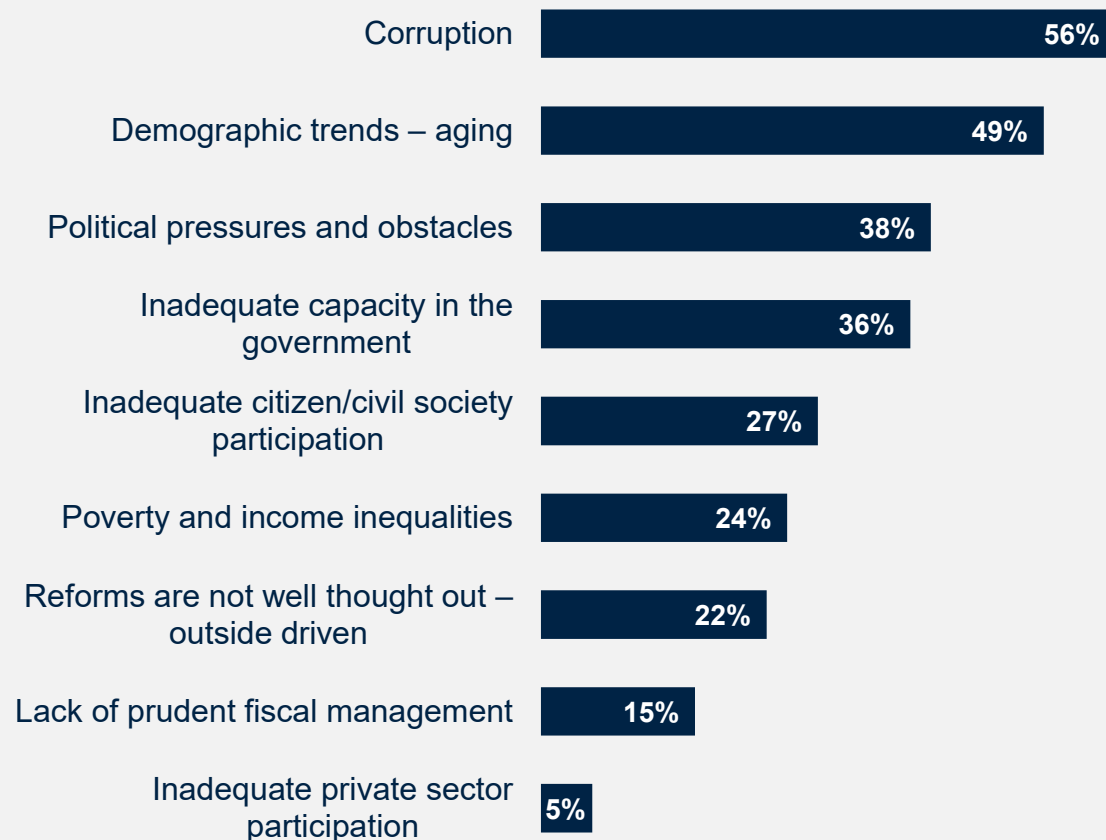
“The project is not yet completed, but the main advantage is that it will improve the administrative capacity and existing practices in the implementation of activities for the construction and maintenance of the road network in Bulgaria with a focus on road safety.”

(Civil Society Respondent)

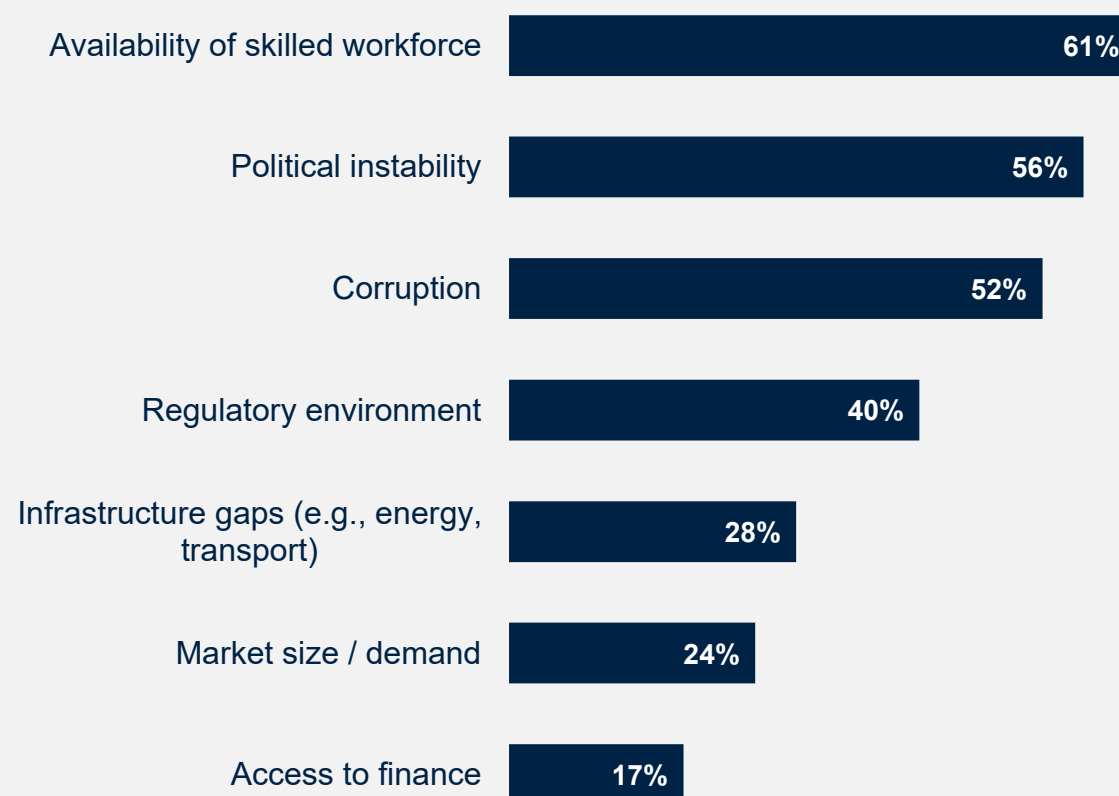


Stakeholders Identified Corruption as the Top Development Challenge and the 3rd Biggest Challenge for Private Sector Development

Q: Overall, what are the *biggest development challenges* in Bulgaria? Select up to 3 (%)



Q: What are the biggest *challenges facing private sector development* in Bulgaria? Select up to 3 (%)



Key Themes from Open-Ended Responses Regarding the WBG's Operational Effectiveness in Bulgaria

Q: What is the most important thing the WBG could do to increase its effectiveness in Bulgaria?

Shift from Analysis to Implementation

- Embed experts directly within ministries and agencies for extended periods (6–18 months) to strengthen administrative capacity from within, rather than delivering external consulting and stepping away.
- Establish clear implementation mechanisms tied to specific deadlines, assigned responsibilities, and measurable indicators — recognizing that Bulgaria has an abundance of strategies but a chronic shortage of real results.
- Create follow-up mechanisms to sustain momentum beyond the project lifecycle, ensuring that WBG recommendations are not set aside once projects formally close.

Broaden Stakeholder Engagement and Local Presence

- Establish a permanent WBG representative in Bulgaria to enable continuity and trust-building, particularly given high government turnover and political instability.
- Work more with municipalities, which are key implementers of EU-funded programs but remain largely outside WBG engagement.
- Create accessible and structured mechanisms for businesses and civil society organizations to engage with and partner on WBG programs, as many stakeholders report having no clear channel to do so.

Strengthen Visibility and Communication

- Move beyond specialized publications and engage through digital channels, social media, and YouTube to reach citizens, students, and businesses where they consume information.
- Disseminate results and success stories regularly through events, webinars, and thematic forums held not only in Sofia but across the country.
- Treat improved public communication as operationally essential — without broader awareness, reforms lack the public and political backing needed to be sustained.

The WBG's Instruments



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Advisory Services Considered the WBG's Greatest Value to Bulgaria, and Perceptions of Their Contribution to Development Results Were Significantly Improved

Q: Which WBG instruments do you **VALUE** the most in Bulgaria? Select up to 2 (%)

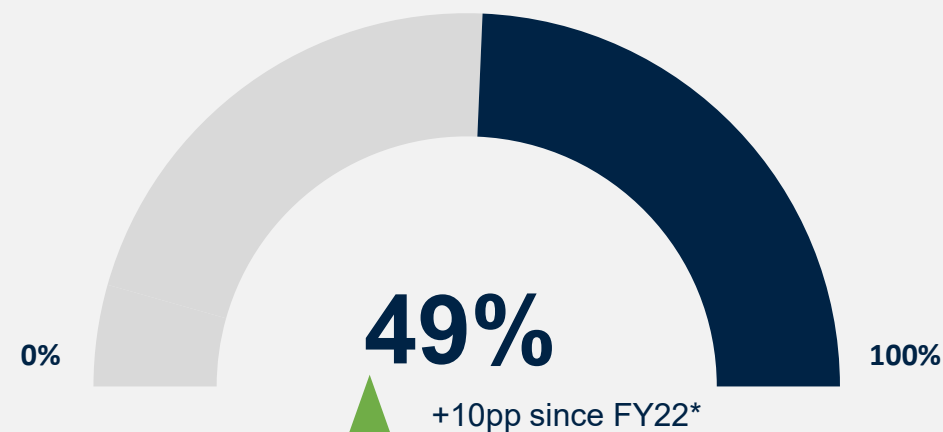
Advisory services (e.g., capacity building and training, policy advice, technical assistance) **66%**

Data and research (e.g., statistics, reports, research on global development issues) **44%**

Financial resources (e.g., budget support, loans, grants, trust funds) **39%**

Convening power (e.g., bringing together different stakeholder groups, donor / development partner coordination, mobilizing third party financial resources) **30%**

Q: How significant a **contribution** do you believe the WBG's knowledge work makes to development results in Bulgaria? 1=Not significant at all; 10=Very significant (% rating – 8-10 on a 10-point scale)



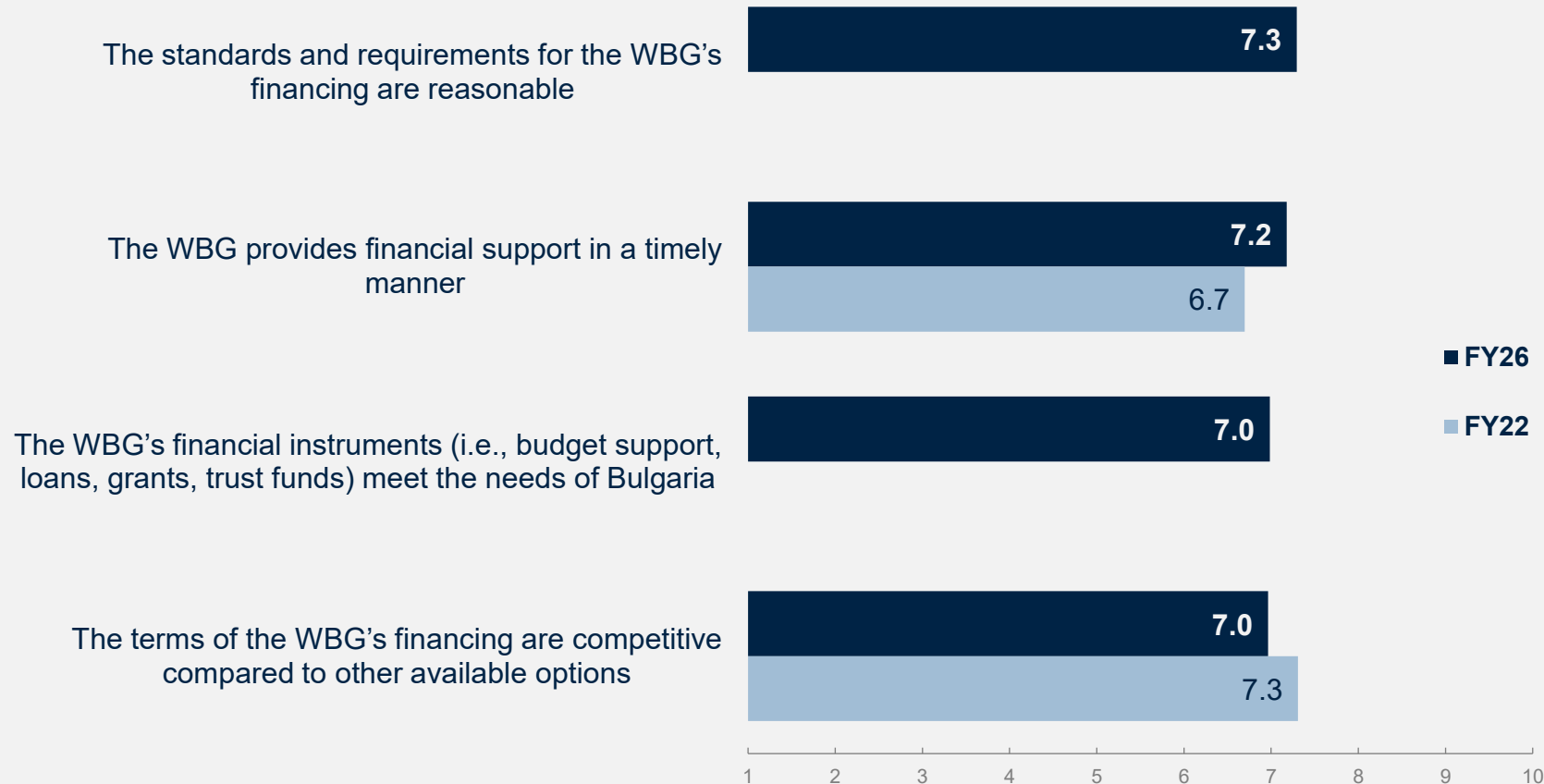
FY22

In FY22, 39% of stakeholders selected 8-10, answering this question



Perceptions of WBG Financing Were Similar to FY22, With Perceptions of WBG Financing Having Reasonable Requirements and Being Timely as the Most Positive

Q: To what extent do you agree with the following statements about the WBG's financial support to Bulgaria? 1=Strongly disagree; 10=Strongly agree (Only asked of respondents in government institutions or those who indicated that they collaborate with the WBG. Mean is reported)

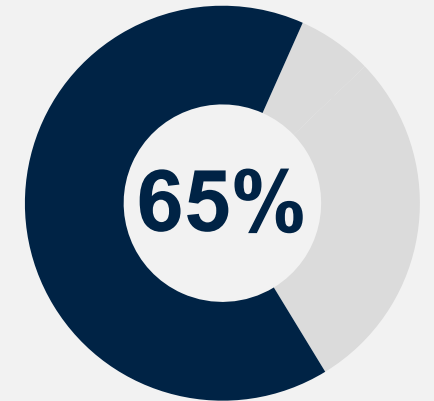


7 in 10 Respondents Used WBG Knowledge Work in the Past Three Years; Those Who Did, Considered It and WBG RAS Very High Quality

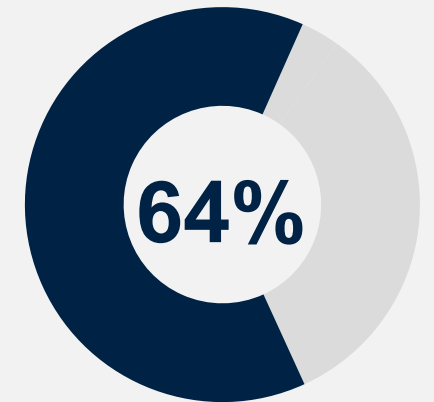
Q: In the past 3 years, what WBG knowledge work have you used? Select all that apply (%)



Q: How would you rate the **quality of the WBG's knowledge work** (including data, research, training, policy notes, and advisory services) in Bulgaria? 1=Very low quality; 10=Very high quality (% rating – 8-10 on a 10-point scale)



Q: How would you rate the **quality of the WBG's Reimbursable Advisory Services (RAS)** in Bulgaria? 1=Very low quality; 10=Very high quality (% rating – 8-10 on a 10-point scale)



Key Themes from Open-Ended Responses Regarding the WBG's Financial Instruments and Knowledge Work

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

Expand and Diversify Financial Instruments

- Several respondents called for the WBG to channel funds through Bulgarian commercial banks so that businesses can access financing on reasonable terms, reflecting a demand for indirect lending mechanisms that reach the real economy.
- Respondents highlighted the need for more flexible financial instruments available to a larger number of counterparties, including direct support for private sector actors currently excluded from WBG financing.
- Given Bulgaria's status as a middle-income EU member with slower development, respondents urged the WBG to design more accessible lending terms and eligibility criteria tailored to the country's specific position within the IBRD framework.

Strengthen Knowledge Relevance and Quality

- Respondents called for WBG to mobilize its own analytical resources rather than relying on data and analyses supplied by the very administrations being assessed, which undermines the independence and credibility of its outputs.
- There was a clear demand to deepen engagement with Bulgarian academia, research institutions, and scientific communities to improve the local relevance and ownership of WBG knowledge products.

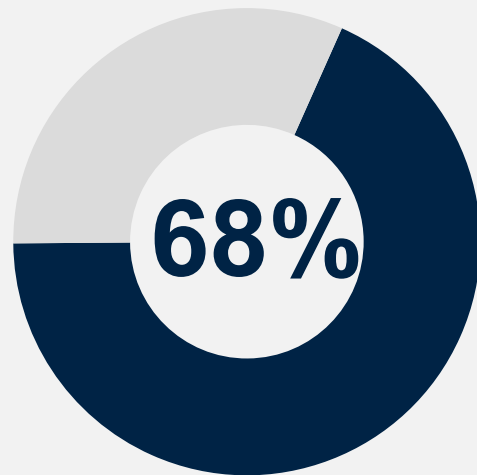
Bridge Knowledge and Practice

- Respondents noted that WBG analyses are highly valued in technical terms but are rarely reflected in government policy decisions, pointing to a structural disconnect between knowledge delivery and policy uptake.
- Respondents urged the WBG to shift from providing general, high-level recommendations to getting into the details of reform design — noting that depth and specificity in implementation support would significantly multiply impact.
- Several called for the WBG to organize expert working groups and thematic forums that bring together stakeholders around strategic documents, converting analytical outputs into actionable policy dialogue.



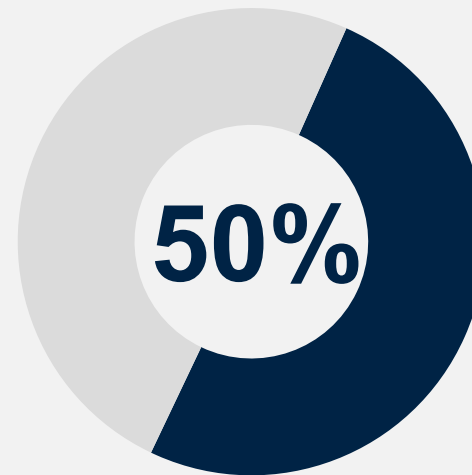
More Than Two-Thirds of Those who Used WBG Knowledge Felt it Influenced Government Policy, and Half Felt it Influenced Private Sector Strategies and Was Very Influential in Bulgaria's Policy on Jobs

Influence on
government policy
(% Yes)



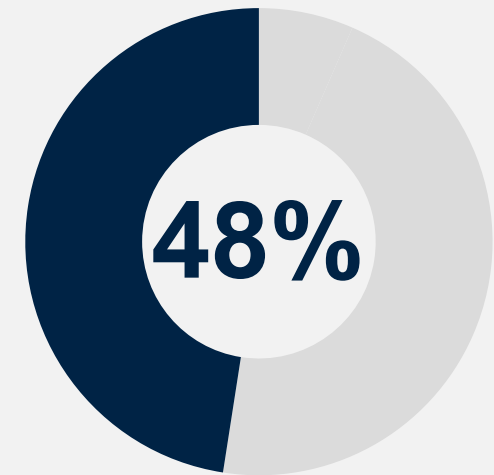
Q: In your opinion, has the WBG influenced a new or existing government policy/action in Bulgaria?

Influence on
private sector
(% Yes)



Q: In your opinion, has the WBG influenced strategies or actions of private sector actors in Bulgaria?

WBG support of policies
on employment and job
creation (% selected 8-10)



Q: To what extent has the WBG **influenced the government's policies** or strategies on employment and job creation in Bulgaria? 1=Not influential at all; 10=Very influential (% rating – 8-10 on a 10-point scale)



Examples of Strategies, Policies and Reforms Supported by WBG

Q: What policy, strategy, or reform by the government and/or private sector did the WBG support, and in what way?

Education Policy

- *“Project activities and supported impact evaluation and research contributed to expanded access to preschool and kindergarten. The WBG also contributed to national strategies addressing child poverty and social exclusion.”*
(Civil Society Respondent)
- *“Supporting the Ministry of Education and Science in building a modern educational data system led to better identification of students at risk of dropping out. This in turn led to a reduction in the number of students dropping out and their retention in class.”*
(Media Respondent)

Governance and Public Financial Management

- *“The WBG has contributed to improvements in public financial management, transparency, and administrative capacity. The WBG has contributed to greater use of data, pilots, and evaluations by government, e.g., a shift towards evidence-based policy making.”*
(Civil Society Respondent)
- *“Based on a World Bank Group Report, legislative amendments were prepared and adopted in the Law on the Financial Supervision Commission and in the Internal Regulations of the FSC.”*
(Parliamentarian Respondent)

Energy and Environmental Policy

- *“Bulgaria’s renewable energy transition through advisory services, focusing on the use of geothermal energy. Technical assistance for ‘Just Transition’ plans in coal regions.”*
(Bilateral / Multilateral Agency Respondent)
- *“An impact was made on the national policy for water and river basin management, by providing data, models and practical results for efficiency, which helped to update the River Basin Management Plans.”*
(Civil Society Respondent)

Private Sector Development

- *“Reducing the administrative and regulatory burden. Simplifying the business environment. Effective regulatory policy.”*
(Civil Society Respondent)
- *“Under the PPP model, increase the government’s willingness to implement infrastructure projects through the use of concession and public-private partnership instruments.”*
(Government Institution Respondent)

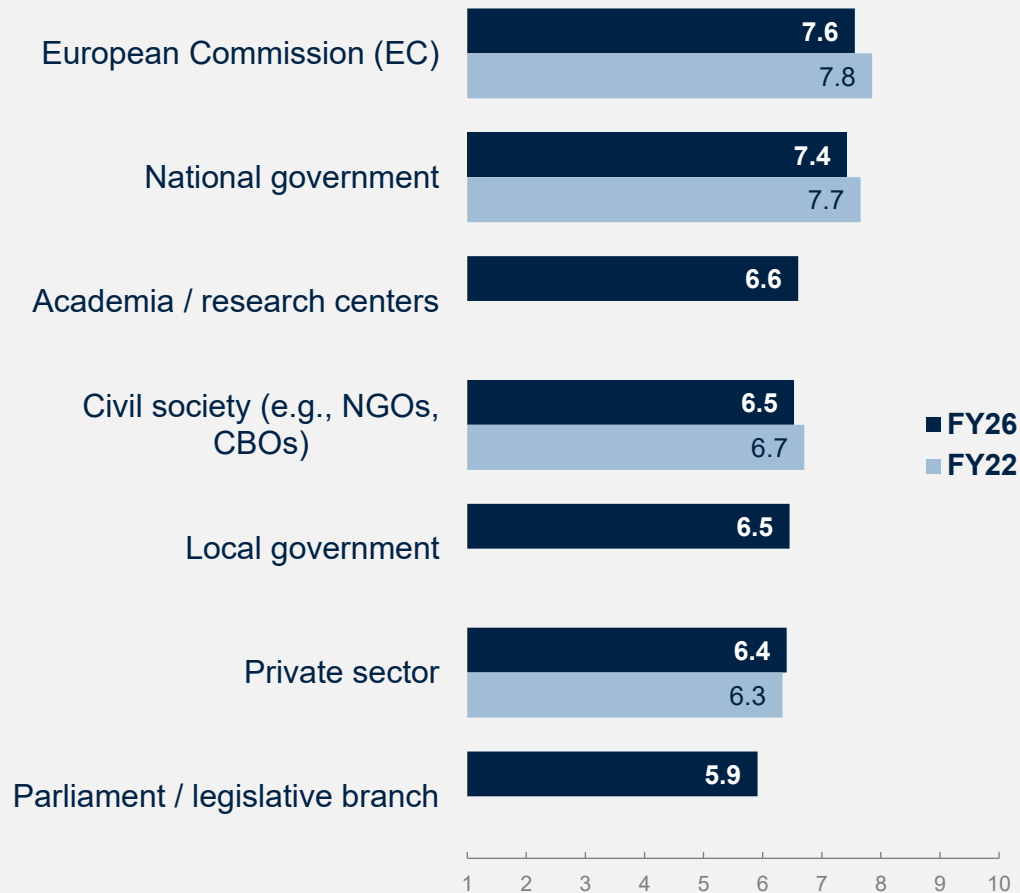
The WBG's Engagement and Collaboration



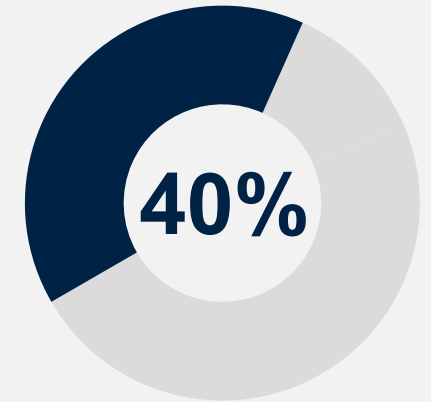
WORLD BANK GROUP

Perceptions of WBG Collaborations in Bulgaria Remained Stable

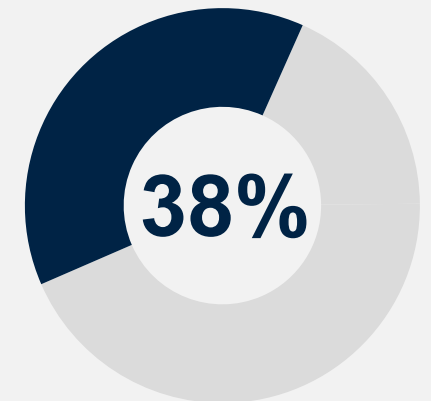
Q: How effective is the WBG at *collaborating* with the following groups in Bulgaria? 1=Not effective at all; 10=Very effective (Mean is reported)



Q: How effective is the WBG at *partnering with the government* to improve the business environment in Bulgaria 1=Not effective at all; 10=Very effective (% rating – 8-10 on a 10-point scale)



Q: How effective is the WBG at *partnering with the private sector* in Bulgaria to support business development and investment 1=Not effective at all; 10=Very effective (% rating – 8-10 on a 10-point scale)



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

Respondents who answered the question on WBG being more effective discussed improved collaboration as one of the areas for WBG improvement:

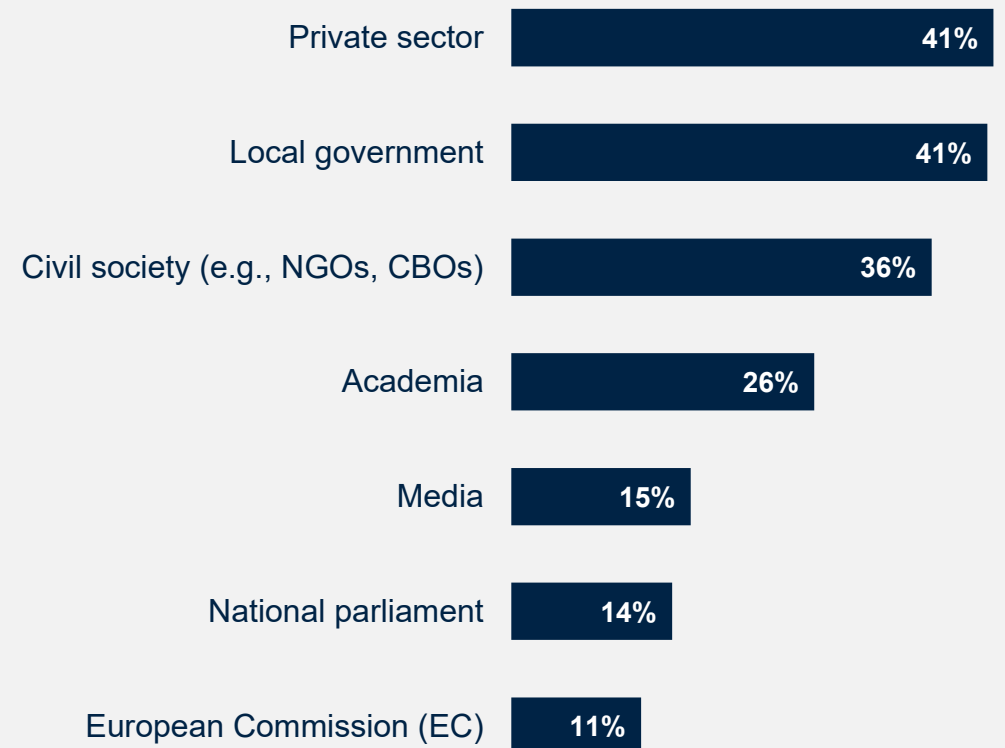
Improve Collaboration with Government

- Respondents called for the WBG to find a “champion” within central government who can drive implementation forward, recognizing that institutional buy-in at the political level is essential for reforms to take hold.
- Several respondents stressed the need for the WBG to remain engaged after projects close — reminding government counterparts of key recommendations and establishing follow-up mechanisms to sustain implementation momentum.
- Respondents urged the WBG to tie its support to clear government commitments for national scaling and sustainability of pilots, rather than delivering standalone analytical products without accountability mechanisms on either side.

Strengthen Collaboration with Civil Society, Academia, and the Private Sector

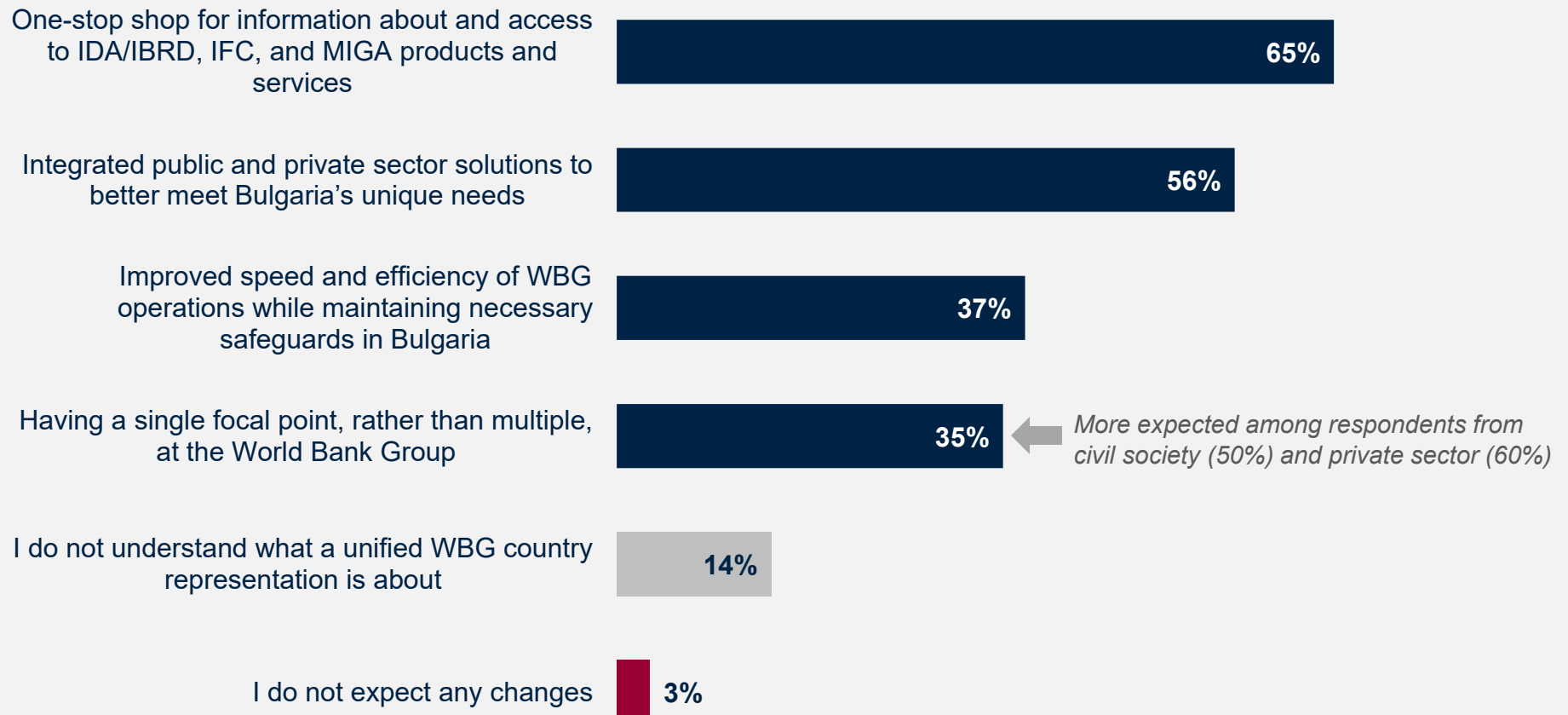
- Respondents consistently called for more active collaboration with civil society organizations and local governments, noting that these actors are closer to citizens and better positioned to translate WBG recommendations into practice.
- Several respondents from the business community noted they had no visible channel to engage with the WBG, calling for a structured mechanism for private sector dialogue and partnership.
- Respondents highlighted the value of engaging Bulgarian academic and research communities more systematically, both to improve the quality of WBG knowledge products and to build local ownership of reform agendas.

Q: *In addition to its partnership with the national government, which of the following should the WBG **collaborate with more** to have greater impact in Bulgaria? Select up to 2 (%)*



29% of Respondents Were Aware of Unified WBG Country Representation; Most Expect the Outcome to be a One-Stop Shop and Better Integrated Solutions

Q: What outcomes do you expect from unified leadership representing the World Bank (IBRD/IDA), IFC, and MIGA in Bulgaria? Select all that apply (%)



Communication and Outreach



WORLD BANK GROUP

WBG Events, Direct Contact, and Website Were the Most Preferred Channels to Obtain Information From the Bank

Key differences across stakeholder groups should be considered when designing targeted outreach. For example, respondents from bilateral/multilateral agencies and the media had a clear preference for direct contact with staff. In contrast, respondents from the private sector and academia preferred more indirect channels, such as the WBG website and publications.

	Top Two Preferred WBG Channels							
	All Respondents	Government Institution	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
WBG event / conference / workshop (in person or online)	52%	50%	48%	61%	54%	44%	47%	57%
Direct contact with WBG staff (e.g., in person, virtually, phone, email)	51%	41%	56%	72%	61%	40%	33%	71%
WBG website*	47%	48%	64%	17%	43%	52%	67%	36%
WBG publications	45%	37%	40%	61%	43%	48%	53%	43%
WBG social media channels (e.g., Facebook, LinkedIn, Instagram, Twitter/X)	30%	22%	28%	11%	43%	48%	33%	29%



How would you prefer to obtain information from the WBG? (Select up to 3)

*Denotes significant differences between stakeholder groups



WORLD BANK GROUP

43% of Respondents Recalled Seeing or Hearing About the WBG Recently, Most Often via Direct Contact with WBG Staff and Events

Q: *Where do you recall seeing or hearing this information? Select all that apply (%)*

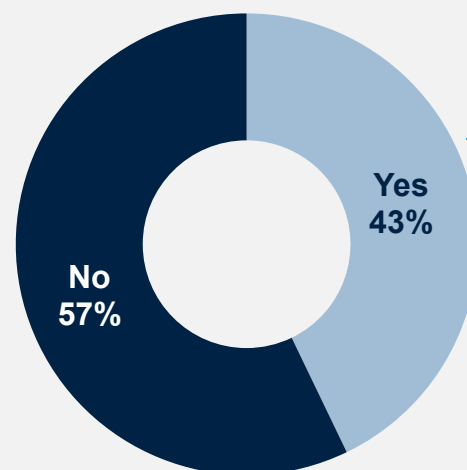


Sample Demographics and Detailed Methodology

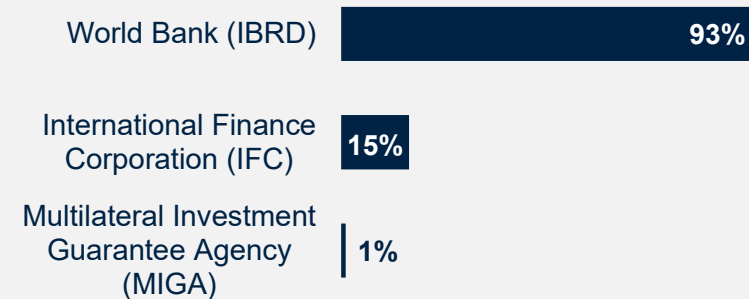


Sample Demographics

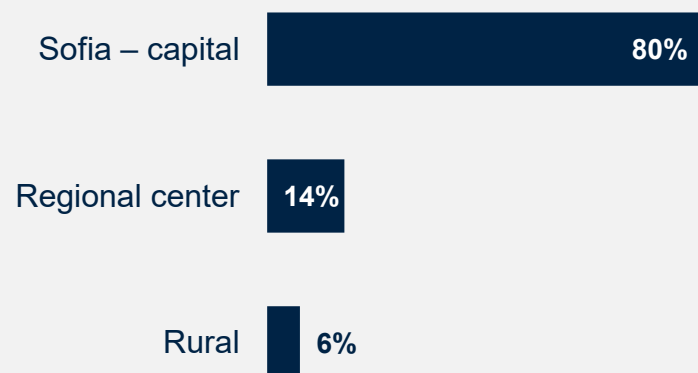
Q: In the past 3 years, have you worked or collaborated with the WBG in Bulgaria?
(N=203)



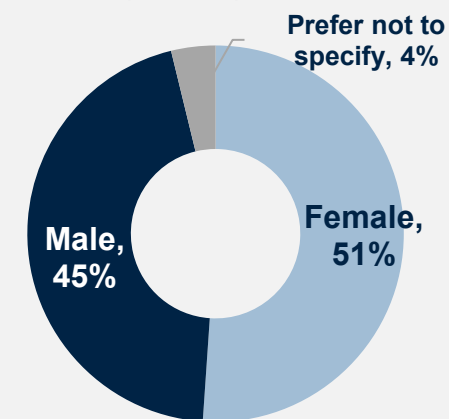
Q: Which of the following WBG agencies have you worked or collaborated with in Bulgaria?
(N=87)



Q: Which best represents your geographic location? (N=184)

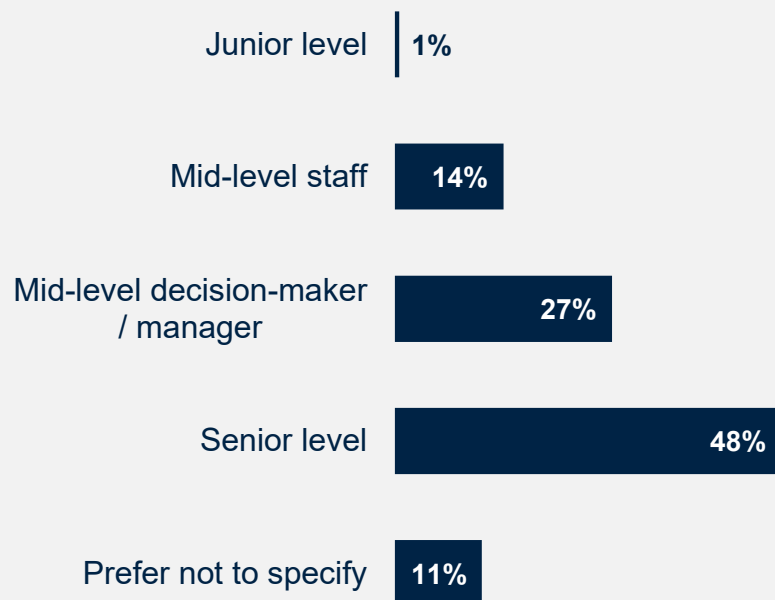


Q: What is your gender? (N=184)

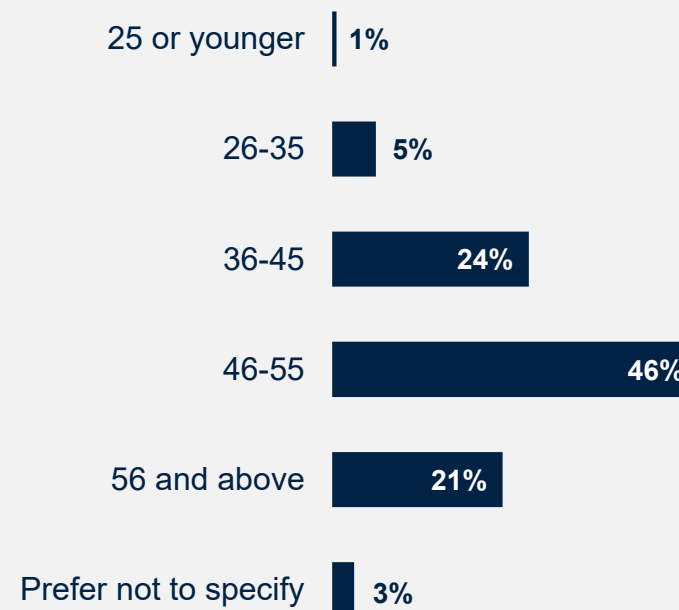


Sample Demographics (continued)

**Q: Within your organization,
would you describe yourself as...**
(N=185)



Q: What's your age?
(N= 184)



Detailed Methodology

From **January to March 2026**, a total of **479** stakeholders in Bulgaria 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 fielding agency. Participants were drawn from government institutions, bilateral or multilateral agencies, civil society organizations, the private sector, academia and research centers, and the media.

Of these stakeholders, **203 participated in the survey (42% response rate)**. Respondents received a link to the questionnaire via email and completed it online.

This year’s survey results were compared to the FY22 Country Opinion Survey, which had a response rate of 47% (N= 210).

Comparing responses across Country Surveys reflects changes in attitudes over time, as well as changes in respondent samples, methodology, and the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. Comparing the stakeholder composition across both surveys, there were more respondents from the local government and private sector in FY26 compared to FY22, but fewer respondents from government principals, bilateral/multilateral agencies, civil society, and academia. These differences in stakeholder composition across the two survey years should be considered when interpreting year-to-year comparisons.

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

Percentage of Respondents	FY 2022	FY 2026
Government Principals: Office of the President, Prime Minister, Minister, Parliamentarian	12%	4%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	28%	28%
Local Government	6%	14%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	2%	9%
Civil Society Organization: Local and regional NGO, Community-Based Organization, Private Foundation, Philanthropy, Professional/Trade Association, Faith-Based Group, Youth Group	24%	16%
Private Sector: Private Company, Financial Sector Organization, Private Bank	9%	13%
Academia / Research Center	14%	8%
Media	5%	7%
Total Number of Respondents	210	203

Detailed Methodology (continued)

Breakdowns for individual questions by stakeholder group and by year can be found in the “Bulgaria COS FY26 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 FY26. Some questions—particularly those requiring more in-depth knowledge of WBG projects and operations—were only presented to a subset of stakeholders. Consequently, for year-over-year comparisons, some FY22 means shown in this report are based only on the subset of respondents who received the same questions in FY26, rather than the full FY22 sample. As a result, these means may differ from those published in the original FY22 report. 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 Mai, the World Bank Group’s AI-powered, secure tool, and reviewed by the Bank staff for accuracy.



Country Opinion Surveys

Thank you

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

countriesurveys@worldbankgroup.org

