



Country Opinion Surveys

FY 2026 **The Gambia** 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 The Gambia 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 The Gambia? 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 The Gambia? How have these projects affected people in The Gambia, and how could the WBG improve its effectiveness?
- 3. WBG Instruments:** What do key stakeholders value most about the WBG's work in The Gambia? 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 The Gambia? 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 The Gambia?
- 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? Which key topics communicated by the WBG are most recalled by stakeholders? What types of information are stakeholders seeking from the WBG?



Methodology Overview

Fielded in January – April 2026

- 375 potential participants were asked to complete the survey
- Respondents received a link to the questionnaire via email or WhatsApp and completed it online
- A list of names was provided by the WBG country team
- Data collection managed on the ground by an independent field agency

171 participants (46% response rate)

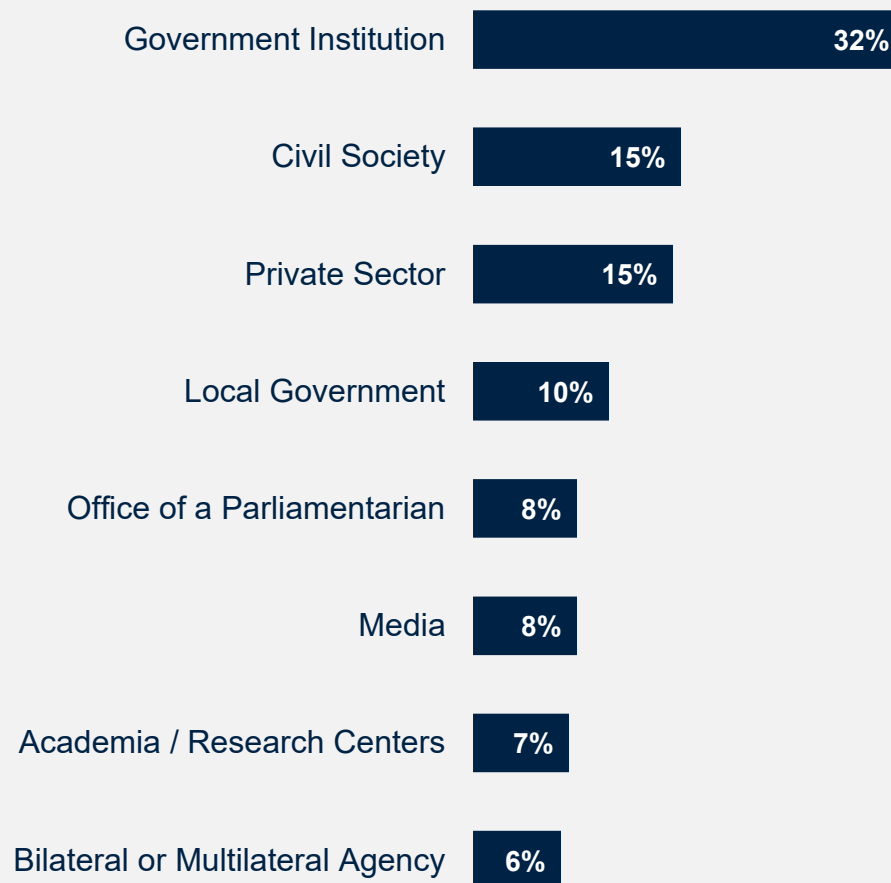
- 11% from Banjul
- 57% have collaborated with the WBG within the past 3 years

Compared to the FY23 Country Survey Results

- 264 participants (88% response rate)
- 36% from Banjul
- 17% collaborated with the WBG

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

Stakeholders in FY26 COS Sample

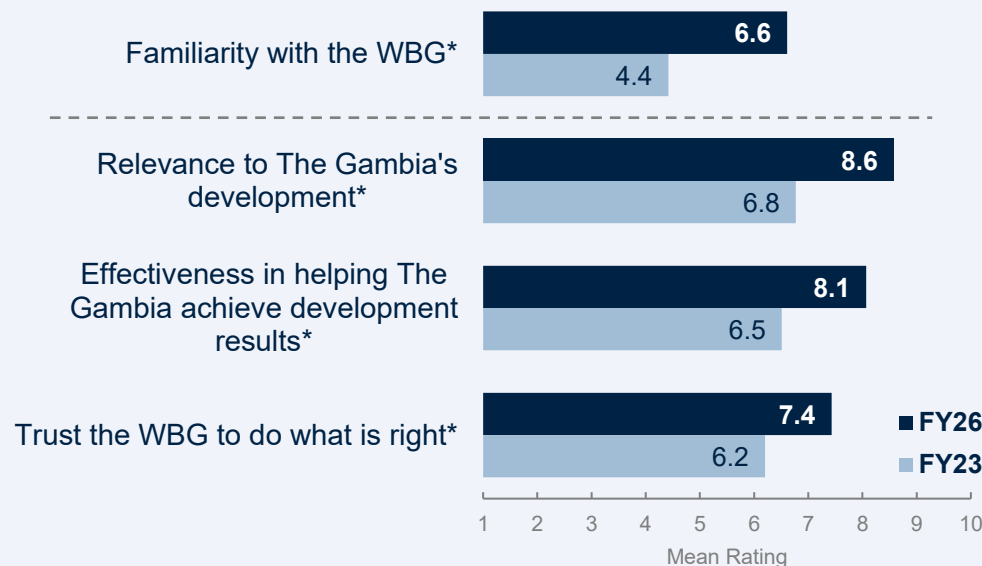


Executive Summary

1. Overall Views of the WBG:

In this year's survey, stakeholders reported significantly higher levels of **familiarity** with the WBG's work compared to the Country Survey in FY23. Respondents also reported significantly higher levels of **trust** in the Bank and significantly improved perceptions of the Bank's relevance to The Gambia's priorities and effectiveness in helping the country achieve results than in FY23. Indeed, among other multilateral institutions, stakeholders considered the WBG to be the most **relevant** to the country's development and the most **effective** in helping The Gambia achieve results.

In addition, ratings for the WBG's relevance, effectiveness, and trust among stakeholders in The Gambia were higher than those from respondents in other Western and Central Africa countries and IDA countries surveyed in FY25.



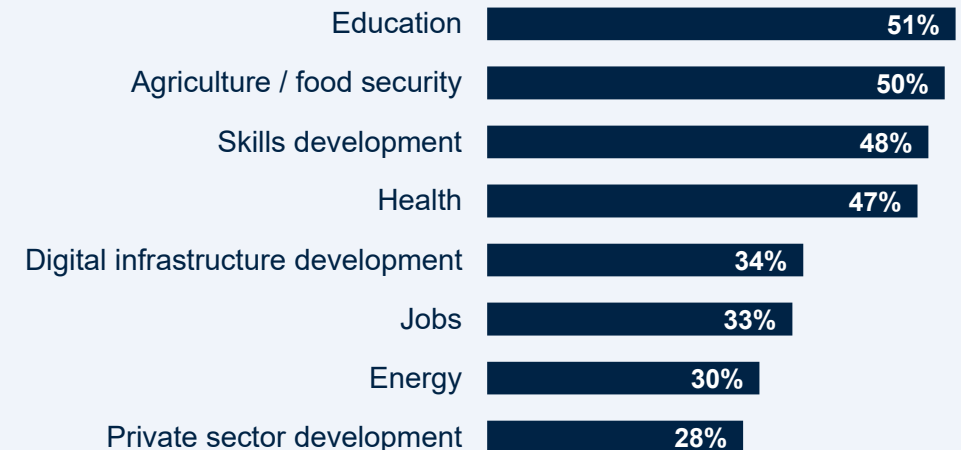
2. The WBG's Work on Development Priorities:

Respondents identified **education**, **agriculture**, **skills development**, and **health** as the top priorities for the WBG's focus this year, similar to those identified in FY23.

WBG clients were most often familiar with WBG projects related to energy or agriculture. **73% of WBG clients rated the WBG as "very helpful" in achieving project goals**, and 58% rated WBG projects as "very effective" in creating sustainable, long-term jobs.

Inadequate government accountability (46%) was considered the #1 reason for slow or failed reform efforts. Access to finance (76%) was identified as the #1 challenge to private sector development.

In their open-ended comments, stakeholders discussed that agriculture and digital technology were priority sectors, but that the private sector was the primary engine for jobs. Respondents emphasized that skills development is a prerequisite and that youth and women should be targeted in job creation efforts. Respondents also suggested the WBG work more directly at the local level to ensure that job-related initiatives reach those most in need, rather than being filtered through central government institutions.



Executive Summary (continued)

2a. Creating Jobs:

Approximately 4 in 10 respondents felt that the WBG was “very effective” in helping to **create the conditions** for more and better jobs in The Gambia (38%) and “very effective” in **aligning its support** for job creation to The Gambia’s national priorities (46%). In addition, 42% of respondents felt that the WBG was “very influential” in **influencing the government’s policies** on job creation.

In their open-ended comments, respondents most often discussed agriculture and agribusiness, tourism and hospitality, and ICT and the digital economy as having the greatest promise to drive job creation.

2b. Improving WBG Operational Effectiveness:

In their written responses, stakeholders discussed that the WBG should do more to shift from policy to delivery by **strengthening implementation and accountability** – provide more hands-on technical support to ministries and PIUs, measure success by impact rather than disbursement, and utilize more results-based financing (e.g., PforR). **Improving donor coordination and transparency** was also discussed to maximize impact and accountability. Respondents called for more structured coordination with other development partners. They also called for more publicly accessible information on WBG financing. Such transparency, paired with greater outreach, would not only increase awareness but also build trust and enable accountability. Stakeholders also discussed the need to **work more at the local level and build local capacity**. Respondents called for the WBG to channel support through local governments rather than exclusively through the central government.

3. WBG Instruments:

Nearly three-quarters of respondents viewed the WBG’s **financial resources as its greatest value** to The Gambia (73%), and WBG clients felt that WBG financing was **increasingly competitive and better at meeting Gambia’s needs** since FY23.

Most respondents reported that they had utilized the WBG’s knowledge work in the past three years (76%), most often workshops (41%), data resources (36%), or research reports (35%). Half of all respondents felt that WBG knowledge work made a “very significant impact” on development results (50%, significantly improved), while 59% of those who used WBG knowledge work rated it as “very high quality”. **Most respondents believed that WBG policy advice had positively influenced government policy/action** (86%) and had influenced strategies/actions of private sector actors (69%) in The Gambia.

In their open-ended comments, respondents expressed a desire for **more flexible and tailored instruments**. Respondents called for more flexibility in terms of project scopes, sector-led reform proposals, and alignment with national systems and priorities. Faster, simpler procedures to streamline approvals were also suggested. In regard to financial instruments, respondents wanted **more financial support with fewer access barriers**. More grants, simplified access, and larger financial commitments were recurring requests. They also discussed expanded private sector financing. Respondents felt that the WBG’s knowledge work could be strengthened by **more focus on data and real-time learning**. Stronger data infrastructure, integrated government systems, and real-time monitoring were mentioned to track impact beyond disbursement. Also, more collaboration with academia and local expertise was seen as key to sustainability.

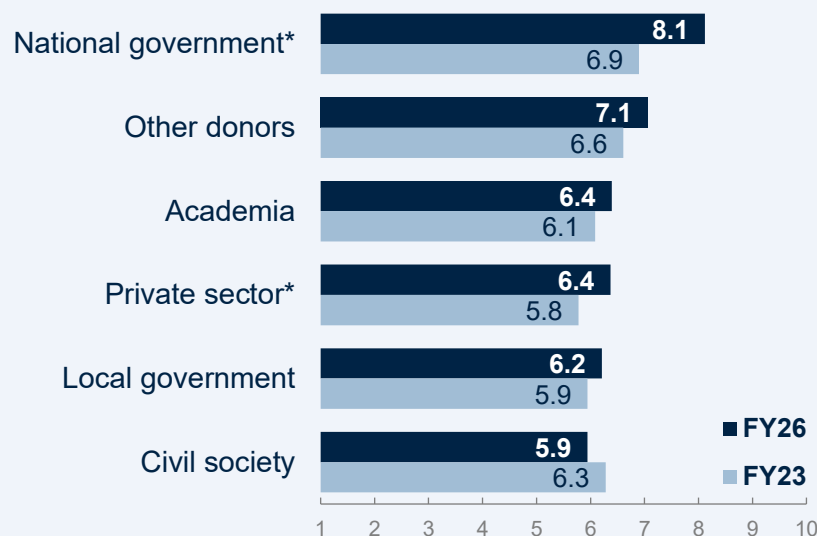


Executive Summary (continued)

5. The WBG's Engagement and Collaboration:

In FY26, stakeholders perceived the WBG as a more effective **long-term development partner** to The Gambia, which is **responsive** and **accessible**, compared to FY23. Their perceptions of the WBG's collaboration with the national government also significantly improved. Ratings for the effectiveness of the WBG's collaboration with local governments, other partners, civil society, academia, and the private sector were somewhat improved (the private sector significantly so), but were much more moderate than those for the national government. More than half of respondents (53%) considered the WBG "very effective" in partnering with the government to improve the business environment, but only 35% considered it "very effective" in partnering with the private sector to support business development.

In addition to its partnership with the national government, respondents would like the WBG to **collaborate more with the private sector** (43%) and **civil society** (36%) to have a greater impact.



In their written responses, stakeholders also called for the WBG to **partner more with civil society**, involving CSOs in project design, implementation, and monitoring, not merely consulting. Local communities also should be engaged from design through sustainability, ensuring WBG interventions reflect local needs. Respondents also discussed the need for **improved government and donor coordination**. Respondents felt that WBG interventions should be more grounded in existing government frameworks to better coordinate with the efforts of other donors and development partners and thereby maximize results. They also felt that this collaboration should extend beyond ministries to include Parliament and local councils. Respondents also discussed that the WBG needs to **engage more with the private sector and academia**, making them active partners in project design, implementation, and financing, not just mission informants. **Working with community radio and media** to share success stories would improve WBG's visibility and public trust.

6. Communications:

Direct contact with WBG staff (50%), WBG's **events/workshops** in-person and online (49%), and **WBG websites** (48%) were indicated as respondents' preferred communication channels. Respondents wanted to receive information on the outcomes/results (54%), impact assessments of WBG projects (53%), and regular updates on WBG activities (50%) to better understand the WBG's role in The Gambia.

Two-thirds of respondents reported seeing or hearing about the WBG recently (66%), most commonly via events (43%) or traditional media (41%), and most frequently about the WBG's work on education/skills development, climate, energy, and job creation.



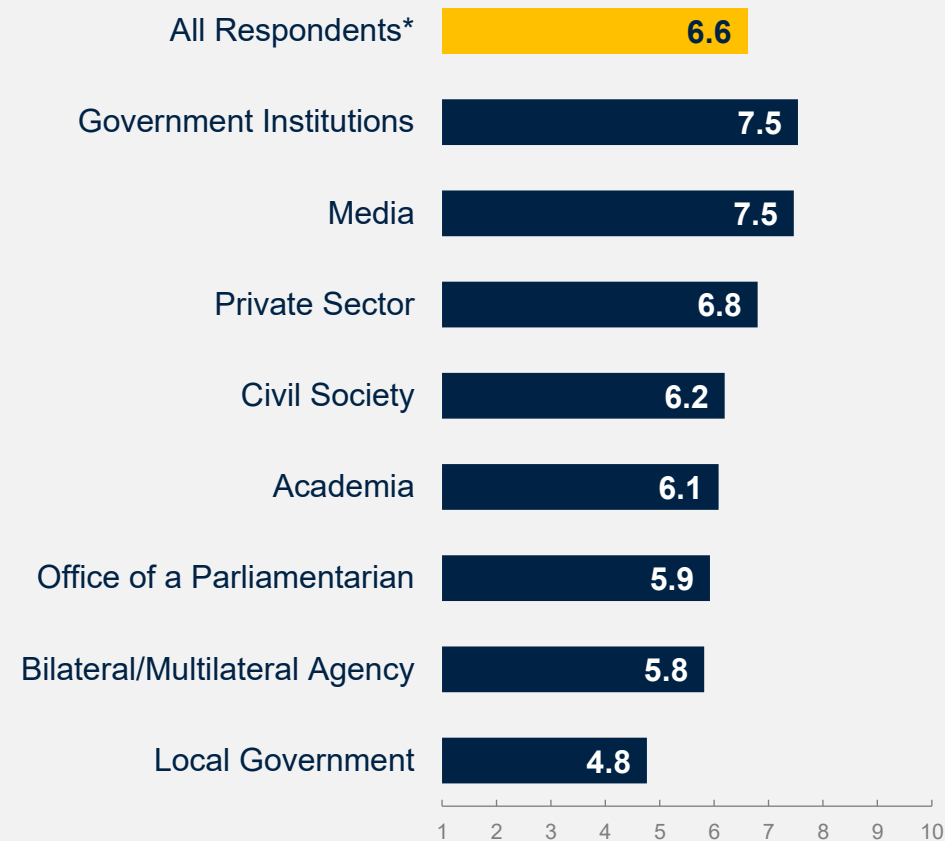
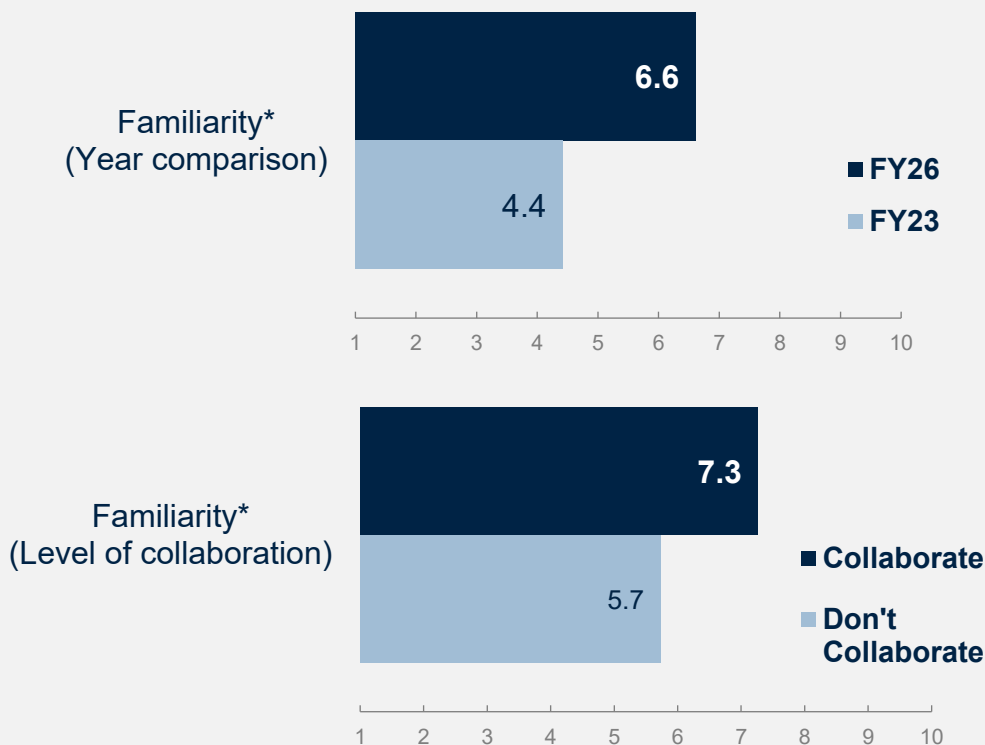
Overall Views of the World Bank Group



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Familiarity with the WBG Has Increased Significantly and Is Highest Among Respondents from Government Institutions and Media, as well as Those Who Collaborate with the WBG

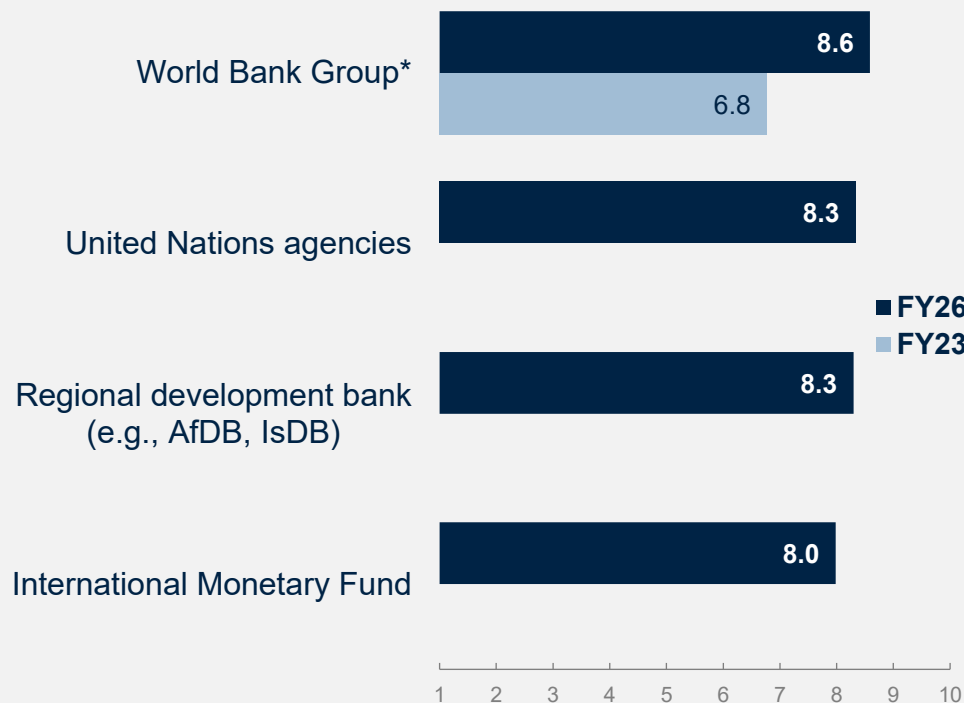
Q: How familiar are you with the World Bank Group’s work in The Gambia?
1=Not familiar at all; 10=Very familiar (Mean is reported)



*Denotes significant differences between groups

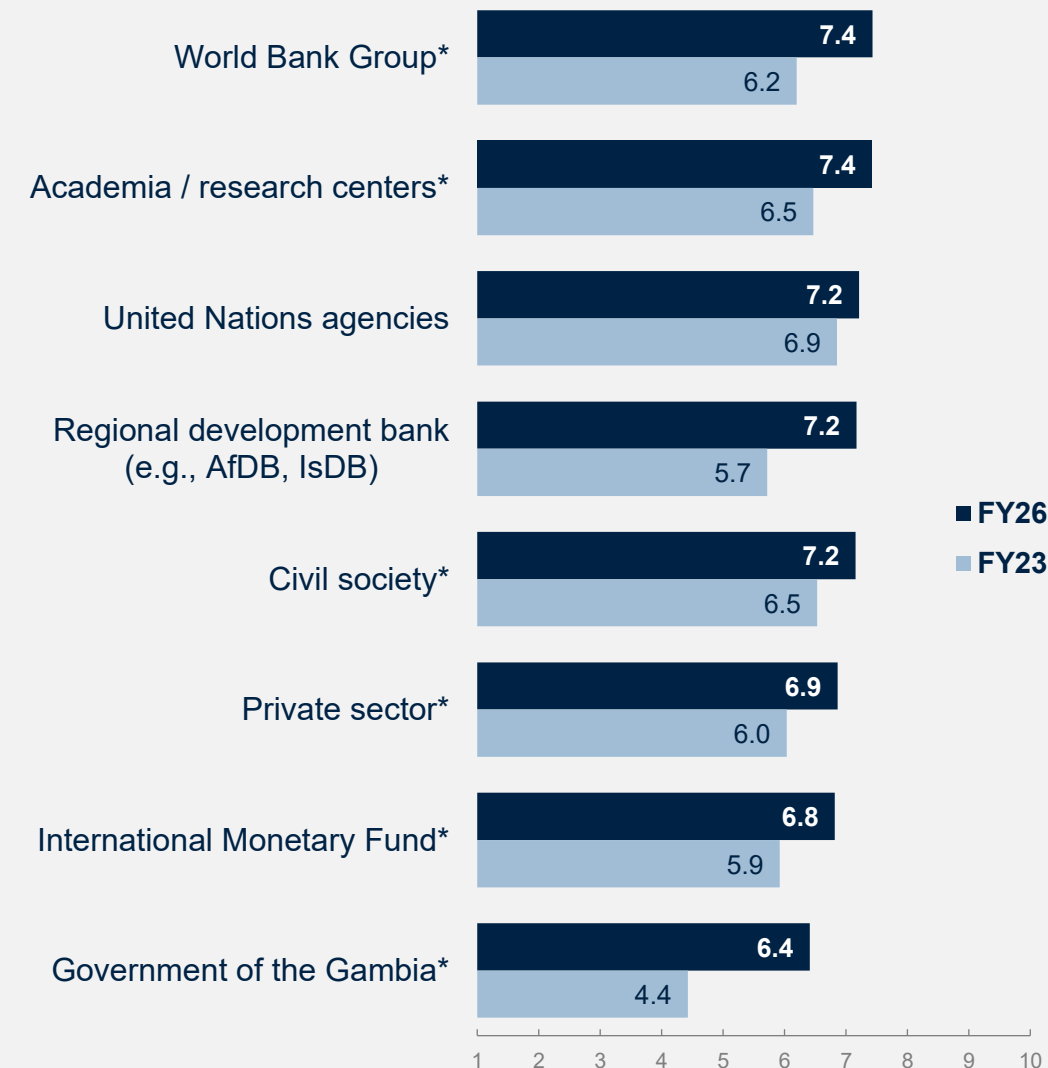
Trust in and Relevance of the WBG Have Increased Significantly

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



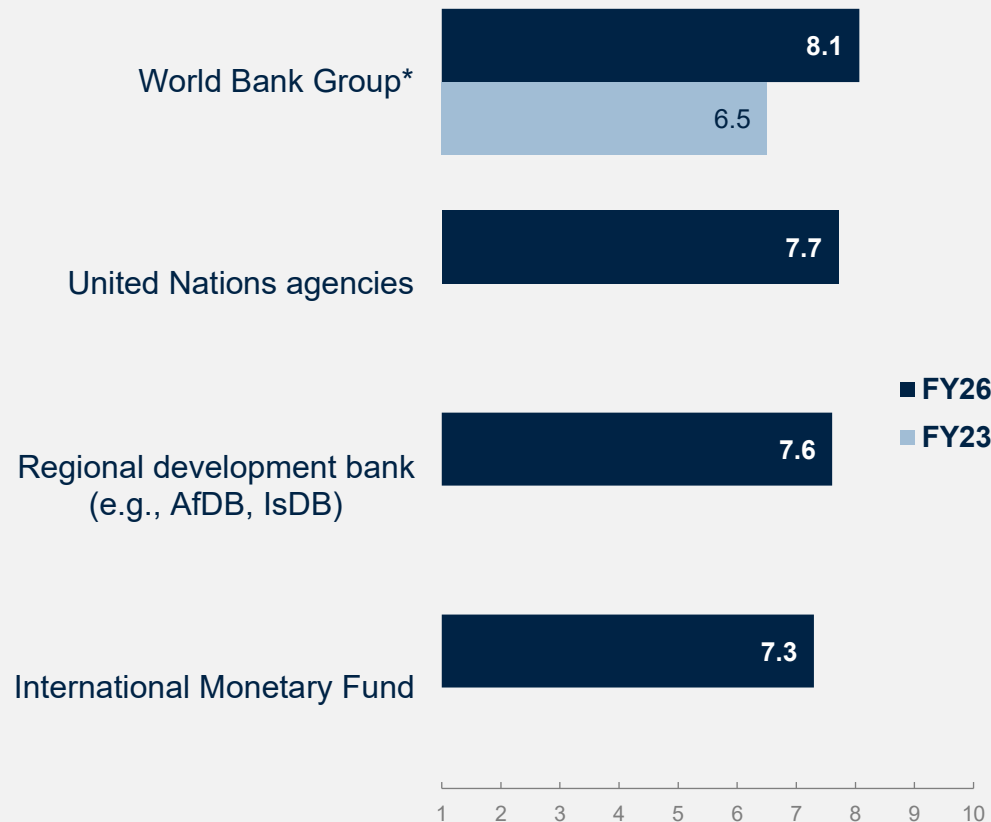
*Denotes significant differences between years

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

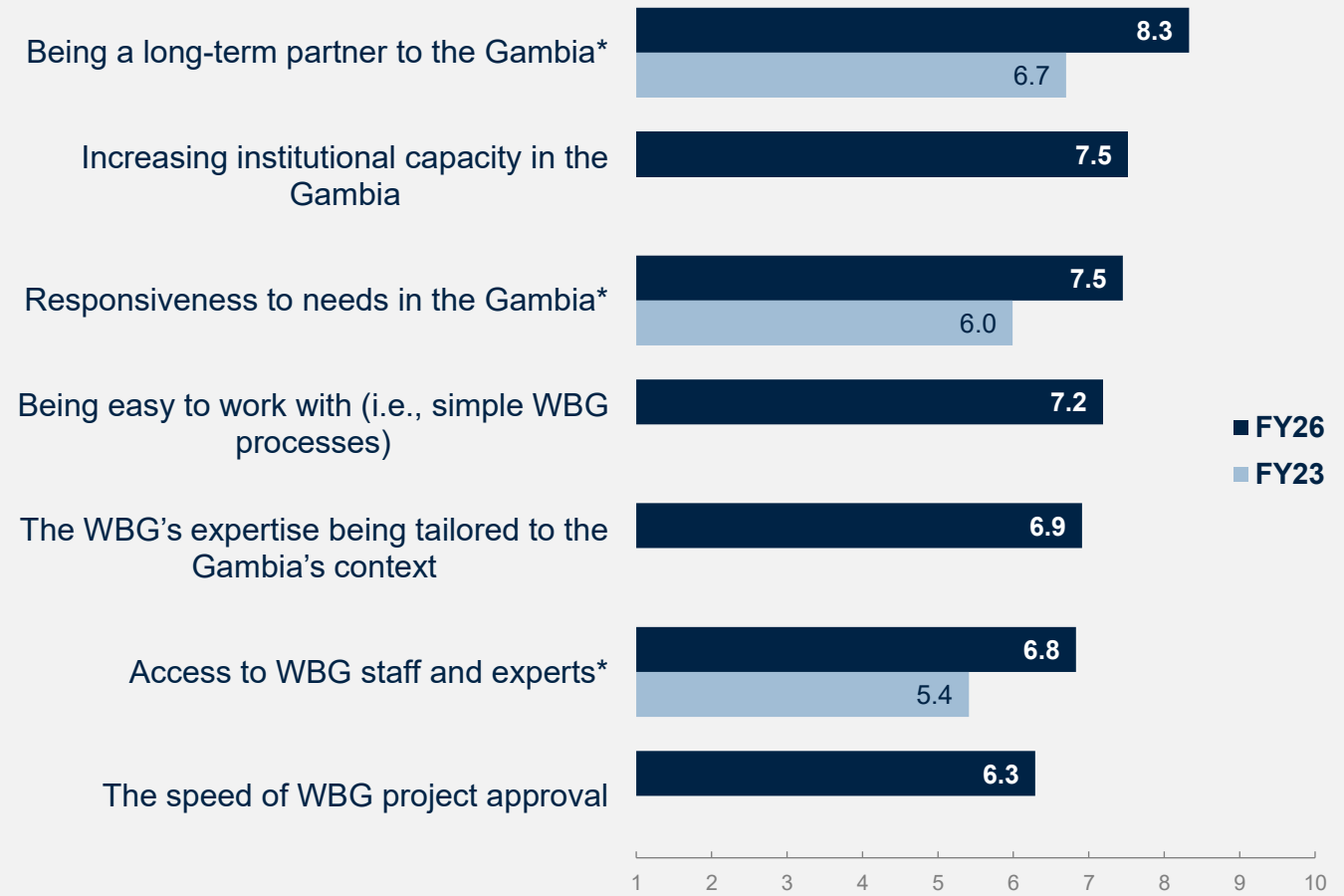


WBG Effectiveness in Achieving Results and in Partnering with Gambia Have Improved Significantly

Q: How *effective* is each of the following organizations in helping The Gambia *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)



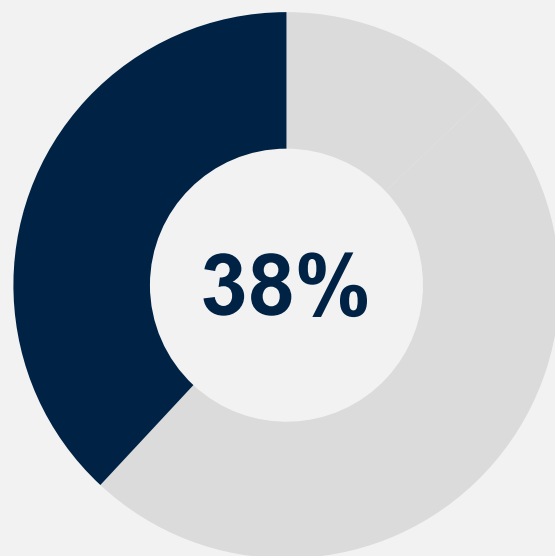
*Denotes significant differences between years

WBG's Effectiveness in Helping Create Better Jobs

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

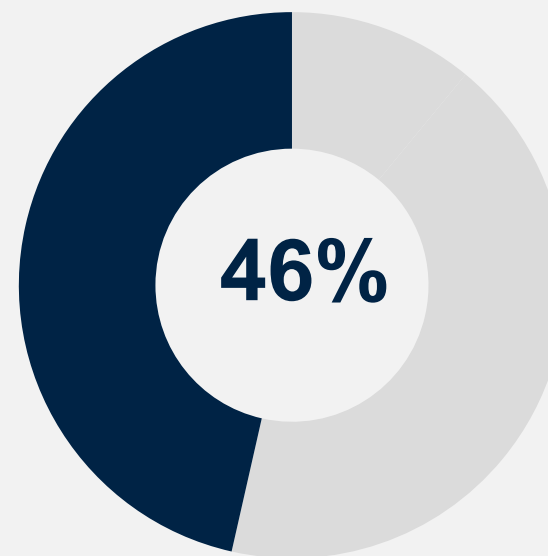
Creating the **conditions for more and better jobs** in The Gambia
(% rating – 8-10 on a 10-point scale)

Mean = 6.7



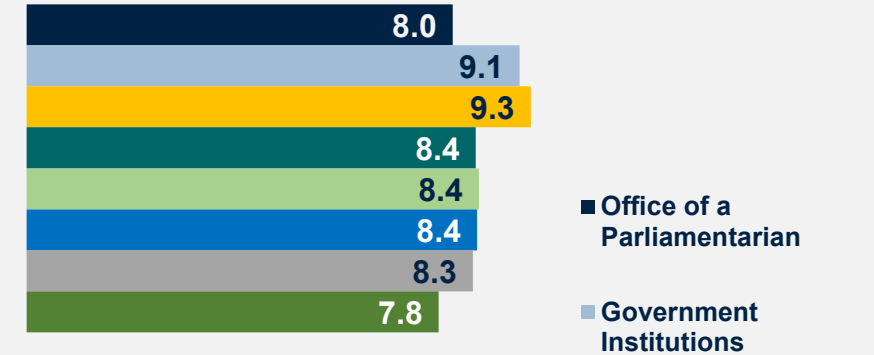
Aligning its support for job creation to the national priorities in The Gambia
(% rating – 8-10 on a 10-point scale)

Mean = 7.0

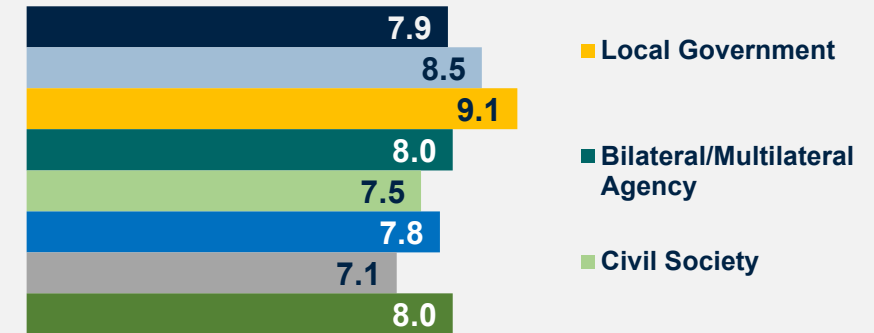


Perspectives on WBG KPIs Were Quite Positive Across all Stakeholder Groups

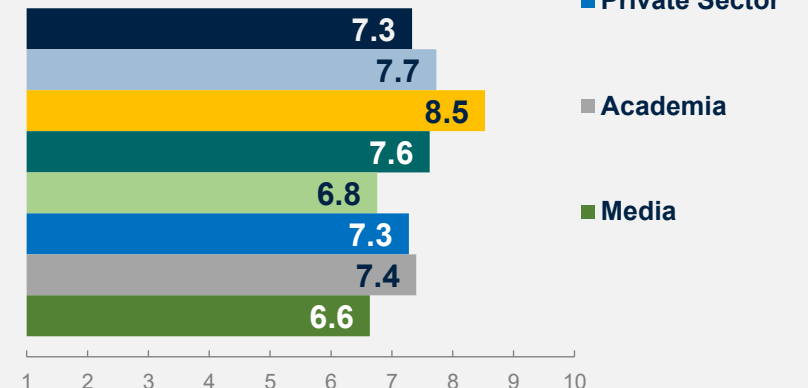
Relevant role in The
Gambia's development



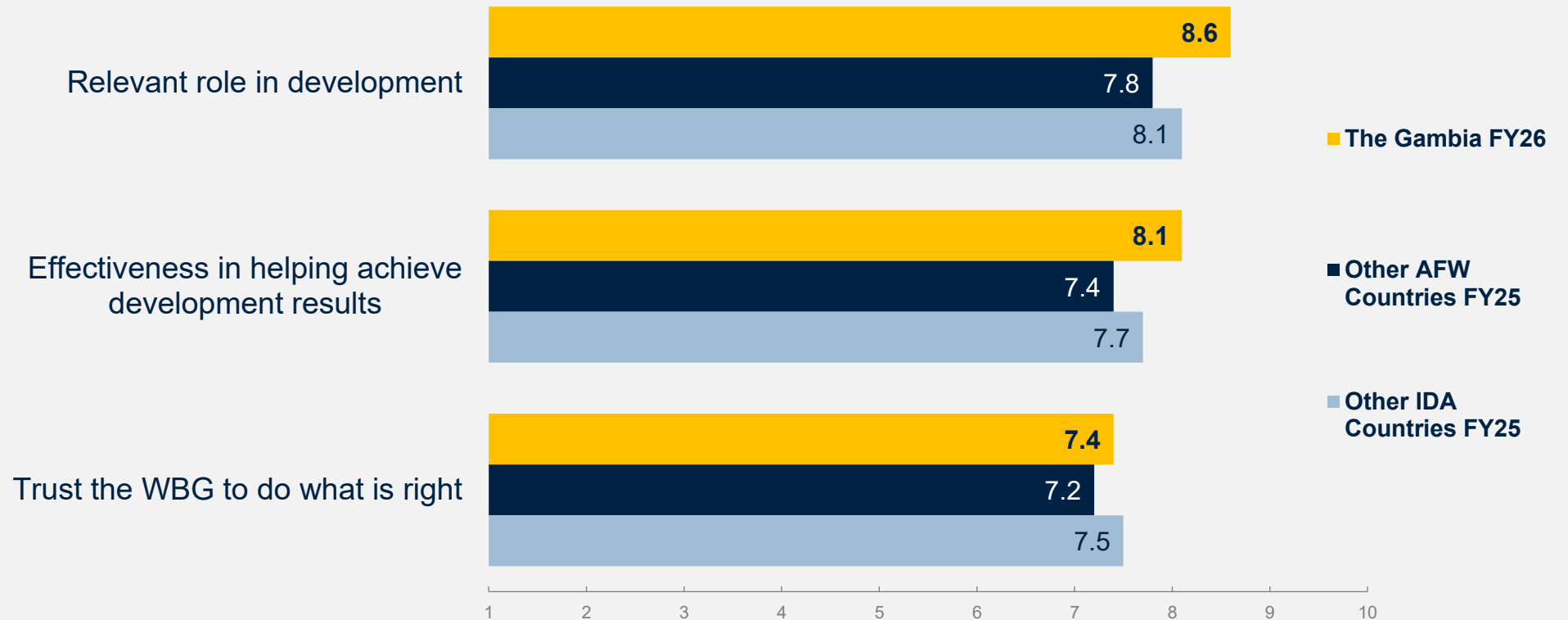
Effectiveness in helping
The Gambia achieve
development results



Trust the WBG to do what
is right for The Gambia



The Gambia Outperforms on KPI Ratings Compared to Other Western and Central Africa Countries and Other IDA Countries Surveyed in FY25



FY25 Western and Central Africa countries included: Angola, Botswana, Cameroon, Côte d'Ivoire, Democratic Republic of Congo, Eswatini, Ethiopia, Gabon, Liberia, Madagascar, Malawi, Mauritius, Rwanda, and Sierra Leone.

FY25 IDA countries included: Bangladesh, Côte d'Ivoire, Democratic Republic of Congo, Ethiopia, Kiribati, Kosovo, Liberia, Madagascar, Malawi, Rwanda, Samoa, Sierra Leone, Tajikistan, and Tonga.



The WBG's Work on Development Priorities



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WBG: Focal Development Areas

Education, agriculture, and health remain the top priorities for WBG engagement in FY26 as they were in FY23. **Skills development** (new in FY26) was also a key area of focus.

In open-ended comments, respondents identified several priority sectors for job creation in The Gambia:

Private sector as the primary engine for jobs: Multiple respondents called for deeper WBG engagement with the private sector through long-term financing, advisory services, improved business environment reforms, and direct partnerships as the most sustainable path to job creation, particularly for SMEs.

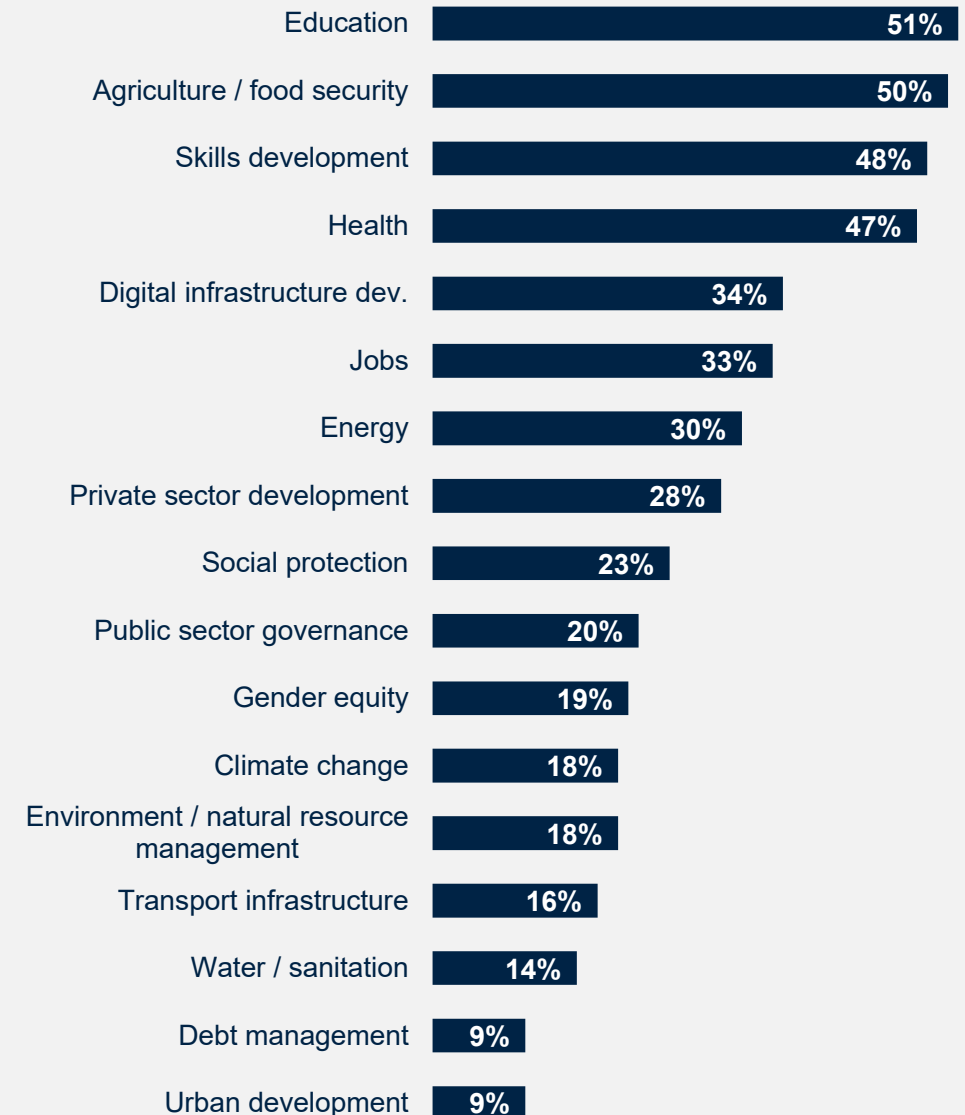
Agriculture and digital technology as priorities: Respondents highlighted agricultural modernization (value chains, irrigation) and digital/IT skills as high-potential areas for employment.

Youth and women at the center: Several responses emphasized targeting job creation efforts at youth and women, including through TVET training, apprenticeship programs with private employers, and microfinance.

Skills development as a prerequisite: Capacity building, particularly technical, vocational, and digital skills, was frequently cited as essential for enabling employment and reducing irregular youth migration.

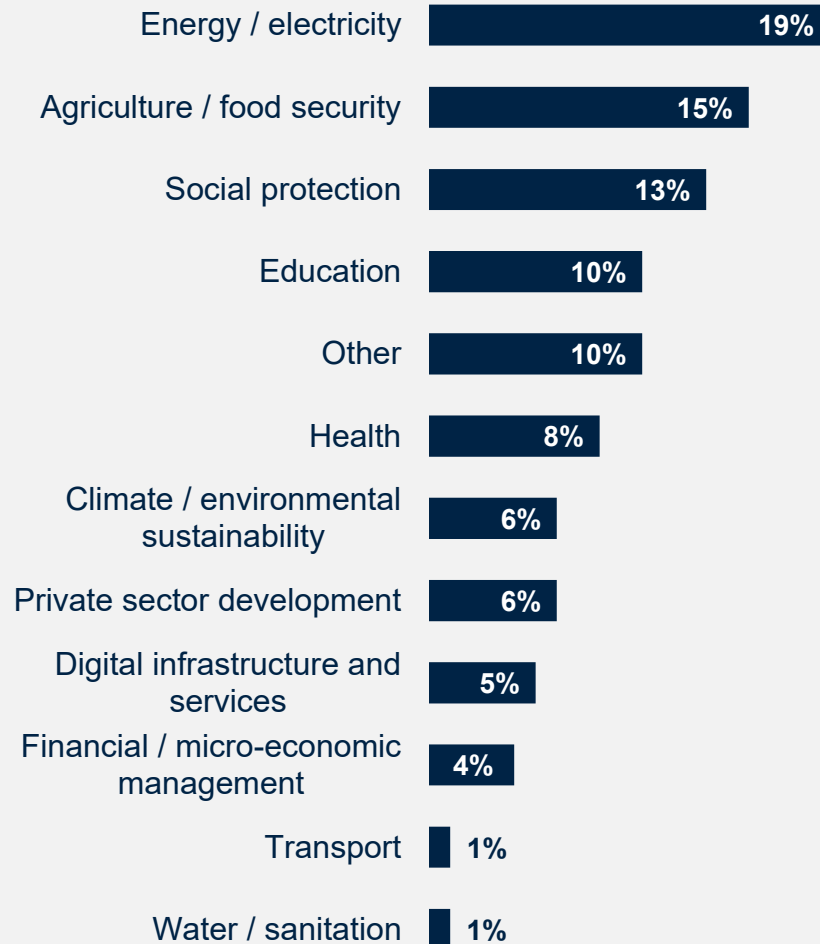
Local delivery to maximize reach: Respondents suggested working directly with local councils and CSOs to ensure job-linked interventions reach those most in need, rather than being filtered through government structures.

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



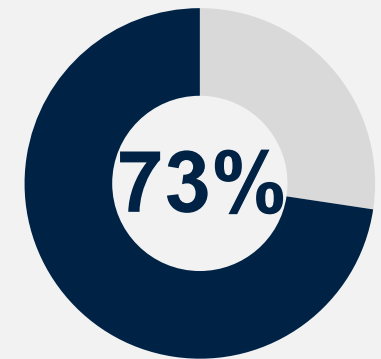
73% of WBG Clients in The Gambia Rated WBG Support as “Very Helpful” in Achieving Project Goals

Q: Please select the development area that was the primary focus of this WBG-supported project or initiative. Select ONE only (%)



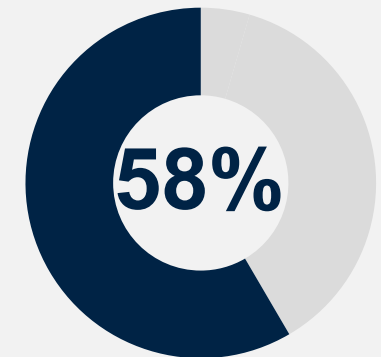
Q: How helpful was the WBG in achieving the goals of this one project or initiative?
1=Not helpful at all; 10=Very helpful (% rating – 8-10 on a 10-point scale)

Mean = 8.4



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

Mean = 7.7



The Impact of WBG-Supported Projects in The Gambia

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

Energy Access

- “1) Improved stability in electricity supply and distribution, reflected in a significant reduction in outages, has enhanced the reliability of power across the network. The expansion of generation capacity, including the addition of a 23MW solar plant, alongside increased access to electricity in rural communities, is driving inclusive and sustainable development.*
- 2) These improvements are having a direct and meaningful impact on people’s lives. Households now enjoy more reliable lighting and improved living conditions, while businesses benefit from reduced downtime, increased productivity, and lower operating costs. In rural areas, newly electrified communities are experiencing better access to essential services, enabling small enterprises to grow and creating new income opportunities.*
- 3) The social benefits are equally significant. Health facilities can provide more consistent, higher-quality care, with reliable power supporting critical equipment and vaccine storage. Schools benefit from extended study hours, access to digital learning tools, and improved teaching environments.”*
- (Government Institution Respondent)

Education

“The first engineering university campus was built with modern-day equipment for teaching, research, and revenue generation. Homegrown engineers are being trained in the new structure funded by the World Bank, which is of great impact.”

(Government Institution Respondent)

Social Protection

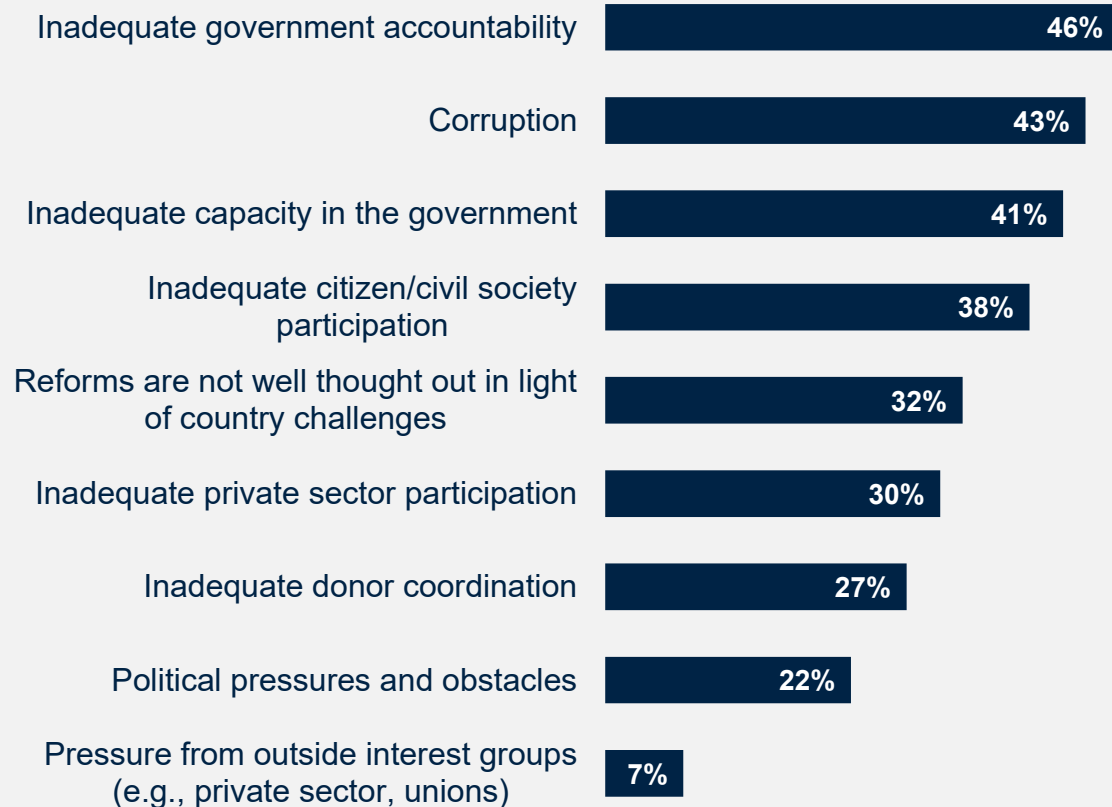
- “Through the provision of cash transfers to underprivileged families.”*
- (Media Respondent)
- “The Social Safety Net project has reduced households’ vulnerability through cash assistance. This was most impactful during the COVID-19 pandemic.”*
- (Civil Society Respondent)
- “The SWEDD+ project helps in creating awareness of harmful practices against girls and young women and also creates start-up micro financial support activities for economic opportunities for girls and young women.”*
- (Government Institution Respondent)

Agriculture

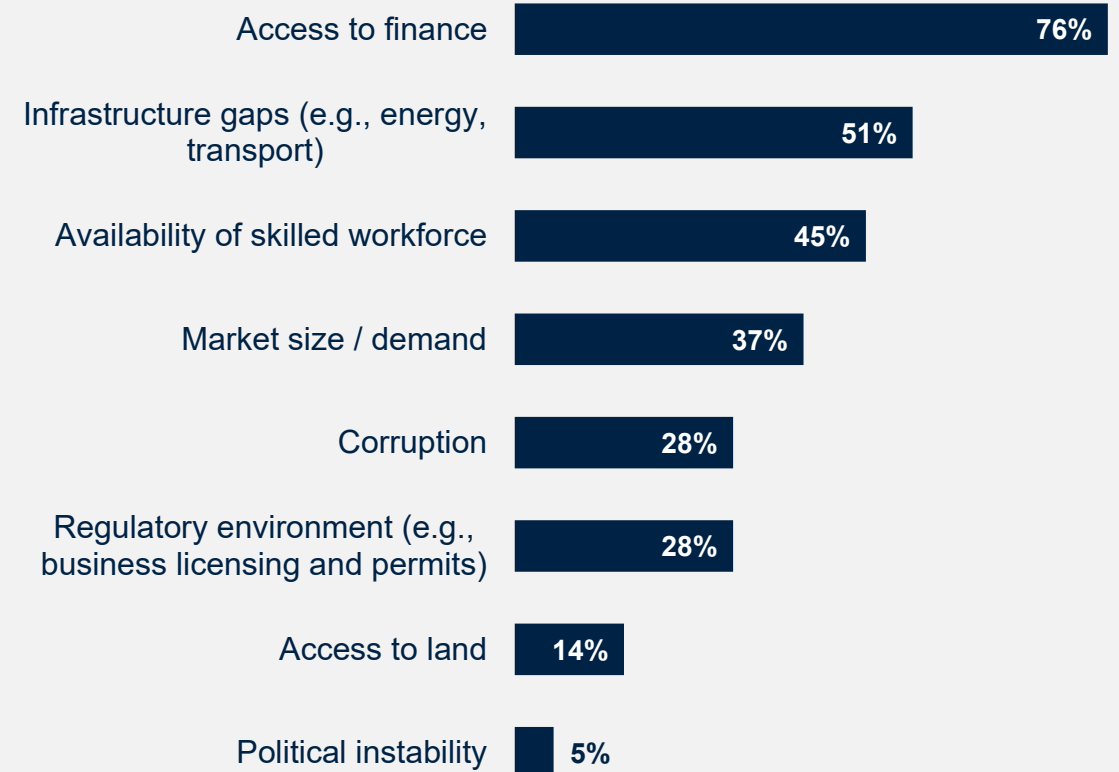
- “A World Bank-supported project, notably the Gambia Agricultural Development Project, significantly impacted farming communities. It introduced climate-smart techniques, such as tied ridges and contour plowing, to over 10,000 farmers. This improved water retention in the sandy soil, directly boosting yields of groundnuts and millet during erratic rainfall, thereby enhancing household food security.”*
- (Academia Respondent)
- “Assisted in creating enabling and sustainable agriculture sectors to be more market-oriented. Organized beneficiary farmers in accessing quality climate-smart certified seeds and equipment for their value chains”*
- (Government Institution Respondent)

Stakeholders Considered Inadequate Government Accountability the Reason for Slow Reforms and Access to Finance the Biggest Challenge to Private Sector Development

Q: When economic and/or social reform efforts fail or are slow to take place in The Gambia, which of the following would you attribute this to? Select up to 3 (%)



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



Key Themes from Open-Ended Responses on Improving WBG's Operational Effectiveness

Q: *In what way, if any, did this WBG-supported project or initiative impact the people of the Gambia?* | **E1:** *What is the most important thing the WBG could do to increase its effectiveness in the Gambia?*

Strengthen Implementation and Accountability

- **Shift from policy to delivery:** The WBG should provide hands-on technical support to ministries and PIUs, particularly in procurement and financial management, and measure success by impact rather than disbursement.
- **Scale results-based financing:** The PforR modality was explicitly cited as effective. Tying disbursements to outcomes reduces political capture and ensures resources reach Gambians.
- **Reduce bureaucracy:** Slow approvals and rigid procedures were a recurring complaint. Simpler, faster processes, especially for small states, are essential.

Improve Coordination and Transparency

- **Strengthen donor coordination:** Fragmented parallel efforts reduce impact. Respondents repeatedly called for structured coordination with other development partners.
- **Increase transparency on financing:** Publicly accessible information on loan terms and conditions is needed to build trust and enable accountability.
- **Improve WBG visibility:** Despite significant investments, public awareness of the WBG is low. Engaging community radio and communicating results clearly were cited as necessary steps.

Decentralize Delivery and Build Local Capacity

- **Channel support through local government:** Respondents called for the WBG to treat LGAs as direct partners, routing funding and implementation through them rather than exclusively through the central government.
- **Build long-term institutional capacity:** Weak capacity in ministries and PIUs was seen as driving slow execution. Sustained training in financial management, procurement, and monitoring is needed, not one-off support.
- **Use local expertise:** Respondents stressed reducing reliance on external consultants and drawing on local knowledge in project design and implementation.

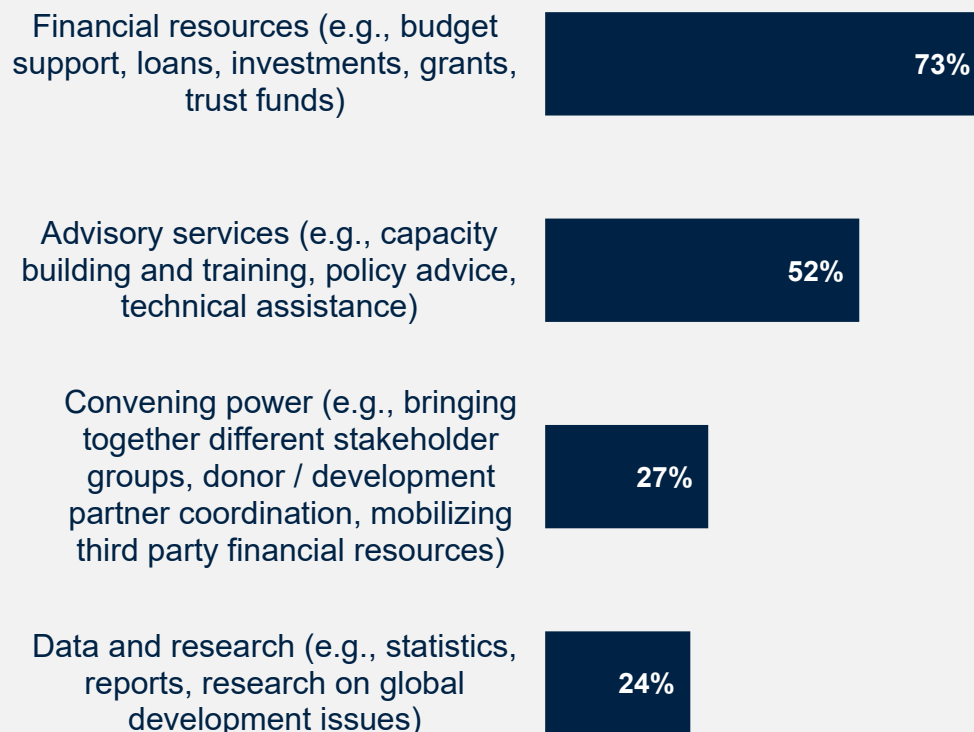
The WBG's Instruments



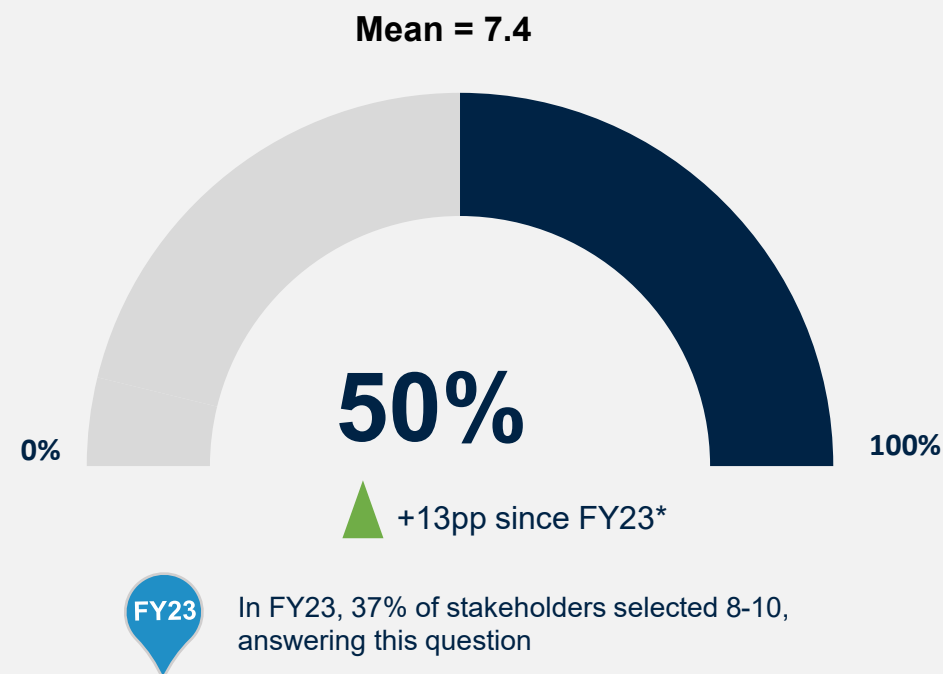
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Financial Resources Seen as the WBG's Greatest Value to The Gambia; Perceptions of WBG Knowledge Work's Impact on Results Have Significantly Improved

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

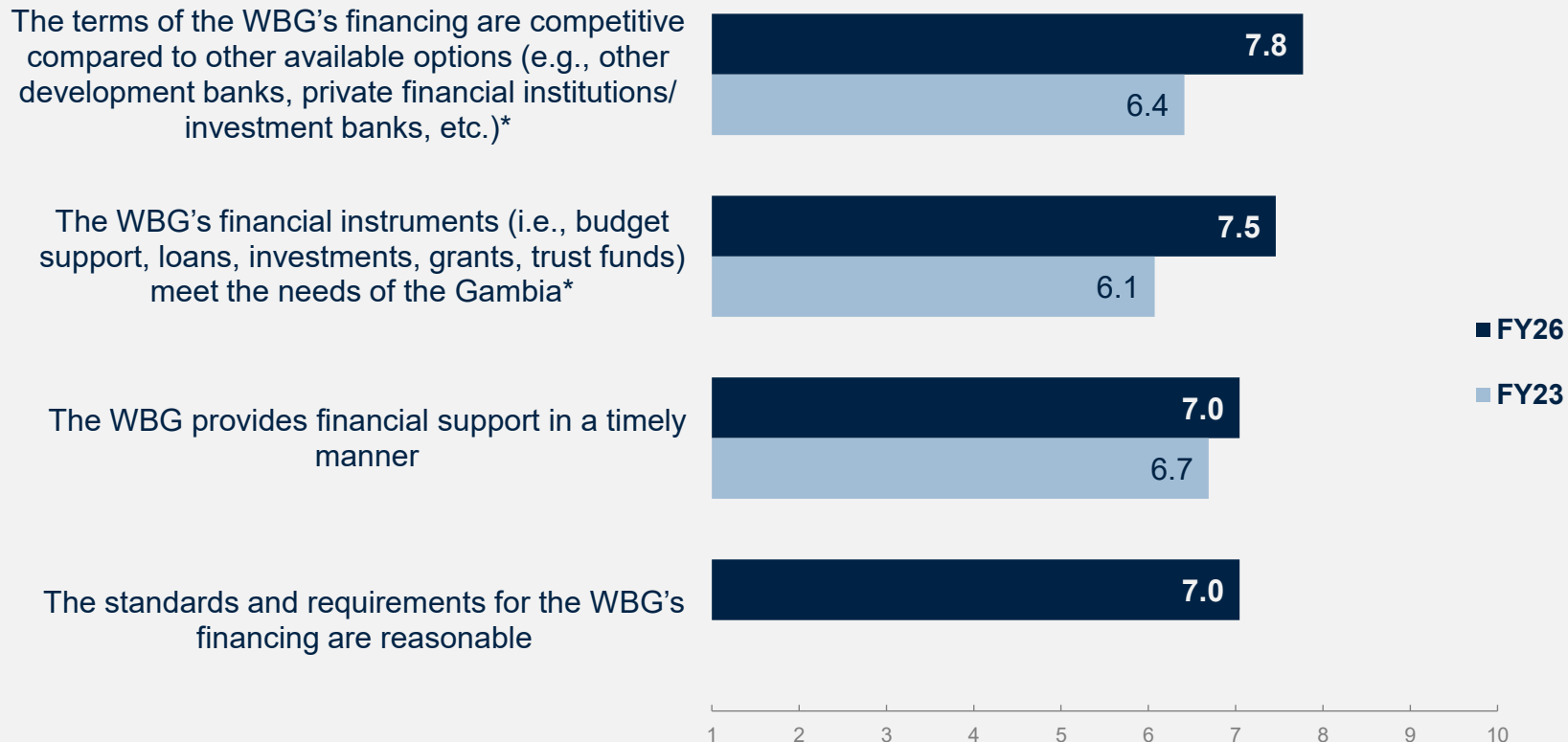


Q: How significant a **contribution do you believe the WBG's knowledge work makes to development results in The Gambia?**
1=Not significant at all; 10=Very significant
(% rating – 8-10 on a 10-point scale)



Clients Reported Significantly More Positive Perceptions of WBG Financing Competitiveness and Meeting the Needs of The Gambia

Q: To what extent do you agree with the following statements about the WBG's financial support to The Gambia? 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)

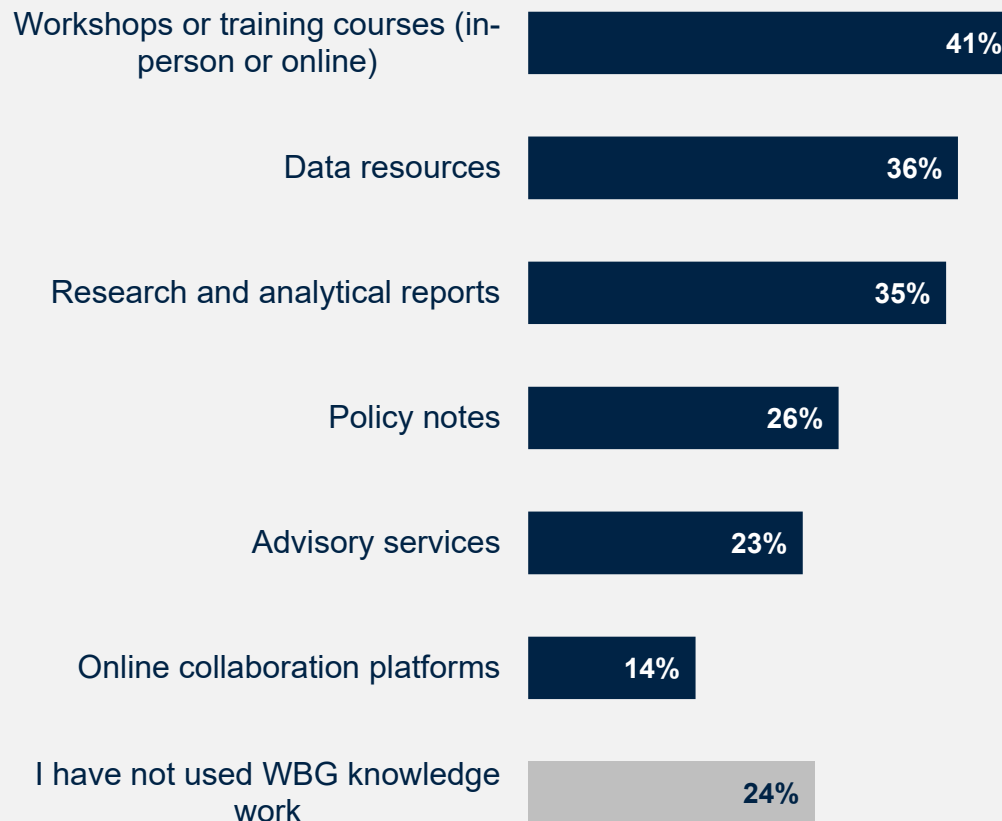


*Denotes significant differences between years

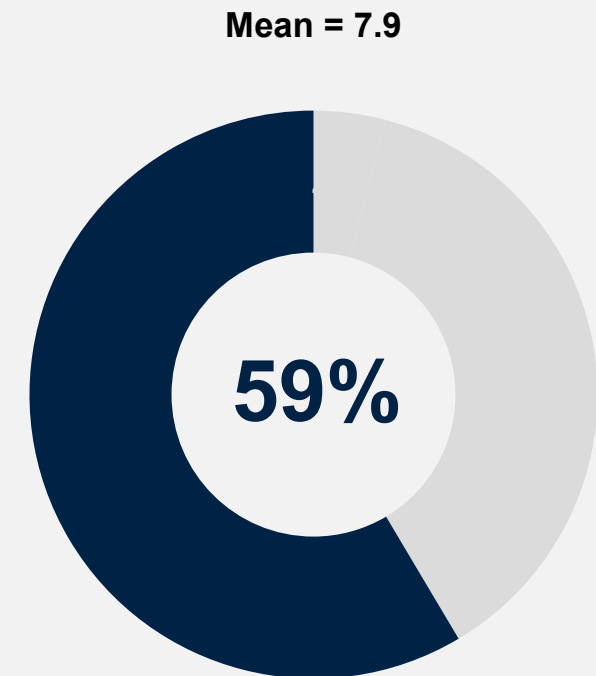


Three-Quarters of Respondents Used Knowledge Work in the Past Three Years; Those Who Did Considered the Knowledge Work High Quality

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 The Gambia? 1=Very low quality; 10=Very high quality (% rating – 8-10 on a 10-point scale)



Summary of Open-Ended Comments on Improving WBG Financial Instruments and Knowledge:

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

Increase Flexibility and Country Fit

- Instruments were described as "one-size-fits-all." Respondents called for more flexibility in terms of project scopes, sector-led reform proposals, and alignment with national systems and priorities.
- Streamline approvals and use government systems. Slow no-objection processes and parallel disbursement structures undermine ownership. Faster, simpler procedures channeled through government instruments were consistently recommended.

Reform Financing Modalities and Conditions

- Increase allocations and reduce access barriers. Project envelopes were seen as too small and conditions too restrictive. More grants, simplified access, and larger financial commitments, especially for small states, were recurring demands.
- Scale results-based and direct disbursement instruments. Respondents also called for disbursing directly to target groups and local councils to reduce political capture.
- Expand private sector financing. Long-term financing, patient capital, and simplified access for SMEs and MSMEs were cited as underutilized instruments.

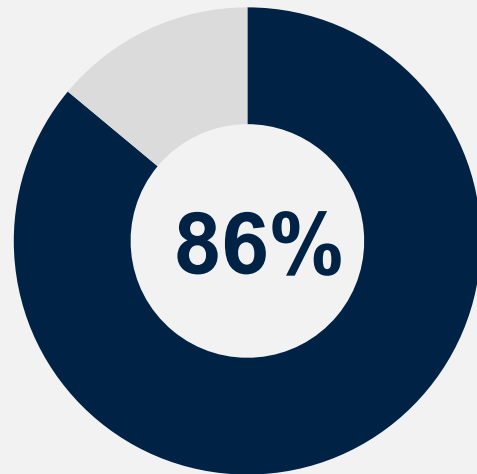
Strengthen Knowledge and Data Systems

- Invest in data and real-time learning. Stronger data infrastructure, digital payments, integrated government systems, and real-time monitoring are needed to track impact beyond disbursement levels.
- Leverage digital transformation and research partnerships. Collaboration with academia and investment in e-procurement, digital financial services, and skills systems were seen as foundational for sustainable effectiveness.



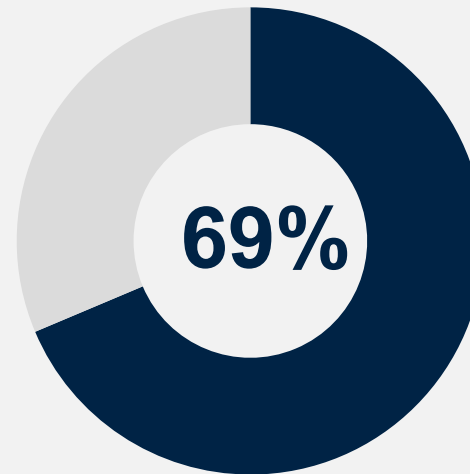
Nearly All Respondents Felt That the WBG Influenced Government Policy, and 7 in 10 Thought the WBG Influenced Private Sector Actors in The Gambia

Influence on government policy
(% Yes)



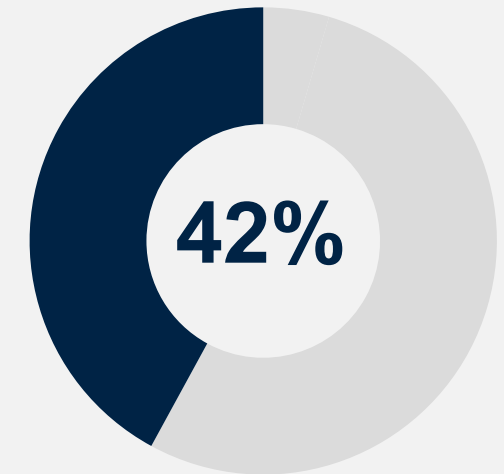
Q: In your opinion, has the WBG influenced a new or existing government policy/action in The Gambia?

Influence on private sector
(% Yes)



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

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 The Gambia? 1=Not influential at all; 10=Very influential (% rating – 8-10 on a 10-point scale) **Mean = 7.2**



Examples of Strategies, Policies, and Reforms Supported by WBG

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

Business Environment and Procurement

“The B-Ready Report has triggered the review and update of the Investment Policy, Industrial Policy, and the Investment and Export Promotion Act.”
(Government Institution Respondent)

Through the World Bank-funded GFMDP, a consultant was hired to develop a Strategy and RoadMap for the implementation of an Electronic Government Procurement system. Furthermore, through the same project, an Electronic Government Procurement Regulation was developed and approved by the Cabinet. Both the strategy and policy document have been influencing strategies implemented by the oversight Institution and the Ministry of Finance in terms of trying to digitize the public procurement.”
(Government Institution Respondent)

Social Protection

“The WBG has influenced The Gambia’s social protection landscape, especially through the Gambia Social Safety Net Project.... These interventions have shaped government policy by institutionalizing social protection structures and improving targeting mechanisms for the poorest families.”
(Civil Society Respondent)

“Played a key role in the Gambia having its first Data protection and privacy law, and social protection and safety through support of the establishment of the National Social Protection Agency and Social Registry.”
(Government Institution Respondent)

Governance and Public Finance

“Fiscal & Tax Policy Reform (2025): Influenced government policy to broaden the tax base and rationalize tax expenditures through a \$45M development operation, creating fiscal space for priority investments.”
(Academia Respondent)

“The World Bank Group influenced The Gambia’s public finance and governance reforms through support to Development Policy Financing (DPF), which contributed to the adoption and implementation of the Public Financial Management Reform Strategy and strengthened budget transparency and accountability.”
(Civil Society Respondent)

“Under the GERMP, the World Bank Group influenced government policy and action by linking financing to reforms in The Gambia’s energy sector. It drove adoption of NAWEC performance contracts, strengthened procurement and financial management systems, and promoted compliance with World Bank standards. Strategically, it pushed the government to prioritize renewable energy, enabling private sector participation through frameworks for IPPs and PPPs. GERMP also fostered civil society engagement, ensuring inclusivity and transparency in electrification planning. These interventions shaped national energy policy toward sustainability, accountability, and private sector-driven growth, while modernizing NAWEC’s institutional capacity”
(Government Institution Respondent)

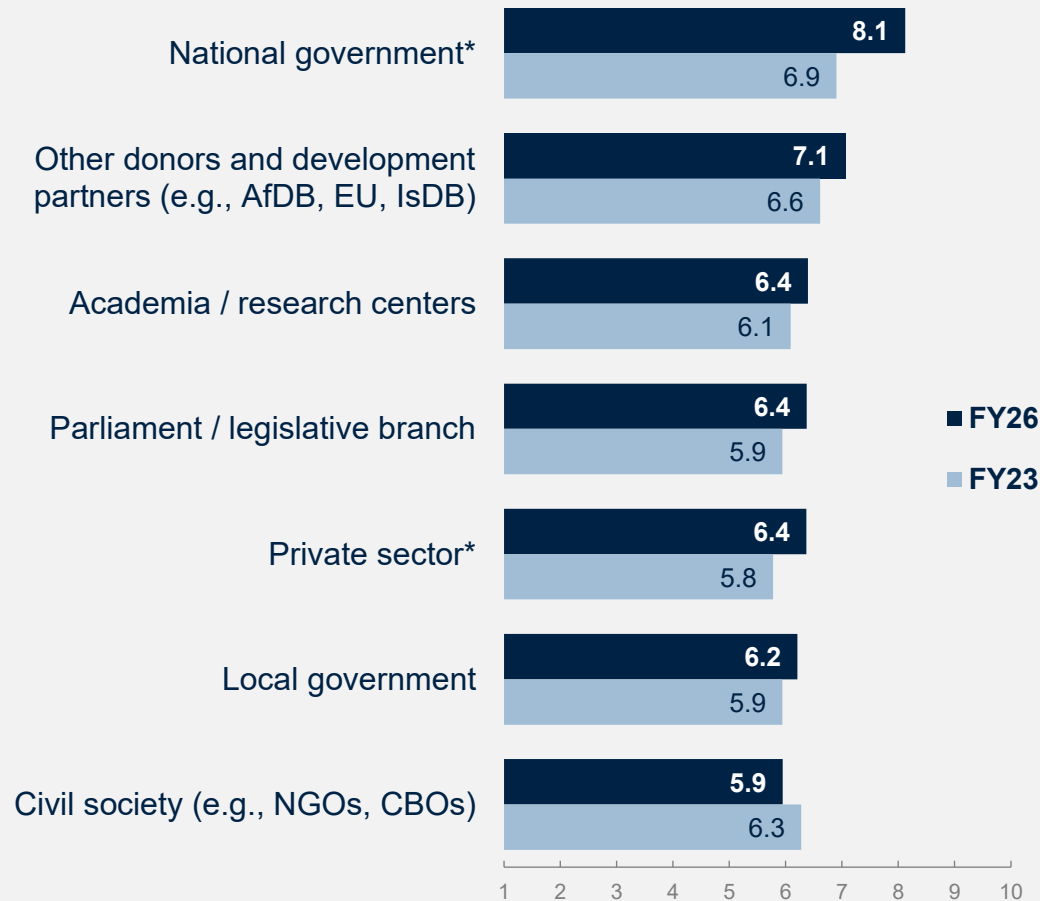
The WBG's Engagement and Collaboration



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Perceptions of WBG Collaboration with National Government and the Private Sector Have Improved Significantly

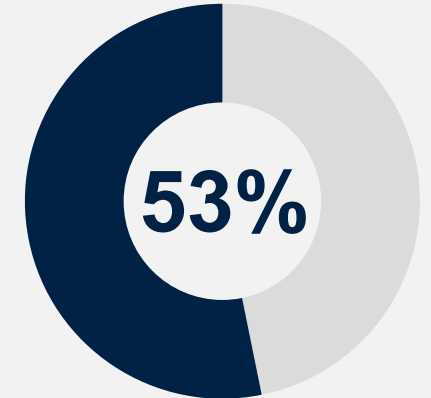
Q: How effective is the WBG at *collaborating* with the following groups in The Gambia? 1=Not effective at all; 10=Very effective (Mean is reported)



*Denotes significant differences between years

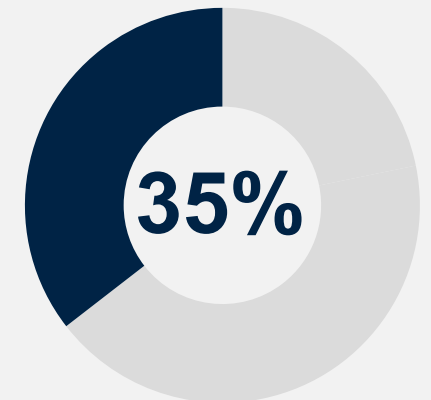
Q: How effective is the WBG at *partnering with the government* to improve the business environment in The Gambia? 1=Not effective at all; 10=Very effective (% rating – 8-10 on a 10-point scale)

Mean = 7.1



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

Mean = 6.5



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

In their open-ended responses to how the WBG could be more effective in The Gambia, respondents discussed improved collaboration as a key area:

Partner with Civil Society and Grassroots Actors

- Civil society and CBOs should be involved in project design, implementation, and monitoring, not merely consulted.
- Direct disbursement to CBOs and NGOs would minimize political interference and ensure resources reach the most vulnerable.
- Communities should be engaged from design through sustainability, ensuring interventions reflect real local needs.

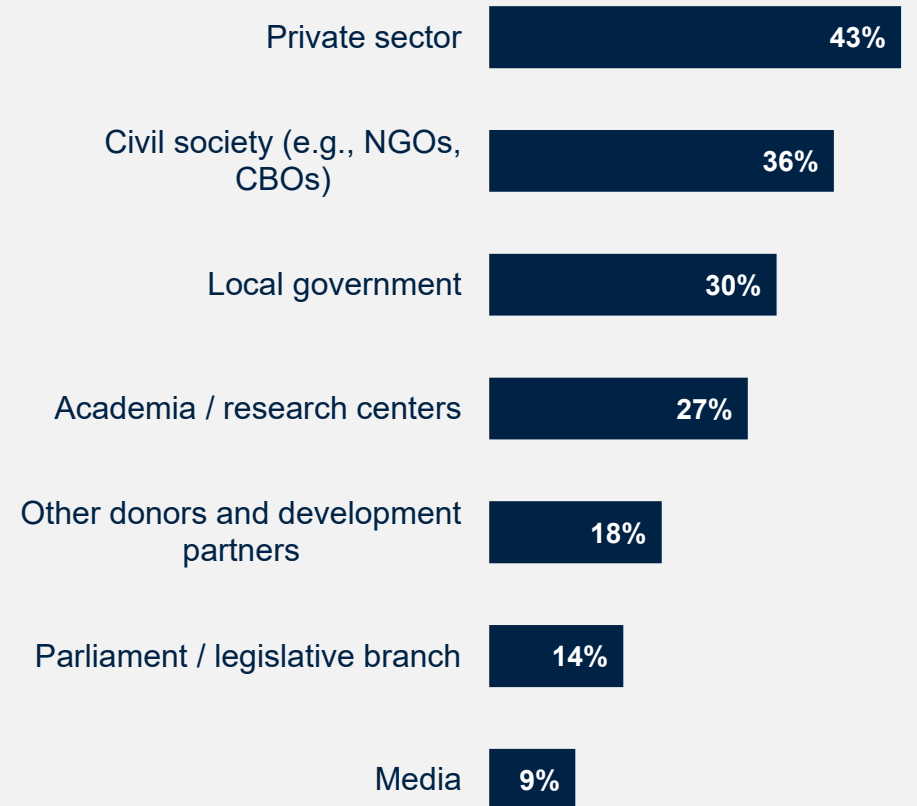
Strengthen Government and Donor Coordination

- Donor coordination was cited repeatedly as critical. Fragmented efforts reduce collective impact.
- Collaboration should extend beyond ministries to include Parliament, local councils, and decentralized authorities.
- WBG interventions should be grounded in existing government frameworks rather than operating as parallel structures.

Formalize Private Sector and Academic Partnerships

- The private sector and academia should be active partners in project design, implementation, and financing, not just mission informants.
- Working with community radio and media to share success stories would improve WBG's visibility and public trust.

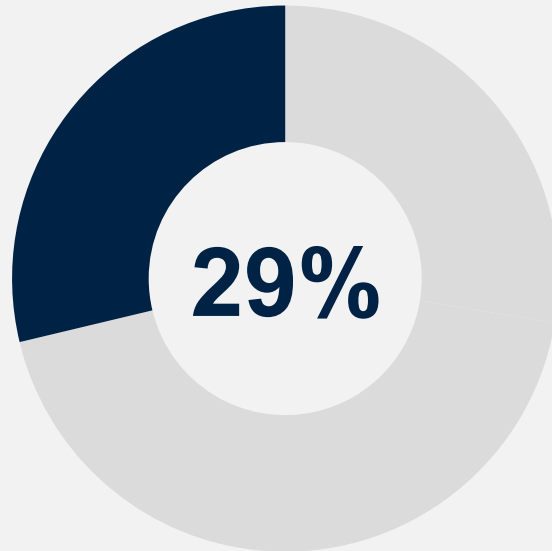
Q: In addition to its partnership with the national government, which of the following should the WBG **collaborate with more** to have a greater impact in The Gambia? Select up to 2 (%)



Perceptions of WBG Effectiveness at Facilitating Civil Society Participation Were Moderate, and Lower Among Those in Civil Society

Q: How effective is the WBG in **facilitating civil society participation** in development policy dialogue and implementation in The Gambia?
1=Not effective at all; 10=Very effective
(% rating – 8-10 on a 10-point scale)

Mean = 6.0



Respondents from **government institutions** gave significantly higher ratings for the WBG's effectiveness (means = 7.1) than respondents from **civil society** (mean = 4.9).

Q: Please **share examples**, if any, of the WBG's facilitation of civil society participation in development policy dialogue and implementation.

"I believe the WBG has facilitated civil society participation in several practical ways. One example is the 2024 procurement and transparency outreach in Banjul, where the World Bank brought together government institutions, CSOs, and private sector actors to explain procurement procedures for World Bank-funded projects. This allowed civil society groups to better monitor public spending and advocate for transparency."

(Office of a Parliamentary Respondent)

"The WBG has supported CSOs in The Gambia, such as GAMCOTRAP, to actively participate in development policy dialogue and implementation. For example, through a WBG-supported project, GAMCOTRAP engaged uniformed personnel from all departments across the country on female genital mutilation (FGM) and the laws protecting the rights of women and girls. This initiative strengthened understanding among duty-bearers, promoted enforcement of legal protections, and enabled civil society to contribute meaningfully to national development priorities."

(Civil Society Respondent)

Q: In what ways could the WBG **be more effective**?

Engage CSOs earlier and more formally: Respondents wanted the WBG to involve civil society at the design and concept stages and throughout the project lifecycle. They also wanted to see institutionalized dialogue platforms established to allow for regular dialogue.

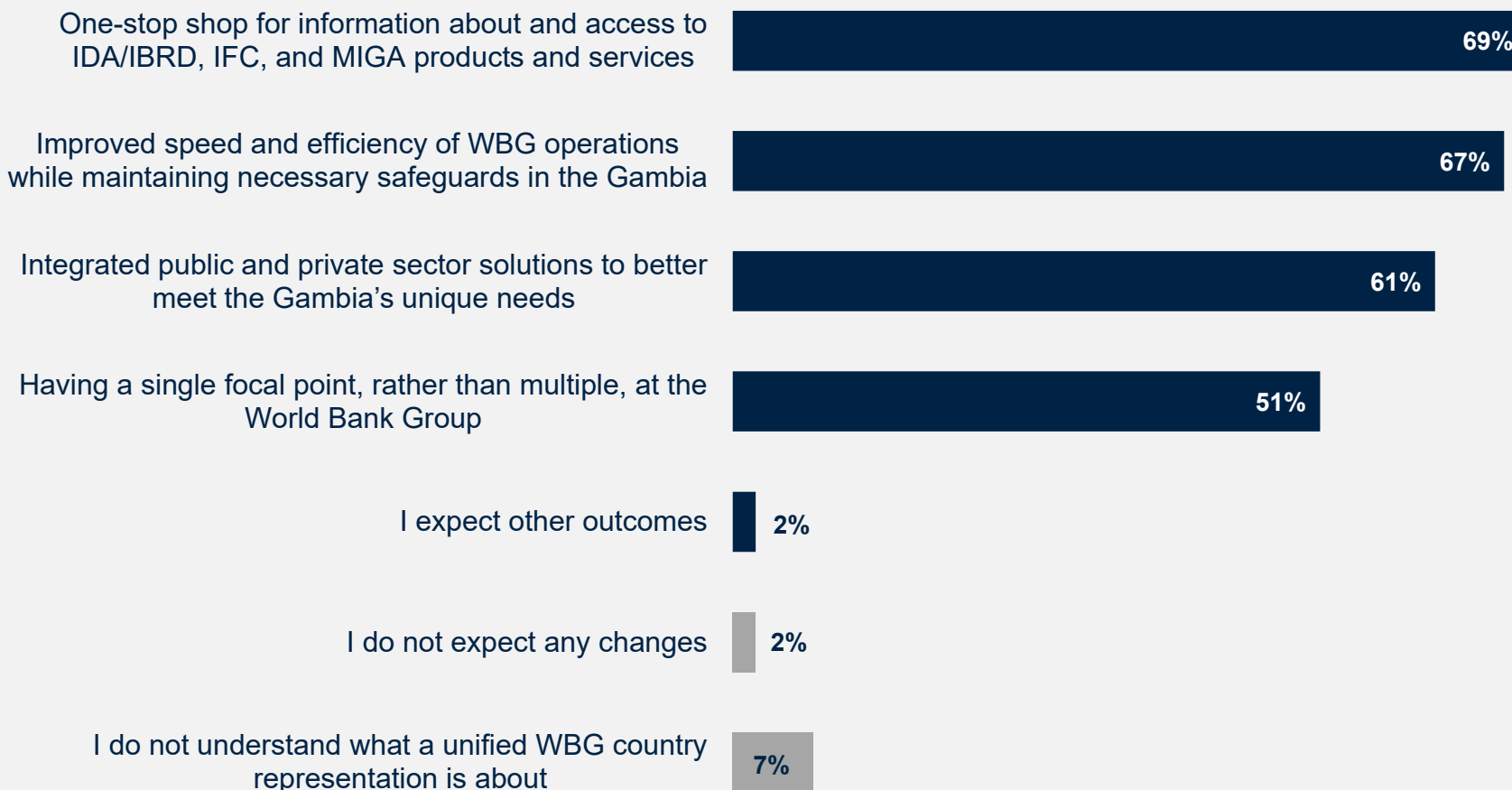
Provide direct funding and capacity building: Respondents discussed that there is need for grants and other financial support for grassroots CSOs as well as capacity building to allow them to meaningfully participate in development policy dialogue.

Improve transparency and broaden outreach: Respondents advocated for WBG documents to be made available in accessible formats and local languages as well as expanding its outreach beyond urban CSOs to reach those farther out.



93% of Respondents Were Aware of Joint WBG Country Representation in The Gambia

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



Communication and Outreach



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Direct Contact, Events, and WBG Websites Were Respondents Top Channels for Obtaining Information from the WBG

	Top Two Preferred WBG Channels								
	All Respondents	Office of a Parliamentarian	Government Institution	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Direct contact with WBG staff (e.g., in person, virtually, phone, email)	50%	50%	57%	47%	55%	27%	71%	33%	42%
WBG event / conference / workshop (in person or online)	49%	67%	53%	53%	36%	42%	46%	50%	33%
WBG websites (including blogs)*	48%	58%	60%	18%	45%	46%	29%	50%	67%
WBG social media channels (e.g., Facebook, LinkedIn, Instagram, Twitter/X)	41%	33%	32%	41%	45%	62%	54%	17%	33%
WBG publications	37%	33%	32%	35%	45%	46%	29%	58%	33%
WBG e-Newsletters*	25%	25%	19%	18%	27%	38%	4%	50%	50%
WBG direct messaging (e.g., WhatsApp)	23%	25%	17%	41%	9%	12%	38%	33%	17%
WBG podcasts	5%	0%	6%	0%	9%	4%	4%	8%	8%



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

*Denotes significant differences between stakeholder groups



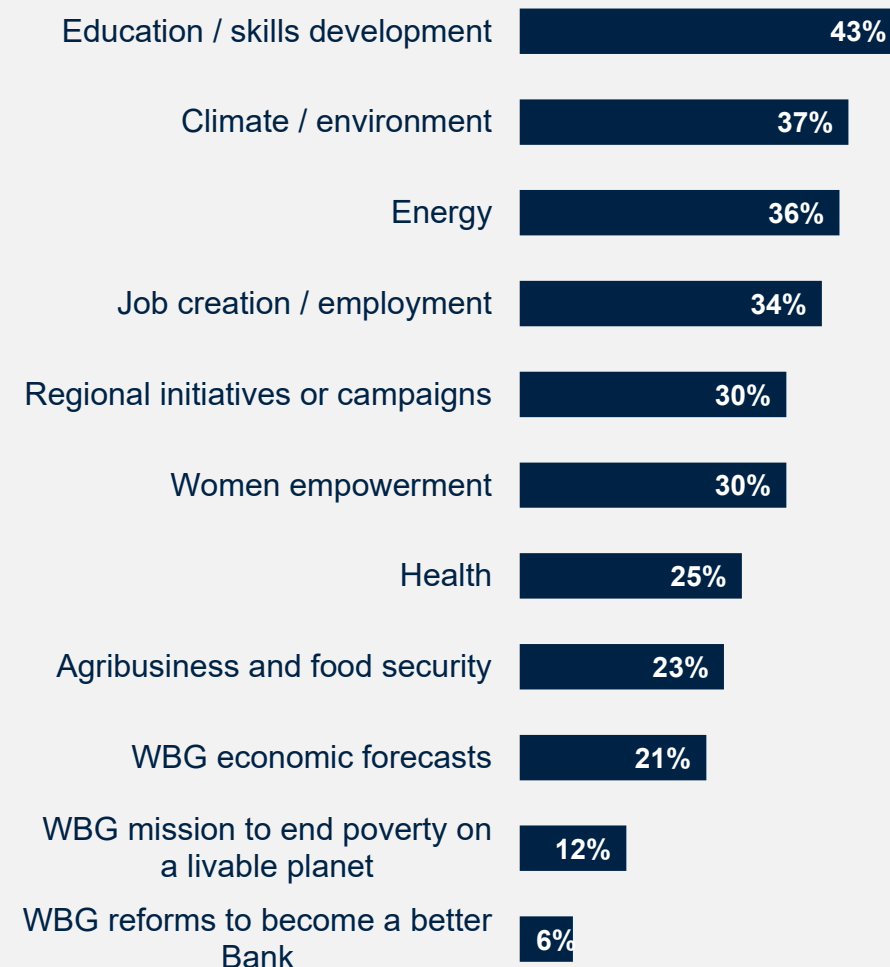
WORLD BANK GROUP

66% of Respondents Recently Recalled Seeing or Hearing About the WBG, Most Often via Events and Media, Most Often About WBG Work in Education/Skills Development

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



Q: What do you recall seeing or hearing about the WBG? Select all that apply (%)



Stakeholders Wanted Information About Results, Impact Assessments, and Regular Updates of WBG Projects to Better Understand the WBG's Role in The Gambia

Key differences across stakeholder groups should be considered when designing targeted outreach. For example, respondents from local government, civil society, the private sector, and academia were more likely to express interest in hearing about WBG sector-specific strategies.

Top Two Types of Preferred Information About the WBG

	All Respondents	Office of a Parliamentarian	Government Institution	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Outcomes / results of WBG-supported projects or initiatives	54%	64%	54%	39%	62%	46%	60%	50%	58%
Impact assessments and evaluations of WBG-supported projects	53%	73%	60%	44%	50%	46%	36%	67%	58%
Regular updates on WBG activities	50%	45%	44%	67%	88%	43%	44%	42%	50%
Information on how to work / partner with WBG*	43%	36%	31%	61%	25%	46%	56%	67%	25%
WBG research and knowledge*	29%	18%	29%	17%	12%	39%	12%	67%	33%
WBG sector-specific strategies*	28%	9%	38%	11%	38%	25%	48%	8%	25%
Overview of WBG financial products and services	20%	36%	19%	22%	12%	18%	28%	0%	8%



What information would be most helpful to you in understanding the WBG's role in The Gambia? (Select up to 3)

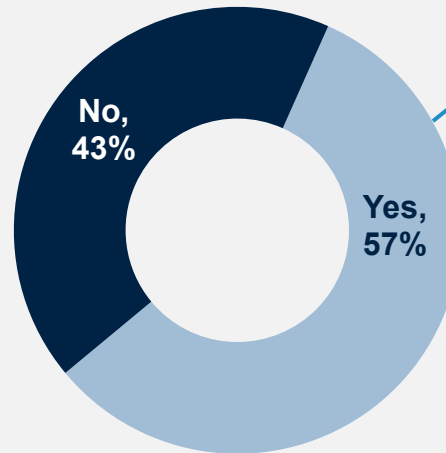
*Denotes significant differences between stakeholder groups

Sample Demographics and Detailed Methodology

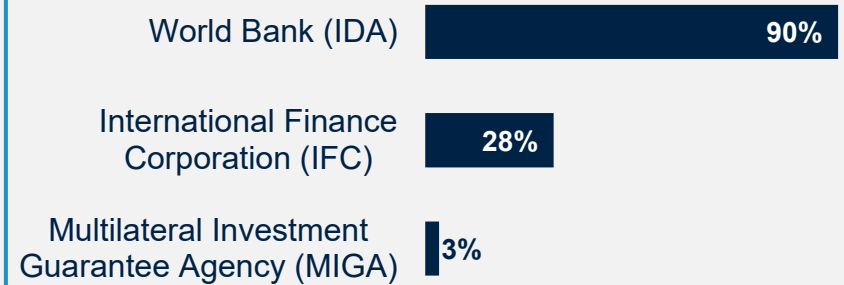


Sample Demographics

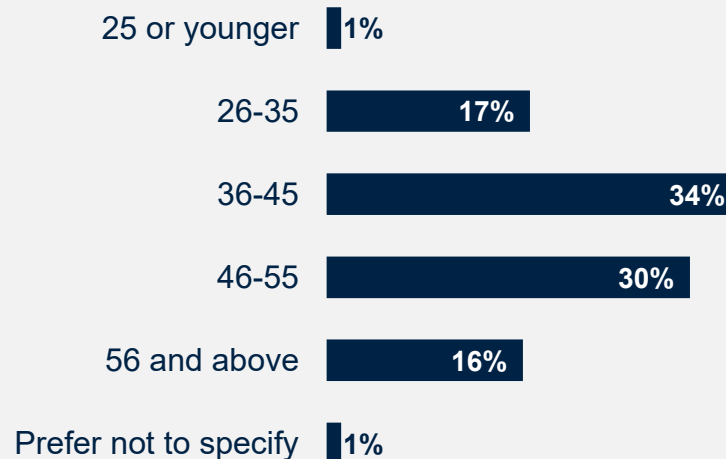
Q: In the past 3 years, have you worked or collaborated with the WBG in The Gambia? (N=171)



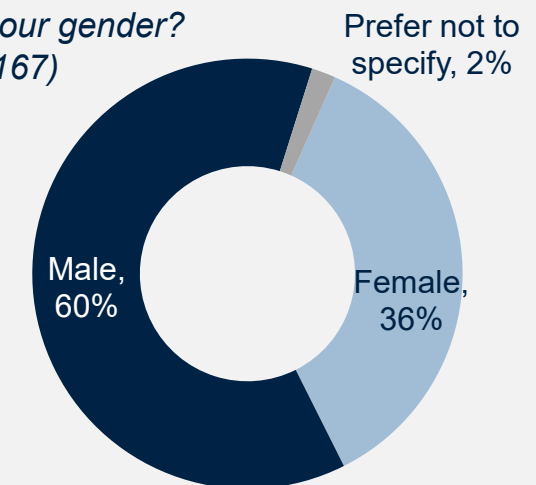
Q: Which of the following WBG agencies have you worked or collaborated with in The Gambia? (N=98)



Q: What's your age? (N= 166)

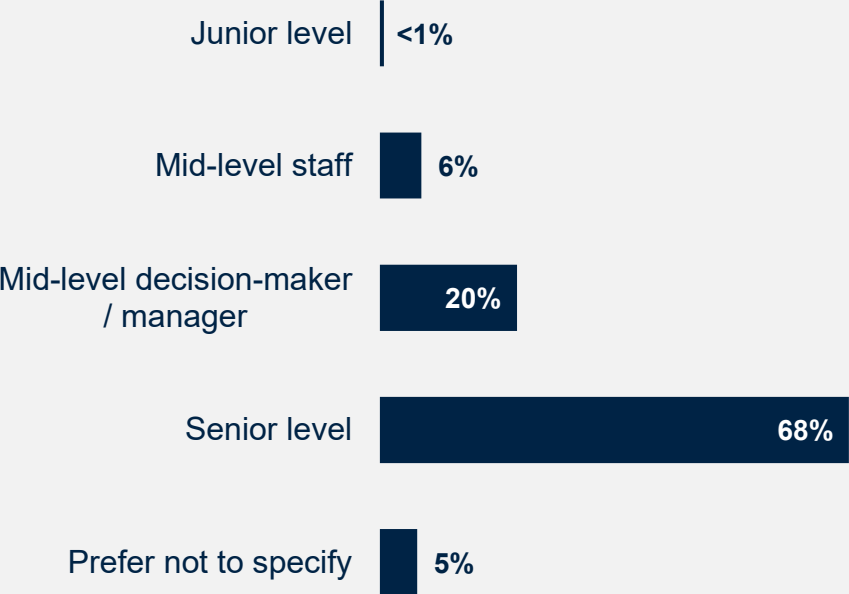


Q: What is your gender? (N=167)

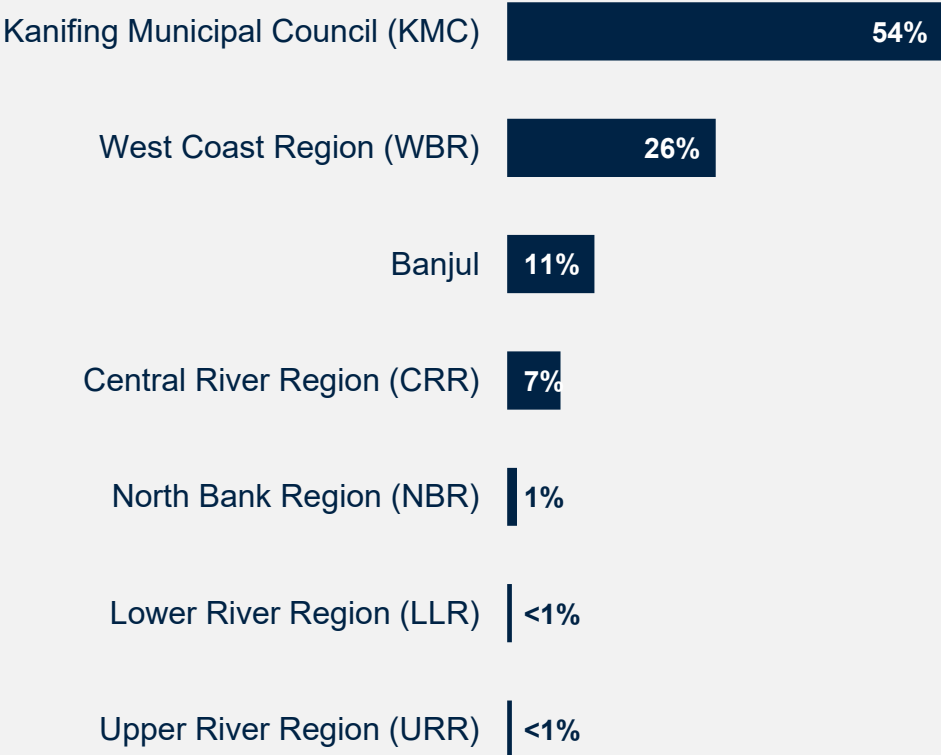


Sample Demographics (continued)

Q: Within your organization,
would you describe yourself as...
(N=166)



Q: Which best represents your geographic location? (N=166)



Detailed Methodology

From **January to April 2026**, a total of **375** stakeholders in The Gambia 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, **171 participated in the survey (46% response rate)**. Respondents received a link to the questionnaire via WhatsApp or email and completed it online.

This year's survey results were compared with the FY23 Country Opinion Survey, which had a response rate of 88% (N=264).

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. However, differences in stakeholder composition across the two survey years should be taken into consideration when interpreting these comparisons.

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

Percentage of Respondents	FY 2023	FY 2026
Government Principals: Office of the President, Prime Minister, Minister, Parliamentarian	6%	8%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	17%	32%
Local Government	18%	10%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	4%	6%
Civil Society Organization: Local and regional NGO, Community-Based Organization, Private Foundation, Philanthropy, Professional/Trade Association, Faith-Based Group, Youth Group	10%	15%
Private Sector: Private Company, Financial Sector Organization, Private Bank	9%	15%
Academia / Research Center	19%	7%
Media	13%	8%
Other	4%	0%
Total Number of Respondents	264	171

Detailed Methodology (continued)

Breakdowns for individual questions by stakeholder group and by year can be found in the “The Gambia 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 FY23 means shown in this report are based only on the subset of respondents who received the same questions in FY26, rather than the full FY23 sample. As a result, these means may differ from those published in the original FY23 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

