



Country Opinion Surveys

FY 2026 North Macedonia **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 North Macedonia 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 North Macedonia? 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 North Macedonia? How have these projects affected people in North Macedonia, and how could the WBG improve its effectiveness?
- 3. WBG Instruments:** What do key stakeholders value most about the WBG's work in North Macedonia? 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 North Macedonia? 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 North Macedonia?
- 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 February – March 2026

- 563 potential participants were asked to complete the survey
- Respondents received the questionnaire in person or completed it online
- A list of names was provided by the WBG country team
- Data collection managed on the ground by the independent firm

201 participants (36% response rate)

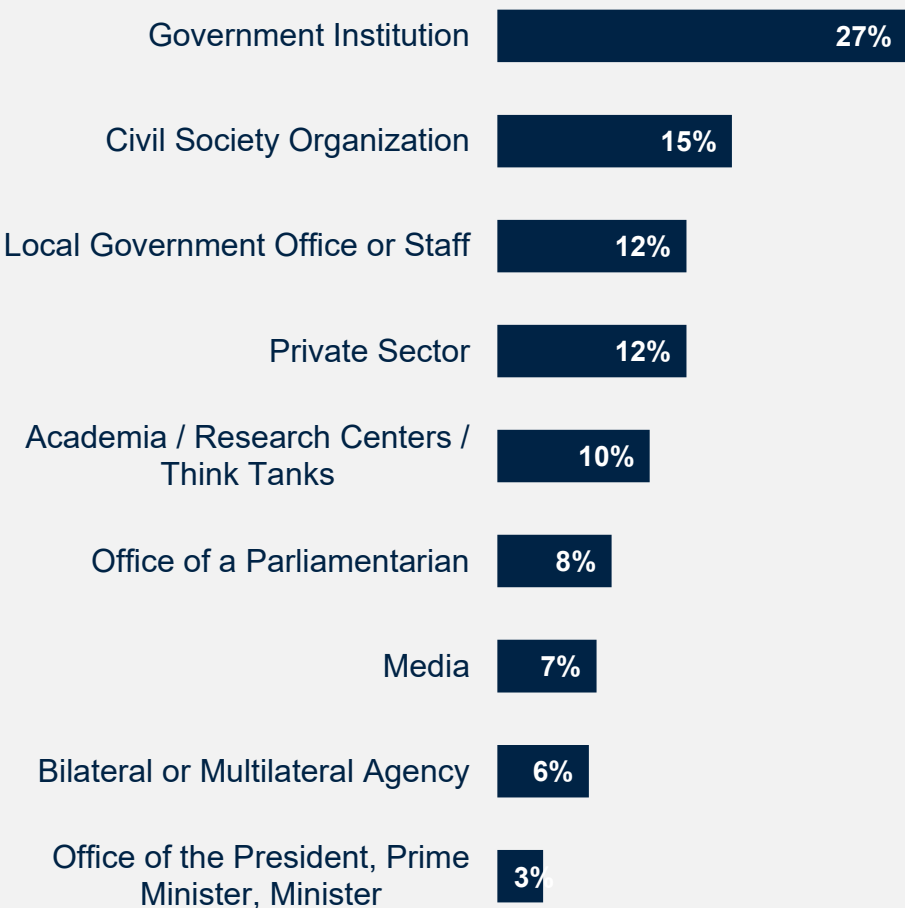
- 83% from Skopje
- 60% have collaborated with the WBG within the past 3 years

Compared to the FY23 Country Survey Results

- 216 participants (52% response rate)
- 70% from Skopje
- 55% collaborated with the WBG

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

Stakeholders in FY26 COS Sample

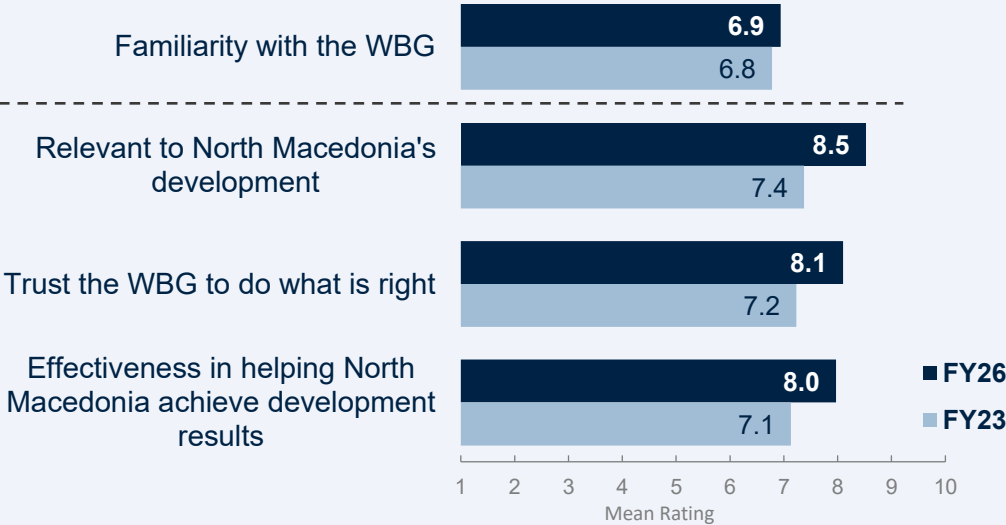


Executive Summary

1. Overall Views of the WBG:

In FY26, stakeholders' familiarity with the WBG's work in North Macedonia remained consistent with the FY23 survey results. Familiarity was notably higher among bilateral/multilateral agencies, media representatives, and government institutions. Respondents considered **the WBG among the most trusted institutions in North Macedonia**, along with regional development banks, UN agencies, and bilateral organizations. Stakeholder perceptions of the WBG's **relevance** to North Macedonia's development and its **effectiveness** in helping the country achieve development results improved significantly compared to the previous survey.

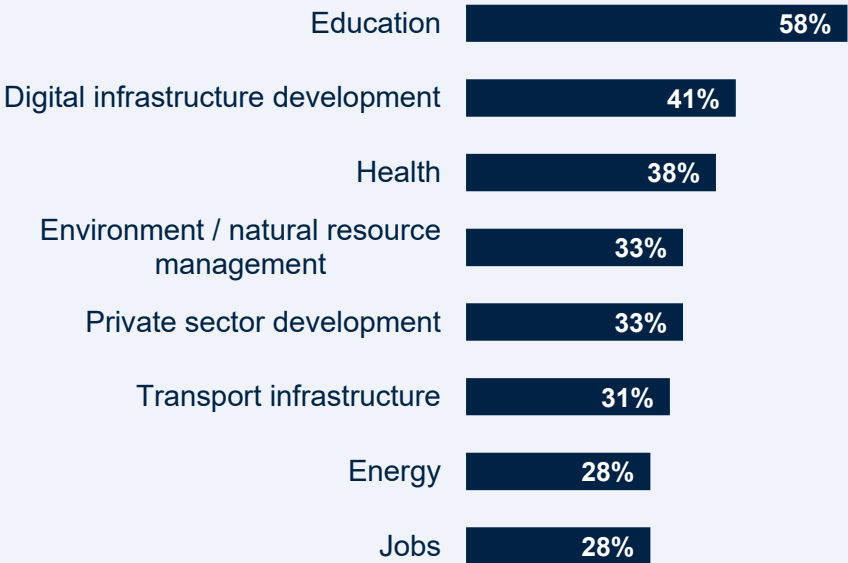
Stakeholder ratings on key performance indicators in North Macedonia were higher than average ratings recorded for other Europe and Central Asia countries and IBRD countries surveyed in FY25.



2. The WBG's Work on Development Priorities:

Education, digital infrastructure development, and health emerged as the top areas where stakeholders believe the WBG should concentrate its resources. The perceived importance of digital infrastructure has grown significantly since FY23, reflecting a notable shift in stakeholder priorities since the last survey cycle.

For greater country context, respondents were also asked about the key reasons for slow or unsuccessful economic and social reform. Stakeholders were most likely to indicate corruption and inadequate government capacity. Similarly, when identifying the biggest challenges facing private sector development, respondents most frequently pointed to corruption and the limited availability of a skilled workforce.



Executive Summary (continued)

2a. Creating Jobs:

Around half of respondents said that the WBG was “very effective” in creating the conditions for more and better jobs in North Macedonia (50%) and in **aligning its support for job creation with national priorities** (47%).

In their open-ended comments, respondents identified ICT and the digital economy, agriculture, and infrastructure as the most prominent sectors with potential to drive growth and job creation in the country.

2b. Improving WBG Operational Effectiveness:

In their written responses related to the Bank's operational effectiveness, respondents emphasized that the WBG should strengthen **institutional capacity** and **simplify its processes** to increase its effectiveness in North Macedonia. Building the technical capacity of public institutions, particularly through training, digitalization of services, and better public financial management, was seen as foundational to ensuring that well-funded projects translate into sustainable results.

Stakeholders also called for a reduction of bureaucratic burden, noting that overly complex documentation requirements slow down project approval and implementation. Respondents further stressed the importance of transparency and accountability, calling for **clearer public communication on how funds were spent** and what **results were achieved**. A stronger local presence, including permanent technical staff in country offices, was also mentioned as key to more responsive and grounded operations.

3. WBG Instruments:

A majority of respondents identified the WBG's **financial resources as its most valued instrument**. Evaluating statements on financial instruments, respondents expressed strong agreement that the **standards and requirements for WBG financing were reasonable** and that its **financing terms were competitive** relative to other available options. However, fewer respondents agreed that the WBG's financial instruments adequately meet the specific needs of North Macedonia, suggesting room for greater tailoring of financial products to the country context.

When it comes to knowledge work, 82% of respondents agreed that WBG knowledge products contribute to development results in the country. A large majority (80%) indicated that WBG policy advice had **influenced a new or existing government policy**, while 67% noted that it had **influenced the strategies or actions of private sector actors**. Around half of the respondents agreed that the WBG had shaped government employment policies.

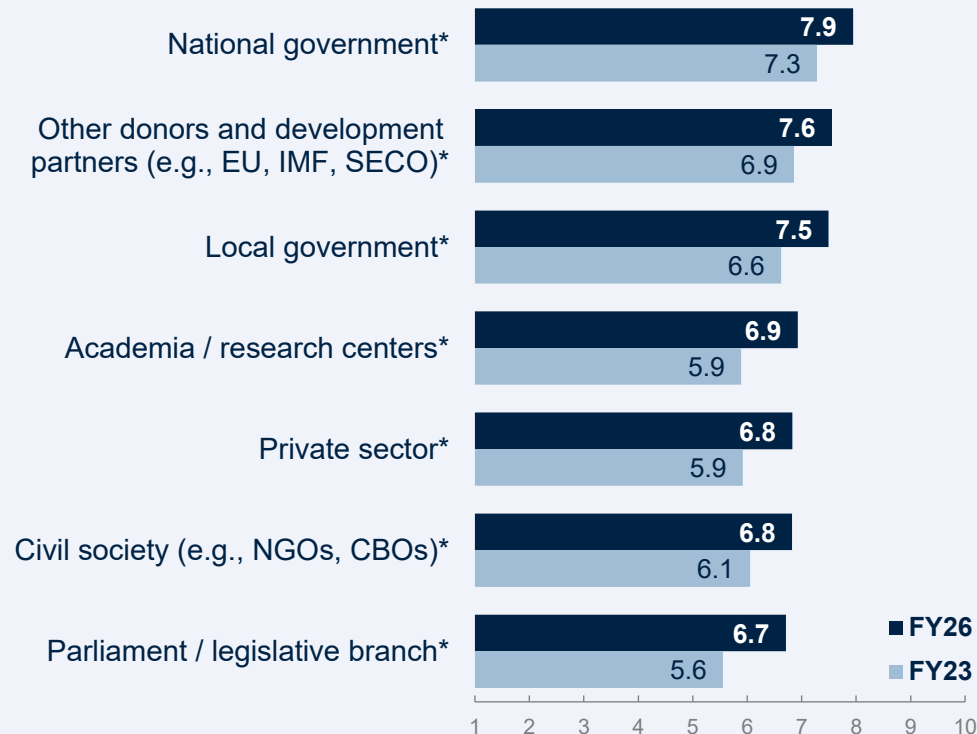
Stakeholders cited specific examples of WBG's positive impact in areas such as public sector governance, human capital development, and policies related to the environment, energy, and climate. Most frequently cited were public finance management — including budget law reforms, fiscal rules, and transparency of public expenditure — as well as energy and climate policies, social sector reforms, and private sector competitiveness. Respondents also noted WBG contributions to the Smart Specialization Strategy, pension reform, and efforts to combat the informal economy. Several respondents observed, however, that while the WBG has influenced a broad range of reform priorities, governments have not always fully implemented the recommendations received.



Executive Summary (continued)

4. The WBG's Engagement and Collaboration:

Perceptions of the WBG's collaboration with various institutions in North Macedonia have improved significantly since the FY23 survey. Stakeholders expressed the most positive views of the WBG's collaboration with the **national government, other donors and development partners, and local governments**. Sixty-six percent of respondents strongly agreed that the WBG is effective in partnering with the government to improve the business environment in North Macedonia, compared to 57% who said the same about its partnership with the private sector to support business development.



Looking ahead, respondents would like the WBG to deepen its collaboration with the private sector (36%), as well as with local authorities (30%), academia (27%), and civil society (26%).

In their written comments, respondents emphasized the importance of greater engagement with civil society organizations, think tanks, academia, and the private sector as a means of broadening expertise and improving policy design and oversight. Closer coordination with the EU and other development partners was seen as essential to avoid duplication of efforts and maximize coherence.

5. Communications:

Stakeholder preferences for communication channels varied considerably by stakeholder group. Overall, respondents most preferred **WBG events (in-person and online), conferences, and workshops**, as well as **direct contact with WBG staff**. **Social media** emerged as a particularly favored channel among civil society respondents, while WBG publications were of special importance to academia and bilateral/multilateral agencies.

More than half of respondents recalled recently seeing or hearing about the WBG, most commonly through traditional media and at events. The content they most frequently recalled included WBG economic forecasts and region-specific initiatives and campaigns.

When asked what information would be most useful, stakeholders most valued **outcomes and results of WBG-supported projects** (41%), **information on how to work and partner with the WBG** (36%), and **WBG research and knowledge products** (36%).



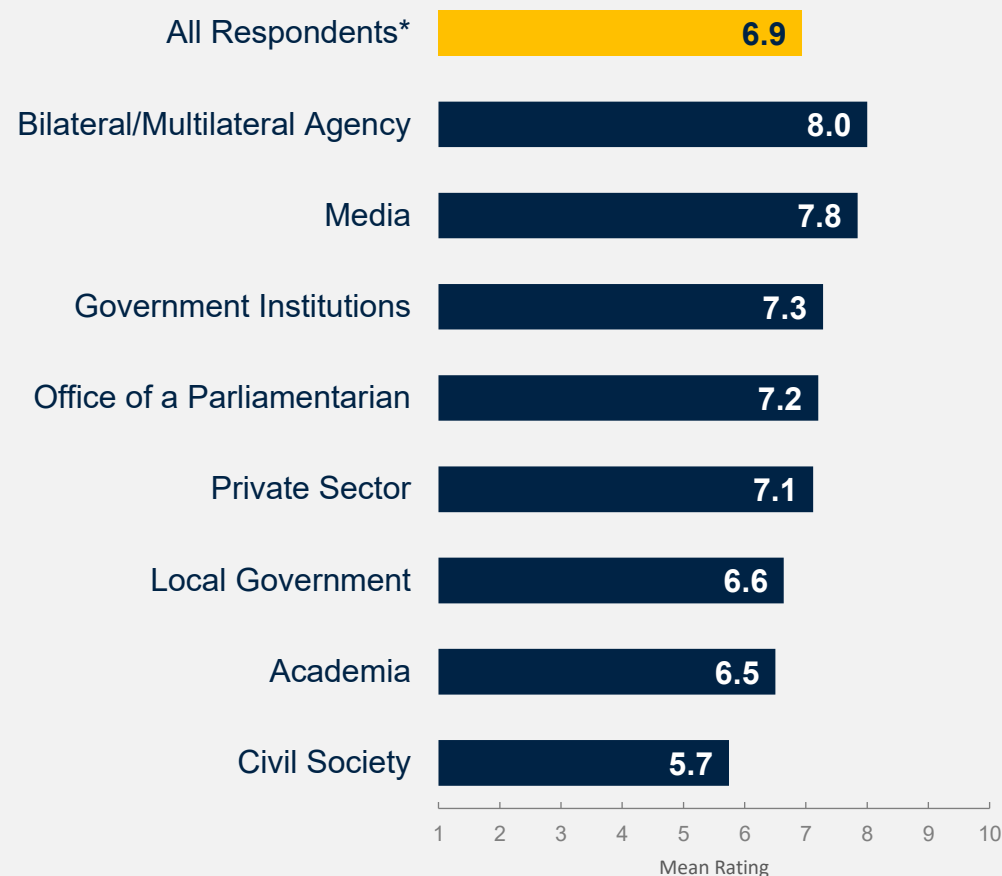
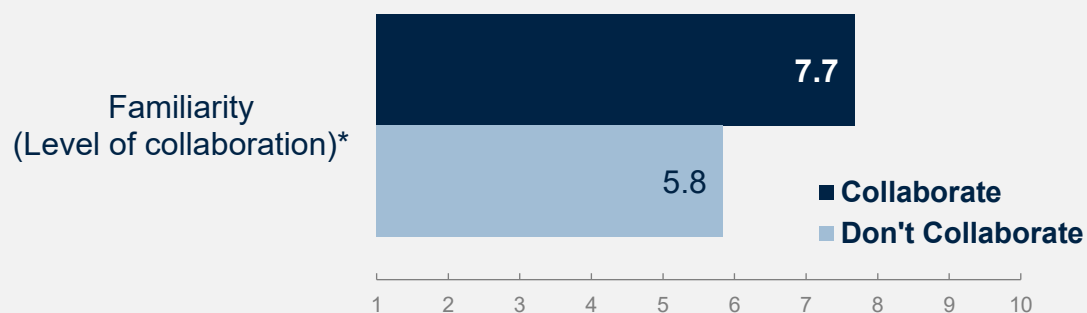
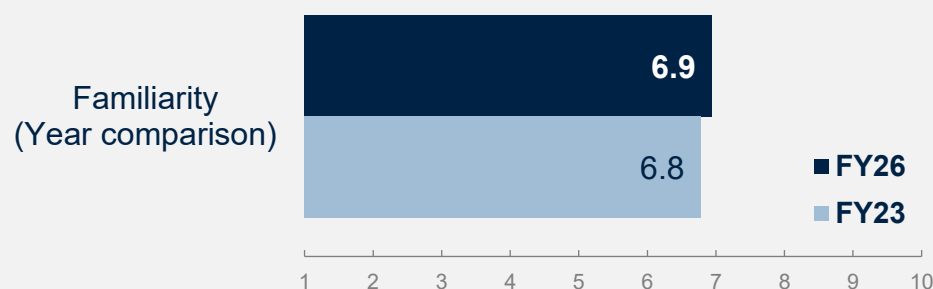
Overall Views of the World Bank Group



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Familiarity with the World Bank Group Remains Stable, with Higher Ratings Among Those Who Collaborate

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

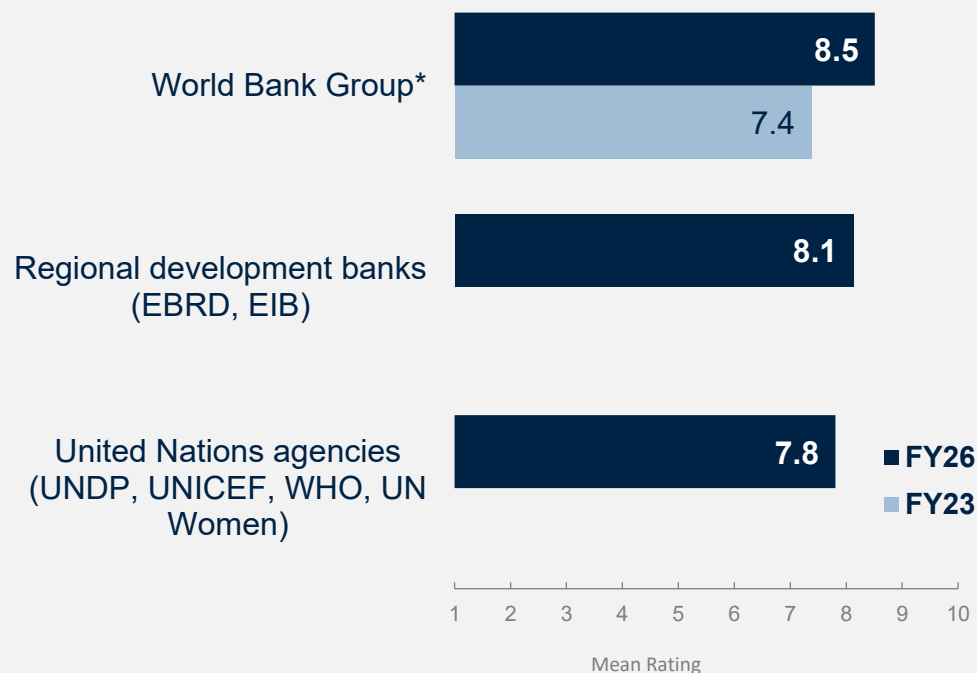


* Denotes significant differences between groups



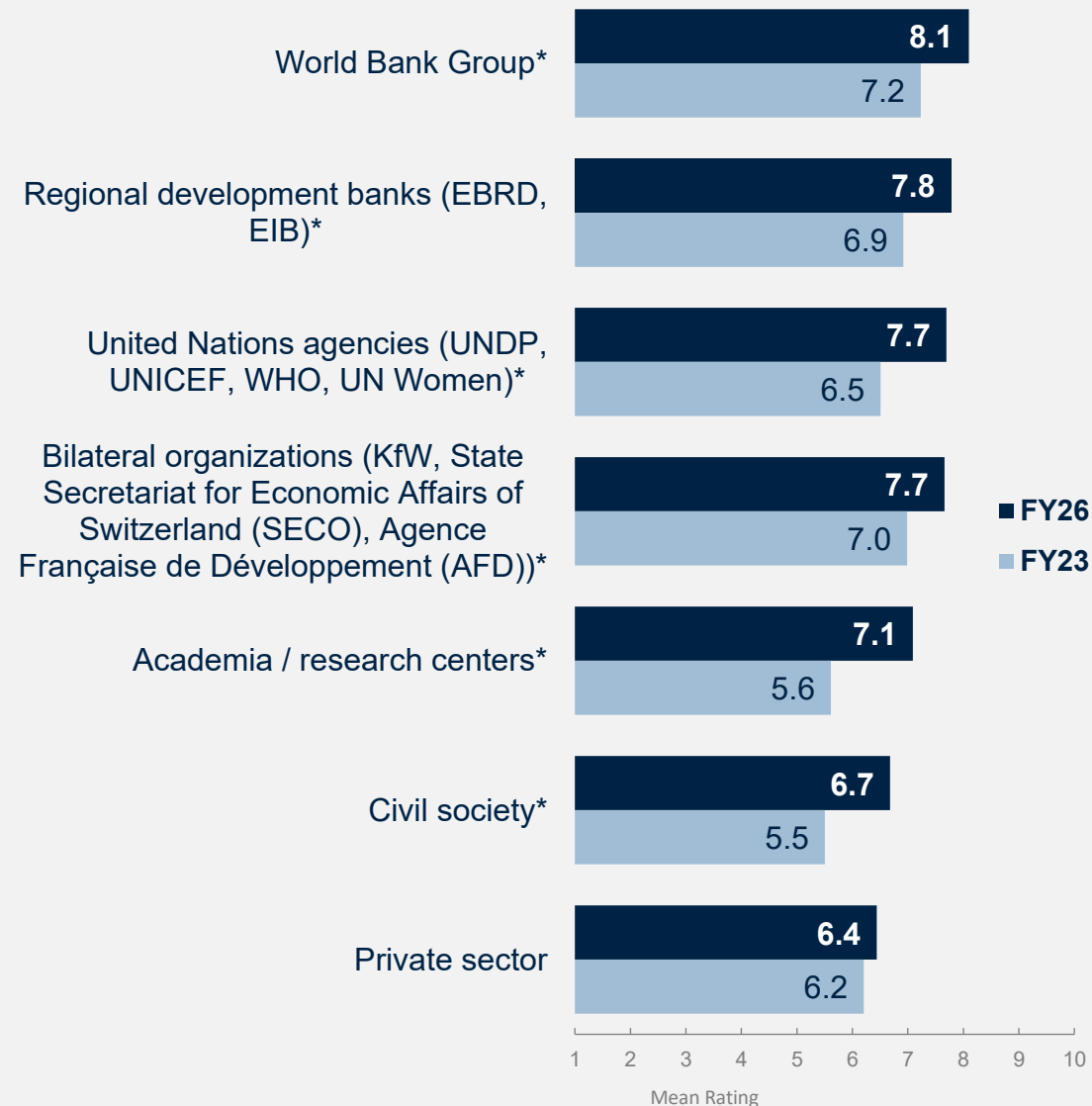
Trust in the WBG is the Highest and Has Increased Since FY23

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



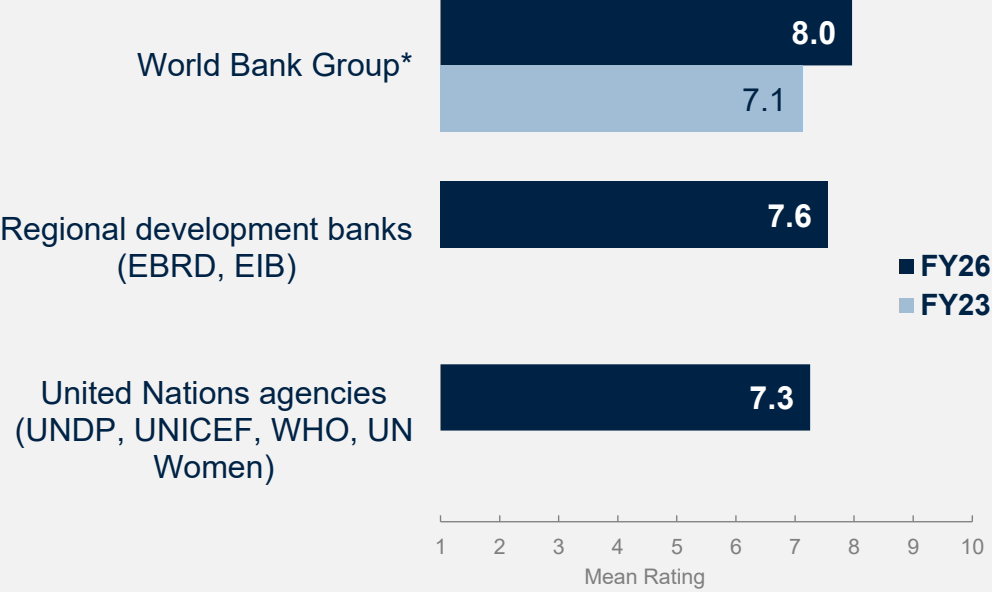
*Denotes significant differences between years

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

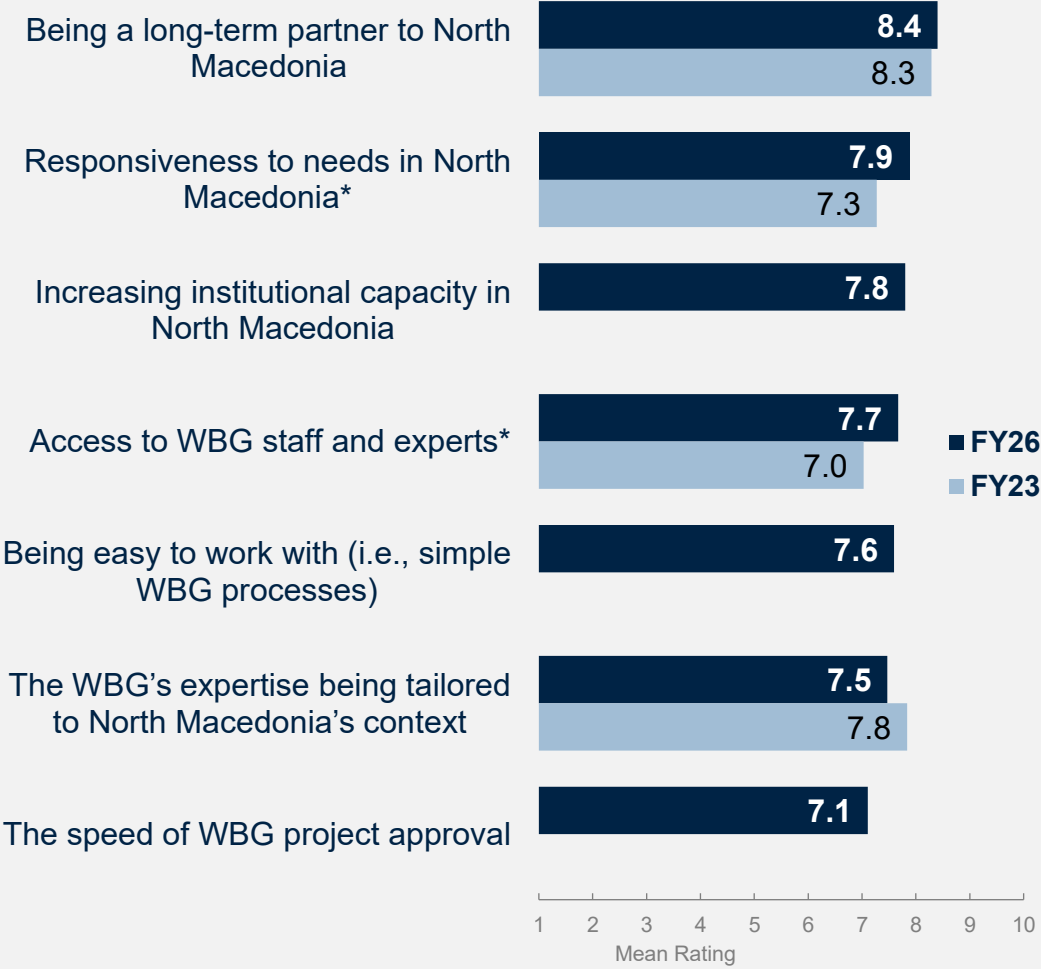


WBG Effectiveness, Responsiveness to North Macedonia's Needs, and Access to Staff Have Improved Significantly

Q: How **effective** is each of the following organizations in helping North Macedonia **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)

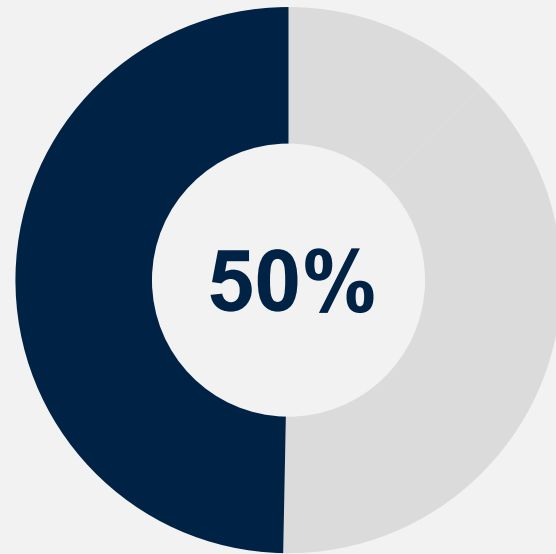


*Denotes significant differences between years

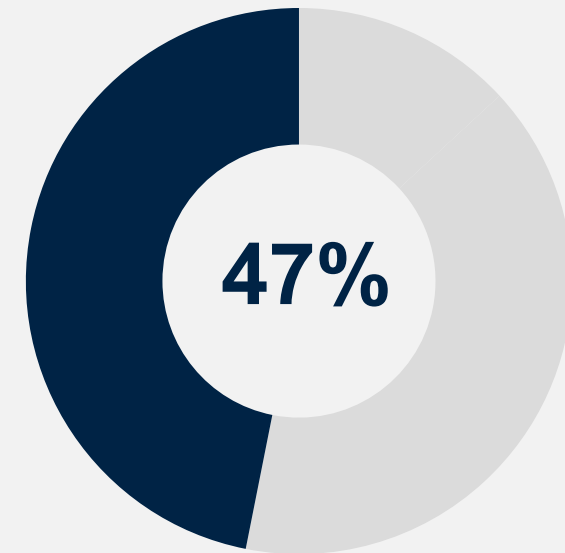
Neary Half of Respondents Agree that the WBG is Effectively Helping Create Conditions for More and Better Jobs

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 North Macedonia
(% rating – 8-10 on a 10-point scale)



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



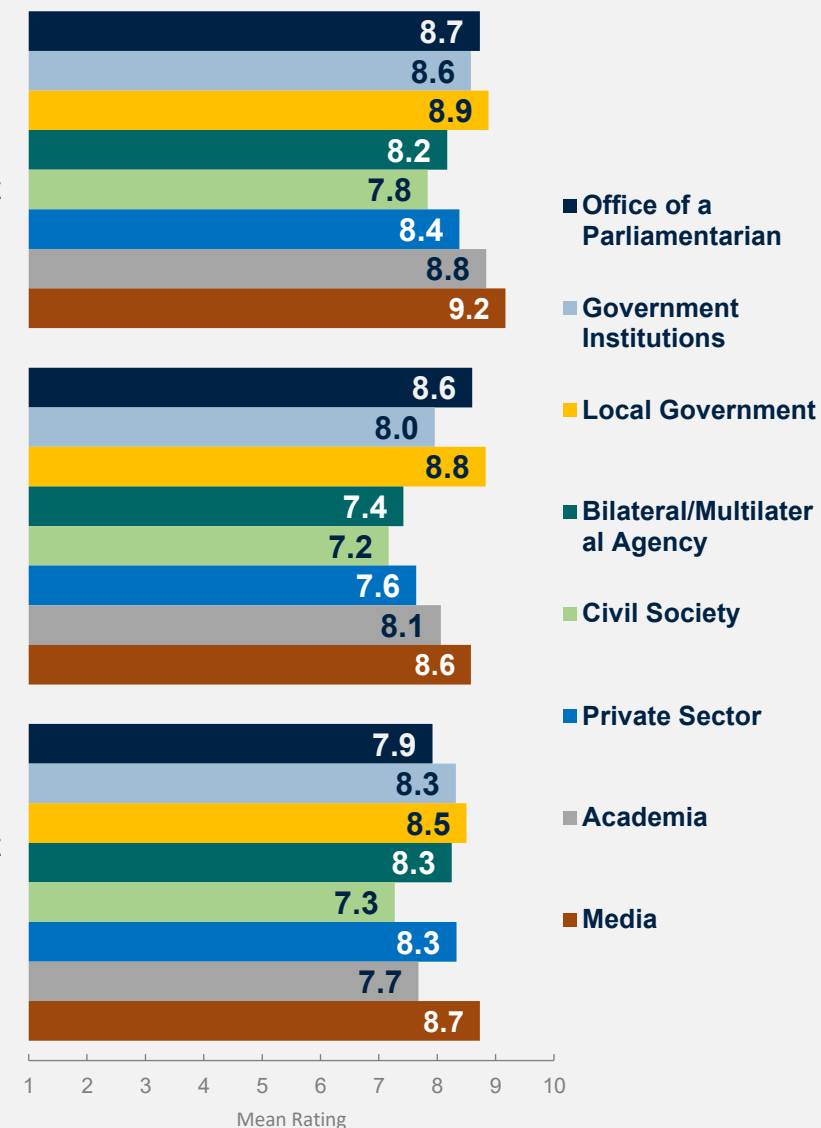
KPI Ratings Vary Across Stakeholder Groups, with Media Respondents Rating Highest

Stakeholder ratings vary across groups, with **civil society** respondents reporting consistently lower scores, including significantly lower ratings for effectiveness in achieving development results in North Macedonia.

Relevant role in North Macedonia's development

Effectiveness in helping North Macedonia achieve development results*

Trust the WBG to do what is right for North Macedonia

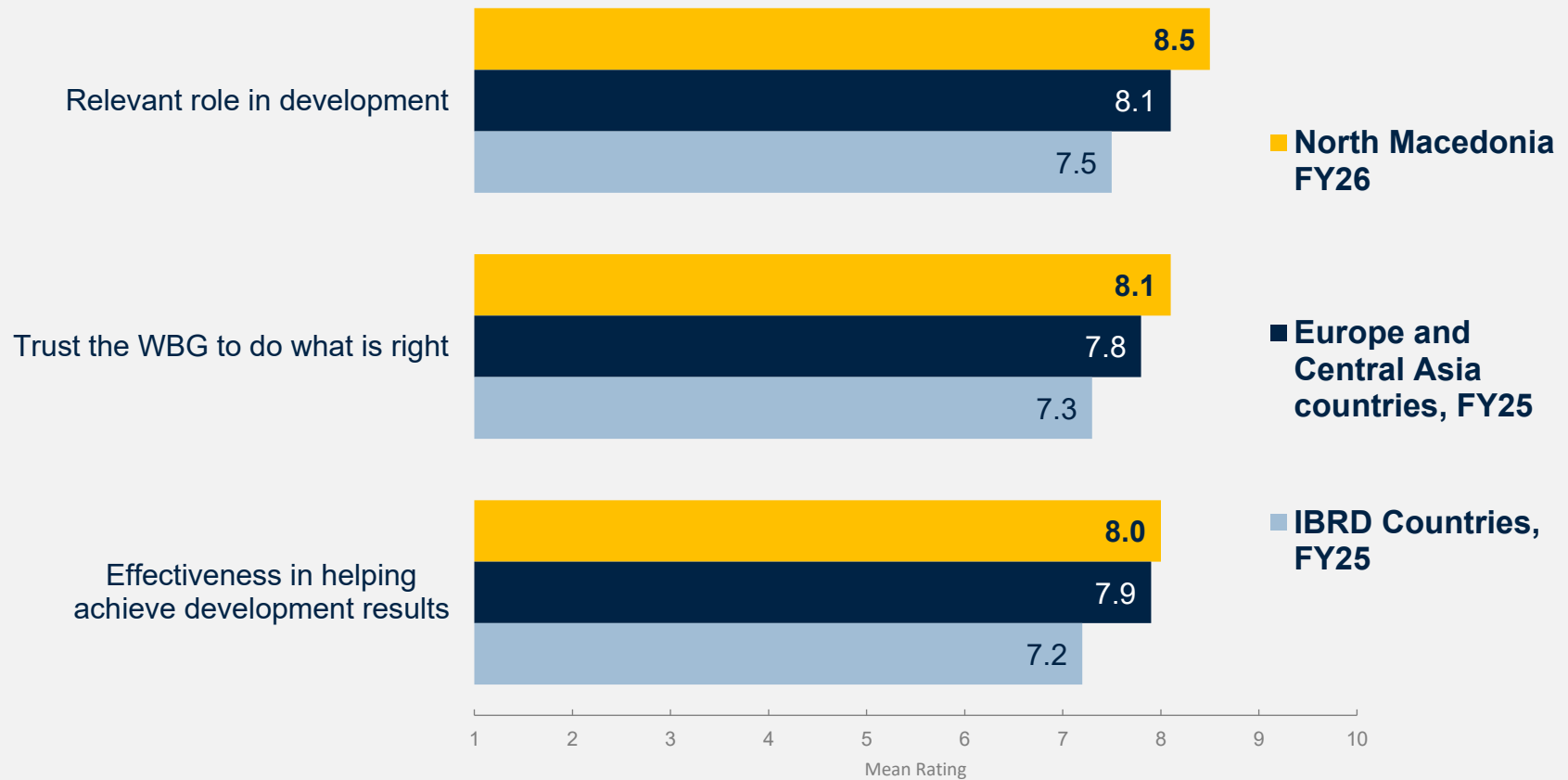


For question wording and scales, please see the previous slides.

*Denotes significant differences between stakeholder groups.



North Macedonia Outperforms Other ECA and IBRD Countries on KPI Ratings



The WBG's Work on Development Priorities



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WBG: Focal Development Areas

Education and **health** remain the top development priorities, consistent with FY23. In FY26, **digital infrastructure development** rises to the #2 priority for respondents, up 13 percentage points from FY23.

In open-ended comments, respondents identify several priority sectors for job creation in North Macedonia:

ICT and the digital economy are the most frequently cited sectors, with software development, AI, and digital outsourcing.

Agriculture and agro-processing rank second, with calls for modernization, value-added production, and smart farming to support rural employment.

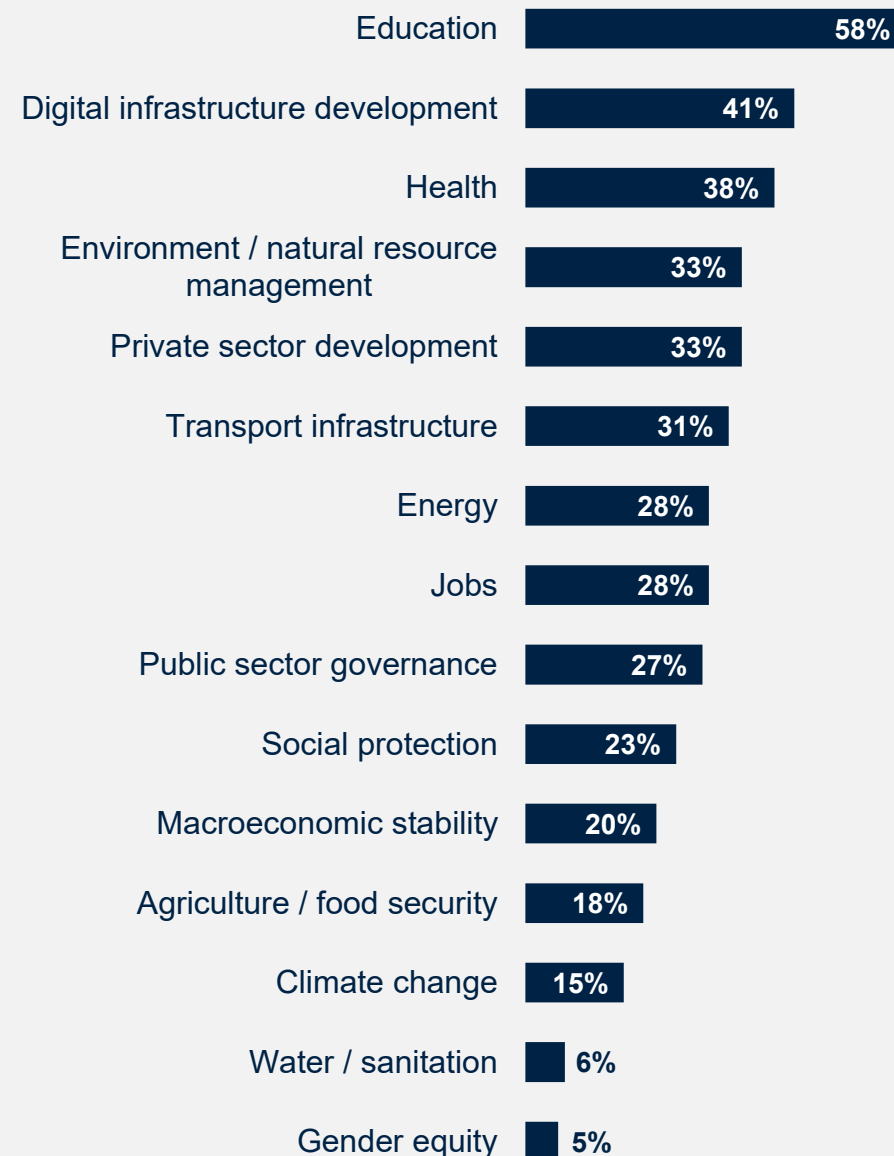
Construction and infrastructure are consistently cited as reliable, near-term sources of jobs across skill levels.

Manufacturing and industry—including automotive components, metal processing, higher-value textiles, and pharmaceutical production—are seen as strong employers.

Renewable energy and the **green economy** emerge as forward-looking priorities, with solar, wind, and energy efficiency viewed as both economically and environmentally strategic.

Tourism and hospitality receive moderate attention, with mountain tourism noted as a niche growth area.

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



Perceptions of Impact of WBG-Supported Projects in North Macedonia

Q: In what way, if any, did this WBG-supported project or initiative impact the people of North Macedonia?

Infrastructure development and improved connectivity

"Roads have been built, bridges have been built, communication between these villages with other villages within the municipality has been improved, and their connection with the regional road and the urban centers of Tetovo and Skopje has been improved. Safety has increased for pedestrians and especially for students attending primary school"

(Local Government Respondent)

Quality of life and public services

"With the implementation of the social protection reforms, social services were established for the first time, 16 kindergartens were built, which contributed to reducing the waiting list in kindergartens."

(Government Institution Respondent)

Institutional capacity, transparency, and economic integration

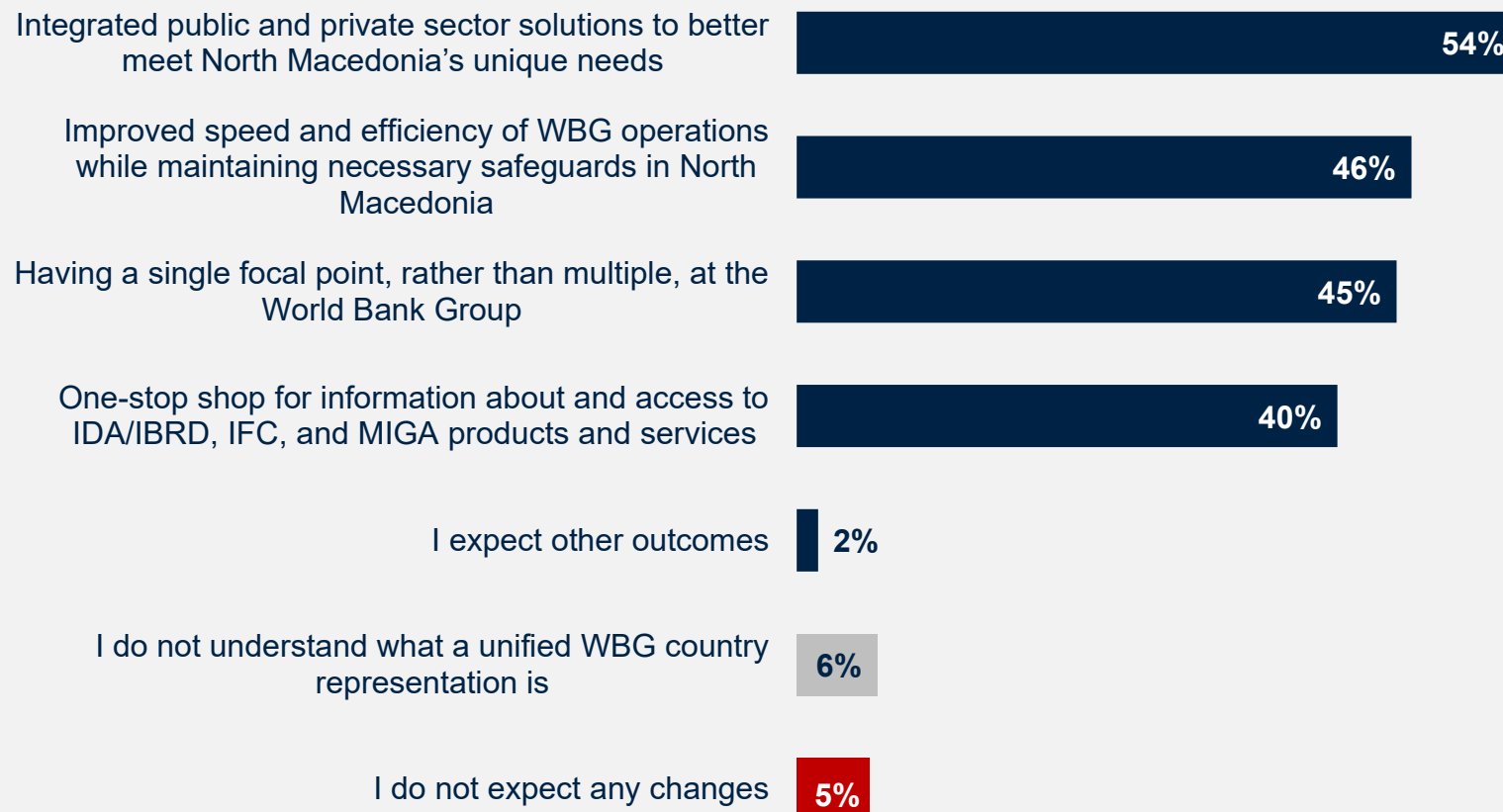
"One of the components of this project... aims to enable increased transparency, integrity and inter-institutional coordination, which will result in the facilitation of procedures for the business community, reduction of clearance time, reduction of costs and improvement of regional connectivity." (Government Institution Respondent discussing **Western Balkans Trade and Transport Facilitation Project**)

"With the support of the World Bank, the country has made a significant strategic step towards deeper economic integration with the European Union. The projects are in the context of maintaining and further strengthening the stability of the banking system, and its potential and capacity for uninterrupted credit support and efficient provision of financial services."

(Government Institution Respondent discussing **Project for the modernization of payment systems in the countries of the Western Balkans**)

Stakeholders Primarily Expect Integrated Public and Private Sector Solutions from the One World Bank Group Initiative

Q: *What outcomes do you expect from unified leadership representing the World Bank (IBRD), IFC, and MIGA in North Macedonia? (Select all that apply)*



Summary of Open-Ended Questions Related to Operational Effectiveness

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

Project Preparation, Delivery, and Process Efficiency

- Accelerate project approval and implementation timelines; reduce documentation requirements, especially for smaller projects
- Examine implementation capacities and available data systems before designing assistance, ensuring strategies, indicators, and monitoring tools are aligned from the outset
- Introduce standardized monitoring tools during project execution, including checklists, progress report templates, and Standard Operating Procedures
- Link financing disbursements to measurable, verifiable results through results-based financing tied to concrete policy outcomes

Staffing, Local Expertise, and Coordination

- Staff the local office with qualified technical personnel; improve the selection of locally engaged staff and rely more on local experts, think tanks, NGOs, and universities
- Strengthen coordination with the EU and government policy monitoring bodies to avoid duplication and reduce fragmented interventions
- Engage civil society organizations and municipalities as implementing partners with sustained capacity-building support

Transparency, Accountability, and Targeting

- Publish clearer data on WBG expenditures, results, and impact; strengthen oversight and independent monitoring of fund use
- Ensure WBG opportunities reach local governments, civil society, and the private sector, not only the central government
- Adopt a citizen-centered approach; tie financing to governance reforms and rule-of-law benchmarks

The WBG's Instruments



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Financial Resources Considered the WBG's Greatest Value to North Macedonia

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

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

80%

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

35%

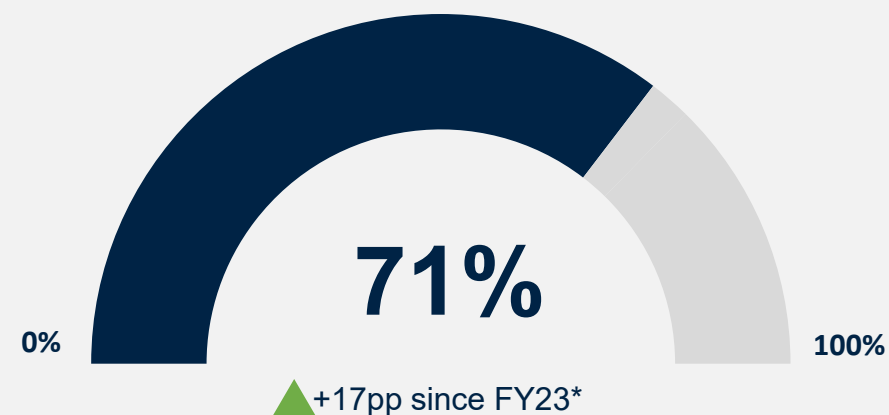
Data and research (e.g., statistics, reports, research on global development issues)

34%

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

32%

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



FY23

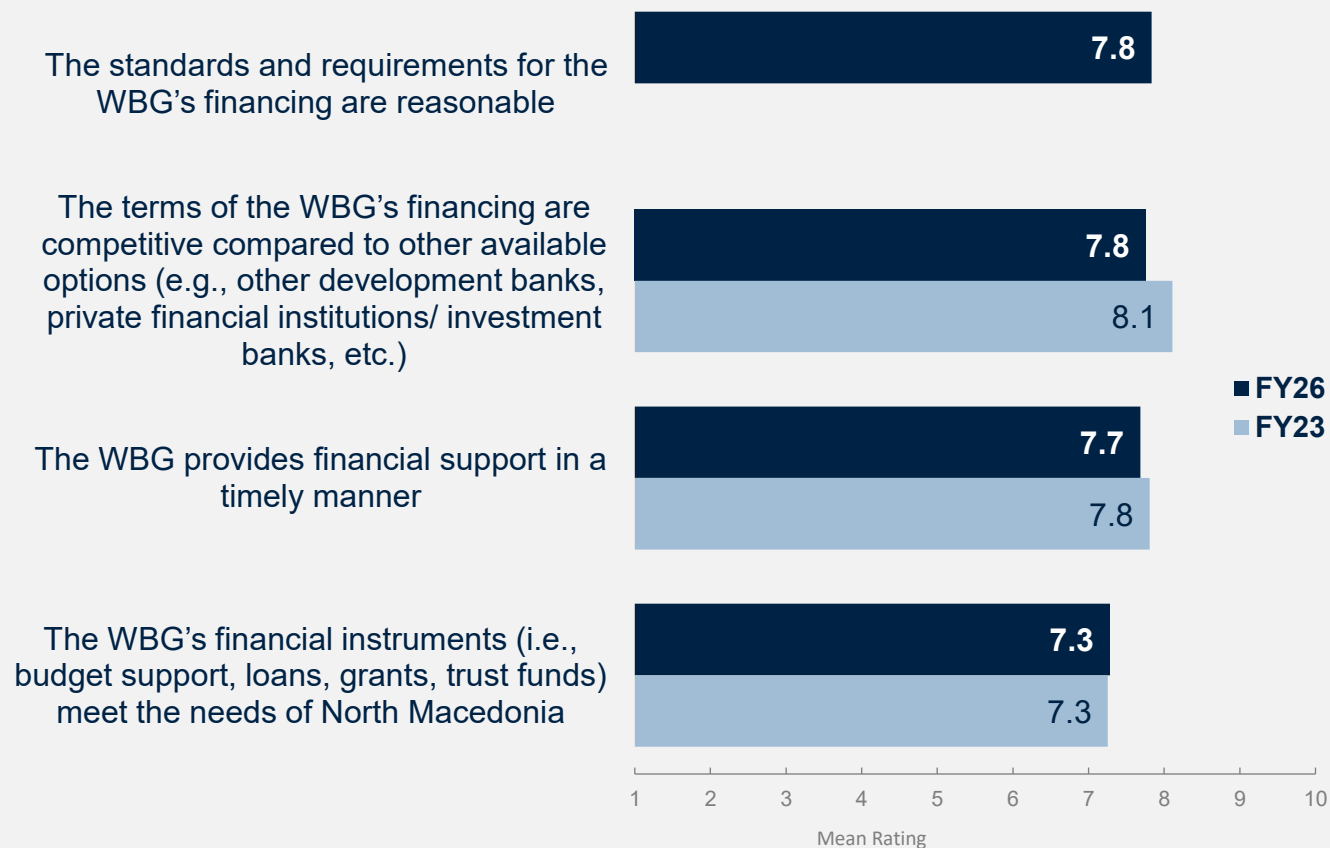
In FY23, 54% of stakeholders selected 8-10, answering this question

**Denotes significant differences between years*



Perceptions of WBG Financing Remain Strong in FY26

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

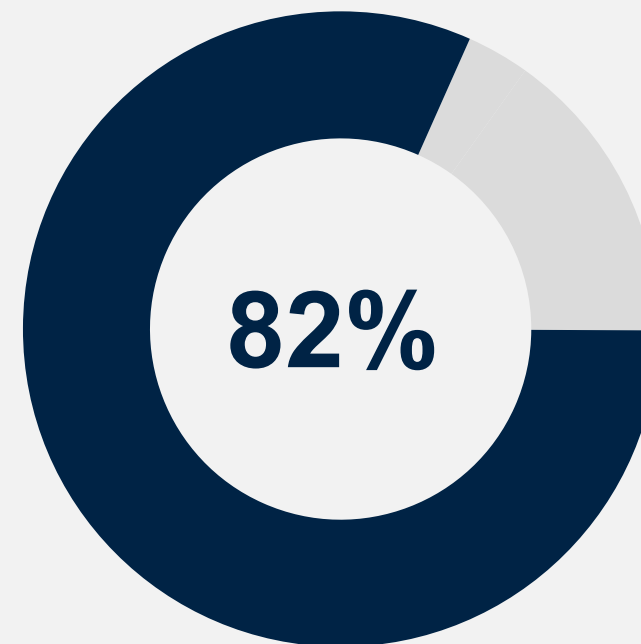


72% of Stakeholders Report Using WBG Knowledge; Users Rate Its Quality Highly

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



Comments on Financial Instruments: Summary of Comments

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

Access to Favorable Financing

- Provide financial assistance through donations or favorable loans to implement projects that improve citizens' living standards
- Finance smaller projects in the form of grants and/or technical assistance to build the internal capacities of state institutions
- Structure conditional loans tied to EU reforms and policy outcomes rather than unconditional disbursement

Targeted and Results-Based Disbursement

- Link disbursement of funds directly to measurable, verifiable results — such as improved revenue collection, reduced water losses, or improved educational outcomes
- Support public finance reforms through conditional funding based on concrete policy outcomes, as a prerequisite for all other investments
- Recalibrate eligibility criteria and distribution mechanisms to ensure financial support reaches the right beneficiaries more broadly

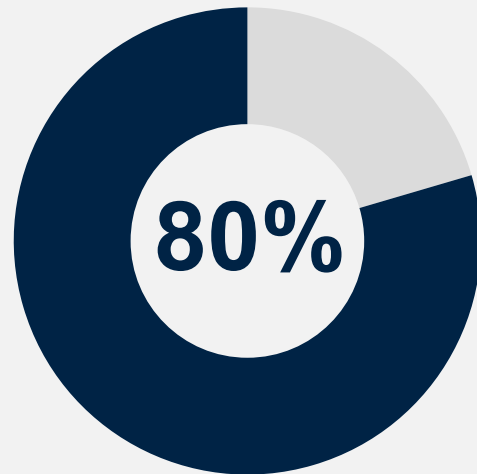
Transparency in Fund Use and Financing Visibility

- Publish clear data on how much was invested in North Macedonia, how much was repaid with interest, and what results were achieved
- Strengthen control and oversight over how WBG funds are spent to address concerns about misuse
- Organize donor workshops for the private sector and financial/banking sector on capital markets, cybercrime protection, and related financing topics



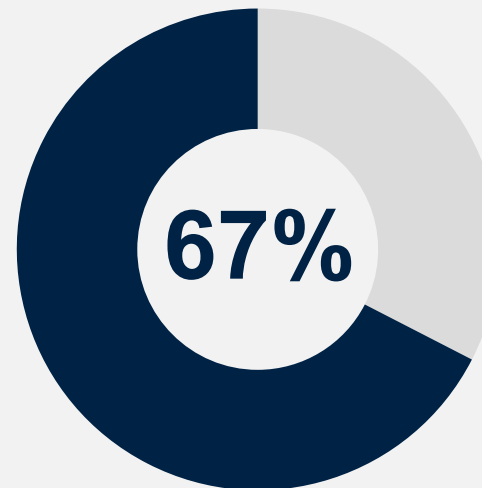
Influence of WBG Knowledge on Policy, Including Jobs-related Policy

Influence on
government policy
(% Yes)



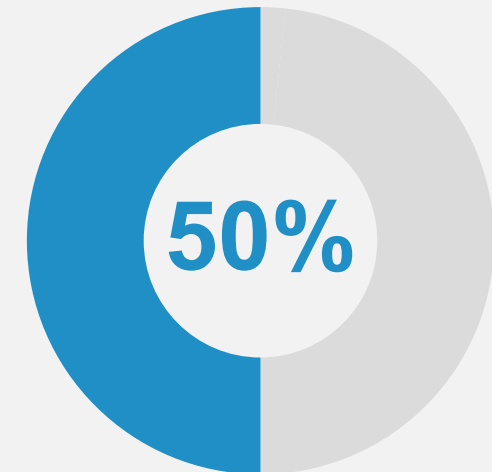
Q: In your opinion, has the WBG influenced a new or existing government policy/action in North Macedonia?

Influence on
private sector
(% Yes)



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

WBG influence on 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 North Macedonia? 1=Not supportive at all; 10=Very supportive (% rating – 8-10 on a 10-point scale)



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 support, and in what way?

Public Sector Governance

- *“The World Bank Group has influenced public finance management and competitiveness reforms in North Macedonia through its analytical reports and advisory services, particularly in improving the efficiency and transparency of public expenditure and strengthening fiscal sustainability. Overall, the World Bank’s policy advice, data, and financial support have played an important role in shaping key development and reform priorities in North Macedonia...”*
(Academia Respondent)
- Strategies for combating the shadow economy, PIOM reform, fiscal consolidation...
World Bank research is always used to guide plans. (Media Respondent)

Environment, Energy, and Climate

- *“Policies for sustainable use of natural resources, Policies for environmental and social management.”*
(Local Government Respondent)
- Energy Efficiency, with the need to create an EE Fund.
(Bilateral/Multilateral Respondent)
- *“Preparation of a document for the alternative use of the mine in Bitola for the CIF ACT plan, along with an energy efficiency study, etc.”*
(Bilateral/Multilateral Respondent)

Human Capital Development

- *“The law on social welfare and the law on child protection...the law on basic education.”*
(Government Institution Respondent)
- *“It has also contributed to education and skills development policies by promoting better alignment between education and labor market needs, supporting workforce productivity, and private sector growth.”* (Academia Respondent)

Private Sector Development and Business Environment

- *“The World Bank provides full support for the successful implementation of the Trade and Transport Facilitation Project in the Western Balkans, highlighting not only the benefits it will bring to the business community and the country in general, but also pointing out the regional concept of the project.”*
(Government Institution Respondent)
- *“Creating new jobs and increasing worker productivity. The World Bank supported the strategy for greater access to regional and global markets through better connectivity and trade facilitation, with a focus on improving basic skills in early childhood development and strengthening engagement in primary and secondary education, as well as the transition to jobs.”* (Media Respondent)
- *The World Bank’s reports and assessments provide recommendations on the conditions for doing business and reducing administrative barriers. The World Bank has also promoted public-private partnerships as a model for developing infrastructure projects in the country and, through strategic recommendations, financing reforms, and technical support, has encouraged private initiative and market liberalization.*
(Civil Society Respondent)

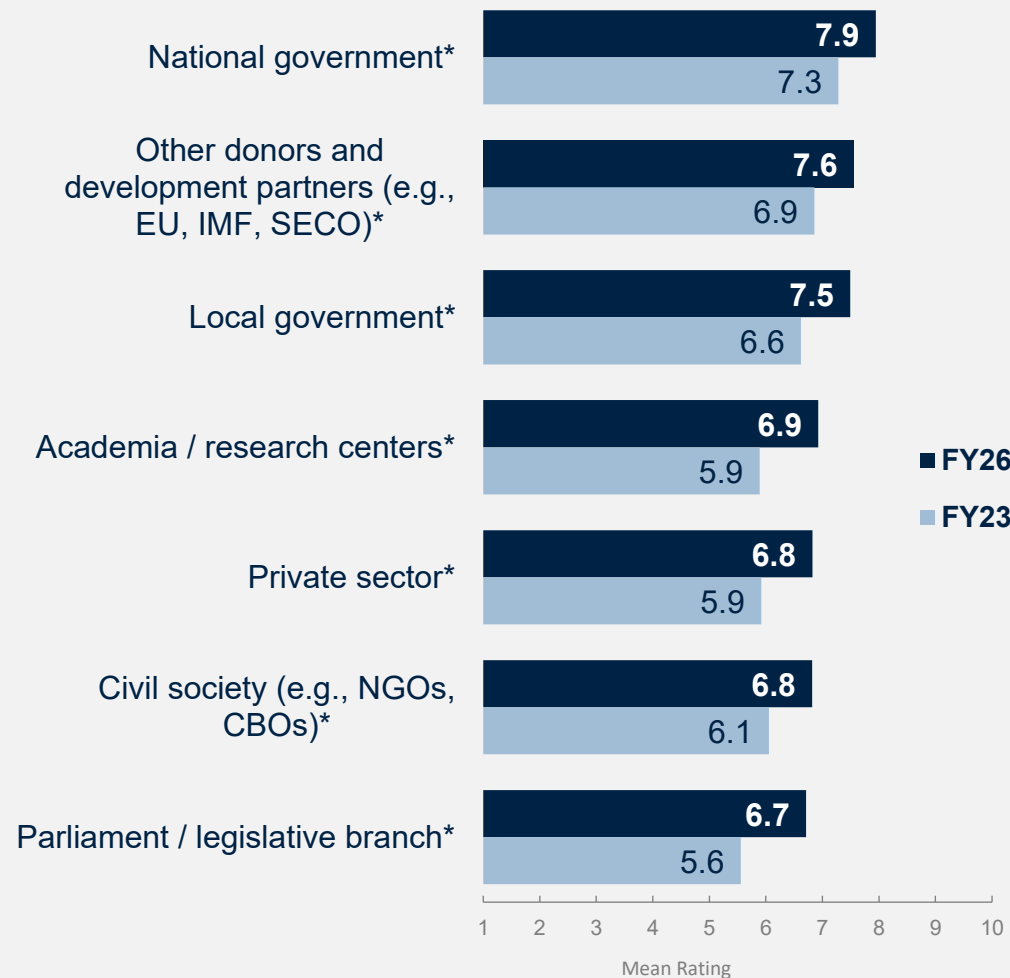
The WBG's Engagement and Collaboration



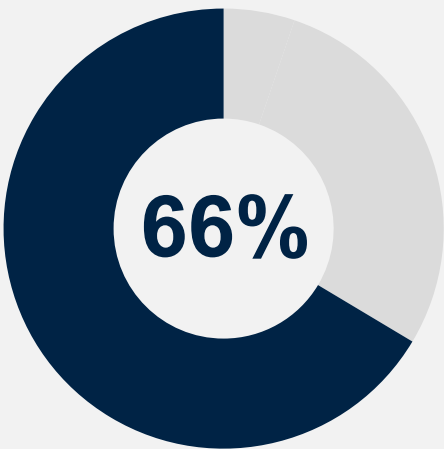
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Perceptions of WBG Collaboration Have Improved Significantly

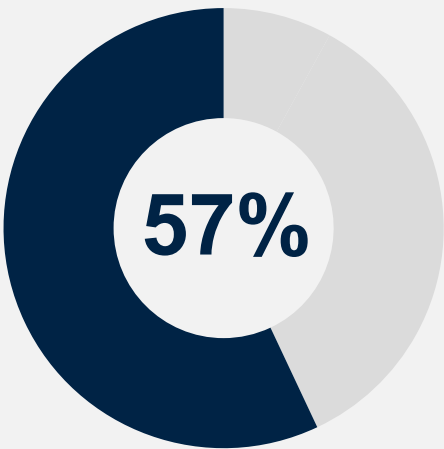
Q: How effective is the WBG at **collaborating** with the following groups in North Macedonia? 1=Not effective at all; 10=Very effective (Mean is reported)



Q: How effective is the WBG at **partnering with the government** to improve the business environment in North Macedonia 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 North Macedonia 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 Government, and Academia

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

Broadening Engagement with the Private Sector and Academia

- Engage with the private sector and academia to build human capital
- Collaborate with multiple stakeholders, including the private sector, local government, and research and development projects
- Greater and systematic engagement of the academic community in the preparation of analyses, studies, and evaluations of public policies.

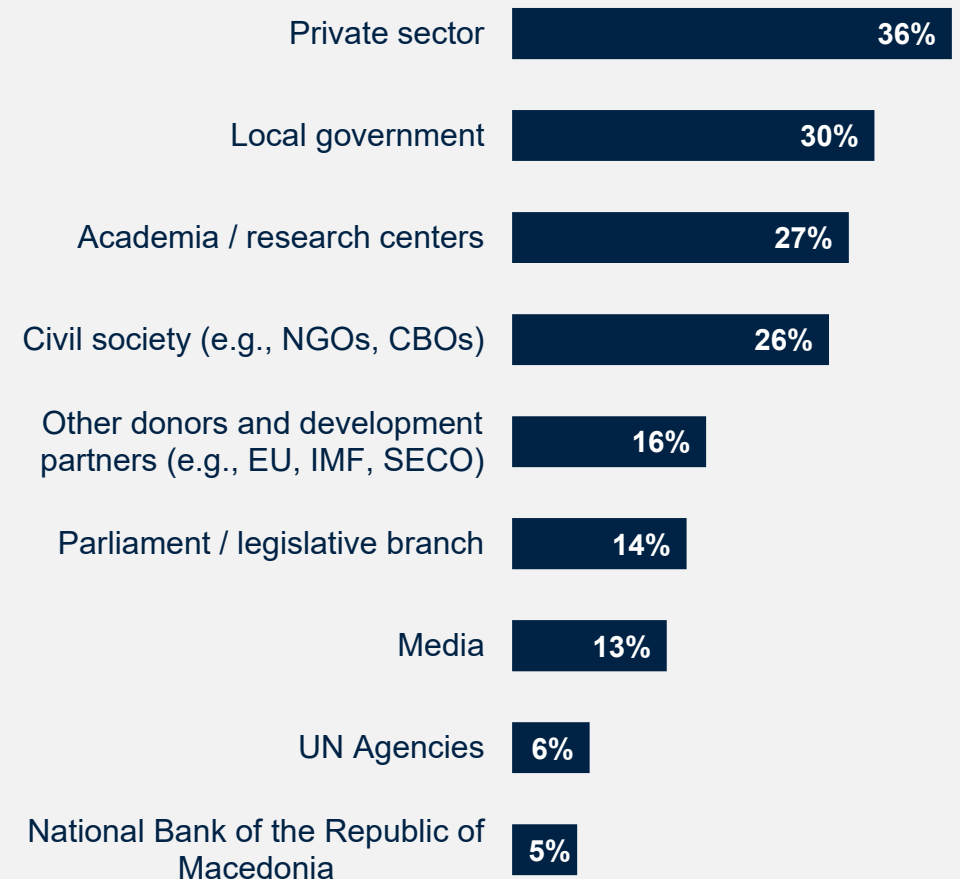
Engaging Civil Society, NGOs, and Think Tanks

- Listen more to the voice of NGOs, higher education, and research centers
- Provide continuous long-term support to strengthen the capacities of civil society organizations and municipalities
- Work more with the non-governmental sector in the analysis and assessment of projects.

Coordinating with Government and Development Partners

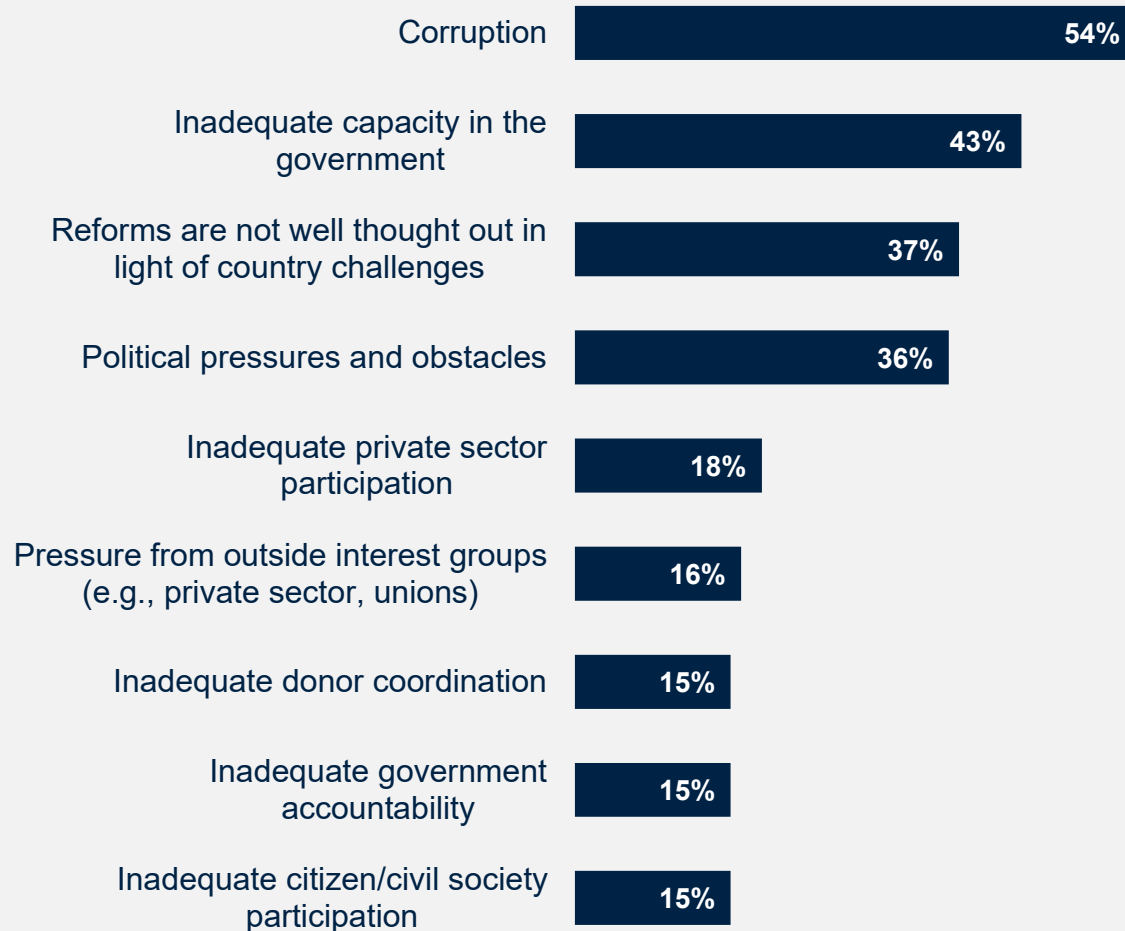
- Strengthen cooperation with key policymakers and increase support for the implementation of projects with a direct impact on economic growth
- Coordinate with the Secretary for Government Policy Monitoring within the Office of the Prime Minister to facilitate joint functioning
- Closer coordination with the EU to align efforts and avoid duplication
- Greater cooperation with the government for the development of strategic projects

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 North Macedonia? Select up to 2 (%)

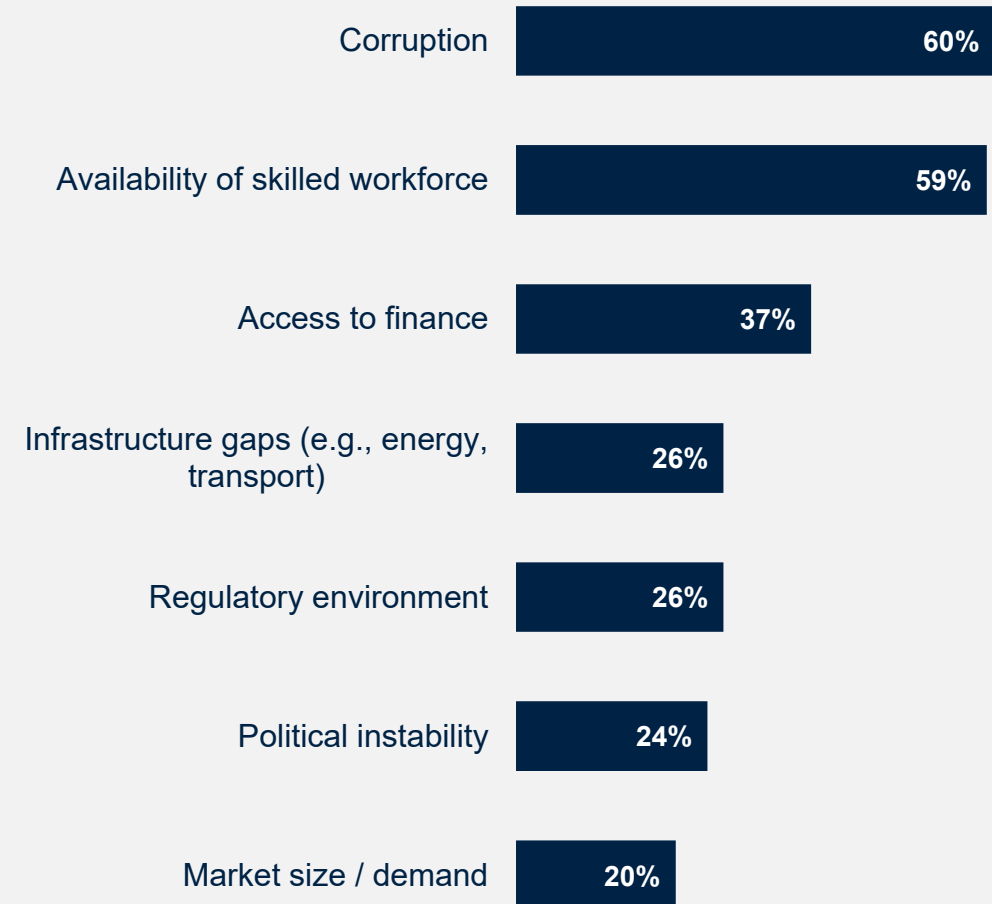


Stakeholders Identify Corruption as the Primary Obstacle to Reforms and Private Sector Development

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



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



Communication and Outreach



WORLD BANK GROUP

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

	Top Two Preferred WBG Channels								
	All Respondents	Office of a Parliamentarian	Government Institution	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
WBG event / conference / workshop (<i>in person or online</i>)*	55%	36%	67%	61%	50%	34%	62%	39%	69%
Direct contact with WBG staff (<i>e.g., in person, virtually, phone, email</i>)*	47%	14%	58%	61%	50%	31%	50%	39%	54%
WBG websites (<i>including blogs</i>)	42%	29%	44%	57%	42%	41%	33%	44%	38%
WBG publications*	26%	29%	15%	17%	58%	28%	12%	50%	46%
WBG social media channels (<i>e.g., Facebook, LinkedIn, Instagram, Twitter/X</i>)*	22%	14%	22%	9%	8%	48%	12%	33%	15%
WBG e-Newsletters	17%	21%	18%	9%	8%	24%	17%	22%	8%
WBG direct messaging (<i>e.g., WhatsApp</i>)	11%	14%	13%	22%	0%	7%	12%	6%	8%
WBG podcasts	5%	0%	5%	0%	8%	10%	4%	11%	0%



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

*Denotes significant differences between stakeholder groups



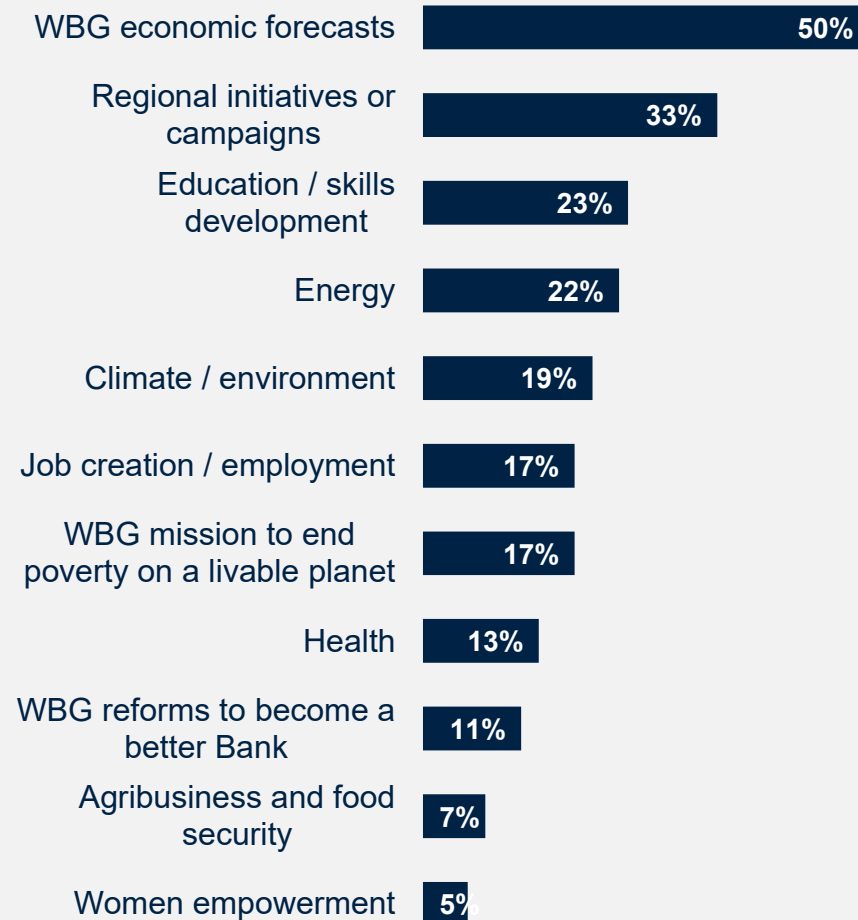
WORLD BANK GROUP

56% of Respondents Recalled Seeing or Hearing About the WBG, Recently, Most Often in the Media

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 Outcomes/Results of WBG-Supported Initiatives

Key differences across stakeholder groups should be considered when designing targeted outreach. For example, respondents from the office of a Parliamentarian, government, or local government institution, and bilateral/multilateral agencies are 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*	41%	7%	55%	26%	58%	48%	38%	39%	31%
Information on how to work / partner with WBG*	36%	21%	34%	61%	0%	34%	38%	39%	46%
WBG research and knowledge*	36%	43%	26%	13%	33%	45%	33%	72%	46%
Overview of WBG financial products and services	32%	36%	30%	43%	33%	34%	38%	11%	23%
Regular updates on WBG activities	32%	36%	36%	52%	33%	21%	17%	28%	31%
Impact assessments and evaluations of WBG-supported projects	28%	36%	21%	35%	25%	45%	29%	22%	8%
WBG sector-specific strategies	25%	14%	25%	13%	33%	28%	33%	33%	15%



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

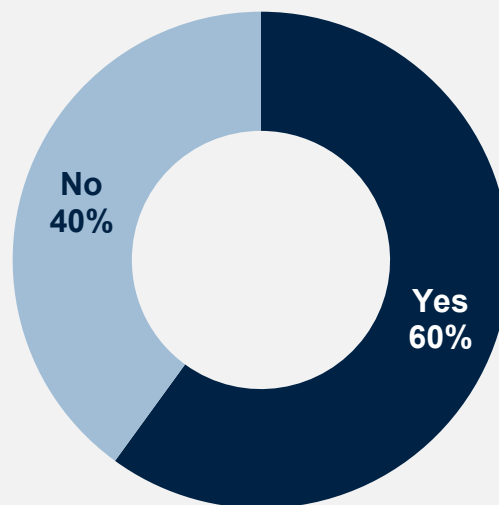
*Denotes significant differences between stakeholder groups

Sample Demographics and Detailed Methodology

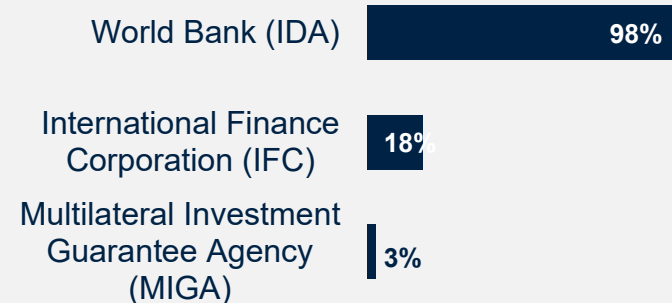


Sample Demographics

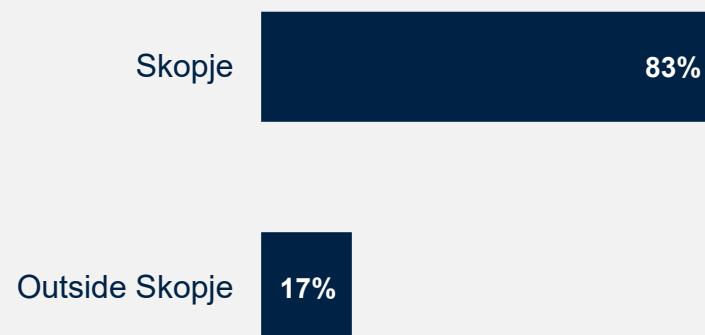
Q: In the past 3 years, have you worked or collaborated with the WBG in North Macedonia? (N=201)



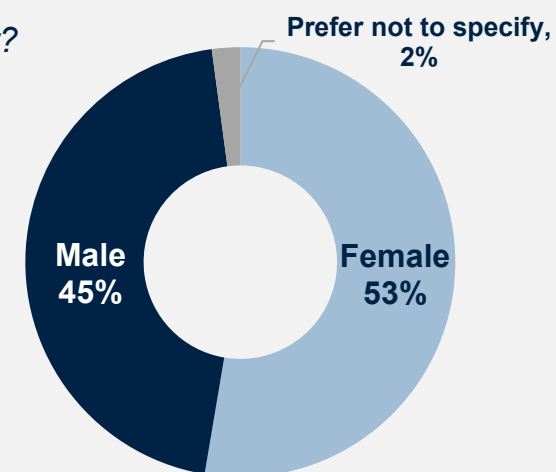
Q: Which of the following WBG agencies have you worked or collaborated with in North Macedonia? (N=120)



Q: Which best represents your geographic location? (N=187)

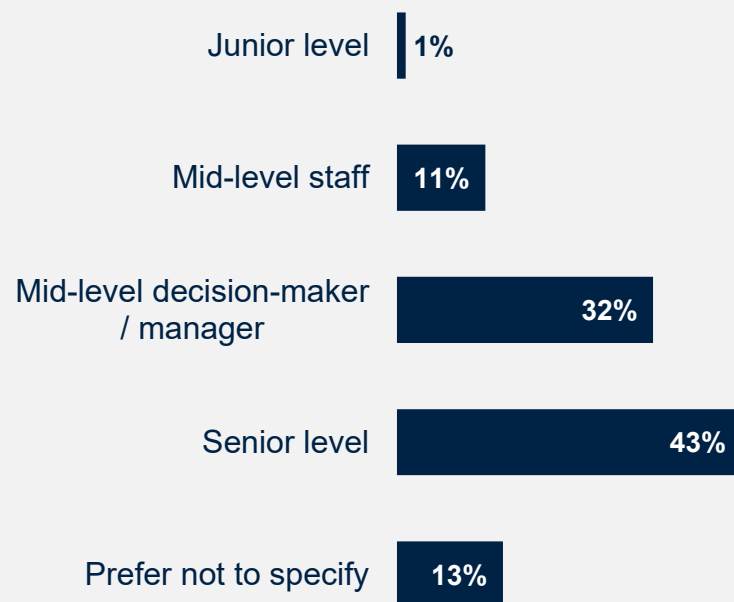


Q: What is your gender? (N=188)

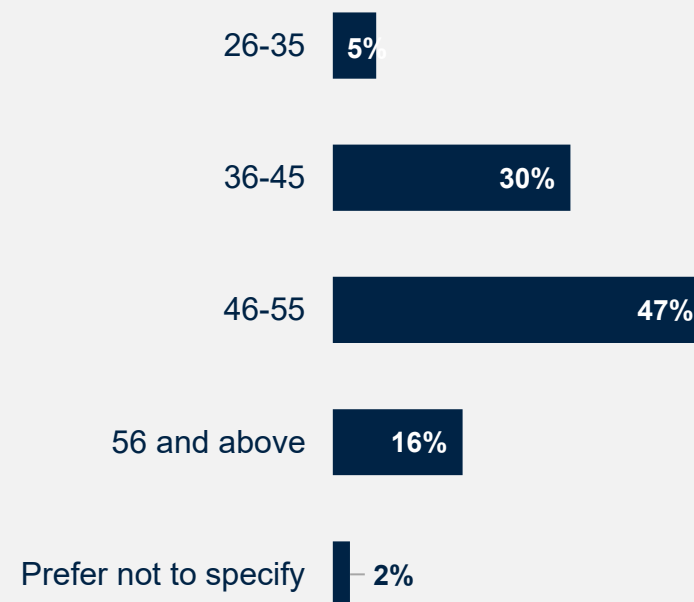


Sample Demographics (continued)

**Q: Within your organization,
would you describe yourself as...**
(N=182)



Q: What's your age?
(N= 186)



Detailed Methodology

From **February to March 2026**, a total of 563 stakeholders in North Macedonia 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, bilateral or multilateral agencies, civil society organizations, the private sector, academia and research centers, and the media.

Of these stakeholders, **201 participated in the survey (36% response rate)**. Respondents completed the questionnaire online.

This year's survey results were compared to the FY23 Country Opinion Survey, which had a response rate of 52% (N= 216).

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 considered 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	9%	10%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	28%	27%
Local Government	17%	12%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	8%	6%
Civil Society Organization: Local and regional NGO, Community-Based Organization, Private Foundation, Philanthropy, Professional/Trade Association, Faith-Based Group, Youth Group	11%	15%
Private Sector: Private Company, Financial Sector Organization, Private Bank	13%	12%
Academia / Research Center	8%	10%
Media	6%	6%
Total Number of Respondents	216	201

Q: What is your primary professional affiliation? (Select only 1 response)

**Not all respondents provided information about their professional affiliation. Therefore, the total number of respondents listed in the table is lower than the N reported in the methodology.*

Detailed Methodology (continued)

Breakdowns for individual questions by stakeholder group and by year can be found in the “North Macedonia 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:*

countrysurveys@worldbankgroup.org

