



CountryOpinionSurveys

# FY 2023 Ghana Country Opinion Survey Report

# Acknowledgements

The Ghana Country Opinion Survey is part of the Country Opinion Survey Program series of the World Bank Group. This report was prepared by the Business Intelligence (BI) team, led by José De Buerba (Senior External Affairs Officer) and Svetlana Markova (Senior External Affairs Officer). Yulia Danilina, Jessica Cameron, Nan Lin, and Sofya Gubaydullina oversaw design, reporting, and analysis of the survey results. Noreen Wambui and Irina Popova provided data support.

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# Contents

Objectives

Methodology Overview

Overall Context

Overall Attitudes Toward the World Bank Group

World Bank Group's Support in Development Areas

World Bank Group's Work and Engagement on the Ground

World Bank Group's Financial Instruments and Knowledge Work

The Future Role of the WBG in Ghana

Communication and Outreach

Demographics of the Sample & Detailed Methodology



# Objectives

This survey was designed to assist the World Bank Group (WBG) in gaining a better understanding of how stakeholders in Ghana perceive the WBG. The survey explored the following questions:

- 1. Overall Context:** How do stakeholders perceive the country's direction? How familiar are they with the WBG? How much do they trust the WBG?
- 2. Key Indicators:** What opinion do key stakeholders have of the WBG when it comes to its effectiveness, relevance, alignment with Ghana's development priorities, and other key indicators? Are opinions improving or declining?
- 3. Development Priorities:** What areas of development are perceived to be the most important? Have the priorities changed over the past three years? How effective is the WBG perceived to be in these areas?
- 4. Engagement and Work on the Ground:** What do key stakeholder value the most and the least when it comes to the WBG's work in Ghana? How is the WBG perceived as a development partner? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What opinion do key stakeholders have of WBG financial instruments and knowledge products? Are opinions improving or declining? What are stakeholders' suggestions to improve WBG effectiveness?
- 6. Communication and Outreach:** What are the preferred communication channels and which channels are reported to be used the most? Are there differences among stakeholder groups in terms of preferred channels?
- 7. Message Recall:** What key topics that the WBG communicates do stakeholders recall? Is there a relationship between message recall and views of the WBG's work?



# Methodology Overview

## ■ Fielded April 2023 thru June 2023

- 1,663 potential participants asked to complete a mostly quantitative survey
- Respondents completed the questionnaires online or via computer-assisted interviews
- List of names provided by the WBG country team and supplemented by the fielding agency
- Process managed on the ground by the fielding agency

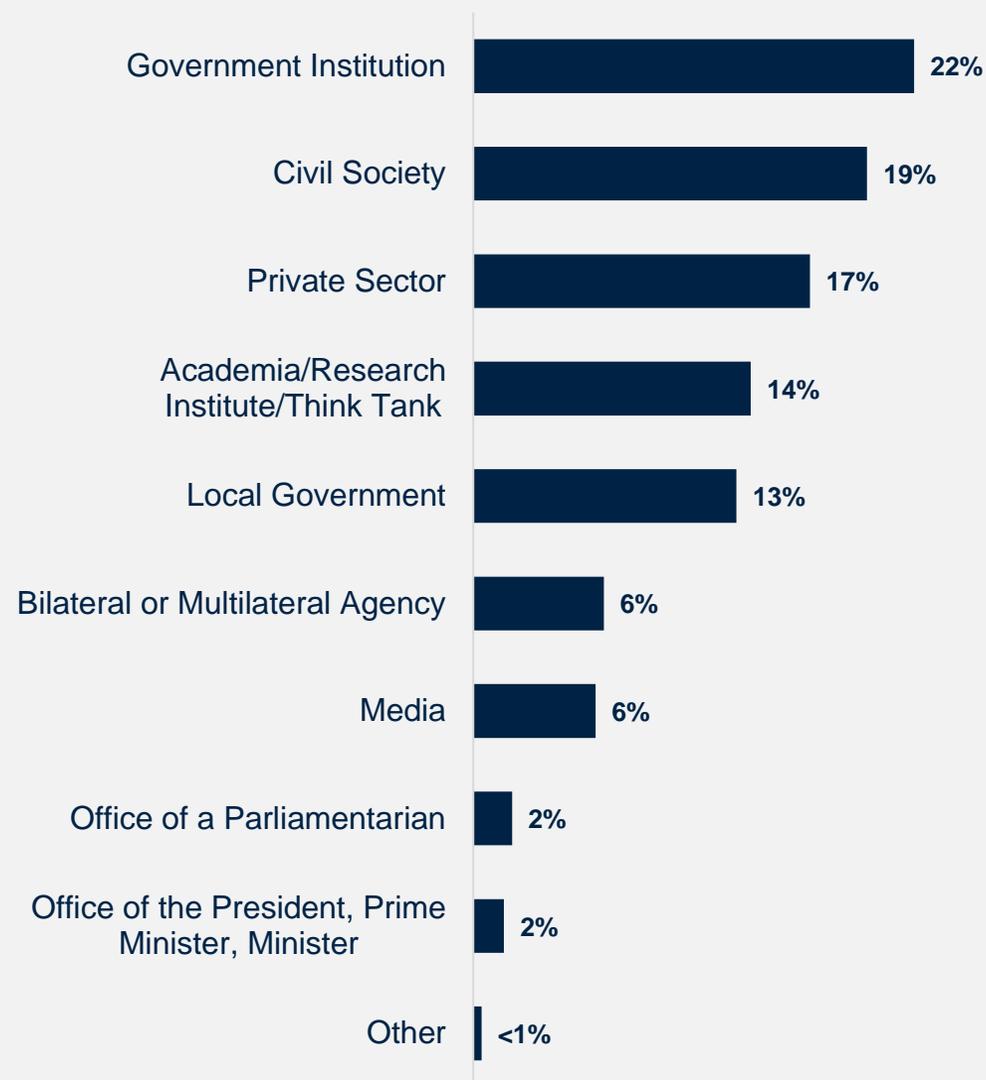
## ■ 751 participants (45% response rate)

- 37% from Southern Sector, 36% from Norther Sector
- 32% currently collaborate with the WBG
- 21% specialize in education, 11% in governance

## ■ Compared to FY20 Country Survey

- 563 participants (80% response rate)
- Surveys completed with a representative from the local fielding agency
- 30% collaborated with the WBG

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



Which of the following best describes your current affiliation?  
(Select only 1 response) (Percentage of Respondents, N=751)

# Overall Context

*“Enhance stakeholder consultation and inputs, particularly by independent citizens, academia and private sector, in formulation of support programs to Ghana. Provide useful guidance notes to help Parliament in making decisions and approving agreements, loans, and legislation in general, that are related to WBG programs.”*

(Civil Society Respondent)

*“I think the WB, like most donors, may tend to be a bit too diplomatic in making sure your funds are yielding the desired results. I think indicators must be looked at again whilst triggers must be more stringent. Achieving your desired results is imperative. The loans you give to the country must not become a burden to future generations, it must develop the country.”*

(Government Institution Respondent)



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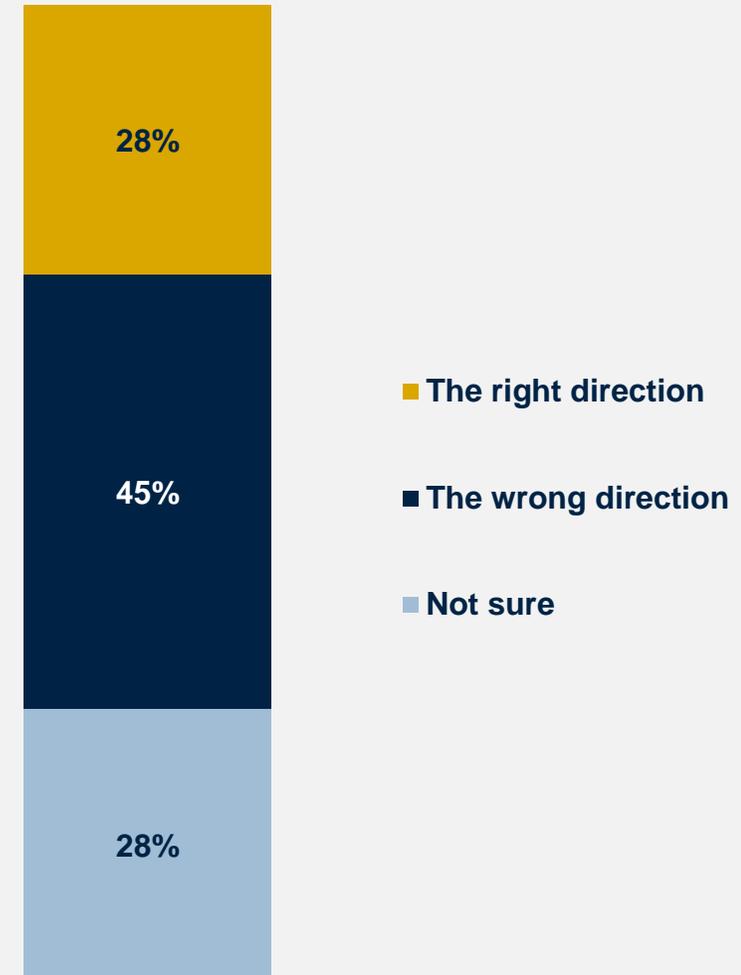


*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Ghana? (N=672)*

# Respondents in Ghana are Concerned about the Country's Direction

Nearly half of all respondents felt that Ghana was headed in the wrong direction. Just over a quarter felt that the country was headed in the right direction.

- Respondents from Government Institutions were significantly more likely to indicate that the country was headed in the right direction (50%) whereas a majority of respondents from Local Government, Bilateral/Multilateral Agencies, Civil Society, Private Sector, and the Media indicated that Ghana was headed in the wrong direction.



# Familiarity with the World Bank has Improved

- Year comparison:** Respondents in this year's Country Survey reported significantly higher levels of familiarity with the World Bank compared to FY20:

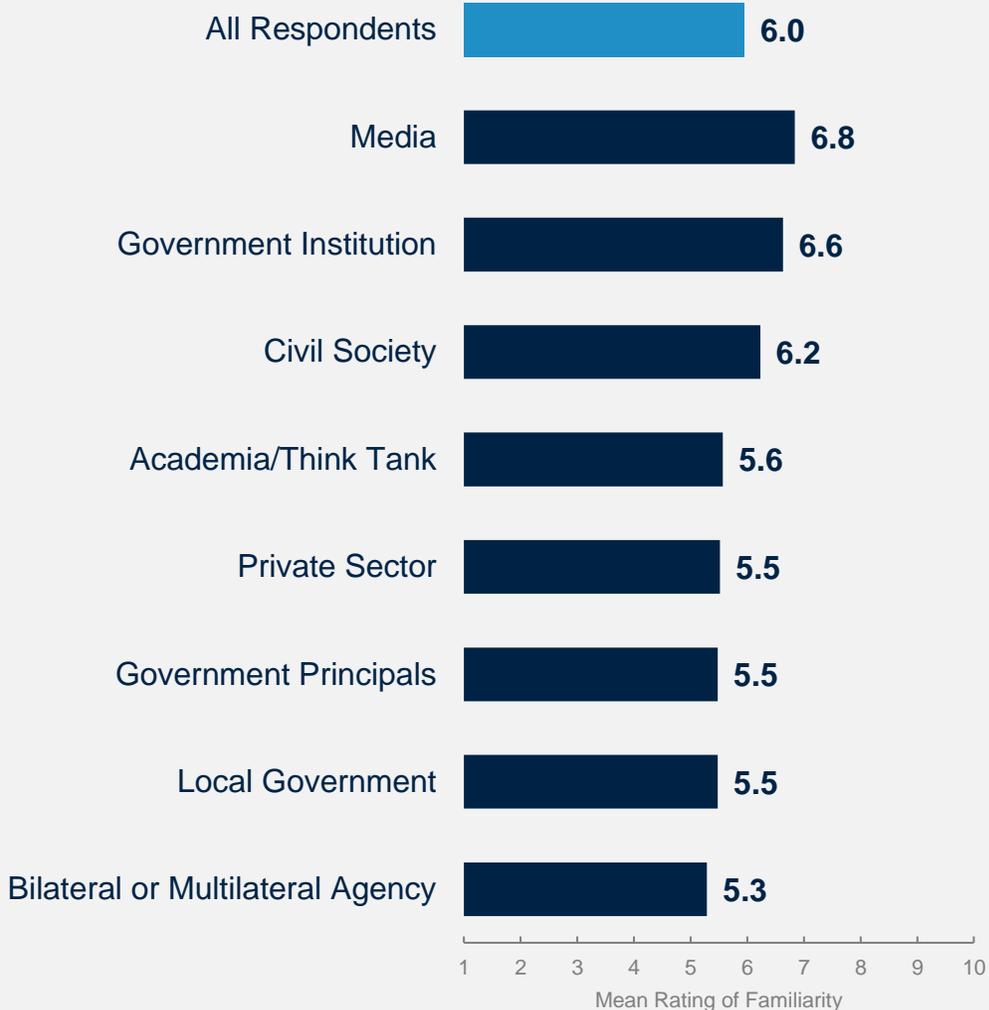
Mean familiarity: **FY23 = 6.0**

**FY20 = 5.5**

- Collaboration with the WBG:** Respondents who collaborate with the WBG reported significantly higher levels of familiarity with the institution's work:

Mean familiarity: **Collaborate with WBG = 7.1**

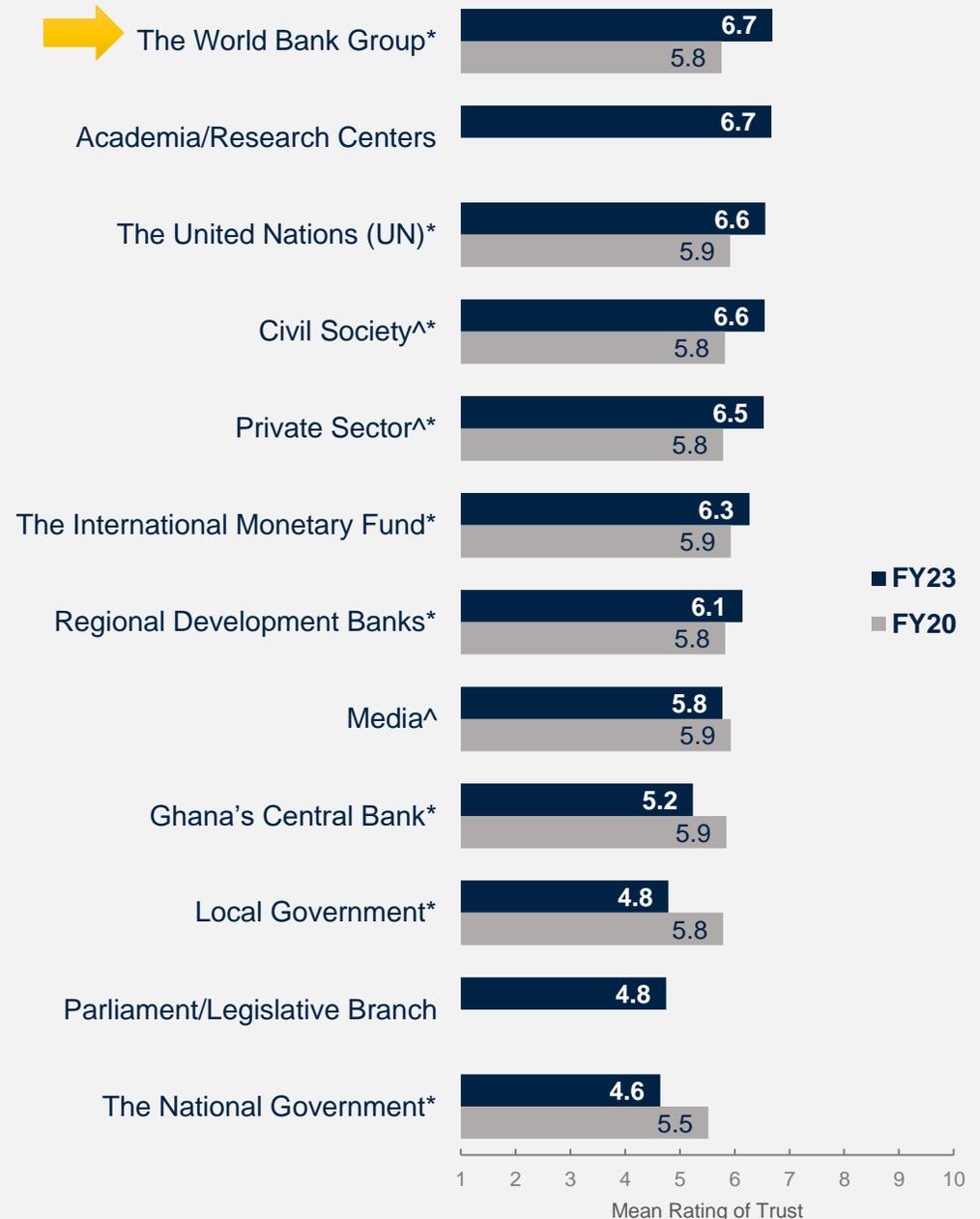
**Do not collaborate = 5.4**



# The WBG is the Most Trusted Institution in Ghana

Respondents gave the highest ratings of trust for the World Bank Group, Academia, the UN, Civil Society, and Private Sector in Ghana. At the same time, government institutions in Ghana were the least trusted among the institutions studied, including the National Government, Parliament, Local Government, and Ghana's Central Bank.

- Of note, ratings of trust were significantly higher in FY23 than in the FY20 survey for the World Bank, UN, Civil Society, Private Sector, the IMF, and Regional Development Banks. In contrast, Local Government, Ghana's Central Bank, and the National Government received significantly lower ratings of trust in this year's survey.
- In FY23, respondents from Government Institutions gave the highest ratings of trust for the WBG whereas Government Principals and respondents from Bilateral/Multilateral Agencies gave significantly lower ratings of trust (these two stakeholder groups also had some of the lowest levels of familiarity with the WBG).



# *Overall Attitudes toward the World Bank Group*

*“In the past, the WBG has worked in Ghana, as is the case in many other developing countries, by collaborating with the government. This is understandable since it would be the governments that would have to pay back the loans. I believe, going forward, the WBG could be more effective if they could collaborate directly with citizens' groups, private businesses, CSOs, and think tanks to undertake its development work.”*

(Academia Respondent)



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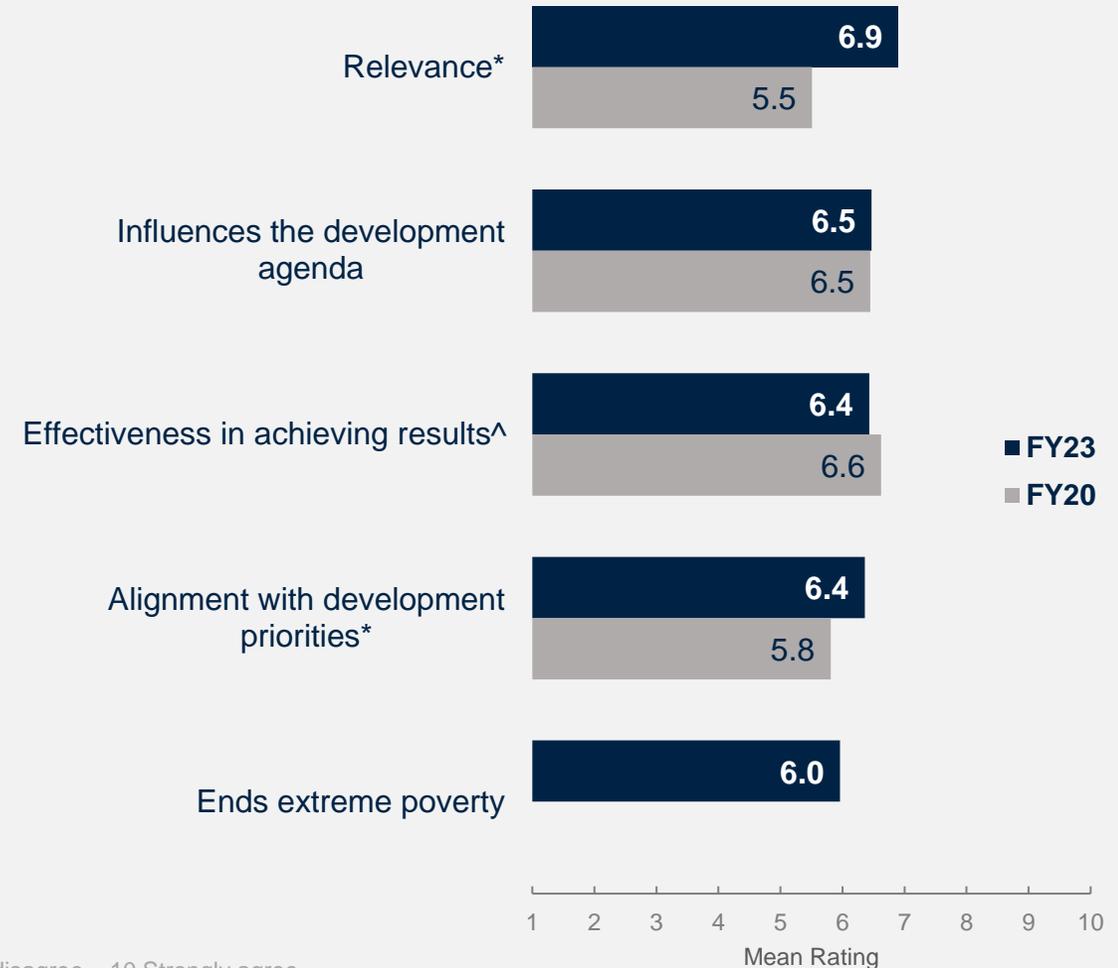


*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Ghana? (N=672)*

# Improvement in Two Key Performance Indicators

In FY23, respondents perceived the WBG as significantly more **relevant** to development in Ghana and more **aligned** with their development priorities for the country.

- Of note, respondents from Government Institutions gave the highest ratings while those from Bilateral/Multilateral Agencies gave significantly lower ratings across all of these performance indicators (respondents from Bilateral/Multilateral Agencies also had the lowest levels of familiarity with the WBG).



The WBG currently plays a relevant role in development in Ghana. Scale: 1 Strongly disagree – 10 Strongly agree

To what extent does the WBG influence the development agenda in Ghana? Scale: 1 To no degree at all – 10 To a very significant degree

How effective has the WBG been in achieving development results in Ghana? Scale: 1 Not effective at all – 10 Very effective

The WBG's work is aligned with what I consider the development priorities for Ghana. Scale: 1 Strongly disagree – 10 Strongly agree

The WBG's work helps end extreme poverty in Ghana. Scale: 1 Strongly disagree – 10 Strongly agree

*^Compared to a mean score of the two questions asked in FY20: "Overall, please rate your impression of the WBG's effectiveness in Ghana.*

*Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG's work help to achieve development results in Ghana?*

*Scale: 1 To no degree at all – 10 To a very significant degree*

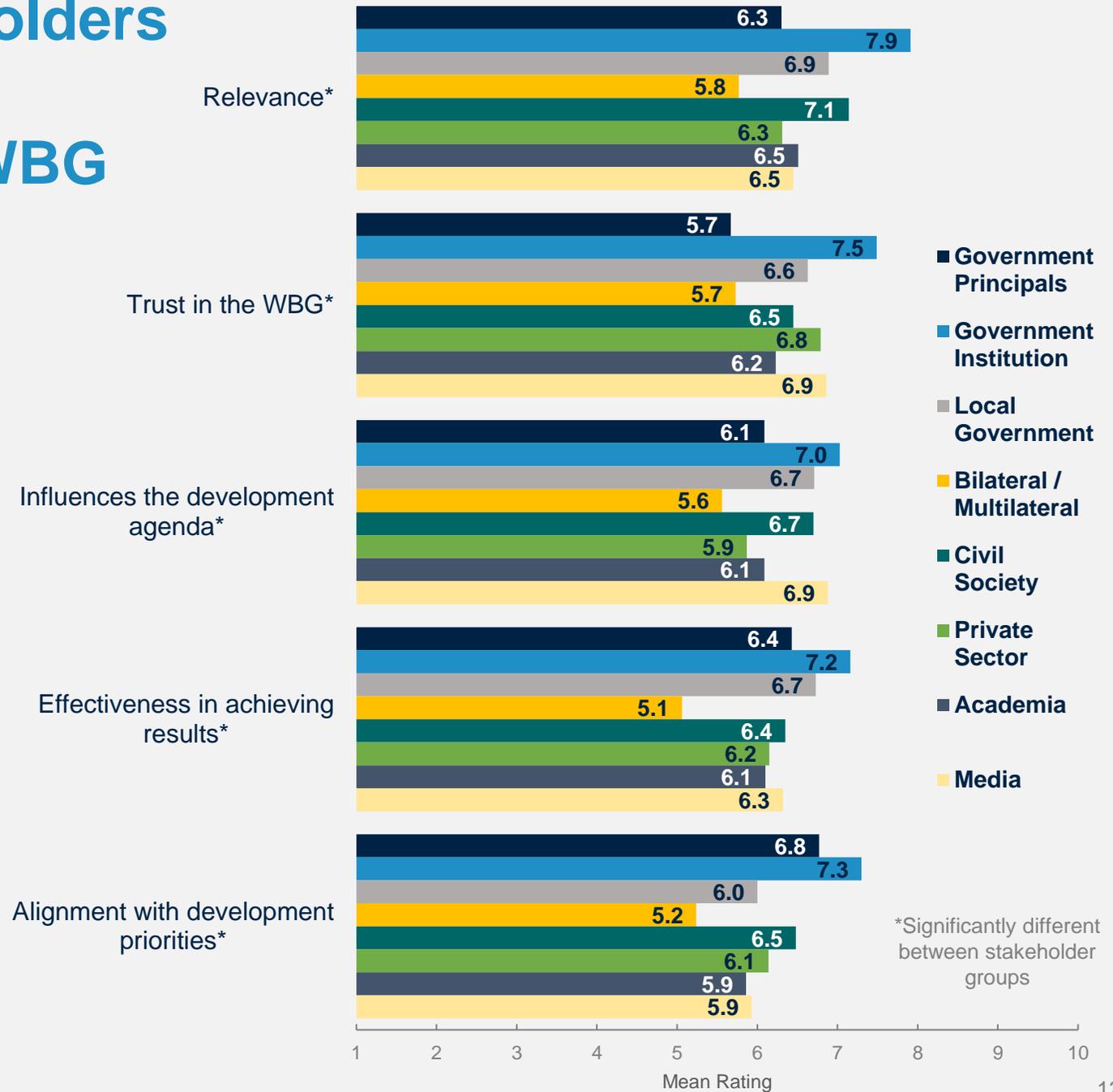
\*Significantly different between years

# Government Stakeholders Have More Positive Perceptions of the WBG

Comparing ratings of key performance indicators between stakeholder groups, clear patterns emerge in their perceptions of the WBG and its work. Respondents from Government Institutions, Government Principals, and Local Government tend to have the most positive perceptions while respondents from Bilateral and Multilateral Agencies consistently have significantly lower ratings of the WBG and its work.



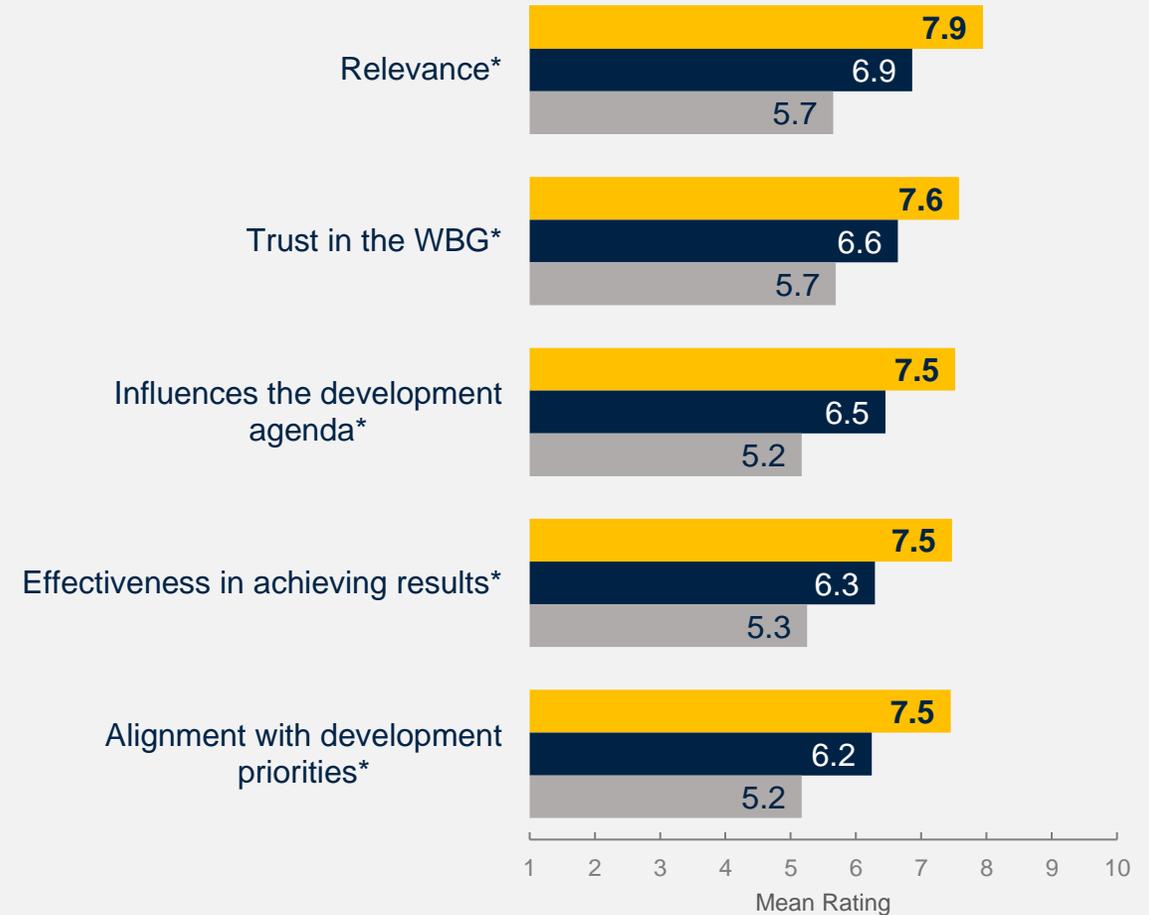
The WBG currently plays a relevant role in development in Ghana. Scale: 1 Strongly disagree – 10 Strongly agree  
 To what extent do you trust the WBG to do what is right? Scale: 1 To no degree at all – 10 To a very significant degree  
 To what extent does the WBG influence the development agenda in Ghana? Scale: 1 To no degree at all – 10 To a very significant degree  
 How effective has the WBG been in achieving development results in Ghana? Scale: 1 Not effective at all – 10 Very effective  
 The WBG's work is aligned with what I consider the development priorities for Ghana. Scale: 1 Strongly disagree – 10 Strongly agree



# Familiarity Leads to More Positive Perceptions

Comparing ratings of key performance indicators among respondents highly familiar with the WBG (ratings of 8-10 on a 10-point scale) and those with little familiarity with the WBG (ratings of 1-4 on a 10-point scale), one can see that the more familiar stakeholders are with the WBG, the more positive perceptions they have of the WBG and its work.

**Meaningful engagement and outreach can continue to increase positive perceptions.**



*How familiar are you with the work of the WBG in Ghana?*

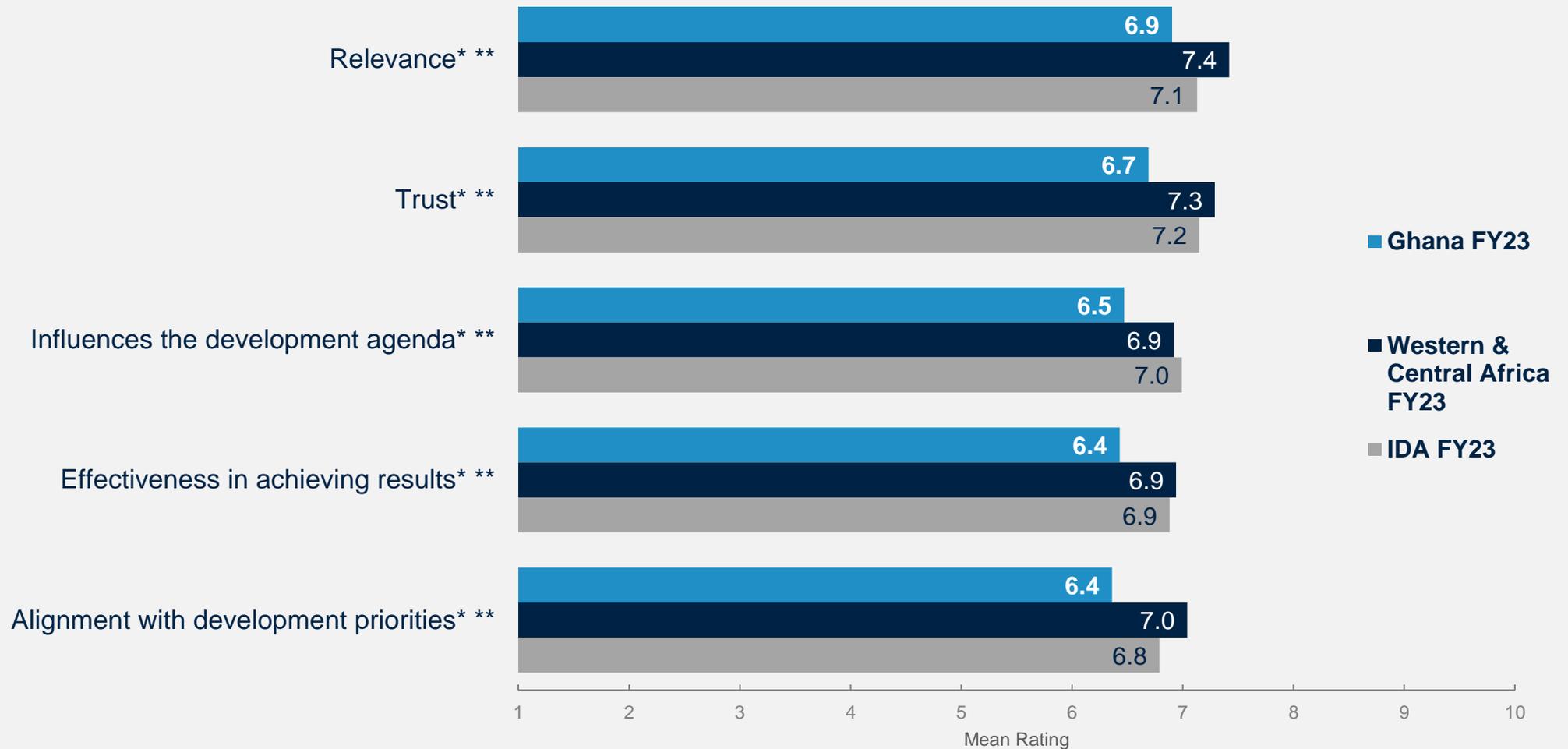
■ High Familiarity (8-10) ■ Some Familiarity (5-7) ■ Low Familiarity (1-4)



The WBG currently plays a relevant role in development in Ghana. Scale: 1 Strongly disagree – 10 Strongly agree  
 To what extent do you trust the WBG to do what is right? Scale: 1 To no degree at all – 10 To a very significant degree  
 To what extent does the WBG influence the development agenda in Ghana? Scale: 1 To no degree at all – 10 To a very significant degree  
 How effective has the WBG been in achieving development results in Ghana? Scale: 1 Not effective at all – 10 Very effective  
 The WBG's work is aligned with what I consider the development priorities for Ghana. Scale: 1 Strongly disagree – 10 Strongly agree

\*Significantly different between levels of familiarity

# Ghana Rated Lower than other Western & Central Africa and IDA Countries in FY23 on Key Performance Indicators



\*Significantly different between Ghana FY23 and Africa-West FY23

\*\*Significantly different between Ghana FY23 and IDA FY23

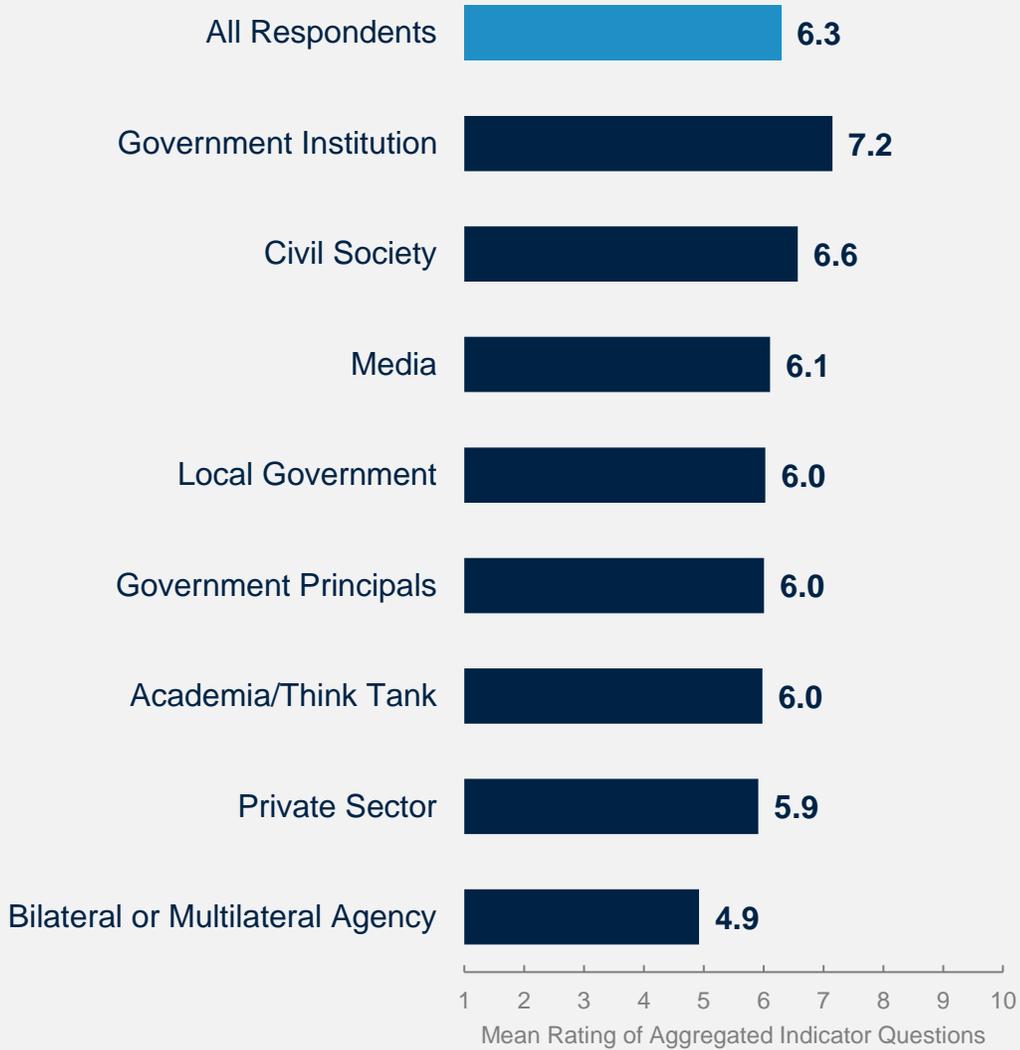


# Stakeholder Trends across Performance Indicators

Respondents from Government Institutions had the highest mean rating across the aggregated responses to the seventeen COS indicator questions whereas respondents from Bilateral/Multilateral Agencies had significantly lower ratings (respondents from Bilateral/Multilateral Agencies also had the lowest ratings of familiarity with the WBG).

- Collaboration with the WBG:** Respondents who collaborate with the WBG gave significantly higher ratings across the aggregated indicator questions compared to respondents who do not collaborate with the WBG:

Mean rating:       **Collaborate with WBG = 7.0**  
                           **Do not collaborate = 5.9**



# *World Bank's Support in Development Areas*

1. WBG should be more involved in social programmes that impact directly on the people.
2. WBG should invest more in activities that results in increase job creation and employment.
3. WBG should investment more in infrastructure development which will, in the long run, impact on economic development and increased productivity and improved welfare of the ordinary citizens.”  
(Private Sector Respondent)



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*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Ghana? (N=672)*

# Development Areas for WBG Focus

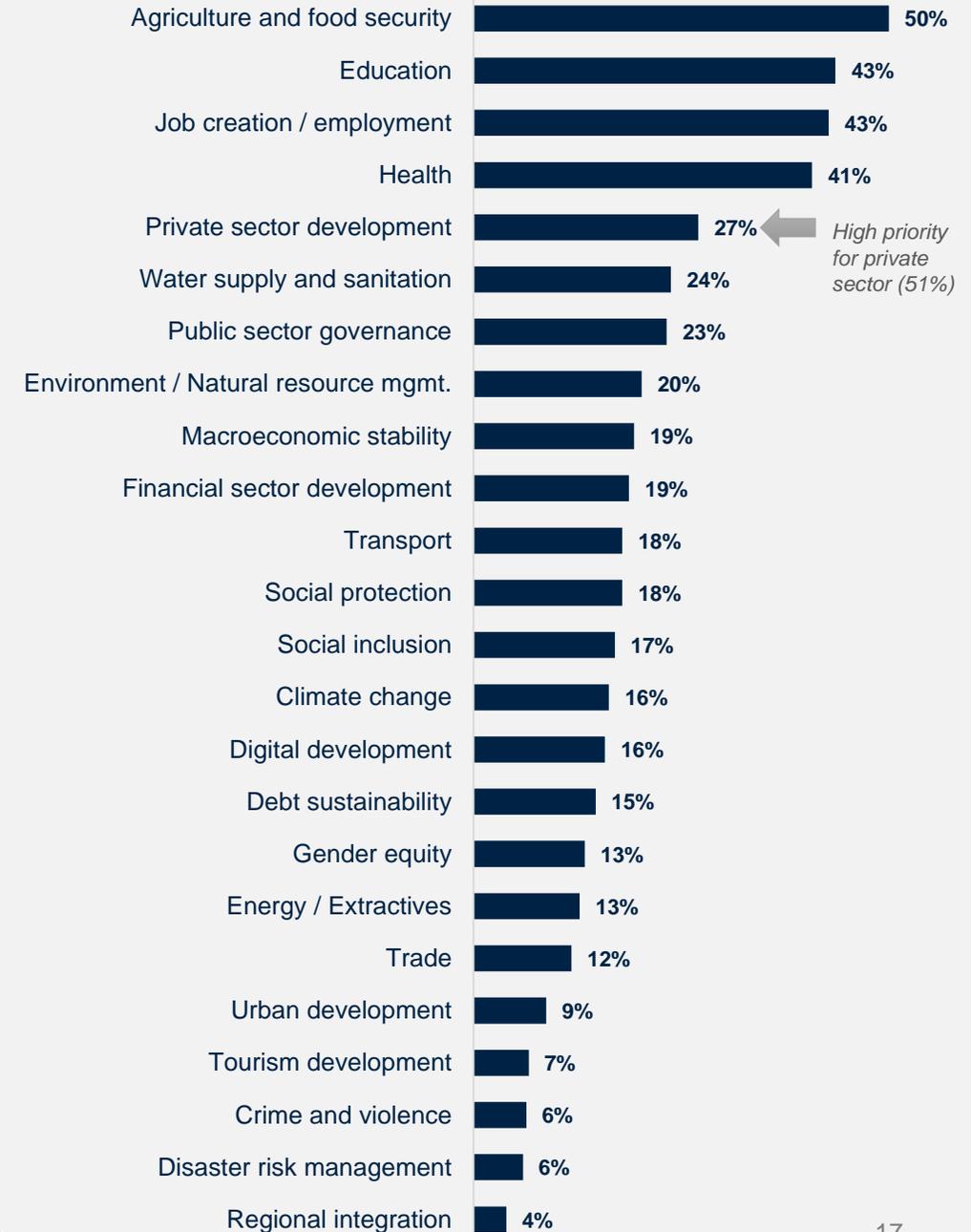
**Agriculture and food security, education, job creation, and health** were the top areas in FY23 where stakeholders would like the WBG to focus its resources.

- Although job creation and education were the top two priorities for the WBG identified in the FY20 survey, respondents in this year's survey considered agriculture and food security and health of much greater priority, both being identified by three times as many respondents.

## *In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Ghana?*

*"1. Investing in education and health would enhance human capital development, improve productivity, and reduce poverty in Ghana. 2. Ghana faces significant infrastructure gaps, particularly in the transport, energy, and water sectors. Improving infrastructure would facilitate economic growth, enhance productivity, and improve livelihoods for Ghanaians. 3. The WBG could support efforts to strengthen Ghana's public institutions to improve governance, transparency, and accountability. 4. The WBG could help improve access to finance for Ghanaian SMEs by supporting initiatives that increase their access to finance. 5. Promoting private sector growth."*

(Government Institution Respondent)



# Effectiveness of WBG's Support in Sectoral Areas

The WBG's work in the area of health received the highest ratings of effectiveness in Ghana and was significantly improved compared to FY20. In contrast, ratings for energy, trade, private sector development, job creation, crime and violence, and disaster risk management significantly declined.

## Human Development

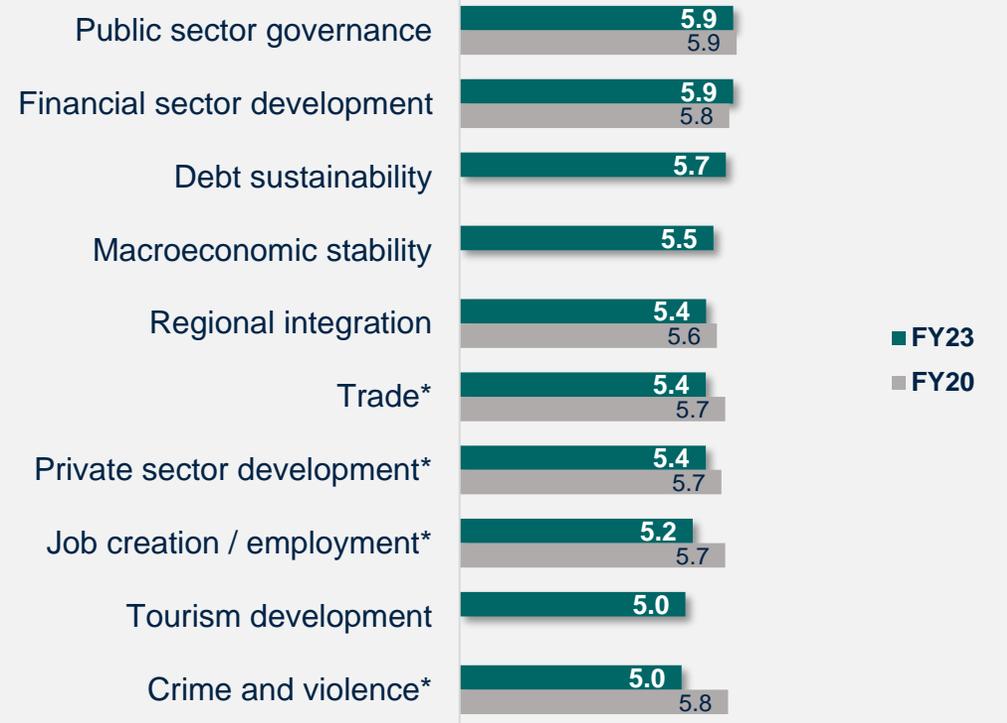


## Infrastructure

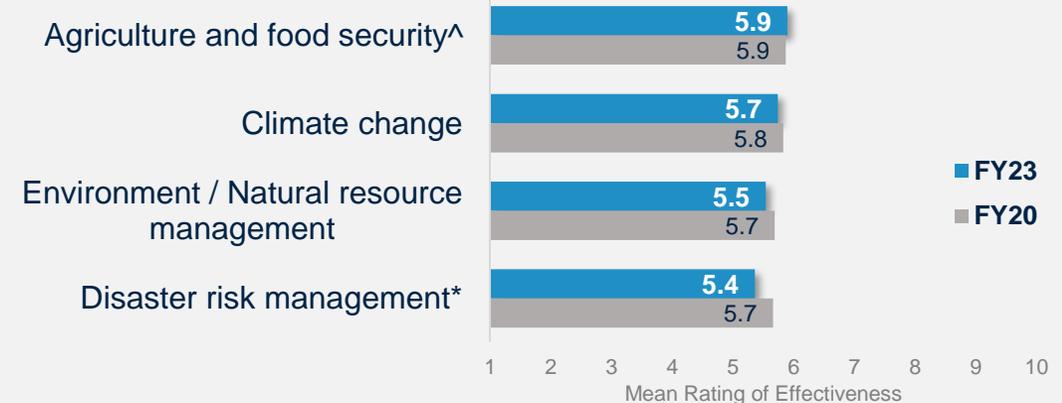


\*Significantly different between years

## Finance / Institutions / Economic Growth



## Environmental Sustainability



How **effective** do you believe the WBG is in terms of the work it does in the following areas of development in Ghana? Scale: 1 Not effective at all – 10 Very effective (If you have NO exposure to/experience in working in any of the sectors listed below, please respond "Don't know") ^The mean of effectiveness of agriculture development and food security asked in FY20 was taken for this comparison analysis.

# ***World Bank Group's Work and Engagement on the Ground in Ghana***

*“The World Bank Group in Ghana could increase its effectiveness by working more closely with local communities, civil society organizations, and the government to better understand the needs and priorities of Ghanaians. This could involve engaging in more participatory approaches to development, such as involving citizens in decision-making processes and empowering local organizations to lead development initiatives. The World Bank Group could also work to improve its transparency and accountability by providing more information about its projects and activities in Ghana, and by engaging in more meaningful consultations with affected communities.” (Civil Society Respondent)*



**WORLD BANK GROUP**



*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Ghana? (N=672)*

# Financial Resources are the Bank's Greatest Value

As in FY20, **financial resources** were considered the WBG's greatest value to Ghana by respondents in FY23.

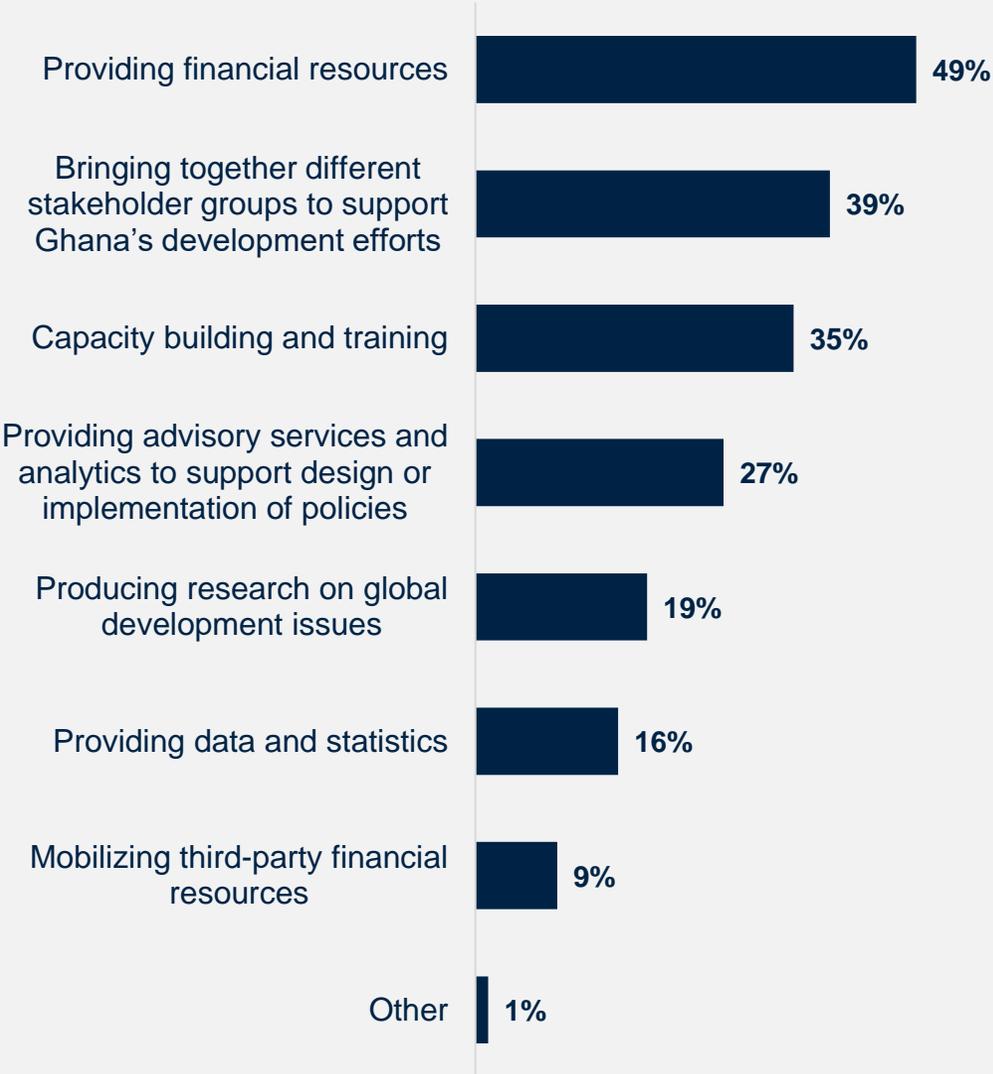
In addition, respondents in this year's survey considered the WBG's **bringing together different stakeholder groups** of much greater value, being identified by five times as many respondents as in FY20 (7%). **Capacity building/training** was also of much greater value, being identified by more than twice as many respondents as in FY20 (14%).

***In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Ghana?***

*"WBG could help to increase Ghana economy by lending loans and grants to the government to reduce poverty and promote sustainability."*  
(Private Sector Respondent)

*"One of the most essential aspects the WBG could do is to increase their technical support by regularly engaging both public and private institutions to design best practices or quality ways of improving services to the citizens in a more timely and efficient manner. This would help improve the economy going into the future and also do away with issues related to corruption in the country."*

(Government Institution Respondent)



When thinking about the WBG's role in Ghana, which activity do you VALUE the most? (Choose no more than 2)  
(Percentage of Respondents, N=715)

# The WBG Increasingly Seen as a Long-Term Partner

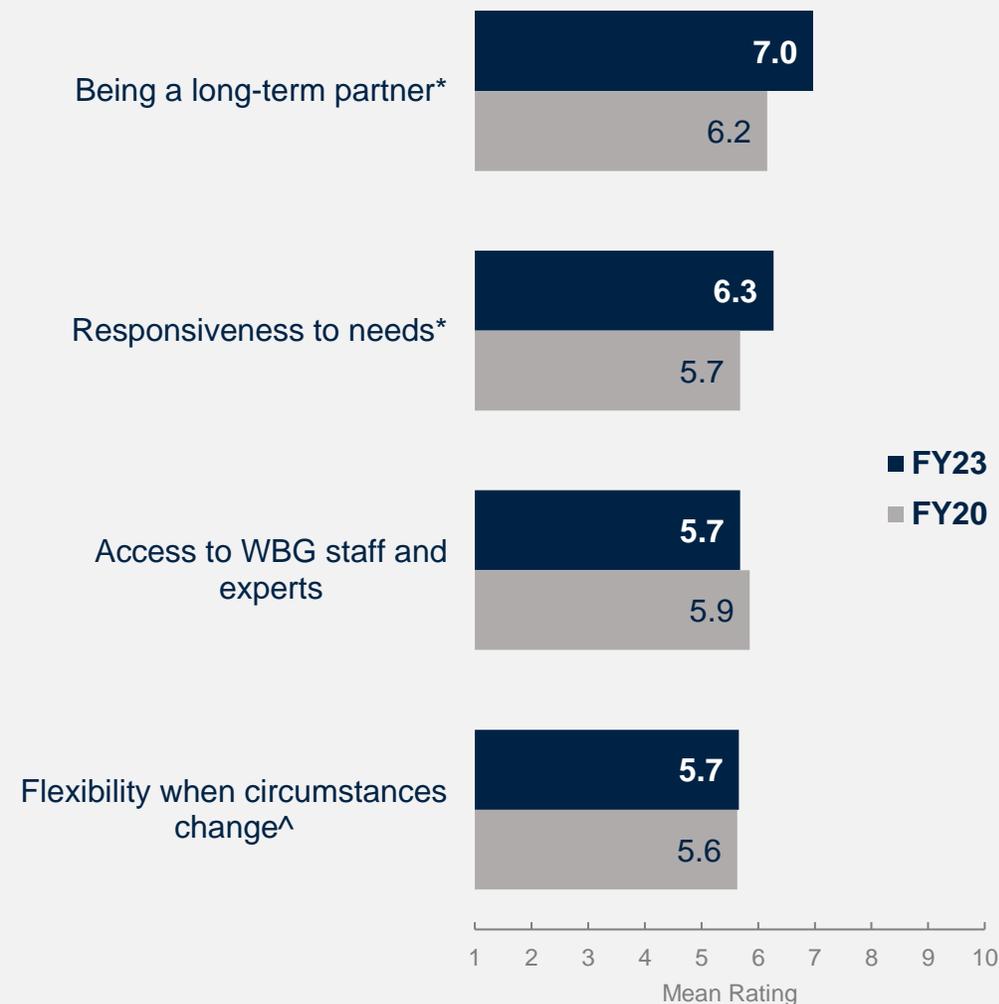
In FY23, respondents perceived the WBG significantly more as a **long-term partner** and **responsive to needs** than in FY20.

- Although respondents from Government Institutions gave the highest ratings and those from Bilateral/Multilateral Agencies gave significantly lower ratings across all of these aspects of the WBG’s partnership in Ghana, it should also be noted that respondents from Government Principals and Private Sector gave low ratings for **access to WBG staff and experts** (mean ratings = 4.7 and 5.0, respectively).

## *In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Ghana?*

*“Appreciate the local context better and build flexibility into the processes of delivering projects with the local context in mind.”*  
(Government Institution Respondent)

*“The WBG should be candid in its evaluation and reporting of the financial status of Ghana without consideration of the faces of the political leaders at the helm of affairs. They should insist that Ghana’s reporting practices conform to worldwide standards regarding issues like deficits, debt-to-GDP ratios.”*  
(Parliamentarian Respondent)



To what extent is the WBG an effective development partner in Ghana, in terms of each of the following?  
Scale: 1 To no degree at all – 10 To a very significant degree ^Compared to the mean of institutional flexibility and flexibility to changes in country context asked in FY20. \*Significantly different between years

# The WBG Increasingly Seen as Effectively Collaborating with Stakeholders

In FY23, respondents perceived the WBG as collaborating significantly more with **the national government, other donors/development partners, and civil society** than in FY20. Respondents also perceived the WBG's collaboration with **academia/think tanks/research institutes** as on par with the national government and other development partners.

- As with other aspects of the WBG's partnership in Ghana, respondents from Government Institutions gave the highest ratings and those from Bilateral/Multilateral Agencies gave significantly lower ratings across all of these stakeholder collaborations.

## *In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Ghana?*

*"Work in partnership with the right kind of institutions and more especially with the youth who have the right set of skills and knowledge in crucial areas of development."*

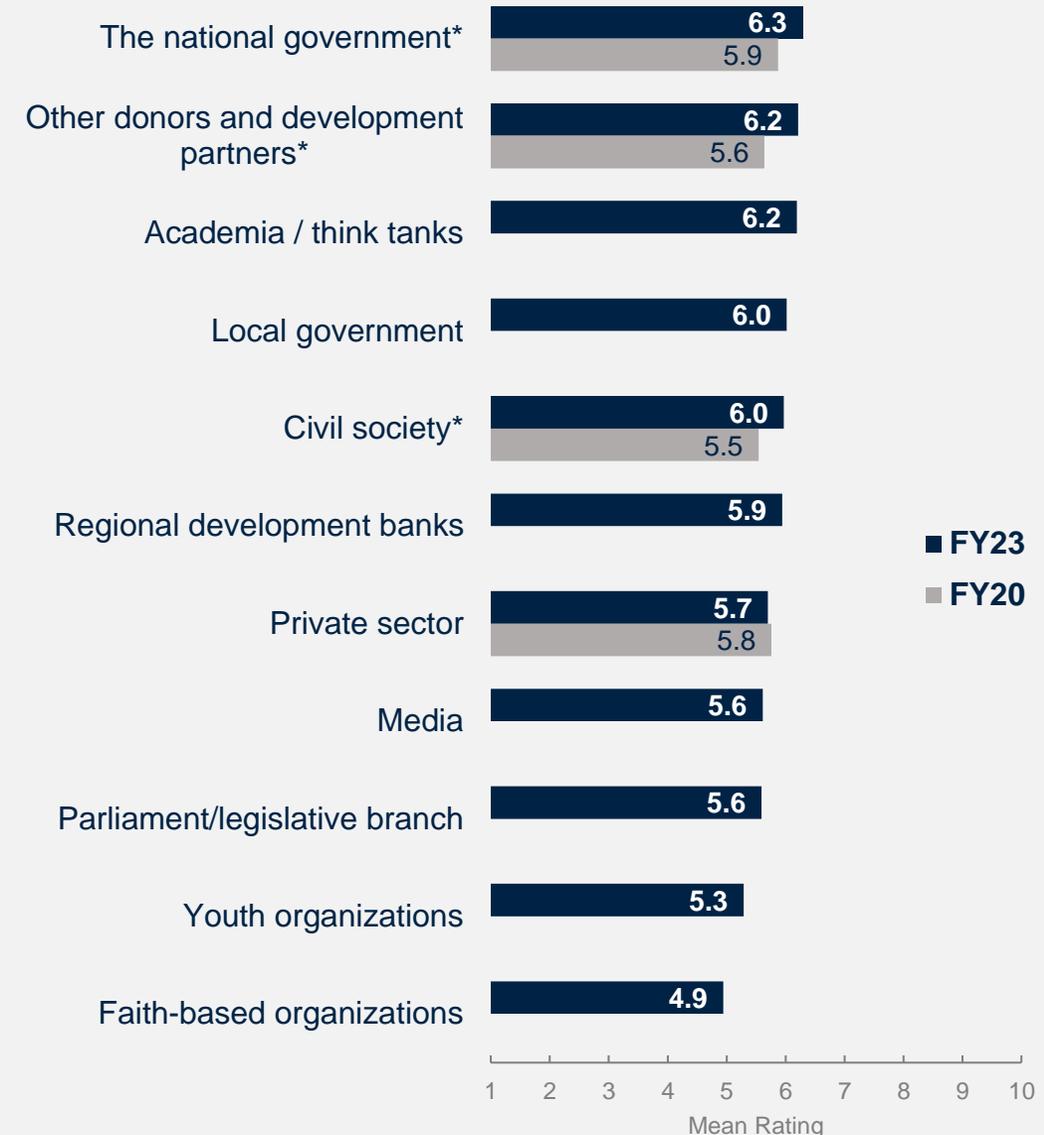
(Government Institution Respondent)

*"They need to collaborate with the local more and decentralised their activities more."*

(Local Government Respondent)

*"Regular and frequent stakeholder consultation to get more insight on the actual problems in Ghana."*

(Parliamentarian Respondent)

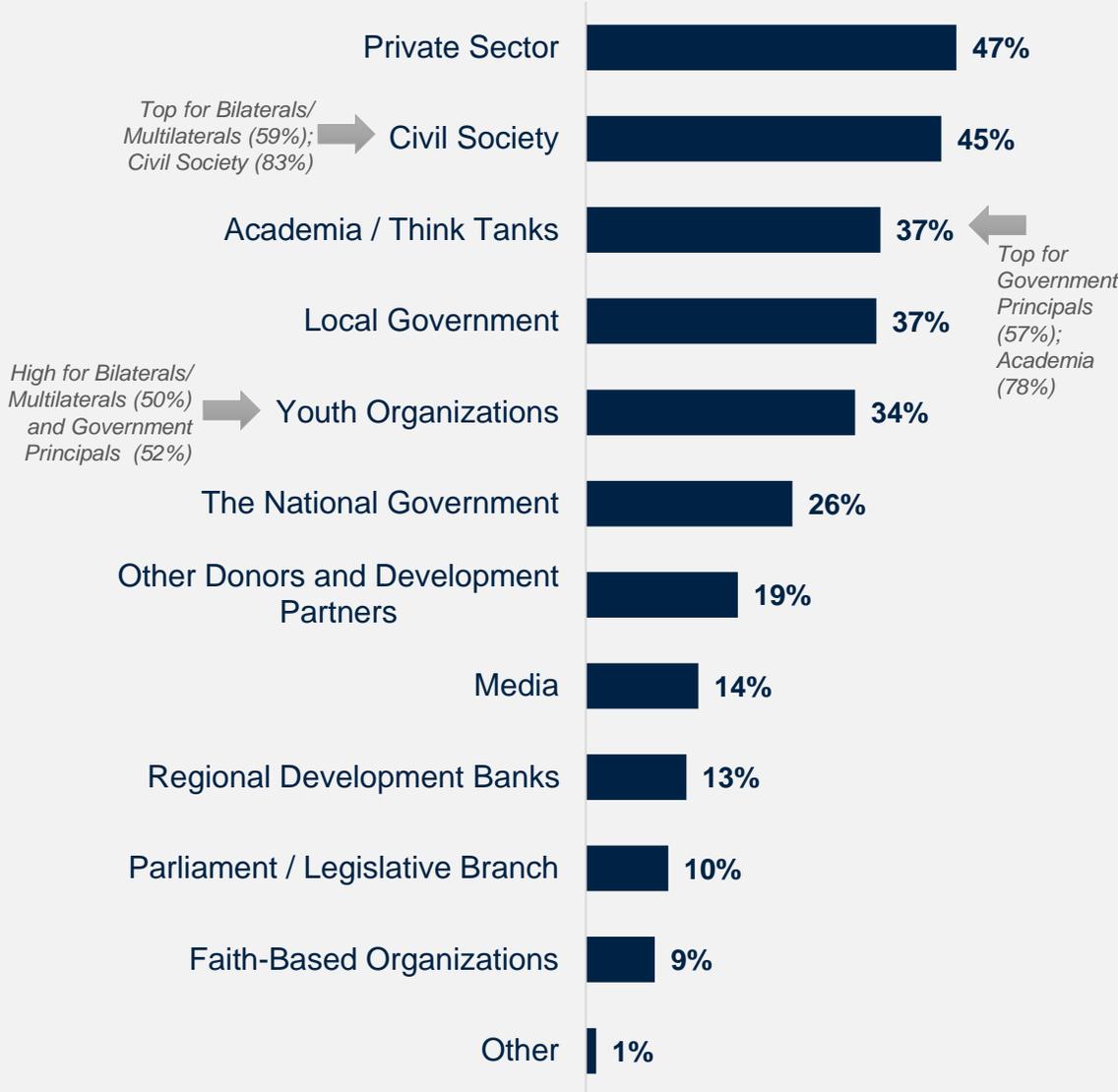


To what extent is the WBG an effective development partner in Ghana, in terms of collaborating with the following groups? Scale: 1 To no degree at all – 10 To a very significant degree \*Significantly different between years

# Stakeholders want the Bank to Collaborate More with Private Sector and Civil Society

Respondents in this year’s survey indicated that the WBG should collaborate more with **Private Sector and Civil Society**, with twice as many respondents identifying these stakeholder groups as in FY20 (20% and 18%, respectively).

Respondents also indicated that the WBG should collaborate more with **Academia/Think Tanks/Research Institutes, Local Government, and Youth Organizations** – all three of which topped the list in FY20 (22%, 25%, and 24%, respectively).



**In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Ghana?**

*“Build stronger partnerships with advocacy, civil society, professional associations, academia, and the media.”*  
(Academia Respondent)

*“Collaborate more with the private sector and equip them to be more vibrant, which will lead to development at all levels.”*  
(Bilateral/Multilateral Respondent)

*“The World Bank Group should liaise with Youth groups and Civil society more than previously. There is a need to move away from the sole narrative of the national government.”*  
(Civil Society Respondent)

Which THREE of the following groups should the WBG collaborate with more in Ghana? (Choose no more than 3) (Percentage of Respondents, N=709)

# *Financial Instruments and Knowledge Work*

*“Continued support in results-based reform interventions in the governance of the public sector delivery services that affect the lives of the citizens.”* (Government Principal Respondent)

*“By constantly engaging stakeholders through effective monitoring and critical supervision of Government’s projects and policies.”* (Media Respondent)

*“Use analytical and advisory skills more to enhance prioritization and focus; use linkages in different projects more to maximize gains; and use more dissemination tools for advocacy and transparency.”* (Local Government Respondent)



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*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Ghana? (N=672)*

# WBG Lending Most Seen as Insisting on Accountability

In terms of the WBG’s financial instruments, respondents gave the highest ratings for the WBG **insisting on accountability through its lending**. In addition, respondents perceived the **timeliness of the Bank’s financial support** significantly higher than in FY20.

- Although respondents from Government Institutions tended to give the highest ratings and those from Bilateral/Multilateral Agencies gave significantly lower ratings across all of these aspects of the WBG’s financial instruments in Ghana, it should be noted that respondents from Government Principals gave the highest ratings for the **WBG’s financing being competitive** (mean rating=7.0).

*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Ghana?*

*“Support in ensuring proper implementation of policies by government, effective M & E and engaging key stakeholders.”*  
(Civil Society Respondent)

*“The WBG should monitor closely how its program and project loans are used in order to achieve program or project targets. Monitoring of project loans should start from procurement level (selection of project contractors) to completion of projects, ensuring quality and excellence.”* (Government Institution Respondent)

The WBG insists on accountability through its lending.

7.2

The WBG provides financial support in a timely manner.^\*

6.5

5.7

The conditions of the WBG’s financing are competitive compared to markets.

6.1

The WBG’s financial instruments meet the needs of Ghana.

5.9

6.0

■ FY23  
■ FY20



# Most Respondents Have Not Used the WBG's Knowledge Work

More than half of all respondents reported that they had not used the WBG's knowledge work in the past.

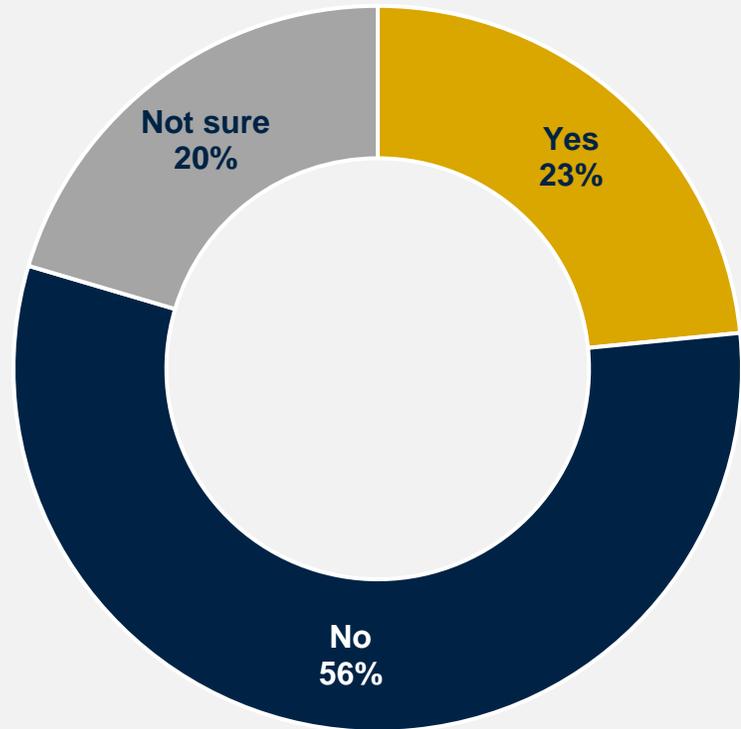
- Respondents from **Government Principals** and the **Media** were significantly more likely to have used WBG's knowledge work (40% and 29%, respectively) compared to respondents from other stakeholder groups.

***In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Ghana?***

*"The WBG can enhance its effectiveness by investing in capacity building initiatives in Ghana. This includes supporting training programs, knowledge sharing platforms, and technical assistance to strengthen the skills and capabilities of local institutions, government agencies, and communities. By promoting knowledge transfer, the WBG can help Ghana develop sustainable systems and expertise to manage and implement development projects effectively."*

(Private Sector Respondent)

**Have you used the WBG's advisory services and analytics in the past?**

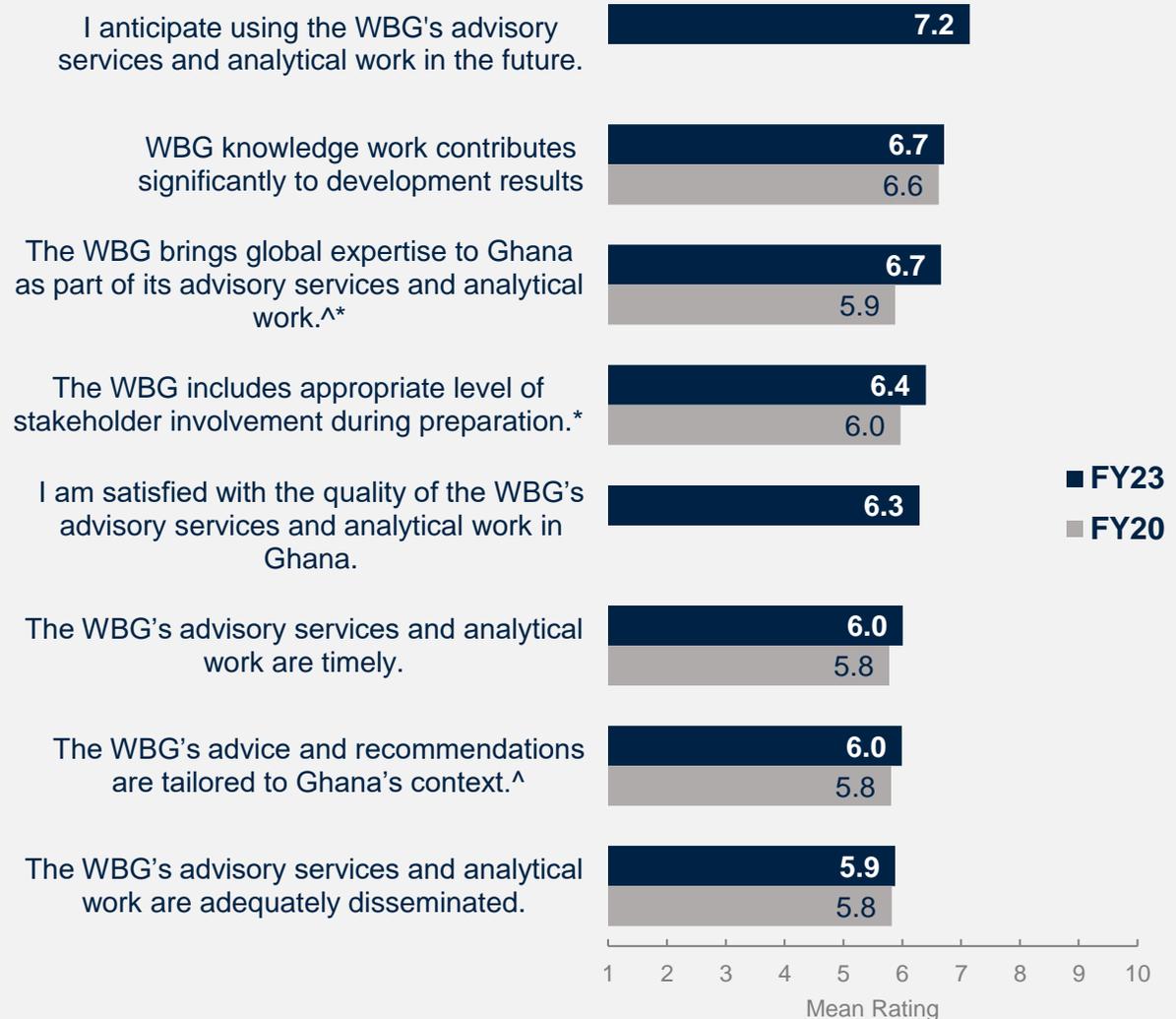


# Stakeholders Anticipate Using WBG Knowledge Work

In terms of the WBG’s knowledge work, respondents had the highest levels of agreement that they **anticipate using the WBG’s advisory services** and analytical work in the future. Respondents who had used the WBG’s knowledge work in the past had significantly higher levels of agreement for all of these aspects of the WBG’s knowledge work compared to respondents who had not used it.

In addition, respondents had significantly higher levels of agreement that the WBG **brings global expertise** to Ghana and **includes stakeholders during preparation** than respondents in FY20.

- Although respondents from Government Institutions tended to give the highest ratings and those from Bilateral/Multilateral Agencies gave significantly lower ratings across all of these aspects of the WBG’s knowledge work in Ghana, it should be noted that respondents from Government Principals gave quite low ratings for the WBG’s knowledge work **being timely** (mean rating=4.7).



To what extent do you agree/disagree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree How significant a contribution do you believe the World Bank Group’s knowledge work and activities make to development results in Ghana? Scale: 1 Not significant at all – 10 Very significant  
 ^Compared to "Are source of relevant information on global good practices" and "Are adaptable to Ghana’s specific development challenges and country circumstances", respectively, asked in FY20. \*Significantly different between years



# *The Future Role of the World Bank in Ghana*

*“The WBG can increase its effectiveness in Ghana by taking a holistic approach that addresses governance issues, invests in human capital, encourages private sector development, and supports climate change adaptation.” (Government Institution Respondent)*

*“By liaising with academia and the private sectors – they are the engine of growth in a developing country like Ghana. The government of Ghana has successively failed to allocate the little resources provided by the international development partners (through aid fungibility and corruption). It is high time the WBG refocused its agenda of achieving sustainable growth to the private sector if the Group truly wants to achieve Sustainable Development Goals.” (Academia Respondent)*



WORLD BANK GROUP

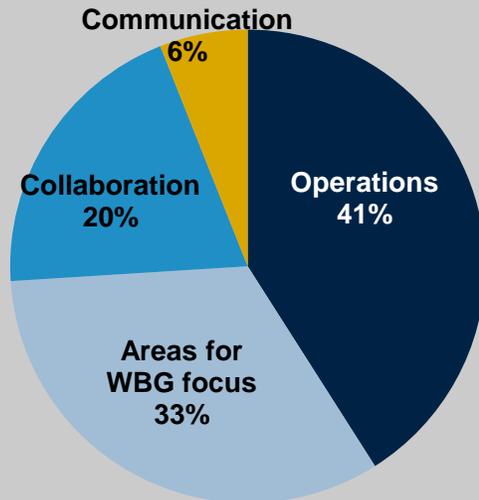


*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Ghana? (N=672)*

# What the WBG could do to Increase its Effectiveness in Ghana

*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Ghana?*

Categories of responses



**Operations:** Respondents across all stakeholder groups highlighted the need for the WBG to **incorporate more accountability and transparency** in how WBG funds are used to ensure their appropriate disbursement and effective results.

*“Must be more concerned with other institutions, problems, and not to deal with the government alone. They should come down to find out how their help with the government actually have been utilized and improved on the citizenry.”*  
(Academia Respondent)

*“1. Ensure accountability and impose sanctions when government deviates from agreed objectives 2. Proper monitoring of use of WBG funds (loans) to Ghana. Stop funding when actions of government won't lead to achieving objectives.”*  
(Bilateral/Multilateral Respondent)

*“Insist on accountability and good governance beyond World Bank funded projects (improving accountability systems), involve CSOs in monitoring of World Bank funded projects and monitor bid rigging closely on projects funded by the Bank. The procurement frameworks of the Bank have been abused in some instances by politicians on the blind side of the Bank. Invest in the development of the next generation of ethical leaders (youth).”*  
(Civil Society Respondent)

*“Strengthening its monitoring and evaluation system.”*  
(Government Principal Respondent)

*“The WBG should work in line with public sector government and ensure there is transparency in various government institutions, effectiveness, efficiency, transparency and accountability. All the support provided by WBG are accountable and are being used for the intended purpose.”*  
(Local Government Respondent)

There were also some concerns that the WBG **consider the local context** when developing policy/program recommendations.

*“Appreciate the local context better and build flexibility into the processes of delivering projects with the local context in mind.”*  
(Government Institution Respondent)

*“Making sure that projects and programs are designed for the relevance of the communities’ aspirations. Projects and programs should benefit the local people and should provide the necessary impacts. It should meet the needs of the local communities. The designing of programs should have local knowledge incorporated to create ownership.”*  
(Government Institution Respondent)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Ghana? (Please be specific) (N=672)

# What the WBG could do to Increase its Effectiveness in Ghana

**Focus:** Respondents consistently mentioned **job creation** as focus area for the WBG, prioritizing **private sector development, agriculture, education, and infrastructure** needs along with **empowerment of women and youth**.

*“The World Bank Group could focus more on promoting inclusive and sustainable economic growth, and on addressing the root causes of poverty and inequality in Ghana. The World Bank Group could also prioritize investments in key sectors such as education, health, and infrastructure, which are critical for promoting long-term development and reducing poverty and inequality in Ghana. Additionally, the World Bank Group could work to promote gender equality and women’s empowerment, and to address environmental and climate change challenges.”*  
(Civil Society Respondent)

*“Engage on issues of real sector growth development to create jobs. It is about jobs.”*  
(Government Principal Respondent)

*“Support agriculture and climate change effects reduction and education. Help Central Government revenue mobilisation drive and effective tax collection. Assist Government in infrastructure development: roads, schools, bridges, irrigation facilities, silos, and railway facilities.”*  
(Government Institution Respondent)

*“1.Support the private sector with tools and funding to drive development in targeted areas, e.g., Agribusiness 2.Continue to provide financial & advisory support to government & central bank, but with guard rails. 3.Support the creation of a strong entrepreneurial culture in Ghana.”*  
(Private Sector Respondent)

*“They should help people who are involved in small business by given them loans to promote them. Focus on the kids to build their future to eradicate poverty. They should also help in terms of roads and irrigation construction to help northern Ghana.”*  
(Local Government Respondent)

*“I think the WBG should focus more on job creation or employment. Currently the youth are suffering very much because of high unemployment rate.”*  
(Academia Respondent)

**Collaboration and Communication:** Respondents mainly focused on the need for **more effective collaboration and communication with various stakeholder groups outside of the Government** to ensure the WBG is meeting the needs of Ghana’s people, as well as providing transparency and accountability. These responses are mostly covered in respective sections of this report.

*“The WBG should ensure that its projects align with Ghana’s national development priorities and strategies. By collaborating closely with the government, local communities, and stakeholders, the WBG can better understand the country’s specific needs and design projects that address the most pressing challenges.”*  
(Private Sector Respondent)



# Communication and Outreach

*“The media and other stakeholders, including the public, are not well conversant with WBG activities. Going forward, in my opinion, I think there should be some public education on some of the WBG-funded activities. This, in the long run, can reduce some of the public speculation.”*  
(Government Institution Respondent)

*“Visibility is very important. Keeping all relevant stakeholders, especially media and the general public, informed on WBG activities, opportunities, and impact to boost public opinion and interest, and overall participation.”*  
(Civil Society Respondent)



# TV was Most Common Information Source

Respondents most relied on **television**, **social media**, and **radio** to get information about economic and social development issues. However, there were some significant differences between stakeholder groups in their most utilized information sources.

**Top 2 Information Sources**

	All Respondents	Government Principals	Government Institution	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Television*	76%	86%	72%	86%	76%	61%	84%	81%	71%
Social media	59%	57%	55%	55%	80%	57%	67%	55%	56%
Radio	56%	62%	56%	59%	62%	46%	62%	59%	54%
Newspapers (Print or online)*	37%	43%	41%	37%	20%	39%	29%	38%	56%
Research papers / Official statistics*	32%	29%	38%	19%	27%	47%	19%	35%	34%
e-Newsletters	11%	5%	11%	7%	4%	17%	10%	6%	15%
Blogs	7%	0%	6%	7%	4%	9%	11%	6%	2%
Podcasts	1%	0%	1%	1%	2%	2%	1%	1%	2%
Other	2%	0%	3%	3%	4%	4%	3%	0%	0%



How do you get most of your information about economic and social development issues in Ghana? (Choose no more than 3) (Percentage of Respondents, N=697)

\*Significantly different between stakeholder groups

# Publications, Social Media, and Website were Most Preferred for Obtaining WBG Information

Respondents reported using a variety of sources to obtain information from the WBG, but most preferred **publications, social media,** and the **website**. However, there were some significant differences between stakeholder groups in their most preferred sources.

**Preferred  
WBG Source**

	All Respondents	Government Principals	Government Institution	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Publications and other written materials*	52%	48%	59%	43%	49%	57%	40%	59%	54%
Social media*	49%	38%	39%	50%	69%	40%	54%	54%	61%
Website	43%	48%	52%	40%	38%	36%	41%	47%	39%
Event/conference/seminar (in person or online)*	35%	43%	36%	41%	33%	46%	25%	30%	20%
Direct contact with staff	34%	38%	35%	29%	42%	39%	35%	26%	39%
e-Newsletters	24%	29%	29%	18%	24%	31%	22%	15%	29%
Direct messaging*	22%	14%	16%	31%	11%	14%	35%	26%	22%
Interviews and press conferences*	14%	19%	7%	15%	9%	11%	20%	15%	27%
Blogs	6%	0%	4%	7%	4%	7%	9%	7%	2%
Podcasts	2%	0%	2%	3%	2%	2%	2%	2%	0%
Other	1%	0%	0%	1%	0%	2%	1%	1%	2%



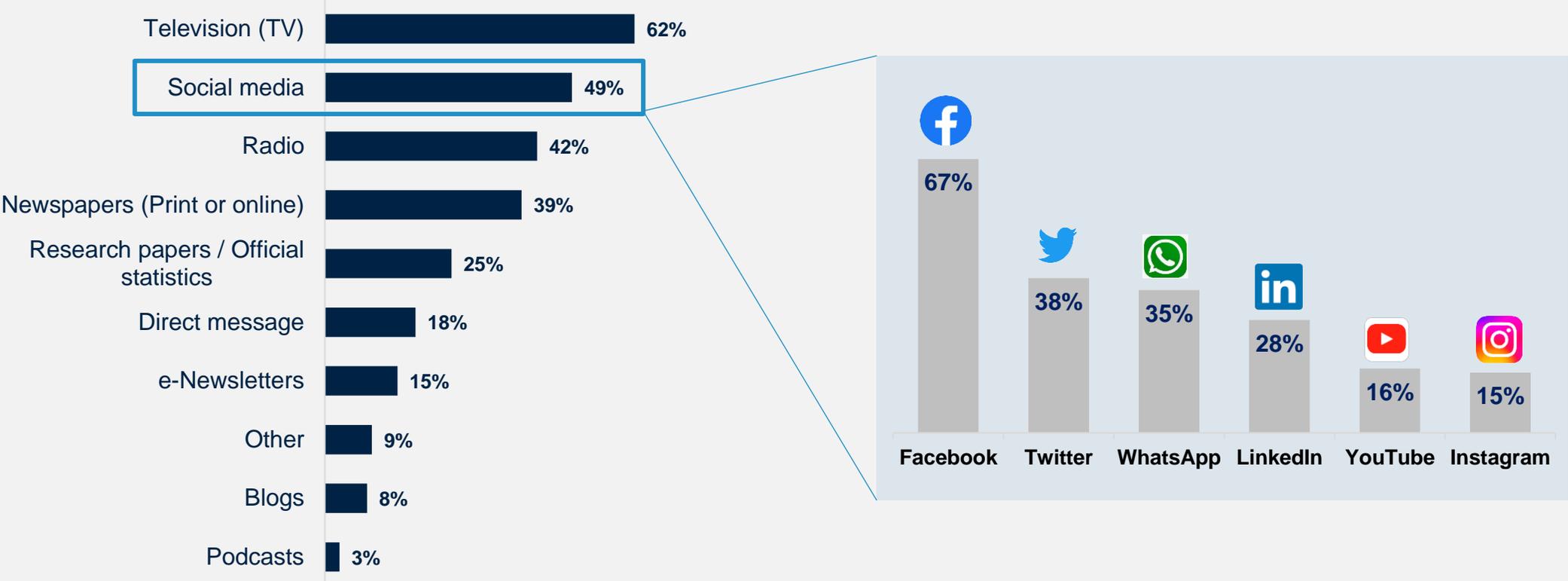
How would you prefer to obtain information about the World Bank Group and its work? (Choose no more than 3) (Percentage of Respondents, N=695)

\*Significantly different between stakeholder groups

# 6 in 10 Engaged with the WBG in the Last 30 Days

60% of respondents recalled hearing or seeing something about the WBG in the last 30 days. Respondents from Government Institutions and the Media were the most likely to recall something (79% and 81%, respectively) whereas respondents from Private Sector and Local Government were significantly less likely to do so (45% and 50%, respectively).

Respondents reported seeing that information most often on **television, social media, radio, and newspapers**. Among those who selected “Social media”, respondents most commonly reported seeing something on **Facebook**, followed by **Twitter, WhatsApp, and LinkedIn**.



Do you recall seeing or hearing anything about the WBG in the last 30 days? (N=691)  
 Where do you recall seeing or hearing this information? (Check all that apply) (Percentage of Respondents, N=415)  
 What social media platforms do you recall seeing this information on? (Check all that apply) (Percentage of Respondents, N=204)

# WBG Work on Debt Relief and Alleviating Impact of COVID-19 were Most Commonly Recalled Topics

Respondents most frequently recalled WBG work to provide **debt relief** and to **alleviate the impacts of COVID-19**.

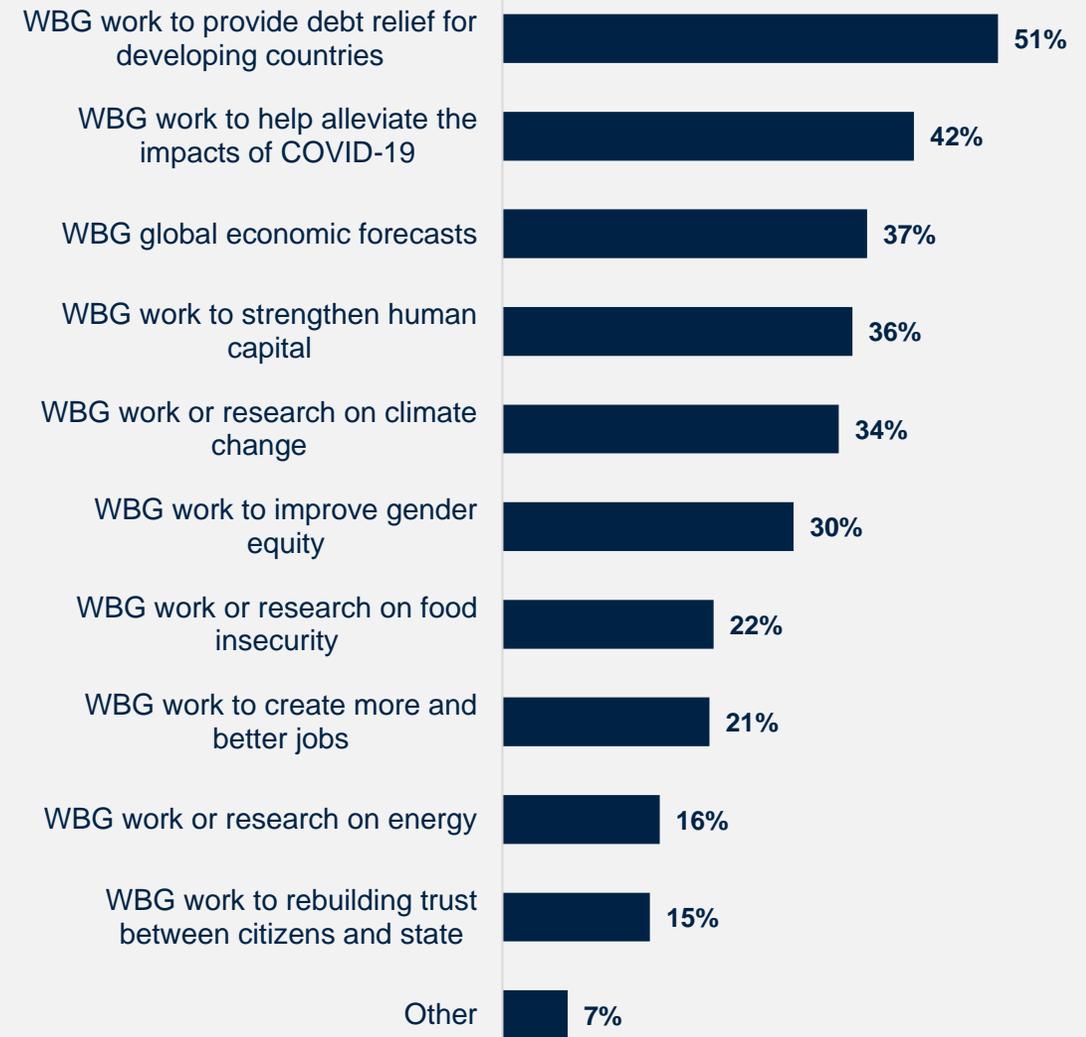
- Respondents from Private Sector, Academia, and Local Government were significantly less likely to recall WBG work on energy (6%, 7%, and 12%, respectively) and WBG work on climate change (19%, 26%, and 27%, respectively) compared to respondents from other stakeholder groups.

***In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Ghana?***

*“Engage the media periodically on projects about the World Bank. Engage the local media houses, especially the Community radio.”*  
(Media Respondent)

*“1. Make its operations and activities understandable to the common man by writing in simple language in their communication. 2. Increase public engagement by making public the funds given to the government.”*  
(Government Institution Respondent)

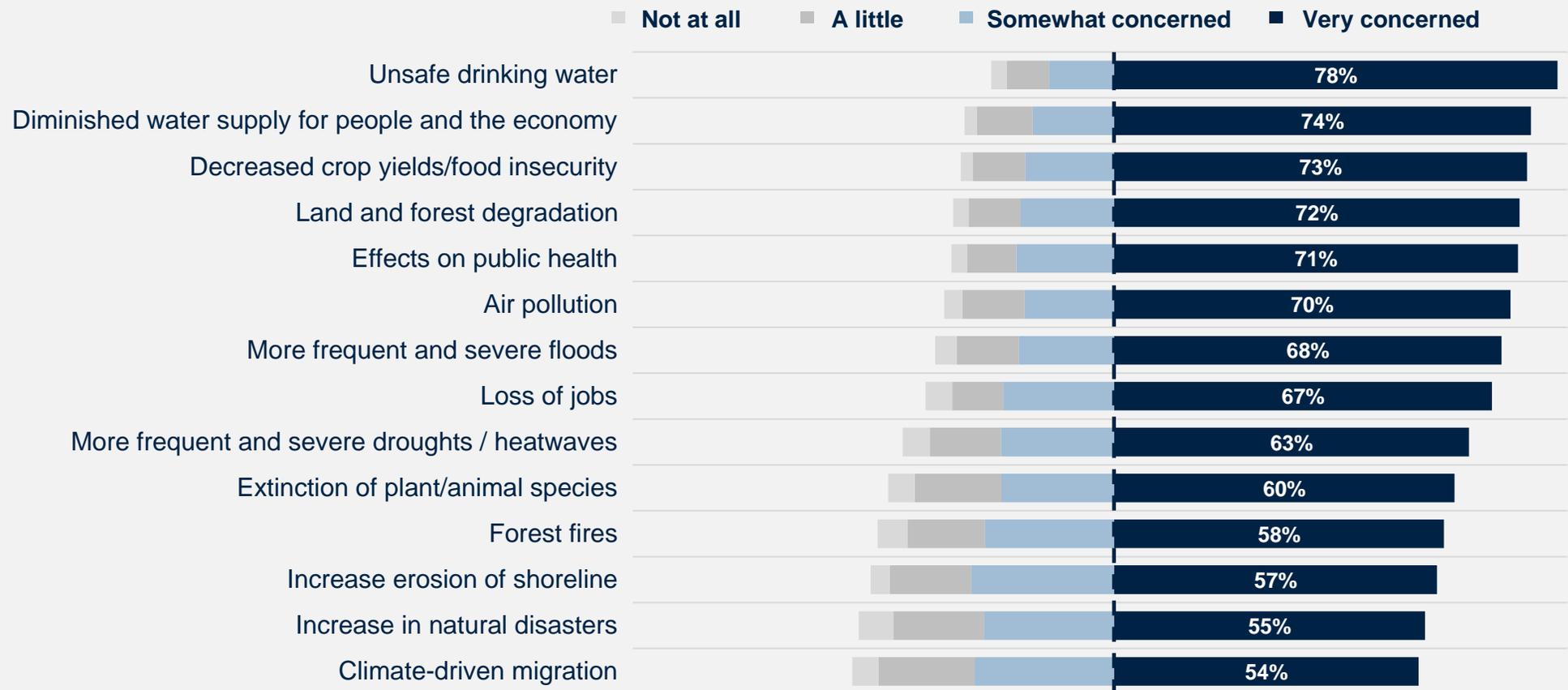
*“I suggest more publicity in Ghana so more people will know about WBG in order to promote development.”*  
(Civil Society Respondent)



What topics were included in what you saw or heard? (Check all that apply) (Percentage of Respondents, N=416)

# Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concern: Unsafe Drinking Water

Nearly 8 in 10 respondents were very concerned about **unsafe drinking water** when it comes to the potential impacts of climate change in Ghana. Diminished water supply and crop yields, land degradation, public health, and air pollution were also of great concern to respondents. These key areas of concern should be taken into consideration to make communications about climate change more impactful in Ghana.



# Message Recall Leads to Message Agreement and More Positive Perceptions of the WBG

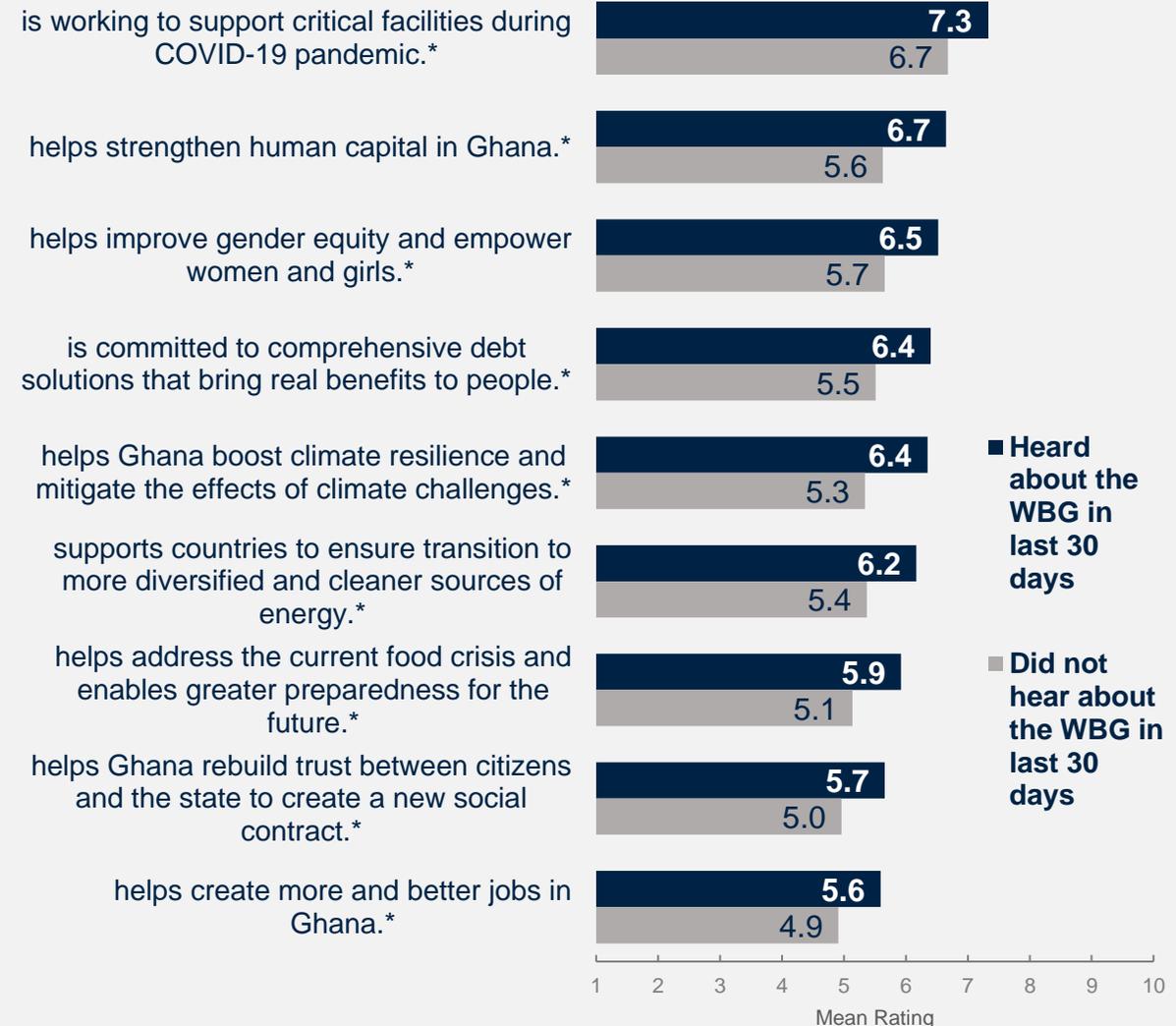
Respondents who recalled seeing or hearing something about the WBG in the last 30 days **gave significantly higher ratings on all key messages** regarding the WBG's work.

Respondents who recalled seeing or hearing something about the WBG recently also reported significantly **higher levels of familiarity** (mean=6.6) and **trust** in the WBG (mean=7.0) compared to those who reported not hearing or seeing anything about the WBG (means=5.0 and 6.3, respectively).

In addition, respondents who recalled seeing or hearing something about the WBG gave significantly higher ratings for the WBG's **effectiveness** (mean=6.7), **relevance** (mean=7.3), **alignment** (mean=6.7), and **influence** (mean=6.8) compared to those who reported not hearing or seeing anything about the WBG recently (means=6.1, 6.2, 5.7, and 6.0, respectively).

**These findings suggest that respondents who are more frequently exposed to information about the WBG, or who actively engage with WBG staff and knowledge work (read research papers, etc.) are also more likely to hold more positive views about the WBG's work.**

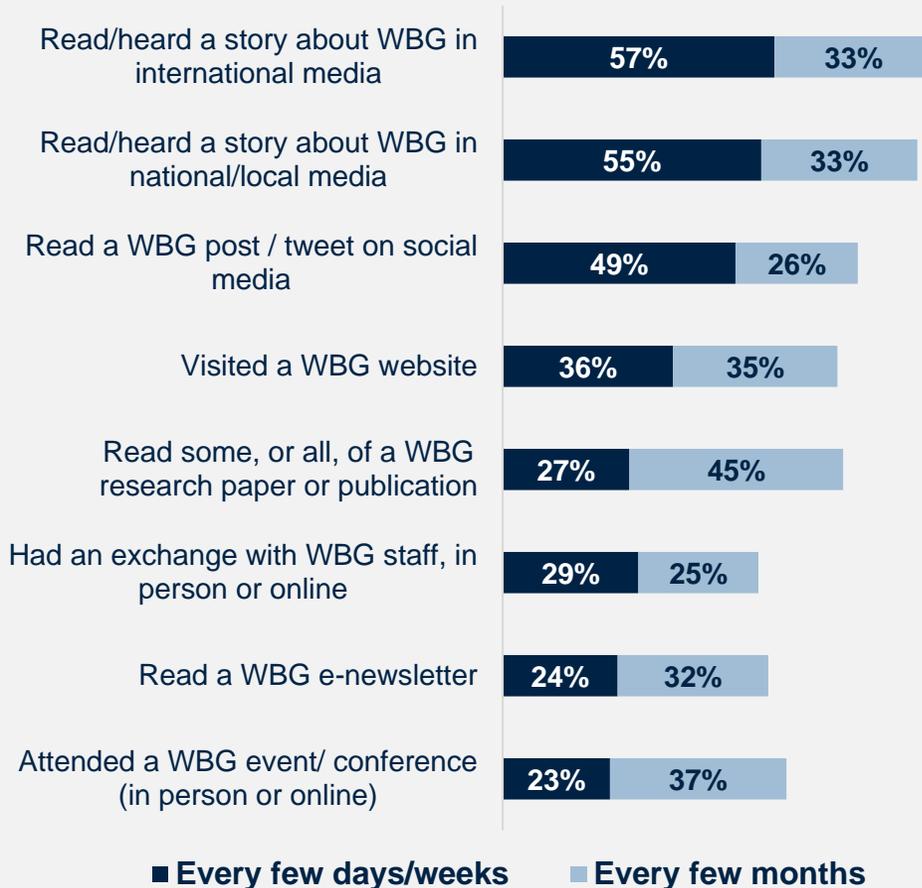
## The World Bank Group...



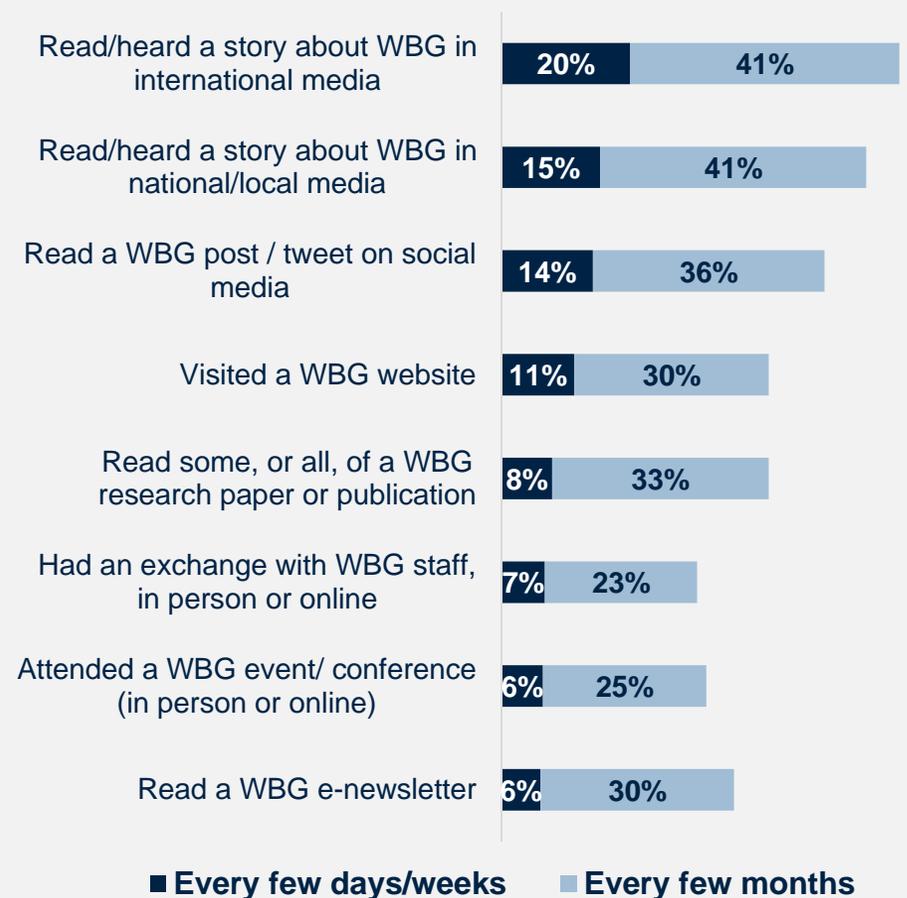
# More Frequent Engagement → More Message Recall

Respondents who recalled hearing something about the WBG in the last 30 days had significantly more frequent interactions with the institution **across all channels**.

## Yes – Recalled seeing/hearing something about the WBG in last 30 days



## No – Did not recall seeing/hearing something about the WBG in last 30 days

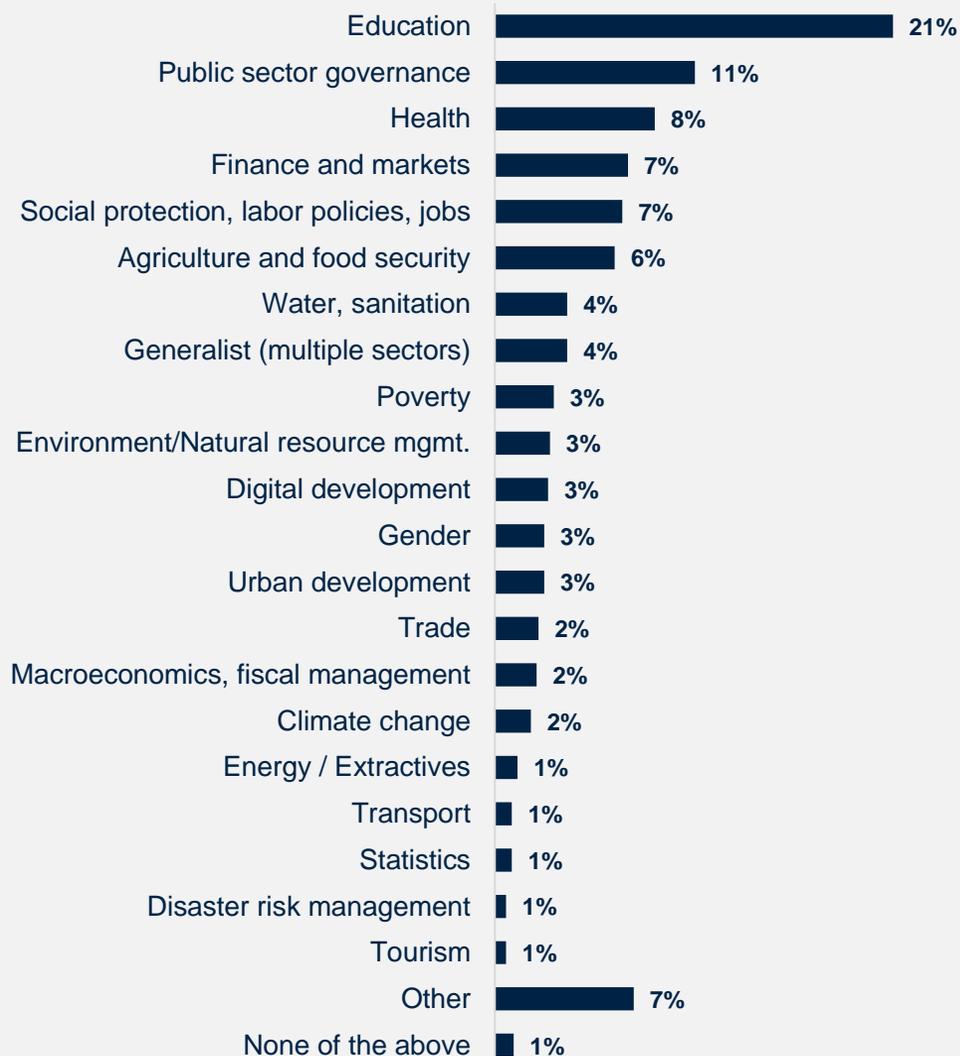


# ***Demographics of the Sample and Detailed Methodology***

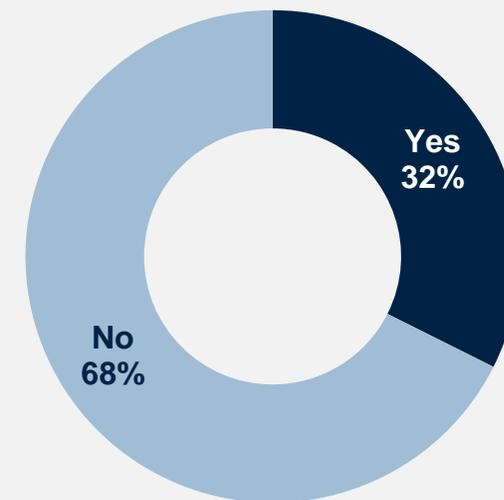


# Demographics of the Sample

Which of the following best describes your current affiliation? (N=688)

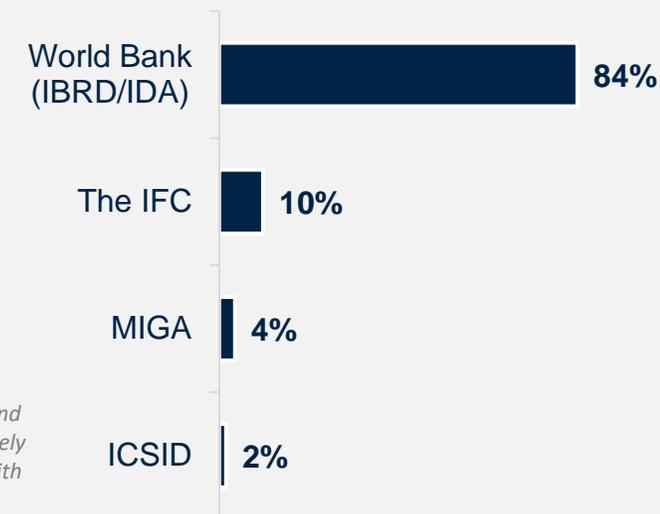


Currently, do you professionally collaborate/ work with the WBG in your country? (N=751)



*Respondents from Government Institutions were significantly more likely to indicate that they collaborate with the WBG (70%) compared to respondents from other stakeholder groups.*

Which of the following agencies of the WBG do you primarily collaborate/work with in Ghana? (N=243)

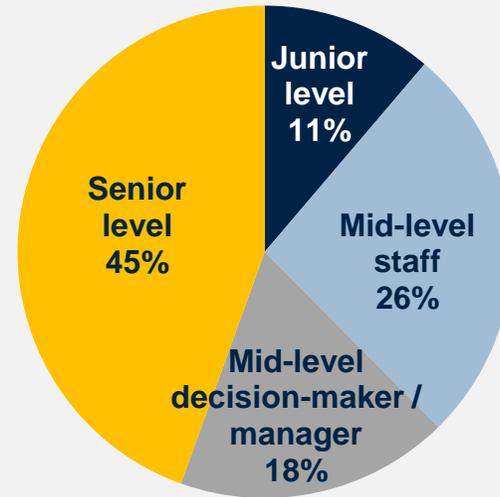


*Respondents from Private Sector and Academia were significantly less likely to indicate that they collaborate with the World Bank (56% and 55%, respectively) compared to respondents from other stakeholder groups.*

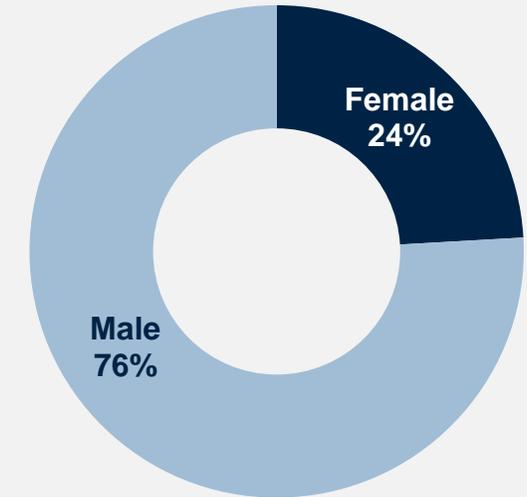


# Demographics of the Sample

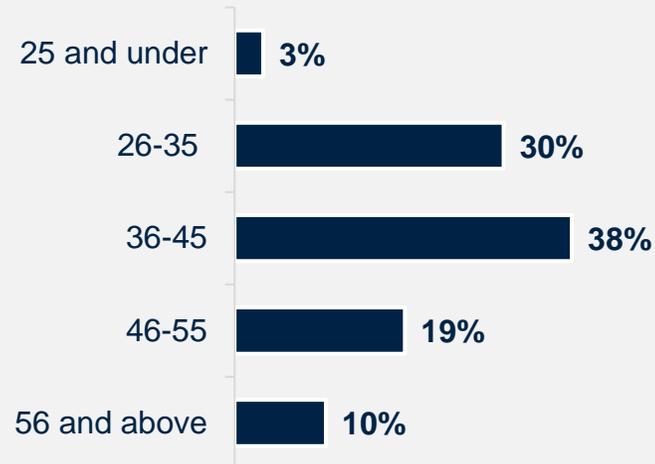
Within your organization, would you describe yourself as... ?  
(N=681)



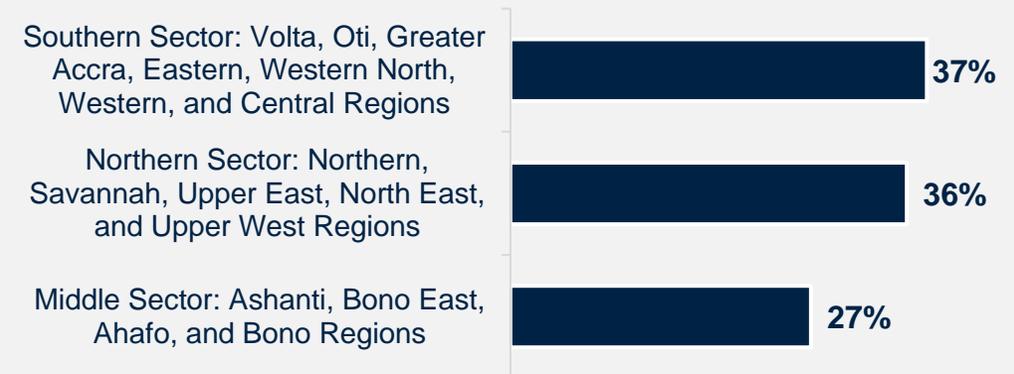
What's your gender?  
(N=684)



What's your age?  
(N=686)



Which best represents your geographic location?  
(N=685)



# Detailed Methodology

A total of 1,663 stakeholders in Ghana were invited to provide their opinions on the WBG’s work by participating in a Country Opinion Survey from **April 2023 to June 2023**. A list of potential participants was compiled by the WBG country team and the fielding agency. Participants were drawn from the Office of the President, Prime Minister, Minister, and Parliament, Government Institutions, Local Governments, Bilateral/ Multilateral Agencies, Private Sector, Civil Society, Academia, and the Media.

Of these stakeholders, **751 participated in the survey (45% response rate)**. Respondents completed the questionnaires online or through computer-assisted interviews.

**The results of this year’s survey were compared to the FY20 Survey with a response rate of 80% (N=563).**

Comparing responses across Country Surveys reflect changes in attitudes over time, but also changes in respondent samples, changes in methodology, and changes to the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. This year’s survey saw an increased outreach to and/or response from Civil Society, but a decrease from Government Principals. These differences in stakeholder composition between the two years should be taken into consideration when interpreting the results of the past-year comparison analyses.

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

Breakdowns for individual questions by stakeholder group can be found in the “Ghana COS FY23 Tables with data breakdowns.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Percentage of Respondents	FY 2020	FY 2023
<b>Government Principals:</b> Office of the President, Prime Minister, Minister, Parliamentarian	12%	3%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	26%	22%
<b>Local Government</b>	13%	13%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	6%	6%
<b>Civil Society Organization:</b> NGOs, Community-Based Organization, Private Foundation, Professional /Trade Association, Faith-Based Group, Youth Group	12%	19%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	14%	17%
<b>Academia/Research Institute/Think Tank</b>	12%	14%
<b>Media</b>	4%	6%
<b>Other</b>	1%	<1%
<b>Total Number of Respondents</b>	543	751

# Indicator Questions

Every country that engages in the Country Opinion Survey (COS) must include specific indicator questions, several of which are aggregated for the World Bank Group's annual Corporate Scorecard and are highlighted in red below.

**A2\_5.** To what extent do you trust the World Bank Group to do what is right? Scale: 1 To no degree at all – 10 To a very significant degree

**A3.** How effective has the World Bank Group been in achieving development results in Ghana? Scale: 1 Not effective at all – 10 Very effective

To what extent do you agree/disagree with the following statements about the WBG's work in Ghana? Scale: 1 Strongly disagree – 10 Strongly agree

**A4.** The World Bank Group currently plays a relevant role in development in Ghana.

**A5.** The World Bank Group's work is aligned with what I consider the development priorities for Ghana.

**A7.** To what extent does the World Bank Group influence the development agenda in Ghana? Scale: 1 To no degree at all – 10 To a very significant degree

**A8.** How significant a contribution do you believe the World Bank Group's knowledge work and activities make to development results in your country?  
Scale: 1 Not significant at all – 10 Very significant

To what extent is the World Bank Group an effective development partner in Ghana, in terms of each of the following?

Scale: 1 To no degree at all – 10 To a very significant degree

**C2.** Responsiveness to needs

**C3.** Access to WBG staff and experts

**C4.** Flexibility when circumstances change

**C5.** Being a long-term partner

To what extent is the WBG an effective development partner in Ghana, in terms of collaborating with the following groups:

Scale: 1 To no degree at all – 10 To a very significant degree

**C7\_1.** Collaboration with the national government

**C7\_5.** Collaboration with the private sector

**C7\_6.** Collaboration with civil society

**C7\_7.** Collaboration with other donor and development partners

To what extent do you agree/disagree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree

**C8\_1.** The WBG's financial instruments meet the needs of Ghana (i.e., investment lending, Development Policy Loan, Trust Funds, Program-for-Results).

**C10\_1.** I am satisfied with the quality of the WBG's advisory services and analytical work in Ghana.

**C10\_4.** The WBG's advice and recommendations are tailored to Ghana's context.





CountryOpinionSurveys

# Thank you

*For more information about this report  
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