



Country Opinion Surveys

# FY 2023 **Kenya** Country Opinion Survey Report

# Acknowledgements

The Kenya 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 the design, reporting, and analysis of the survey results. Noreen Wambui and Irina Popova provided data support.

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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 Kenya 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 in terms of its effectiveness, relevance, alignment with Kenya's development priorities, as well as other key indicators? Are opinions improving or worsening?
- 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 stakeholders value the most and the least when it comes to the WBG's work in Kenya? How is the WBG perceived as a development partner? Are opinions improving or worsening?
- 5. Financial Instruments and Knowledge Work:** What opinion do key stakeholders have of the WBG's financial instruments and knowledge products? Are opinions improving or worsening? What are stakeholders' suggestions to improve the WBG's 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 May 2023 through June 2023

- 541 potential participants asked to complete a mostly quantitative survey.
- Respondents completed the questionnaires online or they received them by courier and returned them accordingly.
- List of names provided by the WBG country team and supplemented by the fielding agency.
- Process managed on the ground by the fielding agency.

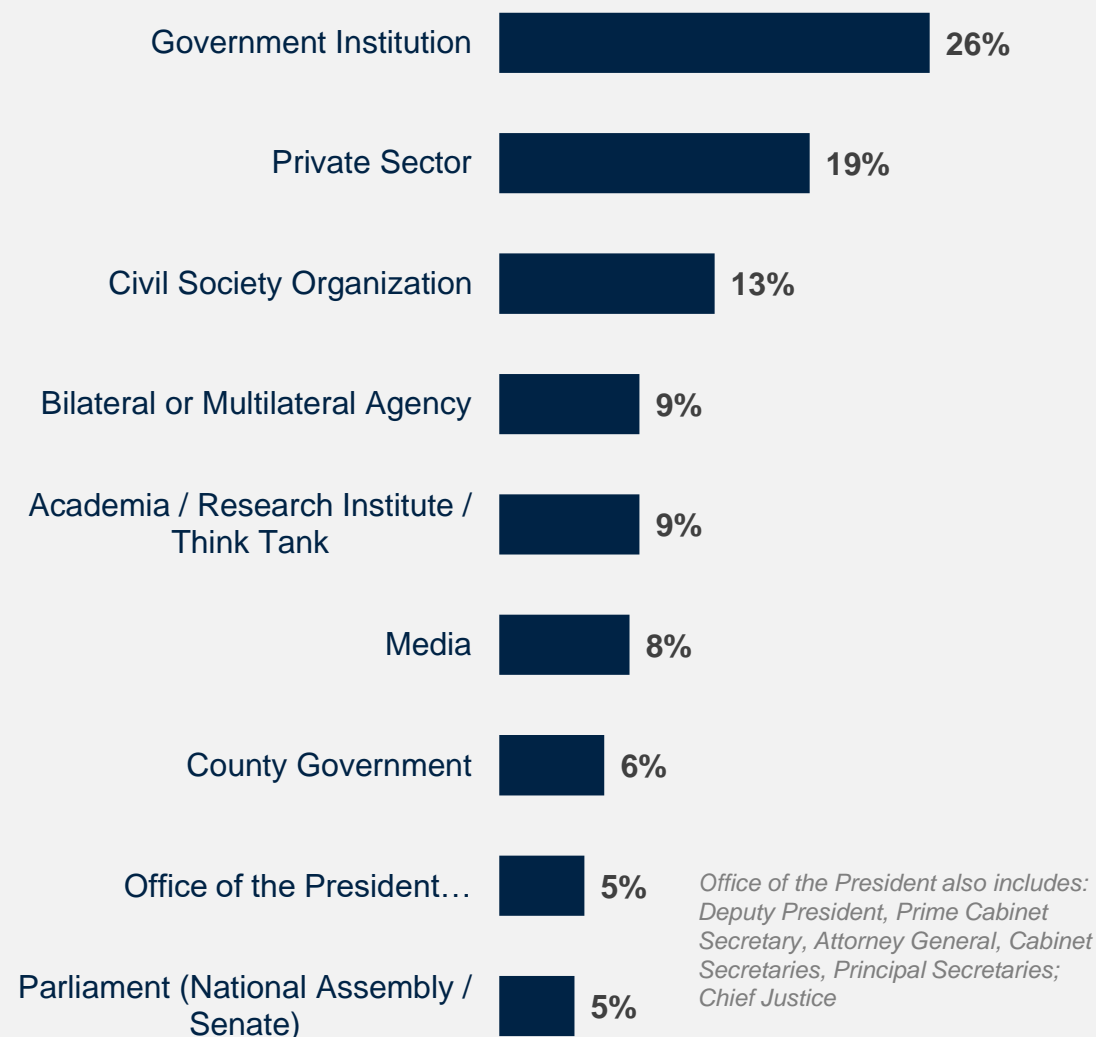
## ■ 327 participants (60% response rate)

- 68% from the Nairobi region.
- 74% currently collaborate with the WBG.

## ■ Compared to Fiscal Year (FY) 2019 Country Survey

- 423 participants (69% response rate).
- Surveys completed with a representative from the local fielding agency or they were completed with the questionnaires online.
- 75% 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=326)



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# Overall Context

*“The World Bank can play a crucial role in supporting Kenya's efforts to improve efficiency in several areas in infrastructure development, where, by investing in infrastructure projects such as transportation, energy, water, and telecommunications, the World Bank will be enhancing connectivity, reducing ... logistics costs, and promoting ... economic growth.”* (Media Respondent)



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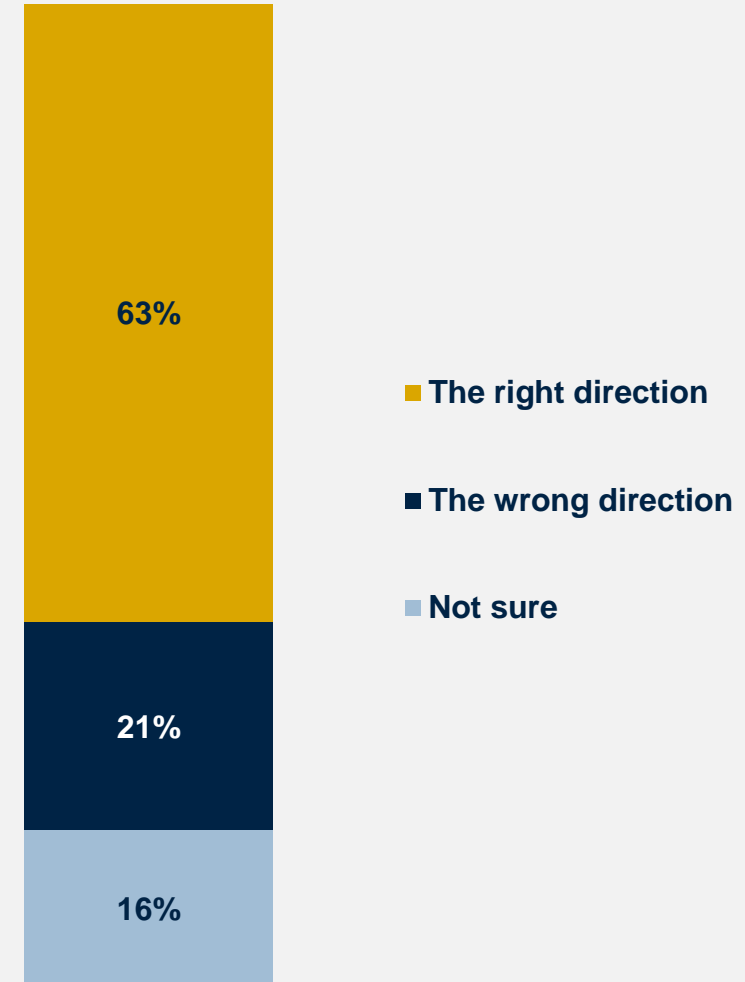


*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Kenya? (N=114)*

# Respondents in Kenya are Positive about the Country's Direction

Nearly two-thirds of all respondents felt that Kenya was headed in the right direction. Just 21% felt that the country was headed in the wrong direction.

- Respondents including government principals, government institutions, and county governments were significantly more likely to indicate that Kenya was headed in the right direction (94%, 80%, and 81%, respectively) whereas more than half of all civil society respondents (52%) indicated that Kenya was headed in the wrong direction.
- This year's data are consistent with the FY19 Country Survey, in which a majority of respondents indicated that they were "very optimistic" (47%) or "somewhat optimistic" (34%) about the future.



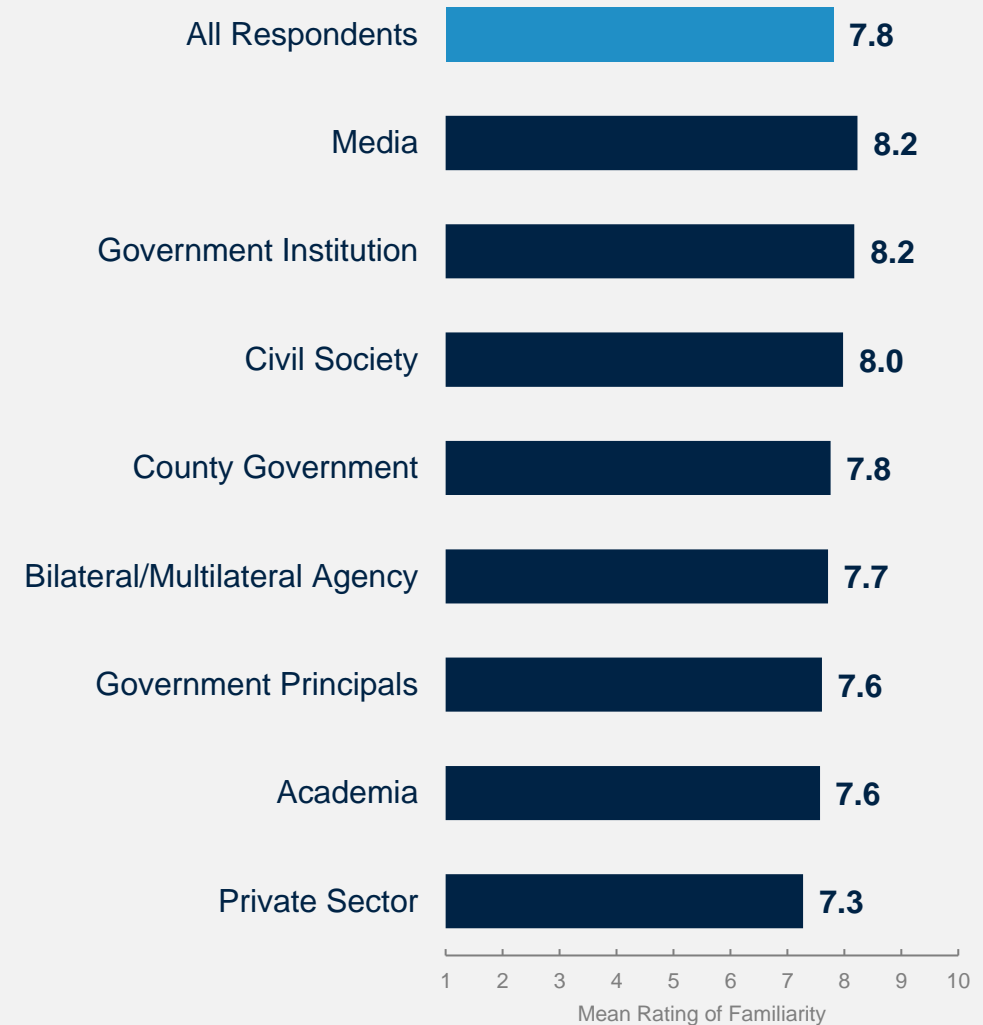
# Familiarity with the World Bank has Increased

- **Year comparison:** Respondents in this year's Country Survey reported significantly higher levels of familiarity with the WBG as compared to FY19:

Mean familiarity:      **FY23 = 7.8**  
                                    **FY19 = 6.7**

- **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 = 8.1**  
                                    **Do not collaborate = 7.0**



*Note: Government Principals includes Office of the President, Deputy President, Prime Cabinet Secretary, Attorney General, Cabinet Secretaries, Principal Secretaries; Chief Justice, and members of Parliament*





# The World Bank is the Most Trusted Institution in Kenya

Respondents gave the highest ratings regarding trust in the World Bank, followed by the private sector, civil society, and the United Nations (UN). At the same time, government institutions in Kenya were the least trusted among the institutions studied, including the judiciary, national government, county governments, and Parliament.

- Of note, ratings regarding trust in the World Bank, the private sector, civil society, the UN, the Central Bank of Kenya, development and bilateral organizations, and the media were significantly higher in FY23 than in the FY19 survey.
- In FY23, government principals gave the highest ratings regarding trust in the WBG, whereas respondents from the private sector gave significantly lower ratings of trust (this stakeholder group also indicated the lowest levels of familiarity with the WBG).



# ***Overall Attitudes toward the World Bank Group***

*“[The] WBG should focus more on accountability of programmes they fund in Kenya. [The] WBG may identify economic challenges and develop appropriate interventions to address them. However, if these interventions are not implemented as planned, then the desired outcome will not be achieved”.*

*(Academia Respondent)*



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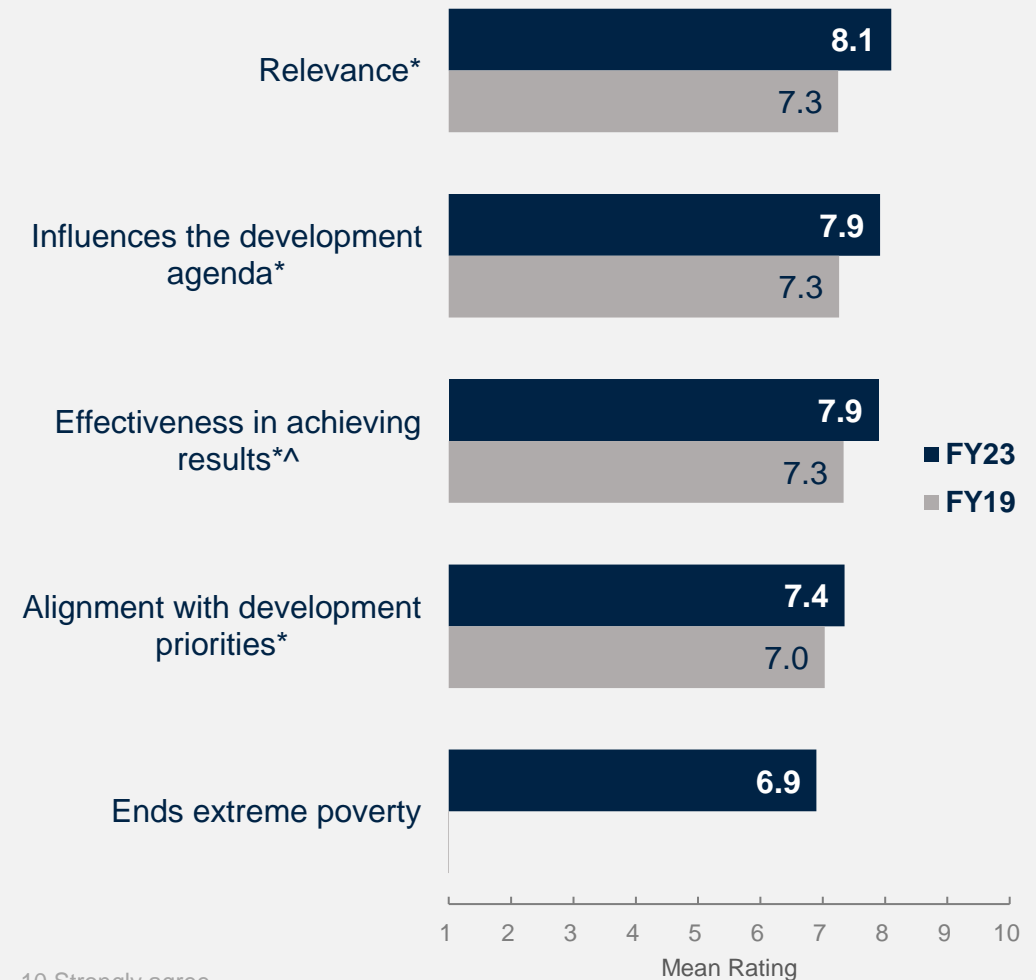


*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Kenya? (N=114)*

# Key Performance Indicators have Improved Since FY19

In FY23, respondents perceived the WBG as significantly more **relevant** to development in Kenya, having more **influence** on the development agenda, greater **effectiveness** in achieving results, and being better **aligned** with their development priorities for the country compared to respondents in the FY19 survey.

- Of note, respondents from government institutions and county governments gave the highest ratings, whereas those from the private sector gave significantly lower ratings across all performance indicators (this stakeholder group also indicated the lowest levels of familiarity with the WBG).



\*Significantly different between years



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

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

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

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

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

^Compared to a mean score of the two questions asked in FY19: "Overall, please rate your impression of the WBG's effectiveness in Kenya.

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

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



# Government Stakeholders Have More Positive Perceptions of the WBG

Comparing the ratings of key performance indicators between stakeholder groups, a clear pattern emerged in their perceptions of the WBG and its work. Government respondents (government principals, government institutions, and county governments) tend to have the most positive perceptions, whereas the private sector respondents were significantly less positive. Of note, respondents from bilateral/multilateral agencies gave the lowest ratings for the WBG's effectiveness in achieving results.



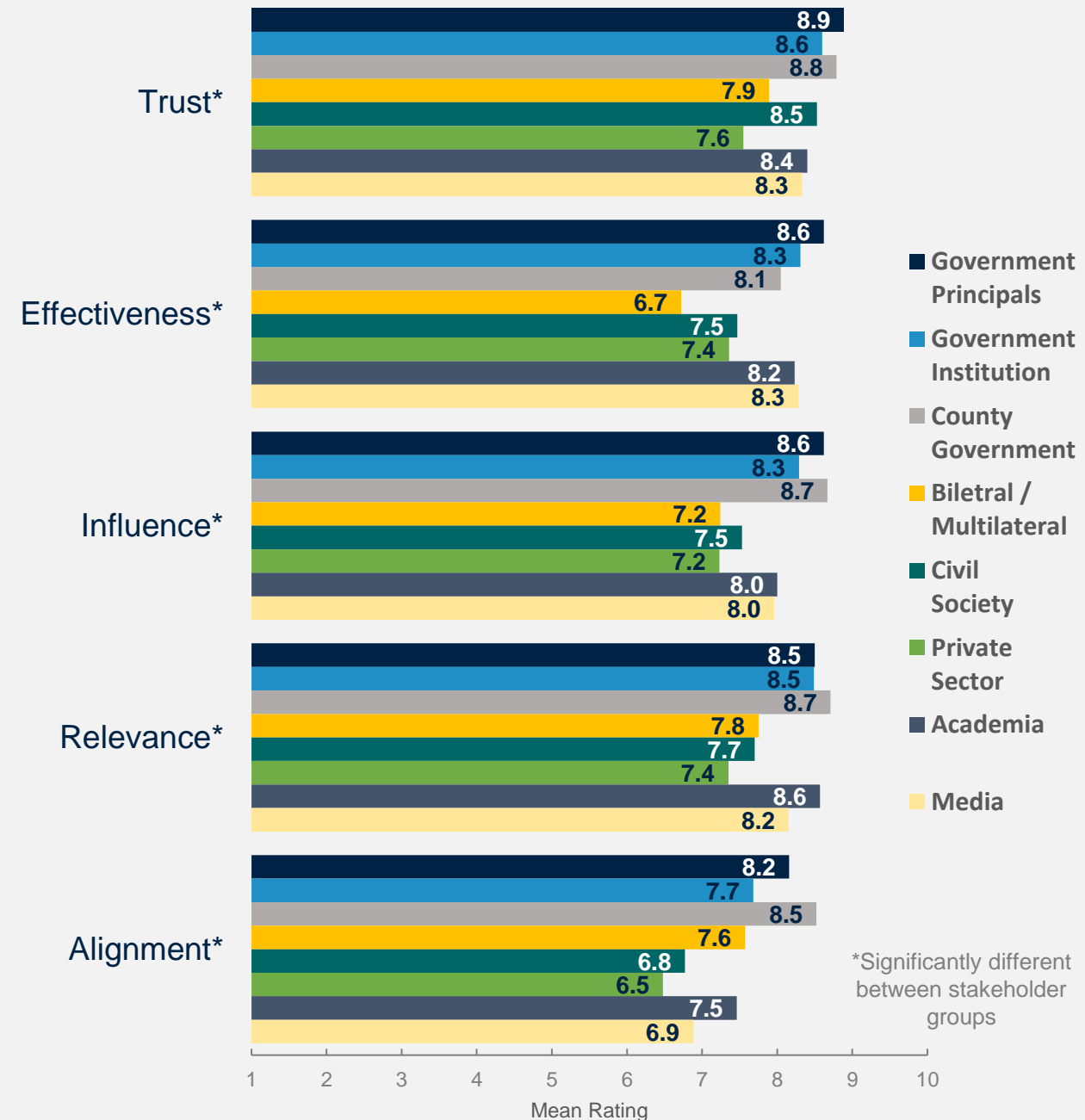
The WBG currently plays a relevant role in development in Kenya.  
Scale: 1 Strongly disagree – 10 Strongly agree

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

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

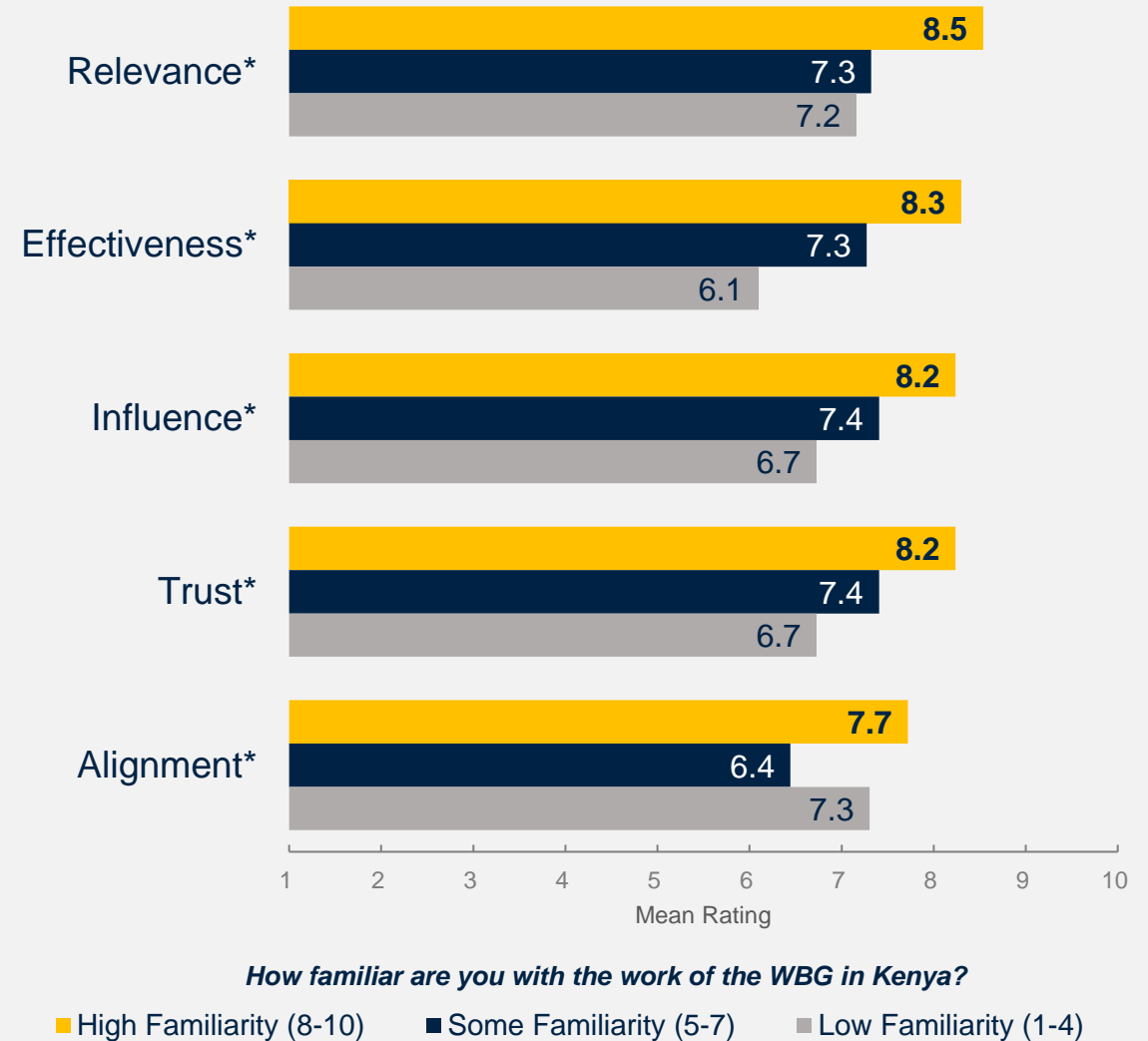
The WBG's work is aligned with what I consider the development priorities for Kenya. Scale: 1 Strongly disagree – 10 Strongly agree



# 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), it is evident 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.**

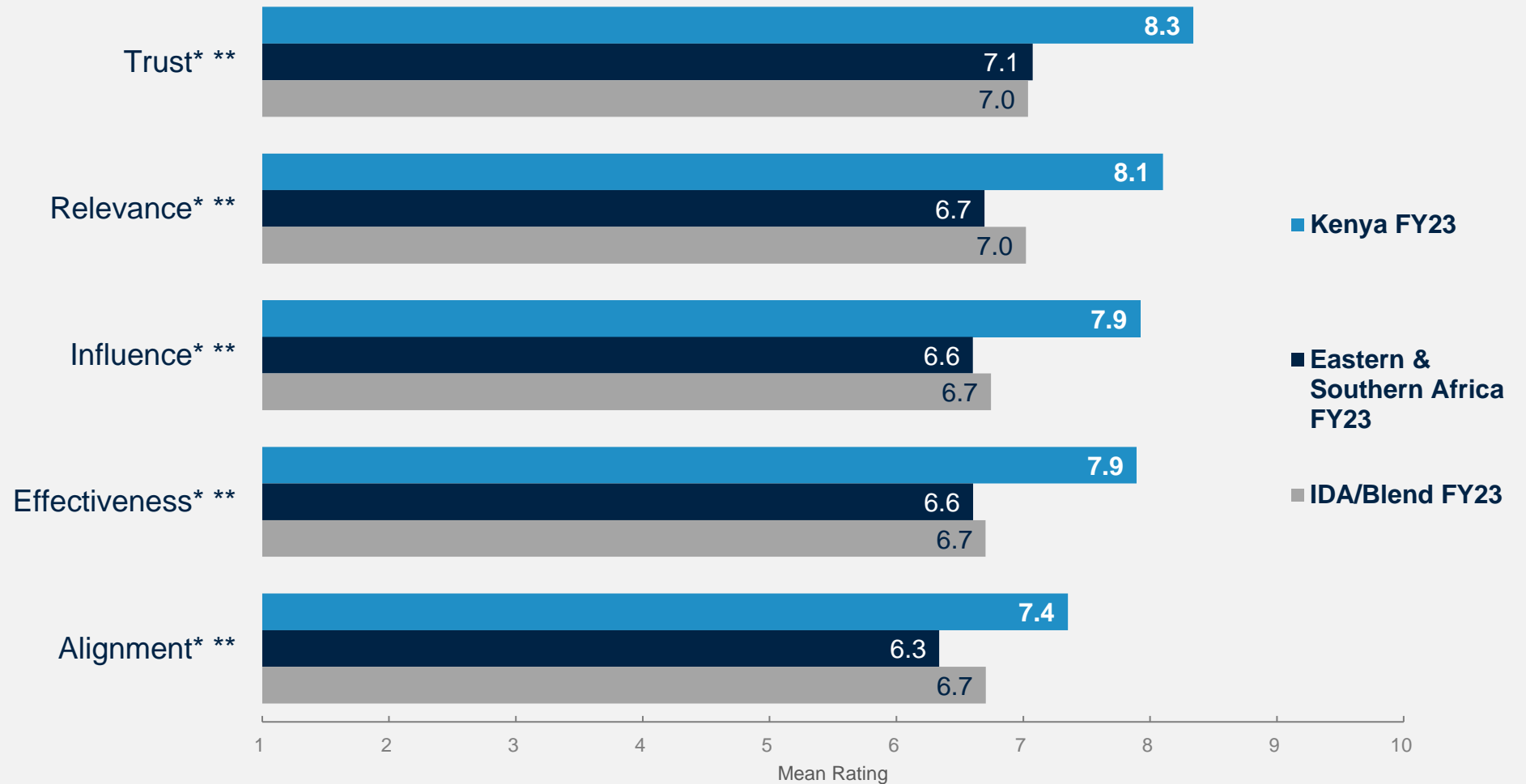


The WBG currently plays a relevant role in development in Kenya. Scale: 1 Strongly disagree – 10 Strongly agree  
To what extent do you trust the WBG to do what is right? Scale: 1 To no degree at all – 10 To a very significant degree  
To what extent does the WBG influence the development agenda in Kenya?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

\*Significantly different between levels of familiarity



# Kenya Rated Higher than Eastern and Southern Africa and IDA/Blend Countries on Key Performance Indicators in FY23



\*Significantly different between Kenya FY23 and Eastern & Southern Africa FY23

\*\*Significantly different between Kenya FY23 and IDA/Blend FY23



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FY23 Eastern & Southern African countries included Sao Tome & Principe, South Africa, Tanzania, and Zimbabwe.

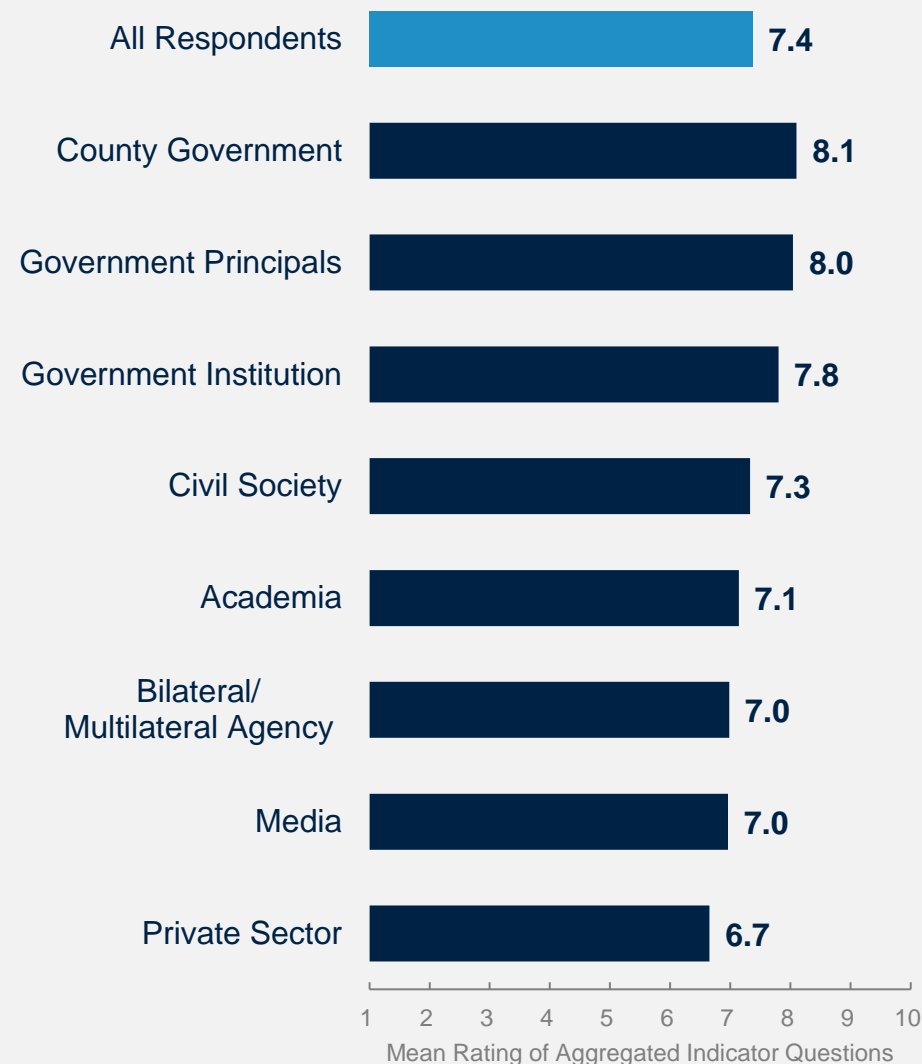
FY23 IDA/Blend countries included Cabo Verde, Central African Republic, Republic of Congo, Djibouti, Fiji, Gambia, Ghana, Guinea, Honduras, Kenya, Kyrgyz Republic, Mali, Nepal, Sao Tome & Principe, Tanzania, Uzbekistan, and Zimbabwe

# Stakeholder Trends across Performance Indicators

Respondents from government, including county governments, government principals, and government institutions, had the highest mean rating across the aggregated responses to the seventeen COS indicator questions. However, respondents from the private sector had significantly lower ratings (they 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 = 7.5**  
                         **Do not collaborate with WBG = 7.0**



# ***World Bank's Support in Development Areas***

*"In my opinion, the WBG should try to have a bottom-up approach as much as possible and a focus on social inclusion and the most disadvantaged strata, while [also] being very vigilant on corruption and governance issues."*  
(Bilateral/Multilateral Respondent)



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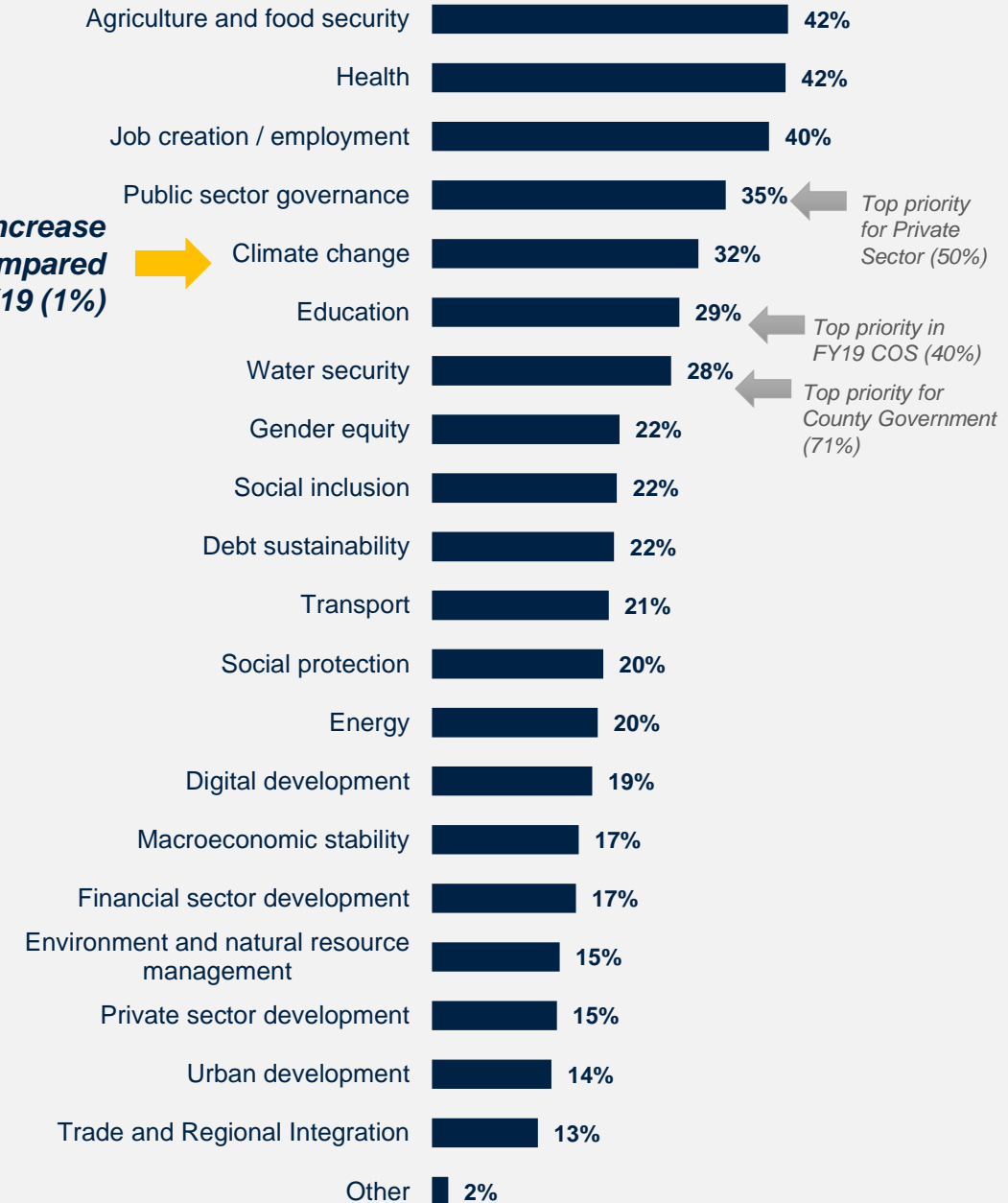


*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Kenya? (N=114)*

# Development Areas for WBG Focus

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

**Significant increase in priority compared to FY19 (1%)**



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

*“Target interventions that address food insecurity, low incomes and unemployment, climate change and resilience, rural economic productivity and transformation. Do more on analytics and advisory services and disseminate widely, including to [the] private sector.”*  
(Government Institution Respondent)

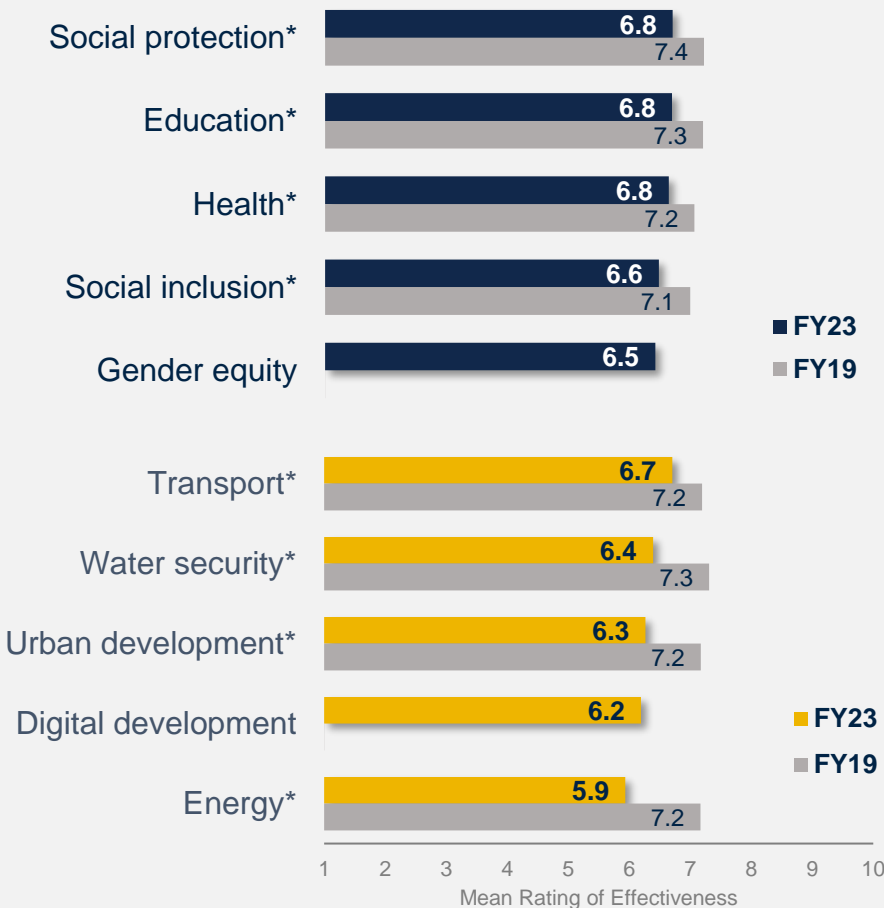
*“The World Bank can support initiatives that foster a conducive private sector growth and investment environment. This could involve providing financial instruments, technical assistance, and policy advice to enhance the business climate, streamline regulations, promote entrepreneurship, and facilitate access to finance for small- and medium-sized enterprises (SMEs).”*  
(Media Respondent)



# Effectiveness of WBG's Support in Sectoral Areas

The WBG's work in the area of **climate change** received the highest ratings of effectiveness in Kenya. Ratings for the WBG's work in several sectors significantly declined this year compared to FY19, including top priority areas, such as agriculture and food security, health, and job creation.

## Human Development



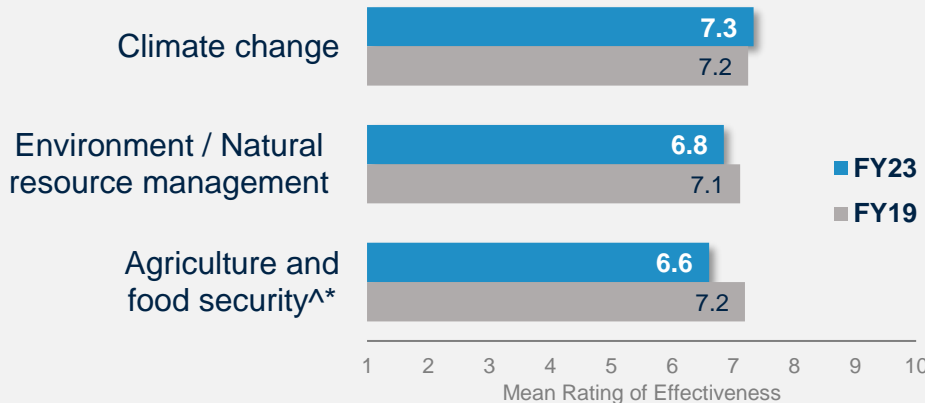
\*Significantly different between years

## Infrastructure

## 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 Kenya? 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 FY19 was taken for this comparison analysis.



# ***Work and Engagement on the Ground in Kenya***

*“Be more alive to the political context through a more holistic risk assessment process; strengthen civic actor capacity and voice in its engagement; take a human rights-based approach; promote local policy options by investing in academia as opposed to importing Western models of development; be transparent in its global funding interests, for example, power generation [Independent Power Project] IPP agreements were poorly crafted and have made Kenya's power too costly.”*

*(Civil Society 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 Kenya? (N=114)*

# Financial Resources are the Bank's Greatest Value

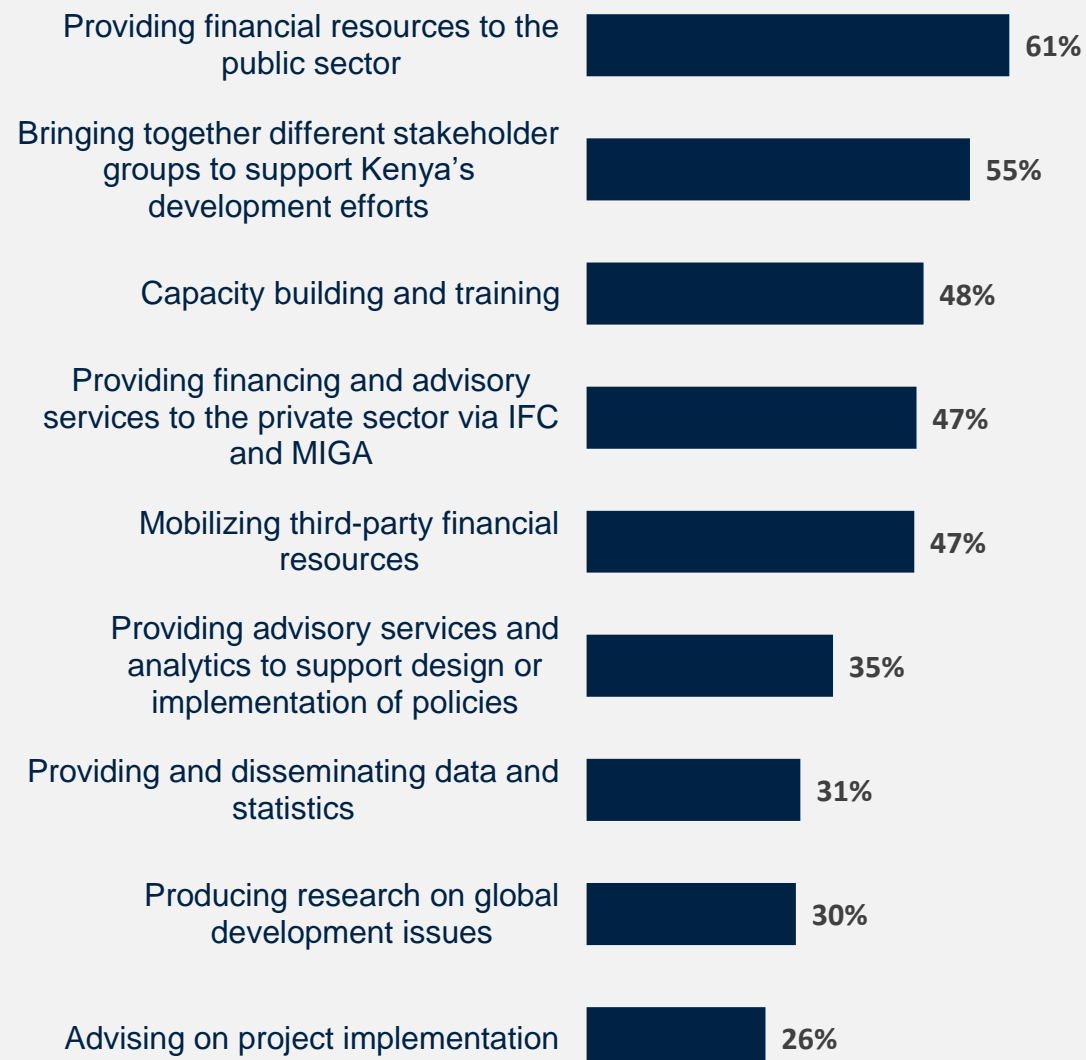
As in FY19, **financial resources** were considered the WBG's greatest value to Kenya by respondents in FY23.

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 FY19 (10%). **Capacity building/training** was also of much greater value, increasing from 31% in FY19.

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

*"The WBG should focus more on enhancing [the] skills of various actors in the country to ensure timely implementation of funded projects without delay to ensure services are delivered in timely manner.*

*(County Government Respondent)*



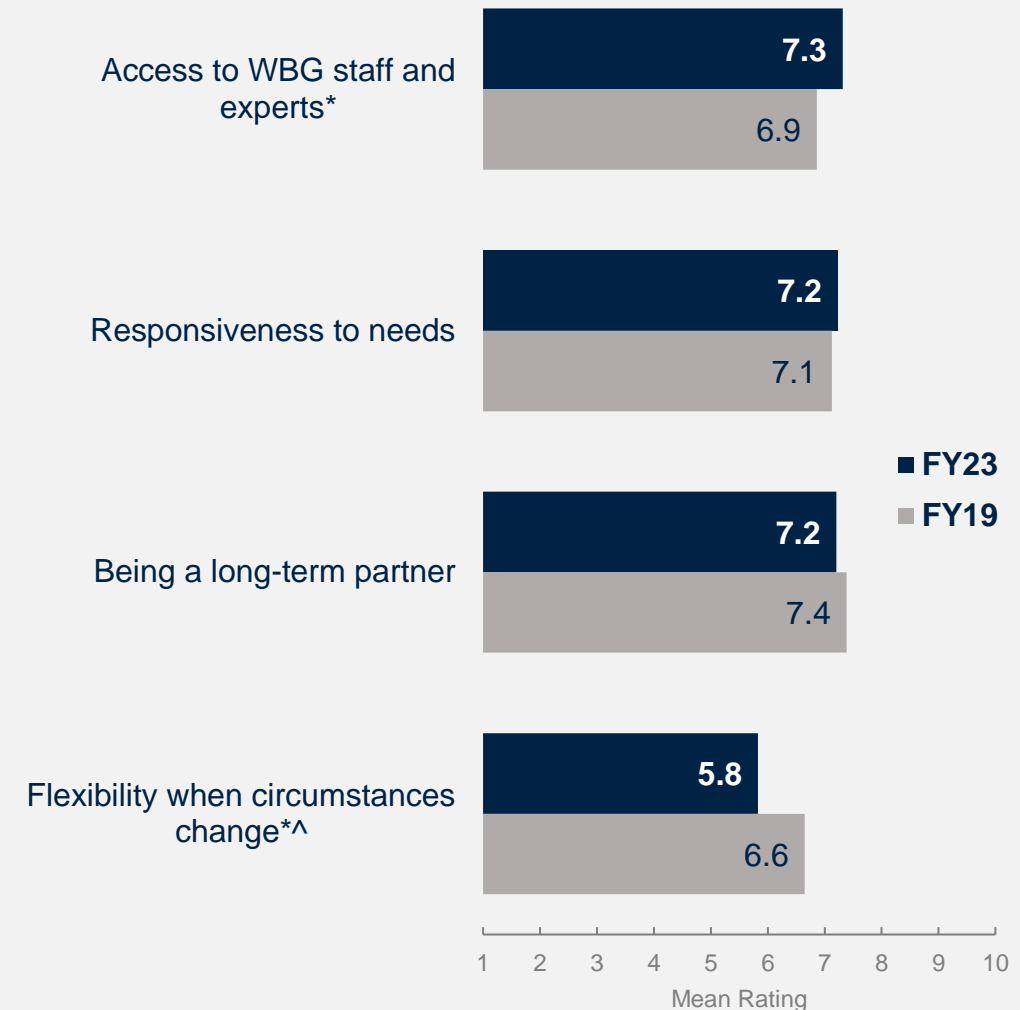
# Perceptions of WBG Accessibility Improved, but Perceptions of Flexibility Declined

In FY23, respondents reported significantly more positive perceptions regarding **access to WBG staff**; however, perceptions of the WBG's **flexibility when circumstances change** were significantly lower than in FY19.

- Government respondents gave the highest ratings for these aspects of WBG partnership. However, bilateral/multilateral respondents gave the lowest ratings for access to staff (mean rating = 5.8). Media respondents gave the lowest ratings for flexibility when circumstances change and the WBG being a long-term partner (mean ratings = 3.9 and 5.5, respectively). Finally, the private sector respondents gave the lowest ratings for responsiveness to needs (mean rating = 6.4).

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

*"Increase the monitoring rate of activities in Kenya. This will help the government and the WBG in achieving the set targets, impacting positively on the lives of people. Transparency and accountability should be key in ensuring the funds are used as intended."* (Government Institution Respondent)



# The WBG is Increasingly Seen as Effectively Collaborating with the National Government

In FY23, respondents perceived the WBG as collaborating significantly more effectively with **the national government** than in FY19. The WBG's collaboration with media and the Parliament received the lowest rating from respondents.

- Government respondents gave the highest ratings for most aspects of the WBG's partnership in Kenya. However, respondents from the media and academia indicated significantly lower ratings for the WBG's collaboration with the national government, county governments, the Parliament, civil society, and other development partners.

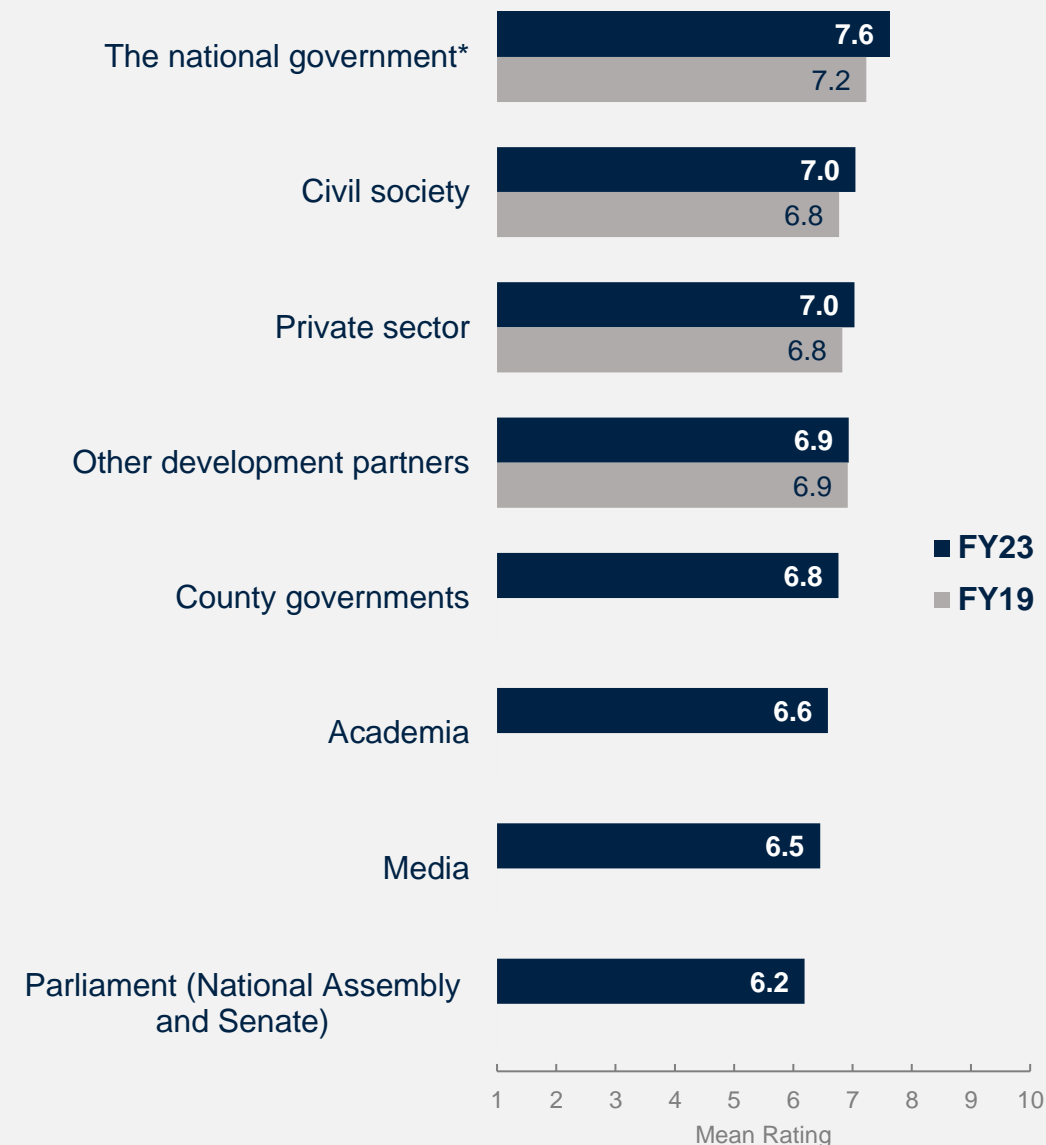
***In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Kenya?***

*"Given the size of its program, the World Bank could take a stronger leadership role in coordination among international development partners to create shared priorities and positions on policy, legal, regulatory and institutional reform issues."*

(Bilateral/Multilateral Respondent)

*"Working closely with civil society and academia for alternative policy solutions."*

(Civil Society Organization Respondent)



To what extent is the WBG an effective development partner in Kenya, 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 World Bank Group to Collaborate More with National and County Governments

Respondents in this year's survey indicated that the WBG should collaborate more with the **national government** and **county governments**. Increasing WBG collaboration with the **private sector** has gained importance among respondents, increasing from 21% in FY19. Increased collaboration with the private sector is also recommended because respondents from the private sector reported the lowest levels of familiarity with the WBG. It gave some of the lowest ratings for the WBG and its work.

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

*"The Bank can enhance its convening power to engage other development partners to agree to support the country on jointly identified projects, especially regional road corridors to create more regional integration."*

(Government Institution Respondent)

Low for Civil Society (28%) and Media (38%)

→ The national government

County governments

Civil society

Private sector

Academia / research centers

Other development partners

Parliament (National Assembly and Senate)

Media

60%

49%

44%

36%

35%

32%

23%

16%

← High for Bilateral/Multilaterals (64%), Government Principals (59%), and Civil Society (58%)

← High for Government Principals (52%) and Media (42%)





# ***Financial Instruments and Knowledge Work***

*“[The WBG should focus on the] enrichment of the policy discourse and building of internal capacity to address the unique Kenyan challenges, assistance in development of the resource mobilization capacity of the ministry and alignment of legal and regulatory frameworks with existing national laws, regulations and international best practices.” (Office of the President 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 Kenya? (N=114)*

# World Bank Group Lending Seen as Meeting Kenya's Needs

In terms of the WBG's financial instruments, respondents had the highest levels of agreement that the **Bank's financial instruments meet the needs of Kenya** – and that the Bank **insists on accountability through its lending**.

- Respondents this year had significantly higher levels of agreement that the Bank's **financial instruments meet Kenya's needs**, but there was less agreement that the Bank's **financial support was timely** compared to FY19 (both FY19, mean ratings = 7.1).
- It should be noted that respondents from the private sector, academia, and the media tended to give significantly lower ratings across all of these aspects of the WBG's financial support as 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 Kenya?***

*"To work with Government in ensuring that no project that will stall for long and [that] funds disbursement ... [will be] done in a timely manner."*

(Government Institution Respondent)

*"Provide budget support to the government, insist on accountability, and work closely with oversight bodies and civil society."*

(Academia Respondent)

Financial instruments of the World Bank (IBRD and IDA) provided to the public sector meet the needs of Kenya

7.7

The WBG insists on accountability through its lending

7.4

Financial instruments of IFC provided to the private sector meet the needs of Kenya

6.7

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

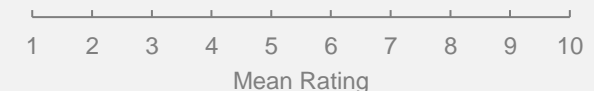
6.4

The WBG provides financial support in a timely manner<sup>^</sup>

6.3

MIGA instruments meet the needs of Kenya

6.1



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

<sup>^</sup>Compared to "The World Bank Group disburses funds promptly" asked in FY19.



# Most Respondents have Used the WBG's Knowledge Work

More than half of all respondents reported that they had used the WBG's knowledge work in the past.

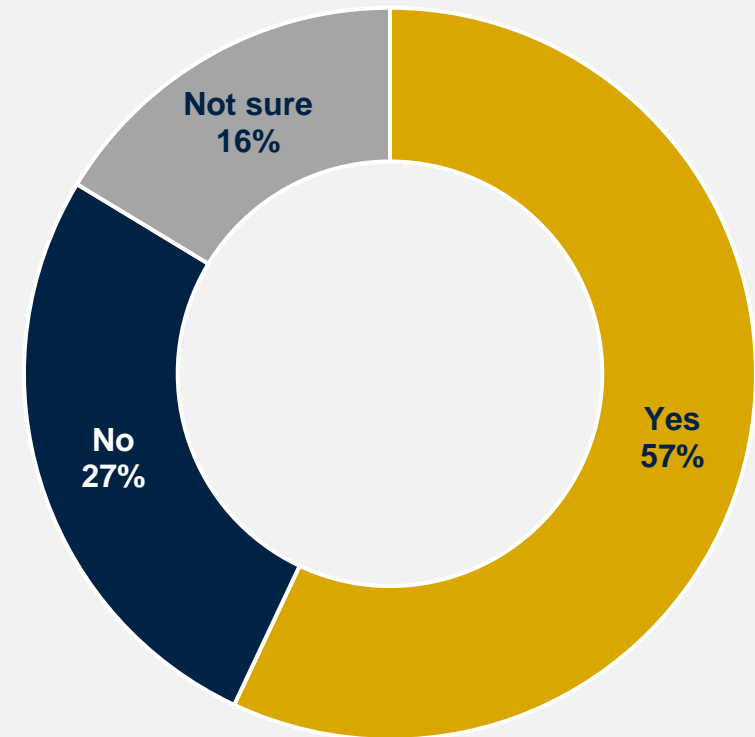
- Respondents from bilateral/multilateral agencies and the media were the most likely to have used the WBG's knowledge work (75% and 74%, respectively). In contrast, respondents from civil society were the least likely to have used the WBG's knowledge work (39%).

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

*"Generate analytical work to inform long-term plans for the country and to assess progress."*

(Bilateral/Multilateral Respondent)

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

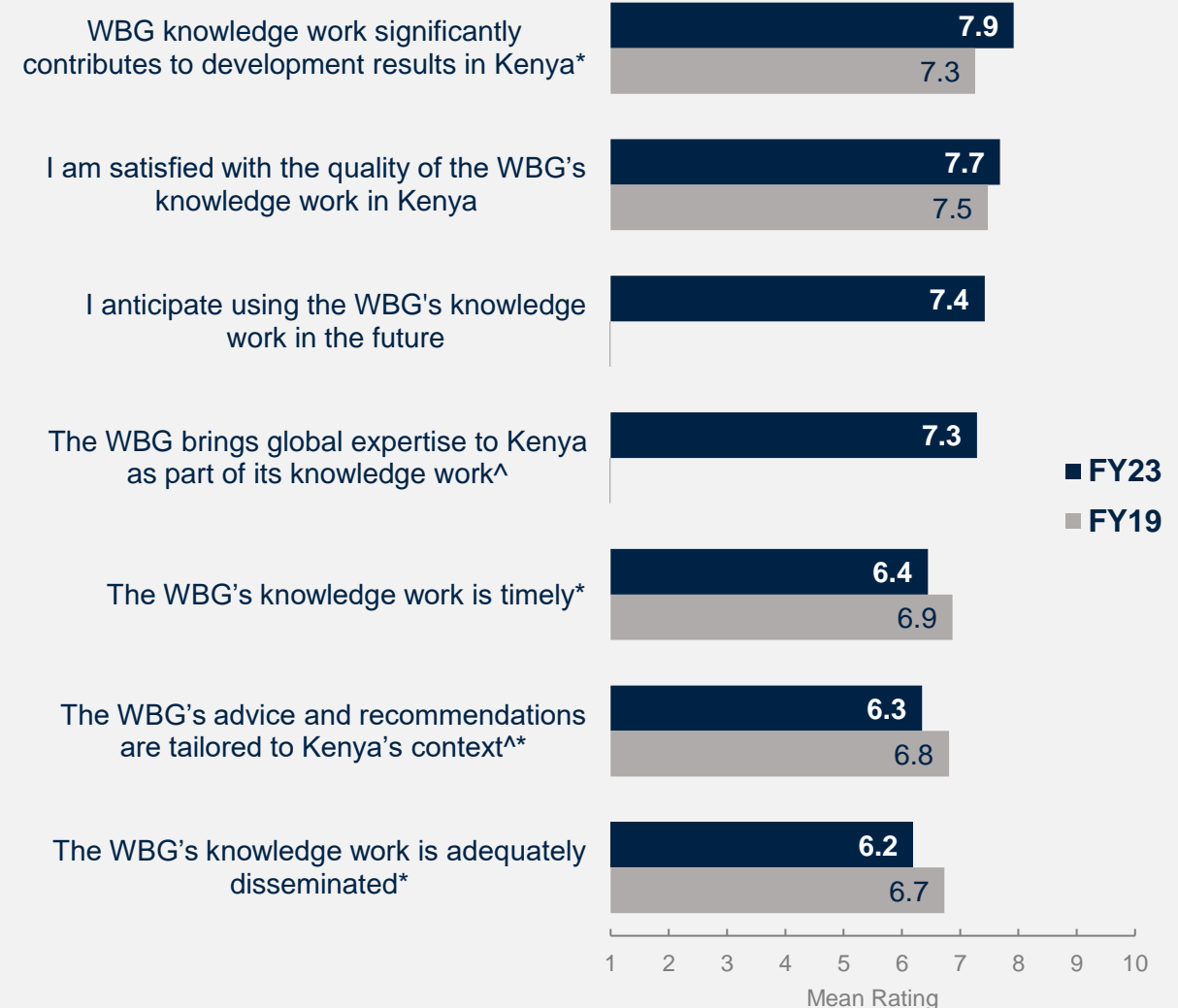


# Stakeholders Believe WBG Knowledge Work Significantly Contributes to Development Results

In terms of the WBG's knowledge work, respondents had the highest levels of agreement that the WBG's knowledge work provides a **significant contribution to development results** in Kenya. The rating significantly improved compared to FY19. In contrast, respondents this year had significantly lower levels of agreement that the WBG's knowledge work **is timely, tailored to Kenya's context, and adequately disseminated** as compared to respondents in FY19.

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.

- Compared to respondents from other stakeholder groups, those from the private sector, academia, and the media had the lowest levels of agreement that the WBG's knowledge work brings global expertise, is tailored to Kenya's context, and is adequately disseminated – and that they anticipate using the WBG's knowledge work in the future.



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

*“By becoming more proactive in its engagements with non-state actors. It should cease being politically correct on issues.”*  
(Media Respondent)

*“The Bank could help in enhancing good governance, especially in promoting accountability in the public sector.”*  
(Government Institution Respondent)



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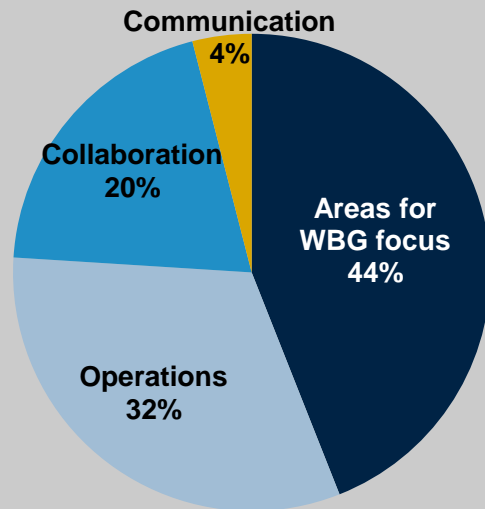
*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Kenya? (N=114)*



# What the WBG could Do to Increase its Effectiveness in Kenya

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

Categories of responses



**Operations:** Respondents across stakeholder groups emphasized the importance of **tailoring to local contexts** and **enhancing monitoring** to ensure the appropriate disbursement of funds and effective results.

*“Ensure that [Task Team Leaders] TTLs are based in Kenya and understand the operating environment.”*

(Government Institution Respondent)

*“Tailor its interventions to the Kenyan consumer, [and do] not prescribe solutions just because they've worked elsewhere in the world.”*

(Media Respondent)

*“Involve local expertise as much as possible.”*

(Academia Respondent)

*“Have more people in the organization that have actually run projects or businesses themselves, so [that] have hands-on experience.”*

(Private Sector Respondent)

*“Close monitoring of the funds they disburse [is important].”*

(Parliament Respondent)

There were also some respondents who suggested that the WBG should **be more flexible** when developing policy/program recommendations.

*“Be more responsive to the changing needs of the country.”*

(Civil Society Respondent)

*“Avoid preconceived ideas and notions and take [a] keen interest ... [in] the skyrocketing poverty situation at household levels and support the Kenyan community to meaningfully live in shared prosperity.”*

(Bilateral/Multilateral Respondent)



# What the WBG could Do to Increase its Effectiveness in Kenya

**Focus:** Respondents frequently mentioned **public sector governance** and **private sector development** as key focus areas for the WBG to help increase its effectiveness in Kenya, along with **job creation** and **social inclusion**.

*“Demand for greater accountability from public sector players by developing markets, institutions, and economies that are stable, equitable, and efficient.”*  
(Private Sector Respondent)

*“Conduct a specialized policy study on a development strategy that would change Kenya from [a] primarily services-based [gross domestic product] GDP with stagnating agriculture to an export-led, rapidly-industrializing African country offering more quality jobs... [This could be achieved] by exploiting the proposed US-Kenya partnership agreement. Use the model as an example for the rest of sub-Saharan Africa.”*  
(Academia Respondent)

*“Improve oversight on governance and embrace the private sector.”*  
(Media Respondent)

*“Enhance ... social inclusivity in [the] economic development of Kenya for the poor and vulnerable households by providing direct support.”*  
(Government Institution Respondent)

**Collaboration:** Respondents mainly focused on the need for more **effective engagement** with various stakeholder groups to ensure the WBG is meeting the needs of Kenya’s people, as well as providing transparency and accountability.

*“Ensure that there is adequate stakeholder engagement before supporting an initiative. This will ensure that the needs of the beneficiaries are met.”*  
(Government Institution Respondent)

*“Inclusivity of stakeholder engagement, awareness of its work, more collaboration with the private sector.”*  
(Private Sector Respondent)

*“Better coordination with other [international financial institutions] IFIs.”*  
(Bilateral/Multilateral Respondent)

**Communication:** Respondents would like to see the WBG communicate and engage more with **the public** – and for more **details to be disclosed**.

*“Increase public participation in decision making.”*  
(Government Institution Respondent)

*“Encourage consultation with all stakeholders when designing their programs.”*  
(County Government Respondent)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Kenya? (Please be specific) (N=114)

# ***Communications and Outreach***

*“Give very specific details. Break down as much as you can.”*

(Media 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 Kenya? (N=114)*

# Stakeholders Relied on Official Government Sources for Information

Respondents mostly relied on **official government resources** to obtain information about socioeconomic development issues. However, the differences between stakeholder groups in their most utilized information sources should be noted.

								Top 2 Information Sources	
	All Respondents	Government Principals	Government Institution	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Official government statistics, websites, and publications*	55%	70%	66%	83%	70%	32%	36%	56%	48%
Newspapers (Print or online)	46%	47%	50%	44%	48%	51%	53%	30%	22%
Social media	45%	43%	38%	44%	39%	51%	51%	41%	61%
Research by Academia	45%	37%	41%	28%	52%	59%	42%	63%	35%
Television (TV)	42%	43%	43%	50%	39%	54%	42%	22%	43%
e-Newsletters	20%	23%	23%	6%	9%	15%	29%	19%	17%
Radio	11%	10%	13%	17%	9%	0%	11%	19%	22%
Podcasts	9%	7%	8%	0%	0%	12%	9%	19%	17%
Blogs*	8%	0%	8%	0%	4%	7%	9%	11%	26%
Other	5%	7%	3%	11%	4%	7%	4%	11%	0%



How do you get most of your information about economic and social development issues in Kenya? (Choose no more than 3) (Percentage of Respondents, N=298)

\*Significantly different between stakeholder groups



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# Events, Direct Contacts, and the WBG Website were the Most Preferred Sources for Obtaining WBG Information

Respondents reported using a variety of sources to obtain information from the WBG, but the most preferred were **events**, **direct contact**, and the WBG **website**. However, the differences between stakeholder groups in their most preferred sources should be noted.

**Top 2 Preferred  
WBG Sources**

	All Respondents	Government Principals	Government Institution	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Event/conference/seminar/workshop*	63%	82%	62%	65%	83%	56%	50%	77%	43%
Direct contact with staff	46%	50%	49%	71%	57%	32%	39%	42%	43%
Website	44%	43%	47%	41%	61%	37%	35%	46%	48%
e-Newsletters	33%	29%	28%	24%	35%	46%	43%	27%	17%
Social media	31%	18%	32%	18%	17%	41%	31%	27%	48%
Direct messaging*	31%	14%	34%	6%	13%	37%	48%	27%	26%
Interviews and press conferences	28%	32%	29%	29%	13%	34%	31%	8%	35%
Blogs	9%	4%	9%	6%	9%	12%	2%	23%	17%
Podcasts	5%	0%	3%	6%	4%	5%	4%	15%	13%
Other	1%	0%	3%	0%	0%	0%	0%	0%	4%



How would you prefer to obtain information about the World Bank Group and its work? (Choose no more than 3) (Percentage of Respondents, N=291)

\*Significantly different between stakeholder groups



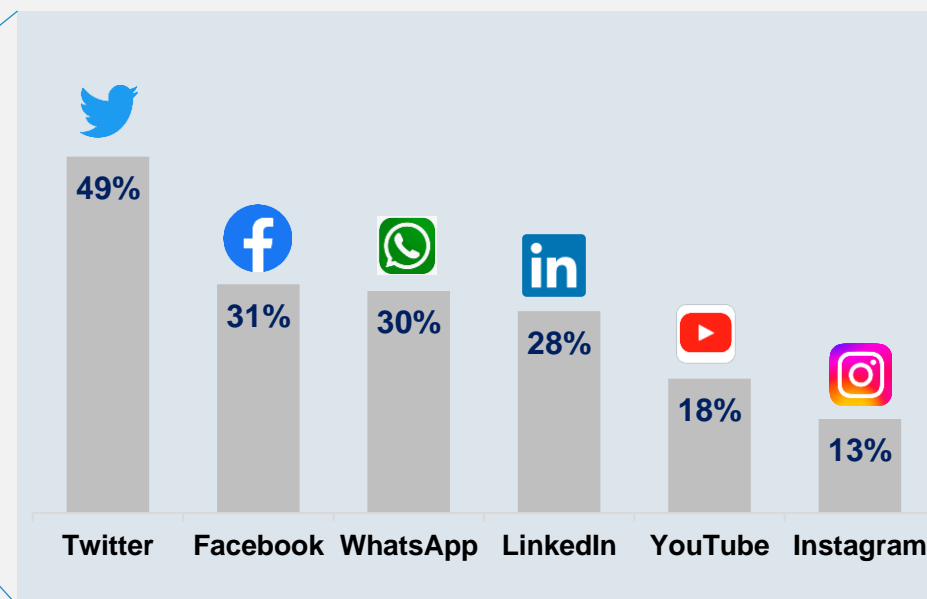
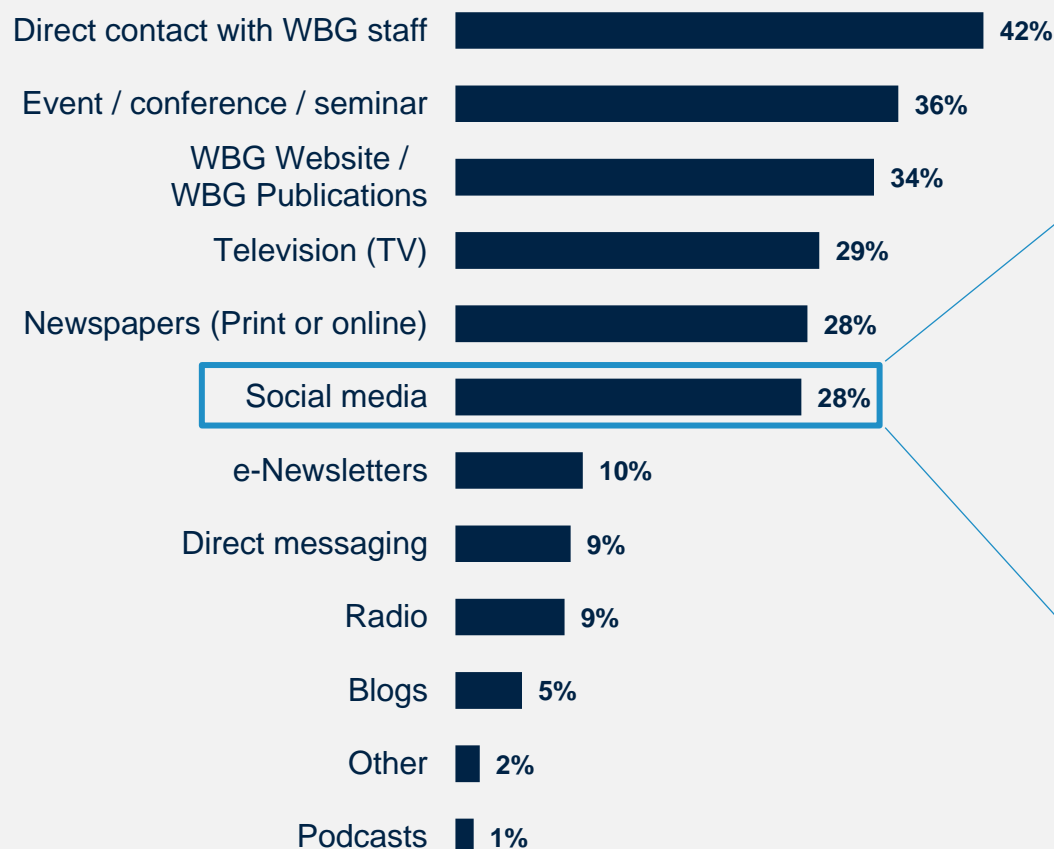
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# Nearly 7 in 10 Engaged with the WBG in the Last 30 Days

**Sixty-eight percent** of respondents recalled hearing or seeing something about the WBG in the last 30 days. Respondents from government institutions and county governments were the most likely to recall something (both 83%). However, respondents from civil society and the private sector were significantly less likely to do so (43% and 51%, respectively).

Respondents reported seeing that information most often through **direct contacts, events**, and the **WBG website/publications**. Among respondents who selected “Social media”, nearly half reported seeing something on **Twitter**.



# WBG's Work on Climate Change/Resilience to Natural Disasters was the Most Commonly Recalled Topic

Respondents most frequently recalled the WBG's work and/or research on **climate change and greater resilience to natural disasters**.

- Respondents from the media were significantly less likely to recall the WBG's work on climate change and its work to support small producers and micro-, small and medium enterprises (MSMEs) (14% and 0%, respectively).
- Respondents from academia were significantly less likely to recall the WBG's work on human capital and food insecurity (both 5%) as 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 Kenya?***

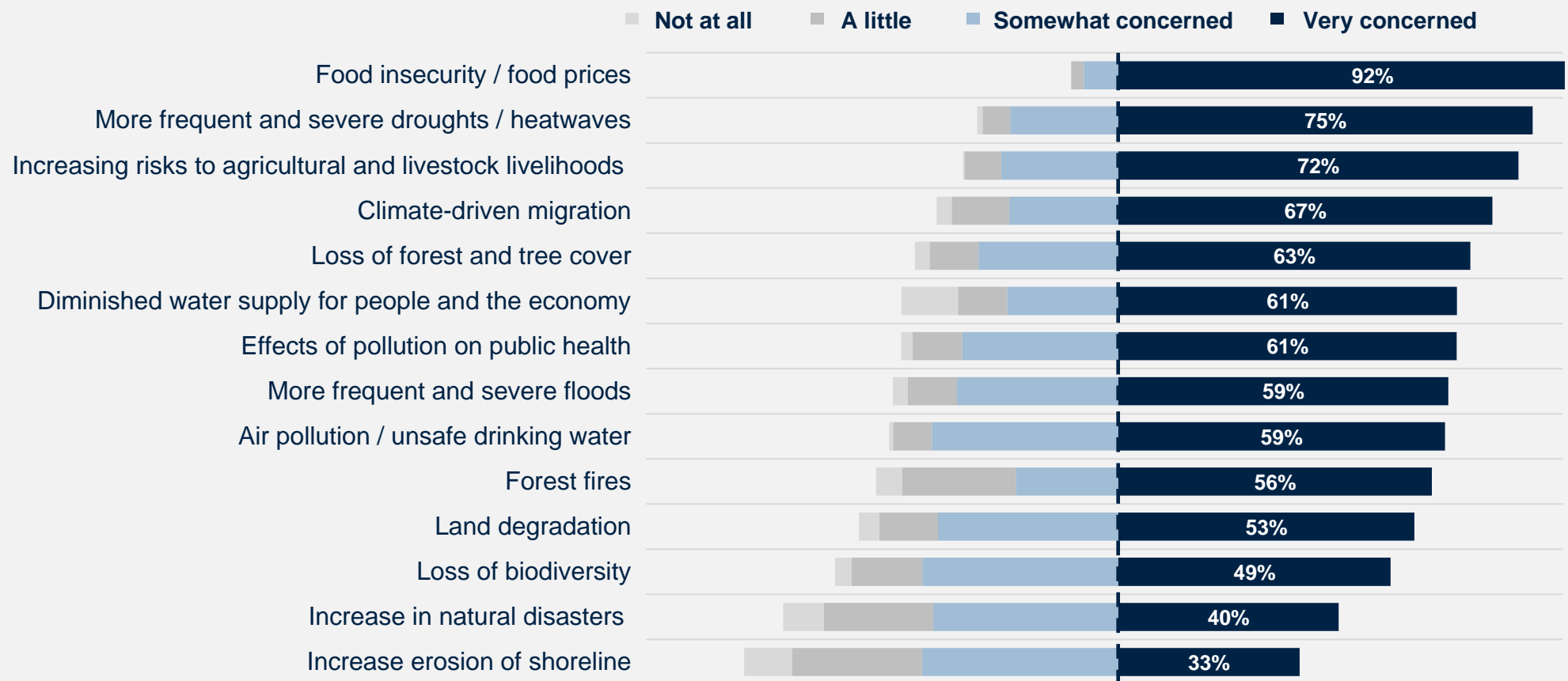
*"Decomposition by sub-sector and labour participation, green and climate-resilient growth, [and] gender inequality with a focus on economic participation and work"*

(Bilateral/Multilateral Respondent)



# Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concern: Food Insecurity / Food Prices

Nine in 10 respondents were very concerned about **food insecurity / food prices** when it comes to the potential impacts of climate change in Kenya. More frequent and severe **droughts / heatwaves**, as well as increasing risks to **agriculture and livestock livelihoods**, 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 Kenya.



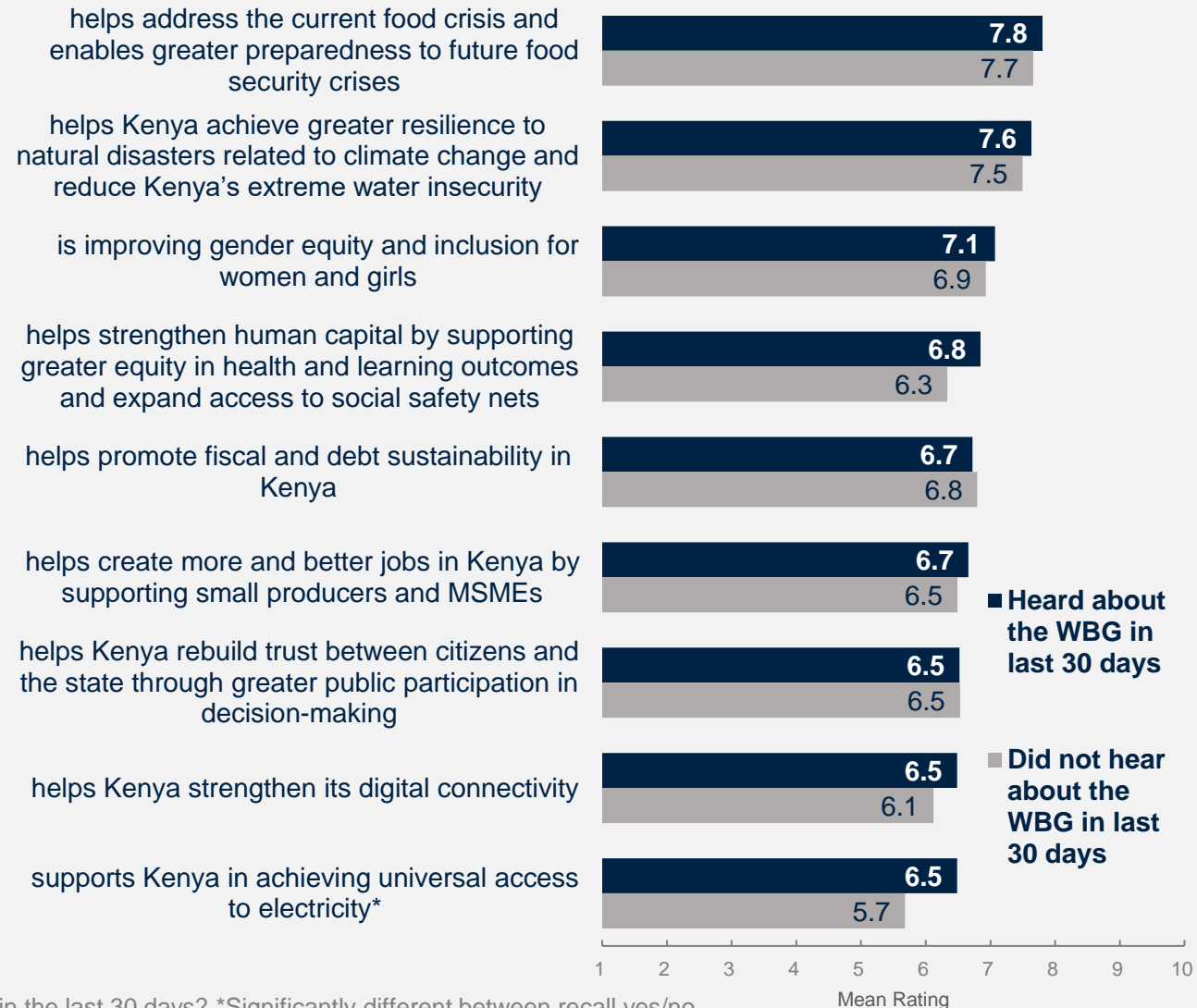
# Message Recall Leads to Message Agreement and More Positive Perceptions of the WBG

Respondents who recalled seeing or hearing something about the WBG in the last 30 days gave higher ratings on most key messages as compared to those who did not recall seeing or hearing anything – and significantly so for the message that the WBG **supports Kenya in achieving universal access to electricity**.

Respondents who recalled seeing or hearing something about the WBG gave significantly higher ratings for the WBG's **relevance** (mean = 8.3) and **alignment** (mean = 7.6) as compared to those who did not see or hear anything about the WBG recently (means = 7.0 and 7.0, 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 engagement channels**.

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



■ Every few days/weeks ■ Every few months

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



■ Every few days/weeks ■ Every few months



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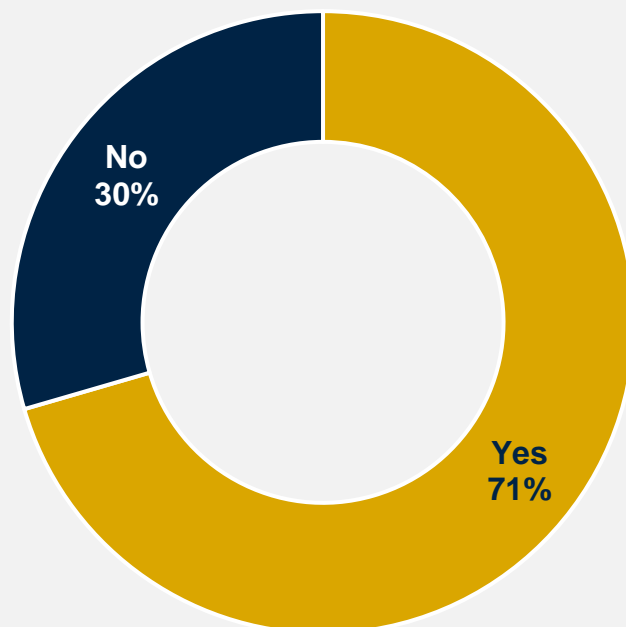
Over the past SIX MONTHS, on average how often did you do any of the following related to the WBG? (Percentage of Respondents, N=~275)  
Do you recall seeing or hearing anything about the WBG in the last 30 days? (Yes N=~180; No N=~88)



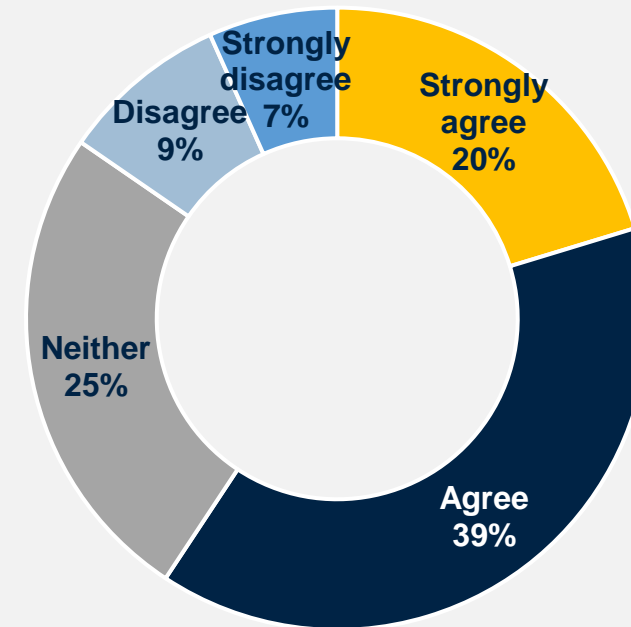
# Stakeholders are Aware of the Feedback Process and Feel that the Bank Listens to Them

Nearly three-quarters of respondents indicated that they knew **where and how to provide feedback** to the WBG regarding its projects. In addition, a majority (59%) agree that **they can influence the WBG's decisions** regarding areas it supports in Kenya.

Aware of how and where to provide feedback to WBG on its projects?



I can influence WBG's decisions on the areas of its support to Kenya

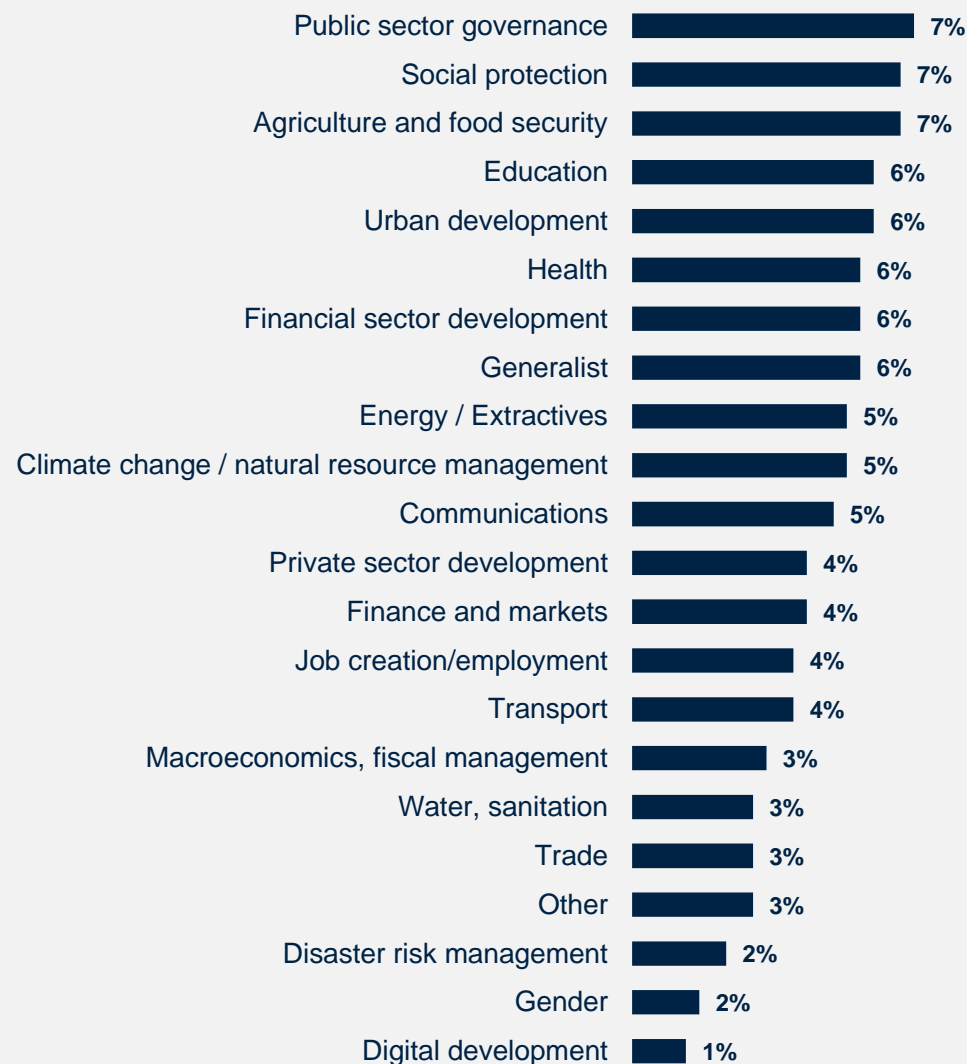


# ***Sample Demographics and Detailed Methodology***



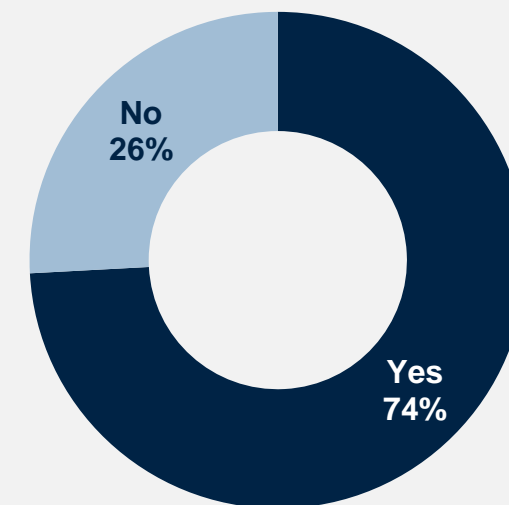
# Sample Demographics

Which of the following is the primary specialization of your work? (N=298)



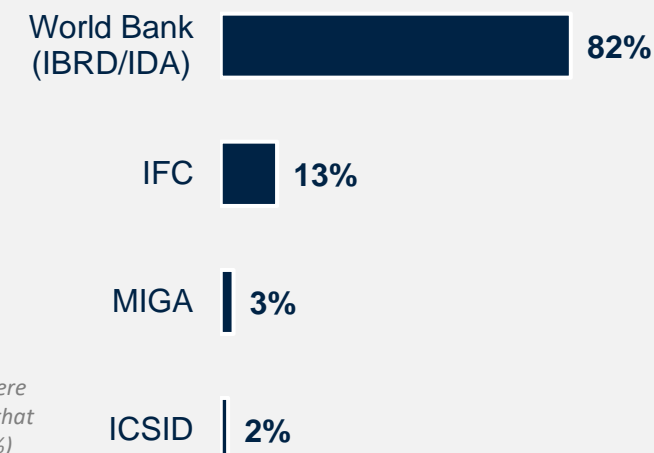
Currently, do you professionally collaborate/ work with the WBG in your country? (N=325)

*Respondents from bilateral/multilateral agencies and government institutions were significantly more likely to indicate that they collaborate with the WBG (93% and 91%, respectively) compared to respondents from other stakeholder groups.*



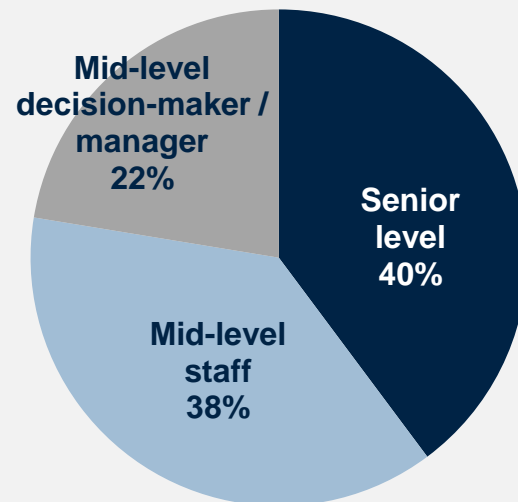
Which of the following agencies of the WBG do you primarily collaborate/work with in Kenya? (N=235)

*Respondents from private sector were significantly more likely to indicate that they collaborate with the IFC (44%) compared to respondents from other stakeholder groups.*

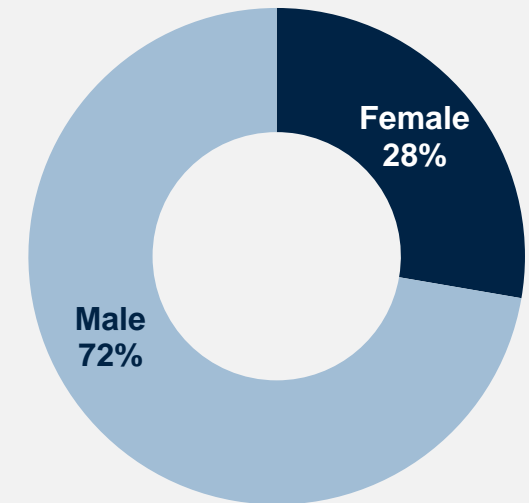


# Sample Demographics (continued)

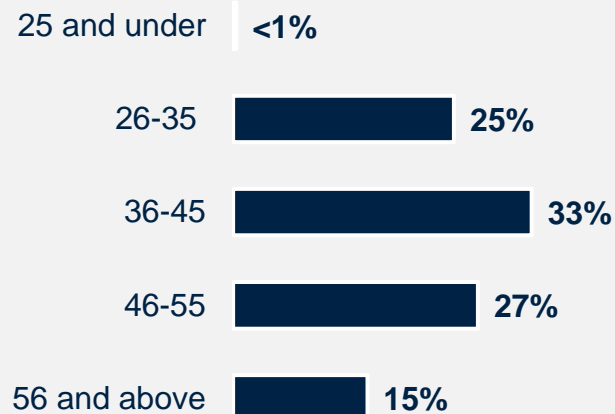
Within your organization, would you describe yourself as... ?  
(N=299)



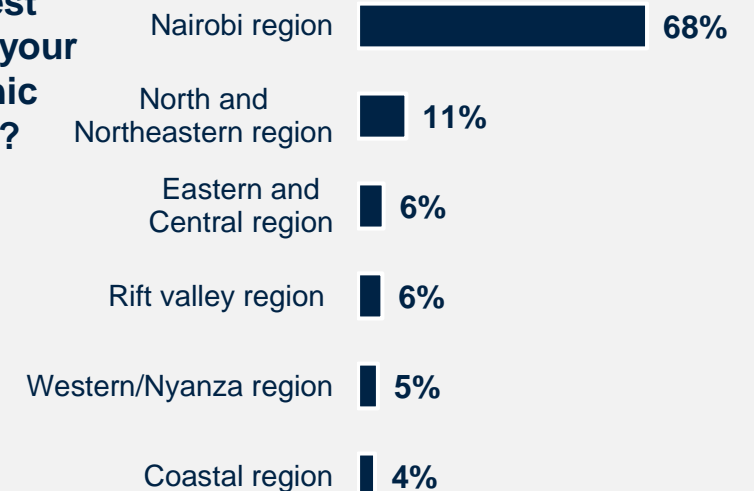
What's your gender?  
(N=296)



What is your age?  
(N=302)



Which best represents your geographic location?  
(N=299)



# Detailed Methodology

A total of 541 stakeholders in Kenya were invited to provide their opinions regarding the WBG's work by participating in a Country Opinion Survey from **May 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, Deputy President, Prime Cabinet Secretary, Attorney General, Cabinet Secretaries, Principal Secretaries, Chief Justice, Parliament, Government Institutions, County Governments, Bilateral/ Multilateral Agencies, the Private Sector, Civil Society, Academia, and the Media.

Of these stakeholders, **327 participated in the survey (60% response rate)**. Respondents received the questionnaires via courier and returned it accordingly or they completed the questionnaires online.

**The results of this year's survey were compared to the FY19 COS Survey with a response rate of 86% (N=423).**

Comparing responses across Country Surveys reflects changes in attitudes over time, as well as 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 government principles and the private sector, but a decreased response from government institutions. 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 "Kenya 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 2019	FY 2023
<b>Government Principals:</b> Office of the President, Deputy President, Prime Cabinet Secretary, Attorney General, Cabinet Secretaries, Principal Secretaries; Chief Justice; Parliamentarian	6%	10%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	37%	26%
<b>County Government</b>	4%	6%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	13%	9%
<b>Civil Society:</b> NGOs, Community-Based Organization, Private Foundation, Professional / Trade Association, Faith-Based Group, Youth Group	14%	13%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	15%	19%
<b>Academia/Research Institute/Think Tank</b>	7%	9%
<b>Media</b>	3%	8%
<b>Other</b>	1%	0%
<b>Total Number of Respondents</b>	<b>417</b>	<b>327</b>



# 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\_6.1.** 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 Kenya? 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 Kenya? Scale: 1 Strongly disagree – 10 Strongly agree

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

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

**A7.** To what extent does the World Bank Group influence the development agenda in Kenya? 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 Kenya, 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 Kenya, 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 Kenya (that is, investment lending, Development Policy Loans, Trust Funds, Program-for-Results).

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

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





Country Opinion Surveys

# Thank you

*For more information about this report  
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