



CountryOpinionSurveys

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

# Acknowledgements

The Egypt (Egypt) 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 Egypt 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 Egypt's development priorities, and other key indicators? Are opinions significantly different among stakeholder groups?
- 3. Development Priorities:** What areas of development are perceived to be the most important? 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 Egypt? How is the WBG perceived as a development partner?
- 5. Financial Instruments and Knowledge Work:** What opinion do key stakeholders have of WBG financial instruments and knowledge products? What are stakeholders' suggestions to improve 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

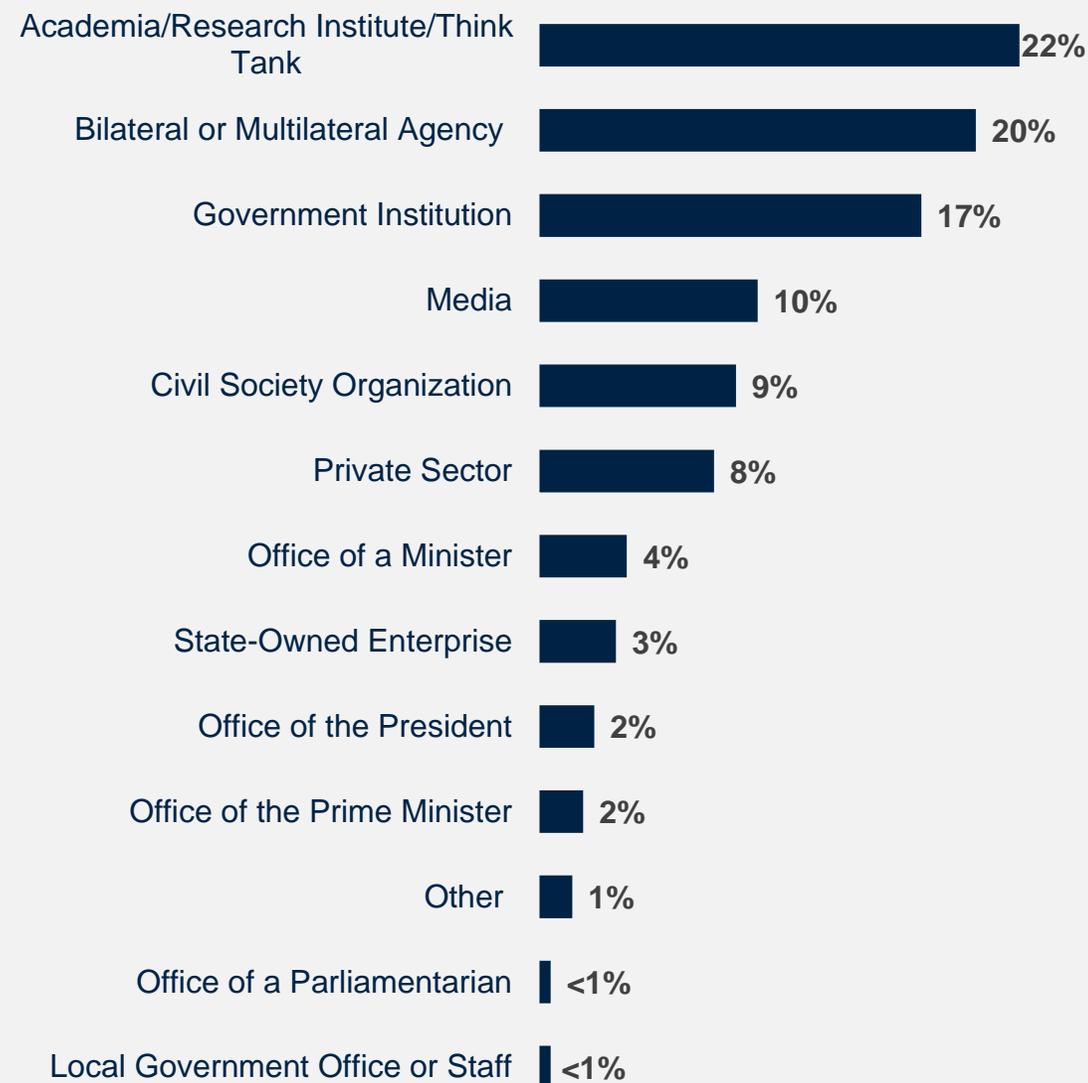
## Fielded May 2023 through August 2023

- 936 potential participants were asked to complete a mostly quantitative survey
- Respondents completed the questionnaire online, via email, or they received the questionnaire by courier and returned it accordingly
- A list of names was provided by the WBG country team and supplemented by the fielding agency
- Process managed on the ground by an independent fielding agency

## 203 participants (22% response rate)

- 92% from Cairo
- 56% currently collaborate 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=202)

# Overall Context

*“Coordinating work among development partners to achieve consensus on development priorities and following up on measuring the performance and development impact of various projects and interventions.”*

(Private Sector Respondent)



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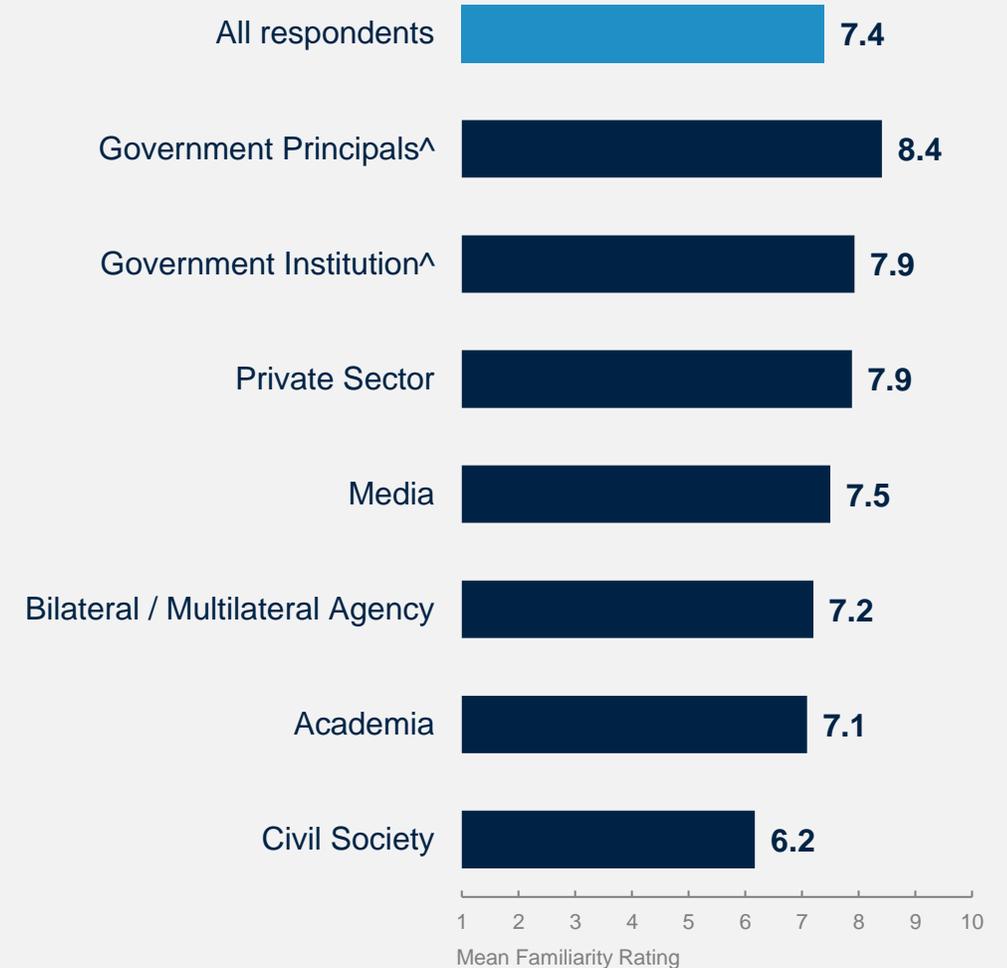
*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Egypt? (N=73)*

# Familiarity with the World Bank Group

- **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 = 7.9**  
    **Do not collaborate = 6.7**

- **Stakeholder analysis:** Government principals reported the highest level of familiarity with the WBG (mean = 8.4) while respondents from civil society reported significantly lower familiarity with the institution (mean = 6.2).



Significantly different between stakeholder groups



How familiar are you with the work of the World Bank Group in Egypt?

Scale: 1 Not familiar at all – 10 Extremely familiar (N=203)

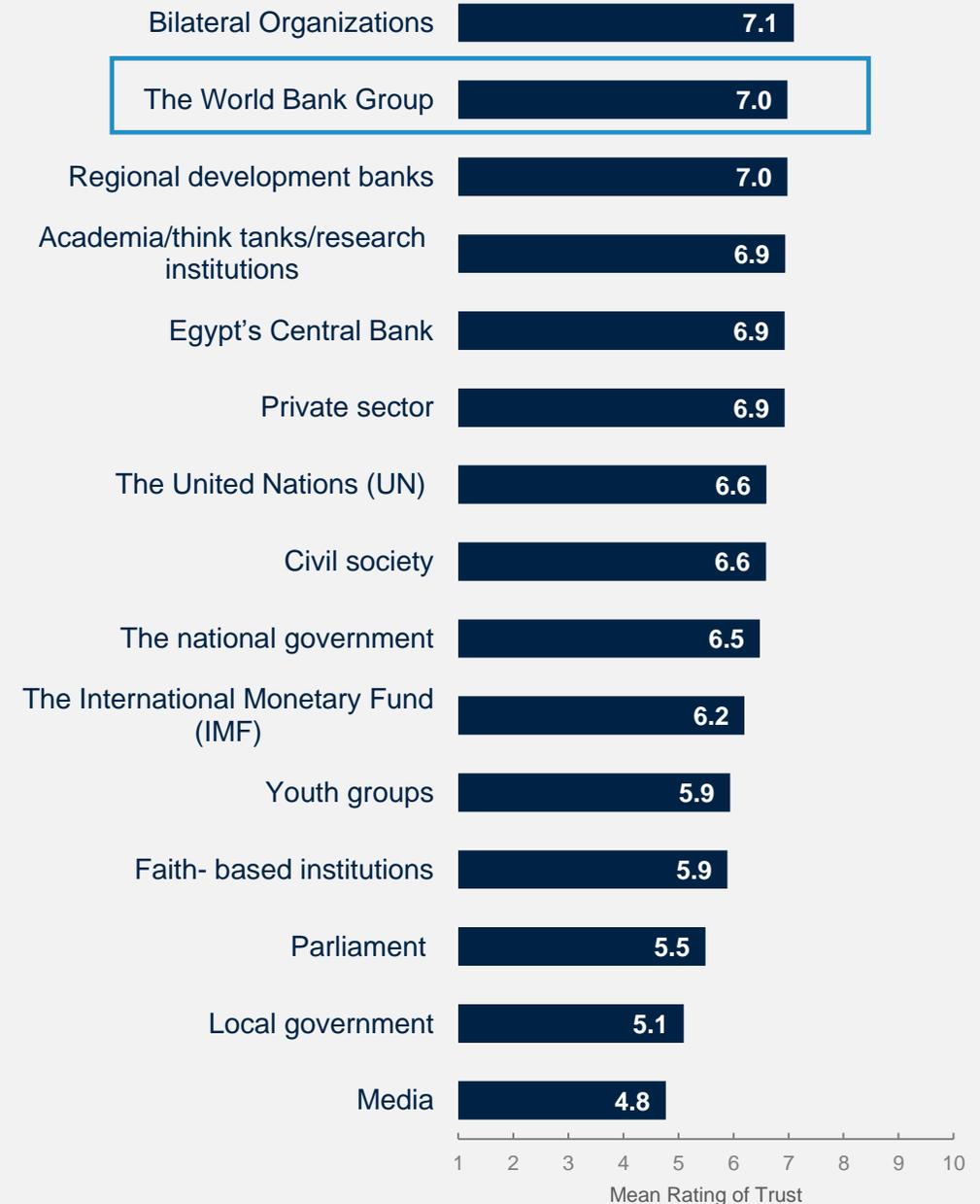
<sup>^</sup> The *Government Principals* group includes respondents from the *Office of the President, Office of the Prime Minister, and Office of a Minister*; *Government Institution* group includes respondents from *Government Institutions, Local Governments, and State-Owned Enterprises*.



# The World Bank Group is among the Most Trusted Institutions in Egypt

Respondents gave the highest trust ratings for **bilateral organizations, the WBG, and regional development banks**. At the same time, the Parliament, local government, and the media in Egypt received somewhat lower trust ratings among those institutions studied.

- **Government principals** reported the highest levels of trust in the WBG (mean = 8.2), while respondents from **civil society** gave significantly lower ratings of trust in the institution (mean = 5.0).



# *Overall Attitudes toward the World Bank Group*

*“Egypt could use the WBG analysis and reports on multiple topics more often to address issues such as food and water security, poverty, and unemployment issues and solutions. In addition, while there is a focus on sustainability, gender equality, climate change, and equipping the Egyptian workforce with 21<sup>st</sup>-century skills, there is a lack of solutions that pertain to the Egyptian outlook. The programs implemented seem to serve short-term objectives rather than long-term strategies that are translated to better performance on the different challenges facing Egypt.”*

(Government Institutions Respondent)



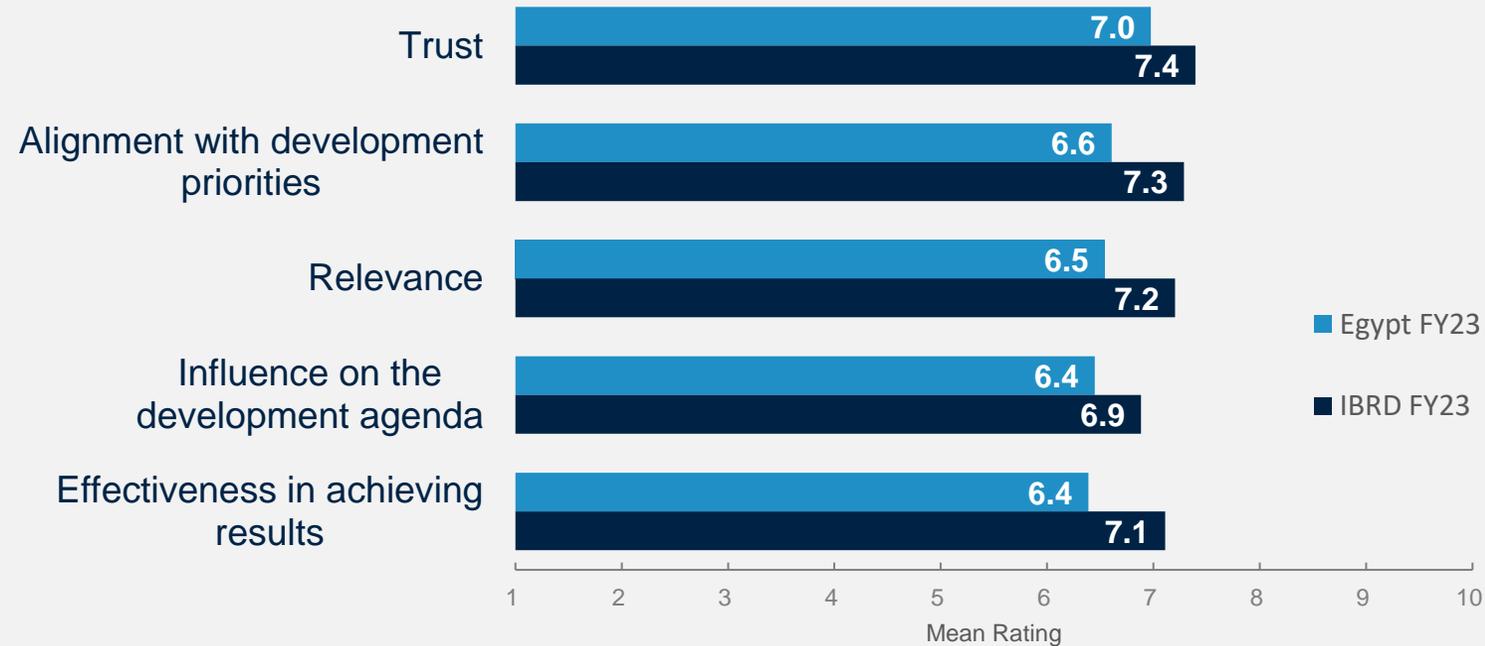
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*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Egypt? (N=73)*

# Key Performance Indicators

Along with **trust**, respondents reported the highest ratings for the WBG's **alignment with development priorities in Egypt** (mean=6.6). However, ratings in Egypt were significantly lower than in other IBRD countries surveyed in FY23\*.



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

\*FY23 IBRD countries included Armenia, Algeria, Albania, Azerbaijan, Jamaica, Montenegro, Malaysia, North Macedonia, Serbia, Mongolia, South Africa, Romania, and Turkey



# Government Stakeholders Have Significantly More Positive Perceptions of the WBG

When comparing ratings of key performance indicators among stakeholder groups, clear patterns emerge in their perceptions of the WBG and its work. **Government principals** and respondents from **government institutions** tended to have the most positive perceptions of the WBG and its work, followed closely by respondents from **bilateral and multilateral agencies**. In contrast, **civil society** respondents were significantly less positive and they also reported the lowest levels of familiarity with the WBG.



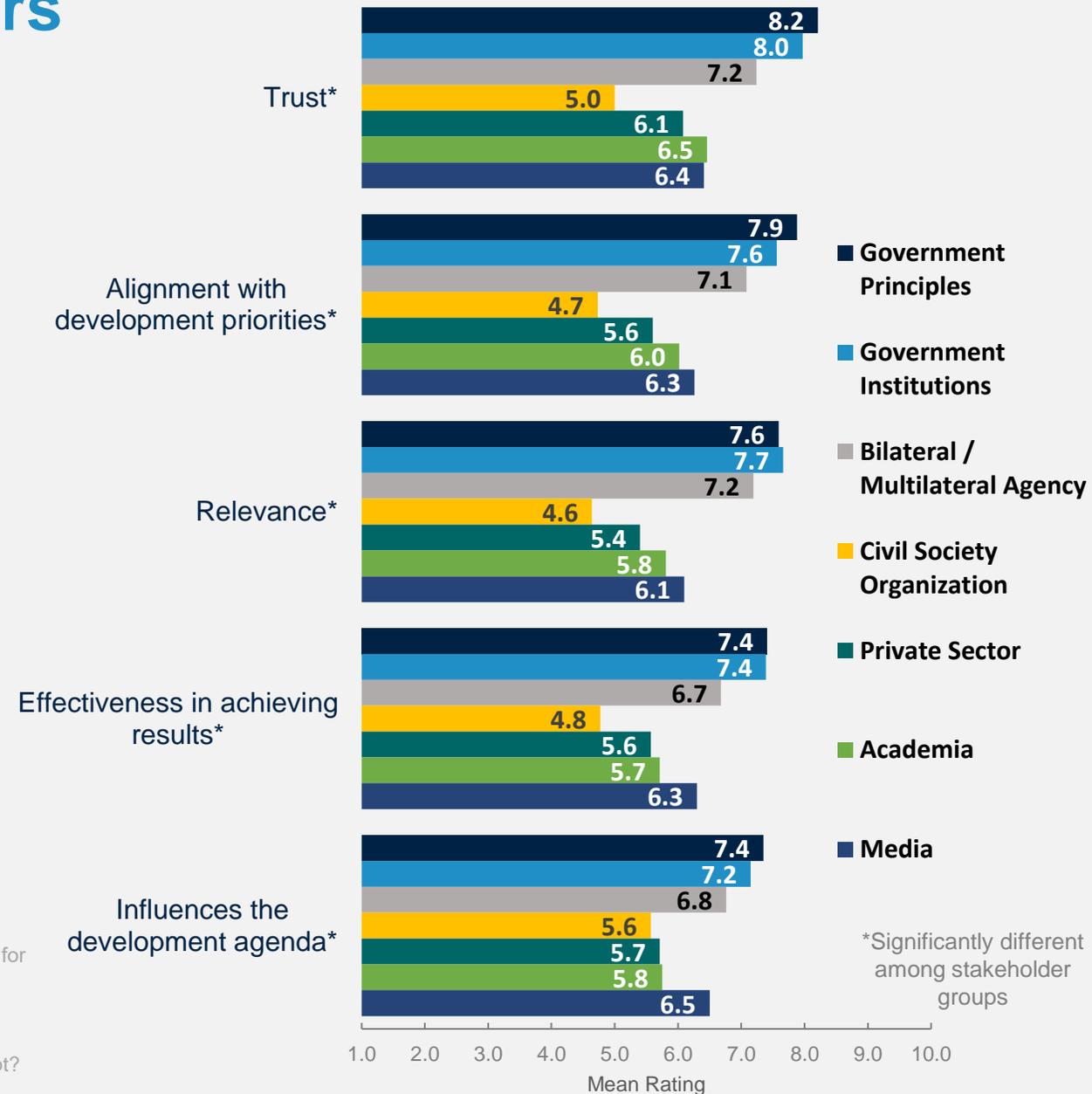
To what extent do you trust the WBG to do what is right?  
Scale: 1 To no degree at all – 10 To a very significant degree

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

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

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

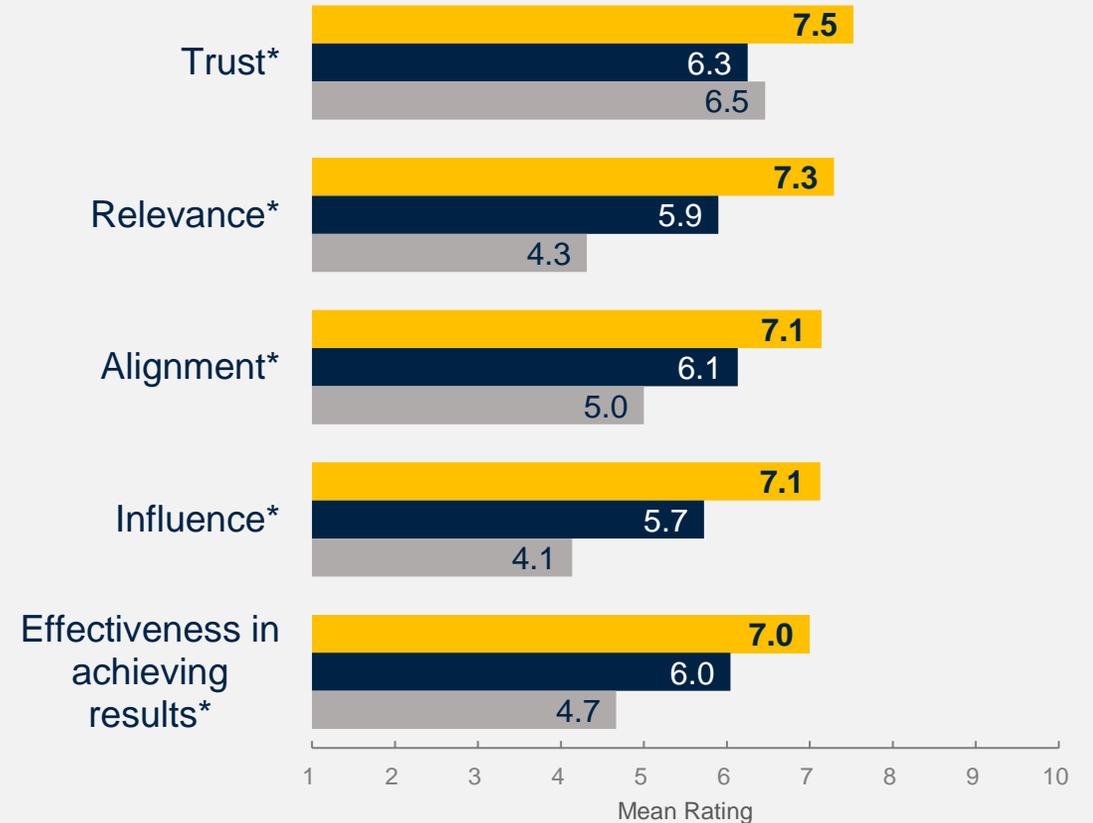
To what extent does the WBG influence the development agenda in Egypt?  
Scale: 1 To no degree at all – 10 To a very significant degree



# 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), we 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 increase positive perceptions.**



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

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

\*Significantly different between levels of familiarity



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

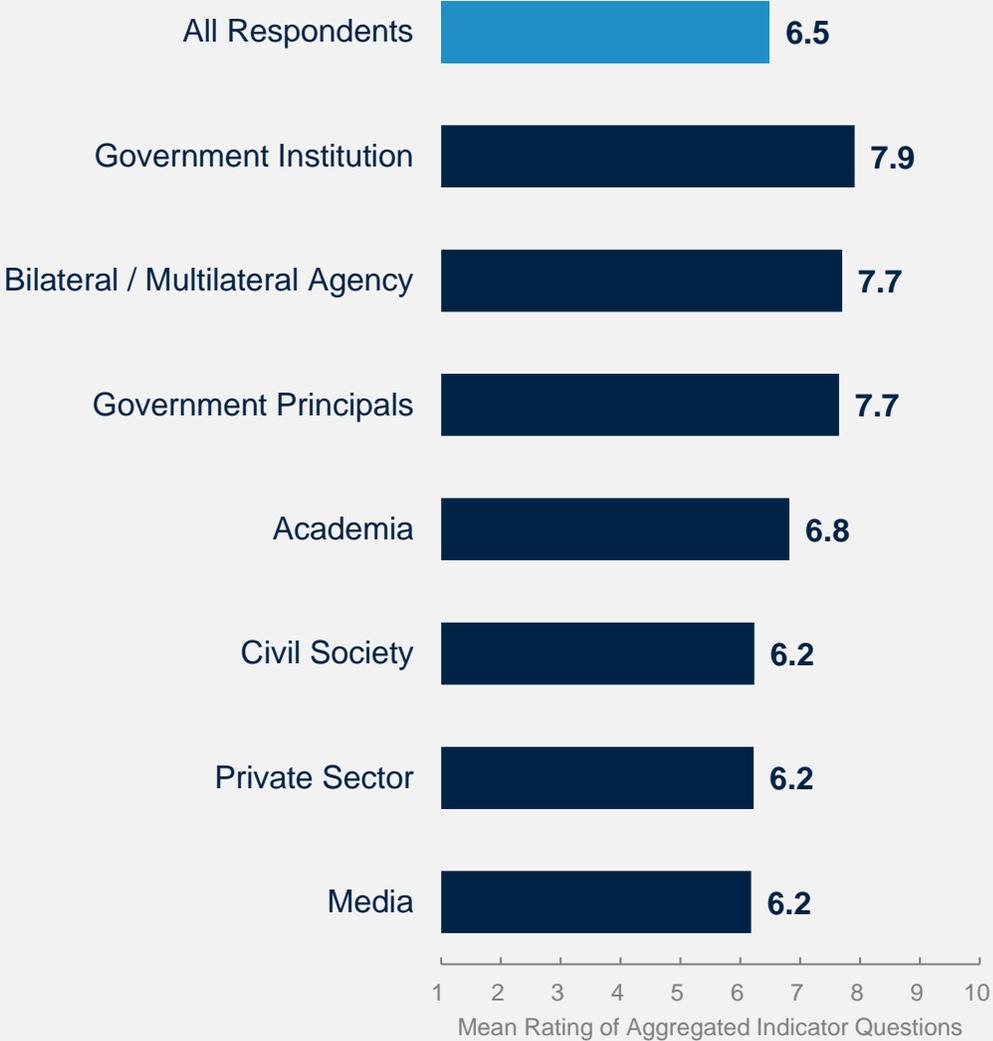


# Stakeholder Trends Across Performance Indicators

Respondents from **government institutions** and **bilateral / multilateral agencies** had the highest mean ratings across the aggregated responses to the seventeen COS indicator questions whereas respondents from **civil society**, the **private sector**, and **the media** had significantly lower ratings.

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

Mean rating:           **Collaborate with WBG = 7.2**  
                                   **Do not collaborate = 5.5**



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

*“Assisting the Egyptian government in determining priorities and building policies and strategies that aim to achieve real and sustainable economic growth that works to involve all segments and classes of society in achieving it in a way that positively improves the standard of living of the average citizen.”*

(Bilateral / Multilateral Respondent)



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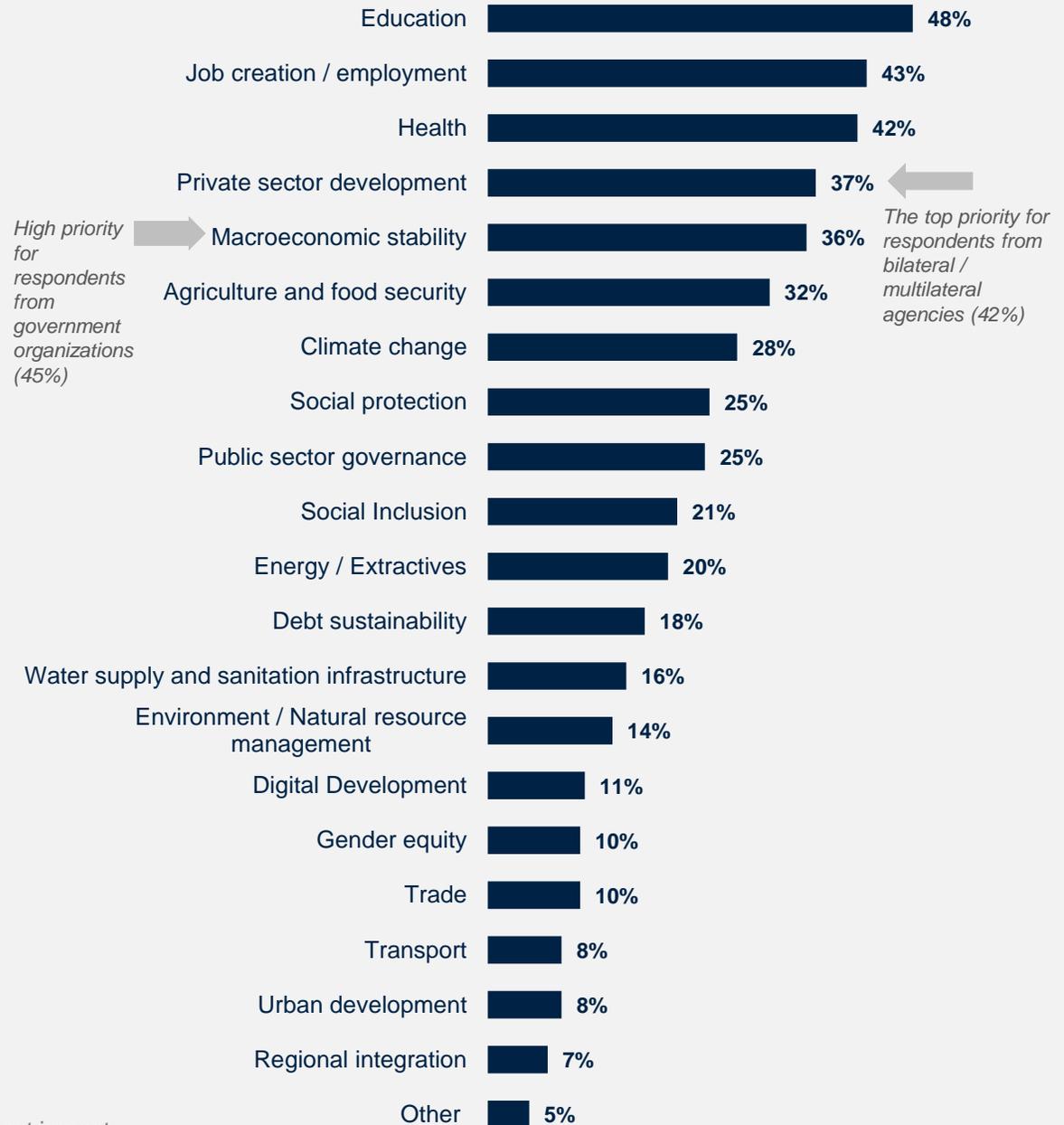


*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Egypt? (N=73)*

# Development Areas for WBG Focus

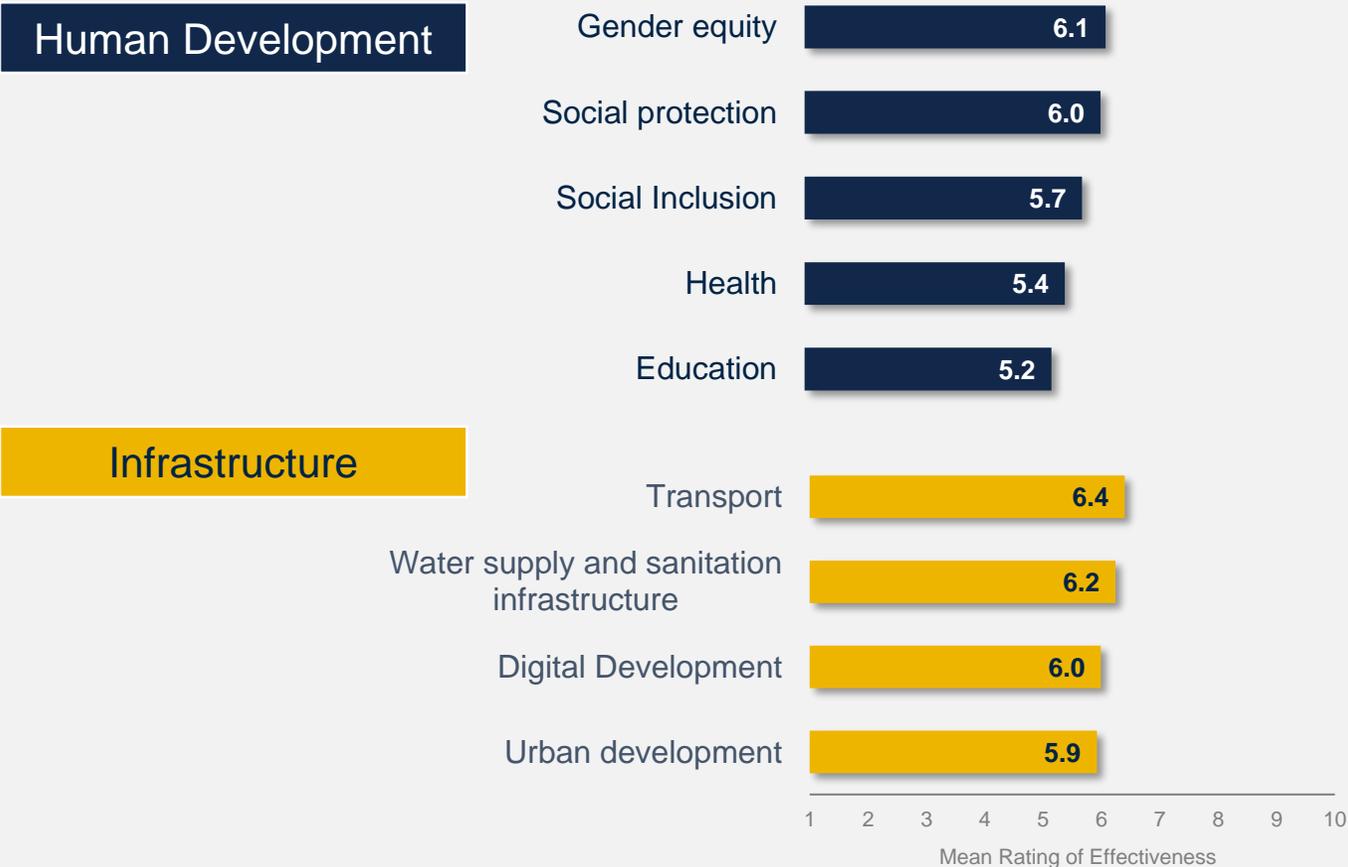
Education, job creation / employment, and health were identified as the top areas where stakeholders would like the WBG to focus its resources going forward.

- Stakeholder analysis:** Private sector development was the top priority for respondents from bilateral / multilateral agencies (42%). Climate change (40%) and macroeconomic stability (40%) were also among the high priorities for this group of stakeholders. Macroeconomic stability was an area of high priority for respondents from government organizations (45%).



# Effectiveness of WBG's Support in Sectoral Areas

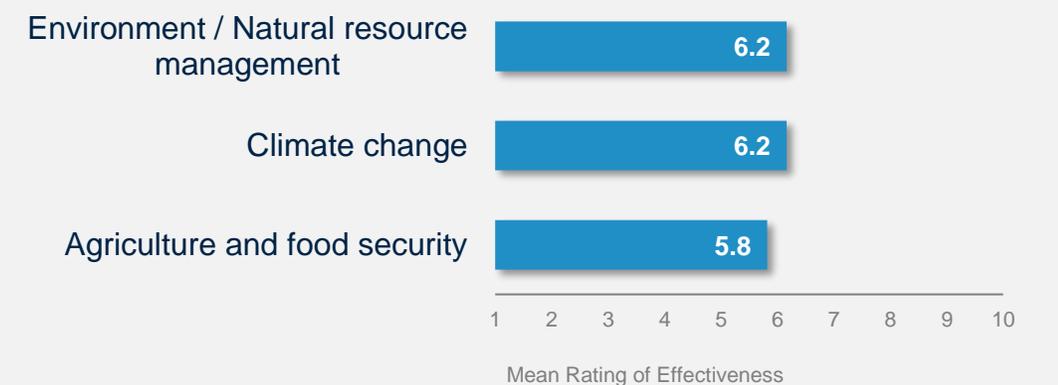
The WBG's work in **transport** received the highest ratings of effectiveness in Egypt. However, ratings for the WBG's work in several top-priority areas, for example, **education** and **health**, received somewhat lower ratings.



## Finance / Institutions / Economic Growth



## Environmental Sustainability



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

*“Be more responsive to the immense changes happening in Egypt and the world. Also, work on providing more holistic and multi-sectorial solutions to Egypt's complex problems.”*

(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 Egypt? (N=73)*

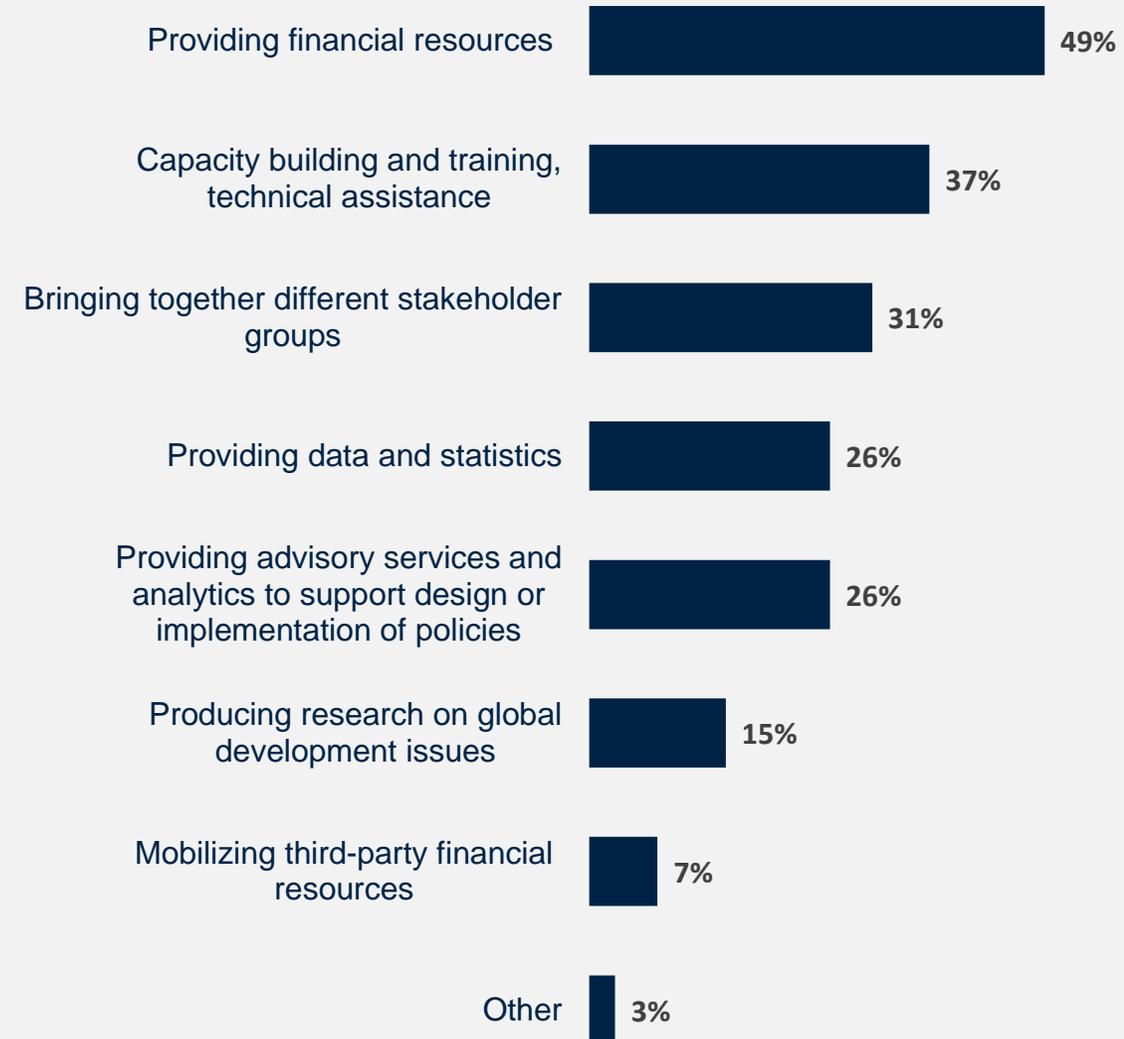
# Financial Resources are the Bank's Greatest Value

**Financial resources** were considered the WBG's greatest value by respondents, followed by capacity building, training, and technical assistance.

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

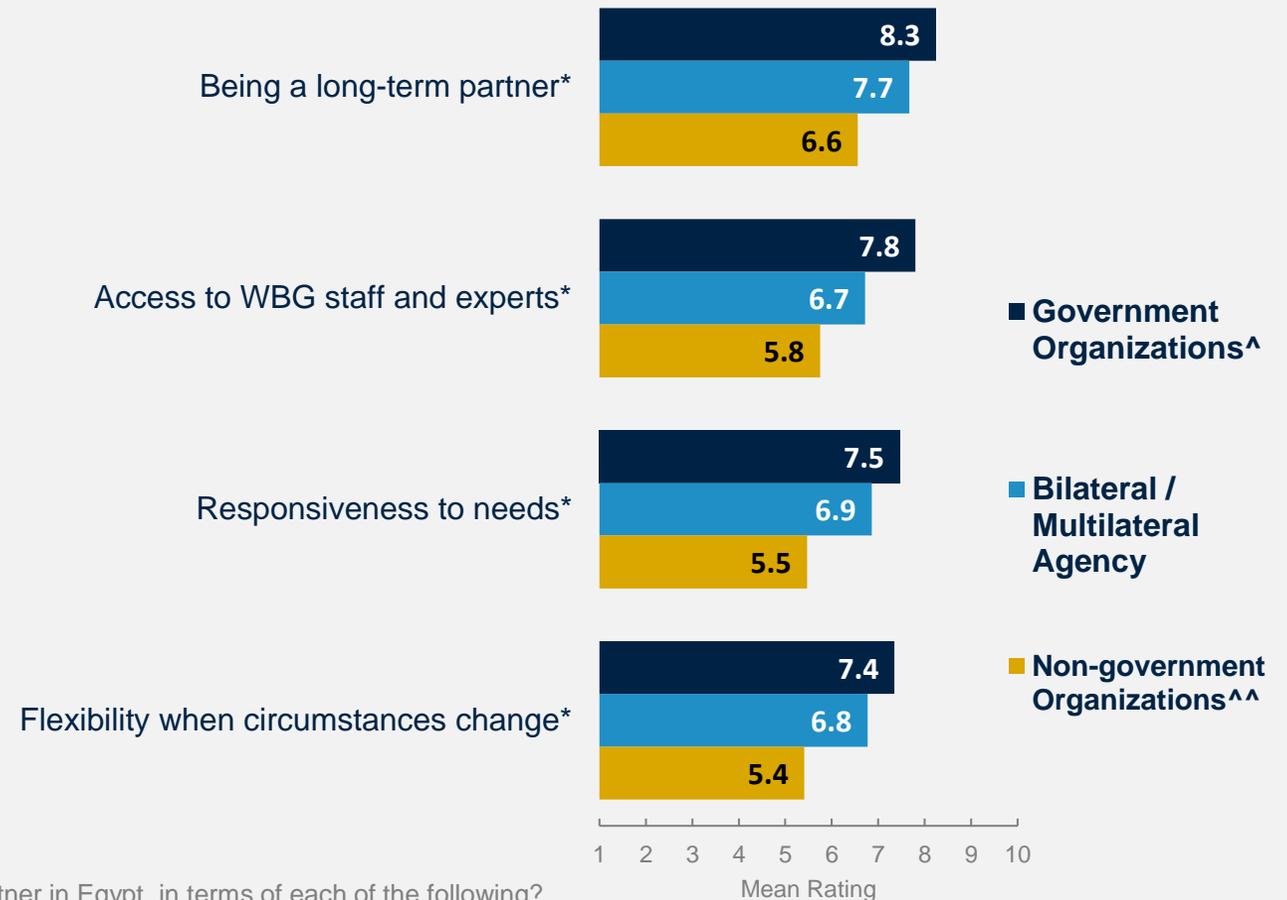
*"Increasing the financing packages provided to raise the status of the Egyptian economy and paying attention to actively engaging the private sector to increase its investments in the Egyptian economy through a sound governance framework that prevents the interference of stakeholders and influence in work mechanisms. While protecting the successful programs of the World Bank in the institutions it deals with from any changes in the senior management of those institutions."*

(Government Institutions Respondent)



# Perceptions of the WBG as Development Partner Varied Among Stakeholders Groups

In FY23, government respondents perceived the WBG as a significantly more **responsive**, **accessible**, and **flexible long-term partner** than respondents from non-government organizations.



To what extent is the WBG an effective development partner in Egypt, in terms of each of the following?

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

\*Significantly different among stakeholder groups

^ Government Organizations include respondents from the Office of the President, Prime Minister, Office of a minister, government institutions, local government offices, and state-owned enterprises

^^ Non-government Organizations include respondents from civil society organizations, the private sector, academia, and media



# WBG as a Development Partner: Collaborating with Various Groups

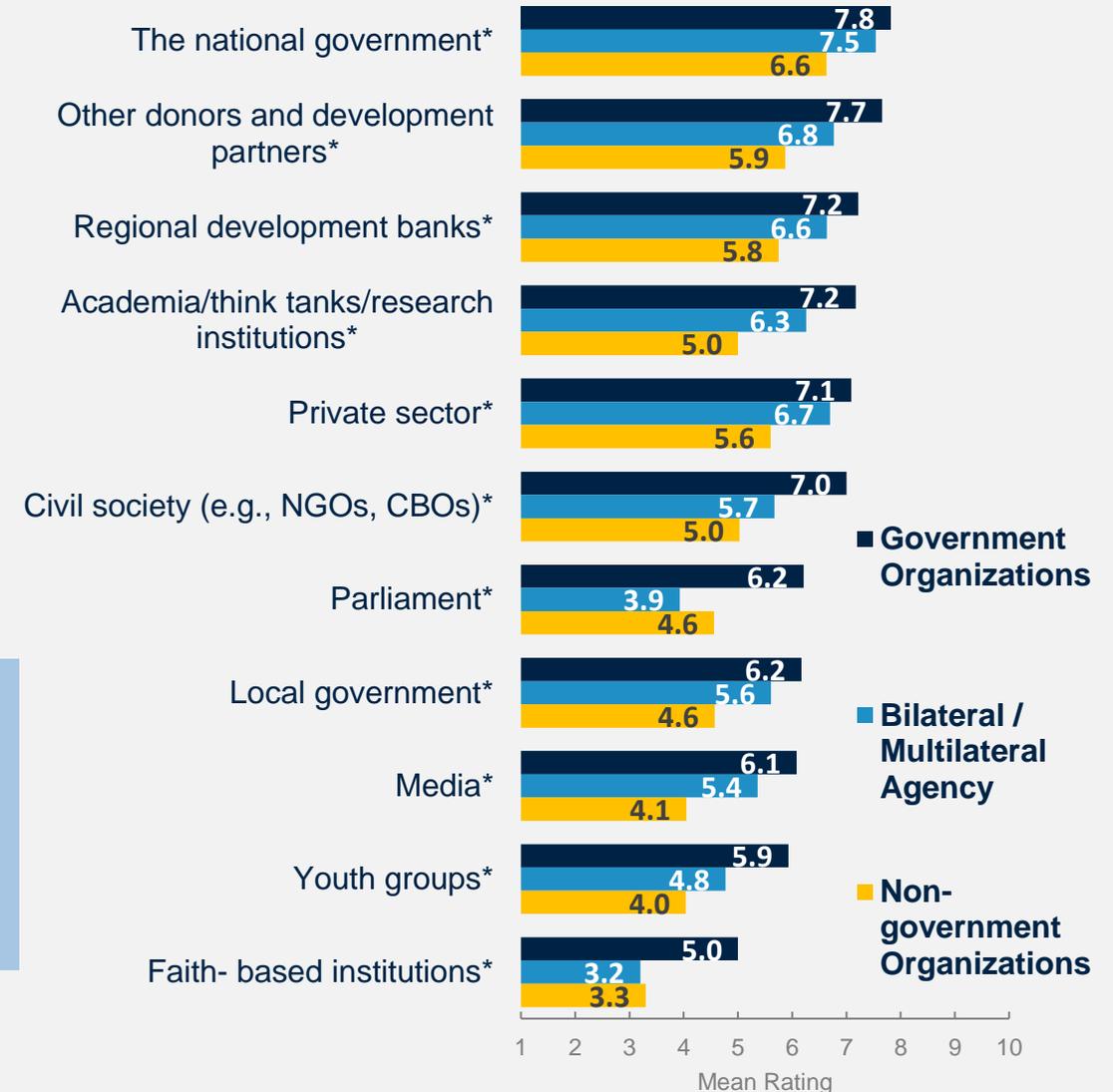
In FY23, the WBG received the highest mean ratings for its collaboration with **the national government** (mean = 7.2), followed by **other donors and development partners** (mean = 6.6) and **regional development banks** (mean = 6.3). WBG's collaboration with faith-based institutions received the lowest ratings from all stakeholder groups.

- Respondents from the government organizations gave the highest ratings for the WBG's collaboration with various stakeholder groups. As in other questions throughout the survey, respondents from non-government organizations gave significantly lower ratings for the Bank's collaboration across all groups.

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

*"Become more visible by doing more outreach activities with Academia, media, and NGOs so as to reduce the perceived negative image of the WBG in Egypt ever since the High Dam back in the late 1950s."*

(Academia Respondent)



To what extent is the WBG an effective development partner in Egypt, in terms of collaborating with the following groups? Scale: 1 To no degree at all – 10 To a very significant degree

\*Significantly different among stakeholder groups



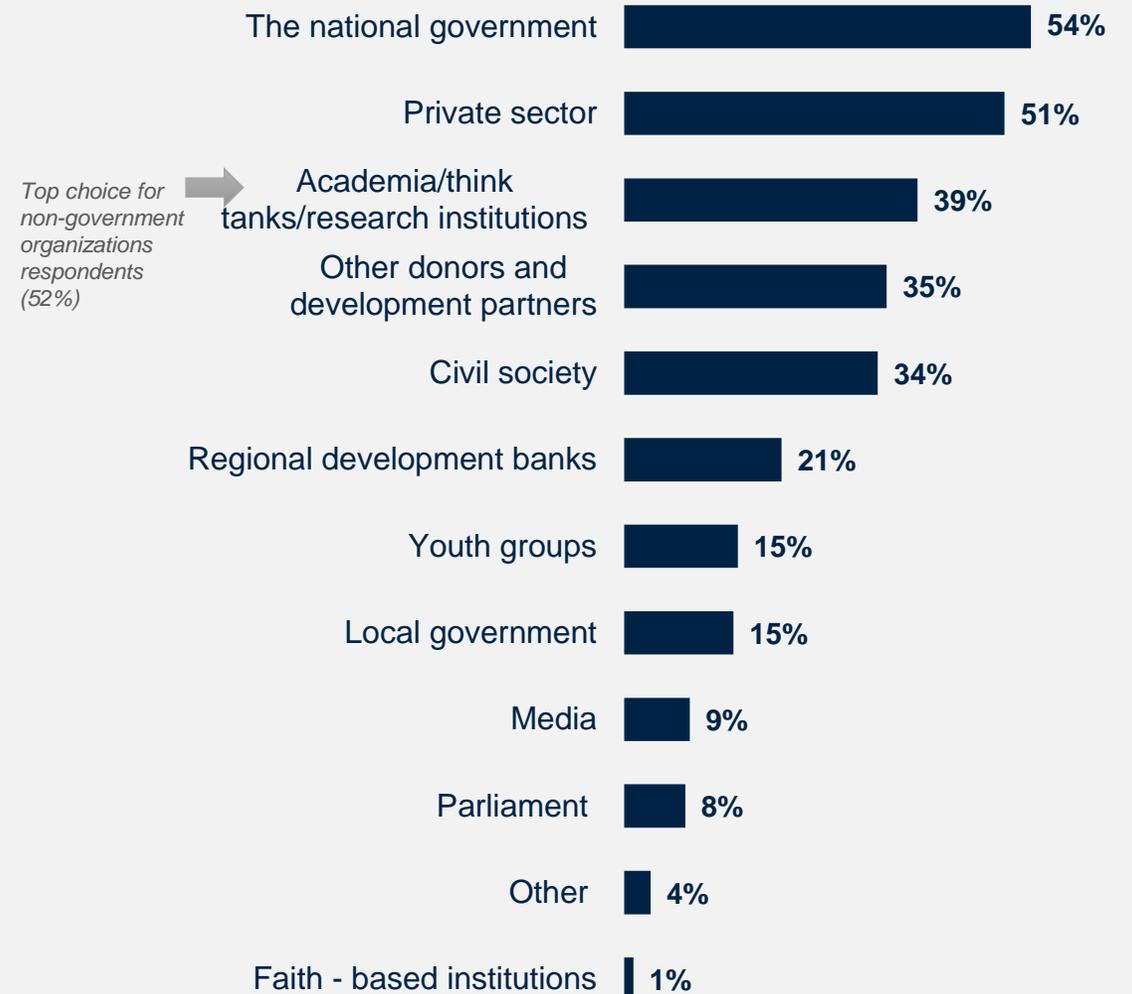
# Stakeholders want the Bank to Collaborate More with the National Governments and the Private Sector

More than half of all respondents in the survey indicated that the WBG should collaborate more with the **national government** and the **private sector**.

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

*“Increase communication with government officials to identify needs and ways to enhance cooperation.”*  
(Government Institutions Respondent)

*“Don't rely only on the government and the local authorities but also on regional organizations, the private sector, youth and women, etc.”*  
(Bilateral/Multilateral Agency Respondent)



Top choice for non-government organizations respondents (52%)



# *World Bank Group's Knowledge Work and Activities*

*“Organizing ongoing dialogues, listening to the country’s needs, and cooperating in the design and implementation of development programs and projects by bringing together the various stakeholders around one table, not just when the country strategy is working.”*

(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 Egypt? (N=73)*

# Respondents Believe the WBG Insists on Accountability Through its Lending

Respondents gave the highest ratings for the WBG **insisting on accountability through its lending** (mean = 7.1). Ratings for the WBG’s instruments **meeting the needs** of Egypt, for the **timeliness** of its financial support, and for the **competitiveness** of WBG’s financing were significantly different among stakeholder groups.

- Respondents from **bilateral / multilateral agencies** reported significantly higher rankings for the timeliness and competitiveness of the WBG’s financial support.

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

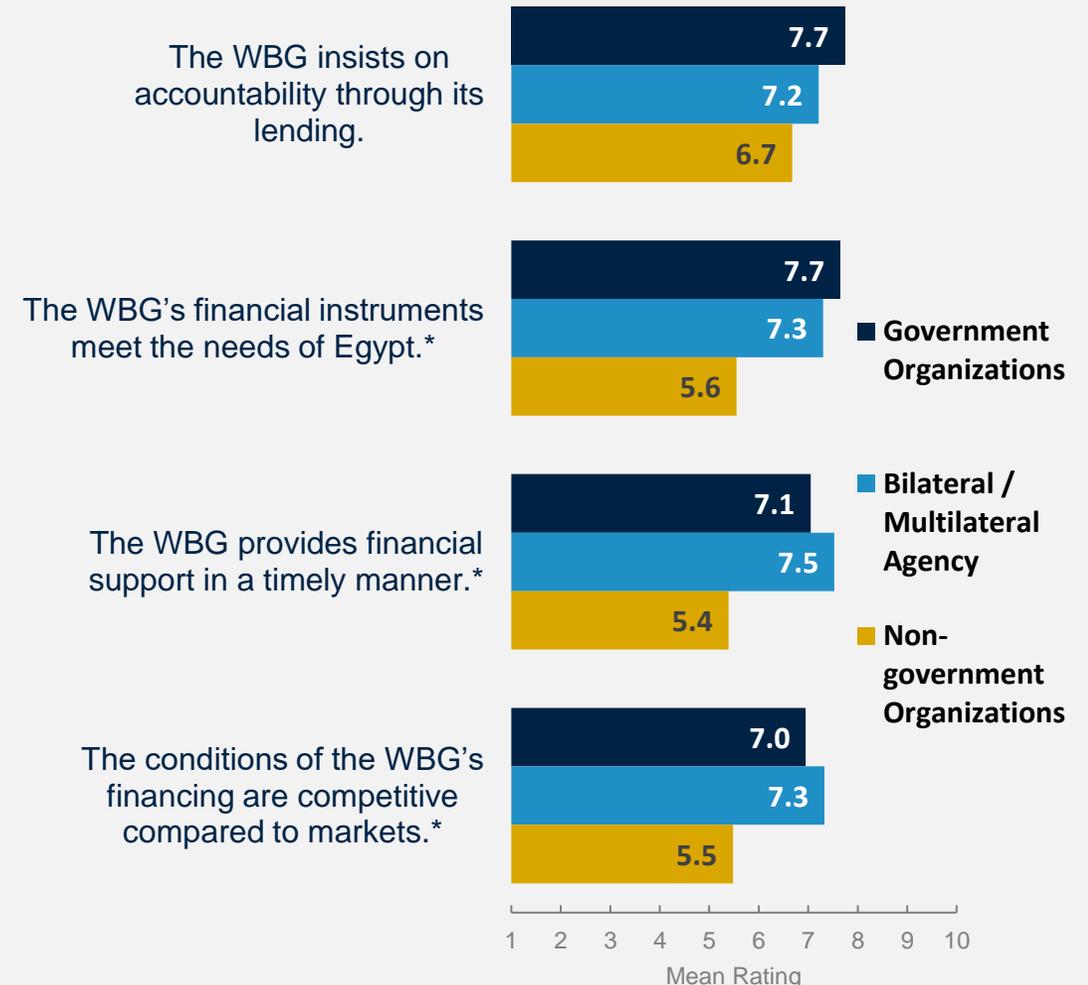
*“Policy advice and implementation versus the immediate disbursement of loans. That is, the WBG can provide conditional loans that would include private sector finance as a partner in every project, such as infrastructure.”*  
(Bilateral/Multilateral Agency Respondent)

*“Working to increase grants and investments in Egypt.”*  
(Academia Respondent)



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

\*Significantly different among stakeholder groups



# 6 in 10 Respondents Have Used the WBG's Knowledge Work

Approximately 6 in 10 of the respondents reported having used the WBG's advisory services and analytical work (knowledge work) in the past.

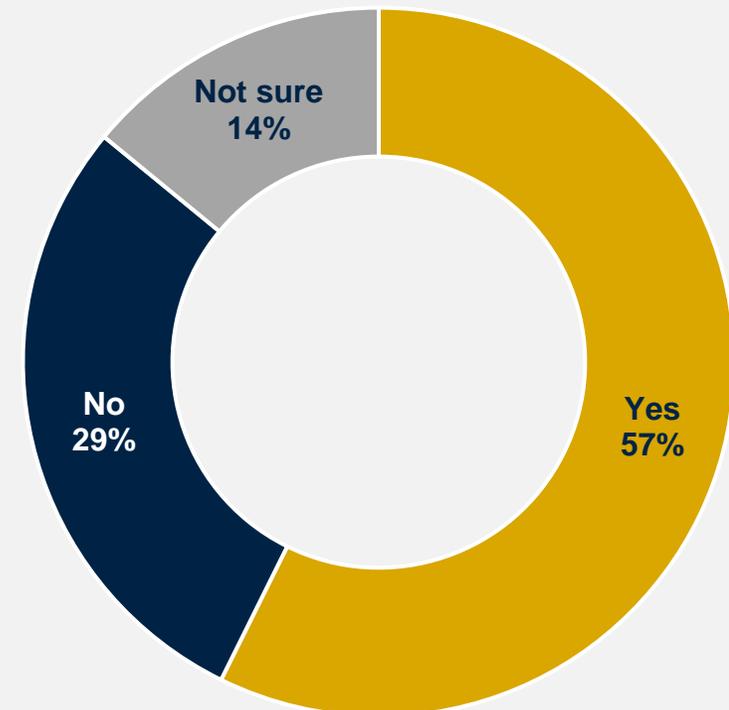
- Majority of respondents from government organizations have used the WBG's knowledge work (72%). Respondents from non-government organizations were the least likely to use WBG's knowledge work (48%).

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

*“Providing technical services and studies for economic sectors that determine development requirements and raise the performance efficiency of the sectors in terms of legislative and regulatory dimensions and determine the role of the government, regulatory mechanisms, requirements, and tools for improving the performance of the private sector.”*

(Private Sector Respondent)

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

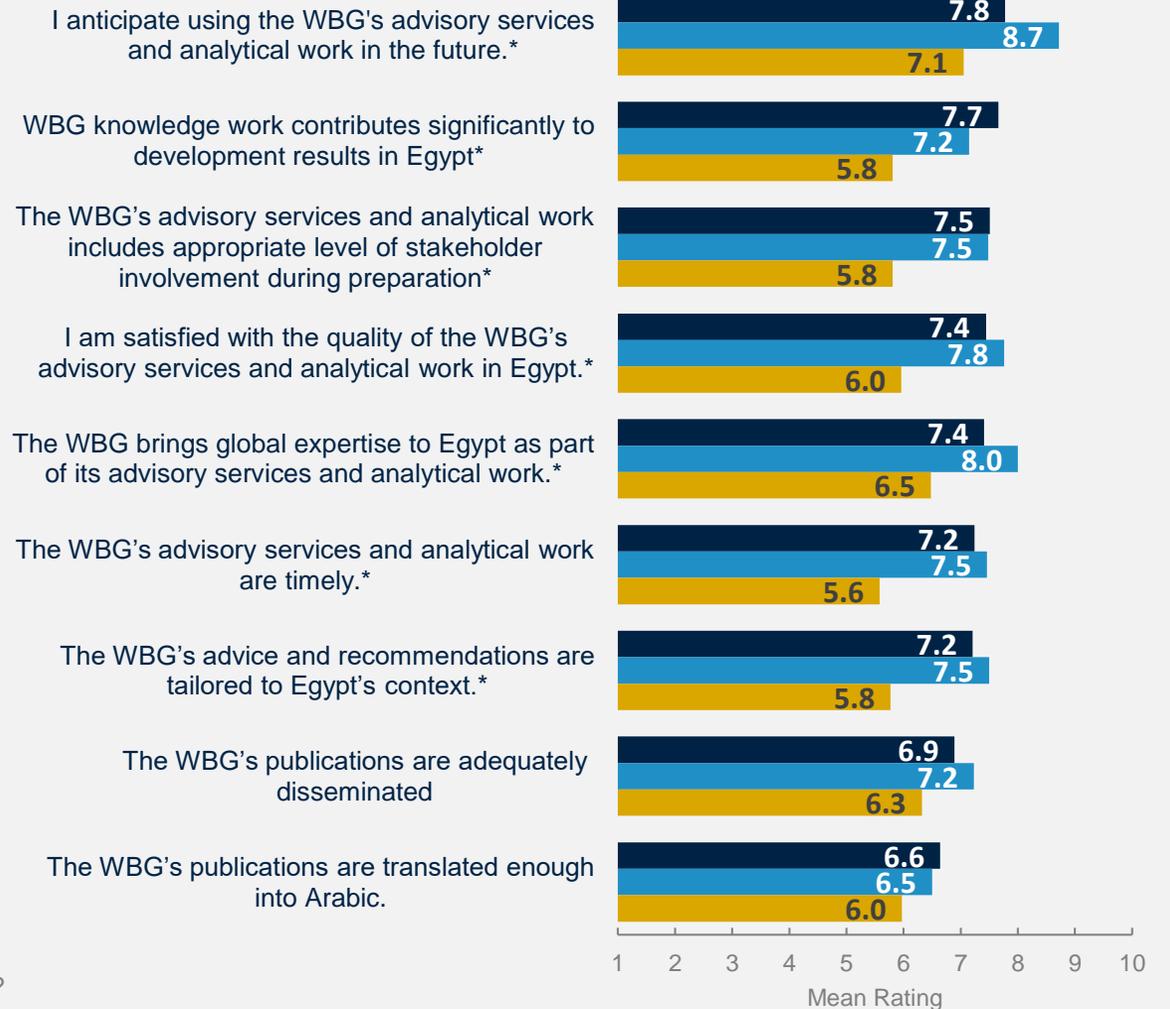


# Government and Bilateral / Multilateral Stakeholders Value WBG Knowledge Work, Anticipate Using it in the Future

In terms of the WBG's knowledge work, respondents had the highest levels of agreement that WBG's knowledge work **brings global expertise** to Egypt (mean=7.1) and that they **anticipate using it** in the future (mean = 7.6) The WBG received somewhat lower ratings for its publications being **translated enough** into Arabic (mean = 6.3).

Respondents from **bilateral / multilateral agencies** and stakeholders from **the government** gave the highest ratings across most aspects of the WBG knowledge, while non-government stakeholders were significantly more critical.

In addition, respondents who had used the WBG's knowledge work in the past had significantly higher levels of agreement across all of the aspects of the WBG's knowledge work compared to respondents who had not used it.



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 Egypt?  
 Scale: 1 Not significant at all – 10 Very significant

\*Significantly different among stakeholder groups



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

*“Reflect the needs of grassroots communities, tailor programs to address poverty not just increase countries' indebtedness, provide debt relief for climate and engineer debt swaps.”*

(Private Sector Respondent)



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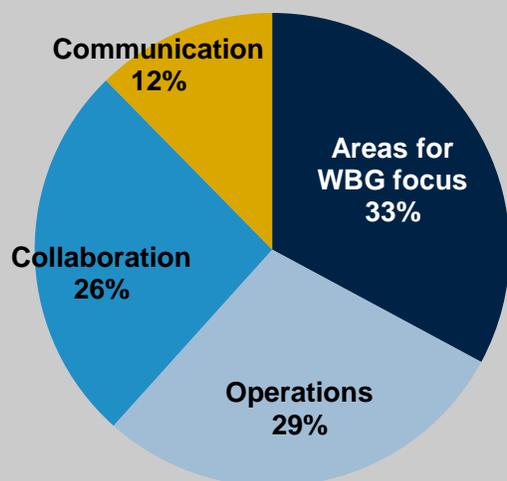


*In your opinion, what is the most important thing the World Bank Group could do to help increase its effectiveness in Egypt? (N=73)*

# What the WBG Could Do to Increase its Effectiveness in Egypt

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

Categories of responses



**Operations:** Respondents from various stakeholder groups emphasized the importance of **responsible financing** and **customized technical advice aligned with the local context**.

*“Providing more lending on concessional terms, providing technical advice on how to involve and encourage the private sector to work in cooperation with the government, and providing more research papers, feasibility studies, and project evaluations in more than one language.”*

(Government Institutions Respondent)

*“Providing appropriate financing for development projects in Egypt through long-term loans, while helping Egypt obtain grants for these projects.”*

(Media Respondent)

*“To increase its control over how loans are used and the extent to which they reach the target groups. To get to know the real needs of the Egyptian people.”*

(Academia Respondent)

*“Designing development programs at different levels that are truly concerned with society and priority groups through cooperation with specialized bodies such as research bodies, the academic community, activists in the fields of development, and consultants...”*

(Bilateral / Multilateral Agency Respondent)

*“To understand the social situation, not just the economic one. The bank should know that there is a fraud. For the stability of the country, it threatens the repayment of debts if the unfair conditions of the World Bank Group lead to chaos in the country or popular dissatisfaction. Caring for the safety and security of the country and the group’s goal should be stability in the country and respect for the independence of Egyptian decision-making.”*

(Civil Society Respondent)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Egypt? (Please be specific) (N=73)

\* Only those respondents who completed the questionnaire online were asked to provide their responses to this question.

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

**Focus:** Respondents mentioned **private sector development** and **public sector governance** among other key focus areas for the WBG to help increase its effectiveness in Egypt, along with **capacity building** and **debt sustainability**.

*“Helping Egypt get out of its economic crises and not burdening it with more debt, but rather focusing on thriving production through the private sector and broader and real participation of different segments of society in development.”*

(Private Sector Respondent)

*“Capacity building of local government and authorities.”*

(Academia Respondent)

*“Developing its methodology around its concept of debt sustainability and its impact on development.”*

(Media Respondent)

*“Emphasizing the need to encourage the state to adopt a good governance system (transparency, accountability, community participation, eliminating corruption)”*

(Civil Society Respondent)

*“Capacity building in various fields, appointing advisory services, increasing financing for private sector projects with few incentives.”*

(Government Institutions Respondent)

**Collaboration:** Respondents mainly focused on the need for **expanding partnerships** with stakeholder groups outside of the government to ensure inclusivity and a better understanding of the country’s context and needs.

*“Increase cooperation with the private sector and increase advisory services and technical support to the government”*

(Private Sector Respondent)

*“Engage civil society, and start-ups, hold the government more accountable, and refrain from its exclusive collaboration with the government.”*

(Civil Society Respondent)

*“Go for further cooperation with the private sector as well as the international and regional organizations.”*

(Bilateral/Multilateral Respondent)

**Communication:** Respondents would like WBG to enhance **access** to its knowledge work, particularly in Arabic, and to increase **transparency** regarding its projects.

*“...providing more research papers, feasibility studies, and project evaluations in more than one language.”*

(Government Institutions Respondent)

*“Increase knowledge of its programs”*

(Academia Respondent)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Egypt? (Please be specific) (N=73)

# *Communication and Outreach*

*“Transparently announcing the results of project financing efforts in meetings held within and outside Egypt to reveal the outcome of the bank’s negotiations with the government.”*

(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 Egypt? (N=73)*

# Research Papers / Official Statistics and Newspapers were the Most Common Information Sources

Respondents reported relying most on **research papers / official statistics** and **newspapers** to get information about economic and social development issues in Egypt.

## Top 2 Information Sources

	All Respondents	Government Organizations	Bilateral / Multilateral Agency	Non-government Organizations
Research papers / Official statistics	80%	80%	79%	81%
Newspapers (Print or online)	50%	53%	62%	45%
e-Newsletters	38%	36%	41%	38%
Social media	36%	36%	38%	35%
Television (TV)	19%	20%	12%	21%
Blogs	12%	7%	18%	14%
Other	10%	9%	9%	9%
Radio	4%	5%	3%	3%
Podcasts	4%	4%	0%	5%

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

*“Providing data is essential to resolving many issues.”*  
(Bilateral / Multilateral Agency Respondent)

*“Strengthening and supporting digital development and the utilization of quality data throughout various studies and research activities.”*  
(Government Institutions Respondent)



How do you get most of your information about economic and social development issues in Egypt? (Choose no more than 3) (Percentage of Respondents, N=171)

# Events and the WBG Website Were the Most Preferred WBG Information Channels

Respondents reported using a variety of sources to obtain information from the WBG, but most preferred **WBG events** and the **WBG website**. Government and bilateral / multilateral stakeholders mostly preferred **direct contact** with the WBG staff.

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

*“The World Bank Group does not organize events in Cairo. I do not know other than the newsletter it sends to us by mail or its website. I do not know which organizations it works with and the criteria for selecting the organizations it works with.”*

(Civil Society Respondent)

	Preferred WBG Channels			
	All Respondents	Government Organizations	Bilateral / Multilateral Agency	Non-government Organizations
Event/conference/seminar/workshop (in person or online)	57%	55%	65%	57%
WBG Website	47%	47%	38%	52%
Direct contact with staff (e.g., in person, virtually, phone, email)*	44%	55%	65%	27%
e-Newsletters	43%	43%	35%	48%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	22%	26%	18%	21%
Social media (e.g., Facebook, Twitter)	20%	15%	21%	24%
Interviews and press conferences	20%	21%	15%	21%
Blogs	10%	9%	3%	13%
Podcasts	8%	6%	6%	12%
Other	2%	0%	3%	0%



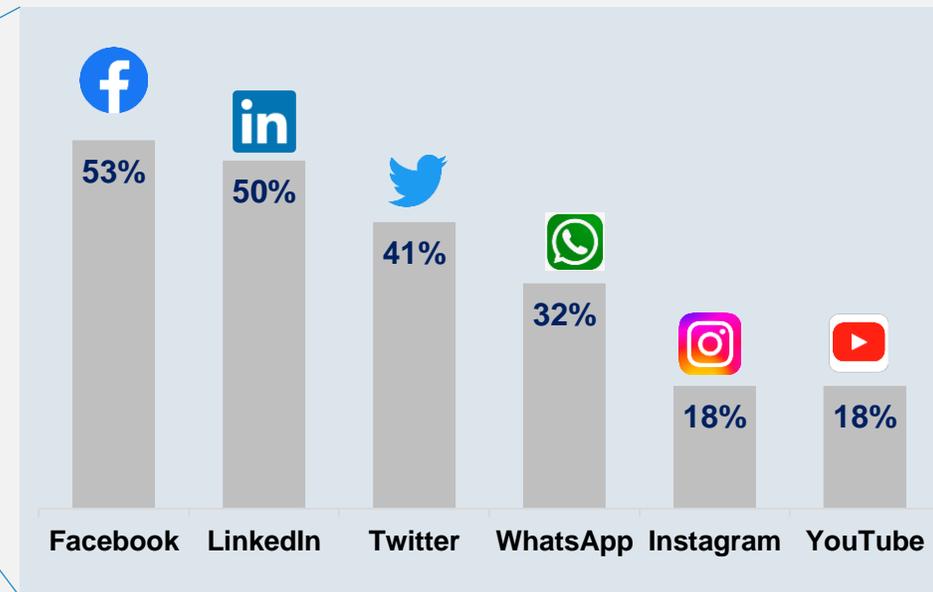
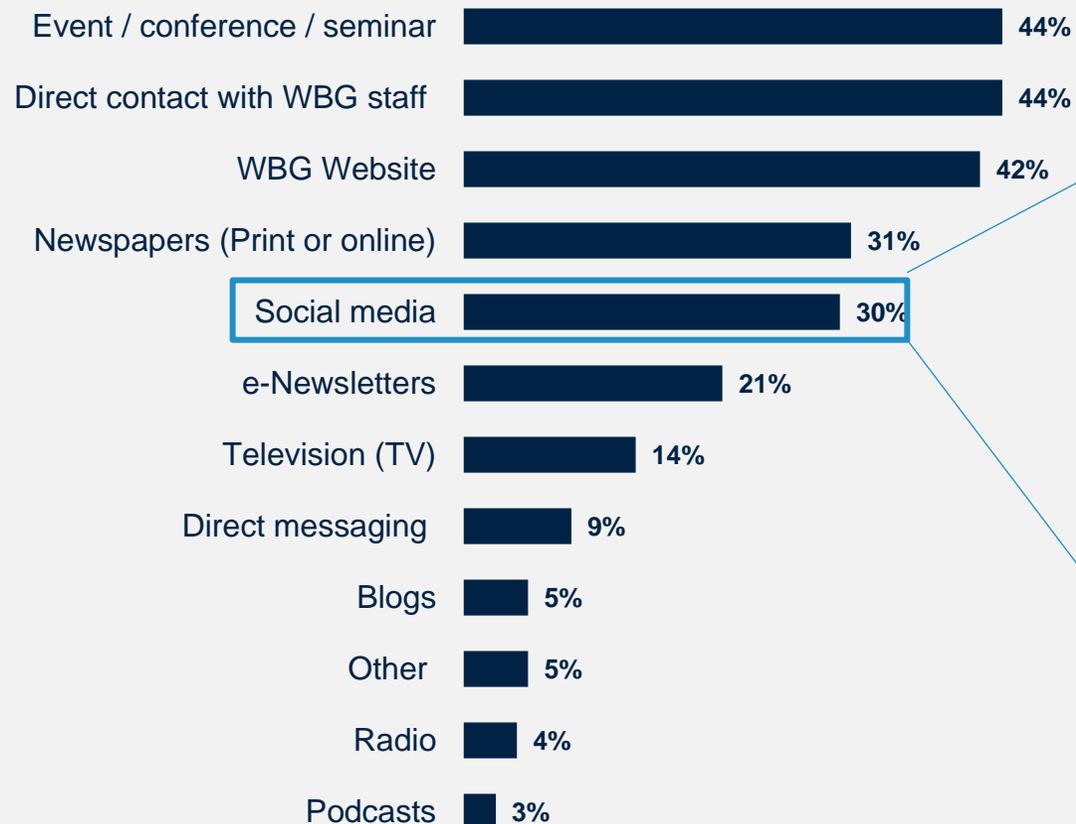
How would you prefer to obtain information about the World Bank Group and its work? (Choose no more than 3) (Percentage of Respondents, N=166)

\*Significantly different among stakeholder groups

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

**68%** of respondents recalled hearing or seeing something about the WBG in the last 30 days. Respondents who collaborated with the WBG were significantly more likely to recall something (80%) compared to respondents who did not collaborate with the WBG (51%).

Respondents reported seeing that information most often at the WBG **events**, through **direct contact** with the WBG staff, and on the **WBG website**. Among respondents who selected “Social media”, about half reported seeing something on **Facebook** and/or **LinkedIn**.



Do you recall seeing or hearing anything about the WBG in the last 30 days? (N=170)

Where do you recall seeing or hearing this information? (Check all that apply) (Percentage of Respondents, N= 115)

What social media platforms do you recall seeing this information on? (Check all that apply) (Percentage of Respondents, N=34)

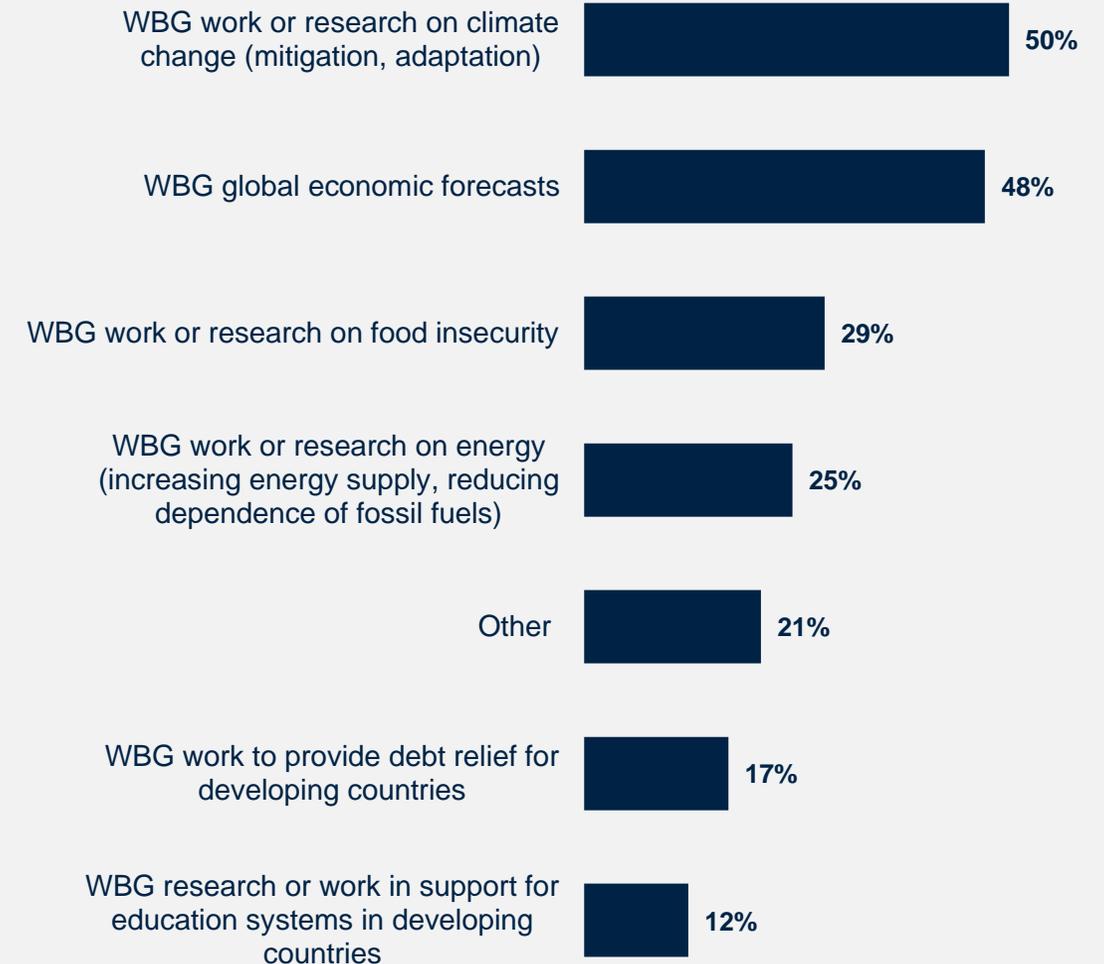
# WBG Work on Climate Change and Global Economic Forecasts were Most Commonly Recalled Topics

Half of the respondents recalled WBG work or research on **climate change**, followed closely by the **WBG global economic forecasts**.

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

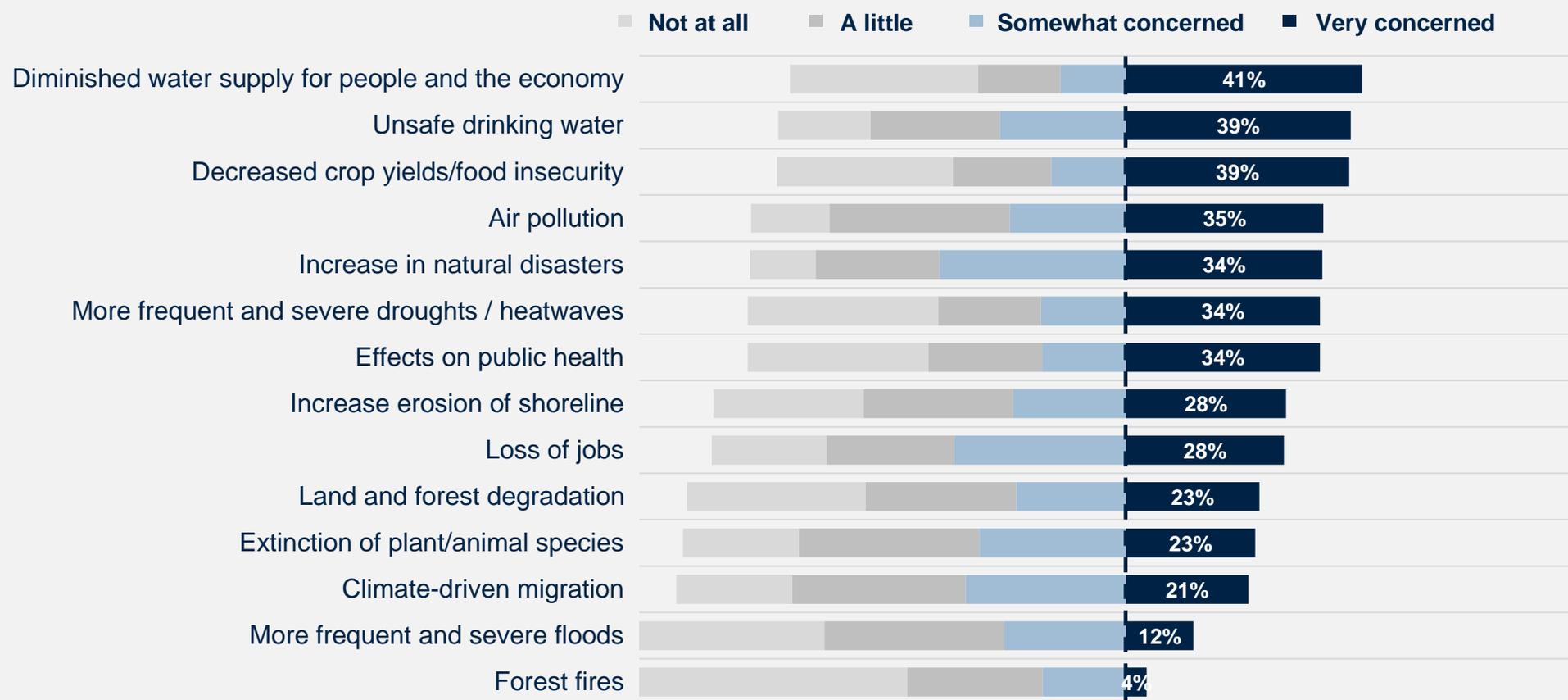
*“Supporting quality education, building abilities. Creating job opportunities for women and youth. Infrastructure. Support competitive advantages. Adding value to agricultural products and paying attention to agricultural industrialization”*

(Government Institutions Respondent)



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

4 in 10 respondents were very concerned about the **diminished water supply for people and the economy** when it comes to the potential impacts of climate change in Egypt. **Unsafe drinking water** as well as **decreased crop yields / food insecurity** were also of concern to respondents. These key areas of concern should be taken into consideration to make communications about climate change more impactful in Egypt.



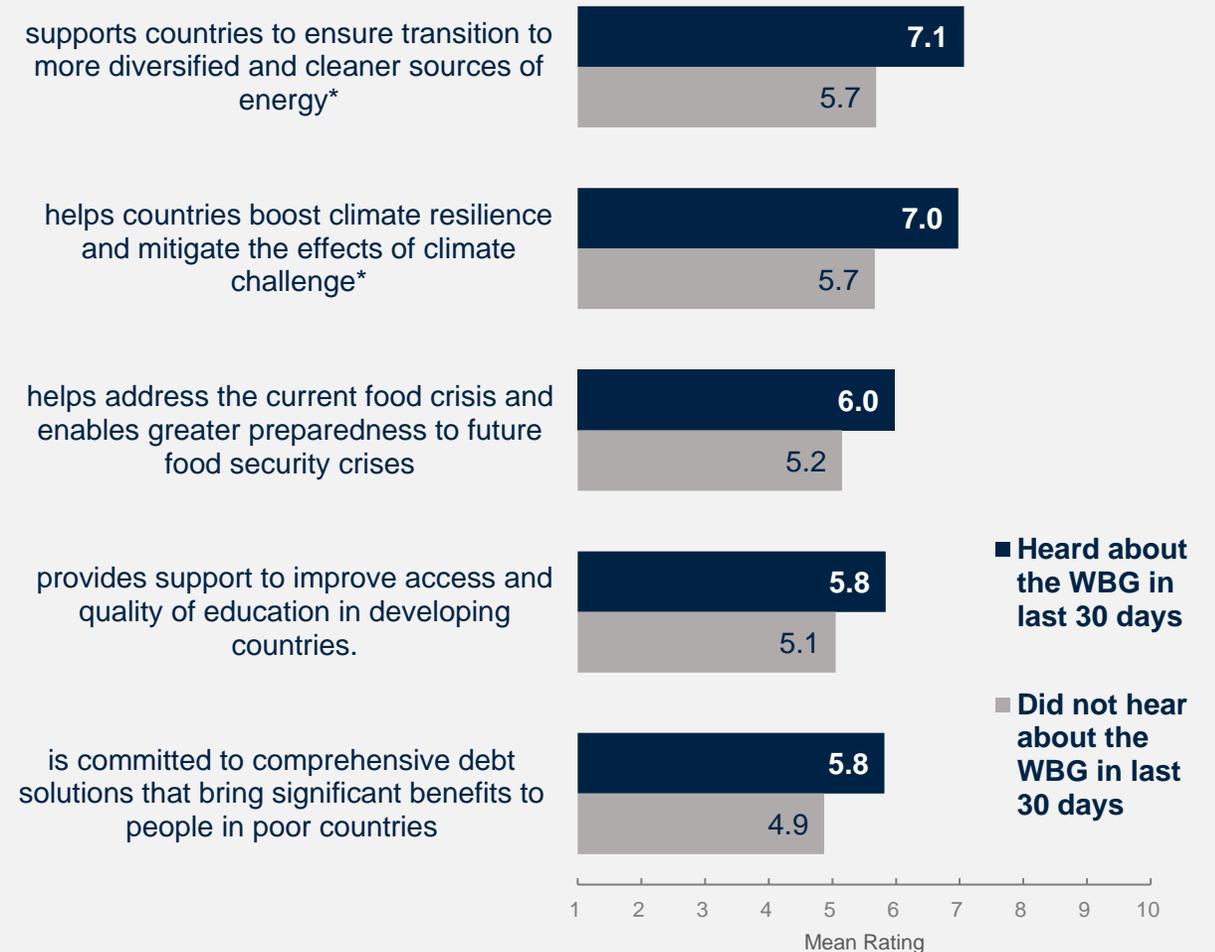
# Message Recall is Associated with More Positive Perceptions of the WBG

Respondents who recalled seeing or hearing something about the WBG in the last 30 days **gave higher ratings on all key messages** regarding the WBG’s work, significantly so for the messages about the WBG’s support for the **transition to more diversified and cleaner sources of energy** and **climate resilience and mitigation**.

In addition, respondents who recalled WBG-related messages gave significantly higher ratings of **trust** in the WBG (mean=7.4), of the WBG’s **effectiveness in achieving results** (mean=6.9), **relevance** (mean=7.0), its **alignment with the country’s priorities** (mean=7.1), and **influence on the development agenda** (mean=6.7) compared to those respondents who reported not hearing or seeing anything about the WBG recently (means=6.4, 5.7, 5.9, 5.6 and 5.8, 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...

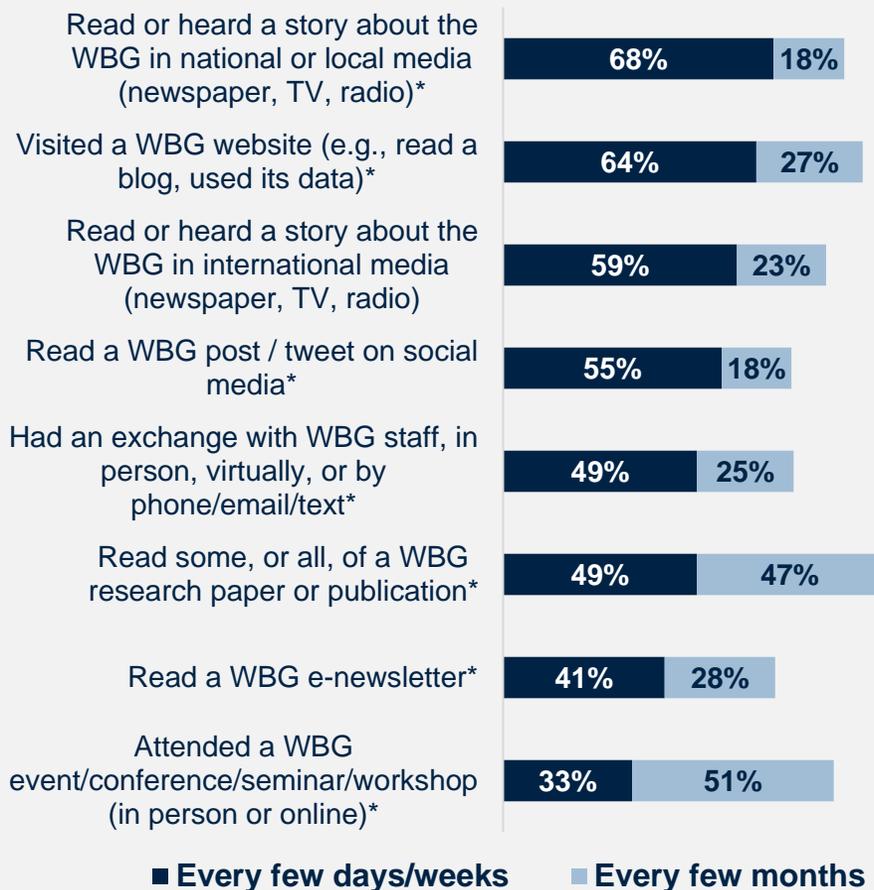


Do you recall seeing or hearing anything about the WBG in the last 30 days? (N=170)  
 To what extent do you agree with the following statements: Scale: 1 To no degree at all – 10 To a very significant degree  
 \*Significantly different between recall yes/no

# 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

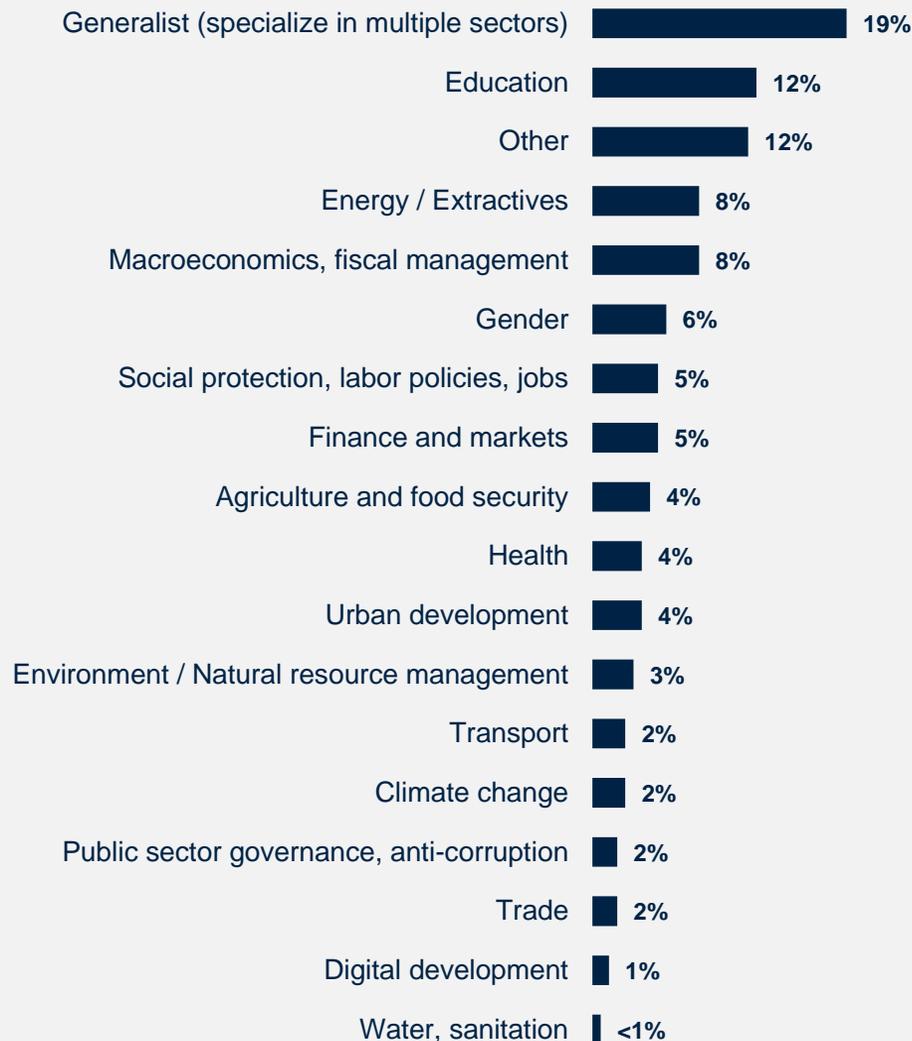


# ***Sample Demographics and Detailed Methodology***

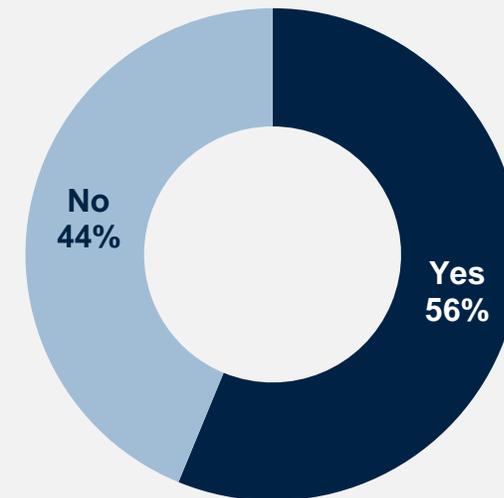


# Sample Demographics

Which of the following is the primary specialization of your work? (N=162)



Currently, do you professionally collaborate/ work with the WBG in your country? (N=201)



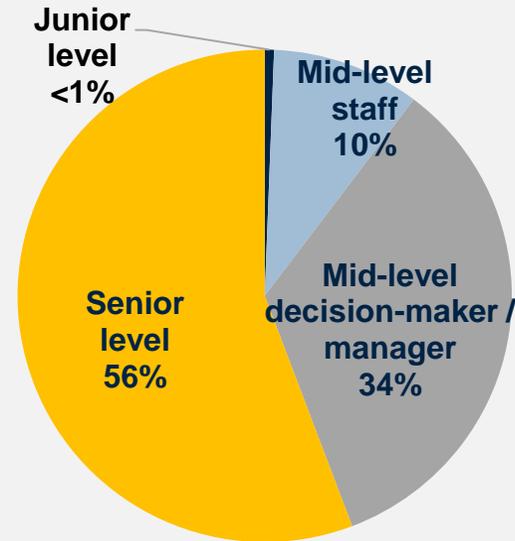
*Respondents from government organizations were significantly more likely to indicate that they collaborate with the WBG (81%) compared to respondents from other stakeholder groups.*

Which of the following agencies of the WBG do you primarily collaborate/work with in Egypt? (N=109)

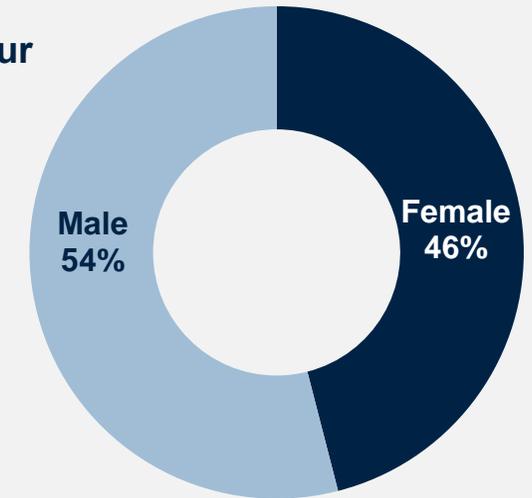


# Sample Demographics

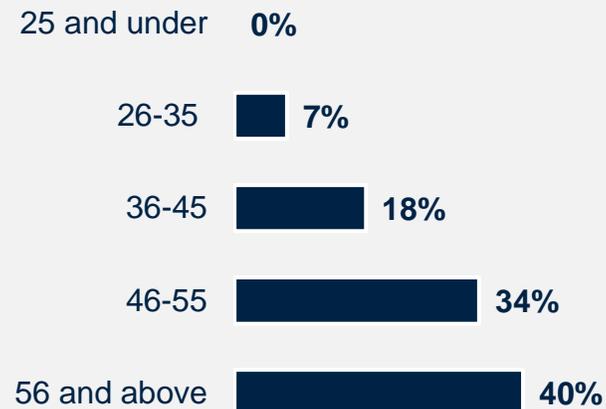
Within your organization, would you describe yourself as... ?  
(N=165)



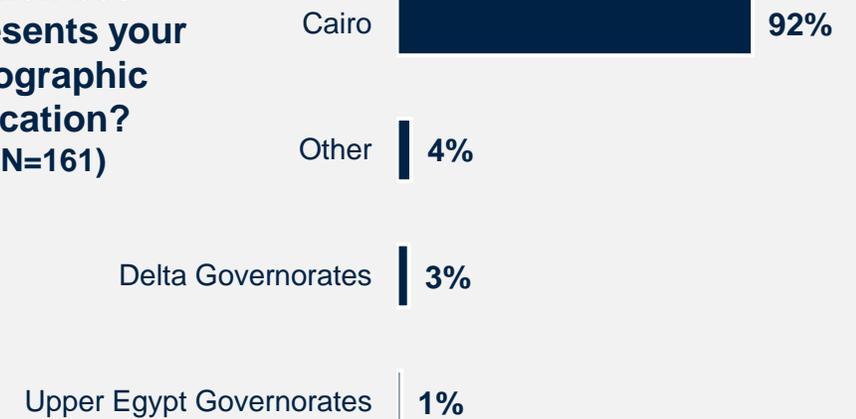
What's your gender?  
(N=163)



What's your age?  
(N=164)



Which best represents your geographic location?  
(N=161)



# Detailed Methodology

A total of 936 stakeholders in Egypt were invited to provide their opinions on the WBG’s work by participating in a Country Opinion Survey from **May 2023 to August 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, the Office of a Minister, the Office of a Parliamentarian, government institutions, local governments, bilateral / multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **203 participated in the survey (22% response rate)**. Respondents received a questionnaire via a courier and returned it to the local fielding agency, or they completed the questionnaires online.

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 “Egypt COS FY23 Appendices with data breakdowns.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Percentage of Respondents	FY 2023
<b>Government Principals:</b> Office of the President, Prime Minister, Minister, Office of a Parliamentarian	9%
<b>Government Institutions:</b> Employee of a Ministry, Ministerial Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	21%
<b>Local Government</b>	<1%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	20%
<b>Civil Society:</b> NGOs, Community-Based Organization, Private Foundation, Professional / Trade Association, Faith-Based Group, Youth Group	9%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	8%
<b>Academia/Research Institute/Think Tank</b>	22%
<b>Media</b>	10%
<b>Other</b>	1%
<b>Total Number of Respondents</b>	<b>202</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.

**A1\_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

**A2.** How effective has the World Bank Group been in achieving development results in Egypt? 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 Egypt? Scale: 1 Strongly disagree – 10 Strongly agree

**A3.** The World Bank Group currently plays a relevant role in development in Egypt.

**A4.** The World Bank Group's work is aligned with what I consider the development priorities for Egypt.

**A6.** To what extent does the World Bank Group influence the development agenda in Egypt? Scale: 1 To no degree at all – 10 To a very significant degree

**A7.** 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 Egypt, 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 Egypt, 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 Egypt (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 Egypt.

**C10\_5.** The WBG's advice and recommendations are tailored to Egypt's context.





CountryOpinionSurveys

# Thank you

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

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