



CountryOpinionSurveys

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

# Acknowledgements

The Azerbaijan 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

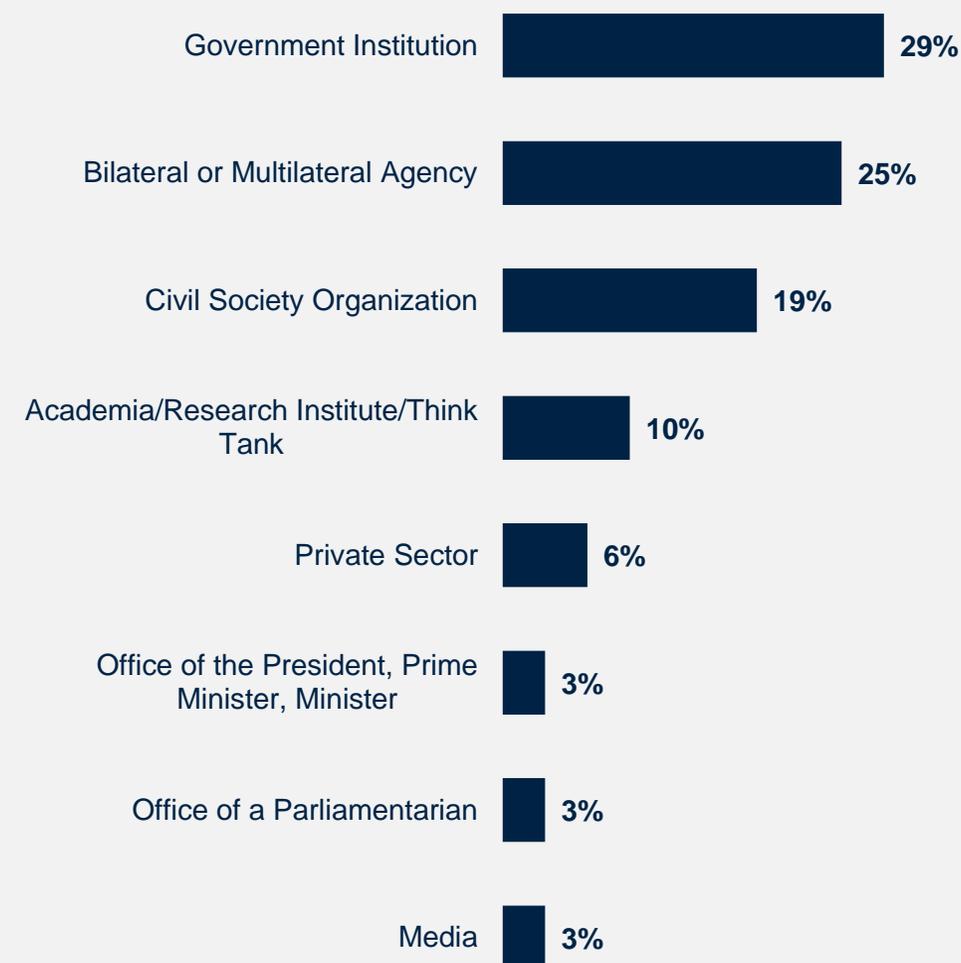
This survey was designed to assist the World Bank Group (WBG) in gaining a better understanding of how stakeholders in Azerbaijan perceive the WBG. The survey explored the following questions:

- 1. Overall Context:** 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 Azerbaijan's development priorities, and other key indicators? Are opinions improving or declining?
- 3. Engagement and Work on the Ground:** How is the WBG perceived as a development partner? Are opinions improving or declining?
- 4. 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?
- 5. 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 July 2023 through August 2023**
  - 127 potential participants were asked to complete a mostly quantitative survey
  - Respondents completed the questionnaires online
  - List of names provided solely by the WBG country team
  - The online survey platform is monitored and managed by the COS team
- **63 participants (50% response rate)**
  - 56% currently collaborate with the WBG
- **Compared to FY19 Country Survey**
  - 93 participants
  - Respondents received the questionnaire online via email
  - 49% collaborated with the WBG



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

# *Overall Context*



# Familiarity with the World Bank has Improved

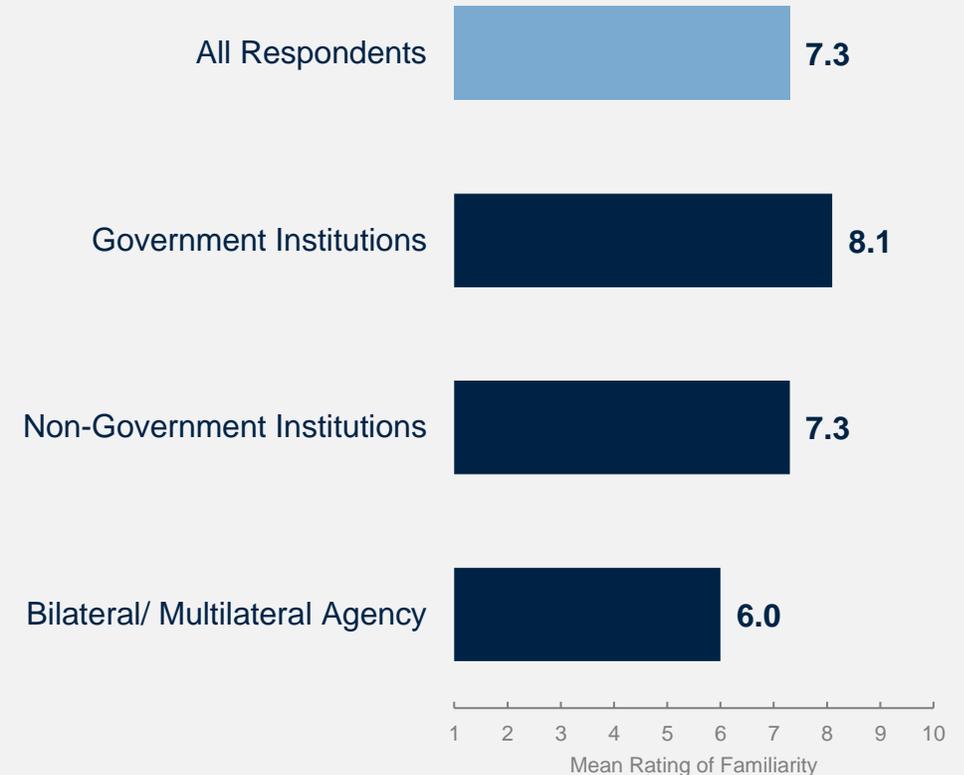
- **Year comparison:** Respondents in this year's Country Survey reported significantly higher levels of familiarity with the WBG compared to FY19:

Mean familiarity:      **FY23 = 7.3**  
    **FY19 = 6.5**

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

Mean familiarity:      **Collaborate with WBG = 7.4**  
    **Do not collaborate = 7.1**

- **Stakeholder Analysis:** Respondents from **government institutions** reported the highest levels of familiarity with the WBG's work (mean = 8.1), whereas respondents from **bilateral/multilateral agencies** indicated significantly lower levels of familiarity (mean = 6.0)



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

Scale: 1 Not familiar at all – 10 Extremely familiar (N=63)

^ **Government Institutions** included respondents from **Government Institutions** included respondents from the Office of the President, Prime Minister, Minister, and Office of a Parliamentarian (National Assembly, Legislative body), and government institutions;

**Non-government institutions** included respondents from civil society organizations, the private sector, academia, and the media.

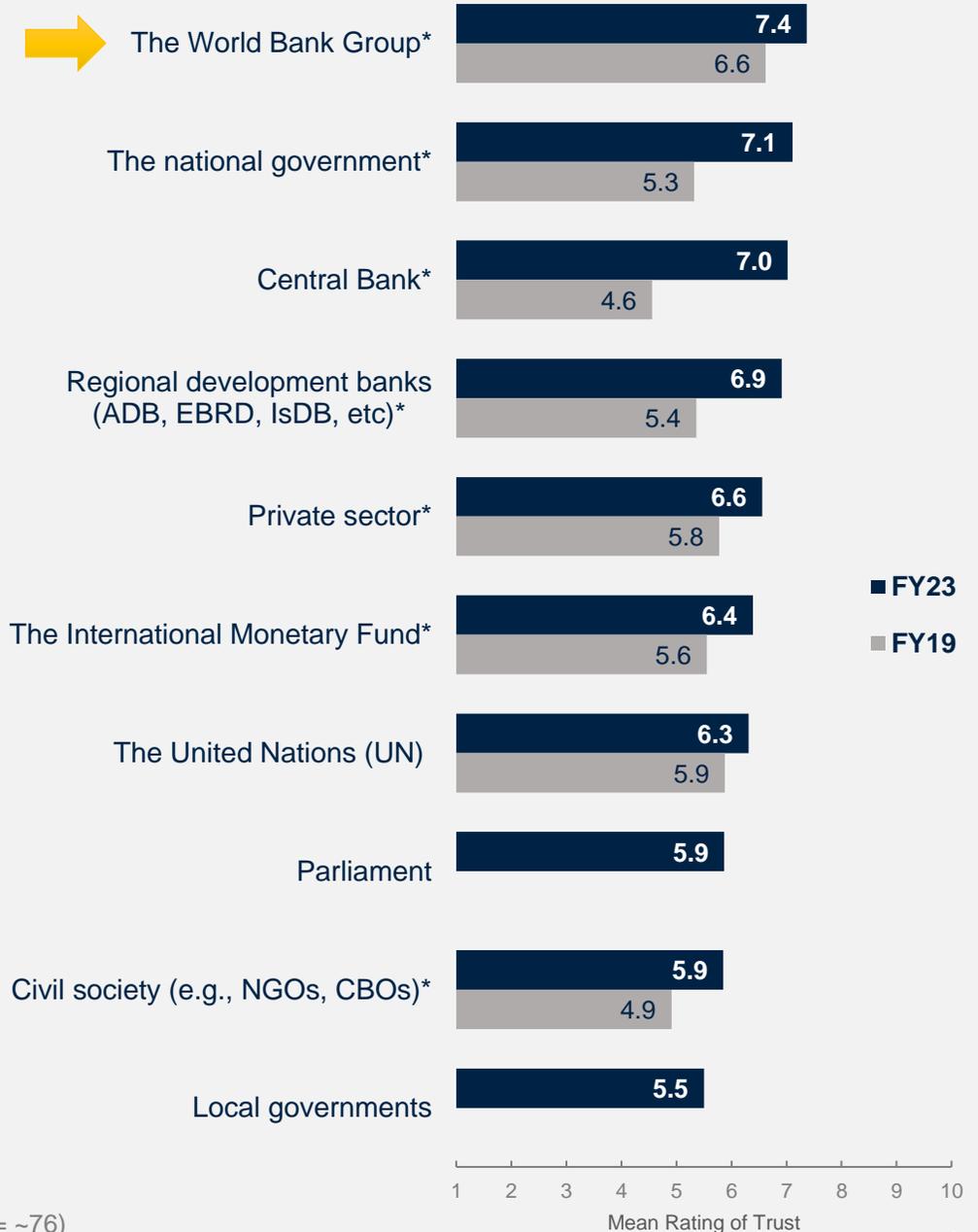
Significantly different between stakeholder groups

# The World Bank is Considered the Most Trusted Institution in Azerbaijan

The WBG continued to be considered the most trusted institution in Azerbaijan among those studied. In addition, stakeholder levels of trust in the WBG have improved significantly since the FY19 Country Survey.

The national government and the Central Bank were also indicated among the top trusted institutions. In contrast, the local governments, civil society, and the Parliament were considered the least trusted among the institutions studied.

- Ratings of trust for most of the institutions studied, were significantly higher in FY23 than in the FY19 survey.

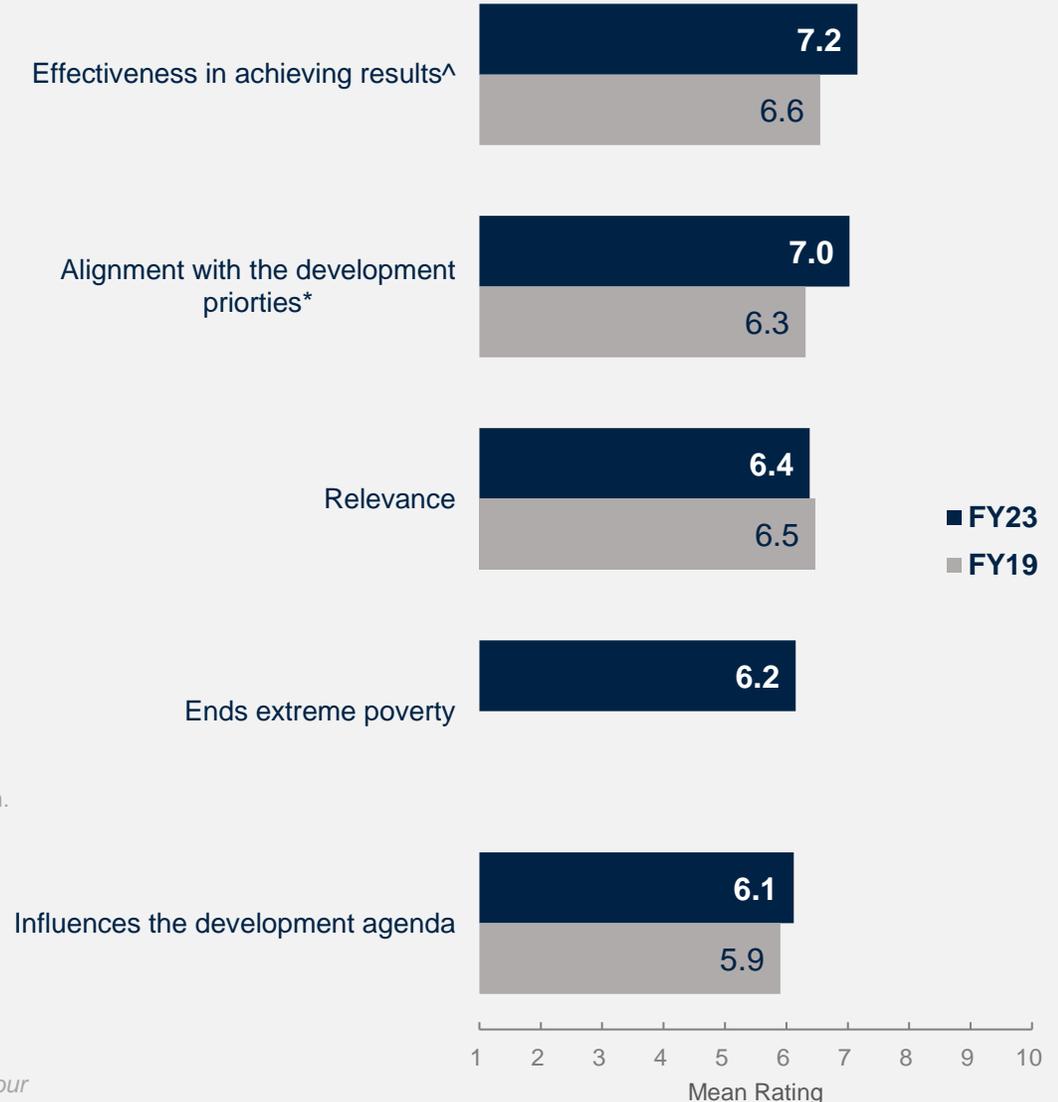


# ***Overall Attitudes toward the World Bank Group***



# Perceptions of the Bank's Alignment with the Country's Development Priorities have Improved

In FY23, respondents ranked high the WBG's **effectiveness** in achieving results and **alignment** with the **development priorities** in Azerbaijan. Perceptions on other key performance indicators have also slightly improved since FY19.



The WBG's work is aligned with what I consider the development priorities for Azerbaijan.

Scale: 1 Strongly disagree – 10 Strongly agree

How effective has the WBG been in achieving development results in Azerbaijan?

Scale: 1 Not effective at all – 10 Very effective

The WBG currently plays a relevant role in development in Azerbaijan.

Scale: 1 Strongly disagree – 10 Strongly agree

To what extent does the WBG influence the development agenda in Azerbaijan?

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

The World Bank Group's work helps end extreme poverty in Azerbaijan.

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 Azerbaijan.

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

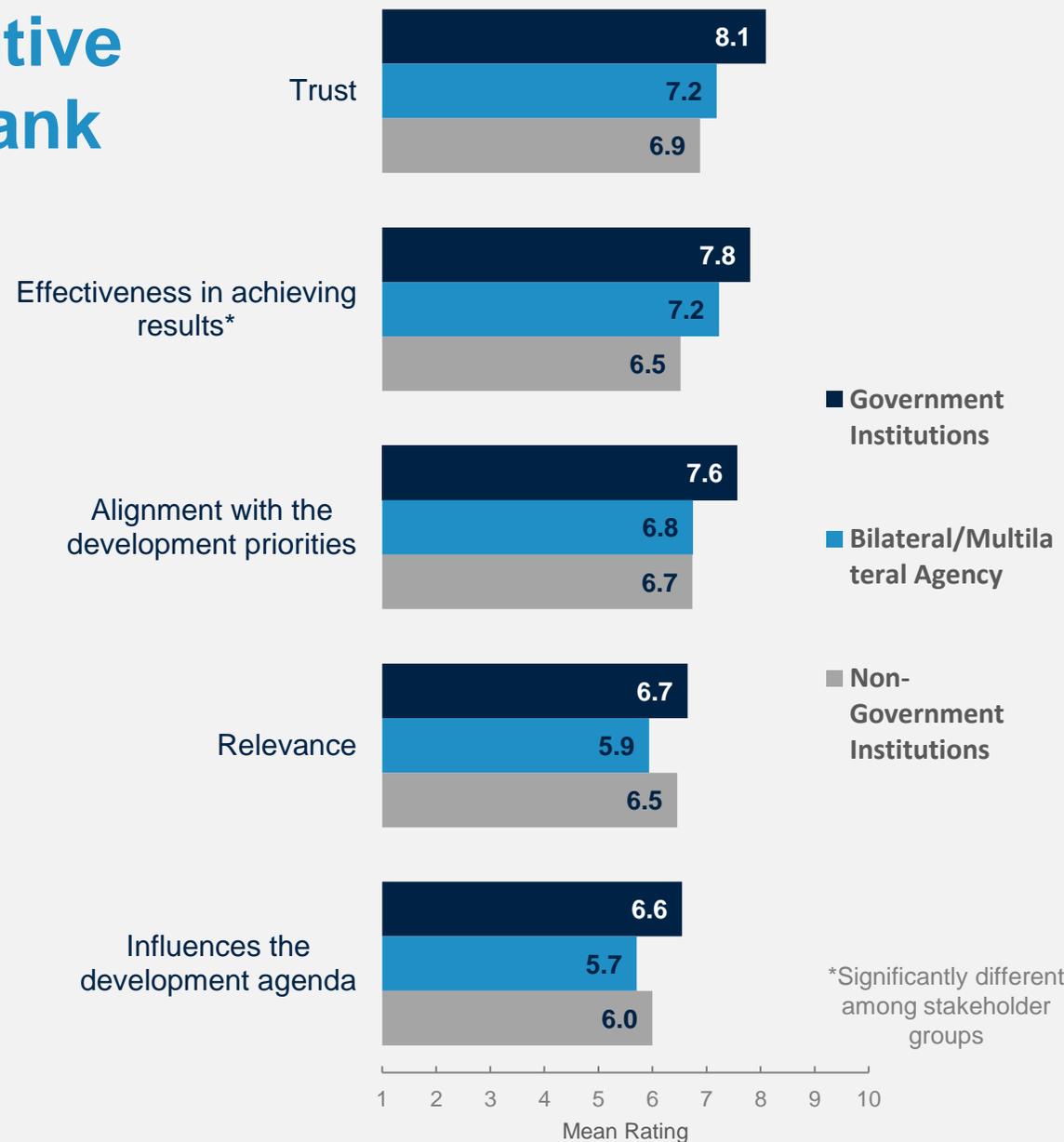
Scale: 1 To no degree at all – 10 To a very significant degree

\*Significantly different between years



# Stakeholders from Government Institutions Have More Positive Perceptions of the World Bank

Respondents from **government institutions** tended to have the most positive perceptions of the WBG and its work, followed by respondents from **bilateral and multilateral agencies**.



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 Azerbaijan. Scale: 1 Strongly disagree – 10 Strongly agree

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

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

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

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



# Improvement across Key Performance Indicators

**Year comparison:** Respondents in this year's Country Survey reported significantly higher levels of aggregated mean ratings for the indicator questions than in FY19:

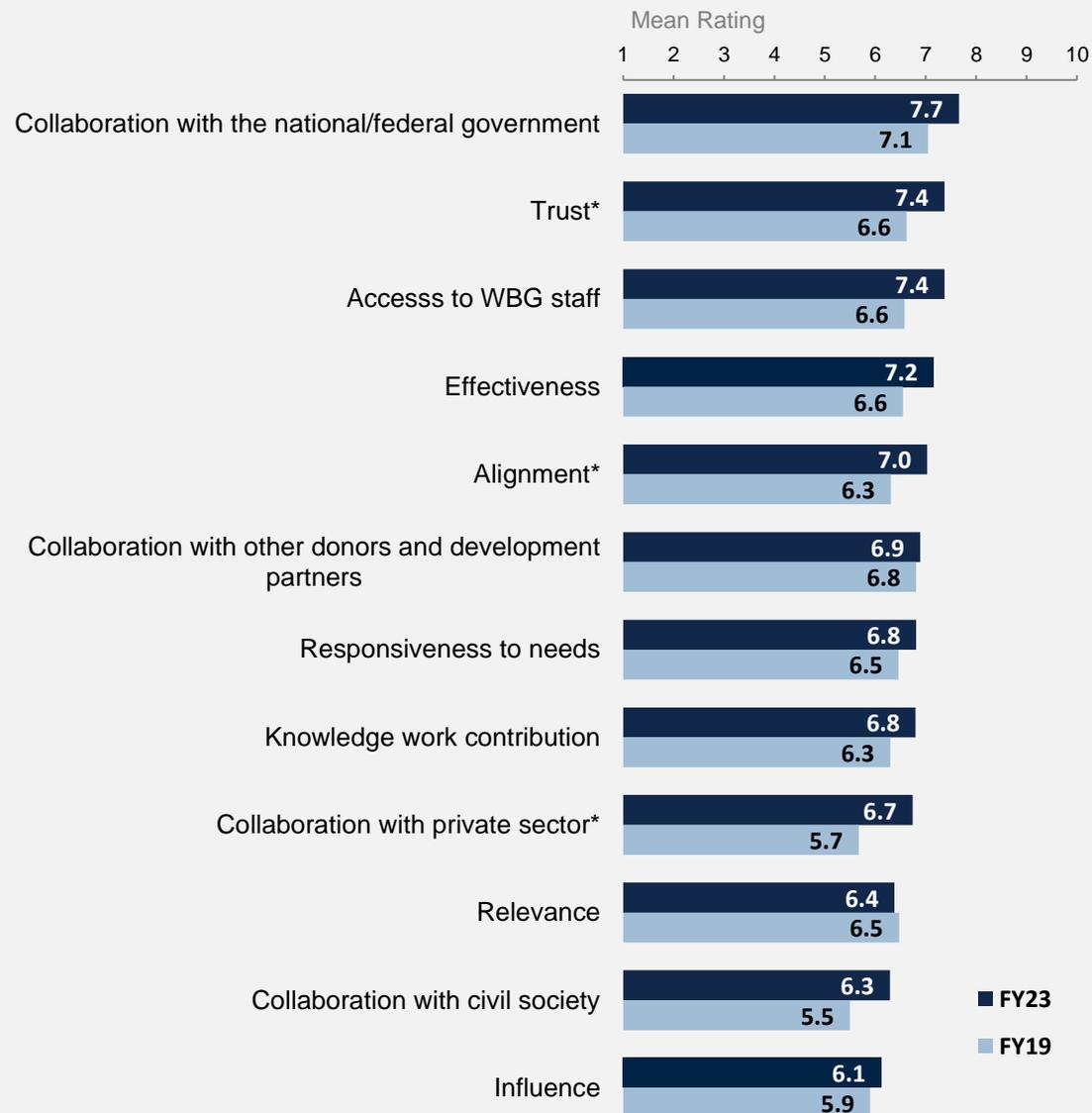
Mean overall ratings:   FY23 = 7.0  
   FY19 = 6.3

**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** = 7.2

**Do not collaborate** = 6.6

**Stakeholder analysis:** Respondents from government institutions (mean = 7.5) had significantly higher mean ratings of the aggregated responses to the twelve COS indicator questions, whereas respondents from bilateral/multilateral agencies had the lowest mean ratings (mean = 6.6).

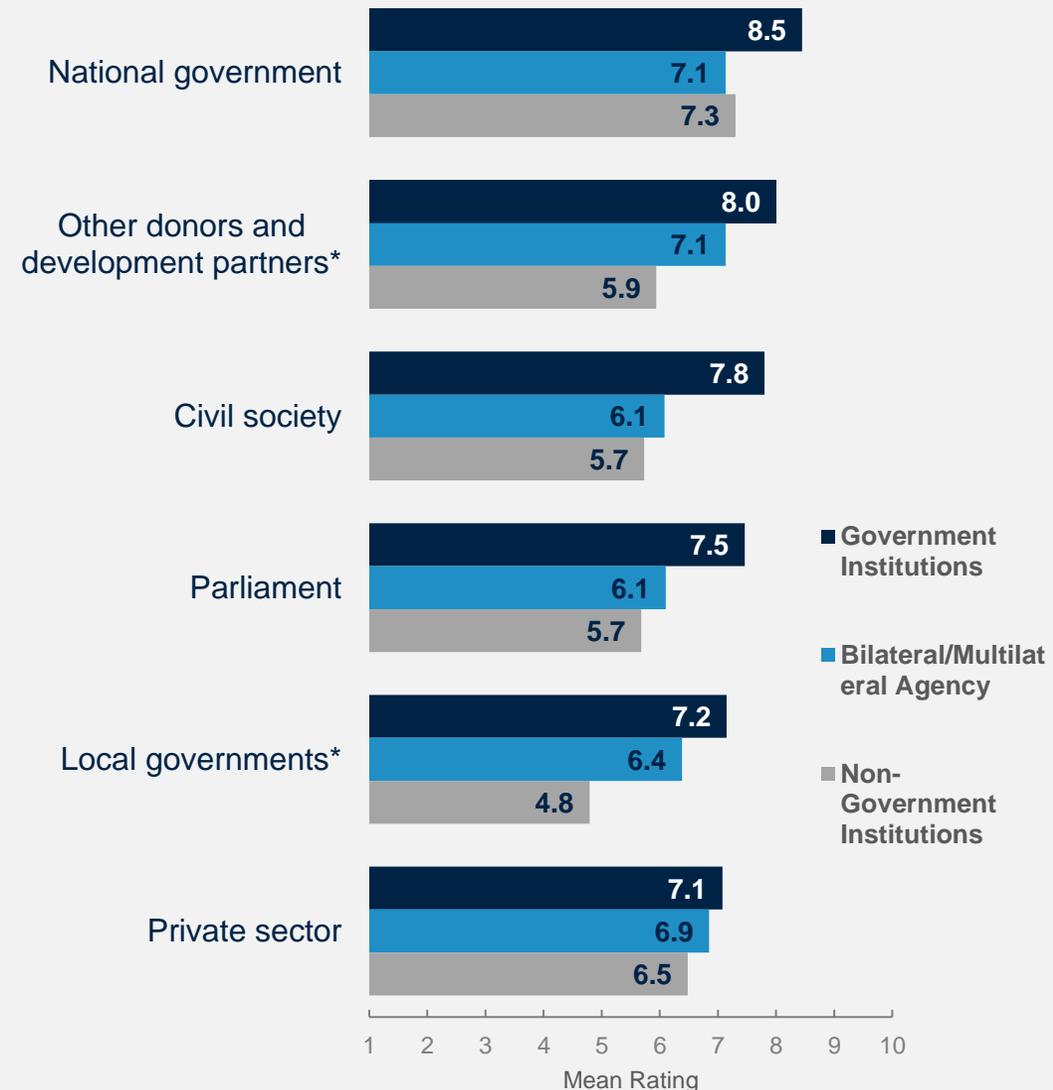


\*significantly different between years

# Respondents from the Government Rank Highly WBG's Collaboration with the National Government and other Development Partners

Respondents from **government institutions** and **bilateral/multilateral agencies** gave high ratings for the Bank's collaboration with the national government and with other development partners.

Respondents from **non-government institutions** tended to give consistently lower ratings for the World Bank's collaboration with all stakeholder groups, although the difference in their ratings compared to other groups was statistically significant only for collaboration with development partners and local governments.



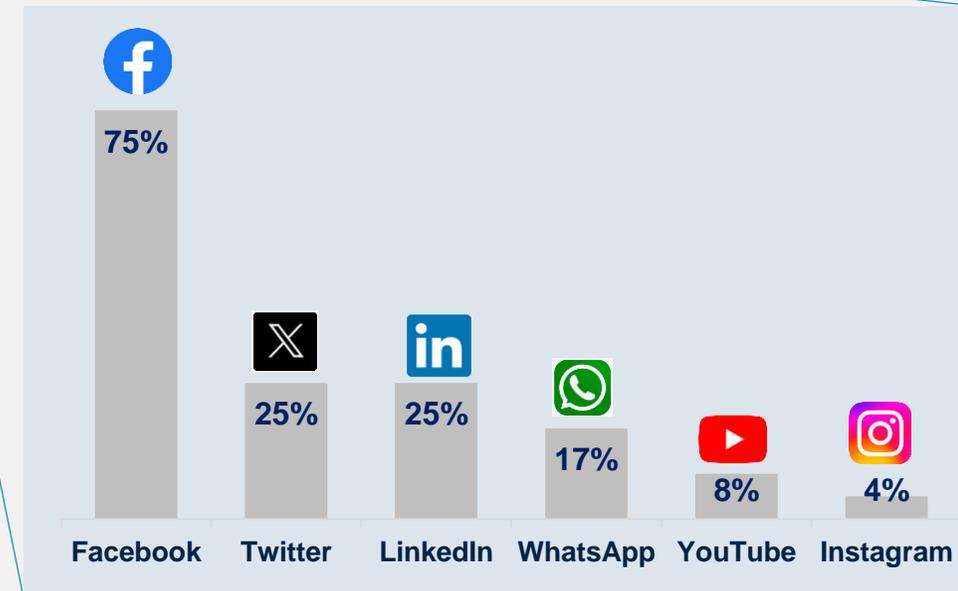
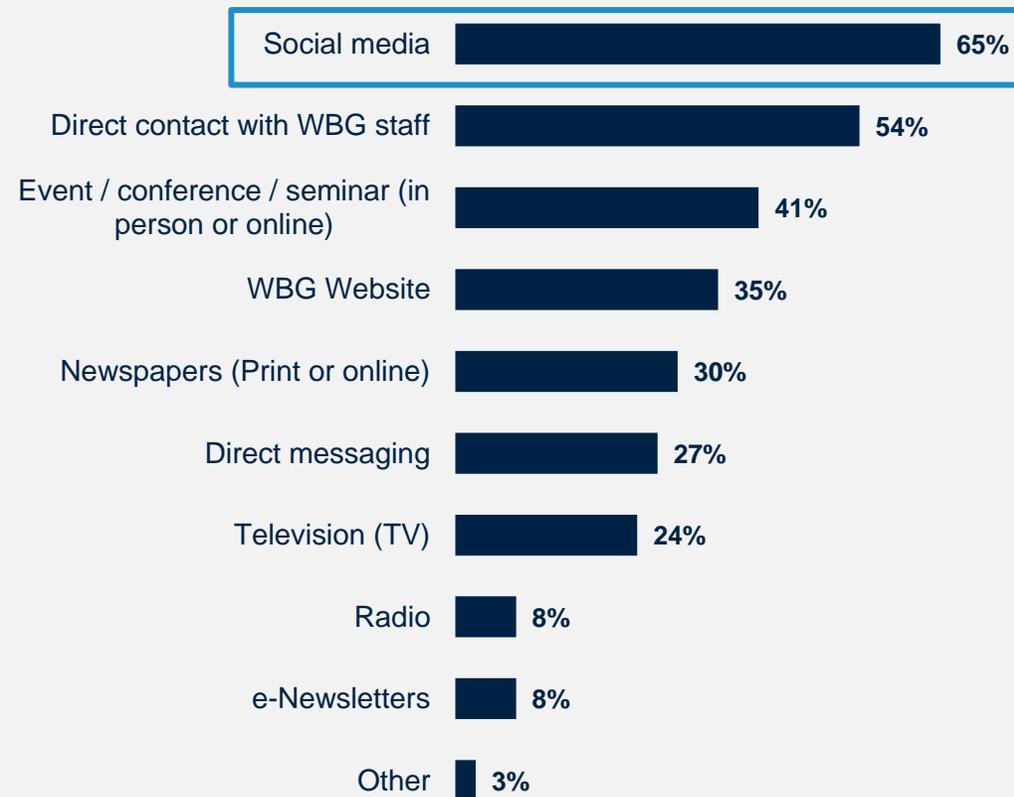
# ***Communication and Outreach***



# Two-thirds of Respondents Engaged with the WBG in the Last 30 Days

63% of respondents recalled hearing or seeing something about the WBG in the last 30 days.

Around two-thirds of the respondents reported seeing that information on **social media**. Additionally, respondents frequently recalled the Bank's key messages from direct contact with WBG staff and at WBG events. Among respondents who selected "Social media", respondents most commonly reported seeing something about the Bank on Facebook.



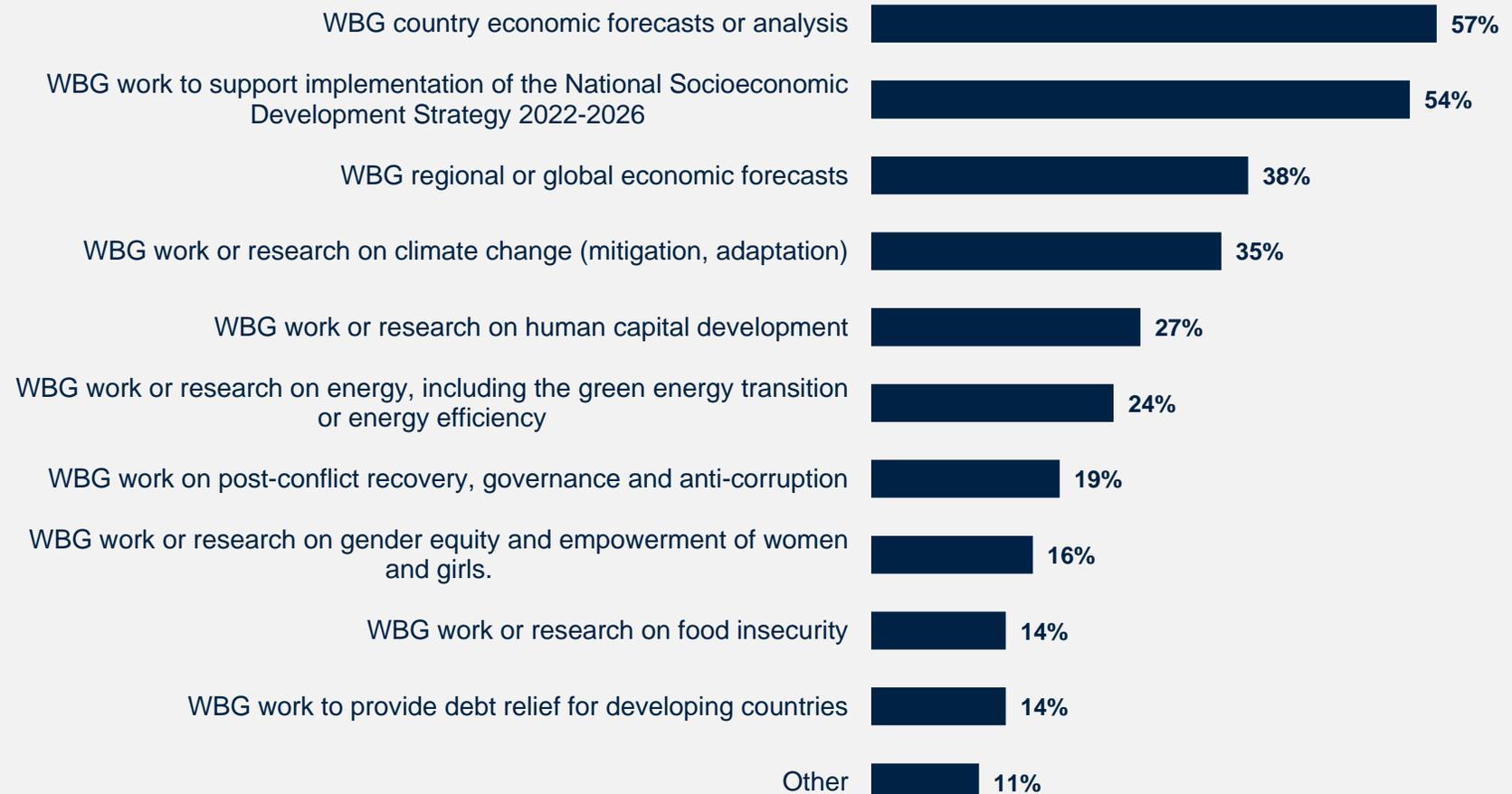
Do you recall seeing or hearing anything about the WBG in the last 30 days? (N=59)

Where do you recall seeing or hearing this information? (Check all that apply) (Percentage of Respondents, N=37)

What social media platforms do you recall seeing this information on? (Check all that apply) (Percentage of Respondents, N=24)

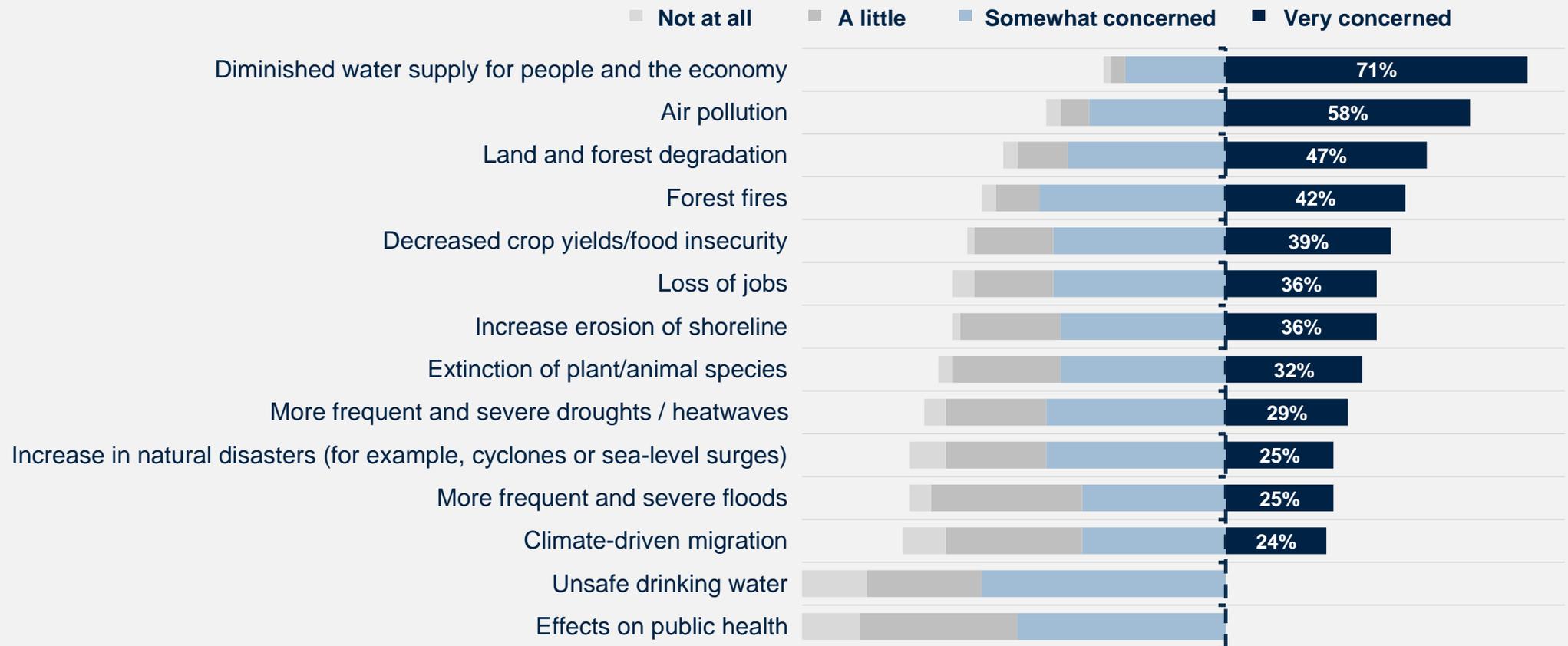
# WBG Country Economic Forecasts and the WBG's support of the National Socioeconomic Strategy were the Most Commonly Recalled Topics

Respondents most frequently recalled WBG's **country economic forecasts** and its work on **the National Socioeconomic Development Strategy 2022-2026**.



# Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Diminished Water Supply and Air Pollution

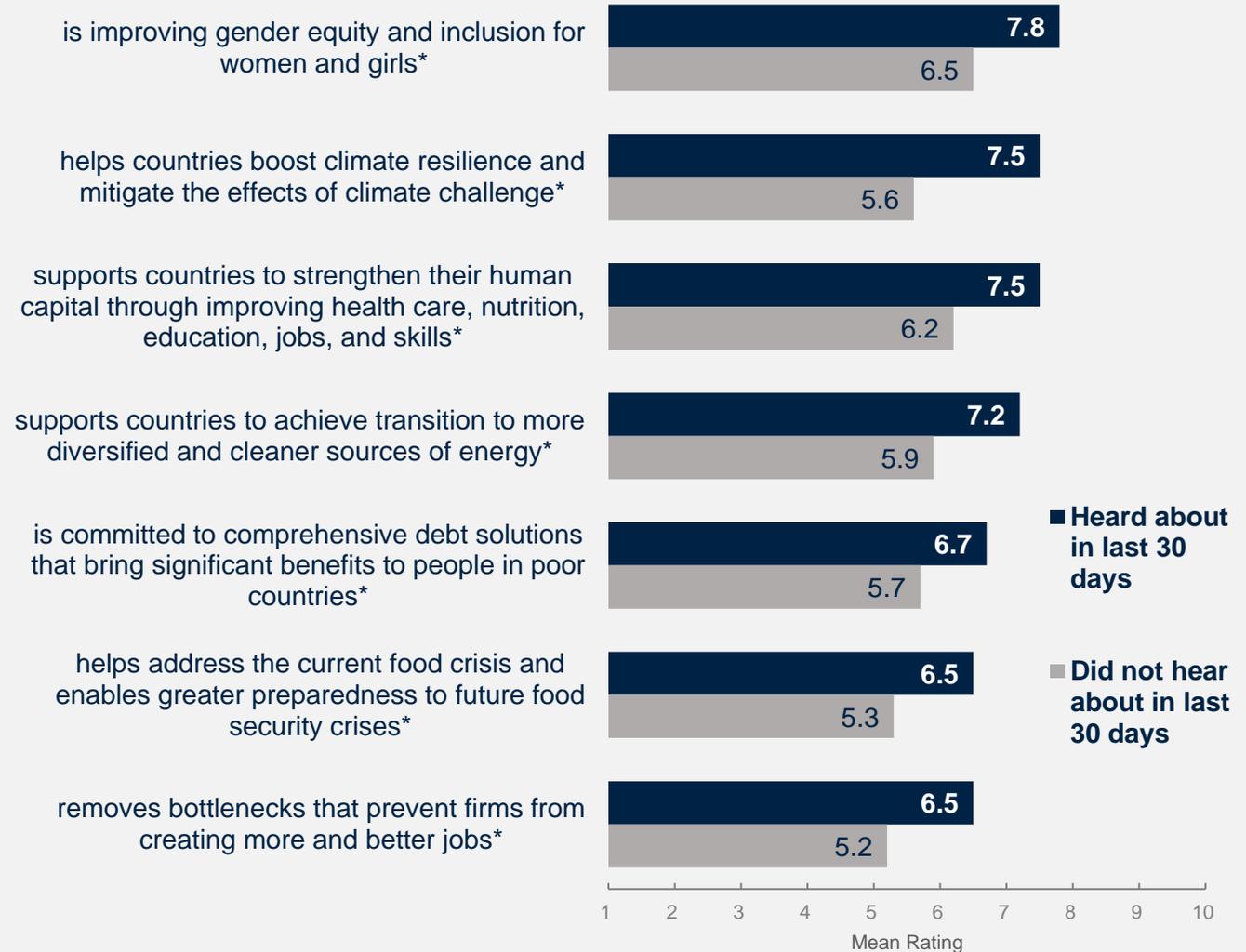
Seven in ten respondents were very concerned about the **diminished water supply for people and the economy** when it comes to the potential impacts of climate change in Azerbaijan. Over half of all respondents were also very concerned about **air pollution**, and almost half selected **land and forest degradation** as extremely concerning. These key areas of concern should be taken into consideration to make communications about climate change more impactful in Azerbaijan.



# Message Recall is Associated with Greater Message Agreement

Respondents who recalled seeing or hearing something about the WBG in the last 30 days tended to give higher ratings on the key messages related to the WBG's work and commitments.

## The World Bank Group...

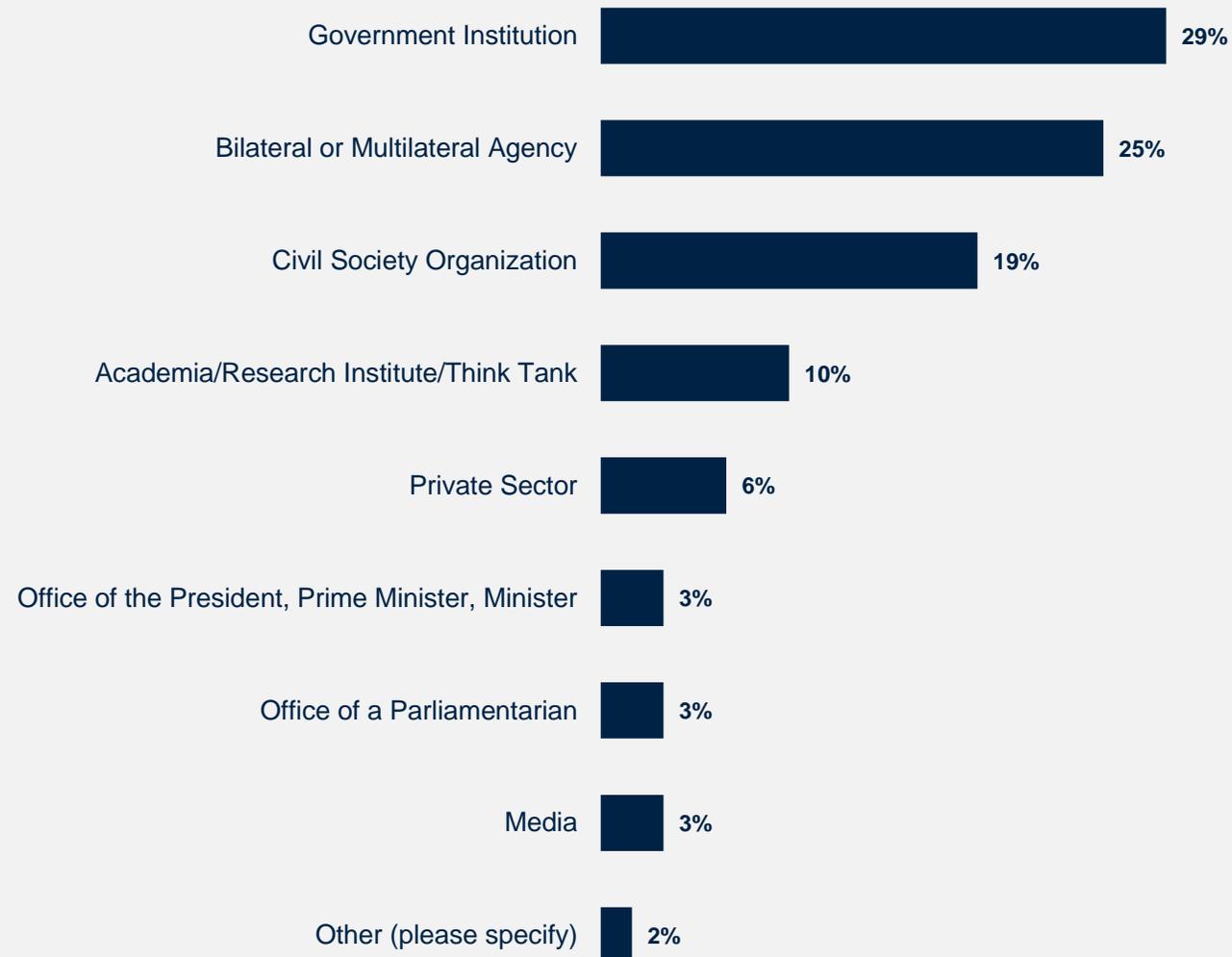


# ***Sample Demographics and Detailed Methodology***

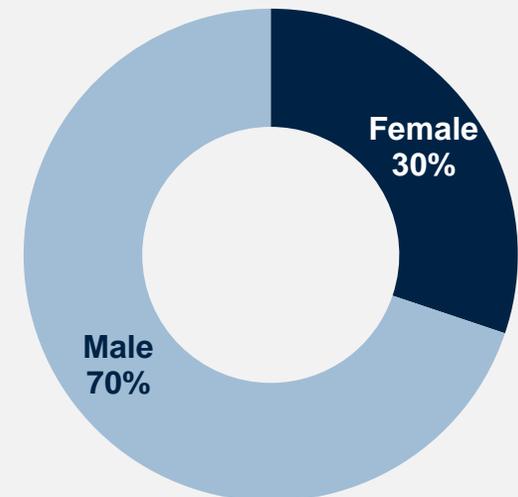


# Sample Demographics

Which of the following best describes your current affiliation? (N=63)

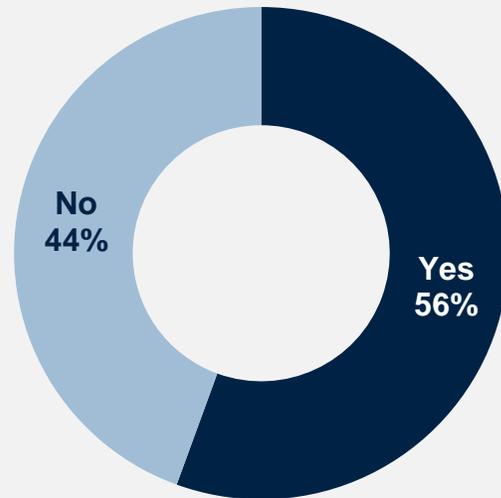


What's your gender? (N=63)

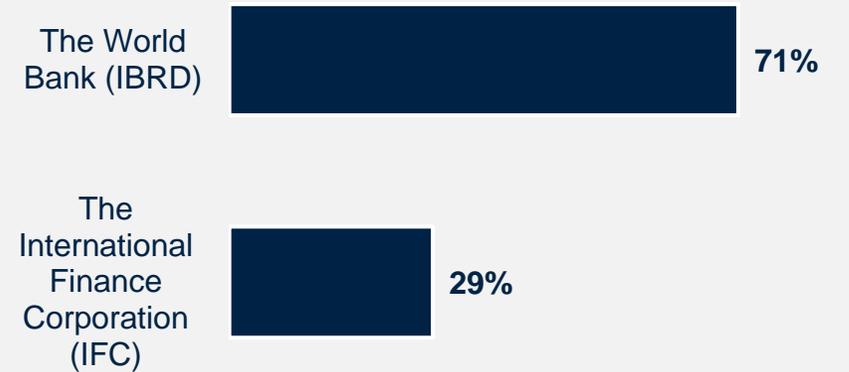


# Sample Demographics

Currently, do you professionally collaborate/ work with the WBG in your country? (N=63)



Which of the following agencies of the WBG do you primarily collaborate/work with in Azerbaijan? (N=35)



# Detailed Methodology

From **July 2023** to **August 2023**, a total of **127** stakeholders of the WBG in Azerbaijan were invited to provide their opinions about the WBG’s work in the country by participating in a Country Opinion Survey (COS). Participants were drawn from the Office of the President, Prime Minister, Minister, Office of a Parliamentarian, Government Institutions, Local Governments, Bilateral / Multilateral Agencies, Private Sector, Civil Society, Academia, and the Media.

A total of **63 stakeholders participated in the survey (50% response rate)**. Respondents completed the questionnaire via an online platform. The results of this year’s survey were compared to the FY19 COS survey (N=93).

Comparing responses across Country Surveys reflects changes in attitudes over time, but also changes in respondent samples, 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. Additionally, this year, the COS project utilized a **Pulse survey** format, a shorter survey version conducted online by the BI team at the WBG. The list of respondents was identified and provided solely by the country team. Thus, this year’s survey saw an increased outreach to and response from stakeholders bilateral/multilateral agencies, and academia and a decrease in the number of government institutions respondents. 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 “Azerbaijan 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 2019	FY 2023
<b>Government Principals:</b> Office of the President, Prime Minister, Minister; Office of a Parliamentarian (National Assembly, Legislative body)	6%	6%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	39%	29%
<b>Local Government</b>	2%	0%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	15%	25%
<b>Civil Society:</b> NGOs, Community-Based Organization, Private Foundation, Professional / Trade Association, Faith-Based Group, Youth Group	20%	19%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	6%	6%
<b>Academia/Research Institute/Think Tank</b>	0%	10%
<b>Media</b>	3%	3%
<b>Other</b>	8%	2%
<b>Total Number of Respondents</b>	<b>93</b>	<b>63</b>

# Indicator Questions

**A1\_3.** To what extent do you trust the World Bank Group to do what is right? Scale: 1-10 (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 Azerbaijan?

**A3.** The World Bank Group currently plays a relevant role in development in Azerbaijan, Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)

**A4.** The World Bank Group's work is aligned with what I consider the development priorities for Azerbaijan, Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)

**A6.** To what extent does the World Bank Group influence the development agenda in Azerbaijan? Scale: 1-10 (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: 1-10 (1: Not significant at all – 10: Very significant)

To what extent is the World Bank Group an effective development partner in Azerbaijan, in terms of each of the following? – Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)

**B1.** Responsiveness to needs,

**B2.** Access to WBG staff and experts,

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

**B3.** Collaboration with the national government

**B4.** Collaboration with the private sector

**B5.** Collaboration with civil society

**B6.** Collaboration with other donor and development partners

Note: Corporate Score questions are highlighted in **RED**





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# Thank you

*For more information about this report  
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