



Country Opinion Surveys

FY 2023 **Montenegro** Country Opinion Survey Report

Acknowledgements

The Montenegro 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 Montenegro 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 Montenegro'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 May 2023 through July 2023

- 347 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

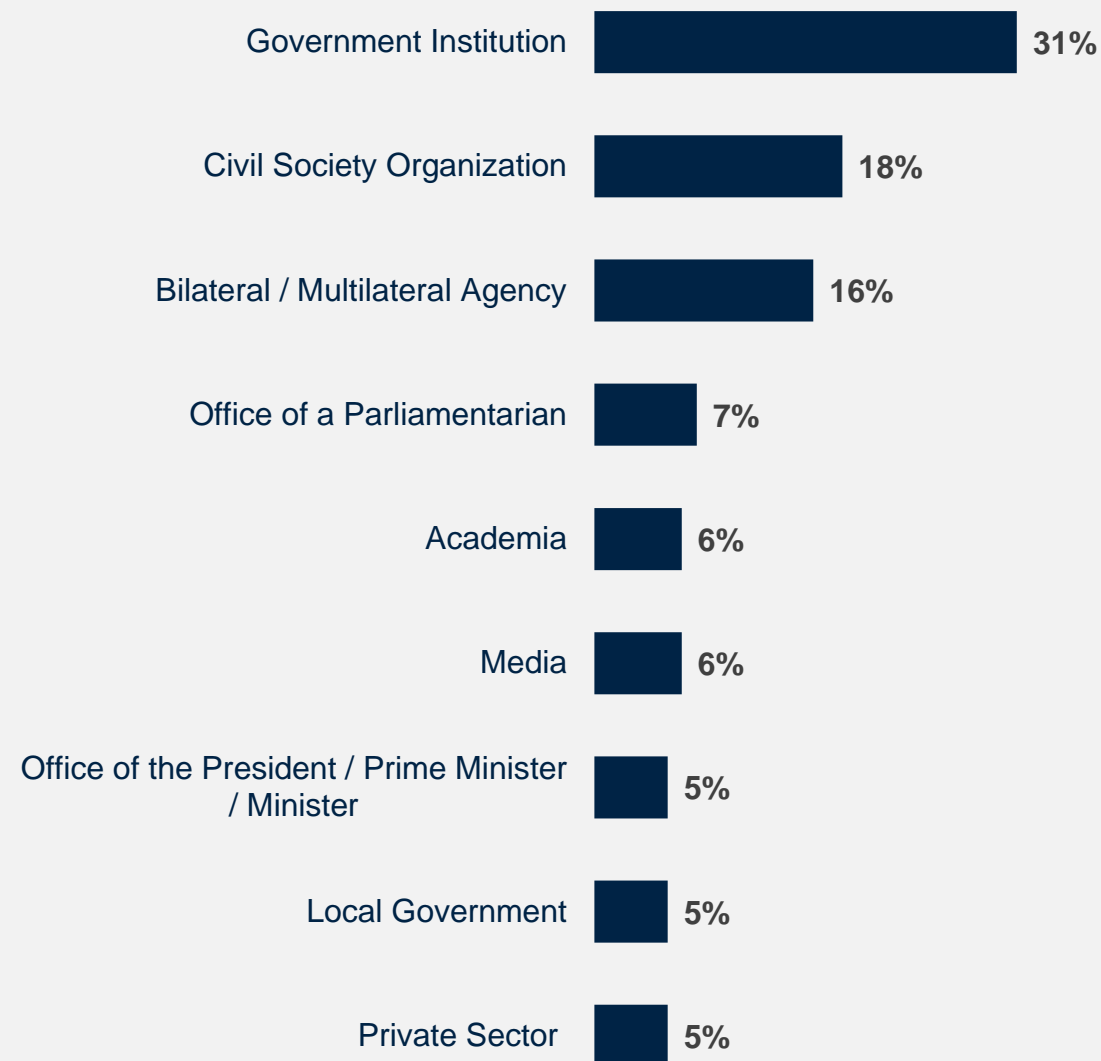
■ 95 participants (27% response rate)

- 43% currently collaborate with the WBG

■ Compared to FY19 Country Survey

- 177 participants (50% response rate)
- Respondents received the questionnaire via courier or email and returned it accordingly.
- 43% collaborated with the WBG

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



Overall Context



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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 = 6.9**

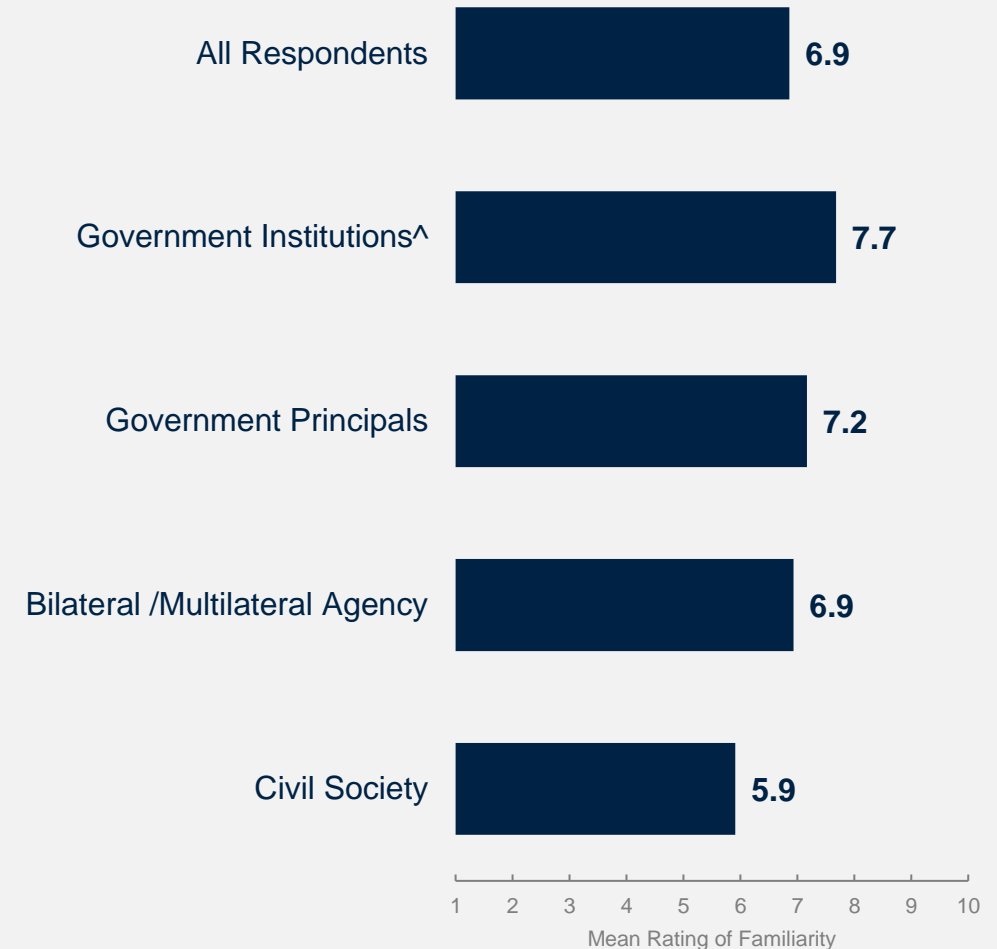
FY19 = 6.1

- **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 = 8.2**

Do not collaborate = 5.9

- **Stakeholder Analysis:** Respondents from government institutions reported the highest levels of familiarity with the WBG's work (mean = 7.7), whereas civil society respondents indicated significantly lower levels of familiarity (mean = 5.9)



Significantly different between stakeholder groups



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

Scale: 1 Not familiar at all – 10 Extremely familiar (N=95)

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

Government Institutions included respondents from government institutions and local government offices;

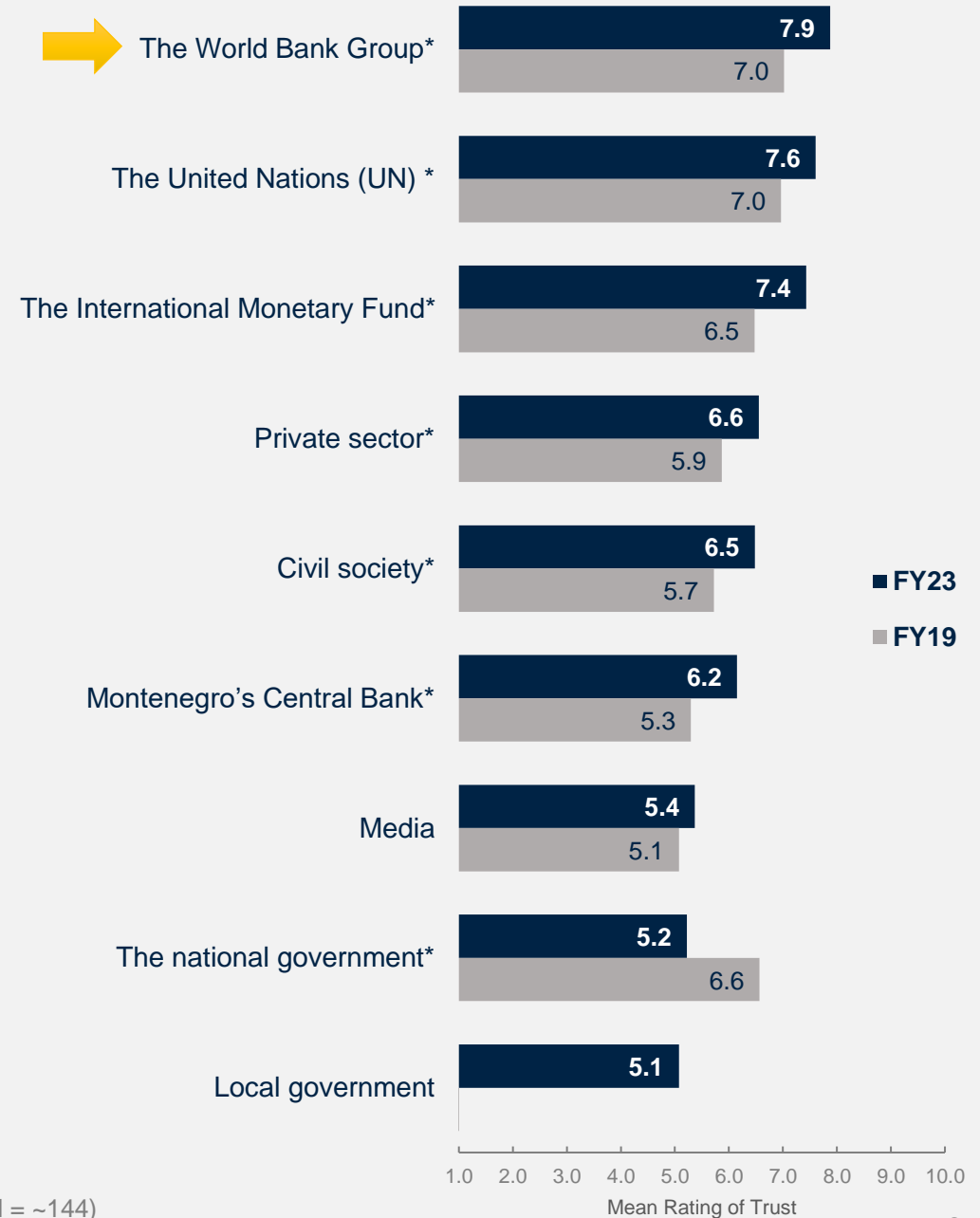
Civil society included respondents from civil society organizations, the private sector, academia, and the media.



The World Bank is the Most Trusted Institution in Montenegro

The WBG remained the most trusted institution in Montenegro among those studied. The United Nations (UN) and the International Monetary Fund (IMF) were also among the top trusted institutions. In contrast, the media, the national government, and the local government were the least trusted among the institutions studied.

- Ratings of trust in the WBG, the UN, the IMF, the private sector, civil society, and Montenegro's Central Bank were significantly higher in FY23 than in the FY19 survey. However, the trust rating in the national government decreased significantly in FY23.



Overall Attitudes toward the World Bank Group



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

In FY23, respondents ranked the WBG's **alignment** with the **development priorities** in Montenegro significantly higher compared to FY19. Perceptions on other key performance indicators remained consistent with FY19.



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

Scale: 1 Strongly disagree – 10 Strongly agree

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

Scale: 1 Not effective at all – 10 Very effective

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

Scale: 1 Strongly disagree – 10 Strongly agree

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

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

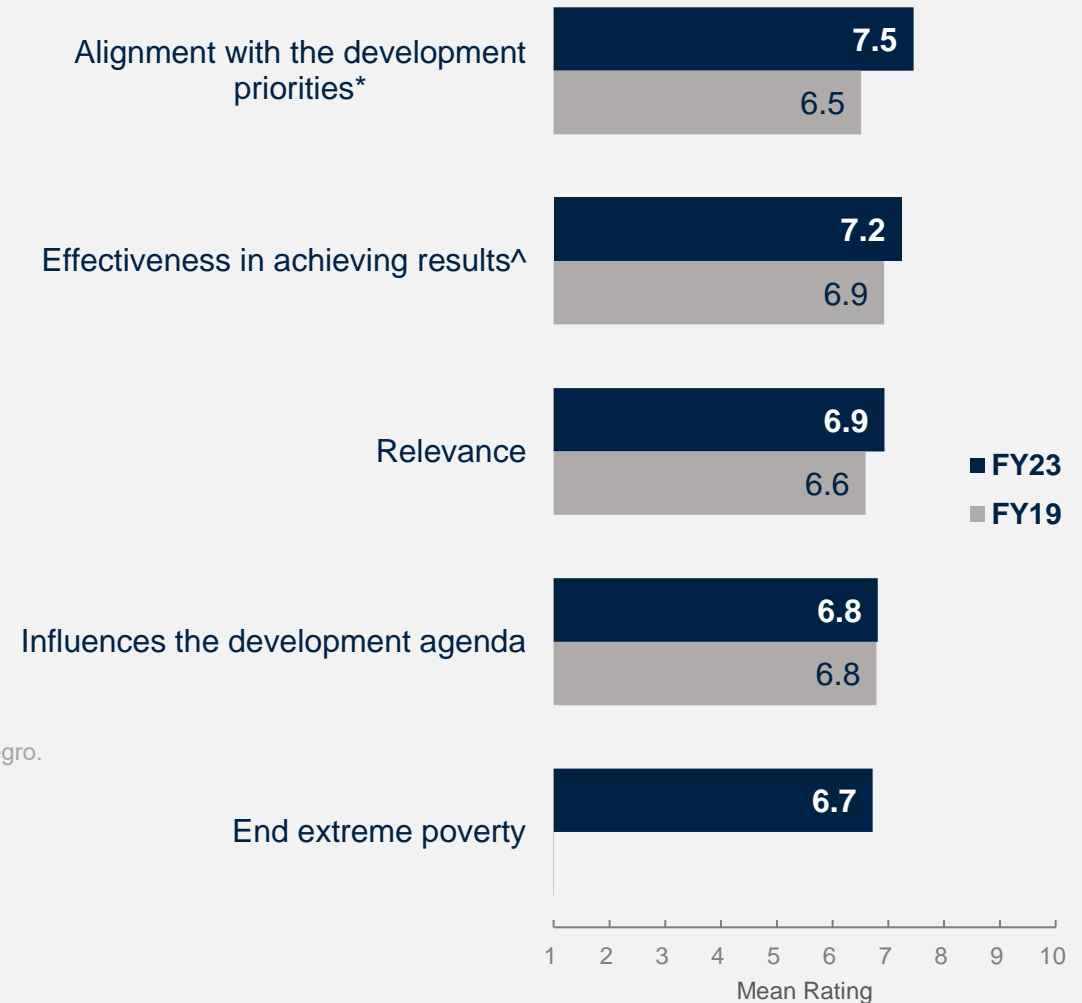
The World Bank Group's work helps end extreme poverty in Montenegro.

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 Montenegro."

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

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



*Significantly different between years



Government Stakeholders Have Significantly 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**. In contrast, **civil society** respondents were significantly less positive, and they also reported the lowest levels of familiarity with the WBG.



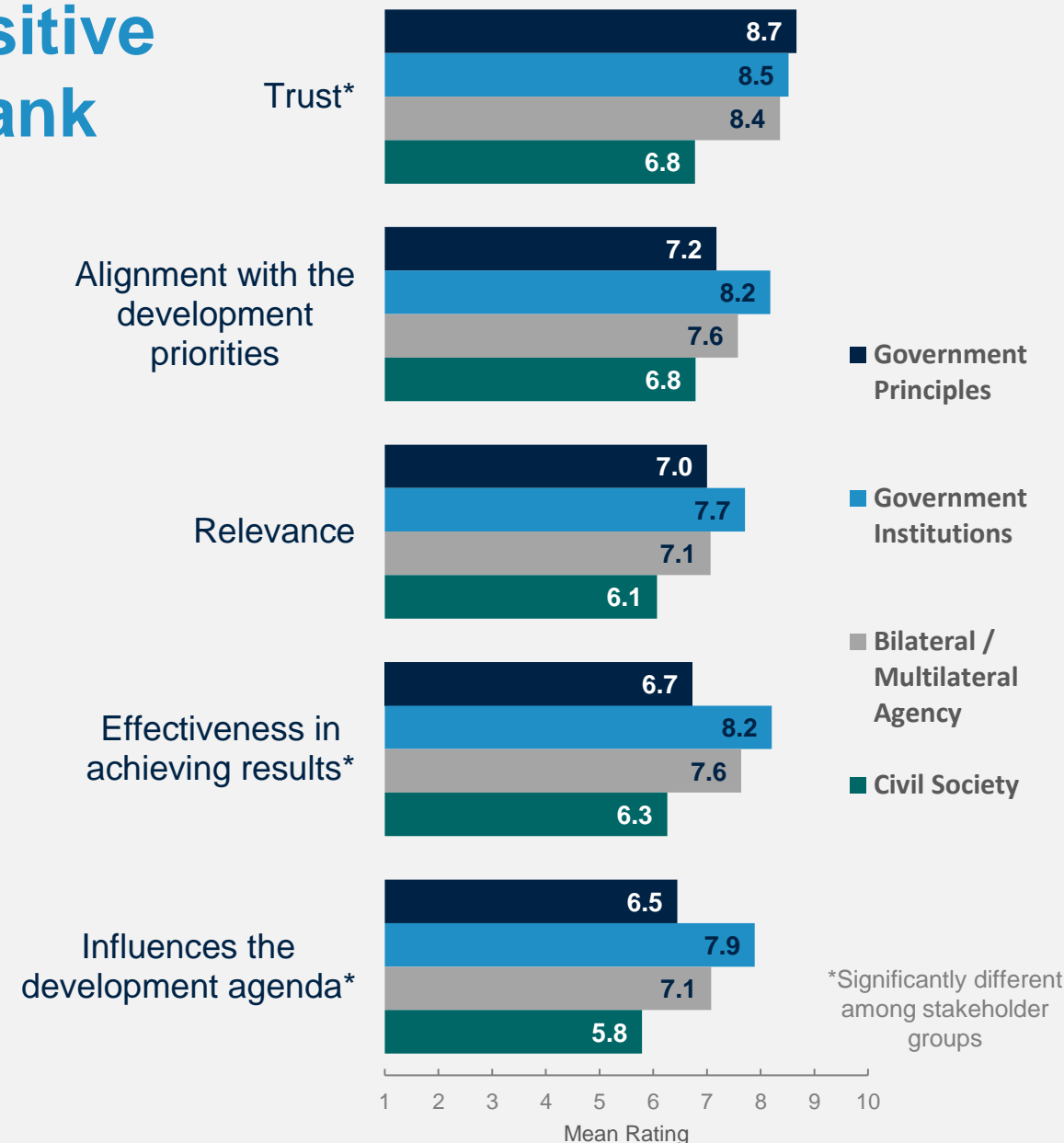
To what extent do you trust the WBG to do what is right?
Scale: 1 To no degree at all – 10 To a very significant degree

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

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

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

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



World Bank Group's Work and Engagement on the Ground in Montenegro



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Ratings for Most Indicator Questions Remain Consistent

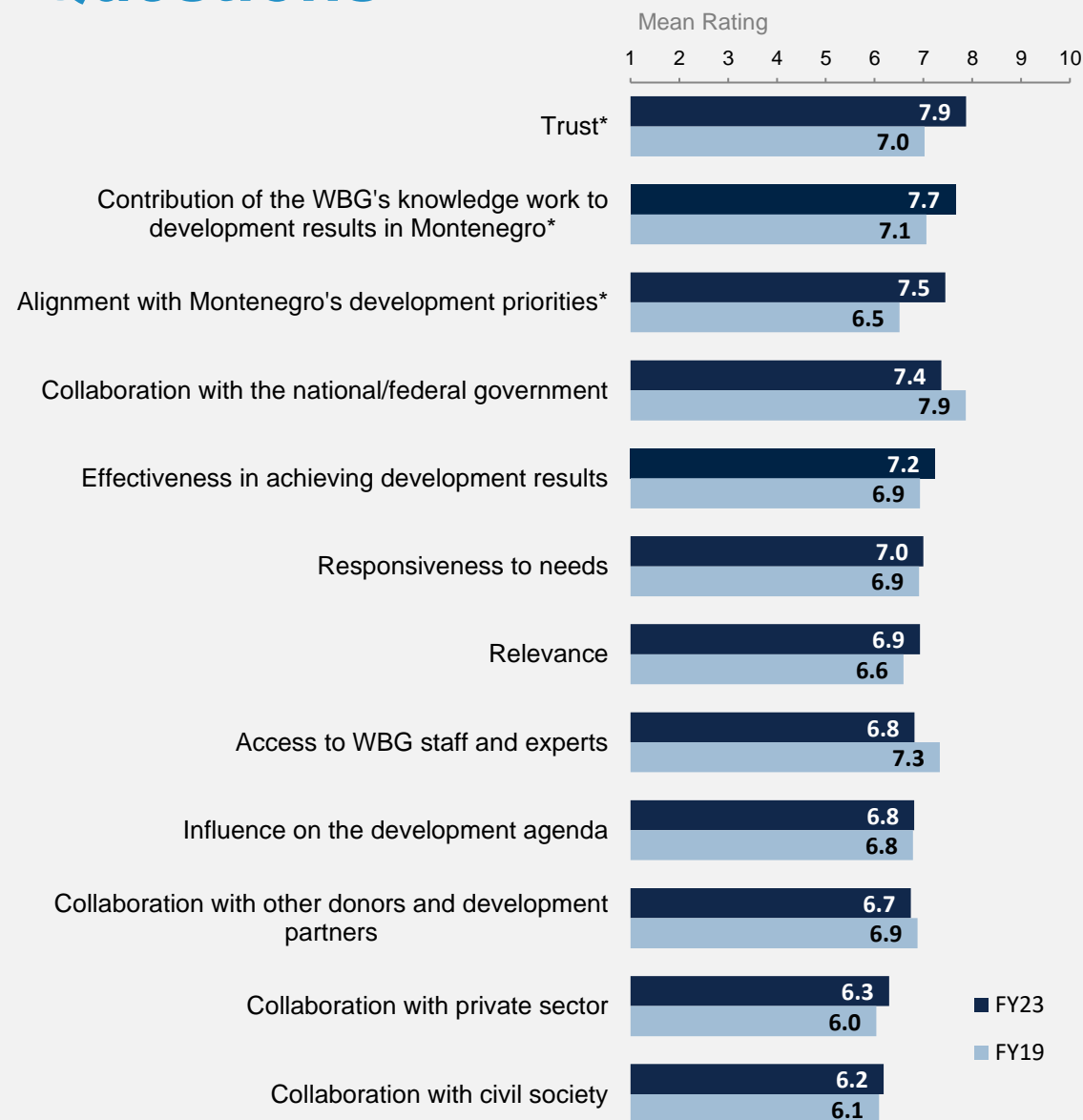
Year comparison: Respondents in this year's Country Survey reported statistically similar levels of aggregated mean ratings for the indicator questions as in FY19:

Mean overall ratings: FY23 = 7.0
FY19 = 6.7

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** = 7.9
Do not collaborate = 6.3

Stakeholder analysis: Respondents from government institutions (mean = 7.9) had significantly higher mean ratings of the aggregated responses to the twelve COS indicator questions, whereas respondents from civil society had the lowest mean ratings (mean = 6.0).



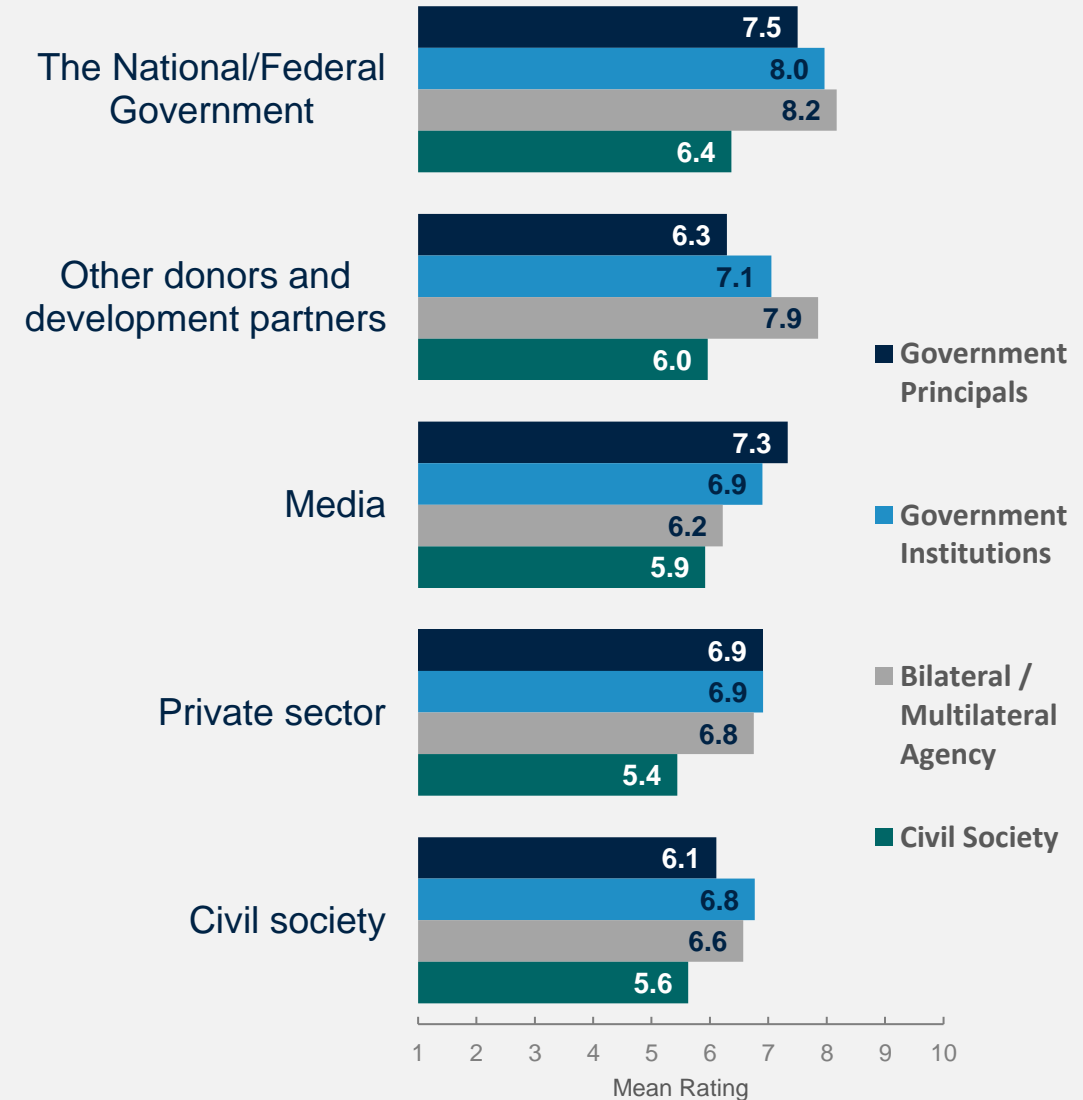
Mean Ratings for the twelve COS Indicator Questions by Stakeholder Groups on a Scale from 1 to 10. These selected indicators are listed at the end of this report.

*significantly different between years

Respondents from the Government and Bilateral / Multilateral Agencies Rank Highly WBG's Collaboration with the Government and other Development Partners

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

Respondents from civil society 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 not statistically significant.



Communication and Outreach

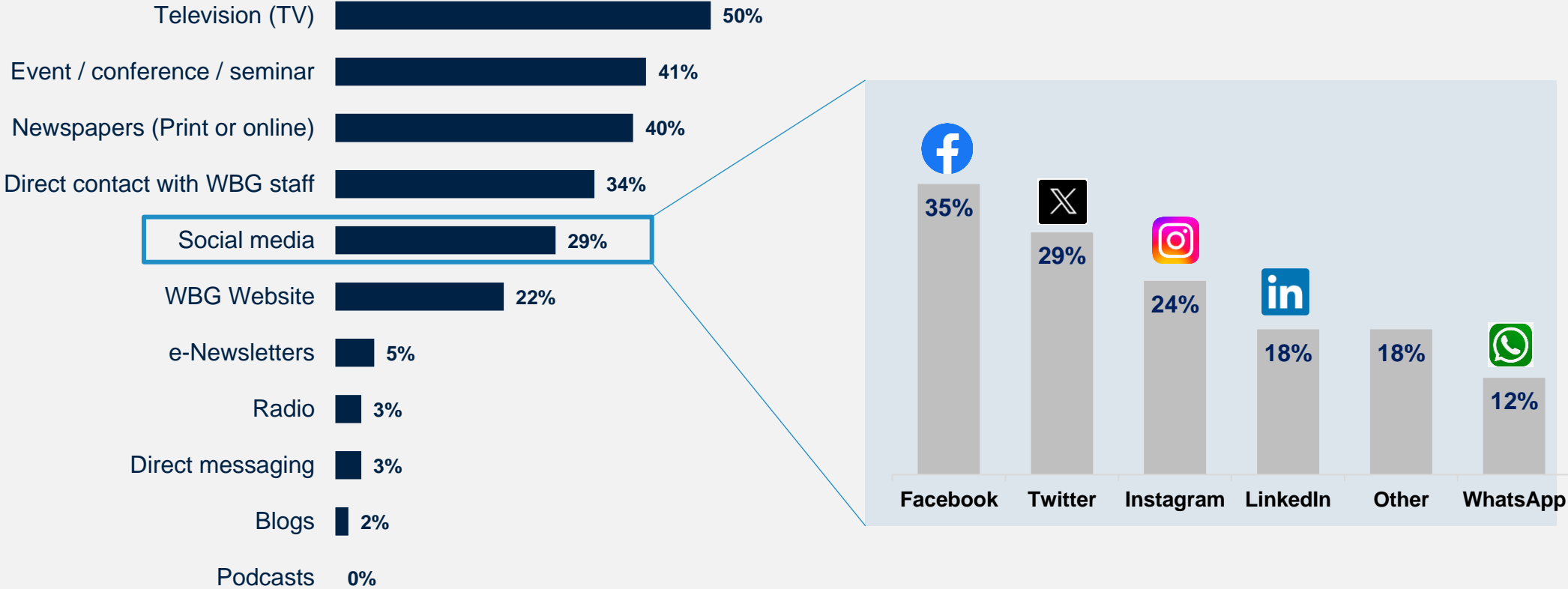


WORLD BANK GROUP

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

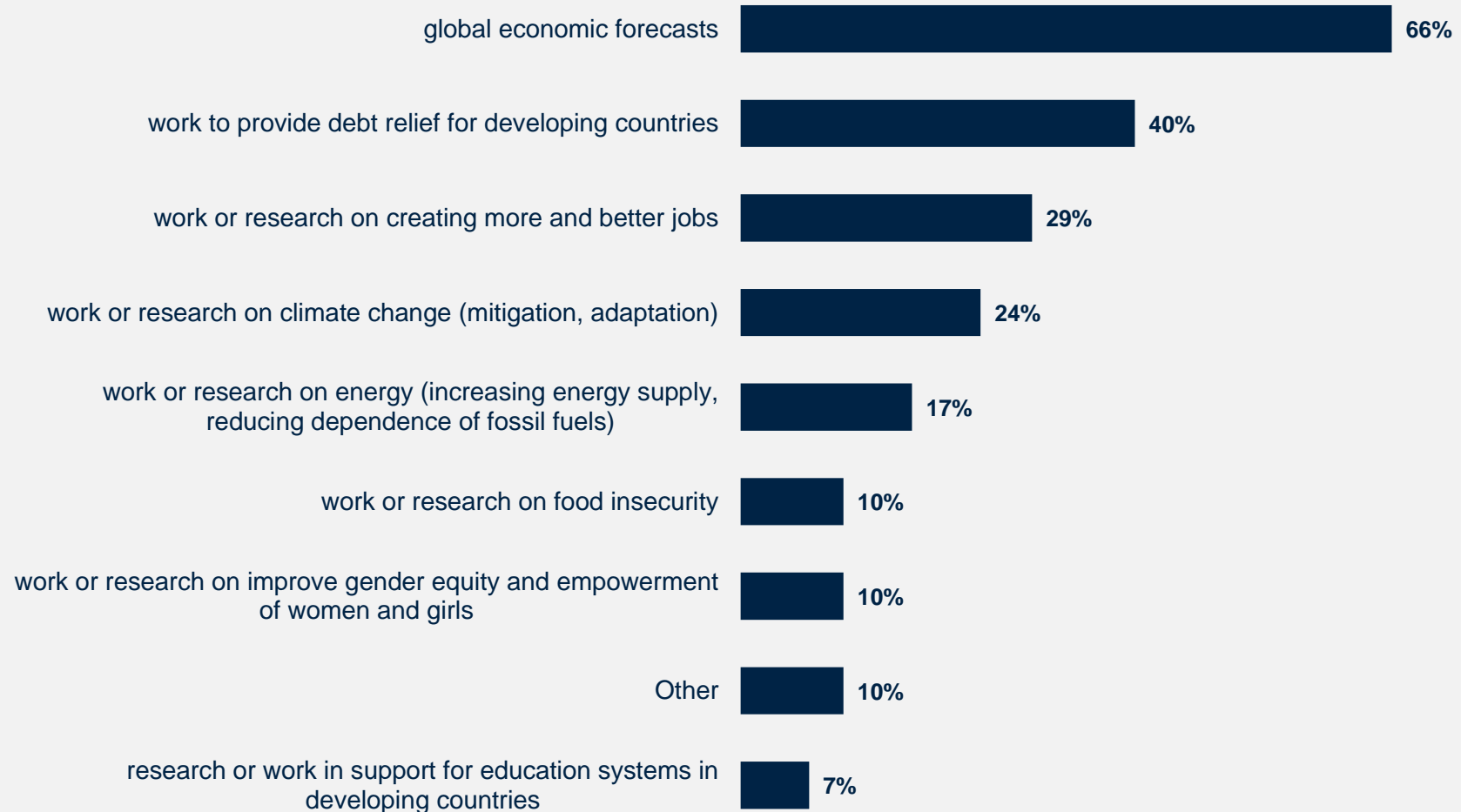
67% of respondents recalled hearing or seeing something about the WBG in the last 30 days.

Half of the respondents reported seeing that information on **television**. Additionally, respondents frequently recall messages from **events** and **newspapers**. Among respondents who selected “social media”, respondents most commonly reported seeing something on Facebook and X (Twitter).



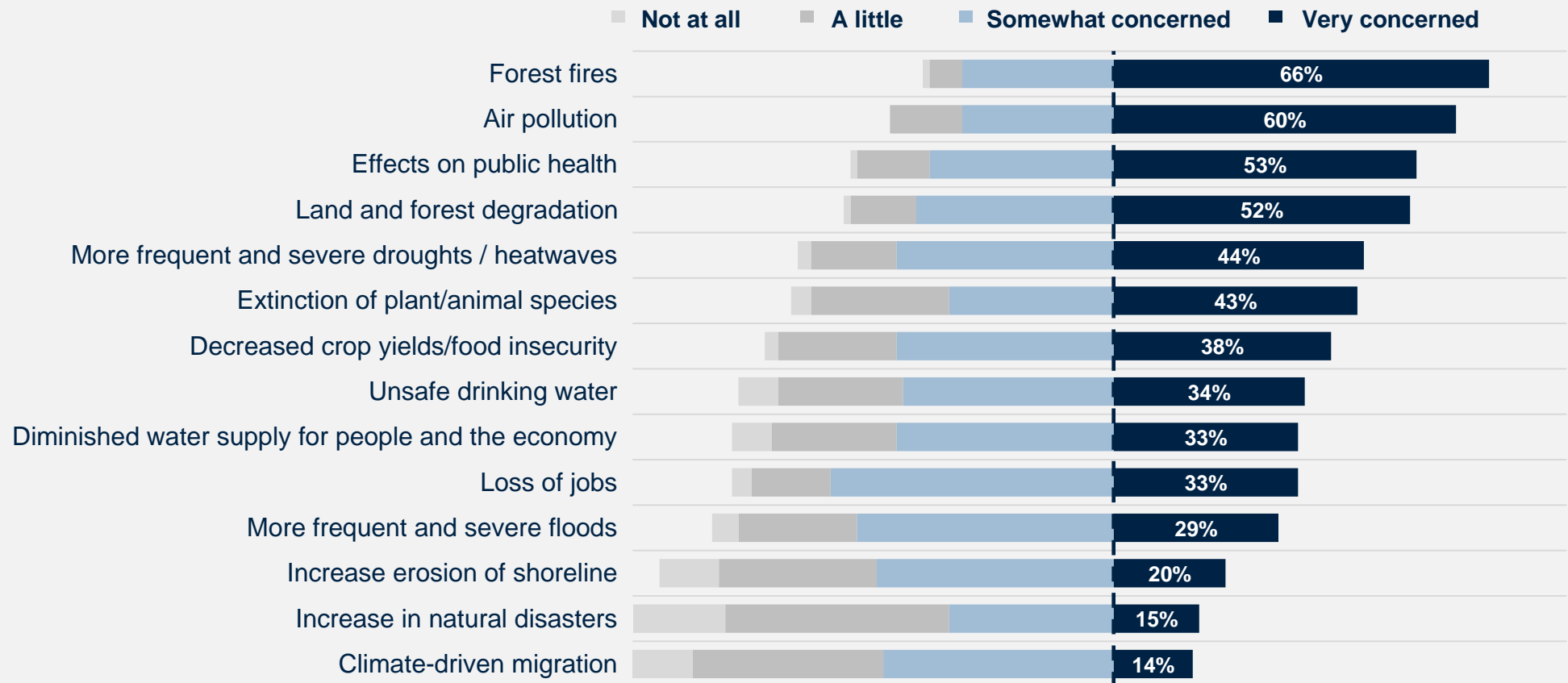
WBG Global Economic Forecasts was the Most Commonly Recalled Topic

Respondents most frequently recalled WBG's **global economic forecasts** and its work on **debt relief**.



Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Forest Fires and Air Pollution

Two-thirds of the respondents were very concerned about **forest fires** when it comes to the potential impacts of climate change in Montenegro. **Over half of all respondents** were also very concerned about **air pollution**, effects of the climate change on **public health**, and **land and forest degradation**. These key areas of concern should be taken into consideration to make communications about climate change more impactful in Montenegro.



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...

is committed to comprehensive debt solutions that bring significant benefits to people in poor countries



supports countries to ensure transition to more diversified and cleaner sources of energy



is improving gender equity and inclusion for women and girls



helps countries boost climate resilience and mitigate the effects of climate challenge*



provides support to improve access and quality of education in developing countries.



removes bottlenecks that prevent firms from creating more and better jobs.*

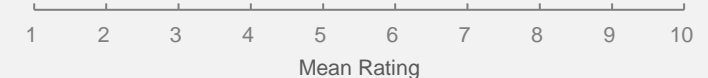


helps address the current food crisis and enables greater preparedness to future food security crises



■ Heard about the WBG in last 30 days

■ Did not hear about the WBG in last 30 days



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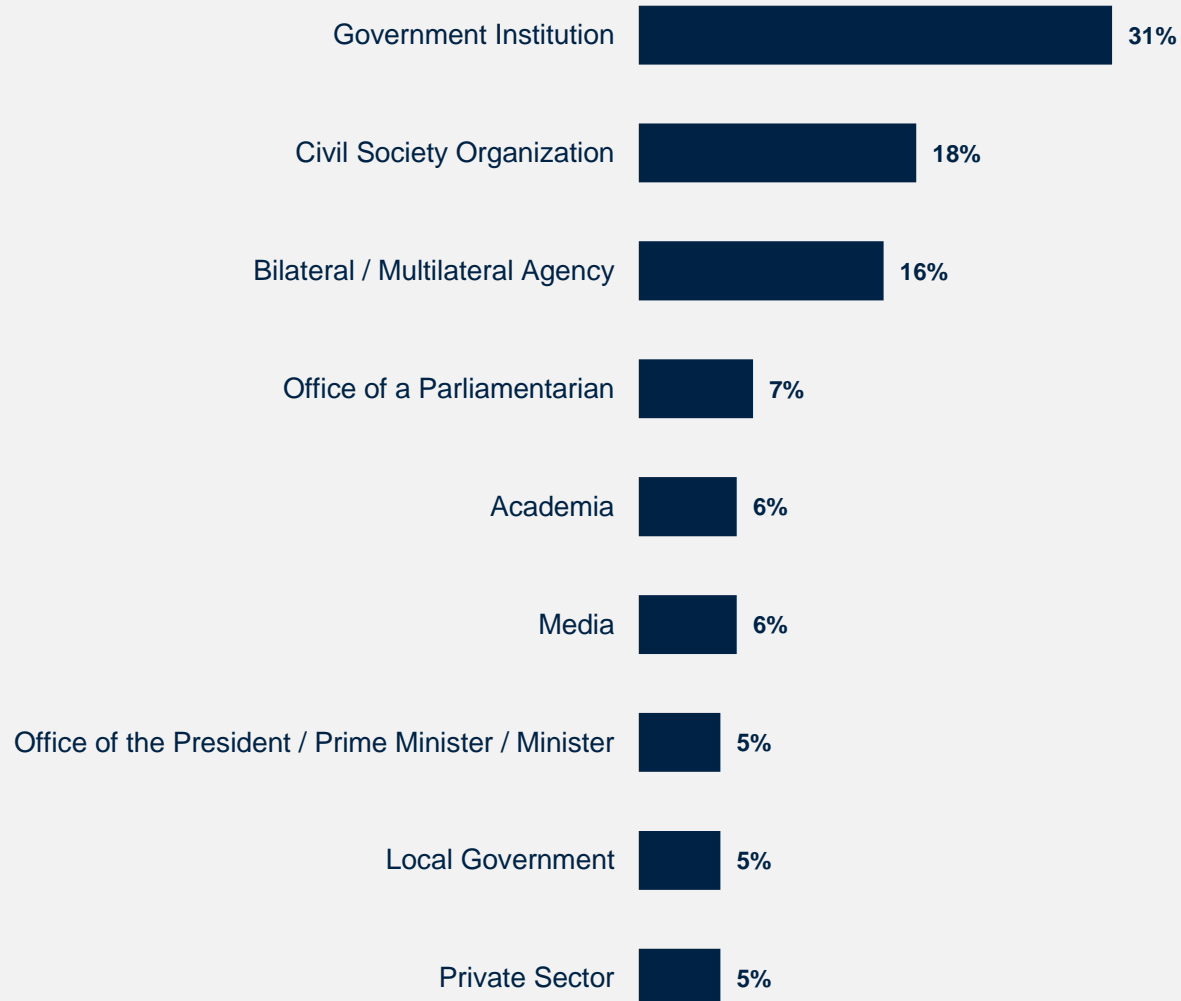
Do you recall seeing or hearing anything about the WBG in the last 30 days? *Significantly different between recall yes/no
To what extent do you agree with the following statements: Scale: 1 To no degree at all – 10 To a very significant degree

Sample Demographics and Detailed Methodology

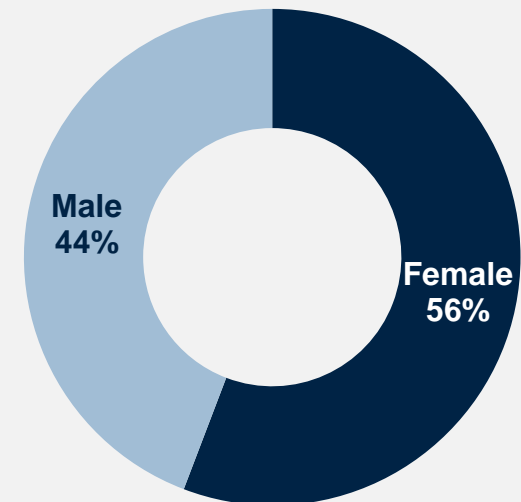


Sample Demographics

Which of the following best describes your current affiliation? (N=95)

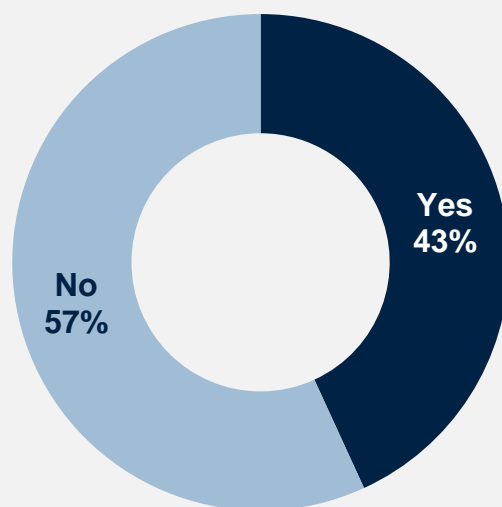


What's your gender?
(N=95)

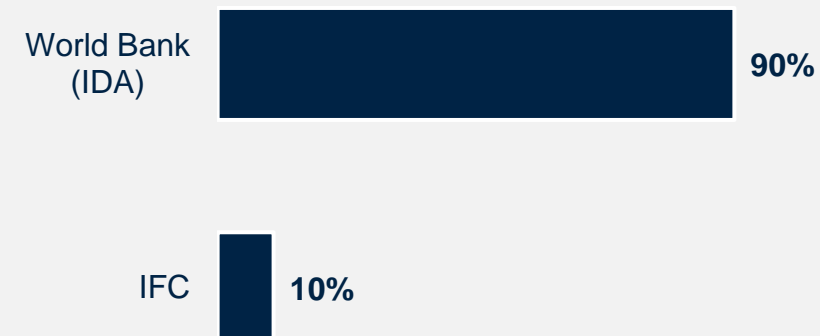


Sample Demographics

Currently, do you professionally collaborate/ work with the WBG in your country? (N=95)



Which of the following agencies of the WBG do you primarily collaborate/work with in Montenegro? (N=41)



Detailed Methodology

From **May 2023** to **July 2023**, a total of **347** stakeholders of the WBG in Montenegro 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 (National Assembly, Legislative body), Government Institutions, Local Governments, Bilateral/ Multilateral Agencies, Private Sector, Civil Society, Academia, and the Media.

A total of **95 stakeholders participated in the survey (27% response rate)**. Respondents completed the questionnaire via an online platform. The results of this year's survey were compared to the FY19 COS survey with a response rate of 50% (N=177).

Comparing responses across Country Surveys reflects changes in attitudes over time, but also changes in respondent samples, changes in methodology, and changes to the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. Additionally, this year, the COS project utilized a **Pulse survey** format, a shorter version conducted online by the BI team at the WBG. The list of respondents was identified and provided solely by the country team, while in the previous survey, up to 20% of the respondents were provided by a local fielding agency. Thus, this year's survey saw an increased outreach to and response from stakeholders from bilateral and multilateral agencies and a decrease in the number of private-sector respondents. These differences in stakeholder composition between the two years should be considered 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 "Montenegro 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
Government Principals: Office of the President, Prime Minister, Minister; Office of a Parliamentarian (National Assembly, Legislative body)	9%	12%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	32%	31%
Local Government	8%	5%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	5%	16%
Civil Society: NGOs, Community-Based Organization, Private Foundation, Professional / Trade Association, Faith-Based Group, Youth Group	11%	18%
Private Sector: Private Company, Financial Sector Organization, Private Bank	15%	5%
Academia/Research Institute/Think Tank	8%	6%
Media	7%	6%
Other	6%	0%
Total Number of Respondents	171	95

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 Montenegro?

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

A6. To what extent does the World Bank Group influence the development agenda in Montenegro? 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 Montenegro, 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 Montenegro, 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**





CountryOpinionSurveys

Thank you

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

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