



CountryOpinionSurveys

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

# Acknowledgements

The Fiji 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 Fiji perceive the WBG. The survey explored the following questions:

- 1. Overall Context:** How familiar are they with the WB? How much do they trust the WB?
- 2. Key Indicators:** What opinion do key stakeholders have of the WB when it comes to its effectiveness, relevance, alignment with Fiji's development priorities, and other key indicators? Are opinions improving or declining?
- 3. Engagement and Work on the Ground:** How is the WB 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 WB communicates do stakeholders recall? Is there a relationship between message recall and views of the WB's work?



# Methodology Overview

## ■ Fielded July 2023 through August 2023

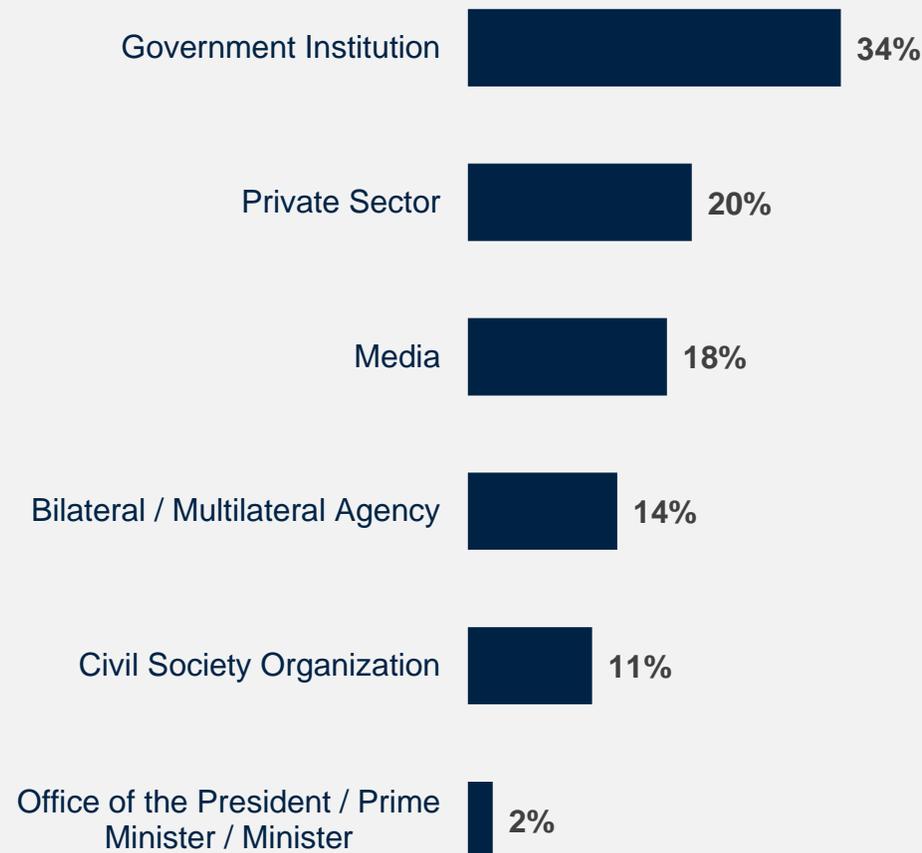
- 268 potential participants were asked to complete a mostly quantitative survey
- Respondents completed the questionnaires online
- List of names provided solely by the WBG country team
- The online survey platform is monitored and managed by the COS team

## ■ 44 participants (16% response rate)

- 68% currently collaborate with the WBG

## ■ Compared to FY19 Country Survey

- 109 participants (78% response rate)
- Respondents received an invitation via email and completed the questionnaire online.
- 44% collaborated with the WB



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



Which of the following best describes your current affiliation?  
(Select only 1 response) (Percentage of Respondents, N=44)

# *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 WB compared to FY19:

Mean familiarity: **FY23 = 6.7**

**FY19 = 4.9**

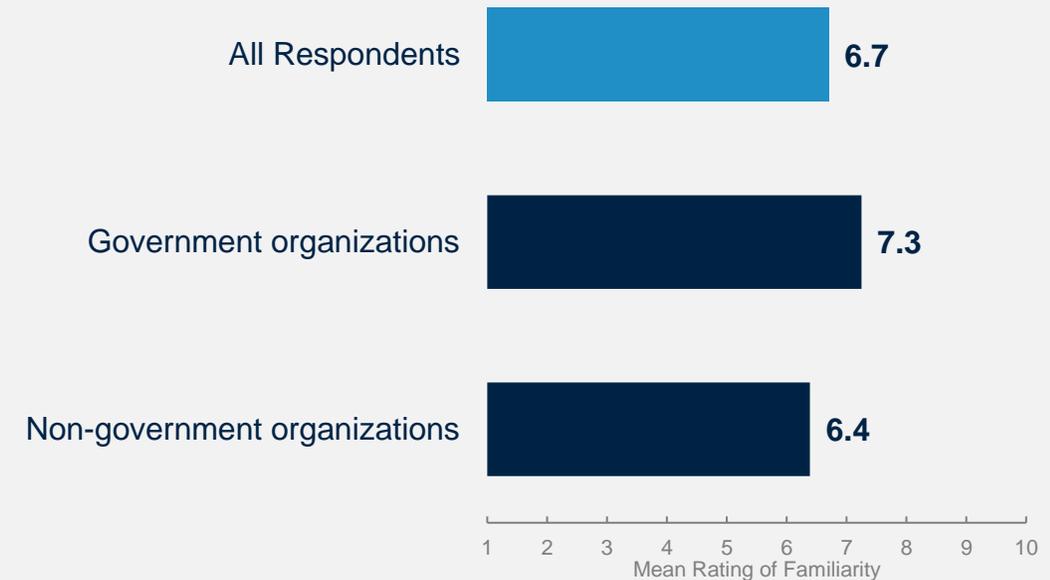
- **Collaboration with the WBG:** Respondents who collaborate with the WBG reported significantly higher levels of familiarity with the institution's work:

Mean familiarity: **Collaborate with WBG = 7.2**

**Do not collaborate = 5.7**

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In this year's survey, 68% of respondents indicated that they collaborated with the WBG as opposed to just 44% in FY19. Because respondents who collaborate with the WBG tend to rate it more positively, analyses were conducted comparing collaborators in FY19 to collaborators in FY23 to ensure that the increased ratings over time were not due to the greater percentage of collaborators in the sample for this year's survey. When examining only those respondents who collaborate with the WBG, respondents' familiarity level with the WB still improved significantly (FY23 mean = 7.2; FY19 mean = 6.0).



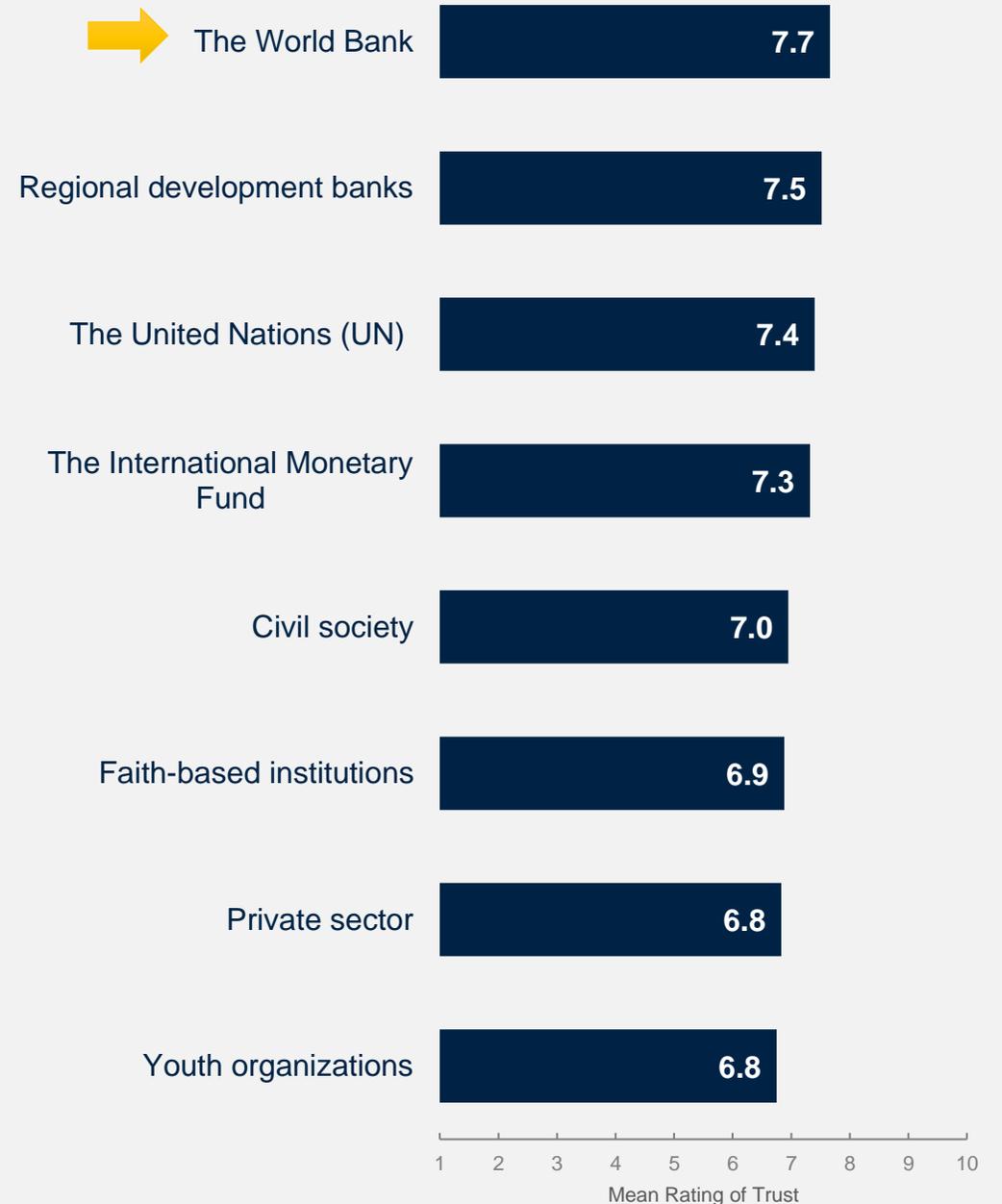
**Government organizations** included respondents from the Office of the President, Prime Minister, Minister, and Government Institutions.

**Non-government organizations** included respondents from bilateral / multilateral agencies, civil society, the private sector, and the media.



# The World Bank Is Considered the Most Trusted Institution in Fiji

The WB was considered the most trusted institution in Fiji among those studied. The regional development banks and the United Nations were also listed among the top trusted institutions. At the same time, the private sector and youth organizations were the least trusted among the institutions studied.

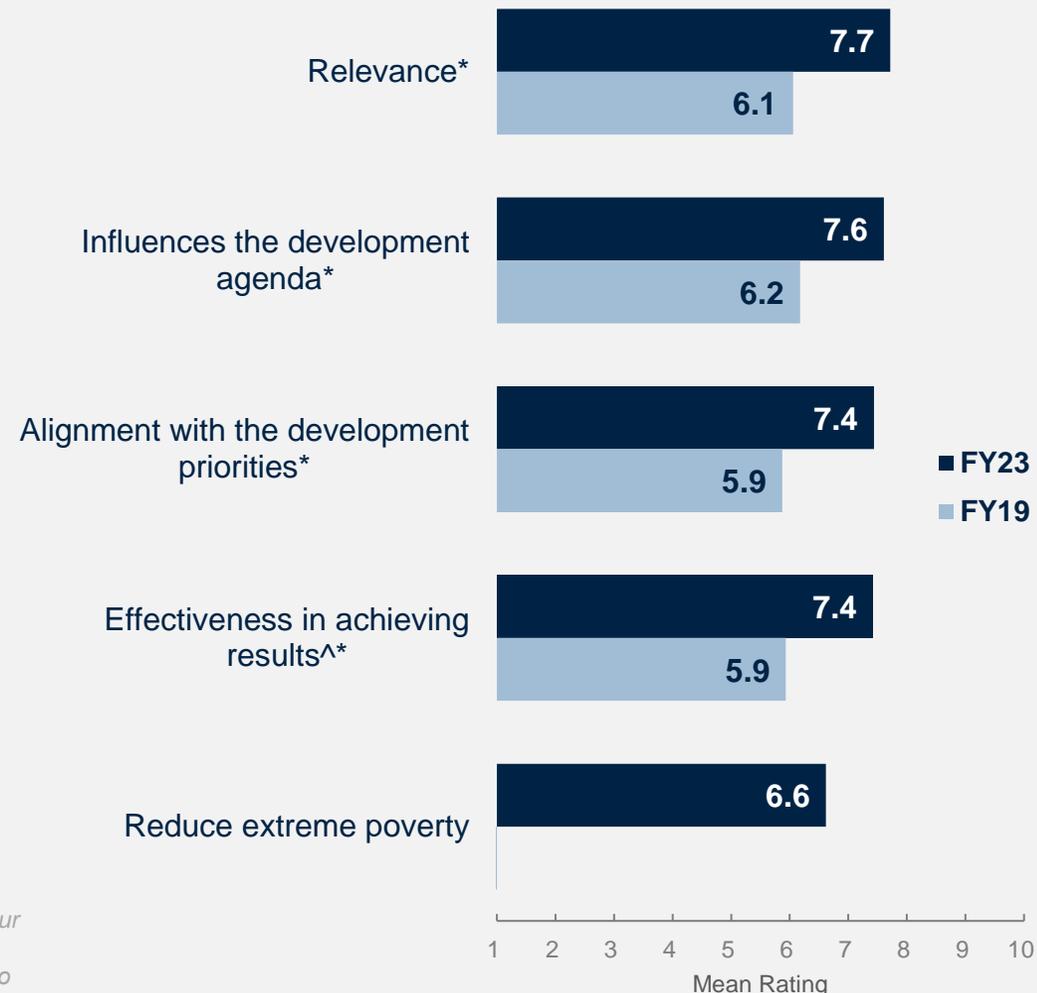


# *Overall Attitudes toward the World Bank*



# Perceptions on Most Key Indicators Have Improved

In FY23, respondents' perceptions of the WB's **relevance**, its **influence** on the development agenda, **alignment** with the development priorities, and **effectiveness** in achieving results were significantly more positive compared to FY19.



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

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

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

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

The World Bank's work helps end extreme poverty in Fiji.  
 Scale: 1 Strongly disagree – 10 Strongly agree

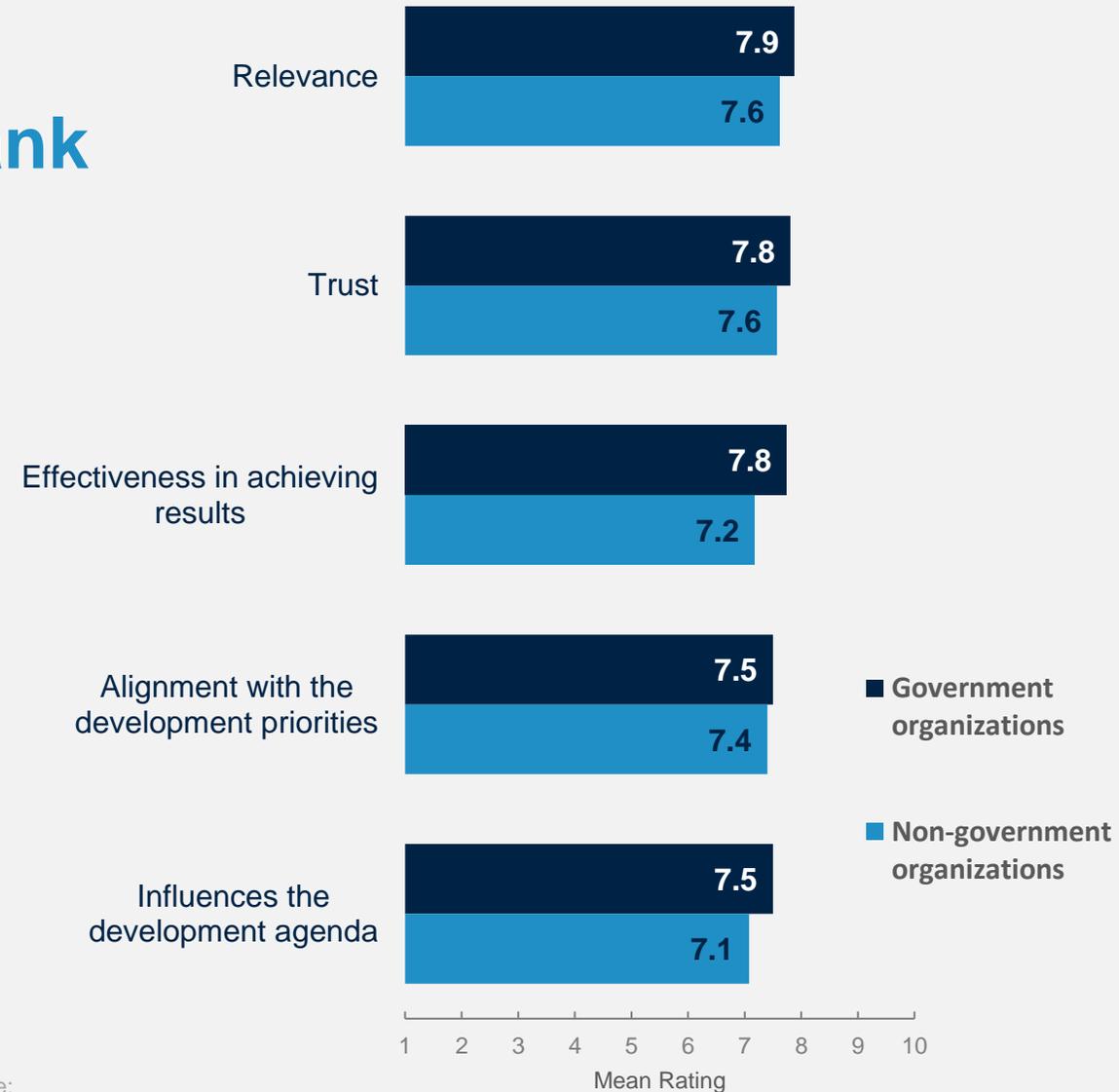
<sup>^</sup>Compared to a mean score of the two questions asked in FY19: "Overall, please rate your impression of the WB's effectiveness in Fiji."  
 Scale: 1 Not effective at all – 10 Very effective; To what extent does the WB's work help to achieve development results in Fiji?  
 Scale: 1 To no degree at all – 10 To a very significant degree

\*Significantly different between years



# Government Stakeholder Hold Slightly More Positive Perceptions of the World Bank

Respondents from **government organizations** reported slightly more positive perceptions of the WB and its work when compared to non-government organizations respondents.



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

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

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

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

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



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



# Ratings for Most Indicator Questions Increased Significantly

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

Mean overall ratings: **FY23 = 7.2**

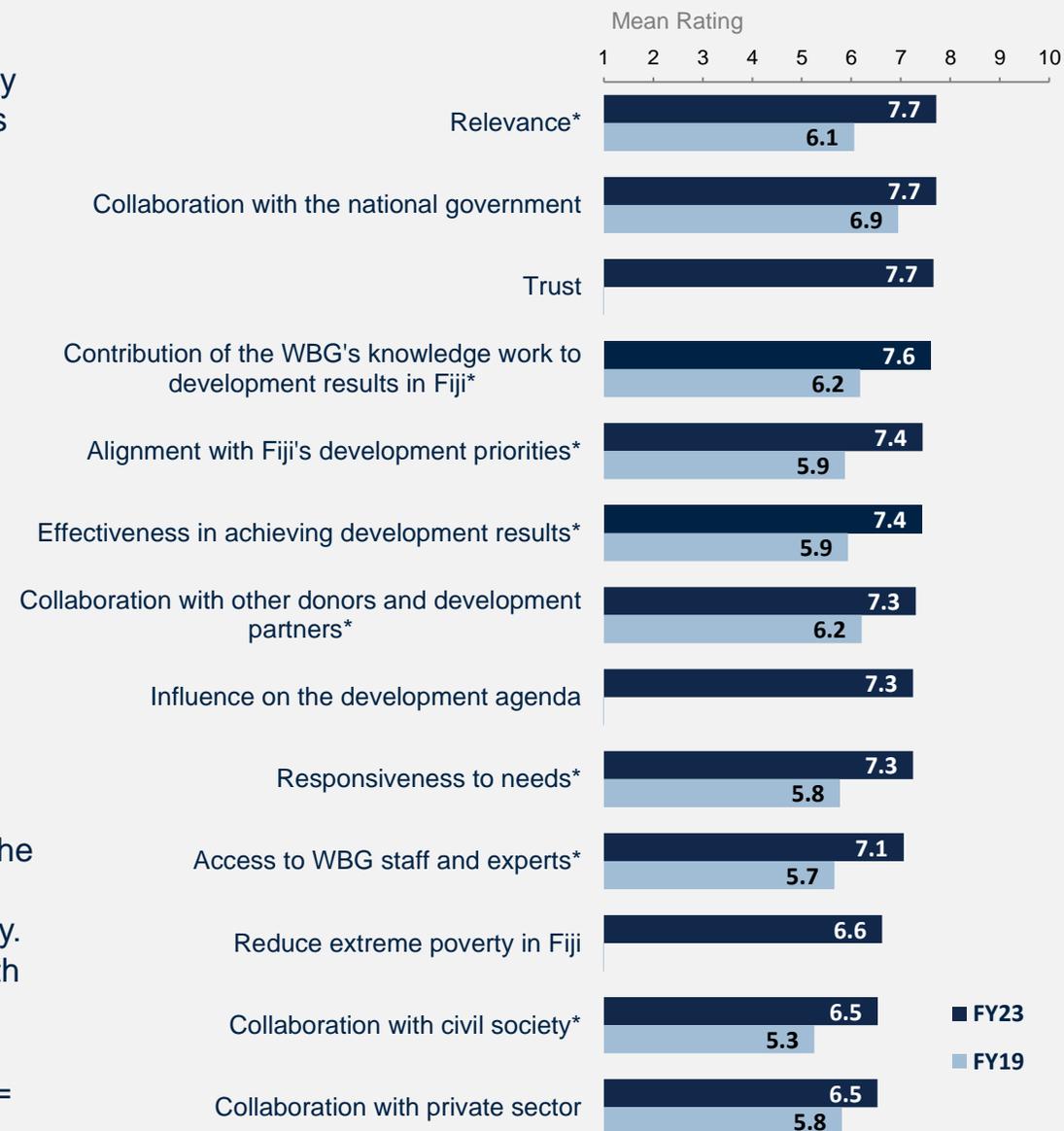
**FY19 = 6.0**

**Collaboration with the WBG:** Respondents who collaborate with the WBG gave statistically similar levels of ratings across the aggregated indicator questions compared to respondents who do not collaborate with the WBG.

Mean rating: **Collaborate with WBG = 7.3**

**Do not collaborate = 7.2**

In this year's survey, 68% of respondents indicated that they collaborated with the WBG as opposed to just 44% in FY19. Because respondents who collaborate with the WBG tend to rate it more positively, analyses were conducted comparing collaborators in FY19 to collaborators in FY23 to ensure that the increased ratings over time were not due to the greater percentage of collaborators in the sample for this year's survey. When examining only those respondents who collaborated with the WBG, respondents in this year still reported significantly higher levels of aggregated mean ratings for the indicator questions compared to FY19 (FY23 mean = 7.3; FY19 mean = 6.4).

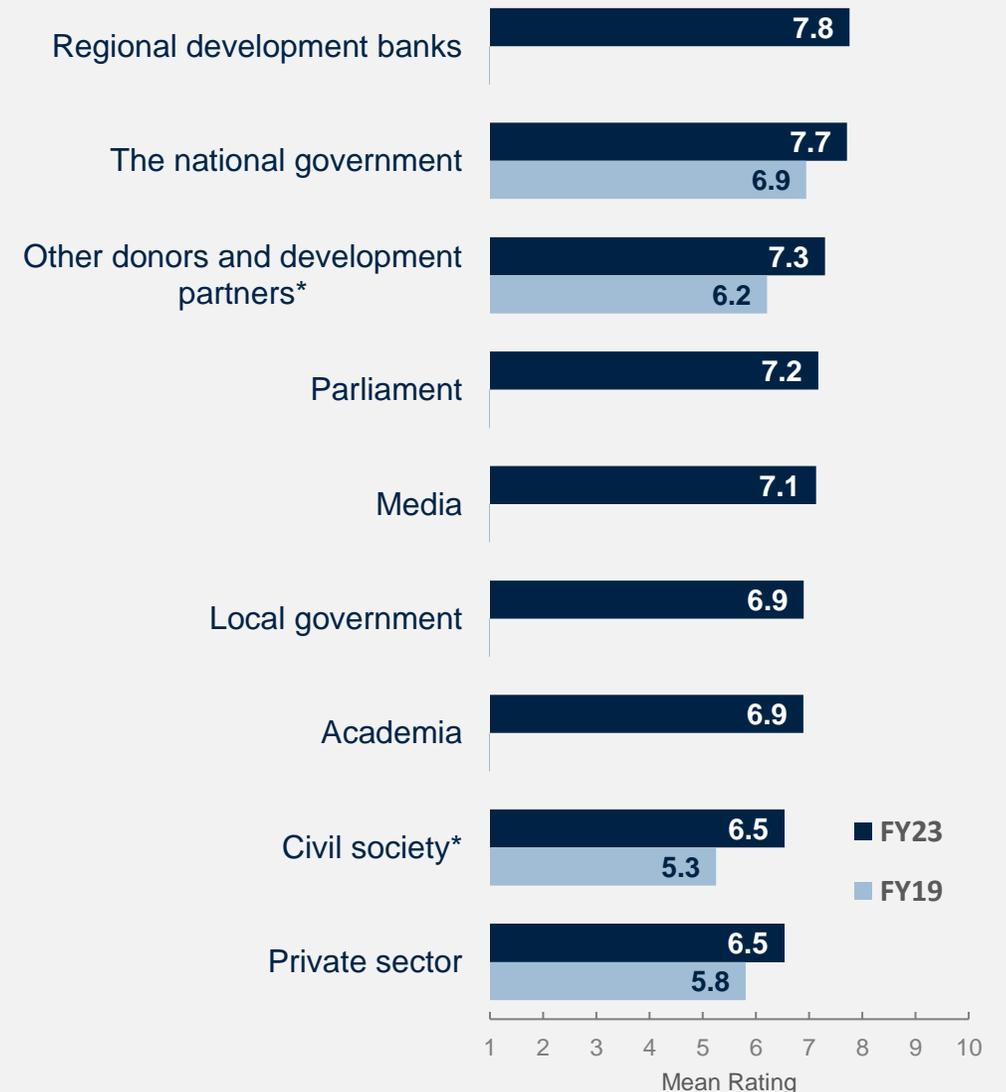


Mean Ratings for the thirteen COS Indicator Questions by Stakeholder Groups on a Scale from 1 to 10. These selected indicators are listed at the end of this report.

\*Significantly different between years

# Perceptions of the WB's Collaboration with Other Development Partners and Civil Society Have Improved

Respondents gave the highest ratings for the WB's collaboration with the regional development banks. There was a significant improvement in the perceptions of the WB as an effective development partner in terms of its collaboration with other donors and development partners and with civil society, compared to FY19.



\*Significantly different between years



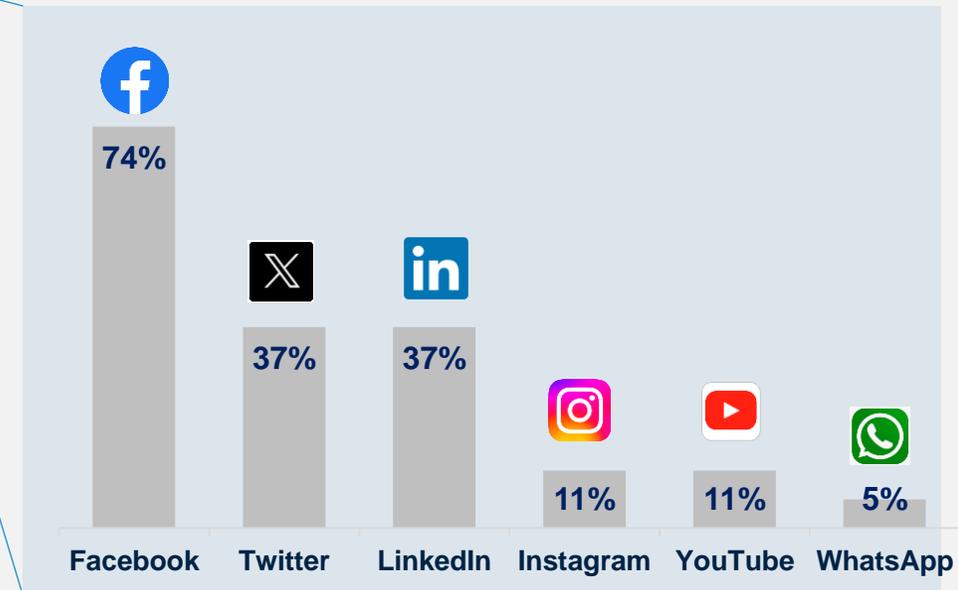
# ***Communication and Outreach***



# 8 in 10 Respondents Recalled Seeing or Hearing Information about the WB in the Last 30 Days

**78%** of respondents recalled hearing or seeing something about the WB in the last 30 days.

More than half of the respondents reported seeing that information in **newspapers** and on **social media**. Additionally, respondents frequently recalled messages from **direct contact with WB staff**. Among those who selected “social media”, the platforms most commonly reported were Facebook, X (Twitter), and LinkedIn.



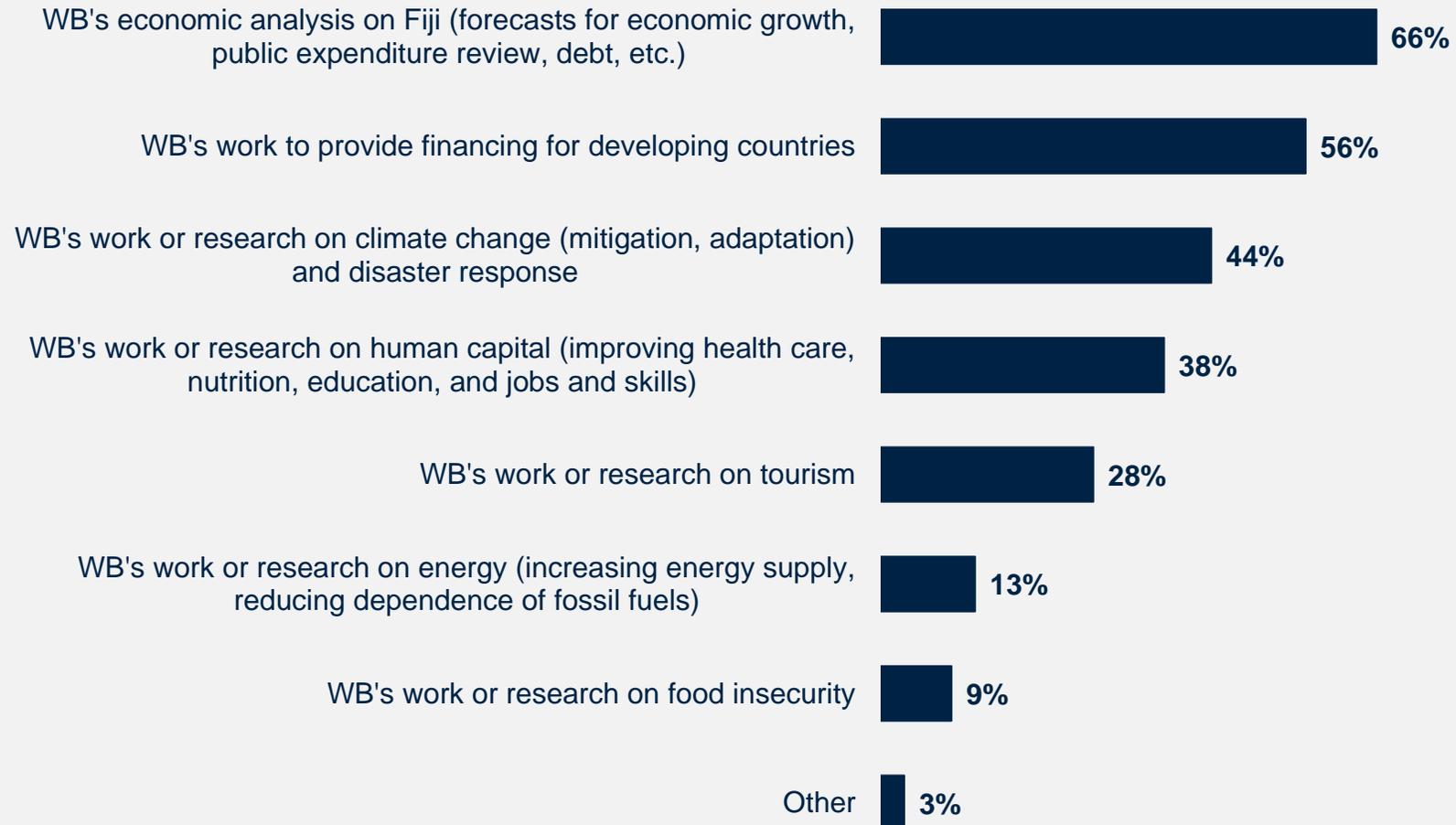
Do you recall seeing or hearing anything about the WB in the last 30 days? (N=41)

Where do you recall seeing or hearing this information? (Check all that apply) (Percentage of Respondents, N=32)

What social media platforms do you recall seeing this information on? (Check all that apply) (Percentage of Respondents, N=19)

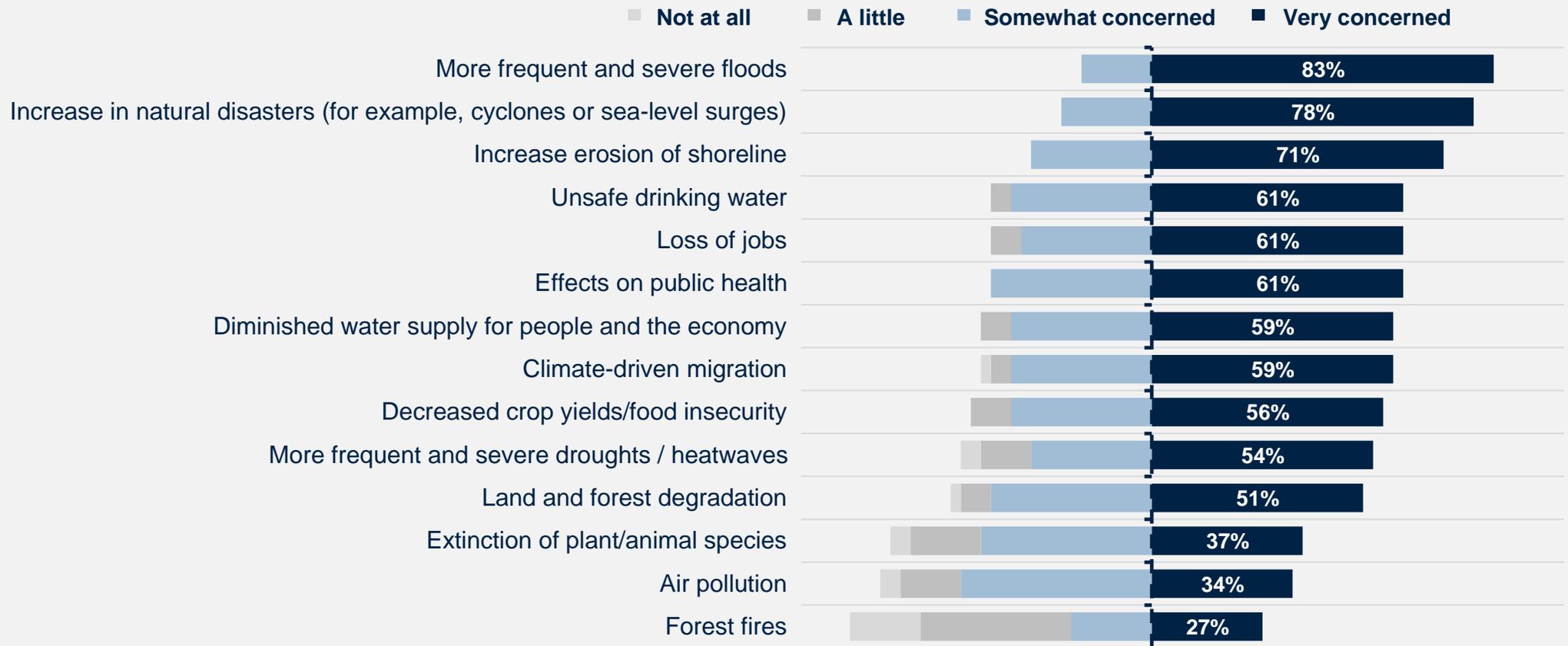
# WB's Global Economic Analysis on Fiji was the Most Commonly Recalled Topic

Respondents most frequently recalled WB **economic analysis** on Fiji and its work to **provide financing** for developing countries.



# Climate Change Communications can be More Impactful When Related to Stakeholders' Top Concerns: More Frequent and Severe Floods

The majority of the respondents were very concerned about **more frequent and severe floods** and **an increase in natural disasters** when it comes to the potential impacts of climate change in Fiji. Respondents were also very concerned about **increased erosion of the shoreline**. These key areas of concern should be taken into consideration to make communications about climate change more impactful in Fiji.



# Message Recall

Respondents strongly agreed that the WB helps countries **boost disaster and climate resilience** and **mitigate the effects of climate challenges**.

## The World Bank...

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

7.6

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

7.4

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

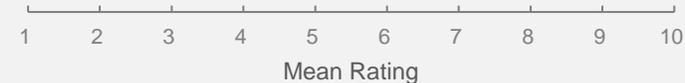
7.2

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

7.1

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

6.8

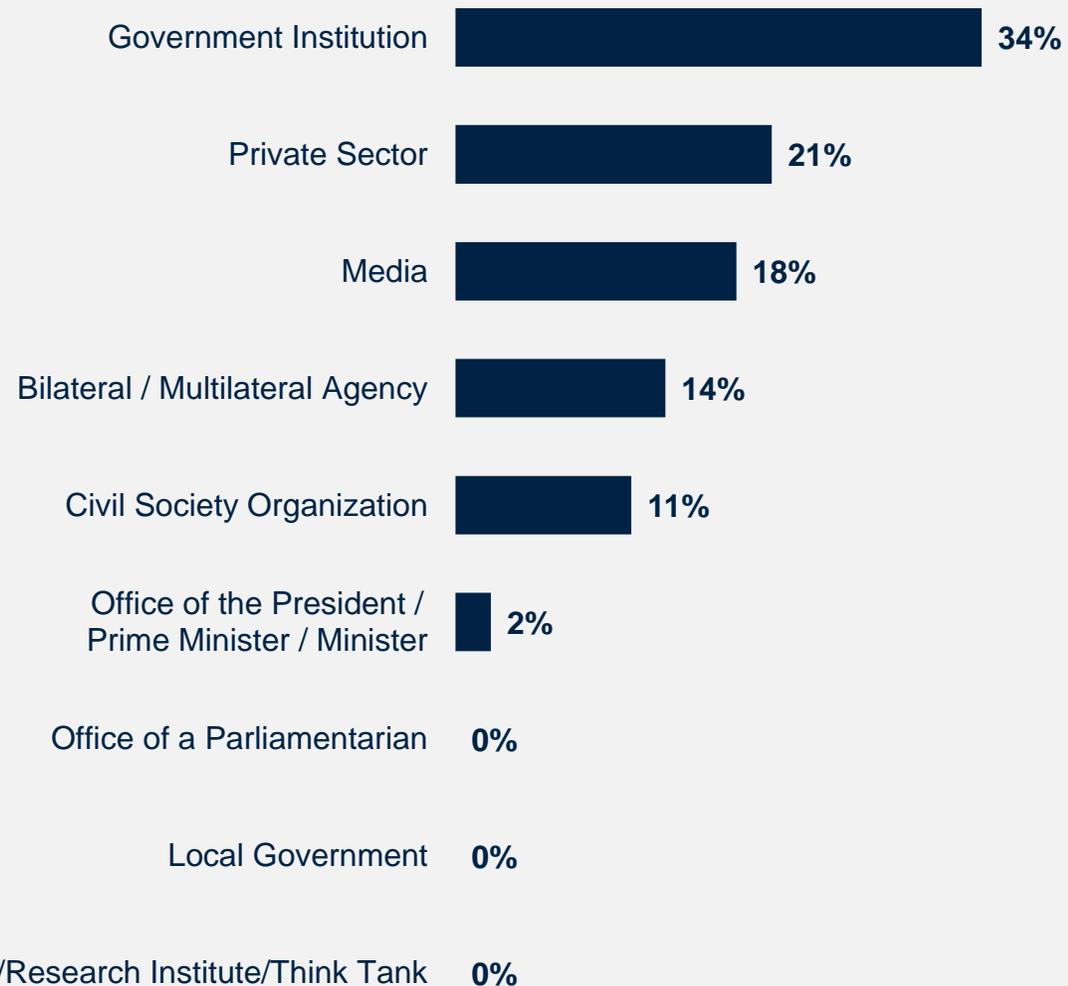


# ***Sample Demographics and Detailed Methodology***

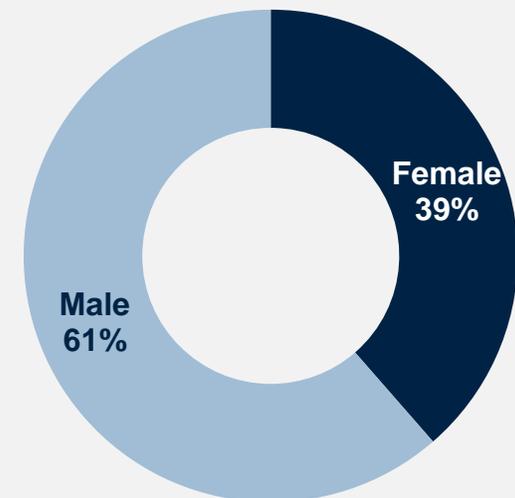


# Sample Demographics

Which of the following best describes your current affiliation? (N=44)

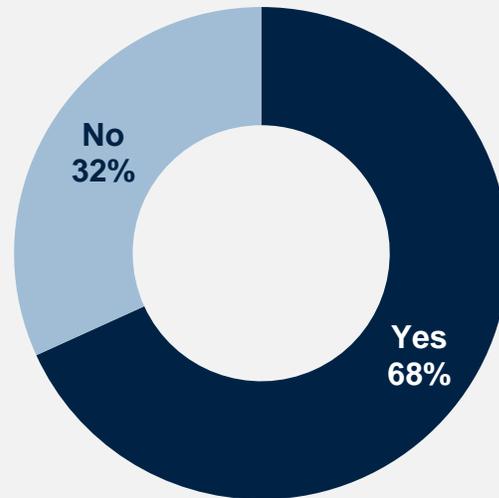


What's your gender? (N=44)



# Sample Demographics

Currently, do you professionally collaborate/ work with the WBG in your country? (N=44)



Which of the following agencies of the WBG do you primarily collaborate/work with in Fiji? (N=30)



# Detailed Methodology

A total of **268** stakeholders in Fiji were invited to provide their opinions on the WBG’s work by participating in a Country Opinion Survey from **July 2023 to August 2023**. The WBG country team compiled a list of potential participants. Participants were drawn from the Office of the President, Prime Minister, Minister, Office of a Parliamentarian (National Assembly, Legislative body), Government Institutions, Bilateral/ Multilateral Agencies, Private Sector, Civil Society, Academia, and the Media.

Of these stakeholders, **44 participated in the survey (16% response rate)**. Respondents completed the questionnaires online. The results of this year’s survey were compared to the FY19 COS survey with a response rate of 78% (N=109).

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 survey 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. 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 “Fiji 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)	3%	2%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	30%	34%
<b>Local Government</b>	6%	0%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	9%	14%
<b>Civil Society:</b> NGOs, Community-Based Organization, Private Foundation, Professional / Trade Association, Faith-Based Group, Youth Group	24%	11%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	21%	20%
<b>Academia/Research Institute/Think Tank</b>	5%	0%
<b>Media</b>	3%	18%
<b>Other</b>	0%	0%
<b>Total Number of Respondents</b>	<b>108</b>	<b>44</b>

# Indicator Questions

**A1\_3.** To what extent do you trust the World Bank 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 Fiji?

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

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

**A5.** The World Bank's work helps reduce extreme poverty in Fiji.

**A6.** To what extent does the World Bank influence the development agenda in Fiji? 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 an effective development partner in Fiji, 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 WB an effective development partner in Fiji, 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  
or the Country Opinion Survey program,  
please contact:*

[countrysurveys@worldbankgroup.org](mailto:countrysurveys@worldbankgroup.org)

