



Country Opinion Surveys

# FY 2024 El Salvador

## Country Opinion Survey Report

# Acknowledgements

The El Salvador 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.

BI acknowledges the significant contribution from the El Salvador country team and independent fielding agency, AGA & Asociados. In particular, BI is grateful for the support from Cynthia Flores Mora (External Affairs Officer) who coordinated the survey-related activities from San Jose, Costa Rica.



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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 El Salvador perceive the WBG. The survey explored the following questions:

- 1. Overall Context:** How familiar are stakeholders with the WBG? How much do they trust the WBG?
- 2. Key Indicators:** What opinion do key stakeholders have of the WBG regarding its effectiveness, relevance, alignment with El Salvador's development priorities, and other key indicators? Are opinions improving or declining?
- 3. Development Priorities:** What areas of development are perceived to be the most important? Have the priorities changed over the past three years? How effective is the WBG perceived to be in these areas?
- 4. Engagement on the Ground:** How is the WBG perceived as a development partner in El Salvador? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What do key stakeholders value the most regarding the WBG's work in El Salvador? What opinion do key stakeholders have of WBG financial instruments and knowledge products? Are opinions improving or declining? What are stakeholders' suggestions for improving WBG's effectiveness?
- 6. Communication and Outreach:** What are the preferred communication channels? 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 January – April 2024

- 384 potential participants were asked to complete a mostly quantitative survey
- Respondents completed the questionnaire online
- List of names provided by the WBG country team and supplemented by the fielding agency
- Process managed on the ground by the fielding agency

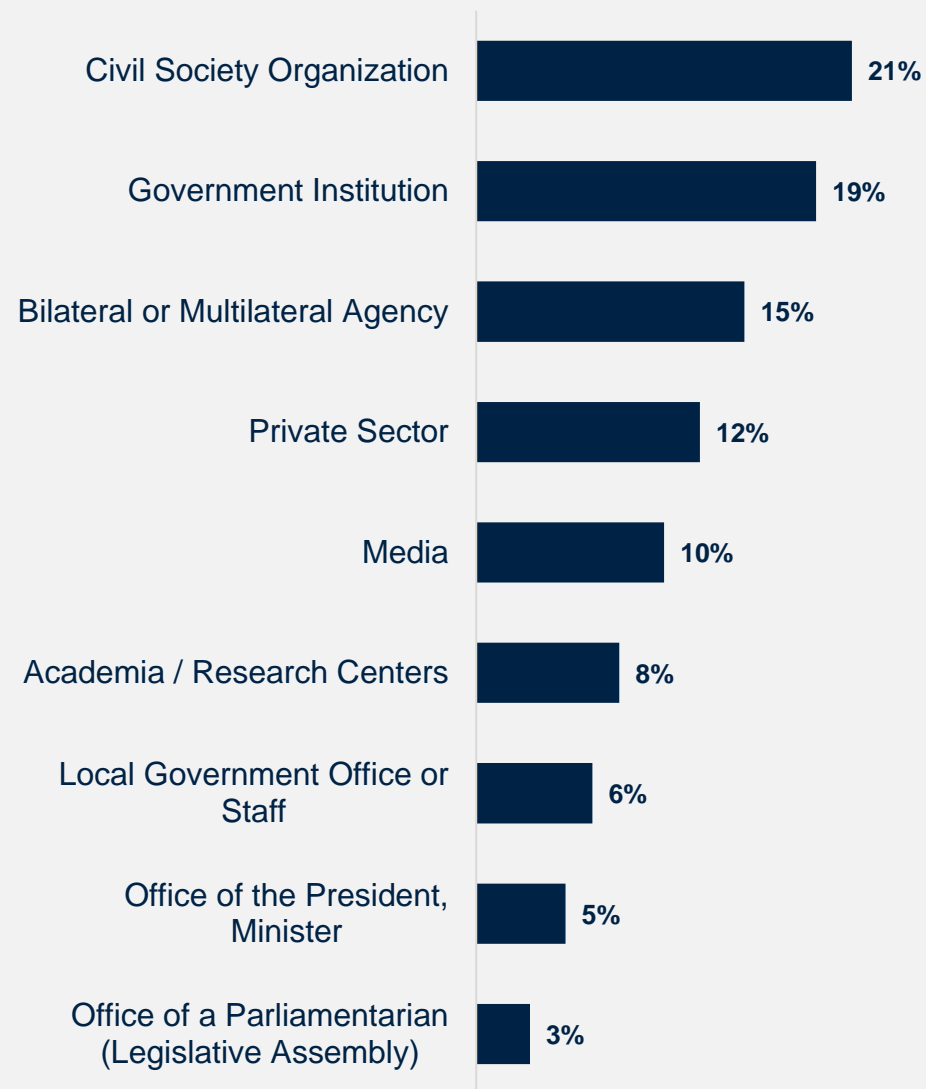
## ■ 201 participants (52% response rate)

- 90% from Central Zone
- 26% currently collaborate with the WBG

## ■ Compared to FY21 Country Survey

- 165 participants (68% response rate)
- Respondents completed the questionnaire online or on paper
- 21% collaborated with the WBG

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



# Overall Context

*“To make its intervention in El Salvador more effective, the World Bank could design financing strategies that recognize and address the country's high debt burden. This could include implementing specific programs aimed at efficient debt management, restructuring liabilities with more favorable conditions, and promoting economic reforms that foster sustainable growth. In addition, the World Bank could work with other partners and not just public institutions to have more control over the use of resources.”*

(Bilateral/Multilateral Agency Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in El Salvador?(N=148)*

# Familiarity with the World Bank

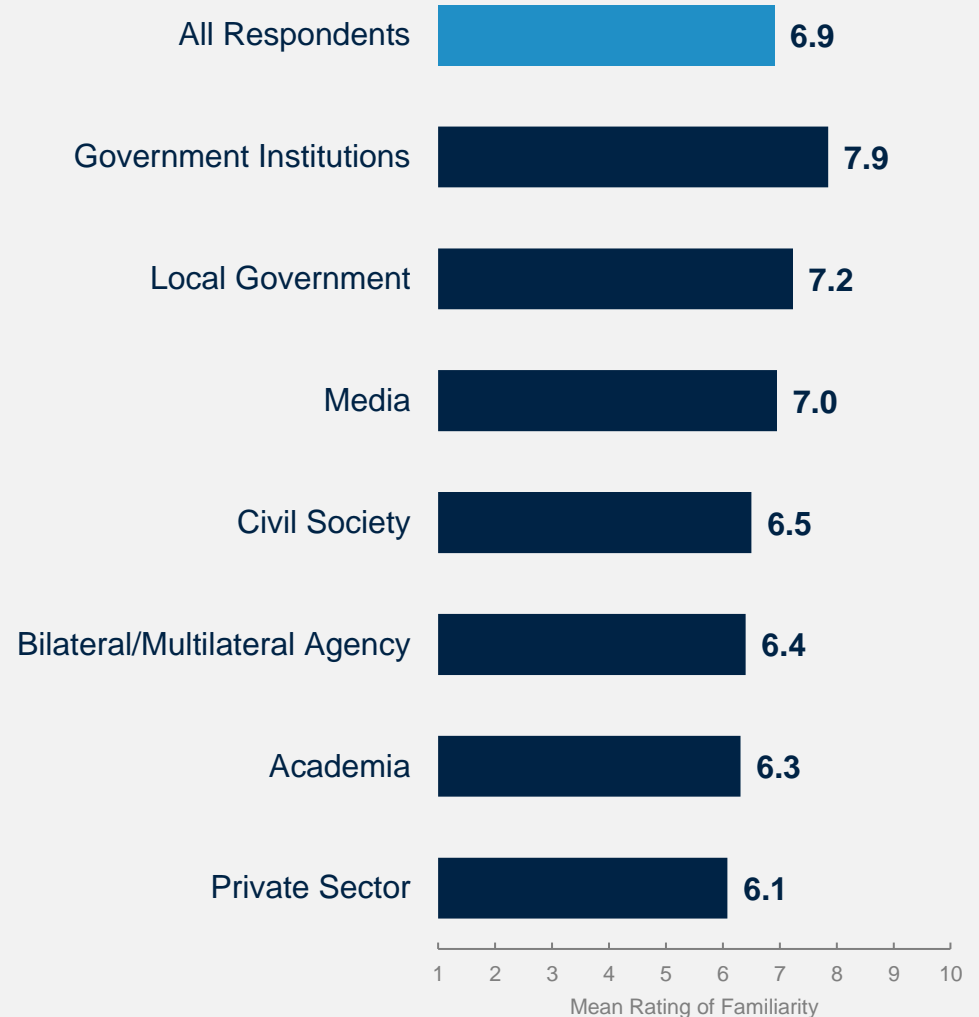
- **Comparison of FY21 and FY24:** Respondents in this year's Country Survey reported similar levels of familiarity with the World Bank as the respondents in the FY21 Survey:

Mean familiarity:      **FY24 = 6.9**  
                                 **FY21 = 6.9**

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

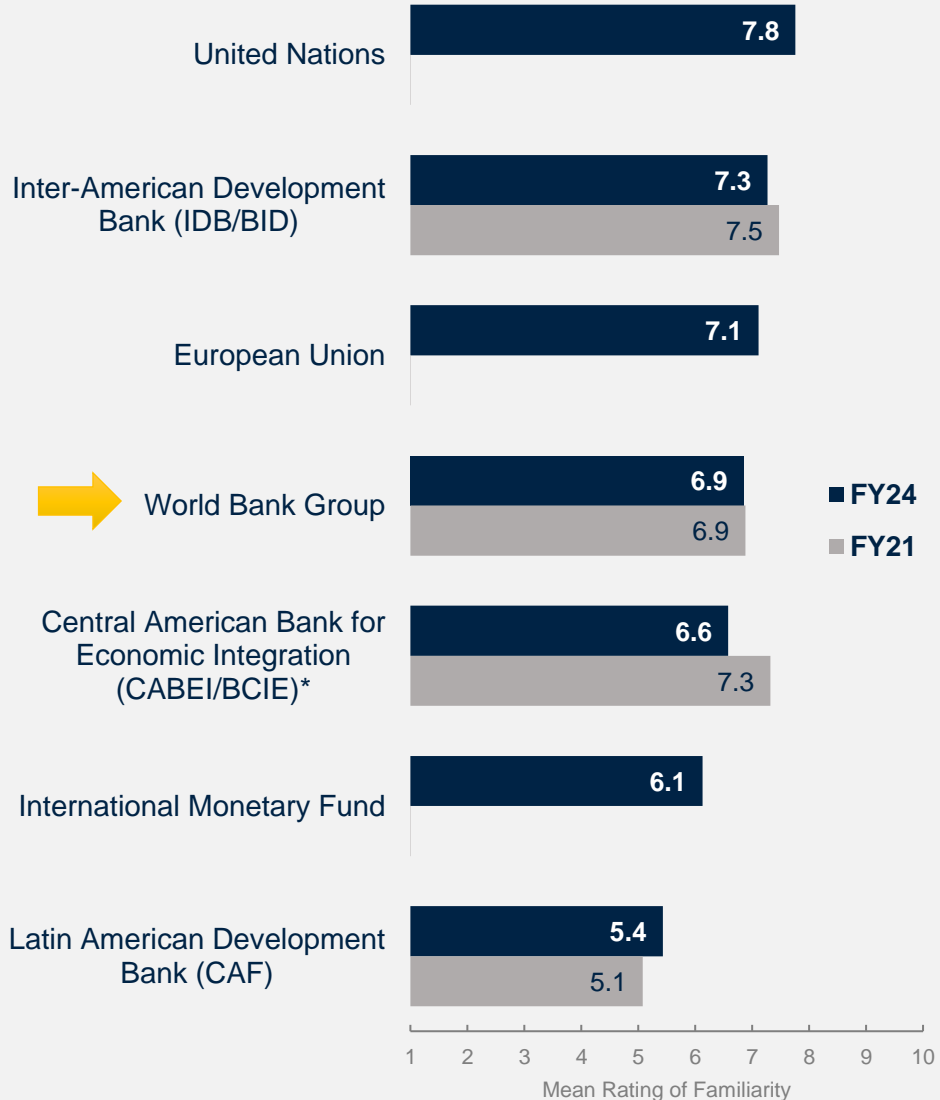
Mean familiarity:      **Collaborate with WBG = 8.2**  
                                 **Do not collaborate = 6.4**

- **Stakeholders:** Respondents from government institutions indicated the highest levels of familiarity with the WBG, followed by respondents from local government, whereas respondents from the private sector and academia reported lower familiarity with the WBG's work.



# Stakeholders Most Familiar with the UN and IDB

- Respondents in this year's Country Survey were asked to indicate their familiarity with the work of several international organizations and the World Bank Group. Of these organizations, respondents in El Salvador indicated the highest levels of familiarity with the work of the United Nations (UN), followed by the Inter-American Development Bank (IDB/BID). Respondents were least familiar with the Latin American Development Bank (CAF) work.



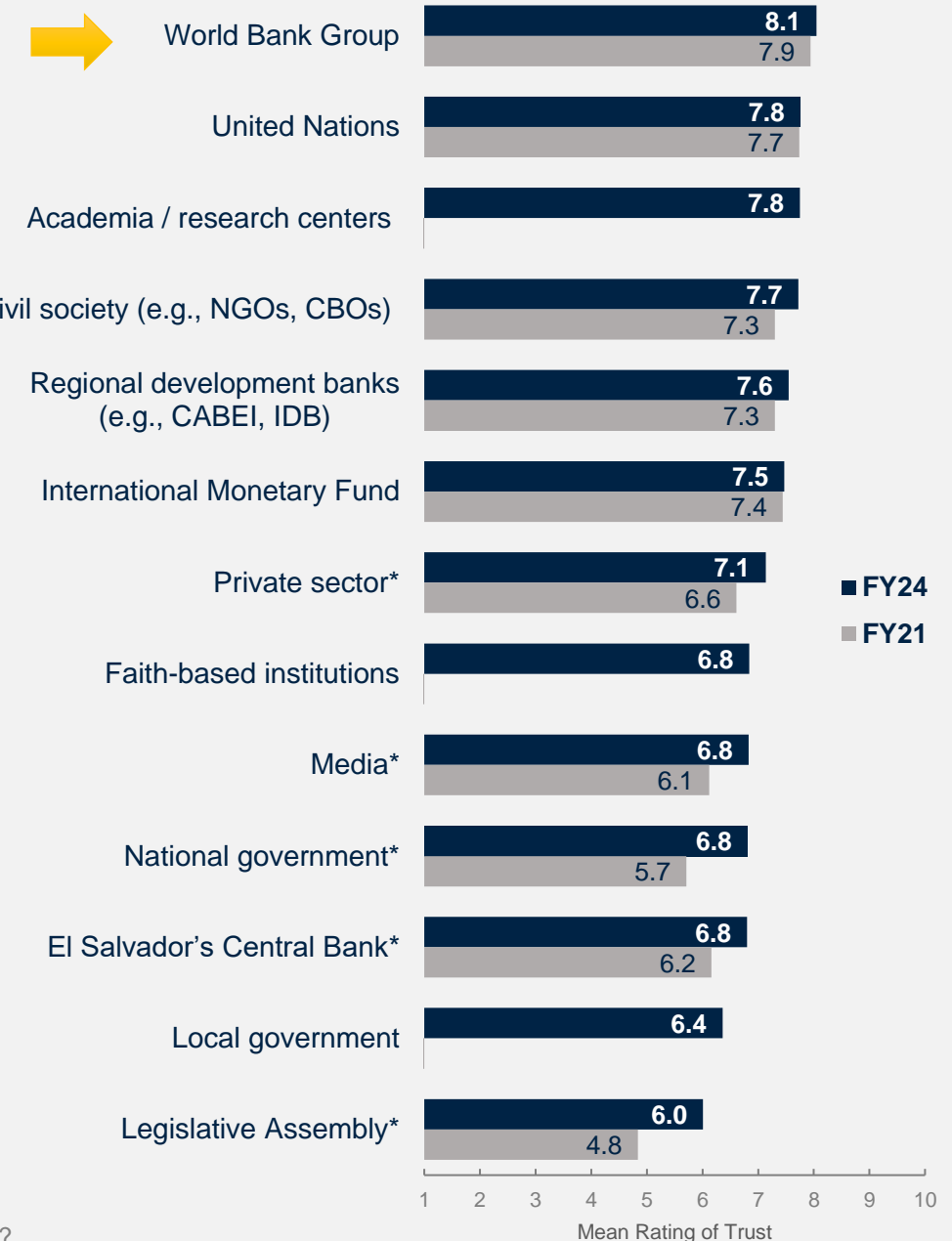


# The WBG is the Most Trusted Institution

Respondents in El Salvador rated the World Bank Group, United Nations, academia, and civil society as the most trustworthy institutions.

Despite significantly improved ratings compared to the FY21 survey, the **Legislative Assembly**, **El Salvador's Central Bank**, the **media**, and the **national government** were among the least trusted institutions studied.

- Regarding trust in the WBG, respondents from **government institutions** had the highest ratings of trust in the WBG (mean = 9.0). In contrast, respondents from **academia**, **media**, and **civil society** had significantly lower trust ratings (means = 7.0, 7.5, and 7.5, respectively).



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

*“I believe that given the national context, the WBG can have a greater influence in promoting public policies for human development, key issues for social and economic development, and transparency in the use of funds.*

*[The WBG] should promote more knowledge management and the training of new officials. This is something that the WBG does well, but lately they have not been doing it systematically in the country, as well as sharing successful experiences from countries similar to El Salvador, as well as considering projects that favor regional integration.”*

(Government Institution Respondent)



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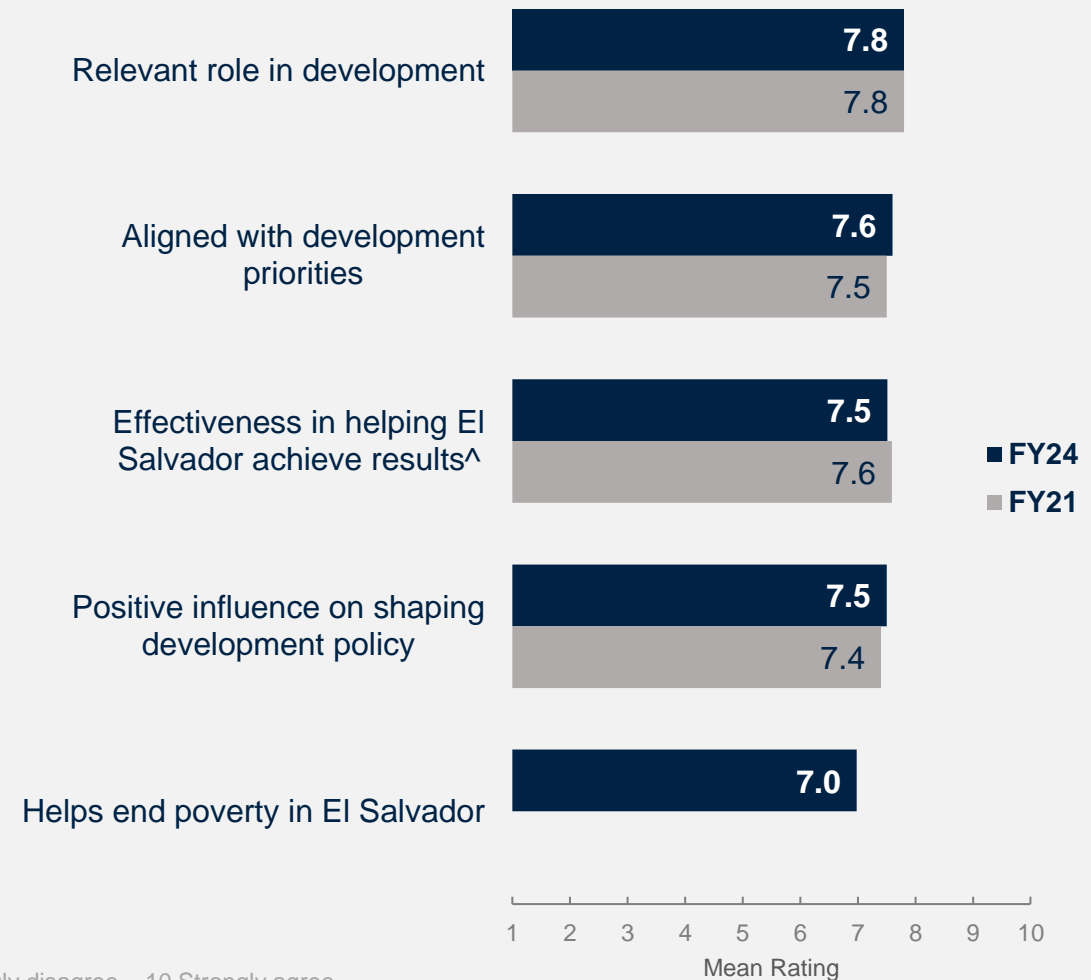


*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in El Salvador? (N=148)*

# Key Performance Indicators Remain Positive

In FY24, respondents gave high ratings for the WBG's **relevance** to development in El Salvador and **alignment** with their development priorities for the country. Slightly but insignificantly improved the WBG's **positive influence** on shaping development policy.

- Respondents from academia gave the lowest mean ratings across all these indicators. Of note, respondents from academia were less familiar with the WBG work than other stakeholder groups.



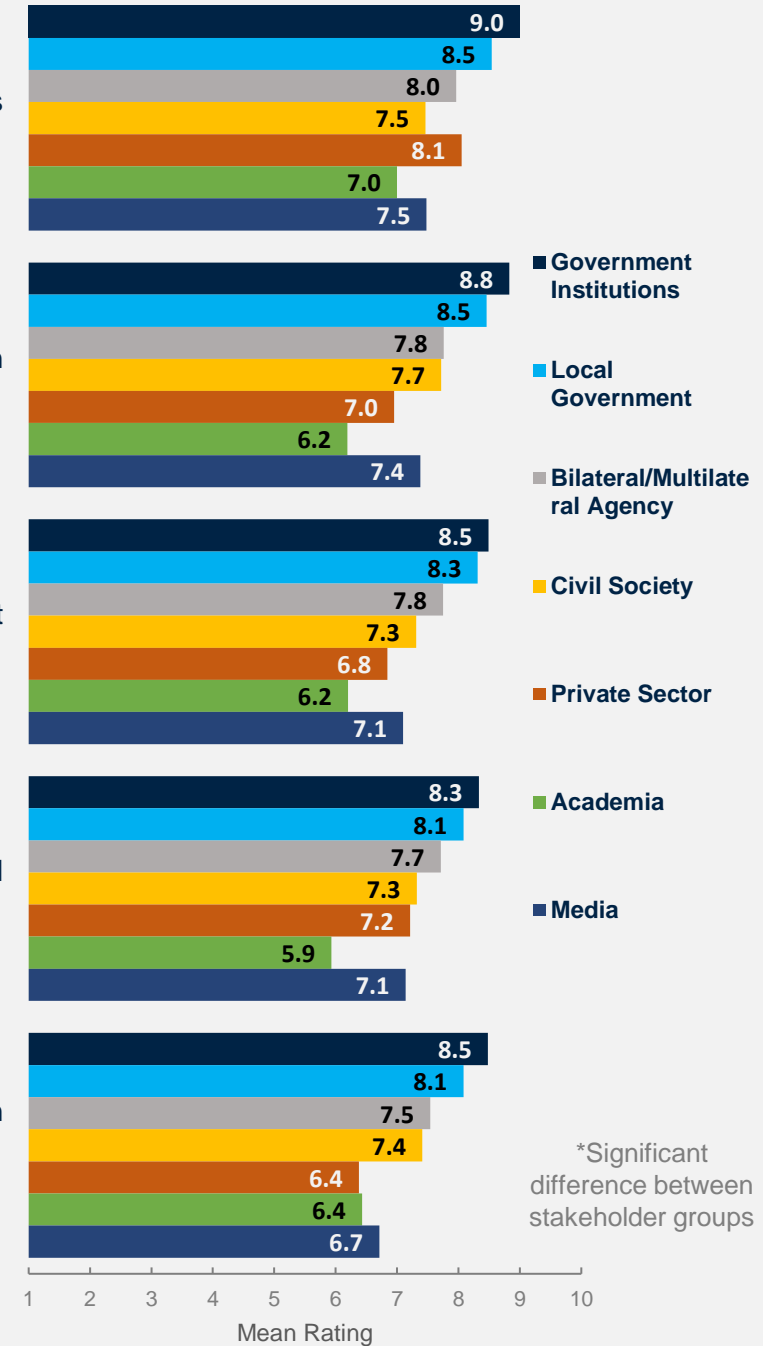
The WBG currently plays a relevant role in development in El Salvador. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG has a positive influence on shaping the development policy in El Salvador. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG's work is aligned with what I consider the development priorities for El Salvador. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG's work helps end poverty in El Salvador. Scale: 1 Strongly disagree – 10 Strongly agree  
 How effective is the WBG in helping El Salvador achieve development results? Scale: 1 Not effective at all – 10 Very effective  
 ^Compared to a mean score of the two questions asked in FY21: "Overall, please rate your impression of the WBG's effectiveness in El Salvador. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG's work help to achieve development results in El Salvador? Scale: 1 To no degree at all – 10 To a very significant degree"



# Stakeholders from the Government Institutions and Local Government Have More Positive Perceptions of the WBG

Comparisons of ratings for key performance indicators between stakeholder groups show that respondents from **government institutions** and **local government** have the highest ratings for the WBG work across all KPIs. In contrast, respondents from academia, the private sector, and the media had significantly lower ratings.

Trust the WBG to do what is right for El Salvador\*



Alignment with development priorities\*

Effectiveness in helping El Salvador achieve results\*

Positive influence on shaping development policy\*

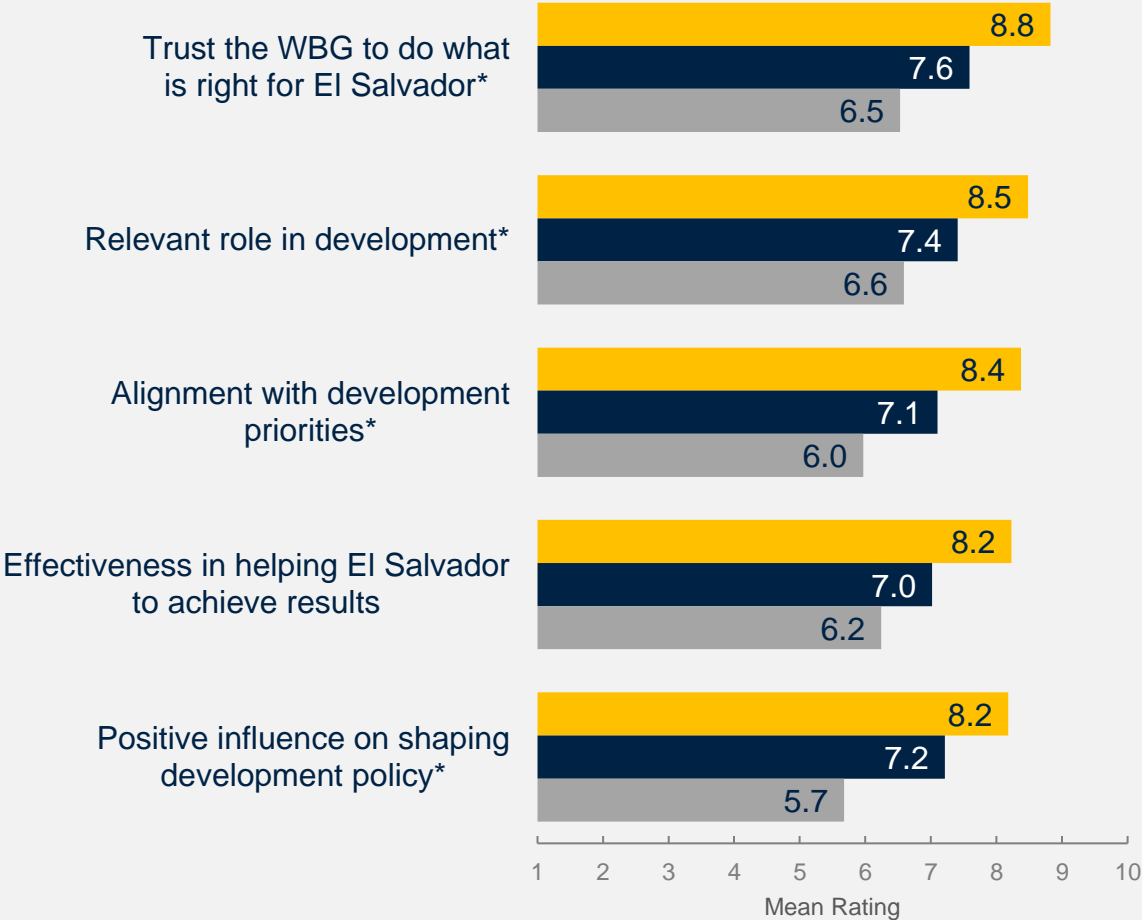
\*Significant difference between stakeholder groups



# 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), one 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 continue to increase positive perceptions.**



How familiar are you with the work of the WBG in El Salvador?

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

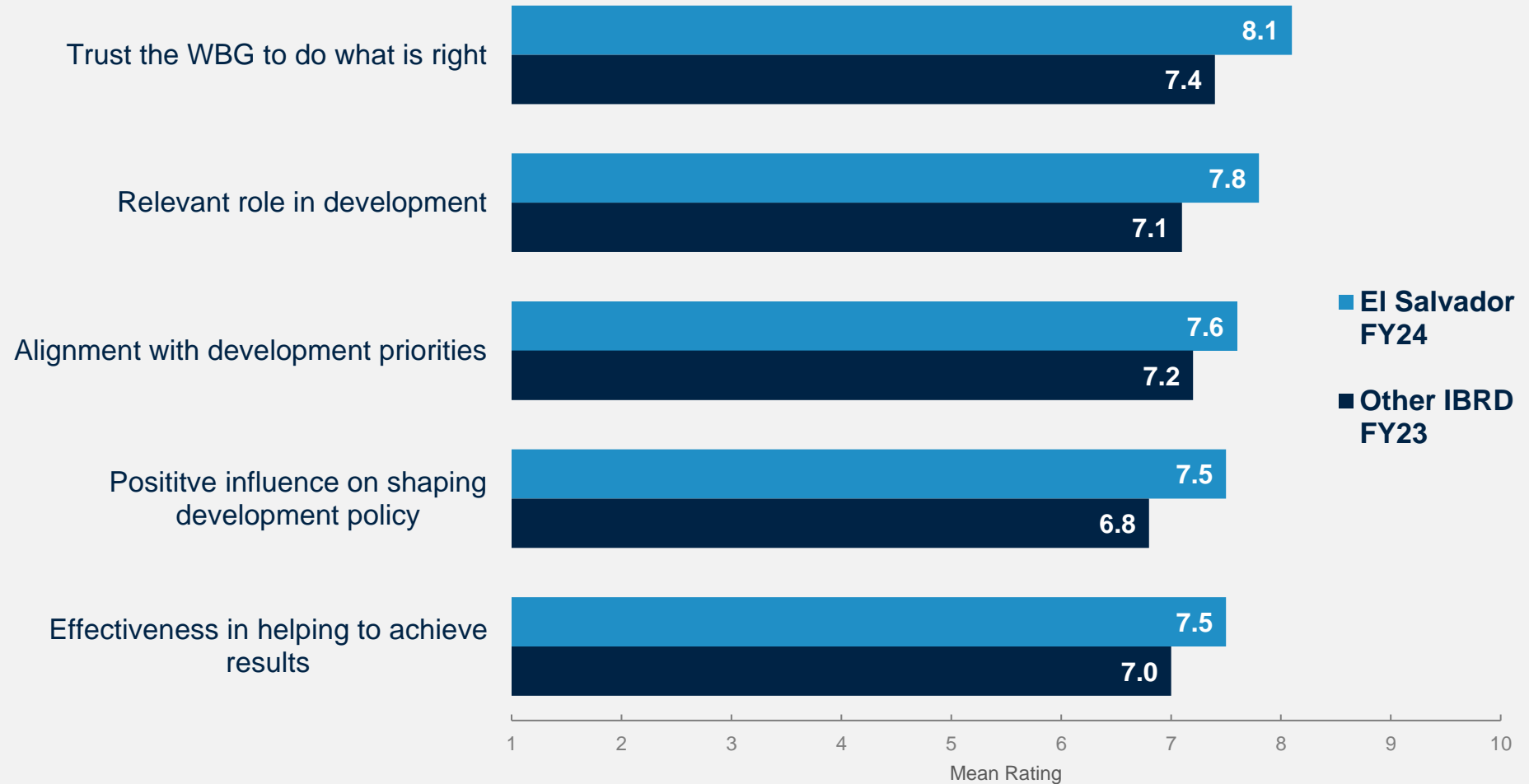
\*Significant difference between levels of familiarity



How much do you trust the WBG to do what is right for El Salvador? Scale: 1 Not at all – 10 Very much  
The WBG has a positive influence on shaping the development policy in El Salvador. Scale: 1 Strongly disagree – 10 Strongly agree  
The WBG currently plays a relevant role in development in El Salvador. Scale: 1 Strongly disagree – 10 Strongly agree  
The WBG’s work is aligned with what I consider the development priorities for El Salvador. Scale: 1 Strongly disagree – 10 Strongly agree  
How effective is the WBG in helping El Salvador achieve development results? Scale: 1 Not effective at all – 10 Very effective



# El Salvador's Key Performance Indicators are Higher than those of Other IBRD Countries Surveyed in FY23

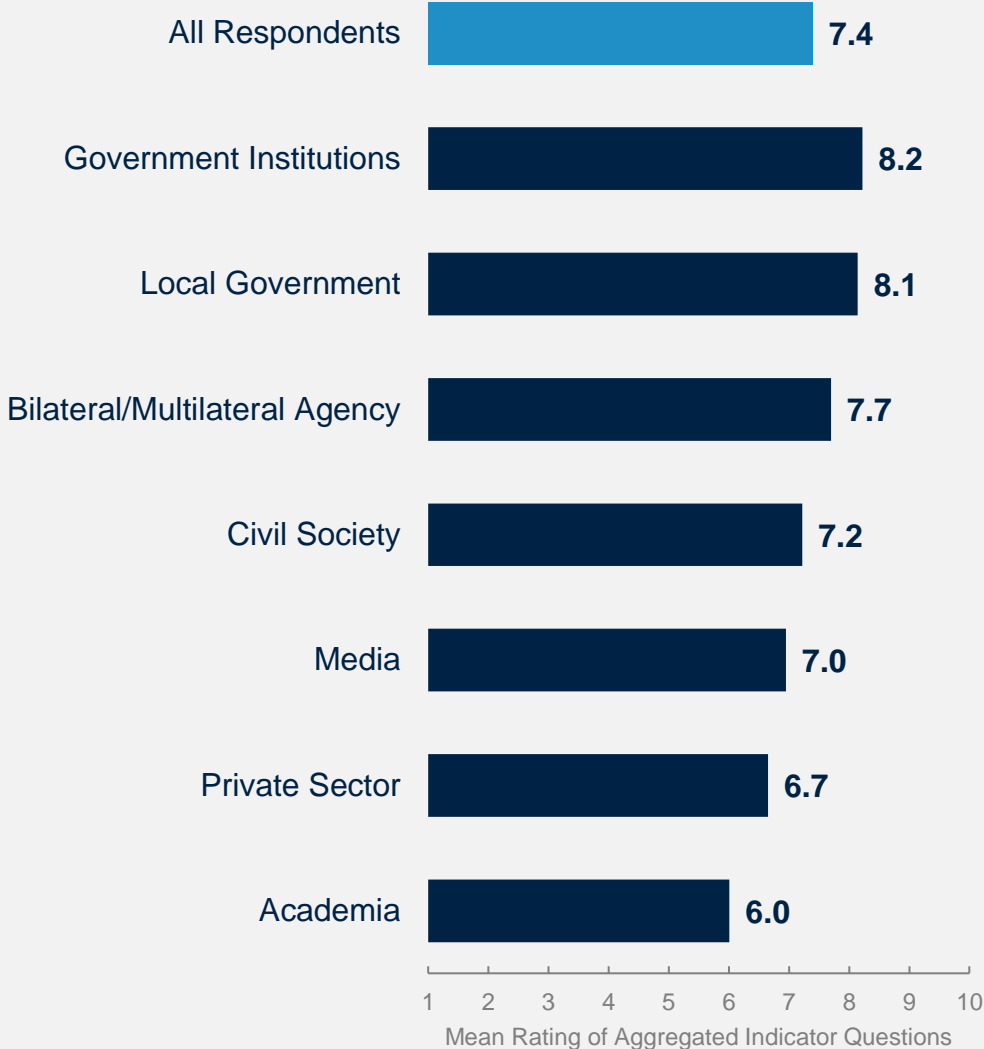


# Stakeholder Trends Across Performance Indicators

Respondents from government institutions had the highest mean rating across the aggregated responses to the nineteen COS indicator questions, whereas respondents from academia had the lowest ratings.

**Collaboration with the WBG:** Respondents who indicated that they collaborate with the WBG gave significantly higher ratings across the aggregated indicator questions compared to respondents who did not collaborate with the WBG:

Mean rating:      **Collaborate with WBG = 8.1**  
                         **Do not collaborate = 7.1**



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

*“Promote spaces for dialogue and evidence-based analysis to seek comprehensive solutions that address the structural causes of poverty and reach the most disadvantaged sectors of the country. Job creation is required for families in rural areas and sustainable food systems that preserve the environment.”*

(Civil Society Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in El Salvador? (N=148)*

# Development Areas for WBG Focus

In FY24, stakeholders wanted the WBG to focus its resources on **education, jobs, agriculture/food security, and water/sanitation**.

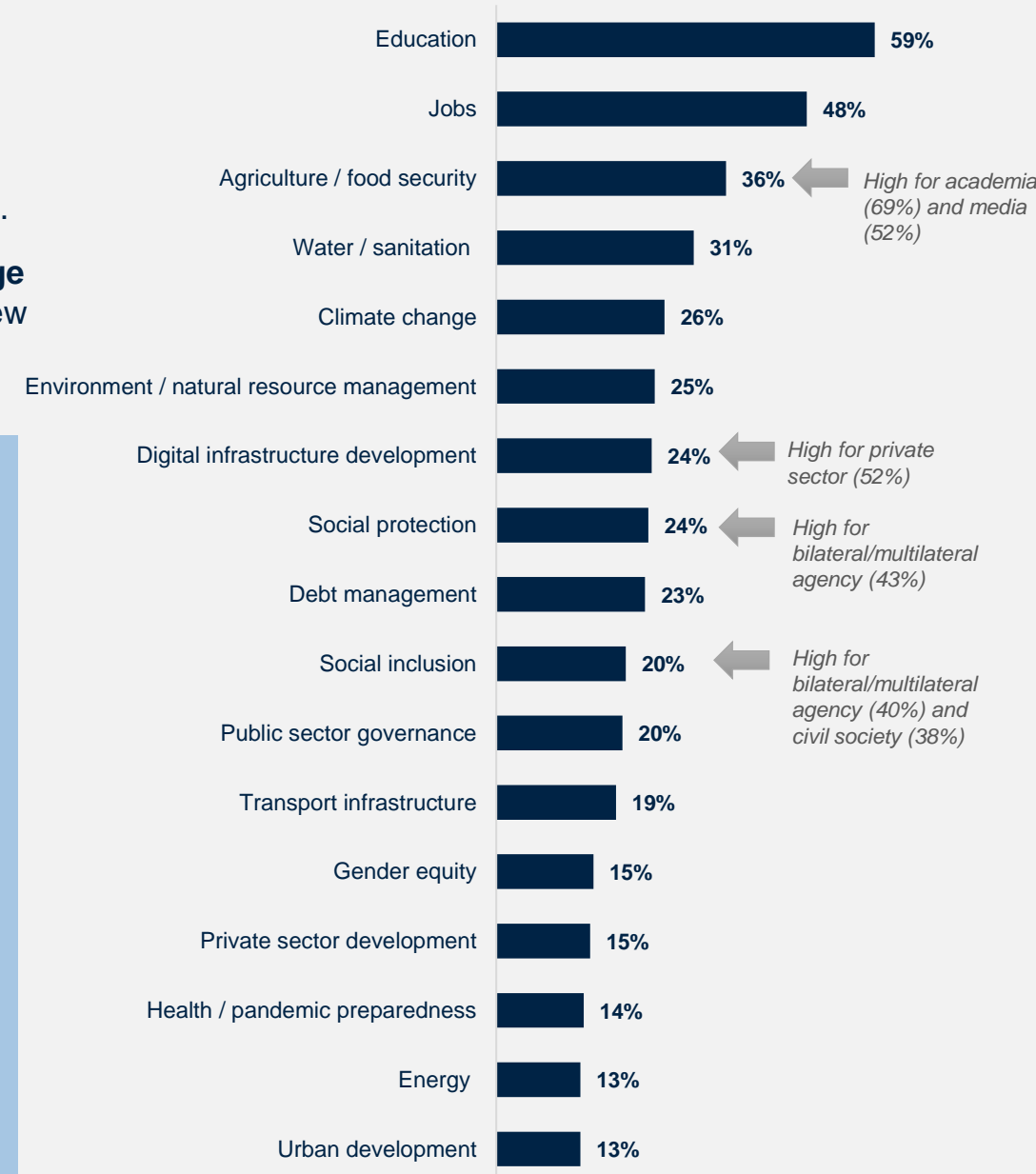
Jobs, agriculture/food security, water/sanitation, and **climate change** have elevated notably since FY21. Specifically, the water sector grew as a priority, with 3.7% of respondents in FY21 and 31% of respondents recognizing its importance in FY24.

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

*“Improve transparency in government management and ensure effective accountability. Create an enabling environment for investment, as well as promote policies that foster sustainable economic development. Develop policies that address food insecurity.”*  
(Government Institution Respondent)

*“Understanding and aligning with the priorities of the country's public agenda, having a technical and political agenda that is truly based on the will of the country. In education, too, not only focusing on quality, but on equity and inclusion. The recovery of learning is not everything, its strengthening is an even greater need today because when it is strengthened, student performance is accelerated. Likewise, having a systemic vision. Early childhood is a priority, but investment must also be made in education for young people and adults, without this, cycles of inequality, inequity and poverty are reproduced.”*

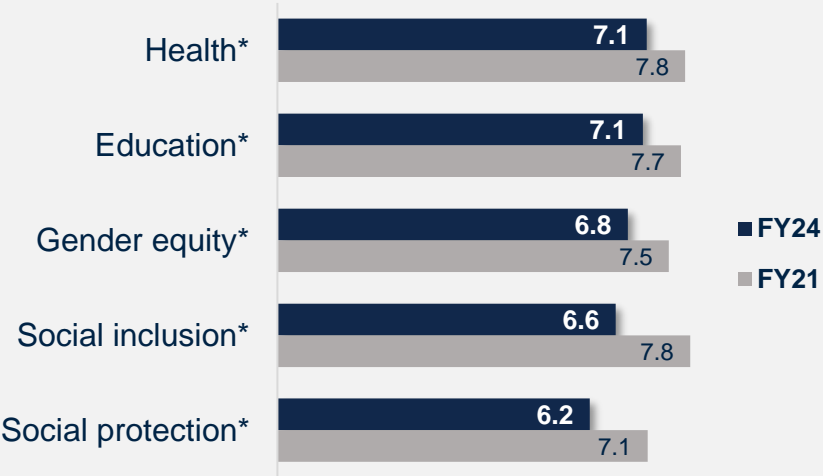
(Bilateral/Multilateral Agency Respondent)



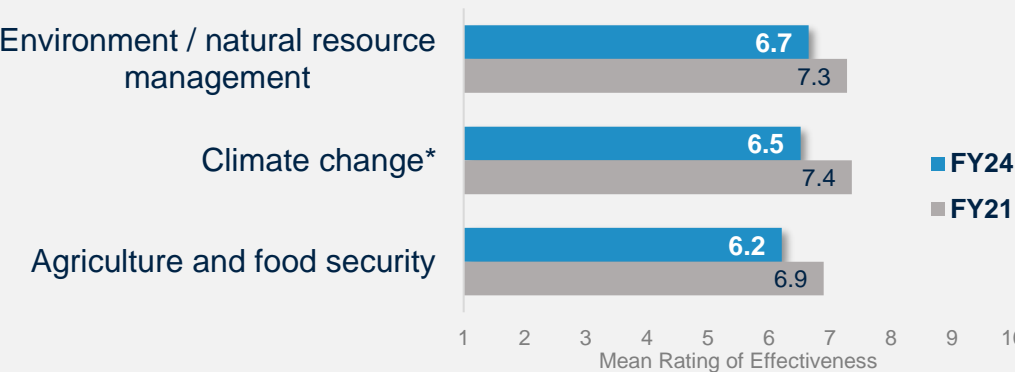
# Effectiveness of WBG's Support in Sectoral Areas

The WBG's work in **public service infrastructure, transport, health, and education** received the highest effectiveness ratings. Of note, most of the indicators studied in both years have declined notably since FY21, especially for energy/extractives and social inclusion.

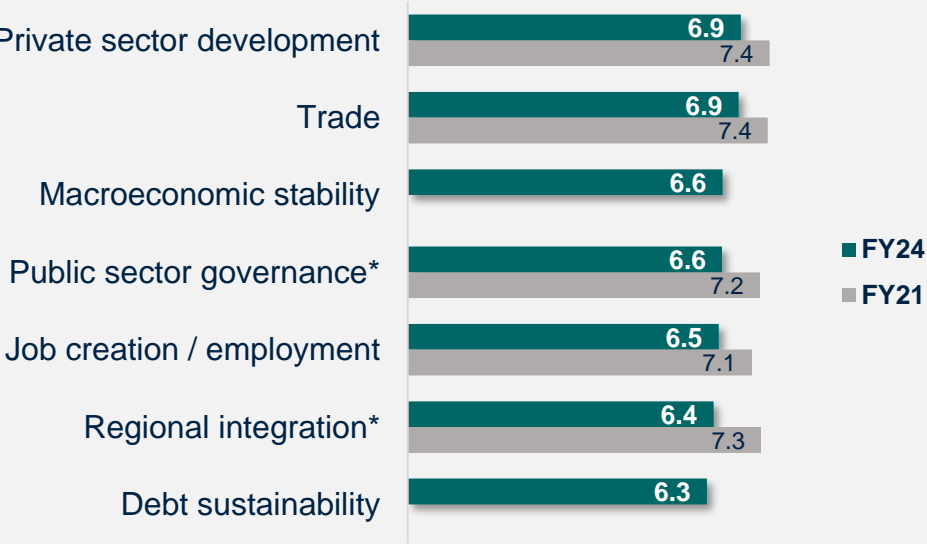
## Human Development



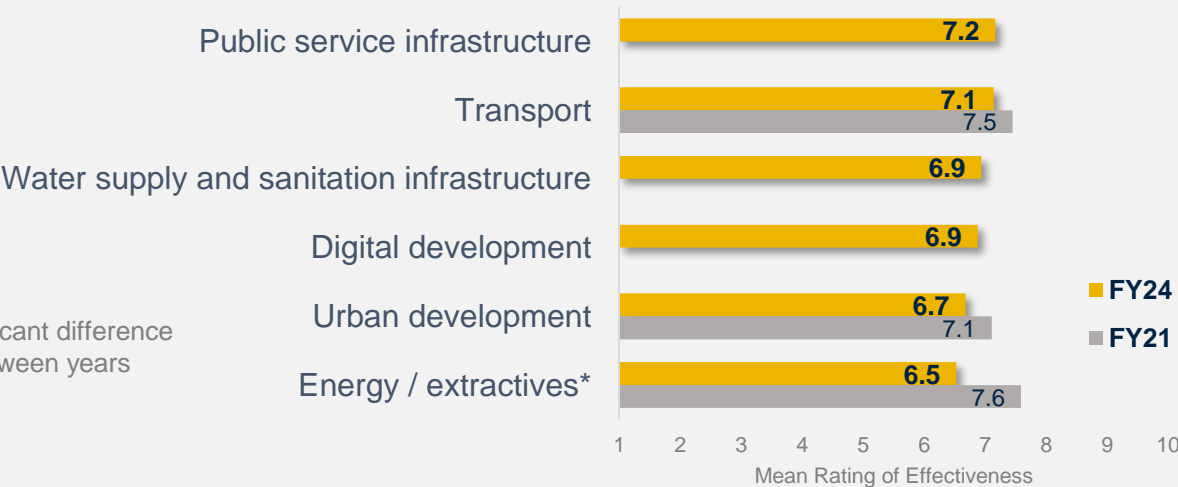
## Environmental Sustainability



## Finance / Institutions / Economic Growth



## Infrastructure



\*Significant difference between years



How **effective** has the WBG been at achieving development results in each of these areas in El Salvador? Scale: 1 Not effective at all – 10 Very effective  
(If you have NO exposure to/experience in working in any of the sectors listed below, please respond “Don’t know”)



# ***World Bank Group's Engagement on the Ground in El Salvador***

*“The WBG could generate projects that force intersectoral articulation and have comprehensive approaches to the country's social and economic problems. Generate spaces where academia, civil society, and the private sector contribute to the development of effective public policies and also promote spaces for the evaluation of public policies, where effectiveness and efficiency can be measured.”*

(Government Institution Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in El Salvador? (N=148)*

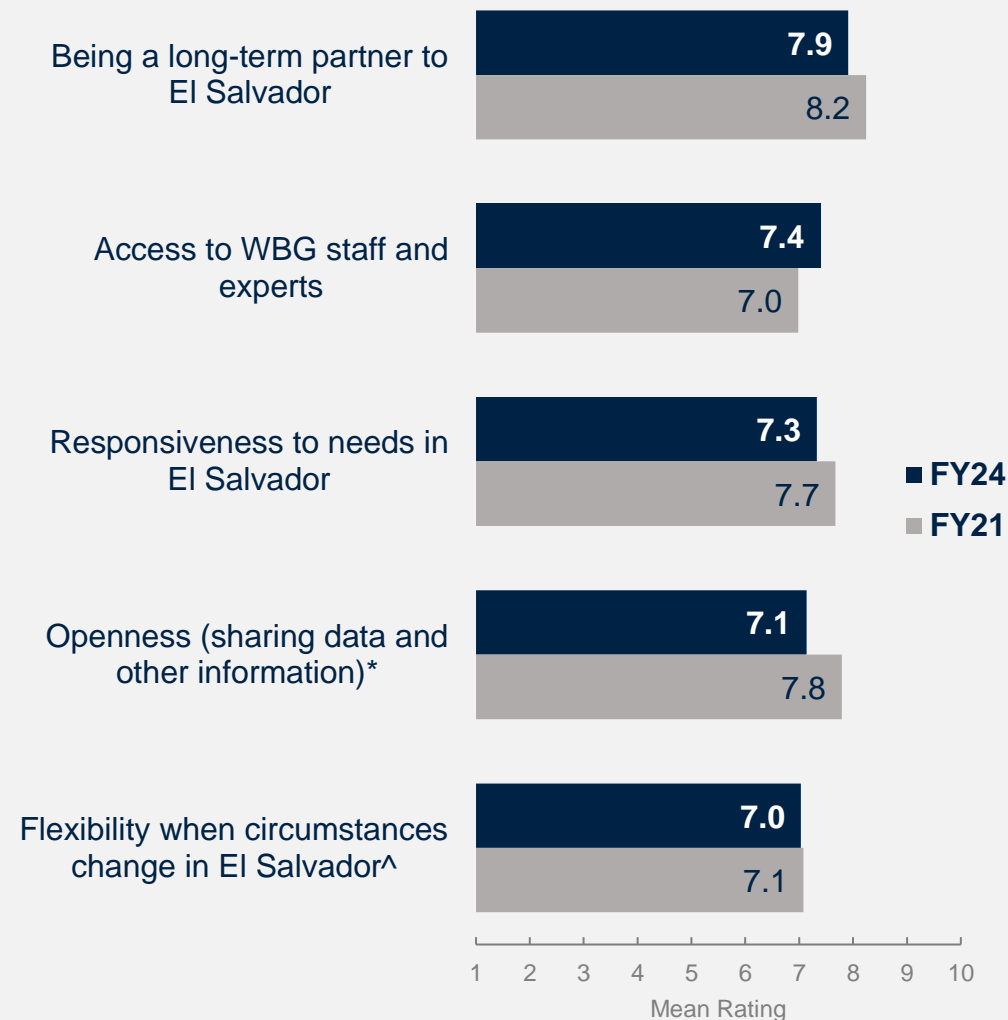
# The WBG Seen as a Long-Term Partner

In FY24, respondents perceived the WBG as a **long-term partner** with **accessible staff** and **responsive to needs in El Salvador**. Notably fewer respondents agree that **WBG is open to sharing data and other information** compared to the FY21.

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

*“Work with more local actors and civil society. There is a lot of information that is disguised by state institutions. Also, better supervise the projects that are being executed with bank funds. Some of them have been delayed or are used for things they were not intended for, but the claim is not made public to the government..”*  
(Media Respondent)

*“The majority of the Salvadoran population lacks information about the intervention of financial institutions in the country [...] There is no information on the existence of environmental, gender, disability, and other safeguards, and if they exist, we do not know how to access them to question or denounce projects that in our opinion could be harmful to life. They should be made known to exercise social control and have space to demand compliance with them. It is also to be expected that the benefits reach the low-income population. This is not happening, especially if we address the issue of women's access to basic services, land, housing, health, education, among others.”*  
(Civil Society Respondent)



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

Scale: 1 To no degree at all – 10 To a very significant degree ^Compared to the mean of institutional flexibility and flexibility to changes in the country context asked in FY21. \*Significant difference between years



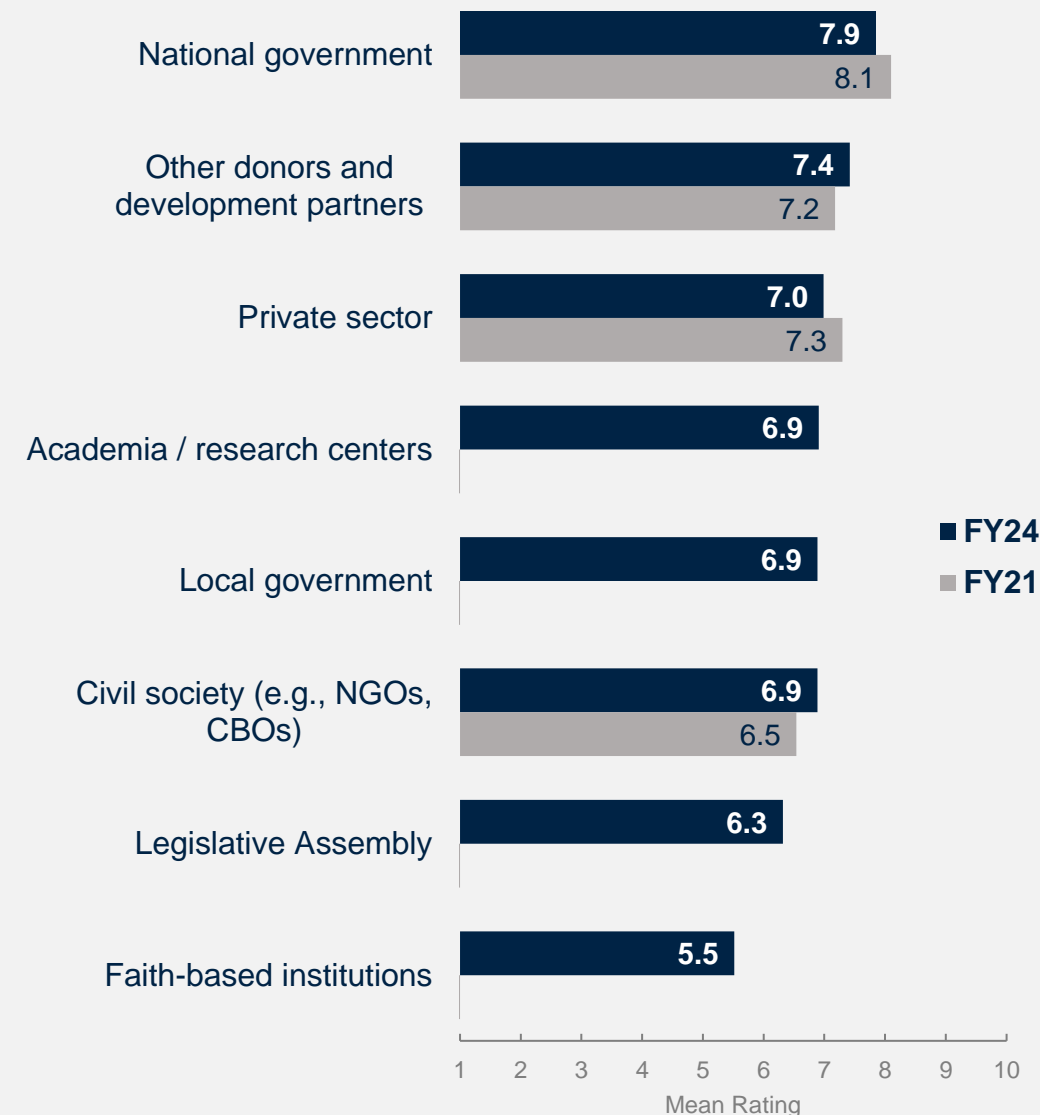
# The WBG Collaborates Effectively with National Government and Development Partners

In FY24, respondents believed that WBG effectively collaborates with the national government and other development partners. Respondents believe WBG collaborates less effectively with faith-based institutions, the Legislative Assembly, and civil society.

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

*"[The WBG ] should involve civil society more and better in the design, implementation, and evaluation of projects. [The WBG ] should improve the presentation of the information it publishes regarding the implementation of projects because they are not usually user-friendly documents. [The WBG ] should facilitate more spaces for dialogue between interested parties and public institutions implementing projects. ."* (Civil Society Respondent)

*"Working in a coordinated manner with local governments. Integrating more sectors, such as private companies and NGOs. Betting on support for urgent needs in El Salvador, unemployment, access to education and support for agriculture and food security".* (Office of Parliamentarian Respondent)



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

# Stakeholders Want the Bank to Collaborate More with Civil Society, Academia, and Private Sector

Respondents in this year's survey indicated that, besides its partnership with the National government, the WBG should collaborate more with **civil society, academia, and the private sector**.

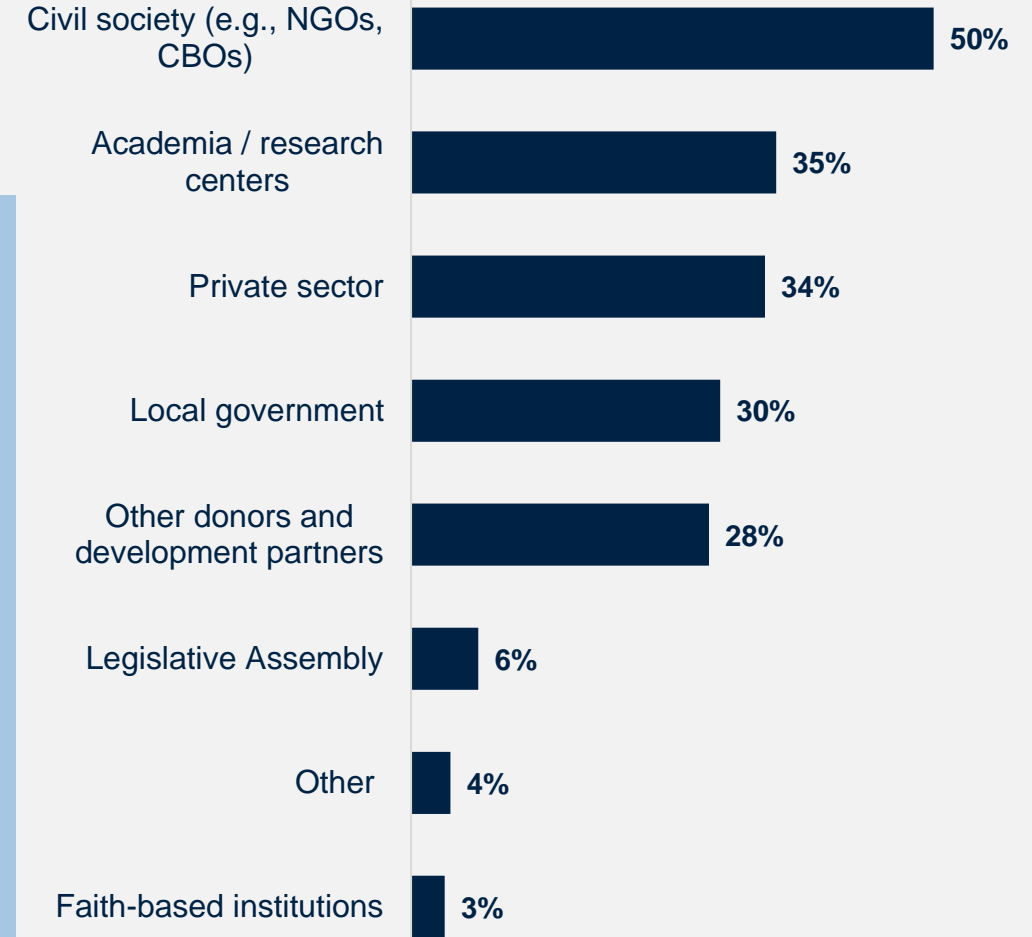
***In your opinion, what is the most important thing the WBG could do to increase its effectiveness in El Salvador?***

*"Although the Bank already has a mechanism to monitor the results and execution of disbursements in the country, it may be necessary to involve other actors in this process to better legitimize the Bank's actions in the country. Also, in the elaboration of the country strategy, consultation depends largely on the actors who are largely in tune with the development vision of the government and the bank, but to the extent possible, it would also be convenient to establish communication channels that provide alternative development paths."*

(Civil Society Respondent)

*"Greater coordination with civil society organizations at the local level and contributing to the demand for accountability, transparency and the participation of diverse civil society in financing the central government, to ensure that resources are used in those public spending priorities that are required for inclusive, democratic and sustainable development."*

(Civil Society Respondent)





# ***World Bank Group's Financial Instruments and Knowledge Work***

*“In terms of knowledge, speed up publications to have more recent data that can be more useful. In terms of projects and financing, share progress or increase accountability to ensure that funds are well invested.”*

(Civil Society Respondent)

*“Focus part of the resources on training and capacity building in government institutions at a technical level. In addition, increase the support of resources for the productive sector of the country both at the level of the financial system and private sectors.”*

(Government Institution Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in El Salvador? (N=148)*



# Financial Resources Considered the Bank's Greatest Value

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

*"Ensure that funding and technical support is provided directly to organizations working in the communities that need help the most and not through the government. Put more controls on the use of the money they lend and demand accountability for the funds."*

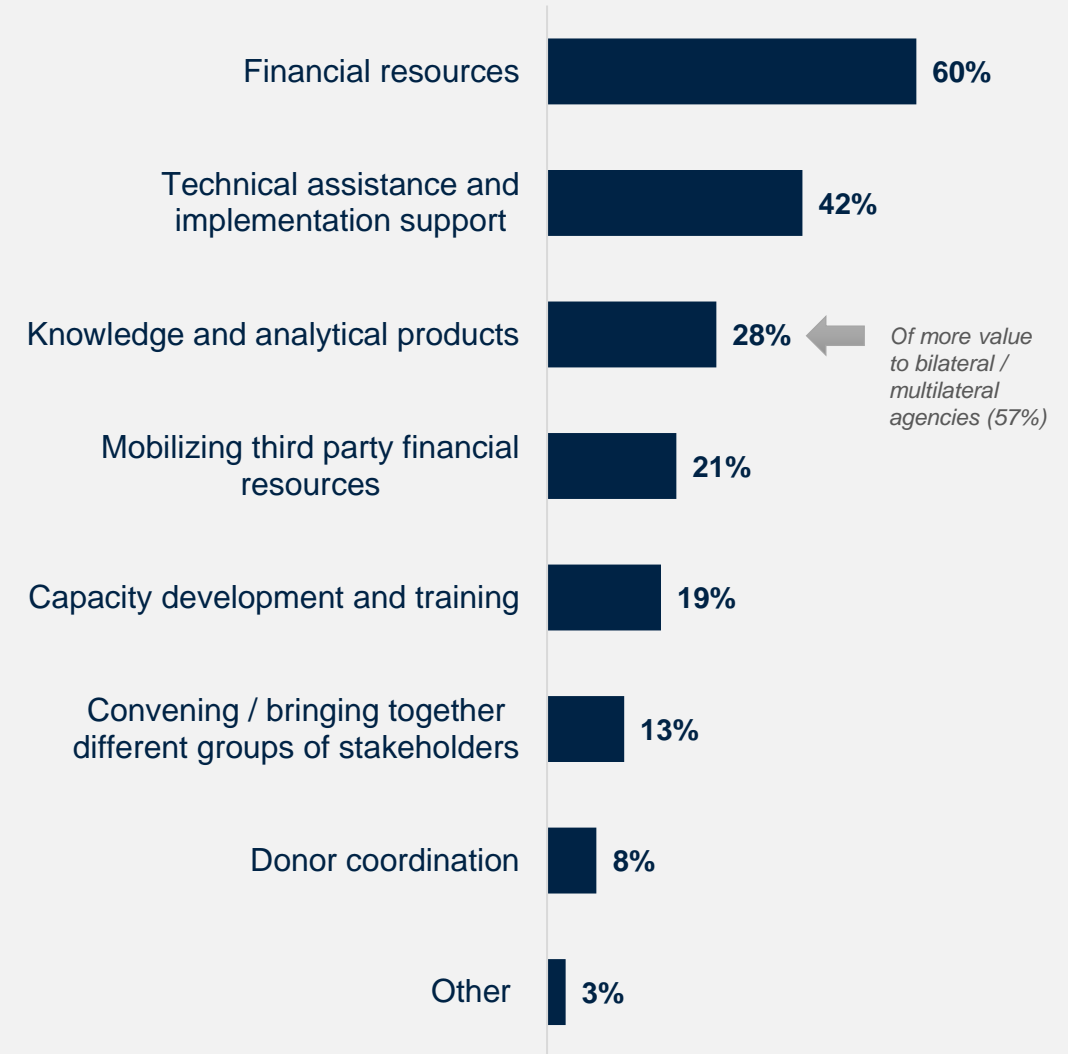
(Media Respondent)

*"1. Strengthen the technical staff in institutions where the World Bank has any of its various financial products.  
2. Offer attractive financial solutions in the areas where the country has prioritized its needs."*

(Government Institution Respondent)

*"Continue to contextualize its interventions, providing timely technical assistance and sharing resources from the global knowledge management they carry out."*

(Civil Society Respondent)



# WBG Seen as Insisting on Accountability, with Reasonable ESF Requirements, and with its Financing Conditions Competitive to Market

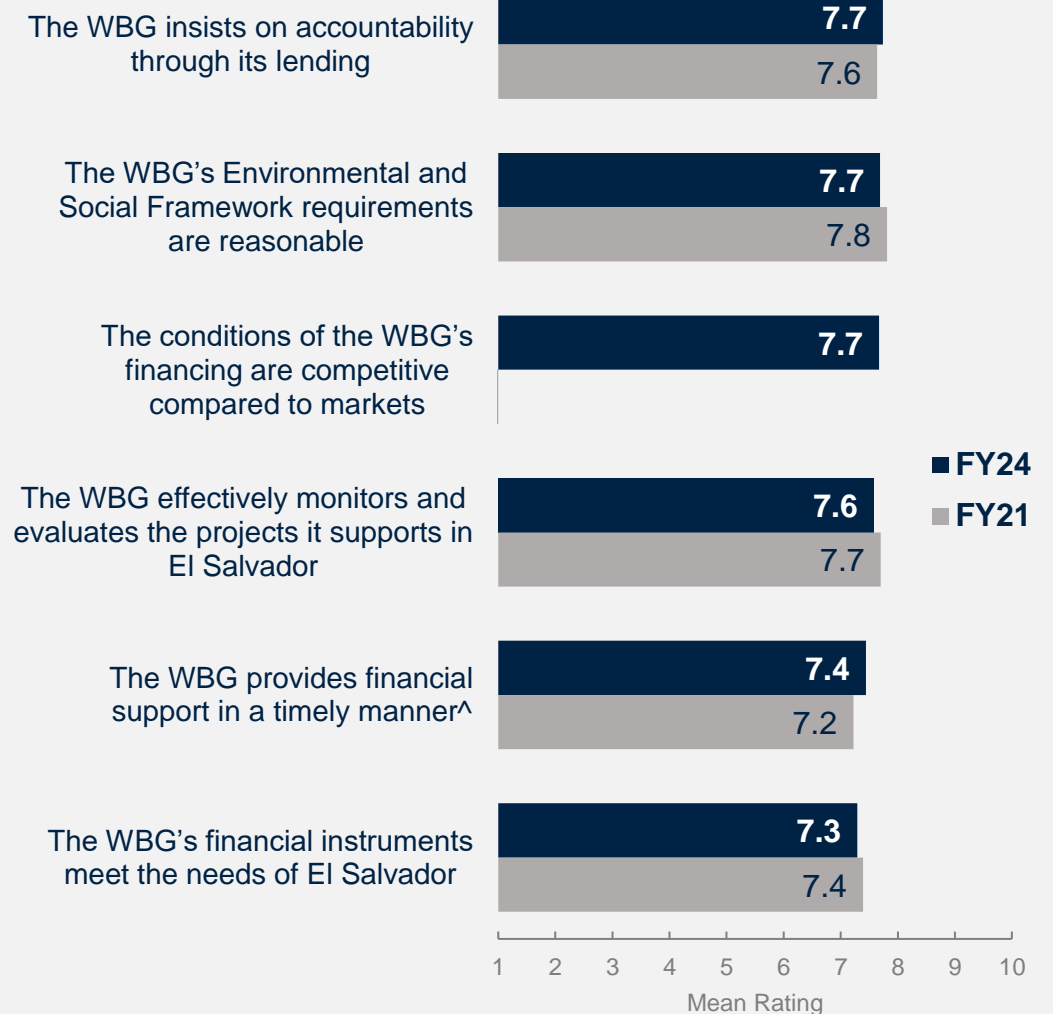
Regarding the WBG's financial instruments, respondents agreed that the WBG insists on accountability through its lending, that the WBG's Environmental and Social Framework requirements are reasonable, and that financing conditions are competitive to markets.

- Of note, academia and private sector respondents gave the lowest overall ratings across these indicators (overall means = 6.5 and 7.1, respectively).

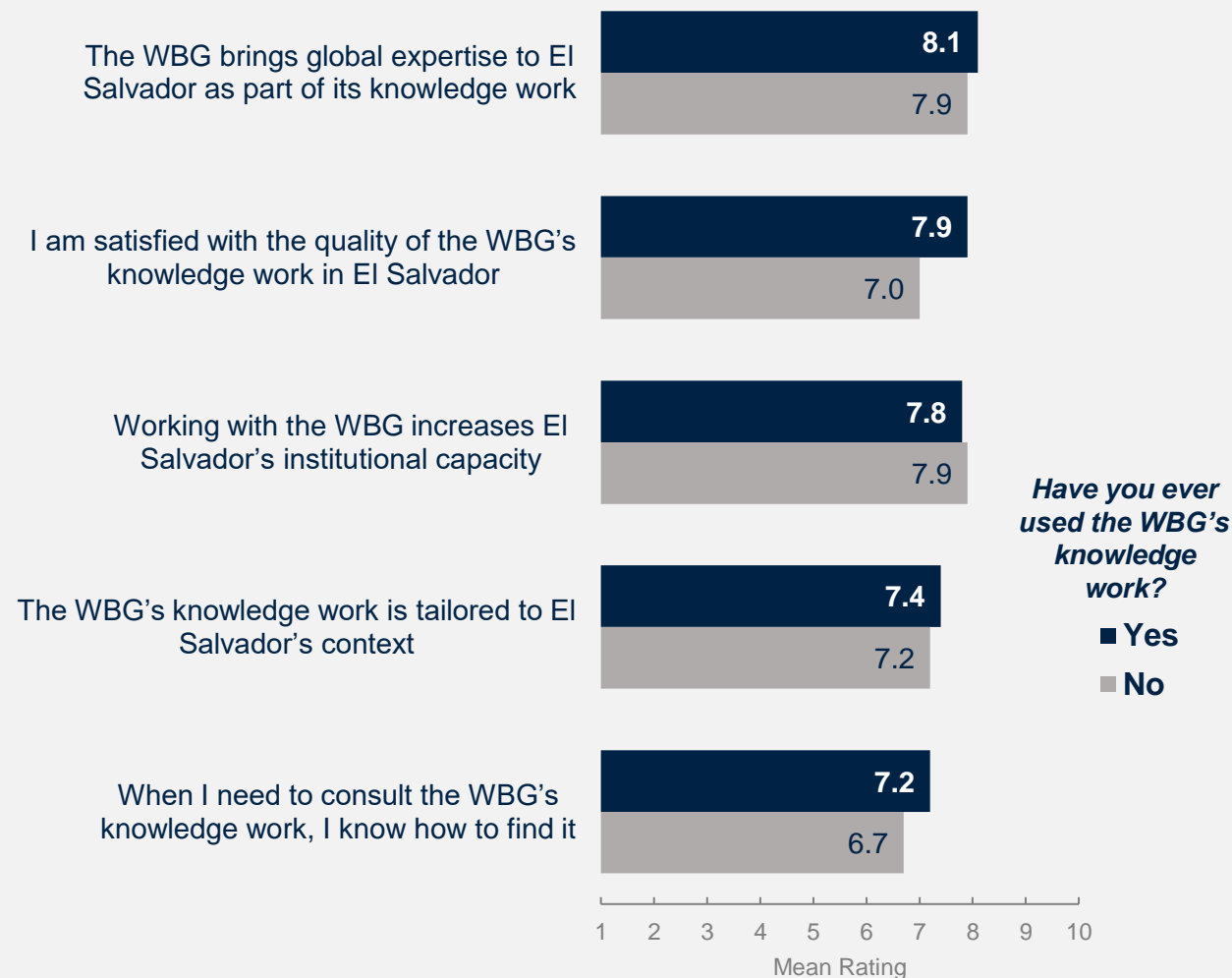
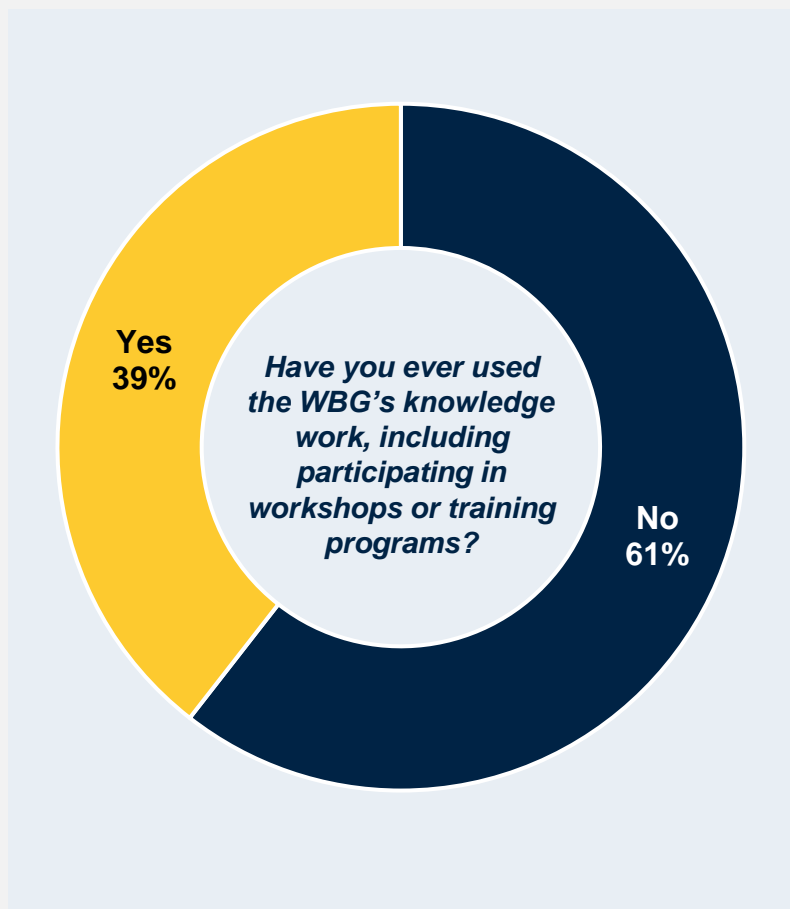
***In your opinion, what is the most important thing the WBG could do to increase its effectiveness in El Salvador?***

*"Accountability, monitoring of programs and projects.  
Support NGOs that invest directly in education and research.  
Promote transparency in government and local governments."  
(Civil Society Respondent)*

*"Strengthen opportunities for non-reimbursable financing or soft loans, as well as debt restructuring/debt relief for each sector of the State."  
(Government Institution Respondent)*



# 39% of Respondents Have Used the WBG's Knowledge Work; Those Who Did were Satisfied with the Quality



# WBG Knowledge Work is Perceived as Bringing Global Expertise and Increasing Institutional Capacity

Respondents had the highest levels of agreement that the WBG **brings global expertise** to El Salvador, and that working with the WBG **increases El Salvador's institutional capacity** (slightly improved), and that the WBG's knowledge work contributes to development results in the country.

Of note, fewer respondents agreed that they know how to find the WBG's knowledge work, with respondents from civil society and academia showing the lowest levels of awareness.

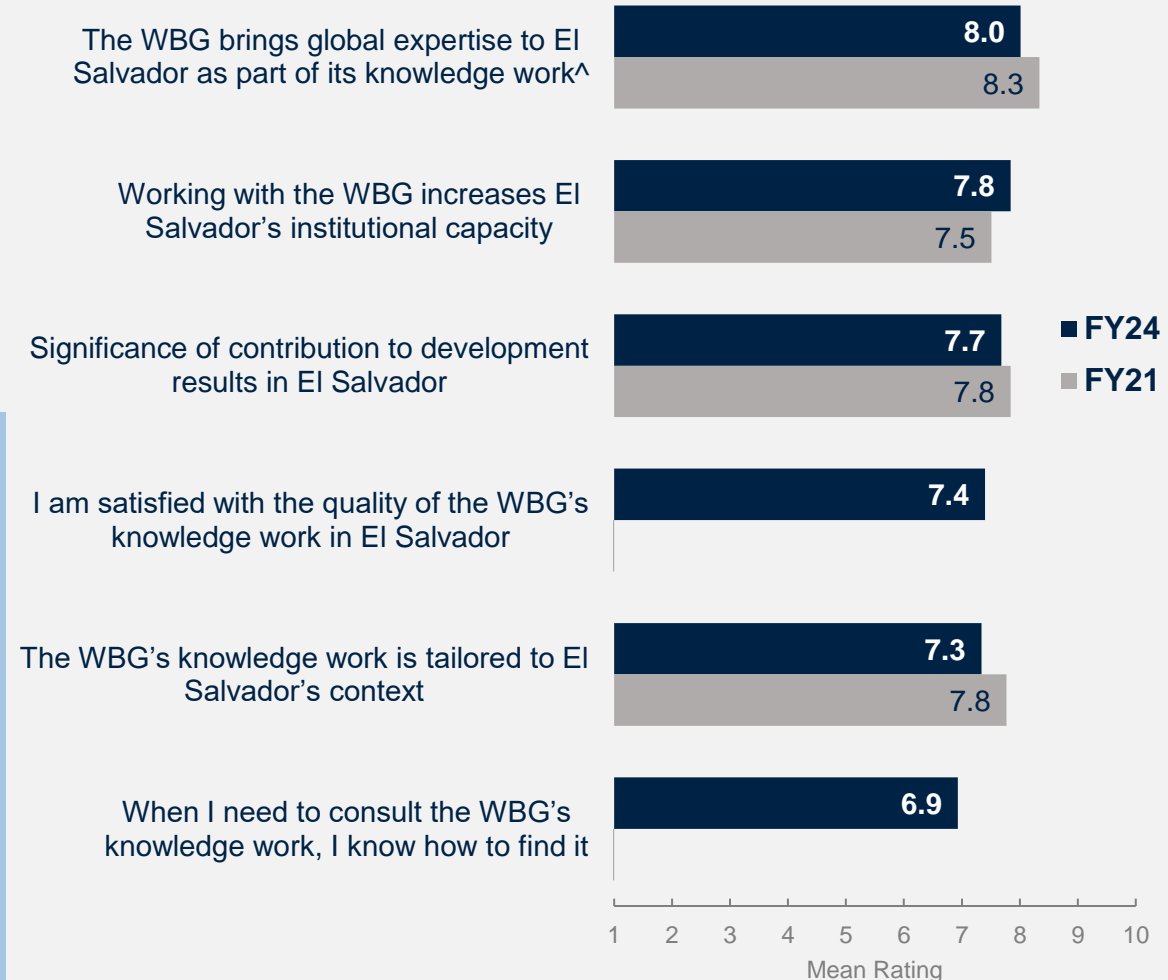
**In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in El Salvador?**

*"... I think it would be important to hold workshops for journalists in order to cover the work of the World Bank to the new generations. And also, to have closer communication."*

(Media Respondent)

*"Increase the communication of all its work through conventional and digital media. Make known more about the work carried out in the country and the alliances with the different actors in the country. Greater presence and image in relevant events, whether its own or by invitation."*

(Bilateral/Multilateral Respondent)



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

How significant a contribution do you believe the WBG's knowledge work makes to development results in El Salvador?

Scale: 1 Not significant at all – 10 Very significant ^Compared to "Source of relevant information on global good practices" asked in FY21.

# ***The Future Role of the World Bank Group in El Salvador***

*“Submit to the public opinion the results of the projects financed with Bank funds, especially if it is debt acquired by the Salvadoran State. In addition, establish more rigorous requirements for the execution of public investment projects.”*

(Office of Parliamentarian Respondent)

*“Better control and audit of the funds being disbursed to El Salvador. Publish these reports periodically or disclose where they can be accessed, make known your work plan, whether annual, five-year, as the case may be. Work with more organizations and not just with the central government. In short, make the information more accessible to citizens.”*

(Media Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in El Salvador? (N=148)*



# How can the WBG increase its effectiveness? Open Ended Responses

*Collaborate w/ local stakeholders, monitor and supervise projects, and greater dissemination of work.*

## Focus Area 21%\*

- Public sector governance, modernization, transparency and anti-corruption
- Private sector development, public spending supervision
- Education, including education coverage
- Climate change adaptation
- Agricultural diversification

## Knowledge 12%

- More capacity building and technical assistance
- Rely more on local expertise

## Communication 11%

- Engage with the media to promote WBG's results across audiences
- Increasing the Bank's visibility in El Salvador

## Financial Support 6%

- Performance-based financial support
- Financial support on favorable and competitive terms
- Broadening the scope of groups involved in the financial support

## Engagement 19%

- Active collaboration with civil society, private sector academia
- Inclusion of groups outside government in consultations, project monitoring

## Results 18%

- Active supervision of project/policy implementation and M&E
- Communication of results

## Operational Effectiveness 14%

- Direct engagement at the local level
- Streamline procedures and reduced time
- Implementation support
- Results-based financing
- Better understanding of the processes in the country
- Adapt projects to the El Salvador needs



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in El Salvador? (N=148)

\*All percentages are counted based on the total number of topics mentioned by the respondents; individual comments could be counted multiple times depending on the number of topics they cover.



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# How can the Bank increase its effectiveness? Open-Ended Responses

*Engage with more non-government stakeholders, build capacity, and better align with El Salvador's needs, context, and capacity.*

## Focus Area

*"1. Promote accountability and transparency in the use of public funds 2. Promote the organization of public finances based on social development objectives and the reduction of inequalities."*  
(Civil Society Respondent)

*"Focus on reducing the digital divide by working directly with educational institutions and private foundations. -Focus on increasing educational coverage. -Focus on providing the government with technical assistance to find permanent and sustainable solutions to the public transportation problem."*  
(Private Sector Respondent)

*"I consider that currently, due to the changes in the municipal composition, it is important to collaborate with the municipalities to improve financial and service management."*  
(Local Government Respondent)

## Knowledge

*"The WB could articulate the MAP with the United Nations Development Framework to coordinate development efforts in the country. Specifically, the WB could leverage the knowledge and territorial presence of some of the UN agencies, which would serve to objectively and with a focus on protection, including the most vulnerable populations in the country. The lack of external financing for a broad social policy generates the need to better coordinate humanitarian aid with development efforts."*  
(Bilateral/Multilateral Respondent)

*"Strengthen the capacities and knowledge of civil society organizations on issues of sustainability, environmental care, search for social investment and good practices applicable to the Salvadoran context."*  
(Civil Society Respondent)

## Engagement

*"More relations with civil society and think tanks on strategic and country issues. For example, some consultation mechanism, like the CONSOC that the IDB had. This would allow the programs to be evaluated from a bottom-up perspective. At the moment, loans and projects are perceived from a vertical perspective, from top to bottom, which would allow a systemic approach. This means that opportunities are lost for innovation that can come from below, especially in social issues, such as education and health."*  
(Civil Society Respondent)

*"Coordination with the United Nations and all the programmatic areas that are developed within each organization. I understand the prioritization, but in health issues there are several agencies, funds and programs that contribute, such as PAHO, UNICEF, UNFPA, and sometimes only one of these is considered. It would be more robust to have the experience and work of all of them."*  
(Bilateral/Multilateral Respondent)

## Results

*"Greater coordination with civil society organizations at the local level and contributing to the demand for accountability, transparency and the participation of diverse civil society in financing the central government, to ensure that resources are used in those public spending priorities that are required for inclusive, democratic and sustainable development."*  
(Civil Society Respondent)

*"Channeling funds to local governments or project executing agencies to achieve greater impact. Improving accountability in the country, demanding greater transparency and use of public resources."*  
(Academia Respondent)



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in El Salvador?(N=148)



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# How can the Bank increase its effectiveness? Open-Ended Responses

*Engage with more non-government stakeholders, build capacity, and better align with El Salvador's needs, context, and capacity.*

## Operation Effectiveness

*"Know more and better the reality of the country in terms of education, to be more flexible in the way of conceiving the requirements and terms of the loans, in addition to hiring local, non-foreign consultants. Require the holders to faithfully comply and commit to the execution of funds."*

(Office of the President, Minister Respondent)

*"\*Streamline the processes in the negotiation and disbursement of loans. \*Streamline the purchasing and bidding processes, for the proper execution of loans. \*Improve the validation and approval processes of products. \*Expand the eligibility of the use of the bank's funds for the needs and priorities of the institution. \*Optimize the use of the Bank's online systems for the approval of processes. \*Avoid high turnover of project managers and timely notification of changes."*

(Government Institution Respondent)

*"WBG might consider trying innovative approaches to trigger El Salvador's enabling environment for prosperity. For example, robust, systemic and all hands-hearts-minds interventions, even in limited locations for proof of concept, as a pilot to scale. As important as it may be to address internal stakeholders and dynamics, outsiders are key to breaking away from the country's stagnation (organizing the diaspora, setting up special investment zones based on next level product space, promote Central America infrastructure as a development system)."*

(Academia Respondent)

## Results

*"Greater coordination with civil society organizations at the local level and contributing to the demand for accountability, transparency and the participation of diverse civil society in financing the central government, to ensure that resources are used in those public spending priorities that are required for inclusive, democratic and sustainable development."*

(Civil Society Respondent)

*"Channeling funds to local governments or project executing agencies to achieve greater impact. Improving accountability in the country, demanding greater transparency and use of public resources."*

(Academia Respondent)

## Communication

*"Strengthen the management and communication of programs, projects, and initiatives."*

(Government Institution Respondent)

*"Talk with the central government and make the country's economic information transparent."*

(Media Respondent)



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in El Salvador?(N=148)



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# Communication and Outreach

*“Approaching the private sector in the region to explore the possibility of forming alliances to develop projects that benefit underserved populations in areas affected by private sector investments. More strategic communications work, so that different stakeholders are aware of the work of the WBG, more visibility, specific communications actions with different audiences.”*

(Private Sector Respondent)

*“Disclosure of achievements and/or accountability in national media.”*

(Civil Society Respondent)

*“Provide better follow-up, comply with the execution of the projects and provide more information to those involved on the progress of the efforts.”*

(Local Government Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in El Salvador? (N=148)*



# Direct Contact and Events were the Most Preferred for Receiving WBG Communication

Respondents most preferred to receive the Bank communications through **direct contact** and **events/conferences/seminars/workshops** (in person or online), followed by **e-newsletters**.

	Preferred WBG Channel						
	All Respondents	Government Institutions	Local Government	Bilateral/Multilateral Agency	Civil Society	Private Sector	Academia
Direct contact with staff (e.g., in person, virtually, phone, email)	56.3%	66.7%	54.5%	54.2%	67.5%	45.0%	50.0%
Event / conference / seminar / workshop (in person or online)	55.7%	71.1%	36.4%	54.2%	60.0%	35.0%	50.0%
e-Newsletters	36.1%	26.7%	27.3%	37.5%	30.0%	50.0%	43.8%
Social media (e.g., Facebook, Twitter)	20.2%	20.0%	36.4%	25.0%	15.0%	15.0%	6.3%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	15.3%	11.1%	36.4%	12.5%	20.0%	10.0%	18.8%



How would you prefer to receive communication from the WBG? (Select up to 2)  
(Percentage of Respondents, N=183)

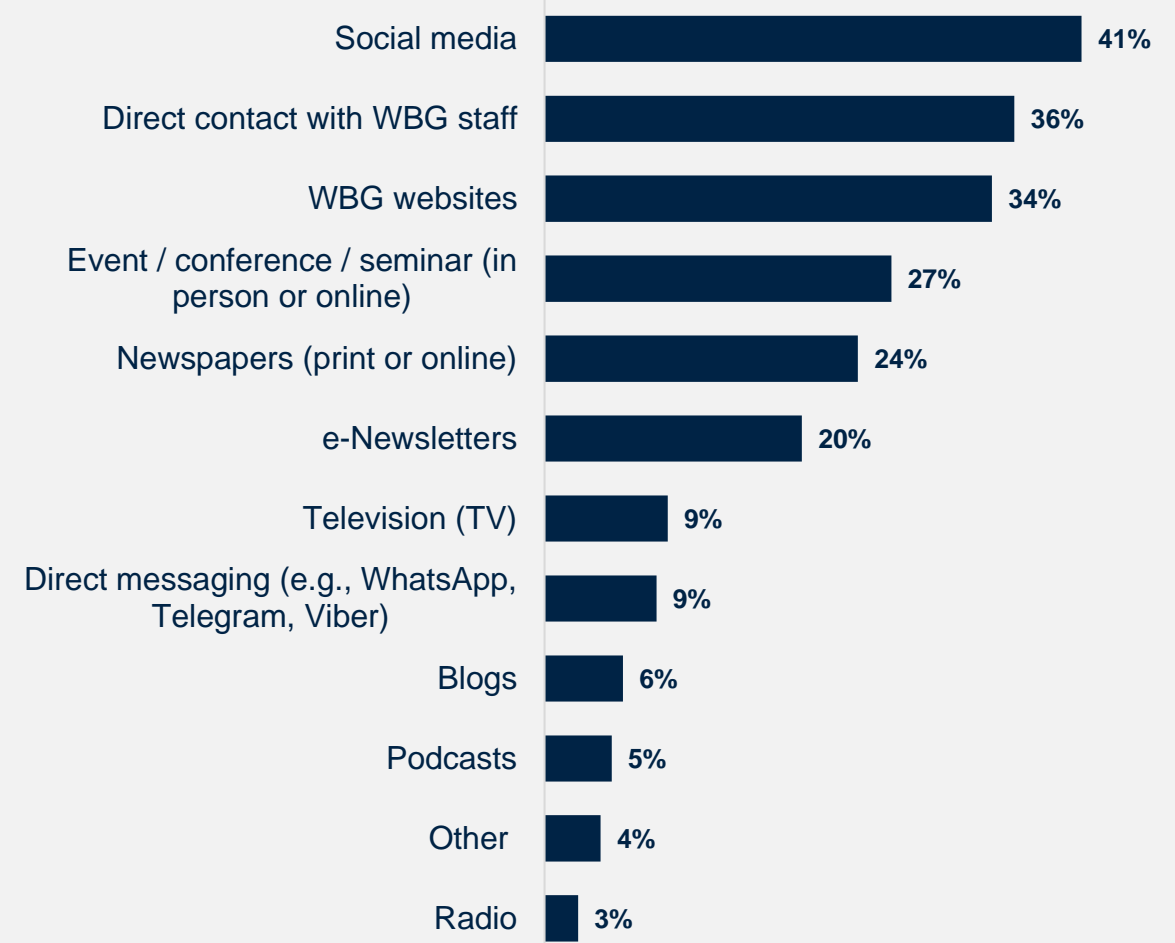
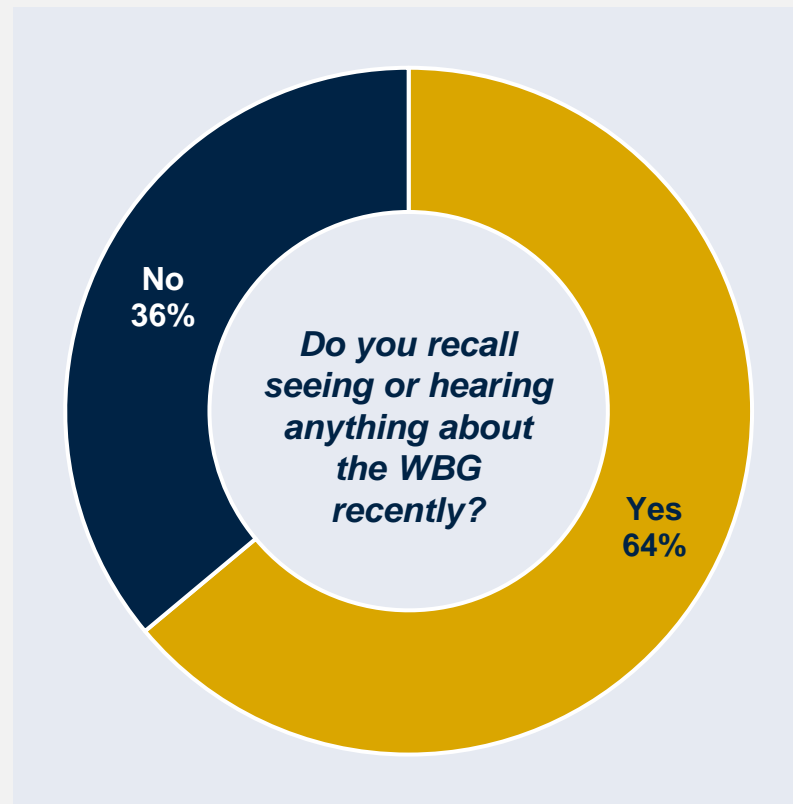


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# 6 in 10 Engaged with the WBG Recently, Most Often Through Social Media and Direct Contact

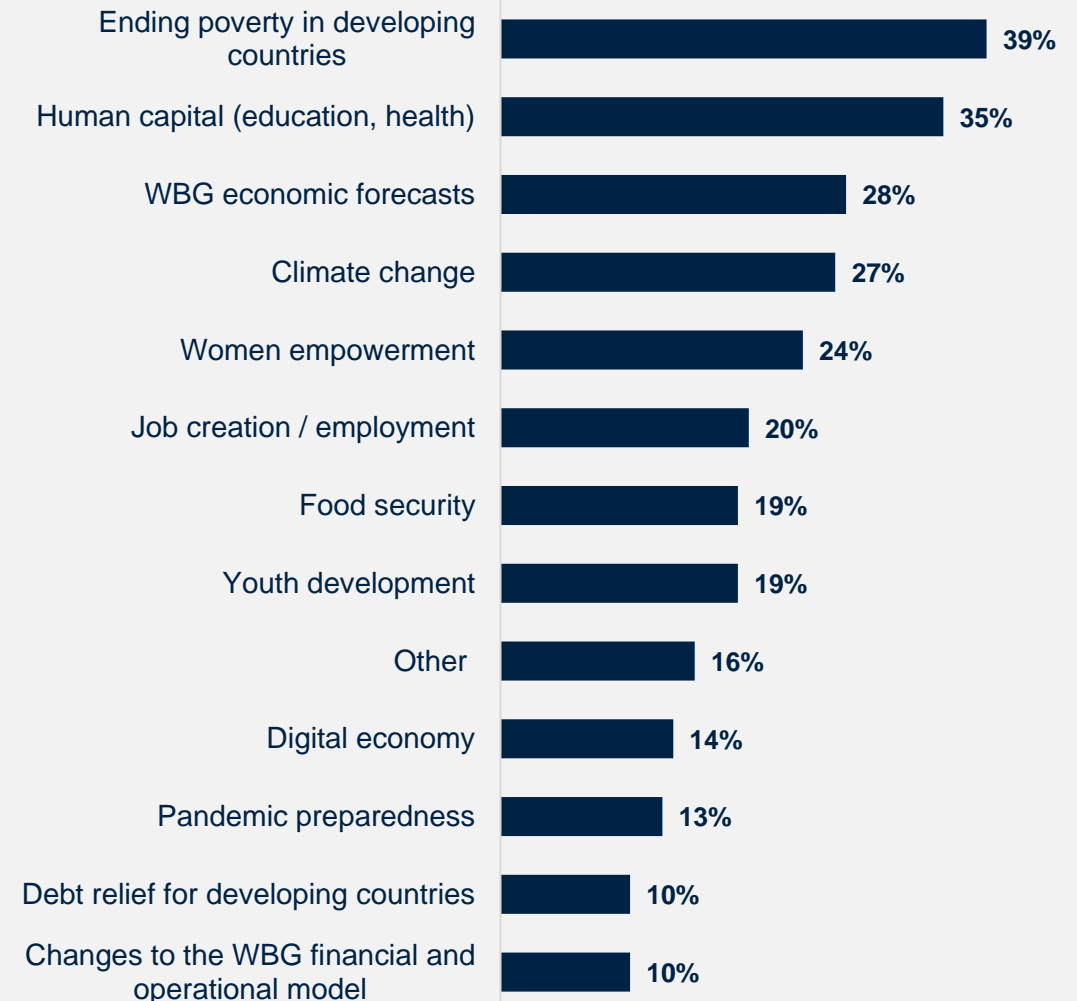
64% of respondents recalled hearing or seeing something about the WBG recently. Respondents most often reported seeing/hearing about the WBG through social media, direct contact with WBG staff, and the WBG websites.



# WBG Work on Ending Poverty and Human Capital were the Most Commonly Recalled Topics

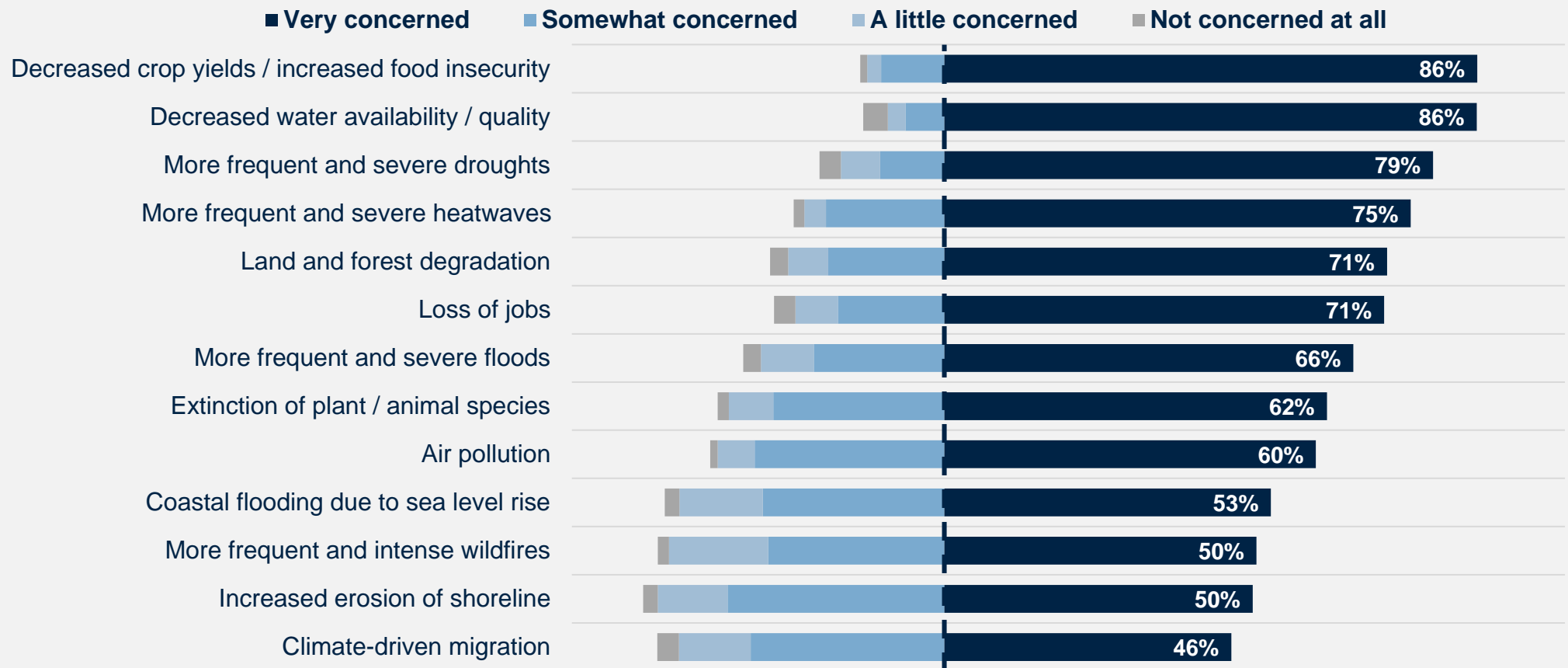
Respondents most frequently recalled WBG work or research on ending poverty in developing countries and **human education**, followed by **WBG economic podcasts and climate change**.

- Respondents from the media and private sector were the most likely to recall WBG economic forecasts (78% and 60%, respectively).



# Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Food Security and Water Availability

Nearly all respondents were **very concerned** about the **decreased water availability/quality** and **decreased crop yields/increased food insecurity** regarding the potential impacts of climate change in El Salvador. **More frequent and severe droughts** and **heatwaves** were also of great concern to respondents. These key areas of concern should be considered to make communications about climate change more impactful.

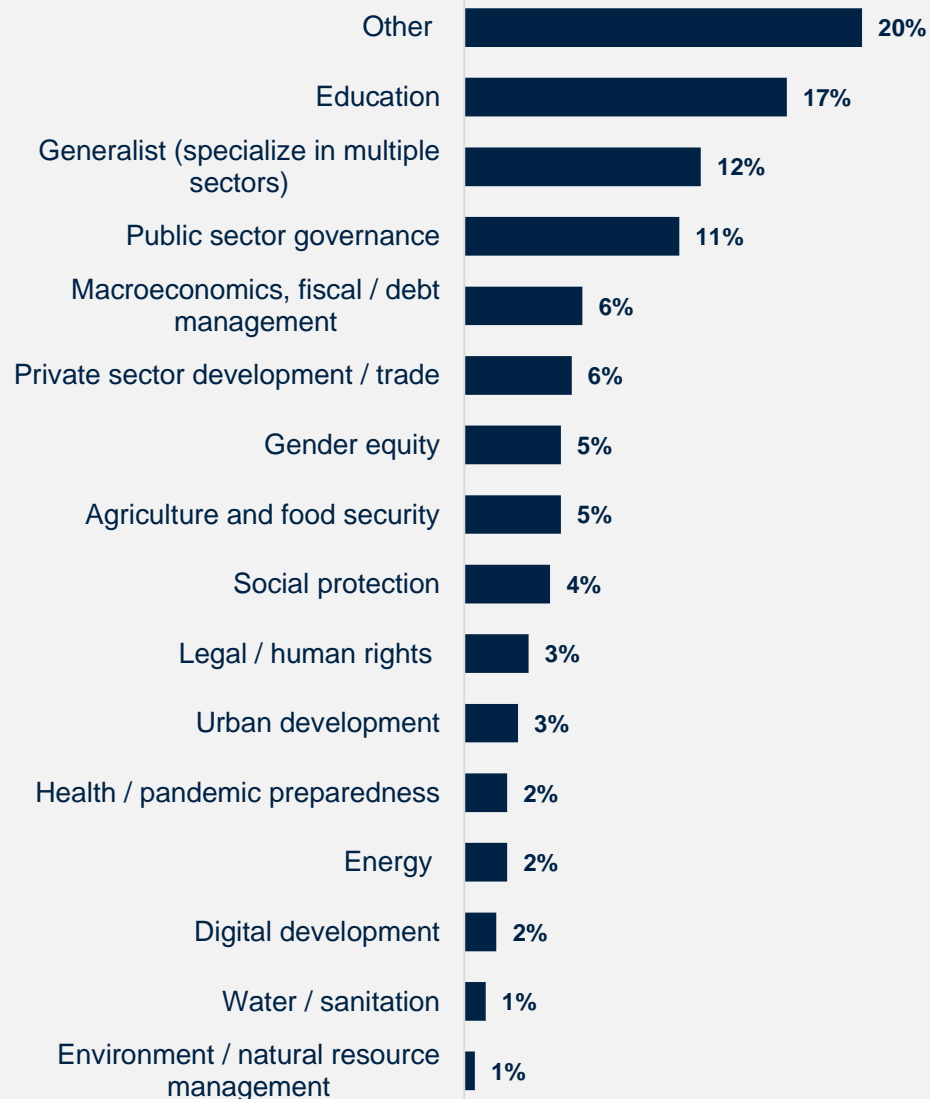


# ***Sample Demographics and Detailed Methodology***

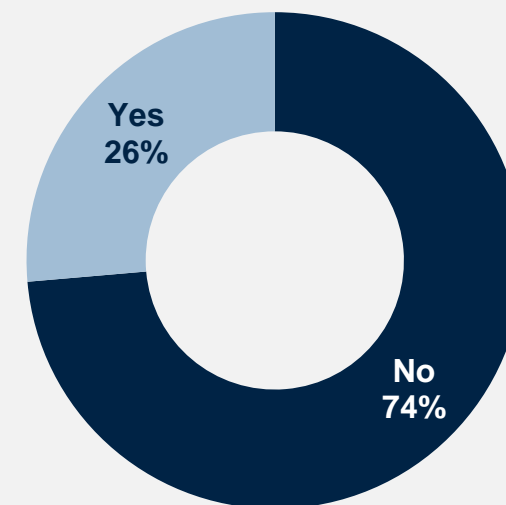


# Sample Demographics

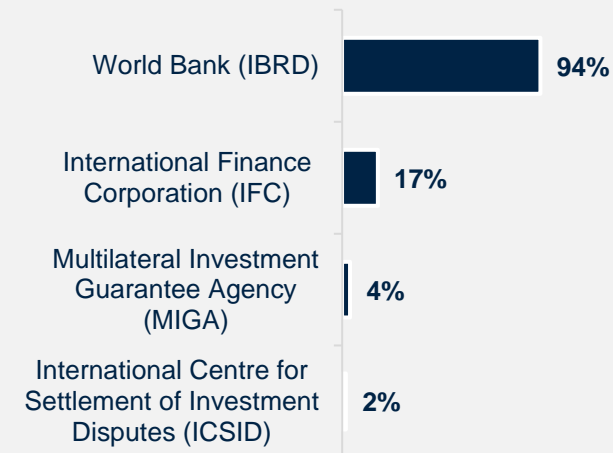
**What is the primary specialization of your work? (N=181)**



**Do you collaborate/work with the World Bank Group (WBG) in El Salvador? (N=201)**

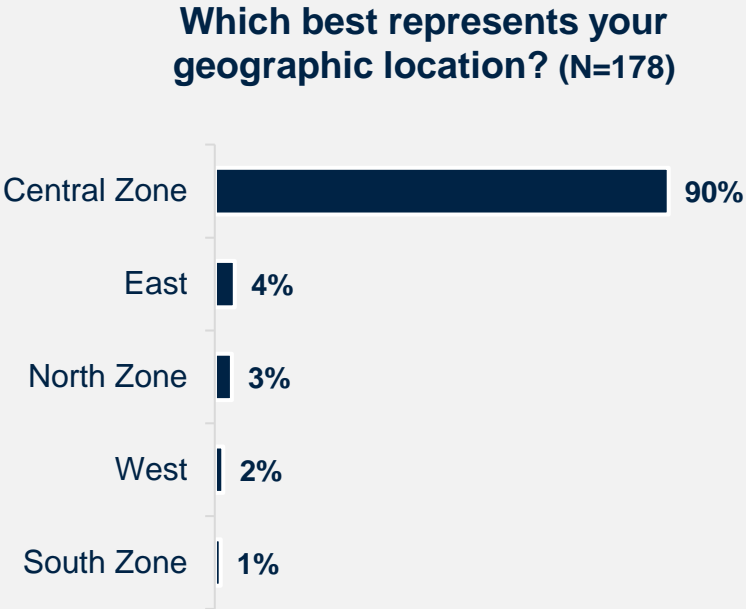
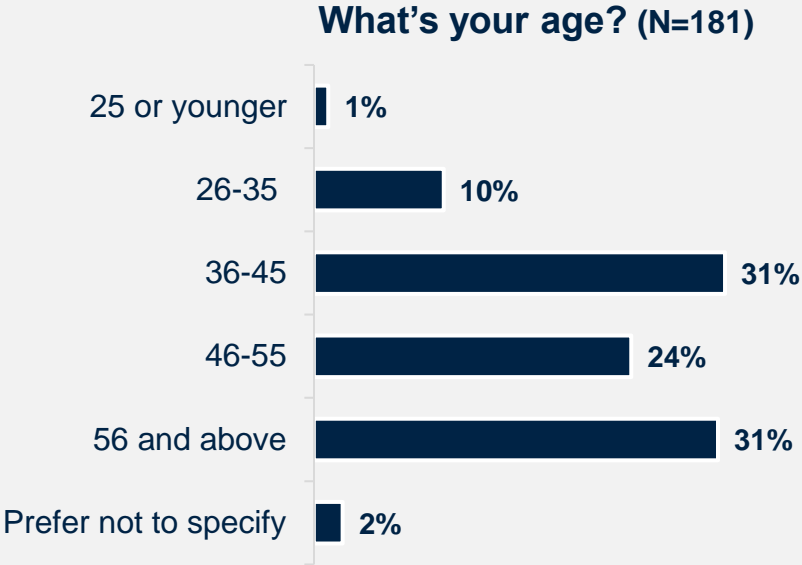
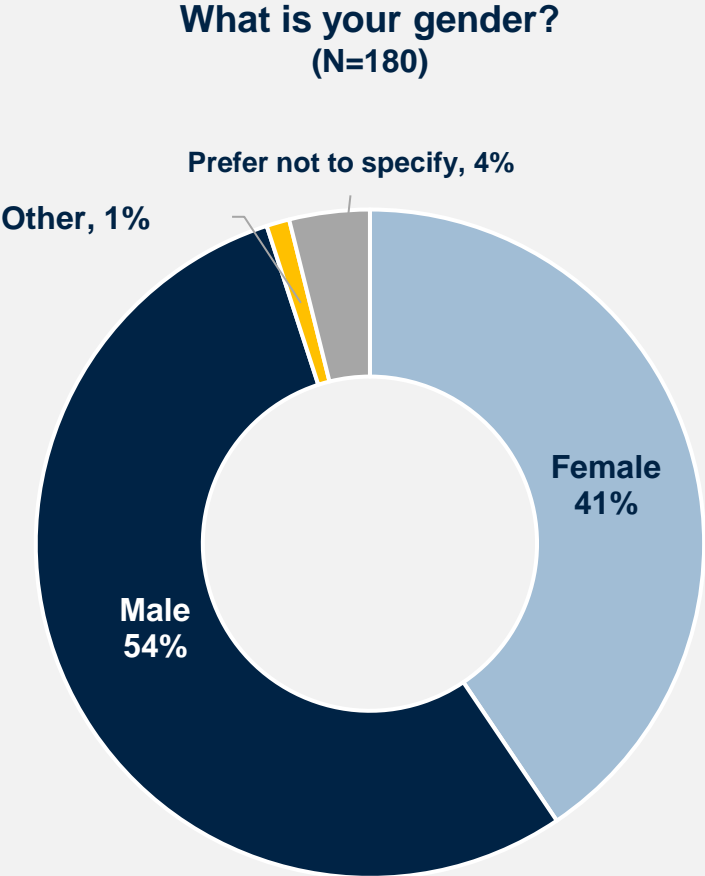


**Which of the following WBG agencies do you collaborate/work with in El Salvador? (N=53)**





# Sample Demographics(continued)



# Detailed Methodology

From **January to April 2024**, a total of 384 stakeholders in El Salvador were invited to provide their opinions on the WBG’s work by participating in a Country Opinion Survey (COS). A list of potential participants was compiled by the WBG country team and the fielding agency. Participants were drawn from the Offices of the President, Prime Minister, Minister, and Parliament, government institutions, local governments, bilateral or multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **201 participated in the survey (52% response rate)**. Respondents completed the questionnaire via an online platform.

**This year’s survey results were compared to the FY21 Survey, which had a response rate of 68% (N=165).**

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. This year’s survey saw a much better distribution of respondents across stakeholder groups with greater outreach to and/or response from local governments and academia but a decrease from government institutions. 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 “El Salvador COS FY24 Appendices with data breakdowns.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Percentage of Respondents	FY 2021	FY 2024
<b>Government Principals:</b> Office of the President, Prime Minister, Minister, Parliamentarian	12%	8%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	25%	19%
<b>Local Government</b>	6%	7%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	10%	15%
<b>Civil Society Organization:</b> Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	12%	21%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	14%	12%
<b>Academia / Research Center</b>	12%	8%
<b>Media</b>	8%	10%
<b>Other</b>	1%	1%
<b>Total Number of Respondents</b>	<b>164</b>	<b>201</b>



What is your primary professional affiliation? (Select only 1 response) N= 201

# 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.** How much do you trust the World Bank Group to do what is right for El Salvador? Scale: 1 Not at all – 10 Very much

**A2.** How effective is the World Bank Group in helping El Salvador achieve development results? Scale: 1 Not effective at all – 10 Very effective

**A3.** How significant a contribution do you believe the WBG's knowledge work make to development results in El Salvador?  
Scale: 1 Not significant at all – 10 Very significant

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

**A4.** The WBG currently plays a relevant role in development in El Salvador.

**A5.** The WBG's work is aligned with what I consider the development priorities for El Salvador.

**A6.** The WBG has a positive influence on shaping development policy in El Salvador.

**A7.** The WBG's work helps end poverty in El Salvador

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

**C1\_1.** Responsiveness to needs in El Salvador

**C1\_2.** Access to WBG staff and experts

**C1\_3.** Flexibility when circumstances change in El Salvador

**C1\_5.** Being a long-term partner to El Salvador

To what extent is the WBG an effective development partner in El Salvador, in terms of collaborating with the following groups?

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

**C2\_1.** National government

**C2\_4.** Private sector

**C2\_5.** Civil society

**C2\_6.** Other development partners

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

**C4\_1.** The WBG's financial instruments (i.e., budget support, loans, grants, trust funds) meet the needs of El Salvador

**C4\_3.** The WBG provides financial support in a timely manner

**C6\_1.** I am satisfied with the quality of the WBG's knowledge work in El Salvador.

**C6\_4.** The WBG's knowledge work is tailored to El Salvador's context.





Country Opinion Surveys

# Thank you

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

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