



Country Opinion Surveys

FY 2024 **Somalia**

Country Opinion Survey Report

Acknowledgements

The Somalia 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 Somalia country team and independent fielding agency, Abyrint AS. In particular, BI is grateful for the support from Shamis Salah Musingo (Operations Officer), Kalton Mohamed Hassan (Country Officer), Christine Khasiro Wesakania (Assistant), Eugenia Nafula Konya (Executive Assistant), Misky Ahmed Gass (Assistant), and Fatuma Hirsi (Consultant) who coordinated the survey-related activities from Nairobi, Kenya.



Contents

Objectives

Methodology Overview

Overall Context

Overall Attitudes Toward the World Bank Group

World Bank Group's Support in Development Areas

World Bank Group's Engagement on the Ground in Somalia

World Bank Group's Financial Instruments and Knowledge Work

Communication and Outreach

Demographics of the Sample and Detailed Methodology



Objectives

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

- 1. Overall Context:** How do stakeholders perceive the country's direction? How familiar are they with the WBG? How much do they trust the WBG?
- 2. Key Indicators:** What opinion do key stakeholders have of the WBG when it comes to its effectiveness, relevance, alignment with Somalia'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 Somalia? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What do key stakeholder value the most when it comes to the WBG's work in Somalia? What opinion do key stakeholders have of WBG financial instruments and knowledge products? Are opinions improving or declining? What are stakeholders' suggestions to improve 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 September 2023 – November 2023

- 220 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

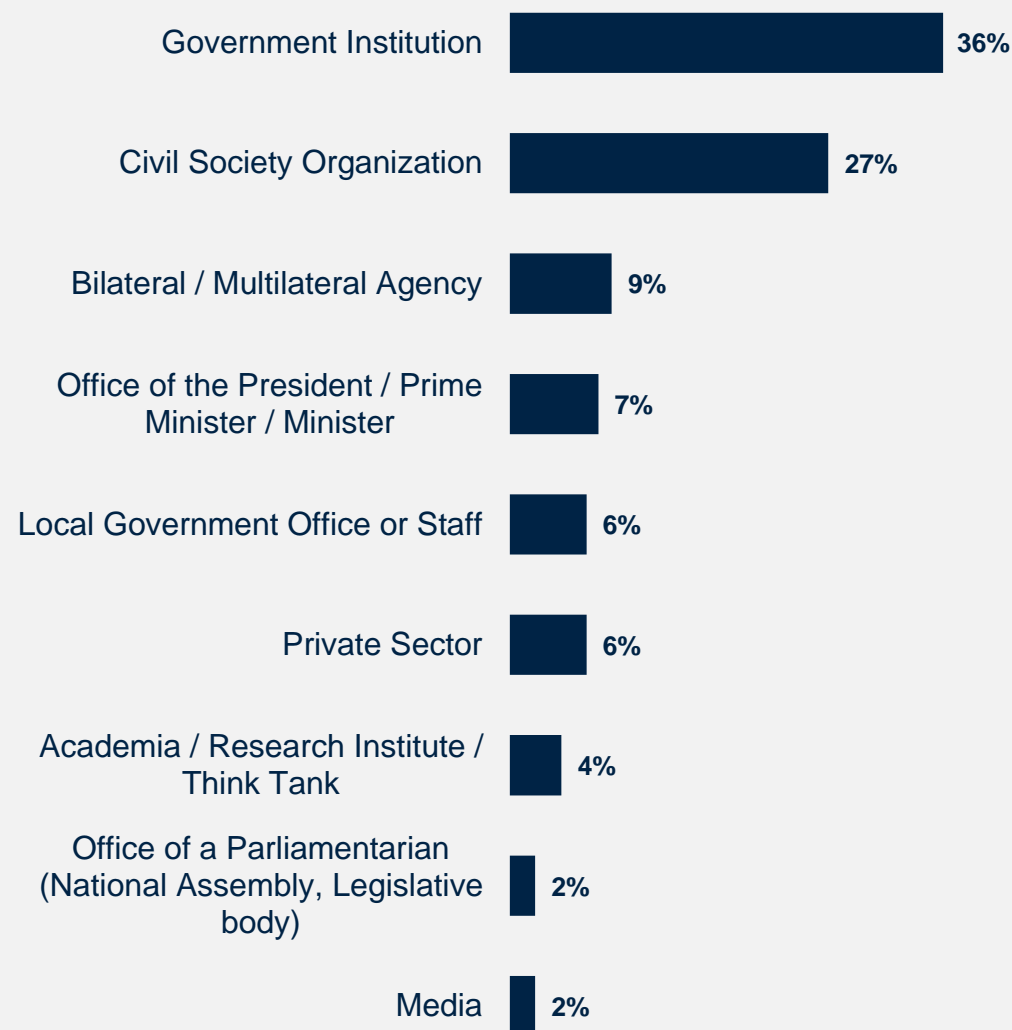
■ 94 participants (43% response rate)

- 50% from Banaadir
- 52% currently collaborate with the WBG

■ Compared to FY21 Country Survey

- 164 participants (82% response rate)
- Respondents completed the questionnaire online
- 45% collaborated with the WBG

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



Which of the following best describes your current affiliation?
(Select only 1 response) (Percentage of Respondents, N=94)



WORLD BANK GROUP

Overall Context

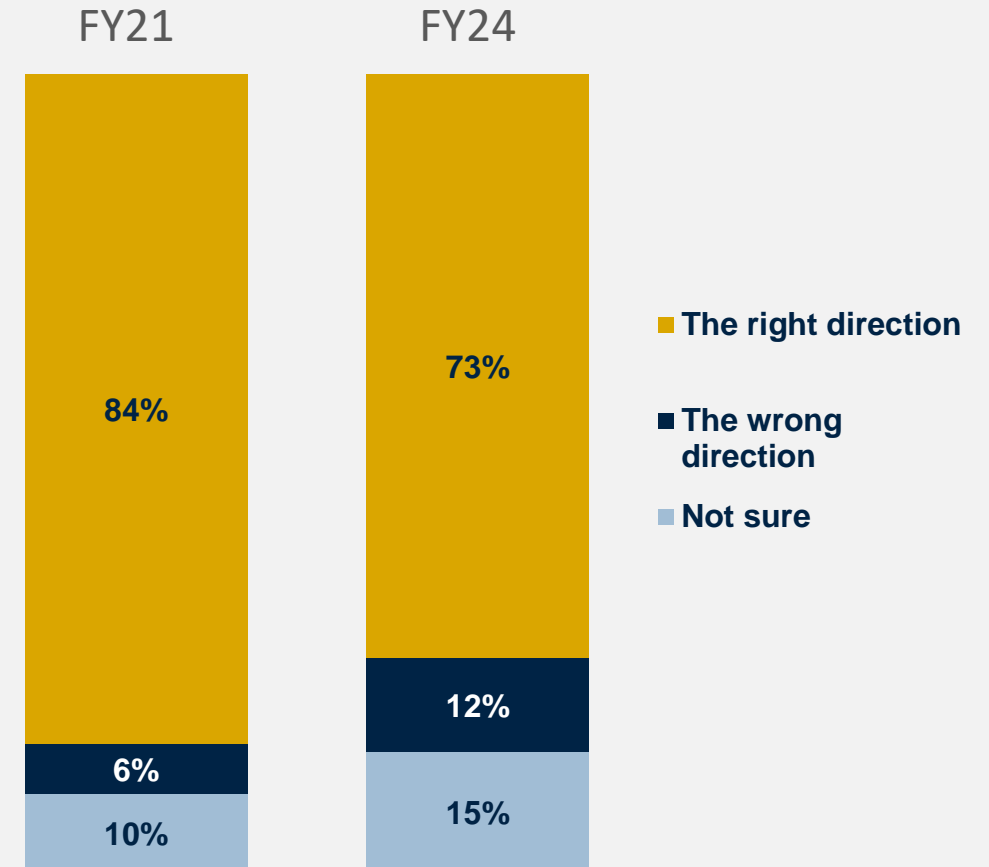


WORLD BANK GROUP

Respondents in Somalia are Positive About the Country's Direction

Respondents in this year's Country Survey remained rather positive about their country's direction: over two-thirds felt that Somalia was headed in the right direction (73%). Just 12% said that the country was on the wrong track.

- Respondents from government organizations were significantly more likely to indicate that Somalia was headed in the right direction (92%) than non-government respondents (56%).



Increased Familiarity with the World Bank Group

- **Year comparison:** Respondents in this year's Country Survey reported significantly higher levels of familiarity with the World Bank compared to respondents in the FY21 Survey:

Mean familiarity: **FY24 = 7.4**

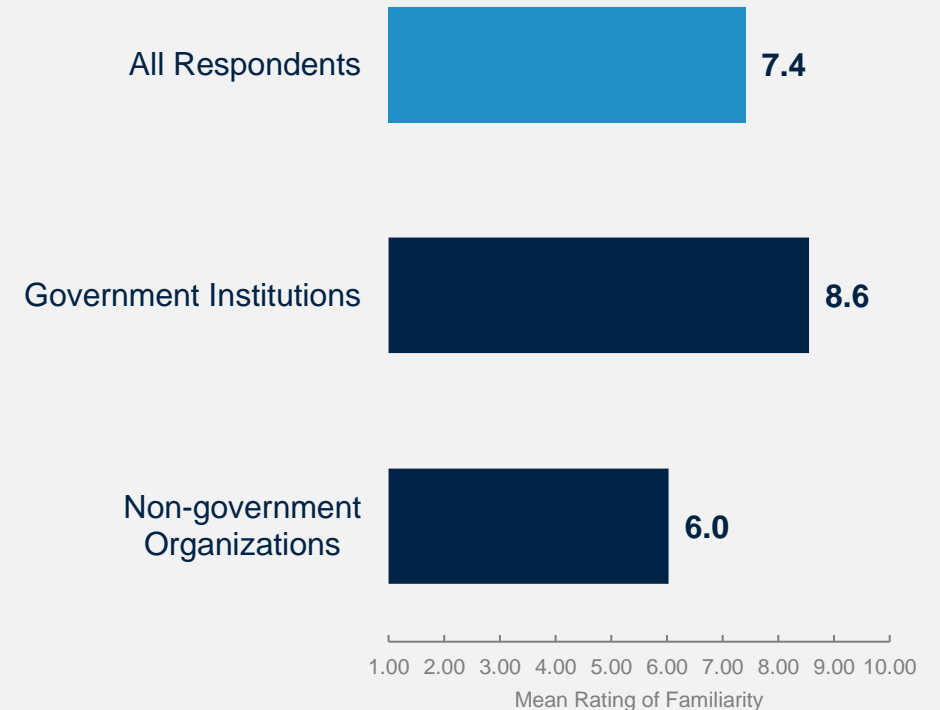
FY21 = 5.7

- **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 = 8.3**

Do not collaborate = 6.3

- **Stakeholders:** Respondents from government institutions indicated significantly higher levels of familiarity with the WBG compared to respondents from non-government organizations.



Government institutions included respondents from the Office of the Prime Minister, Minister, government Institutions, and local government.

Non-government organizations included respondents from civil society organizations, the private sector, academia / research centers, and the media.

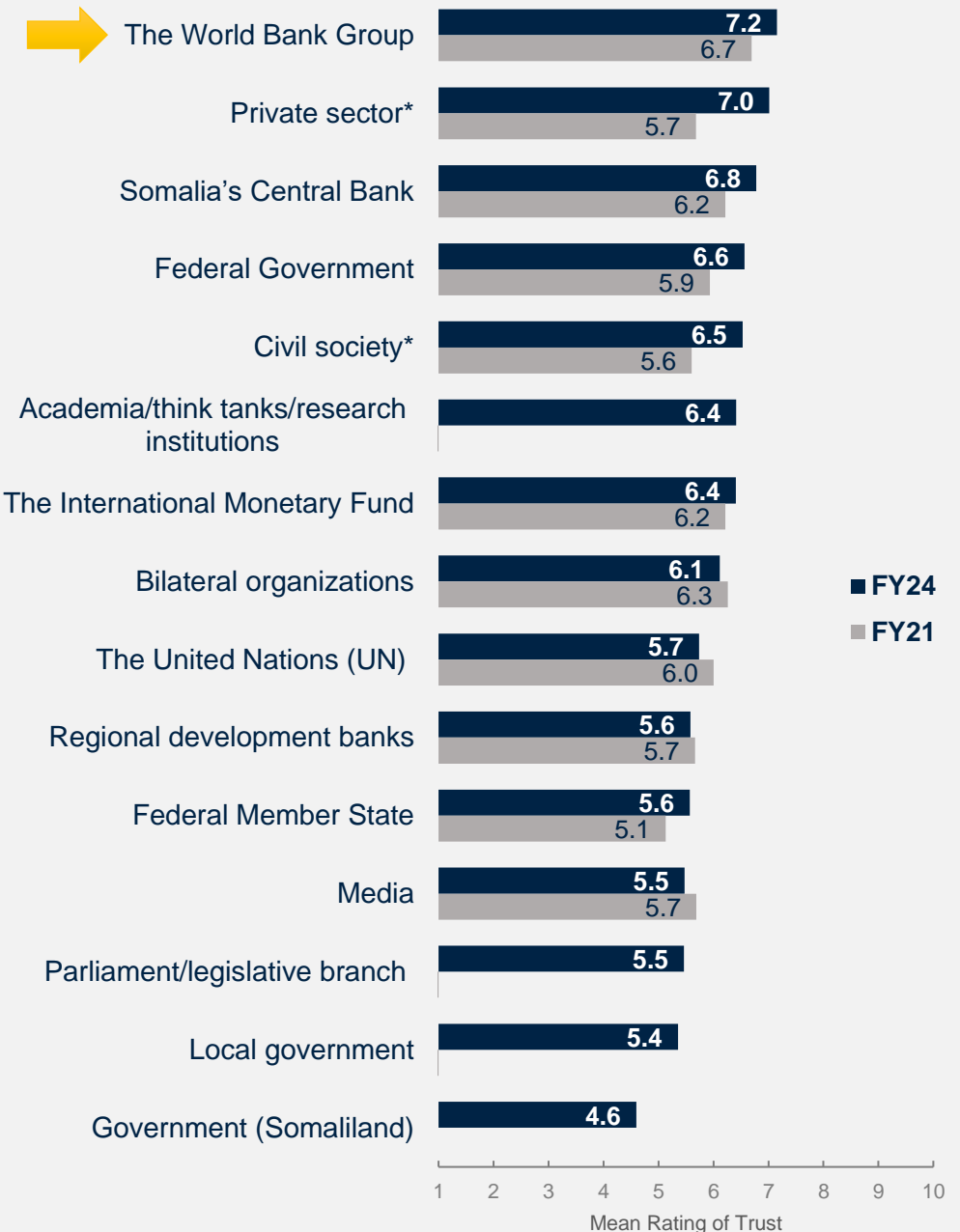


The WBG is the Most Trusted Institution in Somalia

Respondents in Somalia gave the **highest ratings of trust for the World Bank Group, the private sector, and Somalia's Central Bank**. Ratings of trust in the private sector and civil society were significantly higher in FY24 compared to the FY21 survey.

Media, Parliament/legislative branch, local government, and Government (Somaliland) were among the least trusted institutions according to respondents this year.

- Of note, respondents from government institutions reported significantly higher ratings of trust in the WBG (mean = 7.8) than respondents from non-government organizations (mean = 6.3).



Overall Attitudes toward the World Bank Group

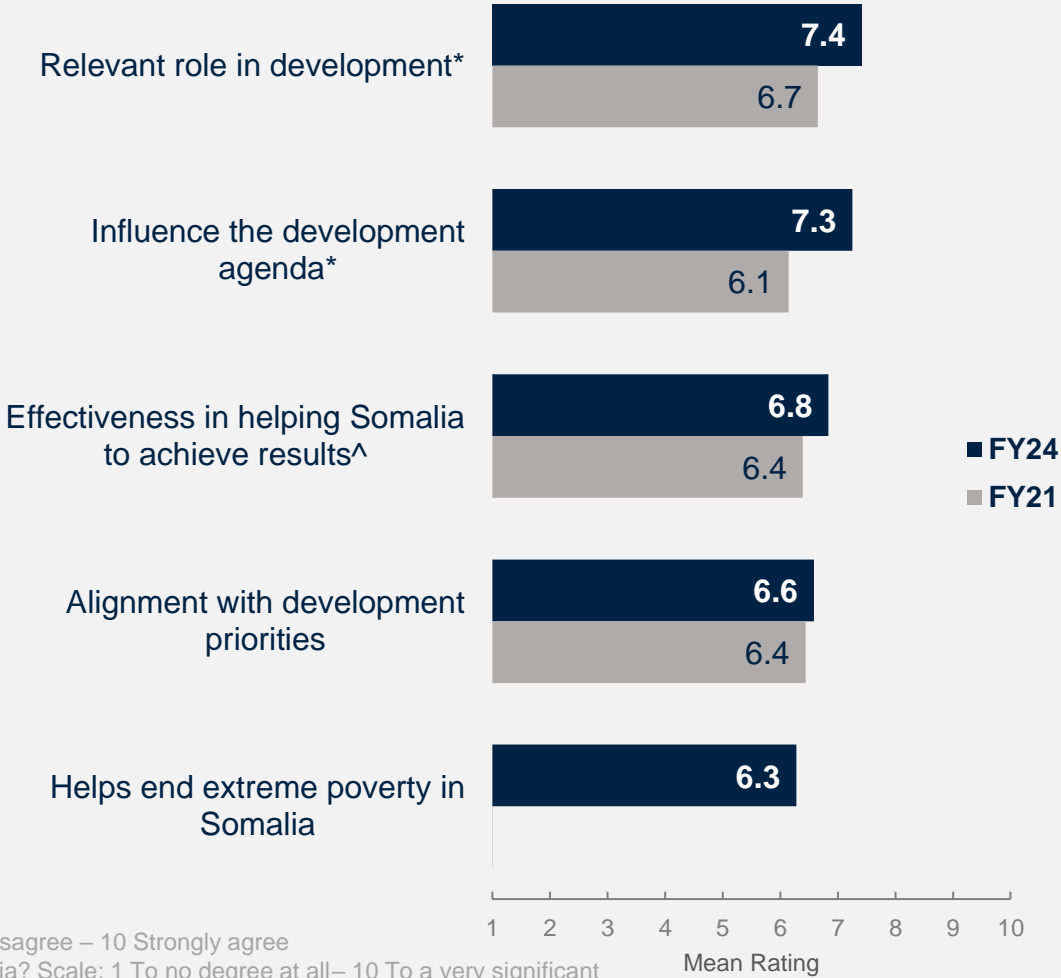


WORLD BANK GROUP

WBG's Relevance and Influence Significantly Improved

In FY24, respondents gave high ratings for the WBG's **relevance** to development in Somalia and its **influence** on shaping the development agenda in the country. The ratings for WBG's **effectiveness** in helping Somalia achieve development results and **alignment** with the country's development priorities remained positive and slightly improved compared to FY21.

Although the ratings were relatively lower, respondents still expressed modest to positive views about the World Bank Group's work **helping end extreme poverty** in Somalia.



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

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

How effective is the WBG in helping Somalia 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 Somalia.

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

The WBG's work helps end extreme poverty in Somalia. Scale: 1 Strongly disagree – 10 Strongly agree

*Significantly different between years



Stakeholders from Government Have More Positive Perceptions of WBG

Comparisons of ratings for key performance indicators between stakeholder groups show that respondents from **government institutions** gave higher ratings across all KPIs, while respondents from **non-government organizations** had lower ratings. This difference was significant in trust and effectiveness ratings.



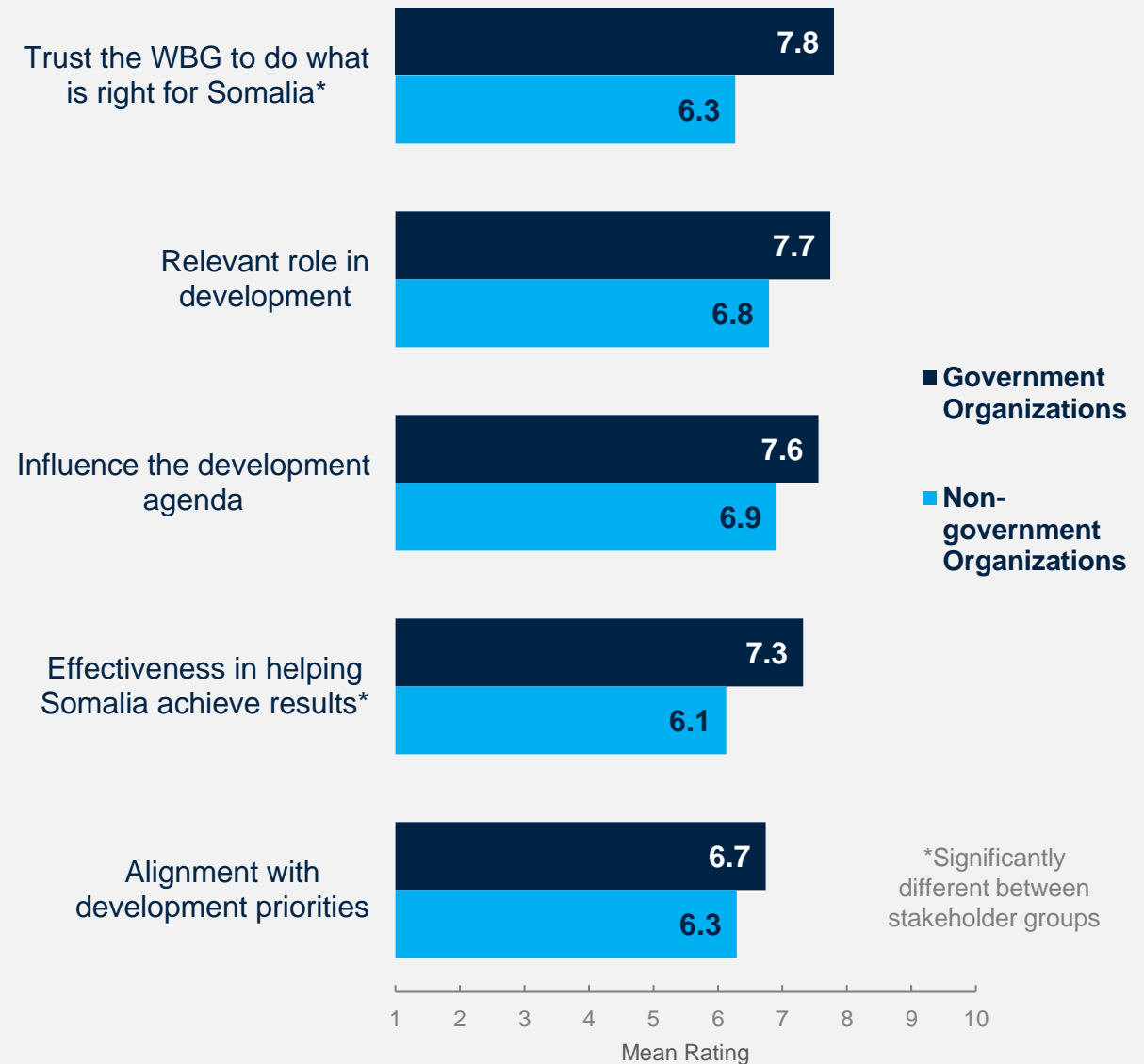
How much do you trust the WBG to do what is right for Somalia? Scale: 1 Not at all – 10 Very much

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

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

How effective is the WBG in helping Somalia achieve development results? Scale: 1 Not effective at all – 10 Very effective

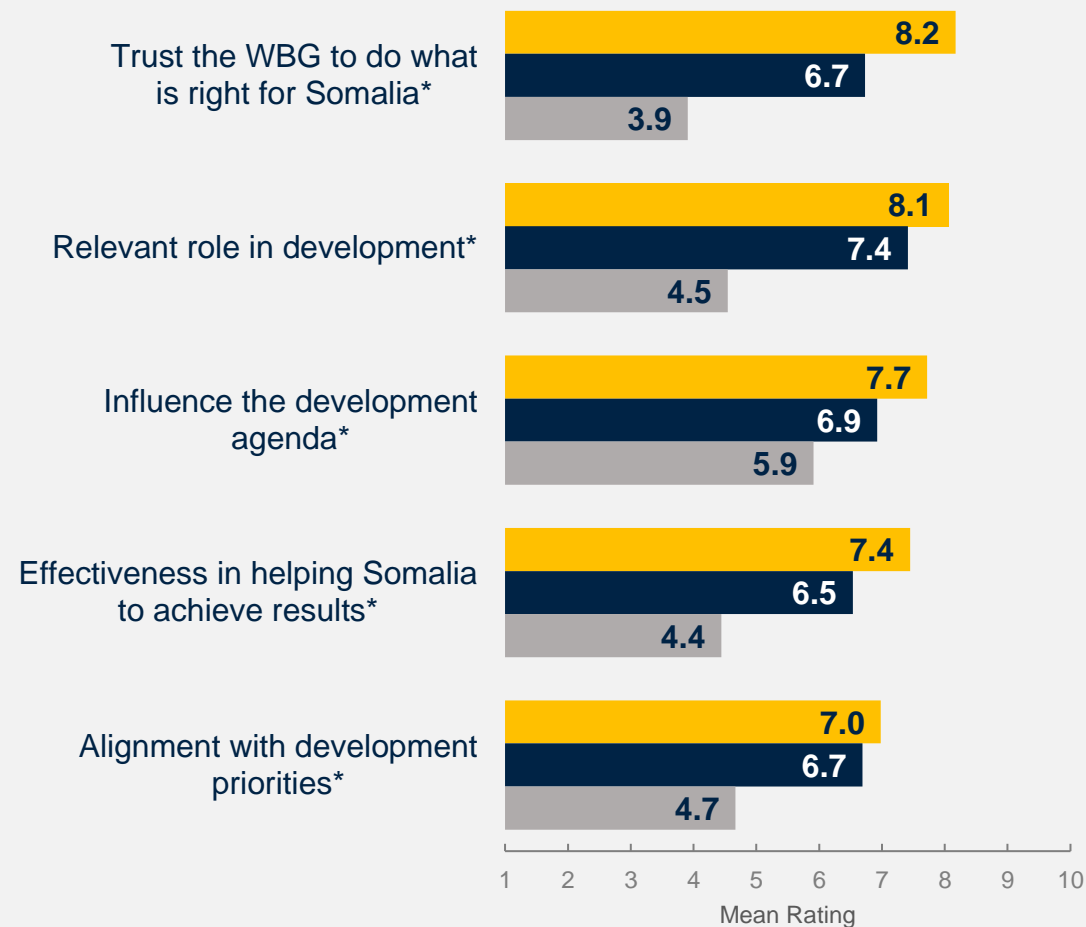
The WBG's work is aligned with what I consider the development priorities for Somalia. Scale: 1 Strongly disagree – 10 Strongly agree



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 Somalia?

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

*Significantly different between levels of familiarity



How much do you trust the WBG to do what is right for Somalia? Scale: 1 Not at all – 10 Very much

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

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

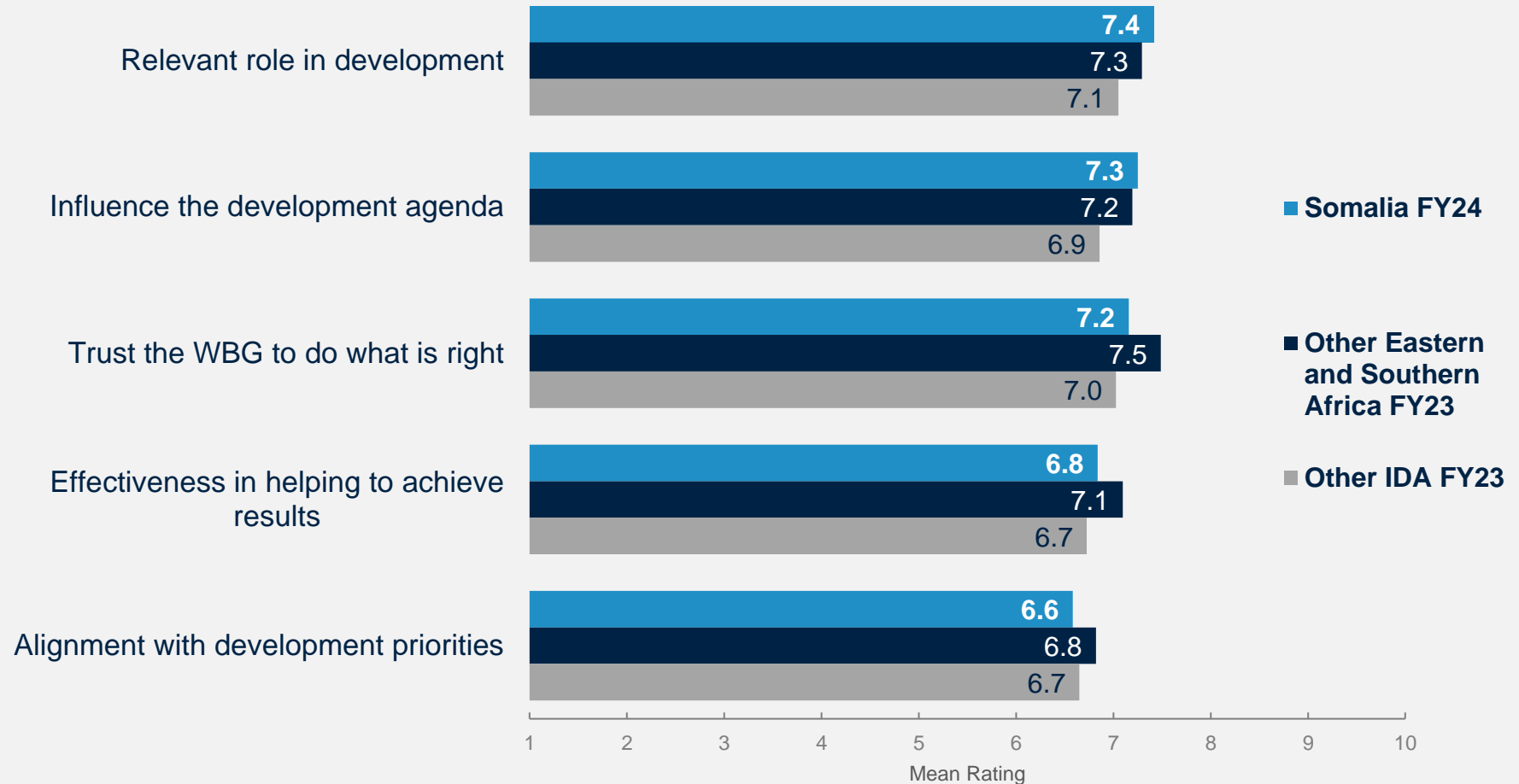
How effective is the WBG in helping Somalia achieve development results? Scale: 1 Not effective at all – 10 Very effective

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



WORLD BANK GROUP

Ratings for WBG's Relevance and Influence in Somalia are Higher than in other Eastern and Southern Africa and other IDA Countries

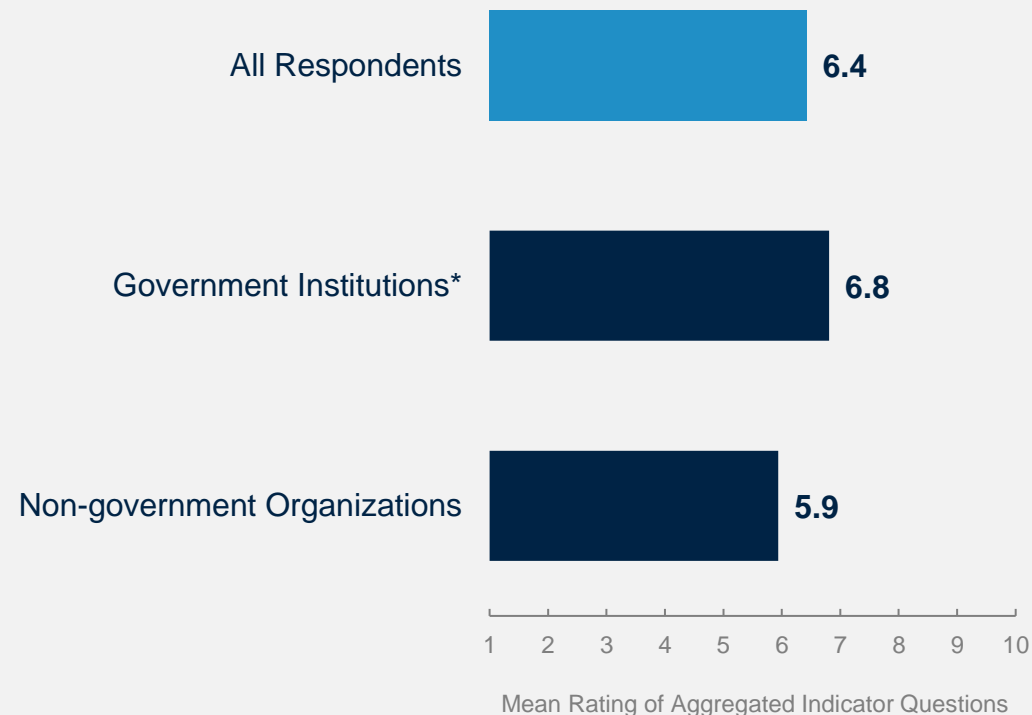


Aggregated Performance Indicators

Respondents from government organizations had the highest mean rating across the aggregated responses to the nineteen COS indicator questions whereas respondents from non-government organizations had significantly lower ratings.

- **Collaboration with the WBG:** Respondents who indicated that they collaborated with the WBG tended to give higher ratings across the aggregated indicator questions compared to respondents who did not collaborate with the WBG; however, the difference was not statistically significant:

Mean rating: **Collaborate with WBG = 6.4**
 Do not collaborate = 5.8



*Significantly different between stakeholder groups



World Bank Group's Support in Development Areas



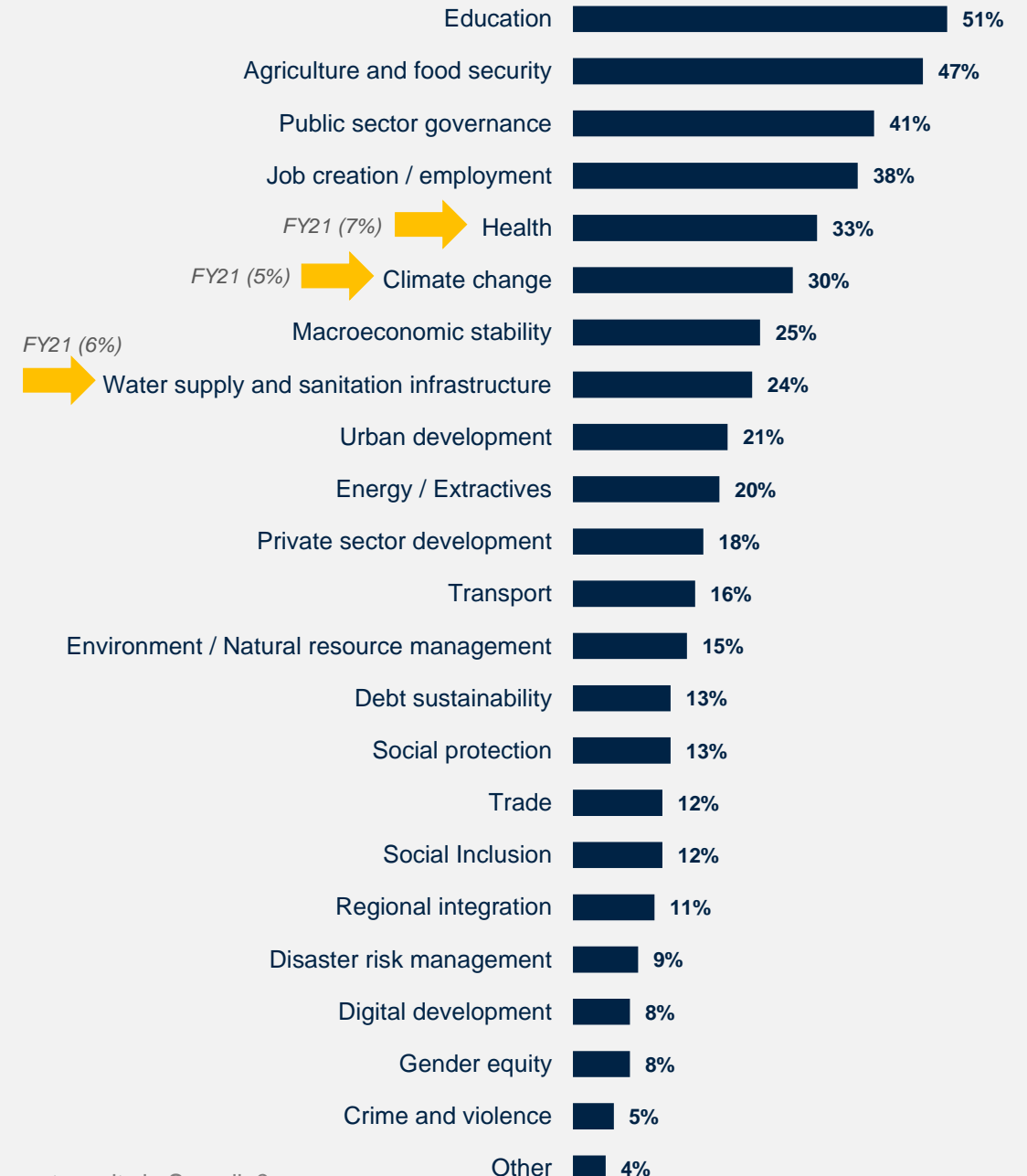
WORLD BANK GROUP

Development Areas for WBG Focus

In FY24, **education**, **agriculture and food security**, **public sector governance**, and **job creation** were the top areas where stakeholders would like the WBG to focus its resources.

While the top areas were similar to the FY21 findings, **health**, **climate change**, and **water supply and sanitation infrastructure** were of much greater priority in FY24, identified by four to five times as many respondents compared to FY21.

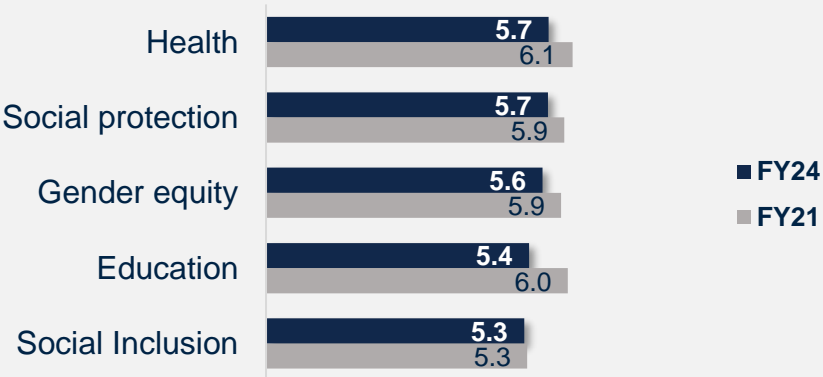
- Of note, **energy / extractives** were of a much higher priority to respondents from government organizations (31%) compared to non-government respondents (3%) who were more likely to select **social inclusion** among their priorities (22%).



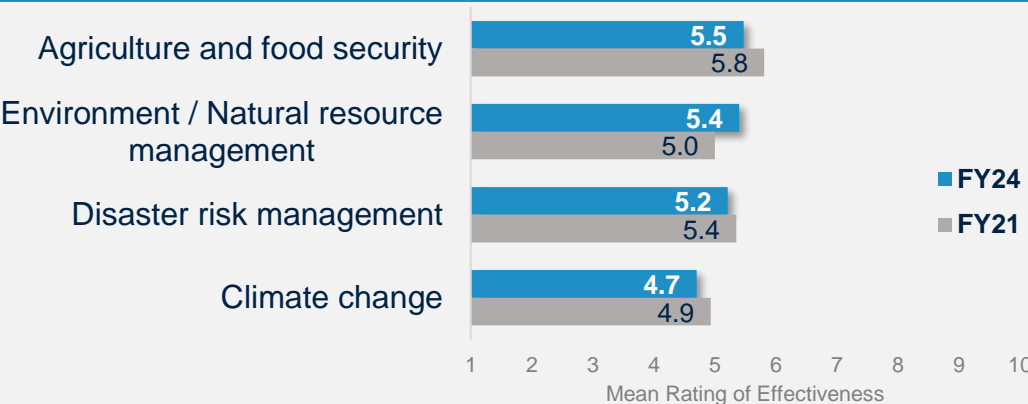
Effectiveness of WBG's Support in Sectoral Areas

The WBG's work on **debt sustainability** and **public sector governance** received the highest ratings of effectiveness. Of note, respondents from government institutions had significantly higher mean ratings in these two sectoral areas compared to respondents from non-government organizations.

Human Development



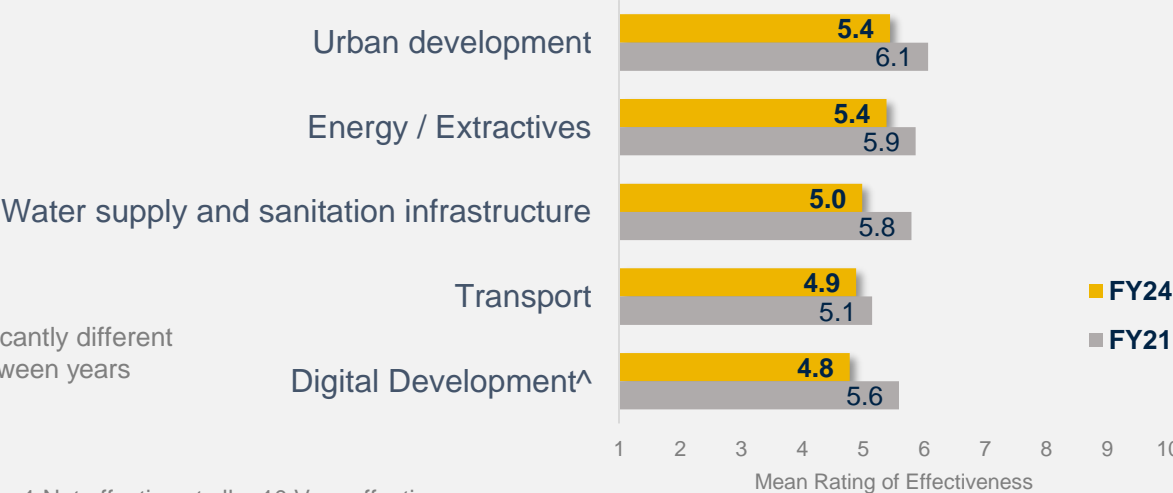
Environmental Sustainability



Finance / Institutions / Economic Growth



Infrastructure



*Significantly different between years

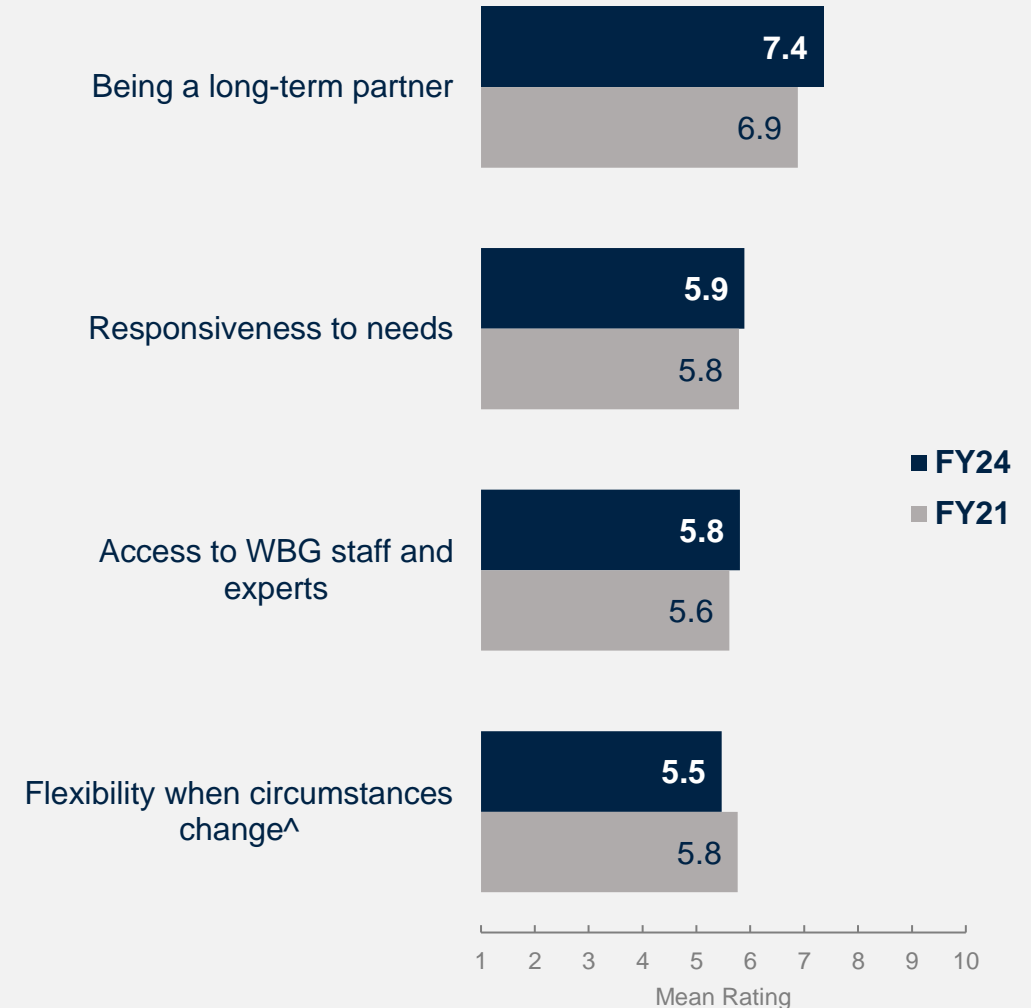
World Bank Group's Engagement on the Ground in Somalia



WORLD BANK GROUP

The WBG is Consistently Seen as a Long-term Partner

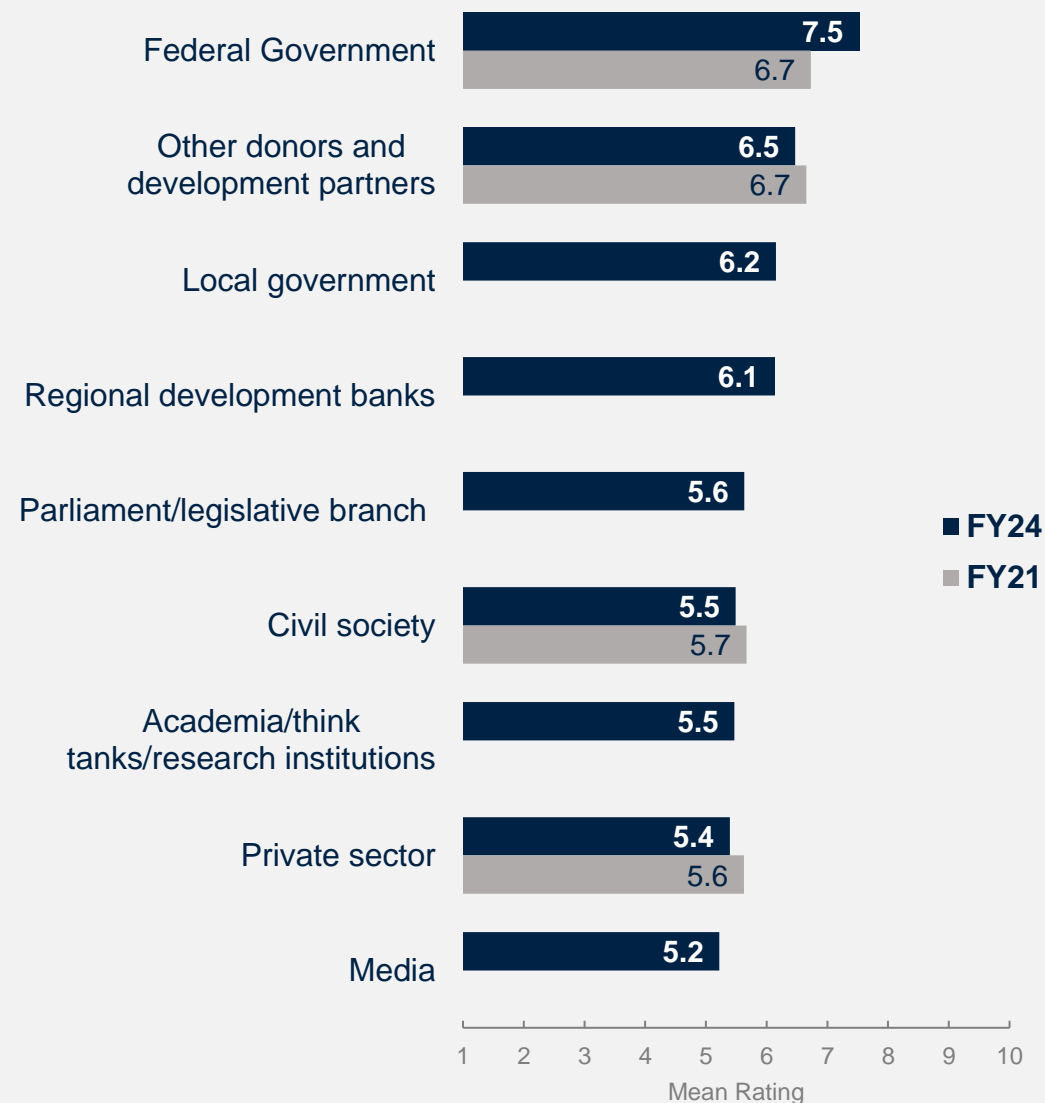
In FY24, respondents perceived the WBG as a **long-term partner** in Somalia; however, ratings for **responsiveness to needs**, **staff accessibility**, and **flexibility** remain moderate. Respondents from **government institutions** tended to be more positive compared to **non-government** respondents.



The WBG is seen as Effectively Collaborating with the Federal Government

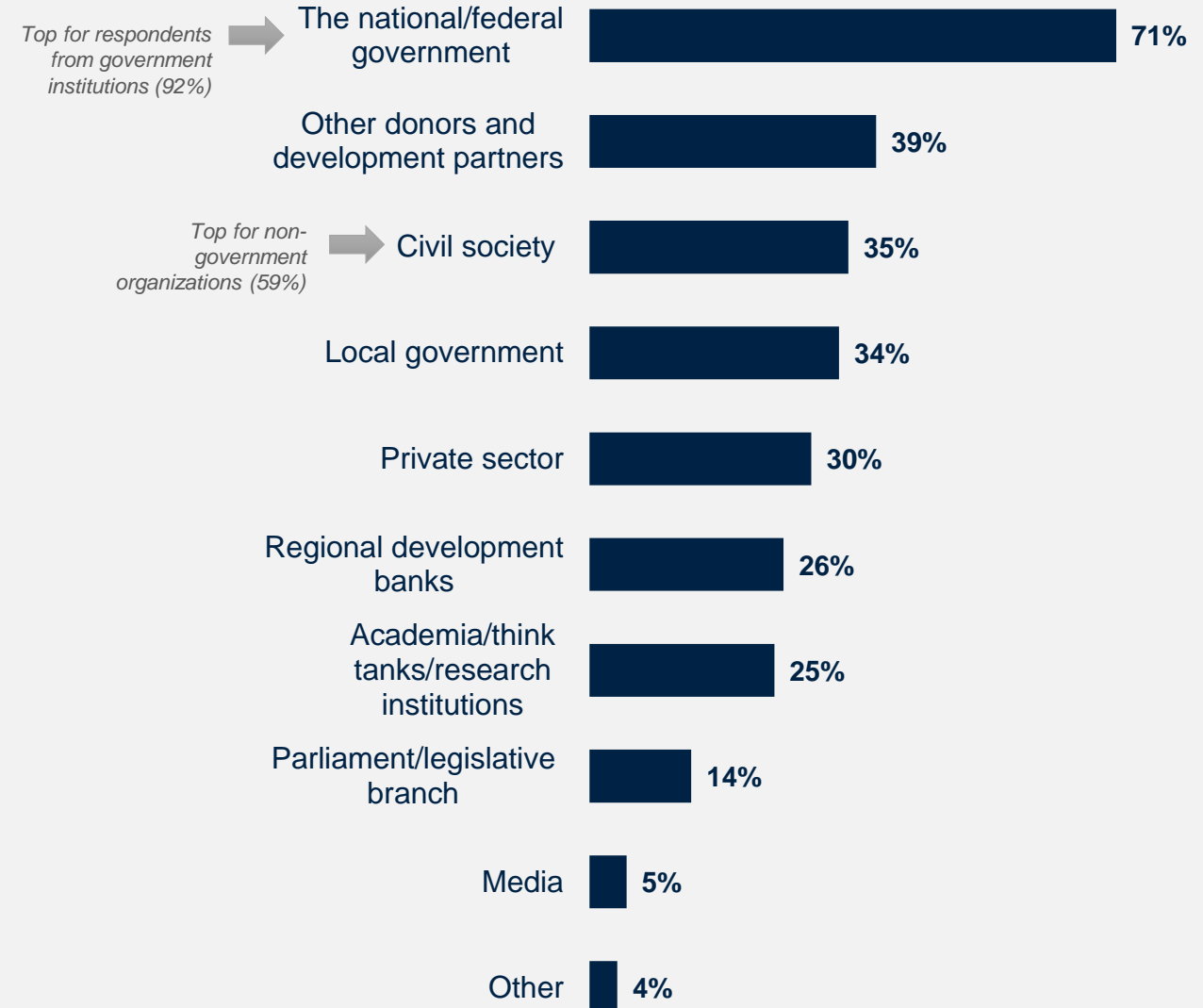
In FY24, respondents perceived the WBG as collaborating better with the **federal government** compared to FY21; perceptions of the WBG's collaboration with **other donors and development partners also** remain relatively positive. However, as in FY21, respondents give relatively low ratings for the WBG's partnership with stakeholders outside of government – **civil society, the private sector, academia, and the media**.

Of note, respondents from **government institutions** gave significantly higher ratings for the Bank's collaboration with the federal government (mean = 8.2) compared to **non-government respondents** (mean = 6.7).



Majority of Stakeholders Wanted the Bank to Collaborate More with the Federal Government

In addition to the WBG's partnership with the federal government, the WBG should collaborate more with **other donors and development partners, civil society, and local government.**



World Bank Group's Financial Instruments and Knowledge Work



WORLD BANK GROUP

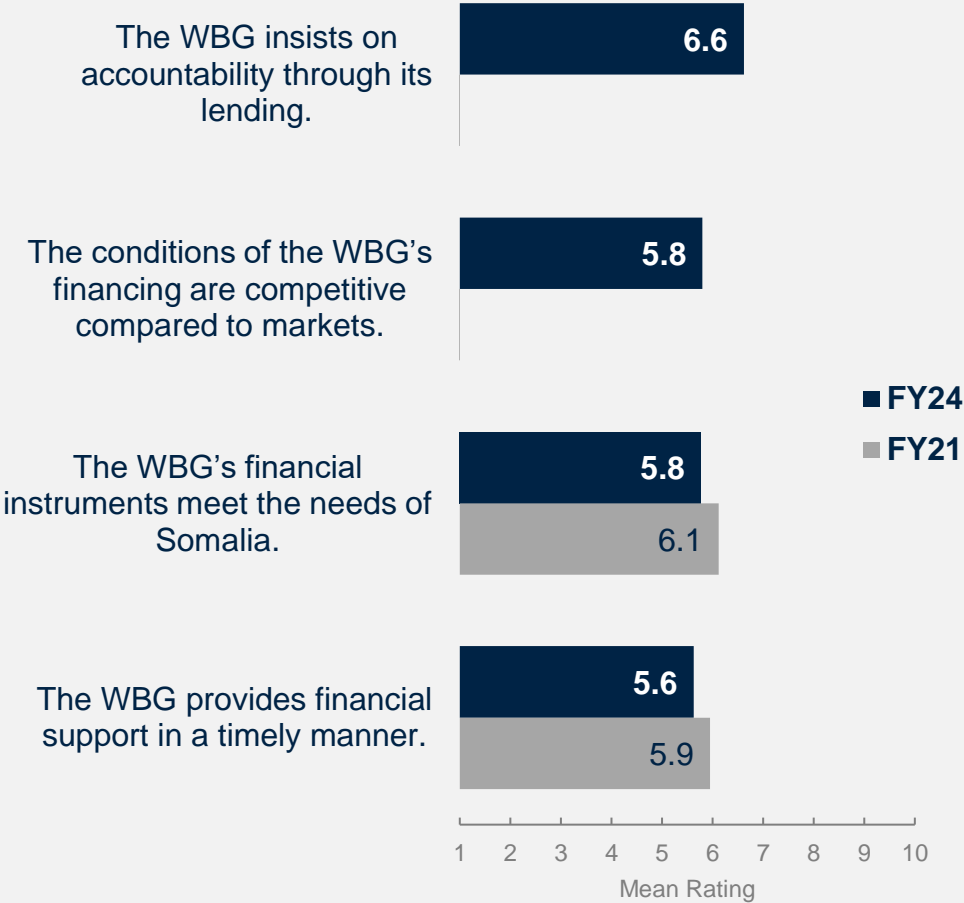
Financial Resources and Capacity Building were Considered the Bank's Greatest Values

As in FY21, respondents this year perceived **financial resources** and **capacity building** as the WBG's greatest values.



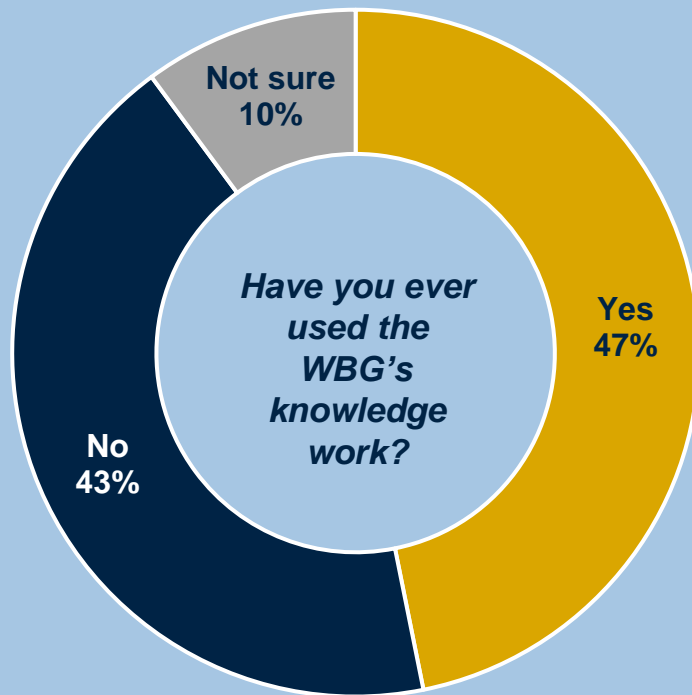
WBG is Perceived as Insisting on Accountability Through its Lending but Could do More to Meet the Needs in a Timely Manner

In terms of the WBG’s financial instruments, respondents had the highest levels of agreement that the WBG **insists on accountability through its lending**. Ratings for the WBG’s financial instruments meeting the needs of Somalia and the timeliness of the financial support were somewhat lower and decreased slightly (but not significantly) since FY21. As in other questions, **government respondents** tended to be more positive, and significantly so in their perceptions of the timeliness of the Bank’s financial support (mean=6.2).

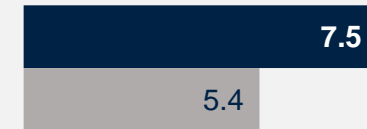


47% of Respondents Used WBG's Knowledge Work; Those Who Did, Held Significantly More Positive Views of WBG's Knowledge Work

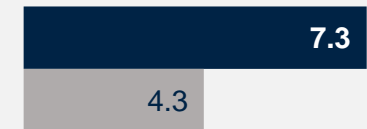
Five in ten respondents reported that they had used the WBG's knowledge work in the past.



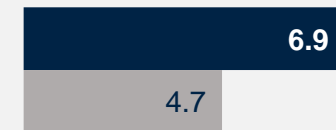
I anticipate using the WBG's advisory services and analytical work in the future.*



I am satisfied with the quality of the WBG's advisory services and analytical work in Somalia.*



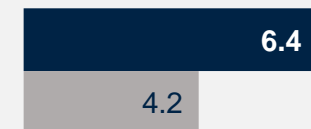
The WBG's advice and recommendations are tailored to Somalia's context.*



The WBG brings global expertise to Somalia as part of its advisory services and analytical work.*



The WBG's advisory services and analytical work are timely.*



1 2 3 4 5 6 7 8 9 10
Mean Rating

Have you used WBG's knowledge work?

■ Yes
■ No



WORLD BANK GROUP



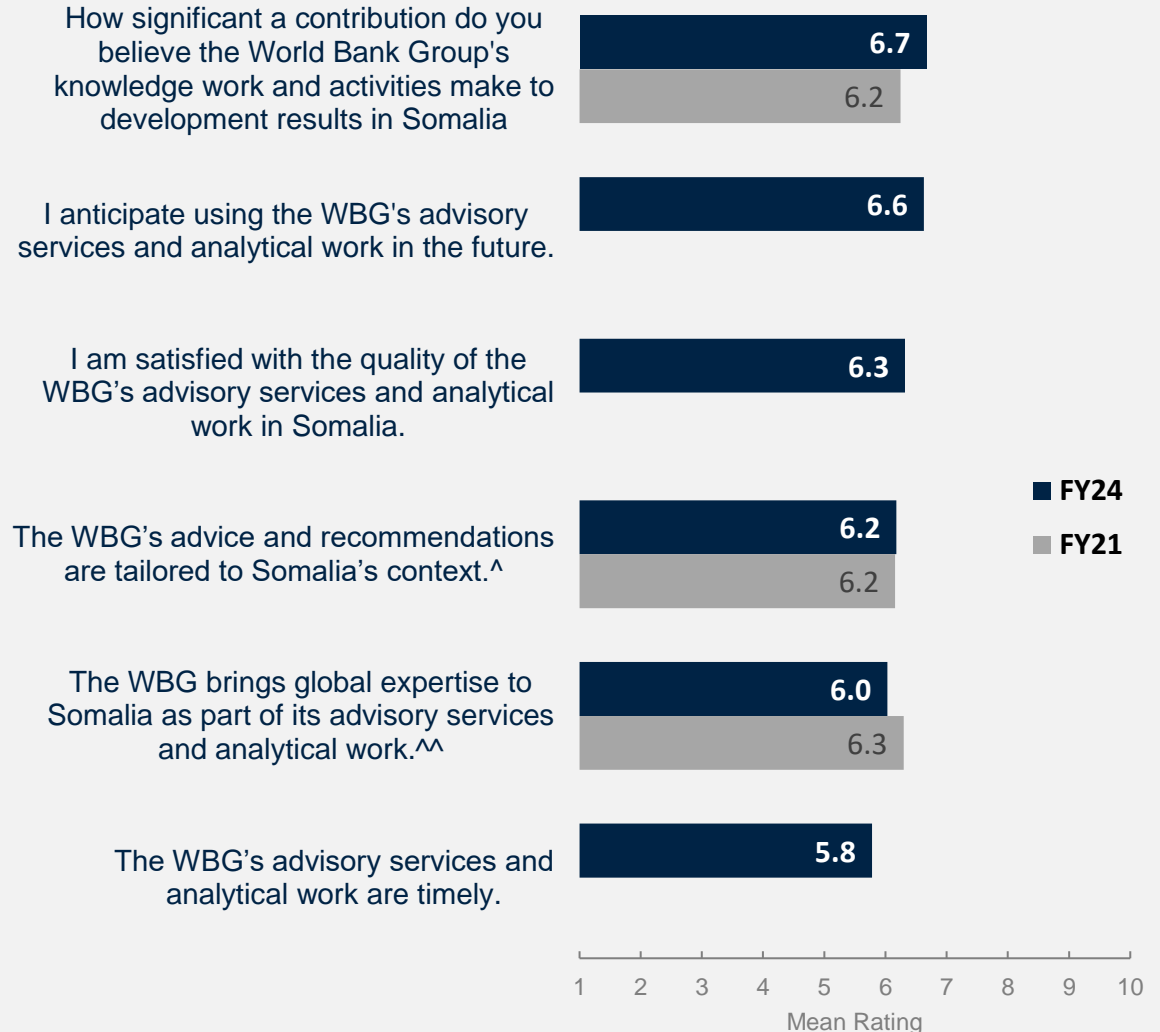
Have you used the WBG's advisory services and analytics in the past? (Percentage of Respondents, N=79)

To what extent do you agree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree *Significantly different between usage

WBG Knowledge Work Increasingly Perceived as Making a Significant Contribution

Respondents had the highest levels of agreement that the WBG's knowledge work and activities make a **significant contribution to development results** in Somalia. However, their ratings for other aspects of the Bank's knowledge work—for example, its timeliness and whether it brings global expertise to Somalia — were somewhat lower.

- Notably, respondents from **government institutions** were more likely to report that they have used WBG's knowledge work in the past; they also gave significantly higher ratings across most of the statements about WBG's knowledge work compared to respondents from **non-government organizations**, including those of them who also reported using WBG's knowledge work.



Communication and Outreach



WORLD BANK GROUP

Social Media and Research Papers / Official Statistics were the Most Common Sources for Obtaining Information About Economic and Social Development Issues

Top Information Source			
	All Respondents	Government Institutions	Non-government Organizations
Social media	65.8%	80.0%	58.6%
Research papers / Official statistics	58.9%	60.0%	55.2%
Television (TV)	27.4%	34.3%	20.7%
Newspapers (Print or online)	27.4%	20.0%	31.0%
e-Newsletters	26.0%	28.6%	24.1%
Blogs	16.4%	22.9%	10.3%
Other	11.0%	2.9%	10.3%
Radio	9.6%	11.4%	10.3%
Podcasts	9.6%	11.4%	10.3%



How do you get most of your information about economic and social development issues in Somalia?
(Percentage of Respondents, N=73)



WORLD BANK GROUP

WBG Website and Events were Most Preferred for Receiving WBG Communication

Most respondents preferred receiving the Bank's communications through the **WBG Website** and at the WBG **events** (in person or online). Half of the respondents also reported a preference for **direct contact with WBG staff**.

Top Preferred WBG Channel

	All Respondents	Government Institutions	Non-government Organizations
WBG Website	54.1%	52.8%	56.7%
Event/conference/ seminar/workshop (in person or online)	52.7%	66.7%	36.7%
Direct contact with staff (e.g., in person, virtually, phone, email)	50.0%	55.6%	50.0%
Social media (e.g., Facebook, Twitter)	43.2%	50.0%	36.7%
e-Newsletters	28.4%	25.0%	33.3%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	20.3%	16.7%	16.7%
Interviews and press conferences	17.6%	16.7%	16.7%
Other	6.8%	2.8%	10.0%
Blogs	4.1%	2.8%	0.0%
Podcasts	4.1%	2.8%	6.7%

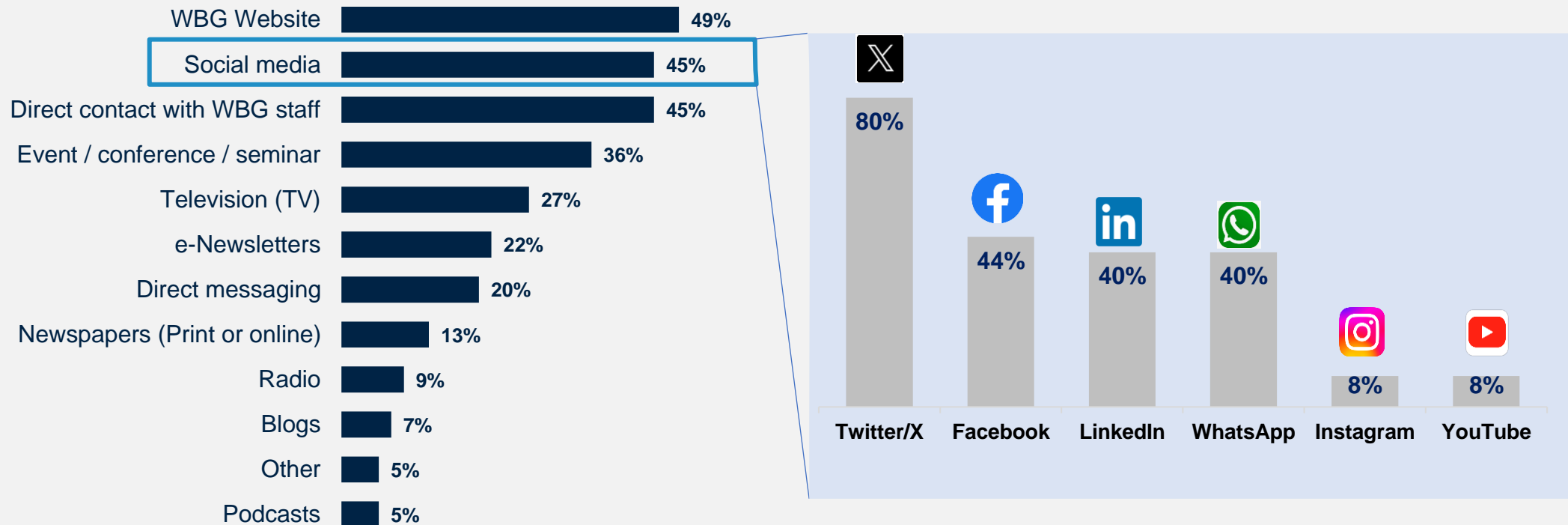


How would you prefer to obtain communication from the WBG? (Select up to 2)
(Percentage of Respondents, N=74)

7 in 10 Recalled Seeing or Hearing Information About the WBG, Most Often Through the WBG Website or on Social Media

73% of respondents recalled seeing or hearing something about the WBG recently. Respondents who collaborated with the WBG were significantly more likely to recall something (84%) whereas respondents who did not collaborate were less likely to do so (62%).

Respondents most often reported seeing that information on the **WBG website**, **social media**, or via **direct contact with WBG staff**. Among those who selected “Social media”, the majority reported seeing something on **Twitter/X**.

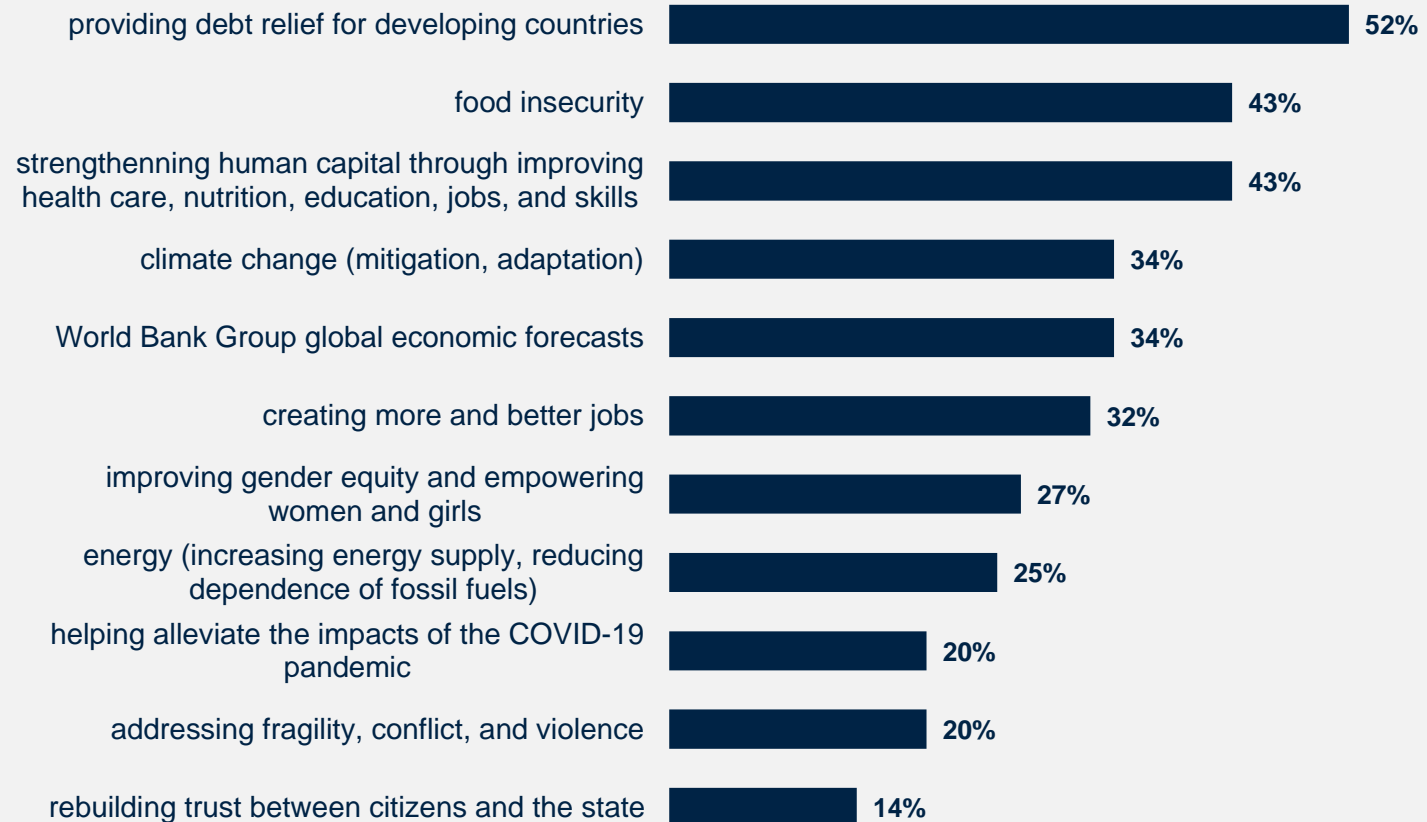


Do you recall seeing or hearing anything about the WBG in the last 30 days? (N=75)
Where do you recall seeing or hearing this information? (Select all that apply) (Percentage of Respondents, N=56)
On what social media platforms do you recall seeing this information? (Check all that apply) (Percentage of Respondents, N=25)

WBG Work on Debt Relief and Food Security were the Most Commonly Recalled Topics

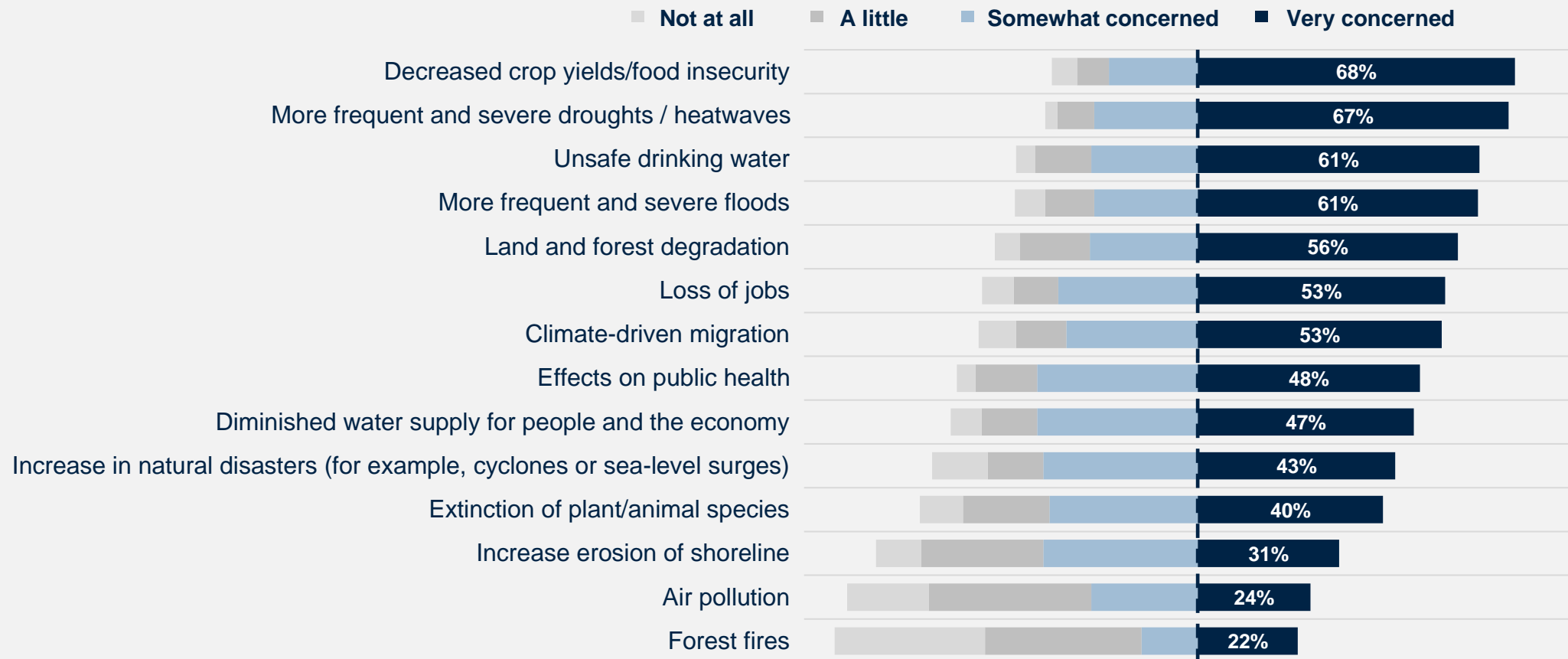
Respondents most frequently recalled WBG work or research on **debt relief** for developing countries, **food insecurity**, and **strengthening human capital**.

WBG's work to or research on...



Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Food Insecurity and More Frequent and Severe Droughts/Heatwaves

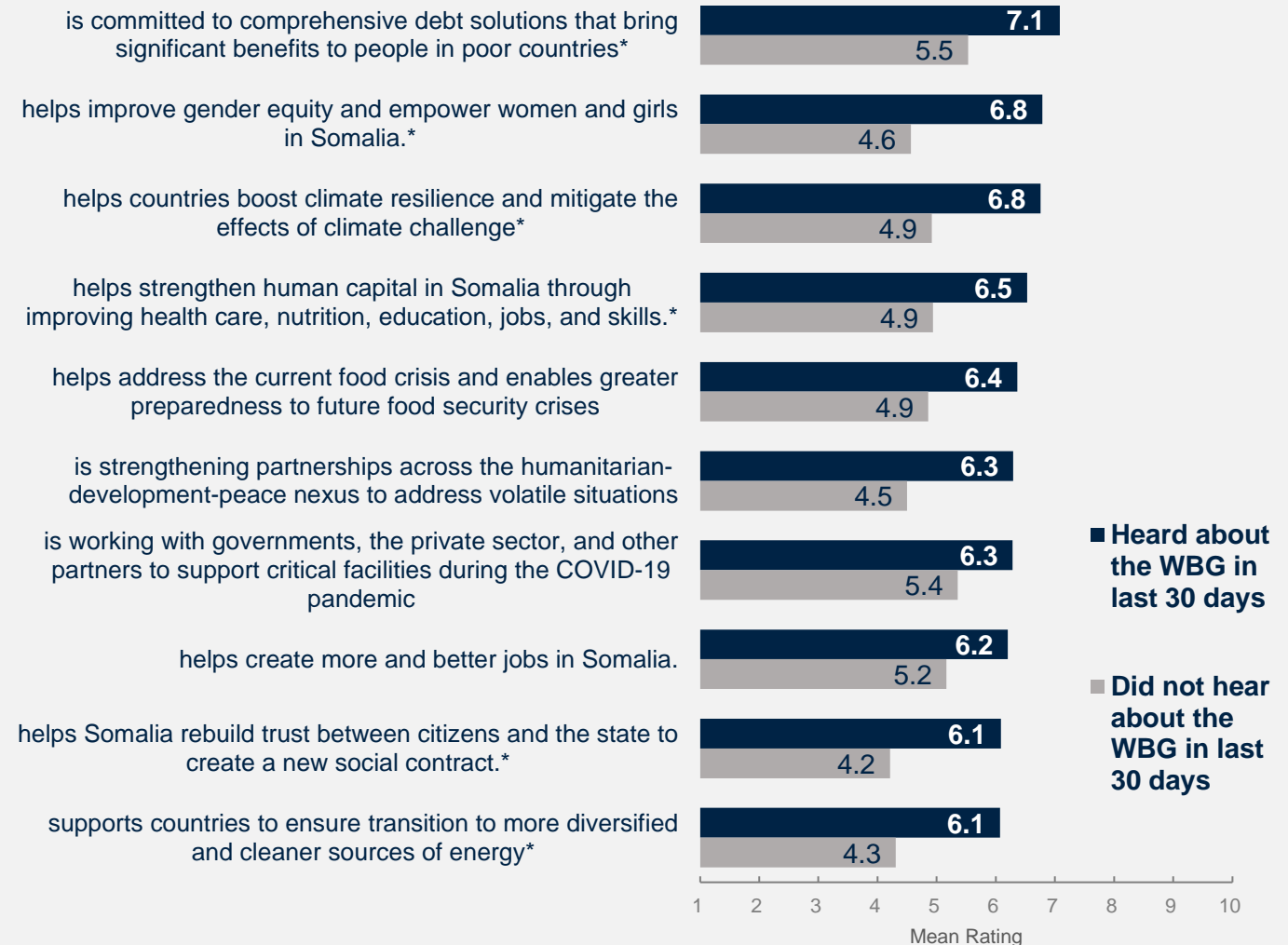
Two-thirds of respondents were very concerned about **decreased crop yields / food insecurity** and **more frequent and severe droughts / heatwaves** when it comes to the potential impacts of climate change in Somalia. **Unsafe drinking water** and **more frequent / severe floods** were also of great concern to respondents. These key areas of concern should be taken into consideration to make communications about climate change more impactful.



Message Recall is Associated with Message Agreement and More Positive Perceptions of the WBG

Respondents who recalled seeing or hearing something about the WBG in the last 30 days had higher levels of agreement on all key messages the WBG communicates compared to those who did not recall any WBG-related messages. For many statements, the differences were statistically significant.

The World Bank Group...

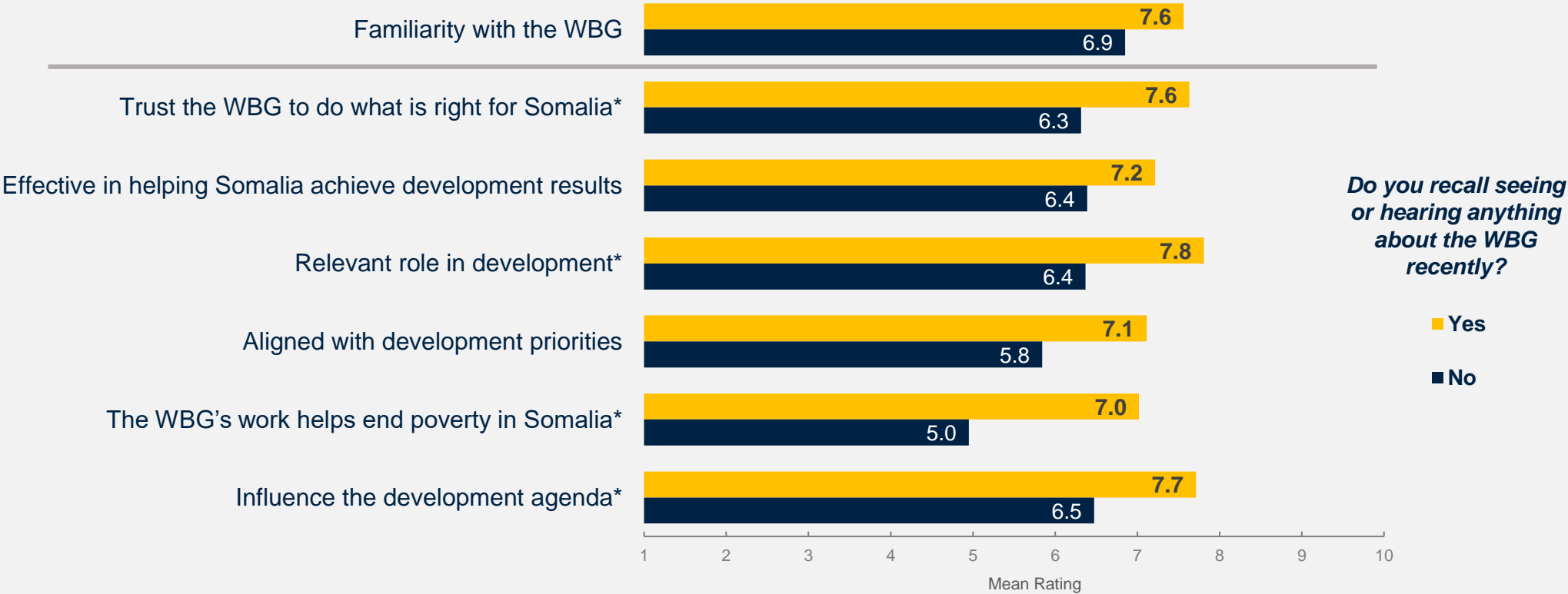


*Significantly different between groups



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

Message Recall is Associated with Higher Familiarity and More Positive Perceptions of the WBG and its Work



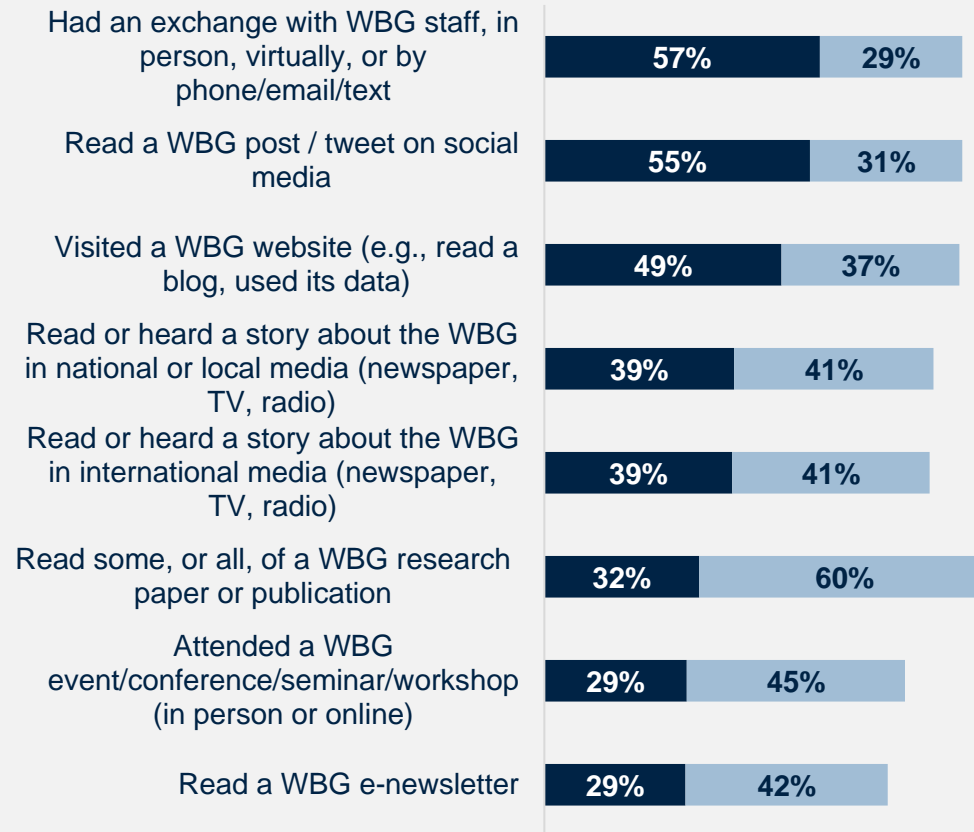
These findings suggest that respondents who are more frequently exposed to information about the WBG, or who actively engage with WBG staff and knowledge work (read research papers, etc.) are also more likely to hold more positive views about the WBG's work.

How familiar are you with the work of the World Bank Group in Somalia? Scale: 1 Not familiar at all – 10 Extremely familiar
How much do you trust the WBG to do what is right for Somalia? Scale: 1 Not at all – 10 Very much
How effective is the WBG in helping Somalia achieve development results? Scale: 1 Not effective at all – 10 Very effective.
Scale: 1 Strongly disagree – 10 Strongly agree: The WBG currently plays a relevant role in development in Somalia: The WBG's work is aligned with what I consider the development priorities for Somalia. To what extent does the World Bank Group influence the development agenda in Somalia? Scale: 1 To no degree at all – 10 To a very significant degree

More Frequent Engagement → More Message Recall

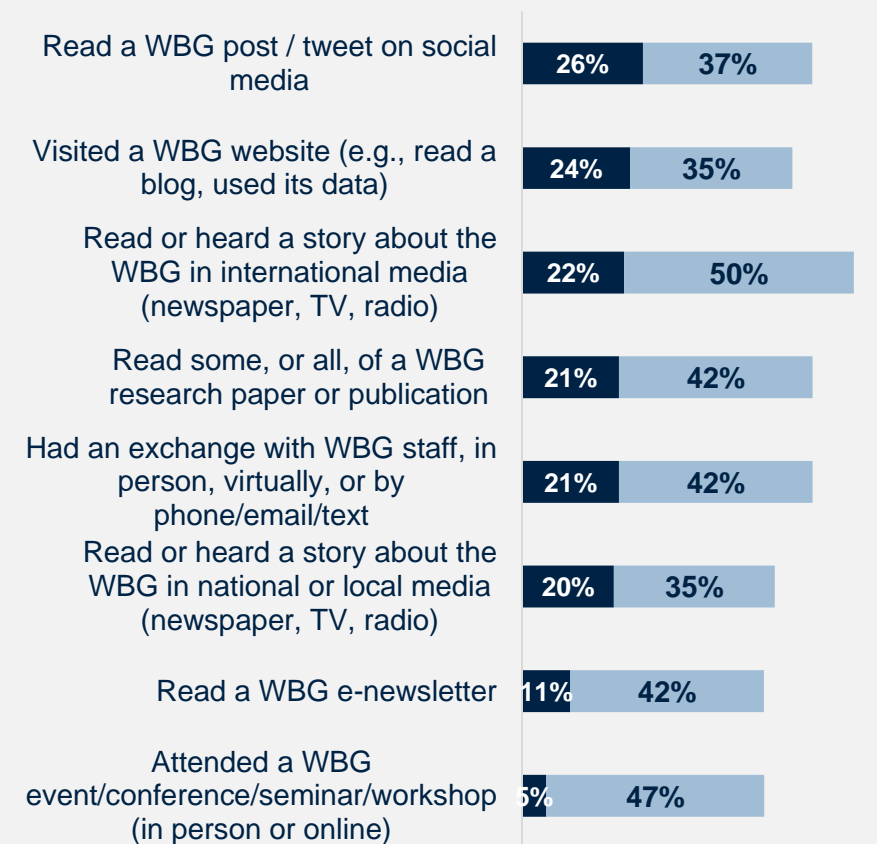
Respondents who recalled hearing something about the WBG in the last 30 days had significantly more frequent interactions with the institution **across most channels**.

Yes – Recalled seeing/hearing something about the WBG in last 30 days



■ Every few days/weeks ■ Every few months

No – Did not recall seeing/hearing something about the WBG in last 30 days



■ Every few days/weeks ■ Every few months

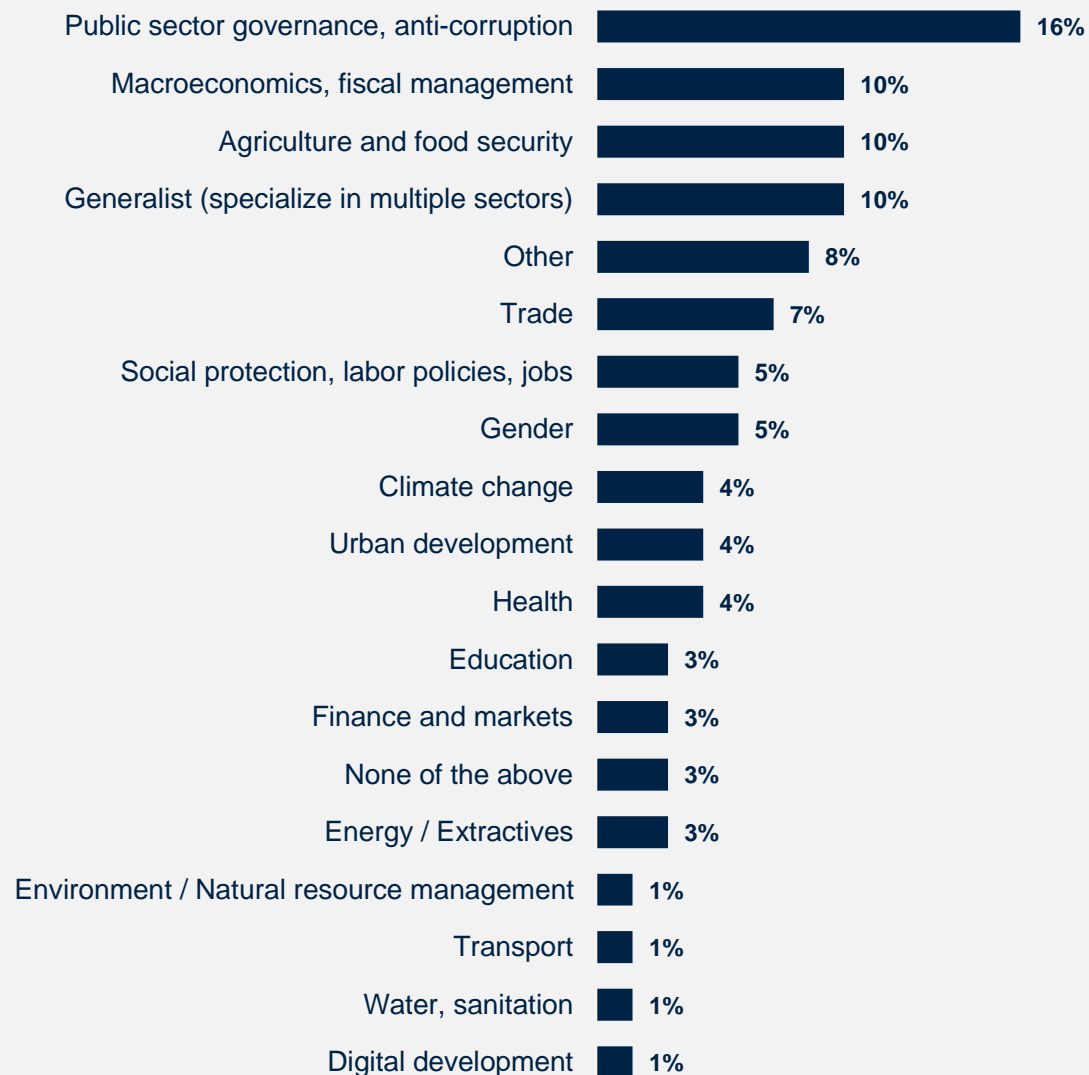


Demographics of the Sample and Detailed Methodology



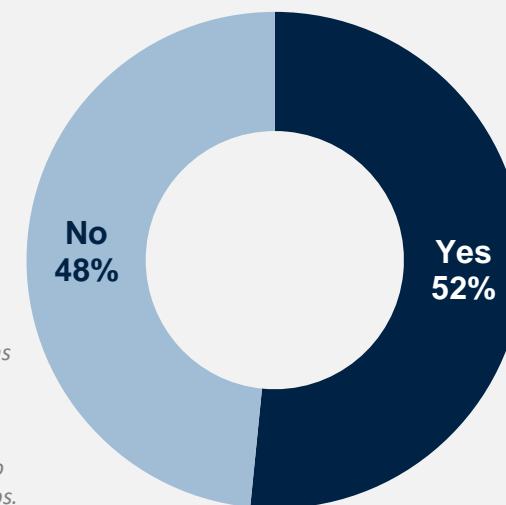
Demographics of the Sample

What is the primary specialization of your work? (N=73)

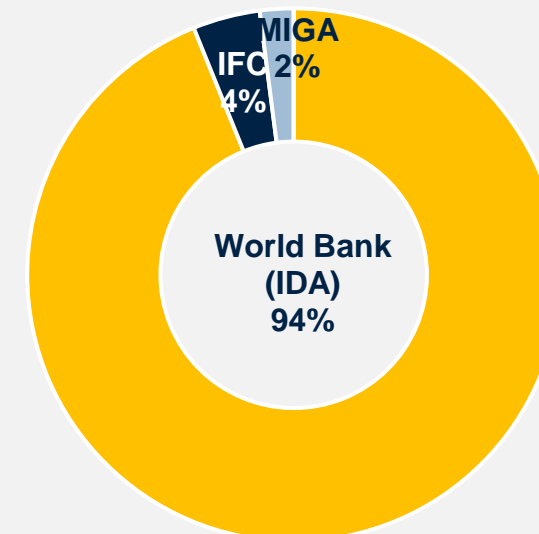


Do you collaborate/work with the World Bank Group (WBG) in Somalia? (N=95)

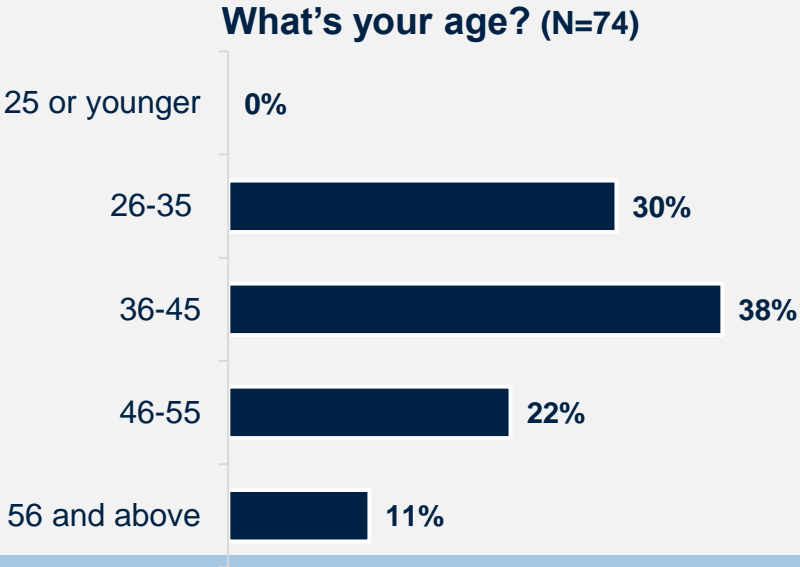
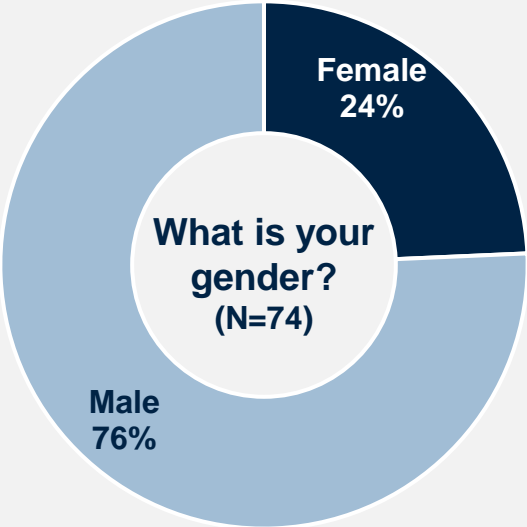
Respondents from government institutions and bilateral/multilateral agencies were significantly more likely to indicate that they collaborate with the WBG (80% and 69%, respectively) compared to respondents from other stakeholder groups.



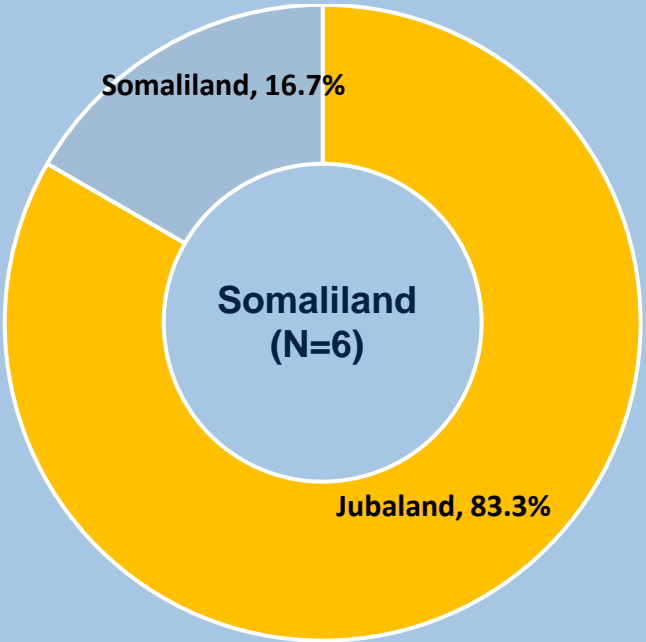
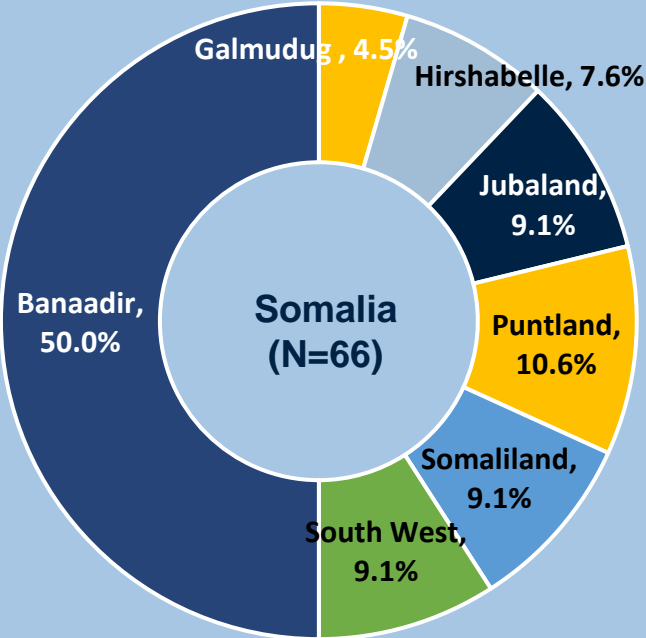
Which of the following WBG agencies do you collaborate/work with in Somalia? (N=49)



Demographics of the Sample (continued)



Which best represents your geographic location?



Detailed Methodology

From **September 2023 to November 2023**, a total of 220 stakeholders in Somalia and Somaliland 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 Office of the President, Prime Minister, Minister, and Parliament, government institutions, local governments, bilateral and multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **94 participated in the survey (43% response rate)**. Respondents completed the questionnaire via an online platform.

The results of this year’s survey were compared to the FY21 Survey with a response rate of 82% (N=164).

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 greater outreach to and/or response from civil society organizations and academia but a decrease from government principals and the private sector. 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 “Somalia 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
Government Principals: Office of the President, Prime Minister, Minister, Parliamentarian	19%	9%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	38%	36%
Local Government	4%	6%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	4%	9%
Civil Society Organization: Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	18%	27%
Private Sector: Private Company, Financial Sector Organization, Private Bank	14%	6%
Academia/Research Center	0%	4%
Media	2%	2%
Other	0%	0%
Total Number of Respondents	159	94

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.

A2_6. How much do you trust the World Bank Group to do what is right for Somalia? Scale: 1 Not at all – 10 Very much

A3. How effective is the World Bank Group in helping Somalia achieve development results? Scale: 1 Not effective at all – 10 Very effective

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 Somalia.

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

A6. The WBG's work helps end extreme poverty in Somalia

A7. To what extent does the World Bank Group influence the development agenda in Somaliland? Scale: 1 To no degree at all – 10 To a very significant degree

A8. How significant a contribution do you believe the WBG's knowledge work make to development results in Somalia?

Scale: 1 Not significant at all – 10 Very significant

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

C2. Responsiveness to needs in Somalia

C3. Access to WBG staff and experts

C4. Flexibility when circumstances change in Somalia

C5. Being a long-term partner to Somalia

To what extent is the WBG an effective development partner in Somalia, in terms of collaborating with the following groups:

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

C7_1. Federal government

C7_5. Private sector

C7_6. Civil society

C7_7. Other donor and development partners

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

C8_1. The WBG's financial instruments (i.e., budget support, loans, grants, trust funds) meet the needs of Somalia.

C8_4. The WBG provides financial support in a timely manner.

C10_1. I am satisfied with the quality of the WBG's knowledge work in Somalia.

C10_4. The WBG's knowledge work is tailored to Somalia's context.





Country Opinion Surveys

Thank you

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

countrysurveys@worldbankgroup.org

