



CountryOpinionSurveys

# FY 2024 Lao PDR

## Country Opinion Survey Report

# Acknowledgements

The Lao PDR 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 better understanding how stakeholders in Lao PDR perceive the WBG. The survey explored the following questions:

- 1. Overall Context:** How familiar are they with the WBG? How much do they trust the WBG?
- 2. Key Indicators:** What opinion do key stakeholders have of the WBG regarding its effectiveness, relevance, alignment with Lao PDR'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 Lao PDR? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What do key stakeholders value the most regarding the WBG's work in Lao PDR? 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 do stakeholders recall when the WBG communicates? Is there a relationship between message recall and views of the WBG's work?



# Methodology Overview

## ■ Fielded January – May 2024

- 629 potential participants were asked to complete a mostly quantitative survey
- Respondents completed the questionnaire online or received the questionnaire via courier and returned it accordingly
- List of names provided by the WBG country team and supplemented by the field agency
- Process managed on the ground by the field agency

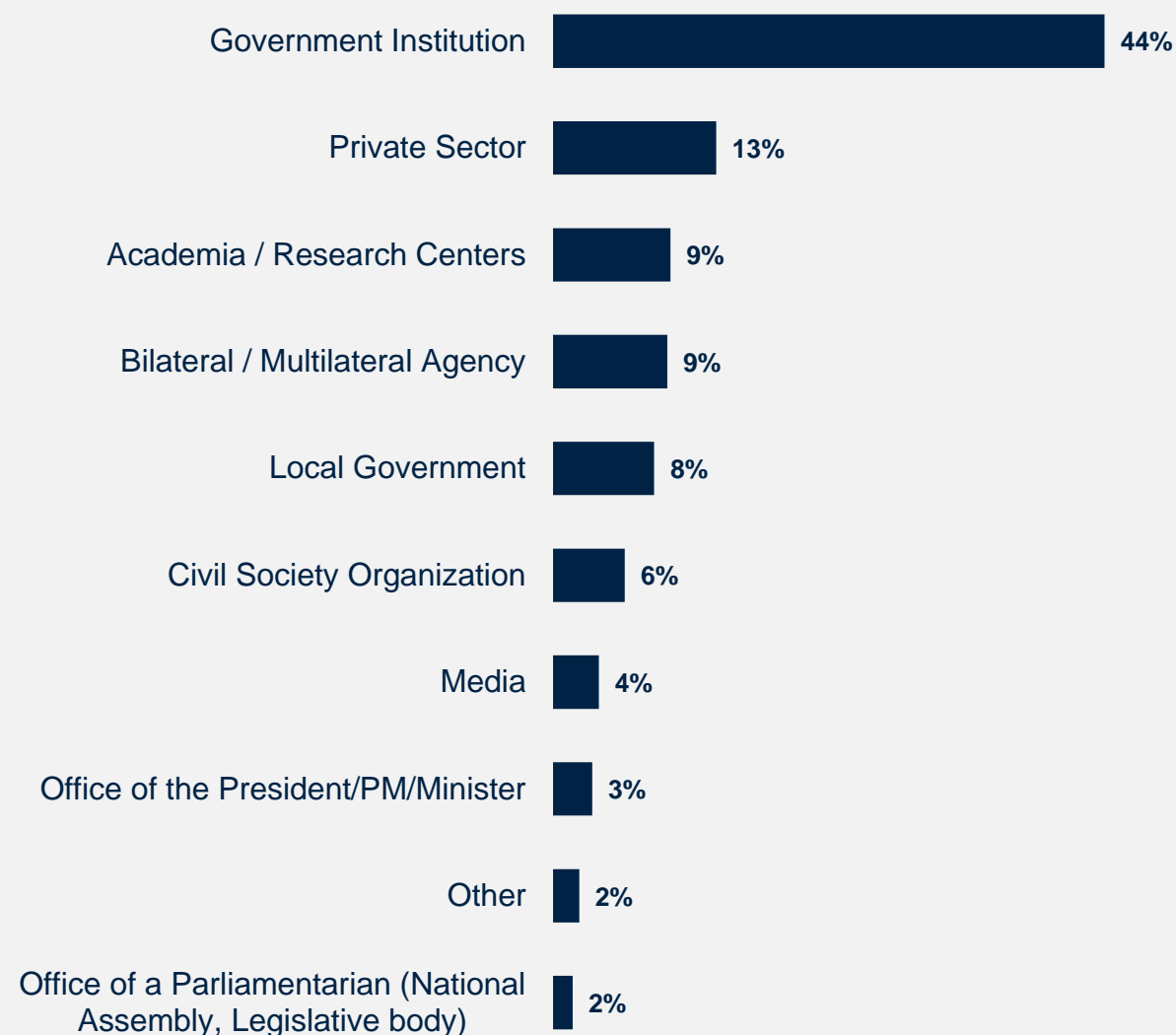
## ■ 384 participants (61% response rate)

- 89% from the Vientiane Capital area
- 75% currently collaborate with the WBG

## ■ Compared to FY21 Country Survey

- 527 participants (67% response rate)
- Respondents completed the questionnaire online or received the questionnaire via courier and returned it accordingly
- 52% collaborated with the WBG

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



What is your primary professional affiliation? (Select only 1 response)  
(Percentage of Respondents, N=383)

# Overall Context

*“The World Bank should understand Laos' geographical position and international policy stance to provide effective policy advice.”* (Government Principal Respondent)

*“The WBG should support more financial resources for poverty eradication in Laos in the form of soft loans and grants and technical support for agriculture, agro-processing, agricultural value chain, and marketing. It is also very important to support rural infrastructure such as rural roads, irrigation, and water supply to rural poor communities.”* (Government Institution Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR? (N=383)

# Significantly Improved Familiarity with the World Bank

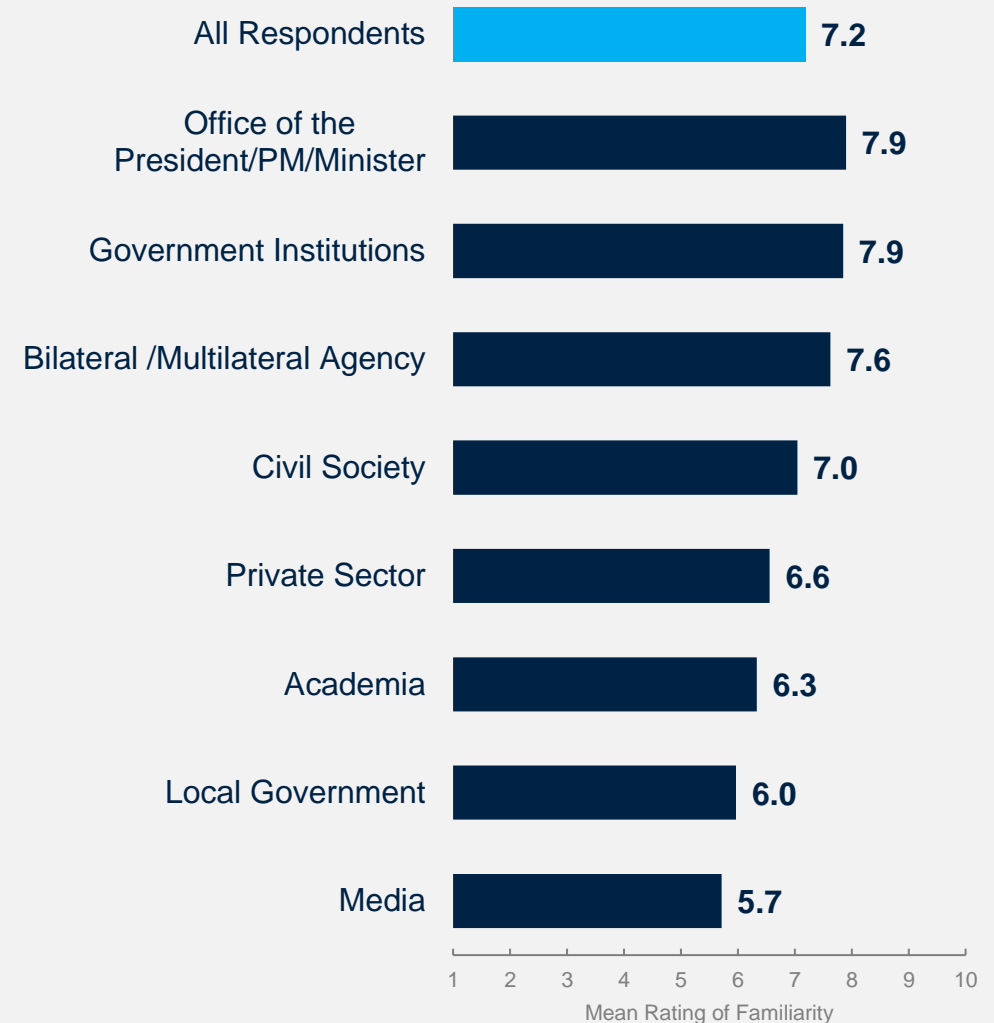
- Year comparison:** Respondents in this year's Country Survey reported significantly higher levels of familiarity with the World Bank compared to respondents in the FY21 Survey:

Mean familiarity:     **FY24 = 7.2**  
                                   **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:

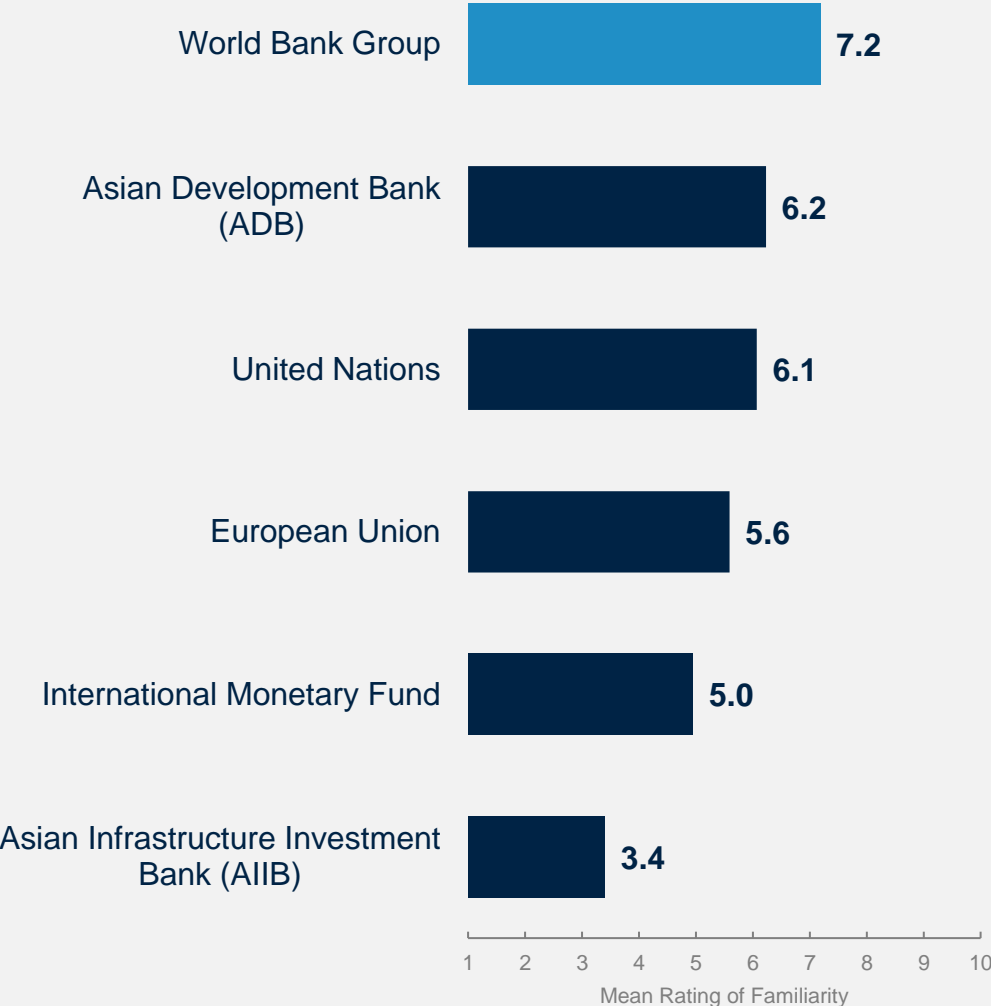
Mean familiarity:     **Collaborate with WBG = 7.7**  
                                   **Do not collaborate = 5.7**

- Stakeholders:** Respondents from the office of the President/PM/Minister and government institutions indicated the highest levels of familiarity with the WBG, whereas respondents from the media reported significantly lower levels of familiarity with its work.



# Stakeholders Most Familiar with the WBG

- 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 Lao PDR indicated the highest levels of familiarity with the work of the WBG, followed by the Asian Development Bank (ADB) and the United Nations (UN). Respondents were least familiar with the work of the Asian Infrastructure Investment Bank (AIIB) in Lao PDR.

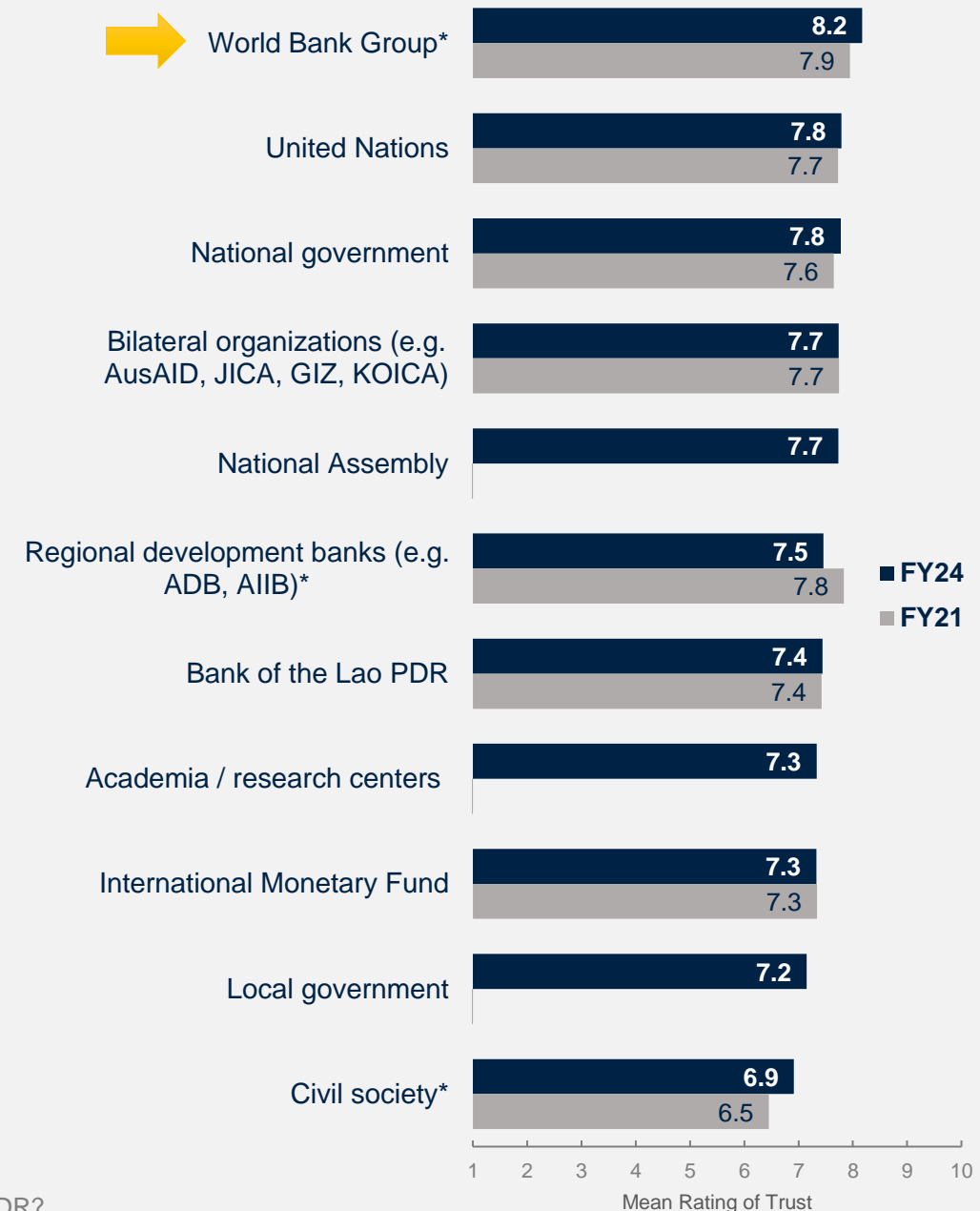


# The WBG was the Most Trusted Institution

Respondents in Lao PDR gave the **highest ratings of trust for the WBG**, the **UN**, and the **national government**. Of note, ratings of trust for the WBG and civil society were significantly improved in FY24 compared to the FY21 survey. At the same time, the trust ratings in the regional development banks decreased significantly.

Despite significantly improved ratings compared to the FY21 survey, civil society was still the least trusted institution studied.

- Regarding trust in the WBG, respondents from the office of the President/PM/Minister had the highest ratings of trust in the WBG (mean = 8.6). In contrast, media respondents had significantly lower trust ratings (means = 6.9).



# *Overall Attitudes toward the World Bank Group*

*“WB should focus more on governance and accountability tied to its financing and promote this across its works.”* (Bilateral/Multilateral Agency Respondent)

*“The World Bank's technical and financial support has significantly improved forest management and development in Laos.”* (Government Institutions Respondent)



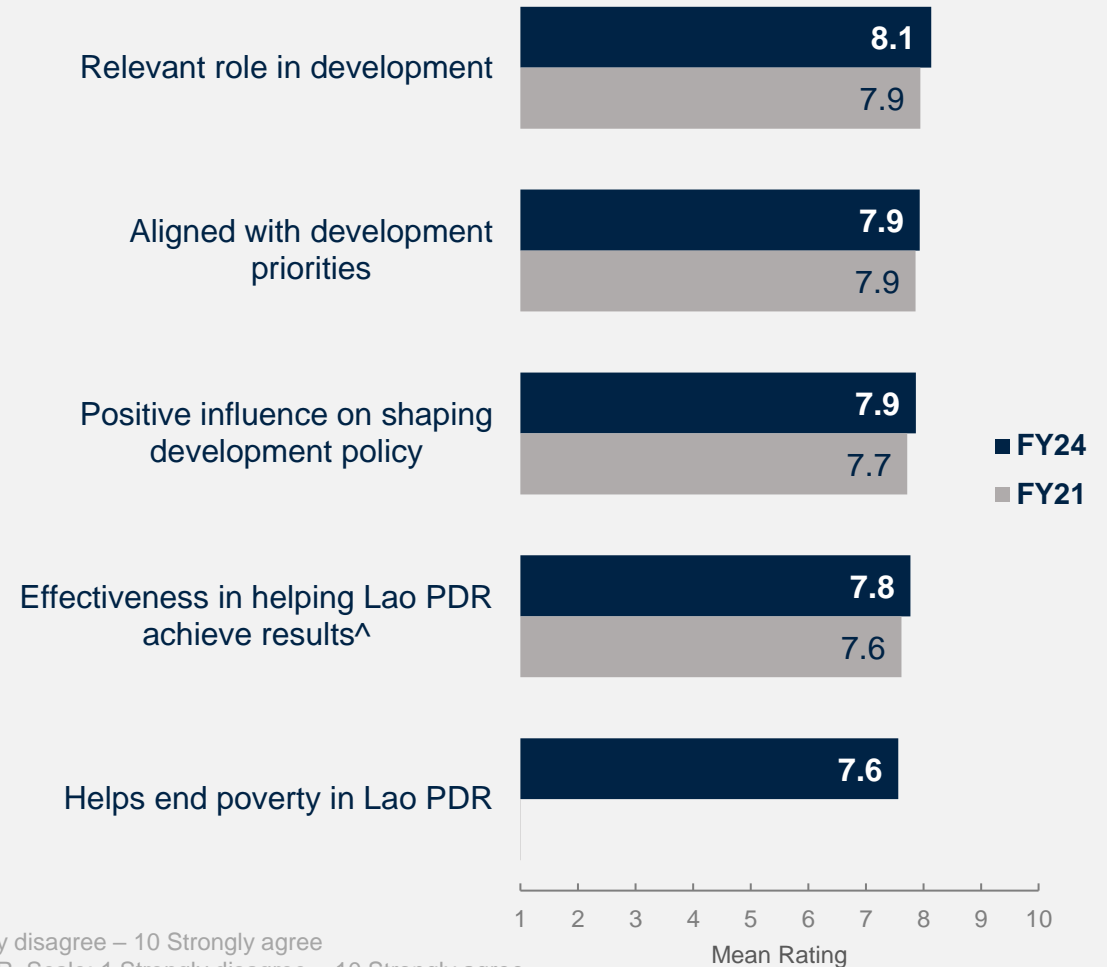
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*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR? (N=383)*

# Key Performance Indicators Remain Positive

In FY24, respondents gave high ratings for the WBG's **relevance** to development in Lao PDR, **alignment** with their development priorities for the country, its **positive influence** on shaping development policy, and the WBG's **effectiveness** in helping Lao PDR achieve development results.

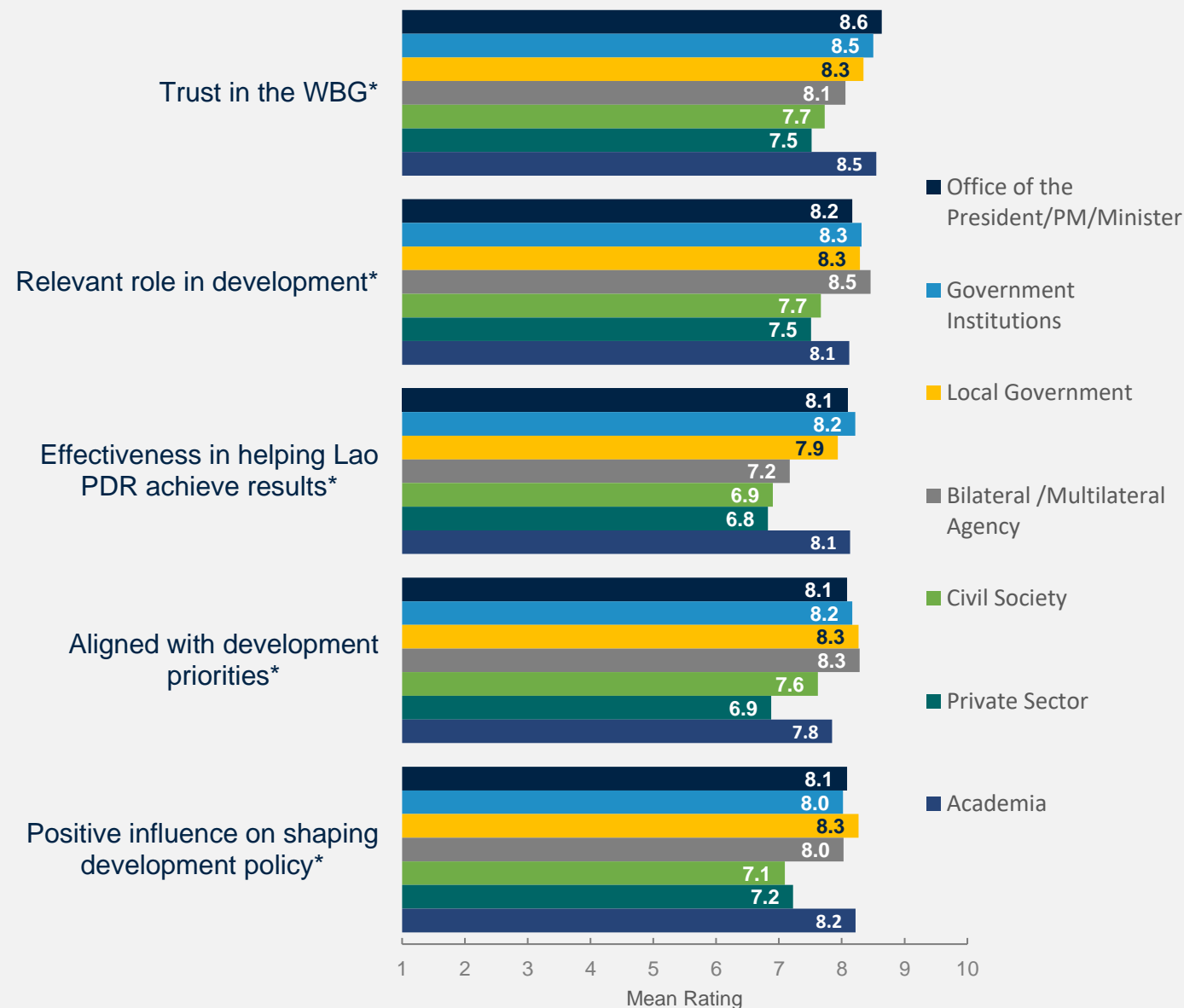


The WBG currently plays a relevant role in development in Lao PDR. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG's work is aligned with what I consider the development priorities for Lao PDR. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG has a positive influence on shaping the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

# The Academia and Government Respondents Have More Positive Views of the WBG

Comparisons of ratings for key performance indicators between stakeholder groups show that the academia and government respondents tended to give higher ratings for many key indicators of the WBG's performance.

Respondents from the private sector and civil society reported significantly lower ratings, particularly in their perceptions of the WBG's effectiveness and positive influence.

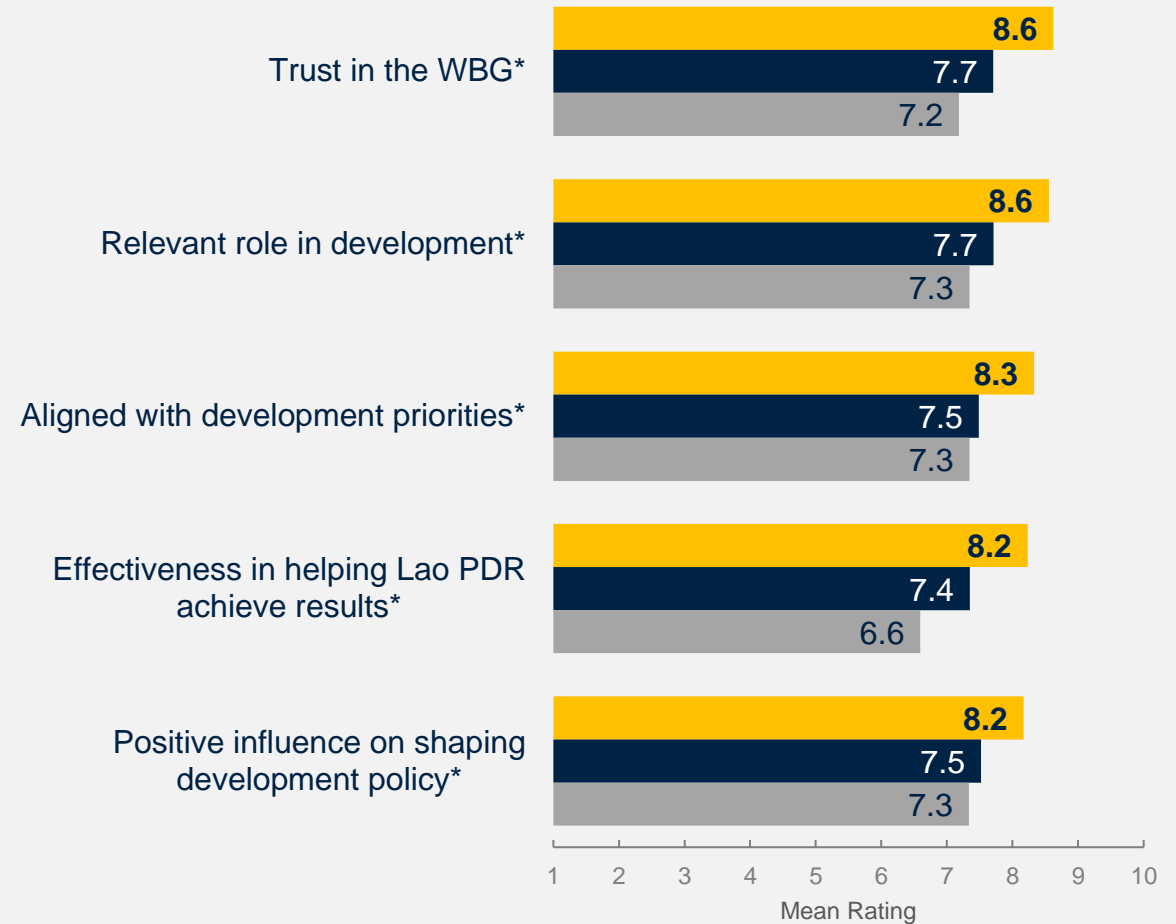


For question wording and scales, please see the previous slide.  
\*Significant differences between stakeholder groups

# 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 their perceptions of it and its work are.

**Meaningful engagement and outreach can continue to increase positive perceptions.**



**How familiar are you with the work of the WBG in Lao PDR?**

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



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

The WBG has a positive influence on shaping the development policy in Lao PDR. Scale: 1 Strongly disagree – 10 Strongly agree

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

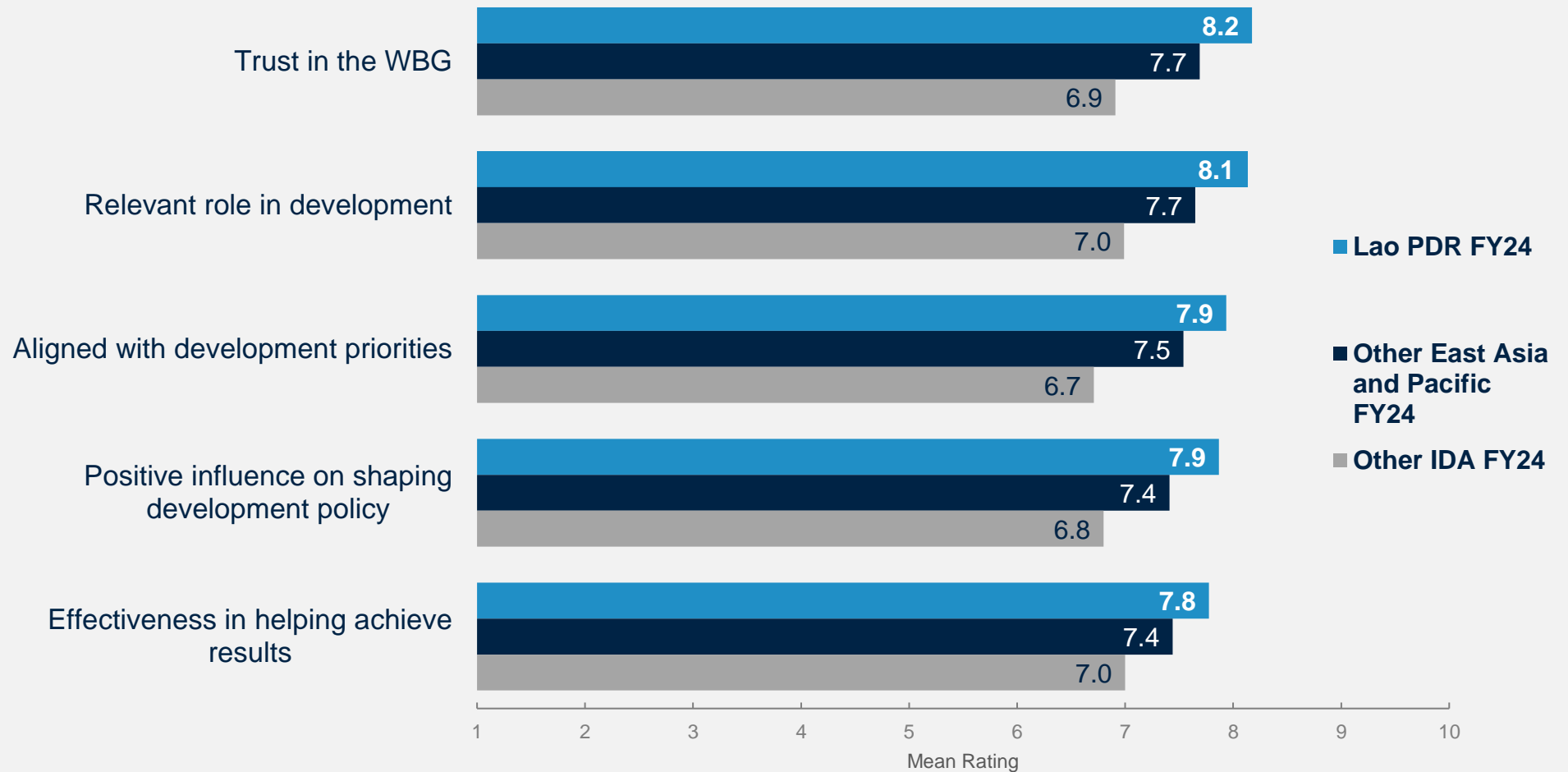
The WBG's work is aligned with what I consider the development priorities for Lao PDR. Scale: 1 Strongly disagree – 10 Strongly agree

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

\*Significant differences between levels of familiarity



# Lao PDR's Key Performance Indicators are Notably Higher than those of other EAP and IDA Countries Surveyed in FY24

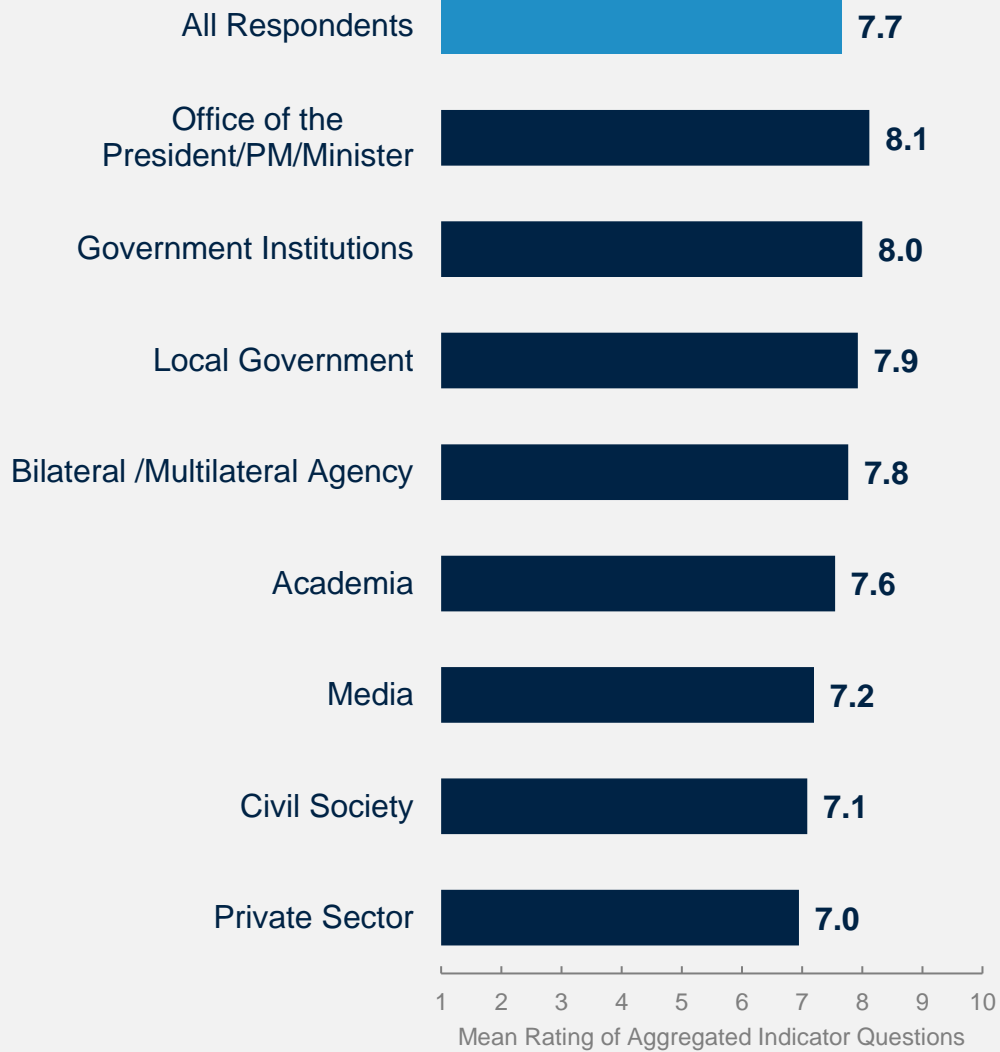


# Stakeholder Trends across Performance Indicators

Respondents from the office of the President/PM/Minister had the highest mean rating across the aggregated responses to the nineteen COS indicator questions. In contrast, the private sector respondents had significantly lower 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 do not collaborate with the WBG:

Mean rating:      **Collaborate with WBG = 7.8**  
                          **Do not collaborate = 7.2**



# *World Bank's Support for Development Areas*

*“Bring international experts to Laos to advance education by developing digital and modern teaching and learning methods. Introduce curriculum focused on logistics, human resource management, and higher education programs at the bachelor's, master's, and doctoral levels.”*

(Private Sector Respondent)

*“Prioritize support for initiatives that significantly contribute to development, particularly those that stimulate economic recovery during crises.”*

(Government Institution Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR? (N=383)

# Development Areas for WBG Focus

As in FY21, **education** was the top area where stakeholders would like the WBG to focus its resources in FY24. **Macroeconomic stability** was the #2 priority in FY24. **Transport infrastructure** was of much greater priority in FY24, identified by more than four times as many respondents compared to FY21 (8%), becoming the #5 development priority in Lao PDR.

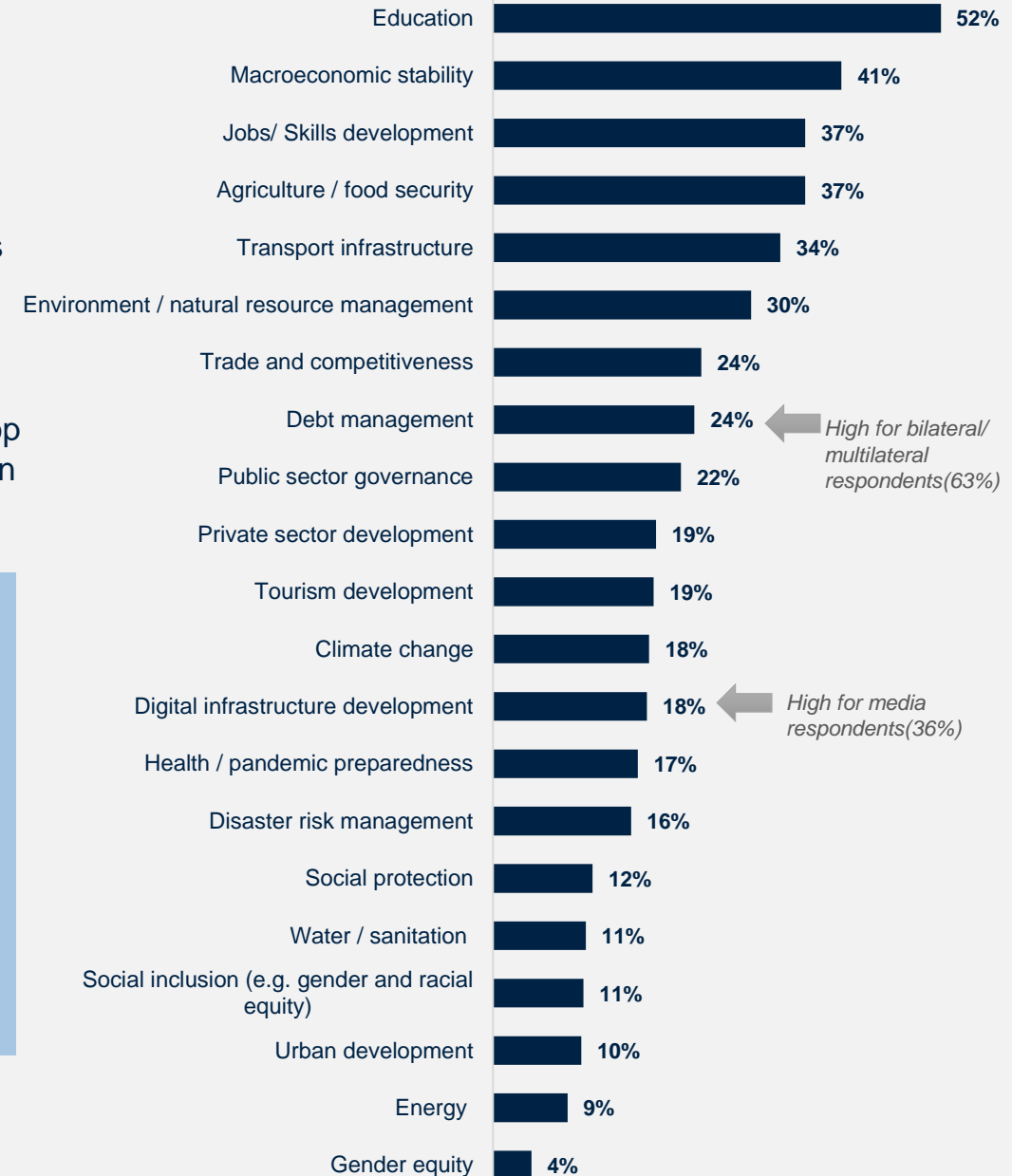
**Climate change** was also of much greater priority, identified as a top priority by more than three times as many respondents in FY24 as in FY21.

## In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR?

*“In addition to investing in infrastructure, transportation, water supply, and food production, developing personnel to promote technical skills, health, education, and trade.”* (Local Government Respondent)

*“Prioritize increased investment in education and public health. . .”* (Office of President/PM/Minister Respondent)

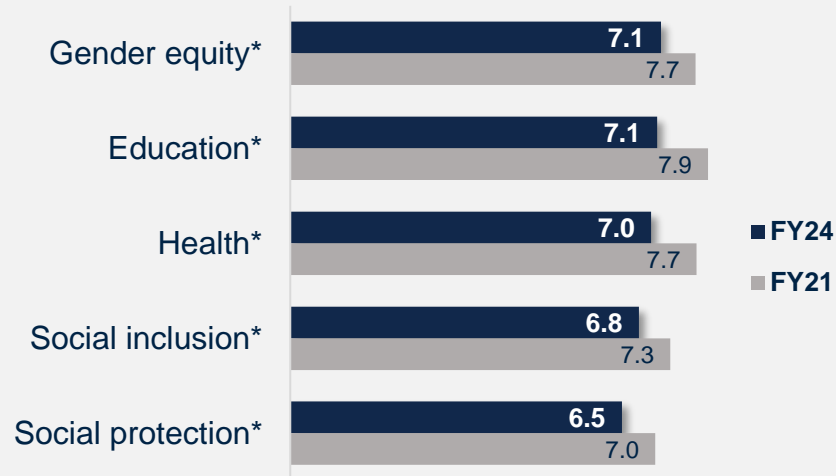
*“Develop human resources, especially by enhancing the quality of educational institutions, to provide society with qualified personnel.”* (Academia Respondent)



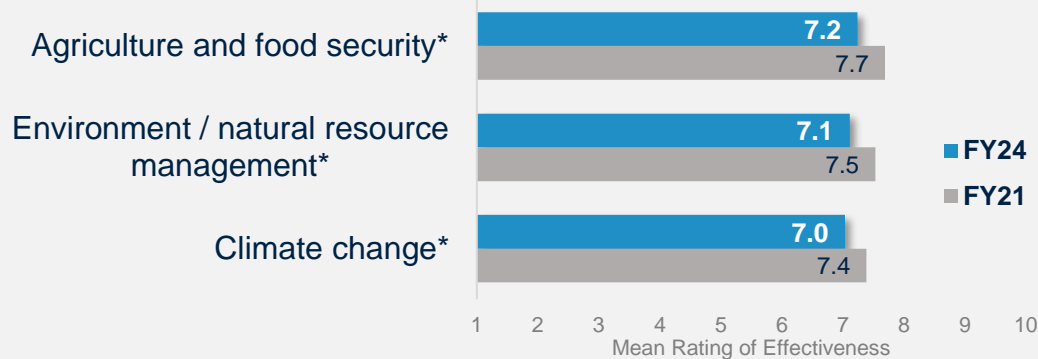
# Effectiveness of WBG's Support in Sectoral Areas

The WBG's work in **agriculture and food security** received the highest effectiveness ratings. Of note, respondents in this year's survey rated the WBG's work in many sectoral areas significantly *lower* than in FY21.

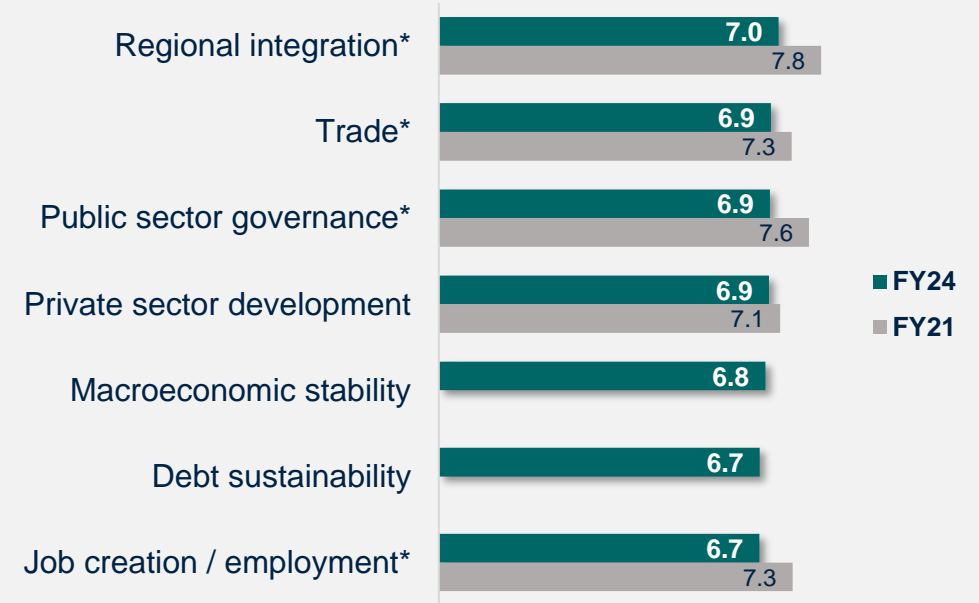
## Human Development



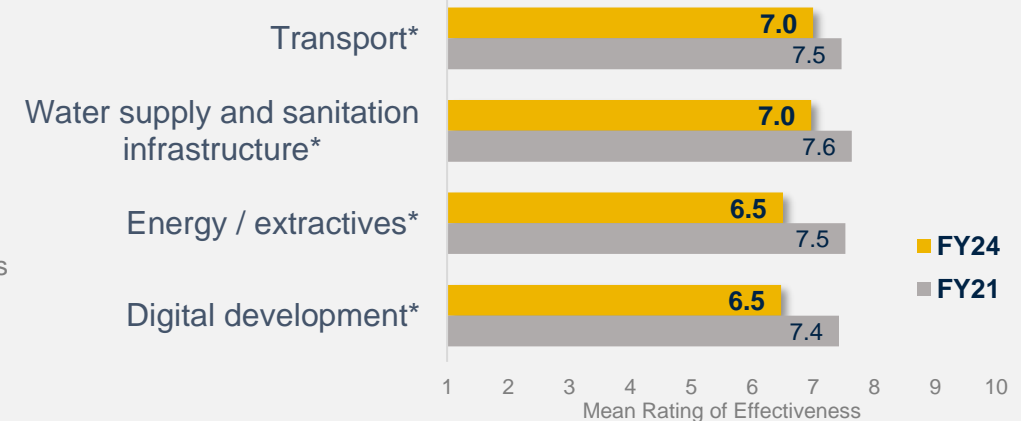
## Environmental Sustainability



## Finance / Institutions / Economic Growth



## Infrastructure



\*Significant differences between years



How **effective** has the WBG been at achieving development results in each of these areas in Lao PDR? 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 Lao PDR*

*“Engagement with more nongovernmental and locally based stakeholders or stakeholders with local understanding and knowledge, such as CSOs, networks, etc.”*

(Civil Society Respondent)

*“Be more flexible and tailor the assistance to the country's needs. Be the focal agency to collaborate with other Development Partners to help the country in the most effective, productive, and understanding manner.”*

(Government Principal Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR? (N=383)

# The WBG Remained as an Effective Partner

In FY24, respondents continued to perceive the as a **long-term partner** who is open, responsive, accessible, and flexible, as in FY21.

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

*“In my opinion, the World Bank Group should cooperate with the local authorities before selecting projects to ensure that the implementation results are highly effective and suitable for the tourism situation of the Lao People's Democratic Republic.”*

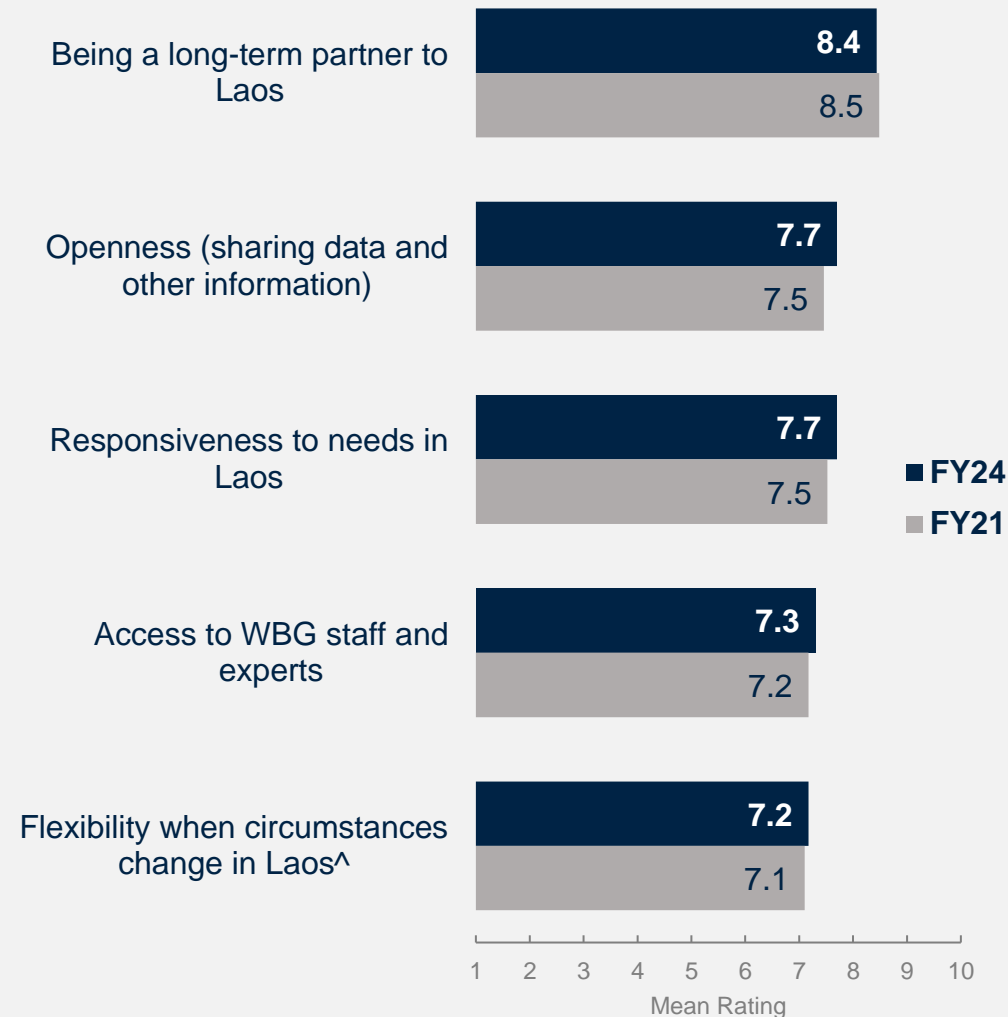
(Local Government Respondent)

*“Quick coordination, being a good consultant, providing good information, having good knowledge-ability in their duties, and being highly responsible.”*

(Academia Respondent)

*“To increase effectiveness in Laos, the WBG should try to design an assistance program that helps to implement the national social-economic development plan as well as each ministry's strategic plan.”*

(Government Institution 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

<sup>^</sup>Compared to the mean of institutional flexibility and flexibility to changes in country context asked in FY21.

# The WBG Keeps Effectively Collaborating with Stakeholders

In FY24, respondents perceived that the WBG continued to collaborate effectively with the **national government**, **other development partners**, and the **private sector** as in FY21. However, the ratings of the WBG as an effective partner collaborating with **civil society** significantly decreased.

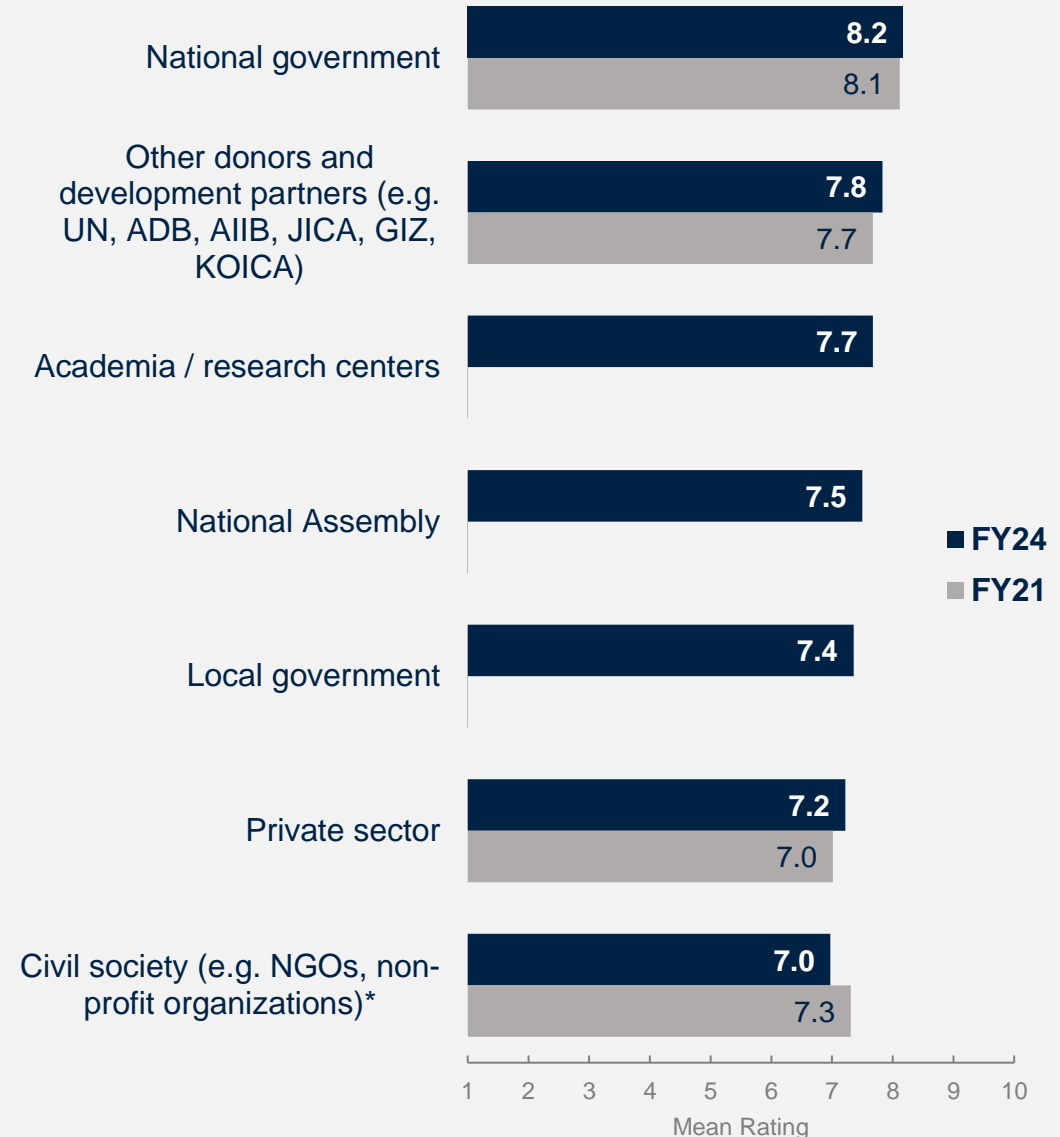
***In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR?***

*“The WB must seek mutual understanding with the Lao government on the long-term implications of the projects it plans to implement. The government must show commitment at a higher level and know the risks and responsibilities beyond the project life cycle. WB must inform the government that it must be willing to continue with the world after any project ends. This is because, most of the time, the project fails to fulfill its objectives after it ends, and the government does not want to spend any money it used to receive from the project..”*

(Civil Society Respondent)

*“Establish mechanisms to ensure stronger coordination with local stakeholders/communities/partners.”*

(Government Institution Respondent)



# Stakeholders want the Bank to Collaborate More with Local Government

Respondents in this year's survey indicated that, besides its partnership with the national government, the WBG should collaborate more with **local governments, bilateral organizations, academia, and the private sector.**

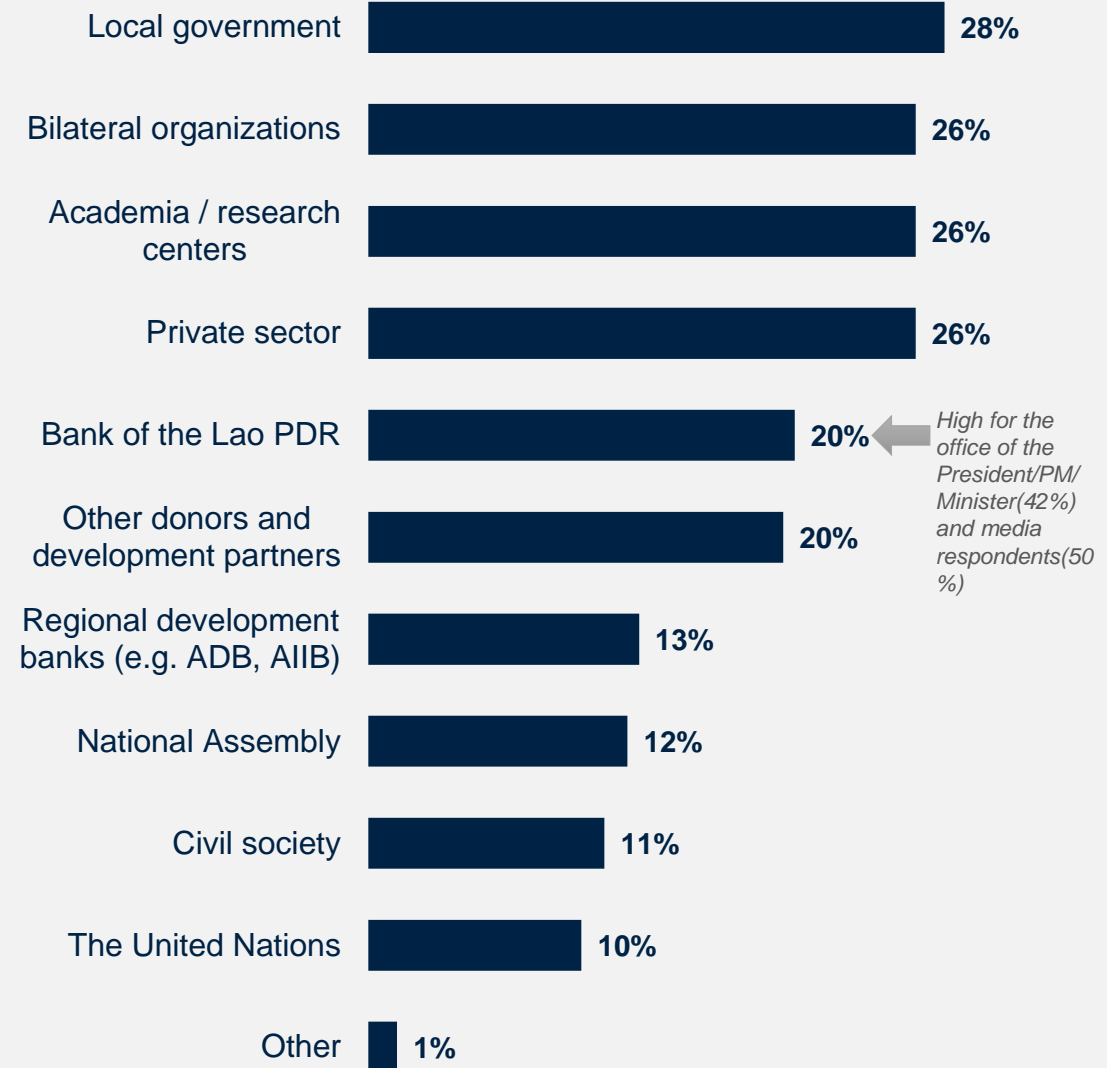
***In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR?***

*"I would like the World Bank Group to cooperate with local communities to see the condition of the city, village, and people's living conditions to make the activities implemented and built to be used with maximum effect, sustainable, and save the budget. That is, the World Bank Group should look at the current condition of the people in the village and the increase in the number of people in the various villages and then allocate the activities suitable for the village."*

(Local Government Respondent)

*"Regular exchange experience and coordination with development partners, multiple aid agencies (AusAID, EU..etc), and UN agencies."*

(Bilateral/Multilateral Agency Respondent)



In addition to its partnership with the national government, which of the following should the WBG collaborate with more to have greater impact in Lao PDR? (Select up to 2) (Percentage of Respondents, N=363)

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

*“Consider providing grants for further development of the water and sanitation sector of the Lao PDR, both in terms of infrastructure and capacity building for both central and local staff.”*

*(Government Institutions Respondent)*

*“I think WBG has been doing a great job. However, if WBG provides technical support on legal documents or policy formation, it would be good to help Laos implement them as the government may not have sufficient budget to do so.”*

*(Bilateral / Multilateral Agency Respondent)*



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*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR? (N=383)*

# Financial Resources Considered the Bank's Greatest Value

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

*“Help improve the financial aspect, reduce inflation, work on the environment and climate change, and improve various policies to be realistic and effective.”*

(Civil Society Respondent)

*“Standard terms and conditions for accessing funding.”*

(Government Institution Respondent)

*“Provide financial support to government officials to enhance revenue collection, customs, and tax processes through the implementation of modern technology and digital tools.”*

(Government Principal Respondent)



# WBG Seen as Effectively Monitoring/Evaluating Projects, and Increasingly More Timely in its Lending

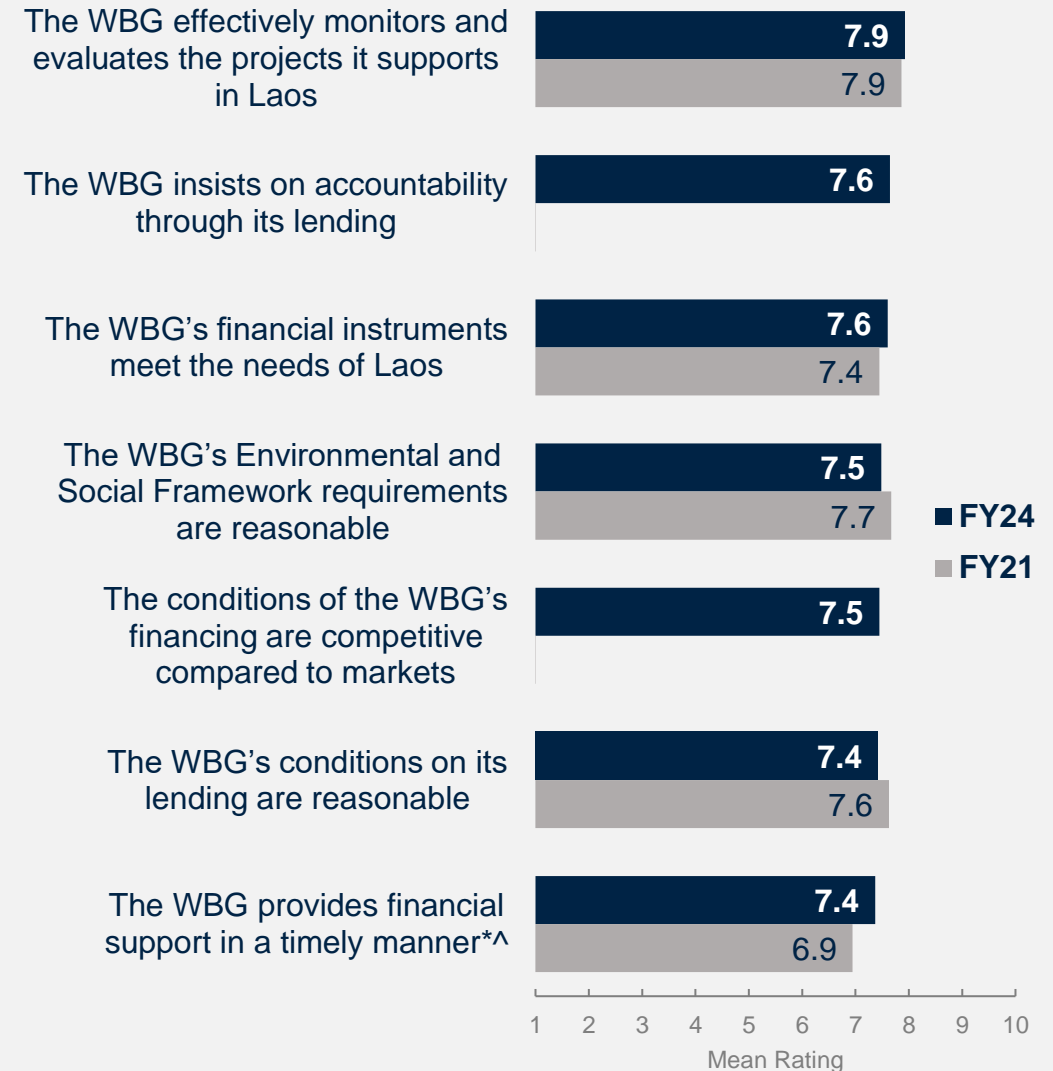
Regarding the WBG’s financial instruments, respondents highly agreed that the WBG financially **effectively monitors and evaluates** its projects. The WBG’s ratings provide financial support in a **timely manner and have significantly improved** since FY21.

- Of note, respondents from the private sector had significantly lower levels of agreement that the conditions of the WBG’s financing are competitive compared to respondents from other stakeholder groups (mean =6.1).

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

*“If possible, I would like the World Bank to have an independent audit unit that can audit and participate in all critical activities of government projects that use World Bank grants/funds, especially activities related to procurement/purchasing and construction of infrastructure to ensure that Lao PDR, as well as the Lao people, are benefited effectively and appropriately with the money invested, in order to ensure the transparency and avoid the creation of additional debt and benefit a specific group of people.”*

(Government Institution Respondent)



# 74% of Respondents Used the WBG's Knowledge Work; Perceptions are Positive

Respondents had the highest levels of agreement that the WBG's knowledge work **makes a significant contribution** to development results in Laos and the WBG **brings global expertise** to Laos as part of its knowledge work. Overall, respondents reported very positive ratings regarding the WBG's knowledge work, while the lowest ratings were given to that the WBG's publications are translated enough into local language

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

*"Promote/support capacity development in organizational administration and management."*

(Academia Respondent)

*"Produce timely research / analytics and then actively engage policy makers so that the research is understood by the Lao Government and other bilateral donors, who make financing decisions. In the past, I see a lot of research sit on the WB website without proactive dissemination."*

(Bilateral / Multilateral Agency 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 Lao PDR?

Scale: 1 Not significant at all – 10 Very significant <sup>^</sup>Compared to "Are a source of relevant information on global good practices" asked in FY21.

<sup>^^</sup>Compared to "Are adaptable to Lao PDR's specific development challenges and country circumstances" in FY21

# *The Future Role of the World Bank Group in Lao PDR*

*“To be more flexible with the new changing situation.”*

(Local Government Respondent)

*“When the research and economic analysis results are out, they should be implemented with a model project to see more tangible results.”*

(Government Institution Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR? (N=383)

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

*Enhance local capacity, standard funding conditions, and better align with Lao PDR's needs.*

## Communication

4%

- Adapt local language and target a broader audience
- Increase the visibility of WBG's work

## Results

8%

- Robust M&E, effectively monitor the WBG's ongoing projects
- Address its governance and accountability
- Greater transparency

## Operational Effectiveness

9%

- Better alignment with country needs and government plans
- Simplify processes, develop standard terms and regulatory framework



## Focus Area

26%\*

- Education and health
- Infrastructure, including digital development
- Agriculture
- Public sector governance

## Knowledge

25%

- Enhance central and local government capacity
- Provide more training and technical support
- More policy dialogue

## Engagement

15%

- Collaborate more with Ministries as well as local government, for better needs assessment and achieve project objectives
- Diversify partnerships and focus on accountable implementation among partners

## Financial Support

14%

- Standard terms and conditions
- Facilitate low-interest loans and the timely provision of funds
- Support for grants or loans to help enhance the effectiveness



*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR? (N=383)*

*\*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.*

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

*Enhance local capacity, standard funding conditions,  
and better align with Lao PDR's needs.*

## Focus Area

*"All sectors are important. It is vital to increase efficiency in developing education and infrastructure and creating jobs to prevent workers from leaving the country. Public health should be easily accessible and controlled throughout the country to ensure good health, which is essential for national development. Efforts should also be made to improve the production of goods, agriculture, and animal husbandry, boost the commercial economy and production for export, and provide opportunities for people of all genders and ages."*  
(Government Institution Respondent)

*"To me, the most important thing is to help Laos manage public debts owed to foreign countries. The World Bank should provide policy advice, ensuring that the government does not create more debt for the country. The World Bank can assist in infrastructure development and good governance, which are essential to promoting economic growth in Laos."*  
(Media Respondent)

## Knowledge

*"More policy dialogue on debt sustainability"* (Bilateral/Multilateral Agency Respondent)

*"Advocate for: 1. policy changes at local and national levels to address systemic issues, creating an enabling environment and level playing field for all businesses; 2. Sound macroeconomic policies that promote fiscal discipline, monetary stabilities and debt management\_ provide TA to government officials to enhance their capacity in macroeconomic analysis and policy formulation."*

(Civil Society Respondent)

*"Support the creation of trade policies and business growth through appropriate policy support".* (Government Institution Respondent)

## Engagement

*"Should increase the utilization of Lao National Experts in the development projects funded by the WBG, as some international consultants recruited under the projects are more specialized in theories, and sometimes their experience is too ambitious to apply to Laos' conditions."* (Government Institution Respondent)

*"The WBG should work closely with the agency partners. The regulations and conditions of being staff under the WBG have already been applied to those partner agencies, but those agencies didn't follow them."* (Government Institution Respondent)

*"To strengthen the collaboration with donors and UN agencies as well as to investigate more with private sectors."* (Bilateral/Multilateral Agency Respondent)



*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR?  
(N=383)*

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

*Enhance local capacity, standard funding conditions,  
and better align with Lao PDR's needs.*

## Operation Effectiveness

- "Considering and approving the activities of the project to be faster and with clear targets for the implementation of the work to be completed according to the plan."*  
(Government Institution Respondent)
- "Simplify processes."*  
(Private Sector Respondent)
- "1. Improve working procedures with local people of Lao PDR  
2. Improve the measures/regulations of the World Bank to be applied to the local areas of Lao PDR  
..."*  
(Government Institution Respondent)
- "The use of words that are directed and connected to reality."*  
(Government Institution Respondent)
- "Significant reduce processes for lending and providing grants. Monitor tools should fit with Laos context."*  
(Civil Society Respondent)

## Financial Support

- "Impose restrictions and principles in financial management activities to prevent any negative effects from spreading"*  
(Academia Respondent)
- "Support the loan budget and grants, additional technical support for the promotion of Lao PDR's infrastructure."*  
(Government Institution Respondent)
- "Provide support for grants or loans to help enhance the effectiveness of each project in the Lao PDR more effectively."*  
(Government Institution Respondent)

## Results

- "Development and economic growth in Laos need to focus on quality, fairness, transparency, SMEs and people."*  
(Private Sector Respondent)
- "Continue to support the country on result base financing lobe Disbursement Link Indicators (DLI)"*  
(Government Institution Respondent)
- "Investing with specific goals and periodically monitoring your progress are important indicators for evaluation over time."*  
(Government Institution Respondent)

## Communication

- "WBG could be more engaging and address publications by third-party groups or organizations that misuse World Bank data or quotes to spread misinformation in the mainstream or social media. We, the Lao media, have close contact with the local staff, but we still see many areas of improvement that we can work on together."*  
(Media Respondent)
- "Improve processes and more visibility in achievements in Lao PDR"*  
(Private Sector Respondent)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR?  
(N=383)

# *Communication and Outreach*

*“Increase communication about the activities of the World Bank through more and more channels and regularly such as Social Media, 3rd Party Media Online.”* (Private Sector Respondent)

*“The World Bank's funding standards should be widely disseminated to all relevant sectors.”* (Government Institution Respondent)



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*In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in Lao PDR? (N=383)*

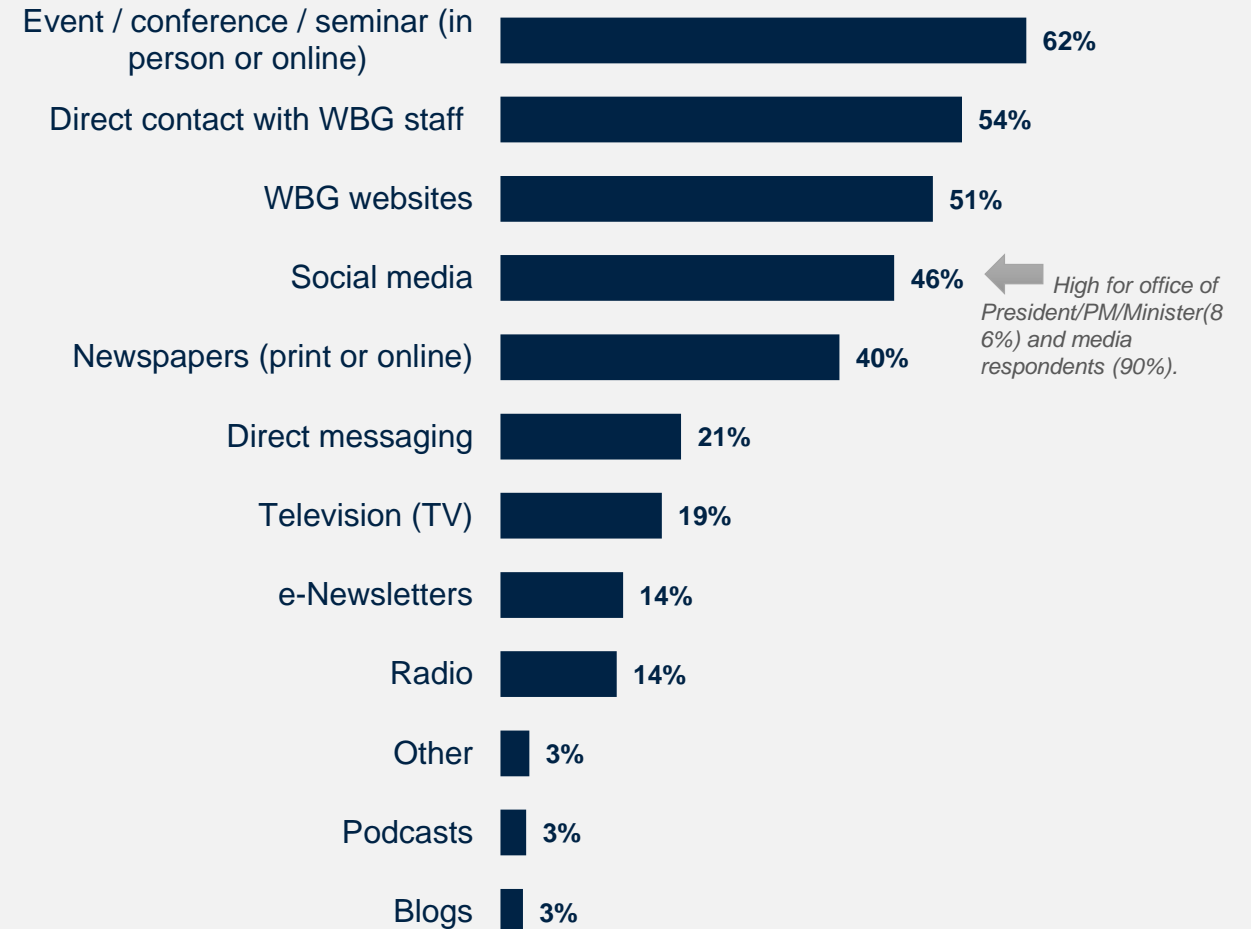
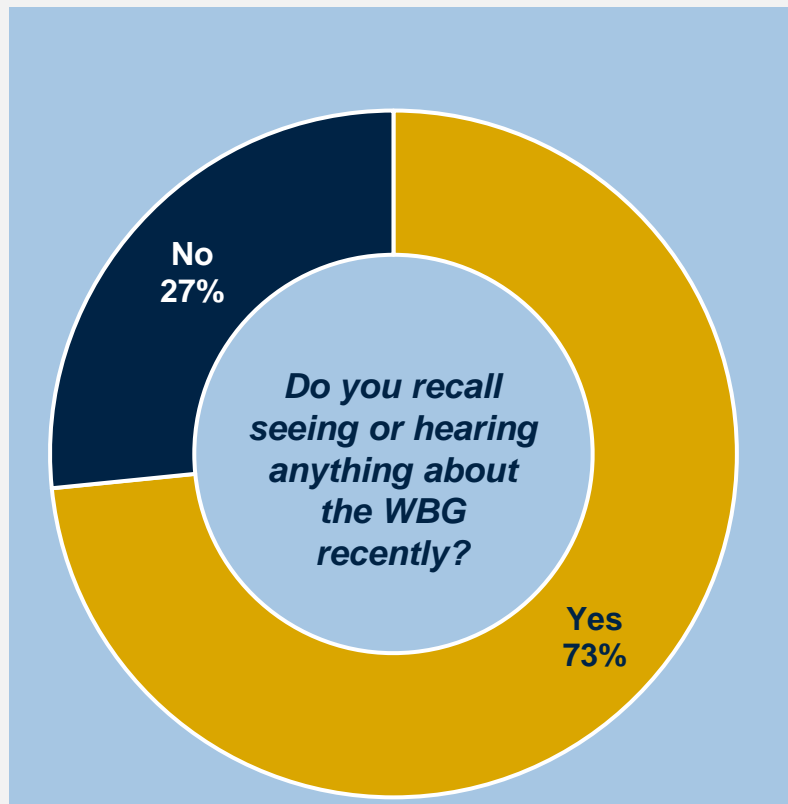
# Events and Direct Contact were Most Preferred for Receiving WBG Communication

Respondents most preferred to receive communications through **events/conferences/seminars/workshops** (in person or online) and **direct contact** from the WBG. Civil society and media respondents preferred social media significantly more than the other groups.

	Preferred WBG Source								
	All Respondents	Office of the President/PM/Minister	Government Institutions	Local Government	Bilateral /Multilateral Agency	Civil Society	Private Sector	Academia	Media
Event / conference / seminar / workshop (in person or online)	58.6%	33.3%	63.6%	62.1%	62.5%	50.0%	50.0%	61.8%	42.9%
Direct contact with staff (e.g. in person, virtually, phone, email)*	46.4%	58.3%	57.0%	27.6%	53.1%	36.4%	28.6%	29.4%	42.9%
e-Newsletters*	30.4%	25.0%	23.6%	31.0%	53.1%	22.7%	33.3%	44.1%	14.3%
Social media (e.g. Facebook, Twitter)*	28.5%	33.3%	22.4%	37.9%	3.1%	63.6%	33.3%	35.3%	50.0%
Direct messaging (e.g. WhatsApp, Telegram, Viber)	18.2%	25.0%	20.6%	24.1%	6.3%	13.6%	21.4%	8.8%	28.6%
Other	2.5%	0.0%	2.4%	0.0%	0.0%	0.0%	7.1%	5.9%	0.0%

# 7 in 10 Saw or Heard WBG-related Messages Recently, most often through Events or Direct Contact with Staff

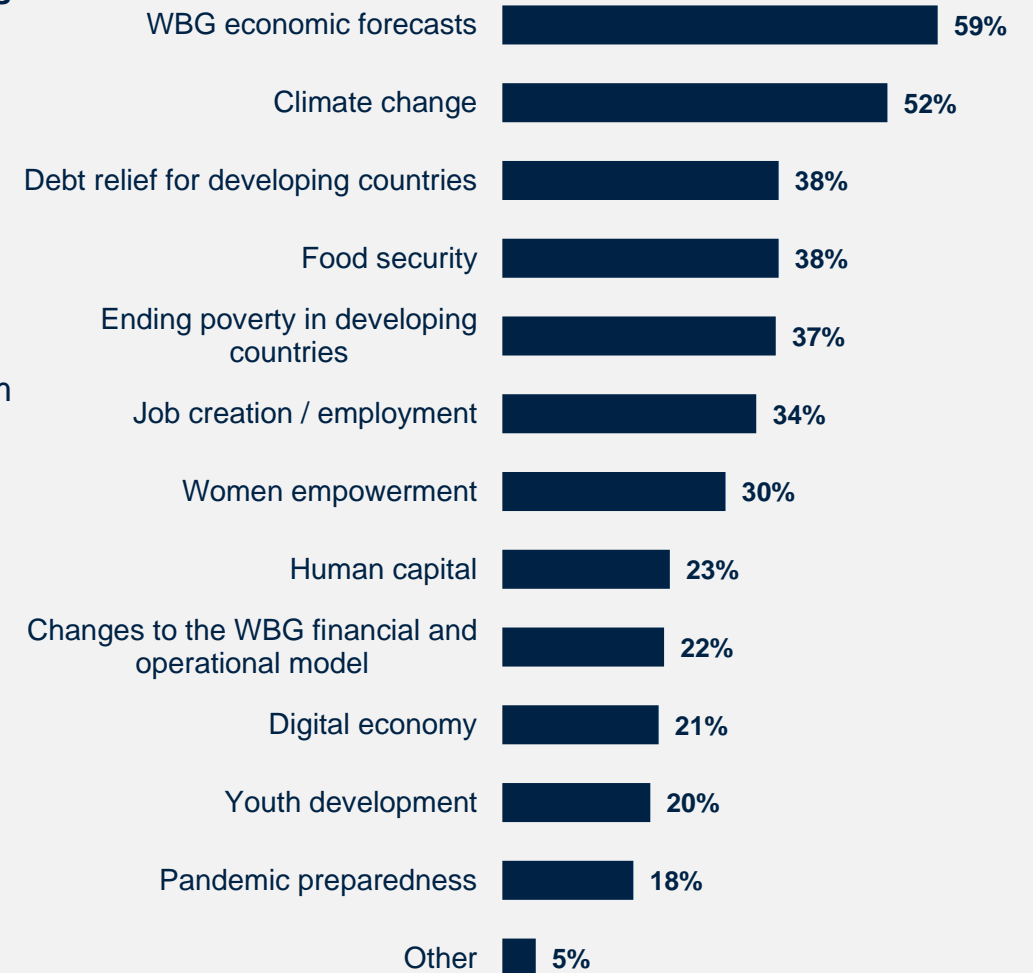
73% of respondents recalled hearing or seeing something about the WBG recently. Respondents most often reported seeing/hearing about the WBG through **events/conferences/seminars** (in person or online) and **direct contact**.



# WBG's Economic Forecasts and Its Work on Climate Change were the Most Commonly Recalled Topics

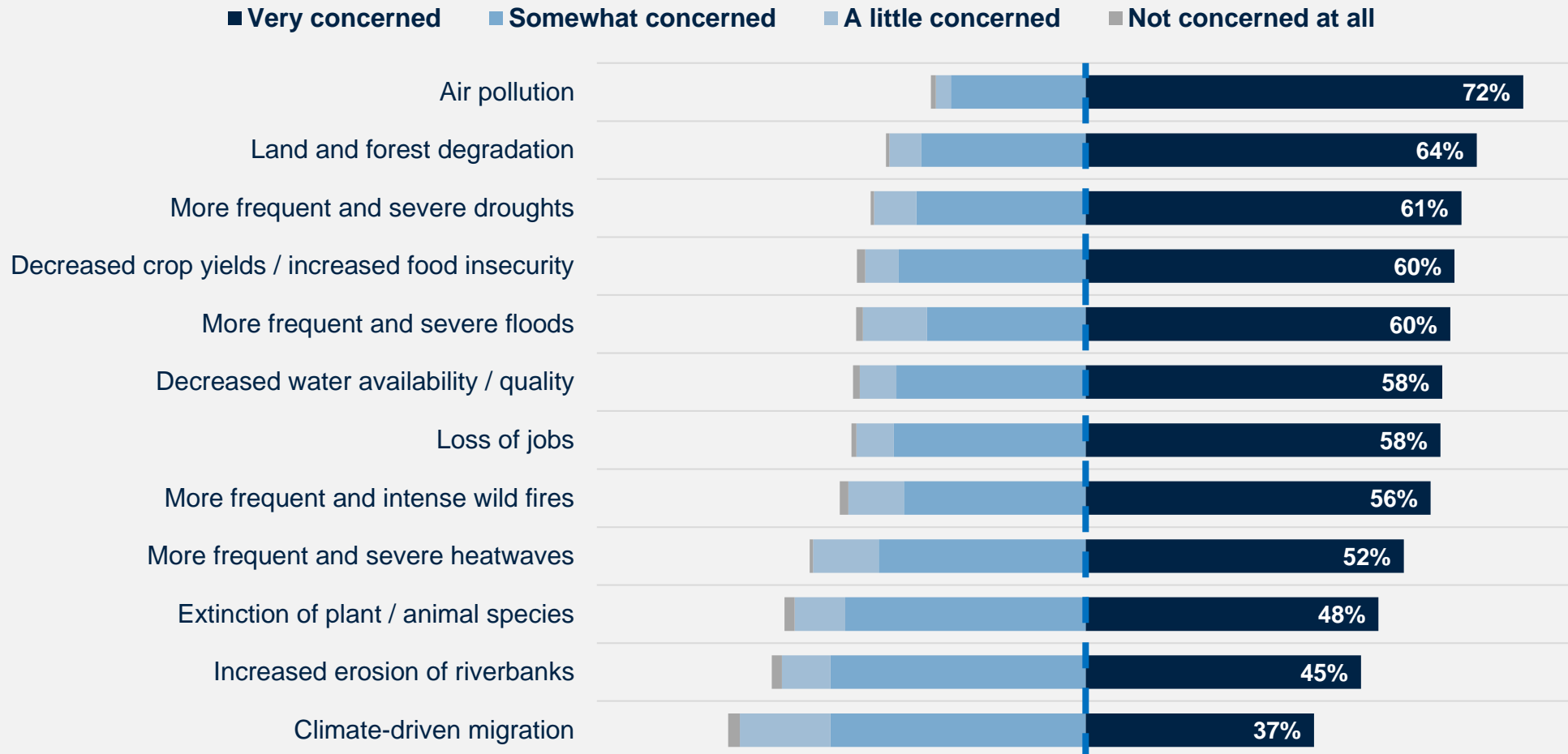
Respondents most frequently recalled WBG **economic forecasts** and its work or research on **climate change**, followed by **debt relief** for developing countries and **food security**.

- Respondents from media and academia were significantly more likely to recall WBG's work on food security (70% and 64%, respectively ) than respondents from other stakeholder groups.
- Respondents from media were the most likely to recall WBG's work on the digital economy (60%), whereas respondents from academia and bilateral/multilateral agencies were significantly *less* likely (7% and 10%, respectively).
- Respondents from the office of President/PM/Minister and media were the most likely to recall WBG's work on human capital(57% and 50%, respectively). In contrast, respondents from local government and civil society were significantly *less* likely 12% and 13%, respectively).
- Respondents from local government offices and academia were the most likely to recall WBG's work on youth development(41% and 43%, respectively). In contrast, respondents from civil society and the private sector were significantly *less* likely (6% and 12%, respectively).



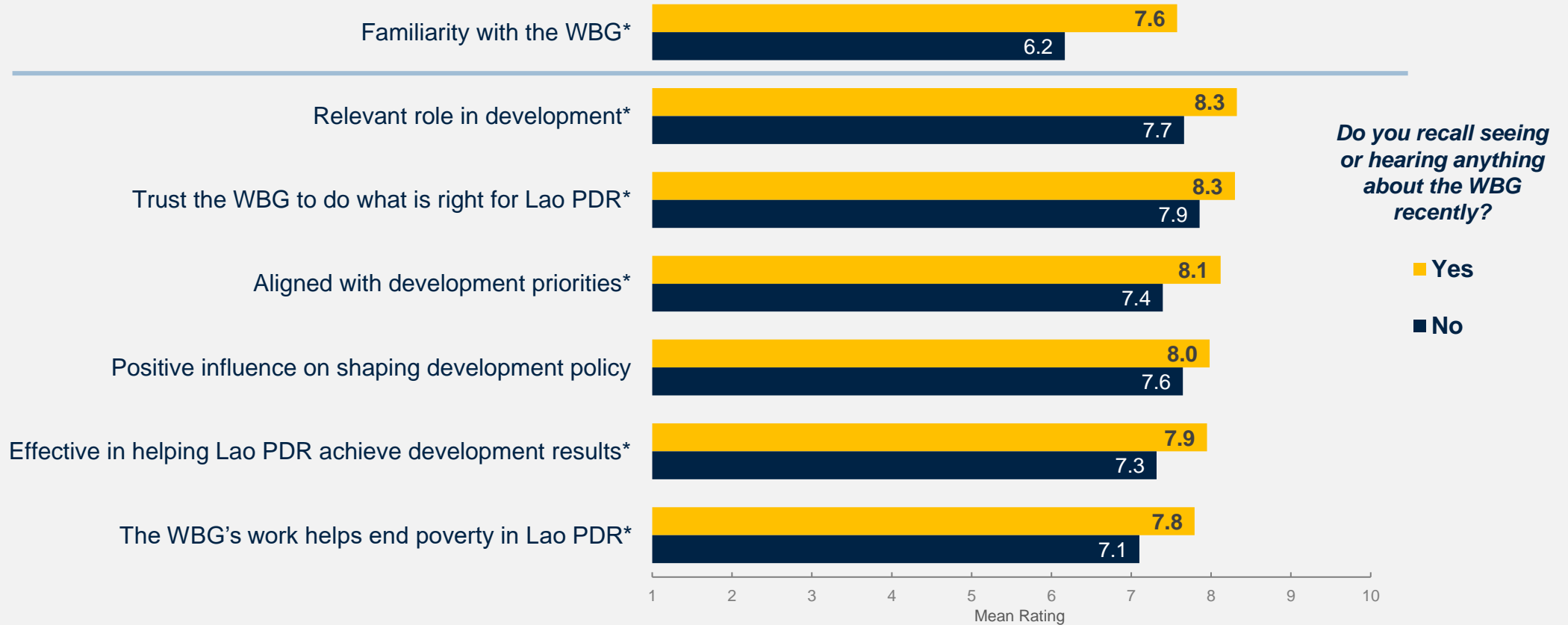
# Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Air Pollution and Land Degradation

The majority of respondents were very concerned about air pollution when it came to the potential impacts of climate change in Lao PDR. **Land and forest degradation** were also of great concern to respondents. These key areas of concern should be considered to make communications about climate change more impactful.



How concerned are you about the following potential impacts of climate change in Lao PDR? (Percentage of Respondents, N=~362)

# Message Recall Increases Familiarity and Leads to 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 Lao PDR? Scale: 1 Not familiar at all – 10 Extremely familiar

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

Scale: 1 Strongly disagree – 10 Strongly agree: The WBG currently plays a relevant role in development in Lao PDR. The WBG has a positive influence on shaping the development policy in Lao PDR. The WBG's work is aligned with what I consider the development priorities for Lao PDR.

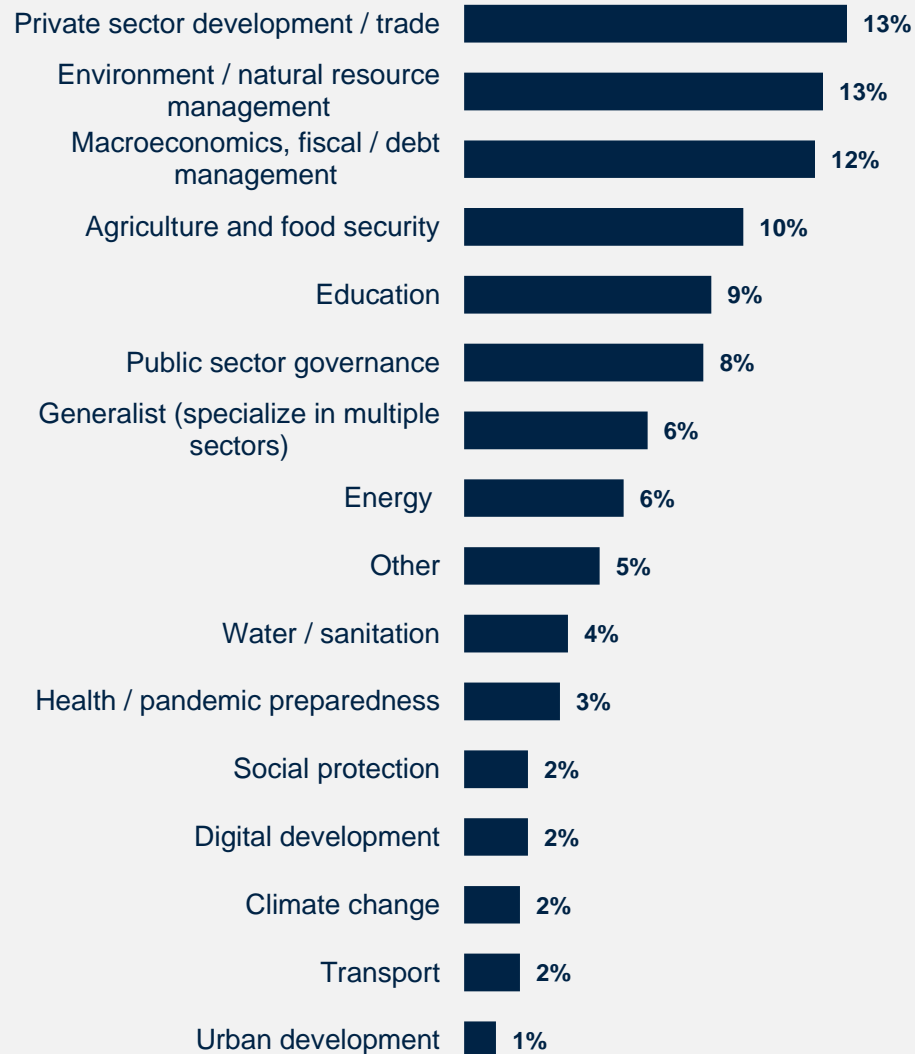
How effective is the WBG in helping Lao PDR achieve development results? Scale: 1 Not effective at all – 10 Very effective

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

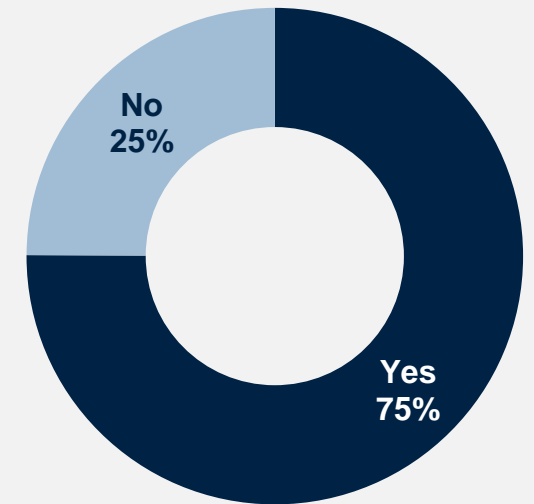


# Sample Demographics

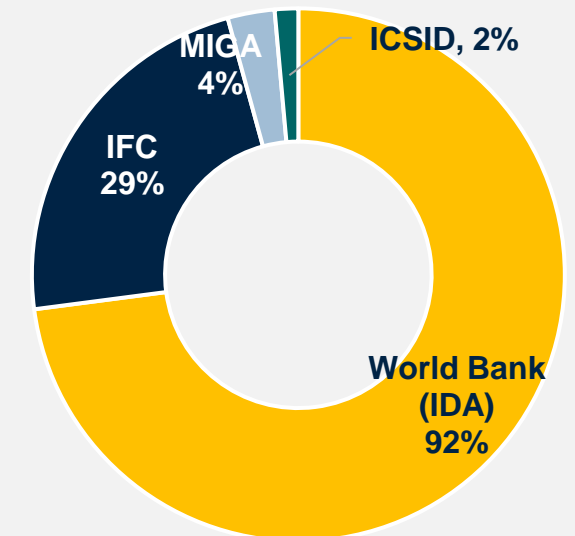
## What is the primary specialization of your work? (N=359)



## Do you collaborate/work with the World Bank Group (WBG) in Lao PDR? (N=381)



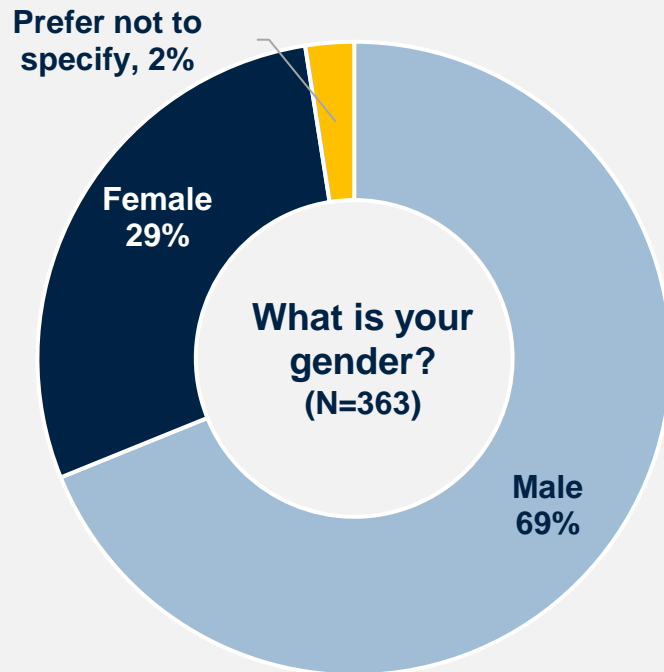
## Which of the following WBG agencies do you collaborate/work with in Lao PDR? (N=279)



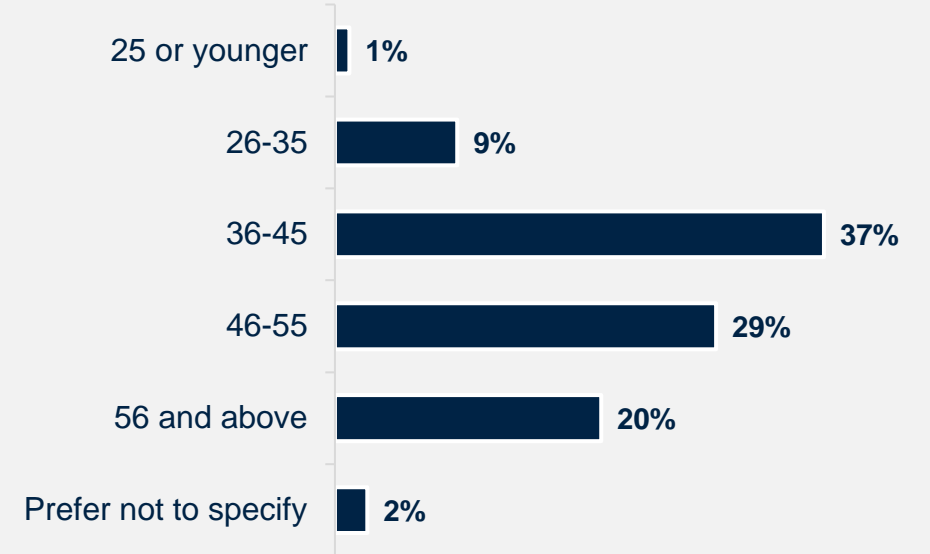
Percentages equal more than 100% because respondents could choose multiple agencies within the WBG.



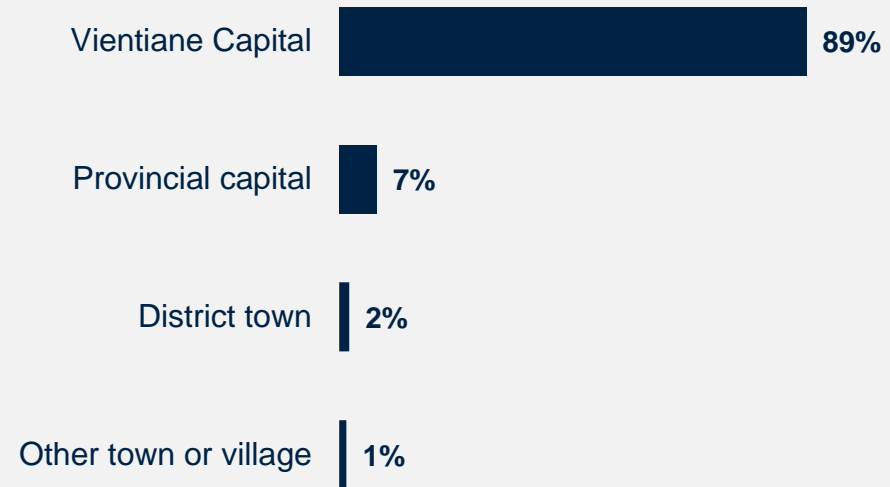
# Sample Demographics (continued)



**What's your age? (N=363)**



**Which best represents your geographic location? (N=360)**



# Detailed Methodology

From **January to May 2024**, a total of 629 stakeholders in Lao PDR 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 field 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, **384 participated in the survey (61% response rate)**. Respondents completed the questionnaire online or during face-to-face interviews with field agency representatives.

**This year’s survey results were compared to the FY21 Survey, which had a response rate of 67% (N=527).**

Comparing responses across Country Surveys reflects changes in attitudes over time and changes in respondent samples, methodology, and the survey instrument. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. 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 “Lao PDR 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	3%	5%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	51%	44%
<b>Local Government</b>	5%	8%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	11%	9%
<b>Civil Society Organization:</b> Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	7%	6%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	13%	13%
<b>Academia / Research Center</b>	7%	9%
<b>Media</b>	3%	4%
<b>Other</b>	2%	2%
<b>Total Number of Respondents*</b>	<b>518</b>	<b>383</b>



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

\*Not all respondents provided information about their professional affiliation. Therefore, the total number of respondents listed in the table is lower than the N reported in the methodology.

# 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 Lao PDR? Scale: 1 Not at all – 10 Very much

**A2.** How effective is the World Bank Group in helping Lao PDR 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 Lao PDR?  
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 Lao PDR.

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

**A6.** The WBG has a positive influence on shaping development policy in Lao PDR.

**A7.** The WBG's work helps end poverty in Lao PDR

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 Lao PDR

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

**C1\_3.** Flexibility when circumstances change in Lao PDR

**C1\_5.** Being a long-term partner to Lao PDR

To what extent is the WBG an effective development partner in Lao PDR, 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., loans, credits, grants, trust funds) meet the needs of Lao PDR.

**C4\_5.** The WBG provides financial support in a timely manner.

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

**C6\_4.** The WBG's knowledge work is tailored to Lao PDR's context.





CountryOpinionSurveys

# Thank you

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

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

