



CountryOpinionSurveys

# FY 2024 Nigeria

## Country Opinion Survey Report

# Acknowledgements

The Nigeria 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 Nigerian country team and the independent field agency, NOIPolls Limited. In particular, BI is grateful for the support from Mansir Nasir (Senior External Affairs Officer) and Maryam Amba Laushi (External Affairs Officer), who coordinated the survey-related activities in Abuja, Nigeria.



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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 Nigeria 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 opinions do key stakeholders have of the WBG regarding its effectiveness, relevance, alignment with Nigeria'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 Nigeria? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What do key stakeholders value the most regarding the WBG's work in Nigeria? 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 does the WBG communicate that stakeholders recall? Is there a relationship between message recall and views of the WBG's work?



# Methodology Overview

## ■ Fielded April – July 2024

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

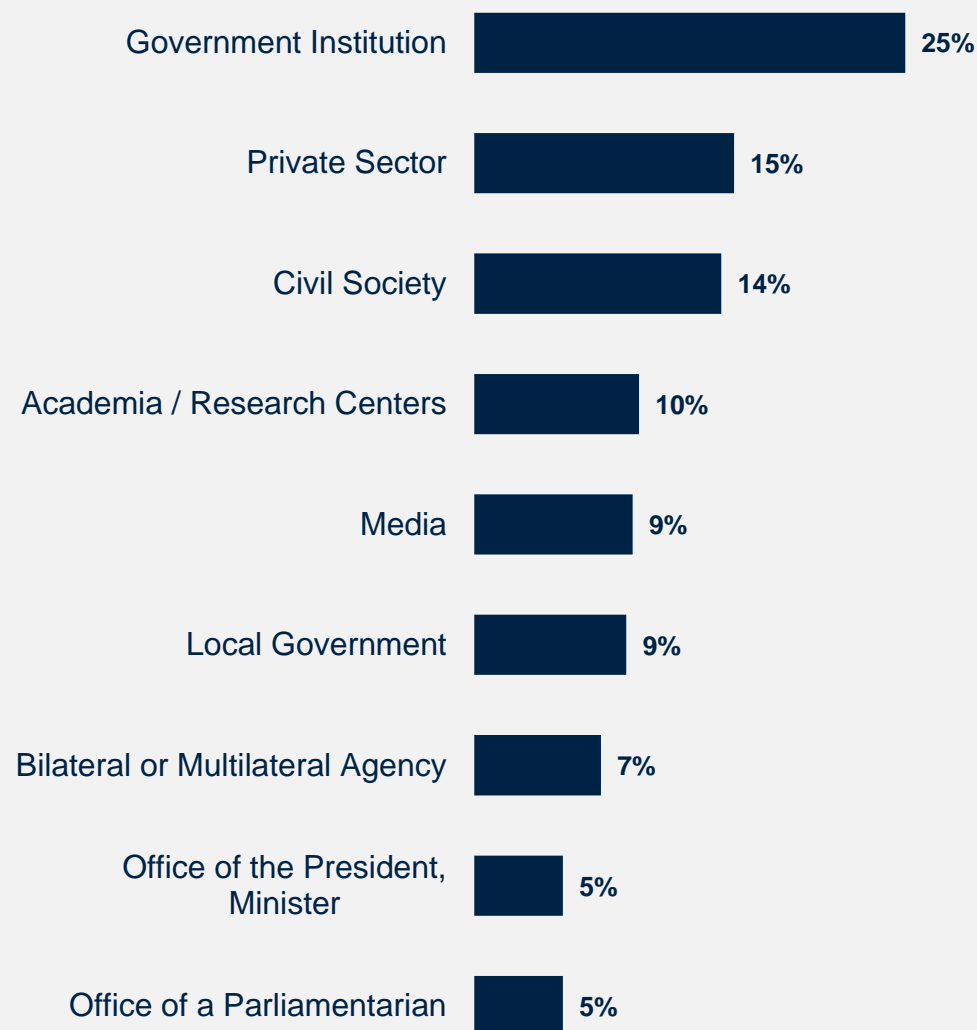
## ■ 271 participants (52% response rate)

- 30% from North Central, 19% from South West
- 56% currently collaborate with the WBG

## ■ Compared to FY19 Country Survey

- 505 participants (74% response rate)
- 25% from South South, 17% from South East and North West
- 19% 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=271)

# Overall Context

*“To be more effective in Nigeria, the World Bank should collaborate closely with all stakeholders, design projects specific to Nigeria's challenges, invest in human capital development, and promote inclusive growth while tackling corruption.”*

(Bilateral/Multilateral Respondent)

*“1. Prioritize a bottom-up approach in programs to ensure the needs of the ordinary people are practically met and not theoretical. 2. The Bank needs to consult more and endear itself to the public. It is often seen as an elitist organization far from the people. 3. The Bank should work/collaborate/interface better with relevant MDAs to ensure successful program implementation and sustainability in the country.”*

(Office of the President/Minister Respondent)

*“To increase its effectiveness in Nigeria, the World Bank Group should focus on targeted investments in key sectors, capacity building, policy support, stakeholder engagement and monitoring and evaluation.”*

(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 Nigeria? (N=251)

# Familiarity with the World Bank Group

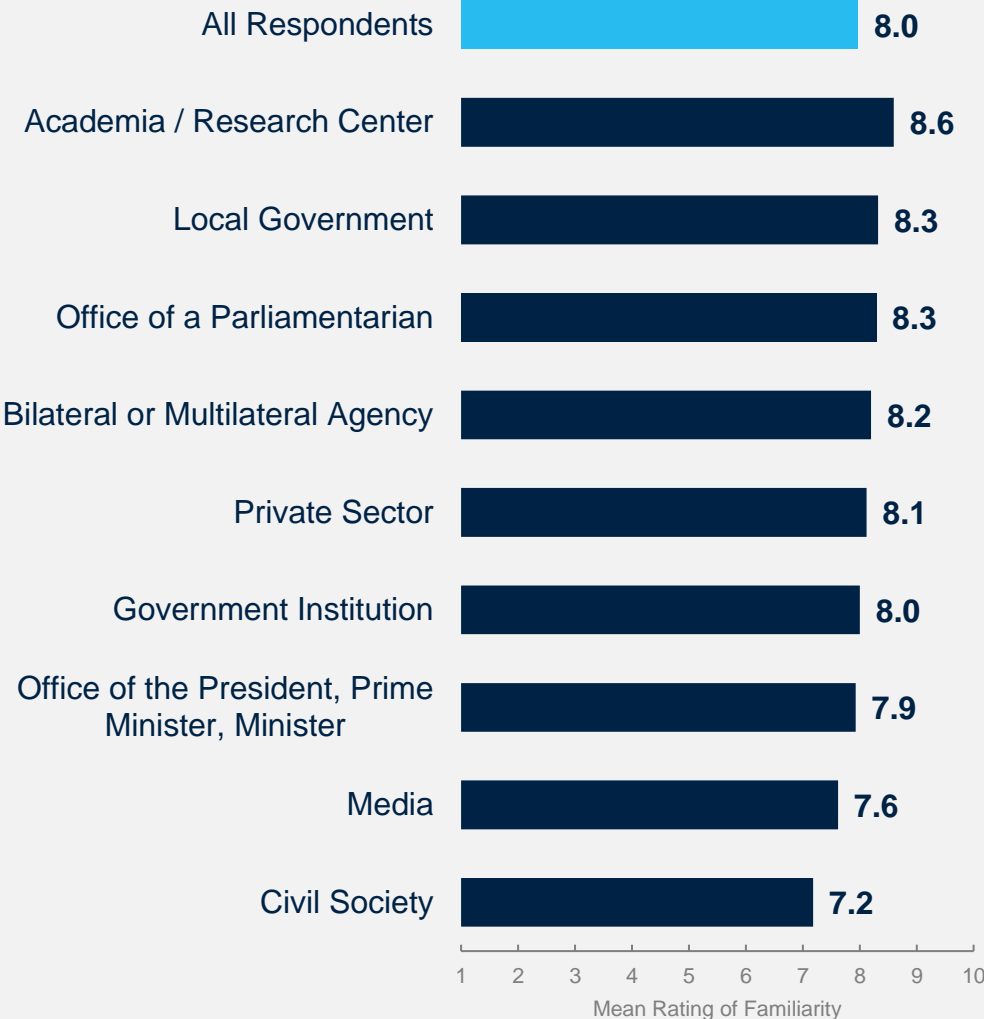
- Comparison of FY19 and FY24:** Respondents in this year’s Country Survey reported significantly higher levels of familiarity with the World Bank Group compared to respondents in the FY19 Survey:

Mean familiarity:     **FY24 = 8.0**  
                                   **FY19 = 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 = 8.4**  
                                   **Do not collaborate = 7.5**

- Stakeholder Groups:** Respondents from media and civil society had lower levels of familiarity with the WBG compared to respondents from other stakeholder groups, however, this difference did not reach statistical significance.



# Stakeholders Most Familiar with the WBG and UN

- Respondents in this year's Country Survey were asked to indicate their familiarity with the work of several international organizations, in addition to the World Bank Group. Of these organizations, respondents in Nigeria indicated the highest levels of familiarity with the work of the WBG and the United Nations.



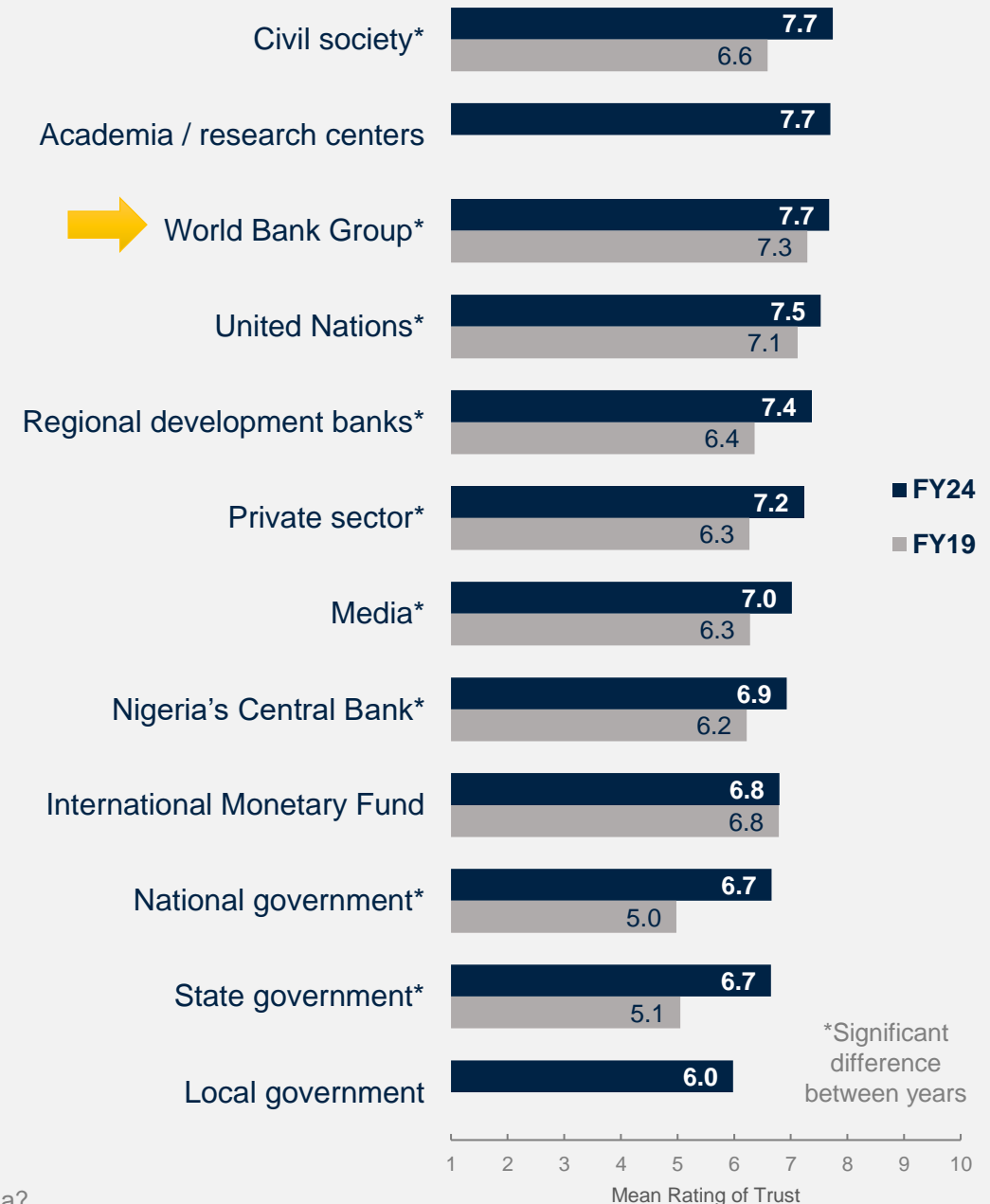
# Trust in the WBG has Increased in Nigeria

Respondents rated **civil society**, **academia**, and the **WBG** as the most trustworthy institutions in Nigeria.

Notably, nearly every institution that could be compared received significantly **higher ratings of trust in FY24** than **FY19**. The government in Nigeria, especially the local government, was the least trusted institution, despite significantly improved ratings for the national and state governments compared to FY19.

There were several institutions for which there were significant differences in stakeholder groups, which are detailed in the “Nigeria COS FY24 Appendices with data breakdown and qualitative comments.xlsx” file. Of note:

- Respondents from outside the government had much lower trust ratings for the national government.
- Respondents across all stakeholder groups gave relatively high ratings for trust in civil society.
- Respondents across all stakeholder groups gave statistically similar ratings for trust in the WBG.



# Overall Attitudes toward the World Bank Group

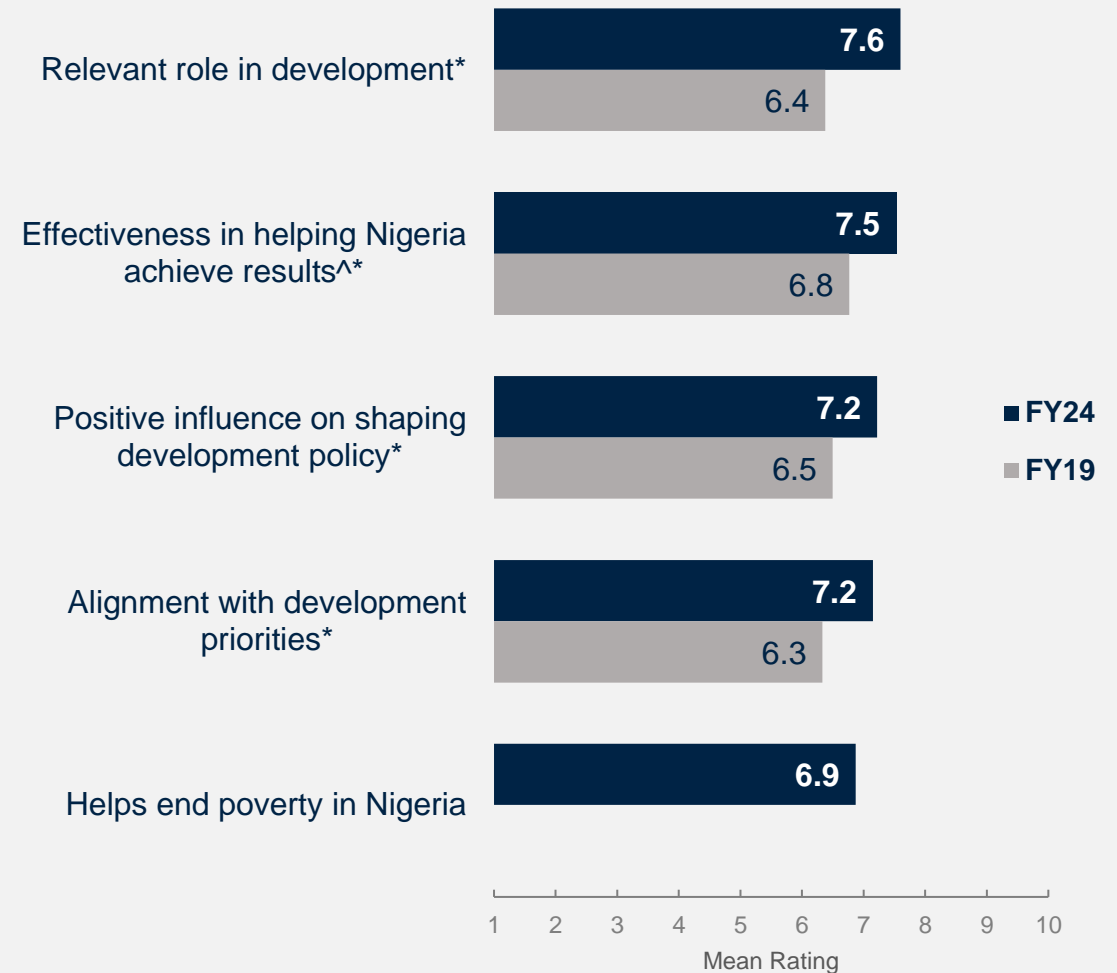
*“Despite numerous programs and development strategies, the Bank’s effectiveness in poverty reduction in Nigeria is marginal. World Bank programs should be tailored to assist the country in strengthening social institutions to achieve poverty eradication targets.”* (Office of the President/Minister Respondent)

*“The WBG needs to have a more tailored approach to both policies and projects that they conduct in Nigeria. This involves having more stakeholder involvement from inception and applying the local context in the design of the project. Also, increasing the investment in critical infrastructure like transportation and power alongside human capital development through education and healthcare would greatly improve the WBG’s effectiveness. Lastly, improving its monitoring & evaluation structure to assess the impact of projects and adjust strategies as needed to maximize effectiveness.”* (Academia Respondent)



# Key Performance Indicators have Improved Since FY19

In FY24, respondents gave the highest ratings for the **relevant role** the WBG plays in development in Nigeria, which was significantly higher than in FY19. Indeed, the **WBG's effectiveness in helping Nigeria achieve development results, influence on development policy, and its alignment** with the country's development priorities were also significantly higher compared to the previous survey.



The WBG currently plays a relevant role in development in Nigeria. Scale: 1 Strongly disagree – 10 Strongly agree  
 How effective is the WBG in helping Nigeria achieve development results? Scale: 1 Not effective at all – 10 Very effective  
 The WBG has a positive influence on shaping the development policy in Nigeria. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG's work is aligned with what I consider the development priorities for Nigeria. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG's work helps end poverty in Nigeria. Scale: 1 Strongly disagree – 10 Strongly agree

*^Compared to a mean score of the two questions asked in FY19: "Overall, please rate your impression of the WBG's effectiveness in Nigeria."*

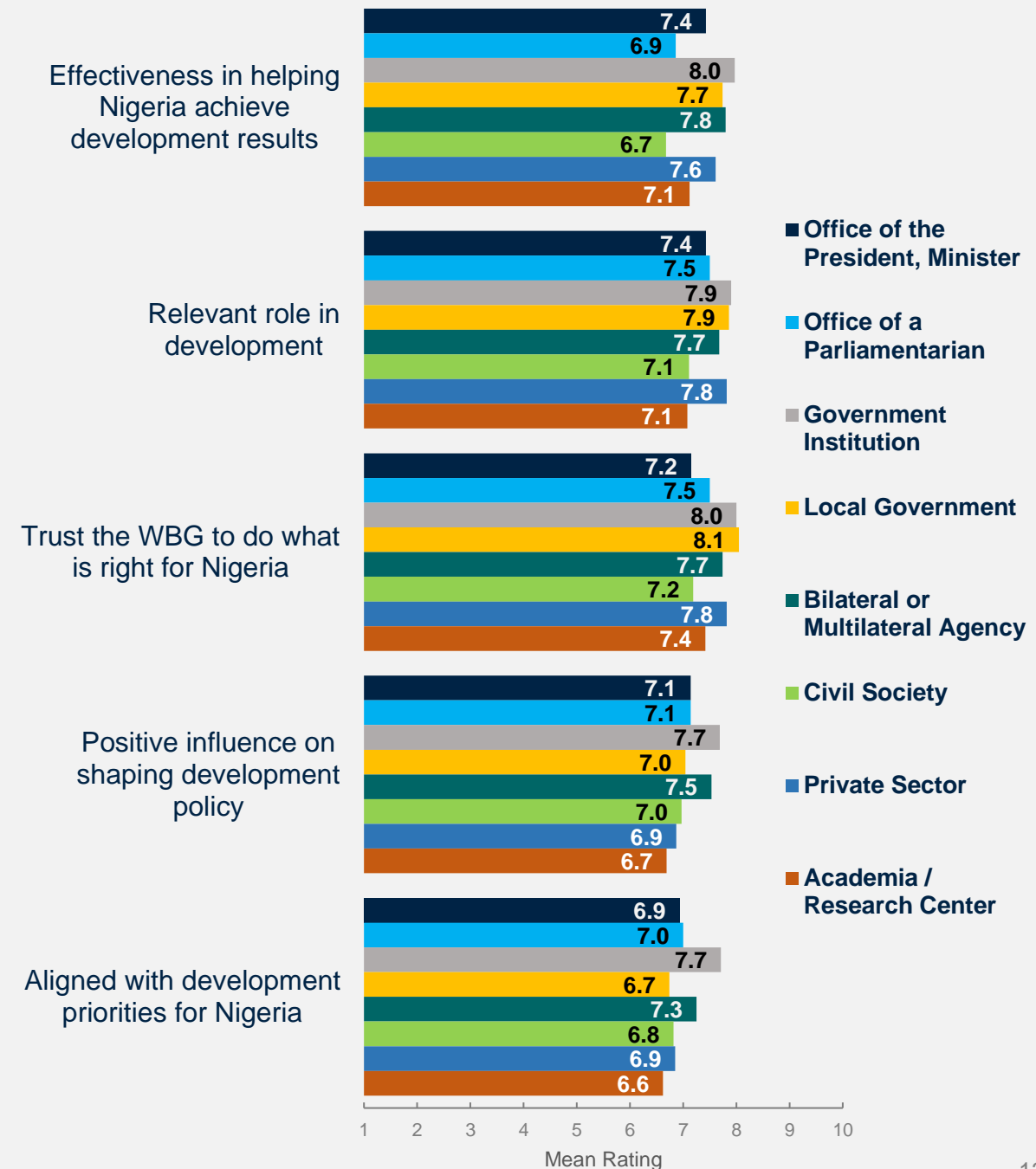
*Scale: 1 Not effective at all – 10 Very effective; "To what extent does the WBG's work help to achieve development results in Nigeria?"*

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

\*Significant difference between years

# Stakeholders from Government had More Positive Perceptions of the WBG

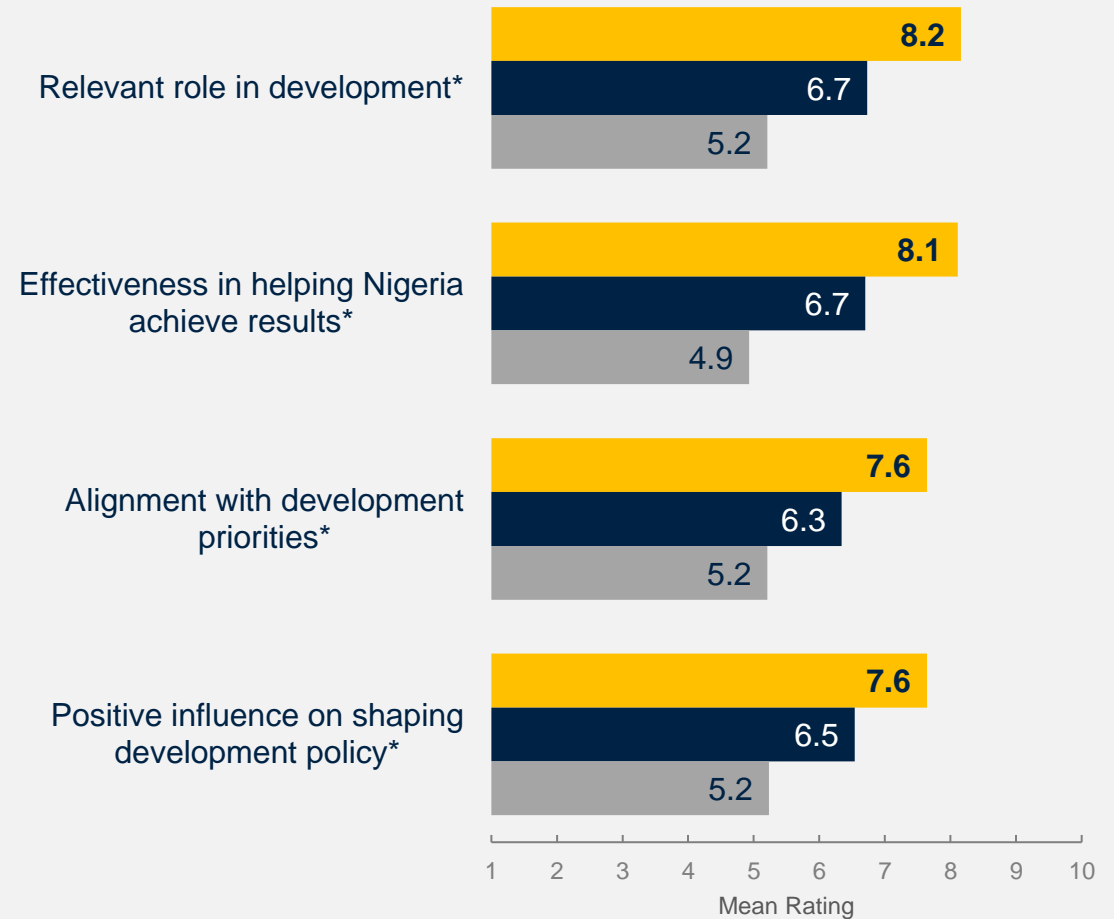
Comparisons of ratings for key performance indicators between stakeholder groups show that respondents from **government** (especially government institutions and local government) and **bilateral or multilateral agencies** gave the highest ratings for the WBG's work across all KPIs. In contrast, respondents from the **private sector**, **civil society**, and **academia** were more critical of the WBG's work; however, none of these stakeholder group differences reached statistical significance.



# 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.**



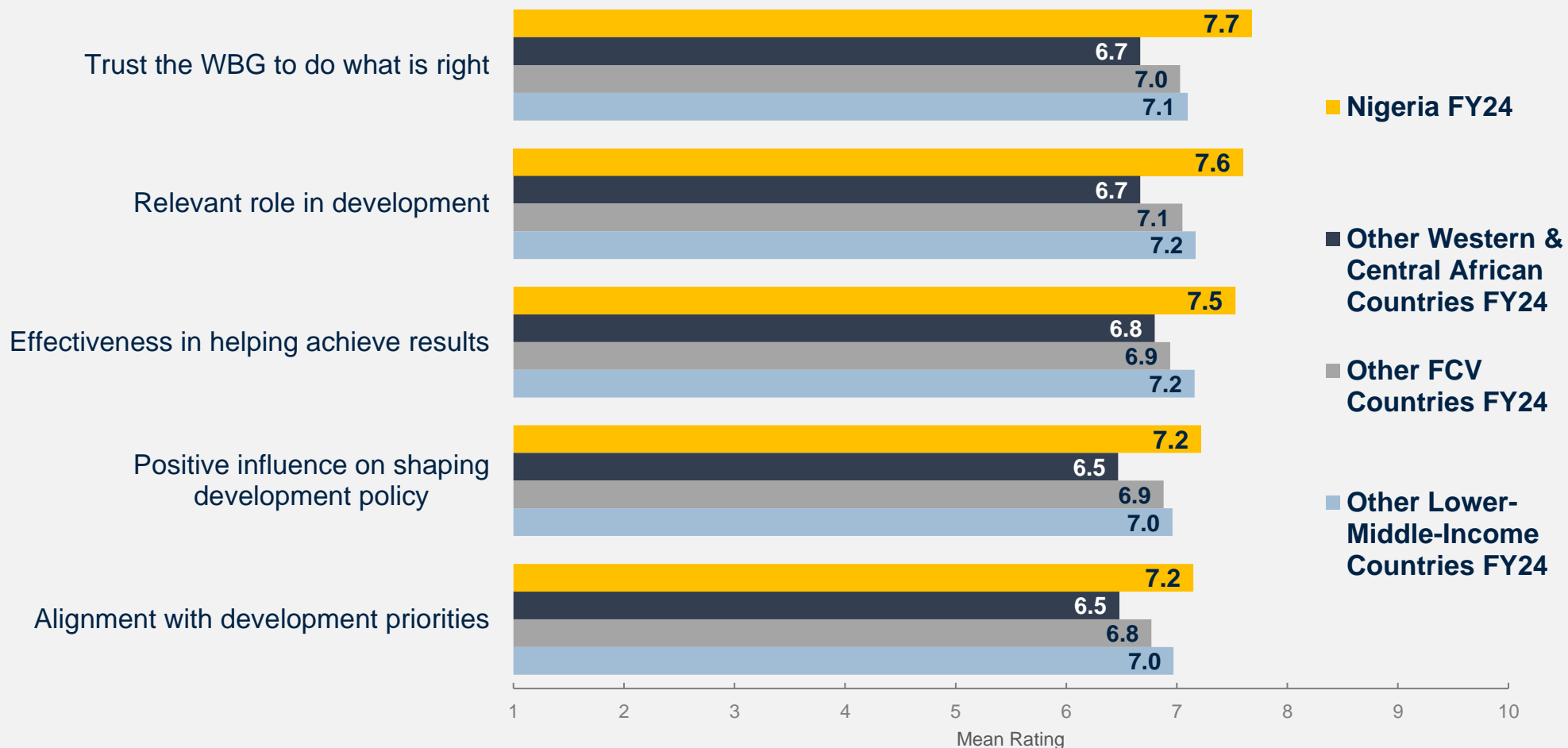
*How familiar are you with the work of the WBG in Nigeria?*

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

\*Significant difference between levels of familiarity



# Nigeria's Key Performance Indicators Higher than Other FY24 Western & Central African Countries, FCV Countries, and Lower-Middle-Income Countries



Other Western & Central African FY24 countries included: Benin, Burkina Faso, Chad, Equatorial Guinea, Guinea-Bissau, Mauritania, Senegal, and Togo.

Other FCV FY24 countries included: Burkina Faso, Burundi, Chad, Comoros, Guinea-Bissau, Papua New Guinea, Somalia, South Sudan, and Solomon Islands.

Other FY24 Lower-Middle-Income countries included: Benin, Bhutan, Cambodia, Comoros, Lao PDR, Lesotho, Mauritania, Morocco, Papua New Guinea, Senegal, Solomon Islands, Sri Lanka, Tunisia, Vietnam, and Zambia.

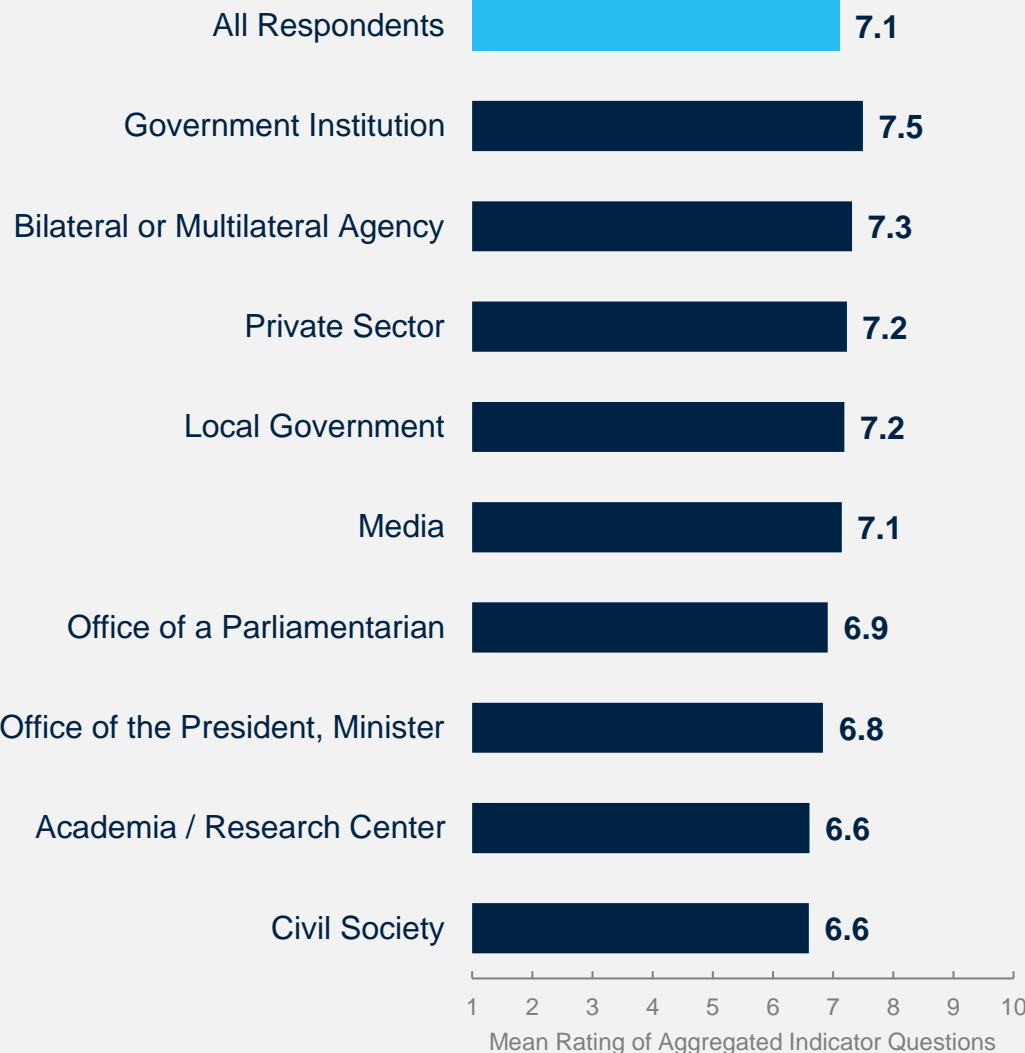


# Stakeholder Trends Across Performance Indicators

Respondents from **government institutions** had the highest mean ratings across the aggregated responses to the nineteen COS indicator questions whereas respondents from **academia** and **civil society** had the lowest ratings, however, this difference did not reach statistical significance.

**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 = 7.5**  
**Do not collaborate = 6.7**



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

*"1. Focus on infrastructure development. 2. Emphasize anti-corruption measures. 3. Support small holder agriculture. 4. Invest in human capital. 5. Foster private sector engagement." (Academia Respondent)*

*"Focusing on Inclusive Economic Growth: 1. Job Creation: Prioritize projects that create jobs, especially for the youth and marginalized groups. This could involve investing in sectors with high employment potential, such as agriculture, manufacturing, and services. 2. Support for SMEs: Provide support for small and medium-sized enterprises (SMEs) through access to finance, business development services, and market access initiatives." (Bilateral/Multilateral Respondent)*



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Nigeria? (N=251)*

# Focal areas for the WBG

In FY24, stakeholders wanted the WBG to focus its resources on **agriculture/food security**, followed by **education**, **health/ pandemic preparedness**, and **economic stability/growth**.

Of note, respondents in this year's survey considered **agriculture/food security**, **water/sanitation**, **digital infrastructure development**, **gender equity**, and **climate change** much greater priorities than in the FY19 survey (31%, 2%, 1%, 2%, and 0.4%, respectively).

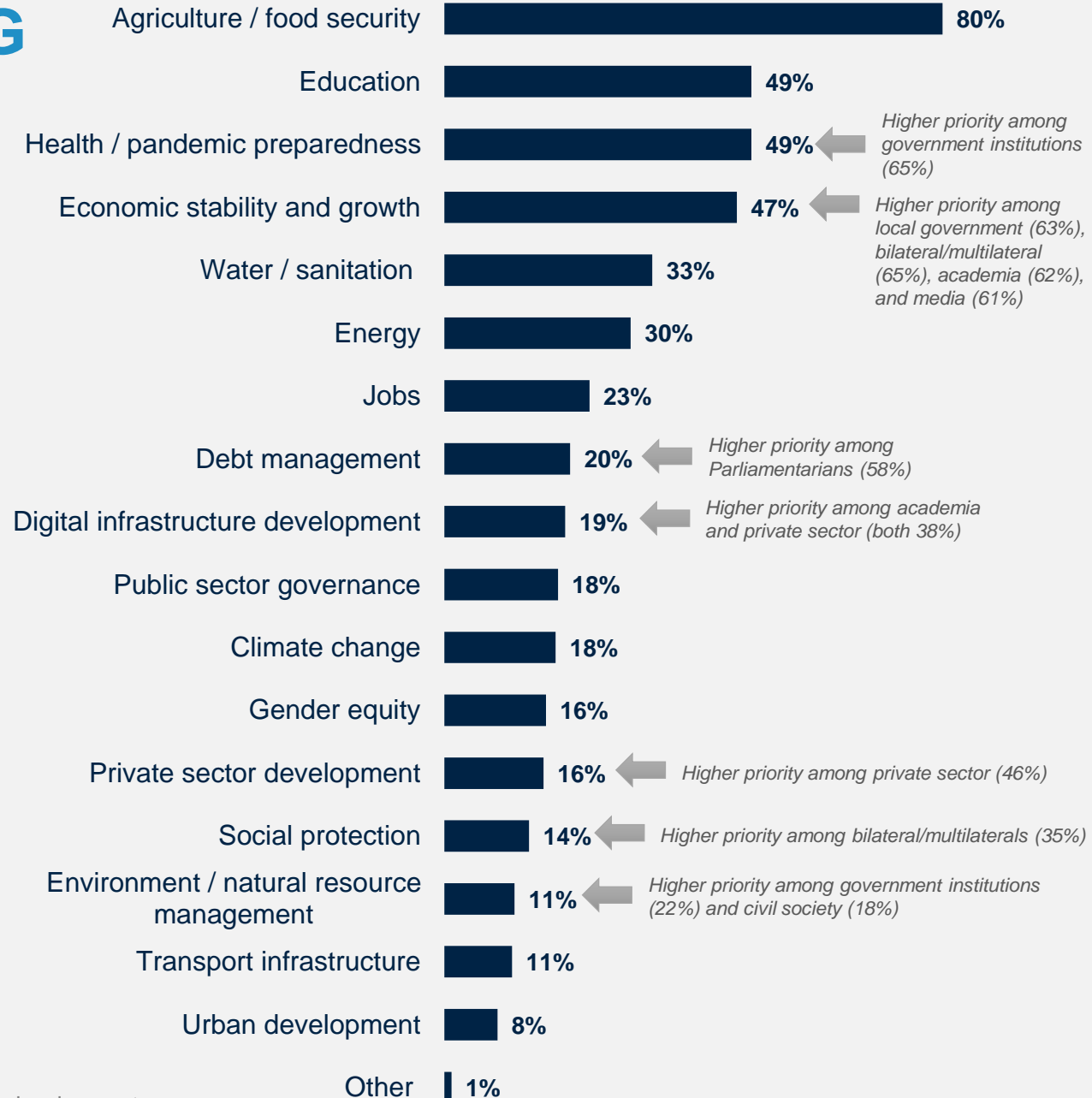
*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Nigeria?*

*"It has to facilitate an agriculture program that will reach the real farmer at the village."*

(Private Sector Respondent)

*"The World Bank should partner with the state and local government at all times to develop Nigeria's educational sector because education is the bedrock for all development of any society."*

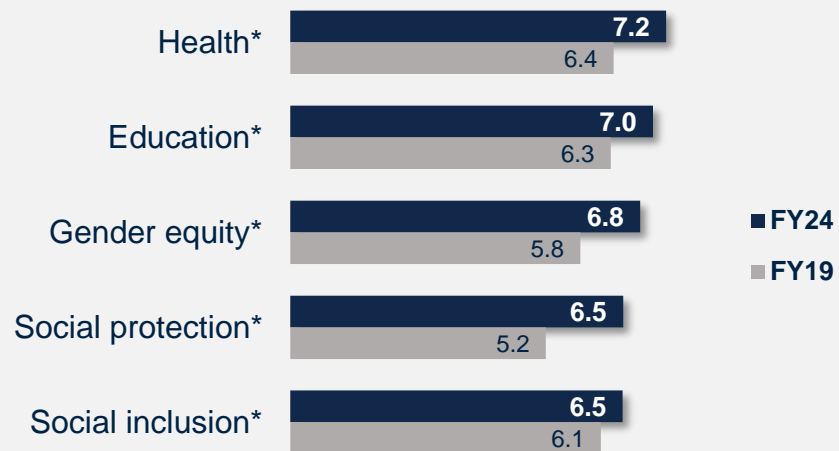
(Government Institution Respondent)



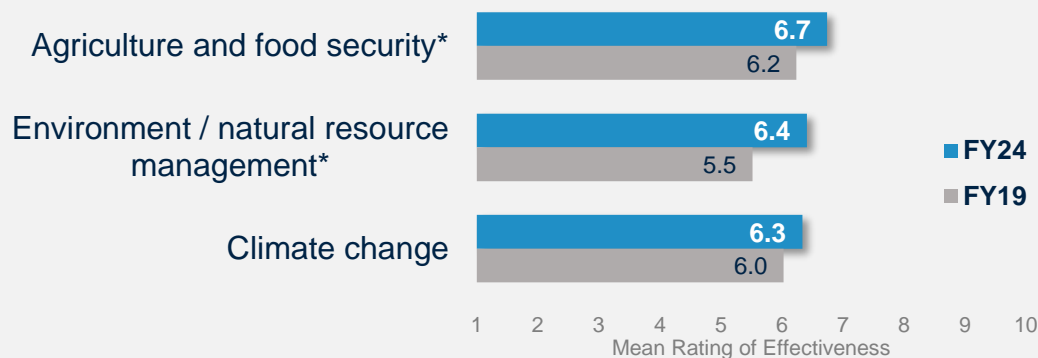
# Effectiveness of WBG's Sectoral Support

The WBG's work in **health** received the highest effectiveness ratings. Of note, the perceived effectiveness of the WBG's work in most areas that could be compared has significantly improved since the FY19 survey, most notably social protection; however, ratings for regional integration declined.

## Human Development



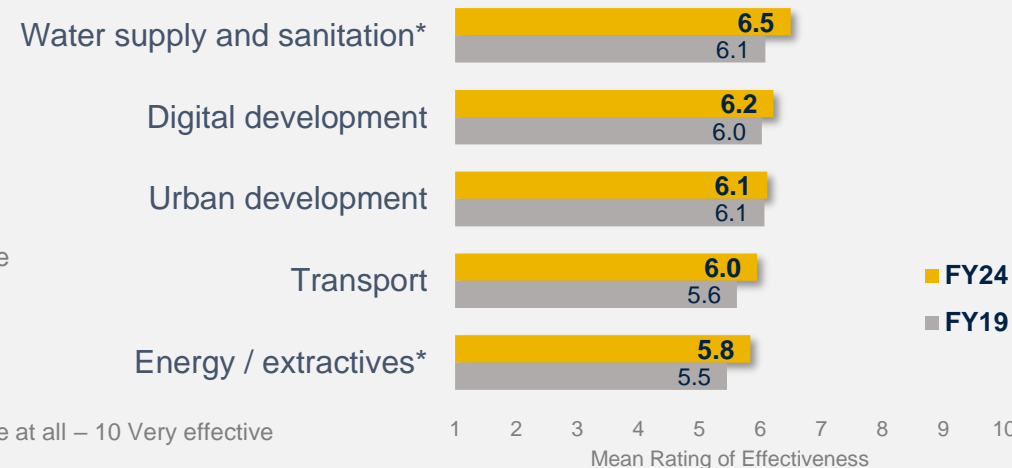
## Environmental Sustainability



## 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 Nigeria? 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 Nigeria*

*“Scale up partnership and deepen synergy with our development partners. Invest more in inclusive agriculture and food system transformation. Scale up investment in infrastructure. Continue to develop knowledge products.”*  
(Bilateral/Multilateral Respondent)

*“Create partnerships with community gate keepers, community, religion and traditional leaders. Work by providing development grants to CBOs. Facilitate more access to WBG staff for feedback. Organize special conferences to share development and scientific evidence.”* (Civil Society Respondent)

*“Local context, local content, indigenous knowledge.”* (Academia Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Nigeria? (N=251)*

# Perceptions of the WBG as a Development Partner have Improved in Nigeria

In FY24, respondents gave the highest ratings for the WBG **being a long-term partner** to Nigeria, significantly improved compared to the FY19 survey, as were perceptions of the WBG’s **openness, responsiveness, flexibility, and access to staff and experts.**

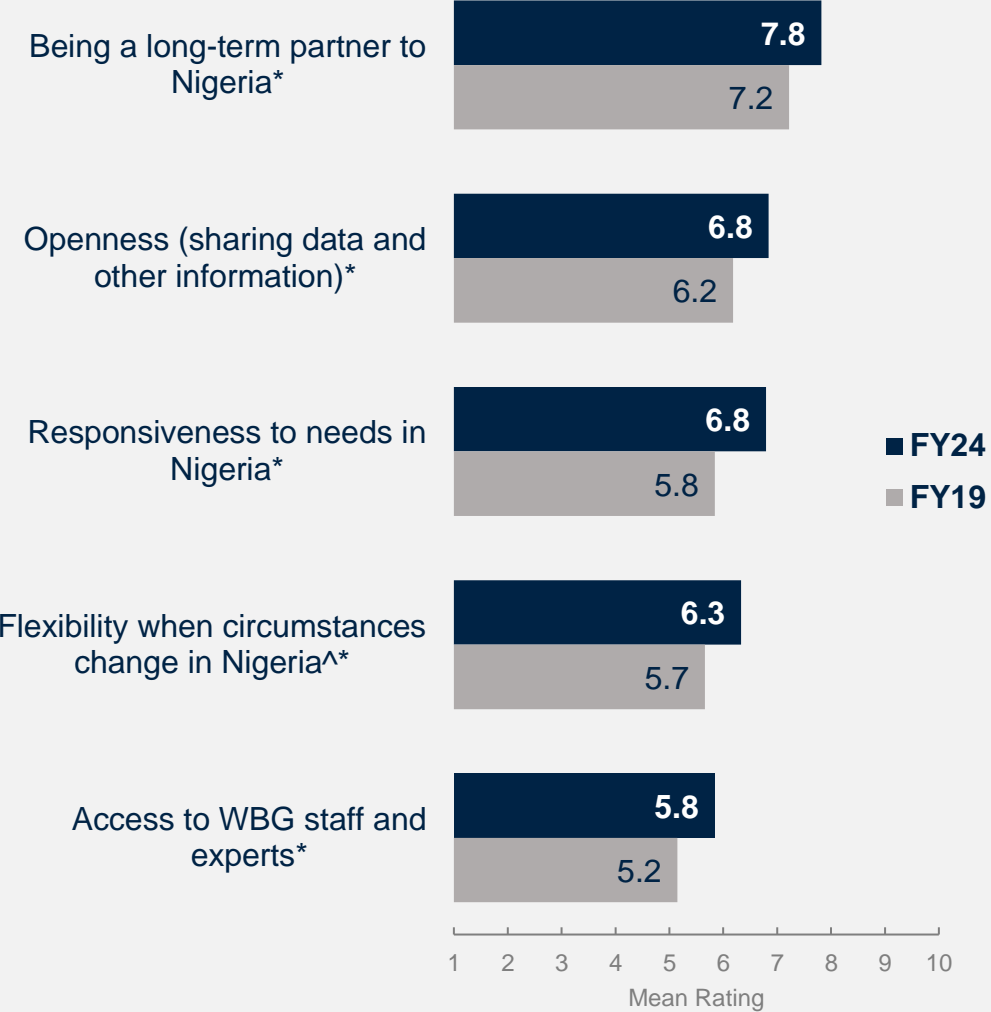
- Of note, respondents from local government and civil society gave significantly lower mean ratings for the WBG’s accessibility (mean = 4.8 and 5.0, respectively) compared to respondents from other stakeholder groups.

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

*“The World Bank should work on their feedback mechanism. Implementing agencies often experienced delays in receiving response from Bank representatives.”*  
(Office of the President/Minister Respondent)

*“They should be more flexible and allow easy accessibility.”*  
(Local Government Respondent)

*“Reduce the bottlenecks involved in the project/program approval process. Conduct mid-term and end-point evaluation of project/program.”*  
(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

*^Compared to the mean of institutional flexibility and flexibility to changes in the country context asked in FY19.*

\*Significant difference between years

# The WBG's Collaborations in Nigeria have Improved

In FY24, the WBG received the highest ratings for the effectiveness of its collaboration with the **national government** and **other donors and development partners**, both significantly improved since FY19. Ratings for the WBG's collaboration with civil society and the private sector were also significantly improved compared to FY19.

- Of note, respondents from the office of a Parliamentarian gave the *lowest* ratings for the WBG's collaboration with the national government (mean = 7.1) compared to respondents from other stakeholder groups
- Respondents from local government and the private sector gave the *highest* ratings for the WBG's collaboration with other donors and development partners (mean = 8.5 and 8.4, respectively). In contrast, respondents from academia gave significantly lower ratings (means = 6.6).

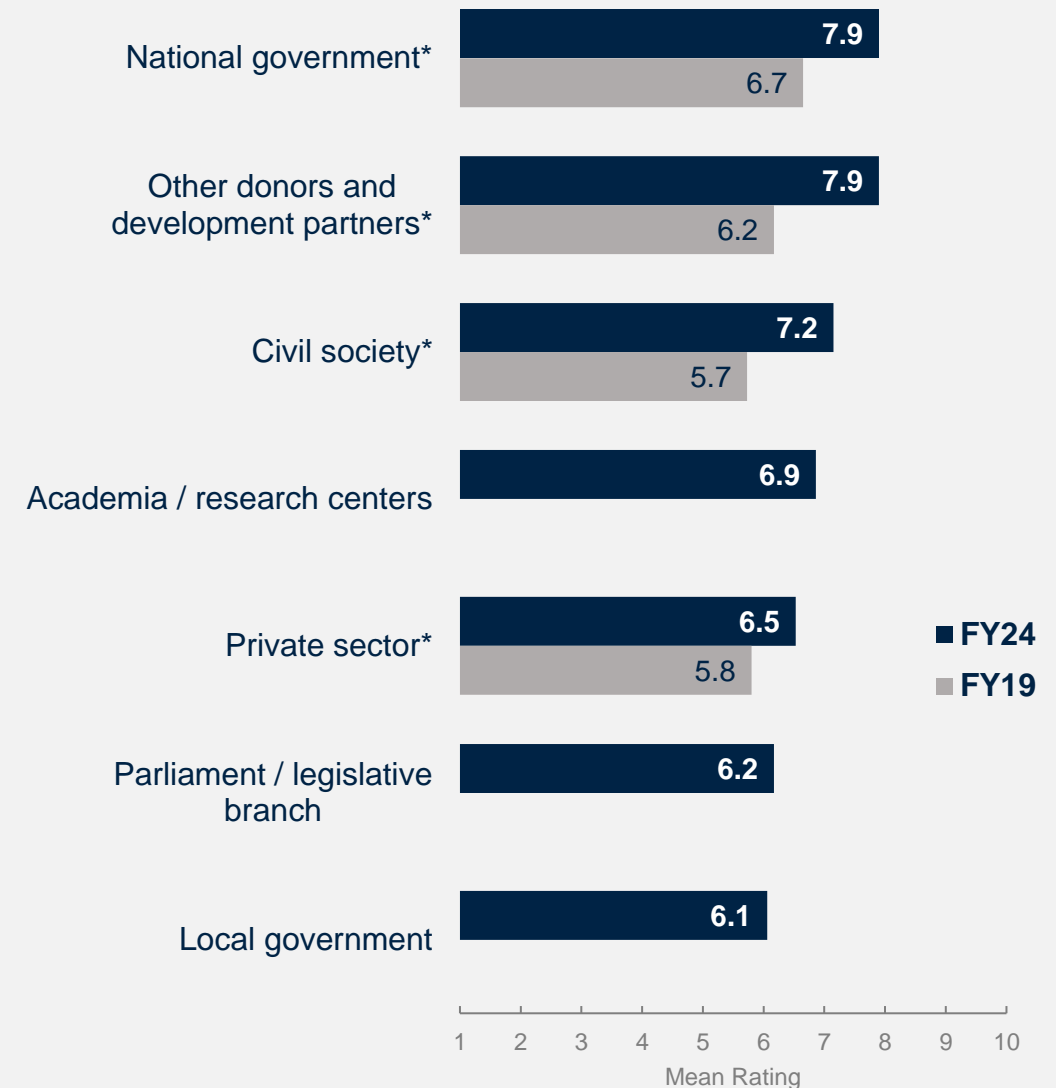
## *In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Nigeria?*

*"1. Increase engagement for needs assessment at the grassroots/local government/community level. 2. Increase monitoring of WBG's aids/loans, implementation."*

(Office of a Parliamentarian Respondent)

*"They should improve on building trust and dialogue between government and civil society as that will help in creating a basis for an enabling environment that create lasting solutions for people."*

(Private Sector Respondent)



\*Significant difference between years



# Stakeholders Want the Bank to Collaborate More with Local Governments

A majority of respondents in this year's survey indicated that the WBG should collaborate more with **local governments**, in addition to its partnership with the national government. Respondents also welcomed more collaboration with **civil society** and the **private sector**.

- Outreach to civil society is additionally recommended because respondents from this stakeholder group were less familiar with the WBG and held more critical views of its work. In addition, respondents indicated high levels of trust in civil society, suggesting it would be a reliable partner.

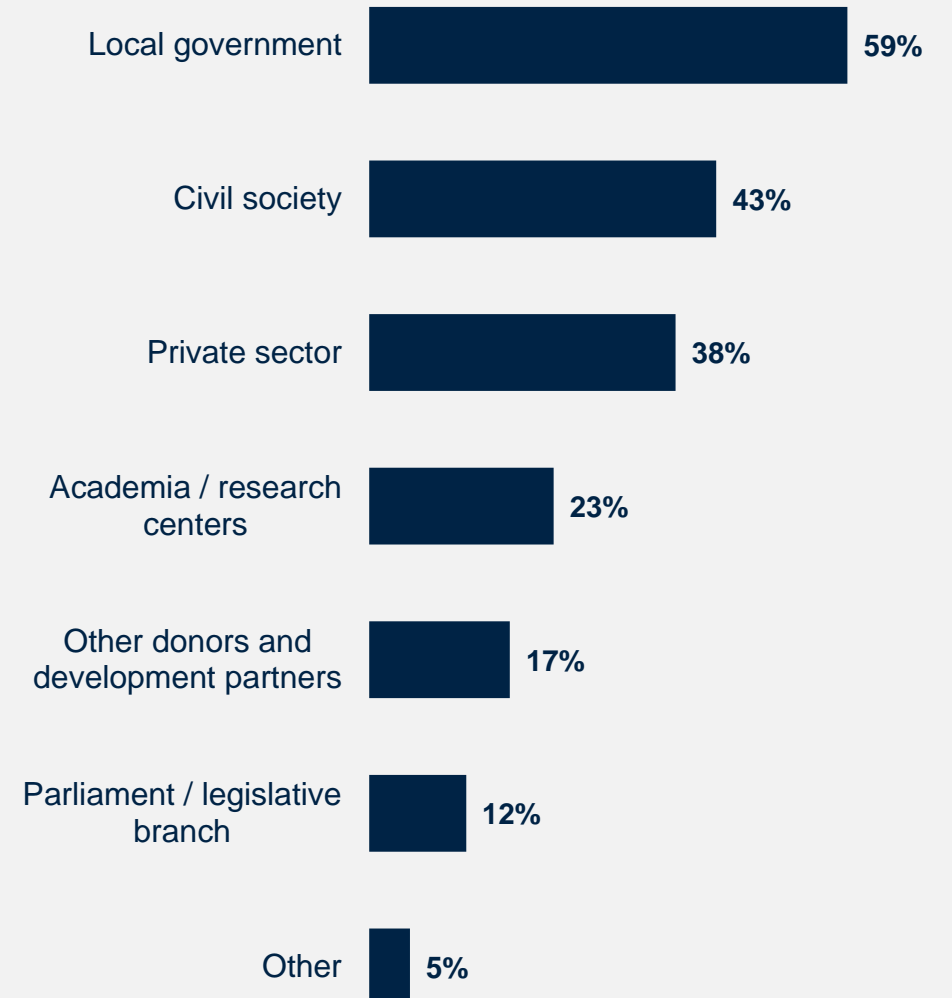
## *In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Nigeria?*

*“The WBG should engage better at the local government level to better understand challenges to address specific needs, collaborate with the private sector to leverage resources and expertise and provide necessary support to drive development, and enhance its oversight/M&E process to ensure effective use of funds and that programs/initiatives are achieving the intended outcomes.”*

(Office of a Parliamentarian Respondent)

*“The WBG should be more interested in engaging with civil society groups that work in the area of governance accountability process.”*

(Media 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 Nigeria? (Select up to 2) (Percentage of Respondents, N=261)



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

*"1. Make grants more accessible. 2. Monitoring of their various projects to reduce corruption and increase its effectiveness. 3. Sponsoring of more projects at the local level, which leads to more job opportunities for those at the grassroots level. 4. Participation and empowerment at the local government level."*

*(Local Government Respondent)*

*"Enhancing governance and institutional capacity because they are fundamental to the successful implementation of any development initiative. Strengthening these aspects would create an enabling environment for all other efforts, ensuring that resources are utilized effectively, policies are implemented efficiently, and corruption is minimized. Improved governance can lead to better public service delivery, enhanced business environment, and overall socio-economic and political stability."*

*(Private Sector Respondent)*



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Nigeria? (N=251)*

# Financial Resources and Capacity Development Considered the Bank's Greatest Values to Nigeria

Respondents considered the WBG's **financial resources** and **capacity development and training** to be its greatest values to Nigeria.

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

*"The World Bank should INSIST on accountability and transparency from Nigerian institutions in terms of its intervention activities."*

(Office of a Parliamentarian Respondent)

*"Ensure adequate training, basically and essentially, on sustainability of projects and programs. Encourage domestication of strategies in a project cycle and stakeholders' engagement that concerns any projects or programs implementation.*

*Community-driven approach in infrastructure projects to ensure ownership and sustainability."*

(Office of the President/Minister Respondent)

*"Strengthening capacity of ministries, provision of funding for capital project."*

(Civil Society Respondent)

Financial resources (e.g., budget support, investment lending, grants, trust funds) **45%**

Capacity development and training **43%**

Technical assistance and implementation support (incl. project design and implementation) **30%** ← *More valued among office of the President/ Minister (71%)*

Knowledge and analytical products (e.g., data, reports, policy notes) **27%** ← *More valued among bilateral/multilaterals (47%) and academia (54%)*

Donor coordination **19%**

Mobilizing third party financial resources (incl. both public and private) **16%** ← *More valued among private sector (44%)*

Convening / bringing together different groups of stakeholders **7%**

Other **1%**

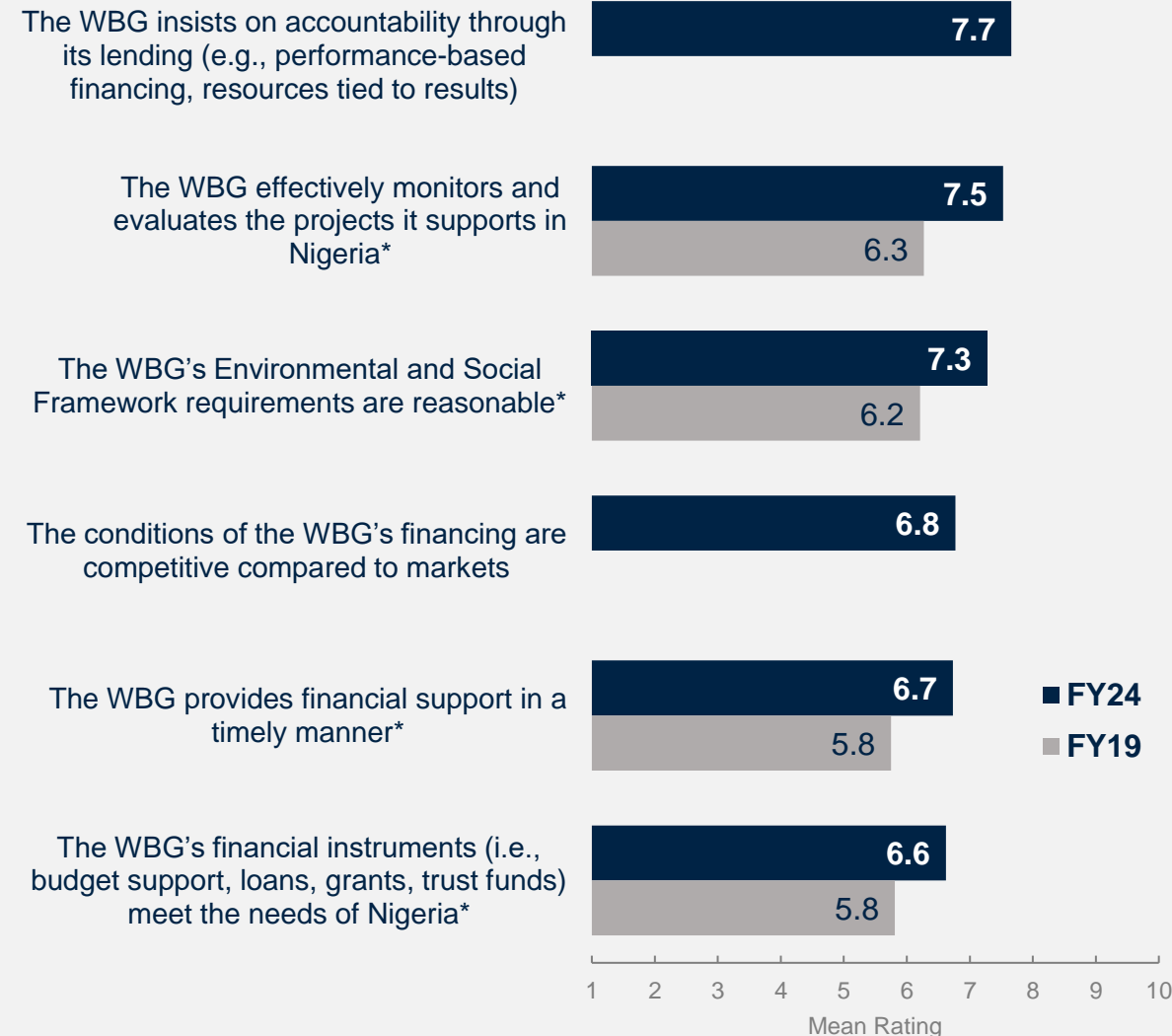


Which WBG instruments do you VALUE the most in Nigeria? (Select up to 2)  
(Percentage of Respondents, N=263)

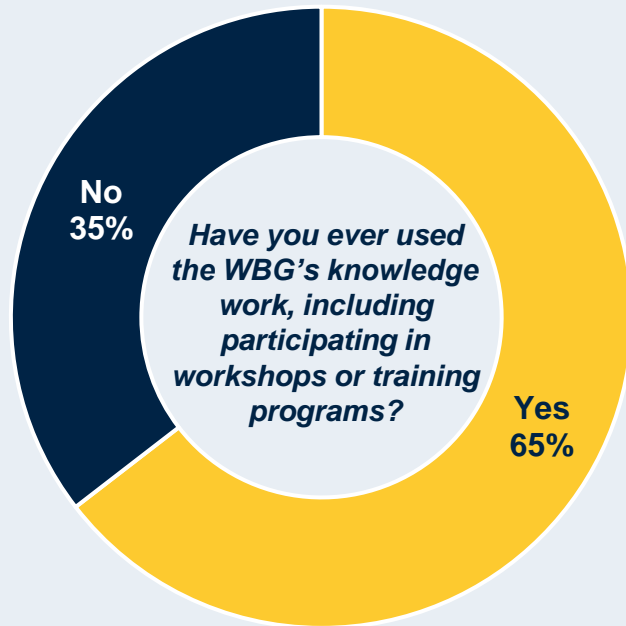
# Perceptions of the WBG's Financial Instruments Have Improved in Nigeria

Regarding the WBG's financial instruments, respondents had the highest levels of agreement that **the WBG insists on accountability through its lending** and that **the WBG effectively monitors and evaluates its projects** (significantly improved compared to FY19). Respondents this year also had significantly higher levels of agreement that the **WBG's Environmental and Social Framework requirements are reasonable**, that the **WBG's financial support is timely**, and **meets Nigeria's needs**, compared to the FY19 survey.

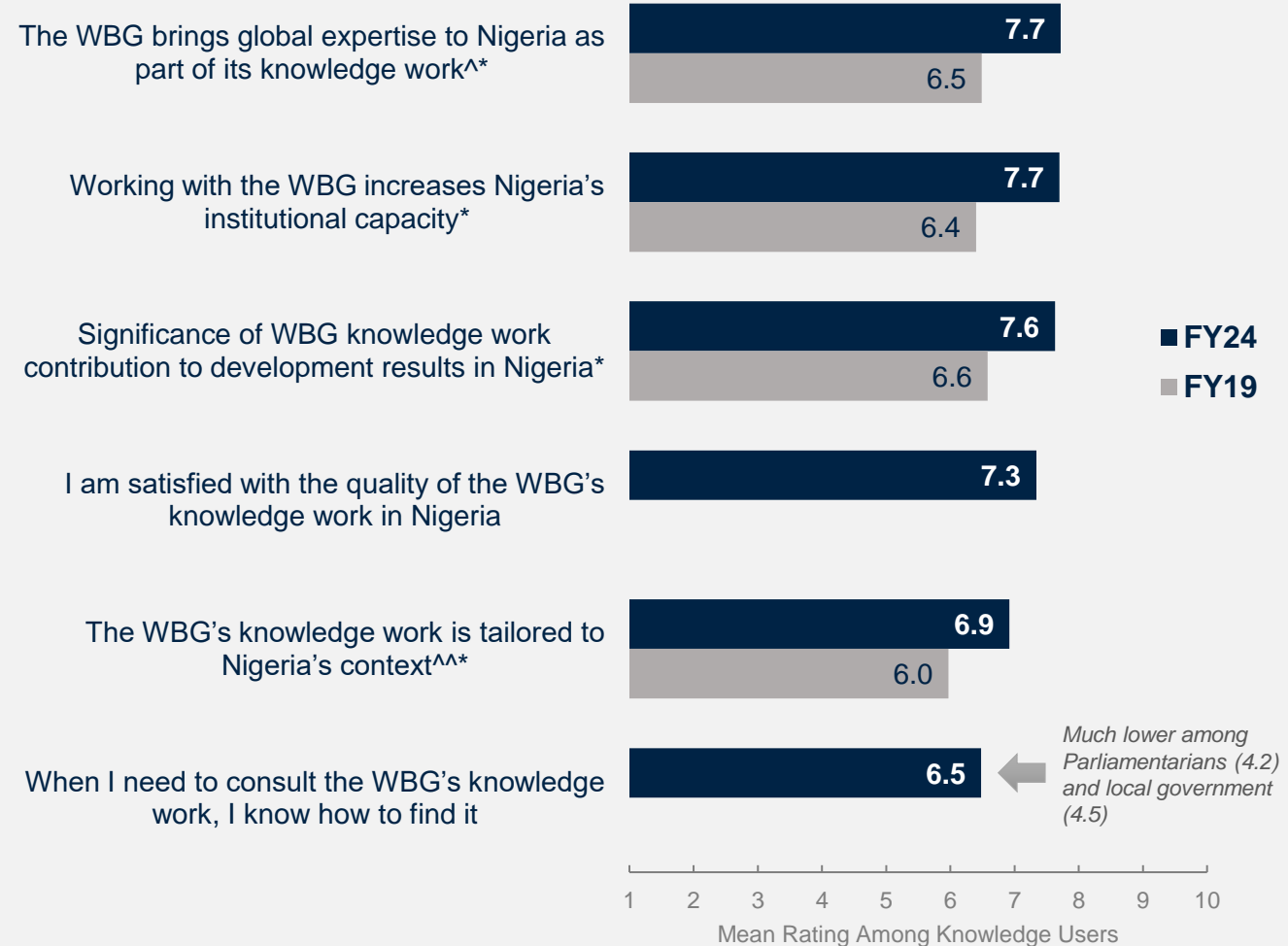
- Of note, respondents from government institutions had the highest levels of agreement that the WBG's financial instruments meet Nigeria's needs (mean=7.3) while respondents from academia and civil society had significantly lower levels of agreement (means=5.8 and 5.7, respectively).
- Respondents from government institutions also had the highest levels of agreement that the WBG insists on accountability through its lending (mean=8.4) while respondents from academia had significantly lower levels of agreement (mean=6.8).



# 65% of Respondents Used the WBG's Knowledge Work, which was Perceived More Positively than in FY19



Respondents from the office of the President/Minister, government institutions, bilateral/multilateral agencies, and academia were significantly more likely to have used WBG knowledge work (85%, 87%, 78%, and 80%, respectively) than respondents from the office of a Parliamentarian, local government, civil society, private sector, and media (46%, 43%, 58%, 45%, and 39%, respectively).



Have you ever used the WBG's knowledge work, including participating in workshops or training programs? (Percentage of Respondents, N=251)

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 Nigeria? Scale: 1 Not significant at all – 10 Very significant

<sup>^</sup>Compared to "Source of relevant information on global good practices" asked in FY19.

<sup>^^</sup>Compared to "Are adaptable to Nigeria's specific development challenges and country circumstances" in FY19.



# *The Future Role of the World Bank Group in Nigeria*

*“Support the social protection programs of the Government; Strong Essential Needs Assessment (ENA); Robust monitoring and evaluation framework (M&E); Support the capacity building of Government officials in delivering on their mandates.”* (Government Institution Respondent)

*“While the WBG can continue to support the government's financial needs, the WBG need to target projects that have practical benefit for the people that either improve their capacity, access (across social inclusion strata), private sector development and business (MSMEs) support, rural development (rural-market-urban linkage), among others.”* (Civil Society Respondent)



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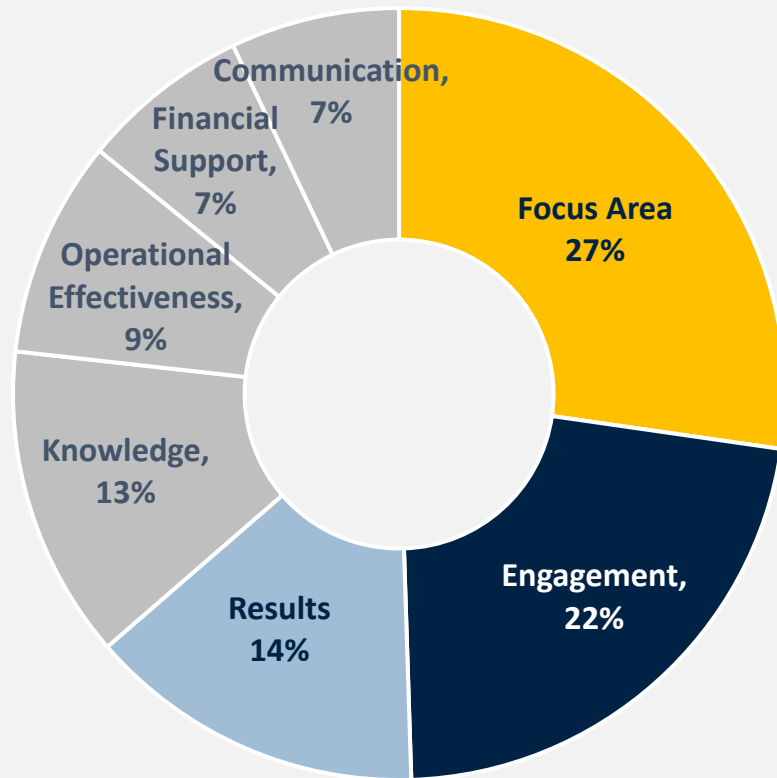


In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Nigeria? (N=251)

# How Can the WBG Increase Its Effectiveness?

## (Open-Ended Responses)

**Focus on key sectors and capacity building, more engagement at the local level to better understand and meet Nigerians' needs, increased monitoring and evaluation, with strict accountability in WBG projects**



### Focus Area

- Agriculture development, especially modernizing farming techniques
- Human capital – education and healthcare, improving quality and access
- Infrastructure, especially transport and energy
- Private sector development to boost job creation
- Projects should be inclusive and reach those in more rural areas
- Ensure sustainable development in all projects with an emphasis on climate change adaptation/resiliency

### Engagement

- Take more of a bottom-up approach, engaging on a more local level, especially with state and local governments, to better understand their needs and achieve more effective results
- More engagement with stakeholders outside of government to increase transparency, inclusivity, and accountability
- Be more open, accessible, and responsive to those in the public and private sectors for more effective collaboration

### Results

- Prioritize transparency and accountability in WBG projects
- Increase monitoring and evaluation of projects to ensure they achieve desired results
- In addition to WBG financial support's required accountability, achieving desired results should be a precondition for further funding

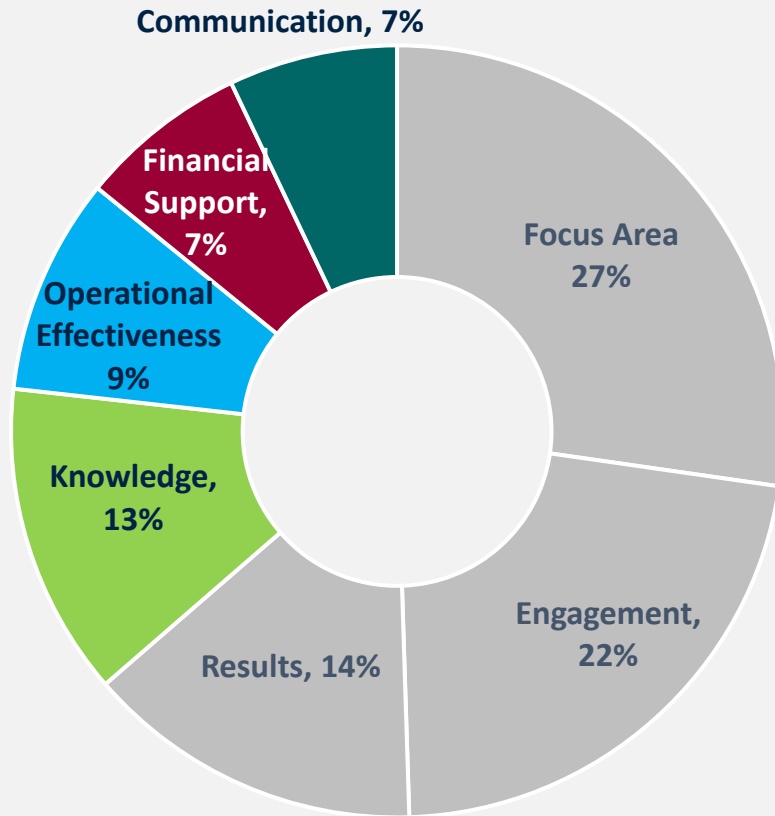


*In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Nigeria? (N=251)*

*All percentages are calculated based on the total number of comments made by respondents; individual comments could be counted multiple times depending on the number of topics they covered, so the sum of all percentages may be greater than 100%.*

# How Can the WBG Increase Its Effectiveness? (Open-Ended Responses)

**Focus on key sectors and capacity building, more engagement at the local level to better understand and meet Nigerians' needs, increased monitoring and evaluation, with strict accountability in WBG projects**



## Knowledge

- Make capacity building and training more of a priority, not only for those in the government, but for those outside as well
- Knowledge work should be more open and accessible through broader dissemination and translation into local languages

## Operational Effectiveness

- Less bottle-necking and bureaucracy, more timely and flexible procedures and processes
- More engagement and feedback with stakeholders throughout the project/program

## Financial Support

- Increased financial support, especially grants, that include SMEs and the private sector
- Better align financial products to Nigeria's needs with the goal of economic stability in the country

## Communication

- WBG staff should be more accessible and responsive
- More communication regarding WBG projects and their results is needed to increase awareness of and build support for the WBG's work, especially among the Nigerian people



*In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Nigeria? (N=251)  
All percentages are calculated based on the total number of comments made by respondents; individual comments could be counted multiple times depending on the number of topics they covered, so the sum of all percentages may be greater than 100%.*

# Communication and Outreach

*“The engagement with stakeholders across the national and sub-nationals should be enhanced, private sector players, CSOs, awareness of other knowledge reports apart from the NDU to increase public education of other development projects and assistance by the WBG to Nigeria. The communication department also has to do more.”* (Media Respondent)

*“Organize conferences and workshops that will give members room to dialogue with experts on developmental issues.”* (Office of Parliamentarian Respondent)

*“WBG should adopt a more open-door policy to increase its accessibility to Nigeria. Data from WBG should be disseminated more widely to be able to reach more areas.”* (Civil Society Respondent)



# Direct Contact and Events were the Most Preferred WBG Channels

Respondents in Nigeria most preferred to receive the WBG's communications through **direct contact with staff**, followed by **events/conferences/seminars/workshops** (in person or online).

## Top 2 Preferred WBG Channels

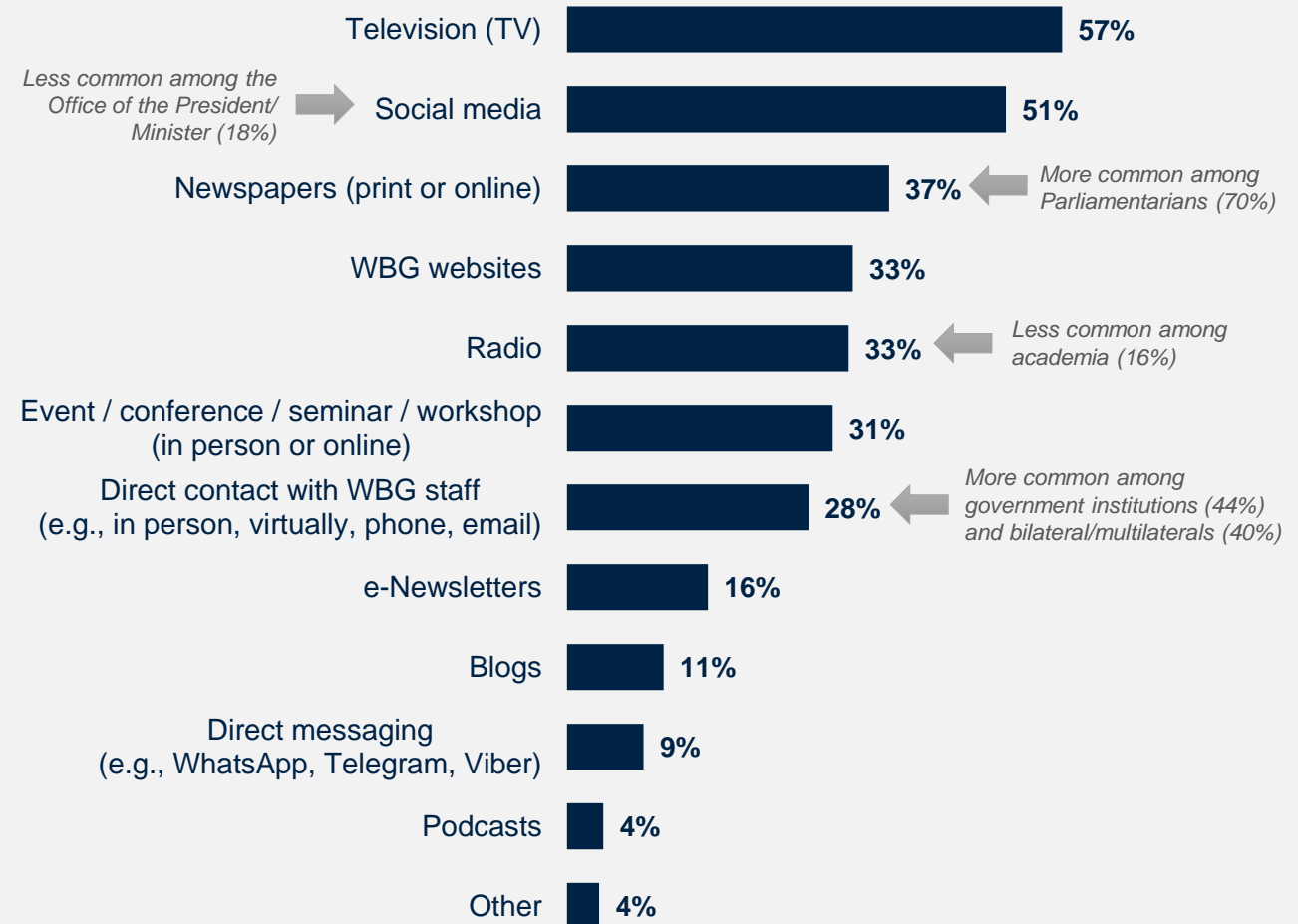
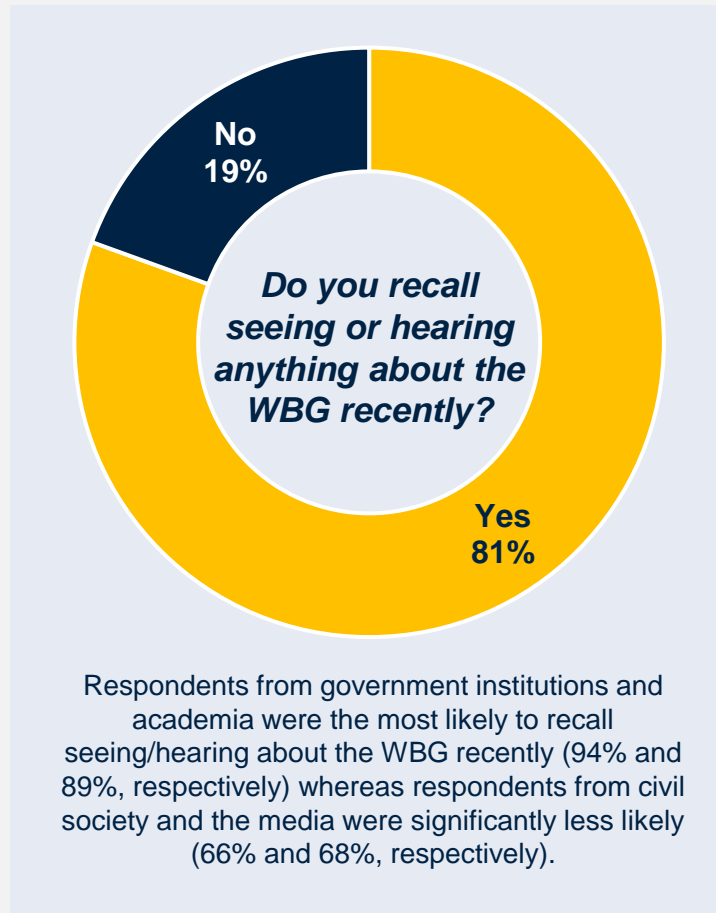
	All Respondents	Office of the President/ Minister	Office of a Parliamentarian	Government Institutions	Local Government	Bilateral/ Multilateral Agency	Civil Society	Private Sector	Academia	Media
Direct contact with staff <i>(e.g., in person, virtually, phone, email)</i>	62%	64%	46%	71%	71%	55%	62%	68%	68%	32%
Event / conference / seminar / workshop <i>(in person or online)</i>	57%	64%	69%	63%	63%	50%	43%	58%	52%	52%
Direct messaging <i>(e.g., WhatsApp, Telegram, Viber)</i>	28%	14%	8%	27%	29%	35%	41%	32%	32%	16%
e-Newsletters	22%	36%	31%	19%	4%	30%	32%	11%	32%	20%
Social media <i>(e.g., Facebook, Twitter)</i>	17%	0%	23%	11%	25%	15%	14%	11%	12%	52%
Other	2%	0%	0%	0%	0%	0%	0%	5%	0%	8%



How would you prefer to receive communication from the WBG? (Select up to 2)  
(Percentage of Respondents, N=258)

# 81% of Respondents Recalled Seeing/Hearing about the WBG Recently, Most Often on TV or Social Media

More than 8 in 10 respondents recalled recently hearing or seeing something about the WBG. Respondents most often reported seeing/hearing about the WBG on TV or social media.



# The WBG's Work on Climate Change, Food Security, and Ending Poverty were the Most Commonly Recalled Topics

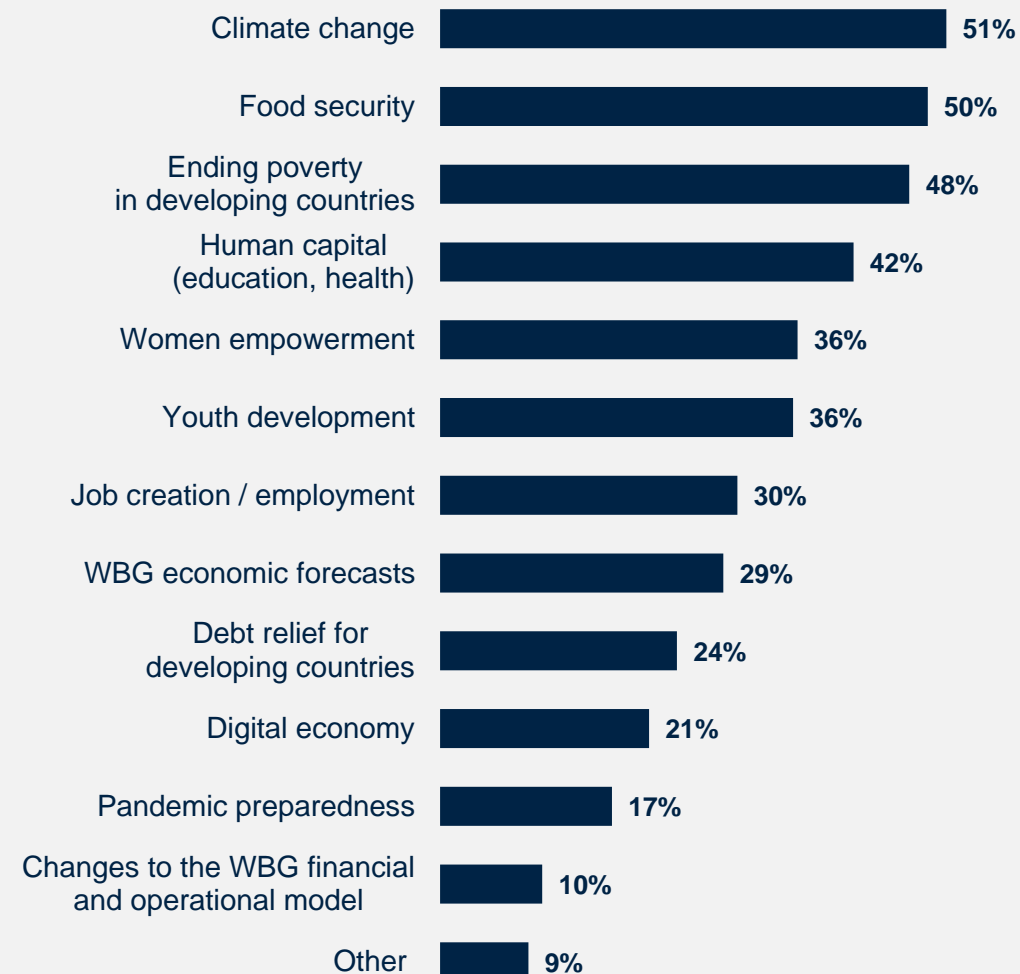
Respondents most frequently recalled the WBG's work or research on **climate change**, **food security**, **ending poverty** in developing countries, and **human capital**.

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

*"The WBG should form closer ties with the public service, understanding the inner workings, including strengths and limitations, to ensure that WBG projects and activities gain maximum traction in line with the aspirations of the ordinary Nigerian."* (Office of the President/Minister)

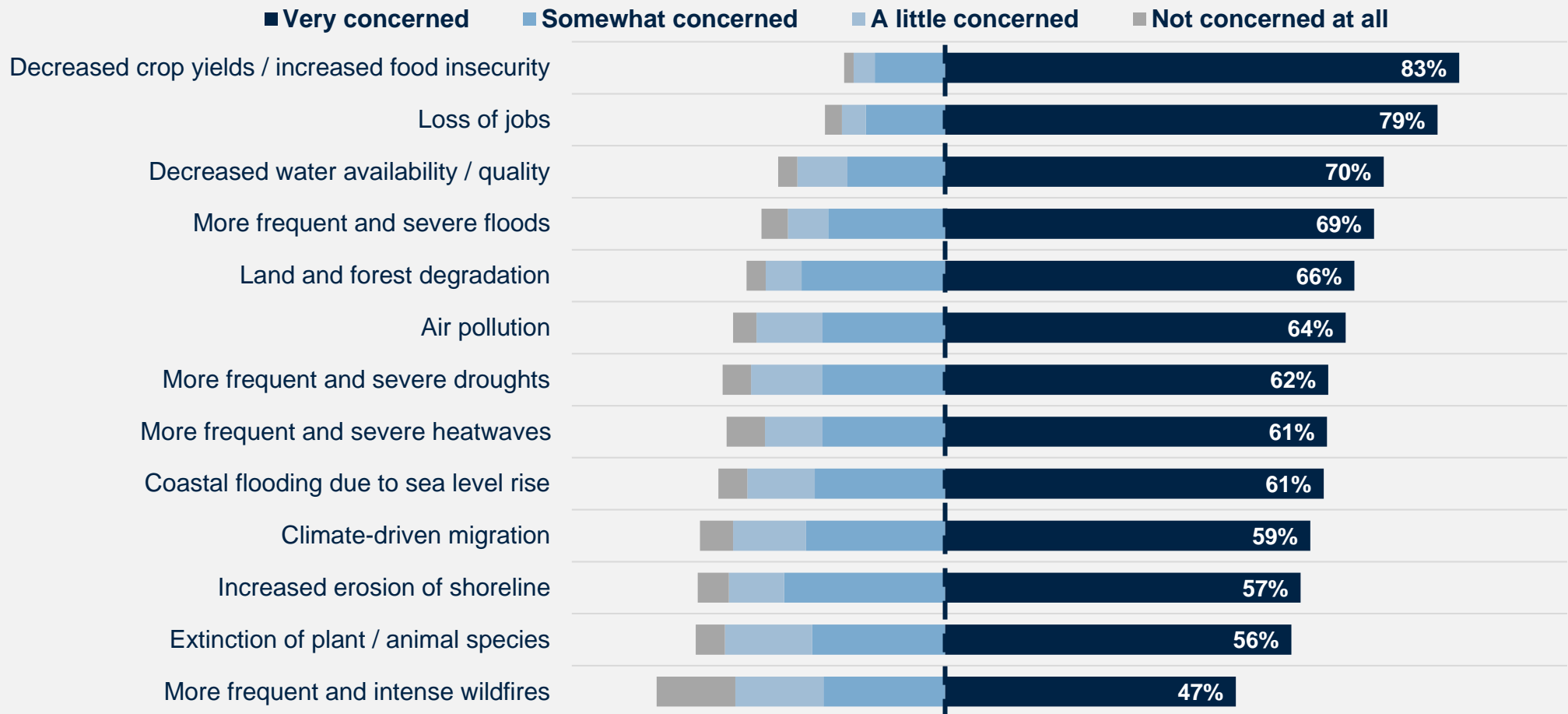
*"Use more of a multi-stakeholder approach in its intervention. Keep communication lines open and include more diversity and inclusion strategy. Focus also should be on social protection in the context of the economic strain on citizens."* (Civil Society Respondent)

*"It needs to tailor its work to better align with Nigerian needs and involve additional local expertise. Consider some ideas that are not Western-backed or do not originate from the West. In other words, the ideas being put forward should consider our domestic needs and alternative ideas from local experts."* (Media Respondent)



# Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Food Insecurity and Jobs

Approximately 8 in 10 respondents were **very concerned** about the potential impact of **decreased crop yields and increased food insecurity** and **loss of jobs** due to climate change in Nigeria. These key areas of concern should be taken into considered to make communications about climate change more impactful.



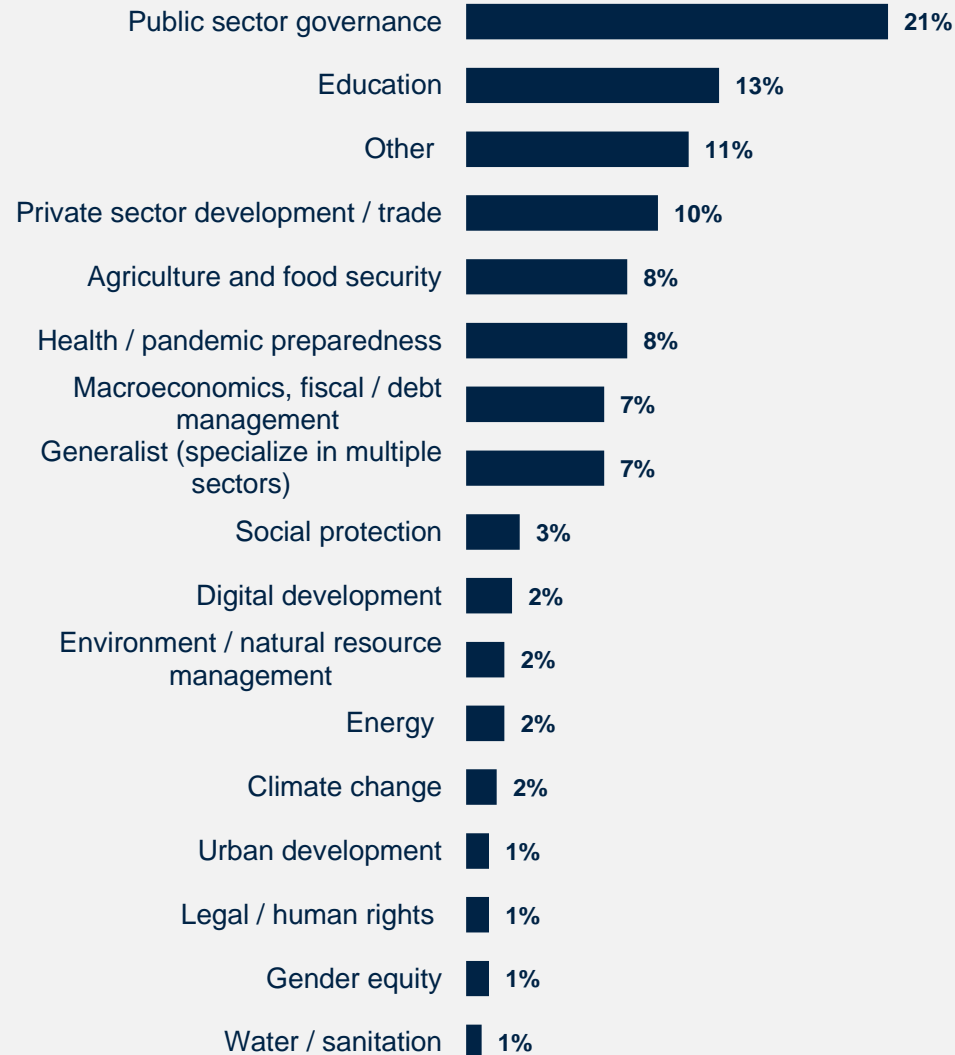
How concerned are you about the following potential impacts of climate change in Nigeria? (Percentage of Respondents, N=261)

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

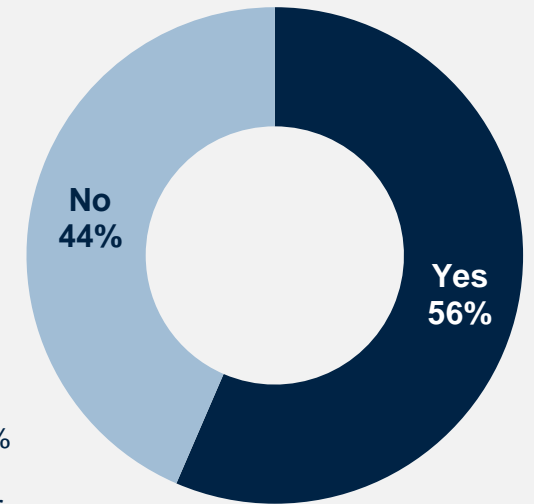


# Sample Demographics

## What is the primary specialization of your work? (N=258)

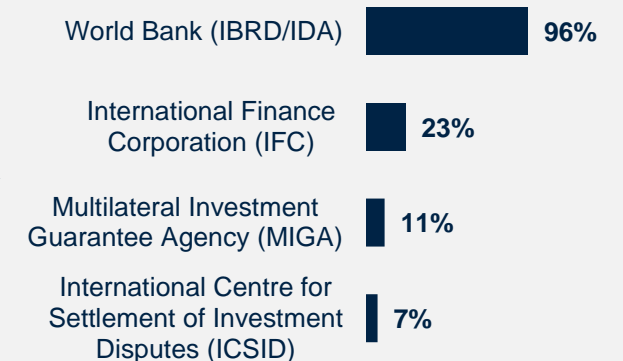


## Do you collaborate/work with the World Bank Group (WBG) in Nigeria? (N=262)



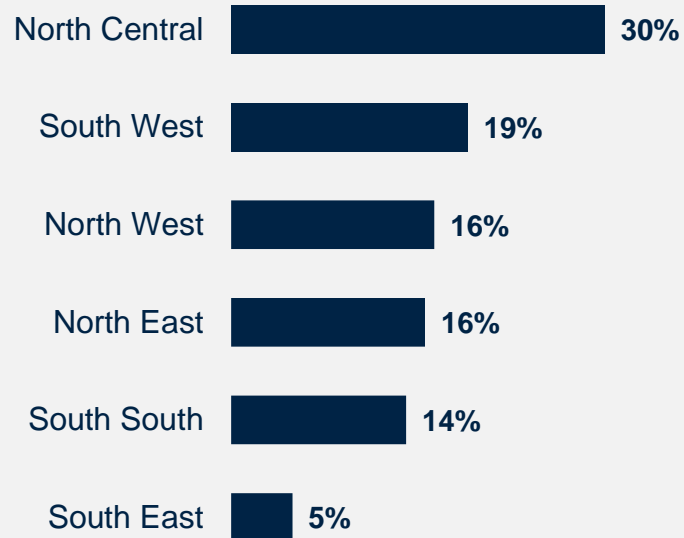
Respondents from the office of the President/Minister and government institutions were the most likely to collaborate/work with the WBG (85% and 88%, respectively) whereas respondents from the private sector and civil society were significantly less likely (23% and 37%, respectively).

## Which of the following WBG agencies do you collaborate/work with in Nigeria? (N=146)

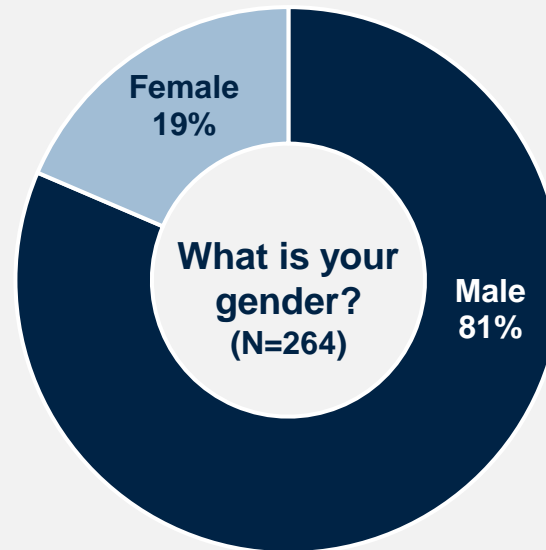
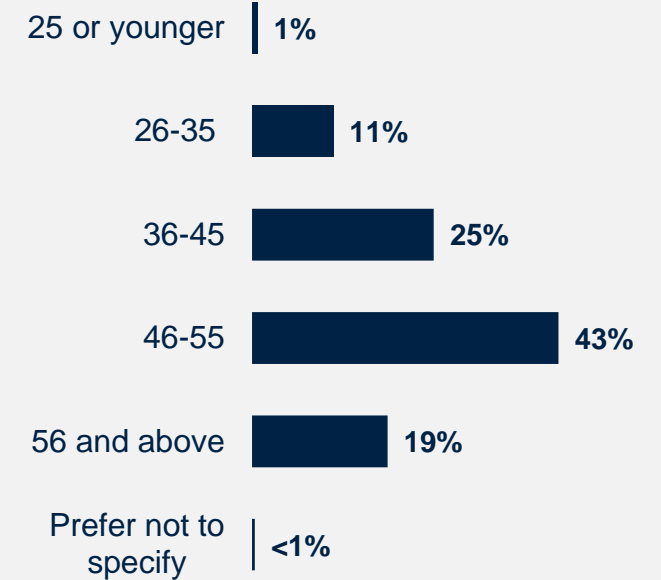


# Sample Demographics (continued)

Which best represents your geographic location? (N=263)



What's your age? (N=263)



# Detailed Methodology

From **April to July 2024**, a total of 526 stakeholders in Nigeria 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, Minister, and Parliament, government institutions, local governments, bilateral or multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **271 participated in the survey (52% response rate)**. Respondents received the questionnaire via courier and returned it accordingly, or completed the questionnaire via the online platform.

**This year’s survey results were compared to the FY19 Survey, which had a response rate of 74% (N=505).**

Comparing responses across Country Surveys reflects changes in attitudes over time, as well as changes in respondent samples, methodology, and the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. However, the stakeholder compositions for both survey years should be taken into consideration when interpreting these comparisons, as there were larger samples from government principals, bilateral/multilateral agencies, and the private sector, and smaller samples from government institutions and civil society in FY24.

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 “Nigeria COS FY24 Appendices with data breakdown and qualitative comments.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Percentage of Respondents	FY 2019	FY 2024
<b>Government Principals:</b> Office of the President, Minister, Parliamentarian	6%	10%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	33%	25%
<b>Local Government</b>	7%	9%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	2%	7%
<b>Civil Society Organization:</b> Local and regional NGO, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	18%	14%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	11%	15%
<b>Academia / Research Center</b>	10%	10%
<b>Media</b>	10%	9%
<b>Other</b>	2%	0%
<b>Total Number of Respondents*</b>	<b>489</b>	<b>271</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\_6.** How much do you trust the World Bank Group to do what is right for Nigeria? Scale: 1 Not at all – 10 Very much

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

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

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

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

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 Nigeria

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

**C1\_3.** Flexibility when circumstances change in Nigeria

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

To what extent is the WBG an effective development partner in Nigeria, 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 donors and 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 Nigeria.

**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 Nigeria.

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





CountryOpinionSurveys

# Thank you

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

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