



CountryOpinionSurveys

# FY 2025 Sierra Leone Country Opinion Survey Report

# Acknowledgements

The Sierra Leone Country Opinion Survey is part of the Country Opinion Survey Program series of the World Bank Group. This report was prepared by the Business Intelligence (BI) team, led by José De Buerba (Senior External Affairs Officer) and Svetlana Markova (Senior External Affairs Officer). Yulia Danilina, Jessica Cameron, Nan Lin, and Sofya Gubaydullina oversaw the design, reporting, and analysis of the survey results. Noreen Wambui and Irina Popova provided data support.

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# Objectives

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

- 1. Overall Views of the WBG:** How familiar are stakeholders with the WBG? How much do they trust the WBG? What opinions do stakeholders have of the WBG regarding its effectiveness and relevance to development in Sierra Leone? Are these perceptions improving or declining? Do stakeholders feel that the WBG has changed for the better or the worse in the past two years?
- 2. The WBG's Work on Development Priorities:** What areas of development are perceived to be the most important? Has the WBG helped achieve the goals of its projects in these areas? How did these projects impact the people of Sierra Leone, and how could the WBG have been more helpful?
- 3. WBG Instruments:** What do key stakeholders value the most regarding the WBG's work in Sierra Leone? What opinion do key stakeholders have of WBG financial instruments and knowledge products? How are stakeholders using WBG knowledge work, and has it influenced government policy in Sierra Leone?
- 4. The WBG's Engagement and Collaboration:** How is the WBG perceived as a development partner in Sierra Leone? Are opinions improving or declining?
- 5. Communications:** What are the preferred communication channels, and do they differ between stakeholder groups? Do stakeholders recall any WBG messaging? What key topics does the WBG communicate that stakeholders recall? What information do stakeholders want from the WBG?



# Methodology Overview

## Fielded in December 2024 – March 2025

- 525 potential participants were asked to complete the survey
- Respondents completed the questionnaire with a representative of the field agency, a few completed it online
- List of names provided by the WBG country team and supplemented by the field agency
- Data collection managed on the ground by the field agency

## 492 participants (93% response rate)

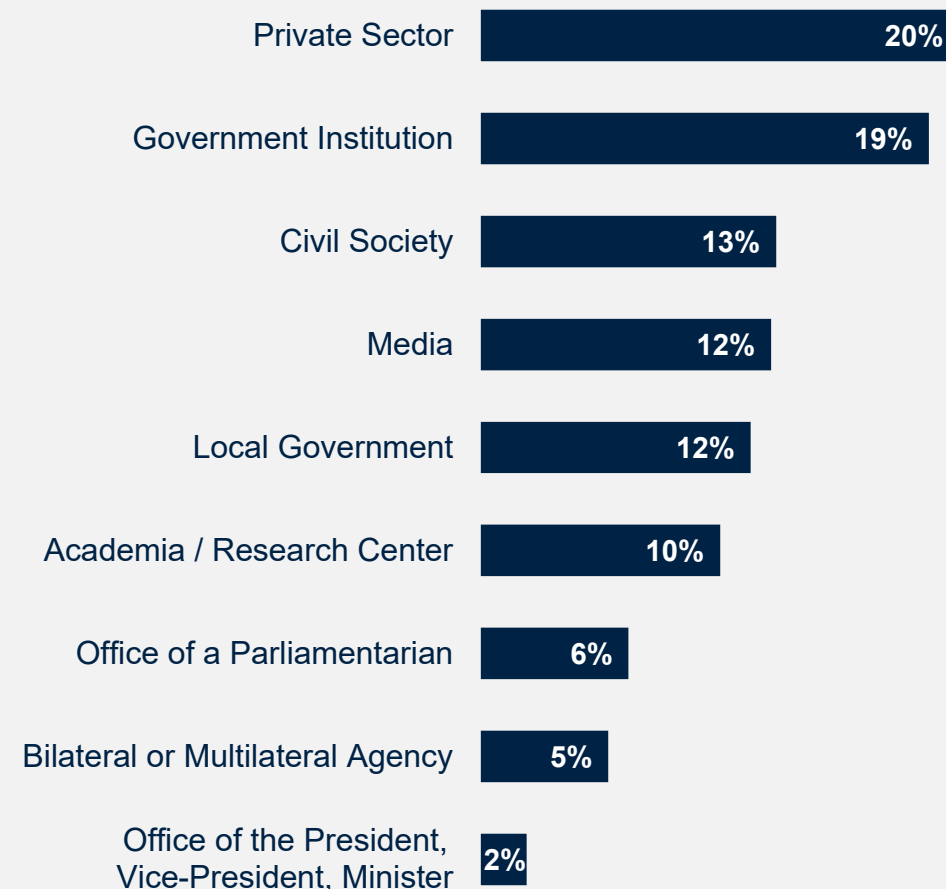
- 84% from Freetown and vicinity
- 65% have collaborated with the WBG within the past 3 years

## Compared to the FY22 Country Survey Results

- 348 participants (91% response rate)
- 39% collaborated with the WBG
- Differences in stakeholder compositions for both survey years should be considered when interpreting these comparisons

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

## Stakeholders in FY25 COS Sample



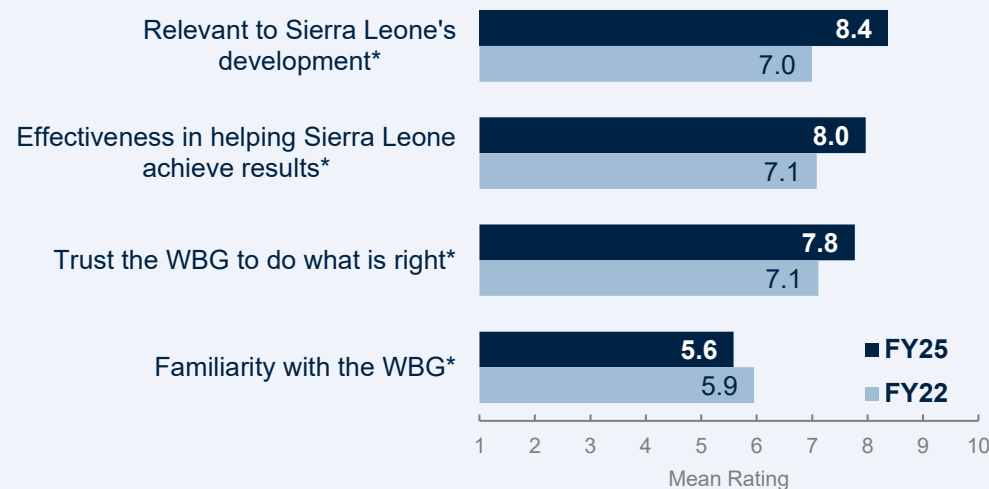
What is your primary professional affiliation? (Select only 1 response)  
(Percentage of Respondents, N=460)

# Executive Summary

## 1. Overall Views of the WBG:

In FY25, stakeholders reported lower levels of **familiarity** with the WBG’s work than in the FY22 Country Survey. However, their levels of **trust** in the WBG and their perceptions of the WBG’s **relevance** to Sierra Leone’s development and **effectiveness** in helping the country achieve results have **significantly improved compared to FY22**. The WBG was considered one of the most trusted institutions in Sierra Leone and received the highest ratings for effectiveness and relevance among multilateral agencies. In addition, respondents in Sierra Leone gave higher ratings for the WBG’s relevance, effectiveness, and trust than respondents in other Western and Central African countries and IDA countries surveyed in FY24-FY25.

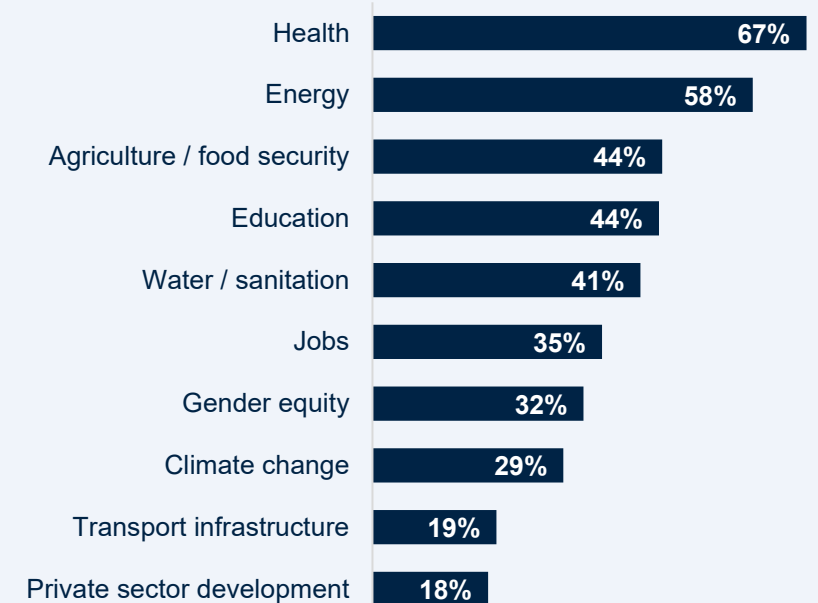
In terms of the WBG’s reform efforts in the past two years, **stakeholders saw the most progress in the Bank improving people’s lives in Sierra Leone** (72% somewhat/significantly better) and strengthening the technical quality of WBG projects (71%).



## 2. The WBG’s Work on Development Priorities:

A majority of stakeholders in FY25 identified **health** and **energy** as the top priorities for the WBG’s support going forward.

**When asked how helpful the WBG was in achieving project goals, 99% said the Bank was helpful**, with 72% of respondents saying, “Very Helpful”. In their qualitative comments regarding how to make the WBG more effective in Sierra Leone, respondents consistently mentioned **key development areas** – agriculture, climate change, governance, human capital, and private sector development. However, many stakeholders felt that the WBG should **increase its financial support to sufficiently meet the country’s needs**. Respondents also discussed that **projects need to be better adapted locally** (needs, capacity, and context) to be more effective, include **appropriate monitoring/evaluation and transparency** to ensure intended outcomes are achieved, and provide sufficient **capacity building and technical support** to ensure the sustainability of development.

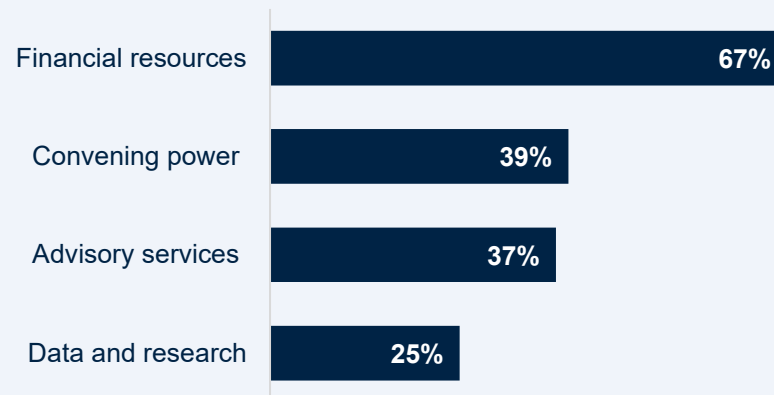


# Executive Summary (continued)

## 3. WBG Instruments:

Stakeholders considered the WBG's **financial resources** to be its greatest value to Sierra Leone. Compared to the FY22 survey results, respondents in FY25 had significantly higher levels of agreement that the **WBG provides timely financial support** (mean=7.1) that **meets Sierra Leone's needs** (mean=7.7) with **reasonable standards and requirements** (mean=6.8).

Despite these improvements, in their open-ended responses regarding how to make the WBG more effective in Sierra Leone, stakeholders consistently discussed their desire for the WBG to **increase its financial support** to Sierra Leone to better address the country's needs. Respondents also felt that the WBG could **approve projects and disburse funds more quickly**. In addition, stakeholders would like to see improved monitoring and evaluation of projects to ensure accountability in the use of funds as well as more capacity building, technical support, and implementation assistance to ensure the sustainability of the projects that the WBG funds.



When asked about their use of the WBG's **knowledge work**, **respondents most often reported attending workshops or trainings** (33%), **using the WBG's research/analytical reports** (28%), and **data resources** (26%) in the past three years; 38% of respondents said that they had not used the WBG's knowledge work. Stakeholders used WBG knowledge products to strengthen capacity building, training, and skills development; influence policy decisions; tasks related to data collection, analysis, and management; and for research in articles and reports. Moreover, 65% of respondents said that **WBG policy advice had influenced government policy** in Sierra Leone.

Overall, stakeholders shared very positive perceptions of WBG's knowledge, including that the WBG's knowledge work makes a **significant contribution to development results** in Sierra Leone (mean=8.0, significantly improved compared to FY22), that they are **satisfied with the quality** of the WBG's knowledge work (mean=7.9), and that **working with the WBG increases Sierra Leone's institutional capacity** (mean=7.7, significantly improved compared to FY22).

In their written comments regarding how to make the WBG more effective in Sierra Leone, respondents emphasized that the **WBG's knowledge work should accompany any financial support** provided by the WBG, that **capacity-building is essential** to the sustainability of projects, and that **implementation and technical support** ensures the effectiveness of WBG-supported projects. Some respondents also discussed the need for **more knowledge-sharing**, especially into local areas.



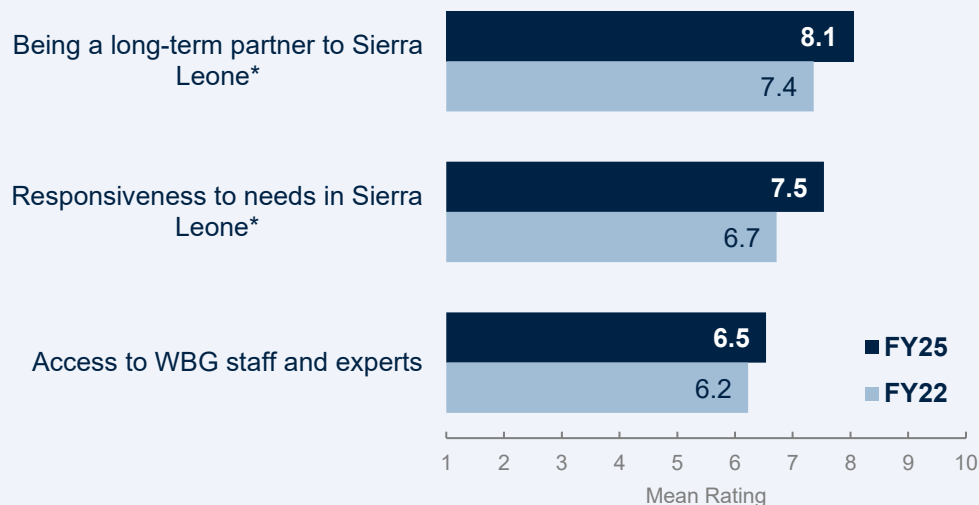
# Executive Summary (continued)

## 4. The WBG's Engagement and Collaboration:

In FY25, stakeholders had significantly more positive perceptions of the WBG as a development partner compared to the FY22 survey, especially in being a **long-term partner** and its **responsiveness** to the needs of Sierra Leone.

The WBG received the highest ratings for the effectiveness of its **collaboration with the national government and other donors/development partners** (both means=7.9 and significantly improved compared to FY22). Perceptions of the WBG's collaboration with **civil society** and the **private sector** were relatively lower (means=7.2 and 6.7, respectively), but still have significantly improved since FY22.

In addition to its partnership with the national government, stakeholders would like the WBG to **collaborate more with local governments** (40%), **civil society** (34%), and **private sector** (34%).



In terms of the WBG **working with the private sector**, 62% of respondents felt the WBG was at least somewhat better at creating investment opportunities in Sierra Leone. 80% of government and private sector respondents identified the **main challenge to private sector development as access to finance**. To make the WBG more effective in its operations, respondents noted that the WBG should engage more with the private sector; increase coordination between the WBG, private sector, government, and other stakeholder groups; and promote more investment-friendly policies.

In their open-ended responses, stakeholders highlighted that **increased WBG collaboration and engagement should go along with increased financial support**. Respondents wanted the WBG to engage more with government, academia, private sector, civil society, and other donors/development partners **to establish a more coordinated effort** in tackling Sierra Leone's development challenges. Respondents also noted that strengthened **engagement with local authorities** could increase awareness of local needs and context to **better align WBG support and implementation**.

## 5. Communications:

WBG **social media** (50%), **direct contact** (44%), and **website** (41%) were indicated as the preferred WBG's communications channels, and **case studies** of WBG projects (51%) and **regular updates** on WBG activities (46%) were considered the most useful information types sought by stakeholders to better understand the WBG's role.

**61% of respondents recalled seeing or hearing about the WBG recently**, primarily in traditional media (69%) or social media (58%), most often regarding the CCDR (50%) or economic forecasts (46%).



# *Overall Views of the World Bank Group*



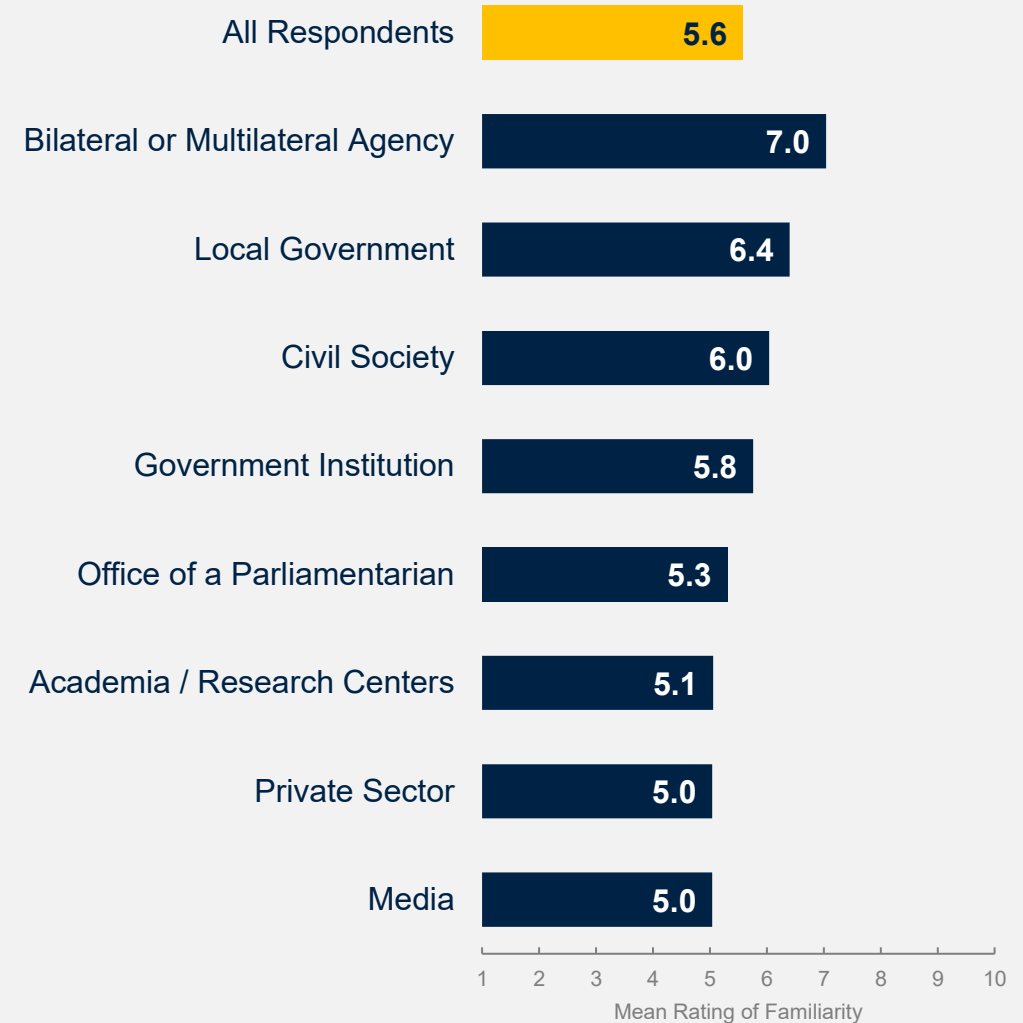
# Familiarity With the WBG is Lower than in FY22; Bilaterals/Multilaterals Most Familiar; Academia, Private Sector, and Media Least Familiar with the WBG

- Comparison of FY22 and FY25:** Respondents reported significantly lower levels of familiarity with the WBG compared to respondents in FY22:

Mean familiarity: **FY25 = 5.6**  
**FY22 = 5.9**

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

Mean familiarity: **Collaborate with WBG = 7.1**  
**Do not collaborate = 4.7**



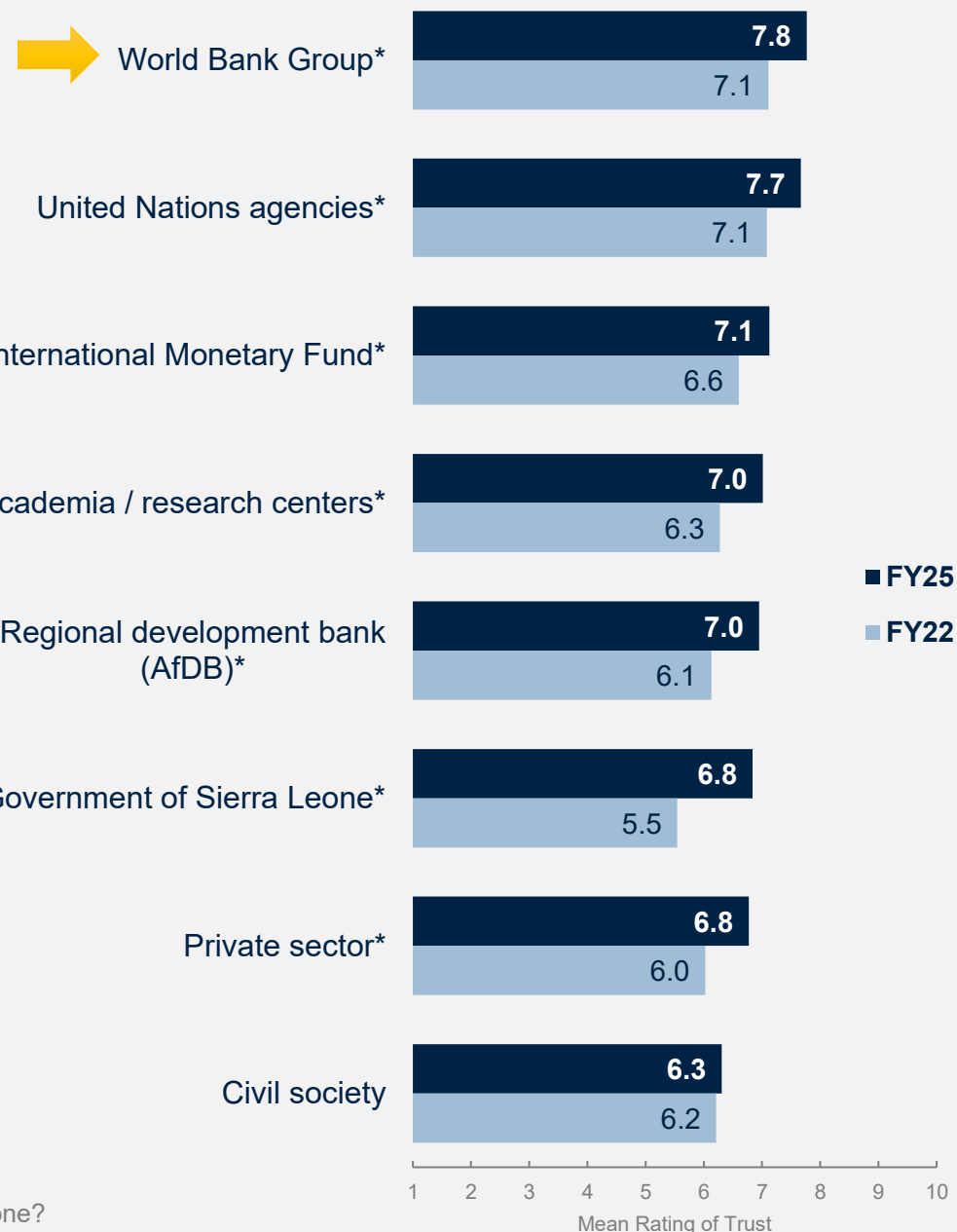
1 2 3 4 5 6 7 8 9 10  
 Mean Rating of Familiarity

Significant difference in familiarity ratings between stakeholder groups

# The WBG and UN Rated the Most Trustworthy Institutions in Sierra Leone

Nearly all institutions received significantly **higher ratings of trust in FY25 compared to FY22**, especially the government of Sierra Leone.

- Significant stakeholder group differences were found in the trust ratings for several institutions, but not the WBG. Results of this analysis can be found in the “Sierra Leone COS FY25 Appendices.xlsx” file.



How much do you trust each of the following institutions to do what is right for Sierra Leone?

Scale: 1 Not at all – 10 Very much

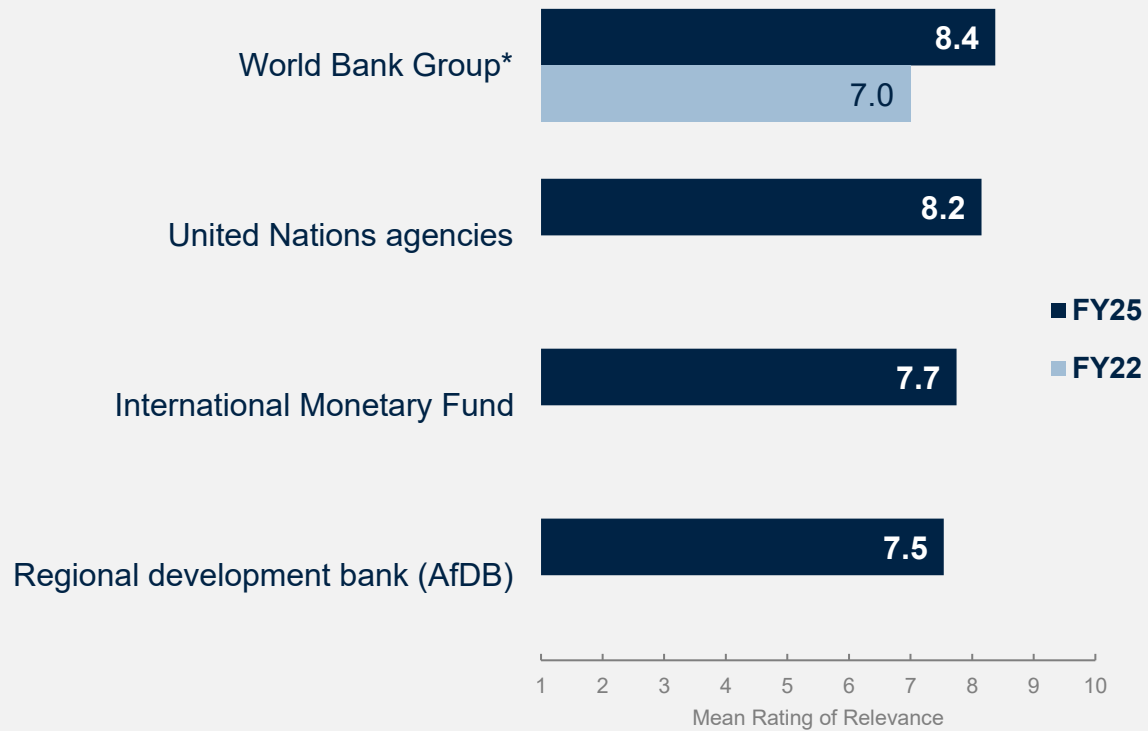
The WBG was rated similarly to the UN, but significantly higher than the IMF.

\*Significant difference between years

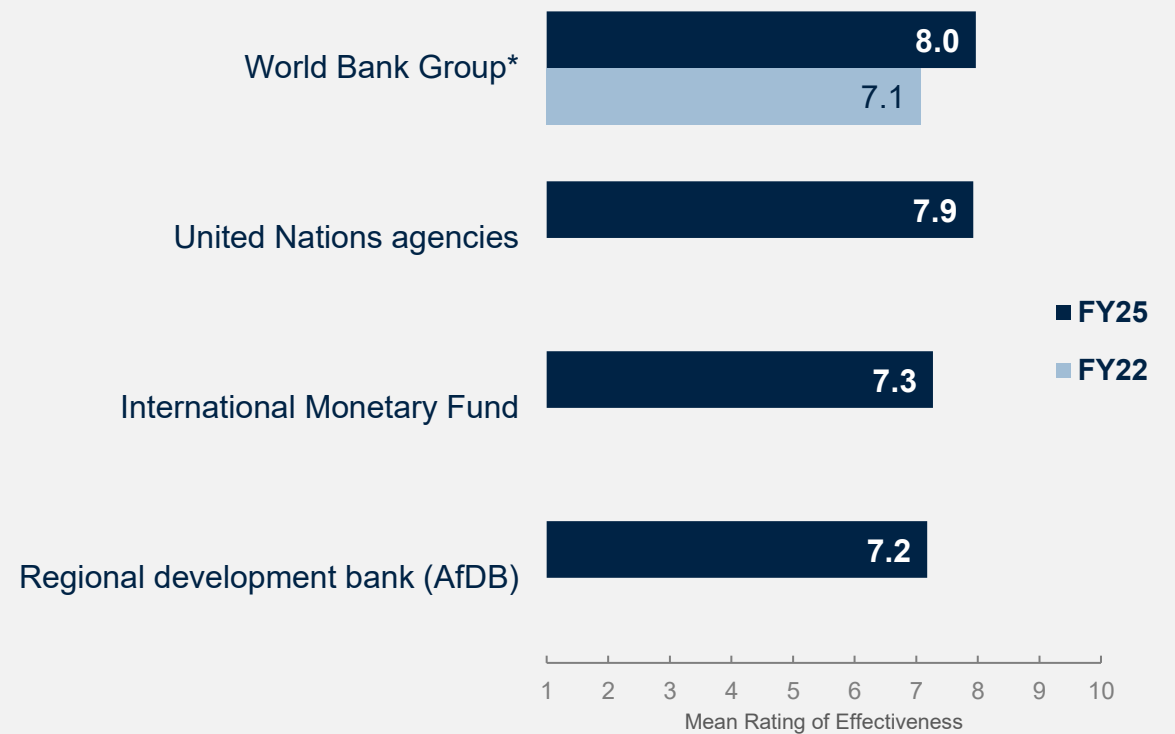
# WBG Effectiveness and Relevance in Comparative Context

Respondents rated the WBG as the **most relevant** to development in Sierra Leone and the **most effective** in helping Sierra Leone achieve development results. Compared to the FY22 COS, respondents this year rated the WBG significantly more positive in terms of its relevance and effectiveness in achieving results.

## RELEVANCE to Sierra Leone's development



## EFFECTIVENESS in achieving development results

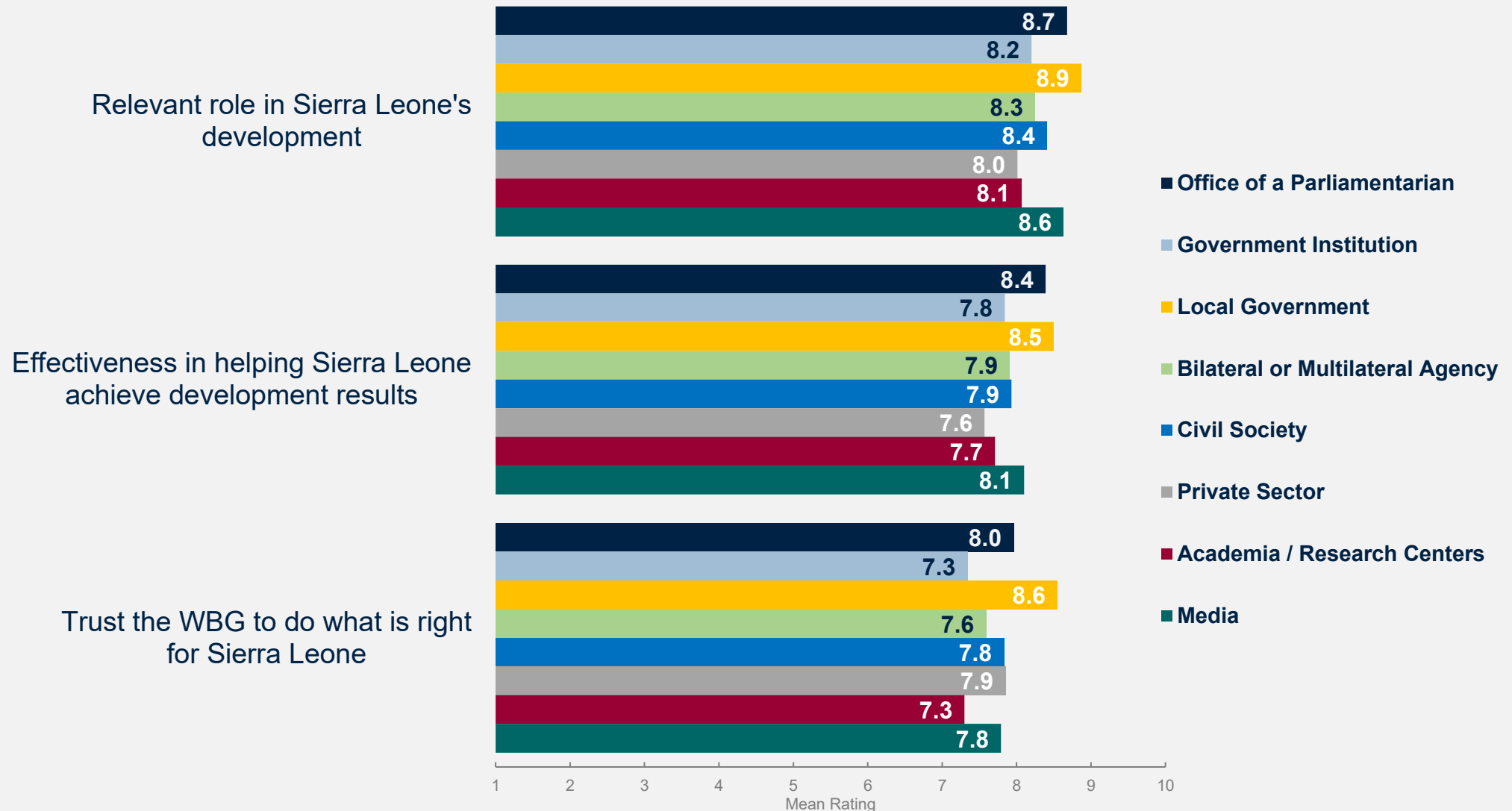


\*Significant difference between years



How relevant is each of the following organizations to Sierra Leone's development? Scale: 1 Not at all – 10 Very much  
 How effective is each of the following organizations in helping Sierra Leone achieve development results? Scale: 1 Not at all – 10 Very much  
 The WBG was rated significantly higher than the UN for relevance and significantly higher than the IMF for effectiveness.

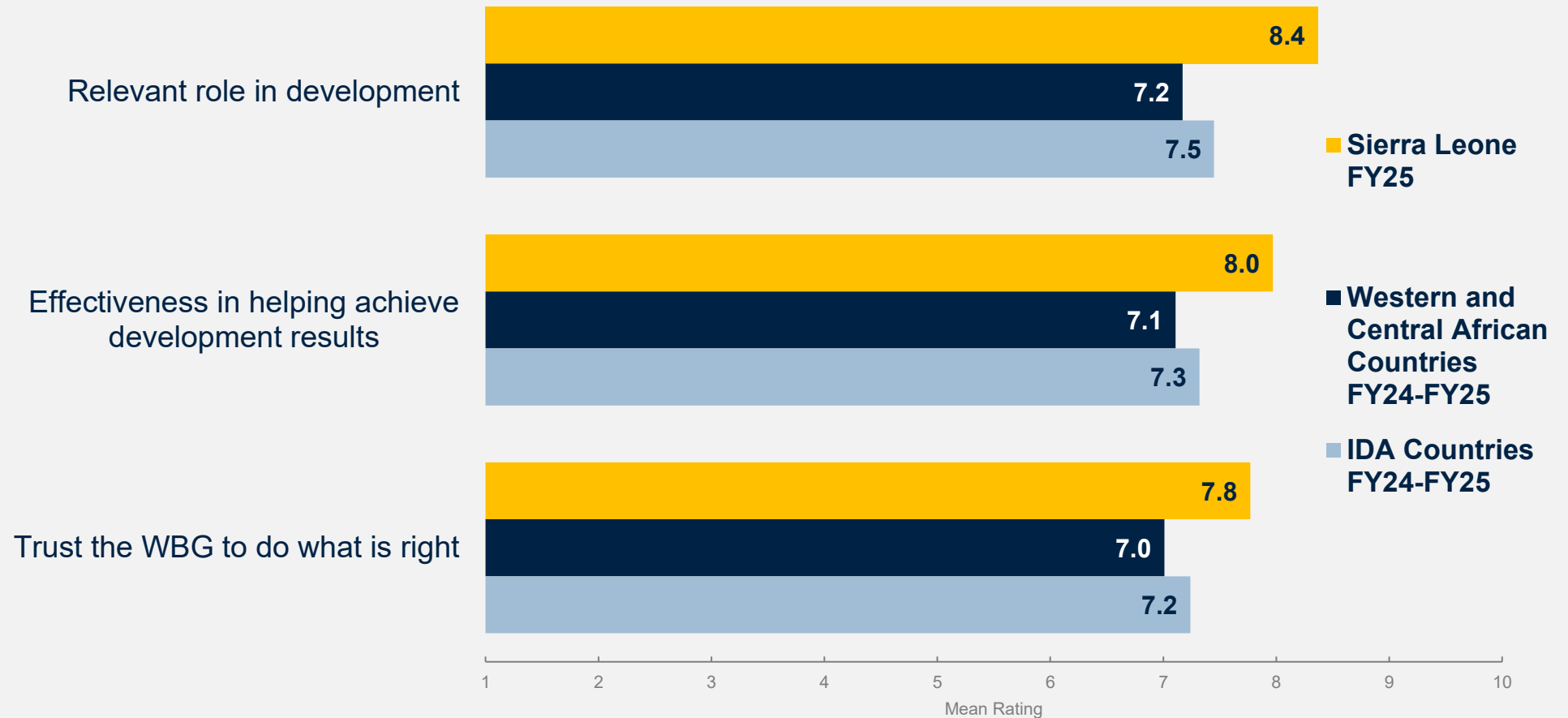
# Across Key Indicators, Stakeholders From All Stakeholder Groups Were Similarly Positive About the WBG



For question wording and scales, please see previous slides.



# Stakeholders in Sierra Leone Rated Their Trust in the WBG and its Relevance and Effectiveness Higher Than in Other IDA Countries and Other Western & Central African Countries



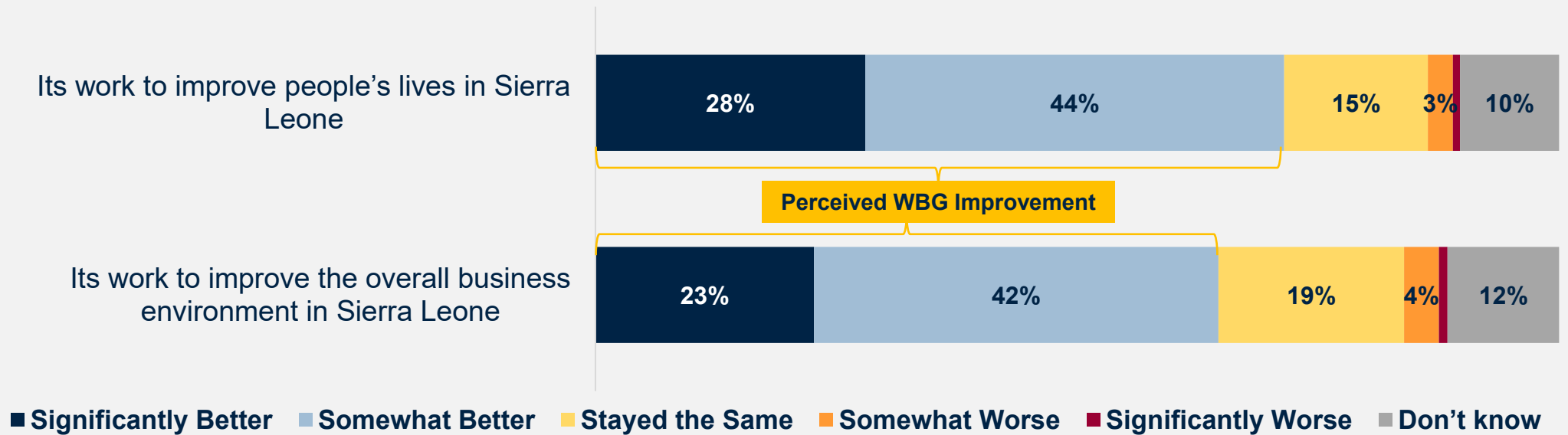
Western and Central African countries in FY24-FY25 included: Benin, Burkina Faso, Cameroon, Chad, Equatorial Guinea, Guinea-Bissau, Liberia, Mauritania, Nigeria, Senegal, and Togo.

IDA countries in FY24-FY25 included: Bangladesh, Benin, Bhutan, Burkina Faso, Burundi, Cambodia, Chad, China, Comoros, Democratic Republic of Congo, Ethiopia, Guinea-Bissau, Kosovo, Lao PDR, Lesotho, Liberia, Malawi, Maldives, Mauritania, Rwanda, Senegal, Solomon Islands, Somalia, South Sudan, Sri Lanka, Tajikistan, Togo, and Zambia.



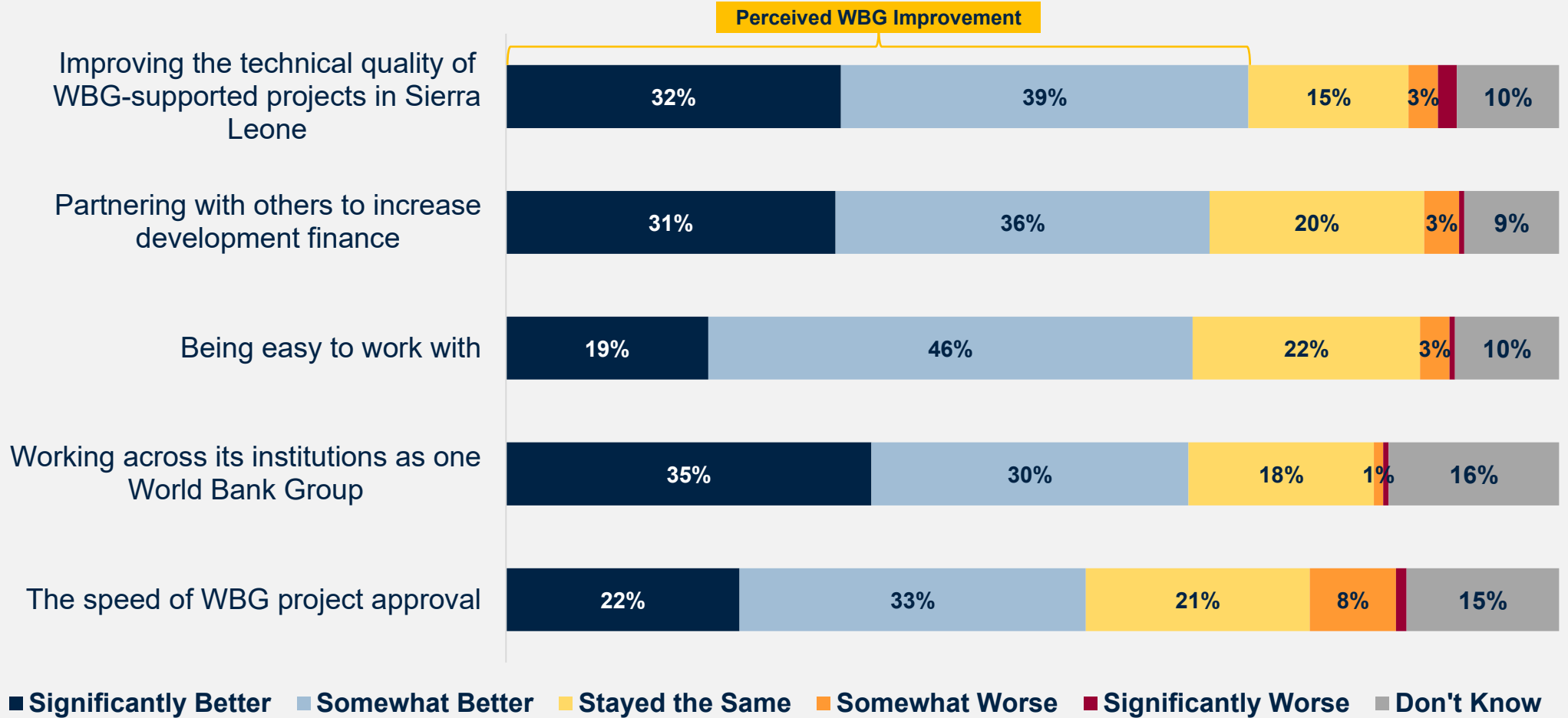
# Approximately 7 in 10 Stakeholders Said the Bank Has Gotten Better at Improving People's Lives and the Business Environment in Sierra Leone Over the Past Two Years

Based on your experience, in the past two years, how has the WBG changed in terms of...



# Approximately 7 in 10 Stakeholders Said the WBG Has Improved the Technical Quality of its Projects in Sierra Leone Over the Past Two Years

Based on your experience, in the past two years, how has the WBG changed in terms of...



Based on your experience, in the past two years, how has the WBG changed in terms of ... (Only asked those from Government or Bilateral or Multilateral Agencies or those who said they collaborate with the WBG from Civil Society, Private Sector, Academia/Research Centers, and the Media. Percentage of Respondents, N≈213)

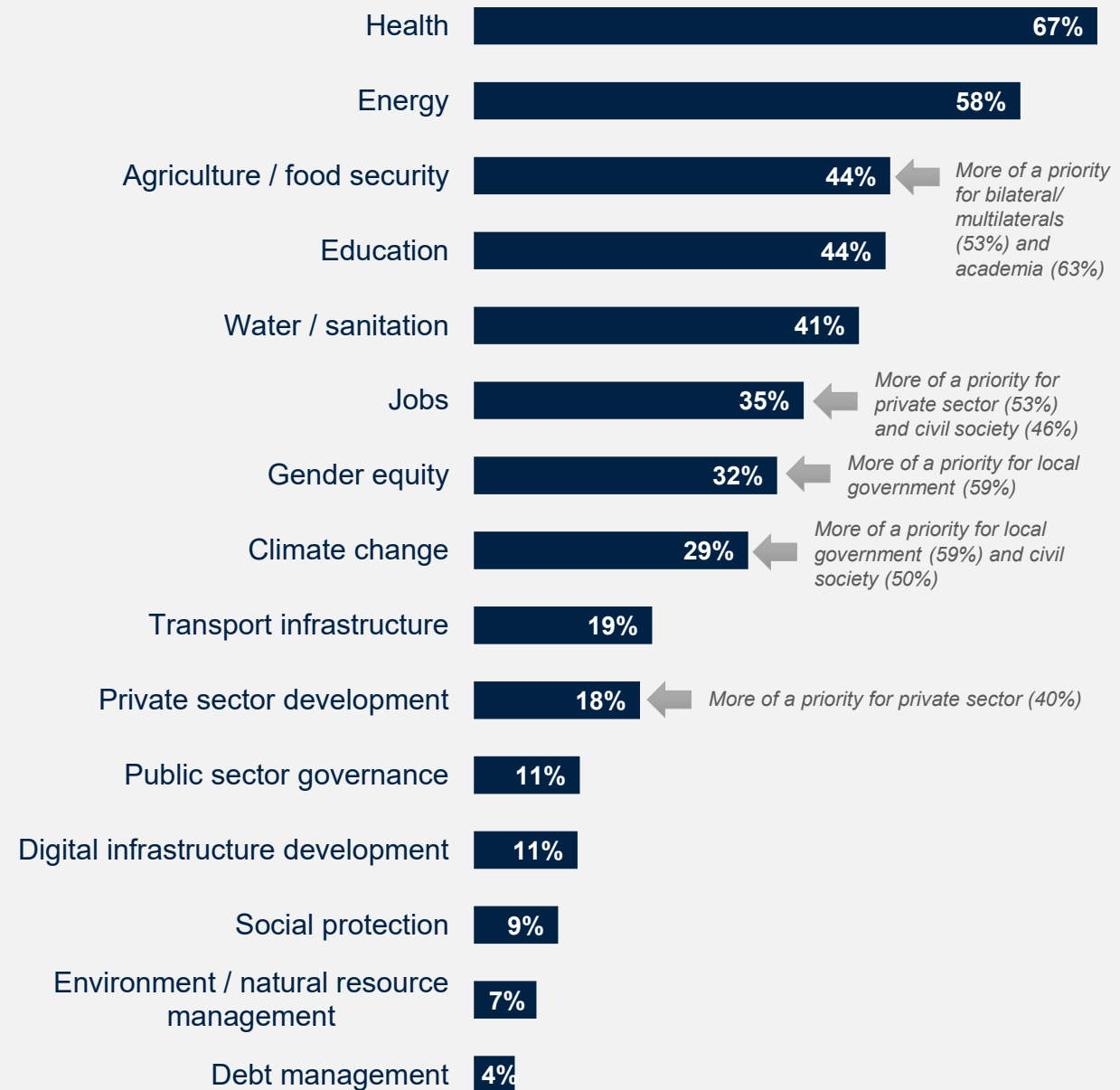
# ***The WBG's Work on Development Priorities***



# Health and Energy Were Stakeholders' Top Development Areas for WBG Focus

In respondents' comments answering the question of how the WBG can be more effective in Sierra Leone<sup>^</sup>, they discussed key development areas and the need for the WBG to better align its support.

- Respondents consistently mentioned key development areas – agriculture, climate change, governance, human capital, and private sector development.
- Many respondents felt that the WBG should increase its financial support to sufficiently meet country needs.
- Respondents discussed the need for more collaboration with local governments (some suggested to decentralize WBG operations) to ensure projects are adapted to local needs, capacity, and context.
- Increased monitoring and evaluation, as well as increased transparency, were discussed to ensure WBG projects achieve intended outcomes.
- Capacity building and technical support were also discussed to ensure the sustainability of development.



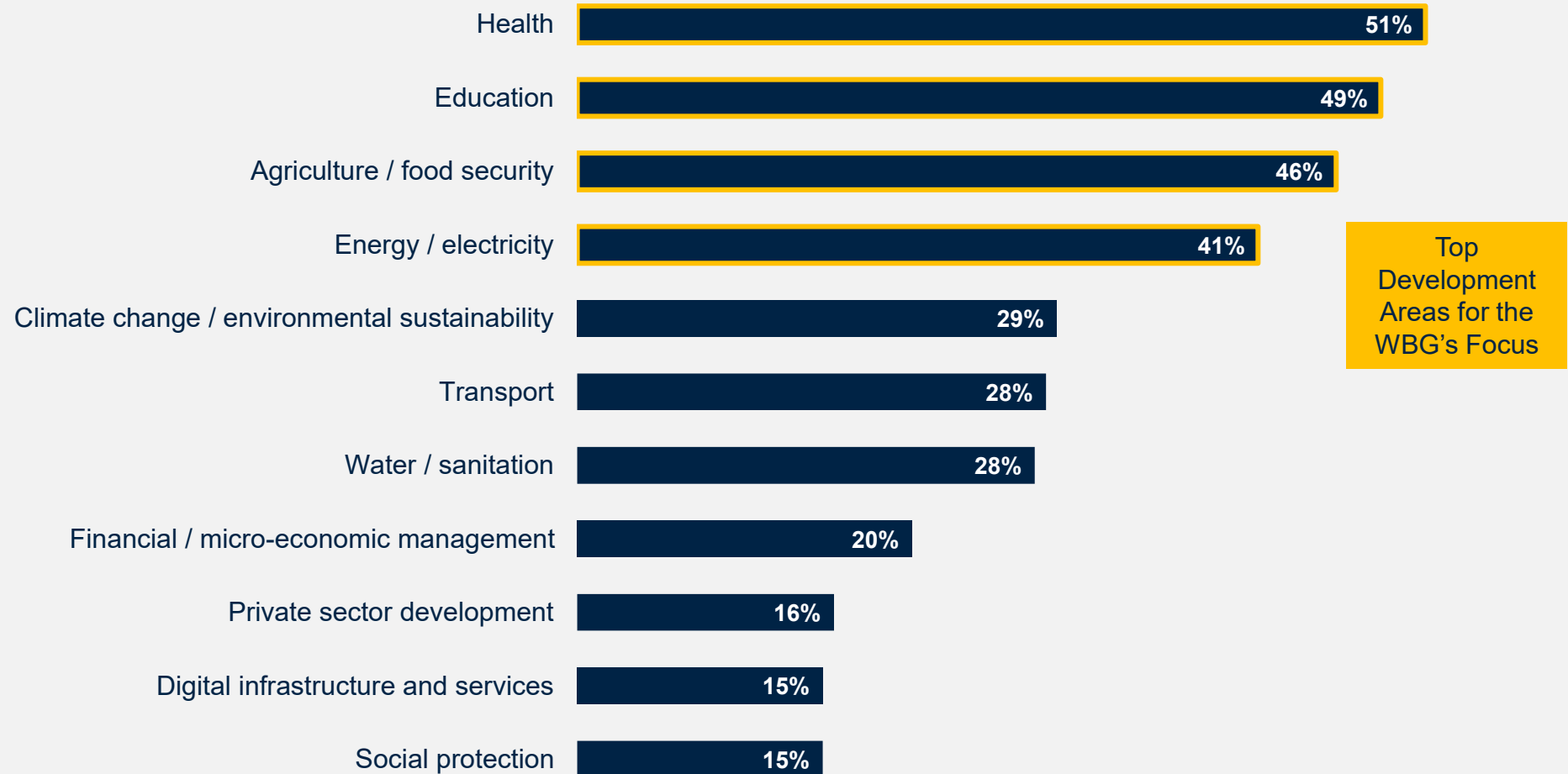
Which areas should the WBG prioritize to have the most impact on development results in Sierra Leone? (Select up to 5) (Percentage of Respondents, N=389)

<sup>^</sup>What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Sierra Leone? (N=272)



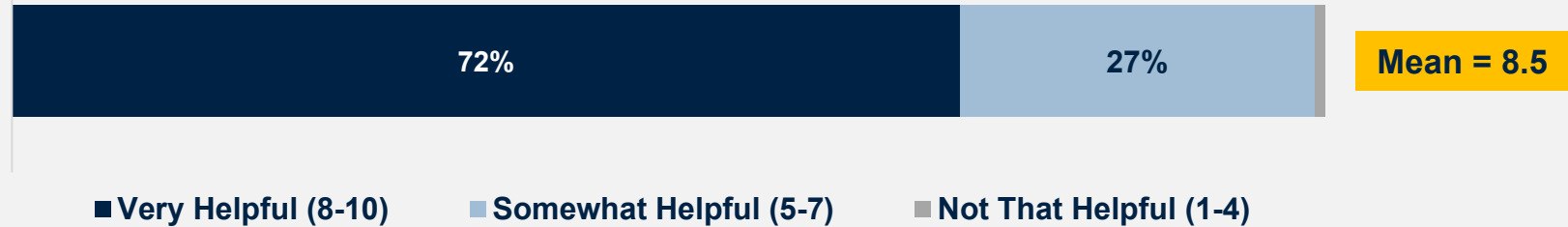
# WBG Clients Indicated They Were Most Familiar With a Project Involving the Top Development Priorities

A majority of respondents identified more than one development area that the project supported (64%), more than a quarter of respondents identified cross-cutting projects involving six or more development areas (26%).



# 99% of WBG Clients Said the WBG Was Helpful in Achieving Project Goals, With 7 in 10 Saying “Very Helpful”

How helpful was the WBG in achieving the goals of this project or initiative?



## In Open-Ended Comments, Clients Discussed the Impact the WBG-Supported Project Had on the People of Sierra Leone

*“Capacity of staff were developed to help miners in the artisanal mining sector in the country.”* (Government Institution Respondent discussing **Extractive Technical Assistance** project)

*“Helped hundreds of young men of women gain marketable skills in agriculture, renewable energy, hospitality.”* (Private Sector Respondent discussing **Skills Development Fund**)

*“1. Reduction of death among pregnant women 2. Improved the capacity of school-going pupils in communities.”* (Local Government Respondent discussing **Reconstruction of health facility and Construction of three classrooms**)

*“Under this project, about 1000 hectares (Ha) of Inland Valley Swamps (IVSs) rehabilitated for rice production and building capacity of smallholder farmers for the cultivation of 50 ha of vegetable production using conditional cash for work modalities by promoting youth employment in vulnerable communities in Sierra Leone.”* (Bilateral/Multilateral Agency Respondent discussing **Technical Support for the Implementation of the Food Systems Resilient Program**)

*“Their timely response when it come to some complex emergency assistance, for instance their timely Intervention during the mud slide in Sierra Leone.”* (Civil Society Respondent discussing **Climate Change/Environmental Sustainability** projects)

# *The WBG's Instruments*



# More Than Two-Thirds of Respondents Considered the WBG's Financial Resources As Its Greatest Value

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

67%

Convening power (e.g., bringing together different stakeholder groups, donor / development partner coordination, mobilizing 3rd party financial resources)

39%

Advisory services (e.g., capacity building and training, policy advice, technical assistance)

37%

Data and research (e.g., statistics, reports, research on global development issues)

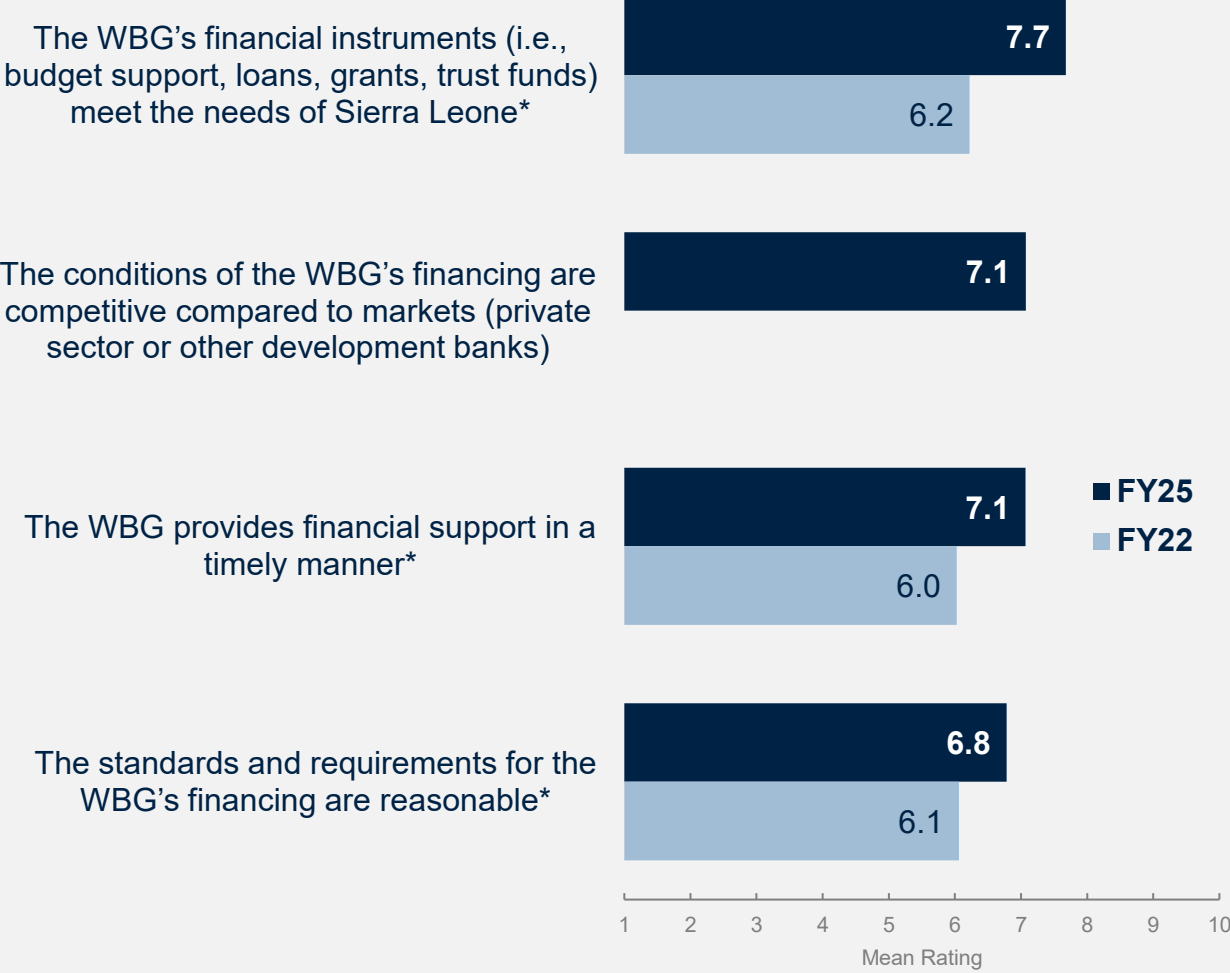
25%



# More Positive Perceptions of WBG Financial Instruments in Sierra Leone Compared to FY22 COS Results

In respondents' comments answering the question of how the WBG can be more effective in Sierra Leone^, they discussed that the WBG should increase its financial support and ensure it is impactful.

- Respondents consistently discussed their desire for the WBG to increase its financial support to Sierra Leone to better address the country's needs.
- In addition to increased financial support, respondents wanted the WBG to increase its monitoring and evaluation of projects to ensure accountability and effectiveness in the use of WBG funds.
- Respondents also discussed the need for more capacity building, technical support, and implementation assistance to ensure the sustainability of projects using WBG funds.
- Finally, respondents felt that the WBG could approve projects and disburse funds in a more timely manner.



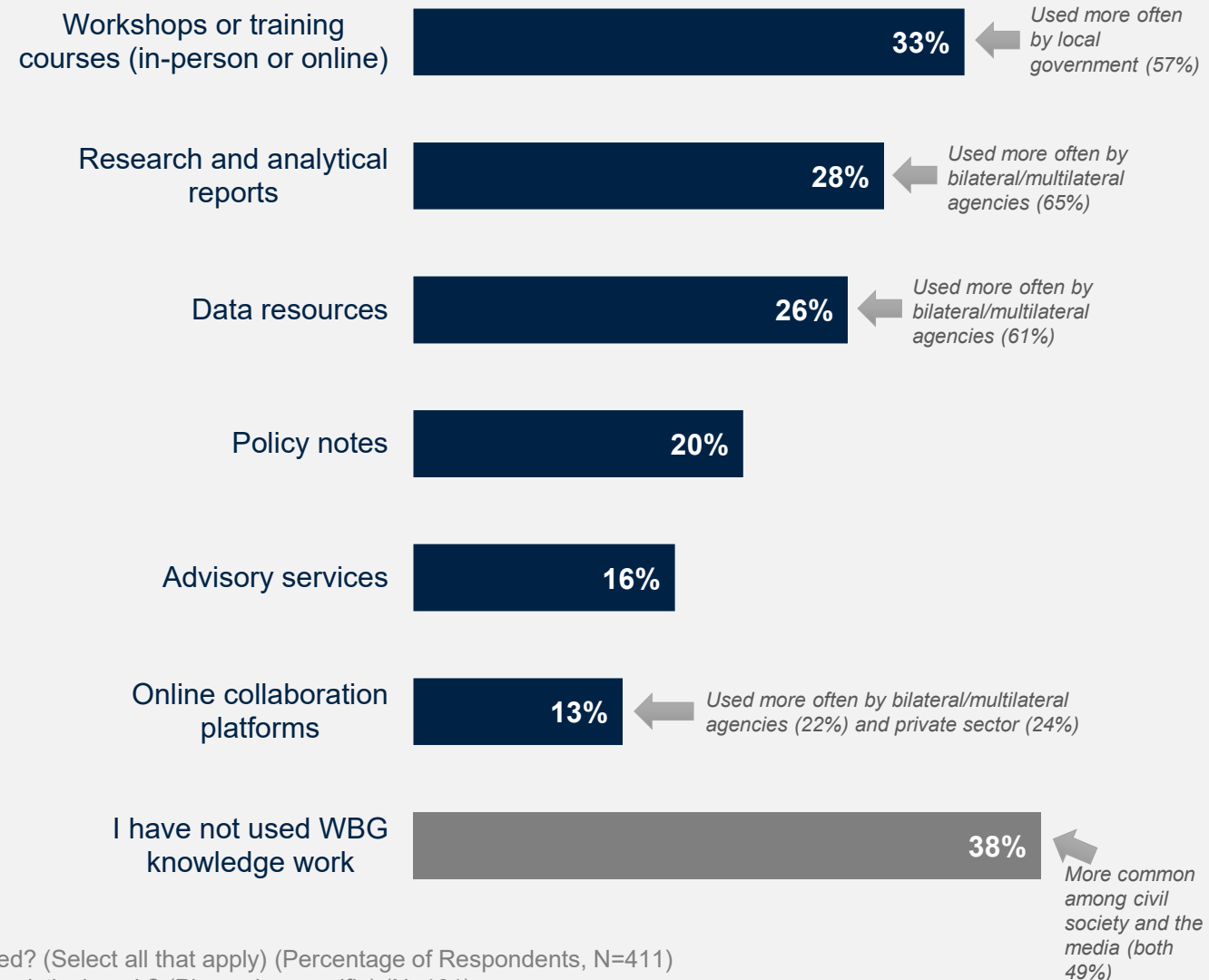
To what extent do you agree with the following statements about the WBG's financial support to Sierra Leone? Scale: 1 Strongly disagree – 10 Strongly agree (Only asked those in government or who said that they collaborate with the WBG)

^What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Sierra Leone? (N=272)

# 62% of Respondents Said That They Had Used WBG Knowledge Work in the Past 3 Years, Most Commonly Workshops, Research Reports, and Data Resources

Respondents discussed a number of ways in which they utilized WBG knowledge work:

- Many respondents discussed using WBG knowledge work for capacity building, training, and skills development, emphasizing the importance of WBG knowledge-sharing through such trainings and workshops.
- Respondents also discussed using WBG knowledge work for guiding or influencing policy decisions, including government strategies and proposals for improvement in key sectors such as human capital.
- WBG knowledge work was also used for tasks related to data collection, analysis, and management, including setting up data systems, evaluating statistics, and evidence-based decision-making.
- Respondents also mentioned using WBG knowledge work for research or as reference for articles and reports.



# 65% of Respondents Said WBG Policy Advice Influenced Government Policy, and Discussed Its Impact in Key Areas, Including Gender Equality, Energy, Governance, and Human Development

- **“GEWE ACT 2022.”**  
(Office of the President, Vice-President, or Minister Respondent)
- **“Policy on *financing* and implementation of project financing and monitoring.”**  
(Office of a Parliamentarian Respondent)
- **“The removal of *subsidies* for fuel and petroleum products.”**  
(Academia/Research Center Respondent)
- **“It influenced greatly in sustainable development schemes, also, in the ‘Hands Off Our Girls’ campaign. Provided funds that led to mass contribution for sustained development and infrastructures. Also supported the campaign which preached against gender inequality. This raised awareness and female representation in decision-making.”**  
(Local Government Respondent)
- **“Access to justice system. It helps those who have been in remand areas to access justice and speedy trials.”**  
(Media Respondent)
- **“Electoral management system.”**  
(Local Government Respondent)
- **“Sectoral analysis and policy guidance, identifying bottlenecks in agriculture, evaluating food production, and addressing policy gaps to ensure long-term economic growth and social stability.”**  
(Government Institution Respondent)
- **“Private sector participation in *EDSA*.”**  
(Bilateral or Multilateral Agency Respondent)
- **“WBG helps through projects like the *energy sector utility reforms* project: This involved advising on regulatory frameworks, financing infrastructure upgrades and fostering public private partnership to expand electricity access, especially in rural areas.”**  
(Private Sector Respondent)
- **“1. Anticipatory Action Planning; 2. Building the *Capacity of SLMeT*; 3. Economic diversification project.”**  
(Civil Society Respondent)
- **“Peace-building after general election in Sierra Leone, *financial management* policy, *health* intervention areas.”**  
(Local Government Respondent)



In your opinion, has the WBG’s policy advice influenced a new or previous government policy in Sierra Leone? (Percentage of Respondents, Only asked those who indicated that they had used WBG knowledge work in the past 3 years, N=190)  
What government policy or action did the WBG’s advice influence and in what way? (N=96) Select comments are shown here.

# Stakeholders Increasingly Positive About the Impact and Capacity-Building of the WBG's Knowledge Work

Respondents' comments answering the question of how the WBG can be more effective in Sierra Leone^^ discussed:

- Respondents consistently mention the need for WBG knowledge work to accompany any financial support provided by the WBG.
- Respondents discussed the need for more capacity-building to promote the sustainability of projects.
- Respondents also discussed increased implementation and technical support to ensure the effectiveness of WBG-supported projects.
- Some respondents discussed the need for more knowledge-sharing, especially into local areas.

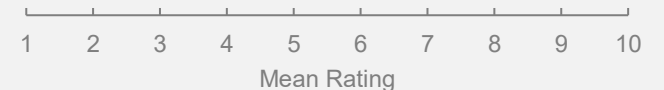
WBG's knowledge work makes a significant contribution to development results\*



I am satisfied with the quality of the WBG's knowledge work in Sierra Leone^



Working with the WBG increases Sierra Leone's institutional capacity^\*



■ FY25  
■ FY22

\*Significant difference between years



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

^Only asked those who indicated that they had used WBG knowledge work in the past 3 years

^^What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Sierra Leone? (N=272)

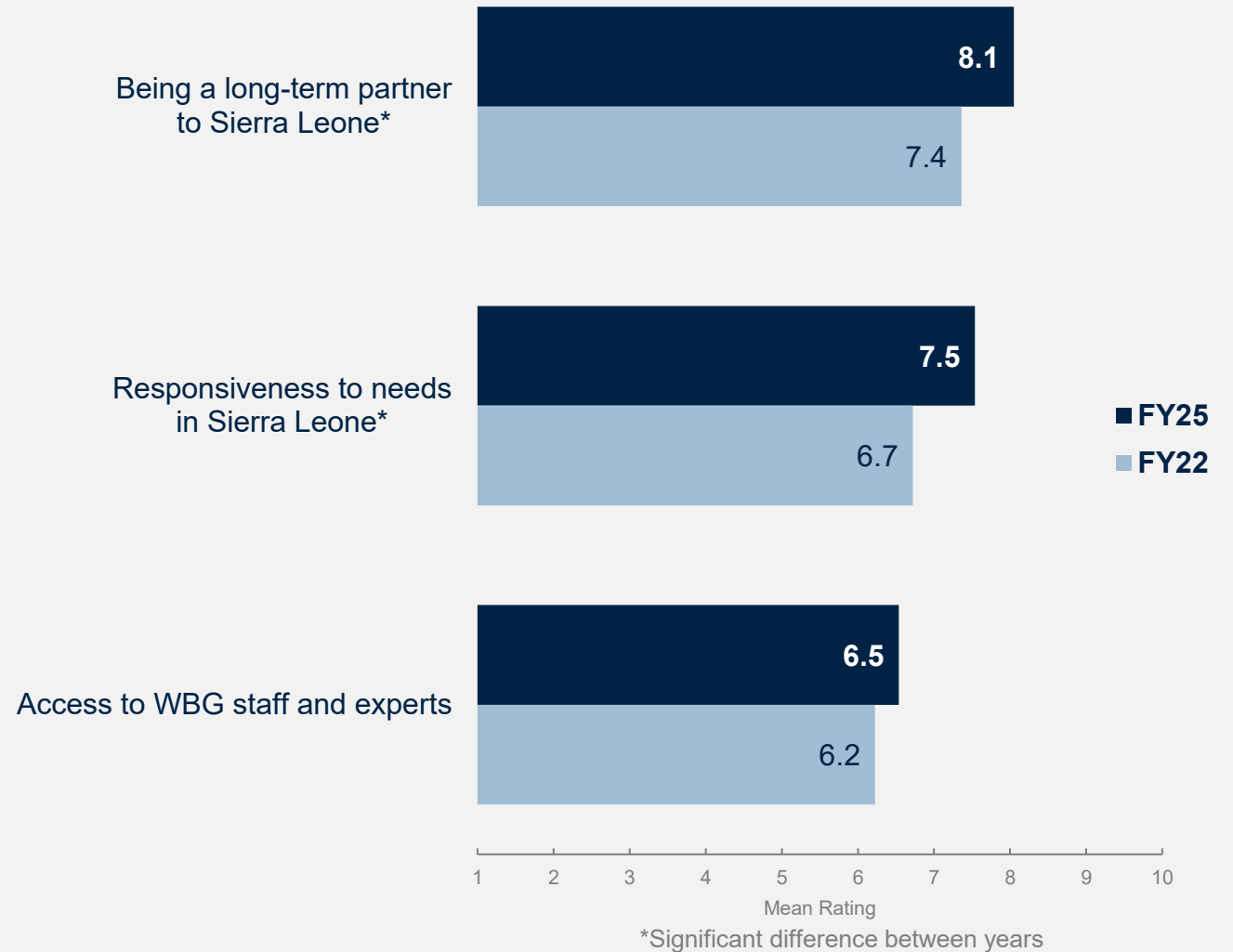
# ***The WBG's Engagement and Collaboration***



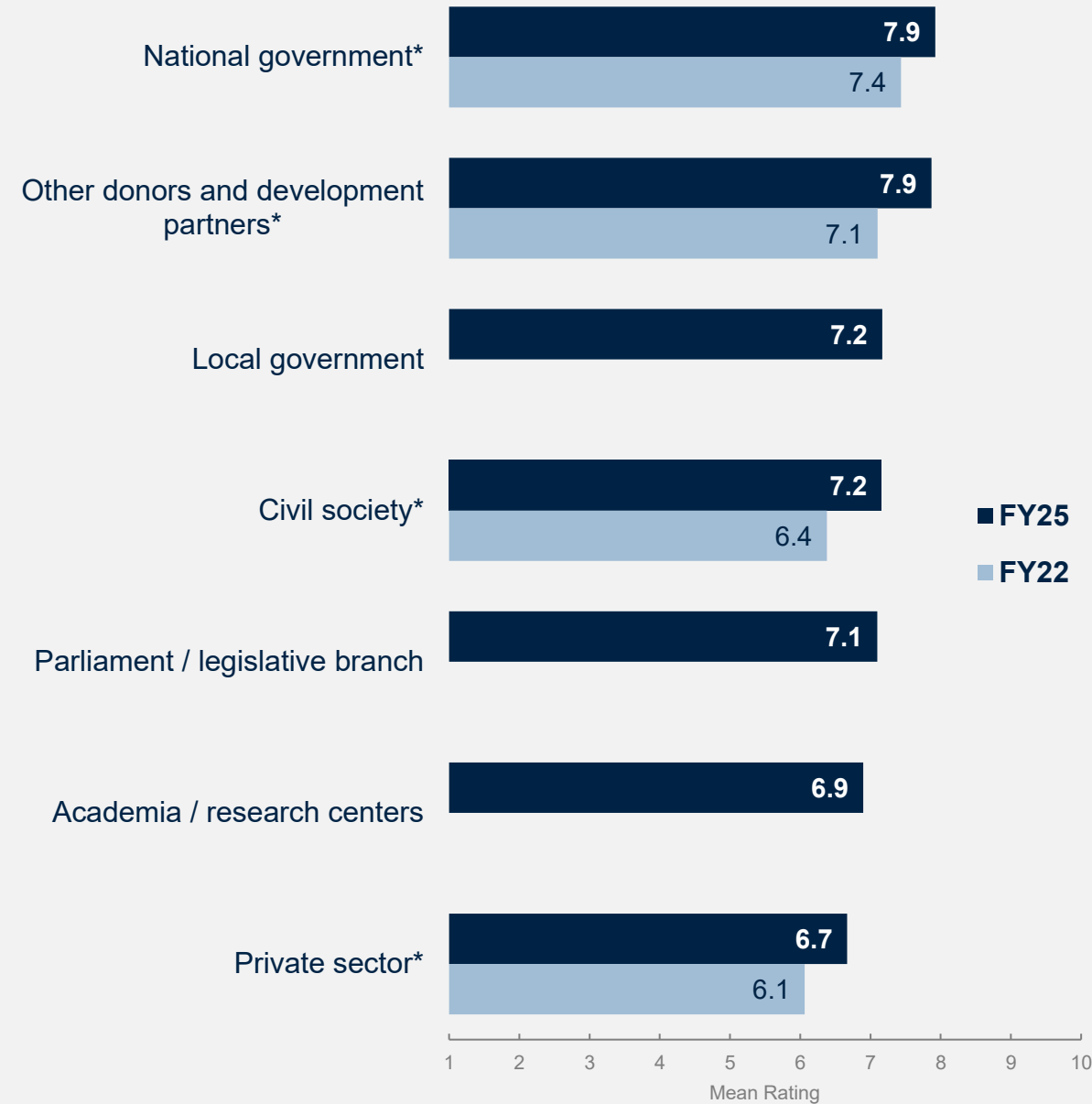
# Perceptions Have Improved of the WBG as a Long-Term Partner That is Responsive to Sierra Leone's Needs

Respondents from local government gave the highest ratings for the WBG's responsiveness to needs (mean = 8.5) whereas respondents from academia gave significantly lower ratings (mean = 6.9).

- Further details of this analysis can be found in the "Sierra Leone COS FY25 Appendices.xlsx" file.



# Perceptions of WBG Collaboration With Government, Other Donors/Partners, Civil Society, and Private Sector Have Improved Since FY22 COS Results



\*Significant difference between years

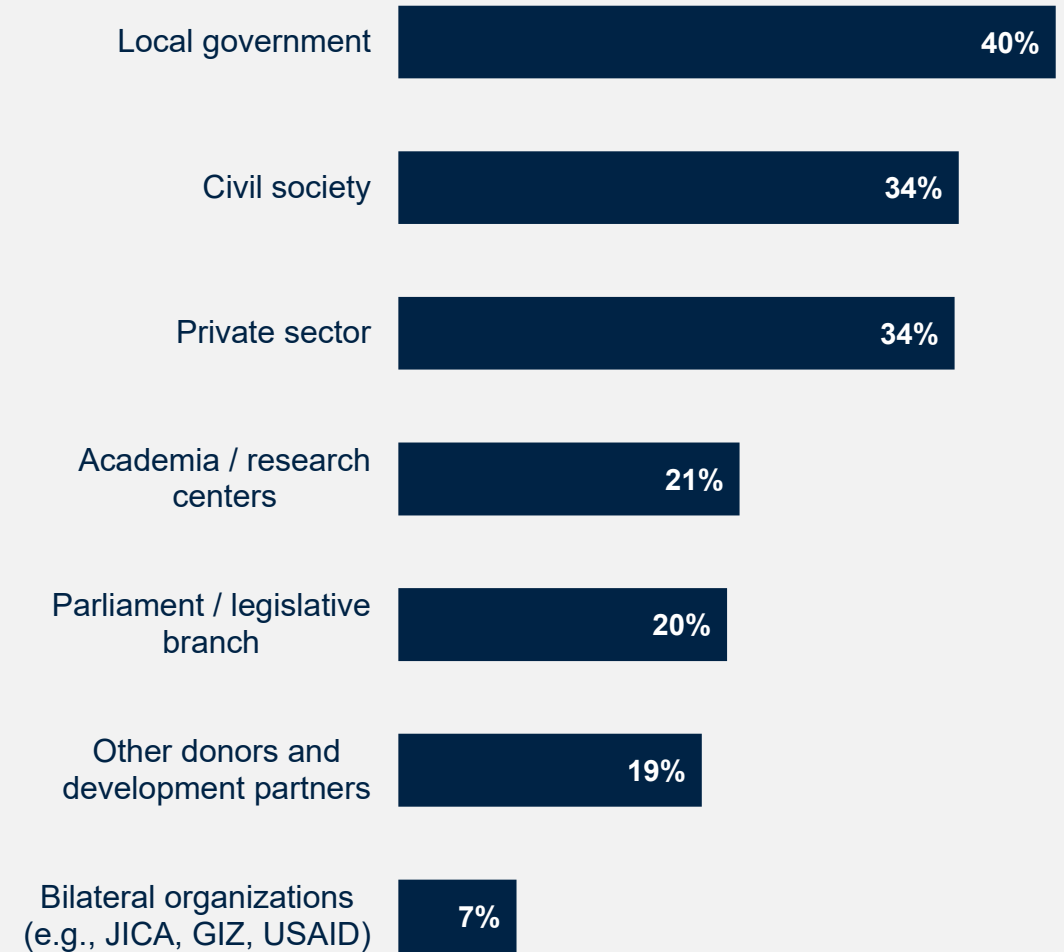


# Stakeholders Want the Bank to Collaborate More With Local Government, Civil Society, and Private Sector

Outreach to local government is additionally recommended because this stakeholder group had some of the lowest ratings of familiarity for the WBG and its work.

Respondents' comments answering the question of how the WBG can be more effective in Sierra Leone<sup>^</sup> discussed the need for the WBG to increase engagement and collaboration.

- Respondents discussed that the WBG should increase its collaboration and engagement with stakeholders in Sierra Leone along with increasing its financial support.
- Respondents wanted the WBG to engage more with government, academia, private sector, civil society, and other donors/development partners to establish a more coordinated effort in tackling Sierra Leone's development challenges.
- Respondents noted that increased engagement with local governments could increase awareness of local needs and context to better align WBG support and implementation.



In addition to its partnership with the national government, which of the following should the WBG collaborate with more to have a greater impact in Sierra Leone? (Select up to 2) (Percentage of Respondents, N=389)

<sup>^</sup>What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Sierra Leone? (N=272)

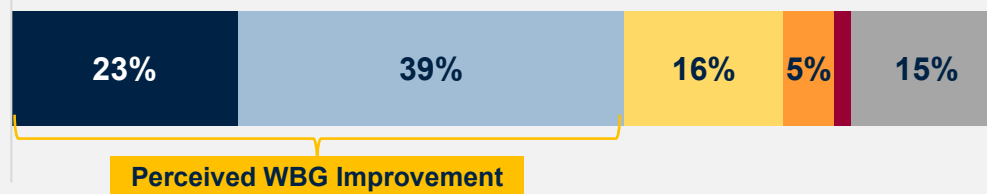


# The WBG Working With the Private Sector

*More than 6 in 10 respondents (62%) felt the WBG had gotten better at creating investment opportunities in Sierra Leone in the past two years*

Based on your experience, in the past two years, how has the WBG changed in terms of:

Creating new investment opportunities in Sierra Leone

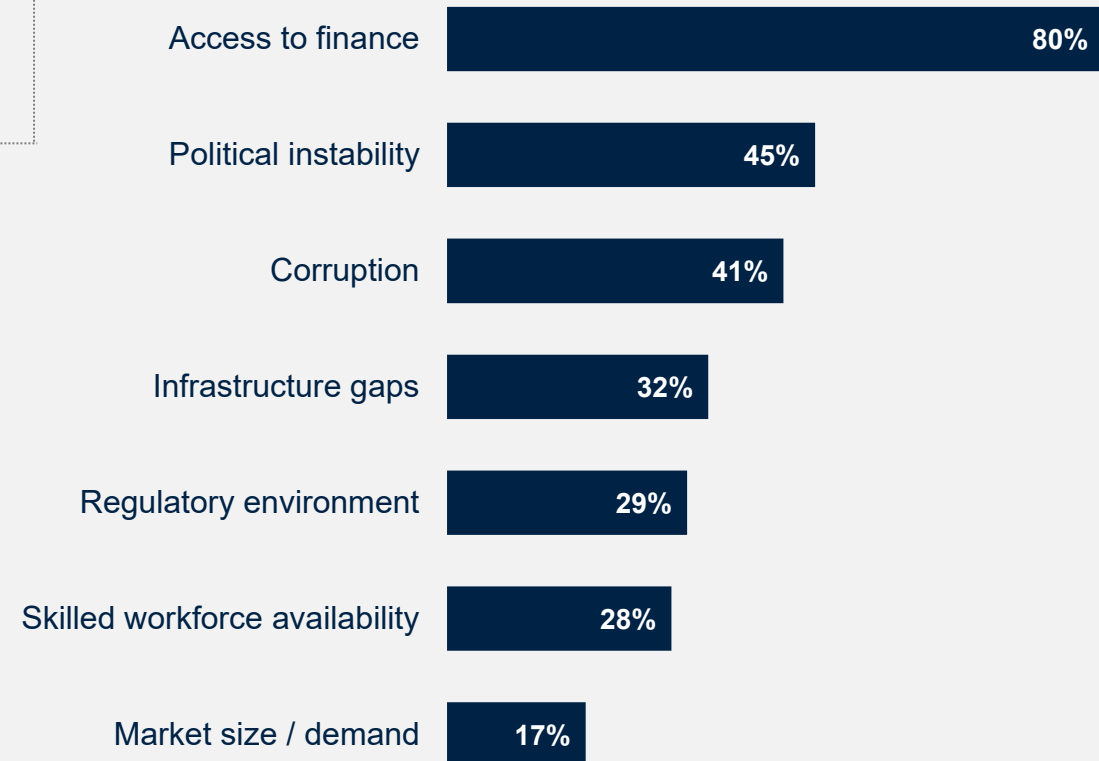


■ Significantly Better ■ Somewhat Better ■ Stayed the Same ■ Somewhat Worse ■ Significantly Worse ■ Don't Know

## To Make the WBG More Effective in Private Sector Development<sup>^</sup>, Respondents Discussed:

- **Increased WBG engagement with the private sector**, including financial support to SMEs and promotion of public-private partnerships.
- **Increased coordination and collaboration** between the WBG, private sector, government, and other stakeholder groups to better address Sierra Leone's challenges.
- **Promote investment-friendly policies**, to lessen regulations and increase competition.

## Access to Finance Overwhelmingly Considered the Biggest Challenges facing Private Sector in Sierra Leone



Based on your experience, in the past two years, how has the WBG changed in terms of... (Percentage of Government & Private Sector Respondents, N=118)

What are the biggest challenges facing private sector development in Sierra Leone? (Select up to 3) (Percentage of Government & Private Sector Respondents, N=153)

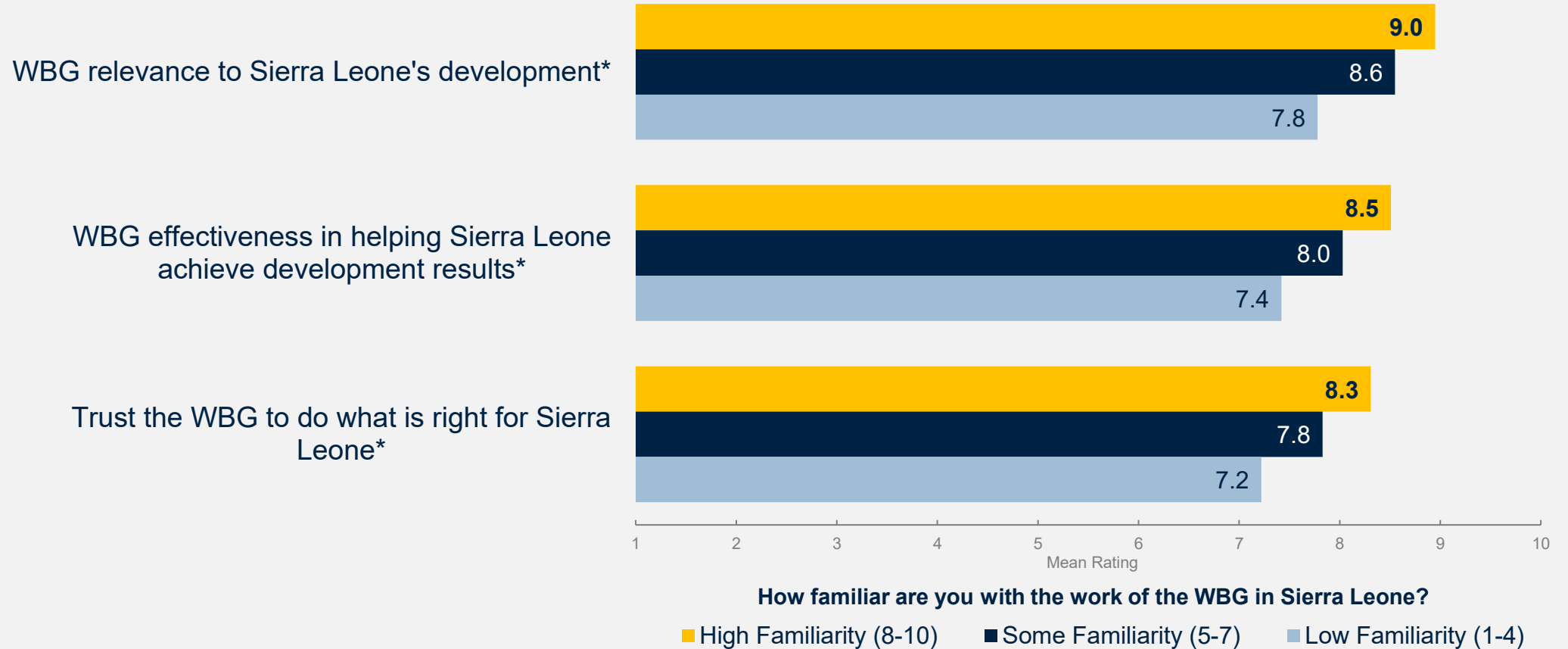
<sup>^</sup>What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Sierra Leone? (N=272)

# *Communication and Outreach*



# Outreach and Engagement Is Important Because Familiarity Leads to More Positive Perceptions

In addition to respondents indicating a desire for more engagement with the WBG, such engagement can engender more positive perceptions of the WBG.



\*Significant difference between levels of familiarity

How familiar are you with the World Bank Group's work in Sierra Leone? Scale: 1 Not familiar at all – 10 Very familiar

How much do you trust each of the following institutions to do what is right for Sierra Leone? Scale: 1 Not at all – 10 Very much

How relevant is each of the following organizations to Sierra Leone's development? Scale: 1 Not at all – 10 Very much

How effective is each of the following organizations in helping Sierra Leone achieve development results? Scale: 1 Not at all – 10 Very much



# Social Media, Direct Contact with Staff, and the WBG Website Were the Most Preferred WBG Channels for Stakeholders to Obtain Information From the Bank

Key differences between stakeholder groups should be considered for targeted outreach (e.g., Parliamentarians prefer direct messaging while respondents from civil society were the most likely to prefer events/workshops).

## Top Two Preferred WBG Channels

	All Respondents	Office of a Parliamentarian	Government Institution	Local Government	Bilateral or Multilateral Agency	Civil Society	Private Sector	Academia / Research Center	Media
WBG social media channels (e.g., Facebook, LinkedIn, Instagram, Twitter/X)*	50%	18%	57%	59%	27%	57%	52%	39%	64%
Direct contact with WBG staff (e.g., in person, virtually, phone, email)	44%	35%	42%	39%	55%	51%	49%	39%	36%
WBG website (including blogs)*	41%	29%	50%	45%	55%	25%	42%	51%	26%
WBG event / conference / workshop (in person or online)*	36%	29%	35%	25%	45%	58%	33%	37%	25%
WBG publications	33%	29%	31%	30%	59%	28%	28%	49%	36%
WBG direct messaging (e.g., WhatsApp)*	23%	41%	10%	32%	9%	32%	21%	20%	26%
WBG e-Newsletters	22%	29%	18%	16%	23%	13%	28%	27%	21%
WBG podcasts*	8%	0%	8%	7%	0%	0%	19%	7%	9%

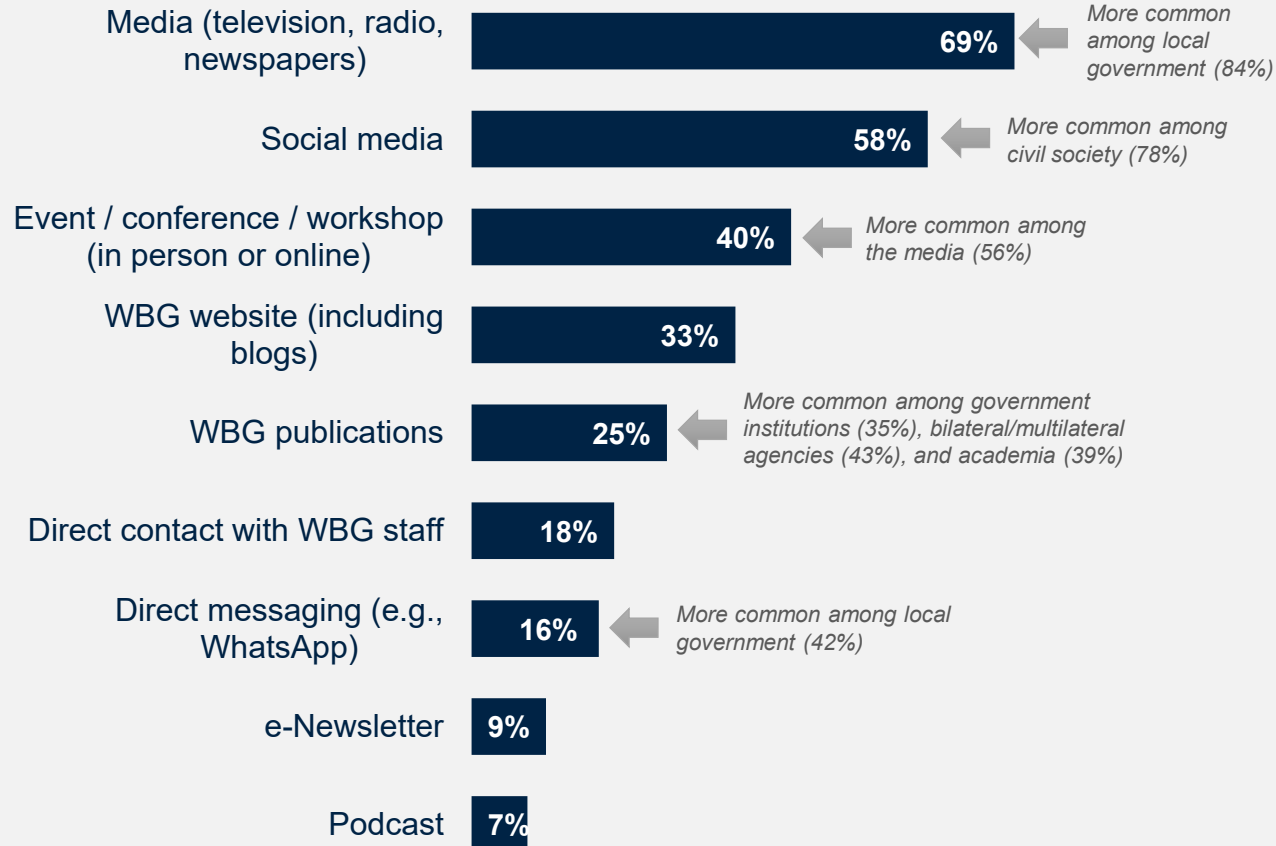


How would you prefer to obtain information from the WBG? (Select up to 3) (Percentage of Respondents, N=416)

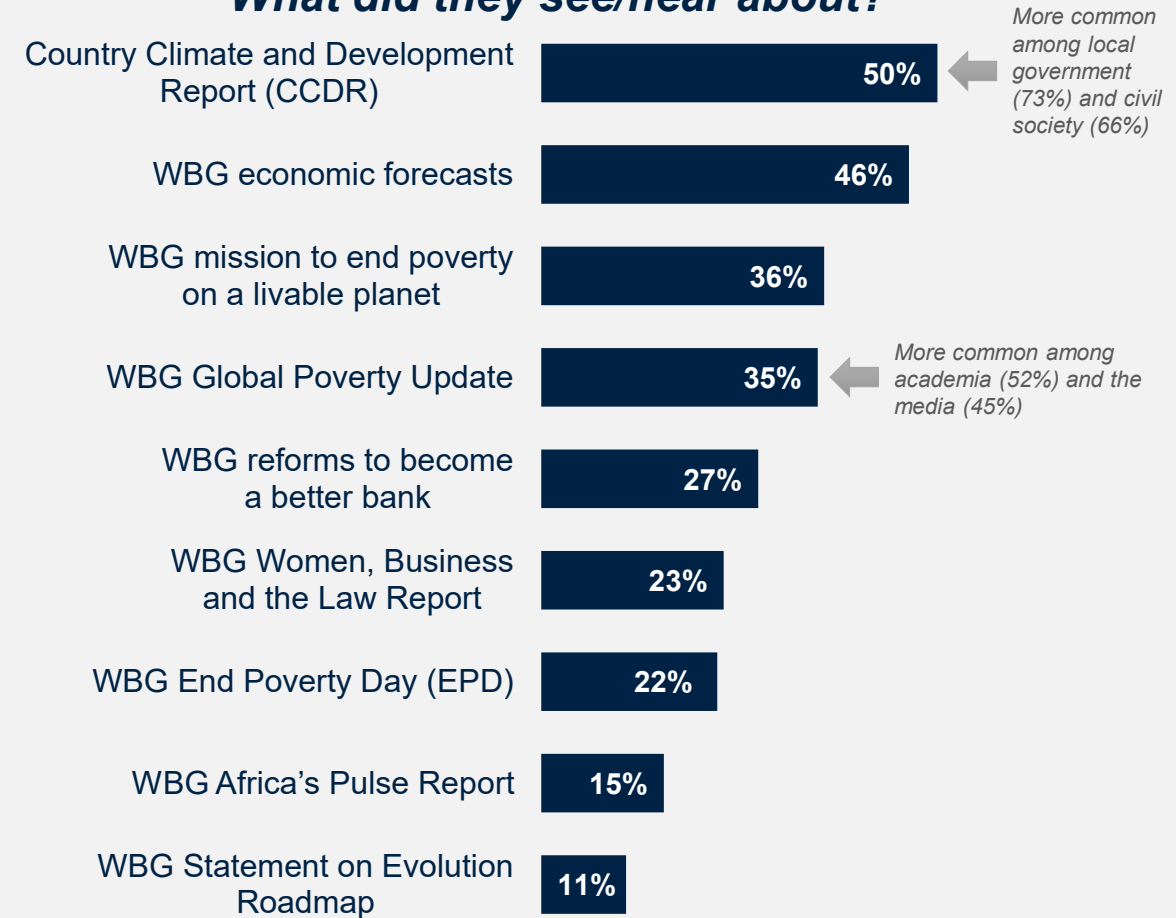
\*Significant difference between stakeholder groups

# 61% of Respondents Recalled Seeing/Hearing About the WBG Recently, Most Often in Media or on Social Media, Most Often About Sierra Leone's CCDR and WBG Economic Forecasts

## Where did they see/hear it?



## What did they see/hear about?



Do you recall seeing or hearing anything about the WBG recently? (N=420)

If you answered "Yes", where do you recall seeing or hearing this information? (Select all that apply) (Percentage of Respondents, N=255)

If you answered "Yes", what do you recall seeing or hearing about the WBG? (Select all that apply) (Percentage of Respondents, N=252)

# Stakeholders in Sierra Leone Want Case Studies of WBG Projects, Regular Updates on WBG Activities, Impact Assessments and Evaluations, and Information on How to Partner with the WBG

Key differences between stakeholder groups should be taken into consideration for targeted engagement (e.g., local government respondents want case studies and impact assessments/evaluations).

## Top Two Types of Preferred Information About the WBG

	All Respondents	Office of a Parliamentarian	Government Institution	Local Government	Bilateral or Multilateral Agency	Civil Society	Private Sector	Academia / Research Center	Media
Case studies of WBG projects	51%	53%	52%	63%	33%	49%	46%	43%	52%
Regular updates on WBG activities	46%	41%	48%	29%	38%	40%	49%	55%	56%
Impact assessments and evaluations	43%	47%	44%	54%	54%	33%	42%	38%	38%
Information on how to work / partner with WBG*	43%	24%	38%	44%	54%	60%	51%	45%	23%
WBG research and knowledge*	30%	12%	31%	17%	38%	44%	22%	43%	35%
Sector-specific strategies*	25%	0%	18%	40%	25%	29%	41%	14%	13%
Overview of WBG financial products and services	19%	18%	23%	23%	33%	16%	19%	14%	13%



What information would be most helpful to you in understanding the WBG's role in Sierra Leone? (Select up to 3)  
(Percentage of Respondents, N=422) \*Significant difference between stakeholder groups

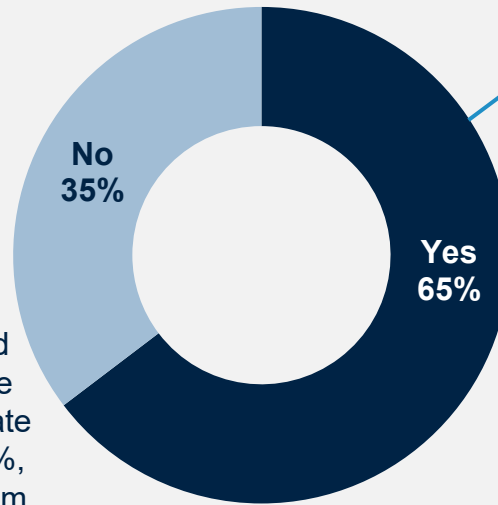
# ***Sample Demographics and Detailed Methodology***



# Sample Demographics

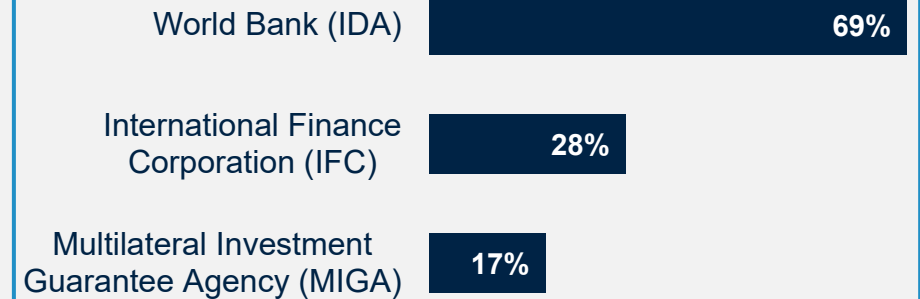
**In the past 3 years, have you worked or collaborated with the WBG in Sierra Leone?**  
(N=467)

Respondents from government institutions, local government, and bilateral/multilateral agencies were significantly more likely to collaborate with the WBG (48%, 60%, and 61%, respectively) while respondents from the office of a Parliamentarian were the least likely (7%).

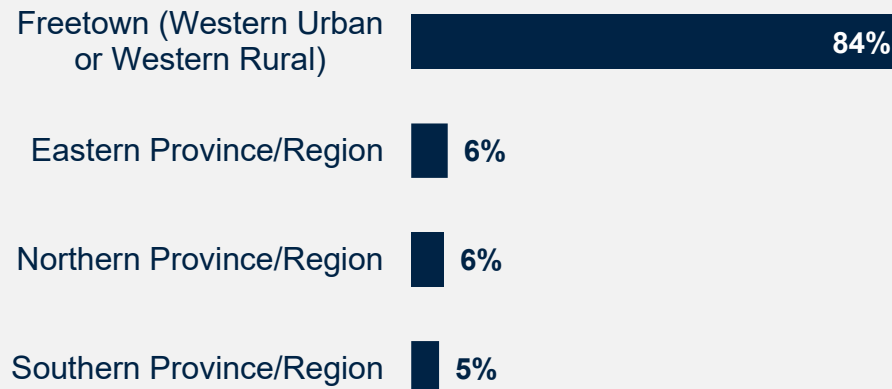


**Which of the following WBG agencies have you worked or collaborated with in Sierra Leone?**

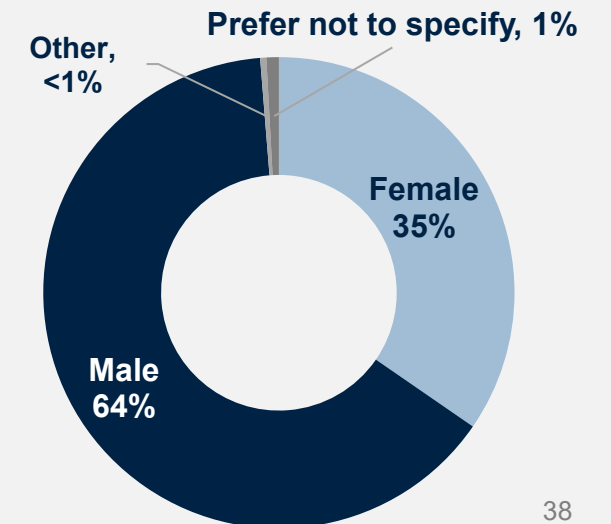
(N=156)



**Which best represents your geographic location?**  
(N=470)

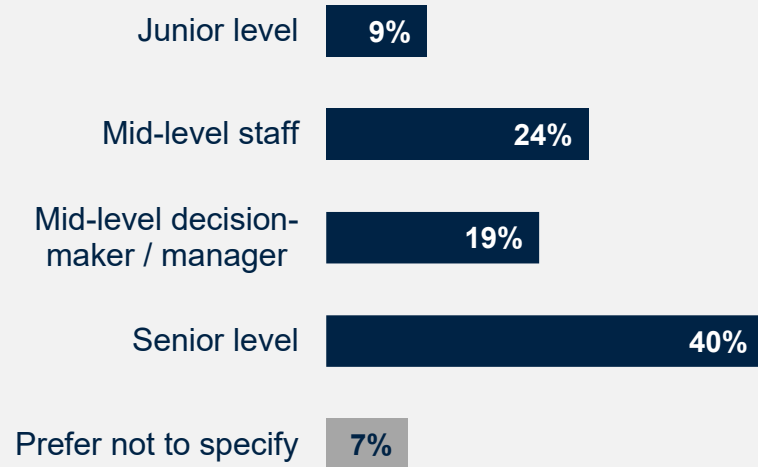


**What is your gender?**  
(N=471)

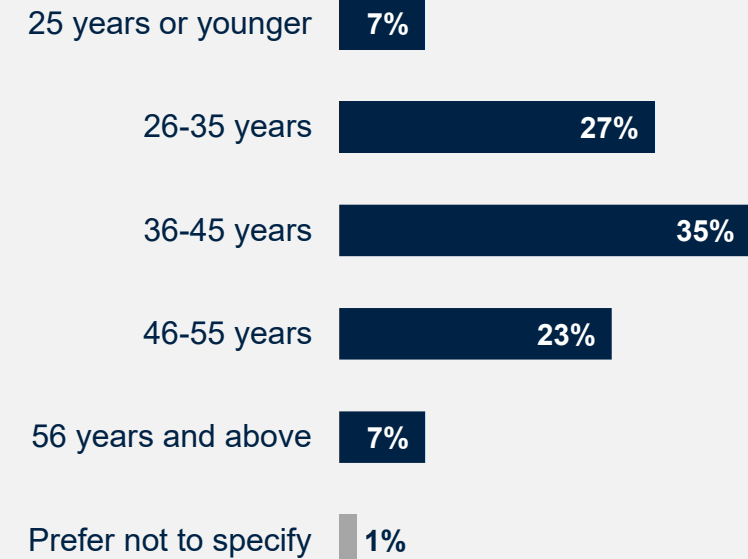


# Sample Demographics (continued)

Within your organization,  
would you describe yourself as...  
(N=468)



What's your age?  
(N=471)



# Detailed Methodology

From **December 2024 to March 2025**, a total of 1,086 stakeholders in Sierra Leone 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, Vice-President, Ministers, and members of Parliament, government institutions, local government, bilateral or multilateral agencies, civil society organizations, the private sector, academia/research centers, and the media.

Of these stakeholders, **492 participated in the survey (45% response rate)**. Respondents completed the questionnaire with a representative of the field agency or completed it online.

**This year’s survey results were compared to the FY22 Country Opinion Survey, which had a response rate of 91% (N=348).**

Comparing responses across Country Opinion Surveys reflects changes in attitudes over time, as well as 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. However, the stakeholder compositions for both survey years should be taken into consideration when interpreting these comparisons, as there were many more respondents from the private sector and fewer from civil society in FY25 than in FY22.

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 “Sierra Leone COS FY25 Appendices.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Percentage of Respondents	FY 2022	FY 2025
<b>Office of the President, Vice-President, Minister</b>	8%	2%
<b>Office of a Parliamentarian</b> (Legislative Body)	4%	6%
<b>Government Institution:</b> Employee of a Ministry or Ministerial Department, Project Implementation Unit, Independent Government Institution (e.g., Central Bank, Regulatory or Oversight Agency), Judiciary, State-Owned Enterprise	23%	19%
<b>Local Government</b>	11%	12%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	1%	5%
<b>Civil Society Organization:</b> Local and regional NGO, Community-Based Organization, Private Foundation, Philanthropy, Professional/Trade Association, Faith-Based Group, Youth Group	25%	13%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	6%	20%
<b>Academia / Research Center</b>	12%	10%
<b>Media</b>	8%	12%
<b>Other</b>	3%	0%
<b>Total Number of Respondents*</b>	<b>335</b>	<b>460</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.



CountryOpinionSurveys

# Thank you

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

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

