



CountryOpinionSurveys

FY 2025 Mexico

Country Opinion Survey Report

Acknowledgements

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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 Mexico 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 Mexico? Are these perceptions improving or declining? Do stakeholders feel that the WBG has changed for the better or the worse in the last 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 have these projects impacted the people of Mexico, and in what ways could the WBG have been more helpful, and its operational effectiveness improved?
- 3. WBG Instruments:** What do key stakeholders value the most regarding the WBG's work in Mexico? What opinion do key stakeholders have of WBG's financial instruments and knowledge products? How are stakeholders using WBG knowledge work, and has it influenced government policy in Mexico?
- 4. The WBG's Engagement and Collaboration:** How is the WBG perceived as a development partner in Mexico? Are opinions improving or declining? How effective has the WBG been in facilitating the Government's engagement with civil society?
- 5. Communications:** What are the preferred communication channels, and do they differ between stakeholder groups? Do stakeholders recall any WBG messaging? What key topics do stakeholders recall? What information do stakeholders want from the WBG?



Methodology Overview

Fielded in May – August 2025

- 630 potential participants were asked to complete the survey
- Respondents completed the questionnaire online
- List of names provided by the WBG country team and supplemented by the field agency
- Data collection conducted by an independent field firm

179 participants (28% response rate)

- 87% from Mexico City
- 39% have collaborated with the WBG within the past 3 years

Compared to the FY20 Country Survey Results

- 134 participants (33% response rate)
- 76% from Mexico City
- 34% collaborated with the WBG

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

Stakeholders in FY25 COS Sample



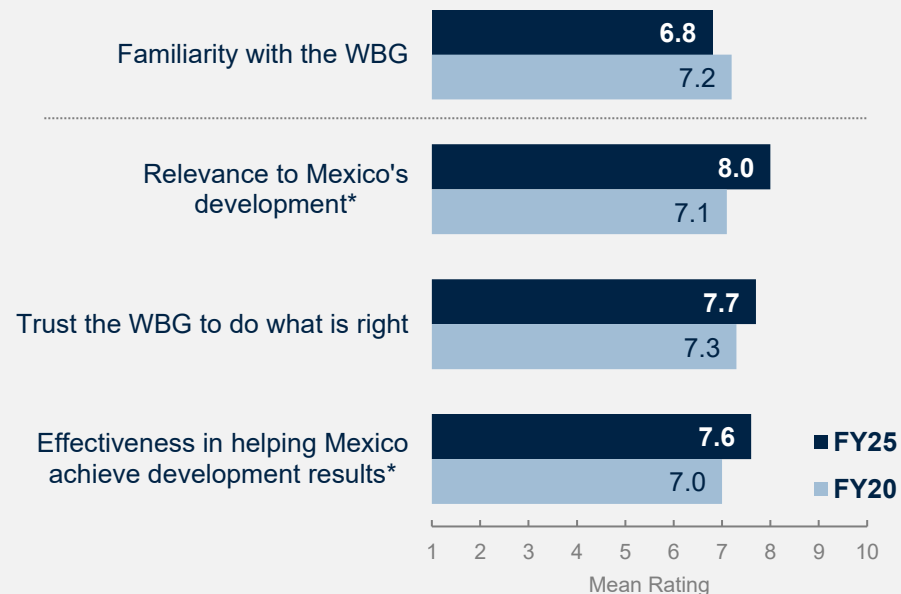
What is your primary professional affiliation? (Select only 1 response) (Percentage of Respondents, N=179)

Executive Summary

1. Overall Views of the WBG:

This year, stakeholders reported **familiarity** levels with the WBG's work comparable to those observed in the FY20 Country Survey. They continued to regard the Bank, along with regional development banks, as one of the most **trusted** institutions in Mexico, although academia, Mexico's Central Bank, the United Nations, and civil society received slightly higher trust ratings. In addition, ratings for the WBG's **relevance** to the country's development and its **effectiveness** in helping Mexico achieve results have improved significantly since the FY20 Country Survey.

Mexico's stakeholder ratings on all three indicators were **higher** than the ratings of stakeholders in other countries in Latin America and the Caribbean (LAC) surveyed in FY25.

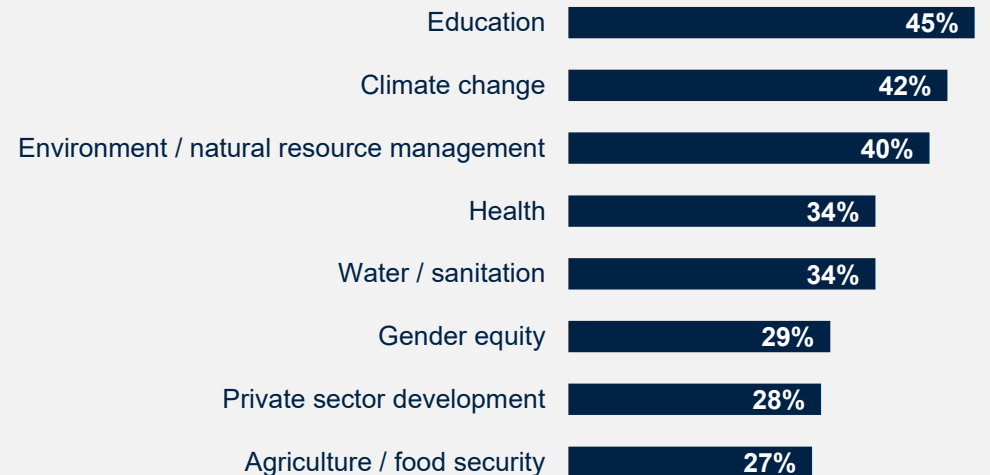


2. The WBG's Work on Development Priorities:

Education, climate change, environment/natural resource management, health, and water/sanitation were identified as the top priorities for the WBG's support in FY25. Notably, the emphasis on environmental sustainability has grown, with climate change remaining a leading priority and environment and natural resource management rising significantly in importance compared to FY20.

When asked how **helpful** the WBG was in achieving project goals, the majority of respondents rated the Bank as helpful.

In open-ended comments, stakeholders recommended that the WBG should also prioritize **private sector development** (particularly support to small and medium enterprises) and focus on jobs/employment, education, and health. They emphasized the importance of advancing governance and social justice, as well as supporting evidence-based policymaking through stronger research and greater transparency within institutions.



Executive Summary (continued)

3. WBG's Operational Effectiveness:

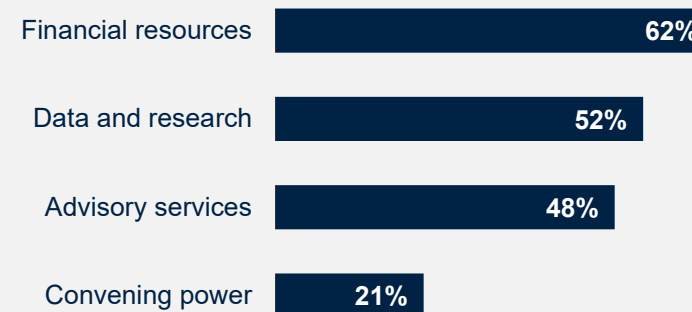
When asked about the WBG reform efforts over the past two years, over one-third of the stakeholders indicated that the WBG had become **somewhat or significantly better at fulfilling its core mission** of improving people's lives in Mexico and improving the **country's overall business environment**.

WBG clients and partners identified the most notable reform-related improvements in the **technical quality** of WBG-supported projects and its working **across institutions as one WBG**, with 53% of respondents recognizing positive change in these areas. Another 46% saw improvements in how **WBG partners with others** to increase development finance. Views on the **speed of project approval** were more moderate, with only 37% of clients reporting improvements, and nearly a third reporting no change or a decline.

In their written responses, stakeholders emphasized the importance of improving project design, implementation, and accountability to enhance the WBG's effectiveness in Mexico. They urged the Bank to reduce bureaucratic delays and accelerate project approval, disbursement, and delivery while ensuring better alignment with Mexico's structural and regional priorities. Respondents also called for deeper local engagement—through stronger collaboration with subnational governments, academia, civil society, and the private sector—and a more consistent field presence of WBG staff to ensure that interventions are context-sensitive. Additionally, they highlighted the need to strengthen monitoring, evaluation, and traceability mechanisms to improve transparency in project funding and the overall impact of WBG operations.

4. WBG Instruments:

Financial resources were regarded as the WBG's most significant value to Mexico (62%) and were perceived as **competitive** and increasingly **timely**, with a significant improvement in the timeliness rating. Respondents suggested that the WBG enhance its financing by expanding direct and non-reimbursable financial support to a broader range of sectors and stakeholders, including small organizations, civil society, and marginalized communities. Many emphasized the importance of channeling resources toward projects with tangible social and environmental impact—such as education, healthcare, climate change mitigation, and labor protection—while promoting sustainability and inclusiveness. Suggestions also highlighted the need to strengthen private sector access to financing, training, and productive linkages, as well as to support young entrepreneurs.



81% of respondents reported that they had used WBG's knowledge work in the past three years, primarily research, analytical reports, and data resources.



Executive Summary (continued)

Stakeholders shared positive views on the Bank’s knowledge in terms of building Mexico’s institutional capacity, and **41% reported that WBG’s policy advice helped shape government policies in the country**. In qualitative comments, respondents emphasized the need for the WBG to expand its analytical and data work, including filling information gaps, producing regular research outputs, and supporting data-driven decisions across key sectors. They emphasized that the WBG should help build local knowledge and institutional capacity for evidence-based policymaking. Respondents also encouraged the WBG to foster more multi-sectoral collaboration, connecting government, academia, civil society, and the private sector to co-create innovative and context-specific policy solutions.

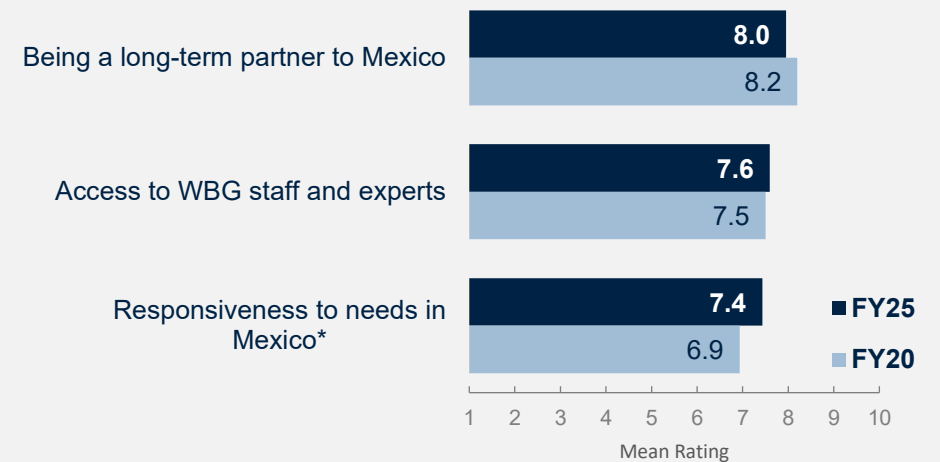
5. The WBG’s Engagement and Collaboration:

Stakeholders perceived the WBG as a **long-term development partner**, with significantly more positive views of the Bank’s **responsiveness** to the country’s needs compared to the FY20 COS results.

Respondents highly appreciated the Bank’s **collaboration with the national government** in Mexico, and the effectiveness ratings of the WBG’s partnerships with the **private sector** and **civil society** have improved over the past five years. In the future, stakeholders would like the Bank to collaborate more effectively with local government, academia, civil society, and the private sector to increase its development impact in the country.

Respondents pointed out that greater engagement would make the WBG more effective by fostering continuous, multi-level collaboration

with government, academia, civil society, and the private sector—enabling locally grounded, inclusive, and better-coordinated solutions that strengthen institutional capacity and accelerate tangible development outcomes.



6. Communications:

48% of respondents recalled seeing or hearing something about the WBG recently, most often about the Bank’s **economic forecasts**. Stakeholders most frequently reported receiving information through social media and direct contact with WBG staff; however, their preferred channels were **WBG events** and **e-newsletters**.

Most stakeholders listed **impact assessments and evaluations** as the most helpful information type for better understanding the Bank’s role in Mexico, while respondents from government institutions were also interested in **overviews of WBG’s financial products and services**.



Overall Views of the World Bank Group



WORLD BANK GROUP

Familiarity with the WBG is Highest Among Government Institutions and Media Stakeholders

Comparison of FY20 and FY25

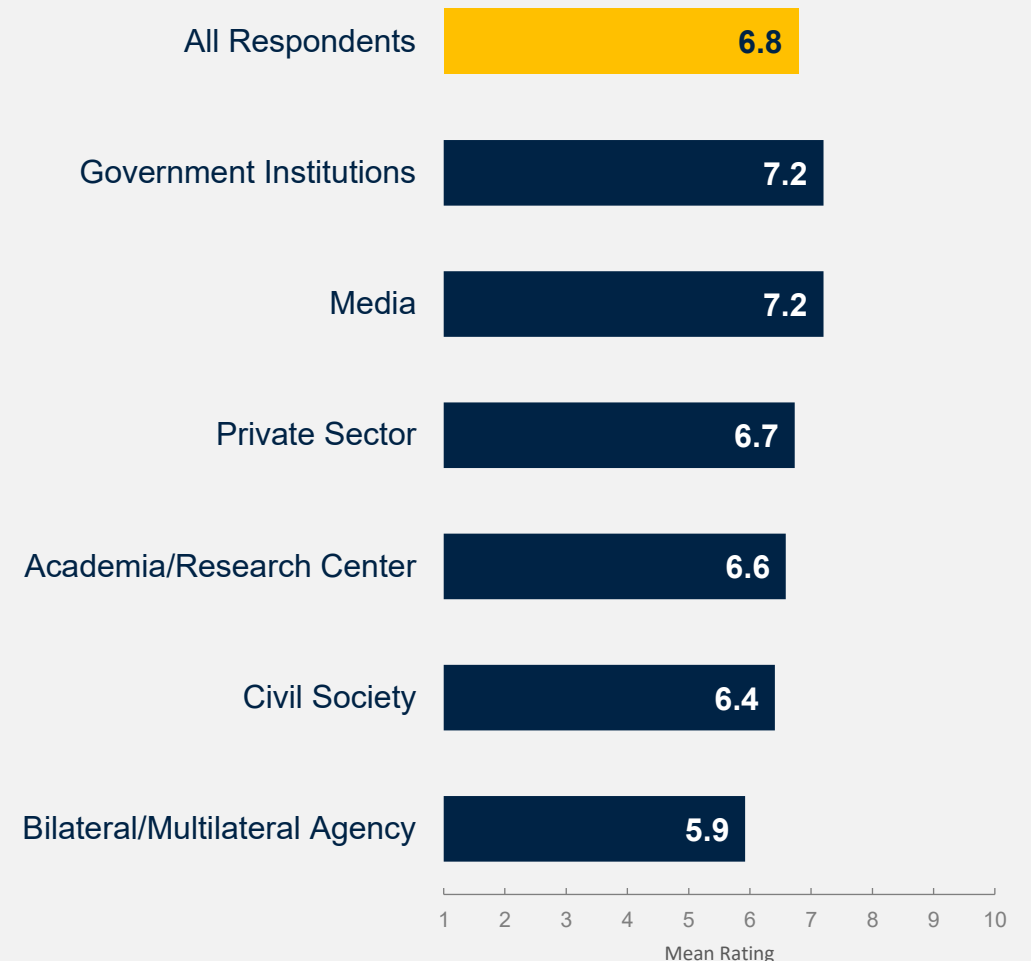
Mean familiarity: **FY25 = 6.8**
FY20 = 7.2

Collaboration with the WBG

Mean familiarity: **Collaborate with WBG = 8.2***
Do not collaborate = 5.9

Stakeholder groups

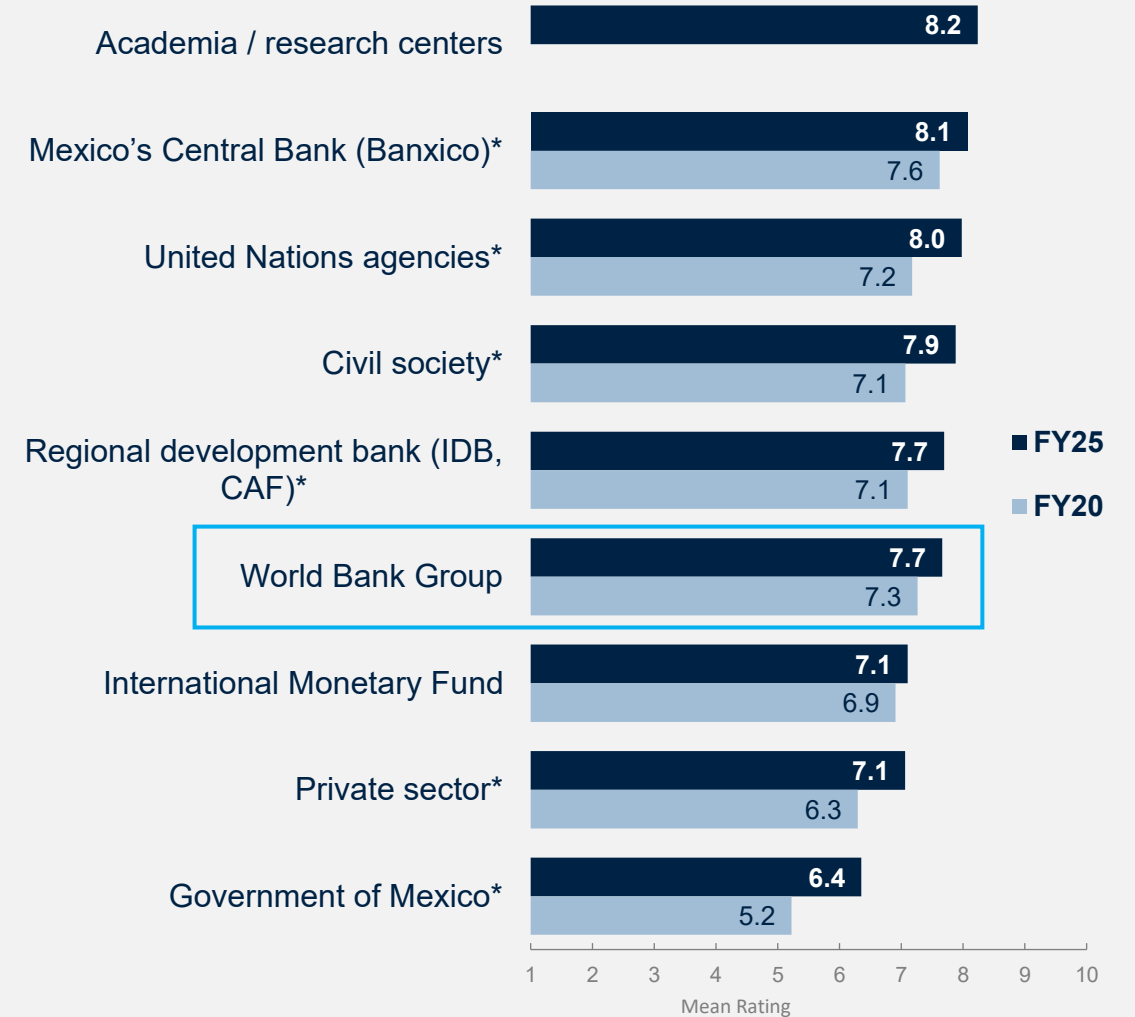
Respondents from government institutions and the media demonstrated the highest levels of familiarity with the WBG, while those from bilateral and multilateral agencies reported comparatively lower familiarity. However, these differences were not statistically significant.



Trust in the WBG Remains Relatively High, Especially Among Government Respondents, Though Lower Compared to Other Institutions

In FY25, stakeholders expressed strong trust in academia, Mexico's central bank, UN agencies, and civil society. WBG, on par with regional development banks, also received positive trust ratings.

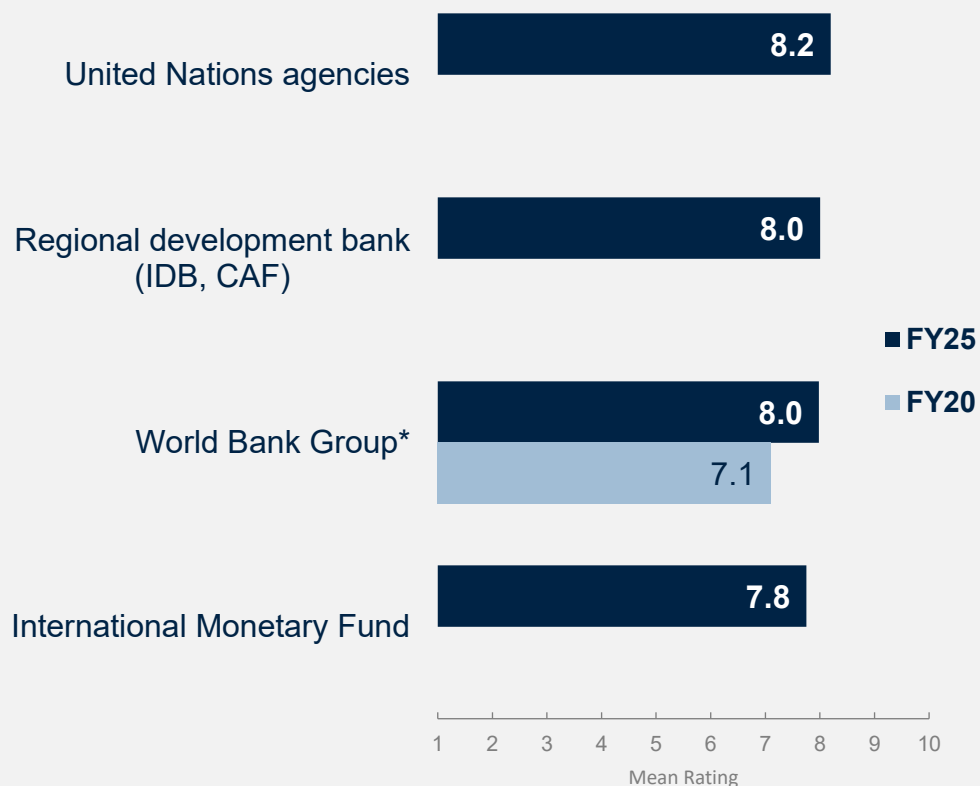
Overall, most institutions received significantly higher trust ratings in FY25 compared to FY20.



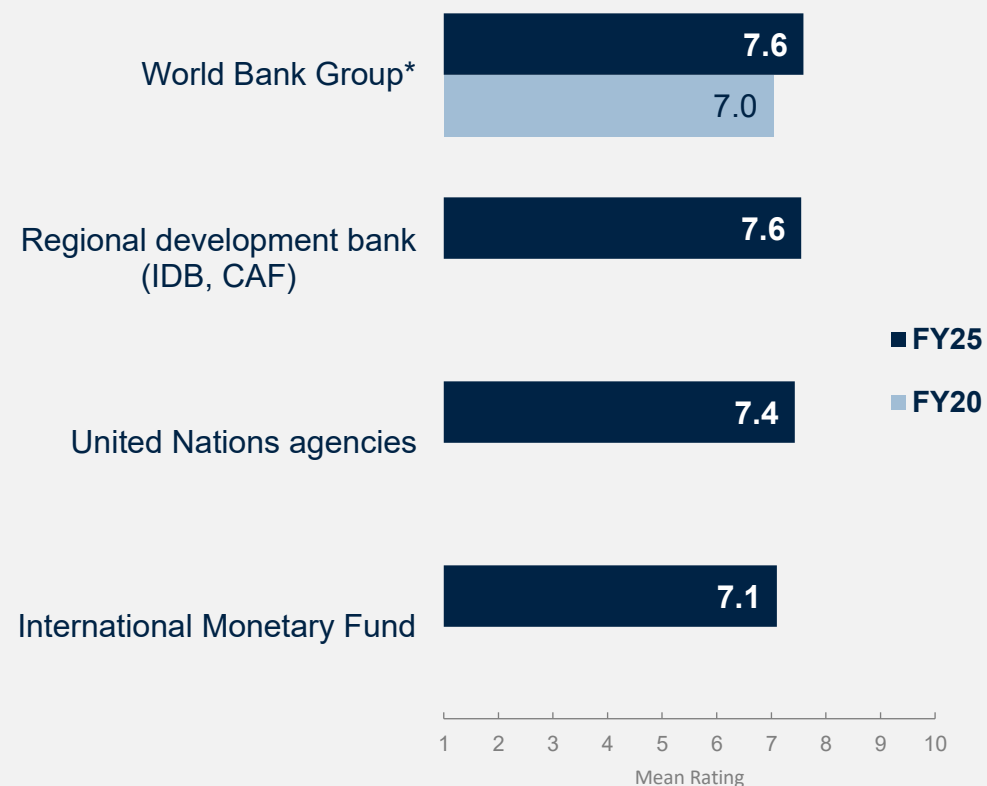
Ratings of WBG Relevance and Effectiveness Have Increased

Compared to the FY20 COS, respondents in FY25 rated the WBG significantly more positively in terms of relevance and effectiveness.

RELEVANCE to Mexico's development

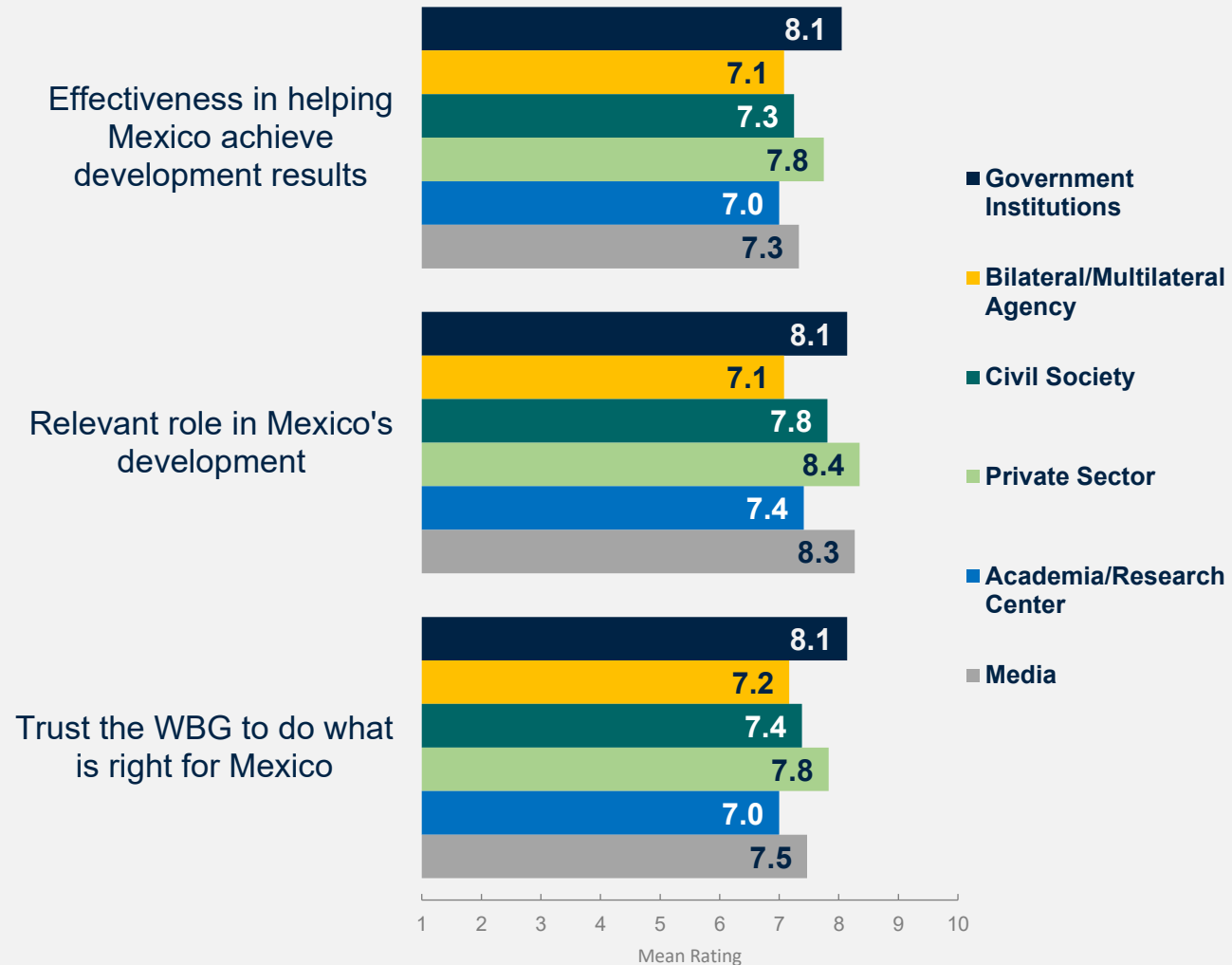


EFFECTIVENESS in helping Mexico to achieve development results

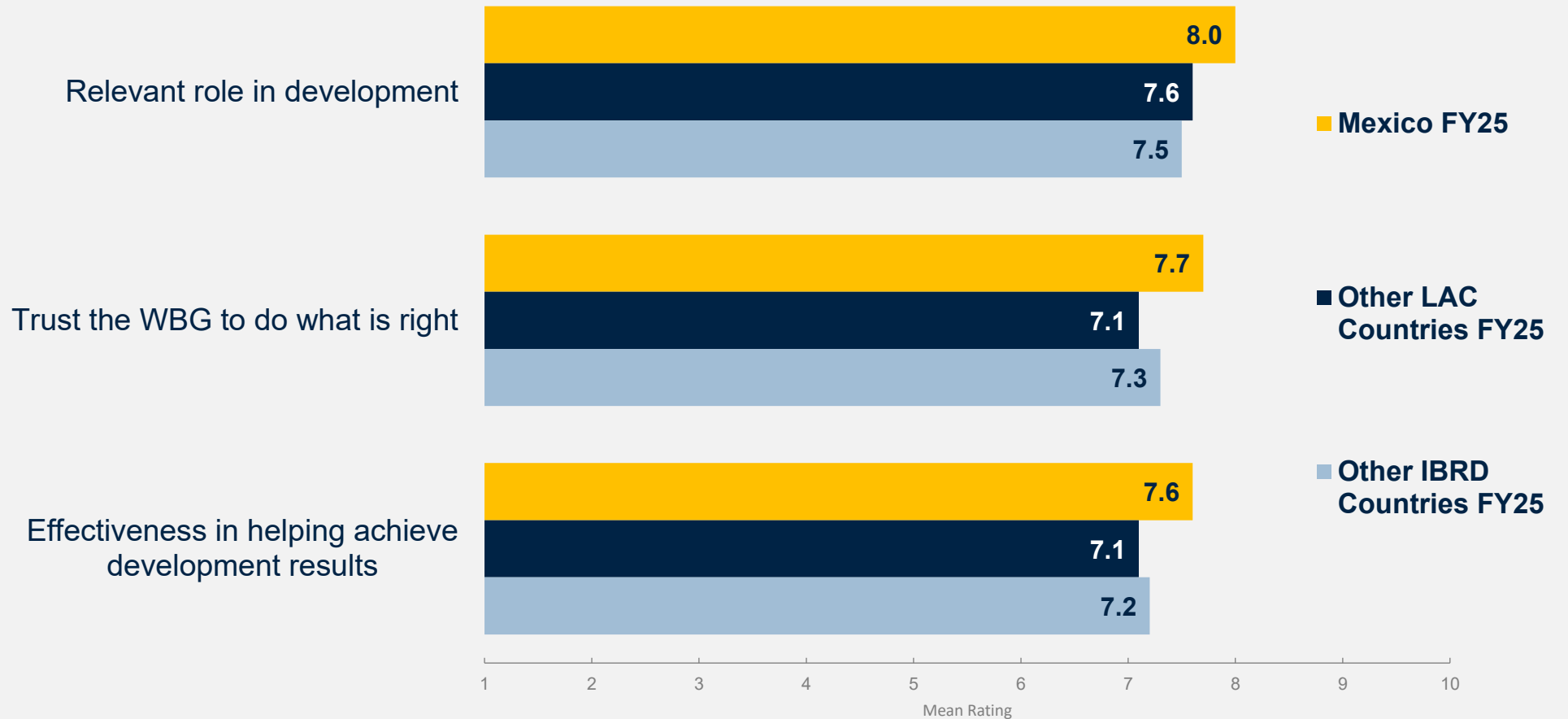


How relevant is each of the following organizations to Mexico's development? Scale: 1= Not at all, 10 = Very much
How effective is each of the following organizations in helping Mexico achieve development results? Scale: 1=Not at all, 10 = Very much
*Denotes statistically significant difference between FY20 and FY25.

Stakeholders from Government Institutions and the Private Sector had More Positive Perceptions of the WBG



KPI Ratings in Mexico are Higher than LAC and IBRD Averages in FY25



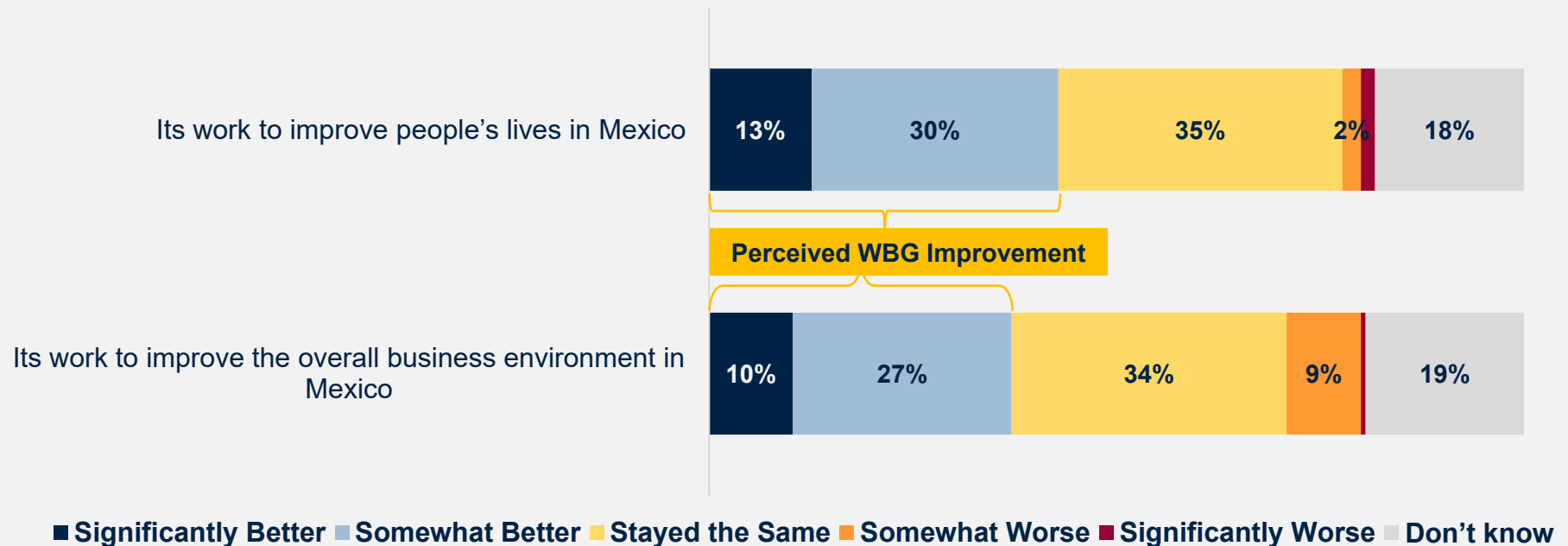
Other Latin America and the Caribbean FY25 countries included: Argentina, Colombia, Bolivia, Guatemala, Panama, Peru, Ecuador, Grenada, Saint Lucia, Sint Maarten

Other IBRD FY25 countries included: Angola, Mauritius, China, Indonesia, Argentina, India, Botswana, Colombia, Guatemala, Jordan, Panama, Philippines, Thailand, Bolivia, Gabon, Kazakhstan, Peru, Ecuador, Iraq



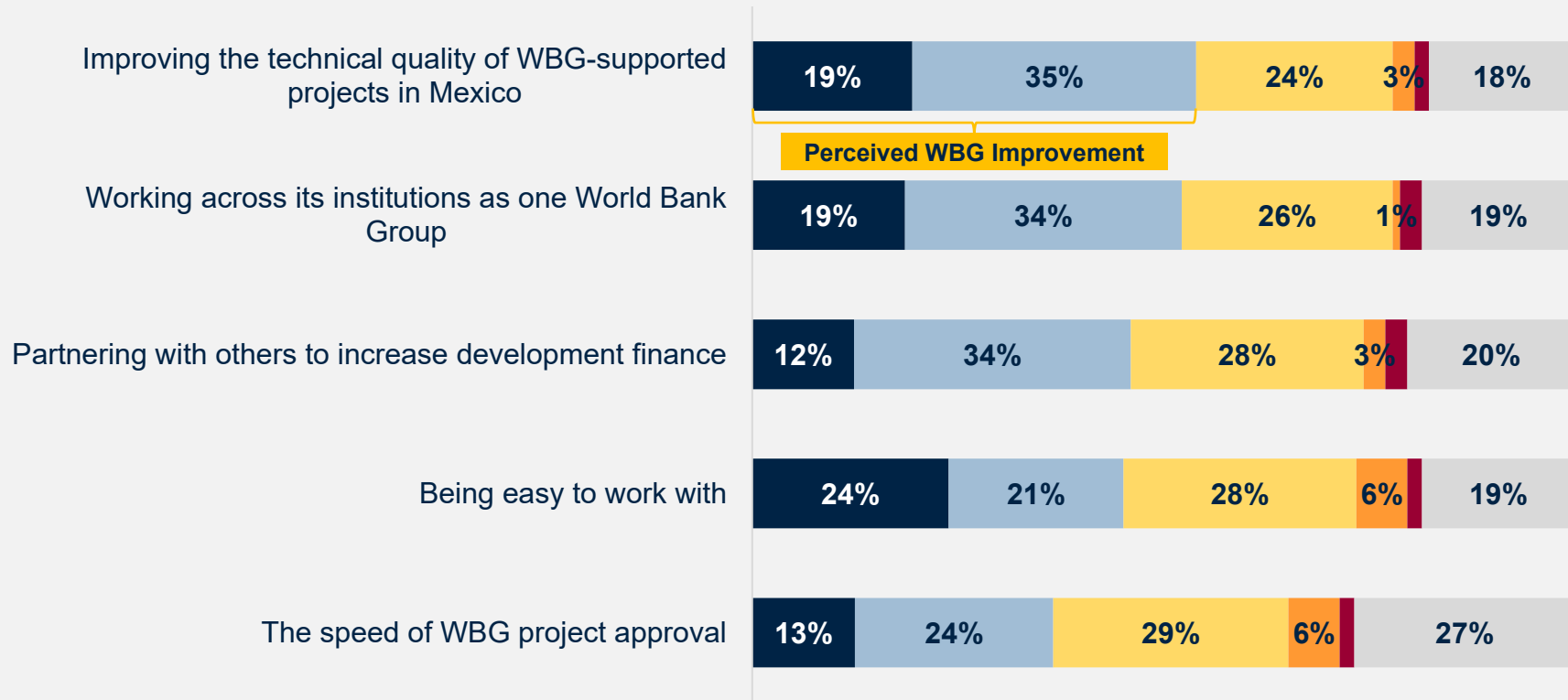
Over One-Third of Stakeholders See Positive Change in WBG's Work on Improving People's Lives and the Business Environment in Mexico

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



Over Half of Stakeholders Noted Improvement in the Technical Quality of WBG-Supported Projects and in Collaboration Across Institutions

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



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



The WBG's Work on Development Priorities

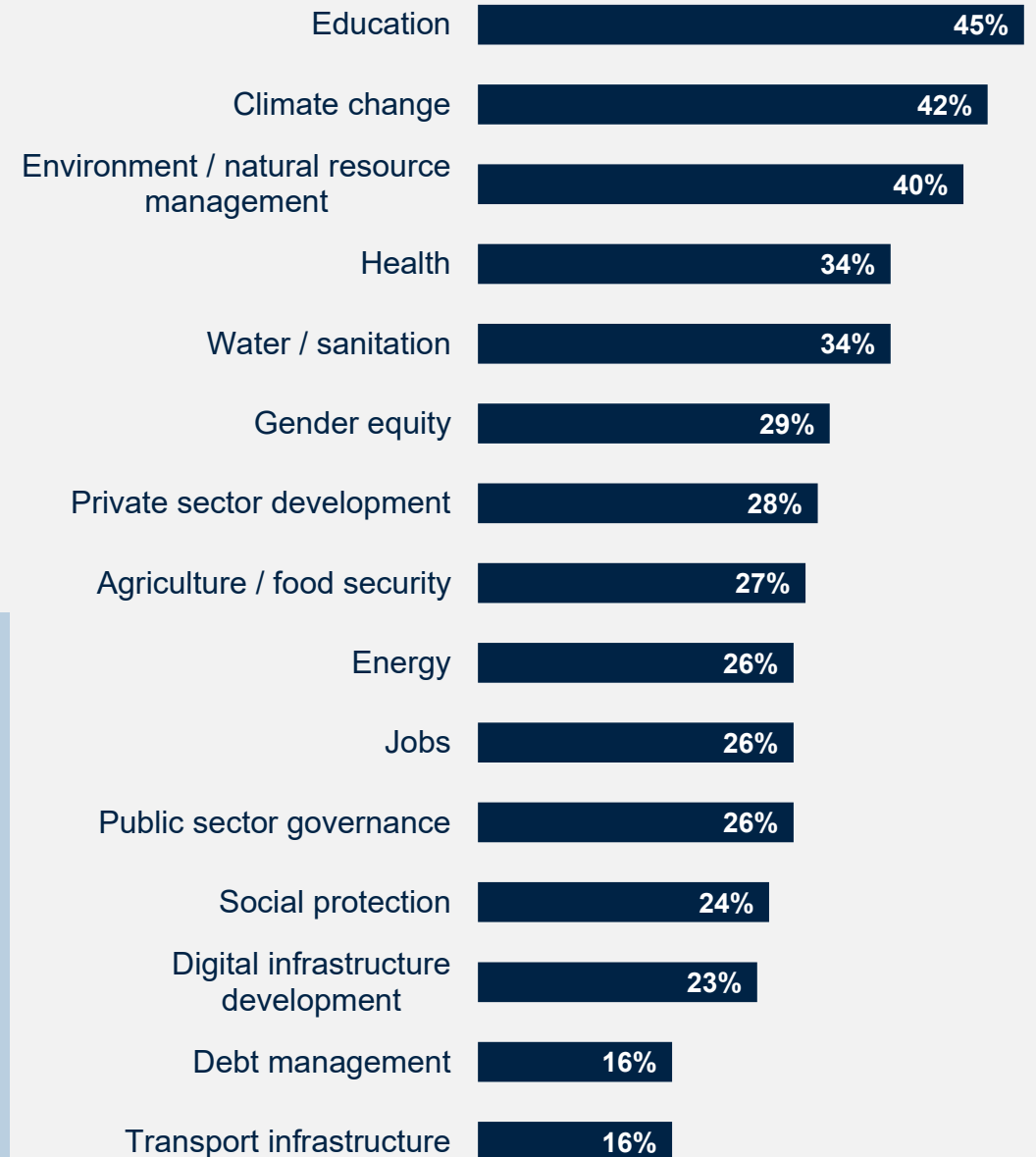


WBG: Focal Development Areas

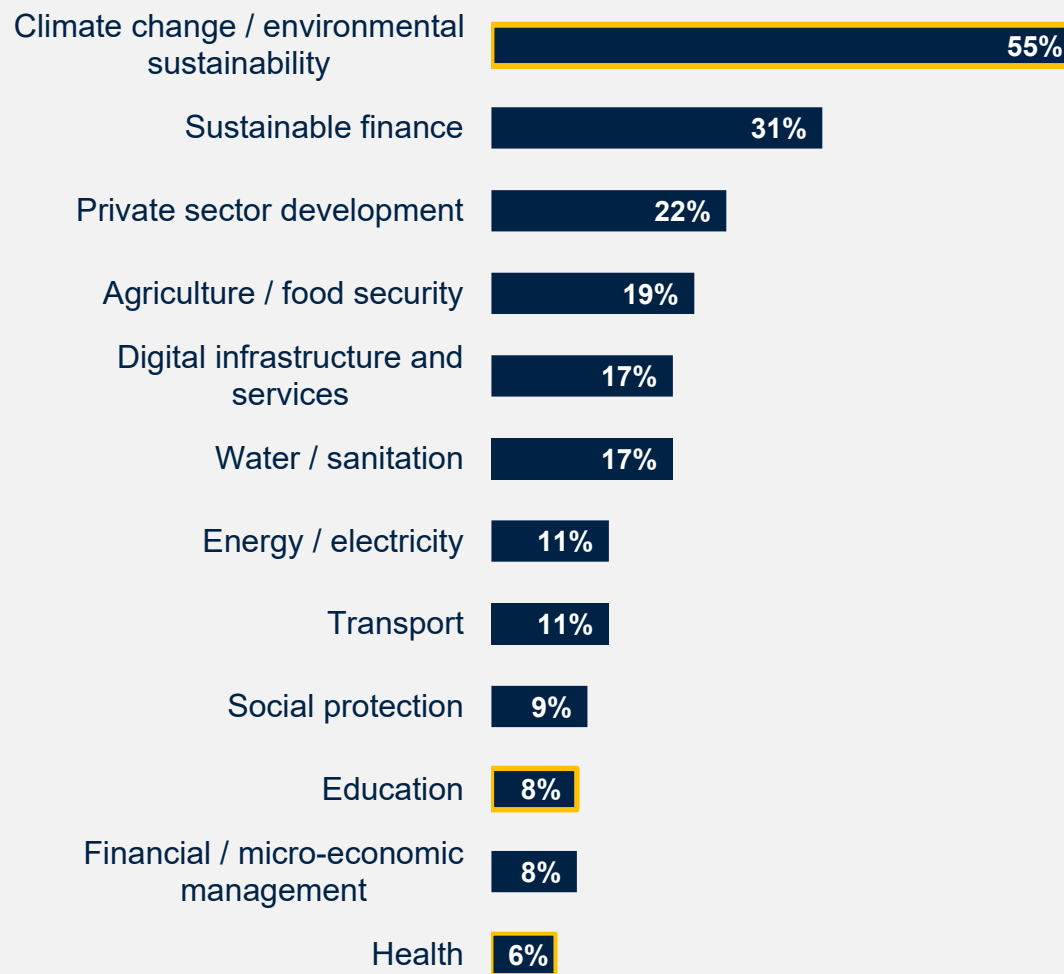
In FY25, stakeholders identified **education, climate change, environment/natural resource management, health, and water/sanitation** as the main priorities for the WBG in Mexico. Climate change remains a top concern among stakeholders, while environment/natural resource management has gained importance (up from 14% in FY20). In contrast, infrastructure, which ranked as the second-highest priority in FY20, is no longer considered a key area.

In their open-ended^ comments about the WBG's effectiveness in focus areas, stakeholders mentioned the following areas:

- **Private Sector Development:** Stakeholders emphasized supporting small and medium enterprises—especially in agriculture—by improving operating conditions, ensuring regulatory clarity, and promoting sustainable business growth.
- **Social Sectors (Health, Education, Employment):** Respondents highlighted the need to strengthen these areas through more inclusive strategies, innovative implementation, and better evaluation mechanisms to enhance effectiveness.
- **Governance and Social Justice:** Stakeholders called for efforts to improve governance, security, and social justice, including rebuilding institutional capacity for transparency, research, and data-driven policymaking.



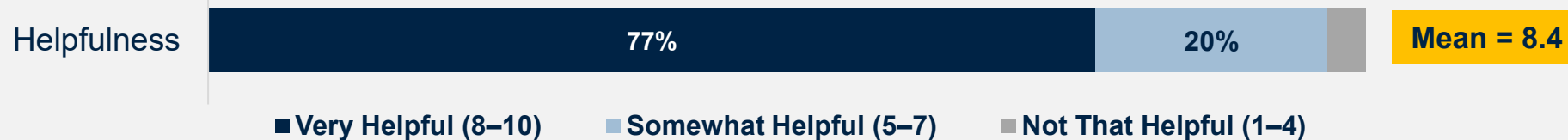
Stakeholder Actively Recall Projects Related to Climate Change/Environmental Sustainability



Top Three Development Areas for the WBG's Focus



Nearly All WBG Clients Said the WBG Was Helpful in Achieving Project Goals, With Majority Saying “Very Helpful”



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

*“The project helped strengthen sustainable forest management and increase economic opportunities for forest-dependent individuals and businesses in selected forest landscapes in Mexico. Forest areas were incorporated and improved into conservation and sustainable management schemes. Community forest enterprises were supported in increasing their Forest Entrepreneurship Index. **Innovative landscape-level management schemes were promoted.** Knowledge assets were generated from project-implemented actions. The ISFL Emissions Reduction Program for Mexico was developed. Greenhouse gas emissions from forest ecosystems were monitored in project implementation areas. Technical assistance was also provided to beneficiaries.”* (Government Institution Respondent discussing the work on Business Strengthening in Forest Productive Landscapes)

“It improved lighting in areas of municipalities with poor or no lighting and with security and crime problems. It helped extend business hours in municipalities and increased the flow of people on the streets, as they perceived greater safety with the new lighting. It allowed municipalities and hospitals to reduce energy consumption by integrating better and more efficient lighting technology, integrating solar energy generation systems in the case of hospitals, and more efficient air conditioning and refrigeration equipment.” (Bilateral/Multilateral Agency discussing the Work on Energy Efficiency)



How helpful was the WBG in achieving the goals of this project or initiative? Scale: 1 Not helpful at all – 10 Very helpful. (Asked only those who said that they collaborate with the WBG, Percentage of Respondents, N=60) [If helpful rating > 4]
How did this project impact the people? (N=40)

Key Actions to Enhance the WBG's Operational Effectiveness in Mexico: Strengthen Project Execution, Greater Local Engagement, and Improved Accountability

Strengthen Project Design, Implementation, and Timeliness

- Respondents emphasized the need to **reduce bureaucratic delays** and **accelerate project approval, disbursement, and delivery** to ensure timely impact.
- They urged the WBG to better **align** project design **with Mexico's structural priorities and regional realities**, adapting interventions to local governance and socio-economic contexts.

Enhance Local Engagement, Staffing, and Coordination

- Stakeholders called for closer collaboration with **local governments, academia, civil society**, and the private sector to ensure that projects reflect on-the-ground needs.
- They called for WBG **staff to work more consistently in the field**, strengthening contextual understanding and sustained presence at subnational levels.
- Several emphasized greater coordination with other development actors and institutions to **maximize synergies** and avoid duplication of efforts.

Improving Accountability and M&E

- Respondents called for **stronger monitoring, evaluation, and traceability** mechanisms to guarantee transparency and effectiveness in the use of resources.



What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Mexico? (Please be specific) (N=115)

The WBG's Instruments



WORLD BANK GROUP

Financial Resources Considered the WBG's Greatest Value to Mexico

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

62%

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

52%

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

48%

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

21%

Significantly more valuable for respondents from bilateral/multilateral agencies (60%), civil society (41%), and academia (31%)



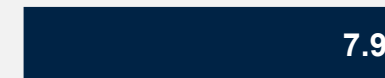
Positive Views on WBG Financial Instruments; Perception of its Timeliness has Improved

In FY25, stakeholders view the WBG’s financing conditions as competitive compared to market alternatives, with private sector respondents giving the highest ratings (mean = 8.2).

Some stakeholders viewed increased financing as a key lever to enhance the WBG’s operational efficiency in Mexico. In particular, they suggested that the WBG should:

- Expand financing mechanisms with direct support to SMEs, local communities, civil society, and more non-reimbursable resources.
- Prioritize funding for sustainable, high-impact projects in health, education, climate, and digital infrastructure that generate jobs and equity.
- Pair financing with technical support and accountability to ensure traceability, capacity-building, and long-term impact.

The conditions of the WBG’s financing are competitive compared to markets (private sector or other development banks)



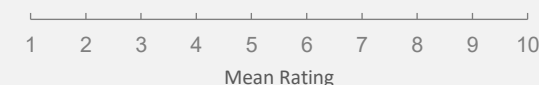
The WBG provides financial support in a timely manner*



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



The standards and requirements for the WBG’s financing are reasonable



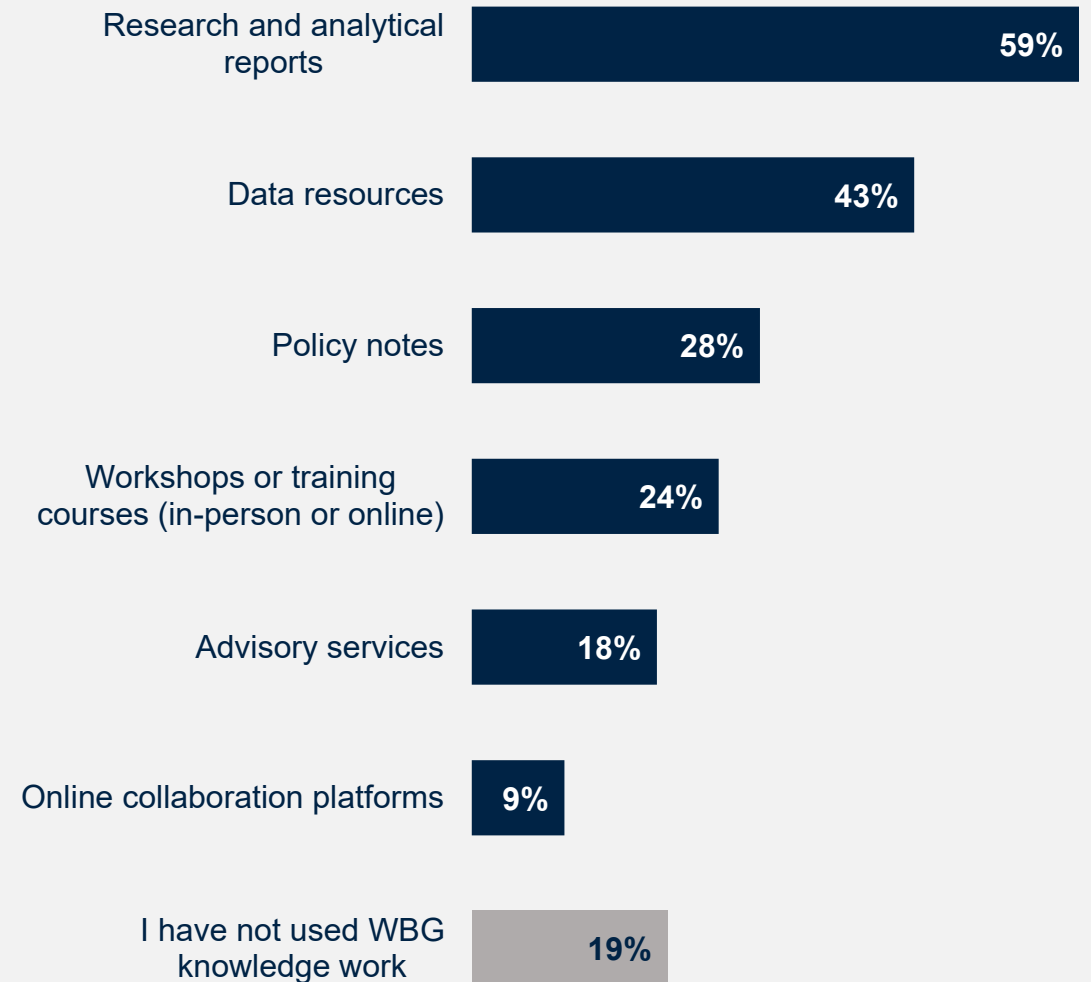
■ FY25
■ FY20



To what extent do you agree with the following statements about the WBG’s financial support to Mexico? Scale: 1 = Not at all, 10 = Very much. ^Asked only to those in government institutions or who said that they collaborate with the WBG. *Denotes statistically significant difference between FY20 and FY25. What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Mexico? (Please be specific) (N=115)

Most Respondents Used WBG Knowledge Work in the Past 3 Years—Primarily Research and Analytical Reports

Data resources were most frequently used by respondents from academia (69%) and the media (71%). Policy notes were particularly popular among respondents from academia (56%) and civil society organizations (45%).



Stakeholders Used WBG Knowledge Work for a Variety of Purposes

For what purpose did you use this WBG knowledge activity/analytical work?

Research & Learning

- Used by academics, students, and analysts to study Mexico's economic, social, and environmental trends.
- Provides reliable data and global comparisons to support teaching, research, and evidence-based debate.

Policy & Program Design

- Guides governments, legislators, and practitioners in shaping policies on poverty, jobs, climate, health, and education.
- Supports project planning, monitoring, and evaluation with technical evidence and international best practices.

Communication & Capacity Building

- Helps journalists, NGOs, and institutions share knowledge with the public and raise awareness on key issues.
- Strengthens professional skills and organizational capacity through training, certification, and dissemination of best practices.



41% of Respondents Report WBG Policy Advice Shaped Government Policy and Influenced Key Development Areas

Sustainable Finance & Taxonomy

- *“I believe the Sustainable Taxonomy is an instrument that will impact the development of the sustainable financial sector.”* (Civil Society Respondent)
- *“Based on the development of Mexico's Sustainable Taxonomy, the Sustainable Finance Mobilization Strategy was developed. Financial products aligned with the taxonomy have been developed, such as green mortgages and other loans related to sustainable agriculture.”* (Private Sector Respondent)

Poverty Measurement & Social Policy

- *“The current Mexican government cites and uses poverty figures calculated by the World Bank. In this regard, these figures have contributed to the formulation of social policy by providing a comprehensive picture of poverty in Mexico.”* (Government Institution Respondent)
- *“Poverty and Equity Report [served] as a guiding document on aspects to consider in the development of public policies.”* (Civil Society Respondent)

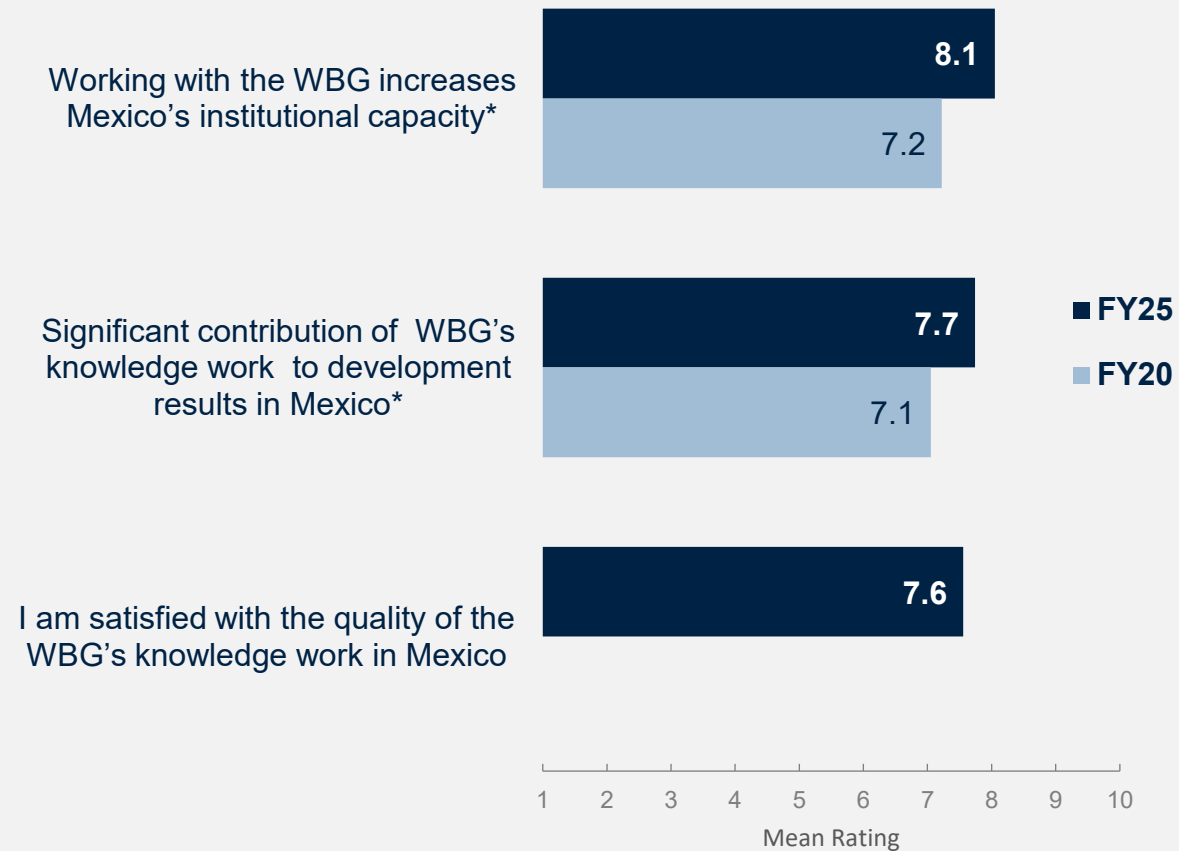
Environment, Climate & Sectoral Policies

- *“The Operating Rules of the Sustainable Forest Development for Well-being Program have been evolving with the inclusion of certain environmental and social criteria... support of the WBG has allowed for the development of a gender inclusion strategy.”* (Government Institution Respondent)
- *“I am aware that the technical and financial advice of the World Bank Group was essential in transforming the regulatory and operational framework for water in Mexico.”* (Respondent from Office of a Parliamentarian (Congress of the Union))



In your opinion, has the WBG's policy advice influenced a new or previous government policy in Mexico? (Percentage of Respondents, N=124)
What government policy or action did the WBG's advice influence and in what way? (N=41) Select comments corresponding to the top 4 development priorities for the WBG's focus, as identified by respondents, are shown here.

Stakeholders Are Significantly More Positive About the WBG's Knowledge Work, Especially Its Impact on Institutional Capacity and Contribution to Results



The WBG's Engagement and Collaboration



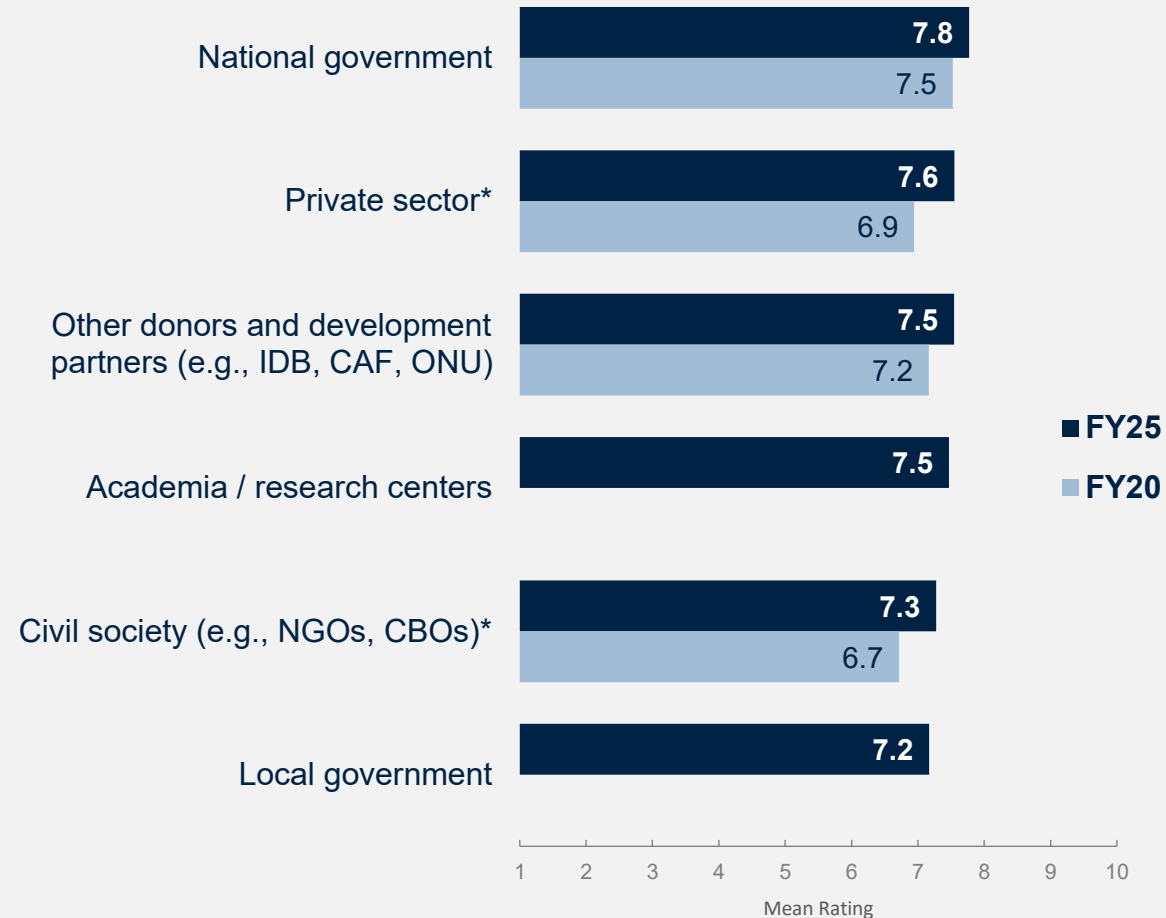
WBG is Viewed as a Reliable Partner, with Growing Recognition of Responsiveness



To what extent is the WBG an effective development partner in terms of the following? Scale: 1 = Not at all, 10 = Very much.

*Denotes statistically significant difference between FY20 and FY25.

Perceptions of WBG Partnerships in Mexico Have Improved, Particularly in Collaboration with the Private Sector and Civil Society



To what extent is the WBG an effective development partner in Mexico, in terms of collaborating with the following groups? Scale: 1 = Not at all, 10 = Very much

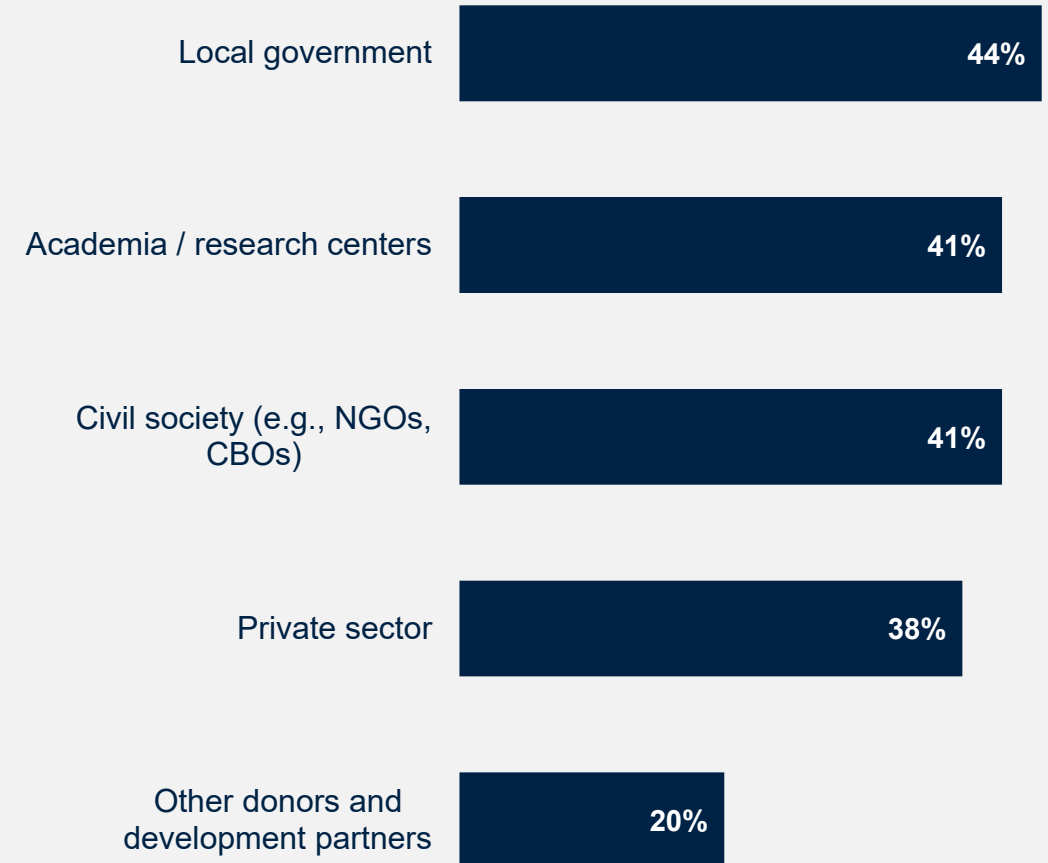
^What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Mexico? (Please be specific) (N=115)

*Denotes statistically significant difference between FY20 and FY25.

Stakeholders Want the Bank to Collaborate More With Local Government, Academia, and Civil Society

In their written responses on how the WBG could improve its effectiveness[^], respondents suggested that the WBG should:

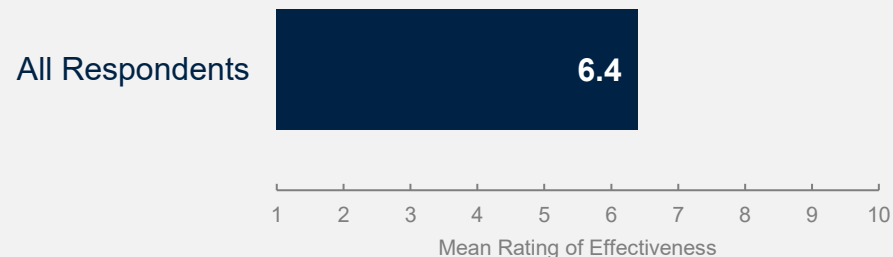
- **Deepen multi-stakeholder collaboration** by creating ongoing dialogue that unites government, civil society, academia, and the private sector to address cross-cutting challenges.
- **Strengthen engagement with civil society and local actors** through systematic inclusion of CSOs, communities, and local researchers in project design, implementation, and monitoring.
- **Enhance partnerships with academia** and research institutions to promote evidence-based policymaking and adapt solutions to local contexts.
- **Increase coordination with national and subnational governments** by fostering continuous dialogue, technical support, and policy implementation aligned with local realities.
- **Build stronger links with the private sector** to promote innovation, sustainable productivity, and more agile action in social and economic development initiatives.



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 Mexico? (Select up to 2) (Percentage of Respondents, N = 160)

[^]What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Mexico? (Please be specific) (N = 115)

WBG Effectiveness in Facilitating Civil Society Participation



Perceptions of WBG's effectiveness at facilitating civil society participation in development policy dialogue and implementation in Mexico varied significantly. Respondents from academia (mean = 5.2), media (mean = 5.9), and civil society (mean = 5.9) gave the lowest ratings of WBG's effectiveness.

Among those who viewed facilitation as ineffective, written comments highlighted the need to:

- Fund and include CSOs in programs and dialogue
- Ensure transparency, monitoring, and accountability
- Raise visibility and amplify CSO policy influence

Some Examples of the WBG's Effective Facilitation of Civil Society Participation

*"One of the areas to which the World Bank has allocated resources that involves civil society participation is improving **conditions for female entrepreneurship**. This is a key aspect in light of data showing the relatively low participation of women in the formal economy and the amount of time they spend on care work." (Academia Respondent)*

*"It has been a co-convening institution in the realization of the **National Weeks of Investment in Early Childhood** with the objective of promoting public discussion around the strategic importance of investment in Early Childhood in Mexico to increase its magnitude and quality." (Civil Society Organization Respondent)*

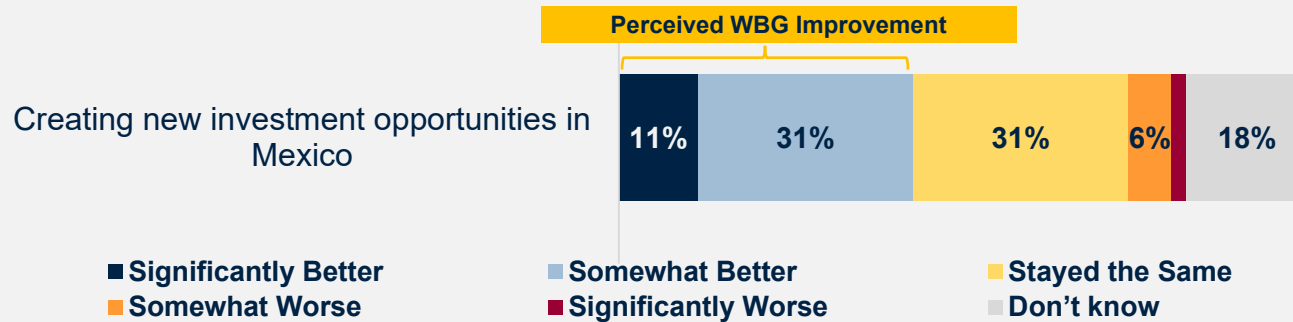
*"In the process of developing the **Emissions Reduction Program**, recommendations have been made on how to encourage civil society participation, in addition to including certain sectors of the population, especially the most vulnerable. They have supported us in generating materials so that technical topics can be sufficiently clear and in citizen language, sharing experiences that we could replicate, or lessons learned, and creating an environment of trust for consultations." (Government Institution Respondent)*



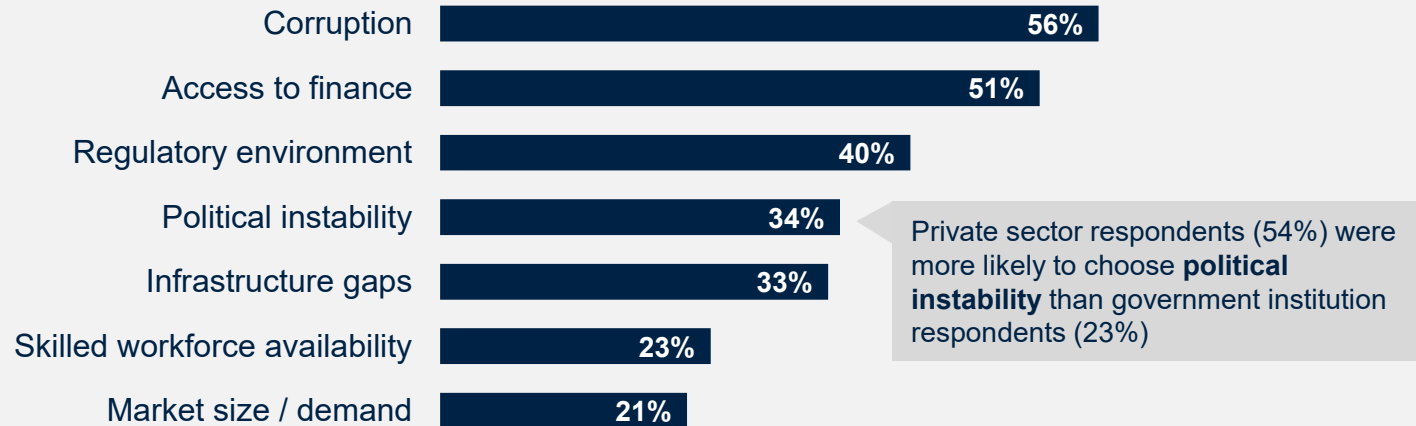
How effective is the WBG in facilitating civil society participation in development policy dialogue and implementation in Mexico? Scale: 1 Not effective at all – 10 Very effective [If effectiveness rating < 5] How could the WBG be more effective in facilitating civil society participation in development policy dialogue and implementation? (Please be specific) (N=20) [If effectiveness rating > 4] Please share examples of the WBG's effective facilitation of civil society participation in development policy dialogue and implementation. (Please be specific) (N=60)

The WBG Working With the Private Sector

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



What are the biggest challenges facing private sector development in Mexico?



To Make the WBG More Effective in Private Sector Development, Respondents Discussed[^]:

- Expanding financing & incentives through direct resources provision, soft loans, and seed capital to SMEs, with support through stock markets and partnerships.
- Offering training, technical assistance, and international best practices to strengthen competitiveness, digitalization, and sustainability.
- Ongoing dialogue between the WBG, business associations, and investors is viewed as essential to align strategies with Mexico's economic priorities.
- Encouraging private participation in climate, infrastructure, and technology projects that contribute to sustainable growth.
- The IFC was mentioned as a potential partner for analyzing and funding private green and energy transition projects



What are the biggest challenges facing private sector development in Mexico? (Select up to 3) (Percentage of Respondents, N = 139)
[^]What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Mexico? (Please be specific) (N = 115)

Communication and Outreach

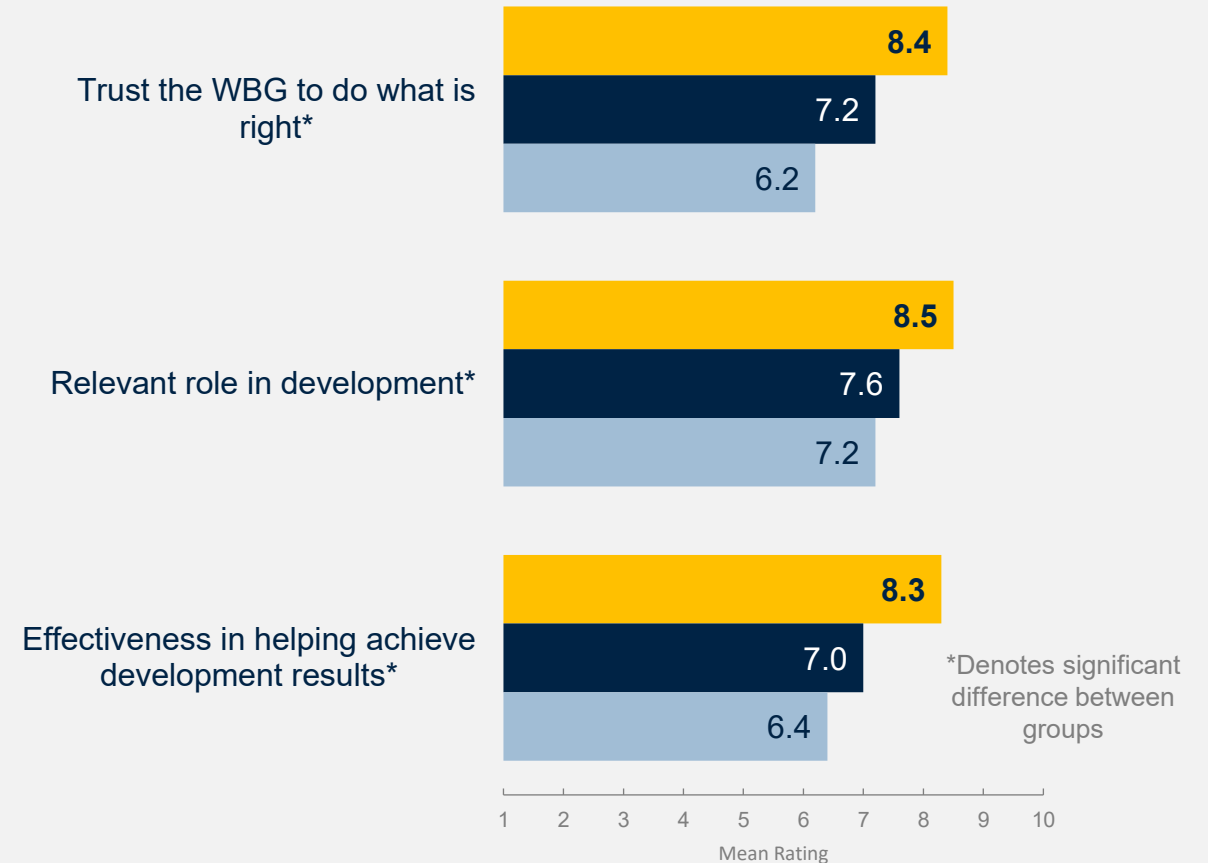


WORLD BANK GROUP

Greater Familiarity Through Engagement Builds More Positive Perceptions

Strengthening engagement with the WBG not only addresses stakeholders' strong demand for closer collaboration but also helps build trust, deepen understanding of the WBG's role, and enhance perceptions of its relevance and impact.

Survey results show that stakeholders who are **highly familiar** with the WBG (ratings of 8–10) consistently rate its trustworthiness, relevance, and effectiveness substantially higher than those with **low familiarity** (ratings of 1–4), underscoring the positive link between engagement and perception.



How familiar are you with the work of the WBG in Mexico?

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

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

Trust the WBG to do what is right Scale: 1 Not familiar at all – 10 Very familiar

Relevant role in development Scale: 1 Not familiar at all – 10 Very familiar

Effectiveness in helping achieve development results Scale: 1 Not familiar at all – 10 Very familiar



WBG Events, e-Newsletters, Publications, and Direct Contact Are Stakeholders' Top Choices for Receiving Information

Stakeholder preferences vary and should guide targeted outreach efforts. While nearly half of respondents prefer **WBG events** as their main WBG information channel, private sector stakeholders tend to favor **direct contact** with WBG staff and **e-newsletters**, whereas respondents from academia show a stronger preference for **WBG publications**.

	All Respondents	Government Institutions	Bilateral / Multilateral Agency	Civil Society	Top Two Preferred WBG Channels		
					Private Sector	Academia	Media
WBG event / conference / workshop (in person or online)	49%	58%	18%	55%	40%	47%	43%
WBG e-Newsletters	47%	45%	55%	52%	43%	40%	50%
WBG publications	39%	42%	45%	31%	30%	60%	21%
Direct contact with WBG staff (e.g., in person, virtually, phone, email)	35%	30%	18%	38%	43%	47%	36%
WBG website (including blogs)	29%	26%	36%	31%	27%	40%	29%
WBG social media channels (e.g., Facebook, LinkedIn, Instagram, Twitter/X)	25%	32%	18%	14%	27%	13%	43%
WBG direct messaging (e.g., WhatsApp)	19%	13%	18%	28%	23%	20%	21%
WBG podcasts	11%	8%	18%	7%	13%	13%	14%

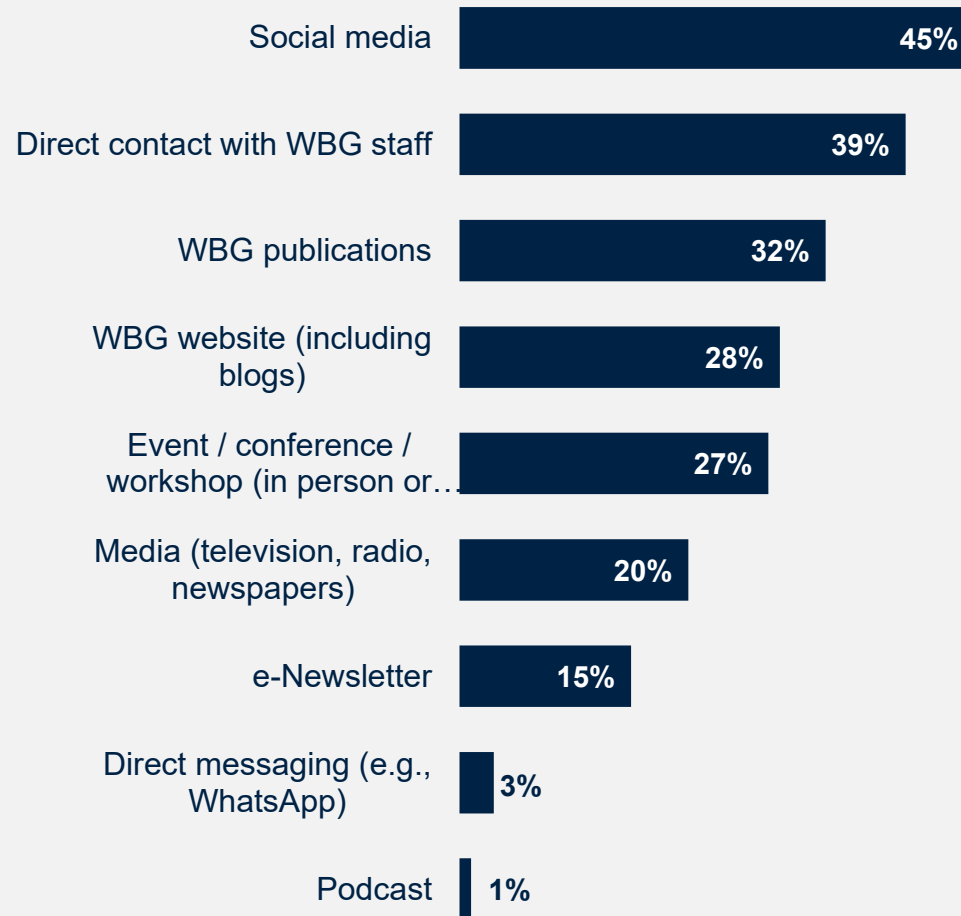


How would you prefer to obtain information from the WBG? (Select up to 3) (Percentage of Respondents, N=213)

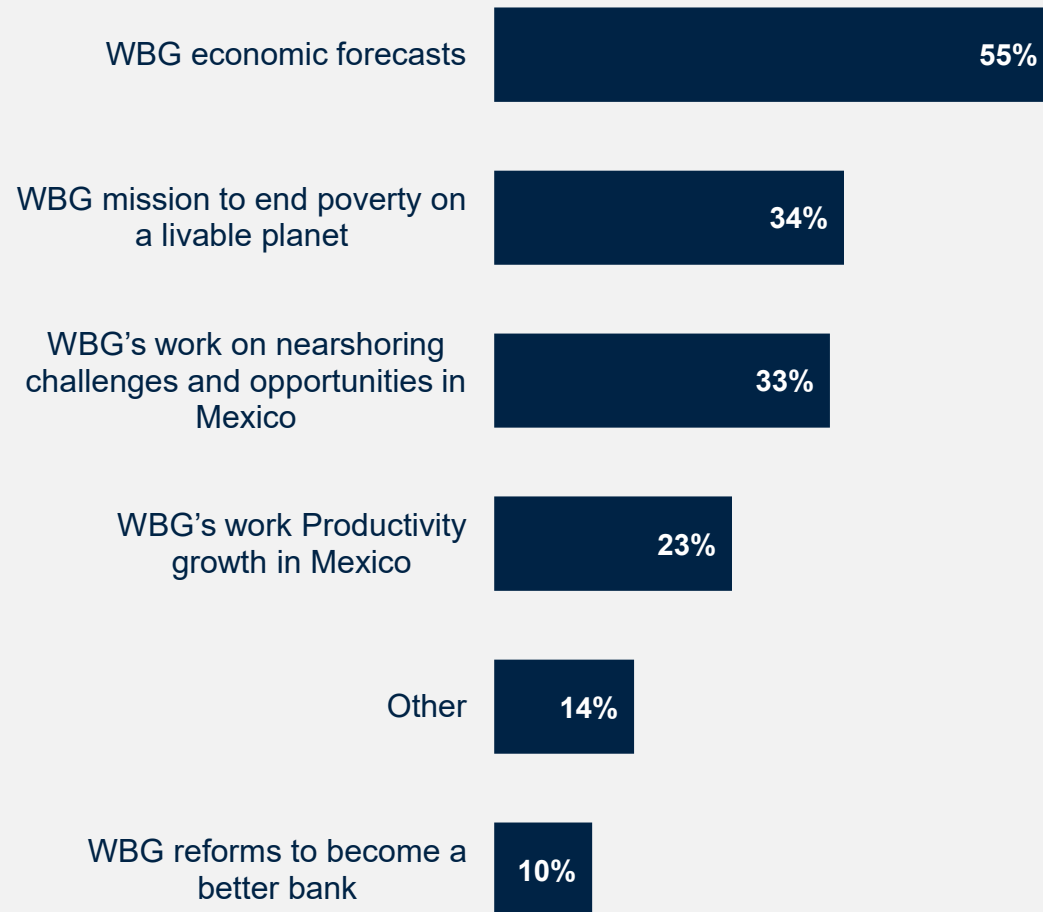
48% of Respondents Recalled Seeing or Hearing About the WBG, Recently, Most Often through Social Media and Direct Contact

The primary channels of message recall were **social media** and **direct contact with WBG**.

Only 15% of respondents recalled information from the **e-Newsletter**, while 47% of stakeholders indicated that it is a preferred channel for receiving information from the WBG.



WBG Economic Forecasts, its Mission to End Poverty, and Work on Nearshoring Challenges and Opportunities in Mexico Were the Most Frequently Recalled Topics



To Better Understand the WBG's Role in Mexico, Stakeholders Wanted Information on Its Impact Assessments and Evaluations, and Sector-Specific Strategies

Top Types of Preferred Information About the WBG

	All Respondents	Government Institutions	Bilateral /Multilateral Agency	Civil Society	Private Sector	Academia	Media
Impact assessments and evaluations	51%	43%	40%	59%	47%	60%	57%
Sector-specific strategies	47%	42%	60%	41%	63%	40%	43%
WBG research and knowledge	46%	38%	60%	52%	37%	53%	64%
Case studies of WBG projects	36%	34%	40%	31%	30%	53%	43%
Information on how to work / partner with WBG	32%	30%	10%	41%	40%	27%	36%
Overview of WBG financial products and services*	29%	43%	0%	28%	37%	20%	0%
Regular updates on WBG activities	29%	36%	50%	14%	23%	27%	29%



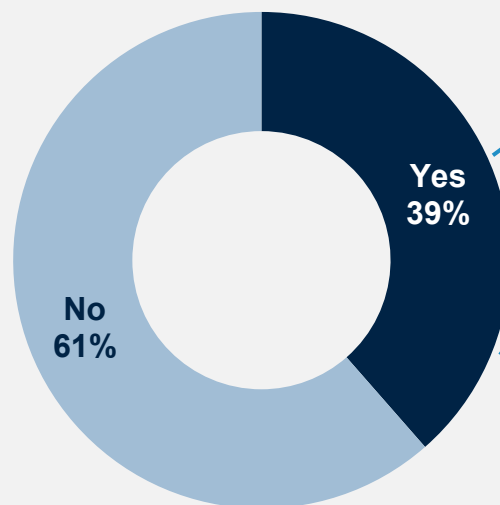
What information would be most helpful to you in understanding the WBG's role in Mexico? (Select up to 3)
(Percentage of Respondents, N=214) *Significant difference between stakeholder groups

Sample Demographics and Detailed Methodology



Sample Demographics

In the past 3 years, have you worked or collaborated with the WBG in Mexico?
(N=179)



Which of the following WBG agencies have you worked or collaborated with in Mexico?

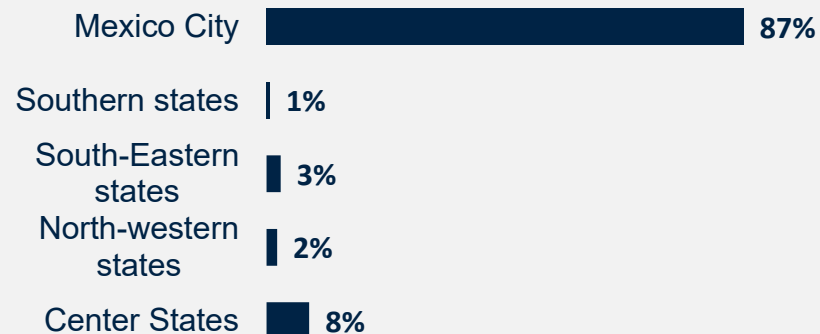
(N=69)

World Bank (IBRD) **70%**

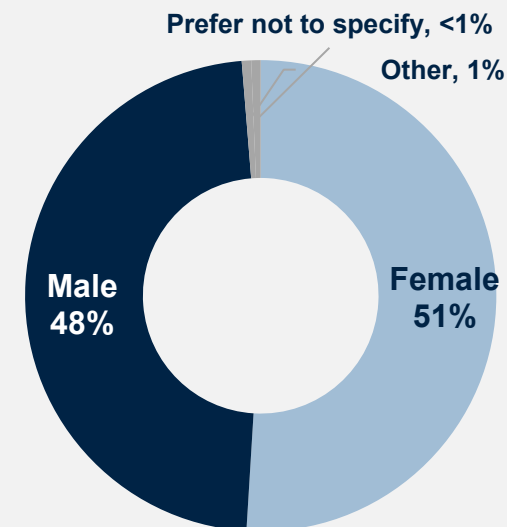
International Finance Corporation (IFC) **52%**

Multilateral Investment Guarantee Agency (MIGA) **1%**

Which best represents your geographic location?
(N=154)

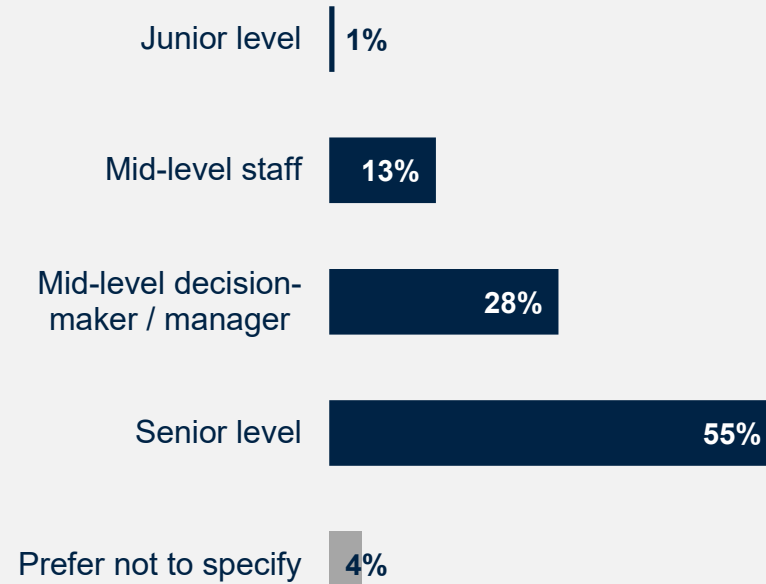


What is your gender?
(N=155)

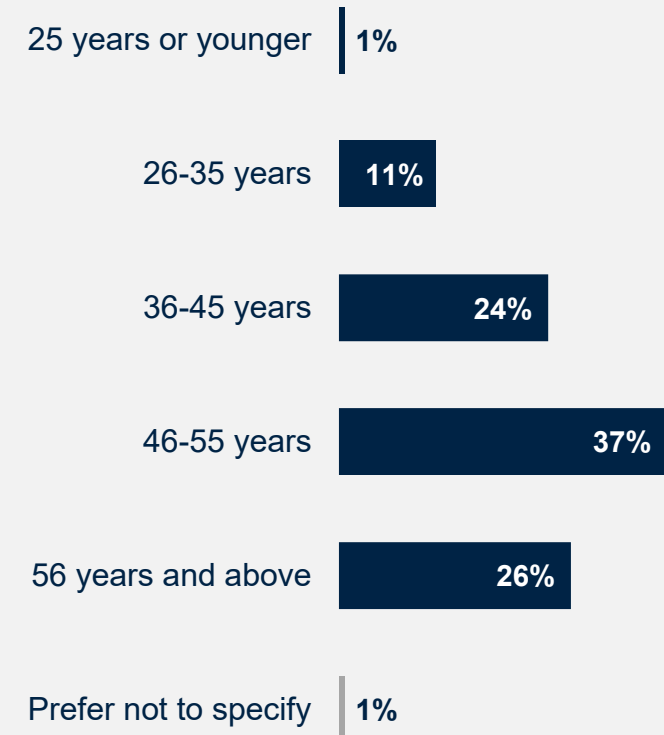


Sample Demographics (continued)

*Within your organization,
would you describe yourself as...*
(N=155)



What's your age?
(N=155)



Detailed Methodology

From **May to August 2025**, a total of 630 stakeholders in Mexico 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 government institutions, local government, bilateral or multilateral agencies, civil society organizations, the private sector, academia and research centers, and the media.

Of these stakeholders, **179 participated in the survey (28% response rate)**. Respondents received the questionnaire via courier and returned it accordingly, completed it online, or completed it with a representative of the field agency.

This year’s survey results were compared to the FY20 Country Opinion Survey, which had a response rate of 33% (N = 134).

Comparing responses across Country Opinion 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.

Key statistically significant findings (tested at the research standard of $p < .05$) are noted throughout the report with an asterisk.

Percentage of Respondents	FY 2020	FY 2025
Government Principals: Office of the President, Prime Minister, Minister, Parliamentarian (Congress of the Union)	6%	3%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	37%	31%
Local Government	7%	3%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	1%	7%
Civil Society Organization: Local and regional NGO, Community-Based Organization, Private Foundation, Philanthropy, Professional/Trade Association, Faith-Based Group, Youth Group	15%	18%
Private Sector: Private Company, Financial Sector Organization, Private Bank	19%	21%
Academia / Research Center	12%	9%
Media	2%	8%
Other	1%	0%
Total Number of Respondents	134	179

Detailed Methodology (continued)

Breakdowns for individual questions by stakeholder group and by year can be found in the “Mexico COS FY25 Appendices.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Please note that not all questions were asked of every respondent in FY25. Some questions—particularly those requiring more in-depth knowledge of WBG projects and operations—were only presented to a subset of stakeholders. Consequently, for year-over-year comparisons, some FY20 means shown in this report are based only on the subset of respondents who received the same questions in FY25, rather than the full FY20 sample. As a result, these means may differ from those published in the original FY20 report. Please refer to the questionnaire for details on question routing. The questionnaire is published in the WBG Microdata Library, along with the survey microdata, appendices, and this report.

The open-ended comments to this survey were analyzed with ChatGPT, a generative AI tool, and reviewed by the World Bank staff for accuracy.



CountryOpinionSurveys

Thank you

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

countrysurveys@worldbankgroup.org

