



IEG
INDEPENDENT
EVALUATION GROUP

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IEG's 2014 Client Surveys

Topline Report of Key Findings

January 2015



evidence and ideas. applied

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Introduction & Methodology

- This PowerPoint report represents the topline findings of the 2014 Client Surveys of the World Bank Group's Independent Evaluation Group (IEG). This is the third iteration of this survey carried out by GlobeScan on behalf of IEG.
- For IEG, the objectives of this annual engagement with its clients are to obtain feedback on clients' general awareness and attitudes towards the organization, and to provide a detailed assessment of IEG's products and services.
- More specifically, a whole series of KPIs (awareness of the organization, perceived focus of IEG's work, relevance and effectiveness of its work, readership of products, overall and detailed satisfaction with products, types of uses for products, influence and quality of IEG's products) are monitored to help IEG inform its overall strategy, work program and results framework, as well as to help IEG to anticipate demand for its services.
- The findings detailed here are based on three surveys conducted among three different audiences: WBG Board members and advisors, WBG Staff, and External Stakeholders.
- The present report shows key global comparisons across the three groups but focuses more on results for the WBG Staff, as this was the audience on which IEG placed the most importance.
- Please note that all figures in the charts and tables in this report are expressed in percentages, unless otherwise stated. Totals may not always add to 100 because of rounding.
- "DK/NA" respondents were excluded from all calculations reported in the following report.
- Most rating questions were designed with a six-point scale and, most of the time, this presentation of findings shows the sum of percentages of positive responses (4+5+6).

Fieldwork:

- Fieldwork was conducted online and simultaneously for the three audiences. It was carried out over four weeks between mid-November and mid-December, 2014.

Structure of Questionnaire:

- Sections: Like in 2012, the questionnaire was divided into two main sections. The first section (Part One in the present report) focused on general perceptions and attitudes towards IEG as an organization, and respondents were asked general questions about their familiarity with IEG's role, impact, and independence.
- The second section (Part Two in the present report) focused on collecting feedback on IEG's evaluation products, with respondents asked to rate their overall satisfaction on different categories (influence, use, quality/use of recommendations) with the most recent evaluation products they read in the past two years.
- The last couple of questions of this section were more general again and asked about access to products and IEG's effectiveness in reaching stakeholders.
- The questionnaire offered several opportunities for respondents to elaborate on their ratings. While the open-ended comments are not analysed and reported in this document, the verbatim data file has been delivered to IEG.
- Screen outs: Respondents not familiar with IEG's role were screened out after the first question in Section One. A second, partial screen-out was applied at the end of Section One for respondents familiar with IEG's role but who have not read any of its reports. Those respondents skipped the entire products-specific section and resumed the survey for the last few questions.

Note about Tracking

- While the overall questionnaire continues to have a lot of similarities with the 2012 survey, the structure of this year's survey instrument has been simplified. In particular, the products-related section was streamlined with respondents asked to rate IEG's products based on all those they may have read in the past two years (as opposed to choosing only one which their ratings would be focused on in the 2012 survey).
- This change in the structure has had an impact on the sample sizes for the products-related questions, which have all increased compared to 2012. Moreover, the 2014 response rates for each of the three audiences have improved quite significantly, and with more participants this year there are some sample variations between the two years.
- Finally, some wording tweaks were applied on several questions, potentially impacting to some extent the tracking analysis.
- Tracking the 2014 figures with 2012, while still giving a sensible indication of movement, should therefore be looked at with caution as reliability may be affected because of all the reasons mentioned above. In the present report, tracking charts to observe movement since 2011/12 have been included where applicable. For some other charts, tracking is reported using arrows only. Arrows have been used to only show changes of +/- 8 percent. Changes below 8 percent are not reported as we can consider these results as being fairly stable.

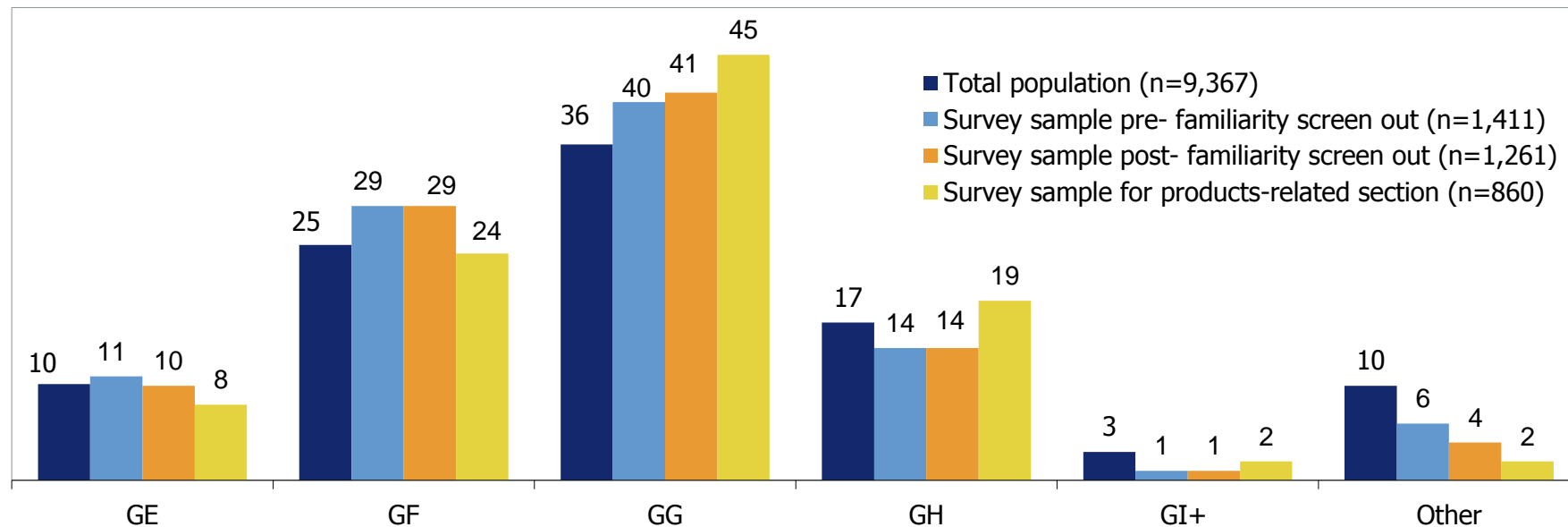
Response rates:

- Board: population of 211 Executive Directors (EDs), Alternate EDs, and Advisors; 51 responses. Response rate of 24.2 percent.
- WBG Staff: population of 9,366 operational staff; 1,411 responses for all available HR grade levels. Response rate of 15.1 percent.
- External Stakeholders: population of 4,197; 718 responses across various categories of stakeholders. Response rate of 17.1 percent.

Respondents Profile

Distribution of WBG Staff by HR Grade Level

Before and After Screen Outs, 2014



Margins of error

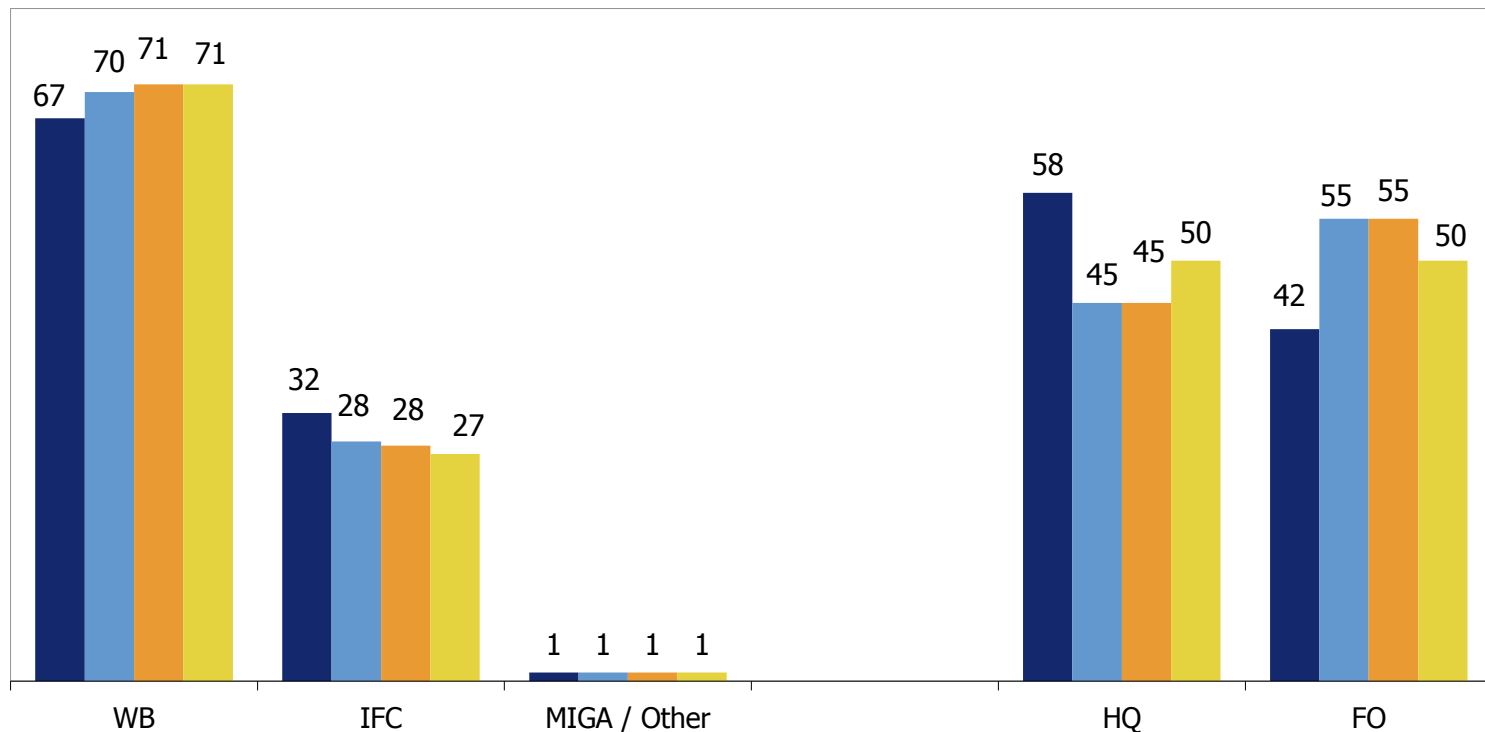
All margins of error shown in this report are calculated using the total WBG Staff population universe (9,367), and the number of WBG Staff respondents who effectively answered a particular question as sample size (i.e., DK/NAs are excluded from calculations).

The overall margin of error for WBG Staff throughout the following report is between ± 2.2 and ± 4.7 percent (depending on questions), using a 95 percent Confidence Level.

Distribution of WBG Staff by Organization and Office Location

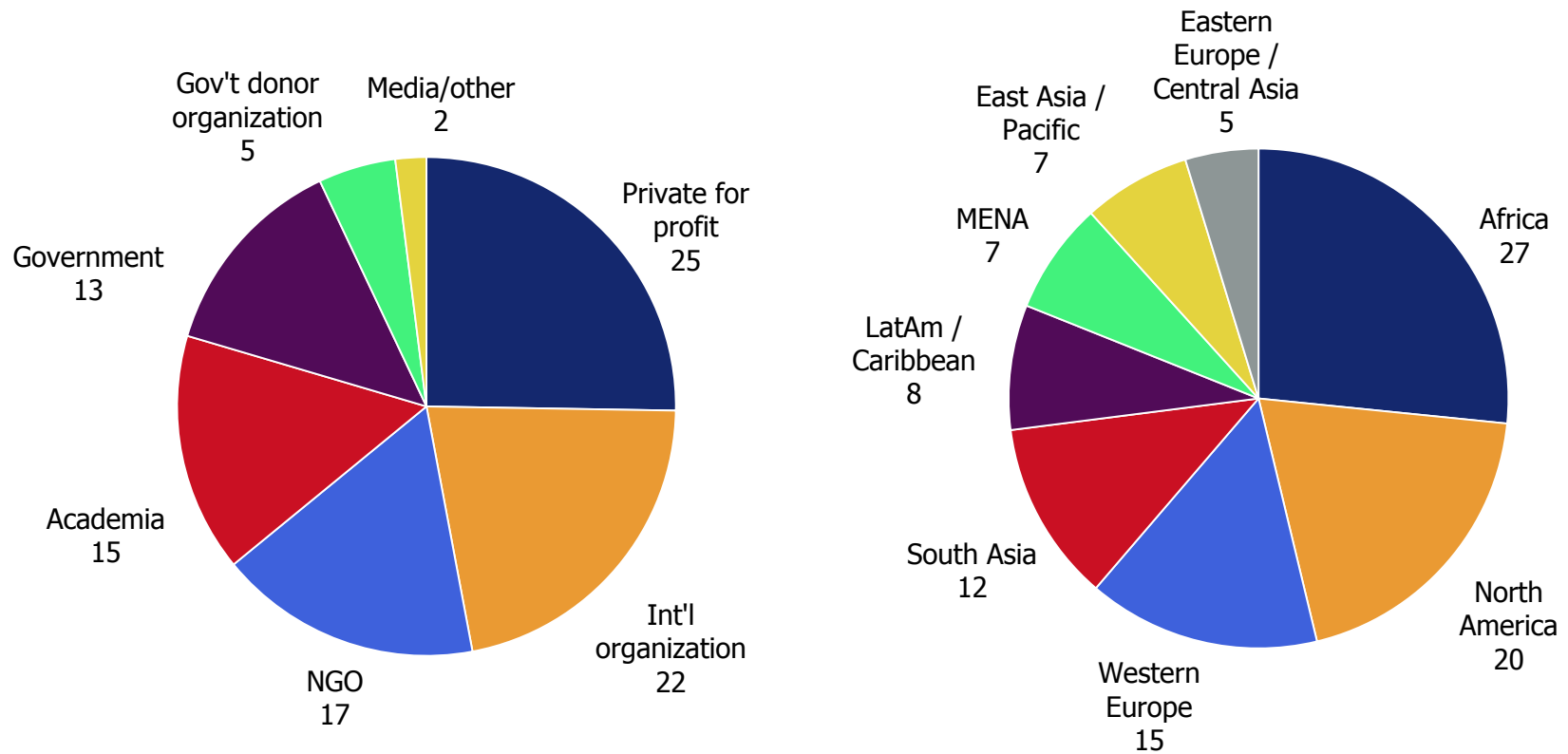
Before and After Screen Outs, 2014

- Total population (n=9,367)
- Survey sample pre- familiarity screen out (n=1,411)
- Survey sample post- familiarity screen out (n=1,261)
- Survey sample for products-related section (n=860)



External Stakeholders Profile

Before Screen Outs, by Category and by Region, $n=718$, 2014

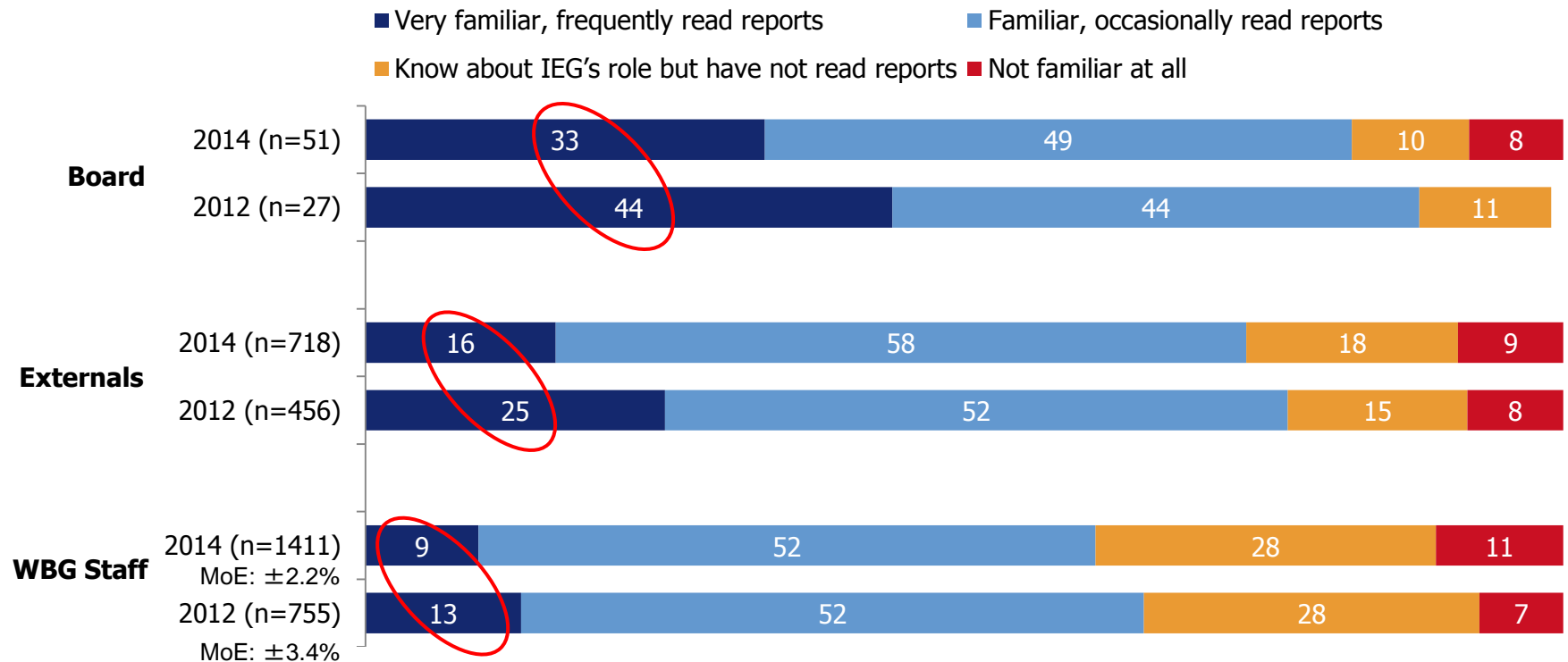


PART 1:
**General Perceptions and
Attitudes toward IEG**

Familiarity with IEG

Familiarity with IEG through the reading of its reports is slightly lower than in 2012 for all audiences; Board respondents are the most familiar

Familiarity with IEG's Work and Reports
By Sample Group, 2012–2014



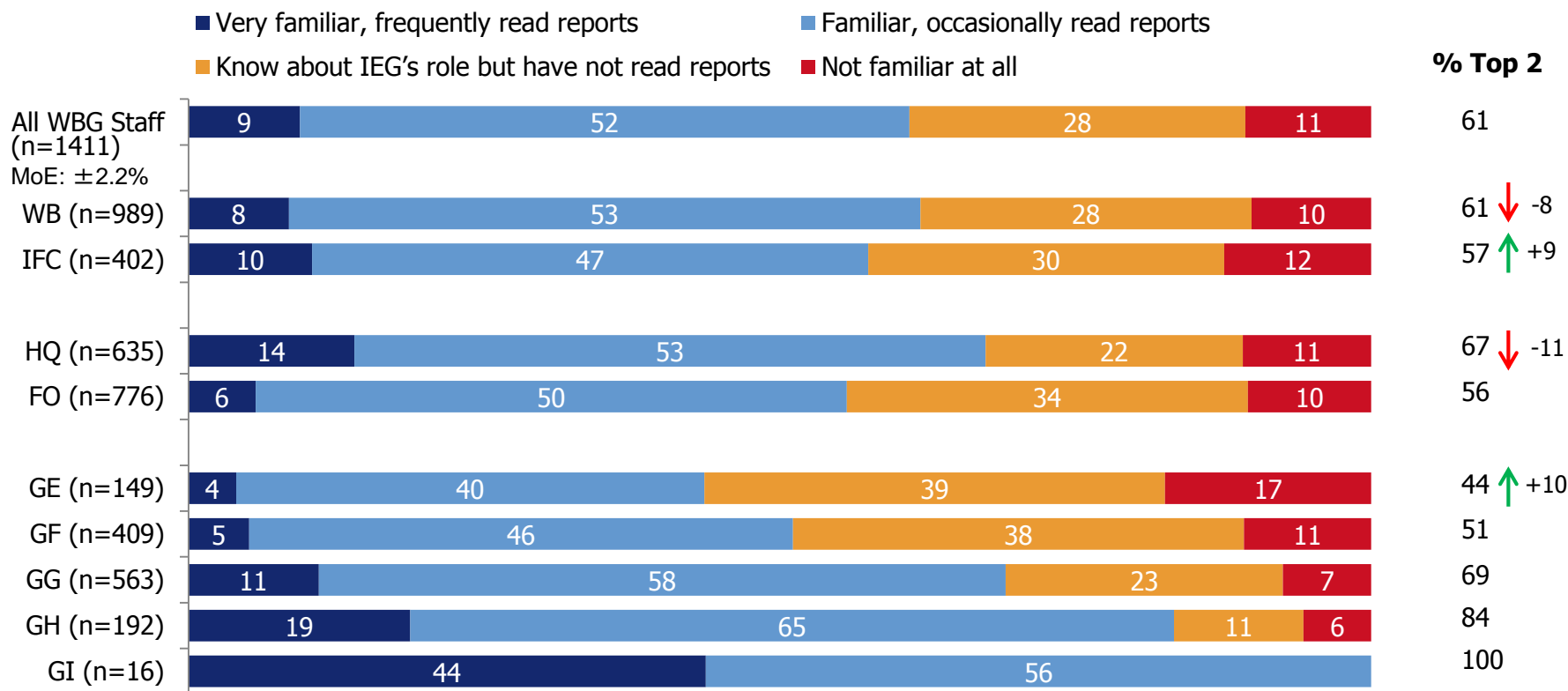
Note: Slight wording change since 2012

Q1. To what extent are you familiar with IEG's work and reports?

HQ Staff remain more familiar with IEG than FO Staff; familiarity increases with HR grade level

Familiarity with IEG's Work

By Organization, Office Location, and HR Grade Level, WBG Staff, 2014



Additional insights

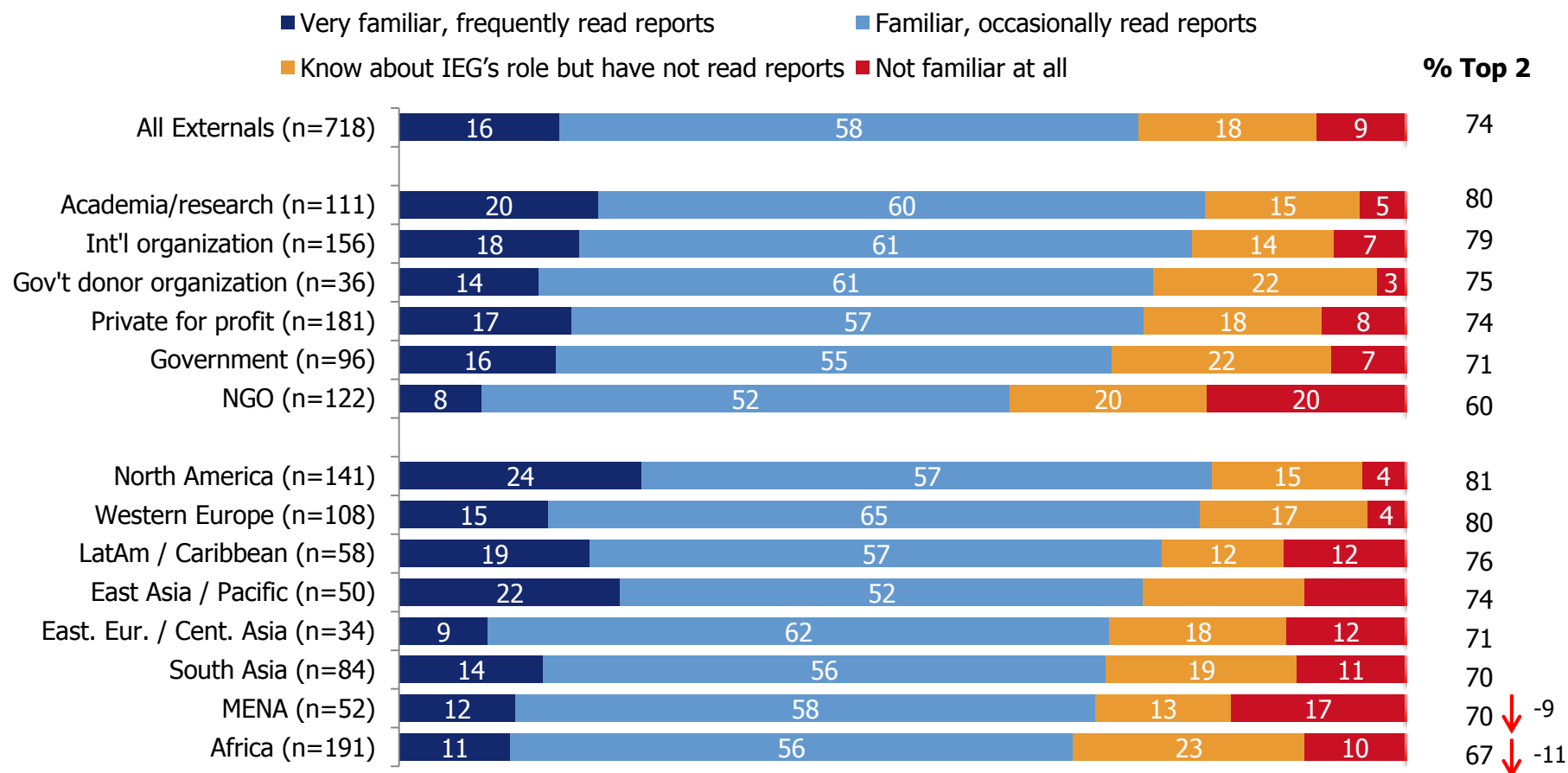
- Familiarity (Top 2) is higher amongst Task Team Leaders (TTL) compared with those who are not (73% vs 50%).
- Familiarity (Top 2) is also higher amongst those who have been evaluated by IEG compared with those who have not (81% vs 51%).

Note: Slight wording change since 2012. Arrows represent change between 2012 and 2014.

Q1. To what extent are you familiar with IEG's work and reports?

Western countries are the most familiar with IEG, Africa and MENA countries the least; NGOs are less familiar than other groups

Familiarity with IEG's Work
By Stakeholder Category, Externals, 2014



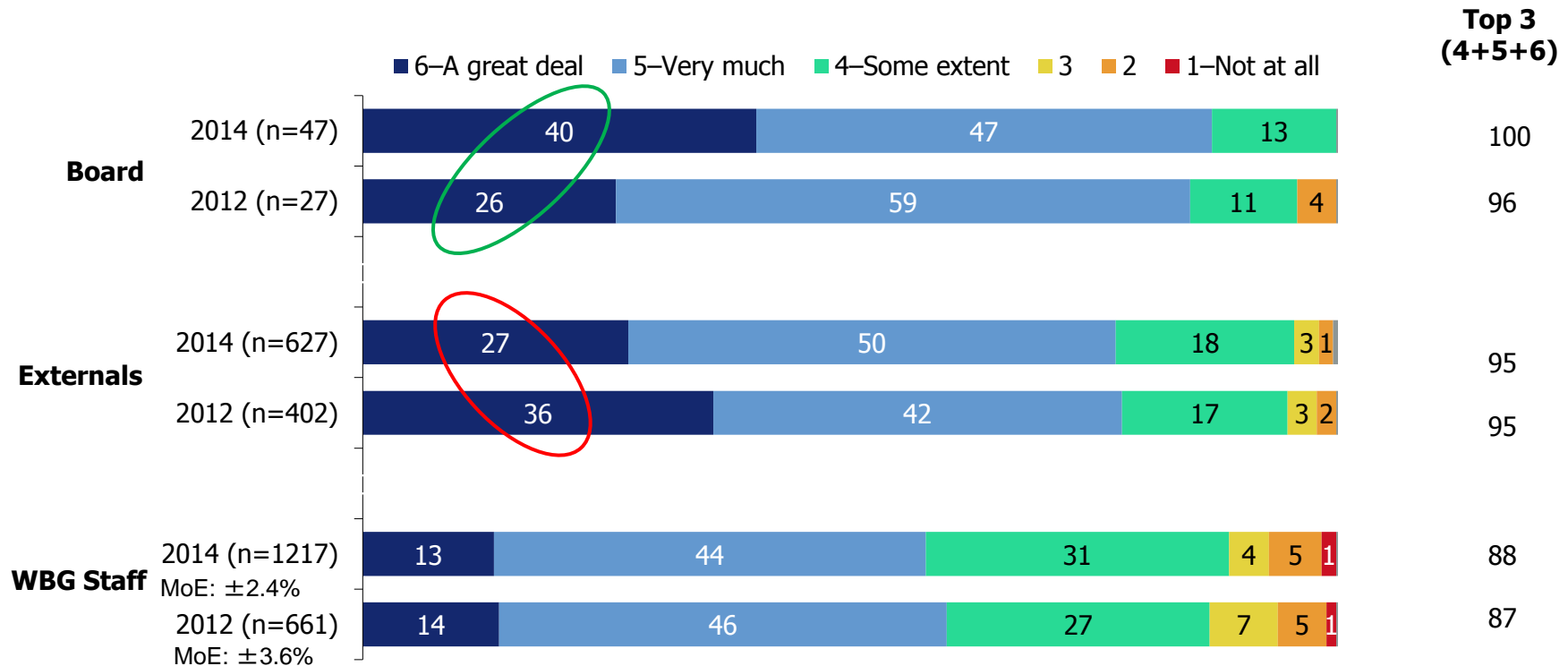
Note: Slight wording change since 2012. Arrows represent change between 2012 and 2014.

Q1. To what extent are you familiar with IEG's work and reports?

**Relevance of IEG's Work to World Bank
Group's Overall Mission,
Strategic Alignment and Independence**

Board respondents increasingly more likely to consider IEG's work as "a great deal" relevant; drop in proportion among Externals

Relevance of IEG's Work to WBG's Overall Mission
By Sample Group, 2012–2014

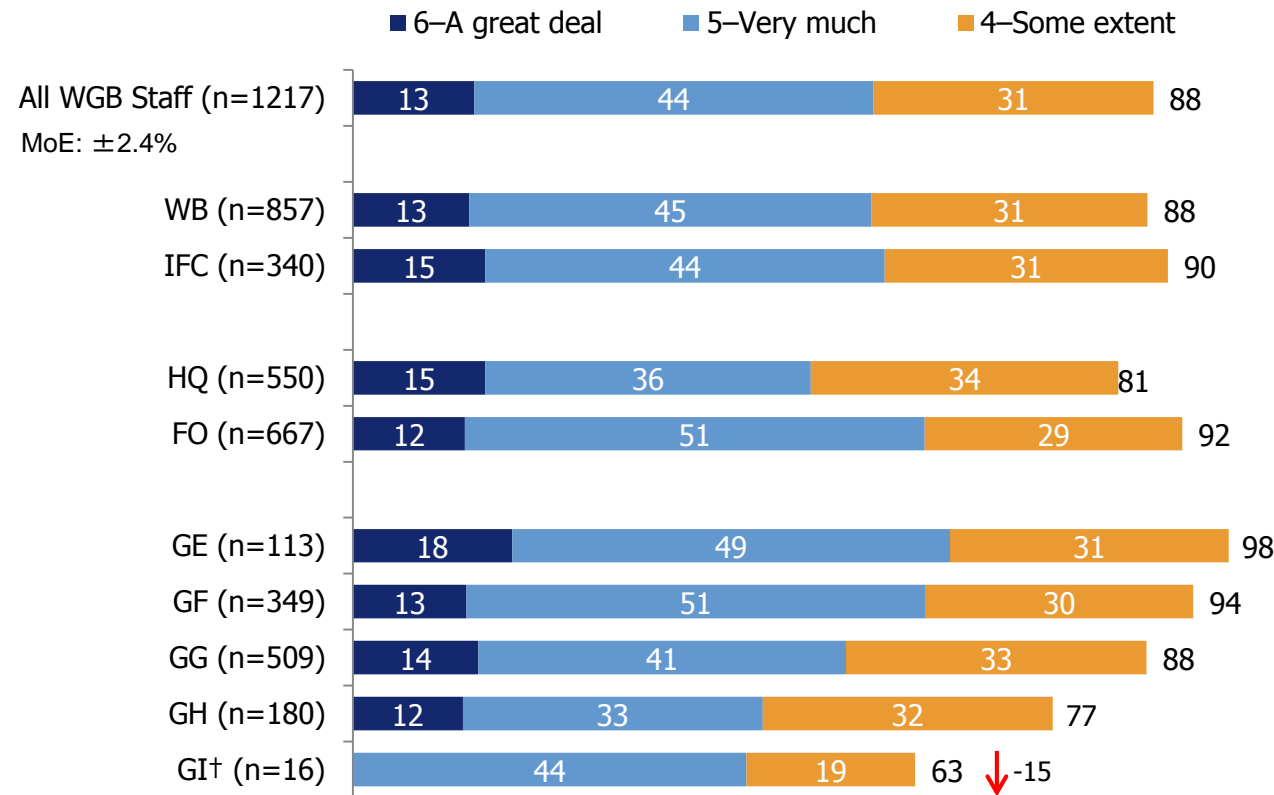


Q4. How relevant do you think is IEG's work to the World Bank Group's overall mission?

Perceived relevance of IEG's work to WBG's mission decreases with HR grade; ratings are also lower among HQ Staff

Relevance of IEG's Work to WBG's Overall Mission

By Organization, Office Location, and HR Grade Level, WBG Staff, 2014



Additional insights

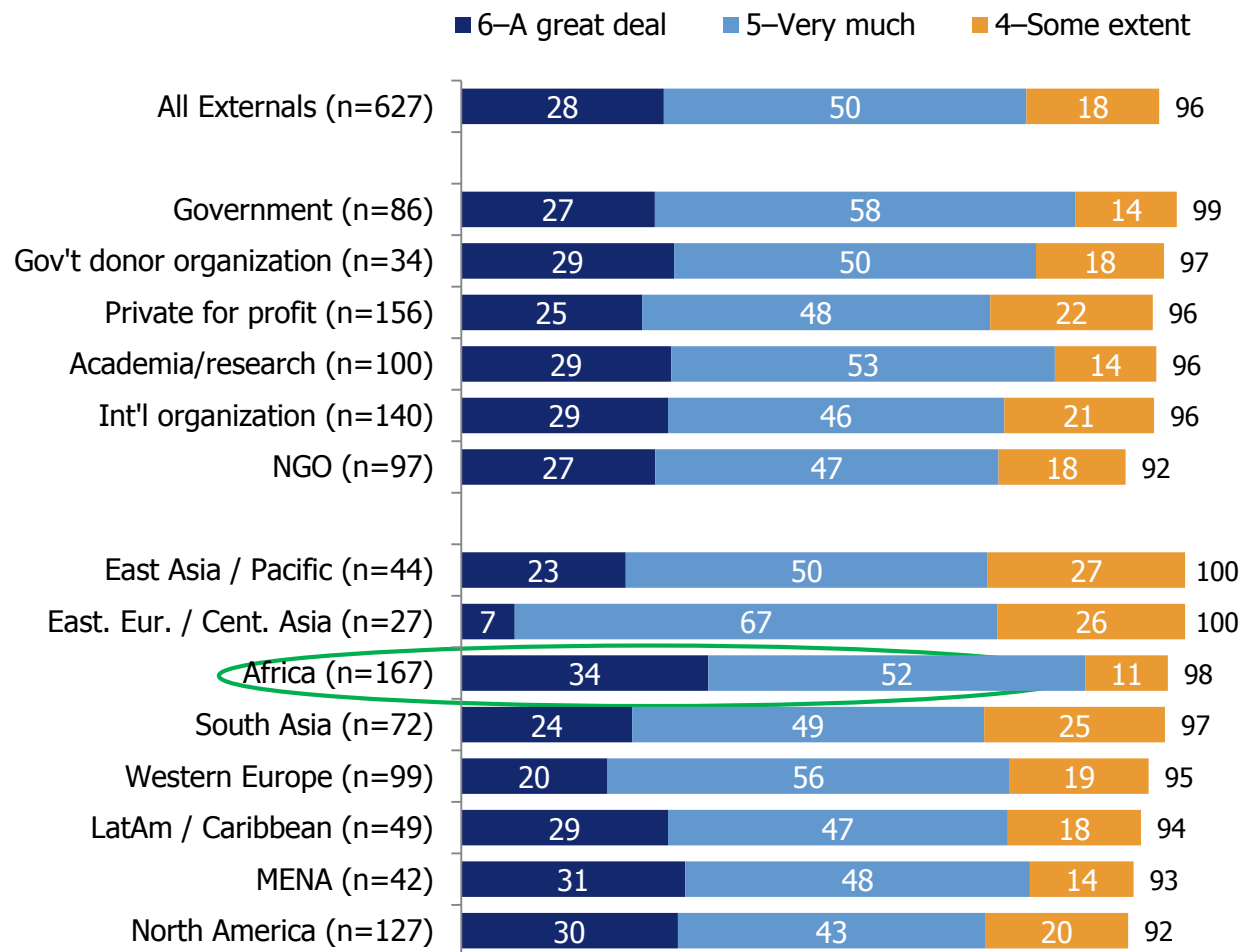
- Staff who have been evaluated by IEG, and TTL are less likely than their counterparts to think that IEG's work is highly relevant (respectively 48% vs 64%, and 50% vs 66% for the Top 2 (5+6) measure).

†Caution: very small sample size. Arrows represent change between 2012 and 2014.

Q4. How relevant do you think is IEG's work to the World Bank Group's overall mission?

Over three in four among Externals find IEG's work "a great deal" or "very much" relevant; stakeholders in Africa more likely to lean this way than most other regions

Relevance of IEG's Work to WBG's Overall Mission
By Stakeholder Category, Externals, 2014



Additional insights

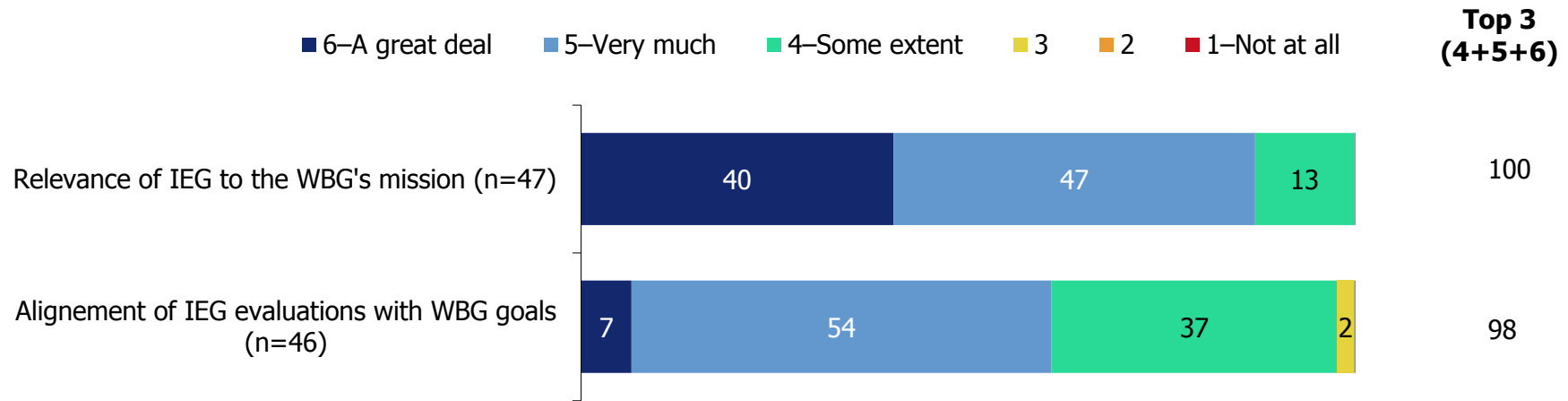
- Perceived relevance increases with products readership: those who have read more than five products find IEG's work "a great deal" more relevant than those who have between one and three (35% vs 24%).
- Similarly, perceived relevance also tends to increase with levels of familiarity with IEG's work.

Q4. How relevant do you think is IEG's work to the World Bank Group's overall mission?

Almost nine in ten feel IEG's work is very relevant to the WBG's mission, but there is room for improvement to ensure alignment of IEG's reports with the WBG's goals



Alignment of IEG's Evaluations with WBG's Goals, Board, 2014



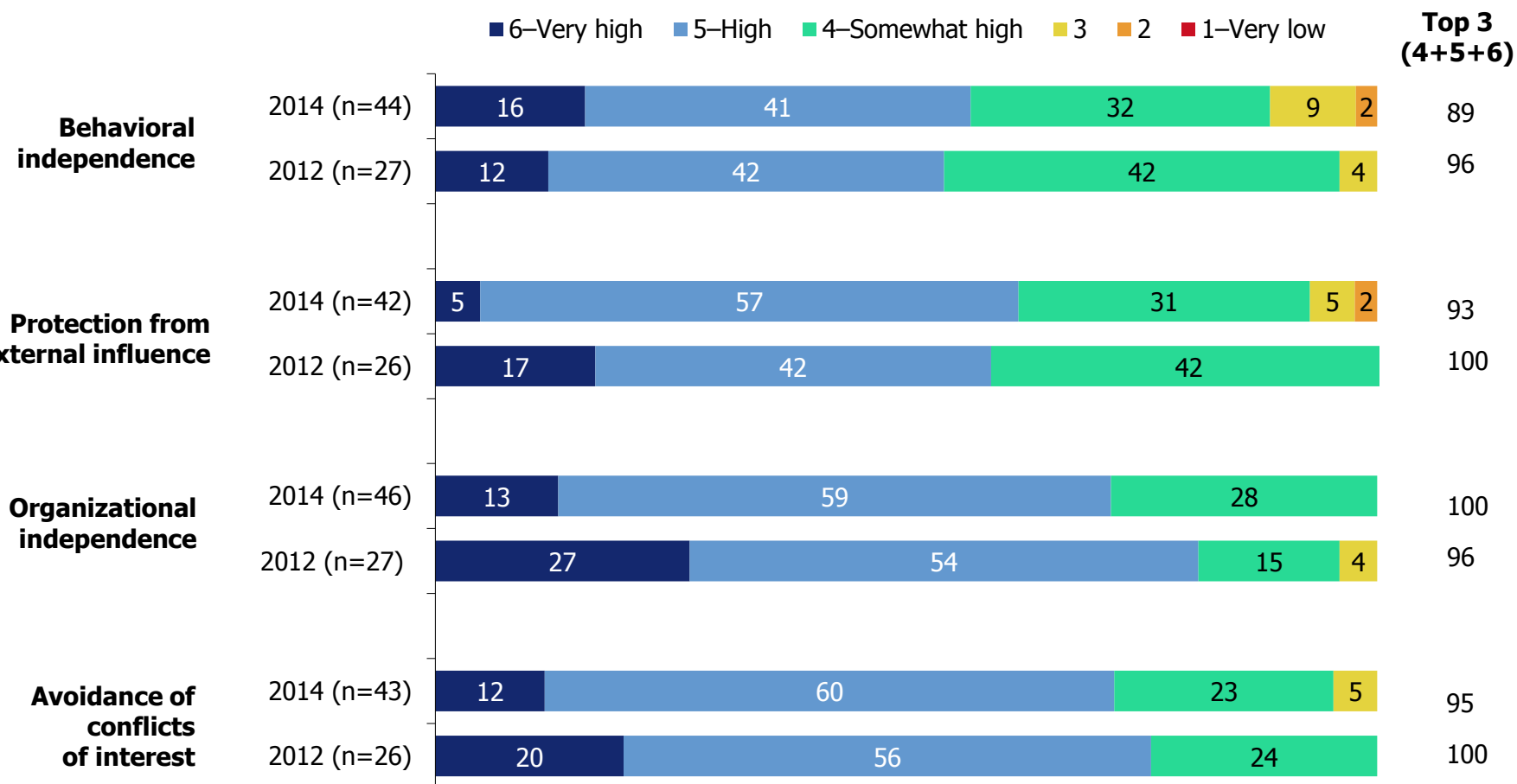
Q4. How relevant do you think is IEG's work to the World Bank Group's overall mission?

Q7. In your opinion, how strategically aligned are IEG evaluations with the World Bank Group's goals?



Like in 2012, behavioral independence remains the lowest-rated attribute by Board respondents

IEG's Perceived Independence, Board, 2014



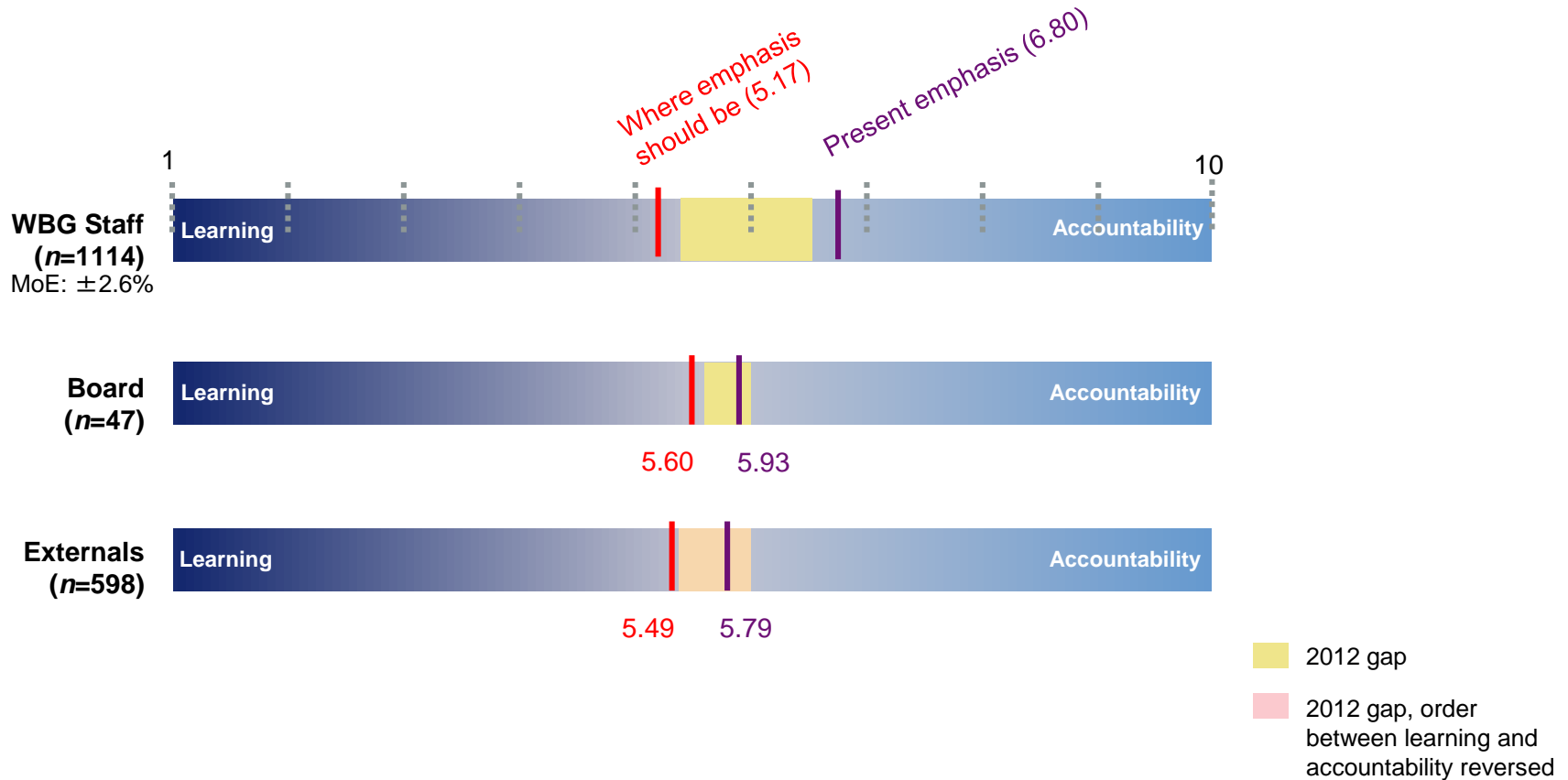
Note: Slight wording change since 2012

Q6. How would you rate IEG's independence based on the following criteria?

IEG's Work Emphasis: Learning vs Accountability

Strong sense across groups that IEG's emphasis should be equally split between learning and accountability; emphasis gap has widened among Staff since 2012

IEG's Work Emphasis: Learning vs Accountability
By Sample Group, 2014



Note: The sample sizes reported are the average of the sample sizes for each of the two sub-questions.

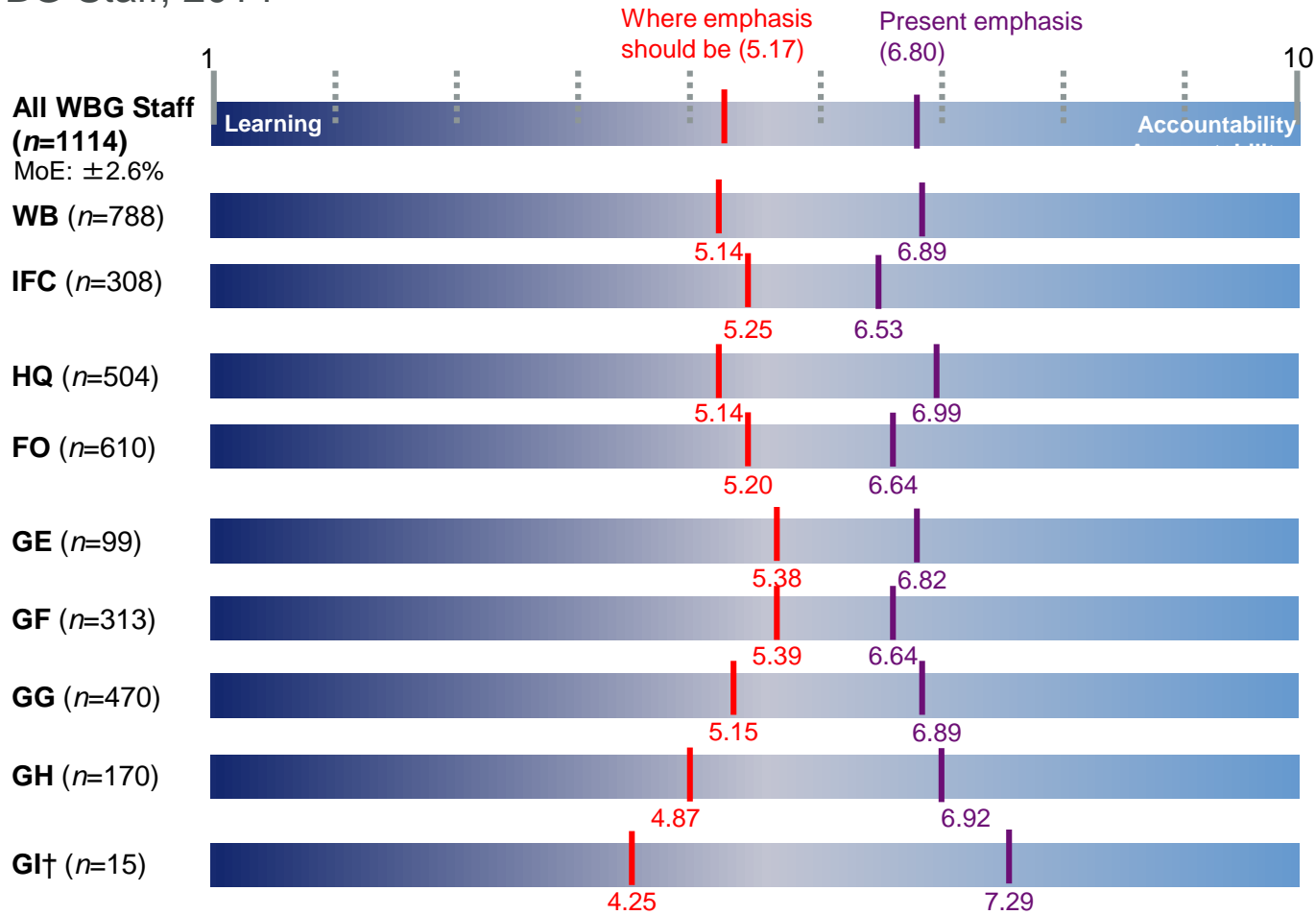
Note: Slight wording change since 2012

Q3a. Where would you put IEG's present emphasis between learning and accountability? In answering, please use the scale where "Emphasis exclusively on learning" would mean to focus on evaluations that can help program design, and "Emphasis exclusively on accountability" would mean to focus on evaluations that report on success and failure.

Q3b. And where do you believe the emphasis should be?

Gap between perceptions and expectations of IEG's work emphasis increases with HR level grade; differences between WB vs IFC, HQ vs FO Staff are also apparent

Learning vs Accountability, by Organization, Office Location, and HR Grade Level
WBG Staff, 2014

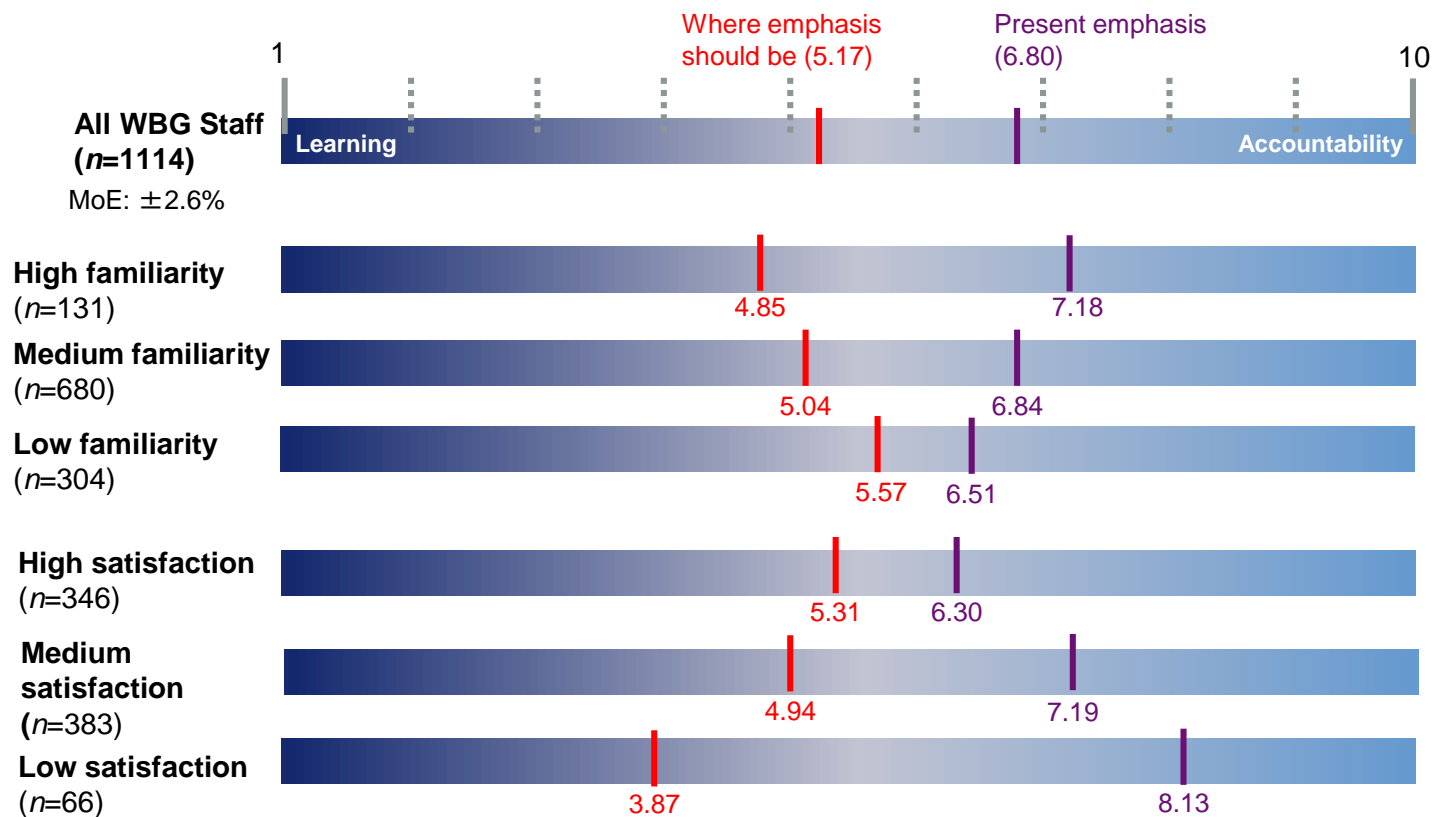


†Caution: very small sample size

Q3a. Where would you put IEG's present emphasis between learning and accountability?
Q3b. And where do you believe the emphasis should be?

Among Staff, IEG's work emphasis gap strongly increases with familiarity, but decreases with satisfaction

Learning vs Accountability, by Level of Familiarity and Satisfaction with IEG's Role/Products
WBG Staff, 2014



Q3a. Where would you put IEG's present emphasis between learning and accountability?

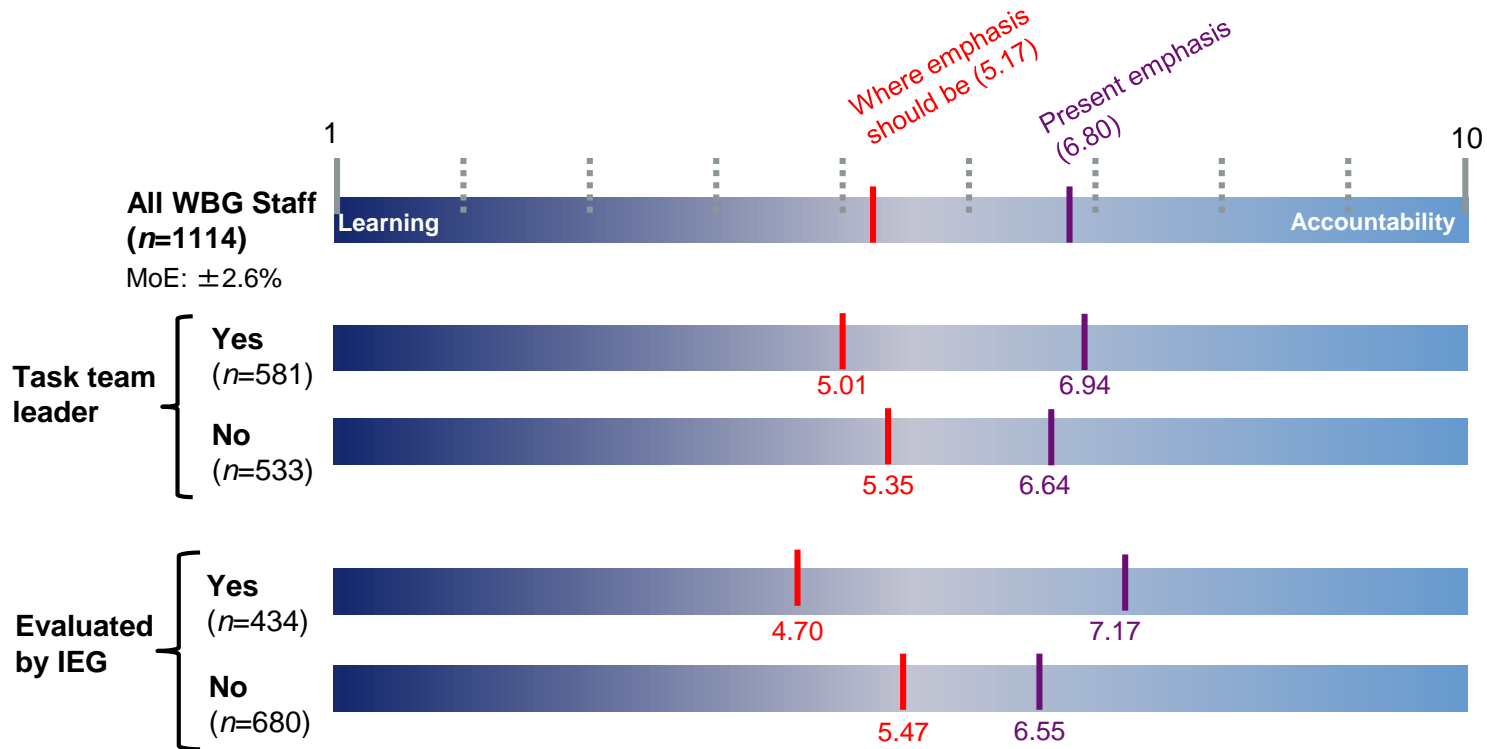
Q3b. And where do you believe the emphasis should be?

Q1. To what extent are you familiar with IEG's work and reports?

Q9. How satisfied are you with the overall quality of the IEG products that you read?

Like in 2012, IEG's work emphasis gap is wider among Task Team Leaders and Staff evaluated by IEG

Learning vs Accountability, by Level of Project Management Experience and Evaluation Profile
WBG Staff, 2014



Q3a. Where would you put IEG's present emphasis between learning and accountability?

Q3b. And where do you believe the emphasis should be?

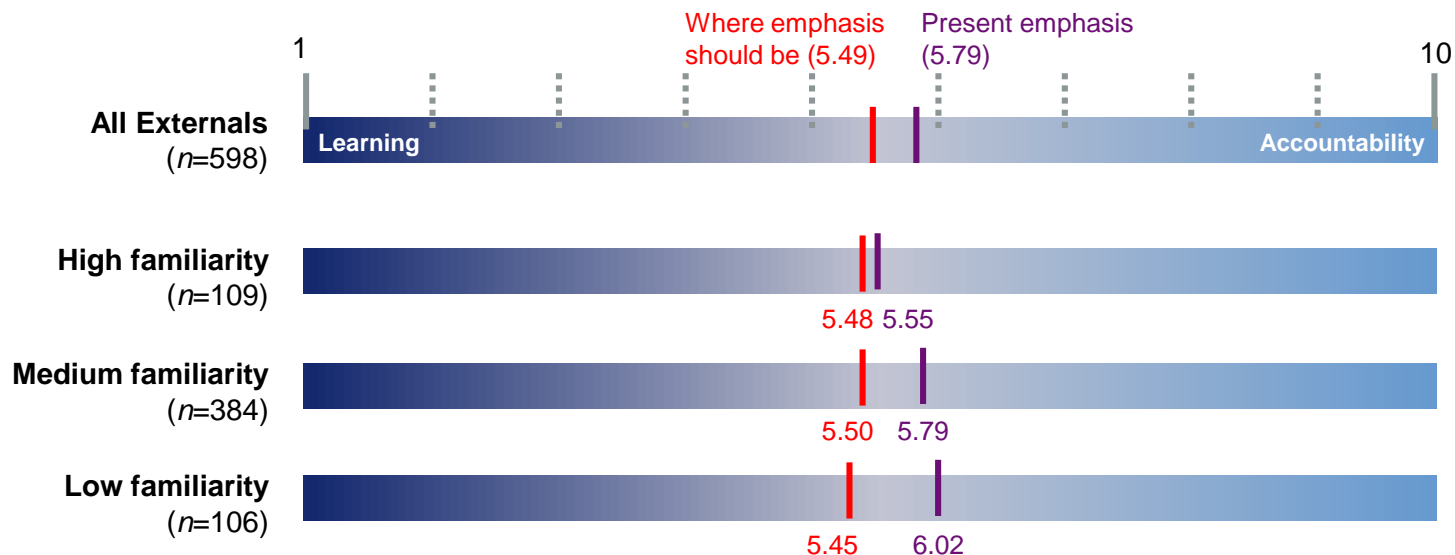
dd3. Have you been a task team leader (TTL) for a project within the last two years?

dd4. In the last two years, have any of your projects/programs/activities been evaluated by IEG?

Among Externals, unlike among Staff, IEG's work emphasis gap narrows with familiarity

Learning vs Accountability

By Level of Reading Usefulness with IEG's Products, Externals, 2014



Q3a. Where would you put IEG's present emphasis between learning and accountability?

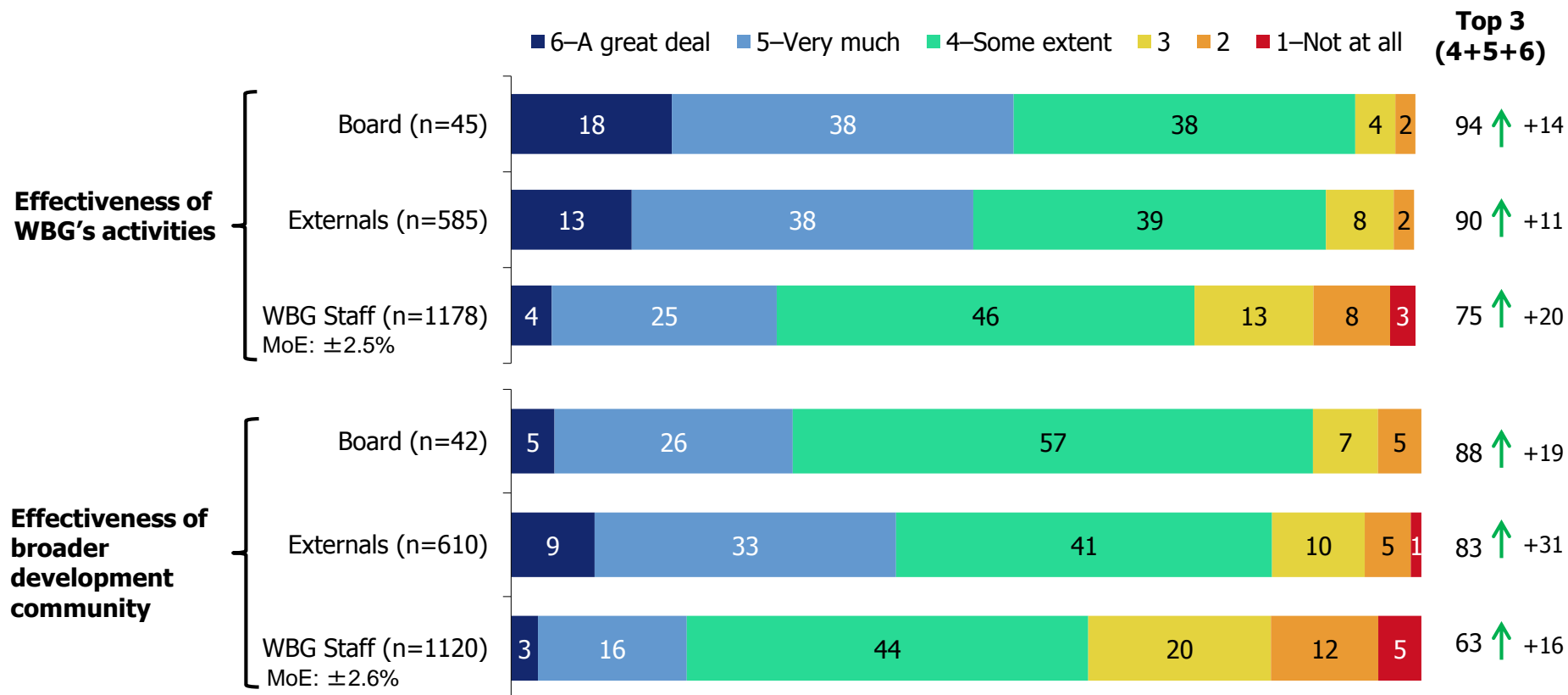
Q3b. And where do you believe the emphasis should be?

Q18. Did you find the IEG evaluation products you have read in the past two years useful for your work?

Impact of IEG's Work

Neat increase in perceived impact of IEG's work across all groups since 2012; impact is perceived highest by Board and lowest by WBG Staff

Impact of IEG's Work on Effectiveness, by Sample Group, 2014



Note: Slight wording change since 2012. Arrows represent change between 2012 and 2014.

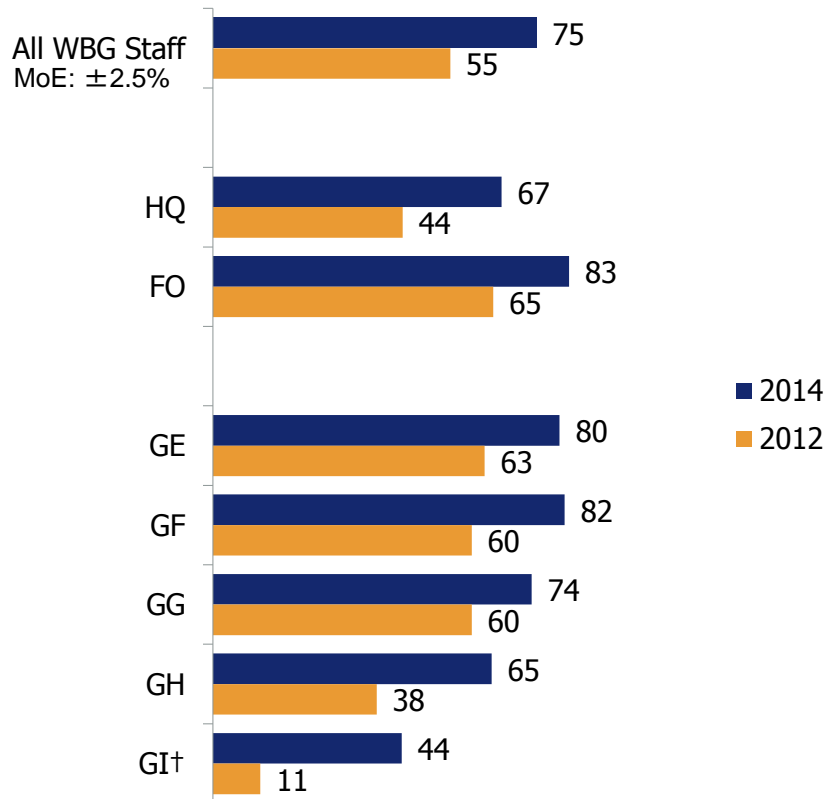
Q5. To what extent do you think that IEG's work has impact on the following?

- a. The effectiveness of the World Bank Group's activities
- b. The broader development community's effectiveness

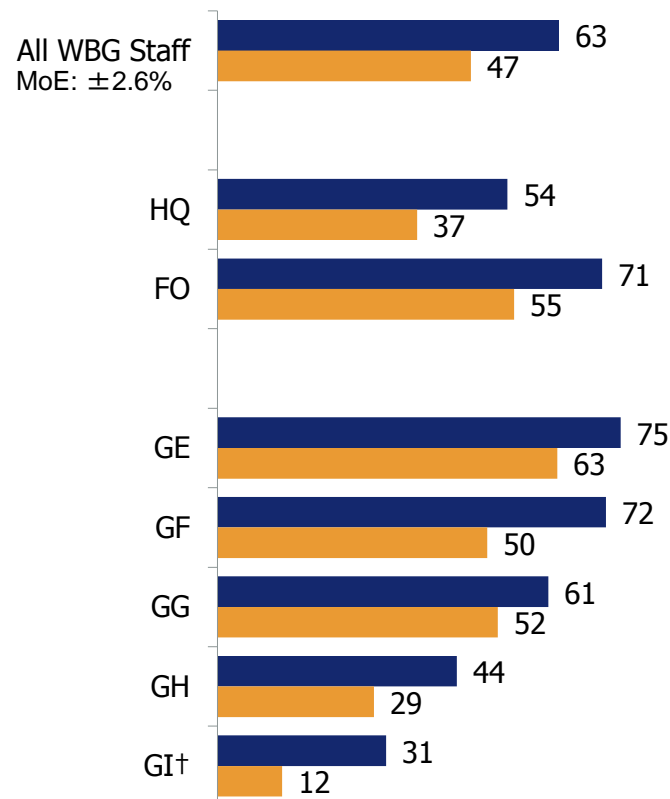
Improvement of perceived impact of IEG's work noticeable among all WBG Staff categories

Impact of IEG's Work on Effectiveness, by Office Location and HR Grade Level
Top Three Boxes*, WBG Staff, 2012–2014

Effectiveness of WBG's activities



Effectiveness of broader development community



*(4+5+6) on a scale of 1 to 6 where 1 means "not at all" and 6 means "a great deal"

†Caution: very small sample size in 2012 and 2014

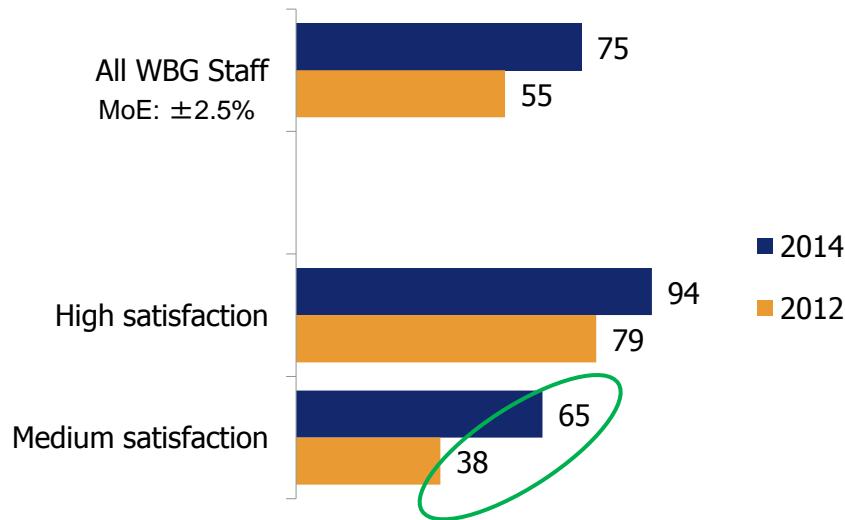
Q5. To what extent do you think that IEG's work has impact on the following?

- The effectiveness of the World Bank Group's activities
- The broader development community's effectiveness

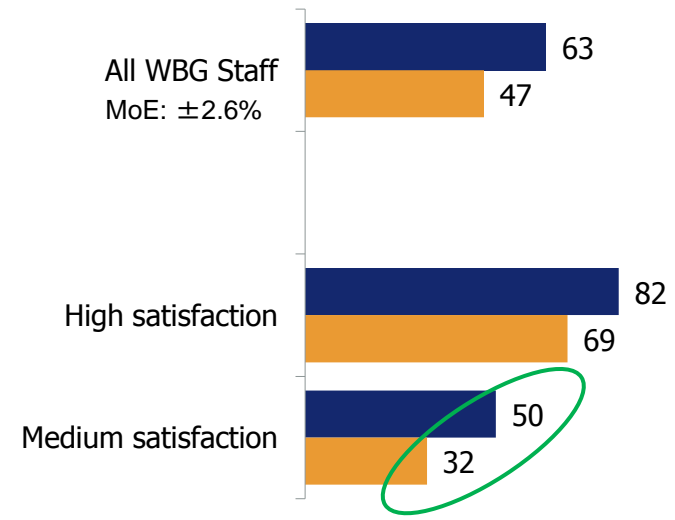
Even among Staff moderately satisfied with IEG's products, ratings for perceived impact of IEG's work have improved

Impact of IEG's Work on Effectiveness, by Level of Satisfaction with IEG's Products Top Three Boxes*, WBG Staff, 2012–2014

Impact on WBG's development effectiveness



Impact on broader development community



*(4+5+6) on a scale from 1 to 6 where 1 means "not at all" and 6 means "a great deal"

Note: Slight wording change since 2012

Q5. To what extent do you think that IEG's work has impact on the following?

- a. The effectiveness of the World Bank Group's activities
- b. The broader development community's effectiveness

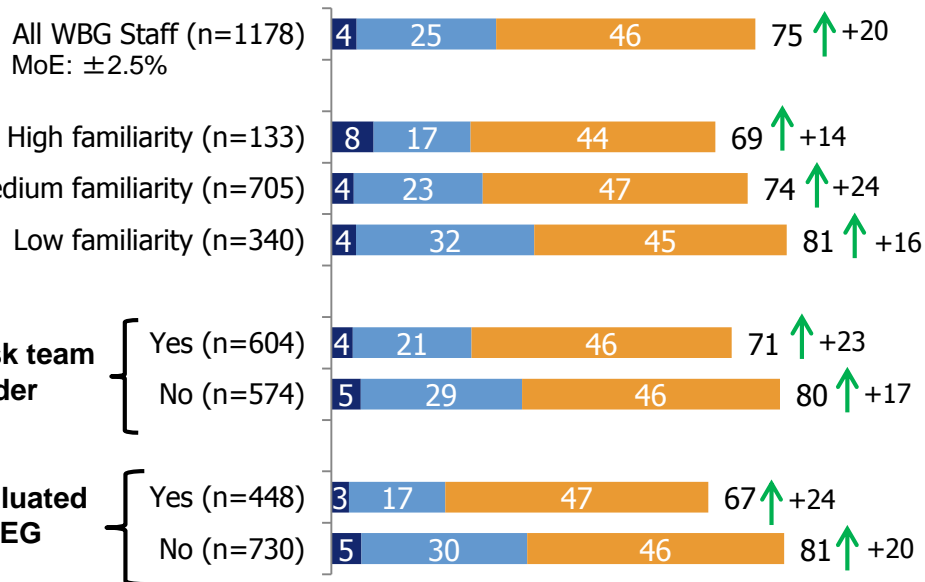
Q9. How satisfied are you with the overall quality of the IEG products that you read?

Rise in perceived impact of IEG's work across all Staff profiles; however TTL, evaluated Staff, and respondents most familiar with IEG continue to rate lower than counterparts

Impact of IEG's Work on Effectiveness, WBG Staff, 2014
By Level of Familiarity with IEG's Role, Project Management Experience and Evaluation Profile

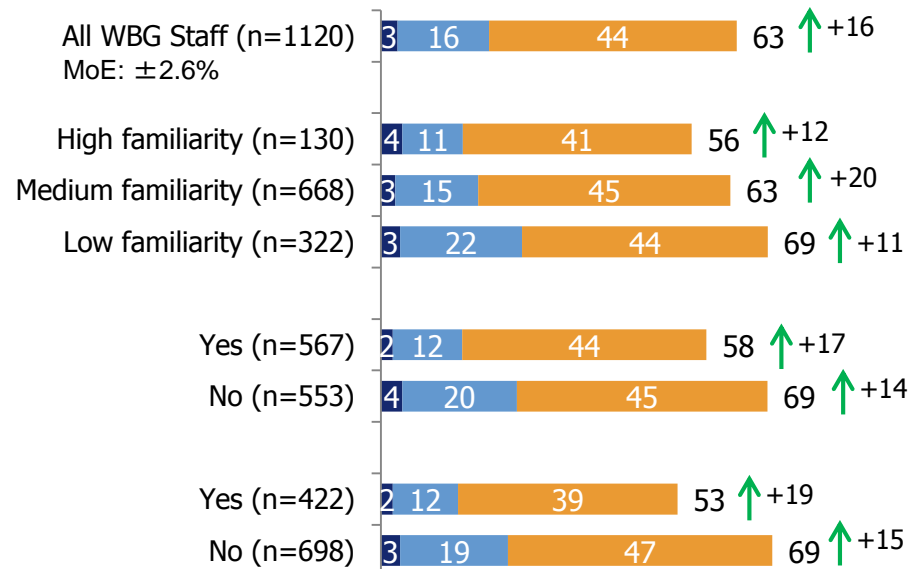
Impact on WBG's development effectiveness

■ 6-A great deal ■ 5-Very much ■ 4-Some extent



Impact on broader development community

■ 6-A great deal ■ 5-Very much ■ 4-Some extent



Arrows represent change between 2012 and 2014.

Q5. To what extent do you think that IEG's work has impact on the following?

a. The effectiveness of the World Bank Group's activities; b. The broader development community's effectiveness

Q1. To what extent are you familiar with IEG's work and reports?

dd3. Have you been a task team leader (TTL) for a project within the last two years?

dd4. In the last two years, have any of your projects/programs/activities been evaluated by IEG?

PART 2:
**Detailed Assessment of
IEG's Products & Services**

Readership of Products

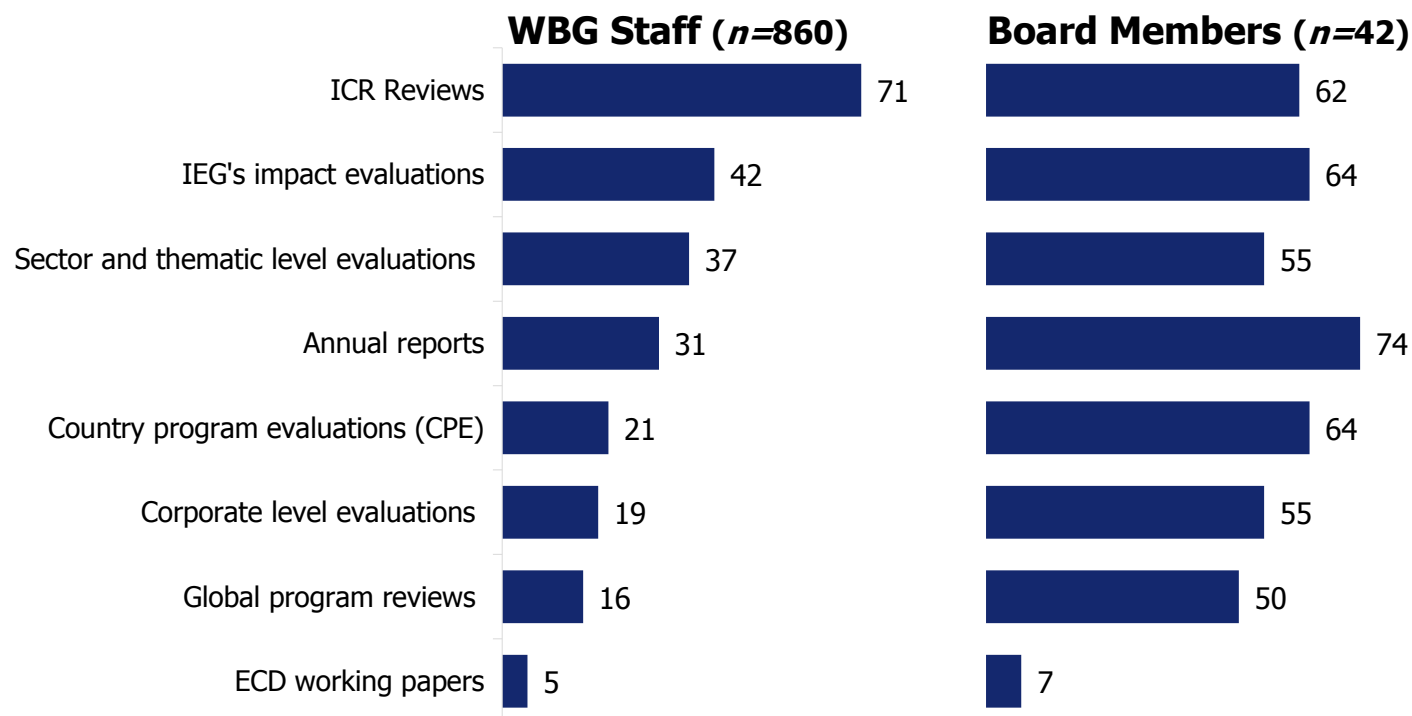
ICR Reviews by far the most read among WBG Staff; most products are read by over half among Board



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Readership of IEG's Products, Report Types Read in Past Two Years
By Sample Group, 2014



Additional insights

- Among Staff members, readership increases with both HR grade level.
- HQ-based respondents have also read more products compared to those in field offices.
- More products have also been read by Senior Staff members and by respondents who have been evaluated by IEG.

MoE among WBG Staff: $\pm 3\%$

Note: Slight wording change since 2012

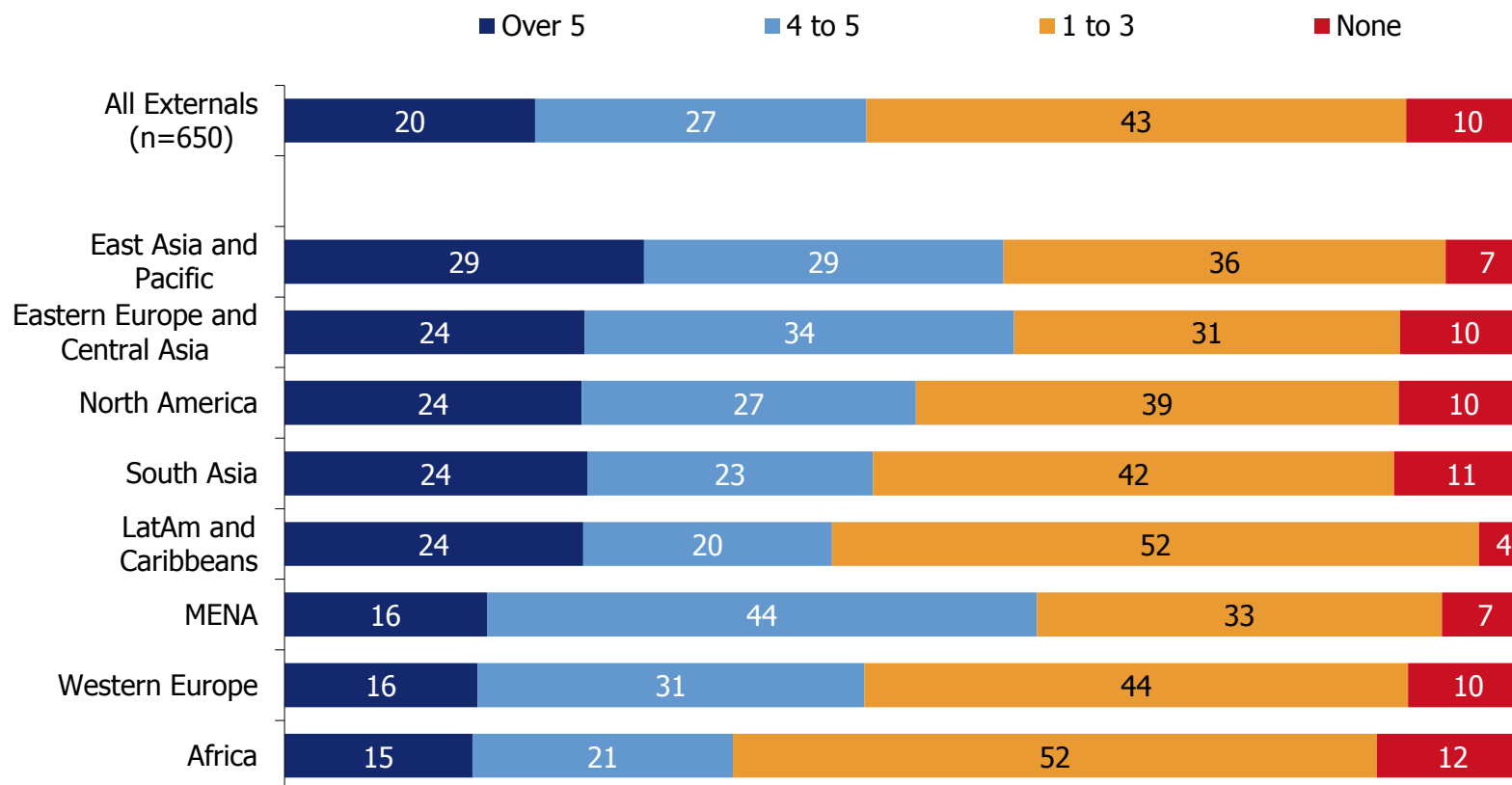
Q7. Which of the following IEG products have you read over the past two years?



Nearly half of Externals have read over three IEG reports in the last two years

Readership of IEG's Products

Number of Reports Read in Past Two Years, by Region, Externals 2014

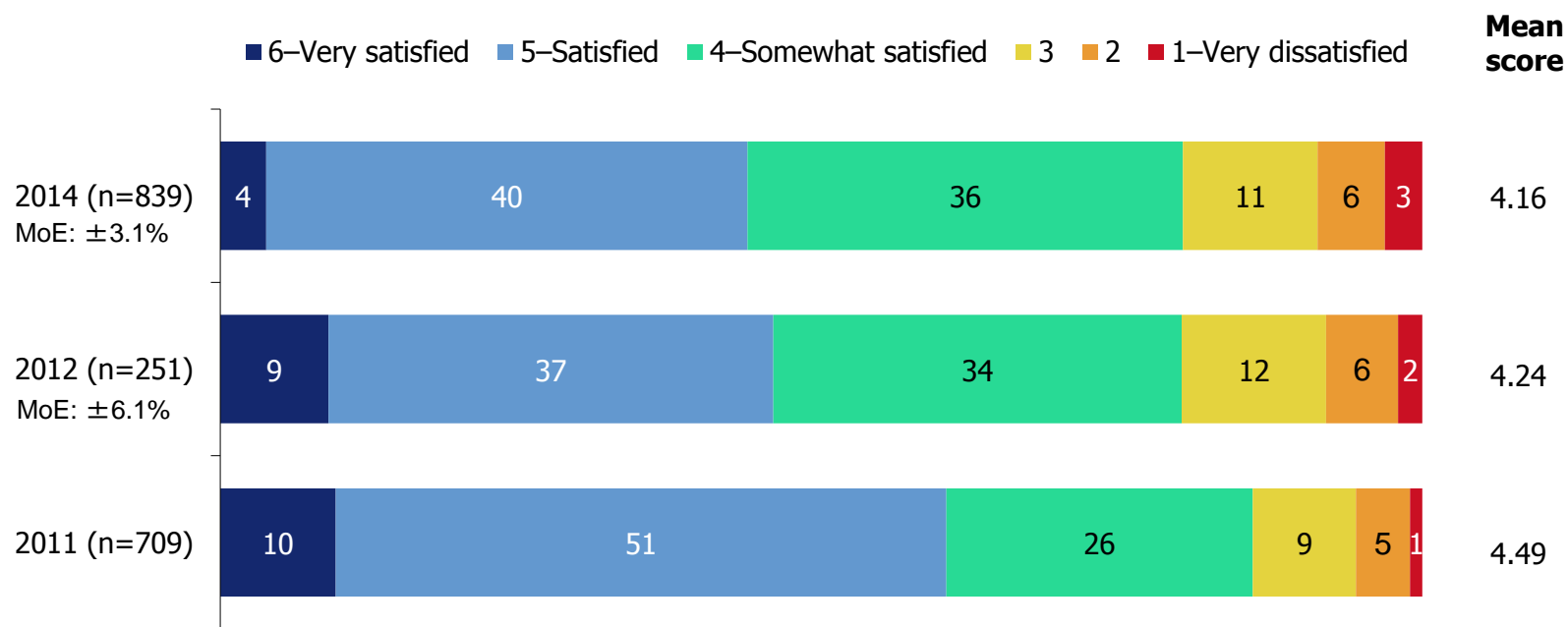


Q6. How many IEG reports have you read, at least in part, over the past two years?

Satisfaction with IEG's Recent Evaluation Products

Though fairly positive overall, levels of satisfaction with IEG's products have slightly decreased since 2011

Satisfaction with Overall Quality of IEG's Evaluation Products WBG Staff, 2011–2014*



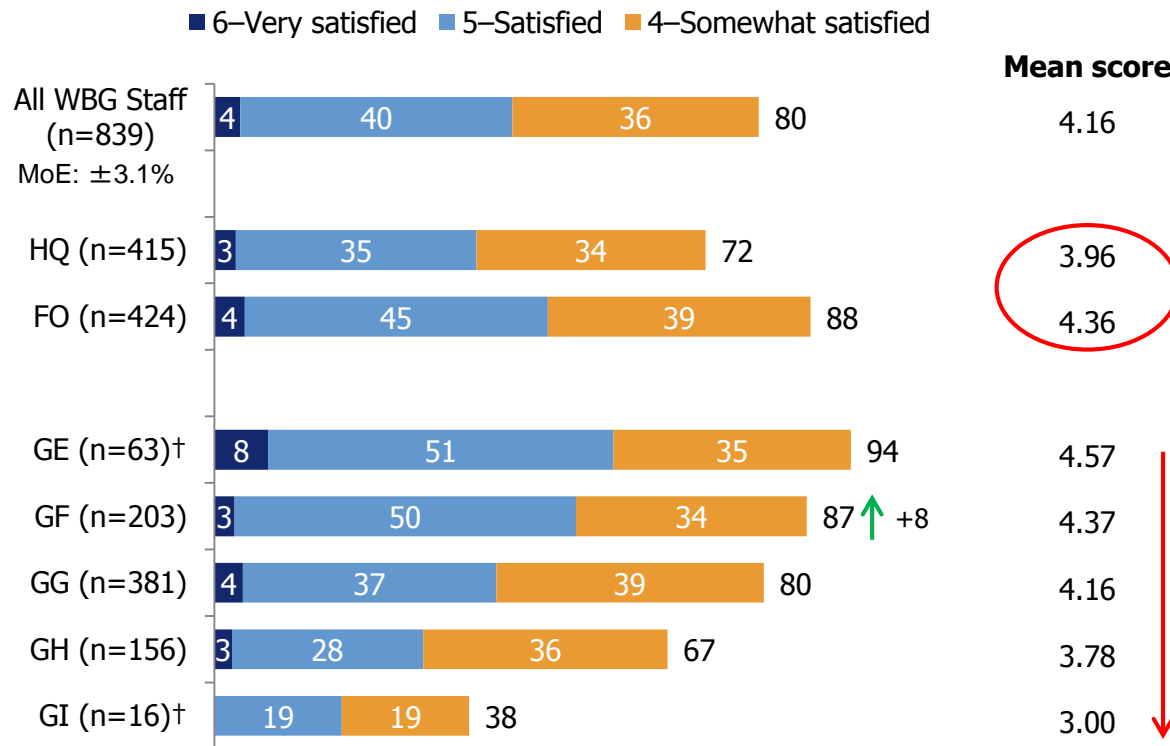
Note: Wording change since 2012.

*In 2011 and 2012, the question was asked by product. The overall satisfaction measure reported above was calculated using the average rating of all products rated by each respondent. The structure of the question, number of products available for ratings in 2011 and 2012, and variations in sample sizes from a year to another mean tracking results should be treated cautiously.

Q9. How satisfied are you with the overall quality of the IEG products that you read?

Satisfaction with products quality is lower as HR grade levels increase; HQ Staff are also more conservative in their ratings than FO Staff

Satisfaction with Overall Quality of IEG's Evaluation Products
By HR Grade Level and Office Location, WBG Staff, 2014



Note: Wording change since 2012. Arrows represent change between 2012 and 2014.

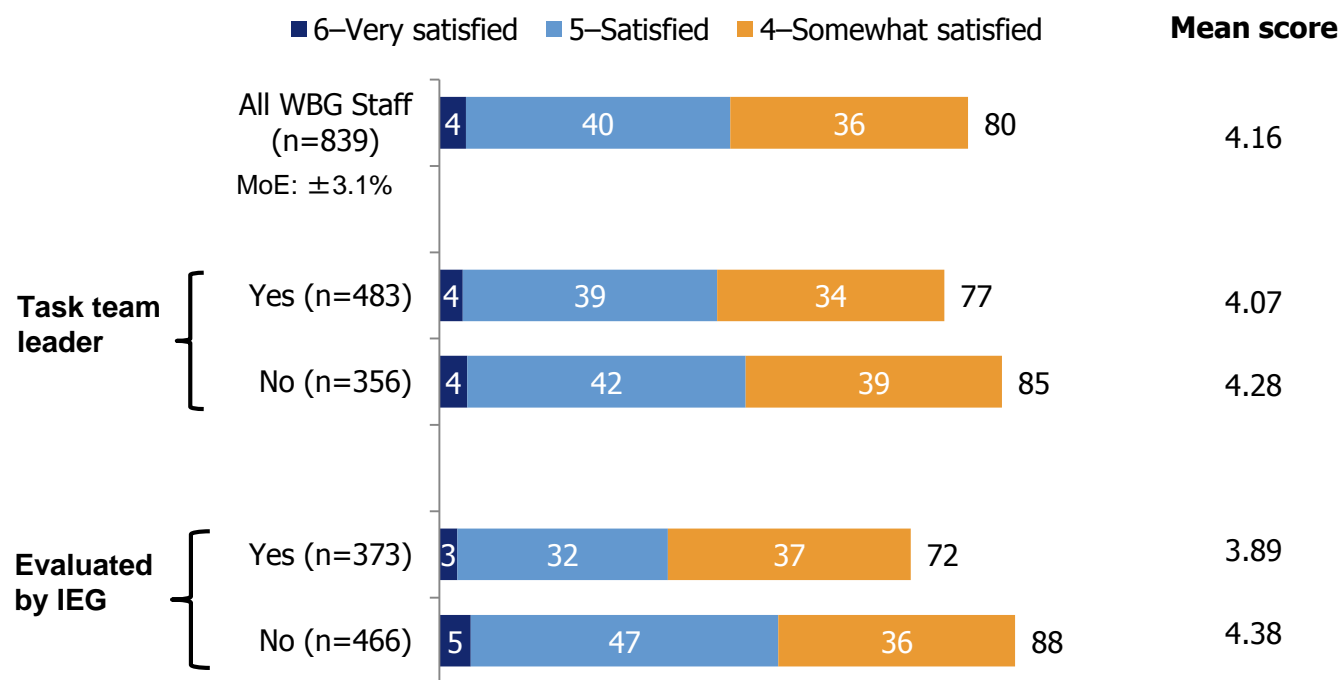
†Caution: very small sample size

Q9. How satisfied are you with the overall quality of the IEG products that you read?

Satisfaction is slightly lower among Task Team Leaders, and Staff who have been evaluated

Satisfaction with Overall Quality of IEG's Evaluation Products

By Project Management Experience and Evaluation Profile, WBG Staff, 2014



Additional insights

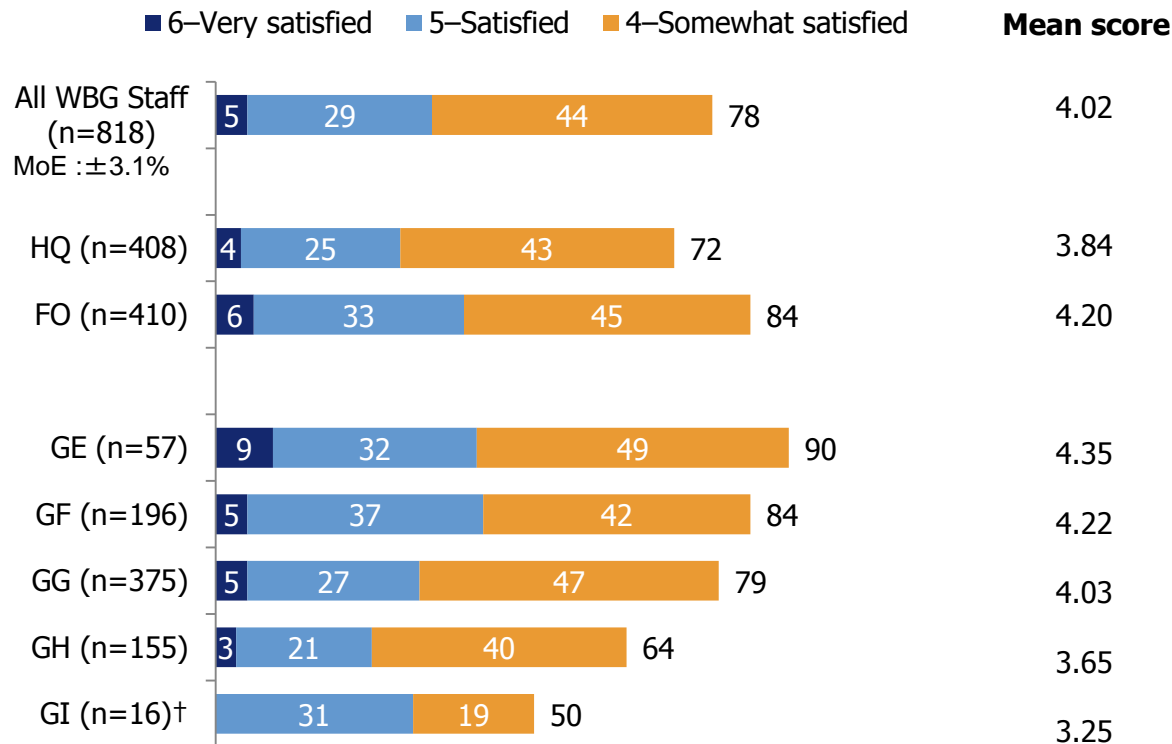
- Satisfaction is also higher among Staff respondents who consider IEG's work emphasis is on learning (88% vs 73% among those who see the emphasis is towards accountability).

Note: Wording change since 2012

Q9. How satisfied are you with the overall quality of the IEG products that you read?

Satisfaction with relevance of IEG's products to professional environment shows very similar results to feedback on products quality (slide #40)

Relevance of IEG's Products to Respondents' Work
By HR Grade Level and Office Location, WBG Staff, 2014

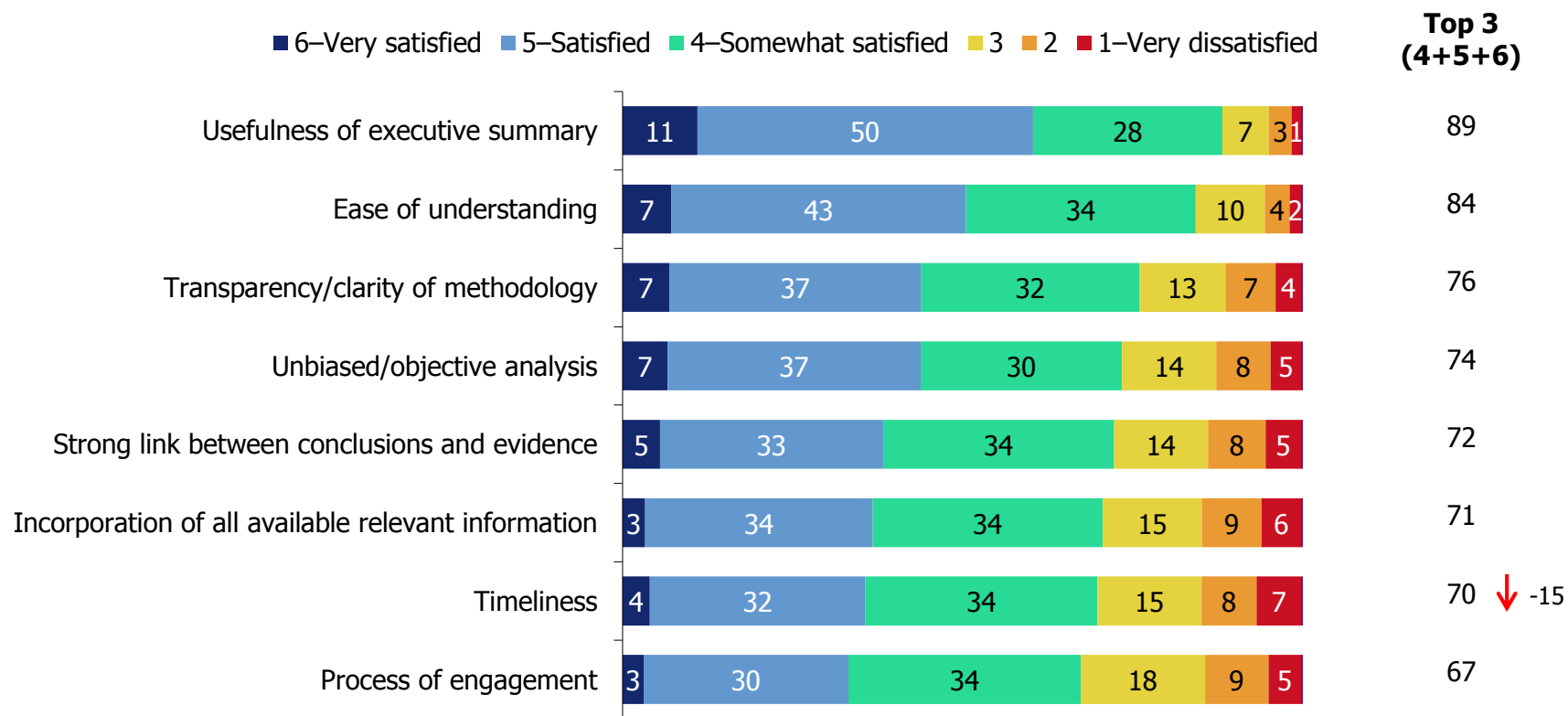


†Caution: very small sample size

Q19. Thinking of the IEG products you have read, how satisfied were you with the overall relevance to your work?

Usefulness of executive summary, ease of understanding aspects with highest Staff satisfaction

Detailed Satisfaction with IEG's Evaluation Products By Attribute of Satisfaction, WBG Staff, 2014



Additional insights

- For almost all attributes, satisfaction is usually higher among IFC respondents than among WB respondents.

Sample sizes between $n=748$ and $n=824$

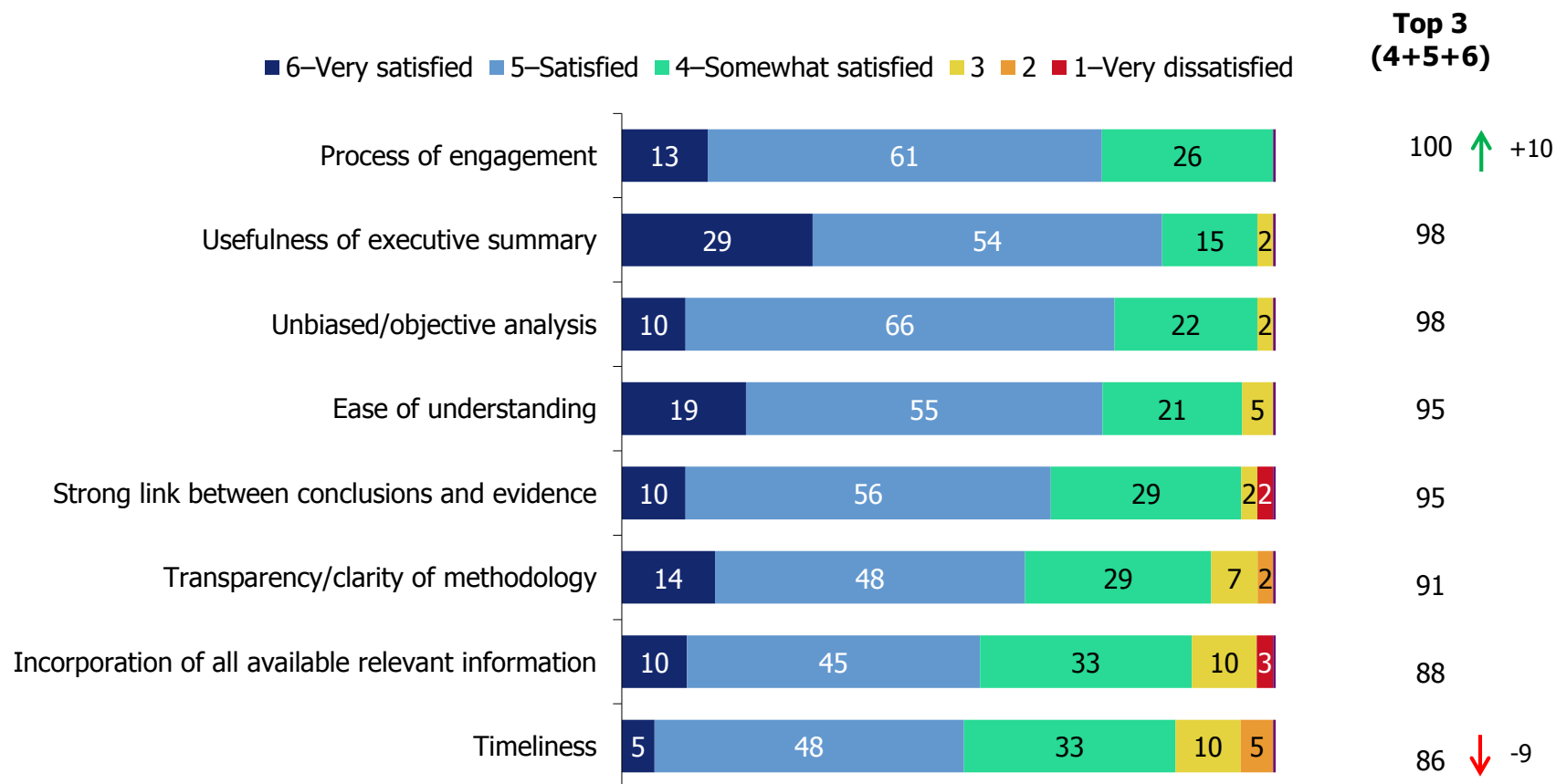
MoE ranges from $\pm 3.1\%$ to 3.3%

Arrows represent change between 2012 and 2014.

Q11. Thinking of all the IEG reports you have read in the past two years, how satisfied were you with the following aspects of the evaluation reports?

Board respondents are most satisfied with process of engagement, executive summary and objectivity; timeliness is the least well-rated attribute

Detailed Satisfaction with IEG's Evaluation Products
By Attribute of Satisfaction, Board, 2014



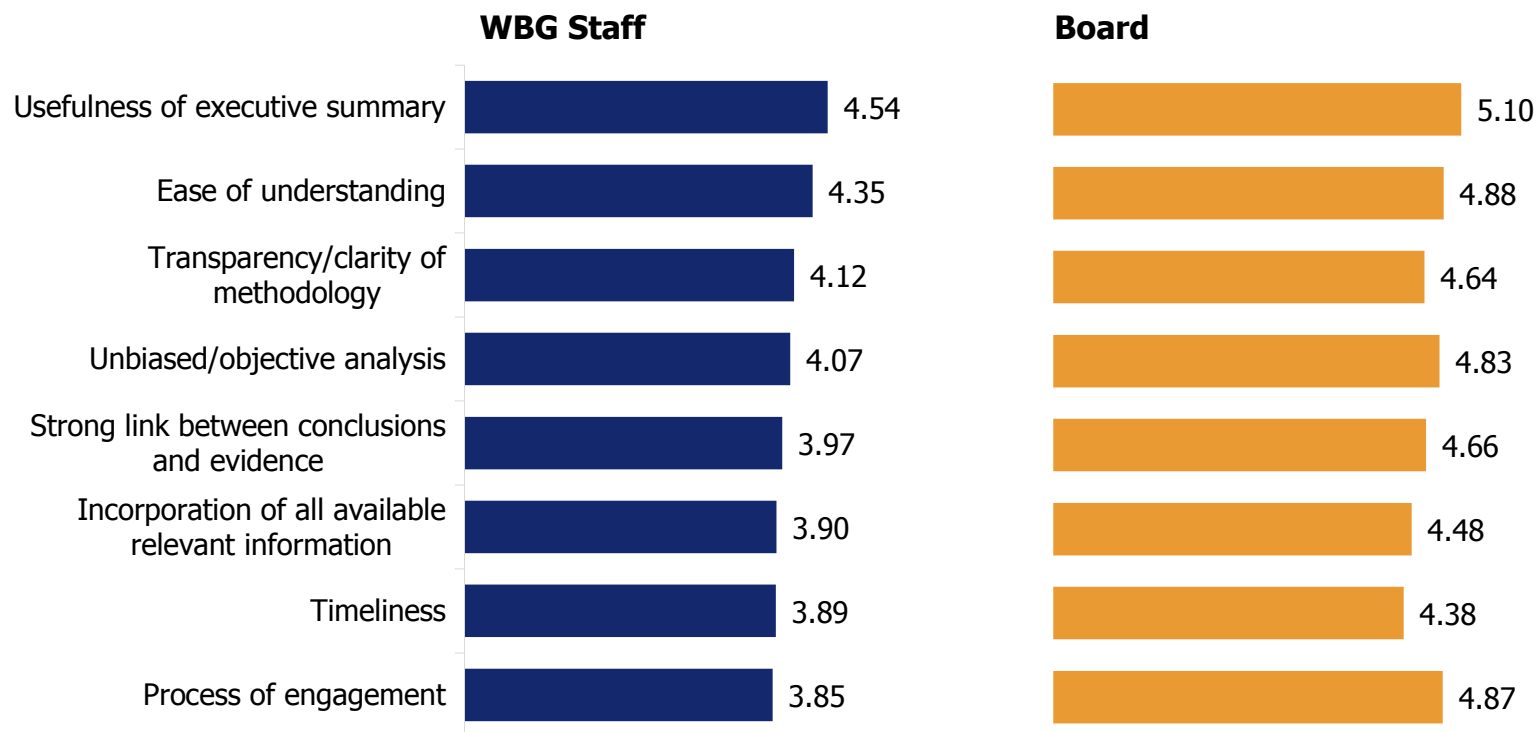
Sample sizes between $n=38$ and $n=42$.
Arrows represent change between 2012 and 2014.

Q11. Thinking of all the IEG reports you have read in the past two years, how satisfied were you with the following aspects of the evaluation reports?

Satisfaction with IEG's evaluation products is higher among Board on all attributes

Detailed Satisfaction with IEG's Evaluation Products

By Attribute of Satisfaction, WBG Staff vs Board Members, Mean Scores (1–6), 2014

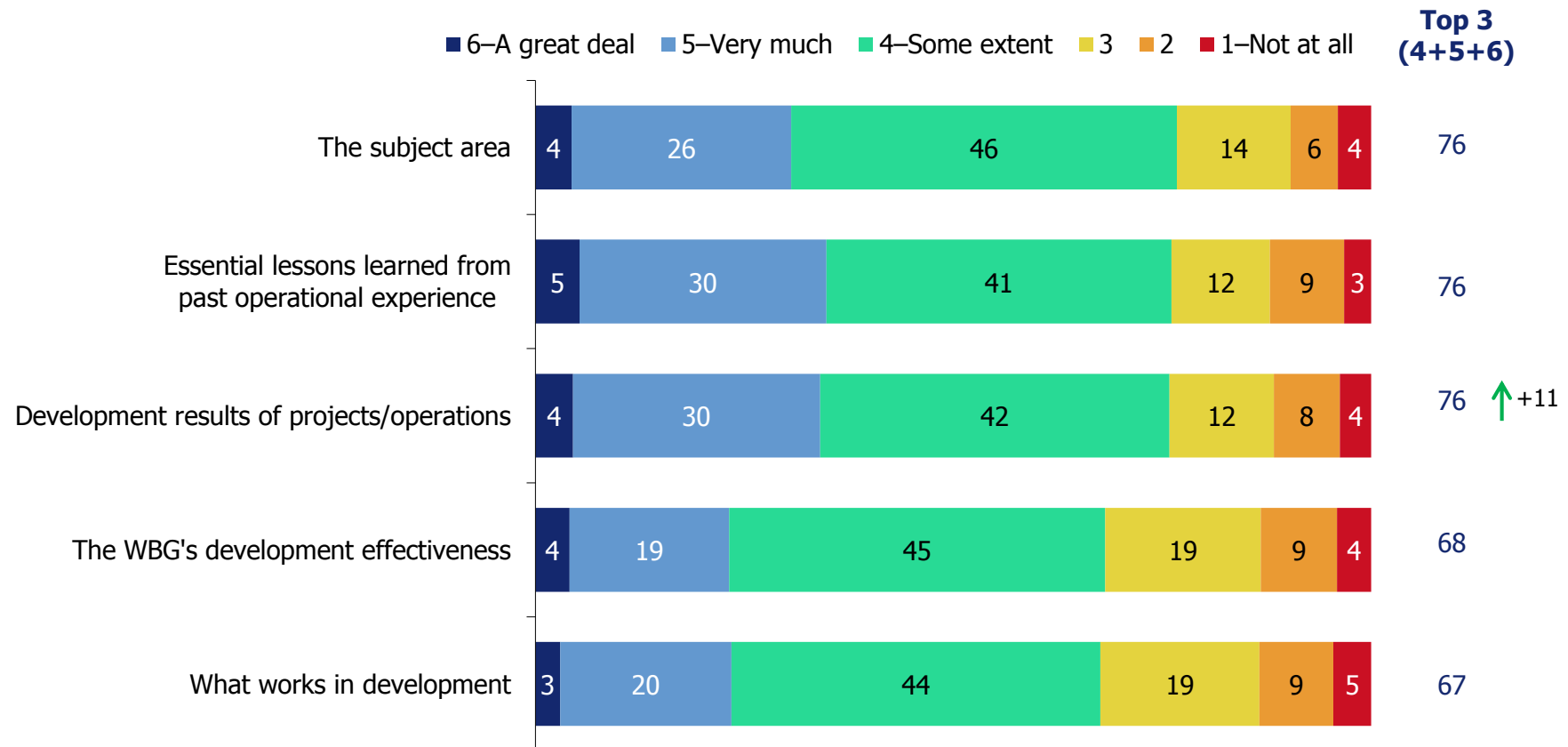


Q11. Thinking of all the IEG reports you have read in the past two years, how satisfied were you with the following aspects of the evaluation reports?

Influence of IEG's Evaluation Products

IEG's products are most influential in improving Staff's understanding of the subject area, operational experience, and outcomes of projects

Influence of IEG's Evaluation Products
By Attribute of Influence, WBG Staff, 2014



Sample sizes between $n=811$ and $n=833$

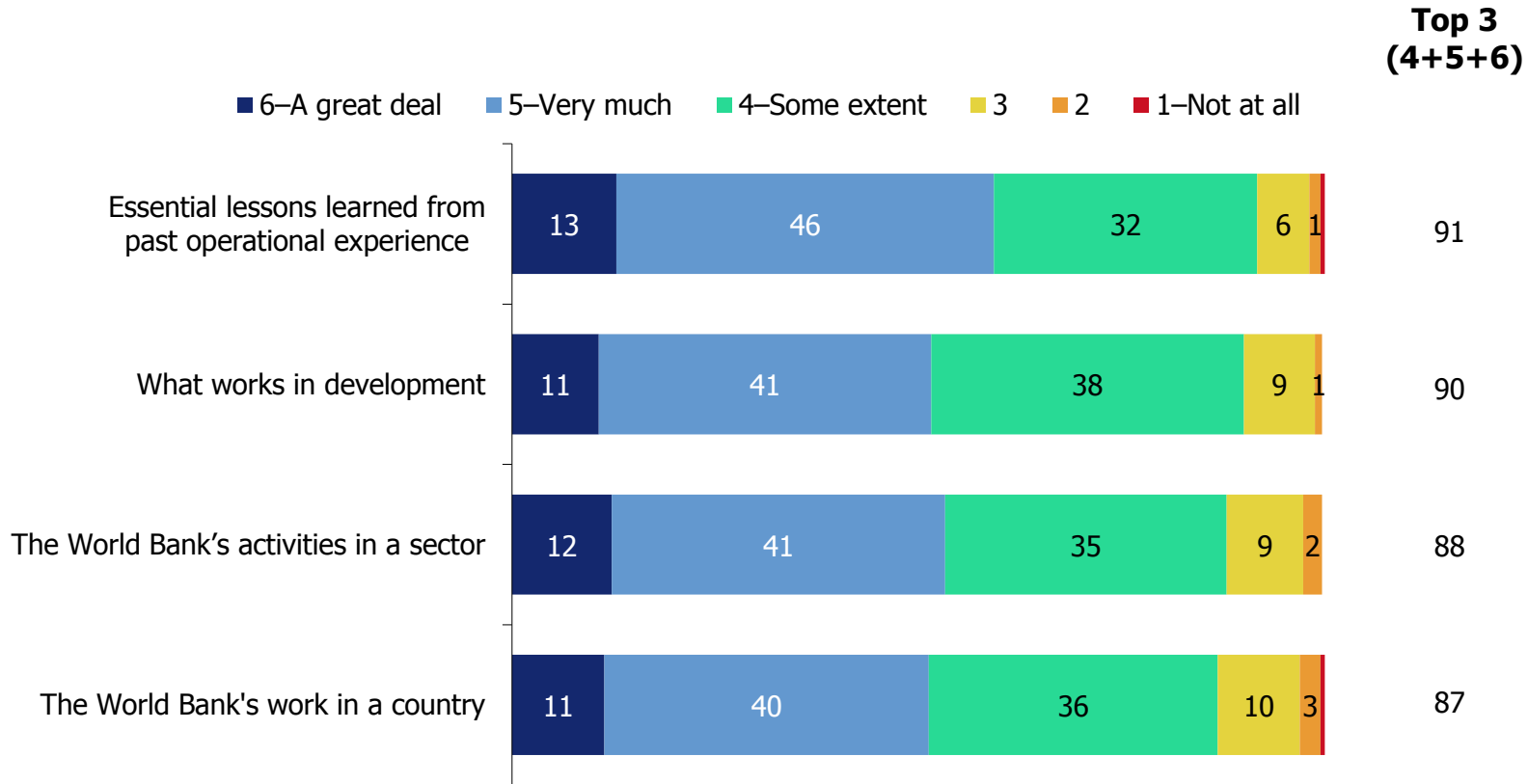
MoE: $\pm 3.1\%$

Arrows represent change between 2012 and 2014.

Q12. Thinking of the IEG products you have read, to what extent have they improved your understanding of the following?

IEG's products are influential in various aspects among Externals, but slightly more instrumental in helping learn from past operational experience

Influence of IEG's Evaluation Products
By Attribute of Influence, Externals, 2014

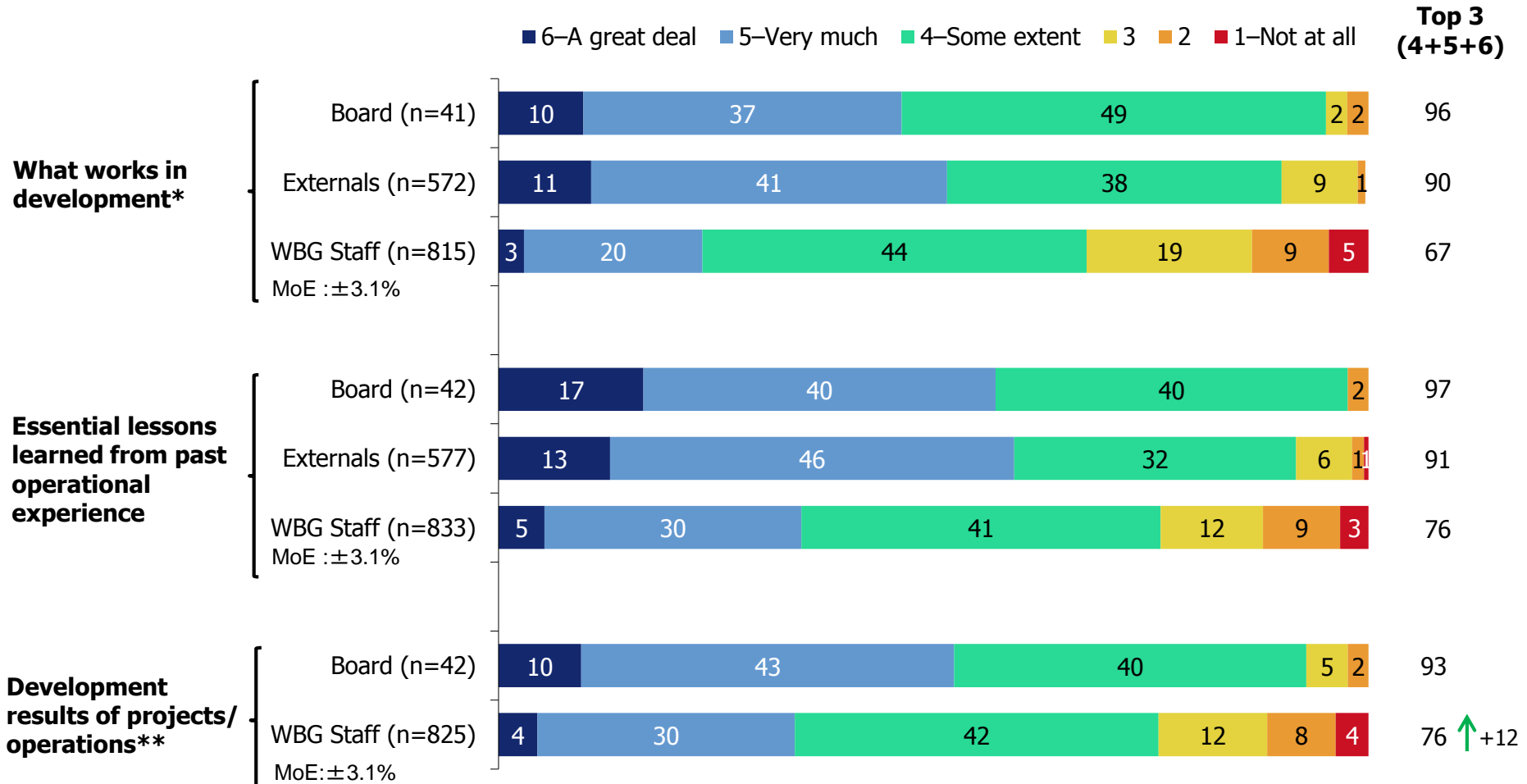


Sample sizes between $n=554$ and $n=577$

Q12. Thinking of the IEG products you have read, to what extent have they improved your understanding of the following?

Board and Externals appear more influenced by IEG's Evaluation Products than WBG Staff

Influence of IEG's Evaluation Products By Sample Group, 2014



*Not asked in 2012.

**Not asked to Externals

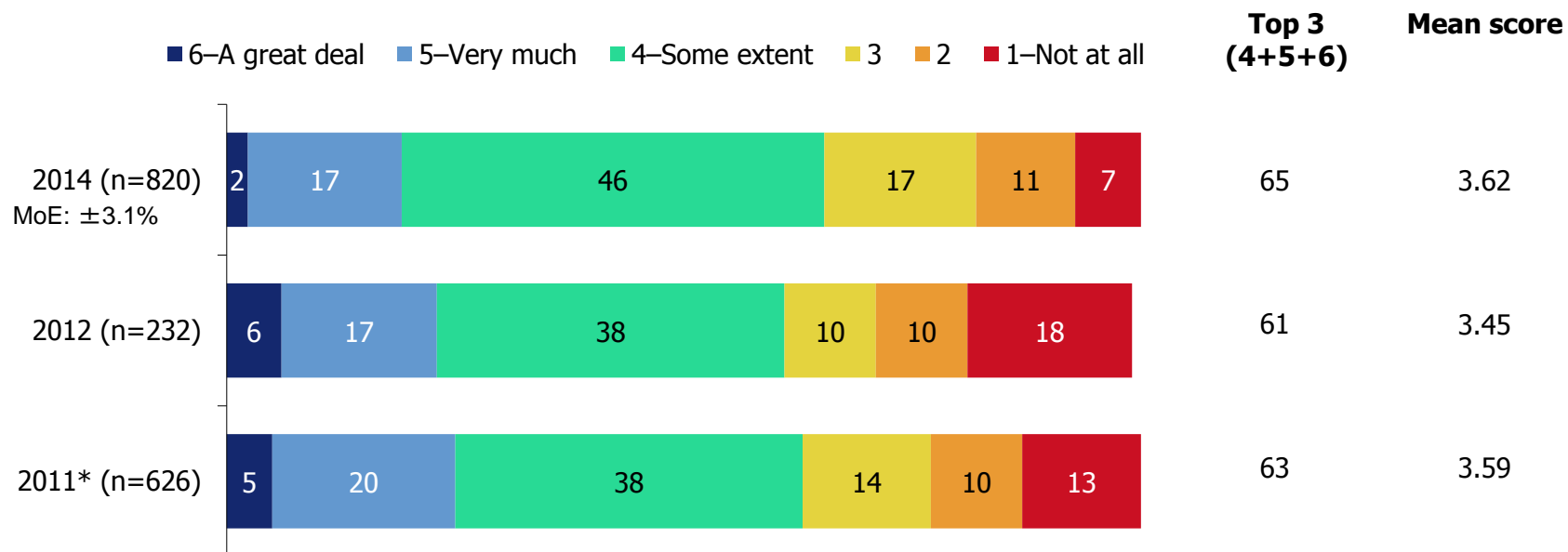
Arrows represent change between 2012 and 2014.

Q12. Thinking of the IEG products you have read, to what extent have they improved your understanding of the following?

Use of IEG's Products

Overall use of IEG's products among WBG Staff is fairly stable since 2011, and not widely spread

Overall Use of IEG's Products, WBG Staff, 2011–2014



Additional insights

- Respondents who consider IEG's work emphasis is focused on learning use IEG's products significantly more than those who see it more oriented towards accountability (74% vs 59%).

Note: Slight wording change since 2012

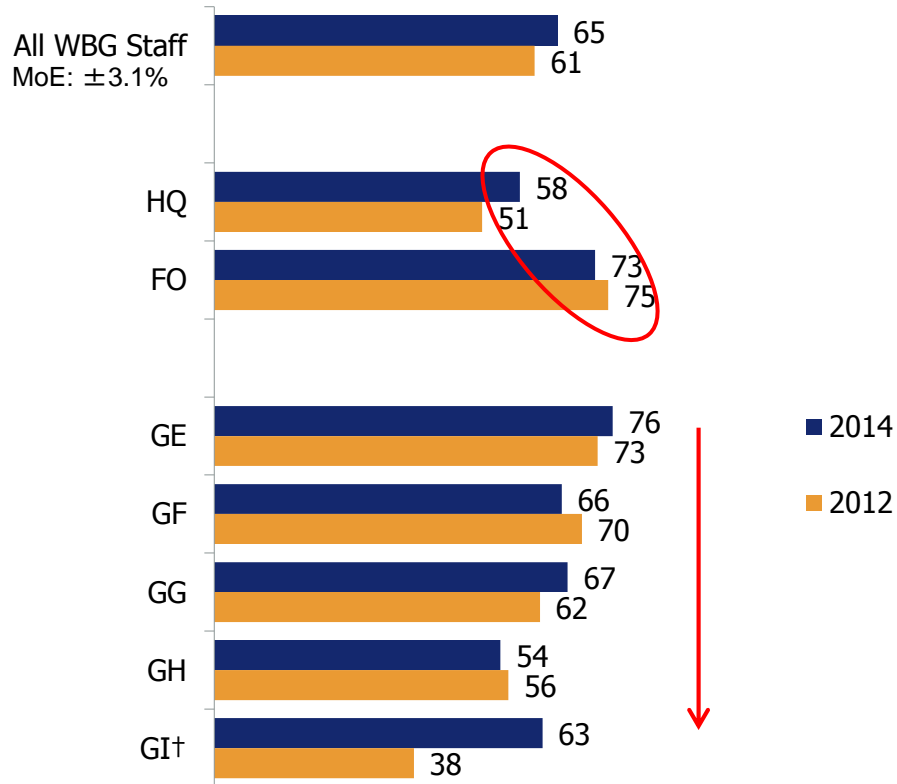
*In 2011, for the Externals, the "overall use" measure was not asked directly and figures were based on the average frequencies of five different uses.

Q13. Thinking of the IEG products you have read, to what extent did you use them for the following? a) Overall use

FO-based Staff more likely to use IEG's products overall than HQ Staff; usage also seems to decrease with HR grade level

Overall Use of IEG's Products

By Office Location and HR Grade Level, Top Three Boxes*, WBG Staff, 2012–2014



* (4+5+6) on a scale of 1 to 6 where 1 means “not at all” and 6 means “a great deal”

† Caution: very small sample sizes in 2012 and 2014

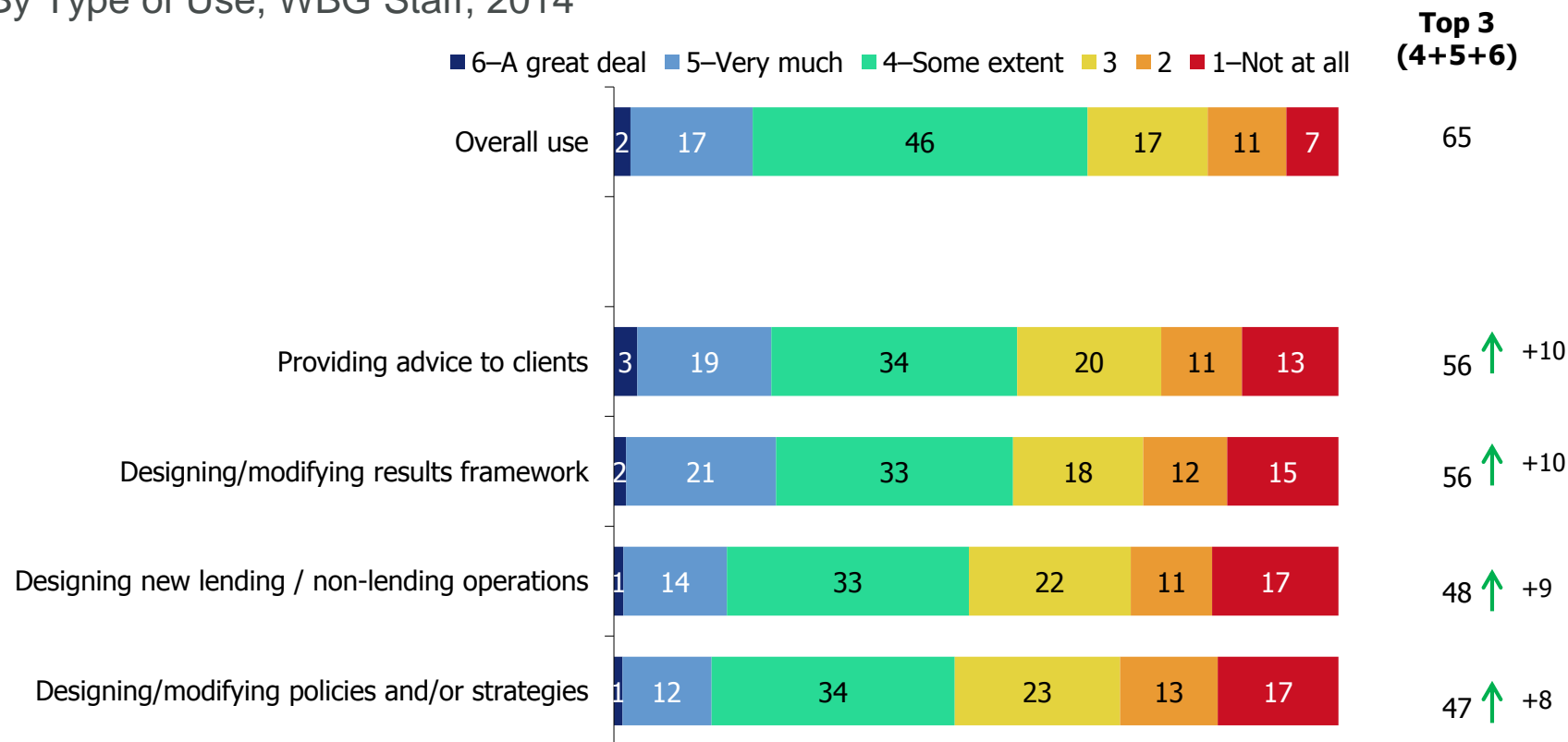
Note: Slight wording change since 2012

Q13. Thinking of the IEG products you have read, to what extent did you use them for the following? a) Overall use

Various types of uses for IEG's products all seem to have become more frequent among Staff since 2012

Use of IEG's Products

By Type of Use, WBG Staff, 2014



Additional insights

- Respondents who find IEG's work highly relevant to the World Bank Group's mission are much more likely to use IEG's products to provide advice to their clients (48% for Top 2 vs 22% on the above chart).

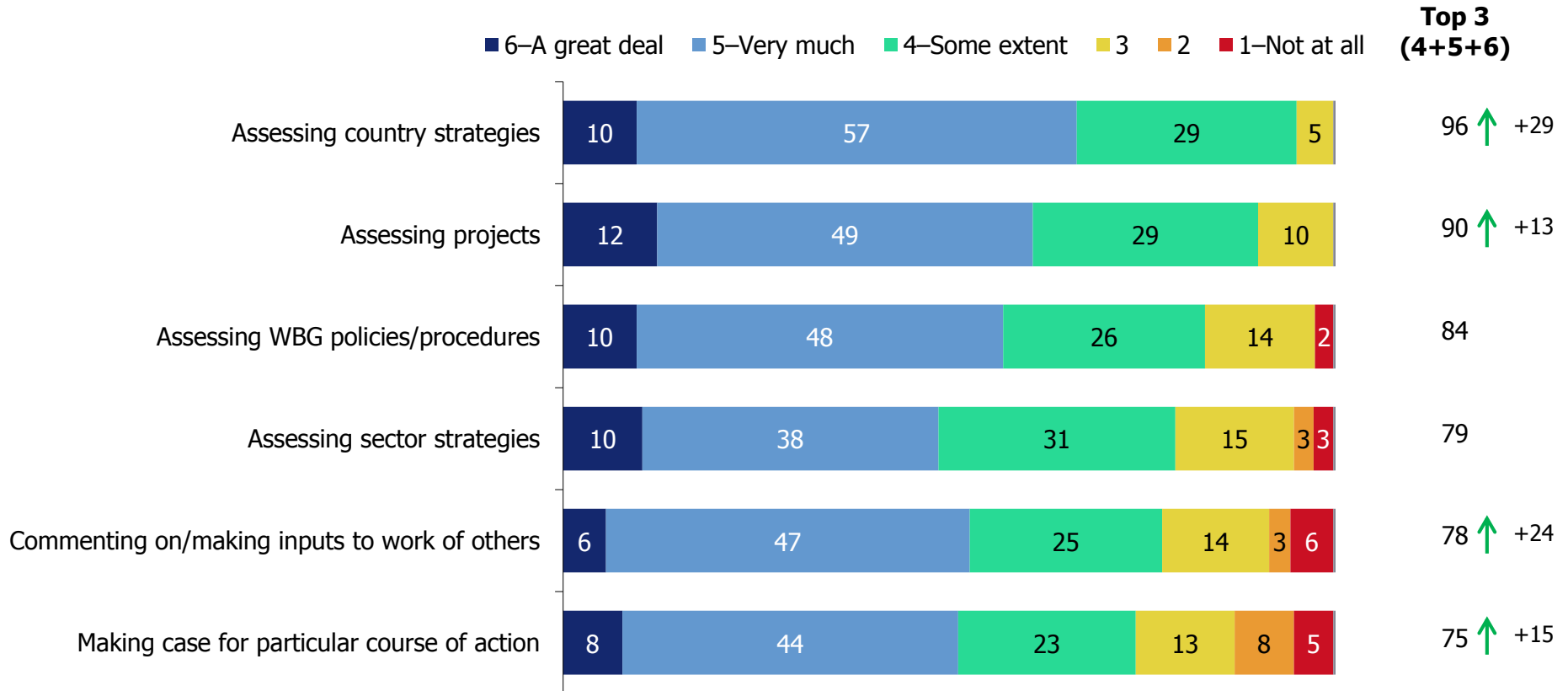
Sample sizes between $n=757$ and $n=820$
MoE ranges from $\pm 3.1\%$ to 3.3% .

Note: Slight wording change since 2012. Arrows represent change between 2012 and 2014. Strong sample sizes variations between 2012 and 2014 imply tracking should be looked as an indication only.

Q13. Thinking of the IEG products you have read, to what extent did you use them for the following?

Board's most frequent uses for IEG's products are country strategies and projects assessments; most types of uses have also become more frequent

Use of IEG's Products By Type of Use, Board, 2014



Sample sizes between $n=36$ and $n=42$

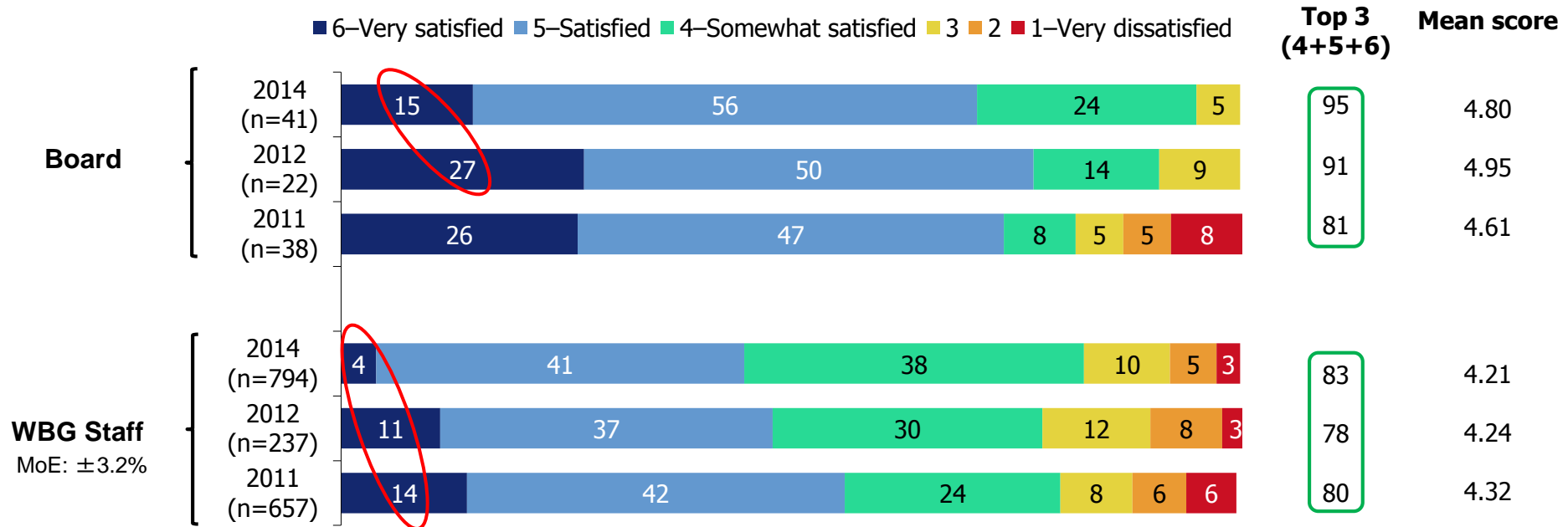
Note: Slight wording change since 2012. Arrows represent change between 2012 and 2014.

Q13. Thinking of the IEG products you have read, to what extent did you use them for the following?

Satisfaction with IEG's Recommendations

Overall satisfaction with IEG's quality of recommendations is very high and fairly stable; but proportions of "very satisfied" have been decreasing

Satisfaction with IEG's Recommendations
Overall Quality, Board vs WBG Staff, 2012–2014



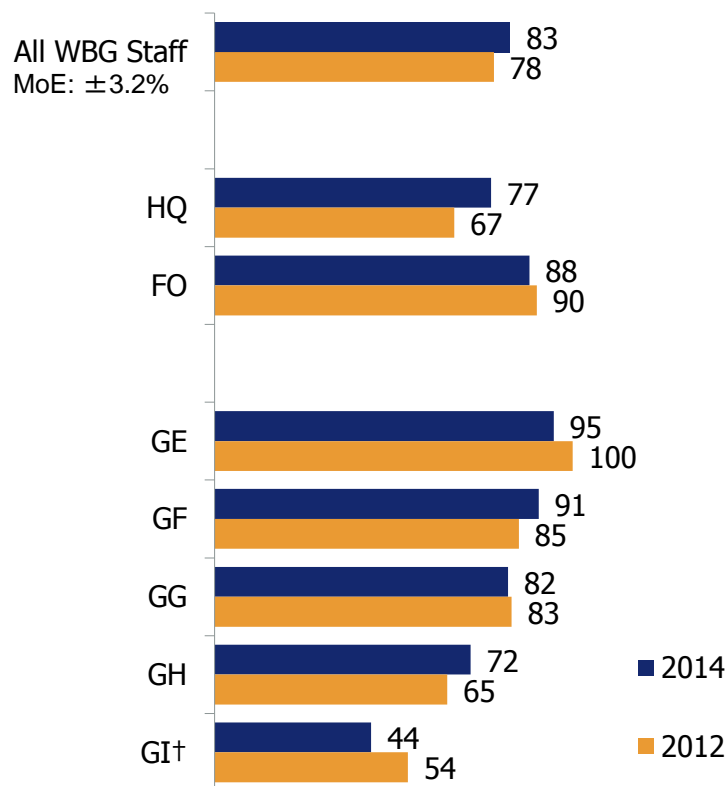
Note: Slight wording change since 2012

Q14. Thinking of the IEG products you have read, how satisfied were you with their recommendations on the following criteria? a) Overall quality

Satisfaction seems to have improved among HQ Staff, and goes down as HR grade level increases

Satisfaction with IEG's Recommendations, Overall Quality

By Office Location, and HR Grade Level, Top Three Boxes*, WBG Staff, 2012–2014



* (4+5+6) on a scale of 1 to 6 where 1 means “very dissatisfied” and 6 means “very satisfied”

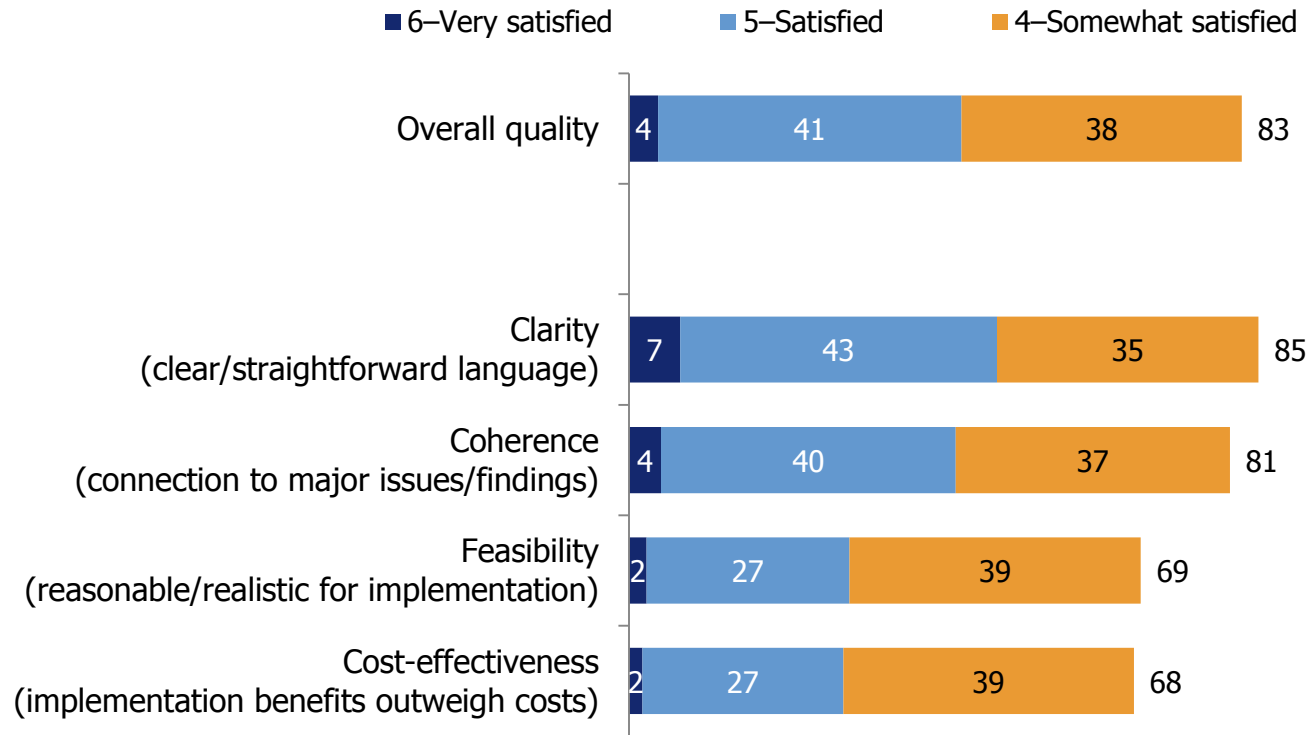
† Caution: very small sample size

Note: Slight wording change since 2012

Q14. Thinking of the IEG products you have read, how satisfied were you with their recommendations on the following criteria?

Content of IEG's recommendations (clarity, coherence) is satisfactory, but implementation aspect remains less convincing among Staff respondents

Satisfaction with IEG's Recommendations
By Type of Recommendation, WBG Staff, 2014

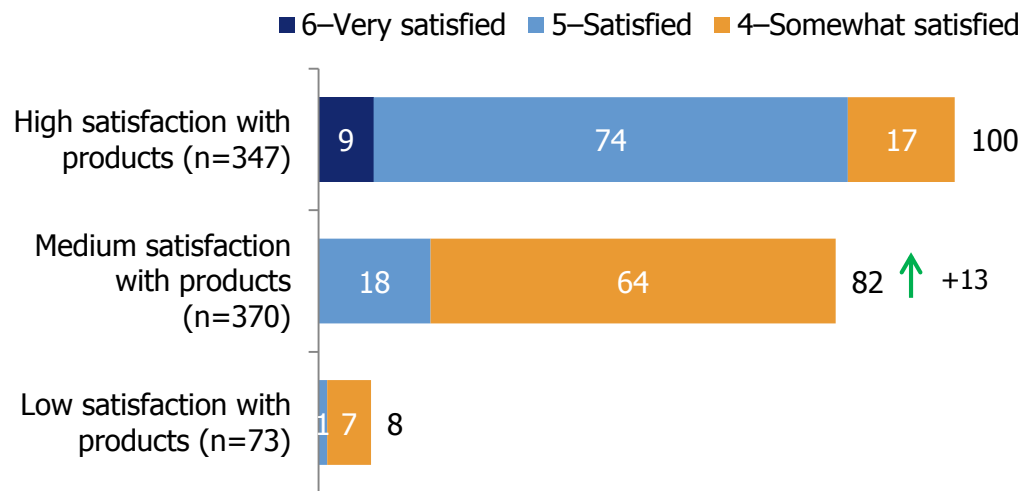


Sample sizes between $n=661$ and $n=794$
MoE ranges from $\pm 3.5\%$ to 3.2%

Q14. Thinking of the IEG products you have read, how satisfied were you with their recommendations on the following criteria?

Staff most satisfied with IEG's products are far more satisfied with IEG's quality of recommendations

Satisfaction with IEG's Recommendations, Overall Quality
By Level of Satisfaction with IEG's Products, WBG Staff, 2014



Additional insights

- Respondents who consider IEG's products as very relevant to their work are much more likely to be satisfied with IEG's quality of recommendations than those who find them moderately relevant (86% vs 27% for the Top 2 (5+6) measure).
- Staff who have been evaluated by IEG, and Task Team leaders are less satisfied than their counterparts.

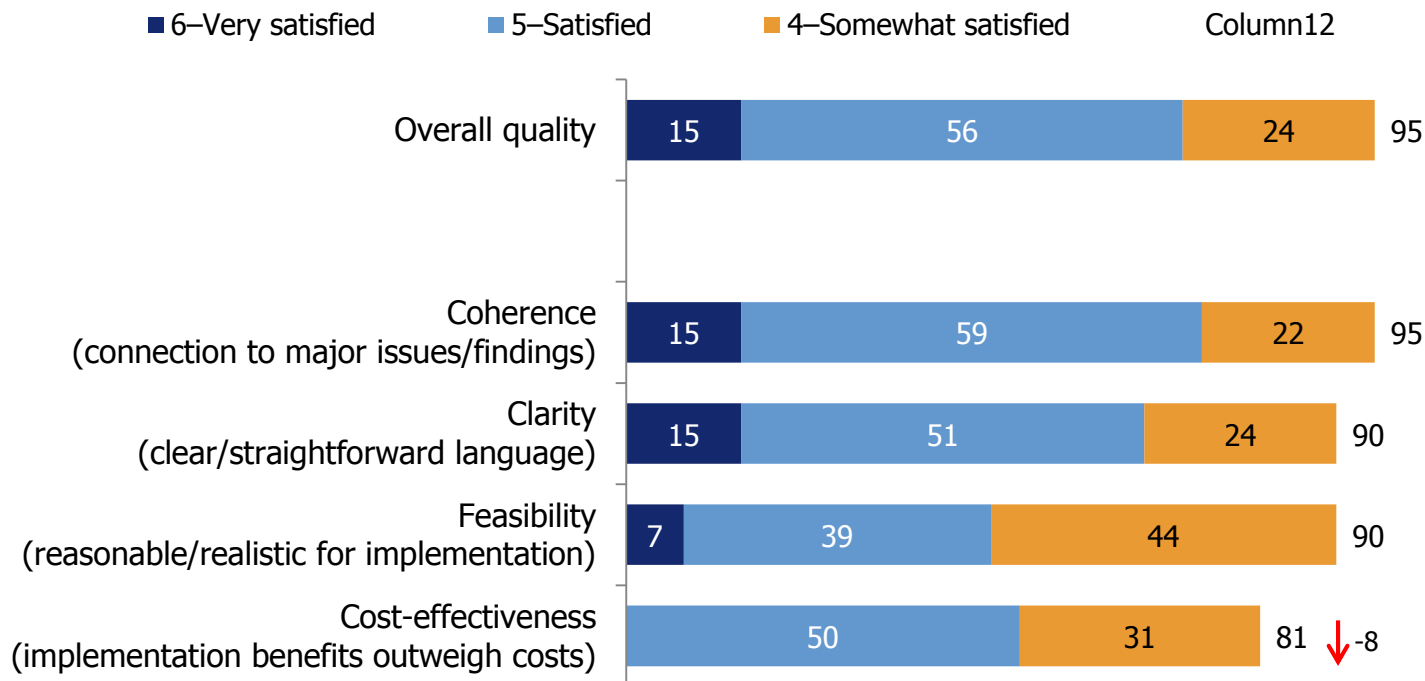
Note: Slight wording change since 2012. Arrows represent change between 2012 and 2014.

Q14. Thinking of the IEG products you have read, how satisfied were you with their recommendations on the following criteria?

Q9. How satisfied are you with the overall quality of the IEG products that you read?

Like for Staff, Board respondents are more satisfied with the coherence and clarity of IEG's recommendations than with feasibility and cost-effectiveness

Satisfaction with IEG's Recommendations
By Type of Recommendation, Board, 2014



Sample sizes between $n=36$ and $n=41$

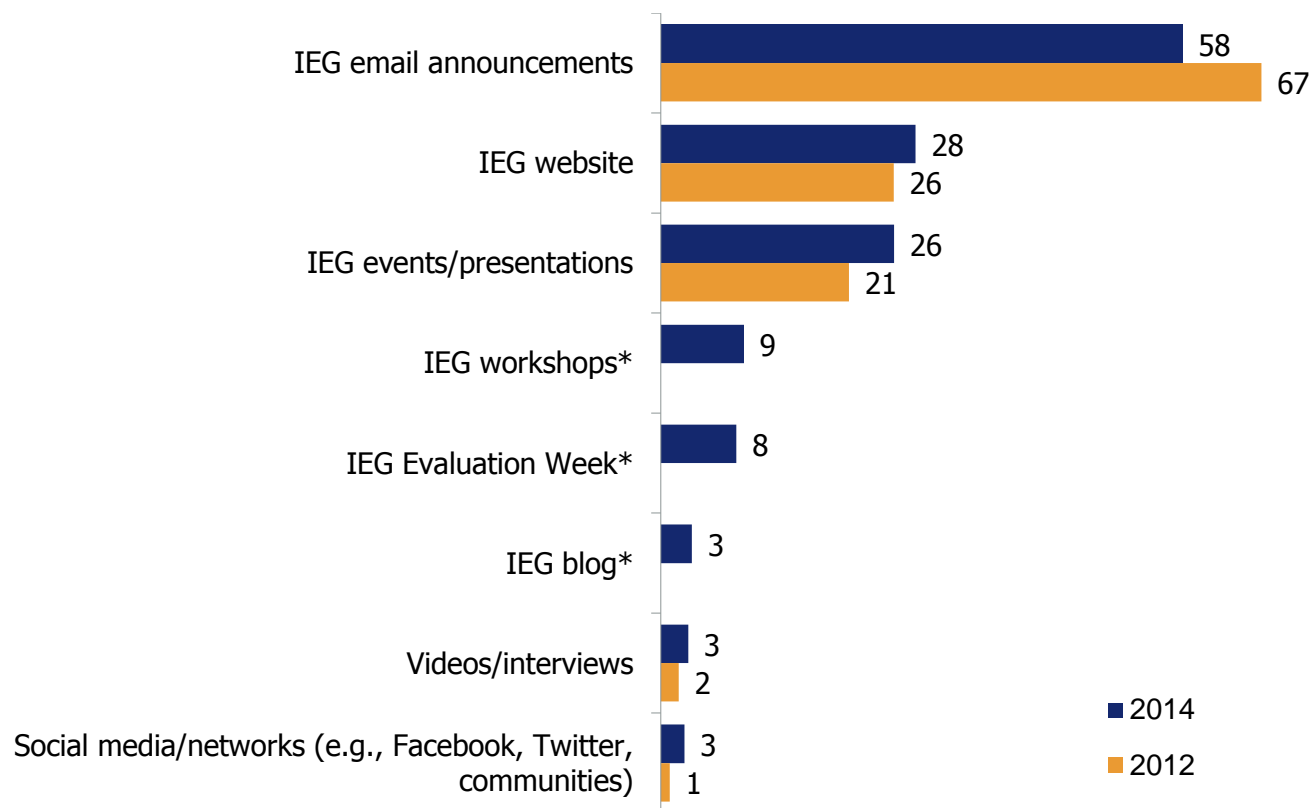
Note: Slight wording change since 2012

Q14. Thinking of the IEG products you have read, how satisfied were you with their recommendations on the following criteria?

Access to IEG's Products / Ratings of IEG's Outreach

Email announcement remains the main access to IEG's products among WBG Staff

Access to IEG's Products in Last Two Years
Total Mentions, WBG Staff, 2012–2014



Note: Slight wording change since 2012

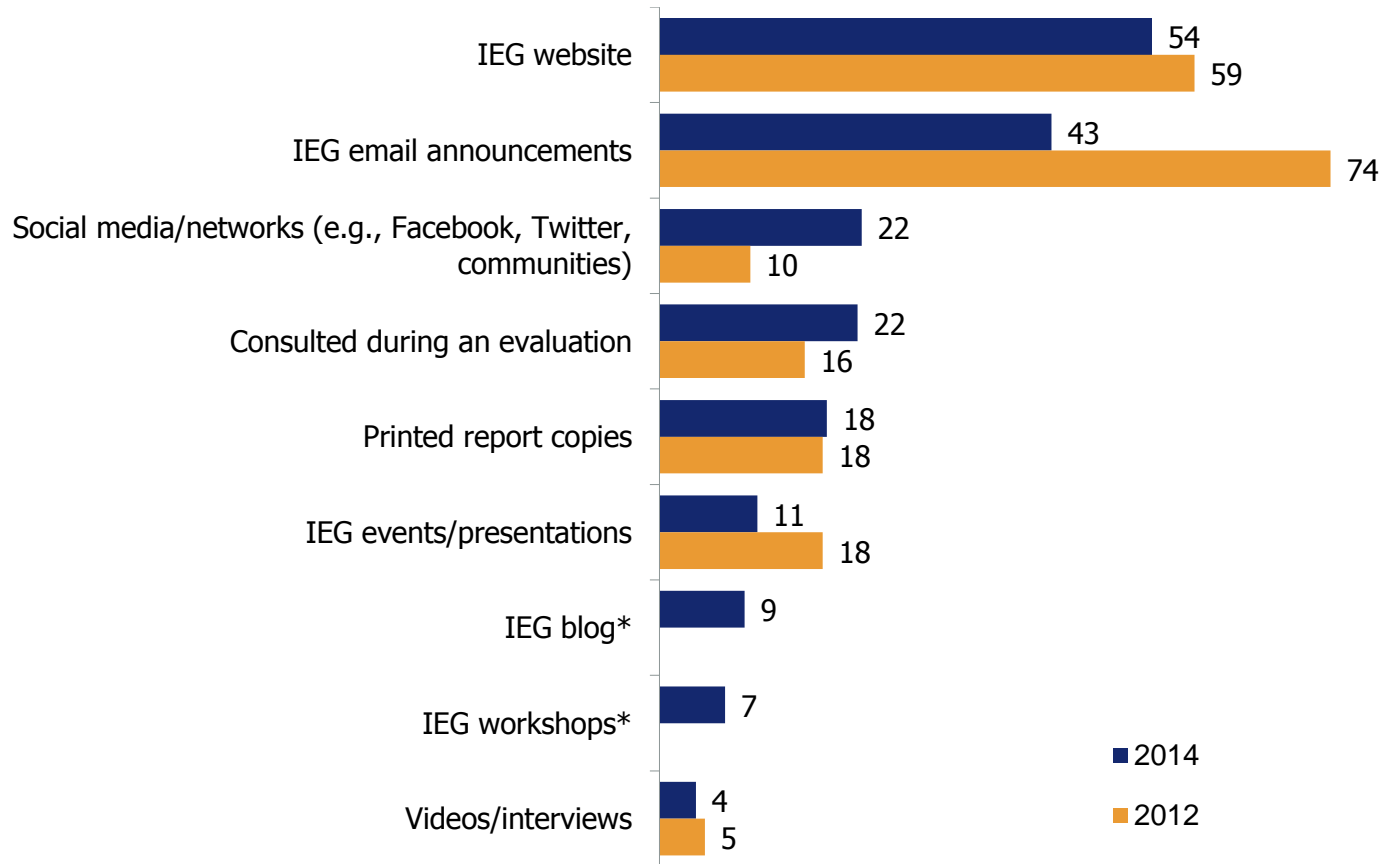
Sample size: $n=1210$; MoE $\pm 2.7\%$

*Not asked in 2012

Q15. How did you become aware of IEG products in the last two years?

Externals have been most made aware of IEG's products through IEG's website and emails; social media outreach is picking up

Access to IEG's Products in Last Two Years
Total Mentions, Externals, 2012–2014



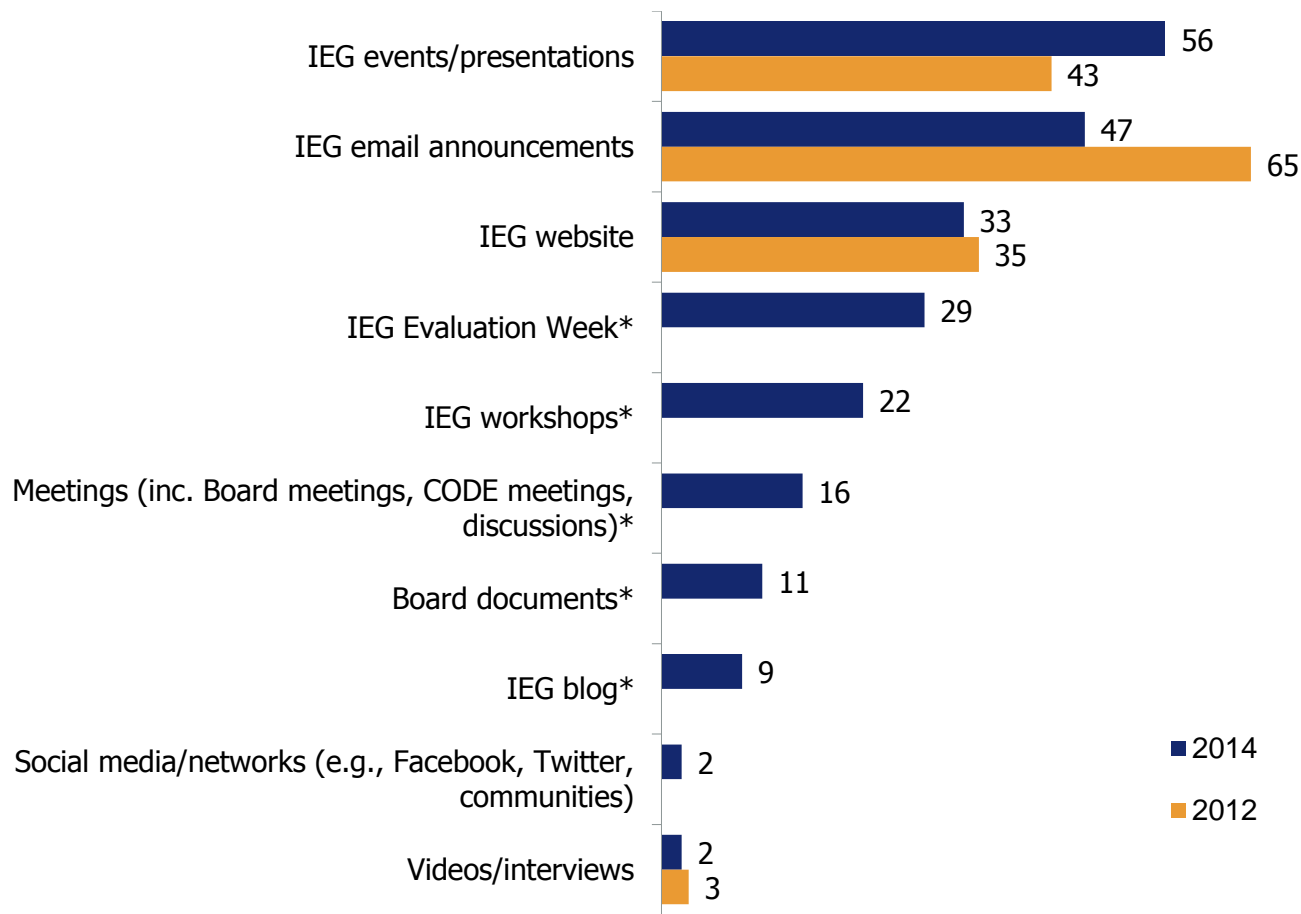
Note: Slight wording change since 2012

*Not asked in 2012

Q15. How did you become aware of IEG products in the last two years?

IEG's events and email announcements remain first contact points for Board to access products

Access to IEG's Products in the Last Two Years
Total Mentions, Board, 2012–2014



Note: Slight wording change since 2012

*Not asked in 2012

Q15. How did you become aware of IEG products in the last two years?

HQ Staff more likely to access IEG's products through various contact points than FO Staff; events a more important touch point as HR grade level increases

Access to IEG's Products in Last Two Years

Total Mentions*, by HR Grade Level and by Office Location, WBG Staff, 2014

	All WBG Staff (n=1252) MoE: ±2.4%	GE† (n=123)	GF (n=363)	GG (n=518)	GH (n=178)	GI† (n=16)	HQ (n=561)	FO (n=691)
IEG email announcements	58	57	56	60	58	73	55	61
IEG website	28	29	31	28	24	27	31	26
IEG events/presentations	26	18	22	26	36	80	36	18
IEG workshops	9	9	9	7	16	7	16	4
IEG Evaluation Week	8	10	6	10	9	0	11	7

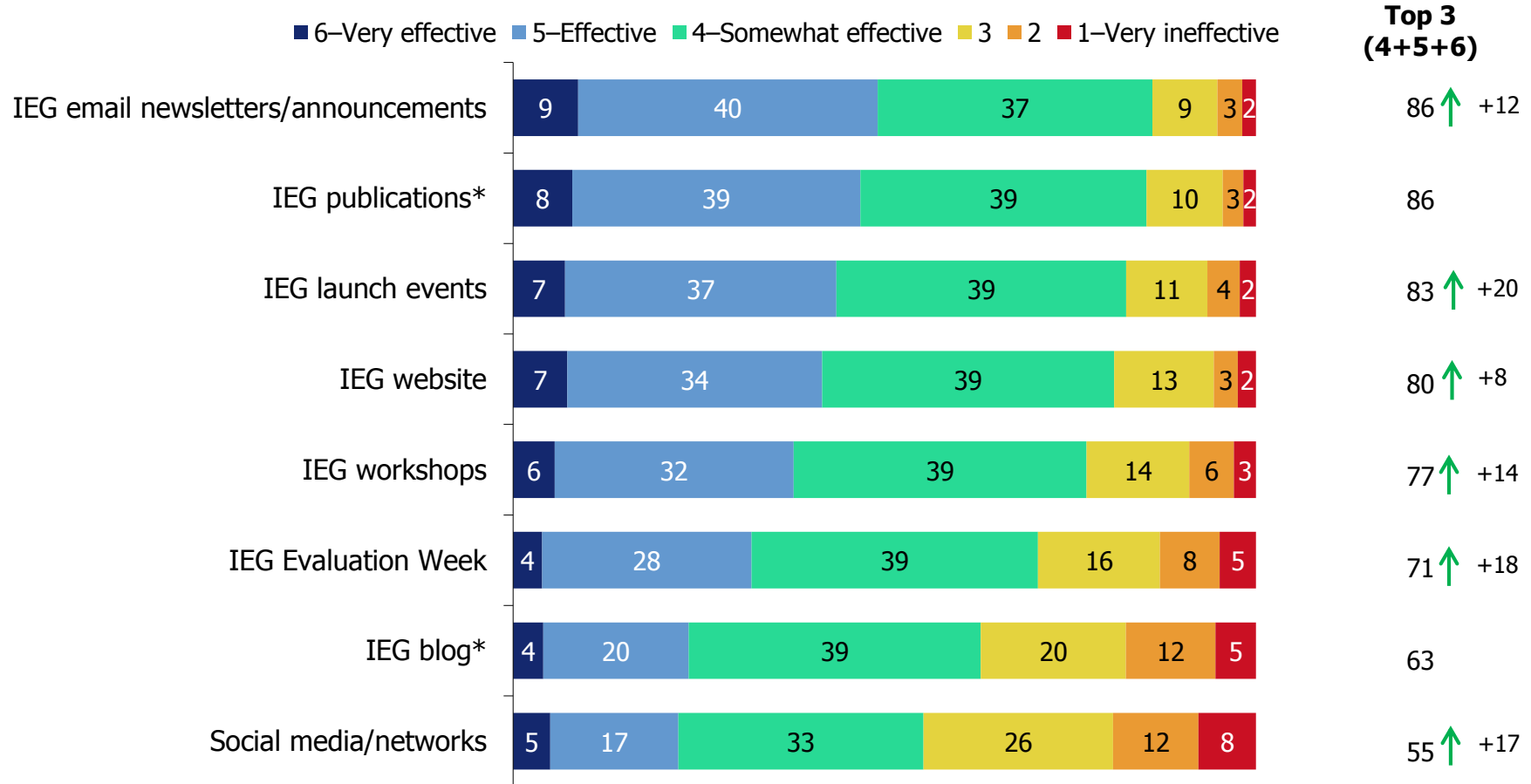
†Caution: very small sample size

*Only contact points receiving above 3% of mentions among all WBG staff are reported in this table chart.

Q15. How did you become aware of IEG products in the last two years?

Increased effectiveness of IEG's communications acknowledged by Staff on most attributes; outreach via email and publications viewed as most effective

IEG's Communications and Outreach Efforts
By Type of Outreach, WBG Staff, 2014



Note: Slight wording change since 2012. Arrows represent change between 2012 and 2014.

Sample sizes between $n=400$ and $n=868$

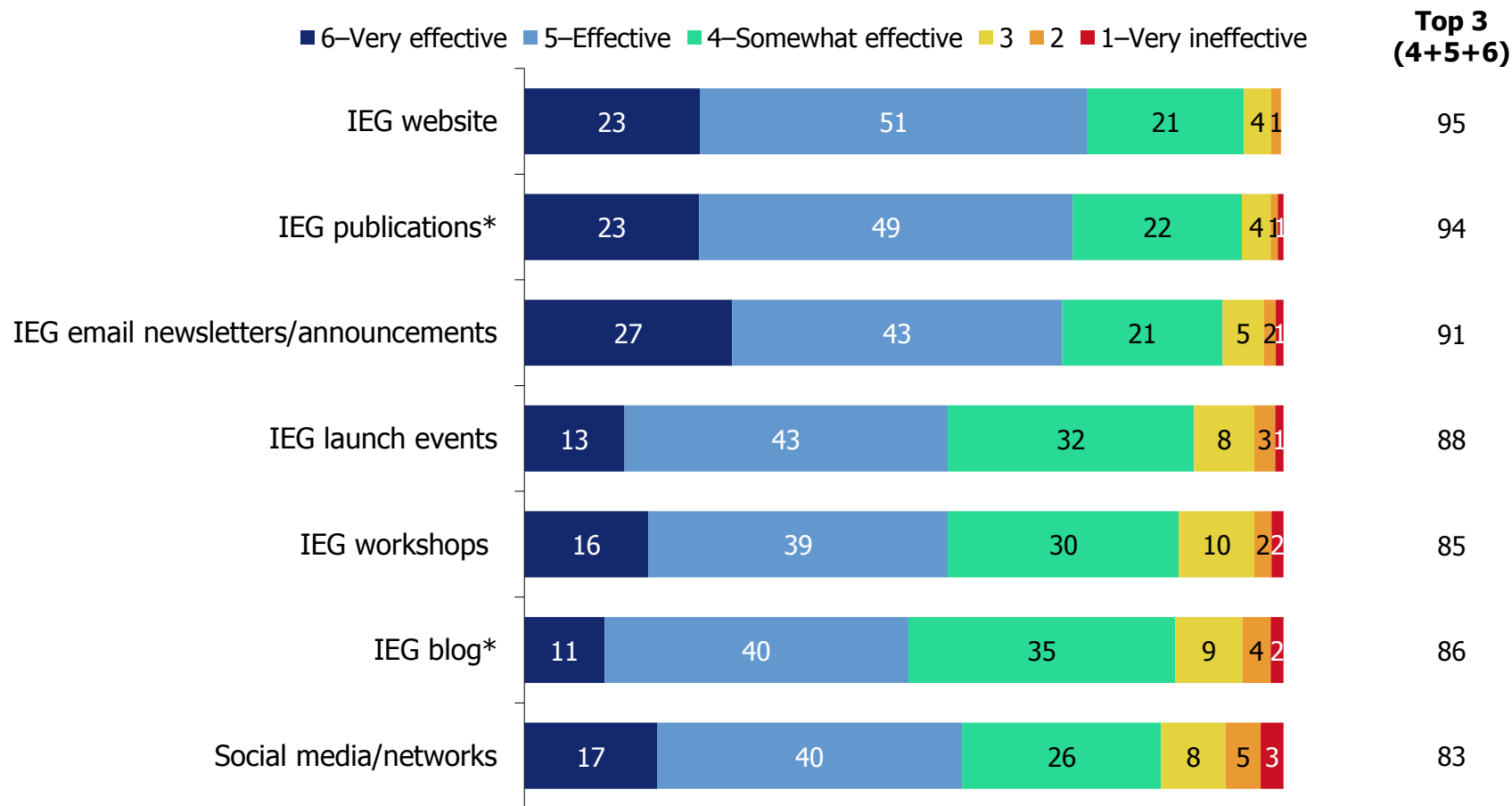
MoE ranges from $\pm 3.0\%$ to 4.7%

*Not asked in 2012

Q16. How would you rate IEG's communications and outreach efforts in the following areas?

Externals view IEG's outreach as most effective through its website, publications, and emails

IEG's Communications and Outreach Efforts By Type of Outreach, Externals, 2014



Note: Slight wording change since 2012
 Sample sizes between $n=312$ and $n=621$
 *Not asked in 2012

Q16. How would you rate IEG's communications and outreach efforts in the following areas?



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