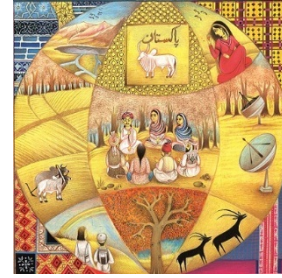




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World Bank Pakistan Country Partnership Strategy Facebook Survey

*Reaching Out to Youth and Non-
traditional Audiences*

November 11, 2013

- www.facebook.com/WorldBankPakistan
- Launched in April 2013
- 100,000+ subscribers in September; 153k now
 - About half outside Karachi, Lahore, RWP/ISB area
 - 95%+ live in Pakistan
 - 97% under 35; 56% 18-24



World Bank Pakistan

153,066 likes · 6,070 talking about this

Update Page Info 1

✓ Liked

Message ✳

Organization

Working closely with the government of Pakistan to fight poverty with passion and professionalism for lasting results <http://www.worldbank.org/pakistan>



Photos

 153k

Likes



Survey

About

Facebook Survey: Methodology

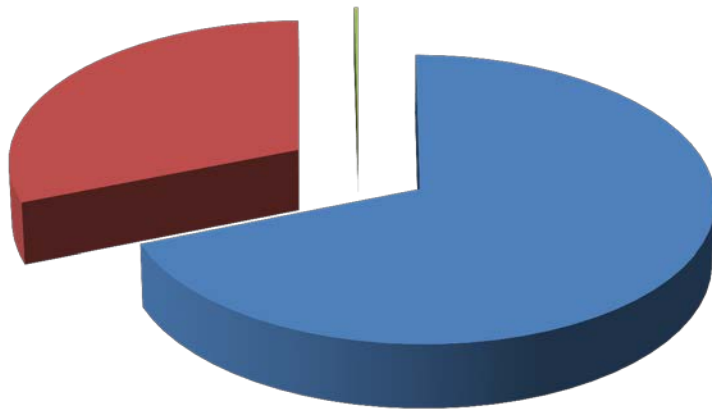
- Three questions: where (sectors), who (partners), how (selectivity)
- Background questions on age, gender, location, access to WBG resources
- Promoted on FB page mid-September to October through #BeHeard and #SpeakforPakistan campaign
- Likes - 16,625; Shares - 1,516
- People Who Saw Promoted Posts - 2,189,168 (~1/5 of Pakistan FB population)
- ~1300+ comments (in survey and posts)
- 3013 responses
 - Reached audiences we don't often engage with: 55% rarely or never access WBG resources; 24% weekly or monthly

Regional Breakdown

- Responses from all regions (including FATA, AJK, and GB)

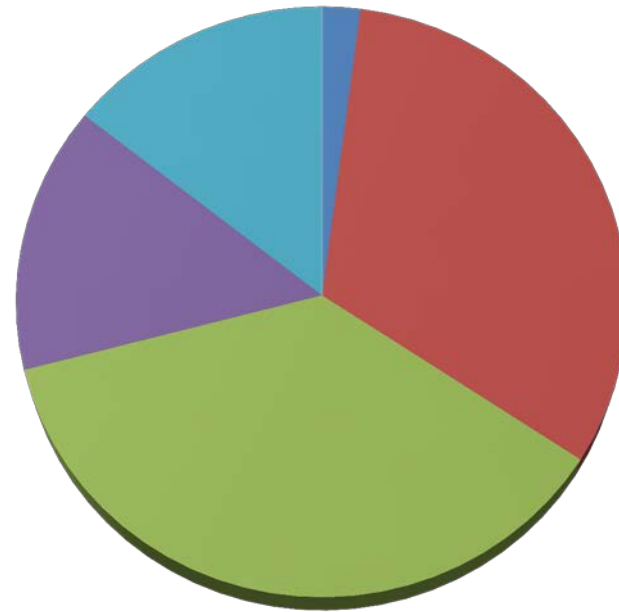
Province	Responses (n=3013)	(%)
Azad Jammu and Kashmir (AJK)	20	0.7%
Balochistan	55	1.8%
Federally Administered Tribal Areas (FATA)	17	0.6%
Gilgit-Baltistan (GB)	24	0.8%
Islamabad Capital Territory (ICT)	345	11.5%
Khyber Pakhtunkhwa	295	9.8%
Punjab	1316	43.7%
Sindh	799	26.5%
Overseas	142	4.7%

Gender and Age Breakdown



■ Male (n=2037) ■ Female (n=911) ■ Other (n=7)

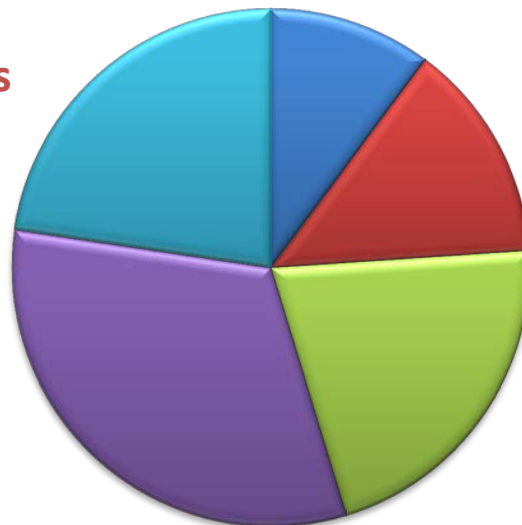
- 69% Male, 31% Female



■ Less than 18
■ 18-24
■ 25-34
■ 35-44
■ 45 and up

- Large youth response: 69% 18-34, 29% 35+

Access WBG Resources

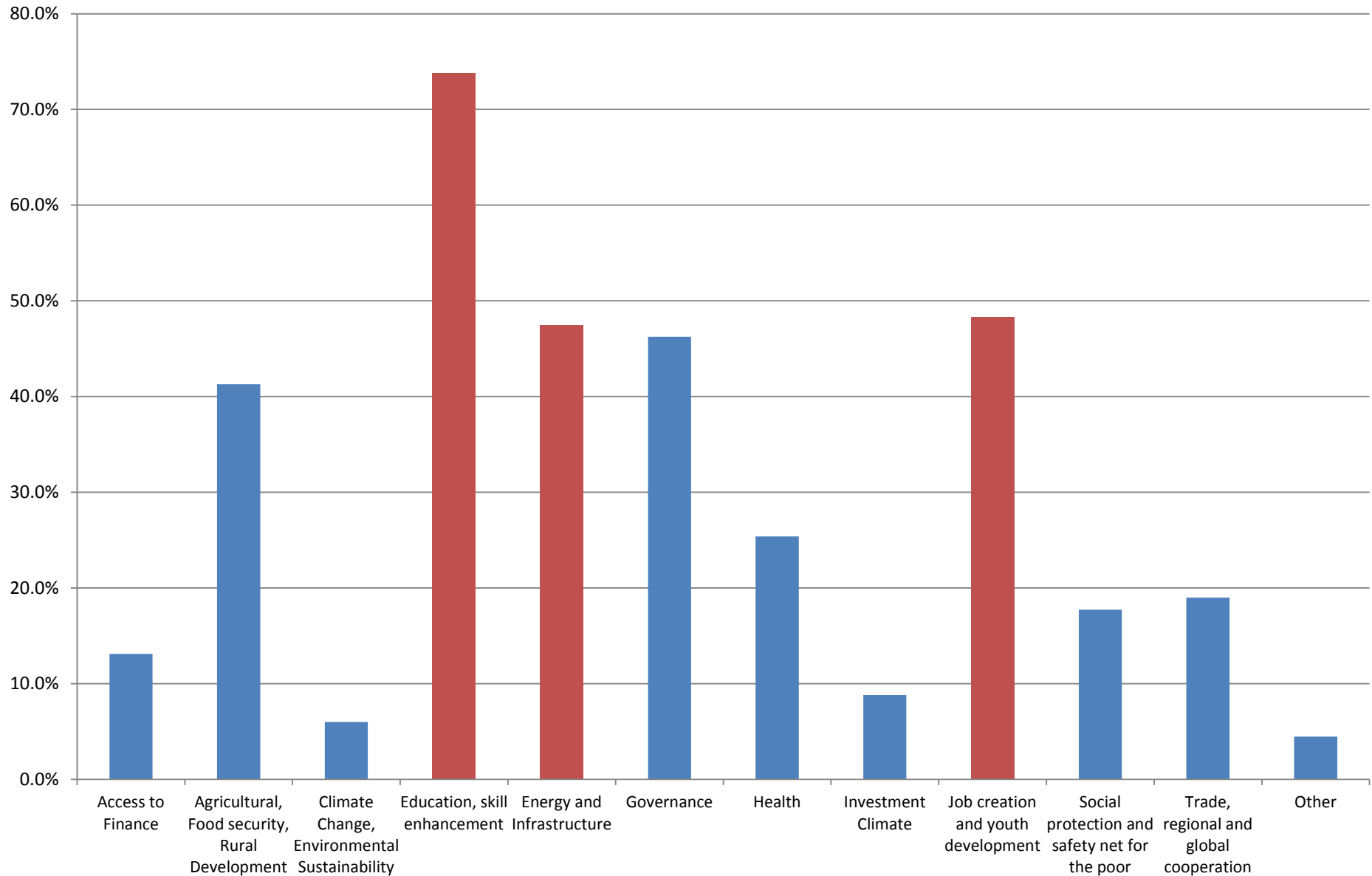


■ Weekly
■ Monthly
■ A few times a year
■ Rarely
■ Never

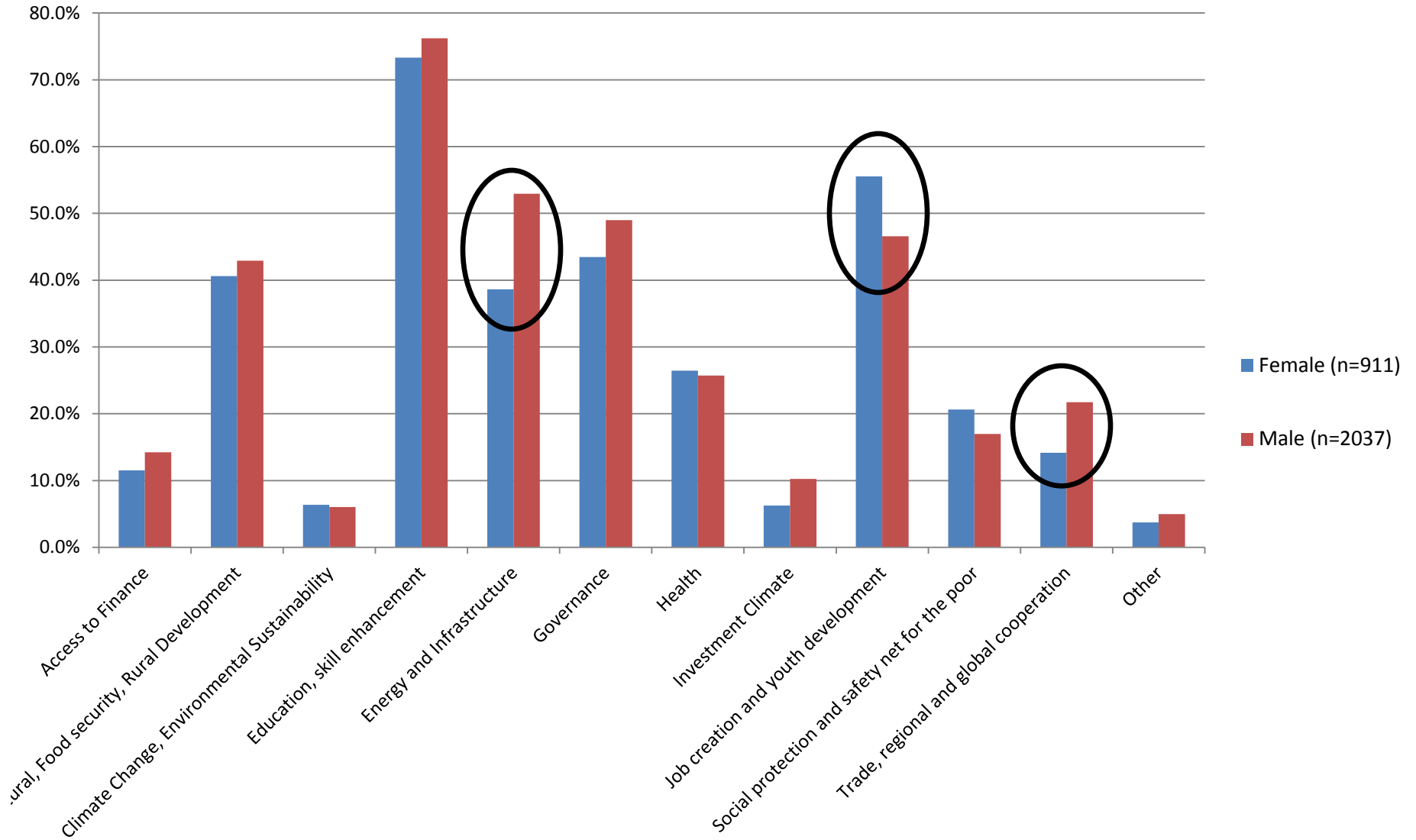
Results

- **Where should we work (choose 3)?**
 - Education/skill enhancement – 74%
 - Job creation, youth development – 48%
 - Energy & Infrastructure – 48%
 - Governance – 46%
- **Who should we work with (choose 2)?**
 - Academia/think tanks/research institutes – 51%
 - Youth organizations – 42%
 - Private sector – 31%
- **How should we work? Be selective?**
 - 49% somewhat or strongly agree
 - 22% somewhat or strongly disagree
- **Differences in gender & age sub-groups**

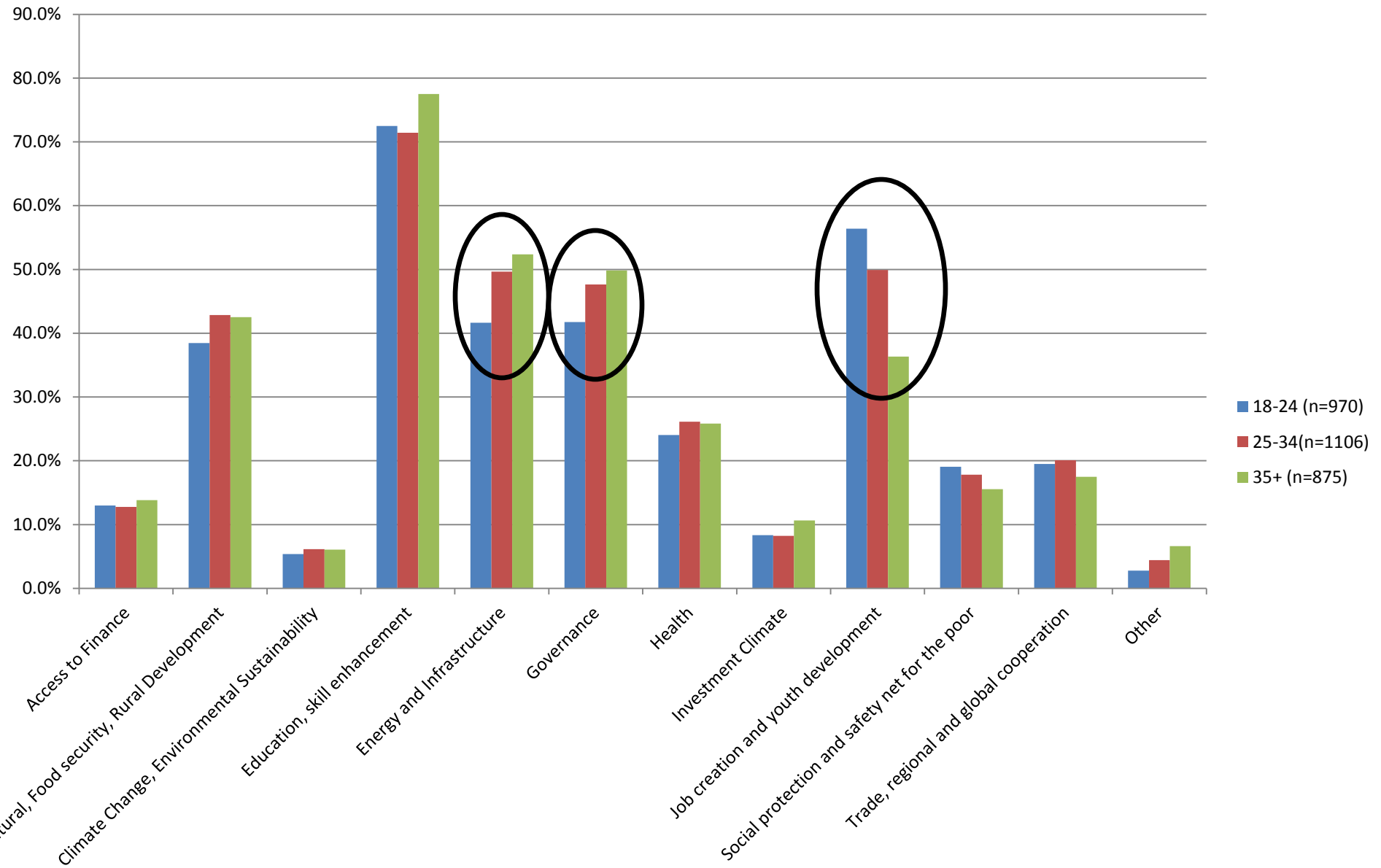
Where should WBG focus its attention and resources in next five years?



Gender Breakdown

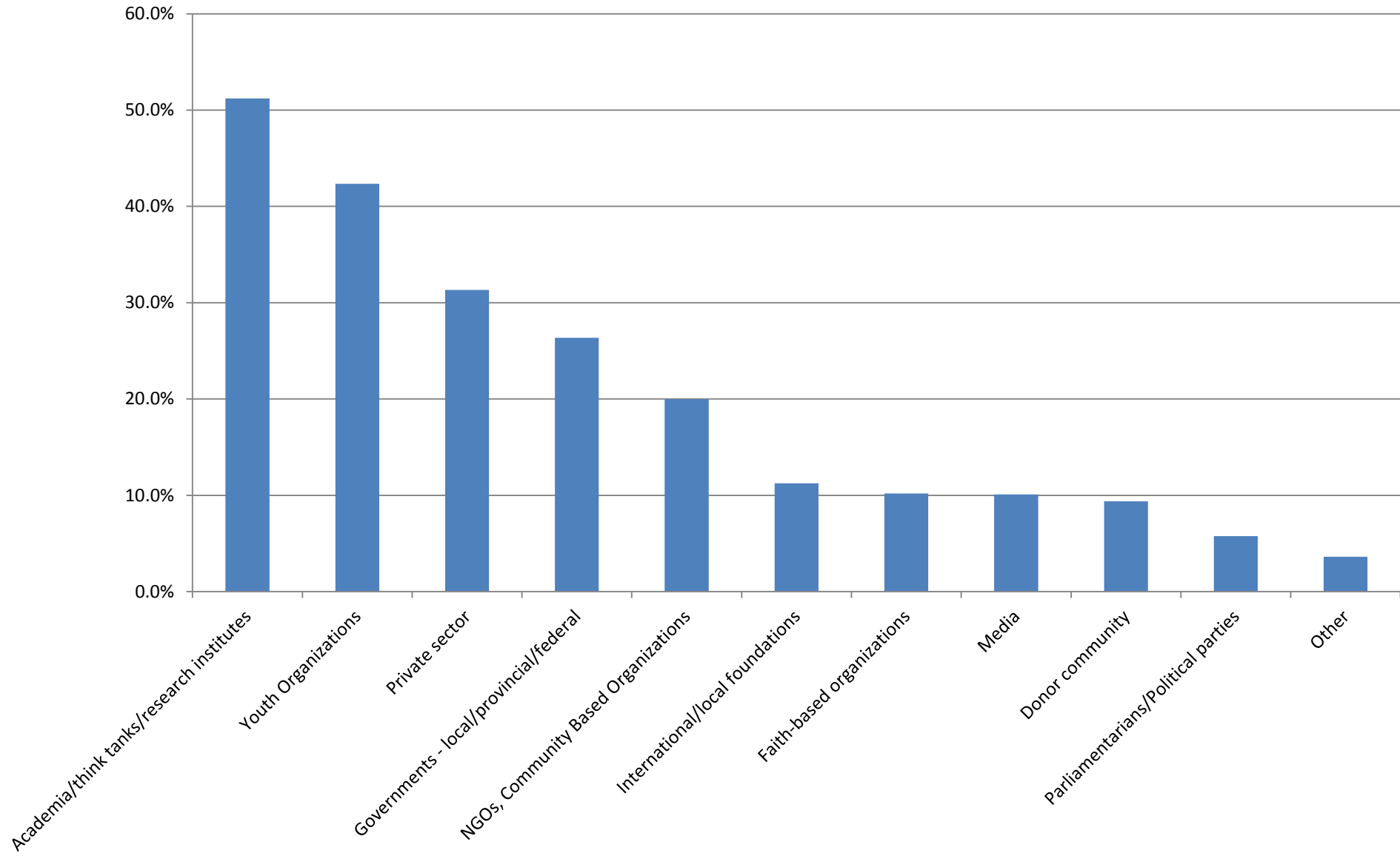


Age Breakdown

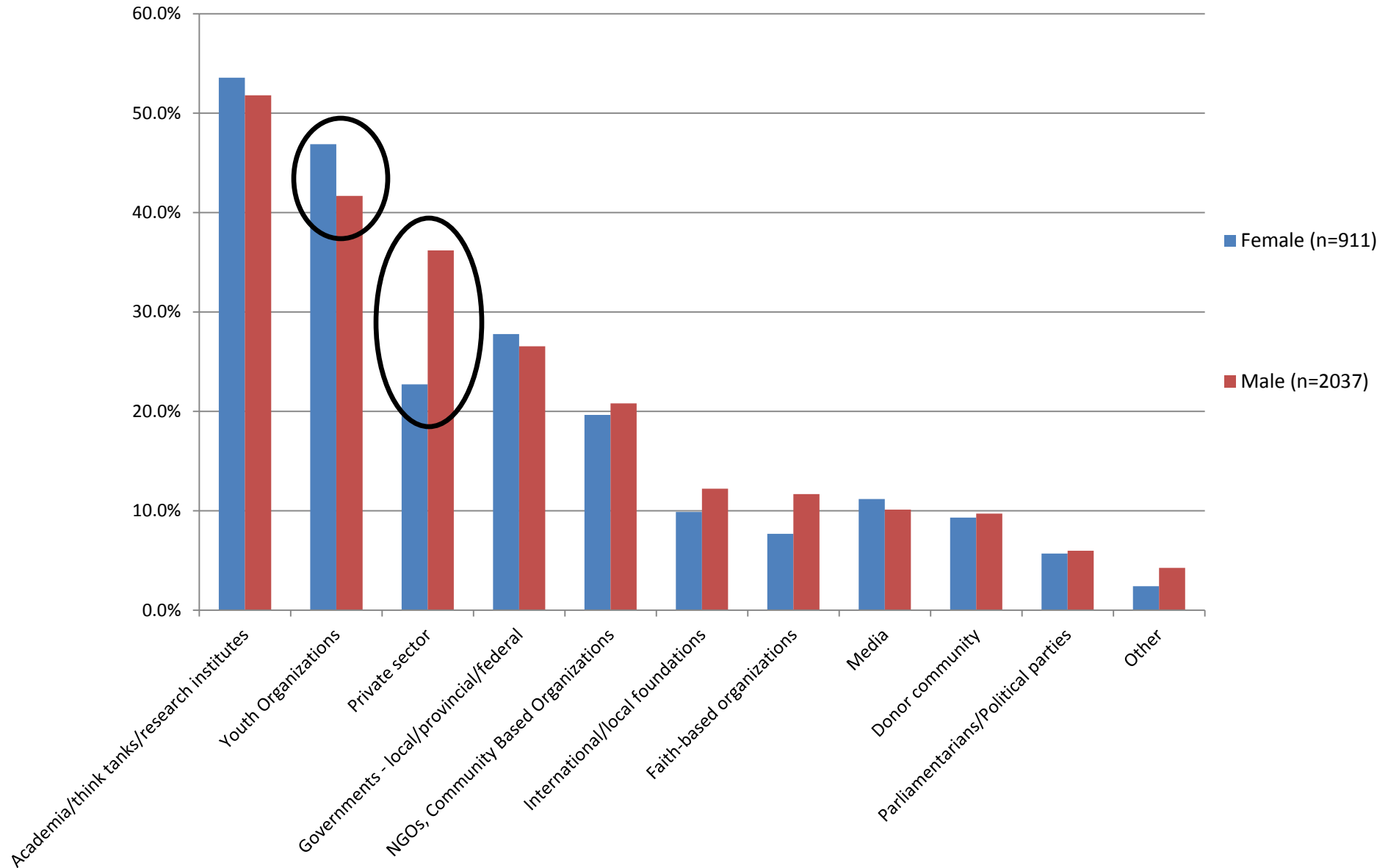


- Largely similar between males and females; different age groups – **education top choice across all sub-groups**
- Males think energy & infrastructure more important; females prioritize job creation & youth development
- **Males:** Education, skill enhancement (76.2%); Energy and Infrastructure (52.9%); Governance (49%)
- **Females:** Education, skill enhancement (73.3%); Job creation & youth development (55.5%); Governance (43.5%)
- Jobs more important for younger group.
- Governance and energy more important as you get older

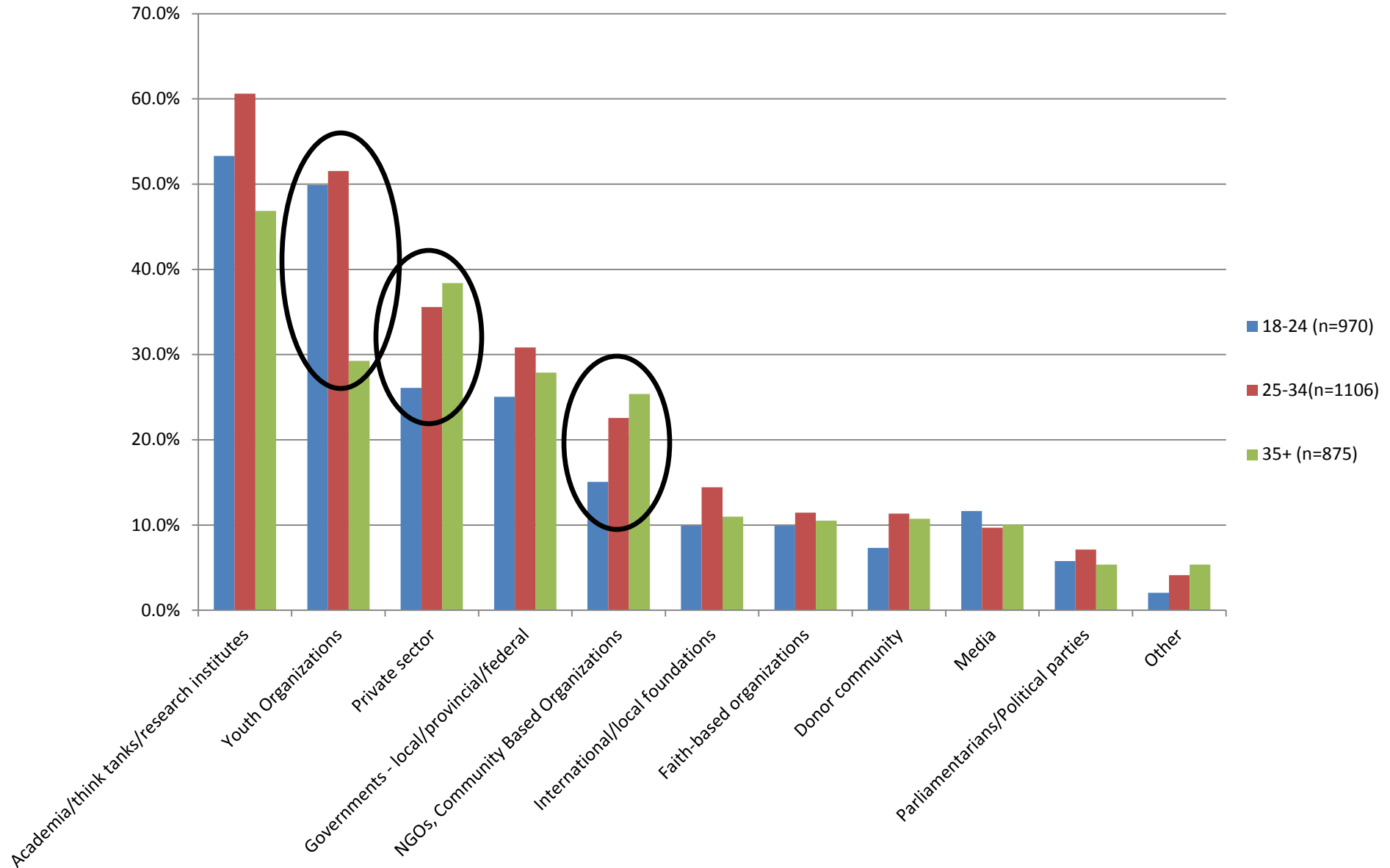
Which groups should WBG work more with to improve development results in Pakistan?



Gender Breakdown

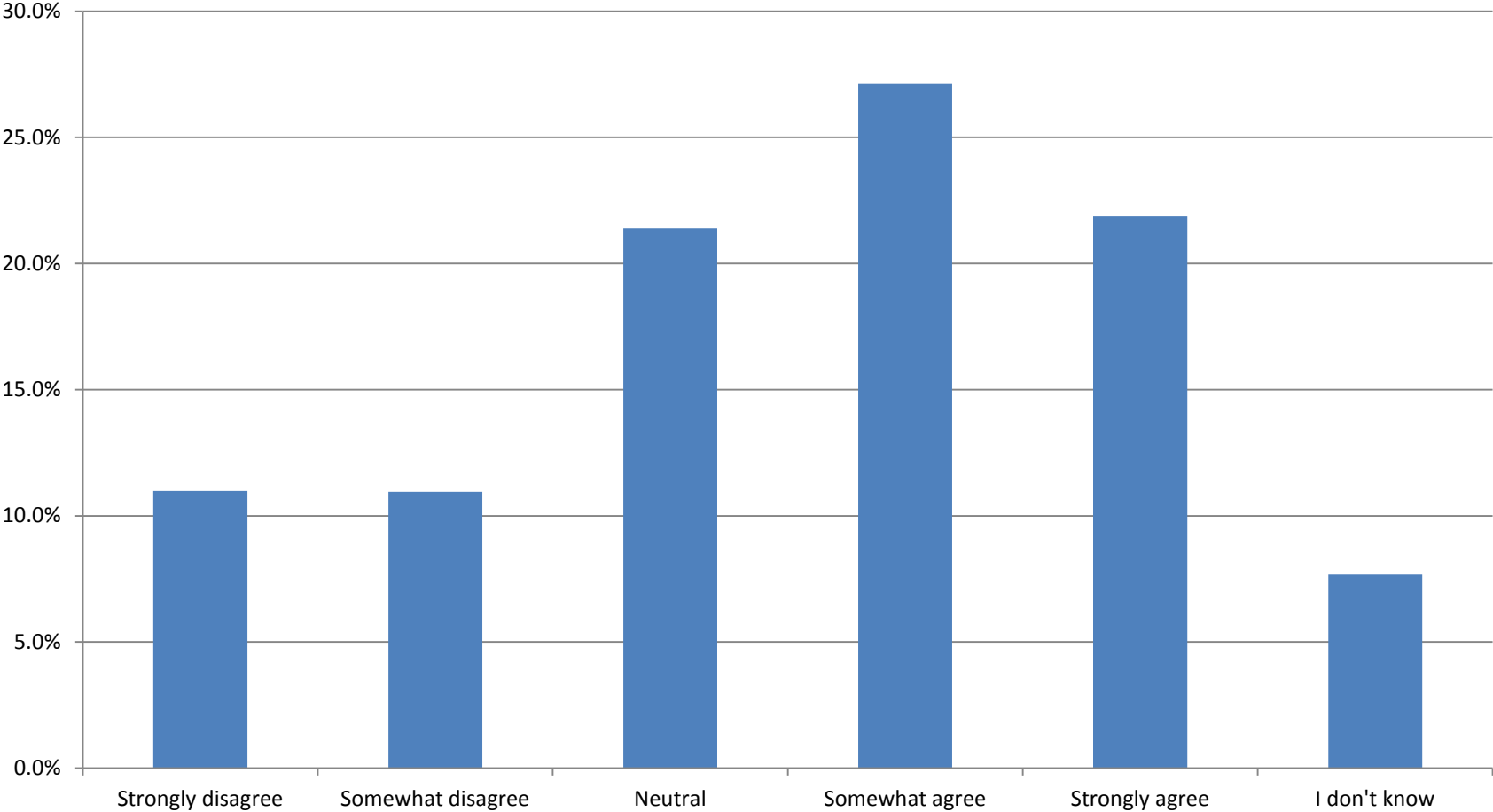


Age Breakdown



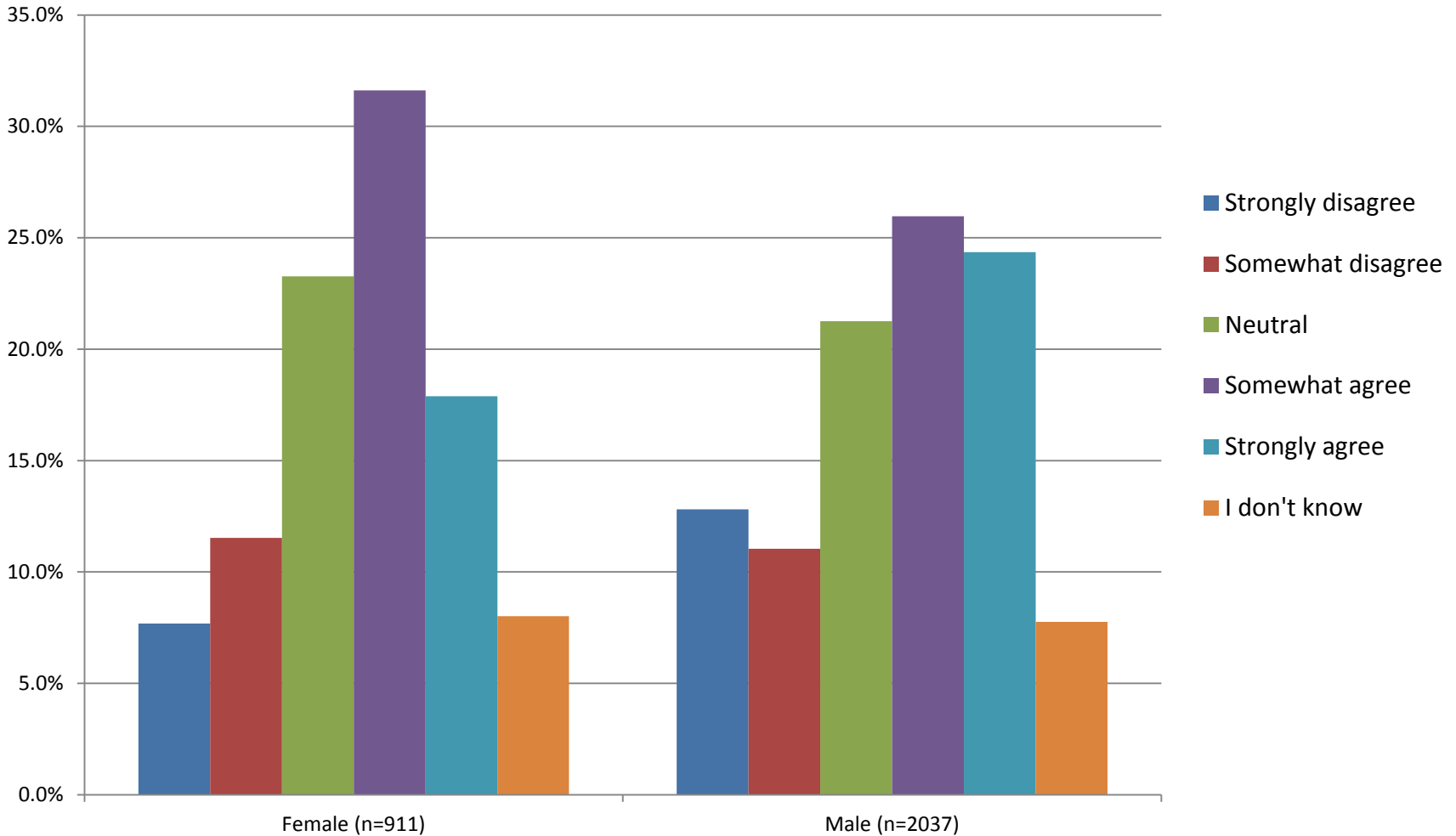
- Academia/think tanks/research institutes top choice among all sub-groups
- Parliamentarians/politicians (our clients) and donors (us and partners) are at the bottom
- **Males:** Academia/think tanks/research institutes (51.8%); Youth Organizations (41.7%); Private Sector (36.2%)
- **Females:** Academia/think tanks/research institutes (53.6%); Youth Organizations (46.9%); Governments (27.8%)
- Less enthusiasm among females than males for more private sector partnership (only 22.7% vs. 36.2%)
- More enthusiasm for private sector and NGOs as you get older

WBG exercises 'selectivity' to maximize impact of its limited resources



Gender Breakdown

- Relatively similar, though females have more moderate views



Comments – Major Themes

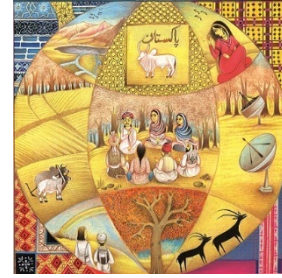
- Education is by far biggest and most mentioned demand
- Lack of trust in government/state institutions – corruption, demand for WB to monitor projects
- Demand for ‘visionary leaders’
- Skepticism of WBG role and intentions – seen as detrimental to Pakistan’s development
- Many comments mentioned implementing ‘Islamic system’
- Reflects lack of awareness of WBG activities and model of operation
- Image tied to US, IMF – to many, we are one and the same

Selected Comments

- “I think you should yourself initiate all the projects directly for the people of Pakistan instead of giving the money to rulers.”
- “World bank will help all politicians to overcome their poverty.”
- “the simple way to end poverty in Pakistan is one and only action that is take the looted money from 10% corrupt population and distribute it to 50-60% poor/lower class people automatically poverty will end and the whole nation become a single class (middle class). this is termed as equal distribution of wealth.”
- “Only solution is you leave Pakistan alone.”
- “Increase employment opportunities by industrialization and stop taking more loans from IMF, World Bank or from USA. Self generation as we have already lot of resources in Pakistan.”
- “If World Bank and IMF would truly help instead of robbing poorer countries by bleeding them with high interest rates (but that is the plan) and make the US richer and to enslave us with the help of our own corrupt and greedy leaders (hand picked by them).”
- “Education & Awareness among our people through equity, justice & fairplay will ultimately bring massive level change in Pakistan, I totally agree & 100% support World Bank Group initiative & drive in Pakistan!”
- “equal distribution of income and a better tax systems in which more tax should be collected from giants and then it should be spend in a systematic manner”
- “Only way to over come extreme poverty is to mold our life according to the principles and laws of Islam. 100% sure”
- “Just apply Islam on yourself. everything will get better.”
- “1-Check and balance is highly required in each and every Government department; Government expenses must be cut down 75%; Protocol and security for government officials must be banned; Ministers must be paid on hourly basis like Consultants and the payment must be with subject to the submission of their assignment's timeline chart and the progress; 2- Timely Justice is highly required to ease the minds of the people to think positive for themselves and for each and every person around them”



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Thank You!



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