

Section 2: Priorities

Improving the welfare of people in Asia and the Pacific requires a multi-faceted approach. All of ADB's initiatives focus on poverty reduction whether directly through programs designed to aid low-income populations or indirectly through programs that aim to increase sustainable economic growth and develop the private sector. In this section we detail opinion leaders' beliefs about how much priority they believe ADB is placing on poverty reduction as well as the nine key operational areas highlighted in the survey that support ADB's primary goal.

For each of the operational areas listed below, opinion leaders were asked how much priority, to the best of their knowledge, ADB *now* places on the given area, and how much priority ADB *should* place on each area. Opinion leaders were also asked which of these areas they believe contributes most to ADB's overarching goal of poverty reduction.

- improving social services
- improving governance
- improving the infrastructure
- mobilizing resources to enhance the growth of the private sector
- supporting the development of local capital markets
- supporting regional cooperation and economic integration
- promoting environmental sustainability
- promoting gender equality and opportunities for girls and women
- establishing effective disaster management systems

Overall, findings show that opinion leaders believe that ADB considers all nine of these operational areas a priority. In fact, in most cases, what largely distinguishes beliefs among opinion leaders is intensity—whether ADB is seen as placing a *high* or *moderate* priority in each of these areas. Asked about specific operational areas, opinion leaders are most likely to believe ADB places high or moderate priority on infrastructure improvements and poverty reduction. Somewhat fewer say that supporting regional cooperation and economic integration and improving social services are high priority areas for ADB.

As for what ADB *should* be doing, opinion leaders would like ADB to place priority on all the operational areas, with utmost emphasis placed on poverty reduction. Smaller majorities think that infrastructure development and improving social services should rank high on ADB's priority list. Although many opinion leaders acknowledge that ADB is already placing high priority on these areas, others believe that they are only being given moderate priority status at best.

Opinion leaders do not see a single magic bullet to poverty reduction. Rather development efforts should focus on multiple fronts, with particular emphasis on four areas—improving social services, improving governance, improving the infrastructure, and mobilizing resources to facilitate the growth of the private sector.

Poverty reduction

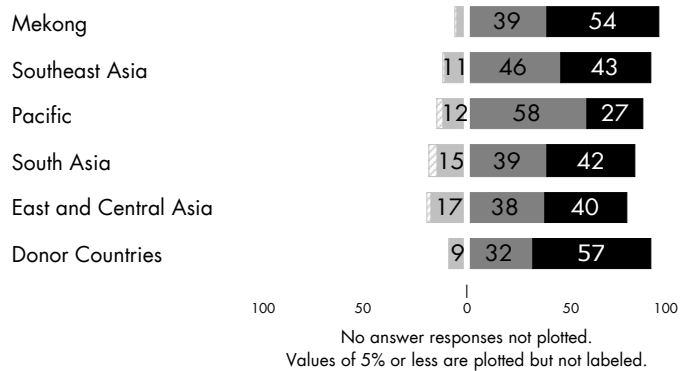
Opinion leaders clearly associate ADB with poverty reduction. Large majorities of opinion leaders across all regions believe poverty reduction is a priority for ADB. Specifically, eight in 10 or more opinion leaders in Mekong (93%), Southeast Asia (89%), the Pacific (85%), South Asia (81%), East and Central Asia (78%) and donor countries (89%) believe that poverty reduction is a high or moderate priority for ADB.

With most opinion leaders agreeing that ADB makes poverty reduction a priority to an extent, there is disagreement among opinion leaders about whether ADB places high or moderate priority on poverty reduction. In Southeast Asia, South Asia, and East and Central Asia, division between the two camps is fairly even. In Mekong (54%) and the donor countries (57%), a majority of opinion leaders believe that ADB places high priority on reducing the number of people living in poverty.

Chart (Q9a)

Priority ADB places on reducing poverty

► To the best of your knowledge, how much of a priority does ADB place on reducing poverty in [name of country] [in developing countries in Asia and the Pacific]— [●] high priority, [●] moderate priority, [●] low priority or [■] no priority at all?



Throughout, plotted and tabulated values represent percentages of respondents.

Don't know/Refused Percentages: Mekong: Don't know (1%), Refused (0%); Southeast Asia: Don't know (0%), Refused (0%); Pacific: Don't know (0%), Refused (0%); South Asia: Don't know (1%), Refused (0%); East and Central Asia: Don't know (3%), Refused (0%); Donor Countries: Don't know (2%), Refused (0%)

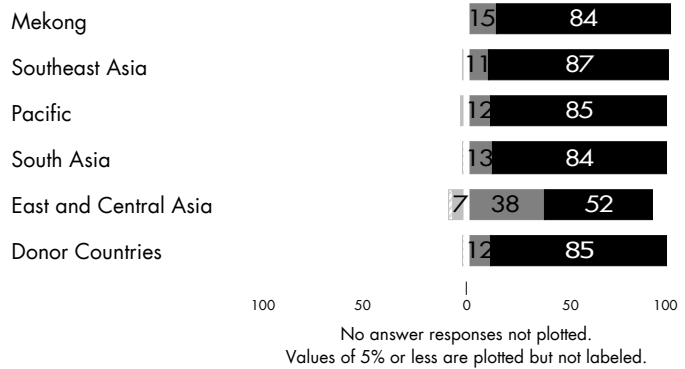
Opinion leaders broadly agree that poverty reduction is a priority for ADB but many think ADB should place even greater priority on poverty reduction. In most regions, the share of opinion leaders who think poverty reduction should be a high priority is substantially greater than the share of opinion leaders who think ADB is already giving high priority to poverty reduction now—Southeast Asia (87% versus 43%), the Pacific (85% versus 27%), South Asia (84% versus 42%), Mekong (84% versus 54%), and donor countries (85% versus 57%). East and Central Asia is the only region where perceived current and desired priorities are more in sync, with only about half of opinion leaders thinking poverty reduction should be a high priority (52%) and slightly fewer thinking it is already a high priority for ADB (40%).

To be sure, opinion leaders have steadfast views about the role ADB should play in poverty reduction. Regardless of knowledge level, experience, or professional sector, opinion leaders all agree that ADB should place high priority on fighting poverty.

Chart (Q11a)

Priority ADB should place on reducing poverty

► In your opinion, how much priority should ADB place on reducing poverty in [name of country] [developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: Mekong: Don't know (0%), Refused (0%); Southeast Asia: Don't know (0%), Refused (0%); Pacific: Don't know (0%), Refused (0%); South Asia: Don't know (1%), Refused (0%); East and Central Asia: Don't know (0%), Refused (1%); Donor Countries: Don't know (0%), Refused (1%)

Poverty reduction tied to many operational areas

To build on the collective wisdom of opinion leaders, we asked them which of ADB’s nine operational areas would contribute most to poverty reduction. While none of the operational areas emerged as the frontrunner, four areas stand out: improving social services, improving governance, improving the infrastructure, and mobilizing resources to grow the private sector.

Table (Q12)

Areas of development that would contribute the most to reducing poverty

► Which one of the following areas of development do you believe would contribute most to reducing poverty in [name of country] [developing countries in Asia and the Pacific]?

	East and Central Asia	Southeast Asia	South Asia	Mekong	Pacific	Donor Countries
Improving social services	15	22	27	19	15	16
Improving governance	14	19	17	23	18	22
Improving the infrastructure	14	20	26	15	21	11
Mobilizing resources to grow a private sector	15	11	4	23	24	22
Promoting regional cooperation and economic integration	17	11	5	7	3	6
Supporting the development of local capital markets	12	3	4	8	6	7
Promoting environmental sustainability	5	-	2	3	-	3
Promoting gender equality for girls and women	4	12	9	2	6	9
Establishing effective disaster management systems	1	2	-	-	-	1

There are regional variations over which areas would most contribute to poverty reduction. For opinion leaders in the Pacific, mobilizing resources to grow the private sector (24%) and improving the infrastructure (21%) top the list, followed by improving governance (18%) and social services (15%). The pattern is similar for opinion leaders in the Mekong and donor countries.

Opinion leaders in the Mekong say mobilizing resources to grow the private sector (23%), improving governance (23%), improving social services (19%) and improving the infrastructure (15%) would contribute to reducing poverty. Likewise, opinion leaders in donor countries say mobilizing resources to grow the private sector (22%), improving governance (22%), improving social services (16%) and improving the infrastructure (11%) would contribute to poverty reduction.

Opinion leaders in Southeast Asia also cite these four priorities— improving social services (22%), improving the infrastructure (20%), improving governance (19%) and mobilizing resources to grow the private sector (11%)—but also mention promoting regional cooperation and economic integration (11%) and promoting gender equality for girls and women (12%).

Opinion leaders in South Asia mainly mention improving social services (27%), improving the infrastructure (26%) and improving governance (17%). Relatively few mention mobilizing resources to

grow the private sector (4%). And opinion leaders in East and Central Asia cite a mix of developmental areas that would help reduce poverty—promoting regional cooperation and economic integration (17%), improving social services (15%), private sector resources (15%), improving the infrastructure (14%), improving governance (14%) and supporting the development of capital markets (12%).

As might be expected, opinion leaders' professional background and experience to some extent influence their views of priorities. For example, ADB *clients*, opinion leaders who have been involved in an ADB project, program, or research study within the past three years, are slightly more likely to believe improving infrastructure is the best way to reduce poverty than non-clients (22% versus 13%), while non-clients are slightly more likely to point to improved governance as the best solution (24% versus 15%).

Opinion leaders' views on how best to tackle poverty also vary somewhat depending on their professional sector. For example, private sector leaders are twice as likely to think mobilizing resources to stimulate private sector growth would be the best remedy to combat poverty as opinion leaders in government, media, civil society organizations, or donor agencies. Opinion leaders in donor agencies and government, on the other hand, stand out as particularly likely to call for improvements in infrastructure. And opinion leaders in donor agencies and civil society organizations are more likely to emphasize governance than opinion leaders in some of the other sectors.

However, the top four ways to reduce poverty tend to remain the same regardless of professional sector, with one exception. While the top four priorities mentioned by government and donor agency officials and private sector leaders are in line with the overall findings, opinion leaders in civil society organizations, media, and the academia also point to gender equality as one of the top four ways to tackle poverty.

Improving social services

Most opinion leaders identify social services as a priority area for ADB. This finding holds across all regions.

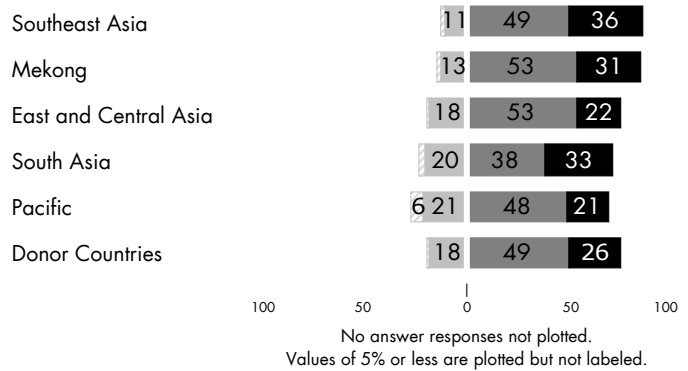
At least seven in 10 opinion leaders in each region—Southeast Asia (85%), Mekong (84%), East and Central Asia (75%), South Asia (71%), the Pacific (69%) and donor countries (75%)—say ADB gives social services high or moderate priority. While roughly a third of opinion leaders in all regions surveyed believe ADB has made improving social services a high priority, opinion leaders are more likely to see social services as a moderate priority for ADB, and roughly two in 10 in four of the regions surveyed believe this is a low priority or not a priority at all for ADB.

The professional background of opinion leaders may have something to do with their perceptions of the amount of attention ADB pays to social services. Although a majority of opinion leaders in all professional sectors believe ADB places at least moderate priority on social services, opinion leaders in civil society organizations (30%) are more likely than opinion leaders in almost all other sectors to believe that ADB only gives low priority or no priority at all to improving social services such as health care and education.

Chart (Q9j)

Priority ADB places on improving social services

► To the best of your knowledge, how much of a priority does ADB place on improving social services such as health care and education in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: Southeast Asia: Don't know (1%), Refused (0%); Mekong: Don't know (1%), Refused (0%); East and Central Asia: Don't know (6%), Refused (0%); South Asia: Don't know (6%), Refused (0%); Pacific: Don't know (3%), Refused (0%); Donor Countries: Don't know (5%), Refused (1%)

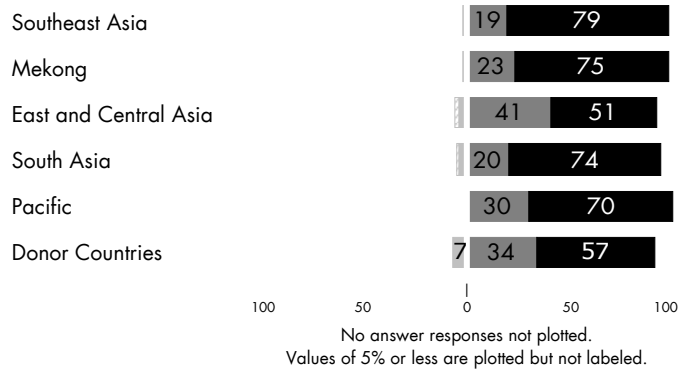
When asked how much of a priority ADB should place on improving social services such as health care and education, as in other operational areas, opinion leaders would like to see ADB do more. More than seven in 10 opinion leaders in Southeast Asia (79%), Mekong (75%), South Asia (74%), and the Pacific (70%) say improving social services should be a high priority. Just about half of opinion leaders in East and Central Asia and donor countries concur. Most of the rest think social services deserve moderate priority status. Only a handful of opinion leaders surveyed think improving social services should be a low priority or not a priority at all.

Across all regions, the share of opinion leaders who say improving social services should be a high priority is much greater than the share of opinion leaders who think ADB is giving high priority to social services now. For example, 79 percent of opinion leaders in Southeast Asia think that ADB should make social services a high priority, which is more than twice as many opinion leaders who think ADB places a high priority on this operational area now (36%). This gap exists in all regions—the Pacific (70% versus 21%), Mekong (75% versus 31%), Southeast Asia (79% versus 36%), South Asia (74% versus 33%), East and Central Asia (51% versus 22%), and donor countries (57% versus 26%).

Chart (Q11i)

Priority ADB should place on improving social services

► In your opinion, how much priority should ADB place on improving social services such as health care and education in [name of country] [developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: Southeast Asia: Don't know (0%), Refused (0%); Mekong: Don't know (0%), Refused (0%); East and Central Asia: Don't know (3%), Refused (0%); South Asia: Don't know (1%), Refused (0%); Pacific: Don't know (0%), Refused (0%); Donor Countries: Don't know (<1%), Refused (0%)

Improving governance

Improved governance is among the most frequently cited operational areas that opinion leaders think would contribute to poverty reduction.

At least six in 10 opinion leaders in each region credit ADB with placing high or moderate priority on improving governance. But a minority of opinion leaders say ADB gives low priority to improving governance.

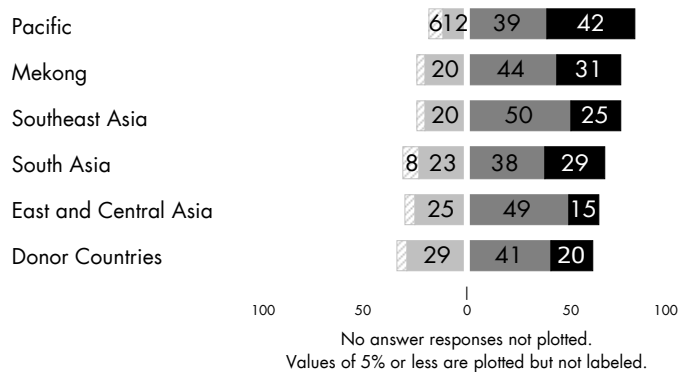
This assessment varies somewhat by region. Eight in 10 opinion leaders in the Pacific (81%), Mekong (75%), and Southeast Asia (75%), as well as six in 10 or more in South Asia (67%), East and Central Asia (64%) and donor countries (61%) say ADB places a high or moderate priority on improving governance. With the exception of the Pacific, opinion leaders are more likely to perceive this as a moderate priority for ADB rather than a high priority. Moreover, at least two in 10 opinion leaders in each region say ADB places only a low priority or no priority at all on improving governance.

To some extent, opinion leaders' involvement with and knowledge of ADB helps shape their perceptions of ADB's efforts in improving governance. Opinion leaders who are very knowledgeable about ADB and its activities (78%) and ADB clients (73%), opinion leaders who have been personally involved in ADB activities in recent years, are somewhat more likely to think ADB makes governance at least a moderate priority than opinion leaders who are only somewhat knowledgeable (64%) and non-clients (63%).

Chart (Q9h)

Priority ADB places on improving governance

► To the best of your knowledge, how much of a priority does ADB place on improving governance in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



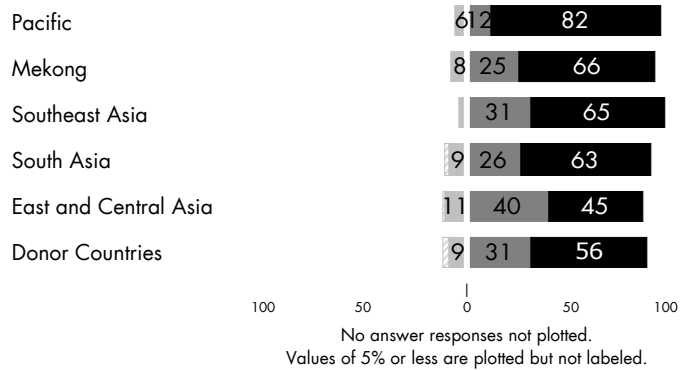
Don't know/Refused Percentages: Pacific: Don't know (0%), Refused (0%); Mekong: Don't know (1%), Refused (0%); Southeast Asia: Don't know (1%), Refused (0%); South Asia: Don't know (1%), Refused (0%); East and Central Asia: Don't know (6%), Refused (0%); Donor Countries: Don't know (5%), Refused (0%)

Opinion leaders would like ADB to put more emphasis on improving governance. Solid majorities of opinion leaders in every developing region except East and Central Asia say ADB should place a high priority on this operational area. In fact, in all but one region, roughly twice as many or more opinion leaders feel ADB should make improving governance a high priority as believe it is already a high priority for ADB—the Pacific (82% versus 42%), Mekong (66% versus 31%), Southeast Asia (65% versus 25%), South Asia (45% versus 29%), East and Central Asia (45% versus 15%) and donor countries (56% versus 20%).

Chart (Q11h)

Priority ADB should place on improving governance

► In your opinion, how much of a priority should ADB place on improving governance in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: Pacific: Don't know (0%), Refused (0%); Mekong: Don't know (0%), Refused (0%); Southeast Asia: Don't know (0%), Refused (0%); South Asia: Don't know (0%), Refused (0%); East and Central Asia: Don't know (4%), Refused (0%); Donor Countries: Don't know (1%), Refused (0%)

Improving infrastructure

Opinion leaders clearly associate ADB with infrastructure projects and it is one of the operational areas that opinion leaders think would contribute most to poverty reduction. Nearly all opinion leaders credit ADB with making infrastructure development a priority. And opinion leaders are more likely to describe infrastructure improvements as a high ADB priority than any other operational area.

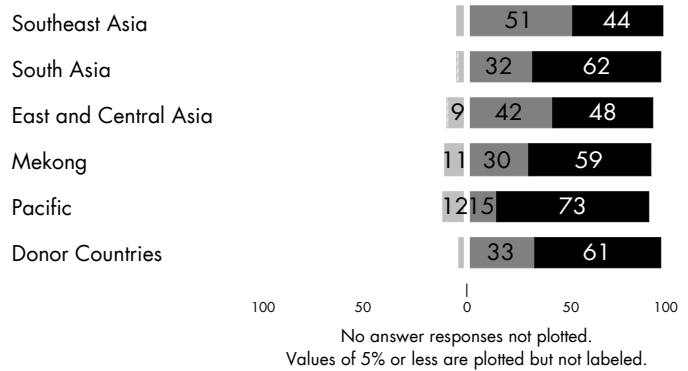
Recognition of ADB’s efforts to improve infrastructure spans across all regions. Nearly all opinion leaders in Southeast Asia (95%), South Asia (94%), East and Central Asia (90%), Mekong (89%), the Pacific (88%), and donor countries (94%) believe that ADB makes improving infrastructure a moderate or high priority.

A majority of opinion leaders in several regions think improving infrastructure is a high priority for ADB. Roughly seven in 10 opinion leaders in the Pacific (73%) followed by solid majorities in South Asia (62%), Mekong (59%), and donor countries (61%) think ADB places a high priority on improving infrastructure. About half of opinion leaders in East and Central Asia (48%) and more than four in 10 in Southeast Asia (44%) concur.

Chart (Q9i)

Priority ADB places on improving infrastructure

► To the best of your knowledge, how much of a priority does ADB place on improving the infrastructure in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: Southeast Asia: Don't know (0%), Refused (0%); South Asia: Don't know (1%), Refused (0%); East and Central Asia: Don't know (1%), Refused (0%); Mekong: Don't know (1%), Refused (0%); Pacific: Don't know (0%), Refused (0%); Donor Countries: Don't know (3%), Refused (0%)

Indeed, making infrastructure development a high priority is exactly what opinion leaders think ADB should be doing. Across all regions, except East and Central Asia, a majority of the opinion leaders would like infrastructure development to be a high ADB priority.

Opinion leaders who think infrastructure should be a top priority outnumber opinion leaders who think infrastructure is already a high priority in South Asia, (87% versus 62%), Mekong (77% versus 59%), and Southeast Asia (75% versus 44%). The exceptions are East and Central Asia, the Pacific and donor countries. In all three cases, roughly as many opinion leaders say ADB is already placing a high priority on this area as say that ADB should make infrastructure projects a high priority.

Opinion leaders' professional background and experience help shape their perceptions of the importance of infrastructure improvements. Opinion leaders who describe themselves as very knowledgeable about ADB and its activities are more likely to believe ADB currently places high priority on infrastructure improvements (73% versus 51%). Similarly, ADB clients (64%) are more likely to think this is a high priority for ADB than non-clients (50%). But the more experienced ADB watchers are also more likely to think ADB should place high priority on improving infrastructure. Very knowledgeable opinion leaders (73%) and ADB clients (74%) are more likely to advocate high priority status for infrastructure than somewhat knowledgeable opinion leaders (65%) and non-clients (60%).

The sector opinion leaders work in also makes a difference. Donor agency (76%) and government officials (63%) tend to think ADB places high priority on infrastructure more often than opinion leaders in academia (54%), civil society organizations (51%), private sector (49%), or the media (44%).¹⁰ At the same time, opinion leaders in civil society organizations (49%) are less likely than opinion leaders in almost all other sectors to think that infrastructure should be given high priority.

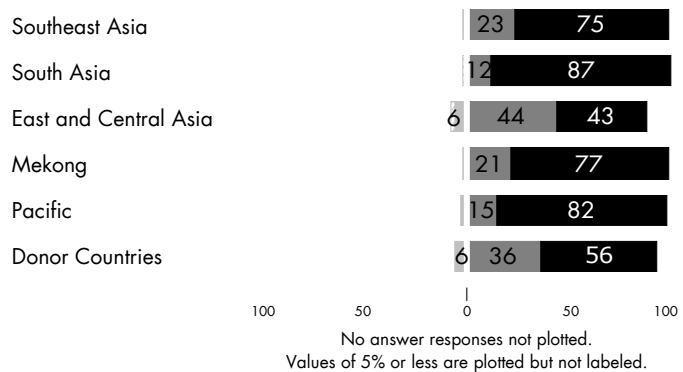
Mobilizing resources to enhance private sector growth

Mobilizing resources to enhance private sector growth is one operational area that opinion leaders point to as potentially contributing most to poverty reduction. A majority of opinion leaders in each region believes that ADB makes mobilizing resources to enhance private sector growth a priority. Fairly sizable minorities, however, disagree with this view.

Chart (Q11i)

Priority ADB should place on improving infrastructure

► In your opinion, how much priority should ADB place on improving the infrastructure in [name of country] [developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: South Asia: Don't know (0%), Refused (0%); Mekong: Don't know (0%), Refused (0%); Southeast Asia: Don't know (0%), Refused (0%); Pacific: Don't know (0%), Refused (0%); East and Central Asia: Don't know (5%), Refused (0%); Donor Countries: Don't know (1%), Refused (0%)

¹⁰ Difference between government and academia is not statistically significant.

Six in 10 or more opinion leaders in the Pacific (72%), Southeast Asia (69%), Mekong (62%), and donor countries (71%) say ADB places a high or moderate priority on facilitating private sector growth. Just half in East and Central Asia (52%) and South Asia (51%) concur. In all regions, more think ADB places moderate rather than high priority on mobilizing resources to enhance private sector growth.

A sizable minority of opinion leaders in all regions share the view that ADB places little or no priority on this issue—four in 10 opinion leaders in East and Central Asia (41%), South Asia (40%) and Mekong (36%), and just under three in 10 in the Pacific (27%), Southeast Asia (27%), and donor countries (23%) say that mobilizing resources to grow the private sector is something ADB gives little or no priority at all.

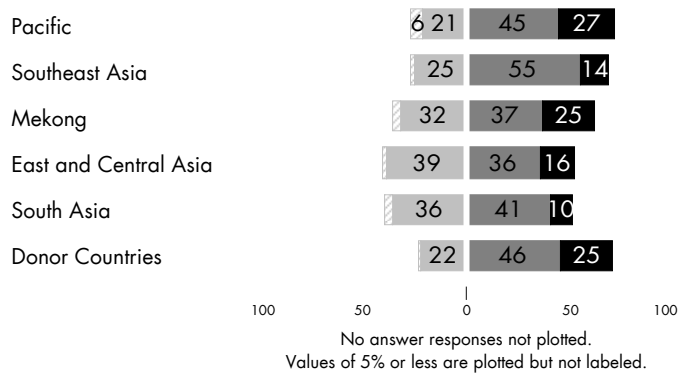
Many opinion leaders feel this operational area should be a greater ADB priority. In each of the developing regions, more than twice as many opinion leaders say ADB should place high priority on facilitating private sector growth than say that ADB is already making this a top priority. Overall, in all but two regions, a majority of opinion leaders say ADB should place a high priority on mobilizing resources to enhance the growth of the private sector. Somewhat fewer opinion leaders in East and Central Asia (38%) and in donor countries (44%) concur. But fewer than two in 10 opinion leaders in any of the regions think private sector growth only deserves low priority status or no priority at all.

Opinion leaders' background makes somewhat of a difference when it comes to attitudes about the private

Chart (Q9e)

Priority ADB places on mobilizing resources to enhance private sector growth

► To the best of your knowledge, how much of a priority does ADB place on mobilizing resources to enhance the growth of the private sector in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?

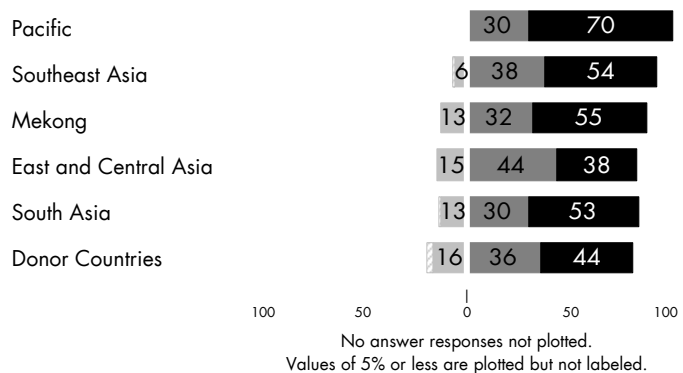


Don't know/Refused Percentages: Pacific: Don't know (0%), Refused (0%); Southeast Asia: Don't know (4%), Refused (0%); Mekong: Don't know (1%), Refused (0%); East and Central Asia: Don't know (7%), Refused (0%); South Asia: Don't know (8%), Refused (0%); Donor Countries: Don't know (6%), Refused (<1%)

Chart (Q11e)

Priority ADB should place on mobilizing resources to enhance private sector growth

► In your opinion, how much of a priority should ADB place on mobilizing resources to enhance the growth of the private sector in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: Pacific: Don't know (0%), Refused (0%); Southeast Asia: Don't know (1%), Refused (0%); Mekong: Don't know (1%), Refused (0%); East and Central Asia: Don't know (3%), Refused (0%); South Asia: Don't know (2%), Refused (1%); Donor Countries: Don't know (1%), Refused (0%)

sector. Those who have prior involvement in ADB projects, programs, or research studies—ADB clients—are somewhat more likely to suggest that ADB should make mobilizing resources for private sector growth a high priority than non-clients (54% versus 43%).

Comparing professional sectors, it is not surprising that private sector leaders are most likely to think private sector growth should be a top ADB priority. A solid majority of more than six in 10 private sector leaders (64%) along with smaller majorities of academics (55%) and government officials (51%) think the private sector should be given high priority. Fewer than half of opinion leaders in media (44%), donor agencies (39%), and civil society organizations (34%) agree. A notable minority of civil society leaders (28%), higher than in any of the other sectors, think that private sector growth should only be a low priority or not a priority at all.

Client views on ADB partnerships with private sector

Solid majorities of clients—opinion leaders who have had some involvement in an ADB project or program in the past three years—across all regions say that ADB should increase, not decrease, the number of partnerships it has with the private sector. ADB’s effectiveness rests, in part, on its ability to build partnerships and alliances that can leverage resources to tackle development issues that ADB cannot address on its own.

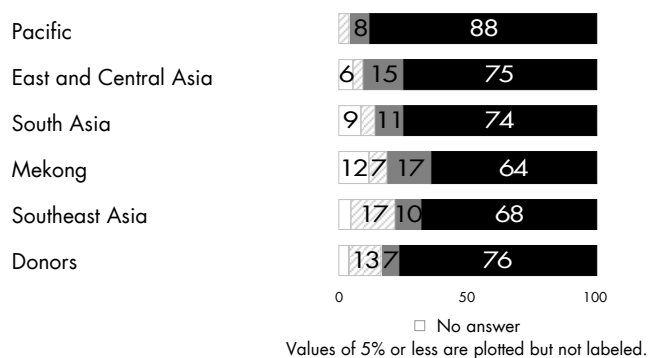
There is widespread agreement across the regions that ADB should increase its partnerships with the private sector. Majorities of six in 10 or more among clients in the Pacific (88%), East and Central Asia (75%), South Asia (74%), Southeast Asia (68%), Mekong (64%), and donor countries (76%) say ADB should greatly or somewhat increase the number of partnerships with the private sector. In every region surveyed, those who think ADB’s current number of partnerships with the private sector is just right or who think the number of private sector partnerships should be decreased are in the minority.

Clients say that increasing partnerships is important for three reasons: (1) the more investment and development the better; (2) ADB will help the private sector develop best practices in management and finance; and (3) the private sector would benefit from ADB’s technical expertise and knowledge. Fewer clients, but still a majority, say that ADB should increase its number of partnerships because it would free up the public sector to address other areas.¹¹

Chart (Q21)

ADB partnership with the private sector

► As you may know, some of ADB’s projects are in partnerships with the private sector rather than the government. Do you think ADB should greatly increase, somewhat increase, somewhat decrease, or greatly decrease the number of partnerships it has with the private sector or do you think ADB currently has the right number of partnerships with the private sector? – [●] increase, [▨] decrease, [●] right number of partnerships



¹¹ There were too few respondents to analyze by region why opinion leaders believe ADB should increase partnerships with the private sector. For this reason, the data are reported broadly and specific percentages are not given in order to avoid

Encouraging private sector provision of social services and infrastructure

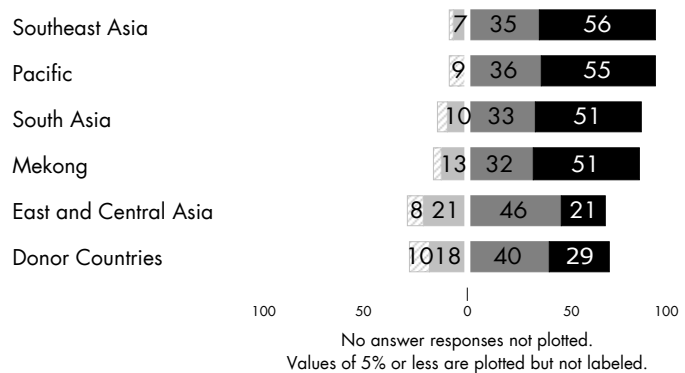
There is also widespread support across all regions for encouraging the private sector provision of social services and infrastructure, although support is not as strong in East and Central Asia and the donor countries as in other regions.

At least eight in 10 opinion leaders in Southeast Asia (91%), the Pacific (91%), South Asia (84%) and Mekong (83%) strongly or somewhat agree that their country would be better off if foreign assistance agencies also encouraged the private sector provision of social services and infrastructure, including half or more who *strongly* agree. Somewhat fewer opinion leaders in East and Central Asia (67%) and the donor countries (69%) strongly or somewhat agree, with fewer than three in 10 in these regions saying they strongly agree. Although a large majority of opinion leaders in all professional sectors agree that encouraging the private sector provision of social services and infrastructure is a good idea, private sector leaders are somewhat more likely to express enthusiasm than opinion leaders in almost all other sectors.

Chart (Q5e)

Private sector provision of social services and infrastructure

► [Name of country] [Developing countries in Asia and the Pacific] would be better off if foreign assistance agencies also encouraged the private sector provision of social services, such as health care and education and infrastructure. Please tell me whether you [●] strongly agree, [●] somewhat agree, [●] somewhat disagree or [●] strongly disagree



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Supporting development of local capital markets

ADB is credited with giving priority to the development of local capital markets, although opinion leaders are somewhat restrained in this assessment, particularly in East and Central Asia and South Asia.

misleading the reader. Similarly, the discussion of reasons as to why ADB should *decrease* the number of private sector partnerships has been omitted entirely because very few opinion leaders believe such partnerships should be decreased.

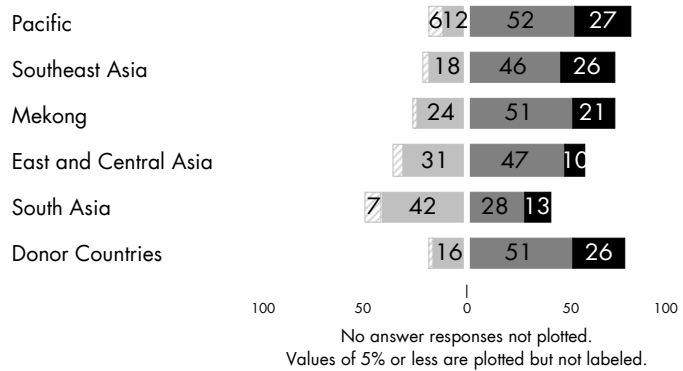
Majorities of more than seven in 10 opinion leaders in the Pacific (79%), Southeast Asia (72%), Mekong (72%) and donor countries (77%) say that ADB places a high or moderate priority on supporting the development of local capital markets. Six in 10 opinion leaders in East and Central Asia (57%) along with four in 10 South Asian opinion leaders (41%) share this view. However, relatively few opinion leaders see the development of local capital markets as a top ADB priority. Fewer than three in 10 opinion leaders in any of the regions surveyed say ADB places a high priority on this operational area. And about half of South Asian opinion leaders (49%) and a sizeable minority in East and Central Asia (36%) say ADB places a low priority or no priority at all on supporting the development of local capital markets.

However, many opinion leaders would like ADB to place more emphasis on the development of local capital markets. Opinion leaders who think this development should be a high priority outnumber those who think it is already a high priority—the Pacific (45% versus 27%), Southeast Asia (49% versus 26%), Mekong (51% versus 21%), East and Central Asia (33% versus 10%), South Asia (44% versus 13%), and donor countries (40% versus 26%).

Chart (Q9d)

Priority ADB places on supporting development of local capital markets

► To the best of your knowledge, how much of a priority does ADB place on supporting the development of local capital markets in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [▨] no priority at all?

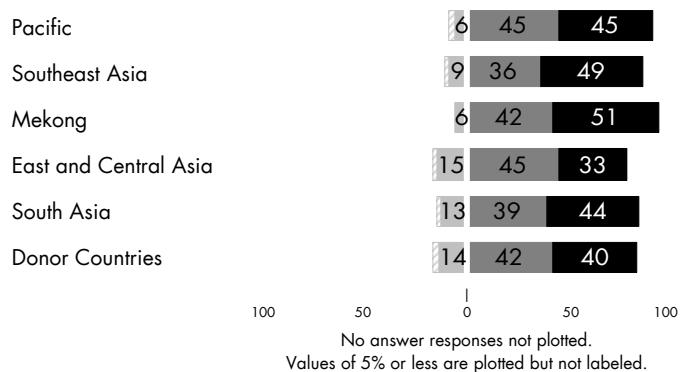


Don't know/Refused Percentages: Pacific: Don't know (3%), Refused (0%); Southeast Asia: Don't know (6%), Refused (1%); Mekong: Don't know (2%), Refused (0%); East and Central Asia: Don't know (7%), Refused (0%); South Asia: Don't know (10%), Refused (0%); Donor Countries: Don't know (5%), Refused (0%)

Chart (Q11d)

Priority ADB should place on supporting development of local capital markets

► In your opinion, how much of a priority should ADB place on supporting the development of local capital markets in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [▨] no priority at all?



Don't know/Refused Percentages: Pacific: Don't know (0%), Refused (0%); Southeast Asia: Don't know (4%), Refused (0%); Mekong: Don't know (1%), Refused (0%); East and Central Asia: Don't know (5%), Refused (0%); South Asia: Don't know (2%), Refused (1%); Donor Countries: Don't know (1%), Refused (<1%)

Supporting regional cooperation and economic integration

Large majorities of opinion leaders in developing countries agree that the economy of their country is more likely to expand and grow if they integrate their economy with other countries in Asia and the Pacific. Specifically, more than nine in 10 opinion leaders in Mekong (93%) and South Asia (91%) along with more than eight in 10 in the Pacific (88%) and Southeast Asia (84%) concur. Somewhat fewer, but still a solid majority of opinion leaders, in East and Central Asia (73%) agree.

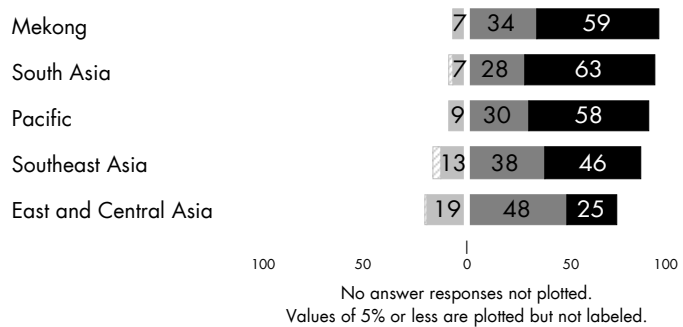
Against this backdrop, a majority of opinion leaders believe ADB places at least a moderate priority on supporting regional cooperation and economic integration. At least eight in 10 opinion leaders in Mekong (87%), East and Central Asia (86%), Southeast Asia (81%) and donor countries (84%) say ADB makes encouraging cooperation and integration at least a moderate priority, with a majority of Mekong's opinion leaders (52%) perceiving this as a high ADB priority. Somewhat fewer, but still a majority of opinion leaders, in the Pacific (66%) and South Asia (60%) see regional cooperation as an ADB priority.

A notable minority of opinion leaders in South Asia (33%) and the Pacific (30%) believe supporting regional cooperation and economic integration is a low ADB priority or not a priority at all.

Chart (Q5b)

Economic integration leads to expansion

► The economy of [name of country] is more likely to expand and grow if we integrate the economy with other countries in Asia and the Pacific. Please tell me whether you [●] strongly agree, [●] somewhat agree, [●] somewhat disagree or [●] strongly disagree

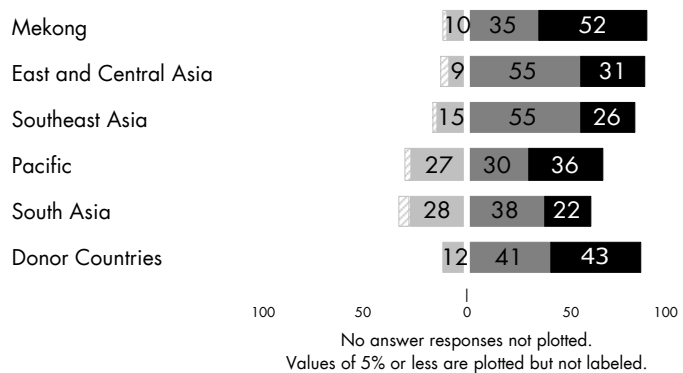


Don't know/Refused Percentages: Mekong: Don't know (0%), Refused (0%); South Asia: Don't know (1%), Refused (0%); Pacific: Don't know (3%), Refused (0%); Southeast Asia: Don't know (0%), Refused (0%); East and Central Asia: Don't know (7%), Refused (0%)

Chart (Q9c)

Priority ADB places on supporting regional cooperation and economic integration

► To the best of your knowledge, how much of a priority does ADB place on supporting regional cooperation and economic integration in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: Mekong: Don't know (1%), Refused (0%); East and Central Asia: Don't know (2%), Refused (0%); Southeast Asia: Don't know (3%), Refused (0%); Pacific: Don't know (3%), Refused (0%); South Asia: Don't know (8%), Refused (0%); Donor Countries: Don't know (3%), Refused (<1%)

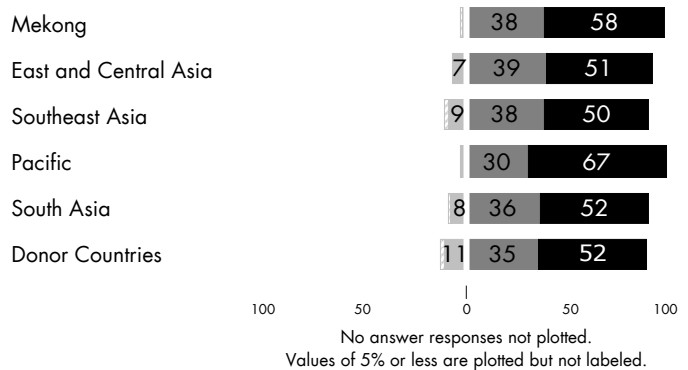
As for what ADB should be doing in this area, many opinion leaders believe ADB should be doing more. Almost all opinion leaders believe that supporting regional cooperation deserves at least a moderate ranking on ADB’s priority list and half or more of opinion leaders in each region say ADB should place a high priority on encouraging regional cooperation and economic integration.

In four regions, the share of those who want supporting regional cooperation to be a high ADB priority is notably higher than the share of opinion leaders who currently perceive this to be one of ADB’s top concerns—the Pacific (67% versus 36%), South Asia (52% versus 22%), East and Central Asia (51% versus 31%), and Southeast Asia (50% versus 26%). Mekong and donor countries, however, stand out with roughly as many saying regional cooperation and economic integration should be a high priority as say it is a high ADB priority.

Chart (Q11c)

Priority ADB should place on supporting regional cooperation and economic integration

► In your opinion, how much of a priority should ADB place on supporting regional cooperation and economic integration in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: Mekong: Don't know (0%), Refused (0%); East and Central Asia: Don't know (2%), Refused (0%); Southeast Asia: Don't know (2%), Refused (0%); Pacific: Don't know (0%), Refused (0%); South Asia: Don't know (2%), Refused (1%); Donor Countries: Don't know (0%), Refused (0%)

Promoting environmental sustainability

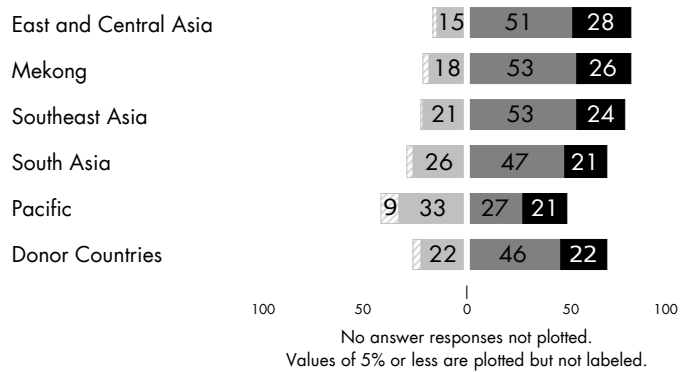
Many opinion leaders say ADB places a priority on promoting environmental sustainability and ensuring that development occurs in a way that minimizes harm to the environment. Others are more reserved in their assessment.

Majorities of roughly eight in 10 opinion leaders in East and Central Asia (79%) Mekong (79%), and Southeast Asia (77%), and roughly seven in 10 in South Asia (68%) and donor countries (68%), believe that ADB places a high or moderate priority on promoting environmental sustainability. However, only about half in the Pacific (48%) agree. Across all regions, fewer than three in 10 opinion leaders believe ADB places a high priority on environmental sustainability, with many more opinion leaders saying that the environment is a moderate priority for ADB. Notable minorities of opinion leaders, including about four in 10 opinion leaders in the Pacific (42%), believe that ADB places a low priority or no priority at all on this issue.

Chart (Q9f)

Priority ADB places on promoting environmental sustainability

► To the best of your knowledge, how much of a priority does ADB place on promoting environmental sustainability in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [■] no priority at all?



Don't know/Refused Percentages: East and Central Asia: Don't know (5%), Refused (0%); Mekong: Don't know (0%), Refused (0%); Southeast Asia: Don't know (1%), Refused (0%); South Asia: Don't know (3%), Refused (0%); Pacific: Don't know (9%), Refused (0%); Donor Countries: Don't know (5%), Refused (0%)

Across the board, many opinion leaders indicate that they would like ADB to do more to promote environmental sustainability. Half or more of opinion leaders in every region say that ADB should place a high priority on promoting environmental sustainability—substantially more than the number of opinion leaders who think ADB is already making environmental sustainability a high priority.

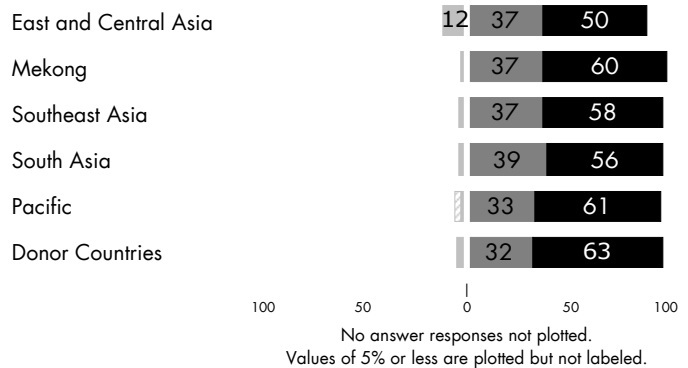
Opinion leaders’ involvement with and knowledge of ADB activities may influence their perceptions regarding the priority status afforded to environmental sustainability. Opinion leaders who are very knowledgeable about ADB and its activities (30%) are more likely to think ADB makes promotion of environmental sustainability a high priority than opinion leaders who describe themselves as somewhat knowledgeable (21%). Similarly, ADB clients (29%) are more likely than non-clients (19%) to think ADB makes this a high priority.

Looking at the professional sectors surveyed, a majority of opinion leaders across all sectors believe environmental sustainability should be given high priority, with civil society leaders expressing the most agreement (72%), followed by opinion leaders in academia (61%), government (57%), donor agencies (55%), the private sector (53%), and media (51%).¹²

Chart (Q11f)

Priority ADB should place on promoting environmental sustainability

► In your opinion, how much of a priority should ADB place on promoting environmental sustainability in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [■] no priority at all?



Don't know/Refused Percentages: East and Central Asia: Don't know (1%), Refused (0%); Mekong: Don't know (0%), Refused (0%); Southeast Asia: Don't know (0%), Refused (0%); South Asia: Don't know (1%), Refused (0%); Pacific: Don't know (0%), Refused (0%); Donor Countries: Don't know (0%), Refused (0%)

¹² The difference between civil society and academia is not statistically significant.

Promoting gender equality

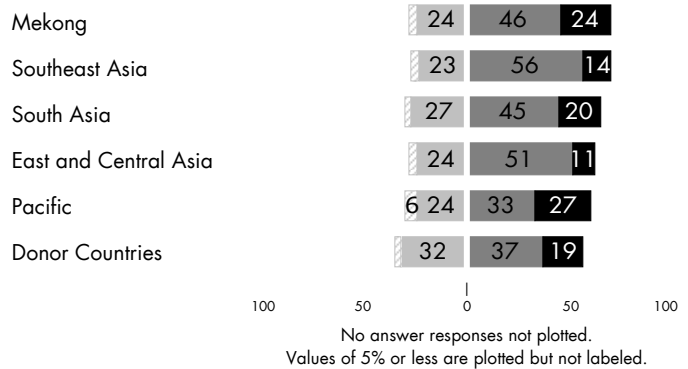
A majority of opinion leaders think ADB focuses on promoting gender equality and opportunities for girls and women to a high or moderate degree, although relatively few believe this is a high priority for ADB, and some even see it as a low ADB priority. There is little variation in this view across the regions.

A majority of opinion leaders in each region believe ADB places a high or moderate priority on promoting gender equality and opportunities for girls and women—Mekong (70%), Southeast Asia (70%), South Asia (65%), East and Central Asia (62%), the Pacific (60%), and donor countries (56%). However, fewer than three in 10 opinion leaders in any region would characterize gender issues as a high priority for ADB. And roughly a quarter or more in every region say that ADB places a low priority or no priority at all on promoting gender equality and opportunities for girls and women in their country.

Chart (Q9b)

Priority ADB places on promoting gender equality and opportunities for girls and women

► To the best of your knowledge, how much of a priority does ADB place on promoting gender equality and opportunities for girls and women in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: Mekong: Don't know (1%), Refused (0%); Southeast Asia: Don't know (3%), Refused (0%); South Asia: Don't know (5%), Refused (0%); East and Central Asia: Don't know (9%), Refused (1%); Pacific: Don't know (9%), Refused (0%); Donor Countries: Don't know (8%), Refused (<1%)

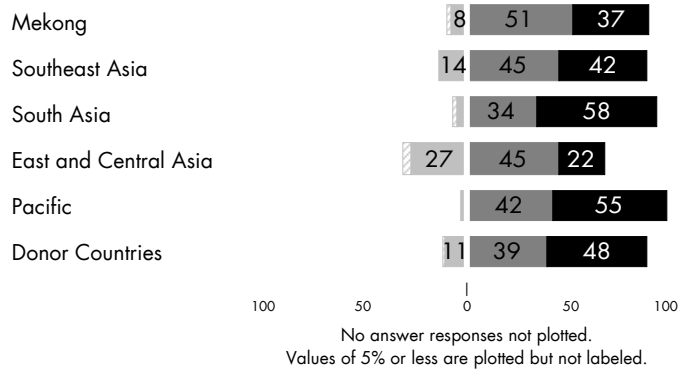
A notable share of opinion leaders, including majorities in South Asia (58%) and the Pacific (55%) think promoting equality between men and women should be a high priority, and in all regions, those who think gender should be a top priority outnumber those who think it already is, implying that at least some opinion leaders would like ADB to do more—South Asia (58% versus 20%), Pacific (55% versus 27%), Southeast Asia (42% versus 14%), Mekong (37% versus 24%), East and Central Asia (22% versus 11%), and donor countries (48% versus 19%).

Opinion leaders in civil society organizations are particularly likely to emphasize the importance of gender issues. A majority of six in 10 opinion leaders in civil society organizations (60%) believe ADB should make gender equality a high priority, compared to half or fewer in other professional sectors.

Chart (Q11b)

Priority ADB should place on promoting gender equality and opportunities for girls and women

► In your opinion, how much of a priority should ADB place on promoting gender equality and opportunities for girls and women in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: Mekong: Don't know (1%), Refused (0%); Southeast Asia: Don't know (0%), Refused (0%); South Asia: Don't know (1%), Refused (0%); East and Central Asia: Don't know (1%), Refused (1%); Pacific: Don't know (0%), Refused (0%); Donor Countries: Don't know (<1%), Refused (0%)

Establishing disaster management systems

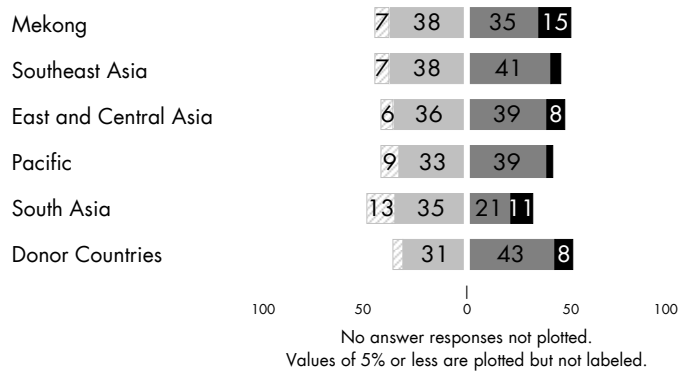
In a region plagued with many recent and deadly natural disasters, development efforts are often interrupted by matters of day-to-day survival. Nevertheless, out of all of the operational areas asked about, opinion leaders are least likely to see the establishment of effective disaster management systems as a high ADB priority, and in some regions, a sizable minority of opinion leaders think disaster management is only a low priority for ADB or not a priority at all.

Barely half of opinion leaders in Mekong (50%) and donor countries (51%), just under half in East and Central Asia (47%) and Southeast Asia (46%), and four in 10 in the Pacific (42%) and South Asia (38%) say ADB places a high or moderate priority on establishing effective disaster management systems. And few say ADB places a high priority on this issue. Moreover, more than a third of opinion leaders across the regions say that ADB places a low priority or no priority at all on establishing effective disaster management systems.

Chart (Q9g)

Priority ADB places on establishing effective disaster management systems

► To the best of your knowledge, how much of a priority does ADB place on establishing effective disaster management systems in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: Mekong: Don't know (5%), Refused (0%); Southeast Asia: Don't know (9%), Refused (0%); South Asia: Don't know (14%), Refused (0%); East and Central Asia: Don't know (12%), Refused (0%); Pacific: Don't know (15%), Refused (0%); Donor Countries: Don't know (13%), Refused (<1%)

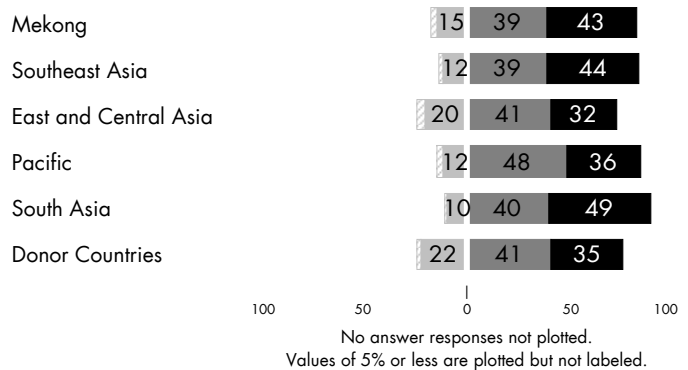
More opinion leaders say disaster management should be a high priority for ADB than think it already is a high ADB priority. At the same time, however, a majority of opinion leaders in each region think disaster management should only be a moderate priority at best. And more than two in 10 in some of the regions—East and Central Asia (24%) and the donor countries (24%) in particular—think this should be only a low priority or not a priority at all for ADB.

Opinion leaders' background and experience make somewhat of a difference when assessing the priority status of work related to disaster management. First, opinion leaders who are very knowledgeable about ADB and its activities (54%) are somewhat more likely to think ADB places at least moderate priority on disaster management than somewhat knowledgeable opinion leaders (44%). Second, although a majority of donor agency officials think ADB should place at least moderate priority on disaster management (64%), they are less likely to think so than opinion leaders in other professional sectors. At least eight in 10 opinion leaders in each of the other sectors believe that helping developing countries in Asia and the Pacific establish effective disaster management systems should be at least a moderate priority for ADB.

Chart (Q11g)

Priority ADB should place on establishing effective disaster management systems

► In your opinion, how much of a priority should ADB place on establishing effective disaster management systems in [name of country] [in developing countries in Asia and the Pacific]—[●] high priority, [●] moderate priority, [●] low priority or [●] no priority at all?



Don't know/Refused Percentages: Mekong: Don't know (2%), Refused (0%); Southeast Asia: Don't know (3%), Refused (0%); South Asia: Don't know (0%), Refused (0%); East and Central Asia: Don't know (3%), Refused (0%); Pacific: Don't know (0%), Refused (0%); Donor Countries: Don't know (1%), Refused (0%)

Evaluation of Different Ways of Using Financial Resources

Opinion leaders are open to many different ways for ADB to use its financial resources. Asked to evaluate seven different ways ADB can use its financial resources to support development efforts, a majority of opinion leaders characterize each of the financial tools mentioned as a somewhat or very good way for ADB to use its funds. Roughly seven in 10 or more of opinion leaders in each region have a positive view of loans to governments, loans and equity investments for private firms, and credit lines to financial institutions. Solid majorities across regions also believe grants to governments and credit and political risk guarantees for private firms are a very or somewhat good way to use resources. At the same time, however, a notable minority of opinion leaders in donor countries (38%) say that grants to governments are a bad idea. As for grants to local governments, majorities in each region have a positive view, although notable minorities in Mekong (40%) and donor countries (31%) disagree. Loans to local governments receive somewhat less enthusiasm than other financial tools. Although majorities in each region do view local government loans as a good way for ADB to support development efforts, a quarter or more of opinion leaders in each region say that loans to local governments without central government guarantees are a bad way to use resources.

Table (Q24)

Very or Somewhat Good Ways of Using Financial Resources

► There are many ways ADB can use its financial resources to support development efforts. Do you think the following are a very good, somewhat good, somewhat bad, or a very bad way for ADB to support development efforts?

	East and Central Asia % very/somewhat good	Southeast Asia % very/somewhat good	South Asia % very/somewhat good	Mekong % very/somewhat good	Pacific % very/somewhat good	Donor Countries % very/somewhat good
Loans to governments	79	91	83	91	75	73
Loans and equity investments for private firms	80	83	84	68	97	68
Credit lines to financial institutions	71	82	89	75	82	74
Grants to governments	76	86	75	71	97	59
Credit and political risk guarantees for private firms	78	68	80	62	76	75
Grants to local governments	75	81	71	53	75	64
Loans to local governments	70	60	55	53	51	59