

Section 4: Communications and outreach

Without effective communication, best practices and lessons learned cannot be shared. Indeed, effective communication and outreach is an essential component of any development effort. A solid majority of opinion leaders give ADB's communication and outreach efforts favorable marks. As for means of receiving news about ADB, opinion leaders are more likely to learn about ADB's mission, programs, and activities in newspapers or magazines than through TV or radio news coverage. Opinion leaders also often turn to the ADB website for information and many opinion leaders say that ADB publications have influenced their thinking about international development issues.

In this section we report how opinion leaders rate ADB's communications generally and then detail specifically which communication sources provide news and information about ADB to opinion leaders. We then discuss opinion leaders' thoughts about the ADB website regarding ease of use, usefulness, and potential areas of improvement. We conclude the section by reporting how often opinion leaders use ADB publications, their influence, and what opinion leaders like and dislike about the publications.

ADB communications

A solid majority of opinion leaders say ADB communicates very well or somewhat well about its mission, programs, and activities. There is, however, a sizable minority of opinion leaders who say that ADB communications could be improved.

ADB receives more favorable than unfavorable marks for its communications in every region. Solid majorities of opinion leaders in Southeast Asia (69%), South Asia (68%), East and Central Asia (68%), the Pacific (63%), Mekong (62%) and donor countries (57%) view ADB communications favorably. Notably, opinion leaders in South Asia (29%) are more likely to say ADB communicates *very well* compared with opinion leaders in Southeast Asia (16%), East and Central Asia (16%), the Mekong (15%), and donor countries (12%).¹⁶

But there is some dissent. Three in 10 or more in Mekong (36%), the Pacific (36%), East and Central Asia (31%), South Asia (31%), Southeast Asia (30%) and donor countries (42%) say ADB does not communicate its mission, programs and activities to opinion leaders too well or not well at all.

Knowledge of and involvement in ADB activities matter to some extent. Opinion leaders who are very knowledgeable about ADB (77%), and ADB *clients* (72%), opinion leaders who have been involved in an ADB project, program, or research study within the past three years, are more likely to assess ADB's communications favorably than opinion leaders with less knowledge (59%) and opinion leaders who are not ADB clients (55%).

An opinion leader's professional sector engagement also matters to some extent. Opinion leaders who work in government (79%) view ADB's communications more favorably than opinion leaders from most other sectors—media (61%), academia (58%), civil society organizations (50%), and the private sector (50%).

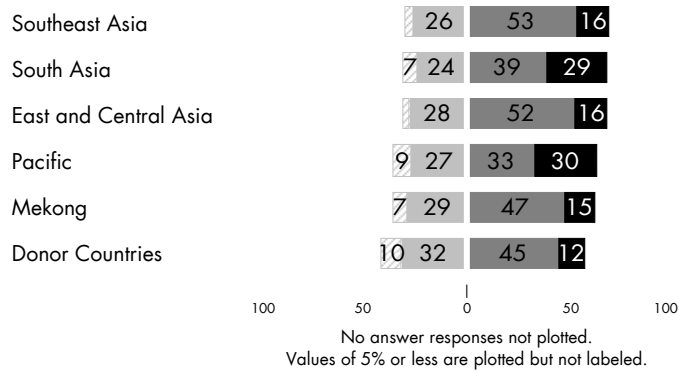
Sources of information

ADB's communications and outreach come through a variety of venues. Opinion leaders learn or hear about ADB in the news first and foremost through newspapers and magazines, with news coverage on TV or radio less common. Some opinion leaders report having face-to-face meetings with

Chart (Q27)

How well ADB communicates

► Overall how well does ADB communicate to people like you about its mission, programs and activities – [●] very well, [●] somewhat well, [●] not too well or [▨] not well at all?



Throughout, plotted and tabulated values represent percentages of respondents.

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

¹⁶ Opinion leaders in the Pacific (30%) are more likely than those in donor countries (12%) to say ADB communicates *very well*. Due to the small number of opinion leaders from the Pacific, differences between opinion leaders from the Pacific and opinion leaders in other regions are not statistically significant.

ADB and receiving correspondence at least monthly, and majorities meet with ADB at least sometimes. The pattern is similar when it comes to using ADB’s website, although some opinion leaders say they never access the website.

Newspapers and magazines

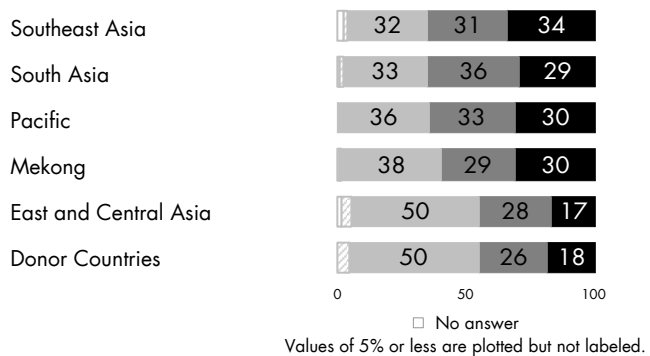
At least a few times a month, a majority of opinion leaders in most of the regions surveyed are reading about ADB in newspapers or magazines. Specifically, a majority of opinion leaders in Southeast Asia (65%), South Asia (65%), the Pacific (63%) and Mekong (59%) say they read news about ADB in newspapers or magazines daily, weekly, or a few times a month. In these four regions, fewer than four in 10 opinion leaders say they read news about ADB only once a month or less often.

At the same time, East and Central Asia and the donor countries stand out with half of opinion leaders saying they read about ADB once a month at best, with roughly a quarter saying they read ADB-related news stories at least a few times a month. However, only a handful of opinion leaders in ADB member countries, including East and Central Asia and donor countries, never read about ADB in print news.

Chart (Q28a)

Frequency of reading news about ADB in newspapers or magazines

► In general, how often do you read news about the ADB in newspapers or magazines—[●] daily or weekly, [●] few times a month, [●] once a month or less or [▨] never?



Television and radio

Mention of seeing or hearing news about ADB on television or on the radio is less common than reading about ADB in newspapers and magazines. While one-half of opinion leaders in the Pacific (51%) say they see or hear about ADB at least a few times a month, a majority of opinion leaders in other regions say that mention of ADB on television or radio occurs less frequently—once a month or less. Of note, in donor countries, one-half of opinion leaders say they *never* hear or see mention of ADB on the television or radio.

Face-to-face meetings

Some opinion leaders report having face-to-face meetings with ADB staff or officials at least a few times a month if not more, while for many more opinion leaders such meetings occur less frequently.

Fewer than four in 10 opinion leaders in the Pacific (36%), roughly two in 10 in South Asia (23%), Southeast Asia (21%), Mekong (21%), and East and Central Asia (16%), and only eight percent among donor country opinion leaders say they have such meetings at least a few times a month. Rather, majorities in South Asia (65%), Mekong (60%), Southeast Asia (58%), East and Central Asia (57%), the Pacific (52%), and donor countries (66%) alike say they have face-to-face meetings with ADB staff or officials once a month or less often. Notably, two in 10 or more opinion leaders in East and Central Asia (25%), Southeast Asia (21%), Mekong (20%), and donor countries (26%) never have face-to-face contact with ADB officials.

Chart (Q28b)

Frequency of seeing or hearing about ADB on television or radio

► In general, how often do you see or hear news about the ADB in television or radio—[●] daily or weekly, [●] few times a month, [●] once a month or less or [▨] never?

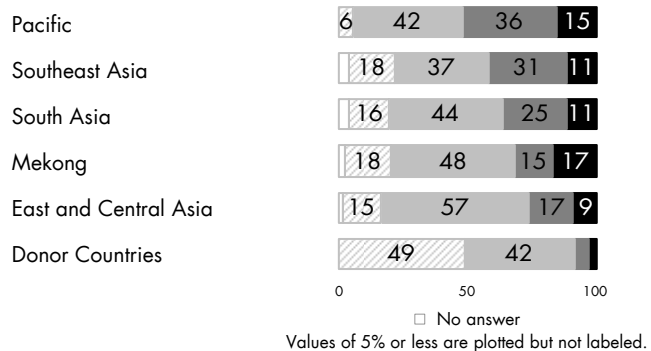
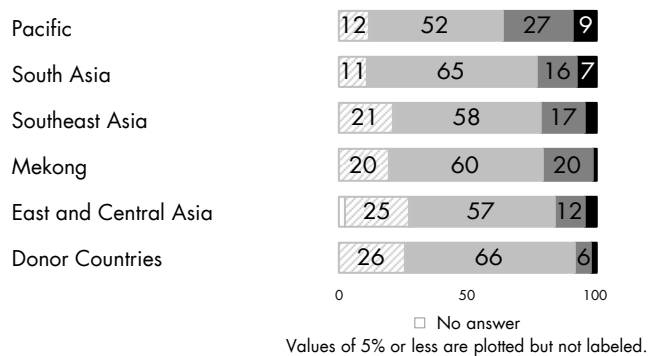


Chart (Q28d)

Frequency of having face-to-face meetings with ADB

► In general, how often do you have face-to-face meetings with ADB staff or officials—[●] daily or weekly, [●] few times a month, [●] once a month or less or [▨] never?



ADB official correspondence

Written communications from ADB are received by sizeable minorities of opinion leaders at least on a monthly basis. Three in 10 or more among opinion leaders in South Asia (40%), the Pacific (39%), Southeast Asia (36%), Mekong (33%), East and Central Asia (31%) and donor countries (30%) say they receive letters, memos or official correspondence from ADB at least a few times a month. Just as many if not more say they receive these communications once a month or less.

Website usage

ADB's website is a key communication tool. Sizable minorities of opinion leaders in most regions use the ADB website at least a few times a month, and solid majorities say they use the website at least sometimes.

Overall, use of the ADB website is fairly even by region, although slightly higher in East and Central Asia. Four in 10 opinion leaders in East and Central Asia (39%), and fewer than three in 10 in the Pacific (27%), Southeast Asia (25%), Mekong (23%), South Asia (22%) and donor countries (27%), report using the ADB website daily or weekly or a few times a month.

Sizeable pluralities and minorities, however, in the Pacific (48%), Southeast Asia (42%), South Asia (40%), Mekong (34%), East and Central Asia (26%), and donor countries (44%) report using the ADB website once a month or less. Similarly, minorities in every region—Mekong (41%), South Asia (38%), East and Central Asia (33%), Southeast Asia (31%), the Pacific (24%) and donor countries (28%)—say they never use the website.

Knowledge of and involvement in ADB activities are related to website usage. ADB clients and opinion leaders who are very knowledgeable about ADB are slightly more likely to use the ADB website at least weekly than non-clients and opinion leaders who describe themselves as only somewhat knowledgeable. Opinion leaders who work in government are also slightly more likely to say they use the ADB website at least weekly than opinion leaders in civil society organizations, academia, and donor agencies.

Chart (Q28c)

Frequency of receiving letters, memos, or official correspondence from ADB

► In general, how often do you receive letters, memos, or official correspondence from the ADB—[●] daily or weekly, [●] few times a month, [●] once a month or less or [■] never?

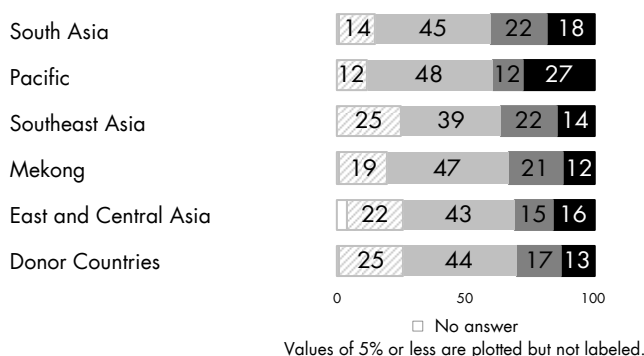
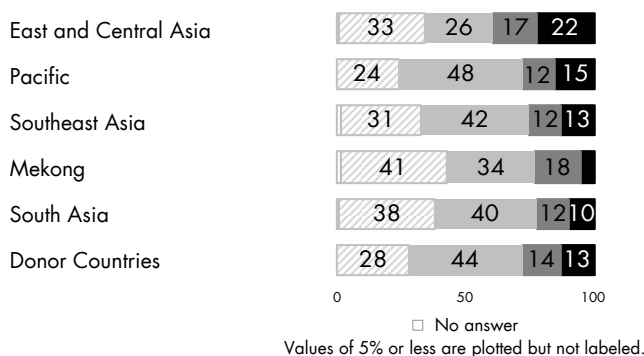


Chart (Q28e)

Frequency of using the ADB website

► In general, how often do you use the ADB website—[●] daily or weekly, [●] few times a month, [●] once a month or less or [■] never?



Evaluation of website

Opinion leaders who at least sometimes access the ADB website generally praise the site for its ease of use. But there is room for improvement, according to a sizeable minority who say the ADB website is only sometimes helpful. In particular, opinion leaders would like the website to convey more information about ADB projects.

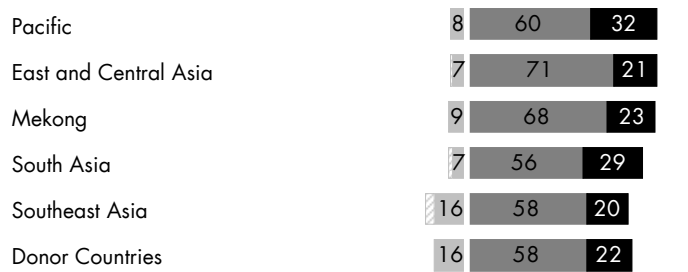
Ease of website use

Most opinion leaders who have used the ADB website say it is easy to use, although a majority of opinion leaders say it is only somewhat easy to use. This assessment is fairly consistent across the regions surveyed. Most opinion leaders in the Pacific (92%), East and Central Asia (92%), Mekong (91%), South Asia (85%), Southeast Asia (78%), and donor countries (80%) who use the site say it is easy to use. But only about three in 10 or fewer opinion leaders in each region say the ADB website is very easy to use.

Chart (Q29)

Ease of using ADB website

► Would you say the ADB website is [●] very easy, [●] somewhat easy, [●] somewhat difficult or [●] very difficult to use?



100 50 0 50 100

No answer responses not plotted.

Values of 5% or less are plotted but not labeled.

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

Usefulness of website

Although many opinion leaders access the ADB site and say it is easy to use, a sizable minority of website users say the site only sometimes provides the information they need or want.

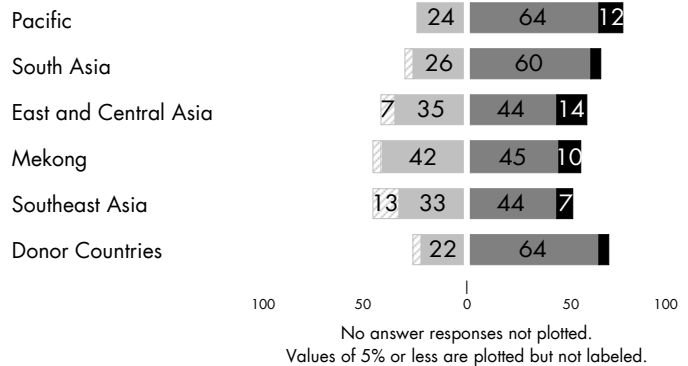
With some variation, this view is held across all regions in Asia and the Pacific. Majorities of website users in the Pacific (76%), South Asia (65%), East and Central Asia (58%), Mekong (55%), Southeast Asia (51%), and donor countries (69%) say the site meets their needs always or most of the time. A few opinion leaders in East and Central Asia, the Pacific, and Mekong say the site always provides the information they need or want.

At the same time, a sizable contingent of opinion leaders report the website is lacking needed content. Nearly half of opinion leaders who have used the ADB website in Mekong (46%) Southeast Asia (46%), and East and Central Asia (42%), and fewer in South Asia (30%), the Pacific (24%), and donor countries (26%), say the site provides needed information only sometimes or rarely.

Chart (Q31)

Usefulness of ADB website

► Would you say that the ADB website provides the information you need or want [●] always, [●] most of the time, [●] only sometimes or [●] rarely?



Don't know/Refused Percentages: Pacific: Don't know (0%), Refused (0%); South Asia: Don't know (4%), Refused (0%); East and Central Asia: Don't know (0%), Refused (0%); Mekong: Don't know (0%), Refused (0%); Southeast Asia: Don't know (3%), Refused (0%); Donor Countries: Don't know (4%), Refused (0%)

Suggested improvements to ADB website

Opinion leaders mention a variety of ways to improve the ADB website. Notably, providing more information tops the list.¹⁷ Pluralities in Southeast Asia (49%), Mekong (46%), the Pacific (44%), South Asia (41%), East and Central Asia (26%) and donor countries (33%) say they would like the website to include more information, particularly about ADB projects. Additionally, a small minority of up to two in 10 opinion leaders in nearly every region say the ADB's website might be improved with better organization. Other ideas that at least a few opinion leaders suggested include adding links, improving the language, improving download time, and updating the site more frequently.

Table (Q32)

Suggested improvements to ADB website

► In your opinion, how could ADB's website be improved?

| | East and Central Asia | Southeast Asia | South Asia | Mekong | Pacific | Donor Countries |
|---|-----------------------|----------------|------------|--------|---------|-----------------|
| Include more information | 26 | 49 | 41 | 46 | 44 | 33 |
| Improve organization | 17 | 13 | 17 | 19 | 12 | 20 |
| Add links | 9 | 7 | 10 | 9 | - | 4 |
| Improve language | 17 | 7 | 5 | 7 | 8 | 3 |
| Make it faster to download | 8 | 6 | 5 | 2 | 4 | - |
| Update more frequently and include more information on current events | 4 | 3 | 2 | 2 | - | 1 |
| Improve appearance and presentation | 1 | - | 2 | - | - | 1 |
| No improvements necessary | 9 | 7 | 1 | 2 | - | 4 |
| Other | 1 | 3 | 5 | 4 | 8 | 2 |
| Don't know | 9 | 6 | 10 | 9 | 24 | 28 |
| Refused | - | - | 2 | - | - | 3 |

¹⁷ Discussion as to why the ADB site is difficult to use has been omitted entirely because very few opinion leaders believe the site is difficult to use.

ADB publications

Turning to print material, opinion leaders report using ADB publications frequently and credit the publications with influencing their thinking about international development issues. Opinion leaders say the publications are easy to understand, interesting and informative, as well as up-to-date and current. Despite these positive views, some opinion leaders think more ADB publications ought to be translated into their native language more often.

Publication utilization

Many opinion leaders—regardless of region—report that they have used ADB publications in the past three years.

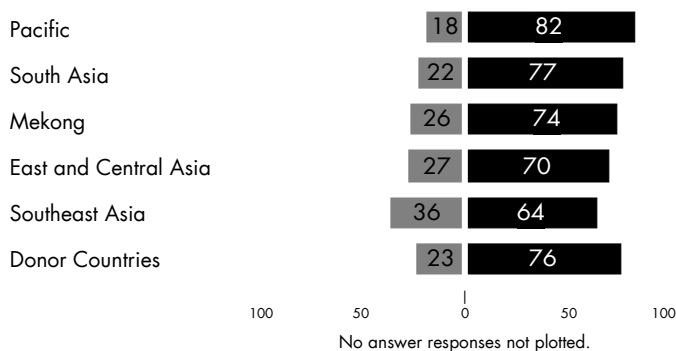
Large majorities of opinion leaders in the Pacific (82%), South Asia (77%), Mekong (74%), East and Central Asia (70%), Southeast Asia (64%), and donor countries (76%) say they have personally used ADB publications in the past three years.

ADB clients (80%) and opinion leaders who are very knowledgeable about ADB (86%) are more likely to have used ADB publications in the past three years than non-clients (67%) and those with a moderate level of knowledge about ADB (69%). Use of publications also varies by professional sector, with opinion leaders in academia (84%) and in donor agencies (89%) somewhat more likely to have used ADB publications than opinion leaders in the private sector (61%) and the media (68%).

Chart (Q33)

Used any ADB publications in past three years

► Over the past three years have you personally used any publications from the ADB—[●] yes or [●] no?



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

Influence of publications

ADB publications are not only used but majorities say ADB publications have influenced their thinking about international development issues. By contrast, some say ADB publications are not influential, particularly in donor countries.

These views are fairly evenly shared across regions. Opinion leaders in the Pacific (78%), South Asia (72%), Mekong (67%), East and Central Asia (66%), Southeast Asia (65%), and donor countries (53%) say ADB publications have influenced their thinking about international development issues at least to a moderate degree.

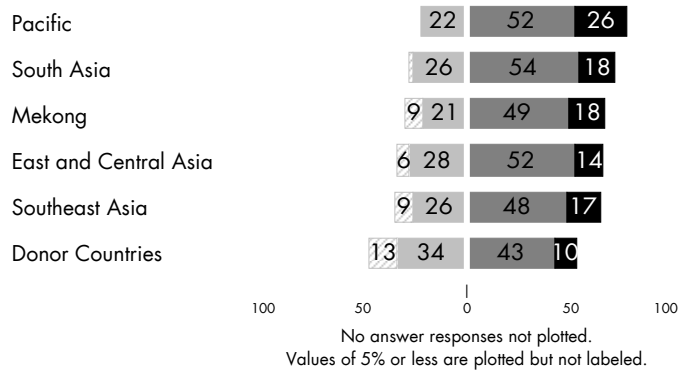
A minority say the publications have influenced them a great deal. Roughly half of opinion leaders from every region say ADB publications have influenced their thinking about international development issues a moderate amount. ADB clients (70%) are more likely than non-clients (56%) to say that ADB publications have had an influence on their thinking about international development issues.

Some opinion leaders, however, have not been equally affected by the publications. Sizable minorities in Southeast Asia (35%), East and Central Asia (34%), Mekong (30%), South Asia (28%), the Pacific (22%) and donor countries (47%) alike say ADB publications have influenced their thinking only a small amount or not at all.

Chart (Q34)

Influence of ADB publications

► Overall, how much influence have the ADB's publications had on your thinking about international development issues—[●] a great deal, [●] moderate amount, [●] small amount or [■] no influence at all?



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

Readability of publications

Opinion leaders who have used ADB publications in the past three years say the publications are easy to understand.

Nearly all opinion leaders who have used ADB publications in the Pacific (96%), South Asia (92%), Mekong (92%) and Southeast Asia (90%) say they are easy to understand to a great or moderate extent. Fewer but still large majorities of opinion leaders in East and Central Asia (79%) and donor countries (74%) concur.

Opinion leaders in South Asia and the Pacific particularly praise the publications' ease of understanding. A solid majority in the Pacific (59%) and South Asia (59%) say ADB publications are easy to understand to a great extent.

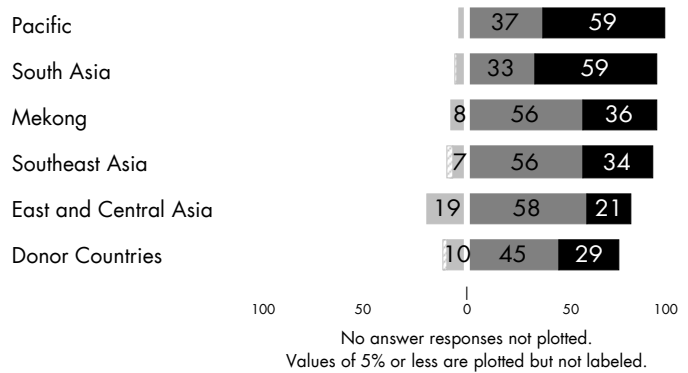
At the same time, opinion leaders elsewhere indicate that clarity and accessibility of the publications could be improved even further. Majorities in East and Central Asia (58%), Mekong (56%), and Southeast Asia (56%), along with a plurality of donor country opinion leaders (45%) report that ADB publications are easy to understand, but only to a moderate, rather than great, extent.

ADB clients (90%) are more likely than non-clients (78%) to say that ADB publications are easy to understand.

Chart (Q35c)

Extent to which ADB publications are easy to understand

► To what extent, if at all, do you think the ADB's publications are easy to understand — [●] great extent, [●] moderate extent, [●] small extent or [▨] not at all?



Don't know/Refused Percentages: Pacific: Don't know (0%), Refused (0%); South Asia: Don't know (1%), Refused (1%); Mekong: Don't know (0%), Refused (0%); Southeast Asia: Don't know (0%), Refused (0%); East and Central Asia: Don't know (1%), Refused (1%); Donor Countries: Don't know (2%), Refused (11%)

Content of publications

ADB publications are also interesting and informative. Among those who say they have used the publications in the past three years, nearly all opinion leaders in the Pacific (96%), Mekong (93%), East and Central Asia (92%), Southeast Asia (90%) and South Asia (89%), but somewhat fewer in donor countries (68%), say ADB publications are interesting or informative to read. In each region, opinion leaders who rate the publications as moderately interesting and informative outnumber those who think the publications are interesting and informative to a great extent.

Although majorities say the publications are interesting or informative to a moderate extent, three in 10 or more opinion leaders in every region give the publications more credit, and instead say the publications are interesting to a great extent. The exception is opinion leaders from donor countries, where only a small minority (15%) say so.

Timeliness of publications

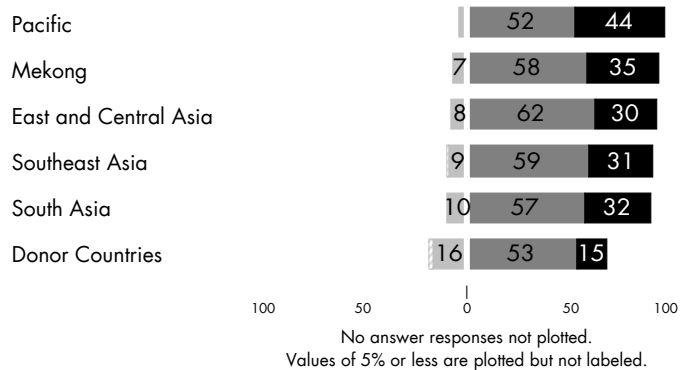
In addition to being easy to follow and informative, opinion leaders who have used ADB publications also appreciate their timely content.

Nearly all opinion leaders in the Pacific (96%), South Asia (90%), East and Central Asia (90%), Mekong (88%), and solid majorities in Southeast Asia (82%) and donor countries (76%), report that ADB publications are up-to-date and the topics and information covered are current to a great or moderate extent.

Chart (Q35a)

Extent to which ADB publications are interesting or informative

► To what extent, if at all, do you think the ADB's publications are interesting or informative to read—[●] great extent, [●] moderate extent, [●] small extent or [■] not at all?

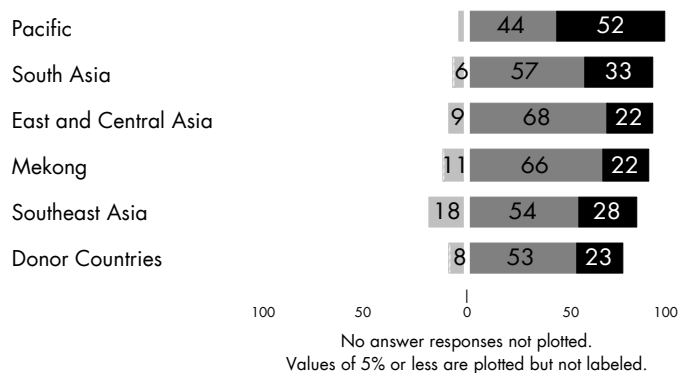


Don't know/Refused Percentages: Pacific: Don't know (0%), Refused (0%); Mekong: Don't know (0%), Refused (0%); East and Central Asia: Don't know (1%), Refused (0%); Southeast Asia: Don't know (0%), Refused (0%); South Asia: Don't know (0%), Refused (1%); Donor Countries: Don't know (2%), Refused (11%)

Chart (Q35b)

Extent to which ADB publications are up-to-date and current

► To what extent, if at all, do you think the ADB's publications are up-to-date and current in the topics and information covered—[●] great extent, [●] moderate extent, [●] small extent or [■] not at all?



Don't know/Refused Percentages: Pacific: Don't know (0%), Refused (0%); South Asia: Don't know (2%), Refused (1%); 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%); Donor Countries: Don't know (3%), Refused (12%)

A majority of opinion leaders in the Pacific (52%) say the publications provide timely information to a great extent, but in other regions majorities describe the publications as moderately up-to-date and current.

Language accessibility

Although opinion leaders praise ADB publications for their ease of use, relevancy, and importance, there is one area—language accessibility—where at least some opinion leaders say ADB publications fall short. There is agreement on this issue across the board, but it is particularly strong among opinion leaders in East and Central Asia and Mekong.

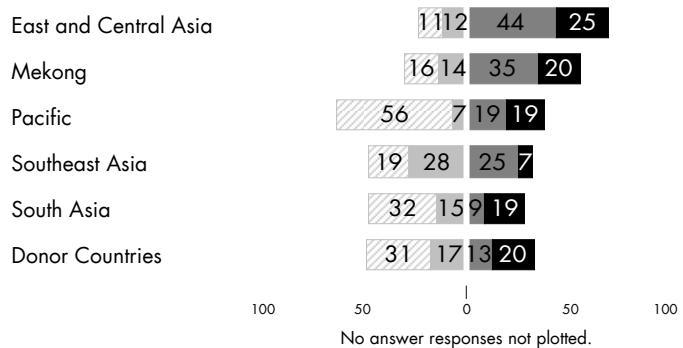
Majorities of opinion leaders in East and Central Asia (69%) and Mekong (55%) find that ADB publications are not translated into their native languages to a great or moderate extent. Minorities in the Pacific (38%), Southeast Asia (32%), South Asia (28%) and donor countries (33%) share this concern.

First-hand involvement with ADB helps shape opinion about the language accessibility of publications. ADB clients (47%) are more likely than non-clients (33%) to say that ADB publications are not translated into their native language often enough. Government officials are also more likely than opinion leaders in the private sector (37%), media (28%), and donor agencies (20%) to report that ADB publications are not translated into their native language often enough.

Chart (Q35d)

Extent to which ADB publications are not translated into native language

► To what extent, if at all, do you think the ADB's publications are not translated into your native language often enough—[●] great extent, [●] moderate extent, [●] small extent or [■] not at all?



Don't know/Refused Percentages: East and Central Asia: Don't know (6%), Refused (1%); Mekong: Don't know (14%), Refused (0%); Pacific: Don't know (0%), Refused (0%); Southeast Asia: Don't know (19%), Refused (1%); South Asia: Don't know (18%), Refused (6%); Donor Countries: Don't know (15%), Refused (6%)