



# ADB Perceptions Survey

## 2012 Multinational Survey of Stakeholders

### FACT SHEET

#### Sample Size by Region

Region	No. of interviews
<b>Central and West Asia</b> Azerbaijan, Pakistan, Uzbekistan	110
<b>East Asia</b> People's Republic of China, Mongolia	80
<b>South Asia</b> Bangladesh, Bhutan, India, Nepal, Sri Lanka	200
<b>Southeast Asia</b> Cambodia, Indonesia, Philippines, Thailand, Viet Nam	180
<b>Pacific</b> Federated States of Micronesia, Papua New Guinea, Samoa, Solomon Islands, Timor-Leste	55
<b>Regional non-borrowing</b> Australia, Japan, Republic of Korea, Malaysia, Singapore	130
<b>Non-regional non-borrowing</b> Canada, France, Germany, Sweden, United Kingdom, United States	145
<b>Total</b>	<b>900</b>

#### Survey Overview

The 2012 ADB Perceptions Survey is the organization's third independent survey seeking feedback from partners and opinion leaders on key development issues in Asia and the Pacific, and on ADB's effectiveness in reducing poverty in the region.

Under its Public Communications Policy, ADB is committed to conducting perception surveys every 3 years. The 2012 survey was designed to measure changes in stakeholder views following the survey in 2009. It gathered views on ADB's relevance, responsiveness, and results, including perceived strengths and weaknesses.

The findings provide important insights into how ADB can serve its clients better, improve communication with stakeholders, and achieve the development goals laid out in its long-term strategic framework, Strategy 2020. The findings are also reflected in ADB's corporate results framework.

#### Respondents' Profile

Key stakeholders in 31 member countries participated in the survey (see table for the list of countries surveyed). Between 10 and 60 stakeholders were interviewed in each of the 31 participating countries.

Nearly 70% of the respondents reside in ADB's developing member countries (DMCs) in Asia and the Pacific. The remainder are from non-borrowing member countries within or outside the region.

The stakeholder groups included government agencies and departments, multilateral and bilateral partners, the private sector, civil society, media, and academia. To take part in the survey, respondents were required to have a basic knowledge of ADB. One-half of the respondents were ADB "clients," defined in the survey report as those who have been involved in an ADB project, program, or research in the past 3 years.

## Methodology

To ensure objectivity, independence, and comparability of the research, ADB commissioned GlobeScan Incorporated, a Toronto-based global opinion research firm, to conduct the survey.

A total of 900 respondents were interviewed based on a master list of about 9,000 potential respondents compiled jointly by ADB and GlobeScan.

The survey was conducted from December 2012 to May 2013 in 17 languages, either online, by phone, or through face-to-face interviews.

### How were the results different from the 2009 results?

Compared with 2009, stakeholder perceptions improved across most areas, including

- ADB's performance in helping reduce poverty,
- its role as a source of knowledge on development issues, and
- its technical skills and abilities.

Some areas however, showed little improvement in perceptions since 2009. These include

- supporting finance sector development,
- improving education, and
- mobilizing resources to develop the private sector.

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The Survey Report is available at

[www.adb.org/publications/adb-perceptions-survey-2012](http://www.adb.org/publications/adb-perceptions-survey-2012)

## Key Findings

1. A very strong majority of respondents (9 in 10) think ADB has a positive impact on the lives of the poor in Asia and the Pacific.
2. On its core mission of poverty reduction, 58% of respondents rate ADB's performance as either excellent or good.
3. Eighty-eight percent of respondents think ADB has been helpful in assisting DMCs to meet their development goals and objectives.
4. ADB is seen as a trusted, competent, and reliable organization.
5. ADB's focus on Asia and the Pacific, and its excellent knowledge of the region are perceived as its greatest strengths.
6. Excessive bureaucracy, inflexibility, and the speed of decision making are seen as areas for improvement.
7. As in 2009, ADB receives its best performance ratings for improving infrastructure and supporting regional cooperation and economic integration.
8. Only 4 in 10 stakeholders think that ADB is doing an excellent or good job in mobilizing resources to develop the private sector.
9. Respondents also see ADB as an excellent source of knowledge on development issues, although the organization is not noted as a promoter of knowledge sharing and best practices.
10. Respondents consider corruption and environmental degradation to be the most serious threats to the region's economic and social development efforts, followed by poor infrastructure and limited educational opportunities.
11. To best help reduce poverty in the region, respondents think that ADB should focus its operations on infrastructure and education.
12. A majority of respondents believe ADB is taking sufficient steps to prevent corruption in its projects.
13. While perceptions of ADB's priority and performance in promoting gender equality in its DMCs have improved, respondents still give ADB a low rating. Only one-third of respondents rate ADB's performance in this area as excellent or good.
14. A majority of respondents feel that ADB communicates its mission well and is fairly responsive to information requests, but one-third of respondents remain dissatisfied.

## Next Steps

The Perceptions Survey is one way by which ADB can assess its performance in helping reduce poverty in the region. Together with the results of the 2012 Development Effectiveness Review, the 2012 Perceptions Survey results will provide a wealth of important information to guide ADB in its future corporate planning. ADB will continue to seek regular feedback from its partners; it will use the survey results to improve its accountability and, ultimately, its development effectiveness.