



About the WPIP / MIP V Programme

# Quantitative Study Report on WPIP/MIP V Programme

Implemented by: Data Centrum Research Institute

February 2025

# Research objectives



The research has two main objectives:

- i) to measure the awareness and expectations of the residents on the WPIP/MIP V investment program aimed at improving water and wastewater services by focusing on different municipalities.
- ii) to measure the awareness and satisfaction of the residents with the water and wastewater services provided by their respective municipality.

# Methodology

## Method

Quantitative survey, Face-to-Face, Door-to-Door interviews using a structured questionnaire in form of CAPI (computer-assisted personal interviewing) with average length of interview 12 minutes

## Sampling

The survey was conducted in the municipalities of Berat, Fier, Elbasan, Lezhe, Shkoder, Vlore

## Target group

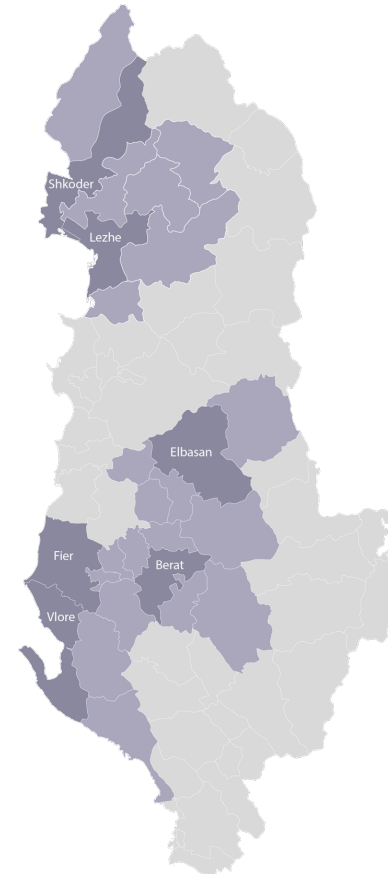
Resident in the respective Municipalities, 18+ years old, male & female  
Representative sample n=800, by using multi-stratified sampling technique.

## Timeline

Fieldwork dates: 23.12.2024 up to 14.01.2025

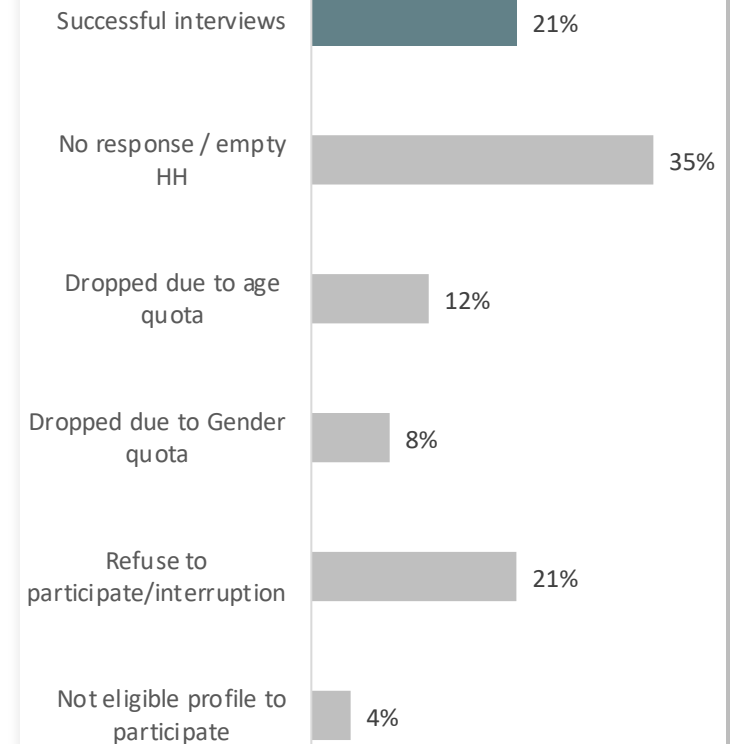
## Response rate

3,810 household have been contacted in total to achieve the required sample, achieving a final response rate of 21%.



## Response rate

(800 out of 3,810 contacts could be interviewed = 21%)



# 1. Awareness of Municipal Water and Wastewater Services

- *The study reveals that **46%** of respondents claim to be well-aware of the water and wastewater services provided in their municipalities.*
- *Regarding the main objectives of municipal water and wastewater services, **55%** of respondents are aware.*
- *Residents show a slightly higher awareness of water services over wastewater services.*
- *About **37%** of respondents report frequent issues with water supply including limitations on water availability, dirty or substandard water, and low water pressure. Hence only three out of ten respondents' express satisfaction with water supply services and wastewater services*
- *Overall, the findings indicate a mixed awareness of municipal services, prevalent issues with supply and wastewater, and generally low satisfaction among the residents.*

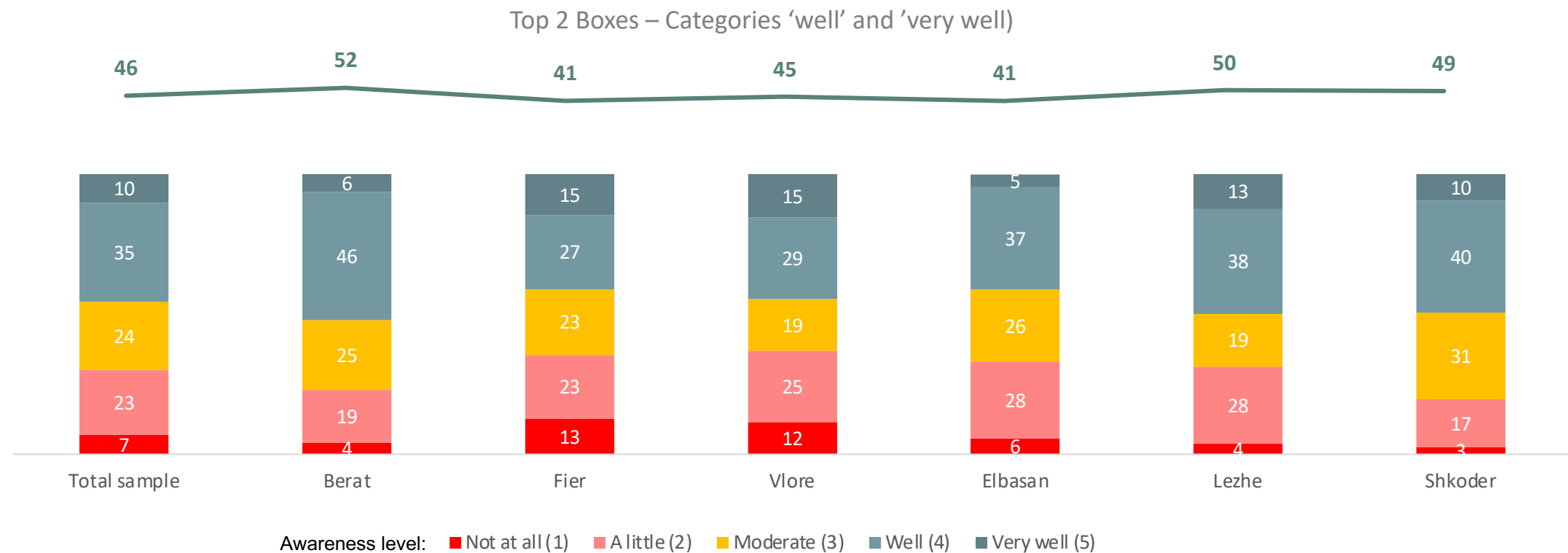
\*Total Sample n=800

\*All the data are expressed in percentages %

# Awareness of water and wastewater services provided in their municipality

1.How well do you know the water and wastewater services provided in your municipality?

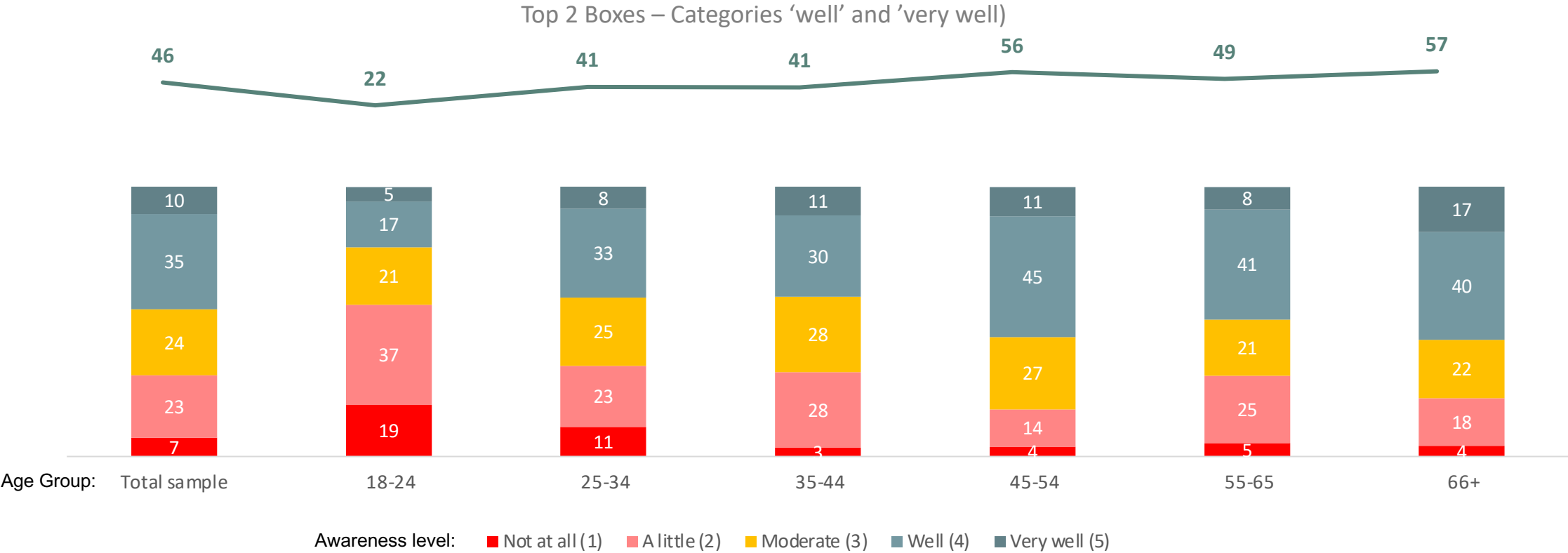
46% of the respondents claim that they know well the water and wastewater services provided in their municipality. Slightly higher awareness in Berat (52%) and Lezhe (50%), while lower in Fier (41%) and Elbasan (41%).



# Awareness of water and wastewater services provided in their municipality-age group

1.How well do you know the water and wastewater services provided in your municipality?

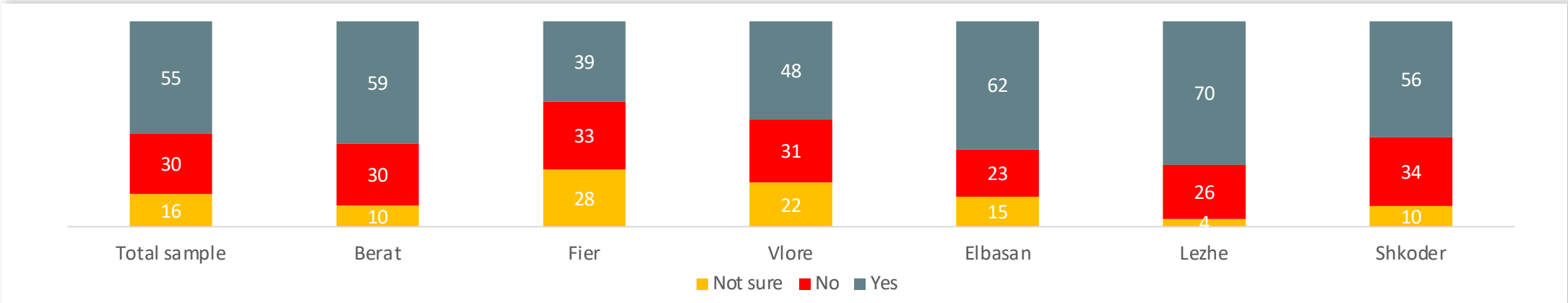
46% of the respondents claim that they know well the water and wastewater services provided in their municipality. Slightly higher awareness for older group of ages compared to younger ones. 66+ years olds are the ones that know more about the water and wastewater services provided in their municipality.



# Awareness of the main objectives of Municipality for water and wastewater services

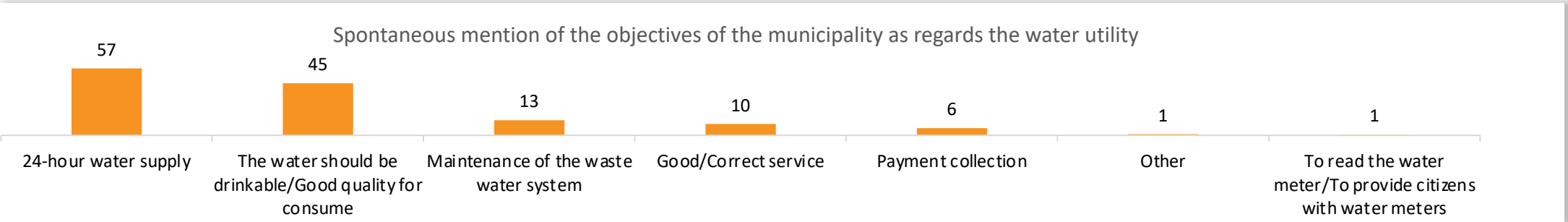
2.Do you know the main objectives of your municipality as regards water and wastewater services?

55% of the respondents claim they know the main objectives of their municipality as regards water and wastewater services, while 46% claim they don't know such objectives or are not sure.



3.According to you, what are the objectives of the municipality as regards the water utility? Spontaneous

The objectives most mentioned spontaneously are: “24-hour water supply”, “Drinkable, good quality of water”, “ Maintenance of the wastewater system”, and “collection of fees/payments”.



7  
Base: All respondents (800)  
\*All the data mean percentages %

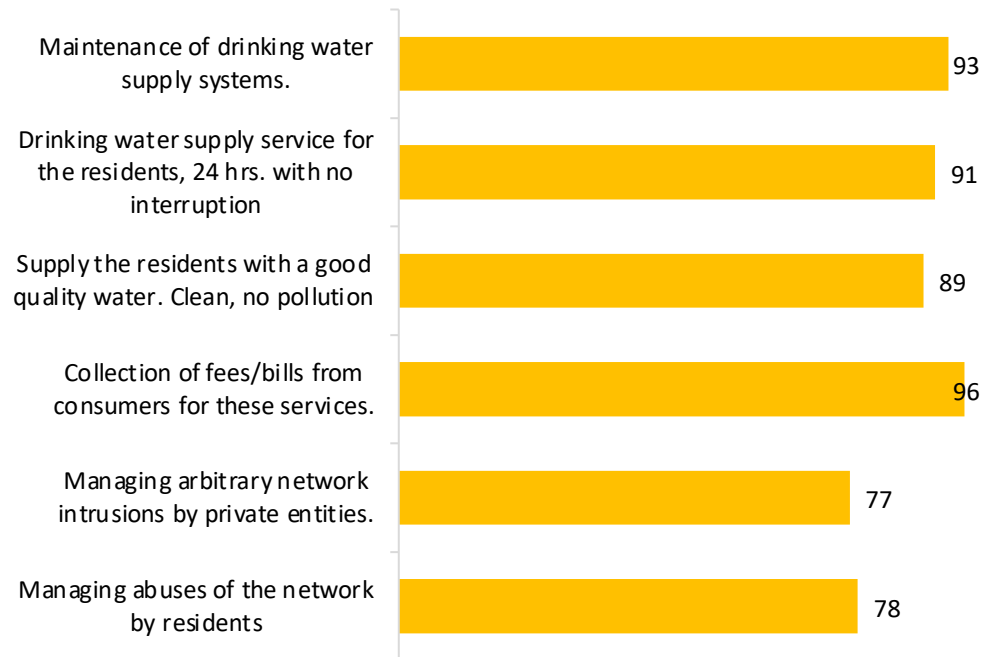


# Awareness of main services provided by the municipality

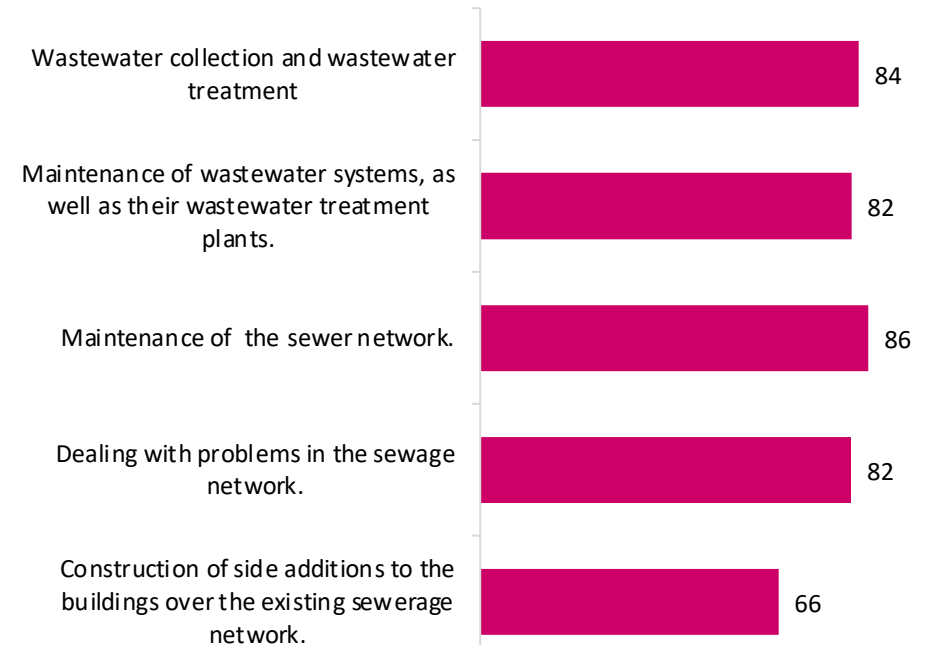
4. Let's list some of the main services provided by your municipality as regards water and wastewater, and let me know if you are aware that the municipality provides such services:

They are slightly more aware of the water services, vs. wastewater services. The water services that they are less aware of are: Managing arbitrary network intrusions by private entities and Managing abuses of the network by residents. The wastewater service that they are less aware of: Construction of side additions to the buildings over the existing sewerage network.

Awareness on water services



Awareness on wastewater services

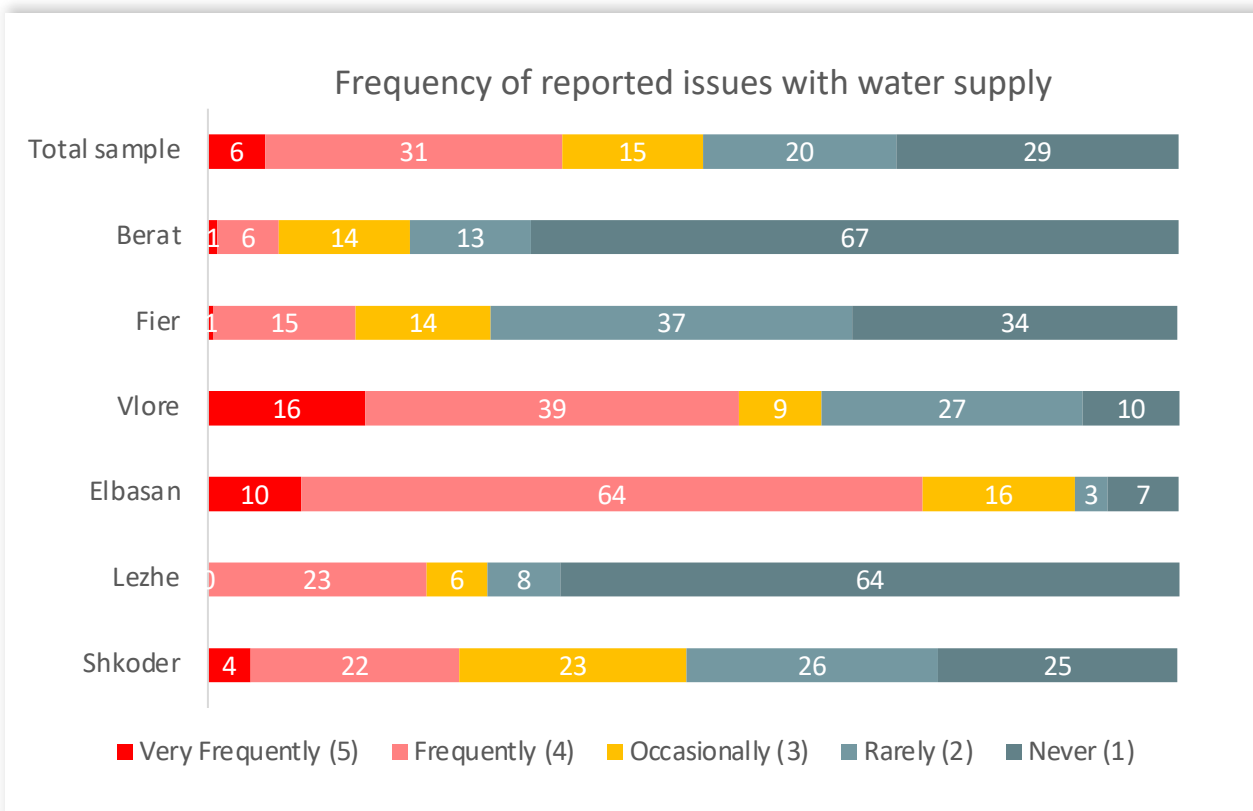




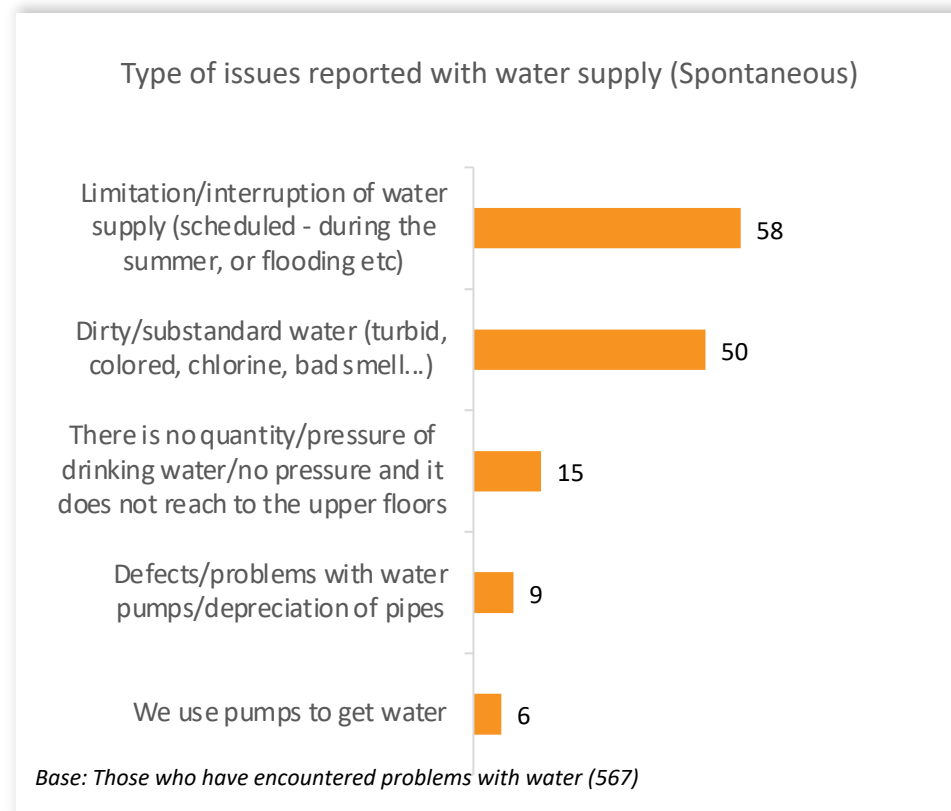
# Issues with water supply and frequency

37% reported often or very often issues with water supply in their area. The main issues mentioned spontaneously are: Limitation of water supply, Dirty, not clean water, and no quantity/no pressure of the water. The residents in Elbasan and Vlore municipalities seem to encounter issues more often than others.

5. How often do you encounter issues with water supply in your area?



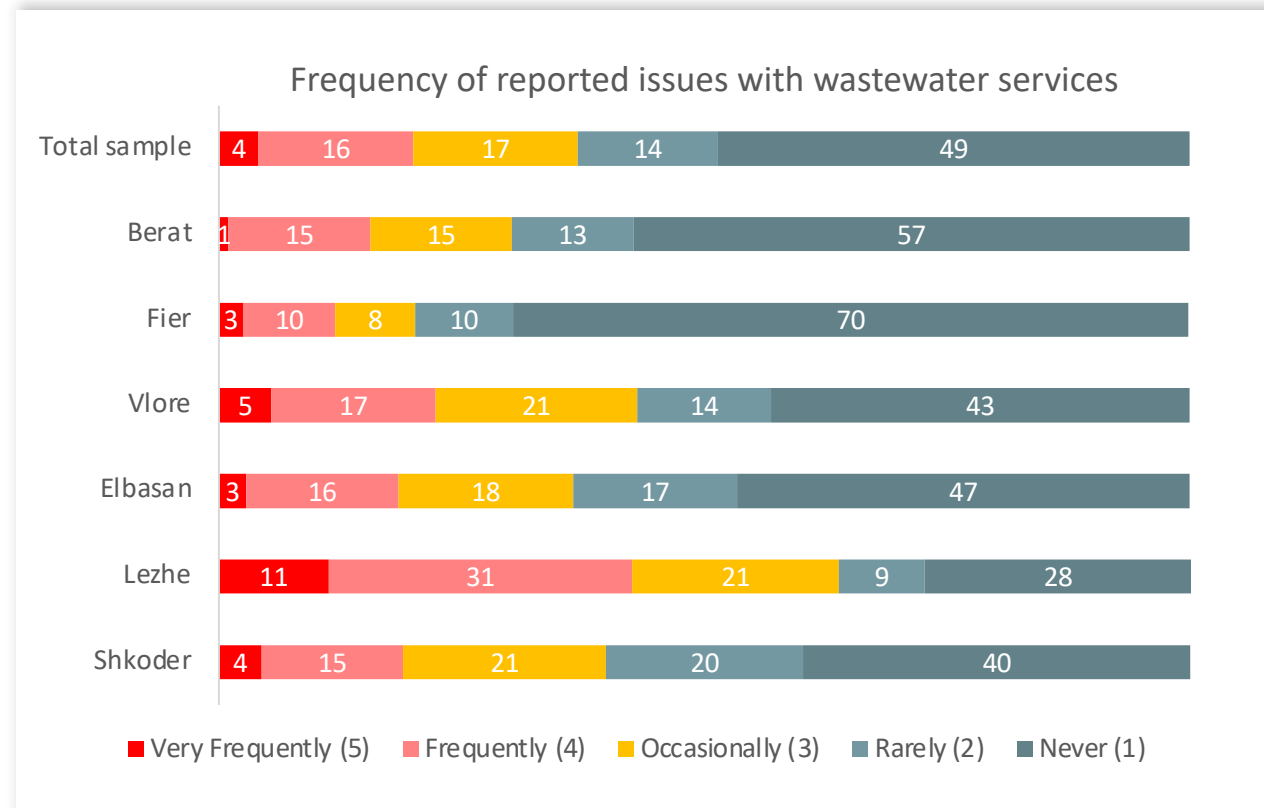
6. What types of issues do you encounter with water supply? Spontaneous



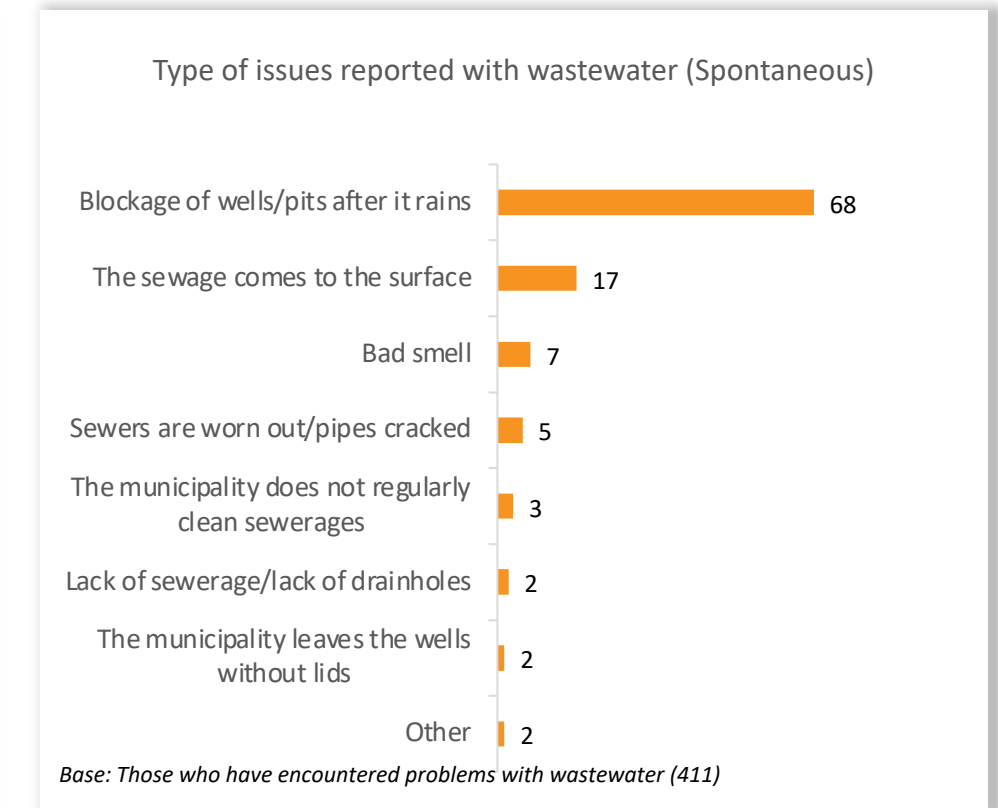
# Issues with wastewater and frequency

20% reported often or very often issues with wastewater in their area. The main issues mentioned spontaneously are: Blockage of septic tanks especially after the rain, the sewage comes to the surface and the bad smell. The residents in Lezha municipality reported the issues most frequently.

7. How often do you encounter issues with waste water services in your area?



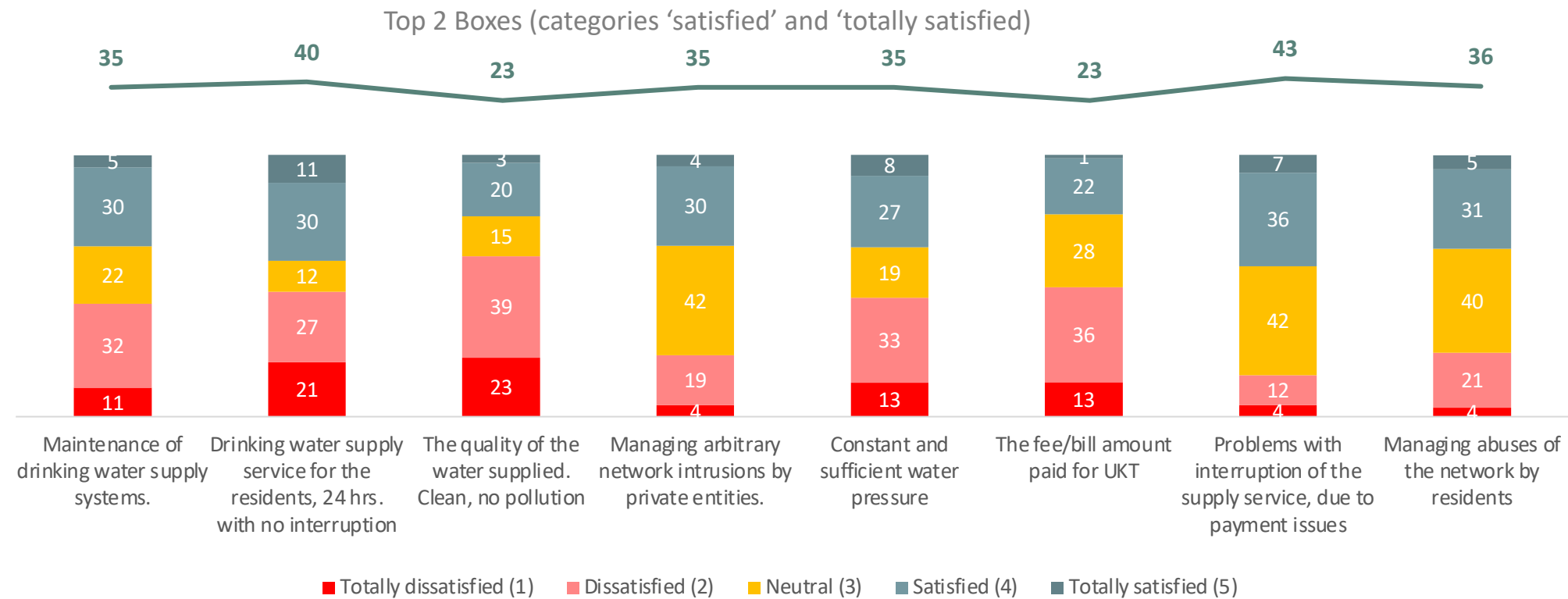
8. What types of issues do you encounter with waste water services?  
Spontaneous



# Satisfaction with water supply services

9.How satisfied are you with the following main services provided by your municipality as regards water and wastewater? Please answer on a scale from 1-5 where 1 means totally dissatisfied, 3-Neutral and 5 Totally Satisfied

When asked about their satisfaction with main services provided by their municipality as regards water, on average 3 out of 10 of them are satisfied, while 5 out of 10 not satisfied. They are mainly not satisfied with the quality of the water supplied and the amount/price paid to UKR

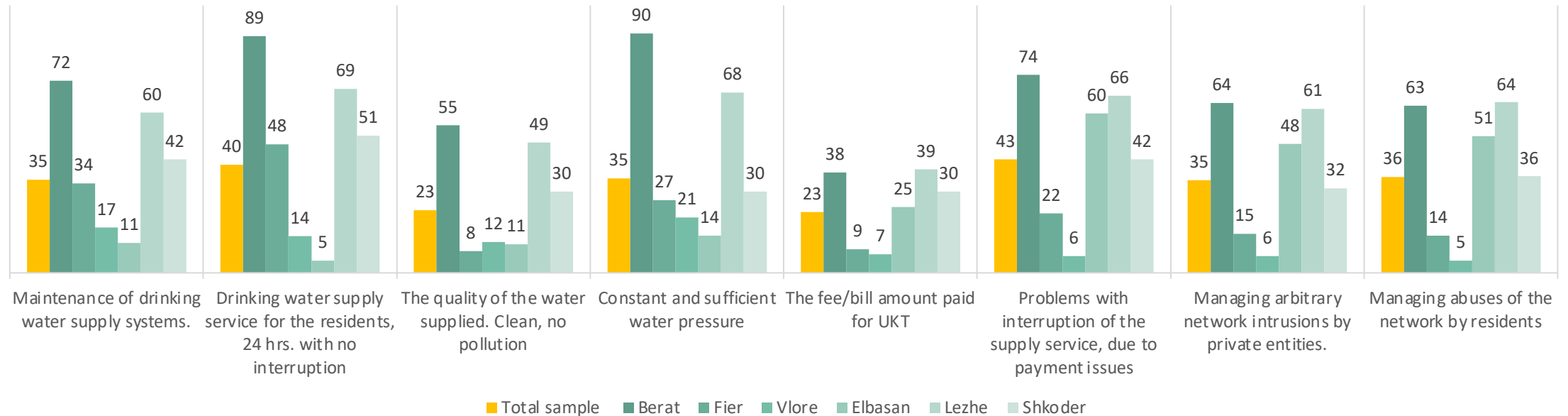


# Satisfaction with water supply services

## Municipality analysis (T2B – categories ‘satisfied’ and ‘totally satisfied’)

9. How satisfied are you with the following main services provided by your municipality as regards water and wastewater? Please answer on a scale from 1-5 where 1 means totally dissatisfied, 3-Neutral and 5 Totally Satisfied

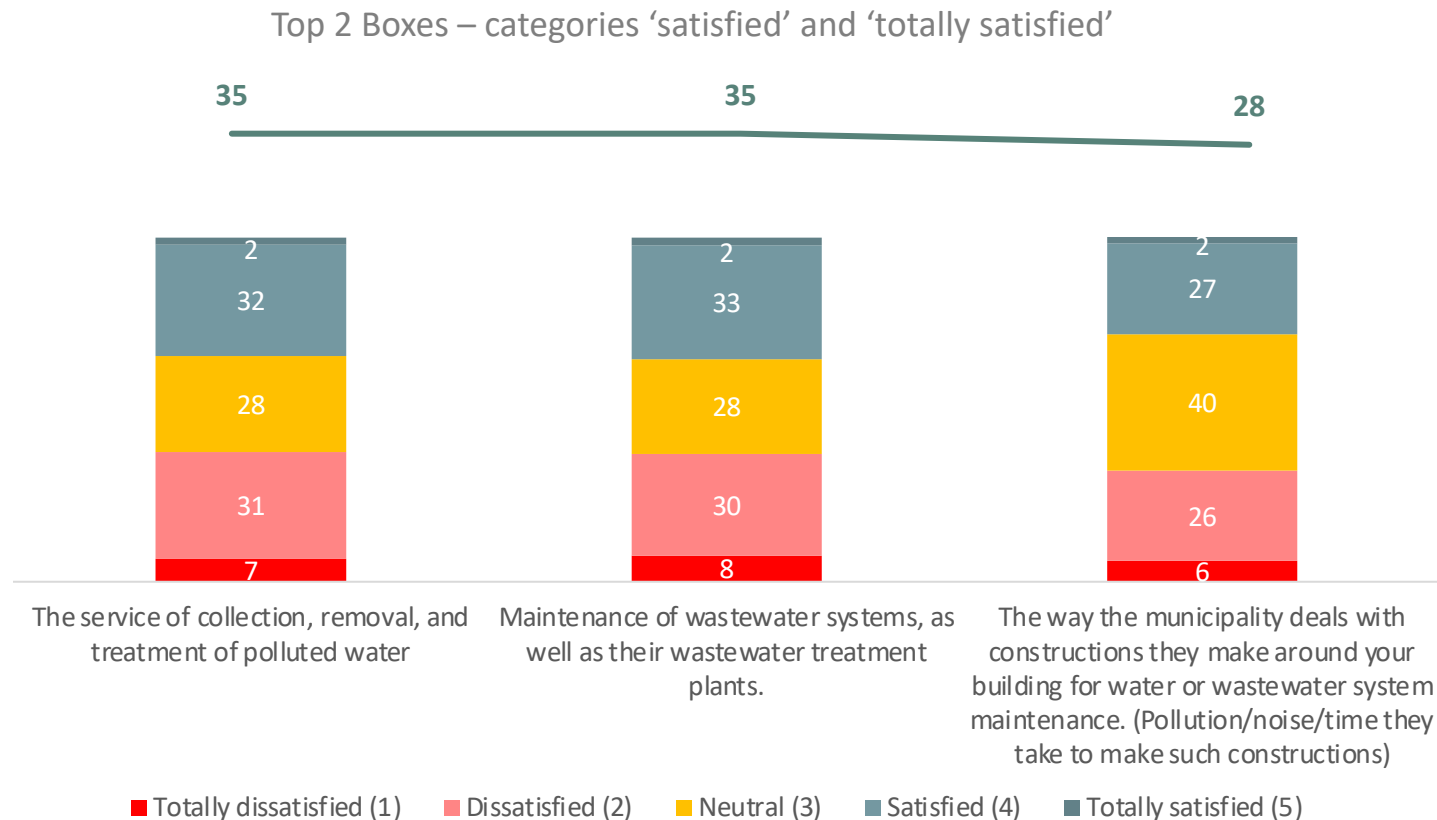
When we analyze the T2B (Top 2 boxes – the two categories ‘satisfied’ and ‘totally satisfied’), according to each municipality, it is noted that the residents in Berat and Lezhe are mainly satisfied with main water services provided by municipality. While the residents of Elbasan and Vlore are less satisfied with such services.



# Satisfaction with wastewater services

9. How satisfied are you with the following main services provided by your municipality as regards water and wastewater? Please answer on a scale from 1-5 where 1 means totally dissatisfied, 3-Neutral and 5 Totally Satisfied

When asked about their satisfaction with main wastewater services provided by their municipality, on average 3 out of 10 reported to be satisfied, while 4 out of 10 reported to be not satisfied. With regard to the way the municipality deals with water or wastewater system related public works and maintenance, 3 out of 10 are dissatisfied.



Base: All respondents (800)

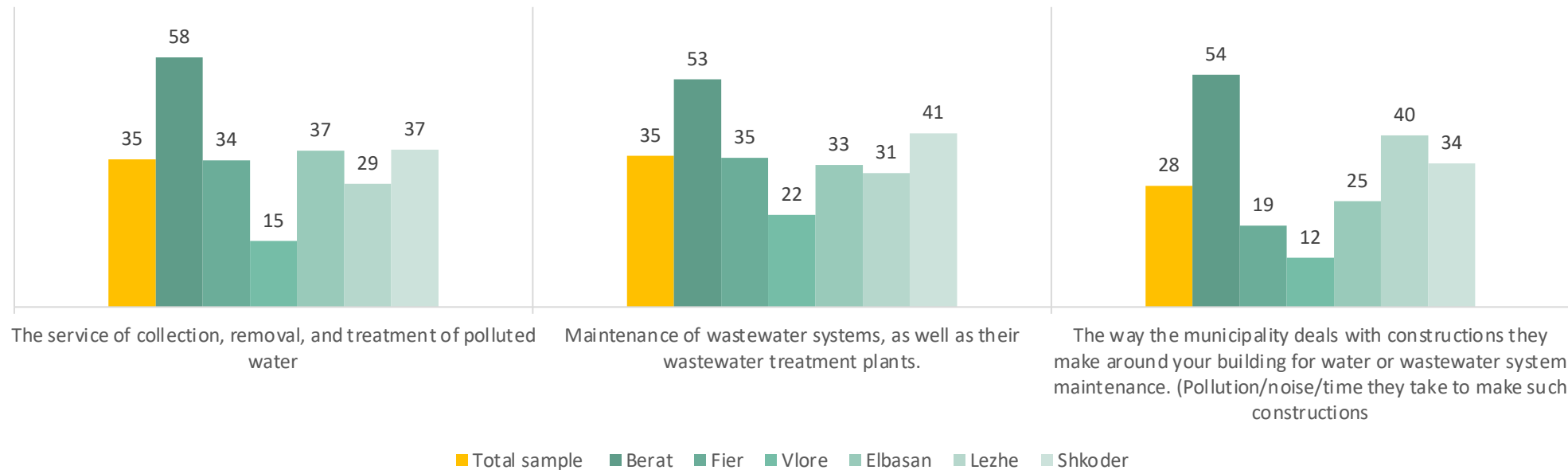
\*All the data mean percentages %

# Satisfaction with wastewater supply services

## Municipality analysis (T2B – categories ‘satisfied’ and ‘totally satisfied’)

9. How satisfied are you with the following main services provided by your municipality as regards water and wastewater? Please answer on a scale from 1-5 where 1 means totally dissatisfied, 3-Neutral and 5 Totally Satisfied

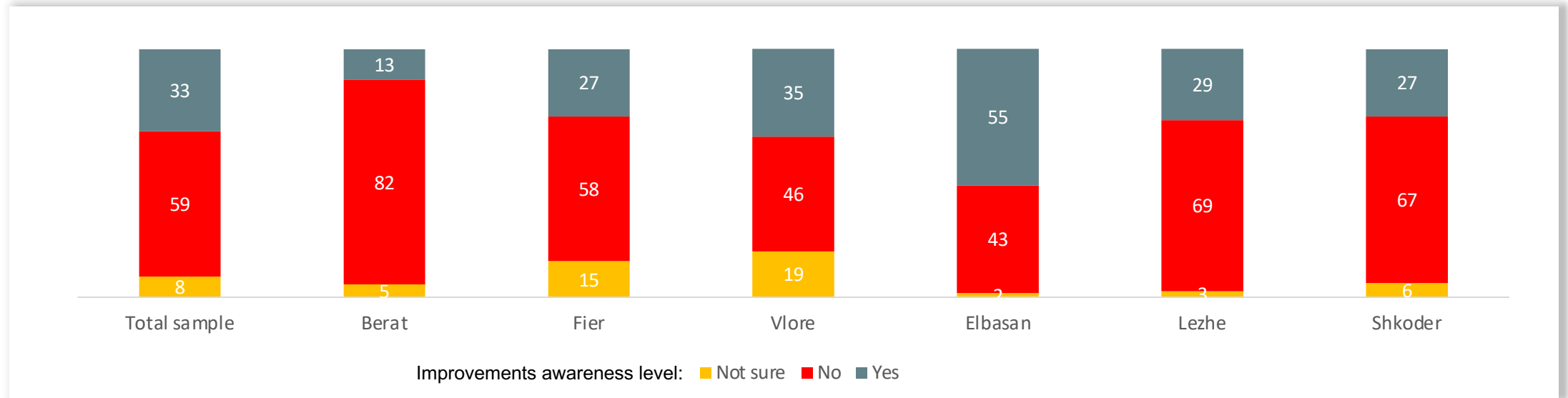
When we analyze the T2B (Top 2 boxes – the two categories ‘satisfied’ and ‘totally satisfied’), according to each municipality, it is noted that the residents in Berat, Lezhe and Shkodër are mainly satisfied with main services provided by municipality as regards wastewater. While the residents of Vlore are less satisfied with such services.



# Awareness of improvements on water and wastewater services

10.Are you aware of any recent improvements or changes to the water and wastewater services in your municipality?

33% reported that they are aware of recent improvements or changes to the water and wastewater services in their municipality, while 59% reported they are not aware, and 8% reported they are not sure if they heard of any improvements lately.



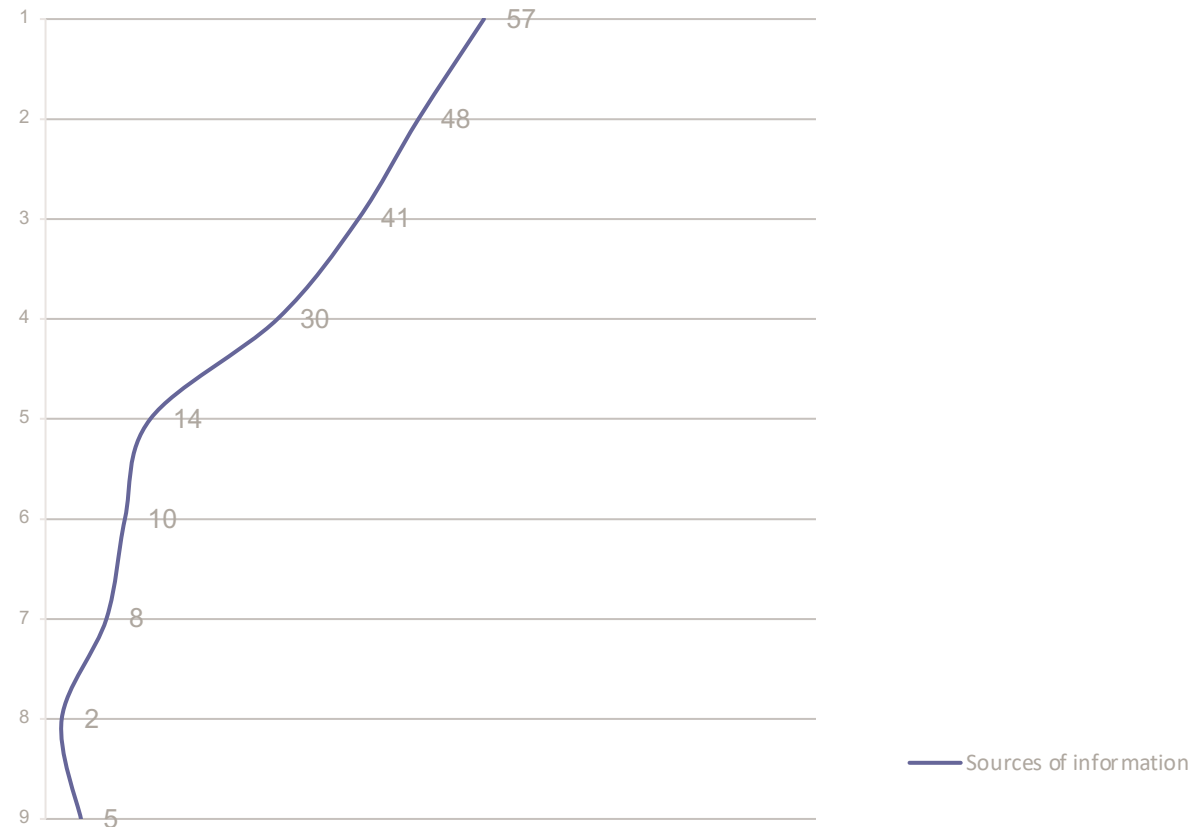


# Source of information on water and wastewater services

11. Where do you usually get information about water and wastewater services? (Select all that apply)

Word of mouth (57%) by friends, family and relatives is the main source to get informed about water and wastewater services, followed by News on Media (48%), Social Media (41%). 30% reported that they like to talk with neighbors about such topic, while only 14% get information by the local government offices.

1. Family friends relatives
2. News Media (TV, Radio, Newspapers)
3. Social Media
4. From neighbors
5. Local Government Offices
6. From the administrator of the building
7. Municipality Website
8. Community Meetings
9. Other



Base: All respondents (800)

\*All the data mean percentages %

## 2. Awareness of the WPIP / MIP V Investment Program

- Awareness of the WPIP / MIP V investment program is notably low, with only **9%** of respondents having heard about it.
- Among those aware of the program, **31%** know it is an investment program for improving water and wastewater services, **14%** know it is financed by KfW, EU, and SECO.
- After being informed about the program, **80%** of respondents felt positively about its potential impact on their municipality. This positive outlook is particularly strong in the municipalities of Vlore and Shkoder.
- Trust in the program's implementation is relatively low, with only **25%** of respondents believing it will be implemented accordingly. However, interest in obtaining more information is high, with **48%** of respondents wanting more details about the program.

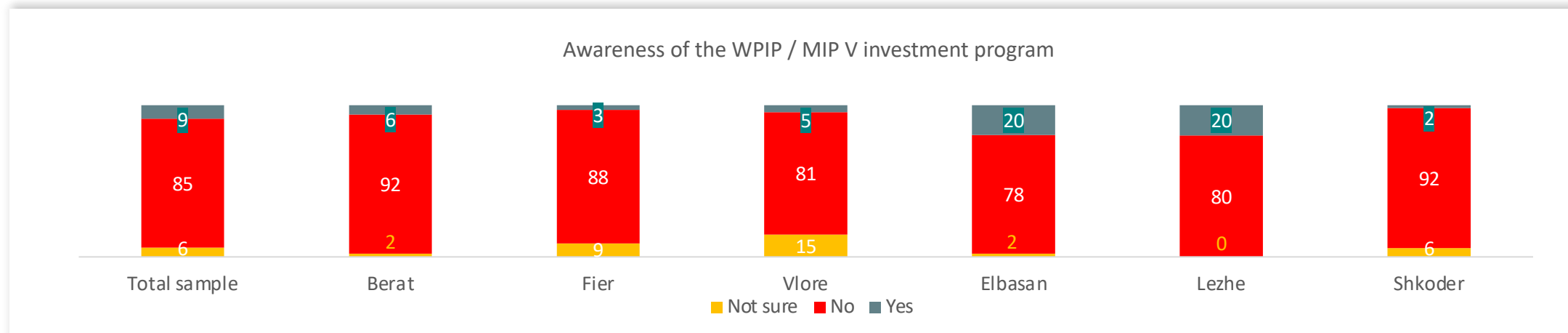
\*Total Sample n=800

\*All the data are expressed in percentages %

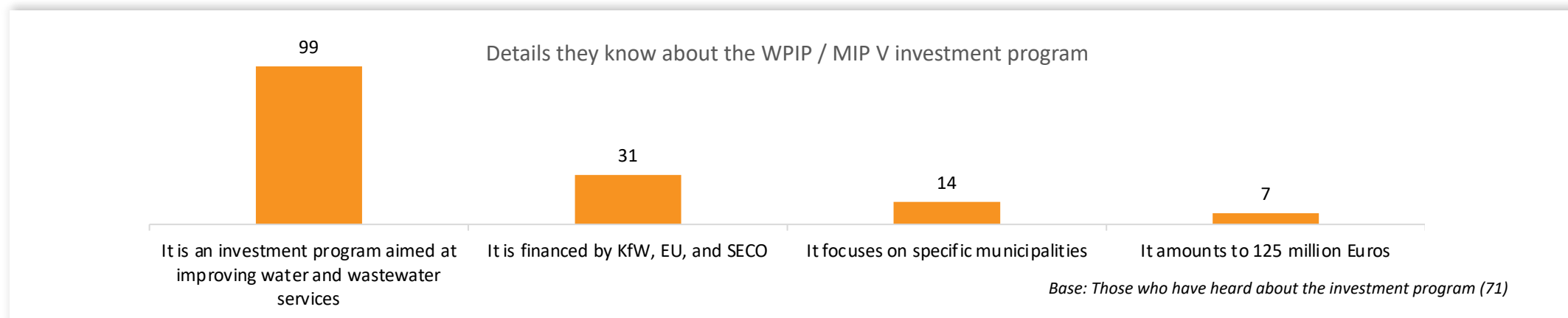
# Awareness of the WPIP / MIP V investment program

Only 9% of the sample have heard about the WPIP / MIP V investment program. Higher awareness in Elbasan and Lezha Municipalities! They mostly know that It is an investment program aimed at improving water and wastewater services and that It is financed by KfW, EU, and SECO.

12. Have you heard about the WPIP/MIP V investment program?



13. If yes, what do you know about the WPIP/MIP V investment program? (Select all that apply)



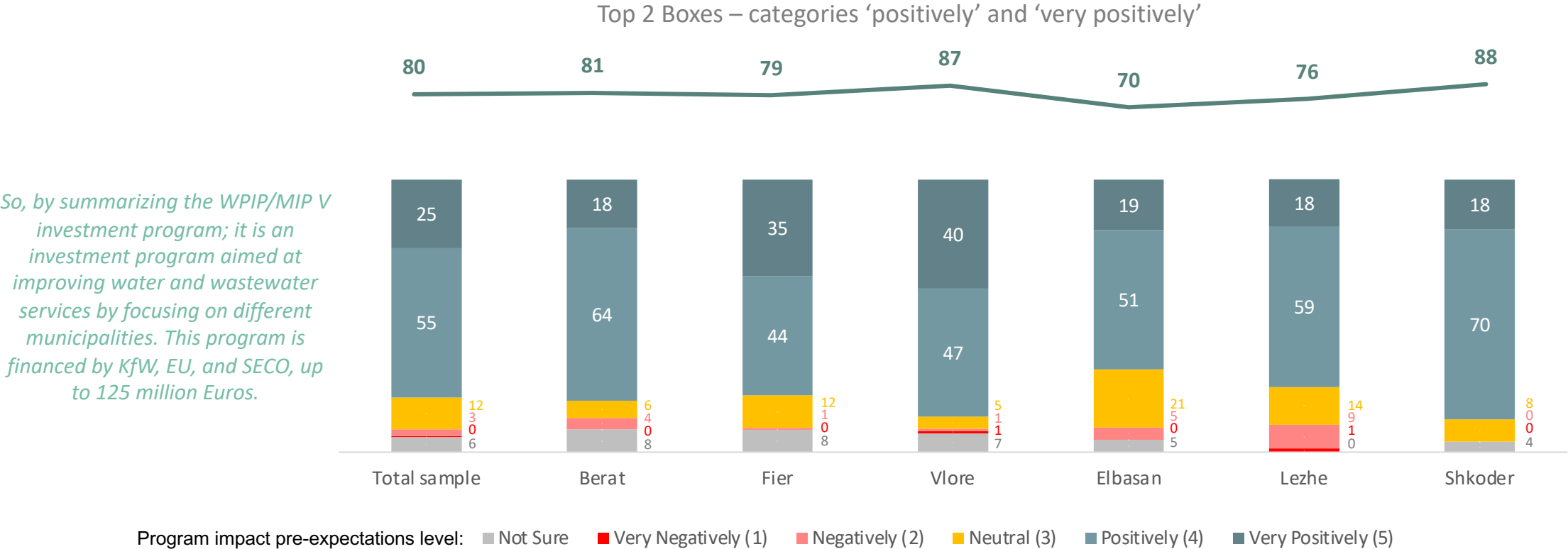
Base: All respondents (800)

\*All the data mean percentages %

# Pre- expectations of the impact of the program in their municipality

14. How do you think the WPIP/MIP V investment program might impact your municipality?

After we introduced the main idea of the program, without going into details, 8 out of 10 think (very) positively about the impact of the program on their municipality, while only 9% have a negative feeling. Residents of Vlora and Shkoder, think slightly more positively towards the WPIP/MIP V investment program.



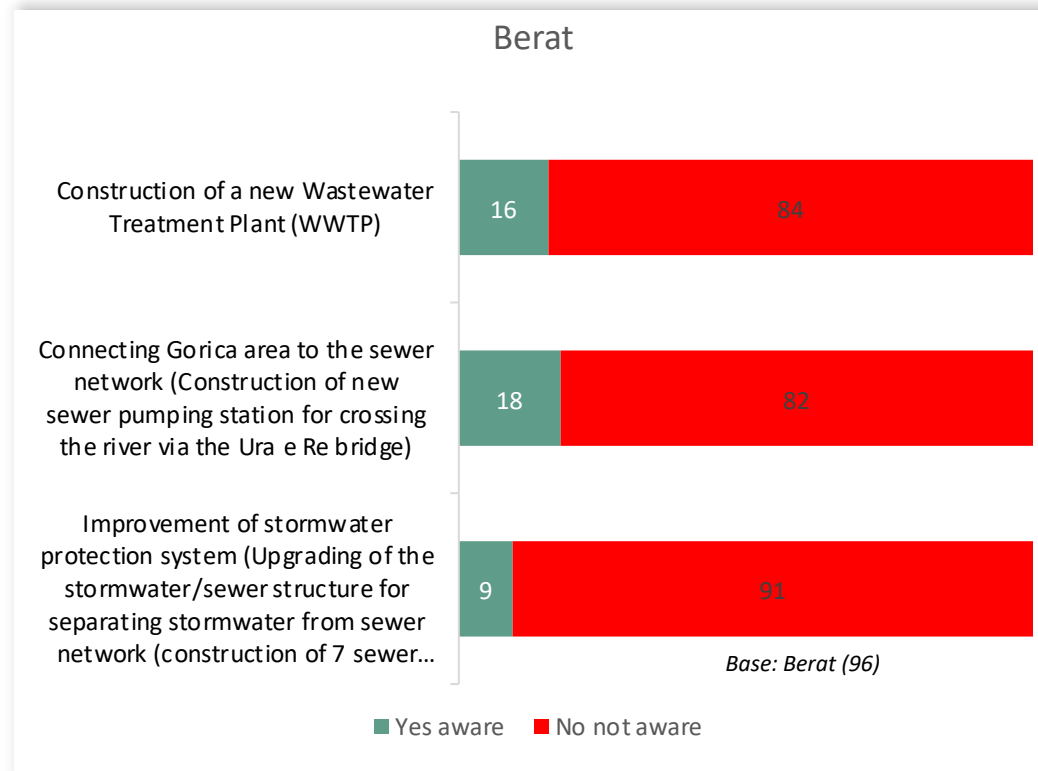
Base: All respondents (800)

\*All the data mean percentages %

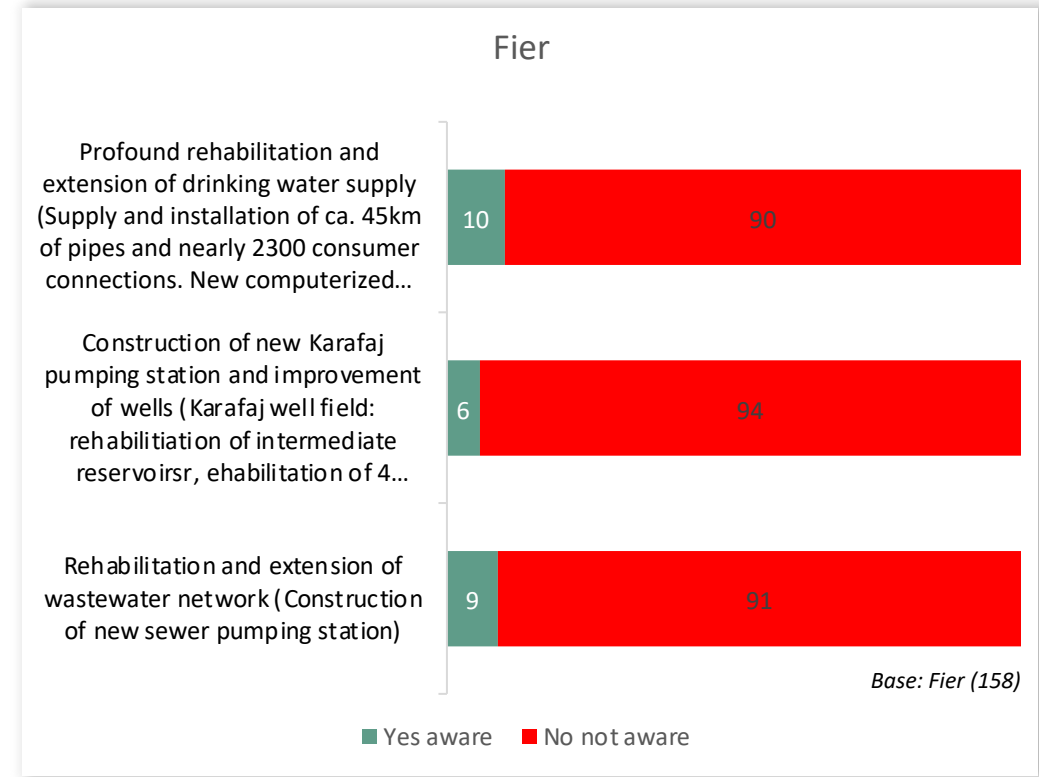
# Awareness of the details of the WPIP / MIP V investment program

We introduced the respective details of the WPIP/MIP V investment program for each of the municipalities separately, and the awareness of such details is as follows:

15. Let us introduce in detail the WPIP/MIP V investment program for your municipality. For each of the following let us know if you heard about such investments.



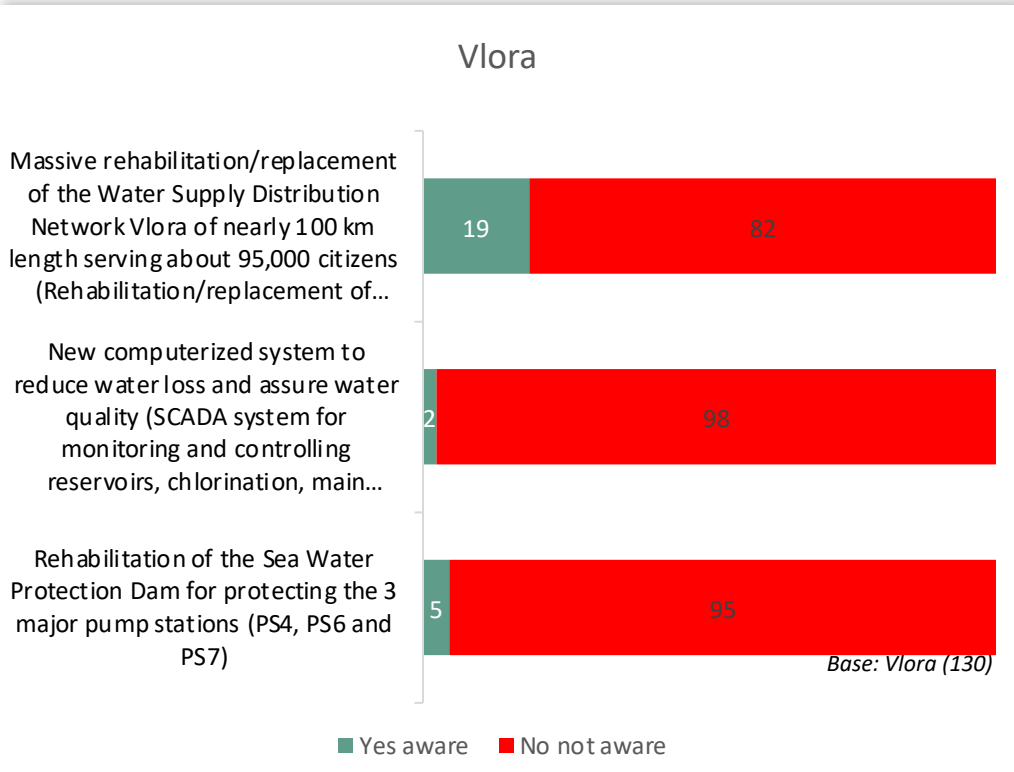
15. Let us introduce in detail the WPIP/MIP V investment program for your municipality. For each of the following let us know if you heard about such investments.



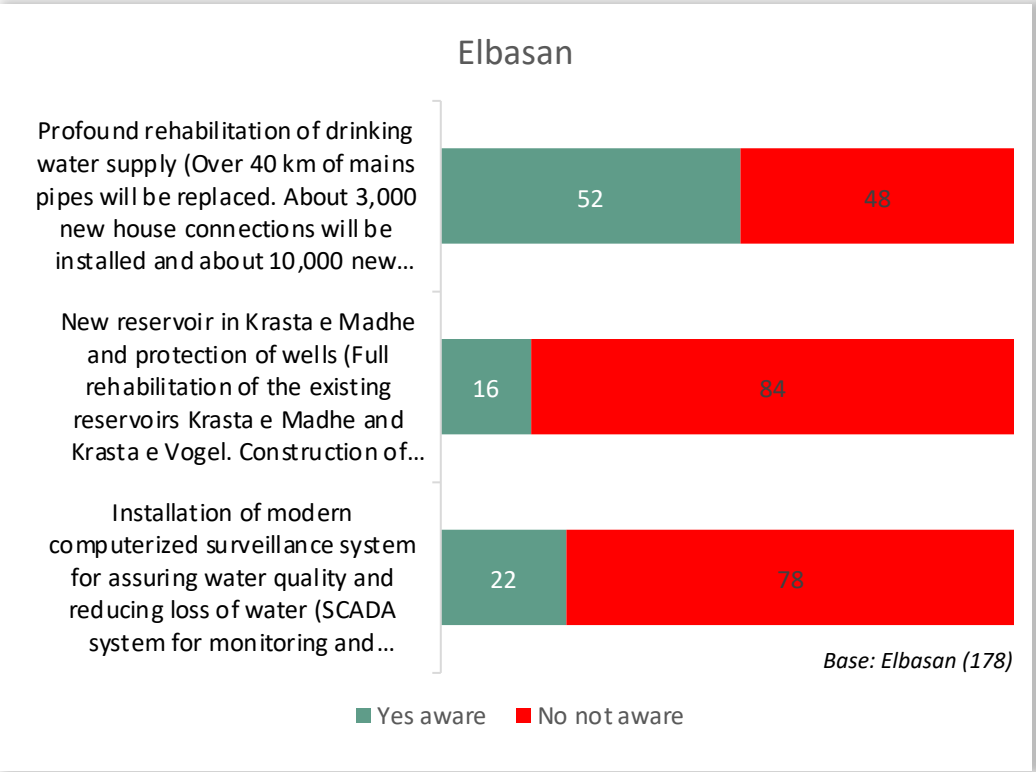
# Awareness of the details of the WPIP / MIP V investment program

We introduced the respective details of the WPIP/MIP V investment program for each of the municipalities separately, and the awareness of such details is as follows: \*notable high awareness on Elbasan profound rehabilitation of drinking water supply!

15. Let us introduce in detail the WPIP/MIP V investment program for your municipality. For each of the following let us know if you heard about such investments.



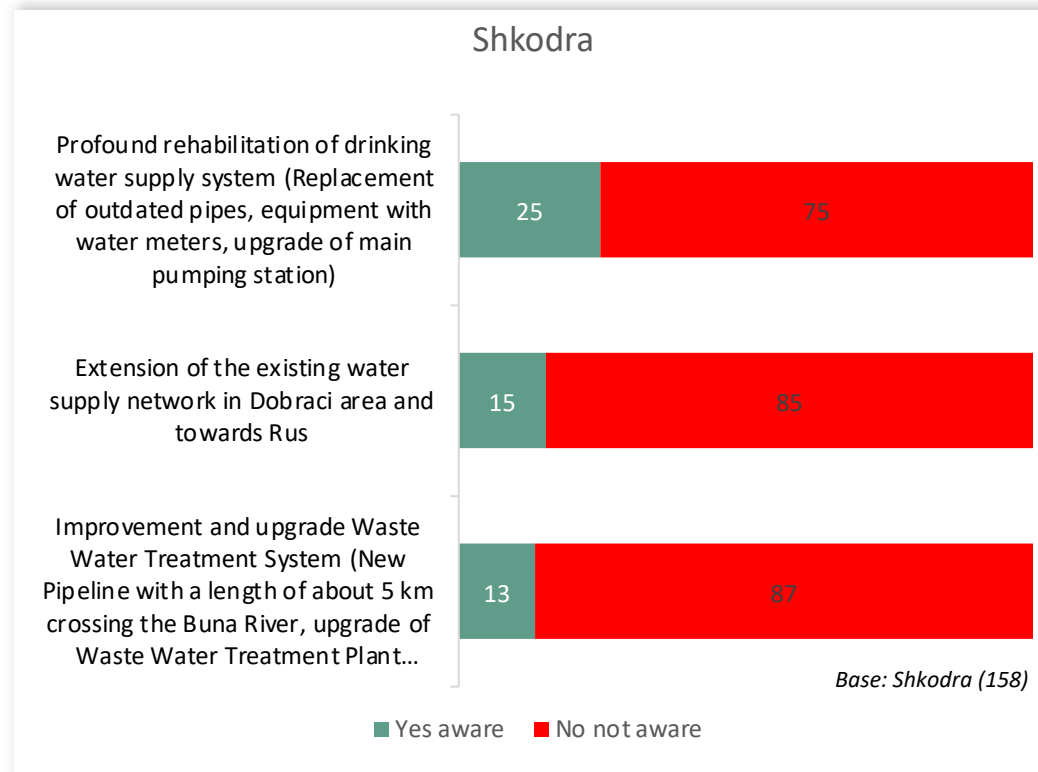
15. Let us introduce in detail the WPIP/MIP V investment program for your municipality. For each of the following let us know if you heard about such investments.



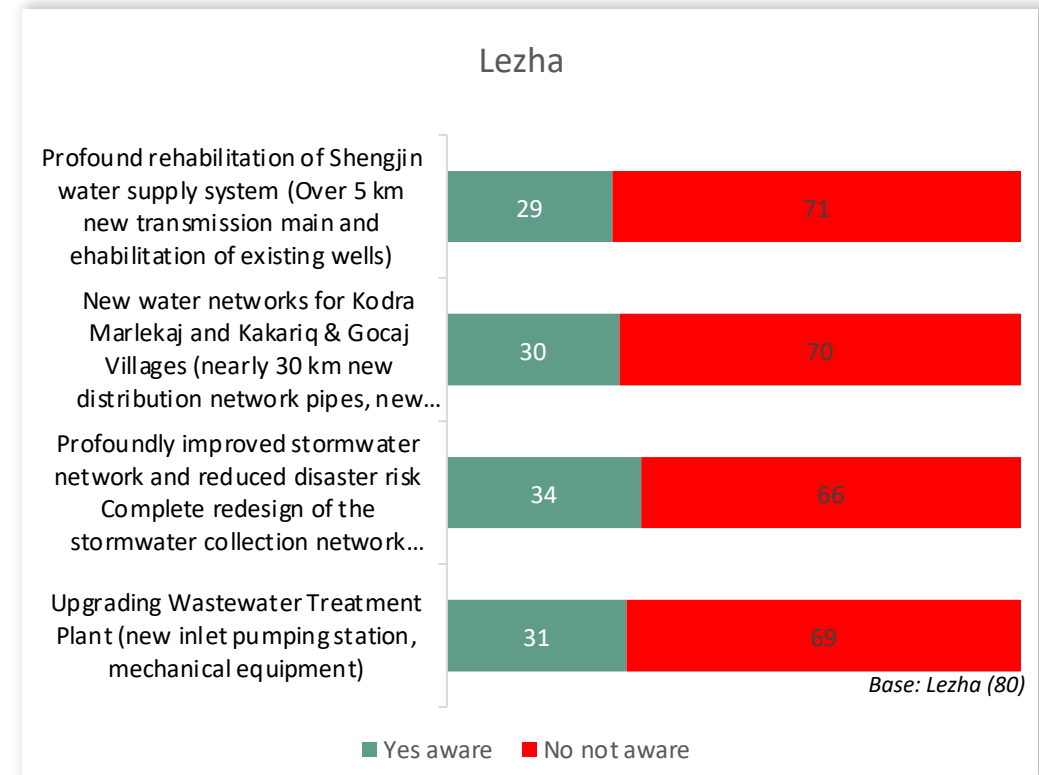
# Awareness of the details of the WPIP / MIP V investment program

We introduced the respective details of the WPIP/MIP V investment program for each of the municipalities separately, and the awareness of such details is as follows: \*notable high awareness on Shkodra profound rehabilitation of drinking water supply! 3 out of 10 of the residents of Lezha are aware for each of the details shared.

15. Let us introduce in detail the WPIP/MIP V investment program for your municipality. For each of the following let us know if you heard about such investments.



15. Let us introduce in detail the WPIP/MIP V investment program for your municipality. For each of the following let us know if you heard about such investments.

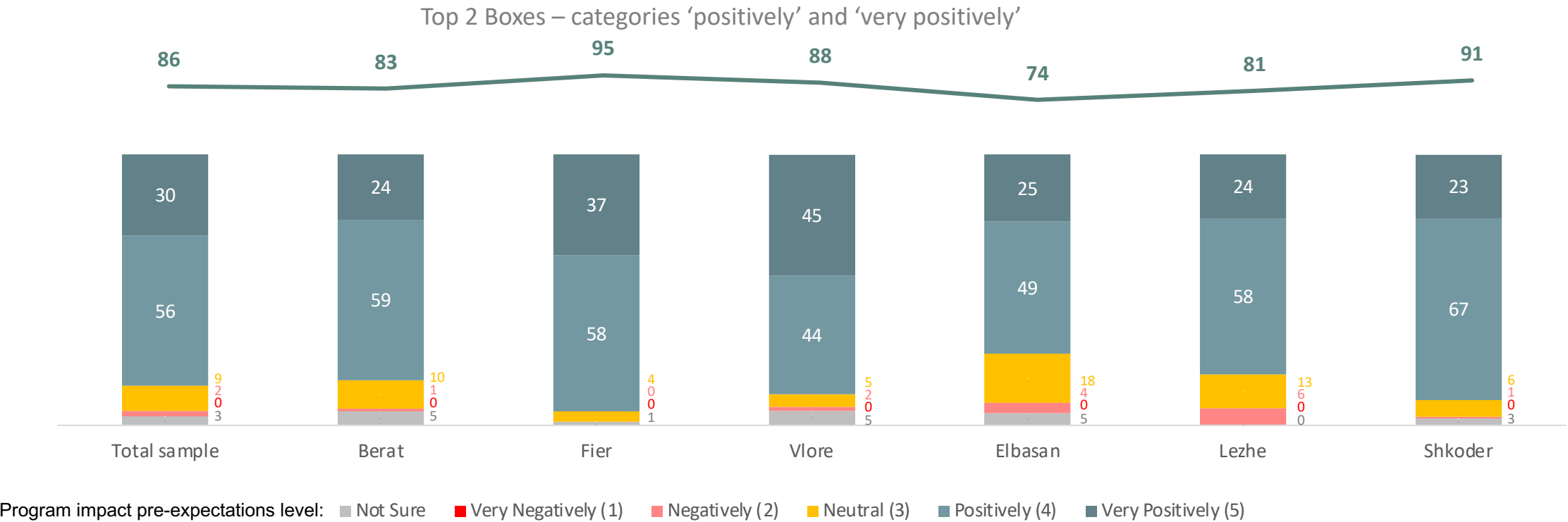




# Post- expectations of the impact of the program in their municipality (after reading the details of the program)

16. Now, after being introduced to the details and the specifics of the project let me ask again, how do you think the WPIP/MIP V investment program might impact your municipality?

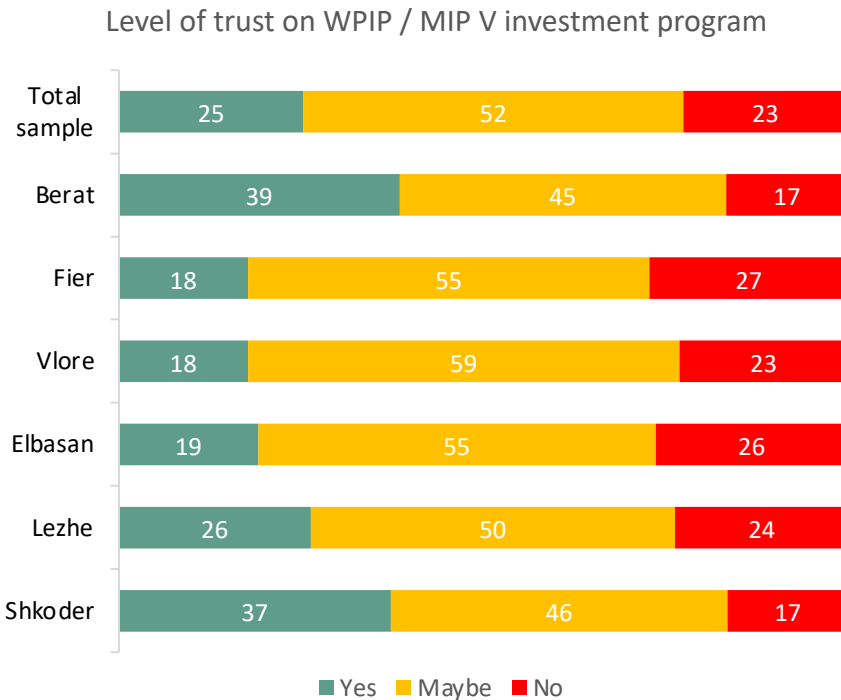
After we introduced the specific details of the investment program in their municipality, there was a noticeable increase in residents' positive perception of the program. Currently, 86% of residents view its impact on their municipality positively or very positively, while only 2% have a negative perception.



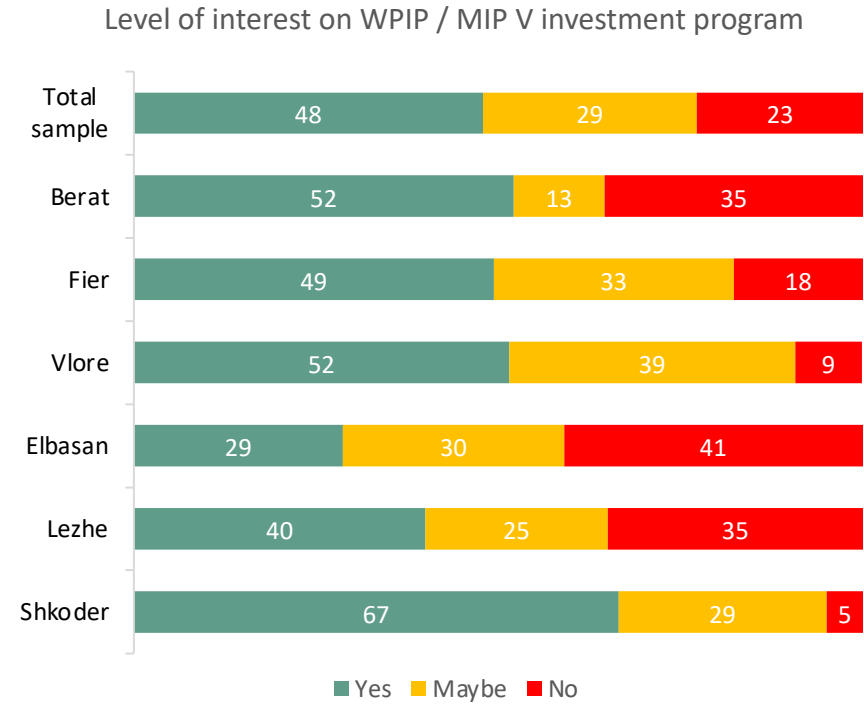
# Level of trust and interest for the WPIP / MIP V investment program

Only 1 out of 4 respondents trust that the WPIP/MIP V investment program will be implemented accordingly! Almost half of them, 48%, would like more information about the WPIP/MIP V investment program.

17. Do you think that the WPIP/MIP V investment program will be implemented accordingly?



18. Would you like more information about the WPIP/MIP V investment program?



Base: All respondents (800)

\*All the data mean percentages %

### 3. Awareness of EU Water Policy and Priorities

\*Total Sample n=800

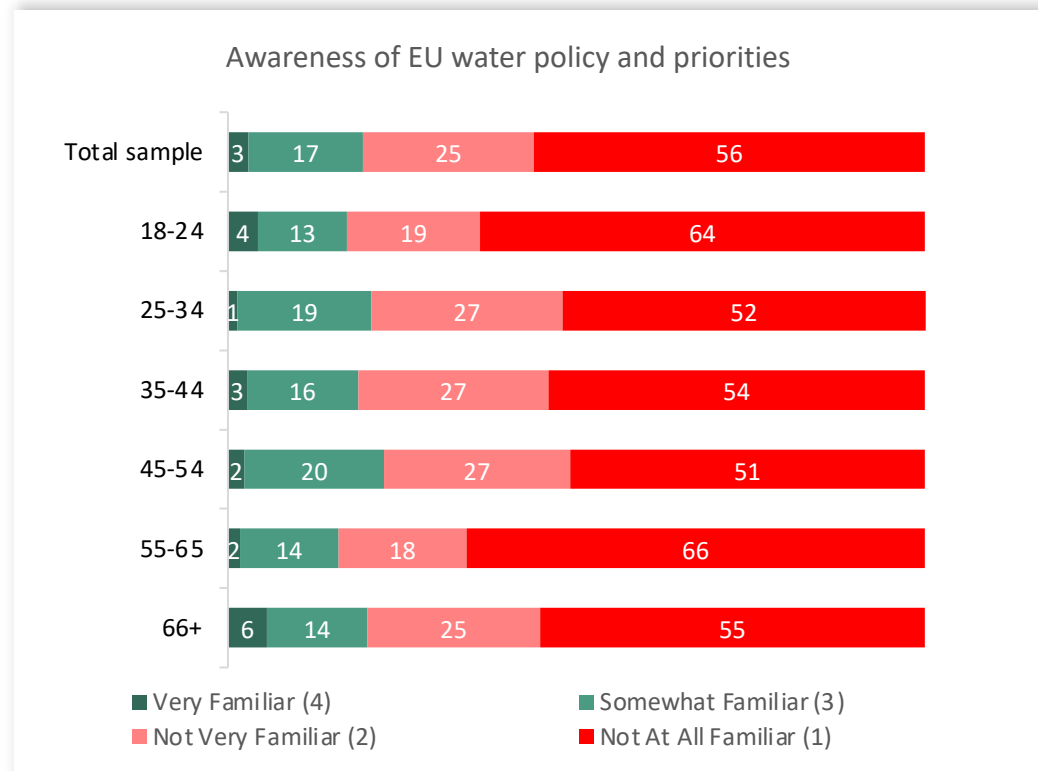
\*All the data are expressed in percentages %

- Awareness of the EU water policy and its priorities is relatively low among respondents, with only **20%** being familiar with it.
- When informed about the EU water policy, **9 out of 10** respondents consider it very important for improving water and wastewater services in Albania.
- Of those aware of the EU water policy, 58% understand how it might influence water management practices in their municipality. This suggests that while overall awareness is low, those who are informed about the policy have a reasonable understanding of its potential impact.
- The findings indicate a need for increased education and dissemination of information about the EU water policy to improve awareness.
- Respondents prefer to receive information about water policies and investment programs through social media (**67%**), public meetings (**42%**), and municipality websites (**30%**). Younger respondents favor digital and online sources, while older respondents prefer F2F information.

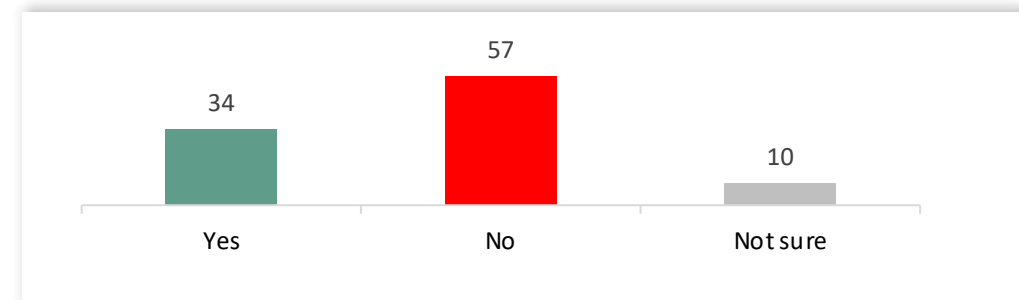
# Awareness and information on EU water policy and priorities

Only 20% of the respondents are aware of the EU water policy and priorities. 34% of them that are aware, have received information or education about the EU water policy and priorities. 58% of them that are aware, know how the EU water policy might influence water management practices in their municipality.

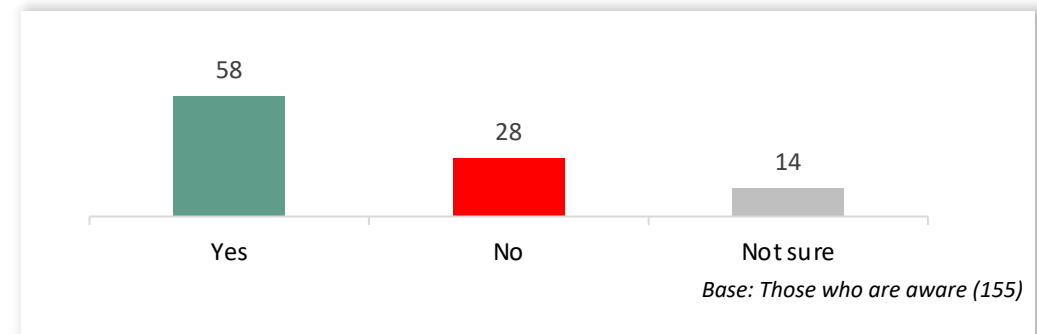
19. Are you familiar with the EU water policy and its priorities?



20. Have you ever received information or education about the EU water policy and priorities?



21. Do you know how the EU water policy might influence water management practices in your municipality?



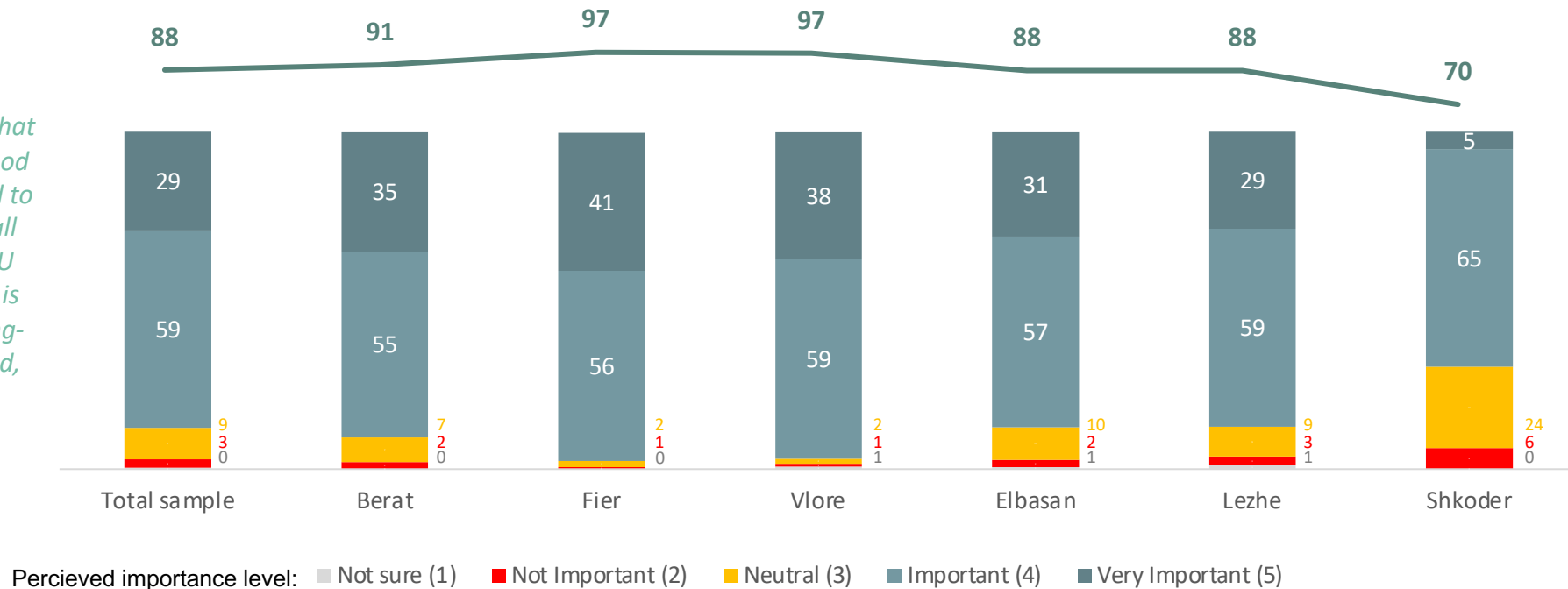
# Level of importance of the EU water policy and priorities

22 How important do you think EU water policy is for improving water and wastewater services in Albania?

After we introduced the main idea of the EU water policy and priorities, 9 out of 10 of them think that the EU water policy is (very) important for improving water and wastewater services in Albania, while only 3% of them find it as not important. Residents of Shkoder, think slightly more negatively towards the EU water policy and priorities

Top 2 Boxes – categories 'important' and 'very important'

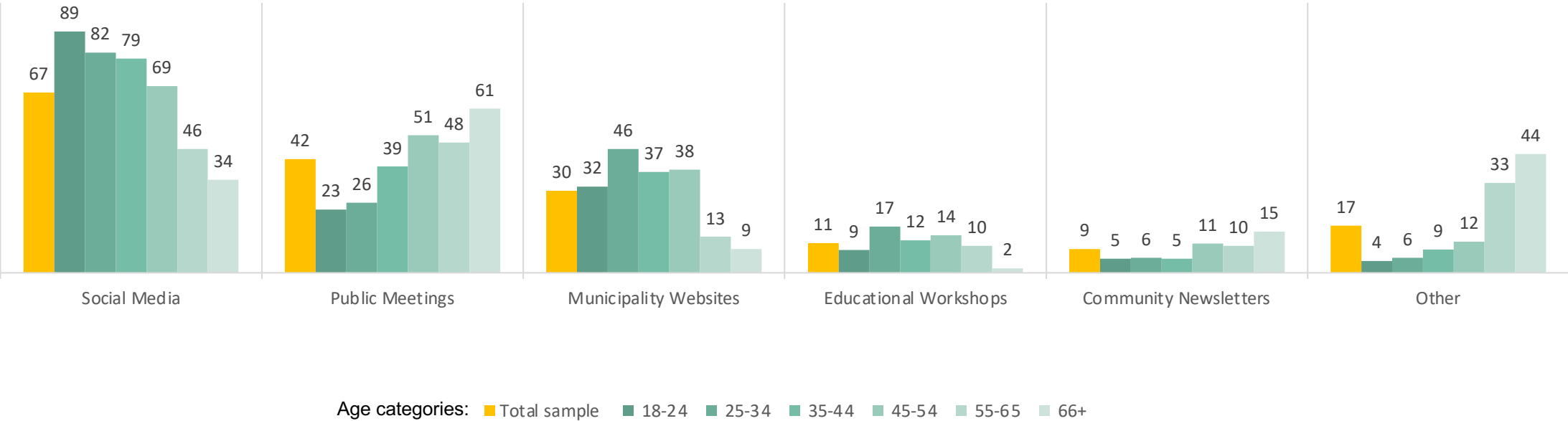
*The EU's main aim is to ensure that all Europeans have access to good quality and sufficient water, and to guarantee the good status of all water bodies across Europe. EU rules aim to ensure that water is managed sustainably in the long-term, water pollution is reduced, and aquatic ecosystems are protected.*



# Source of information on water policies and investment programs

23 What sources would you prefer to use to receive information about water policies and investment programs? (Select all that apply)

When asked about the sources they prefer to use to receive information about water policies and investment programs, majority mention Social media (67%), or public meetings (42%), and municipalities websites (30%). It is clearly noticed that the younger group of ages prefer more the digital online way to be informed while the older group of ages prefer the F2F method more.



## 4. General Feedback – Spontaneous Suggestions

- **39%** of respondents emphasize the importance of not wasting potable water, which is often used for irrigation or washing.
- **16%** of respondents highlighted the need to prevent the disposal of garbage into septic tanks and sewers to maintain the integrity of water systems.
- **14%** of respondents suggest more comprehensive and frequent communication from municipal authorities for improving public awareness about ongoing programs and investments.
- **13%** emphasized the need for water to be clean and filtered.

\*Total Sample n=800

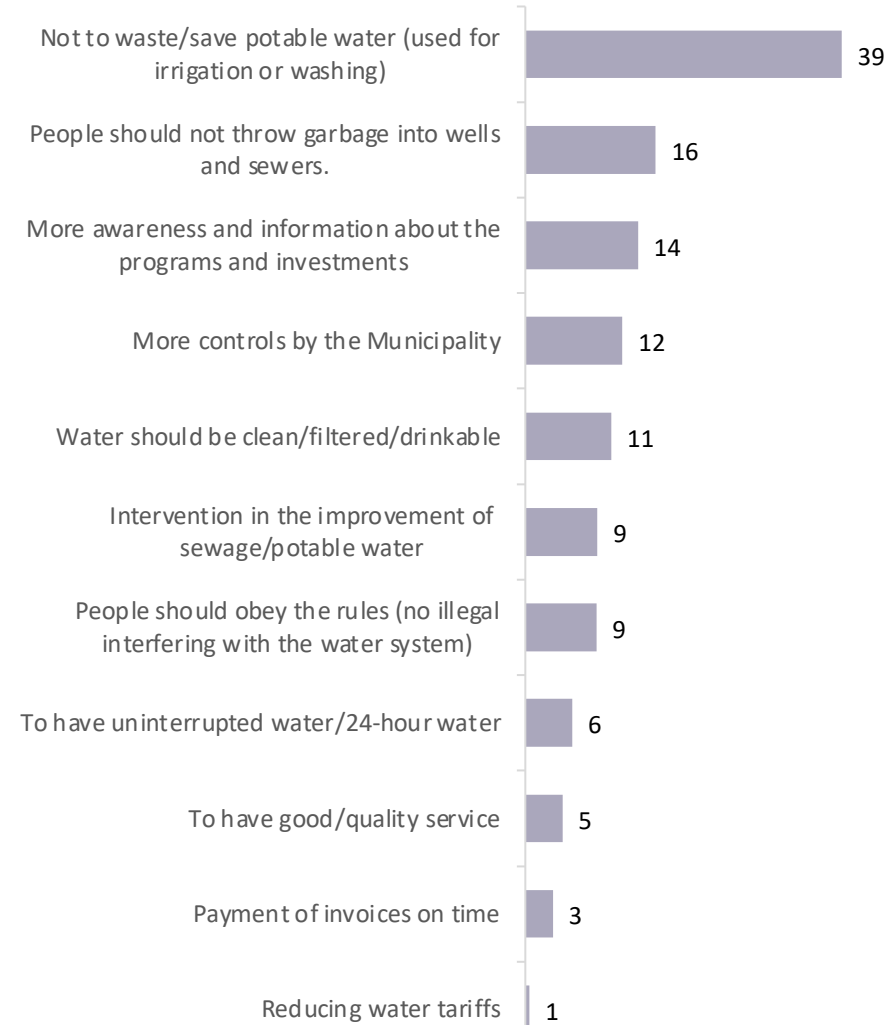
\*All the data are expressed in percentages %



# Improvements and suggestions about municipal water and wastewater services

Mentioned spontaneously

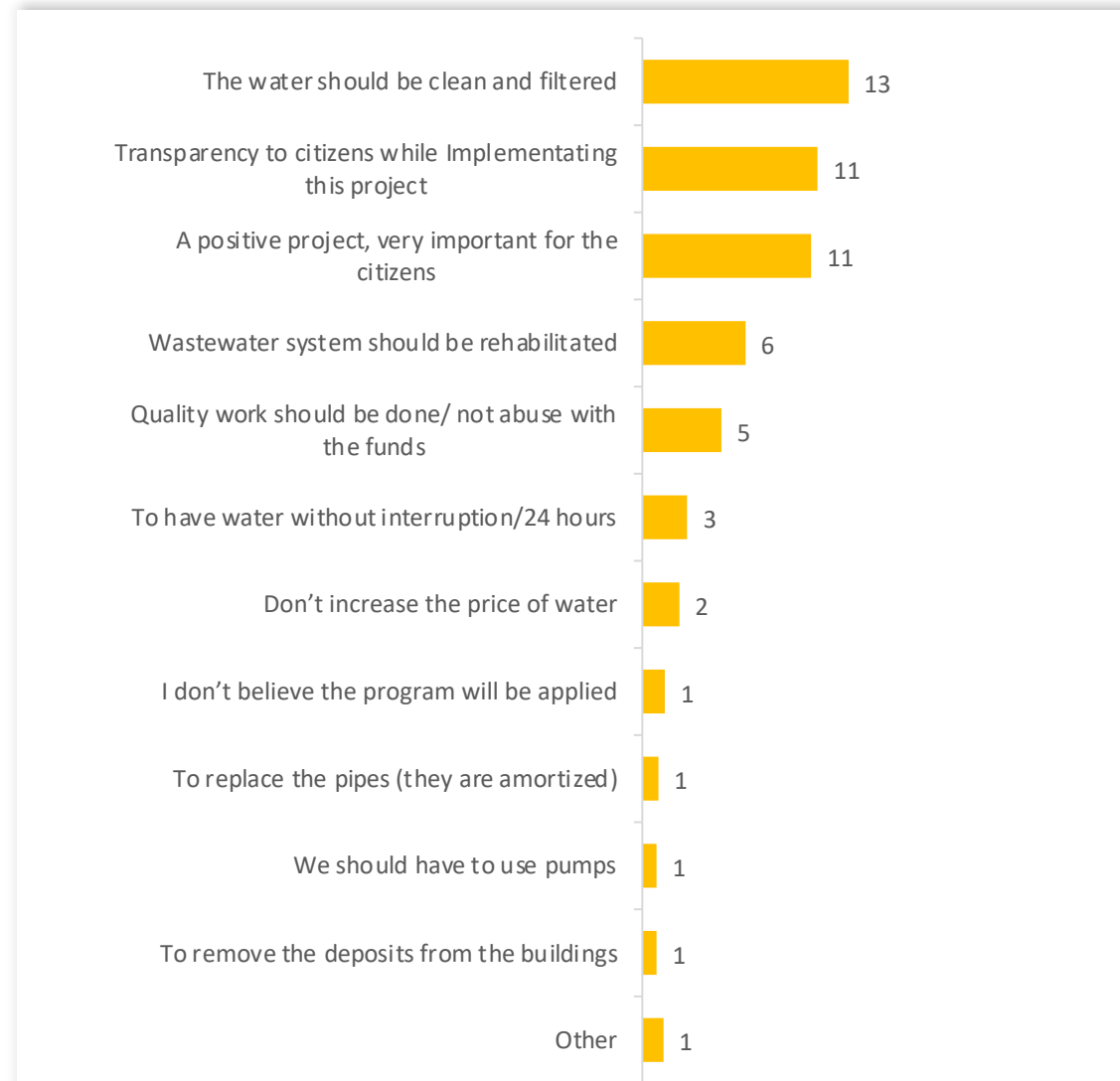
24.What improvements would you suggest for increasing public awareness about municipal water and wastewater services?



# Additional comments or suggestions

Mentioned spontaneously

25.Do you have any additional comments or suggestions regarding water and wastewater services or related investment programs?



## 5. Price paid and price elasticity

*Respondents report paying an average of 1,915 ALL per month to UKR for water services. The average payment also varies by municipality:*

- Berat: 1,730 ALL
- Fier: 2,226 ALL
- Vlore: 1,972 ALL
- Elbasan: 1,660 ALL
- Lezhe: 2,299 ALL
- Shkoder: 1,741 ALL

*Only 4% of respondents think that the price paid to UKR is cheap, whereas 49% consider it expensive or very expensive, and 47% think it is normal. The perception varies by family size and municipality:*

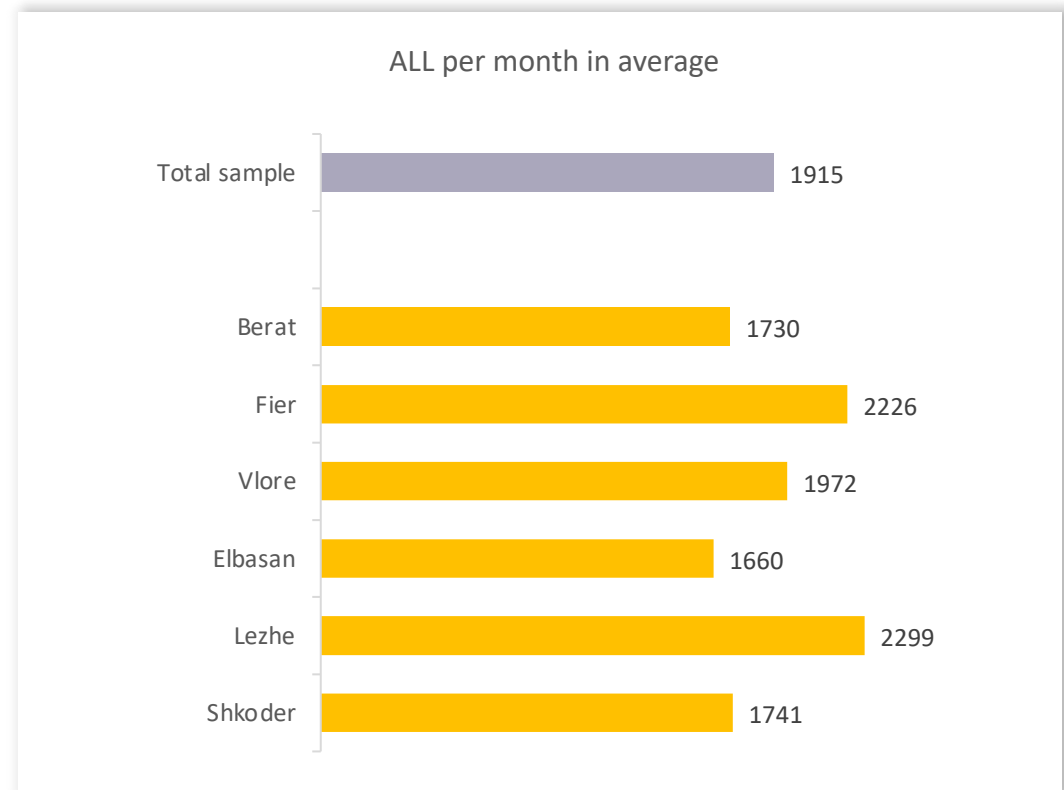
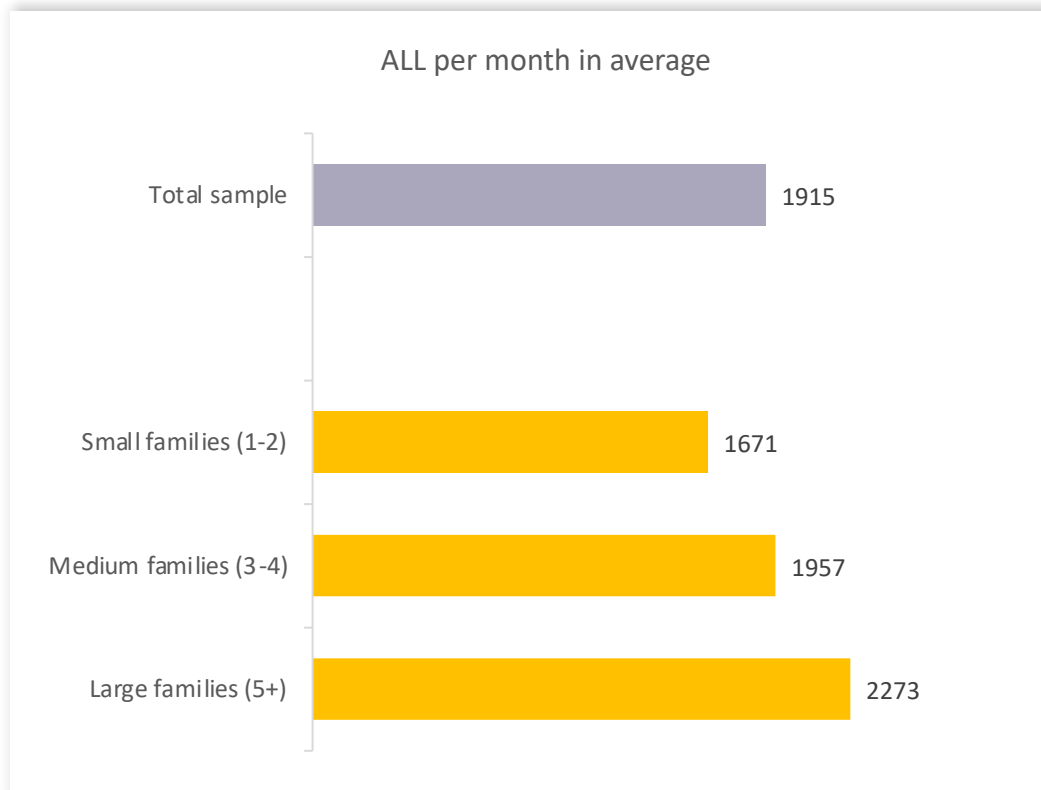
\*Total Sample n=800

\*All the data are expressed in percentages %

# Average price paid to UKR each month

26.How much do you pay to UKR each month on average? What is the average amount of the bill?

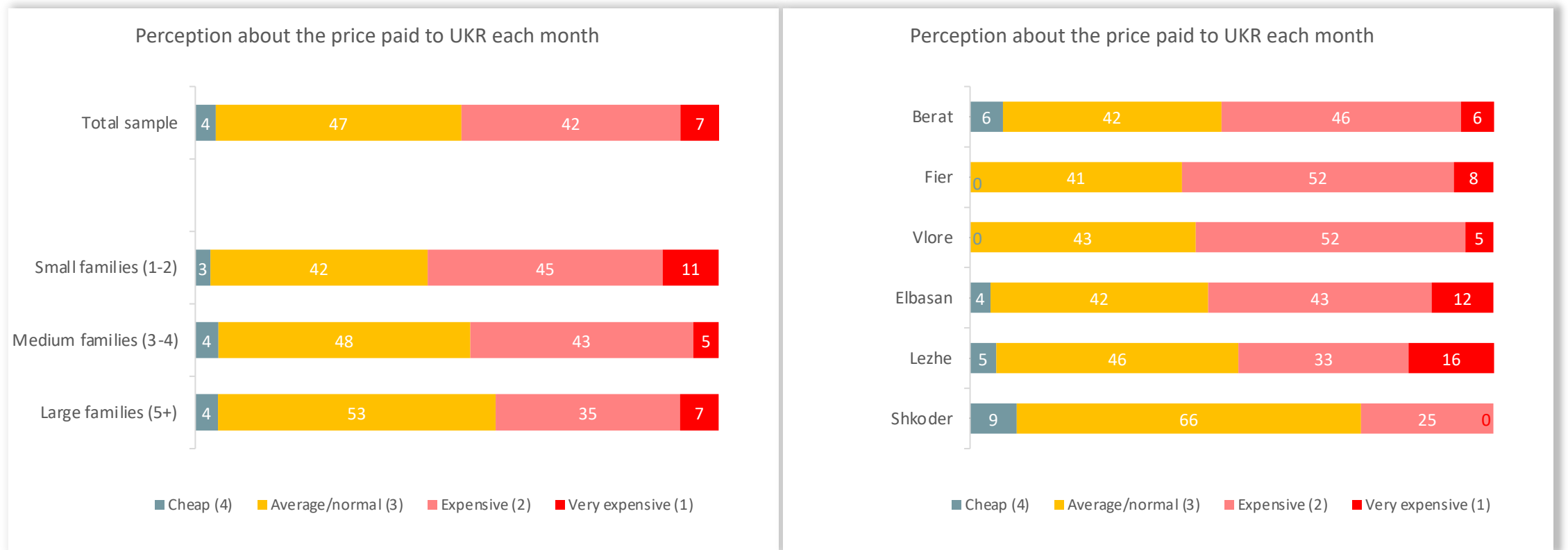
They pay 1915 ALL/month in average! The larger families, pay more 2273 ALL/month, while the smaller families pay less, 1671 ALL/Month. Residents of Elbasan and Berat pay slightly less, while the residents of Fier and Lezha pay slightly more than others.



# Perception about the price paid to UKR each month

27. What do you think about the price paid to UKR?

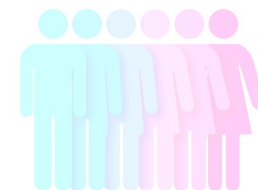
Only 4% of the respondents think that the price paid to UKR is cheap, while majority think that its expensive (49%), while 47% of them think that such price is normal.



Base: All respondents (800)

\*All the data mean percentages %

## 6. Respondents profile Demographics

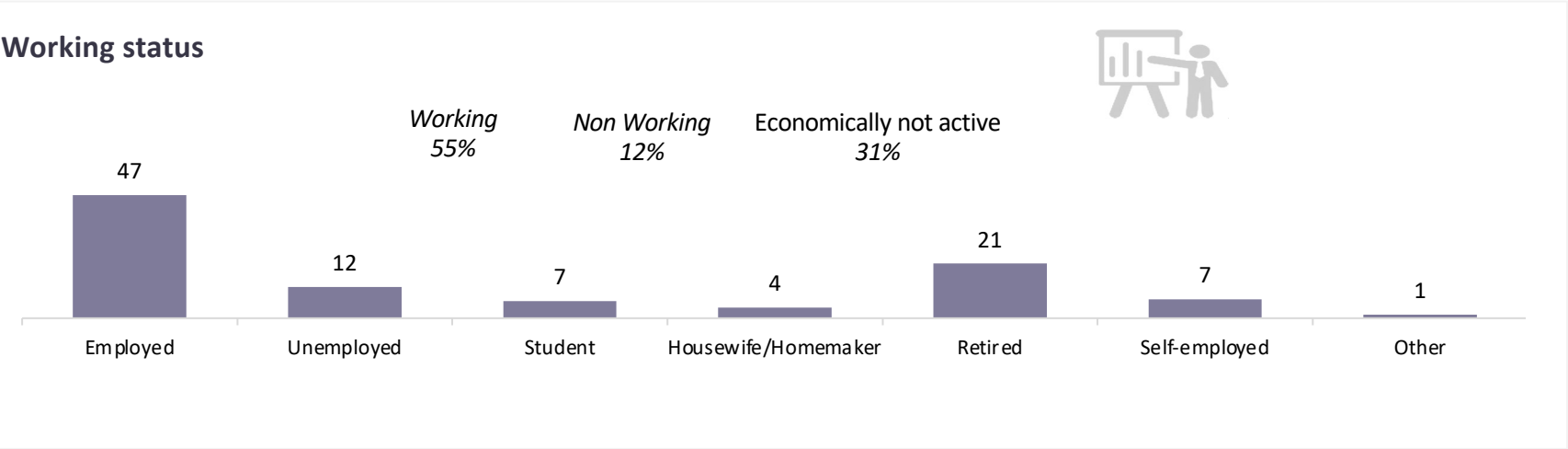
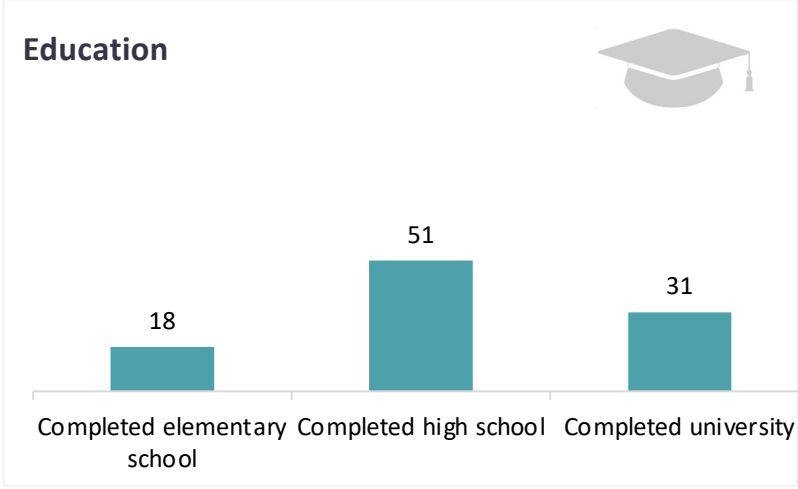
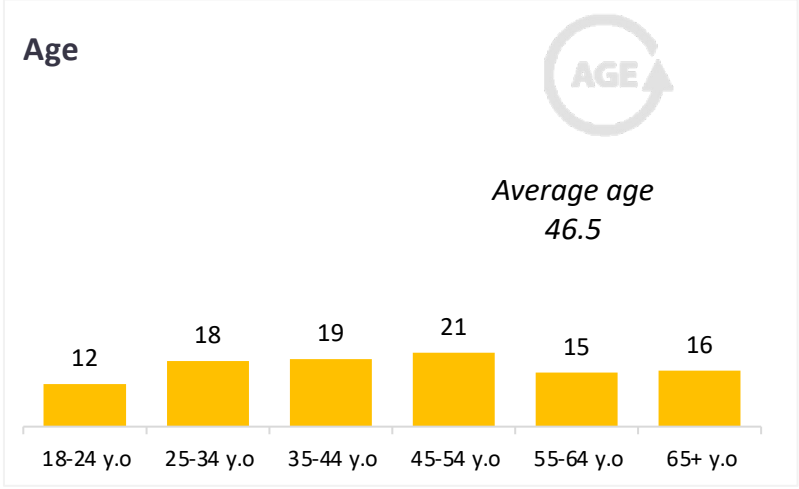
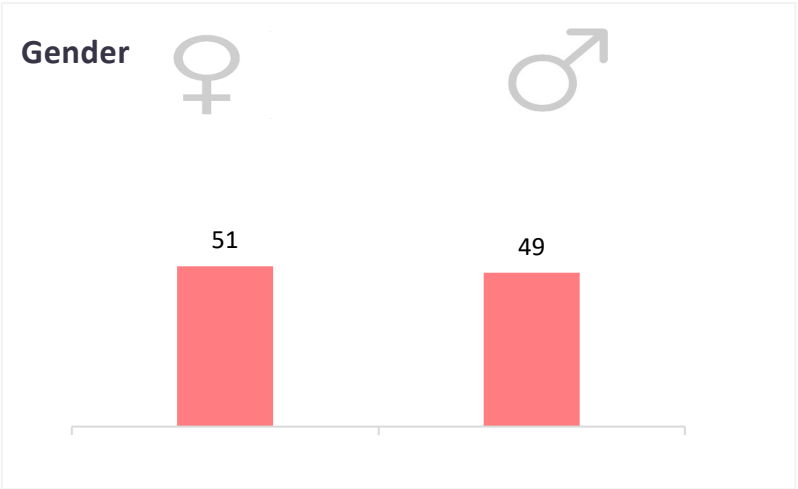


- The survey includes a balanced gender distribution, with **51%** male and **49%** female respondents.
- The average age of respondents is 46.5 years. The age groups are fairly evenly distributed, with **18%** aged 18-24, **19%** aged 25-34, **15%** aged 35-44, **16%** aged 45-54, **12%** aged 55-64, and **21%** aged 65 and above. This distribution allows for insights from both younger and older residents.
- A significant portion of respondents (**55%**) are employed, while 31% are economically inactive.
- The average family size among respondents is **3.4** members.

\*Total Sample n=800

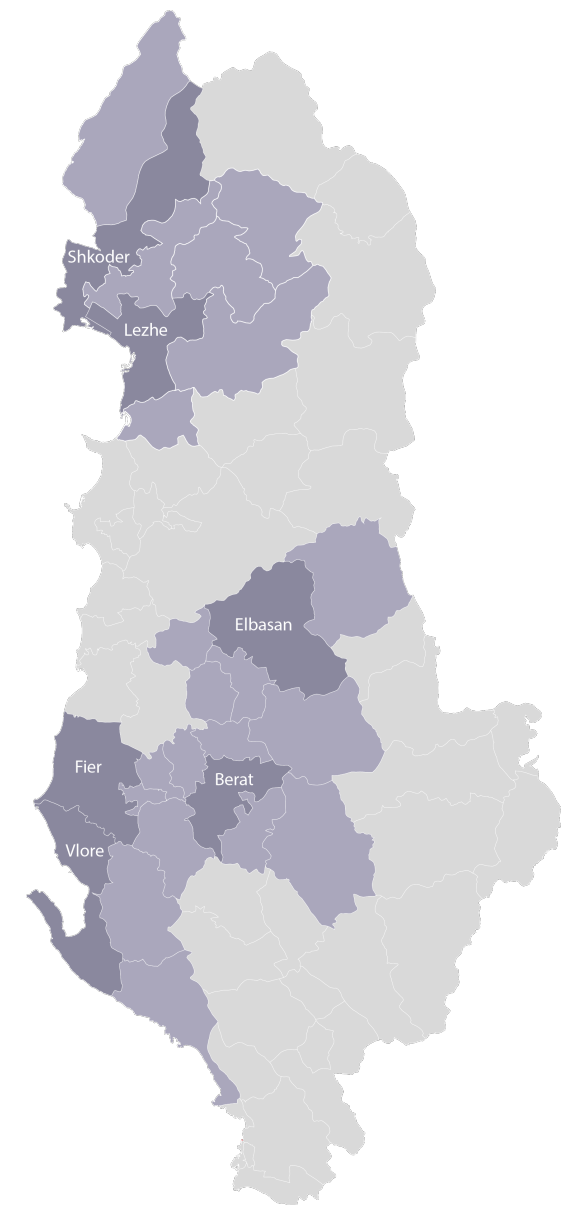
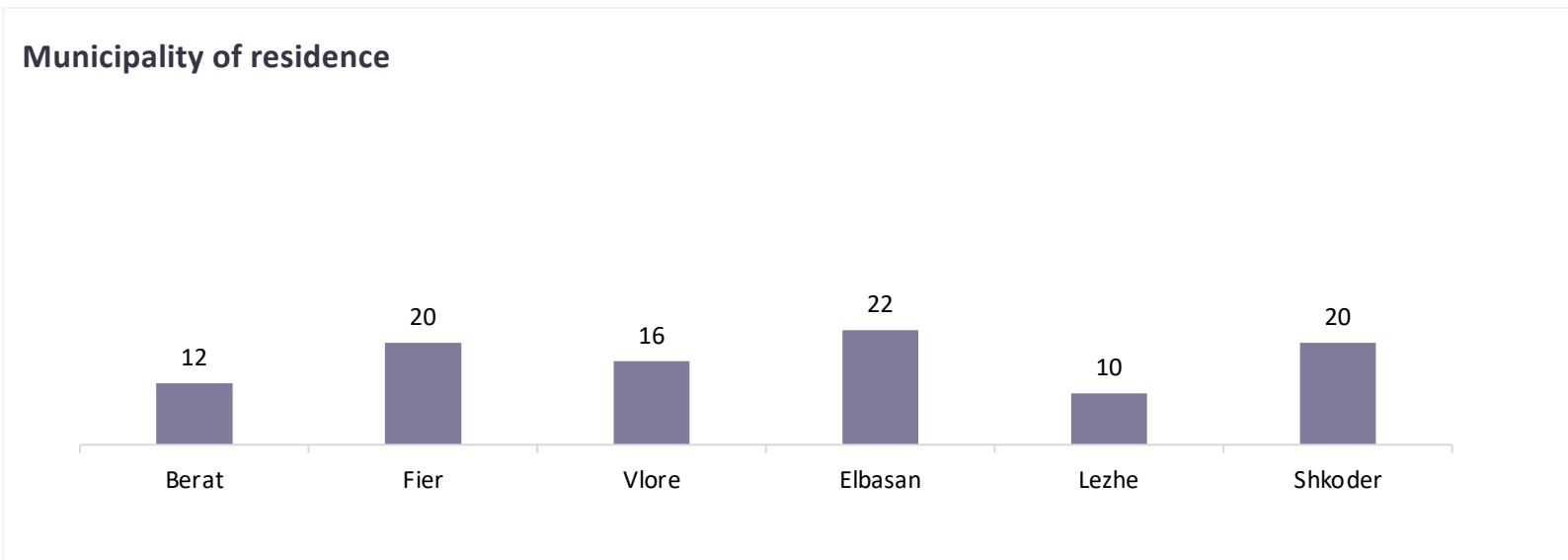
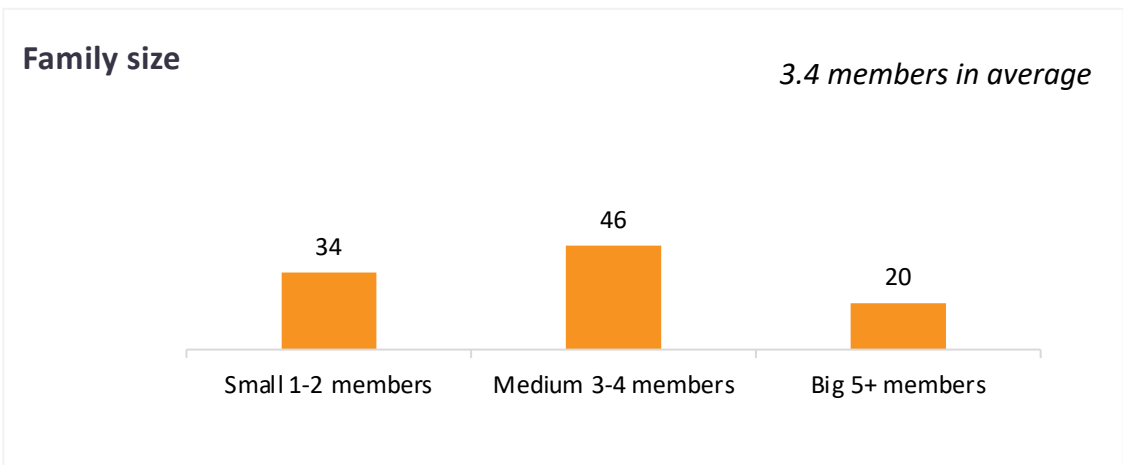
\*All the data are expressed in percentages %

# Respondents profile





# Respondents profile



## 7. Index of awareness of WPIP/MIP V Programme

\*Total Sample n=800

\*All the data are expressed in percentages %

*The Index of Awareness of the WPIP/MIP V Programme is relatively low overall, with an index score of 26.2*

- *The variation by municipality reaches from 21.7 in Berat and Vlora to 32.6 in Elbasan and 32.4 in Lezhe.*
- *However, nearly half of the respondents (48%) expressed a desire for more information about the WPIP/MIP V Programme.*

# Index of awareness of WPIP/MIP V Programme

The total sum of the averages of each area will create the index for the Awareness on the program.  
Such index includes all the stakeholders, the WPIP/MIP program, EU as an investor and the Municipality as implementer

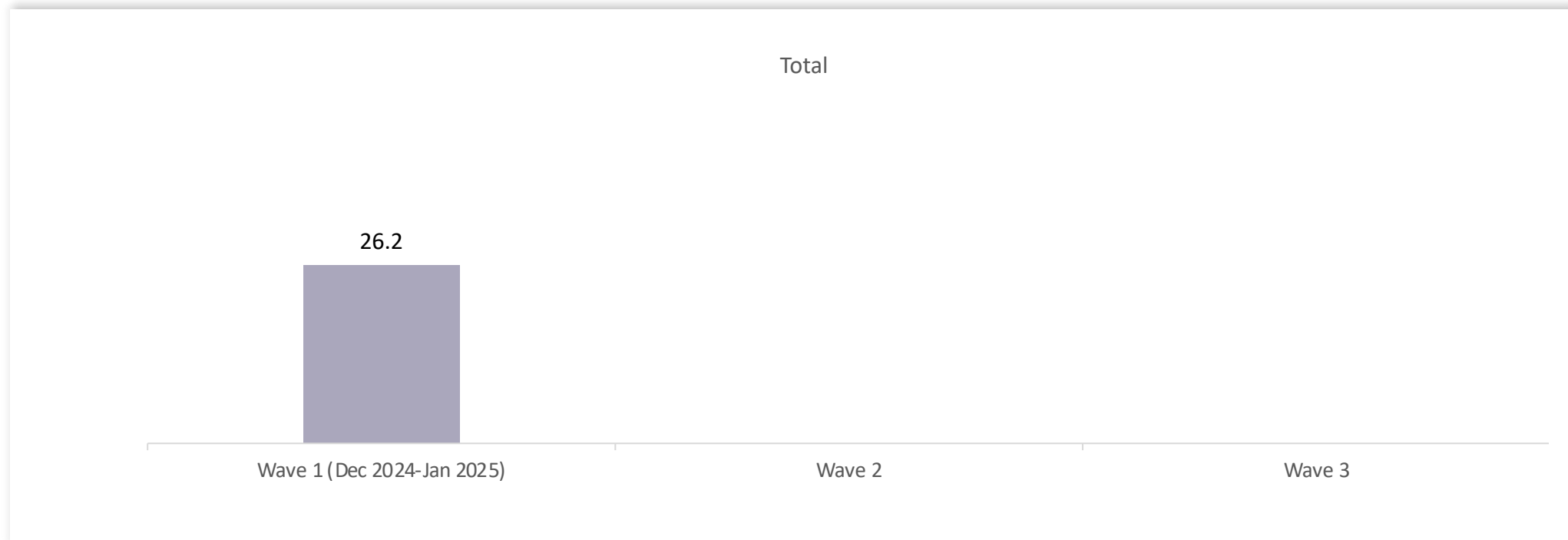
Questions to Calculate the Score	Weighting Factor- importance Given
<b><u>WPIP/MIP V investment program</u></b>	
12. Have you heard about the WPIP/MIP V investment program?	30%
15. Let us introduce in detail the WPIP/MIP V investment program for your municipality. For each of the following let us know if you heard about such investments.	30%
<b><u>Municipality services</u></b>	
1.How well do you know the water and wastewater services provided in your municipality?	5%
2.Do you know the main objectives of your municipality's water and wastewater services?	5%
4. Let's list some of the main services provided by your municipality as regards water and wastewater, and let me know if you are aware that the municipality provides such services:	5%
10. Are you aware of any recent improvements or changes to the water and wastewater services in your municipality?	5%
<b><u>EU Policy</u></b>	
19. Are you familiar with the EU water policy and its priorities?	10%
21. Do you know how the EU water policy might influence water management practices in your municipality?	10%
<b>TOTAL INDEX SCORE</b>	<b>100%</b>

Base: All respondents (800)

\*All the data mean percentages %

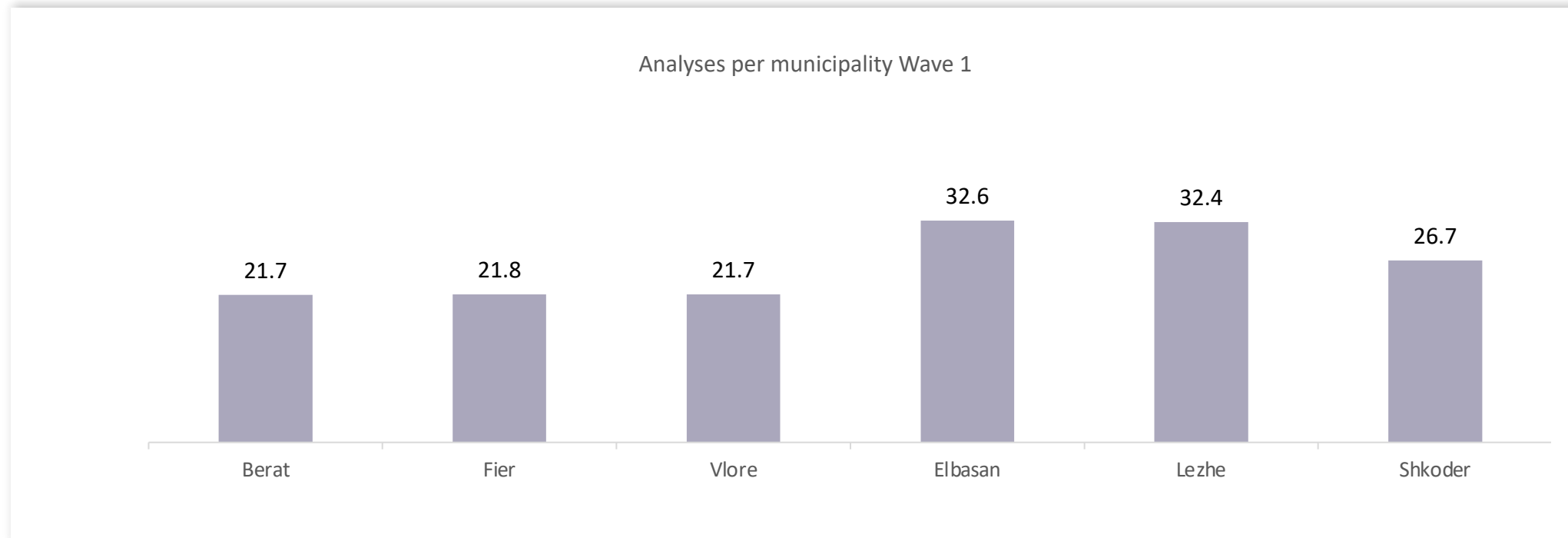
# Index of awareness of WPIP/MIP V Programme

Total tracking



# Index of awareness of WPIP/MIP V Programme

Analyses per municipality Wave 1



## 7.1 Index of perception towards WPIP/MIP V Programme

\*Total Sample n=800

\*All the data are expressed in percentages %

*The Index of Perception towards the programme is considerably high at 67.6*

- *This reflects a positive perception, with scores ranging from 72.7 in Fier to 63.9 in Shkodër.*
- *Trust in the program's implementation remains low, with only 25% confident it will be executed as planned.*
- *Overall, the survey highlights the need for increased communication and trust-building measures to improve residents' awareness and perception of the WPIP/MIP V Programme and its benefits.*

# Index of positive perception towards WPIP/MIP V Programme

The total sum of the averages of each area will create the index for the Perception/Satisfaction.  
Such index includes all the stakeholders, the WPIP/MIP program, EU as an investor and the Municipality as implementer

Questions to Calculate the Score	Weighting Factor- importance Given
<b><u>WPIP/MIP V investment program</u></b>	
14. How do you think the WPIP/MIP V investment program might impact your municipality?	15%
16. Now, after being introduced to the details and the specifics of the project let me ask again, how do you think the WPIP/MIP V investment program might impact your municipality?	25%
<b><u>Municipality services</u></b>	
9. How satisfied are you with the following main services provided by your municipality as regards water and wastewater? Please answer on a scale from 1-5 where 1 means totally dissatisfied, 3-Neutral and 5 Totally Satisfied	10%
5. How often do you encounter issues with water supply in your area?	10%
7. What about the wastewater services, how often do you encounter issues?	10%
10. Are you aware of any recent improvements or changes to the water and wastewater services in your municipality?	10%
<b><u>EU Policy</u></b>	
22. How important do you think EU water policy is for improving water and wastewater services in Albania?	20%
<b>TOTAL INDEX SCORE</b>	<b>100%</b>

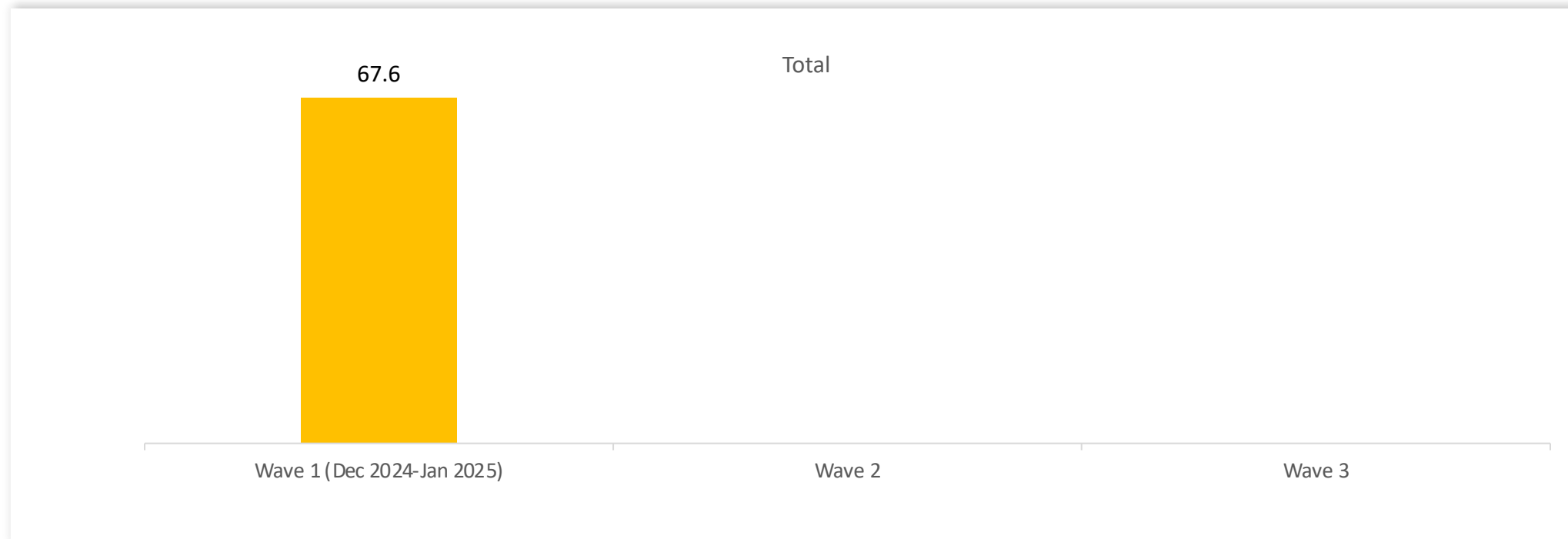
Base: All respondents (800)

\*All the data mean percentages %

# Index of positive perception towards WPIP/MIP V Programme

## Total tracking

---

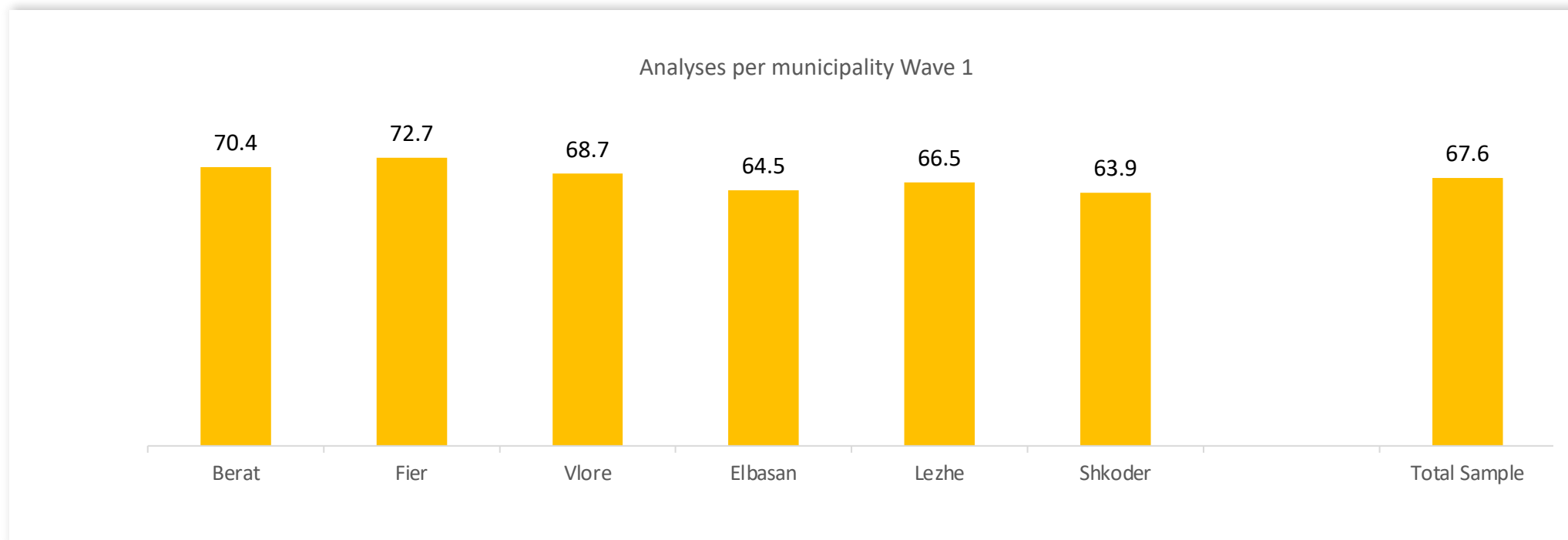




# Index of positive perception towards WPIP/MIP V Programme

## Analysis per municipality Wave 1

---



# Thank you for your trust!

**DATA**CENTRUM  
RESEARCH INSTITUTE

Independent private research agency

Str. "Ilo Mitkë Qafëzezi", Building No.11, Tirana 1060

T. +355 (0)44506363 / 42201100

Web. [www.datacentrum.al](http://www.datacentrum.al)

**ESOMAR**  
member



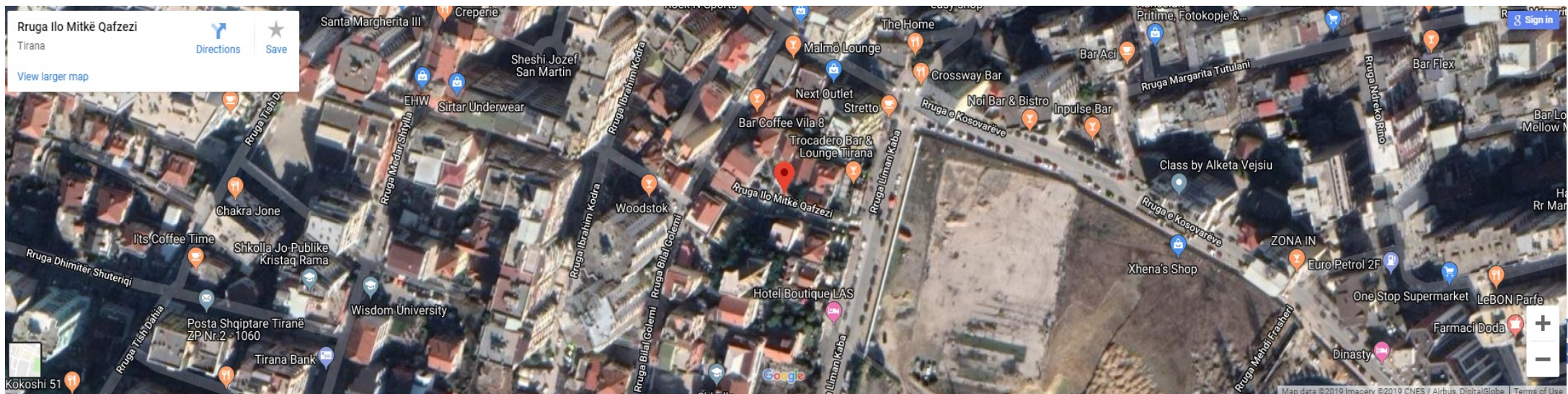
**Ms. Sonila Çela**

General Director

[s.cela@datacentrum.al](mailto:s.cela@datacentrum.al)

T. +355 (0)42201100

M. +355 (0) 67 200 0022



**DATA**CENTRUM  
RESEARCH INSTITUTE