Executive Opinion Survey 2019

The Global Competitiveness Report

Brief for respondents

About the Partner Institutes and the Global Competitiveness Report

Executive Opinion Survey Sampling Guidelines

Descriptive statistics of the Executive Opinion Survey 2018

About the Global Competitiveness Index
Objective

Top business executives contributing to the economy of the country in which they work are invited to take part in the World Economic Forum’s Executive Opinion Survey 2019.

The objective is to gather the opinions of top business executives on a broad range of critical aspects of competitiveness for which hard data are scarce or non-existent.

EOS results measure the situation in your country in international comparison.

About the Executive Opinion Survey

The Executive Opinion Survey contributes significantly to the World Economic Forum activities on competitiveness.

It provides a large proportion of the underlying data in The Global Competitiveness Report (GCR) and other regional and industry benchmarking reports published by the Forum.

The EOS is the longest-running and most extensive survey of business conditions worldwide capturing issues that are highly relevant to national competitiveness. Among others, these include: the state of an economy’s institutions, business environment, macroeconomic environment, technological advancement, human resources, health, education and infrastructure.
About the Partner Institutes

To conduct the EOS in 140 economies, the Centre for the New Economy and Society collaborates with highly recognized organizations such as research institutes, universities, business associations and other expert networks. The Partner Institutes also act as ambassadors of The Global Competitiveness Report in their country.

Partner Institutes administer the EOS at national level. They follow sampling guidelines for a representative and comparable sampling of business executives worldwide.

The sampling guidelines ensure country representation of various sectors of economic activity as well as include small and large companies in the sampling.

As an important private-sector player in your country, you have been invited to complete the EOS 2019.

About the Global Competitiveness Report

For more than three decades, The Global Competitiveness Report series of the World Economic Forum has been providing the world’s most respected assessment of national competitiveness.

Competitiveness is defined as the set of institutions, policies and factors that determine a country’s level of productivity. The level of productivity, in turn, sets the level of prosperity that can be reached by an economy.

Have a look at the GCR 2018 results on the our website.
Executive Opinion Survey Sampling Guidelines

Leading business executives are selected to complete the EOS based on detailed sampling guidelines that aims to reflect:

- The sector activity structure of the economy (based on the GDP sector value – World Bank)
- The size of companies: SME and large companies are represented
- Domestic and international companies
- A fair regional distribution coverage

Figure 2: Sample frame requirements
Descriptive Statistics of the Executive Opinion Survey 2018

The Survey captures invaluable information on a broad range of economic and social factors, for which data sources are non-existent, too scarce, unreliable, or outdated. In 2018, the Survey captured the opinions of over 16,000 business executives.

For more details, see the Executive Opinion Survey Appendix.

Figure 1: Descriptive statistics of the Executive Opinion Survey 2018

About the Global Competitiveness Index

Competitiveness is defined as the set of institutions, policies and factors that determine a country’s level of productivity. The level of productivity, in turn, sets the level of prosperity that can be reached by an economy.

The World Economic Forum bases its competitiveness analyses on the Global Competitiveness Index (GCI 4.0), a comprehensive framework that measures the microeconomic and macroeconomic foundations of national competitiveness, grouped into 12 categories.

To produce The Global Competitiveness Report, as well as other regional and industry benchmarking reports, the World Economic Forum relies on a large set of data sourced from international organizations such as the World Bank, the United Nations and the International Monetary Fund, and from its own annual Executive Opinion Survey.