

Survey facts



Captures the views of
business executives
worldwide



140+
Economies
represented

15,000+
Responses collected

Key component of
widely visible global
reports such as the
Global
Competitiveness
Report



The Executive Opinion Survey 2020

Overview

The World Economic Forum's Executive Opinion Survey is one of the longest running and most extensive surveys of its kind, providing a yearly assessment of critical aspects of socio-economic development by business executives. The survey targets business leaders who are well positioned to assess the environment in which they operate. The data collected through the survey provides invaluable insights into key determinants of economic prosperity and human progress, such as governance, entrepreneurship, the quality of infrastructure, the availability and use of technology, and the severity of the skills gap. The survey captures information that countable metrics cannot track on a global scale and complements statistical efforts.

For 40 years, the Executive Opinion Survey has been a key ingredient of the *Global Competitiveness Report* series and other benchmarking reports. It also provides insights for the Forum's *Platform for Shaping the Future of the New Economy and Society* initiatives. Many international and non-governmental organizations, think tanks and academic institutions use the results extensively for empirical and policy work.

As you are a key stakeholder, the World Economic Forum invites you to participate in the Executive Opinion Survey 2020. By doing so, you contribute to identifying, assessing and prioritizing the socio-economic issues in your economy.



How to complete the Executive Opinion Survey

The survey comprises 80 questions and is disseminated with the support of the Forum's Partner Institutes. The survey asks respondents to assess the situation in the country in which they work against international standards.

For each question, the respondent should consider how well the country performs in an international comparison, on a scale of 1 to 7, where 1 means that the country's performance on that specific factor is among the worst in the world and 7 means it is among the best in the world.

About the World Economic Forum's Community of Partner Institutes

To conduct the survey in each of 140 economies, the World Economic Forum collaborates with highly recognized organizations such as research institutes, universities, business associations and other expert networks. Partner Institutes administer the survey at the national level. They follow guidelines for a representative and comparable sampling of business executives worldwide and act as *Global Competitiveness Report* ambassadors in their country.

See the full list of Partner Institutes [here](#).

The Forum's local Partner Institute has selected you to share your opinion on behalf of the business community in your country.

About the Global Competitiveness Report

For more than four decades, the World Economic Forum's *Global Competitiveness Report* series has provided the world's most respected assessment of national competitiveness, which is defined as the set of institutions, policies and factors that determine a country's level of prosperity.

Through the Global Competitiveness Index (GCI 4.0) included in the report, the Forum provides a comprehensive measure of the drivers of national prosperity. The Forum groups these drivers into 12 categories and measures them through a mix of the Executive Opinion Survey and statistical data obtained from other international organizations (such as the World Bank and the International Monetary Fund).

Following the same approach, over time, the Forum has expanded its portfolio of benchmarking activities beyond the Global Competitiveness Index. It currently includes the Social Mobility Index, the Global Gender Gap Index and the Travel and Tourism Competitiveness Index. The Executive Opinion Survey informs all these measures.



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IMPROVING THE STATE
OF THE WORLD

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