

## Global Investment Competitiveness Survey

### Overview

The *Global Investment Competitiveness Survey* (GIC Survey) – whose aggregate results were first reported in the [Global Investment Competitiveness Report 2017-2018](#) – offers practical evidence to help policy makers design policies and prioritize reforms that investors value. It captures perceptions of international business executives on the role of investment climate factors in their FDI decisions.

### Methodology

The World Bank Group commissioned Kantar Public, a global survey firm, to conduct 30-minute computer-assisted telephone interviews with 754 business executives involved with the operations of their MNC in developing countries. The sample frame consisted of nearly 8,000 eligible companies in the commercially available Dunn and Bradstreet database. The 754 respondents were investors with existing affiliates in at least one developing country. The interviews consisted of a screener phase, to ensure the eligibility of respondents. Respondents were a combination of executives at the global headquarters and executives at a foreign affiliate.

The interviews were conducted in 13 languages: Arabic, Bahasa Indonesia, Chinese, English, French, German, Italian, Japanese, Korean, Portuguese, Russian, Spanish, and Turkish. The interviews were conducted between February and June 2017.

The survey was designed to provide a broad understanding of corporate perspectives and investor behavior and was not intended as a benchmarking tool to compare countries. Results are not representative at a country level.

### Available for Research Purposes

The survey dataset is available for research purposes. This data package includes (1) the survey questionnaire, (2) a list of variables and descriptions, and (3) raw data.

The Global Investment Competitiveness Report 2017/2018 can be downloaded at <http://www.worldbank.org/en/topic/competitiveness/publication/global-investment-competitiveness-report>.

We welcome any feedback you may have on the data. Please properly cite the source of the data whenever it is used and please let us know when you do so.

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