

ITC Market Analysis Tools (MAT) Survey results

Geneva, November 2012



Objective of the ITC Market Analysis Tools survey

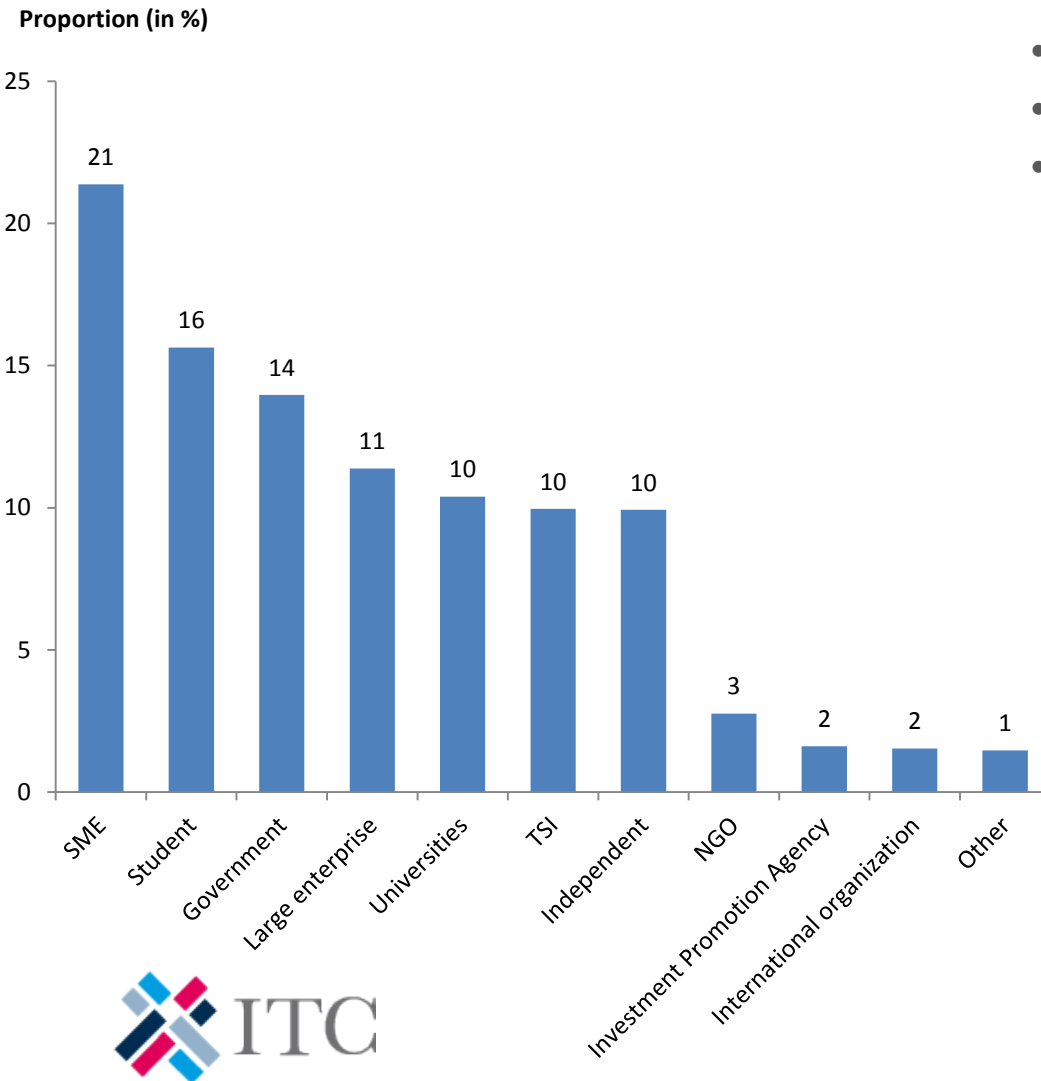
- To monitor relevance, utilisation and performance of market analysis tools: Trade Map, Market Access Map, Investment Map and Standards Map
- To provide insights on the impact of ITC market analysis tools
- To obtain feedback for future improvements of the tools

The survey in figures

Questionnaires sent to users who have **visited** one or more tools at least **once** during the **last two years**.

- **83 213** emails sent (in 3 languages)
 - 2 reminders
 - + 1 popup upon logging into a tool
- The survey was available online for 3 weeks between October 16th and November 8th. It consisted of a total of 21 questions.
- **4 512** usable answers (i.e. answer rate = 5.4%)

Users activities



MAT users are mainly:

- Enterprises (33%)
- Universities and students (26%)
- Governments (14%)
- Trade Support Institutions (TSI) (10%)

Significant but **weak** link between the activity and the location:

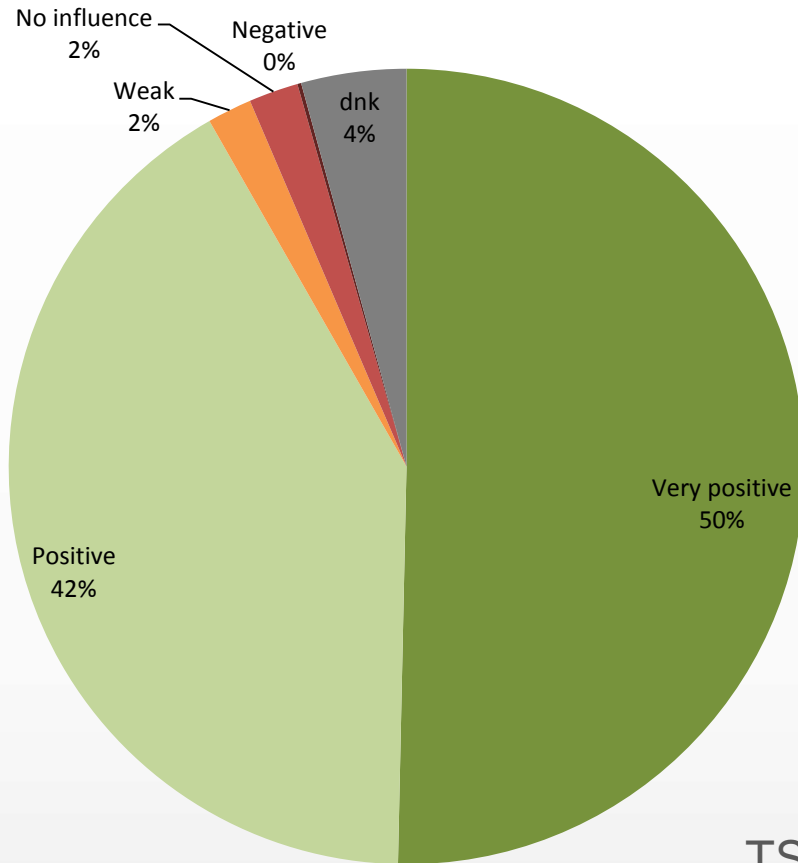
- Latin America: universities and students (12-22%)
- Africa:
 - governments (28%)
 - Trade Support Institutions (14%)

The Market Analysis Tools: an overview

Rating the influence of MAT*...

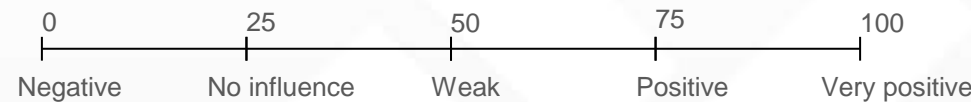
... “on the service you deliver”

* question not asked to enterprises or students



For 92% of the users, the tools have a positive or very positive influence.

With the following scale:



The average score = **86 / 100**

(+2 points since 2010 survey)

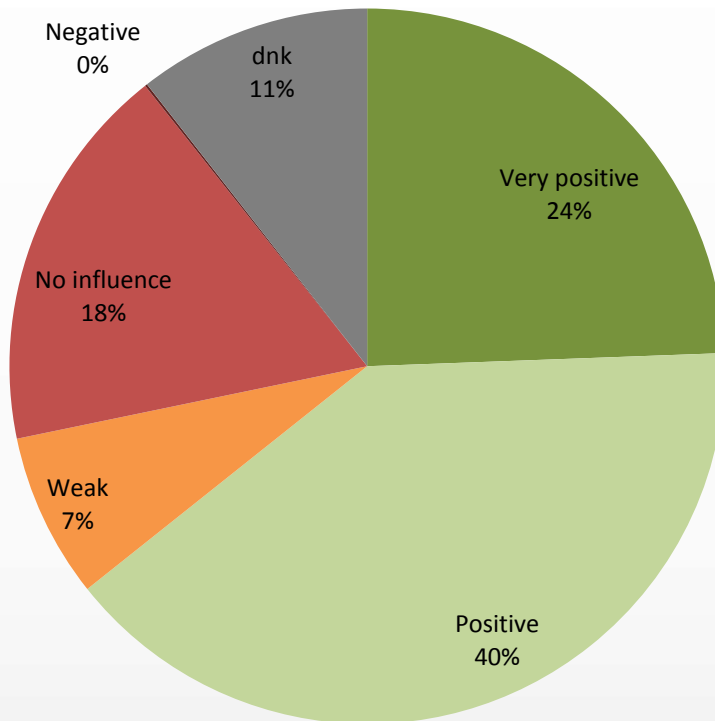
TSI and governments are more satisfied than individuals and international organizations.

Enterprises rating the influence of MAT*...

... “on your import or export activity”

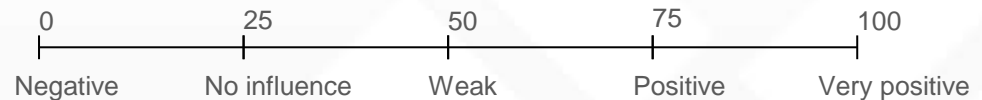
* Question asked to enterprises only

62% of the companies declare exporting or importing...



... for 64% of them Market Analysis Tools have a positive or very positive influence.

With the following scale:



The average score = **69 / 100**

(-4 points since 2010 survey)

The size of the company has no significant influence on this rating.

Tools and companies' turnover

“What is the size (in US\$) of your import/export turnover in the last 12 months for which the ITC Market Analysis Tools have helped you to make your decision?”

Question asked to companies who declared:

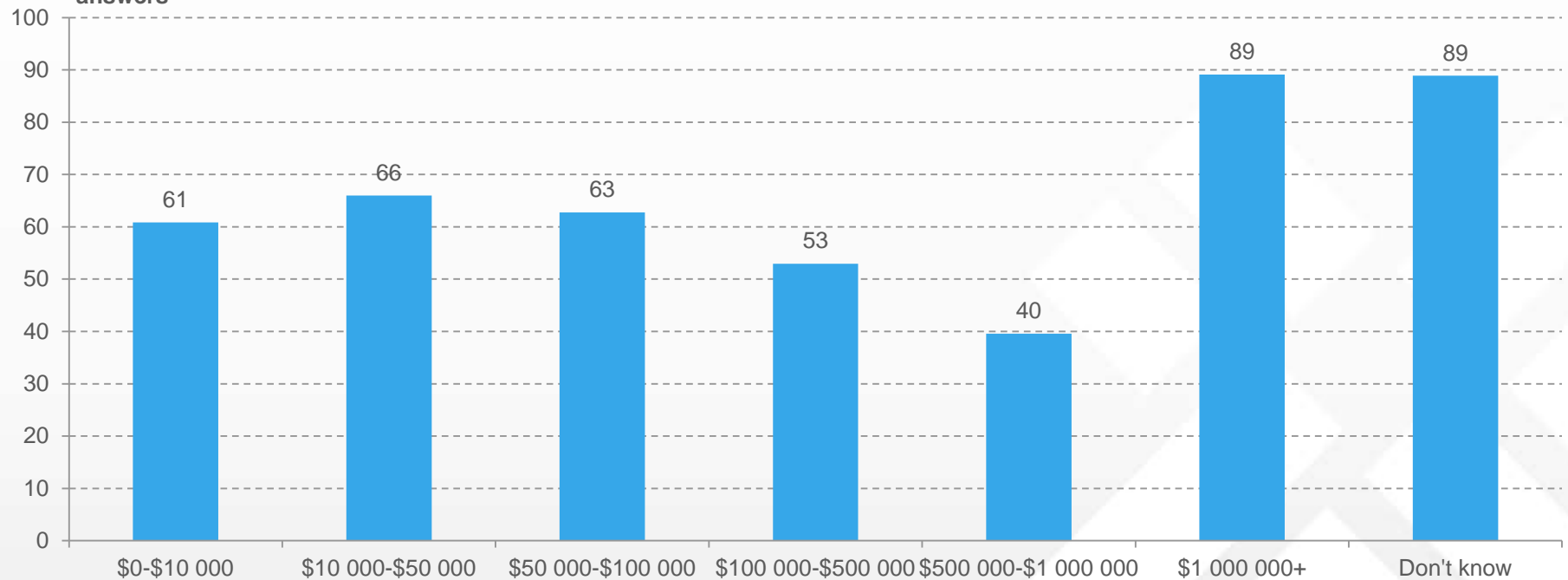
- ✓ **exporting** and/or **importing**,
- ✓ found **positive** or **very positive influence** of the tools on their import/export activity.

- 1496 enterprises in the sample
- 486 were asked the question
- 454 answers

Tools and companies' turnover

“What is the size (in US\$) of your import/export turnover in the last 12 months for which the ITC Market Analysis Tools have helped you to make your decision?”

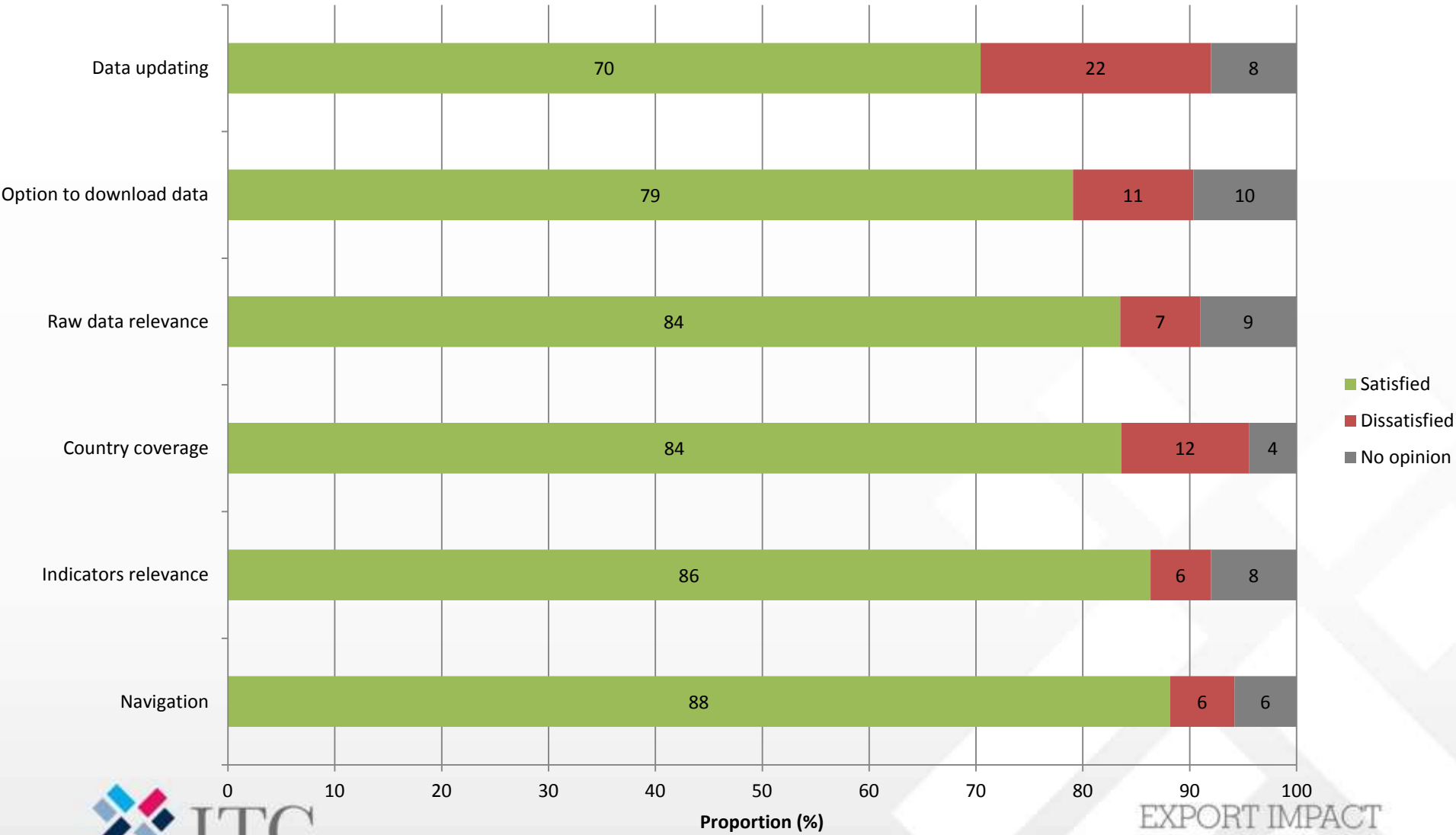
Weighted number of answers



The Market Analysis Tools:

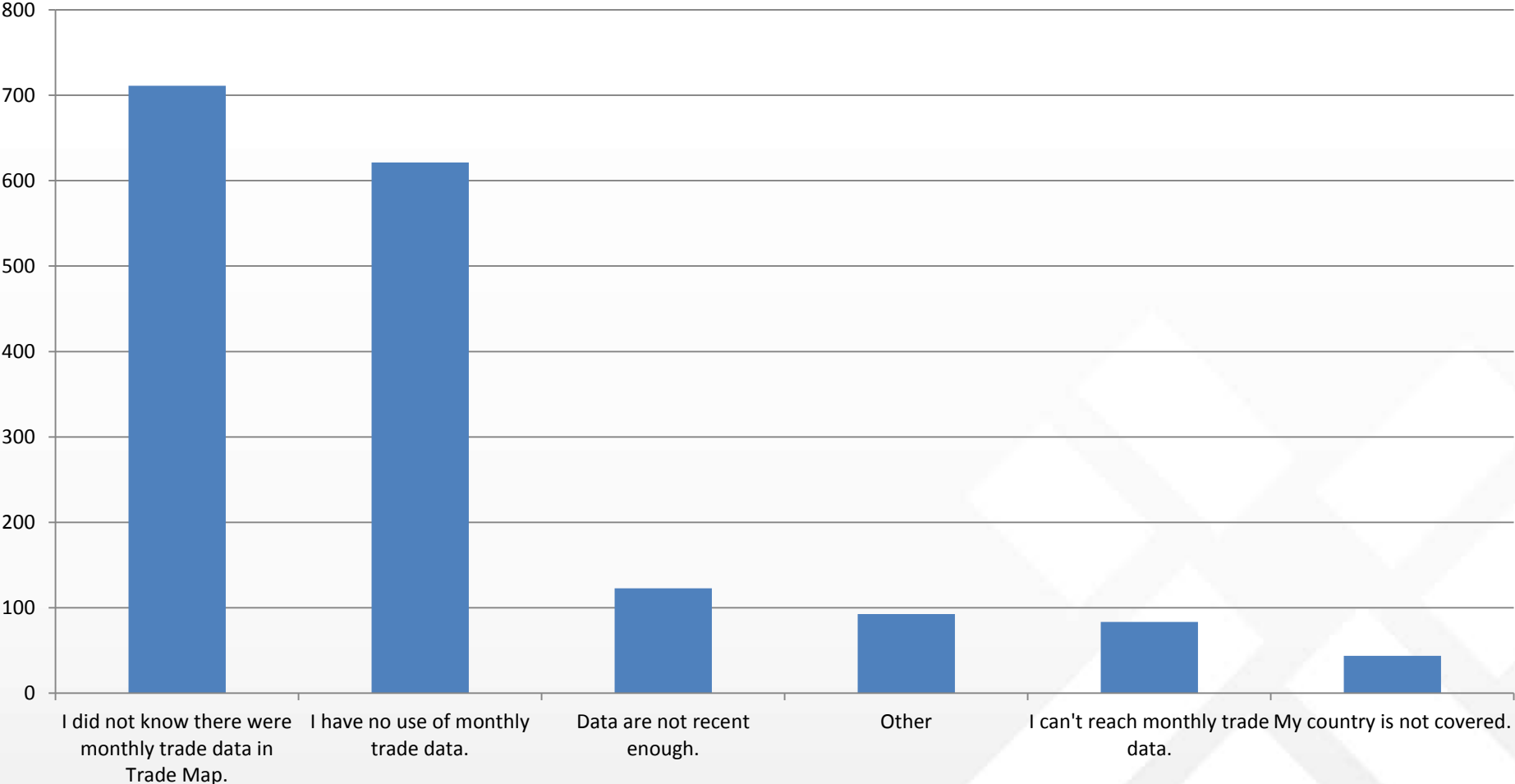
Tool-by-tool analysis

What is your experience with the monthly trade data in Trade Map?

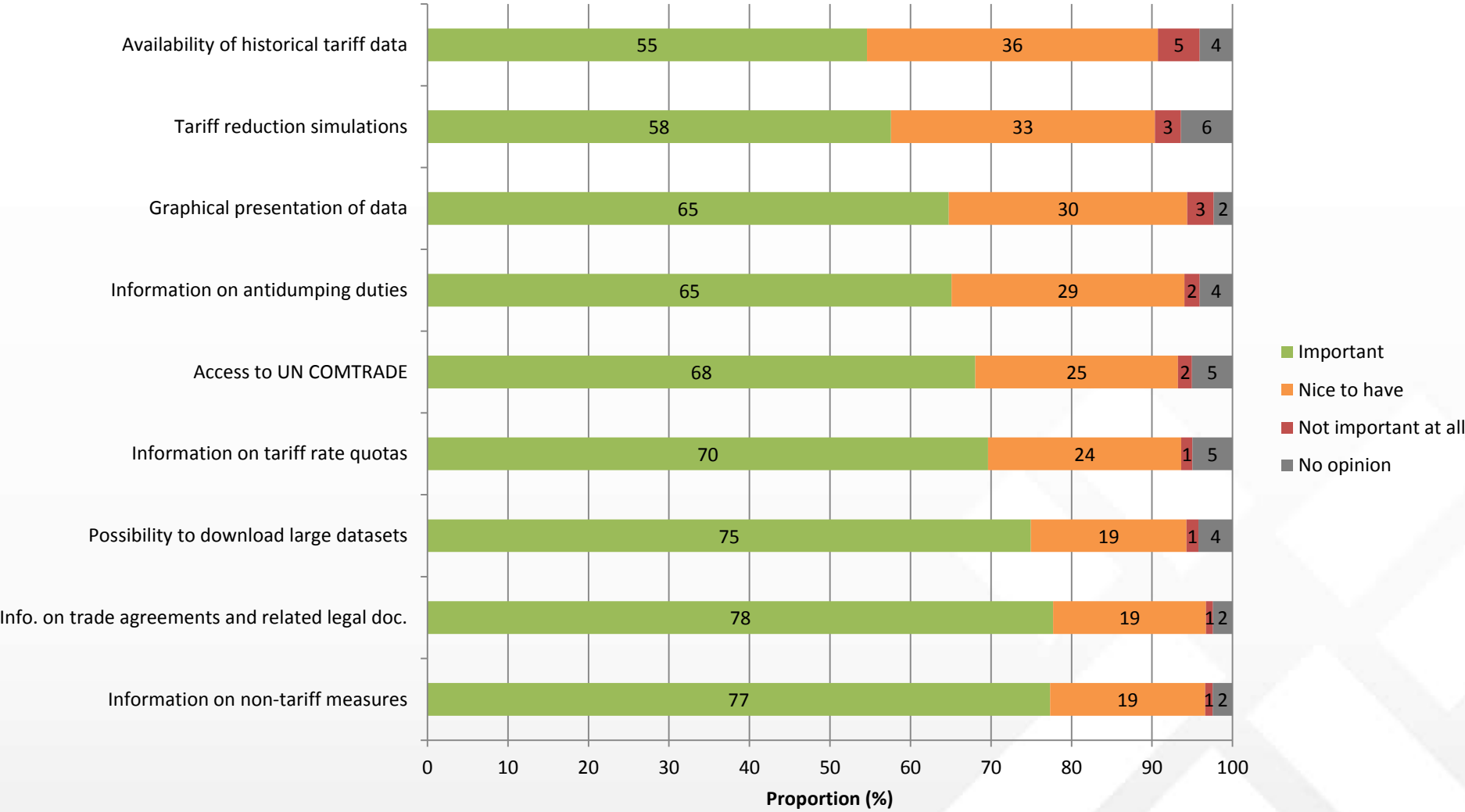


Why do you not use the monthly trade data in Trade Map?

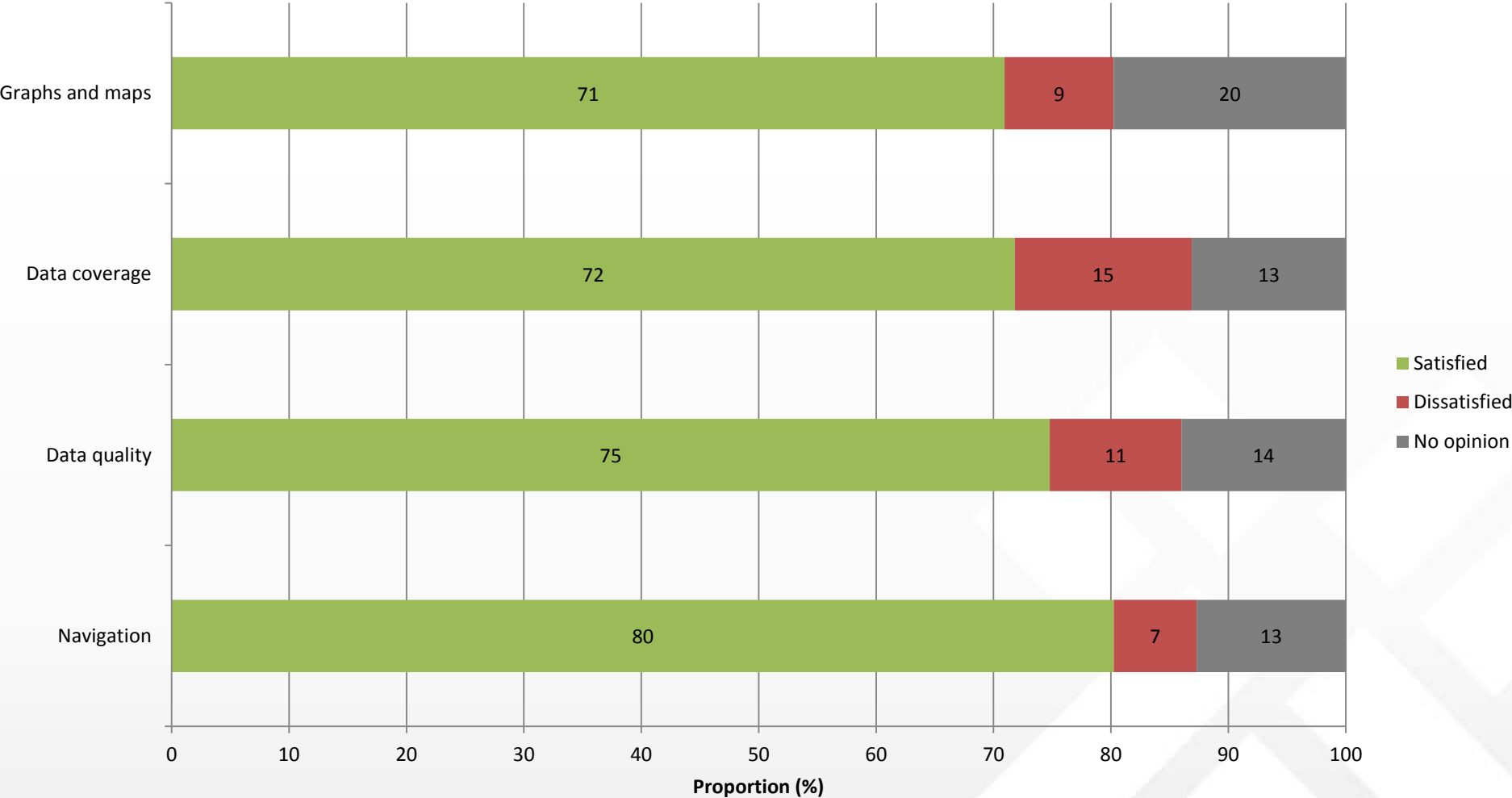
Weighted number of answers



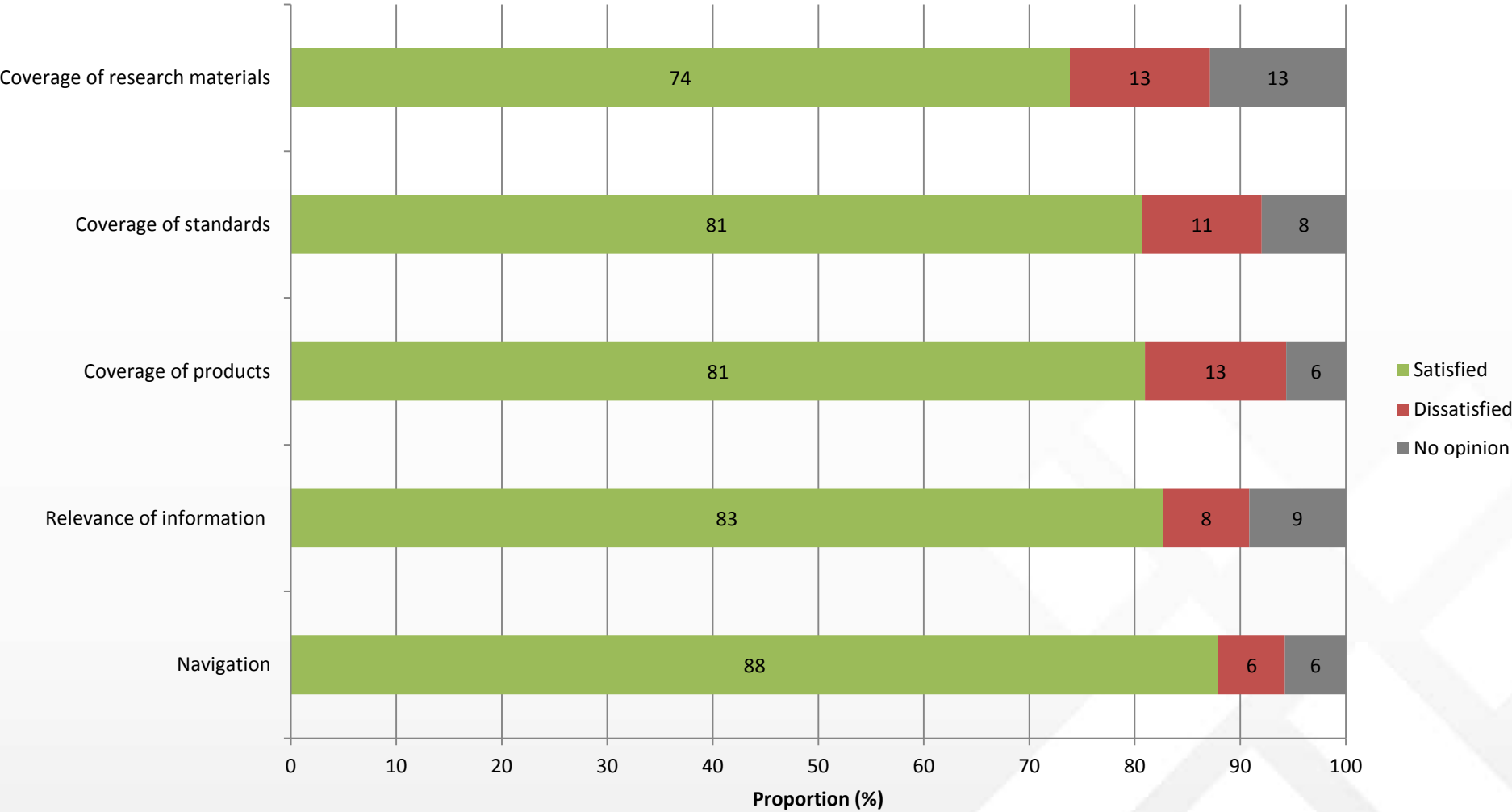
In Market Access Map, how would you rate the importance of the following features?



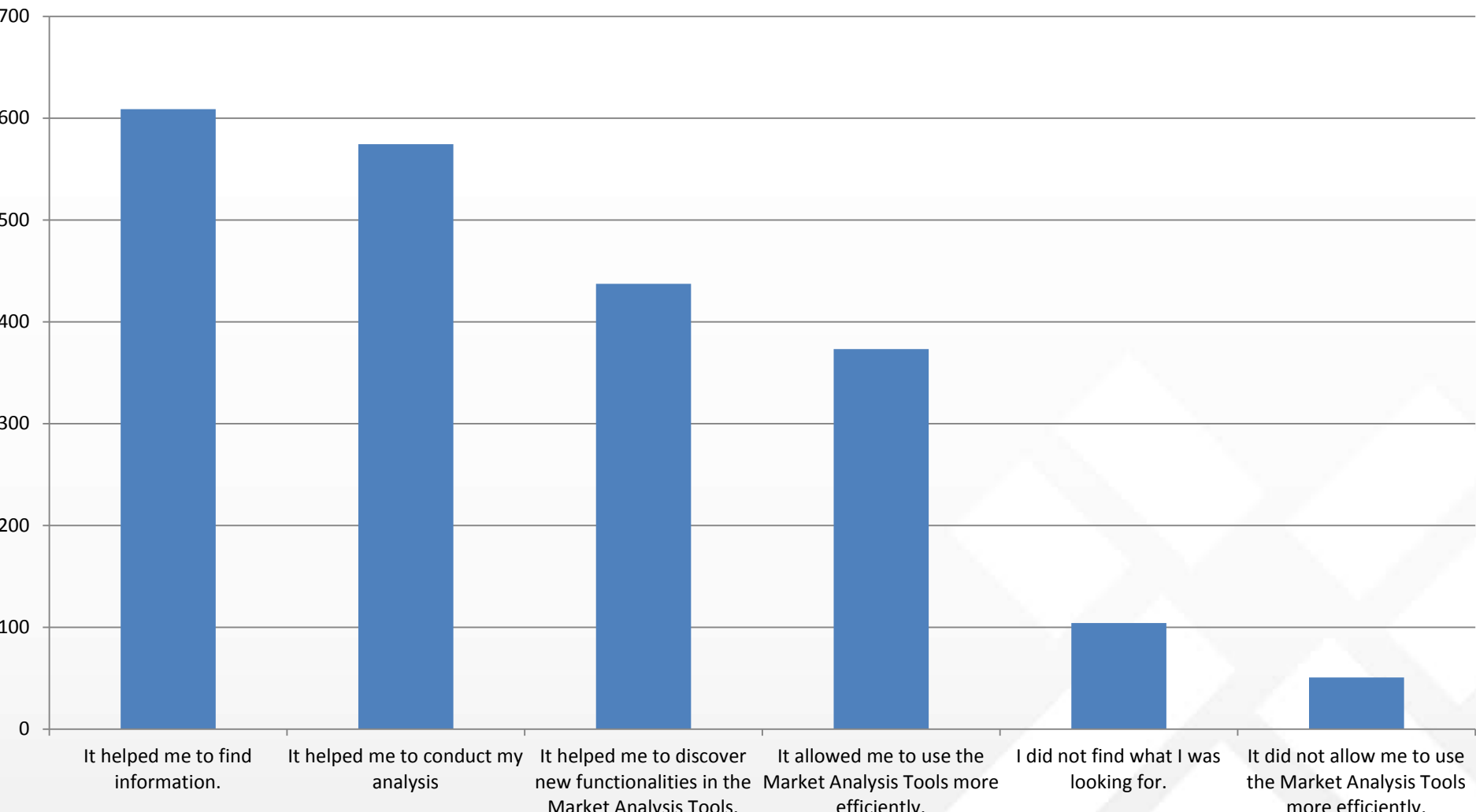
What is your experience with Investment Map?



What is your experience with the functionality to identify standards?



What did you get from your usage of the free training videos of the Market Analysis Tools?



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The Newsletter

People who read the newsletter find it informative (95%) and 79% of people who have not read the newsletter have declared not receiving it

How informative did you find this newsletter?

