



International
Trade
Centre

EXPORT IMPACT
FOR GOOD

ITC Market Analysis Tools Survey results

Geneva, December 2013



Objective of the ITC Market Analysis Tools survey

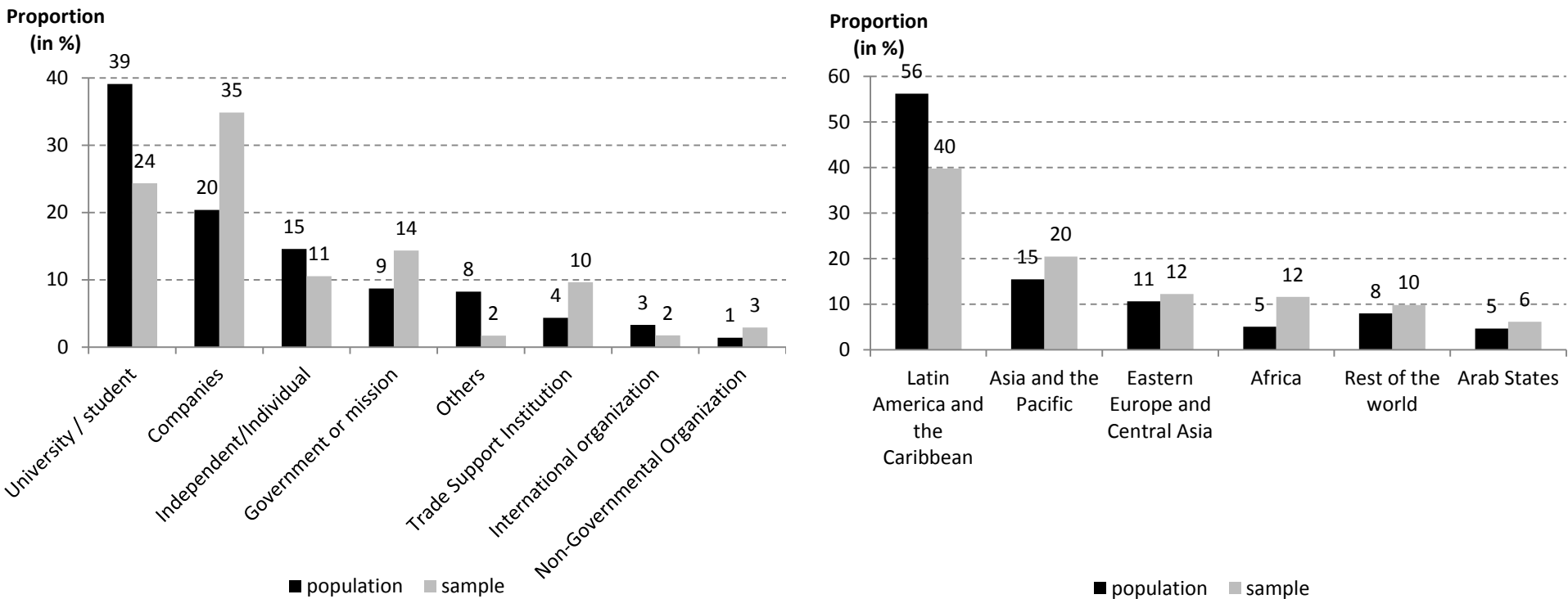
- To monitor relevance, utilisation and performance of market analysis tools: Trade Map, Market Access Map, Investment Map and Standards Map
- To provide insights on the impact of ITC market analysis tools
- To obtain feedback for future improvements of the tools

The survey in figures

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

- **93 088** emails sent (in 3 languages)
 - + 2 reminders
- The survey was available online for 3 weeks between October 28th and November 18th. It consisted of a total of 21 questions (+19 questions added by CE).
- **4 661** usable answers (i.e. answer rate \approx 5%)

Users activities and location



The sample has a similar structure as last year.

Corrections have been applied to match the population structure in terms of:

- geographical location
- activity



The Market Analysis Tools: influence and outcomes

Rating the influence of MAT*...

... “on the service you deliver”

* question not asked to enterprises or students

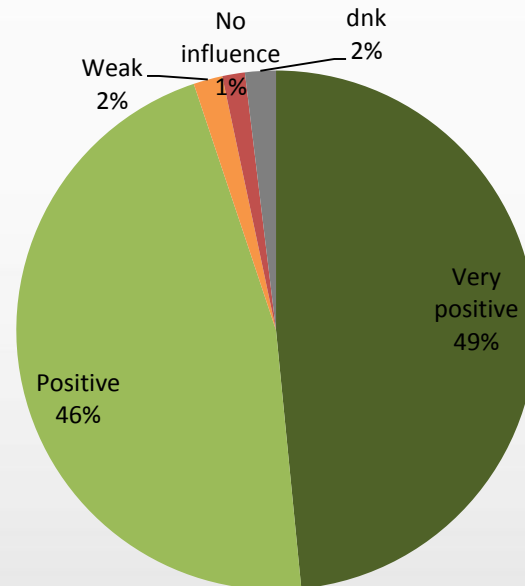


Results:

Average score = **86 / 100**

(similar to 2012 survey results)

95% confidence interval \approx [85.62 ; 86.71]

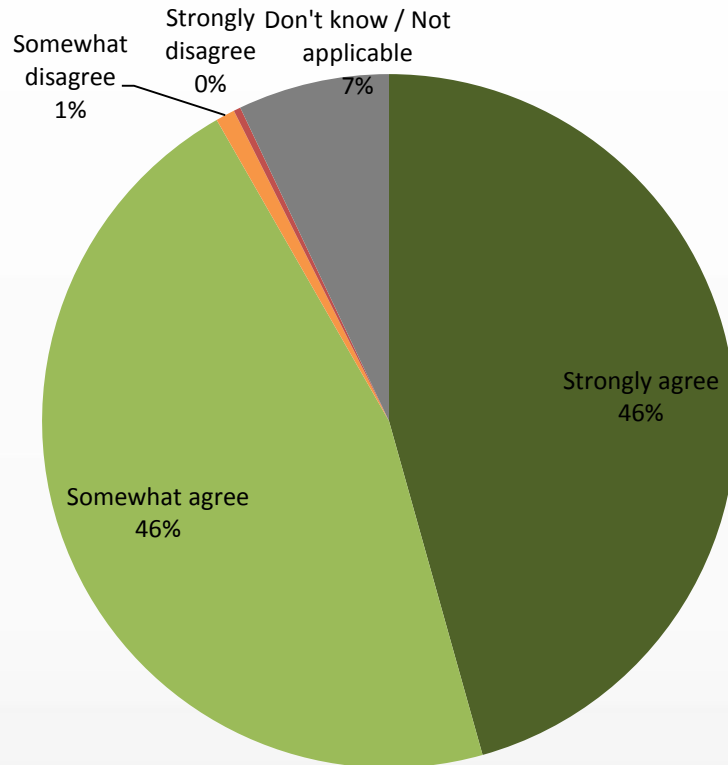


Positive or very positive
= 95% of the answers

2012-2013 evolution:
92% \rightarrow 95%

Tools help policy makers...

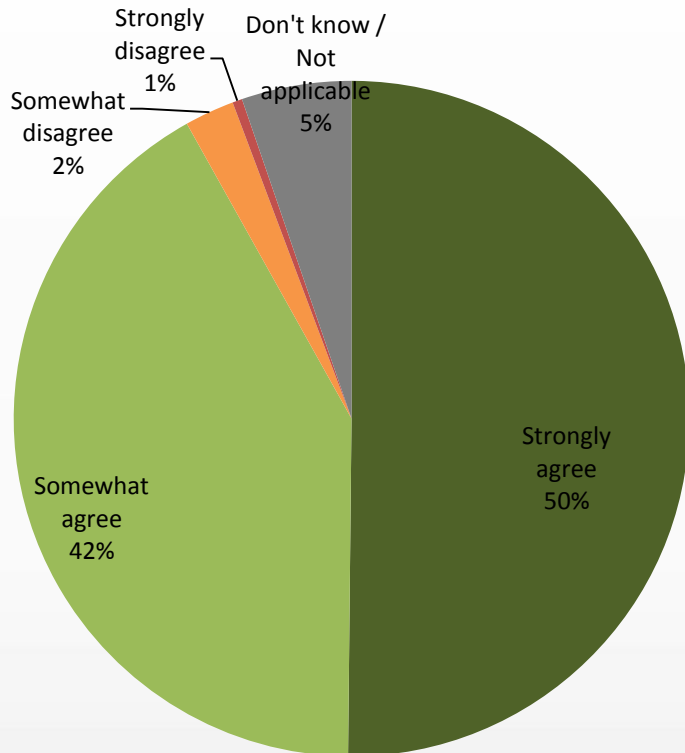
"... to make better-informed trade policy decisions."



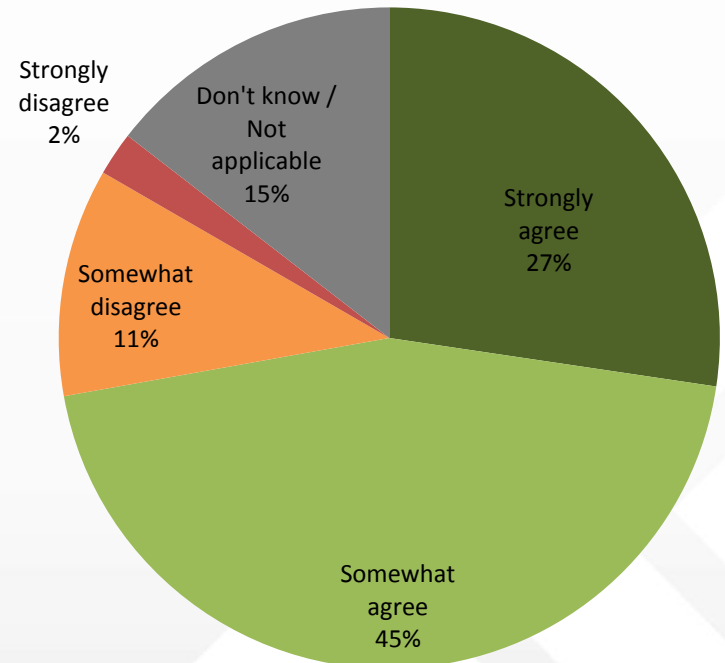
Positive or very positive
= 92% of the answers

Tools help companies...

"... to better understand international trade in general."



"... to realize additional exports"
(for companies declaring exporting in the last 12 months)



Enterprises rating the influence of MAT*...

... “on your import or export activity”

* Question asked to enterprises only

60% of the companies declare importing or exporting...



Results:

Average score = **67 / 100**

(-2 points since 2012 survey)

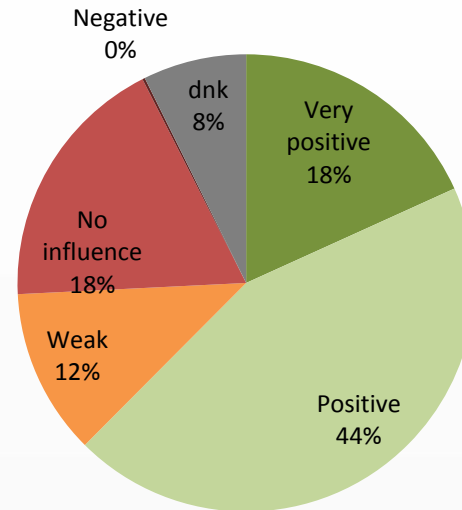
95% confidence interval \approx [64.91 ; 68.55]

Enterprises rating the influence of MAT* ...

... “on your import or export activity”

* Question asked to enterprises only

62% of the companies Market Analysis Tools have a **positive** or **very positive** influence.



2012-2013 evolution:
 Influence: 71% → 74%
 "Weak": 7% → 12%
 "positive": 40% → 44%
 "Very positive": 24% → 18%.

- Latin America is more **positive** than the average.
- Asia and Oceania's opinion follow the **average**.
- Africa and central Asia are more on the **negative** side.

Tools and companies' turnover

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

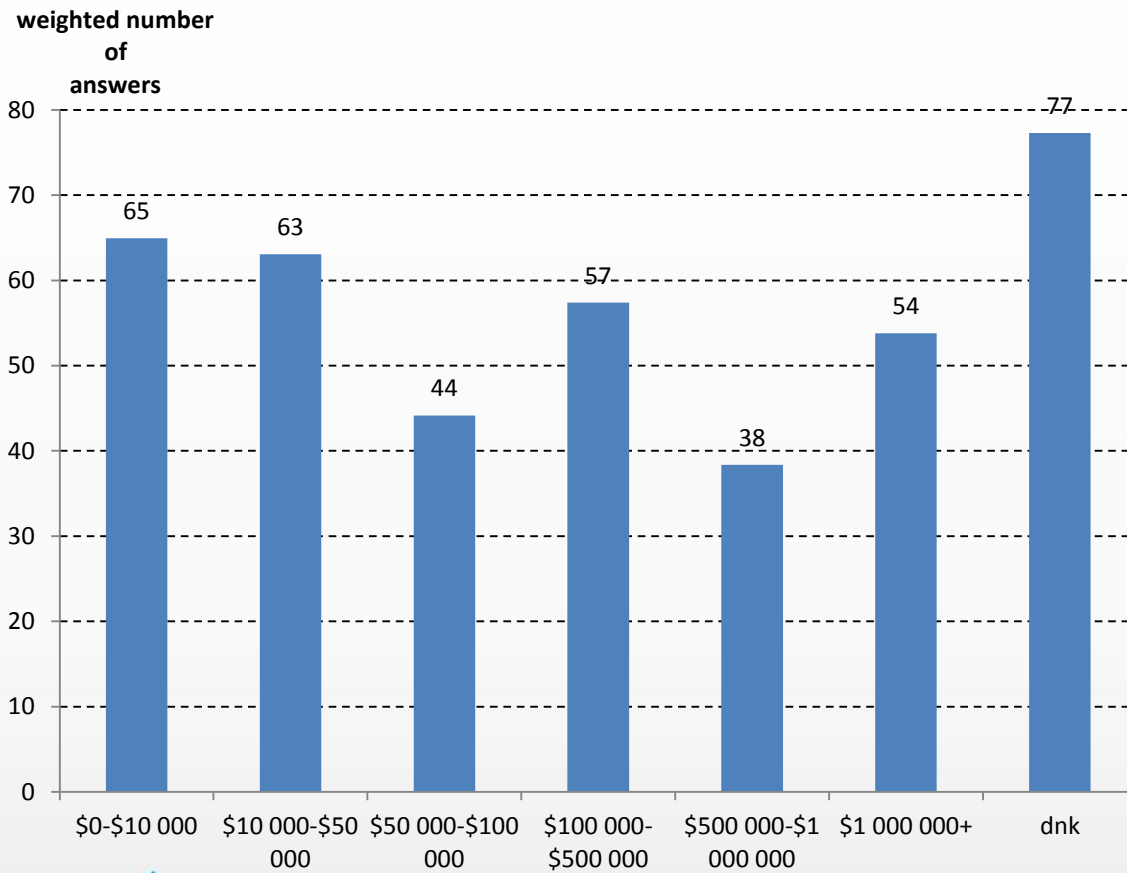
Question asked to companies who declared:

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

- 1624 enterprises in the sample
- 502 were asked the question
- 317 answers

Tools and companies' import/export value

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



- No link with the geographical location.
- The larger the company, the larger the value.

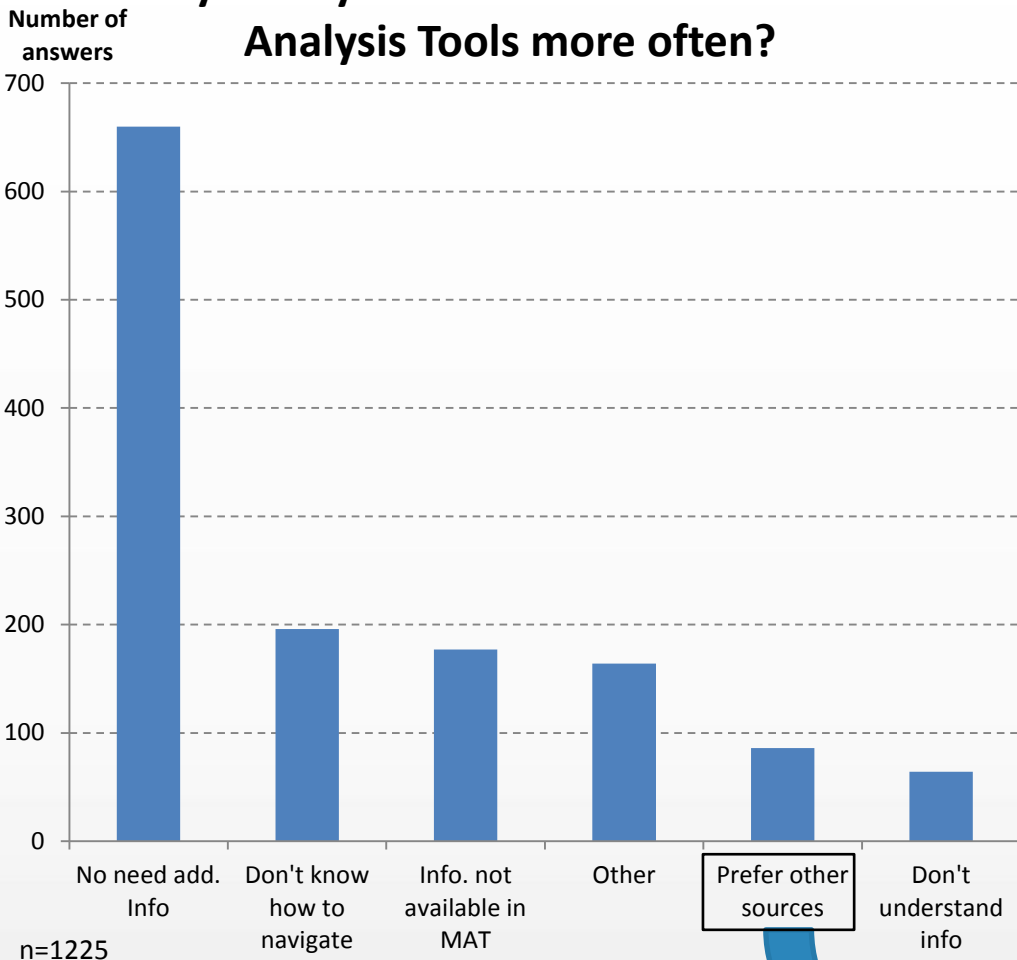


The Market Analysis Tools:

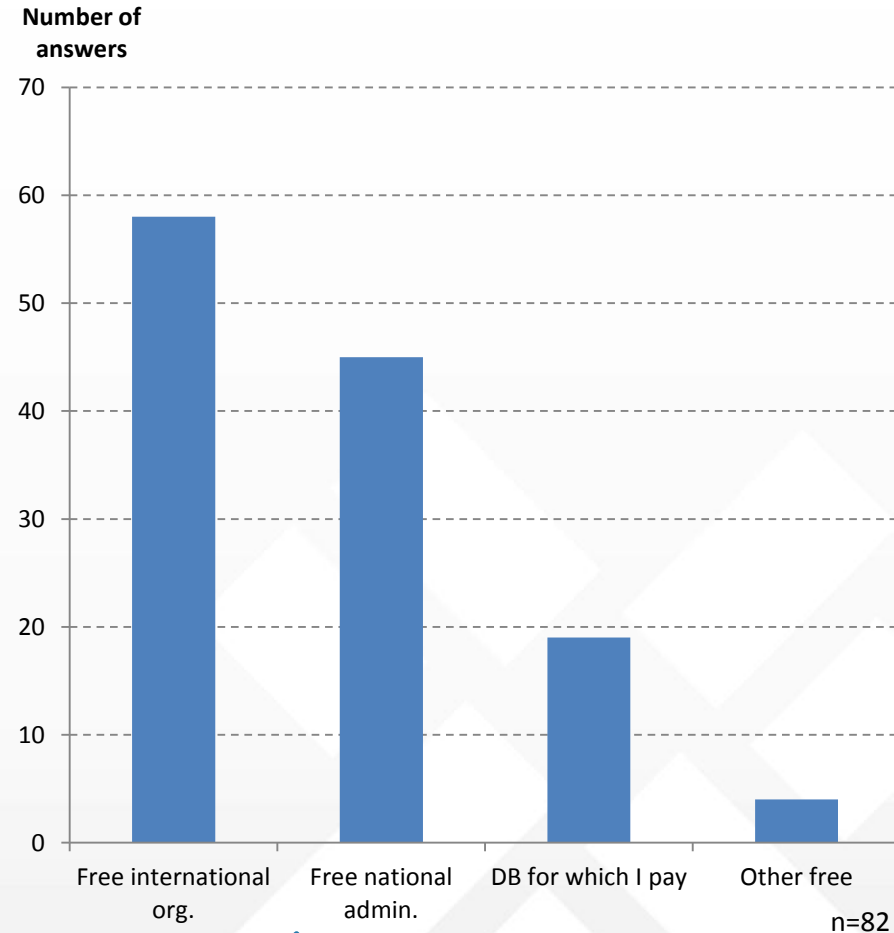
usage

Why not more often?

Why have you not used the ITC Market Analysis Tools more often?

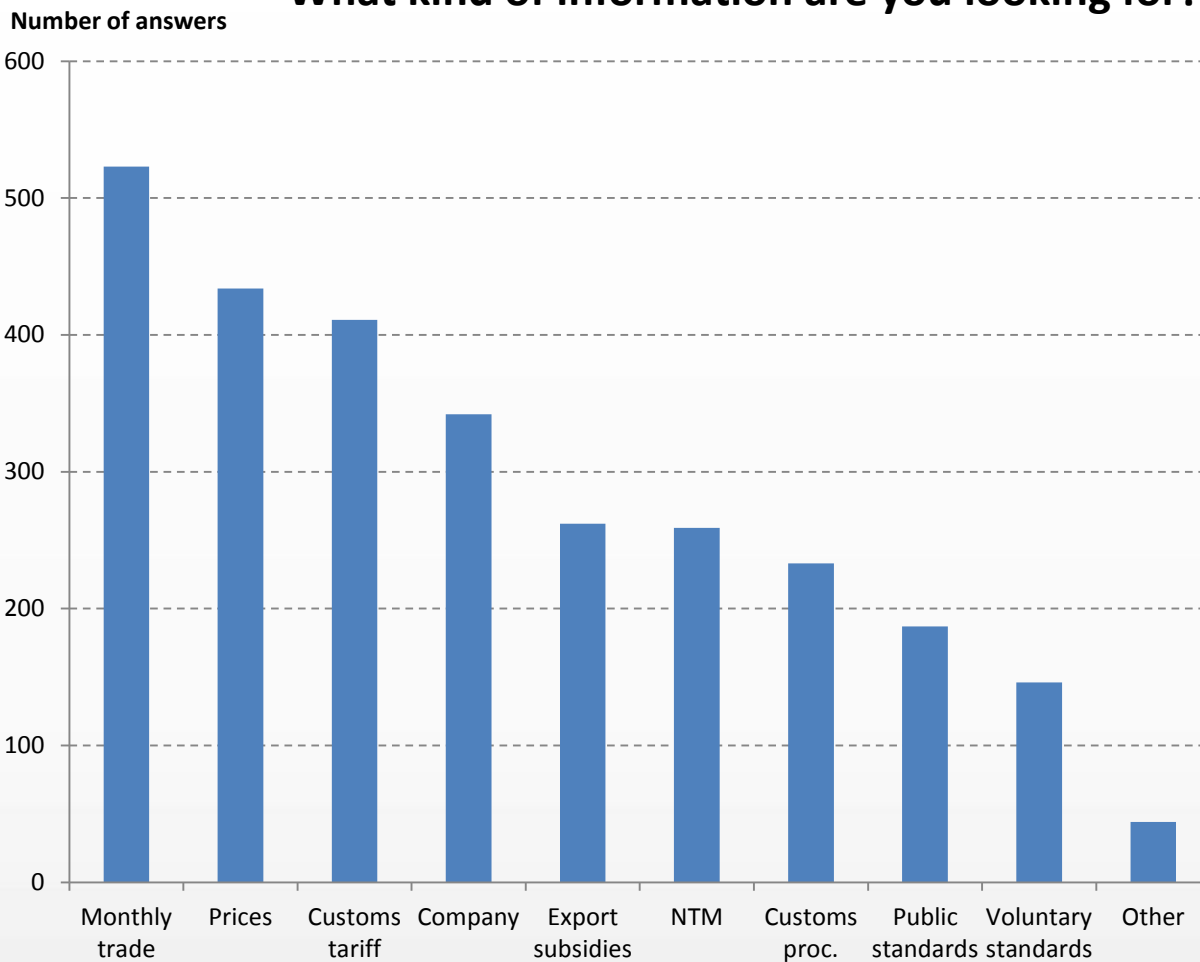


What other sources do you prefer to the ITC Market Analysis Tools?



Wanted information

What kind of information are you looking for?



Among the users who come not more than "a few times a year", users mostly look for:

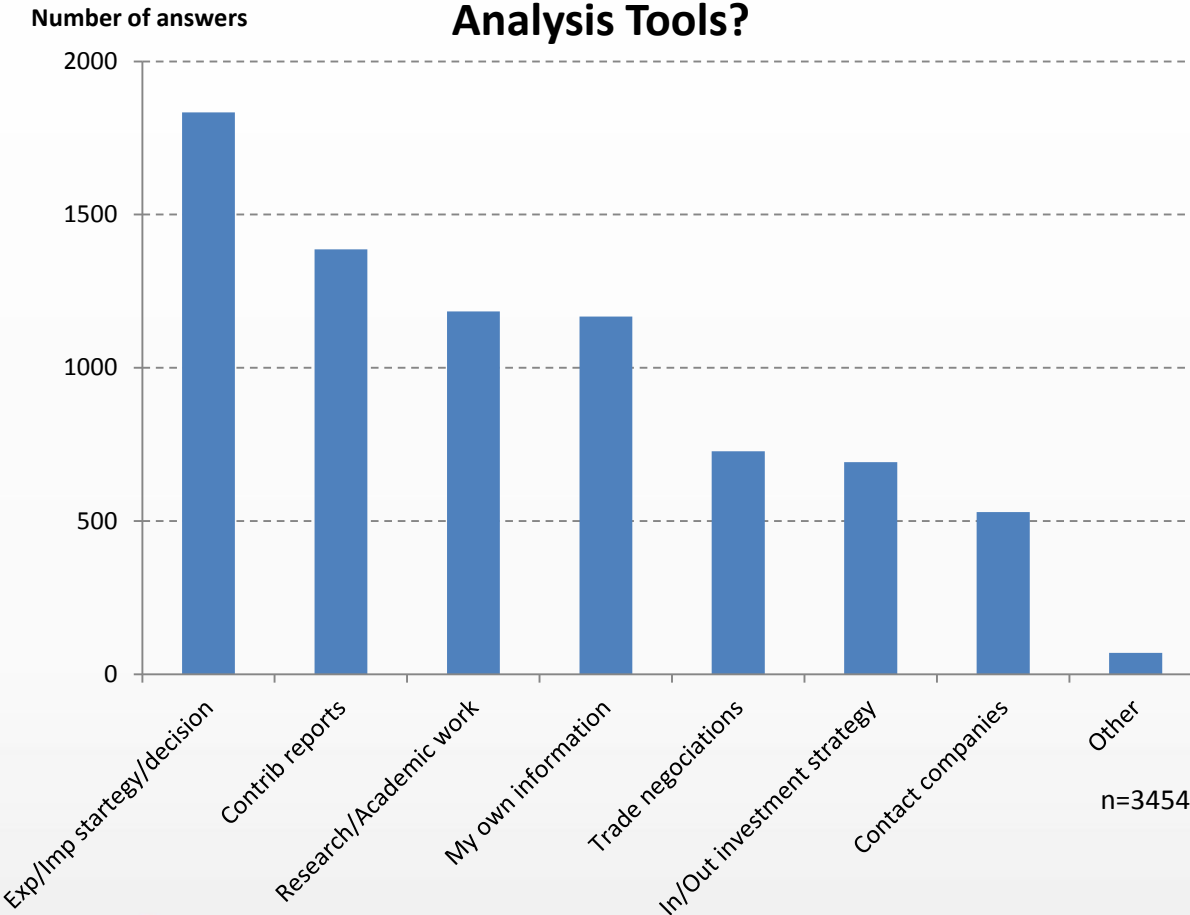
- monthly trade data
- prices
- customs tariffs
- company data

These users look in average for 4 different types of information.

n=819

Purpose of the usage

For what purpose(s) do you use the ITC Market Analysis Tools?

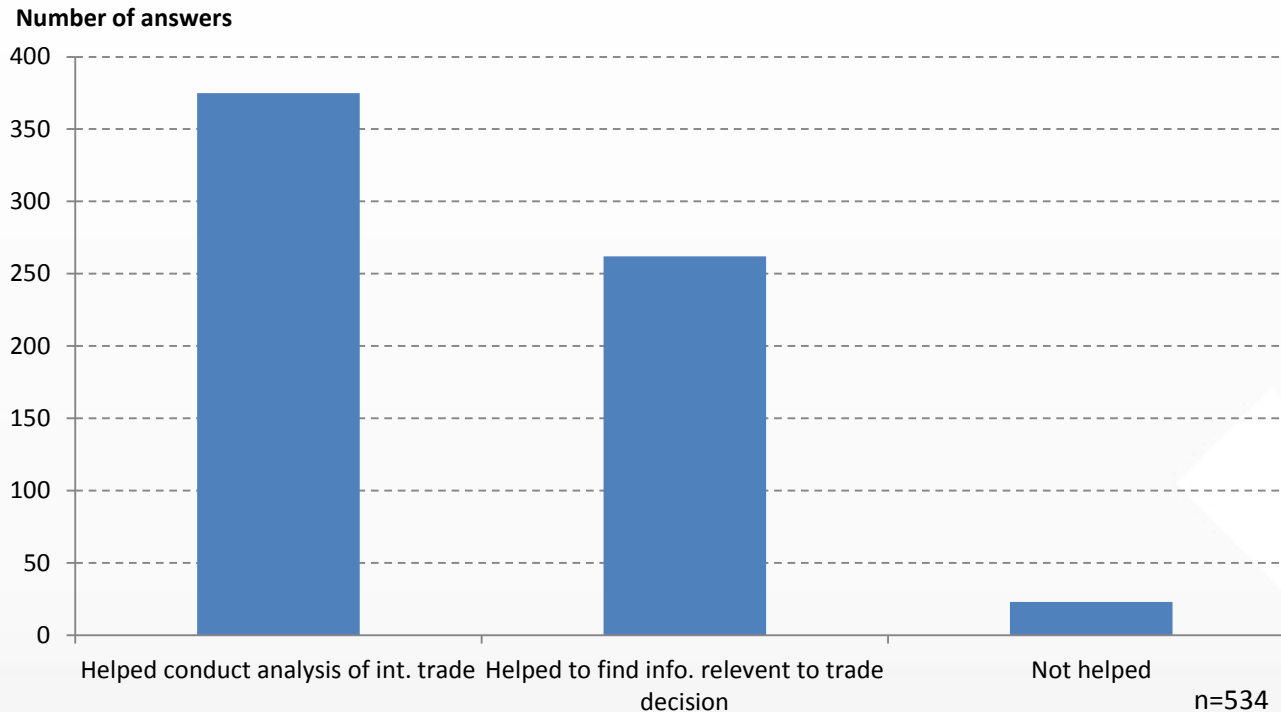


Taking out students and universities from the results, the tools are used mainly for "Export/import strategy or decisions".

In average, users use the tools for 2 different purposes.

Usage of E-learning

What did you get from your usage of the free training videos and other e-learning material on the ITC Market Analysis Tools?



E-learning provides relevant help to those who use this service.