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 entreprises 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

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

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<thead>
<tr>
<th>Size Range</th>
<th>Number</th>
<th>Percentage</th>
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<tr>
<td>$0-$10 000</td>
<td>61</td>
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The Market Analysis Tools:

Tool-by-tool analysis
What is your experience with the monthly trade data in Trade Map?

**Data updating**
- Satisfied: 70%
- Dissatisfied: 22%
- No opinion: 8%

**Option to download data**
- Satisfied: 79%
- Dissatisfied: 11%
- No opinion: 10%

**Raw data relevance**
- Satisfied: 84%
- Dissatisfied: 7%
- No opinion: 9%

**Country coverage**
- Satisfied: 84%
- Dissatisfied: 12%
- No opinion: 4%

**Indicators relevance**
- Satisfied: 86%
- Dissatisfied: 6%
- No opinion: 8%

**Navigation**
- Satisfied: 88%
- Dissatisfied: 6%
- No opinion: 6%
I did not know there were monthly trade data in Trade Map.

I have no use of monthly trade data.

Data are not recent enough.

Other

I can't reach monthly trade data.

My country is not covered.
In Market Access Map, how would you rate the importance of the following features?

- **Availability of historical tariff data**: 55% important, 36% nice to have, 5% not important at all, 4% no opinion.
- **Tariff reduction simulations**: 58% important, 33% nice to have, 3% not important at all, 6% no opinion.
- **Graphical presentation of data**: 65% important, 30% nice to have, 3% not important at all, 2% no opinion.
- **Information on antidumping duties**: 65% important, 29% nice to have, 2% not important at all, 4% no opinion.
- **Access to UN COMTRADE**: 68% important, 25% nice to have, 2% not important at all, 5% no opinion.
- **Information on tariff rate quotas**: 70% important, 24% nice to have, 1% not important at all, 5% no opinion.
- **Possibility to download large datasets**: 75% important, 19% nice to have, 1% not important at all, 4% no opinion.
- **Info. on trade agreements and related legal doc.**: 78% important, 19% nice to have, 1% not important at all, 12% no opinion.
- **Information on non-tariff measures**: 77% important, 19% nice to have, 1% not important at all, 12% no opinion.
What is your experience with Investment Map?

- **Graphs and maps**
  - Satisfied: 71%
  - Dissatisfied: 9%
  - No opinion: 20%

- **Data coverage**
  - Satisfied: 72%
  - Dissatisfied: 15%
  - No opinion: 13%

- **Data quality**
  - Satisfied: 75%
  - Dissatisfied: 11%
  - No opinion: 14%

- **Navigation**
  - Satisfied: 80%
  - Dissatisfied: 7%
  - No opinion: 13%
What is your experience with the functionality to identify standards?

- Coverage of research materials: 74% Satisfied, 13% Dissatisfied, 13% No opinion
- Coverage of standards: 81% Satisfied, 11% Dissatisfied, 8% No opinion
- Coverage of products: 81% Satisfied, 13% Dissatisfied, 6% No opinion
- Relevance of information: 83% Satisfied, 8% Dissatisfied, 9% No opinion
- Navigation: 88% Satisfied, 6% Dissatisfied, 6% No opinion
What did you get from your usage of the free training videos of the Market Analysis Tools?

- It helped me to find information.
- It helped me to conduct my analysis.
- It helped me to discover new functionalities in the Market Analysis Tools.
- It allowed me to use the Market Analysis Tools more efficiently.
- I did not find what I was looking for.
- It did not allow me to use the Market Analysis Tools more efficiently.
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.