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 ≈ 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 entreprises or students

Scale:

- 0: Negative
- 25: No influence
- 50: Weak
- 75: Positive
- 100: Very positive

Results:

Average score = \( \frac{86}{100} \)

(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% → 95%
Tools help policy makers…

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

Strongly agree 46%
Somewhat agree 46%
Somewhat disagree 1%
Strongly disagree 0%
Don't know / Not applicable 7%

Positive or very positive = 92% of the answers
Tools help companies…

"… to better understand international trade in general."  

Strongly agree 27%  
Somewhat agree 42%  
Somewhat disagree 2%  
Strongly disagree 1%  
Don’t know/Not applicable 5%

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

Strongly agree 27%  
Somewhat agree 45%  
Somewhat disagree 11%  
Strongly disagree 2%  
Don’t know/Not applicable 15%  
Don’t know/Not applicable 5%
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...

Scale:

0  25  50  75  100
Negative  No influence  Weak  Positive  Very positive

Results:

Average score = 67 / 100

95% confidence interval ≈ [64.91 ; 68.55]

(-2 points since 2012 survey)
Enterprises rating the influence of MAT*...

...“on your import or export activity”

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?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>No need add. Info</td>
<td>682</td>
</tr>
<tr>
<td>Don't know how to navigate</td>
<td>235</td>
</tr>
<tr>
<td>Info. not available in MAT</td>
<td>138</td>
</tr>
<tr>
<td>Other</td>
<td>134</td>
</tr>
<tr>
<td>Prefer other sources</td>
<td>7</td>
</tr>
<tr>
<td>Don't understand info</td>
<td>10</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Source</th>
<th>Number of Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free international org.</td>
<td>61</td>
</tr>
<tr>
<td>Free national admin.</td>
<td>55</td>
</tr>
<tr>
<td>DB for which I pay</td>
<td>25</td>
</tr>
<tr>
<td>Other free</td>
<td>17</td>
</tr>
</tbody>
</table>

n=1225

n=82
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.
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.