ITC Market Analysis Tools
Survey results

Geneva, January 2015
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.

• **102 931** emails sent (in 3 languages) (about 10 000 more than in 2013)
  + 2 reminders (1 less than in 2013)

• The survey was available online more than 2 weeks between November 21\textsuperscript{st} and December 10\textsuperscript{th}. It consisted of a total of 14 questions.

• **3 072** answers (i.e. answer rate \( \approx 3\% \))
Users activities and location

The sample has a similar structure as in 2013. 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."

Scale:

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Negative</td>
</tr>
<tr>
<td>25</td>
<td>No influence</td>
</tr>
<tr>
<td>50</td>
<td>Weak</td>
</tr>
<tr>
<td>75</td>
<td>Positive</td>
</tr>
<tr>
<td>100</td>
<td>Very positive</td>
</tr>
</tbody>
</table>

Results:

**Average score = 87 / 100** (similar to 2013 survey results)

- Positive or very positive = 95% of the answers
- Same results as in 2013

95% confidence interval $\approx [86.18 ; 87.50]$

* question not asked to enterprises or students
Tools help policy makers…

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

"Somewhat agree" + "Strongly agree" = 92% of the answers

Same results as in 2013
Tools help companies...

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

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

* 2013→2014 evolution:
Answers shifting to from "Somewhat" to "Strongly" agree

Strongly agree
- 2013: 54%
  - 2014: 52%
  - Change: +2 points*

Somewhat agree
- 2013: 38%
  - 2014: 41%
  - Change: -4 points*

Somewhat disagree
- 2013: 3%
  - 2014: 11%
  - Change: +8 points*

Strongly disagree
- 2013: 1%
  - 2014: 3%
  - Change: +2 points*

Don’t know / Not applicable
- 2013: 4%
  - 2014: 16%
  - Change: +12 points*
Enterprises rating the influence of MAT*…
… "on your import or export activity."

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

Scale:

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

Results:

Average score = 71 / 100
(+4 points since 2013)

95% confidence interval ≈ [68.68 ; 72.56]

* Question asked to enterprises only
Enterprises rating the influence of MAT*…

… "on your import or export activity."

For 69% of the companies, Market Analysis Tools have a positive or very positive influence.

2013-2014 evolution:

Influence: 74% → 77%
"Weak": 12% → 8%
"Positive": 44% → 47%
"Very positive": 18% → 22%.
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?”

Question asked to companies who declared:
  ✓ **exporting** and/or **importing**,  
  ✓ found **positive** or **very positive influence** of the tools on their import/export activity.

• 1,143 enterprises in the sample  
• 467 were asked the question  
• 387 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?”

- The larger the company, the higher the value.
- Lower values for Africa, higher values in Asia because of the enterprises size effect.
- Higher values for Arab States in spite of fewer large companies.

Number of answers

- Micro enterprise (less than 10 employees)
- Small enterprise (10-49 employees)
- Medium size enterprise (50-250 employees)
- Large enterprise (more than 250 employees)
- Don’t know
Which of Market Analysis Tools do you use the most?

Trade Map ranks first (86% in average) but less in Africa and in developed countries.

Reminder:
Our users are mostly:
- 1/ Universities and 2/ Companies
- in 1/ Latin America and 2/ Asia

BUT:
Market Access Map and Standards Map are more often the mostly used tools:
- among companies (7%→13% for MM)
- in developed countries (3%→10% for SM)
- in Africa (resp. 7%→11% and 3%→7%)
Strengths and weaknesses of the tools

About the tool they use the most, users shared their views on:

- **Strengths**

- **Weaknesses**

- **Desirable Developments**

Categories derived from the verbatim comments. 🎤 Several categories can be applied to a single comment.
## Trade Map

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Desirable Developments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data amount and quality</td>
<td>No weaknesses</td>
<td>No missing features</td>
</tr>
<tr>
<td>Gives a good overview of trade statistics</td>
<td>Not up-to-date data</td>
<td>More companies and TSI data (contacts and trade)</td>
</tr>
<tr>
<td>Easy to use</td>
<td>Not enough details, the tool seems too general</td>
<td>Feature already available in Trade Map</td>
</tr>
<tr>
<td>Statistics and trade indicators</td>
<td>Not enough company data (contact and trade)</td>
<td>Automatic reports and analysis</td>
</tr>
<tr>
<td>Up-to-date</td>
<td>More trade data &amp; switch for quantity unit</td>
<td>Feature available in MacMap</td>
</tr>
<tr>
<td>(10 other groups)</td>
<td>More geographical details</td>
<td>(47 other groups)</td>
</tr>
<tr>
<td>(1532)</td>
<td>(927)</td>
<td>(310)</td>
</tr>
</tbody>
</table>

### Strengths
- Data amount and quality: 405
- Gives a good overview of trade statistics: 270
- Easy to use: 256
- Statistics and trade indicators: 241
- Up-to-date: 197

### Weaknesses
- No weaknesses: 503
- Not up-to-date data: 318
- Not enough details, the tool seems too general: 132
- Not enough company data (contact and trade): 117
- More trade data & switch for quantity unit: 114
- More geographical details: 109

### Desirable Developments
- More companies and TSI data (contacts and trade): 183
- Feature already available in Trade Map: 85
- Automatic reports and analysis: 81
- Feature available in MacMap: 81

Answers=1806
# Market Access Map

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Desirable Developments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete data</td>
<td>No weaknesses</td>
<td>No missing features</td>
</tr>
<tr>
<td>Tariff details and custom procedures</td>
<td>Not easy to use</td>
<td>More detailed data</td>
</tr>
<tr>
<td>Easy to use</td>
<td>Not up-to-date</td>
<td>Improve data coverage</td>
</tr>
<tr>
<td>Up-to-date</td>
<td>Not enough details data (tariffs…)</td>
<td>More indicators</td>
</tr>
<tr>
<td>Gives a good overview of tariffs</td>
<td>Additional type of data (sanitary issues…)</td>
<td>Local procedures</td>
</tr>
<tr>
<td>Access to a Market Analysis module</td>
<td>Technical problems</td>
<td>(23 other groups)</td>
</tr>
<tr>
<td>Useful tool</td>
<td></td>
<td>(52)</td>
</tr>
<tr>
<td>(12 other groups)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Answers:** 171
## Standards Map

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Desirable Developments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Standards put together</td>
<td>Missing data / details on existing categories</td>
<td>No missing features</td>
</tr>
<tr>
<td>Comparisons</td>
<td>No weaknesses</td>
<td>More information</td>
</tr>
<tr>
<td>Easy to use</td>
<td>Missing categories</td>
<td>Improve comparison tool</td>
</tr>
<tr>
<td>Informative tool</td>
<td>(12 other groups)</td>
<td>More sectoral details</td>
</tr>
<tr>
<td>Gives a good overview of standards</td>
<td>(49)</td>
<td>More links to sources</td>
</tr>
<tr>
<td>(14 other groups)</td>
<td>(53)</td>
<td>Qualitative analysis</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(16 other groups)</td>
</tr>
</tbody>
</table>
Trade Competitiveness Map

- Compare countries
- Data coverage
  / not enough indicators

Answers=28

Investment Map

- Provided data
- Data coverage

Answers=32

Overall, users of these tools are satisfied with the information they can find. However, they would like more data available as well as updates.