



International  
Trade  
Centre

TRADE IMPACT  
FOR GOOD

# ITC Market Analysis Tools Survey results

Geneva, December 2017



# Objective of the ITC Market Analysis Tools survey

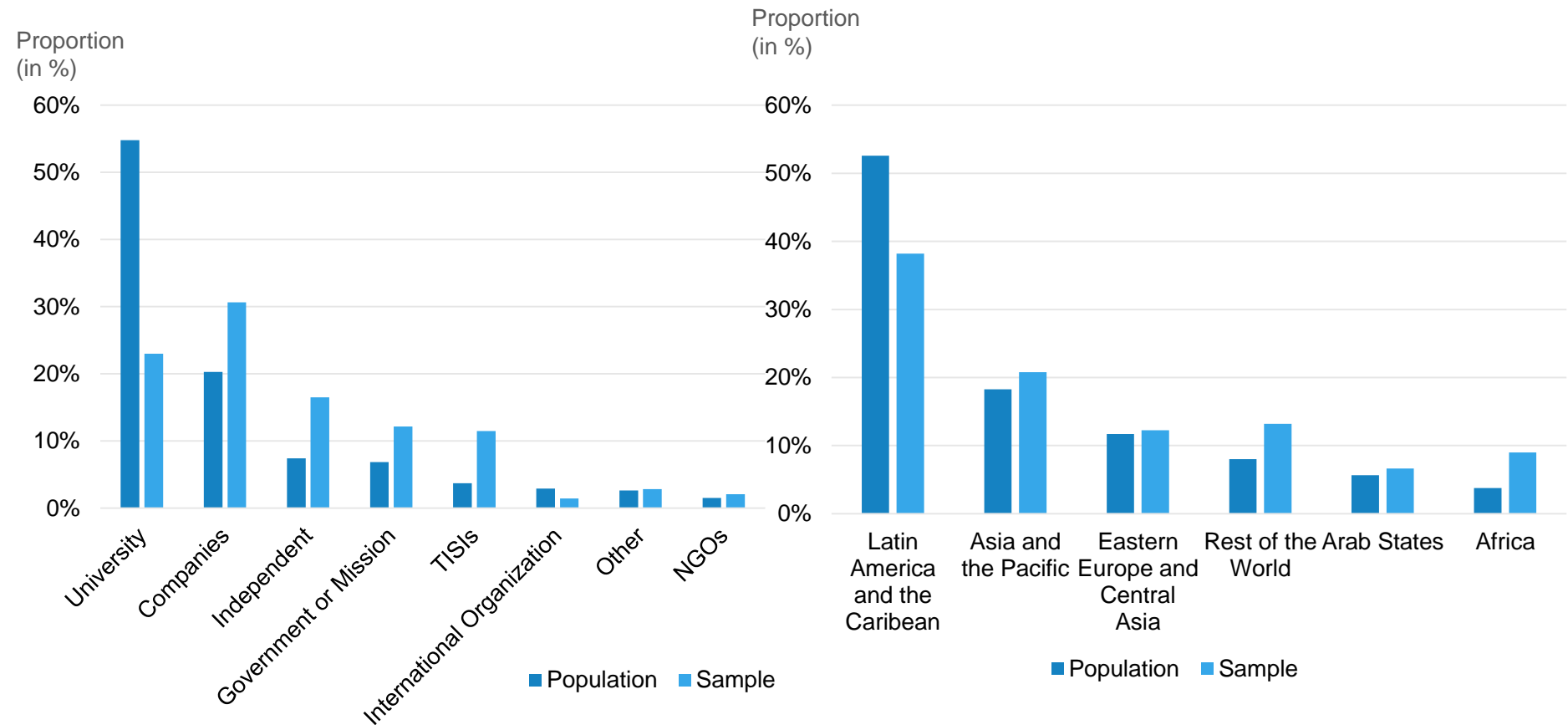
- To monitor relevance, utilisation and performance of market analysis tools:
  - Trade Map,
  - Market Access Map,
  - Euro-Med TIFM,
  - Export Potential Map,
  - Standards Map and
  - Investment Map
- To provide insights on the impact of ITC market analysis tools

# The survey in figures

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

- **131 326** emails sent (in 3 languages)
  - + 2 reminders
- The survey was available online 3 weeks between November 9<sup>th</sup> and December 12<sup>th</sup>. It consisted of a total of 15 questions.
- **2 485** answers (i.e. answer rate  $\approx$  2%)

# Users activities and location



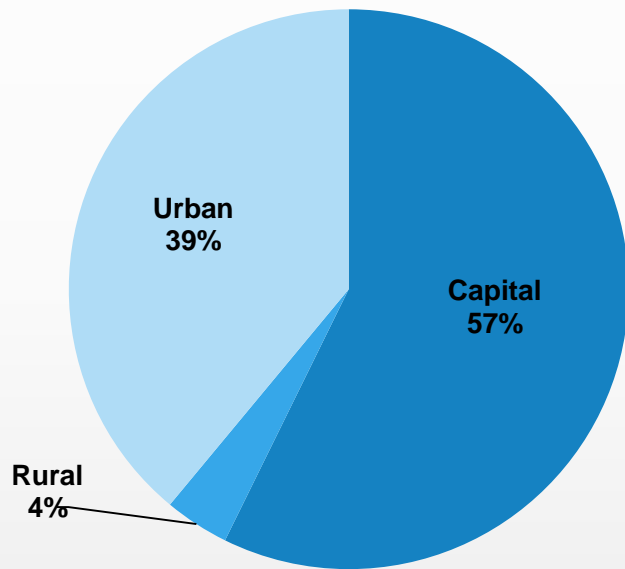
The sample has a similar structure as in 2016.

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

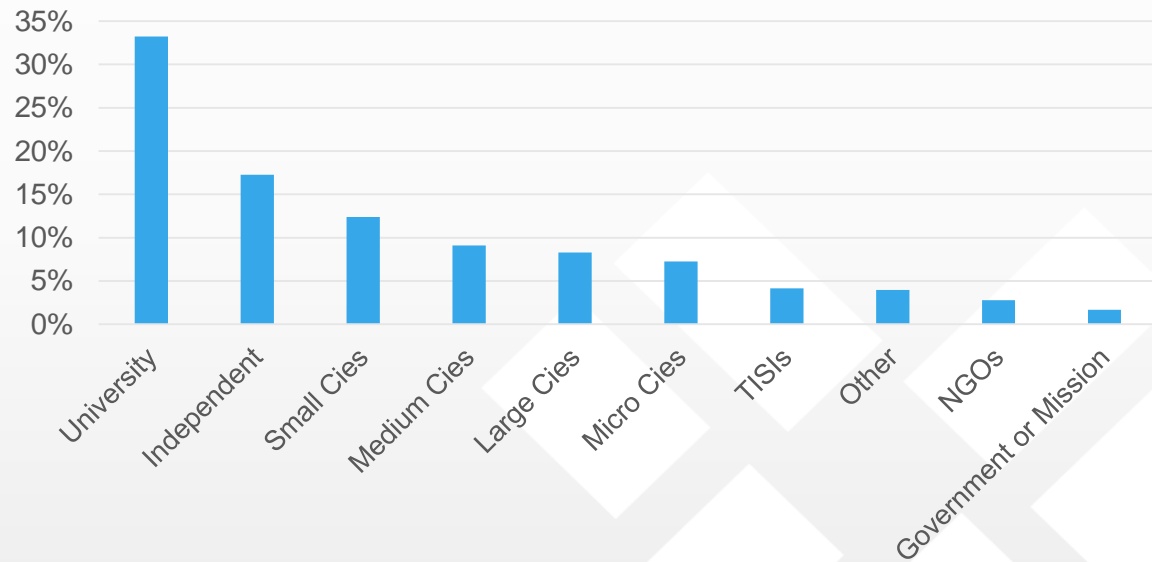
- geographical location
- activity



# User distribution by location



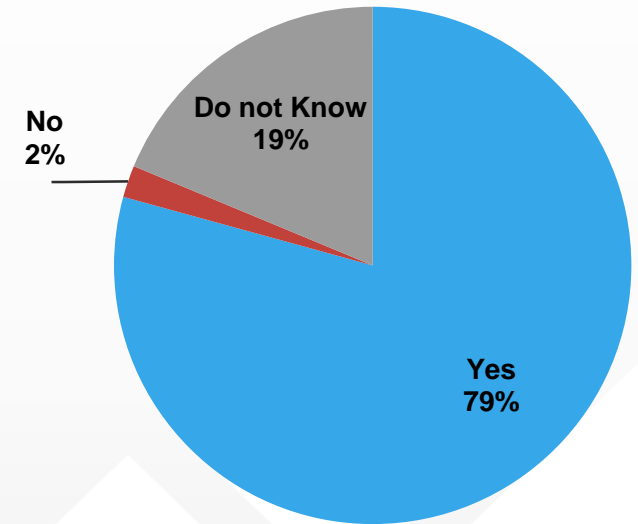
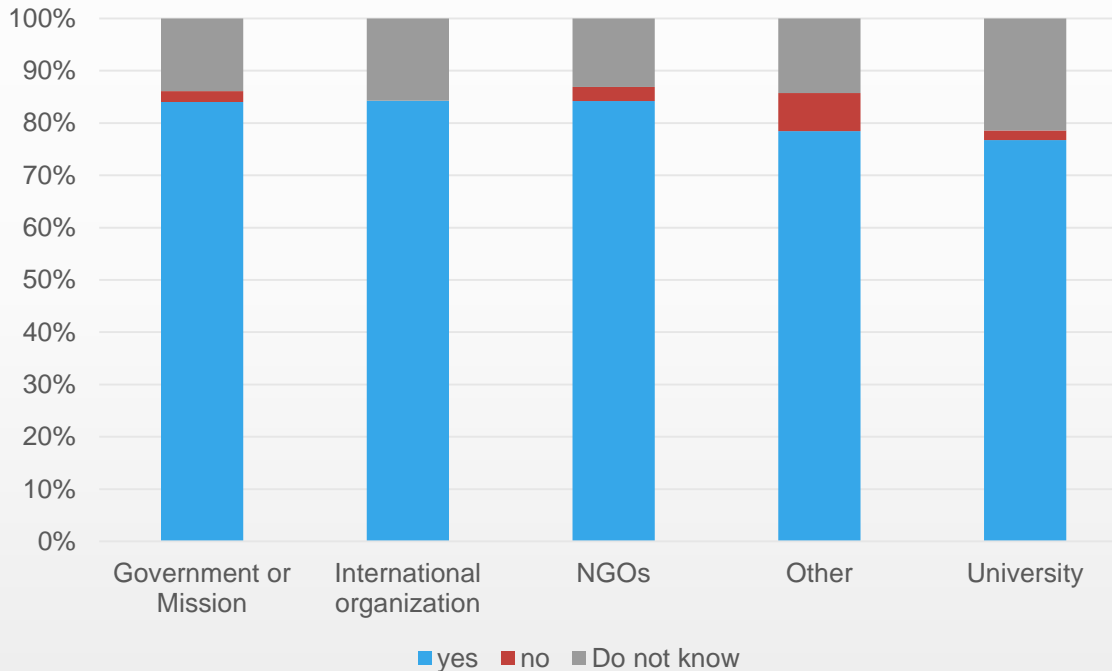
### Proportion of users in rural area for each activity (in %)



# The Market Analysis Tools: influence and outcomes

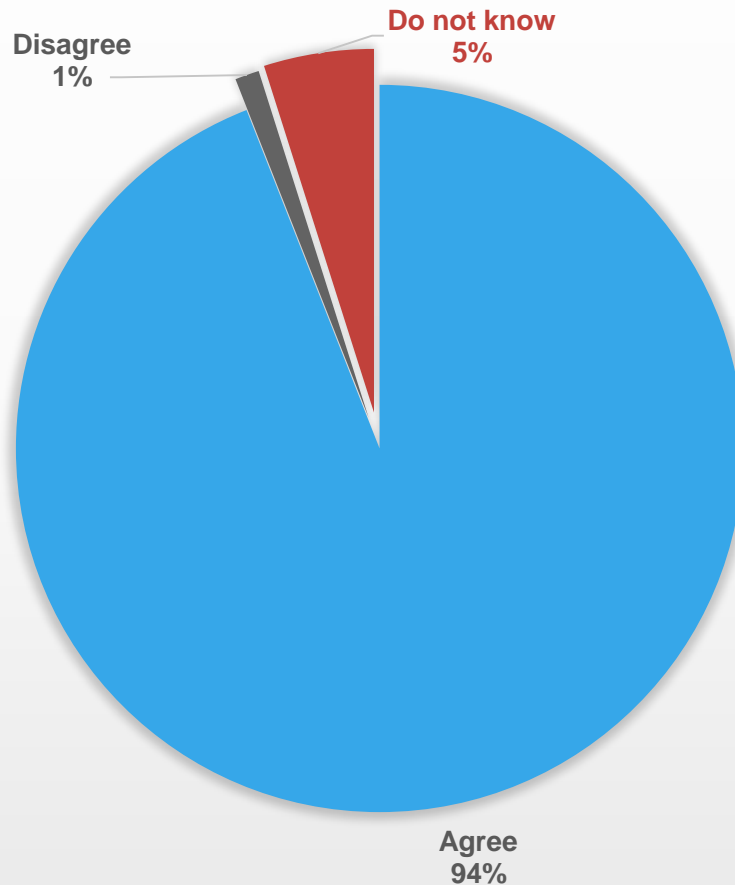
# Tools help users\*\* ...

... "to improve their services."



# Tools help users...

... "to better understand trade related issues."

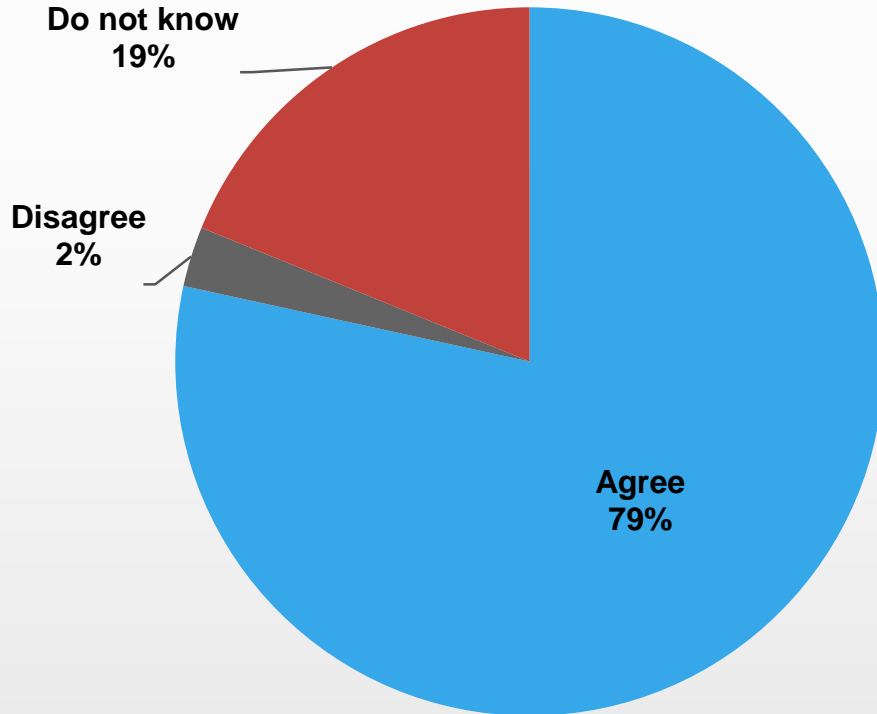


«Agree» = 94% of the answers



# Tools help policy makers...

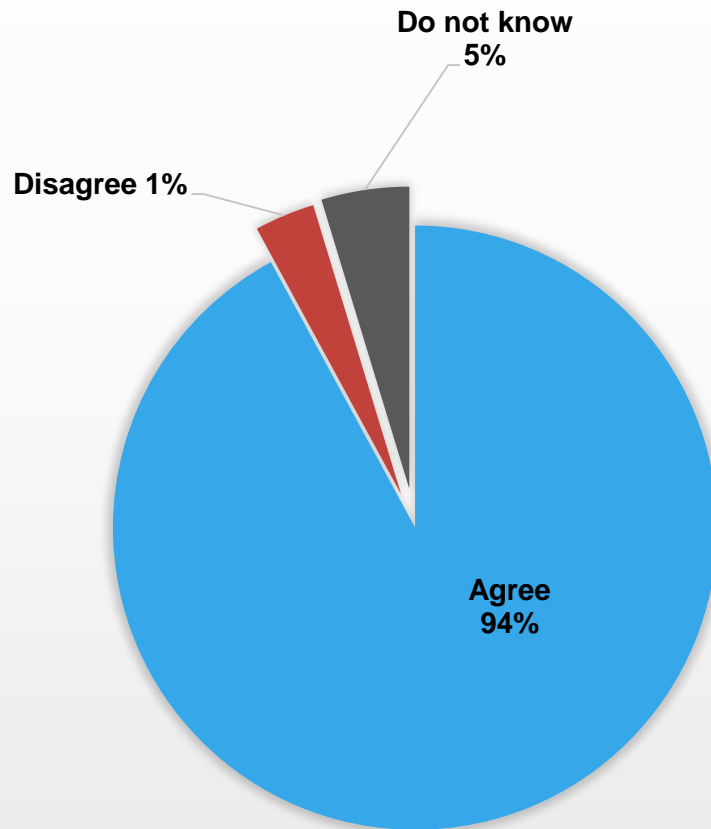
... "to make better-informed trade policy decisions."



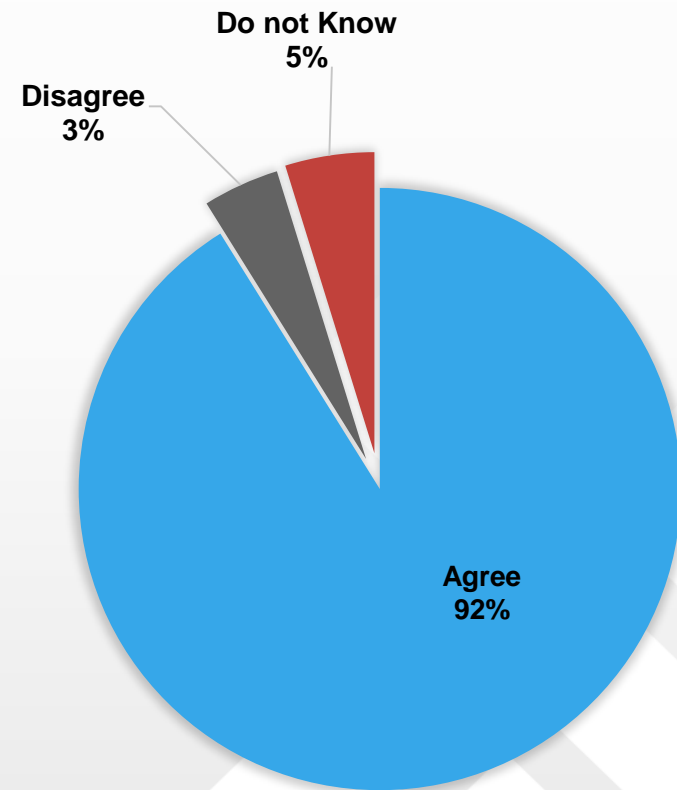
«Agree» = 79% of the answers

# Tools help companies...

... "to reduce the time or cost for researching markets or other business practices."

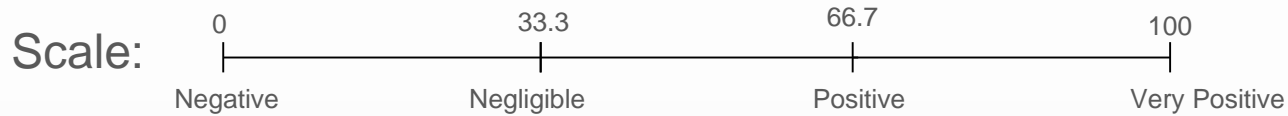


... "to realize additional exports."  
(for companies declaring exporting in the last 12 months)

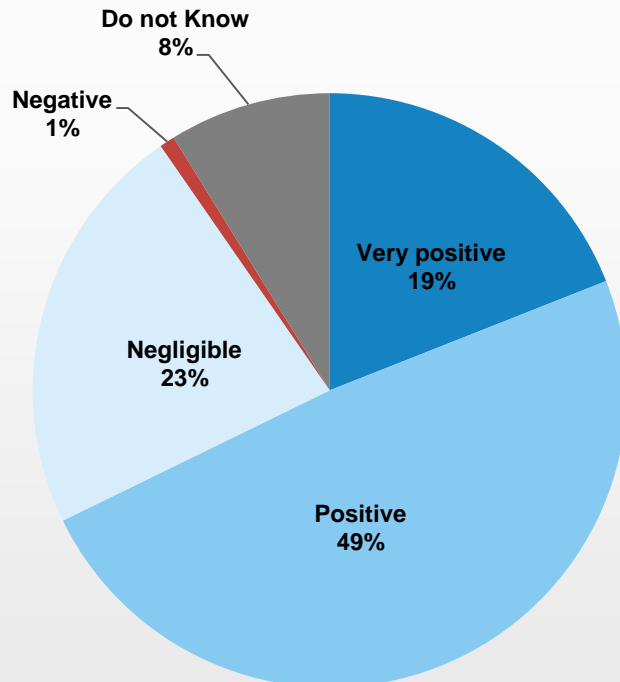


# Rating the influence of MAT\* ...

... "on your import or export activity."



Results: Average score = **65 / 100**



For **68%** of the companies  
Market Analysis Tools have a  
**positive** or **very positive** influence.

# 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.

- 761 enterprises in the sample
- 521 were asked the question
- 351 answers

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