



International
Trade
Centre

TRADE IMPACT
FOR GOOD

BUSINESS SURVEY ON THE IMPACT OF NON-TARIFF MEASURES ON EU EXPORTERS AND IMPORTERS

SAMPLING METHODOLOGY

TECHNICAL NOTE – 9 FEBRUARY 2015

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Background

The NTM survey covers legally registered exporting companies of all sizes¹ and types of ownership within the European Union (EU). The objective of the NTM survey requires a representative sample allowing for the extrapolation of the survey result to the EU level. To achieve this objective, the population surveyed represents at least 90% of the extra-EU export value of the EU (excluding services). The economy is divided into 26 sectors based on the Standard Industrial Classification (SIC).

The NTM Survey sectors are defined as follows:

SIC code	Survey sector
01	1. Agricultural Production - Crops
02	2. Agricultural Production - Livestock
08	3. Forestry
09	4. Fishing, Hunting, & Trapping
20 excl. 208	5. Food & Kindred Products
21 and 208	6. Beverages & Tobacco Products
22	7. Textile Mill Products
23	8. Apparel & Other Textile Products
24	9. Lumber & Wood Products
25	10. Furniture & Fixtures
26	11. Paper & Allied Products
27	12. Printing & Publishing
28	13. Chemical & Allied Products
30	14. Rubber & Miscellaneous Plastics Products
31	15. Leather & Leather Products
32	16. Stone, Clay, & Glass Products
33	17. Primary Metal Industries
344	18. Fabricated Structural Metal Products
34 excl. 344	19. Other Fabricated Metal Products
354 and 355	20. Metalworking and Special Industry Machinery
356	21. General Industrial Machinery and Equipment
35 excl. 354 and 355	22. Other Industrial and Commercial Machinery and Computer Equipment
36	23. Electronic & Other Electric Equipment
37	24. Transportation Equipment
38	25. Instruments & Related Products
39	26. Miscellaneous Manufacturing Industries

Companies trading arms and minerals are excluded. The export of minerals is generally not subject to trade barriers due to a high demand and the specificities of trade undertaken by large multinational companies. The export of arms is out of the scope of ITC activities.

The NTM survey aims at being representative at the EU level. Even though the 28 EU member states are surveyed, the results will not be representative at the country level. Furthermore, the survey will focus on EU countries with a high extra-EU export activity.

The survey sample frame has been constructed in order to compile the maximum number of exporting companies with key information like the sector of activity, the company size and, most importantly, the contact details. In this objective, we examined a number of business registers for the EU and based our selection on the criteria of availability of central information (esp. export activity) and coverage (number of companies in register). Since no single database provided a sufficiently comprehensive register for every country, we combined the two most comprehensive register, one from Dun&Bradstreet and the other from Kompass. The final sample frame includes more than 250,000 exporting companies in EU.

To identify companies that experience burdensome NTMs, the survey process consists of two steps: first phone screens with the sample population and then face-to-face interviews undertaken only with the companies that reported difficulties with NTMs during the phone screens. The survey aims at being representative at the phone screen level.

Sampling technique

The selection of companies for the phone screen interviews of the NTM survey is based on a stratified random sampling. In a stratified random sample, all population units are first clustered into homogeneous groups ('strata'), according to some predefined characteristics, chosen to be related to the major variables being studied. Then simple random samples are selected within each of the stratum.

In the case of the NTM survey, companies are stratified by sector (26 sectors) and company size (small; medium; large)¹, as the type and incidence of NTMs are often related to product and company size (overall 78 strata). Moreover, the stratification by sector of activity is justified by the fact that non-tariff regulations often refer to specific product or production characteristics.

A sufficiently large number of enterprises should be interviewed within each stratum to ensure that the share of enterprises experiencing burdensome NTMs is estimated correctly and can be extrapolated to the entire population. To achieve this objective, the sample size of exporting companies is determined independently for each stratum. This method allows taking into account the large variations of NTMs across sectors and company size. Moreover, it ensures that even sectors with a small number of companies but high export activity are well represented (they can be accidentally excluded if the sampling is fully random).

The sample size of each stratum is calculated from the sample frame statistics (i.e. number of companies) per sector and company size categories. The sample size for each stratum is then distributed across countries according to their economic weight i.e. the countries' respective extra-EU export value shares, the value added shares and their shares in the number of exporting companies.

The outlined methodology has been used by ITC to conduct surveys in more than 25 countries. Thereby, it has proven to capture the different types of NTM-related problems by sector or company size correctly.

Sample size

The sample is stratified according to the company's sector of activity and company size (stratum). The calculation of a sample size is based on the equation developed by Cochran (1963)², with the finite population correction (Bartlett et al., 2001; Israel, 1992)³, to yield a representative sample for proportions in large populations (based on the assumption of normal distribution⁴):

$$n = \frac{t^2 p (1 - p) N}{d^2 (N - 1) + t^2 p (1 - p)}$$

where n is sample size, N population size, t is the t-value for selected margin of error (d), p the estimated proportion of an attribute that is present in the population (0.5) and d the acceptable margin of error for proportion being estimated (0.1). The maximum size of the sample for each sector-company size pair to

¹ Company size definition: Small = 1-49 employees; Medium = 50-249 employees; Large = more than 250 employees

² Cochran, W. G. 1963. *Sampling Techniques*, 2nd Ed., New York: John Wiley and Sons, Inc.

³ JE Bartlett, JW Kotrlík, CC Higgins. 2001. Organizational research: Determining appropriate sample size in survey research, *Information Technology Learning and Performance Journal*, Vol.19, No1, Spring 2001.

GD Israel, Determining sample size. 1992. Series of the Program Evaluation and Organizational Development, University of Florida, November 1992.

⁴ For sectors with less than 30 companies, the formula is based on Student's t-distribution. Sector 3, large size companies has 17 companies.

obtain a representative sample is 96 companies⁵. Thus, the maximum total sample size is 96 (maximum sample size) x 78 strata (26 sectors x 3 company-size categories) = 7,488 companies.

The sample size is calculated independently for each stratum based on a pre-defined level of precision – or sampling error - that is considered being acceptable for the results at the stratum level (10% sampling error). Based on this information and the number of companies per stratum, we calculate the number of interviews needed (cf. Table 1).

Table 1. Sample size by sector and company size

Sector	Sample frame				Estimated sample size			
	S	M	L	Total	S	M	L	Total
1. Agricultural Production - Crops	6,271	1,425	142	7,838	95	90	57	242
2. Agricultural Production - Livestock	2,111	430	50	2,591	92	79	33	203
3. Forestry	836	209	43	1,088	86	66	30	182
4. Fishing, Hunting, & Trapping	960	338	51	1,349	87	75	33	195
5. Food & Kindred Products	12,778	3924	1288	17,990	95	94	89	278
6. Beverages & Tobacco Products	4,918	861	266	6,045	94	86	71	251
7. Textile Mill Products	6480	2105	300	8,885	95	92	73	259
8. Apparel & Other Textile Products	11,472	3,123	451	15,046	95	93	79	268
9. Lumber & Wood Products	7,852	3,036	349	11,237	95	93	75	263
10. Furniture & Fixtures	6,589	2,120	346	9,055	95	92	75	262
11. Paper & Allied Products	3,038	1,862	385	5,285	93	91	77	261
12. Printing & Publishing	6,464	1,991	270	8,725	95	92	71	257
13. Chemical & Allied Products	7,945	4,329	1023	13,297	95	94	88	277
14. Rubber & Miscellaneous Plastics Products	10,601	5,150	693	16,444	95	94	84	274
15. Leather & Leather Products	4,372	1,083	128	5,583	94	88	55	237
16. Stone, Clay, & Glass Products	7,103	3,122	636	10,861	95	93	83	271
17. Primary Metal Industries	3,848	2,744	705	7,297	94	93	85	271
18. Fabricated Structural Metal Products	8,109	2,059	376	10,544	95	92	76	263
19. Other Fabricated Metal Products	14,282	3,527	786	18,595	95	93	86	274
20. Metalworking and Special Industry Machinery	12,133	2,765	540	15,438	95	93	82	270
21. General Industrial Machinery and Equipment	7,029	1,658	438	9,125	95	91	79	264
22. Other Industrial and Commercial Machinery and Computer Equipment	15,950	3,893	1232	21,075	95	94	89	278
23. Electronic & Other Electric Equipment	11,558	6,169	1,274	19,001	95	95	89	279
24. Transportation Equipment	3,577	1,920	757	6,254	94	91	85	270
25. Instruments & Related Products	5,331	2,857	465	8,653	94	93	80	267
26. Miscellaneous Manufacturing Industries	6,844	1,762	162	8,768	95	91	60	246
Total	188,451	64,462	13,156	266,069	2,443	2,337	1,884	6,664

Source: Dun & Bradstreet's (Hoover's) and Kompass (2014), and ITC calculation.

Note: The table presents the number of companies contained in the compiled business register per country as well as the estimated sample size estimated from it using the above mentioned formula. Out of 7,528 registered small companies in sector 1, 95 companies would need to be interviewed to represent this population.

⁵ See Annex 1 for more information on the sample size by target population and margin of error.

The level of precision increases when results are aggregated: the more aggregated the results, the better the precision (cf. Annex 2). The precision improves from an error margin of 10% at the stratum level to 1.7% at the most aggregated level.

The calculated sample does not respect the proportions of the population. To take into account this effect, the results will simply be weighted according to the real proportions in the entire population. For example, the population of the stratum “Medium sized companies of sector 01” is 1,425 companies, which is 0.54% of the entire population (266,069 companies). In the sample, we will interview 90 companies of this stratum in order to have a sample error of 10% in this stratum (Table 1). This accounts for 1.35% of the overall sample (6,664 companies). In order to account for this disproportion, we give a weight to each company of this stratum before calculating the overall results. This weighting is defined by:

Weight of stratum = Share of stratum in population / Share of stratum in sample = $0.54/1.35 = 0.40$

This weight can take any positive value. If the stratum’s share in the sample is bigger than its share in the population, the weight for that stratum will be less than 1; if the stratum’s share in the sample is smaller than its share in the population, the weight will be greater than 1.

In practice, out of 266,069 companies, 6,664 qualify for the survey of which 2,443 are small, 2,337 medium and 1,884 large companies. Sector 23 (Electronic & Other Electric Equipment) is the sector most represented (279 companies) while sector 3 (Forestry – 182 companies) is the smallest sector of the sample.

Sample distribution by country

The survey is representative at the EU28 level but not at the Member States level; therefore, to account for cross-country differences in economic and trade activity we distribute each stratum sample across the 28 member states according to their respective economic weight in the EU (Annex 3). Countries’ weights are calculated as the simple mean of three variables within each sector:

- Countries’ share in the total EU value added⁶, which is a good indicator of the country’s economic size within the region;
- Countries’ share in the total extra-EU export value⁷, which is a good indicator of the country’s external export activity;
- Countries’ share in the total number of companies exporting outside the EU⁸, which reflects the actual sample population.

Hence, by weighting for value added and extra-EU export value we ensure that we survey those companies that contribute the most to the EU’s economic and export activity and that can better identify the main trade obstacles.

The sample size of each sector is then distributed across countries according to their weights. For instance, if country X represents 10% of the calculated average of sector Y and the estimated sample size of sector Y is 90 companies, then $90 \times 0.1 = 9$ companies would be allocated to country X for sector Y. In this way, the 6,664 companies will be distributed across countries by sector and company size (Annex 4)⁹.

Due to the lack of comprehensive trade indicators available for the company size at the country and sector level, the countries’ weighting is drawn by sector and replicated to the three company size categories within each sector.

Sample characteristics

The overall sample size is 6,664 companies of which two third are located in the five main countries namely Germany, Italy, France, United Kingdom and Spain (Annex 5). Most sectors include 200 to 300 companies (3 to 4% of the sample) with the exception of ‘forestry’ (sector 3 – 2.7% of the sample) and

⁶ Amadeus data, 2014.

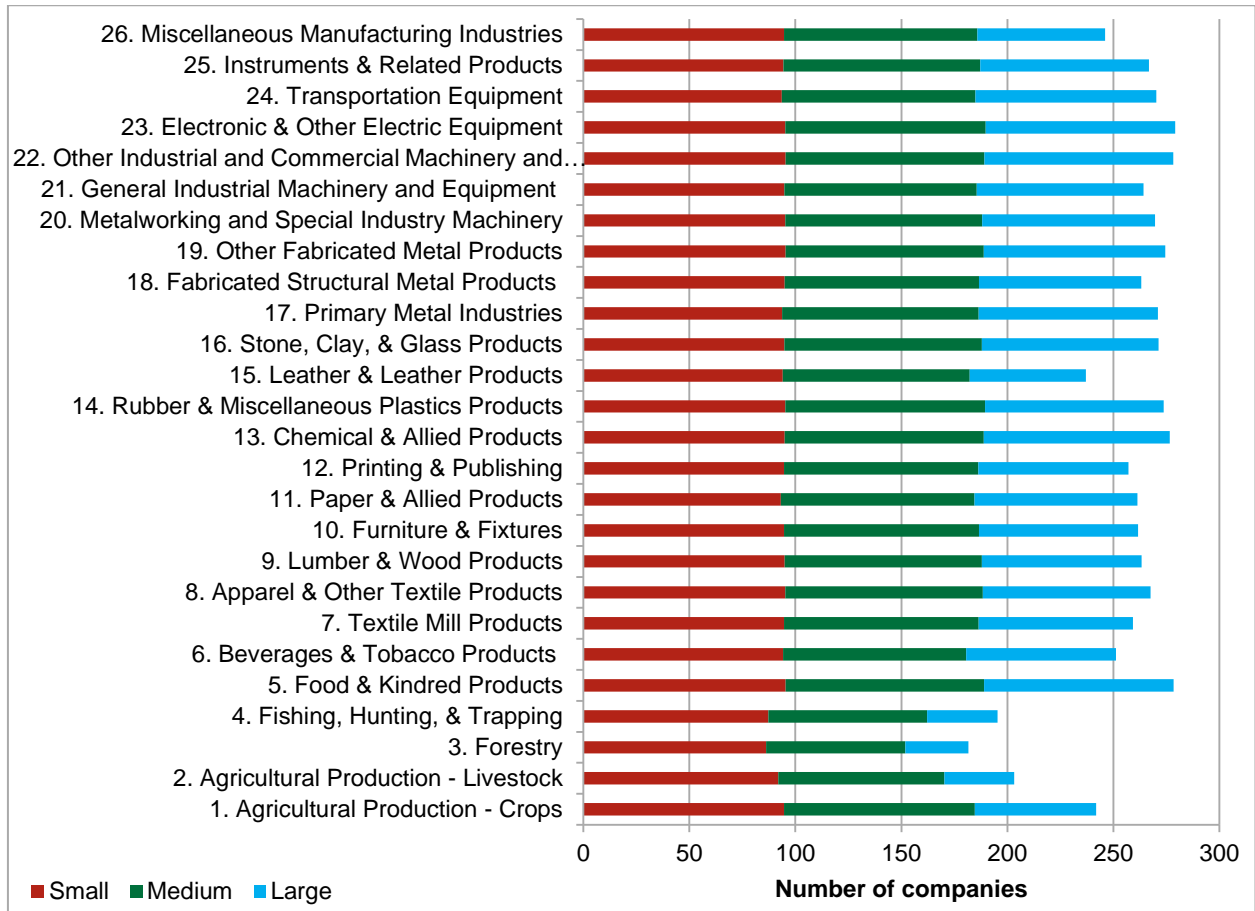
⁷ Trade Map data (ITC), 2013.

⁸ Eurostat data, 2012.

⁹ Complete sample size distribution by country, sector and company size in Annex 3.

'fishing, hunting and trapping' (sector 4 – 2.9% of the sample) (Figure 1). Small companies represent 37% of the sample, while medium and large firms represent 35% and 28% respectively.

Figure 1. Sample size by sector and company size



Source: EU Survey sample, 2015.

Annex 1: Sample sizes for $\pm 1\%$, $\pm 5\%$ and $\pm 10\%$ precision levels with a confidence level of 95%

Size of target population (N)	Sample size (n) for Precision (d) of:		
	$\pm 1\%$	$\pm 5\%$	$\pm 10\%$
100*	99	80	49
200	196	132	65
300	291	169	73
400	384	196	78
500	475	217	81
600	565	234	83
700	653	248	85
800	739	260	86
900	823	269	87
1,000	906	278	88
1,500	1,297	306	90
2,000	1,655	322	92
2,500	1,984	333	93
3,000	2,286	341	93
3,500	2,565	346	94
4,000	2,824	351	94
4,500	3,064	354	94
5,000	3,288	357	94
6,000	3,693	361	95
7,000	4,049	364	95
8,000	4,365	367	95
9,000	4,646	368	95
10,000	4,899	370	95
20,000	6,489	377	96
30,000	7,275	379	96
50,000	8,057	381	96
70,000	8,445	382	96
100,000	8,763	383	96
1,000,000	9,513	384	96

*For sectors with less than 30 companies the formula will be based on Student's t-distribution.

Annex 2: Sampling error by level of aggregation

Level	Name	Sample size	N (Population)	Error
Overall survey		6,664	266,069	1.7%
Size	Large companies	1,884	13,156	2.5%
	Medium companies	2,337	64,462	2.3%
	Small companies	2,443	188,451	2.3%
Sector	01	242	7,838	8.4%
	02	203	2,591	8.5%
	03	182	1,088	8.1%
	04	195	1,349	7.8%
	05	278	17,990	7.7%
	06	251	6,045	8.5%
	07	259	8,885	7.9%
	08	268	15,046	8.1%
	09	263	11,237	7.7%
	10	262	9,055	7.9%
	11	261	5,285	7.0%
	12	257	8,725	8.0%
	13	277	13,297	7.0%
	14	274	16,444	7.4%
	15	237	5,583	8.3%
	16	271	10,861	7.4%
	17	271	7,297	6.7%
	18	263	10,544	8.1%
	19	274	18,595	8.1%
	20	270	15,438	8.3%
	21	264	9,125	8.1%
	22	278	21,075	8.0%
	23	279	19,001	7.1%
	24	270	6,254	6.8%
	25	267	8,653	7.2%
	26	246	8,768	8.3%
Stratum	any stratum			10.0%

Source: ITC calculations

Annex 3: Average share of companies, VA and extra-EU exports by country and sector

Country	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Austria	2%	2%	3%	0%	2%	3%	3%	1%	6%	3%	3%	3%	2%	3%	1%	3%	4%	3%	3%	3%	2%	3%	3%	2%	3%	2%
Belgium	2%	2%	2%	1%	4%	3%	5%	1%	2%	2%	3%	2%	7%	3%	1%	3%	4%	2%	2%	2%	3%	2%	2%	2%	3%	1%
Bulgaria	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%
Croatia	1%	1%	0%	2%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Cyprus	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Czech Republic	1%	1%	2%	0%	1%	1%	2%	1%	2%	1%	2%	1%	1%	3%	1%	3%	2%	3%	2%	2%	2%	2%	2%	3%	3%	3%
Denmark	2%	12%	0%	7%	4%	1%	1%	1%	2%	3%	1%	2%	2%	2%	0%	1%	1%	2%	2%	2%	2%	2%	2%	1%	2%	3%
Estonia	0%	0%	0%	1%	0%	0%	1%	1%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finland	1%	5%	7%	1%	1%	1%	1%	1%	5%	1%	8%	3%	1%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%
France	32%	23%	26%	30%	14%	18%	10%	11%	8%	7%	9%	11%	13%	11%	14%	10%	9%	9%	10%	6%	7%	8%	11%	12%	9%	12%
Germany	9%	7%	17%	3%	13%	10%	16%	11%	16%	17%	20%	21%	23%	26%	6%	19%	25%	27%	24%	35%	33%	31%	31%	34%	34%	22%
Greece	3%	3%	1%	5%	2%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	0%	0%	1%	0%	0%	1%	1%
Hungary	2%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Ireland	0%	1%	0%	3%	3%	1%	0%	0%	0%	0%	0%	1%	6%	1%	0%	0%	0%	0%	0%	0%	0%	1%	2%	0%	3%	3%
Italy	7%	6%	4%	4%	16%	14%	29%	37%	15%	27%	15%	12%	11%	15%	51%	22%	17%	19%	18%	24%	24%	16%	10%	10%	15%	22%
Latvia	1%	0%	1%	1%	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Lithuania	2%	0%	0%	1%	1%	1%	1%	1%	2%	2%	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Luxembourg	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Malta	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Netherlands	9%	5%	3%	8%	8%	4%	3%	1%	2%	2%	3%	3%	5%	3%	1%	2%	3%	3%	4%	4%	4%	5%	5%	2%	5%	2%
Poland	5%	5%	4%	2%	5%	3%	3%	4%	5%	7%	6%	4%	3%	6%	3%	5%	3%	4%	4%	2%	2%	2%	3%	5%	3%	3%
Portugal	1%	3%	3%	2%	2%	3%	3%	4%	3%	3%	2%	2%	1%	1%	4%	4%	1%	2%	2%	1%	1%	0%	1%	1%	1%	1%
Romania	4%	3%	1%	0%	1%	1%	1%	2%	5%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%
Slovakia	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%
Slovenia	0%	0%	1%	0%	0%	0%	0%	0%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	0%	1%	0%
Spain	9%	8%	5%	14%	11%	15%	8%	9%	5%	7%	6%	8%	7%	6%	9%	11%	8%	6%	7%	5%	4%	4%	3%	6%	4%	5%
Sweden	2%	3%	11%	2%	2%	1%	2%	1%	8%	4%	8%	6%	2%	3%	1%	3%	4%	3%	4%	3%	4%	4%	5%	4%	3%	3%
United Kingdom	3%	7%	5%	9%	7%	14%	8%	6%	4%	7%	7%	15%	10%	9%	3%	5%	10%	8%	8%	6%	8%	11%	13%	11%	9%	14%

Source: ITC calculations.

Annex 4: Sample size per sector, company size and country

Sector	Size	Austria	Belgium	Bulgaria	Croatia	Cyprus	Czech Republic	Denmark	Estonia	Finland	France	Germany	Greece	Hungary	Ireland	Italy	Latvia	Lithuania	Luxembourg	Malta	Netherlands	Poland	Portugal	Romania	Slovakia	Slovenia	Spain	Sweden	United Kingdom	Total
1	S	1	1	1	0	0	0	1	0	0	18	5	1	1	0	4	0	1	0	0	5	3	1	3	0	0	5	1	2	57
	M	1	2	2	1	0	1	1	0	1	29	8	2	2	0	6	0	2	0	0	8	4	1	4	0	0	8	2	3	90
	L	1	2	2	1	0	1	2	0	1	30	9	2	2	0	7	1	2	0	0	8	4	1	4	0	0	9	2	3	95
2	S	1	1	0	0	0	0	4	0	2	7	2	1	1	0	2	0	0	0	0	2	2	1	1	0	0	3	1	2	33
	M	1	1	1	1	0	1	9	0	4	18	5	2	2	1	5	0	0	0	0	4	4	2	3	0	0	6	2	6	79
	L	2	2	1	1	0	1	11	0	4	21	6	3	2	1	5	0	0	0	0	5	4	2	3	0	0	7	3	6	92
3	S	1	1	0	0	0	1	0	0	2	8	5	0	0	0	1	0	0	0	0	1	1	1	0	0	0	1	3	2	30
	M	2	1	0	0	0	1	0	0	4	17	11	1	0	0	3	1	0	0	0	2	3	2	1	1	0	3	7	3	66
	L	3	2	1	0	0	2	0	0	6	23	15	1	0	0	4	1	0	0	0	2	3	2	1	1	1	4	10	4	86
4	S	0	0	0	1	0	0	2	0	0	10	1	2	0	1	1	0	0	0	1	3	1	1	0	0	0	5	1	3	33
	M	0	0	0	1	0	0	5	1	1	23	2	4	0	2	3	0	1	0	2	6	2	2	0	0	0	10	2	7	75
	L	0	1	0	2	0	0	6	1	1	27	2	4	0	2	4	1	1	0	2	7	2	2	0	0	0	12	2	8	87
5	S	1	3	1	1	0	1	3	0	1	10	9	2	1	2	11	0	1	0	0	5	4	1	1	0	0	8	1	5	71
	M	2	3	1	1	0	1	3	0	1	12	11	2	1	2	14	0	1	0	0	7	4	2	1	0	0	9	2	6	86
	L	2	4	1	1	0	1	3	0	1	13	12	2	1	2	15	0	1	0	0	7	5	2	1	0	0	10	2	7	94
6	S	2	3	1	1	0	1	1	0	0	16	9	2	1	1	12	1	1	0	0	4	2	3	1	0	0	14	1	12	89
	M	3	3	1	1	0	1	1	0	0	17	9	2	1	1	13	1	1	0	0	4	2	3	1	0	0	14	1	13	94
	L	3	3	1	1	0	1	1	0	0	17	9	2	1	1	13	1	1	0	0	4	2	3	1	0	0	14	1	13	95
7	S	2	3	0	0	0	1	1	0	1	7	12	1	1	0	21	0	1	0	0	2	2	2	1	0	0	6	1	6	73
	M	2	4	1	0	0	2	1	1	1	9	15	1	1	0	27	0	1	0	0	3	3	3	1	0	0	7	2	7	92
	L	2	4	1	0	0	2	1	1	1	9	15	1	1	0	27	0	1	0	0	3	3	3	1	0	0	8	2	7	95
8	S	1	1	1	0	0	1	1	0	0	9	9	2	1	0	29	0	1	0	0	1	3	3	2	0	0	7	1	5	79
	M	1	1	1	1	0	1	1	1	1	10	10	3	1	0	35	0	1	0	0	1	4	3	2	1	0	9	1	5	93

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	L	1	1	1	1	0	1	1	1	1	11	10	3	1	0	35	0	1	0	0	1	4	4	2	1	0	9	1	5	95
9	S	4	2	1	1	0	1	1	1	4	6	12	0	1	0	11	1	1	0	0	1	4	2	3	1	1	4	6	3	75
	M	5	2	1	1	0	2	2	1	5	8	15	1	1	0	14	2	2	0	0	1	5	3	4	1	1	5	8	4	93
	L	6	2	1	1	0	2	2	2	5	8	15	1	1	0	14	2	2	0	0	2	5	3	4	1	1	5	8	4	95
10	S	2	1	0	0	0	1	2	0	1	6	13	1	1	0	20	0	1	0	0	2	5	2	1	1	1	5	3	6	75
	M	3	1	1	1	0	1	3	1	1	7	16	1	1	0	25	0	2	0	0	2	7	3	1	1	1	6	4	7	92
	L	3	1	1	1	0	1	3	1	1	7	17	1	1	0	25	0	2	0	0	2	7	3	1	1	1	6	4	7	95
11	S	2	2	1	0	0	1	1	0	6	7	15	1	1	0	12	0	0	0	0	2	4	1	1	0	1	5	6	5	77
	M	3	3	1	0	0	2	1	0	7	9	18	1	1	0	14	0	1	0	0	3	5	2	1	1	1	6	7	6	91
	L	3	3	1	0	0	2	1	0	7	9	18	1	1	0	14	0	1	0	0	3	5	2	1	1	1	6	7	6	93
12	S	2	2	0	1	0	1	1	0	2	8	15	1	1	0	9	0	0	0	0	2	3	1	0	0	0	6	4	10	71
	M	3	2	0	1	0	1	1	0	3	10	19	1	1	1	11	0	0	0	0	3	4	2	1	0	1	7	5	13	92
	L	3	2	0	1	0	1	2	0	3	10	20	1	1	1	11	0	0	0	0	3	4	2	1	0	1	8	5	14	95
13	S	2	6	1	0	0	1	2	0	1	11	20	1	1	5	10	0	0	0	0	5	2	1	1	0	1	6	2	9	88
	M	2	6	1	0	0	1	2	0	1	12	22	1	1	6	11	0	0	0	0	5	3	1	1	0	1	7	2	10	94
	L	2	6	1	0	0	1	2	0	1	12	22	1	1	6	11	0	0	0	0	5	3	1	1	0	1	7	2	10	95
14	S	2	2	0	0	0	2	1	0	1	10	22	1	1	1	13	0	0	0	0	3	5	1	1	1	1	5	2	7	84
	M	2	3	1	1	0	3	2	0	1	11	25	1	1	1	14	0	1	0	0	3	6	1	1	1	1	6	3	8	94
	L	2	3	1	1	0	3	2	0	1	11	25	1	2	1	14	0	1	0	0	3	6	1	1	1	1	6	3	8	95
15	S	1	0	0	0	0	0	0	0	0	8	3	0	0	0	28	0	0	0	0	1	1	2	1	0	0	5	0	2	55
	M	1	1	0	1	0	0	0	0	0	12	5	1	0	0	45	0	0	0	0	1	2	4	1	1	0	8	1	3	88
	L	1	1	0	1	0	1	0	0	0	13	5	1	1	0	48	0	0	0	0	1	2	4	1	1	0	8	1	3	94
16	S	3	2	1	1	0	2	1	0	1	8	16	1	1	0	19	0	0	0	0	2	4	3	1	0	0	9	2	4	83
	M	3	2	1	1	0	3	1	0	1	9	18	2	1	0	21	0	1	0	0	2	5	3	1	1	1	11	2	5	93
	L	3	2	1	1	0	3	1	0	1	9	18	2	1	0	21	0	1	0	0	2	5	4	1	1	1	11	2	5	95
17	S	3	4	1	0	0	2	1	0	2	7	21	1	1	0	14	0	0	0	0	2	3	1	1	1	0	6	3	9	85
	M	3	4	1	0	0	2	1	0	2	8	24	1	1	0	15	0	0	0	0	3	3	1	1	1	0	7	4	9	93
	L	3	4	1	0	0	2	1	0	2	8	24	1	1	0	15	0	0	0	0	3	3	1	1	1	0	7	4	9	94
18	S	2	2	0	0	0	2	1	0	1	7	21	0	1	0	15	0	0	0	0	2	3	2	1	1	1	5	2	6	76

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	M	3	2	1	0	0	2	2	0	1	9	25	1	1	0	18	0	0	0	0	3	4	2	1	1	1	6	3	7	92
	L	3	2	1	0	0	3	2	0	1	9	26	1	1	0	18	0	0	0	0	3	4	2	1	1	1	6	3	7	95
19	S	3	2	0	0	0	2	2	0	2	9	20	1	1	0	15	0	1	0	0	4	4	2	1	1	1	6	4	7	86
	M	3	2	0	1	0	2	2	0	2	10	22	1	1	0	16	0	1	0	0	4	4	2	1	1	1	7	4	8	93
	L	3	2	0	1	0	2	2	0	2	10	22	1	1	0	17	0	1	0	0	4	4	2	1	1	1	7	4	8	95
20	S	3	1	0	0	0	2	2	0	1	5	29	0	1	0	20	0	0	0	0	3	2	1	0	0	0	4	2	5	82
	M	3	2	0	0	0	2	2	0	2	6	33	0	1	0	23	0	0	0	0	3	2	1	0	0	0	4	3	6	93
	L	3	2	0	0	0	2	2	0	2	6	33	0	1	0	23	0	0	0	0	3	2	1	0	1	0	4	3	6	95
21	S	2	2	0	0	0	1	2	0	1	5	26	0	1	0	19	0	0	0	0	3	2	1	0	0	0	3	3	6	79
	M	2	2	0	0	0	1	2	0	1	6	30	0	1	0	21	0	0	0	0	3	2	1	0	0	0	4	4	7	91
	L	2	3	0	0	0	1	2	0	2	6	31	0	1	0	22	0	0	0	0	3	2	1	0	0	0	4	4	7	95
22	S	3	2	0	0	0	2	2	0	2	7	28	1	1	1	14	0	0	0	0	5	2	0	1	0	0	3	4	10	89
	M	3	2	0	0	0	2	2	0	2	8	29	1	1	1	15	0	0	0	0	5	2	0	1	0	0	4	4	10	94
	L	3	2	0	0	0	2	2	0	2	8	30	1	1	1	15	0	0	0	0	5	2	0	1	0	0	4	4	11	95
23	S	2	1	0	0	0	2	2	0	2	10	28	0	2	2	9	0	0	0	0	4	2	1	1	1	0	3	4	11	89
	M	3	2	0	0	0	2	2	0	2	11	29	0	2	2	10	0	0	0	0	5	3	1	1	1	1	3	4	12	95
	L	3	2	0	0	0	2	2	0	2	11	30	0	2	2	10	0	0	0	0	5	3	1	1	1	1	3	4	12	95
24	S	2	2	0	0	0	3	1	0	1	11	29	0	1	0	9	0	0	0	0	2	4	1	1	1	0	5	3	10	85
	M	2	2	0	0	0	3	1	0	1	11	31	0	1	0	9	0	0	0	0	2	4	1	1	1	0	6	3	10	91
	L	2	2	0	0	0	3	1	0	1	12	32	0	1	0	9	0	0	0	0	2	4	1	1	1	0	6	3	11	94
25	S	2	2	0	0	0	2	1	0	1	7	27	1	1	2	12	0	0	0	0	4	2	1	0	0	1	3	2	7	80
	M	3	3	0	0	0	2	2	0	2	8	31	1	1	2	14	0	0	0	0	4	2	1	1	1	1	4	2	8	93
	L	3	3	0	0	0	2	2	0	2	8	32	1	1	3	14	0	0	0	0	4	2	1	1	1	1	4	3	8	94
26	S	1	1	0	0	0	2	2	0	0	7	13	0	0	2	13	0	0	0	0	1	2	1	0	0	0	3	2	8	60
	M	2	1	0	0	0	3	3	0	1	11	20	1	1	3	20	0	0	0	0	2	3	1	0	0	0	4	2	12	91
	L	2	1	0	0	0	3	3	0	1	12	20	1	1	3	21	0	0	0	0	2	3	1	0	0	0	4	2	13	95
Total		173	170	47	40	6	117	143	25	131	839	1,391	82	72	70	1,198	23	40	5	8	250	256	130	85	40	37	486	238	561	6,664

Source: ITC calculations.

Annex 5: Sample population by country

Sector	Number of companies	Share in total
Austria	173	2.50%
Belgium	170	2.60%
Bulgaria	47	0.80%
Croatia	40	0.60%
Cyprus	6	0.10%
Czech Republic	117	1.80%
Denmark	143	2.20%
Estonia	25	0.40%
Finland	131	1.90%
France	839	12.70%
Germany	1391	20.80%
Greece	82	1.30%
Hungary	72	1.10%
Ireland	70	1.10%
Italy	1198	17.30%
Latvia	23	0.30%
Lithuania	40	0.60%
Luxembourg	5	0.10%
Malta	8	0.10%
Netherlands	250	3.90%
Poland	256	4.00%
Portugal	130	1.80%
Romania	85	1.30%
Slovakia	40	0.60%
Slovenia	37	0.60%
Spain	486	7.20%
Sweden	238	3.50%
United Kingdom	561	8.90%
Total	6,664	100%

Source: EU Survey sample, 2015.