



FIELD NOTES / RESEARCH INTERPRETATION

A Missing Survey Year Is Not a Market Signal

A practical check before using an adoption chart to justify a sales plan.

WHAT YOU WILL DO

Check what was collected before explaining a blank. Record confirmed omissions or unknown reasons, and remove unsupported trend claims from the decision.



SOURCE



INSIGHT



APPLICATION

ARTICLE / FILLABLE WORKSHEET / SOURCE NOTES



Keep the blank out of the sales forecast

A blank year is a poor foundation for a sales-capacity decision. GTMA proposal: before using a technology-adoption chart to argue that demand stalled, check whether the survey collected that measure in the missing year. Keep an absent observation separate from a measured zero.

What Eurostat actually explains

Eurostat reports that some questions in its enterprise ICT survey are asked every two or three years. This can leave interrupted or shorter time series and empty cells in published tables. That is one documented reason for gaps; it does not explain every blank in every dataset.

The source is survey-methodology documentation, not evidence of demand for your product. The checking routine below is our proposal. It cannot establish why adoption changed between years that do have observations.

A fictional planning slide, corrected

Fictional example: sales leader Maya sees adoption figures for 2021 and 2023, with 2022 blank. Her draft slide says “Demand stalled in 2022” and uses that claim to argue against hiring. She opens the table’s methodology and then the questionnaire for the exact measure and year. In this invented example, the questionnaire confirms the question was omitted in 2022.

Maya removes the unsupported sentence, leaves the cell blank and labels her chart “surveyed years only”. Her planning note reads: “2022 not collected: question omitted. No annual change calculated for that year.” She removes the supposed stall from the hiring rationale; she has not established that hiring is warranted either.

When the reason remains unknown

Start with the table’s metadata link and match the indicator, geography, population and year before relying on a questionnaire or note. Record the exact reference and what it establishes. If those records do not explain the blank, write “missing value: reason unknown”, leave it missing and omit the unsupported trend claim. Do not silently turn it into zero or an interpolated observation.

If the sales decision cannot wait, a useful alternative is to assess current pipeline and workload against your stated hiring criteria, while recording that this survey supplies no observation for the missing year. Assign an owner to resolve the data question. Neither that alternative nor this worksheet is a method validated by Eurostat.



Worksheet: a missing year in the decision

A GTMA proposal for recording what is missing, what the documentation establishes and what changes in your planning decision.

Type into the fields, or print. Save a copy to retain your answers.

01 / Identify the missing observation

Record the indicator, table, geography, population and missing year. Keep the table link. Do not enter customer or lead records.

02 / Record what the documentation establishes

Add the exact methodology or questionnaire reference. Fictional example: 2022 question omitted. If the reason is not established, write "missing value: reason unknown".

03 / Complete the chart and planning decision

State what you remove or change. Fictional example: retain the blank, label surveyed years only, calculate no annual change for 2022, remove the claimed stall from the hiring rationale.

04 / Choose the alternative and follow-up

If the decision cannot wait, name the other evidence and criteria you will use, their limits, and who will resolve the missing-year question. Do not treat this check as hiring approval.



Read further. Know the limits.

Source findings, GTMA proposals and fictional examples have different roles. Use the original research to examine its methods and context.

[1] ICT usage in enterprises: survey methodology and population

Eurostat / Published: 2025-12-11

Eurostat methodology metadata, posted/updated 11 December 2025. Supports only the attributed question-cadence explanation; not a market-demand finding or validation of GTMA's worksheet.

https://ec.europa.eu/eurostat/cache/metadata/EN/isoc_e_esms.htm

What the source supports

Eurostat's enterprise ICT methodology explains that some questions are collected every two or three years. This can create interrupted or shorter time series and empty cells. It does not establish the reason for every missing value.

The source date, 11 December 2025, identifies posted/updated methodology metadata. It is not the observation year for a market trend.

Limits of this finding

The selected finding describes survey-question cadence. It supplies no product-demand estimate, market-growth rate, customer cohort or causal effect. It does not establish a sample size or geography for a particular indicator-year. Check the exact table's scope and notes.

A confirmed omission explains the absence of an observation, not the change between observed years. If a gap remains unexplained, keep the reason unknown.

Our proposal and fictional example

The chart check, worksheet, hiring example and alternative planning route are GTMA proposals, not methods validated by this source. Maya, the table, its years and the omitted question are explicitly fictional.

No adoption percentages, zero values or annual growth rates have been invented. This worksheet cannot establish a market trend or approve a hiring decision.

The worksheet is a GTMA proposal, not a research-validated instrument. Fictional examples are illustrations, not evidence of results.