



FIELD NOTES / RESEARCH INTERPRETATION

A Workforce Percentage Is Not an Account Count

A worked example shows why counting firms and counting people can tell different stories.

WHAT YOU WILL DO

Check the unit and weighting before turning a survey percentage into a prospect-list calculation.



SOURCE



INSIGHT



APPLICATION

ARTICLE / FILLABLE WORKSHEET / SOURCE NOTES



Check what the percentage counts

Before multiplying a survey percentage by the size of your prospect list, check what it describes. GTMA proposal: read the exact table's definition, unit and weighting. A percentage weighted by employment cannot simply become a percentage of customer accounts.

The same topic can have different weights

Eurostat's ICT survey methodology says results are generally weighted by the number of enterprises. It also describes employment weighting for questions about employees and self-employed people, and as an additional weighting for some questions about ICT systems, internet use and e-commerce.

GTMA proposal: inspect the particular result rather than guessing its weighting from the question's topic. These methodology statements supply no adoption rate or estimate of demand for your product.

Ten firms, two very different percentages

Fictional example: take an entire invented group of ten firms. Nine employ ten people each; one employs 910. Only the large firm has the defined tool. These figures illustrate different counting units, not Eurostat results or its survey-estimation procedure.

One of ten firms has the tool: 10%. But 910 of the group's 1,000 people work in a firm that has it: 91%. That second statement does not mean 91% of people personally use the tool. Both percentages describe the same invented group, answering different questions.

Priya had applied 91% to a separate list of 200 prospective accounts and written "182 accounts use this tool." She removes that unsupported count. Substituting 10% would also be unjustified: these ten invented firms do not establish the tool status of her prospect list. Her account count remains unknown.



Finish the planning decision

GTMA proposal: record the result's definition, unit, weighting, covered population and period alongside the calculation you wanted to make. Request an enterprise-based result with relevant coverage, then examine whether applying it to your particular list is justified. A statistical enterprise and a sales account may not be the same unit.

If no suitable result exists, a useful alternative is to inspect the defined account list directly and record known tool status separately from unknowns. Remove the unsupported market count from the plan and name an owner for the missing evidence. Even confirmed tool absence establishes neither need, purchase intent nor budget.



Worksheet: check the percentage's unit

A GTMA proposed record for accepting or withholding a survey-based account calculation.

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

01 / Identify exactly what the result describes

Record the source table, definition, unit, weighting, covered population and period. Keep unknowns explicit.

02 / Keep the two counting units separate

Fictional group: 1 of 10 firms has the tool (10%); 910 of 1,000 people work in that firm (91%). This is not individual use.

03 / Inspect the proposed account calculation

Record the list and proposed calculation. Fictional example: $91\% \times 200 \text{ accounts} = 182$ is removed. Replacing 91% with 10% is also unsupported.

04 / Complete the decision and next check

Record the withheld count, missing evidence, owner and next step. Obtain a suitably scoped result or inspect the account list; keep unknown tool status separate. Do not infer demand.



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

European Commission, Eurostat / Published: 2025-12-11

Methodology supports the attributed weighting practices. It supplies no adoption rate, target-account count or demand forecast. GTMA's example and worksheet are independent proposals.

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

Source and attribution

European Commission, Eurostat: ICT usage in enterprises: survey methodology and population. Metadata page dated 11 December 2025; acquired version reviewed 18 October 2026. The metadata date is not an observation year.

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

The two selected findings concern usual enterprise weighting and employment weighting, sometimes additional to enterprise weighting. They do not identify the unit of a particular table without its definition.

Scope and limitations

This note paraphrases the selected methodology statements and adds GTMA's own example and decision routine. European Commission/Eurostat is not responsible for the interpretation or proposed worksheet.

The selected evidence provides no tool-adoption percentage, demand estimate or universal rule for converting survey results into customer accounts. Unknown population details and observation periods must remain unknown until established for the actual table.

Fictional example and GTMA proposal

The ten firms, workforce sizes, tool status, Priya and the 200-account list are fictional. The ten firms form the entire illustrative group, not a survey sample. Nine times ten plus 910 equals 1,000 people; one of ten firms is 10%; 910 of 1,000 people is 91%.

The 91% describes people employed in firms with the tool, not personal use. Neither percentage establishes the tool status of the separate prospect list. The worksheet is a GTMA proposal, not a method validated by Eurostat. Confirmed tool absence does not establish demand.

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