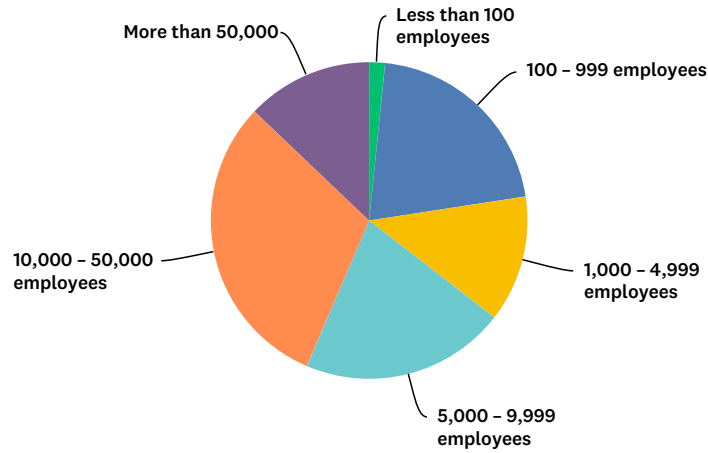


Q1 How many of your employees have intranet access (total number of employees minus those that don't have intranet access)?

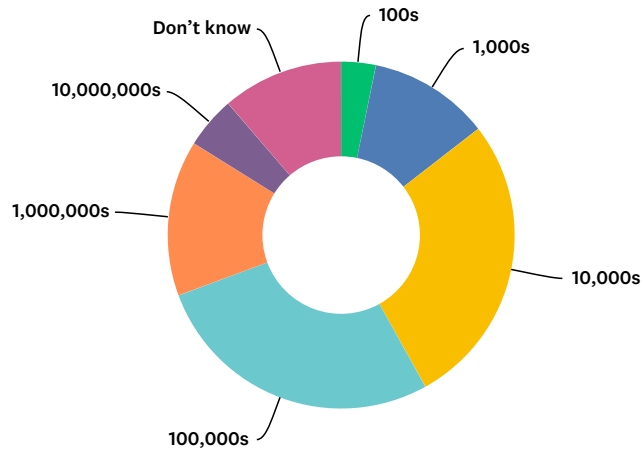
Answered: 62 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 100 employees	1.61%	1
100 - 999 employees	20.97%	13
1,000 - 4,999 employees	12.90%	8
5,000 - 9,999 employees	20.97%	13
10,000 - 50,000 employees	30.65%	19
More than 50,000	12.90%	8
TOTAL		62

Q2 How many page views does your main site have per month?

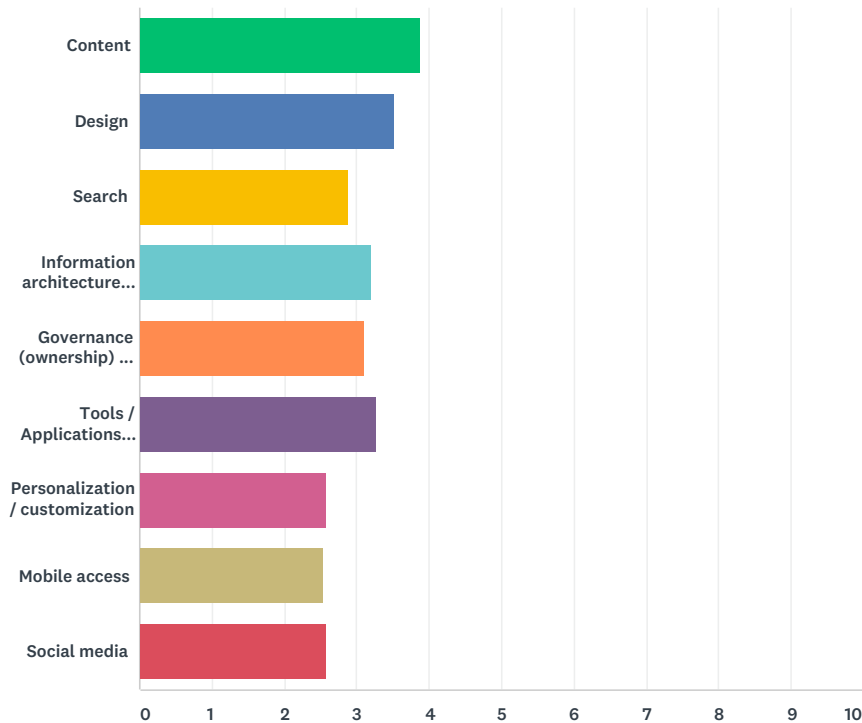
Answered: 62 Skipped: 0



ANSWER CHOICES	RESPONSES	
100s	3.23%	2
1,000s	11.29%	7
10,000s	27.42%	17
100,000s	27.42%	17
1,000,000s	14.52%	9
10,000,000s	4.84%	3
Don't know	11.29%	7
TOTAL		62

Q3 How would you rate the quality / effectiveness of the following elements of your intranet?

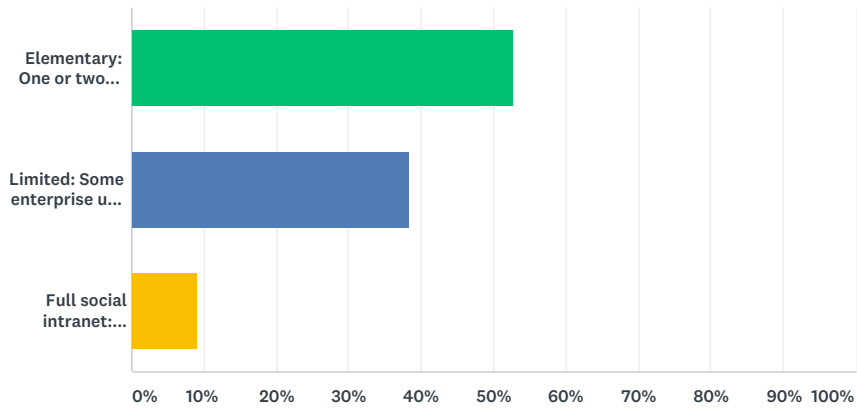
Answered: 62 Skipped: 0



	VERY POOR	POOR	SATISFACTORY	GOOD	VERY GOOD	N/A	TOTAL	WEIGHTED AVERAGE
Content	4.84% 3	4.84% 3	19.35% 12	40.32% 25	30.65% 19	0.00% 0	62	3.87
Design	4.84% 3	17.74% 11	20.97% 13	32.26% 20	22.58% 14	1.61% 1	62	3.51
Search	9.68% 6	29.03% 18	33.87% 21	17.74% 11	9.68% 6	0.00% 0	62	2.89
Information architecture / Usability	4.84% 3	16.13% 10	38.71% 24	33.87% 21	6.45% 4	0.00% 0	62	3.21
Governance (ownership) / Planning (goals, objectives)	8.06% 5	20.97% 13	33.87% 21	27.42% 17	9.68% 6	0.00% 0	62	3.10
Tools / Applications (HR apps, phone directory, etc.)	6.45% 4	11.29% 7	43.55% 27	27.42% 17	11.29% 7	0.00% 0	62	3.26
Personalization / customization	16.13% 10	33.87% 21	25.81% 16	9.68% 6	8.06% 5	6.45% 4	62	2.57
Mobile access	20.97% 13	25.81% 16	24.19% 15	17.74% 11	3.23% 2	8.06% 5	62	2.53
Social media	16.39% 10	26.23% 16	26.23% 16	6.56% 4	8.20% 5	16.39% 10	61	2.57

Q4 What stage or degree of “social” is your intranet – how “social" is your intranet?

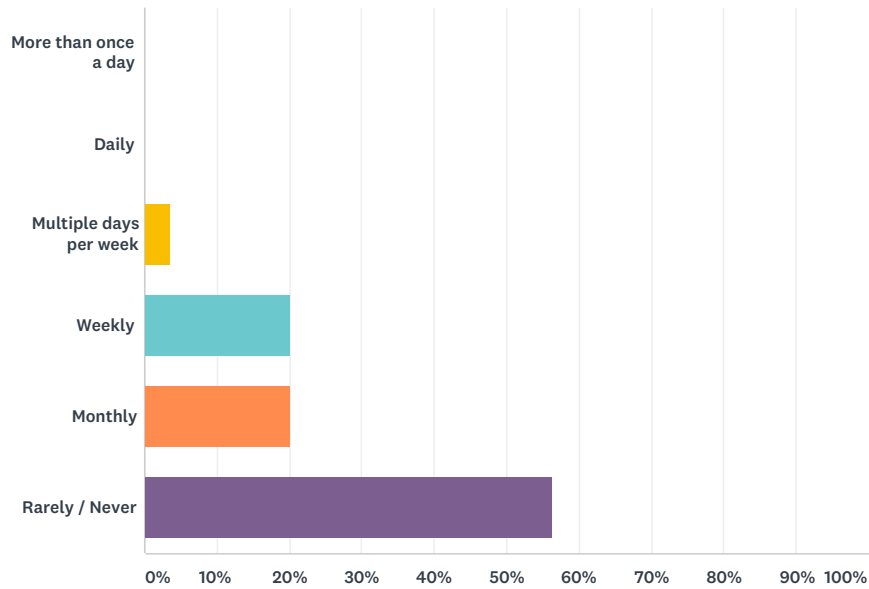
Answered: 55 Skipped: 7



ANSWER CHOICES	RESPONSES	
Elementary: One or two social media tools, but no enterprise wide use	52.73%	29
Limited: Some enterprise use of limited social media	38.18%	21
Full social intranet: Enterprise use of multiple social media tools	9.09%	5
TOTAL		55

Q5 How often do executives contribute content in their own words (or by their own hand) to a blog, wiki or other social media tool?

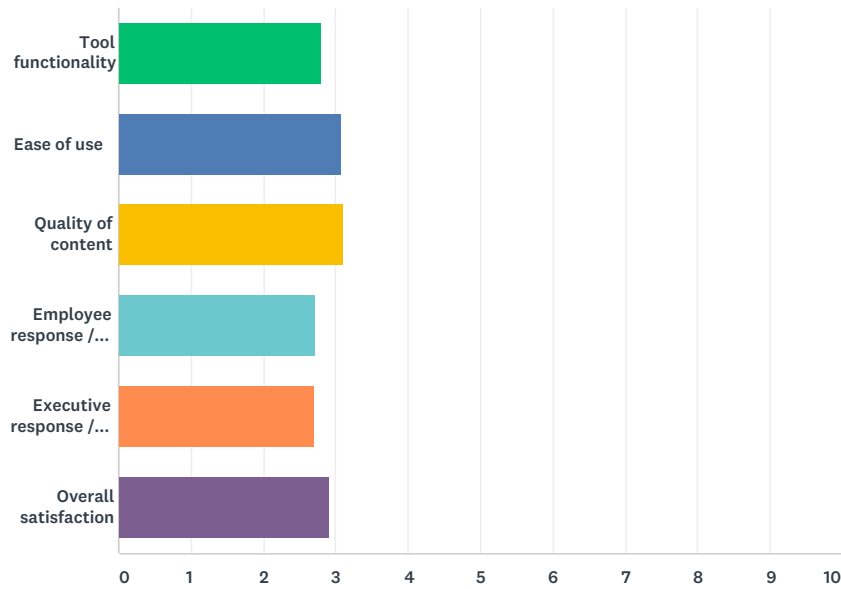
Answered: 55 Skipped: 7



ANSWER CHOICES	RESPONSES	
More than once a day	0.00%	0
Daily	0.00%	0
Multiple days per week	3.64%	2
Weekly	20.00%	11
Monthly	20.00%	11
Rarely / Never	56.36%	31
TOTAL		55

Q6 Please rate your satisfaction with your organization's social media tools with respect to the following:

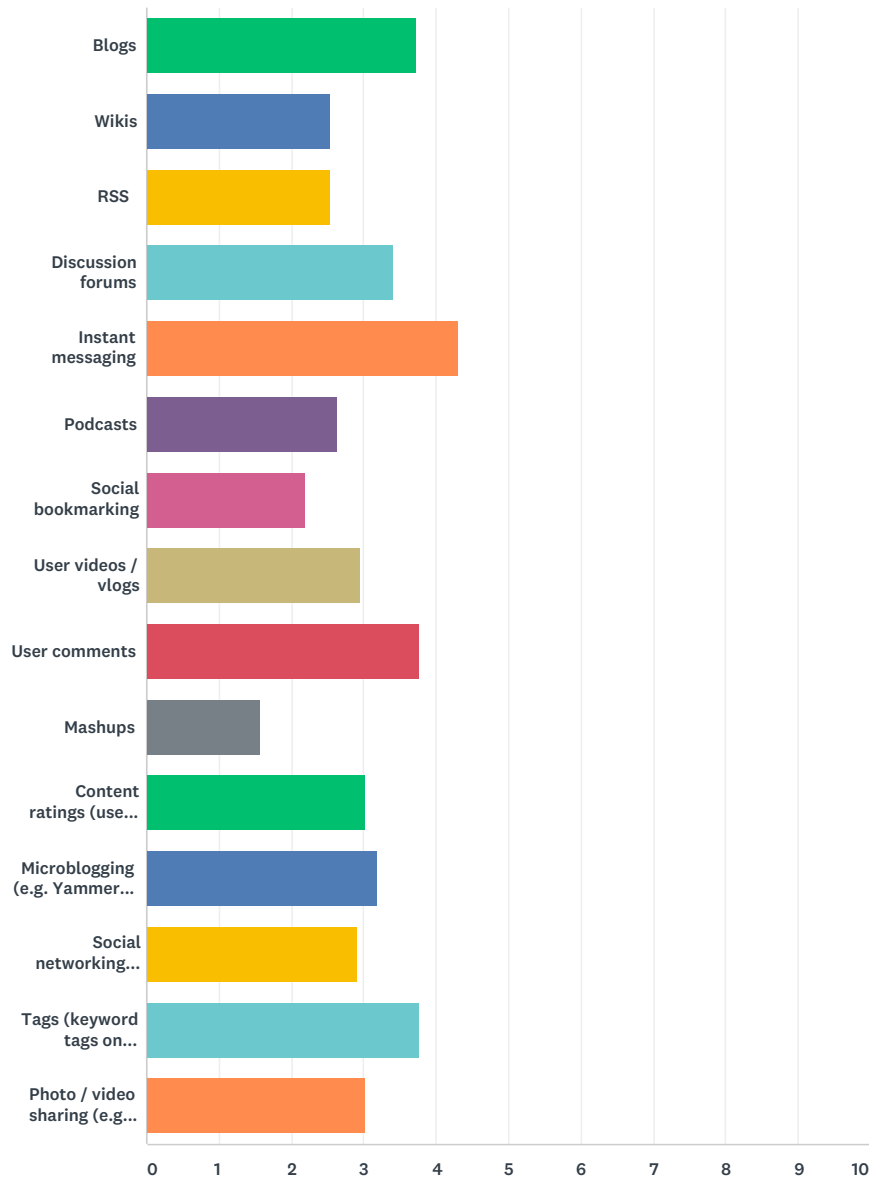
Answered: 55 Skipped: 7



	VERY POOR	POOR	SATISFACTORY	GOOD	VERY GOOD	N/A	TOTAL	WEIGHTED AVERAGE
Tool functionality	5.45% 3	30.91% 17	23.64% 13	14.55% 8	5.45% 3	20.00% 11	55	2.80
Ease of use	7.69% 4	15.38% 8	32.69% 17	17.31% 9	9.62% 5	17.31% 9	52	3.07
Quality of content	7.41% 4	14.81% 8	31.48% 17	18.52% 10	9.26% 5	18.52% 10	54	3.09
Employee response / satisfaction	7.41% 4	29.63% 16	27.78% 15	7.41% 4	7.41% 4	20.37% 11	54	2.72
Executive response / satisfaction	9.26% 5	22.22% 12	29.63% 16	7.41% 4	5.56% 3	25.93% 14	54	2.70
Overall satisfaction	5.56% 3	20.37% 11	38.89% 21	12.96% 7	5.56% 3	16.67% 9	54	2.91

Q7 Which of the following social media tools are being used at your organization?

Answered: 56 Skipped: 6



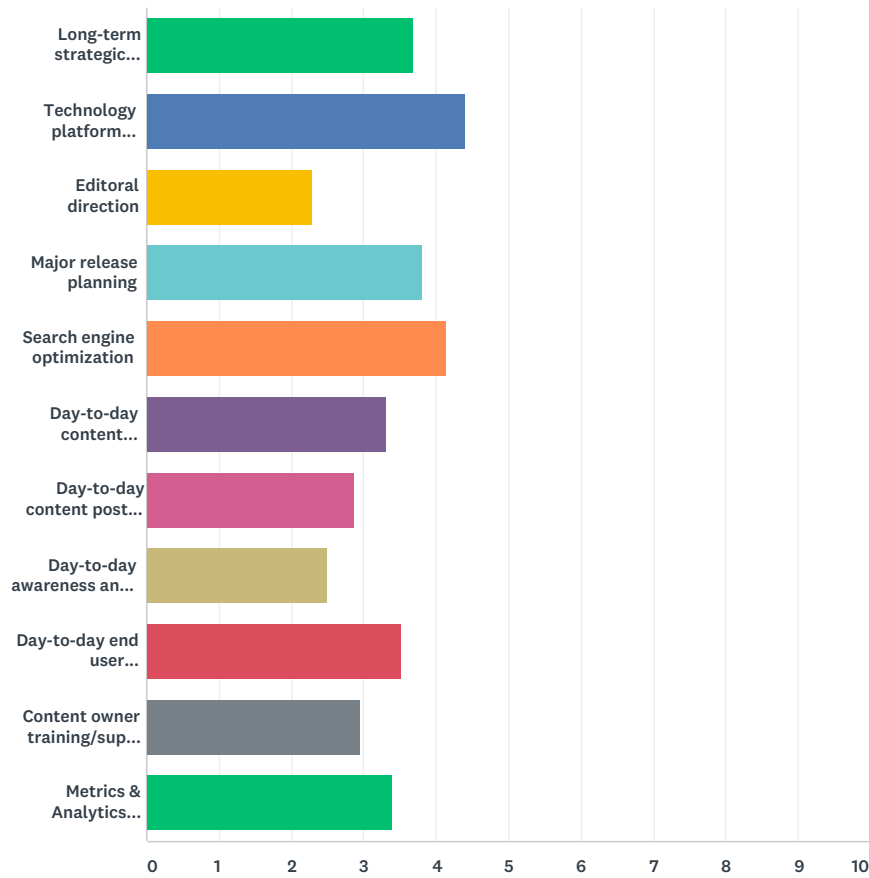
	NO PLANS & NO INTEREST	NONE, BUT CONSIDERING OPTIONS	NOT YET, BUT HAVE PLANS	SOME, LIMITED USE	ENTERPRISE USE	TOTAL	WEIGHTED AVERAGE
Blogs	11.11% 6	9.26% 5	7.41% 4	40.74% 22	31.48% 17	54	3.72
Wikis	34.62% 18	25.00% 13	3.85% 2	25.00% 13	11.54% 6	52	2.54
RSS	37.25% 19	19.61% 10	5.88% 3	27.45% 14	9.80% 5	51	2.53
Discussion forums	9.80% 5	17.65% 9	9.80% 5	47.06% 24	15.69% 8	51	3.41
Instant messaging	1.89% 1	9.43% 5	5.66% 3	22.64% 12	60.38% 32	53	4.30

2017 Digital Workplace & Intranet Global Forum - Attendee Needs Survey

Podcasts	17.31% 9	36.54% 19	15.38% 8	26.92% 14	3.85% 2	52	2.63
Social bookmarking	39.22% 20	29.41% 15	11.76% 6	11.76% 6	7.84% 4	51	2.20
User videos / vlogs	15.38% 8	23.08% 12	17.31% 9	38.46% 20	5.77% 3	52	2.96
User comments	1.92% 1	19.23% 10	13.46% 7	30.77% 16	34.62% 18	52	3.77
Mashups	64.00% 32	22.00% 11	10.00% 5	2.00% 1	2.00% 1	50	1.56
Content ratings (user ratings on a scale of 1-5 stars)	18.87% 10	22.64% 12	15.09% 8	24.53% 13	18.87% 10	53	3.02
Microblogging (e.g. Yammer, Twitter)	17.31% 9	17.31% 9	13.46% 7	34.62% 18	17.31% 9	52	3.17
Social networking (e.g. Jive, Facebook)	18.87% 10	26.42% 14	11.32% 6	32.08% 17	11.32% 6	53	2.91
Tags (keyword tags on content)	5.56% 3	12.96% 7	7.41% 4	48.15% 26	25.93% 14	54	3.76
Photo / video sharing (e.g. Flickr)	16.98% 9	20.75% 11	16.98% 9	33.96% 18	11.32% 6	53	3.02

Q8 Which function(s) own/lead the following ongoing operational activities for your intranet?

Answered: 50 Skipped: 12



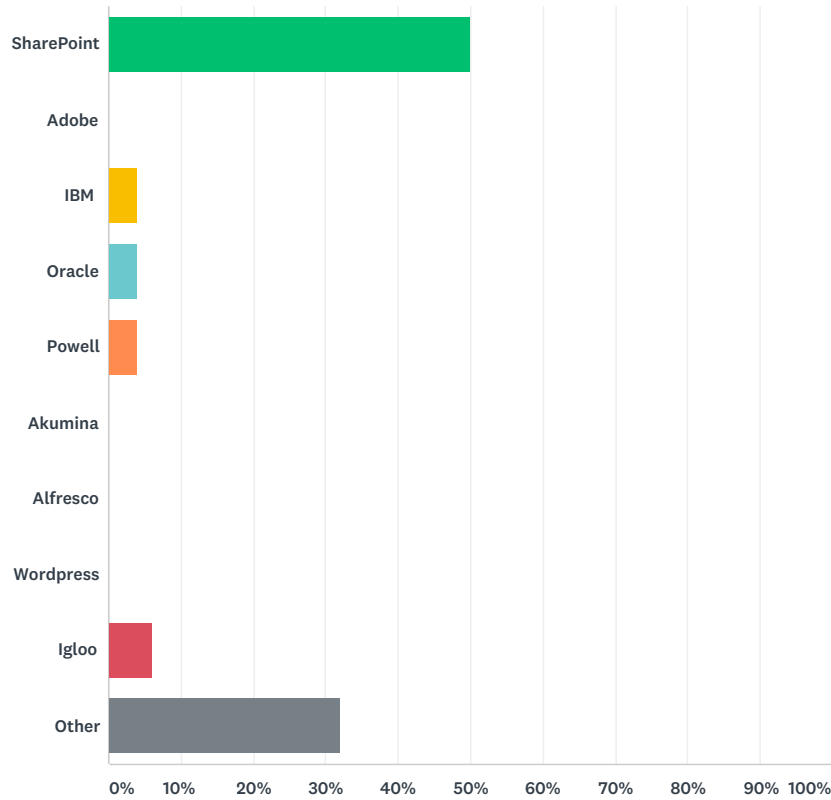
	COMMUNICATIONS	HR	IT	MARKETING	NO ONE	HYBRID DIGITAL TEAM	CROSS-FUNCTIONAL TEAM	SHARED ACROSS TEAMS / DEPARTMENTS	TOTAL
Long-term strategic direction	38.00% 19	6.00% 3	8.00% 4	4.00% 2	2.00% 1	6.00% 3	14.00% 7	22.00% 11	50
Technology platform evaluation/changes	12.24% 6	2.04% 1	34.69% 17	0.00% 0	0.00% 0	10.20% 5	18.37% 9	22.45% 11	49
Editorial direction	68.75% 33	4.17% 2	4.17% 2	0.00% 0	4.17% 2	0.00% 0	14.58% 7	4.17% 2	48
Major release planning	22.00% 11	2.00% 1	34.00% 17	2.00% 1	2.00% 1	8.00% 4	16.00% 8	14.00% 7	50
Search engine optimization	12.00% 6	0.00% 0	40.00% 20	2.00% 1	6.00% 3	10.00% 5	16.00% 8	14.00% 7	50
Day-to-day content creation	54.00% 27	6.00% 3	0.00% 0	2.00% 1	0.00% 0	2.00% 1	6.00% 3	30.00% 15	50
Day-to-day content posting / management	60.00% 30	6.00% 3	0.00% 0	2.00% 1	0.00% 0	6.00% 3	6.00% 3	20.00% 10	50
Day-to-day awareness and promotion	64.00% 32	6.00% 3	0.00% 0	2.00% 1	8.00% 4	6.00% 3	4.00% 2	10.00% 5	50
Day-to-day end user help/support	24.00% 12	4.00% 2	38.00% 19	0.00% 0	2.00% 1	8.00% 4	12.00% 6	12.00% 6	50

2017 Digital Workplace & Intranet Global Forum - Attendee Needs Survey

Content owner training/support	46.00% 23	8.00% 4	10.00% 5	4.00% 2	4.00% 2	8.00% 4	12.00% 6	8.00% 4	50
Metrics & Analytics (analysis, interpretation)	40.00% 20	2.00% 1	14.00% 7	2.00% 1	4.00% 2	14.00% 7	14.00% 7	10.00% 5	50

Q9 What is your intranet technology platform?

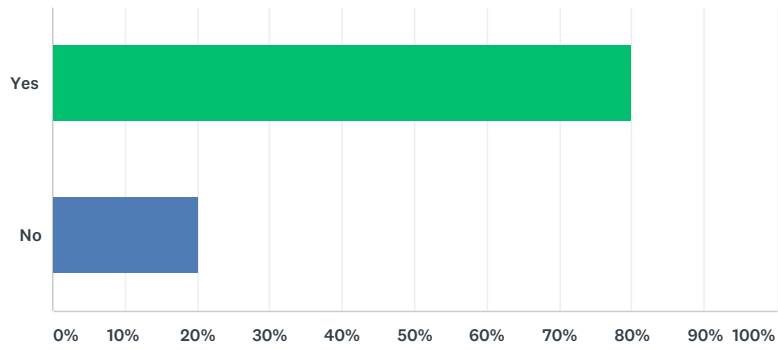
Answered: 50 Skipped: 12



ANSWER CHOICES	RESPONSES	
SharePoint	50.00%	25
Adobe	0.00%	0
IBM	4.00%	2
Oracle	4.00%	2
Powell	4.00%	2
Akumina	0.00%	0
Alfresco	0.00%	0
Wordpress	0.00%	0
Igloo	6.00%	3
Other	32.00%	16
TOTAL		50

Q10 Does your organization have user content governance, standards or policies?

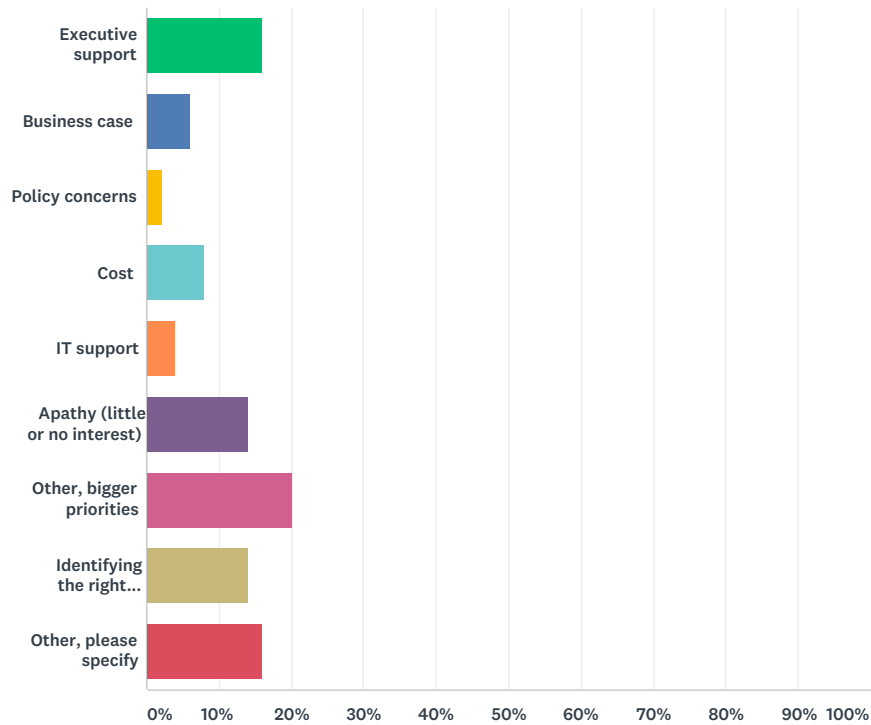
Answered: 50 Skipped: 12



ANSWER CHOICES	RESPONSES	
Yes	80.00%	40
No	20.00%	10
TOTAL		50

Q11 What do you feel is the greatest challenge or barrier to improving your intranet?

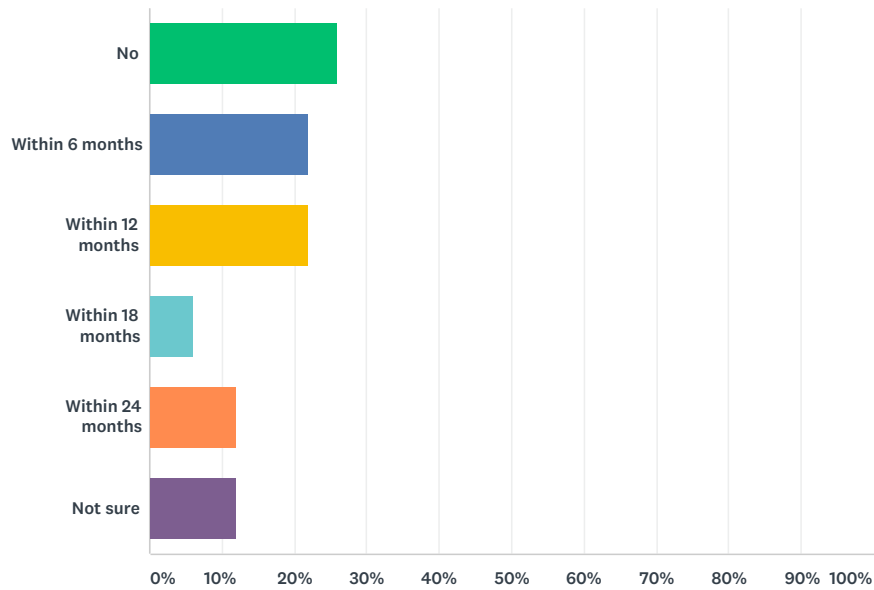
Answered: 50 Skipped: 12



ANSWER CHOICES	RESPONSES	
Executive support	16.00%	8
Business case	6.00%	3
Policy concerns	2.00%	1
Cost	8.00%	4
IT support	4.00%	2
Apathy (little or no interest)	14.00%	7
Other, bigger priorities	20.00%	10
Identifying the right technology	14.00%	7
Other, please specify	16.00%	8
TOTAL		50

Q12 Are you planning an intranet redesign?

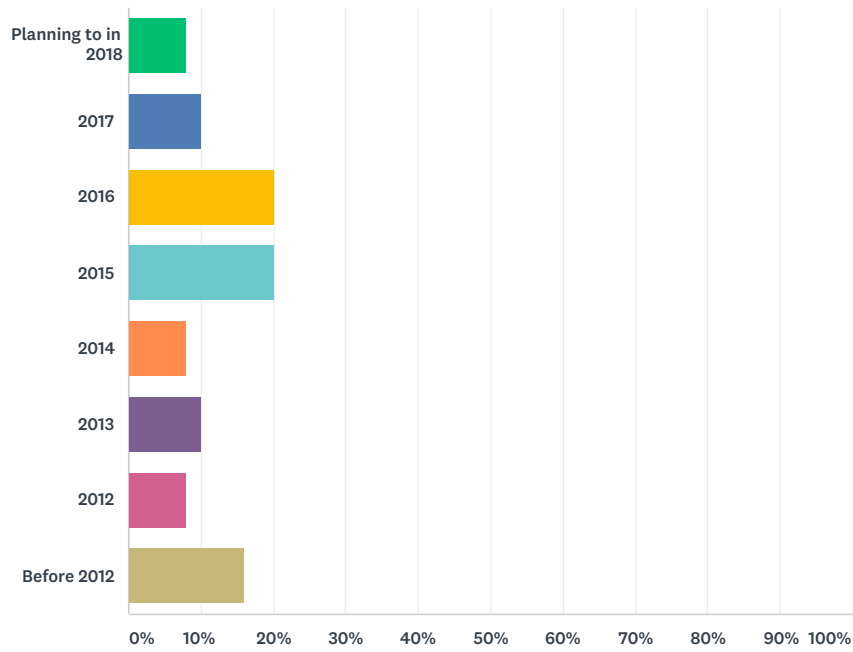
Answered: 50 Skipped: 12



ANSWER CHOICES	RESPONSES	
No	26.00%	13
Within 6 months	22.00%	11
Within 12 months	22.00%	11
Within 18 months	6.00%	3
Within 24 months	12.00%	6
Not sure	12.00%	6
TOTAL		50

Q13 When was the last time you did a major redesign or upgrade of your intranet?

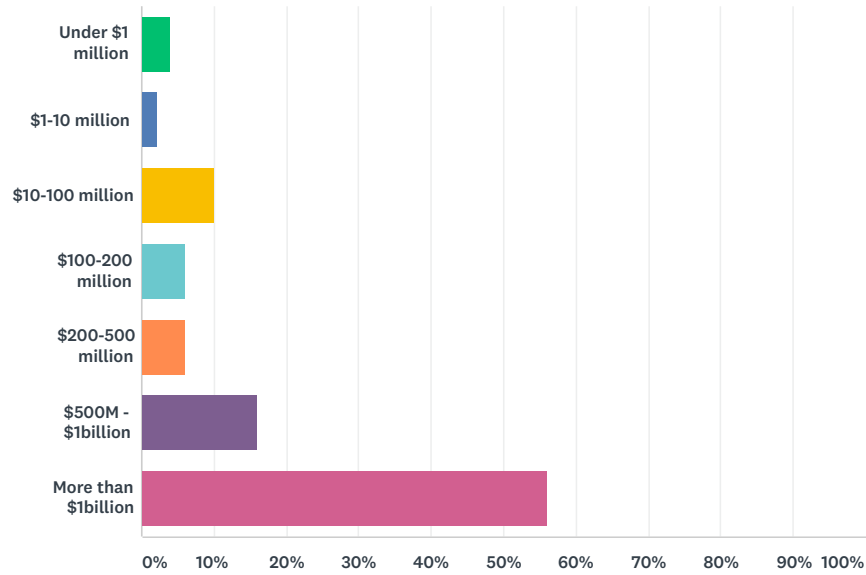
Answered: 50 Skipped: 12



ANSWER CHOICES	RESPONSES	
Planning to in 2018	8.00%	4
2017	10.00%	5
2016	20.00%	10
2015	20.00%	10
2014	8.00%	4
2013	10.00%	5
2012	8.00%	4
Before 2012	16.00%	8
TOTAL		50

Q14 What is your organization's annual revenue? (US\$)

Answered: 50 Skipped: 12

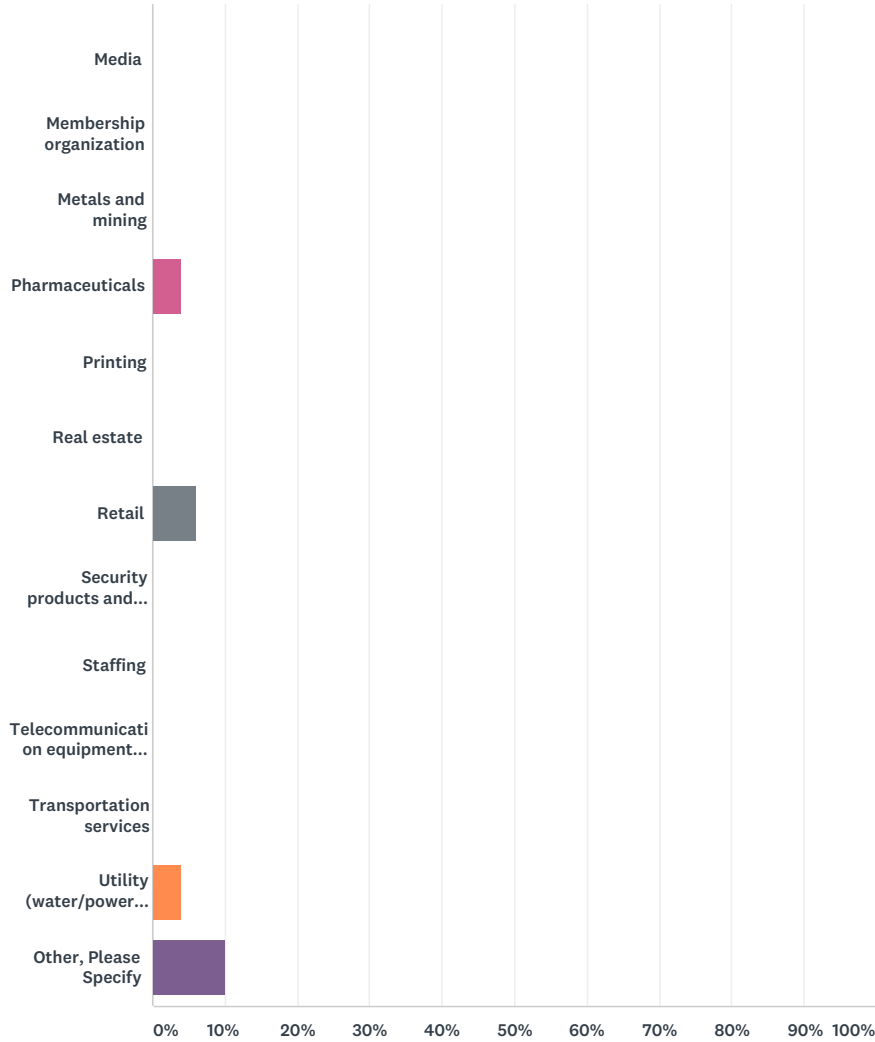


ANSWER CHOICES	RESPONSES
Under \$1 million	4.00% 2
\$1-10 million	2.00% 1
\$10-100 million	10.00% 5
\$100-200 million	6.00% 3
\$200-500 million	6.00% 3
\$500M - \$1billion	16.00% 8
More than \$1billion	56.00% 28
TOTAL	50

Q15 What industry/sector is your organization in?

Answered: 50 Skipped: 12





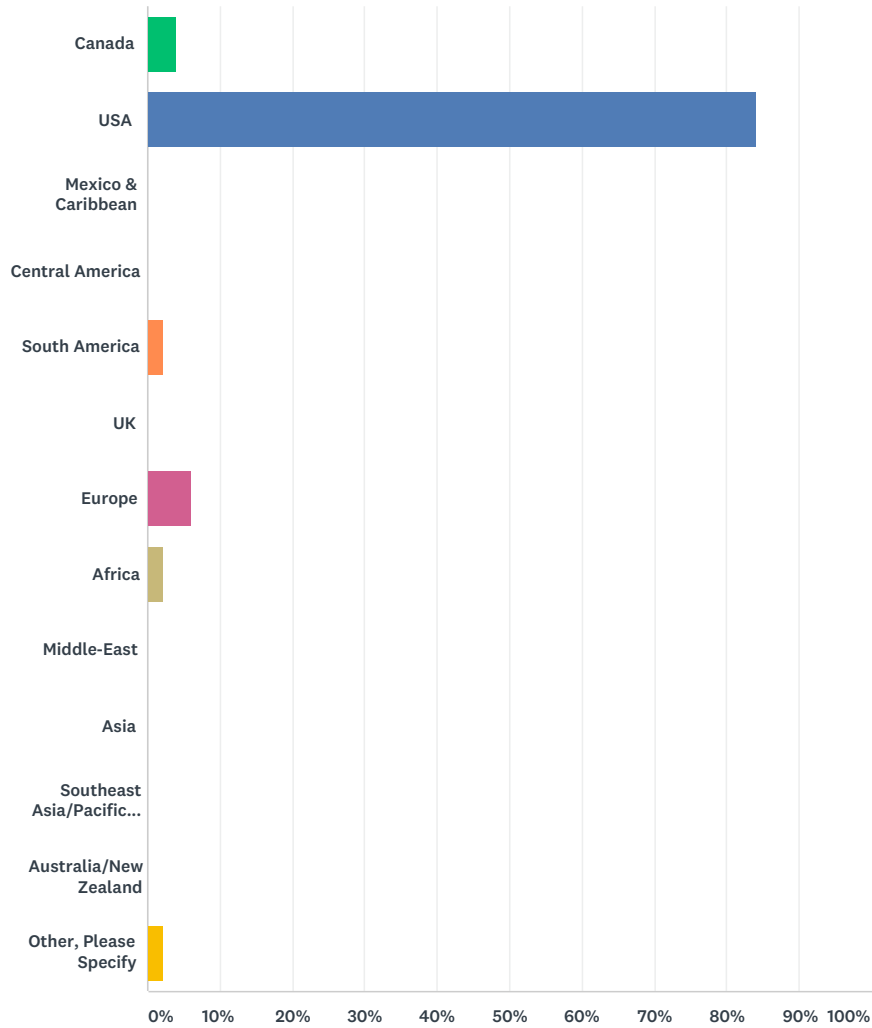
ANSWER CHOICES	RESPONSES	
Aerospace/Defense	2.00%	1
Agriculture	0.00%	0
Automotive and transport	0.00%	0
Banking	8.00%	4
Charitable organization	8.00%	4
Chemicals	0.00%	0
Computer equipment and services	0.00%	0
Construction	0.00%	0
Consulting	2.00%	1
Consumer products manufacturing	2.00%	1
Consumer services	0.00%	0
Cultural institution	0.00%	0
Education	0.00%	0
Electronics	0.00%	0
Environmental services/equipment	0.00%	0
Financial Services	32.00%	16
Food/Beverage	0.00%	0

2017 Digital Workplace & Intranet Global Forum - Attendee Needs Survey

Foundation	0.00%	0
Health Care/Medicine	16.00%	8
Industrial manufacturing	0.00%	0
Insurance	4.00%	2
Legal	2.00%	1
Leisure/Entertainment/Travel	0.00%	0
Media	0.00%	0
Membership organization	0.00%	0
Metals and mining	0.00%	0
Pharmaceuticals	4.00%	2
Printing	0.00%	0
Real estate	0.00%	0
Retail	6.00%	3
Security products and services	0.00%	0
Staffing	0.00%	0
Telecommunication equipment and services	0.00%	0
Transportation services	0.00%	0
Utility (water/power/energy)	4.00%	2
Other, Please Specify	10.00%	5
TOTAL		50

Q16 What is the geographic location of your organization's head office?

Answered: 50 Skipped: 12



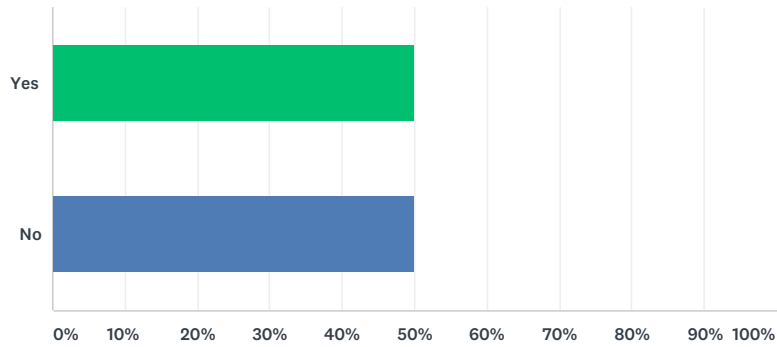
ANSWER CHOICES	RESPONSES	
Canada	4.00%	2
USA	84.00%	42
Mexico & Caribbean	0.00%	0
Central America	0.00%	0
South America	2.00%	1
UK	0.00%	0
Europe	6.00%	3
Africa	2.00%	1
Middle-East	0.00%	0
Asia	0.00%	0
Southeast Asia/Pacific Rim	0.00%	0
Australia/New Zealand	0.00%	0
Other, Please Specify	2.00%	1

TOTAL

50

Q17 Are you willing to share details of your intranet (be interviewed) in a future article, or at a future Digital Workplace & Intranet Global Forum conference?

Answered: 50 Skipped: 12



ANSWER CHOICES	RESPONSES	
Yes	50.00%	25
No	50.00%	25
TOTAL		50

Q18 Please enter your email address to receive your complimentary survey results. Prescient Digital Media respects your privacy and will not share your personal information with any outside partner or company.

Answered: 44 Skipped: 18