

This spreadsheet represents the final results data sheet only, and does not include an analysis which is detailed and analyzed in the accompanying final report. For a complete analysis and cross-tabulation results, please see the full report “Intranet 2.0: Rise of the Social Intranet.”

500+ organizations of all sizes from across the planet participated in the Intranet 2.0 Global Survey and the results reveal that Social Intranets are beginning to emerge in the corporate world. The survey was led by Toby Ward, President, Prescient Digital Media, and conducted online during Winter 2010.

1. How long has your organization had an intranet website (home page)?		
1 year or less	43	8%
2 years	30	6%
3 years	30	6%
4 years	32	6%
5 years	55	11%
6 years	41	8%
7 years	35	7%
8 years	30	6%
9 or more years	225	43%
2. How many of your employees have intranet access (total number of employees less those that don't have intranet access)?		
Less than 100	78	15%
100 - 1000	134	26%
1,000 - 2,500	78	15%
2,500 - 5,000	79	15%
5,000 - 7,500	27	5%
7,500 - 10,000	18	3%
10,000 - 20,000	29	6%
20,000 - 30,000	21	4%
30,000 - 50,000	24	5%
50,000 - 100,000	16	3%
More than 100,000	19	4%

**3. How unique visitors does your main site have per MONTH (an employee can visit the site multiple times per month but only register one unique visit)?**

100s	129	25%
1,000s	149	29%
10,000s	92	18%
100,000s	25	5%
1,000,000s	3	1%
10,000,000s	2	0%
Don't know	117	23%
<b>Total</b>	<b>517</b>	<b>100%</b>

**4. What does your intranet offer? Check all that apply.**

Communication (news, policies, bulletins)	497	95%
Standards/compliance	387	74%
Education/training	347	67%
Scheduling/calendars	260	50%
Applications (timesheet, expenses, phone directory)	400	77%
Company information (org chart, departments, vision, values, etc.)	446	86%
Business process management	188	36%
Sales management	106	20%
Collaboration & sharing	268	51%
Project support	196	38%
Team/department/group sites	359	69%
Other, Please Specify	64	12%

**5. Do you currently use a content management system (CMS) or portal to publish and manage content?**

Yes	397	77%
No	117	23%
<b>Total</b>	<b>514</b>	<b>100%</b>

**6. If you answered 'yes' to the above question, what kind of CMS do you use? (Choose N/A if you don't have a CMS or Portal solution).**

Off-the-shelf/brand CMS	150	34%
Custom built CMS	63	14%
Hybrid/combination	56	13%

Open source	42	10%
Portal solution	71	16%
Other	0	0%
N/A (not applicable)	42	10%
Other, please specify	18	4%
<b>Total</b>	<b>442</b>	<b>100%</b>

#### 7. Which of the following Intranet 2.0 tools are being used at your organization?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	No plans & no interest	None, but considering options	Not yet, but have plans	Some, limited use	Enterprise use
Blogs	43 8%	103 20%	98 19%	183 35%	91 18%
Wikis	55 11%	118 23%	91 18%	166 32%	86 17%
Podcasts	168 33%	150 29%	74 14%	90 18%	29 6%
Social networking (e.g. internal Facebook)	96 19%	175 34%	100 20%	72 14%	69 13%
Tagging	118 23%	148 29%	106 21%	64 13%	75 15%
RSS	71 14%	97 19%	115 23%	133 26%	94 18%
Discussion forums	47 9%	97 19%	102 20%	146 29%	120 23%
Instant messaging	95 19%	84 16%	74 15%	85 17%	172 34%
Photo and/or video sharing	92 18%	121 24%	90 18%	129 25%	80 16%
Mash-ups	213 42%	150 30%	71 14%	47 9%	23 5%
Social bookmarking (e.g. internal Digg)	207 41%	171 34%	73 14%	26 5%	30 6%
User comments (e.g. news)	79	110	109	93	103

16%

22%

22%

19%

21%

### 8. If you have not implemented Intranet 2.0 tools, what is the greatest challenge or barrier to doing so?

IT support	111	27%
Identifying technology	48	12%
Lack of executive support	124	31%
Developing a business case	130	32%
Addressing internal policy concerns	106	26%
Other bigger priorities	111	27%
Apathy / no interest	74	18%
Other, please specify	67	17%

### 9. If you employ them, when did your organization first introduce its first Intranet 2.0 tool?

NOT AVAILABLE	145	30%
Less than 6 months ago	43	9%
6 months - 1 year	82	17%
1–2 years	110	22%
2–3 years	53	11%
3 or more years	56	11%
<b>Total</b>	<b>489</b>	<b>100%</b>

### 10. If you employ them, how much time did you take to evaluate different Intranet 2.0 tools?

NOT AVAILABLE	212	43%
1 month or less	45	9%
1-3 months	81	17%
3-6 months	66	14%
6-9 months	22	5%
9-12 months	29	6%
More than 12 months	33	7%
<b>Total</b>	<b>488</b>	<b>100%</b>

### 11. What Intranet 2.0 product(s) do you use? Check all that apply.

Awareness	8	2%
Blogger	20	5%

Confluence	53	13%
ConnectBeam	0	0%
Drupal	33	8%
Facebook	62	15%
Google Sites	51	13%
Google Wave	28	7%
IBM WebSphere	29	7%
IGLOO	13	3%
Jive Clearspace	8	2%
Lotus Connections	19	5%
MediaWiki	50	12%
Movable Type	5	1%
Newsgator Social Sites	10	2%
Oracle Webcenter	4	1%
PB Works	5	1%
SharePoint (MOSS)	217	53%
SocialCast	7	2%
SocialText	9	2%
ThoughtFarmer	3	1%
Traction	0	0%
WordPress	75	18%
Other, Please Specify	127	31%

**12. If you employ them, what was the total budget for your Intranet 2.0 tools (license and installation)?**

under \$10,000	172	47%
\$10k - \$25k	58	16%
\$25k - \$50k	37	10%
\$50k - \$100k	24	7%
\$100k - \$150k	15	4%
\$150k - \$250k	12	3%
\$250k - \$500k	18	5%
more than \$500k	29	8%
<b>Total</b>	<b>365</b>	<b>100%</b>

**13. If you employ them, for what reasons did you implement Intranet 2.0 tools? Check all that apply.**

Knowledge management	285	71%
Employee collaboration	308	77%
Team / department sites	216	54%
Employee engagement	227	56%
Executive communications	160	40%
Customer services	53	13%
Software standardization	43	11%
Central control / security	53	13%
Cost savings / investment	91	23%
Other, Please Specify	36	9%

**14. If you have the tools, how often do executives contribute content in their own words (or by their own hand) to a blog, podcast or other Intranet 2.0 tool?**

More than once a day	26	6%
Daily	30	7%
Multiple days per week	28	7%
Weekly	54	13%
Monthly	71	18%
Infrequently/ad hoc	129	32%
Never	74	18%
Comments	27	7%

**15. If you have the tools, how often do employees contribute content in their own words (or by their own hand) to a blog, podcast or other Intranet 2.0 tool?**

More than once a day	60	15%
Daily	60	15%
Multiple days per week	46	12%
Weekly	48	12%
Monthly	25	6%
Infrequently/ad hoc	99	25%
Never	35	9%
Comments	24	6%
<b>Total</b>	397	100%

**16. If you have the tools, please rate your satisfaction with your organization's Intranet 2.0 tools with respect to the following:**

Top number is the count of respondents selecting the option.  
Bottom % is percent of the total respondents selecting the option.

	Very good	Good	Satisfactory	Poor	Very poor
Tool functionality	60 16%	112 30%	149 40%	41 11%	9 2%
Ease of use	57 15%	109 30%	140 38%	54 15%	8 2%
Quality of content	52 14%	110 30%	145 40%	49 13%	9 2%
Employee response / satisfaction	45 12%	103 28%	136 38%	69 19%	9 2%
Executive response / satisfaction	43 12%	84 23%	130 36%	79 22%	24 7%
Overall satisfaction	42 12%	96 27%	157 44%	55 15%	9 3%

**17. If your organization has Intranet 2.0 tools can any employee use or contribute content via these tools?**

Yes	280	71%
No	113	29%
<b>Total</b>	<b>393</b>	<b>100%</b>

**18. Which groups / departments are regular content contributors? Check all that apply.**

Marketing	215	48%
Sales	119	26%
Communications	270	60%
IT/Systems support	237	53%
Finance	81	18%
C-level/Senior Mgmt	93	21%
Administration	120	27%
Operations / Production	110	24%
Customer service	66	15%
HR	209	46%
Don't know	29	6%
Other, Please Specify	56	12%

**19. Does your organization have user content governance, standards or policies?**

Yes	282	58%
No	208	42%
<b>Total</b>	490	100%

**20. Have you measured the return on investment (ROI) of any of your Intranet 2.0 tools?**

Yes	52	11%
No	404	89%
<b>Total</b>	456	100%

**21. If you employ them, do you plan on replacing/reassessing your Intranet 2.0 tools in the near future?**

Yes, within 6 months	107	26%
Yes, within 1 year	99	24%
Yes, within 2 years	25	6%
Yes, within 3 years	10	2%
No current plans to replace/reassess	152	36%
Other / Comments	24	6%
<b>Total</b>	417	100%

**22. How many full-time, dedicated staff members manage your intranet and associated tools?**

1	149	30%
2-5	208	42%
5-10	50	10%
10-20	13	3%
20-100	19	4%
100+	14	3%
Comments:	45	9%
<b>Total</b>	498	100%

**23. What industry/sector is your organization in?**

Media/Entertainment	17	3%
Health care	40	8%



Government	62	12%
Retail & Consumer goods/services	20	4%
B2B	19	4%
Technical (IT, Engineering, Scientific)	66	13%
Manufacturing	20	4%
Charity/Non-profit	24	5%
Consulting Services	54	11%
Financial Services	72	14%
Telecommunications	21	4%
Energy	21	4%
Other, Please Specify	76	15%
<b>Total</b>	<b>512</b>	<b>100%</b>

#### 24. What is your organization's annual revenue?

Under \$1 million	46	10%
\$1-10M	68	15%
\$10-100M	83	18%
\$100-200M	35	7%
\$200-500M	52	11%
\$500M - \$1Billion	55	12%
More than \$1Billion	128	27%
<b>Total</b>	<b>467</b>	<b>100%</b>

#### 25. What is the geographic location of your organization's head office?

Canada	60	12%
USA	181	35%
Mexico	2	0%
Central America	0	0%
Caribbean	0	0%
South America	6	1%
UK	53	10%
Europe	134	26%
Africa	7	1%
Middle-East	4	1%

Asia	16	3%
Southeast Asia/Pacific Rim	2	0%
Australia/New Zealand	43	8%
Other, Please Specify	7	1%
<b>Total</b>	<b>515</b>	<b>100%</b>

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