

A vertical bar on the left side of the slide, consisting of a green section on top and a dark blue section on the bottom.

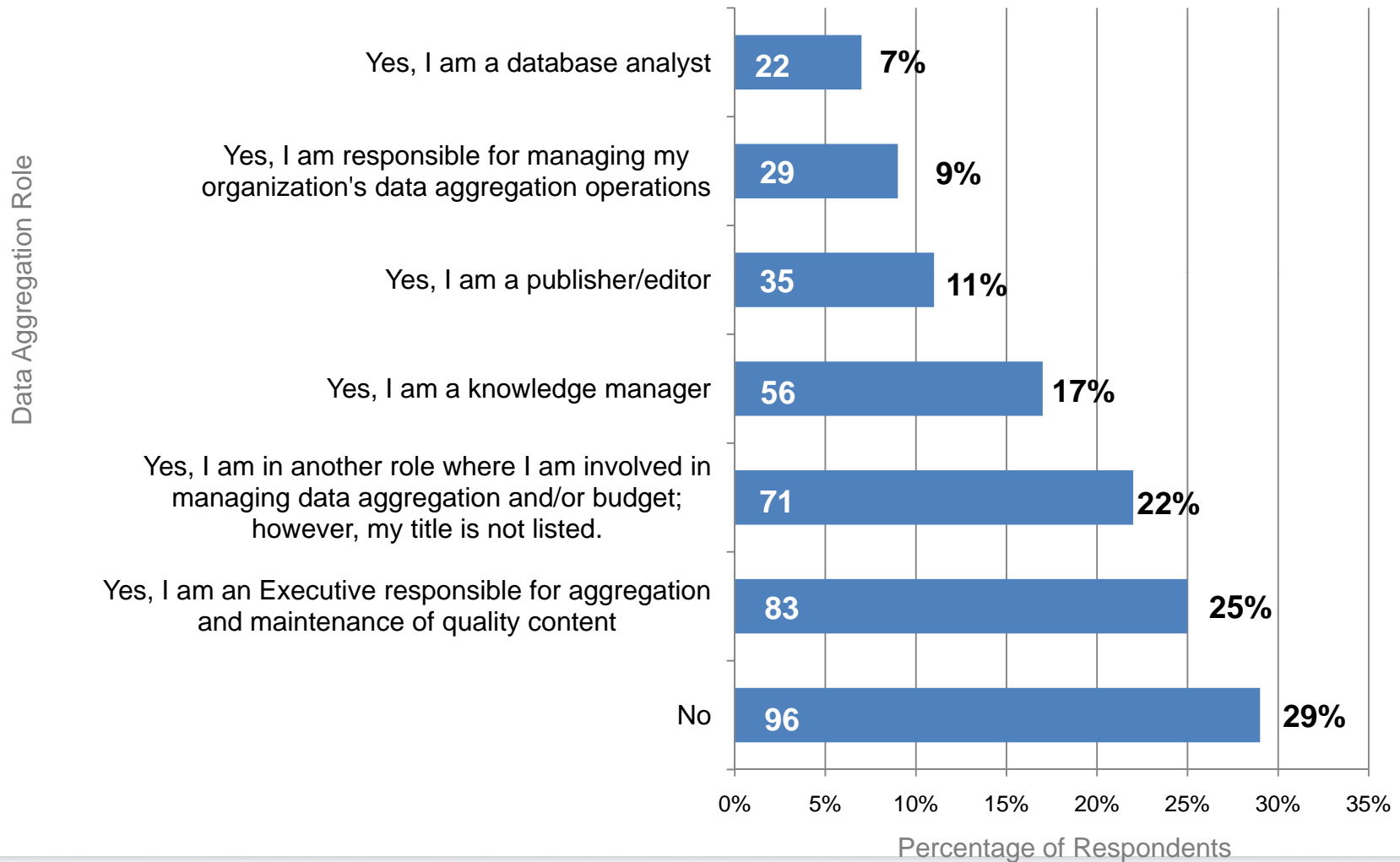
# Connotate 2011 Big Data Attitudes and Perceptions Survey

Prepared by Connotate, Inc.

December 14, 2011

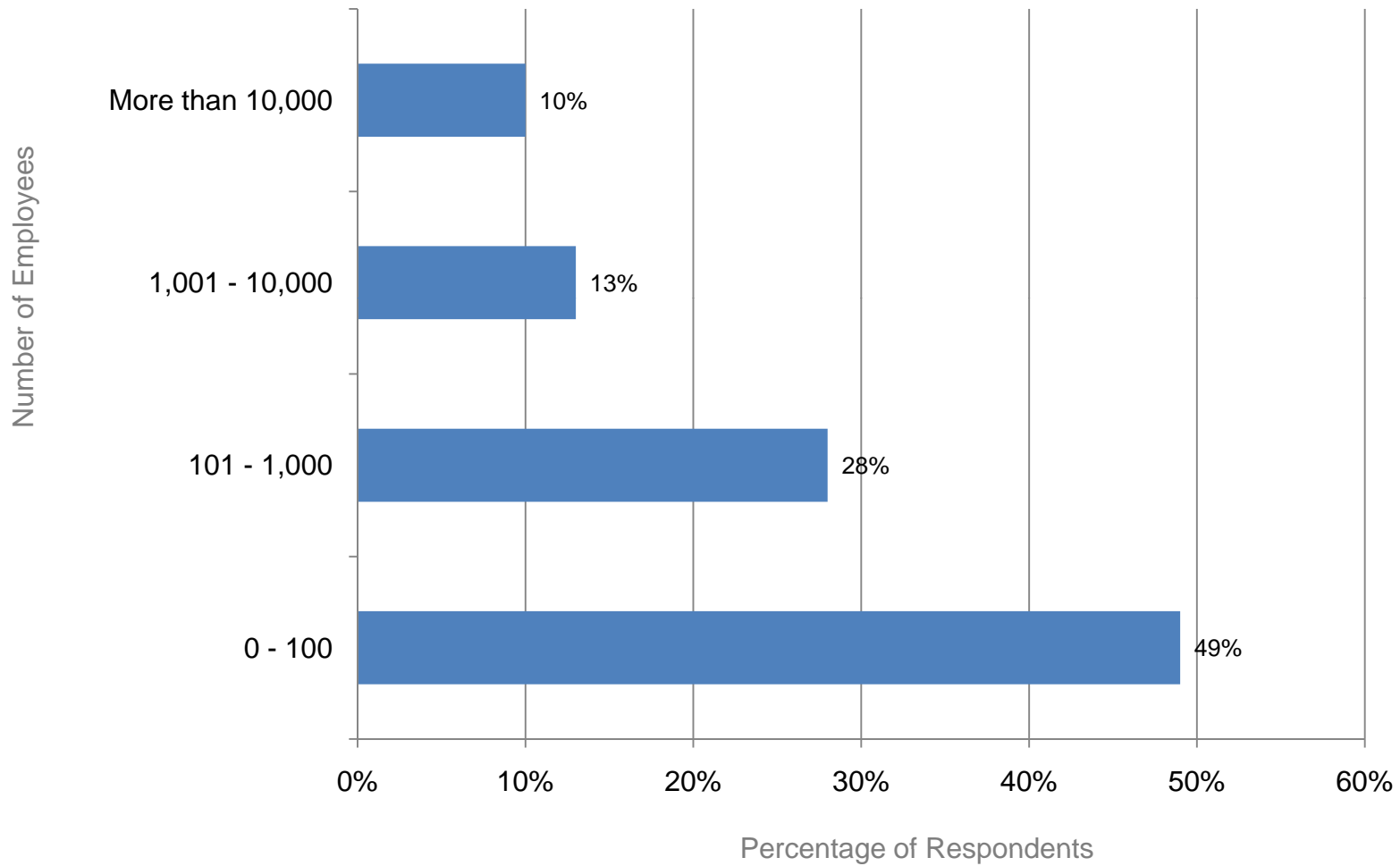
## Question #1

Are you involved in managing your organization's data aggregation operations and/or budget? [Check all that apply]



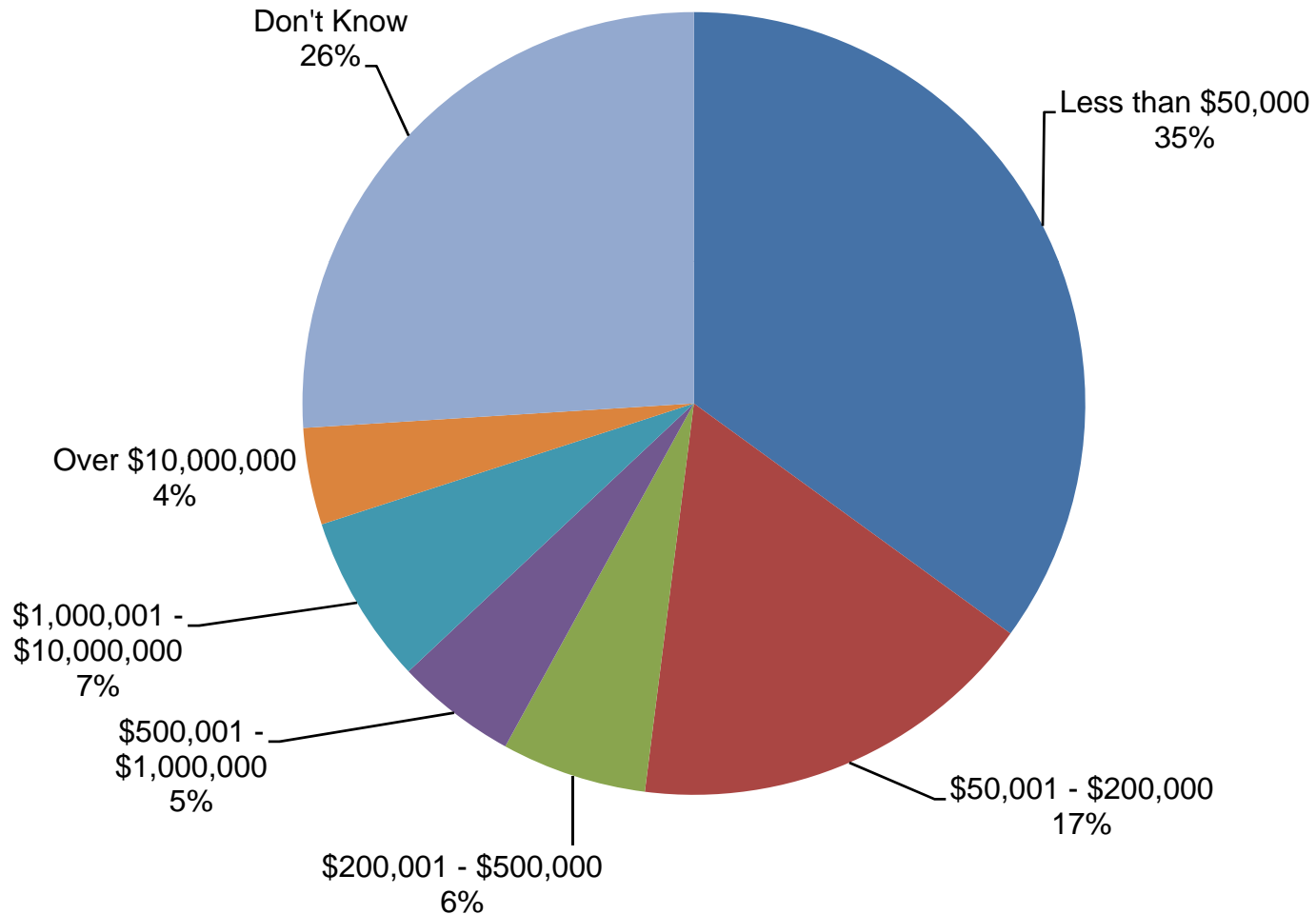
## Question #2

# How many employees does your organization have?

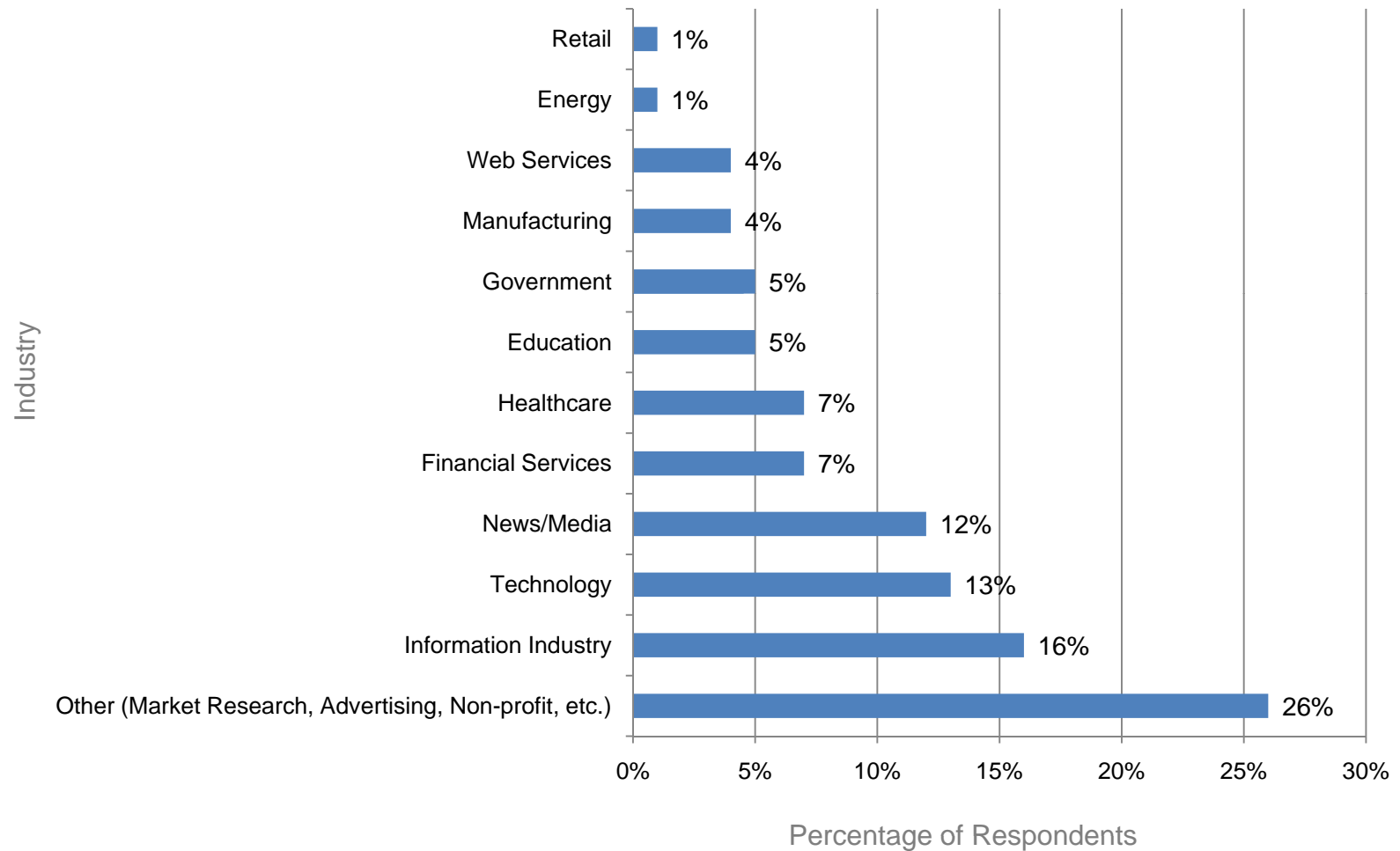


### Question #3

## What is your organization's annual budget on Web data collection and monitoring?

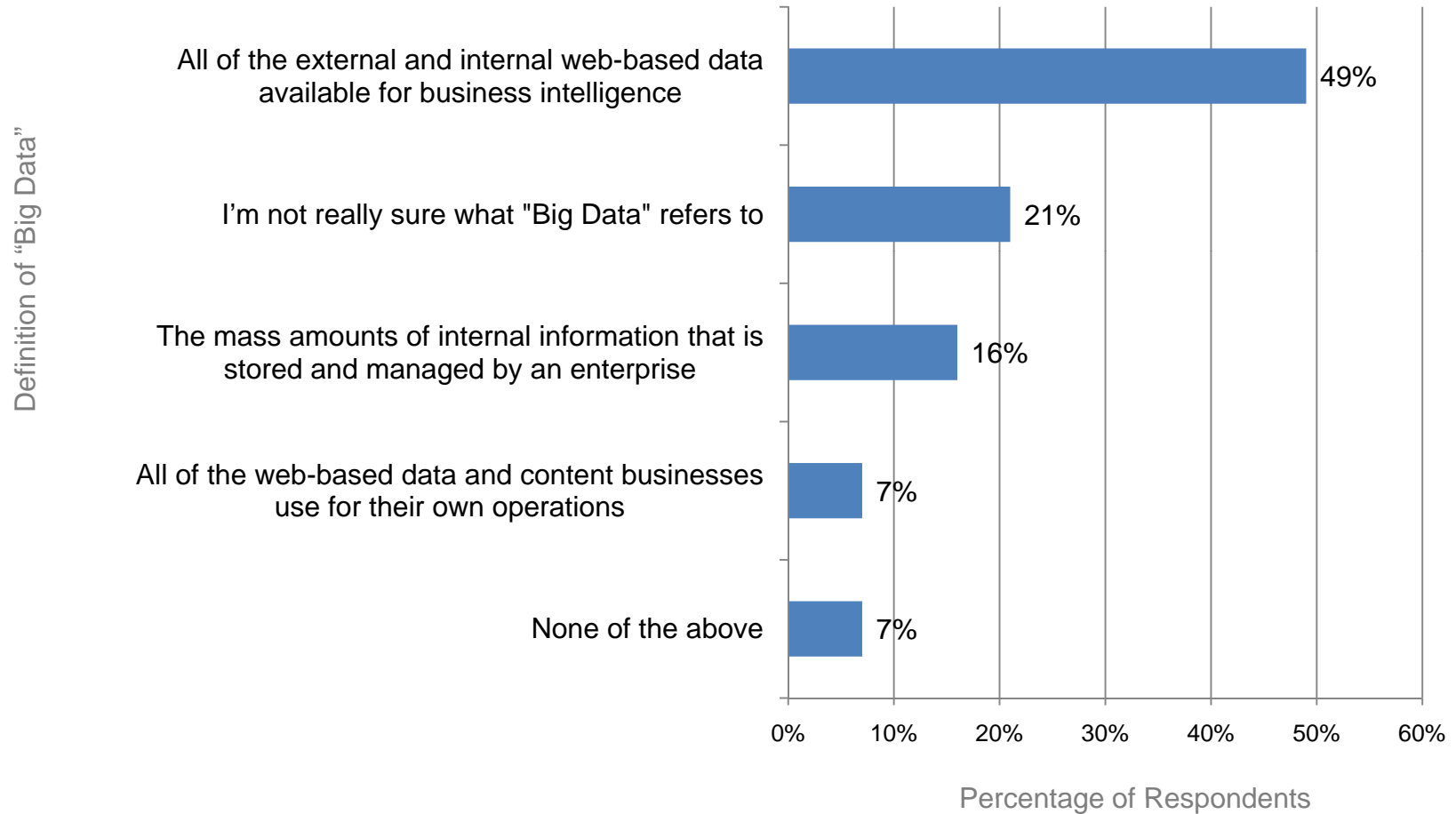


## Question #4 What industry are you in?



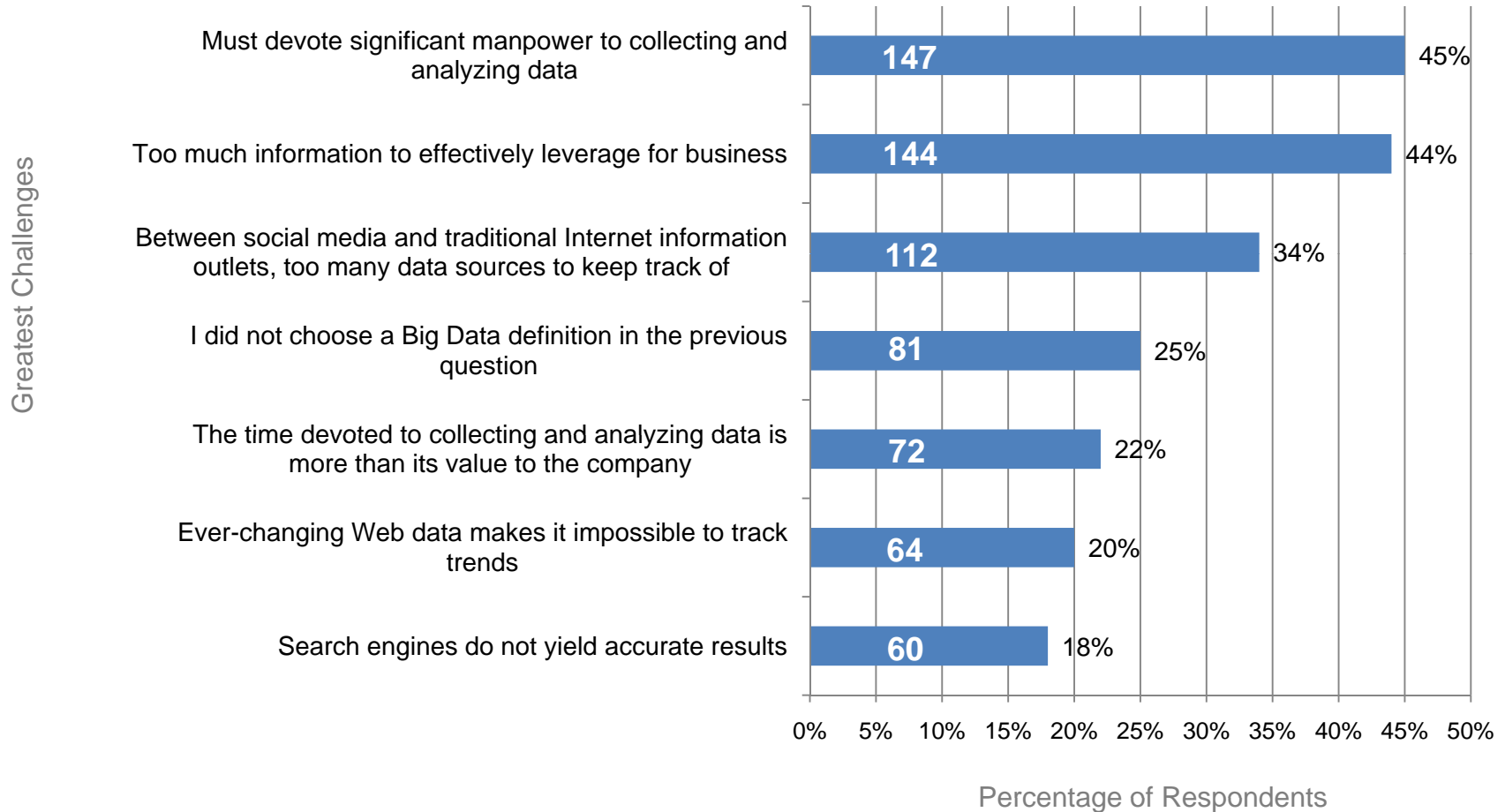
## Question #5

# Which statement below fits your definition of "Big Data" best?



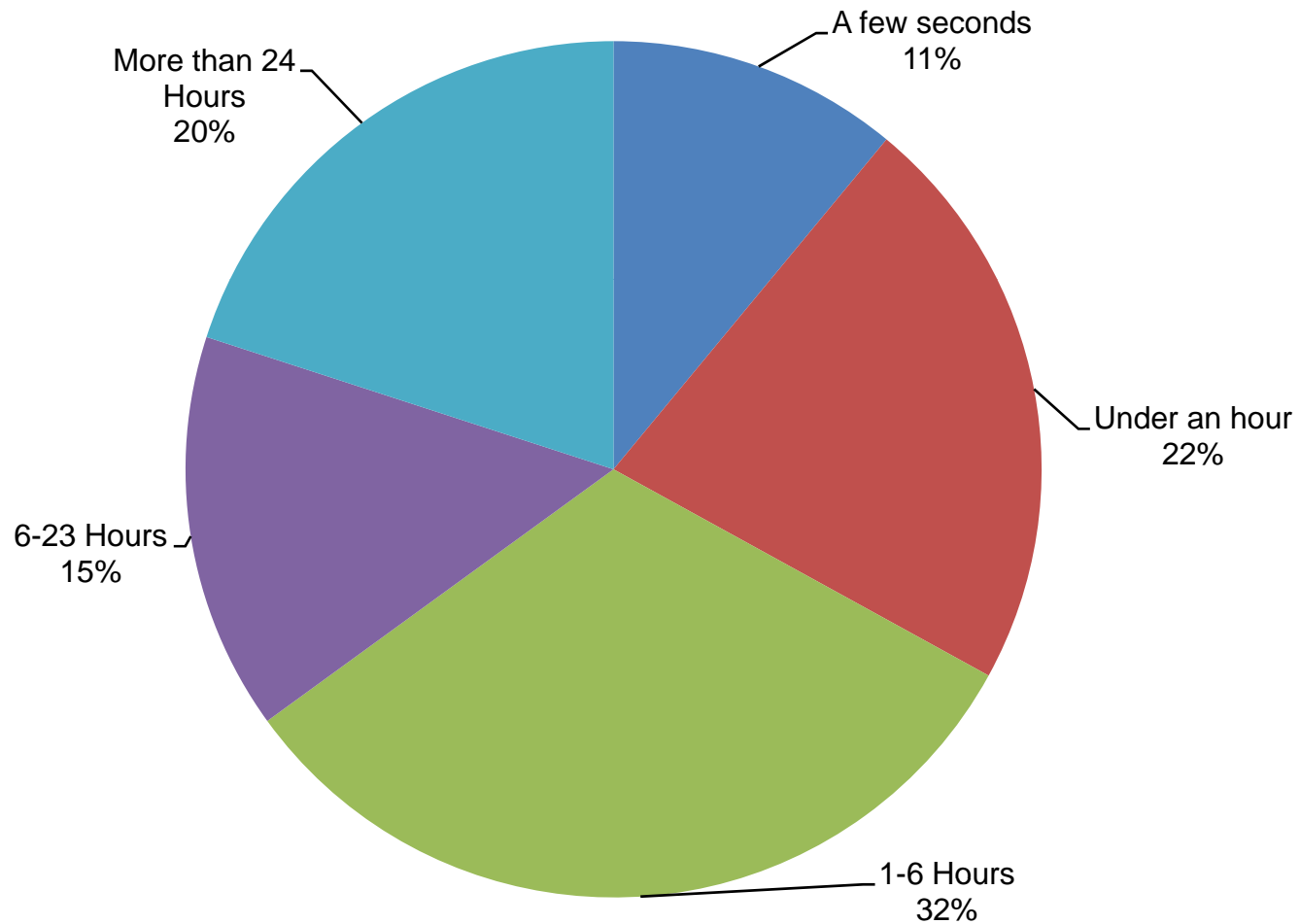
## Question #6

Based on your definition above, what are the greatest challenges Big Data presents to enterprises?



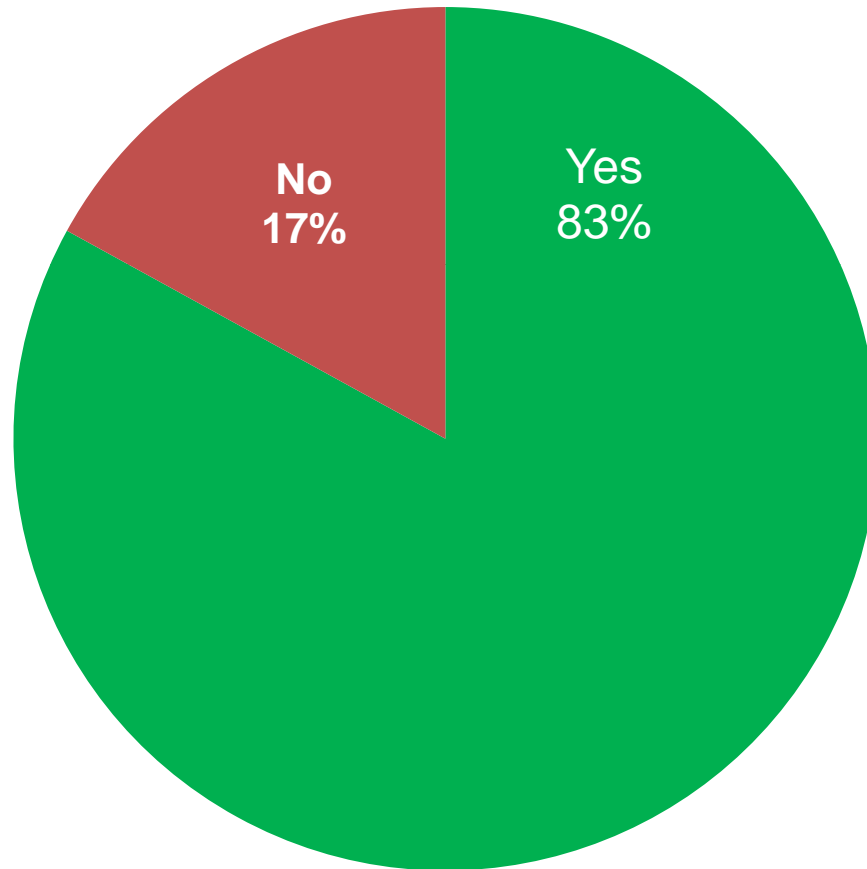
## Question #7

If you were to collect topic-specific headline news from 200 different sources, how long would it take you?



**Question #8**

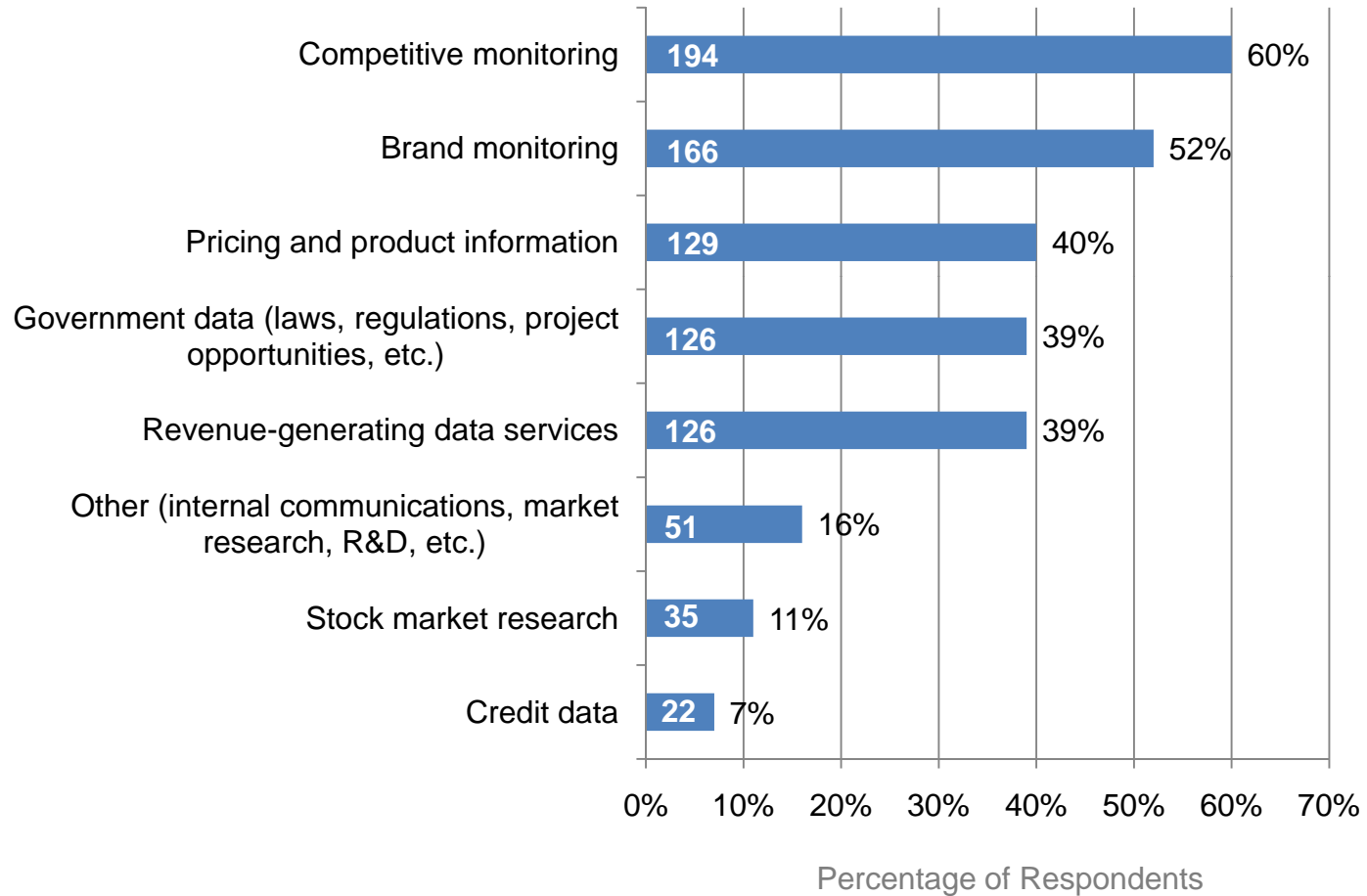
**Does your company use Web-based data and content for its own purposes?**



## Question #9

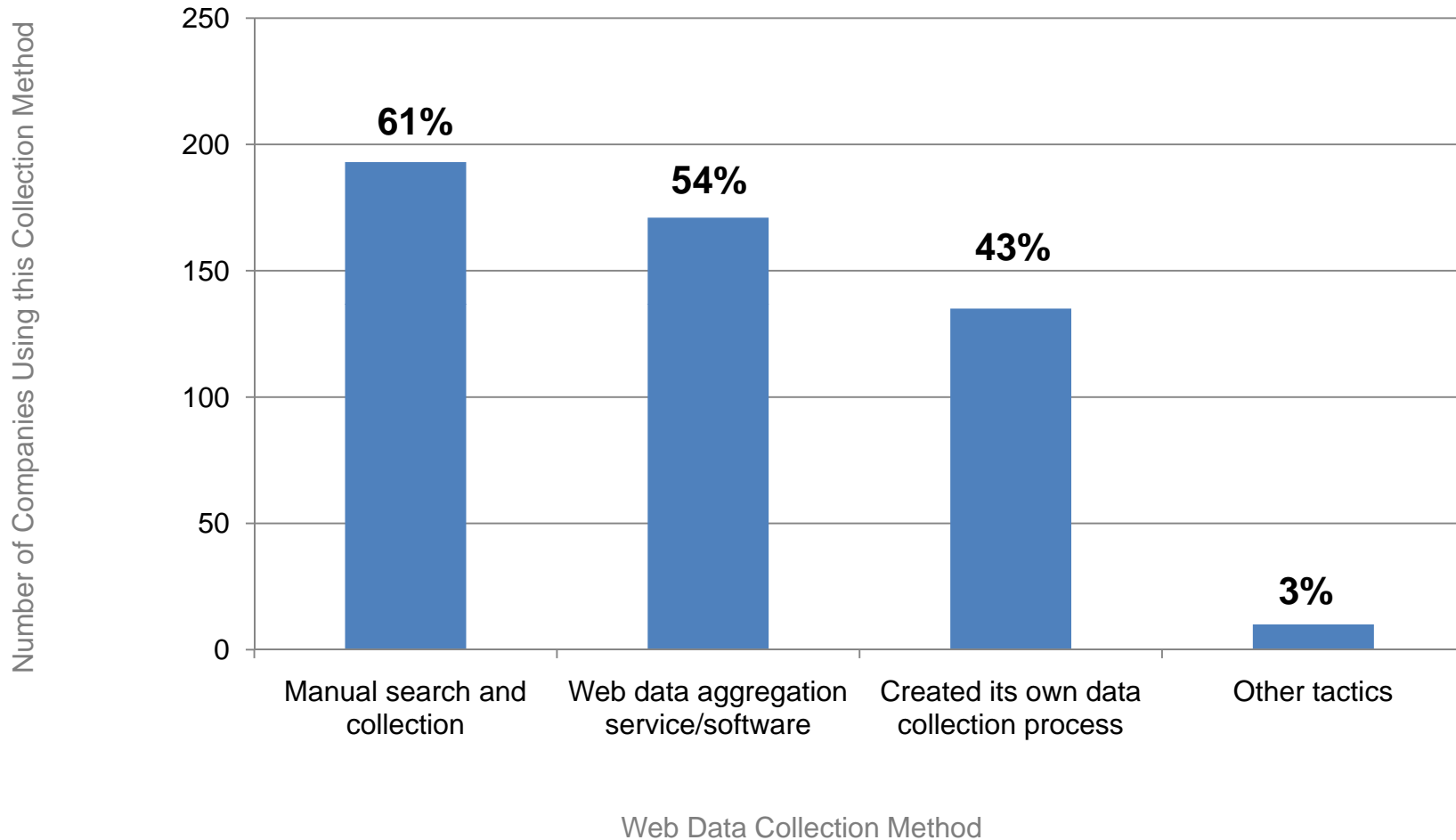
# How does your company leverage Internet information? [Check all that apply]

How You Leverage Web Data



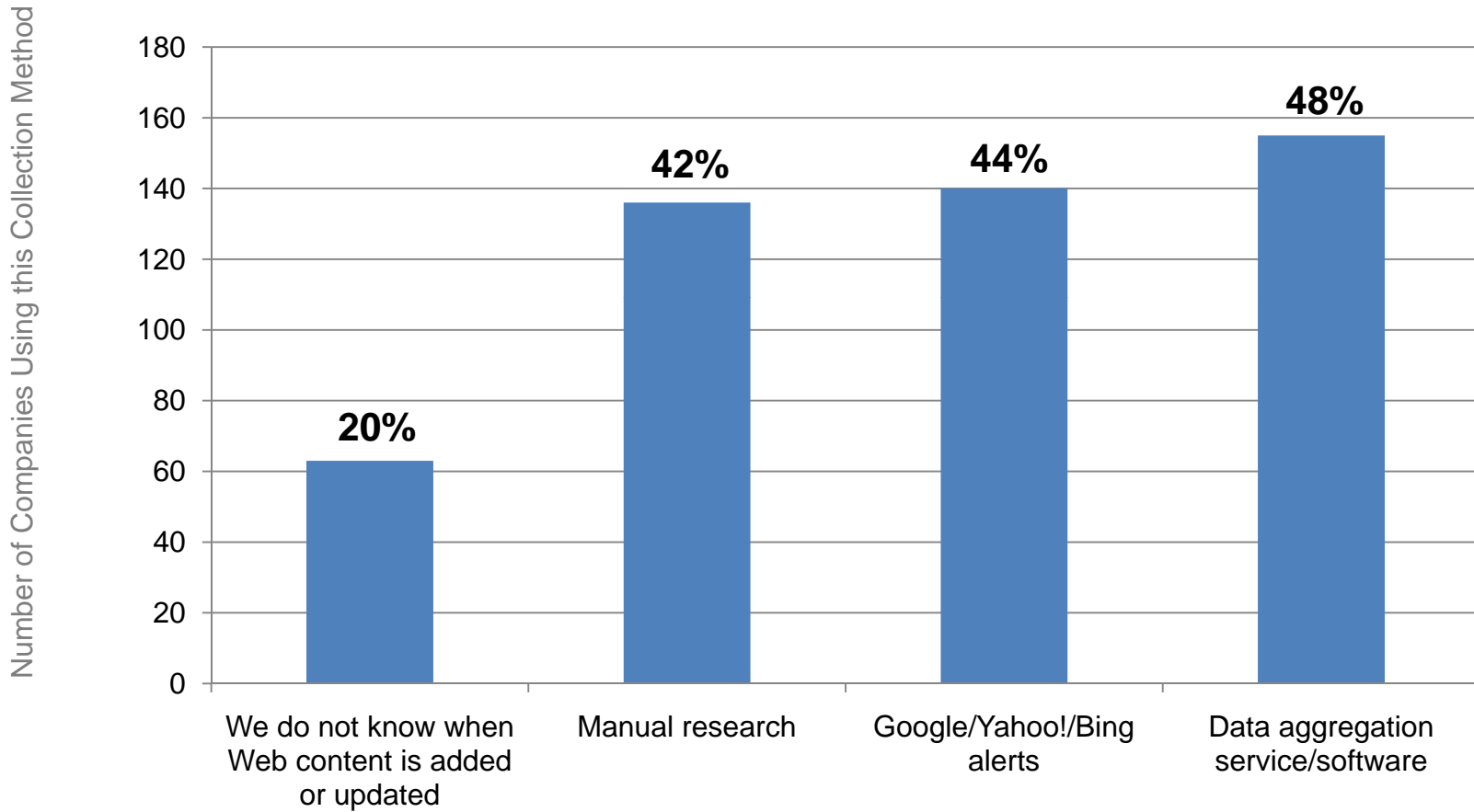
## Question #10

# How does your company collect Web-based data and content? [Check all that apply]



## Question #11

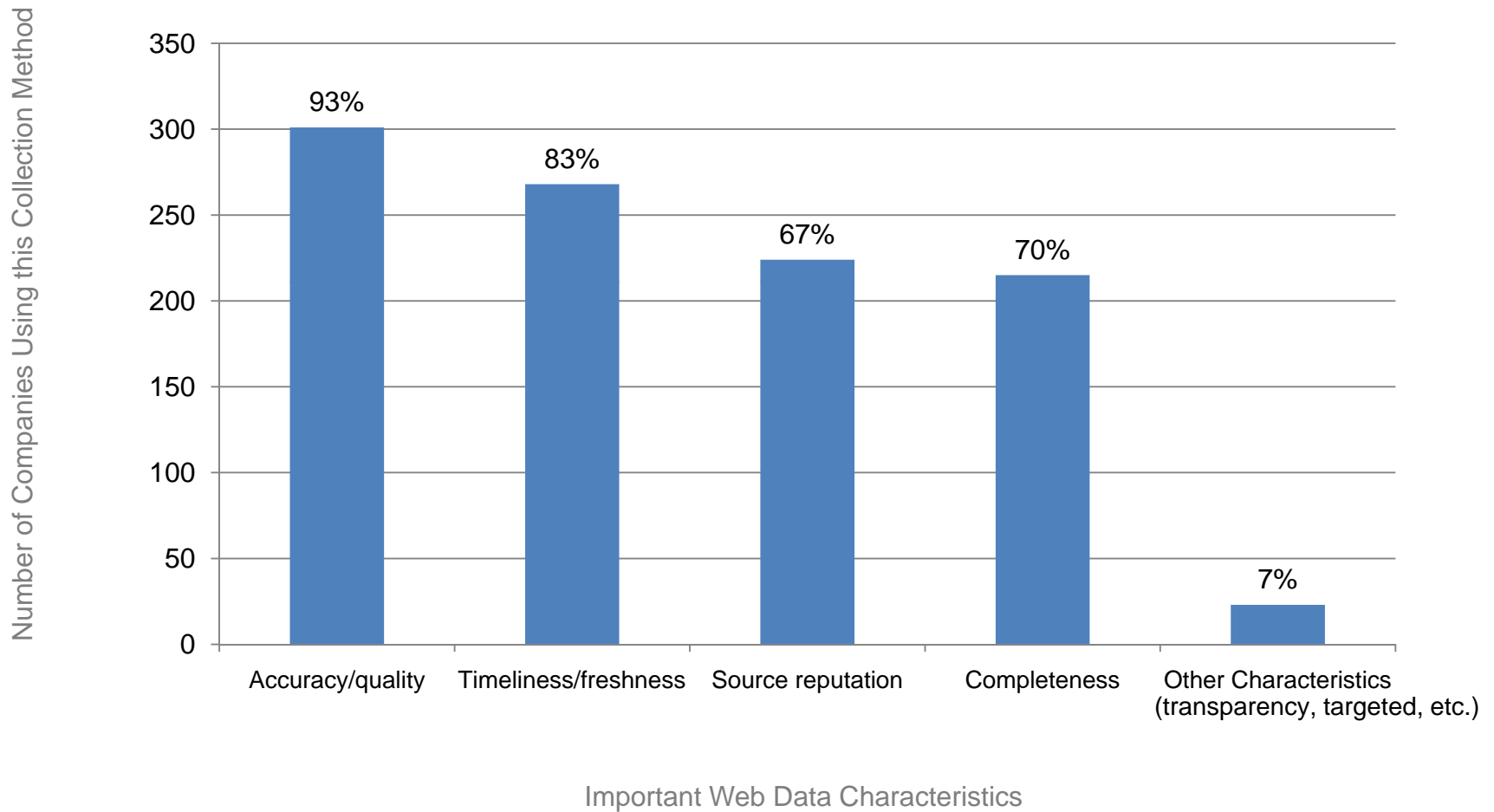
How does your company know when new information is added to a Web source or when existing content is updated? [Check all that apply]



How You Know When a Web Source Has Changed

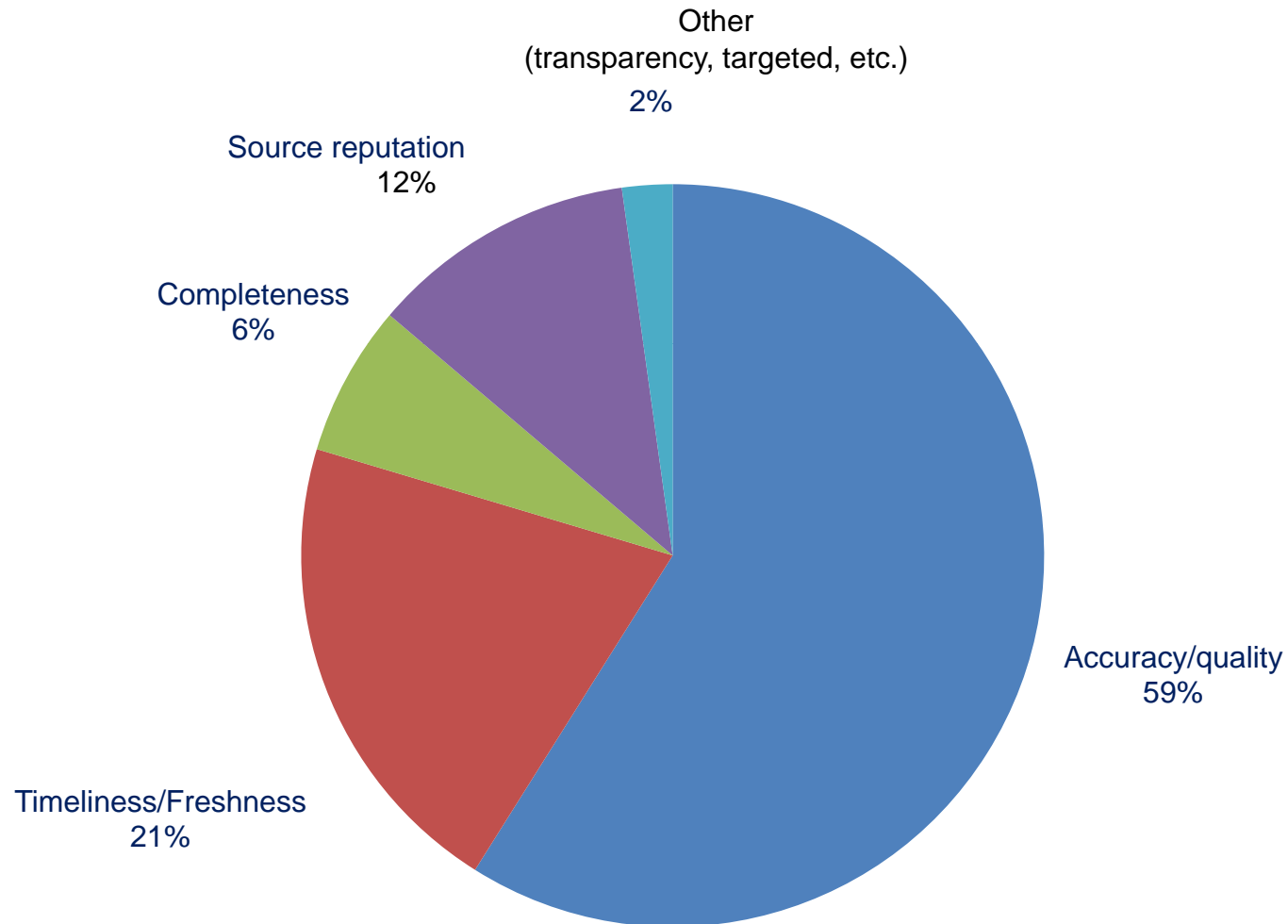
## Question #12

Which of the following Web Data characteristics are important to your organization? [Check all that apply]



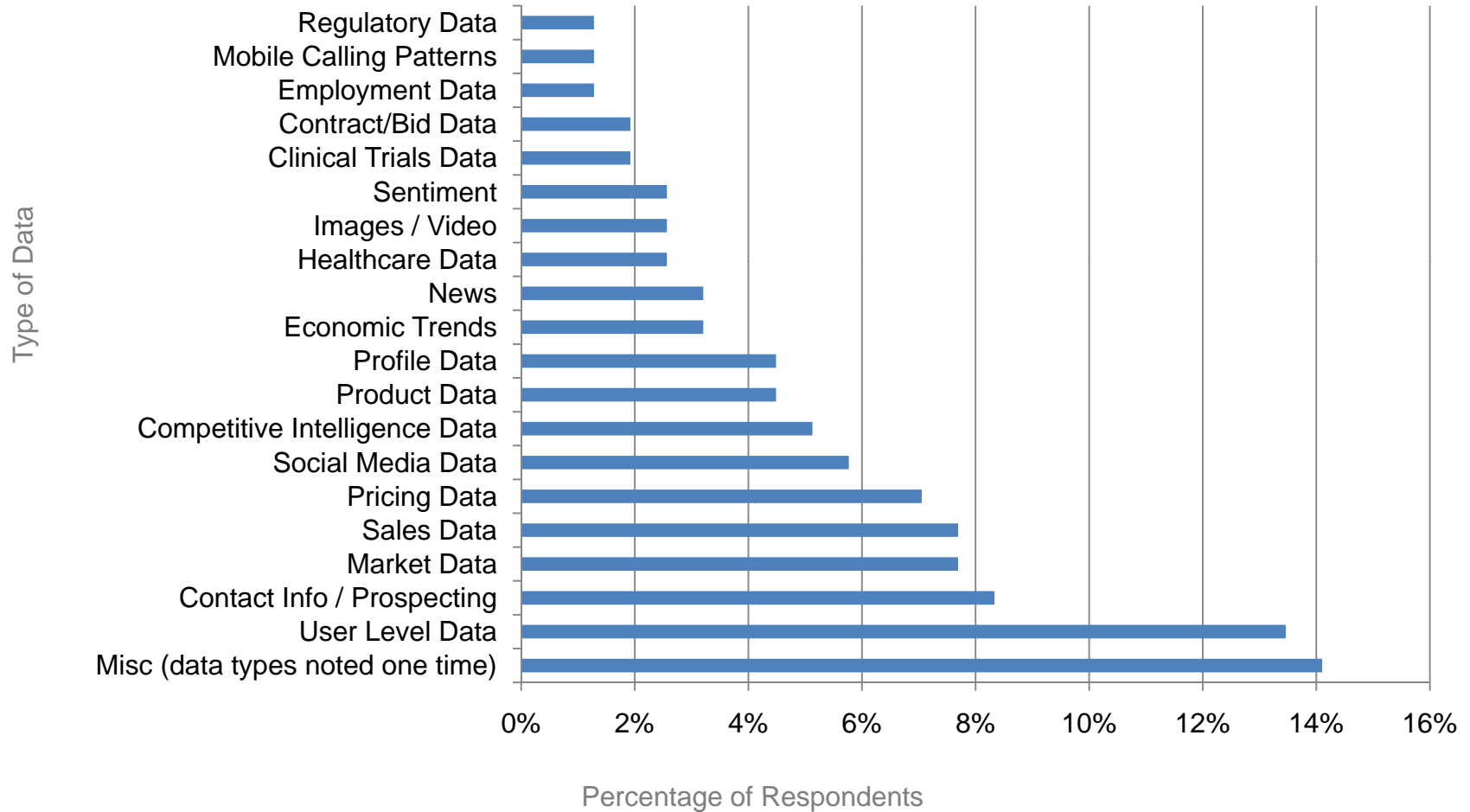
## Question #13

# What is the most important characteristic of Web data for your organization?



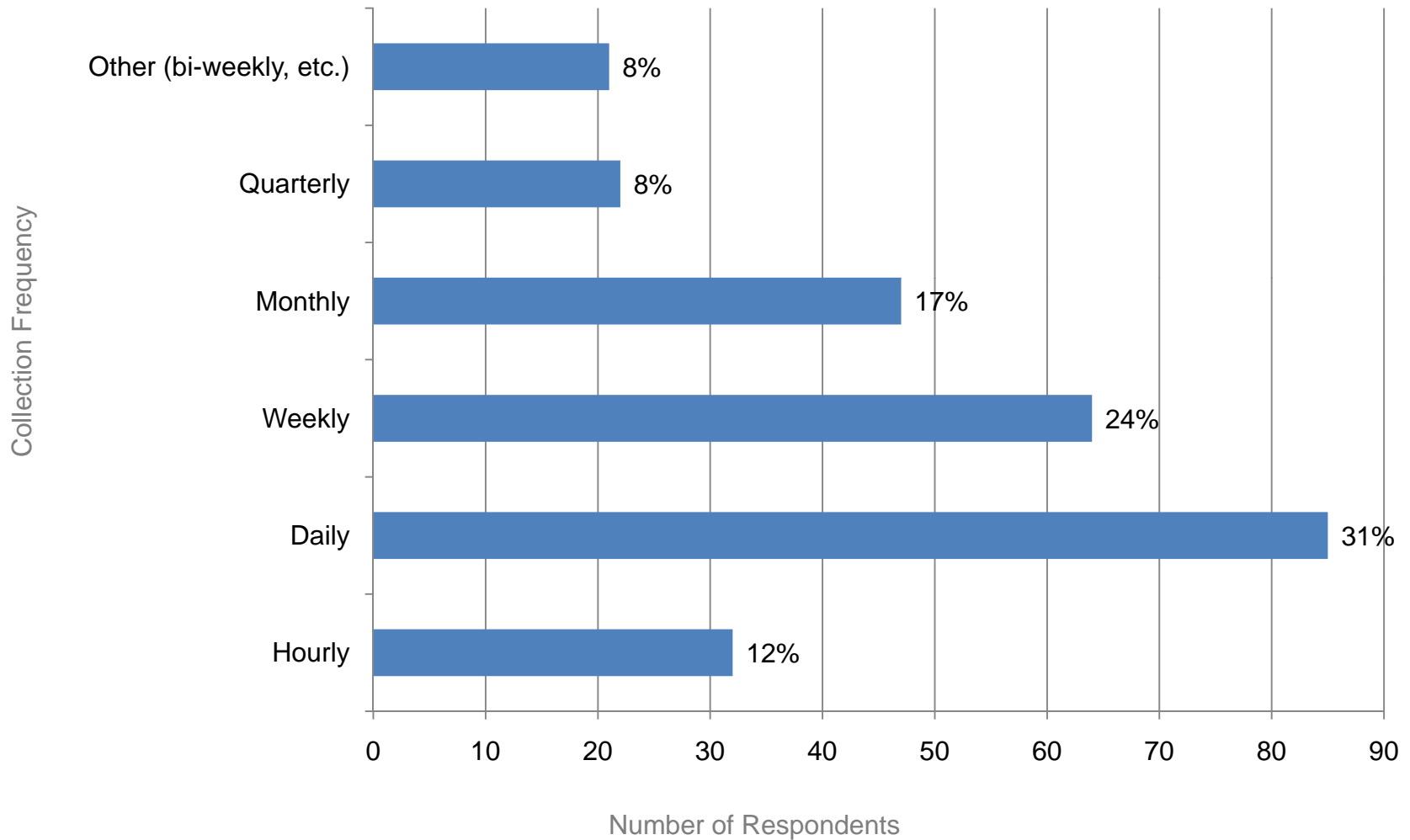
## Question #14

If there was one kind of data that you could get from the Web that you are not monitoring or collecting today, what would it be?



## Question #15

# How often would you want to collect this hypothetical data?





## Connotate, Inc.

For more information about this survey or to learn about the Connotate solution, contact Connotate at:

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Website: [www.connotate.com](http://www.connotate.com)