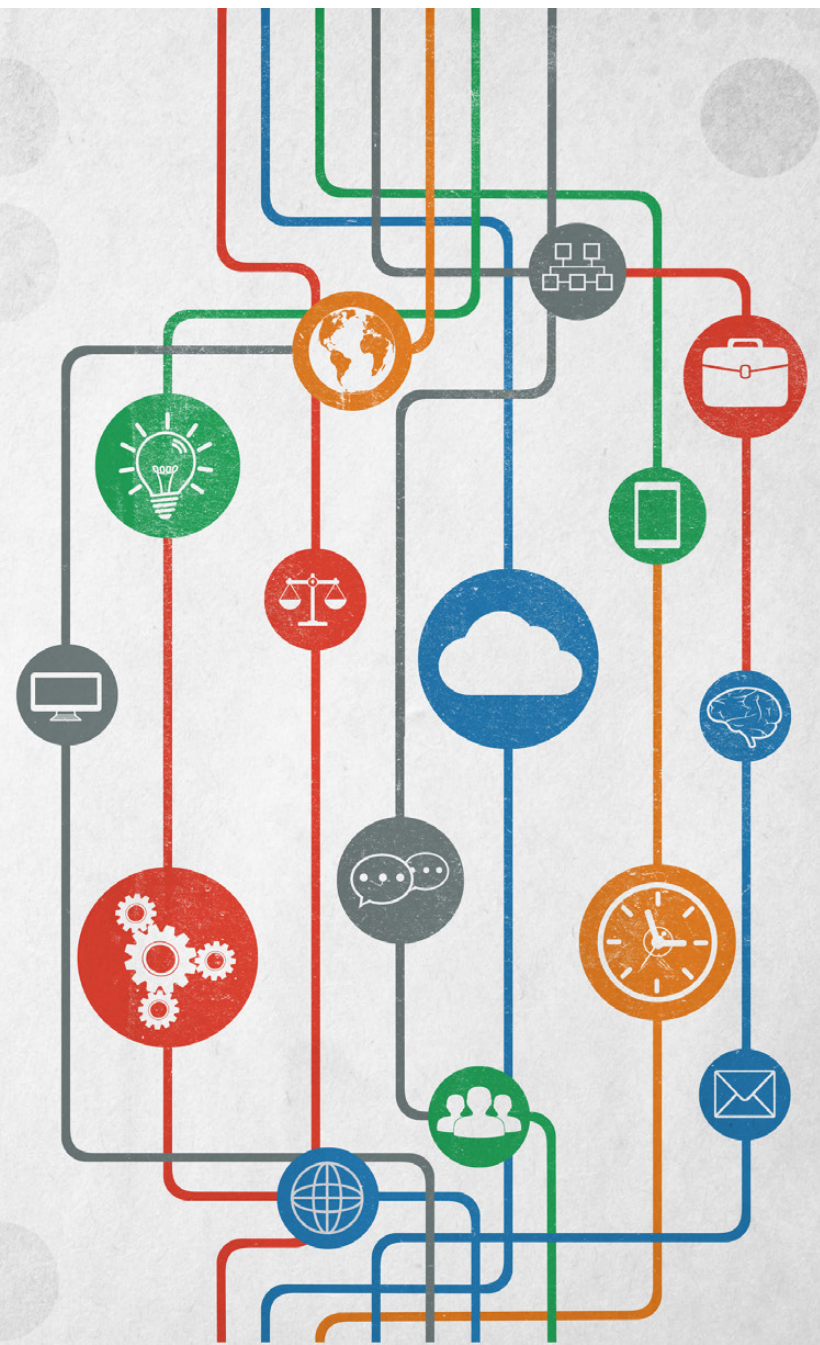


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OPEN DATA BENCHMARK REPORT





EXECUTIVE SUMMARY

In this decade, an increasing number of public-sector organizations have embraced open data as a way to boost visibility into government decision-making and performance. It is clear open data has the potential to generate economic and social value far beyond the core benefits of transparency. **THE RESULTS OF THIS STUDY CONFIRM OPEN DATA IS GROWING QUICKLY**, governments throughout the country realize the benefits of open data, and that open data will be a primary tool for governments to interact with their many stakeholders.

WHAT IS OPEN DATA?

Open data is a growing industry built around the concept of collecting, organizing, and publishing data to be consumed by a range of audiences. Making data open is the act of taking any government-collected or aggregated data; from government financial assets, to the number of water fountains in Manhattan, to the vast database of the U.S. Census—and providing it to users for them to consume, manipulate, and create from. In other words, **OPEN DATA MAKES DATA TRANSPARENT, HELPS PEOPLE USING THE DATA TO BECOME MORE EFFICIENT, AND SPARKS CREATIVITY** from those employing the data for any number of uses.



OPEN DATA BENCHMARK REPORT

The report, sponsored by Socrata, was **DESIGNED TO BETTER UNDERSTAND THE CURRENT ATTITUDES AND OPINIONS ON OPEN DATA AMONG PUBLISHERS AND USERS OF OPEN DATA**. The report asks respondents from governments throughout the United States a series of questions about open data in their organizations, and respondents from the private sector about open data from the user perspective. The questions cover a wide range of open data aspects including policy, philosophy and approach, benefits and impacts, and an evaluation of government performance on providing this data. The report also asks open data users questions about their use of and government's ability to provide open data.

REPORT METHODOLOGY

- This report was programmed on the internet, and conducted from August 13th to 29th, 2014.
- Respondents were invited to complete the report via three separate email invitations. EMC Research (www.emcresearch.com) sent these email invitations to 58,000 individuals who have a varied interest in open data. Of the 58,000 contacted, 2.2% (or 1,273) completed the report. Most (961) of the completed interviews were among respondents identifying themselves as working in government in the United States. The remaining 312 completes were from individuals identifying themselves as working outside of government; primarily with an interest in using open data. Results among the non-governmental audience are referenced in one section in this version of the report.
- Among the completed governmental interviews (961), 69 were from respondents working in the Federal government, 306 from State and State Agencies, 181 from Counties, 371 from Cities, and 34 from quasi-governmental entities.
- Participants were offered an advanced copy of this report before it was released to the public as an incentive.

REPORT FINDINGS

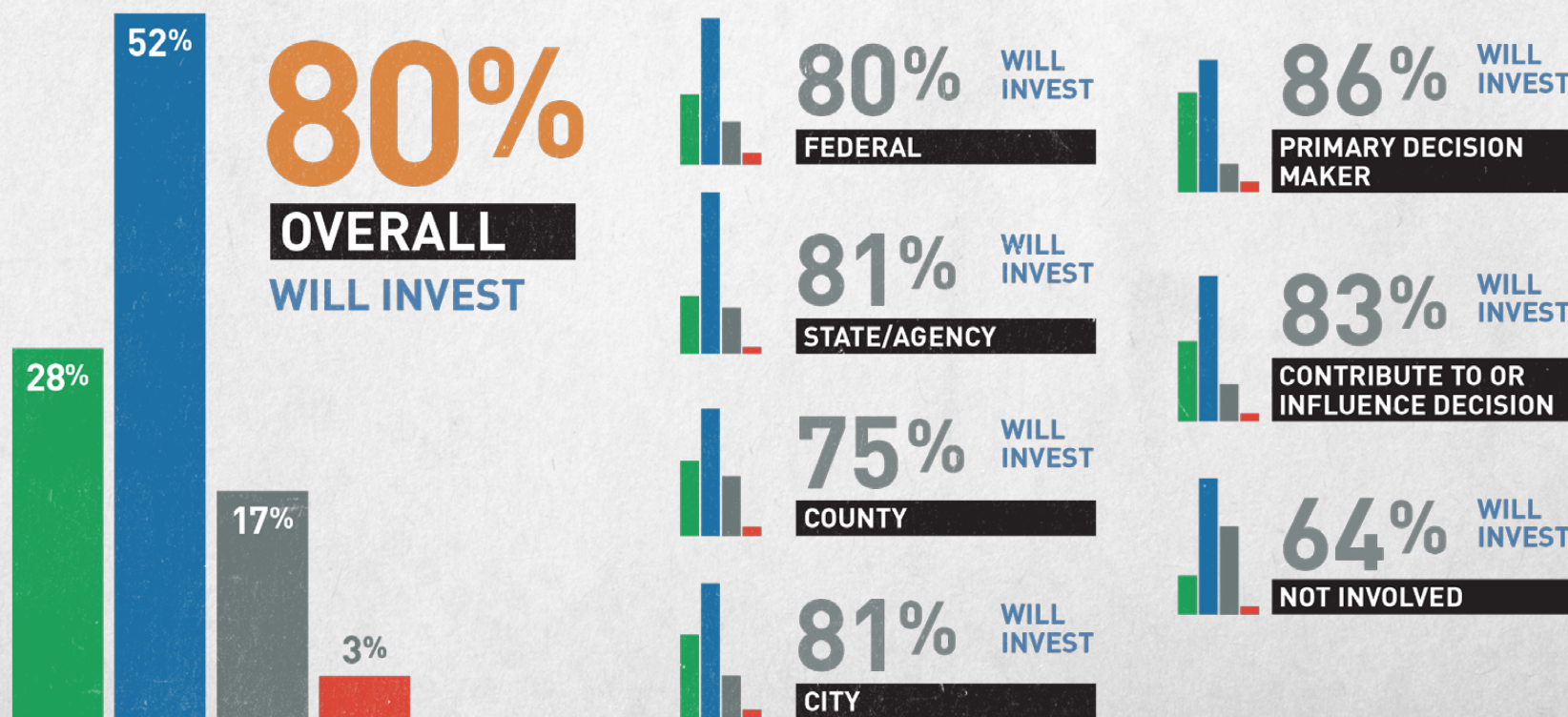
INVESTMENT IN OPEN DATA IS SET TO INCREASE

80% OF RESPONDENTS SAY THEY WILL INVEST THE SAME OR MORE IN OPEN DATA WITHIN THE NEXT 6 MONTHS.

- The report asked respondents about plans for investing money and resources in open data initiatives. The results confirm open data will continue to grow in the government sector, with 80% of respondents saying their investment and spending on open data initiatives will be consistent or increase in the future.
- More than a quarter (28%) plan to increase their investment in open data, with over half (52%) saying they will invest the same amount. Only 3% say they will invest less.



IN THE NEXT 6 MONTHS, WHAT IS YOUR PLAN FOR INVESTING MONEY AND RESOURCES IN OPEN DATA INITIATIVES?



● INVEST MORE ● INVEST THE SAME ● INVEST NOTHING ● INVEST LESS

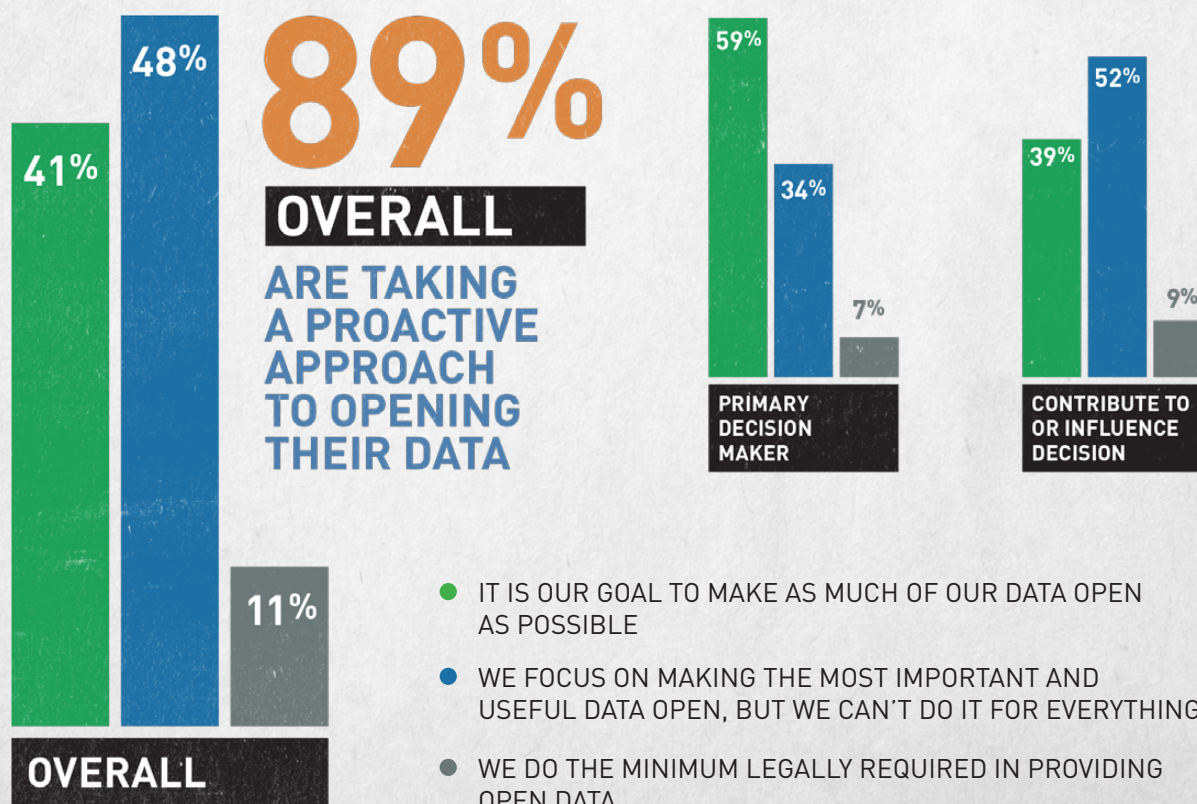
- The momentum towards expanded and continued investment in open data is consistently strong across all levels of government. Respondents from Counties and Cities are the most likely to say they are going to invest more, though significant proportions of Federal and State respondents also say they will be increasing their investment.
- One key demographic throughout the report results are the opinion of the primary decision makers who decide or direct open data policy in their government (Open Data Policy Decision Makers). Open Data Policy Decision Makers are more likely than other subgroups to say their organizations plan to invest more money (37%) in open data initiatives. In total, Open Data Policy Decision Makers are the most likely to say their organization will invest the same or more money and resources (86% total) in open data initiatives. This is the highest rate among any subgroup or other level of government, and is closely followed by another important subgroup; those that contribute to or influence policy decisions (84%).

A LARGE PROPORTION (41%) OF GOVERNMENTS HAVE SET A GOAL TO OPEN UP AS MUCH OF THEIR DATA AS POSSIBLE RIGHT NOW. THE VAST MAJORITY OF THE REST (48%) ARE FOCUSED ON MAKING THE MOST IMPORTANT AND USEFUL DATA OPEN.

- Respondents were asked to select between statements describing their government's current policy on open data. The results show a large proportion of governments have set their sights on a goal of making as much data open as possible.
- A plurality (41%) of all government respondents say their goal is to make as much data open as possible, with another significant proportion (48%) saying they focus on the most important and useful data. A small fraction do the minimum legally required (11%). Taken together, the vast majority of governments are at least opening the "most important" data.



WHICH IS THE BEST FIT FOR YOUR ORGANIZATION'S PHILOSOPHY ABOUT OPEN DATA?



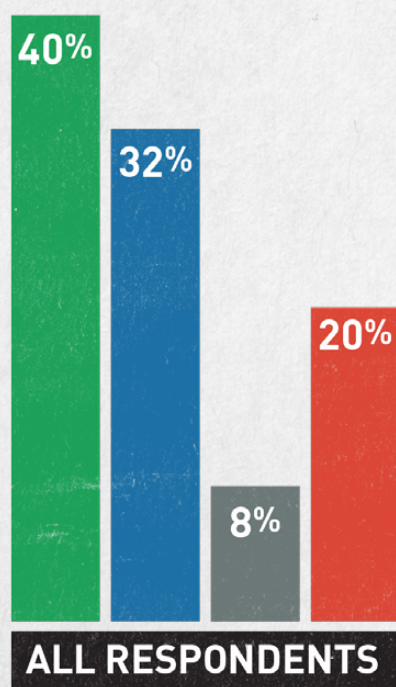
- The goal of making as much data open as possible is even more broadly shared by those who are Open Data Policy Decision Makers.
- It is also clear there is a disconnect on open data policy between Open Data Policy Decision Makers and those who are not; policy decision makers are much more likely to say their goal is to make as much of their data open as possible.
- Philosophies about open data are consistent across various governmental levels, indicating that the drive to open data is broadly shared at all levels of government in the United States.

FOR OPEN DATA INITIATIVES TO HAPPEN, GOVERNMENT LEADERS NEED TO SET THE DIRECTION. A LARGE MAJORITY (72%) OF RESPONDENTS AGREE THAT PURSUING OPEN DATA INITIATIVES NEEDS THE DIRECTION OF LEADERS WITHIN GOVERNMENTS.

- The report asked respondents a series of statements and asked their level of agreement. These statements allow us to extrapolate the attitudes and philosophies of the governments driving the open data movement.
- Almost three quarters (72%) agree with the statement “open data can’t be pursued without the direction of leadership or elected leaders in our organization.” Only one in five (20%) disagree.
- The widespread agreement with this statement makes it clear that if open data initiatives are to happen, leadership within governmental organizations needs to set the directions.



THE DIRECTION OF ELECTED LEADERS IS ESSENTIAL TO PURSUE OPEN DATA INITIATIVES



72%

AGREE THAT WE CAN'T PURSUE AN OPEN DATA INITIATIVE WITHOUT THE DIRECTION OF LEADERSHIP OR ELECTED LEADERS OF OUR ORGANIZATION

● STRONGLY AGREE
 ● SOMEWHAT AGREE
 ● DON'T KNOW
 ● DISAGREE

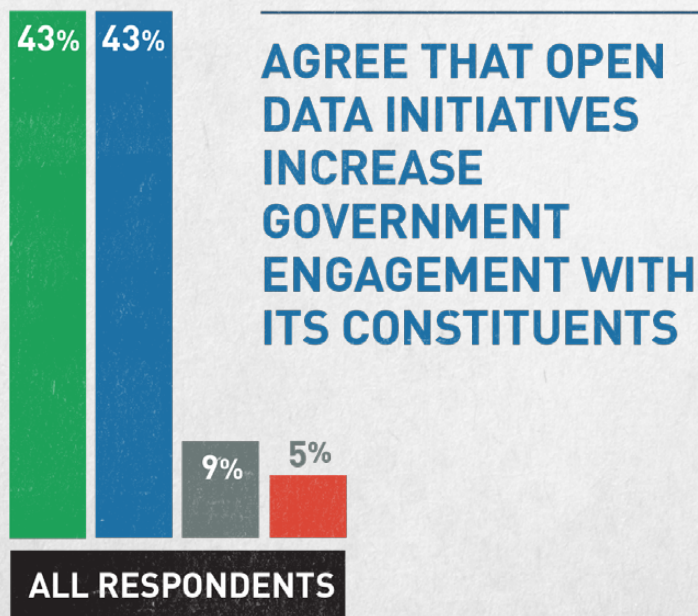
NEARLY ALL RESPONDENTS AGREE OPEN DATA INITIATIVES INCREASE TRUST (83% AGREE) AND ENGAGEMENT (86% AGREE) AMONG CONSTITUENTS.

- One of the key attractors of open data for governments is the level of engagement and trust with constituents that opening government data can bring. Respondents in the report overwhelmingly agree open data is a key tool that governments can employ to stay connected with the wide range of constituents they serve.

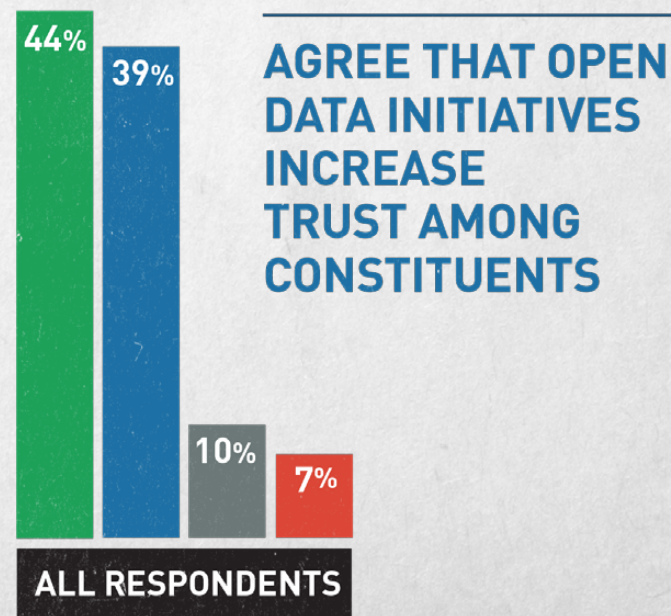


HOW IMPORTANT IS GOVERNMENT OPEN DATA TO RUNNING YOUR ORGANIZATION

86%



83%



● STRONGLY AGREE ● SOMEWHAT AGREE ● DON'T KNOW ● DISAGREE

- Nearly all respondents agree that open data initiatives increase government engagement with its constituents (86%), and nearly as many agree that open data initiatives increase trust among constituents (83%). Given that such large proportions of government respondents agree with these open data benefits, it is easy to see how the push towards open data will continue to accelerate in the United States.

IT IS CLEAR FROM THESE RESPONDENTS THAT THE RELIANCE ON GOVERNMENT OPEN DATA BY PRIVATE-SECTOR ORGANIZATIONS HAS BEEN ESTABLISHED, AND THAT GOVERNMENTS ARE HELPING THESE ORGANIZATIONS TO FUNCTION BY MAKING THEIR OPEN DATA AVAILABLE.

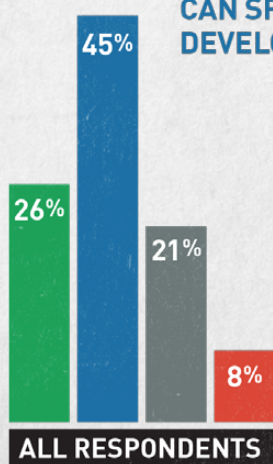
- The report asked about the relationship between open data and economic development, and whether open data is improving the lives of constituents. The report results conclusively show that open data is seen as an economic spark. Further, respondents are able to cite direct evidence that open data is leading to economic development.
- Large proportions of respondents agree that open data initiatives can spark economic development (71% Agree), and that open data initiatives make constituents' lives better (67%).
- The survey went beyond basic agreement with these statements. Respondents were asked about direct economic impacts from open data. A significant proportion (39%) say that open data has led directly to economic development in their communities.



OPEN DATA PROGRAMS CAN SPARK ECONOMIC DEVELOPMENT AND IMPROVE CONSTITUENTS' LIVES

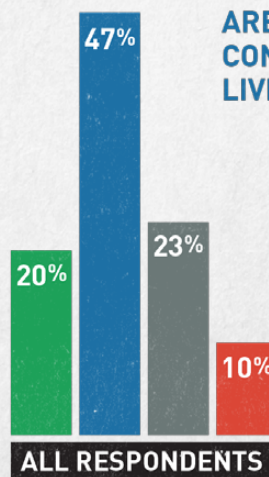
71%

AGREE THAT OPEN DATA PROGRAMS CAN SPARK ECONOMIC DEVELOPMENT



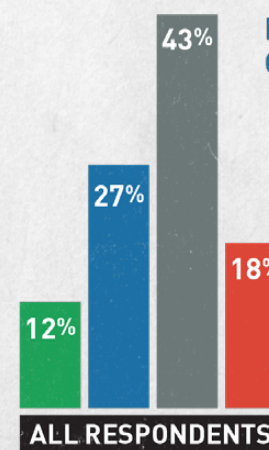
67%

AGREE THAT OPEN DATA INITIATIVES ARE MAKING CONSTITUENTS' LIVES BETTER



39%

AGREE THAT OPEN DATA HAS LED DIRECTLY TO ECONOMIC DEVELOPMENT IN OUR COMMUNITY

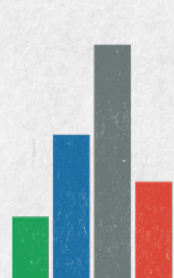


● STRONGLY AGREE
 ● SOMEWHAT AGREE
 ● DON'T KNOW
 ● DISAGREE

- Respondents were asked additional follow-up questions to better quantify the nature of this economic development. Of those who agree open data has led directly to economic development, a large majority (75%) say they have seen the direct benefits in new businesses forming, (72%) a nearly equal large majority has seen an increase in jobs, and (59%) a smaller but still large majority have seen increased tax revenues.



MANY SEE A DIRECT LINK BETWEEN OPEN DATA AND ECONOMIC DEVELOPMENT



39%

AGREE THAT OPEN
DATA HAS LED DIRECTLY
TO ECONOMIC DEVELOPMENT
IN THEIR COMMUNITY

THESE RESPONDENTS HAVE
SEEN AN INCREASE IN:

BUSINESS FORMATION

75%

JOB CREATION

72%

TAX REVENUES

59%

● STRONGLY AGREE ● SOMEWHAT AGREE ● DON'T KNOW ● DISAGREE

OPEN DATA IS ESSENTIAL TO THE PRIVATE SECTOR.

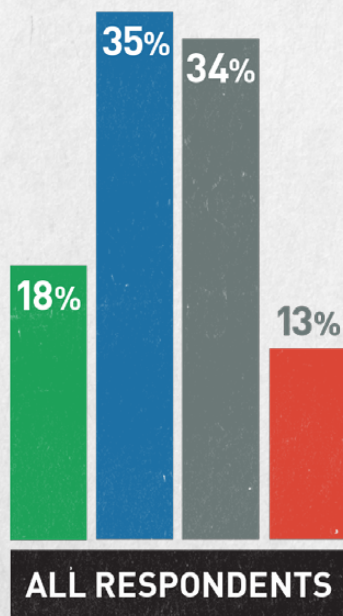
- In addition to asking governments about open data, the report asked respondents from the private sector a series of questions about open data. One key question is on how vital open data is to their own organization. Virtually all (87%) of those in the private sector say that open data is at least somewhat important.
- It cannot be understated that open data is now critically important for one in five (18%), and that it holds at least some importance for the operations of nearly all the rest (69%).



HOW IMPORTANT IS GOVERNMENT OPEN DATA TO RUNNING YOUR ORGANIZATION?

87%

BELIEVE OPEN DATA IS KEY TO RUNNING THEIR ORGANIZATION



● CRITICAL

● IMPORTANT

● SOMEWHAT IMPORTANT

● NOT IMPORTANT

- It is clear from these respondents that the reliance on government open data by private-sector organizations has been established, and that governments are helping these organizations to function by making their open data available.

WHERE CAN OPEN DATA HAVE THE BIGGEST IMPACT ON GOVERNMENT ITSELF?

- Governments were asked about where open data can have the biggest impact on their own efficiency and budget.
- Government services (where, when, how services can be accessed), Government organizations performance (mission metrics), and Financial information (government expenditures) were all top of mind mentions.

Top Areas for Data Impact

1. Government Services (where, when, and how services can be accessed)	22%
2. Government Org Performance (mission metrics)	18%
3. Financial (Government expenditures)	12%
4. Public Safety (crime data, food inspection)	9%
5. Accountability (campaign finance)	6%
6. Property (property taxes, zoning maps)	6%

WHAT ARE THE TOP BENEFITS OF OPEN DATA?

- Government respondents were asked to think about the benefits that open data can provide, and then rank those benefits.
- While some of the top benefits are related to reducing the cost of government, there is a continuing drive to “open” government via open data, either by showing what government is doing, or letting others evaluate government performance.

Top Benefits of Open Data

1. Showing what government is doing	24%
2. Reducing the costs of responding to requests for information	18%
3. Letting others evaluate government performance	14%
4. Reducing the number of Freedom of Information Act (FOIA) requests	12%
5. Better management of government and worker productivity	11%
6. Creating a more efficient workplace	7%

**GOVERNMENTS
WHO USE **SOCRATA**
HAVE OPEN DATA
THAT IS EASIER TO
ACCESS AND USE**

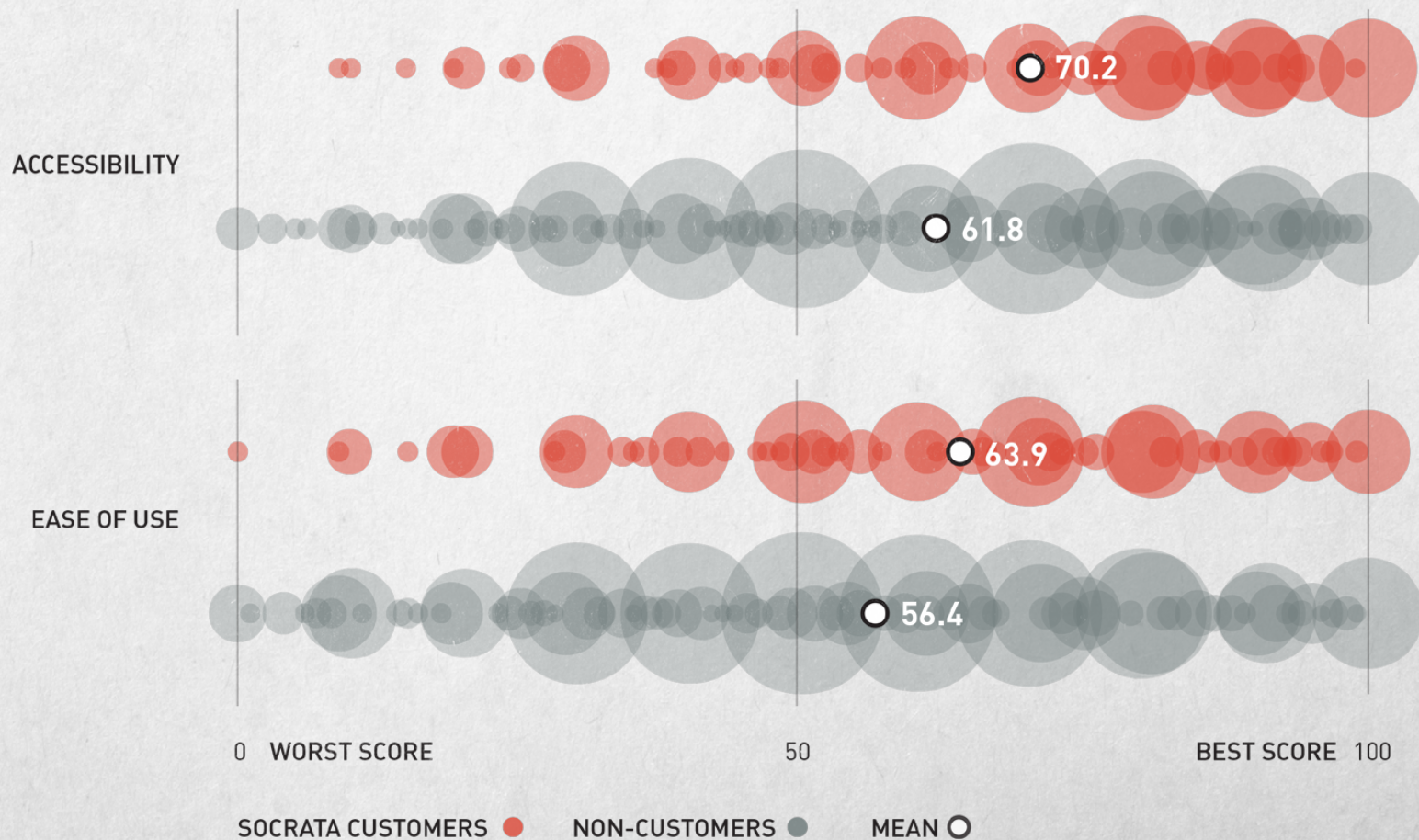
SOCRATA IS PROVIDING A CLEAR DIFFERENCE IN VALUE TO ITS CUSTOMERS. RESPONDENTS FROM GOVERNMENTS WHO USE SOCRATA GIVE HIGHER SCORES TO THEIR OWN ORGANIZATIONS OPEN DATA ACCESSIBILITY (13.6% HIGHER) AND EASE OF USE (13.3% HIGHER).

A key demographic EMC Research analyzed for this report was a comparison of survey responses between government organizations that are using Socrata versus those that are not. The results show that on two important measures of open data performance, Socrata customers outperform non-customers by more than 13%.

- On average, respondents from governments who are Socrata customers give higher scores than those who are not using Socrata. For Open Data Accessibility, Socrata customers' average scores are 13.6% higher than non-customers; for Open Data Ease of Use, it is 13.3% higher. In other words, using Socrata translates to a better open data experience.



OPEN DATA PERFORMANCE AND EASE OF USE




- To calculate these scores, respondents were asked to rate their organizations' performance in open data using a 0 to 100 point scale, with 0 being the worst ranking and 100 the best for two dimensions:

Accessibility. The data we make available is...

0 very difficult to access  100 very easy to access

Ease of Use. The ease with which constituents, businesses or other third party users can manipulate or transform the data we make available is...

0 very difficult to manipulate and transform  100 very easy to manipulate and transform

- All answers were plotted on the bubble chart. Bubble size represents the number of respondents at that score. The larger the bubble, the larger the number giving that score. The aspirational goal is to achieve a 100 score, therefore the closer to 100, the better a government says it is performing in these dimensions of open data.

CONCLUSION

Public-sector organizations are rapidly embracing and adopting open data; and, in the process, they're extending the power, reach, value, and utility of this crucial, new resource, which has the ability to help governments, companies, entrepreneurs, and app developers drive sustained prosperity in connected communities all over the world.

The key factors that will propel the open data movement going forward will be:

- Continued investment in open data initiatives
- Making as much open data available as possible
- Expanding interaction between governments and their many stakeholders
- Increasing support from government leaders, and
- Fostering deep and abiding trust from citizens

ABOUT SOCRATA

Socrata is a cloud software company focused on democratizing access to public sector data – both internally and externally – by and for the most innovative organizations around the world, including the cities of New York, Chicago, San Francisco, Los Angeles, Melbourne and Eindhoven; the states of New York, Illinois and Texas; US Health and Human Services; Centers for Medicare & Medicaid Services; the UN and the World Bank. Socrata's solutions – including the recently launched Open Data Network™ which unleashes the full potential of government data to help drive connected communities around the world – assist government leaders in improving transparency, modernizing citizen access to information and bringing data into every decision, all with unprecedented speed and cost savings. Delivered as turnkey services, Socrata's technologies unlock data trapped in enterprise silos, mobilize and transform it into useful information that everyone can easily access, visualize, share and reuse. To learn more about Socrata, visit www.socrata.com.

ABOUT EMC RESEARCH

EMC Research (www.emcresearch.com) is an opinion research and strategic consulting firm serving a broad range of public and private sector clients since 1989. Operating from offices in Seattle (WA), Portland (OR), Oakland (CA), and Columbus (OH), EMC has conducted thousands of research projects employing varied methodologies on a variety of topics.



UNLEASHING THE POWER OF DATA TO IMPROVE THE WORLD

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