

From: Socrata, Inc.
Sent: 11/3/2014 4:17:49 PM
To: Haley, Nikki
Cc:
Subject: [Benchmark Report] Socrata's 2014 Open Data Study

[_<http://discover.socrata.com/rs/socrata/images/SOC-2001-EmailTemplate_logo.png>](http://discover.socrata.com/rs/socrata/images/SOC-2001-EmailTemplate_logo.png)

2014 Open Data Benchmark Report
Download the Full Report

Hello Nikki,

More and more public-sector organizations are embracing open data as a way to boost visibility into government decision-making and performance. However, open data has a far greater impact on public-sector organizations – and the constituents they serve – than just transparency.

Socrata commissioned a study with [EMC Research](http://info.socrata.com/SI0I3z0D9050ySV0100nkTX) [<http://info.socrata.com/SI0I3z0D9050ySV0100nkTX>](http://info.socrata.com/SI0I3z0D9050ySV0100nkTX) to learn about the latest open data trends as well as better understand its economic and social impact. Some of the study's findings include:

- 80% of respondents thought their investment in open data would be consistent or increase in the future.
- For Open Data Accessibility, Socrata customers' average scores are 13.6% higher than non-customers
- For Open Data Ease of Use, Socrata customers' average scores are 13.3% higher than non-customers

[Download the 2014 Socrata Open Data Benchmark Report](http://info.socrata.com/My0I0k0DSn51z00U90VI0Y3) [<http://info.socrata.com/My0I0k0DSn51z00U90VI0Y3>](http://info.socrata.com/My0I0k0DSn51z00U90VI0Y3) today to explore the full findings.

Sincerely,
The Socrata Team

[<http://info.socrata.com/dc/etTJjIR4FWljikJd-Q32fhHw3VsAt-BD54Glw7WiE6fMQDhEMII2QR1u8VhcqSoXj9RIE6WUKn2iKzgn6Sa0eg==/Zly5V01Vz0000k0DZ309ISn>](http://info.socrata.com/dc/etTJjIR4FWljikJd-Q32fhHw3VsAt-BD54Glw7WiE6fMQDhEMII2QR1u8VhcqSoXj9RIE6WUKn2iKzgn6Sa0eg==/Zly5V01Vz0000k0DZ309ISn)
Get the 2014 Open Data Benchmark Report
[Read Now <http://info.socrata.com/dc/etTJjIR4FWljikJd-Q32fhHw3VsAt-BD54Glw7WiE6fMQDhEMII2QR1u8VhcqSoXj9RIE6WUKn2iKzgn6Sa0eg==/Zly5V01Vz0000k0DZ309ISn>](http://info.socrata.com/dc/etTJjIR4FWljikJd-Q32fhHw3VsAt-BD54Glw7WiE6fMQDhEMII2QR1u8VhcqSoXj9RIE6WUKn2iKzgn6Sa0eg==/Zly5V01Vz0000k0DZ309ISn)

Interested in learning more?
[Contact Us <http://info.socrata.com/f00oz090D0001I3kSyIXV05>](http://info.socrata.com/f00oz090D0001I3kSyIXV05)

©2014 Socrata. All rights reserved.

Seattle Office: 83 S. King St, Suite 107, Seattle, Washington, 98104, USA

DC Office: 1100 Connecticut Ave NW Suite 1310, Washington, DC, 20036, USA

London Office: Highlands House, Basingstoke Road, Reading, Berkshire, RG7 1NT UK

www.socrata.com <<http://info.socrata.com/f00oz090D1001l3kSyIYV05>>

<http://discover.socrata.com/rs/socrata/images/SOC-2001-EmailTemplate_footer-logo.png>

<<http://info.socrata.com/trk?t=1&mid=ODUxLVNJSS02NDE6NDM5Nzo2MjExOjlyMzQxOjA6NTUzMT03OjEyNzA5OTU6bmlra2loYWxleUBnb3Yuc2MuZ292>>

If you no longer wish to receive these emails, click on the following link: [Unsubscribe](#)

<<http://info.socrata.com/u/G1I0Io30DZ52S0z90000Vyk>>