

2023 MIT CISR Data Monetization Study

Data Monetization: Generating Financial Returns from Data

The MIT Sloan Center for Information Systems Research (MIT CISR) is investigating data monetization: **the conversion of data into financial returns**. Findings derived from this study will help us understand how organizations make money using data and analytics.

The ideal person to complete this survey is an executive who is familiar with the organization's enterprise-level data investments, activities, and outcomes. Participation in this survey is voluntary, and you may decline to answer any question. If you don't have the exact information, please provide your best estimate. You can skip any questions that are not applicable to your organization.

Your identity and responses will be kept confidential by MIT CISR. Data will be used solely to create aggregate statistics and not to identify you or your organization to any third parties. At the end of the survey, you may request a summary of the results. The survey should take approximately 30 minutes to complete.

Please contact me at bwixom@mit.edu with any questions or concerns that you might have in relation to this study.

Thank you so very much for your time!

Kind regards,
Dr. Barbara Wixom
Principal Investigator

Respondent

What is your **job title**? _____

Please select the item that best describes your **level in the organization** (choose one):

___ Board member

___ Executive Committee member

___ Senior Executive

___ Business Unit Leader

___ Other: _____

Section A: Data Access Experience

This section involves specific data concepts, which we define as follows:

Data Consumer: An internal user, an external user, or a technology that takes in data.

Consider your organization's **data access experience for the typical data consumer**, from data discovery to data use. For each step, rate what you think the level of effort is for the typical data consumer on a scale from 1 (Major Bottleneck) to 5 (Effortless).

	Major Bottleneck 1	2	3	4	Effortless 5
Data Discovery (e.g., finding, understanding data)	☐	☐	☐	☐	☐
Data Permissioning (e.g., requesting, getting rights to data)	☐	☐	☐	☐	☐
Data Provisioning (e.g., setting up analytics tools, getting access to data)	☐	☐	☐	☐	☐
Data Preparation (e.g., additional cleaning, enhancing for a new use case)	☐	☐	☐	☐	☐
Data Integration (e.g., standardizing, matching data assets for a new use case)	☐	☐	☐	☐	☐
Data Use (e.g., establishing metrics, measuring progress, reporting on value)	☐	☐	☐	☐	☐

On average, **what percentage of time** does a typical data consumer spend wrangling data versus drawing insights from data? (should total 100%)

Wrangling data (data discovery through data integration) _____ %

Drawing insights (data use) _____ %

Total: _____ 100 %

Section B: Data Assets

This section involves specific data concepts, which we define as follows:

Data Asset: A cohesive set of data that has been made readily usable for future value creation. The scope of a data asset can be at the level of a dataset, a database, or a data subject area.

Examples of data assets from MIT CISR research:

- A profitability data asset that provides all the information needed to calculate profitability at item, supplier, sales territory, unit, or division level.
- An employee data asset that summarizes all the information an organization has on its employees.
- A customer data asset that includes enterprise-wide information about customers.
- A product specification data asset that captures the complex recipes for making the company's products.
- A customer behavior data asset that contains all the information an organization has on its customers' journeys.

Does your organization have data assets in production? Yes ☐ or No ☐

If no, skip ahead to Section C.

What percentage of your organization's data are made available to data consumers in the form of **data assets**? _____%

Approximately how many data assets does your organization currently manage?

1 data asset ☐	2-5 data assets ☐	6-20 data assets ☐	Several dozen data assets ☐	Several hundred data assets ☐	Several thousand data assets ☐
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What percentage of your organization's employees currently have access to your organization's data assets? _____%

What percentage of your organization's data assets can be permissioned for use automatically? _____%

What percentage of your organization's data assets are provisioned via a programmatic interface, such as APIs or a data platform? _____%

What percentage of your organization's data assets can be self-served (both permissioned and provisioned automatically)? _____%

What percentage of your organization's data assets can be automatically provisioned to a user-defined endpoint? _____%

Section C: Data Liquidity

This section involves specific data concepts, which we define as follows:

Data Liquidity: The ease of data asset reuse and recombination. Highly liquid data assets require no time or effort to get from data discovery to data access.

Data Liquidity Investments: The investments directed to preparing, permissioning or provisioning data assets.

Data Asset Reuse: The reuse of a data asset in a distinctively new use case.

Data Asset Recombination: The reuse of multiple data assets in combination in a new use case.

Data Consumer: An internal user, an external user, or a technology that takes in data.

What is your organization's current overall data budget? (an estimate is fine) _____ US\$

How many people does your organization employ in enterprise data roles? (an estimate is fine) _____ people

Consider your organization's current overall data budget. What percent of the overall data budget is managed by business units or lines of business? _____ % of overall data budget

Consider your organization's current overall data budget. What percent of the overall data budget is for data liquidity investments (i.e., investments directed to preparing, permissioning or provisioning data assets)? _____ % of overall data budget

How many months on average do you expect it to take to pay back your current budgeted data liquidity investments? _____ months

In the past five years, by what percent have your organization's data liquidity investments lowered the annual cost to serve data assets to data consumers? (choose one):

_____ In the past five years, my organization's data liquidity investments have not lowered the annual cost to serve data assets to data consumers.

_____ In the past five years, my organization's data liquidity investments have lowered the annual cost to serve data assets to data consumers **by** _____ % (fill in if selected).

_____ I don't know if my organization's data liquidity investments have lowered the annual cost to serve data assets to data consumers.

Have your organization's data liquidity investments reduced the time it takes for data consumers to get data for new use cases?

_____ No

_____ Yes. In the past five years, by what percent has your organization's data liquidity investments reduced the time it takes for data consumers to get data for new use cases: _____ % (fill in if selected).

On average, how many days does it take a data consumer to gain access to data assets for use: _____ business days

Consider the **state of data liquidity** at your organization. Provide your rating for the following data liquidity practices and outcomes.

My organization uses product management techniques (e.g., permanent teams, product roadmap, feature backlog prioritization, product success metrics) to manage data assets.

We do not have this practice	Very poorly developed	Somewhat poorly developed	Of average development	Somewhat well developed	Very well developed
0	1	2	3	4	5

My organization uses behavioral analytics to understand data consumption.

We do not have this practice	Very poorly developed	Somewhat poorly developed	Of average development	Somewhat well developed	Very well developed
0	1	2	3	4	5

My organization uses marketing techniques to promote data assets to data consumers.

We do not have this practice	Very poorly developed	Somewhat poorly developed	Of average development	Somewhat well developed	Very well developed
0	1	2	3	4	5

Consider the **state of data liquidity** at your organization. For each step, rate what you think the level of effort is for your organization on a scale from 1 (Major Bottleneck) to 5 (Effortless).

	Major Bottleneck 1	2	3	4	Effortless 5
How easily can your organization share data assets enterprise-wide, across business units and divisions.	☐	☐	☐	☐	☐
How easily can your organization share data with customers?	☐	☐	☐	☐	☐
How easily can your organization share data with partner organizations?	☐	☐	☐	☐	☐

Section D: Enterprise Capability Practices

The following practices enable the building, management, and monetization of data assets.

Please rate the state of these practices in your organization.

	We do not have this practice 0	Very poorly developed 1	Somewhat poorly developed 2	Of average development 3	Somewhat well developed 4	Very well developed 5
Data cataloging	☐	☐	☐	☐	☐	☐
Data lineage tracking	☐	☐	☐	☐	☐	☐
Data curating (e.g., taxonomy, ontology)	☐	☐	☐	☐	☐	☐
Managing a cloud- based analytics platform	☐	☐	☐	☐	☐	☐
Managing APIs that make data assets available to external stakeholders, such as partners and customers	☐	☐	☐	☐	☐	☐
Co-creating with internal or external data consumers	☐	☐	☐	☐	☐	☐
Experimenting, such as controlled experiments or A/B testing	☐	☐	☐	☐	☐	☐
Automating data privacy management for customers	☐	☐	☐	☐	☐	☐
Automating data privacy management for employees	☐	☐	☐	☐	☐	☐
Managing ethical data use	☐	☐	☐	☐	☐	☐

Section E: Artificial Intelligence (AI)

This section involves specific data concepts, which we define as follows:

Artificial Intelligence (AI): applied analytics models that have some level of autonomy. In this section, AI includes techniques such as machine learning, natural language processing, and generative AI.

Opaque AI models: AI models that are difficult to trace from input to output.

1. Approximately how many AI models are in production at your organization? _____
If 0, skip ahead to Section F.
2. What percentage of AI models in production at your organization interact directly with other AI models? _____ %

The following practices enable the deployment and scaling of AI. Please rate the state of these practices in your organization.

	We do not have this practice 0	Very poorly developed 1	Somewhat poorly developed 2	Of average development 3	Somewhat well developed 4	Very well developed 5
Use of machine learning	☐	☐	☐	☐	☐	☐
Use of generative AI	☐	☐	☐	☐	☐	☐
Managing a centralized AI model inventory	☐	☐	☐	☐	☐	☐
Automating AI model management using a platform (e.g., Data Robot, H2O.ai, or any ML-Ops platform)	☐	☐	☐	☐	☐	☐
Developing explanations for opaque AI models	☐	☐	☐	☐	☐	☐
Developing AI model explanation interfaces for stakeholders such as customers, suppliers, or partners	☐	☐	☐	☐	☐	☐

Regular reporting on what is learned from AI models for internal management (e.g., business sponsors, senior leadership)	☐	☐	☐	☐	☐	☐
Supervision of AI models after deployment	☐	☐	☐	☐	☐	☐
Policies that guide employee use of AI models	☐	☐	☐	☐	☐	☐
	We do not have this practice 0	Very poorly developed 1	Somewhat poorly developed 2	Of average development 3	Somewhat well developed 4	Very well developed 5

Section F: Data Monetization Initiatives and Products

This section involves specific data concepts, which we define as follows:

Data Monetization: The conversion of data into financial returns.

Data Asset: A cohesive set of data that has been made readily usable for future value creation. The scope of a data asset can be at the level of a dataset, a database, or a data subject area.

Data Product: A data product creates value by providing data, insight, or action to employees, customers, systems, or other data consumers.

Data Monetization Initiative: A project that develops a data product. Data monetization initiatives can include improving, wrapping, or selling.

Improving: offering data products that change the nature of work tasks, making work better, cheaper, or faster. Organizations realize value from improving by removing or redirecting the slack created by the efficiencies to improve the organization's bottom line. Examples of improving: offering data products that optimize employee work, automate document reviews, or inform the sustainability impact of buying decisions.

Wrapping: offering data products that enhance the value propositions of an existing products such that customers want to buy more or are willing to pay more. Organizations realize value from wrapping by raising prices or selling more of the products to improve the organization's bottom line. Examples of wrapping: adding a dashboard that displays how well a piece of equipment is operating, a graph that shows how a credit card owner is using the card, an alert tied to a diaper that lets a parent know it's time to change the baby.

Selling: offering new data products that are standalone as information solutions that customers will pay for. Standalone information solutions include things like data sets, scores and benchmarks, informational tools, and data-based advisory or automated processes. Realizing value from selling is straightforward and as it appears in the form of new financial inflows. Examples of selling: offering credit scores, sustainability scores, benchmarks for healthcare spending that hospitals use to manage costs, preventative maintenance solutions, monitoring and alerting solutions, energy optimization solutions.

Consider the **state of data monetization** in your organization. Please rate your organization's level of effectiveness with the following activities.

	Not at all Effective 1	2	3	4	Highly Effective 5
How effective is your organization at improving (offering data products to make work tasks better, cheaper, and faster)?	☐	☐	☐	☐	☐
How effective is your organization at wrapping (offering data products in the form of features and experiences that enhance the value proposition of an existing product)?	☐	☐	☐	☐	☐
How effective is your organization at selling (offering data products like data sets, scores and benchmarks, informational tools, and data-based advisory or automated processes that customers will pay for)?	☐	☐	☐	☐	☐

A data monetization initiative is a project to develop data products that offer data, insight, or action to employees, customers, systems, or other data consumers.

Approximately how many data monetization initiatives did your organization initiate in the past year? _____ initiatives

What percent of these data monetization initiatives leveraged existing data assets (even if they also had to wrangle some other data)? _____ %

What percent of these data monetization initiatives created new reusable data assets? _____ %

Which of these strategy archetypes BEST represents your organization's current data monetization strategy? **Choose 1.**

☐	Operational optimization: My organization relies heavily on stripping out costs. Most of the data monetization value we realize is in the form of cost savings, primarily from improving initiatives.
☐	Customer focus: My organization relies heavily on delighting customers. We invest in a mix of wrapping and improving initiatives because better products and better processes are usually required to provide better service to customers.
☐	Information Business: My organization relies on our data assets to solve problems for other organizations or consumer markets. We engage in selling information solutions while using wrapping initiatives to sustain the sales of those solutions.
☐	Future Ready: My organization is ambidextrous. We pursue value realization from improving, wrapping, and selling initiatives so that we can significantly improve our customers' experience relative to competitors while relentlessly cutting costs and simplifying our own operations.
☐	NONE: My organization does not monetize its data by improving, wrapping or selling.

Consider the **impact of data monetization** in your organization. Please rate the extent to which the following apply to your organization.

	To a very small extent 1	2	3	4	To a very large extent 5
To what extent does data monetization contribute to your organization's overall revenues (or mission realization)?	☐	☐	☐	☐	☐
To what extent does data monetization reduce your organization's operating expenses?	☐	☐	☐	☐	☐
To what extent does data monetization enable changes to your organization's business model?	☐	☐	☐	☐	☐
To what extent does data monetization give your organization a competitive advantage?	☐	☐	☐	☐	☐

Section G: Data Monetization Returns

This section involves specific data concepts, which we define as follows:

Data Monetization: The conversion of data into financial returns.

Data Monetization Returns: financial inflows from efficiencies, increases in the sales of existing products, or revenues from selling information solutions.

Please estimate the total data monetization returns for your organization in 2022: \$____
(If you do not track returns, please give your best approximation.)

Answer one item below based on whether your organization is for-profit or not-for-profit:

If your organization is for-profit: please compare your 2022 data monetization returns to the size of your **overall 2022 revenues**: What percentage does your 2022 data monetization returns number represent of your **overall 2022 revenues** _____ %

If your organization is not-for-profit: please compare your 2022 data monetization returns to the size of your **overall 2022 budget**: What percentage does your 2022 data monetization returns number represent of your **overall 2022 budget** _____ %

Please **break down your total data monetization returns** into efficiencies, sales of existing products, and revenues from selling information solutions. (Answers should add up to 100%.)
(If you do not track returns, please give your best approximation.)

Increased efficiencies: _____ %
Increased sales of existing products: _____ %
Revenues from selling information solutions: _____ %
Total: 100 %

Consider the state of generating data monetization returns in your organization. Please rate the level of effectiveness with the following activities.

	Not at all Effective 1	2	3	4	Highly Effective 5
How effective is your organization at removing or redirecting the slack created by efficiencies so that efficiencies flow to the organization's bottom line?	☐	☐	☐	☐	☐
How effective is your organization at raising prices or selling more products when it improves the customer value proposition so the increased customer value of existing products flows to the	☐	☐	☐	☐	☐

organization's bottom line?					
How effective is your organization at pricing new information solutions so that they are profitable?	☐	☐	☐	☐	☐
How effective is your organization at sustaining the profitability of its information solutions?	☐	☐	☐	☐	☐
	Not at all Effective 1	2	3	4	Highly Effective 5

Section H: State of Measurement

Consider the state of data monetization measurement, reporting, and tracking in your organization. Please rate your organization's level of effectiveness in tracking the following activities.

	Not at all Effective 1	2	3	4	Highly Effective 5
How effective is your organization at tracking the buildout of its enterprise data capabilities?	☐	☐	☐	☐	☐
How effective is your organization at tracking data usage?	☐	☐	☐	☐	☐
How effective is your organization at tracking data re-use?	☐	☐	☐	☐	☐
How effective is your organization at tracking data quality?	☐	☐	☐	☐	☐
How effective is your organization at tracking the data consumer user experience?	☐	☐	☐	☐	☐
How effective is your organization at tracking data consumer satisfaction regarding their data usage?	☐	☐	☐	☐	☐
How effective is your organization at tracking the data skills of data consumers?	☐	☐	☐	☐	☐

How effective is your organization at tracking decision quality?	☐	☐	☐	☐	☐
How effective is your organization at measuring data monetization returns?	☐	☐	☐	☐	☐
How effective is your organization at tracking the integration of analytics into technology systems?	☐	☐	☐	☐	☐
How effective is your organization at tracking how quickly it deploys data products?	☐	☐	☐	☐	☐
How effective is your organization at tracking whether employees meet their value-creation goals using data?	☐	☐	☐	☐	☐
How effective is your organization at tracking whether customers meet their value-creation goals using data?	☐	☐	☐	☐	☐
How effective is your organization at tracking how much financial value that data monetization initiatives generate on the organization's income statement, P&L statement, or some equivalent financial instrument?	☐	☐	☐	☐	☐
	Not at all Effective 1	2	3	4	Highly Effective 5

Section I: Data Democracy

This section involves specific data concepts, which we define as follows:

Data Democracy: An organization with pervasive employee appreciation of, access to, and use of the organization's data assets and enterprise data monetization capabilities.

Consider the state of data democracy in your organization. Answer the following questions about the pervasiveness of data democracy among your organization's employees.

	0% of our employees	1-20% of our employees	21-40% of our employees	41-60% of our employees	61-80% of our employees	81-100% of our employees
Approximately what percentage of your organization's employees make use of the organization's reusable data assets and data monetization capabilities?	☐	☐	☐	☐	☐	☐
Approximately what percentage of your organization's employees have access to a data literacy program?	☐	☐	☐	☐	☐	☐
Approximately what percentage of your organization's employees have undertaken data analytics training or upskilling in the past year?	☐	☐	☐	☐	☐	☐
Approximately what percentage of your organization's employees use an analytics tool at least monthly?	☐	☐	☐	☐	☐	☐
Approximately what percentage of your organization's employees have a basic understanding of linear regression?	☐	☐	☐	☐	☐	☐
Approximately what percentage of your organization's employees are evaluated based on whether they use data to perform work tasks?	☐	☐	☐	☐	☐	☐

Approximately what percentage of your organization's employees are rewarded for exploiting the organization's reusable data assets?	☐	☐	☐	☐	☐	☐
Approximately what percentage of your organization's employees have an enterprise mindset when it comes to data?	☐	☐	☐	☐	☐	☐
Approximately what percentage of your organization's employees are confident in their ability to solve problems using data analytics?	☐	☐	☐	☐	☐	☐
Approximately what percentage of your organization's employees share data practices with others in their unit or workgroup?	☐	☐	☐	☐	☐	☐
Approximately what percentage of your organization's employees share data practices across the entire business (i.e., with people beyond their unit or workgroup)?	☐	☐	☐	☐	☐	☐
	0% of our employees	1-20% of our employees	21-40% of our employees	41-60% of our employees	61-80% of our employees	81-100% of our employees

In the following questions we distinguish between **data employees** and **domain employees**. **Data employees** primarily work on data tasks, such as data modeling, report building, machine learning programming, or analytics education. **Domain employees** primarily work on tasks that require a domain-specific subject matter expertise, such as sales, medicine, accounting, finance, or compliance.

The following questions ask about the population of domain employees in your organization.

	0% of our employees	1-20% of our employees	21-40% of our employees	41-60% of our employees	61-80% of our employees	81-100% of our employees
Approximately what percentage of domain employees in your organization have data employees in the same organizational unit working with them to accomplish unit goals?	☐	☐	☐	☐	☐	☐
Approximately what percentage of domain employees in your organization can be assigned to cross-functional teams that mix data employees and domain employees who collaborate to accomplish a shared goal?	☐	☐	☐	☐	☐	☐
Approximately what percentage of domain employees in your organization can reach out to data employees in a center of excellence when they need to tap into data expertise?	☐	☐	☐	☐	☐	☐
Approximately what percentage of domain employees in your organization have access to shared data assets and data monetization capabilities offered by a central organizational unit?	☐	☐	☐	☐	☐	☐
Approximately what percentage of domain employees in your organization participate in the organization's social network platforms to ask data questions?	☐	☐	☐	☐	☐	☐

Section J: Organizational Characteristics

We would like to know some other things about your organization. Provide your level of agreement with the following statements.

	Strongly Disagree 1	2	3	4	Strongly Agree 5
My organization was founded after 1995 with a business model reliant on using Internet-era information and digital technologies.	☐	☐	☐	☐	☐
My organization's mindset is that new solutions should be as digital as possible.	☐	☐	☐	☐	☐
My organization's core business processes are digitized.	☐	☐	☐	☐	☐
My organization's digital investments are focused on value-creation use cases that have measurable success metrics.	☐	☐	☐	☐	☐
The reuse and recombination of my organization's data assets helps my organization achieve its strategic priorities.	☐	☐	☐	☐	☐
My organization has an effective Chief Data Office.	☐	☐	☐	☐	☐
My organization has an effective Enterprise Data Strategy.	☐	☐	☐	☐	☐
My organization's top executives talk to investors about data goals or outcomes.	☐	☐	☐	☐	☐
My organization's top executives talk to investors about analytics.	☐	☐	☐	☐	☐
My organization includes data monetization plans and results in its annual reports.	☐	☐	☐	☐	☐
My organization is effective in using data to achieve its sustainability objectives.	☐	☐	☐	☐	☐
My organization is effective in using data to manage its carbon emissions.	☐	☐	☐	☐	☐

Section K: Demographics

The following section asks specific details about your organization. Your identity and responses will be kept confidential by MIT CISR. Data will be used solely to create aggregate statistics and not to identify you or your organization to any third parties.

What is the name of the overall organization at which you are employed? _____

Which of the following options best describes your organization? (choose one):

- ☐ For profit
- ☐ Not for profit
- ☐ Governmental/Public

What were your organization's annual revenues for 2022 (or operating budget if your organization is not for profit or public) in US dollars? (choose one):

- ☐ < 500 million
- ☐ 500 million to 3 billion
- ☐ > 3 billion

Please estimate the following 2022 financial metrics for your organization:

- % Net Margin _____ %
- % Revenue Growth _____ %

Please estimate the percentage of last year's revenues that came from products and services that were new to your organization (i.e., introduced in the past 3 years): _____ % of Revenues

Please estimate the percentage of last year's revenues that came from products and services that were new to the market (i.e., not existing elsewhere): _____ % of Revenues

Please estimate the percentage of last year's revenues that came from products and services that were primarily enabled by digital technologies (i.e., digital offerings): _____ % of Revs.

What is your organization's **primary industry**? (choose one):

- | | |
|---|---|
| ☐ Agriculture | ☐ IT Services |
| ☐ Arts, Entertainment, and Recreation | ☐ Manufacturing |
| ☐ Automotive and Transportation | ☐ Mining, Quarrying, and Oil & Gas |
| ☐ Banking | ☐ Professional and Scientific Services |
| ☐ Construction and Engineering | ☐ Public Administration |
| ☐ Distribution and Logistics | ☐ Real Estate, Rental & Leasing |
| ☐ Educational Services | ☐ Retail Trade |
| ☐ Financial Services | ☐ Technology (hardware, software, IT) |
| ☐ Healthcare and Social Assistance | ☐ Telecommunications |
| ☐ Hospitality, Restaurants, and Travel | ☐ Utilities |
| ☐ Information and Media | ☐ Wholesale Trade |
| ☐ Insurance | ☐ Other: _____ |

In which of these **geographical areas** does your organization operate? [Select all that apply.]

- ☐ Africa
- ☐ Asia
- ☐ Australia & New Zealand
- ☐ Europe
- ☐ Latin America
- ☐ North America
- ☐ Middle East

Financial Performance: **Currently, how does your organization perform relative to others in its industry on the following metrics?**

	Much worse 1	Somewhat worse 2	About average 3	Somewhat better 4	Much better 5
Profitability (Net Margin)	☐	☐	☐	☐	☐
Revenue Growth	☐	☐	☐	☐	☐
Time To Market (for new product or service offerings)	☐	☐	☐	☐	☐
Innovativeness of products and services	☐	☐	☐	☐	☐
Organizational agility (i.e. ability to rapidly change)	☐	☐	☐	☐	☐
Customer Experience	☐	☐	☐	☐	☐
Employee Satisfaction	☐	☐	☐	☐	☐
Attractiveness to New Talent	☐	☐	☐	☐	☐

Closing and Incentives

Please indicate if you would like to receive a summary of the results of this survey, and whether you would like a personal summary that lists your scores along with sample averages. Also, please let us know if you would like a free Kindle copy of our new book *Data is Everybody's Business* if your completed submission is one of the first 200 received. More information about the book can be found at MIT Press: <https://rb.gy/vlo9j>

- ☐ Yes, I would like to receive a summary of the results of this survey.
- ☐ Yes, I would like a personal summary that includes personal scores with sample averages.
- ☐ Yes, I would like to receive a free Kindle copy of *Data is Everybody's Business* by Wixom, Beath and Owens if I am one of the first 200 surveys received.

If you have ticked any boxes above, then please provide the following information:

Name: _____

Email address: _____