Monique is a 33 year old Creative Director at a 400-person broadcasting company just outside London, England. Richard is a 42-year old Marketing Manager who works for a retailer with over 10,000 employees, based in North Carolina.

Do you recreate content that you know exists, but can't find?

- "Yes, this has happened to me before"
- "No, I always find what I need"
- "No, I don't create content in my job"
- "Lack visibility to know if what I'm looking for exists"

Like his retail and big company peers, Richard is a search bar fiend, like 57% of retail respondents. Big companies in general also like the search bar (60%).

Like her information industries peers, Monique finds info in email or Slack, by asking people, or by searching multiple systems. Information is everywhere, and she feels like she's drowning in content. The same pattern prevails in small companies: email and Slack searches followed by asking people.

How do you search for content to reuse?

- "Email, Slack..."
- "Ask someone"
- "Multiple systems"
- "Search"
- "Browse"

Large companies 52% Small companies 32% Large companies 54% Small companies 40% Large companies 50% Small companies 31% Large companies 39% Small companies 60% Large companies 33% Small companies 43%

Both Monique and Richard struggle to find content they know exists, and find themselves recreating it, or asking others to recreate it.

What neither Monique and Richard do is browse folders. It's lost favor across industries and company sizes – only 2 in 5 do it anymore.

How often does sensitive content get shared externally by accident?

- "At least once a month"
- "Quarterly"
- "Yearly"
- "Very rarely"
- "Never"
- "I don't know"

Richard’s company is in better shape. Like the rest of the retail industry, only 31% report sharing by accident monthly or quarterly. That’s still pretty scary, though.

Unfortunately, at Monique’s company, it’s common that sensitive information gets out accident. She’s not alone. In broadcasting, 67% say it happens at least quarterly. In info industries more broadly, it's even higher.

Do you use systems or tools outside of those your company provides to store and share company content?

- "Yes"
- "No"

As a Gen Xer, Richard turns out to be a bit of a rebel, like 62% of his generation who do go rogue and use their own tools to store and share.

As a millennial, you’d think Monique would do her own thing, but she's actually quite the corporate citizen: she doesn’t use unsanctioned tools to store and share company content. It turns out she’s not alone: 51% of millennials in our survey don’t either. So much for stereotypes!

Many companies think they’re alone in the content wilderness…but many challenges are common. We asked 1,000 marketers, creatives, and sales pros about theirs. Meet two of them, Monique and Richard.

49% Retail 59% Info industries

28% Retail 39% Info industries

14% Retail 17% Info industries

27% Retail 20% Info industries

8% Retail 11% Info industries

3% Retail 11% Info industries

17% Retail 8% Info industries

74% Retail 12% Info industries

12% Retail 0% Info industries