Market Analysis: Use of Word and PowerPoint

Originally conducted by Epinion for
SkabelonDesign
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Skabelon Design
Brand Management
& Productivity
Tools for Microsoft Office

Templafy

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Introduction

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Templafy

Introduction

Background and purpose

Templafy was created by the founders of SkabelonDesign as a cloud-based solution for template management. SkabelonDesign is a leading company in the implementation of visual identities and development of customer-specific template solutions in the Microsoft Office package. Over the best part of a decade, SkabelonDesign has built a solid customer base of both public and private clients from various sectors. SkabelonDesign and Templafy aim to continue this development and increase awareness of template use in Word and Powerpoint.

With this as their point of departure, Epinion conducted a B2B market analysis on behalf of SkabelonDesign. The focus of the market analysis was to highlight the following:

- To what extent are Word and PowerPoint used in certain selected branches?

- How great is the demand for help in using the Office package, and in which branches or company types is demand greatest?

- What type of help is usually sought, and does the assistance required vary from business to business or depending on employee position?

Structure of the report

After a brief summation of the report's key conclusions, we look at groups of companies that use Word and PowerPoint in their daily operations. In this section we outline the varying characteristics of the programs' users.

In the report's third and fourth sections we present the results of the survey with a particular focus on the differences between user groups. The composite result of the survey sample can be read in the final part of the report.

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User Groups

Data and method

The survey was conducted as a telephone-based questionnaire survey among private companies in selected branches.

Data collection was performed by Epinion's telephone interviewers during the period from November 28 to December 8. In all, 227 telephone interviews were completed with people who use Microsoft Word and/or PowerPoint in their daily work.

Variable	Distribution of 227 interviews – Definition and number of interviews
Employee position	Persons with managerial responsibility: 85 interviews Persons without managerial responsibility: 142 interviews
Profession	Lawyers, auditors and consultants: 118 interviews Insurance, financial institutions and pensions: 109 interviews

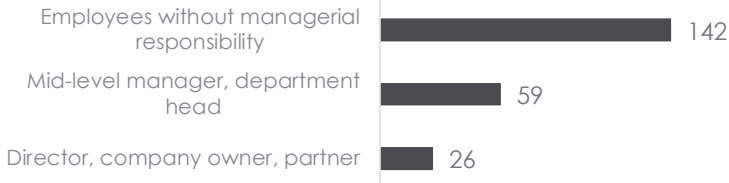**Sample and order of calls**

The sample, consisting of companies in the named sectors, was drawn from the Experian companies register. The companies were phoned in a prioritized sequence progressing from companies with the most employees to those with the fewest. This was intended to increase the likelihood of the largest companies participating in the survey.

At the same time, the data collection was regulated by a number of quotas to ensure a spread of responses across geographical location, sector and employee position. See the detailed distribution of responses on the following page.
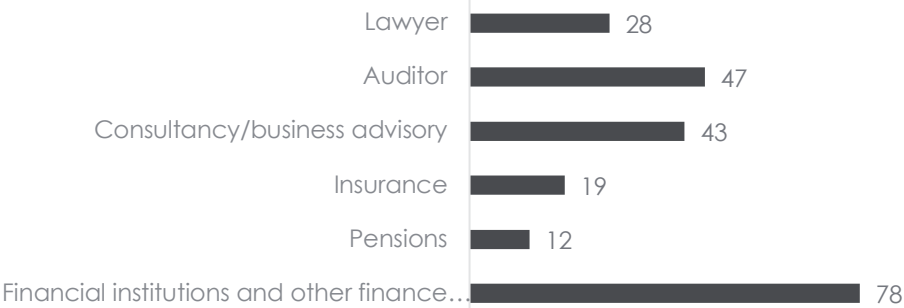
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Distribution of responses

The responses from 227 telephone interviews were collated, and the sample composition is shown below:
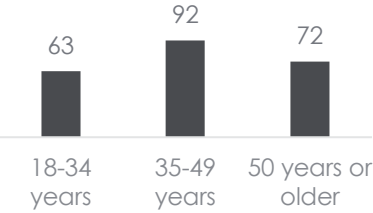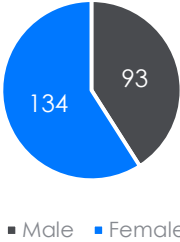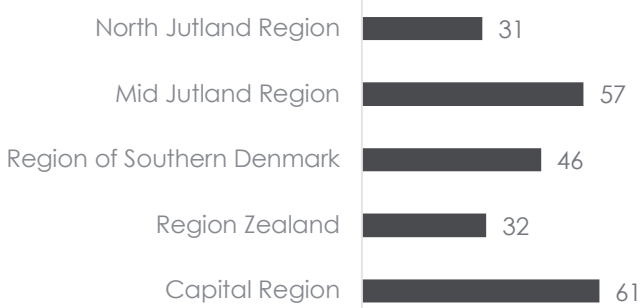
Respondents' position

Employees without managerial responsibility	142
Mid-level manager, department head	59
Director, company owner, partner	26

Respondents' gender and age

- Male 93
- Female 134

18-34 years	35-49 years	50 years or older
63	92	72

Number of company employees (size)

500 employees and above	28
100-499 employees	31
50-99 employees	24
Up to 49 employees	144

Company branch

Lawyer	28
Auditor	47
Consultancy/business advisory	43
Insurance	19
Pensions	12
Financial institutions and other finance…	78

Company region

North Jutland Region	31
Mid Jutland Region	57
Region of Southern Denmark	46
Region Zealand	32
Capital Region	61

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Note: n=227. Please note that the results in the report express a snapshot picture and present relative conditions generated by the specific composition of the sample. The results are therefore indicative but not conclusively representative.
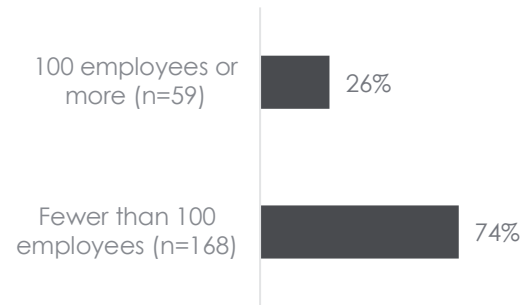
User Groups

02.

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User groups

The results were analyzed through a gap analysis, with a focus on where the greatest differences were located.

When working with the received responses, Epinion analyzed the overarching tendencies in the use of Word and PowerPoint in companies, with a particular focus on the differences between businesses and employees. On this page you can see the sub-groups into which the results have been divided in the report.

Company size

100 employees or more (n=59)	26%
Fewer than 100 employees (n=168)	74%

Employee position

Employees with managerial responsibility	37%
Employees without managerial responsibility	63%

Branch

Lawyers and auditors (n=75)	33%
Consultancy or business advisory (n=43)	19%
Insurance, pensions and financial…	48%

Age

18-34 years	35-49 years	50 years or older
28%	41%	32%

Gender

- ■ Male — 41%
- ■ Female — 59%

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Use of Word and PowerPoint

03.

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63% consider PowerPoint to be important in their daily work

The importance of PowerPoint in respondents' daily work follows a pattern that reflects the use of the programs on the preceding pages.
43% of respondents consider PowerPoint an "important" or "crucially important" part of their daily work.
The importance of PowerPoint in daily work is relatively constant across respondent companies. However, it is primarily employees in companies offering consultancy or business advisory services that consider the importance as slightly more "crucial" than employees in other branches.

How important is PowerPoint in your daily work?

Category	Percentage
Crucially important	19%
Important	24%
Somewhat important	20%
Not important	35%
Don't know	2%

Importance of PowerPoint? Proportion of crucially (important) among groups

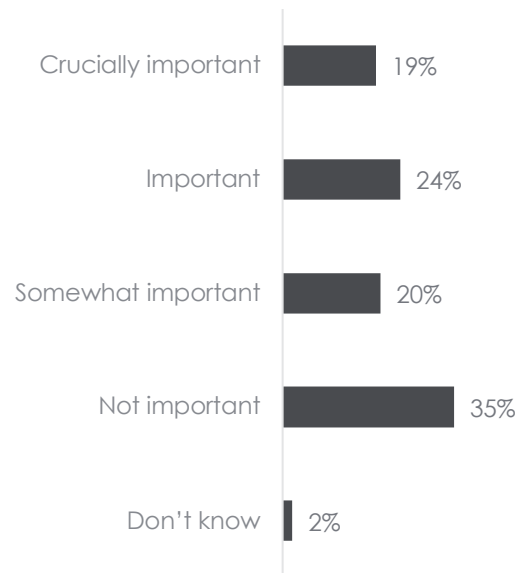| Group	Percentage
Male	18%
Female	21%
18-34 years	24%
35-49 years	19%
50 years or older	16%
Employees without managerial…	17%
Employees with managerial…	23%
Lawyers and auditors	14%
Consultancy or business advisory	33%
Insurance, pensions and finance	17%
Under 100 employees	19%
100 employees or more	20%

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Note: n=170.

95% consider Word to be important in their daily work

The importance of Word in respondents' daily work follows a pattern that reflects the use of the programs on the preceding pages.
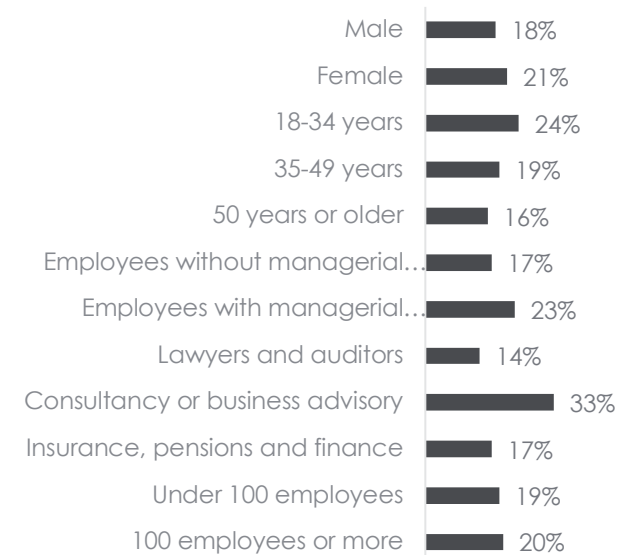82% of respondents consider Word an "important" or "crucially important" part of their daily work.
The employees who attribute greatest importance to Word in their daily work are employees in law or accounting/auditing firms.

How important is Word in your daily work?

Crucially important	63%
Important	19%
Somewhat important	13%
Not important	4%
Don't know	0%
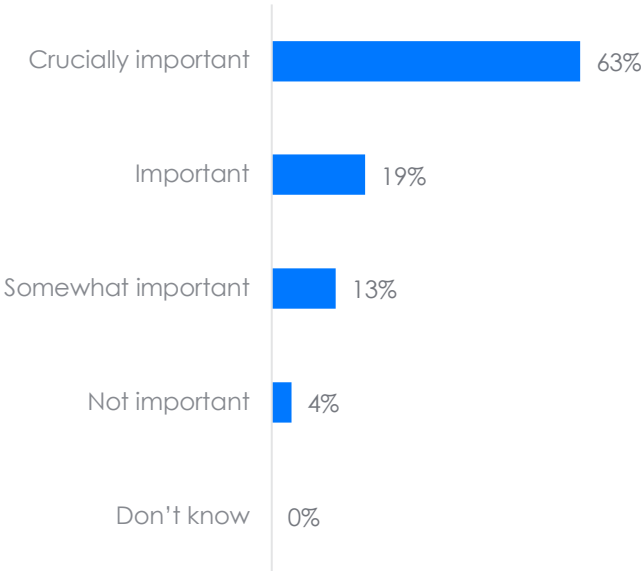
Importance of Word? Proportion of crucially (important) among groups

Male	52%
Female	71%
18-34 years	65%
35-49 years	58%
50 years or older	68%
Employees without…	65%
Employees with managerial…	59%
Lawyers and auditors	68%
Consultancy or business advisory	60%
Insurance, pensions and…	61%
Under 100 employees	64%
100 employees or more	59%

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Note: n=227.
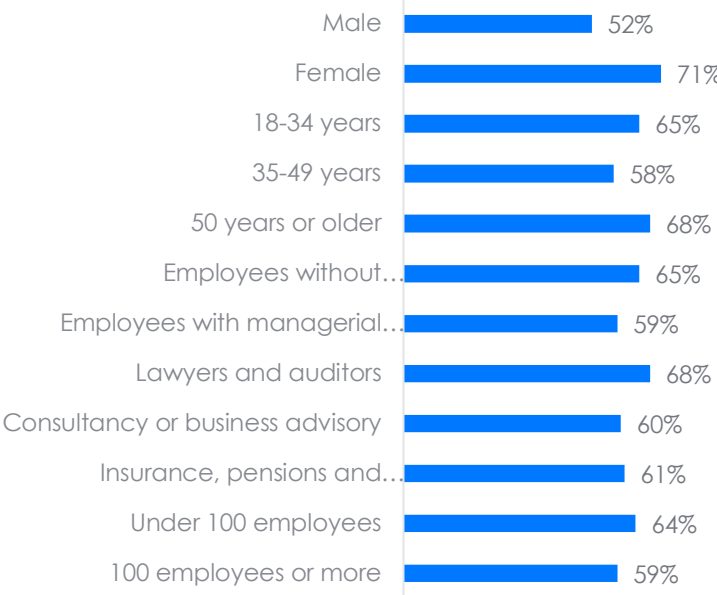
Lawyers and auditors use Word most often. Consultants use PowerPoint most often.

42% of all companies use Word for more than 3 hours daily. This includes 56% of lawyers and auditors using Word for over 3 hours a day.

26% of all companies use PowerPoint for more than 1 hour daily. Use of PowerPoint is more widespread among employees who work in consulting and business advisory firms, where 49% use PowerPoint for more than 1 hour per day. Use of Word is also high among consultants; here 42% use the program more than 3 hours daily.

Employees with managerial responsibility also often use PowerPoint. 44% use PowerPoint over 3 hours a day.

How often do you use Word? Proportion of over 3 hours a day among groups

Group	%
Male	33%
Female	49%
18-34 years	40%
35-49 years	40%
50 years or older	47%
Employees without managerial…	44%
Employees with managerial…	39%
Lawyers and auditors	56%
Consultancy or business advisory	42%
Insurance, pensions and…	33%
Under 100 employees	43%
100 employees or more	41%
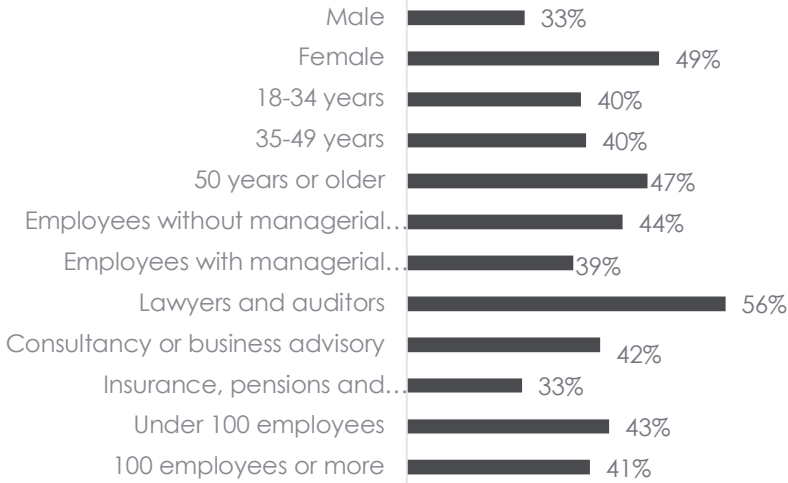
How often do you use PowerPoint? Proportion of over 1 hour a day among groups

Group	%
Male	30%
Female	24%
18-34 years	25%
35-49 years	25%
50 years or older	29%
Employees without managerial…	16%
Employees with managerial…	44%
Lawyers and auditors	17%
Consultancy or business advisory	49%
Insurance, pensions and…	24%
Under 100 employees	26%
100 employees or more	27%

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Note: n=170-227.
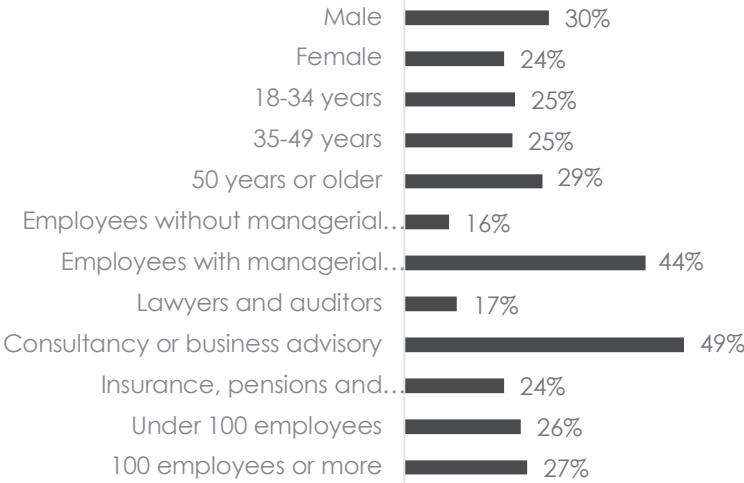
The majority of companies use Outlook daily

If we turn to Outlook, we see that 85% of those questioned use Outlook for emails, calendar management or other tasks on a daily basis.

Employees with managerial responsibility and employees in companies with fewer than 100 staff were those who used most time on Outlook. However, more than every fifth respondent spent over 1 hour a day on Outlook. The largest share was among lawyers and auditors (37%) and in the insurance, pensions and finance sectors (41%).

How often do you use Outlook (write emails, manage calendar and other tasks in Outlook)?
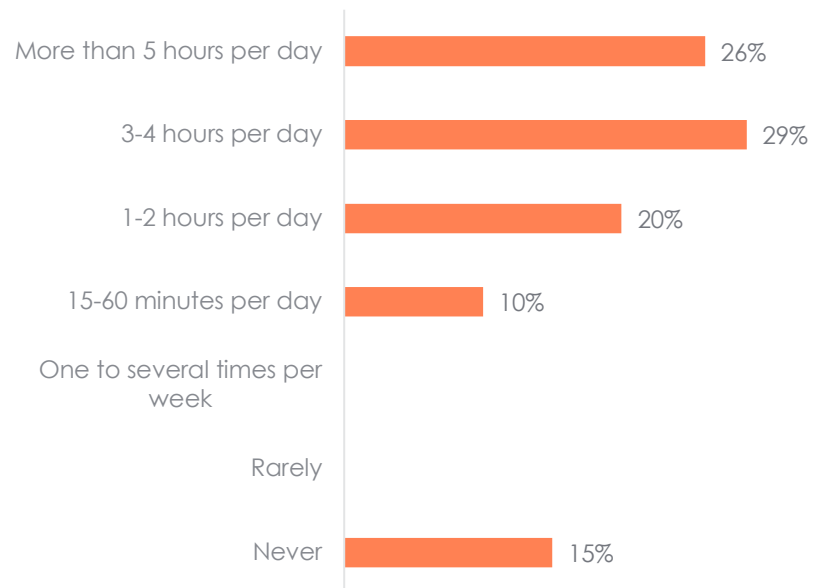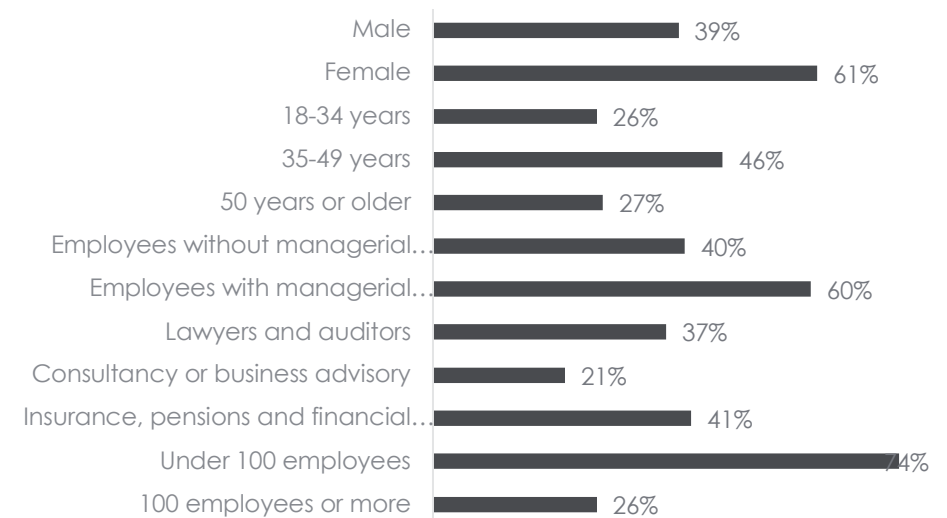
Category	Value
More than 5 hours per day	26%
3-4 hours per day	29%
1-2 hours per day	20%
15-60 minutes per day	10%
One to several times per week	
Rarely	
Never	15%

Proportion of over 1 hour a day among groups

Group	Value
Male	39%
Female	61%
18-34 years	26%
35-49 years	46%
50 years or older	27%
Employees without managerial…	40%
Employees with managerial…	60%
Lawyers and auditors	37%
Consultancy or business advisory	21%
Insurance, pensions and financial…	41%
Under 100 employees	74%
100 employees or more	26%

Note: n=169-227.

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4 out of 10 create graphs and tables daily

37% create graphs daily in Excel, Word and PowerPoint, and 39% create tables daily in Excel, Word and PowerPoint.

How often do you create graphs and tables in Excel, Word and PowerPoint?

	Graphs	Tables
More than 5 hours per day	3%	4%
3-4 hours per day	4%	4%
1-2 hours per day	14%	15%
15-60 minutes per day	16%	16%
One to several times per week	13%	19%
Rarely	22%	25%
Never	29%	17%

■ Graphs
■ Tables

Note: n=170-227.

Templafy
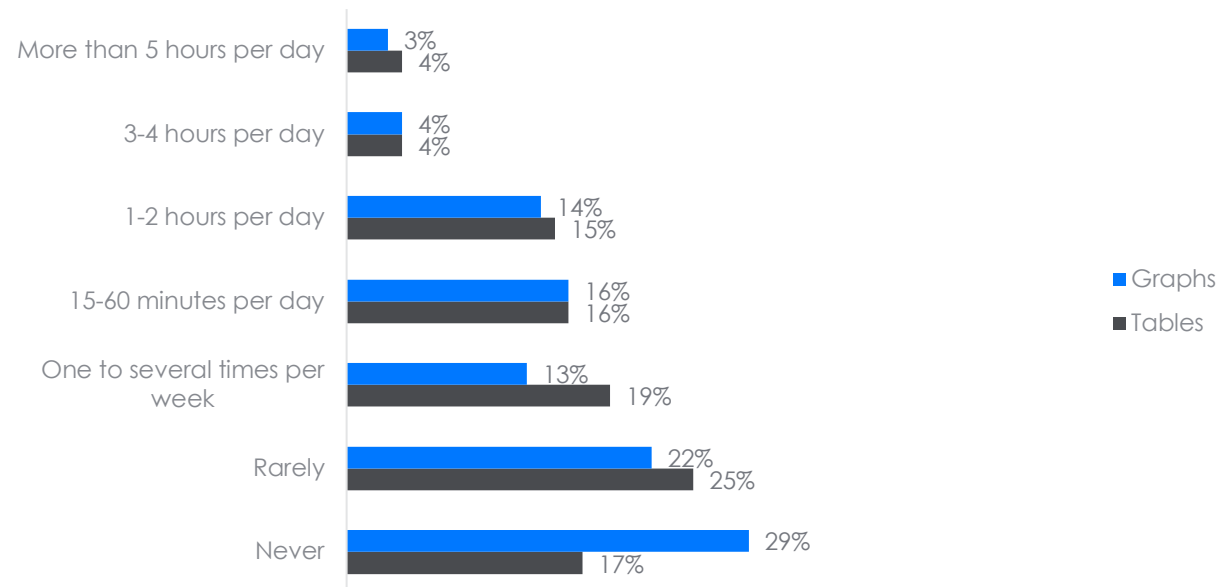
Need for help in Word and PowerPoint

04.

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Approximately every tenth respondent needs help with Word and/or PowerPoint

Approximately, an equally sized share of companies (approx. every tenth) need help from others in their work with Word and PowerPoint "often" or "now and again".

When it comes to the various user groups there are some minor differences in the help with work in Word and PowerPoint that is sought from others (see the figure on the right). Employees in larger companies (100+ employees) have a slightly greater need for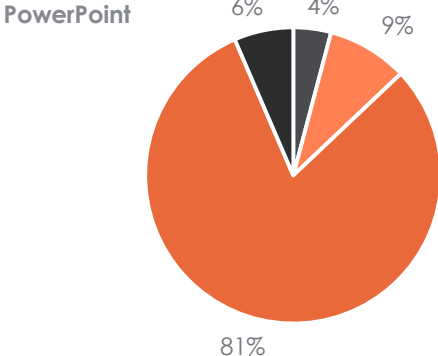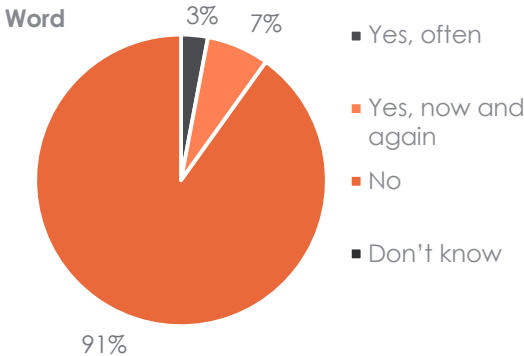 help with work in Word and PowerPoint than employees in smaller companies. This includes both employees with managerial responsibilities and those without. On average, 16% of respondents in consultancy, business advisory, insurance, pensions and finance companies seek help from others for their work in PowerPoint.

Do you need help from others?

Word

- 3% — Yes, often
- 7% — Yes, now and again
- 91% — No
- Don't know

PowerPoint

- 6% Don't know
- 4% Yes, often
- 9% Yes, now and again
- 81% No

Do you need help from others? YES proportion among groups

Group	Word	PowerPoint
Male	6%	10%
Female	11%	15%
18-34 years	10%	14%
35-49 years	9%	13%
50 years or older	10%	12%
Employees without managerial…	11%	14%
Employees with managerial…	7%	11%
Lawyers and auditors	9%	5%
Consultancy or business advisory	7%	14%
Insurance, pensions and financial…	10%	17%
Under 100 employees	8%	13%
100 employees or more	12%	14%

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Note: n=170-227.

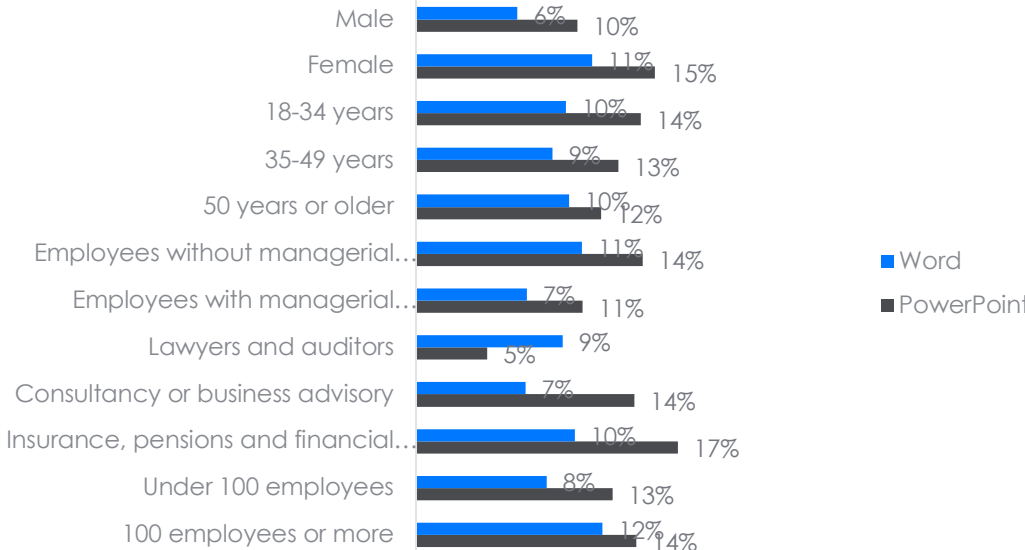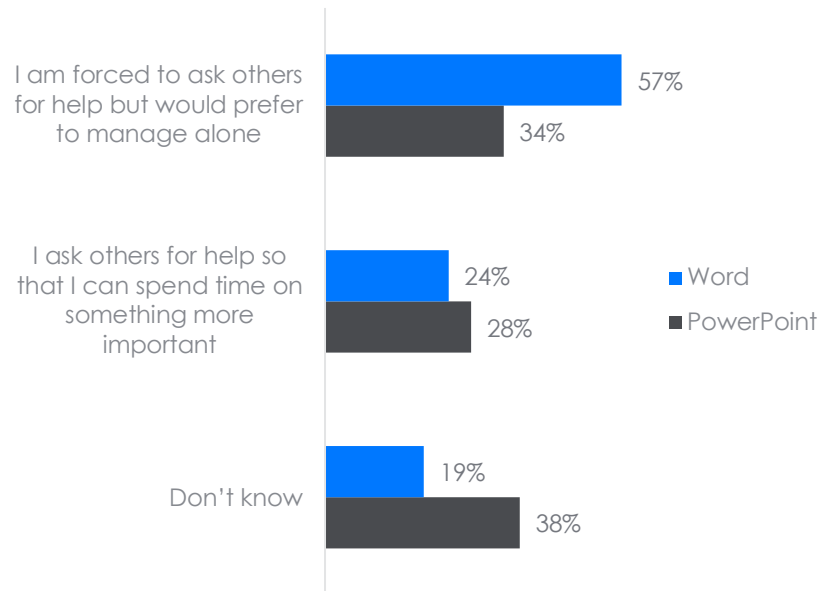# Work taking longer is the most significant consequence of seeking help from others
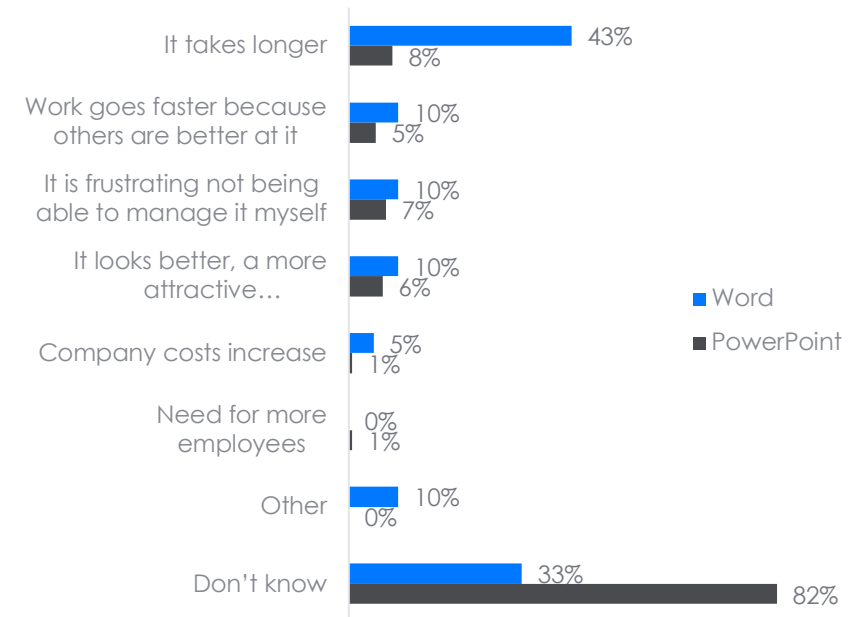
Approximately an equal-sized share of companies (approx. every tenth) need help from others in their work with Word and PowerPoint "often" or "now and again". At the same time, over half of those asked, who need help with Word would prefer to manage all the work alone without asking for others' help. The equivalent proportion for those who need help with work in PowerPoint is one third.
In the figure on the right you can see that the most significant consequence of respondents not completing the job in Word/PowerPoint alone is that the work takes longer. Among the next most important consequences is a frustration that the employee cannot complete all the work, but also that assistance from others results in a better outcome along with increased company costs.

In relation to seeking help from others, which statements best describe you?

	Word	PowerPoint
I am forced to ask others for help but would prefer to manage alone	57%	34%
I ask others for help so that I can spend time on something more important	24%	28%
Don't know	19%	38%

What are the most significant consequences of you not completing the job in Word/PowerPoint alone, but instead seeking help from others?

	Word	PowerPoint
It takes longer	43%	8%
Work goes faster because others are better at it	10%	5%
It is frustrating not being able to manage it myself	10%	7%
It looks better, a more attractive…	10%	6%
Company costs increase	5%	1%
Need for more employees	0%	1%
Other	10%	0%
Don't know	33%	82%

Note: n=21-22.

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Every 5th user spends more time than planned in PowerPoint

Around every fourth respondent states that they could be using PowerPoint better (22% and 26% respond "strongly disagree" with the statements). 57% only "slightly agree" or "strongly disagree" with the statement that they use the features of PowerPoint optimally. Likewise, 20 % stated that they use more time than planned working with PowerPoint. Employees in consulting or advisory firms in particular spend longer time than planned in PowerPoint.
Finally, it should be noted that 47% "never" recycle previous work (their own or others') when they work in Word or PowerPoint.

I will now read four statements and ask you to indicate your degree of agreement with each.
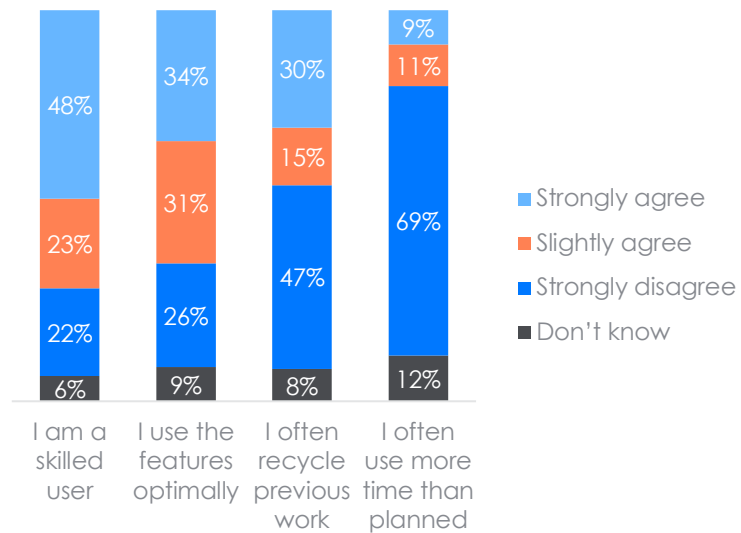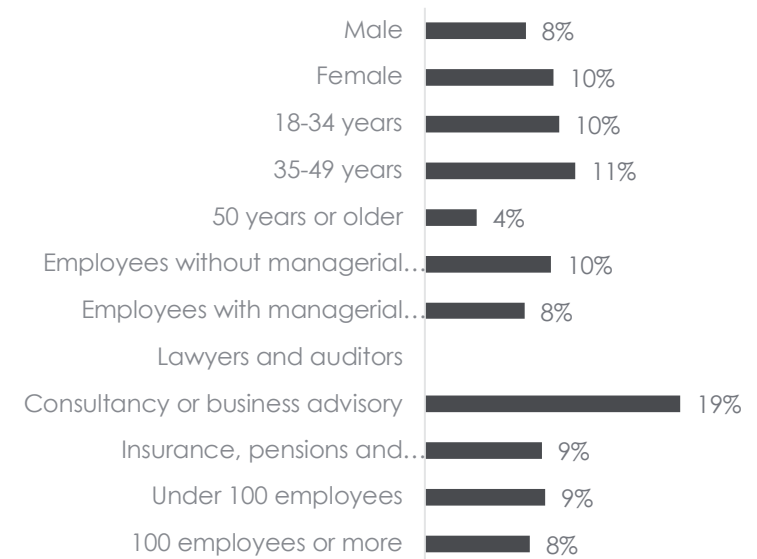
Do you use more time than planned? Proportion of strongly agree among groups.

	Strongly agree	Slightly agree	Strongly disagree	Don't know
I am a skilled user	48%	23%	22%	6%
I use the features optimally	34%	31%	26%	9%
I often recycle previous work	30%	15%	47%	8%
I often use more time than planned	9%	11%	69%	12%

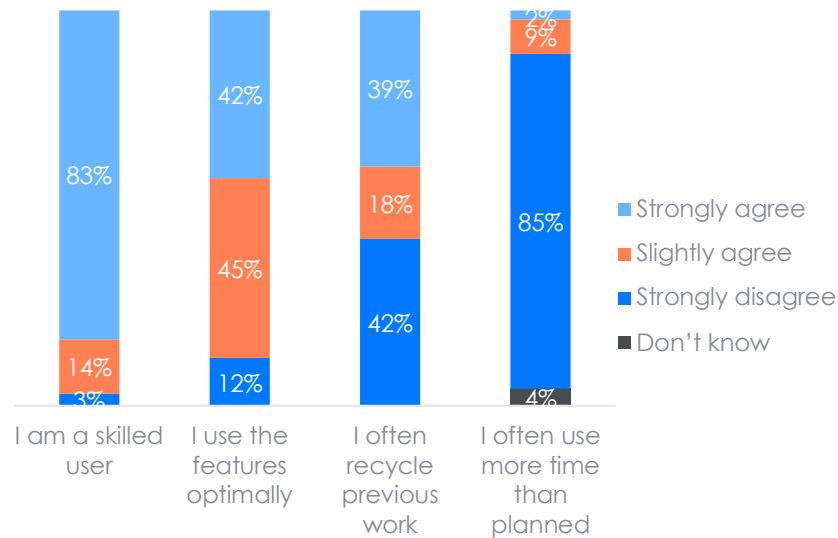| Group	%
Male	8%
Female	10%
18-34 years	10%
35-49 years	11%
50 years or older	4%
Employees without managerial…	10%
Employees with managerial…	8%
Lawyers and auditors	
Consultancy or business advisory	19%
Insurance, pensions and…	9%
Under 100 employees	9%
100 employees or more	8%

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Note: n=170.

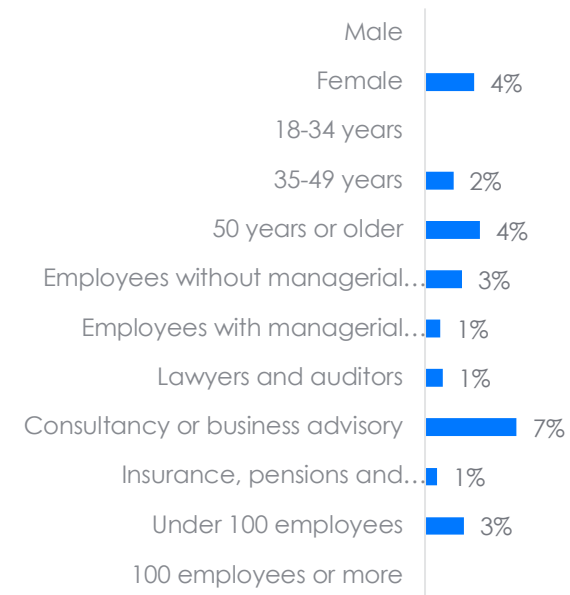# Every 10th user spends more time than planned in Word

By far the largest volume of respondents feel confident using Word ("strongly agree" or "slightly agree"). 57% responded "slightly agree" or "strongly disagree" that they use the features of Word optimally. 11 % likewise state that they often spend more time than planned working with Word. Employees in consulting or advisory firms in particular spend longer time than planned in Word.
Finally, it should be noted that 39% "strongly agree" that they recycle previous work (their own or others') when they work in Word.

I will now read four statements and ask you to indicate your degree of agreement with each.

Do you use more time than planned? Proportion of strongly agree among groups

Legend:
- Strongly agree
- Slightly agree
- Strongly disagree
- Don't know

Left chart (stacked bars):
- I am a skilled user: 83%, 14%, 3%
- I use the features optimally: 42%, 45%, 12%
- I often recycle previous work: 39%, 18%, 42%
- I often use more time than planned: 2%, 9%, 85%, 4%

Right chart (strongly agree by group):
- Male:
- Female: 4%
- 18-34 years:
- 35-49 years: 2%
- 50 years or older: 4%
- Employees without managerial…: 3%
- Employees with managerial…: 1%
- Lawyers and auditors: 1%
- Consultancy or business advisory: 7%
- Insurance, pensions and…: 1%
- Under 100 employees: 3%
- 100 employees or more:
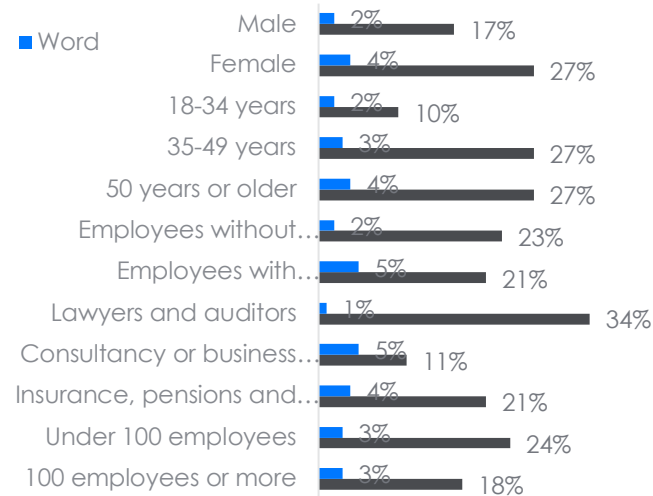
Note: n=227.

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Companies face particular challenges with PowerPoint

3% and 22% of respondents "strongly disagree" that they are skilled users of Word and PowerPoint. While large variations do not exist when it comes to Word, lawyers and auditors in smaller companies (fewer than 100 employees) in particular feel less than skilled in using PowerPoint.
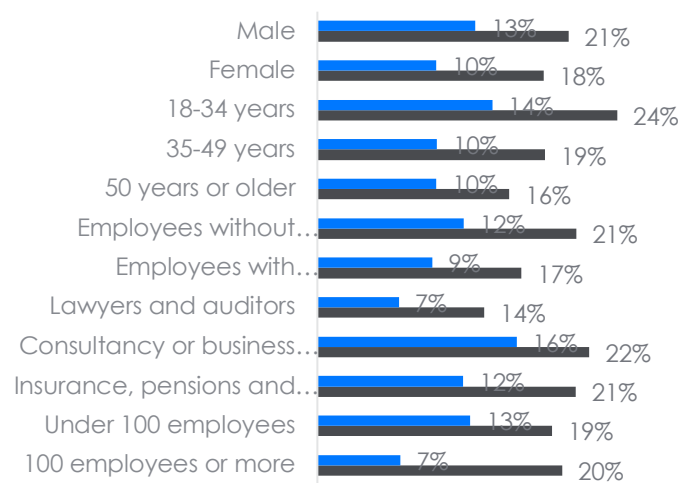
12 % and 26% of those asked "strongly disagree" with the statement that they use the features of Word and PowerPoint optimally. In relation to Word, its use among employees in smaller companies (fewer than 100 employees) could be more optimal. In using PowerPoint, however, it is young adults (18-34 years old) and employees without a managerial role who feel that they do not utilize the program's features optimally. For all groups, the proportion is large when it comes to using features optimally in PowerPoint.

42% and 47% of respondents "never" recycle previous work in Word and PowerPoint. In particular, employees without managerial responsibility and employees in insurance, pensions and finance do not recycle previous work when they use Word and PowerPoint.
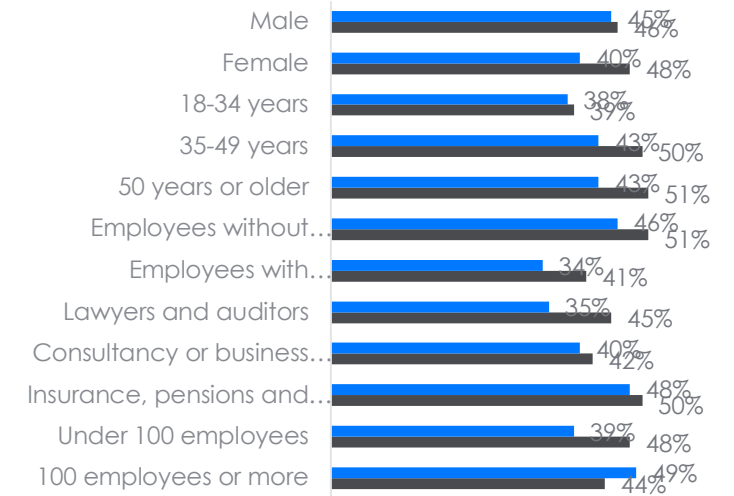
You are a skilled user. Proportion of strongly disagree among groups

■ Word

Group	Word	PowerPoint
Male	2%	17%
Female	4%	27%
18-34 years	2%	10%
35-49 years	3%	27%
50 years or older	4%	27%
Employees without…	2%	23%
Employees with…	5%	21%
Lawyers and auditors	1%	34%
Consultancy or business…	5%	11%
Insurance, pensions and…	4%	21%
Under 100 employees	3%	24%
100 employees or more	3%	18%

You use program features optimally. Proportion of strongly disagree among groups

Group	Word	PowerPoint
Male	13%	21%
Female	10%	18%
18-34 years	14%	24%
35-49 years	10%	19%
50 years or older	10%	16%
Employees without…	12%	21%
Employees with…	9%	17%
Lawyers and auditors	7%	14%
Consultancy or business…	16%	22%
Insurance, pensions and…	12%	21%
Under 100 employees	13%	19%
100 employees or more	7%	20%

You often recycle previous work. Proportion of strongly disagree among groups

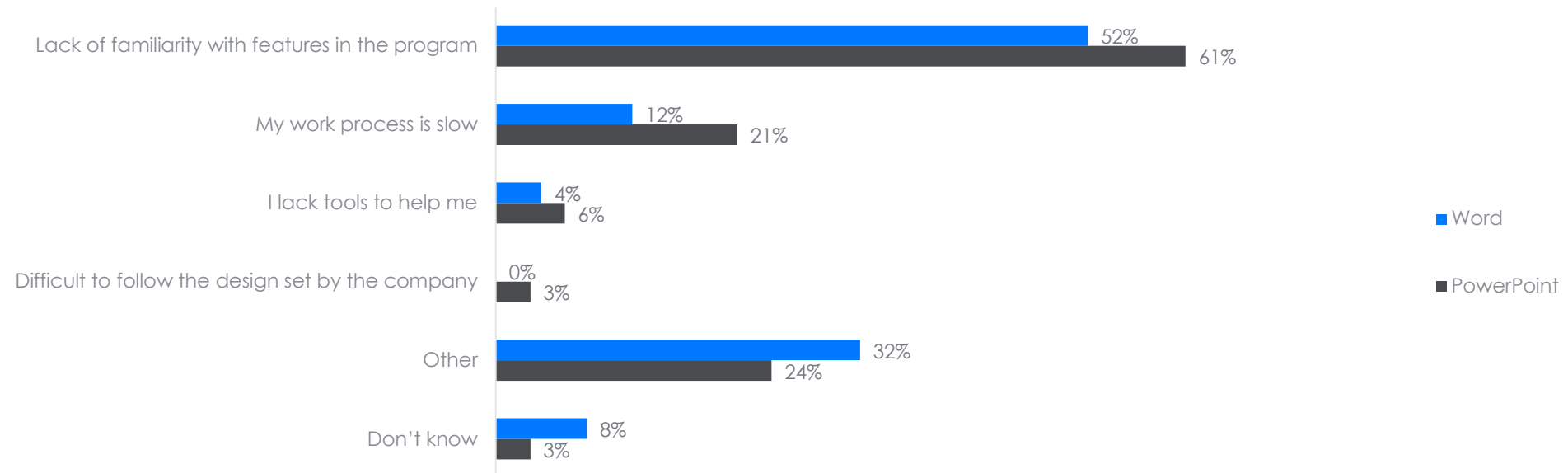| Group	Word	PowerPoint
Male	45%	46%
Female	40%	48%
18-34 years	38%	37%
35-49 years	43%	50%
50 years or older	43%	51%
Employees without…	46%	51%
Employees with…	34%	41%
Lawyers and auditors	35%	45%
Consultancy or business…	40%	42%
Insurance, pensions and…	48%	50%
Under 100 employees	39%	48%
100 employees or more	49%	44%

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Note: n=170-227.

Limited familiarity with the programs means people spend more time than planned in Word and PowerPoint

Of the users who spend longer than planned in PowerPoint, 61% account for this as due to limited familiarity with program features. For Word, this figure is 52%.

The next most common reason was that respondents felt they worked slowly in Word and PowerPoint. This is also considered a somewhat larger problem when working with PowerPoint (21%) than with Word (12%).

What is the reason you use more time than planned?

Reason	Word	PowerPoint
Lack of familiarity with features in the program	52%	61%
My work process is slow	12%	21%
I lack tools to help me	4%	6%
Difficult to follow the design set by the company	0%	3%
Other	32%	24%
Don't know	8%	3%

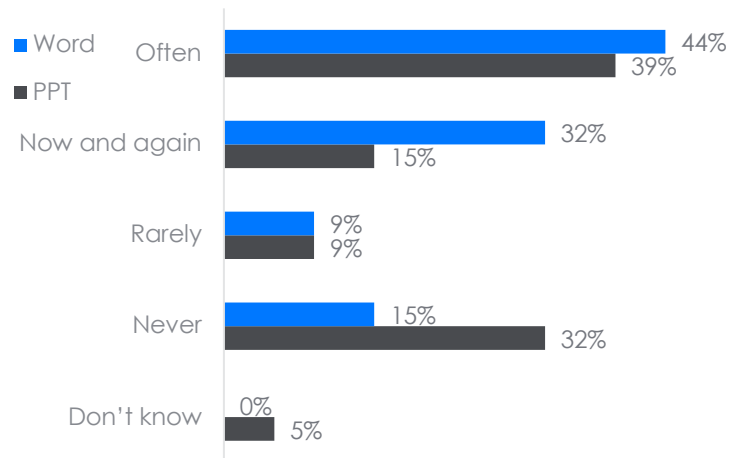■ Word
■ PowerPoint

Note: n=25-33.

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40% often share their work in Word and PowerPoint with external parties
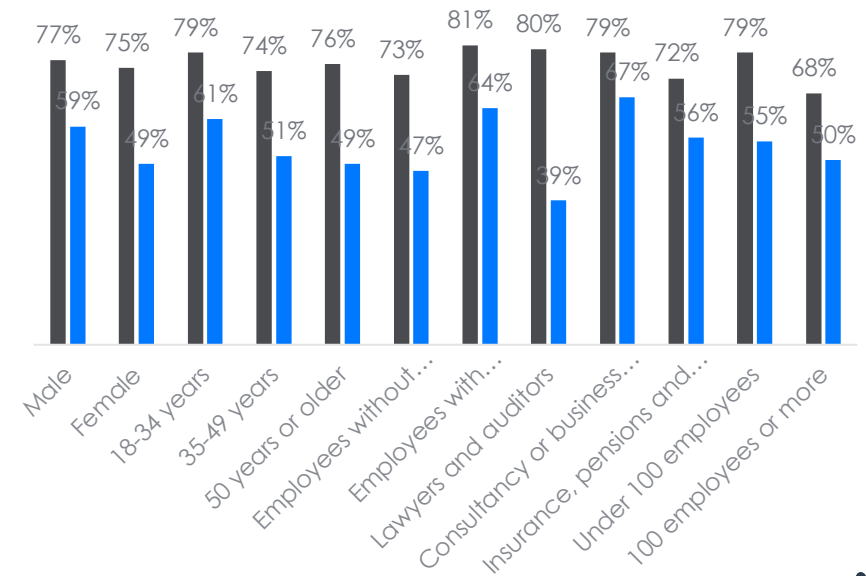
One final parameter where the need for help with work in Word and PowerPoint is highlighted is the preparation of documents or presentations for external use. These can be for both customers and partners, and therefore are also for marketing purposes. We have highlighted below how often respondents "share" their work externally: 76% share Word documents and 54% share PowerPoint presentations. Around 40% of those questioned "often" share their work in either Word or PowerPoint externally.

When we compare across user groups, the external use of Word documents is generally high, however it is slightly higher for employees in smaller companies (fewer than 100 employees) than for employees in larger companies (100+ employees). On the other hand, the external sharing of PowerPoint presentations is highest among employees with managerial responsibilities, employees in consultancy and business advisory, as well as in smaller firms (fewer than 100 employees).

How often are documents and presentations you prepared sent or shown to customers or partners?

Legend: ■ Word ■ PPT

	Word	PPT
Often	44%	39%
Now and again	32%	15%
Rarely	9%	9%
Never	15%	32%
Don't know	0%	5%

External use Proportion of often and now and again among groups

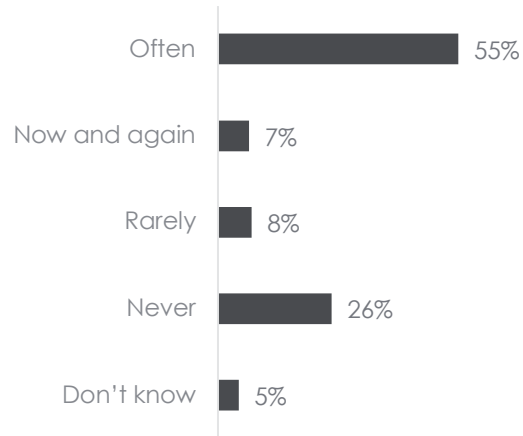| Group	Dark bar	Blue bar
Male	77%	59%
Female	75%	49%
18–34 years	79%	61%
35–49 years	74%	51%
50 years or older	76%	49%
Employees without…	73%	47%
Employees with…	81%	64%
Lawyers and auditors	80%	39%
Consultancy or business…	79%	67%
Insurance, pensions and…	72%	56%
Under 100 employees	79%	55%
100 employees or more	68%	50%

Note: n=170-227.
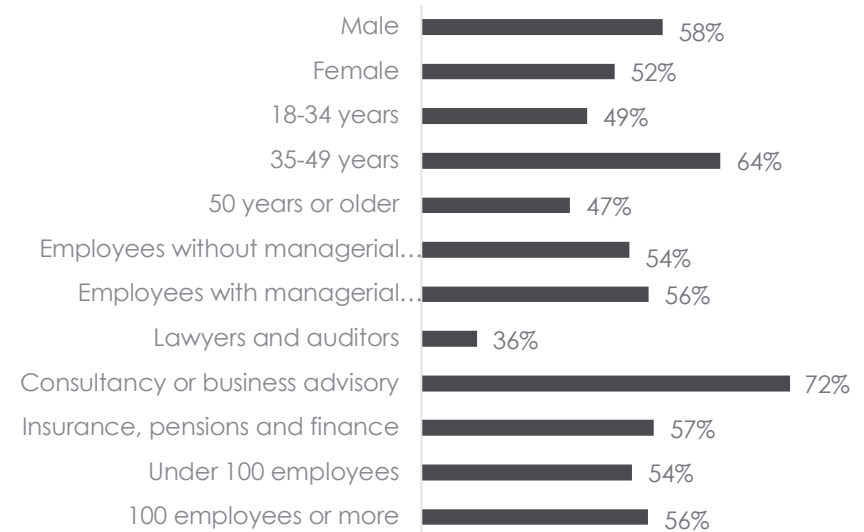
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Existing help from company templates

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Around half of users often use templates when they work in PowerPoint

How often do you use a template when you work in PowerPoint?

Response	%
Often	55%
Now and again	7%
Rarely	8%
Never	26%
Don't know	5%

Use of templates in PowerPoint? Proportion of "often" among groups

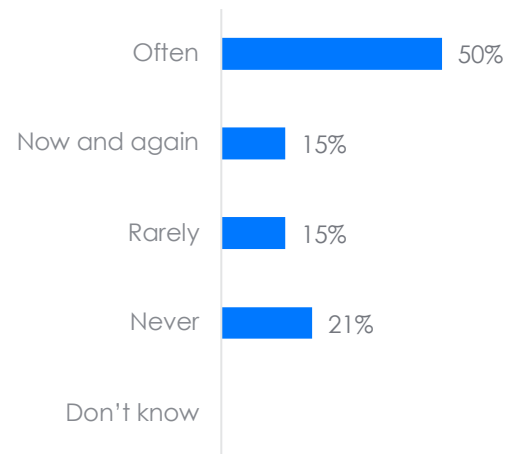| Group	%
Male	58%
Female	52%
18-34 years	49%
35-49 years	64%
50 years or older	47%
Employees without managerial…	54%
Employees with managerial…	56%
Lawyers and auditors	36%
Consultancy or business advisory	72%
Insurance, pensions and finance	57%
Under 100 employees	54%
100 employees or more	56%

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Note: n=170.

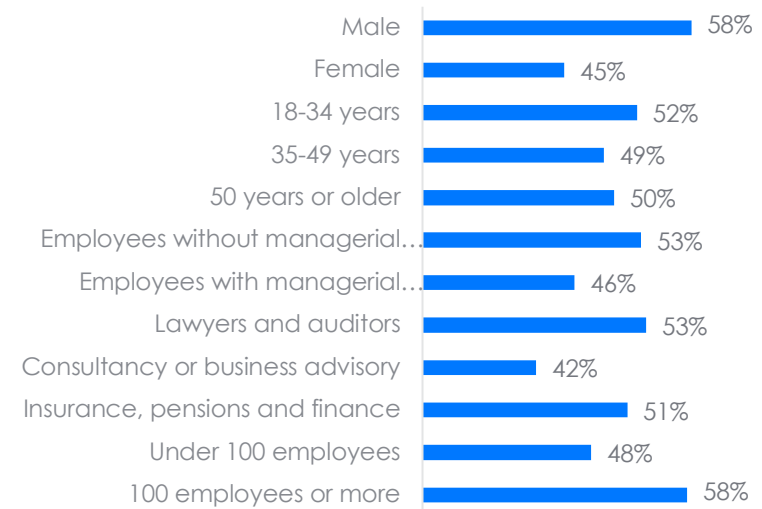# Around half of companies often use templates when they work in Word

Earlier in the report it appeared that 6 out of 10 respondents did recycle previous Word documents or PowerPoint presentations in their daily work. This indicates that the remaining 40% do not recycle previous work and therefore potentially need help elsewhere. One of these help tools is company templates, which will be the focus in this section.

Below, it can be seen that around half of respondents "often" use a company template for Word or PowerPoint. Employees in consultancy or advisory firms, in particular, use a template in PowerPoint. While the larger companies (100+ employees) stand out in relation to their use of Word templates. 72% of "consultancy or business advisory" firms use PowerPoint templates. On the other side, around half of respondents use a template "never", "rarely" or "occasionally".

**How often do you use a template when you work in Word?**

Often	50%
Now and again	15%
Rarely	15%
Never	21%
Don't know	

Use of template in Word? Proportion of "often" among groups

|	
Male	58%
Female	45%
18-34 years	52%
35-49 years	49%
50 years or older	50%
Employees without managerial…	53%
Employees with managerial…	46%
Lawyers and auditors	53%
Consultancy or business advisory	42%
Insurance, pensions and finance	51%
Under 100 employees	48%
100 employees or more	58%

Note: n=227.

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Company tools are especially widespread among larger companies

Below it can be seen that approximately 60% provide company tools to a "great" or "some" extent to make work in Word easier. While 4 out of 10 have tools available to make their work easier in PowerPoint, there are also a range of firms where employees experience inadequate help from their employer – 35% responded "to a small extent" or "not at all" relating to available Word tools and 40% respond "to a small extent" or "not at all" relating to available PowerPoint tools.
It is – unsurprisingly – in the larger companies (100+ employees) that company tools are most widespread, while a lower inadequacy level is seen in companies within insurance, pensions and finance than in other branches.

To what extent does your company provide tools to make your work in Word and PowerPoint easier?
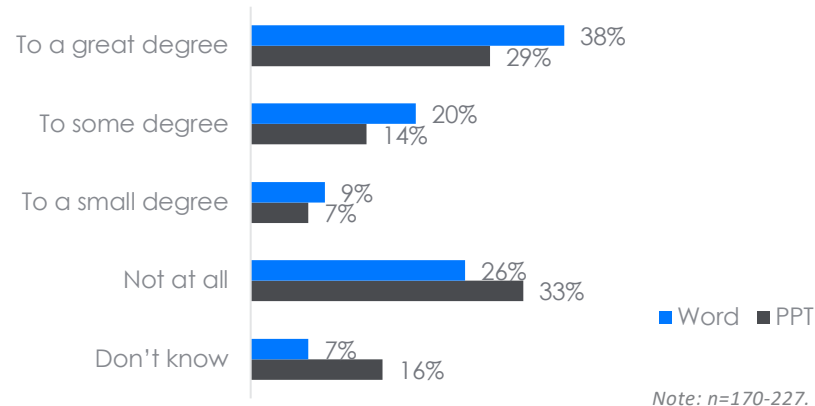
Tools available Proportion of "great or some extent" among groups

Note: n=170-227.

Note: n=170-227.

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Conclusion

06.

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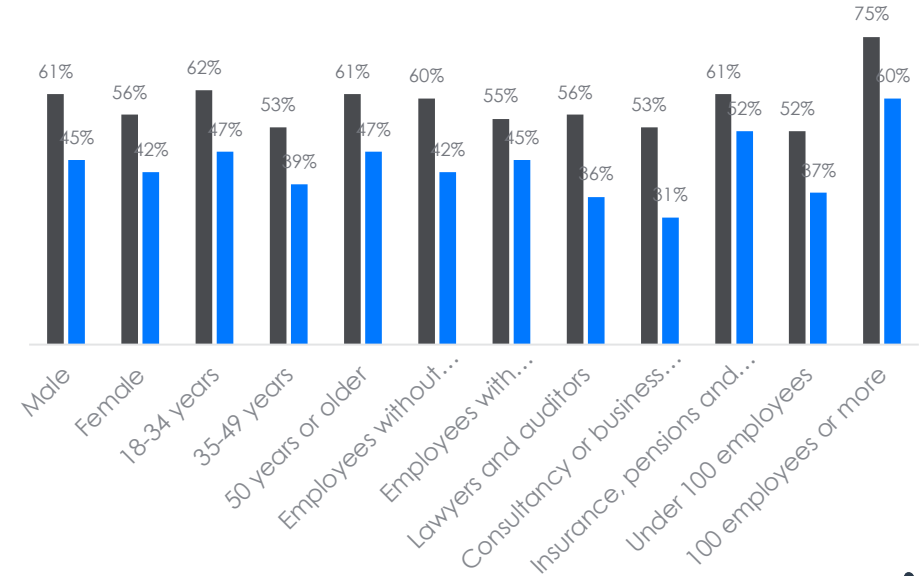
Conclusion
PowerPoint

Every third company uses PowerPoint in their daily work

26% spend over an hour a day on PowerPoint, and 63% consider that PowerPoint is important for the performance of their daily work.

PowerPoint is especially used in the consultancy sector and by business advisors as well as by employees with managerial responsibilities. 72% of respondents in the "consultancy or business advisory" sector use PowerPoint templates.

Need for help with PowerPoint

13% need help with PowerPoint.

Around 30% answer either that they need to ask others for help but would prefer to manage themselves, or that they ask for help so they can spend time on more important things. Employees in insurance, pensions and finance, consultants and advisors in particular require help from others with PowerPoint.

Between 5-10% responded that the most significant consequence of asking others for help is that it takes more time, it is frustrating they cannot mange themselves, and that it generally results in a better outcome when they get help from others. 54% share their PowerPoint presentations with customers or partners (39% often).

33% have no tools available at all to facilitate their work in PowerPoint.

Half of the companies do not feel comfortable or skilled in using PowerPoint

45% of all companies responded "slightly agree", or "strongly disagree" when asked if they were a skilled user of PowerPoint.

Half of those questioned (57%) "agree slightly" or "strongly disagree" with the statement that they use the features of PowerPoint optimally. 20% responded that they often spend more time than planned on PowerPoint. 34% "never" or "rarely" use a template.

The most widespread explanation for why it takes a longer time to work with PowerPoint is a lack of familiarity with the features of the program, and that the respondent's work process/flow is too slow.

Employees in consulting or advisory firms in particular spend more time than planned on PowerPoint.

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Conclusion
Word

All companies use Word in their daily work

42% use Word for more than 3 hours daily, and 96% consider Word important for the performance of their daily work.

The companies that use Word to a very high degree are law firms, and those in the auditing/accounting sector. Also, employees without managerial responsibilities reported a high usage.

Need for help with Word

10% reported needing help with Word. 57% of these indicated that they would prefer to manage all the work alone without asking others for help. 24% of those who needed help responded that they ask others for help so that they can spend time on something more important.

The most significant consequence of asking others for help/advice with Word was that the job took longer. It is also relevant to mention that many find not being able to complete the job themselves frustrating, and that it generally results in a better outcome when they receive help from others. 76% reported sharing their Word documents with customers or partners.

Companies feel skilled in the use of Word, but there is room for improvement

The majority of all companies reported that they consider themselves skilled users of Word (83% strongly agree).

Half of those asked (57%) "agree slightly" or "strongly disagree" that they use the features of Word optimally. 11% answered that they often spend more time than planned on Word.

The most widespread explanation for why it takes a longer time is a lack of familiarity with the features of the program, and that the respondent's work process/flow is too slow.

36% never, or rarely, use a template when they work in Word. 35% responded that they had no, or few, tools available to make their work in Word easier.

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Conclusion
Miscellaneous

Almost all companies use the Office package

Almost all companies (95%) use the Office package on a daily basis, while 44% use Office for more than 5 hours a day.

The majority of companies use Outlook daily

85% of respondents use Outlook for emails, calendar management or other tasks on a daily basis.

4 out of 10 create graphs and tables daily

37% create graphs daily in Excel, Word and PowerPoint. 39% create tables daily in Excel, Word and PowerPoint.

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Thank you.

We hope you found this report useful.

About Us

Templafy brings custom company templates, brand assets and best practice content together directly inside any office application, streamlining how users create on-brand and compliant documents, presentations and emails. With Templafy, global businesses safeguard their brand integrity and increase productivity through a centrally governed, secure and easy to use platform.

Founded in Copenhagen, Denmark in 2014, Templafy's team leveraged more than 15 years of experience in template management and document automation to develop an enterprise cloud service solution which is now a global market leader within its category, validated by blue chip enterprise customers on every continent.

For more information about Templafy's product and company, visit www.templafy.com

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