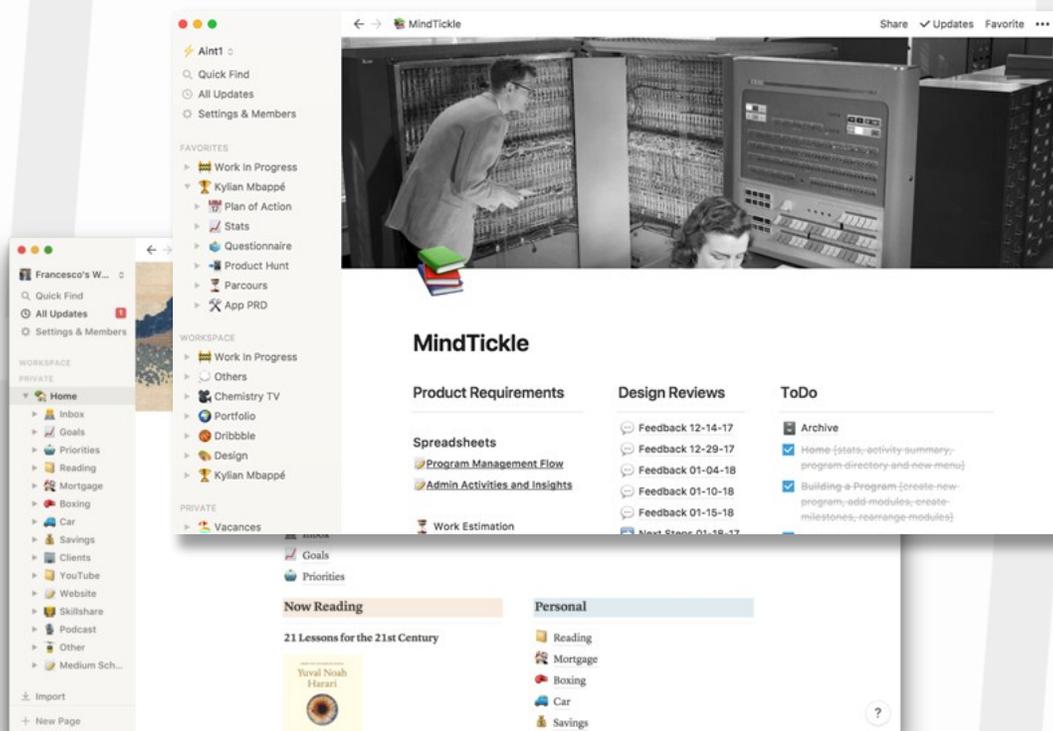


2019 Annual Notion User Survey

*Learn how much Notion increases productivity and creativity
Most popular applications • Hot integrations • And more!*



By Chuck Frey

[Notion.ist](https://www.notion.so)

Executive Summary

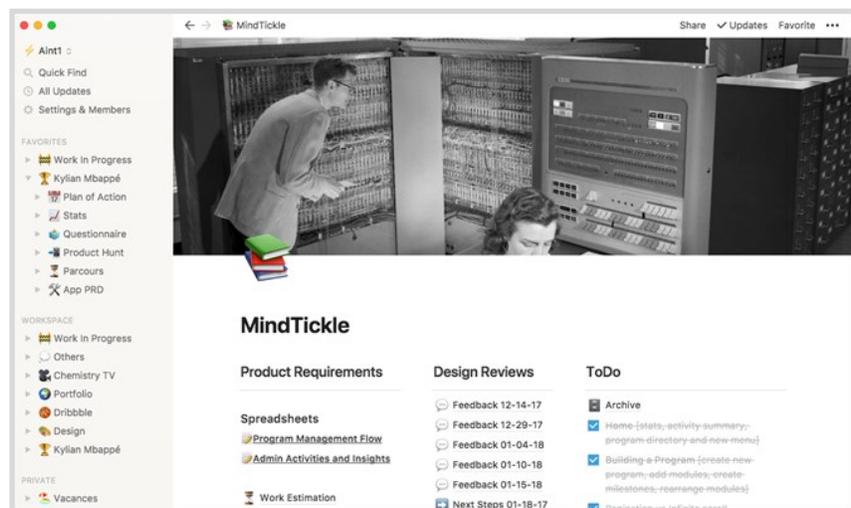
The most effective business productivity software expands what's possible for its users. Ideally, it helps knowledge workers feel more confident tackling complex or ambiguous projects that they would otherwise have avoided.

According to users of Notion, this powerful, flexible application does just that. In the first ever independent user survey, just over half of the respondents (51.6%) agreed with this statement.



Here are some of the most significant findings from the survey:

- Nearly one-third of Notion users said that it saves them 3 to 5 hours a week.
- Nearly one in three respondents (28.9%) said that it has had a significant impact on the way in which they work.
- Over 38% of respondents said that Notion helps improve their thinking and planning “to a significant extent.”
- On average, Notion increased the productivity of respondents by at least 20%.



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- Notion users also had an equally positive perception of the way in which it has increased their creativity, with an average 20% uptick.
 - What was truly surprising what's the percentage of respondents who said they are using Notion for both home and business: 66%. Judging by the number of responses to the verbatim questions of the survey, Notion seems to be popular with students. Its ability to create lists also makes it quite useful at home for a variety of tasks.

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ABOUT THE AUTHOR

Chuck Frey is the author and publisher of [the Notionist blog](#), the world's first independent blog devoted to this powerful, modular productivity application.

He has been writing about innovation, creativity, visual thinking, productivity and success for over 20 years.

He is also the publisher of the [Mind Mapping Software Blog](#), the world's leading website focused on visual thinking tools and strategies. He also writes about creativity and productivity on his personal blog,

[ChuckFrey.com](#).

Chuck has published a number of books, including:

[*Eureka! How to Use Evernote to Generate, Incubate, Evaluate & Activate Your Best Ideas*](#)

[*Up your Impact: 52 Powerful Ideas to Get Noticed, Get Promoted & Become Indispensable at Work*](#)

[*Creativity Hacks: Shortcuts to Help You Crush Your Challenges & Lead a Kick-Ass Life*](#)

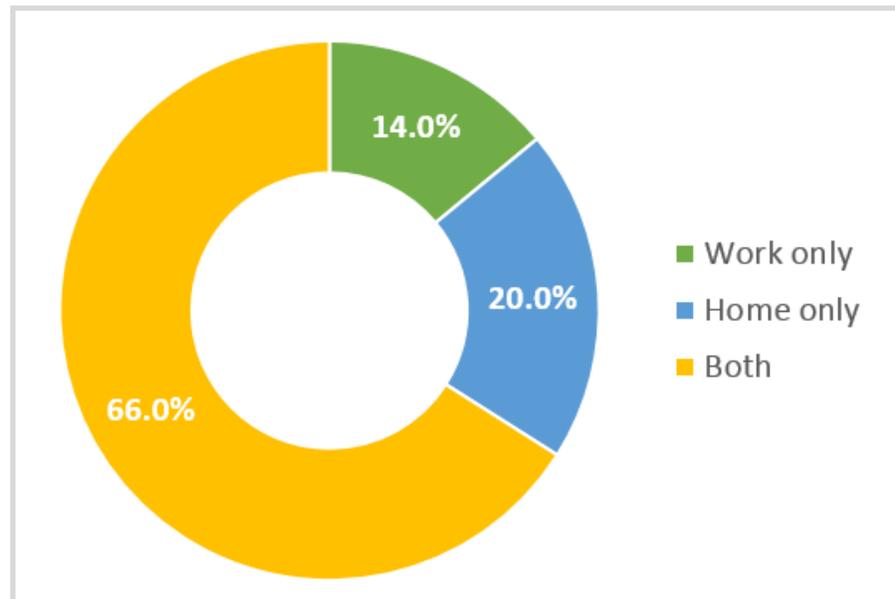
Survey Report

Where are you primarily using Notion?

As we noted in the summary, the percentage of respondents who say they are using Notion either exclusively at home or for home and business is quite surprising: 66%.

Only 14% are using it exclusively in their work. As Notion adds

an API and more integrations to its platform, we can expect to see greater growth in the percentage of business users.



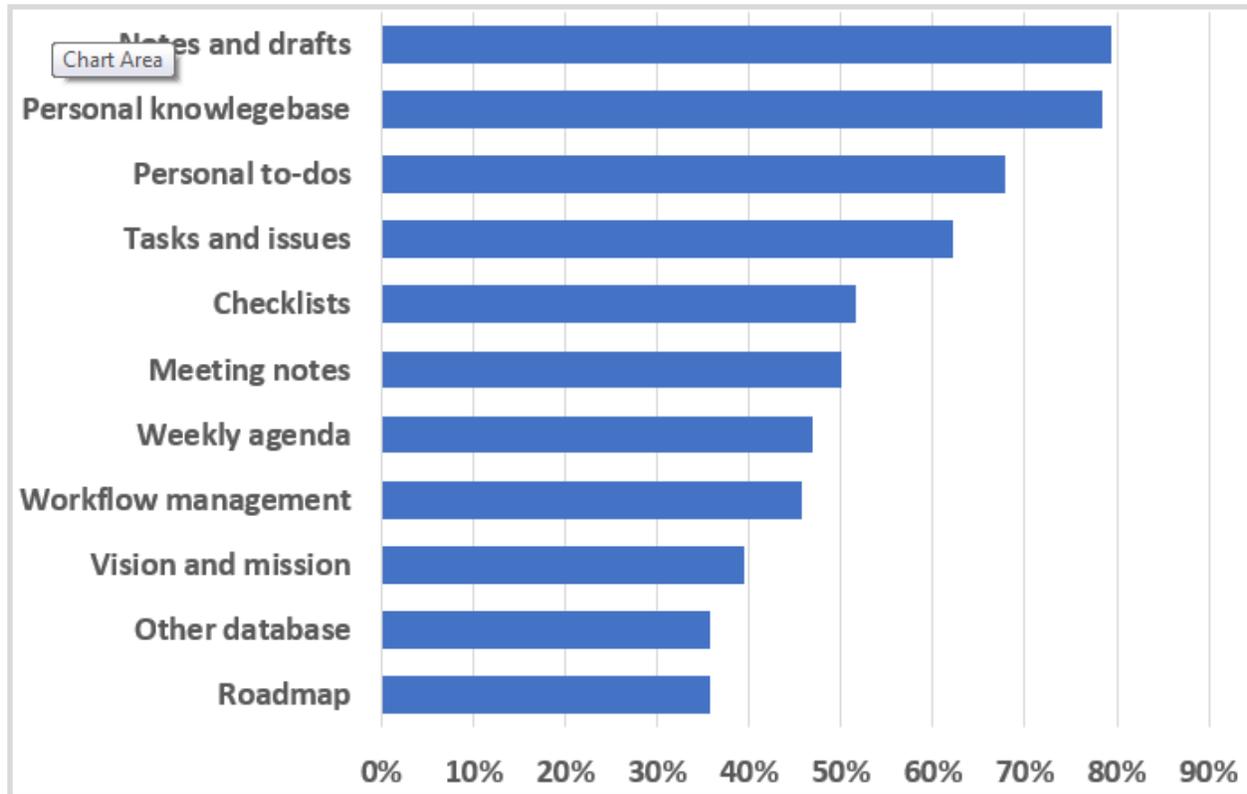
Also, it's important to note that in larger corporate environments, the IT department has a lock on the desktop. They will only allow software that has been carefully vetted to be installed on employees' computers—because they must support it. That means it may take a long time for tools like Notion to break in to that environment.

Typically, where creative applications like Notion first gain traction is in smaller, entrepreneurial firms that don't have such strict IT policies. It may also gain entry in firms that support "bring your own device" to work. That means it may gain some acceptance as a business tool on employees' smartphones, and then slowly gain acceptance on the desktop.

But until its use becomes more widespread within an organization, employees can't really benefit from its collaborative capabilities. All members of a team must have it on their desktop computers, laptops or mobile devices in order to

take advantage of its collaborative capabilities.

What applications are you using Notion for?



Analyzing the top five applications of Notion, it's clear to see that a large percentage of users are implying it to do research, planning and content creation. Notes and drafts, which falls into the category of light research, capturing ideas and creating content, was the number one application cited by survey respondents (80%). Personal knowledgebase followed close behind, with 78.4% of respondents stating they use Notion for that application.

Using it to manage your meeting notes and weekly agenda (i.e., projects and priorities), also made a fairly respectable showing at 50% and 46.8%, respectively.

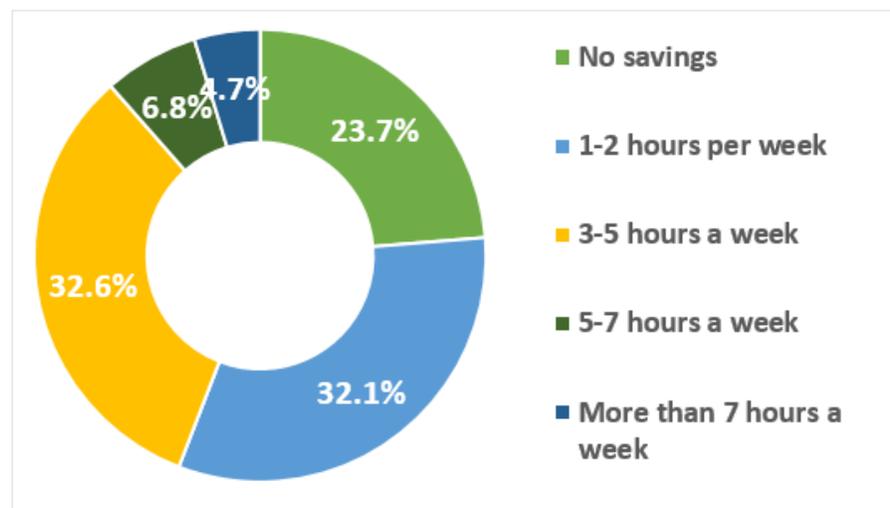
Notion also appears to have strong utility as a lightweight task or project management tool - hence, the popularity of tasks and checklists. Notion also has a Kanban view, which makes it easy for individuals and teams to track task

workflow in a visual manner.

It's also worth noting that the third most popular application, personal to-dos, ranks so high because of the large number of home users of Notion.

Approximately how many hours a week does Notion save you?

It's encouraging to see that Notion saves its users a significant amount of time. Respondents were evenly split between it saving them 1 to 2 hours per week (32.1%) and 3 to 5 hours per week (32.6%). This is probably due to several factors:



First, Notion enables users to create personalized desktops and workspaces that give them fast access to their most commonly-used resources.

It also enables them to create templates, which helps speed creation of new tasks, projects and other forms of content.

Finally, just over one in five respondents (23.7%) said that Notion did not save them any time. That number was higher than expected. Some possible reasons include:

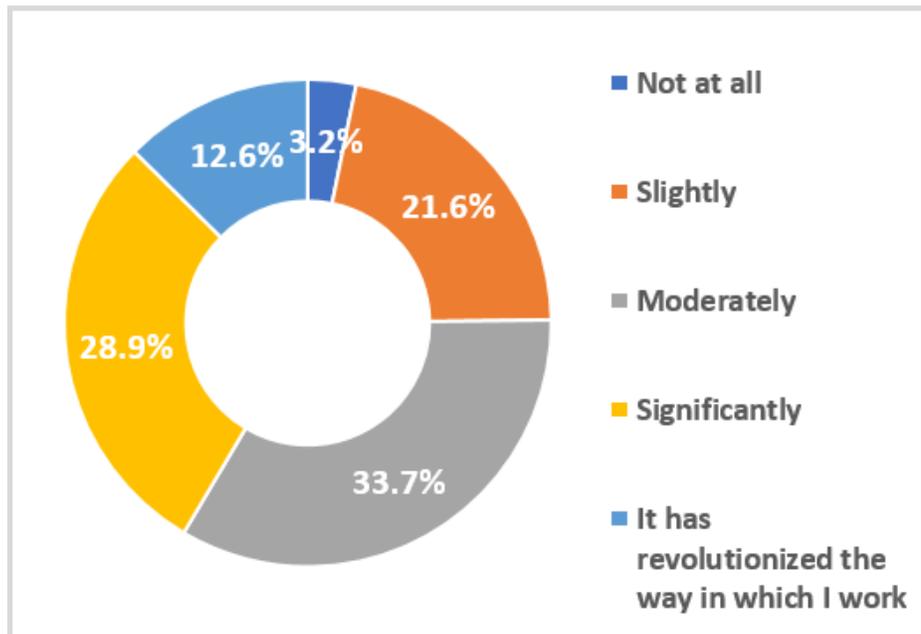
- These may be new users who are still finding their way around the Notion tool set.
- Notion is prone to the “[blank page problem](#)” – its toolset that enables you to create just about anything. But that is sometimes overwhelming to new users, who aren't sure what they want to create and how to do so.

To what extent has Notion changed the way you work?

Over 60% of survey respondents agree that Notion has changed the way they work “moderately” or “significantly.” Clearly, it’s a game changer for many people.

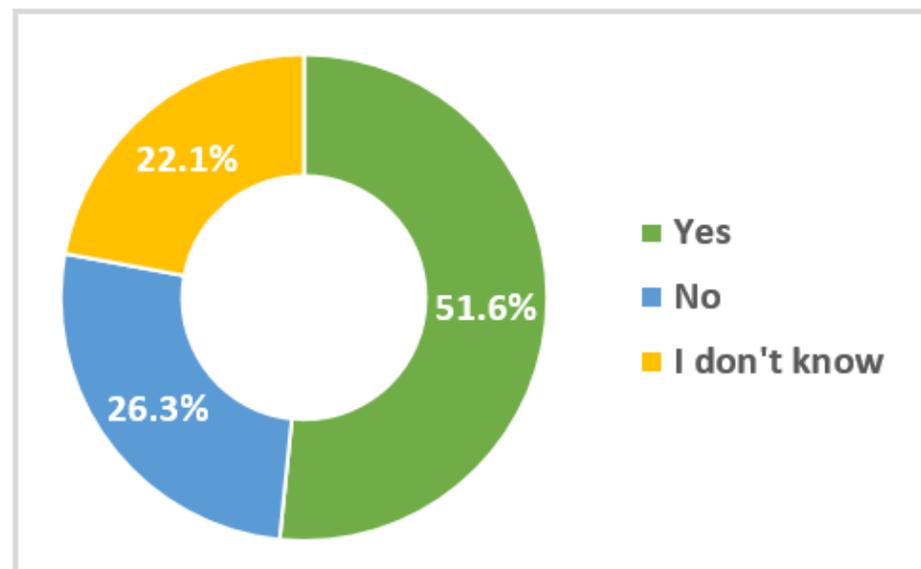
Significantly, only a small minority of users (just over 3%)

say that Notion has had no impact on their work. At the other extreme, just over 1 out of 10 respondents (12.6%) believe Notion has revolutionized the way in which they work.



Does Notion enable you to tackle more complex tasks and projects that you would have previously avoided?

Based on past experience with other types of productivity software, this question is my favorite. It points to the true utility of a software program and the value it is capable of delivering to users.



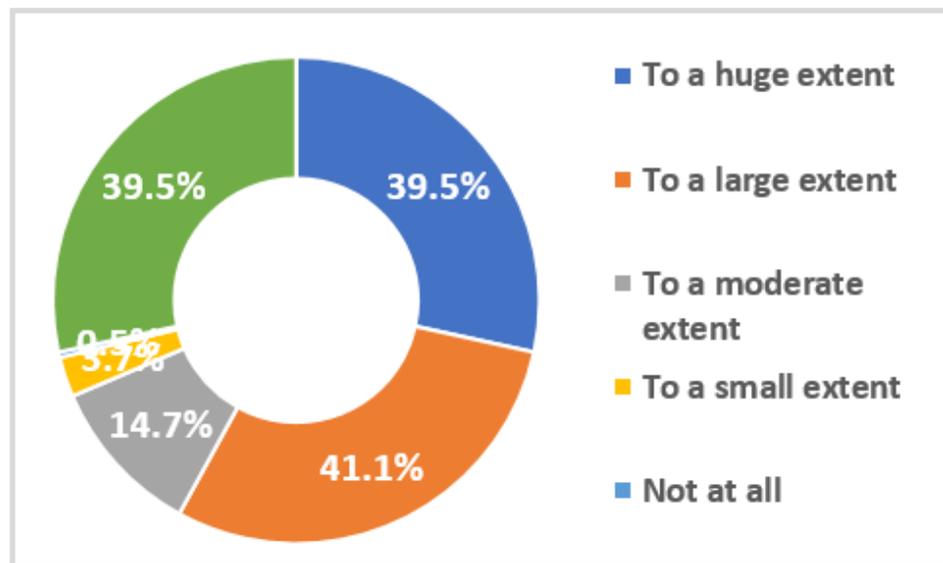
If users are willing to confidently take on a complex project or task because of the quality of the tool that they're using to tackle it, that's a high compliment. Most of the time, the software we use proscribes and limits what we're able to do. It forces us to do things in a certain way.

Notion is one of those remarkable tools that enables you to think at a higher level and organize your thinking in creative ways. That makes it especially valuable to knowledge workers, who typically need to gather information and knowledge, organize it, distill it and communicate it in some way.

Once again, according to its users, Notion is a game-changer.

To what extent does your work involve THINKING and PLANNING?

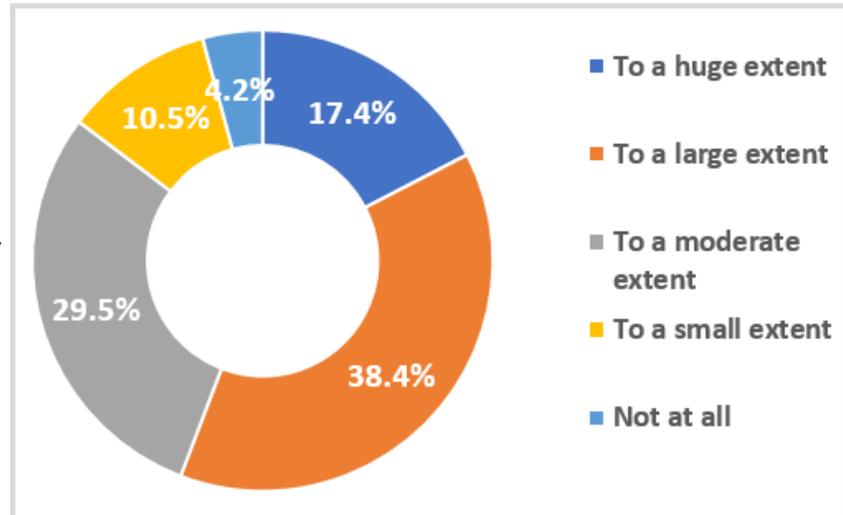
In today's business world, a large percentage of knowledge work isn't repetitive, it's ad hoc. That means busy executives need tools that strongly support their critical thinking and planning tasks.



Based on the results of the survey, It's clear this is a really big need. Over 80% of respondents said that thinking and planning is either a "huge" or "large" part of their work.

To what extent does Notion help you do a more THOROUGH job of THINKING and PLANNING in your work?

Nearly 68% of survey respondents said that Notion supports their thinking and planning tasks to a large or moderate extent. Another 17% set it helps them do a more thorough job of thinking and planning “to a huge extent.”

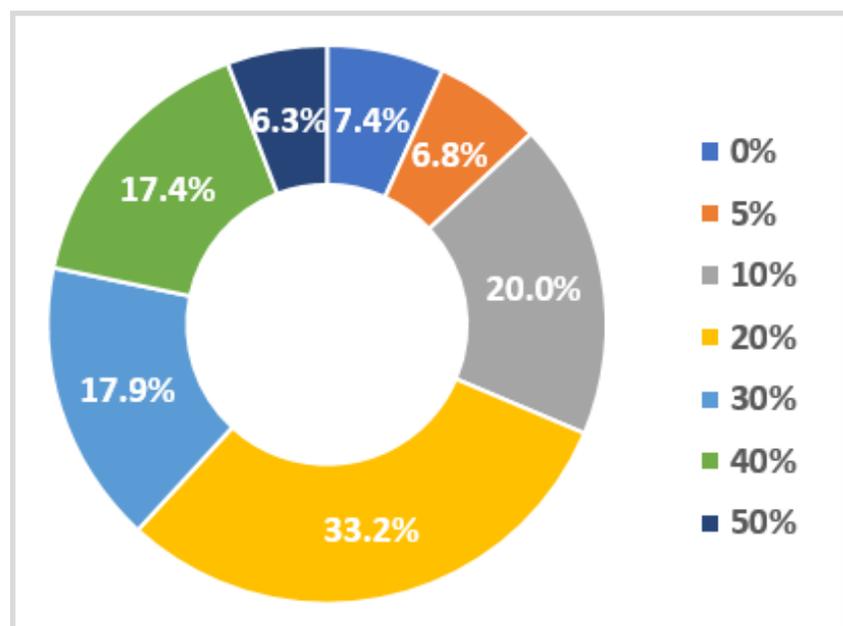


Clearly, Notion provides a lot of value to the people who utilize it in their work.

How much has Notion increased your productivity?

One of Notion's biggest benefits to users is the way in which it helps them be more productive.

One-third of the survey respondents (33.2%) said it increases their productivity by 20%, with between 17-18% stating that it boosts their output by 30% and 40% each. By enabling users to create customized workplaces and dashboards, where they have single-click access to their most important



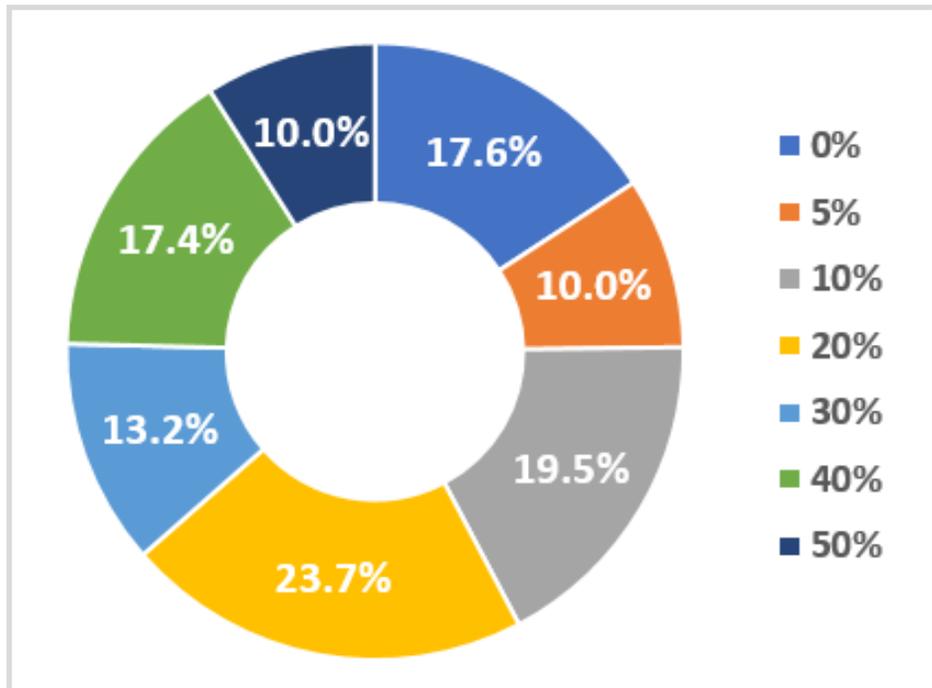
resources, Notion enables even new users to be more productive.

Templates help, too, by enabling users to customize forms and document formats to which they can immediately begin adding content - instead of having to format for every new page and content block they create.

How much has Notion increased your creativity?

Today, knowledge workers also need software tools that enable them to be more creative - to generate, capture and take action on their best ideas.

While Notion is not explicitly a creativity tool, survey respondents felt fairly strongly that it supports this need for them: Nearly one in four users (23.7%) stated that Notion increases their creativity by 20%. Another 17% believes it amps up their creativity by twice that amount, 40%.

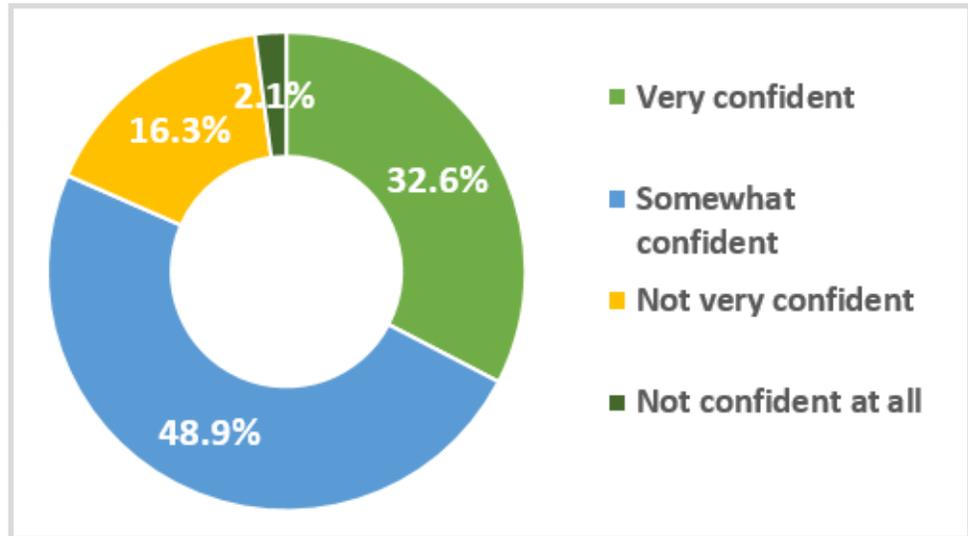


Significantly, another 17% believe that it does not increase their creativity at all. Chances are, these are users who are utilizing Notion only for lists, calendars, databases and other less creative applications.

I believe the diversity of answers to this question points to the diversity of uses of Notion.

How confident do you feel in your ability to use Notion effectively?

This question aims to determine in part how usable Notion is, and if users feel they have enough onboarding support to be able to use it effectively.



Nearly one-third of survey respondents (32.6%) are very confident in their knowledge of Notion. However, almost half of users surveyed said they are only "somewhat confident" in their ability to get the most out of it.

The developer is working on this challenge now, creating a variety of onboarding materials to help new users get up to speed quickly with Notion. It also recently launched a template library, where users can copy pre-made tools into their workspaces and begin using them immediately.

How are you using Notion's integrations?

Integrations help to make Notion more powerful, and enable you to connect it to more parts of your workflow. But they are definitely not tools for beginners.

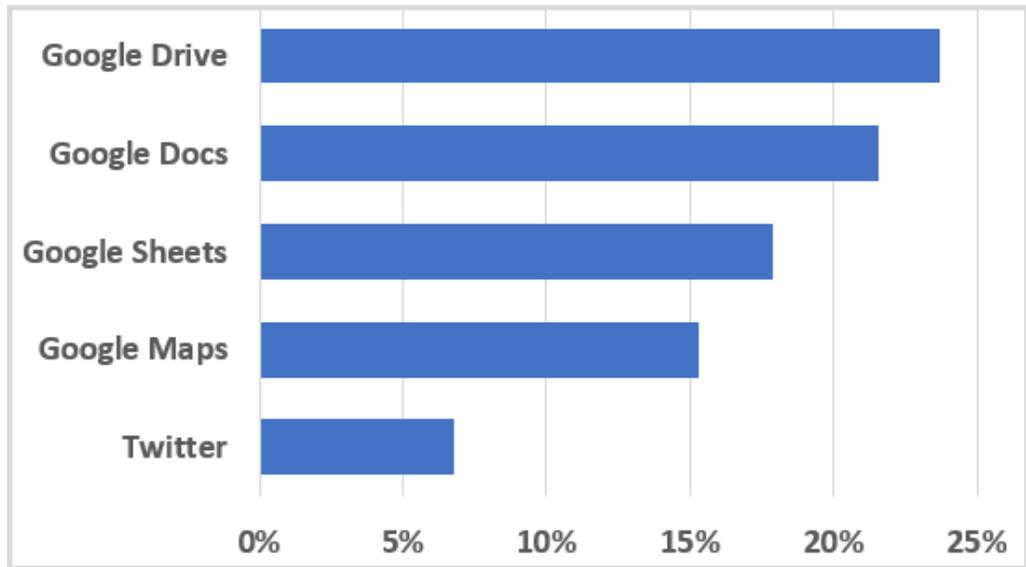
This survey asked Notion users which integrations they're currently using, may use in the near future or will never use. The range of responses to this question is quite interesting:

The integrations that respondents say they're currently using are focused mainly on commonly-used Google applications like Drive, Docs and Sheets. One of the

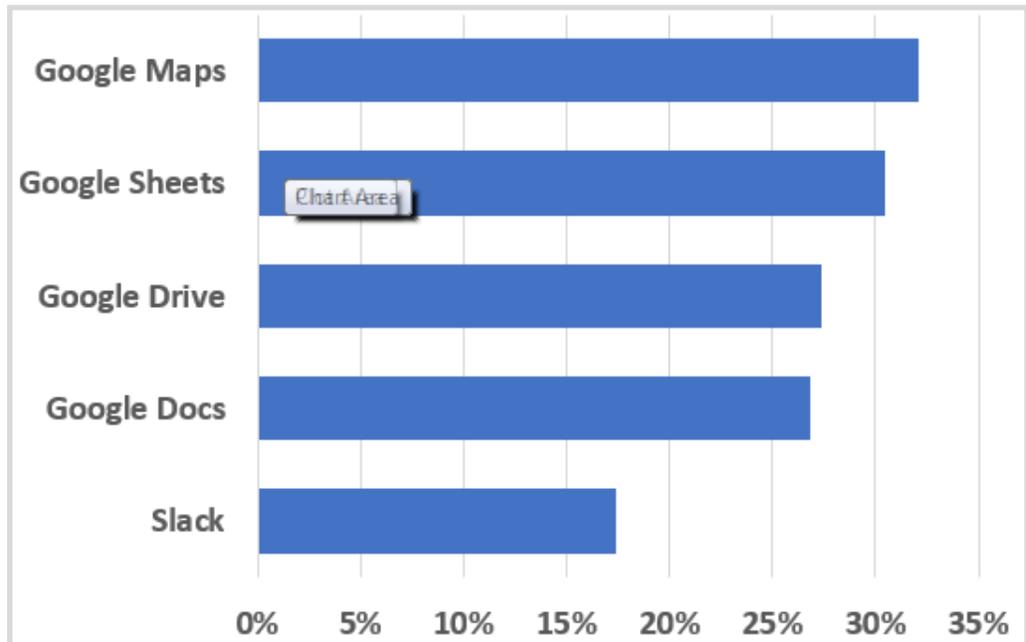
biggest surprises to me was the number of respondents who said they are currently using (15.3%) or will soon use (32.1% - more than double the number using it now) Notion's integration with Google Maps.

Conversely, the integrations that users say they will never use are mainly focused around programming, such as Sigma, Typeform and Latex.

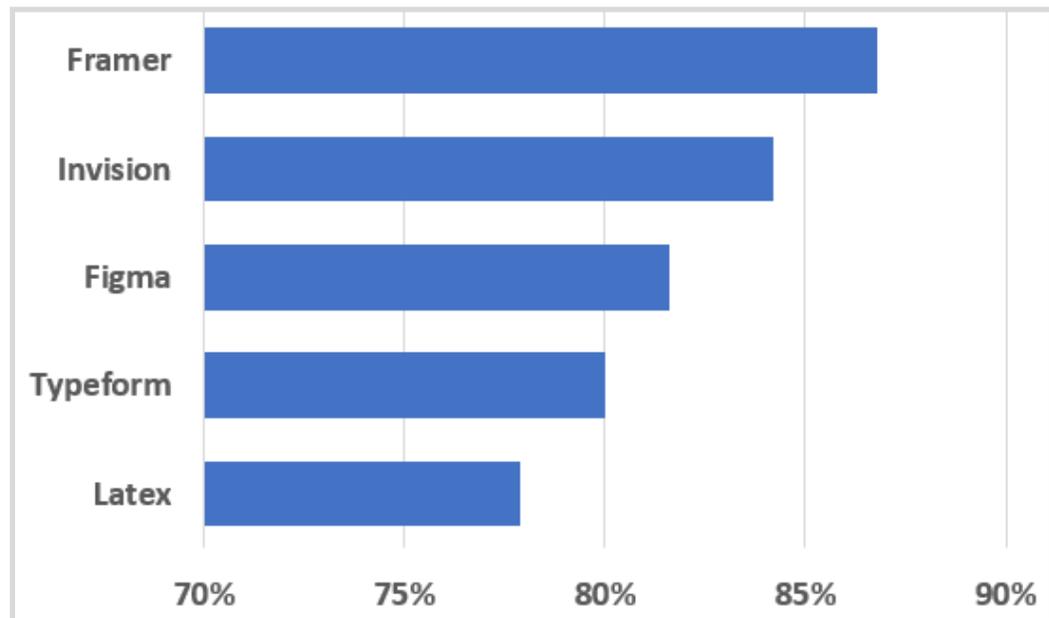
CURRENTLY USING



PLAN TO USE SOON



WILL NEVER USE



What amazing things are you doing with Notion?

Here are some highlights of the comments survey respondents posted in reply to this question:

- *Handles my entire professorial world. All my to-dos projects.*
- *I've been able to create some incredibly flexible and powerful client portals and project pages. Notion is so powerful in that you can link to and embed other tools/resources so that Notion becomes a "one-stop shop" for project information.*
- *My primary use is keeping notes on everything. I love how quick it is to just jot down a bunch of quick notes, and then use "turn into" to change things to headings/bullets/toggles. I can turn my notes in to a nice looking "wiki" page within seconds.*
- *It's my entire life, "Project Me." A structured way to set out how I like to do things, what I have learnt, my workflows, things I like. Essentially everything*

about me now, where I want to go and how I plan to get there.

- *Notion is the only writing/note taking/knowledge collection/organization tool I've ever stuck to, and I've tried them all. I'm a writer transitioning into a product marketing position and Notion has been amazing for collecting and organizing all the new information I need to gather. I also work with a lot of different teams and the simple sharing and collaboration features are a breath of fresh air.*
- *I have been able to simplify everything into a single app. I have Notion being used as a journal, health tracker, finance tracker, content planner, travel planner, to-do lists, project list, ideas lists. Previously, I had a number of different apps, but now it's all safe in one space with Notion.*
- *It allows me to organize the company's information, as well as give a comprehensive structure to the creative and thinking process of the company. Everything has context, and everything is in the same place for everyone to see. The flexibility of the tool has allow us to use it for EVERYTHING we've needed. From recruitment, to interview planning and meeting notes.*
- *I'm using it to lead a branding and design agency. I've created client intake forms, branding intake forms, knowledge base for training, best practices and to-do lists for each client interaction and stage of the prospective lead.*

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