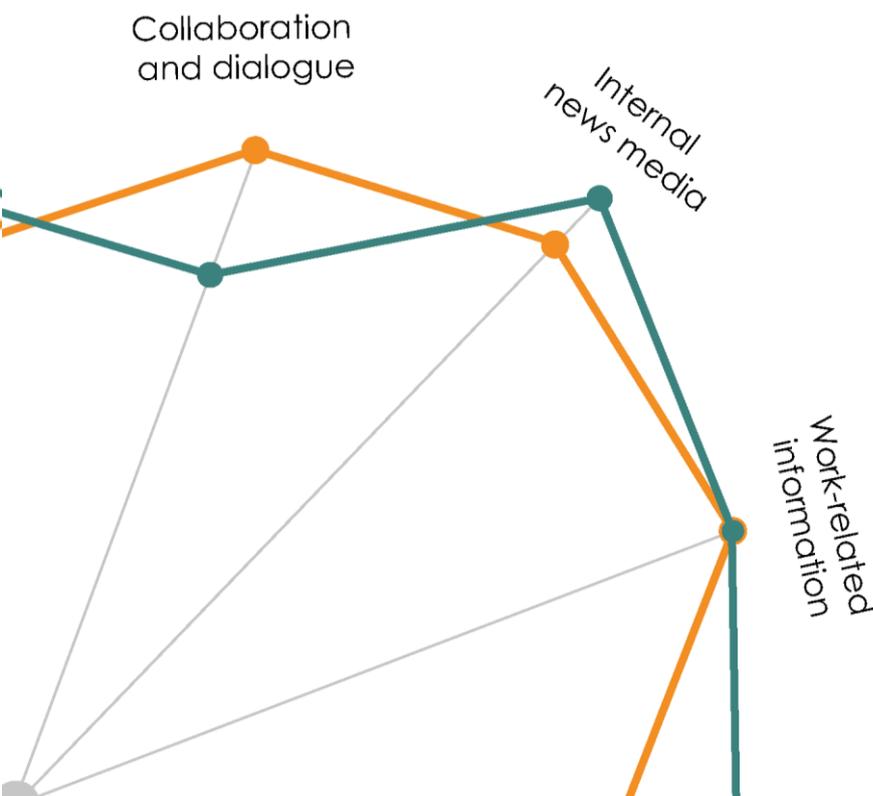# 2025

Intranet User Survey
Benchmark of selected key figures

Example of benchmark report

Company X

Survey conducted xx.xx – xx.xx 2025
Report made xx.xx 2025

Collaboration
and dialogue

Internal
news media

Work-related
information

About the user survey

Company X have conducted an online intranet survey between xx.xx – xs.xx 2025. A total of xxx employees have completed the survey.

All data from the survey is collected in a separate document.

About the benchmark

This report includes the following benchmark:

0. Time spent at PC

1. Time spent on the intranet

2. Frequency of using the intranet

3. Frequency of commenting or adding content

4. Assessment of business value

5. General user satisfaction

6. Assessment of 10 selected parameters

7. Need for improvement

Question 0, 2 and 3 are benchmarked with average of Danish companies.

Question 1 is benchmarked with average of Danish and international companies.

Question 4 is benchmarked with average and top 3 of Danish and international companies.

Question 5, 6 and 7 are benchmarked with average and top 3 of Danish companies.

madsrichard.dk

0. Time spent at PC / desktop

Question:

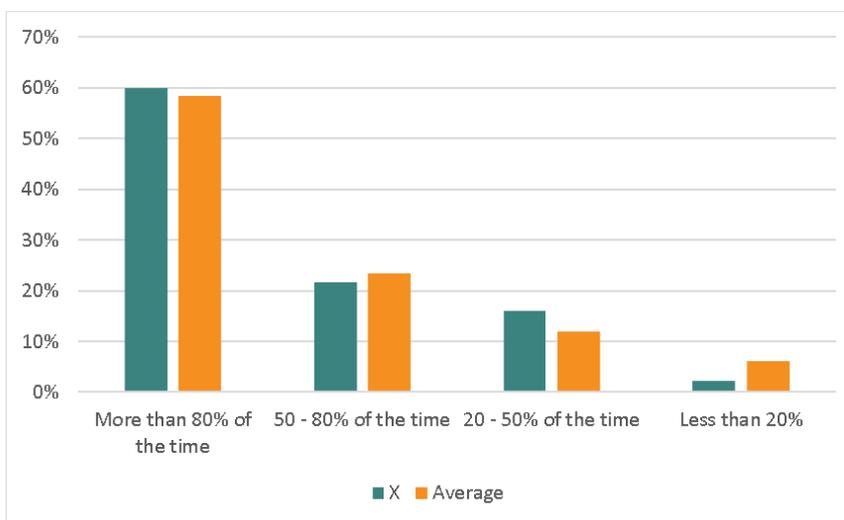" How much of your working hours do you spend at PC / desktop?"

Survey answer options:

More than 80% of the time; Between 50 and 80% of the time; Between 20 and 50% of the time; Less than 20%

Benchmark with average of Danish companies

Distribution of answers

	X	Average	Diff.
More than 80% of the time	60%	58%	2%
50 - 80% of the time	22%	23%	-2%
20 - 50% of the time	16%	12%	4%
Less than 20%	2%	6%	-4%

Company X, 2025 – Intranet User Survey: Benchmark of selected key figures

madsrichard.dk

1. Time spent on the intranet

Question:

"On average, how much time do you daily spend on the intranet?"

Survey answer options:

More than 2 hours; Between 1 and 2 hours; Between 30 and 60 minutes; Between 15 and 30 minutes; Between 5 and 15 minutes; Between 1 and 5 minutes; Less than 1 minute.
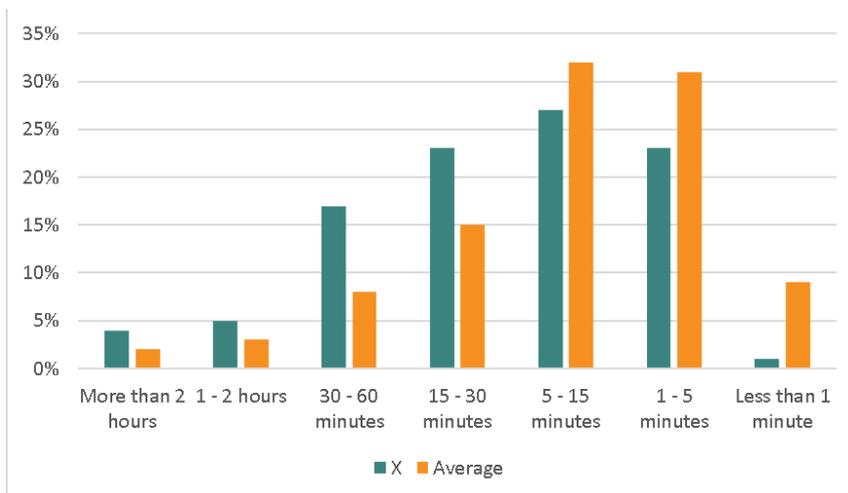
Benchmark with average of Danish and international companies

Time spent on the intranet per employee

X	27
Average	17
Difference	10

Distribution of answers

	X	Average	Diff.
More than 2 hours	4%	2%	2%
1 - 2 hours	5%	3%	2%
30 - 60 minutes	17%	8%	9%
15 - 30 minutes	23%	15%	8%
5 - 15 minutes	27%	32%	-5%
1 - 5 minutes	23%	31%	-8%
Less than 1 minute	1%	9%	-8%

Company X, 2025 – Intranet User Survey: Benchmark of selected key figures

madsrichard.dk

2. Frequency of using the intranet

Question:
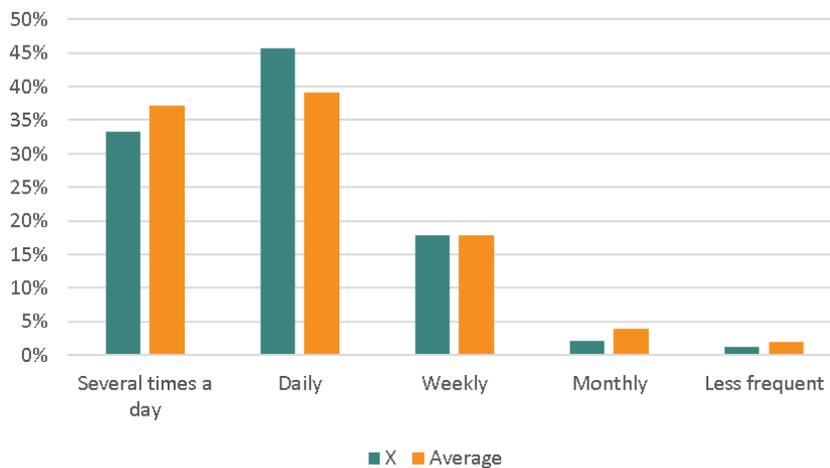"On average, how often do you use the intranet?"

Survey answer options:
Several times a day; Daily; Weekly; Monthly; Less frequent

Benchmark with average of Danish companies

Distribution of answers

	X	Average	Diff.
Several times a day	33%	37%	-4%
Daily	46%	39%	7%
Weekly	18%	18%	0%
Monthly	2%	4%	-2%
Less frequent	1%	2%	-1%

Company X, 2025 – Intranet User Survey: Benchmark of selected key figures

madsrichard.dk

3. Frequency of commenting or adding content

Question:
"How often do you like, comment, update or publish content on the intranet?"

Survey answer options:
Daily; Weekly; Monthly; Less frequent; Never

Benchmark with average of Danish companies

Distribution of answers

	X	Average	Diff.
Daily	3%	2%	1%
Weekly	12%	8%	4%
Monthly	18%	10%	8%
Less frequent	37%	33%	4%
Never	30%	47%	-17%
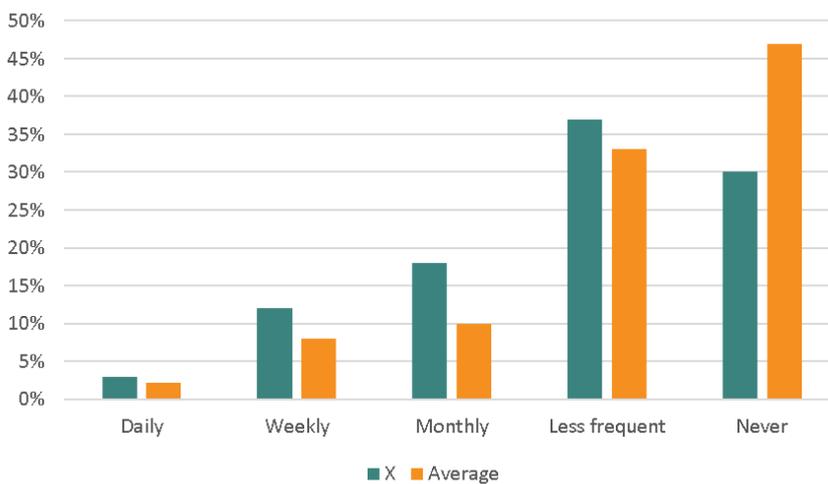
madsrichard.dk

4. Assessment of business value

Question:
"How valuable is the intranet for you?"

Survey answer options:
Indispensable; Very useful, Useful; Neutral or unimportant; Not useful at all.

Benchmark with average and top 3 of Danish and international companies

Overall assessment of intranet value
On a scale of 0 to 4.

X	2,6
Average	2,5
Top 3	3,1

Distribution of answers

	X	Average	Top 3
Indispensable	16%	14%	25%
Very useful	48%	32%	40%
Useful	31%	41%	31%
Neutral or unimportant	4%	12%	4%
Not useful at all	1%	1%	0%
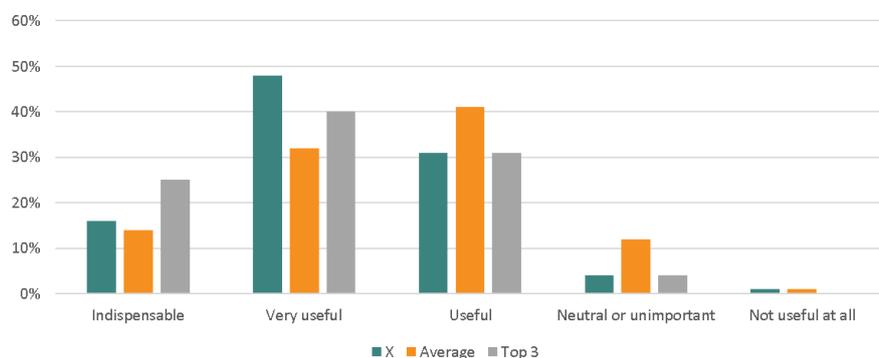
madsrichard.dk

5. General user satisfaction

Question:

" Choose THREE statements which best describe your present experience with the intranet."

Survey answer options:

24 statements: 12 positive and 12 negative.

Benchmark with average and top 3 of Danish companies

Benchmark: Total score

Out of the 12 positive and 12 negative options, the respondents have chosen as follows:

	X	Average	Top 3
Positive statements	61%	60%	78%
Negative statements	-39%	-40%	-22%
Total score	**22%**	**20%**	**56%**

Benchmark: Distribution of answers and difference

	Positive	Negative	Diff.	Average	Top 3
Homepage	9%	-3%	6%	5%	13%
Content is relevant	6%	-1%	5%	7%	11%
All needed information	3%	-1%	2%	1%	6%
Content is updated	2%	-3%	-1%	1%	7%
Easy to read and understand	3%	0%	3%	5%	9%
Navigation	2%	-10%	-8%	-5%	3%
Search	2%	-11%	-9%	-6%	5%
Colleagues' contact information	13%	-5%	8%	4%	11%
Easy to publish content	4%	-2%	2%	1%	4%
Easy to comment on content	2%	0%	2%	1%	4%
Supports my daily work	10%	-3%	7%	3%	10%
Good tool for collaboration	5%	0%	5%	2%	7%
Total score	**61%**	**-39%**	**22%**	**20%**	**56%**

madsrichard.dk

6. Assessment of 10 selected parameters

Question:
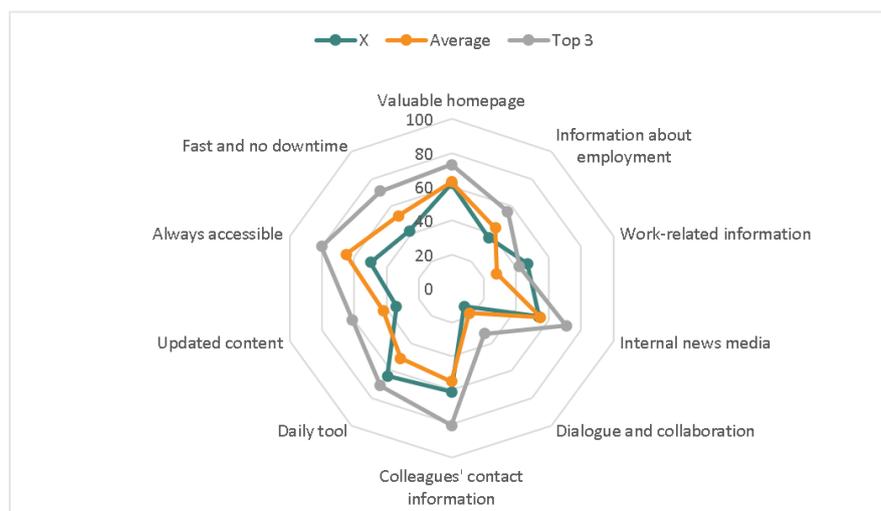" Which statements do you agree with?"

Survey answer options:
Fully agree; Agree; Do not agree; Don't know.

Benchmark with average and top 3 of Danish companies

Distribution of answers

	X	Average	Top 3
Valuable homepage	62	63	73
Information about employment	37	44	56
Work-related information	47	28	42
Internal news media	54	55	71
Dialogue and collaboration	13	18	33
Colleagues' contact information	61	55	81
Daily tool	64	51	71
Updated content	34	42	61
Always accessible	50	65	80
Fast and no downtime	42	53	71
Average	**46**	**47**	**64**

madsrichard.dk
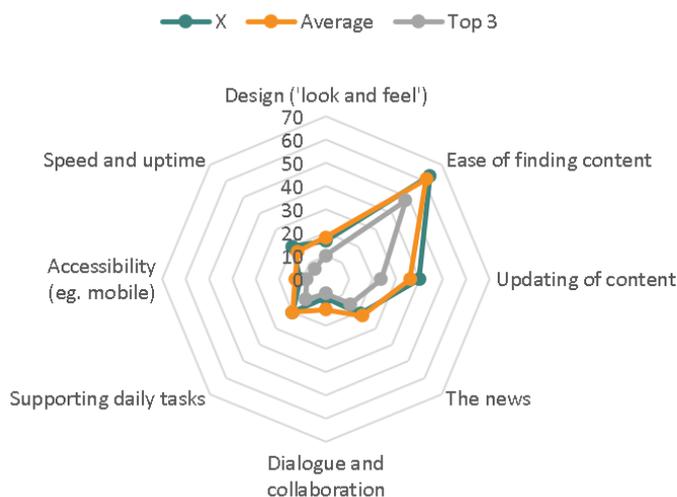
7. Need for improvement

Question:

"Which three things are most important to improve on the intranet?" .

Benchmark with average and top 3 of Danish companies

Distribution of answers

	X	Average	Top 3
Design ('look and feel')	17	18	10
Ease of finding content	63	61	48
Updating of content	40	36	24
The news	21	22	15
Dialogue and collaboration	8	13	6
Supporting daily tasks	20	20	12
Accessibility (eg. mobile)	11	13	8
Speed and uptime	20	17	6
Total	**200**	**200**	**130**

madsrichard.dk