



THE STATE OF PRODUCTIVITY IN REMOTE WORK

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Time Doctor

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STATE OF REMOTE WORK

Remote work saw an explosion in popularity during 2020 and is expected to continue its rise in 2021 as this becomes the "new normal" for most businesses.

Companies who were originally forced to go remote in order to adjust to the pandemic have realized the benefits of remote work and have since announced that they will allow their employees to stay home even once the pandemic ends.

Startups who don't want the overhead of an office are benefiting from a host of tools that are being built for the remote work ecosystem.

Once seen as an employee perk, remote work is becoming the mainstream choice for the way companies do business.

In this report, we set out to see how productive remote workers are by analyzing time spent on Social Media, the amount of time spent on unproductive apps, and the apps that workers were using during the workday.



WHO IS TIME DOCTOR?

For the past 10 years, Time Doctor has been knee deep in the world of remote work building tools to help remote founders, executives, and businesses scale their remote team.

We have grown from 2 co-founders, residing in Sydney, Australia and Ottawa, Canada, to over 100 employees in 37 different countries across every conceivable time zone in the world. We've also grown to an 8 figure SaaS company.

With hundreds of thousands of Time Doctor users, we're in a unique position to analyze how remote workers spend their day.

We have the ability to analyze which apps and remote workers use to complete their jobs and how long remote workers spend on various websites.

In this report, we are going to analyze productivity trends across our user base to see how remote workers spend their time during the work day.

OUR MISSION:

To empower a productive, globally remote workforce by providing companies with workday analytics.



OUR METHODOLOGY

At Time Doctor, we have data from well over 100,000 users.

That much data presents two challenges.

First, we need to determine what type of data we can actually access from our database. And second, we needed to determine which of that data was actually useful.

The first thing we did was set a time period for the data. All data compiled in this paper is pulled from the time period of September 1st to October 31st 2020.

The second thing we did was decide on the three areas for which the data we collect would be most useful.

Social Media: Among remote-first companies, social media is one of the hot button issues. Business owners and managers are worried that their team members will go down a rabbit hole of YouTube videos only to emerge 5 hours later - wasting both the business's time and money.

Top Apps Used: We looked at a cross section of business functions (sales, customer support, design, developers, and collaboration tools) to see what the most popular apps and websites are among remote-first teams.

Most Productive Countries: Time Doctor has users in 113+ countries across the globe. We were curious to see which countries had the highest percentage of productive workers.



PART 1:

HOW TIME IS SPENT ON SOCIAL MEDIA



How Time is Spent on Social Media

One of the greatest concerns around founders and executives setting up a remote work agreement is employees spending far too much time on social media during the work day.

When developing this report, we wanted to see a few things:

First, we wanted to see which of the social media platforms were the most used by remote workers.

Second, we wanted to see how much time users were spending on each platform.

And finally, we wanted to see which countries were using social media the most.

Most used platforms

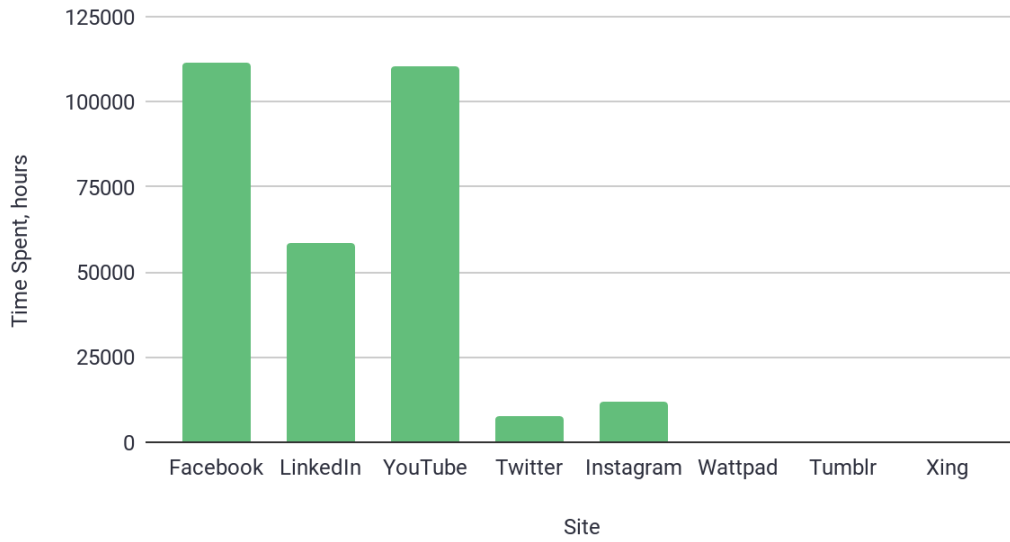
Across all Time Doctor users, we found that the most popular social media platforms were Facebook, LinkedIn, YouTube, Twitter, and Instagram, with some nominal users on Wattpad, Tumblr, and Xing.

This isn't only apps. These hours include the marketing platforms and business development services that each social media site has.

For instance, a marketing specialist spending time in Facebook Ads Manager is included in these hours.

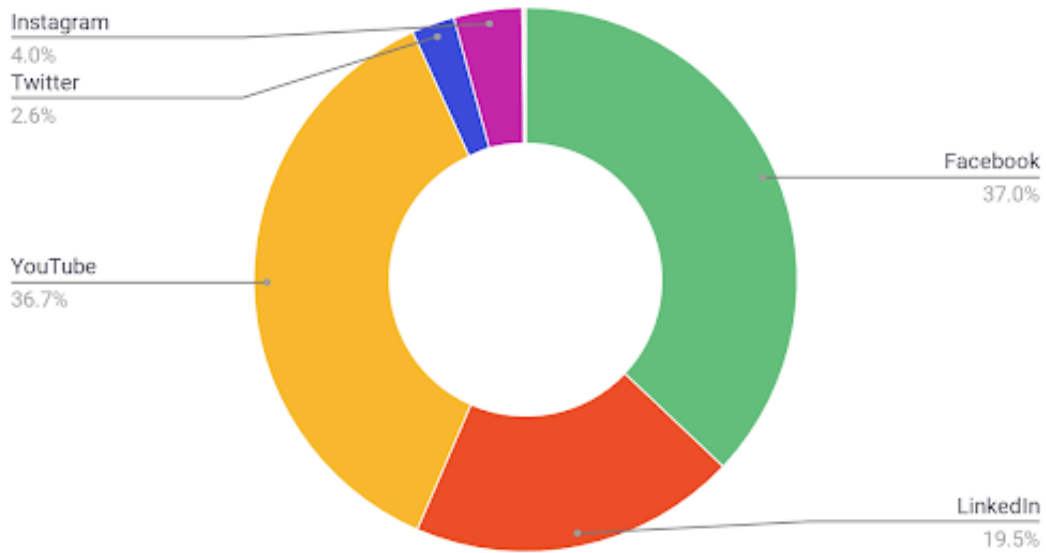


Time Spent, hours vs. Site



In the graph below, you can see the percentage of time that remote workers across the Time Doctor user base spend on each channel.

Share of total time



KEY FINDINGS

Facebook, with a total share time of about 7.5% of the workday, is the most popular of the social media apps that we monitored. This correlates to an average of 36 minutes per day (based on an 8 hour work day).

Users on LinkedIn spend an average of 7% of their workday, or 33 minutes per day (based on an 8 hour work day).

And finally, users spend about 5% of their workday on YouTube which is about 22 minutes per day (based on an 8 hour work day).

YouTube, followed by LinkedIn dominate the percentage of time spent, getting over 90% of the attention.

However, Time Doctor can only get data from desktops and laptops. With Instagram and Twitter predominantly phone apps, it is highly possible that usage on these platforms is higher, but we simply don't have the data to see it.



Time Spent on Social Media

So how much time are remote workers really spending on social media?

In total, not nearly as much as you would think. It turns out, people aren't logging in to social media for hours per day.

The data presented below represents the average remote worker who logged into the platform at least one time.

For instance, let's say that Time Doctor had data on the social media habits of 100 remote workers.

But 90 of them never logged into Facebook. We discarded those 90 individuals and ONLY averaged in the time spent on the 10 individuals who logged into Facebook at least once from September 1st - October 31.



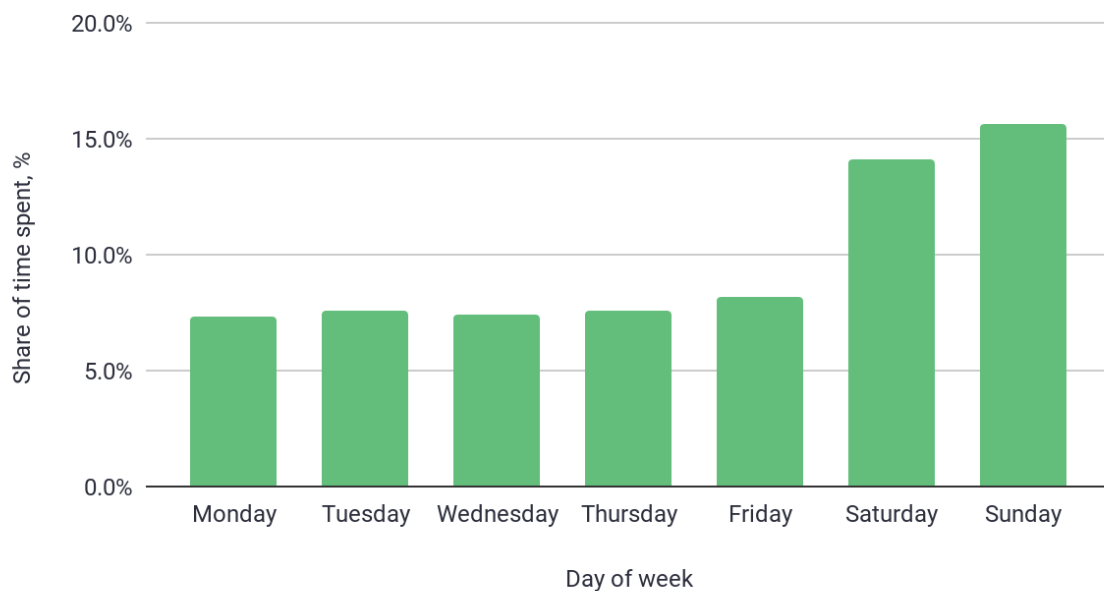


This is the platform where people who log into Facebook, are spending most of their time.

From Tuesday to Thursday, users spend about 7.5% of their work day on Facebook. Over the course of an 8 hour day, that correlates to about 36 minutes per day.

Once again, this takes into account marketers who are using the ad manager, business development tools, and chat functions for business purposes.

Share of time spent, % vs. Day of week Facebook



As you can see, there is an uptick of Facebook users on the weekend. Just as with LinkedIn, this can be seen as Friday users spilling into Saturday and Monday users spilling into Sunday due to time zone differences.

avg of 36 mins per
day spent on
facebook

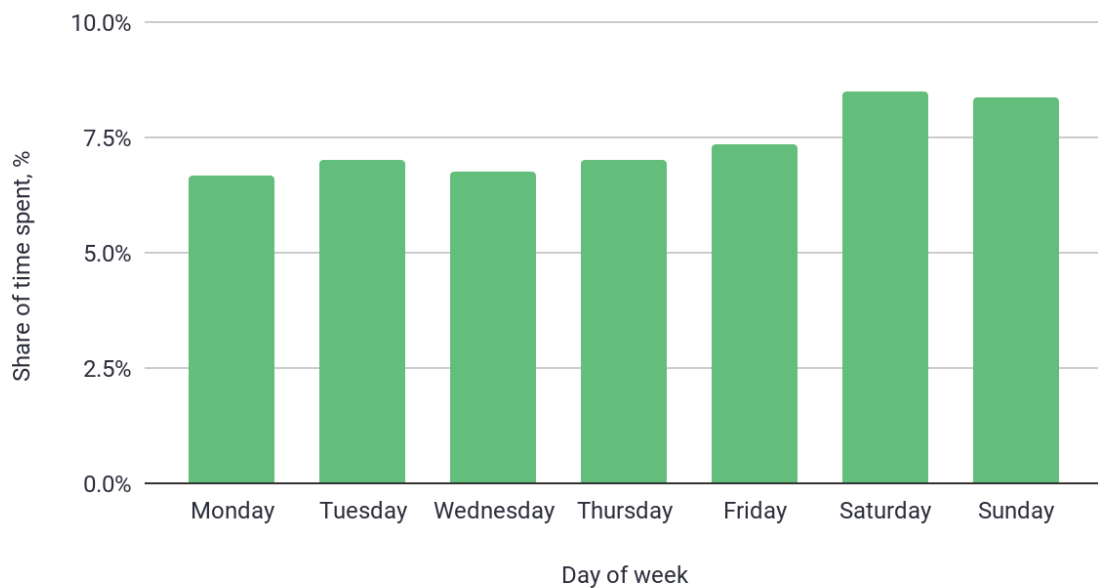


On average, people who log into LinkedIn tend to spend about 7% of their workday using the platform.

This is about 33 minutes per day, based on the 8 hour work day.

avg of 33 mins per day spent on LinkedIn

Share of time spent, % vs. Day of week LinkedIn



As the largest business platform, it makes sense that people would spend a lot more time on LinkedIn than YouTube.

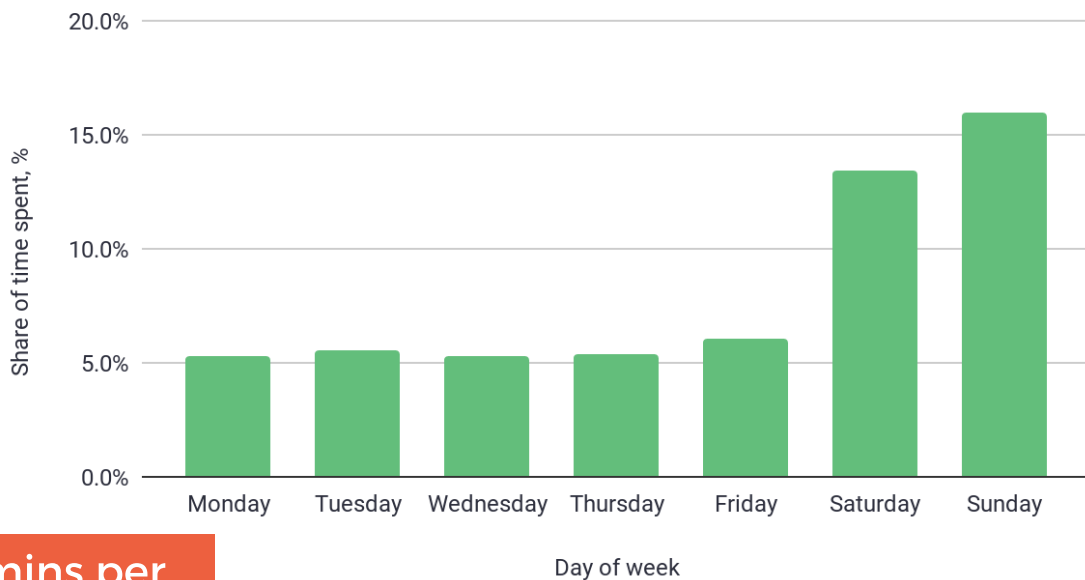
Recruiters use LinkedIn to vet candidates. Sales people use it to prospect new customers and marketers use it to create and manage ads.



As you can see in the chart below, Time Doctor users spend just over 5% of their work day on Tuesday to Thursday on YouTube (More on Monday and Friday in a minute).

Over the course of an 8 hour day, this correlates to just over 24 minutes per day.

Share of time spent, % vs. Day of week YouTube



avg of 34 mins per day spent on YouTube

Similar to Facebook, there is an uptick on the weekend for time spent on Youtube.

At Time Doctor, all time measured is around Greenwich Time (GMT).

The uptick on the weekend could mean that there is some spillover from Friday YouTube users into Saturday and some Monday spillover of YouTube users into Sunday.

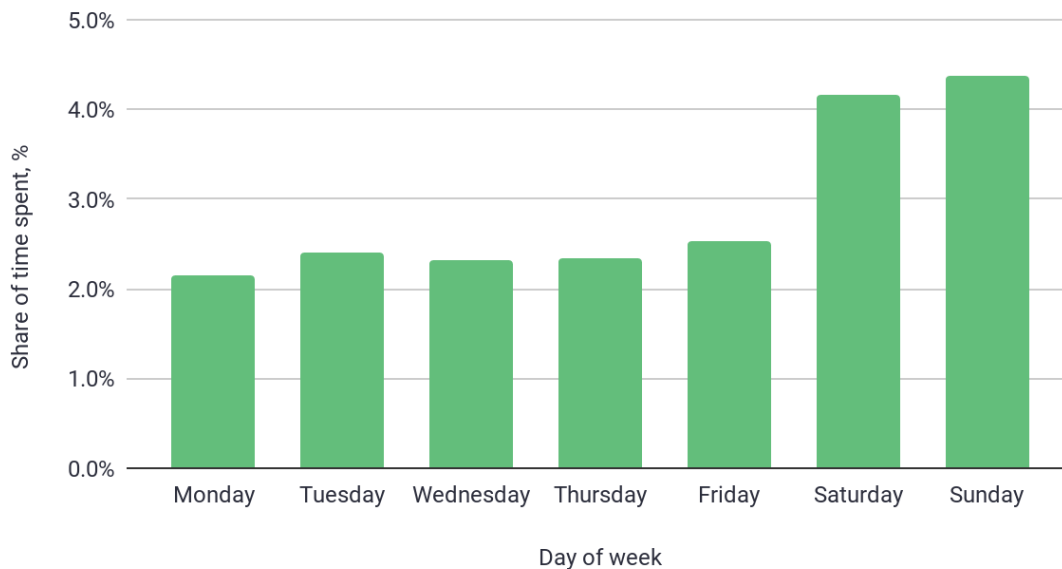
While we can't tell exactly how much time is spent on YouTube on Monday and Friday, chances are it is a bit higher than the 5% seen in the chart.

Twitter

Twitter is the final social media platform we analyzed to see how much time remote workers are using during the work day.

If you look at the trends, you'll see that people who log in to Twitter, tend to use it for about 2.5% of their time. Over the course of an 8 hour work day, that correlates to about 12 minutes per day.

Share of time spent, % vs. Day of week Twitter



avg of 12 mins per day spent on Twitter

A couple of things to note.

First, you'll see the same pattern of a huge uptick of Twitter usage on the weekends. Once again, that is due to time zone discrepancies similar to the other apps.

Second, the 12 minutes per day people are spending on Twitter also includes their ad platform.

And finally, this doesn't include phone usage as Time Doctor only tracks what happens on a user's PC or laptop.

PART 2:

**TIME
SPENT ON
SOCIAL
MEDIA
PER
COUNTRY**



Time Spent on Social Media per Country

Now that we know how much time people are spending on social media across the entire Time Doctor user base, we wanted to break it down by country.

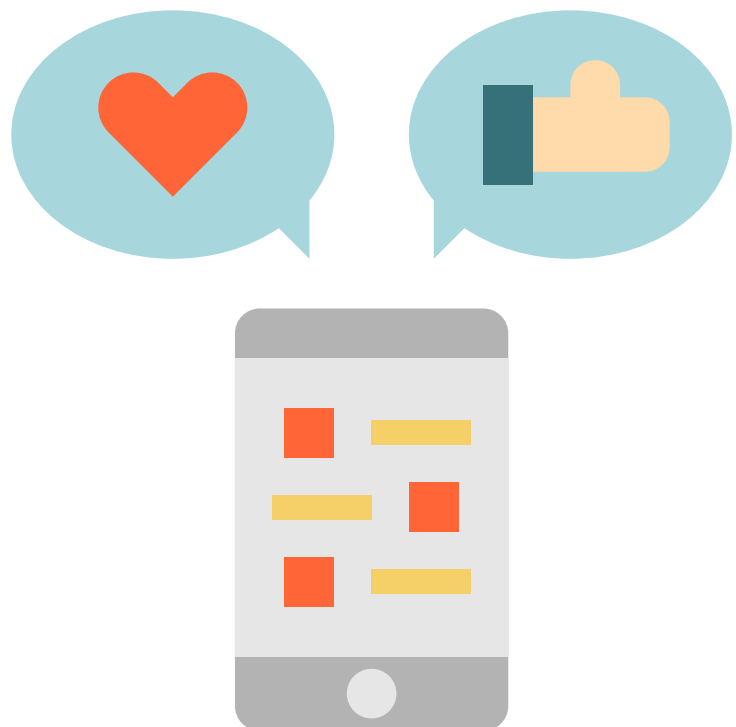
The most interesting takeaway here is in terms of popularity.

When you look at the number of countries where people are using YouTube and LinkedIn and compare it to the number of countries where people are using Facebook and Twitter, YouTube and LinkedIn are more popular than Facebook and Twitter among remote workers using Time Doctor.

We have two thoughts on this:

First, Facebook and Twitter are more heavily used on smartphones, where YouTube and LinkedIn are more heavily used on laptops and desktops.

And second, LinkedIn and to some degree YouTube, are more work related apps than Twitter and Facebook. People are using LinkedIn for HR and sales purposes and perhaps watching tutorials on YouTube.



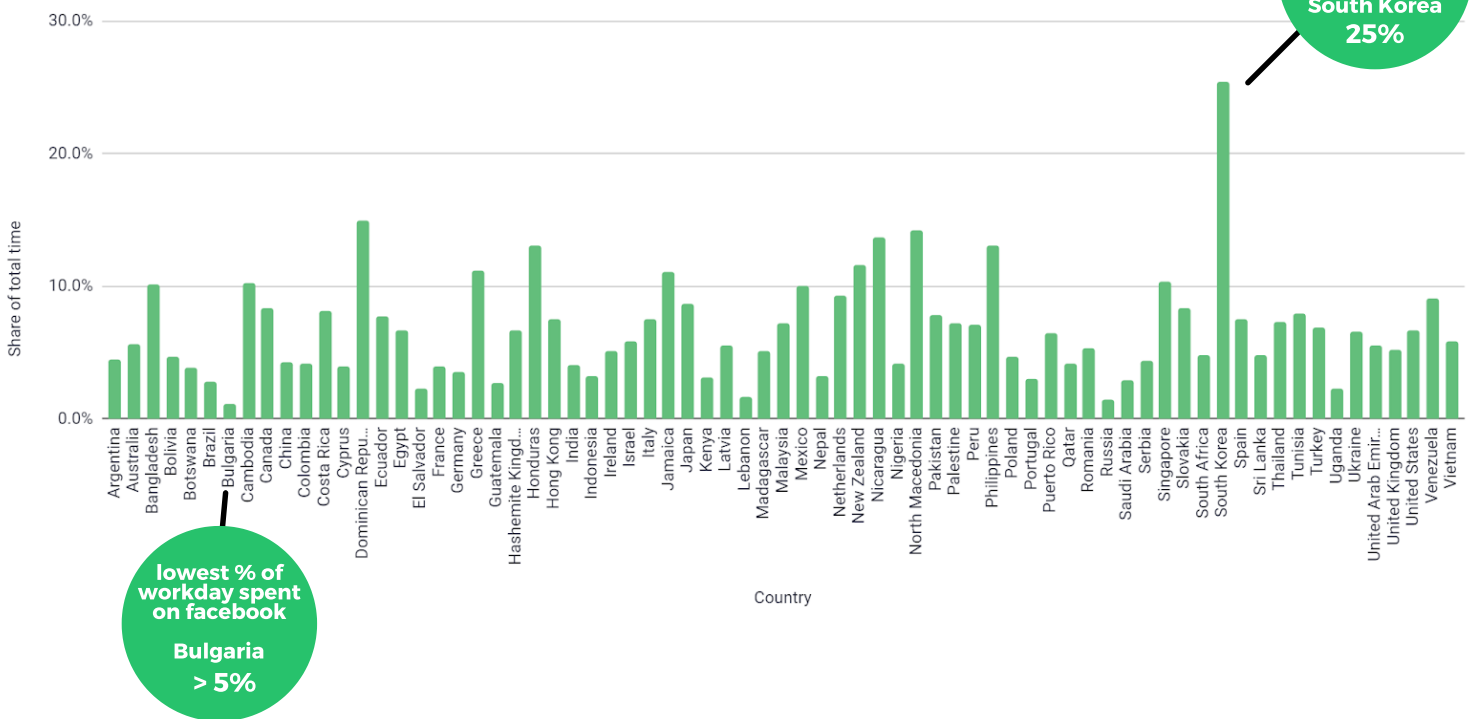


Facebook users tend to spend more time on Facebook than the users of the other platforms.

This is reflected in the breakdown by country as well.

It turns out, workers in South Korea spend the most percent of their time on Facebook (about 25% of the workday) with Bulgaria, Lebanon, Russia and Uganda spending the least amount of time.

Share of total time Facebook in Every Country

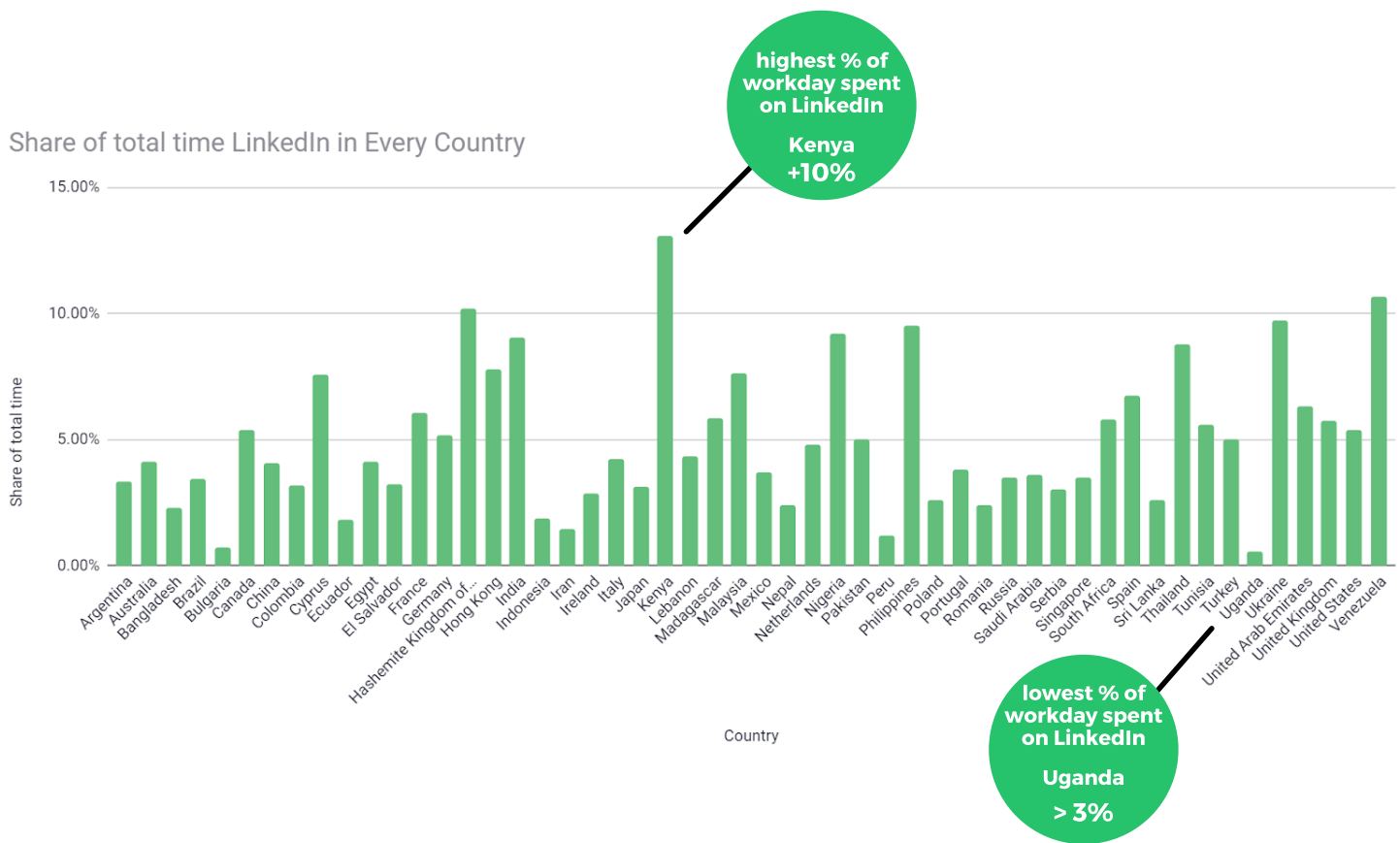


Most countries typically average between 5% and 10% of their workday on Facebook, which given an 8 hour work day is between 24 and 48 minutes per day.



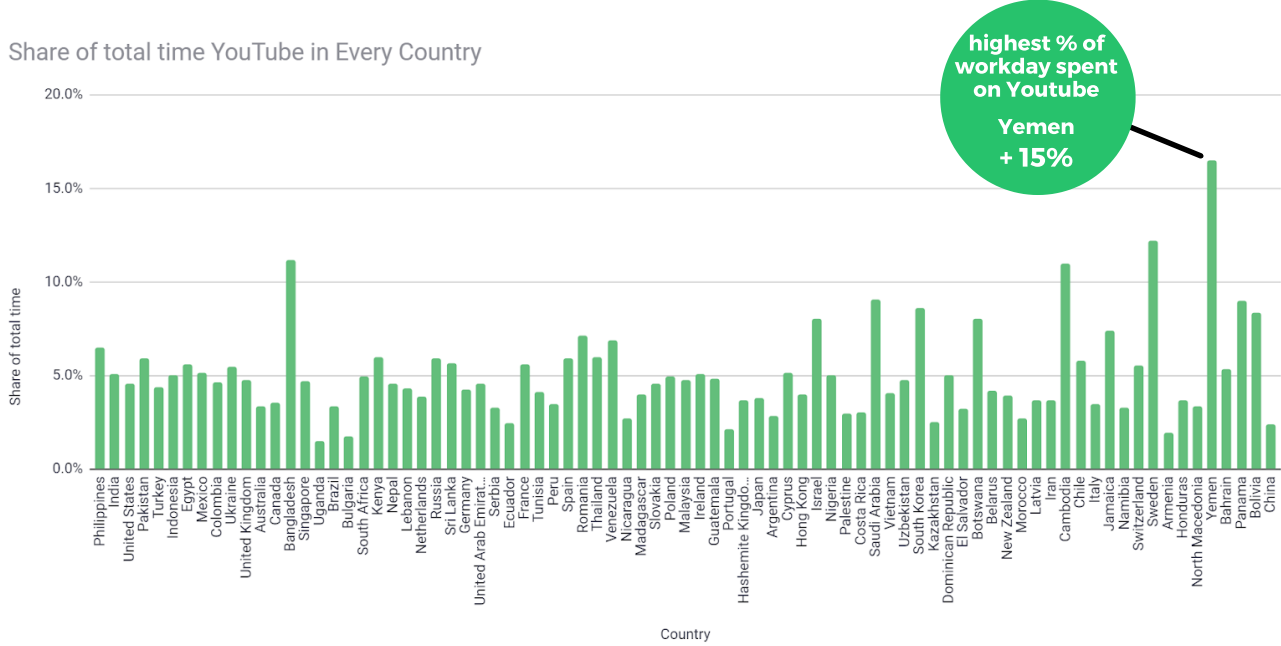
The majority of the countries see remote workers spending less than 5% of the time on LinkedIn.

There are two outliers where workers are spending over 10% of their time on LinkedIn. These countries are Kenya and Venezuela.





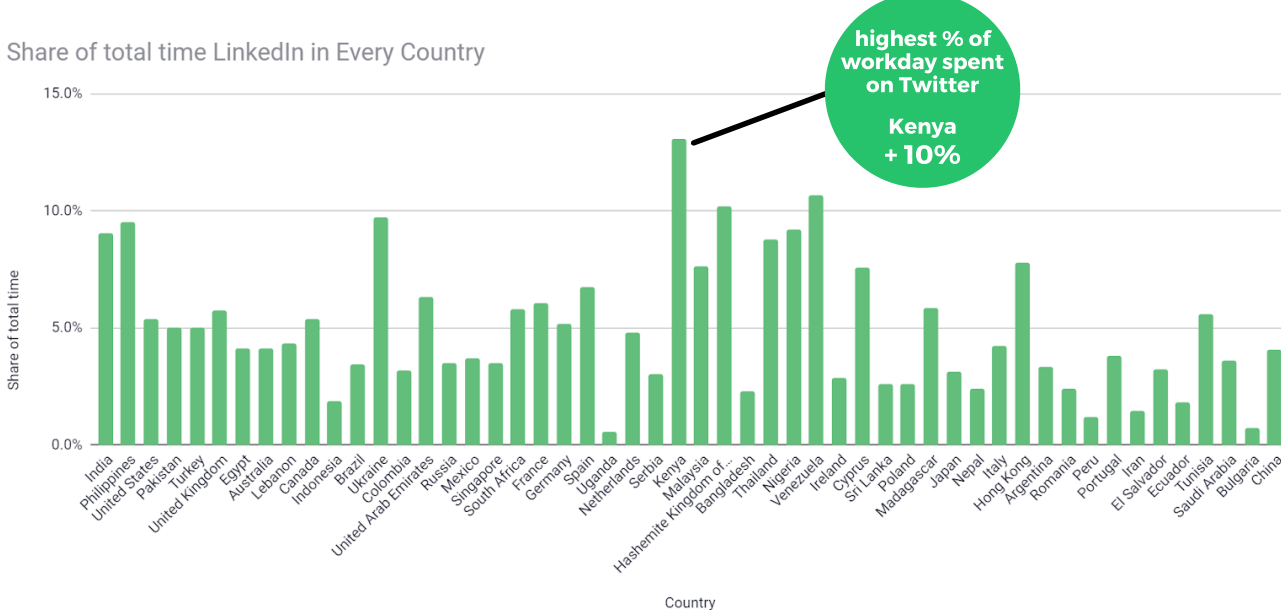
The majority of the countries see remote workers spending less than 10% of the time on Youtube.



Twitter

And finally, the average Twitter user in each country seems to use Twitter less than 4% of their workday

The outliers are Venezuela, Hong Kong, and Saudi Arabia.



PART 3:

TOP APPS USED



Top Apps Used

After our deep dive into social media, we wanted to see the apps that people were using to complete their tasks.

We broke it down into top apps overall, browsers, design apps, developer apps, customer relationship management apps, and helpdesk apps. We tried to find a cross section of a variety of major business functions.

Top 10 Apps and Websites

Across ALL apps and websites, the browser Google Chrome is by far the most dominant app or site used by remote workers.

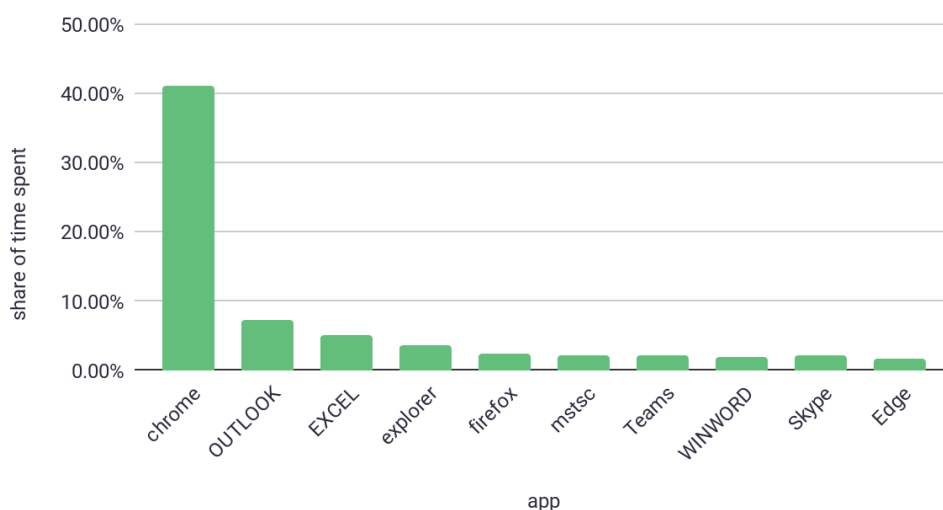
In fact, Time Doctor users spend over 40% of their time using Google Chrome.

Three additional browsers also cracked the top 10: Edge, Explorer, and Firefox.

Microsoft products dominated the top 10 apps. They have the aforementioned Edge and Explorer, plus two messaging/collaboration apps (Teams and Skype), their email client (Outlook), and their office apps (Excel and Word).

What I found most interesting is that Google's tools (Sheets, Docs, etc) aren't represented in the top 10.

Top 10 Apps Used

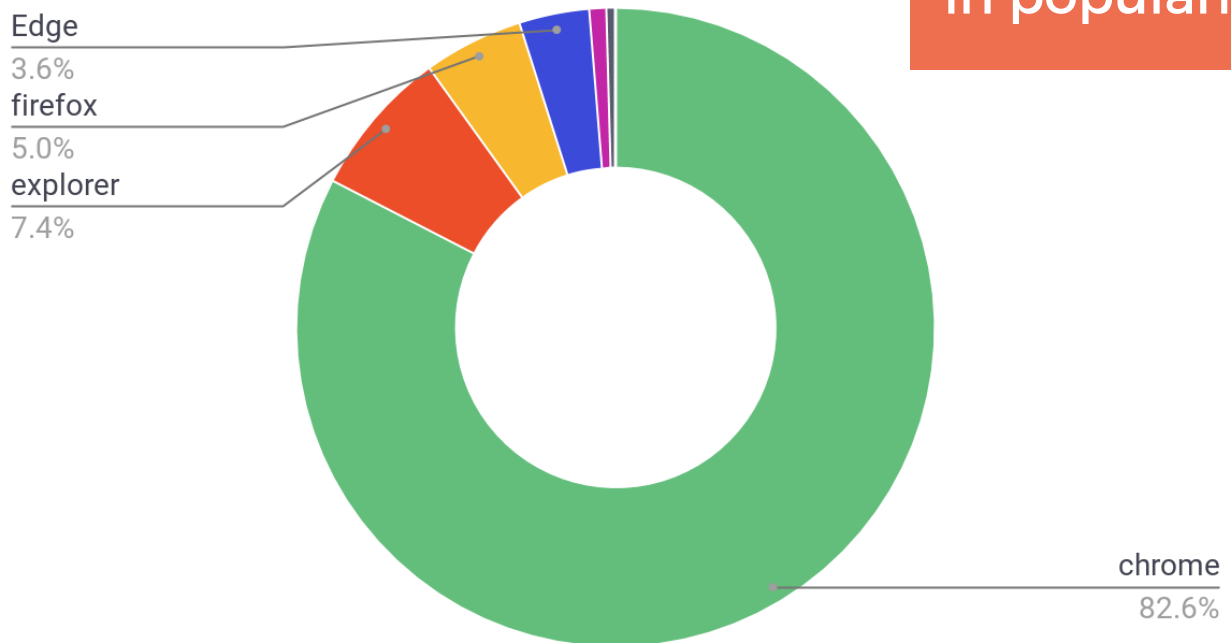


Top Browsers

There isn't any real surprise with the top browsers.

As we mentioned previously, Chrome dominates followed by Explorer, Edge, and Firefox

Top 7 Web Browsers

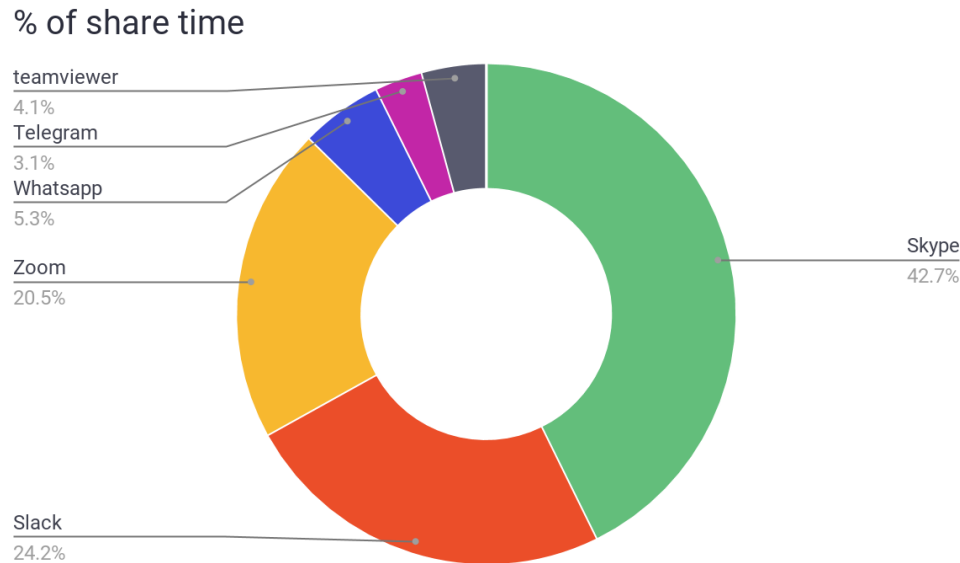


Two other browsers that are used are Brave and Vivaldi. But as you can see, their usage is quite nominal, making up a combined less than one half of one percent of all browser usage.

Collaboration and Messaging Apps

In 2020, Slack and Zoom were all the rage. Every day, it seemed that we heard how Zoom's stock price was climbing through the roof.

We thought for sure that it would have been the most popular messaging or collaboration tool. But, among Time Doctor users, Skype reigns supreme - and by quite a huge margin as well.



There are a couple reasons why this is the case:

Skype is 100% free. Yes, the video quality is suspect. And it tends to crash everyone's computer. And yes, Zoom has a VERY generous free plan. But having a free plan and being 100% free are two different animals.

Many of Time Doctor's users are in developing countries where it might be prohibitive to switch to an app that isn't 100% free.

Second, Skype had a huge lead in terms of adoptability. It's been around for forever. It might just be that Zoom hasn't had the market penetration that Skype has been able to amass. (Check back with us next year to see if they've gained any ground.)

At the time of this report, Slack has just introduced a video chat feature. Right now, it's just ahead of Zoom in terms of usage.

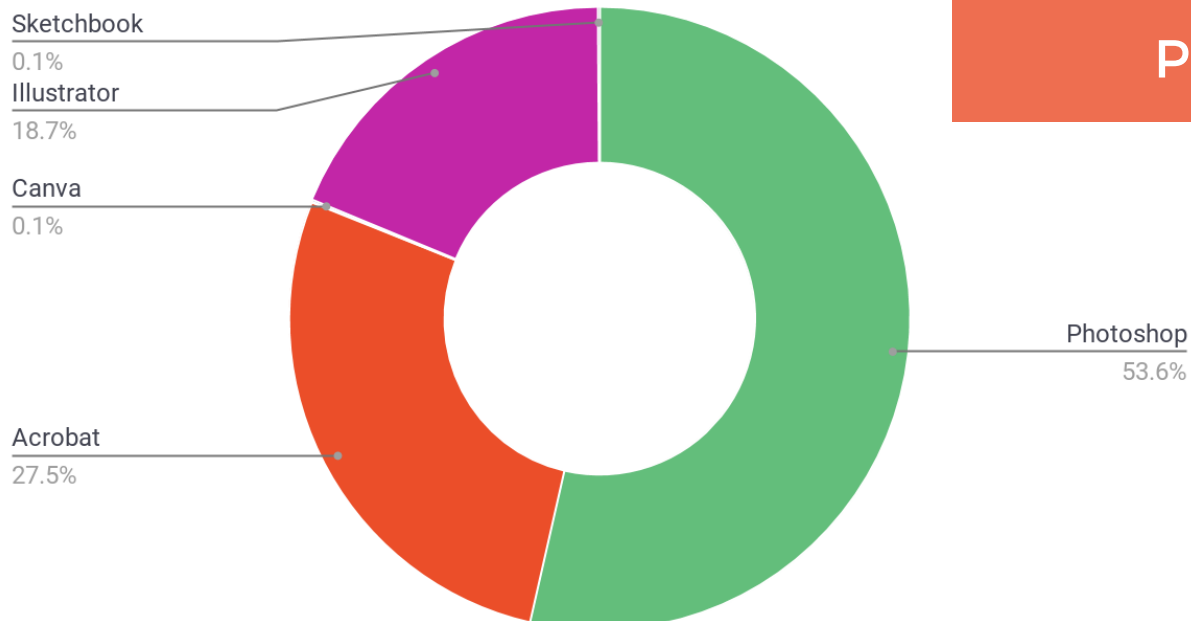
We will be interested to watch how these three apps trend over the next couple of years. But one thing is for certain: The death of Skype has been drastically over hyped.

Design Apps

When it comes to design apps, Adobe products are the kings of the mountain. Photoshop, Acrobat, and Illustrator make up 99% of the time spent inside of a design app.

The big takeaway here is that Canva hasn't made the in-roads within Time Doctor users as I would have expected.

% of time spent in design apps



 Time Doctor users spend 53.6% of time on Photoshop

Adobe is the legacy product suite for designers. It's what most designers grew up on. Recently Canva has generated a lot of buzz and gained quite a bit of traction.

But according to our data, it's still only one tenth of one percent of the Time Doctor user base.

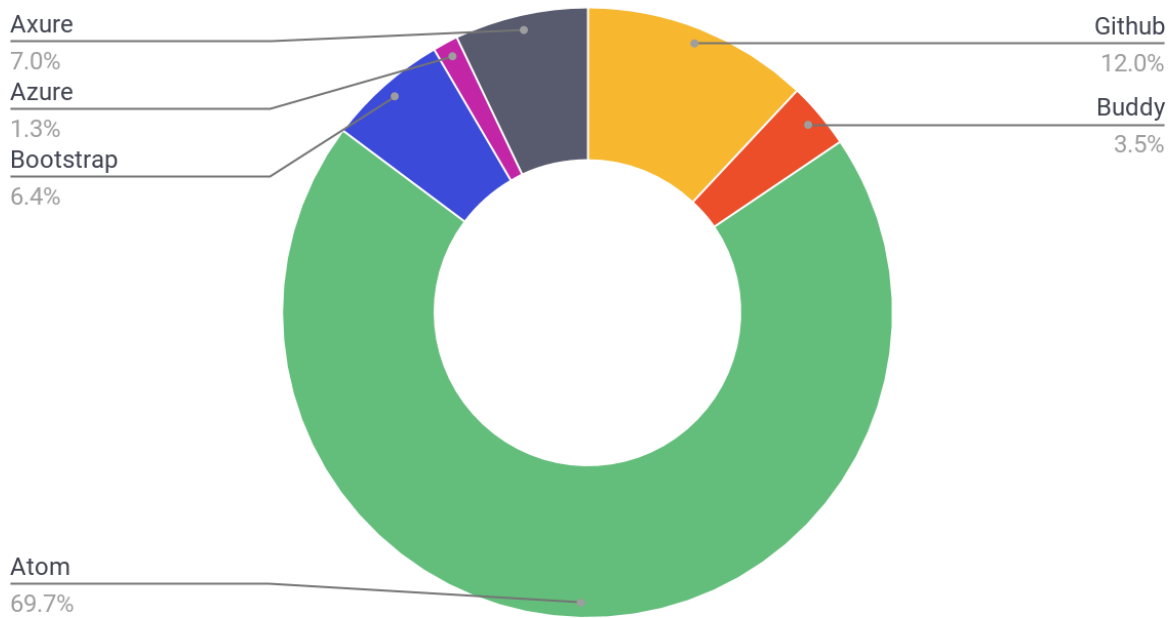
As hot as Canva is, there is still quite a bit of room to grow.

Developer Apps

Among developer apps, Atom is the most popular with a use share time of over 69%.

Github, Axure, Bootstrap, Buddy, and Azure round out the top 6 developer apps among Time Doctor users.

Amount of Time Spent in Developer Apps



+69% use share time

Atom claims the top developer app spot among Time Doctor users.

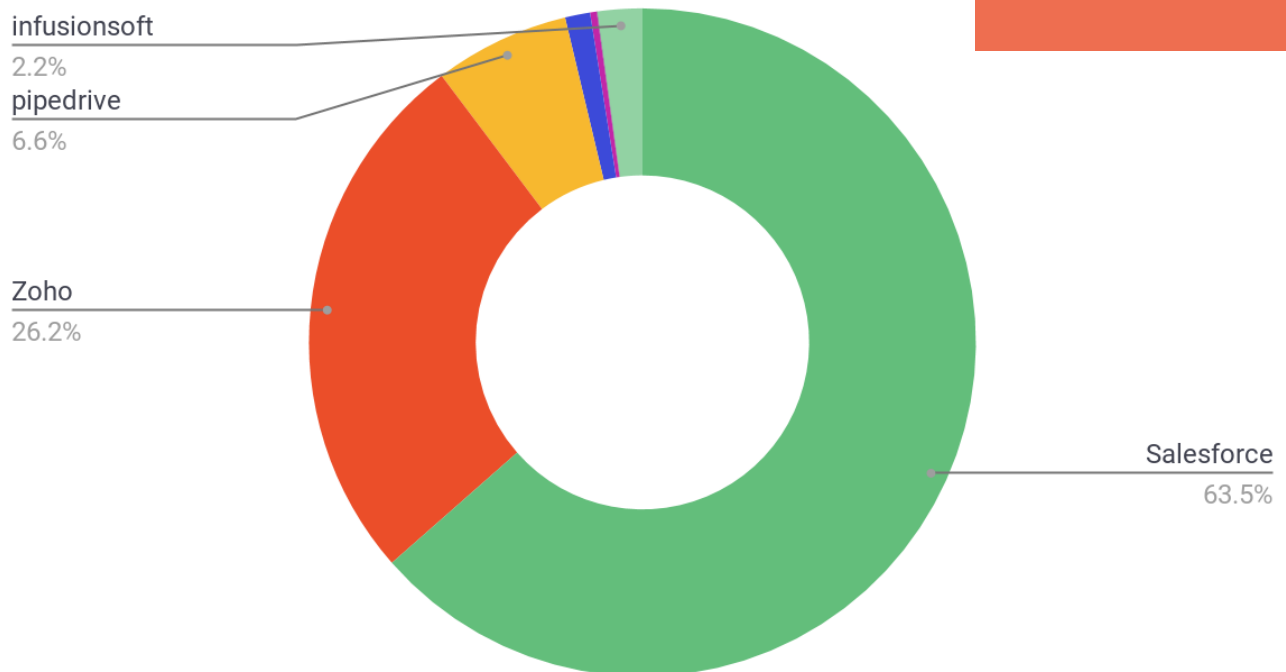
Top CRM's

A customer relationship management (CRM) app is one of the most powerful tools amongst sales teams.

The most popular CRM is Salesforce - the pioneer in both CRMs and cloud based services.

In fact, about half the time spent in a CRM is spent in Salesforce.

Time in Hours



 Top CRM pick among Time Doctor users.

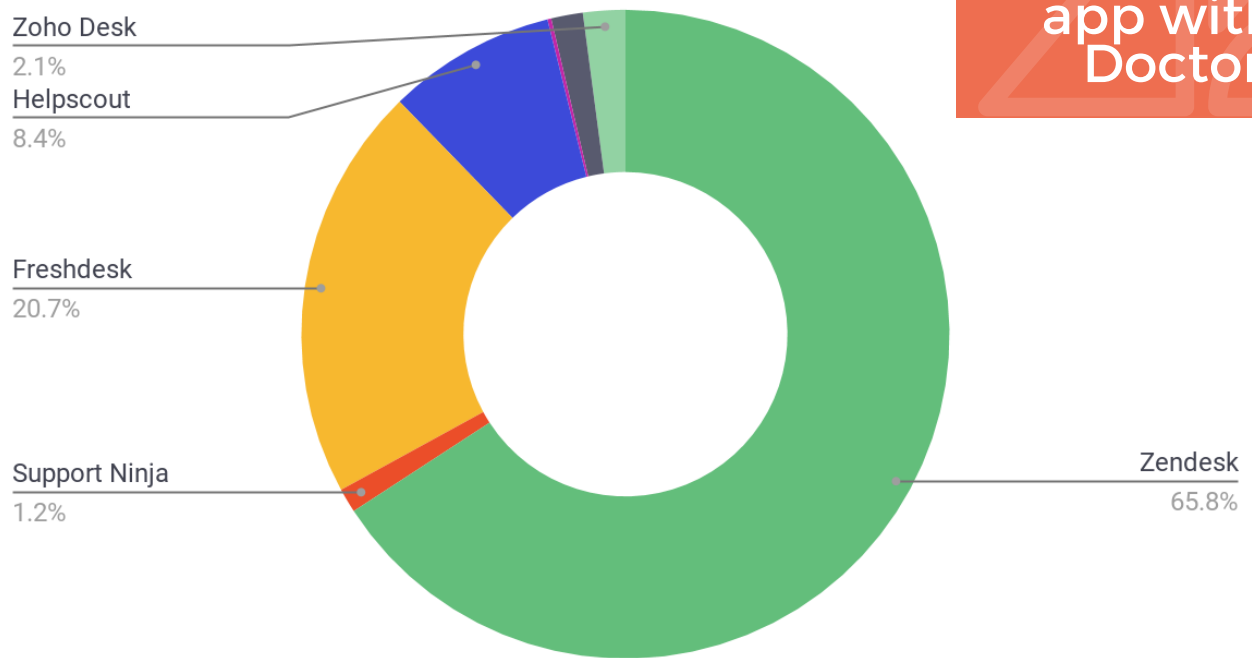
The driving force behind Salesforce's dominance is their partner ecosystem, which is one of the largest in the world. They partner with other tech giants such as IBM, Amazon, and Google, among countless others.

And because Salesforce is such a huge company, they are able to serve almost every conceivable industry.

HelpDesk Apps

As with the CRM industry, the helpdesk industry has a single dominant player: Zendesk. Over 65% of all time spent in a helpdesk is spent on Zendesk.

Time Spent hours

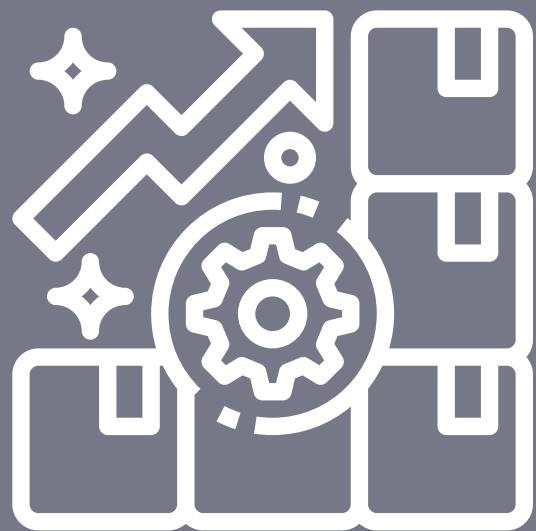


 **Zendesk, the top helpdesk app with Time Doctor users.**

Behind Zendesk are Freshdesk, Helpscout, Zoho Desk, Groove, Ninja Support and HappyFox.

PART 4:

**OVERALL
PRODUCTIVITY**



Overall Productivity

Productivity can be analyzed like this:

First, how many hours are people working.

And second, how many of those hours are spent on productive vs. non-productive activities.

We decided to break this down by country to see which countries are the most productive.

Hours Worked

When it comes to hours worked per country, we recorded so much data that it got a bit overwhelming.

So instead of analyzing every piece of data, we decided to look and see what percentage of a country's population works at least 40 hours per week.

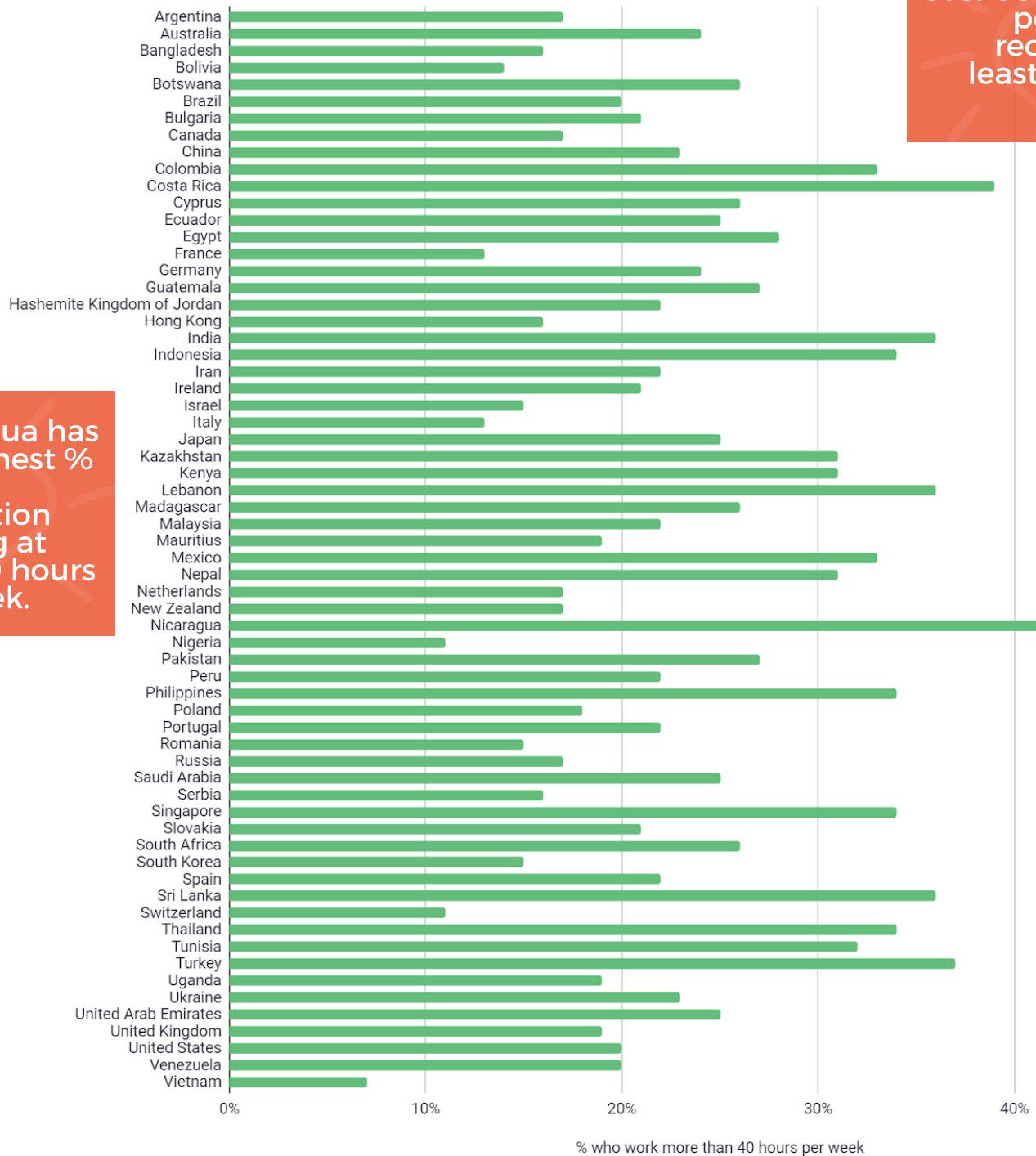
(In the United States, 40 hours per week is the standard work week.)

And because we didn't want sample sizes that were too small, each country represented has at least 100 Time Doctor users.



Hours Worked per Country

% who work more than 40 hours per week vs. Country



No country has over 50% of their population recording at least 40 hours per week.

Nicaragua has the highest % of their population working at least 40 hours per week.

Other high water mark countries include Costa Rica, India, Lebanon, Philippines, Sri Lanka, Switzerland, and Turkey.

Productivity in the United States, United Kingdom, Australia, and Canada

In the United States 20% of Time Doctor users work 40 hours per week or more; about 15% of Time Doctor users work more than 45 hours; and 35% of Time Doctor users work at least 30 hours per week.

In the United Kingdom, 19% of Time Doctor users work more than 40 hours per week; about 14% of the users work more than 45 hours per week and 37% spend more than 30 hours per week.

In Australia, 24% of Time Doctor users work more than 40 hours per week; about 19% work more than 45 hours per week; and 45% work more than 30 hours per week.

In Canada, 18% of Time Doctor users work more than 40 hours per week; about 13% work more than 45 hours per week; and about 35% work more than 30 hours per week.

Time Spent on Unproductive Apps

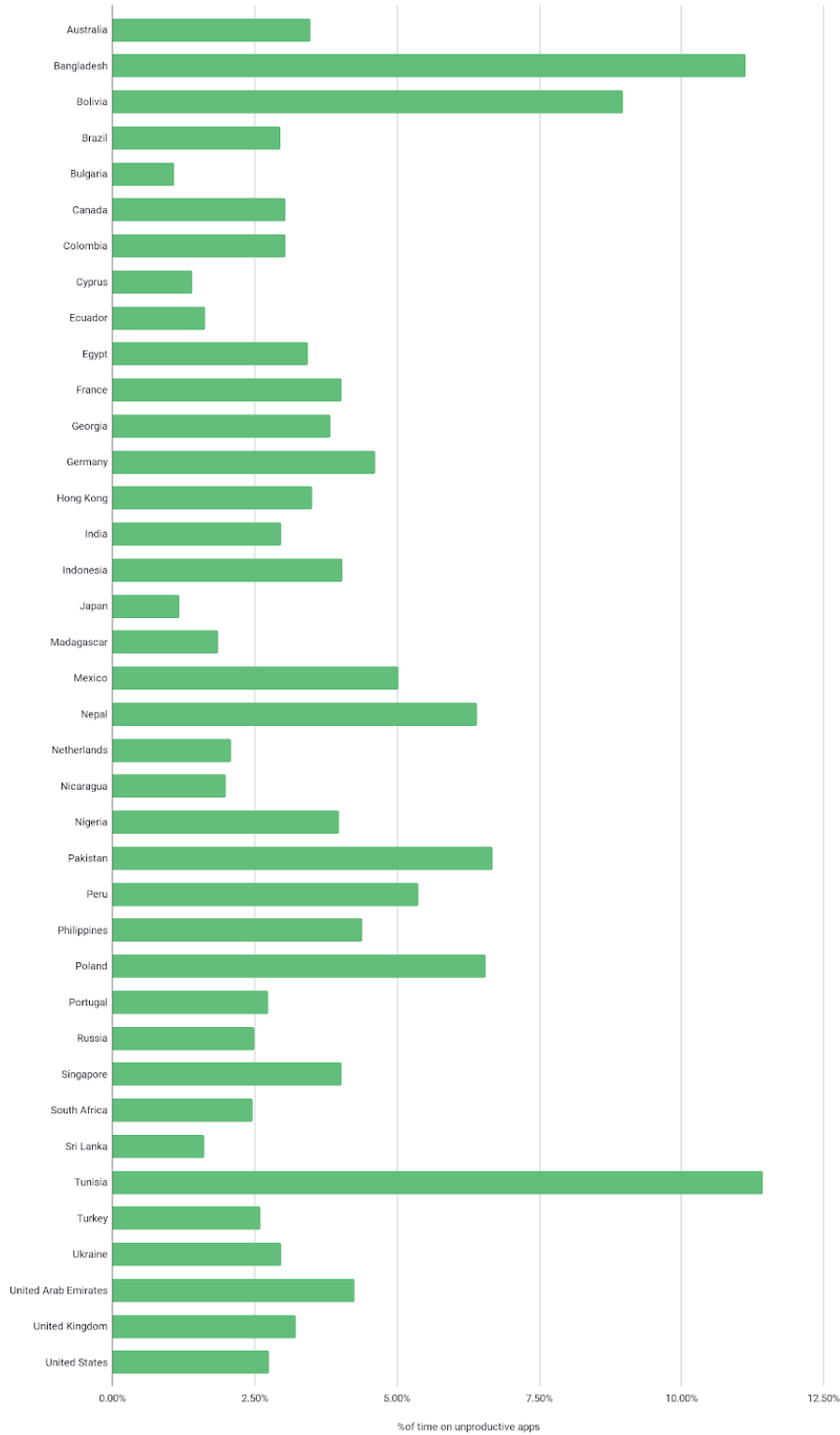
Now that we know which countries are working the most hours, we can see which countries are spending most of their time on unproductive apps.

Unproductive apps are defined by our customers. So a marketing agency may decide that Facebook is a productive app, while a tech company may decide Facebook is a non-productive app. We filtered out all countries with less than 100 users to ensure the sample size wasn't too small.



Time Spent on Unproductive Apps

%Of time on unproductive apps vs. Country



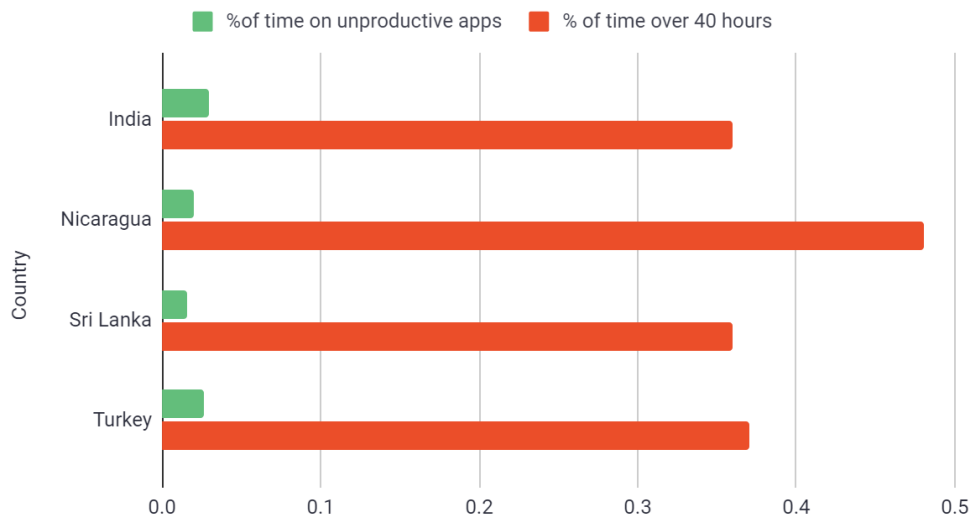
Most countries spend less than 10% of their time on unproductive apps.

The Most Productive Countries

When you compare the two charts, countries with the highest percentage of workers working at least 40 hours per week and countries spending the least amount of time on unproductive apps and sites, you can start to see who has the most productive workers.

Countries such as India, Nicaragua, Sri Lanka, and Turkey are among the most productive countries given our criteria of hours worked combined with time spent on productive apps.

%of time on unproductive apps and % of time over 40 hours



These are countries that have remote workers that spend less than 3% of their time on non-productive apps and have at least 30% of their workforce working more than 40 hours per week.

When you compare the most productive countries to the United States, Canada, Australia, and UK workforces, you can see that the most productive countries have a higher percentage of team workers working over 40 hours per week and they tend to spend a little less time on unproductive apps.

Country	% of time on unproductive apps	% of time over 40 hours
India	2.97%	36%
Nicaragua	1.98%	48%
Sri Lanka	1.62%	36%
Turkey	2.60%	37%
United States	2.75%	20%
Canada	3.03%	18%
Australia	3.48%	24%
United Kingdom	3.21%	19%

PART 5:

WRAPPING IT UP



Wrapping it Up

One of the most basic fears of companies that are resistant to a broad remote work policy is that the workers won't be as productive as they are in the office.

And the data that we're seeing among Time Doctor users is that this simply isn't the case.

Most workers are spending 5% of their work day or less on unproductive apps and websites.

And for those worrying about social media binges, once again, most workers are spending 25 - 35 minutes per day on the most popular social media sites. This includes time spent on these sites for legitimate business reasons.

Overall, Time Doctor users are hard working, dedicated employees who are focused on being productive throughout their work day.



WHY CHOOSE TIME DOCTOR?



Create Visibility

- Track Attendance & Hours
- All-In-One Dashboard
- Screenshots & Activity Levels



Drive Productivity

- Daily Detailed Reporting
- Monitor Website & App Usage
- Distraction Alerts



Increase Profitability

- Identify Workflow Inefficiencies
- Project and Task Management
- Automated Timesheets & Payroll



Empower Employees

- Interactive App for Transparency
- Privacy Controls to Protect Data
- Reduce manual tasks

LEARN MORE ABOUT HOW TIME DOCTOR CAN HELP INCREASE PRODUCTIVITY ON YOUR TEAM

[Book a Personalized Demo](#)

