


GOOGLE WORKSPACE VS. MICROSOFT 365: TOMORROW'S WORKFORCE WEIGHS IN

SADA 2022 College Pulse survey results





Tomorrow's workforce prefers Google

One of life's big transitions occurs when we leave school and start a career. We graduate from campuses full of assignments and papers to offices with projects and reports. The tools we use in school are often the same ones we encounter in workplaces, including spreadsheets, presentation software, and word processors.

Curious to hear from young adults about their preferences in collaboration and productivity tools, we commissioned a survey from College Pulse, an independent company that specializes in gathering the opinions of college students. We wanted to know what young people who stood at the thresholds of their careers thought about the platforms they have been using at school and expected to use on the job.



College Pulse fielded a survey of 12 questions to 750 students at 52 colleges around the United States between June 8 and 10, 2022. The margin of error for this survey was +/- 4.1%. We focused on students in a number of majors including business administration, computer science, and medicine.

We focused primarily on productivity and collaboration tools commonly used in the workplace. The two leading solutions in this category are Google Workspace and Microsoft 365. Both provide word processing, spreadsheets, email, conferencing, and presentation software. While preferences in cloud computing aren't necessarily as relevant in an academic setting, we also asked students for their opinions on Microsoft Azure, Amazon Web Services (AWS), and Google Cloud Platform (GCP).

The results

Our survey revealed that students who are about to enter the workforce overwhelmingly prefer Google over Microsoft productivity and collaboration tools. From spreadsheets to documents, from email to presentations, Google was the clear winner of our survey.

One exception was the category of video conferencing. Neither Google nor Microsoft took the lead here. This category belonged to Zoom, the platform that many turned to in the early days of the pandemic. Zoom quickly entered the zeitgeist as synonymous with remote work and schooling, before Google Meet was offered as a free alternative.

If given the choice, which of the following tools would you use for collaborating with a team in drafting a document or writing a paper?

Google Docs

86%

Microsoft Word

14%



“Throughout the use of Google Docs, partners and I are able to collaborate on projects while being [in] different areas.”

- Florida State

If given the choice, which tool would you use for collaborating with a team to develop a presentation?

Google Slides

75%

Microsoft PowerPoint

25%

"My service learning class last semester largely consisted of inputting information from a database into a spreadsheet, and most of the group projects I have worked on in the last few years have been done [using] online tools like Google Slides, Google Docs, etc."

- Tulane

If given the choice, which tool would you use for collaborating with a team to work with charts and data?

Google Sheets

62%

Microsoft Excel

38%



"Usually I have one class per semester where I need to collaborate with peers for a project, which we usually use Google Docs for papers or Google Sheets for data entry."

- Gustavus

Which email platform do you prefer?

Gmail

72%

Microsoft Outlook

22%

Other / No preference

6%



Please select your top three preferred video conferencing platforms:

Zoom

93%

Microsoft Teams

50%

Google Meet

37%

Skype

21%

Other

12%

Webex

11%



"After several years of distant learning, distant meetings, and online lessons, I have 2 years of experience with using Zoom and Google Meet to hold online conferences."

- Clemson

If given the choice, which conferencing platform would you use for meeting to collaborate on a project?

Zoom

72%

Microsoft Teams

17%

Google Meet

5%

Other

3%

Skype/WebEx

2%

Not sure

2%



Which overall suite of productivity tools do you feel offers a more advanced, seamless way for teams to work together?

Google Workspace

75%

Microsoft 365

22%

Other / No preference

3%



"I have a great deal of experience collaborating on group projects using online tools for writing, data entry, creating presentations, or video conferencing. For example, shared platforms using Google were very common for producing deliverables for class such as Docs, Sheets, and Slides."

- Davidson College

Please select your top two most important factors in choosing productivity tools:

Ease of use

86%

How much they help my productivity

40%

How much other people use them

33%

Aesthetic appeal

23%

How much I expect to use them in my future career

8%

Other things being equal, which productivity suite would make a job offer at a future workplace more appealing?

Google Workspace

47%

Microsoft 365

33%

Makes no difference

20%

"In general, I typically use Google...tools in order to collaboratively work on projects with my group mates. Otherwise, I don't really use anything else."

- Georgia Tech

Have you worked with any of the following public cloud platforms for software development, application hosting, or data analytics?

None of the above

49%

Google Cloud Platform (GCP)

37%

Amazon Web Services (AWS)

16%

Microsoft Azure

11%

Other things being equal, which cloud platform would make a job offer at a future workplace more appealing?

Google Cloud Platform (GCP)

41%

Makes no difference

26%

Amazon Web Services (AWS)

20%

Microsoft Azure

12%





Conclusion

We see a story in this data of a generation that has broad familiarity with multiple platforms and tools, prefers Google products, and is flexible in its use of tools in specific categories, particularly when it comes to conferencing.

With regard to cloud platforms, this is a cohort that is still largely undecided, with about half of the respondents (49%) reporting no familiarity with cloud platforms in general. That said, of those who have used the cloud for software development, application hosting, or data analytics, GCP leads at 37%, more than AWS (16%) and Microsoft Azure (11%) combined.

We suspect that the striking preference for other Google products, including Docs (86%), Slides (75%), and Sheets (62%) is influencing an openness to GCP, with 41% reporting that a job offer from an employer using this platform would be more appealing, with the next two cloud contenders trailing “Makes no difference.”

Zoom deserves credit for being first out of the gate when the world went into lockdown. Having acknowledged that, we’re curious how this cohort will regard Google Meet when they encounter it as part of the integrated suite of tools in Google Workspace. How long will loyalty to Zoom endure when this upcoming workforce begins collaborating over Meet within the context of Docs, Sheets, and Slides?

No generation in recent memory has undergone such a disruptive historical event during their college years as the one coming into today’s workforce. They learned to adapt and endure, and have come to rely on digital tools that will continue to serve them in their careers. We anticipate that these young professionals will have much to teach us about resourcefulness and collaboration for many years to come.



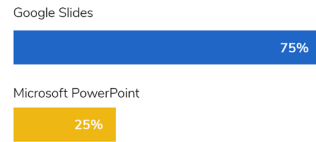
Appendix: Survey Summary



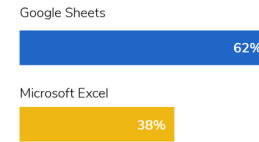
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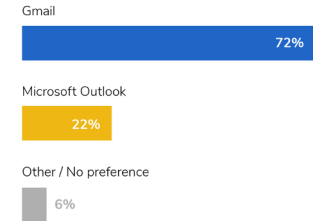
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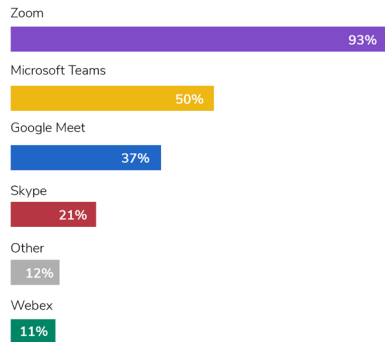
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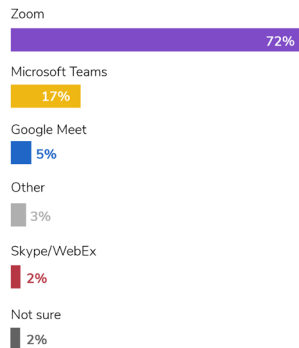
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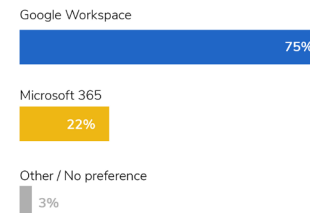
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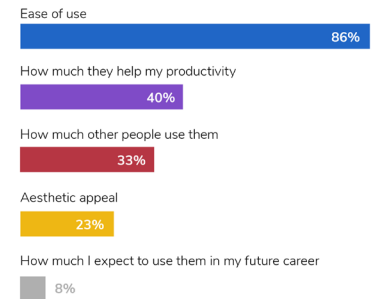
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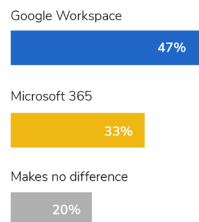
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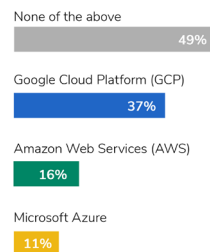
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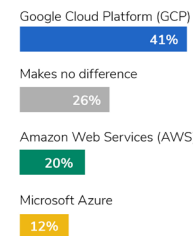
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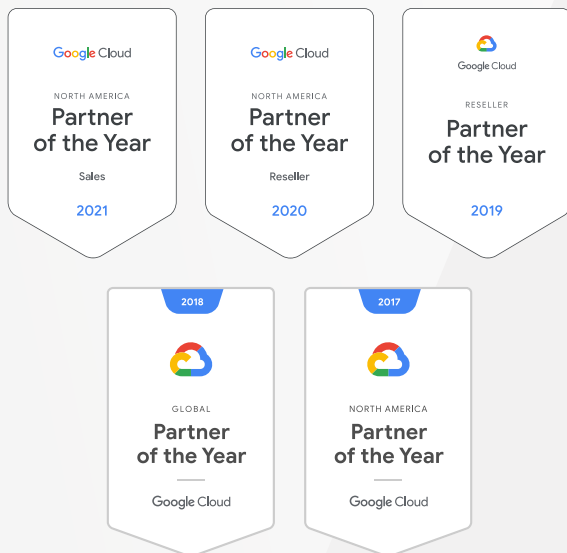


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Other things being equal, which cloud platform would make a job offer at a future workplace more appealing?





About SADA

At SADA, we climb every mountain, clear every hurdle, and turn the improbable into possible – over and over again. Simply put, we propel your organization forward.

It's not enough to migrate to the cloud, it's about what you do once you're there. Accelerating application development. Advancing productivity and collaboration. Using your data as a competitive edge. When it comes to Google Cloud, we're not an add-on, we're a must-have, driving the business performance of our clients with its power.

Beyond our expertise and experience, what sets us apart is our people. It's the spirit that carried us from scrappy origins as one of the Google Cloud launch partners to an award-winning global partner year after year. With a client list that spans healthcare, financial services, media and entertainment, retail, manufacturing, public sector and digital natives – we simply get the job done, every step of the way.

Your challenges are ours. We're ready. Let's go.

"SADA constantly searches for new ways for employees to collaborate and be creative while ensuring that we get the most from our investment in Google Workspace."

Mike Ford
SVP of Software Development & Systems Engineering | Sony Pictures Imageworks

"It's a testament to SADA's change management process that we had such a smooth transition to Google Meet. The overall intuitiveness of Google Workspace was a great help, too, so it wasn't very difficult to drill down and understand how to share a meeting and how to start and end calls."

Chad Pierce
Head of Technology Architecture and Solutions | WeWork

"SADA was a great fit for us because of their focus on not just deploying Google Workspace but also driving user adoption."

Justin Slaten
Senior Vice President of IT & Security | TrueCar

A few of our clients

