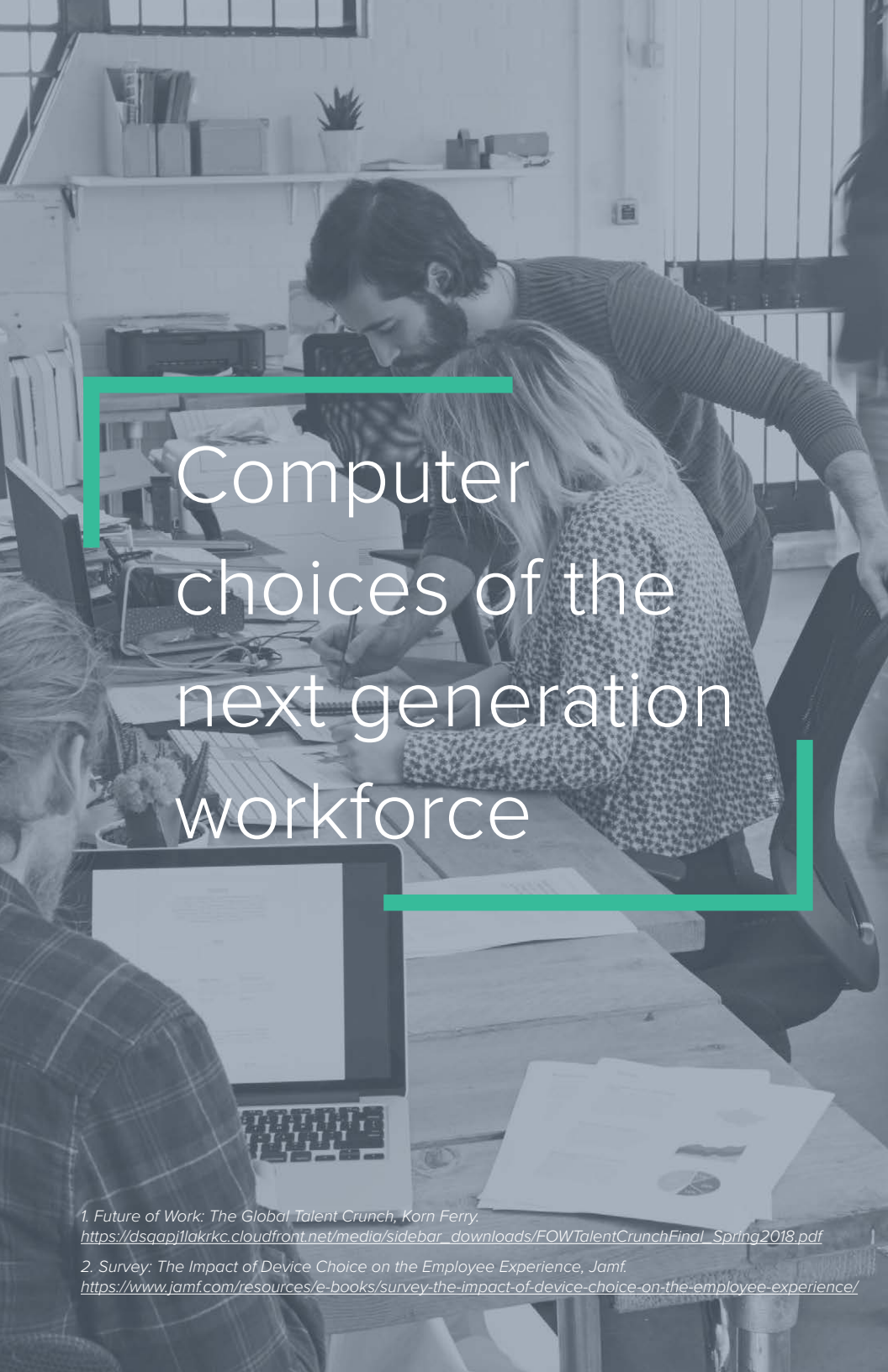


A top-down view of a diverse group of business professionals in a meeting, with a teal overlay and white text. The image shows several people around a table, some using laptops and tablets. The text is centered and framed by white lines.

The influence of student device choice on the modern workplace



Computer choices of the next generation workforce

If you've been trying to attract and retain top talent in your organization, you know that **it's a candidate-driven market.** And with the global talent deficit of highly-skilled workers projected to rise significantly for the next 10 years¹ and beyond, companies seeking in-demand employees need to stay on their game.

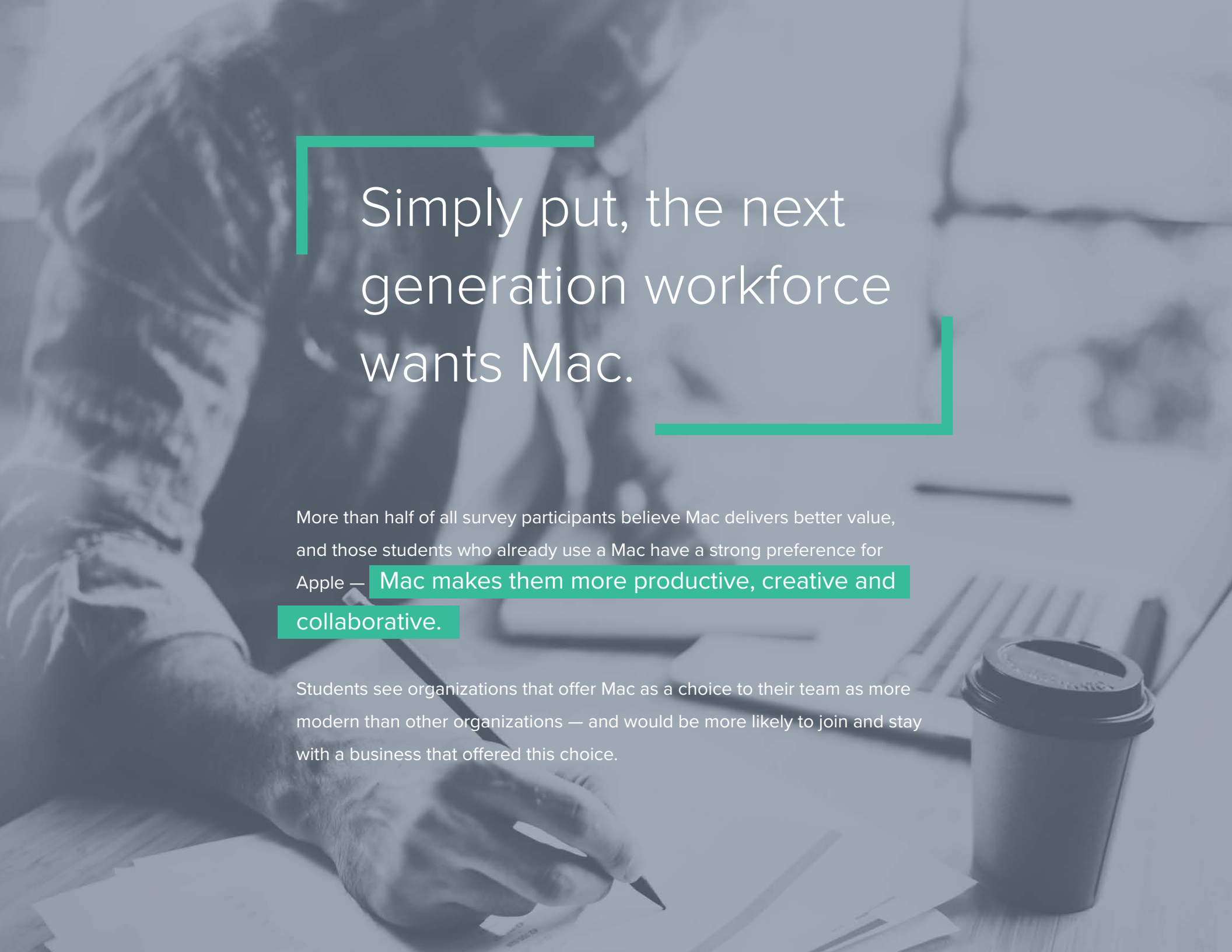
One key strategy to increase an employer's appeal to tech-savvy prospects is to **offer computer choices².** To determine the best offerings, it helps to consult students who will be joining the workforce in the next few years.

In February/March of 2019, Jamf commissioned Vanson Bourne, a third-party research firm, to conduct a survey on current college and university students to discover the extent to which computer choices influence their employment decisions.

2,244 students in five countries across multiple areas of study provided insight regarding computer brand choice — and what they expect as they enter the workforce.

1. *Future of Work: The Global Talent Crunch*, Korn Ferry.
https://dsqapjllakrkc.cloudfront.net/media/sidebar_downloads/FOWTalentCrunchFinal_Spring2018.pdf

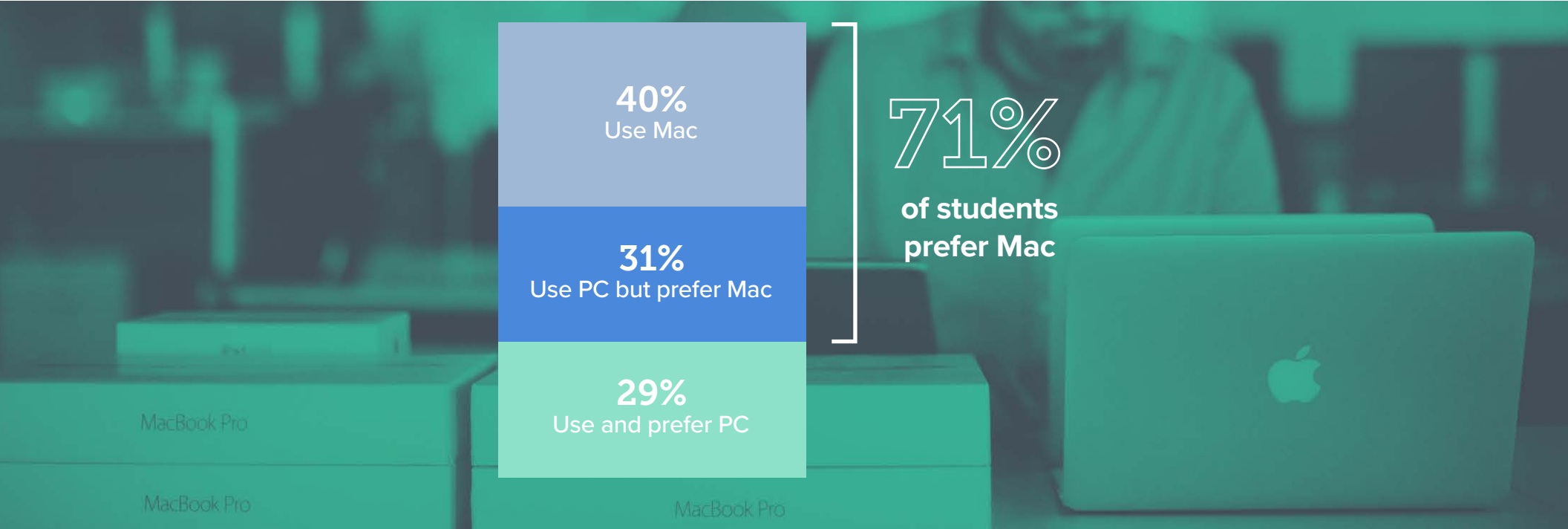
2. *Survey: The Impact of Device Choice on the Employee Experience*, Jamf.
<https://www.jamf.com/resources/e-books/survey-the-impact-of-device-choice-on-the-employee-experience/>



Simply put, the next generation workforce wants Mac.

More than half of all survey participants believe Mac delivers better value, and those students who already use a Mac have a strong preference for Apple — **Mac makes them more productive, creative and collaborative.**

Students see organizations that offer Mac as a choice to their team as more modern than other organizations — and would be more likely to join and stay with a business that offered this choice.



Current state of device usage

71% of students prefer Mac

40% surveyed currently use a Mac, and 60% a PC. However, 51% of PC-owning students would prefer to use a Mac if cost were not a consideration. (The total cost of ownership is lower for a Mac than for a PC¹; however, some students may make their choices based solely on the greater upfront cost of a Mac.)

¹. Total Cost of Ownership: Mac Versus PC in the Enterprise, Jamf.
<https://www.jamf.com/resources/white-papers/total-cost-of-ownership-mac-versus-pc/>

Drivers of device usage

Across the board, Mac users have strong feelings toward their brand. Essential reasons for why they chose to purchase Mac include: ease of use, reliability, durability and easy synchronization (continuity) with other devices.

The dominant driver for a PC user was price.¹

Why Mac?

(top multiple-choice answers)

- ✓ 64% Like the brand
- ✓ 60% Style and design
- ✓ 59% Ease of use
- ✓ 57% Reliability
- ✓ 49% Syncing with other devices
- ✓ 48% Durability
- ✓ 37% Best with apps

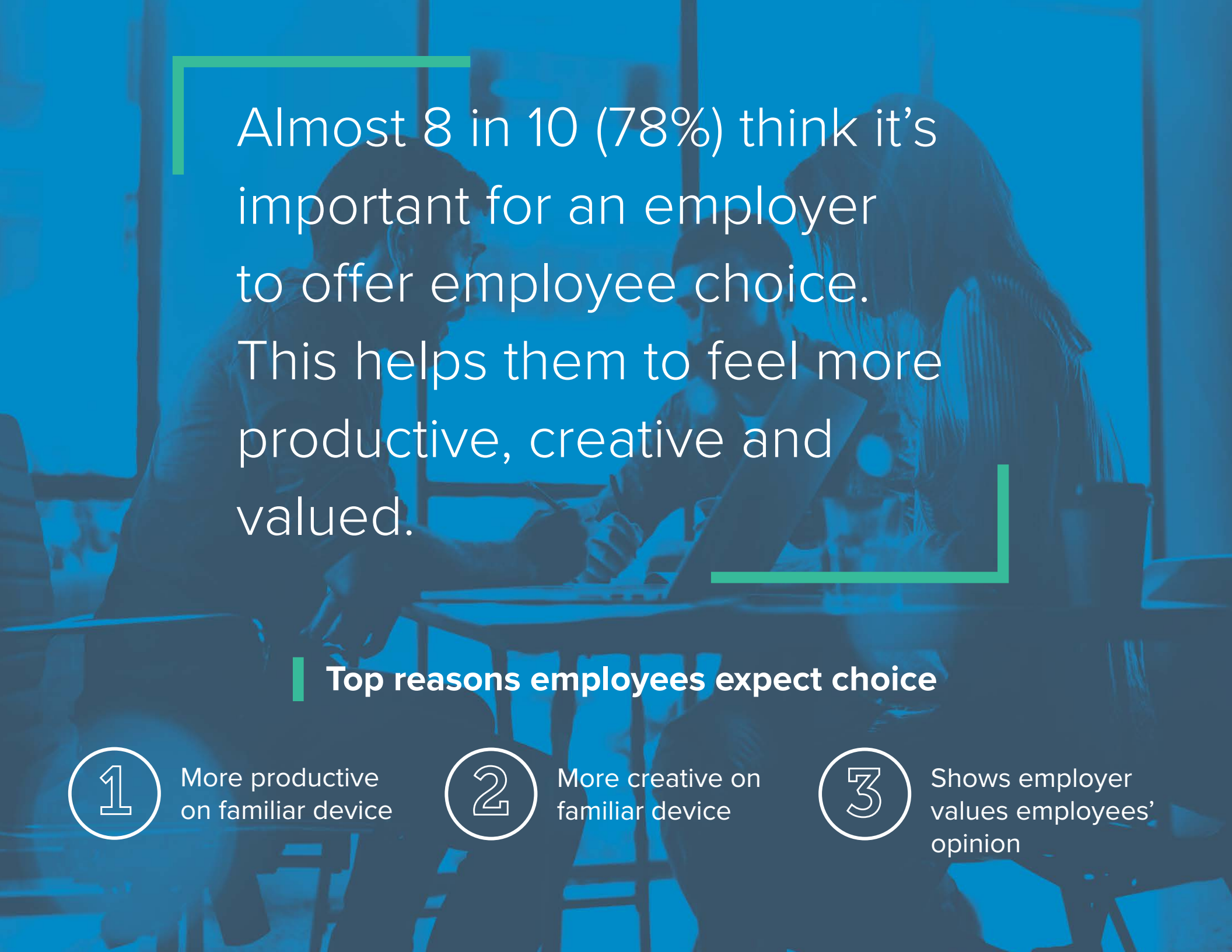
Why PC?

(top multiple-choice answers)

- ✓ 51% Price



1. All reasons rate higher for Mac versus PC. The only reason rated higher for PC was price.



Almost 8 in 10 (78%) think it's important for an employer to offer employee choice. This helps them to feel more productive, creative and valued.

Top reasons employees expect choice

1

More productive on familiar device

2

More creative on familiar device

3

Shows employer values employees' opinion



Choosing and remaining with an employer

67% of students, regardless of what computer they own, agree they are more likely to choose and stay at an organization that offers them a choice in work computer.

As more than half of enterprise organizations (52%) now offer their employees the ability to choose what type of computer they use at work and 72% choose Mac¹, offering Apple options could be a game-changer.

1. *The Impact of Device Choice on the Employee Experience*, Jamf ebook
<https://www.jamf.com/resources/e-books/survey-the-impact-of-device-choice-on-the-employee-experience/>

Reasons for choosing Mac

The majority of students think Mac provides the greatest value. In fact, 43% of students using a PC even agree that Mac provides the greatest value, despite having a higher initial price point, than any other brand of laptop/computer. And when you ask Mac users themselves, they overwhelmingly understand the value of a Mac over PC: They see Mac as more intuitive, longer-lasting, more secure and more encouraging of productivity.

Why Mac is a better value *(from multiple-choice answers)*

✓ 58% Intuitive and easy to use

✓ 50% Longer-lasting

✓ 43% More secure

✓ 40% More productive





Modern talent requires modern tools

In this new hiring climate, organizations will need to employ every strategy they can to secure top talent from colleges and universities — and the competition will be fierce. While a combination of strategies will be necessary to survive the global talent shortage, one clear advantage is offering employees access to Mac.

Next generation **job seekers see Mac as more intuitive, more modern and more easily integrated with their other devices.** This leaves them free to be more productive, creative and collaborative. Most are already familiar with Apple products, and the majority believe Mac offers the highest value.

Providing stellar talent with the tools they prefer is one way to attract and retain the tech-savvy teams that will carry your organization through for the next twenty years and more.



Jamf Pro for Mac management

Is your organization interested in benefiting from Mac and an employee-choice program? Turn to the experts for help.

Contact us today to get started or take Jamf Pro for a free trial and put our Mac management capabilities to the test first.

[**Contact Now**](#)

[**Request Trial**](#)

Or contact your preferred authorized Apple reseller to take Jamf for a test drive.