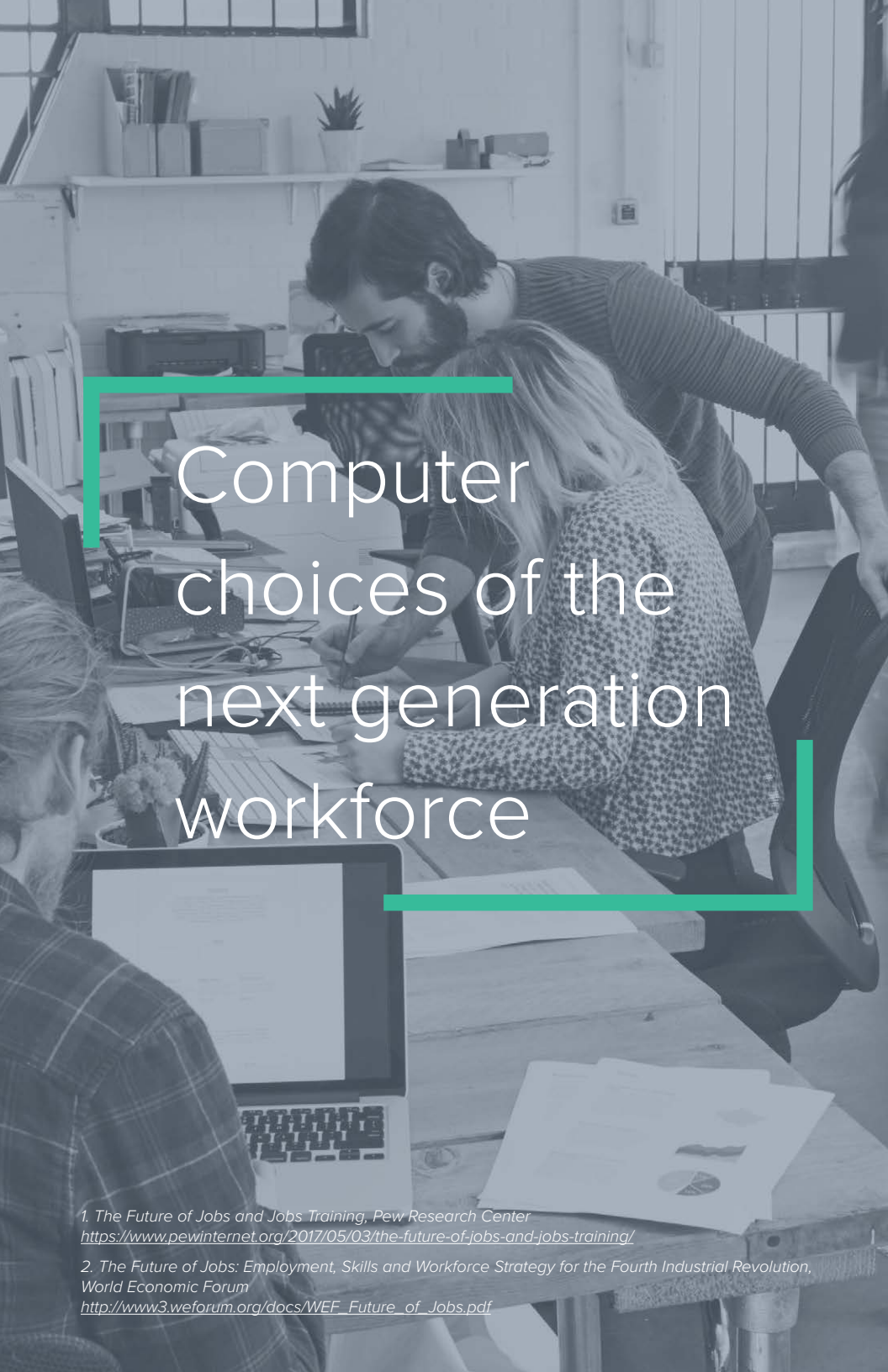# The importance of student device choice when preparing for the modern workplace
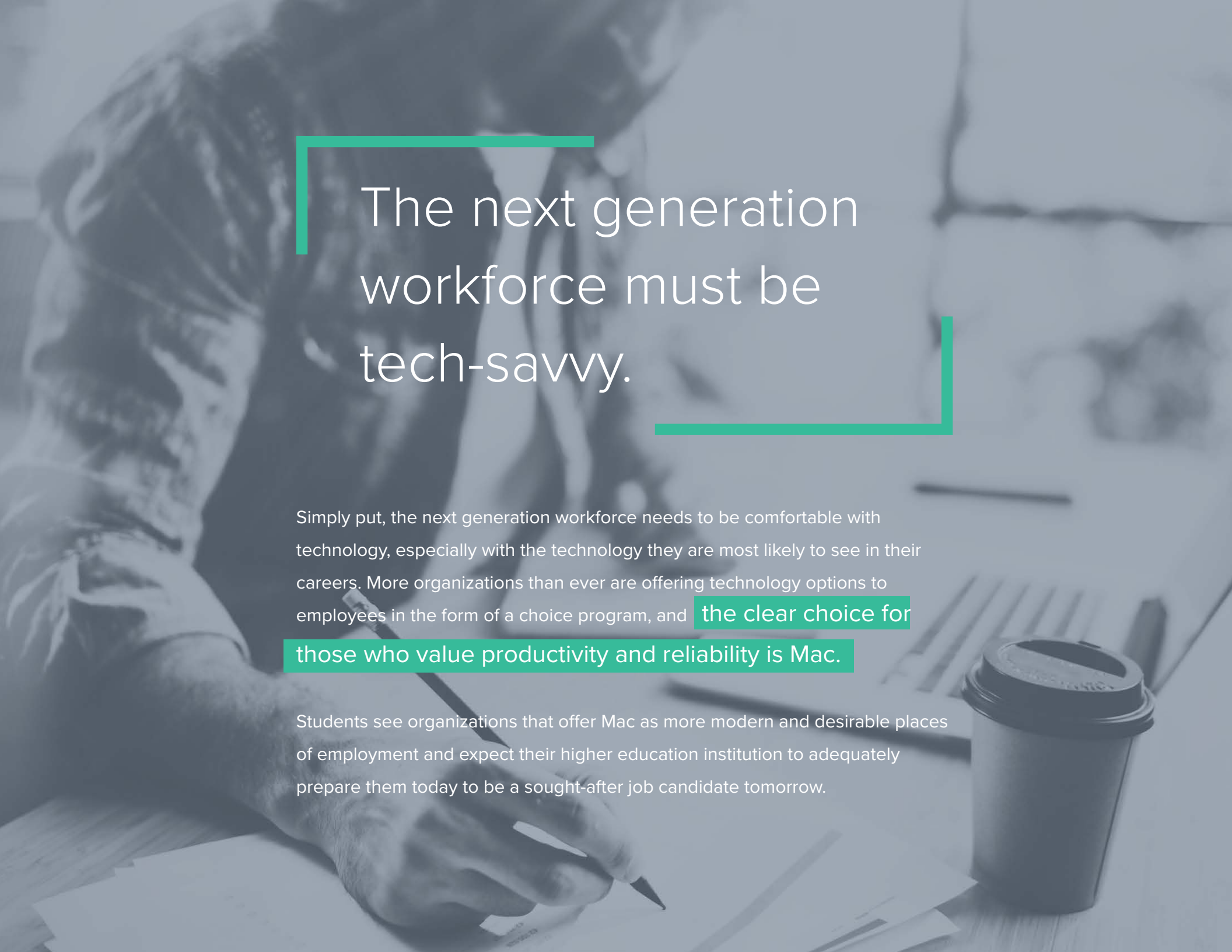
Computer choices of the next generation workforce

Worldwide studies of the labor market and the digital divide[1] demonstrate how vital it is for educational institutions to ensure students emerge with the high-tech skills they need to compete in today's increasingly automated and technological workforce. According to the World Economic Forum, **"The education system will need to adapt to prepare individuals for the changing labor market."[2]** Schools seeking to recruit and produce this top talent would do well to invest in the technology students find most useful and comfortable in educational settings and beyond. But what technology do they need?

To find out, Jamf commissioned Vanson Bourne, a third-party research firm, to conduct a survey of 2,244 students who currently use a Mac or PC for education purposes in five countries across a variety of areas of study to discover the extent to which computer choices influenced their productivity and preparedness for the work world ahead.

1. The Future of Jobs and Jobs Training, Pew Research Center
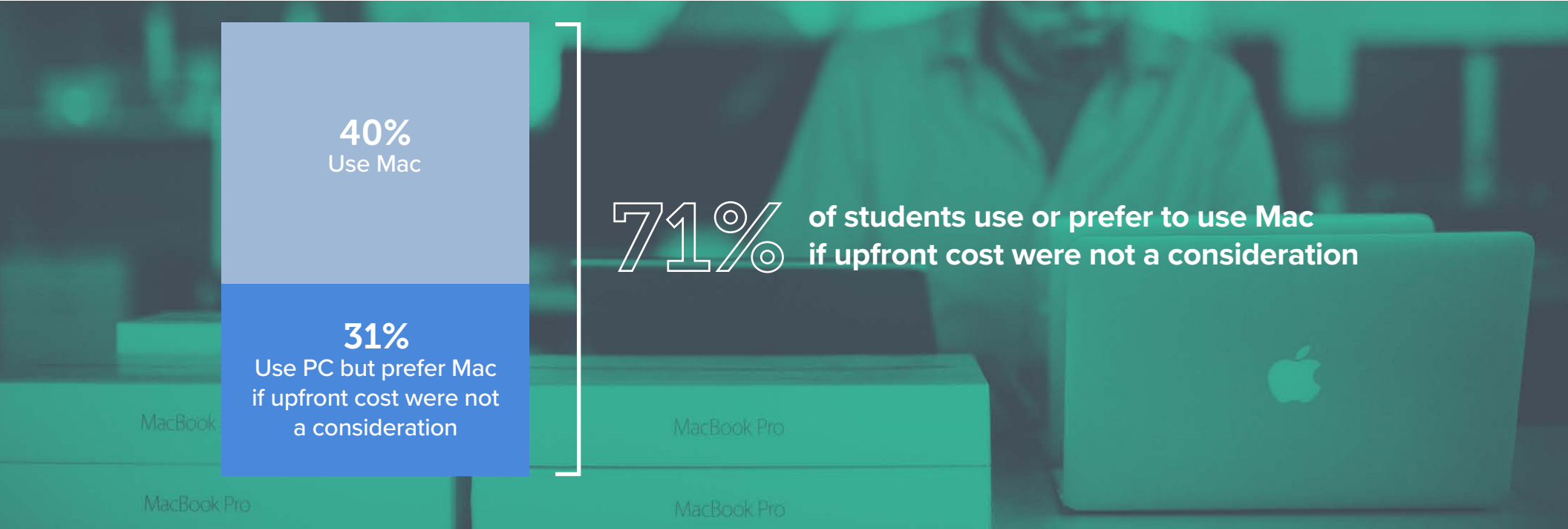https://www.pewinternet.org/2017/05/03/the-future-of-jobs-and-jobs-training/

2. The Future of Jobs: Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution, World Economic Forum
http://www3.weforum.org/docs/WEF_Future_of_Jobs.pdf

The next generation workforce must be tech-savvy.

Simply put, the next generation workforce needs to be comfortable with technology, especially with the technology they are most likely to see in their careers. More organizations than ever are offering technology options to employees in the form of a choice program, and **the clear choice for those who value productivity and reliability is Mac.**

Students see organizations that offer Mac as more modern and desirable places of employment and expect their higher education institution to adequately prepare them today to be a sought-after job candidate tomorrow.

40%
Use Mac

31%
Use PC but prefer Mac
if upfront cost were not
a consideration

71% of students use or prefer to use Mac
if upfront cost were not a consideration

Current state of device usage

71% of students use or prefer to use Mac if upfront cost were not a consideration

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 PC[1]; 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
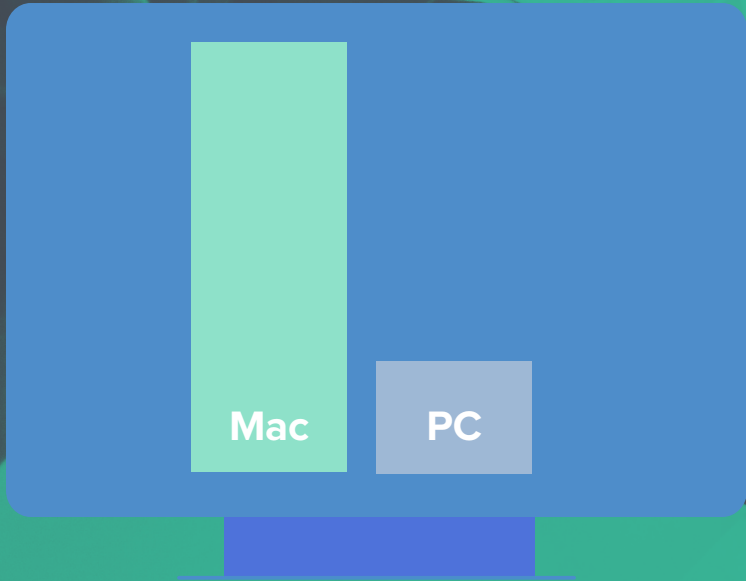
☑ **37%** Best with apps

Why PC?
(top multiple-choice answers)

☑ **56%** Price

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

Mac / PC

Mac
PC

Four times

as many Mac users state that their devices sync nicely with other devices; only 12% of PC users did.

Significance of connected devices

Regardless of current device brand, 91% of students would prefer to use a computer which easily connects with other devices they own. Four times as many Mac users state that their devices sync nicely with other devices; only 12% of PC users did.

Tablet use in higher education

46% of students use a tablet in their education. Regardless of current computer brand, Apple iPad is the preferred tablet for schoolwork: Of those who use tablets, 84% of Mac owners and 40% of PC owners use iPad for educational purposes. 94% of higher education institutions say they use iPad to enhance learning; in fact, forward-thinking schools have begun providing each student with an iPad to improve outcomes — including career readiness.[1]

1. https://www.jamf.com/resources/white-papers/1-to-1-ipad-programs-in-higher-education/

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 students value employee choice

1 More productive on familiar device

2 More creative on familiar device

3 Shows employer values employees' opinion

70%

are likely to choose or stay at an employer that offers choice

Choosing and remaining with an employer

70% 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 Mac[1], students already familiar with Apple products will be better prepared for these choices.

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 better 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?
(from multiple-choice answers)

☑ **58% Intuitive and easy to use**

☑ **50% Longer-lasting**

☑ **43% More secure**

☑ **40% More productive**

Modern students need modern tools

As the digital divide increases, students will need to stand out from the crowd as desirable, tech-savvy candidates. Even those who work in non-technical fields will need to be adept with using preferred technologies.

Encouraging Mac use among students is important not only because students themselves prefer Mac for educational purposes, but also because employers will be expecting them to ask for them in the future.

Those with the digital edge will find themselves in a better position to continue learning and growing in an increasingly technical workplace.

Jamf for Apple management

Is your institution interested in preparing students for their future careers by offering them a Mac for educational purposes? Turn to the experts for help.

Contact us today to get started or take Jamf 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.