Introduction and Landscape

**CURRENT CLIMATE**

Productivity software solutions can define how an organization works, and the last two years have revolutionized almost all aspects of how teams collaborate using their productivity software. Two major trends have emerged:

**REMOTE & HYBRID WORKING**

COVID-19 drastically redefined the workplace as employees everywhere were sent home. Desk workers quickly adapted to work-from-home policies and procedures. Remote work has become a standard that will likely persist long after the pandemic ends. Hybrid and full work-from-home models are here to stay.

**THE GREAT RESIGNATION**

Throughout 2021, increasing numbers of employees left their jobs. Looking specifically at desk workers, we see increased frustration surrounding communication in the remote world of work. Additionally, work-life balance has become harder to define as homes became workplaces. Increasing burnout has led many desk workers to reconsider their professions altogether.

The rise in hybrid/remote work models has shone a spotlight on the need for productivity software that enables collaboration, communication, and the building of workplace culture—from anywhere. Based on our survey data, Google Workspace can play a pivotal role in supporting organizations as they adopt new ways of working.

**SURVEY BACKGROUND**

Google commissioned Quadrant Strategies to examine and compare the experiences of organizations using either Google Workspace or Microsoft 365. We did this by documenting what users had to say about their own use of their organization's respective productivity solution, rather than comparing specific Microsoft 365 and Google Workspace features. Conducting this comparison through a quantitative survey provided statistical confidence to our findings.

To make sure we were getting a true comparison, we carefully balanced the two groups of respondents: those using only Microsoft 365, and those using Google Workspace. The goal was to make sure the groups had comparable samples across all characteristics that could influence the results—company size, industry vertical, country, age, ratio of managers to non-managers, and range of job functions and departments within their companies. These comparable samples provided us the assurance that differences are due to experiences with the productivity solutions, rather than differences due to sample. A detailed look at the profiles of the survey respondents is contained in Appendix B.
**KEY FINDINGS**

**CULTURE CHANGE**
Google Workspace can create a culture of collaboration and help drive innovation.

**NETWORK EFFECT**
Businesses that adopt Google Workspace are more likely to report greater productivity, innovation, and increasing revenue than businesses that adopt Microsoft 365.

**PROOF IN THE SWITCH**
Google Workspace switchers* have a more positive view of the solution’s impact on collaboration and communication compared to Microsoft 365 switchers.*

**MOBILE WORK**
The ability to work from devices other than a computer is a key differentiator for Google Workspace, which can allow for higher remote work and deskless productivity in an increasingly remote and hybrid work world.

**ENGAGES EMPLOYEES**
Switching to Google Workspace was reported with increased innovation, productivity, and improved collaboration.

**USE LEADS TO PREFERENCE**
The more Google Workspace tools a user employs, the greater their preference for the solution. Users also report smoother integration and adoption when compared to Microsoft 365.

*A switcher is someone who switched from another solution to Google Workspace or M365 during their tenure*
CREATING A CULTURE OF COLLABORATION

Google Workspace can drive collaboration benefits that positively influence information sharing and innovation.

The greater degree of collaboration associated with Google Workspace was reported to lead to noticeable increases in innovation.

These benefits are allowing employees to work together more efficiently.

82% of Google Workspace switchers* say after switching “my team has become more innovative” vs. 47% of Microsoft 365 switchers* 1

Ease of sharing information and real-time co-creation in documents helps drive a broader culture of collaboration.

Google Workspace consistently outperformed Microsoft 365 on attributes related to collaboration. Google Workspace users are more likely to agree that real-time collaboration has become the norm on their team.

The average number of collaborators per document in Google Workspace is nearly double the number for Microsoft 365.

**INNOVATION**

**POSITIVE IMPACT**

<table>
<thead>
<tr>
<th>Google users</th>
<th>Microsoft users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google/ Microsoft allows me to quickly and easily get what I need from team members.</td>
<td>56%</td>
</tr>
<tr>
<td>Real-time collaboration on document creation has become standard practice for my team using Google/Microsoft.</td>
<td>53%</td>
</tr>
</tbody>
</table>

Google Workspace vs. Microsoft 365: Average Collaborators per Document

<table>
<thead>
<tr>
<th>13.4</th>
<th>7.2</th>
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</thead>
<tbody>
<tr>
<td>Google Workspace</td>
<td>Microsoft 365</td>
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</table>

*Those who have switched to Google Workspace/Microsoft 365 in their tenure
The positive impacts of Google Workspace are seen among companies of all sizes, but large businesses report an outsized influence on communication and productivity. Google switchers from large businesses are more likely to report innovation and increasing revenue than Microsoft switchers from large businesses.

**COMMUNICATION**

Google Workspace users report higher levels of communication than Microsoft 365 users. Additionally, the impact of communication grows with company size for Google.

People on my team think the communication platforms we use on Google/Microsoft facilitate meaningful conversations.  

*Showing % Strongly Agree*

<table>
<thead>
<tr>
<th></th>
<th>Google users</th>
<th>Microsoft users</th>
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</thead>
<tbody>
<tr>
<td>Small Business</td>
<td>43%</td>
<td>27%</td>
</tr>
<tr>
<td>Mid-Sized Business</td>
<td>48%</td>
<td>45%</td>
</tr>
<tr>
<td>Large Business</td>
<td>54%</td>
<td>40%</td>
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</table>

**PRODUCTIVITY**

The communication environment created by Google Workspace enabled somewhat higher levels of productivity

The positive impact of Google Workspace on team productivity was greater with company size. Small businesses using Google Workspace report being more productive than small businesses using Microsoft 365, but report less productivity gains compared to larger companies using Google Workspace.

**INNOVATION**

84% of Google switchers* from large businesses say that their company has become “more innovative” since switching software vs. 42% of Microsoft switchers* from large businesses

**HIGHER REVENUE**

68% of Google switchers* from large businesses say that their company’s revenue has increased since switching software vs. 28% of Microsoft switchers* from large businesses

*Those who have switched to Google Workspace/Microsoft 365 in their tenure
Google Workspace switchers* report the largest positive impact on how people work together.

Across attributes related to communication and collaboration, Google switchers* were the most satisfied, even when compared to standard Google Workspace users.

### COMMUNICATION

The communication platforms on [Google/Microsoft] facilitate meaningful conversations.10

<table>
<thead>
<tr>
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<th>Showing % Strongly Agree</th>
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<tbody>
<tr>
<td>Google users</td>
<td>52%</td>
</tr>
<tr>
<td>Microsoft users</td>
<td>40%</td>
</tr>
<tr>
<td>Google switchers*</td>
<td>68%</td>
</tr>
<tr>
<td>Microsoft switchers*</td>
<td>43%</td>
</tr>
</tbody>
</table>

### COLLABORATION

Real-time collaboration on document creation has become standard practice for my team using Google Workspace/Microsoft 365.11

<table>
<thead>
<tr>
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<th>Showing % Strongly Agree</th>
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<tbody>
<tr>
<td>Google users</td>
<td>53%</td>
</tr>
<tr>
<td>Microsoft users</td>
<td>34%</td>
</tr>
<tr>
<td>Google switchers*</td>
<td>65%</td>
</tr>
<tr>
<td>Microsoft switchers*</td>
<td>38%</td>
</tr>
</tbody>
</table>

### SWITCHERS’ PERSPECTIVE

Switchers have a unique perspective since they have experienced their current role under multiple productivity suites. Google Workspace switchers, those whose company adopted Google Workspace during their tenure, consistently report a positive impact on collaboration.

*Those who have switched to Google Workspace/Microsoft 365 in their tenure*
As many workers transitioned to a remote or hybrid work model, the ability to be productive on devices other than a computer has increased in importance. Our data shows that Google Workspace can deliver a more productive mobile and remote working experience than Microsoft 365.

52% of Google Workspace users reported that their teams work “very productively” when remote, compared to only 44% of Microsoft 365 users. Google Workspace users of all ages are working from their phones and tablets more frequently than their Microsoft 365 counterparts. By empowering employees to work from mobile devices anywhere, Google Workspace can increase remote and deskless productivity.
Switching to Google Workspace positively impacts productivity and innovation across age groups, especially for younger (18-34 year old) employees.

**GOOGLE WORKSPACE IMPACT ON ORGANIZATIONS**

**PRODUCTIVITY**

70% of Younger Google switchers* strongly agree that Google Workspace “saves me time so I’m able to focus on my work”

* *52% of Younger Microsoft switchers* 15

**INNOVATION**

82% of Younger Google switchers* say since adopting Google Workspace “my team becomes more innovative”

* *66% Younger Microsoft switchers* 16

These trends hold true for older employees as well.

Has [Google/Microsoft] made an impact on the way you work?17

Showing % Yes, a **significantly positive** impact

<table>
<thead>
<tr>
<th>18-34 Years old</th>
<th>35-54 Years old</th>
<th>55+ Years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>52% of Microsoft switchers*</td>
<td>29% of Microsoft switchers*</td>
<td>17% of Microsoft switchers*</td>
</tr>
<tr>
<td>66% of Google switchers*</td>
<td>51% of Google switchers*</td>
<td>57% of Google switchers*</td>
</tr>
</tbody>
</table>

Productivity software has the largest positive impact on the way younger employees work, across Microsoft and Google users. Thus, younger employees derive more positive impacts from Google Workspace, followed closely by older age groups.

*Those who have switched to Google Workspace/Microsoft 365 in their tenure
The more Google Workspace tools a user employs, the greater their preference for the solution. Google Workspace users also report smoother integration and adoption when compared to Microsoft 365 users.

**USAGE → PREFERENCE**

As users’ reliance on Google Workspace tools increases, so does their preference for Google Workspace.¹⁸

- Of those who use only one Google Workspace product category, 41% would prefer to use Google Workspace at work.
- This increases to 53% for those who use 2 or 3 Google Workspace product categories.
- And among those who use 4 Workspace product categories, 68% say they would prefer to use Google Workspace at work.

**IMPLEMENTATION**

**SMOOTH INTEGRATION**

Google Workspace can be used alongside existing software and integrates well with other software solutions (including Microsoft 365). **Compared to Microsoft 365 users, Google Workspace users report that the solution integrates and interacts more easily with other software.**

- 48% of Google Users vs. 25% of Microsoft Users report that their software solution interacts “very well” with other software that their team uses.¹⁹

**EASY ADOPTION**

50% of Google Workspace switchers* said their teams felt comfortable using Google Workspace in less than a month.

- 50% of Google Switchers vs. 37% of Microsoft Switchers said their teams felt comfortable using Google Workspace in less than a month.²⁰

*Those who have switched to Google Workspace/Microsoft 365 in their tenure*
Appendix A: Impact on users by country

Outcomes for users in the U.S.

Users from the U.S. tended to feel most positively about their productivity software compared to users in France and the U.K.

**Among GWS users in the U.S.:**

- 60% strongly agree that “[Google Workspace] allows people on my team to get what they need from others at my company quickly and easily.”
- 64% report that their team works together “very well” using Google Workspace.

Outcomes for users in the U.K.

Google Workspace users from the U.K. felt more confident in the security and integration of their productivity software than Microsoft 365 users from the U.K.

**Among users in the U.K.:**

- 60% of Google Workspace users reported feeling that their documents, files, and conversations are “very secure” vs. only 47% of Microsoft 365 users.
- 42% of Google Workspace users felt that their productivity software interacts “very well” with other software, compared to only 12% of Microsoft 365 users.

Outcomes for users in France

After switching to Google Workspace, users in France found access to information became notably simpler.

**Among users in France:**

- 76% of Google Workspace switchers* reported that it became easier to find information, compared to only 43% of Microsoft 365 switchers.
- 62% of Google Workspace switchers* agreed that accessing files through search became easier after switching, compared to only 38% of Microsoft 365 switchers.

*Those who have switched to Google Workspace/Microsoft 365 in their tenure
Appendix A: Impact on users by country cont.

Outcomes for users in India

Google Workspace users in India tended to feel highly positive about their productivity software and are significantly more productive on mobile than Microsoft 365 users.

Among users in India:

- 74% of Google Workspace users felt that their team works together “very well” using Google Workspace.\(^{27}\)
- 79% of Google Workspace users reported being able to be “very productive” while remote, compared to only 52% for Microsoft 365.\(^{28}\)

Outcomes for users in Brazil

Google Workspace users in Brazil are much more likely to complete intensive tasks with their mobile devices than their Microsoft 365 counterparts.

Among users in Brazil:

- 67% of Google Workspace users regularly participate in meetings through their phone or tablet, compared to only 53% of Microsoft 365 users.\(^{29}\)
- 64% report working on their phone “very often” compared to only 44% of Microsoft 365 users.\(^{30}\)

Outcomes for users in Japan

Collaboration is less popular among Google Workspace users in Japan with smaller shares finding collaboration to be standard practice.

Among users in Japan:

- Only 22% strongly agree that real time collaboration has become the norm on their team using Google Workspace.\(^{31}\)
- 68% report working “independently on a single document and then [passing] it to the next person” using Google Workspace.\(^{32}\)
Appendix B: Methodology

This study was commissioned by Google and conducted by Quadrant Strategies. We surveyed 1,400 desk workers across six countries from November through December 2021 as the basis of this report. In total, participants answered 104 questions.

We matched the two halves of the sample across a broad range of characteristics (outlined in the table below) in order to ensure that sample differences were not driving the results. With a 95% confidence interval, the margin of error is ±3.7% for Google Workspace users and ±3.7% for Microsoft 365 users.

<table>
<thead>
<tr>
<th>Category</th>
<th>Google Workspace users</th>
<th>Microsoft 365 users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company size</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small (5-99 employees)</td>
<td>19%</td>
<td>10%</td>
</tr>
<tr>
<td>Medium (100-999 employees)</td>
<td>41%</td>
<td>32%</td>
</tr>
<tr>
<td>Large (1,000+ employees)</td>
<td>40%</td>
<td>59%</td>
</tr>
<tr>
<td>Manager</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>88%</td>
<td>66%</td>
</tr>
<tr>
<td>Non-manager</td>
<td>11%</td>
<td>33%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
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</tr>
<tr>
<td>18-24</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>41%</td>
<td>27%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>31%</td>
<td>28%</td>
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<tr>
<td>45 to 54</td>
<td>11%</td>
<td>29%</td>
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<tr>
<td>55 to 64</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>65+</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Industry</td>
<td></td>
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<tr>
<td>Technology + Media</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>Banking + Financial + Insurance</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>Consulting + Legal</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Real estate</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Manufacturing + Automotive + Transportation</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Retail + Food and beverage</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Education + Government + Not-for-profit</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>Engineering + Energy + Telecommunications</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Department</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administration</td>
<td>14%</td>
<td>8%</td>
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<tr>
<td>Management</td>
<td>19%</td>
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<tr>
<td>Operations</td>
<td>13%</td>
<td>17%</td>
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<tr>
<td>Finance</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Client Services</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Sales</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>IT</td>
<td>38%</td>
<td>41%</td>
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<tr>
<td>Research</td>
<td>6%</td>
<td>4%</td>
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<tr>
<td>Legal</td>
<td>6%</td>
<td>3%</td>
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<tr>
<td>Human Resources</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>Marketing or Public Relations</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Engineering</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>6%</td>
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<tr>
<td>Country</td>
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<td>N=200</td>
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<tr>
<td>UK</td>
<td>N=100</td>
<td>N=100</td>
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<tr>
<td>France</td>
<td>N=100</td>
<td>N=100</td>
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<tr>
<td>India</td>
<td>N=100</td>
<td>N=100</td>
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<tr>
<td>Japan</td>
<td>N=100</td>
<td>N=100</td>
</tr>
<tr>
<td>Brazil</td>
<td>N=100</td>
<td>N=100</td>
</tr>
</tbody>
</table>

In each group, we identified people as switchers if they had moved from a different productivity suite to either Microsoft 365 or Google Workspace in their tenure at their company. 34% (240 respondents) of our Google Workspace users and 77% (542 respondents) of the Microsoft 365 users met this definition of switcher, and were asked the questions covering their experience of switching. For questions related to switchers, the margin of error with a 95% confidence interval is ±6.33% for Google Workspace switchers and ±4.21% for Microsoft 365 switchers.
Appendix C: Endnotes

Page 4:

1. Q67: Since you adopted [Google Workspace/Microsoft 365], your team has become:
   a. More innovative
   b. Less innovative
   c. No different

2. Q72: Has [Google Workspace/ Microsoft 365] made an impact on the way you work?
   a. Yes, a significantly negative impact
   b. Yes, a somewhat negative impact
   c. No, no impact
   d. Yes, a somewhat positive impact
   e. Yes, a significantly positive impact

3. Q23a: Please indicate how much you agree or disagree with the following statements: [Google Workspace/Microsoft 365] makes it quick and easy for me to get what I need from other team members
   a. Strongly disagree
   b. Somewhat disagree
   c. Somewhat agree
   d. Strongly agree

4. Q21: How much do you agree or disagree with the following statement: Real time collaboration on document creation has become standard practice for my team using [Google Workspace/Microsoft 365].
   a. Strongly disagree
   b. Somewhat disagree
   c. Somewhat agree
   d. Strongly agree

5. Q12: On average, how many people do you collaborate on a document with, before it is finalized? (Open end numeric).

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6. Q31c: Please indicate how much you agree or disagree with the following statements: People on my team think the communication platforms we use on [Google Workspace/Microsoft 365] facilitate meaningful conversations.
   a. Strongly disagree
   b. Somewhat disagree
   c. Somewhat agree
   d. Strongly agree

7. Q90: How would you rate your team’s productivity on the following scale of 1-5?
   a. 5 - Very productive
   b. 4
   c. 3 - Somewhat productive
   d. 2
   e. 1 - Not productive

8. Q67: Since you adopted [Google Workspace/Microsoft 365], your team has become:
   a. More innovative
   b. Less innovative
   c. No different

9. Q68: Since you adopted [Google Workspace/ Microsoft 365], your company has:
   a. Increased its revenue
   b. Had no change in revenue
   c. Decreased its revenue
   d. Don’t know
Appendix C: Endnotes

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10. Q31c: Please indicate how much you agree or disagree with the following statements: People on my team think the communication platforms we use on [Google Workspace/Microsoft 365] facilitate meaningful conversations.
   a. Strongly disagree
   b. Somewhat disagree
   c. Somewhat agree
   d. Strongly agree

11. Q21: How much do you agree or disagree with the following statement: Real time collaboration on document creation has become standard practice for my team using [Google Workspace/Microsoft 365].
   a. Strongly disagree
   b. Somewhat disagree
   c. Somewhat agree
   d. Strongly agree

Page 7:

12. Q42: How productive is your team able to be while working remotely using [Google Workspace/ Microsoft 365] tools?
   a. We never work remotely
   b. Not at all productive
   c. Not very productive
   d. Somewhat productive
   e. Very productive

13. Q41. How often do you work on:
   a. A mobile phone
   b. A tablet
   c. A computer
      i. Very often
      ii. Somewhat often
      iii. Not very often
      iv. Not at all

14. Q40. Which of the following tasks do you regularly complete through your phone or tablet?
   e. Check email
   f. Reply to email
   g. Review documents
   h. Review spreadsheets
   i. Edit documents
   j. Edit spreadsheets
   k. Provide feedback to another employee
   l. Schedule meetings
   m. Participate in meetings
   n. None of the above
Appendix C: Endnotes

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15. Q65: How much do you agree or disagree with the following statement: [Google Workspace/ Microsoft 365] saves me time so I’m able to focus on my work.
   a. Strongly disagree
   b. Somewhat disagree
   c. Somewhat agree
   d. Strongly agree

16. Q67: Since you adopted [Google Workspace/Microsoft 365], your team has become:
   a. More innovative
   b. Less innovative
   c. No different

17. Q72: Has [Google Workspace/ Microsoft 365] made an impact on the way you work?
   a. Yes, a significantly negative impact
   b. Yes, a somewhat negative impact
   c. No, no impact
   d. Yes, a somewhat positive impact
   e. Yes, a significantly positive impact

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18. Q76: Given the choice, which would you prefer to use at work:
   a. Microsoft 365
   b. Google Workspace

19. Q56: How well does your [Google Workspace/ Microsoft 365] interact with other software that your team uses (e.g. CRM, Slack)?
   a. Very poorly
   b. Somewhat poorly
   c. Somewhat well
   d. Very well

20. Q70: How long did it take your team to feel comfortable using [Google Workspace/ Microsoft 365]:
   a. Immediately
   b. Less than 1 month
   c. Between 1 and 3 months
   d. Between 3 and 5 months
   e. Between 6 months and 1 year
   f. Between 1 and 2 years
   g. More than 2 years
   h. We still have not fully adopted [Google Workspace/ Microsoft 365]
Appendix C: Endnotes

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21. Q22a: Please indicate how much you agree or disagree with the following statements: [Google Workspace/Microsoft 365] allows people on my team to get what they need from others at my company quickly and easily
   a. Strongly disagree
   b. Somewhat disagree
   c. Somewhat agree
   d. Strongly agree

22. Q36: How well do you feel your team works together using [Google Workspace/Microsoft 365]?
   a. Very well
   b. Somewhat well
   c. Not very well
   d. Not at all well

23. Q51: How secure do you feel your documents, files and conversations are on [Google Workspace/Microsoft 365]?
   a. Not at all secure
   b. Not very secure
   c. Somewhat secure
   d. Very secure

24. Q56: How well does your [Google Workspace/Microsoft 365] interact with other software that your team uses (e.g. CRM, Slack)?
   a. Very poorly
   b. Somewhat poorly
   c. Somewhat well
   d. Very well

25. Q61: Since you adopted [Google Workspace/Microsoft 365], it is easier to find information:
   a. True
   b. False
   c. It is about the same

26. Q57: Since you adopted [Google Workspace/Microsoft 365], accessing files through search has become:
   a. Simpler
   b. More complex
   c. No different
Appendix C: Endnotes

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27. Q36: How well do you feel your team works together using [Google Workspace/Microsoft 365]?
   a. Not at all well
   b. Not very well
   c. Somewhat well
   d. Very well

28. Q42: How productive is your team able to be while working remotely using [Google Workspace/Microsoft 365] tools?
   a. We never work remotely
   b. Not at all productive
   c. Not very productive
   d. Somewhat productive
   e. Very productive

29. Q40: Which of the following tasks do you regularly complete through your phone or tablet? Select all that apply. Think of
    [Google Workspace/Microsoft 365] apps only for this question.
   a. Check email
   b. Reply to email
   c. Review documents
   d. Review spreadsheets
   e. Edit documents
   f. Edit spreadsheets
   g. Provide feedback to another employee
   h. Schedule meetings
   i. Participate in meetings
   j. None of the above

30. Q41a: How often do you work on: A mobile phone
    a. Very often
    b. Somewhat often
    c. Not very often
    d. Not at all

31. Q21: How much do you agree or disagree with the following statement: Real time collaboration on document creation has
    become standard practice for my team using [Google Workspace/Microsoft 365].
    a. Strongly disagree
    b. Somewhat disagree
    c. Somewhat agree
    d. Strongly agree

32. Q19: Does your team tend to:
    a. Work independently on a single document and then pass it to the next person
    b. Work simultaneously on the same document
About Quadrant Strategies

Quadrant Strategies is a research-driven consultancy that helps Fortune 100 companies, major NGOs, and issue advocacy groups understand what drives their customers and stakeholders to take action. Our specialty is helping companies and organizations unearth and engage the core drivers of decisions for their target customers. We do this using carefully crafted research to create the strategy and tactics for companies to use to communicate with the people they care about in an authentic way.

Quadrant was founded on a very clear principle: clients must truly understand their target audience and their needs and perceptions to make informed and effective decisions. Our partners have advised over half of the Fortune 50 companies over the last two decades. We are not your traditional market research firm, and we won’t deliver a pile of data—you will get clear, actionable advice. Since its founding, Quadrant has consistently grown each year at a rate that eclipses the industry overall and has been named to the 2021 Inc. Magazine list of the country’s fastest growing companies.