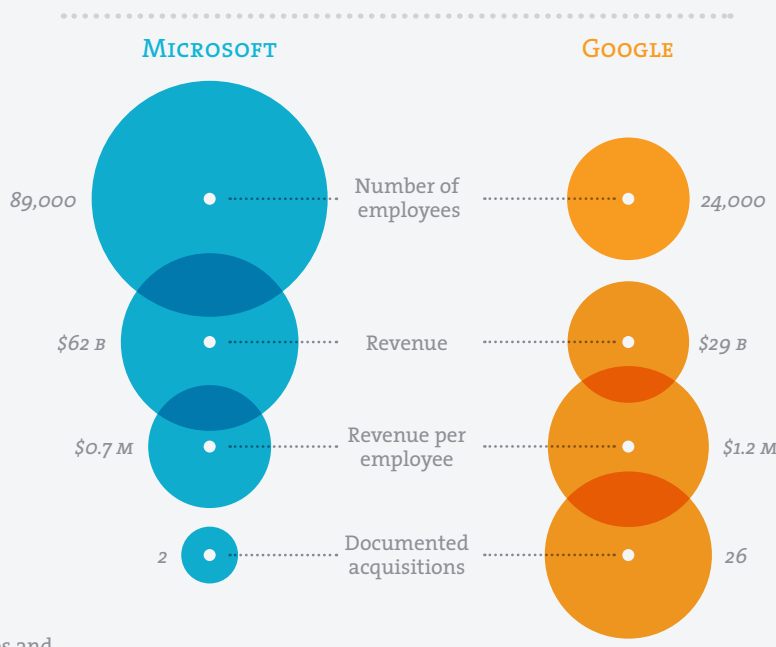


GOOGLE

VS.

MICROSOFT

VITAL STATS (2010 DATA)

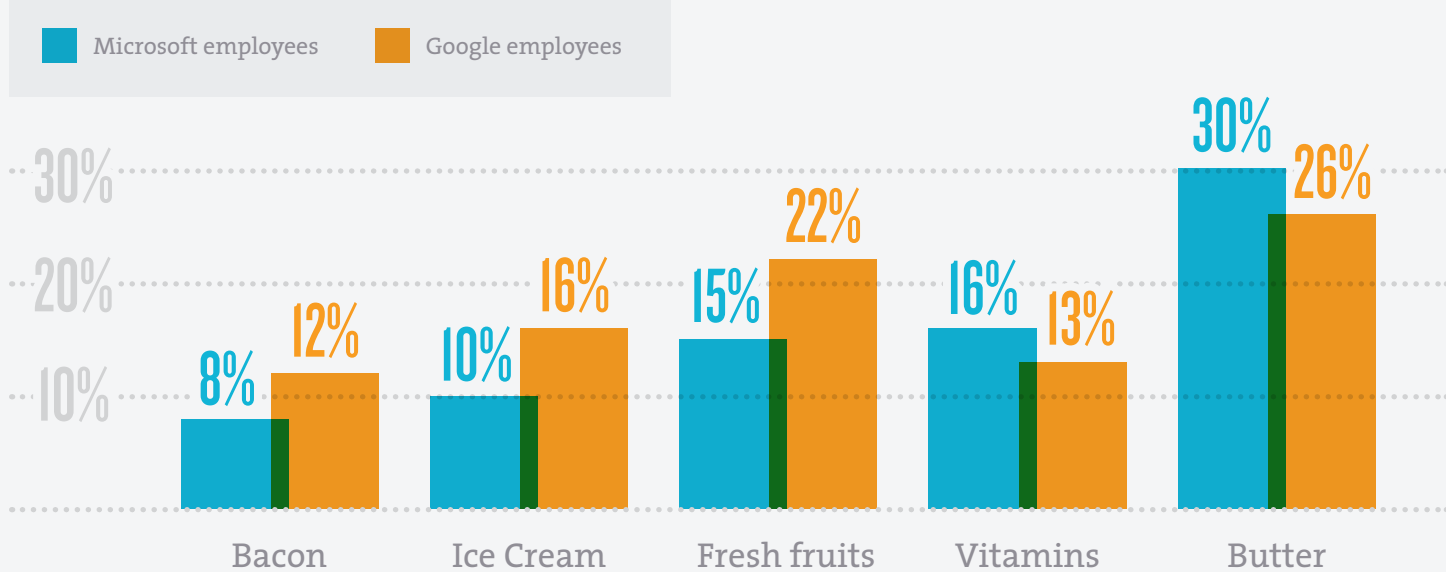


HOW DO THEIR EMPLOYEES COMPARE?

As individuals in this world we all have our own set of preferences, likes and dislikes. The same goes for companies—each has its own personality. As demonstrated below, the employees of Google and Microsoft have different shopping habits, age distributions, income distributions, etc.

Data courtesy of Rapleaf. Rapleaf helps leading brands, companies, and agencies personalize customer interactions through deeper customer insight.

PERCENTAGE OF EMPLOYEES WHO BUY CERTAIN PRODUCTS

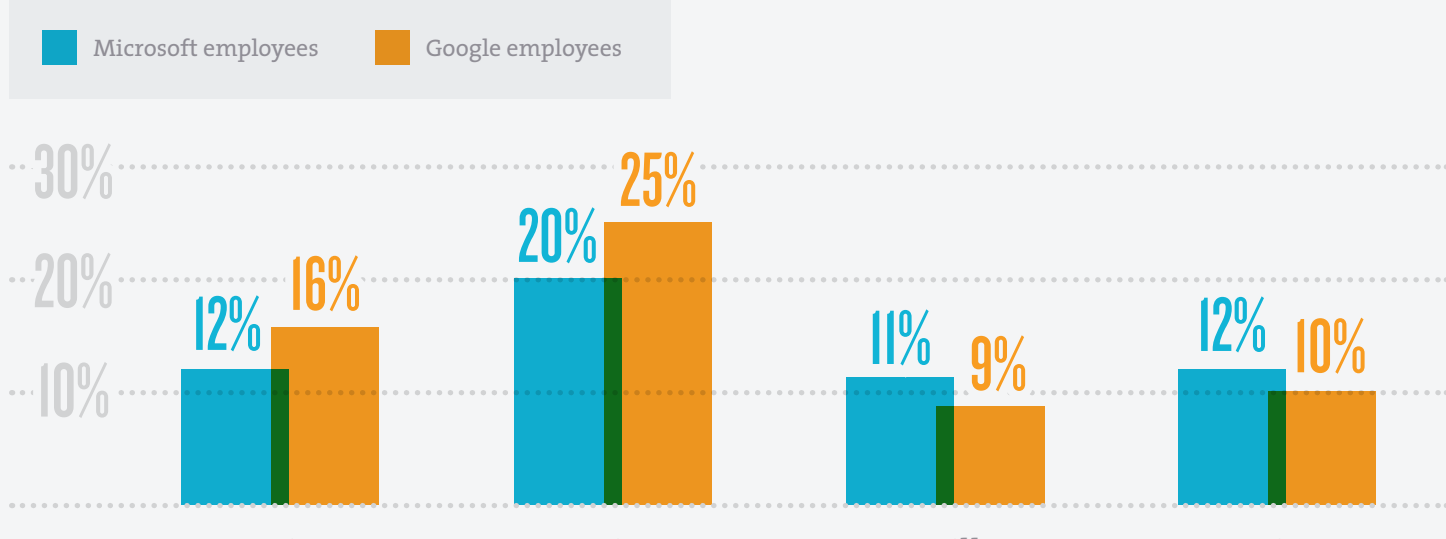


Googlers might be more likely to buy ice cream and bacon as a result of the Google cafeterias. The ubiquity of delicious (free) food at Google doesn't encourage a steady shopping routine, thus leaving Googlers freer to spend their grocery dollars on novelties when their basic nutritional needs are met at work.

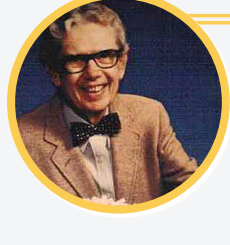
FUN FACT
CHARLIE'S PLACE
 Google's main café in Mountain View is called "Charlie's Place." The café takes its name from Google's first lead chef, Charlie Ayers.

With the absence of a free, world-class cafeteria, Microsoft employees might be more likely to cook at home—which would explain why a higher percentage of Microsoft employees buy butter.

PERCENTAGE OF EMPLOYEES WHO BUY CERTAIN BRANDS



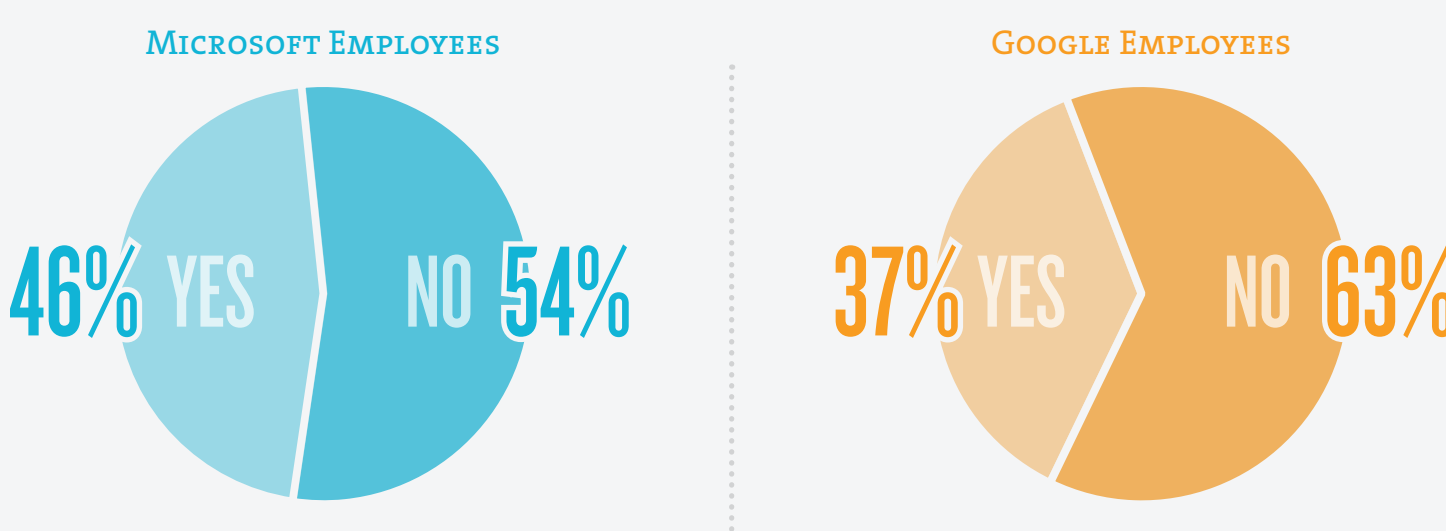
Labeling is never an accident. Brands market themselves to specific audiences and certain brands make it a point to corner the younger market. Young people will be around longer and may not have solid brand preferences yet. This is the logic responsible for the evolution of Mountain Dew's aesthetic and its current txt-generation stylized label "Mtn Dew."



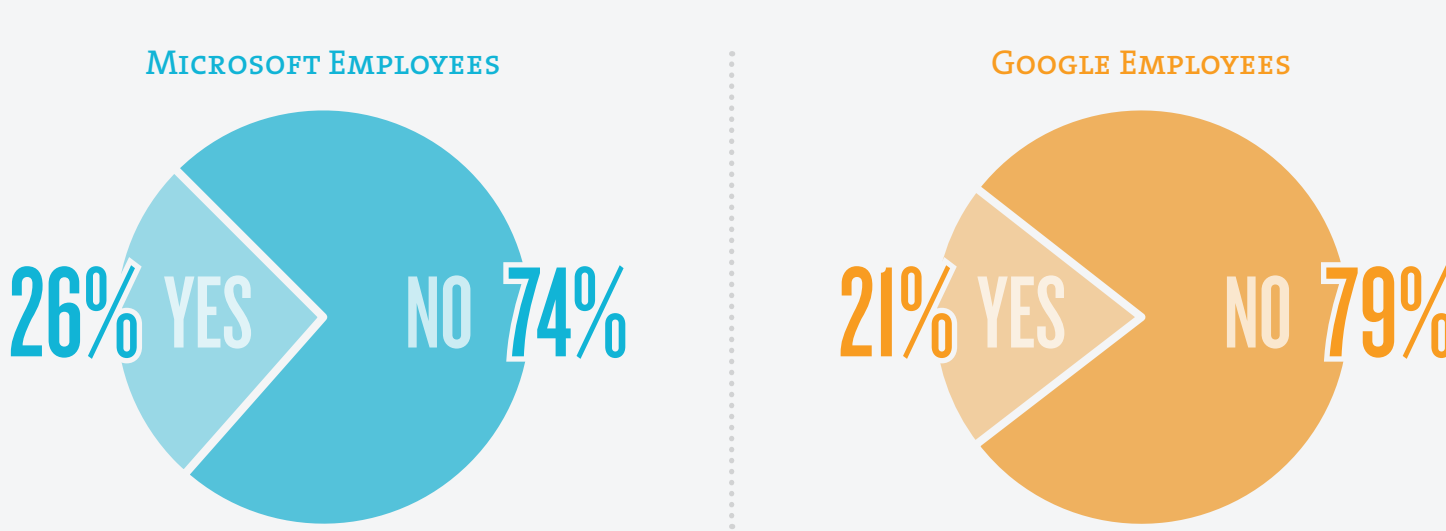
Microsoft employees are more likely to buy Orville Redenbacher's popcorn. Maybe it's the gray-haired Orville on the label that makes OR's more popular with Microsoft employees.

FAMILY DATA OF EMPLOYEES

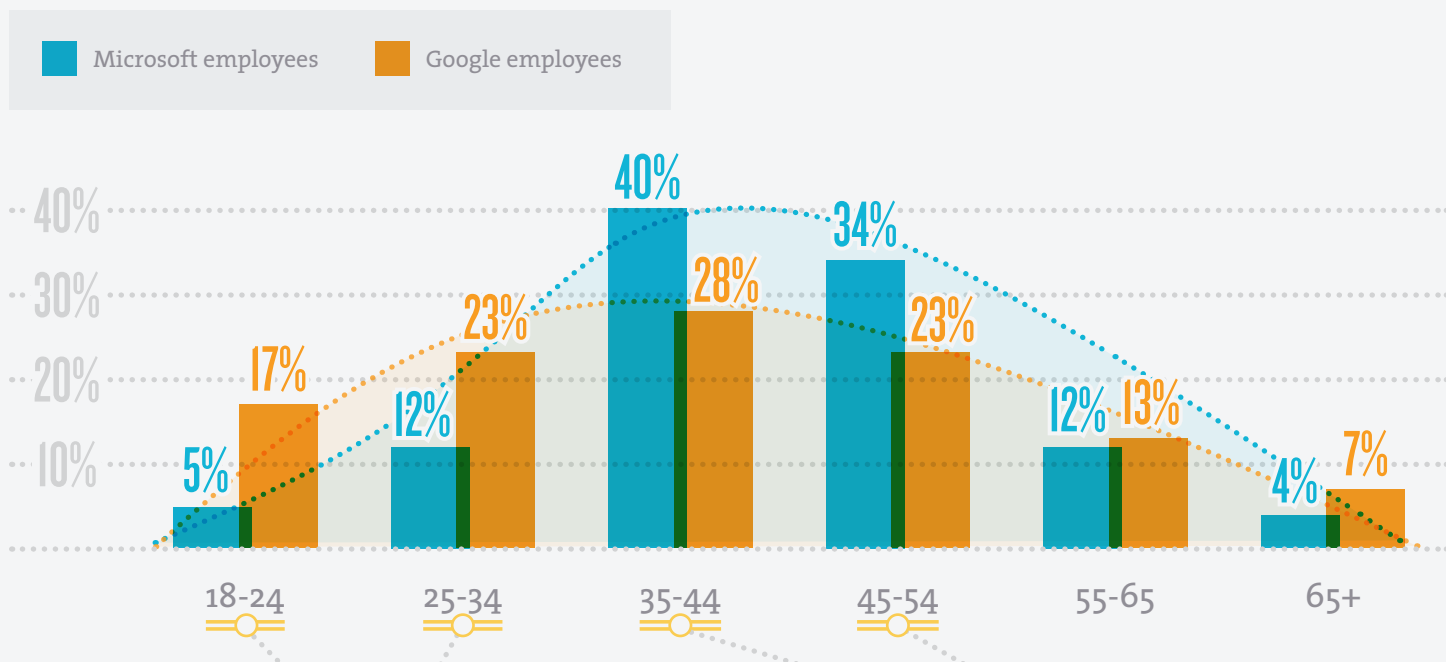
ARE THE EMPLOYEES MARRIED? (as a percentage of total employees)



DO THE EMPLOYEES HAVE CHILDREN? (as a percentage of total employees)

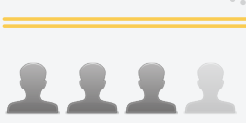


DISTRIBUTION OF EMPLOYEES BY AGE



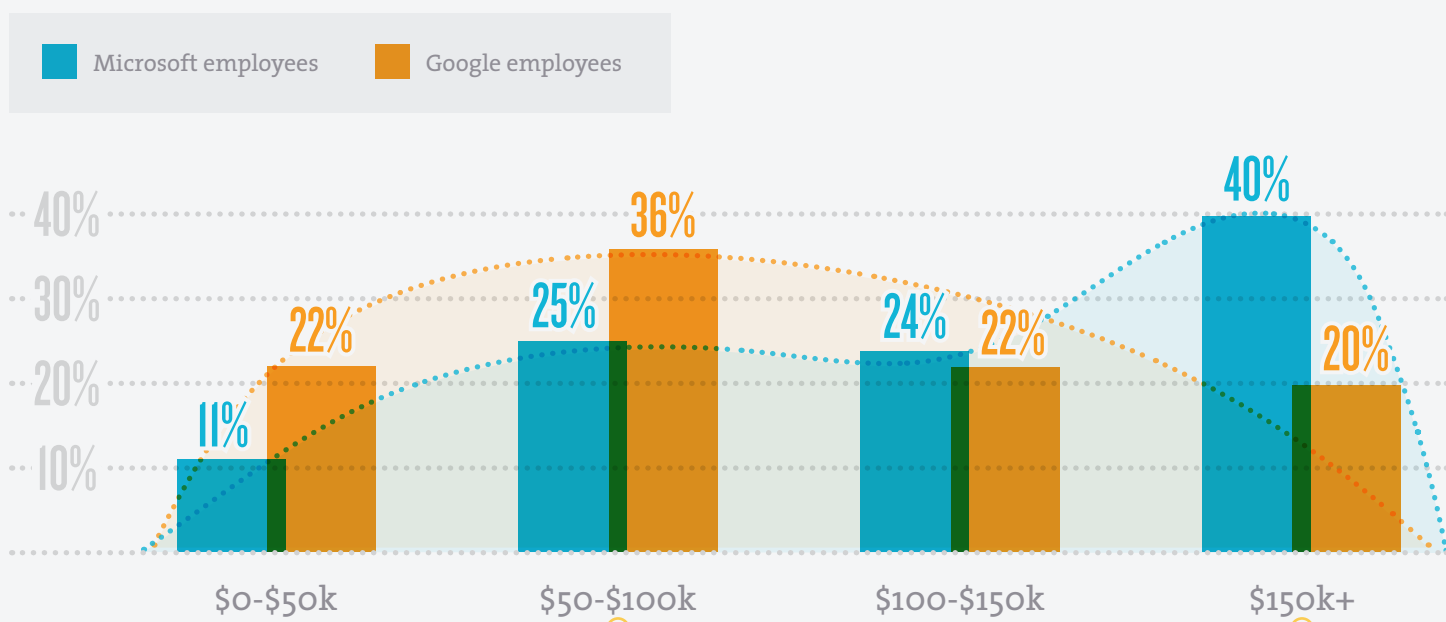
Not surprisingly, demographic data showed that Microsoft employees tend to be older and Googlers tend to be younger.

40% of Googlers are younger than 34.



74% of Microsoft employees (almost 3 out of 4) are between 35 and 54.

DISTRIBUTION OF EMPLOYEES BY YEARLY HOUSEHOLD INCOMES (IN USD)



Income distribution peaks for Googlers \$50-\$100k per year.

40% of Microsoft employees (about 35,000) have a household income of more than \$150k per year. This can probably be explained by the higher proportion of married employees at Microsoft, since income reflects earnings per household.

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DATA COURTESY OF



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