

Targus®

LIFE
REIMAGINED

GLOBAL RESEARCH REPORT

LIFE REIMAGINED

In over 35 years at Targus, we cannot remember a time more turbulent, nor seen a more rapid adoption of different types of technology and how we have come rely upon it. Time in our homes and back with nature has increased and the way we work, learn and play has become forever blended together!

As society begins to take shape in this new world, Targus research is revealing the ways people's expectations and priorities are shifting.

*Source: Targus Life Reimagined Survey, November 2021, n=1,215 senior business decision makers and 7,114 people in North America (US and Canada), Europe (UK, France, and Germany), and Australia and New Zealand.

Find out more at uk.targus.com/life-reimagined

Targus research carried out globally, spoke to senior business decision-makers and office workers. Common themes emerged with 3 key priorities for everyone.

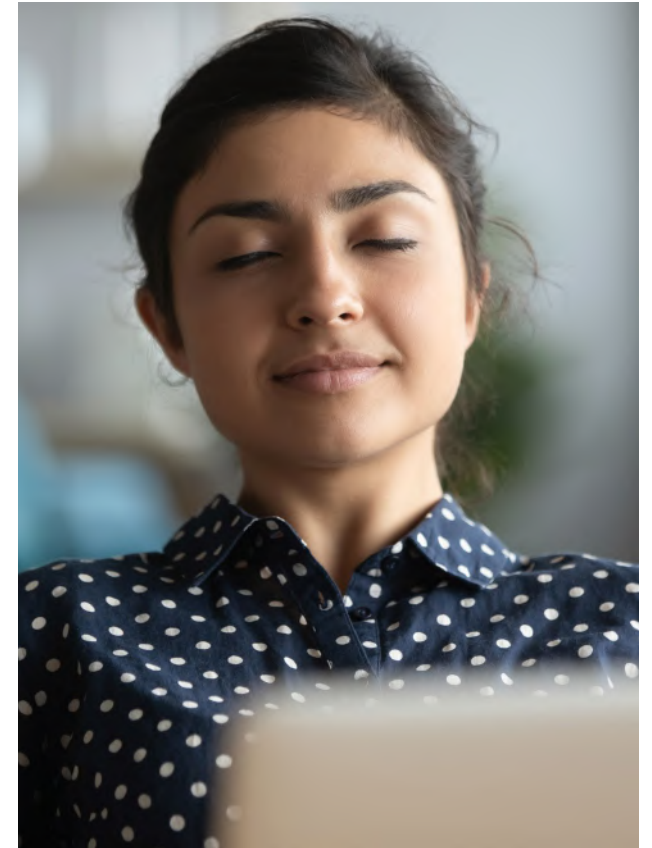
Top priorities:



Living sustainability



Embracing new ways of working

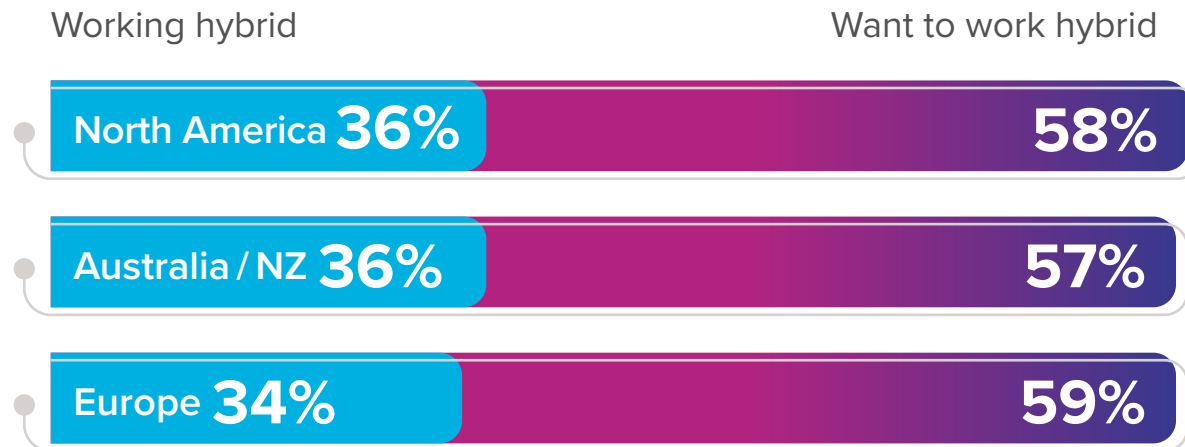


Our physical and mental wellbeing

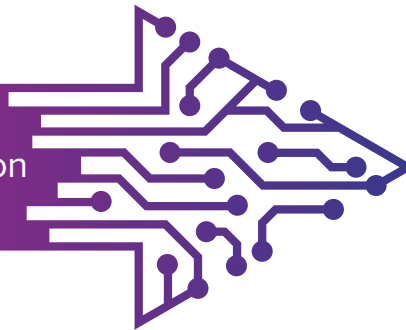
THE FUTURE OF WORK

With **70% of their employees still not back in the office full time**, organisations have taken steps toward making hybrid and remote working possible for their employees.

There is a discrepancy between people who want to work hybrid and those who actually are:



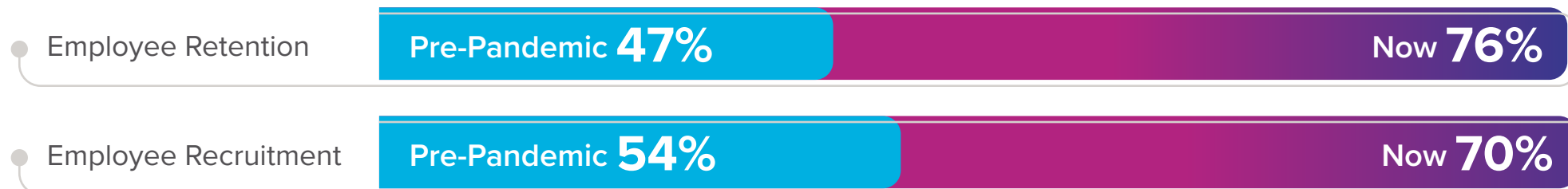
85% of organisations have completed or are undergoing a digital transformation to support mobile workers.



The Great Resignation, as it has been dubbed by economists, quite rightly has employers feeling pressure as organisations realise the impact that fair and flexible working policies have on employee retention and recruitment.

Flexible Working Policies

Organisations reporting the positive impact of flexible working on their talent retention and recruitment



Before the pandemic, **less than half** of organisations agreed that flexible working impacted their employee retention. Now almost **80%** of companies agree flexible working positively impacts their employee retention.

No one size fits all

45+ year olds

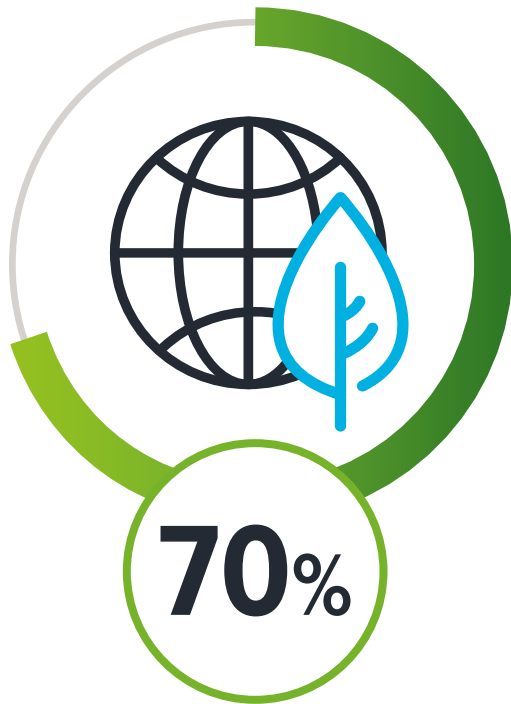
People **over the age of 45** are more likely to be currently working from the office and want to work from there into the future.



LIVING SUSTAINABLY

Perhaps unsurprisingly, people want to live sustainably and it is in big business that we are looking for the answer. More and more of us are actively choosing to buy from brands and work for employers who prioritise sustainability.

Sustainability should
be a top priority
for all businesses



I buy less fast fashion products and **invest in long-lasting products**



I am **happy to pay more** for sustainable products that last longer



Age ranges of people that are actively choosing brands who prioritise sustainability:

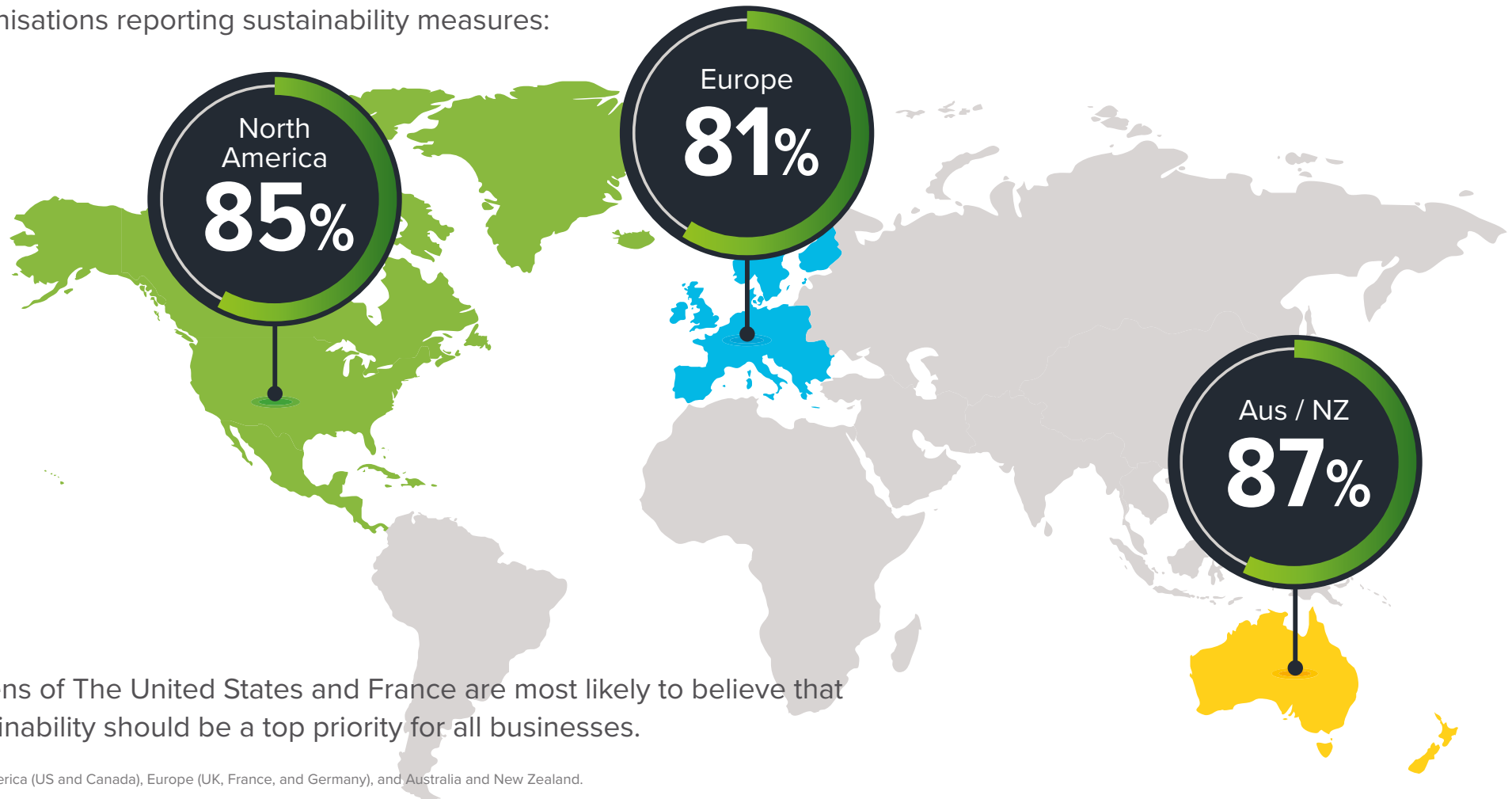
Age Group	16-24	25-34	35-44	45-54	55+
Global	53%	61%	60%	54%	48%
UK	54%	58%	52%	53%	48%
France	65%	56%	61%	53%	70%
Germany	50%	53%	52%	45%	52%
Australia / NZ	47%	61%	58%	51%	30%
USA	57%	78%	81%	62%	42%
Canada	57%	60%	55%	56%	48%



SUSTAINABLE BUSINESS

People are attracted to sustainable businesses not only as consumers, but also as employees. A great majority of organisations are taking measures to be more sustainable.

Organisations reporting sustainability measures:



Citizens of The United States and France are most likely to believe that sustainability should be a top priority for all businesses.

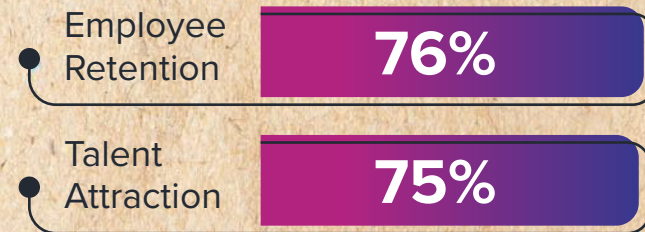
*North America (US and Canada), Europe (UK, France, and Germany), and Australia and New Zealand.

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People aged **25-44** years old are more likely to believe that sustainability should be a top priority for businesses.

Three quarters of organisations believe their sustainability efforts impact their **employee retention** and **talent attraction**.



32% One-third of Australian businesses have made changes in their working environment and policies to increase sustainability. 26% of European businesses and 29% of North American businesses state the same.

EMPLOYEE EXPERIENCE

With remote working becoming the norm for most office workers, at least some of the time, the importance of creating a **positive employee experience** should not be underestimated by employers.

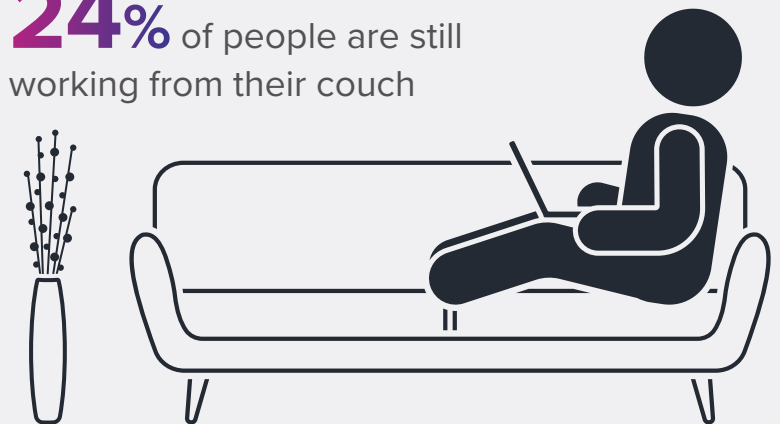


43% of people report to have an ideal workspace



52% of people do not have an ideal workspace

24% of people are still working from their couch



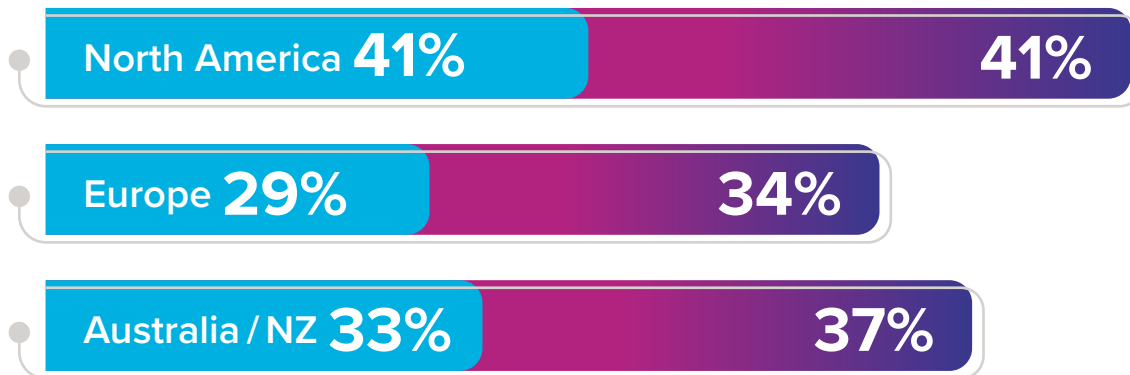
The great majority of organisations recognise that better technologies and accessories increase **productivity and satisfaction** of their workforce.

Almost **40% of employers**, do not supply any tech-accessories to their employees with a small proportion stating that they **don't see the benefit**. Globally, the amount of people wanting keyboards and mouse is similar to the amount of companies not supplying them.



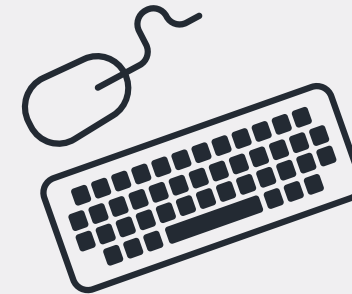
People wanting a keyboard and mouse

Organisations **NOT** supplying keyboard and mouse



Tech accessories can help deliver improvements in **work satisfaction** and **wellness**. People clearly think they are important and they are willing to invest on average £215.

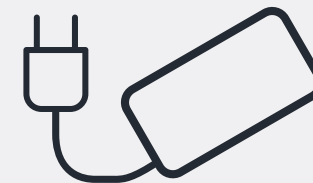
Top 3 accessories people have are:



Keyboard & Mouse



Tablet Case



Charger

93% of organisations supply at least one tech accessory to their employees, **only half offer 3 or more accessories**.

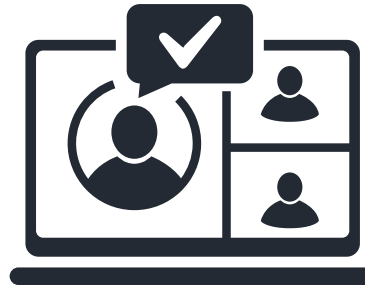
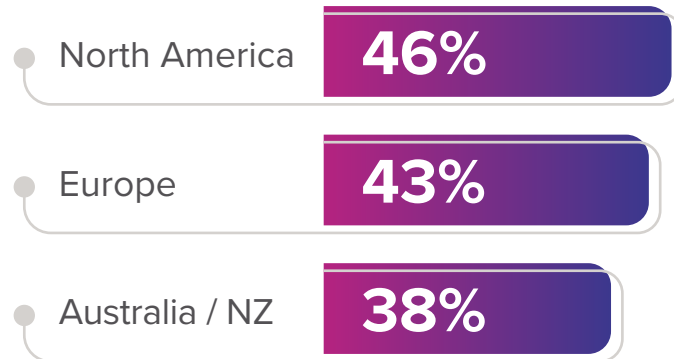
WORK WELL ANYWHERE

With offices reopening and colleagues getting back together in a physical space, **catching COVID while working is of concern**. Many companies are transforming their working environments and policies to help ease these fears.

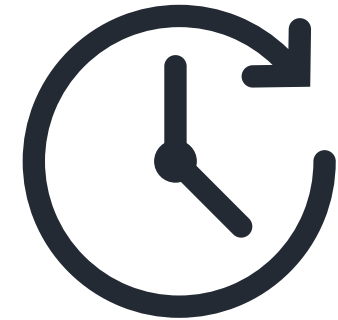
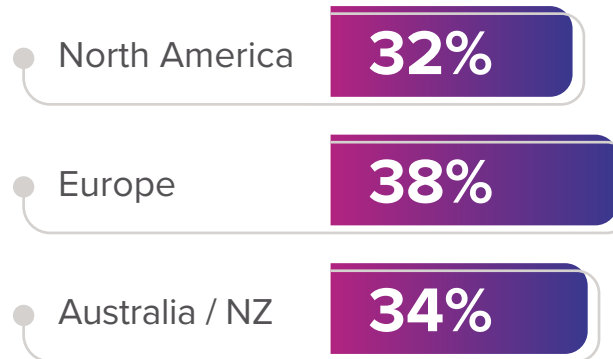
Top reasons working environments are transforming:



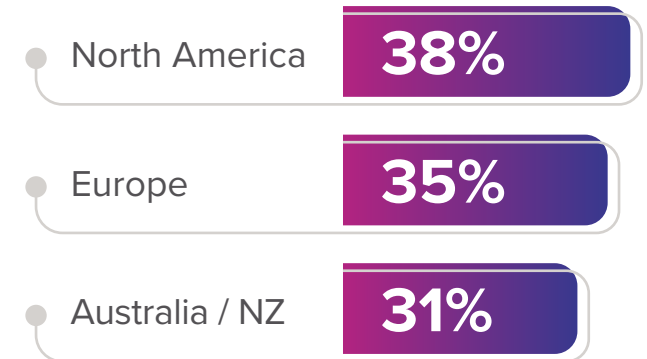
Health & Safety
COVID / Pandemic Proof



Adapting to support
remote / hybrid working



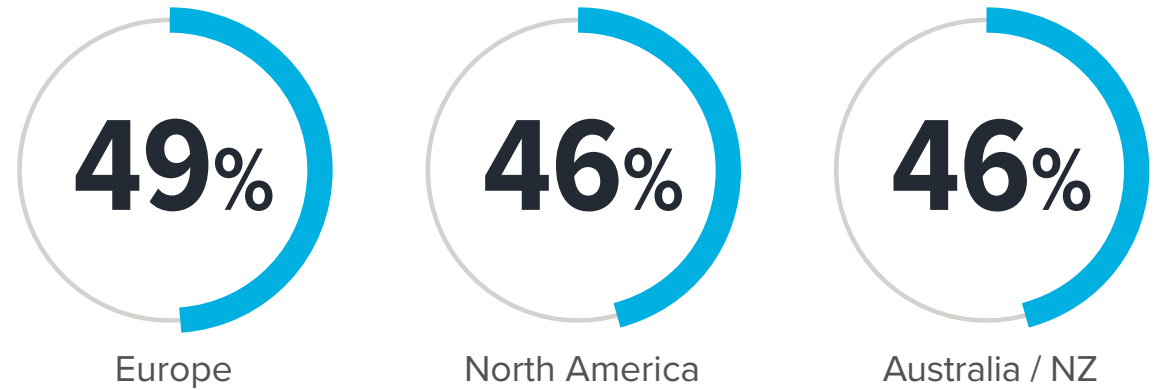
Increasing
Productivity





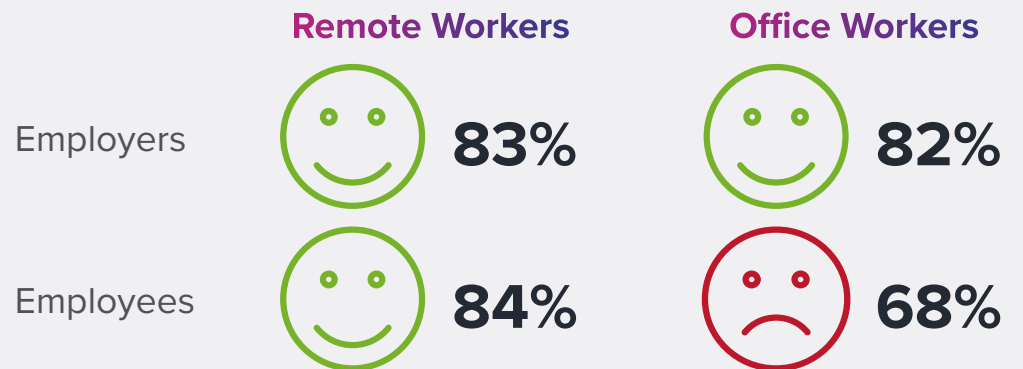
Almost half of people state that they are currently based at the office.

Self-Described Office Workers:



While 83% of organisations state that they supply their remote workers with accessories to carry, protect, and connect their tech, it appears those who work in the office feel overlooked.

My organisation supplies accessories to protect and connect tech:



KEY TAKEAWAYS

The Great Resignation

Company policies surrounding hybrid working will affect employee retention and attraction into the future.

Embrace the Ideal Workspace

Hybrid working is here to stay, and it is imperative that remote workers have a productive working setup at home. Organisations have taken steps to helping them create this, but there is still more to do.

Your Employee Experience

Although organisations recognise that employee satisfaction and productivity increase when they have tech accessories, there is a lack of accessories supplied.

The Power of Sustainability

People are looking to businesses to lead environmental change, they want to work for sustainable businesses and they are willing to pay more for sustainable products.

Life isn't what it used to be. Things we never thought possible, are happening now. Our society is advancing at pace, and Targus is here to make the transition seamless. **This is LIFE Reimagined.**

PROTECTION IS IN OUR DNA



Protecting Your Tech

Military grade protection cases and limited lifetime warranty across the Targus range.

Protecting Our Planet

Sustainability is at the heart of our EcoSmart technology.

Protecting Your Wellbeing and Workplace

Antimicrobial protection and innovative UV-C LED Disinfection Lights for a new standard of clean.

Targus is choosing to focus more and more on **a sustainable future** through our sustainability mission and EcoSmart Technology. Seeking to understand life's new challenges and provide solutions; we are **improving comfort and productivity** wherever you choose to use your tech, whilst **protecting your wellbeing** with a new standard in clean accessories. Targus is empowering a seamless technology experience for you.



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This research was conducted in partnership with Censuswide in November 2021.
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Europe (UK, France, and Germany), and Australia and New Zealand.