



Targus[®]
EMPOWER
YOUR LIFE

2023 GLOBAL REPORT



EMPOWER YOUR LIFE.

Targus believes technology should empower you to live and work well, seamlessly collaborating with your colleagues and clients, staying connected with friends and family or taking your technology with you on your next adventure.

The average person spends **90,000 hours** at work over a lifetime*.
How can people empower their lives inside and outside of work?

Targus seeks to answer this question in our second annual global research report by surveying **1,000 senior business decision makers and 6,000 office workers across Europe and North America**[†]. This report examines the findings, exploring themes of wellbeing at work, employee engagement, satisfaction, productivity and the importance of sustainability.

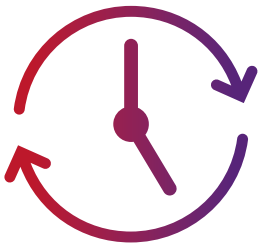
*Happiness at Work by Jessica Pryce-Jones

[†]Targus Empower Your Life Survey, November 2022, n=1,000 senior business decision makers and 6,000 people in North America (US and Canada) and Europe (UK, France, and Germany).

WELLBEING AT WORK.

Most of us spend more time **'at work'** than we do with our closest family and friends. To avoid burn out, it is vital we understand the ways to make work, work for us. We spoke to thousands of office workers and asked them what would help improve their wellbeing at work. They said...

Top Wellbeing Priorities:



Flexible
hours

47%



Rewards and
recognition

43%



Cost of living
support

40%

The good news is that 88% of business decision makers agree that flexible working positively impacts their staff retention and recruitment, a +11 percentage point increase compared to 2021 when we asked the same question. Further evidence, if any were needed, that **flexible working works for everyone.**

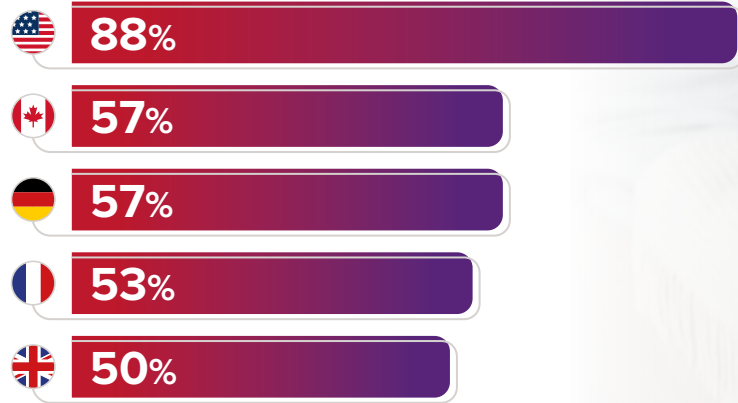
97% of organisations check-in with their employees at least once per year regarding their wellbeing, and greater flexibility has proven a clear win-win for both employers and workers. However, it is important for employers to monitor attitudes toward flexible working as remote work can lead to feelings of isolations from colleagues and company culture. This, in turn, can impact productivity and job satisfaction.

It is no surprise that the
cost-of-living support
appears in the **top 3 priorities.**

Although people enjoy the flexibility of working anywhere, rising energy costs are likely to drive more people back into the office.

Among those who expect to see an increase of staff in the office, almost half (49%) of organisations have added additional desks, and similar proportions say they have increased office cleaning and the size of the office (46%).

Organisations expecting an increase in office attendance due to rising energy costs:



The identified wellbeing priorities do not have to cost organisations a lot and are surely worth considering as ways to support staff, especially as we all continue to feel the bite of rising costs.



THE RIGHT TOOLS FOR THE JOB.

The world is our oyster when it comes to choosing a place to work, yet most of us like to stay at home. It makes sense – home is a place where we feel comfortable and safe, with productivity sure to follow. Although organisations are embracing flexible working, they are not necessarily following through on making sure staff have the right tools at home.

Nine in ten decision makers say **better tech and accessories** have a **positive impact on job satisfaction** (90%) and **enhance employee productivity** (91%).

Although organisations recognise these positive impacts, they can do more to support their employees. Our study suggests...

- Only **one in three organisations** (31%) offer recommendations to staff for how to **best set up a remote workspace**
- **Two-thirds** of flexible workers (63%) **do not receive a budget** to purchase their own tech accessories for use remotely
- Tech accessories are **more common at the office** than at home

Most flexible and remote workers are **left to acquire their own tech accessories** without receiving adequate advice for how to best set up their home office. However, an annual budget to purchase tech accessories ranked in the **top 5 ways to enhance wellbeing at work**.

TOP REMOTE WORK LOCATIONS



83%
at home

14% client offices
11% coffee shops

Key considerations in choosing a remote work location:

- **Reliable Wi-Fi** (74%)
- **Comfortable desk space** (46%)
- **Privacy and noise level** (both 45%)

82% of workers say they would be **negatively impacted** if they didn't have tech accessories.

TOP 5 ACCESSORIES AT HOME AND THE OFFICE



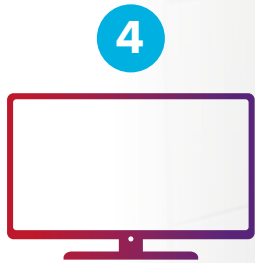
Mouse



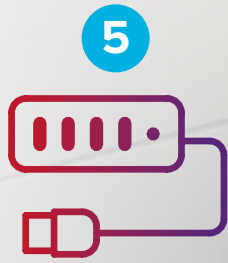
Keyboard



Headphones



Additional monitor(s)



Dock / Hub



BUY ONCE AND BUY WELL.

While the economy continues to stutter, consumer confidence and disposable incomes have taken a battering. **Shoppers are mindful of how they are spending their money.**

1. Compatibility

2. Quality

3. Warranty / Guarantee



are **key considerations** when purchasing tech accessories.

- **Seven in ten (70%) shoppers** look for accessories that can be **used with any laptop** and **83%** are willing to **pay more** for this feature
- Women (74%) are more likely than men (70%) to be **influenced by reviews**

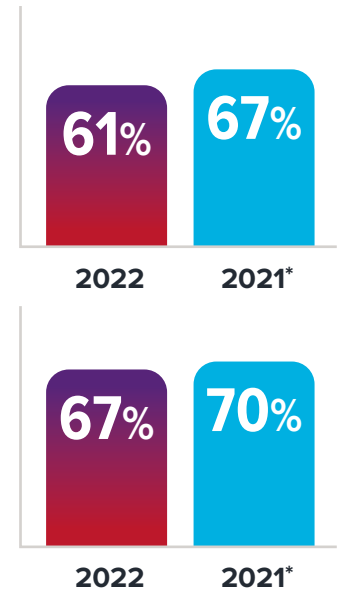


I am happy to pay more for sustainable products that last longer



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

Perhaps unsurprisingly, our spending behaviour has shifted slightly this year towards protecting our pocket. However, **sustainable product** and brand attributes **still influence over half of people** (53%) when purchasing tech accessories.



*Source: Targus Life Reimagined Survey, November 2021, n=1,008 senior business decision makers and 6,110 people in North America (US and Canada) and Europe (UK, France, and Germany).

2 in 5 people (42%) would
**pay more for tech
accessories** that are
environmentally friendly.

CHOICE = POWER.

In our personal and professional lives, **we have increasing expectations of technology** and what it can do for us. When technology does not meet our expectations, it can impact customer experience, brand reputation, employee productivity and satisfaction overall.

Choose your own device (CYOD): Who can pick their work computer?

- **73% C-Suite/senior management** choose their preferred device
- **Almost half** (43%) of **flexible workers** can do the same
- **Only one-quarter** (26%) of **remote workers** can choose



CYOD can be an influential talent attraction and retention tool. With Apple on the rise in Enterprise, our study reveals it is highly desired by office workers.

- **13% of people use a MacBook for work**, but 27% of people would prefer to use a MacBook for work
- **44%** of people under 25 **would prefer to use MacBook**
- **One-third of women** (31%) would like to use MacBooks at work

It is important to provide a device or operating system suited to the job with access to universally compatible workspaces both at home and at the office so everyone has the means to succeed.

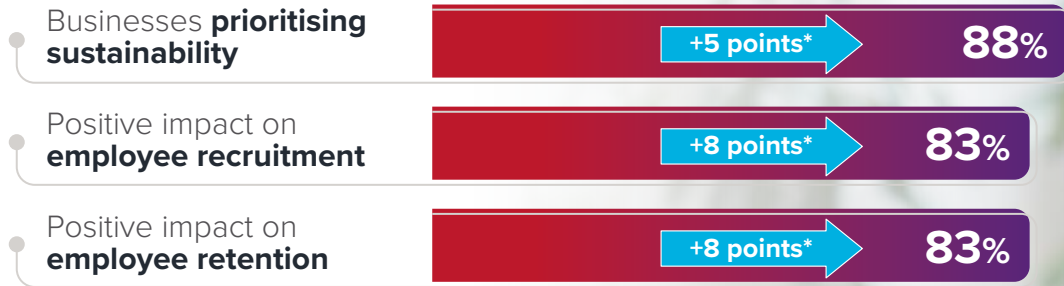
Most organisations have **a mix of hardware brands** in their estate, and over half of companies (53%) use **more than 1 operating system**.

95% of decision makers state it is **important for tech accessories** to work with **all types of computer models**.

People gravitate toward employers who match their values.

As interest in sustainability continues, organisations have heeded the call to increase their sustainability efforts. **Seven in ten people** (68%) believe **sustainability should be a top priority** for all businesses.

Comparing 2021 to 2022, **businesses are realising benefits from increased sustainability efforts.**



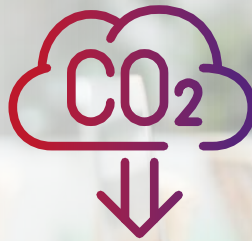
This year, organisations are focusing their sustainability efforts on...



Green energy



Disposable plastic reduction



Carbon footprint reduction

*Source: Targus Life Reimagined Survey, November 2021, n=1,008 senior business decision makers and 6,110 people in North America (US and Canada) and Europe (UK, France, and Germany).

CARRY. PROTECT. CONNECT.

The **introduction of 5G** marks the beginning of the 4th industrial revolution, and with it a liberation and transcendence of **where and how we powerfully connect**.

A digitally nomadic lifestyle is growing and with it a sense of adventure, further blending work and play. Tech travels with us everywhere, making it important to properly carry, protect and connect the device itself.

Nine in ten people (90%) look to buy additional tech accessories when purchasing a new device:

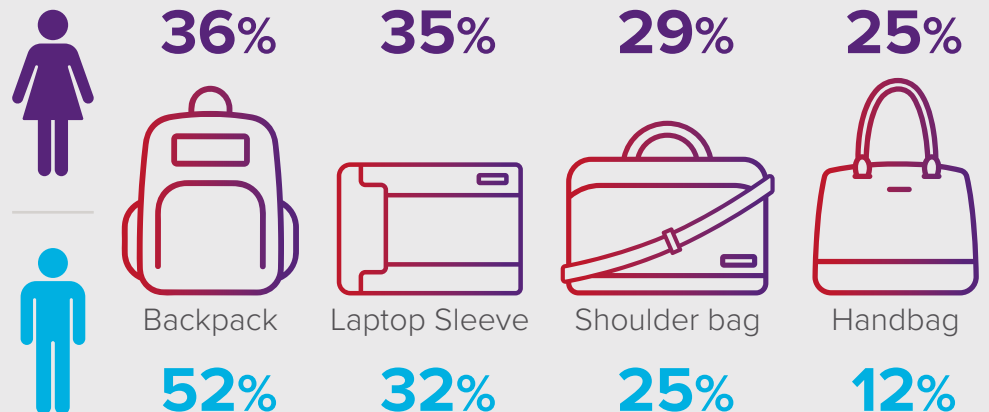
- **69%** are likely to **buy power** or a **mouse and keyboard**
- **66%** are likely to **buy a backpack** or **bag** for it
- **57%** are likely to **buy a lock** or **privacy screen**



Incredibly, our work laptops – the modern-day work horse – are often given to us without so much as a bag to carry it home in. In fact, **almost half** (43%) of organisations **do not provide a bag to their staff!**

Of the organisations who do give their employees a bag (57%), 28% of staff don't use them. The influencing factors here are being whether it's comfortable to carry, preferred style, or not fit for purpose of their job function.

People enjoy a variety of ways to carry their tech devices:





3 in 5 people (61%) **carry**
a charger for their laptop,
phone, or tablet **every day.**

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KEY TAKEAWAYS

Technology is a powerful tool that can **offer us freedom to work and live the way we want**. Foregoing the daily commute and traditional 9 to 5 routine gives us **more time to spend with our friends and family**, find moments of peace to **focus on a work project**, or jump up at a moment's notice and go for a run.

Flexibility + Support + Choice = Empowerment

- Flexible working should not lead to the neglect of workspace standards. People and businesses recognise the importance of working well remotely, but the **investment in tech-accessories is a simple but often overlooked wellbeing factor**.
- The importance of buying once and buying well is prominent. **We can help protect our planet and our pockets** if we consume less and buy quality products that are built to last.
- Having a choice of where and how we work is **vital to our sense of empowerment**, leading to greater levels of **job satisfaction** and in turn **productivity**.



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