



2023 Global Research Report

European Apple Users

*The NPD Group/Retail Tracking Service, U.S., Annual 2021.



WORKING ENVIRONMENT

Almost **three-quarters** of MacBook users (73%) **are not working at the office full time.**

34% of Apple users say their office **has a hot desking or shared space policy** in place.

84% of MacBook users who are not at the office full-time **work from home each week**, 40% remotely somewhere else outside of home.

In EMEA, **over one-in-ten** people (13%) **use a MacBook as their primary computer** for work and over one-quarter (28%) would prefer to use MacBooks over other computer models when working.

In a given week, **European MacBook users** (40%) are **more likely to work away from their homes** when working remotely, compared to PC users (25%).

MacBook users rank **'Annual budget for office equipment'** in the **Top 5 ways to improve their wellbeing** at work.

Almost three-quarters (73%) of European MacBook users **work from home for at least some of the week.** Although the most common place for them to work remotely is from home (84%), four-in-ten (40%) work outside of their homes in a given week.

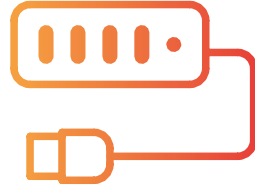


*Targus Empower Your Life Survey, November 2022, n=408 MacBook users in Europe (UK, France, and Germany).

TECH ACCESSORIES

44% of MacBook users **use a dock or a hub** when working.

People who use MacBooks are **more likely to have a Hub for additional USB connection** as part of their home or office desk set-up: 35% of Apple users have this, compared to 24% of PC users.



Without tech accessories, **92% of MacBook users** would be **negatively impacted** with almost half (49%) saying they would be less productive.



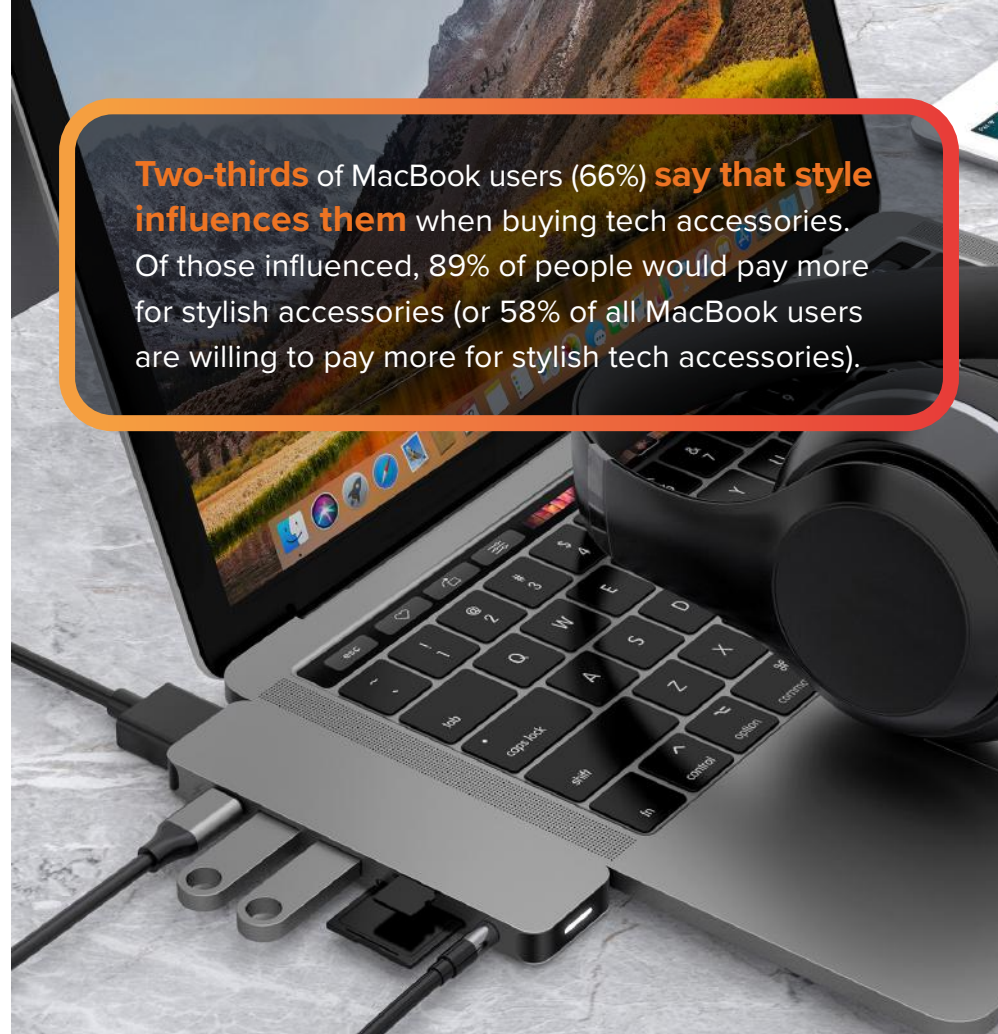
TECH ACCESSORIES PURCHASE DRIVERS

More than eight-in-ten MacBook users (83%) **are influenced by quality** of the materials when purchasing tech accessories.

More than **three-quarters** of MacBook users (77%) say that **warranty/product guarantees influences them** when buying tech accessories. Of those influenced, 85% of people would pay more for stylish accessories (or 56% of all MacBook users are willing to pay more for tech accessories with a warranty or product guarantee).



Two-thirds of MacBook users (66%) **say that style influences them** when buying tech accessories. Of those influenced, 89% of people would pay more for stylish accessories (or 58% of all MacBook users are willing to pay more for stylish tech accessories).



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POWER

When purchasing a new device, **71%** of MacBook users are **likely to purchase something to connect the device** such as power access.

7 in 10 MacBook users (69%) **carry a charger for their device every day**, compared to PC users (63%).

When working away from the office and home, **more than three-quarters** of MacBook users (78%) **bring a laptop charger** with them.

97% of MacBook users **carry a charger** for their device **at least some of the time**.



IPAD

76% of MacBook users **also have a personal tablet.**

TOP 3 WAYS EUROPEANS USE THEIR IPADS:

1



Watching films

2



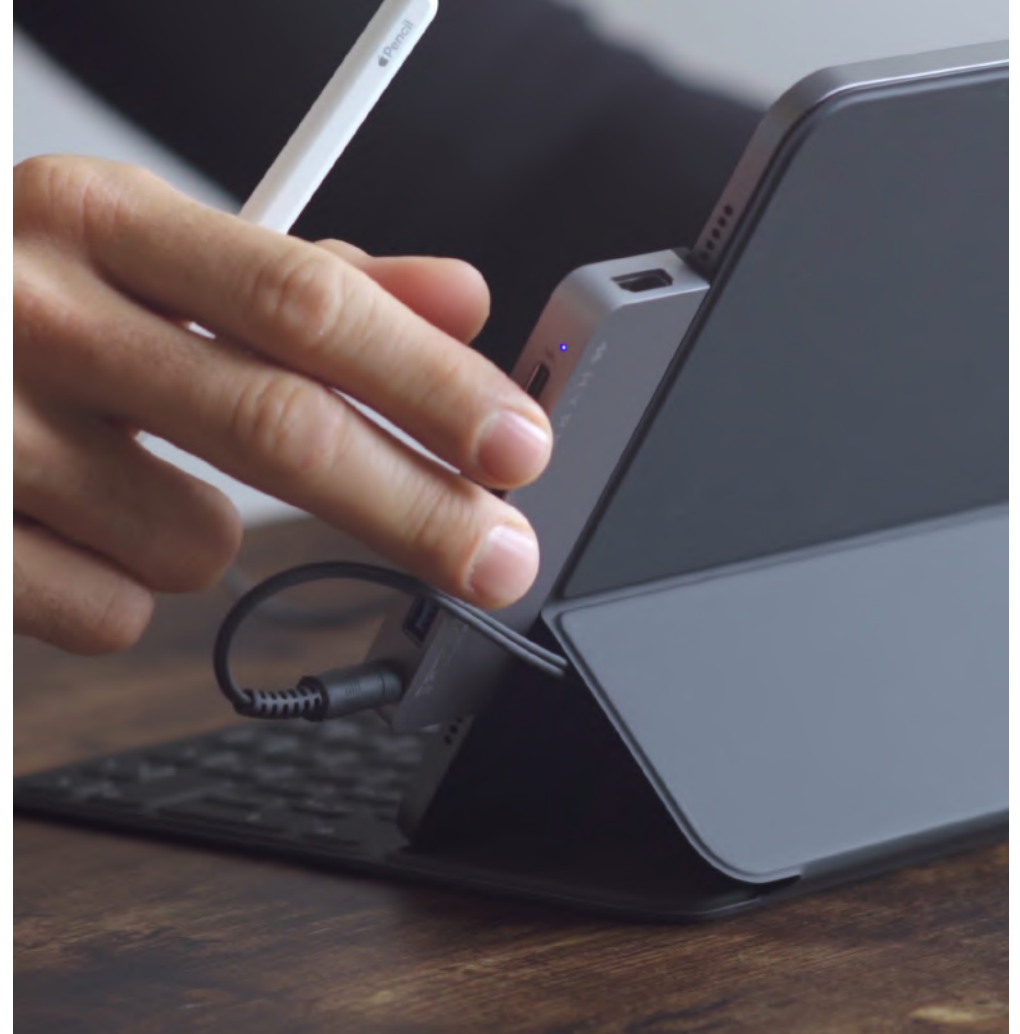
Video Chatting

3



Writing

32% of European Apple users have **used their iPads to video chat for work.**



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