

Beat: Technology

## Honor and PSB Release New Survey Report on European Millennials

**bravery,optimism,pro-technology**

PARIS - SHENZHEN, 20.08.2016, 20:35 Time

**USPA NEWS** - Honor, a leading smartphone brand created for digital natives, released on August 18, the results of a survey on European millennials which shows risk-taking and family-centricity are inherent qualities in this generation...

Honor, a leading smartphone brand created for digital natives, released on August 18, the results of a survey on European millennials which shows risk-taking and family-centricity are inherent qualities in this generation, and that technology is recognized as an enabler which helps people achieve life goals and create more opportunities for society. The survey also shows optimism is still pervasive amongst Europe's young people despite the challenges currently facing the region.

The study was conducted by Honor in conjunction with Penn Schoen Berland (PSB), a global market research and opinion polling firm, in July and August 2016 with the objective of understanding the values, challenges and aspirations that are driving this important demographic who will shape the world's future. 1,500+ millennials in UK, France and Germany between the ages of 18 and 34 participated in this cross-market survey study.

The study reveals that 9 in 10 of the respondents see risk-taking as essential to achieving their life goals, and 'finding the right partner for life' is at the top of the list of goals, indicating millennials are largely family-centric. 60% of respondents believe their generation takes more risks compared to previous generations and over one third say they've taken a risk in their social life, education and their career. Risk-taking is also strongly associated with the concept of bravery. Starting a new business, having children and travelling the world are commonly seen by European millennials as brave life behaviors.

Regarding technology, 8 in 10 of the respondents say they feel empowered by current technology. Three quarters consider a smartphone vital to their everyday life and a majority anticipate running their household from their phone or computer in the next five years.

While the region is shadowed by some uncertainties and difficult issues, European millennials remain optimistic according to study results. Their confidence in their personal futures is strong. 7 in 10 respondents agree they will have the opportunities to follow their dreams and a sizeable majority think their own generation is the best equipped to help their countries tackle the biggest issues.

The study also investigates European millennials' expectations of brands with the results showing young people particularly welcome high quality products which embrace new trends, innovation and interactive engagement that reflects their values.

Source : Honor

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**Article online:**

<https://www.uspa24.com/bericht-8906/honor-and-psb-release-new-survey-report-on-european-millennials.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDS<sub>t</sub>V (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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