

Honor and PSB Survey - European Millennials' Thoughts and Attitudes Toward Technology and the Future

On behalf of Honor, Penn Schoen Berland (PSB) conducted an online survey among respondents aged 18-34 in the United Kingdom, France, and Germany between July 27 and August 2, 2016. The survey was administered in the following languages based on country of residence: English (UK), French (France), German (Germany). The sample was surveyed to match the national demographics of gender, age, education level, income level, and region based on the most recent census figures from each country available publically. PSB employed opt-in online panels to source sample.



The topline report is inclusive of the following audiences: Total European Millennials sample (N=1503); British Millennials (UK, n=500); French Millennials (France, n=502); German Millennials (Germany, n=501). Additional data and cross tabs are available upon request. Demographic questions have been moved to the end of the topline report, in a separate section beginning on page 26.

Main Survey Data

Table q14 - In general, do you think your country's best days are ahead or behind?

	Total	UK	France	Germany
Base	1503	500	502	501
My country's best days are ahead	46%	52%	38%	47%
My country's best days are behind	54%	48%	62%	53%

Table q16 - How strongly do you agree with the following statement? My country will be able to find solutions to our most important issues

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	13%	15%	11%	14%
Somewhat agree	45%	56%	34%	44%
Somewhat disagree	32%	25%	40%	32%
Strongly disagree	10%	5%	14%	10%

Table q17 - When you think about the biggest challenges facing your country today, who do you think is best equipped to solve them?

	Total	UK	France	Germany
Base	1503	500	502	501
People younger than me	10%	13%	11%	6%
People my age	63%	61%	64%	66%
People older than me	27%	27%	25%	28%

Table q18 - Do you think your generation will be defined by the current issues facing the region or the solutions you come up with to solve them?

	Total	UK	France	Germany
Base	1503	500	502	501
Current issues facing the region	54%	44%	60%	57%
Solutions we come up with to solve them	46%	56%	40%	43%

Table q19 - How much influence do you think you and your generation has over the future of the economy?

	Total	UK	France	Germany
Base	1503	500	502	501
Significant influence	28%	24%	30%	30%
Some influence	41%	44%	38%	41%
Not very much influence	23%	24%	23%	21%
No influence at all	8%	8%	9%	8%

Table q20 - How much influence do you think you and your generation has over the future of your country?

	Total	UK	France	Germany
Base	1503	500	502	501
Significant influence	31%	27%	33%	33%
Some influence	42%	49%	37%	39%
Not very much influence	21%	19%	23%	20%
No influence at all	7%	5%	7%	8%

Table q21 - How much influence do you think you and your generation has over the future of your region?

	Total	UK	France	Germany
Base	1503	500	502	501
Significant influence	26%	22%	25%	30%
Some influence	45%	47%	45%	42%
Not very much influence	23%	26%	22%	21%
No influence at all	6%	4%	7%	8%

Table q22 - How much influence do you think you and your generation has over the future of the world?

	Total	UK	France	Germany
Base	1503	500	502	501
Significant influence	24%	21%	27%	25%
Some influence	38%	40%	36%	38%
Not very much influence	27%	30%	24%	28%
No influence at all	11%	9%	12%	10%

Table q23 - Which is closer to your view?

	Total	UK	France	Germany
Base	1503	500	502	501
My country encourages and allows people the freedom to follow their dreams	49%	67%	33%	47%
My country does not encourage nor allow people the freedom to follow their dreams	51%	33%	67%	53%

Table q24 - Of the following, which three have been the most influential in shaping your outlook on life?

	Total	UK	France	Germany
Base	1503	500	502	501
Family	71%	66%	73%	75%
Friends	52%	51%	50%	56%
Government	16%	22%	18%	7%
School/education	52%	48%	51%	58%
Media	27%	28%	23%	30%
Technology	33%	36%	32%	32%
Economy	25%	27%	27%	22%
Religion	12%	11%	15%	10%
Business	10%	11%	11%	10%

Table q25 - Which is closer to your view?

	Total	UK	France	Germany
Base	1503	500	502	501
There are opportunities for everyone to get ahead in my country	42%	41%	32%	53%
There are opportunities for a few to get ahead in my country	58%	59%	68%	47%

Table q26 - How strongly do you agree with each of the following statements? I will make a big impact in the world

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	10%	12%	9%	8%
Somewhat agree	24%	29%	22%	20%
Somewhat disagree	38%	36%	37%	40%
Strongly disagree	29%	23%	32%	32%

Table q27 -How strongly do you agree with each of the following statements? I will make a big impact in my local

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	13%	15%	14%	11%
Somewhat agree	36%	38%	36%	36%
Somewhat disagree	35%	35%	34%	37%
Strongly disagree	15%	12%	16%	17%

Table q28 - How strongly do you agree with each of the following statements? I will help solve my country's biggest issues

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	12%	11%	14%	11%
Somewhat agree	33%	34%	34%	32%
Somewhat disagree	37%	36%	36%	38%
Strongly disagree	18%	19%	16%	19%

Table q29 - How strongly do you agree with each of the following statements? I will be able to follow my dreams

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	20%	21%	19%	20%
Somewhat agree	49%	50%	46%	50%
Somewhat disagree	24%	21%	27%	23%
Strongly disagree	8%	8%	9%	8%

Table q30 - Of the following, which do you think will enable you to be the most successful in life?

	Total	UK	France	Germany
Base	1503	500	502	501
Family	29%	29%	30%	29%
Friends	9%	8%	7%	13%
Government	3%	4%	3%	1%
School/education	15%	15%	10%	21%
Technology	9%	13%	7%	8%
Career/Business	27%	22%	38%	21%
Economy	8%	10%	6%	7%

Table q31 - What do you see as your biggest challenge in life?

	Total	UK	France	Germany
Base	1503	500	502	501
Finding a well-paying job	14%	16%	13%	13%
Finding a job I love	18%	18%	19%	19%
Finding the right partner in life	18%	12%	19%	22%
Having enough money to retire	13%	13%	10%	16%
Having enough money to buy a house or flat	16%	21%	15%	11%
Having enough time to enjoy life	21%	20%	24%	20%

Table q32 - Please rank in order from most important (on top) to least important (on bottom) the priorities you have in life. You can re-rank the options at any point. Having a family

	Total	UK	France	Germany
Base	1503	500	502	501
1	25%	23%	29%	24%
2	24%	19%	26%	27%
3	12%	12%	11%	12%
4	9%	10%	10%	6%
5	8%	10%	7%	8%
6	8%	8%	7%	8%
7	6%	8%	5%	7%
8	8%	9%	5%	9%

Table q33 - Please rank in order from most important (on top) to least important (on bottom) the priorities you have in life. You can re-rank the options at any point. Finding the right partner in life

	Total	UK	France	Germany
Base	1503	500	502	501
1	31%	25%	34%	35%
2	22%	22%	22%	22%
3	12%	13%	12%	10%
4	9%	9%	8%	9%
5	8%	10%	6%	8%
6	6%	7%	6%	7%
7	8%	8%	8%	6%
8	5%	6%	4%	4%

Table q34 - Please rank in order from most important (on top) to least important (on bottom) the priorities you have in life. You can re-rank the options at any point. Having a well-paying job

	Total	UK	France	Germany
Base	1503	500	502	501
1	16%	20%	15%	15%
2	14%	14%	15%	12%
3	19%	16%	19%	22%
4	16%	17%	16%	16%
5	13%	11%	15%	14%
6	10%	10%	10%	9%
7	7%	7%	8%	6%
8	5%	5%	3%	6%

Table q35 - Please rank in order from most important (on top) to least important (on bottom) the priorities you have in life. You can re-rank the options at any point. Owning a house or flat

	Total	UK	France	Germany
Base	1503	500	502	501
1	9%	12%	8%	7%
2	14%	17%	14%	11%
3	20%	21%	21%	17%
4	17%	15%	17%	19%
5	15%	14%	15%	15%
6	12%	8%	12%	17%
7	10%	8%	10%	11%
8	5%	4%	5%	5%

Table q36 - Please rank in order from most important (on top) to least important (on bottom) the priorities you have in life. You can re-rank the options at any point. Having money to travel

	Total	UK	France	Germany
Base	1503	500	502	501
1	4%	6%	4%	3%
2	7%	6%	7%	8%
3	11%	9%	12%	11%
4	14%	14%	12%	16%
5	14%	13%	14%	14%
6	20%	20%	21%	20%
7	21%	22%	20%	22%
8	9%	10%	10%	7%

Table q37 - Please rank in order from most important (on top) to least important (on bottom) the priorities you have in life. You can re-rank the options at any point. Having enough money to retire

	Total	UK	France	Germany
Base	1503	500	502	501
1	6%	5%	4%	8%
2	6%	7%	3%	8%
3	9%	9%	8%	11%
4	12%	14%	11%	11%
5	14%	12%	15%	16%
6	18%	21%	19%	14%
7	22%	19%	24%	23%
8	13%	13%	17%	8%

Table q38 - Please rank in order from most important (on top) to least important (on bottom) the priorities you have in life. You can re-rank the options at any point. Starting my own business

	Total	UK	France	Germany
Base	1503	500	502	501
1	4%	4%	5%	3%
2	5%	7%	4%	4%
3	5%	7%	6%	3%
4	7%	6%	8%	6%
5	7%	9%	8%	5%
6	8%	8%	7%	9%
7	13%	14%	13%	14%
8	51%	45%	50%	58%

Table q39 - Please rank in order from most important (on top) to least important (on bottom) the priorities you have in life. You can re-rank the options at any point. Having money for leisure activities

	Total	UK	France	Germany
Base	1503	500	502	501
1	5%	5%	3%	6%
2	8%	8%	8%	9%
3	13%	13%	12%	14%
4	17%	15%	18%	17%
5	21%	20%	21%	21%
6	18%	18%	18%	17%
7	13%	15%	12%	12%
8	6%	7%	7%	3%

Table q40 - How much of a role do you see technology playing in achieving your goals in life?

	Total	UK	France	Germany
Base	1503	500	502	501
A great deal	36%	44%	25%	38%
Some	50%	47%	54%	50%
Not that much	11%	7%	16%	10%
None	3%	1%	5%	2%

Table q41 - If you had to give up any of the following to achieve your top priority in life, which would you give up?
Please select all that apply.

	Total	UK	France	Germany
Base	1503	500	502	501
A family	15%	14%	11%	21%
A spouse or life partner	14%	14%	11%	18%
A career	28%	26%	26%	34%
A house or flat	23%	17%	24%	27%
Money	17%	17%	13%	23%
Technology	33%	35%	35%	30%
None	13%	19%	14%	6%

Table q42 - How strongly do you agree with the following statements? You have to make sacrifices to get what you want

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	39%	43%	44%	29%
Somewhat agree	47%	48%	46%	48%
Somewhat disagree	12%	8%	9%	19%
Strongly disagree	2%	1%	1%	4%

Table q43 - How strongly do you agree with the following statements? You have to take risks to get what you want in life

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	41%	39%	44%	39%
Somewhat agree	49%	51%	45%	50%
Somewhat disagree	10%	9%	10%	10%
Strongly disagree	1%	1%	1%	1%

Table q44 - How strongly do you agree with the following statements? You have to be brave to get what you want in life

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	49%	46%	51%	49%
Somewhat agree	45%	48%	42%	45%
Somewhat disagree	5%	5%	6%	5%
Strongly disagree	1%	1%	1%	1%

Table q45 - Would you rather love your job but make only a little money, or hate your job but make a lot of money?

	Total	UK	France	Germany
Base	1503	500	502	501
Love my job but make only a little money	75%	72%	80%	72%
Hate my job but make a lot of money	25%	28%	20%	28%

Table q46 - Thinking about your career, which one of the following is closer to your view?

	Total	UK	France	Germany
Base	1503	500	502	501
It is better to keep a steady job	60%	57%	62%	60%
It is better to change jobs as new opportunities arise	40%	43%	38%	40%

Table q47 - If you had an extra pay check this month, which of the following would you most likely do with it?

	Total	UK	France	Germany
Base	1503	500	502	501
Save it	61%	61%	64%	58%
Invest it	22%	17%	25%	24%
Spend it	16%	22%	10%	17%

Table q48 - What would you say is your view toward taking risks in life?

	Total	UK	France	Germany
Base	1503	500	502	501
I like to take risks and live my life on the edge	14%	16%	16%	9%
I do take risks, but I'll plan beforehand	49%	52%	44%	52%
I try to minimize the number of risks I take in my life, but sometimes they are inevitable	33%	29%	35%	35%
I never take risks	4%	3%	4%	3%

Table q49 - How strongly do you agree with the following statement? The choices I make now have a big impact on my future

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	42%	44%	47%	35%
Somewhat agree	53%	52%	49%	57%
Somewhat disagree	5%	3%	4%	7%
Strongly disagree	1%	.%	1%	1%

Table q50 - In the past, what areas of your life have you taken a risk to achieve a goal? Please select all that apply.

	Total	UK	France	Germany
Base	1503	500	502	501
My education	37%	35%	39%	36%
My career	33%	35%	32%	31%
My family	24%	20%	28%	25%
My social life	36%	37%	31%	41%
My health or fitness	25%	24%	21%	30%
None of the above	15%	18%	14%	14%

Table q51 - Compared to other generations, do you think your generation takes more or less risks in life?

	Total	UK	France	Germany
Base	1503	500	502	501
More risks	60%	68%	55%	57%
Less risks	40%	32%	45%	43%

Table q52 - What words or phrases do you most associate with the word brave? Please select your top five choices.

	Total	UK	France	Germany
Base	1503	500	502	501
Courage	77%	77%	84%	70%
Strength	63%	59%	59%	71%
Transformational	16%	16%	20%	12%
Heroic	41%	45%	38%	41%
Bold	57%	47%	71%	54%
Risk-taking	67%	59%	69%	72%
Adventurous	52%	44%	62%	50%
Daring	44%	54%	43%	35%
Fearless	49%	58%	26%	63%
Inspirational	34%	40%	29%	32%

Table q53 - How strongly do you agree with the following statement? It is brave to make bold life choices

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	31%	34%	34%	25%
Somewhat agree	56%	60%	59%	48%
Somewhat disagree	12%	5%	6%	23%
Strongly disagree	2%	.%	1%	4%

Table q54 - Would you say doing the following actions are brave or not brave? Starting a new business

	Total	UK	France	Germany
Base	1503	500	502	501
Brave	89%	89%	90%	87%
Not brave	11%	11%	10%	13%

Table q55 - Would you say doing the following actions are brave or not brave? Quitting your job to start a new career

	Total	UK	France	Germany
Base	1503	500	502	501
Brave	89%	90%	90%	86%
Not brave	11%	10%	10%	14%

Table q56 - Would you say doing the following actions are brave or not brave? Traveling the world

	Total	UK	France	Germany
Base	1503	500	502	501
Brave	70%	70%	81%	58%
Not brave	30%	30%	19%	42%

Table q57 - Would you say doing the following actions are brave or not brave? Having/adopting children

	Total	UK	France	Germany
Base	1503	500	502	501
Brave	72%	71%	81%	63%
Not brave	28%	29%	19%	37%

Table q58 - Would you say doing the following actions are brave or not brave? Waiting to get married

	Total	UK	France	Germany
Base	1503	500	502	501
Brave	42%	37%	35%	53%
Not brave	58%	63%	65%	47%

Table q59 - Would you say doing the following actions are brave or not brave? Attending a protest

	Total	UK	France	Germany
Base	1503	500	502	501
Brave	54%	57%	51%	54%
Not brave	46%	43%	49%	46%

Table q60 - Would you say doing the following actions are brave or not brave? Sharing an original opinion online

	Total	UK	France	Germany
Base	1503	500	502	501
Brave	40%	47%	33%	42%
Not brave	60%	53%	67%	58%

Table q61 - Would you say doing the following actions are brave or not brave? Publicly sharing a blog or video that discusses a very personal event

	Total	UK	France	Germany
Base	1503	500	502	501
Brave	50%	60%	38%	51%
Not brave	50%	40%	62%	49%

Table q62 - Would you say doing the following actions are brave or not brave? Setting up a page asking people online to donate money to you or someone you know

	Total	UK	France	Germany
Base	1503	500	502	501
Brave	44%	41%	45%	47%
Not brave	56%	59%	55%	53%

Table q63 - Would you say doing the following actions are brave or not brave? Getting married to or dating someone you met online

	Total	UK	France	Germany
Base	1503	500	502	501
Brave	51%	56%	43%	53%
Not brave	49%	44%	57%	47%

Table q64 - Would you say doing the following actions are brave or not brave? Getting to know someone from a different background than your own

	Total	UK	France	Germany
Base	1503	500	502	501
Brave	45%	33%	54%	47%
Not brave	55%	67%	46%	53%

Table q65 - Would you say doing the following actions are brave or not brave? Doing things with technology that others are not

	Total	UK	France	Germany
Base	1503	500	502	501
Brave	43%	44%	43%	43%
Not brave	57%	56%	57%	57%

Table q66 - How strongly do you agree with the following statements? Having the most up to date technology makes me more likely to make a brave life choice

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	14%	14%	16%	13%
Somewhat agree	41%	39%	41%	44%
Somewhat disagree	32%	35%	29%	32%
Strongly disagree	13%	12%	15%	11%

Table q67 - How strongly do you agree with the following statements? I feel braver when I confront my issues with someone or something online or over the phone rather than in person

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	16%	19%	14%	14%
Somewhat agree	38%	46%	35%	34%
Somewhat disagree	26%	23%	30%	27%
Strongly disagree	20%	13%	22%	25%

Table q68 - How strongly do you agree with the following statements? Being connected to a group of peers online makes me feel brave

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	14%	14%	15%	14%
Somewhat agree	36%	38%	36%	34%
Somewhat disagree	33%	36%	31%	32%
Strongly disagree	17%	12%	18%	21%

Table q69 - How strongly do you agree with the following statements? Learning about other people's lives online, regardless of how well I know them, makes me brave enough to share my own experiences

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	16%	19%	14%	13%
Somewhat agree	44%	48%	40%	43%
Somewhat disagree	29%	26%	29%	31%
Strongly disagree	12%	7%	17%	13%

Table q70 - Does technology have the power to do the following? Technology can enable people to make brave choices

	Total	UK	France	Germany
Base	1503	500	502	501
Yes	72%	82%	56%	79%
No	28%	18%	44%	21%

Table q71 - Does technology have the power to do the following? Technology itself can be brave

	Total	UK	France	Germany
Base	1503	500	502	501
Yes	54%	62%	47%	53%
No	46%	38%	53%	47%

Table q72 - Does technology have the power to do the following? Technology can be the product of brave decisions

	Total	UK	France	Germany
Base	1503	500	502	501
Yes	76%	79%	70%	79%
No	24%	21%	30%	21%

Table q73 - Which of the following statements describes you best?

	Total	UK	France	Germany
Base	1503	500	502	501
I usually buy new technology or a device before anyone else I know	21%	20%	18%	24%
I usually wait to buy new technology or a device until a few people I know have tried it	46%	51%	46%	43%
I usually wait to buy new technology or a device until many people I know have tried it	22%	22%	23%	20%
I'm usually one of the last people to buy new technology or a device	11%	8%	13%	13%

Table q74 - Would you say you are more empowered by current technology or held back by current technology?

	Total	UK	France	Germany
Base	1503	500	502	501
Empowered	80%	82%	82%	76%
Held back	20%	18%	18%	24%

Table q75 - How much of a role do you think technology has in connecting people around the world?

	Total	UK	France	Germany
Base	1503	500	502	501
A great deal	54%	65%	39%	58%
Some	40%	31%	53%	35%
Not that much	5%	3%	5%	6%
None	1%	1%	3%	1%

Table q76 - Would you say technology opens up opportunities for many people around the world or for only a few?

	Total	UK	France	Germany
Base	1503	500	502	501
Many	72%	71%	66%	79%
A few	28%	29%	34%	21%

Table q77 - How strongly do you agree with the following statement? Technology will play a role in solving my country's biggest issues

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	21%	25%	19%	21%
Somewhat agree	53%	56%	51%	53%
Somewhat disagree	22%	16%	25%	24%
Strongly disagree	4%	3%	5%	3%

Table q78 - In what area do you think technology will play the most important role in the future?

	Total	UK	France	Germany
Base	1503	500	502	501
The economy	19%	14%	17%	25%
Political unrest/instability	8%	8%	6%	9%
Social inequality	8%	11%	6%	7%
The environment	12%	10%	12%	13%
Healthcare	20%	21%	25%	14%
Fostering communities	8%	5%	10%	8%
Reducing poverty	5%	5%	6%	4%
Improving education	21%	25%	18%	20%

Table q79 - What downsides, if any, do you see to technology? Please select all that apply.

	Total	UK	France	Germany
Base	1503	500	502	501
Privacy issues	56%	56%	62%	50%
It distracts me from doing other things	38%	39%	26%	48%
It allows people to hide from the real world	43%	49%	34%	45%
It encourages harassment and bad behaviour	44%	41%	48%	43%
It negatively affects my health	21%	18%	17%	29%
I don't see any downsides to technology	6%	7%	5%	5%

Table q80 - Which is closer to your view?

	Total	UK	France	Germany
Base	1503	500	502	501
The downsides of technology have prevented me from adopting certain devices	29%	28%	27%	33%
The downsides of technology have never prevented me from adopting certain devices in the past	71%	72%	73%	67%

Table q81 - Which is closer to your view?

	Total	UK	France	Germany
Base	1503	500	502	501
Using technology helps me feel more connected to my peers	70%	75%	64%	71%
Using technology makes me feel more isolated from my peers	30%	25%	36%	29%

Table q82 - Which is closer to your view?

	Total	UK	France	Germany
Base	1503	500	502	501
Technology has connected people from all over the world, helping to make people more accepting and open to others	52%	55%	56%	44%
Technology has connected people from all over the world, but this has not made people more accepting and open to others	48%	45%	44%	56%

Table q83 - Which is closer to your view?

	Total	UK	France	Germany
Base	1503	500	502	501
The internet should be a space for people to exchange ideas freely, even if I disagree with them or these ideas promote violence or prejudice	53%	58%	53%	48%
The internet should not be a space for people to freely exchange violent, prejudiced, or otherwise disagreeable ideas	47%	42%	47%	52%

Table q84 - Which is closer to your view?

	Total	UK	France	Germany
Base	1503	500	502	501
Advancements in technology will only have a positive impact on future generations	47%	58%	42%	40%
Technology is advancing too rapidly, and could potentially have a negative impact on future generations	53%	42%	58%	60%

Table q86 - Which of the following devices would you say are vital to your everyday life? Please select all that apply.

	Total	UK	France	Germany
Base	1503	500	502	501
Smartphone (e.g. iPhone, Android, Windows Phone)	73%	78%	68%	74%
Desktop computer	38%	30%	43%	40%
Laptop computer	61%	60%	69%	54%
Tablet computer	27%	31%	31%	20%
Dedicated eReader (e.g. Nook, Kindle)	8%	9%	7%	9%
MP3 Player (e.g. iPod, Zune)	19%	17%	21%	19%
HD TV	31%	27%	39%	28%
Internet Enabled TV	17%	15%	20%	16%
Home Gaming System (e.g. Xbox, PS2, Wii)	22%	22%	26%	18%
None of the above	4%	5%	4%	3%

Table q87 - How much do you agree with the following statement? I expect to run a large portion of my household from my phone or computer within the next five years.

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	28%	27%	27%	30%
Somewhat agree	43%	47%	44%	38%
Somewhat disagree	21%	20%	19%	24%
Strongly disagree	8%	7%	10%	8%

Table q88 - In the next five years, what forms of technology do you envision using? Please select all that apply.

	Total	UK	France	Germany
Base	1503	500	502	501
Wearables (e.g. smart watches)	37%	36%	36%	40%
Health monitoring	37%	44%	34%	33%
Smart appliances	46%	57%	46%	34%
Virtual reality	37%	36%	36%	40%
None of the above	17%	15%	16%	20%

Table q89 - What is the most important factor in purchasing new technology?

	Total	UK	France	Germany
Base	1503	500	502	501
The brand	7%	7%	7%	7%
The price	32%	31%	34%	30%
The look and feel of the device	7%	8%	3%	8%
What the device will enable me to do	36%	37%	36%	34%
User testimonials or reviews	11%	9%	10%	14%
Recommendation from friends, family, or colleagues	8%	7%	9%	7%
Other	1%	0%	1%	1%

Table q90 - In general, how long do you expect to own a smartphone before getting a new one?

	Total	UK	France	Germany
Base	1503	500	502	501
Less than 6 months	7%	7%	5%	7%
6 months to 1 year	19%	20%	21%	15%
1 to 2 years	39%	46%	36%	36%
2 to 5 years	30%	23%	32%	34%
More than 5 years	6%	4%	6%	7%

Table q91 - In the last week, what's the longest you've gone without checking your phone (not counting when you are

	Total	UK	France	Germany
Base	1503	500	502	501
A few minutes	7%	7%	10%	4%
An hour or so	20%	25%	22%	13%
A few hours	38%	38%	37%	40%
Half a day	19%	16%	15%	26%
A full day	10%	8%	11%	9%
A few days	6%	5%	5%	8%

Table q92 - How strongly do you agree with the following statement? Smartphones will eventually replace all other forms of technology (e.g. laptops, desktop computers, tablets, etc.)

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	17%	18%	16%	18%
Somewhat agree	39%	38%	41%	39%
Somewhat disagree	30%	29%	31%	29%
Strongly disagree	14%	15%	13%	14%

Table q93 - How strongly do you agree with the following statements? I see the world through the lens of my smartphone

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	12%	15%	12%	10%
Somewhat agree	30%	36%	33%	23%
Somewhat disagree	34%	29%	34%	39%
Strongly disagree	23%	20%	21%	29%

Table q94 - Which is closer to your view?

	Total	UK	France	Germany
Base	1503	500	502	501
Technology helps me better appreciate things that are beautiful	62%	63%	62%	62%
Technology prevents me from fully appreciating things that are beautiful	38%	37%	38%	38%

Table q95 - How frequently do you use your mobile device to capture videos and/or pictures of... - Things/moments that I think are beautiful

	Total	UK	France	Germany
Base	1503	500	502	501
Several times a day	14%	14%	15%	12%
Once a day	22%	23%	21%	23%
2-3 times a week	22%	23%	22%	23%
Once a week	15%	15%	14%	16%
Less than once a week	27%	26%	28%	27%

Table q96 - How frequently do you use your mobile device to capture videos and/or pictures of... - Things/moments that are socially relevant

	Total	UK	France	Germany
Base	1503	500	502	501
Several times a day	11%	14%	11%	9%
Once a day	19%	21%	18%	19%
2-3 times a week	18%	19%	21%	14%
Once a week	13%	14%	10%	16%
Less than once a week	38%	32%	40%	42%

Table q97 - How frequently do you use your mobile device to capture videos and/or pictures of... - Things/moments that I want to remember

	Total	UK	France	Germany
Base	1503	500	502	501
Several times a day	15%	18%	15%	11%
Once a day	22%	22%	22%	23%
2-3 times a week	24%	25%	22%	25%
Once a week	16%	15%	16%	16%
Less than once a week	23%	20%	25%	25%

Table q98 - How frequently do you use your mobile device to capture videos and/or pictures of... - Things/moments that I want to share with others

	Total	UK	France	Germany
Base	1503	500	502	501
Several times a day	14%	14%	15%	12%
Once a day	21%	24%	20%	18%
2-3 times a week	23%	27%	21%	23%
Once a week	14%	12%	14%	16%
Less than once a week	28%	23%	30%	32%

Table q99 - How frequently do you use your mobile device to capture videos and/or pictures of... - Things/moments that make me happy

	Total	UK	France	Germany
Base	1503	500	502	501
Several times a day	14%	17%	15%	11%
Once a day	24%	26%	22%	24%
2-3 times a week	22%	23%	21%	22%
Once a week	14%	13%	15%	14%
Less than once a week	26%	21%	28%	29%

Table q100 - How frequently do you use your mobile device to capture videos and/or pictures of... - Things/moments that make me feel good about myself

	Total	UK	France	Germany
Base	1503	500	502	501
Several times a day	12%	13%	14%	10%
Once a day	21%	24%	20%	20%
2-3 times a week	20%	22%	20%	19%
Once a week	13%	14%	12%	13%
Less than once a week	33%	28%	35%	37%

Table q101 - How strongly do you agree with the following statement? Technology helps us recognize and celebrate the beauty in our differences

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	19%	23%	18%	16%
Somewhat agree	51%	56%	48%	48%
Somewhat disagree	23%	17%	25%	28%
Strongly disagree	7%	3%	9%	8%

Table q102 - How strongly do you agree with the following statement? Technology helps people create things that make our world more beautiful

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	23%	27%	18%	25%
Somewhat agree	55%	56%	54%	56%
Somewhat disagree	17%	15%	21%	16%
Strongly disagree	5%	2%	7%	4%

Table q103 - How strongly do you agree with the following statements? I choose brands that will help to set me apart

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	17%	16%	18%	16%
Somewhat agree	39%	42%	37%	37%
Somewhat disagree	31%	33%	29%	31%
Strongly disagree	14%	9%	17%	16%

Table q104 - How strongly do you agree with the following statements? I choose brands that express my individuality

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	18%	19%	19%	16%
Somewhat agree	46%	47%	43%	49%
Somewhat disagree	26%	27%	25%	25%
Strongly disagree	10%	7%	13%	10%

Table q105 - How strongly do you agree with the following statements? I choose brands that connect me to new experiences

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	19%	22%	16%	19%
Somewhat agree	48%	52%	46%	46%
Somewhat disagree	24%	21%	27%	25%
Strongly disagree	8%	5%	10%	10%

Table q106 - How strongly do you agree with the following statements? I choose brands that enable me to make bold decisions

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	16%	17%	17%	14%
Somewhat agree	39%	46%	39%	33%
Somewhat disagree	32%	30%	29%	37%
Strongly disagree	14%	8%	16%	17%

Table q107 - How strongly do you agree with the following statements? I choose brands that reflect my values

	Total	UK	France	Germany
Base	1503	500	502	501
Strongly agree	19%	22%	21%	15%
Somewhat agree	51%	51%	47%	55%
Somewhat disagree	21%	22%	21%	20%
Strongly disagree	9%	5%	12%	10%

Table q112 - Which type of company would you say is the leader in the following categories? Making innovative

	Total	UK	France	Germany
Base	1503	500	502	501
Technology companies	52%	58%	50%	49%
Healthcare companies	11%	9%	11%	12%
Financial services companies	7%	6%	8%	7%
Fashion and beauty companies	10%	10%	13%	8%
Food and beverage companies	9%	9%	8%	11%
Energy companies	10%	8%	10%	12%

Table q113 - Which type of company would you say is the leader in the following categories? Making useful products

	Total	UK	France	Germany
Base	1503	500	502	501
Technology companies	37%	42%	31%	38%
Healthcare companies	18%	20%	19%	16%
Financial services companies	6%	7%	7%	5%
Fashion and beauty companies	11%	10%	11%	12%
Food and beverage companies	16%	10%	18%	19%
Energy companies	12%	12%	14%	11%

Table q114 - Which type of company would you say is the leader in the following categories? Giving back to society

	Total	UK	France	Germany
Base	1503	500	502	501
Technology companies	21%	21%	22%	20%
Healthcare companies	29%	37%	23%	28%
Financial services companies	11%	8%	14%	10%
Fashion and beauty companies	8%	8%	9%	9%
Food and beverage companies	17%	15%	17%	18%
Energy companies	14%	12%	15%	16%

Table q115 - Which type of company would you say is the leader in the following categories? Enabling me to be successful in life

	Total	UK	France	Germany
Base	1503	500	502	501
Technology companies	35%	44%	34%	28%
Healthcare companies	15%	13%	15%	17%
Financial services companies	25%	22%	26%	29%
Fashion and beauty companies	9%	10%	7%	11%
Food and beverage companies	8%	6%	11%	8%
Energy companies	7%	5%	8%	7%

Table q116 - Which type of company would you say is the leader in the following categories? Creating fun experiences

	Total	UK	France	Germany
Base	1503	500	502	501
Technology companies	40%	43%	52%	25%
Healthcare companies	11%	6%	9%	17%
Financial services companies	7%	7%	6%	8%
Fashion and beauty companies	20%	18%	18%	24%
Food and beverage companies	15%	20%	8%	16%
Energy companies	8%	6%	8%	10%

Table q117 - Which type of company would you say is the leader in the following categories? Opening up opportunities

	Total	UK	France	Germany
Base	1503	500	502	501
Technology companies	43%	48%	35%	47%
Healthcare companies	10%	9%	10%	12%
Financial services companies	17%	14%	21%	16%
Fashion and beauty companies	9%	11%	9%	8%
Food and beverage companies	9%	10%	8%	9%
Energy companies	11%	8%	16%	9%

Table q118 - Which is closer to your view?

	Total	UK	France	Germany
Base	1503	500	502	501
Brands generally follow through on their promises	54%	59%	55%	48%
Brands generally do not follow through on their promises	46%	41%	45%	52%

Table q119 - Which is closer to your view?

	Total	UK	France	Germany
Base	1503	500	502	501
Brands generally make an effort to be responsible	58%	66%	55%	54%
Brands generally do not make an effort to be responsible	42%	34%	45%	46%

Table q120 - What are your favourite ways brands or companies can engage with people your age? Please select your top five answer choices.

	Total	UK	France	Germany
Base	1503	500	502	501
Create or sponsor social media content	26%	25%	21%	32%
Create or sponsor YouTube videos	39%	42%	34%	42%
Create or sponsor news articles	20%	18%	23%	21%
Create social networks or forums where people can connect to other users	30%	28%	26%	35%
Partner with or sponsor movie, TV, social media, or sports stars	31%	36%	30%	28%
Partner with sport teams or events	29%	26%	31%	30%
Partner with or sponsor music festivals	31%	27%	33%	34%
Partner with or sponsor gaming-related events	27%	22%	29%	29%
Sponsor consumer competitions	27%	26%	37%	19%
Send personal emails about products or offerings	32%	33%	34%	29%
Post on their own social media and about their products or offerings	35%	38%	32%	36%
Has product billboards or transit posters	24%	22%	29%	23%
Has products mentioned in new or magazine articles	28%	24%	31%	28%
Show ads on television	42%	46%	34%	45%
Show ads on social media sites	31%	37%	22%	34%
Offer promotions for new buyers	46%	49%	53%	38%

Table q121 - What type of stars do you find most appealing?

	Total	UK	France	Germany
Base	471	181	152	138
Social media stars (e.g. YouTube personalities)	20%	23%	18%	20%
Movie stars	35%	32%	41%	31%
TV stars	20%	23%	12%	24%
Sports stars	20%	17%	22%	20%
Other	6%	6%	7%	5%

Table q122 - If a brand wants to engage people your age, what would you say are the most important characteristics that brand should have? Please select your top five choices.

	Total	UK	France	Germany
Base	1503	500	502	501
Embraces technology	32%	42%	28%	26%
Sells an experience rather than a product	30%	28%	33%	30%
Embraces diversity	32%	38%	32%	25%
Connects people around the world	33%	33%	30%	36%
Inspires people to be better	34%	37%	37%	27%
Shows ordinary people using their products or services	34%	31%	40%	31%
Talks in language people my age use	30%	26%	27%	38%
Keeps up to date with the latest trends	36%	38%	25%	44%
Offers inexpensive products or services	45%	41%	48%	47%
Offers quality products or services	52%	52%	52%	53%
Personalizes products or services	31%	29%	32%	33%
Supports important social causes	35%	30%	39%	37%
Is responsible in how they make their products	40%	36%	40%	42%
Offers bonuses or rewards for buying their products or services	35%	38%	36%	31%
Other	1%	1%	1%	1%

Demographic Data

Table q1 - Are you...

	Total	UK	France	Germany
Base	1503	500	502	501
Male	46%	43%	47%	49%
Female	54%	57%	53%	51%

Table q2 - What is your age?

	Total	UK	France	Germany
Base	1503	500	502	501
18	4%	7%	2%	4%
19	4%	4%	4%	2%
20	5%	5%	5%	5%
21	4%	5%	4%	4%
22	4%	4%	4%	4%
23	6%	6%	5%	6%
24	5%	4%	4%	5%
25	6%	5%	7%	6%
26	8%	7%	7%	9%
27	6%	6%	6%	6%
28	7%	6%	7%	7%
29	7%	6%	6%	9%
30	7%	6%	6%	8%
31	6%	7%	6%	6%
32	7%	8%	7%	6%
33	8%	7%	10%	6%
34	8%	7%	9%	7%

Table q4 - What is the last grade in school you have completed?

	Total	UK	France	Germany
Base	500	500	0%	0%
Less than secondary school	13%	13%	0%	0%
Some university, but no degree	25%	25%	0%	0%
Diploma of Higher Education or Higher National (e.g., a two year post-secondary school university degree)	24%	24%	0%	0%
Bachelors degree (for example: BA, BSc)	19%	19%	0%	0%
Master's degree (for example: MA, MS, MEng, MEd, MSW, MBA)	12%	12%	0%	0%
Doctorate degree (for example: PhD)	3%	3%	0%	0%
Professional degree (for example: Medical Doctor, Lawyer)	4%	4%	0%	0%
Don't know	0%	0%	0%	0%

Table q5 - What is the highest level of formal education that you have completed?

	Total	UK	France	Germany
Base	502	0%	502	0%
Certificat d'études primaires	7%	0%	7%	0%
Certification commerciale/technique	4%	0%	4%	0%
Diplôme d'études supérieures	21%	0%	21%	0%
DEUG/BTS/DUT	20%	0%	20%	0%
Baccalauréat/Maîtrise	28%	0%	28%	0%
Grande École/DEA/DESS/Doctorat	14%	0%	14%	0%
Formation technique	4%	0%	4%	0%
Don't know / prefer not to say	1%	0%	1%	0%

Table q6 - What is the highest level of formal education that you completed?

	Total	UK	France	Germany
Base	501	0%	0%	501
Ohne Schulabschluss	.%	0%	0%	.%
Hauptschulabschlusse mit Abschluss	7%	0%	0%	7%
Realschule mit mittlerer Reife	29%	0%	0%	29%
Abitur	29%	0%	0%	29%
Studium ohne Abschluss	7%	0%	0%	7%
Fachhochschulstudium mit Abschluss	15%	0%	0%	15%
Hochschulstudium mit Abschluss	12%	0%	0%	12%
Promotion				
Habilitation	.%	0%	0%	.%
Don't know/decline to answer	1%	0%	0%	1%

Table q7 - Which of the following best describes your current employment status?

	Total	UK	France	Germany
Base	1503	500	502	501
Employed full time, working 40 hours or more per week	53%	48%	54%	58%
Employed part-time, working less than 40 hours per week	16%	19%	15%	14%
Self-employed	3%	4%	4%	3%
Not currently employed	12%	15%	14%	5%
Retired	.%	.%	0%	.%
Student	16%	15%	13%	19%
Other	0%	0%	0%	0%

Table q8 - For statistical purposes only, please select the following category below that best represents your total household annual income.

	Total	UK	France	Germany
Base	500	500	0%	0%
Less than £13,999	17%	17%	0%	0%
£14,000 to £20,999	16%	16%	0%	0%
£21,000 to £27,999	15%	15%	0%	0%
£28,000 to £34,999	14%	14%	0%	0%
£35,000 to £41,999	11%	11%	0%	0%
£42,000 to £55,999	12%	12%	0%	0%
£56,000 to £76,999	8%	8%	0%	0%
£77,000 or more	6%	6%	0%	0%
Don't know / Prefer not to answer	0%	0%	0%	0%

Table q9 - For statistical purposes only, please select the following category below that best represents your total household annual income.

	Total	UK	France	Germany
Base	1003	0%	502	501
Less than EUR 19,999	25%	0%	28%	21%
EUR 20,000 to EUR 29,999	23%	0%	26%	20%
EUR 30,000 to EUR 39,999	16%	0%	16%	16%
EUR 40,000 to EUR 49,999	14%	0%	14%	14%
EUR 50,000 to EUR 79,999	12%	0%	8%	16%
EUR 80,000 to EUR 99,999	5%	0%	3%	7%
EUR 100,000-EUR 149,999	2%	0%	1%	3%
EUR 150,000 or more	1%	0%	1%	2%
Don't know / Refused	2%	0%	2%	2%

Table q10 - Which of the following countries within the United Kingdom do you currently live in?

	Total	UK	France	Germany
Base	500	500	0%	0%
England	85%	85%	0%	0%
Scotland	8%	8%	0%	0%
Wales	4%	4%	0%	0%
Northern Ireland	2%	2%	0%	0%

Table q11 - Which region of England do you currently live in?

	Total	UK	France	Germany
Base	427	427	0%	0%
South East	16%	16%	0%	0%
London	18%	18%	0%	0%
North West	15%	15%	0%	0%
East of England	8%	8%	0%	0%
West Midlands	12%	12%	0%	0%
South West	7%	7%	0%	0%
Yorkshire and the Humber	11%	11%	0%	0%
East Midlands	8%	8%	0%	0%
North East	5%	5%	0%	0%

Table q12 - Which of the following provinces do you currently live in?

	Total	UK	France	Germany
Base	502	0%	502	0%
Alsace	4%	0%	4%	0%
Champagne-Ardenne	2%	0%	2%	0%
Lorraine	4%	0%	4%	0%
Aquitaine	4%	0%	4%	0%
Limousin	1%	0%	1%	0%
Poitou-Charentes	2%	0%	2%	0%
Auvergne	2%	0%	2%	0%
Rhone-Alpes	10%	0%	10%	0%
Burgundy	1%	0%	1%	0%
Franche-Comté	2%	0%	2%	0%
Britain	3%	0%	3%	0%
Center	5%	0%	5%	0%
Corsica	1%	0%	1%	0%
Ile-de-France	24%	0%	24%	0%
Languedoc-Roussillon	3%	0%	3%	0%
Midi-Pyrenees	4%	0%	4%	0%
Nord Pas de Calais	10%	0%	10%	0%
Picardie	2%	0%	2%	0%
Lower Normandy	2%	0%	2%	0%
Haute-Normandie	2%	0%	2%	0%
Pays de la Loire	6%	0%	6%	0%
Provence-Alpes-Côte d'Azur	6%	0%	6%	0%
Other	0%	0%	0%	0%

Table q13 - Which of the following states or cities do you currently live in?

	Total	UK	France	Germany
Base	501	0%	0%	501
Baden-Württemberg	11%	0%	0%	11%
Bayern	15%	0%	0%	15%
Berlin	7%	0%	0%	7%
Brandenburg	1%	0%	0%	1%
Bremen	1%	0%	0%	1%
Hamburg	2%	0%	0%	2%
Hessen	8%	0%	0%	8%
Mecklenburg-Vorpommern	2%	0%	0%	2%
Niedersachsen	9%	0%	0%	9%
Nordrhein-Westfalen	24%	0%	0%	24%
Rheinland-Pfalz	5%	0%	0%	5%
Saarland	1%	0%	0%	1%
Sachsen	6%	0%	0%	6%
Sachsen-Anhalt	3%	0%	0%	3%
Schleswig-Holstein	3%	0%	0%	3%
Thüringen	3%	0%	0%	3%
Other	0%	0%	0%	0%

Table q15 - In your opinion, what is the most important issue facing your country?

	Total	UK	France	Germany
Base	1503	500	502	501
The economy	14%	24%	14%	6%
Political unrest/instability	13%	19%	8%	12%
Social inequality	13%	11%	9%	20%
The environment	4%	5%	3%	4%
Terrorism	33%	20%	53%	26%
Immigration	20%	19%	12%	30%
Other	2%	2%	1%	2%

Table q132 - Do you live in a city, suburb, or a less developed or rural area not near a city?

	Total	UK	France	Germany
Base	1503	500	502	501
City	49%	42%	57%	49%
Suburb	31%	43%	20%	31%
More rural, less developed	19%	14%	22%	20%
Don't know / Prefer not to answer	1%	1%	1%	1%

Table q133 - What is your current marital status?

	Total	UK	France	Germany
Base	1503	500	502	501
Single	50%	49%	48%	52%
Married	26%	28%	27%	23%
Living together	21%	21%	23%	20%
Separated / Divorced	2%	1%	1%	3%
Widowed	.%	.%	0%	.%
Prefer not to answer	1%	1%	1%	1%

Table q134 - How many children under 18 years old, if any, do you have living with you?

	Total	UK	France	Germany
Base	1503	500	502	501
None, I do not have any children under 18 years old living with me	61%	59%	57%	66%
1	20%	20%	22%	18%
2	13%	14%	16%	10%
3	4%	5%	4%	2%
4 or more	1%	2%	1%	2%
Prefer not to answer	1%	1%	1%	1%

Table q136 - Do you currently live at home with your parents / guardians?

	Total	UK	France	Germany
Base	1503	500	502	501
Yes	29%	37%	24%	26%
No	71%	63%	76%	74%