

European Millennials more optimistic about personal finances than older generations

- **37% of European Millennials believe their personal financial situation will improve in the next 12 months, compared to 27% of Generation Xers and 20% of Baby Boomers**
- **44% of Millennials with high education and 33% of those with no or low education believe their financial situation will improve**

Berlin, 22 June 2016 - Despite the challenges facing them, it seems European Millennials are much more optimistic than the Generation Xers or Baby Boomers when it comes to their personal financial outlook, a survey by Dalia Research shows.

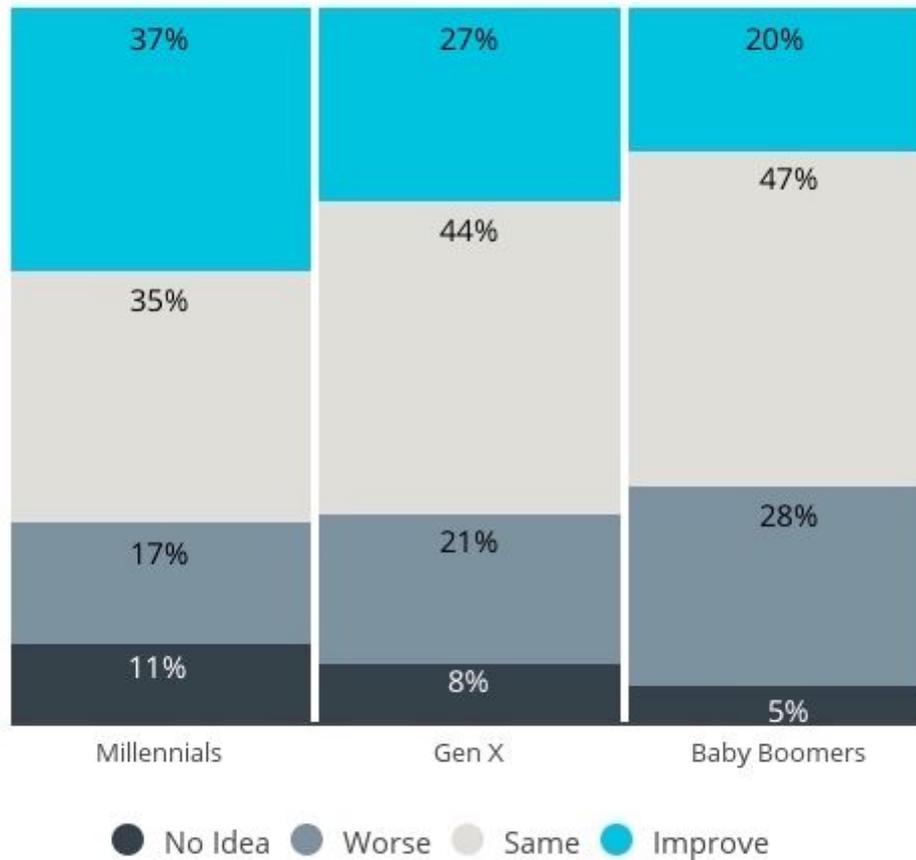
The survey, which was conducted in March and April 2016 among a representative sample of 10.000 Europeans across all 28 EU countries, revealed that when asked about their outlook of their financial situation over the next 12 months, Millennials were almost twice as likely (37%) as Baby Boomers (20%) to believe their personal financial situation would improve.

The opposite is also true, as almost twice as many Baby Boomers (30%) than Millennials (17%) believe their financial situation would get worse in the next 12 months. Generation Xers were firmly in the middle of the pack: 27% think their situation would improve, while 21% think it would get worse.

Although this optimism increases the more highly educated the respondent (44% of Millennials with high education believe their financial situation would improve), even Millennials with no or low education are optimistic, with one-third believing their financial situation would improve, compared to only 17% of Baby Boomers with no or low education.

Over the next 12 months, do you believe your personal financial situation will...?

Respondents sorted by age groups



Notes to editors

About generational age boundaries used

For the purposes of this analysis we have taken the more commonly used boundaries, i.e. Millennials are taken to be born between 1983 and 2004 , Generation X between 1965 and 1982, and Baby Boomers between 1946 to 1964.

About the survey

These findings are part of the “e28-Project”, a quarterly survey by Dalia Research across 28 EU countries and 21 languages. In every “wave” of the survey, Dalia interviews a representative sample of 10.000 Europeans to better understand EU-wide trends in public opinion, consumer attitudes and market developments.

The survey setup treats the EU, from a statistical and sampling perspective, as if it were one country. Considering the sample-size and the design-effect (calculated at 1.45), the margin of error is estimated at +/-1.2 % at a confidence level of 95 %.

About Dalia Research

Dalia Research was founded in Berlin in 2013 with a clear vision to utilise mobile technology to change the way that attitudinal data is collected, analysed and presented. For more information about Dalia and its work, please visit: www.daliaresearch.com

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