

Bridging the Empowerment Divide: Enabling people to lead the lives they want

We live in a time where people are more and more expected to look after themselves, set their own goals, be self-reliant and therefore rely less on the welfare state. In other words, people are expected to gain mastery over their lives, become more empowered. But how empowered do people in Europe really feel?

55%

lack financial goals

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This is higher among those with lower incomes, with many pessimistic about their prospects.

A net 14% of Europeans surveyed expect their living standards to rise in the next 5 years. More than a third (37%) of Europeans are optimistic about their future standard of living over the next five years. But over a fifth (23%) are pessimistic.

14%

of Europeans expect living standards to rise

47%

with financial goals are optimistic

Of the 45% with clear financial goals, almost half (47%) are optimistic about their future, in contrast to 29% of those without.

60% of those feeling better off from the last five years are optimistic about the future, while over half (53%) of those feeling worse off expect their situation to deteriorate further – showing rising inequality.

60%

of those feeling better off from the last five years are optimistic

