

Holiday Sentiment Monitor

Results 15-measurement

April 2023



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Take outs



- 1. Over 8 in 10 have a holiday intention for the next 12 months.**

On average, 84% of those surveyed intend to go on holiday in the next 12 months. Holiday intention does not differ much between the six countries measured. It ranges from 81% among Americans to 86% among the French and British.
- 2. Over 40 per cent have already booked holidays, with many leaving in April, May and July.**

The share that has already booked a holiday has increased significantly compared to the December 2022 measurement. The share that has already booked is highest in the UK (49%) and lowest in Belgium (40%). Of those who have already booked, an average of 18% say they will leave in April and 17% for both May and July. In terms of household type/living situation, Dutch people living alone have booked holidays in relatively low numbers. 30% of those living alone even indicate no holiday intention. Couples and families have already booked to the highest extent; almost 50%.
- 3. Market potential: 40% of respondents have holiday intentions but have yet to book. And of these, 62% are already planning.**

4 in 10 say they have yet to book but have a holiday intention for the next 12 months. Of that group, over 60% are already planning. They mostly focus on July (average 22%) and in second and third place are June and August (18% and 17% respectively). Of the group that is already planning a holiday, the largest group plans to book within 1 to 3 months (average 38%). In addition, 26% on average say they intend to book within 3 to 4 weeks. If people have holiday intentions but are not yet planning, it is mainly because they have not yet had time to do so (average 22%) or their financial situation does not allow it (average 9%).
- 4. Holidays in Europe prove to be popular.**

The Dutch, Belgians, Germans and British are largely planning to spend their next holidays elsewhere in Europe. Among the French and Americans, there are high levels of plans to take their next holiday at home. Among Dutch people with holiday intentions, an average of 13% have plans for an intercontinental trip. Looking at the choice of travelling companion, Dutch people travelling solo go for an intercontinental trip at a relatively high rate. Dutch families opt relatively more for their own country (28%), while groups of friends choose this relatively little (16%). Dutch friend groups opt at highest rates for a destination elsewhere in Europe.
- 5. Majority going away for 4-7 nights during next holiday.**

On average, the majority of interviewees (who have a holiday intention) will go away for 4-7 nights during their next holiday (average 40%). After that, the 8-14 nights category is the most chosen (averaging 32%). Among Americans, the proportion of short holidays (of 1-3 nights) is relatively high. When looking at length of stay vs. travelling companion(s), Dutch groups of friends choose short holidays of a few nights relatively often. Furthermore, Dutch couples (with a holiday intention) choose a holiday of 15 days or more relatively often (21%).



Take outs



6. **Hotel/guesthouse is the most frequently chosen accommodation type.**
A hotel/guesthouse is the most popular type of accommodation; on average 45% of respondents with a holiday intention choose this. This is followed by an apartment (12% on average) and in shared third place is accommodation rented from a private person (8%) or a house of family/friends/acquaintances (8%). Renting from private individuals is especially popular among the French. A bungalow (park) and camping score relatively high among the Dutch.
7. **Flexible cancellation conditions, staying in a quiet place and rising prices are still most important when choosing a holiday destination.**
Over 70% of people with holiday intentions consider flexible cancellation conditions (very) important when choosing a holiday destination. They also value staying in a quiet place. In third place is rising prices. Inflation and increased prices of e.g. gas/energy and groceries currently play a bigger role in holiday choice than Corona, the situation in Ukraine, sustainability and possible crowding at airports.
8. **Half of respondents adjust holiday behaviour due to inflation**
Half of people (49% on average) say they are forced to adjust holiday behaviour as a result of rising prices. The French are in highest agreement with this statement (56%) and the Dutch the least (38%). Differences can also be seen by type of household/living situation. Dutch people living alone indicate the highest degree to adjust their holiday behaviour because of inflation (average 43%). Among couples and people living with their parents, this plays a role to a lesser extent (both 32%).
9. **Going on holiday less often and cheaper accommodation most mentioned holiday adjustments.**
People mainly adjust their holiday behaviour (due to rising prices) by going on holiday less often (average 45%) and by choosing cheaper accommodation (average 40%). The least chosen option is saving on transport (mean 20%). Zooming in on the type of household/living situation, it can be seen that a large number of Dutch people living alone choose to avoid the high season. Families choose to save at the destination itself (e.g. eating out less often) to a relatively high extent.



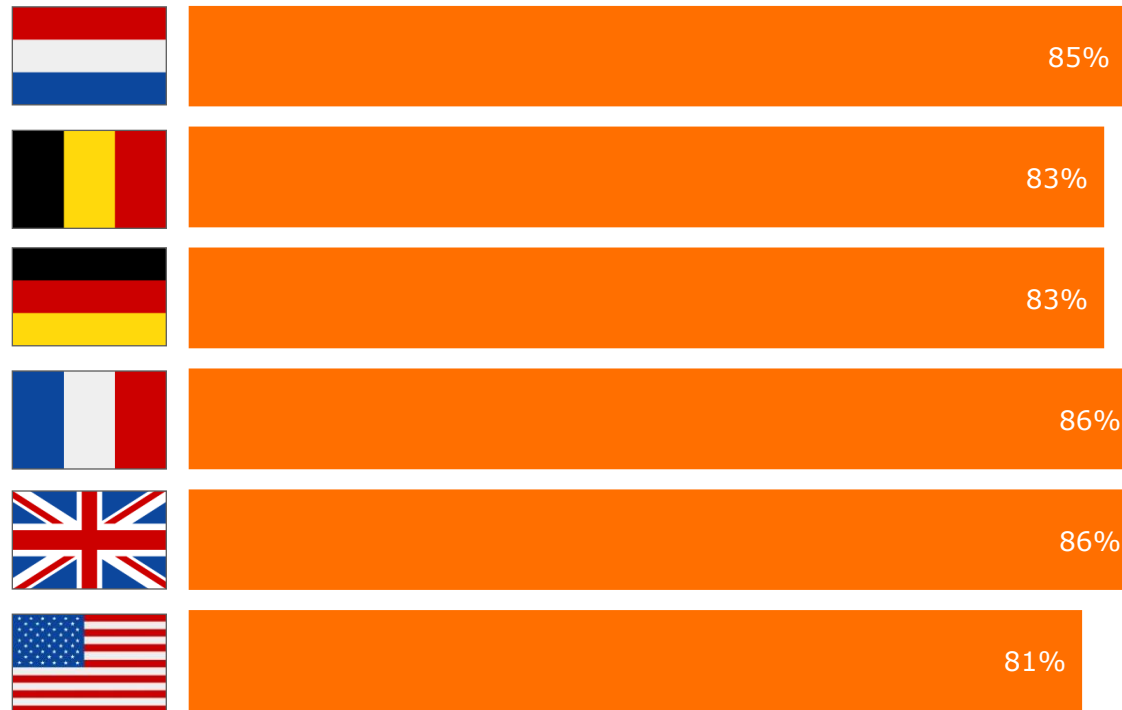


1. Main results





Holiday intention for the next 12 months is highest among the French and British (both 86%), followed by the Dutch (85%). Holiday intention is lowest among Americans (81%). On average, 84% of respondents from these six countries have an intention to go on holiday in the next 12 months, some of whom have already booked and some of whom have yet to book. These may be short or long holidays at home or abroad.



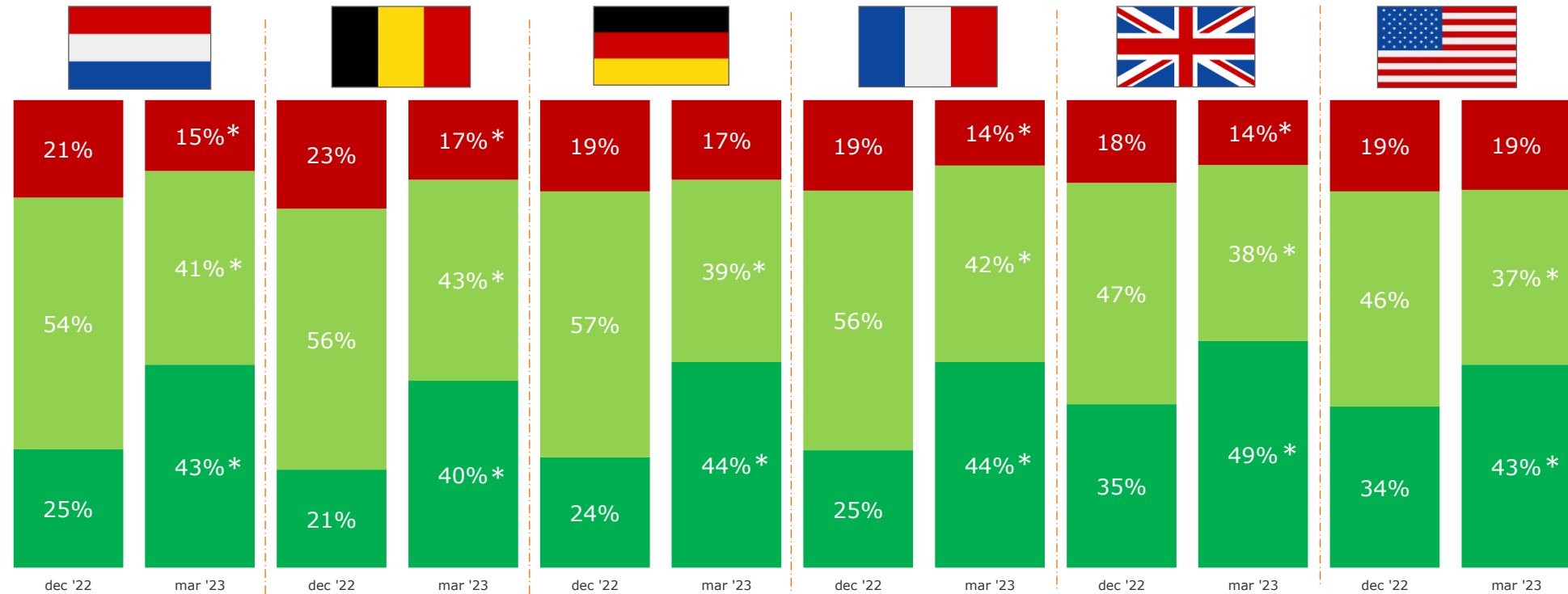
Holiday intention for next 12 months (% top 2):

- Yes, I have already booked
- Yes, but I have yet to book





In each of the six countries below, the percentage already booked has increased significantly compared to the December 2022 measurement. On average, 44% have already booked something for the next 12 months. On average, 40% have holiday intentions but have yet to book. Finally, an average of 16% say they have no holiday intention for the next 12 months.



■ Yes, I have already booked

■ Yes, but I have yet to book

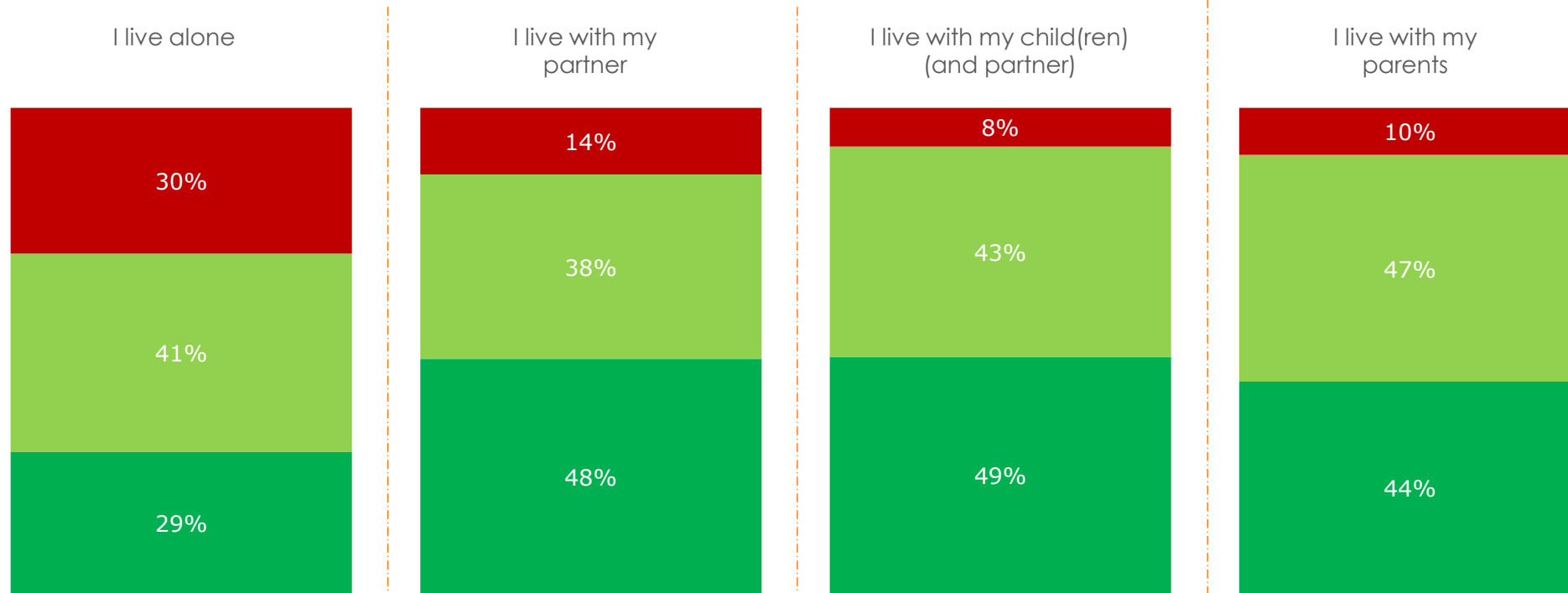
■ No, no intention

Base: everyone (total sample)

*: significant difference compared to previous measurement

Q: Do you currently intend to go on holiday sometime in the next 12 months?

Of the four Netherlands-based groups below, couples and families have already booked holidays to the highest extent. Among people living alone, this percentage is significantly lower and the percentage with no holiday intention is significantly higher.



Yes, I have already booked

Yes, but I have yet to book

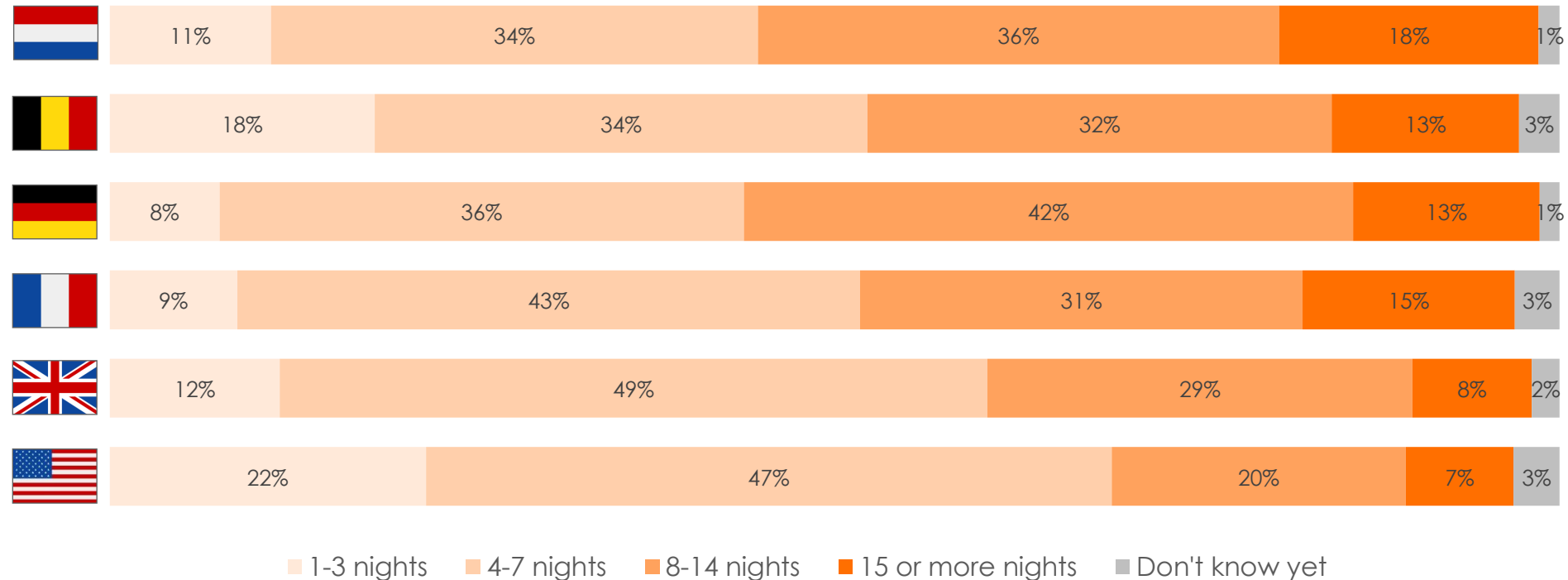
No, no intention

Base: Dutch people (entire sample)
Note: the most common types of living situations are shown here

Q: Do you currently intend to go on holiday sometime in the next 12 months?



On average, the majority of those surveyed with a holiday intention are going away for 4-7 nights for their next holiday (averaging 40%). After that, the 8-14 nights category is the most frequently chosen (average 32%). Among Americans, the proportion of short holidays is highest compared to other countries; 22% will go away for 1-3 nights.

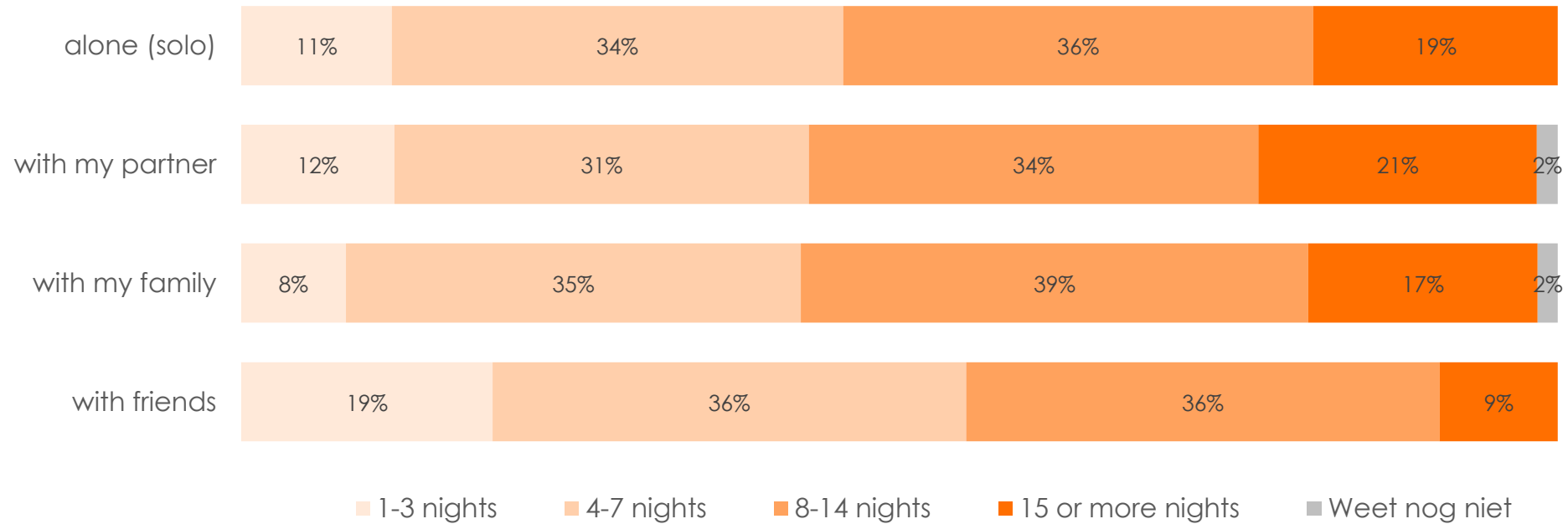


Base: People with holiday plans for the next 12 months (booked or yet to book)

Q: How long do you plan to be away on your next holiday (in the next 12 months)?



When holidaying with friends, a short trip (1-3 nights) is relatively popular. A holiday of 15 nights or more is currently most often planned by couples and by people travelling alone.









Base: People with holiday plans for the next 12 months (booked or yet to book)
Note: the most common types of travelling companion are shown here

Q: How long do you plan to be away on your next holiday (in the next 12 months)?



The majority of Americans who have already booked a holiday say they did so directly with a transport/accommodation provider. Among Belgians and Germans, this is a lower proportion; they, like the Dutch, booked more often through a travel organisation or an OTA.

						
Directly at the provider (e.g. directly with the accommodation/transport company)	46%	41%	40%	49%	48%	59%
Through a travel agent/ or OTA	43%	43%	45%	35%	37%	22%
A combination of the above two options	8%	8%	11%	12%	11%	14%
Other, namely	3%	7%	4%	4%	3%	4%
Don't know	0%	1%	1%	1%	1%	2%







For 'other, namely', Belgians mainly mentioned their own holiday home or (holiday) home of friends/family.

Base: People who have already booked a holiday in the next 12 months

Q: How is your next holiday booked?

Among those who have already booked a holiday, the next holiday is mostly in April (average 18%), May (average 17%) and July (average 17%). Among Americans in particular, April stands out. Also among the British, the next holiday is mostly in spring; April and May are currently the most booked months. For the Dutch, July (21%) and May (20%) are the most booked months.



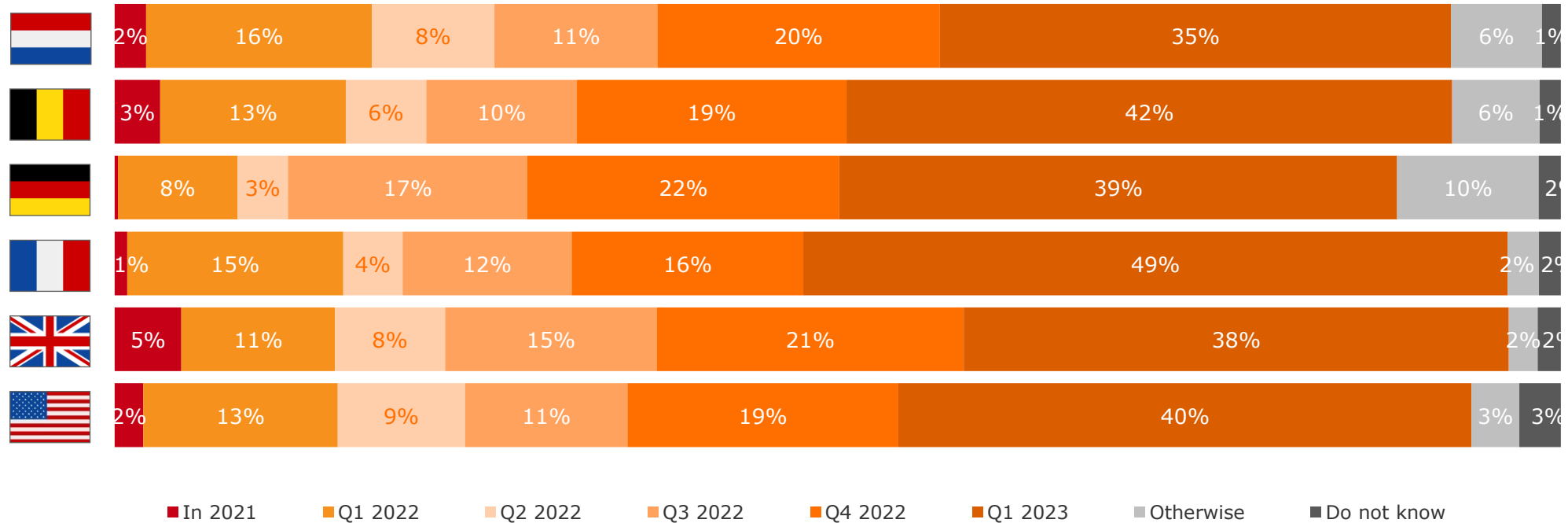
						
January	0%	1%	1%	1%	1%	2%
February	1%	1%	0%	0%	1%	3%
March	10%	10%	8%	6%	13%	12%
April	15%	17%	18%	19%	17%	25%
May	20%	18%	17%	15%	17%	17%
June	12%	14%	11%	13%	16%	14%
July	21%	20%	20%	19%	14%	11%
August	15%	13%	14%	18%	9%	6%
September	5%	4%	8%	5%	5%	4%
October	1%	1%	2%	2%	3%	2%
November	1%	1%	1%	1%	2%	2%
December	0%	0%	1%	0%	1%	2%
Total	100%	100%	100%	100%	100%	100%

Base: people who have already booked a holiday
 Highlight: highest percentage by country

Q: In which month will you leave for your next holiday (in the next 12 months)?



On average, 40% of those who have already booked a holiday, booked it in Q1 2023 (Jan/Feb/March). In addition, an average of 19% say they booked in Q4 2022 (Oct/Nov/Dec).

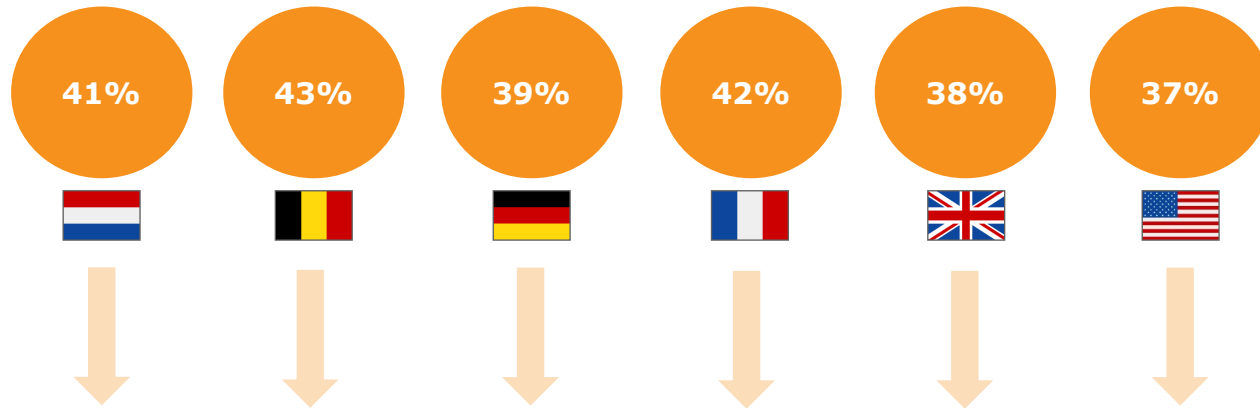


Base: People who have already booked a holiday
 Q: When did you book your next holiday?

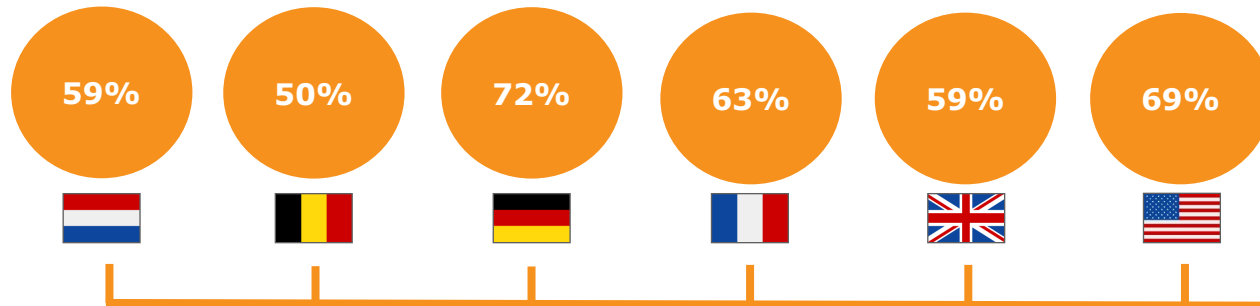
On average, 40% say they have a holiday intention for the next 12 months, but have yet to book. Of this group that has yet to book, an average of 62% are already planning a holiday. In this respect, the month of July is currently the most looked at. In places two and three are June and August.



Holiday intention but have yet to book



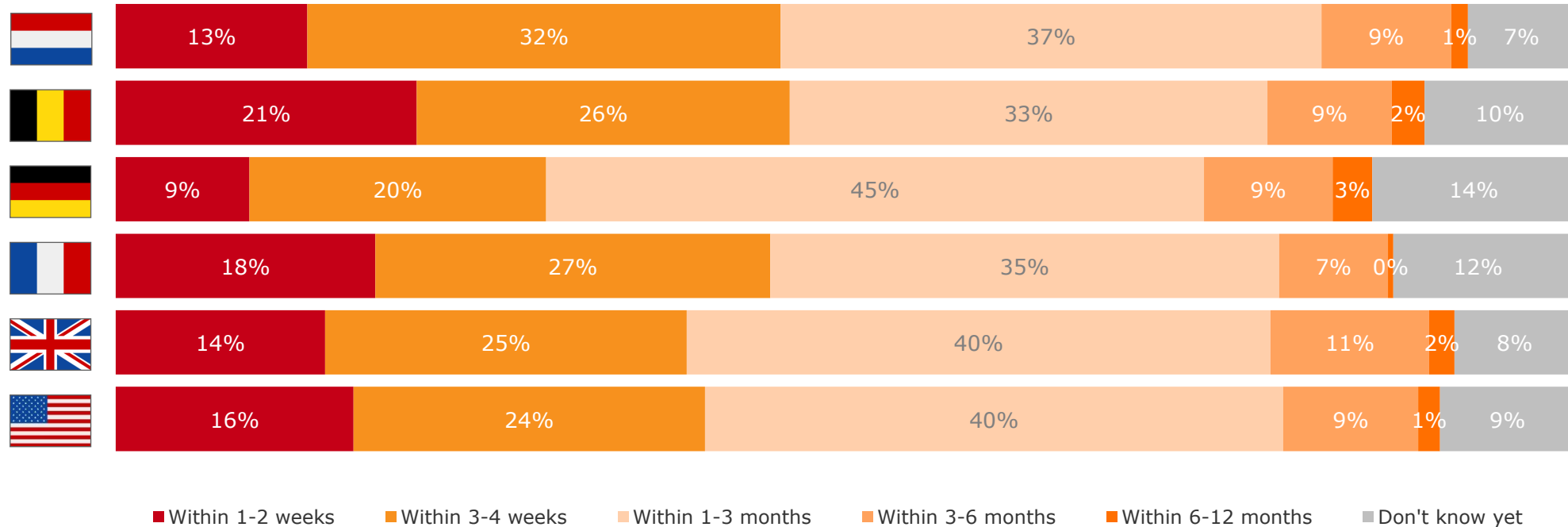
Planning for holidays



Month of departure:						
January	0%	0%	0%	0%	1%	1%
February	1%	0%	0%	0%	0%	0%
March	1%	3%	2%	2%	3%	3%
April	6%	8%	5%	10%	7%	13%
May	18%	16%	13%	13%	10%	17%
June	19%	12%	19%	17%	17%	21%
July	21%	30%	21%	22%	21%	20%
August	17%	14%	19%	22%	17%	11%
September	13%	14%	14%	10%	13%	5%
October	2%	1%	4%	2%	5%	5%
November	0%	1%	1%	1%	3%	1%
December	1%	1%	2%	0%	3%	1%
Number	N=259	N=223	N=295	N=281	N=230	N=270



Among those who are planning a holiday in the next 12 months, the largest group plans to book it within 1 to 3 months (38% on average). In addition, an average of 26% say they plan to book within 3 to 4 weeks.









Base: People who have yet to book holidays but are already planning

Question: When do you plan to book the next holiday?

On average, 62% of people (who have not yet booked, but have a holiday intention), are already planning an upcoming holiday. If people have a holiday intention but are not yet planning, it is mainly because they have not yet had time to do so (average 22%) or their financial situation does not allow it (average 9%).

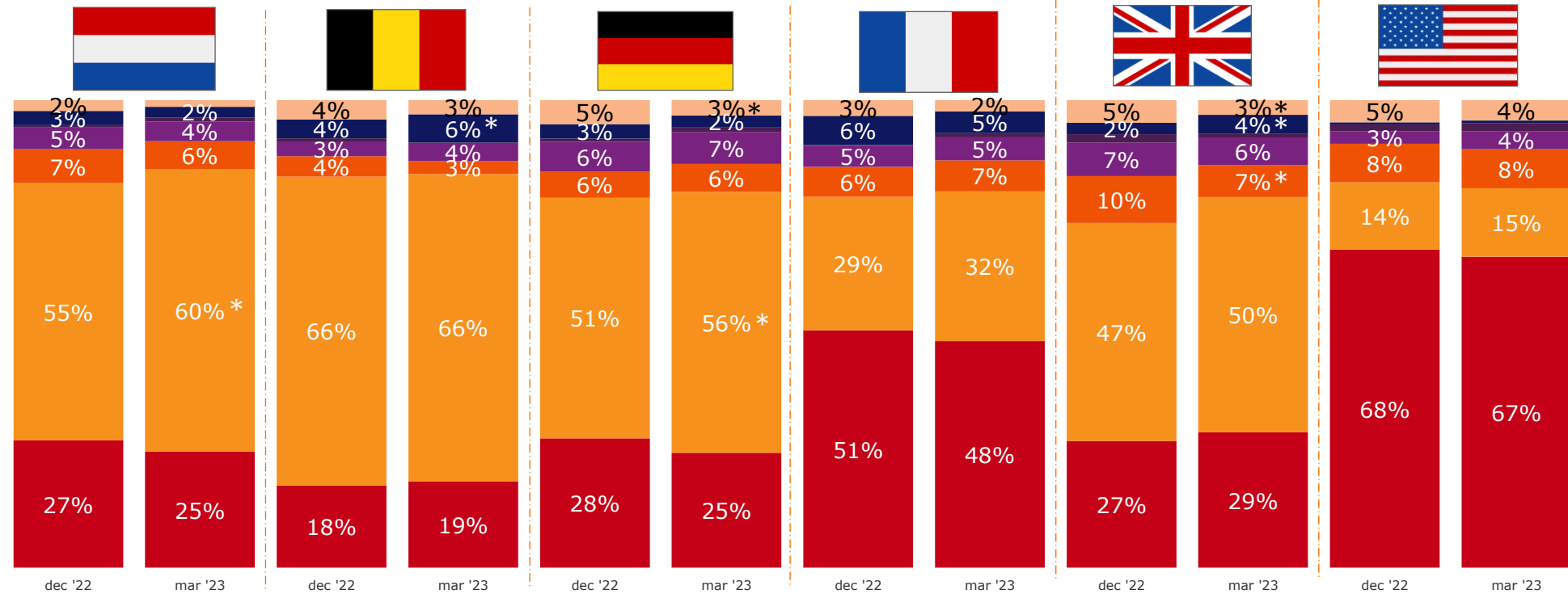


						
Yes	59%	50%	72%	63%	59%	69%
No, I haven't had time to look yet	25%	33%	11%	21%	22%	17%
No, my financial situation does not allow it (e.g. due to inflation and rising prices)	7%	8%	8%	10%	12%	8%
No, because of uncertainties surrounding the war in Ukraine	3%	5%	4%	3%	2%	1%
No, due to uncertainties surrounding coronavirus development	3%	3%	3%	2%	2%	3%
No, for another reason	3%	2%	1%	1%	3%	2%

Base: People who have not yet booked (but have holiday intentions for the next 12 months)

Q: Are you already planning for your upcoming holiday?

Once again, the Dutch, Belgians, Germans and British largely plan to spend their next holidays elsewhere in Europe. French and Americans largely plan to take a holiday at home. Of Dutch people with holiday intentions, an average of 13% have plans to have an intercontinental trip.



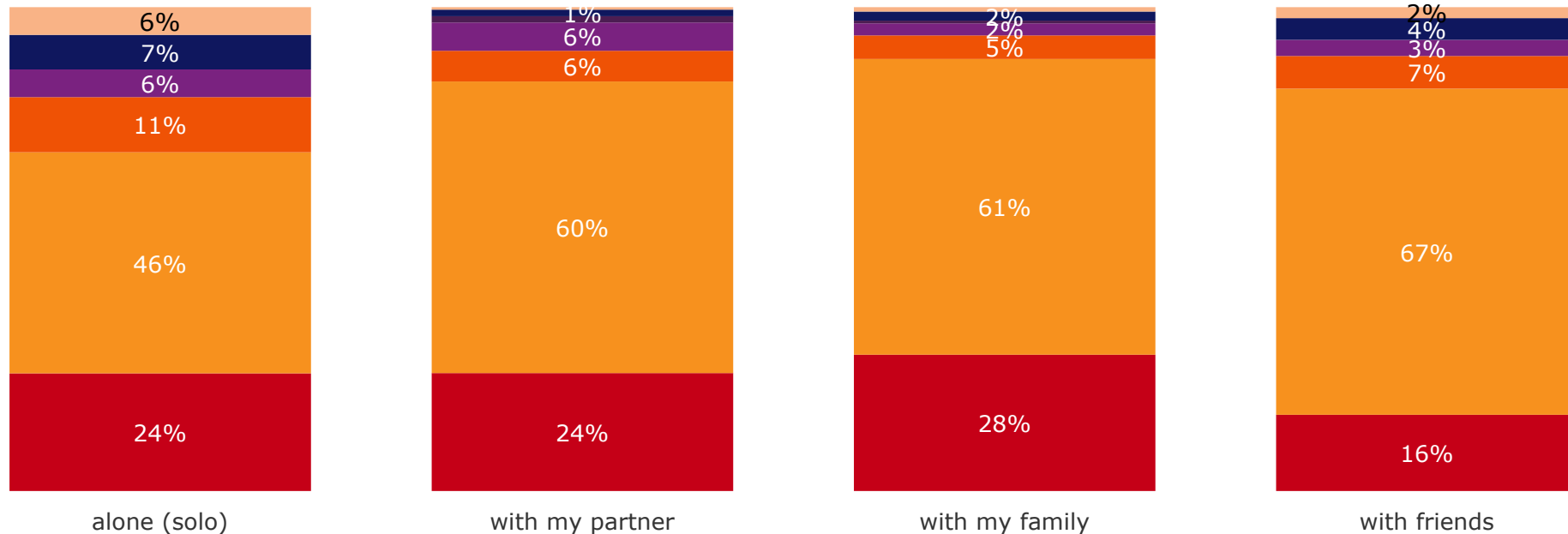
■ Own country ■ Europe ■ North-/South America ■ Asia ■ Australia/Oceania ■ Africa ■ Don't know yet

Base: People with holiday plans in the next 12 months (booked or have yet to book)
 *: significant difference compared to previous measurement

Questionnaire: In which destination do you plan to spend your next holiday mainly?



Dutch people going on holiday with one or more friends choose a staycation less often (the Netherlands). Europe, on the other hand, is popular. Of the groups listed below, Netherlands-based families opt for a staycation most often. The same percentage of solo travellers and couples choose their own country for a holiday, but in comparison, couples more often choose Europe and solo travellers more often choose other continents, such as North or South America.



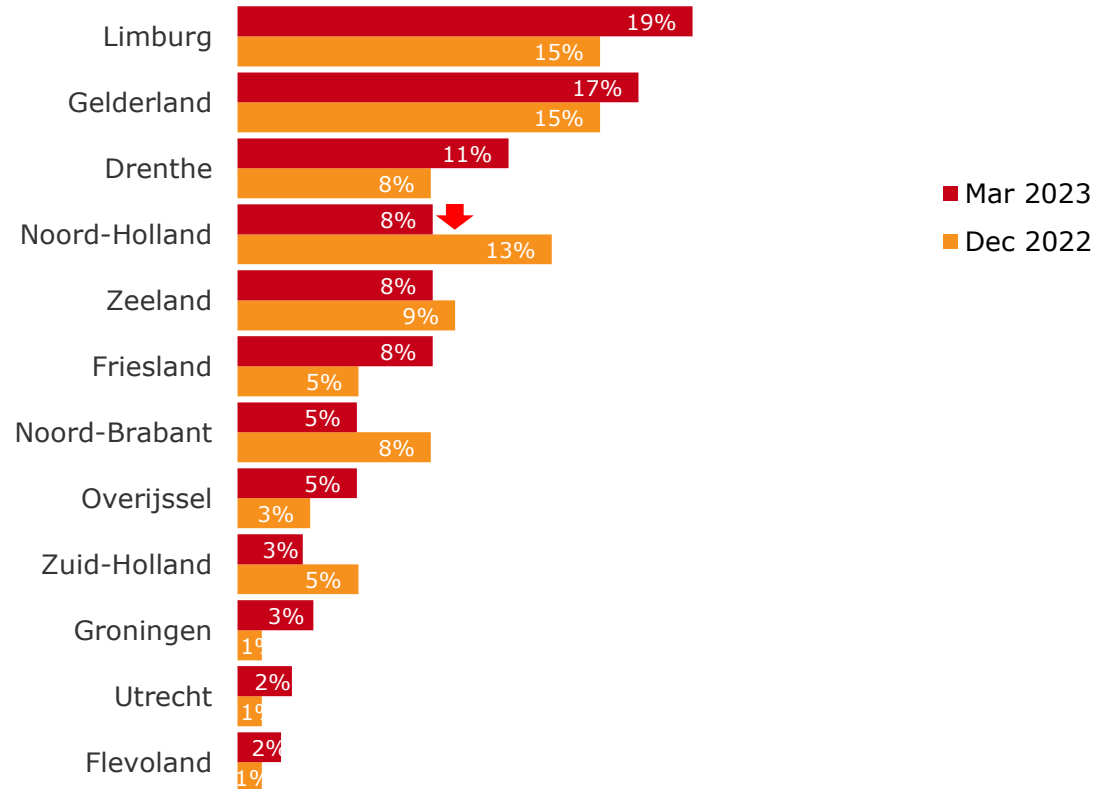
■ Own country ■ Europe ■ North-/South America ■ Asia ■ Australia/Oceania ■ Africa ■ Don't know yet

Base: Dutch people with holiday plans in the next 12 months (booked or have yet to book)
 Note: the most common types of travelling companion are shown here

Questionnaire: In which destination do you plan to spend your next holiday mainly?



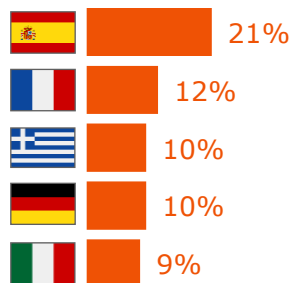
Dutch people who want to spend their next holiday in the Netherlands mostly plan to do so in Limburg or Gelderland (19% and 17% respectively). In third place is Drenthe with 11%. The fewest plans are made for Utrecht and Flevoland. Compared to the December 2022 measurement, plans for a holiday in North Holland have decreased.



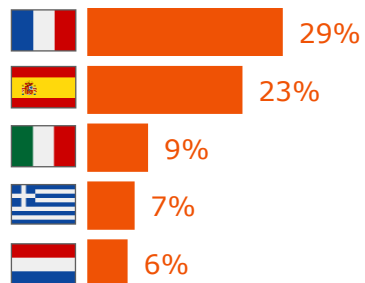
Base: Dutch people with holiday plans in the Netherlands (booked or yet to book)
Arrow: significant difference compared to previous measurement

Question: In which province do you plan to spend your next holiday (in the Netherlands) mainly?

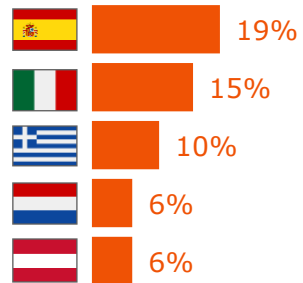
NL



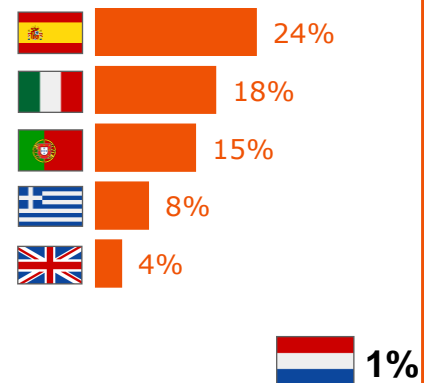
BE



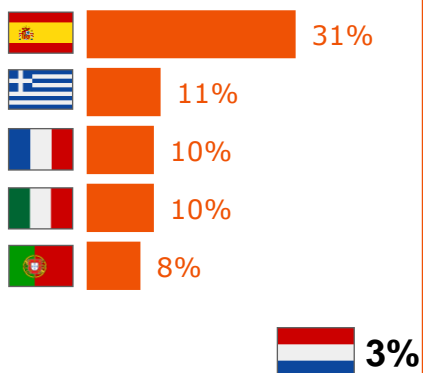
DE



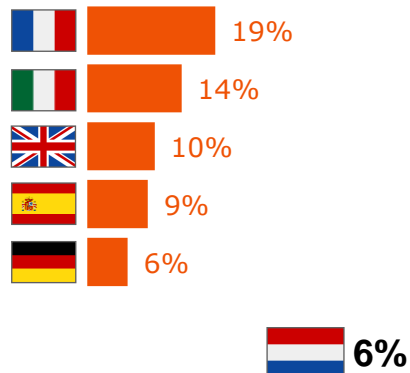
FR



UK



US



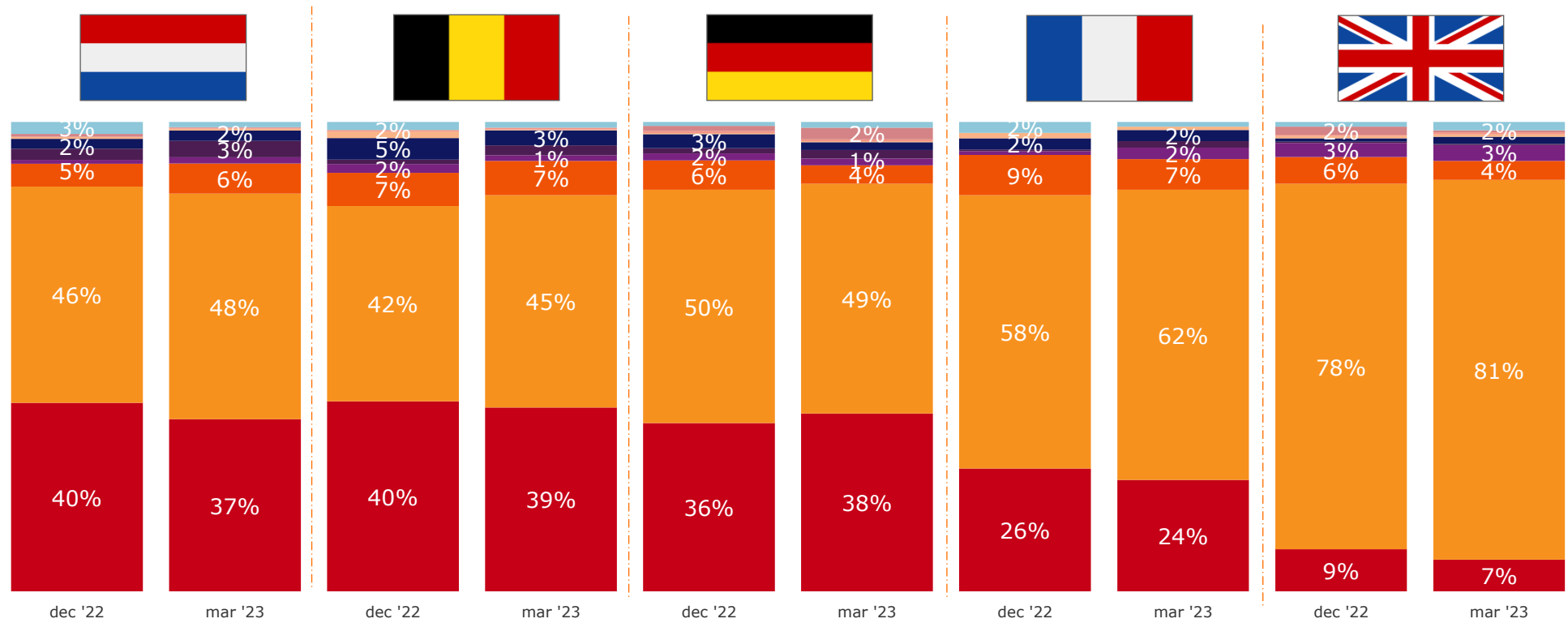
- Spain is a very popular European holiday country. In all six countries, Spain returns in the top five, even in the first place in four countries. Thus, Spain is favourite among the Dutch, Germans, French and British.
- Among Belgians, France is the most popular European holiday country. The Netherlands currently ranks fifth among Belgians.
- Among Germans, the Netherlands is also in the top five for a European holiday in the next 12 months.
- Like Spain, Italy appears in the top five of all these six countries.
- Among Americans, the Netherlands is in a shared fifth place with Germany.

Base: People with holiday plans in Europe (booked or has yet to book)

Questionnaire: Where in Europe do you plan to spend your next holiday mainly?



In all five countries, the plane is the most frequently chosen means of transport for the next holiday in Europe (average 56%). Among the Dutch, Belgians and Germans, the car also scores relatively high.



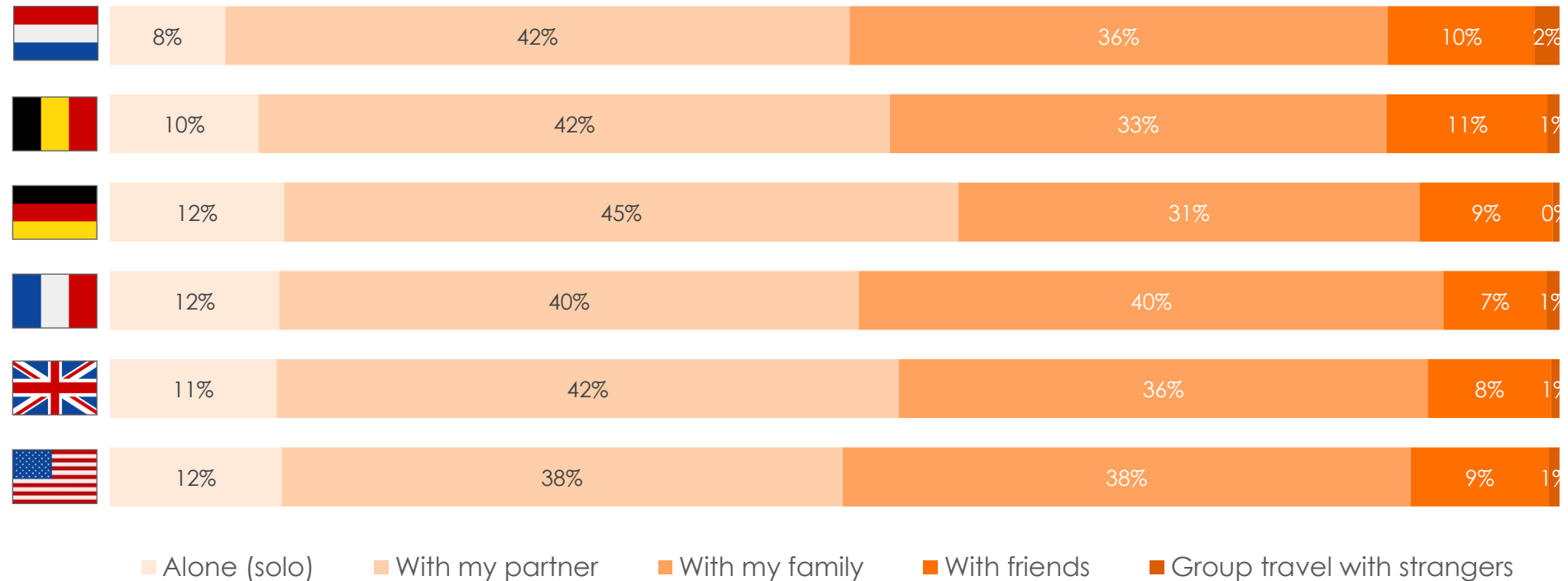
■ Car ■ Plane ■ Train ■ Boat ■ Campervan ■ Coach ■ Bicycle/moped/scooter ■ Motorbike ■ Other ■ Don't know yet

Base: People with holiday plans in a European country (booked or yet to book)
 *: significant difference compared to previous measurement

Question: By what means of transport are you considering going to your next holiday destination in Europe?



On average, the majority go on holiday with their partner (42%), followed by a holiday with immediate family and/or other family members (36% on average). Furthermore, on average, a solo trip is slightly more popular than a holiday/tour with one or more friends (11% and 9% respectively). Compared to the other countries, Dutch people go on group trips with strangers the most (2%).









Base: People with holiday plans for the next 12 months (booked or yet to book)

Q&A: With which travel company do you plan to take your next holiday?



A hotel/guesthouse is the most popular type of accommodation (45% on average). This is followed by an apartment (12% on average) and, in a shared third place, rented accommodation from a private person or a house of family/friends/acquaintances (both 8%). Renting from private individuals is especially popular among the French. A bungalow (park) and camping score relatively high among the Dutch.






						
Hotel/guesthouse	38%	47%	51%	31%	48%	58%
Bed and breakfast	4%	5%	3%	7%	7%	4%
Apartment	12%	12%	21%	11%	10%	3%
Bungalow(park)	14%	6%	3%	6%	2%	0%
Campsite	12%	7%	4%	10%	4%	3%
Group accommodation	2%	2%	1%	2%	1%	0%
With a private individual (e.g. Airbnb)	5%	6%	4%	17%	10%	8%
Boat	2%	1%	2%	1%	2%	4%
Second home / permanent pitch	1%	2%	1%	2%	1%	0%
Residence family/friends/relatives	6%	9%	6%	11%	7%	10%
House exchange	0%	0%	0%	0%	1%	1%
Otherwise	2%	1%	2%	1%	3%	3%

Base: People with holiday plans for next 12 months (booked or yet to book)
Highlight: 3 highest scores per country

Q: What type of accommodation are you planning to stay in during your next holiday?



Beach holidays are the most popular (24% on average). This is followed by holidays with friends/family (13%) and nature holidays (11%). The round trip only features in the top 5 for the Dutch and Germans. Among Americans, the cruise scores relatively high.







					
Winter sports holiday	1%	1%	1%	0%	1%
Beach holiday	21%	23%	31%	25%	18%
Water sports holiday	0%	1%	2%	1%	1%
Walking holiday	5%	5%	5%	3%	2%
Cycling holiday	2%	1%	2%	0%	0%
Other type of active holiday	2%	2%	3%	2%	3%
Round trip	6%	5%	3%	5%	3%
Cruise	2%	1%	3%	4%	6%
Visiting event	1%	2%	2%	2%	4%
City break	10%	7%	8%	8%	8%
Cultural holidays	5%	8%	5%	6%	5%
Visiting friends/family/etc	6%	8%	7%	7%	15%
Nature holiday	13%	9%	13%	7%	6%
Wellness holidays	4%	2%	5%	3%	4%
Holidays with friends/family/etc	14%	18%	2%	18%	16%
Culinary holidays	1%	1%	1%	1%	0%
Shopping holiday (shopping)	1%	2%	2%	1%	2%
Volunteer	0%	0%	0%	0%	1%
Otherwise	5%	3%	2%	4%	4%

Base: People with holiday plans for next 12 months (booked or yet to book)
Highlight: 5 highest scores per country

Q: How would you characterise your next holiday?



On average, flexible cancellation conditions are most important when choosing a holiday destination (on average 72% find this (very) important). This is followed by 'staying in a quiet place' (average 68%) and rising prices (average 65%).

						
Flexible cancellation conditions	65%	68%	76%	78%	74%	71%
Destination close to home	29%	36%	42%	33%	29%	34%
Development of Corona at the destination	39%	51%	51%	46%	52%	54%
Stay in quiet place	68%	77%	70%	79%	56%	60%
Development of the war in Ukraine	38%	44%	46%	43%	38%	34%
Rising prices (fuel, energy, inflation)	54%	65%	68%	77%	60%	65%
Crowds at airports	41%	39%	46%	46%	47%	46%
Sustainability (minimising environmental impact)	43%	47%	53%	59%	46%	45%

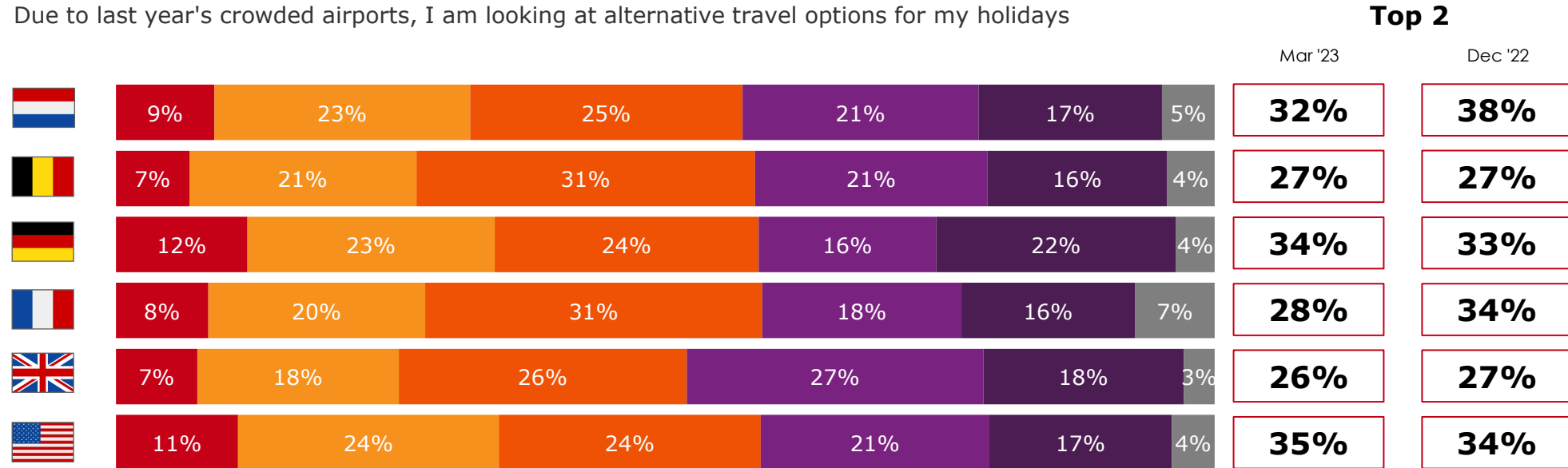
Base: People with holiday plans for next 12 months (booked or yet to book)
 Percentage: top 2 (very important + important)
 Highlighting: the three highest scores from each country are in bold

Question: How important are these aspects to you in your holiday destination choice?



On average, 30% are looking at alternative travel options for their holidays because of last year's crowded airports. In December 2022, this was 32% and in September 2022 it was 42%. So, compared to a few months ago, people are looking less at alternative travel options for their holidays because of crowded airports.

Due to last year's crowded airports, I am looking at alternative travel options for my holidays



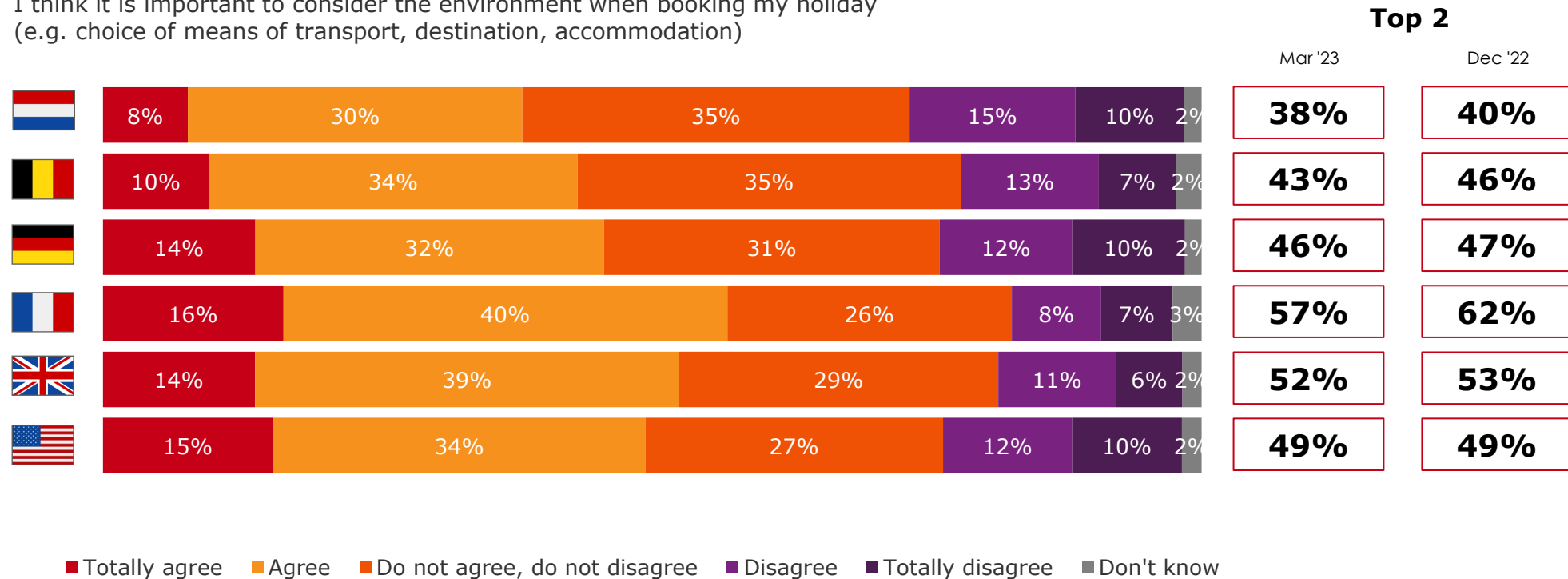
■ Totally agree
 ■ Agree
 ■ Do not agree, do not disagree
 ■ Disagree
 ■ Totally disagree
 ■ Don't know

Base: everyone (entire sample)
Rounding differences may occur at the top 2%.



About half (48%) of those surveyed (fully) agree with the statement 'I think it is important to consider the environment when booking my holiday'. This is similar to the average from December 2022 (49%) and September 2022 (52%).

I think it is important to consider the environment when booking my holiday
(e.g. choice of means of transport, destination, accommodation)

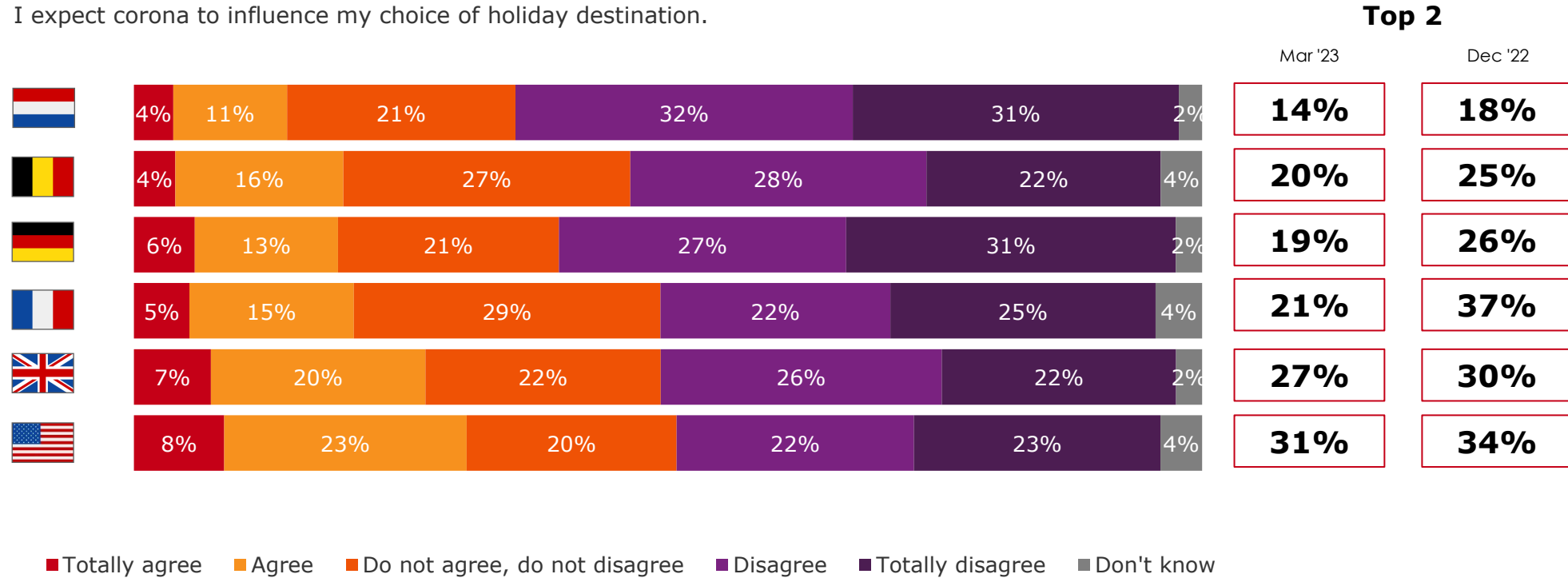


Base: everyone (entire sample)
Rounding differences may occur at the top 2%.



On average, 22% expect corona to influence their choice of holiday destination in 2023. About a year ago, in April 2022, this was double (44%). The impact of corona on choosing a holiday destination has therefore decreased. In the Netherlands, this score is by far the lowest (14%).

I expect corona to influence my choice of holiday destination.

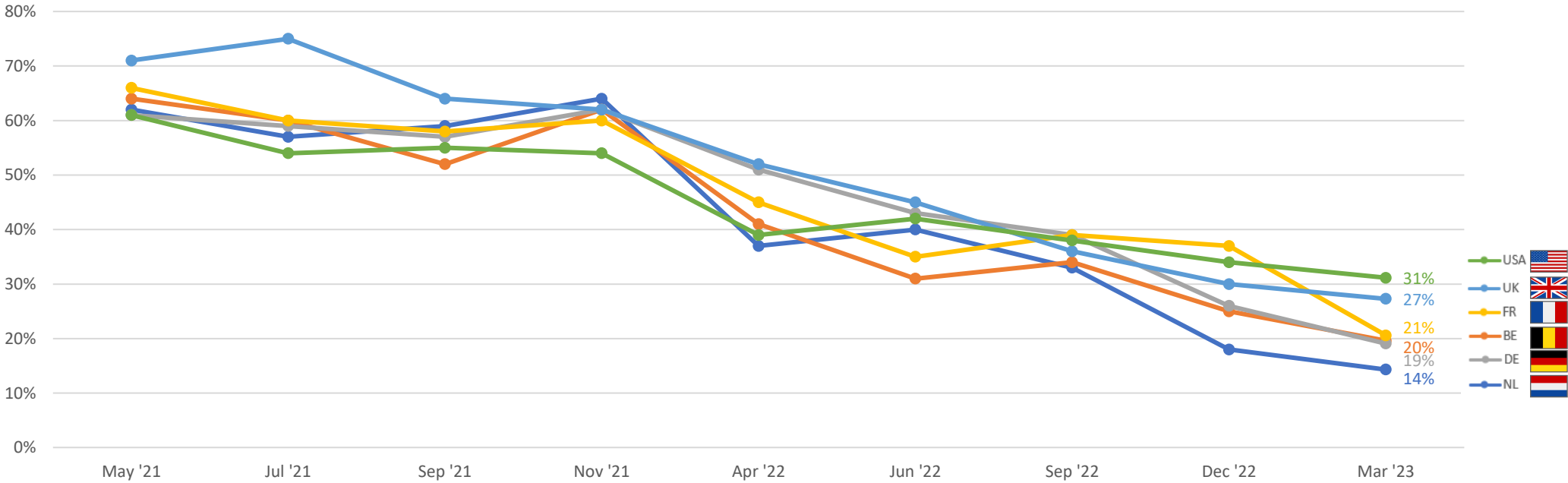


Base: everyone (entire sample)
Rounding differences may occur at the top 2%.

The expectation that corona will influence upcoming holiday destination choice shows a downward trend in all six countries.



I expect corona to influence my choice of holiday destination.



Base: everyone (entire sample)
 Percentage: top 2 score ((totally) agree)

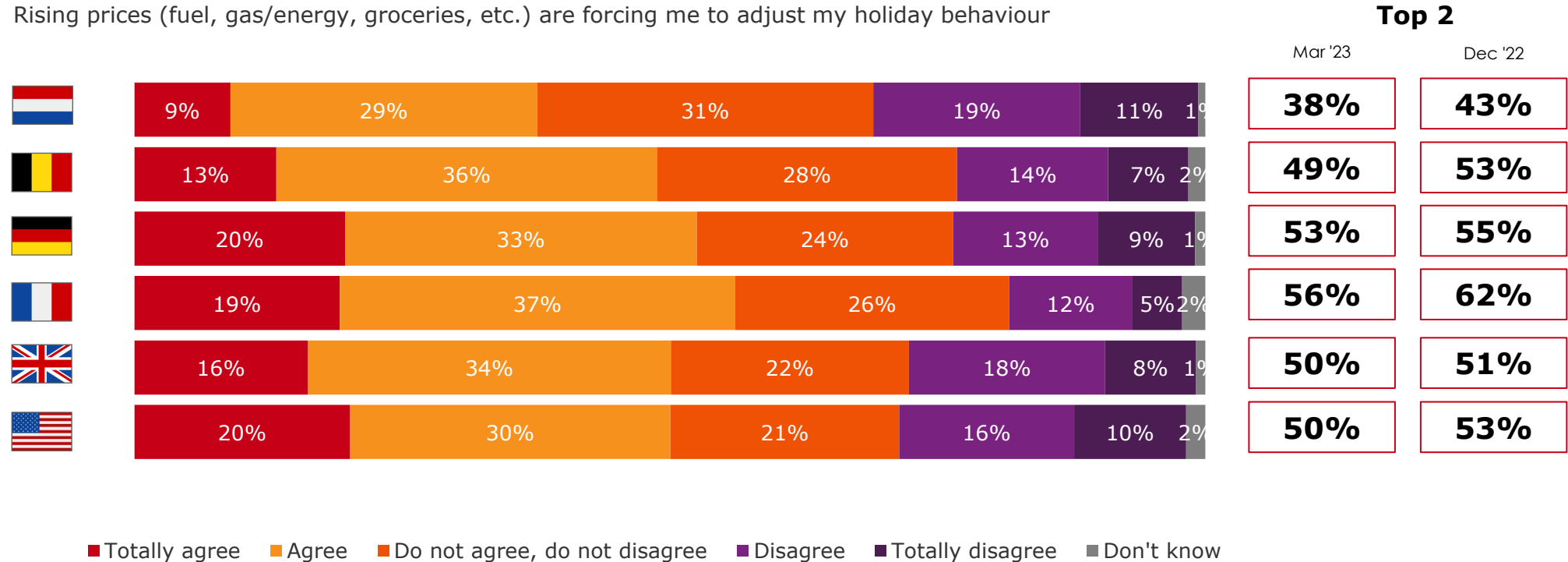


2. Impact of rising prices on travel behaviour



Half of people (49% on average) say they are forced to adjust holiday behaviour due to rising prices. In December 2022, this was 53% and in September 2022 it was 56%. The French are still in highest agreement with this statement (56%) and the Dutch the least (38%).

Rising prices (fuel, gas/energy, groceries, etc.) are forcing me to adjust my holiday behaviour



Base: everyone (entire sample)
Rounding differences may occur at the top 2%.



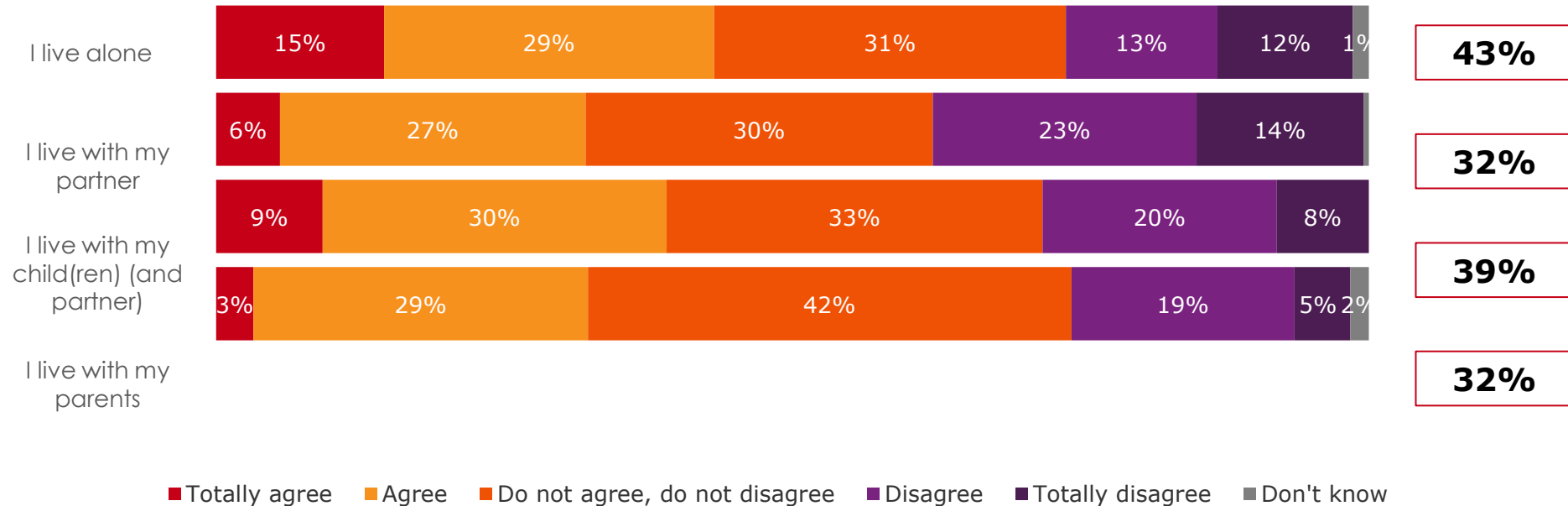
Dutch people living alone indicate the highest rate of having to adjust their holiday behaviour due to rising prices/inflation (average 43%). This is followed by those living with child(ren) (and partner) (average 39%).



Rising prices (fuel, gas/energy, groceries, etc.) are forcing me to adjust my holiday behaviour

Top 2







Mar '23



Base: everyone (entire sample)
 Rounding differences may occur at the top 2%.
 Note: The most common household/living situation types are shown here.

People mainly adjust their holiday behaviour (due to rising prices) by going on holiday less often (average 45%) and by choosing cheaper accommodation (average 40%). The least chosen option is saving on transport (average 20%).




						
Shorter holidays	26%	28%	24%	28%	30%	34%
Less frequent holidays	42%	43%	48%	40%	51%	44%
Cheaper accommodation	39%	40%	41%	39%	40%	38%
Cheaper transport	16%	18%	13%	25%	19%	25%
Save at destination itself	29%	28%	29%	35%	28%	29%
Avoiding the high season	19%	27%	25%	21%	26%	23%
Other, namely	5%	4%	2%	2%	3%	3%

Base: People who (totally) agree with the statement 'Rising prices (fuel, gas/energy, groceries, etc.) are forcing me to adjust my holiday behaviour'
 Highlighting: the three highest scores from each country are in bold

Questionnaire: In what ways do you mainly adjust your holiday behaviour as a result of rising prices?
 Multiple answers possible (max. 3).



The Dutch adjust their holiday behaviour (due to rising prices) mainly by going on holiday less often and by choosing cheaper accommodation. Dutch people living alone relatively often choose to avoid the high season. In contrast, families and couples more often choose to save money at the destination itself.

	I live alone	I live with my partner	I live with my child(ren) (and partner)
Shorter holidays	26%	23%	28%
Less frequent holidays	43%	40%	42%
Cheaper accommodation	37%	35%	43%
Cheaper transport	10%	16%	18%
Save at destination itself	21%	29%	39%
Avoiding the high season	30%	23%	8%
Other, namely	13%	4%	2%

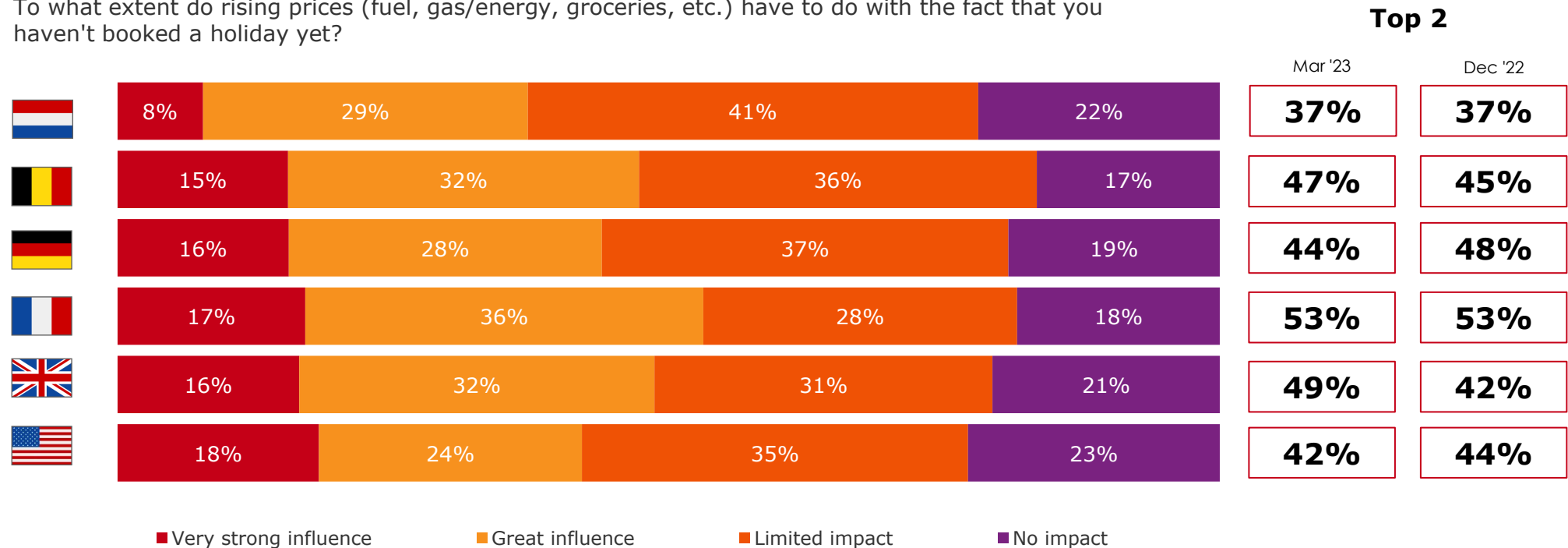
Base: People who (totally) agree with the statement 'Rising prices (fuel, gas/energy, groceries, etc.) are forcing me to adjust my holiday behaviour'
 Highlighting: the three highest scores of each group are bolded

Questionnaire: In what ways do you mainly adjust your holiday behaviour as a result of rising prices?
 Multiple answers possible (max. 3).



Of those who have holiday intentions but have not yet booked, an average of 45% say that rising prices have a (very) big influence on this. This was also 45% in December 2022 and 51% in September 2022. The top 2 scores range from 37% among the Dutch to 53% among the French.

To what extent do rising prices (fuel, gas/energy, groceries, etc.) have to do with the fact that you haven't booked a holiday yet?



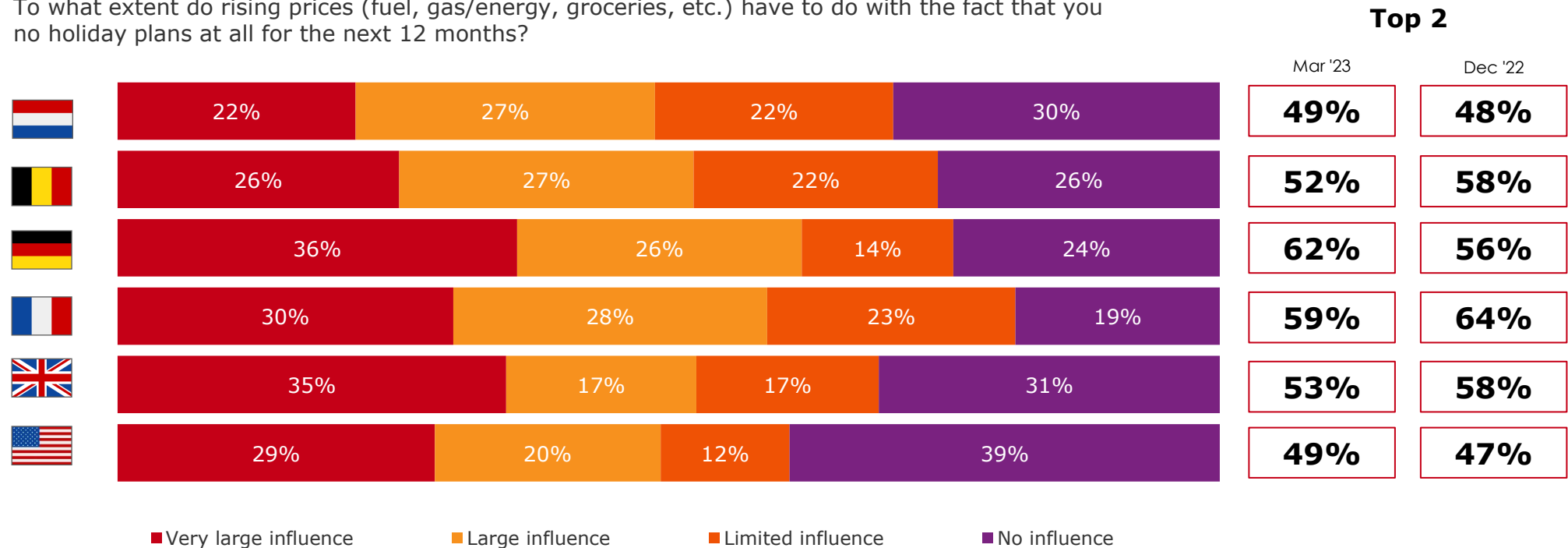
Base: People who have not yet booked but have holiday intentions for the next 12 months
Rounding differences may occur at the top 2%.

Question: To what extent do rising prices (fuel, gas/energy, groceries, etc.) have to do with the fact that you have not booked a holiday yet?



On average, 54% of people without holiday plans say that rising prices play a (very) big role in this. This is similar to the percentage from September and December 2022 (55%). Among Germans, rising prices now have the biggest influence on postponing holiday plans. Among Americans and the Dutch, this plays less of a role.

To what extent do rising prices (fuel, gas/energy, groceries, etc.) have to do with the fact that you no holiday plans at all for the next 12 months?



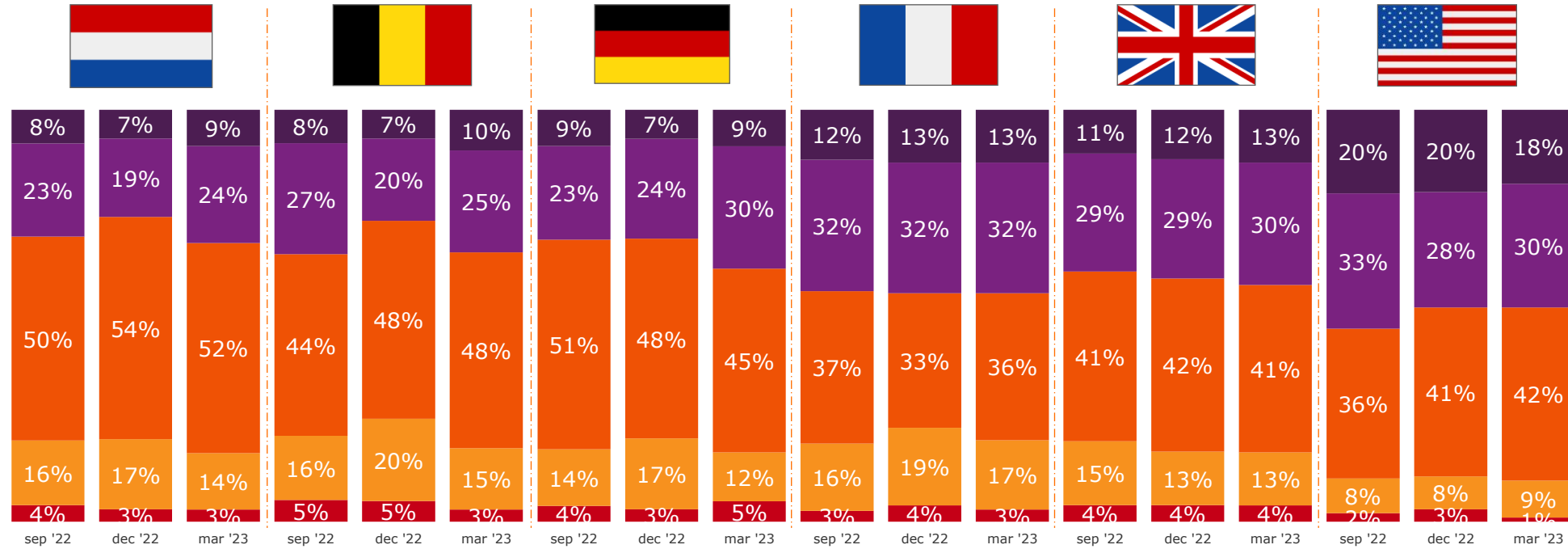
Base: People who currently have no holiday intention for the next 12 months
Rounding differences may occur at the top 2%.

Q: To what extent are rising prices (fuel, gas/energy, groceries, etc.) related to the fact that you have no holiday plans at all for the next 12 months?



Of those with holiday plans, an average of 44% say they have a similar holiday budget for the next holiday as in previous years. This percentage was almost the same in December 2022 (45%). Furthermore, an average of 28% actually says they will have slightly more budget (in December 2022 this was 25%).

The holiday budget for my next holiday is....



■ Much lower
 ■ Lower
 ■ Similar
 ■ Slightly higher
 ■ Much higher

Base: People with holiday plans for the next 12 months (booked or yet to book) Q: Which situation is most applicable to you?



Claire Droppert
Photography

Element	Description																
Method:	Online																
Target audience:	<table border="0"> <tr> <td>0 + 1 measurement: NL/BE/DE/FR/UK/USA/CHINA</td> <td>9-measurement: NL/BE/DE/FR/UK/USA/CHINA</td> </tr> <tr> <td>2-measurement: NL/BE/DE/UK</td> <td>10-measurement: NL/BE/DE/FR/UK/USA/CHINA</td> </tr> <tr> <td>3-measurement: NL/BE/DE/FR/UK/USA/CHINA</td> <td>11-measurement: NL/BE/DE/FR/UK/USA</td> </tr> <tr> <td>4-measurement: NL/BE/DE/UK</td> <td>12-measurement: NL/BE/DE/FR/UK/USA</td> </tr> <tr> <td>5-measurement: NL/BE/DE/FR/UK/USA/CHINA</td> <td>13-measurement: NL/BE/DE/FR/UK/USA</td> </tr> <tr> <td>6-measurement: NL/BE/DE/FR/UK/USA/CHINA</td> <td>14-measurement: NL/BE/DE/FR/UK/USA</td> </tr> <tr> <td>7-measurement: NL/BE/DE/FR/UK/USA/CHINA</td> <td>15-measurement: NL/BE/DE/FR/UK/USA</td> </tr> <tr> <td>8-measurement: NL/BE/DE/FR/UK/USA/CHINA</td> <td></td> </tr> </table>	0 + 1 measurement: NL/BE/DE/FR/UK/USA/CHINA	9-measurement: NL/BE/DE/FR/UK/USA/CHINA	2-measurement: NL/BE/DE/UK	10-measurement: NL/BE/DE/FR/UK/USA/CHINA	3-measurement: NL/BE/DE/FR/UK/USA/CHINA	11-measurement: NL/BE/DE/FR/UK/USA	4-measurement: NL/BE/DE/UK	12-measurement: NL/BE/DE/FR/UK/USA	5-measurement: NL/BE/DE/FR/UK/USA/CHINA	13-measurement: NL/BE/DE/FR/UK/USA	6-measurement: NL/BE/DE/FR/UK/USA/CHINA	14-measurement: NL/BE/DE/FR/UK/USA	7-measurement: NL/BE/DE/FR/UK/USA/CHINA	15-measurement: NL/BE/DE/FR/UK/USA	8-measurement: NL/BE/DE/FR/UK/USA/CHINA	
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Sample source:	The sample was drawn from Dynata's consumer panel																
Sample size:	Net n=1,000 by country, 18+ nationally representative by age, gender and region.																
Fieldwork period:	<p>0 measurement: 21 May 2020 to 1 June 2020</p> <p>1 measurement: 17 June 2020 to 26 June 2020</p> <p>2-measurement: 24 July 2020 / 28 July 2020</p> <p>3 measurement: 7 September 2020 to 18 September 2020</p> <p>4-measurement: 27 October 2020 to 1 November 2020</p> <p>5-measurement: 7 January 2021 to 13 January 2021</p> <p>6-measurement: 18 March 2021 to 23 March 2021</p> <p>7-measurement: 19 May 2021 to 25 May 2021</p> <p>8-measurement: 1 July 2021 to 6 July 2021</p> <p>9-measurement: 1 September 2021 to 7 September 2021</p> <p>10-measurement: 15 November 2021 to 21 November 2021</p> <p>11-measurement: 31 March 2022 to 6 April 2022</p> <p>12-measurement: 13 June 2022 to 21 June 2022</p> <p>13-measurement: 2 September 2022 to 8 September 2022</p> <p>14-measurement: 5 December to 9 December 2022</p> <p>15-measurement: 9 March to 14 March 2023</p>																





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