

B2C Netherlands

The research was conducted by Ipsos Belgium among a representative sample of 1,000 Dutch residents aged 18 to 70 via the Ipsos Online Panel.

The sample was representative of the Dutch population in terms of age, gender and region.

The fieldwork took place in January 2026.

The maximum margin of error, for a proportion of 50% and a confidence level of 95%, is $\pm 3.1\%$.

B2B Netherlands

The research was conducted by Ipsos Belgium among a representative sample of 200 companies in the Netherlands with more than 10 FTEs. The companies were interviewed by telephone and randomly selected from a contact database of all companies active in the Netherlands (Orbis).

The sample was representative of the population of companies with more than 10 FTEs in terms of company size and sector.

The fieldwork took place in January and February 2026.

The maximum margin of error, for a proportion of 50% and a confidence level of 95%, is $\pm 6.9\%$.

B2C Belgium

The research was conducted by Ipsos Belgium among a representative sample of 1,000 Belgians aged 18 to 70 via the Ipsos Online Panel.

The sample was representative of the Belgian population based on age, gender and region.

The fieldwork took place in January 2026.

The maximum margin of error, for a proportion of 50% and a confidence level of 95%, is $\pm 3.1\%$.

B2B Belgium

The research was conducted by Ipsos Belgium among a representative sample of 200 companies in Belgium with more than 10 FTEs.

The companies were interviewed by telephone and randomly selected from a contact database of all companies active in Belgium (Orbis).

The sample was representative of the population of companies with 10 or more FTEs in terms of size, sector and region (Flanders, Brussels, Wallonia).

The fieldwork took place in January and February 2026.

The maximum margin of error, for a proportion of 50% and a confidence level of 95%, is $\pm 6.9\%$.