

YouGov Survey Results

Sample Size: 2081 Adults in GB / 1043 in France / 2411 in Germany / 1018 Adults in Denmark / 1124 Adults in Spain / 1045 Adults in Italy

Fieldwork: 9th - 22nd July 2026

	Country					
	GB	France	Germany	Denmark	Spain	Italy
Weighted Sample	2081	1043	2411	1018	1124	1045
Unweighted Sample	2081	1043	2411	1018	1124	1045
	%	%	%	%	%	%
	20 - 21 Jul	10 - 22 Jul	10 - 13 Jul	13 - 21 Jul	13 - 22 Jul	9 - 20 Jul

When on holiday, how much of a priority is being able to spend time on a sun lounger by the pool?

A top priority	3	6	4	5	6	4
A high priority	12	16	13	18	19	13
TOTAL TOP / HIGH PRIORITY	15	22	17	23	25	17
A medium priority	25	29	23	19	29	29
A low priority	25	21	20	25	19	16
Not a priority at all	32	25	37	32	25	34
TOTAL LOW / NOT A PRIORITY	57	46	57	57	44	50
Don't know	3	3	3	2	2	4

Do you think it is acceptable or unacceptable for someone to 'reserve' a sun lounger by putting their towel on it and then coming back later in the day?

Completely acceptable	2	4	2	3	4	5
Somewhat acceptable	10	13	10	9	12	25
TOTAL ACCEPTABLE	12	17	12	12	16	30
Somewhat unacceptable	30	34	28	21	28	28
Completely unacceptable	52	40	52	59	50	32
TOTAL UNACCEPTABLE	82	74	80	80	78	60
Don't know	6	9	7	8	6	10

When you are on holiday at a location with a pool and sun loungers, how often, if ever, do you 'reserve' (or try to reserve) a sun lounger by putting your towel on it and coming back later in the day? If you never go on such holidays, or never use the pool/sun loungers, please select the N/A option

Very often	1	2	1	2	2	2
Fairly often	4	7	4	4	6	5
Not very often	7	8	6	9	7	8
Rarely	11	13	10	13	16	13
Never	43	35	31	37	42	32
Don't know / Can't recall	3	2	3	1	2	2
N/A - I don't go on holiday to such destinations / never use the sun loungers/pool	31	34	45	34	26	38

How many times have you encountered situations where people had 'reserved' a sun lounger by putting their towel on it, but not intended to use it until later in the day?

[Asked only to those who go to holiday destinations at a location with a pool and sun loungers; n=1416 in GB, n=690 in France, n=1312 in Germany, n=663 in Denmark, n=833 in Spain, n=687 in Italy]

Many times	29	16	23	33	26	33
Several times	27	29	32	36	37	43
Once or twice	16	17	15	10	16	8
Never	12	24	15	7	10	6
Don't know / Can't recall	15	13	15	13	12	10

Have you ever been in a situation where you could not use the sun loungers at a pool because they had all been 'reserved' by people who had got their earlier and put their towels on them (who were not currently using the pool)?

[Asked only to those who go to holiday destinations at a location with a pool and sun loungers; n=1416 in GB, n=690 in France, n=1312 in Germany, n=663 in Denmark, n=833 in Spain, n=687 in Italy]

Yes I have	51	55	54	63	56	63
No I have not	34	31	32	24	32	26
Don't know / Can't recall	15	14	13	13	12	11

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	%	%	%	%	%	%

Have you ever removed a towel someone had left on a sun lounger earlier to 'reserve' it?

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Yes I have	19	18	23	28	19	14
No I have not	72	76	70	64	74	80
Don't know / Can't recall	9	6	7	8	7	6

Which country's holidaymakers do you most associate with the practice of 'reserving' sun loungers by putting their towel on it and coming back later in the day? Please select up to three

Austrians	1	1	3	0	1	1
Belgians	1	2	1	1	2	1
Britons	24	7	20	20	24	2
Danes	0	1	1	15	1	0
Dutch	2	4	5	3	3	1
French	4	22	2	4	9	4
Germans	46	15	51	17	14	5
Greeks	1	1	1	2	1	1
Irish	1	1	0	2	2	1
Italians	2	4	3	2	5	32
Poles	1	1	1	2	1	1
Portuguese	0	1	0	1	3	1
Romanians	0	2	1	2	3	4
Russians	5	5	10	13	2	1
Spaniards	2	5	1	2	33	2
Swedes	0	1	0	3	2	0
N/A - I don't associate it with any country's holidaymakers	42	63	41	59	43	61