

YouGov / Eurotrack Survey Results

Sample Size: 1678 Adults in GB / 2035 Adults in Germany / 1003 Adults in France /
1012 Adults in Denmark / 1003 Adults in Sweden / 1010 Adults in Finland / 1010 Adults
in Norway
Fieldwork: 12th - 20th March 2020

	Country						
	GB	Germany	France	Denmark	Sweden	Finland	Norway
Weighted Sample	1678	2035	1003	1012	1003	1010	1010
Unweighted Sample	1678	2035	1003	1012	1003	1010	1010
	%	%	%	%	%	%	%

Do you consider yourself to live close to an IKEA?

Yes, I do	31	35	47	48	61	35	48
No, I don't	64	61	52	50	37	64	50
Don't know	5	3	2	2	2	2	2

Do you have any items from IKEA (such as furniture, crockery, etc.) in your home?

Yes, I do	60	64	68	83	90	78	80
No, I do not	37	33	31	15	6	20	17
Don't know	3	3	2	2	4	2	3

How many items in your home are from IKEA?

[Asked only to people with items from IKEA in their home]

They are mostly from IKEA	5	12	11	7	16	6	11
Some are from IKEA	31	39	27	37	54	29	43
A few are from IKEA	34	30	37	40	25	47	34
Only one or two are from IKEA	29	18	24	14	4	17	9
Don't know	1	1	1	2	2	1	4

What types of IKEA items do you have in your home? Please tick all that apply.

[Asked only to people with items from IKEA in their home]

Furniture (such as beds, mattresses, and sofas)	41	51	48	47	65	43	60
Storage and organisation (such as wardrobes, clothing racks, and storage boxes)	67	58	53	65	68	56	63
Homeware (such as duvets, cushions, and candles)	33	45	32	38	64	41	40
Decoration (such as plants, mirrors, and pictures)	25	35	36	36	39	28	38
Lamps and lighting	31	40	36	48	62	40	48
Food and beverages	6	9	3	6	7	9	7
Kitchen items and appliances	37	22	19	39	54	44	50
Bathroom products	12	18	18	26	30	22	27
Outdoor products	2	8	4	6	12	5	8
Textiles (such as bedding, rugs, and curtains)	20	30	33	32	51	36	33
Cookware and tableware	33	26	55	30	65	49	40
Baby and children's products (such as beds, storage, and textiles)	5	6	8	7	12	6	10
Electronics	2	2	4	5	9	2	7
Laundry and cleaning products	1	2	2	7	4	8	3
Other	4	5	4	6	3	3	9
Don't know	1	1	1	1	1	1	2