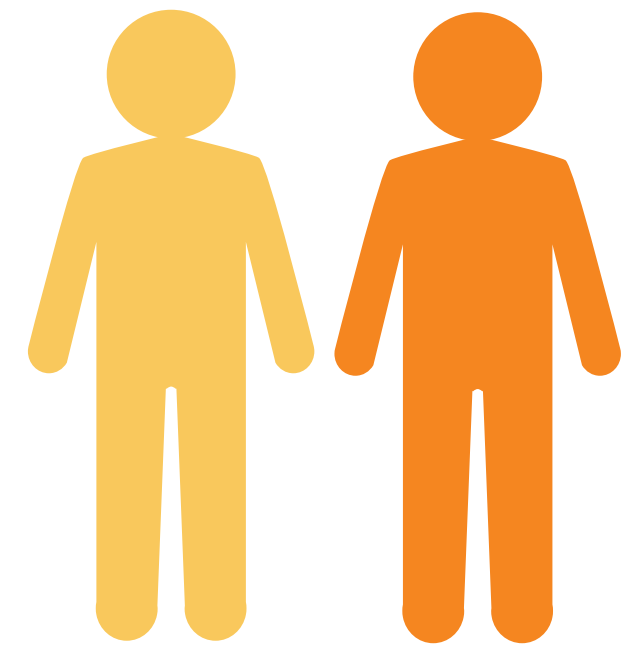


**IKEA PS
2014
ON THE
MOVE**

WHAT IS YOUR LIVING SITUATION?

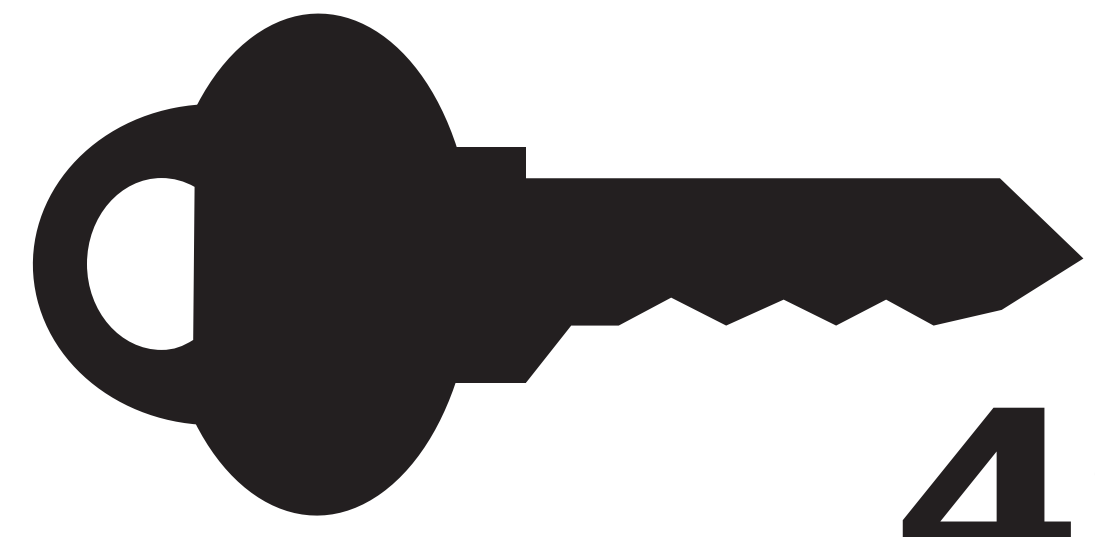
WHO DO YOU SHARE YOUR HOME WITH?

WHICH BEST DESCRIBES YOU AND YOUR HOME?



22%

**OF PEOPLE
SHARING THEIR HOME –
SHARE WITH
OTHERS THAN FAMILY**



49%

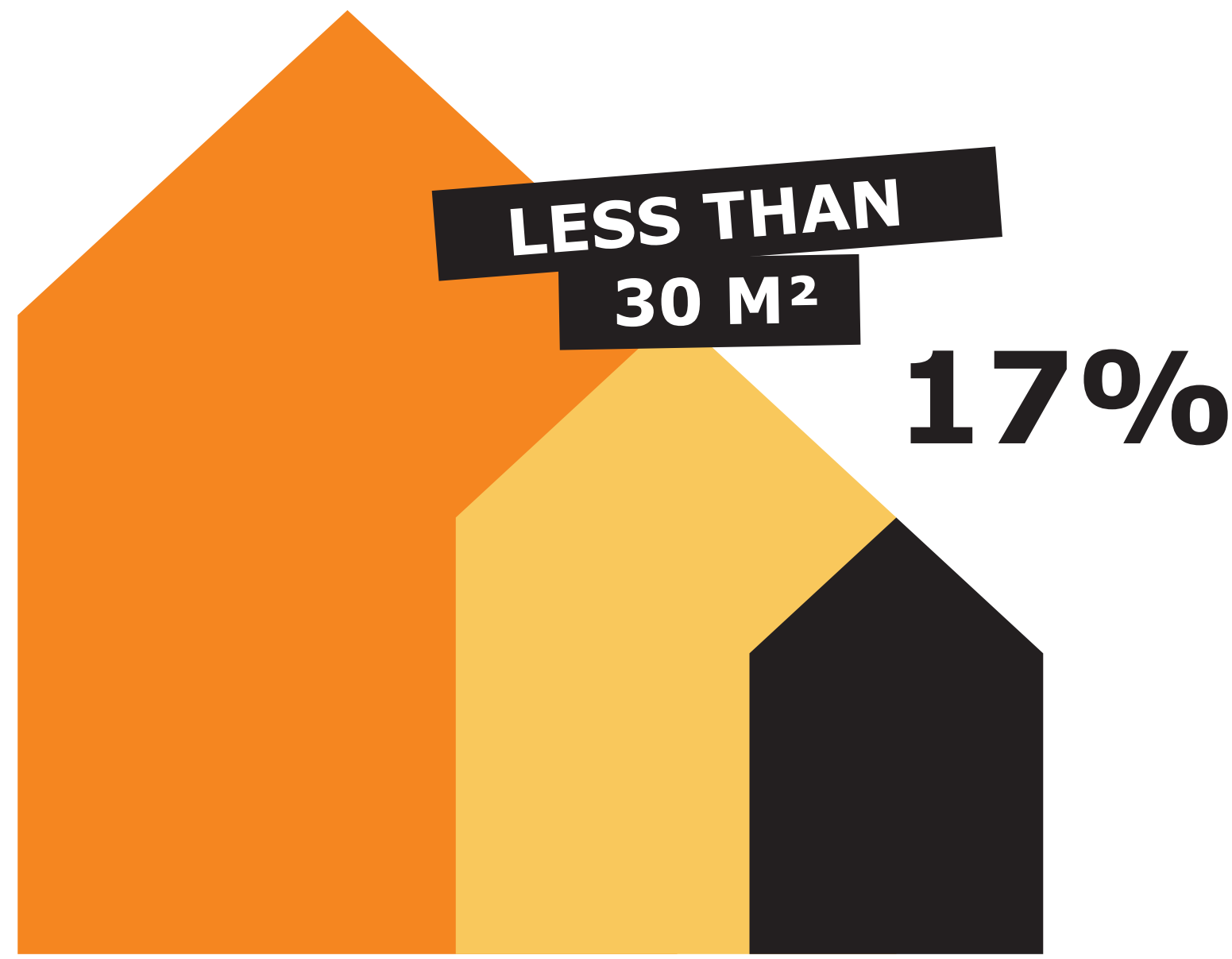
**RENT
THEIR HOME**



6%

**RENT PART OF A
LARGER HOUSE/HOME**

HOW BIG IS YOUR PLACE?



**LESS THAN
30 M²**

17%

WHAT TYPE OF ACCOMODATION DO YOU LIVE IN?



59%

LIVE IN AN APARTMENT

HOW MANY TIMES HAVE YOU MOVED OVER THE LAST 3 YEARS?



29%

**MOVED
2 TIMES
OR MORE**

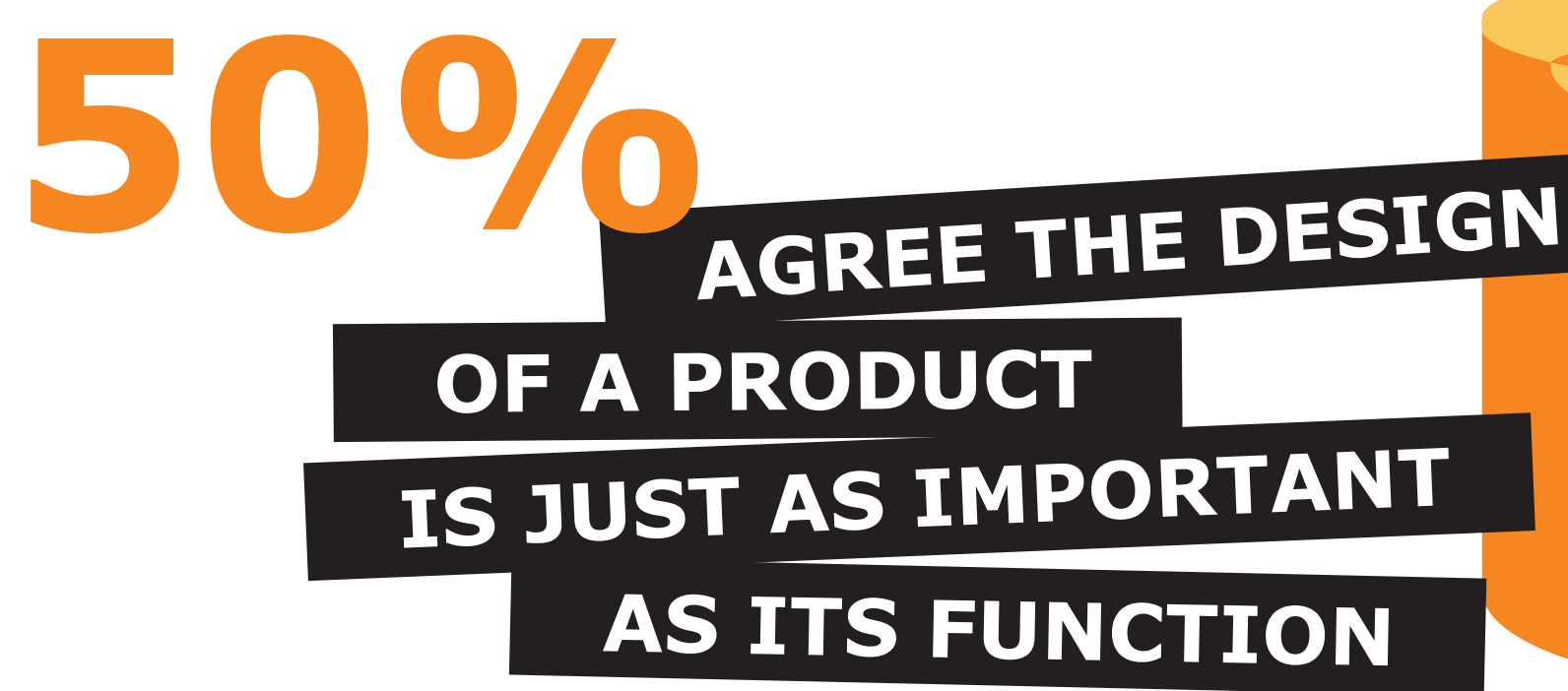
FOR HOW LONG CAN YOU CONTINUE TO LIVE IN YOUR PRESENT ACCOMMODATION?



15%

**DON'T KNOW
HOW LONG THEY CAN STAY
IN THEIR PRESENT
ACCOMODATION**

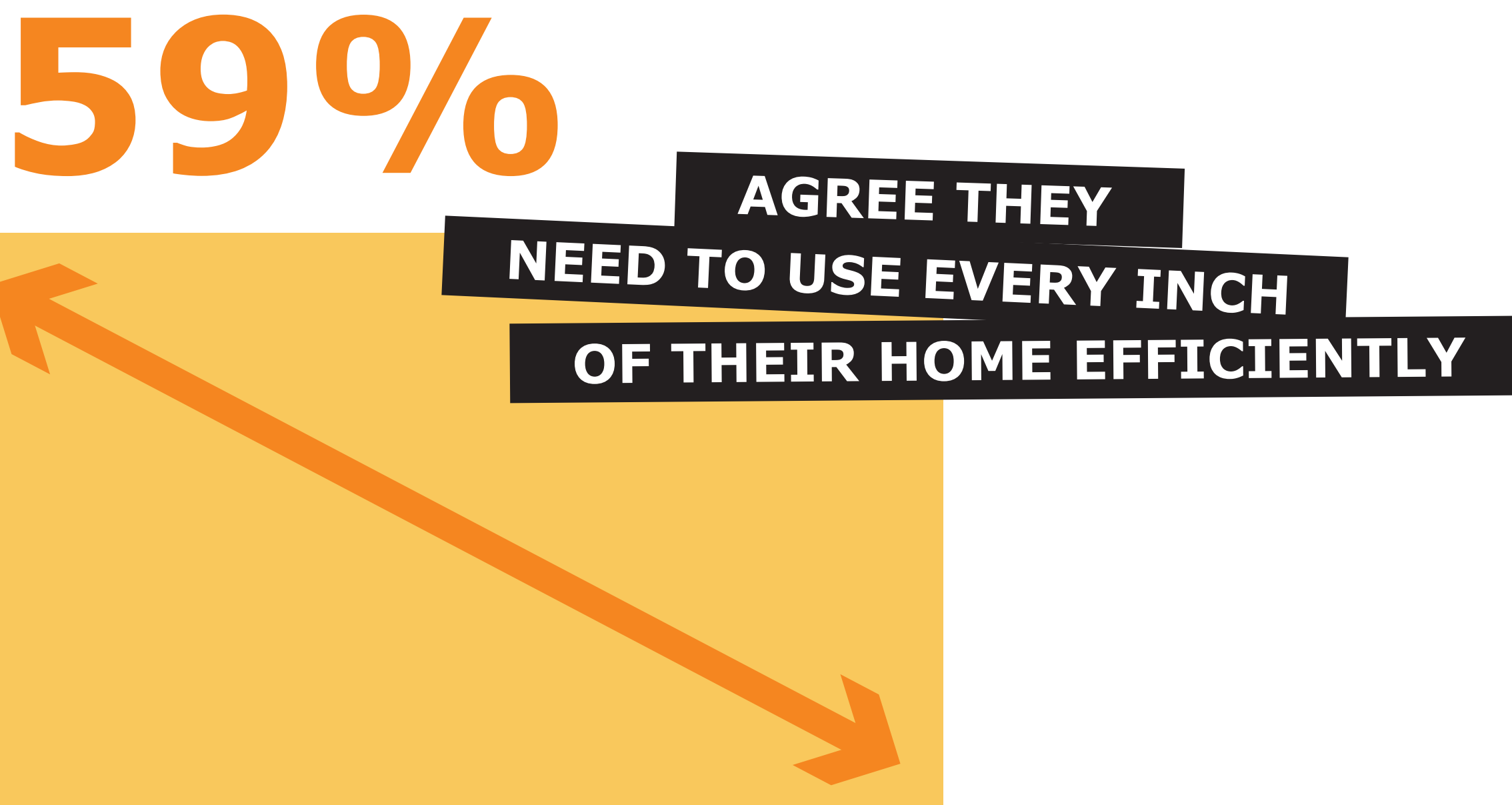
TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?



50%

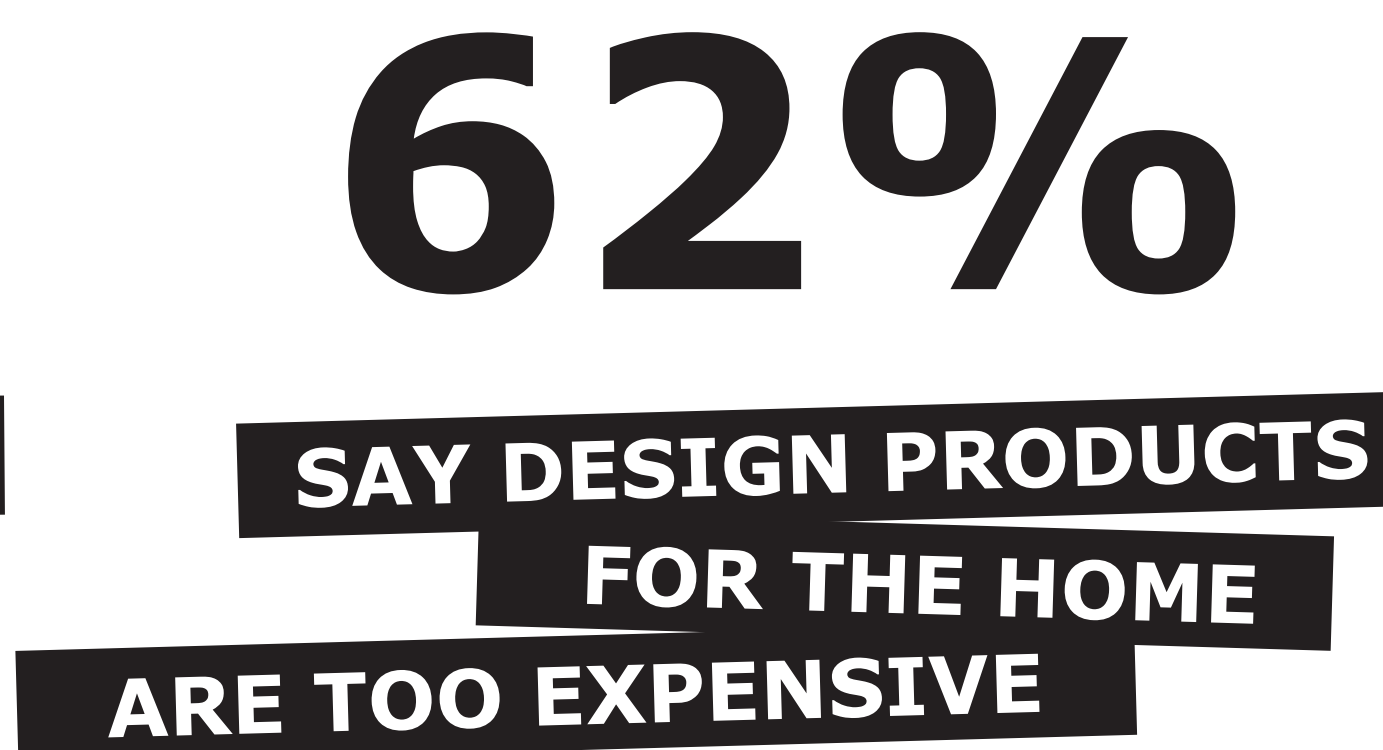
**AGREE THE DESIGN
OF A PRODUCT
IS JUST AS IMPORTANT
AS ITS FUNCTION**

WHAT IS THE MOST IMPORTANT REASON THAT YOU DO NOT HAVE MORE DESIGN PRODUCTS FOR THE HOME IN YOUR HOME?



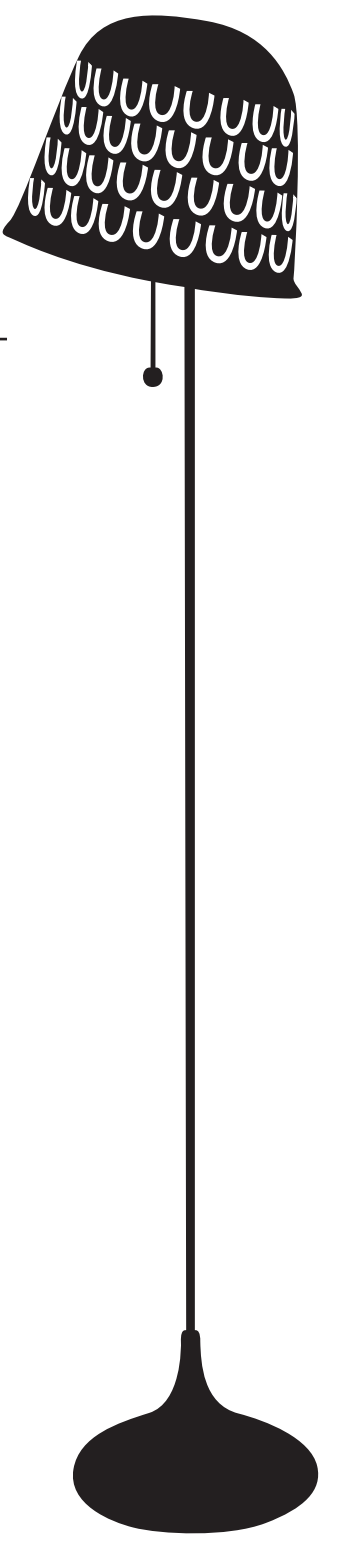
59%

**AGREE THEY
NEED TO USE EVERY INCH
OF THEIR HOME EFFICIENTLY**



62%

**SAY DESIGN PRODUCTS
FOR THE HOME
ARE TOO EXPENSIVE**



In January 2014 YouGov performed a survey on behalf of IKEA among people aged 18-60, living in cities in Sweden, UK, France, US, Poland, Japan, China and Qatar. In each country 1000 persons were included in the survey (except for Qatar where only 500 participated). This infographic contains respondents in the age group 18-29.

