

## Survey Questionnaire

This questionnaire is designed in three parts. Kindly, read the quick description of each part and answer the questions that follow by marking inside the tick-box for your answer.

Part 1: The first part presents images of different pattern designs. For each pattern design, please answer questions that follow by selecting one answer for each of the images:

Part 2: The second part presents questions about your preference to IKEA's furniture, and your preference to the inclusion of the IKEA-IG style into IKEA's line of furniture. Please select your answer from the selection:

Part 3: The third part is the demographic data. Please choose one answer from the selection:

### Part 1:


Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

1 – This is an IKEA style.

--	--	--	--	--

2 – This is an IG style.

--	--	--	--	--

3 – I like this design.

--	--	--	--	--


4 – This is an IKEA style.

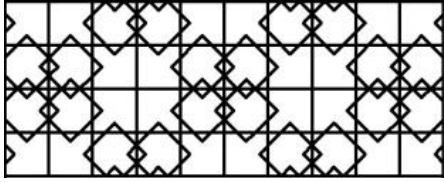
--	--	--	--	--

5 – This is an IG style.

--	--	--	--	--

6 – I like this design.

--	--	--	--	--



Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

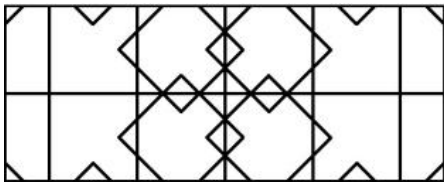
7 – This is an IKEA style.



8 – This is an IG style.



9 – I like this design.



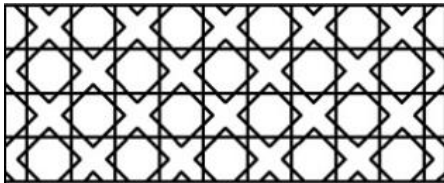
10 – This is an IKEA style.



11 – This is an IG style.



12 – I like this design.



13 – This is an IKEA style.

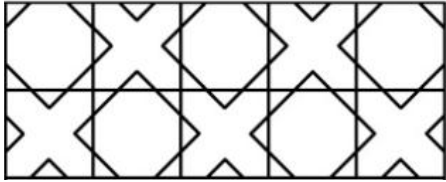


14 – This is an IG style.



15 – I like this design.





Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

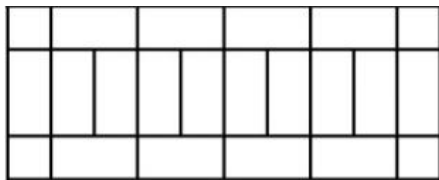
16 – This is an IKEA style.

☐ ☐ ☐ ☐ ☐

17 – This is an IG style.

☐ ☐ ☐ ☐ ☐

18 – I like this design.

☐ ☐ ☐ ☐ ☐

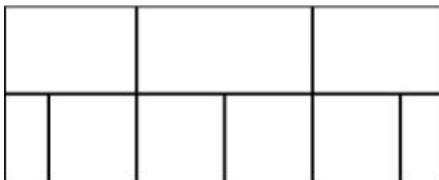
19 – This is an IKEA style.

☐ ☐ ☐ ☐ ☐

20 – This is an IG style.

☐ ☐ ☐ ☐ ☐

21 – I like this design.

☐ ☐ ☐ ☐ ☐

22 – This is an IKEA style.

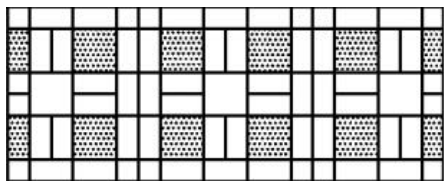
☐ ☐ ☐ ☐ ☐

23 – This is an IG style.

☐ ☐ ☐ ☐ ☐

24 – I like this design.

☐ ☐ ☐ ☐ ☐

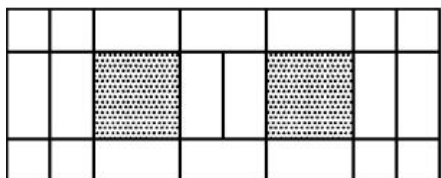


25 – This is an IKEA style.

26 – This is an IG style.

27 – I like this design.

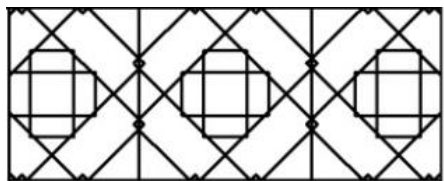
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree



28 – This is an IKEA style.

29 – This is an IG style.

30 – I like this design.



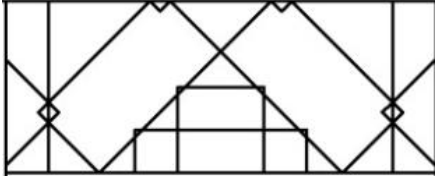
31 – This is an IKEA style.

32 – This is an IG style.

33 – I like this design.







34 – This is an IKEA style.

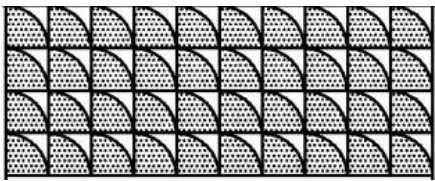
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree



35 – This is an IG style.



36 – I like this design.



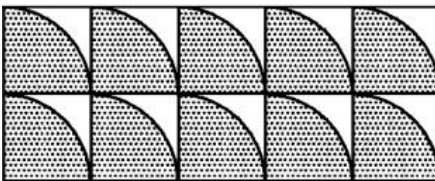
37 – This is an IKEA style.



38 – This is an IG style.



39 – I like this design.



40 – This is an IKEA style.

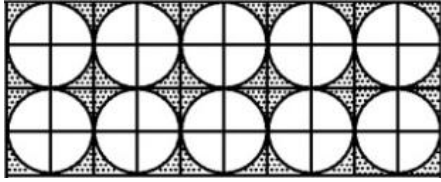


41 – This is an IG style.



42 – I like this design.





Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

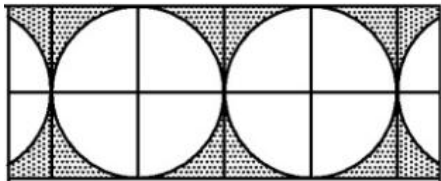
43 – This is an IKEA style.

☐ ☐ ☐ ☐ ☐

44 – This is an IG style.

☐ ☐ ☐ ☐ ☐

45 – I like this design.

☐ ☐ ☐ ☐ ☐

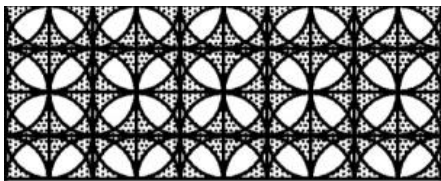
46 – This is an IKEA style.

☐ ☐ ☐ ☐ ☐

47 – This is an IG style.

☐ ☐ ☐ ☐ ☐

48 – I like this design.

☐ ☐ ☐ ☐ ☐

49 – This is an IKEA style.

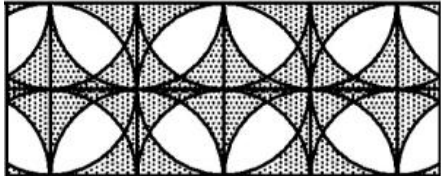
☐ ☐ ☐ ☐ ☐

50 – This is an IG style.

☐ ☐ ☐ ☐ ☐

51 – I like this design.

☐ ☐ ☐ ☐ ☐

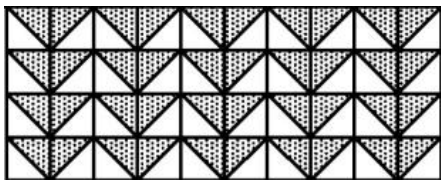


52 – This is an IKEA style.

53 – This is an IG style.

54 – I like this design.

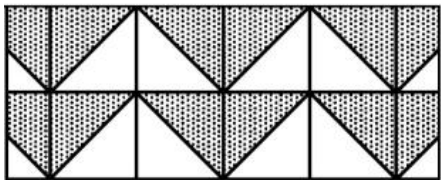
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree



55 – This is an IKEA style.

56 – This is an IG style.

57 – I like this design.

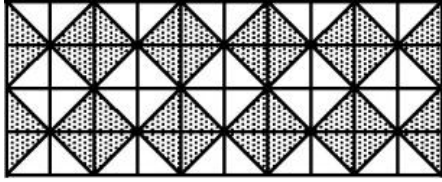


58 – This is an IKEA style.

59 – This is an IG style.

60 – I like this design.





Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

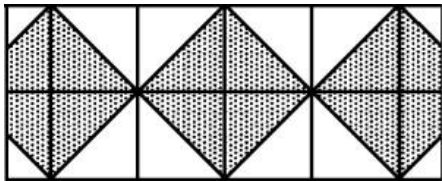
61 – This is an IKEA style.



62 – This is an IG style.



63 – I like this design.



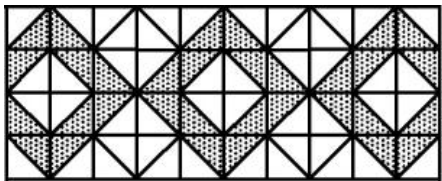
64 – This is an IKEA style.



65 – This is an IG style.



66 – I like this design.



67 – This is an IKEA style.

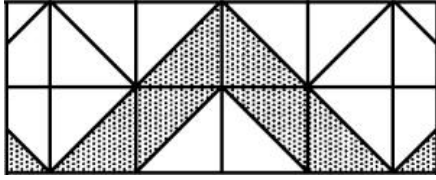


68 – This is an IG style.



69 – I like this design.





Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

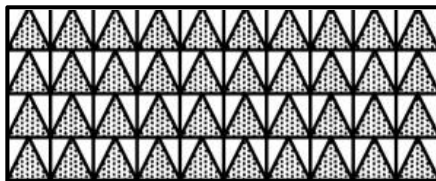
70 – This is an IKEA style.

☐ ☐ ☐ ☐ ☐

71 – This is an IG style.

☐ ☐ ☐ ☐ ☐

72 – I like this design.

☐ ☐ ☐ ☐ ☐

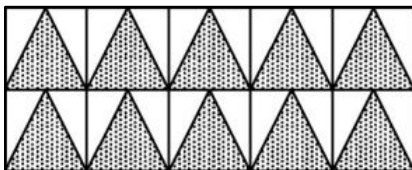
73 – This is an IKEA style.

☐ ☐ ☐ ☐ ☐

74 – This is an IG style.

☐ ☐ ☐ ☐ ☐

75 – I like this design.

☐ ☐ ☐ ☐ ☐

76 – This is an IKEA style.

☐ ☐ ☐ ☐ ☐

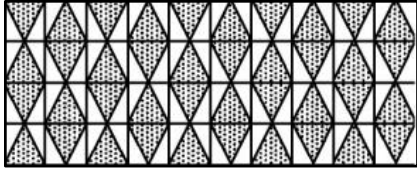
77 – This is an IG style.

☐ ☐ ☐ ☐ ☐

78 – I like this design.

☐ ☐ ☐ ☐ ☐



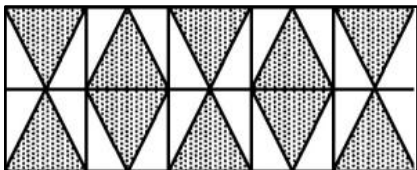


79 – This is an IKEA style.

80 – This is an IG style.

81 – I like this design.

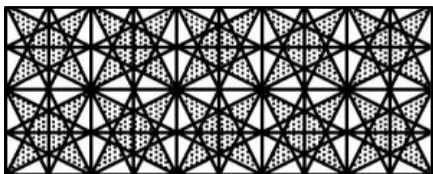
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree



82 – This is an IKEA style.

83 – This is an IG style.

84 – I like this design.

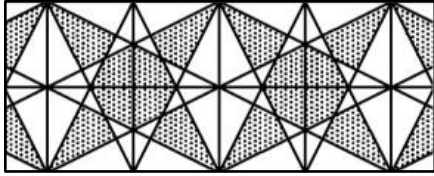


85 – This is an IKEA style.

86 – This is an IG style.

87 – I like this design.



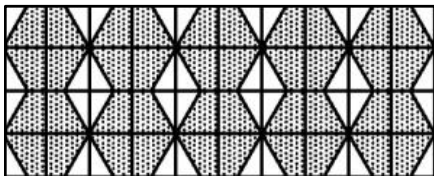


88 – This is an IKEA style.

89 – This is an IG style.

90 – I like this design.

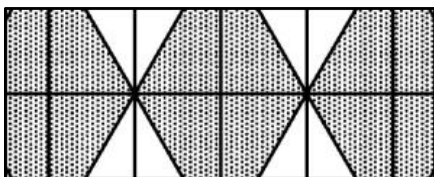
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

☐ ☐ ☐ ☐ ☐☐ ☐ ☐ ☐ ☐☐ ☐ ☐ ☐ ☐

91 – This is an IKEA style.

92 – This is an IG style.

93 – I like this design.

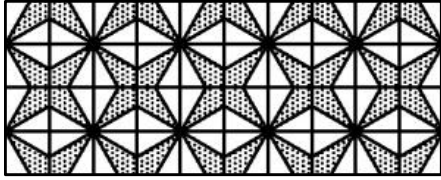
☐ ☐ ☐ ☐ ☐☐ ☐ ☐ ☐ ☐☐ ☐ ☐ ☐ ☐

94 – This is an IKEA style.

95 – This is an IG style.

96 – I like this design.

☐ ☐ ☐ ☐ ☐☐ ☐ ☐ ☐ ☐☐ ☐ ☐ ☐ ☐



Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

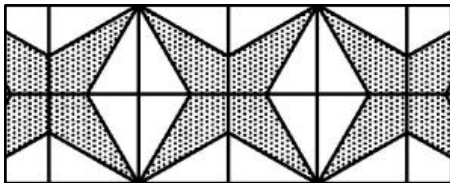
97 – This is an IKEA style.



98 – This is an IG style.



99 – I like this design.



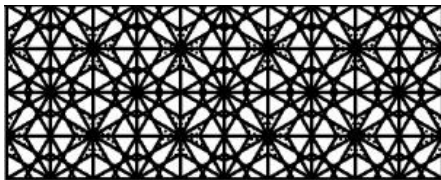
100 – This is an IKEA style.



101 – This is an IG style.



102 – I like this design.



103 – This is an IKEA style.



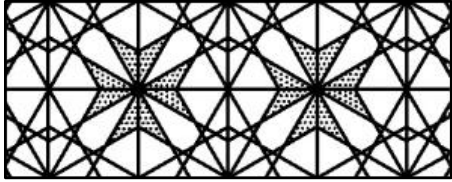
104 – This is an IG style.



105 – I like this design.







Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

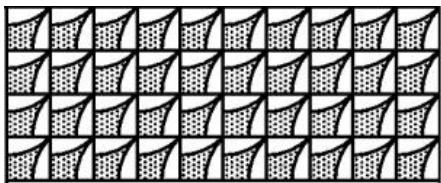
106 – This is an IKEA style.

☐ ☐ ☐ ☐ ☐

107 – This is an IG style.

☐ ☐ ☐ ☐ ☐

108 – I like this design.

☐ ☐ ☐ ☐ ☐

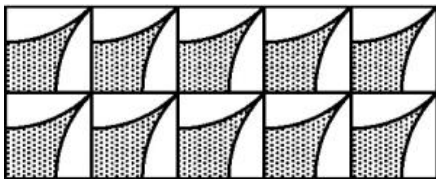
109 – This is an IKEA style.

☐ ☐ ☐ ☐ ☐

110 – This is an IG style.

☐ ☐ ☐ ☐ ☐

111 – I like this design.

☐ ☐ ☐ ☐ ☐

112 – This is an IKEA style.

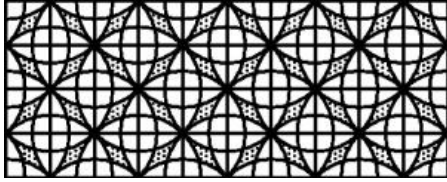
☐ ☐ ☐ ☐ ☐

113 – This is an IG style.

☐ ☐ ☐ ☐ ☐

114 – I like this design.

☐ ☐ ☐ ☐ ☐



Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

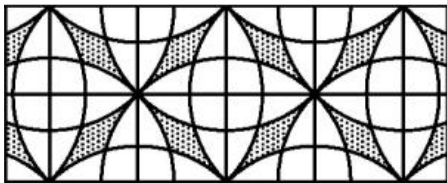
115 – This is an IKEA style.



116 – This is an IG style.



117 – I like this design.



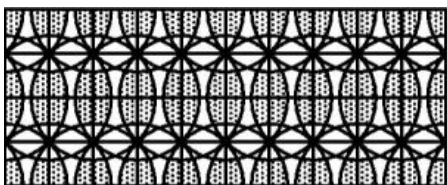
118 – This is an IKEA style.



119 – This is an IG style.



120 – I like this design.



121 – This is an IKEA style.

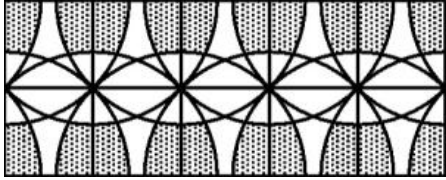


122 – This is an IG style.



123 – I like this design.



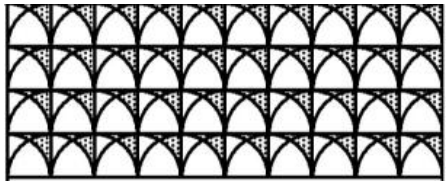


124 – This is an IKEA style.

125 – This is an IG style.

126 – I like this design.

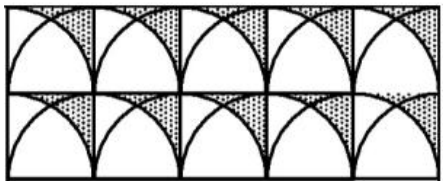
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree



127 – This is an IKEA style.

128 – This is an IG style.

129 – I like this design.

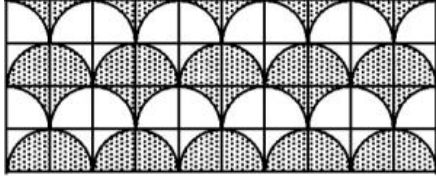


130 – This is an IKEA style.

131 – This is an IG style.

132 – I like this design.





Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

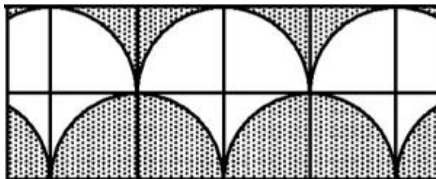
133 – This is an IKEA style.



134 – This is an IG style.



135 – I like this design.



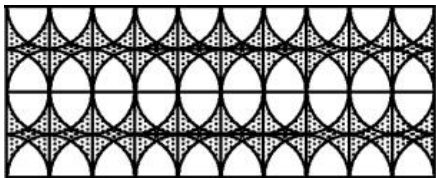
136 – This is an IKEA style.



137 – This is an IG style.



138 – I like this design.



139 – This is an IKEA style.

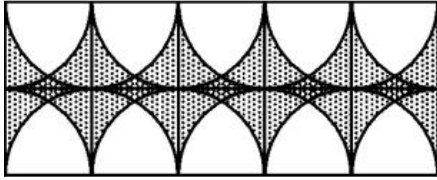


140 – This is an IG style.



141 – I like this design.



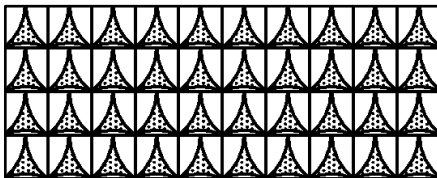


142 – This is an IKEA style.

143 – This is an IG style.

144 – I like this design.

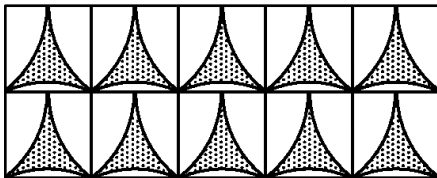
Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree



145 – This is an IKEA style.

146 – This is an IG style.

147 – I like this design.



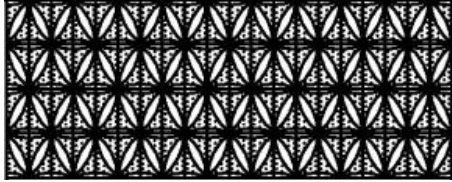
148 – This is an IKEA style.

149 – This is an IG style.

150 – I like this design.







Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

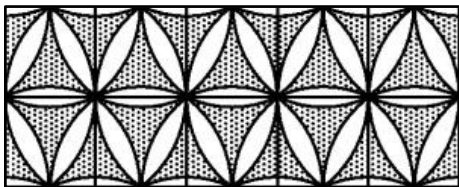
151 – This is an IKEA style.



152 – This is an IG style.



153 – I like this design.



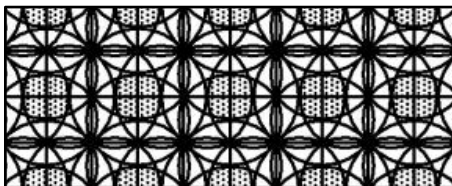
154 – This is an IKEA style.



155 – This is an IG style.



156 – I like this design.



157 – This is an IKEA style.

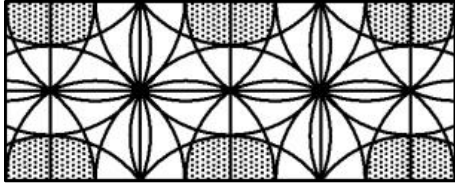


158 – This is an IG style.



159 – I like this design.





Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

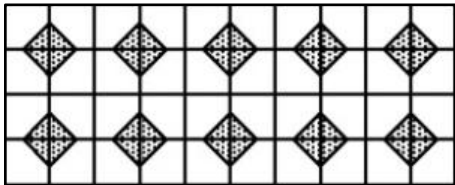
160 – This is an IKEA style.

☐ ☐ ☐ ☐ ☐

161 – This is an IG style.

☐ ☐ ☐ ☐ ☐

162 – I like this design.

☐ ☐ ☐ ☐ ☐

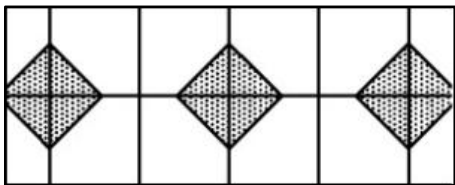
163 – This is an IKEA style.

☐ ☐ ☐ ☐ ☐

164 – This is an IG style.

☐ ☐ ☐ ☐ ☐

165 – I like this design.

☐ ☐ ☐ ☐ ☐

166 – This is an IKEA style.

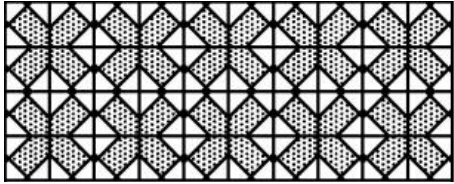
☐ ☐ ☐ ☐ ☐

167 – This is an IG style.

☐ ☐ ☐ ☐ ☐

168 – I like this design.

☐ ☐ ☐ ☐ ☐



Strongly Disagree   Disagree   Neutral   Agree   Strongly Agree

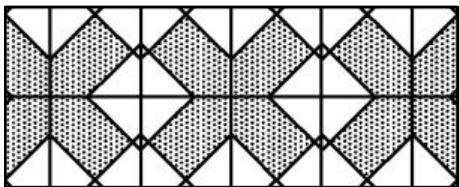
169 – This is an IKEA style.



170 – This is an IG style.



171 – I like this design.



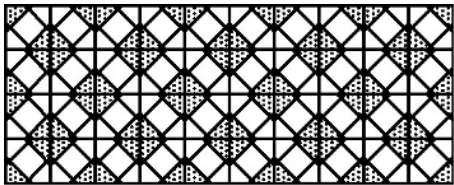
172 – This is an IKEA style.



173 – This is an IG style.



174 – I like this design.



175 – This is an IKEA style.



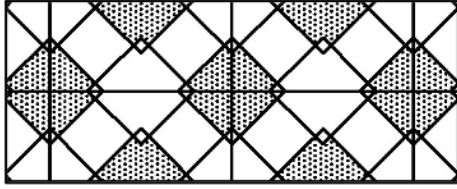
176 – This is an IG style.



177 – I like this design.







Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree

178 – This is an IKEA style.

☐ — ☐ — ☐ — ☐ — ☐

179 – This is an IG style.

☐ — ☐ — ☐ — ☐ — ☐

180 – I like this design.

☐ — ☐ — ☐ — ☐ — ☐

Part 2:

181 – I like IKEA's furniture.

☐ — ☐ — ☐ — ☐ — ☐

182 – I would like IKEA-IG in IKEA's furniture.

☐ — ☐ — ☐ — ☐ — ☐

Part 3:

Demographic Data								
183	Gender	<input type="checkbox"/> Male	<input type="checkbox"/> Female					
184	Age	<input type="checkbox"/> 18 ≥	<input type="checkbox"/> 19 - 29	<input type="checkbox"/> 30 - 39	<input type="checkbox"/> 40 - 49	<input type="checkbox"/> ≥ 50		
185	Ethnicity	<input type="checkbox"/> GCC Countries	<input type="checkbox"/> Other Arabian	<input type="checkbox"/> Non-Arabian				
186	Religion	<input type="checkbox"/> Muslim	<input type="checkbox"/> Other					
187	Education	<input type="checkbox"/> Below High School	<input type="checkbox"/> High School	<input type="checkbox"/> Diploma (2 years)	<input type="checkbox"/> Bachelor (4 years)	<input type="checkbox"/> Master	<input type="checkbox"/> PhD	
188	Province	<input type="checkbox"/> Capital	<input type="checkbox"/> Hawalli	<input type="checkbox"/> Farwaniya	<input type="checkbox"/> Mubarak Alkabeer	<input type="checkbox"/> Ahmadi	<input type="checkbox"/> Jahra	<input type="checkbox"/> Not Sure

The end, thank you.