

# Survey of Design Awareness

(Surveyed December 2014)

## Survey Summary

Survey Period : December 2014

Survey Subjects : Males and females over the age of 15 from all over Japan.

(Stratified sampling based off of gender and age data from the national census.)

Number of valid respondents : 2,100

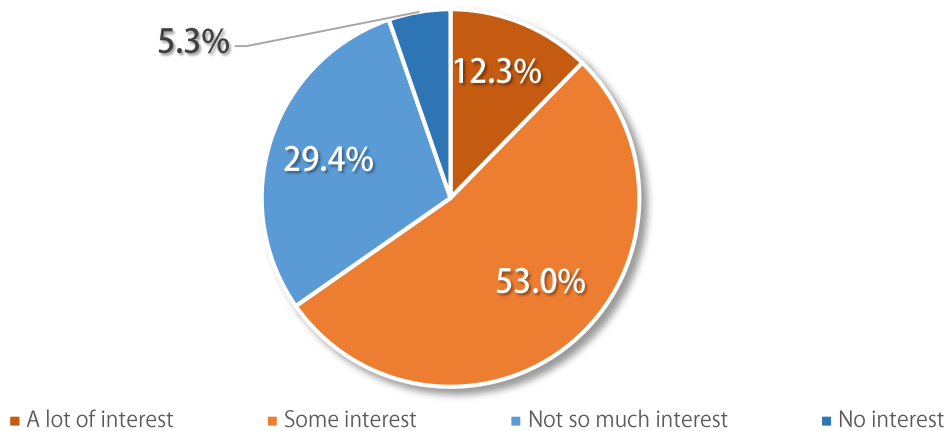
Survey Method : Online Questionnaire

### Contact for inquiries about this survey

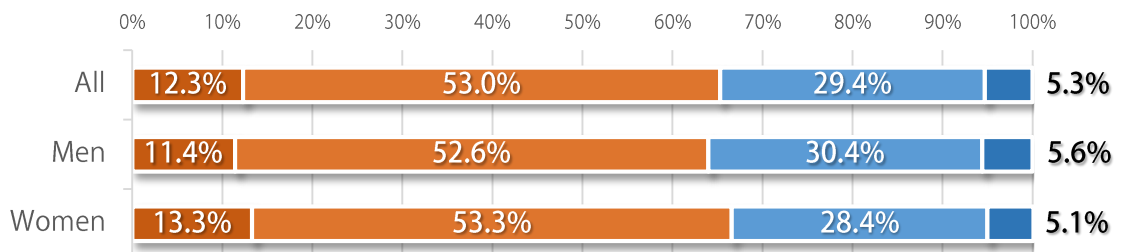
Good Design Award Office, Japan Institute of Design Promotion

5th floor, Midtown Tower, 9-7-1 Akasaka, Minato-ku, Tokyo 107-6205 Japan Tel. 03-6743-3777

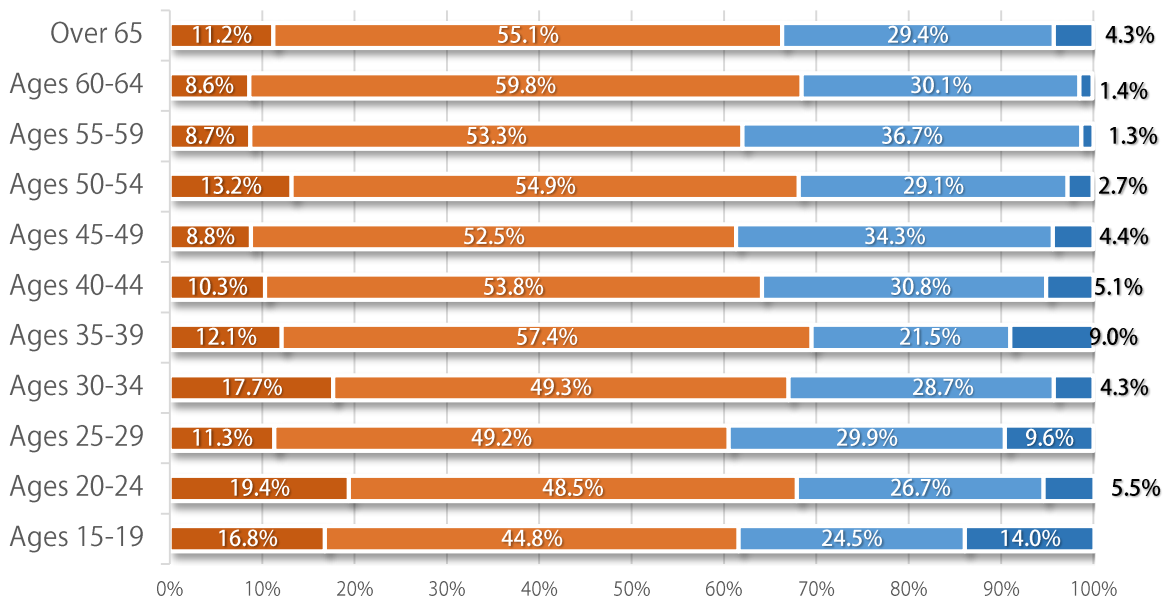
## Q. How much interest do you have in design? [N=2,100]



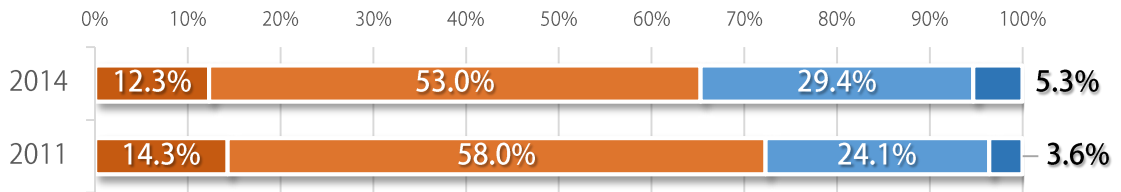
### [By Gender]



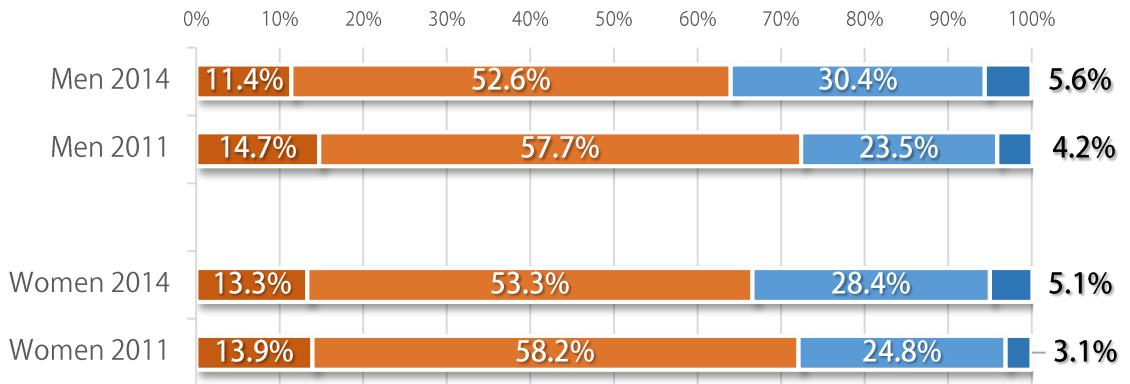
### [By Age]



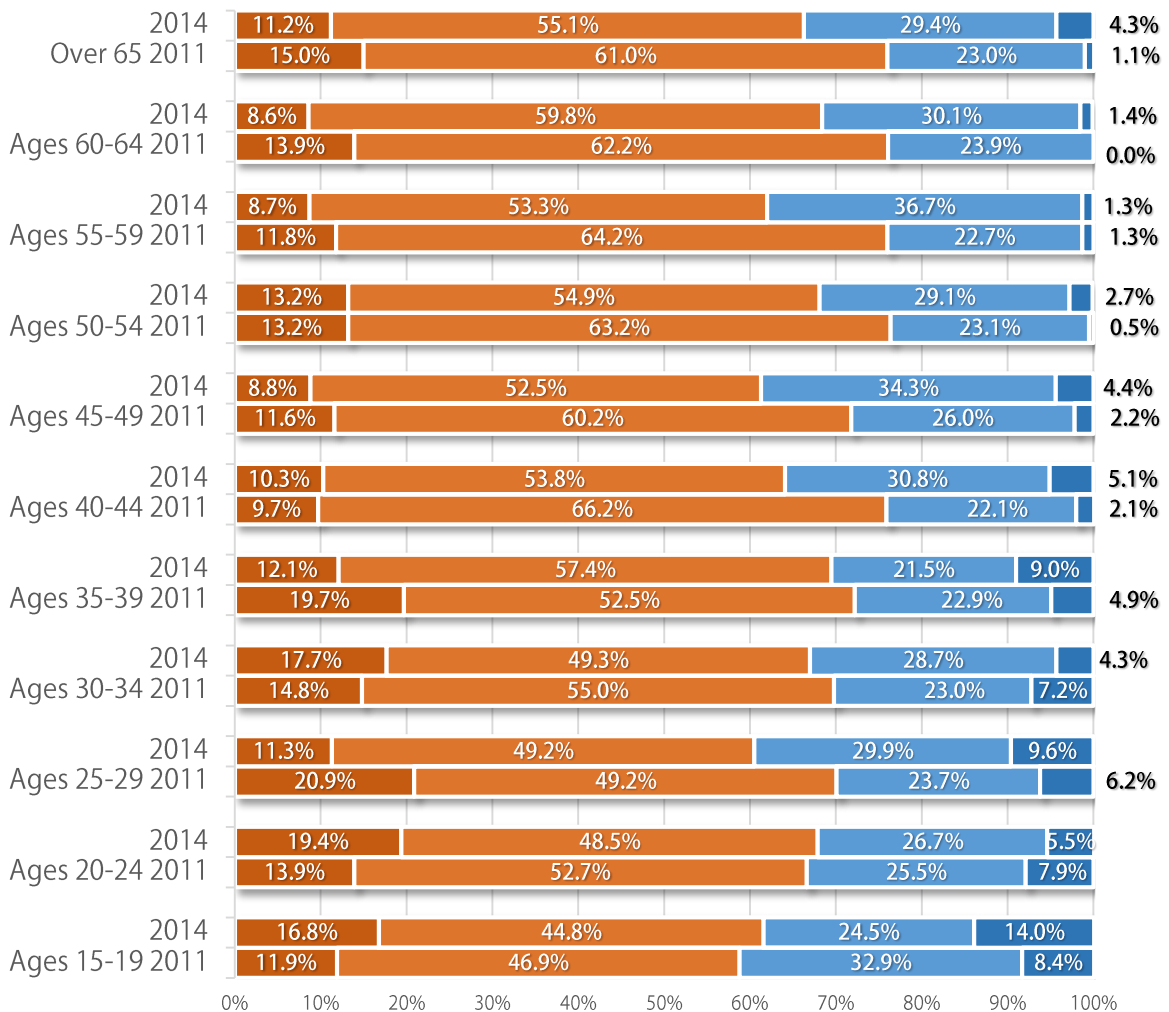
### [Generational Changes]



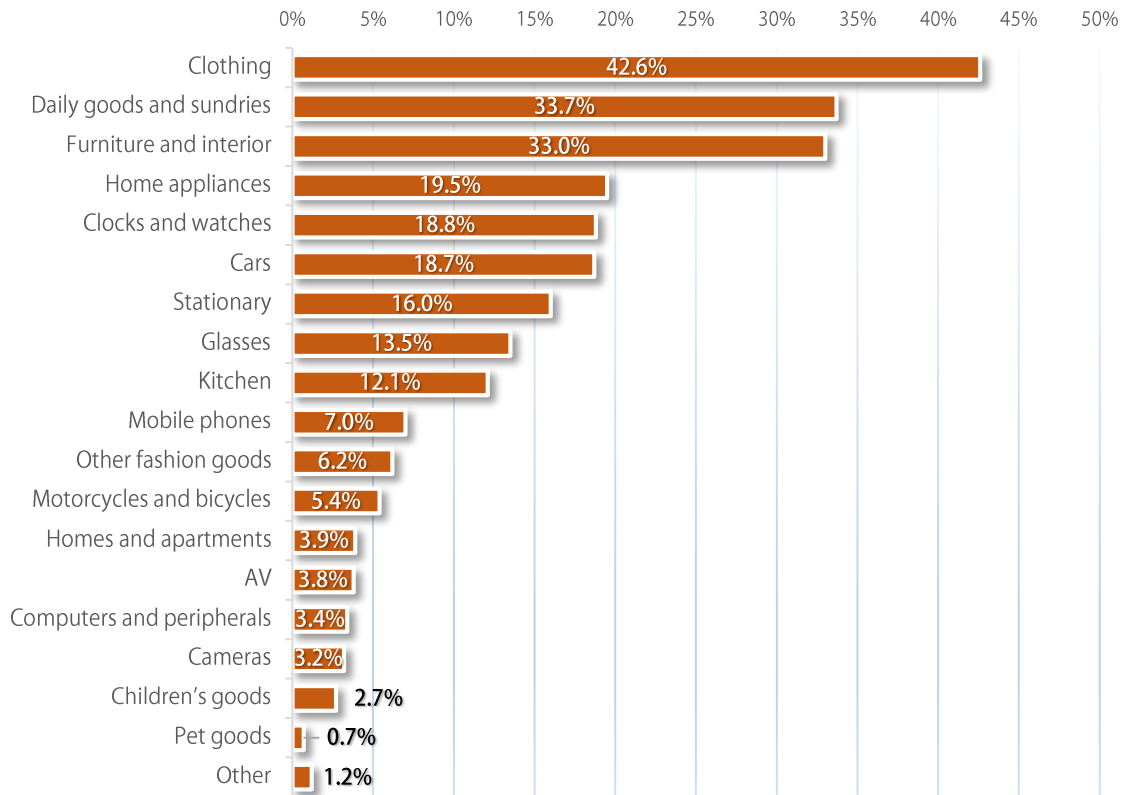
### [Generational Changes— By Gender]



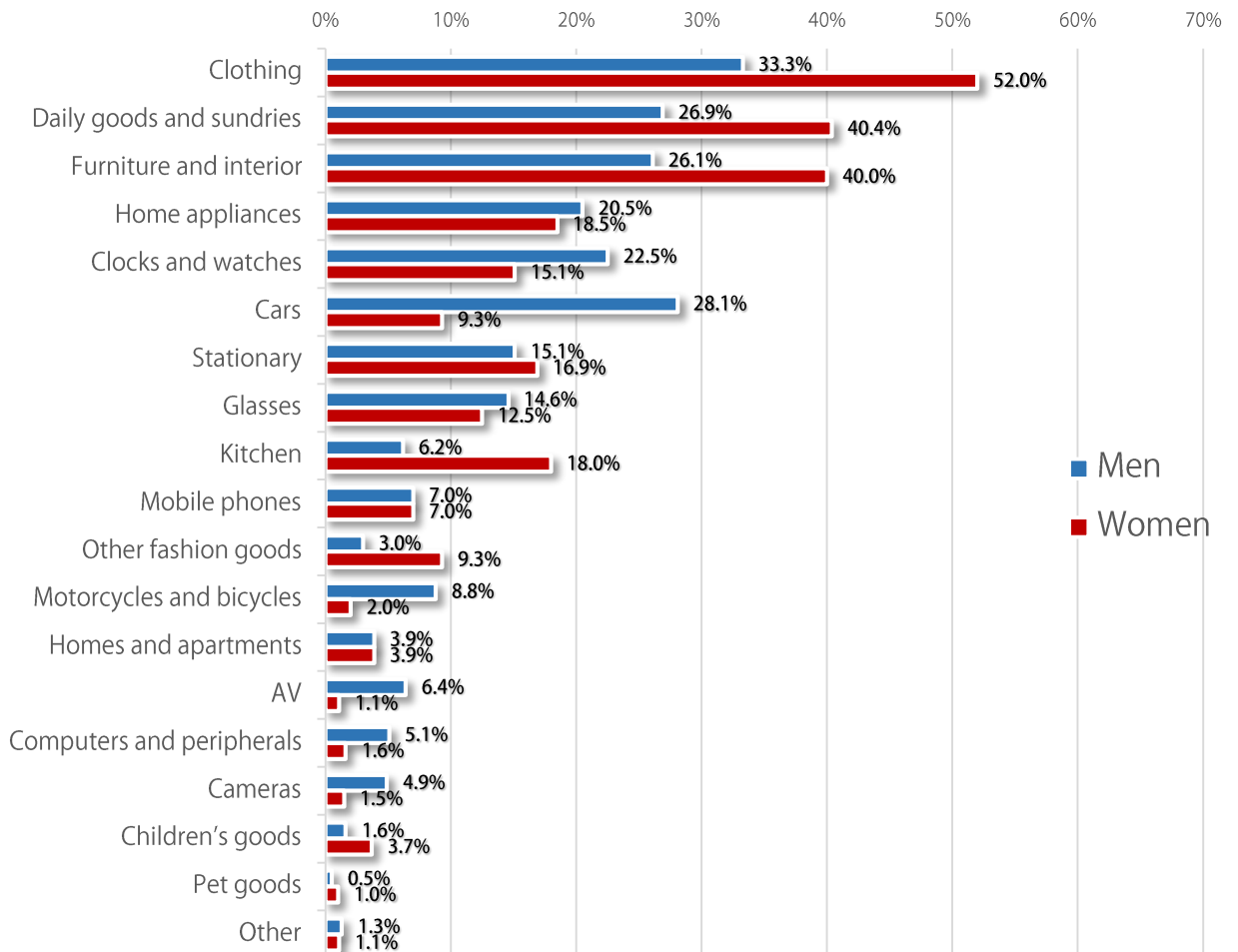
### [Generational Changes— By Age]



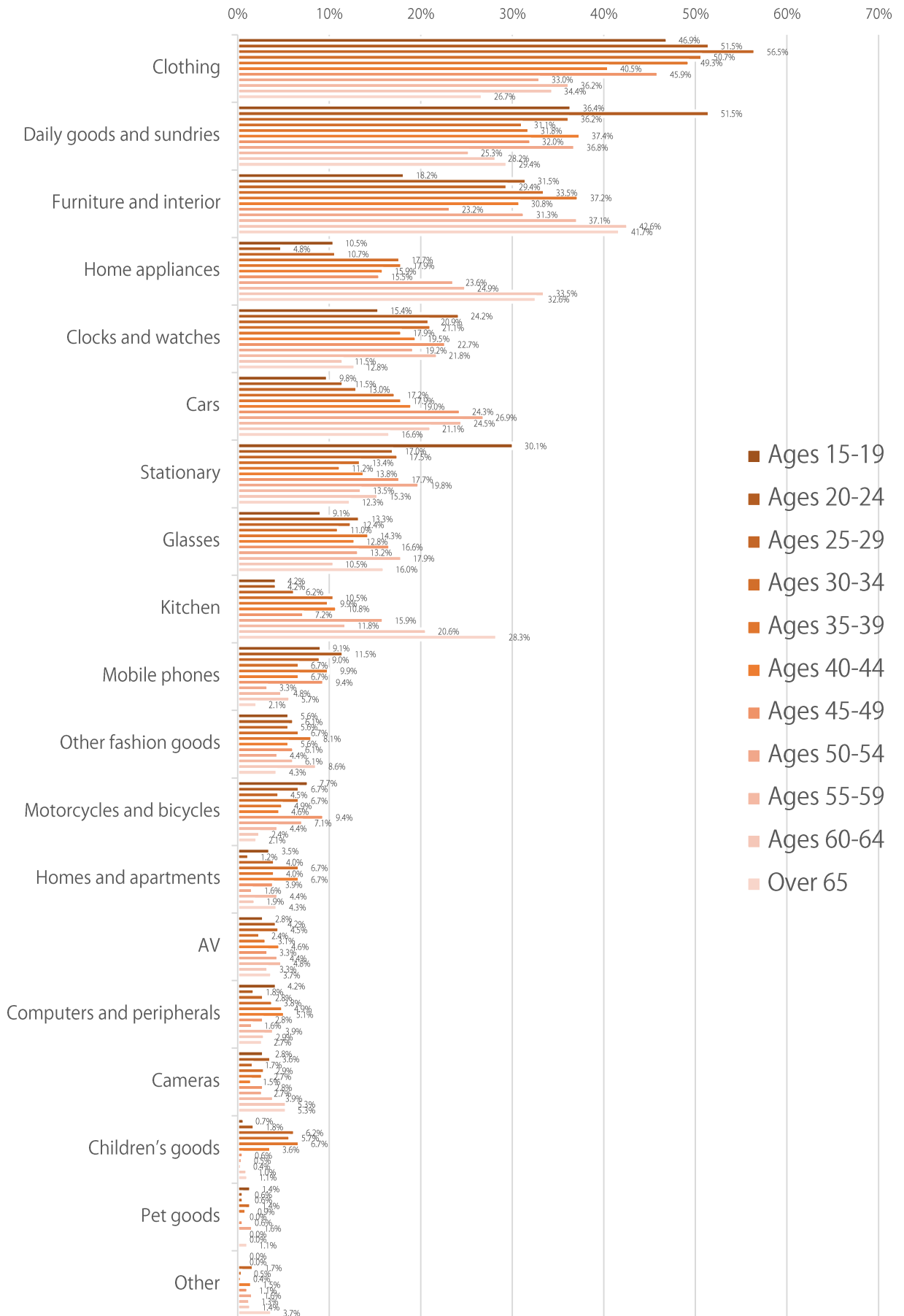
Q. Please indicate the 3 product categories in which you most consider the design to be important when making a decision to purchase. [N=2,100]



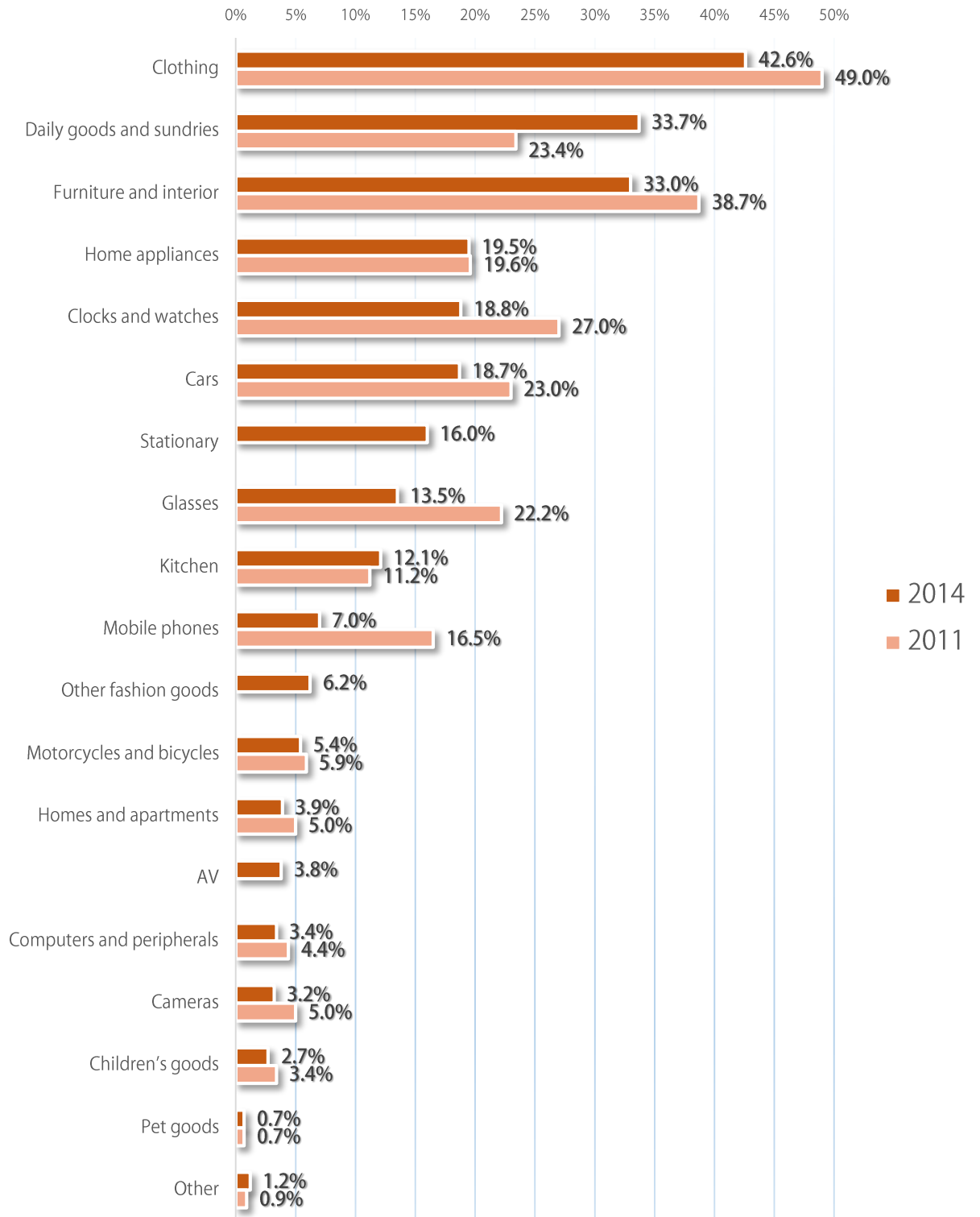
[By Gender]



[By Age]

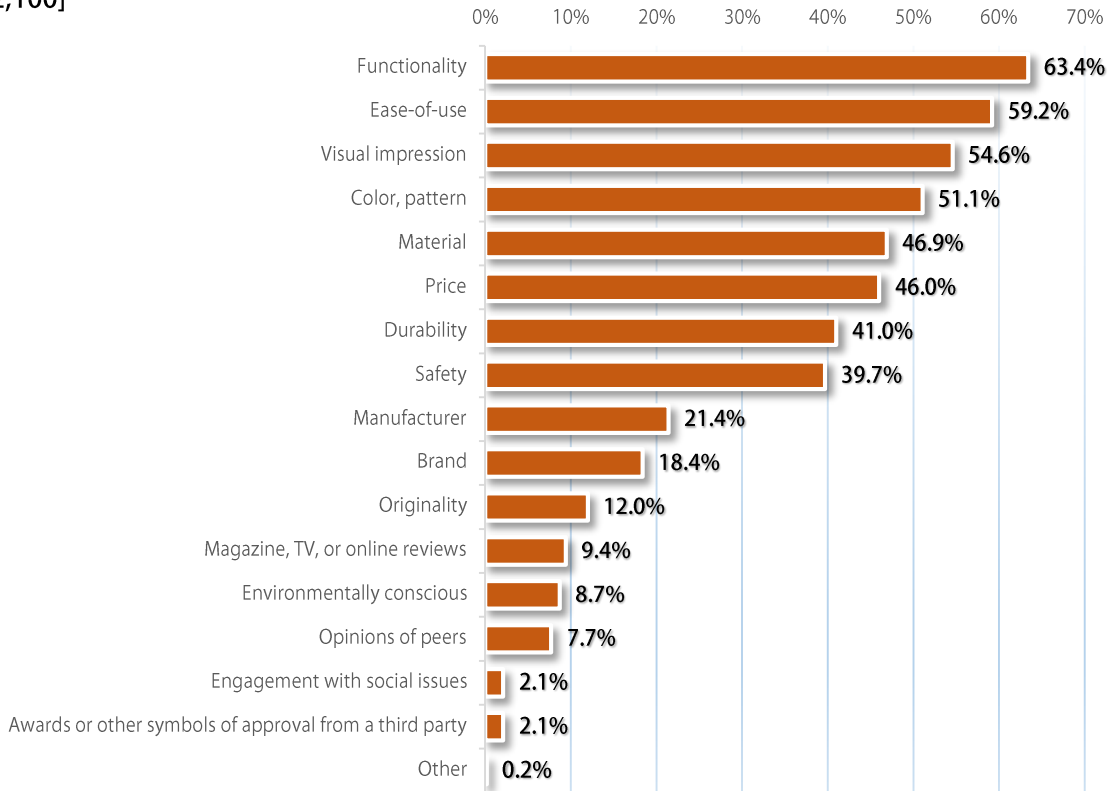


## [Generational Changes]

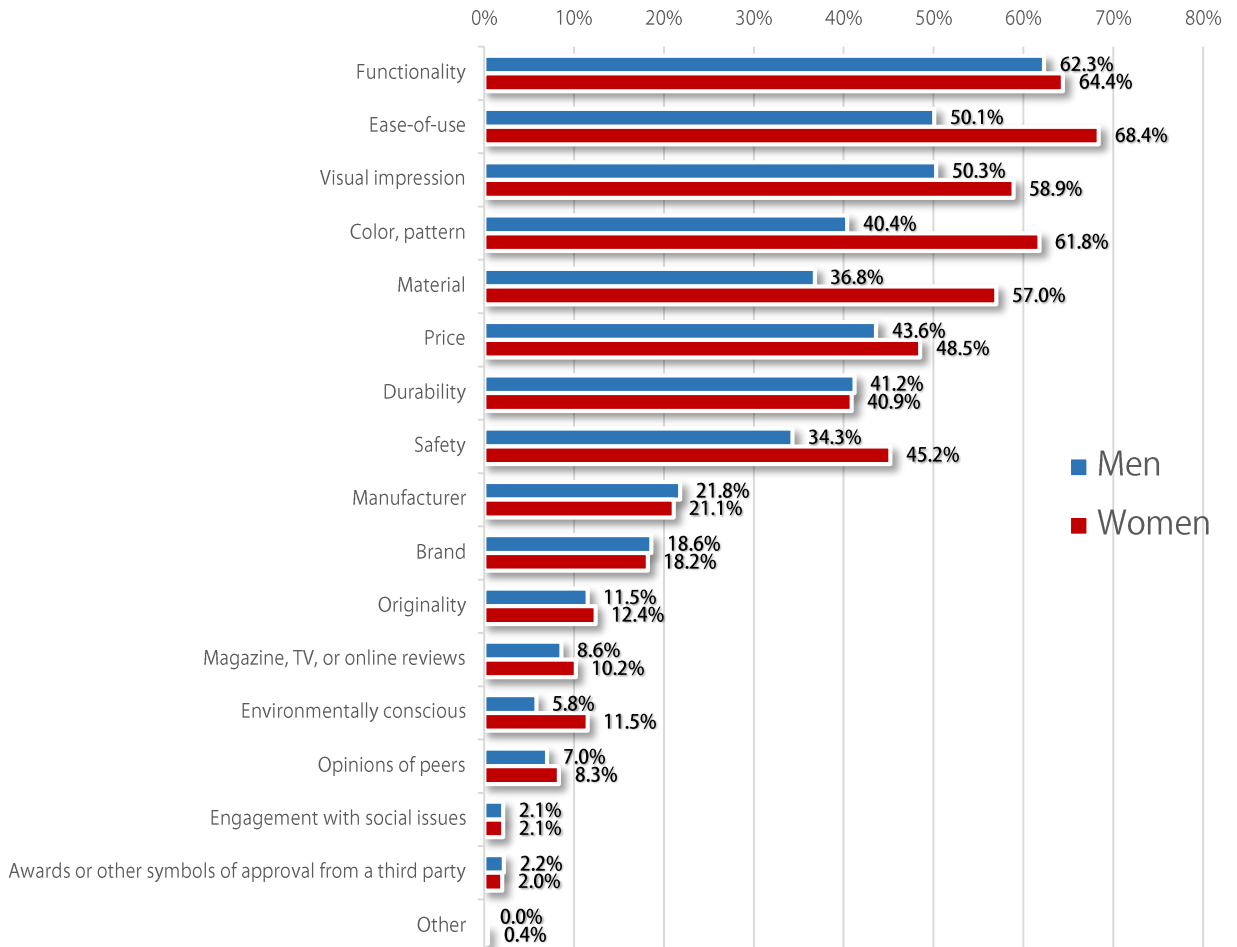


Q. What points do you most care about when purchasing a product? (Can choose multiple)

[N=2,100]



[By Gender]

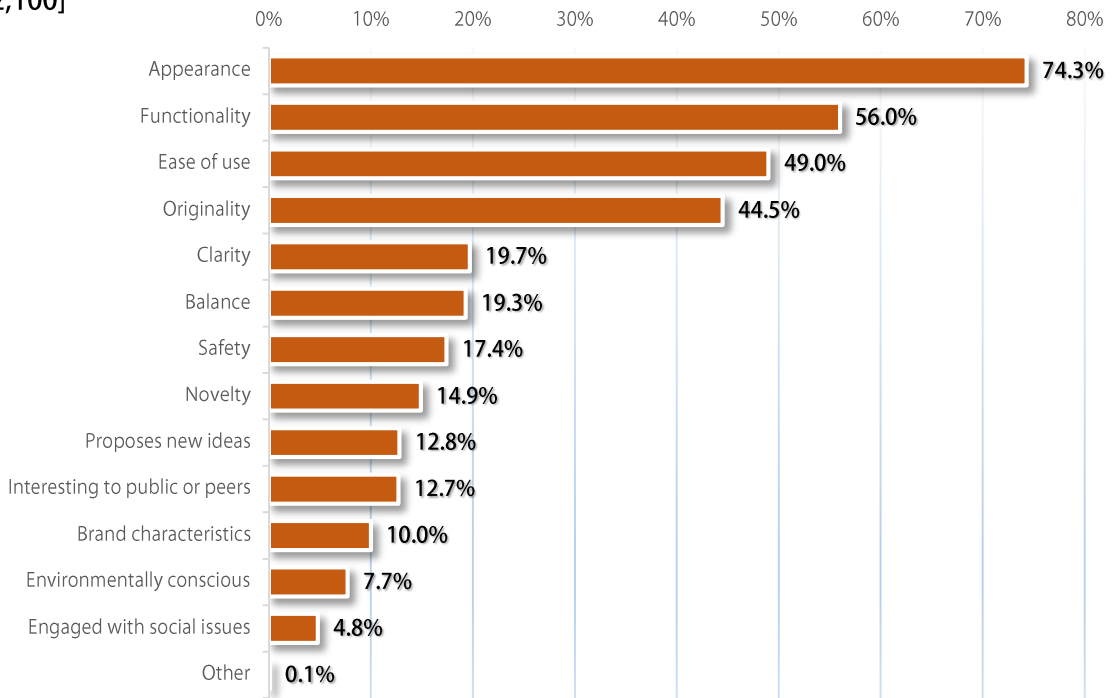




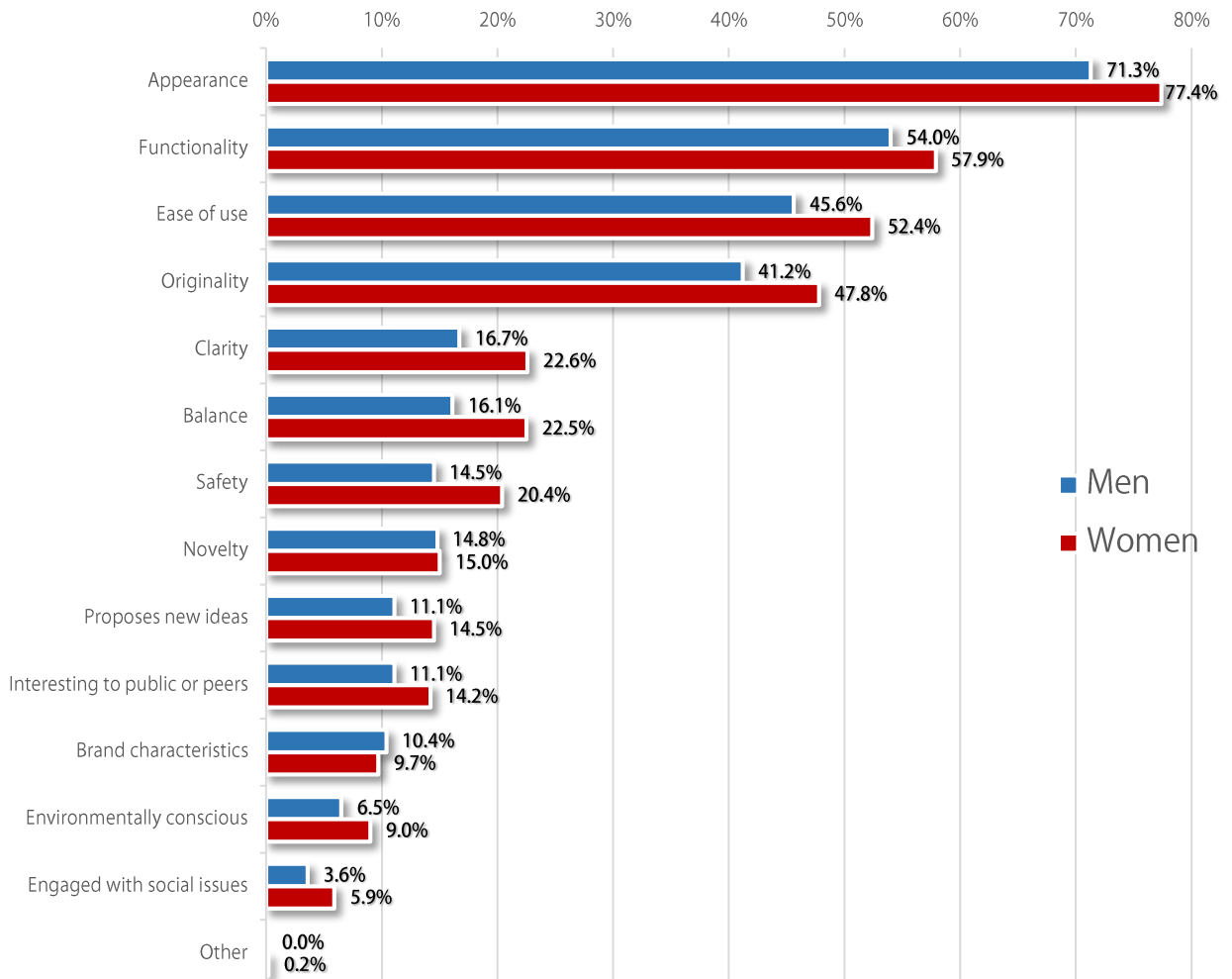


**Q. Which of the following elements do you think are related to design? (Can choose multiple)**

[N=2,100]



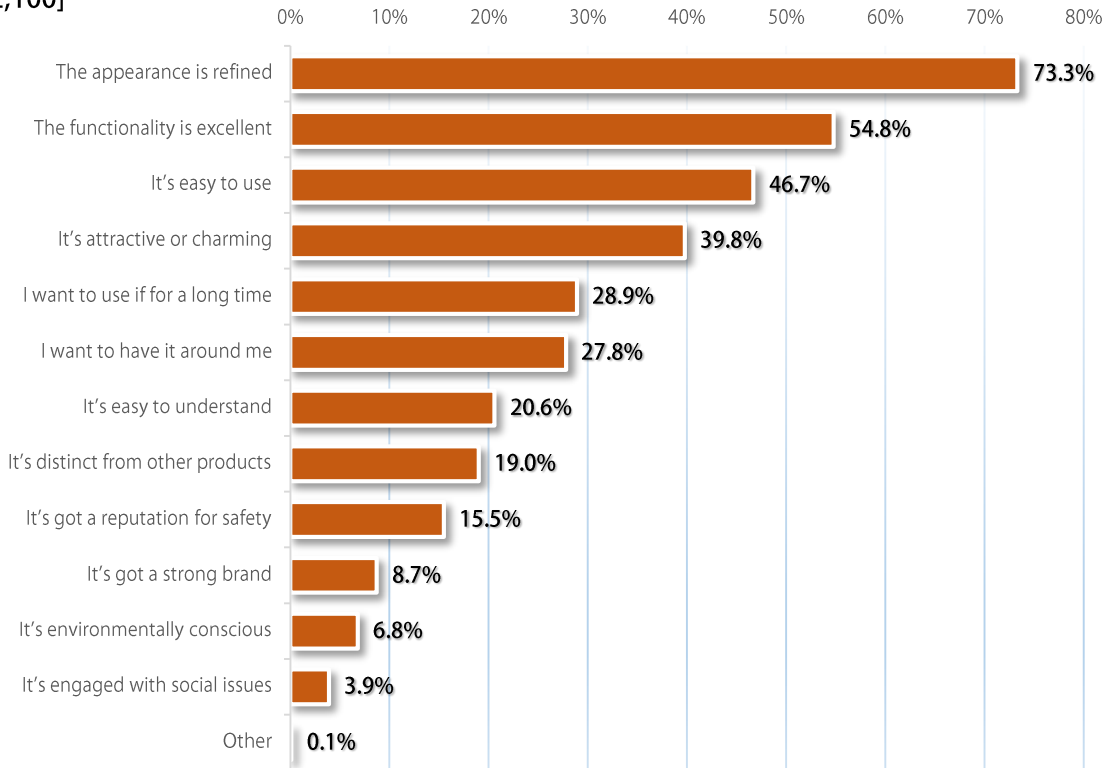
**[By Gender]**



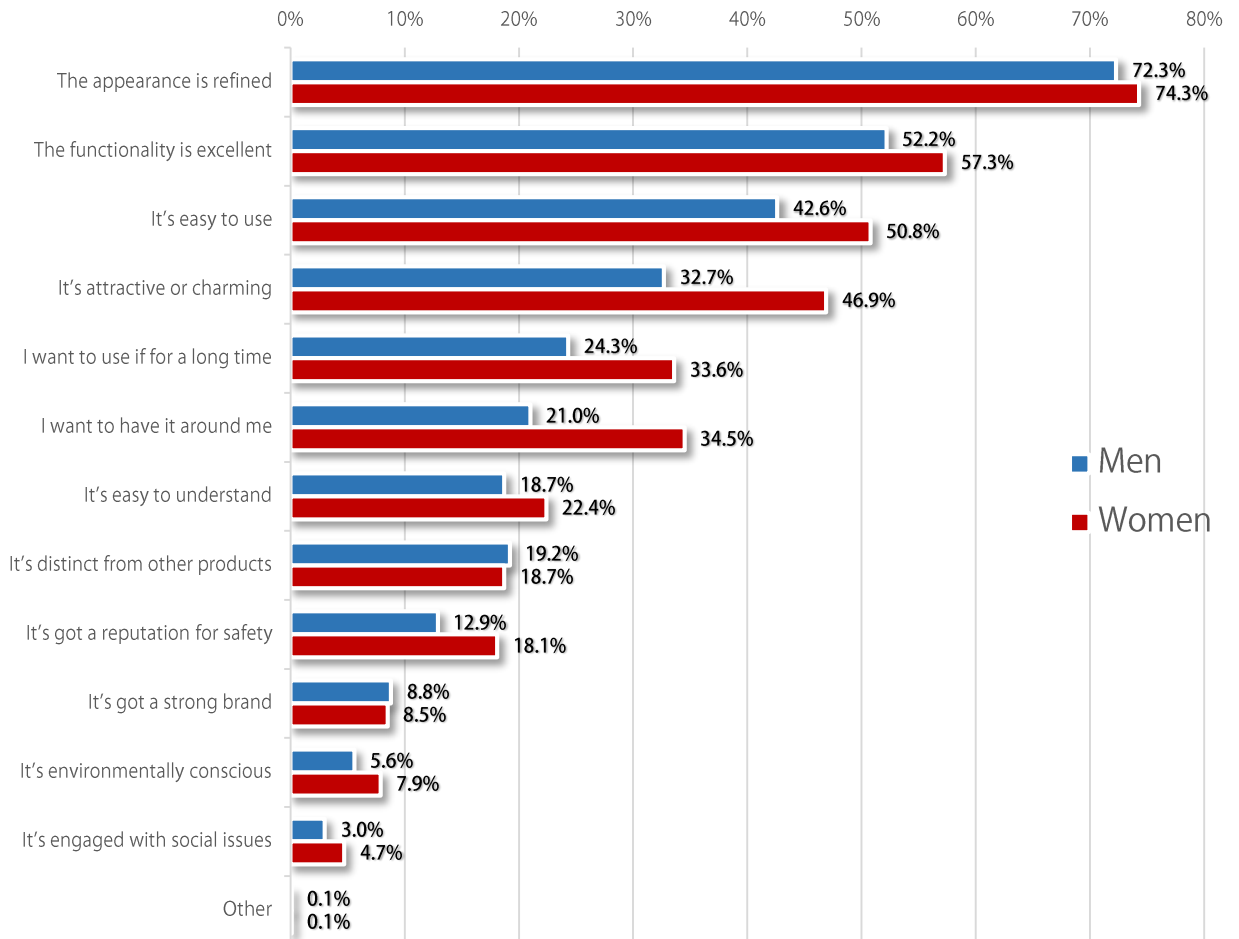


**Q. What are some of the points that make you feel that a design is good? (Can choose multiple)**

[N=2,100]

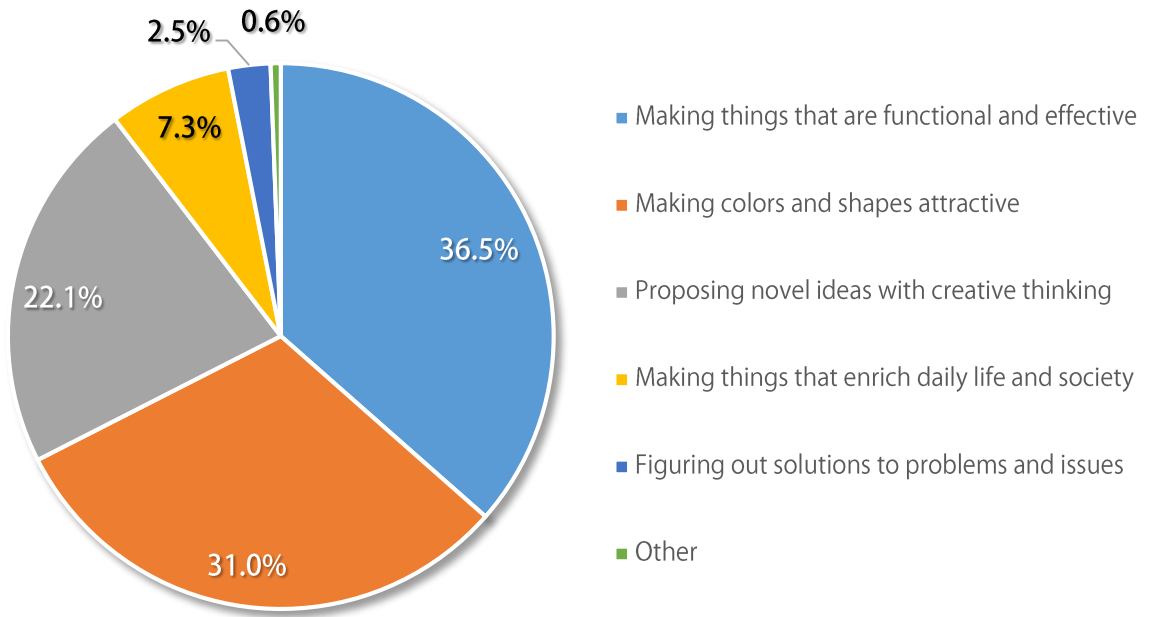


**[By Gender]**

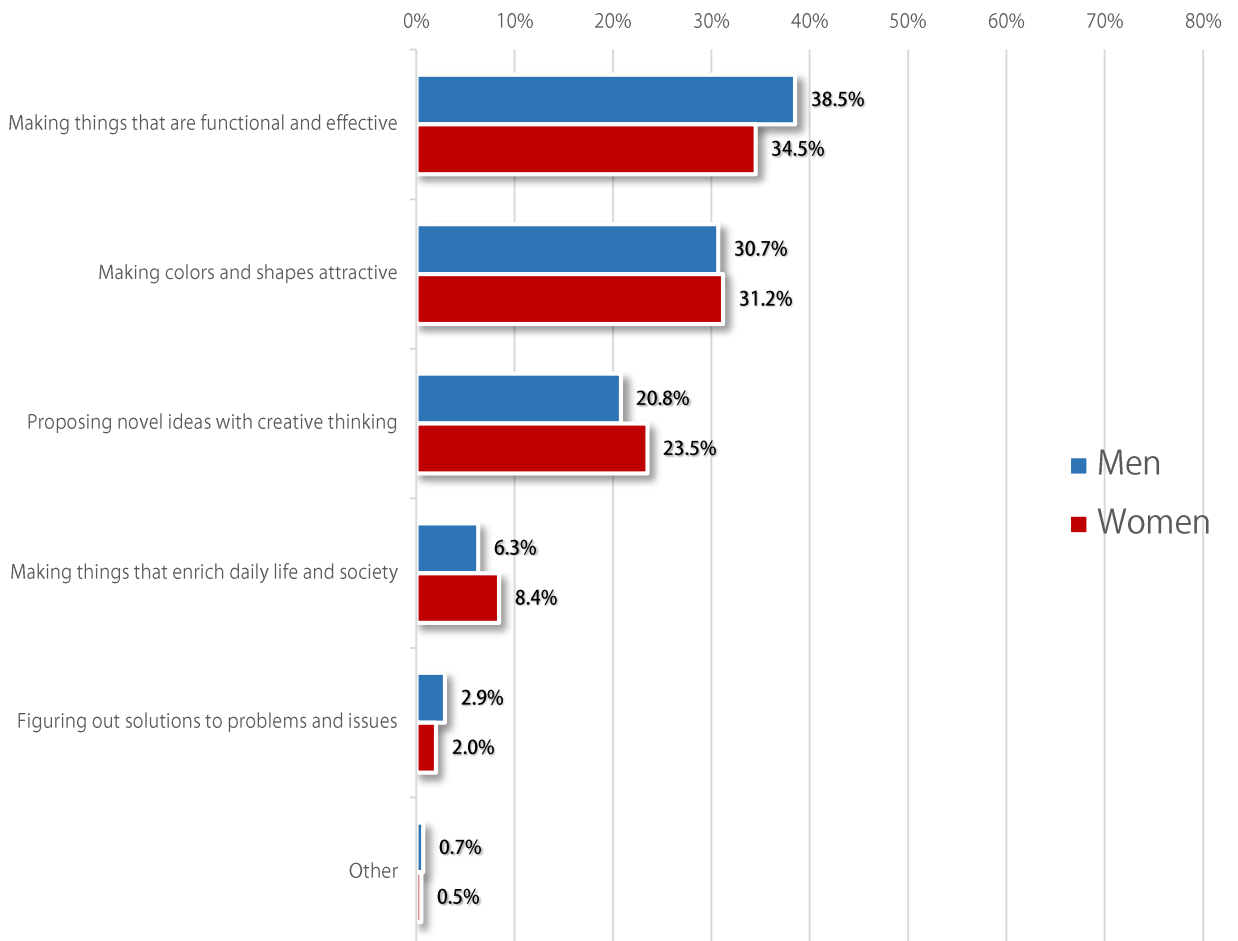




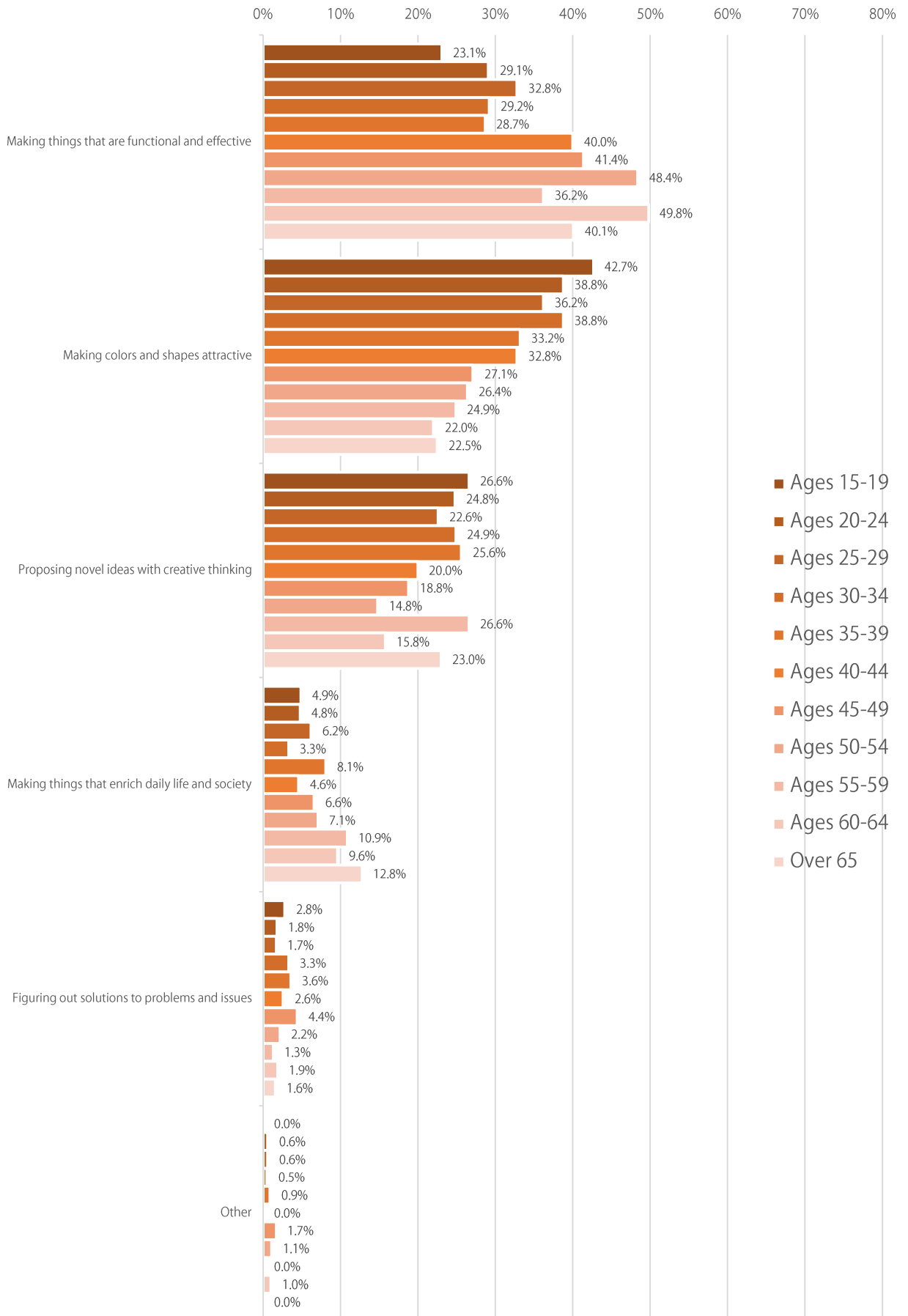
Q. What do you think Design is? Please pick the one answer that most fits your conception of design. [N=2,100]



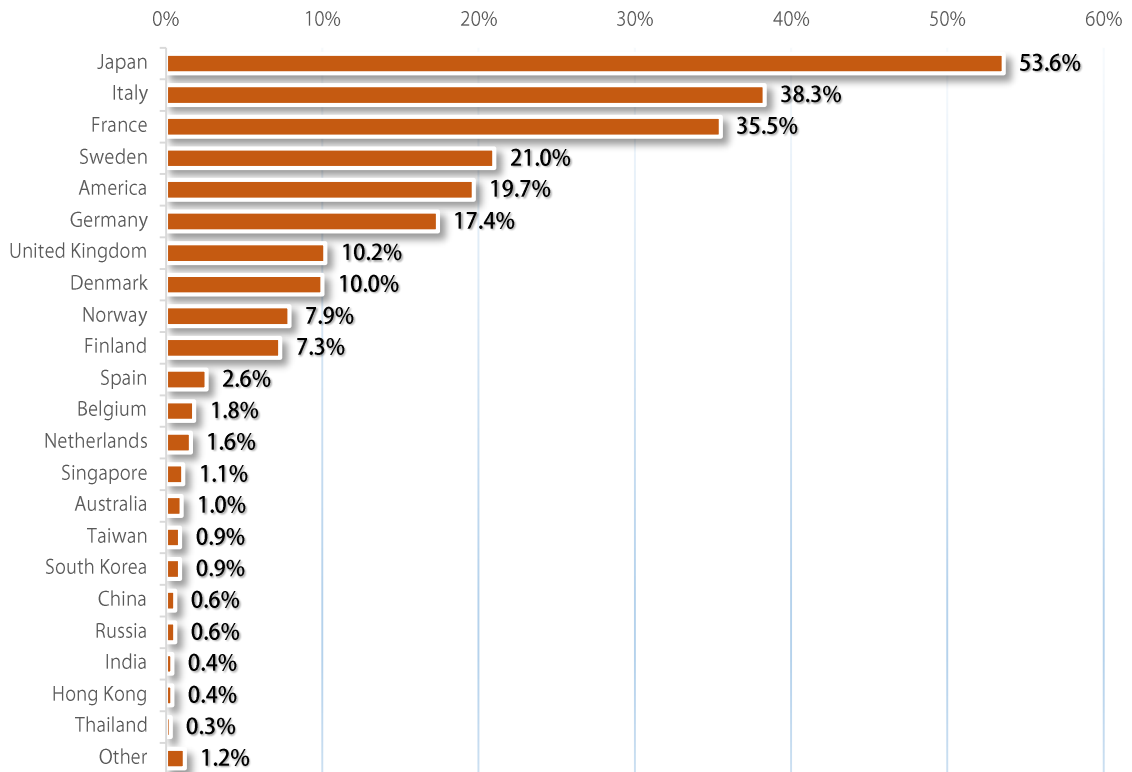
[By Gender]



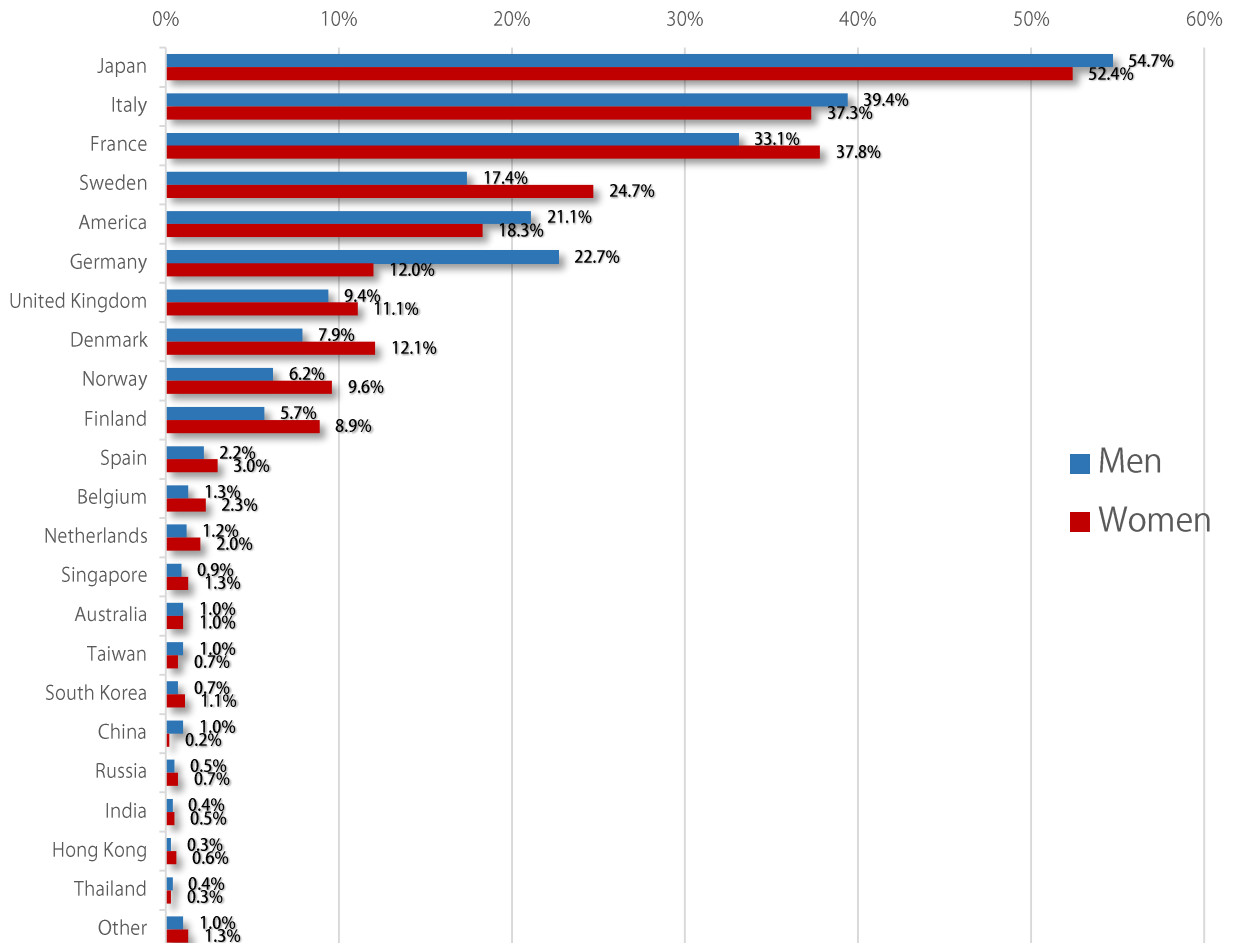
[By Age]



Q. What are some countries/regions that you think have excellent design? (Choose 3) [N=2,100]



[By Gender]



[By Age]

