

**Survey of Design Awareness**  
**- Overseas Edition -**  
(Surveyed December 2014)

## Survey Summary

Survey Region : Korea, Taiwan, Hong Kong

Survey Period : December 2014

Sample Size : 300 each from Korea, Taiwan and Hong Kong

Segments : Men and Women (1:1 ratio) / Age ranges of 20s, 30s and 40s and above (1:1:1 ratio)

Survey Method: Online Questionnaire

## Comparison

Survey Region : Japan

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

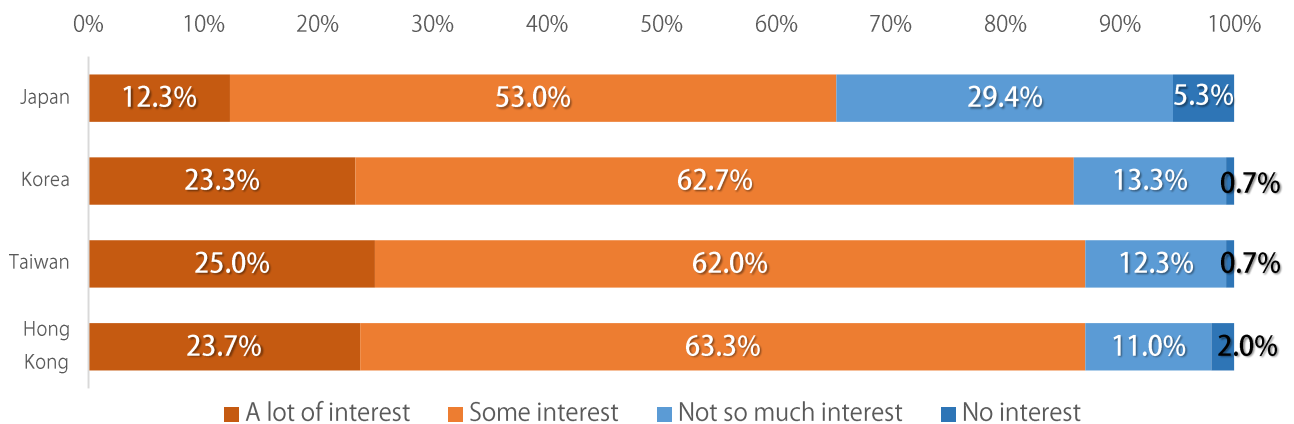
Survey Method: Online Questionnaire

## Contact for inquiries about this survey

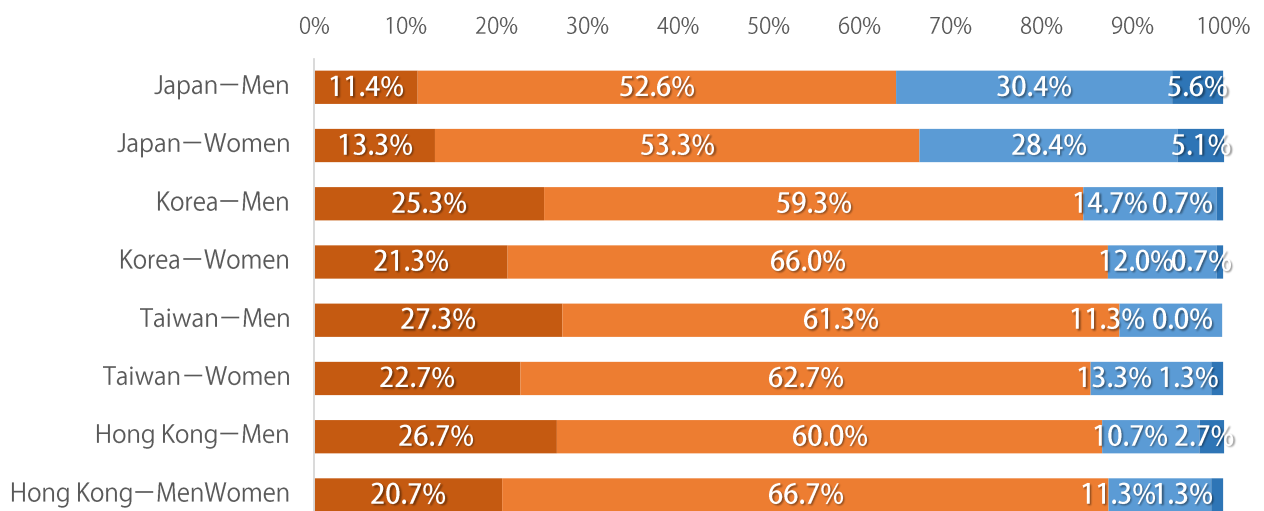
Good Design Award Office, Japan Institute of Design Promotion

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

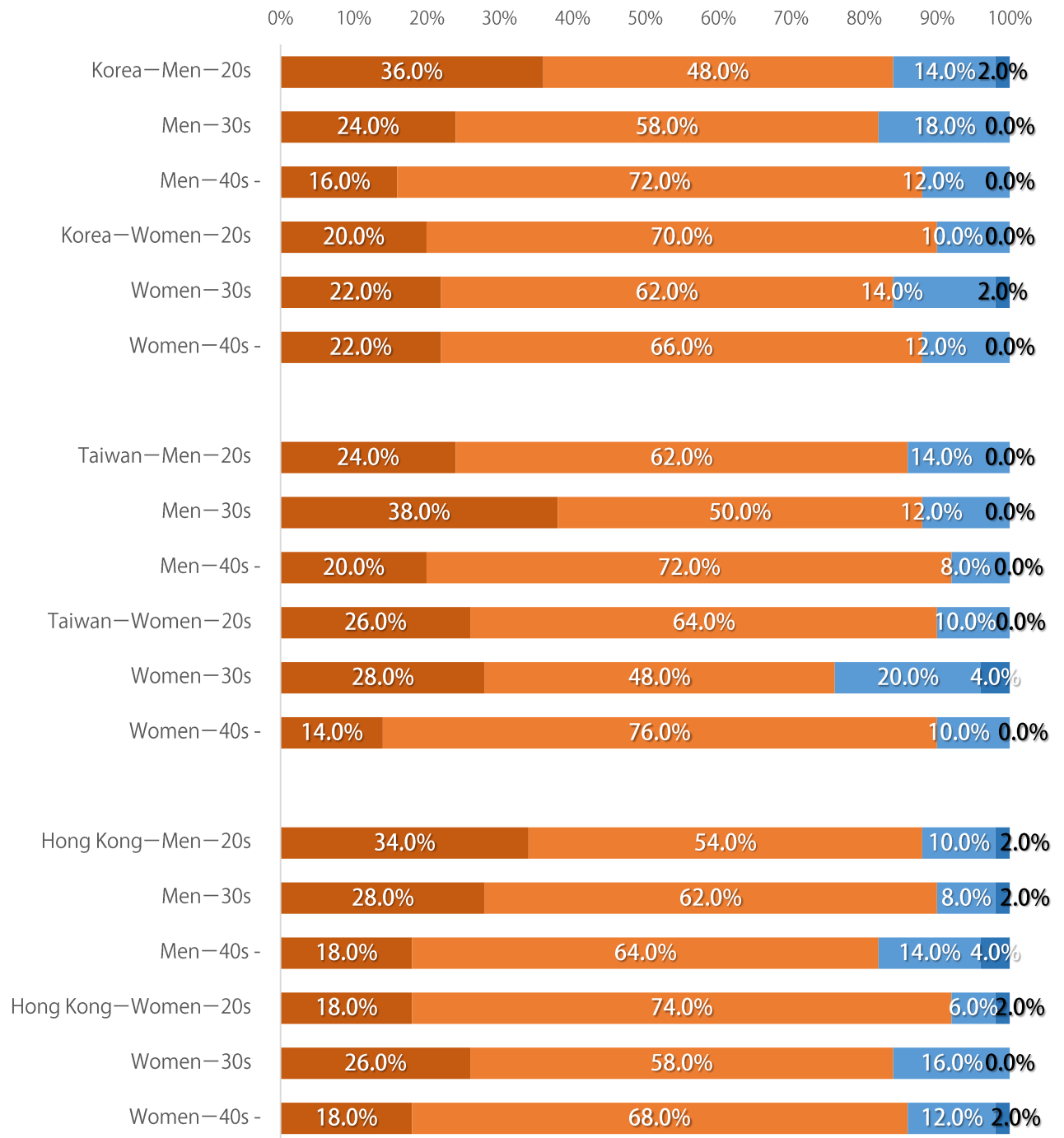
## Q. How much interest do you have in design? [N=Japan : 2,100 / Others : 300]



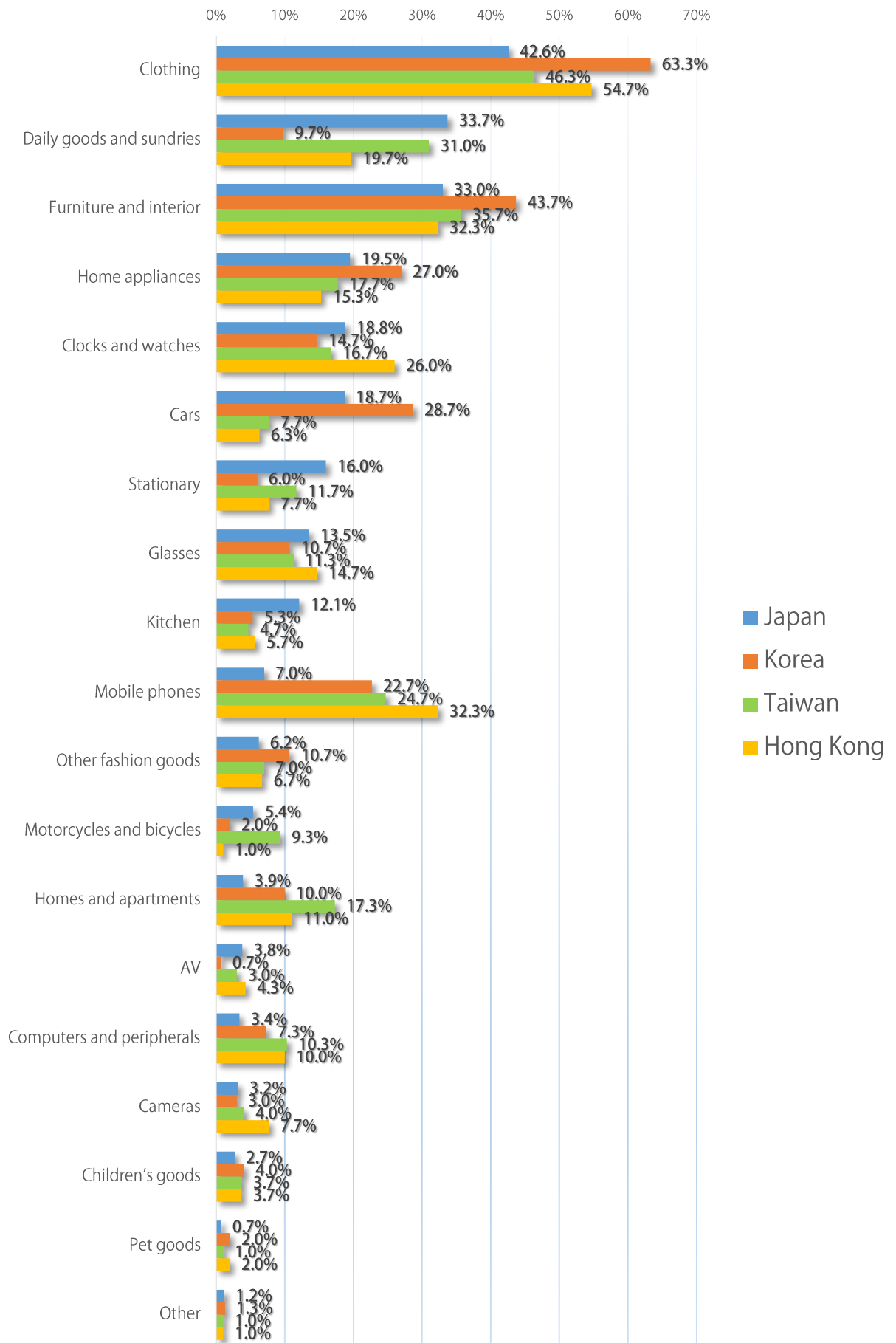
## [By Gender]



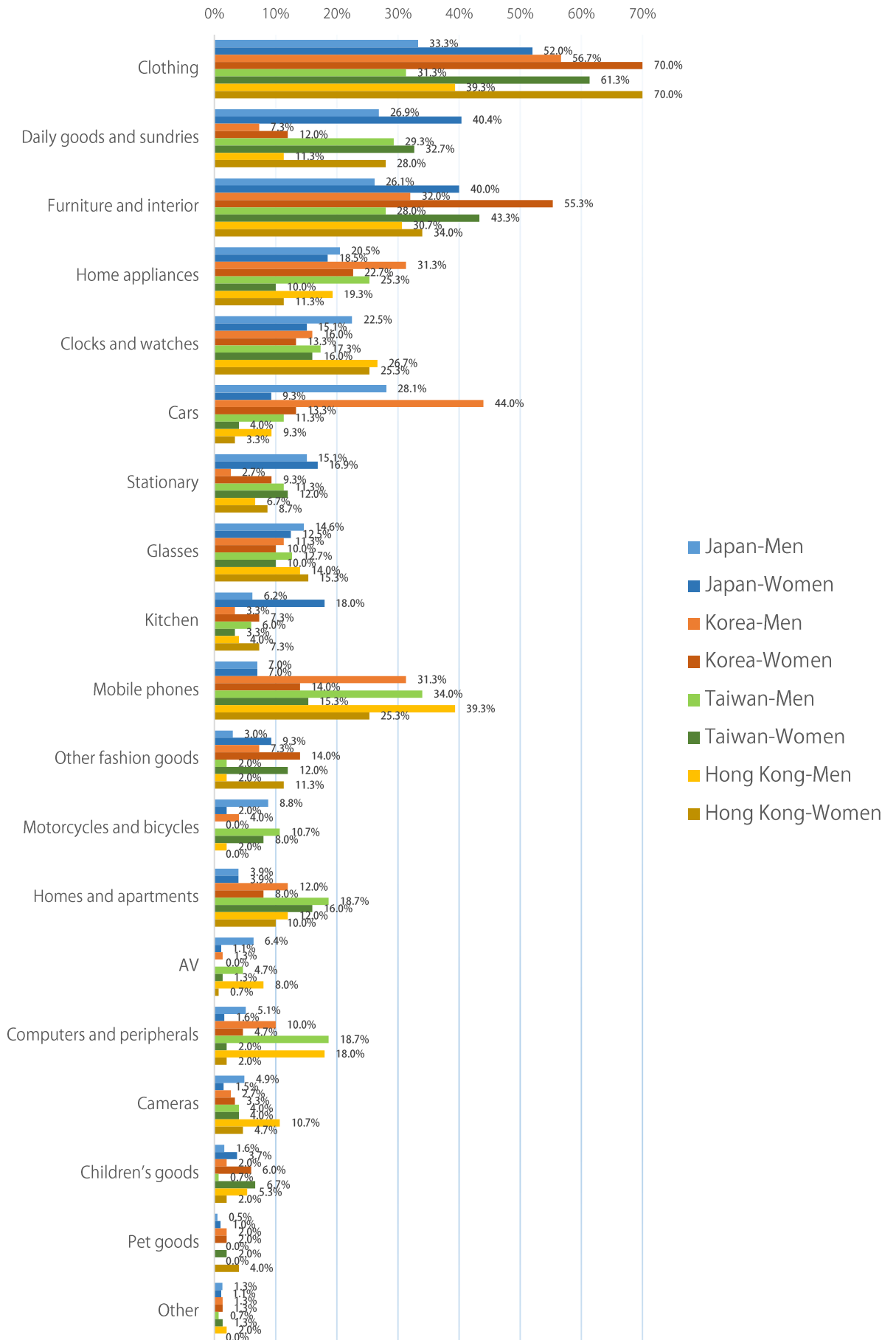
[By Age]



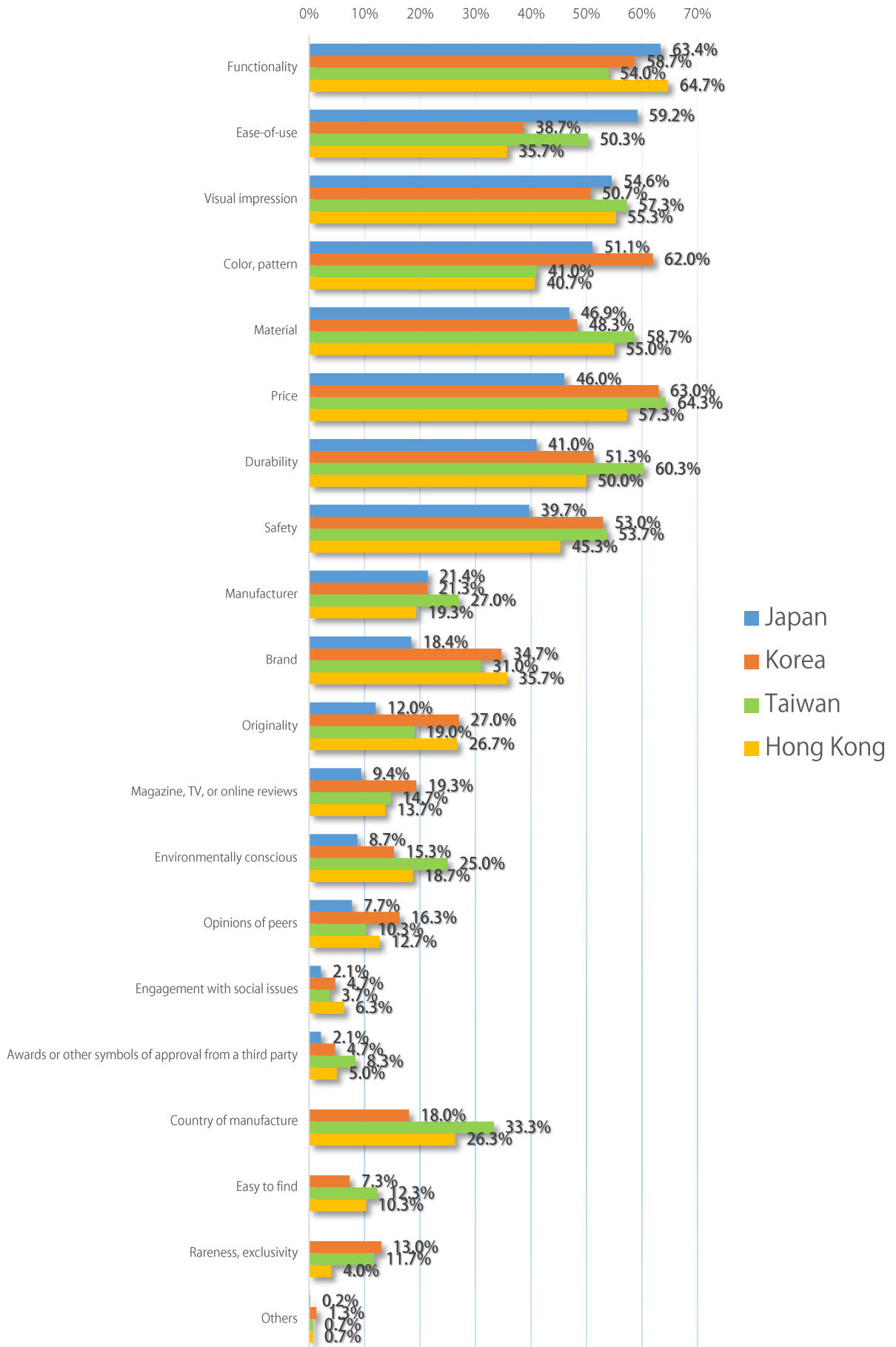
Q. Please indicate the 3 product categories in which you most consider the design to be important when making a decision to purchase. [N=Japan : 2,100 / Others : 300]



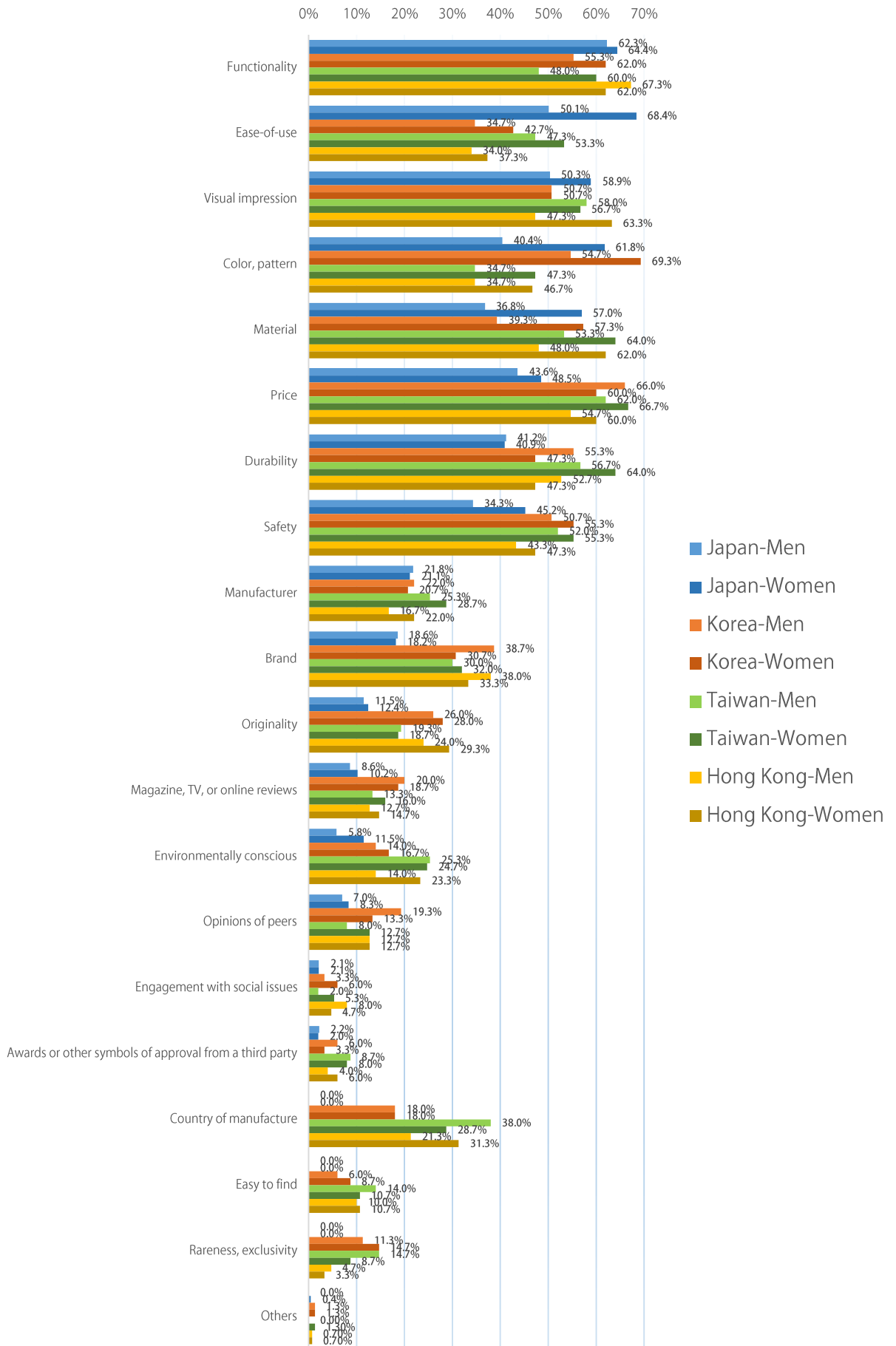
[By Gender]



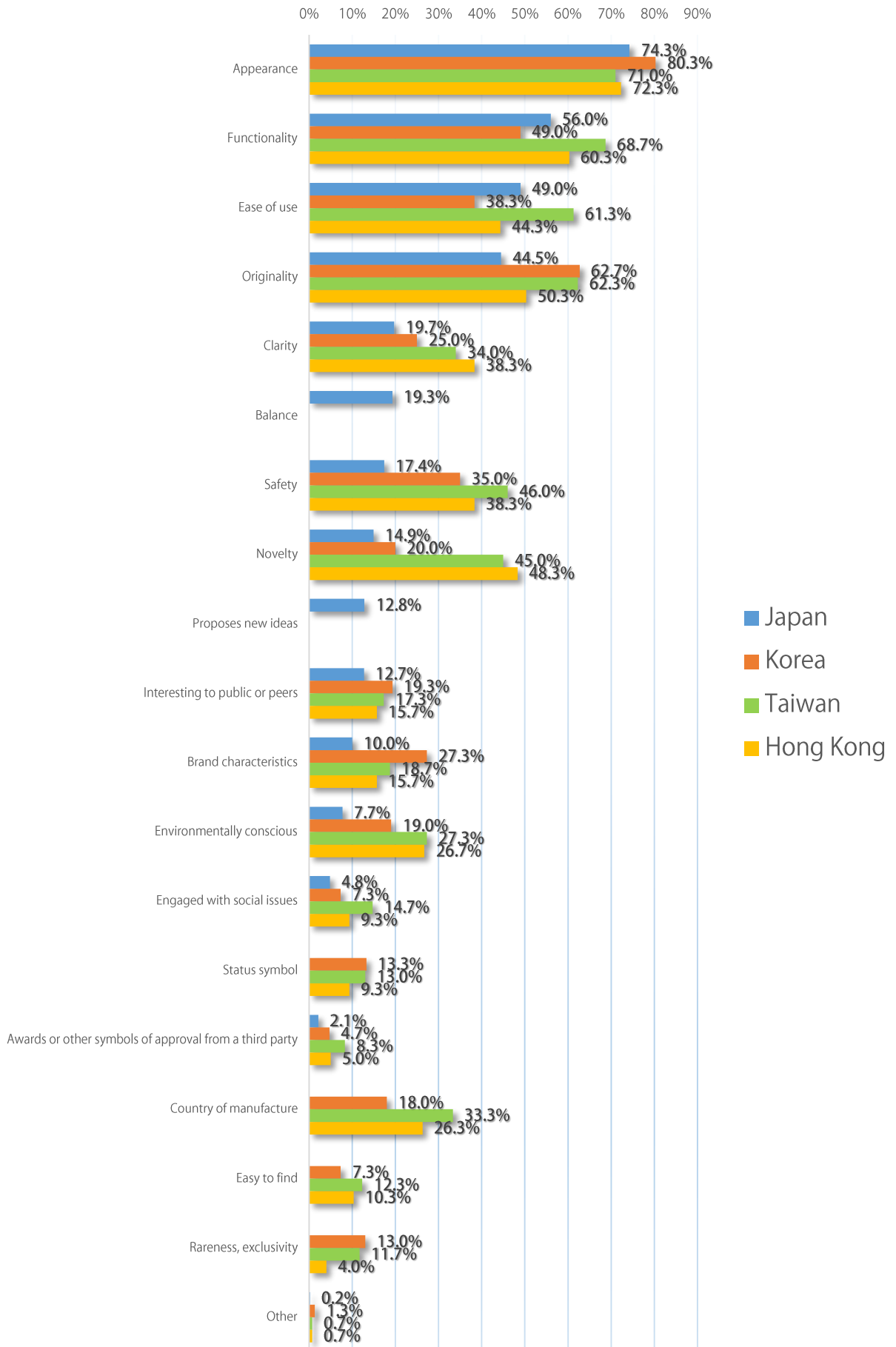
Q. What points do you most care about when purchasing a product? (Can choose multiple)  
 [N=Japan : 2,100 / Others : 300]



[By Gender]

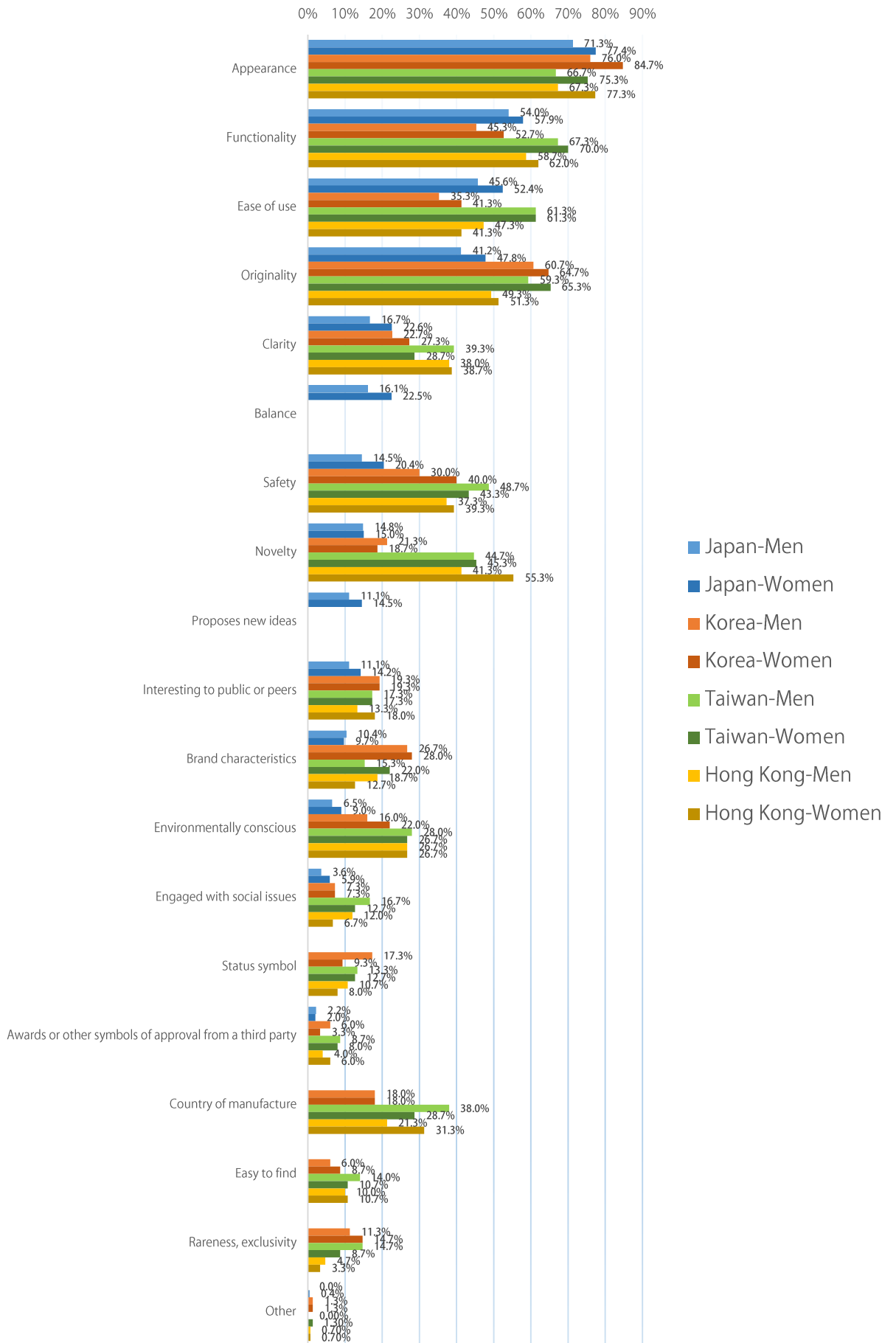


Q. Which of the following elements do you think are related to design? (Can choose multiple)  
 [N=Japan : 2,100/Others : 300]

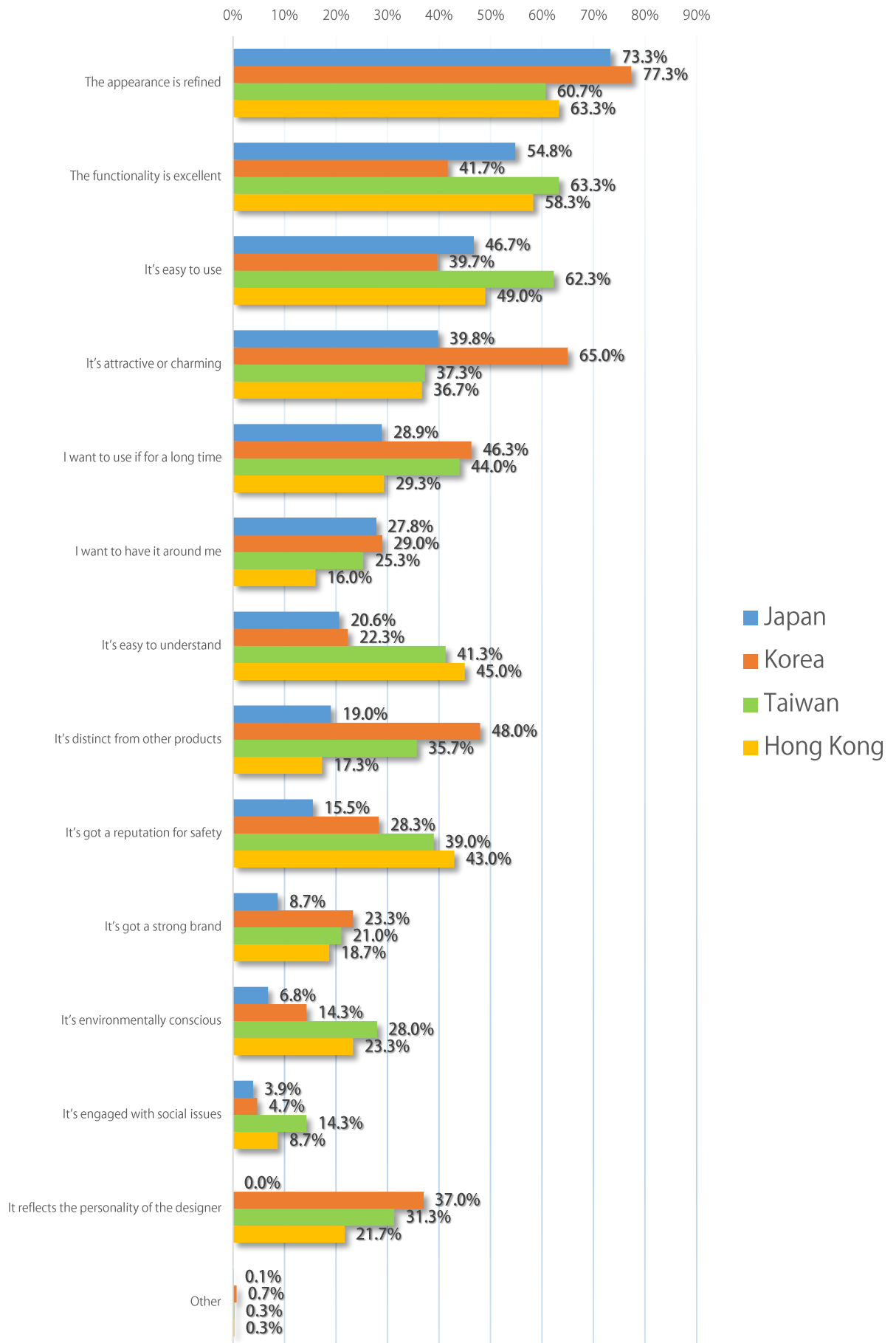




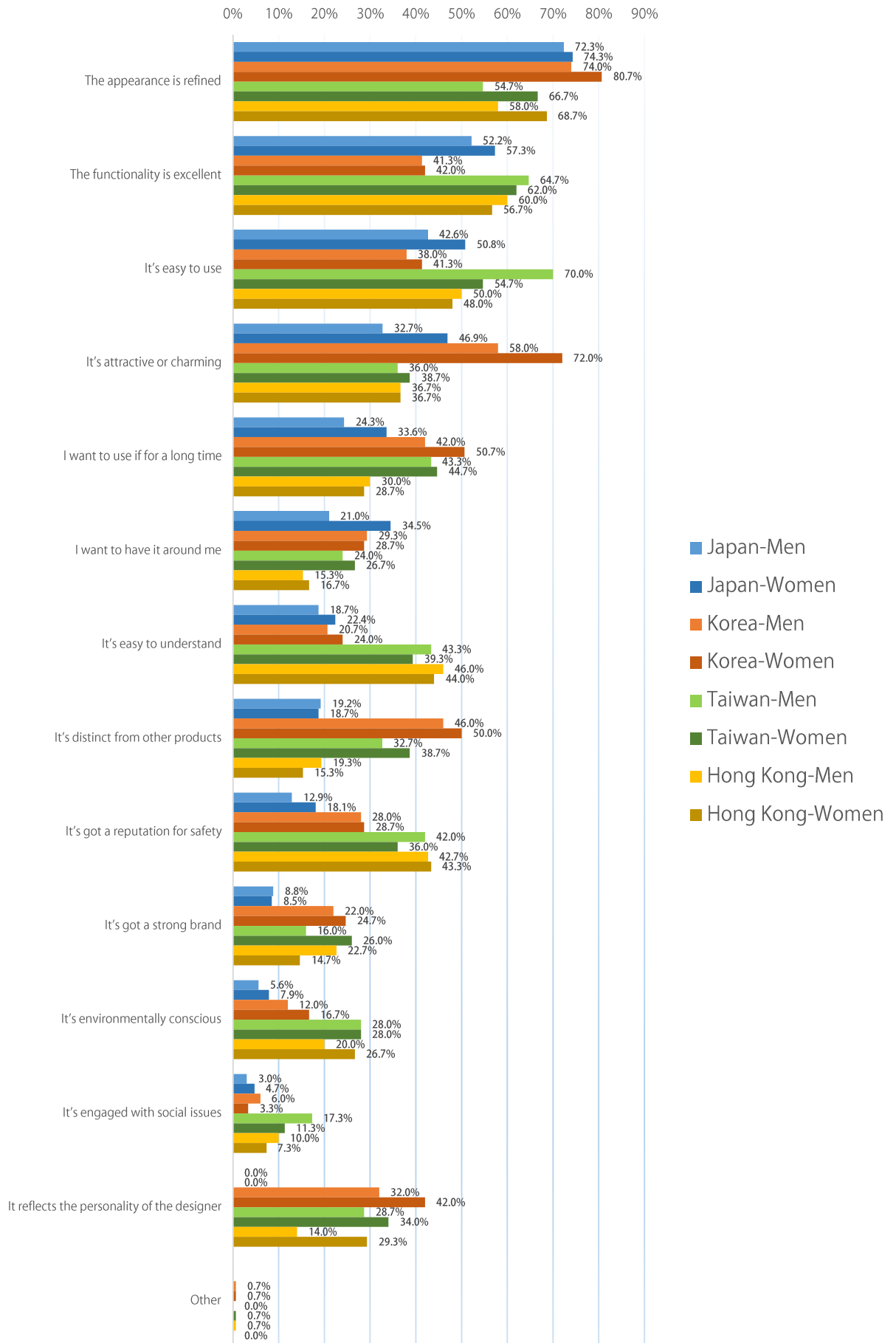
[By Gender]



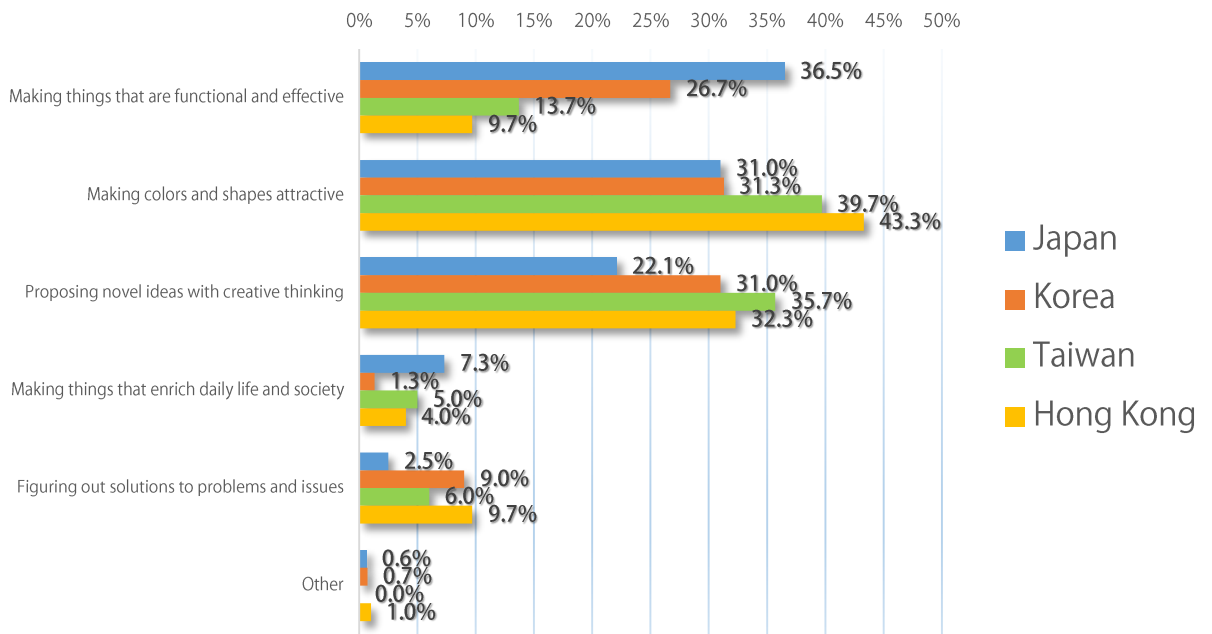
**Q. What are some of the points that make you feel that a design is good? (Can choose multiple)**  
 [N=Japan : 2,100/Others : 300]



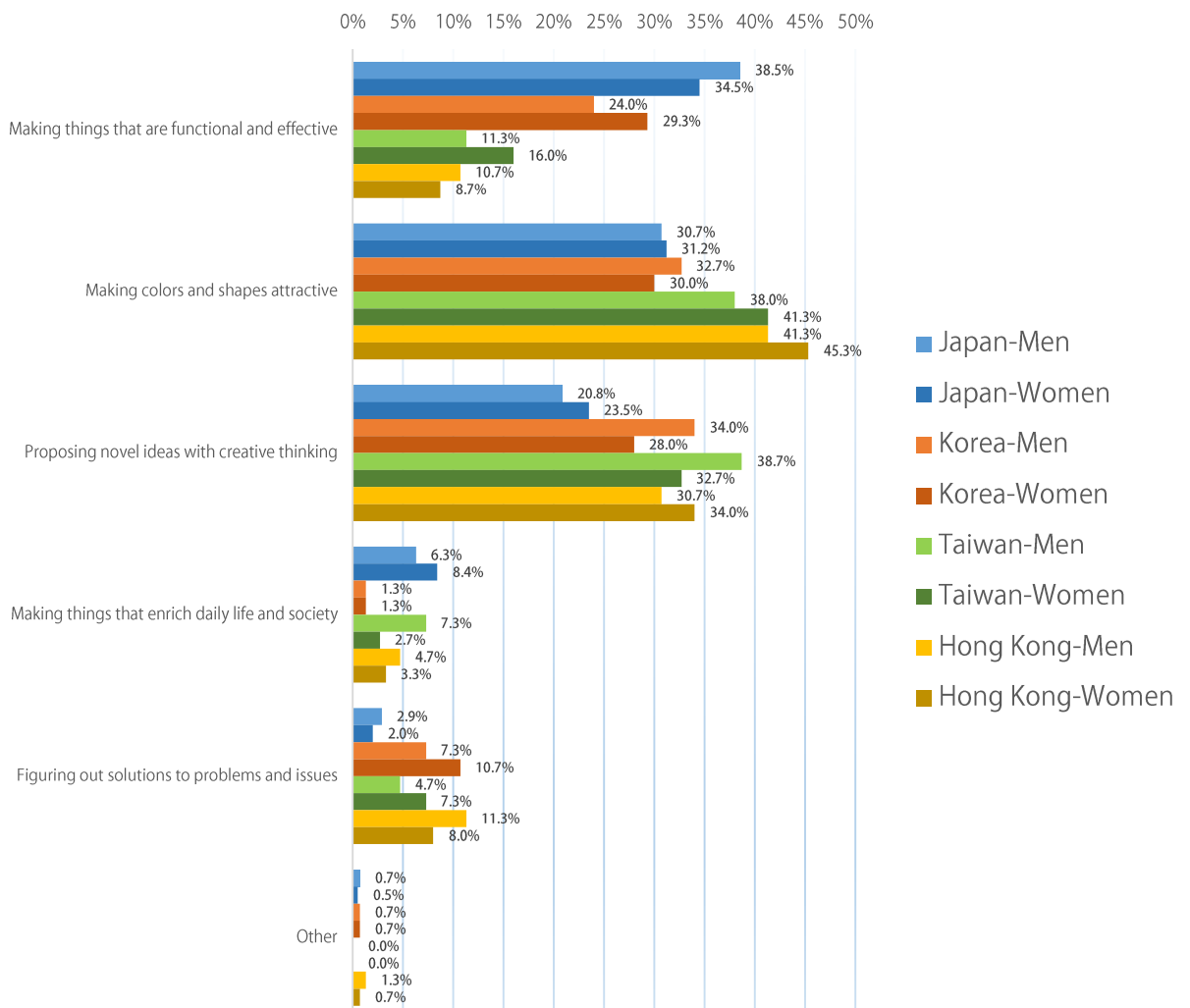
[By Gender]



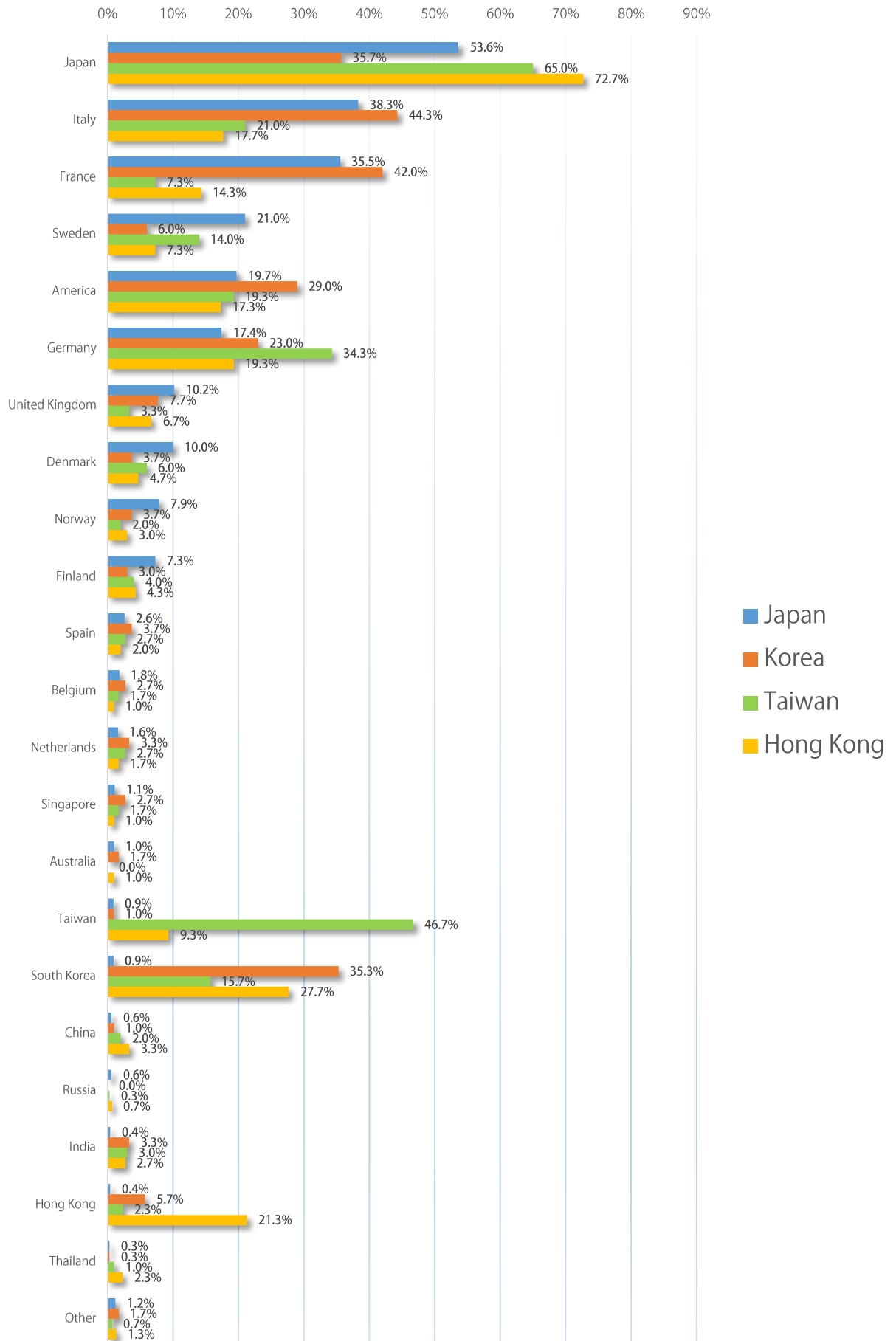
**Q. What do you think Design is? Please pick the one answer that most fits your conception of design. [N=Japan : 2,100/Others : 300]**



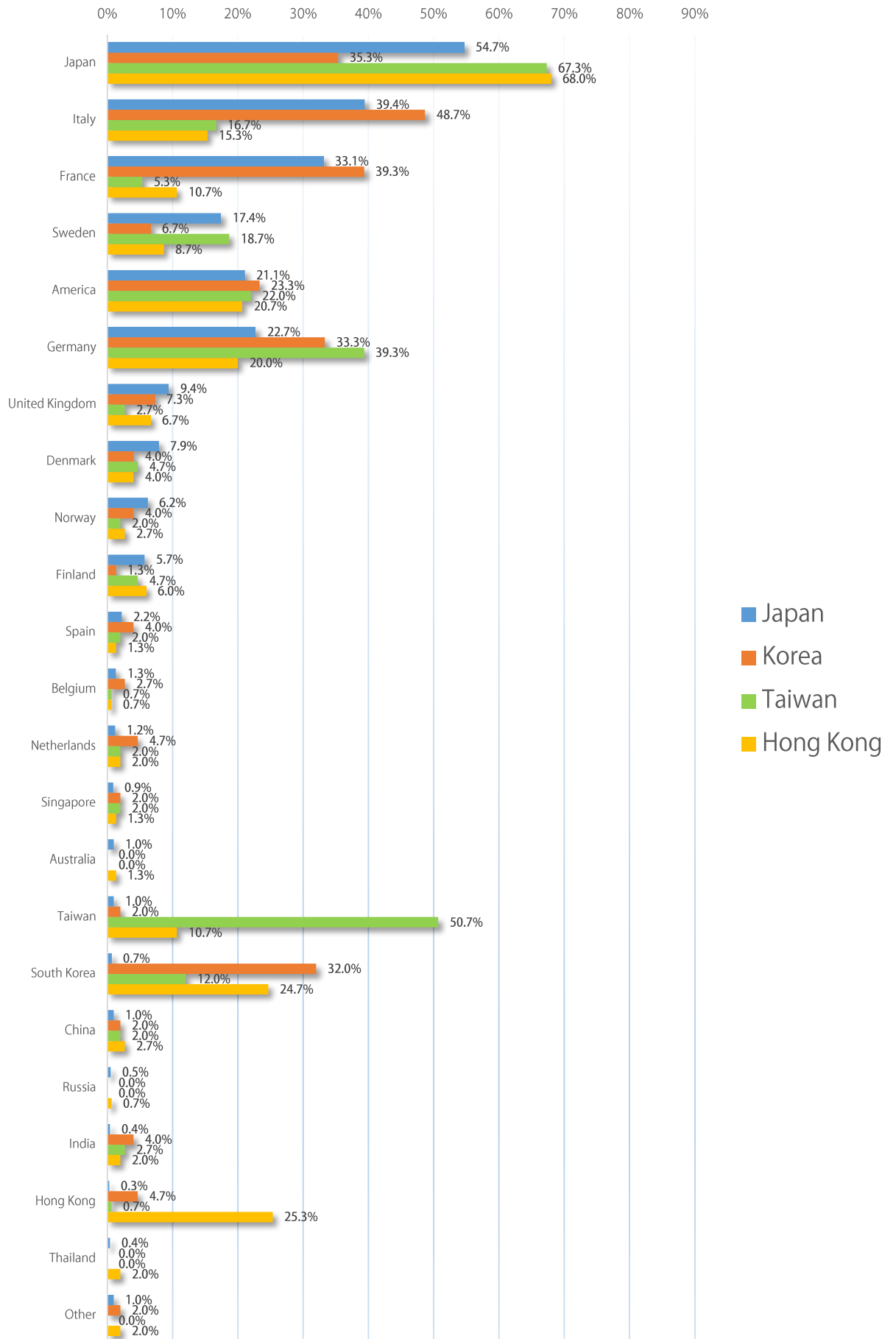
**[By Gender]**



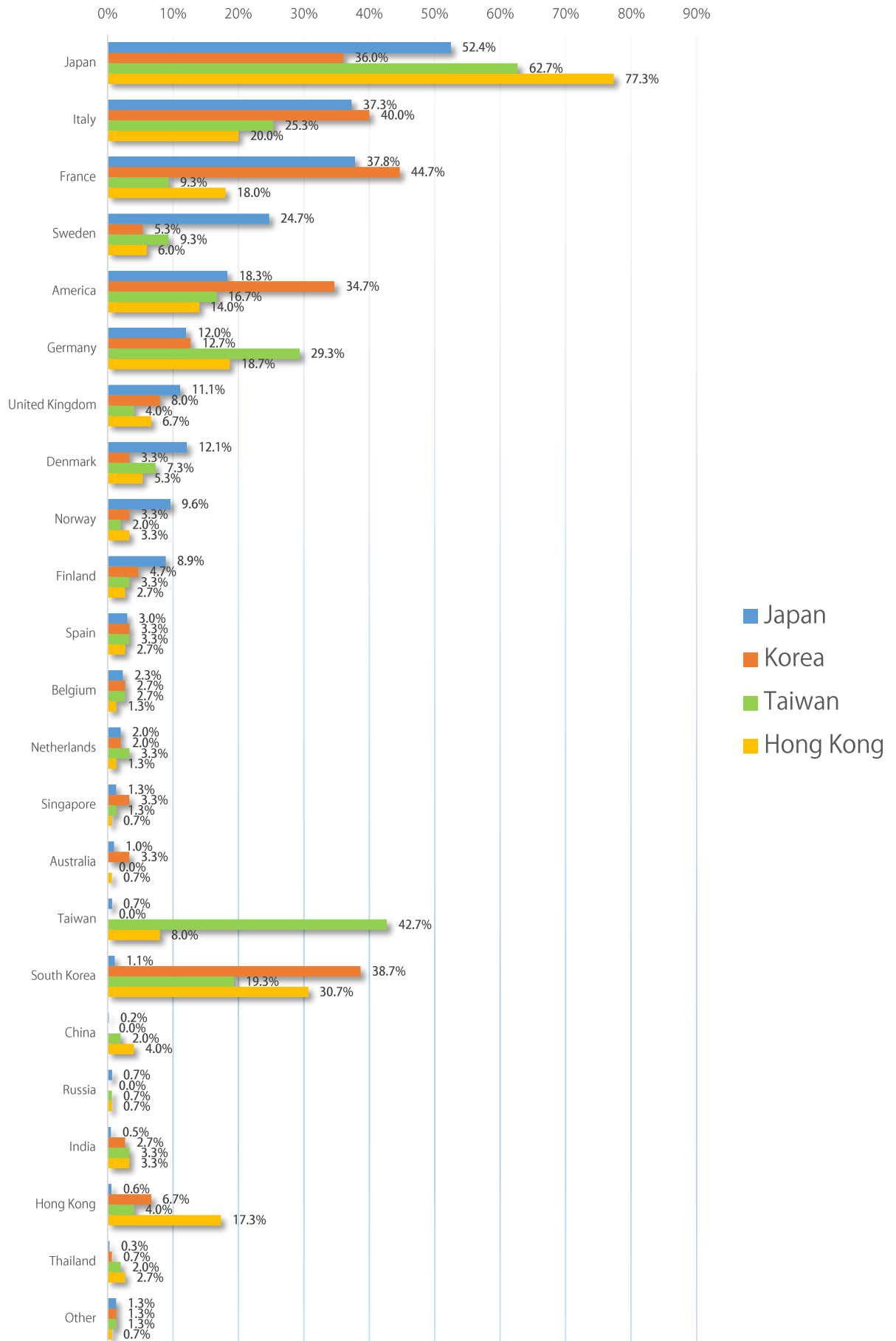
**Q. What are some countries/regions that you think have excellent design? (Choose 3)**  
 [N=Japan : 2,100 / Others : 300]



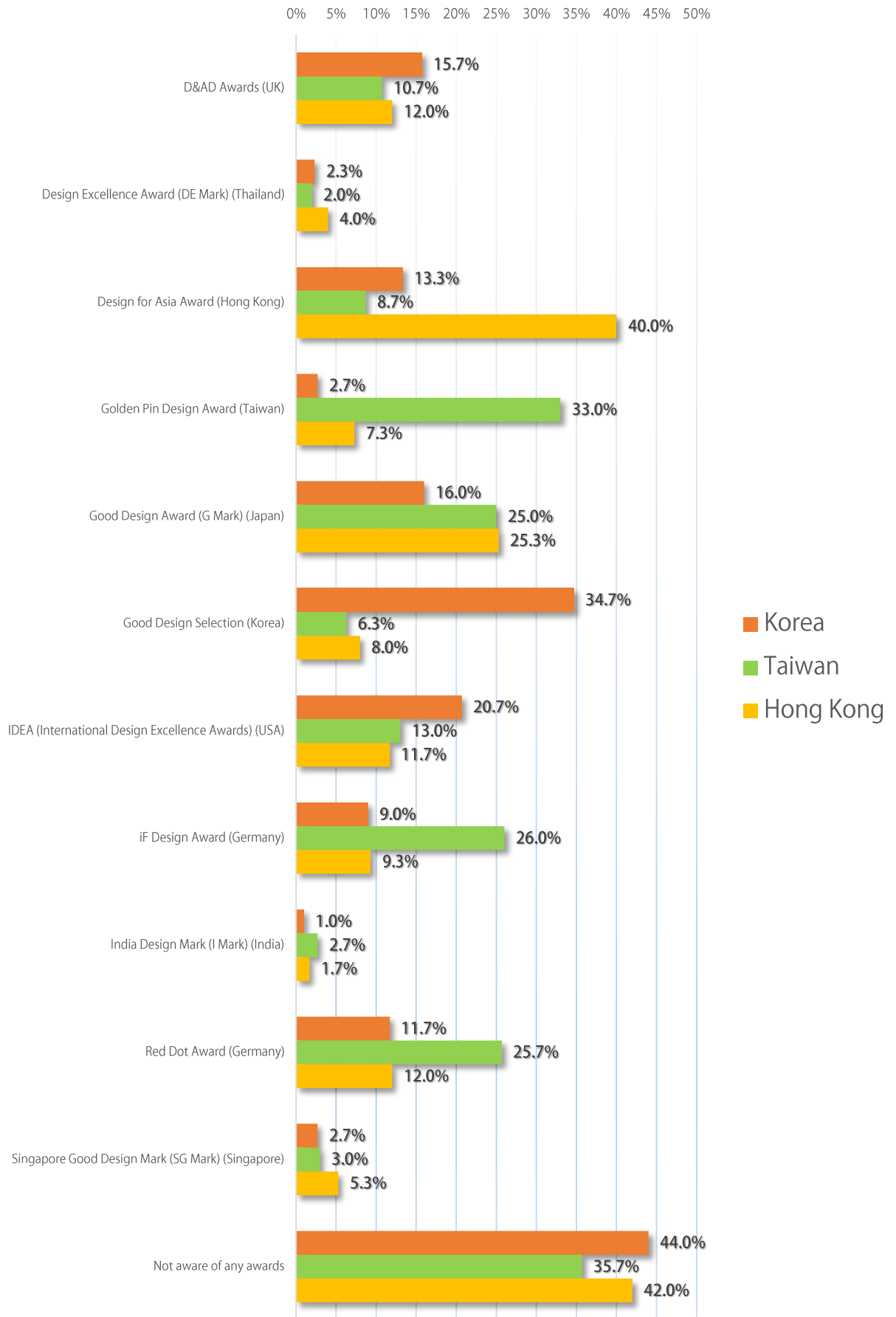
[By Gender—Men]



[By Gender—Women]

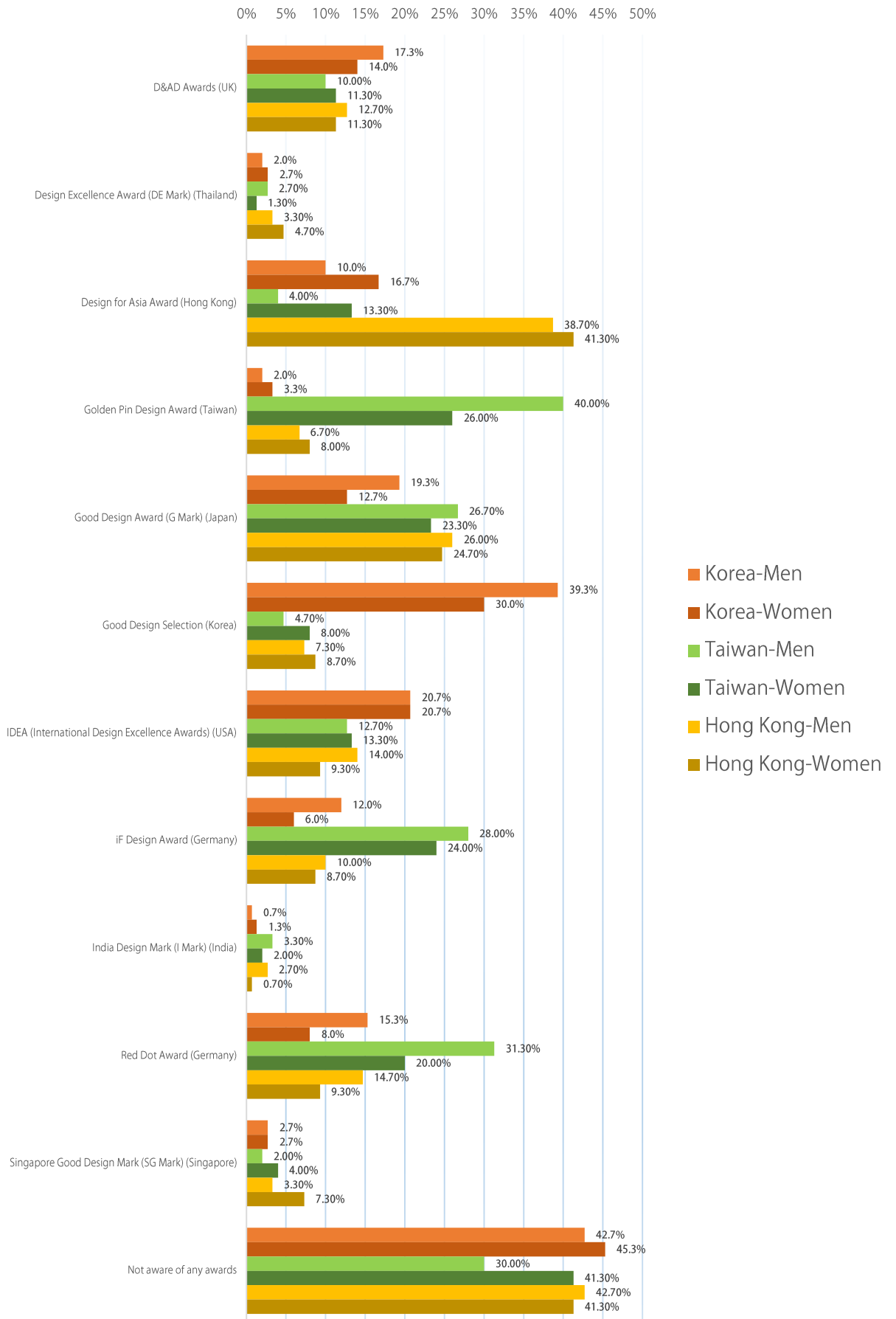


Q. Which design awards are you aware of? (Choose all that apply) [N=300]

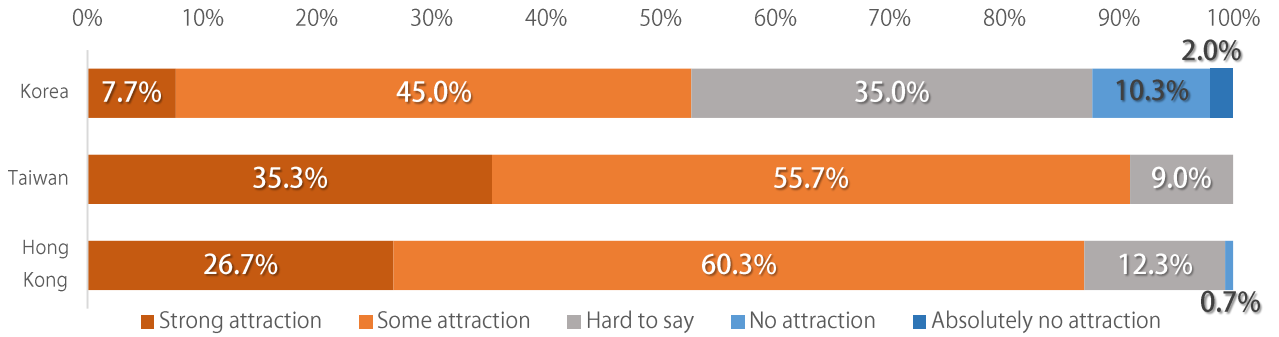




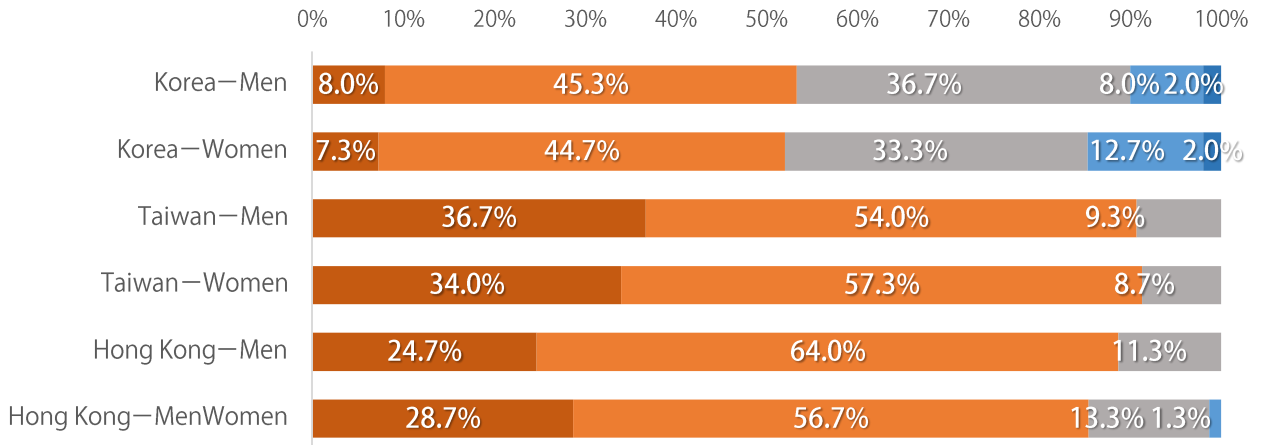
# [By Gender]



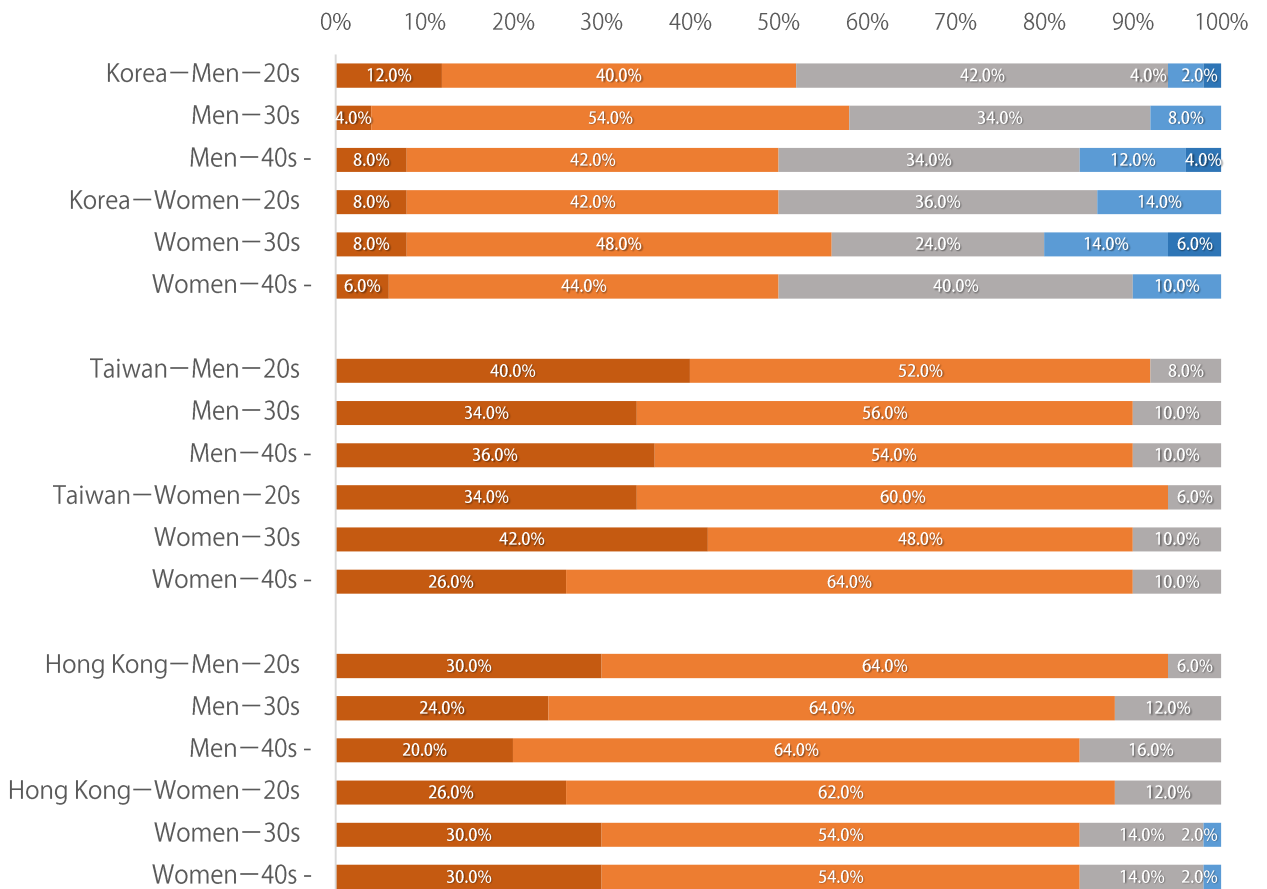
**Q. Do you feel an attraction toward Japanese products? [N=300]**



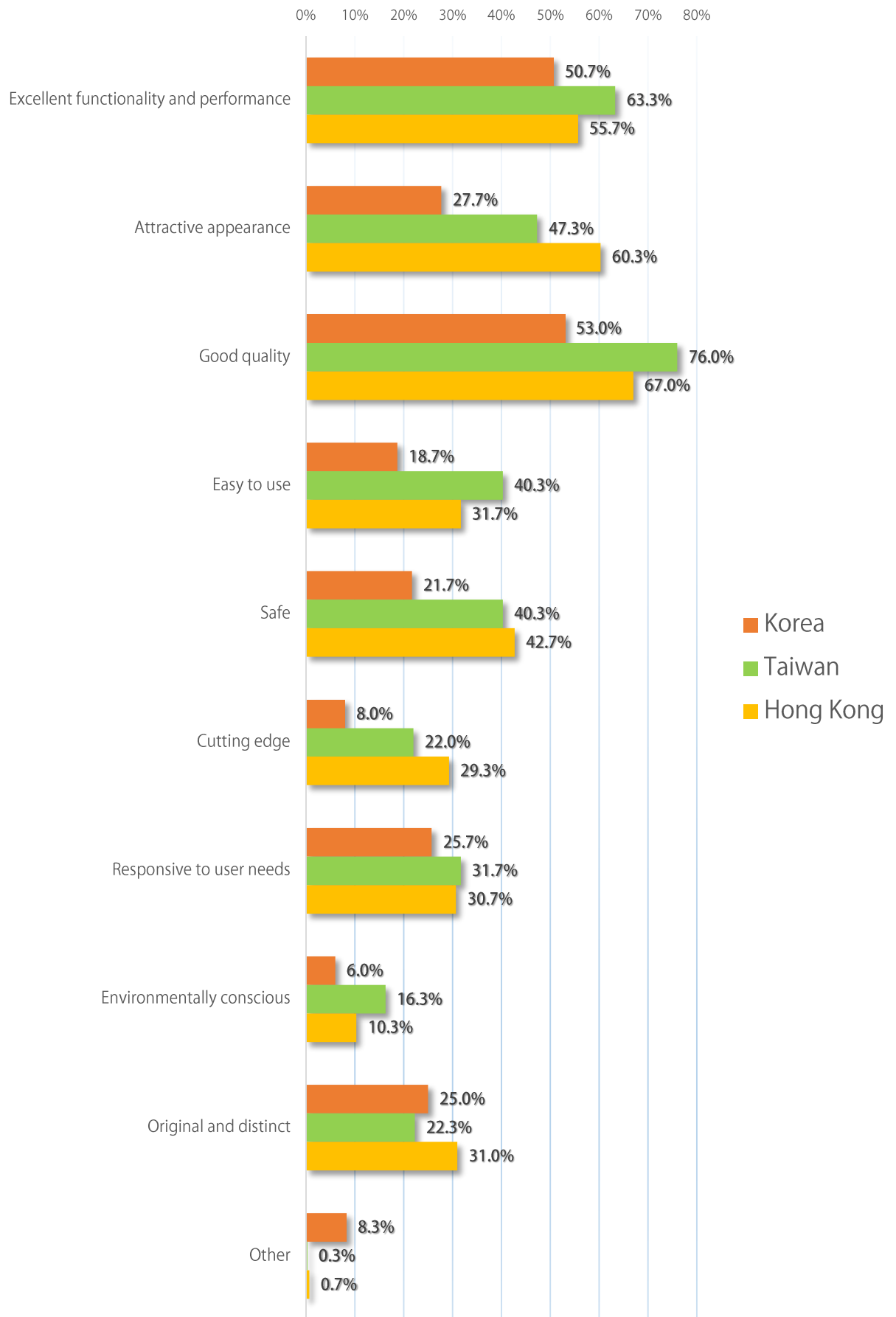
**[By Gender]**



**[By Age]**



Q. What is your image of Japanese products? (Can choose multiple) [N=300]



[By Gender]

