

# Survey of Good Design Awards Recognition Rate

(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

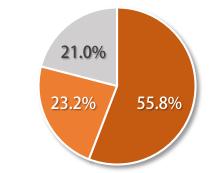
Survey Method: Online Questionnaire

#### Contact for inquiries about this survey

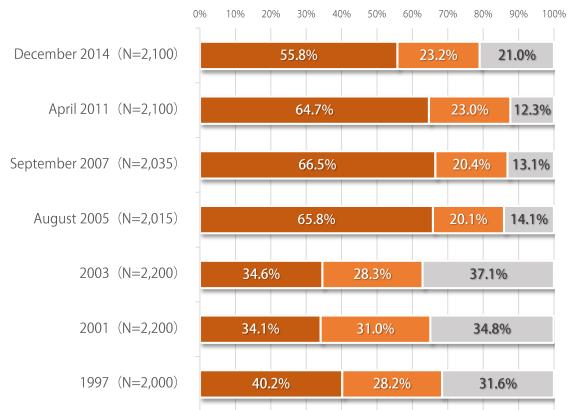
Good Design Award Office, Japan Institute of Design Promotion

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

### Q. Are you familiar with the G Mark? [N=2,100]

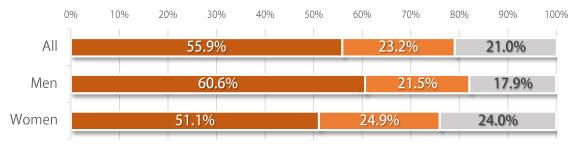


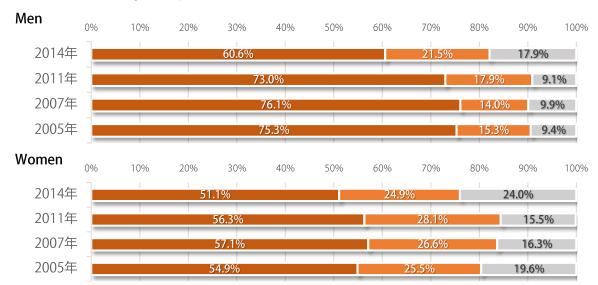
- I know that it is a mark given to good design
- I don't know what it means, but am familiar with the symbol
- I don't know what it is



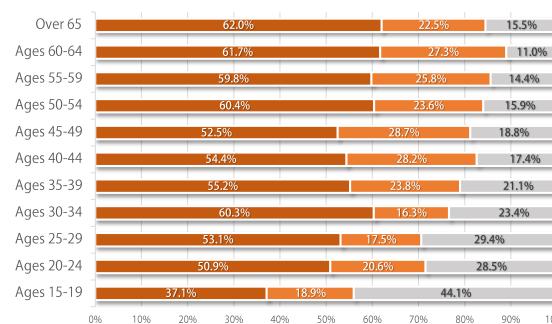
### [Generational Changes]

### [By Gender]





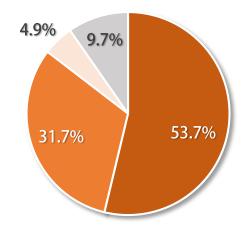
#### [Generational Changes – By Gender]



100%

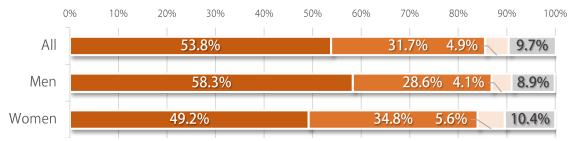
### [By Age]

#### Q. Are you familiar with the GOOD DESIGN AWARD? [N=2,100]



- I know that it is a award to choose good design
- I don't know what it means, but am familiar with the name
  I've ever looked the symbol, but I don't know the name
- I don't know what it is

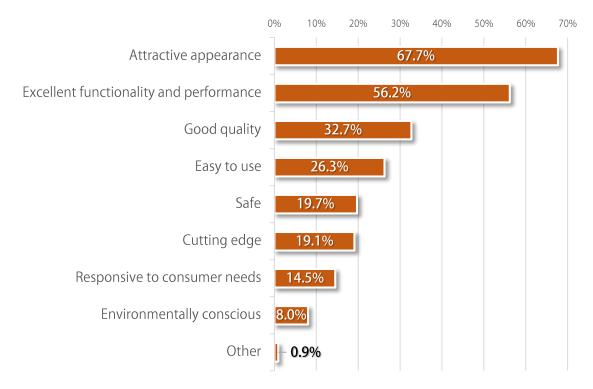
## [By Gender]



## [By Age]

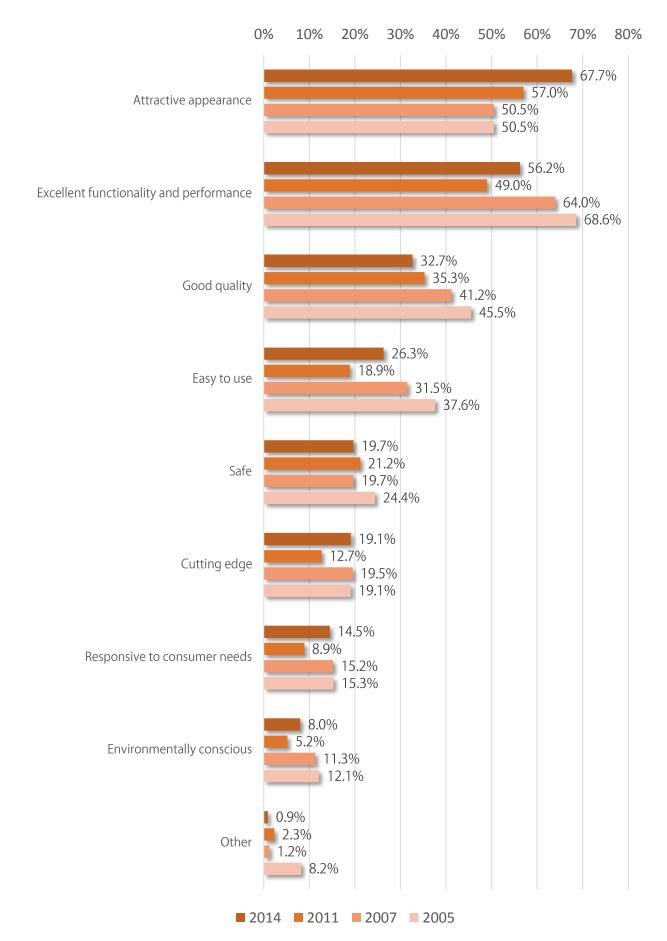
Over 65	55.1%	26.2%	8.6% 10.2%
Ages 60-64	57.9%	31.6%	6.7%3.8%
Ages 55-59	53.7%	31.0%	7.4% 7.9%
Ages 50-54	60.4%	30.89	6 <b>01.6%7.</b> 1%
Ages 45-49	53.0%	34.3%	<mark>4.4%</mark> 8.3%
Ages 40-44	51.3%	34.4%	<mark>5.1%</mark> 9.2%
Ages 35-39	51.6%	35.9%	<mark>4.0%</mark> 8.5%
Ages 30-34	57.4%	27.8%	<mark>4.3%</mark> 10.5%
Ages 25-29	47.5%	33.3%	<b>6.2%</b> 13.0%
Ages 20-24	60.6%	26.7%	<mark>2.4</mark> % 10.3%
Ages 15-19	39.9%	37.8% 0.7	7% 21.7%

### Q. What is your image of G Mark products? (Can choose multiple) [N=1,660]

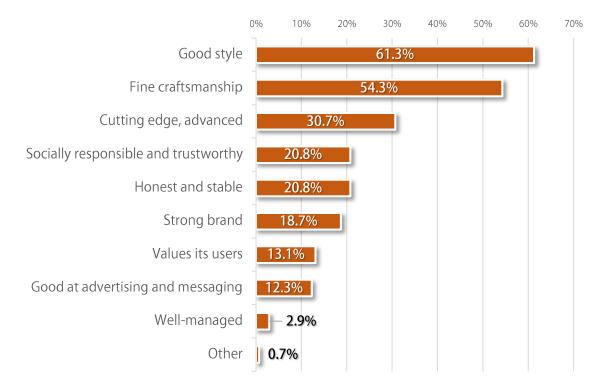


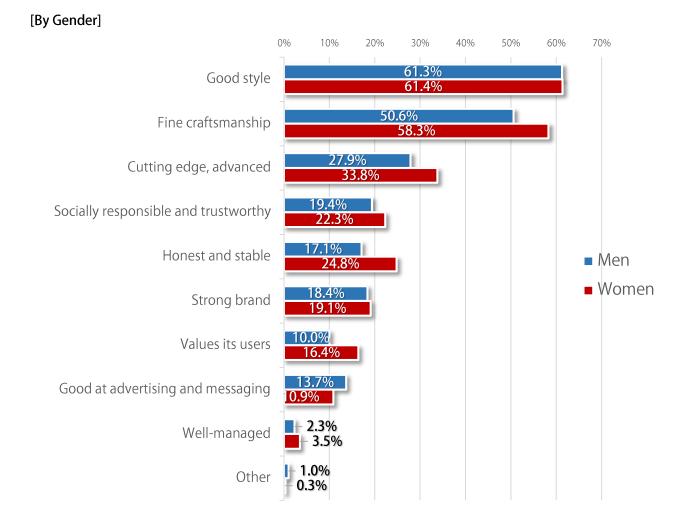
[By Gender] 10% 20% 30% 40% 70% 0% 50% 60% 68.0% Attractive appearance 67.4% 51.4% Excellent functionality and performance 61.4% 31.9% Good quality 33.6% 19.8% Easy to use 33.4% Men 16.5% Safe 23.2% Women 5.6% Cutting edge 22.8% 11.6% Responsive to consumer needs 17.7% 4.9% Environmentally conscious 11.4% - 1.3% Other 0.5%

### [Generational Changes]

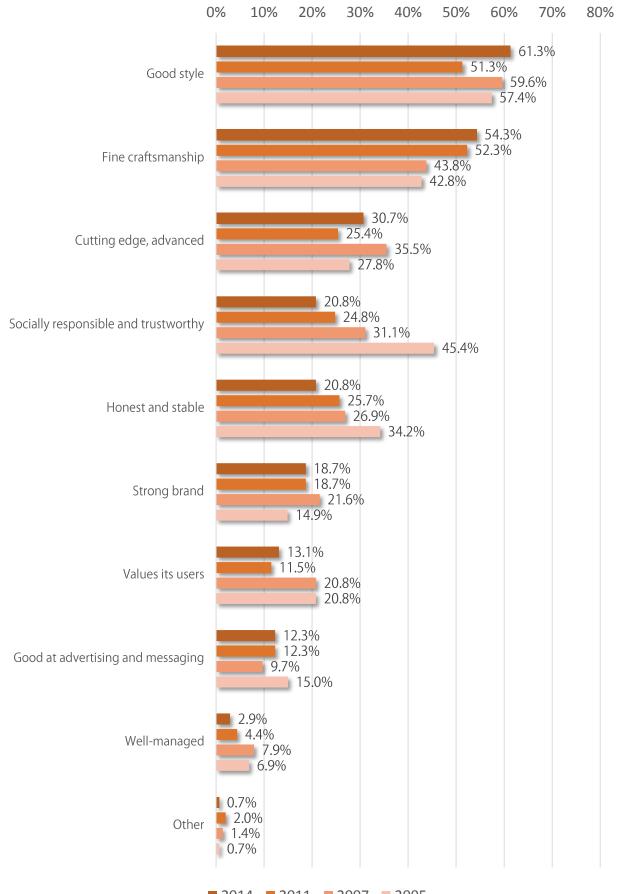


### Q. What is your image of G Mark-awarded companies? (Can choose multiple) [N=1,660]



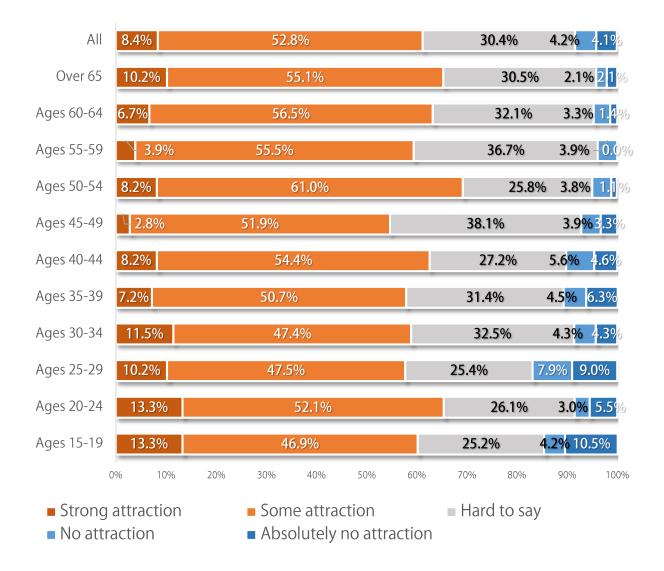


#### [Generational Changes]

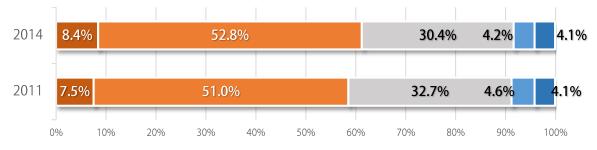


**2**014 **2**011 **2**007 **2**005

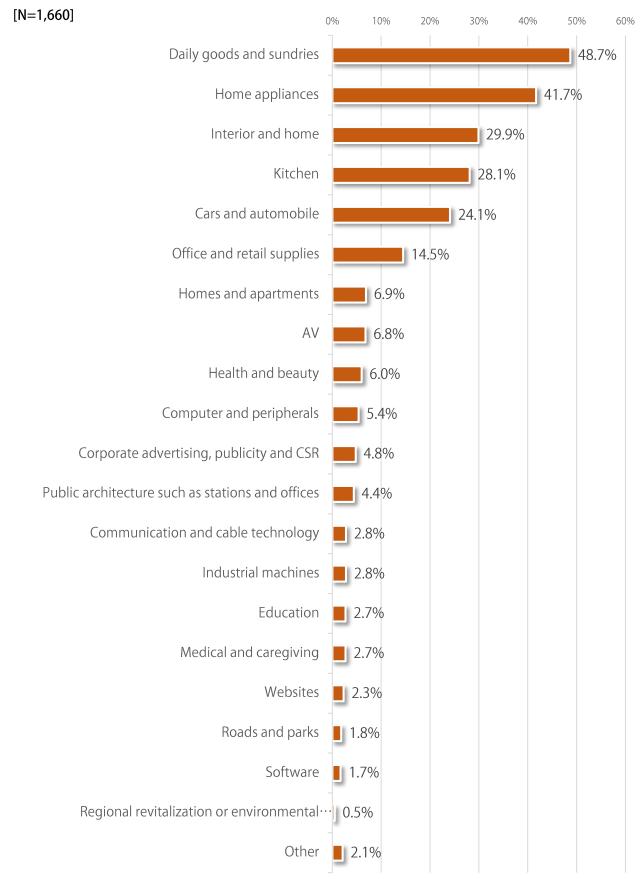
### Q. Do you feel an attraction toward G Marked products? [N=2,100]



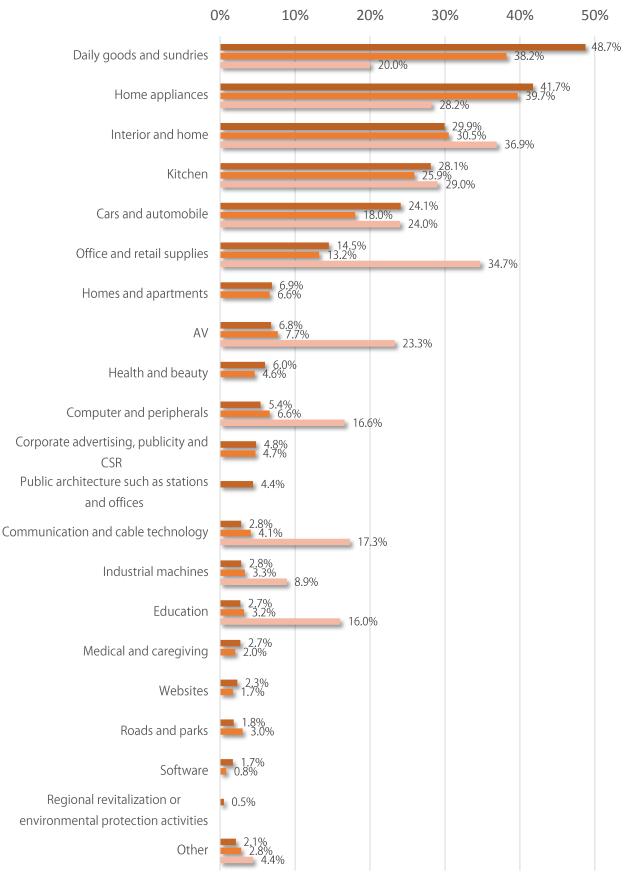
### [Generational Changes]



### Q. Please select the product categories in which you often see the G Mark. (Can choose multiple)



### [Generational Changes]



2014 2011 2007

#### Q. Where have you seen the G Mark? (Can choose multiple) [N=1,660]

