

Awareness Survey on Design
— International Version —
(Implemented in February 2020)

Survey Summary

Countries and regions surveyed : Korea, Taiwan, Hong Kong, China (Shanghai, Beijing, Shenzhen), Thailand

Period of the survey : February 2020

Number of survey samples : Korea, Taiwan, Hong Kong, Shanghai, Beijing, Shenzhen, Thailand —300 each

Gender-Age ratio : Gender ratio — 1:1 ; 20's, 30's, 40's and up

Survey method: Internet survey

Subject of comparison

Countries surveyed : Japan

Period of the survey : February 2020

Subject of a survey : Men and women aged 15 and over nationwide. (Stratified extraction based on the composition of the population by age and gender in the census)

Number of valid responses : 2,100

Survey method: Internet survey

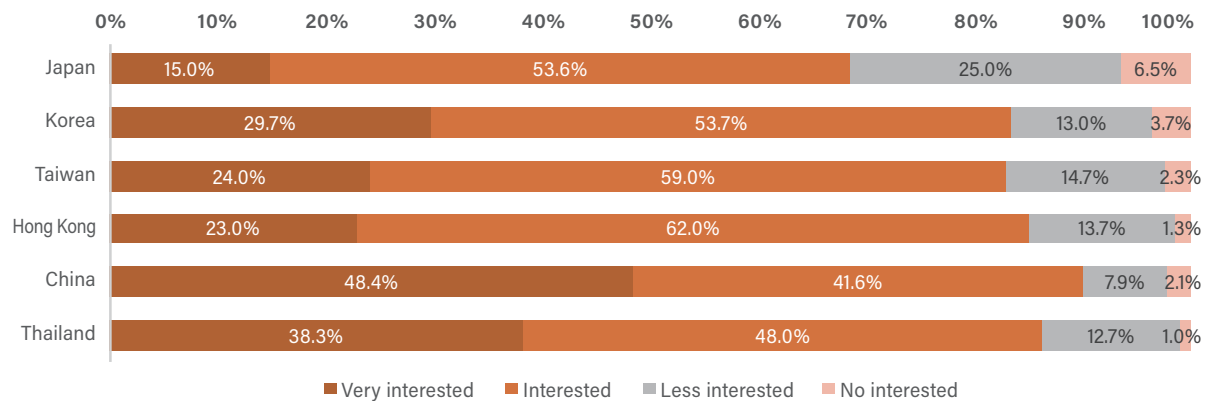
For inquiries regarding this survey

Good Design Award office, Japan Institute of Design Promotion

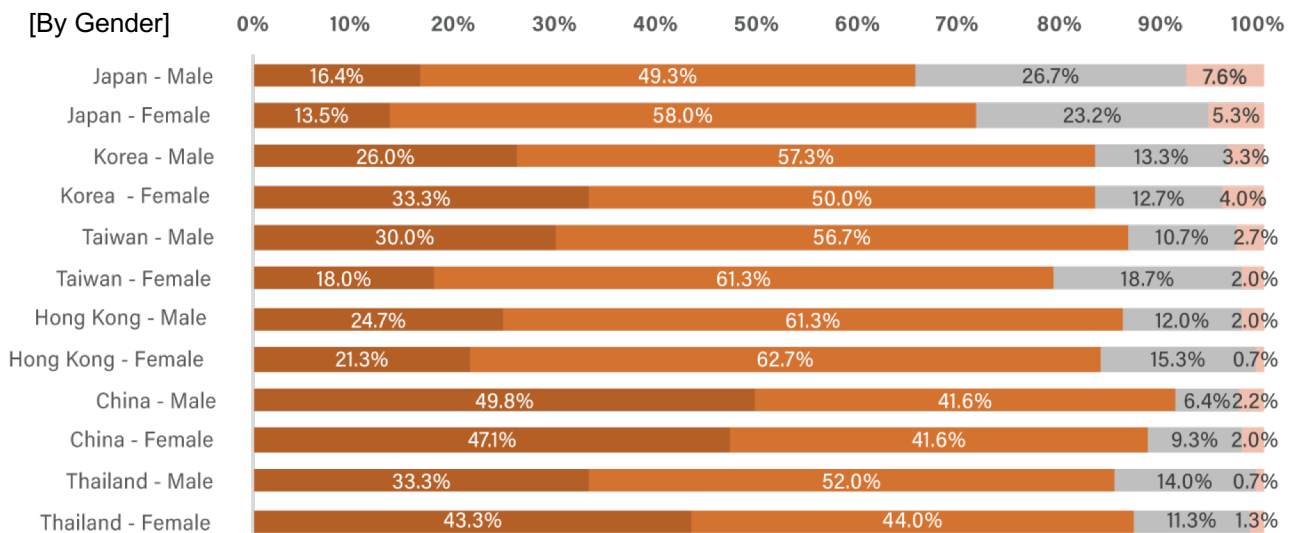
Midtown Tower 5F, Akasaka 9-7-1, Minato-ku, Tokyo 107-6205 JAPAN

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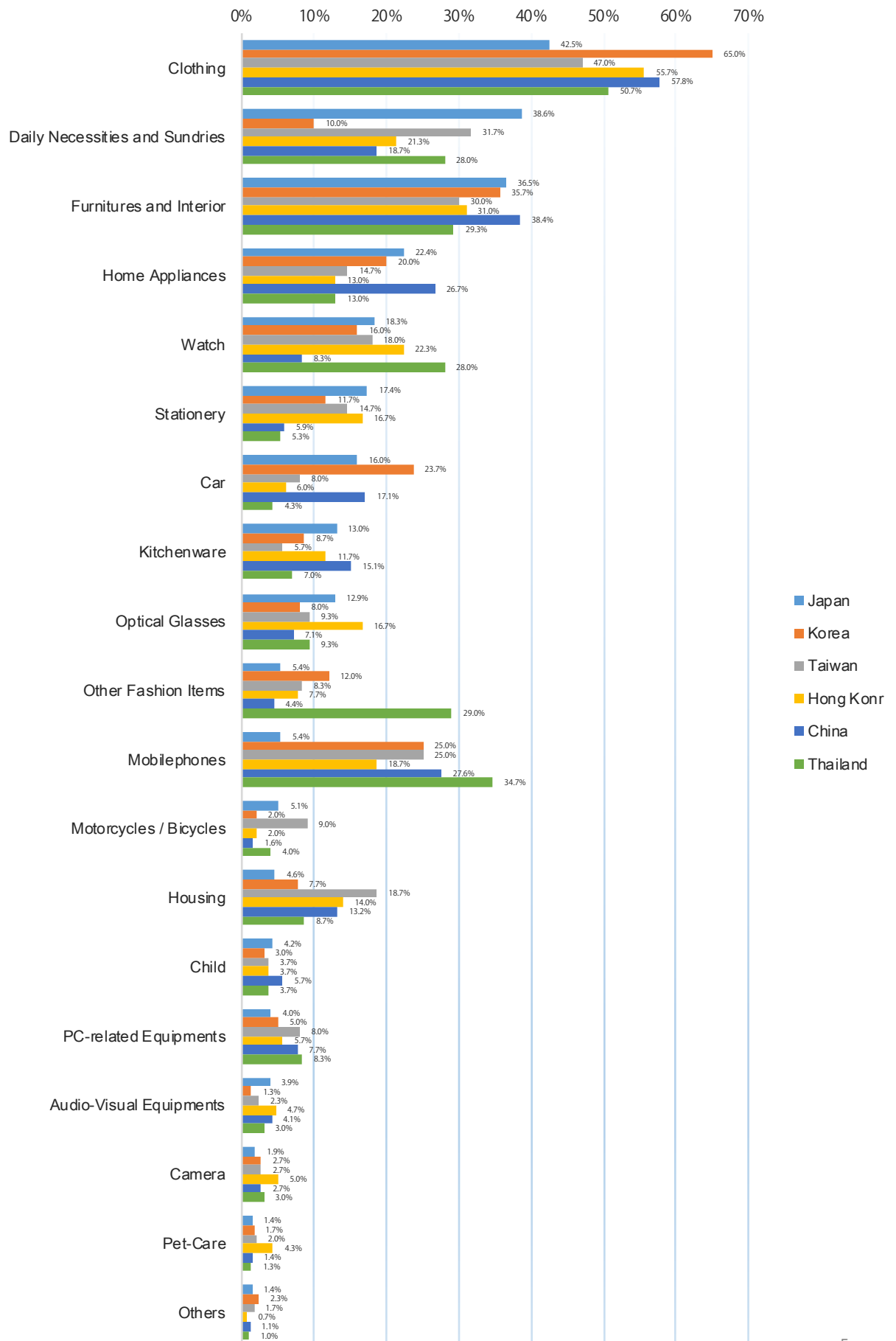
Q. How much interest do you have in design? [N=Japan : 2,100 / Overseas Countries/Regions 300 each]



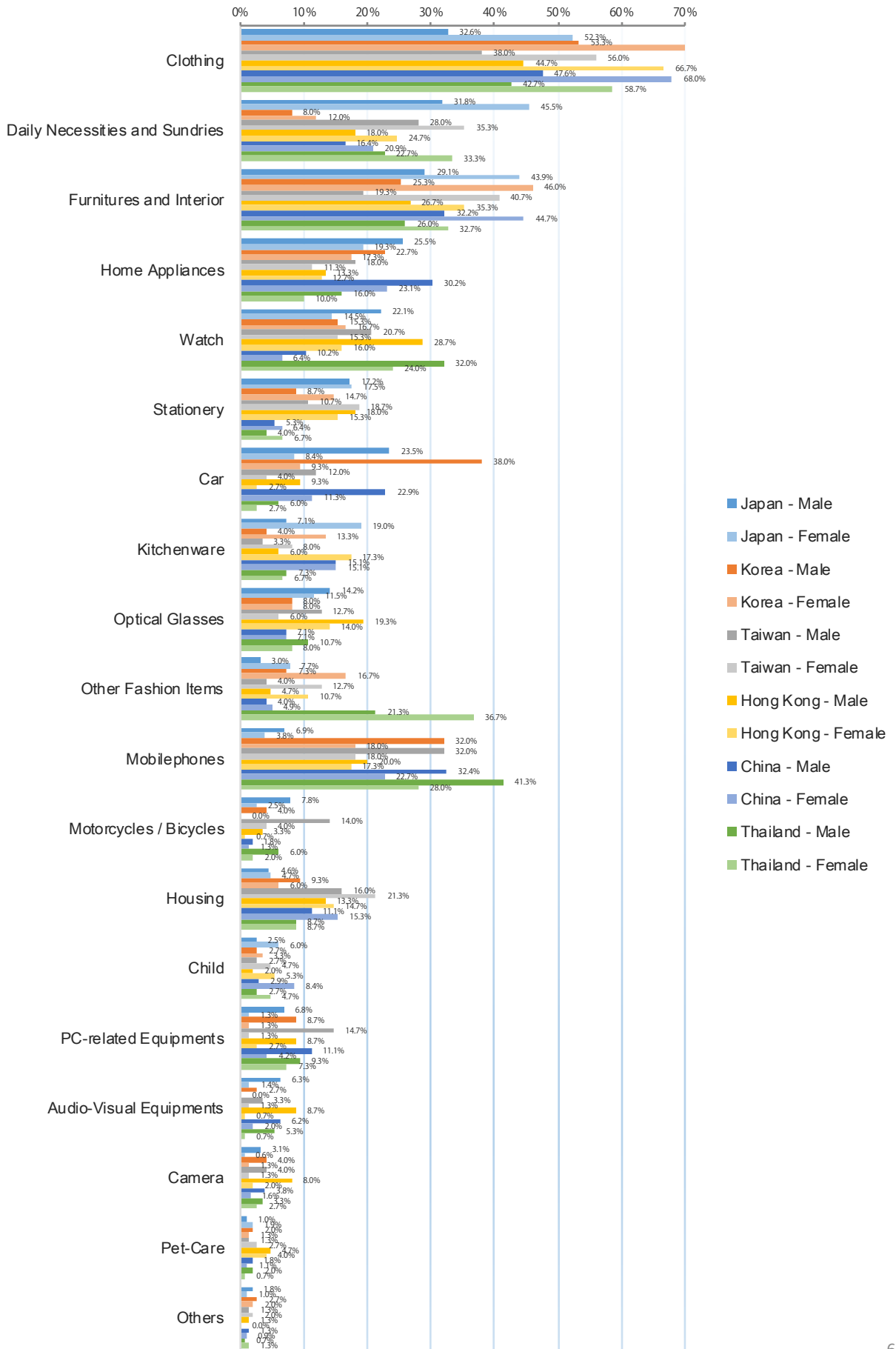
[By Gender]



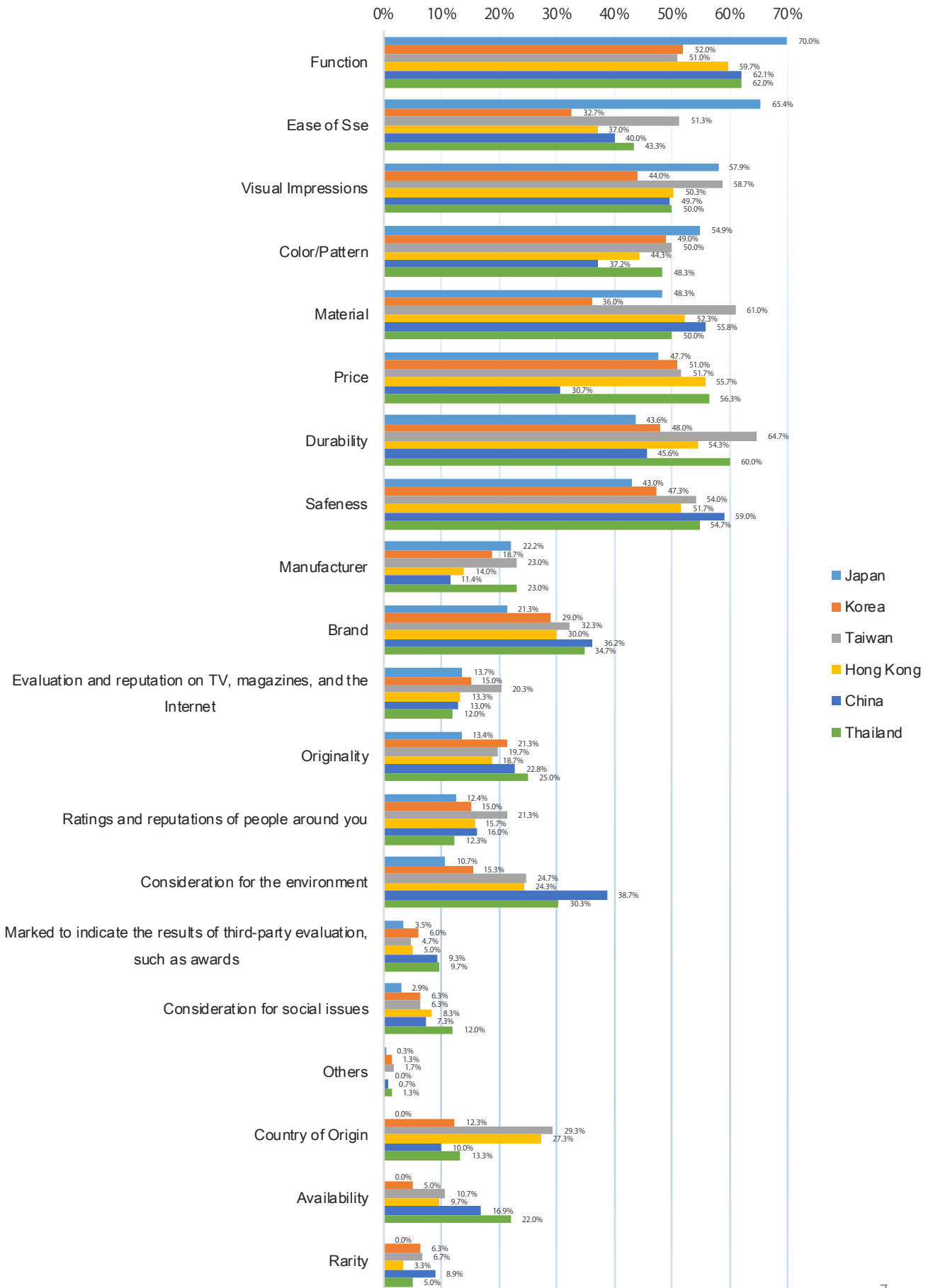
Q. What product areas do you buy with a particular emphasis on design? (up to 3)?
 [N=Japan : 2,100 / Foreign Countries/Regions : 300 each]



[By Gender]

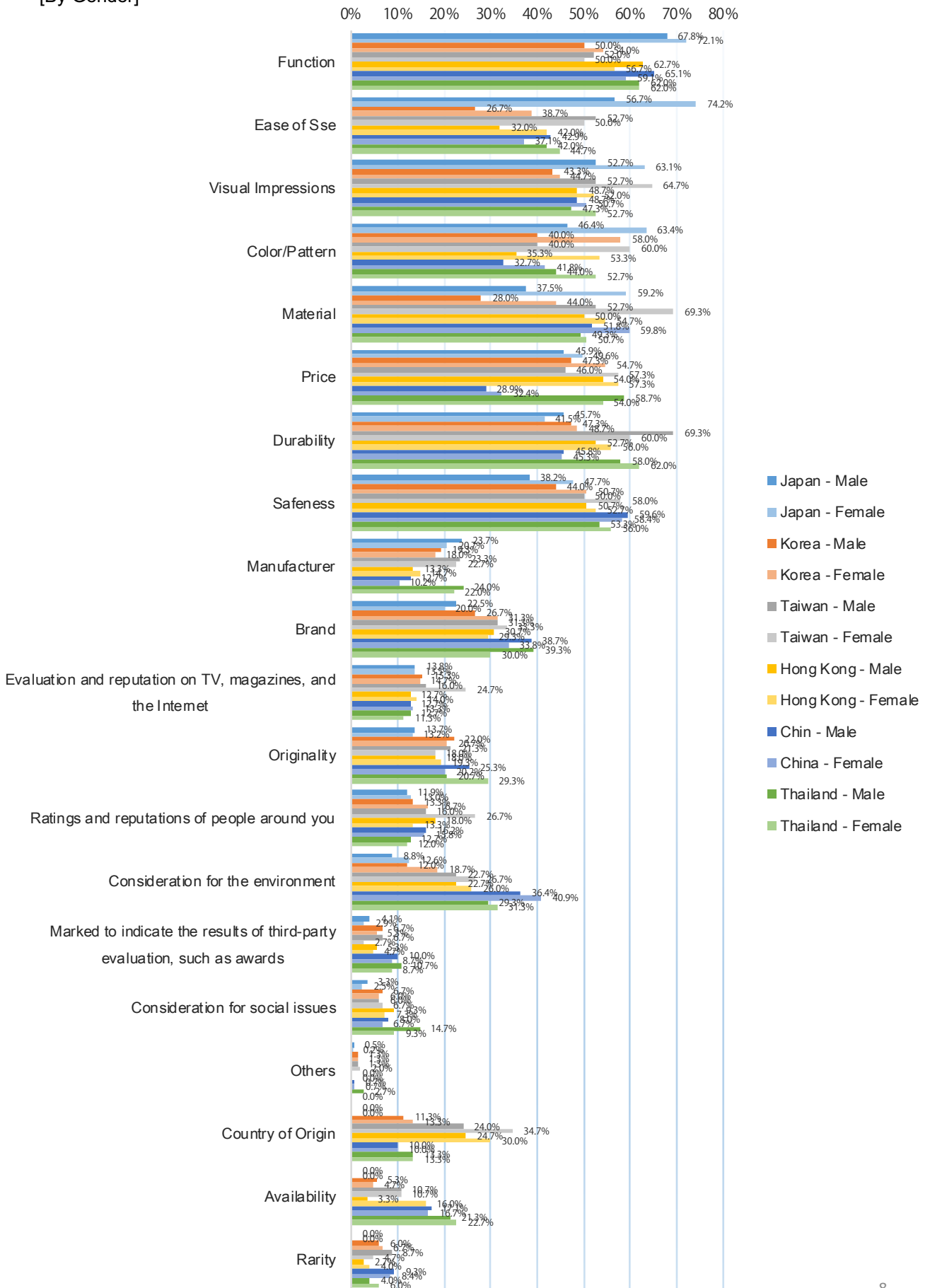


Q. What are the points that you care about when you buy a product? (Multiple answers) 。 [N=Japan : 2,100 / Overseas Countries/Regions : 300 each]

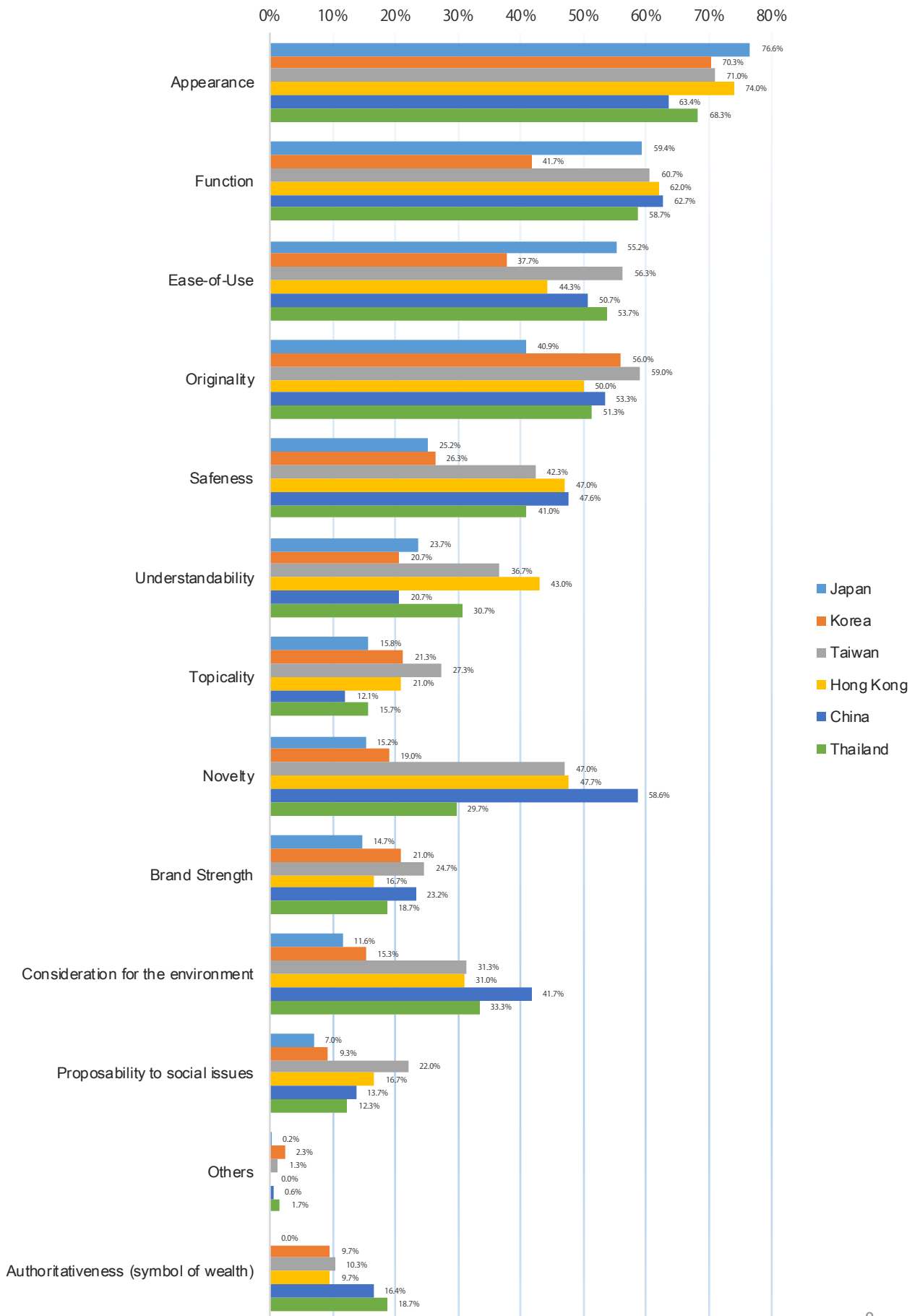


Q. What are the points that you care about when you buy a product? (Multiple answers) 。 [N=Japan : 2,100 / Overseas Countries/Regions : 300 each]

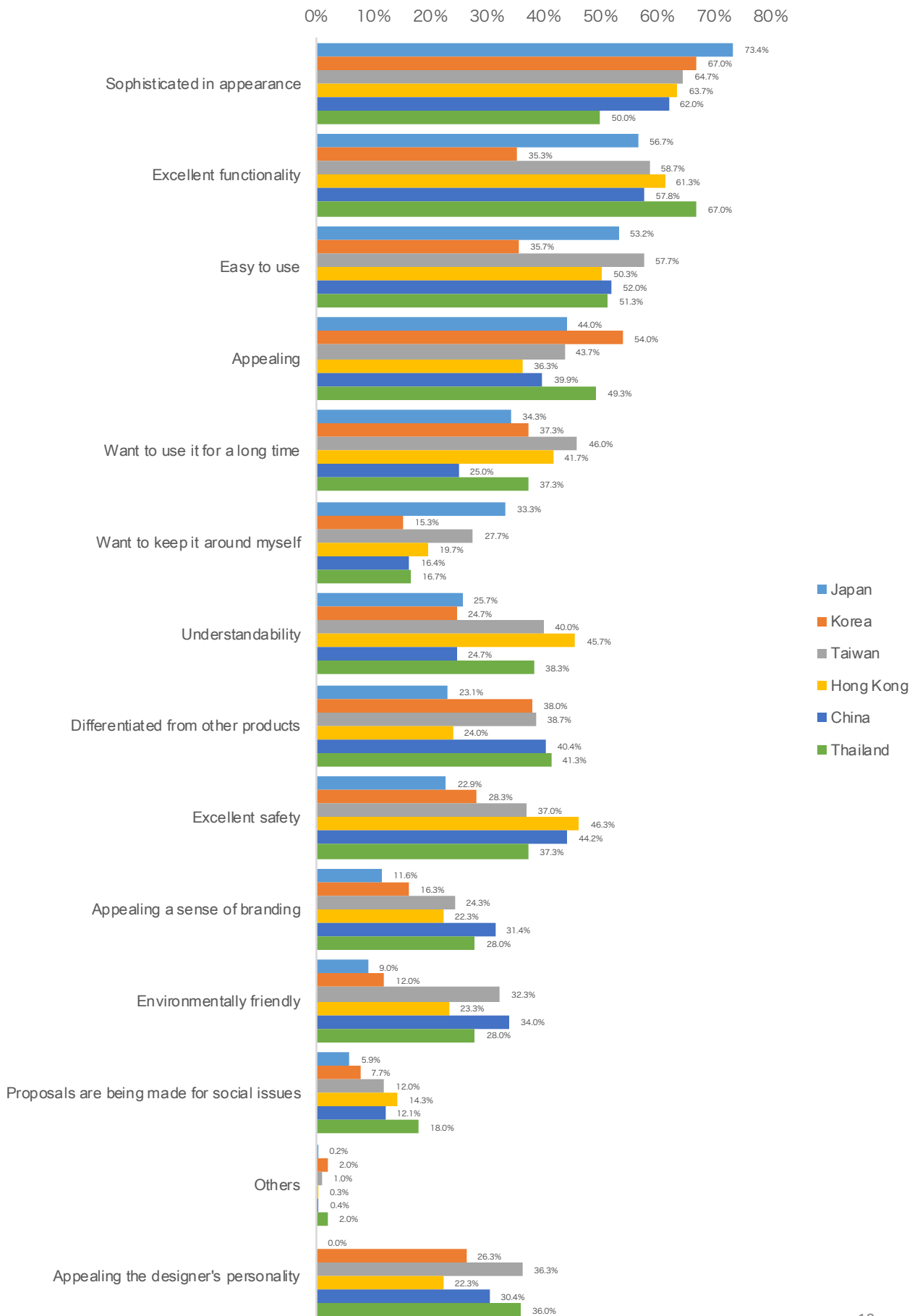
[By Gender]



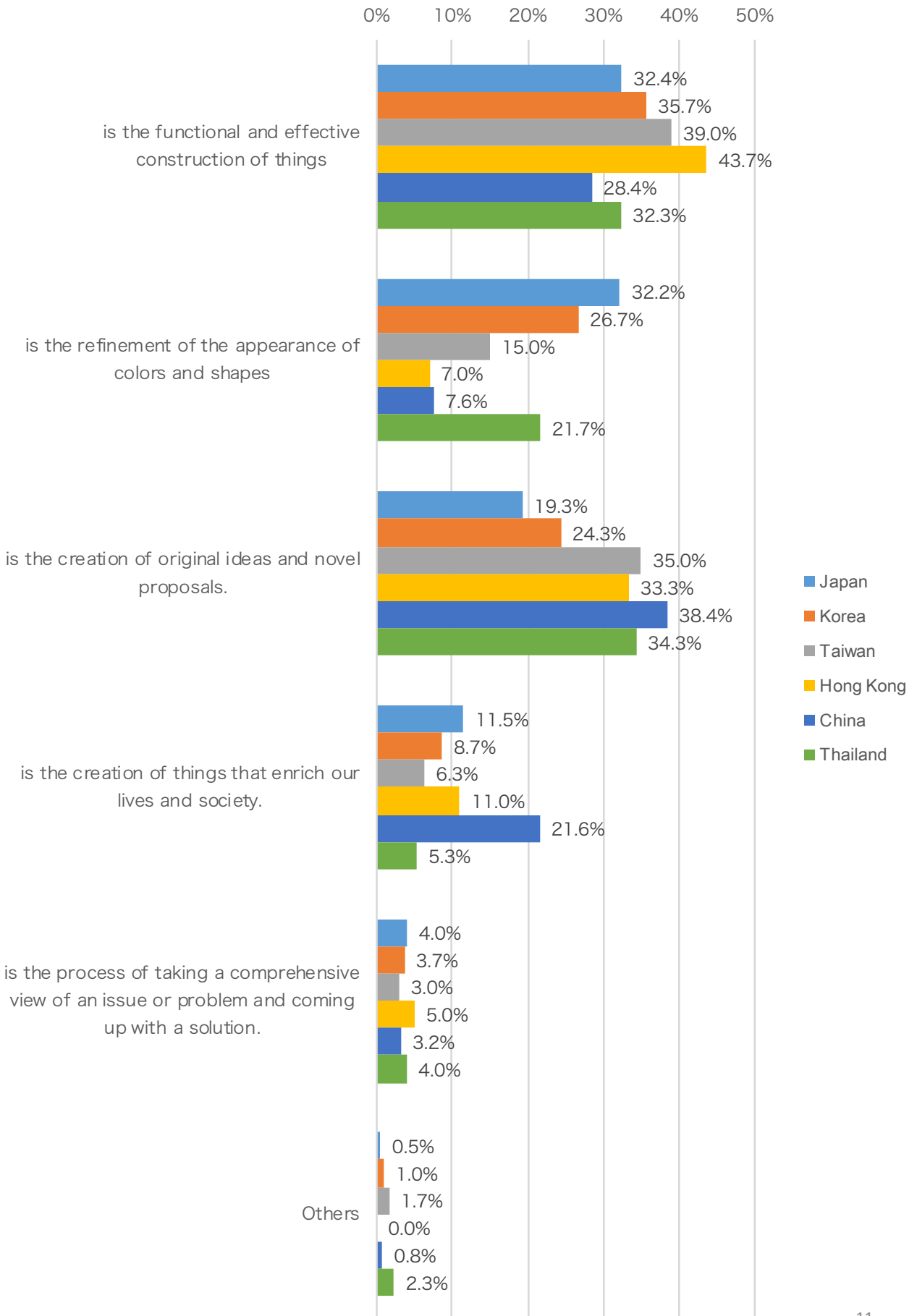
Q. Which elements do you think are related to "design"? (Multiple answers) [N=Japan : 2,100 / Foreign Counties/Regions : 300 each]



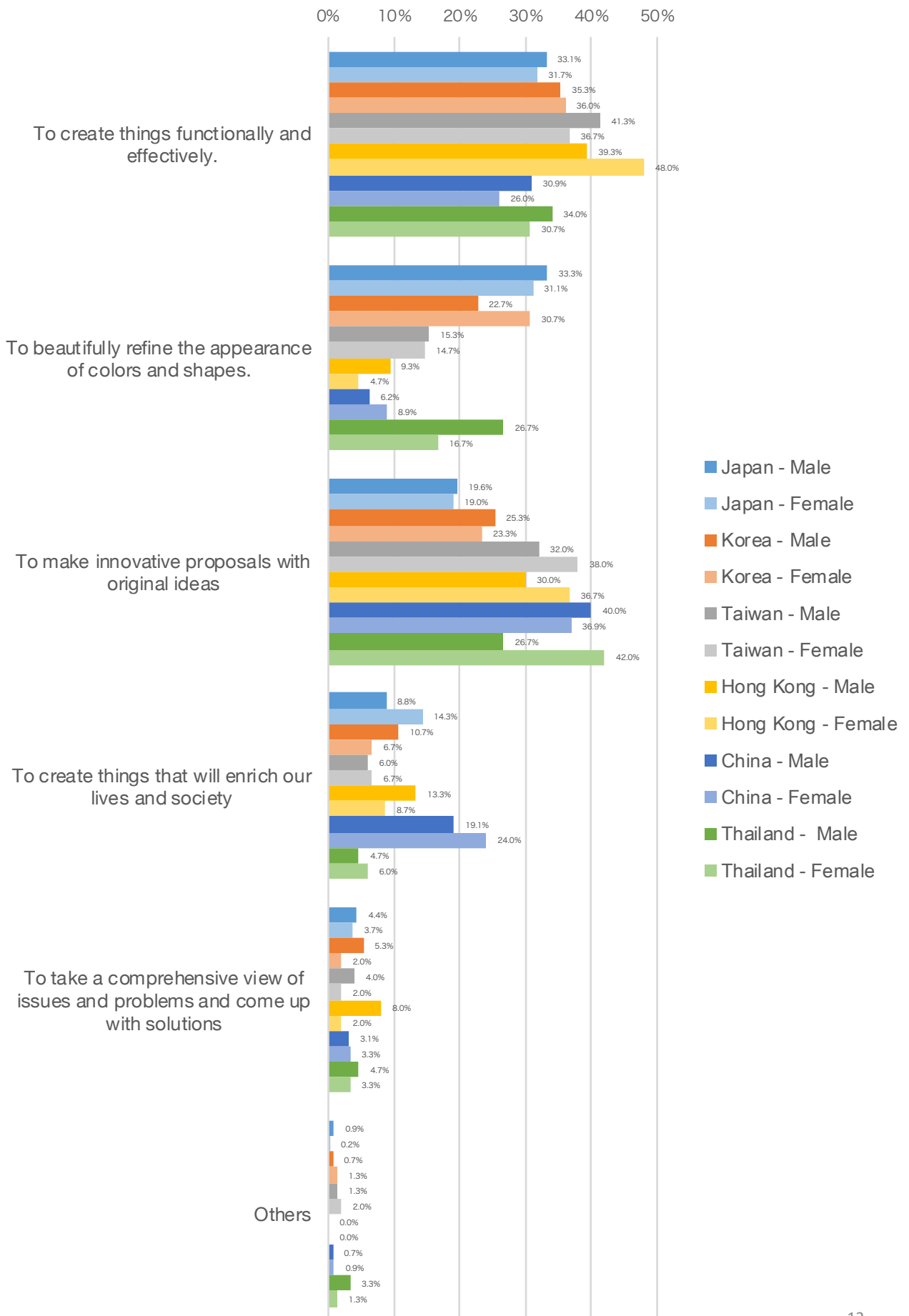
Q. What do you feel is good about the design ? (multiple answers)? [N= Japan : 2,100 / Overseas Countries/Regions : 300 each]



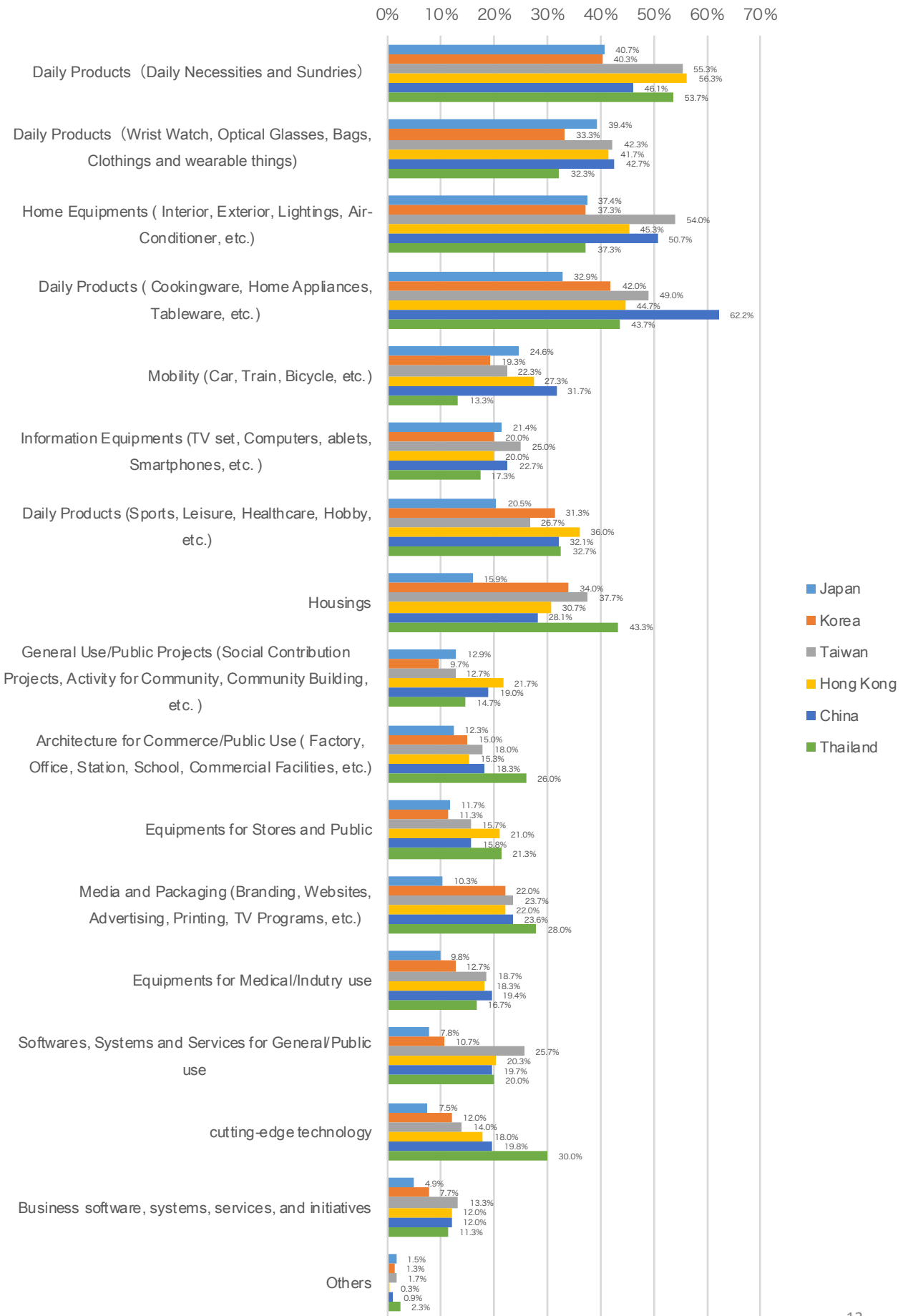
Q. What do you think "design" means to you? Choose the one that best describes you)? [N= Japan : 2,100 / Overseas Countries/Regions : 300 each]



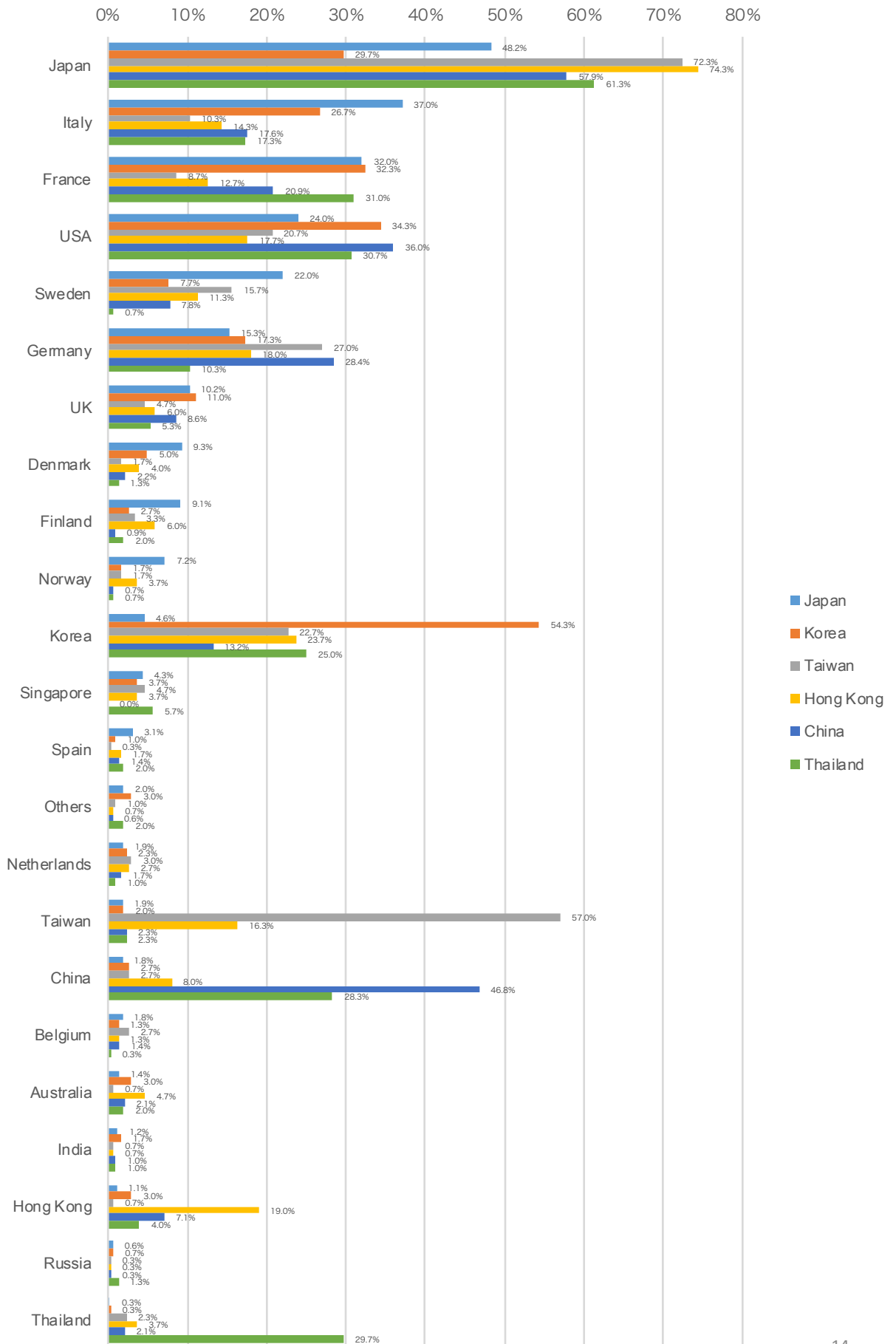
[By Gender]



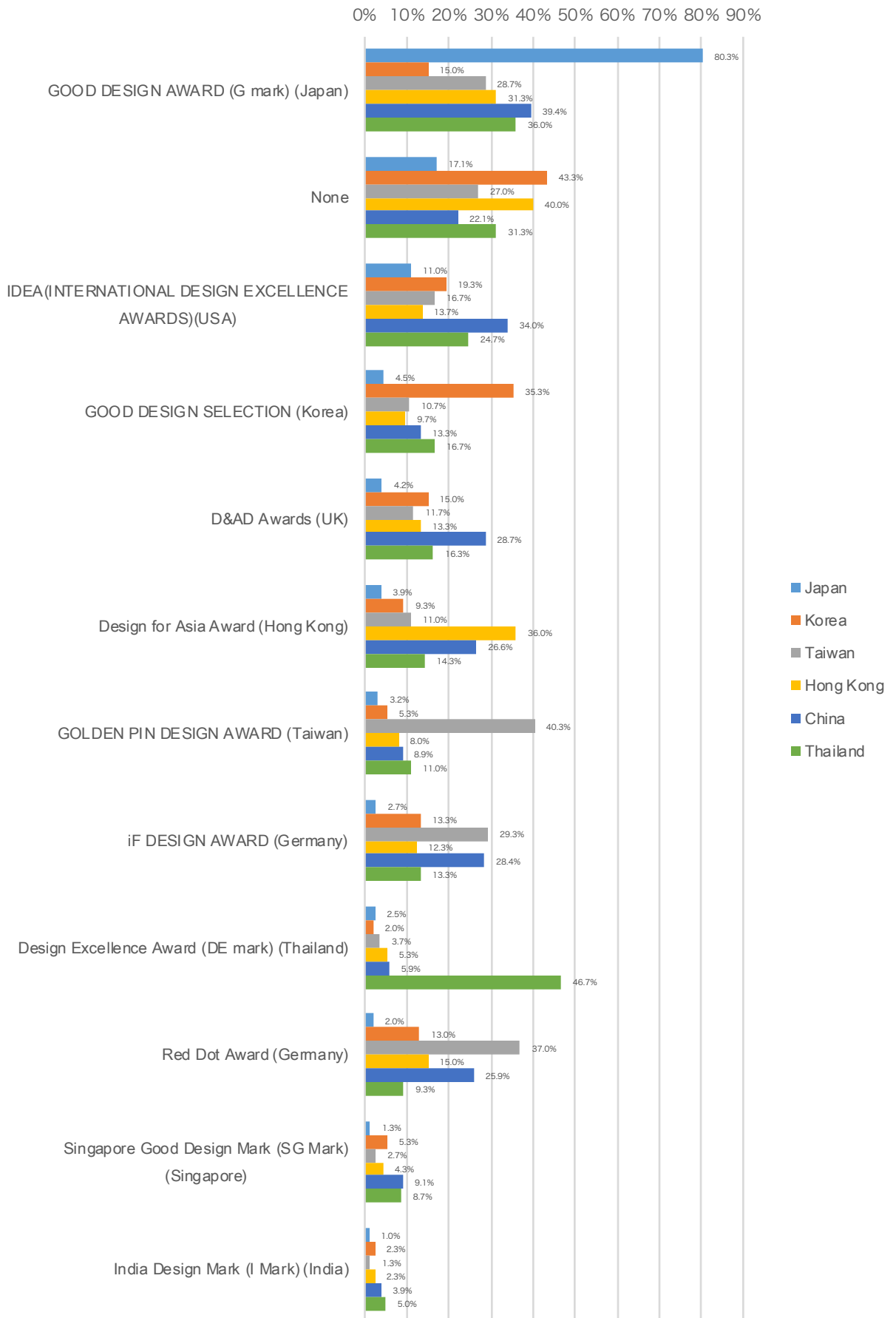
Q. In which areas would you like more design to be incorporated? (Multiple answers) [N= Japan : 2,100 / Overseas Countries/Regions : 300 each]



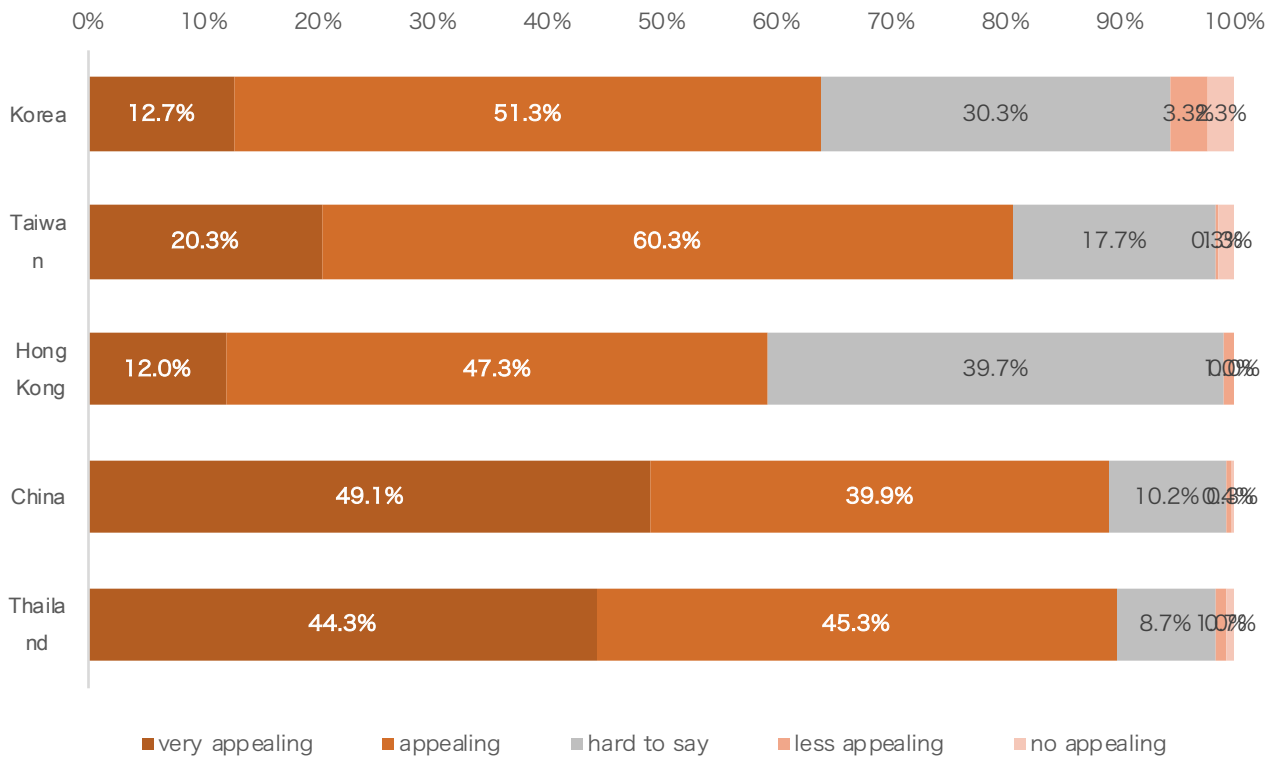
Q. In which countries or regions do you think the power of design is superior? (Up to 3) [N= Japan : 2,100 / Overseas Countries/Regions : 300 each]



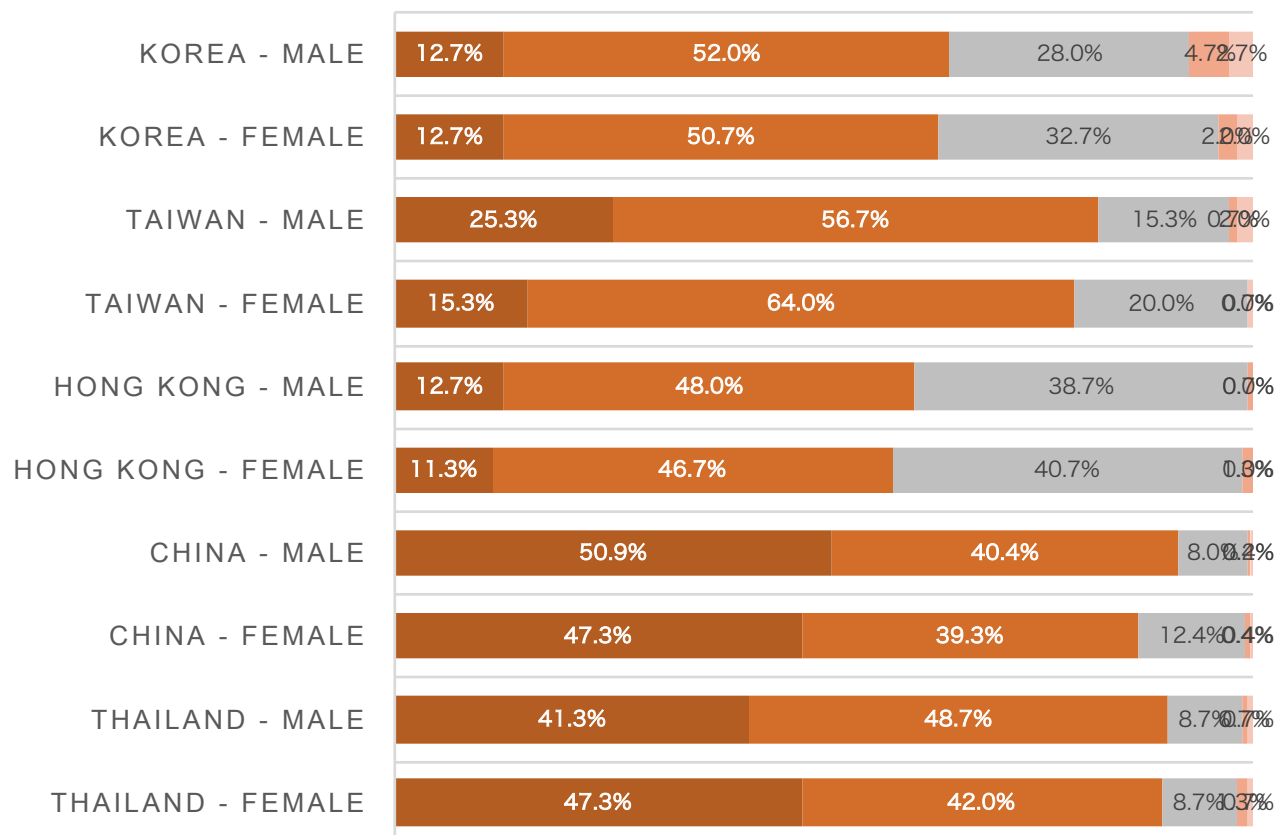
Q. Are there any design awards that you are aware of? Please select all of the ones you are aware of.
 [Foreign Countries/Regions : 300 each]



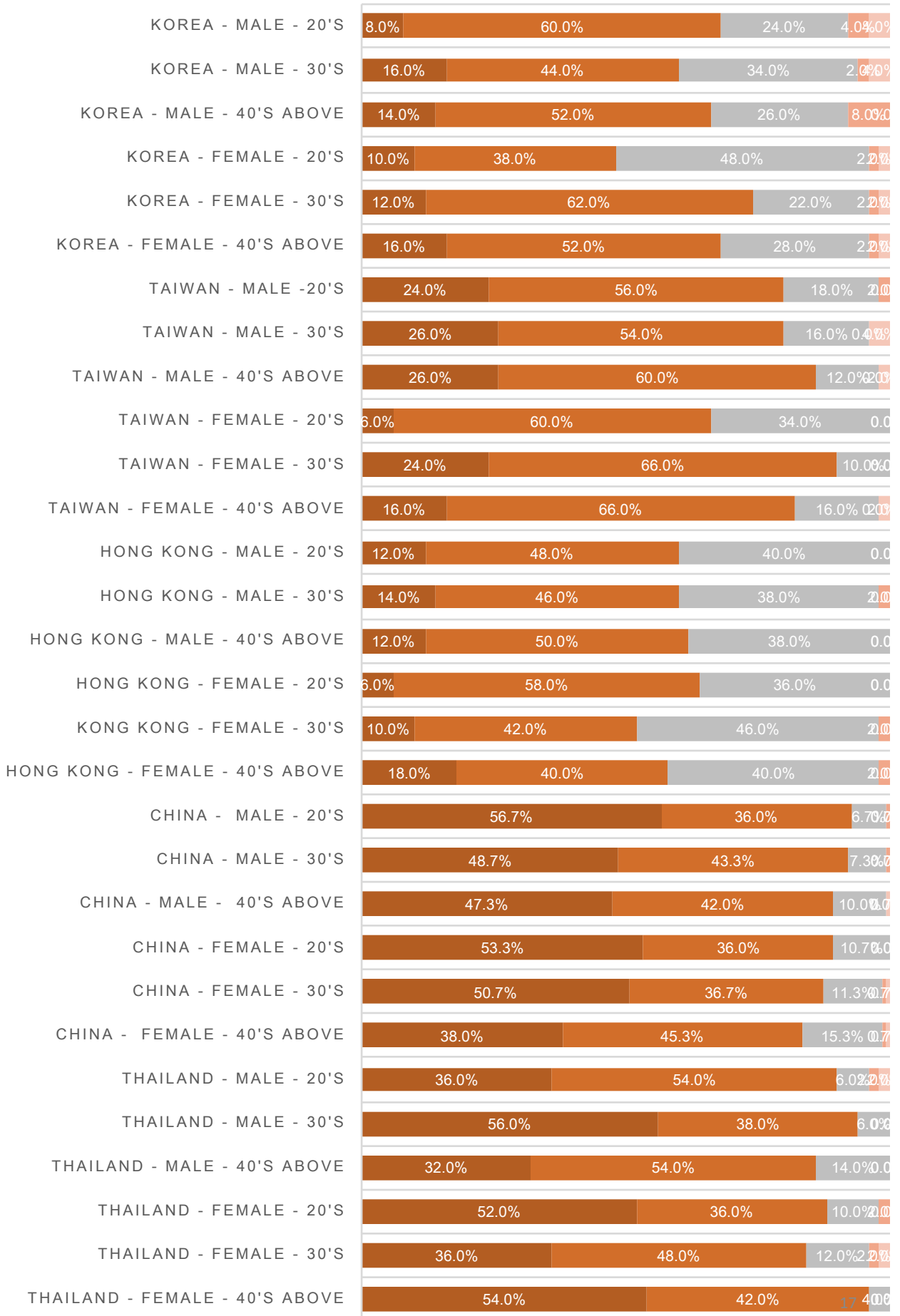
Q. . Do you find products that have won design awards appealing? [Foreign Countries/Regions : 300 each]



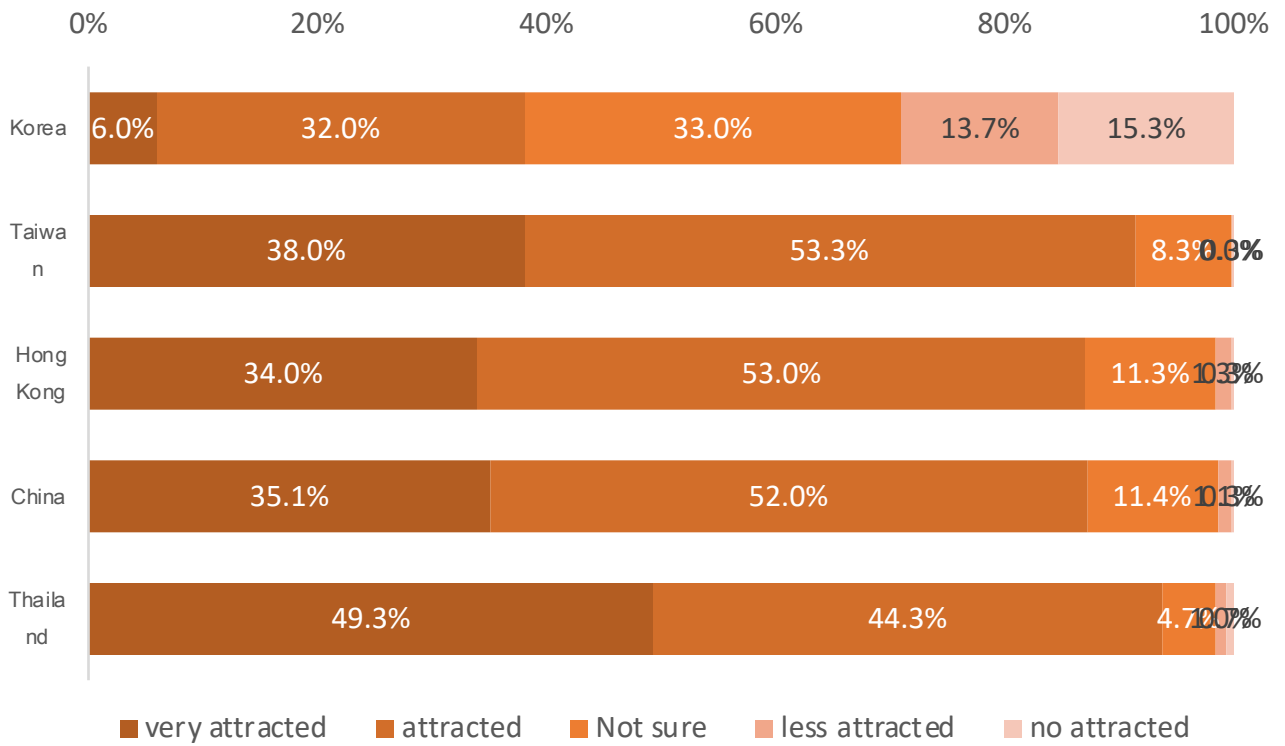
[By Gender]



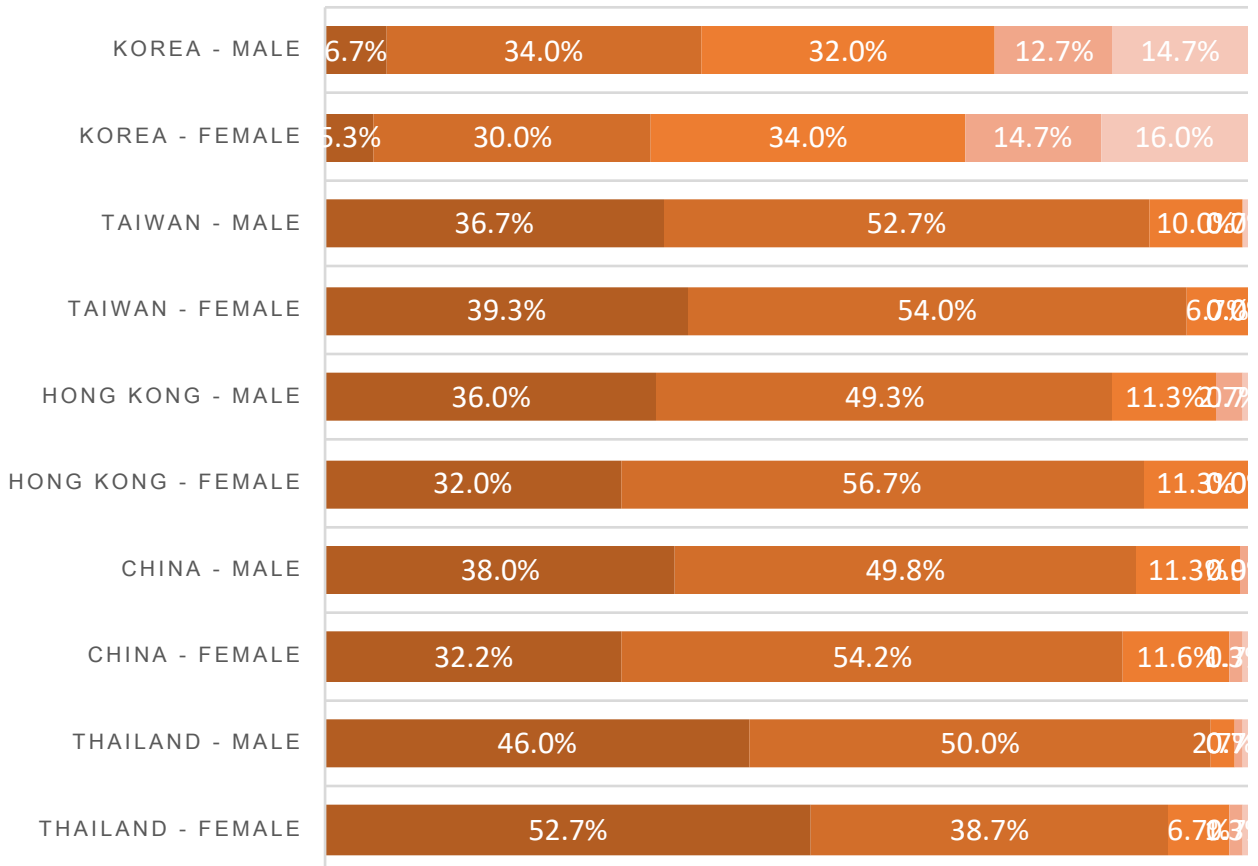
[By Age]



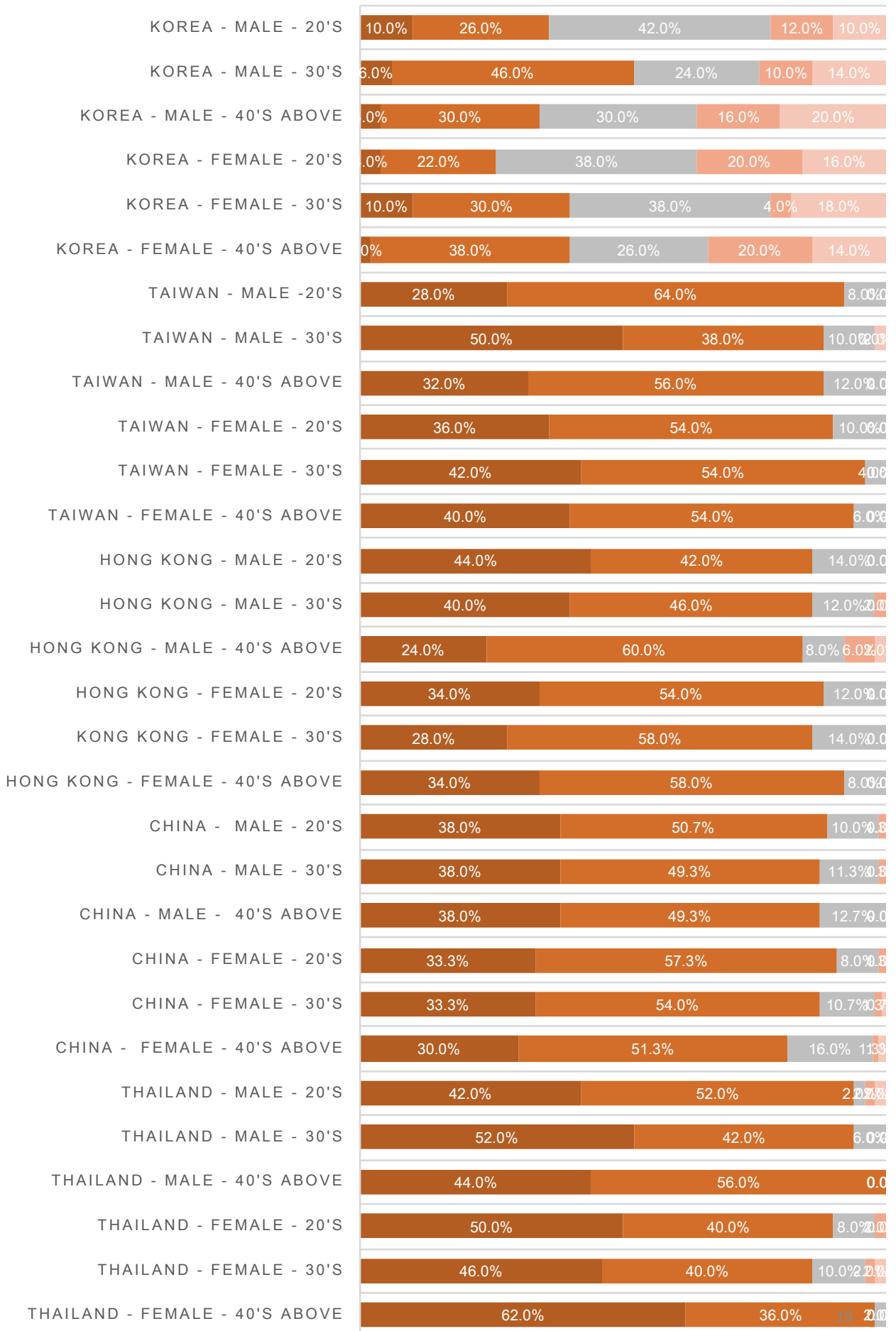
Q. Are you attracted to Japanese products? [Foreign Countries/Regions : 300 each]



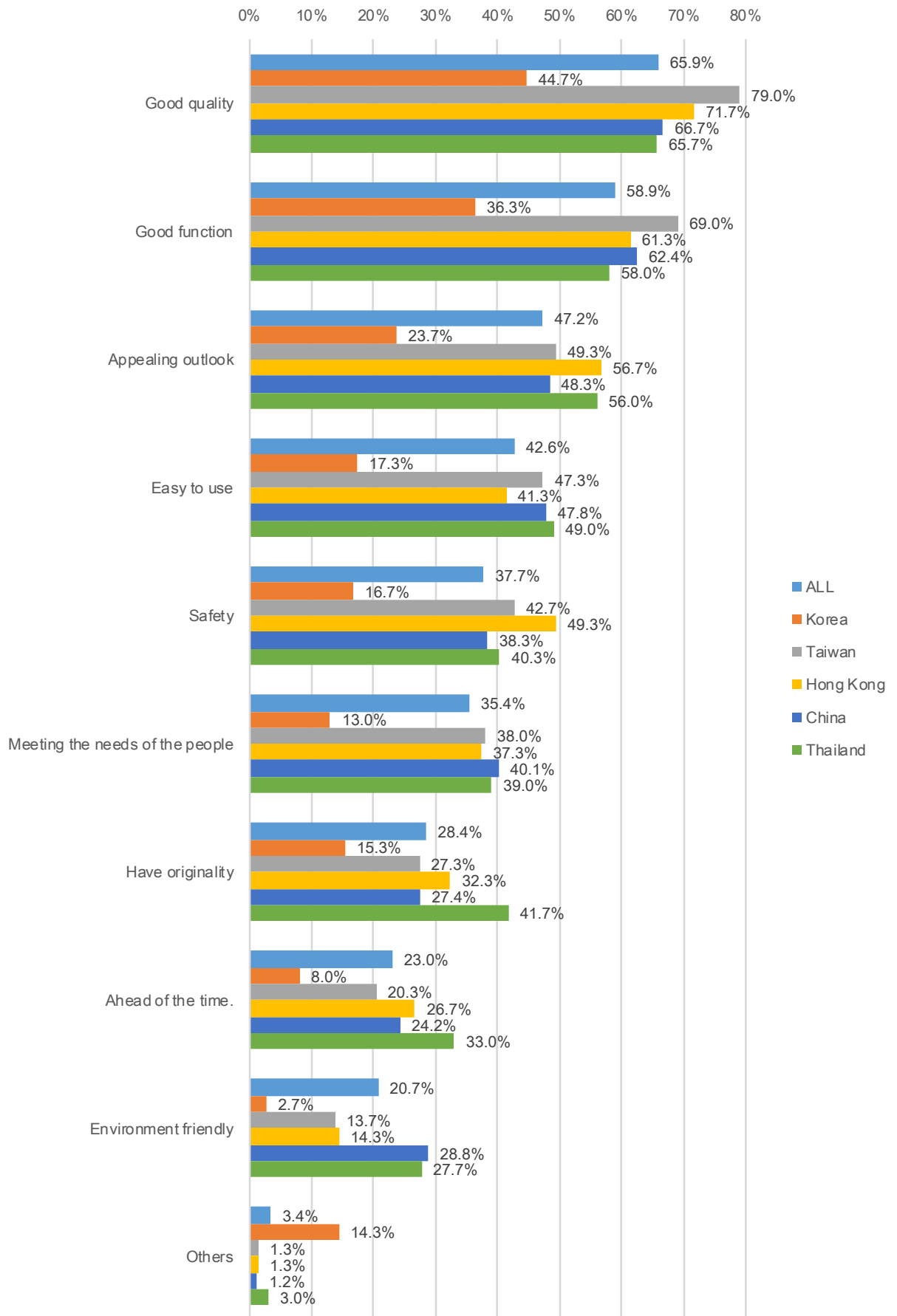
[By Gender]



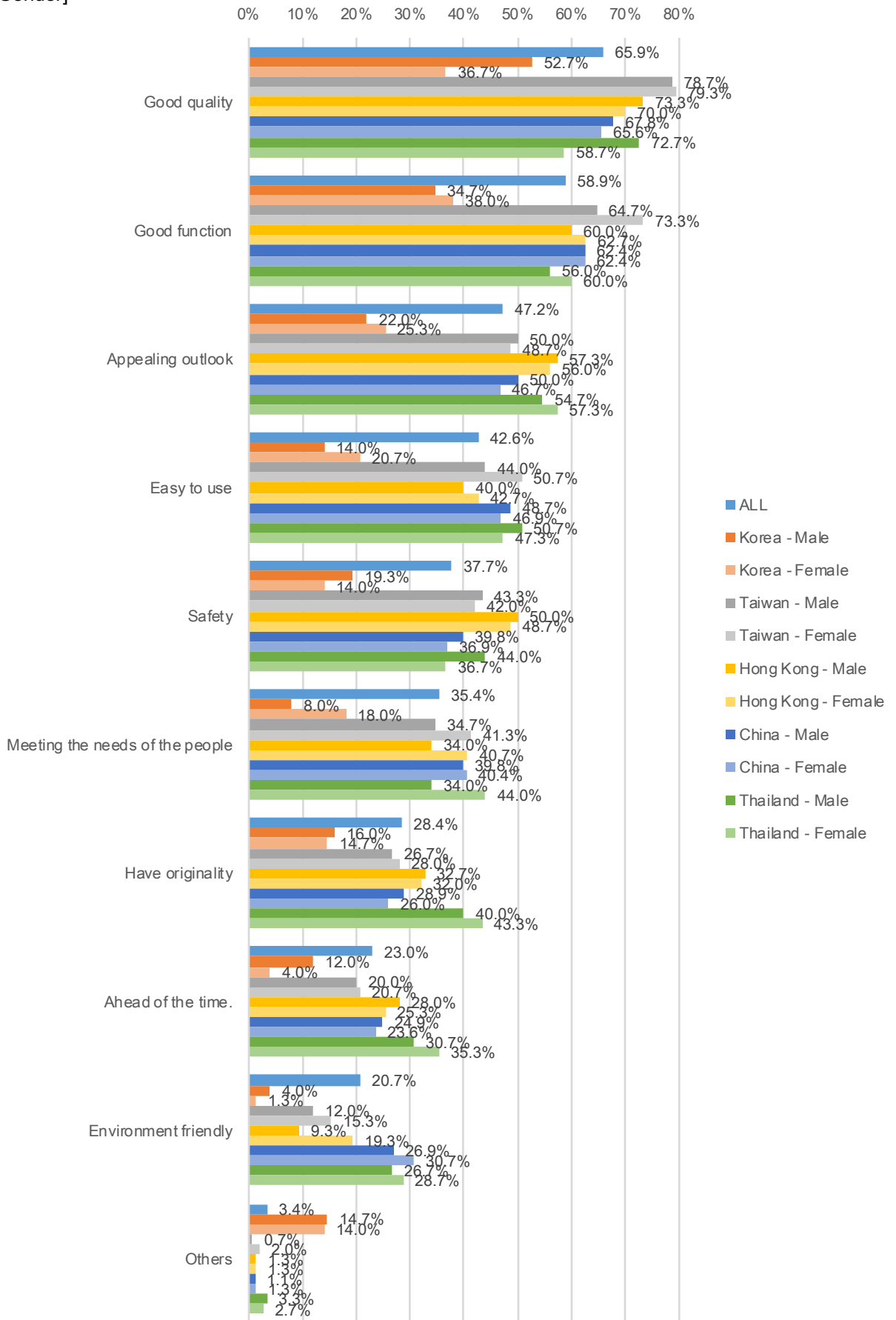
[By Age]



Q. What image do you have of "Japanese products"? (Multiple Answers) [Foreign Countries/Regions : 300 each]

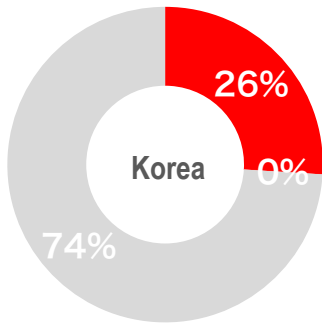


Q. What image do you have of "Japanese products"? (Multiple Answers) [Foreign Countries/Regions : 300 each]
 [By Gender]

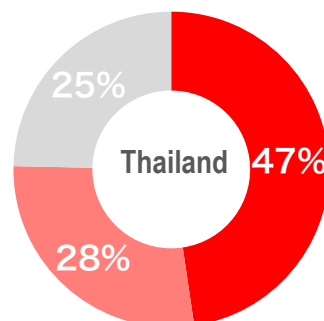
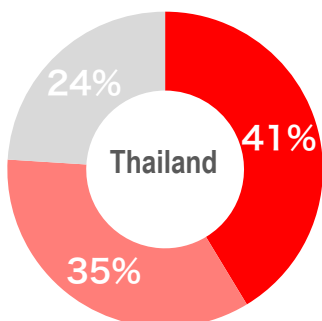
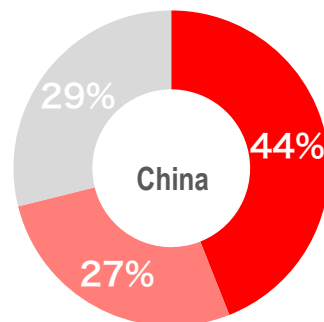
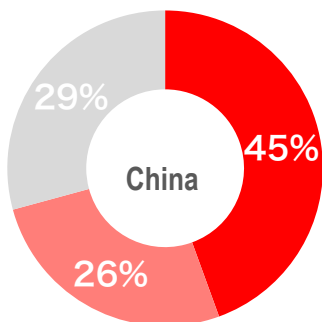
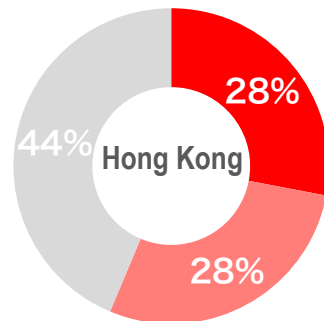
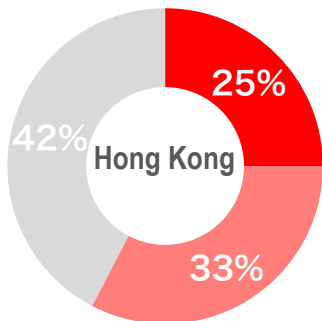
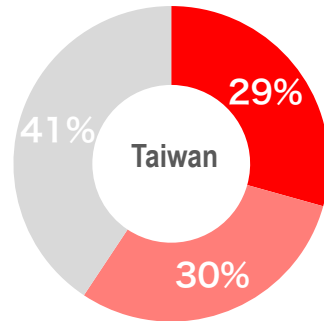
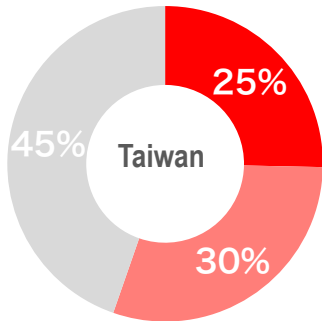
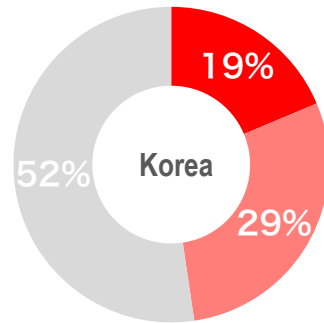


Q. Have you ever heard of the GOOD DESIGN AWARD, a Japanese award? [Foreign Countries/Regions : 300 each]

Q. Do you know this mark? [Foreign Countries / Regions : 300 each]



- I know it's an award for good design.
- I don't know what the award is, but I've heard the name.
- I've never heard the name.





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Japan Institute of Design Promotion