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 on 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]

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[A lot of interest] [Some interest] [Not so much interest] [No interest]

[By Gender]

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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]
Q. What points do you most care about when purchasing a product? (Can choose multiple)  
[N=Japan : 2,100 / Others : 300]
Q. Which of the following elements do you think are related to design? (Can choose multiple)
[N=Japan: 2,100 / Others: 300]

- **Appearance**
  - Japan: 74.3%
  - Korea: 21.0%
  - Taiwan: 80.3%
  - Hong Kong: 72.3%

- **Functionality**
  - Japan: 49.0%
  - Korea: 49.0%
  - Taiwan: 60.3%
  - Hong Kong: 68.7%

- **Ease of use**
  - Japan: 38.3%
  - Korea: 49.0%
  - Taiwan: 44.3%
  - Hong Kong: 61.3%

- **Originality**
  - Japan: 44.5%
  - Korea: 62.7%
  - Taiwan: 62.7%
  - Hong Kong: 62.3%

- **Clarity**
  - Japan: 25.0%
  - Korea: 19.7%
  - Taiwan: 38.3%
  - Hong Kong: 44.0%

- **Balance**
  - Japan: 19.3%
  - Korea: -
  - Taiwan: -
  - Hong Kong: -

- **Safety**
  - Japan: 17.4%
  - Korea: 35.0%
  - Taiwan: 46.0%
  - Hong Kong: 38.3%

- **Novelty**
  - Japan: 14.9%
  - Korea: 20.0%
  - Taiwan: 45.0%
  - Hong Kong: 48.3%

- **Proposes new ideas**
  - Japan: 12.8%
  - Korea: 12.7%
  - Taiwan: 18.3%
  - Hong Kong: 15.7%

- **Interesting to public or peers**
  - Japan: 17.3%
  - Korea: 19.3%
  - Taiwan: 17.3%
  - Hong Kong: 15.7%

- **Brand characteristics**
  - Japan: 10.0%
  - Korea: 18.7%
  - Taiwan: 27.3%
  - Hong Kong: 15.7%

- **Environmentally conscious**
  - Japan: 7.7%
  - Korea: 19.0%
  - Taiwan: 27.3%
  - Hong Kong: 26.7%

- **Engaged with social issues**
  - Japan: 4.8%
  - Korea: 3.3%
  - Taiwan: 14.7%
  - Hong Kong: 9.3%

- **Status symbol**
  - Japan: 13.3%
  - Korea: 9.3%
  - Taiwan: 13.0%
  - Hong Kong: 9.3%

- **Awards or other symbols of approval from a third party**
  - Japan: 2.1%
  - Korea: 4.7%
  - Taiwan: 5.0%
  - Hong Kong: 5.0%

- **Country of manufacture**
  - Japan: 18.0%
  - Korea: 33.3%
  - Taiwan: 26.3%
  - Hong Kong: 20.0%

- **Easy to find**
  - Japan: 7.3%
  - Korea: 12.3%
  - Taiwan: 10.3%
  - Hong Kong: 11.7%

- **Rariness, exclusivity**
  - Japan: 13.0%
  - Korea: 4.0%
  - Taiwan: 11.7%
  - Hong Kong: 11.7%

- **Other**
  - Japan: 0.2%
  - Korea: 0.2%
  - Taiwan: 0.7%
  - Hong Kong: 0.7%
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]

- The appearance is refined
  - Japan: 73.3%
  - Korea: 60.7%
  - Taiwan: 63.3%
  - Hong Kong: 77.3%

- The functionality is excellent
  - Japan: 54.8%
  - Korea: 41.7%
  - Taiwan: 63.3%
  - Hong Kong: 58.3%

- It’s easy to use
  - Japan: 46.7%
  - Korea: 39.7%
  - Taiwan: 49.0%
  - Hong Kong: 62.3%

- It’s attractive or charming
  - Japan: 39.8%
  - Korea: 37.3%
  - Taiwan: 36.7%
  - Hong Kong: 65.0%

- I want to use if for a long time
  - Japan: 46.3%
  - Korea: 29.3%
  - Taiwan: 44.0%
  - Hong Kong: 40.0%

- I want to have it around me
  - Japan: 27.8%
  - Korea: 29.0%
  - Taiwan: 25.3%
  - Hong Kong: 16.0%

- It’s easy to understand
  - Japan: 41.3%
  - Korea: 22.3%
  - Taiwan: 45.0%
  - Hong Kong: 22.0%

- It’s distinct from other products
  - Japan: 19.0%
  - Korea: 35.7%
  - Taiwan: 48.0%
  - Hong Kong: 17.3%

- It’s got a reputation for safety
  - Japan: 28.3%
  - Korea: 39.0%
  - Taiwan: 43.0%
  - Hong Kong: 15.5%

- It’s got a strong brand
  - Japan: 23.3%
  - Korea: 21.0%
  - Taiwan: 18.7%
  - Hong Kong: 8.7%

- It’s environmentally conscious
  - Japan: 14.3%
  - Korea: 28.0%
  - Taiwan: 23.3%
  - Hong Kong: 6.8%

- It’s engaged with social issues
  - Japan: 8.7%
  - Korea: 14.3%
  - Taiwan: 8.7%
  - Hong Kong: 3.9%

- It reflects the personality of the designer
  - Japan: 31.3%
  - Korea: 21.7%
  - Taiwan: 21.7%
  - Hong Kong: 37.0%

- Other
  - Japan: 0.1%
  - Korea: 0.7%
  - Taiwan: 0.3%
  - Hong Kong: 0.3%
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]

Making things that are functional and effective
Making colors and shapes attractive
Proposing novel ideas with creative thinking
Making things that enrich daily life and society
Figuring out solutions to problems and issues
Q. What are some countries/regions that you think have excellent design? (Choose 3)
[N=Japan : 2,100 / Others : 300]
Q. Which design awards are you aware of? (Choose all that apply) [N=300]

- D&AD Awards (UK) 15.7%
- Design Excellence Award (DE Mark) (Thailand) 2.3%
- Design for Asia Award (Hong Kong) 13.3%
- Golden Pin Design Award (Taiwan) 33.0%
- Good Design Award (G Mark) (Japan) 25.3%
- Good Design Selection (Korea) 34.7%
- IDEA (International Design Excellence Awards) (USA) 20.7%
- iF Design Award (Germany) 26.0%
- India Design Mark (I Mark) (India) 1.0%
- Red Dot Award (Germany) 25.7%
- Singapore Good Design Mark (SG Mark) (Singapore) 5.3%
- Not aware of any awards 42.0%
Q. Do you feel an attraction toward Japanese products? [N=300]

By Gender

- Korea—Men
  - Strong attraction: 8.0%
  - Some attraction: 45.3%
  - Hard to say: 36.7%
  - No attraction: 8.0%
  - Absolutely no attraction: 2.0%

- Korea—Women
  - Strong attraction: 7.3%
  - Some attraction: 44.7%
  - Hard to say: 33.3%
  - No attraction: 12.7%
  - Absolutely no attraction: 2.0%

- Taiwan—Men
  - Strong attraction: 36.7%
  - Some attraction: 54.0%
  - Hard to say: 9.3%

- Taiwan—Women
  - Strong attraction: 34.0%
  - Some attraction: 57.3%
  - Hard to say: 8.7%

- Hong Kong—Men
  - Strong attraction: 24.7%
  - Some attraction: 64.0%
  - Hard to say: 11.3%

- Hong Kong—Women
  - Strong attraction: 28.7%
  - Some attraction: 56.7%
  - Hard to say: 13.3%

By Age

- Korea—Men—20s
  - Strong attraction: 12.0%
  - Some attraction: 40.0%
  - Hard to say: 42.0%
  - No attraction: 4.0%
  - Absolutely no attraction: 2.0%

- Korea—Men—30s
  - Strong attraction: 6.0%
  - Some attraction: 54.0%
  - Hard to say: 34.0%
  - No attraction: 8.0%

- Korea—Men—40s
  - Strong attraction: 8.0%
  - Some attraction: 42.0%
  - Hard to say: 36.0%
  - No attraction: 12.0%
  - Absolutely no attraction: 4.0%

- Korea—Women—20s
  - Strong attraction: 8.0%
  - Some attraction: 42.0%
  - Hard to say: 36.0%
  - No attraction: 14.0%
  - Absolutely no attraction: 6.0%

- Korea—Women—30s
  - Strong attraction: 8.0%
  - Some attraction: 48.0%
  - Hard to say: 24.0%
  - No attraction: 14.0%
  - Absolutely no attraction: 6.0%

- Korea—Women—40s
  - Strong attraction: 6.0%
  - Some attraction: 44.0%
  - Hard to say: 40.0%
  - No attraction: 10.0%

- Taiwan—Men—20s
  - Strong attraction: 40.0%
  - Some attraction: 52.0%
  - Hard to say: 8.0%

- Taiwan—Men—30s
  - Strong attraction: 34.0%
  - Some attraction: 56.0%
  - Hard to say: 10.0%

- Taiwan—Men—40s
  - Strong attraction: 36.0%
  - Some attraction: 54.0%
  - Hard to say: 10.0%

- Taiwan—Women—20s
  - Strong attraction: 34.0%
  - Some attraction: 60.0%
  - Hard to say: 6.0%

- Taiwan—Women—30s
  - Strong attraction: 42.0%
  - Some attraction: 48.0%
  - Hard to say: 10.0%

- Taiwan—Women—40s
  - Strong attraction: 26.0%
  - Some attraction: 64.0%
  - Hard to say: 10.0%

- Hong Kong—Men—20s
  - Strong attraction: 30.0%
  - Some attraction: 64.0%
  - Hard to say: 6.0%

- Hong Kong—Men—30s
  - Strong attraction: 24.0%
  - Some attraction: 64.0%
  - Hard to say: 12.0%

- Hong Kong—Men—40s
  - Strong attraction: 20.0%
  - Some attraction: 64.0%
  - Hard to say: 16.0%

- Hong Kong—Women—20s
  - Strong attraction: 26.0%
  - Some attraction: 62.0%
  - Hard to say: 12.0%

- Hong Kong—Women—30s
  - Strong attraction: 30.0%
  - Some attraction: 54.0%
  - Hard to say: 14.0%

- Hong Kong—Women—40s
  - Strong attraction: 30.0%
  - Some attraction: 54.0%
  - Hard to say: 14.0%
Q. What is your image of Japanese products? (Can choose multiple) [N=300]

- **Excellent functionality and performance**
  - Korea: 50.7%
  - Taiwan: 55.7%
  - Hong Kong: 63.3%

- **Attractive appearance**
  - Korea: 27.7%
  - Taiwan: 47.3%
  - Hong Kong: 60.3%

- **Good quality**
  - Korea: 53.0%
  - Taiwan: 76.0%
  - Hong Kong: 67.0%

- **Easy to use**
  - Korea: 18.7%
  - Taiwan: 40.3%
  - Hong Kong: 31.7%

- **Safe**
  - Korea: 21.7%
  - Taiwan: 40.3%
  - Hong Kong: 42.7%

- **Cutting edge**
  - Korea: 8.0%
  - Taiwan: 29.3%
  - Hong Kong: 22.0%

- **Responsive to user needs**
  - Korea: 25.0%
  - Taiwan: 31.7%
  - Hong Kong: 30.7%

- **Environmentally conscious**
  - Korea: 6.0%
  - Taiwan: 16.3%
  - Hong Kong: 10.3%

- **Original and distinct**
  - Korea: 25.0%
  - Taiwan: 22.3%
  - Hong Kong: 31.0%

- **Other**
  - Korea: 8.3%
  - Taiwan: 0.3%
  - Hong Kong: 0.7%