Survey of Good Design Awards Recognition Rate
(Surveyed August 2007)
Survey Summary
Survey Period: August 2007
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: 2,035
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=2,035]

- 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

[By Gender]

<table>
<thead>
<tr>
<th></th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
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<tr>
<td>All</td>
<td>66.5%</td>
<td>20.4%</td>
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<td>Men</td>
<td>76.1%</td>
<td>14.0%</td>
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<tr>
<td>Women</td>
<td>57.1%</td>
<td>26.6%</td>
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[By Age]

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<th>90%</th>
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<td>60's and up</td>
<td>78.0%</td>
<td>15.3%</td>
<td>6.7%</td>
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<tr>
<td>50s</td>
<td>76.5%</td>
<td>17.3%</td>
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<td>40s</td>
<td>71.9%</td>
<td>18.1%</td>
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<td>30s</td>
<td>56.7%</td>
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<tr>
<td>20s</td>
<td>52.4%</td>
<td>27.4%</td>
<td>20.2%</td>
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<td>10s</td>
<td>38.3%</td>
<td>22.4%</td>
<td>39.3%</td>
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</tbody>
</table>
Q. What is your image of G Mark products? (Can choose multiple) [N=1,768]

Excellent functionality and performance: 64.0%
Attractive appearance: 50.5%
Good quality: 41.2%
Easy to use: 31.5%
Safe: 19.7%
Cutting edge: 19.5%
Responsive to consumer needs: 15.2%
Environmentally conscious: 11.3%
Other: 1.2%

[By Gender]

Excellent functionality and performance:
- Men: 62.1%
- Women: 66.1%

Attractive appearance:
- Men: 54.9%
- Women: 45.8%

Good quality:
- Men: 37.8%
- Women: 44.7%

Easy to use:
- Men: 29.0%
- Women: 34.1%

Safe:
- Men: 16.7%
- Women: 22.8%

Cutting edge:
- Men: 20.1%
- Women: 18.8%

Responsive to consumer needs:
- Men: 14.5%
- Women: 15.9%

Environmentally conscious:
- Men: 8.9%
- Women: 13.9%

Other:
- Men: 1.7%
- Women: 0.8%
Q. What is your image of G Mark-awarded companies? (Can choose multiple) [N=1,768]

**Good style**
- Men: 62.9%
- Women: 56.0%

**Fine craftsmanship**
- Men: 43.4%
- Women: 44.3%

**Cutting edge, advanced**
- Men: 33.3%
- Women: 37.9%

**Socially responsible and trustworthy**
- Men: 26.7%
- Women: 35.7%

**Honest and stable**
- Men: 22.9%
- Women: 31.1%

**Strong brand**
- Men: 22.2%
- Women: 20.8%

**Values its users**
- Men: 18.6%
- Women: 23.2%

**Good at advertising and messaging**
- Men: 11.5%
- Women: 7.9%

**Well-managed**
- Men: 7.0%
- Women: 8.9%

**Other**
- Men: 1.9%
- Women: 0.8%
Q. When you are shopping, do you actually choose products with the G Mark? [N=1,730]

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Choose G Mark (47.0%)</th>
<th>Do Not Choose (53.0%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>61.8%</td>
<td>38.2%</td>
</tr>
<tr>
<td>60's and up</td>
<td>52.9%</td>
<td>47.1%</td>
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<tr>
<td>50s</td>
<td>35.9%</td>
<td>64.1%</td>
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<td>40s</td>
<td>34.3%</td>
<td>65.7%</td>
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<tr>
<td>30s</td>
<td>38.4%</td>
<td>61.6%</td>
</tr>
<tr>
<td>20s</td>
<td>25.4%</td>
<td>74.6%</td>
</tr>
</tbody>
</table>

Q. Please select the product categories in which you often see the G Mark. (Can choose multiple) [N=1,660]

- Interior and home: 36.9%
- Office and retail supplies: 34.7%
- Kitchen: 29.0%
- Home appliances: 28.2%
- Cars and automobile: 24.0%
- AV: 23.3%
- Daily goods and sundries: 20.0%
- Wearables and clothing: 17.3%
- Communication and cable technology: 17.3%
- Computer and peripherals: 16.6%
- Education: 16.0%
- Health and beauty: 11.1%
- Industrial machines: 8.9%
- Architecture and landscape architecture: 8.8%
- Amusement products: 8.5%
- Public services and products: 5.7%
- Business electronics: 5.0%
- Communication design: 4.0%
- Medical: 1.7%
- Other: 4.4%
Q. Where have you seen the G Mark? (Can choose multiple) [N=1,660]

- On products or packaging: 69.7%
- Catalogs, pamphlets: 56.0%
- Newspaper or magazine ad: 34.5%
- TV commercial: 32.2%
- In the words “Good Design Award” or “G Mark”: 26.1%
- Flyer or mail-order catalog: 23.6%
- Storefront poster or other promotional material, such as POP: 21.6%
- Website: 14.4%
- Magazine article or TV program: 12.6%
- Other: 1.4%