Survey of Good Design Awards Recognition Rate
(Surveyed April 2011)
Survey Summary
Survey Period: April 2011
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]

![Pie chart showing the percentage of respondents familiar with the G Mark by gender and age group.]

[By Gender]
- All: 64.7% (I know it is a mark given to good design), 23.0% (I don't know what it means, but am familiar with the symbol), 12.3% (I don't know what it is)
- Men: 73.0% (I know it is a mark given to good design), 17.9% (I don't know what it means, but am familiar with the symbol), 9.1% (I don't know what it is)
- Women: 56.3% (I know it is a mark given to good design), 28.1% (I don't know what it means, but am familiar with the symbol), 15.5% (I don't know what it is)

[By Age]
- Over 65: 75.9% (I know it is a mark given to good design), 25.6% (I don't know what it means, but am familiar with the symbol), 17.0% (I don't know what it is)
- Ages 60-64: 83.7% (I know it is a mark given to good design), 25.6% (I don't know what it means, but am familiar with the symbol), 17.0% (I don't know what it is)
- Ages 55-59: 77.7% (I know it is a mark given to good design), 25.6% (I don't know what it means, but am familiar with the symbol), 17.0% (I don't know what it is)
- Ages 50-54: 76.4% (I know it is a mark given to good design), 25.6% (I don't know what it means, but am familiar with the symbol), 17.0% (I don't know what it is)
- Ages 45-49: 71.8% (I know it is a mark given to good design), 25.6% (I don't know what it means, but am familiar with the symbol), 17.0% (I don't know what it is)
- Ages 40-44: 71.3% (I know it is a mark given to good design), 25.6% (I don't know what it means, but am familiar with the symbol), 17.0% (I don't know what it is)
- Ages 35-39: 57.4% (I know it is a mark given to good design), 25.6% (I don't know what it means, but am familiar with the symbol), 17.0% (I don't know what it is)
- Ages 30-34: 51.7% (I know it is a mark given to good design), 25.6% (I don't know what it means, but am familiar with the symbol), 17.0% (I don't know what it is)
- Ages 25-29: 54.2% (I know it is a mark given to good design), 25.6% (I don't know what it means, but am familiar with the symbol), 17.0% (I don't know what it is)
- Ages 20-24: 46.1% (I know it is a mark given to good design), 25.6% (I don't know what it means, but am familiar with the symbol), 17.0% (I don't know what it is)
- Ages 15-19: 32.9% (I know it is a mark given to good design), 25.6% (I don't know what it means, but am familiar with the symbol), 17.0% (I don't know what it is)
Q. What is your image of G Mark products? (Can choose multiple) [N=1,841]

- Attractive appearance: 57.0%
- Excellent functionality and performance: 49.0%
- Good quality: 35.3%
- Safe: 21.2%
- Easy to use: 18.9%
- Cutting edge: 12.7%
- Responsive to consumer needs: 8.9%
- Environmentally conscious: 5.2%
- Other: 2.3%

[By Gender]

- Attractive appearance: Men 61.5% Women 52.3%
- Excellent functionality and performance: Men 47.9% Women 50.2%
- Good quality: Men 33.5% Women 37.1%
- Safe: Men 15.5% Women 22.6%
- Easy to use: Men 15.5% Women 27.4%
- Cutting edge: Men 13.2% Women 12.2%
- Responsive to consumer needs: Men 6.7% Women 11.2%
- Environmentally conscious: Men 4.5% Women 5.9%
- Other: Men 2.2% Women 2.5%
Q. What is your image of G Mark-awarded companies? (Can choose multiple) [N=1,841]

- Fine craftsmanship: 52.3%
- Good style: 51.3%
- Honest and stable: 25.7%
- Cutting edge, advanced: 25.4%
- Socially responsible and trustworthy: 24.8%
- Strong brand: 18.7%
- Good at advertising and messaging: 12.3%
- Values its users: 11.5%
- Well-managed: 4.4%
- Other: 2.0%

[By Gender]

- Fine craftsmanship: Men 50.2% Women 54.6%
- Good style: Men 45.6% Women 56.6%
- Honest and stable: Men 30.0% Women 21.7%
- Cutting edge, advanced: Men 26.7% Women 24.1%
- Socially responsible and trustworthy: Men 29.5% Women 20.5%
- Strong brand: Men 19.1% Women 18.4%
- Good at advertising and messaging: Men 11.9% Women 12.7%
- Values its users: Men 13.3% Women 9.7%
- Well-managed: Men 4.6% Women 4.2%
- Other: Men 1.8% Women 2.3%
Q. Do you feel an attraction toward G Marked products? [N=2,100]

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Strong attraction</th>
<th>Some attraction</th>
<th>Hard to say</th>
<th>Absolutely no attraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>32.7%</td>
<td>4.6%</td>
<td>4.1%</td>
<td>7.5%</td>
</tr>
<tr>
<td>60's and up</td>
<td>27.0%</td>
<td>2.3%</td>
<td>0.0%</td>
<td>10.9%</td>
</tr>
<tr>
<td>50s</td>
<td>30.9%</td>
<td>2.4%</td>
<td>1.0%</td>
<td>6.8%</td>
</tr>
<tr>
<td>40s</td>
<td>36.4%</td>
<td>4.0%</td>
<td>2.1%</td>
<td>5.6%</td>
</tr>
<tr>
<td>30s</td>
<td>35.2%</td>
<td>7.2%</td>
<td>5.8%</td>
<td>7.2%</td>
</tr>
<tr>
<td>20s</td>
<td>31.0%</td>
<td>7.0%</td>
<td>10.8%</td>
<td>5.4%</td>
</tr>
<tr>
<td>10s</td>
<td>40.6%</td>
<td>4.9%</td>
<td>9.1%</td>
<td>9.1%</td>
</tr>
</tbody>
</table>

Q. Please select the product categories in which you often see the G Mark. (Can choose multiple) [N=1,841]

- Home appliances: 39.7%
- Daily goods and sundries: 38.2%
- Wearables and clothing: 35.2%
- Interior and home: 30.5%
- Kitchen: 25.9%
- Cars and automobile: 18.0%
- Office and retail supplies: 13.2%
- AV: 7.7%
- Homes and apartments: 6.6%
- Computer and peripherals: 6.6%
- Corporate advertising, publicity and CSR: 4.7%
- Health and beauty: 4.6%
- Communication and cable technology: 4.1%
- Industrial machines: 3.3%
- Education: 3.2%
- Roads and parks: 3.0%
- Medical and caregiving: 2.0%
- Public architecture such as stations and buildings: 1.8%
- Websites: 1.7%
- Software: 0.8%
- Other: 2.8%
Q. Where have you seen the G Mark? (Can choose multiple) [N=1,841]

- On products or packaging: 57.8%
- In the words “Good Design Award” or “G Mark”: 45.9%
- Catalogs, pamphlets: 40.4%
- Newspaper or magazine ad: 20.5%
- TV commercial: 13.7%
- Storefront poster or other promotional: 9.3%
- Flyer or mail-order catalog: 7.9%
- Website: 6.8%
- Magazine article or TV program: 1.7%
- Other: 1.8%

[By Age]

- On products or packaging: Men 56.5%, Women 59.1%
- In the words “Good Design Award” or “G Mark”: Men 41.4%, Women 50.8%
- Catalogs, pamphlets: Men 44.6%, Women 35.8%
- Newspaper or magazine ad: Men 23.5%, Women 17.4%
- TV commercial: Men 13.8%, Women 13.7%
- Storefront poster or other promotional material, such as POP: Men 9.8%, Women 8.3%
- Flyer or mail-order catalog: Men 7.2%, Women 8.5%
- Website: Men 7.3%, Women 6.3%
- Magazine article or TV program: Men 1.8%, Women 1.7%
- Other: Men 1.0%, Women 2.7%