GOOD DESIGN

# Survey of Good Design Awards Recognition Rate

(Surveyed December 2014)

JDP
公益財団法人日本デザイン振興会
Japan Institute of Design Promotion

## 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

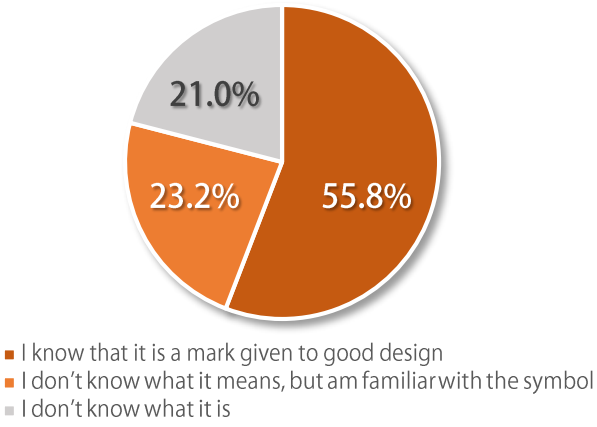
Survey Method: Online Questionnaire

**Contact for inquiries about this survey**

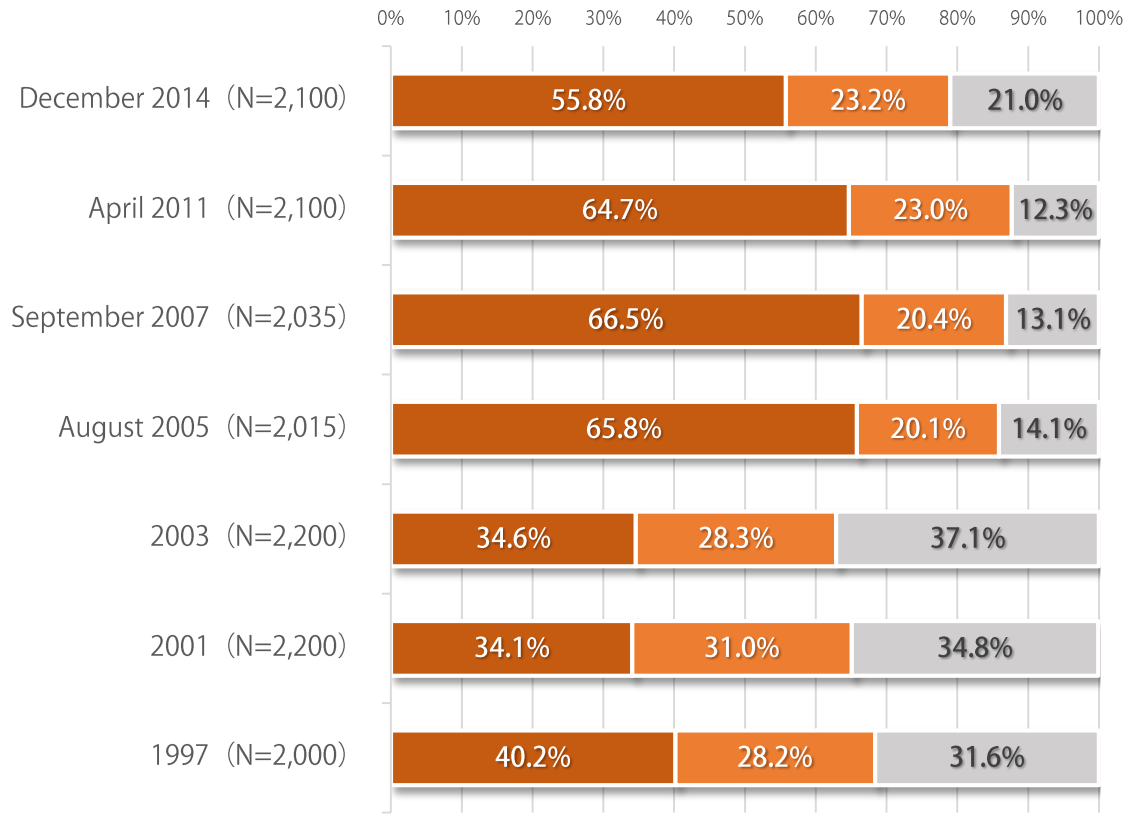
Good Design Award Office, Japan Institute of Design Promotion

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

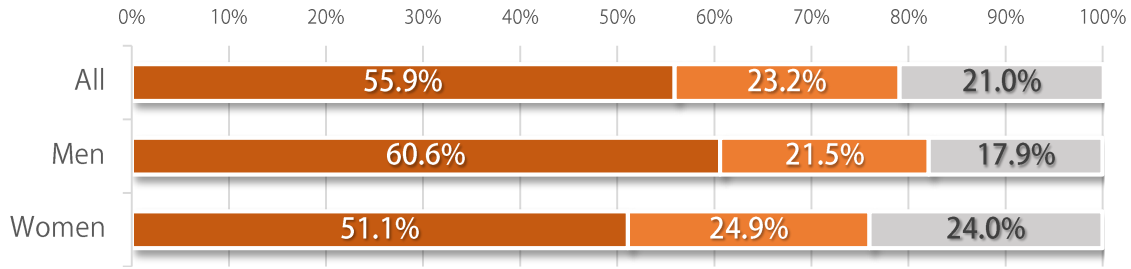
### Q. Are you familiar with the G Mark? [N=2,100]




### [Generational Changes]

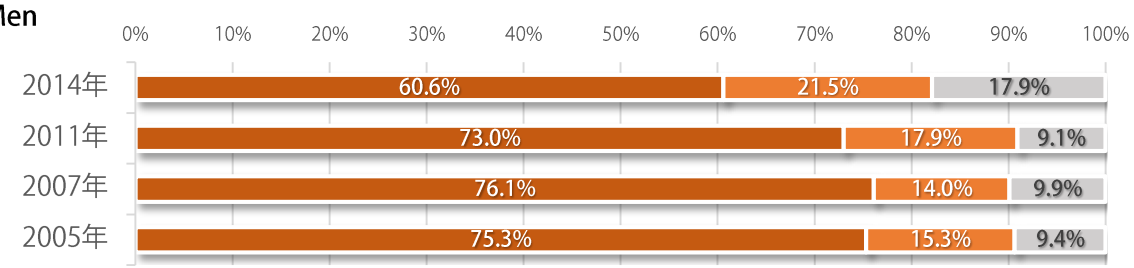


[By Gender]

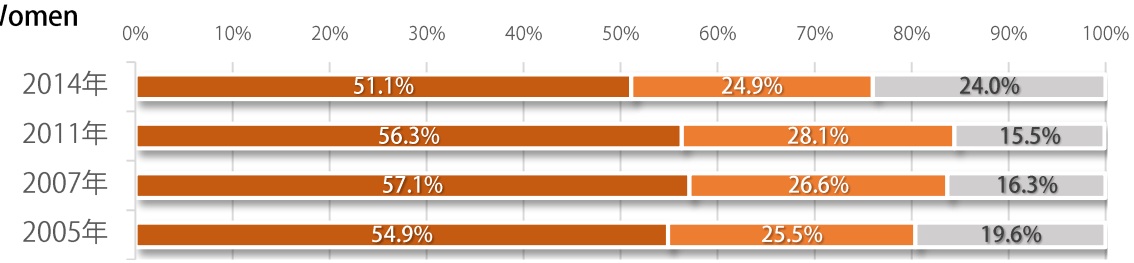



[Generational Changes— By Gender]

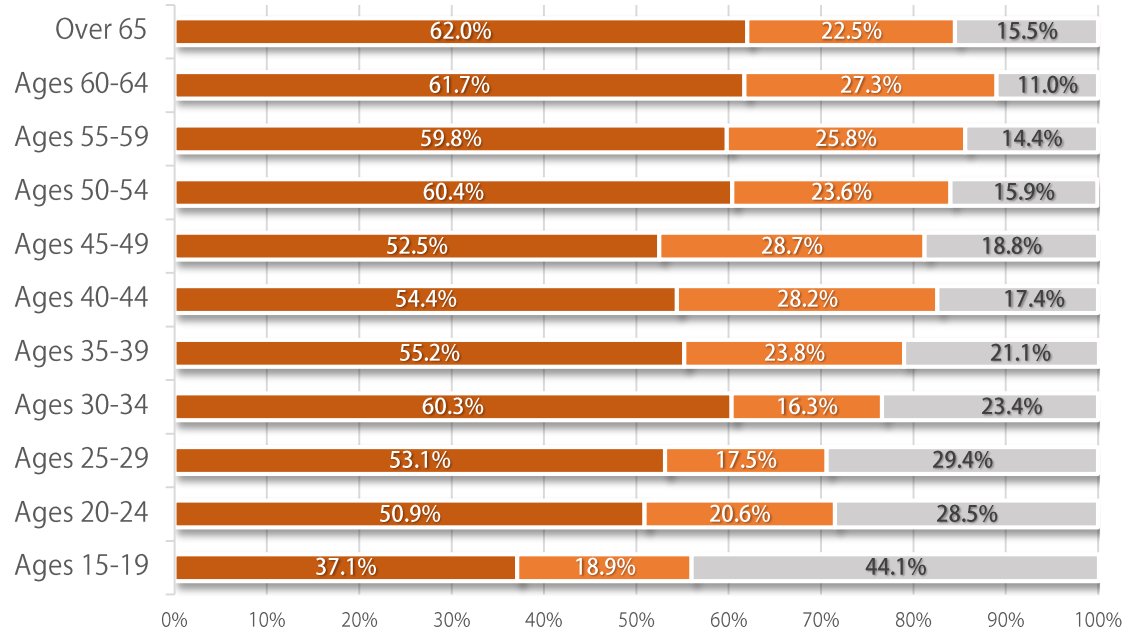
Men



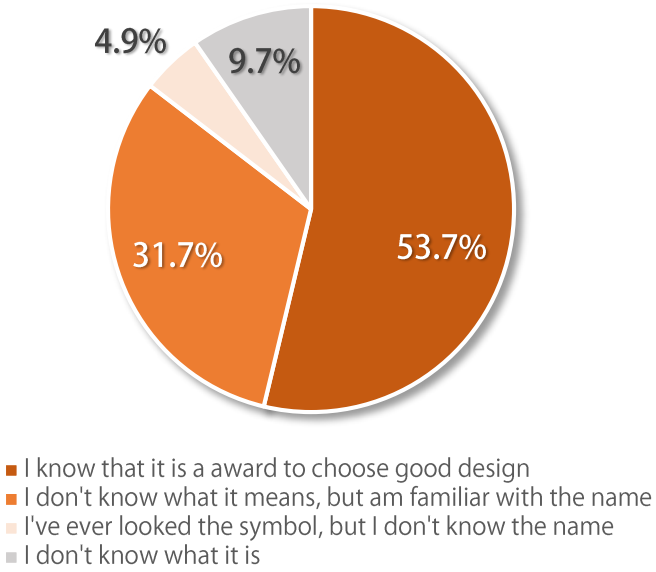

Women



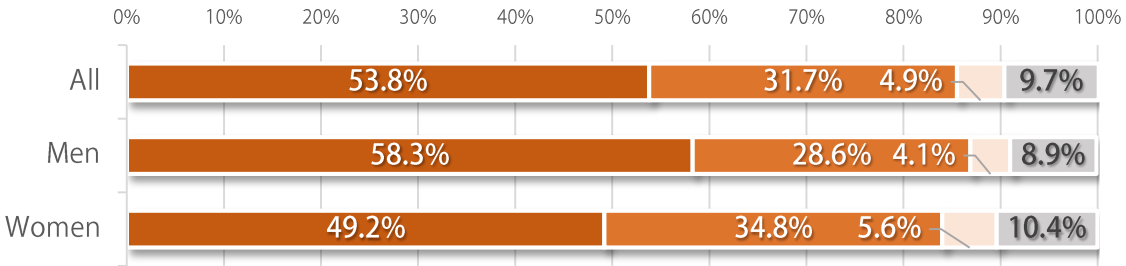

[By Age]



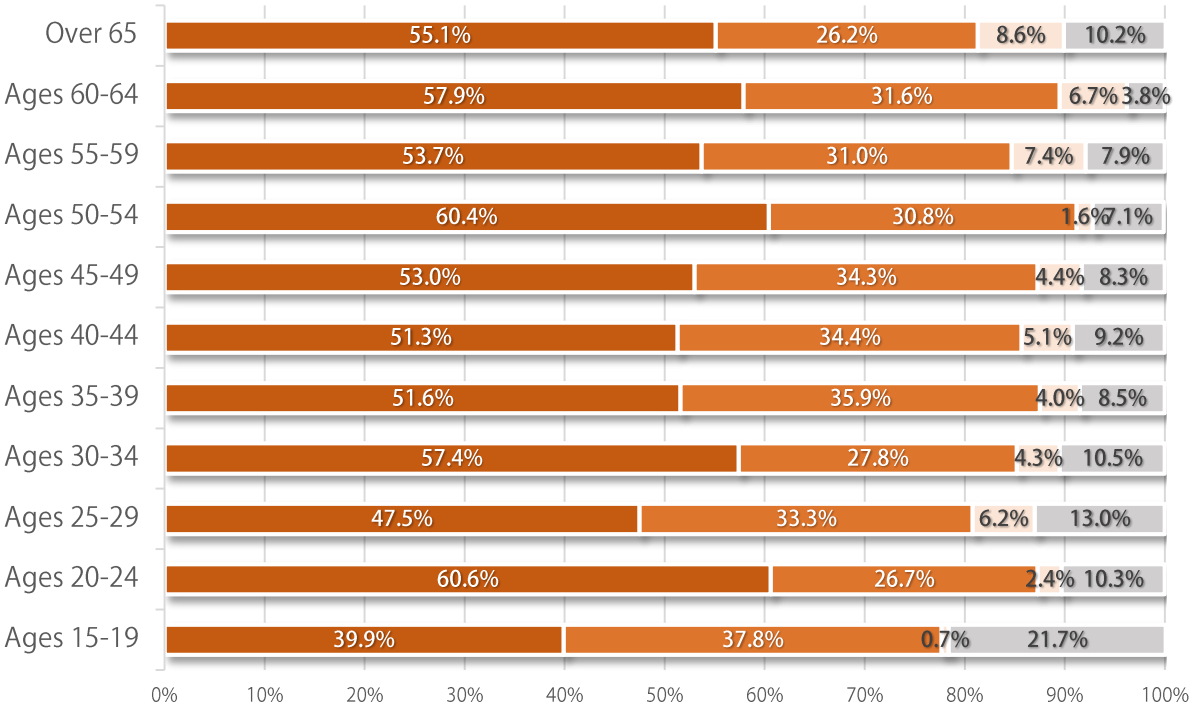
Q. Are you familiar with the GOOD DESIGN AWARD? [N=2,100]



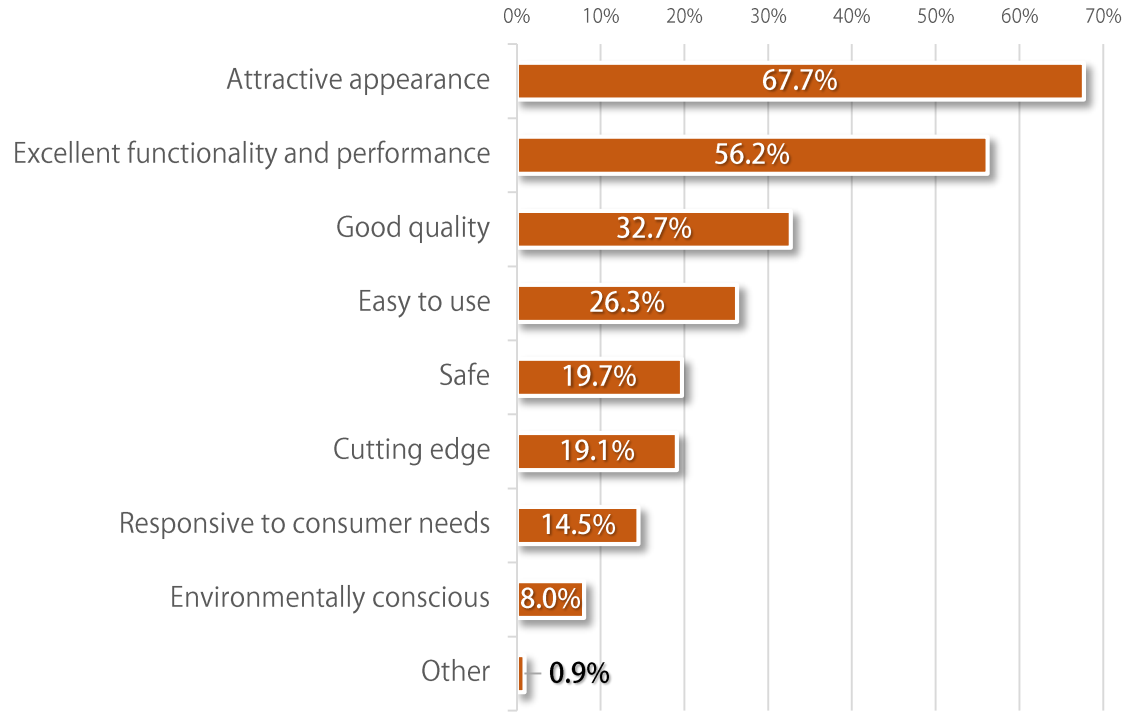

[By Gender]



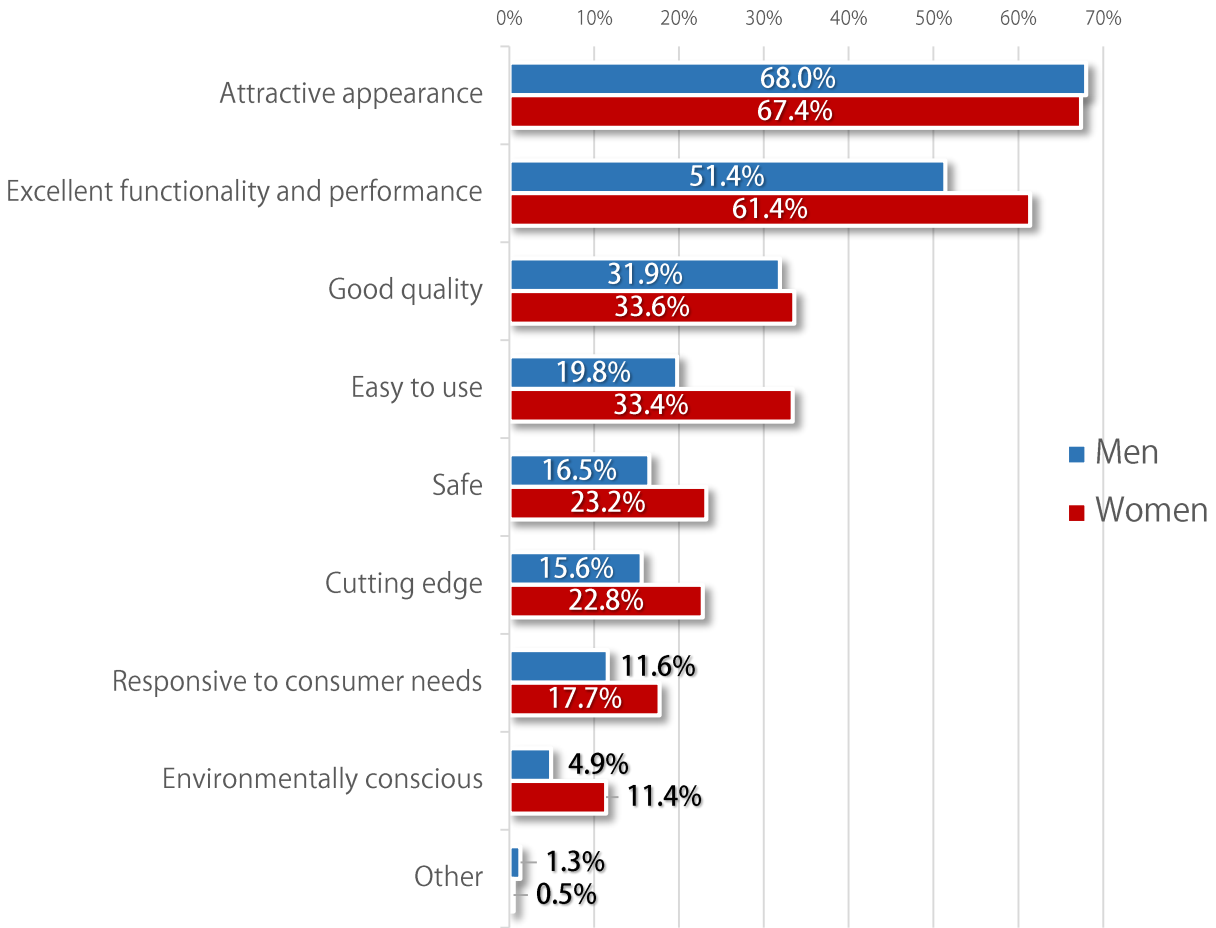

[By Age]



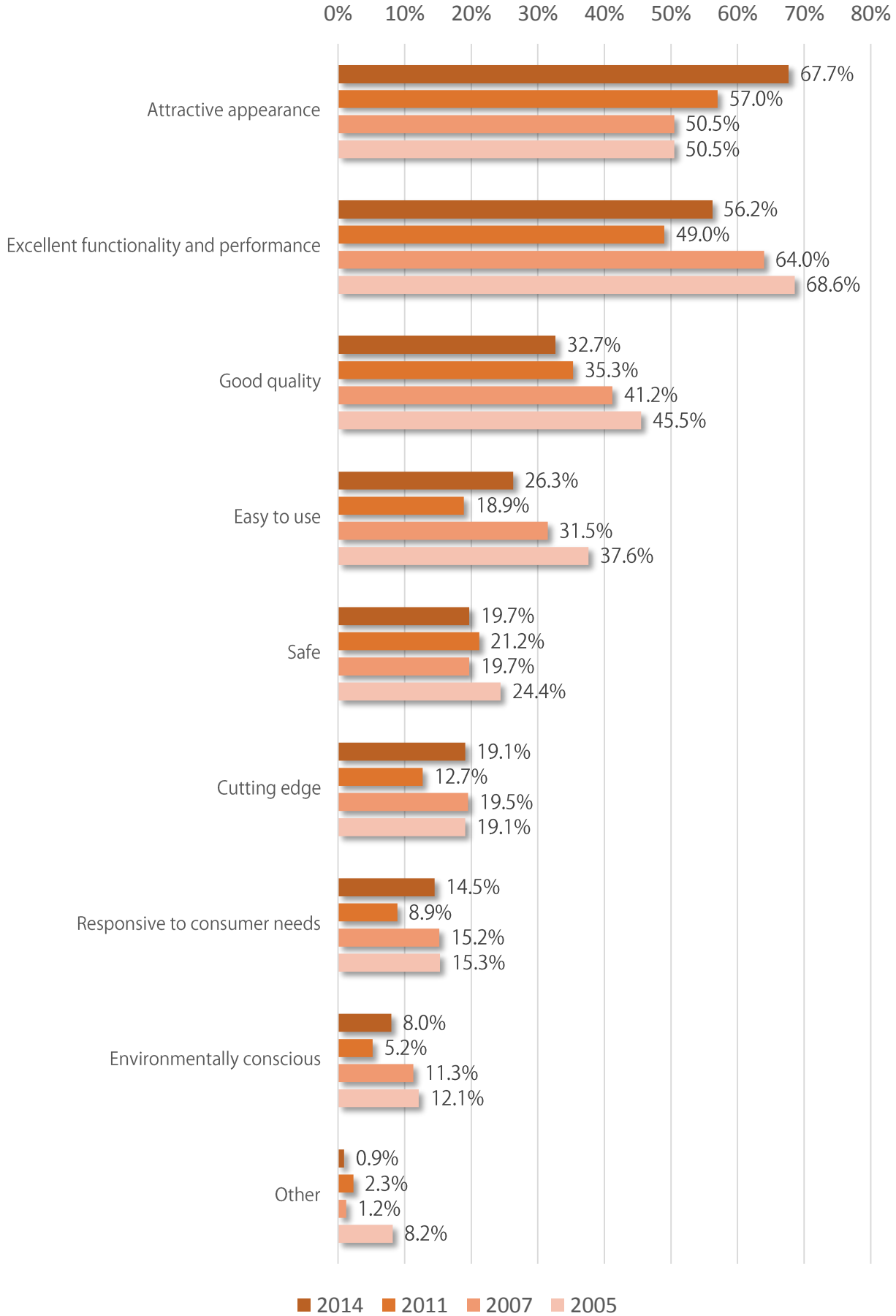
Q. What is your image of G Mark products? (Can choose multiple) [N=1,660]



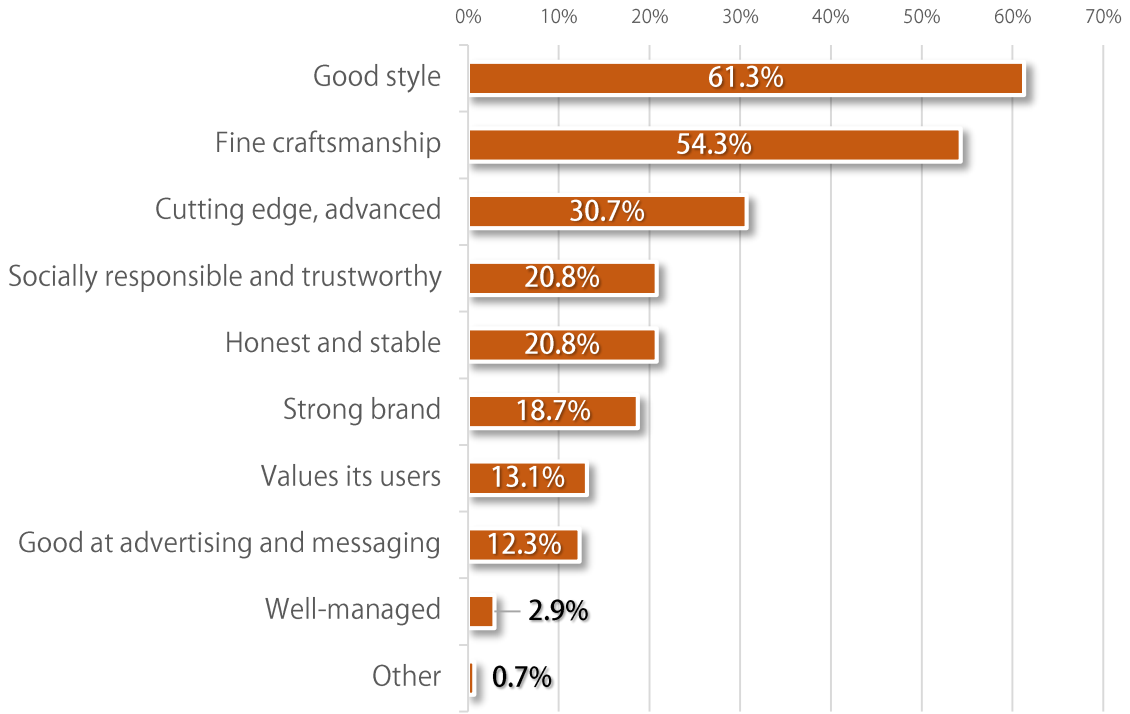

[By Gender]



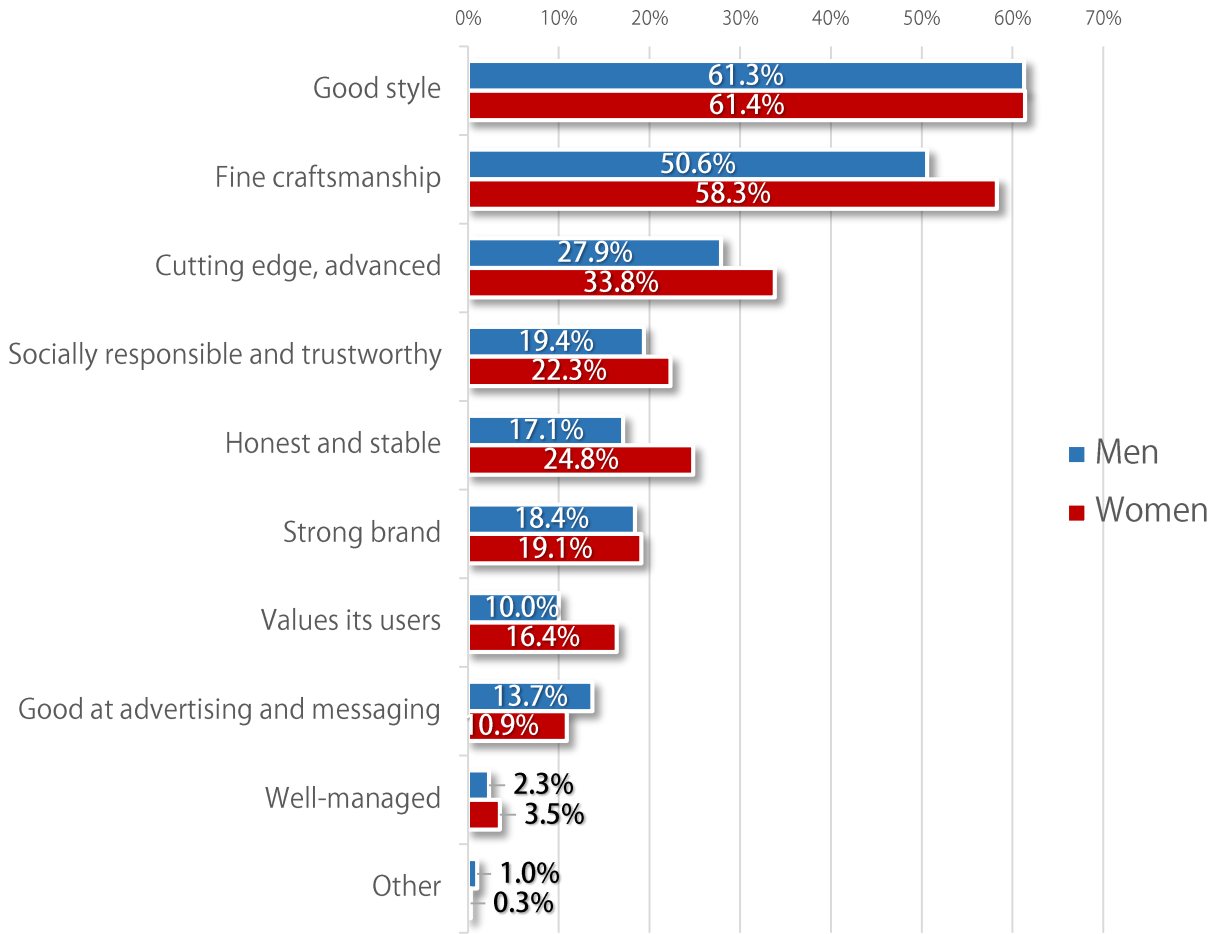
[Generational Changes]



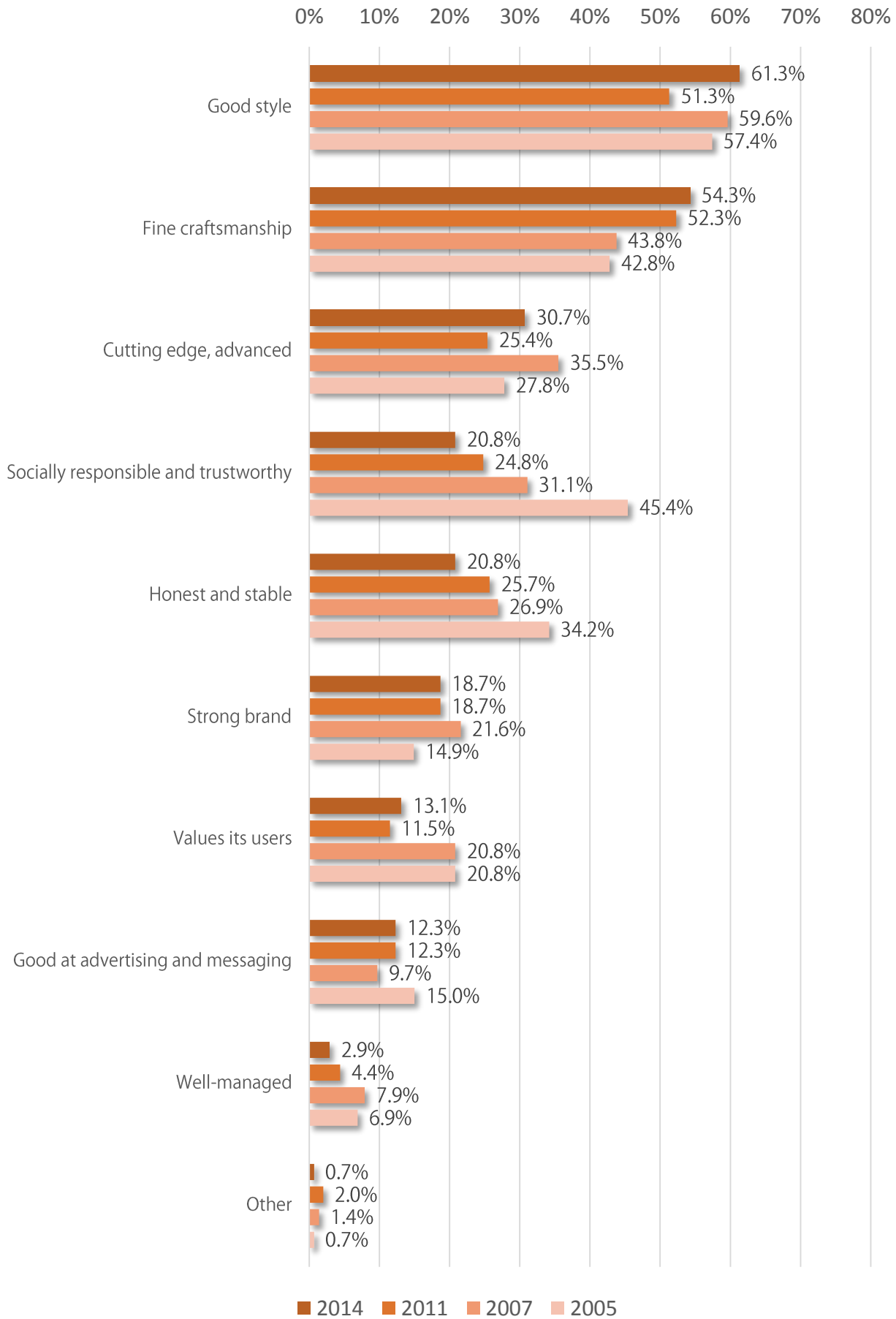
Q. What is your image of G Mark-awarded companies? (Can choose multiple) [N=1,660]



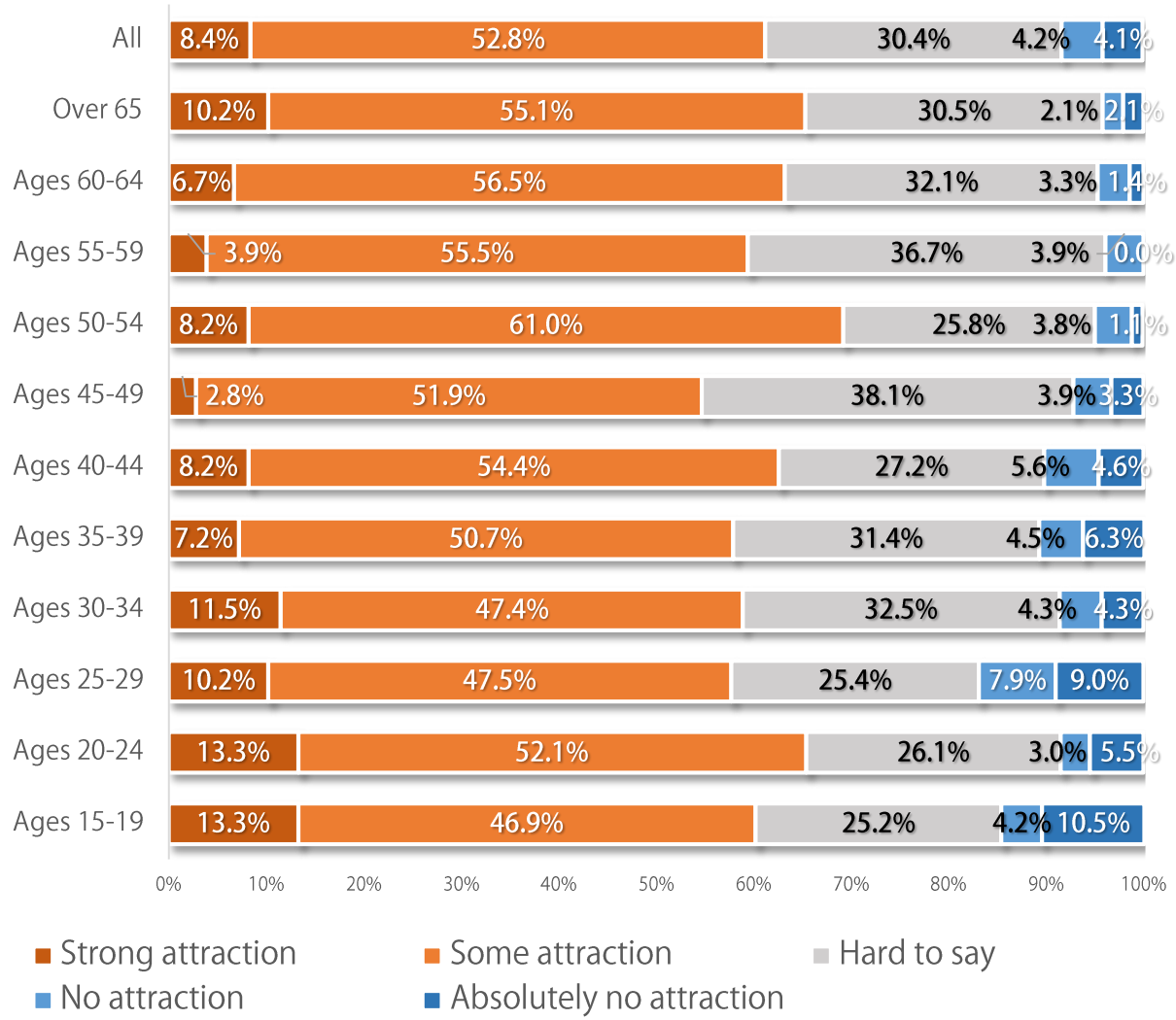

[By Gender]



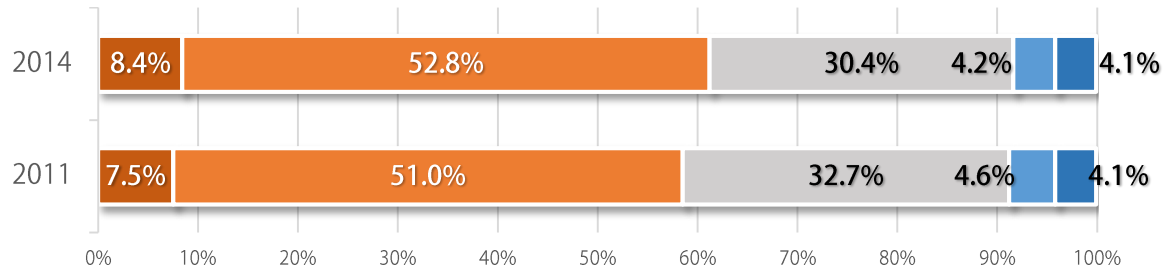
[Generational Changes]



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

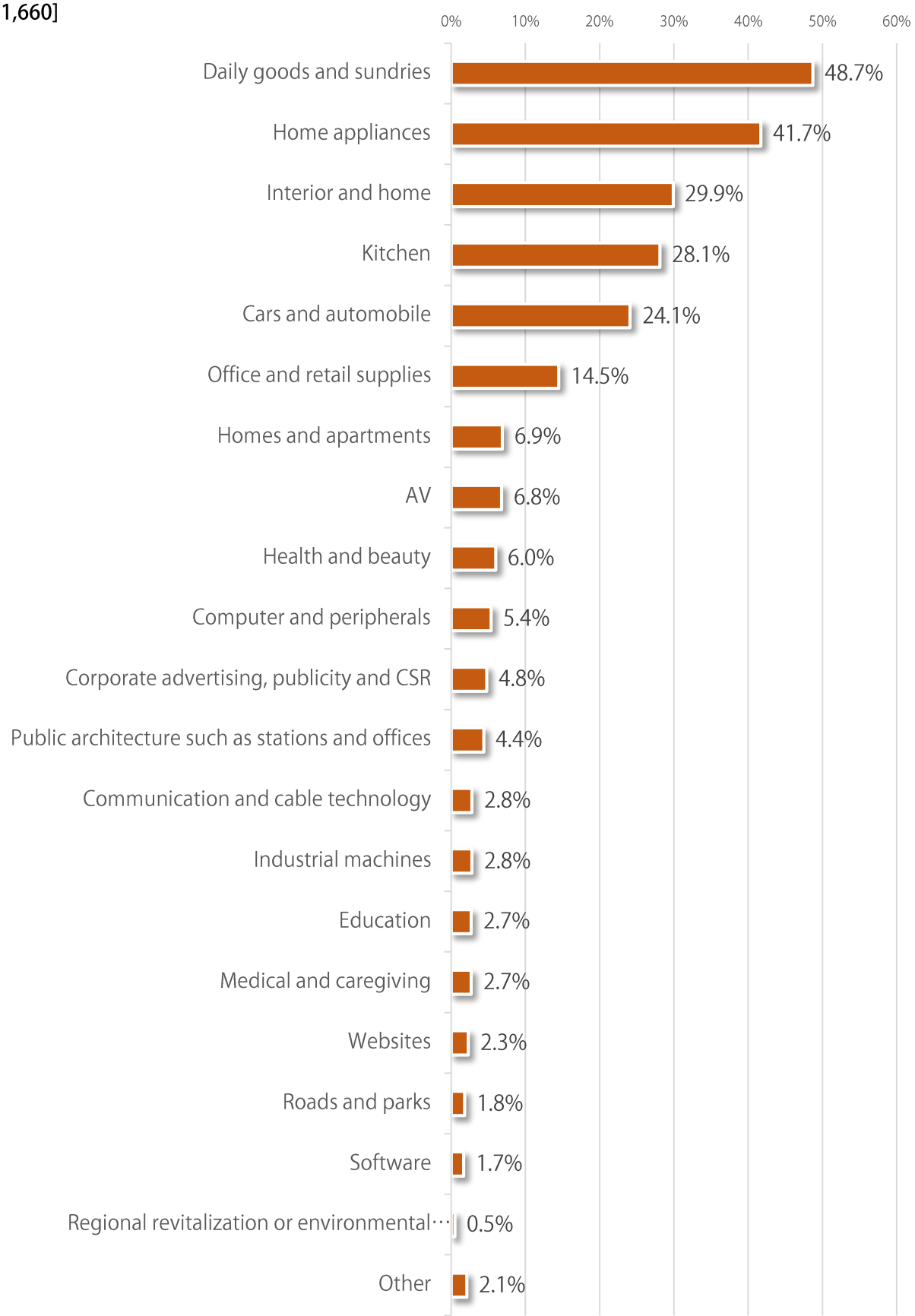



[Generational Changes]

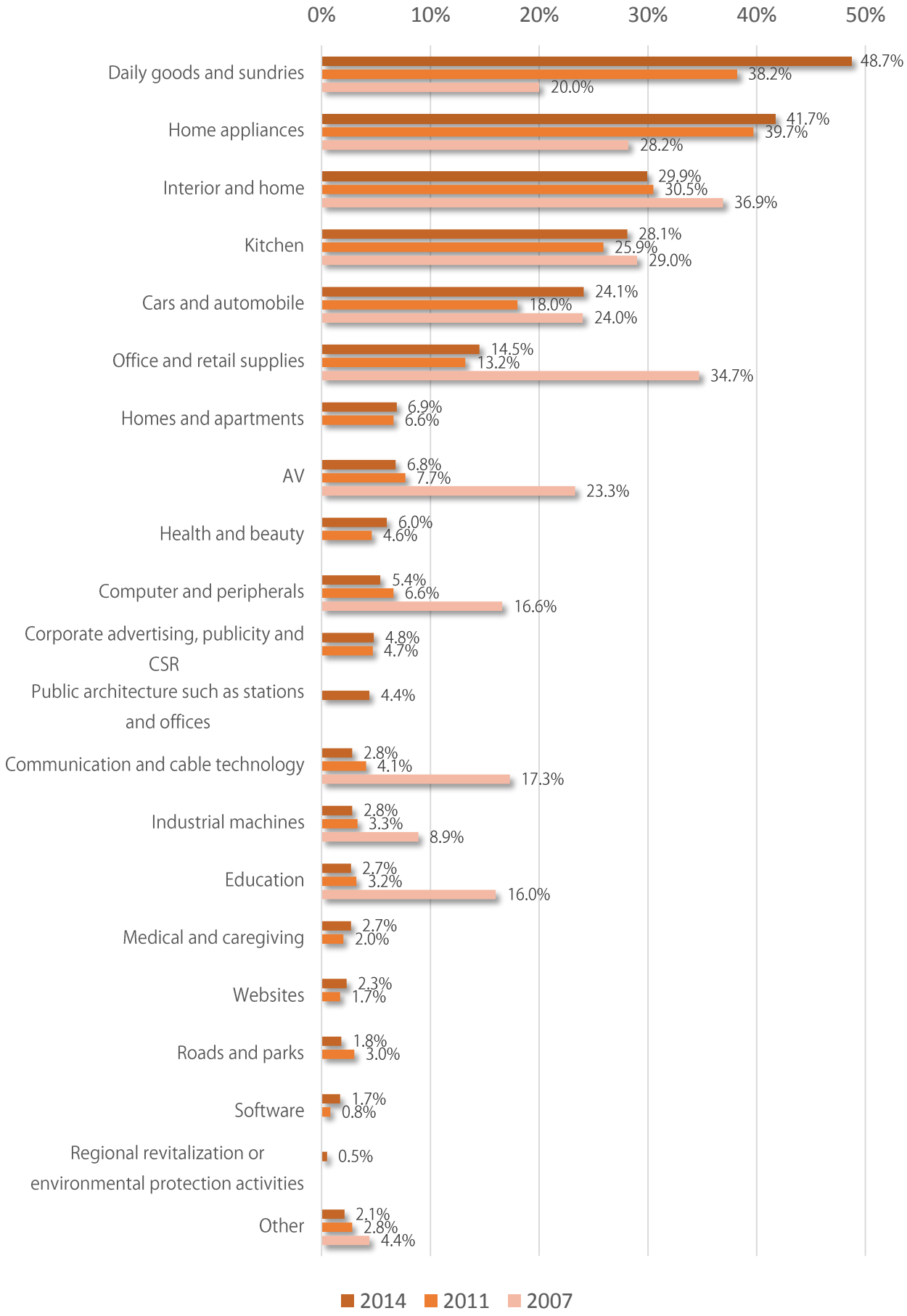


Q. Please select the product categories in which you often see the G Mark. (Can choose multiple)

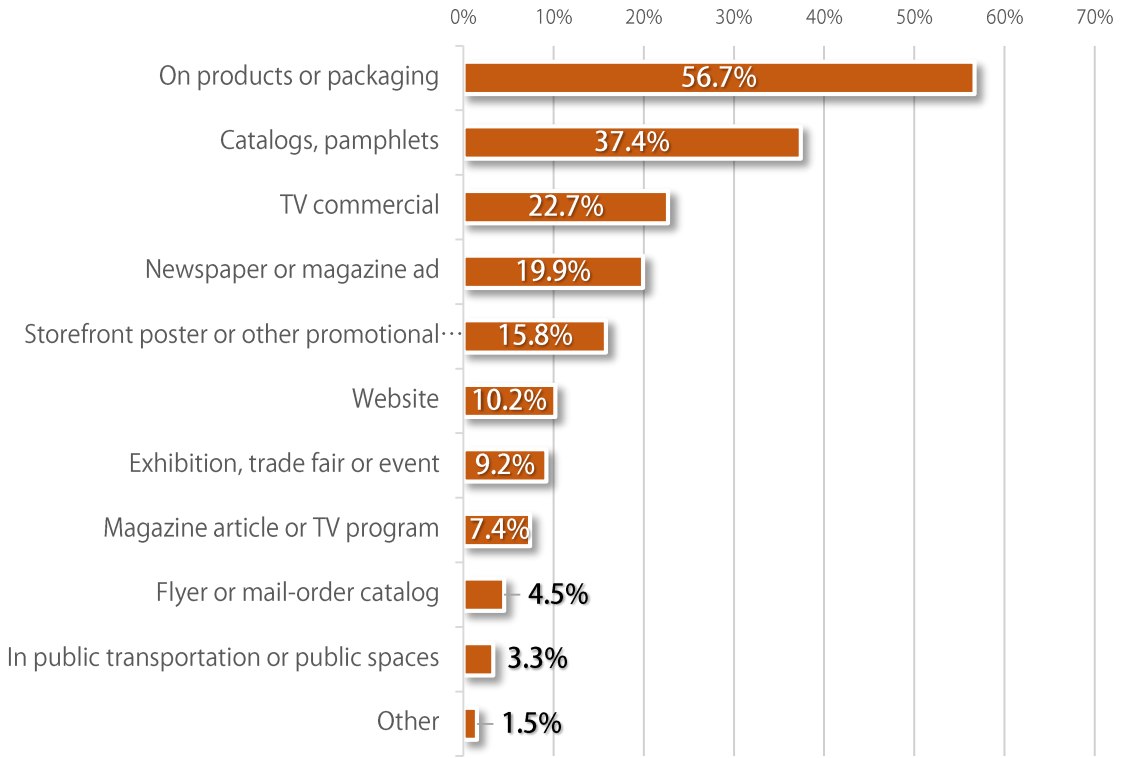
[N=1,660]



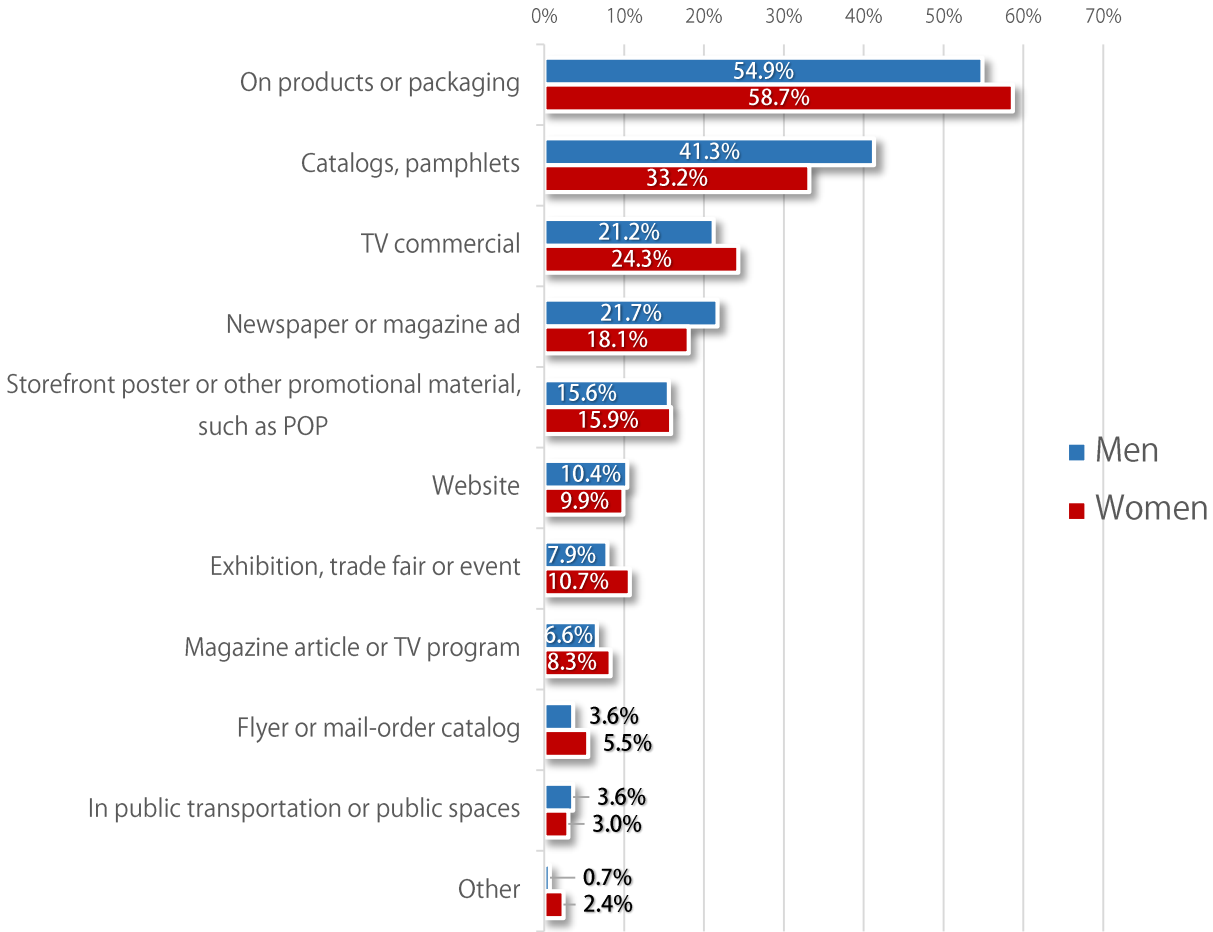
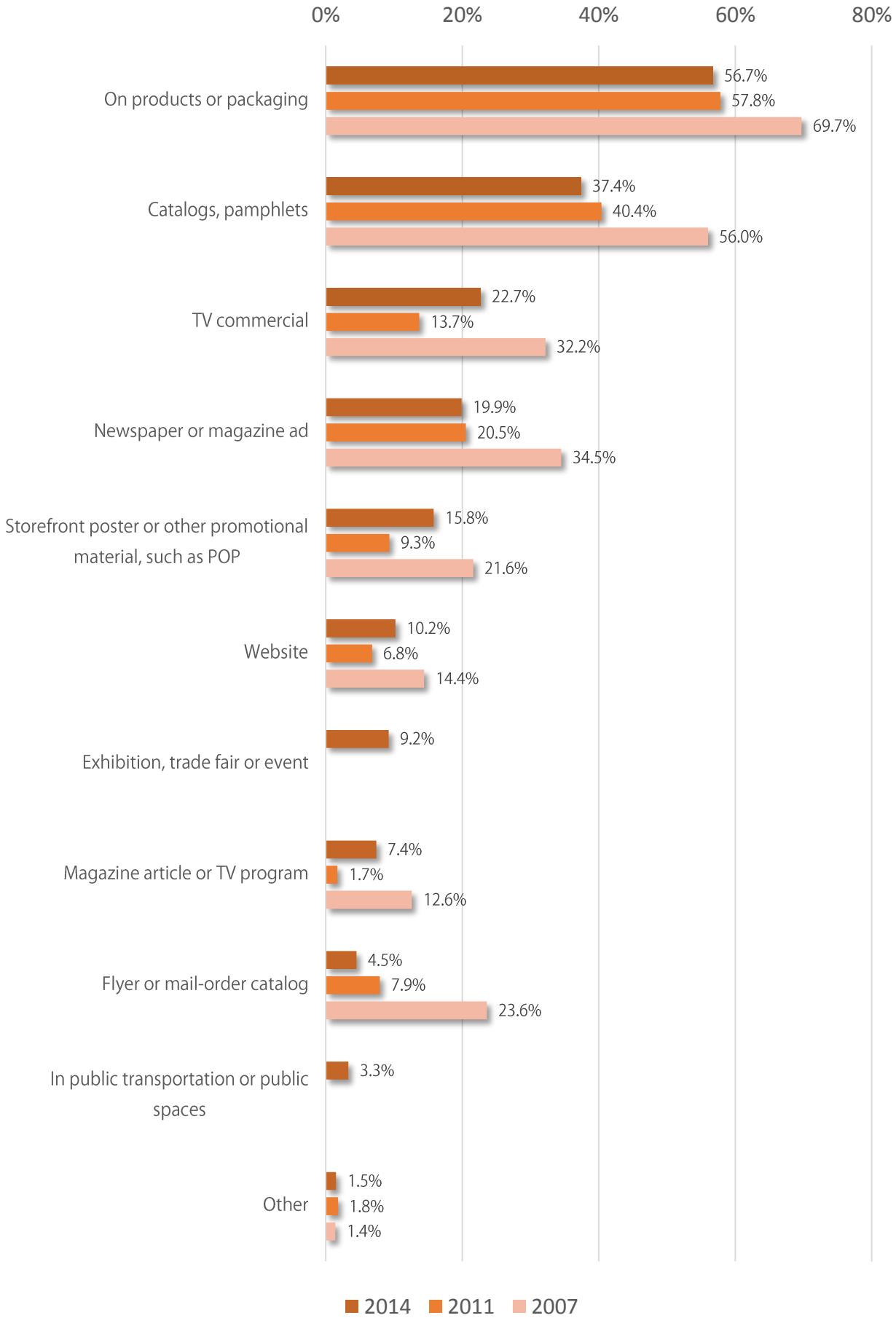
[Generational Changes]



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




[By Gender]



[Generational Changes]