

Survey of Design Awareness

(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

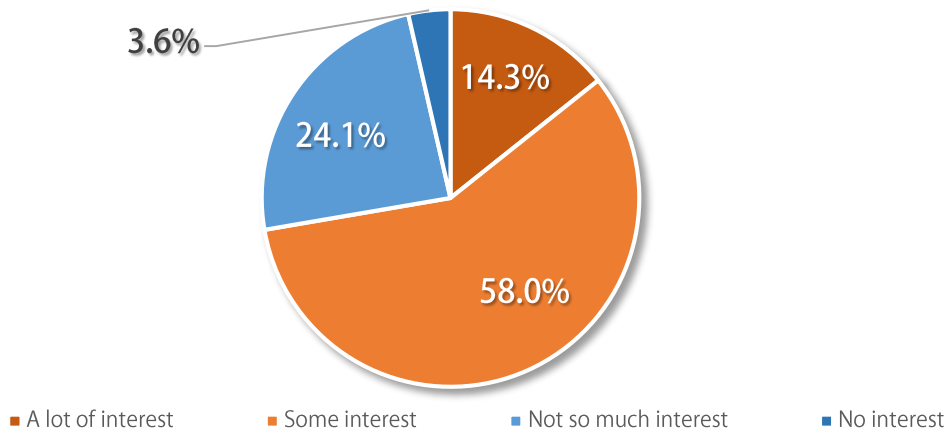
Survey Method : Online Questionnaire

Contact for inquiries about this survey

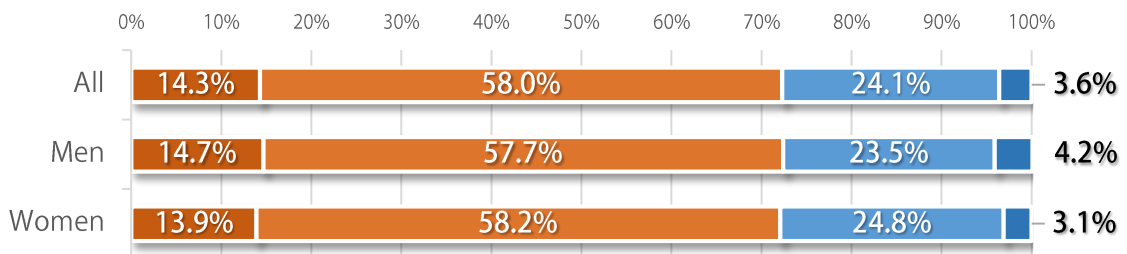
Good Design Award Office, Japan Institute of Design Promotion

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

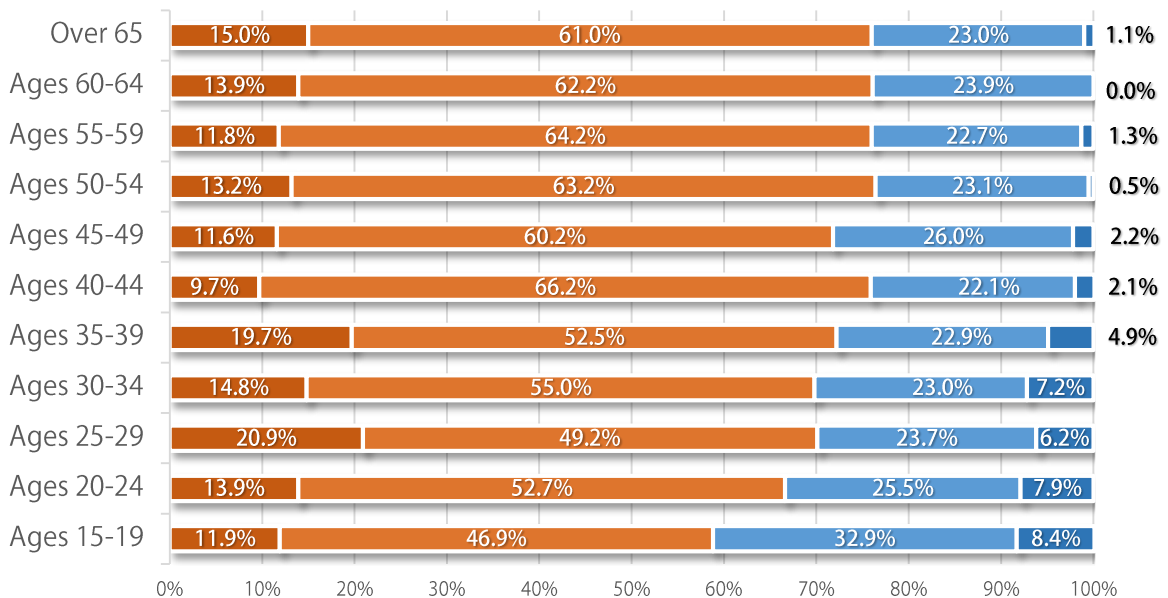
Q. How much interest do you have in design? [N=2,100]



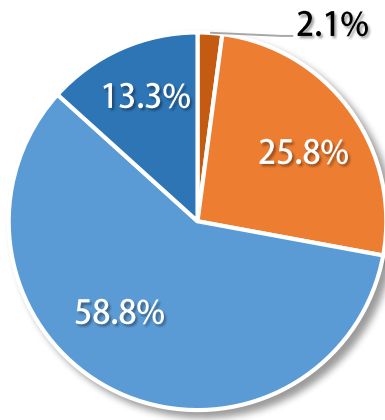
[By Gender]



[By Age]

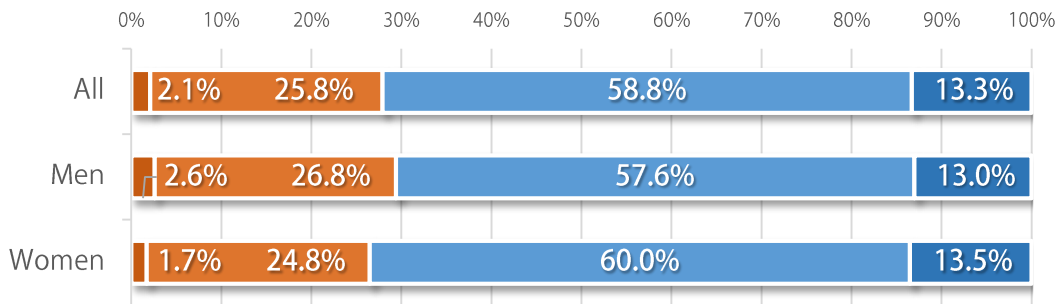


Q. How much knowledge do you have of design? [N=2,100]

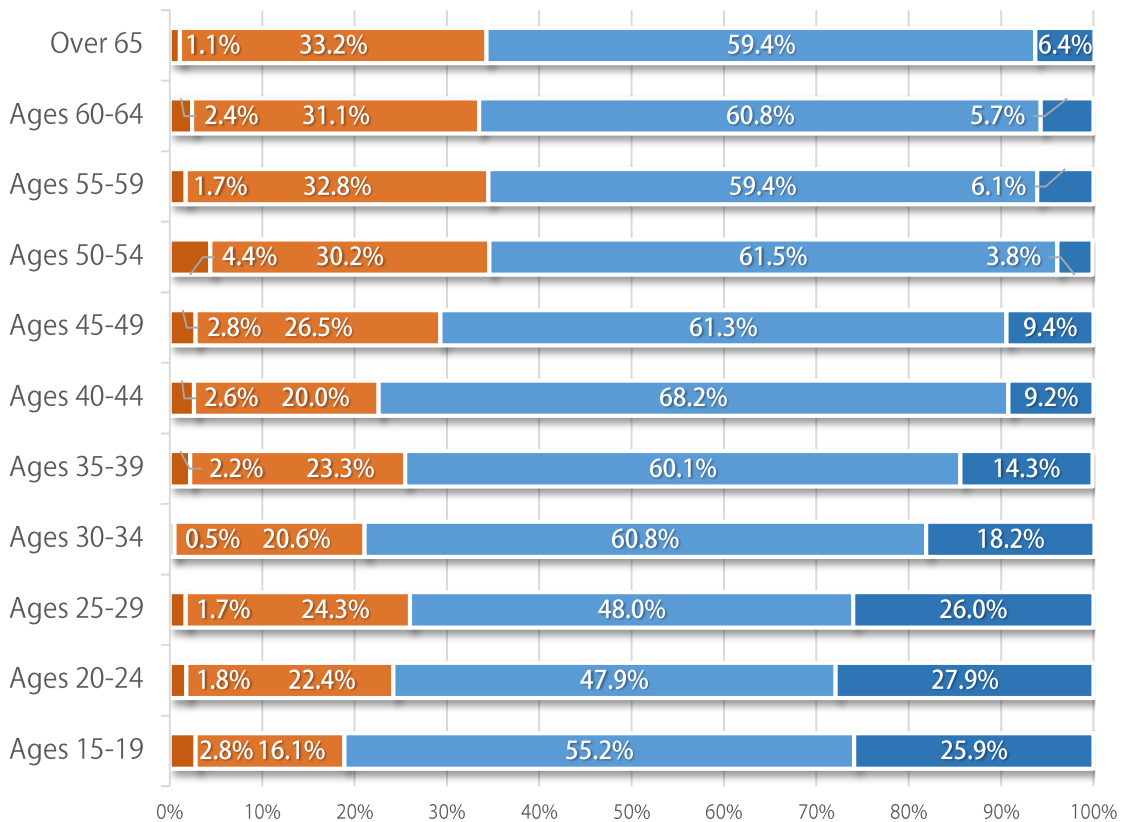


■ A lot of knowledge ■ A little knowledge ■ Almost no knowledge ■ No knowledge

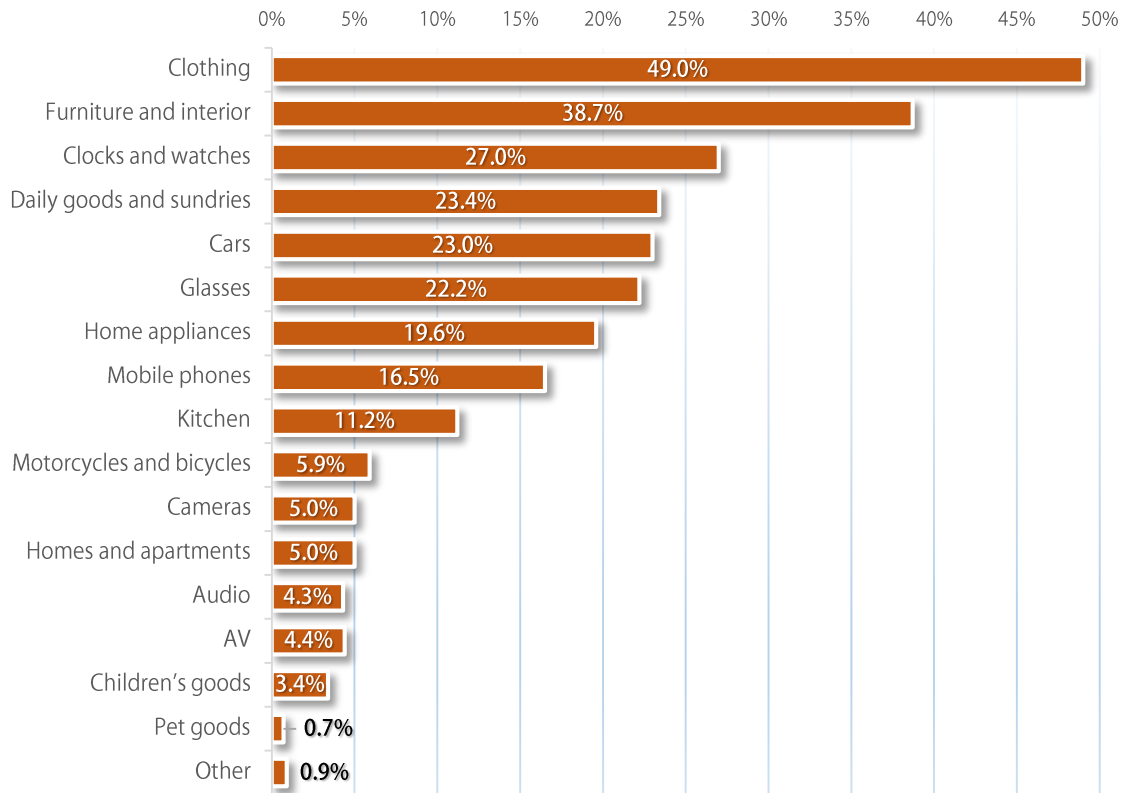
[By Gender]



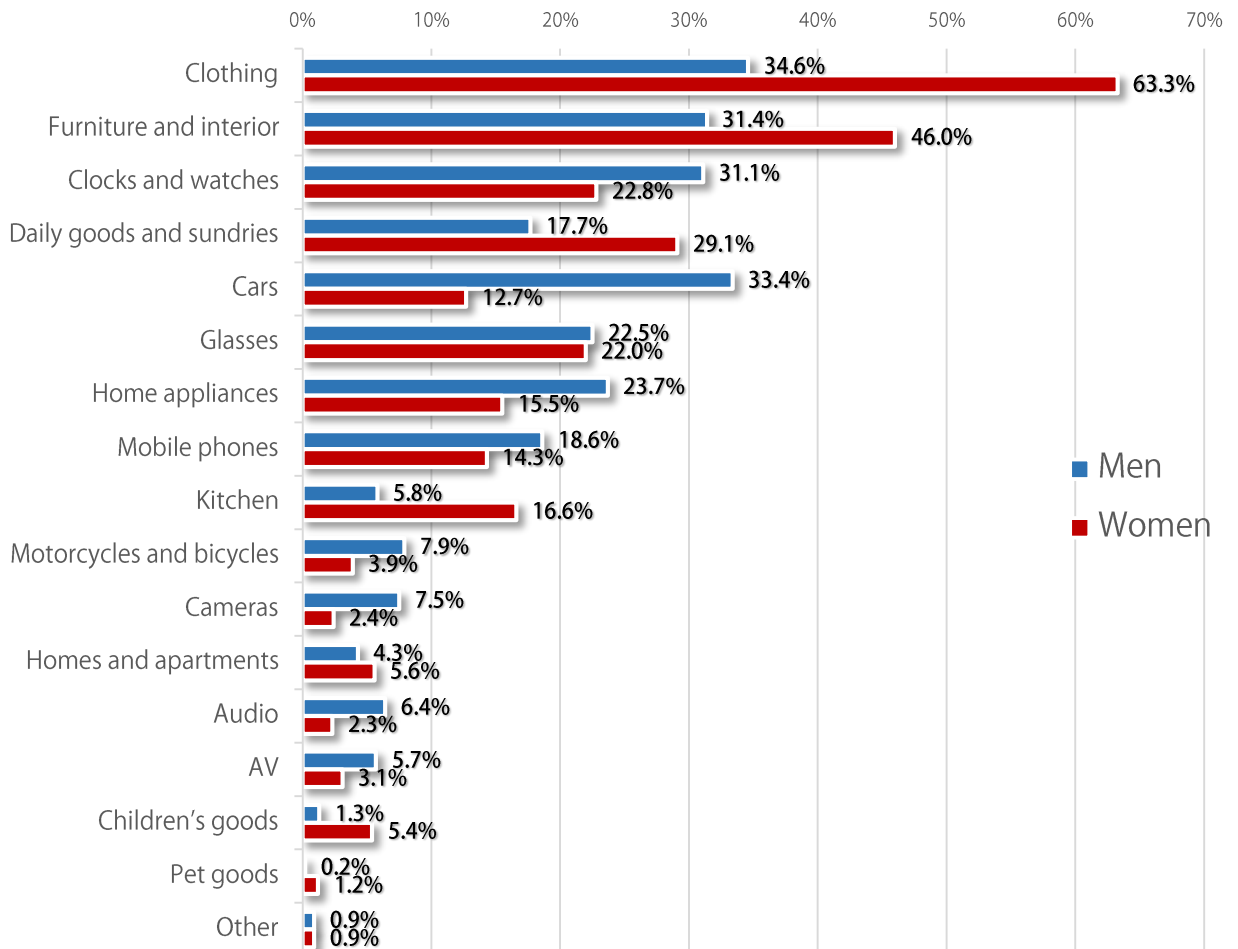
[By Age]



Q. Please indicate the 3 product categories in which you most consider the design to be important when making a decision to purchase. [N=2,100]



[By Gender]



[By Age]

