2024 디자인산업통계

DESIGN INDUSTRY STATISTICS OF KOREA

2023년 기준

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2024 DESIGN INDUSTRY STATISTICS OF KOREA

For Users

- This report contains the results of the **2024 Design Industry Statistics.**

- Statistics are for the year **2023 (January 1, 2023 to December 31, 2023).**

- The main targets of this survey are design-utilizing companies, professional design companies, central governments and municipalities.
  - Design-utilizing companies: Businesses that utilize design among companies corresponding to the Design Industrial Classification (excluding professional design companies, public and education sectors)
  - Professional design companies: Businesses corresponding to the Professional Design Industry per the Standard Industrial Classification

- Year-on-year improvements include improvements to the key metrics measuring formulas and the business survey table.
  - The survey tables for design-utilizing companies and professional design companies have changed, and details are available for users in "Improvements in the Survey Tables" on pg 2.

- All figures in the statistical tables are rounded, so the total of detailed items may not exactly match the sum.

- In the statistical tables in this report, the total of ratios for duplicate responses can exceed 100.0% as a percentage.

- The symbols used in the statistical tables have the following meanings:
  [0], [0.0]: less than the unit

- If the content of this report is reprinted or translated, the phrase "Reprinted or translated from page O of the 2024 Design Industry Statistics General Report" must be indicated.

Improvements for this year

I. Improvements in Survey Tables

Design-Utilizing Companies

Survey Items	Year-on-year Changes
Experience in utilizing generative AI services	• **Developing new items** - Add ‘Experience in utilizing generative AI technology’ - Add ‘Barriers to utilizing generative AI technology’ • **Reason for development** - With AI issues remaining at the fore, we are exploring whether and how AI is being utilized in the design industry based on cases.

Professional Design Companies

Survey Items	Year-on-year Changes
Experience in utilizing generative AI services	• **Developing new items** - Add ‘Experience in utilizing generative AI technology’ - Add ‘Barriers to utilizing generative AI technology’ • **Reason for development** - With AI issues remaining at the fore, we are exploring whether and how AI is being utilized in the design industry based on cases.

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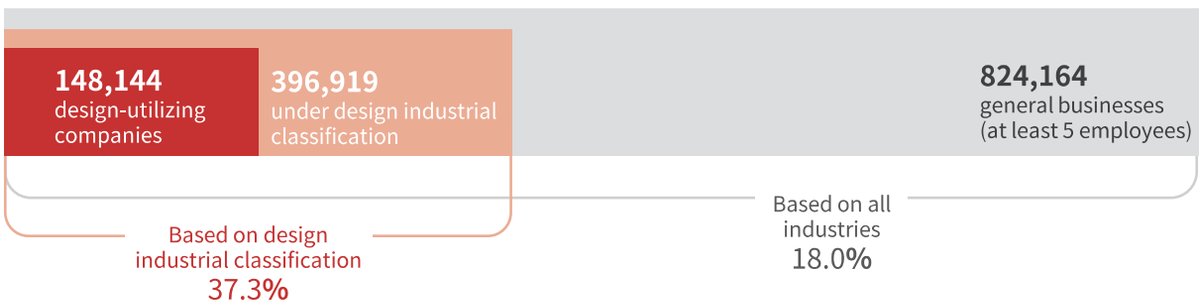
Medical Instrumentation
Application and Design

Медицинская документация

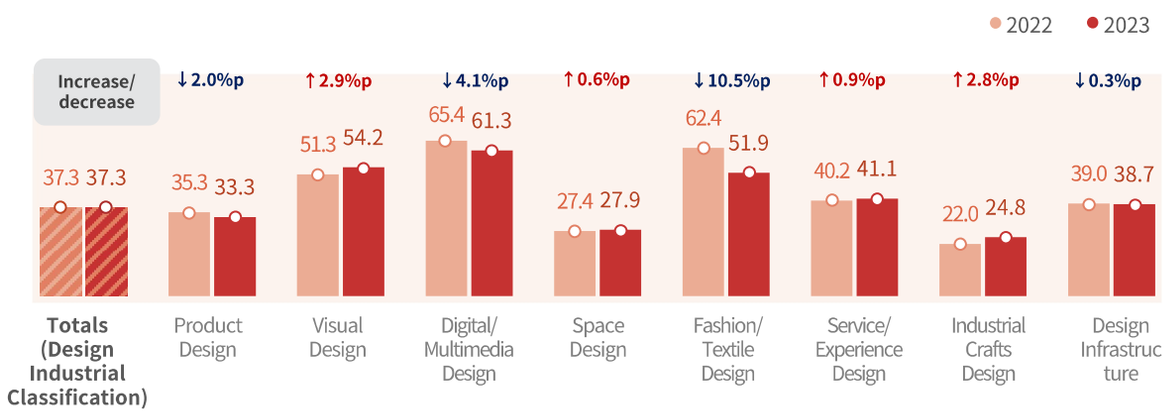
1. Design Utilization Rate

Status of Design Utilization

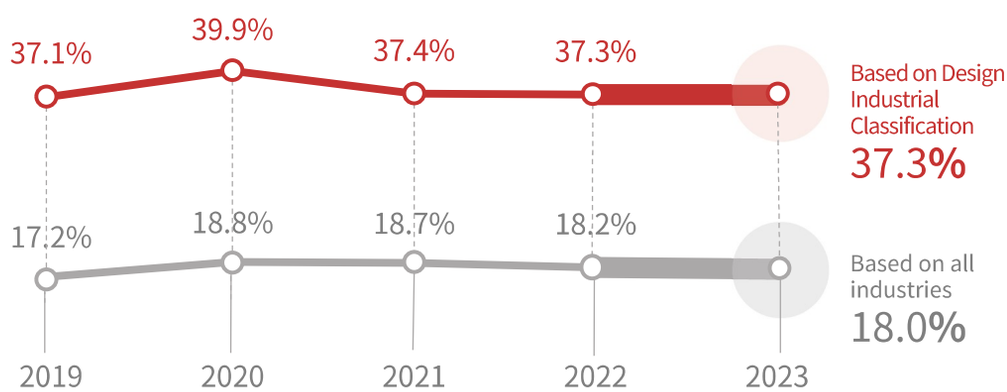
’23
148,144companies



Design Utilization Rate by Industry
(based on Design Industrial Classification)



Trends of the Design Utilization Rate
(Unit: %)



2. Scale of Design Industry & Workforce

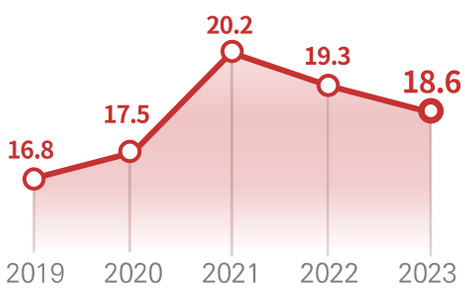
Design Industrial Scale

KRW **18.6** trillion
(KRW 19.3 trillion in '22)

Design-utilizing companies
KRW **12.8791** trillion
69.3%

Professional design companies
KRW **5.7178** trillion
30.7%

Trends of the Industrial Scale
(Unit : KRW trillion)



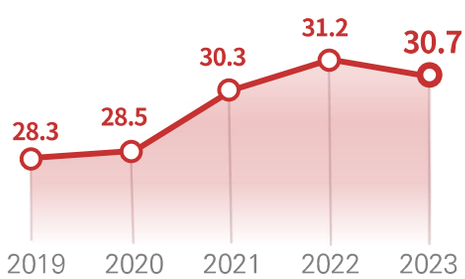
Design Workforce Scale

307,000 people
(people 31.2 trillion in '22)

Design-utilizing companies
274,420 people
89.5%

Professional design companies
32,124 people
10.5%

Trends of the Workforce Scale
(Unit : thousand persons)



Reference Statistics

Public sector	KRW 305.7 billion	'22 KRW 296.7 billion
Freelance designers	KRW 1.1252 trillion	'22 KRW 1,023.5 billion
Education sector	KRW 322 billion	'22 KRW 272.1 billion

Public sector	569 people	'22 470 people
Freelance designers	49,047 people	'22 43,297 people
Education sector	2,596 people	'22 2,228 people

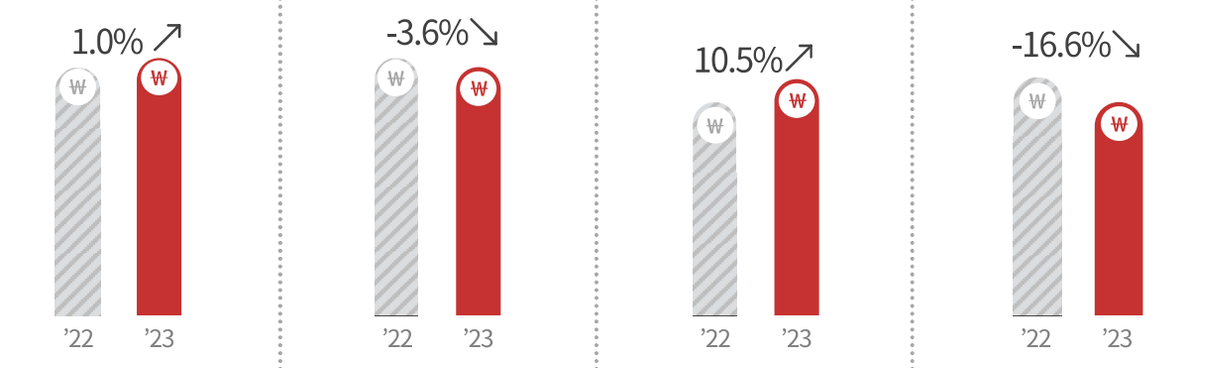
3. Industrial Scale of Design-Utilizing Companies

Industrial Scale of Design-Utilizing Companies

2022
KRW 12.9446 trillion
(average KRW 86.66 million)

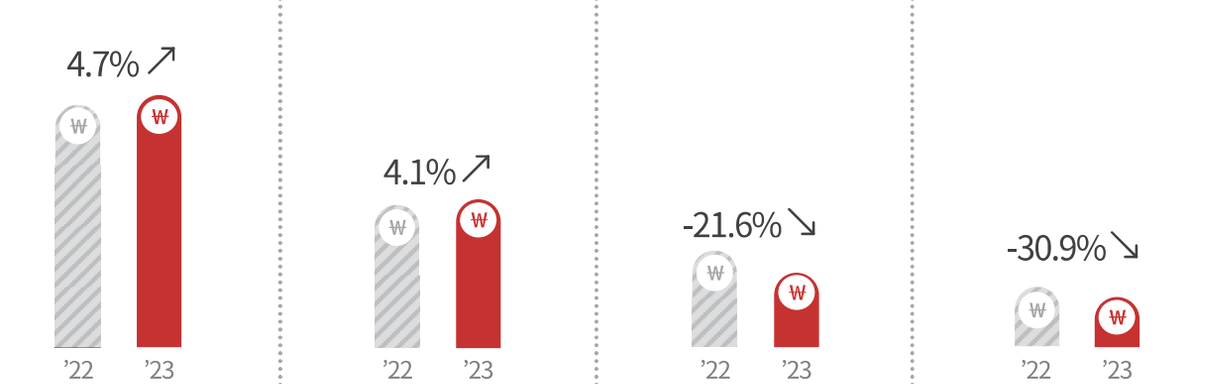
2023
KRW 12.8791 trillion
(average KRW 86.94 million)

Industrial scale by industry
(Unit : KRW trillion)



- Design Infrastructure KRW 2.801 trillion
- Product Design KRW 2.691 trillion
- Space Design KRW 2.5544 trillion
- Service/Experiential Design KRW 2.216 trillion

Industrial scale by business size
(Unit : KRW trillion)



- Small enterprise KRW 7.4444 trillion
- Medium enterprise KRW 3.7688 trillion
- Large enterprise KRW 1.1356 trillion
- Middle market enterprise KRW 0.5305 trillion

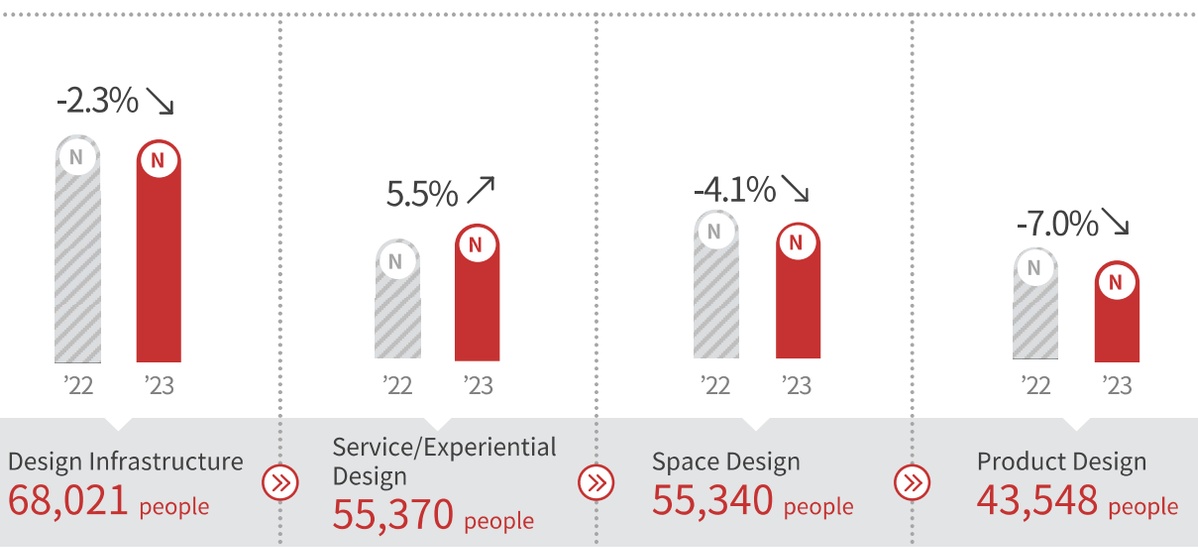
4. Workforce Scale of Design-Utilizing Companies

Workforce Scale of Design-Utilizing Companies

2022
279,773 people
(average 1.87 people)

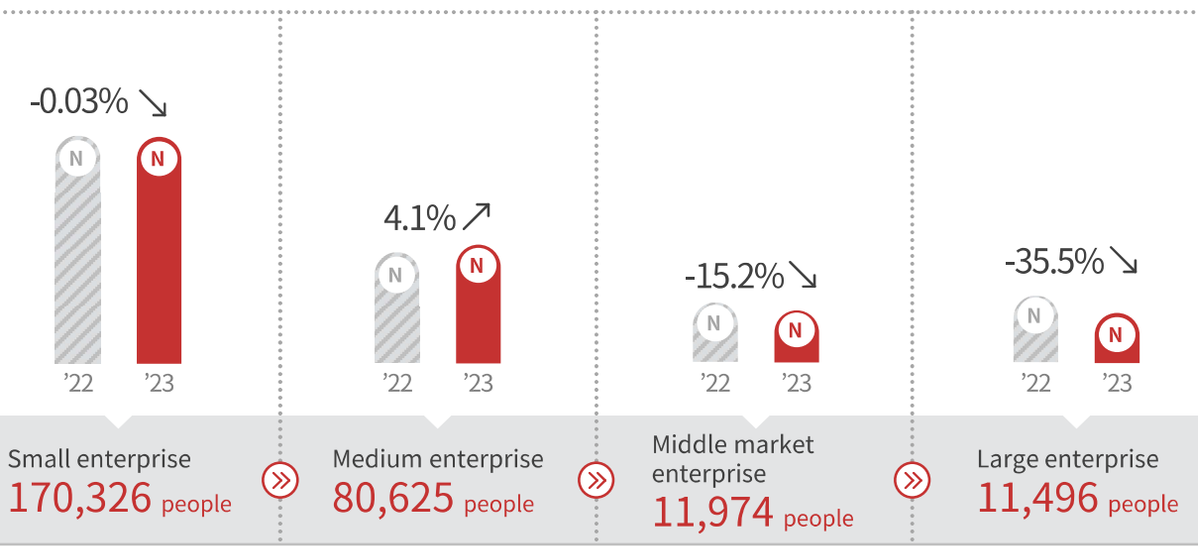
2023
274,420 people
(average 1.85 people)

Workforce scale by industry
(Unit : people)



Design Infrastructure	Service/Experiential Design	Space Design	Product Design
68,021 people	55,370 people	55,340 people	43,548 people

Workforce scale by business size
(Unit : people)



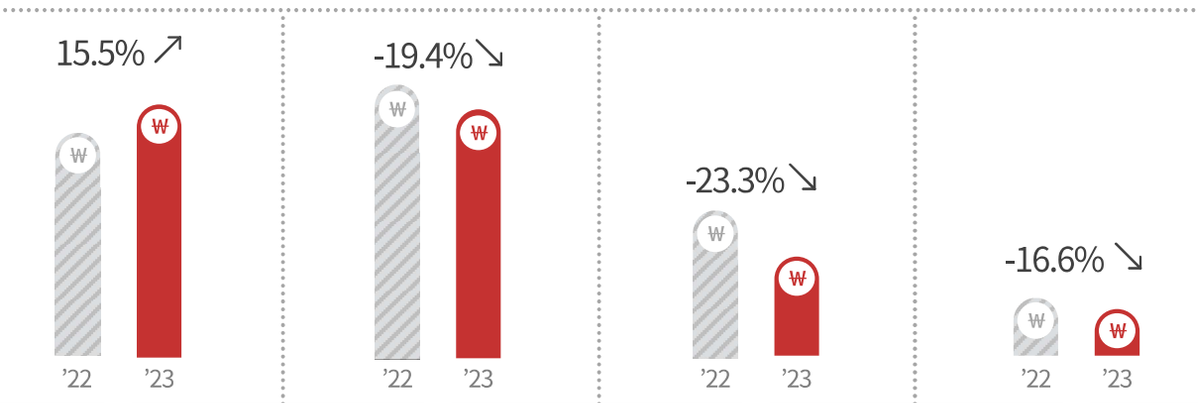
Small enterprise	Medium enterprise	Middle market enterprise	Large enterprise
170,326 people	80,625 people	11,974 people	11,496 people

5. Industrial & Workforce Scale of Professional Design Companies

Industrial Scale of Professional Design Companies

2022
KRW 6.3271 trillion
(average KRW 311.83 million)

2023
KRW 5.7178 trillion
(average KRW 285.26 million)



Interior Design
KRW 2.1347 trillion

Visual Design
KRW 2.0307 trillion

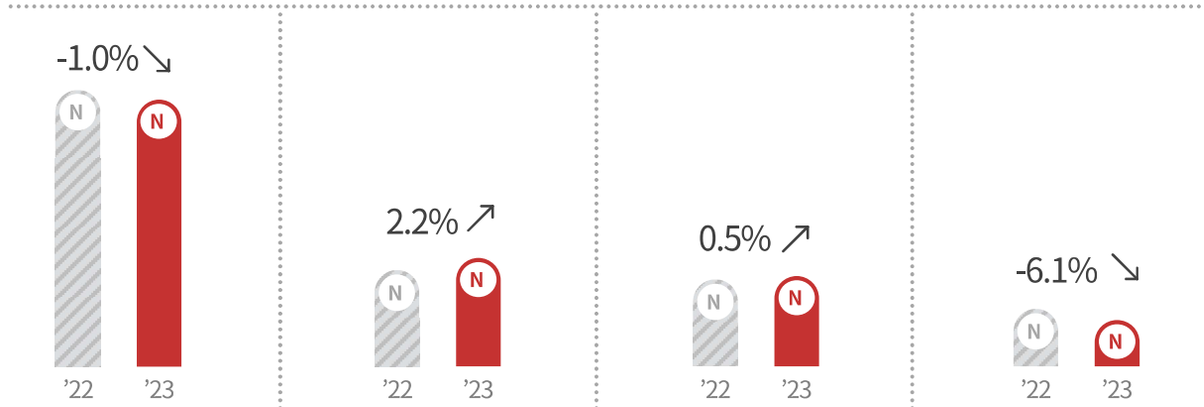
Product Design
KRW 0.9368 trillion

Fashion, Textiles & Other
KRW 0.6157 trillion

Workforce Scale of Professional Design Companies

2022
32,279 people
(average 1.59)

2023
32,124 people
(average 1.60)



Visual Design
16,040 people

Interior Design
7,191 people

Product Design
6,064 people

Fashion, Textiles & Other
2,830 people

6. Scale of Public Sector

Public Sector Design Dedicated Department Budget

2023

KRW **251.1** billion

(KRW 248.7 billion in '22)

Central government Design budget KRW **84.2** billion

Municipalities Design budget KRW **166.9** billion

Public Sector Design Dedicated Department Workforce

2023

569 people

(470 people in '22)

Central government Design workforce **51** people

Municipalities Design workforce **518** people

Central Government

19 Ministries("Bu")

Ministry of Employment and Labor, Ministry of Science and ICT, Ministry of Education, Ministry of Patriots and Veterans Affairs, Ministry of National Defense, Ministry of Land, Infrastructure and Transport, Ministry of Economy and Finance, Ministry of Agriculture, Food and Rural Affairs, Ministry of Culture, Sports and Tourism, Ministry of Justice, Ministry of Health and Welfare, Ministry of Trade, Industry and Energy, Ministry of Gender Equality and Family, Ministry of Foreign Affairs, Ministry of SMEs and Startups, Ministry of Unification, Ministry of Oceans and Fisheries, Ministry of the Interior and Safety, Ministry of Environment

5 ministries("Cheo")

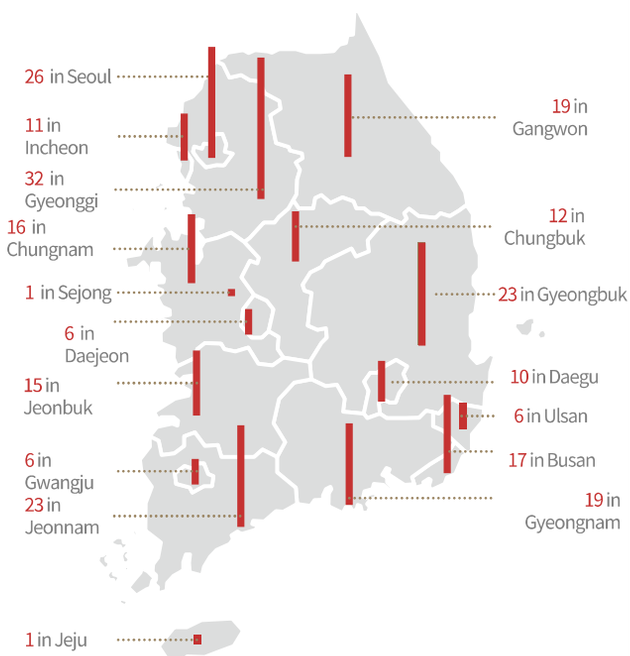
Corruption Investigation Office for High-ranking Officials, Presidential Security Service, Ministry of Government Legislation, Ministry of Food & Drug Safety, Ministry of Personnel Management

18 public administrations, agencies, offices

Prosecutor's Office, National Police Service, Customs Service, National Tax Service, Korea Meteorological Administration, Rural Development Administration, Cultural Heritage Administration, Defense Acquisition Program Administration, Military Police Service, Forest Service, Saemangeum Development & Investment Agency, Fire Service, Public Procurement Service, Korea Centers for Disease Control & Prevention, Korea Statistics Service, Korean Intellectual Property Office, Korea Coast Guard, National Agency for Administrative City Construction

33 out of 42 completed survey

Municipalities



235 out of 243 completed survey

7. Scale of Freelance Designers

Number of Freelance Designers

2023

49,047 people

(43,297 people in '22)

Designer (Code 285) status from the 2nd half of '23 Regional Employment Survey results

Self-employed designers without employees

49,047 people (17.7%)

Other than the self-employed without employees

(commercial, temporary, & daily laborers, self-employed with employees, and unpaid family workers)

227,601 people (82.3%)

Market Scale of Freelance Designers

2023

KRW **1.1252** trillion

(KRW 1,025.5 billion in '22)

Number of freelance designers

49,047 people

Average monthly wage of self-employed designers without employees

KRW **1,912,000**

12 months

8. Scale of Higher Education

Annual Salary of Design Department Faculty, etc.

2023

KRW 322 billion

(KRW 272.1 billion in '22)

Annual salary of design department faculty

KRW 292.6 billion in '23

(4-year university) Design Department's Research Cost

KRW 27.8 billion

(Community college) Design department's research cost

KRW 1.6 billion

Number of Design Department Faculty

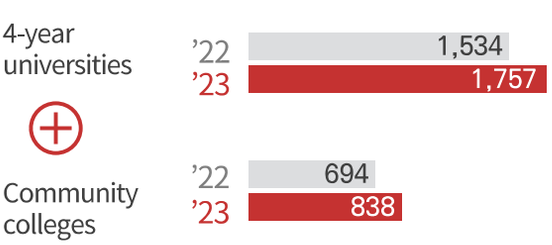
2023

2,596 people

(2,228 people in '22)

Number of design department faculty

The total of the number of full-time professors, associate professors, assistant professors, & non-full-time faculty at four-year universities (graduate schools) & community colleges

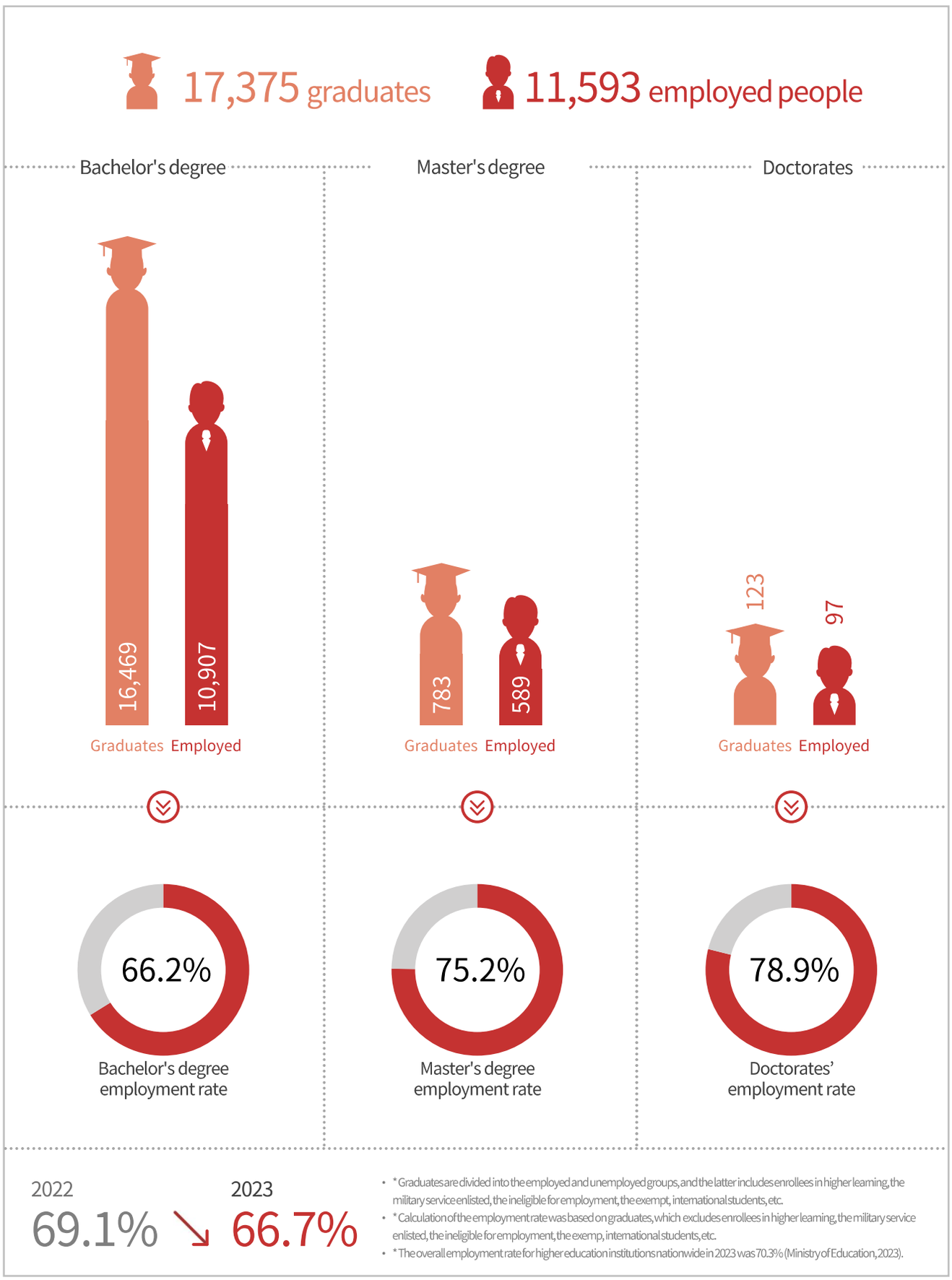


2,228 people in '22

2,596 people in '23

+ 368 people

9. Employment Rate



- * Graduates are divided into the employed and unemployed groups, and the latter includes enrollees in higher learning, the military service enlisted, the ineligible for employment, the exempt, international students, etc.
- * Calculation of the employment rate was based on graduates, which excludes enrollees in higher learning, the military service enlisted, the ineligible for employment, the exemp, international students, etc.
- * The overall employment rate for higher education institutions nationwide in 2023 was 70.3% (Ministry of Education, 2023).

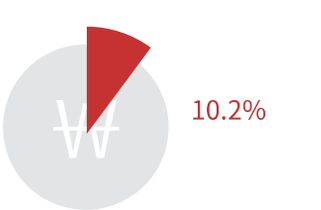
10. Economic Value of Design Field

Economic Value of Design Field

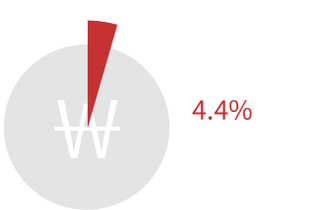
KRW 159.9 trillion (KRW 178.4 trillion in '22)

Economic value of design =
Revenue of businesses in the Design Industrial Classification x Ratio of value-added x Design contribution

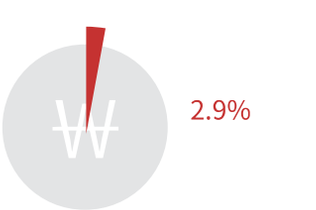
Product Design
KRW 16.3 trillion



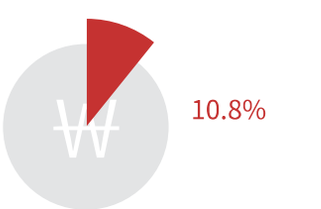
Visual Design
KRW 7.1 trillion



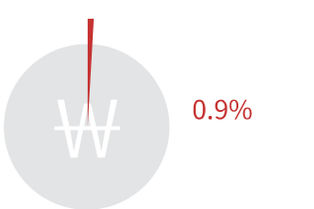
Digital/Multimedia Design
KRW 4.7 trillion



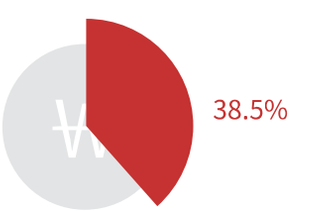
Space Design
KRW 17.3 trillion



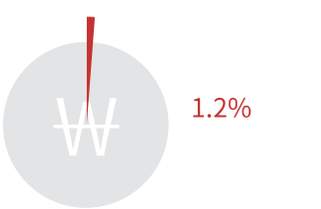
Fashion/Textile Design
KRW 1.4 trillion



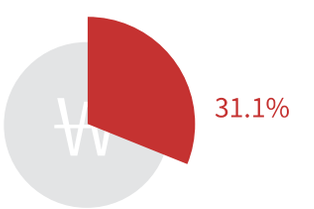
Service/Experiential Design
KRW 61.5 trillion



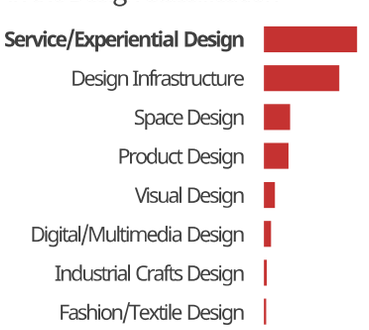
Industrial Crafts Design
KRW 1.9 trillion



Design Infrastructure
KRW 49.7 trillion



Economic Value Ranking in the Design Classification



Part. 1

Outline of Survey

01. Survey Design
02. Concepts & Terminology
03. Respondent Characteristics
04. Relative Standard Errors of Key Items

Medical Instrumentation
Application and Design

01 Survey Design

1. Survey Purpose

- The purpose is to establish objective and reliable data to determine the current state of the design industry, respond to user demand, and provide basic data for establishing design policies and strategies for the central government, municipalities, industries, academia, etc.

2. Survey Basis

- Article 20, Paragraph 3 of the Enforcement Decree of the Industrial Design Promotion Act
- Approval statistics under Article 18 of the Statistics Act (No. 115026)

3. Survey History

- 1997 : Conducted the Design Census Study and the first Design Industry Statistics Survey in Korea
- 2002 : Conducted the 2nd Design Census Study
- 2005 : Conducted the 2005 Design Industry Statistics of Korea, changed the statistical name, and changed to a biennial survey
- 2007 : Conducted the 2007 Design Industry Statistics of Korea, changed the statistical name, and designated the survey as nationally certified statistics
- 2009 : Conducted the 2009 Design Industry Statistics of Korea
- 2011 : Conducted the 2011 Design Industry Statistics of Korea
- 2013 : Conducted the 2013 Design Industry Statistics of Korea, changed to an annual survey, established the special classification of design industry (8 major classifications)
- 2014 : Conducted the 2014 Design Industry Statistics of Korea
- 2015 : Conducted the 2015 Design Industry Statistics of Korea
- 2016 : Conducted the 2016 Design Industry Statistics of Korea
- 2017 : Conducted the 2017 Design Industry Statistics of Korea
- 2018 : Conducted the 2018 Design Industry Statistics of Korea
- 2019 : Conducted the 2019 Design Industry Statistics of Korea
- 2020 : Conducted the 2020 Design Industry Statistics of Korea and changed the statistical name
- 2021 : Conducted the 2021 Design Industry Statistics of Korea
- 2022 : Conducted the 2022 Design Industry Statistics of Korea and changed the statistical name
- 2023 : Conducted the 2023 Design Industry Statistics of Korea, changed key index measurement formula
- 2024 : Conducted the 2024 Design Industry Statistics of Korea, selection of excellent institutions for quality control of national statistics

4. Survey Period & Target Period

- Survey Duration

General & design-utilizing companies	:	Sept. 12, 2024 – Nov. 22, 2024
Professional design companies	:	Sept. 12, 2024 – Nov. 22, 2024
Public sector	:	Sept. 12, 2024 – Nov. 22, 2024

- Survey target period : Jan. 1, 2023. – Dec. 31, 2023

5. Survey Target & Scope

Survey	Desk Research
• Investigation of general company design utilization • Survey of Design-Utilizing Companies among general companies • Survey of professional design companies • Survey of the central government & municipalities	• The status of design-related education facilities • Estimate the economic value of design - Calculate the value-added ratio by the Design Industrial Classification

6. Survey Items

Item	Details	
Survey of design utilization	• Design department status as of December 2023 • Working status of designers as of December 2023 • Experience with commissioning professional design companies or freelancers for design development within the recent two years (Jan. 1, 2022 – Dec. 31, 2023) • Status of being a middle market enterprise	
Survey of design-utilizing companies	• General status of the business • Design investment performance • Design stature & contributions • Government policy & demand for support • Design trend-related questions	• Design utilization status • Design utilization level • Design workforce status • Status of design education
Survey of professional design companies	• General status of the business • Design business performance • Status of design education • Design trend-related questions	• Status of key fields of design & workforce • Design international exchange • Government policy & demand for support
Public sector	• Design utilization status • Related to design education	• Status of design project orders

7. Population & Survey Sample

Item	Population	Survey sample	Sample ratio (%)
General Enterprise Utilization Survey (a)	396,919	20,456	5.2%
Design-utilizing companies	148,144	1,813	1.2%
Professional design companies (b)	20,044	606	3.0%
Public sector (c)	285	268	94.0%
Total (a+b+c)	417,248	21,330	5.1%

8. Overview of Sample Design by Survey Target

▪ Survey Methods : Combined visiting surveys and email/fax/phone surveys

Item	Sampling methods	Target sample size	Number of completed surveys
Survey of design-utilizing companies & their design-utilization status	• Two-phase sampling • [Primary] Design-utilization survey - Stratified sampling/modified proportional allocation • [Secondary] Suvey of design-utilizing companies - Stratified sampling/modified proportional allocation	• [Primary] Design-utilization survey - 20,000 companies • [Secondary] Survey of design-utilizing companies - 1,800 companies	• [Primary] Design-utilization survey - 20,456 companies • [Secondary] Survey of design-utilizing companies - 1,813 companies
	• Creating survey questionnaire: Business owners, managers, higher-level employees, & personnel in charge of design		
Survey of professional design companies	• Stratified sampling • modified proportional allocation	• 600 companies	• 606 companies completed
	• Creating survey questionnaire: Business owners, managers & higher-level employees		
Public sector survey	• Complete enumeration	• Central government (24 ministries & 18 administrations, agencies, services, offices) - All 42 institutions • Municipalities (administrative cities/autonomous regions) - All 243 agencies	• Central government (22 ministries, & 18 administrations, agencies, services, offices) - 33 organizations completed • Municipalities (administrative cities/autonomous regions) - 235 organizations completed
	• Public officials in charge of design duty		

02 Concepts & Terminology

1. General Companies

- In the 2022 Nationwide Business Survey*, businesses with 5 or more workers corresponding to the Design Industrial Classification

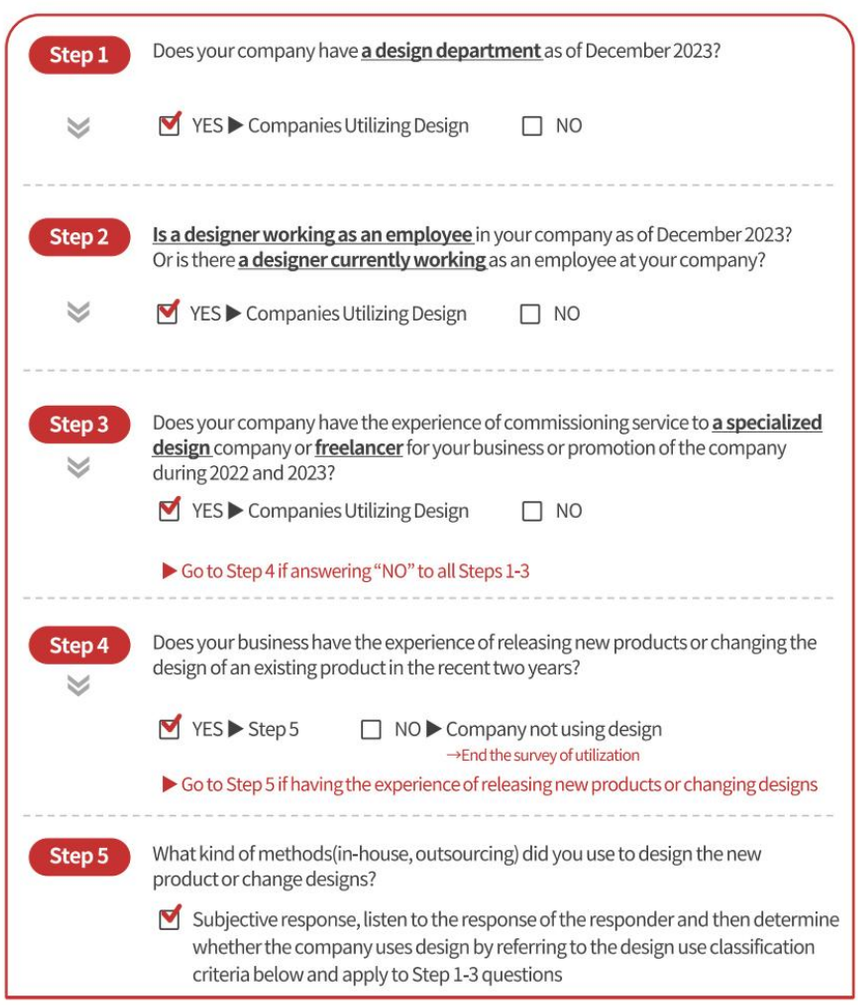
* Population data should use the same 2023 data as the survey base year, but the most recent Nationwide Business Survey data available (2022) from Statistics Korea were used.

2. Design-Utilizing Companies

- Businesses identified as utilizing design among general companies in the survey of design utilization

3. Stage to Identifying Design-Utilizing Companies

- For general companies, the identifying criteria are whether they have a “design department”, “hire a designer”, or “outsource to a professional design company”, and the verification procedure proceeds with the following steps.



4. Designer

- Among those hired as designers, someone who studied a design-related major or has a professional design-related certificate, or someone who did not study a design-related major nor has a certificate, but has at least two years of experience in design field

5. Professional Design Companies

- Businesses corresponding to the professional design industry in the 2022 Nationwide Business Survey
- Professional Design Companies are composed of 1 group, 1 class, and 4 sub-classes based on the (10th) Korean Standard Industrial Classification.
- The 4 sub-classes were matched individually with the 4 groups of the Design Industrial Classification

[Section] M. Professional, scientific, & technical services
└ **[Division]** 73. Other professional, scientific, & technical services
└ **[Group]** 732. Professional design industry
└ **[Class]** Professional design industry
└ **[Sub-class]** 73201. Interior Design Industry (= Design Industrial Classification 4-10-1), 73202. Product Design Industry (= Design Industrial Classification 1-7-1), 73203. Visual Design Industry (= Design Industrial Classification 2-5-6), 73209. Fashion, Textile & Other Specialized Design Industries (= Design Industrial Classification 5-5-1)

6. Korean Standard Industrial Classification

- The Korean Standard Industrial Classification is a classification scheme for statistical purposes based on the International Standard Industrial Classification (ISIC) recommended by the United Nations (UN) to ensure the accuracy of statistical data and comparability between countries in accordance with the Statistics Act.
- This classification scheme consists of (21) sections - (77) divisions - (232) groups - (495) classes - (1,196) sub-classes (based on the 10th classification).

7. Design Industrial Classification (Refer to the Appendix for Korean Standard Industrial Classification's Matching Table)

- The Design Industrial Classification is a special classification established for design promotion strategies and industry size and statistics calculation by classifying design-related industries and professional design companies into large, medium, and small under the Korean Standard Industrial Classification.
- This classification scheme is composed of (8) sections, (42) divisions, and (154) groups (including 4 professional design company-affiliated industries)
- It was first established in 2013 and has been used to design surveys and produce results ever since

8. Corporate Types

- Sole proprietorship
  - A business run by an individual without a corporate entity (including a business run jointly by individuals)
  - A sole proprietorship that has a sales contract with a company for products, goods, etc. and is managed independently under the responsibility of the sole proprietor
- Incorporated business/corporation
  - A for-profit corporation established under the provisions of the Commercial Act, including a joint stock company, limited liability company, partnership, merged company, and foreign-based company
  - A foreign-based company is a company headquartered in a foreign country and established in Korea, including domestic branch (offices), sales offices, etc.
- Non-company corporations
  - Corporations other than companies established under the provisions of the Civil Act or special laws, such as foundations, corporations, school corporations, medical corporations, social welfare corporations, and various public corporations
- Unincorporated associations
  - Various societies, unions, sponsorships, cultural organizations, labor organizations, etc. without legal status

9. Business Entity Classification

- Sole proprietorship (1 corporation, 1 business)
  - When only one business entity exists in one location without a headquarters (office) or branch (offices), sales offices, or field offices in other locations
- Headquarters (office), head office, centralized association (multiple businesses under 1 company)
  - A business entity that has one or more branch (offices), sales offices, field offices, etc. under the same management and substantially oversees the entire business
  - A business entity that actually performs general management tasks, such as planning, accounting, finance, purchasing, advertising, judicial affairs, etc.
- Branch (offices), field offices, sales offices (multiple businesses under 1 company)
  - Branch (offices), sales offices, field offices, etc. that have a separate headquarters, etc., which oversees the same management, and receives instructions from the headquarters, etc. on all aspects of business.

10. Worker Classification

- Regular worker
  - Someone who has an employment contract with a business for one year or more, or who is subject to personnel management regulations or receives various benefits, such as bonuses, without an employment contract for a certain period of time
- Temporary and day laborers
  - Someone whose employment contract is for less than one year and who is paid by the business

11. Business Performance

- Revenue: Total revenue from business activities for full year of 2023
- Labor cost: Consists of salaries, fringe benefits, and stipends for severance and retirement benefits paid to miscellaneous workers as labor expenses, including allowances and commissions, for the full year of 2023
- R&D cost : The total of research, development, and general development expenses
- Operating profit : Profit after deducting operating expenses from the total revenue

12. Business Size Classification Method

- Per Article 2 of the Framework Act on Small and Medium Enterprises, business size is categorized into medium and small enterprises based on industry and revenue.
- Middle market enterprises were identified through a questionnaire during the survey stage of ascertaining the use of general companies

	Industry	Medium enterprise	Small enterprise	Large enterprises
Manufacturing	Other machinery & equipment manufacturing industry	KRW 12–100 billion or less	KRW 12 billion or less	Except for medium and small enterprises, all are classified as large enterprises.
	Metal processing products manufacturing industry (excluding machinery & furniture manufacturing industry)	KRW 12–100 billion or less	KRW 12 billion or less	
	Food manufacturing industry	KRW 12–100 billion or less	KRW 12 billion or less	
	Automotive & trailer manufacturing industry	KRW 12–100 billion or less	KRW 12 billion or less	
	Electronics, computer, video, audio & telecommunications equipment manufacturing industry	KRW 12–100 billion or less	KRW 12 billion or less	
	Cokes, briquettes, & petroleum refinery manufacturing industry	KRW 12–100 billion or less	KRW 12 billion or less	
	Chemicals & chemical product manufacturing industry(excluding drug manufacturing industry)	KRW 12–100 billion or less	KRW 12 billion or less	
	Primary metal manufacturing industry	KRW 12–150 billion or less	KRW 12 billion or less	
	Furniture manufacturing industry	KRW 12–150 billion or less	KRW 12 billion or less	
	Leather, bag, & shoe manufacturing industry	KRW 12–150 billion or less	KRW 12 billion or less	
	Apparel, apparel accessories, & fur products manufacturing industry	KRW 12–150 billion or less	KRW 12 billion or less	
	Electrical equipment manufacturing industry	KRW 12–150 billion or less	KRW 12 billion or less	
	Nonmetallic mineral products manufacturing industry	KRW 12–80 billion or less	KRW 12 billion or less	
	Beverage manufacturing industry	KRW 12–80 billion or less	KRW 12 billion or less	
	Medical substance & drug manufacturing industry	KRW 12–80 billion or less	KRW 12 billion or less	
	Rubber & plastic product manufacturing industry	KRW 8-100 billion or less	KRW 8 billion or less	
	Other transportation equipment manufacturing industry	KRW 8-100 billion or less	KRW 8 billion or less	
	Tobacco manufacturing industry	KRW 8-100 billion or less	KRW 8 billion or less	
	Lumber & wooden product manufacturing industry (excluding furniture manufacturing industry)	KRW 8-100 billion or less	KRW 8 billion or less	
	Textile products manufacturing industry (excluding apparel manufacturing industry)	KRW 8-100 billion or less	KRW 8 billion or less	
	Pulp, paper, & paper products manufacturing industry	KRW 8-150 billion or less	KRW 8 billion or less	
	Other product manufacturing industry	KRW 8-80 billion or less	KRW 8 billion or less	
	Medical, precision, optical device & watchmaking manufacturing industry	KRW 8-80 billion or less	KRW 8 billion or less	
	Print & recorded media reproduction industry	KRW 8-80 billion or less	KRW 8 billion or less	
Others apart from manufacturing	Electric, gas, steam, & water utilities industry	KRW 12-100 billion or less	KRW 12 billion or less	
	Construction industry	KRW 8-100 billion or less	KRW 8 billion or less	
	Mining industry	KRW 8-100 billion or less	KRW 8 billion or less	
	Agriculture/forestry/fishery industry	KRW 8-100 billion or less	KRW 8 billion or less	
	Transportation industry	KRW 8-80 billion or less	KRW 8 billion or less	
	Sewage waste treatment, raw material recycling, & environmental restoration industry	KRW 8-80 billion or less	KRW 3 billion or less	
	Finance/Insurance industry	KRW 8-40 billion or less	KRW 8 billion or less	
	Wholesale and retail industry	KRW 5-100 billion or less	KRW 5 billion or less	
	Publishing/video/broadcasting & information services industry	KRW 5-80 billion or less	KRW 5 billion or less	
	Real estate/rental industry	KRW 3-40 billion or less	KRW 3 billion or less	
	Business facilities management & business support services industry	KRW 3-60 billion or less	KRW 3 billion or less	
	Arts/sports & leisure-related services industry	KRW 3-60 billion or less	KRW 3 billion or less	
	Specialized scientific & technical services industry	KRW 3-60 billion or less	KRW 3 billion or less	
	Healthcare/social services industry	KRW 1-60 billion or less	KRW 1 billion or less	
	Repair & other personal service industries industry	KRW 1-60 billion or less	KRW 1 billion or less	
	Education service industry	KRW 1-40 billion or less	KRW 1 billion or less	
	Accommodations & restaurants	KRW 1-40 billion or less	KRW 1 billion or less	
	Public administration, defense & social security administration*	50-299 people	49 people or less	

* For public administration, national defense, and social security administration, in the absence of standards for classifying businesses in the Small Enterprise Basic Act, the size is classified based on the number of employees in the past.

13. Design-related Investment Amount & Business Expenses

- Design labor cost
  - The labor cost of designers hired for the full year of 2023
- Design service cost
  - Design service cost for 2023 (design service cost other than proprietary technology)
- Other service cost
  - 2023 Mock-up/mold production/self-product manufacturing cost, etc.
- Design machinery/devices and software
  - Costs of purchasing and administering machinery, devices, computer systems, and application software for design research and development in 2023
- Land/building costs for design research and development
  - Expenditures in 2023 for purchase of land for design research development, construction cost and major repairs to the buildings, etc.
- Design education/training costs
  - Expenses for educational/training seminars and workshops in 2023, etc.
- Intellectual property purchase management cost
  - Acquisition and management costs for design-related intellectual property rights (patent, utility model, design, trademark, etc.) in 2023
- Other design-related operating costs
  - Other costs for materials, handouts, supply purchases, business trips, etc. for design research in 2023

14. Application/Registration Classification

- Application: Submission of documents required by law to state authorities for the purpose of registering industrial property rights
- Registration: An administrative decision that grants rights when an administrative agency has examined the requested documents requested for application and determines them to be compliant

15. Standard Contract for Design Services

- A total of four design standard contracts related to product design, performance-based (product) design, visual design, and multimedia design created to improve unfair practices prevalent in the design industry

03 Respondent Characteristics

1. General Companies - Sample of Completed Surveys on Design Utilization

Item		Sample of Completed Surveys on Utilization	
		Number of cases	Ratio %
Total		**20,456**	**100.0**
By region	Seoul	5,161	25.2
	Incheon/Gyeonggi/Gangwon	6,960	34.0
	Busan/Ulsan/Gyeongnam	2,622	12.8
	Daegu/Gyeongbuk	1,893	9.3
	Gwangju/Jeolla/Jeju	1,748	8.5
	Daejeon/Sejong/Chungcheong	2,072	10.1
By industrial classification	Product design	4,367	21.3
	Visual design	2,076	10.1
	Digital/multimedia design	1,101	5.4
	Space design	4,627	22.6
	Fashion/textile design	1,183	5.8
	Service/experiential design	2,654	13.0
	Industrial craft design	1,463	7.2
	Design infrastructure (design-based technology)	2,985	14.6
By size	Small enterprise	13,346	65.2
	Medium enterprise	5,757	28.1
	Middle market enterprise	633	3.1
	Large enterprise	720	3.5

2. Design-Utilizing Companies – Sample of Completed Surveys

Item		Sample of Completed Surveys	
		Number of cases	Ratio %
Total		**1,813**	**100.0**
By region	Seoul	635	35.0
	Incheon/Gyeonggi/Gangwon	552	30.4
	Busan/Ulsan/Gyeongnam	180	9.9
	Daegu/Gyeongbuk	125	6.9
	Gwangju/Jeolla/Jeju	135	7.4
	Daejeon/Sejong/Chungcheong	186	10.3
By industrial classification	Product design	268	14.8
	Visual design	181	10.0
	Digital/multimedia design	143	7.9
	Space design	290	16.0
	Fashion/textile design	132	7.3
	Service/experiential design	339	18.7
	Industrial craft design	100	5.5
	Design infrastructure (design-based technology)	360	19.9
By size	Small enterprise	1,054	58.1
	Medium enterprise	627	34.6
	Middle market enterprise	55	3.0
	Large enterprise	77	4.2

3. Professional Design Companies – Sample of Completed Surveys

Item		Sample of Completed Surveys	
		Number of cases	Ratio %
Total		**606**	**100.0**
By region	Seoul	322	53.1
	Incheon/Gyeonggi/Gangwon	147	24.3
	Busan/Ulsan/Gyeongnam	48	7.9
	Daegu/Gyeongbuk	29	4.8
	Gwangju/Jeolla/Jeju	32	5.3
	Daejeon/Sejong/Chungcheong	28	4.6
By industrial classification	Product design	135	22.3
	Visual design	208	34.3
	Interior design	171	28.2
	Fashion, textiles, and other professional design industries	92	15.2
By size	1 person	97	16.0
	2–4 people	253	41.7
	5–9 people	142	23.4
	10–14 people	68	11.2
	15 people or more	46	7.6

4. Central Government - Sample of Completed Surveys

▪ Surveyed 33 out of 42 total organizations

Item	Number of cases
Ministry(“Bu”)	· 15 out of 19 ministries - Participating in the survey : Ministry of Employment and Labor, Ministry of Science and ICT, Ministry of Education, Ministry of National Defense, Ministry of Land, Infrastructure and Transport, Ministry of Agriculture, Food and Rural Affairs, Ministry of Culture, Sports and Tourism, Ministry of Justice, Ministry of Health and Welfare, Ministry of Trade, Industry and Energy, Ministry of Foreign Affairs, Ministry of SMEs and Startups, Ministry of Unification, Ministry of Oceans and Fisheries, Ministry of Environment - Non-response to the survey: Ministry of Patriots and Veterans Affairs, Ministry of Economy and Finance, Ministry of Gender Equality and Family, Ministry of the Interior and Safety
Ministry(“Cheo”)	· 3 out of 5 ministries - Participating in the survey : Ministry of Legislation, Ministry of Food and Drug Safety, Ministry of Personnel Management - Non-response to the survey: Corruption Investigation Office for High-ranking Officials, Presidential Security Service
Administration, agency, service, office	· 15 out of 18 agencies - Survey participants: National Police Agency, Korea Customs Service, National Tax Service, Korea Meteorological Administration, Rural Development Administration, Korea Heritage Service, Defense Acquisition Program Administration, Korea Forest Service, National Fire Agency, Public Procurement Service, Korea Disease Control and Prevention Agency, Statistics Korea, Korean Intellectual Property Office, Korea Coast Guard, National Agency for Administrative City Construction - Non-response to the survey: Prosecutor's Office, Military Manpower Administration, Saemangeum Development and Investment Agency

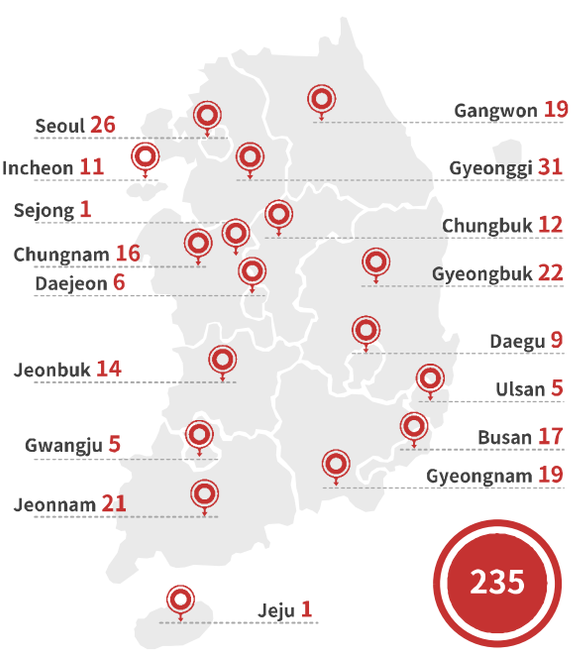
5. Local Government - Sample of Completed Surveys

▪ Survey completed for 235 of 243 local governments[1)]

[Municipalities Submitting Completed Surveys by Region]

Number of completed surveys/Number of total municipalities

City / Province		City/County/Districtt (administrative district/autonomous district)			Totals
		City	County	District	
Seoul	1/1			25/25	26/26
Busan	1/1		1/1	15/15	17/17
Daegu	1/1		2/2	6/7	9/10
Incheon	1/1		2/2	8/8	11/11
Gwangju	1/1			4/5	5/6
Daejeon	1/1			5/5	6/6
Ulsan	1/1		1/1	3/4	5/6
Sejong	1/1				1/1
Gyeonggi	1/1	27/28	3/3		31/32
Gangwon	1/1	7/7	11/11		19/19
Chungbuk	1/1	3/3	8/8		12/12
Chungnam	1/1	8/8	7/7		16/16
Jeonbuk	1/1	5/6	8/8		14/15
Jeonnam	1/1	5/5	15/17		21/23
Gyeongbuk	1/1	10/10	11/12		22/23
Gyeongnam	1/1	8/8	10/10		19/19
Jeju	1/1				1/1
Totals	17/17	73/75	79/82	67/69	235/243



1) Non-response to the survey from Gyeonggi Siheung-si, Gyeongbuk Cheongdo-gun, Gwangju Nam-gu, Daegu Suseong-gu, Ulsan Nam-gu, Jeonnam Jangheung-gun, Jeonnam Hwasun-gun, Jeonbuk Gunsan-si

04 Relative Standard Errors of Key Items

[Publication Scope of Major Items]

- Survey results are published by sections of the Design Industrial Classification and the size, region, and type of design utilization, and at the time of publication, relative standard errors for key variables are presented.
- The main items of this survey are as follows.
  - Survey on Utilization by General Companies (primary survey) : Design utilization rates
  - Survey of Design-Utilizing Companies (secondary survey) : Design investment amount, number of designers
  - Survey of Professional Design Companies : Revenue figures, number of workers, number of designers

▼ **Relative Standard Error of Design-Utilization Rates of Design-Utilizing Companies (Primary survey)***

Item		Mean	Sampling error	Confidence interval	Relative standard error
Total		**0.37**	**0.00**	**0.37 – 0.38**	**0.9%p**
Industry	Product design	0.33	0.01	0.33 – 0.34	2.1%p
	Visual design	0.54	0.01	0.53 – 0.55	1.9%p
	Digital/multimedia design	0.61	0.01	0.60 – 0.63	2.3%p
	Space design	0.28	0.01	0.27 – 0.29	2.3%p
	Fashion/textile design	0.52	0.01	0.51 – 0.53	2.6%p
	Service/experiential design	0.41	0.01	0.40 – 0.42	2.3%p
	Industrial craft design	0.25	0.01	0.24 – 0.26	4.4%p
	Design infrastructure (Design-based technology)	0.39	0.01	0.38 – 0.40	2.3%p
Region	Seoul	0.46	0.01	0.45 – 0.47	1.5%p
	Incheon/Gyeonggi/Gangwon	0.34	0.01	0.34 – 0.35	1.6%p
	Busan/Ulsan/Gyeongnam	0.33	0.01	0.32 – 0.33	2.7%p
	Daegu/Gyeongbuk	0.34	0.01	0.33 – 0.35	3.1%p
	Gwangju/Jeolla/Jeju	0.35	0.01	0.34 – 0.36	3.2%p
	Daejeon/Sejong/Chungcheong	0.39	0.01	0.37 – 0.40	2.7%p
Size	Large enterprise	0.60	0.02	0.58 – 0.61	2.7%p
	Middle market enterprise	0.48	0.02	0.46 – 0.50	4.0%p
	Medium enterprise	0.38	0.01	0.37 – 0.38	1.6%p
	Small enterprise	0.37	0.00	0.36 – 0.37	1.1%p

* Converted design utilization to “1” and design non-utilization to “0” to calculate the mean and deviation.

▼ **Relative Standard Error of Design Investment Amounts of Design-Utilizing Companies (Secondary survey)**

(Unit : KRW million)

Item		Mean	Sampling error	Confidence interval	Relative standard error
Total		**86.90**	**7.80**	**79.10 – 94.70**	**9.0%p**
Industry	Product design	147.21	18.28	128.93 – 165.49	12.4%p
	Visual design	105.34	13.60	91.74 – 118.94	12.9%p
	Digital/multimedia design	127.95	21.14	106.81 – 149.09	16.5%p
	Space design	103.33	26.65	76.68 – 129.98	25.8%p
	Fashion/textile design	57.50	8.82	48.68 – 66.31	15.3%p
	Service/experiential design	60.32	9.81	50.52 – 70.13	16.3%p
	Industrial craft design	52.48	8.87	43.62 – 61.35	16.9%p
	Design infrastructure (Design-based technology)	69.15	22.51	46.64 – 91.67	32.6%p
Region	Seoul	110.71	19.86	90.85 – 130.57	17.9%p
	Incheon/Gyeonggi/Gangwon	77.86	5.99	71.87 – 83.85	7.7%p
	Busan/Ulsan/Gyeongnam	66.72	20.28	46.44 – 87.00	30.4%p
	Daegu/Gyeongbuk	65.47	11.64	53.84 – 77.11	17.8%p
	Gwangju/Jeolla/Jeju	57.98	8.83	49.15 – 66.82	15.2%p
	Daejeon/Sejong/Chungcheong	90.23	17.71	72.52 – 107.94	19.6%p
Size	Large enterprise	923.15	275.68	647.47 – 1,198.83	29.9%p
	Middle market enterprise	285.94	213.67	72.27 – 499.61	74.7%p
	Medium enterprise	112.03	8.77	103.26 – 120.81	7.8%p
	Small enterprise	66.81	3.47	63.35 – 70.28	5.2%p

▼ **Relative Standard Error of the Number of Designers in Design-Utilizing Companies (Secondary survey)**

(Unit : Persons)

Item		Mean	Sampling error	Confidence interval			Relative standard error
Total		**1.85**	**0.12**	**1.74**	–	**1.97**	**6.3%p**
Industry	Product design	2.38	0.22	2.16	–	2.61	9.4%p
	Visual design	1.88	0.23	1.64	–	2.11	12.4%p
	Digital/multimedia design	2.67	0.39	2.28	–	3.06	14.6%p
	Space design	2.24	0.54	1.70	–	2.78	24.1%p
	Fashion/textile design	1.41	0.16	1.25	–	1.57	11.3%p
	Service/experiential design	1.51	0.24	1.27	–	1.74	15.8%p
	Industrial craft design	1.12	0.19	0.93	–	1.32	17.2%p
	Design infrastructure (Design-based technology)	1.68	0.15	1.53	–	1.83	9.2%p
Region	Seoul	2.39	0.29	2.10	–	2.68	12.1%p
	Incheon/Gyeonggi/Gangwon	1.65	0.12	1.53	–	1.77	7.3%p
	Busan/Ulsan/Gyeongnam	1.33	0.21	1.11	–	1.54	16.2%p
	Daegu/Gyeongbuk	1.51	0.23	1.27	–	1.74	15.5%p
	Gwangju/Jeolla/Jeju	1.29	0.18	1.11	–	1.46	13.9%p
	Daejeon/Sejong/Chungcheong	1.78	0.32	1.47	–	2.10	17.7%p
Size	Large enterprise	9.35	1.51	7.84	–	10.85	16.1%p
	Middle market enterprise	6.45	4.35	2.10	–	10.81	67.4%p
	Medium enterprise	2.40	0.17	2.23	–	2.56	7.0%p
	Small enterprise	1.53	0.08	1.45	–	1.61	5.3%p

▼ **Relative Standard Error of the Number of Professional Design Companies** (Unit : KRW million)

Item		Mean	Sampling error	Confidence interval			Relative standard error
Total		**285.26**	**39.36**	**245.90**	**–**	**324.62**	**13.8%p**
Industry	Product design	291.12	55.82	235.30	–	346.94	19.2%p
	Visual design	199.03	34.13	164.90	–	233.15	17.1%p
	Interior design	452.12	126.78	325.34	–	578.89	28.0%p
	Fashion, textiles, & other professional design industries	323.69	98.97	224.72	–	422.66	30.6%p
Region	Seoul	413.59	79.54	334.05	–	493.13	19.2%p
	Incheon/Gyeonggi/Gangwon	213.47	45.18	168.30	–	258.65	21.2%p
	Busan/Ulsan/Gyeongnam	181.02	48.34	132.68	–	229.36	26.7%p
	Daegu/Gyeongbuk	164.40	51.59	112.80	–	215.99	31.4%p
	Gwangju/Jeolla/Jeju	220.07	38.30	181.78	–	258.37	17.4%p
	Daejeon/Sejong/Chungcheong	175.06	60.06	114.99	–	235.12	34.3%p
Size	1 person	96.85	7.74	89.11	–	104.60	8.0%p
	2–4 people	398.32	24.01	374.31	–	422.33	6.0%p
	5–9 people	1,260.36	109.66	1,150.70	–	1,370.03	8.7%p
	10–14 people	1,585.99	112.98	1,473.01	–	1,698.97	7.1%p
	15 people or more	5,428.46	786.11	4642.35	–	6214.58	14.5%p

▼ **Relative Standard Error of the Number of Workers in Professional Design Companies** (Unit : Persons)

Item		Mean	Sampling error	Confidence interval			Relative standard error
Total		**1.99**	**0.15**	**1.84**	**–**	**2.14**	**7.7%p**
Industry	Product design	2.23	0.27	1.96	–	2.50	12.2%p
	Visual design	1.79	0.27	1.52	–	2.05	14.9%p
	Interior design	2.31	0.33	1.97	–	2.64	14.5%p
	Fashion, textiles, & other professional design industries	1.89	0.28	1.61	–	2.17	14.7%p
Region	Seoul	2.58	0.30	2.28	–	2.89	11.8%p
	Incheon/Gyeonggi/Gangwon	1.61	0.17	1.44	–	1.78	10.5%p
	Busan/Ulsan/Gyeongnam	1.67	0.26	1.41	–	1.93	15.5%p
	Daegu/Gyeongbuk	1.61	0.33	1.28	–	1.93	20.4%p
	Gwangju/Jeolla/Jeju	1.39	0.24	1.15	–	1.63	17.4%p
	Daejeon/Sejong/Chungcheong	1.83	0.42	1.41	–	2.25	22.9%p
Size	1 person	1.00	0.00	1.00	–	1.00	0.0%p
	2–4 people	2.83	0.04	2.78	–	2.87	1.6%p
	5–9 people	6.50	0.10	6.40	–	6.61	1.6%p
	10–14 people	11.45	0.14	11.31	–	11.59	1.2%p
	15 people or more	25.55	2.73	22.82	–	28.28	10.7%p

▼ **Relative Standard Error of the Number of Designers in Professional Design Companies**

(Unit : Persons)

Item		Mean	Sampling error	Confidence interval	Relative standard error
Total		**1.60**	**0.09**	**1.51 – 1.70**	**5.9%p**
Industry	Product design	1.88	0.21	1.68 – 2.09	10.9%p
	Visual design	1.57	0.18	1.40 – 1.75	11.2%p
	Interior design	1.52	0.16	1.36 – 1.68	10.5%p
	Fashion, textiles, & other professional design industries	1.49	0.15	1.34 – 1.64	10.3%p
Region	Seoul	2.01	0.18	1.82 – 2.19	9.1%p
	Incheon/Gyeonggi/Gangwon	1.34	0.12	1.22 – 1.46	9.0%p
	Busan/Ulsan/Gyeongnam	1.42	0.18	1.24 – 1.59	12.6%p
	Daegu/Gyeongbuk	1.34	0.21	1.13 – 1.55	15.5%p
	Gwangju/Jeolla/Jeju	1.24	0.17	1.07 – 1.40	13.4%p
	Daejeon/Sejong/Chungcheong	1.37	0.22	1.15 – 1.59	16.2%p
Size	1 person	1.00	0.00	1.00 – 1.00	0.0%p
	2–4 people	2.11	0.06	2.06 – 2.17	2.6%p
	5–9 people	4.32	0.16	4.17 – 4.48	3.6%p
	10–14 people	7.73	0.31	7.41 – 8.04	4.1%p
	15 people or more	15.62	1.58	14.05 – 17.20	10.1%p

▪ Based on the relative sampling error of the sample survey of Statistics Canada

- 0.00% – 4.99% : Excellent
- 5.00% – 9.99% : Very Good
- 10.00% – 14.99% : Good
- 15.00% – 24.99% : Acceptable
- 25.00% – 34.99% : Use with Caution
- 35.00% or more : Too Unreliable to Publish

Medical Education Journal

Part. 2

Key Findings of Survey

01. Scale of Design Industry
02. Design Industrial Scale by Survey Target
03. Design Export/Import Scale
04. Economic Value of Design Field
05. Status of Graduates & Employment of Design Departments

Medical Education Journal

01 Scale of Design Industry & Workforce

1. Design Industrial Scale

Industrial scale Measuring formula

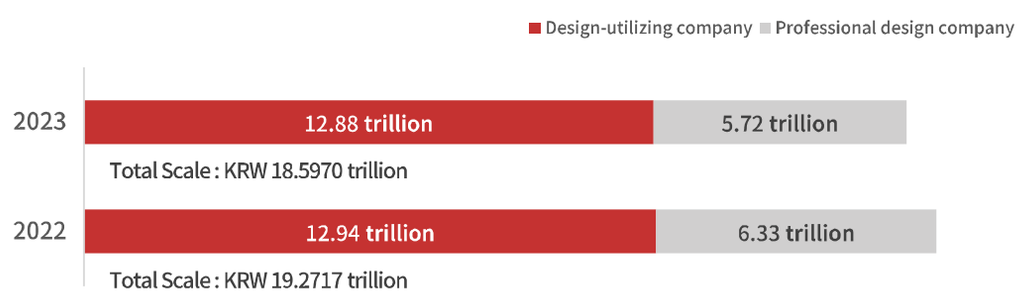
Investments of design-utilizing company + Revenue of professional design company

*Investments exclude the setvice costs for professional design company

- Design industrial scale in 2023: 18.597 trillion won
- The scale of the design industry reached 18.597 trillion won in 2023, down 3.5% from 2022 (19.2717 trillion won).
- The scale of the design industry is the total of 12.8791 trillion in design investment* by design-utilizing companies and 5.7178 trillion won in revenue by professional design companies.

  *Design investment of design-utilizing companies excludes professional design companies' service costs (2.0486 trillion won), and the total design investment amounts to 14.9277 trillion won.
- Both design-utilizing companies and professional design companies showed a decrease in industrial scale compared to 2022, with professional design companies showing a significant year-on-year decrease of 9.6%.

▾ **Design Industrial Scale**



▾ **Design Industrial Scale** (Unit : KRW million)

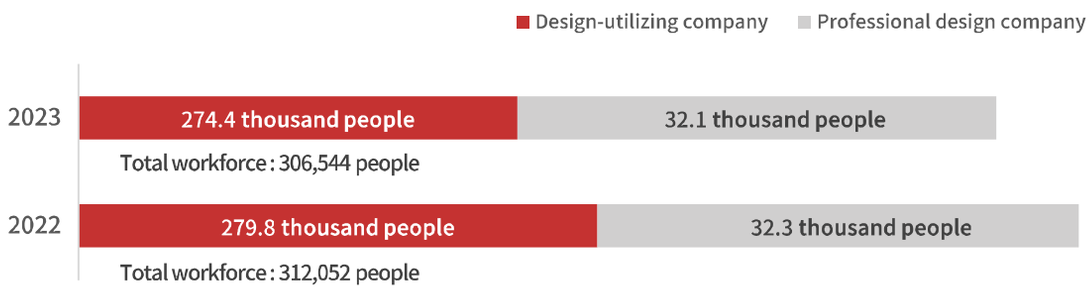
Item	2022	2023	Increase/Decrease rate
Design-utilizing companies (a)	12,944,585	12,879,118	-0.5%
Professional design companies (b)	6,327,086	5,717,840	-9.6%
Industrial scale (a+b)	**19,271,672**	**18,596,958**	-3.5%

2. Design Workforce Scale

Workforce scale Measuring formula	Number of designers from design-utilizing Company + Number of designers from professional design Company

- Design Workforce Scale in 2023: 306,544 people
- In 2023, the design workforce scale was 306,544, a 1.8% decrease from the previous year (312,052).
- The design workforce scale is estimated to be the total of 274,420 designers at design-utilizing companies companies and 32,124 designers at professional design companies.
- The workforce of both design-utilizing companies and professional design companies decreased year-on-year.

▾ Design Workforce Scale



▾ Design Workforce Scale

(Unit : KRW million, persons)

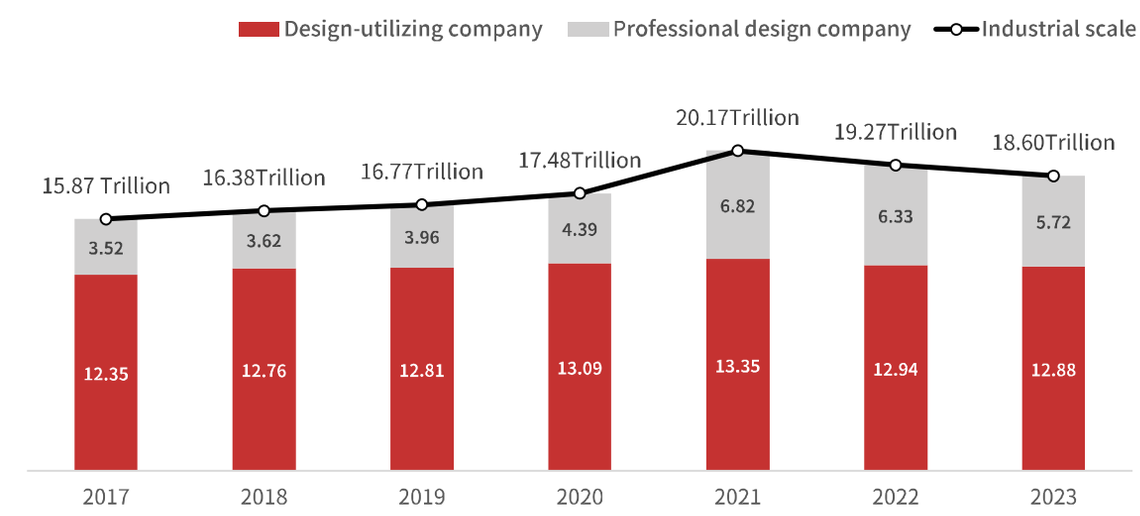
Item	2022	2023	Increase/Decrease rate
Design-utilizing companies (a)	279,773	274,420	-1.9%
Professional design companies (b)	32,279 *(44,882)	32,124 *(39,900)	-0.5%
Workforce scale (a+b)	**312,052** *(324,655)	**306,544** *(314,320)	-1.8%

* Total number of workers at professional design companies, including non-designers

3. Industrial Scale-Related Trends

- In 2023, the design industrial scale was shown to be 12.88 trillion won for design-utilizing companies, and 5.72 trillion won for professional design companies, totaling 18.60 trillion won.
- In 2023, design-utilizing companies accounted for 69.3% of the total industrial scale, while professional design companies accounted for 30.7%, and the latter's share of total revenue increased to more than 30% since 2021.
- The industrial scale of professional design companies has been on a declining trend since 2022.

▾ **Industrial Scale-Related Trends** (Unit : KRW trillion)



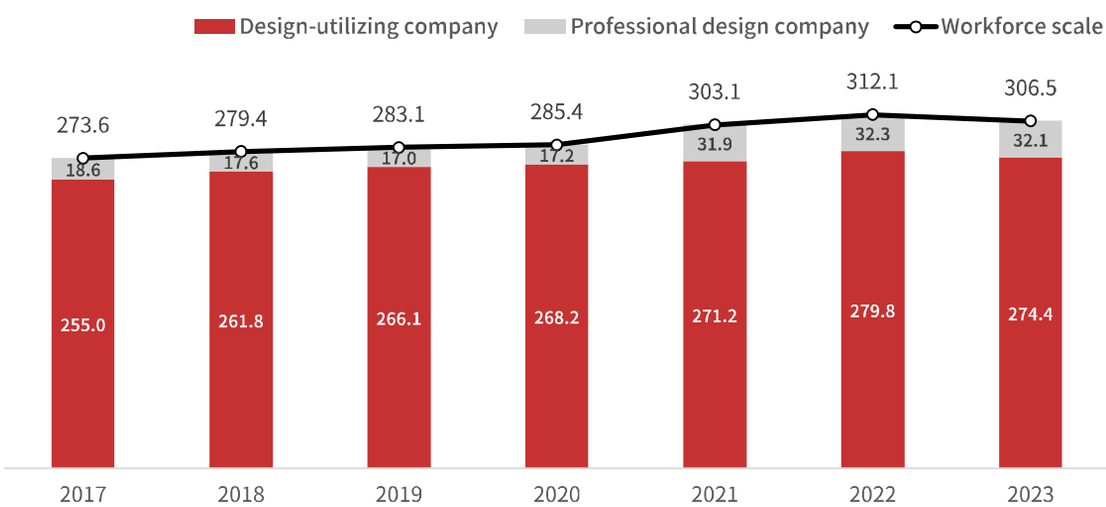
▾ **Industrial Scale-Related Trends** (Unit : KRW million)

Item	2017	2018	2019	2020	2021	2022	2023
Design-utilizing companies (a)	12,348,980	12,758,020	12,808,262	13,085,687	13,350,069	12,944,585	**12,879,118**
Professional design companies (b)	3,524,707	3,624,542	3,962,759	4,389,712	6,822,054	6,327,086	**5,717,840**
Workforce scale (a+b)	15,873,688	16,382,562	16,771,021	17,475,389	20,172,122	19,271,672	**18,596,958**

4. Workforce Scale-Related Trends

- In 2023, the design workforce scale totaled 306.5 thousand people, allocated into 274.4 thousand in design-utilizing companies and 32.1 thousand in professional design companies.
- As a proportion of total workforce scale, design-utilizing companies account for 89.5% and professional design companies for 10.5%.
- By 2020, professional design companies accounted for less than 10% of the entire workforce, but this ratio increased to at least 10% by 2021.

▾ **Industrial Scale-Related Trends** (Unit : thousand persons)



▾ **Workforce Scale-Related Trends** (Unit : Persons)

Item	2017	2018	2019	2020	2021	2022	2023
Design-utilizing companies (a)	255,047	261,760	266,075	268,176	271,230	279,773	**274,420**
Professional design companies (b)	18,645 *(29,480)	17,566 *(27,670)	17,026 *(25,284)	17,217 *(28,775)	31,888 *(43,889)	32,279 *(44,882)	**32,124** *(39,900)
Workforce scale (a+b)	273,692 *(284,527)	279,326 *(289,430)	283,101 *(291,359)	285,393 *(296,951)	303,118 *(315,119)	312,052 *(324,655)	**306,544** *(314,320)

02 Design Industrial Scale by Survey Target

1. Design-Utilizing Companies

1) Design-utilizing rate

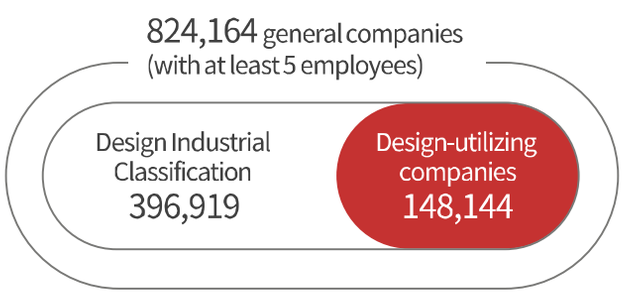
- (Based on businesses with at least 5 employees nationwide)
  Out of 824,164 businesses with at least 5 employees, there are 148,144 design-utilizing companies with a design utilization rate of 18.0%.
- (Based on the Design Industrial Classification)
  The design utilization rate for businesses (396,919) corresponding to the Design Industrial Classification was found to be 37.3%.

▾ **Trends of the Design Utilization Rate**

Item	2022		2023	
	Businesses with at least 5 employees	Businesses with at least 5 employees in the Design Industrial Classification	Businesses with at least 5 employees nationwide*	Businesses with at least 5 employees in the Design Industrial Classification
Design Utilization Rate	18.2%	37.3%	**18.0%**	**37.3%**

* Calculation of design-utilizing companies excludes professional design companies.

▾ **Design Utilization Rate**



- Out of design-utilizing companies, 23.5% of them have a design department, while 52.9% of them employ designers, and 54.1% of them outsource their designers.

▾ **Design Utilization Rates & Designer Hiring Rate**
(Based on the Survey of the Status of General Companies' utilization)[1)]

Total design-utilizing companies			
	Number of companies with design departments	Number of companies employing designers	Number of companies outsourcing designers
148,144	34,812(23.5%)	78,417(52.9%)	80,144(54.1%)

1) The 2nd survey is extracted based on industry and scale, rather than the design utilization criteria of the 1st survey. Thus, the results of the design utilization criteria, such as having a design department, employing designers, and outsourcing them, for the survey of general companies' utilization differ from the results of the survey of design-utilizing companies (2nd survey).

▾ Design Utilization Rates of Businesses with 5 Employees or More

(Unit : Company tally)

Sections & Scale of the Standard Industrial Classification		Item		Design-utilizing rate
		Businesses with at least 5 employees nationwide*	Design-utilizing companies	
Sections of the Standard Industrial Classification	Agriculture, forestry, & fishery	3,505	153	8.3%
	Mining	530	-	0.0%
	Manufacturing	152,752	40,218	26.9%
	Electric, gas, steam, & water utilities	962	-	0.0%
	Sewage and waste treatment, raw material recycling & environmental restoration industry	5,488	-	0.0%
	Construction	67,142	16,588	21.1%
	Wholesale & retail	126,176	21,147	16.8%
	Transportation	23,140	1,496	6.0%
	Accommodation & restaurant	102,327	-	0.0%
	Publishing, video, broadcasting, & information services	24,276	11,996	49.3%
	Finance & insurance	27,828	6,837	23.2%
	Real estate & leasing	28,139	5,533	18.4%
	Professional, scientific, & technical services (excluding professional design industry)	44,602	12,245	28.3%
	Business facilities management & business support services	23,547	6,190	23.9%
	Public administration, defense, & social security administration (excluding central government & municipalities)	11,002	89	1.3%
	Education service (excluding universities)	47,505	8,579	19.1%
	Healthcare & social services	94,977	11,701	12.0%
	Arts, sports, and leisure-related services	14,872	2,131	16.7%
	Associations & organizations, repair and other personal service industries	25,394	3,241	13.1%
By scale	Small enterprise	675,557	115,089	17.0%
	Medium enterprise	148,458	31,293	21.1%
	Large enterprise	6,743	1,762	26.1%
Total		**824,164**	**148,144**	**18.0%**

▾ Design-Utilization Rates in the Design Industrial Classification

(Unit : Company tally)

Sections & Scale of the Standard Industrial Classification		Number of Businesses		Design-utilizing rate
		Businesses with at least 5 employees nationwide*	Design-utilizing companies	
By Industrial Classification	Product design	54,826	18,279	33.3%
	Visual design	21,416	11,610	54.2%
	Digital/multimedia design	11,062	6,782	61.3%
	Space design	88,467	24,721	27.9%
	Fashion/textile design	10,307	5,348	51.9%
	Service/experiential design	89,392	36,736	41.1%
	Industrial craft design	16,805	4,165	24.8%
	Design infrastructure (Design-based technology)	104,644	40,505	38.7%
By scale	Small enterprise	309,700	113,605	36.7%
	Medium enterprise	75,453	28,516	37.8%
	Middle market enterprise	8,805	4,261	48.4%
	Large enterprise	2,955	1,762	59.6%
Total		**396,919**	**148,144**	**37.3%**

2) Design Industrial Scale of Design-Utilizing Companies

- The industrial scale of design-utilizing companies is 12.8791 trillion won (average design investment of 86.94 million won).
- By industrial scale, Product Design (2.8010 trillion won) was the largest, followed by Design Infrastructure (2.6909 trillion won), Service/Experience Design (2.5544 trillion won), and Spatial Design (2.2160 trillion won) in that order.
- By industry, Product Design (147.21 million won) accounted for the highest average design investment.
- In terms of the design industrial scale by Industry Classification, Digital/Multimedia Design grew by 28.0% year-on-year, while Fashion/Textile Design saw the largest change, with a 37.7% decrease.
- By scale, the design industrial scale among small enterprises increased by 4.7% compared to 2022, while middle enterprises decreased by 30.9%.

▾ **Design Industrial Scale of Design-Utilizing Companies** (Unit : Company tally, KRW million)

Item		2022			2023			Year-on-year increase/ decrease rate
		Design-utilizing companies	Average design investment	Industrial scale	Design -utilizing companies	Average design investment	Industrial scale	
By industrial classification	Product design	18,330	152.21	2,790,012	18,279	147.21	2,690,935	-3.6%
	Visual design	10,276	98.18	1,008,920	11,610	105.34	1,222,962	21.2%
	Digital/multimedia design	7,289	93.01	677,946	6,782	127.95	867,750	28.0%
	Space design	25,800	89.60	2,311,616	24,721	103.33	2,554,387	10.5%
	Fashion/textile design	6,246	79.00	493,413	5,348	57.50	307,465	-37.7%
	Service/experiential design	35,148	75.56	2,655,633	36,736	60.32	2,216,019	-16.6%
	Industrial craft design	3,625	64.68	234,484	4,165	52.48	218,596	-6.8%
	Design infrastructure	42,659	64.99	2,772,560	40,505	69.15	2,801,004	1.0%
By scale	Small enterprise	112,132	63.39	7,108,192	111,420	66.81	7,444,361	4.7%
	Medium enterprise	34,169	105.93	3,619,419	33,640	112.03	3,768,754	4.1%
	Middle market enterprise	1,870	410.63	767,710	1,855	285.94	530,454	-30.9%
	Large enterprise	1,201	1206.90	1,449,265	1,230	923.15	1,135,550	-21.6%
Total		**149,372**	**86.66**	**12,944,585**	**148,144**	**86.94**	**12,879,118**	**-0.5%**

*Calculation of the design industrial scale of design-utilizing companies excludes service costs of professional design companies.

3) Design Workforce of Design-Utilizing Companies

- The design workforce of design-utilizing companies was 274,420 people with an average number of 1.85 designers, and the average number of designers for companies employing designers was 3.50.
- By industry, design workforce was the largest in Design Infrastructure (68,021 designers), followed by Service/Experiential Design (55,370 designers), etc.
- By scale, large enterprises recorded the highest average design workforce at 9.35.
- Compared to the workforce scale in 2022, Digital/Multimedia Design increased by 12.8% and Visual Design by 6.4%, but Industrial Fashion/textile design decreased by 32.5%.
- By company scale, large enterprises (-35.5%) showed the largest decline, followed by middle market enterprise (-15.2%).

▾ **Design Workforce of Design-Utilizing Companies** (Unit : Persons)

Item		2022			2023			Year-on-year increase/ decrease rate
		Employing companies' average number of designers	Utilizing companies' average number of designers	Workforce scale	Employing companies' average number of designers	Utilizing companies' average number of designers	Workforce scale	
By industrial classification	Product design	4.27	2.55	46,811	3.68	2.38	43,548	-7.0%
	Visual design	3.20	1.99	20,496	2.63	1.88	21,806	6.4%
	Digital/multimedia design	2.36	2.20	16,048	3.36	2.67	18,096	12.8%
	Space design	2.75	2.24	57,710	2.66	2.24	55,340	-4.1%
	Fashion/textile design	2.12	1.79	11,192	1.83	1.41	7,555	-32.5%
	Service/experiential design	4.05	1.49	52,497	5.11	1.51	55,370	5.5%
	Industrial craft design	2.75	1.48	5,366	2.12	1.12	4,683	-12.7%
	Design infrastructure	2.65	1.63	69,653	4.55	1.68	68,021	-2.3%
By scale	Small enterprise	2.43	1.52	170,377	2.89	1.53	170,326	0.0%
	Medium enterprise	3.88	2.27	77,444	4.64	2.40	80,625	4.1%
	Middle market enterprise	11.19	7.55	14,116	9.72	6.45	11,974	-15.2%
	Large enterprise	52.15	14.85	17,836	13.38	9.35	11,496	-35.5%
Total		**3.05**	**1.87**	**279,773**	**3.50**	**1.85**	**274,420**	**-1.9%**

2. Scale & Workforce of Professional Design Companies

1) Design Industrial Scale of Professional Design Companies

- The industrial scale of professional design companies reached 5.7178 trillion won, a decrease of 9.6% year-on-year.
- By industry, Interior Design (2.1347 trillion won) accounts for the largest in scale, with a 15.5% increase in scale from 2022.
- In contrast, the industrial scale of Product Design was 936.8 billion won, a decrease 23.3% from 2022 (1.2220 trillion won).

▾ **Design Industrial Scale of Professional Design Companies** (Unit : Company tally, KRW million)

Item		2022			2023			Year-on-year increase/ decrease rate
		Number of professional design companies	Average revenue	Industrial Scale	Number of professional design companies	Average revenue	Industrial Scale	
By industry	Product design	3,306	369.63	1,222,013	3,218	291.12	936,831	-23.3%
	Visual design	10,678	235.83	2,518,220	10,203	199.03	2,030,675	-19.4%
	Interior design	4,366	423.33	1,848,262	4,721	452.12	2,134,676	15.5%
	Fashion, textiles, & other designs	1940	380.72	738,592	1,902	323.69	615,658	-16.6%
Total		**20,290**	**311.83**	**6,327,086**	**20,044**	**285.26**	**5,717,840**	**-9.6%**

2) Design Workforce Scale of Professional Design Companies

- The design workforce (designers) of professional design companies is estimated to be 32,124 (an average of 1.60 designers per business).
- Visual Design accounted for the largest workforce at 16,040.
- The industrial scale of Product Design declined, but the number of designers increased to 0.5% year-on-year.

▾ **Professional Design Companies Design Workforce Scale** (Unit : Company tally, persons)

Item		2022			2023			Year-on-year increase/ decrease rate
		Number of professional design companies	Average number of designers	Workforce scale	Number of professional design companies	Average number of designers	Workforce scale	
By industry	Product design	3,306	1.82	6,032	3,218	1.88	6,064	0.5%
	Visual design	10,678	1.52	16,196	10,203	1.57	16,040	-1.0%
	Interior design	4,366	1.61	7,039	4,721	1.52	7,191	2.2%
	Fashion, textiles, & other designs	1940	1.55	3,013	1,902	1.49	2,830	-6.1%
Total		**20,290**	**1.59**	**32,279**	**20,044**	**1.60**	**32,124**	**-0.5%**

03 Reference Statistics

1. Scale of Public Sector

- The public sector targets central government ministries (24 ministries, 18 agencies) and municipalities (243 administrative cities/autonomous districts).
  The scale of design investment in the public sector is calculated by the total sum of the budget of the design departments in organizations with dedicated design departments.
- The budget for dedicated design departments totaled 251.1 billion won, comprised of 84.1 billion won from the central government and 166.9 billion won from municipalities.
- The workforce of dedicated design departments totaled 569 designers with 51 in the central government and 518 in municipalities.
- The budget for dedicated departments increased in 2023 (251.1 billion won) compared to 2022 (248.7 billion won), and the workforce also increased from 2022 (470 designers) to 2023 (569 designers).

▾ **Design Investment Scale & Workforce Status of the Public Sector** (Unit : KRW million, persons)

Item	2022		2023	
	Dedicated design departments' total budget	Dedicated departments' total number of employees	Dedicated design departments' total budget	Dedicated departments' total number of employees
Central government	102,143 *(971)	32	84,190 *(13,333)	51
Municipalities	146,565 *(14,824)	438	166,937 *(39,698)	518
Total	**248,708** ***(15,795)**	**470**	**251,127** ***(53,031)**	**569**

2. Scale of Freelance Workforce

Number of freelancers measuring formula

Self-employed designers without employees (Employment Survey by region)
*Excludes designers who are commercial, temporary, day laborers, self-employed with employees, and unpaid family workers.

- There are 49,047 freelance designers as of 2023.

▾ **Job Hiring Status of Freelance Designers**

Item	Self-employed without employees	Commercial, temporary, & daily laborers, the self-employed with employees, and unpaid family workers other than the self-employed without employees	Total
Workforce status (percentage)	**49,047(17.7%)**	227,601(82.3%)	276,648(100.0%)

Freelance workforce measuring formula

Number of freelancers × Average monthly wage of self-employed designers without employees × 12 months

- The scale of the freelance market is 1.1252 trillion won.
  - KRW 1.1252 trillion = 49,047 freelance designers
    × KRW 1.912 million, the average monthly wage of the self-employed without employees
    × 12 months

* Average monthly wage of the self-employed designers without employees is sourced from the Regional Employment Survey results.

▾ **Freelance Scale Trends**

Item	2019	2020	2021	2022	2023
Freelance designers	38,190	48,674	42,115	43,297	**49,047**
Freelance workforce	777.8 billion	1.1223 trillion	995.9 billion	1.0256 trillion	**1.1252 trillion**

3. Scale of Higher Education

Scale of higher education

Professor salaries in design field (292,583 million won) +
Design department research cost (29,376 million won)

- The total size of the design industry in the education sector was analyzed to be 322 billion won. (292.6 billion won, annual salary of professors in design departments + 29.4 billion won, research costs of design departments)

  * The education sector's workforce scale is the total of the number of full-time professors, associate professors, assistant professors, and non-tenure faculty[2] in design-related departments at community colleges and four-year universities (graduate schools).

- The number of design department faculty in 2023 (2,596) was similar to 2022 (2,228). Both the number of four-year college faculty (1,534 → 1,757) and the number of community college faculty (694 → 838) increased.

▾ Annual Salary of Professors in Design Departments

(Unit : KRW million, persons)

Item		2022			2023		
		Professors' annual salary Average	Design departments number of faculty	Design departments Professors' estimated annual salary	Professors' annual salary Average	Design departments number of faculty	Design departments Professors' estimated annual salary
4-year college	Full-time professor	134.9	717	96,704	138.2	811	**112,117**
	Associate professor	112.7	318	35,837	115.5	354	**40,891**
	Assistant professor	94.6	402	38,036	97.0	480	**46,551**
	Non-tenure faculty	70.9	97	6,912	72.7	112	**8,159**
Subtotal		-	1,534	177,488	-	1,757	**207,718**
Professional college	Full-time professor	127.9	203	25,974	131.1	274	**35,935**
	Associate professor	104.4	168	17,532	107.0	186	**19,896**
	Assistant professor	84.9	204	17,314	87.0	242	**21,053**
	Non-tenure faculty	57.1	119	6,762	58.5	136	**7,982**
Subtotal		-	694	67,582	-	838	**84,865**
Total		110.0	2,228	245,070	110.0	2,596	**292,583**

* The annual salary of professors in design department and the number of design department faculty members were calculated using the Education Statistics DB of the Korea Educational Development Institute.

▾ Design Department's Research Costs

(Unit : KRW million)

Item		2022	2023
4-year college	Central government support	12,371	16,257
	Local government support	1,733	1,670
	Private support	7,288	6,272
	Overseas support	254	0
	On-campus support	3,598	3,621
Subtotal		**25,244**	**27,820**
Professional college	Professors' support	1,763	1,556
Total		**27,007**	**29,376**

* Refer to the results of the 2023 Nationwide University Research Activity Survey Analysis Report.

2) Full-time faculty included presidents, deans, professors, associate professors, assistant professors, and full-time lecturers before 2012, but with the abolition of the "full-time lecturer system" in 2013, full-time lecturers were excluded while including presidents, deans, professors, associate professors, and assistant professors non-tenure faculty includes adjunct professors, visiting professors, part-time lecturers, emeritus professors, guest professors, honorary professors, and others. Since the number of full-time lecturers is not provided by the Education Statistics Service of the Korea Educational Development Institute, it was estimated by taking the percentage change in enrolled students from 2022 to 2023.

04 Design Export/Import Scale

Import of design-utilizing company

Number of utilizing companies × Percentage of importers × (Average design investments × Percentage of overseas outsourcing design development)

- Design-utilizing companies' design import scale is estimated at 12.8 billion won.

▼ **Scale of Design Imports**

Item	Number of design-utilizing companies	Proportion of importers[3]	Average investment in design (KRW million)	Proportion of overseas outsourcing of design development	Estimated import scale (KRW million)
Design import	148,1447H	0.29%	86.83	34.39%	12,826

Export of Professional design company

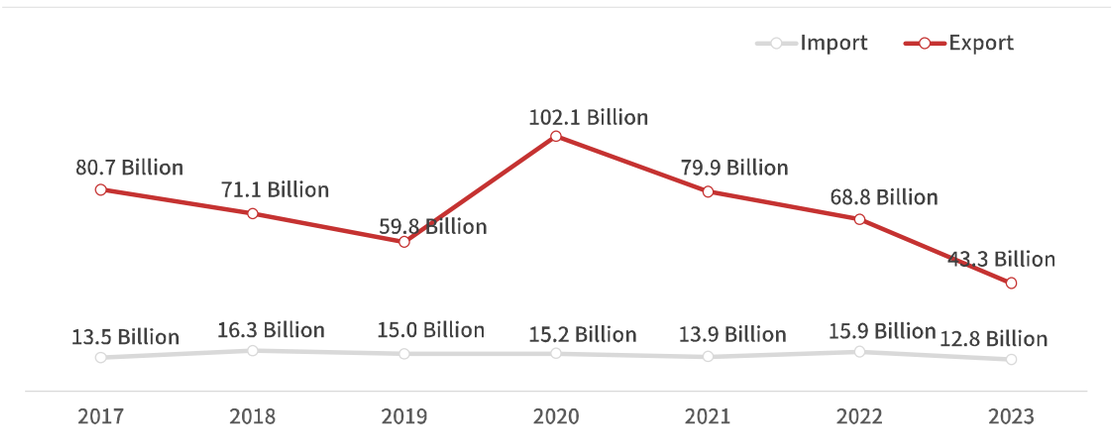
Professional Design Companies X Percentage of exporters X (average revenue X percentage of overseas revenue among revenues)

- Professional Design Companies' design export scale is estimated to be 43.3 billion won.

▼ **Scale of Design Exports**

Item	Number of professional design companies	Proportion of exporters[4]	Average revenue (KRW million)	Proportion of overseas sales among sales	Estimated export scale (KRW million)
Design export	20,044	2.97%	284.05	25.61%	43,320

▼ **Scale of Design Export & Import**



3) Rate of importers: Companies with 1% or more of outsourced design development and commission to overseas companies in the survey of design-utilizing companies

4) Percentage of exporters: Companies with 1% or more revenue composition and foreign customer proportion among professional design companies surveyed

05 Economic Value of Design Field

Design's economic value

Revenue of businesses in the Design Industrial Classification × Ratio of value added × Design contribution

- The economic value of design in 2023 was analyzed to be 160 trillion won (178 trillion won in 2022).
- By industry, Service/Experiential Design (61.5 trillion won) was the highest, followed by Design Infrastructure (49.7 trillion won), Space Design (17.3 trillion won), and Product Design (16.3 trillion won).

▾ **The Economic Value of Design Field**

Item	Revenue (Unit : KRW million)	Value-added ratio (Unit : %)	Design contributions (Unit : %)	Design's economic value (Unit : KRW million)
Product design	334,949,506	18.8%	25.8%	16,275,281
Visual design	103,638,106	27.2%	25.2%	7,116,832
Digital/multimedia design	39,296,169	28.3%	42.3%	4,705,998
Space design	167,123,307	26.3%	39.4%	17,304,141
Fashion/textile design	28,510,933	28.5%	17.8%	1,448,818
Service/experiential design	393,297,740	26.8%	58.3%	61,502,066
Industrial craft design	18,687,259	32.8%	30.9%	1,895,346
Design infrastructure	356,645,220	25.3%	55.0%	49,690,203
Total	**1,442,148,239**	-	-	**159,938,685**

* Revenue = Total revenue of businesses falling under the Design Industrial Classification (including professional design companies) × Design-utilizing rate × Revenue growth rate in 2023 compared to 2022[5)]

* Value-added ratio: Estimated with data from the Bank of Korea[6)], and calculated for each design industry section by linking the Design Industry Classification Group and Product Classification Code.
The value-added ratio is the percentage of value added in the total input of each product.

* Design contributions: Results of the survey of design-utilizing companies as of 2023

5) For the total revenue of businesses falling under the Design Industrial Classification in the 2021 Economy Census, the revenue for 2023 was estimated using the growth rate of all industries' revenue from the corporate management analysis index announced by the Bank of Korea. The estimated revenue and the design utilization rate for the year are applied to calculate the entire revenue of the design-utilizing companies.

6) The value-added ratios from the Bank of Korea's industry correlation table (based on the 2021 extended table) were used. I.O. (Input and Output) of product classification were matched with design groups to produce the most recent year's value-added ratio by design section, reflecting the distribution of businesses in the group.

06 Status of Graduates & Employment of Design Departments

1. Current status of graduates & employed people of design departments at universities (Graduate schools)

- The total number of graduates from college or graduate design departments was 20,427 (20,382 the previous year), and there were 11,593 people employed (12,188 in the previous year).
- Meanwhile, there are 17,375 graduates, excluding those enrolled in higher education, those who have enlisted in the military, those ineligible for employment, those recognized as exempt, and international students.

▾ **Status of Graduates & Employed People of Design Departments at Universities (Graduate Schools)**

(Unit : Persons)

Item	Status of Graduates & Employed People		
	Graduates	Graduates (A)	Employed (B)
2023	**20,427**	**17,375**	**11,593**
2022	20,382	17,638	12,188
Increase/decrease	**45**	**-263**	**-595**

▾ **Status of Graduates & Employed People of Design Departments at Universities (Graduate Schools) by Classification**

(Unit : Persons)

Item		Status of Graduates & Employed People											
		Graduates				Graduates (A)				Employed (B)			
		B.S	M.S	Ph.D.	Total	B.S	M.S	Ph.D.	Total	B.S	M.S	Ph.D.	Total
Total		**18,793**	**1,217**	**417**	**20,427**	**16,469**	**783**	**123**	**17,375**	**10,907**	**589**	**97**	**11,593**
By school	Community colleges	7,140	-	-	7,140	5,926	-	-	5,926	4,077	-	-	4,077
	Universities	10,145	-	-	10,145	9,140	-	-	9,140	5,842	-	-	5,842
	Industrial universities	59	-	-	59	55	-	-	55	34	-	-	34
	Various colleges & universities	23	-	-	23	23	-	-	23	16	-	-	16
	Cyber universities (universities)	852	-	-	852	827	-	-	827	593	-	-	593
	Specialized colleges	218	-	-	218	179	-	-	179	91	-	-	91
	Technical universities	356	-	-	356	319	-	-	319	254	-	-	254
	General graduate schools	-	603	374	977	-	285	100	385	-	208	76	284
	Professional & special graduate schools	-	614	43	657	-	498	23	521	-	381	21	402
By major	General Design	1,925	508	213	2,646	1,721	287	36	2,044	1,105	207	28	1,340
	Product design	2,855	95	20	2,970	2,483	61	11	2,555	1,633	54	11	1,698
	Visual design	3,467	99	13	3,579	2,979	88	5	3,072	1,923	63	4	1,990
	Digital/multimedia design	2,900	84	35	3,019	2,579	49	9	2,637	1,638	36	9	1,683
	Space design	2,820	99	21	2,940	2,435	80	18	2,533	1,730	66	15	1,811
	Fashion/textile design	3,432	138	14	3,584	3,019	82	6	3,107	2,083	57	5	2,145
	Service/experience design	538	126	46	710	508	74	6	588	318	62	4	384
	Industrial craft design	683	57	55	795	583	52	32	667	360	35	21	416
	Design infrastructure	173	11	-	184	162	10	-	172	117	9	-	126

* Data cited from the Korea Educational Development Institute

* Survey-based date : December 31, 2023 (Graduates : February 2023 and August 2022 graduates)

* Graduates are divided into employed and non-employed groups, with the non-employed further categorized as follows: those who have enrolled in higher education, those who have enlisted in the military, those ineligible for employment, those recognized as exempt, and international students. When calculating the employment rate, only graduates (A) – that is, those excluding enrollees in higher education, military enlistees, those ineligible for employment, those recognized as exempt, and international students – are used.

* Graduates (A) refer to the number of students who have graduated, excluding enrollees in higher education, the military service enlisted, the ineligible for employment, the exempt, international students, etc.

* Employed (B) refers to the number of health insurance office enrollees, on-campus workers, overseas workers, agricultural, forestry, and fishery workers, and individual creative activity researchers, solo entrepreneurs, and freelancers as of the survey-based date (December 31, 2023).

2. Status of Graduates & the Employment Rate of Design Departments at Universities (Graduate Schools)

- The employment rate of design department graduates was 66.7%[7], an decrease of 2.4%p from the previous year.
- Employment rates by degree were 66.2% for bachelor's degree holders, 75.2% for master's degree holders, and 78.9% for doctorates.

▼ **Status of Graduates & the Employment Rate of Design Departments at Universities (Graduate Schools)**

(Unit : Persons)

Item	Status of Graduates & the Employment Rate		
	Graduates (A)	Employed (B)	Employment rate (C=B/A)
2023	**17,375**	**11,593**	**66.7%**
2022	17,638	12,188	69.1%
Increase/decrease	**-263**	**-595**	**-2.4%p**

▼ **Status of Graduates & the Employment Rate of Design Departments at Universities (Graduate Schools)**

(Unit : Persons)

Item		Status of Graduates & the Employment Rate											
		Graduates (A)				Employed (B)				Employment rate (C=B/A)			
		B.S	M.S	Ph.D.	Total	B.S	M.S	Ph.D.	Total	B.S	M.S	Ph.D.	Total
Total		**16,469**	**783**	**123**	**17,375**	**10,907**	**589**	**97**	**11,593**	**66.2**	**75.2**	**78.9**	**66.7**
By school	Community colleges	5,926	-	-	5,926	4,077	-	-	4,077	68.8	-	-	68.8
	Colleges	9,140	-	-	9,140	5,842	-	-	5,842	63.9	-	-	63.9
	Industrial universities	55	-	-	55	34	-	-	34	61.8	-	-	61.8
	Various colleges & universities	23	-	-	23	16	-	-	16	69.6	-	-	69.6
	Cyber universities (Universities)	827	-	-	827	593	-	-	593	71.7	-	-	71.7
	Specialized colleges	179	-	-	179	91	-	-	91	50.8	-	-	50.8
	Technical universities	319	-	-	319	254	-	-	254	79.6	-	-	79.6
	General graduate schools	-	285	100	385	-	208	76	284	-	73.0	76.0	73.8
	Professional & special graduate schools	-	498	23	521	-	381	21	402	-	76.5	91.3	77.2
By major	General Design	1,721	287	36	2,044	1,105	207	28	1,340	64.2	72.1	77.8	65.6
	Product design	2,483	61	11	2,555	1,633	54	11	1,698	65.8	88.5	100.0	66.5
	Visual design	2,979	88	5	3,072	1,923	63	4	1,990	64.6	71.6	80.0	64.8
	Digital/multimedia design	2,579	49	9	2,637	1,638	36	9	1,683	63.5	73.5	100.0	63.8
	Space design	2,435	80	18	2,533	1,730	66	15	1,811	71.0	82.5	83.3	71.5
	Fashion/textile design	3,019	82	6	3,107	2,083	57	5	2,145	69.0	69.5	83.3	69.0
	Service/experiential design	508	74	6	588	318	62	4	384	62.6	83.8	66.7	65.3
	Industrial craft design	583	52	32	667	360	35	21	416	61.7	67.3	65.6	62.4
	Design infrastructure	162	10	-	172	117	9	-	126	72.2	90.0	-	73.3

* Data cited from the Korea Educational Development Institute

* Survey-based date : December 31, 2023 (Graduates : February 2023 and August 2022 graduates)

* Graduates are divided into employed and non-employed groups, with the non-employed further categorized as follows: those who have enrolled in higher education, those who have enlisted in the military, those ineligible for employment, those recognized as exempt, and international students. When calculating the employment rate, only graduates (A) – that is, those excluding enrollees in higher education, military enlistees, those ineligible for employment, those recognized as exempt, and international students – are used.

* Graduates (A) refer to the number of students who have graduated, excluding enrollees in higher education, the military service enlisted, the ineligible for employment, the exempt, international students, etc.

* Employed (B) refers to the number of health insurance office enrollees, on-campus workers, overseas workers, agricultural, forestry, and fishery workers, and individual creative activity researchers, solo entrepreneurs, and freelancers as of the survey-based date (December 31, 2023).

* Employment rate: Employed (B)/{Graduates (A)-(Enrollees in higher education+Military service enlisted+The ineligible for employment+The exempt+International students)}*100

7) The employment rate of all higher education institutions nationwide during the period was 70.3% (Office of Education, 2023).

Appendix

Questionnaire

Design Thinking for Industrial Sustainability

승인번호 제 115026 호

2024 Design Industry Statistics of Korea (General Companies, Companies Utilizing Design)

Ministry of Trade, Industry and Energy

kidp 한국디자인진흥원 KOREA INSTITUTE OF DESIGN PROMOTION

Greetings. We extend our best wishes to your company in all its endeavors.

The Ministry of Trade, Industry and Energy, in collaboration with the Korea Institute of Design Promotion, is compiling the "2024 Design Industry Statistics of Korea." This initiative is in line with the objectives outlined in Article 10(2) of the Industrial Design Promotion Act, aiming to effectively implement a comprehensive plan for the promotion of industrial design.

This survey has received official approval under Article 18 of the Statistics Act. The survey will serve as crucial baseline data for effectively analyzing design policies and enhancing design competitiveness across various companies. We kindly request you to dedicate a few minutes to complete this survey.

Your responses will be treated with the strictest confidentiality in accordance with Article 33 of the Statistics Act. They will be solely utilized for statistical purposes. We sincerely ask for your honest responses.

September 2024

Ministry of Trade, Industry and Energy and Korea Institute of Design Promotion

Organizing Institute	Design Policy Research Center, Korea Institute of Design Promotion **Lee Soo Min** **(T 031-780-2145, E soomin@kidp.or.kr)**	Research Institute	Kstat Research **Dae Young Yang** **(T 02-6188-6017, E dyyang@kstat.co.kr)**

A. Basic business status

★ **Please answer all questions below on the basis of the company, not the corporation.**

ID	※Filled in by the interviewer	Company ID	※Filled in by the interviewer
1. Name of company			
2. Company registration number			
3. Company address			
4. Main products and services offered	Products		
	Services		
5. Founding year			
6. Corporation Size	① Large	② Midsize	③ Medium ④ Small
7. Organization Type	① Sole proprietorships ② Corporate entity ③ Non-business corporation ④ Unincorporated organization]→ Type: ① Sole proprietorships ② Headquarters, main office, etc. ③ Factories, branches (stores), sales offices, etc. ※ **Non-business corporations:** Businesses, foundations, corporations, and special corporations (law firms, accounting firms, corporations, public corporations, etc.) established under the Civil Code or special laws. ※ **Unincorporated organizations:** Unincorporated organizations or groups, religious groups, cultural groups, or support groups, etc.		
8. Listing	① Listed	② Unlisted	
9. Women enterprise	① Women enterprise	② Not applicable	

▣ **Respondent Information**

Name of respondent		**Respondent contacts**	( ) -
Respondent department (team)		**Respondent position**	
		Major	① **Design Major** ② **Non-design Majors**

B. Survey of design utilization

SC1. The following are questions about your company's utilization of design.

Items	Yes	No
1) As of December 2023, did your company have a **design department**?	①	②
2) As of December 2023, did your company have any **designers** as employees? ※ Designer: One who has studied a design-related major or holds a certificate related to design work, or one who did not study a design-related major or does not hold a certificate but possesses at least two years of experience in design work among those hired as designers.	①	②
3) During 2022 and 2023, did your company hire **Professional Design Companies or freelancers** to promote your business or company?	①	②

SC2. (If you responded "no" to all SC1 items): Reconfirmation question

1) Has your company launched a new product or changed the design of an existing product during 2022–2023?

① **Yes** ☞ Go to additional question 2) ② **No** ☞ End survey

(If the company has launched a new product or changed the design)

2) How did you design the new product or change the design (in-house, outsourced, etc.)?

▶ In-house: Double-check on the presence of design staff

▶ External: Double-check on the hiring of freelance or professional services

C. Status of design utilization

※ [Q1] should only be responded by companies with a design department in SC1.

Q1) Please check **all** that apply to how your company's **design department** is structured.

① Independent design organizations, such as corporate design centers and design institutes, exist.
② Design departments exist within R&D-related organizations such as R&D labs.
③ Design departments exist within organizations other than R&D, such as product planning and marketing.
④ Other( )

Q2) Please indicate your company's design utilization percentage.
The utilization percentages total 100%.

Utilized Area	Scope	Percentage
① **Product Design**	Electrical and electronic product design, multipurpose machine and tool design, household and environmental product design, transportation equipment design, furniture design, manufacturing company headquarters design, and other product design	%
② **Visual Design**	Editorial design, food and drug package design, non-food and drug package design, advertisement design (print media), and other visual design	%
③ **Digital/Multimedia Design**	Video design, web design, game design, and other digital/multimedia design	%
④ **Space Design**	Architectural design, interior decoration design, exhibition and stage design, interior material design, exterior design, landscape and leisure space design, built environment design, and civil environment design	%
⑤ **Fashion/Textile Design**	Fashion design, functional fashion design, textile design, and miscellaneous goods design	%
⑥ **Service/Experience Design**	Service design, interaction design, and other service/experience design	%
⑦ **Industrial Crafts Design**	Metalworks, ceramics, textiles, woodworks, and other crafts	%
⑧ **Design Infrastructure**	Design mockups, design research and development, and other design services	%
Total		**100%**

Q3) Choose the number that best describes your company's **design utilization phase**.

① Design is a crucial aspect of a company's strategy.
② Design is essential but not the centerpiece of a company's development phase.
③ Design is utilized in the final stage to enhance the appeal of the final product.
④ The company does not utilize design systematically.

Q4) Please indicate the percentage of your company's **design development services by contract type.** The utilization percentages total 100%.

Item	Contracts per project	Annual contracts	Total
Percentage	%	%	**100%**

※ Contract per project: A single contract designed to develop and improve the design of a specific product or service.
※ Annual contract: An annual contract for the development and refinement of the design of a product or service, which includes work to supplement the design developed and refined during the term.

Q4-1) Please indicate the level of **satisfaction with the quality** of the design services your company has commissioned for development by **contract type**.

※ Only indicate the level of satisfaction with the type of contract answered in Q4).

Item	Not at all satisfied	Not that satisfied	Averagely satisfied	More or less satisfied	Very satisfied
Contracts per project	①	②	③	④	⑤
Annual contracts	①	②	③	④	⑤

※ Contract per project: A single contract designed to develop and improve the design of a specific product or service.
※ Annual contract: An annual contract for the development and refinement of the design of a product or service, which includes work to supplement the design developed and refined during the term.

D. Design investment performance

Q5) Please indicate your company's **business performance in 2023**.

Item		10T	1T	100 B	10 B	1B	100 M	10 M	1M
① **Revenue**	Total revenue earned from business activities during the year								
② **Labor costs**	Allowances paid to employees for labor costs, such as salaries, benefits, and retirement benefits.								
③ **R&D costs**	The sum of research, development, and general development expenses								
④ **Operating profit**	Revenue - Operating expenses (cost of goods sold, SG&A, etc.)								

Q6) Please indicate your company's design investment in **2023 and the cost and number of design developments.**

※ The cost of "② Design service costs (outsourced)" and "Ⓑ Outsourced design development" should be identical. Outsourced design development should equal the "by outsourced type" total and the "by domestic and foreign type" total.

Item	10T	1T	100B	10 B	1B	100 M	10 M	1M
Total design investment (①+...+⑦)								
① Internal designer labor costs								
② Design service costs (outsourced)								
③ Design machinery/devices and software costs Machine/device and SW purchase/management costs for design development								
④ Land/building costs for design and R&D Land for design R&D, building purchase/renovation costs, lease payments, etc.								
⑤ Design/designer training costs								
⑥ Costs for acquisition and management of design intellectual property rights Acquisition and administration costs for design-related intellectual property (Patents, utility models, designs, trademarks, etc.)								
⑦ Other design-related operating costs Other expenses such as costs of materials for design research, handouts, supplies, travel, etc.								

Design development cost		Number of Design Developments
Total Ⓐ+Ⓑ Million Won		**Total Ⓐ+Ⓑ** Cases
Ⓐ In-house design development *Designs developed by in-house personnel Million Won		**ⓐ In-house design development** Cases
Ⓑ Outsourced design development (Ⓑ = ㉠+㉡+㉢+㉣ = ㉮+㉯) *Designs developed by external organizations and personnel Million Won		**ⓑ Outsourced design development** (ⓑ= ㉠+㉡+㉢+㉣ = ㉮+㉯) Cases
By out-sou-rced type	**㉠ Affiliates specializing in design within the group** Million Won	**㉠ Affiliates specializing in design within the group** Cases
	㉡ External professional design companies Million Won	**㉡ External professional design companies** Cases
	㉢ Freelancers Million Won	**㉢ Freelancers** Cases
	㉣ Other design service costs Million Won	**㉣ Other design service costs** Cases
By domestic and fore-ign type	**㉮ Domestic referrals** Million Won	**㉮ Domestic referrals** Cases
	㉯ International referrals Million Won	**㉯ International referrals** Cases

Q7) What is your company's **outlook on design investment and hiring designers** in the future? Write 100% if it is the same as 2023, 50% if it is half of 2023, 200% if doubled, etc.

Item	Outlook to 2024		Outlook to 2025	
① Outlook on design investment	( )% of 2023		( )% of 2023	
② Outlook on hiring designers	If you have a designer	( )persons, ( )% of 2023	If you have a designer	( )persons, ( )% of 2023
	If you do not have a designer	( ) job openings	If you do not have a designer	( )job openings

Q8) Please fill in the **percentage of factors** influencing your company's **revenue.**

Factors	Design	Brand	Corporate image	Marketing (PR/Advertising)	Customer services	Product performance	Distribution	Total
Weight by factor	%	%	%	%	%	%	%	100%

※ Corporate image: Corporate eco-friendliness, ethics, and reliability
※ Service providers are to respond with elements in parentheses

Q9) Please list any **design certifications, awards, and IPR filings/registrations owned by your company** in 2023.

Item	Domestic	Overseas
Design awards	Cases	Cases
Patent/Utility Model/Design/Trademark filings	Cases	Cases
Patent/Utility Model/Design/Trademark Registrations	Cases	Cases

※ Example of a design-related award
:(Domestic) Good Design (GD), Korea International Design Award, Design Korea Award, etc.
:(Overseas) German iF Design Award, German Red Dot Design Award, US IDEA, Japanese Good Design Award, etc.

E. Design stature and contributions

Q10) Please **select all stages** in which your designer or the Professional Design Companies who have commissioned the service are involved in the following new product (service) development process.

Item		(Only companies hiring designers in SC1 on page 2) Designer involvement	Involvement of Professional Design Companies	Freelance designer involvement
Planning and strategies	Market research	①	①	①
	Deriving strategy	②	②	②
	Establishing concepts	③	③	③
Design develop-ment	Discovering ideas	④	④	④
	Creating design mockup	⑤	⑤	⑤
	Sample creation and user validation	⑥	⑥	⑥
Post manage-ment	Rightsizing your design	⑦	⑦	⑦
	Managing mass production	⑧	⑧	⑧
	Public relations and marketing	⑨	⑨	⑨

Q11) To what extent do you think your company's **investment in and utilization of design** has contributed to each of the following?

Item	Not at all contributed	Not much contributed	Average	Contributed a little	Contributed significantly
Increased revenue	①	②	③	④	⑤
Increased customer satisfaction (including enhanced corporate image)	①	②	③	④	⑤
Increased product and brand loyalty	①	②	③	④	⑤
Increased product and brand awareness	①	②	③	④	⑤
Created technology-design convergence	①	②	③	④	⑤
Contributed to creating new businesses such as new products	①	②	③	④	⑤

Q12) What are the challenges of **utilizing design** in your company? Please **select only two** in order.

1st: _____, 2nd: _____

① Lack of design experts and capacity of Professional Design Companies
② Difficulty communicating with designers
③ Difficulty securing design experts
④ Difficulty in selecting a good Professional Design Companies
⑤ Difficulty securing a budget
⑥ Burden of design development expenses
⑦ Other( )

Q13) The Ministry of Trade, Industry and Energy established compensation standards and actively recommended the **“Standard Design Contract”** to **clarify the rights and obligations between design service parties.** Does your company use the **“Standard Design Contract”**?

① Yes ☞ **To Q14** ② No ☞ **To Q13-1**

Q13-1) Why doesn’t your company use the **“Standard Design Contract”**?

① It does not know that a Standard Contract exists
② The contract is difficult to understand
③ It uses its own contract
④ The price of the service is not suitable
⑤ Other( )

F. Design workforce

※ Write the number of employees and designers in the design department only if applicable.

Q14) Please indicate your organization's **workforce** as of December 31, 2023.

Item	① Permanent workers			② Temporary and day-to-day workers			Total (①+②)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Total number of employees	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons
Number of designers	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons
Number of administrative employees	persons			persons			persons		
Number of R&D employees	persons			persons			persons		
Number of skilled/production employees	persons			persons			persons		

Item	① Permanent workers			② Temporary and day-to-day workers			Total (①+②)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Number of employees in the design department (including support staff)	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons

※ Permanent workers: Workers employed for an unlimited period of time and subject to human resource management regulations and receive bonuses and other benefits, or those who have contracted employment for more than one year outside of a company.

※ Temporary and day-to-day workers: Workers whose employment contract is for less than one year and who are paid by the company.

※ Designers: One among hired designers who has studied a design-related major or holds a certificate related to design work, or one who did not study a design-related major or does not hold a certificate but possesses at least two years of experience in design work.

※ Q15) through 21) are only for designer hiring companies in SC1.
Companies that do not employ designers respond from ☞ Q22)

Q15) This question is about the **status of designers** in your company as of December 31, 2023.

By job title	Employee	Deputy	Chief/Deputy Chief	Director	Executive/ Director level	Vice President/ President	Total
	persons	persons	persons	persons	persons	persons	※ Write the same as the number of designers in Q13
By age	Under 30	30s	40s	50s	60 and older		
	persons	persons	persons	persons	persons		
By education	High School or less	Community college	University	Master's	Doctorate		
	persons	persons	persons	persons	persons		

Q16) This question concerns your company's number of job openings and hires of **experienced and new recruits and retirees** during 2023.

Item		Job openings		Hired		Retirees	
		Experienced	New	Experienced	New	Experienced	New
Entire company		persons	persons	persons	persons	persons	persons
	Designers	persons	persons	persons	persons	persons	persons

※ Number of permanent workers
※ Job openings: Number of jobs posted
※ Hired employees: Number of final hires

Q16-1) **(If you responded to have retired designers in Q17)**
Please write down the **tenure of the designers who left your company** in 2023.

Item	Less than 1 year	1–3 years	3–5 years	5–10 years	More than 10 years	Total
Number of retirees	persons	persons	persons	persons	persons	persons

Q17) What is your **primary channel for hiring designers?** Please select **two responses**.

1st: _____, 2nd: _____

① Job sites
② Recruitment via the company's homepage/social media
③ Referrals from acquaintances (school, workplace, etc.)
④ Scouting personnel from the same industry
⑤ School Career Center
⑥ Public Employment Support Center
⑦ Recruitment at job fairs
⑧ Other( )

Q18) Why is it **difficult to hire designers**? Please select **two responses.**

1st: _____, 2nd: _____

① Failure to actively recruit
② Intense competition with other companies to attract talent
③ No applicants possessing the education and qualifications required by the company
④ No applicants possessing the experience required by the company
⑤ The wages and hours offered by the business do not match the job seeker's expectations
⑥ Company's location and work environment
⑦ It is a job that job seekers do not want, such as 3D jobs.
⑧ Other ( )

G. Designer education cost

Q19) Please **select all** the **designer retraining methods** conducted in your company in 2023.

① In-house training (internal instructors)
② In-house special lectures (external instructors)
③ Outsourced training (paid)
④ Studying abroad (excluding degree programs)
⑤ (Domestic and international) degree programs
⑥ Conferences, seminars, or exhibitions
⑦ Use of government/publicly funded free education (online)
⑧ Use of government/publicly funded free education (offline)
⑨ No retraining conducted

Q20) What **retraining** is required to improve designers' skills at your company? Please **select all.**

Design skills	Business skills	Convergence skills
① Ability to utilize design-related SW	⑧ Ability to utilize trends	⑮ Creativity
② Design expressiveness	⑨ Planning skills (business planning and strategy formulation, etc.)	⑯ Teamwork (collegiality)
③ Design research skills		⑰ Leadership
④ CMF-related skills	⑩ Marketing skills	⑱ Interdisciplinary skills (engineering, etc.)
⑤ UI/UX design	⑪ Presentation skills	⑲ Understanding of emerging technologies(AI, AR, VR, etc.)
⑥ Service design methodology and practice	⑫ Communication skills	⑳ Statistical skills
⑦ Brand development	⑬ Foreign language skills	㉑ Ability to understand and utilize domestic and international market information
	⑭ Report-writing skills	

Q21) Please select the **two biggest challenges in retraining designers.**

1st: _____, 2nd: _____

① Lack of budget for training
② Unpredictable work situations
③ Lack of time/substitute workers
④ Lack of awareness from management and relevant departments
⑤ Lack of quality retraining programs
⑥ Lack of information on retraining
⑦ Lack of specialized retraining organizations
⑧ Return on investment, including turnover after retraining
⑨ Other ( )

H. Overseas Business Status

Q22) Does your company currently have any **overseas business** or **plans to have one in the future**?

① In progress ② Planned for the future ⇒ To Q22-3 ③ No plan ⇒ To Q23

Q22-1) What is the form of your company's **overseas business**? Please select two responses.

1st: , 2nd:

① Establishing and operating a corporation overseas
② Operating a liaison office overseas (unregistered)
③ Collaboration with overseas companies, including partnerships
④ Utilizing local experts abroad (business development, designers, etc.)
⑤ Conducting industry–academic projects with overseas universities
⑥ Promoted domestically (including local travel, if necessary)
⑦ Entering overseas online distribution channels
⑧ Entering overseas offline distribution channels
⑨ Finding buyers through participation in overseas exhibitions

Q22-2) Which **region does your company operate business in?** Please write the specific country (region).

① China (Region:)
② Asia (Country:)
③ Europe (Country:)
④ USA (Country:)
⑤ Other (Country:)

Q22-3) In which areas does your company require **government support to expand overseas and export products?** Please select two responses in order.

1st: , 2nd:

① Overseas expansion/export training
② Diagnosis and improvement in your company's global capabilities
③ Overseas market research
④ Participation in overseas exhibitions
⑤ Overseas buyer consultation
⑥ Support for overseas online business (online mall)
⑦ Support for overseas offline business
⑧ Support for overseas local business spaces
⑨ Building a network of overseas organizations/companies
⑩ Export subsidies
⑪ English contracts and brochures
⑫ Other ( )

I. Government policy and demand for support

Q23) Which **design-related government support** does your company need the most? Please select two responses in order.

1st: _____, 2nd: _____

① Design education support
② Increased funding (loans, grants, etc.)
③ R&D and technical support
④ Support in export and international cooperation
⑤ Connection with designers (including internship support)
⑥ Connection with Professional Design Companies
⑦ Maintenance of related system and deregulation
⑧ Other( )

J. Design trends

Q24) Have you ever utilized a service based on generative artificial intelligence(AI) technology in your work?

※ Generative AI (AI) refers to AI that can generate text, images, videos, and other media in response to prompts. It is an AI field that focuses on creating new content based on data rather than simply analyzing existing data.
(Examples of generative AI (AI): ChatGP, Gemini, Claude, Bert, DeepDream, StableDiffusion, MidJourney, Dali, SunoAI, Sora, Adobe Firefly, etc.)

Item		Usage stage	Utilization Software
application	**Design planning** Market and trend analysis, Consumer preference analysis, Bid and contract analysis, Automatic design data recognition, etc.	☐	
	Concept design Create sample images, Create design sketches, Visualize design concepts, etc.	☐	
	Detailed design Product creation design, Product CMF recommendation, Process design automation, UX/UI, logo automatic generation, etc.	☐	
	Prototype Evaluation (Prototyping) Virtual implementation of prototypes, AI-based prototype evaluation, 3D design simulation, etc.	☐	
	Other In addition to the above categories If your company utilizes it	☐	
Unused		☐	

Q25) What are the barriers to utilize generative artificial intelligence (AI) technology-based services in your work?

1st: _____, 2nd: _____

① Subscription Cost Burden
② Security Issues
③ Lack of infrastructure and manpower
④ Difficulty in utilizing
⑤ Compatibility Issues
⑥ Absence of need for utilization
⑦ Legal issues such as copyright
⑧ Absence of relevant educational programs
⑨ Opposition from management (internal issues)
⑩ Other ( )
⑪ No barriers

Q26) Does your company consider "eco-friendliness factors" when developing designs?

Not at all	Not really	Somewhat	Yes	Very much
①	②	③	④	⑤

Q27) What are the barriers to "design development that considers eco-friendliness" in your company? Please select **two responses** in order.

1st: _____, 2nd: _____

① Lack of knowledge/know-how
② Decreased quality
③ Decreased price competitiveness
④ Customer dissatisfaction
⑤ Lack of experts and specialists
⑥ Increased development time

♣ Thank you very much for your cooperation in the survey. ♣

승인번호 제 115026 호

2024 Design Industry Statistics of Korea (Professional design company)

Ministry of Trade, Industry and Energy

kidp 한국디자인진흥원 KOREA INSTITUTE OF DESIGN PROMOTION

Greetings. We extend our best wishes to your company in all its endeavors.

The Ministry of Trade, Industry and Energy and the Korea Institute of Design Promotion are compiling the "2024 Design Industry Statistics of Korea." This initiative is aimed at effectively implementing a comprehensive plan for the promotion of industrial design, as stipulated in Article 10(2) of the Industrial Design Promotion Act.

This survey is an approved statistic under Article 18 of the Statistics Act. It is an important survey that will serve as baseline data for effectively analyzing design policies and enhancing design competitiveness across companies. We kindly request that you to take a few minutes to complete the survey.

Your responses will be treated with utmost confidentiality in accordance with Article 33 of the Statistics Act and will only be used for statistical purposes. Your honest responses are highly appreciated.

September 2024

Ministry of Trade, Industry and Energy and Korea Institute of Design Promotion

Organizing Institute	Design Policy Research Center, Korea Institute of Design Promotion **Lee Soo Min** **(T 031-780-2145, E soomin@kidp.or.kr)**	Research Institute	Kstat Research **Dae Young Yang** **(T 02-6188-6017, E dyyang@kstat.co.kr)**

A. Basic business status

★ Please answer all questions below in accordance with the company, not the corporation.

ID	※Filled in by the interviewer	Company ID	※Filled in by the interviewer
1. Name of company			
2. Company registration number			
3. Company address			
4. Address type	**Kindly mark the appropriate box if the above address applies to you**	☐ Company address is separate from residence ☐ Company address is the residence address	
5. Main products and services offered	**Products**		
	Services		
6. Founding year			
7. Organization Type	① Sole proprietorships ② Corporate entity ③ Non-business corporation]→ Type: ① Sole proprietorships ② Headquarters, main office, etc. ③ Factories, branches (stores), sales offices, etc. ※ **Non-bisiness corporations** Businesses, foundations, corporations, and special corporations (law firms, accounting firms, corporations, public corporations, etc.) established under the Civil Code or special laws.		
8. Listing	① Listed	② Unlisted	
9. Women enterprise	① Women enterprise	② Not applicable	
10. Registration as Professional design company	① Registered ※ **Please check all the registered fields.** (☞ ① Visual Design ② Packaging Design ③ Product Design ④ Environmental Design ⑤ Multimedia ⑥ Service Design ⑦ Others : _____) ② Unregistered		

▣ **Respondent information**

Name of respondent		**Respondent contacts**	( ) -
Respondent department (team)		**Respondent position**	
		Major	① **Design Major** ② **Non-design Majors**

B. Status of design utilization

Q1) Please indicate the weight of your company's **primary design focus**. The sum of the weights is 100%.

Areas of focus	Scope	Percentage
① **Product Design**	Electrical and electronic product design, multipurpose machine and tool design, household and environmental product design, transportation equipment design, furniture design, manufacturing company headquarters design, and other product design	%
② **Visual Design**	Editorial design, food and drug package design, non-food and drug package design, advertisement design (print media), and other visual design	%
③ **Digital/Multimedia Design**	Video design, web design, game design, and other digital/multimedia design	%
④ **Space Design**	Architectural design, interior decoration design, exhibition and stage design, interior material design, exterior design, landscape and leisure space design, built environment design, and civil environment design	%
⑤ **Fashion/Textile Design**	Fashion design, functional fashion design, textile design, and miscellaneous goods design	%
⑥ **Service/Experience Design**	Service design, interaction design, and other service/experience design	%
⑦ **Industrial Crafts Design**	Metalworks, ceramics, textiles, woodworks, and other crafts	%
⑧ **Design Infrastructure**	Design mockups, design research and development, and other design services	%
Total		**100%**

C. Workforce Status

Q2) This question is about your company's **workforce** as of December 31, 2023.

Item	① Permanent workers			② Temporary and day-to-day workers			Total (①+②)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Total number of employees (①+②+③+④)	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons
① Number of designers	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons
② Number of administrative employees	persons			persons			persons		
③ Number of R&D employees (excluding designers)	persons			persons			persons		
④ Number of skilled/production employees	persons			persons			persons		

Item	① Permanent workers			② Temporary and day-to-day workers			Total (①+②)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Design department (including support staff)	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons	( ) persons

※ Permanent workers: Workers employed for an unlimited period of time and subject to human resource management regulations, with bonuses and other benefits, or those who have contracted employment for more than one year outside of a company.

※ Temporary and day-to-day workers: Workers whose employment contract is for less than one year and who are paid by the company.

※ Designers: One among hired designers who has studied a design-related major or holds a certificate related to design work, or one who did not study a design-related major or does not hold a certificate but possesses at least two years of experience in design work.

Q3) This question is about the **number of designers** in your organization **by position, age, and education** as of December 31, 2023.

By job title	Employee	Deputy	Chief/Deputy Chief	Director	Executive/ Director level	Vice President/ President	Total
	persons	persons	persons	persons	persons	persons	※ Write the same as the number of designers in Q2
By age	Under 30	30s	40s	50s	60 and older		
	persons	persons	persons	persons	persons		
By education	High School or less	Community college	University	Master's	Doctorate		
	persons	persons	persons	persons	persons		

Q4) This question concerns your company's **job openings and hires of experienced and new recruits and retirees** during 2023.

Item		Job openings		Hired		Retirees	
		Experienced	New	Experienced	New	Experienced	New
Entire company		persons	persons	persons	persons	persons	persons
	Designers	persons	persons	persons	persons	persons	persons

※ Number of permanent workers
※ Job openings: Number of jobs posted
※ Hired employees: Number of final hires

Q4-1) **(If you responded to have retired designers in Q4)**
Please specify the **tenure of the designers who left your company** in 2023.

Item	Less than 1 year	1–3 years	3–5 years	5–10 years	More than 10 years	Total
Number of retirees	persons	persons	persons	persons	persons	persons

Q5) Did your company hire the services of an external designer during 2023? If so, how many?
① Yes (persons) ② No

Q6) What is your **primary channel for hiring designers?** Please select **two responses.**
1st: , 2nd:

① Job sites
② Recruitment via the company's website/social media
③ Referrals from acquaintances (school, workplace, etc.)
④ Scouting personnel from the same industry
⑤ School career center
⑥ Public employment support center
⑦ Recruitment at job fairs
⑧ Other( )

Q7) Why is it **difficult to hire designers**? Please select **two responses.**

1st:_____, 2nd:_____

① Failure to actively recruit
② Intense competition with other companies to attract talent
③ No applicants with the education and qualifications required by the company
④ No candidates with the experience required by the company
⑤ The wages and hours offered by the business do not match the job seeker's expectations
⑥ Company's location and work environment
⑦ It is a job that job seekers do not want, such as 3D jobs.
⑧ Others( )

Q8) What are the **factors to consider when hiring a designer?** Please select **two responses.**

1st:_____, 2nd:_____

① Degree
② Certificate
③ Career
④ Portfolio
⑤ Applicant's personality/attitude
⑥ Others( )

D. Design business performance

Q9) This is a question about your company's **business performance in 2023**.
Please write down your **sales by each item**.

Item	100 B	10 B	1 B	100 M	10 M	1 M
① **Revenue** Total revenue earned from business activities during 2023						
② **Labor costs** Labor costs, such as salaries, benefits, and contribution to provision for severance benefits(including other employee benefits and commissions)						
③ **R&D costs** The sum of research and development expenses(design, etc.) and general development expenses						
④ **Operating profit** Revenue - Operating expenses(cost of goods sold, SG&A, etc.)						

	Revenue composition		
	Total for each composition	Revenue	Number of services
▶	① **Revenue=** ㉠+㉡+㉢+㉣+ ㉤+㉥+㉦+㉧	Million Won	Cases
Domestic	㉠ **Design consulting**	Million Won	Cases
	㉡ **Design and development services**	Million Won	Cases
	㉢ **Development and sales of own products**	Million Won	Cases
	㉣ **Intellectual property royalties**	Million Won	Cases
	㉤ **Other** (subscribed services, etc.)	Million Won	Cases
Over-seas	㉥ **Design consulting**	Million Won	Cases
	㉦ **Design and development services**	Million Won	Cases
	㉧ **Development and sales of own products**	Million Won	Cases
	㉨ **Intellectual property royalties**	Million Won	Cases
	㉩ **Other** (subscribed services, etc.)	Million Won	Cases

Q10) Does your company operate in **business areas other than the design business**?

① Yes, the company operates other businesses (Business details:)

② No, the company does not operate other businesses

Q11) Please indicate the **proportion of domestic and international customers** in your company (based on 2023 revenue).

Item	Company size				Public agencies (Public companies, etc.)	Government /Municipal	Total
	Large	Midsize	Medium	Small			
Domestic	%	%	%	%	%	%	100%
Overseas	%	%	%	%	%	%	100%

Q12) This question is about **your company's operating expenses in 2023.**

Item		100 billion	10 billion	Billion	100 million	10 million	Million
① **Hired designer's labor costs**							
②-1 **Design service costs (subcontract)**	Design service costs other than owned technology						
②-2 **Other service costs**	Mock-up/mold production costs, in-house product production costs, etc.						
③ **Equipment and software**	Costs of purchasing and maintaining expensive instruments, devices, computer systems, and applications for research and development						
④ **Land/Buildings for R&D (Acquisition costs, such as rent)**	Land and building costs for research and development Spending for major repairs and more						
⑤ **Training costs**	Spending on training-related seminars, workshops, etc.						
⑥ **Costs for acquisition and management of intellectual property rights**	Acquisition and management costs for design-related intellectual property rights (patents, utility models, designs, trademarks, etc.)						
⑦ **Other operating costs**	Other expenses for research, such as materials, handouts, supplies, travel, etc.						
Total operating expenses (①+...+⑦)							

Q13) This question is about your company's **future revenue and operating expenses, research and development investments, and designer employment prospects.** Write 100% if it's the same as 2023, 50% if it's half of 2023, 200% if doubled, etc.

Item	Outlook to 2024	Outlook to 2025
① **Outlook on revenue**	( )% of 2023	( )% of 2023
② **Outlook on operating expenses**	( )% of 2023	( )% of 2023
③ **Outlook on research and development investment**	( )% of 2023	( )% of 2023
④ **Outlook on hiring designers**	( )% of 2023, ( )persons	( )% of 2023, ( )persons

Q14) What is the company's plan in terms of **increasing revenue** in the future?

① Expand domestic service orders ② Expand into international markets
③ Expand scope to comprehensive consulting ④ Develop and sell own products
⑤ Differentiation with specialized design expertise
⑥ Other( )

Q15) Please indicate the percentage of your company's **design development services by each contract type**. The utilization percentage totals 100%.

Item	Contracts per project	Annual contracts	Total
Percentage	%	%	100%

※ Contract per project: A single contract to develop and improve the design of a specific product or service.
※ Annual contract: An annual contract for the development and refinement of the design of a product or service, which includes work to supplement the design developed and refined during the term.

Q15-1) Please indicate the level of **satisfaction with the quality** of the design services your company has commissioned for development by **contract type**.
※ Only indicate the satisfaction with the type of contract answered in Q15).

Item	Not at all satisfied	Not that satisfied	Averagely satisfied	More or less satisfied	Very satisfied
Contracts per project	①	②	③	④	⑤
Annual contracts	①	②	③	④	⑤

※ Contract per project: A single contract to develop and improve the design of a specific product or service.
※ Annual contract: An annual contract for the development and refinement of the design of a product or service, which includes work to supplement the design developed and refined during the term.

Q16) Please list the **design certifications, awards, and IPR filings/registrations owned by your company and client companies in 2023**.

Item	① Owned by your company		② Owned by client company	
	Domestic	Overseas	Domestic	Overseas
Design-related awards	cases	cases	cases	cases
Patent/Utility Model/Design/Trademark filings	cases	cases	cases	cases
Patent/Utility Model/Design/Trademark registrations	cases	cases	cases	cases

※ Fill according to design ownership (name)

※ Example of a design-related award

:(Domestic) Good Design (GD), Korea International Design Award, Design Korea Award, etc.

:(Overseas) German iF Design Award, German Red Dot Design Award, US IDEA, Japanese Good Design Award, etc.

E. Overseas Business Status

Q17) Does your company currently have any overseas business or plans to have one in the future?

① In progress ⇒ **To Q17-1**

② Planned for the future ⇒ **To Q17-5**

③ No plans ⇒ **To Q17-7**

Q17-1) **(If you responded "① In progress" in Q17)**

What is the **main focus of your company's overseas business**?

① Design consulting ② Design development services

③ Develop and sell own products ④ Intellectual property royalties

⑤ Other(Subscribed services, etc.)

Q17-2) **(If you responded "① In progress" in Q17)**

What is the form of your company's **overseas business**?

Please select **two responses**.

1st:_____, 2nd:_____

① Establishing and operating a corporation overseas

② Operating a liaison office overseas (unregistered)

③ Collaborating with overseas companies, including partnerships

④ Utilizing local experts abroad (business development, designers, etc.)

⑤ Conducting industry-academic projects with overseas universities

⑥ Promoting domestically (including local travel if necessary)

⑦ Entering overseas online distribution channels

⑧ Entering overseas offline distribution channels

⑨ Finding buyers through participation in overseas exhibitions

Q17-3) **(If you responded "① In progress" in Q17)**

What are the methods through which your company **finds international buyers and clients**? Please select **two responses**.

1st: _____, **2nd:** _____

① Utilize social media (LinkedIn, Instagram, etc.)
② Utilize media outlets (articles, magazines, booklets, etc.)
③ Search engine advertisements
④ Consider foreign intermediary companies
⑤ Participate in international exhibitions
⑥ Participate in export counseling sessions
⑦ Utilize human network
⑧ Other( )

Q17-4) **(If you responded "① In progress" in Q17)**

Which **region does your company operate business in**? Please write the specific country (region).

① China (Region:) ② Asia (Country:)
③ Europe (Country:) ④ USA (Country:)
⑤ Other (Country:)

Q17-5) **(If you responded "① In progress" and "② Planned for the future" in Q17)**

Where does your company hope to do **business in the future**?
Please select two in order and include the specific country (region).

1st: _____, **2nd:** _____

① China (Region:) ② Asia (Country:)
③ Europe (Country:) ④ USA (Country:)
⑤ Other (Country:)

Q17-6) **(If you responded "① In progress" and "② Planned for the future" in Q17)**

What area does your company need **government support in to expand overseas and export products**? Please select **two responses** in order.

1st: , **2nd:**

① Training on overseas expansion/export
② Diagnosis and improvement in your company's global capabilities
③ Overseas market research
④ Participation in overseas exhibitions
⑤ Overseas buyer consultation
⑥ Support for overseas online business (online mall)
⑦ Support for overseas offline business
⑧ Support for overseas local business spaces
⑨ Building a network of overseas organizations/companies
⑩ Export subsidies
⑪ English contracts and brochures
⑫ Other( )

⇒ To Q18

Q17-7) **(If you responded "③ No plan" in Q17)**

Why doesn't your company expand internationally?

1st: , **2nd:**

① Focus on domestic business
② Lack of overseas sales channels
③ Lack of experience in overseas trading
④ Lack of staff dedicated to overseas operations
⑤ Concerns about infringement of design rights
⑥ High cost of international expansion
⑦ Other( )

F. Designer education

Q18) Please select all the designer retraining methods conducted in your company in 2023.

① In-house training (internal instructors)
② In-house special lectures (external instructors)
③ Outsourced training (paid)
④ Study abroad (excluding degree programs)
⑤ Domestic and international degree programs
⑥ Conferences, seminars, or exhibitions
⑦ Use of government/publicly funded free education (online)
⑧ Use of government/publicly funded free education (offline)
⑨ No retraining conducted

Q19) What **retraining** is required to improve designers' skills at your company? Please **select all.**

Design skills	Business skills	Convergence skills
① Ability to utilize design-related software	⑧ Ability to utilize trends	⑮ Creativity
② Design expressiveness	⑨ Planning skills (business planning and strategy formulation, etc.)	⑯ Teamwork (collegiality)
③ Design research skills	⑩ Marketing skills	⑰ Leadership
④ CMF-related skills	⑪ Presentation skills	⑱ Interdisciplinary skills (engineering, etc.)
⑤ UI/UX design	⑫ Communication skills	⑲ Understanding of emerging technologies (AI, AR, VR, etc.)
⑥ Service design methodology and practice	⑬ Foreign language skills	⑳ Statistical skills
⑦ Brand development	⑭ Report-writing skills	㉑ Ability to understand and utilize domestic and international market information

Q20) Please select the **two biggest challenges in retraining designers.**

1st: _____, **2nd:** _____

① Lack of budget for training
② Unpredictable work situations
③ Lack of time/substitute workers
④ Lack of awareness from management and relevant departments
⑤ Lack of quality retraining programs
⑥ Lack of information on retraining
⑦ Lack of specialized retraining organizations
⑧ Return on investment, including turnover after retraining
⑨ Other ( )

G. Government policy and demand for support

Q21) Which **government support** does your company need the most? Please select **two responses** in order.

1st: _____, **2nd:** _____

① Workforce training support
② Increased funding (loans, grants, etc.)
③ R&D and technical support
④ Support in export and international cooperation
⑤ Bidding information support
⑥ Maintenance of related system and deregulation
⑦ Other( )

Q22) What areas of **support do you think the government should strengthen for your company to hire the talent** it wants?

1st: _____, **2nd:** _____

① Support in university-company linkage activities (eg., Contract department)
② Cultivate more talents in related fields
③ Support training for retraining
④ Support internships
⑤ Support companies' recruitment, such as providing labor information
⑥ Develop and operate relevant professional certifications
⑦ Support various open-ended contests
⑧ Direct labor costs support
⑨ Support industry–academia collaboration
⑩ Other( )

H. Design trends

Q23) Have you ever utilized a service based on generative artificial intelligence (AI) technology in your work?

※ Generative AI (AI) refers to AI that can generate text, images, videos, and other media in response to prompts. It is an AI field that focuses on creating new content based on data rather than simply analyzing existing data.
(Examples of generative AI (AI): ChatGP, Gemini, Claude, Bert, DeepDream, StableDiffusion, MidJourney, Dali, SunoAI, Sora, Adobe Firefly, etc.)

Item		Usage stage	Utilization Software
application	**Design planning** Market and trend analysis, Consumer preference analysis, Bid and contract analysis, Automatic design data recognition, etc.	☐	
	Concept design Create sample images, Create design sketches, Visualize design concepts, etc.	☐	
	Detailed design Product creation design, Product CMF recommendation, Process design automation, UX/UI, logo automatic generation, etc.	☐	
	Prototype Evaluation (Prototyping) Virtual implementation of prototypes, AI-based prototype evaluation, 3D design simulation, etc.	☐	
	Other In addition to the above categories If your company utilizes it	☐	
Unutilized		☐	

Q24) What are the barriers to utilizing generative artificial intelligence (AI) technology-based services in your work?

1st:_____, 2nd:_____

① Subscription Cost Burden
② Security Issues
③ Lack of infrastructure and manpower
④ Difficulty in utilizing
⑤ Compatibility Issues
⑥ Absence of need for utilization
⑦ Legal issues such as copyright
⑧ Absence of relevant educational programs
⑨ Opposition from management (internal issues)
⑩ Other ( )
⑪ No barriers

Q25) Does your company consider "eco-friendliness factors" when developing designs?

Not at all	Not really	Somewhat	Yes	Very much
①	②	③	④	⑤

Q26) What are the barriers to "design development that considers eco-friendliness" in your company? Please select **two responses** in order.

1st:_____, 2nd:_____

① Lack of knowledge/know-how
② Decreased quality
③ Decreased price competitiveness
④ Customer dissatisfaction
⑤ Lack of experts and specialists
⑥ Increased development time

♣ Thank you very much for your cooperation in the survey. ♣

승인번호
제 115026 호

2024 Design Industry Statistics of Korea (Public Sector)

Ministry of Trade, Industry and Energy

한국디자인진흥원 KOREA INSTITUTE OF DESIGN PROMOTION

To be filled in by the interviewer	ID							List No					

Greetings.

The Ministry of Trade, Industry and Energy, in collaboration with the Korea Institute of Design Promotion, is compiling the "2024 Design Industry Statistics of Korea." This initiative is aimed at effectively implementing a comprehensive plan for the promotion of industrial design in accordance with Article 10(2) of the Industrial Design Promotion Act.

This survey is an authorized statistic under Article 18 of the Statistics Act. It serves to identify the supply of and demand for design by local governments and central administration, measure effectiveness, and provide baseline data for government support plans and policies.

All responses collected will be statistically analyzed and exclusively used for research purposes. The contents of the survey and your personal information will be safeguarded in accordance with the provisions of Article 33 of the Statistics Act.

Thank you for taking the time out of your busy schedule to complete the survey.

September 2024

Ministry of Trade, Industry and Energy and Korea Institute of Design Promotion

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■ Overview of organization

Filled in by inter-viewer				
	Local governments	① Metropolitan City/Province ② City ③ County ④ District	**Government administration**	① Department ② Ministry ③ Agency
	Name of organization			
	Name of respondent		**Respondent contacts**	( ) -
	Respondent department (team)		**Respondent position**	
			Major	① Design major ② Non-design majors

Q1) Does your organization currently have a separate design office (team or group), bureau, department dedicated to design or a designer?

① There is a dedicated design department. ☞ Respond to Q1-1) ~ Q1-3)

② There is no design department there are only designers. ☞ Respond to Q1-3) ~ Q1-5)

③ There is no design department or designers. ☞ Respond to Q1-4) ~ Q1-5)

※ Designers: One among hired designers who has studied a design-related major or holds a certificate related to design work, or one who did not study a design-related major or does not hold a certificate but possesses at least two years of experience in design work.

Q1-1) **(To be responded by organizations with a dedicated design department)**

Please fill in **the department and name of your design team**.

Please write all the departments if they are classified into multiple departments.

No	Bureau/Office/Headquarters	Division	Department	Team
1				
2				
3				
4				
5				

Q1-2) **(To be responded by organizations with a dedicated design department)**

Please indicate your organization's **2023 budget execution amount.**

No	Name of dedicated design department	Design support budget						Design service costs						Dedicated design departments' total labor costs						Labor costs paid to non-employed personnel, such as freelancers, mock-up production costs, printing costs					
		100B	10B	1B	100M	10M	1M	100B	10B	1B	100M	10M	1M	100B	10B	1B	100M	10M	1M	100B	10B	1B	100M	10M	1M
1																									
2																									
3																									
4																									
5																									
Total																									

Q1-3) **(To be responded by organizations with dedicated design departments and designers)**
How many employees are part of the dedicated design department? How many of them are designers? **If there is no dedicated design department but only designers, then write only the number of designers.**

No	Name of dedicated design departments	Total number of employees in the dedicated design department			Number of designers		
		Male	Female	Total	Male	Female	Total
1		persons	persons	persons	persons	persons	persons
2		persons	persons	persons	persons	persons	persons
3		persons	persons	persons	persons	persons	persons
4		persons	persons	persons	persons	persons	persons
5		persons	persons	persons	persons	persons	persons
Total		persons	persons	persons	persons	persons	persons

Q1-4) **(To be responded by organizations without dedicated design departments and designers)**
Please write the department mostly in charge of **design business at your organization.**

Bureau/Office/Headquarters	Division	Department	Team

Q1-5) **(To be responded by organizations without dedicated design departments and designers)**
Please indicate your organization's **2023 budget execution amount.**

Design support budget (including affiliated organization budgets)						Design service costs						Total labor costs of designers (*If your company does not have designers, please leave this section blank)						Labor costs paid to non-employed personnel, such as freelancers, mock-up production costs, printing costs					
100 B	10 B	1 B	100 M	10 M	1 M	100 B	10 B	1 B	100 M	10 M	1 M	100 B	10 B	1 B	100 M	10 M	1 M	100 B	10 B	1 B	100 M	10 M	1 M

■ The following questions apply to all.

Q2) Please indicate the proportion of services directly ordered by your organization through agencies affiliated with the ministry and others when executing design-related budgets.

Ordered directly by organization	Through an agency	Other( )	Total
%	%	%	**100%**

Q3) Please specify the proportion of orders placed separately from the design business sector, distinct from design and construction. Indicate the **proportion of orders that encompass the design business** when your organization orders a project that includes design.

Separate orders	Included orders	Total
%	%	**100%**

Q4) What is the impact of your organization's design investment in 2023?

① Budget increase
② Creation of designer jobs
③ Improvement and innovation of organizational culture
④ Enhanced image of organization
⑤ Increased customer satisfaction
⑥ Other( )

Q5) What are your organization's **areas of design utilization** in 2023? Please **select three in order.**

1st:_____, 2nd:_____, 3rd:_____

Stages of utilization		Areas of utilization		
Policy establishment		①	Establishing policies to provide participation methods and cooperation opportunities to expand consumer (public) participation (Developing public policies and services by observing and analyzing public demand)	
		②	Developing mid-term to long-term roadmap for building a city's image, such as a design (landscape) master plan, and city master plan.	
Policy enforcement	**Space and facilities**	③	Urban infrastructure	Parks, playgrounds, sidewalks, parking lots, tunnels, bridges, rivers, industrial parks, etc.
		④	Architecture and indoor environments	Government buildings, cultural sites, gyms, libraries, museums, airports, labs, etc.
		⑤	Pedestrian and transportation facilities	Pedestrian signals, overpasses, bus stops, traffic barriers, parking lots, etc.
		⑥	Convenience facilities	Benches, shelters, outdoor tables, trash cans, drinking fountains, restrooms, etc.
		⑦	Management facilities	Manholes, utility poles, streetlights, vents, etc.
		⑧	Information facilities	Local/tourist information facilities, traffic signs, municipal boundary stones, thermometers, etc.
		⑨	Administrative facilities	Unmanned kiosks, furniture, stationery, uniforms, etc.
		⑩	Public goods	Fire hydrants, crime prevention devices, etc.
	Image and public services	⑪	Signage	Traffic signs, billboards, bus maps, directional signs, regulatory signs, etc.
		⑫	Exhibits	Exhibitions, brochures, promotional materials, etc.
		⑬	Digital media	Websites, ERP, digital design, APP, online platforms, etc.
		⑭	Symbolic media	Public symbol systems, transportation cards, commemorative coins, stamps, characters, etc.
		⑮	Environment creation	Murals, media art, artwork, supergraphics, etc.
		⑯	City master plan	Developing mid-term to long-term design roadmap for building city-specific imagery, etc.
		⑰	Public administration services	Community activation, cultural arts programs, citizen design groups, etc.
		⑱	Healthcare services	Epidemic prevention, quarantine rules, dementia prevention, public health welfare, health information, etc.
		⑲	Education services	Organizational competency training, merchant training, ceramic/craft training, art/design thinking training, etc.
		⑳	Pedestrian and safety services	Crime prevention, CPTED (alleyway safety services, etc.), shelter creation, safety sign design, etc.
		㉑	Social and humans services	Pregnancy, childbirth, parenting, welfare, strengthening the competitiveness of the unemployed, etc.
		㉒	Environmental and Energy Services	Saving energy, inducing consumption behavior, creating a saving environment, recycling, installing solar power, etc.
Policy evaluation		㉓	Developing system for reviewing and evaluating development results	
Policy promotion		㉔	Utilizing design to promote and disseminate policy outcomes	
Policy feedback		㉕	Utilizing design across policy implementation, evaluation, etc. (policymakers understand and utilize design)	
Other		㉖	( )	

Q6) **At what stage of policy** does your organization currently utilize **design**?
Please **select all** that apply.

① Policy establishment ② Policy enforcement ③ Policy evaluation
④ Policy promotion ⑤ Policy feedback ⑥ Unutilized

Q7) What factors do your organization **consider when selecting** a design-related **outsourcing company/expert?**
Please select **two responses in order.** **1st:_____, 2nd :_____**

① Registration as an industrial design company
② Major businesses
③ Service cost
④ Business size
⑤ Enterprise portfolio
⑥ Expert recommendations
⑦ Expertise of participating workforce
⑧ Service provider reputation and brand awareness
⑨ Quality of proposal
⑩ Awards history
⑪ Other ( )

Q8) The Ministry of Trade, Industry and Energy has notified that for establishing the consideration standard for industrial design development, when a national organization enters into a contract for the development of an industrial design, the consideration must be calculated in accordance with the "Criteria for Payment for Industrial Design Development."
Please select the extent to which your organization utilizes the "Criteria for Payment for Industrial Design Development."

① It is not being utilized. **⇒ To Q8-1**
② It is only utilized when requested. **⇒ To Q8-1**
③ Only the labor cost part is utilized. **⇒ End survey**
④ It is actively being utilized. **⇒ End survey**

Q8-1) Why does your organization **not utilize** the "Criteria for Payment for Industrial Design Development"?

① It is not aware about the existence of the criteria for payment
② The content of the criteria for payment or the system is difficult to us
③ The existing method is convenient, as the utilization of the criteria for payment is not mandatory
④ It is difficult to utilize because the calculated amount is low
⑤ Other ( )

♣ Thank you very much for your cooperation in the survey.

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KOREA DESIGN STATISTICS 2024

2024 디자인산업통계

2023년 기준
영문보고서

산업통상자원부
Ministry of Trade, Industry and Energy

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Korea Institute of Design Promotion