

# Wristwatch Consumer Awareness Survey 2008 Favorite brands

Survey area Survey method	The whole Japan Internet survey					
Sample	Men and women (distributed evenly) aged 20 and above, with an interest in luxury watches.					
	(The sample was taken from those who answered the preliminary survey question "Are you interested in watches costing 100,000 yen or more? with the response "Yes, I'm interested," or "I'm quite interested".)					
Survey date	Friday 18 <sup>th</sup> January, 2008					
Valid responses	1,106					

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# Wristwatch Consumer Awareness Survey 2008 Favorite brands

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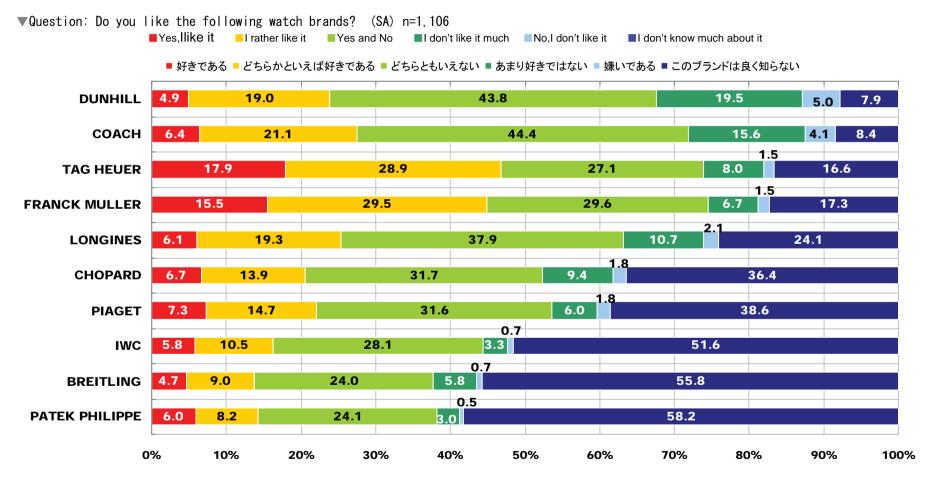
# Wristwatch Consumer Awareness Survey 2008 / Favorite brands

#### ▼Question: Do you like the following watch brands? (SA) n=1.106 Yes.llike it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない 0.4 22.2 OMEGA 32.3 39.6 3.9 1.6 ROLEX 30.9 32.0 22.3 8.4 4.3 2.0 10.8 14.9 GUCCI 30.1 36.7 5.0 2.5 18.7 31.5 32.1 2.7 HERMES 11.7 3.4 CARTIER 25.8 32.4 27.7 9.0 2.4 2.8 3.1 3.5 BVLGARI 20.4 31.8 29.9 11.2 CHANEL 36.9 21.5 6.9 9.9 21.3 3.5 TIFFANY 14.7 32.6 36.3 10.0 2.4 4.0 LOUIS VUITTON 4.8 4.1 10.0 25.2 40.3 15.6 DIOR 4.6 6.2 6.3 24.9 43.1 14.9 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

# ■ Well-known brands (ranking 1~10)

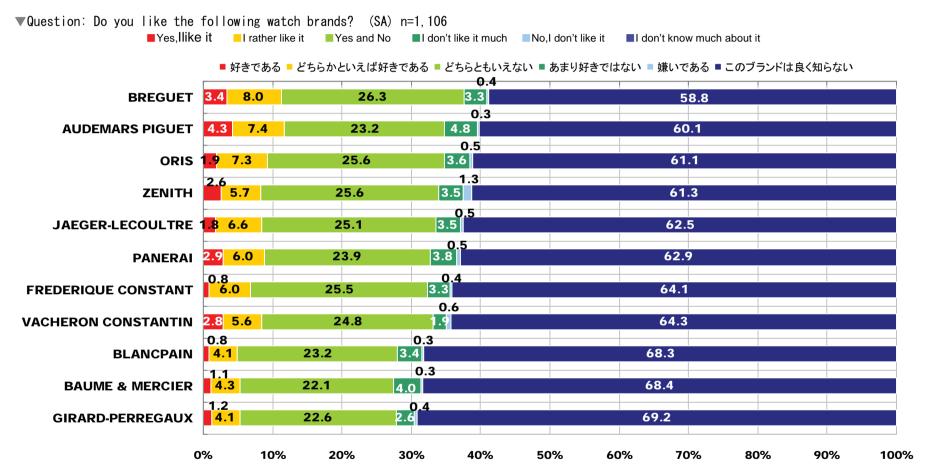


# ■ Well-known brands (ranking 11~20)





# ■ Well-known brands (ranking 21~31)



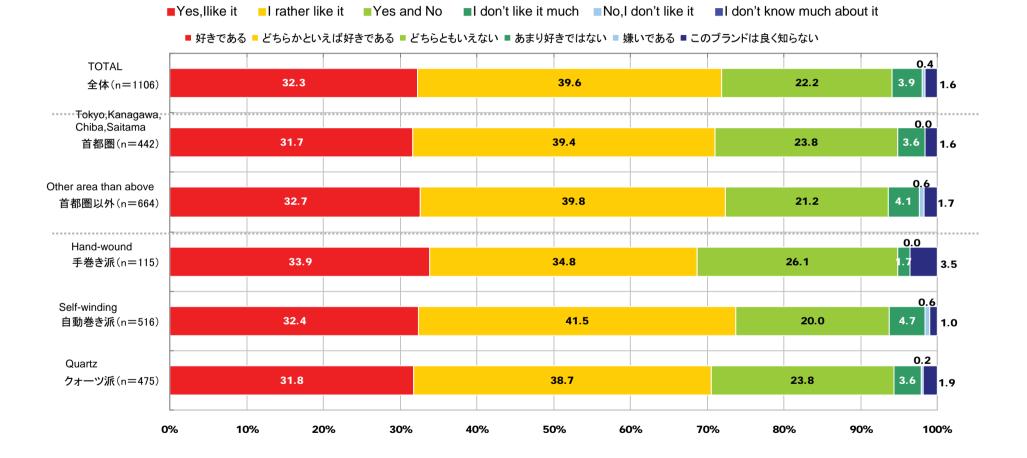
# Wristwatch Consumer Awareness Survey 2008 / Favorite brands

# 1 : OMEGA (1/2) by gender/age

I don't like it much No.I don't like it I don't know much about it Ves.llike it I rather like it Yes and No ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない 0.4 TOTAL 32.3 39.6 22.2 3.9 1.6 全体(n=1106) Men 0.4 2.6 1.5 34.4 43.5 17.7 男性(n=538) 0.0 Men:20's 39.6 40.7 15.4 男性:20代(n=91) 2.2 1.1 Men:30's 1.6 1.6 37.2 40.4 18.0 男性:30代(n=183) 0.0 2.0 1.4 Men:40's 32.4 47.3 16.9 男性:40代(n=148) 0.0 Men:50 and above 5.2 0.9 28.4 45.7 19.8 男性:50代以上(n=116) Women . 0.4 5.1 1.8 35.9 30.3 26.6 女性(n=568) 0.8 Women:20's 3.8 2.3 27.7 34.6 30.8 女性:20代(n=130) 0.0 Women:30's 29.3 36.2 24.1 7.5 女性:30代(n=174) 2.9 0.0 Women:40's 30.9 40.0 24.0 4.6 女性:40代(n=175) 0.6 Women:50 and above 3.4 34.8 29.2 30.3 女性:50代以上(n=89) 1.1 10% 30% 50% 70% 0% 20% 40% 60% 80% 90% 100%



# 1 : OMEGA (2/2) by region, and by watch movement preference

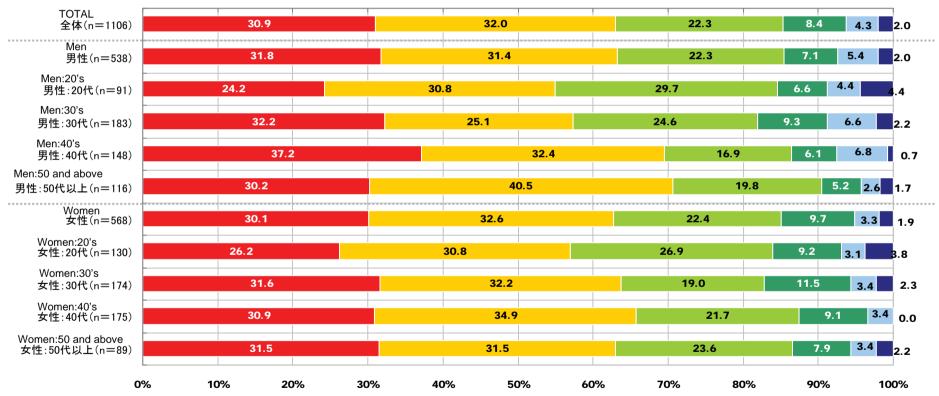




# 2: ROLEX (1/2) by gender/age

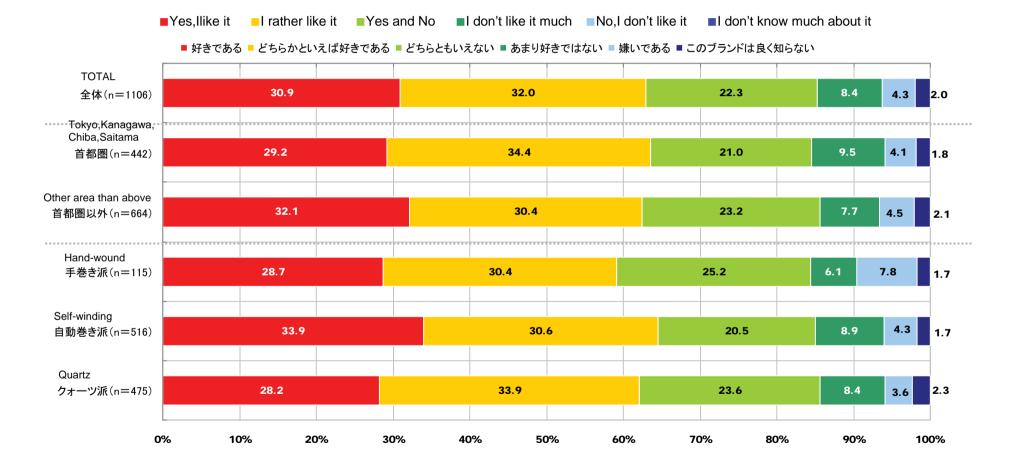
■Yes,Ilike it ■I rather like it ■Yes and No ■I don't like it much ■No,I don't like it ■I don't know much about it

■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない



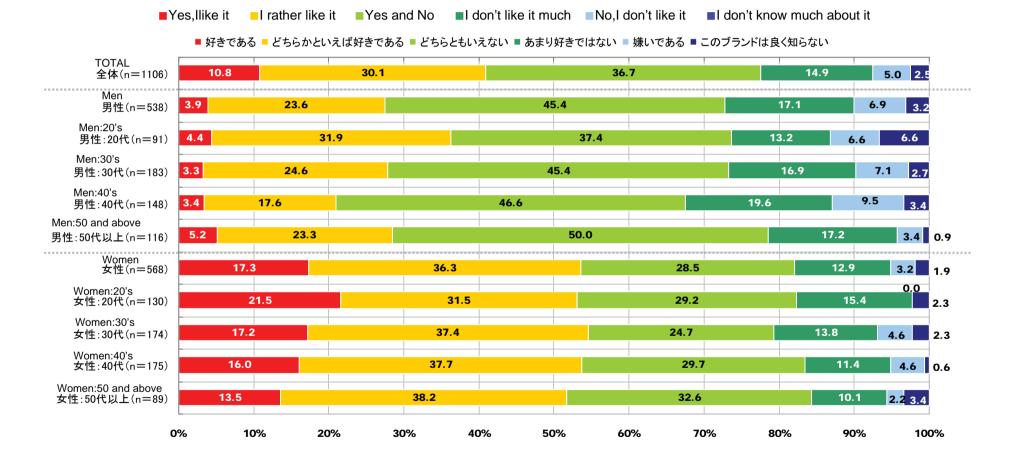


## 2: ROLEX (2/2) by region, and by watch movement preference





# 3: GUCCI (1/2) by gender/age





#### Yes, like it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない TOTAL 10.8 30.1 36.7 14.9 5.0 2.5 全体(n=1106) Tokyo,Kanagawa, Chiba, Saitama 8.6 30.3 4.3 38.5 16.7 首都圈(n=442) 1.6 Other area than above 3.2 12.2 30.0 35.5 13.7 5.4 首都圈以外(n=664) Hand-wound 手巻き派(n=115) 9.6 31.3 35.7 17.4 4.3 1.7 Self-winding 27.1 34.5 6.2 自動巻き派(n=516) 10.5 19.6 2. Quartz クオーツ派(n=475) 11.4 33.1 39.4 9.3 3.8 3.2 0% 10% 20% 30% 40% 50% 70% 80% 90% 100% 60%

# 3 : GUCCI (2/2 by region, and by watch movement preference



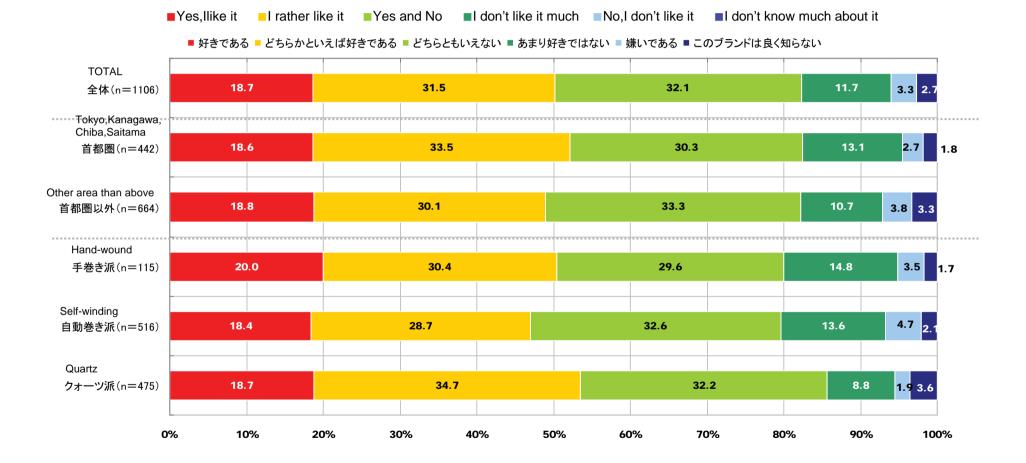
# 4: HERMES (1/2) by gender/age

■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない TOTAL 18.7 31.5 32.1 11.7 3.3 2.7 全体(n=1106) Men 5.2 27.1 40.7 17.1 5.8 男性(n=538) 4.1 Men:20's 30.8 36.3 12.1 7.7 男性:20代(n=91) 6.6 6.6 Men:30's 3.8 26.8 43.2 15.8 6.0 男性:30代(n=183) 4.4 Men:40's 40.5 20.3 7.4 2.7 5.4 23.6 男性:40代(n=148) Men:50 and above 6.0 25.0 44.8 19.0 2.6 2.6 男性:50代以上(n=116) Women \_\_\_\_\_ \_\_\_\_ 6.5 1.1 1.4 女性(n=568) 31.5 35.6 23.9 0.0 Women:20's 女性:20代(n=130) 32.3 26.9 33.1 5.4 2.3 Women:30's 10.9 27.0 36.2 23.0 1.7 女性:30代(n=174) Women:40's 4.6 1.7 0.6 37.7 37.7 17.7 女性:40代(n=175) Women:50 and above 3.4 1.1 1.1 27.0 42.7 24.7 女性:50代以上(n=89) 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Yes, like it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it



# 4 : HERMES (2/2) by region, and by watch movement preference





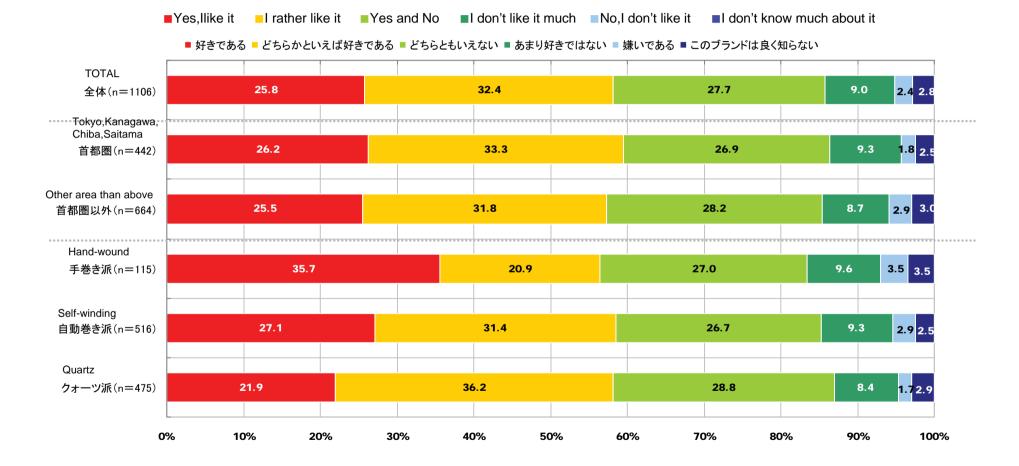
# 5 : CARTIER (1/2) by gender/age

■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない TOTAL 2.4 2.8 25.8 32.4 27.7 9.0 全体(n=1106) Men 3.9 4.3 12.1 27.7 37.9 14.1 男性(n=538) Men:20's 2.2 13.2 24.2 37.4 12.1 11.0 男性:20代(n=91) Men:30's 8.7 30.1 44.3 9.8 3.8 3.3 男性:30代(n=183) Men:40's 24.3 33.8 14.9 18.9 5.4 2.7 男性:40代(n=148) Men:50 and above 12.9 31.0 33.6 16.4 3.4 2.6 男性:50代以上(n=116) .... Women -----1.1 4.0 1.4 36.8 38.7 18.0 女性(n=568) 0.8 Women:20's 女性:20代(n=130) 38.5 42.3 13.1 3.1 2.3 Women:30's 5.2 0.0 0.6 42.0 33.9 18.4 女性:30代(n=174) Women:40's 5.1 2.3 0.6 38.9 38.3 14.9 女性:40代(n=175) Women:50 and above 1.1.13.4 32.6 31.5 30.3 女性:50代以上(n=89) 0% 10% 20% 30% 50% 60% 70% 80% 90% 40% 100%

Yes, like it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it



### 5 : CARTIER (2/2) by region, and by watch movement preference





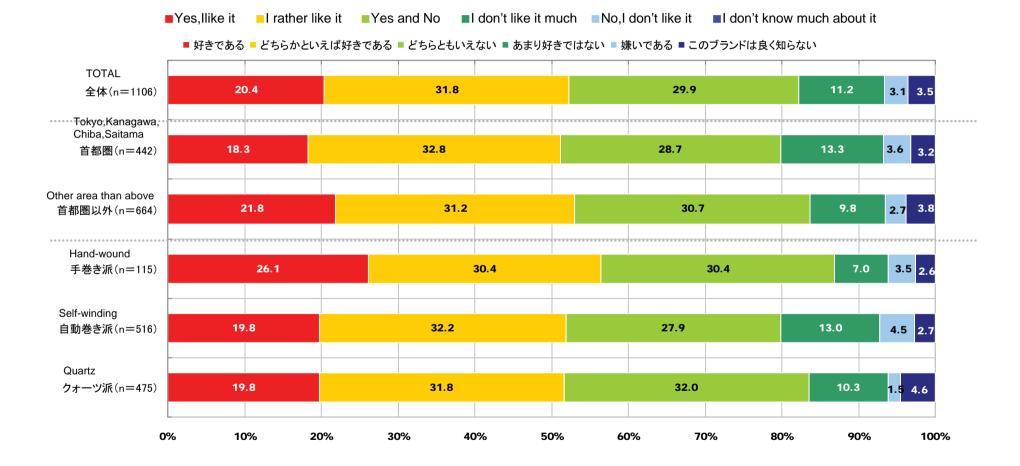
# 6: BVLGARI (1/2) by gender/age

■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない TOTAL 20.4 31.8 29.9 11.2 3.1 3.5 全体(n=1106) Men 13.2 29.4 34.9 13.0 4.5 男性(n=538) 5.0 Men:20's 16.5 30.8 36.3 6.6 男性:20代(n=91) 3.3 6.6 Men:30's 3.8 5.5 12.0 29.0 35.5 14.2 男性:30代(n=183) Men:40's 29.7 31.8 13.5 15.5 6.1 男性:40代(n=148) 3.4 Men:50 and above 12.1 28.4 37.1 12.9 4.3 5.2 男性:50代以上(n=116) Women -----1.8 -----27.3 34.2 25.2 9.5 女性(n=568) 2.1 1.5 2.3 Women:20's 25.4 36.2 26.9 7.7 女性:20代(n=130) Women:30's 1.7 26.4 35.1 24.1 10.3 女性:30代(n=174) Women:40's 29.7 37.7 20.0 10.3 2.3 0.0 女性:40代(n=175) 1.1 Women:50 and above 27.0 22.5 34.8 9.0 女性:50代以上(n=89) 5.6 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Yes, like it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it



### 6 : BVLGARI (2/2) by region, and by watch movement preference





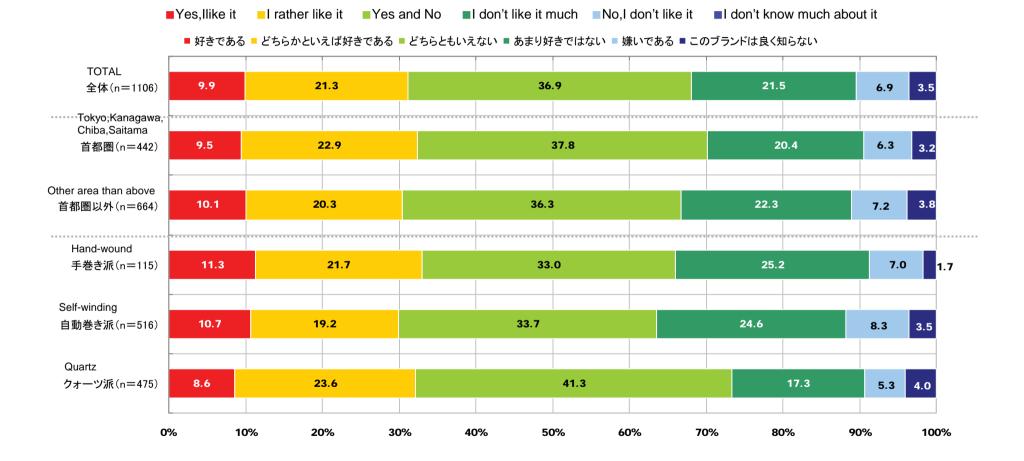
# 7 : CHANEL (1/2) by gender/age

TOTAL 全体(n=1106)	9.9		21.3		36.9		21.5		6.9 3.	5
Men 男性(n=538)	2.8	18.0		42.4			23.8		8.4 4.6	5
Men:20's 男性:20代(n=91)	2.2 16.5 2.2 17.5		42.9				23.1		7.7 7.7	
Men:30's 男性:30代(n=183)			45.4			20.8		9.8 4.4		
Men:40's 男性:40代(n=148)	5.4	17.6		38.5			24.3		10.8 3.4	4
50 and above :50代以上(n=116)	0 <mark>.</mark> 9	20.7		42.2			28.4		3.4 4.3	3
Women 女性(n=568)		16.5	24.5		31.7		19	9.4	5.5 2	
Women:20's 女性:20代(n=130)	12.	.3	25.4		30.8		22.3		5.4 3.8	8
Women:30's 女性:30代(n=174)		16.7	20.7		28.7		24.7		6.3 2.	9
Women:40's 女性:40代(n=175)		17.7	28.6			31.4		16.0	5.7	0.
men:50 and above 生:50代以上(n=89)		20.2	22.5			39.3		11.2	3.4 3.4	

■Yes,Ilike it ■I rather like it ■Yes and No ■I don't like it much ■No,I don't like it ■I don't know much about it



# 7 : CHANEL (2/2) by region, and by watch movement preference

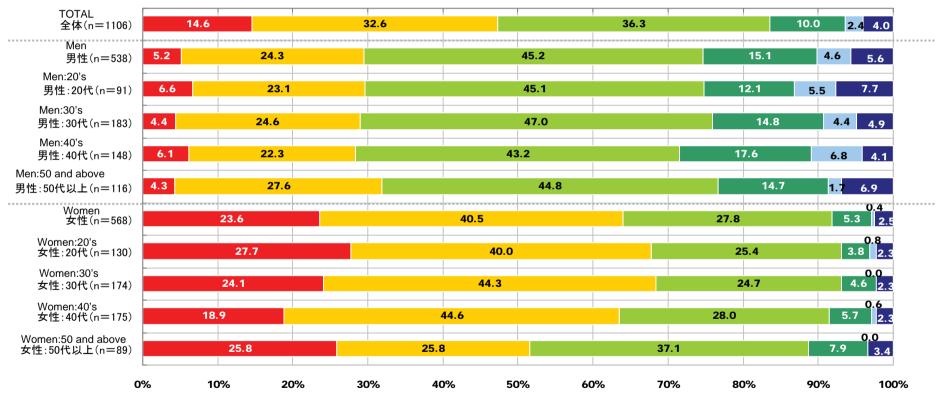




# 8 : TIFFANY (1/2) by gender/age

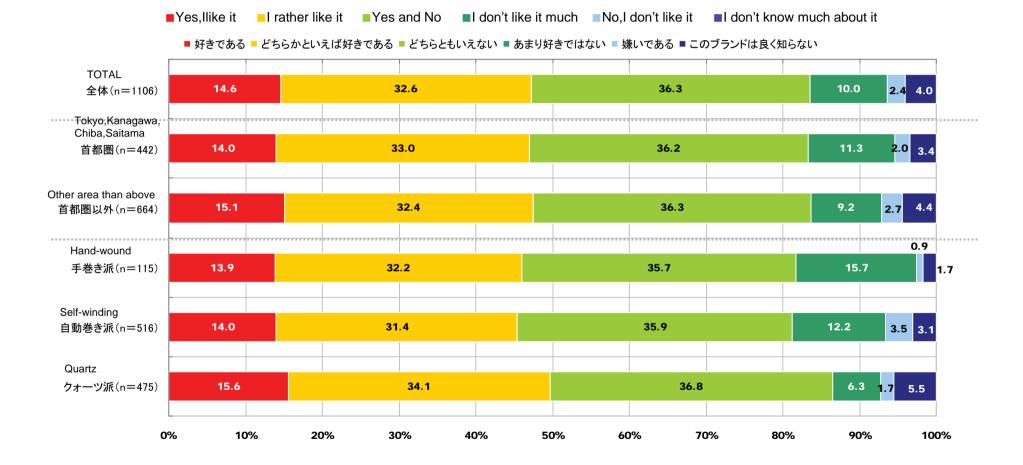
■Yes,Ilike it ■I rather like it ■Yes and No ■I don't like it much ■No,I don't like it ■I don't know much about it

■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない





### 8 : TIFFANY (2/2) by region, and by watch movement preference





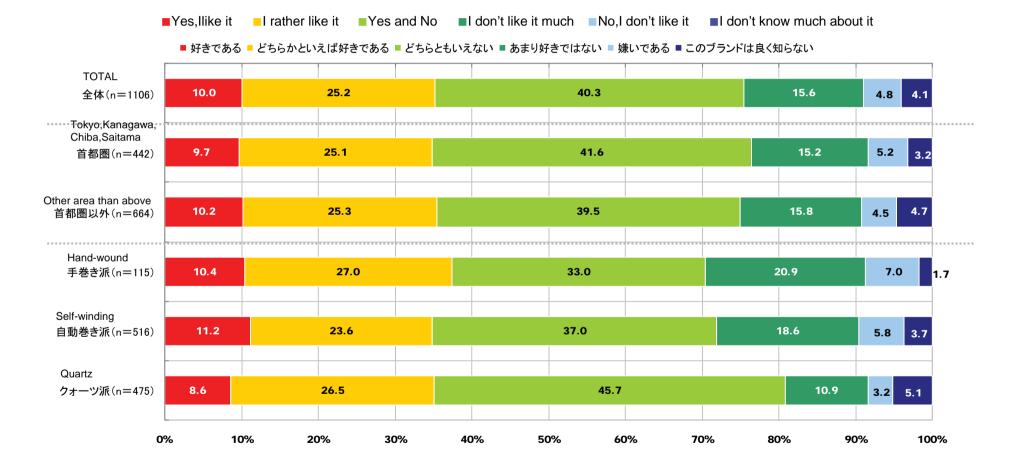
# 9: LOUIS VUITTON (1/2) by gender/age

■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない TOTAL 10.0 25.2 40.3 15.6 4.8 4.1 全体(n=1106) Men 4.8 22.1 43.9 18.6 6.1 男性(n=538) 4.5 Men:20's 25.3 39.6 13.2 8.8 男性:20代(n=91) 6.6 6.6 Men:30's 4.9 24.0 41.5 18.6 6.0 男性:30代(n=183) 4.9 Men:40's 16.2 43.2 23.0 2.7 男性:40代(n=148) 6.1 8.8 Men:50 and above 2.6 2.6 24.1 51.7 17.2 男性:50代以上(n=116) Women \_\_\_\_ \_\_\_\_\_ 3.5 3.7 28.2 女性(n=568) 15.0 37.0 12.7 Women:20's 17.7 25.4 32.3 16.2 3.1 5.4 女性:20代(n=130) Women:30's 2.9 2.9 14.4 28.2 36.2 15.5 女性:30代(n=174) Women:40's 16.6 29.1 38.3 9.7 4.0 2.3 女性:40代(n=175) Women:50 and above 9.0 30.3 42.7 7.9 女性:50代以上(n=89) 4.5 5.6 0% 10% 30% 40% 50% 60% 70% 80% 90% 20% 100%

Yes, like it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it

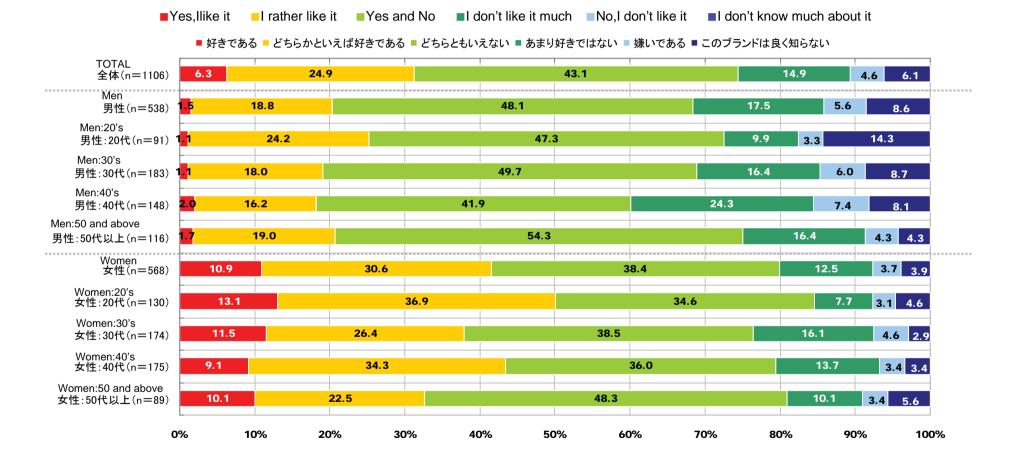


### 9 : LOUIS VUITTON (2/2) by region, and by watch movement preference





# 10 : DIOR (1/2) by gender/age



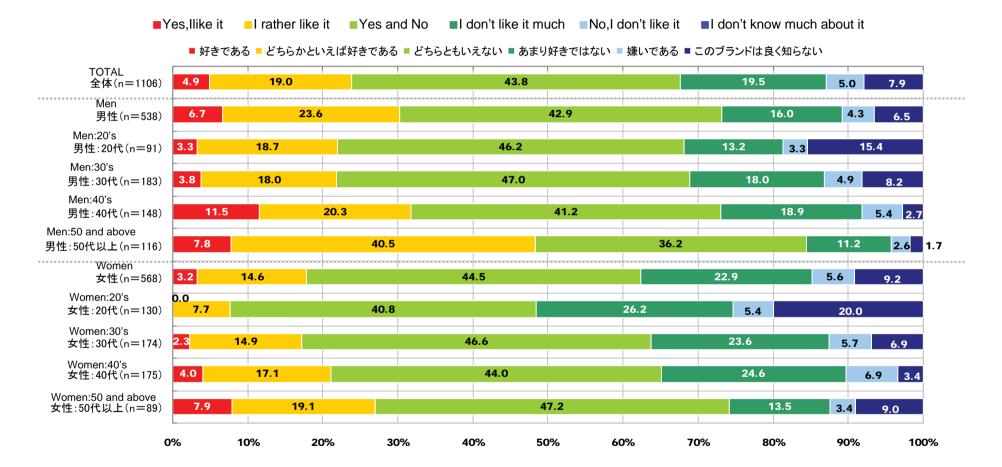


#### ■Yes,Ilike it ■I rather like it ■Yes and No ■I don't like it much ■No,I don't like it ■I don't know much about it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない TOTAL 6.3 24.9 43.1 14.9 全体(n=1106) 4.6 6.1 Tokyo,Kanagawa, . . . . . . . . . . . . . . . . . . Chiba, Saitama 5.7 24.2 43.7 16.5 4.5 首都圈(n=442) 5.4 Other area than above 6.8 25.3 42.8 13.9 4.7 6.6 首都圈以外(n=664) Hand-wound 手巻き派(n=115) 2.6 27.0 42.6 19.1 3.5 5.2 Self-winding 21.3 43.2 自動巻き派(n=516) 5.8 18.2 6.2 5.2 Quartz クオーツ派(n=475) 7.8 28.2 43.2 10.3 3.2 7.4 0% 10% 20% 30% 50% 70% 80% 90% 100% 40% 60%

# $10:\, DIOR \,$ (2/2) $\,$ by region, and by watch movement preference

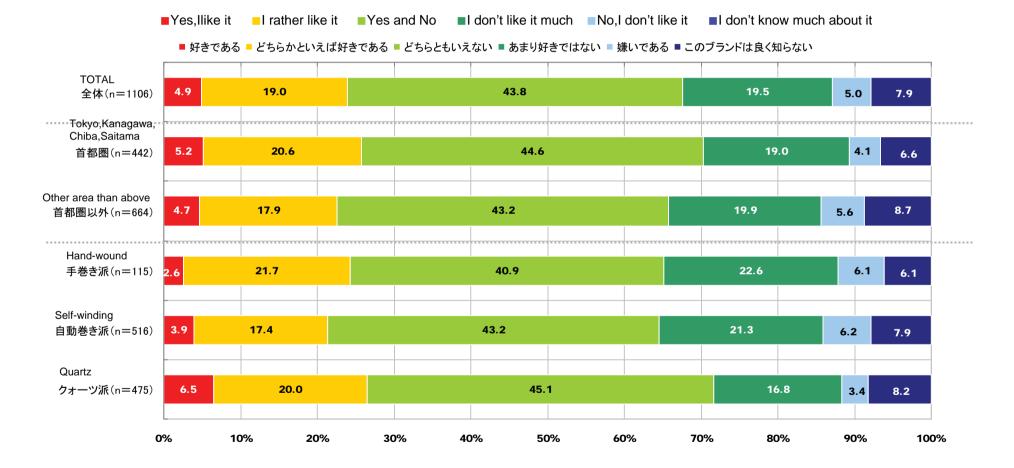


# 11 : DUNHILL (1/2) by gender/age





# 11 : DUNHILL (2/2) by region, and by watch movement preference



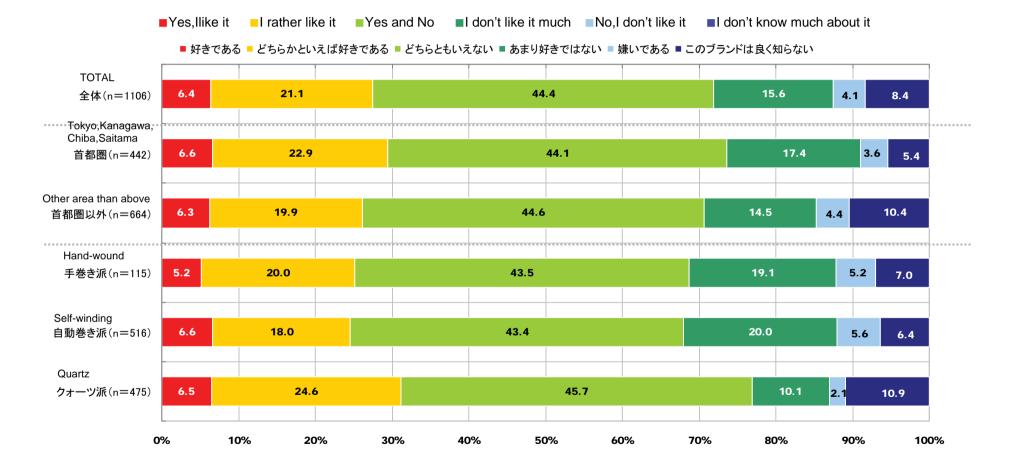


# 12 : COACH (1/2) by gender/age

Yes, like it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない TOTAL 21.1 44.4 15.6 4.1 全体(n=1106) 6.4 8.4 Men 15.8 46.8 17.5 5.4 男性(n=538) 13.2 Men:20's 22.0 41.8 18.7 2.2 13.2 男性:20代(n=91) 2.2 Men:30's 15.8 48.6 16.9 8.7 男性:30代(n=183) 0.5 9.3 Men:40's 39.2 23.6 16.2 男性:40代(n=148) 1.4 3.4 16.2 Men:50 and above 10.3 57.8 9.5 5.2 15.5 男性:50代以上(n=116) ----Women . . . . . . . . . . . 2.8 3.9 女性(n=568) 11.3 26.1 42.1 13.9 Women:20's 2.3 3.8 31.5 37.7 10.0 女性:20代(n=130) 14.6 Women:30's 23.0 38.5 21.3 3.4 12.1 女性:30代(n=174) Women:40's 9.7 28.6 44.0 10.9 3.4 3.4 女性:40代(n=175) 1.1 Women:50 and above 7.9 19.1 51.7 11.2 女性:50代以上(n=89) 9.0 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



### 12 : COACH (2/2) by region, and by watch movement preference

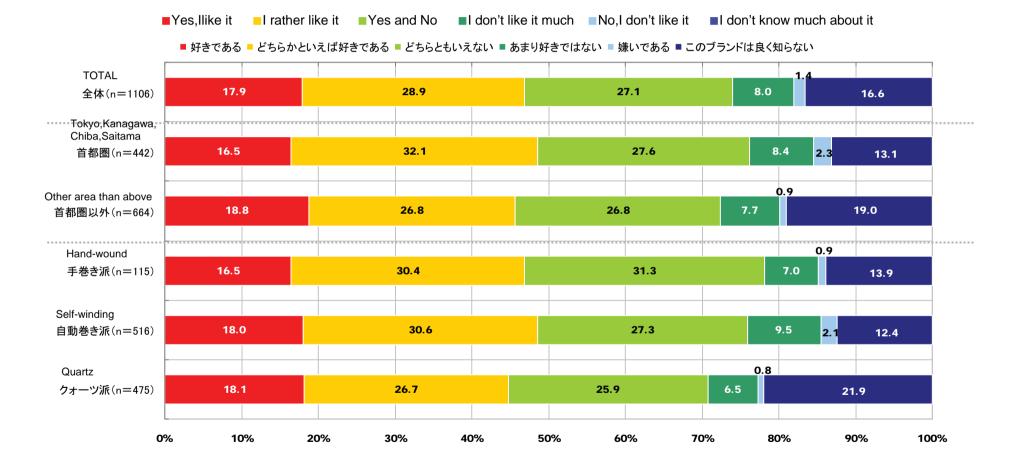


# 13 : TAG HEUER (1/2) by gender/age

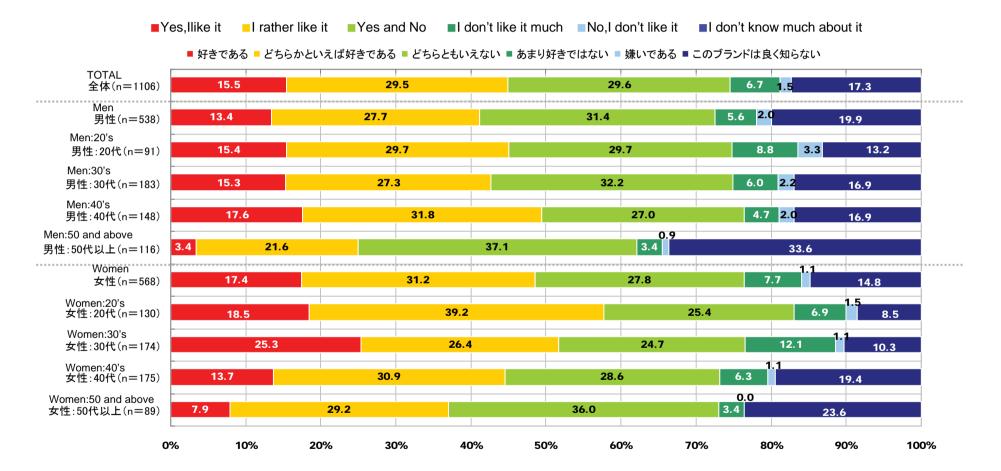
Yes, like it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない TOTAL 17.9 28.9 27.1 8.0 全体(n=1106) 16.6 Men 09 22.7 32.7 24.9 6.1 男性(n=538) 12.6 Men:20's 15.4 30.8 29.7 4.4 18.7 男性:20代(n=91) Men:30's 25.1 33.3 26.2 6.6 男性:30代(n=183) 7.7 Men:40's 37.2 19.6 31.8 4.1 男性:40代(n=148) 6.1 Men:50 and above 0.0 12.9 27.6 25.9 9.5 24.1 男性:50代以上(n=116) Women -----......... -----女性(n=568) 13.4 25.4 29.2 9.7 1.9 20.4 Women:20's 女性:20代(n=130) 17.7 28.5 9.2 2.3 6.2 36.2 Women:30's 15.5 27.6 28.7 12.1 2.9 女性:30代(n=174) 13.2 Women:40's 1.1 17.1 31.4 27.4 9.1 女性:40代(n=175) 13.7 1.1 Women:50 and above 12.4 20.2 34.8 6.7 女性:50代以上(n=89) 24.7 0% 10% 30% 40% 50% 60% 70% 80% 90% 100% 20%



#### 13 : TAG HEUER (2/2) by region, and by watch movement preference

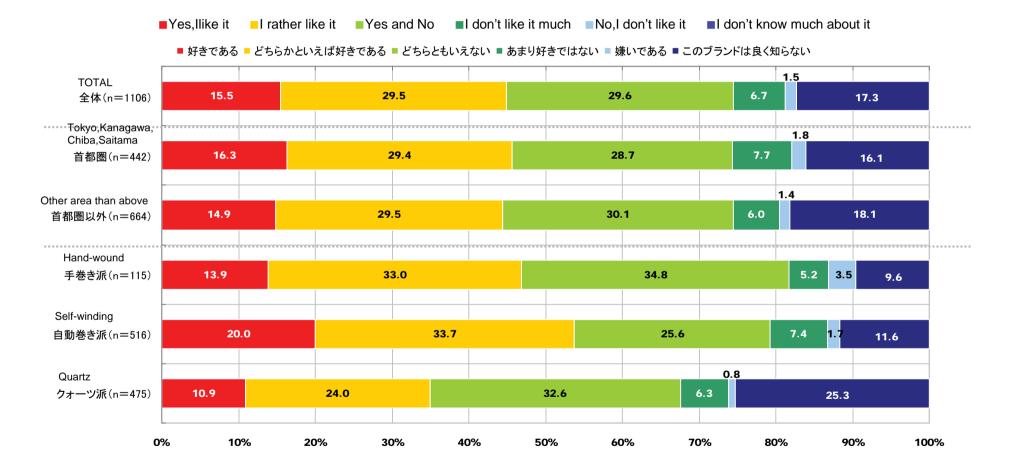


## 14 : FRANCK MULLER (1/2) by gender/age



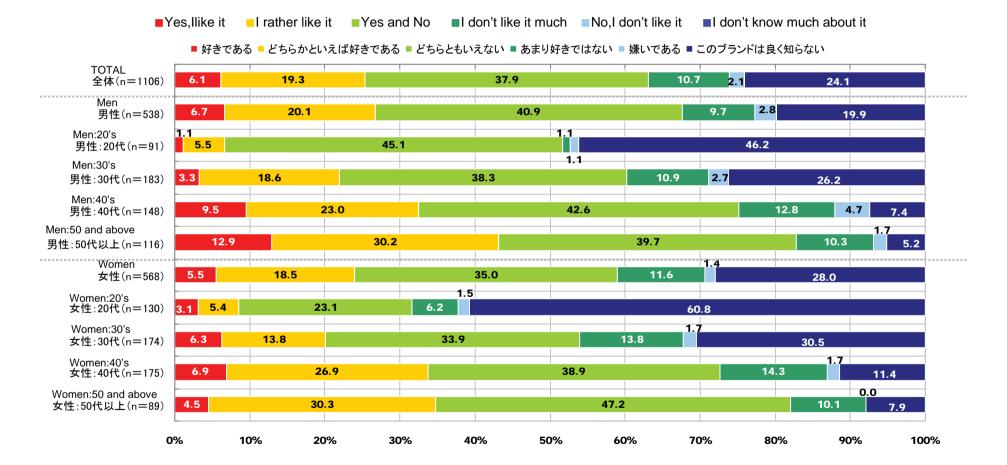


### 14 : FRANCK MULLER (2/2) by region, and by watch movement preference



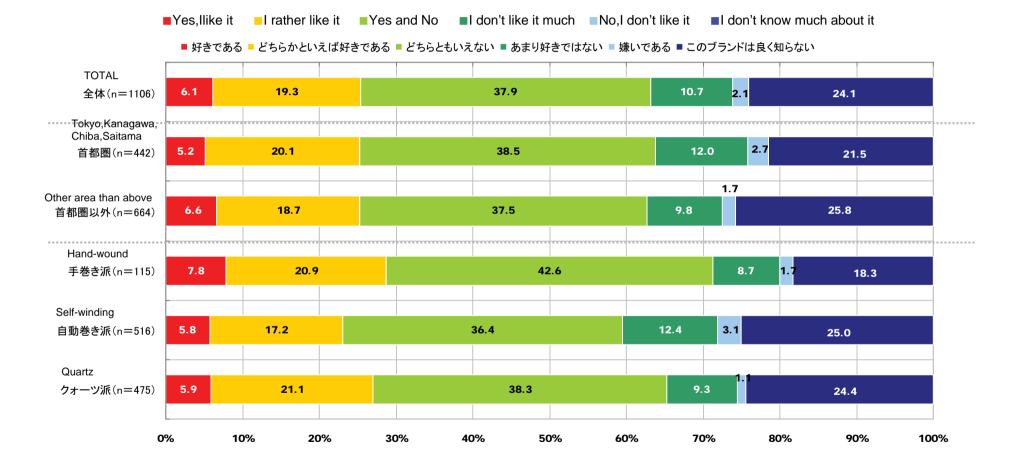


# 15 : LONGINES (1/2) by gender/age





### 15 : LONGINES (2/2) by region, and by watch movement preference



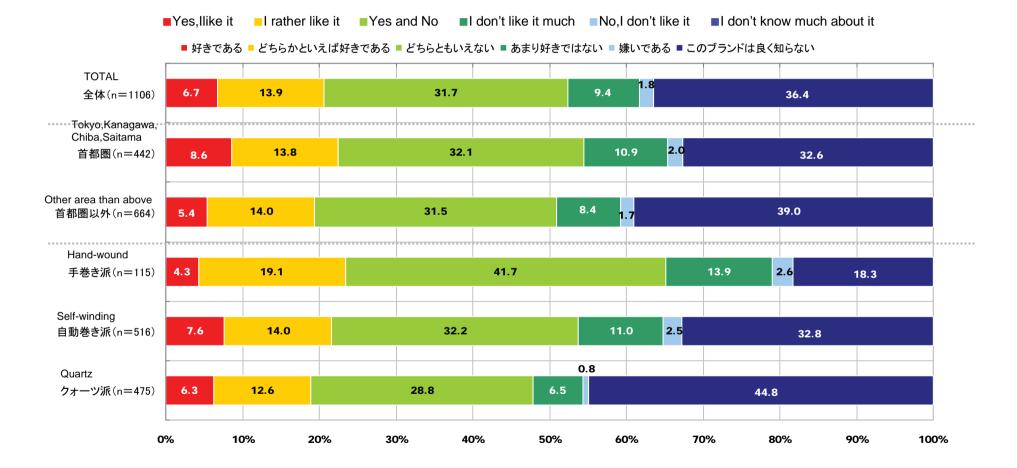


## 16 : CHOPARD (1/2) by gender/age

Yes, like it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない TOTAL 1.8 13.9 31.7 9.4 全体(n=1106) 6.7 36.4 Men 1.5 2.4 5.4 33.3 10.6 男性(n=538) 46.8 Men:20's 0.0 3.3 38.5 49.5 男性:20代(n=91) 8.8 0.0 Men:30's 2.7 3.3 35.0 12.0 3.8 男性:30代(n=183) 43.2 Men:40's 30.4 2.7 2.0 6.1 11.5 男性:40代(n=148) 47.3 Men:50 and above 1.7 5.2 30.2 12.9 50.0 男性:50代以上(n=116) Women -----女性(n=568) 11.6 22.0 30.3 8.3 26.6 0.0 Women:20's 女性:20代(n=130) 20.8 33.1 4.6 8.5 33.1 1.7 Women:30's 11.5 24.1 25.9 13.2 女性:30代(n=174) 23.6 Women:40's 2.3 14.3 20.0 33.1 8.0 女性:40代(n=175) 22.3 0.0 Women:50 and above 11.2 23.6 29.2 4.5 女性:50代以上(n=89) 31.5 0% 10% 30% 40% 50% 60% 70% 80% 90% 100% 20%



# 16 : CHOPARD (2/2) by region, and by watch movement preference



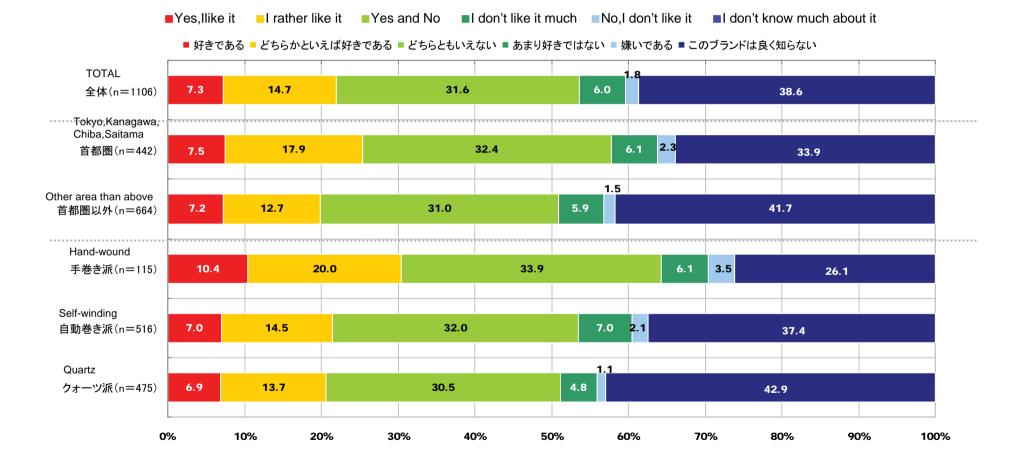


## 17: PIAGET (1/2) by gender/age

Yes, like it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない TOTAL 1.8 14.7 31.6 6.0 全体(n=1106) 7.3 38.6 Men 10.0 34.0 6.5 1.9 男性(n=538) 5.0 42.6 Men:20's 1.1 53.8 7.7 33.0 男性:20代(n=91) 3.3 1.1 Men:30's 3.8 7.7 35.0 5.5 1.6 男性:30代(n=183) 46.4 Men:40's 30.4 2.7 6.1 12.8 8.1 男性:40代(n=148) 39.9 Men:50 and above 1.7 37.9 6.9 12.1 10.3 31.0 男性:50代以上(n=116) Women ............. -----1.8 29.2 女性(n=568) 9.5 19.2 5.5 34.9 0.0 Women:20's 女性:20代(n=130) 13.8 24.6 3.1 3.8 54.6 2.3 Women:30's 10.3 20.7 27.0 6.3 女性:30代(n=174) 33.3 Women:40's 2.9 10.9 20.0 33.7 8.0 女性:40代(n=175) 24.6 1.1 Women:50 and above 2.2 13.5 22.5 31.5 女性:50代以上(n=89) 29.2 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

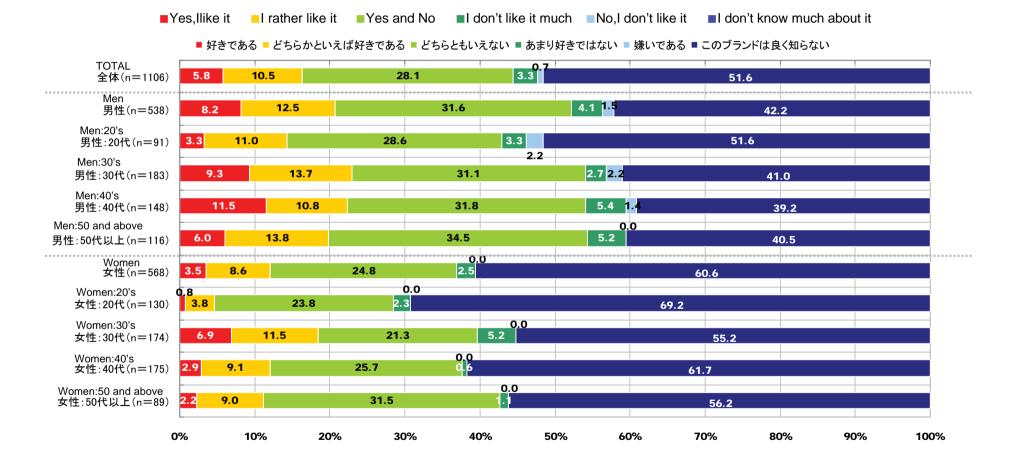


# 17 : PIAGET (2/2) by region, and by watch movement preference





# 18 : IWC (1/2) by gender/age



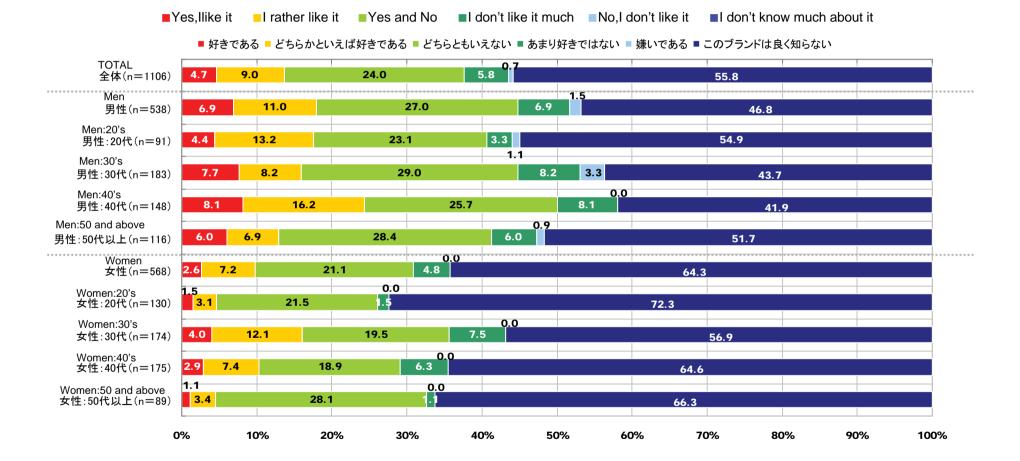


#### Yes, like it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない 0.7 TOTAL 3.3 全体(n=1106) 5.8 10.5 28.1 51.6 .....Tokyo,Kanagawa, . 1.1 Chiba, Saitama 11.8 28.3 3.2 首都圈(n=442) 7.7 48.0 0.5 Other area than above 3.3 4.5 9.6 28.0 54.1 首都圈以外(n=664) ..... 0.0 Hand-wound 手巻き派(n=115) 7.8 9.6 35.7 5.2 41.7 1.4 Self-winding 7.9 3.5 自動巻き派(n=516) 13.6 25.4 48.3 0.2 Quartz 2.5 クオーツ派(n=475) 2.9 7.4 29.3 57.7 0% 10% 20% 30% 40% 50% 70% 80% 90% 100% 60%

# 18: IWC (2/2) by region, and by watch movement preference

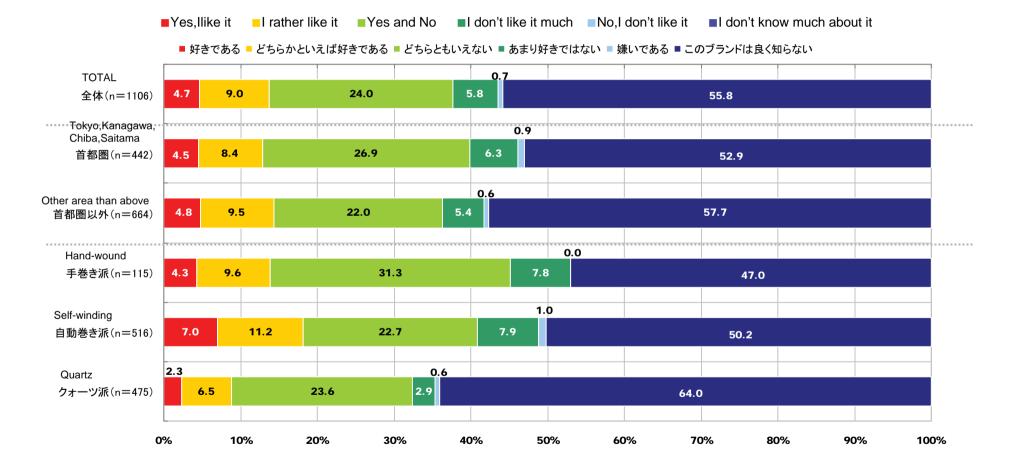


### 19: BREITLING (1/2) by gender/age



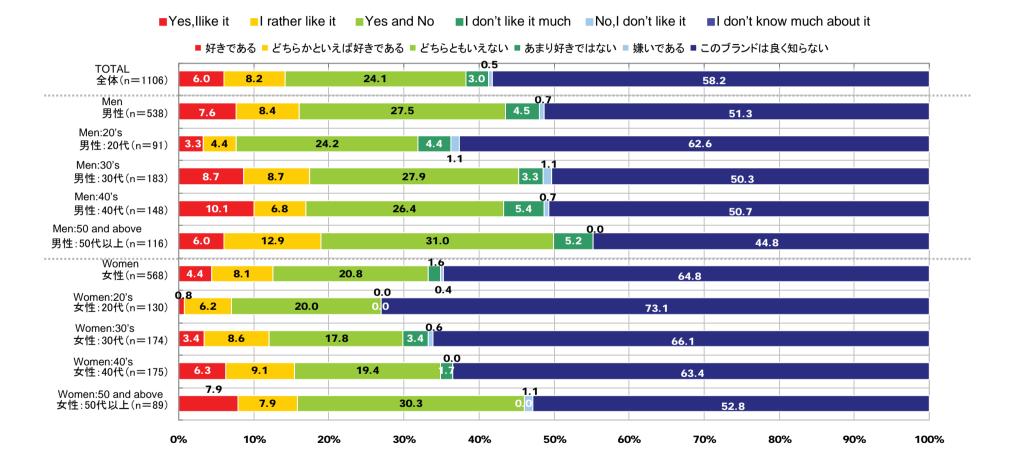


# 19 : BREITLING (2/2) by region, and by watch movement preference



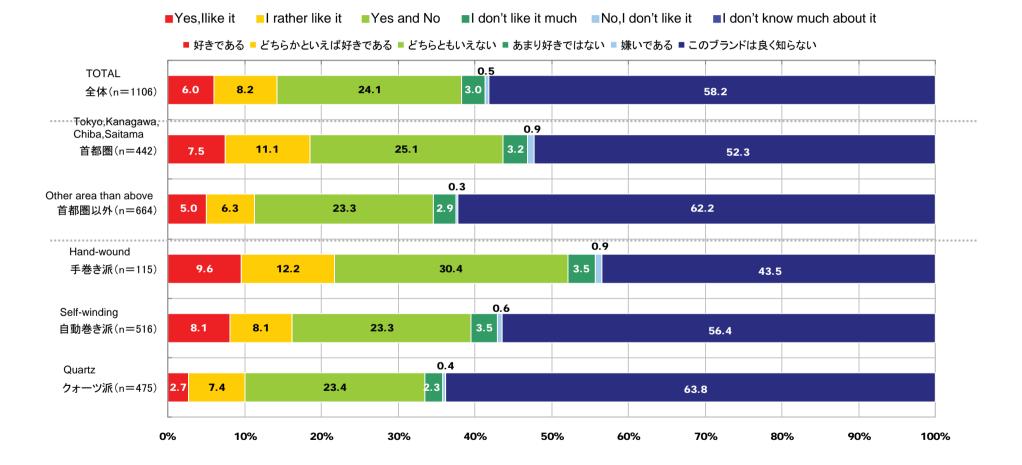


### 20 : PATEK PHILIPPE (1/2) by gender/age



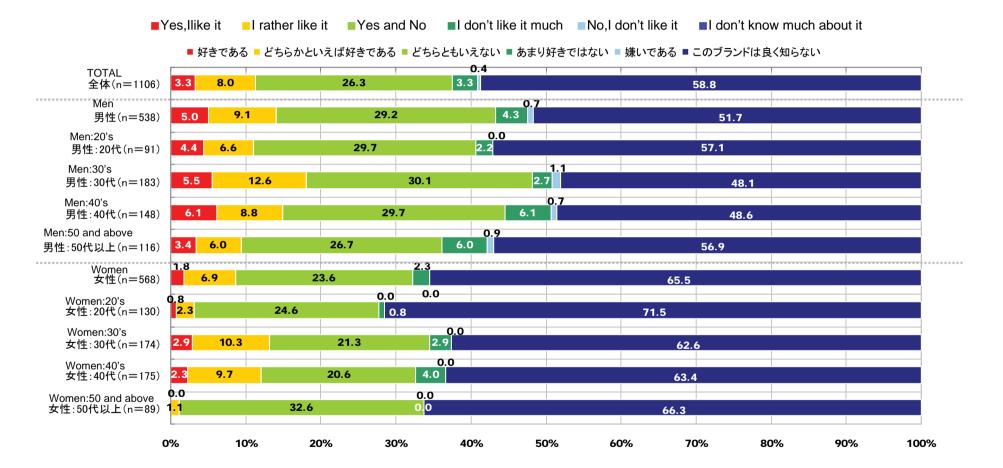


# 20 : PATEK PHILIPPE (2/2) by region, and by watch movement preference





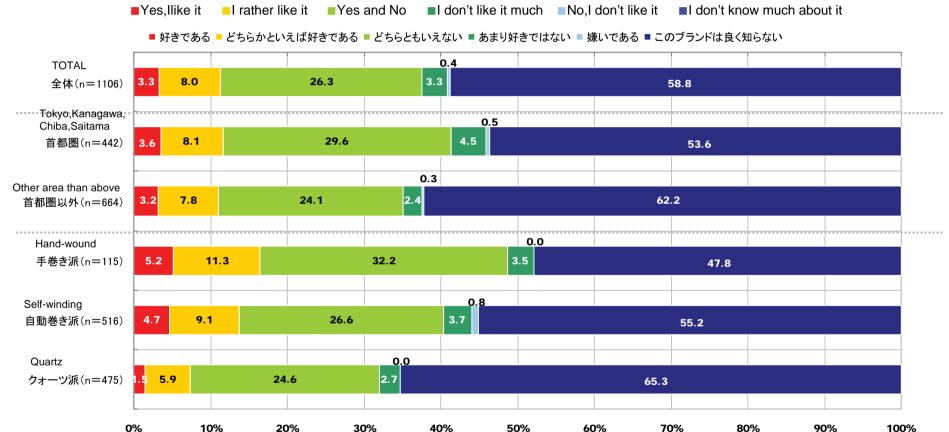
### 21 : BREGUET (1/2) by gender/age





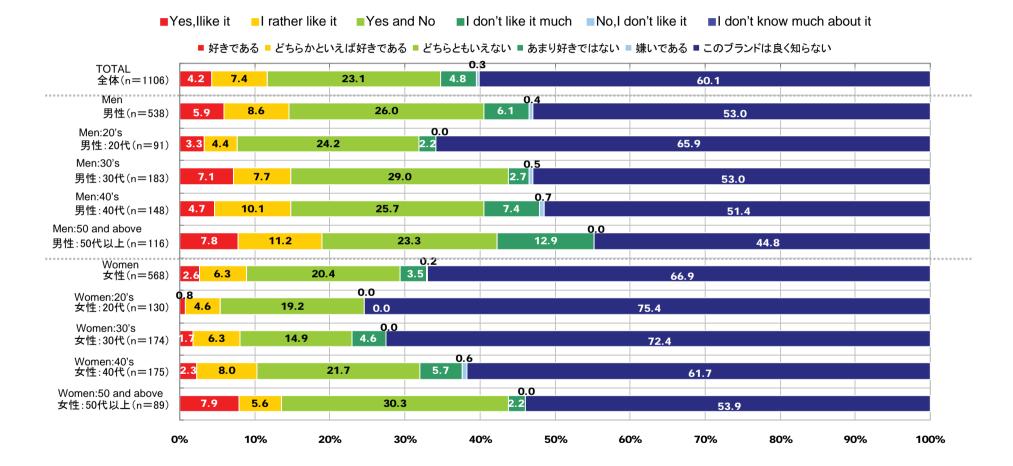
#### 21 : BREGUET (2/2) by region, and by watch movement preference

#### ▼ 質問文 : 次にあげる【腕時計ブランド】について、あなたはどのように思われますか?(SA)



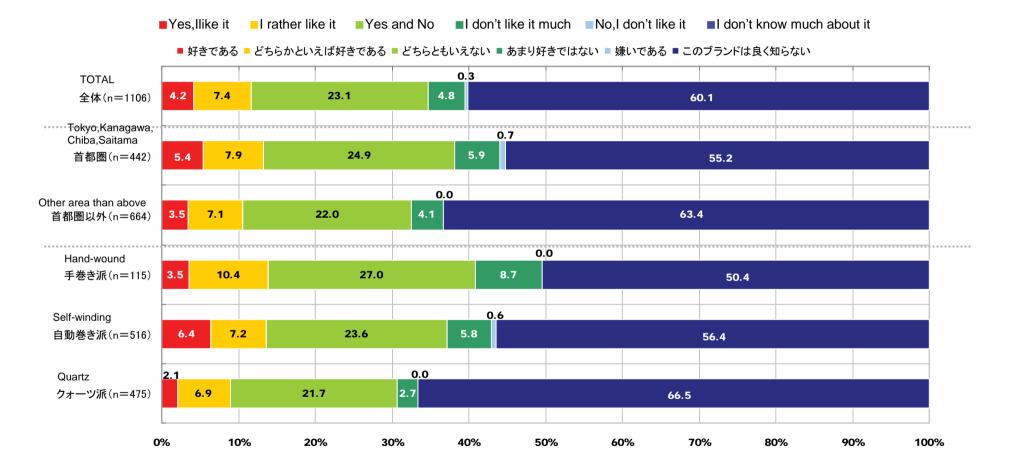


#### 22 : AUDEMARS PIGUET (1/2) by gender/age



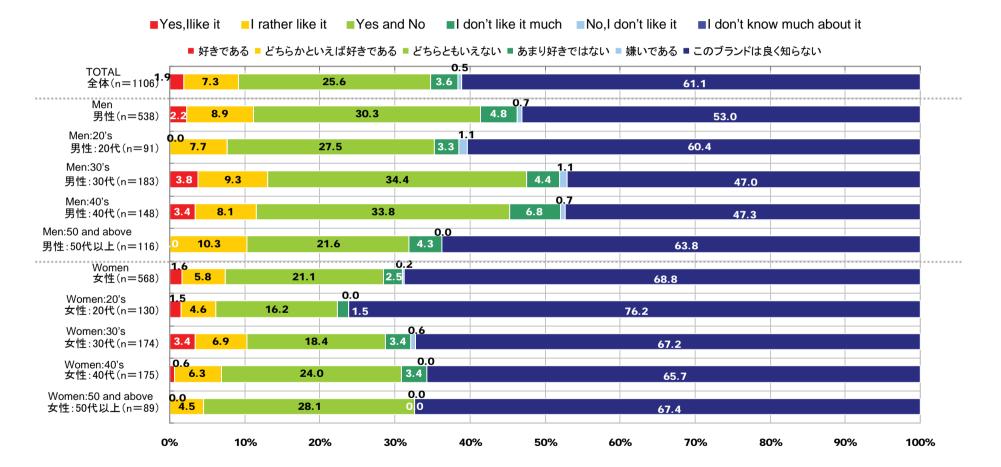


# 22 : AUDEMARS PIGUET (2/2) by region, and by watch movement preference





#### 23 : ORIS (1/2) by gender/age





#### I rather like it ■Yes and No ■I don't like it much ■No,I don't like it ■I don't know much about it Yes,Ilike it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない 1.9 0.5 TOTAL 3.6 全体(n=1106) 7.3 25.6 61.1 -----Tokyo,Kanagawa,-1.6 . . . . . . . . . . . . . . . . . . . 0.7 Chiba, Saitama 9.5 26.9 3.6 首都圈(n=442) 57.7 0.3 Other area than above 3.6 5.9 24.7 63.4 首都圈以外(n=664) 2. ..... 0.0 Hand-wound 手巻き派(n=115) 9.6 28.7 4.3 54.8 2.6 1.0 Self-winding 27.1 5.0 自動巻き派(n=516) 2.5 7.8 56.6 0.0 1.1 Quartz .9 クオーツ派(n=475) 6.3 23.2 67.6 0% 10% 20% 30% 40% 50% 70% 90% 60% 80% 100%

# 23 : ORIS (2/2) by region, and by watch movement preference

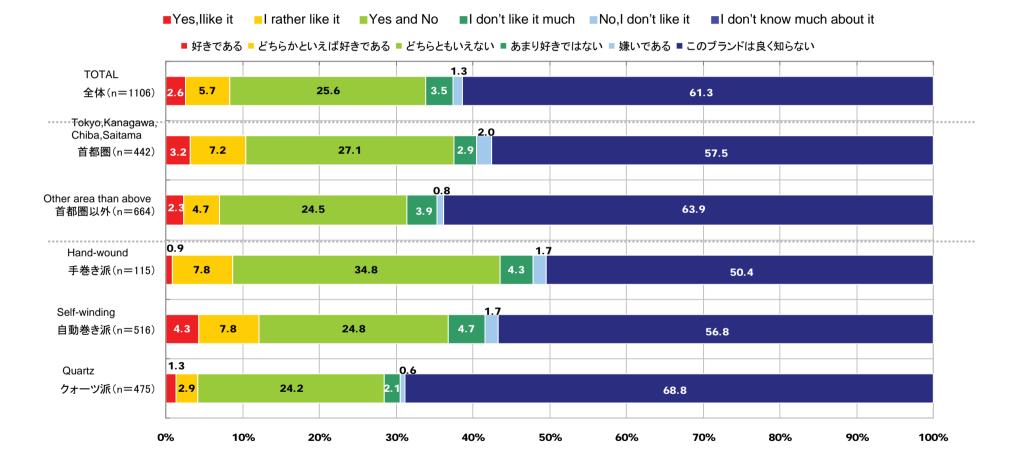


## 24: ZENITH (1/2) by gender/age

■Yes, like it ■I rather like it ■Yes and No ■I don't like it much ■No, I don't like it ■I don't know much about it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない 1.3 TOTAL 全体(n=1106)<sup>2</sup> 5.7 25.6 3.5 61.3 Men 1.9 3.3 7.2 33.5 男性(n=538) 50.2 3.9 2.2 Men:20's 11.0 34.1 0.0 51.6 男性:20代(n=91) Men:30's 2.2 7.7 7.7 36.1 3.8 男性:30代(n=183) 42.6 2.0 Men:40's 33.1 4.7 4.1 7.4 男性:40代(n=148) 48.6 Men:50 and above 0.9 3.4 29.3 0.4 62.9 男性:50代以上(n=116) Women 0.7 \_\_\_\_\_ 1.4 18.1 女性(n=568) 4.2 3.7 71.8 0.0 Women:20's 女性:20代(n=130) .5 3.1 17.7 1.5 76.2 Women:30's 1.1 1.7 4.6 4.6 16.7 女性:30代(n=174) 71.3 1.1 Women:40's 1.7 女性:40代(n=175) 5.1 16.6 4.0 71.4 0.0 Women:50 and above 0.0 <u>3.4</u> 24.7 4.5 女性:50代以上(n=89) 67.4 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

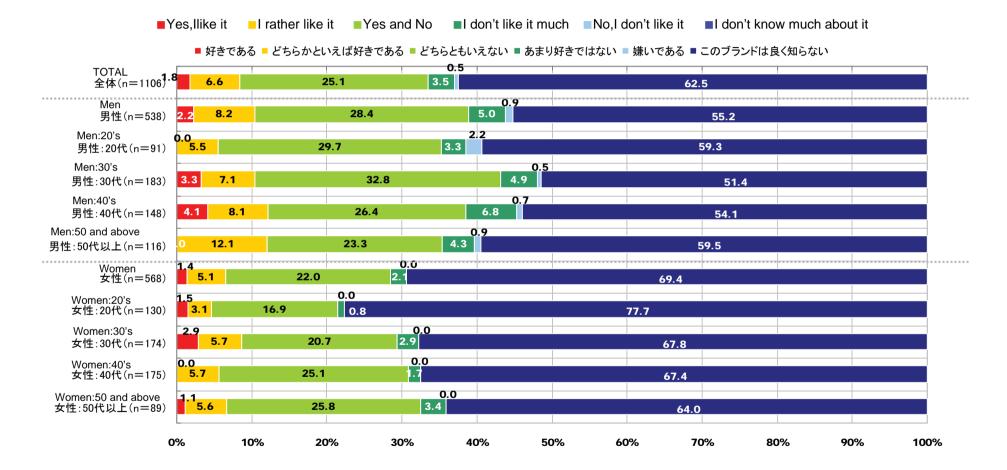


## 24 : ZENITH (2/2) by region, and by watch movement preference



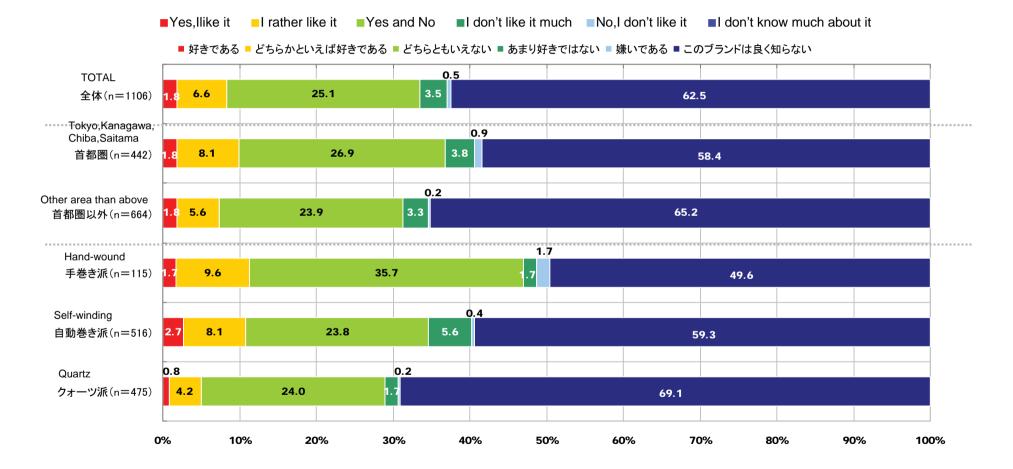


#### 25 : JAEGER-LECOULTRE (1/2) by gender/age



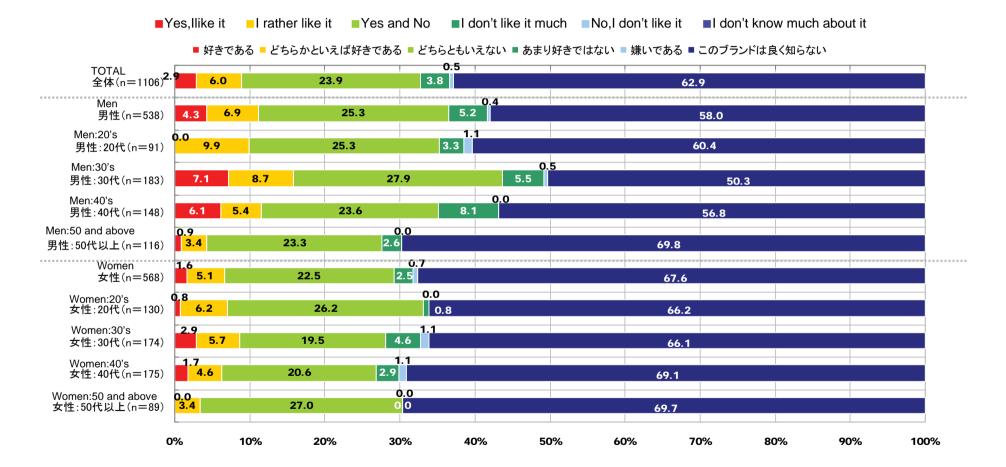


# 25 : JAEGER-LECOULTRE (2/2) by region, and by watch movement preference



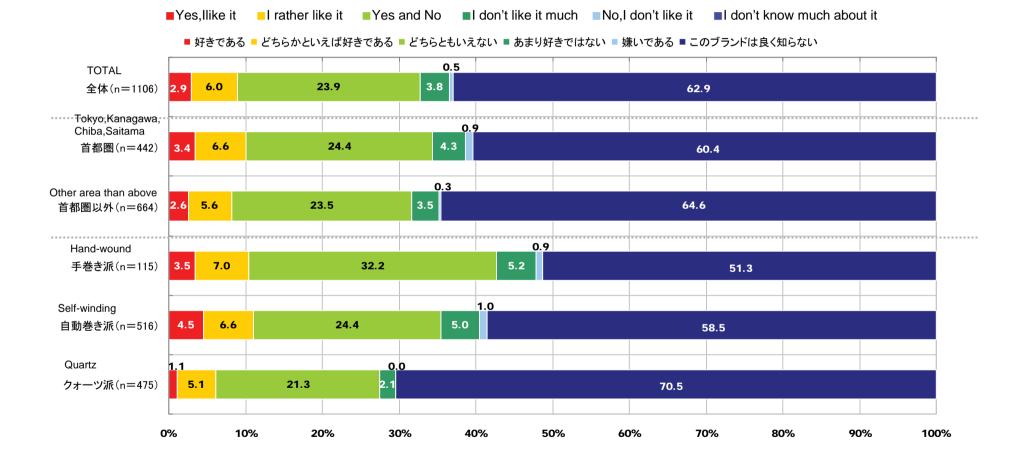


#### 26 : PANERAI (1/2) by gender/age



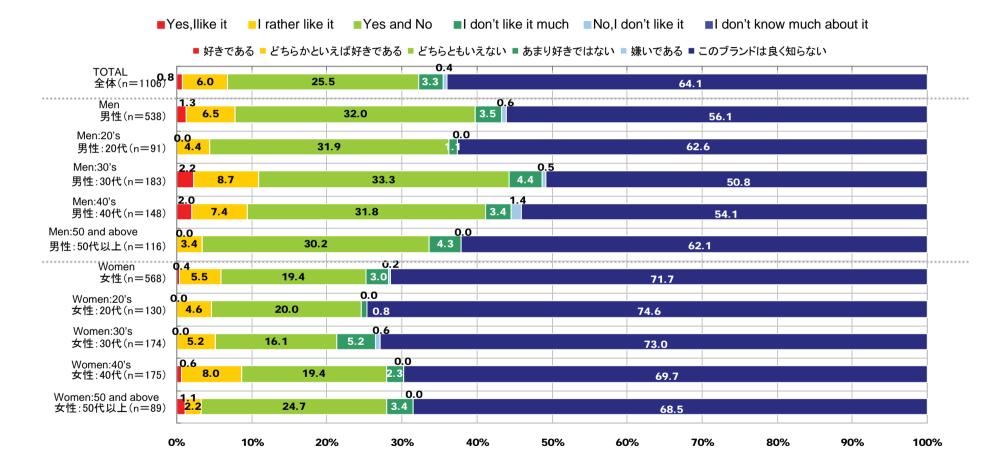


#### 26 : PANERAI (2/2) by region, and by watch movement preference



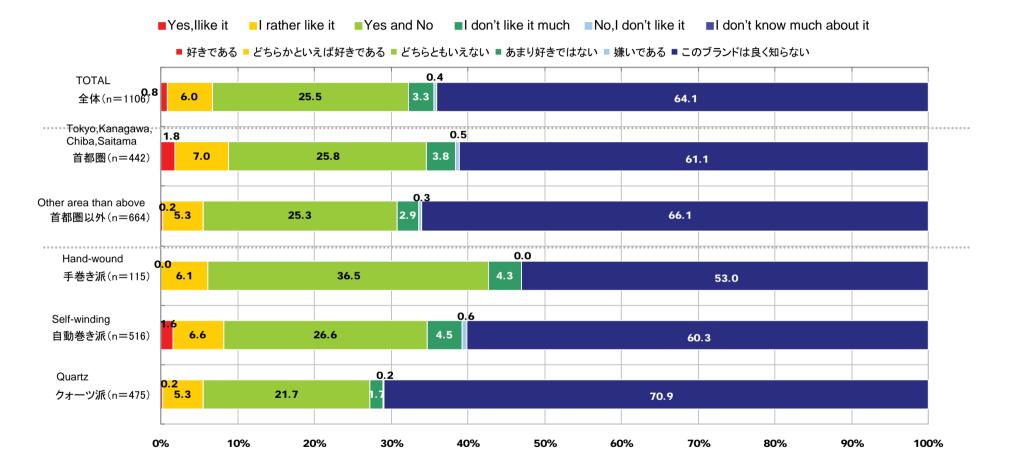


#### 27 : FREDERIQUE CONSTANT (1/2) by gender/age



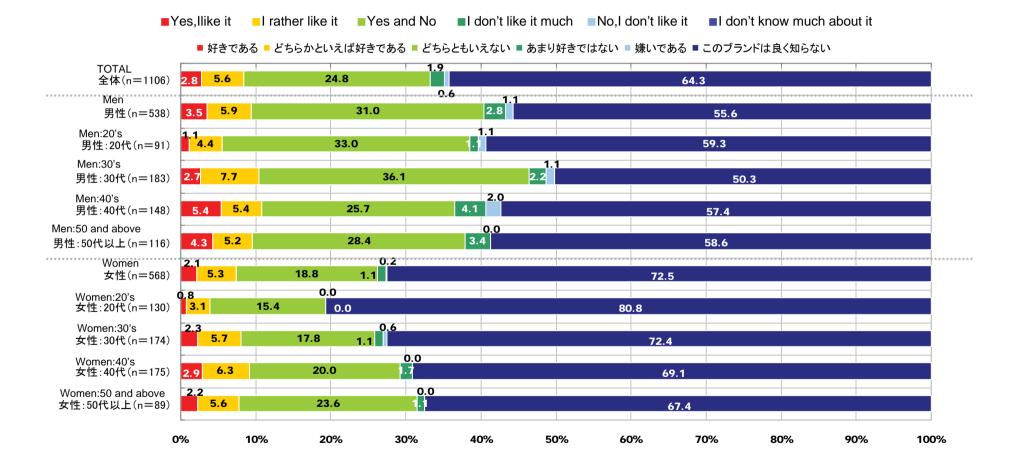


# 27 : FREDERIQUE CONSTANT (2/2) by region, and by watch movement preference



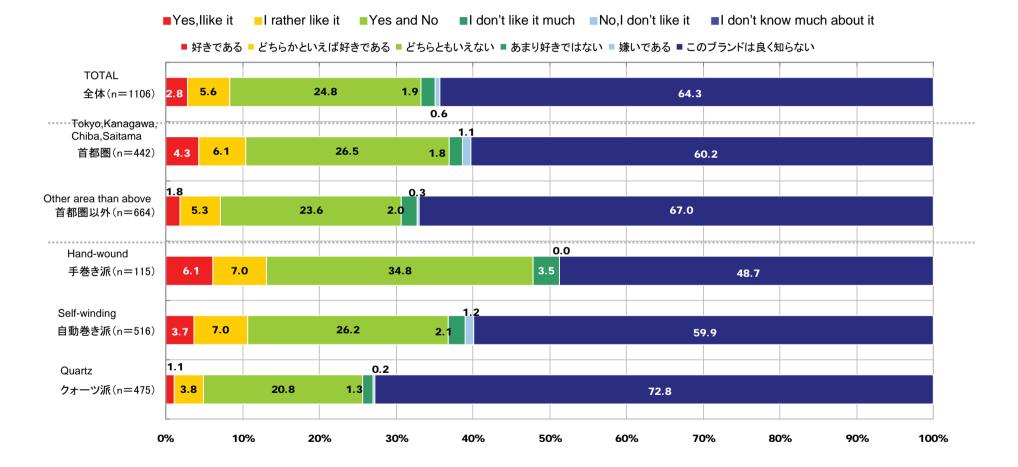


#### 28 : VACHERON CONSTANTIN (1/2) by gender/age



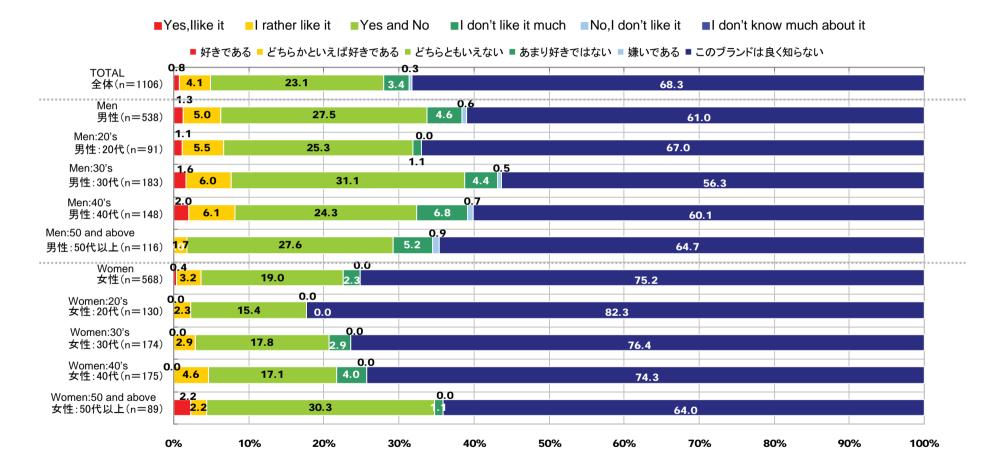


# 28 : VACHERON CONSTANTIN (2/2) by region, and by watch movement preference



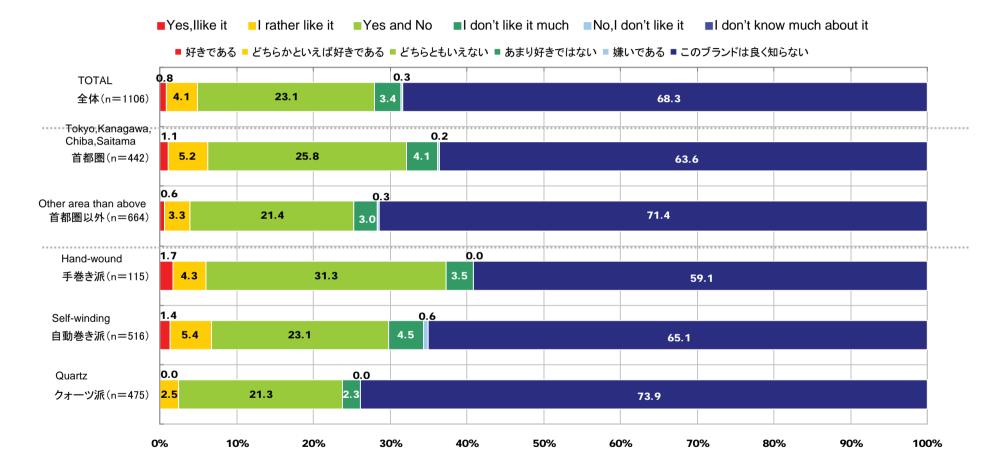


#### 29 : BLANCPAIN (1/2) by gender/age



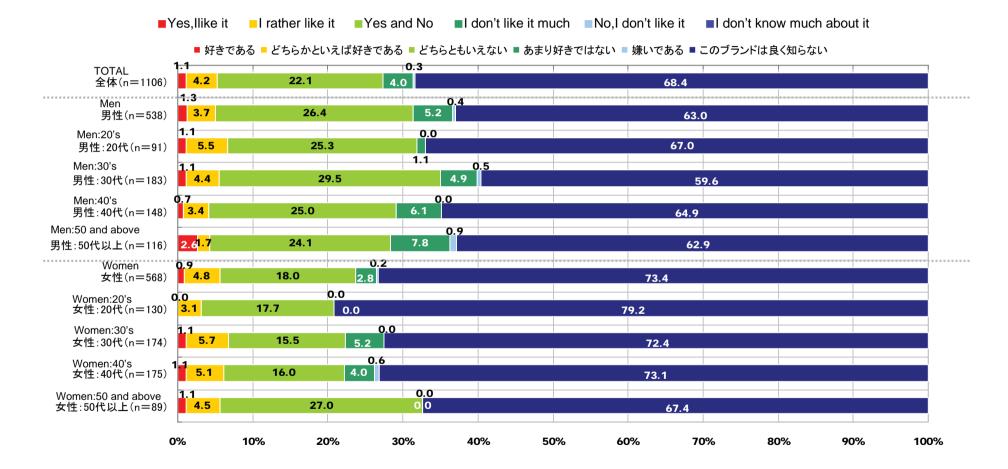


#### 29 : BLANCPAIN (2/2) by region, and by watch movement preference



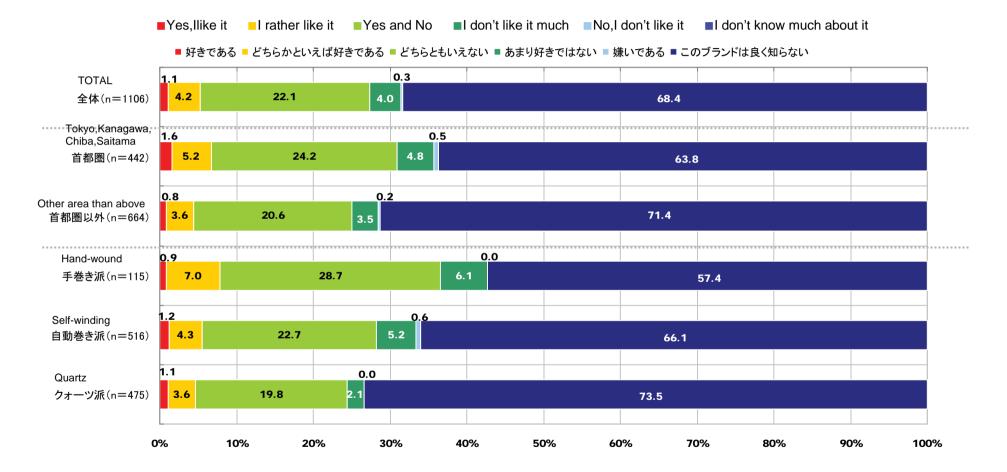


#### 30 : BAUME & MERCIER (1/2) by gender/age



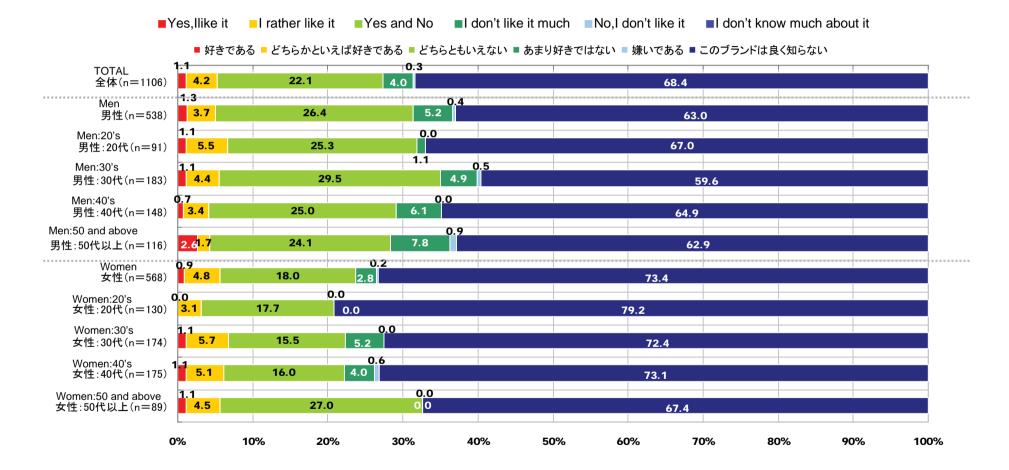


# 30 : BAUME & MERCIER (2/2) by region, and by watch movement preference





#### 31 : GIRARD-PERREGAUX (1/2) by gender/age





# 31 : GIRARD-PERREGAUX (2/2) by region, and by watch movement preference

