

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 th January, 2008					
Valid responses	1,106					

Miyama Building, 3F 6-16-5, Soto-Kanda, Chiyoda-ku Tokyo Japan (101-0021) Tel. +81 (0)3 3833 0740 Fax +81 (0)3 3833 0748 info@fhs.jp / www.fhs.jp



Wristwatch Consumer Awareness Survey 2008 Favorite brands

Well-known brands	3
1 : OMEGA	6
2 : ROLEX	8
3 : GUCCI	10
4 : HERMES	12
5 : CARTIER	14
6 : BVLGARI	16
7 : CHANEL	18
8 : TIFFANY	20
9 : LOUIS VUITTON	22
10 : DIOR	24
11 : DUNHILL	26
12 : COACH	28
13 : TAG HEUER	30
14 : FRANCK MULLER	32
15 : LONGINES	34
16 : CHOPARD	36
17 : PIAGET	38
18 : IWC	40
19 : BREITLING	42
20 : PATEK PHILIPPE	44
21 : BREGUET	46
22 : AUDEMARS PIGUET	48
23 : ORIS	50
24 : ZENITH	52
25 : JAEGER-LECOULTRE	54
26 : PANERAI	56
27 : FREDERIQUE CONSTANT	58
28 : VACHERON CONSTANTIN	60
29 : BLANCPAIN	62
30 : BAUME & MERCIER	64
31 : GIRARD-PERREGAUX	66

CONTENTS



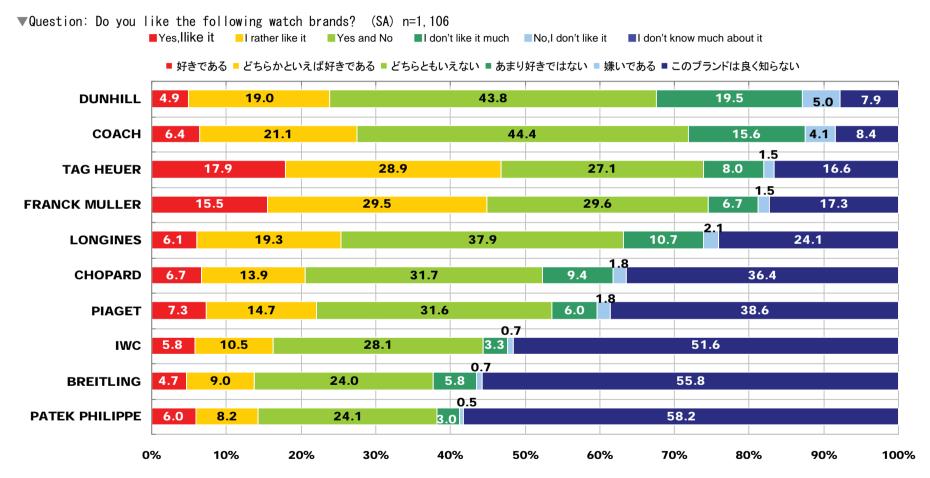
Wristwatch Consumer Awareness Survey 2008 / Favorite brands

▼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)

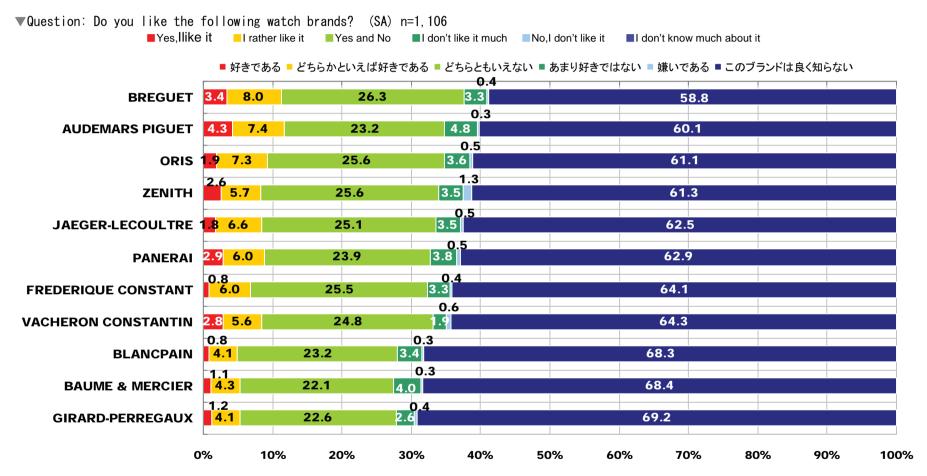


■ Well-known brands (ranking 11~20)





■ Well-known brands (ranking 21~31)



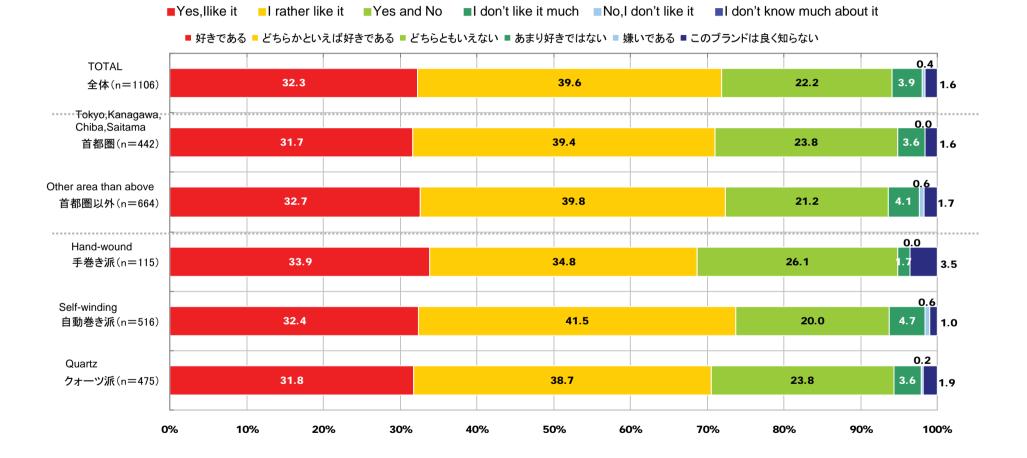
Wristwatch Consumer Awareness Survey 2008 / Favorite brands

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

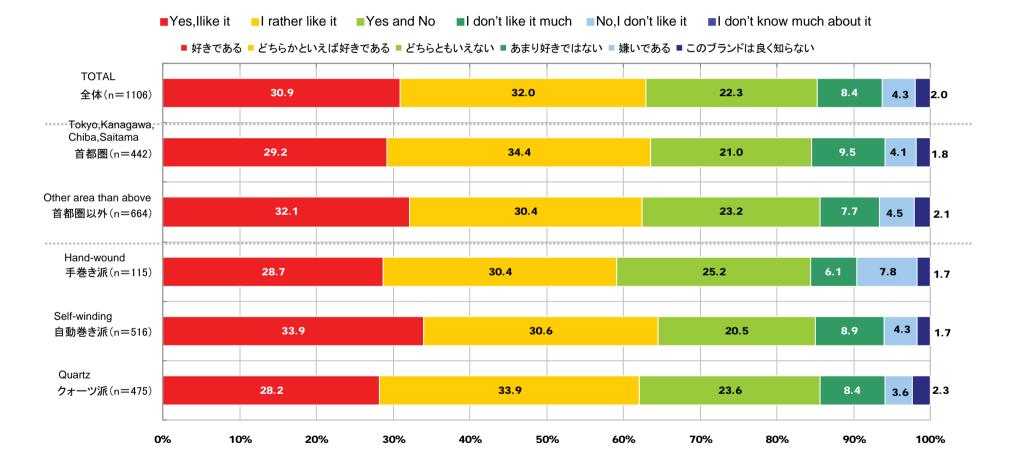
■Yes,Ilike it ■I rather like it ■Yes and No ■I don't like it much ■No,I don't like it ■I don't know much about it

■ 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



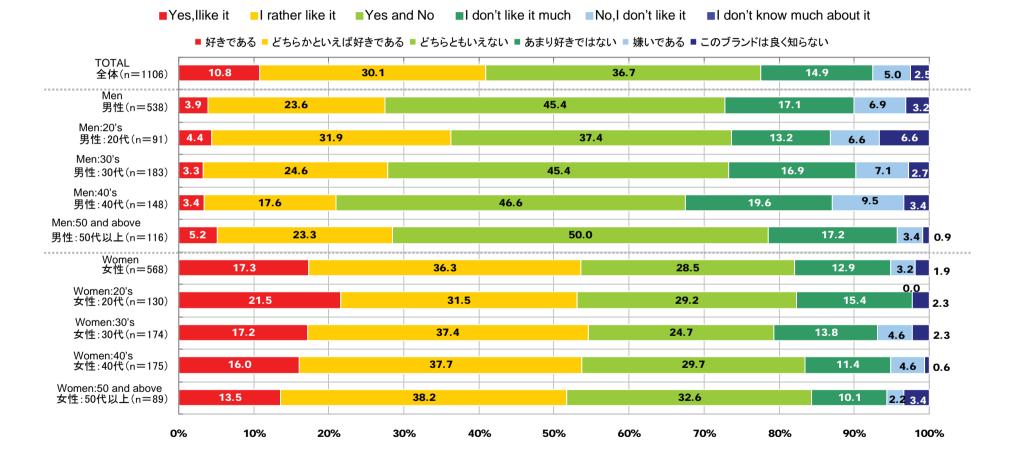


2: ROLEX (2/2) by region, and by watch movement preference





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



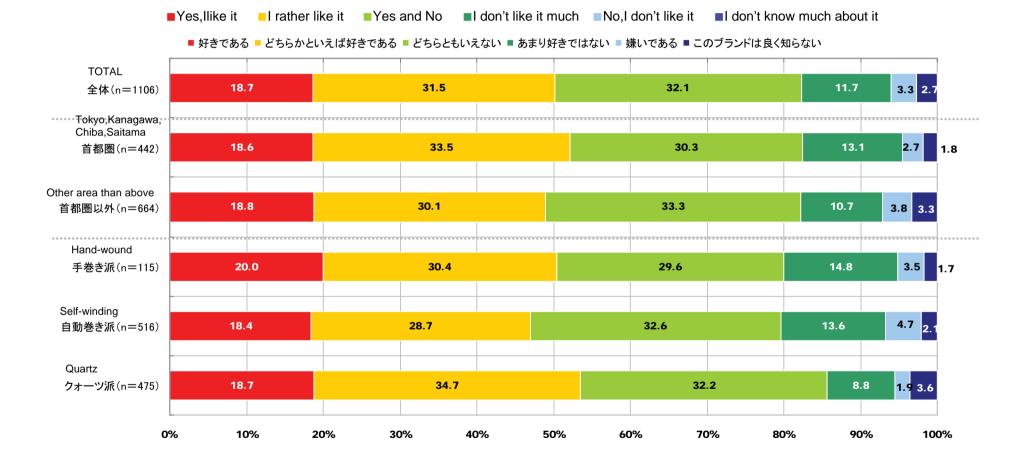
4: HERMES (1/2) by gender/age

■ 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





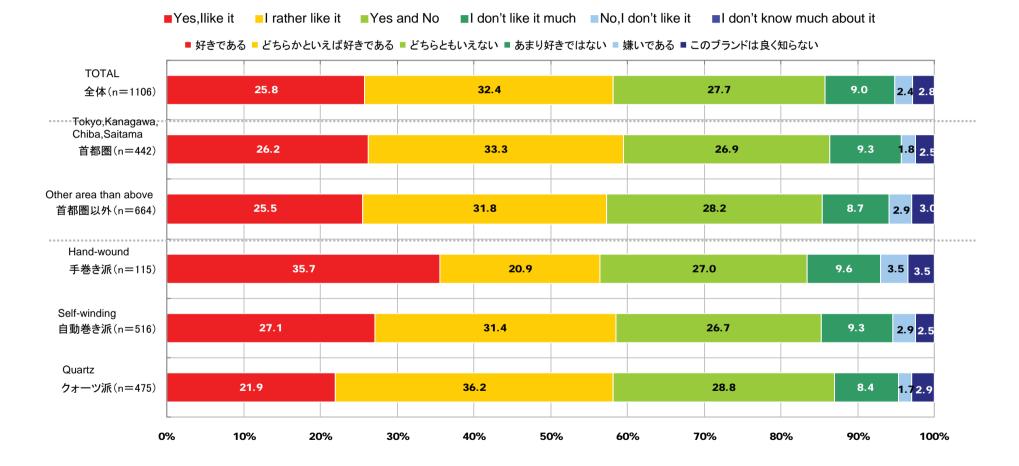
5 : CARTIER (1/2) by gender/age

■ 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





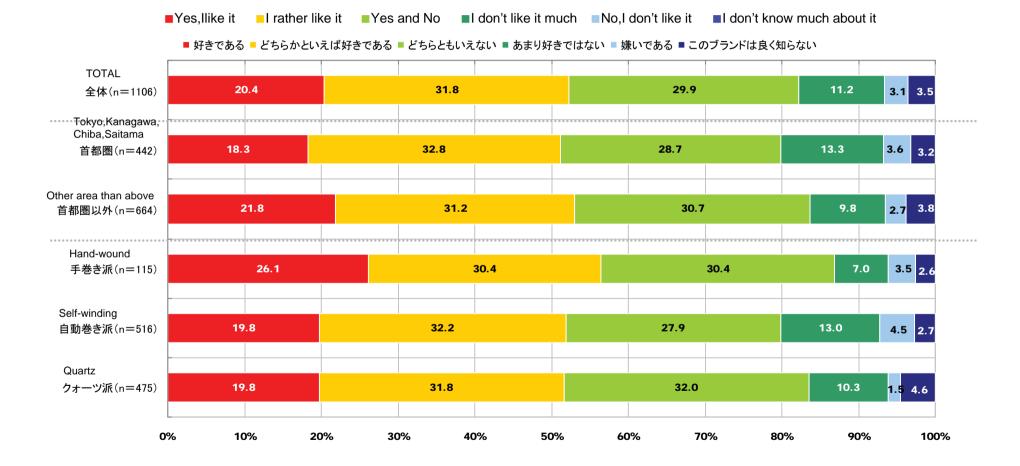
6: BVLGARI (1/2) by gender/age

■ 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





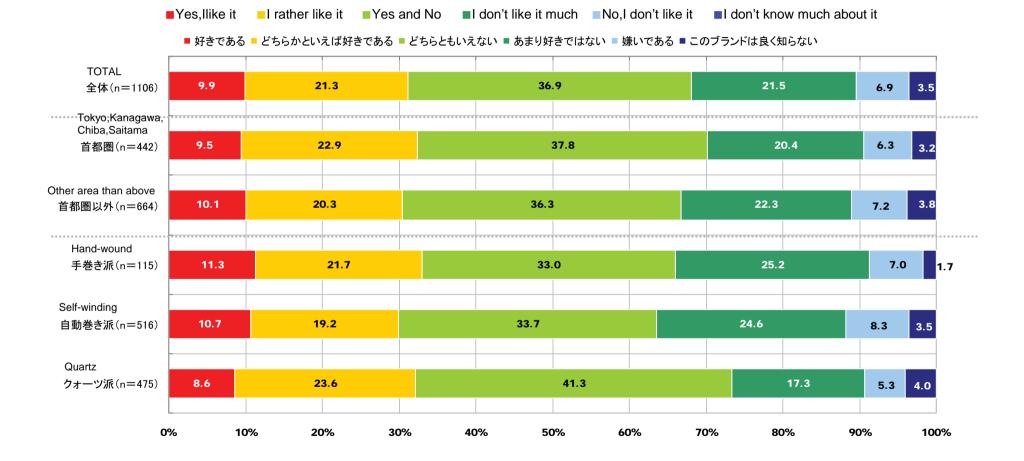
7 : CHANEL (1/2) by gender/age

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

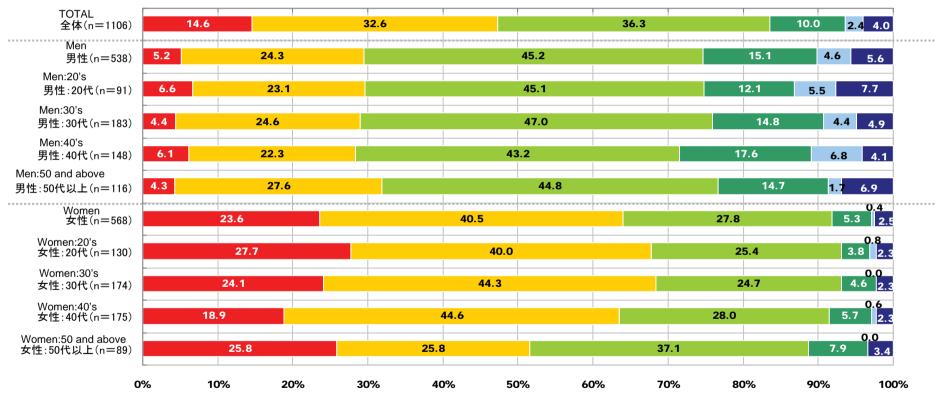




8 : TIFFANY (1/2) by gender/age

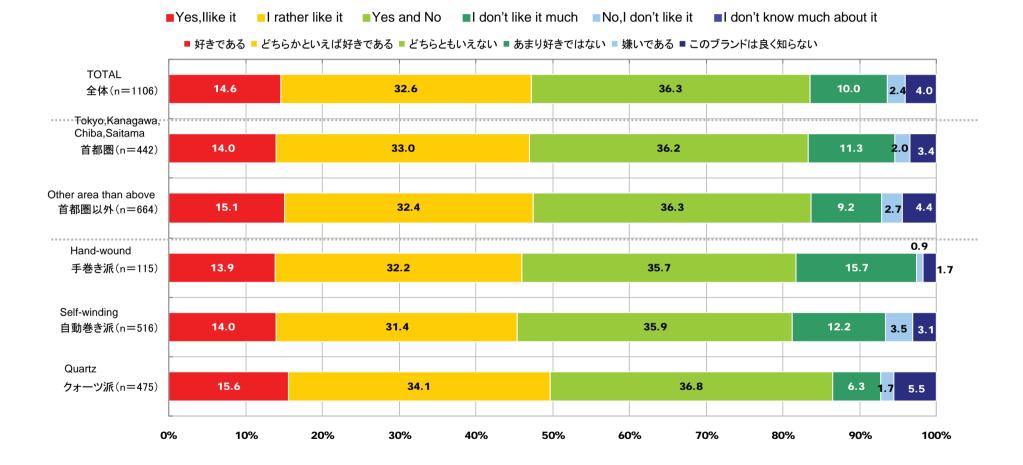
■Yes,Ilike it ■I rather like it ■Yes and No ■I don't like it much ■No,I don't like it ■I don't know much about it

■ 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





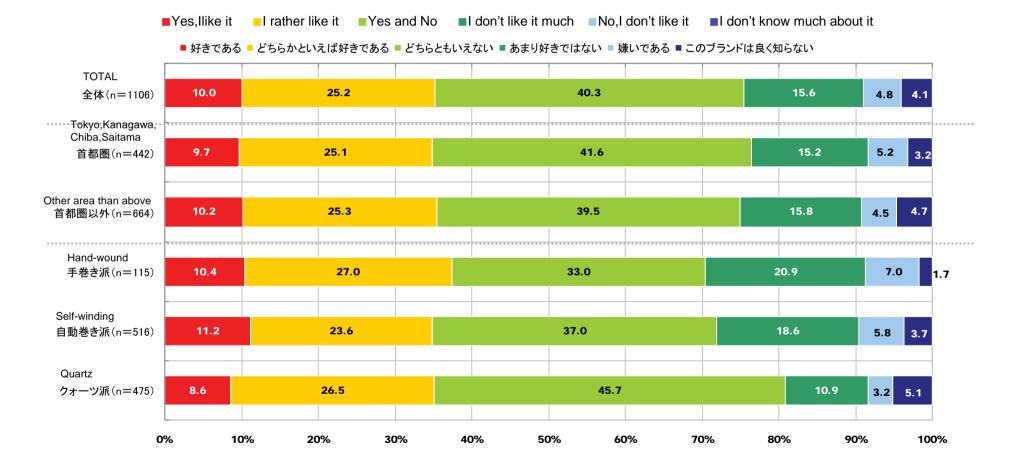
9: LOUIS VUITTON (1/2) by gender/age

■ 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

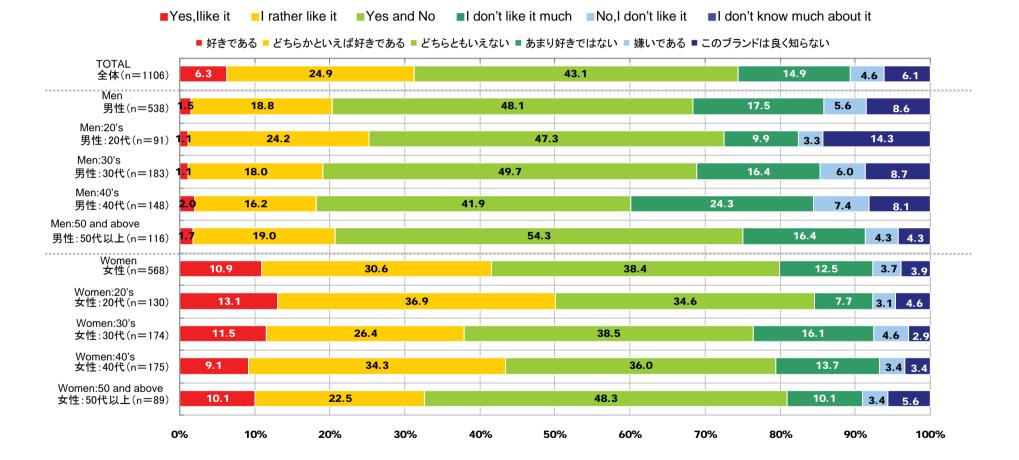


9 : LOUIS VUITTON (2/2) by region, and by watch movement preference





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



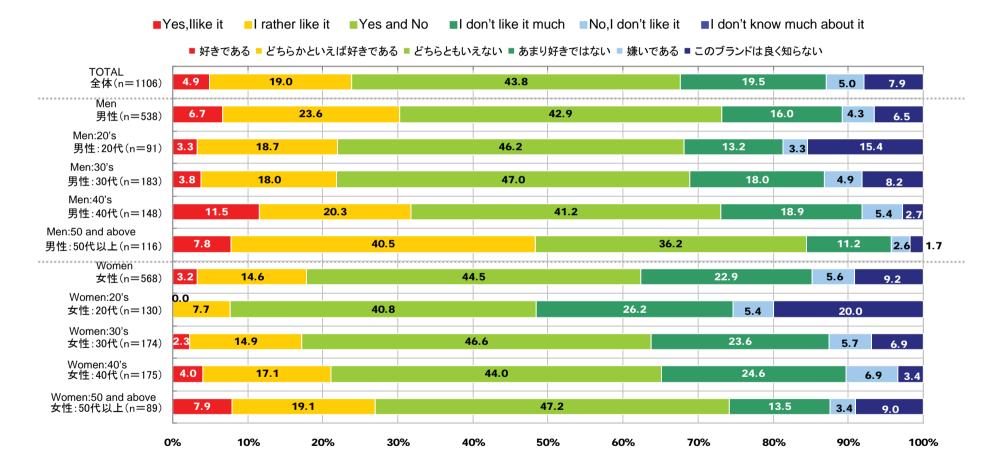


■Yes,Ilike it ■I rather like it ■Yes and No ■I don't like it much ■No,I don't like it ■I don't know much about it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない TOTAL 6.3 24.9 43.1 14.9 全体(n=1106) 4.6 6.1 Tokyo,Kanagawa, Chiba, Saitama 5.7 24.2 43.7 16.5 4.5 首都圈(n=442) 5.4 Other 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

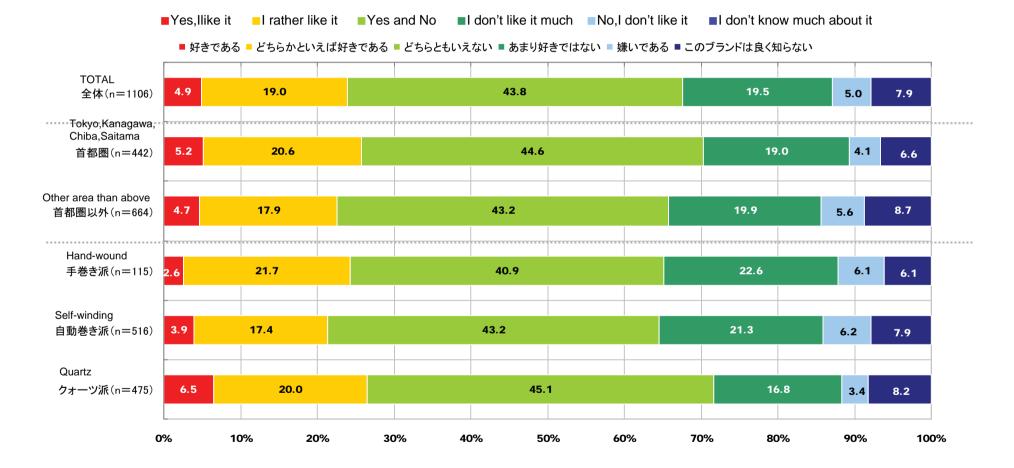


11 : DUNHILL (1/2) by gender/age





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



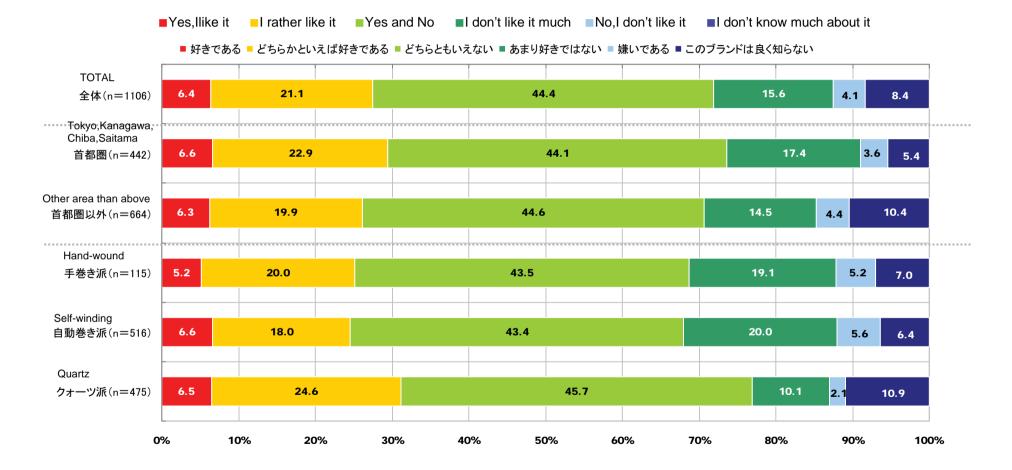


12 : COACH (1/2) by gender/age

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

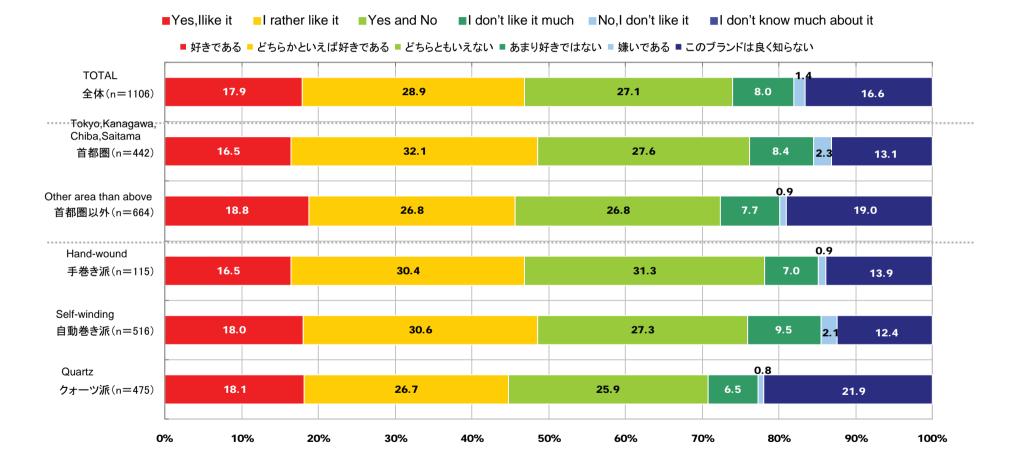


13 : TAG HEUER (1/2) by gender/age

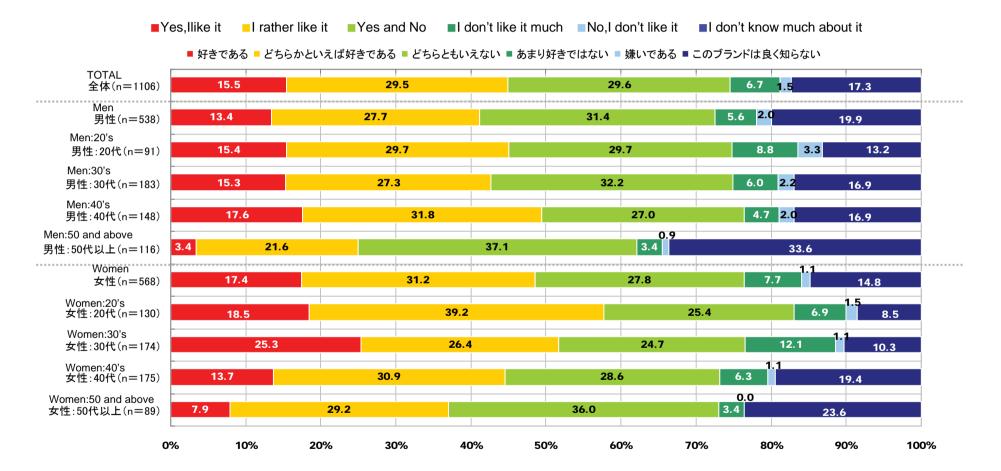
Yes, like it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない TOTAL 17.9 28.9 27.1 8.0 全体(n=1106) 16.6 Men 09 22.7 32.7 24.9 6.1 男性(n=538) 12.6 Men:20's 15.4 30.8 29.7 4.4 18.7 男性:20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

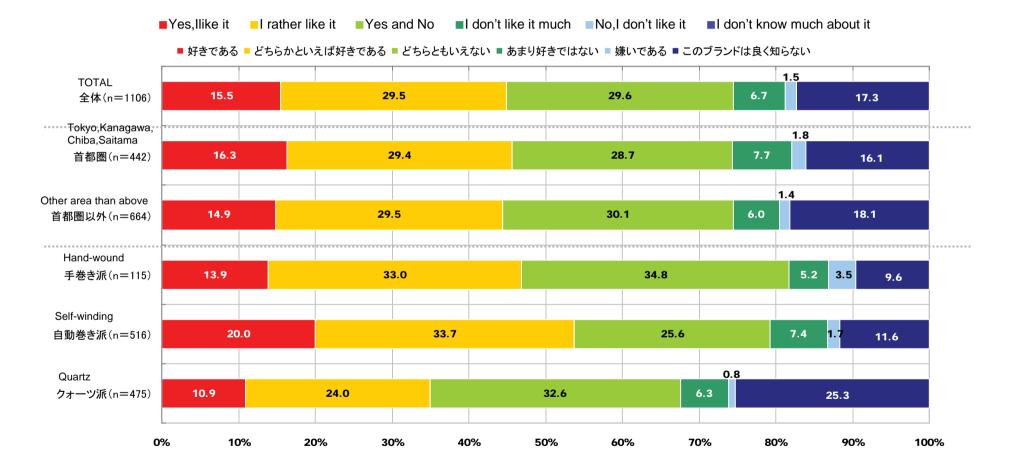


14 : FRANCK MULLER (1/2) by gender/age



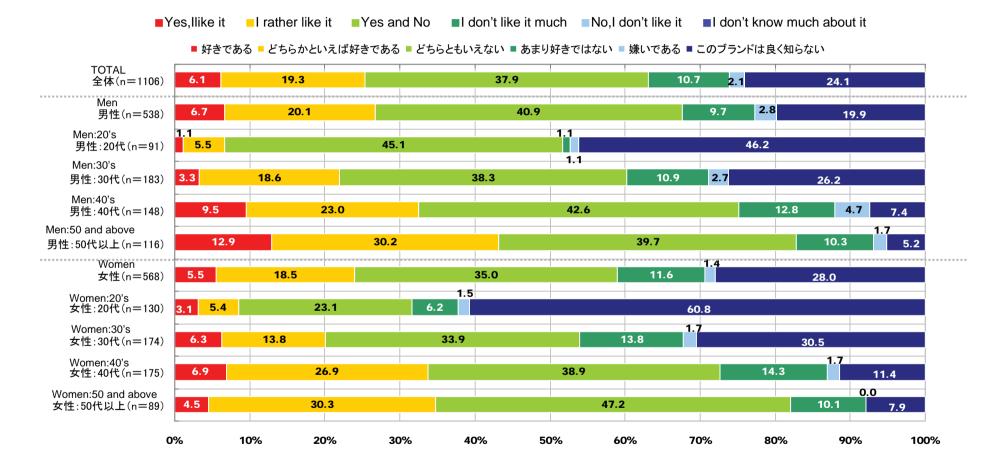


14 : FRANCK MULLER (2/2) by region, and by watch movement preference



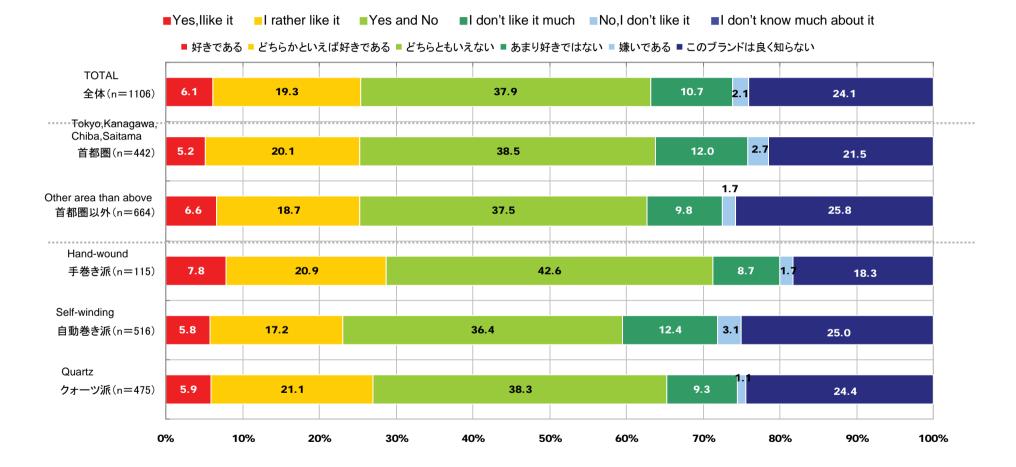


15 : LONGINES (1/2) by gender/age





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



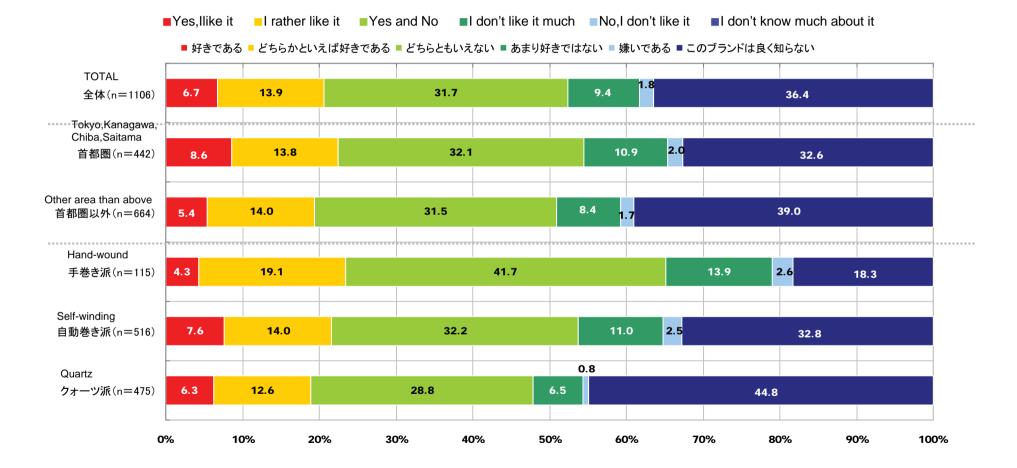


16 : CHOPARD (1/2) by gender/age

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



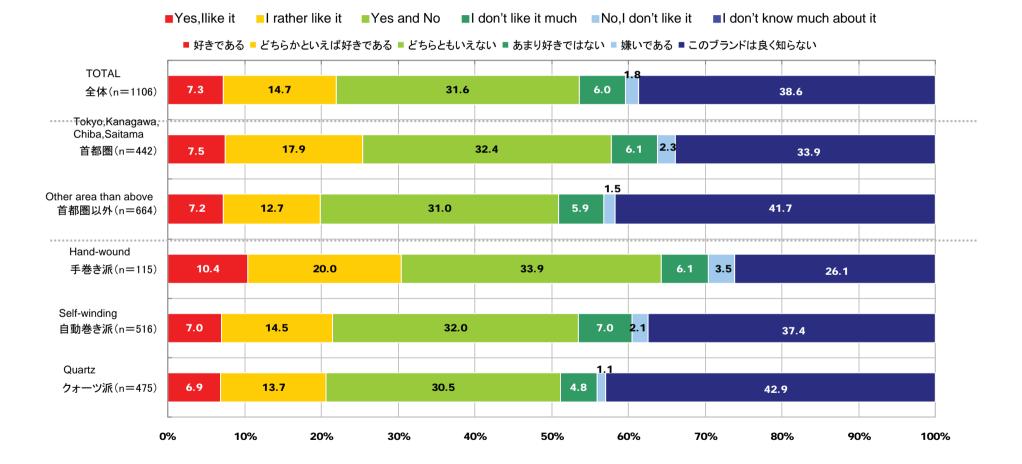


17: PIAGET (1/2) by gender/age

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%

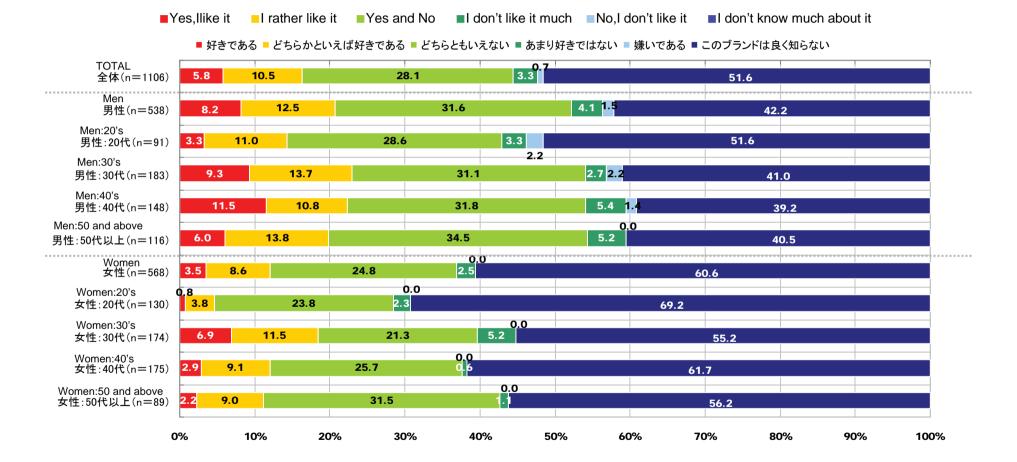


17 : PIAGET (2/2) by region, and by watch movement preference





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



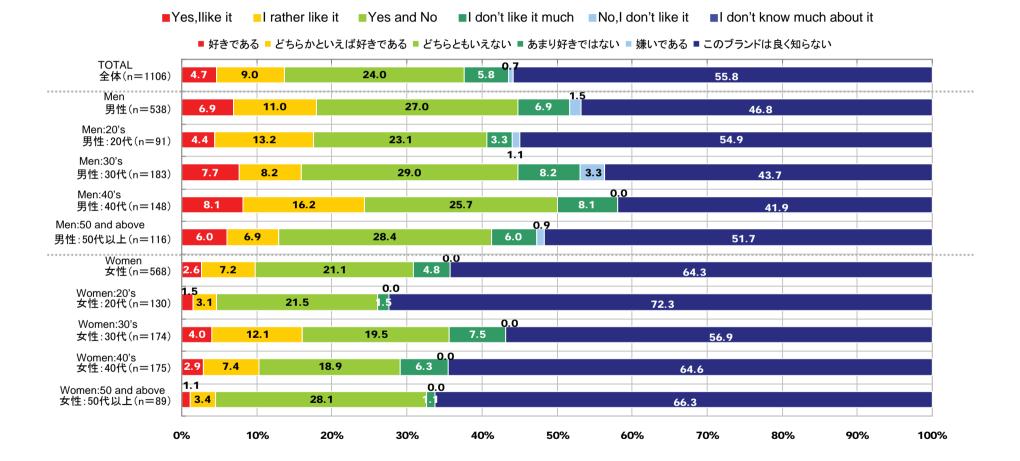


Yes, like it I rather like it Yes and No I don't like it much No. I don't like it I don't know much about it ■ 好きである ■ どちらかといえば好きである ■ どちらともいえない ■ あまり好きではない ■ 嫌いである ■ このブランドは良く知らない 0.7 TOTAL 3.3 全体(n=1106) 5.8 10.5 28.1 51.6Tokyo,Kanagawa, . 1.1 Chiba, Saitama 11.8 28.3 3.2 首都圈(n=442) 7.7 48.0 0.5 Other 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

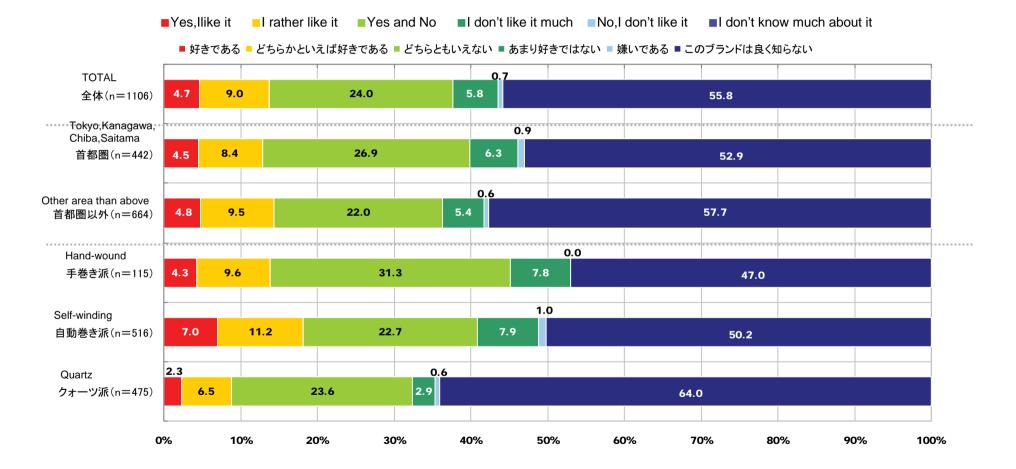


19: BREITLING (1/2) by gender/age



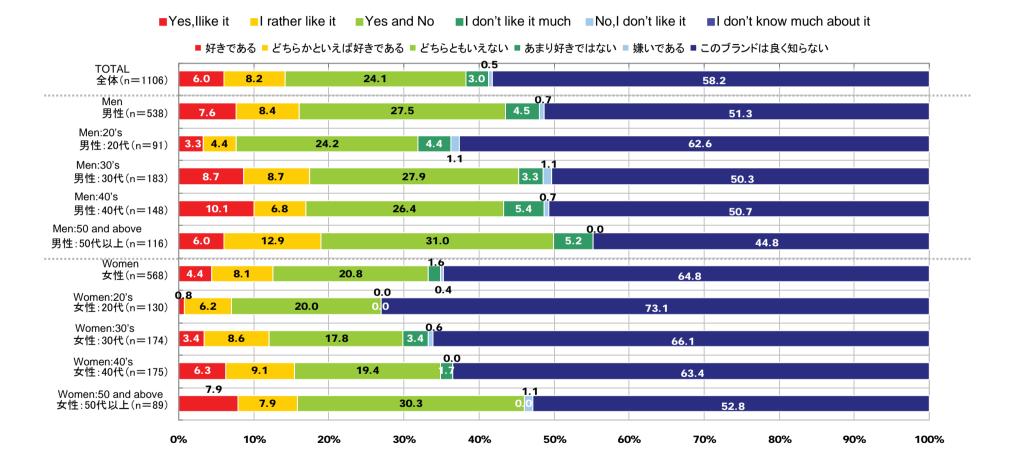


19 : BREITLING (2/2) by region, and by watch movement preference



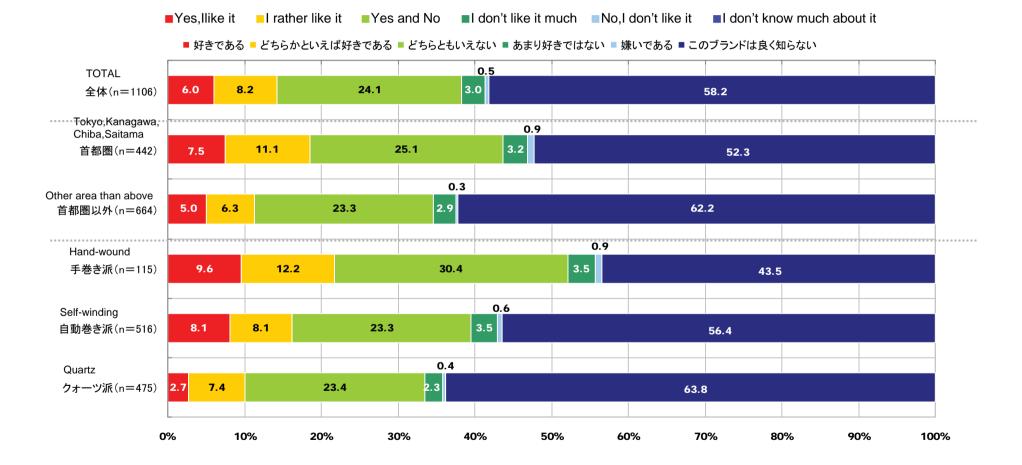


20 : PATEK PHILIPPE (1/2) by gender/age



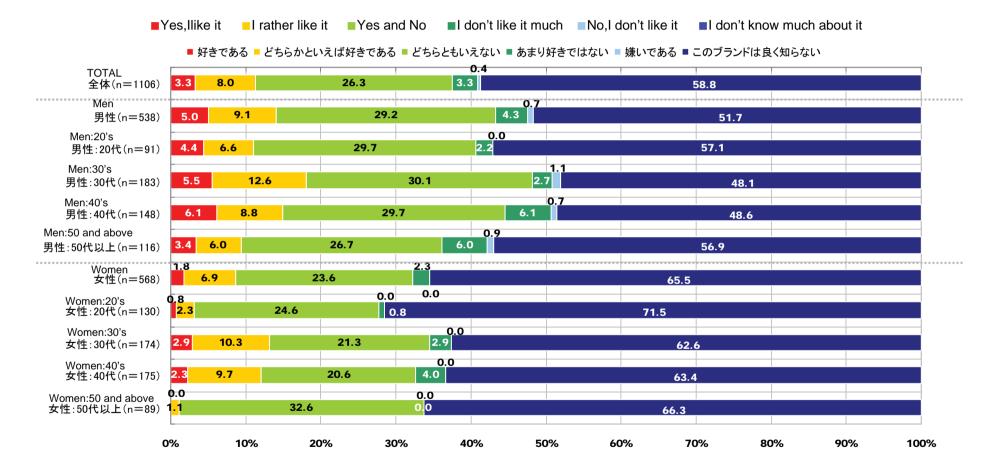


20 : PATEK PHILIPPE (2/2) by region, and by watch movement preference





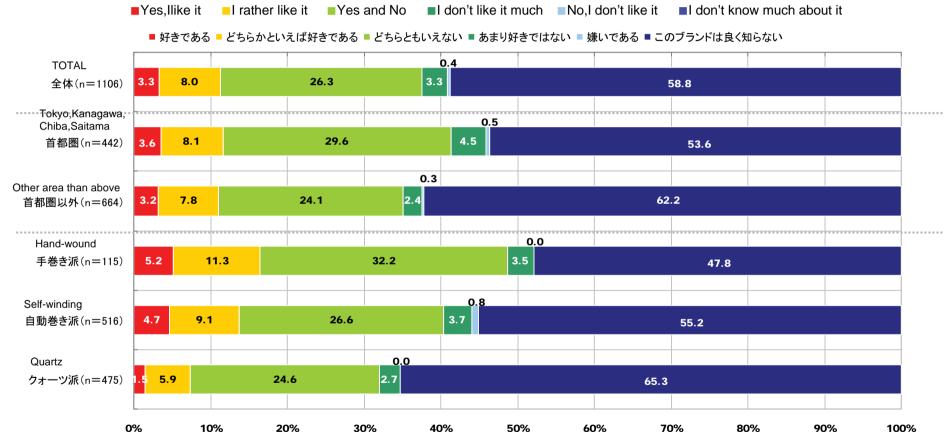
21 : BREGUET (1/2) by gender/age





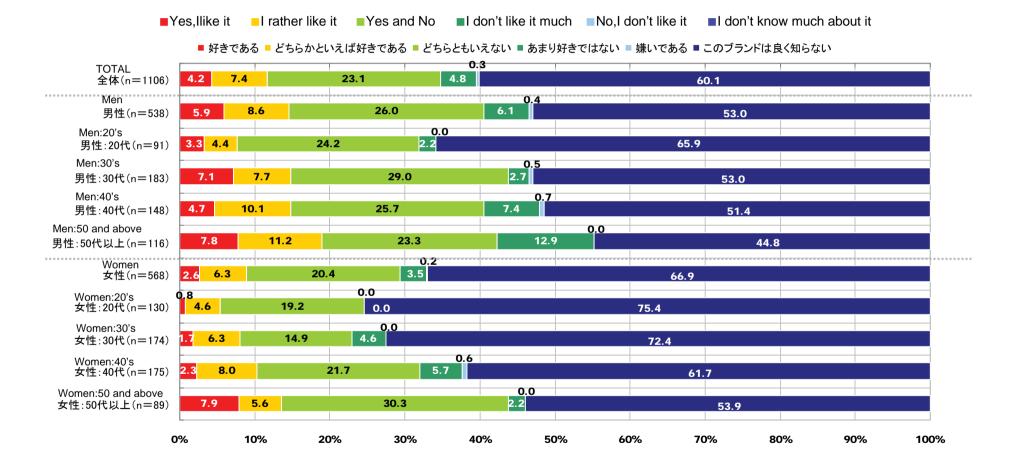
21 : BREGUET (2/2) by region, and by watch movement preference

▼ 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)



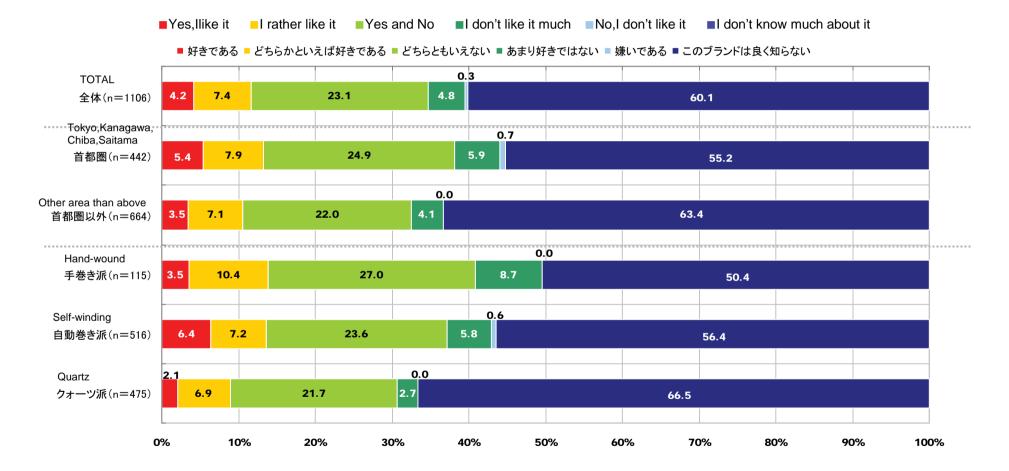


22 : AUDEMARS PIGUET (1/2) by gender/age



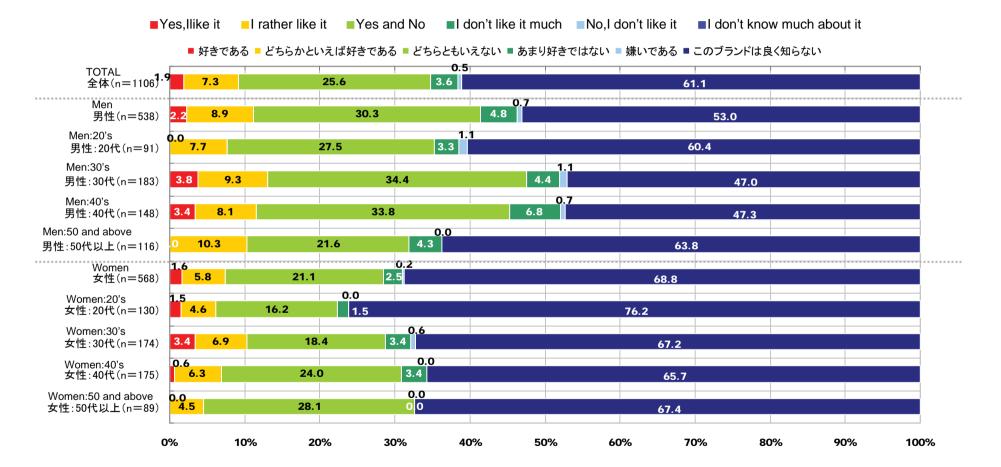


22 : AUDEMARS PIGUET (2/2) by region, and by watch movement preference





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

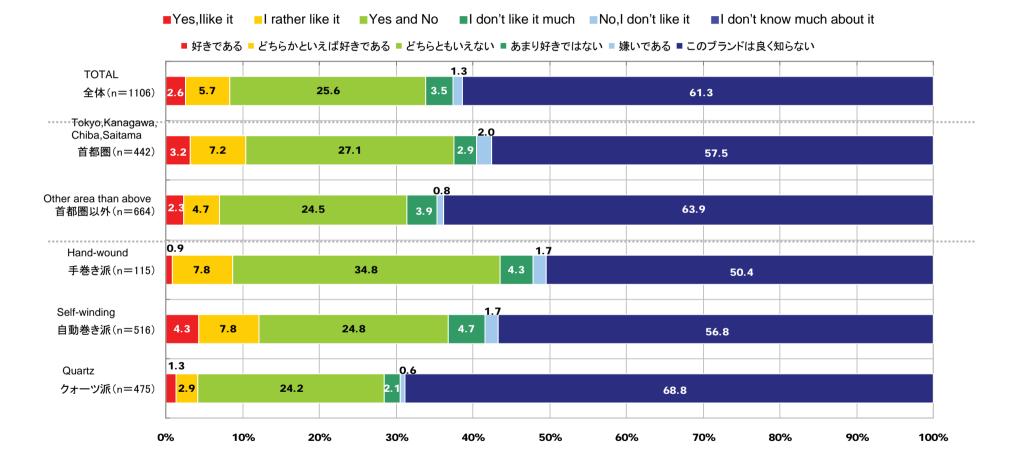


24: ZENITH (1/2) by gender/age

■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)² 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%

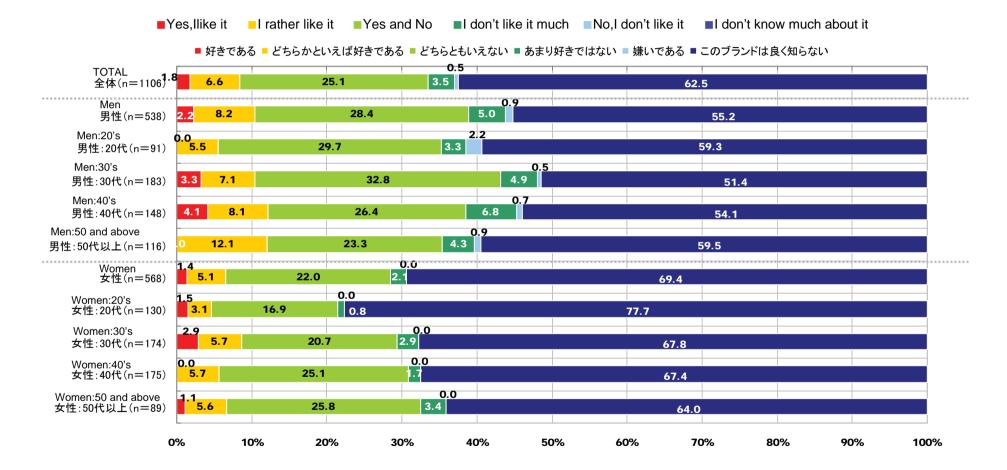


24 : ZENITH (2/2) by region, and by watch movement preference



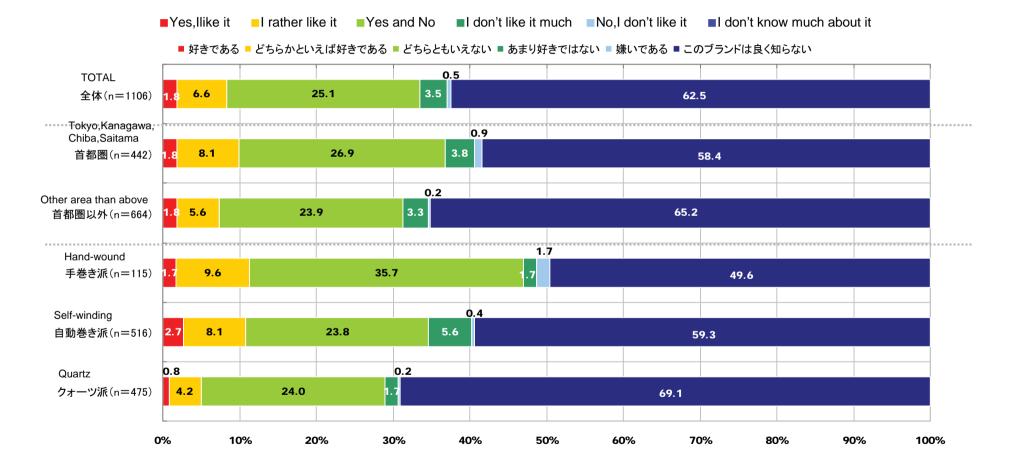


25 : JAEGER-LECOULTRE (1/2) by gender/age



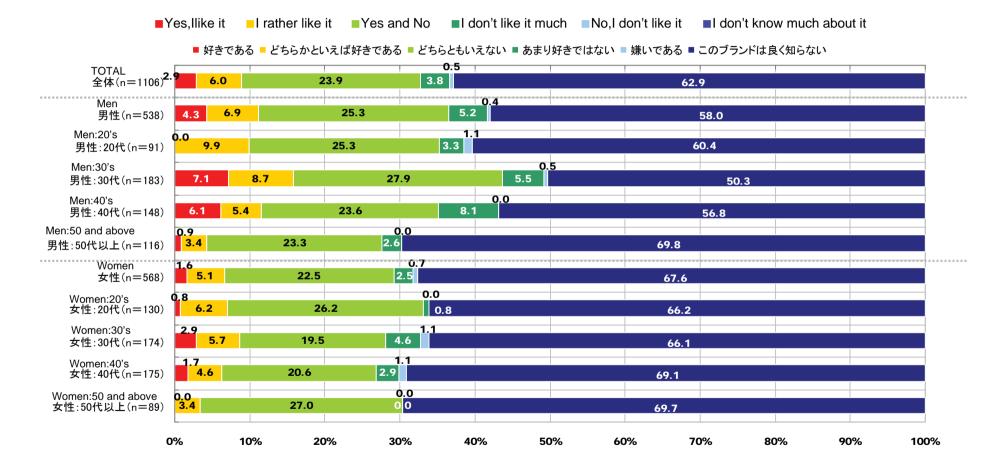


25 : JAEGER-LECOULTRE (2/2) by region, and by watch movement preference



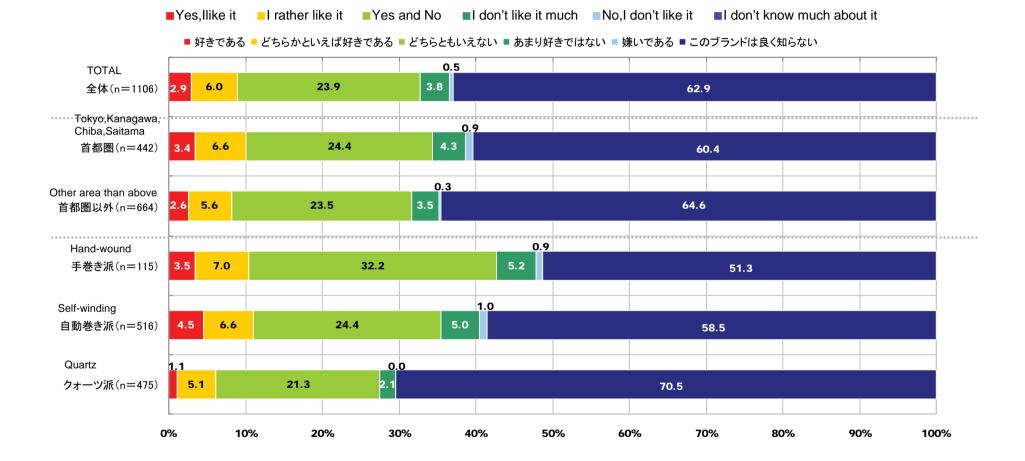


26 : PANERAI (1/2) by gender/age



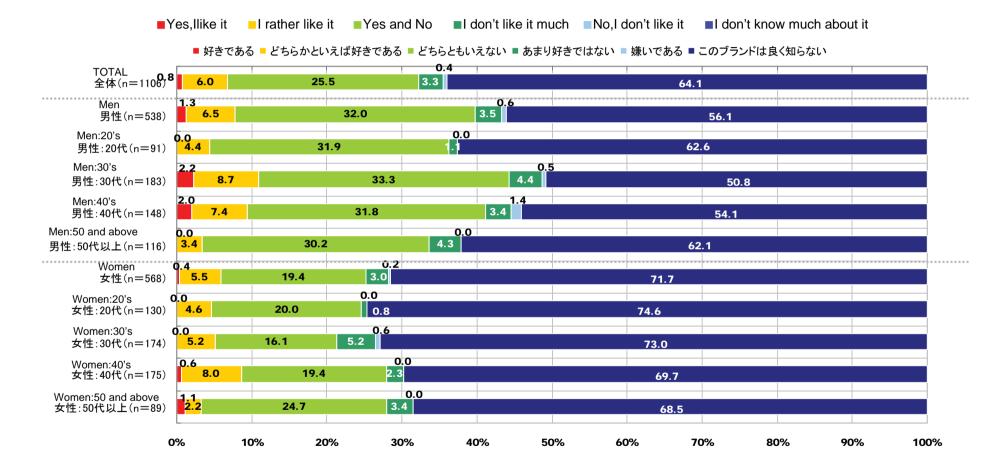


26 : PANERAI (2/2) by region, and by watch movement preference



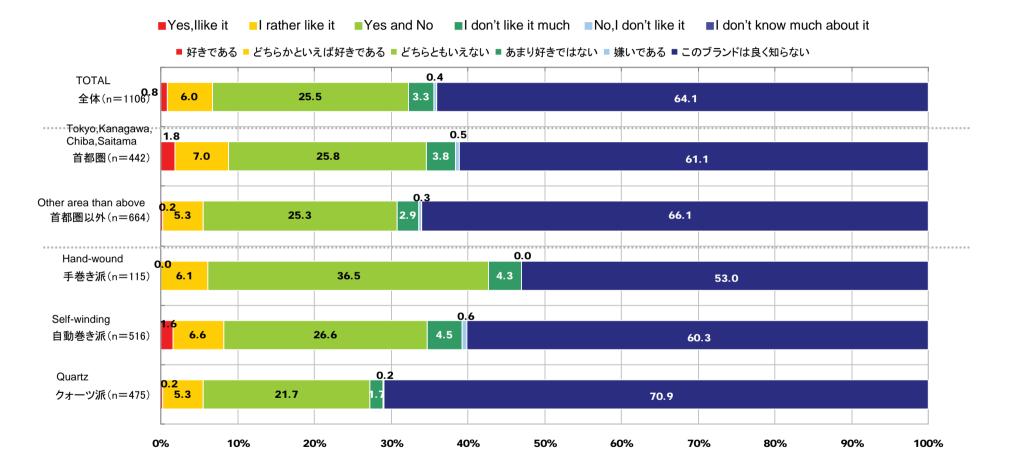


27 : FREDERIQUE CONSTANT (1/2) by gender/age



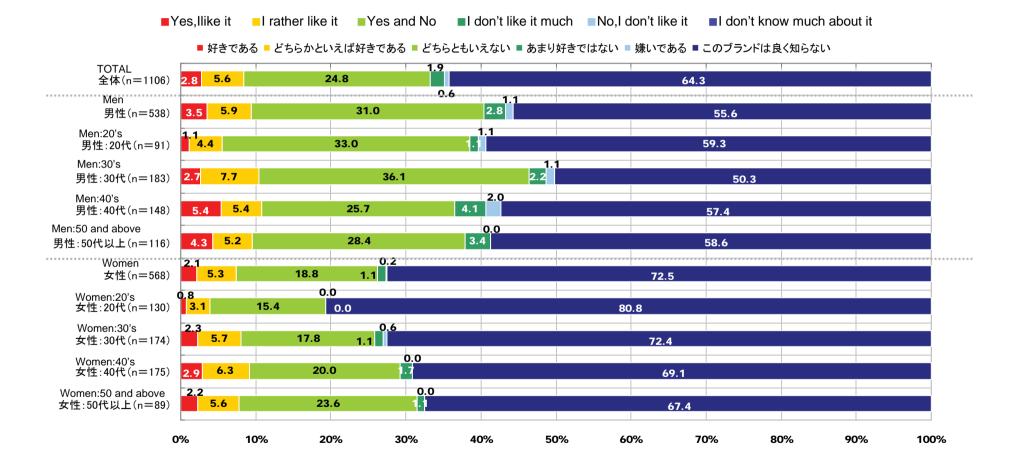


27 : FREDERIQUE CONSTANT (2/2) by region, and by watch movement preference



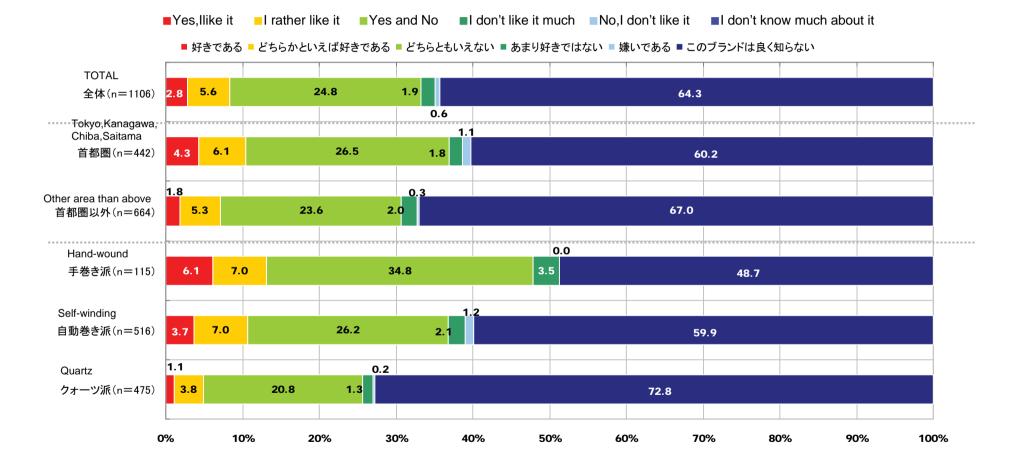


28 : VACHERON CONSTANTIN (1/2) by gender/age



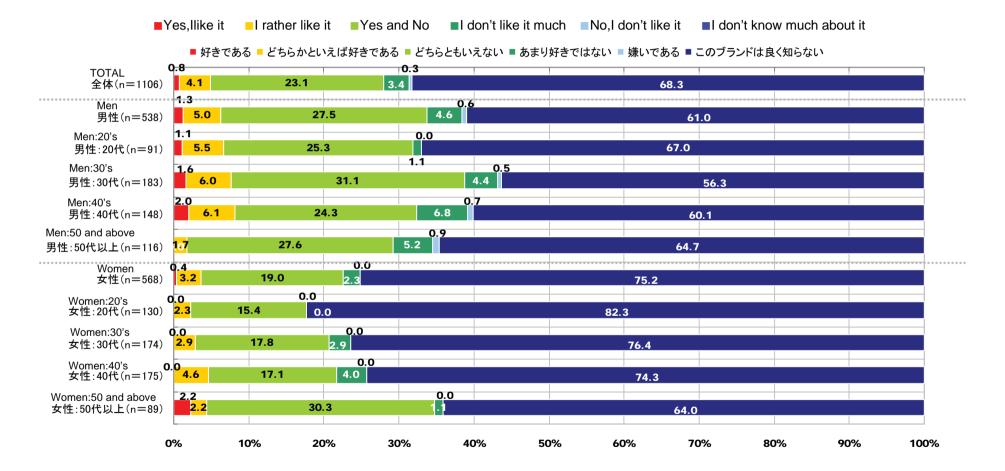


28 : VACHERON CONSTANTIN (2/2) by region, and by watch movement preference



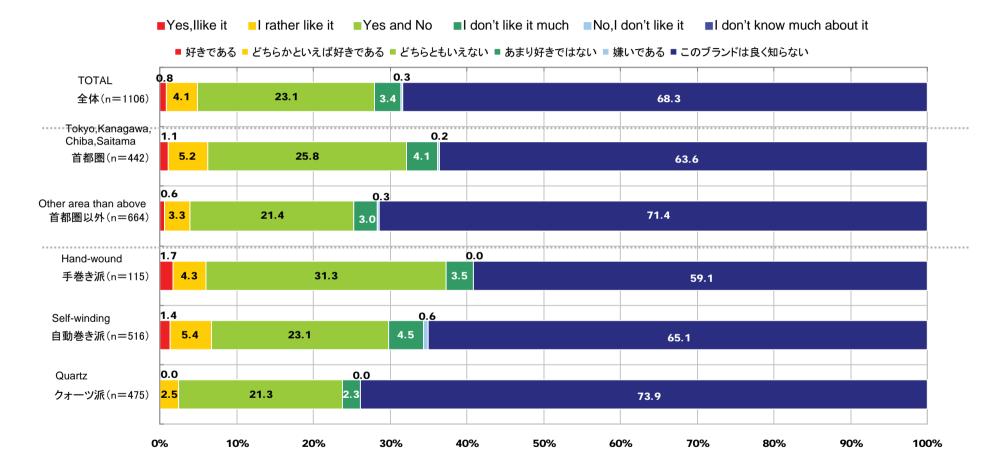


29 : BLANCPAIN (1/2) by gender/age



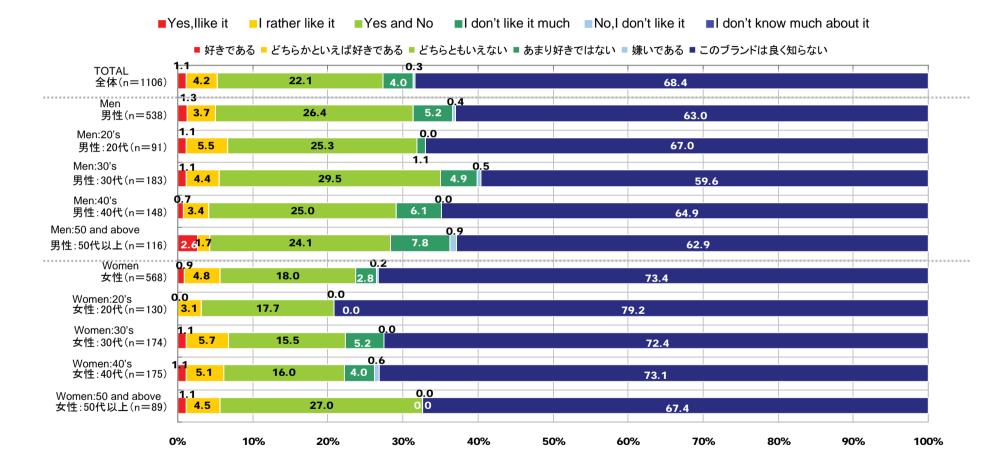


29 : BLANCPAIN (2/2) by region, and by watch movement preference



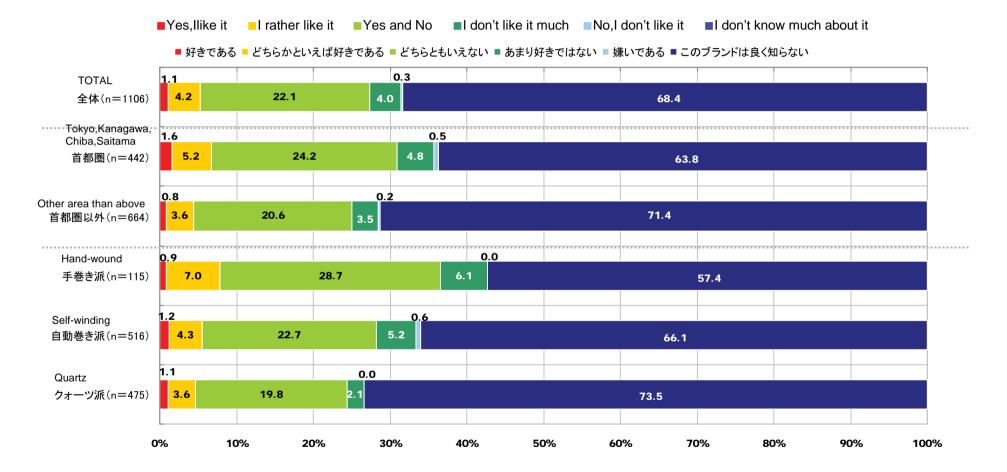


30 : BAUME & MERCIER (1/2) by gender/age



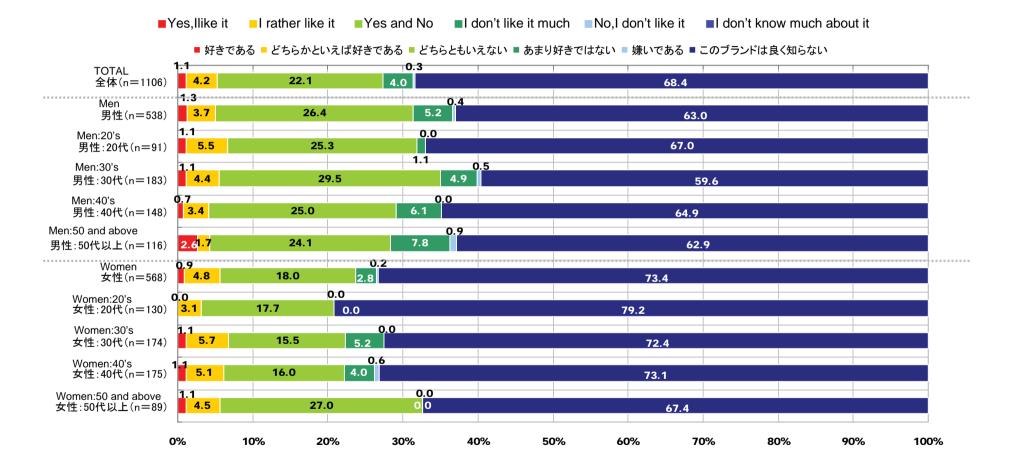


30 : BAUME & MERCIER (2/2) by region, and by watch movement preference





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





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

