

# Wristwatch Consumer Awareness Survey 2014

#### Favorite brands

Survey area:	All of Japan
Survey method:	Internet questionnaire
Survey subjects:	People (males and females) who are 20 years or older,
	have bought watches by themselves and are interested in luxury watches
	(We have extracted those who answered "Interested" or "Somewhat interested"
	to a preliminary survey question: "Are you interested in watches costing over 100,000 yen?")
Survey date: Valid responses:	Monday, February 10~Tuesday, February 11, 2014 1,500

VISIXHirakawa-cho204, 1-5-15, Hirakawa-cho, Chiyoda-ku, Tokyo Japan (102-0093) TeL: +81 (0) 3-3221-9678 Fax: +81 (0) 3-6272-9678 Info@fhs.jp/WWW.fhs.jp CONTENTS



	3
■ Well-known brands 01 : BVLGARI	3 7
02 : CARTIER	9
03 : ROLEX	11
04 : OMEGA	13
05 : GUCCI	15
06 : CHANEL	17
07 : HERMES	19
08 : BURBERRY	21
09 : COACH	23
10 : agnes. b.	25
11 : LOUIS VUITTON	27
12 : TIFFANY	29
13 : FRANCK MULLER	31
14 : SWATCH	33
15 : DIOR	35
16 : DUNHILL	37
17 : TAG HEUER	39
18 : ck CALVIN KLEIN	41
19 : FENDI	43
20 : DIESEL	45
21 : Paul Smith	47
22 : FOLLI FOLLIE	49
23 : HAMILTON	51
24 : LONGINES	53
25 : EMORIO ARMANI	55
26 : HARRY WINSTON	57
27 : CHAUMET	59
28 : CHOPARD	61
29 : BREITLING	63
30 : RADO	65
31 : Marc by Marc Jacobs	67
32 : PIAGET	69
33 : Montblanc	71
34 : AUDEMARS PIGUET	73
35 : Fossil	75
■Reference data : Well-known brands Ranking 2010 VS 2012 VS 2014	77



■ Well-known brands (ranking 1~10)

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

_	l like it	Neither	l do not like it much	I do not know this brand	2010 Likes	2012 Likes
Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
Note ●凡例						
BVLGARI	41.9		35.7	5.5 16.9	26.3	44.1
CARTIER	46.4		30.9	4.4 18.3	27.3	48.8
ROLEX	47.4	4	26.6	<b>4.9</b> 21.1	34.8	50.9
OMEGA	45.5		29.1	3.7 21.7	32.1	48.9
GUCCI	26.4	37.7	6.7	29.3	14.3	28.2
CHANEL	25.1	36.8	7.5	30.6	11.6	26.9
HERMES	29.9	32.6	5.5	32.0	17.1	34.1
BURBERRY	23.5	37.1	6.2	33.3	11.1	22.7
СОАСН	17.1	37.9	9.1	35.9	8.8	19.3
agnes.b.	17.5	36.8	7.8	37.9	12.1	18.2

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



■ Well-known brands (ranking 11~20)

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

	l like it	Neither	l do not like it much		I do not know this brand	2010 Likes	2012 Likes
Note	好きである	どちらでもない	あまり好きではない		このブランドは知らない	2010年 好き	2012年 好き
●凡例							
LOUIS VUITTON	20.6	33.9	6.6		38.9	10.7	23.2
TIFFANY	24.3	31.9	4.3		39.5	14.4	29.0
FRANCK MULLER	27.2	27.0	4.9		40.9	16.9	33.3
SWATCH	18.3	34.3	6.5		40.9	12.5	20.9
DIOR	16.0	34.4	6.5		43.1	7.7	17.7
DUNHILL	11.9	36.9	7.5		43.7	4.3	11.9
TAG HEUER	25.9	25.4	3.7		45.0	18.6	26.5
ck CALVIN KLEIN	9.5	36.6	8.3		45.5	6.0	13.3
FENDI	11.6	35.9	6.3		46.2	5.9	11.8
DIESEL	13.2	30.9 7.5			48.3	_	13.7

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



■ Well-known brands (ranking 21~30)

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

	l lik	e it	Neith	ner		l do not like it much	l do not know this brand	2010 Likes	2012 Likes
Note	好きで	である	どちら	でもない		あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
●凡例									
Paul Smith	13.1		32.8		4.4	49	).7	*	16.2
FOLLI FOLLIE	12.9	24	1.9	7.5		54.8		8.1	14.1
HAMILTON	13.3		28.0 2.8			55.9			12.3
LONGINES	11.4	27	'.6	3.9		57.1		5.3	12.4
EMPORIO ARMANI	7.9	27.4		5.5		59.1		*	7.9
HARRY WINSTON	12.7	19.9	2 5			64.9		4.5	11.7
CHAUMET	9.9	19.9	2.1			68.1		4.1	9.1
CHOPARD	9.3	18.3	2.5			69.9		5.7	10.3
BREITLING	13.2	15.3	1.3			70.1		8.5	13.3
RADO	5.9	20.2	3.8			70.1		2.7	6.0

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



## Wristwatch Consumer Awareness Survey 2014 / Favorite brands

■ Well-known brands (ranking 31~35)

**v** Question: Do you like the following watch brands? (SA) n=1,500

	I	like it		Neither I do not like it much I do not know this brand				2012 Likes
Note	好きである			どちらでもない	あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
●凡例								
Marc by Marc Jacobs	8.2	18.5	3.0	70.3				10.0
PIAGET	8.7 18.5 2.3			<mark>.3</mark> 70.5				9.8
Montblanc	6.6	20.5	1.7	71.2			*	6.5
AUDEMARS PIGUET	9.3	16.7	2.1	71.9			5.0	8.1
Fossil	4.7	16.9	4.1	74.3				*

\*In 2010: respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



1 : BVLGARI (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
		●凡例					好き	好き
Total	全 体	(n=1500)	41.9		35.7	5.5 16.9	26.3	44.1
Male	男性	(n= 750)	29.5		2.0 7	21.5	20.3	32.9
Male 20s	男性 20代	(n= 133)	30.1	3	9.8 3.8	26.3	26.1	37.5
Male 30s	男性 30代	(n= 188)	27.7	37.2	9.0	26.1	18.6	25.5
Male 40s	男性 40代	(n= 207)	29.5		43.5	7.2 19.8	19.2	31.9
Male 50s+	男性 50代以上	(n= 222)	30.6		45.9	7.2 16.2	17.3	39.3
Female	女性	(n= 750)		54.4	29.5	3.9 12.3	32.3	55.3
Female 20s	女性 20代	(n= 217)	45.6		33.6	3.7 17.1	31.8	50.9
Female 30s	女性 30代	(n= 177)		62.1	23	2 5.6 9.0	31.7	56.6
Female 40s	女性 40代	(n= 183)		53.6	35.0	3.3 8.2	34.9	56.0
Female 50s+	女性 50代以上	(n= 173)		58.4	24.9	2.9 13.9	30.2	59.4

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



1 : BVLGARI (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand		2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない		2010年	2012年
	● 凡何						好き	好き
Total	全 体 (n=1500	41.9		35.7	5.5 1	6.9	26.3	44.1
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600	41.7		36.7	4.7 1	7.0	26.2	45.2
Other area than above	首都圈以外 (n= 900	42.1		35.1	6.0	6.8	26.3	43.4
Hand-wound	手巻き派 (n= 220	37.3		33.6 5.	.5 23.6		17.7	40.8
Self-winding	自動巻き派 (n= 696	45.5		34.5	6.6	13.4	27.8	44.2
Quartz	クォーツ派 (n= 584	39.4		38.0	4.1 18	3.5	26.8	45.1

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - . -

- - . -

## Wristwatch Consumer Awareness Survey 2014 / Favorite brands

2 : CARTIER (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例					*16	же
Total	全 体	(n=1500)	46.4		30.9	4.4 18.3	27.3	48.8
Male	男性	(n= 750)	26.3	41.6	6.9	25.2	13.6	30.1
Male 20s	男性 20代	(n= 133)	25.6	38.3	3.0	33.1	15.6	22.2
Male 30s	男性 30代	(n= 188)	22.3	36.2	6.9	34.6	12.2	25.5
Male 40s	男性 40代	(n= 207)	26.1	46	.4	7.7 19.8	13.7	31.4
Male 50s+	男性 50代以上	(n= 222)	30.2		43.7	8.6 17.6	12.8	40.4
Female	女性	(n= 750)		66.5		<b>20.3 1.9 11.3</b>	40.9	67.5
Female 20s	女性 20代	(n= 217)		55.3	21.2	1.8 21.7	40.0	64.7
Female 30s	女性 30代	(n= 177)		76.3		15.8 3.4 4.5	40.7	73.0
Female 40s	女性 40代	(n= 183)		68.9		<b>22.4 2.2</b> 6.6	45.5	70.9
Female 50s+	女性 50代以上	(n= 173)		68.2		21.4 0.0 10.4	36.8	60.6

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



2: CARTIER (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like	l like it Neither		l do not like it muc	I do not like it much I do not know this brand		2010 Like	2012 Like
	Not	e 好きでる	好きである どちらでもない		ぎもない あまり好きではない		このブランドは知らない		2012年
	• آر ا							好き	好き
Total	全 体 (n=15	00)	46.4		30.9	4.4	18.3	27.3	48.8
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 6	00)	47.0		31.8	3.0	18.2	28.7	49.0
Other area than above	首都圈以外 (n= 9	00)	46.0		30.3	5.3	18.3	26.3	48.7
– Hand-wound	手巻き派 (n= 2	20)	47.7		26.4	2.7	23.2	26.2	48.8
Self-winding	自動巻き派 (n= 6	96)	47.6		31.8	5.	6 15.1	26.8	48.6
Quartz	クォーツ派 (n= 5	84)	44.5		31.7	3.6	20.2	28.0	49.0

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - - -

. . . .

## Wristwatch Consumer Awareness Survey 2014 / Favorite brands

3 : ROLEX (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	I like it Neither		I do not like it much I do		this brand	2010 Like	2012 Like
		Note	好きである どちらでもない		あまり	あまり好きではない		は知らない	2010年 好き	2012年 好き
		●凡例							жс	жс
Total	全 体	(n=1500)	47.	4	2	6.6	4.9 2	1.1	34.8	50.9
Male	男性	(n= 750)	48.	0		26.5	5.3 2	0.1	37.3	54.8
Male 20s	男性 20代	(n= 133)	36.8		26.3	3.0	33.8		35.6	36.8
Male 30s	男性 30代	(n= 188)	38.8		26.6	5.3	29.3		34.9	53.7
Male 40s	男性 40代	(n= 207)		54.1		28.0	3.9	14.0	39.3	62.8
Male 50s+	男性 50代以上	(n= 222)		56.8		25.2	8.1	9.9	39.1	61.2
Female	女性	(n= 750)	46.8		20	6.7	4.4 22	2.1	32.3	47.1
Female 20s	女性 20代	(n= 217)	26.7	30.0	5.	1	38.2		28.2	32.1
Female 30s	女性 30代	(n= 177)	5	2.0		25.4	3.4	9.2	36.5	55.1
Female 40s	女性 40代	(n= 183)		61.2		24.	6 2.7	11.5	29.7	53.1
Female 50s+	女性 50代以上	(n= 173)	5	1.4		26.0	6.4	16.2	34.6	51.6

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - - -

# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

3 : ROLEX (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500)	47	4	26.6	4.9 21.1	34.8	50.9
Tokyo,Kanagawa, Chiba,Saitama	首都圈 (n= 600)	44.7		27.5	5.2 22.7	31.8	49.7
Other area than above	首都圏以外 (n= 900)	49	.2	26.0	4.7 20.1	36.8	51.8
Hand-wound	手巻き派 (n= 220)	41.8		18.2 5.5	34.5	30.5	57.2
Self-winding	自動巻き派 (n= 696)		53.4	25.3	4.5 16.8	41.3	53.8
Quartz	クオーツ派 (n= 584)	42.3		31.3	5.1 21.2	28.5	45.9

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



4: OMEGA (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do not li	ike it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	あまり好	きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例						ЯТС	яте
Total	全体	(n=1500)	45.5		29.1		3.7 21.7	32.1	48.9
Male	男性	(n= 750)	Ę	52.8		24.0	2.7 20.5	38.4	57.5
Male 20s	男性 20代	(n= 133)	44.4		17.3	3	36.1	38.9	47.2
Male 30s	男性 30代	(n= 188)	44.1		26.6	1.6	27.7	40.7	61.6
Male 40s	男性 40代	(n= 207)		57.5		25.1	<mark>2.9</mark> 14.5	43.8	62.3
Male 50s+	男性 50代以上	(n= 222)		60.8		24.8	3.6 10.8	29.1	55.2
Female	女性	(n= 750)	38.1		34.3	4.8	B 22.8	25.7	40.3
Female 20s	女性 20代	(n= 217)	21.7	31.8	6.0		40.6	18.8	26.3
Female 30s	女性 30代	(n= 177)	41.8		35.0		5.6 17.5	28.0	41.3
Female 40s	女性 40代	(n= 183)	45.4			39.9	1 1 13.7	23.4	45.7
Female 50s+	女性 50代以上	(n= 173)	47.4	4	3	0.6	6.4 15.6	32.4	52.9

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



4: OMEGA (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither		l do not like it much	l do no	ot know this brand	2010 Like	2012 Like
	Nc	ote	好きである	どちらでもない		あまり好きではない	この	ブランドは知らない	2010年	2012年
		凡例							好き	好き
Total	全 体 (n=1	500)	45.5			29.1	3.7	21.7	32.1	48.9
Tokyo,Kanagawa, Chiba,Saitama	首都圈 (n=	600)	47.8			26.7	2.3	23.2	31.8	50.2
Other area than above	首都圈以外 (n=	900)	43.9			30.8	4.7	20.7	32.2	48.0
Hand-wound	手巻き派 (n=	220)	35.0	2	0.5	5.9	38.6		28.7	48.3
Self-winding	自動巻き派 (n=	696)	51	.0		29.0	3.2	16.8	34.8	52.3
Quartz	クォーツ派 (n=	584)	42.8			32.5	3.6	21.1	29.8	45.4

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - . -

- - . -

## Wristwatch Consumer Awareness Survey 2014 / Favorite brands

5: GUCCI (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neith	ner	I do not I	like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	కరంర	もない	あまり好	きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例							*15	214
Total	全体	(n=1500)	26.4		37.7		6.7	29.3	14.3	28.2
Male	男性	(n= 750)	14.7	40.3		8.8		36.3	7.6	16.1
Male 20s	男性 20代	(n= 133)	18.8	32.3		5.3		43.6	16.1	20.8
Male 30s	男性 30代	(n= 188)	19.1	30.3		8.0		42.6	5.8	17.6
Male 40s	男性 40代	(n= 207)	11.1	45.9		9	.7	33.3	3.7	10.1
Male 50s+	男性 50代以上	(n= 222)	11.7	48.2			10.8	29.3	5.6	17.5
Female	女性	(n= 750)	38.1			35.1		4.5 22.3	21.1	40.3
Female 20s	女性 20代	(n= 217)	36.4		27	.6	5.1	30.9	25.9	39.7
Female 30s	女性 30代	(n= 177)	39.5			36.7		6.2 17.5	21.2	37.8
Female 40s	女性 40代	(n= 183)	41.0			39.	.9	4.4 14.8	19.6	45.7
Female 50s+	女性 50代以上	(n= 173)	35.8			37.6	2	.3 24.3	18.1	38.1

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



5 : GUCCI (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like	like it much I do not know this bran		2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きて	ではない	このブランドは知らない	2010年	2012年
	●凡例						好き	好き
Total	全 体 (n=1500)	26.4	37.7		6.7	29.3	14.3	28.2
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600)	28.2	36.7	/	6.3	28.8	13.7	26.7
Other area than above	首都圏以外 (n= 900)	25.2	38.3		6.9	29.6	14.8	29.2
Hand-wound	手巻き派 (n= 220)	22.3	32.3	6.4		39.1	9.8	27.4
Self-winding	自動巻き派 (n= 696)	28.7	37.8		7.5	26.0	13.5	26.8
Quartz	クォーツ派 (n= 584)	25.2	39.6		5.8	29.5	16.5	30.0

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - - -

## Wristwatch Consumer Awareness Survey 2014 / Favorite brands

6 : CHANEL (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		_	l like it	Neither	r	l do not li	ke it much	I do not know this brand	2010 Like	2012 Like	
		Note	好きである	どちらでもな	こい	あまり好き	きではない	このブランドは知らない	2010年 好き	2012年 好き	
		●凡例							×1 C	>1<	
Total	全体	(n=1500)	25.1		36.8		7.5	30.6	11.6	26.9	
Male	男性	(n= 750)	10.3	40.8		8.8		40.1	3.7	11.6	
Male 20s	男性 20代	(n= 133)	12.8	33.8	6.0			47.4	3.9	11.8	
Male 30s	男性 30代	(n= 188)	10.6	35.1	7.4			46.8	4.1	9.3	
Male 40s	男性 40代	(n= 207)	11.6	43.0		10.6		34.8	3.7	12.1	
Male 50s+	男性 50代以上	(n= 222)	7.2	47.7		9.9		35.1	3.4	13.7	
Female	女性	(n= 750)	39.9			32.8		6.3 21.1	19.5	42.3	
Female 20s	女性 20代	(n= 217)	36.9		21	3.6	5.1	29.5	21.8	40.6	
Female 30s	女性 30代	(n= 177)	40.1			29.9		20.3	17.5	40.3	
Female 40s	女性 40代	(n= 183)	39.3			40.4		6.0 14.2	20.1	42.3	
Female 50s+	女性 50代以上	(n= 173)	43.9			32.9	I	4.6 18.5	18.7	47.1	

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



6 : CHANEL (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500)	25.1	36.8	7.5	30.6	11.6	26.9
Tokyo,Kanagawa, Chiba,Saitama	首都圈 (n= 600)	24.8	38.5	6.5	30.2	12.2	29.7
Other area than above	首都圏以外 (n= 900)	25.2	35.7	8.2	30.9	11.2	25.1
Hand-wound	手巻き派 (n= 220)	21.8	36.8	5.0	36.4	9.8	22.4
Self-winding	自動巻き派 (n= 696)	26.7	35.6	9.9	27.7	11.5	25.6
Quartz	クォーツ派 (n= 584)	24.3	38.2	5.7	31.8	12.2	29.8

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



7 : HERMES (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither		l do not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	,	あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例						214	212
Total	全体	(n=1500)	29.9		32.6	5.5	32.0	17.1	34.1
Male	男性	(n= 750)	12.7	40.5		7.2	39.6	5.7	16.4
Male 20s	男性 20代	(n= 133)	14.3	33.8	3.8		48.1	7.8	15.3
Male 30s	男性 30代	(n= 188)	11.2	32.4	6.9		49.5	4.7	13.0
Male 40s	男性 40代	(n= 207)	14.0	42.5		7.2	36.2	4.6	14.5
Male 50s+	男性 50代以上	(n= 222)	11.7	49.5		9.5	29.3	6.1	23.5
Female	女性	(n= 750)	47.1			24.7	3.9 24.4	28.5	51.9
Female 20s	女性 20代	(n= 217)	36.9		24.4	3.7	35.0	28.8	38.4
Female 30s	女性 30代	(n= 177)	50	0.3		26.0	6.2 17.5	31.2	58.7
Female 40s	女性 40代	(n= 183)		54.1		25.1	2.7 18.0	27.3	56.6
Female 50s+	女性 50代以上	(n= 173)	49	.1		23.1	2.9 24.9	26.9	57.4

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



7 : HERMES (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500)	29.9	32.6	5.5	32.0	17.1	34.1
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600)	33.0	30.7	4.7	31.7	18.2	34.7
Other area than above	首都圏以外 (n= 900)	27.8	33.9	6.1	32.2	16.4	33.8
Hand-wound	手巻き派 (n= 220)	22.3	30.9	5.0	41.8	11.0	33.8
Self-winding	自動巻き派 (n= 696)	32.8	33	0 7.0	27.2	15.7	34.1
Quartz	クォーツ派 (n= 584)	29.3	32.7	3.9	34.1	20.4	34.3

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



8: BURBERRY (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			I like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例					ЯТС	ЯТС
Total	全体	(n=1500)	23.5	37.1	6.2	33.3	11.1	22.7
Male	男性	(n= 750)	17.1	37.2	6.4	39.3	8.7	17.3
Male 20s	男性 20代	(n= 133)	21.8	31.6	3.8	42.9	12.2	20.1
Male 30s	男性 30代	(n= 188)	14.4	34.0	5.3	46.3	9.9	17.1
Male 40s	男性 40代	(n= 207)	16.9	40.6	6.3	36.2	7.8	12.1
Male 50s+	男性 50代以上	(n= 222)	16.7	40.1	9.0	34.2	5.0	21.3
Female	女性	(n= 750)	29.9	36.	9 6.0	27.2	13.6	28.1
Female 20s	女性 20代	(n= 217)	32.3	32	.7 5.5	29.5	21.8	30.8
Female 30s	女性 30代	(n= 177)	34.5		32.8 8.5	24.3	12.2	26.5
Female 40s	女性 40代	(n= 183)	23.5	44.8	5.5	26.2	8.6	29.7
Female 50s+	女性 50代以上	(n= 173)	28.9	38.	2 4.6	28.3	13.2	24.5

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - . -

# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

8: BURBERRY (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500)	23.5	37.1	6.2	33.3	11.1	22.7
Tokyo,Kanagawa, Chiba,Saitama	首都圈 (n= 600)	24.0	37.5	6.2	32.3	11.2	23.8
Other area than above	首都圏以外 (n= 900)	23.1	36.8	6.2	33.9	11.1	22.0
Hand-wound	手巻き派 (n= 220)	19.5	31.8	6.4	42.3	4.9	22.9
Self-winding	自動巻き派 (n= 696)	23.3	39.7	7.8	29.3	11.2	20.8
Quartz	クォーツ派 (n= 584)	25.2	36.0	4.3	34.6	12.7	24.8

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



9: COACH (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例						
Total	全 体	(n=1500)	17.1	37.9	9.1	35.9	8.8	19.3
Male	男性	(n= 750)	8.4	38.4	7.3	45.9	3.5	9.1
Male 20s	男性 20代	(n= 133)	11.3	36.1 3	8	48.9	4.4	7.6
Male 30s	男性 30代	(n= 188)	7.4 34	.0 6.9		51.6	4.7	9.3
Male 40s	男性 40代	(n= 207)	8.2	42.0	9.2	40.6	1.4	7.7
Male 50s+	男性 50代以上		7.7	40.1	8.1	44.1	3.9	11.5
Female	女性	(n= 750)	25.7	37.5	10.8	26.0	14.1	29.6
Female 20s	女性 20代	(n= 217)	30.4	30.4	11.5	27.6	20.6	31.3
Female 30s	女性 30代	(n= 177)	28.2	35.6	13.6	22.6	15.9	33.7
Female 40s	女性 40代	(n= 183)	21.9	48.6		8.7 20.8	10.5	29.1
Female 50s+	女性 50代以上	(n= 173)	21.4	36.4	9.2	32.9	10.4	22.6

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



9 : COACH (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500)	17.1	37.9	9.1	35.9	8.8	19.3
Tokyo,Kanagawa, Chiba,Saitama	首都圈 (n= 600)	17.5	37.2	9.8	35.5	7.3	19.8
Other area than above	首都圏以外 (n= 900)	16.8	38.4	8.6	36.2	9.8	19.0
Hand-wound	手巻き派 (n= 220)	13.2	31.4	12.7	42.7	4.9	20.9
Self-winding	自動巻き派 (n= 696)	17.2	41.1	9.9	31.8	7.0	17.6
Quartz	クオーツ派 (n= 584)	18.3	36.6	6.7	38.4	11.9	20.6

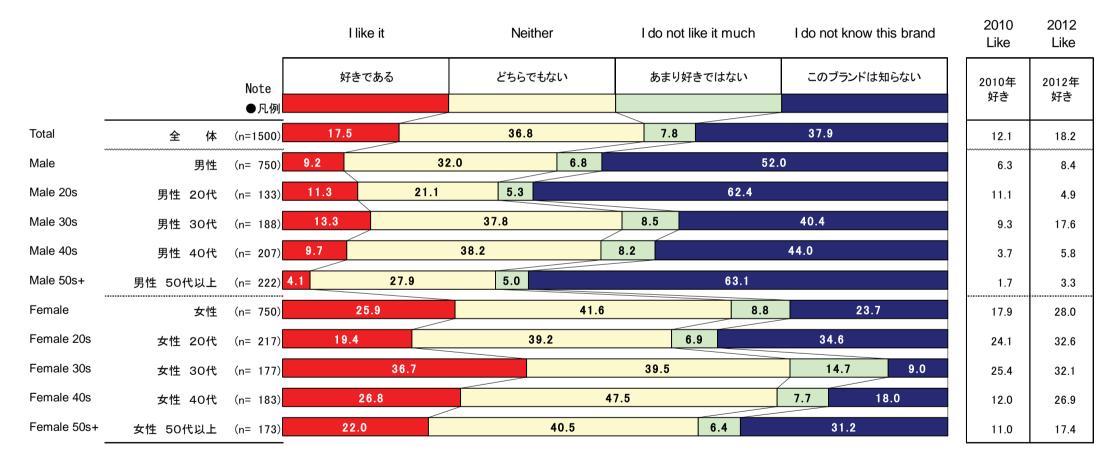
\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



10 : agnes. b. (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500



\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



10: agnes. b. (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	l do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例	-				好き	好き
Total	全 体 (n=1500)	17.5	36.8	7.8	37.9	12.1	18.2
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600)	16.7	38.0	8.8	36.5	9.8	19.0
Other area than above	首都圏以外 (n= 900)	18.1	36.0	7.1	38.8	13.6	17.7
Hand-wound	手巻き派 (n= 220)	22.7	31.8	9.1	36.4	14.6	19.4
Self-winding	自動巻き派 (n= 696)	16.8	41.4	9.1	32.8	11.2	16.7
Quartz	クオーツ派 (n= 584)	16.4	33.2	5.8	44.5	12.3	19.4

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



~ ~ · ~

----

#### Wristwatch Consumer Awareness Survey 2014 / Favorite brands

#### 11 : LOUIS VUITTON (1/2)

<u>by gender/age</u>

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do	o not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	<i>.</i>	まり好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例						۶TC	भट
Total	全体	(n=1500)	20.6	33.9		6.6	38.9	10.7	23.2
Male	男性	(n= 750)	11.5	34.9	8.0		45.6	5.5	12.7
Male 20s	男性 20代	(n= 133)	16.5	30.8	3.0	4	9.6	6.7	13.9
Male 30s	男性 30代	(n= 188)	9.6 29	.8 9	.0	51	.6	7.0	14.8
Male 40s	男性 40代	(n= 207)	11.6	35.7	8.2		44.4	3.7	11.1
Male 50s+	男性 50代以上	(n= 222)	9.9	41.0	9.9		39.2	5.0	10.9
Female	女性	(n= 750)	29.7		32.9	5.2	32.1	16.0	33.7
Female 20s	女性 20代	(n= 217)	24.9	26.3	6.0		42.9	20.0	33.5
Female 30s	女性 30代	(n= 177)	35.0		34.5	7.3	23.2	19.0	38.3
Female 40s	女性 40代	(n= 183)	32.2		38.3	2.2	27.3	13.4	32.6
Female 50s+	女性 50代以上	(n= 173)	27.7	3	4.1	5.2	32.9	12.1	29.7

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



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

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it n	nuch I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きでは	ない このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500)	20.6	33.9	6.6	38.9	10.7	23.2
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600)	21.0	33.7	7.2	38.2	10.8	23.2
Other area than above	首都圏以外 (n= 900)	20.3	34.1	6.2	39.3	10.7	23.2
– Hand-wound	手巻き派 (n= 220)	18.2	29.1	6.8	45.9	8.5	22.9
Self-winding	自動巻き派 (n= 696)	21.4	34.9	7.8	35.9	10.5	22.6
Quartz	クオ <b>ー</b> ツ派 (n= 584)	20.5	34.6	5.1	39.7	11.5	24.0

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - - -

- - - -

## Wristwatch Consumer Awareness Survey 2014 / Favorite brands

12 : TIFFANY (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			I like it	Neither	ner I do not like it much		I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	あま	り好きではない	このブランドは知らない	2010年	2012年 #Z書
		●凡例						好き	好き
Total	全体	(n=1500)	24.3	31.9	4.	.3	39.5	14.4	29.0
Male	男性	(n= 750)	8.1	38.7	5.2		48.0	5.3	12.3
Male 20s	男性 20代	(n= 133)	7.5 31.6	4.5		56.4		7.2	12.5
Male 30s	男性 30代	(n= 188)	7.4 33.0	0 3.7		55.9		5.8	11.6
Male 40s	男性 40代	(n= 207)	8.2	44.0	4.8		43.0	3.7	8.7
Male 50s+	男性 50代以上	(n= 222)	9.0	42.8	7.2		41.0	5.0	16.9
Female	女性	(n= 750)	40.5		25.1	3.5	30.9	23.5	45.7
Female 20s	女性 20代	(n= 217)	35.0		<mark>19.8</mark> 2.8		42.4	21.8	46.9
Female 30s	女性 30代	(n= 177)	43.5		23.7	5.1	27.7	24.3	42.3
Female 40s	女性 40代	(n= 183)	45.9			28.4	2.7 23.0	27.3	50.3
Female 50s+	女性 50代以上	(n= 173)	38.7		29.5	3.5	28.3	19.8	43.2

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



12: TIFFANY (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500)	24.3	31.9	4.3	39.5	14.4	29.0
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600)	24.0	33.0	3.7	39.3	14.2	28.7
Other area than above	首都圈以外 (n= 900)	24.6	31.1	4.8	39.6	14.6	29.2
Hand-wound	手巻き派 (n= 220)	18.6	28.2 5.	0	48.2	10.4	24.4
Self-winding	自動巻き派 (n= 696)	24.1	34.5	5.3	36.1	13.5	28.1
Quartz	クオーツ派 (n= 584)	26.7	30.1	2.9	40.2	16.5	31.4

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



. . . .

#### Wristwatch Consumer Awareness Survey 2014 / Favorite brands

#### 13 : FRANCK MULLER (1/2)

<u>by gender/age</u>

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例					214	214
Total	全体	(n=1500)	27.2	27.0	4.9	40.9	16.9	33.3
Male	男性	(n= 750)	21.3	28.4	5.5	44.8	15.2	30.5
Male 20s	男性 20代	(n= 133)	20.3	29.3	2.3	48.1	17.8	33.3
Male 30s	男性 30代	(n= 188)	21.3	26.6	6.4	45.7	15.7	34.7
Male 40s	男性 40代	(n= 207)	26.6	30.9	6.8	35.7	16.9	33.3
Male 50s+	男性 50代以上	(n= 222)	17.1	27.0 5.4		50.5	10.1	20.2
Female	女性	(n= 750)	33.1	25.6	4.4	36.9	18.5	36.1
Female 20s	女性 20代	(n= 217)	25.8	24.0	3.7	46.5	25.3	31.7
Female 30s	女性 30代	(n= 177)	40.1		27.7 5.6	26.6	20.6	42.3
Female 40s	女性 40代	(n= 183)	38.3		25.1 3.3	33.3	20.6	36.6
Female 50s+	女性 50代以上	(n= 173)	29.5	26.0	5.2	39.3	7.7	34.2

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



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

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	l do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500)	27.2	27.0	4.9	40.9	16.9	33.3
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600)	29.7	26.0	5.7	38.7	17.7	33.3
Other area than above	首都圏以外 (n= 900)	25.6	27.7	4.4	42.3	16.3	33.3
Hand-wound	手巻き派 (n= 220)	29.1	19.1	6.4	45.5	18.9	37.8
Self-winding	自動巻き派 (n= 696)	30.7	28.9	6.0	34.3	18.4	39.5
Quartz	クオーツ派 (n= 584)	22.3	27.7	3.1	46.9	14.6	25.4

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - - -

- - - -

## Wristwatch Consumer Awareness Survey 2014 / Favorite brands

14 : SWATCH (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it		Neither	l do not	like it much	l do not know this brand	2010 Like	2012 Like
		Note	好きである		どちらでもない	あまりぬ	好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例							>1<	>1C
Total	全 体	(n=1500)	18.3		34.3	6.5		40.9	12.5	20.9
Male	男性	(n= 750)	16.7		37.3	6.3		39.7	10.5	19.5
Male 20s	男性 20代	(n= 133)	8.3	2.6	4.5		64.7		8.9	18.8
Male 30s	男性 30代	(n= 188)	17.0		31.4	7.4		44.1	13.4	19.0
Male 40s	男性 40代	(n= 207)	18.8		48.8		6.3	26.1	11.9	23.7
Male 50s+	男性 50代以上	(n= 222)	19.4		40.5		6.3	33.8	7.8	15.8
Female	女性	(n= 750)	20.0		31.2	6.7		42.1	14.4	22.4
Female 20s	女性 20代	(n= 217)	12.9	24.0	4.1		59.0		15.9	20.1
Female 30s	女性 30代	(n= 177)	23.7		31.6	7.9		36.7	11.6	21.4
Female 40s	女性 40代	(n= 183)	29.5			35.0	7.7	27.9	18.7	24.6
Female 50s+	女性 50代以上	(n= 173)	15.0		35.8	7.5		41.6	11.0	24.5

\*In 2010: respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



14 : SWATCH (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500)	18.3	34.3	6.5	40.9	12.5	20.9
Tokyo,Kanagawa, Chiba,Saitama	首都圈 (n= 600)	18.3	35.8	6.8	39.0	11.0	23.3
Other area than above	首都圏以外 (n= 900)	18.3	33.2	6.2	42.2	13.4	19.3
Hand-wound	手巻き派 (n= 220)	17.7	26.4 7	.7	48.2	11.0	18.9
Self-winding	自動巻き派 (n= 696)	18.1	37.2	6.9	37.8	11.1	20.8
Quartz	クォーツ派 (n= 584)	18.8	33.7	5.5	42.0	14.4	21.7

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - - -

- - - -

## Wristwatch Consumer Awareness Survey 2014 / Favorite brands

15 : DIOR (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do	not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	<i></i>	まり好きではない	このブランドは知らない	2010年 好き	2012年 好き
_		●凡例						212	214
Total	全体	(n=1500)	16.0	34.4	6.5		43.1	7.7	17.7
Male	男性	(n= 750) 6.3	34.5	9 6	8	52	.0	3.1	7.2
Male 20s	男性 20代	(n= 133) 1	0.5	33.1	8.8	52	.6	6.7	12.5
Male 30s	男性 30代	(n= 188) 6.9	26.6	5.3		61.2		1.2	5.6
Male 40s	男性 40代	(n= 207) 4.8	4	1.1	7.2		46.9	2.3	4.8
Male 50s+	男性 50代以上	(n= 222) <b>4.5</b>	37.4		9.5		48.6	2.2	7.7
Female	女性	(n= 750)	25.7	33.9		6.1	34.3	12.3	28.3
Female 20s	女性 20代	(n= 217)	28.6	24.4	5.1		41.9	18.2	30.8
Female 30s	女性 30代	(n= 177)	32.2		27.7	7.9	32.2	10.1	24.5
Female 40s	女性 40代	(n= 183)	16.4	51.9		5.5	26.2	10.5	25.1
Female 50s+	女性 50代以上	(n= 173)	25.4	32.9		6.4	35.3	11.0	32.9

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



15 : DIOR (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like	it much I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きて	ではないこのブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500)	16.0	34.4	6.5	43.1	7.7	17.7
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600)	15.3	34.0	7.3	43.3	7.8	20.7
Other area than above	首都圏以外 (n= 900)	16.4	34.7	5.9	43.0	7.6	15.8
Hand-wound	手巻き派 (n= 220)	15.9	24.1 6.8		53.2	4.9	14.4
Self-winding	自動巻き派 (n= 696)	15.5	38.6	7.3	38.5	7.7	16.6
Quartz	クォーツ派 (n= 584)	16.6	33.2	5.3	44.9	8.3	20.0

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



16 : DUNHILL (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		_	I like it	like it Neither		o not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	đ	5まり好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例							×10
Total	全体	(n=1500)	11.9	36.9	7.5		43.7	4.3	11.9
Male	男性	(n= 750)	13.7	35.1	6.5		44.7	6.5	15.5
Male 20s	男性 20代	(n= 133)	10.5 24.8	3.8		60.9		3.9	9.0
Male 30s	男性 30代	(n= 188)	6.9 26.1	6.4		60.6		4.7	7.9
Male 40s	男性 40代	(n= 207)	11.6	43.0		9.2	36.2	5.9	15.5
Male 50s+	男性 50代以上	(n= 222)	23.4	41	1.4	5.9	29.3	11.7	29.5
Female	女性	(n= 750)	10.1	38.7	8.5		42.7	2.1	8.4
Female 20s	女性 20代	(n= 217)	7.8 28.1	6.9		57.1		1.8	5.4
Female 30s	女性 30代	(n= 177)	10.2	33.3	13.0		43.5	2.1	3.6
Female 40s	女性 40代	(n= 183)	7.1	53.0		8.2	31.7	1.4	9.1
Female 50s+	女性 50代以上	(n= 173)	16.2	42.2		6.4	35.3	3.3	18.1

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



16: DUNHILL (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it r	much I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きでは	ないこのブランドは知らない	2010年	2012年
_	●凡例					好き	好き
Total	全 体 (n=1500)	11.9	36.9	7.5	43.7	4.3	11.9
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600)	13.3	37.8	8.2	40.7	5.5	12.0
Other area than above	首都圏以外 (n= 900)	11.0	36.2	7.1	45.7	3.6	11.9
Hand-wound	手巻き派 (n= 220)	13.6	25.0 8.2		53.2	1.2	12.4
Self-winding	自動巻き派 (n= 696)	10.9	42.0	9.1	38.1	3.5	10.6
Quartz	クォーツ派 (n= 584)	12.5	35.3	5.5	46.7	6.1	13.2

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



17: TAG HEUER (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	١c	do not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもな	:l)	あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例						же	жс
Total	全体	(n=1500)	25.9	25.4	3.7		45.0	18.6	26.5
Male	男性	(n= 750)	34.4		24.3	3.3	38.0	26.0	36.8
Male 20s	男性 20代	(n= 133)	21.1	18.0 1.5		59.4		20.6	23.6
Male 30s	男性 30代	(n= 188)	25.5	25.0	5.9		43.6	26.7	43.1
Male 40s	男性 40代	(n= 207)	47.3	3		26.6 1	.4 24.6	31.5	42.0
Male 50s+	男性 50代以上	(n= 222)	37.8		25.2	4.1	32.9	24.0	33.9
Female	女性	(n= 750)	17.3	26.5	4.1	52	2.0	11.2	16.3
Female 20s	女性 20代	(n= 217) 7	.4 18.0 1	.4		73.3		6.5	8.0
Female 30s	女性 30代	(n= 177)	14.1	28.8	7.9		49.2	11.1	17.9
Female 40s	女性 40代	(n= 183)	32.2		31.1	2.2	34.4	19.6	26.9
Female 50s+	女性 50代以上	(n= 173)	17.3	30.1	5.8		46.8	6.0	14.2

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



17: TAG HEUER (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500)	25.9	25.4	3.7	45.0	18.6	26.5
Tokyo,Kanagawa, Chiba,Saitama	首都圈 (n= 600)	29.2	24.3	4.5	42.0	19.8	29.3
Other area than above	首都圈以外 (n= 900)	23.7	26.1	3.2	47.0	17.8	24.7
Hand-wound	手巻き派 (n= 220)	16.8	22.7 4.5	55.9		13.4	26.4
Self-winding	自動巻き派 (n= 696)	30.2	25.9	4.5	39.5	21.6	31.4
Quartz	クォーツ派 (n= 584)	24.1	25.9	2.6	47.4	16.5	21.4

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - . -

#### Wristwatch Consumer Awareness Survey 2014 / Favorite brands

#### 18 : ck CALVIN KLEIN (1/2)

<u>by gender/age</u>

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither		o not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない		うまり好きではない	このブランドは知らない	2010年 好き	2012年
		●凡例						яз	好き
Total	全 体	(n=1500) 9.5		36.6	8.3		45.5	6.0	13.3
Male	男性	(n= 750) 5.2	33.9	8.1		52.	8	4.8	9.9
Male 20s	男性 20代	(n= 133) 5.3	23.3	3.8		67.7		6.7	15.3
Male 30s	男性 30代	(n= 188) 5.9	31.4	9.0		53.	7	7.6	10.6
Male 40s	男性 40代	(n= 207) 5.3	4	1.1	8.7		44.9	3.2	9.2
Male 50s+	男性 50代以上	(n= 222) 4.5	35.6	9.5		5	0.5	2.2	5.5
Female	女性	(n= 750) 1	3.9	39.3		8.5	38.3	7.2	16.7
Female 20s	女性 20代	(n= 217) 9.7	28.	6 7.4		54.4	4	7.1	15.6
Female 30s	女性 30代	(n= 177)	15.8	42.4		13.6	28.2	7.4	20.4
Female 40s	女性 40代	(n= 183) 11	.5	50.3		7.7	30.6	6.7	17.1
Female 50s+	女性 50代以上	(n= 173)	19.7	38.2		5.8	36.4	7.7	12.9

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



#### 18 : ck CALVIN KLEIN (2/2) by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		lil	ke it	Neither		not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好き	である	どちらでもない		もり好きではない	このブランドは知らない	2010年	2012年
	●凡作							好き	好き
Total	全 体 (n=1500	9.5	36.6		8.3		45.5	6.0	13.3
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600	9.5	36.8		9.2	44.5		5.7	15.0
Other area than above	首都圏以外 (n= 900	9.6	36.4		7.8		46.2	6.2	12.1
Hand-wound	手巻き派 (n= 220	9.5	29.1	10.5		50	9	3.0	12.4
Self-winding	自動巻き派 (n= 690	9.2	38.8		10.1		42.0	5.8	12.4
Quartz	クオーツ派 (n= 584	9.9	36.8	5	.5	4	7.8	7.1	14.4

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



. . . .

# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

19 : FENDI (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do not lik	ke it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	あまり好き	きではない	このブランドは知らない	2010年 好き	2012年 好き
_		●凡例						>1⊂	214
Total	全体	(n=1500) 1	1.6	35.9	6.3		46.2	5.9	11.8
Male	男性	(n= 750) 5.1	32.3	6.1		56.5		2.0	4.8
Male 20s	男性 20代	(n= 133) <mark>3.0</mark>	27.8	3.0		66.2		2.8	3.5
Male 30s	男性 30代	(n= 188) 6.4	27.7	4.3		61.7		1.7	3.2
Male 40s	男性 40代	(n= 207) 5.3	33.8	8.2		52	.7	0.9	6.8
Male 50s+	男性 50代以上	(n= 222) 5.0	37.	4	1.7	5	0.0	2.8	5.5
Female	女性	(n= 750)	18.1	39.6	6.4		35.9	9.7	18.8
Female 20s	女性 20代	(n= 217)	17.5	33.2	4.1		45.2	11.2	15.2
Female 30s	女性 30代	(n= 177)	19.8	34.5	9.6		36.2	10.1	16.8
Female 40s	女性 40代	(n= 183)	15.8	50.3		7.7	26.2	6.7	24.0
Female 50s+	女性 50代以上	(n= 173)	19.7	41.6		4.6	34.1	11.5	20.6

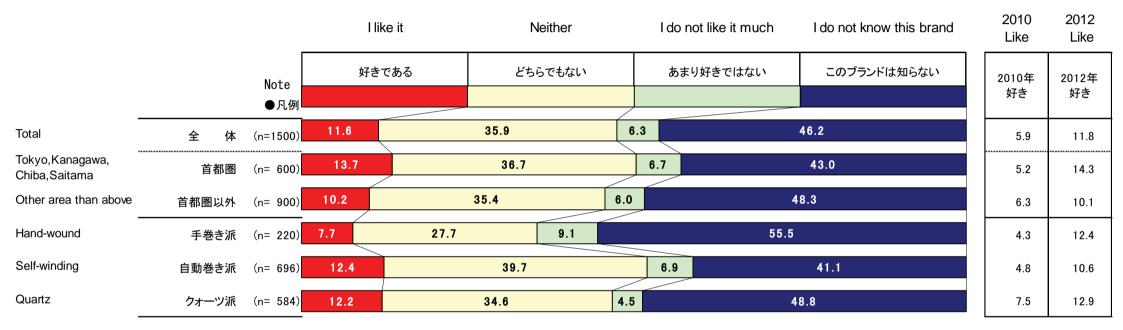
\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



19 : FENDI (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500



\*In 2010: respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



20 : DIESEL (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			I like it		er	l do not like it much	I do not know this brand	2012 Like
		Note	好きである	どちらでも	ない	あまり好きではない	このブランドは知らない	2012年 好き
_		●凡例						жс
Total	全体	(n=1500)	13.2	30.9	7.5		48.3	13.7
Male	男性	(n= 750)	12.3	29.9	6.9	5(	).9	12.3
Male 20s	男性 20代	(n= 133)	20.3	26.3	6.8		46.6	20.8
Male 30s	男性 30代	(n= 188)	12.8	26.6	4.3	56.4		13.4
Male 40s	男性 40代	(n= 207)	8.2	34.3	9.7		47.8	9.7
Male 50s+	男性 50代以上	(n= 222)	10.8	30.6	6.8	51	.8	7.1
Female	女性	(n= 750)	14.1	32.0	8.1	1	45.7	15.2
Female 20s	女性 20代	(n= 217)	18.0	31.3		8.8	41.9	20.1
Female 30s	女性 30代	(n= 177)	16.9	29.9		13.6	39.5	17.3
Female 40s	女性 40代	(n= 183)	11.5	35.5	6.0	6	46.4	10.3
Female 50s+	女性 50代以上	(n= 173)	9.2 3	1.2	3.5	56.1		11.0

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



20 : DIESEL (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	I	Neither	l do not like it much	I do not know this brand	2012 Like
		Note	好きであ	る どち	ららでもない	あまり好きではない	このブランドは知らない	2012年
		●凡例						好き
Total	全 体	(n=1500)	13.2	30.9	7.5		48.3	13.7
Tokyo,Kanagawa, Chiba,Saitama	首都圈	(n= 600)	13.2	29.3	8.2	4	9.3	14.5
Other area than above	首都圈以外	(n= 900)	13.2	32.0	7.1		47.7	13.2
Hand-wound	手巻き派	(n= 220)	15.5	24.1	9.1	51	.4	13.4
Self-winding	自動巻き派	(n= 696)	13.1	35.1		8.3	43.5	14.9
Quartz	クォーツ派	(n= 584)	12.5	28.6	6.0	52.	9	12.5

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



21 : Paul Smith (1/2)

<u>by gender/age</u>

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither		l do not like it much	I do not know this brand	2012 Like
		Note	好きである	どちらでもな	l)	あまり好きではない	このブランドは知らない	2012年 好き
_		●凡例						, A.C.
Total	全体	(n=1500)	13.1	32.8	4.4	4	9.7	16.2
Male	男性	(n= 750)	10.7	31.1	4.5	53.7	1	15.6
Male 20s	男性 20代	(n= 133)	20.3	23.3	4.5	51	.9	31.3
Male 30s	男性 30代	(n= 188)	11.2	31.9	4.3	52.	7	20.8
Male 40s	男性 40代	(n= 207)	9.2	33.8	4.8	52.	.2	8.7
Male 50s+	男性 50代以上	(n= 222)	5.9 32.4	4.	5	57.2		4.9
Female	女性	(n= 750)	15.6	34.5	í	4.3	45.6	16.8
Female 20s	女性 20代	(n= 217)	20.7	25.8	3.7	4	9.8	23.7
Female 30s	女性 30代	(n= 177)	16.4	41.2		5.1	37.3	15.3
Female 40s	女性 40代	(n= 183)	11.5	41.5		3.3	43.7	13.7
Female 50s+	女性 50代以上	(n= 173)	12.7	31.2	5.2	50	).9	12.3

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - . -

# Wristwatch Consumer Awareness Survey 2014 / Favorite brands度

21 : Paul Smith (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it		Neither		l do not like it much	I do not know this brand	2012 Like	
		Note	好きでる	ある	どちら	でもない		あまり好きではない	このブランドは知らない	2012年
		●凡例								好き
Total	全 体	(n=1500)	13.1		32.8	/	4.4	4	9.7	16.2
Tokyo,Kanagawa, Chiba,Saitama	首都圈	(n= 600)	13.2		31.5		5.2	50	0.2	15.3
Other area than above	首都圈以外	(n= 900)	13.1		33.7		3.9	4	9.3	16.8
Hand-wound	手巻き派	(n= 220)	11.4	25.5	5	6.4		56.8		16.4
Self-winding	自動巻き派	(n= 696)	14.2		36.1			5.5	44.3	16.1
Quartz	クォーツ派	(n= 584)	12.5		31.7	2.	4	53.4	4	16.2

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



#### 22 : FOLLI FOLLIE (1/2)

<u>by gender/age</u>

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do n	ot like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	あま	り好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例						۶TC	भाव
Total	全体	(n=1500)	12.9	24.9 7.5		54.8		8.1	14.1
Male	男性	(n= 750) <mark>2.0</mark>	20.8	4.7		72.5		1.7	3.2
Male 20s	男性 20代	(n= 133) 3.8	18.8 2	.3		75.2		4.4	2.8
Male 30s	男性 30代	(n= 188) <mark>1.1</mark>	25.5	4.3	69.1				3.7
Male 40s	男性 40代	(n= 207) <mark>1.4</mark>	22.2	6.3		70.0		0.9	3.9
Male 50s+	男性 50代以上	(n= 222) <mark>2.3</mark>	16.7 5.0			76.1		0.6	2.2
Female	女性	(n= 750)	23.7	28.9	10.:	3	37.1	14.5	24.9
Female 20s	女性 20代	(n= 217)	22.1	23.5	8.8		45.6	22.4	28.1
Female 30s	女性 30代	(n= 177)	32.8		27.1	12.4	27.7	16.9	25.5
Female 40s	女性 40代	(n= 183)	21.9	37.7		11.5	29.0	11.5	26.3
Female 50s+	女性 50代以上	(n= 173)	18.5	28.3	8.7		44.5	8.2	18.1

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



22 : FOLLI FOLLIE (2/2) by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like	l like it		ther	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きで	ある	どちらて	でもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例							好き	好き
Total	全 体 (n=1500)	12.9	24.	9	7.5	54.8		8.1	14.1
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600)	14.2	2	5.5	8.8	51	.5	9.3	15.7
Other area than above	首都圏以外 (n= 900)	12.0	24.4		6.6	57.0		7.3	13.0
Hand-wound	手巻き派 (n= 220)	13.2	17.3	10.5		59.1		6.1	9.0
Self-winding	自動巻き派 (n= 696)	12.5	2	8.7	8.2	50	0.6	6.0	13.6
Quartz	クォーツ派 (n= 584)	13.2	23.	I	5.5	58.2		11.1	16.2

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



23 : HAMILTON (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		_	l like it			Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きであ	3	±ځ	ちらでもない	あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例							*10	жс
Total	全体	(n=1500)	13.3		28.0	2.8	55.9		5.5	12.3
Male	男性	(n= 750)	13.7		28.9	2.9	54.4	ļ	6.5	13.6
Male 20s	男性 20代	(n= 133)	16.5		21.1	0.0	62.4		6.1	16.0
Male 30s	男性 30代	(n= 188)	14.9		24.5	1.1	59.6		5.2	15.7
Male 40s	男性 40代	(n= 207)	13.5		33.8	4.	8	47.8	7.8	11.1
Male 50s+	男性 50代以上	(n= 222)	11.3		32.9	4.5	5.	.4	6.7	12.0
Female	女性	(n= 750)	12.8	2	27.1	2.7	57.5		4.5	11.1
Female 20s	女性 20代	(n= 217)	8.3	23.5	1.8		66.4		4.1	8.9
Female 30s	女性 30代	(n= 177)	15.8		29.9	3.4	5(	0.8	6.3	11.2
Female 40s	女性 40代	(n= 183)	15.8		30.6	2.7	50	0.8	5.7	14.3
Female 50s+	女性 50代以上	(n= 173)	12.1	24	.9	2.9	60.1		1.6	10.3

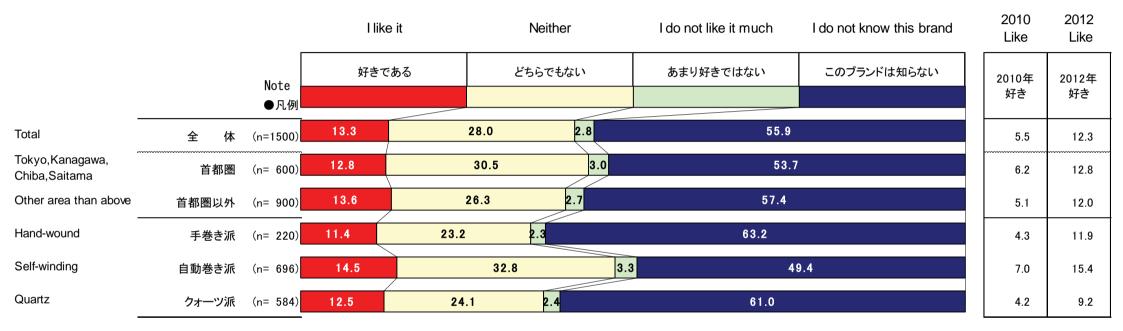
\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



23 : HAMILTON (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500



\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



24 : LONGINES (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l li	ke it	N	either	l do not like	e it much	I do not know this brand	2010 Like	2012 Like
		Note	好き	である	どちら	らでもない	あまり好き <sup>.</sup>	ではない	このブランドは知らない	2010年	2012年
		●凡例								好き	好き
Total	全体	(n=1500)	11.4	2	7.6	3.9		57.1		5.3	12.4
Male	男性	(n= 750)	12.4		30.4	4.4		52.3	8	6.1	14.7
Male 20s	男性 20代	(n= 133)	4.5 9.8	-			85.7			3.3	6.3
Male 30s	男性 30代	(n= 188)	4.8	19.7	2.7		72	9		5.2	8.3
Male 40s	男性 40代	(n= 207)	14.0		37.7		7.7		40.6	6.4	13.5
Male 50s+	男性 50代以上	(n= 222)	22.	1		45.0		5.4	27.5	9.5	30.1
Female	女性	(n= 750)	10.4	24.8		3.5		61.3		4.4	10.1
Female 20s	女性 20代	(n= 217)	. <mark>8 10.1 1</mark>	.4			86.6			1.8	1.3
Female 30s	女性 30代	(n= 177)	7.3	13.6 4.0			75.	1		3.7	6.1
Female 40s	女性 40代	(n= 183)	14.8		38.3		3.8		43.2	4.8	15.4
Female 50s+	女性 50代以上	(n= 173)	19.7			40.5	5.2	2	34.7	7.1	21.9

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



24 : LONGINES (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it		Neither	I do not like it much I do not know this brand		2010 Like	2012 Like
	Note	好きであ	53	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例						好き	好き
Total	全 体 (n=1500)	11.4	27.6	3.9	57.1		5.3	12.4
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600)	12.8	29.5	5 3.7	54.0	)	5.8	13.2
Other area than above	首都圏以外 (n= 900)	10.4	26.3	4.1	59.1		4.9	11.9
Hand-wound	手巻き派 (n= 220)	10.0	22.3	3.6	64.1		4.3	12.4
Self-winding	自動巻き派 (n= 696)	10.8	27.9	5.7	55.6		5.3	12.4
Quartz	クォーツ派 (n= 584)	12.7	29.3	1.9	56.2		5.4	12.4

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



0040

## Wristwatch Consumer Awareness Survey 2014 / Favorite brands

# 25 : EMPORIO ARMANI (1/2)

<u>by gender/age</u>

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

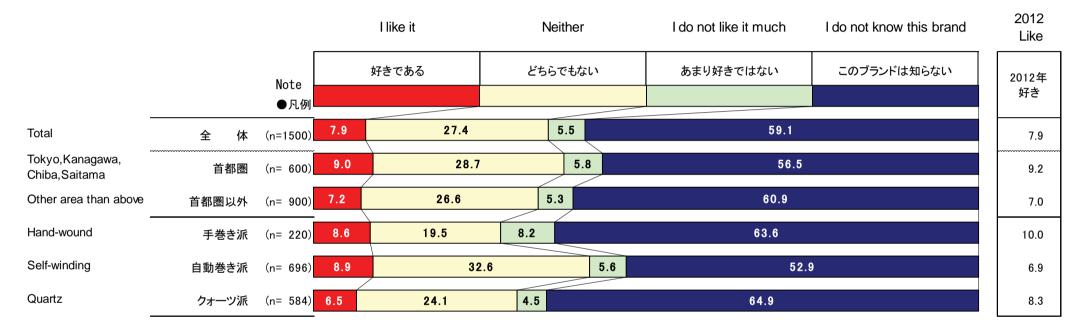
			l like it	Neither	l do not like it much	I do not know this brand	2012 Like
		Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2012年
_		●凡例					好き
Total	全体	(n=1500) 7	.9 27.4	5.5	59.1		7.9
Male	男性	(n= 750) 6.0	24.3	4.8	64.9		7.1
Male 20s	男性 20代	(n= 133)	12.0 2	27.1 2.3	58.6		13.9
Male 30s	男性 30代	(n= 188) 4.8	24.5	4.8	66.0		6.5
Male 40s	男性 40代	(n= 207) <mark>6</mark> .	8 25.1	5.8	62.3		5.8
Male 50s+	男性 50代以上	(n= 222) <mark>2.7</mark>	21.6	5.4	70.3		3.8
Female	女性	(n= 750)	9.9 3	0.5 6.3	53.	3	8.7
Female 20s	女性 20代	(n= 217)	0.6 24.9	9 4.6	59.9		7.1
Female 30s	女性 30代	(n= 177)	10.7	31.6	9.0	48.6	9.7
Female 40s	女性 40代	(n= 183)	).3	37.2	6.6	47.0	9.1
Female 50s+	女性 50代以上	(n= 173) 8	.7 29.	5 5.2	56.6		9.0

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



#### 25 : EMPORIO ARMANI (2/2) by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500



\*In 2010: respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



#### 26 : HARRY WINSTON (1/2)

<u>by gender/age</u>

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it		Nei	ther	l do not like it n	nuch	I do not know this brand	2010 Like	2012 Like
		Note	好きである		どちらて	でもない	あまり好きでは	ない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例								भट	×16
Total	全体	(n=1500)	12.7	19.9	2.5		64	4.9		4.5	11.7
Male	男性	(n= 750) <mark>3.9</mark>	16.9	2.9			76.3			2.3	3.9
Male 20s	男性 20代	(n= 133) <mark>3.8</mark>	12.0 1	j			82.7			3.9	7.6
Male 30s	男性 30代	(n= 188) <mark>3.7</mark>	16.5	1.1			78.7			2.3	1.9
Male 40s	男性 40代	(n= 207) <mark>3.9</mark>	22.2		4.3		69.6			0.9	4.3
Male 50s+	男性 50代以上	(n= 222) <mark>4.1</mark>	15.3	4.1			76.6			2.2	2.7
Female	女性	(n= 750)	21.6		22.8	2.1		53.5		6.8	19.6
Female 20s	女性 20代	(n= 217)	18.0		18.4 0.9			62.7		8.2	17.4
Female 30s	女性 30代	(n= 177)	29.4			26.0	2.3		42.4	8.5	20.9
Female 40s	女性 40代	(n= 183)	21.3		26.2	3.	3	49	2	8.1	25.1
Female 50s+	女性 50代以上	(n= 173)	18.5		21.4	2.3		57.8		2.2	14.8

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



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

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like	it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きであ	ある	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例						好き	好き
– Total	全 体 (n=1500)	12.7	19.9	2.5	64.9		4.5	11.7
<sup>~~</sup> Chiba,Saitama	首都圈 (n= 600)	13.8	20.3	3.0	62.8		4.8	13.3
Other area than above	首都圏以外 (n= 900)	12.0	19.6	2.2	66.2		4.3	10.7
Hand-wound	手巻き派 (n= 220)	14.1	17.7	3.2	65.0		3.7	14.4
Self-winding	自動巻き派 (n= 696)	12.6	22.4	3.2	61.8		5.3	12.7
Quartz	クオーツ派 (n= 584)	12.3	17.6	1,5	68.5		3.8	9.8

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - . -

\_ \_ . \_

## Wristwatch Consumer Awareness Survey 2014 / Favorite brands

27 : CHAUMET (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it		Neithe	r	l do not like it m	nuch	I do not know this brand	2010 Like	2012 Like
		Note	好きである	5	どちらでも	ない	あまり好きではな	こい	このブランドは知らない	2010年	2012年
		●凡例								好き	好き
Total	全体	(n=1500)	9.9	19.9	2.1		68.1			4.1	9.1
Male	男性	(n= 750) <mark>2.7</mark>	13.7	2.3			81.3			1.1	1.3
Male 20s	男性 20代	(n= 133) <mark>3.8</mark>	6.8 0.0				89.5			1.1	2.1
Male 30s	男性 30代	(n= 188) <mark>.6</mark>	12.2 2.1				84.0			1.7	1.4
Male 40s	男性 40代	(n= 207) <mark>2.9</mark>	16.9	3.4			76.8			0.9	0.5
Male 50s+	男性 50代以上	(n= 222) <mark>2.7</mark>	16.2	2.7			78.4			0.6	1.6
Female	女性	(n= 750)	17.1		26.0	<mark>2</mark> .0		54.9		7.2	16.9
Female 20s	女性 20代	(n= 217)	11.1	17.1	1.8		70.0			8.8	12.1
Female 30s	女性 30代	(n= 177)	20.3		23.7	2.3		53.7		7.4	16.3
Female 40s	女性 40代	(n= 183)	16.4		36.1		2.7	4	14.8	7.2	20.6
Female 50s+	女性 50代以上	(n= 173)	22.0		28.9	1	2	48	.0	5.5	20.6

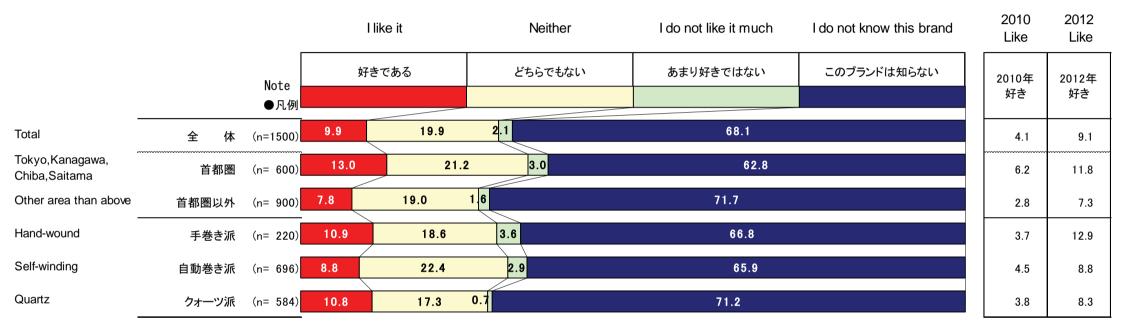
\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



27 : CHAUMET (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500



\*In 2010: respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



- - -

# Wristwatch Consumer Awareness Survey 2014 / Favorite brands度

28 : CHOPARD (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例					ЯТС	भाट
Total	全体	(n=1500)	0.3 18.3	2.5	69.9		5.7	10.3
Male	男性	(n= 750) <mark>17</mark>	13.5 2.8		82.0		1.1	2.7
Male 20s	男性 20代	(n= 133) <mark>0.8</mark>	9.0 0.0		90.2		1.1	2.1
Male 30s	男性 30代	(n= 188) <mark>9.5</mark>	12.8 1 1		85.6		0.6	0.5
Male 40s	男性 40代	(n= 207) <mark>2.9</mark>	15.5 4.3		77.3		1.8	2.9
Male 50s+	男性 50代以上	(n= 222) <mark>2.3</mark>	14.9 4.5		78.4		0.6	5.5
Female	女性	(n= 750)	16.8	<mark>23.1</mark> 2.3	57.9		10.3	18.0
Female 20s	女性 20代	(n= 217) 7	.8 15.2 0.9		76.0		11.8	10.7
Female 30s	女性 30代	(n= 177)	20.3	<b>24.3 2.3</b>	53.	1	7.9	19.4
Female 40s	女性 40代	(n= 183)	18.0	30.1	<mark>3.3</mark>	48.6	12.0	24.6
Female 50s+	女性 50代以上	(n= 173)	23.1	24.3 2	9 4	9.7	9.3	19.4

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



28 : CHOPARD (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全体(n=1500	9.3 18.3	2.5	69.9		5.7	10.3
Tokyo,Kanagawa, Chiba,Saitama	首都圈 (n= 600)	12.0 18.7	2.5	66.8		5.8	12.5
Other area than above	首都圈以外 (n= 900	7.4 18.0	2.6	72.0		5.6	8.9
Hand-wound	手巻き派 (n= 220)	11.8 17.3	2.3	68.6		6.1	13.4
Self-winding	自動巻き派 (n= 696	8.8 20.4	3.4	67.4		6.0	10.3
Quartz	クォーツ派 (n= 584	8.9 16.1 1	.5	73.5		5.1	9.4

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



29 : BREITLING (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
		●凡例					好き	好き
Total	全体	(n=1500)	13.2 15.3	1.3	70.1		8.5	13.3
Male	男性	(n= 750)	21.3	17.9 1.7	59.1		13.2	20.0
Male 20s	男性 20代	(n= 133)	14.3 10.5 1	.5	73.7		10.6	9.0
Male 30s	男性 30代	(n= 188)	18.6	18.1 1.1	62.2		14.5	21.8
Male 40s	男性 40代	(n= 207)	26.6	20.8 1.9	50	).7	16.0	25.1
Male 50s+	男性 50代以上	(n= 222)	23.0	<b>19.4 2</b> .3	55.4		11.2	20.8
Female	女性	(n= 750)	5.1 12.8 0.9		81.2		3.7	6.7
Female 20s	女性 20代	(n= 217) <mark>2.</mark>	3 10.1 0.5		87.1		2.4	5.8
Female 30s	女性 30代	(n= 177)	7.3 13.0 1.1		78.5		5.3	6.6
Female 40s	女性 40代	(n= 183)	7.1 17.5 1.		74.3		5.7	11.4
Female 50s+	女性 50代以上	(n= 173) <mark>4</mark>	.0 11.0 1.2		83.8		1.1	2.6

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



29 : BREITLING (1/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
	●凡例					ят с	яте
Total	全体(n=1500	13.2 15.3	1.3	70.1		8.5	13.3
Tokyo,Kanagawa, Chiba,Saitama	首都圈 (n= 600	12.7 15.3	1.8	70.2		7.2	12.0
Other area than above	首都圏以外 (n= 900	13.6 15.3	1.0	70.1		9.3	14.2
Hand-wound	手巻き派 (n= 220	11.4 15.0	3.2	70.5		8.5	15.4
Self-winding	自動巻き派 (n= 696	17.2	18.1 1.4	63.2		11.1	18.1
Quartz	クォーツ派 (n= 584	9.1 12.2 0. <mark>5</mark>		78.3		5.4	7.6

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

30 : RADO (1/2)

by gender/age

**v** Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do not li	ke it much	I do not know this brand	2010 Like	2012 Like
		Note 4	<del>ア</del> きである	どちらでもない	あまり好	きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例						×10	
Total	全体	(n=1500) 5.9	20.2	3.8		70.1		2.7	6.0
Male	男性	(n= 750) 6.8	24.0	5.2		64.0		2.9	6.9
Male 20s	男性 20代	(n= 133) <b>9.0</b>			91.0			_	0.7
Male 30s	男性 30代	(n= 188) <mark>3.2 11</mark>	7 2.7		82.4			3.5	4.2
Male 40s	男性 40代	(n= 207) 6.3	28.5	6.3		58.9		2.3	7.2
Male 50s+	男性 50代以上	(n= 222) 14.4		39.2	9.5		36.9	6.1	14.8
Female	女性	(n= 750) <b>5.1</b>	<b>16.4 2.4</b>		76	6.1		2.5	5.1
Female 20s	女性 20代	(n= 217)			94.5			0.6	_
Female 30s	女性 30代	(n= 177) <mark>2.3 6.8</mark>			90.4			2.6	2.6
Female 40s	女性 40代	(n= 183) 6.0	22.4	2.2		69.4		1.9	7.4
Female 50s+	女性 50代以上	(n= 173) 12.7		36.4	5.2		45.7	4.9	12.9

\*In 2010: respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



30 : RADO (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500)	5.9 20.2	3.8	70.1		2.7	6.0
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 600)	6.3 20.3	3.8	69.5		2.5	5.7
Other area than above	首都圏以外 (n= 900)	5.7 20.1	3.8	70.4		2.9	6.2
Hand-wound	手巻き派 (n= 220)	6.4 16.8 4	4.1	72.7		2.4	8.5
Self-winding	自動巻き派 (n= 696)	5.5 21.3	5.3	68.0		3.2	4.3
Quartz	クオ <b>ー</b> ツ派 (n= 584)	6.3 20.2	1.9	71.6		2.2	7.0

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".

# う

# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

31 : Marc by Marc Jacobs (1/2) by gender/age

 $\checkmark$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do not like it much	I do not know this brand	2012 Like
		Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2012年 好き
_		●凡例					*10
Total	全体	(n=1500)	8.2 18.5	3.0	70.3		10.0
Male	男性	(n= 750)	2.1 13.1 2.0		82.8		2.1
Male 20s	男性 20代	(n= 133)	5.3 12.8 1.5		80.5		4.9
Male 30s	男性 30代	(n= 188)	2.7 14.4 2.7		80.3		2.8
Male 40s	男性 40代	(n= 207)	0.5 17.9 1.9		79.7		1.0
Male 50s+	男性 50代以上	(n= 222)	<b>1</b> 4 7.7 1.8		89.2		0.5
Female	女性	(n= 750)	14.3	23.9 4.0	57.9		17.9
Female 20s	女性 20代	(n= 217)	22.6	17.5 4.6	55.3		30.4
Female 30s	女性 30代	(n= 177)	18.1	30.5	5.6	45.8	18.9
Female 40s	女性 40代	(n= 183)	9.3 26.2	2.7	61.7		12.6
Female 50s+	女性 50代以上	(n= 173)	5.2 22.5	2.9	69.4		4.5

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



31 : Marc by Marc Jacobs (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			11	like it	Neither I do not like it much			I do not know this brand	2012 Like
		Note ●凡例	好き	きである	どちらでもない	かった あまり好き	ではない	このブランドは知らない	2012年 好き
Total	全体	(n=1500)	8.2	18.5	3.0		70.3		10.0
Tokyo,Kanagawa, Chiba,Saitama	首都圏	(n= 600)	8.8	19.0	3.3		68.8		10.2
Other area than above	首都圈以外	(n= 900)	7.8	18.1	2.8	7	1.3		9.9
Hand-wound	手巻き派	(n= 220)	7.3	12.7 5.0		75.	0		9.0
Self-winding	自動巻き派	(n= 696)	8.3	21.3	3.6		66.8		9.9
Quartz	クォーツ派	(n= 584)	8.4	17.3	1.5	7:	2.8		10.5

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



32 : PIAGET (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neith	er	l do not like it much	l do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでき	もない	あまり好きではない	このブランドは知らない	2010年	2012年 #7き
		●凡例						好き	好き
Total	全 体	(n=1500) 8.7	18.5	2.3		70.5		5.1	9.8
Male	男性	(n= 750) 4.8	18.1 2.5	9		74.1		3.1	4.8
Male 20s	男性 20代	(n= 133) <mark>2.3 8</mark> .	<mark>3 0.8</mark>			88.7		2.2	0.7
Male 30s	男性 30代	(n= 188) <mark>2.7</mark>	15.4 1.1			80.9		1.7	4.6
Male 40s	男性 40代	(n= 207) <mark>3.9</mark>	20.8	4.3		71.0		4.1	3.9
Male 50s+	男性 50代以上	(n= 222) 9.0	23.9	4.5		62.6		3.9	9.3
Female	女性	(n= 750) 12	2.7 18.8	1.7		66.8		7.1	14.8
Female 20s	女性 20代	(n= 217) <mark>3.7</mark>	10.6 1.4			84.3		2.9	7.1
Female 30s	女性 30代	(n= 177) 1:	3.0 20.9	9 1.7		64.4		3.2	12.2
Female 40s	女性 40代	(n= 183) 12	2.6 2	26.8 1	.6	59.0		12.4	18.9
Female 50s+	女性 50代以上	(n= 173)	23.7	18.5	2.3	55.5		8.8	24.5

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



32 : PIAGET (2/2)

#### by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	● 凡 例	1				好き	好き
Total	全 体 (n=1500	8.7 18.5	2.3	70.5		5.1	9.8
Tokyo,Kanagawa, Chiba,Saitama	首都圈 (n= 600	) 11.5 20.2	2.2	66.2		7.2	11.5
Other area than above	首都圈以外 (n= 900	) 6.9 17.3 2	.4	73.3		3.7	8.7
Hand-wound	手巻き派 (n= 220	) 10.0 17.7	2.7	69.5		6.1	10.9
Self-winding	自動巻き派 (n= 696	8.2 21.6	3.0	67.2		5.9	9.1
Quartz	クォーツ派 (n= 584	) 8.9 15.1 1	4	74.7		3.8	10.2

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".

# う

# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

33: Montblanc (1/2)

<u>by gender/age</u>

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do not like it much	l do not know this brand	2012 Like
		Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2012年
		●凡例					好き
Total	全体	(n=1500)	6.6 20.5	1,7	71.2		6.5
Male	男性	(n= 750)	6.3 19.5	1.5	72.8		6.1
Male 20s	男性 20代	(n= 133)	6.8 12.8 -		80.5		6.3
Male 30s	男性 30代	(n= 188)	7.4 14.9 2.1		75.5		5.6
Male 40s	男性 40代	(n= 207)	4.8 21.7	14	72.0		4.8
Male 50s+	男性 50代以上	(n= 222)	6.3 25.2	1.8	66.7		8.2
 Female	女性	(n= 750)	6.9 21.5	2.0	69.6		6.9
Female 20s	女性 20代	(n= 217)	3.7 11.5 1.4		83.4		2.7
Female 30s	女性 30代	(n= 177)	9.0 23.7	2.3	65.0		7.1
Female 40s	女性 40代	(n= 183)	6.6 28.4	1,6	63.4		10.9
Female 50s+	女性 50代以上	(n= 173)	9.2 24.3	2.9	63.6		8.4

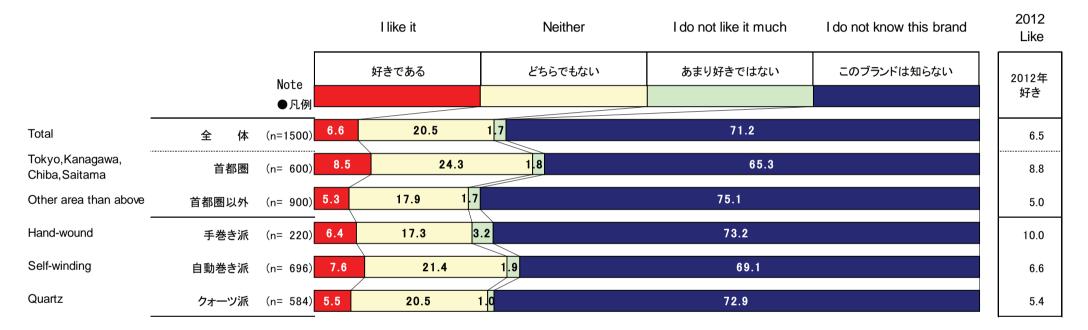
\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



33: Montblanc (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500



\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



#### 34 : AUDEMARS PIGUET (1/2)

<u>by gender/age</u>

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年 好き	2012年 好き
		●凡例					>1 C	>1<
Total	全体	(n=1500) 9.3	16.7	2.1	71.9		5.0	8.1
Male	男性	(n= 750) <b>1</b> 1	.5 18.7	2.4	67.5		6.5	10.5
Male 20s	男性 20代	(n= 133) 6.0	12.8 0.8		80.5		3.3	6.3
Male 30s	男性 30代	(n= 188) <b>10</b>	.1 13.8 2.	1	73.9		4.7	10.2
Male 40s	男性 40代	(n= 207) 1	3.0 22.	.2 1.9	62.8		9.1	10.6
Male 50s+	男性 50代以上	(n= 222)	14.4 2	23.0 4.1	58.6		8.4	14.2
Female	女性	(n= 750) 7.1	14.7 1.9		76.4		3.5	5.6
Female 20s	女性 20代	(n= 217) <mark>1.8</mark>	9.7 1.4		87.1		1.8	2.7
Female 30s	女性 30代	(n= 177) 5.1	10.7 1.7		82.5		4.2	6.1
Female 40s	女性 40代	(n= 183) 10	.4 18.6	1.6	69.4		2.9	5.1
Female 50s+	女性 50代以上	(n= 173) 1:	2.1 20.8	2.9	64.2		4.9	9.7

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



34 : AUDEMARS PIGUET (2/2)

#### by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand	2010 Like	2012 Like
	Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない	2010年	2012年
	●凡例					好き	好き
Total	全 体 (n=1500	9.3 16.7	2.1	71.9		5.0	8.1
Tokyo,Kanagawa, Chiba,Saitama	首都圈 (n= 600	9.8 18.8	2.0	69.3		5.7	9.8
Other area than above	首都圈以外 (n= 900)	8.9 15.2 2	.2	73.7		4.6	6.9
Hand-wound	手巻き派 (n= 220	11.8 18.2	2.3	67.7		6.7	12.9
Self-winding	自動巻き派 (n= 696	11.4 19.8	2.4	66.4		5.5	9.9
Quartz	クォーツ派 (n= 584	5.8 12.3 1.7		80.1		4.0	4.6

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



35 : Fossil (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		I	like it	Neither	l do not like it much	I do not know this brand
		好 <sup>.</sup> Note	きである	どちらでもない	あまり好きではない	このブランドは知らない
		●凡例				
Total	全体	(n=1500) <b>4.7</b>	16.9 4.1		74.3	
Male	男性	(n= 750) <mark>3.7</mark>	1 <u>6.5</u> 3.6		76.1	
Male 20s	男性 20代	(n= 133) 5.3	15.0 1 5		78.2	
Male 30s	男性 30代	(n= 188) <mark>3.2</mark>	19.1 4.3		73.4	
Male 40s	男性 40代	(n= 207) <mark>3.4</mark>	18.8 3.9		73.9	
Male 50s+	男性 50代以上	(n= 222) <mark>3.6 13</mark> .	.1 4.1		79.3	
Female	女性	(n= 750) <b>5.7</b>	17.2 4.7		72.4	
Female 20s	女性 20代	(n= 217) 6.0	<b>16.1 4</b> .1		73.7	
Female 30s	女性 30代	(n= 177) 8.5	18.1	8.5	65.0	
Female 40s	女性 40代	(n= 183) 6.0	24.0	4.9	65.0	
Female 50s+	女性 50代以上	(n= 173) <mark>2.3 10.4</mark>	1.2		86.1	

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



35 : Fossil (2/2)

by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it		Neither	l do not like it much	I do not know this brand
		Note	好きである		どちらでもない	あまり好きではない	このブランドは知らない
		●凡例					
- Total	全 体	(n=1500) <b>4.7</b>	16.9	4.1		74.3	
Tokyo,Kanagawa, Chiba,Saitama	首都圈	(n= 600) 4.8	17.2	5.5		72.5	
Other area than above	首都圈以外	(n= 900) 4.7	16.7	3.2		75.4	
– Hand-wound	手巻き派	(n= 220) 4.1	13.2	6.4		76.4	
Self-winding	自動巻き派	(n= 696) 5.2	18.4	4.	5	72.0	
Quartz	クォーツ派	(n= 584) 4.5	16.4	2.9	-	76.2	

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".

# ■Reference data : Well-known brands Ranking 2010 VS 2012 VS 2014



(n=1500)

83.1

81.7

78.9 78.3

70.7

69.4

68.0

66.7

64.1

62.1

61.1

60.5

59.1

59.1 56.9

56.3

55.0

54.5 53.8 51.7

50.3

45.2

44.1

42.9

40.9

35.1 31.9

30.1

29.9 29.9

29.7 29.5

28.8

28.1 25.7

NEW brand

	2010 : Total					2012 : Total					2014 : Total
Dreder	Brand	(n=1500)			Oreder	Brand	(n=1500)			Oreder	Brand
1	ROLEX	90.7	Ļ	To 3rd Place	1	CARTIER	88.4	Ļ	To 2nd Place	1	BVLGARI
2	BVLGARI	90.6	$\rightarrow$		2	BVLGARI	88.2	1	To 1st Place	2	CARTIER
3	CARTIER	90.3	Ť	To 1st Place	3	ROLEX	86.7	$\rightarrow$		3	ROLEX
4	OMEGA	90.2	$\rightarrow$		4	OMEGA	86.2	$\rightarrow$		4	OMEGA
5	GUCCI	83.1	$\rightarrow$		5	GUCCI	80.7	$\rightarrow$		5	GUCCI
6	CHANEL	81.3	$\rightarrow$		6	CHANEL	79.3	$\rightarrow$		6	CHANEL
7	HERMES	79.2	$\rightarrow$		7	HERMES	76.0	$\rightarrow$		7	HERMES
8	BURBERRY	76.7	$\rightarrow$		8	BURBERRY	75.4	$\rightarrow$		8	BURBERRY
9	TIFFANY	75.5	$\rightarrow$		9	TIFFANY	72.8	Ļ	To 12th Place	9	COACH
10	DIOR	75.2	Ļ	To 14th Place	10	COACH	71.9	Ť	To 9th Place	10	agnes.b.
11	COACH	75.1	Ť	To 10th Place	11	LOUIS VUITTON	71.5	$\rightarrow$		11	LOUIS VUITTON
12	SWATCH	74.5	Ļ	To 13th Place	12	FRANCK MULLER	69.1	Ļ	To 13th Place	12	TIFFANY
13	LOUIS VUITTON	74.3	Ť	To 11th Place	13	SWATCH	67.4	$\rightarrow$		13	FRANCK MULLER
14	DUNHILL	73.6	Ļ	To 15th Place	14	DIOR	67.1	Ļ	To 15th Place	13	SWATCH
15	ck CALVIN KLEIN	70.9	Ļ	To 17th Place	15	DUNHILL	66.5	Ļ	To 16th Place	15	DIOR
16	agnes.b.	69.7	$\rightarrow$		16	agnes.b.	65.1	1	To 10th Place	16	DUNHILL
17	FRANCK MULLER	69.6	Ť	To 12th Place	17	ck CALVIN KLEIN	64.2	Ļ	To 18th Place	17	TAG HEUER
18	FENDI	68.6	$\rightarrow$		18	FENDI	64.1	Ļ	To 19th Place	18	ck CALVIN KLEIN
19	TAG HEUER	67.1	$\rightarrow$		19	TAG HEUER	61.4	1	To 17th Place	19	FENDI
20	LONGINES	56.4	Ļ	To 24th Place	20	Paul Smith	56.7	Ļ	To 21th Place	20	DIESEL
21	FOLLI FOLLIE	55.3	Ļ	To 22th Place	21	DIESEL	54.0	1	To 20th Place	21	Paul Smith
22	HAMILTON	47.0	Ļ	To 25th Place	22	FOLLI FOLLIE	52.3	$\rightarrow$		22	FOLLI FOLLIE
23	RADO	41.0	Ļ	To 27th Place	23	EMPORIO ARMANI	51.4	Ļ	To 25th Place	23	HAMILTON
24	CHOPARD	39.9	Ļ	To 29th Place	24	LONGINES	51.2	$\rightarrow$		24	LONGINES
25	HARRY WINSTON	38.0	Ļ	To 26th Place	25	HAMILTON	44.9	Ť	To 23th Place	25	EMPORIO ARMANI
25	PIAGET	38.0	Ļ	To 29th Place	26	HARRY WINSTON	38.3	$\rightarrow$		26	HARRY WINSTON
27	CHAUMET	37.3	Ļ	To 28th Place	27	RADO	34.9	Ļ	To 29th Place	27	CHAUMET
28	BREITLING	30.5	Ļ	To 34th Place	28	CHAUMET	34.1	Ť	To 27th Place	28	CHOPARD
29	AUDEMARS PIGUET	29.8	Ļ	To 33th Place	29	CHOPARD	33.7	Ť	To 28th Place	29	BREITLING
30	BREGUET	27.2	Ļ	To 35th Place	29	PIAGET	33.7	Ļ	To 32th Place	29	RADO
31	IWC	25.7	Ļ	Ranked out	31	Montblanc	33.4	Ļ	To 33th Place	31	Marc by Marc Jacobs
32	TISSOT	24.5	Ļ	Ranked out	32	Marc by Marc Jacobs	32.3	1	To 31th Place	32	PIAGET
33	PATEK PHILIPPE	22.9	Ļ	Ranked out	33	AUDEMARS PIGUET	29.1	Ļ	To 34th Place	33	Montblanc
34	EBEL	22.3	Ļ	Ranked out	34	BREITLING	28.1	1	To 29th Place	34	AUDEMARS PIGUET
35	ORIS	20.3	Ļ	Ranked out	35	BREGUET	26.3	Ļ	Ranked out	35	Fossil
36	PANERAI	20.1	Ļ	Ranked out		•					•
37	ZENITH	19.1	Ļ	Ranked out							
38	BAUME & MERCIER	16.9	Ļ	Ranked out							
39	JAEGER-LECOULTRE	16.5	Ļ	Ranked out							
40	BLANCPAIN	14.9	Ļ	Ranked out							
41	GIRARD-PERREGAUX	12.5	Ļ	Ranked out							
42	VACHERON CONSTANTIN	12.4	Ļ	Ranked out							
43	FREDERIQUE CONSTANT	12.3	i	Ranked out							

\* "NEW brand" is one newly added to the choices effective the 2014 survey.



1 : CASIO (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither I do not like it much		I do not know this brand		2010 Like	2012 Like
		Note	好きである	どちらでもない	あまり好きではない	このブランドは知らない		2010年 好き	2012年 好き
		●凡例						서스	श्रद
Total	全体	(n=1500)	37.7		39.1	7.5	15.7	19.4	38.4
Male	男性	(n= 750)	40.0		37.3	6.7	16.0	23.6	44.1
Male 20s	男性 20代	(n= 133)	40.6		34.6	5.3	19.5	25.0	43.8
Male 30s	男性 30代	(n= 188)	39.4		36.7	3.7	20.2	26.2	48.6
Male 40s	男性 40代	(n= 207)	44.0		37.7	4.8	13.5	24.7	47.3
Male 50s+	男性 50代以上	(n= 222)	36.5		39.2	11.7	12.6	18.4	35.5
Female	女性	(n= 750)	35.3		40.9	8.3	15.5	15.2	32.7
Female 20s	女性 20代	(n= 217)	30.4		40.6	6.5 2	2.6	20.6	32.1
Female 30s	女性 30代	(n= 177)	46.9		31.6	9.0	12.4	18.0	37.2
Female 40s	女性 40代	(n= 183)	36.1		43.7	7.1	13.1	12.9	34.3
Female 50s+	女性 50代以上	(n= 173)	28.9		48.0	11.0	12.1	9.9	25.8

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



1: CASIO (2/2)

#### by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		_	l like it	Neither I do not like it much		l do not	I do not know this brand		2012 Like
	Note		好きである	どちらでもない	あまり好きではない	このブランドは知らない		2010年	2012年
		●凡例						好き	好き
Total	全 体	(n=1500)	37.7		39.1	7.5	15.7	19.4	38.4
Tokyo,Kanagawa, Chiba,Saitama	首都圏	(n= 600)	35.3		40.0	7.8	16.8	18.7	38.8
Other area than above	首都圈以外	(n= 900)	39.2		38.6	7.2	15.0	19.9	38.1
Hand-wound	手巻き派	(n= 220)	33.2		34.5 6.8		25.5	12.8	32.8
Self-winding	自動巻き派	(n= 696)	35.5		40.9	8.5	15.1	16.7	34.4
Quartz	クォーツ派	(n= 584)	42.0		38.7	6	.5 12.8	24.2	44.4

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



4 : CITIZEN (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither I o		l do not like it mu	uch Ide	o not know this brand	2010 Like	2012 Like
		Note	好きである	どちらでもない		あまり好きではな	:UN - 3	このブランドは知らない	2010年 好き	2012年 好き
_		●凡例							202	710
Total	全体(	(n=1500)	35.1			40.9	5.3	18.4	16.9	34.7
Male	男性(	(n= 750)	36.4			39.9	5.:	2 18.5	19.3	37.6
Male 20s	男性 20代 (	(n= 133)	30.8		32.3 4.5			32.3	20.0	35.4
Male 30s	男性 30代 (	(n= 188)	30.9		41.5		4.8	22.9	15.7	35.2
Male 40s	男性 40代 (	(n= 207)	36.7			43.5		5.8 14.0	15.5	37.7
Male 50s+	男性 50代以上 (	(n= 222)	44.1			39.6		5.4 10.8	26.8	42.1
Female	女性(	(n= 750)	33.7			41.9	6.1	18.3	14.5	31.7
Female 20s	女性 20代 (	(n= 217)	28.1		33.2	5.5		33.2	15.3	28.6
Female 30s	女性 30代 (	(n= 177)	40.1			40.1		6.8 13.0	12.7	32.7
Female 40s	女性 40代 (	(n= 183)	34.4		/	47.0		7.1 11.5	11.5	34.9
Female 50s+	女性 50代以上 (	(n= 173)	33.5			49.1		5.2 12.1	19.2	31.6

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



4:CITIZEN (2/2)

#### by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

		l like it	Neither	l do not like it much	I do not know this brand		2010 Like	2012 Like
	Not	好きである	どちらでもない	らでもない あまり好きではない		らない	2010年	2012年
	● 万						好き	好き
Total	全体(n=150	0) 35.1		40.9	5.7 18	.4	16.9	34.7
Tokyo,Kanagawa, Chiba,Saitama	首都圏 (n= 60	0) 34.3		41.3	5.3 19	.0	16.3	35.3
Other area than above	首都圏以外 (n= 90	0) 35.6		40.6		9.0	17.3	34.2
Hand-wound	手巻き派 (n= 2)	0) 29.1	34.5	6.8	29.5		11.6	25.9
Self-winding	自動巻き派 (n= 6	6) 30.6		45.5	7.2 1	6.7	12.8	29.9
Quartz	クォーツ派 (n= 53	4) 42.6		37.7	3.4 1	6.3	23.1	42.5

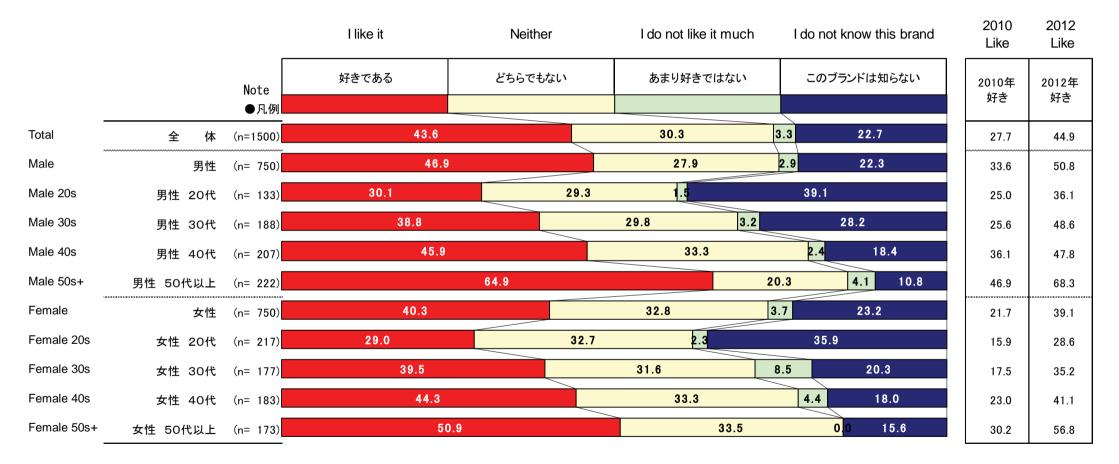
\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



7 : SEIKO (1/2)

by gender/age

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500



\*In 2010: respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".



7 : SEIKO (2/2)

#### by region, and by watch movement preference

 $\blacksquare$  Question: Do you like the following watch brands? (SA) n=1,500

			l like it	Neither I do not like it much		n Ido	I do not know this brand		2012 Like
		Note	好きである	どちらでもない	あまり好きではない	ت ت	のブランドは知らない	2010年	2012年
		●凡例						好き	好き
Total	全 体 (r	n=1500)	43.6		30.3	3.3	22.7	27.7	44.9
Tokyo,Kanagawa, Chiba,Saitama	首都圈(r	n= 600)	43.5		30.7	2.7	23.2	28.5	44.3
Other area than above	首都圈以外(r	n= 900)	43.7		30.1	3.8	22.4	27.1	45.3
Hand-wound	手巻き派 (1	n= 220)	30.0	25.5	6.4	38	.2	17.1	40.8
Self-winding	自動巻き派 (	(n= 696)	41.1		35.8	3.3	19.8	22.2	40.7
Quartz	クォーツ派 (r	(n= 584)	51	.7	25.7	2.2	20.4	36.7	50.8

\*In 2010:respondents gave an MA answer for their favorite brand only from among the brands to which they had answered "I know it".