



スイス時計協会 FH  
Fédération de l'industrie horlogère suisse FH  
Federation of the Swiss Watch Industry FH

## Wristwatch Consumer Awareness Survey 2012

### 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: Saturday, February 11~Sunday, February 12, 2012  
Valid responses: 1,500

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# Wristwatch Consumer Awareness Survey 2012



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### Favorite brands

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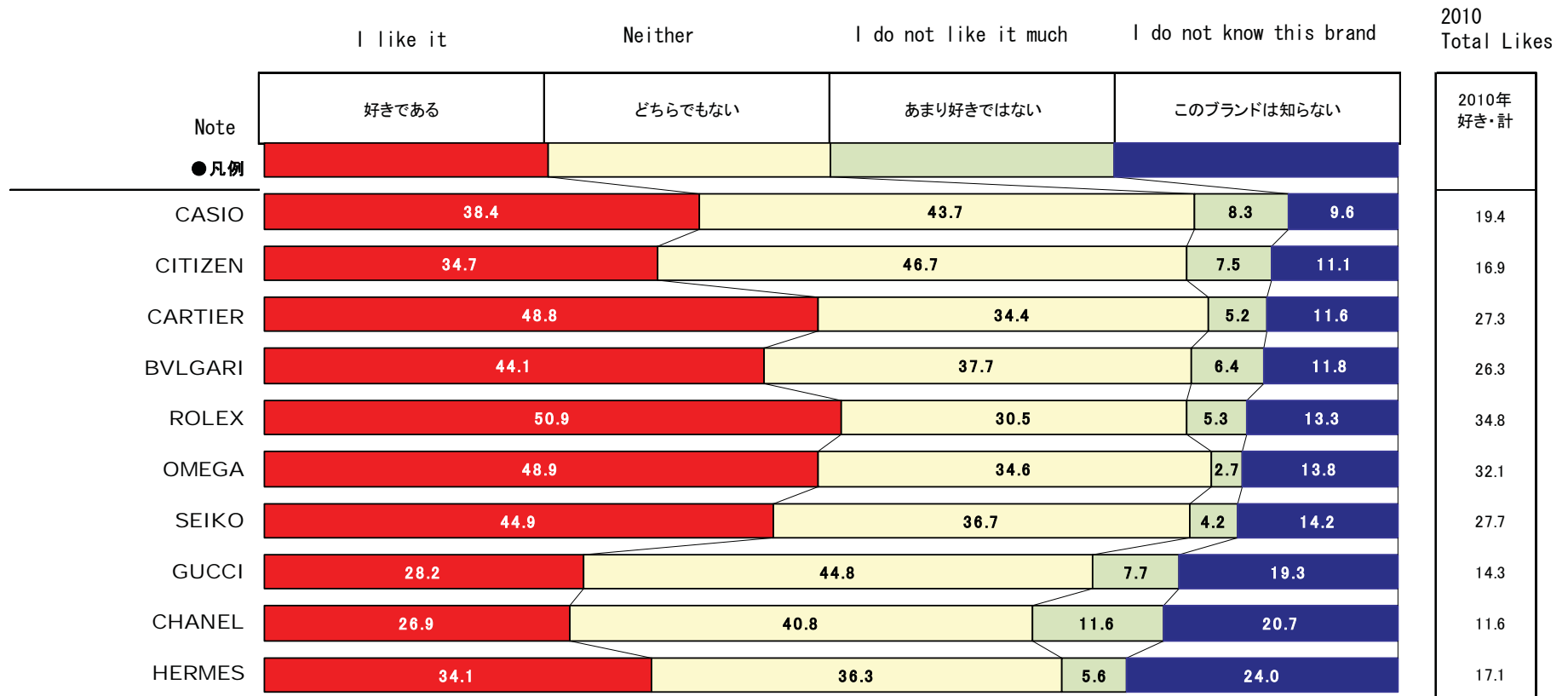
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# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## Well-known brands (ranking 1~10)

▼ 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".

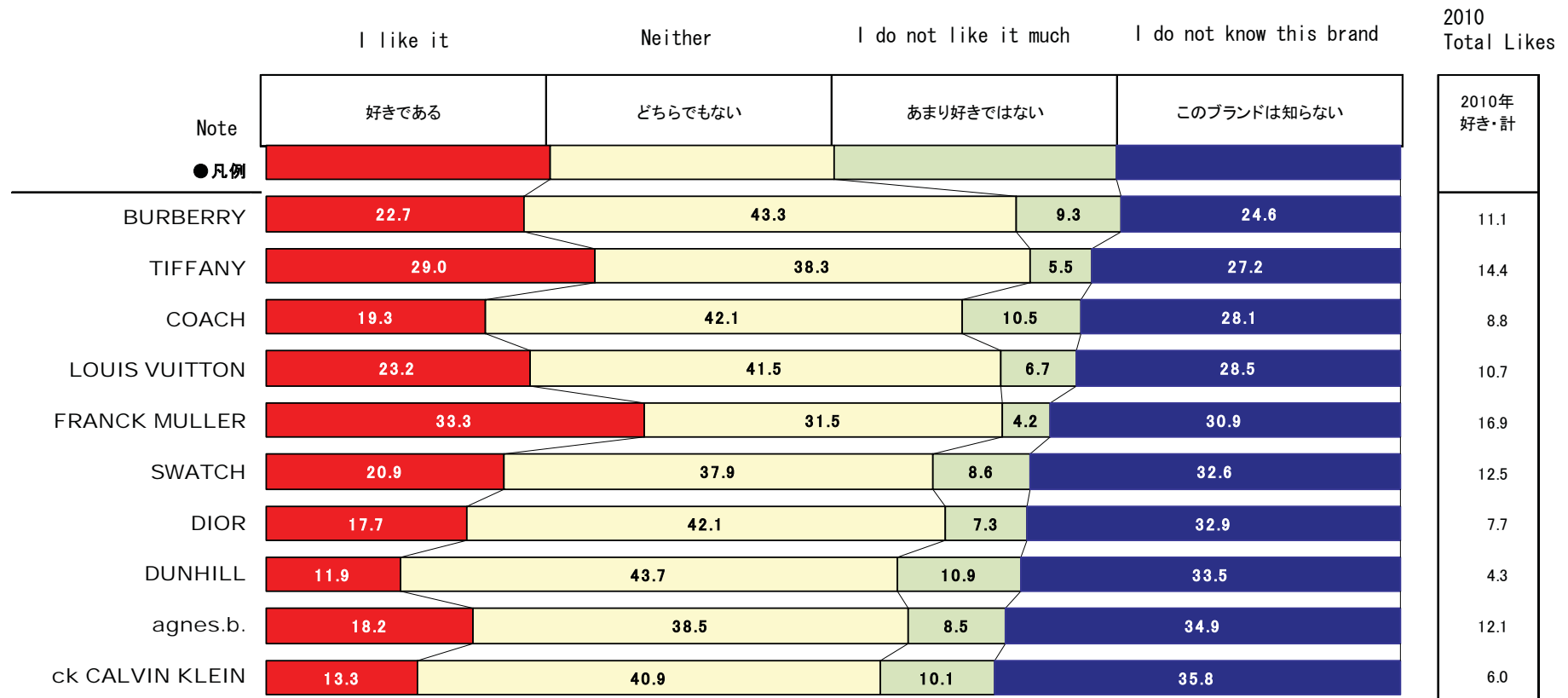
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).

# Wristwatch Consumer Awareness Survey 2012 / Favorite brands



## Well-known brands (ranking 11~20)

▼ 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".

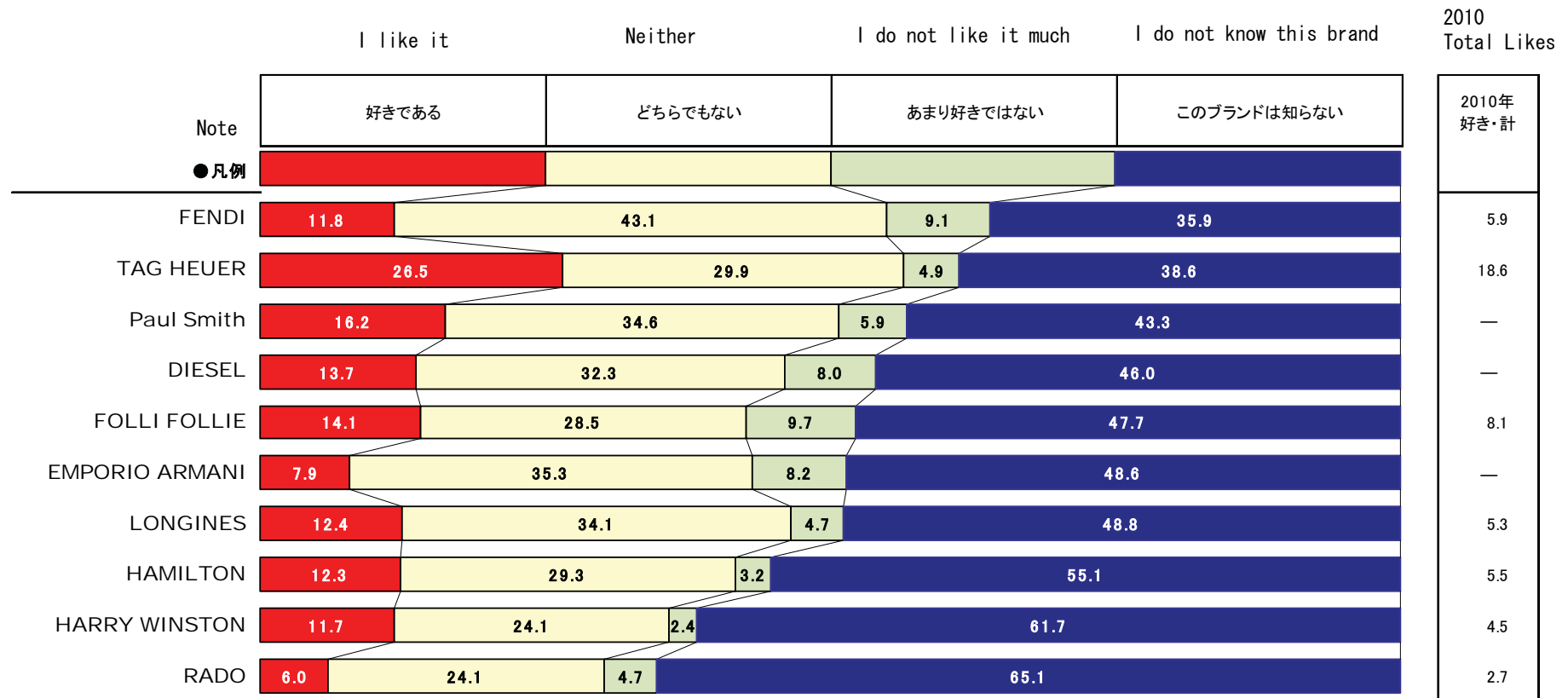
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).

# Wristwatch Consumer Awareness Survey 2012 / Favorite brands



## Well-known brands (ranking 21~30)

▼ 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".

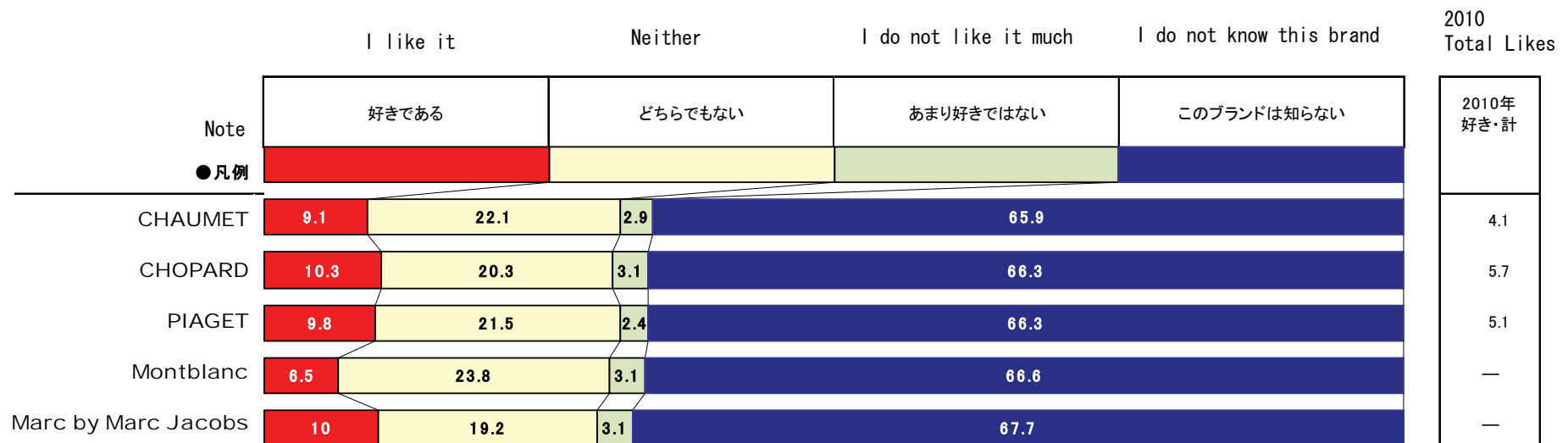
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## Well-known brands (ranking 31 ~ 35)

▼ 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".

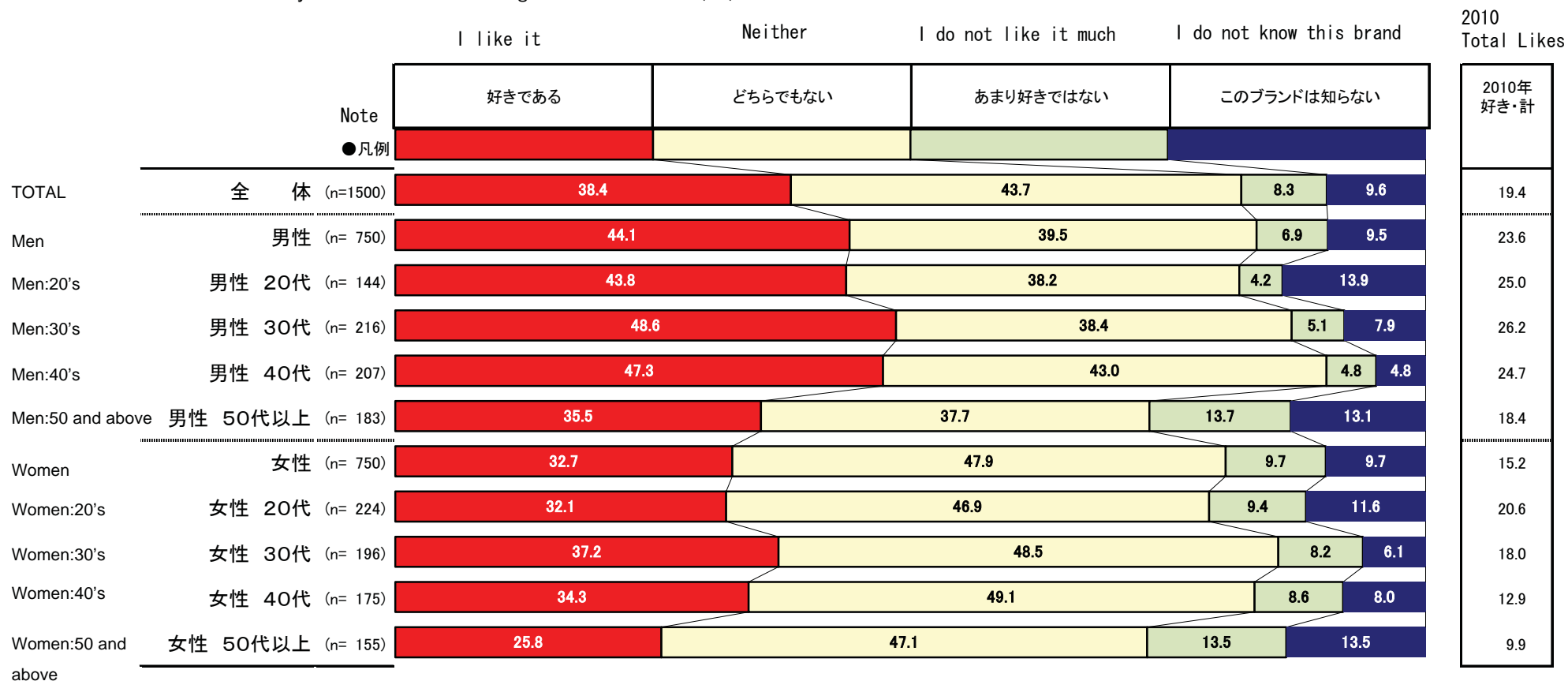
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

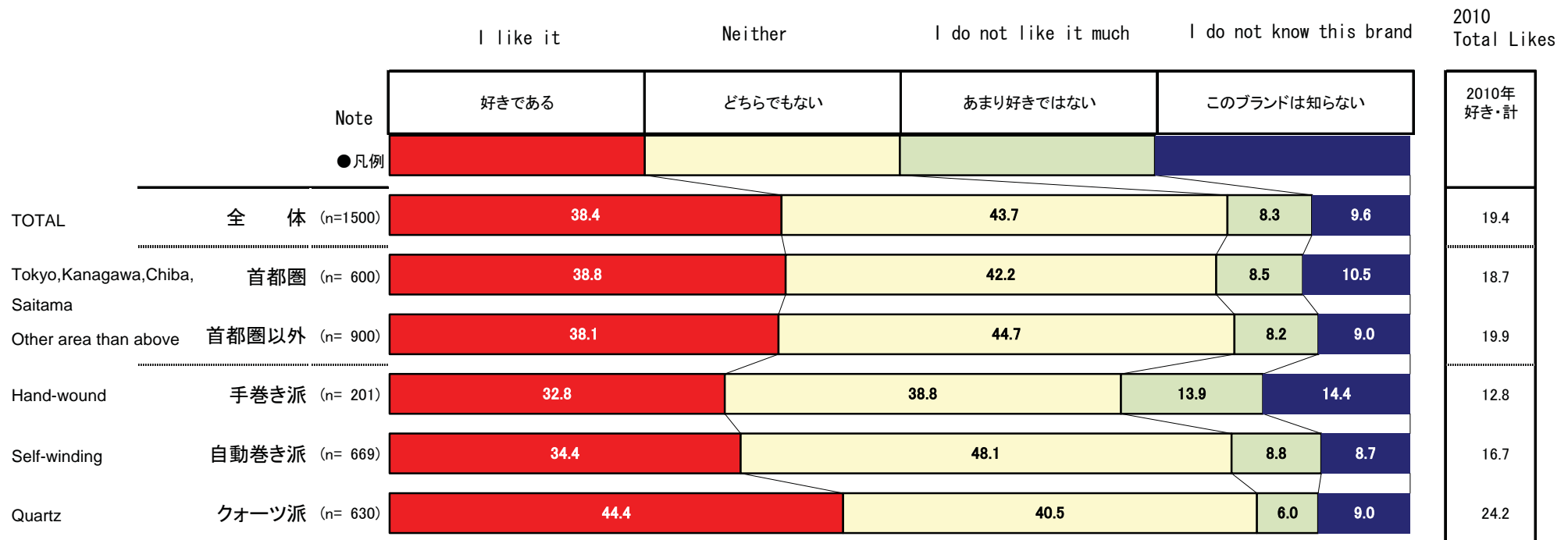
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).

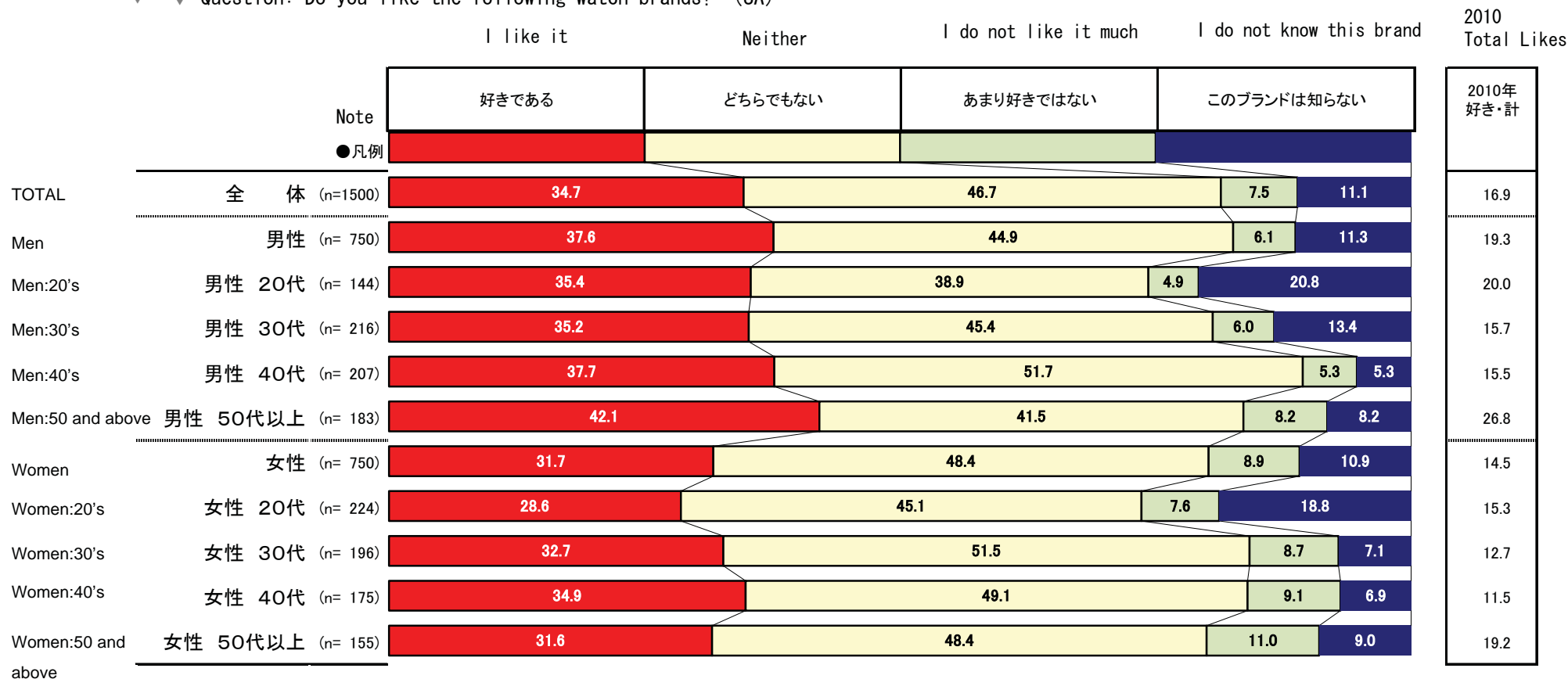




# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ ▼ Question: Do you like the following watch brands? (SA)



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

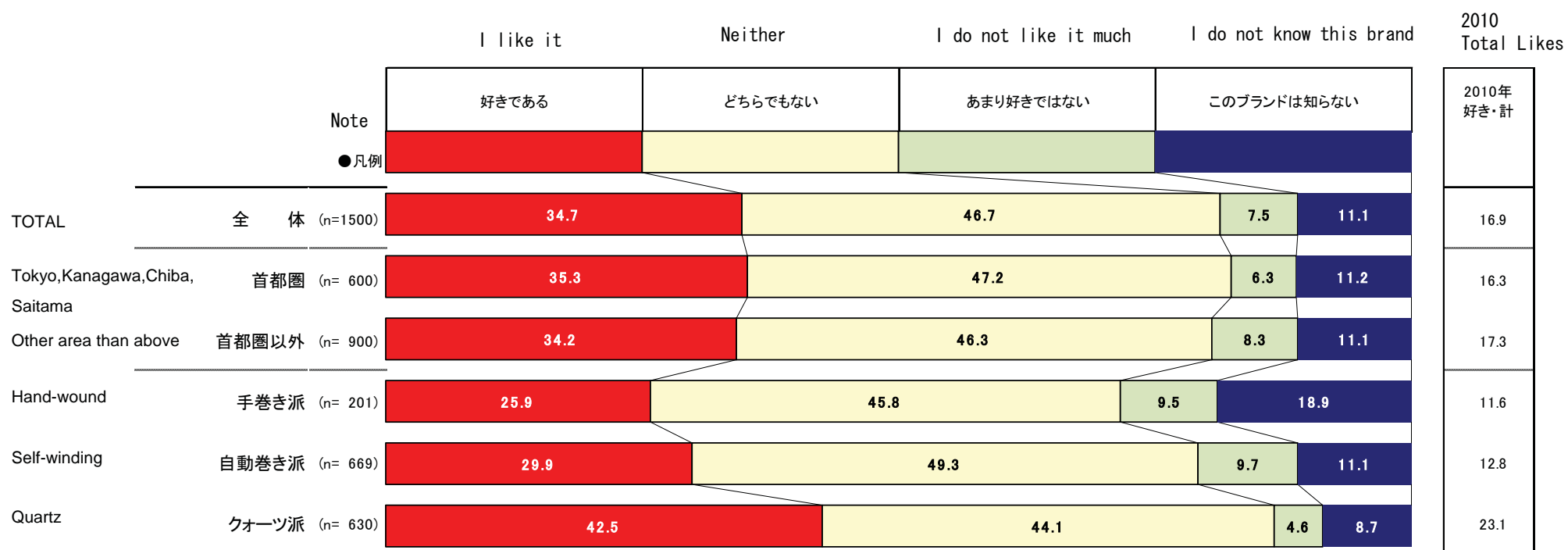
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

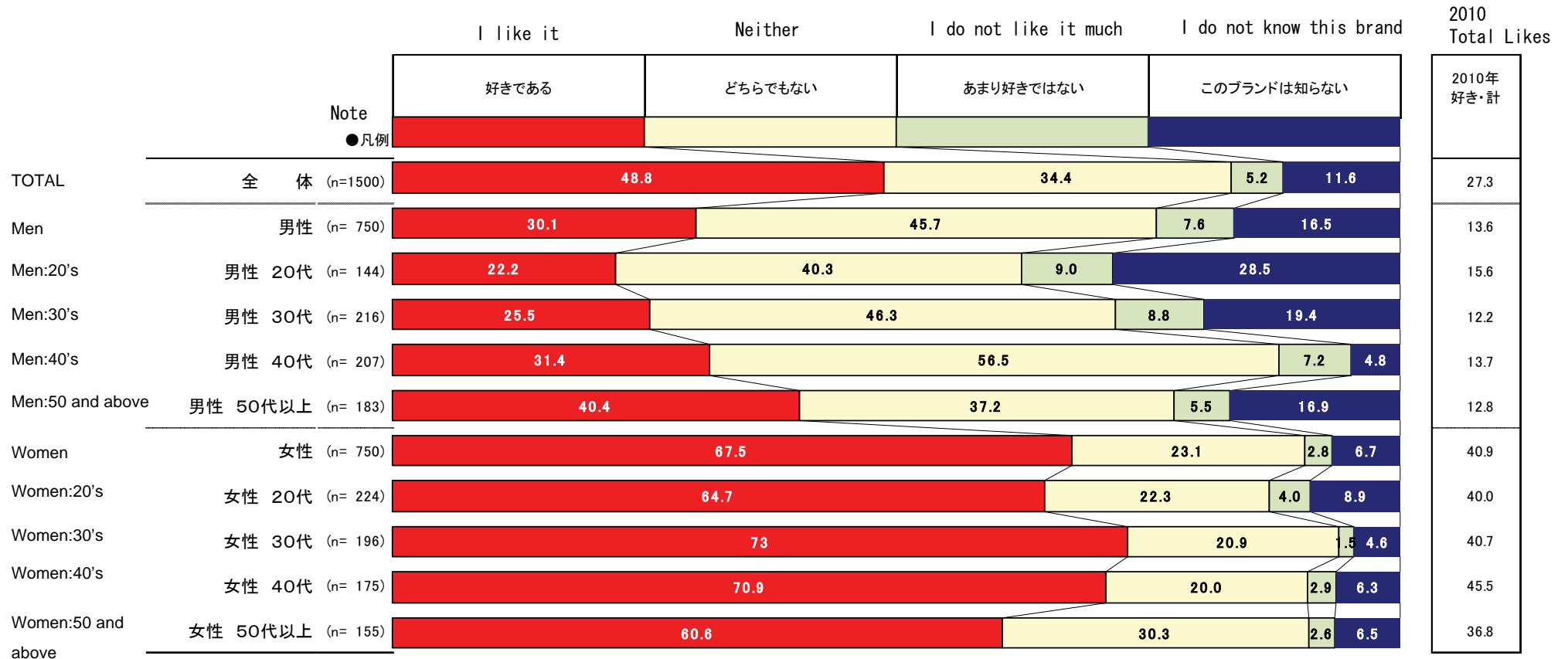
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

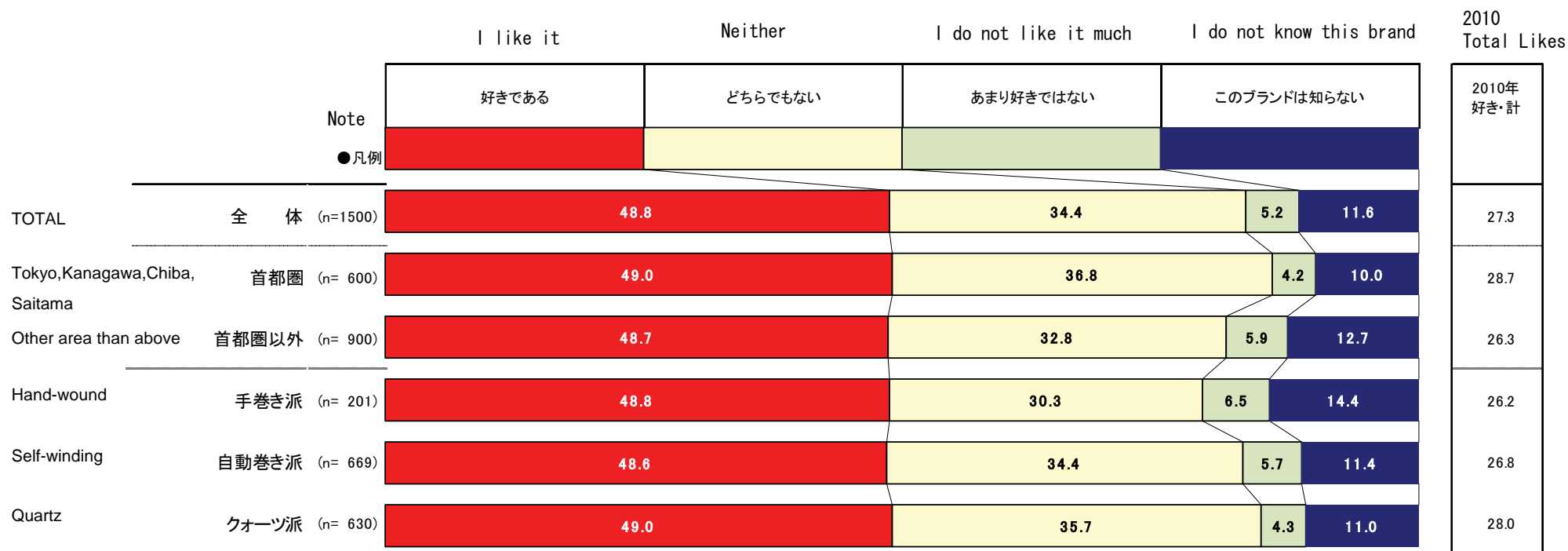
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

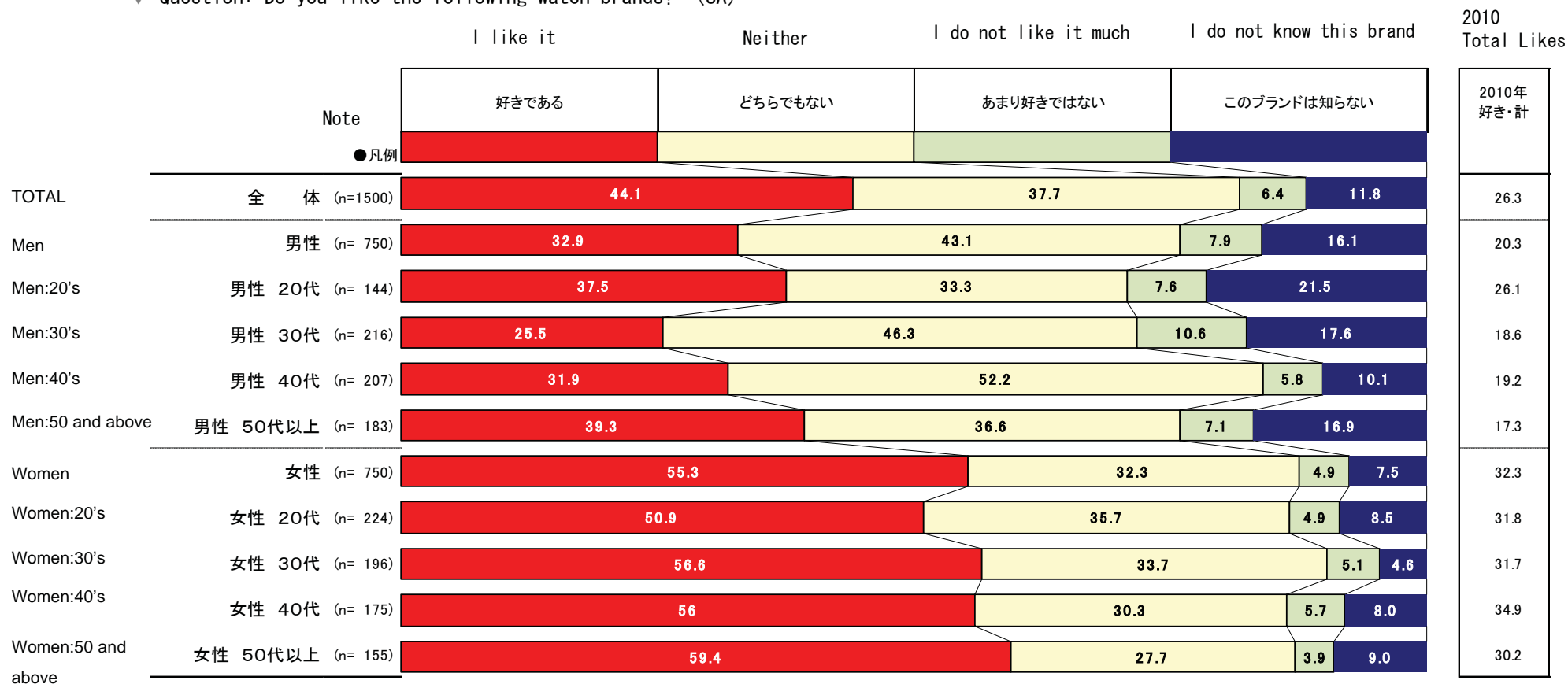
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

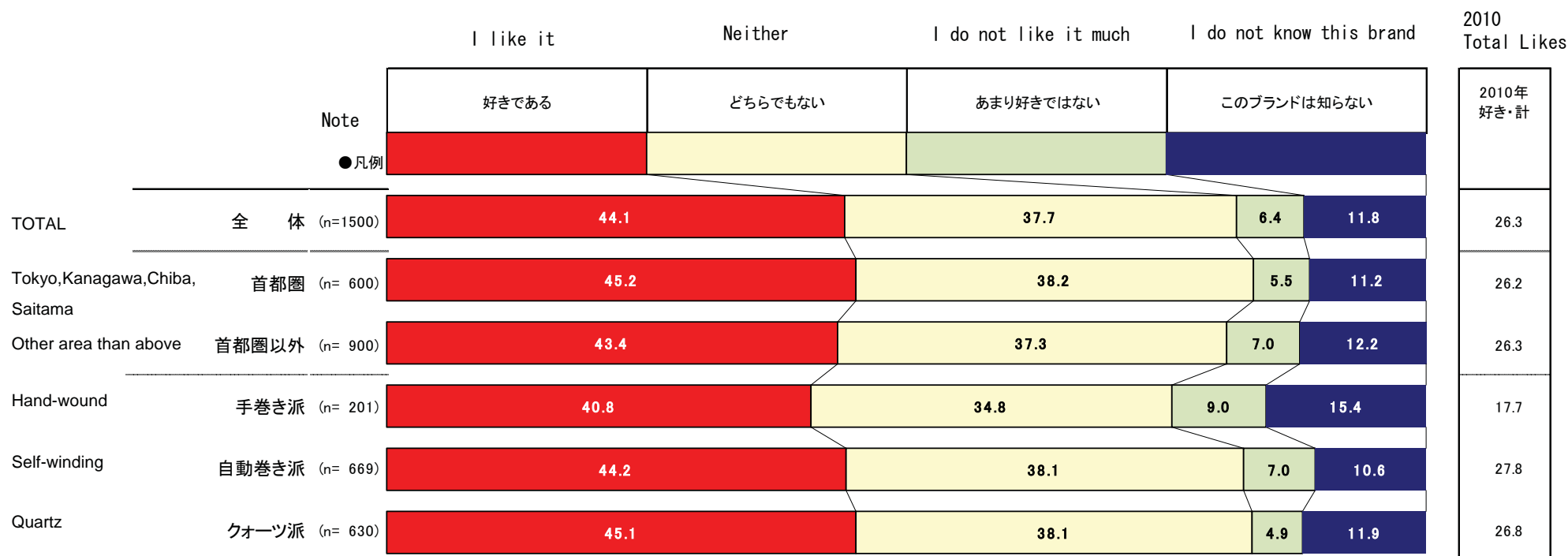
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

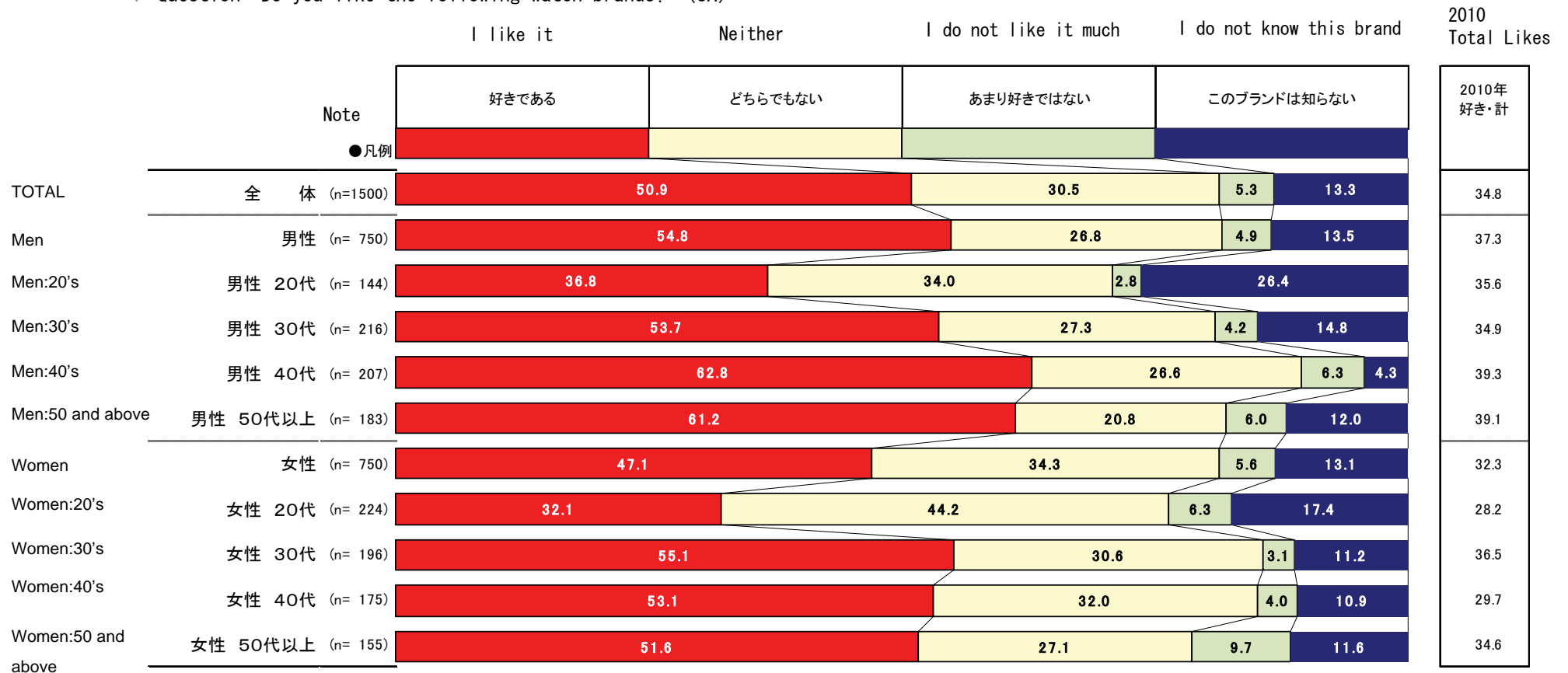
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

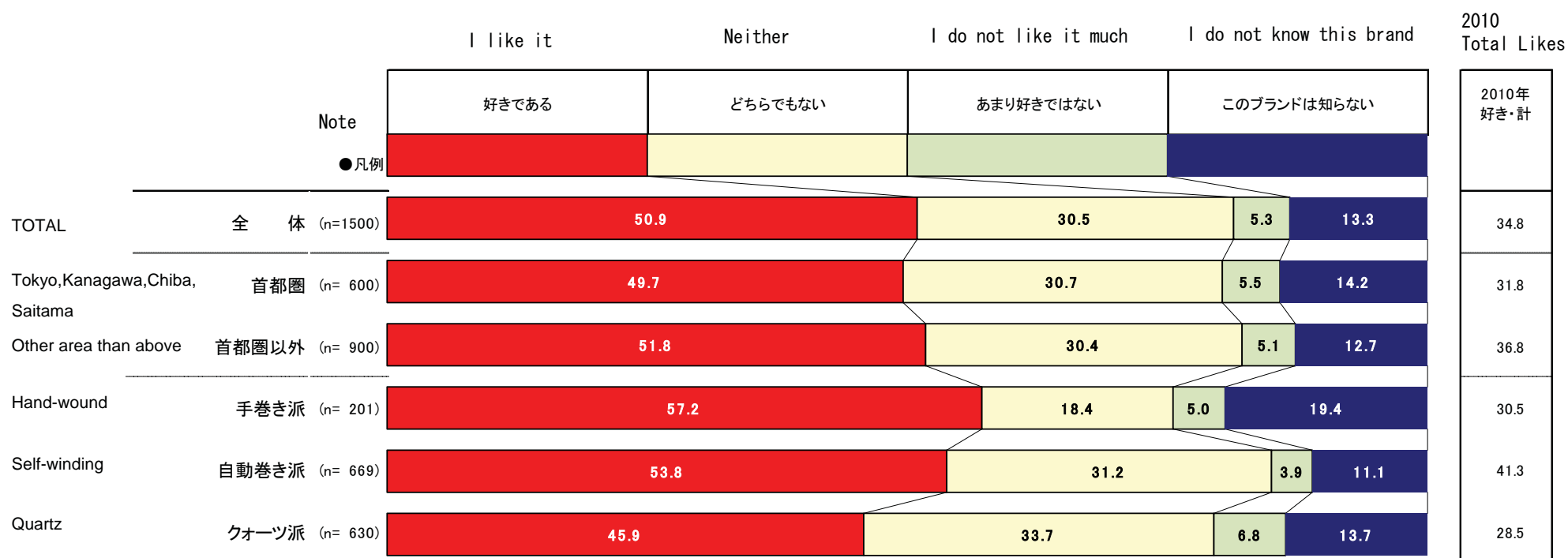
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).

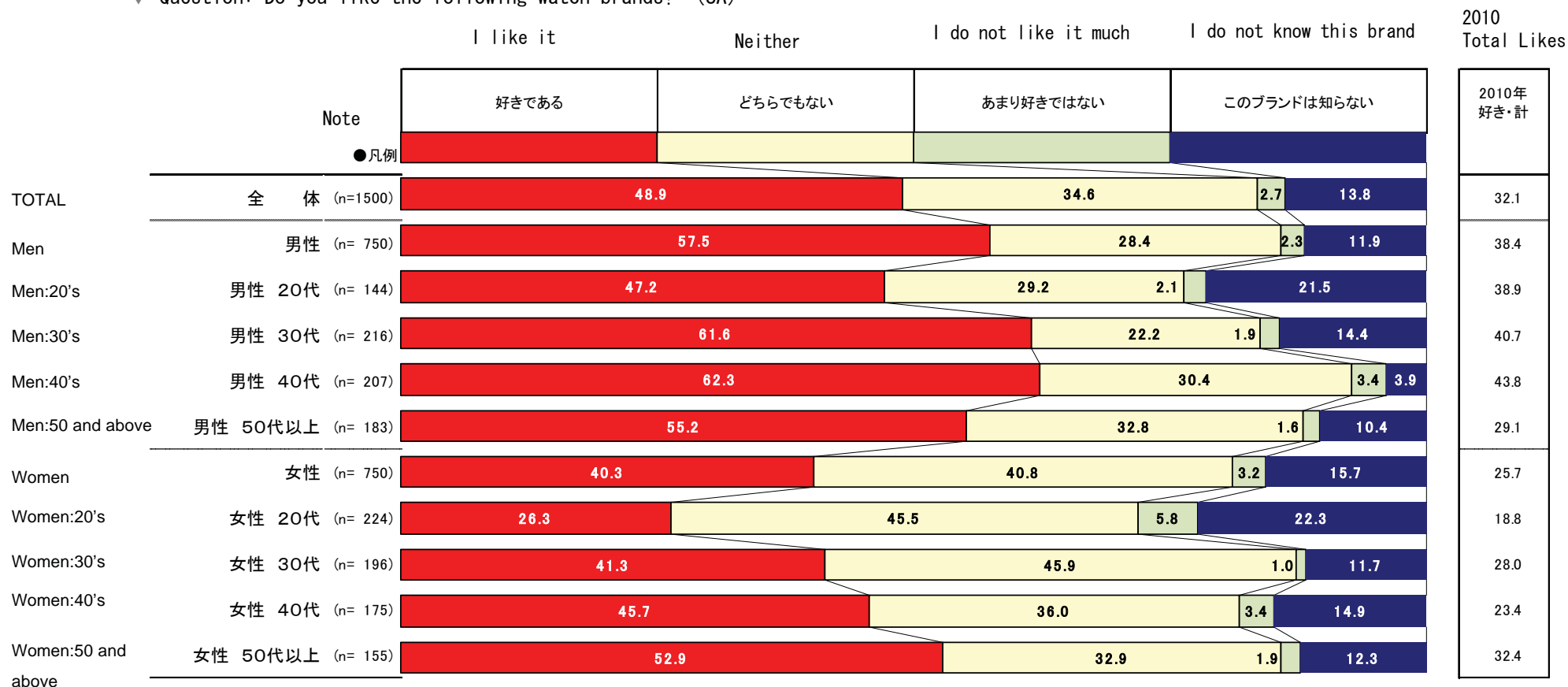




# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

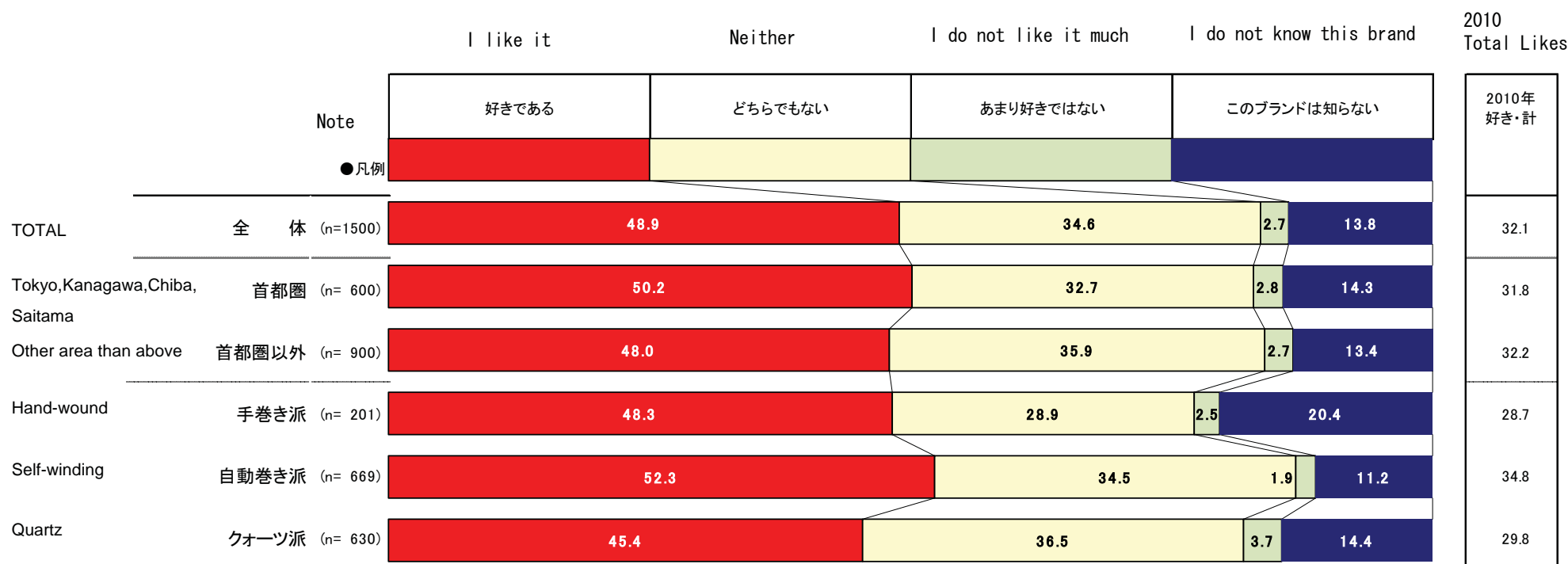
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

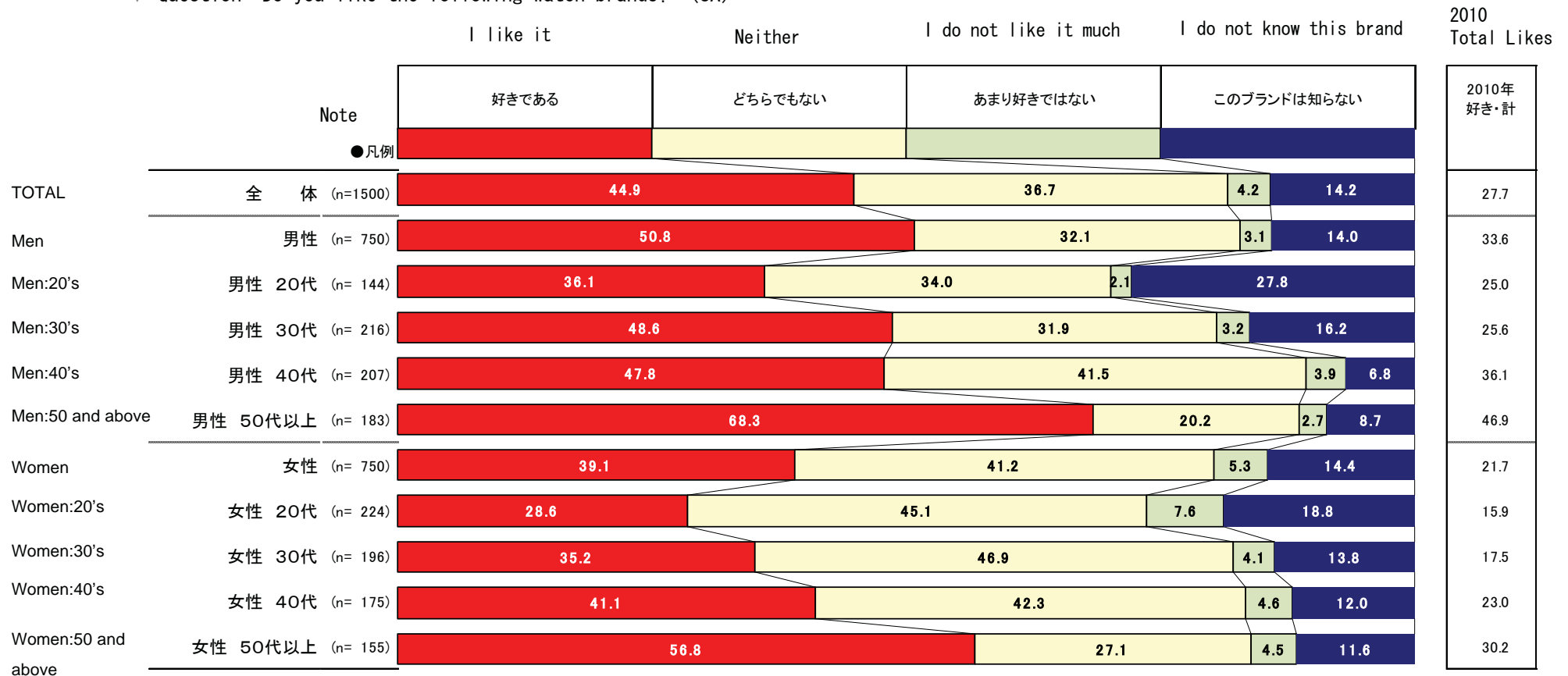
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

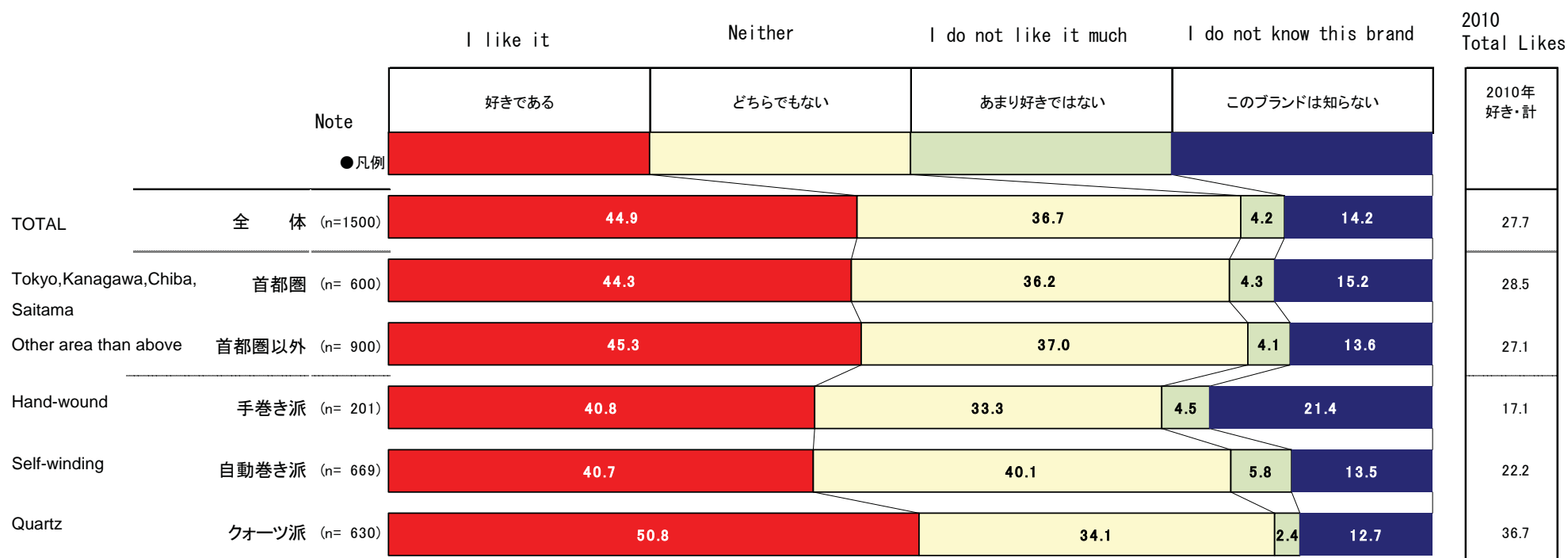
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

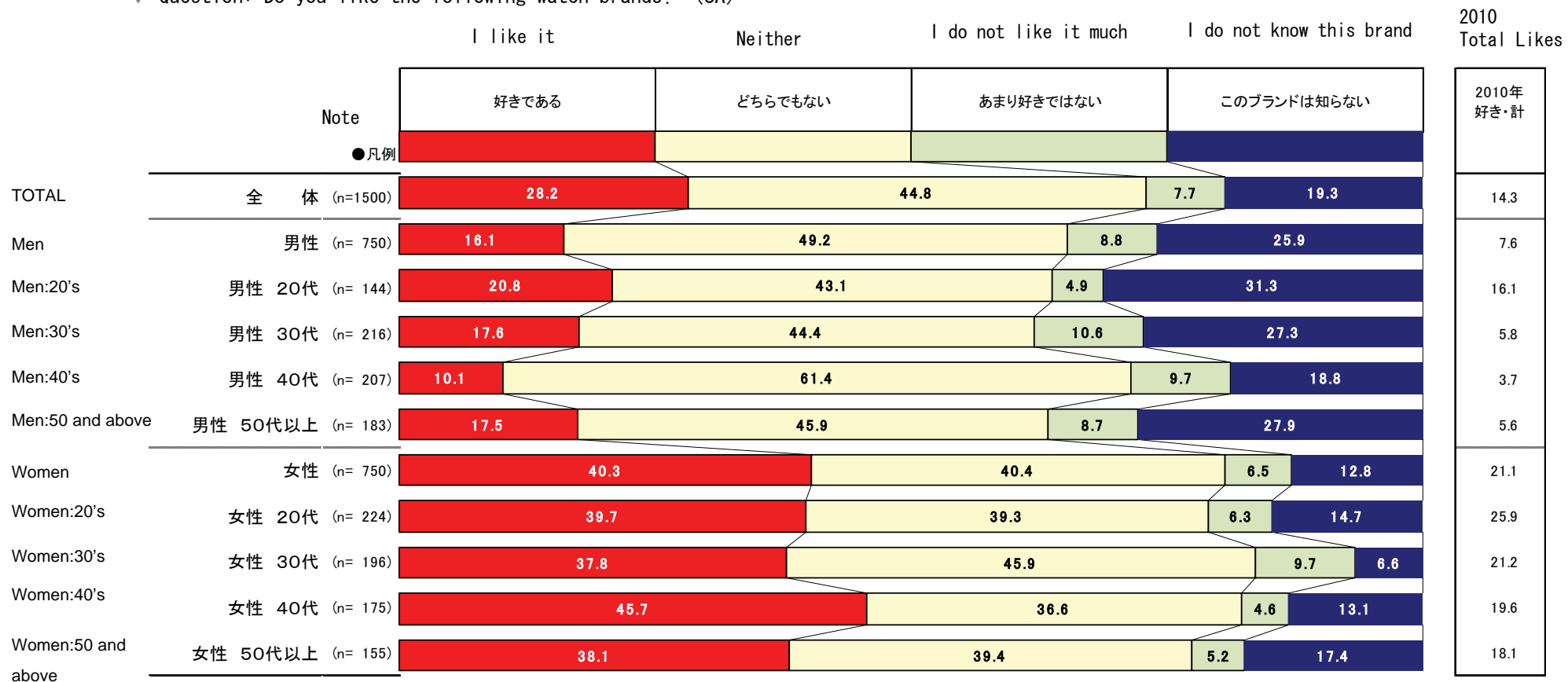
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

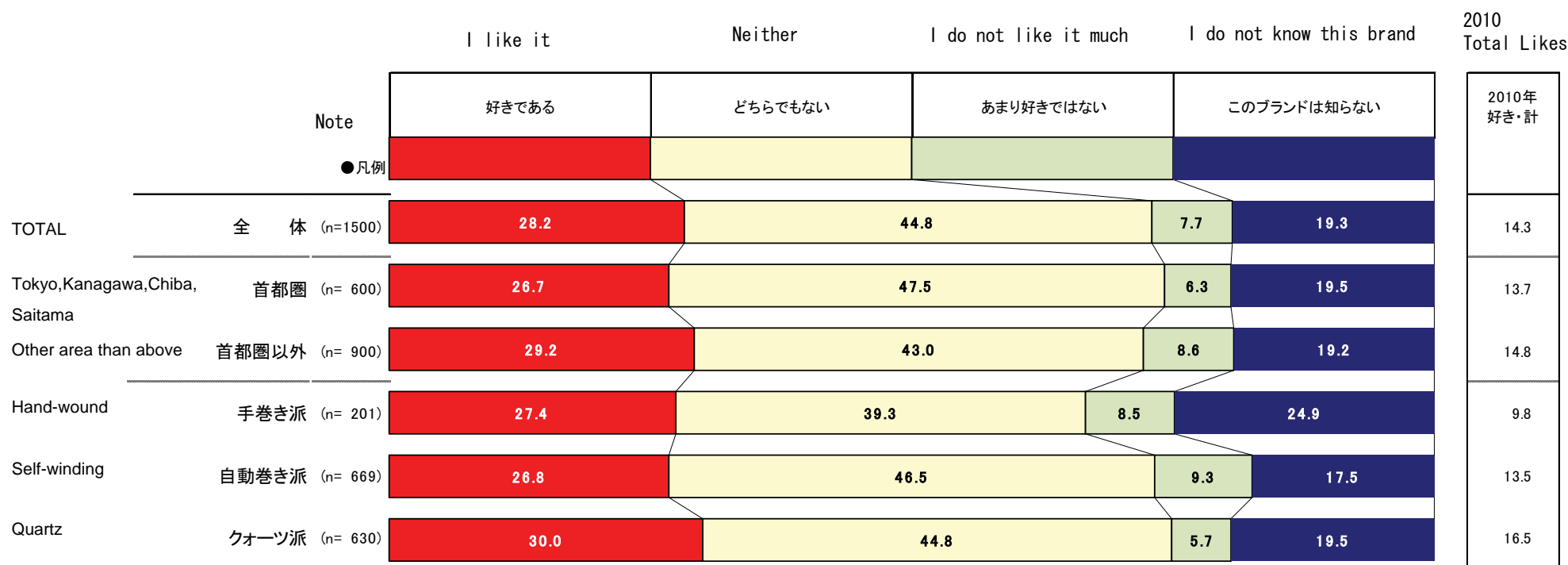
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

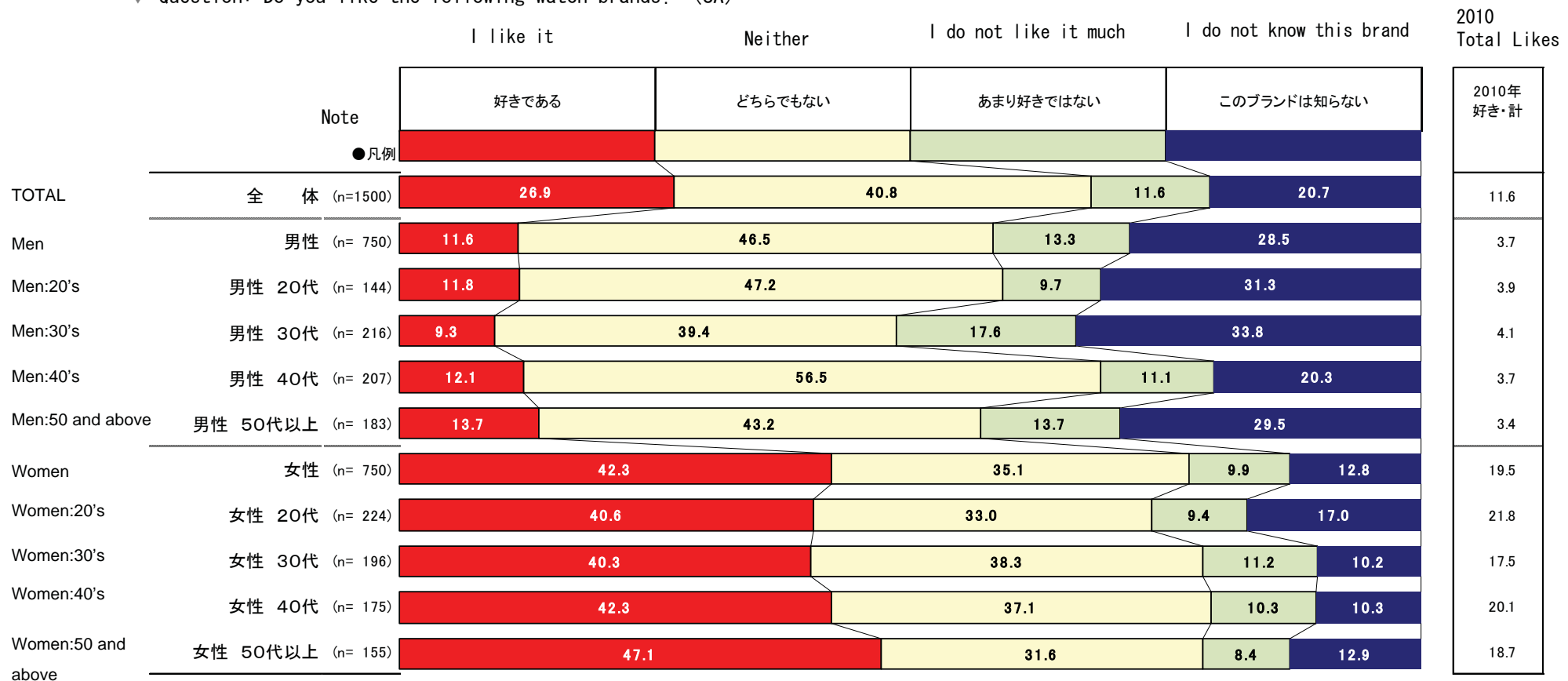
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

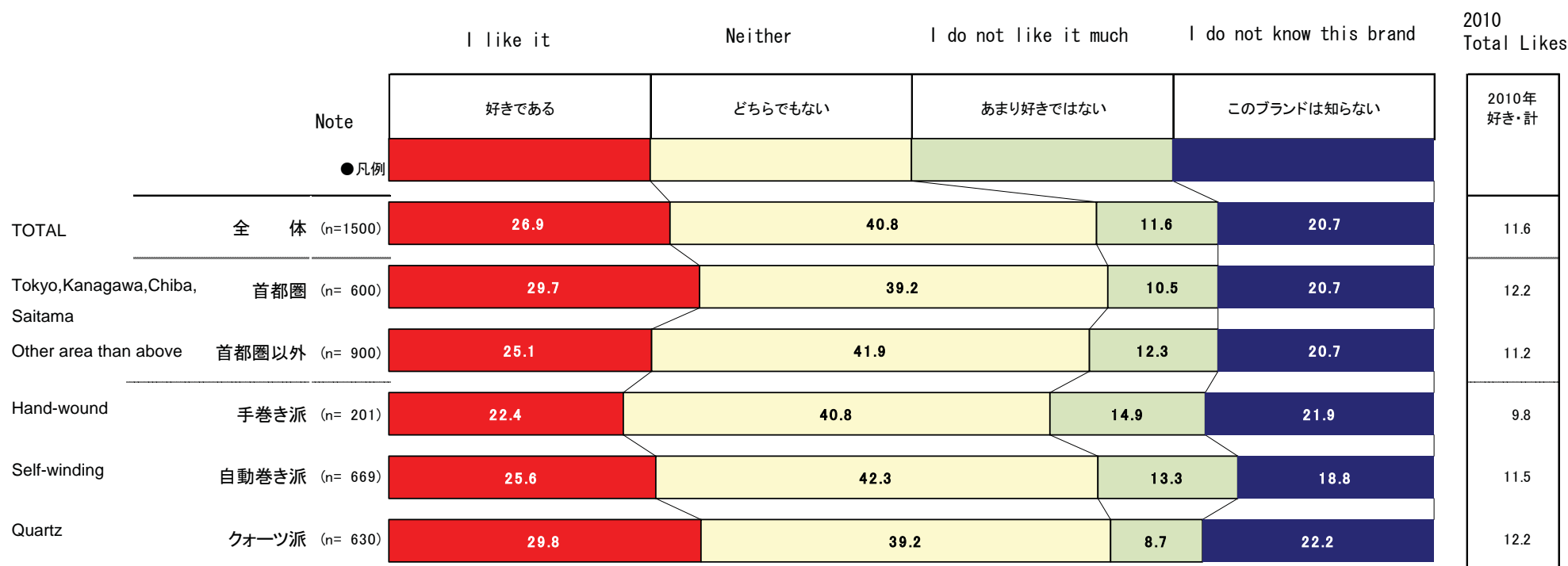
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).

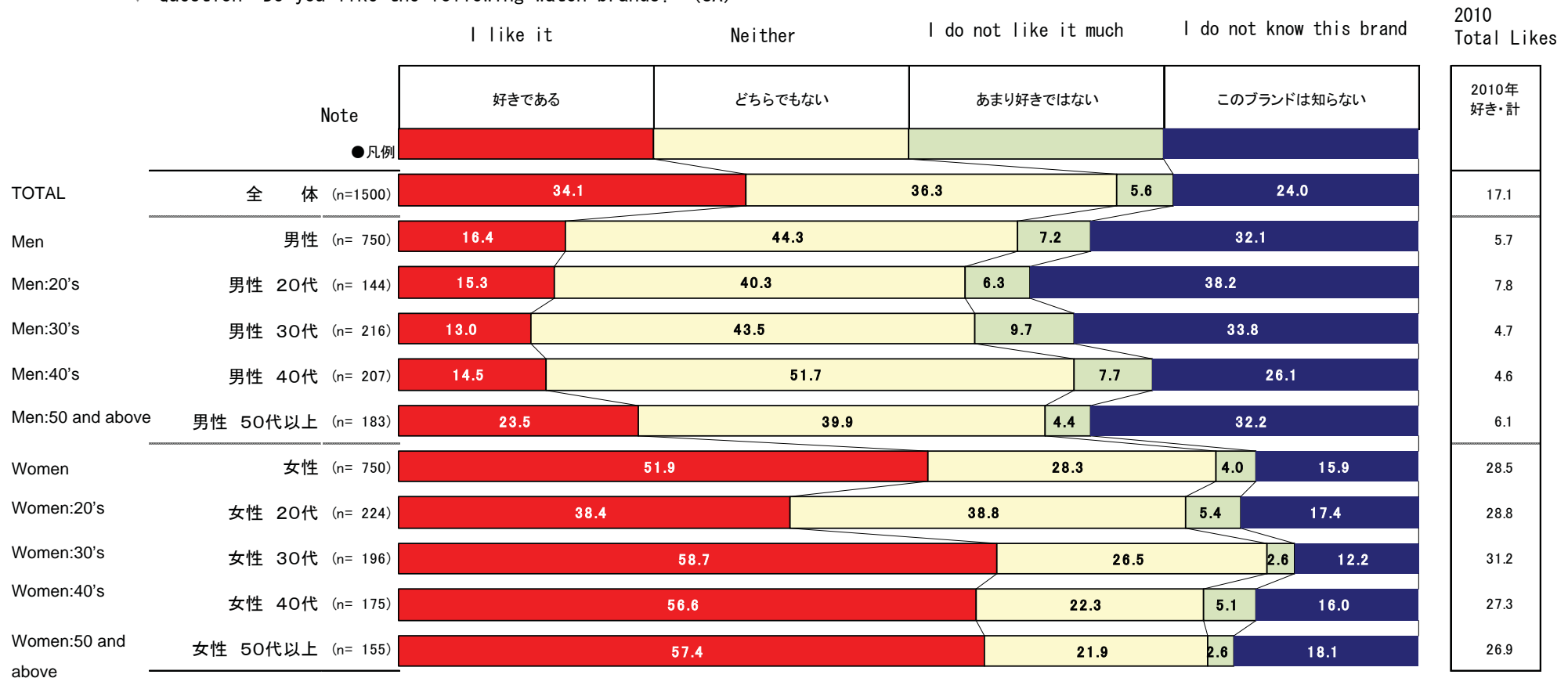




# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

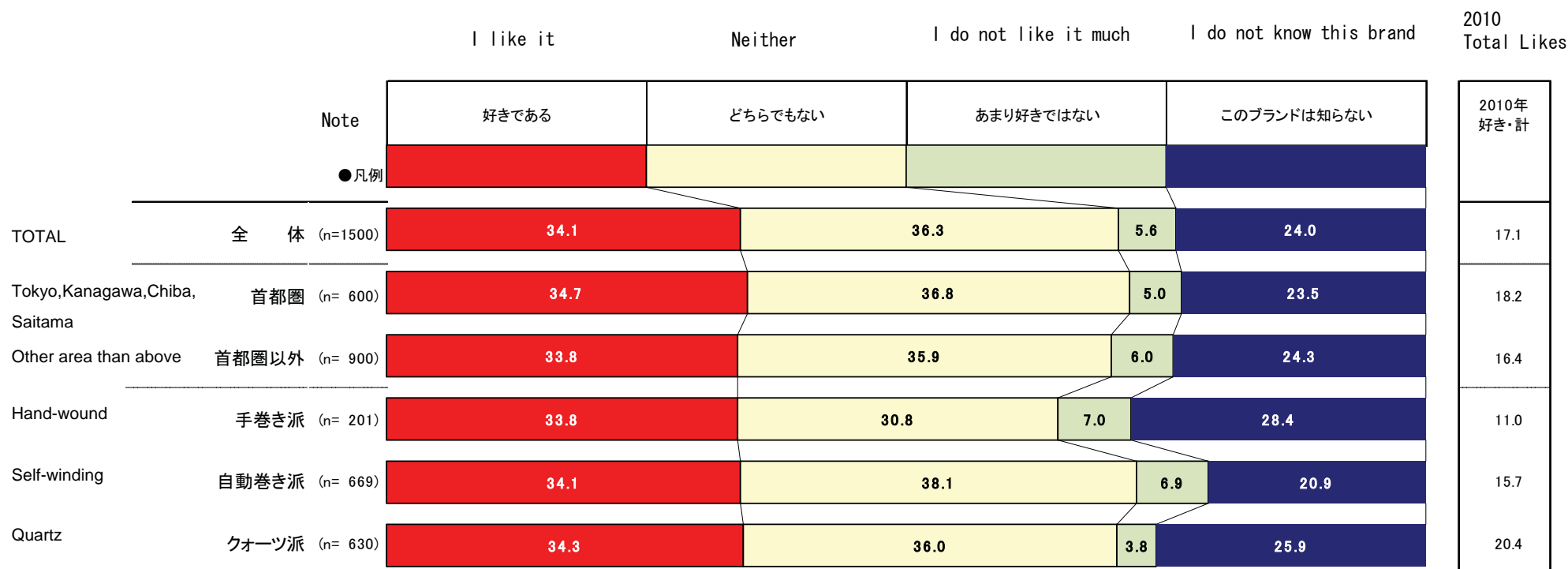
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

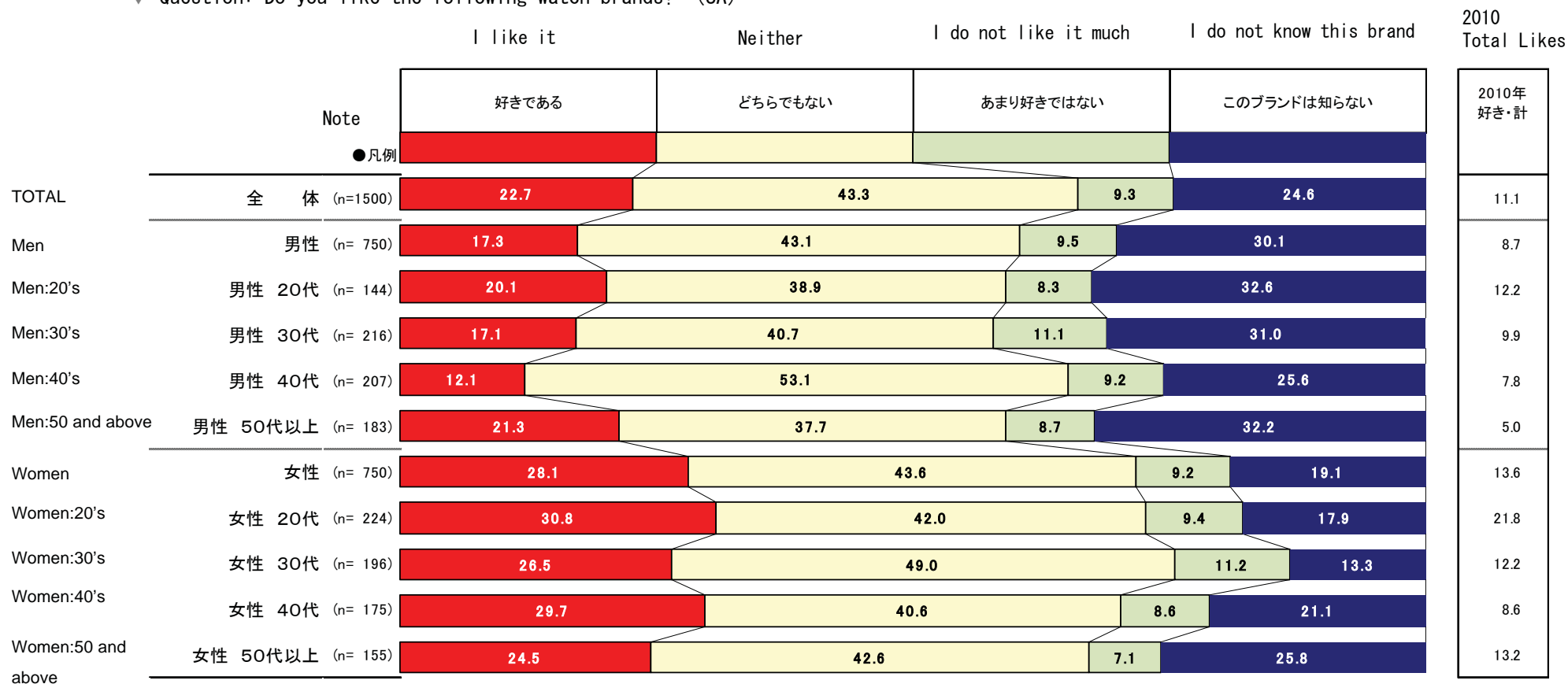
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)

		I like it	Neither	I do not like it much	I do not know this brand	2010 Total 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・計
●凡例						
TOTAL	全 体 (n=1500)	22.7	43.3	9.3	24.6	11.1
Tokyo, Kanagawa, Chiba, Saitama	首都圏 (n= 600)	23.8	42.2	10.0	24.0	11.2
Other area than above	首都圏以外 (n= 900)	22.0	44.1	8.9	25.0	11.1
Hand-wound	手巻き派 (n= 201)	22.9	39.3	13.4	24.4	4.9
Self-winding	自動巻き派 (n= 669)	20.8	43.6	12.1	23.5	11.2
Quartz	クォーツ派 (n= 630)	24.8	44.3	5.1	25.9	12.7

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

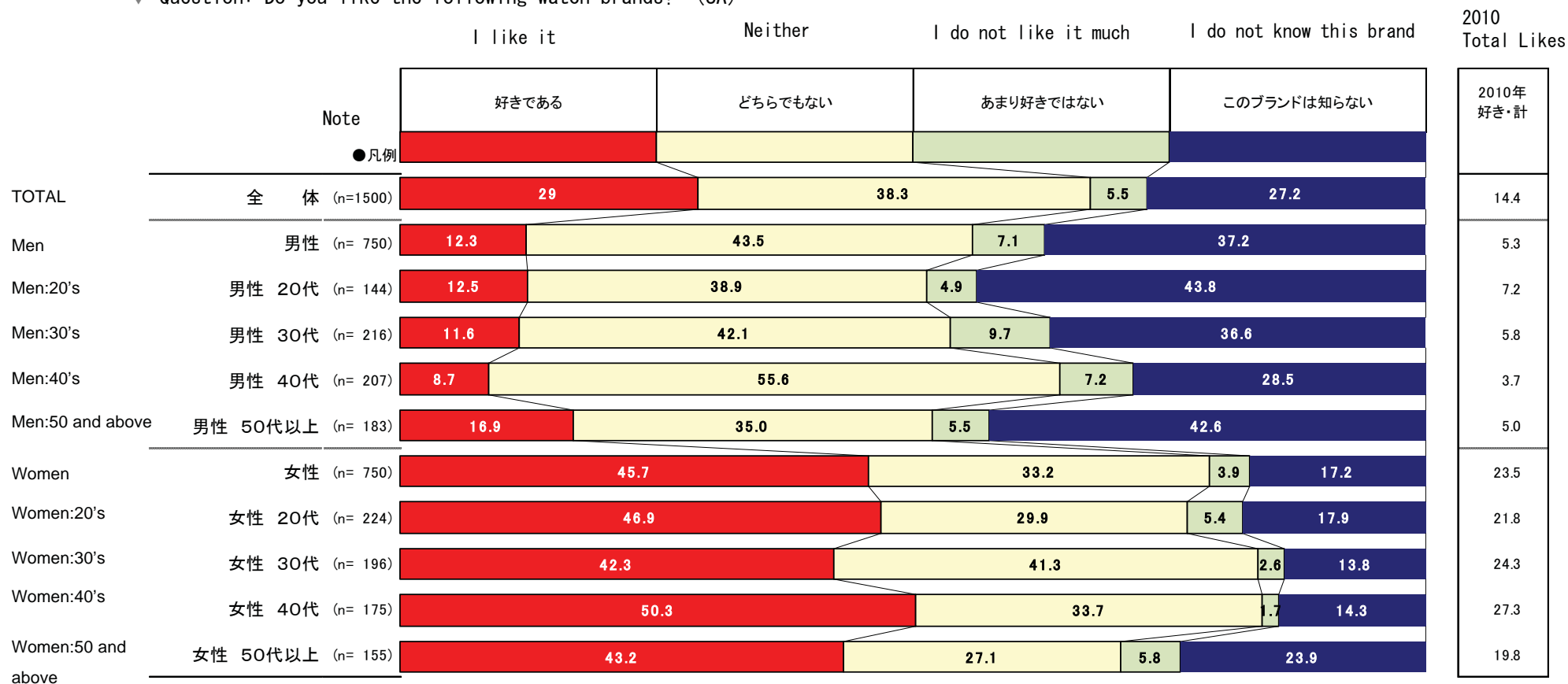
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

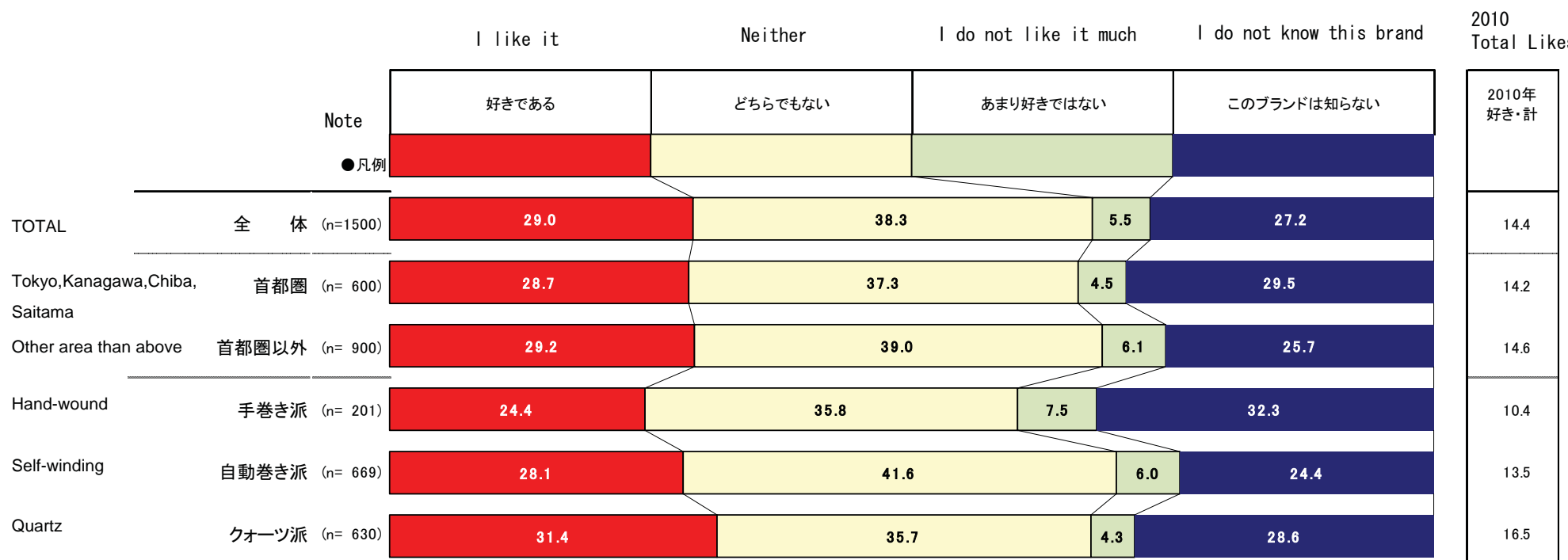
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

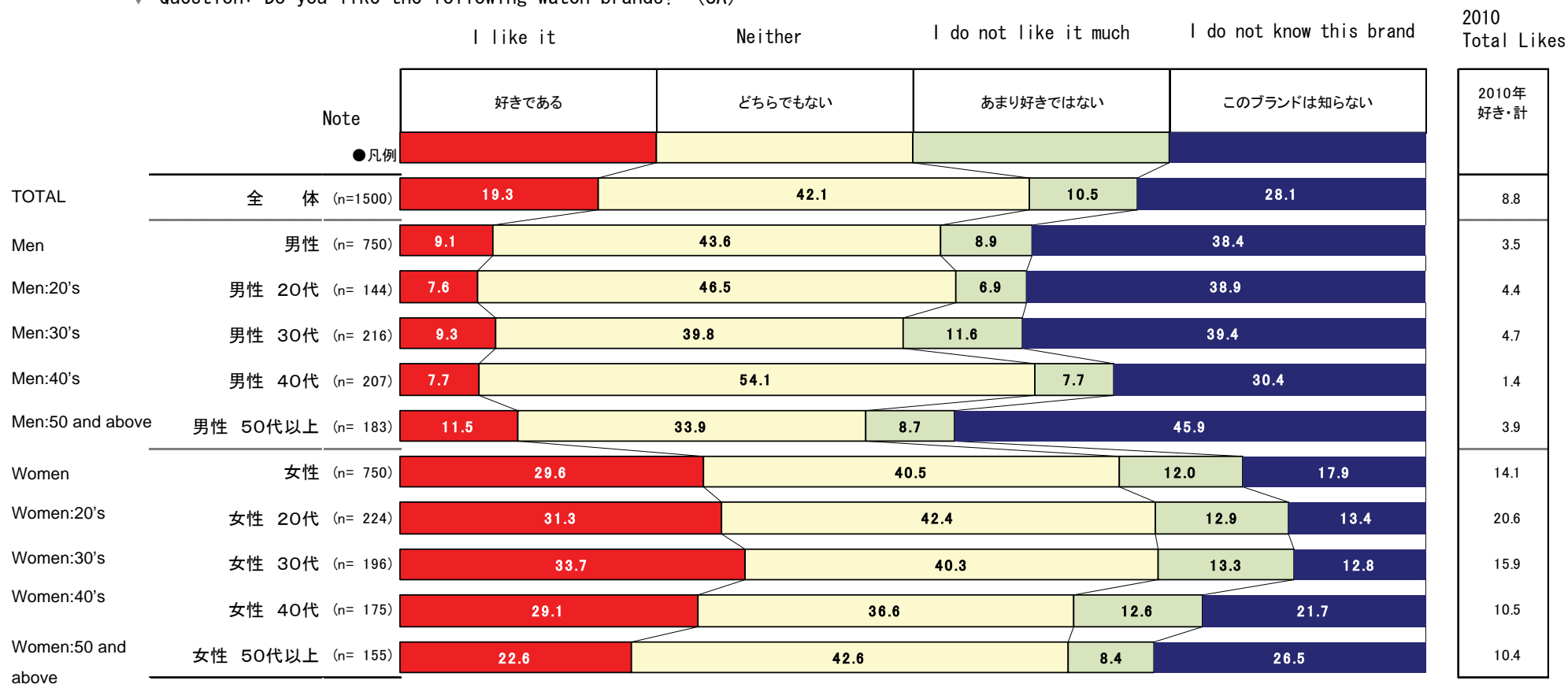
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

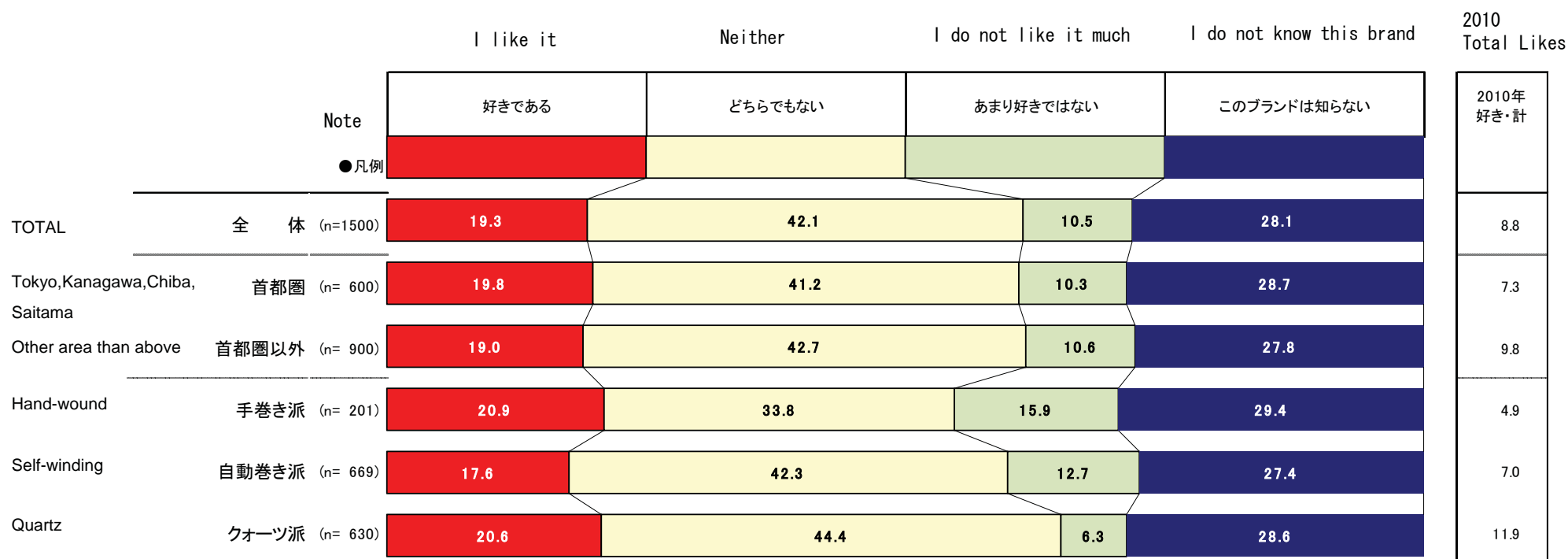
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).

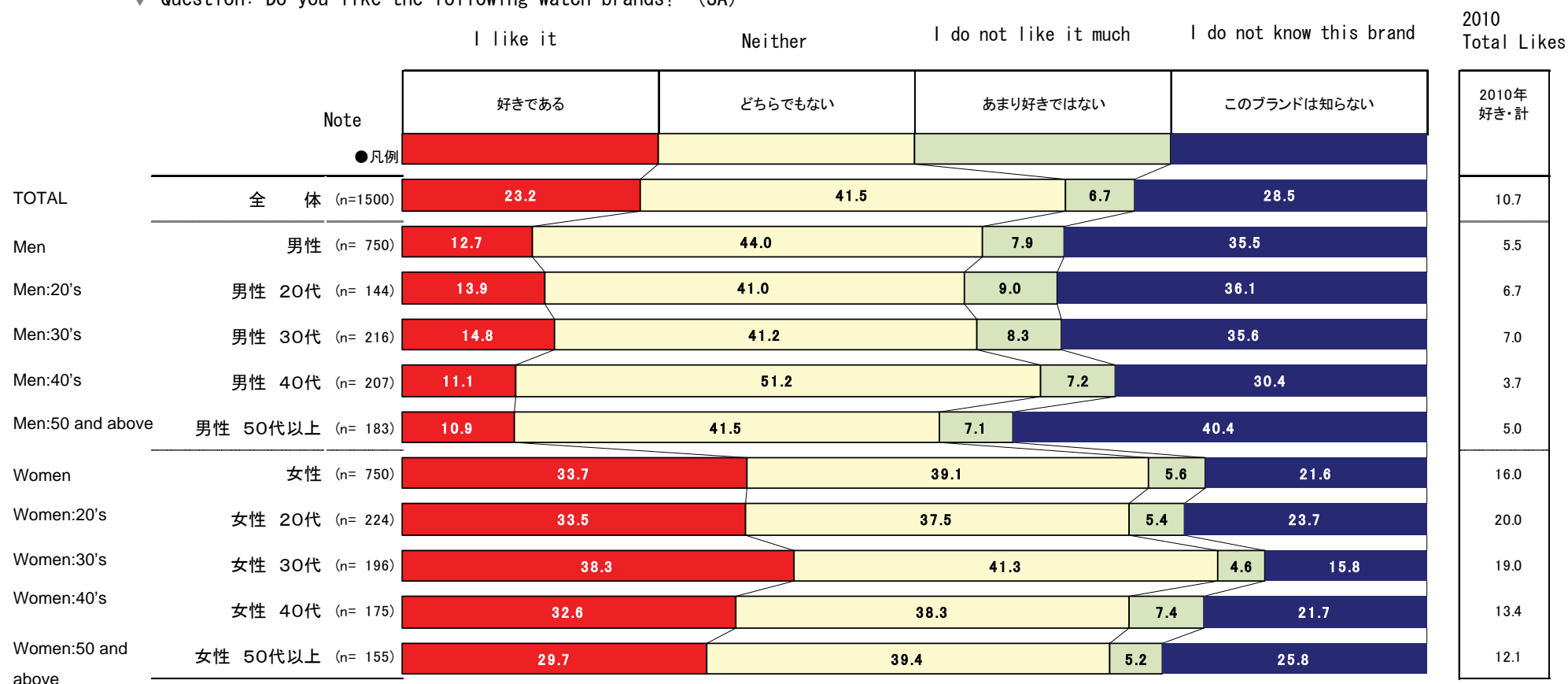




# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)

		I like it	Neither	I do not like it much	I do not know this brand	2010 Total 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・計
●凡例						
TOTAL	全 体 (n=1500)	23.2	41.5	6.7	28.5	10.7
Tokyo, Kanagawa, Chiba, Saitama	首都圏 (n= 600)	23.2	42.0	6.3	28.5	10.8
Other area than above	首都圏以外 (n= 900)	23.2	41.2	7.0	28.6	10.7
Hand-wound	手巻き派 (n= 201)	22.9	35.3	7.5	34.3	8.5
Self-winding	自動巻き派 (n= 669)	22.6	43.6	7.8	26.0	10.5
Quartz	クォーツ派 (n= 630)	24.0	41.3	5.4	29.4	11.5

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

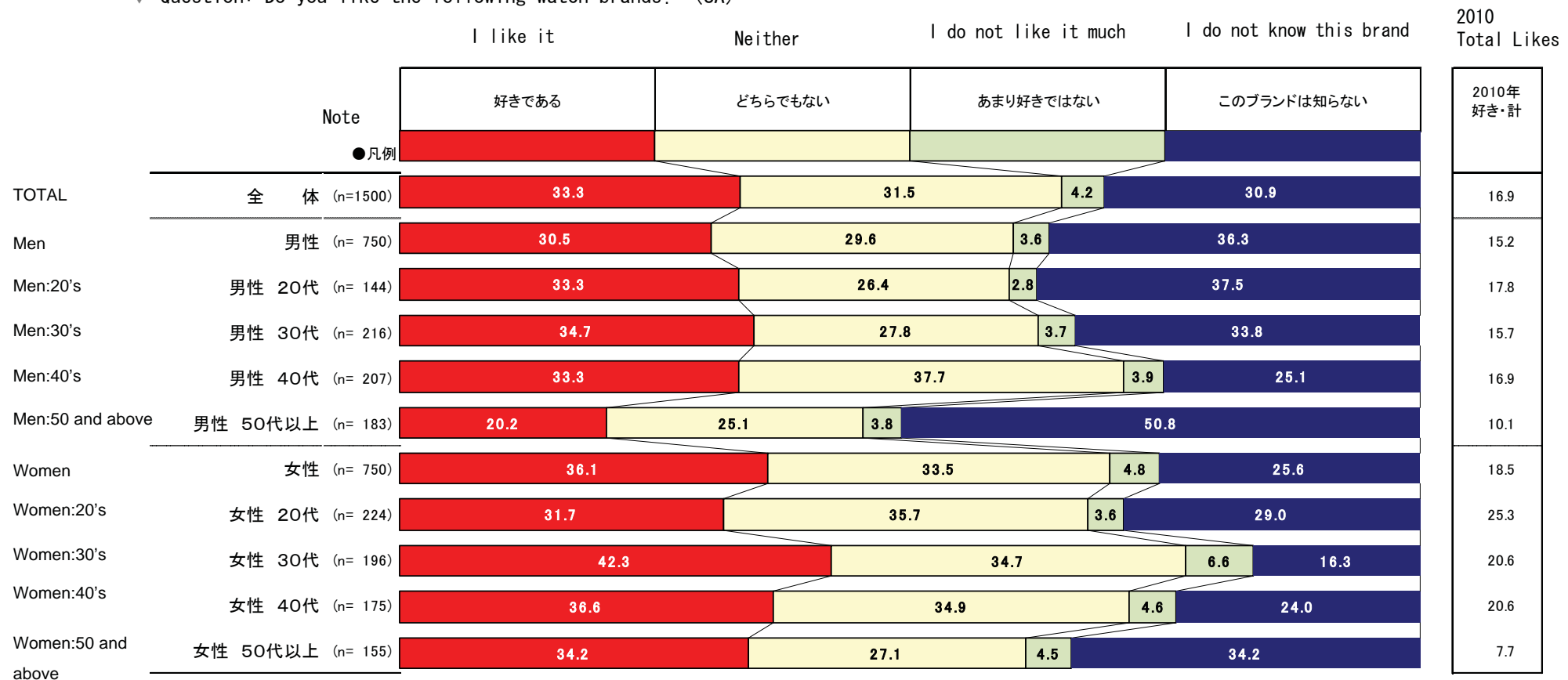
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

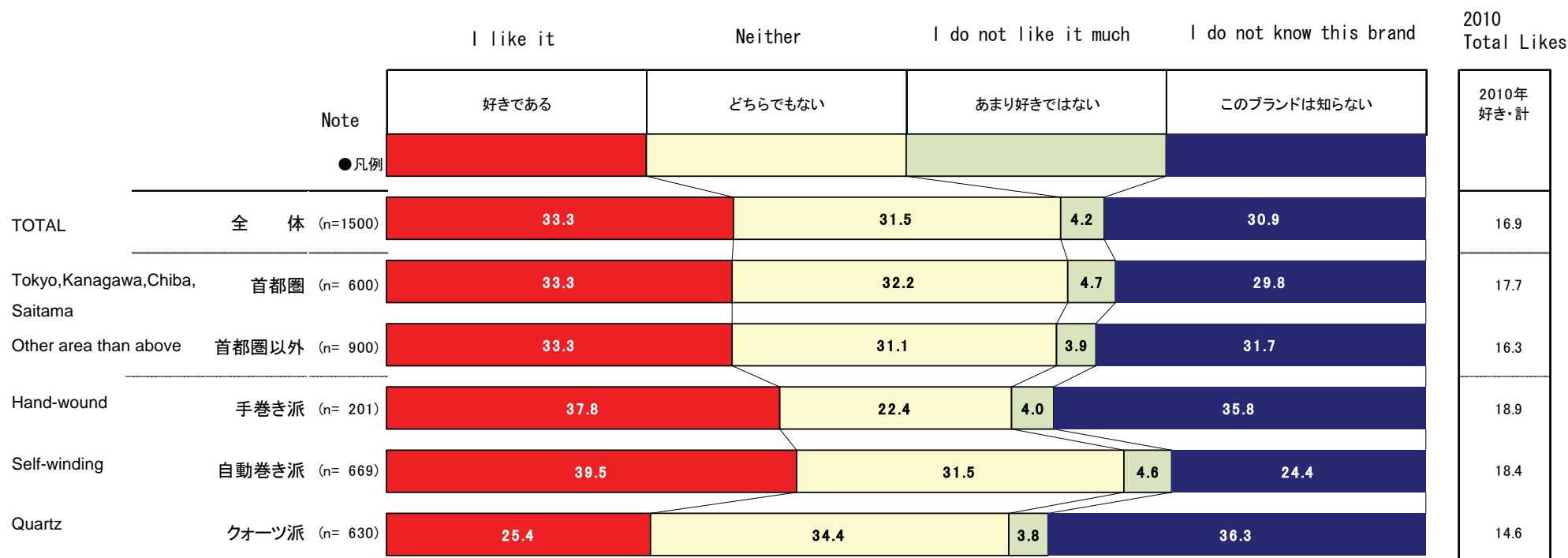
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

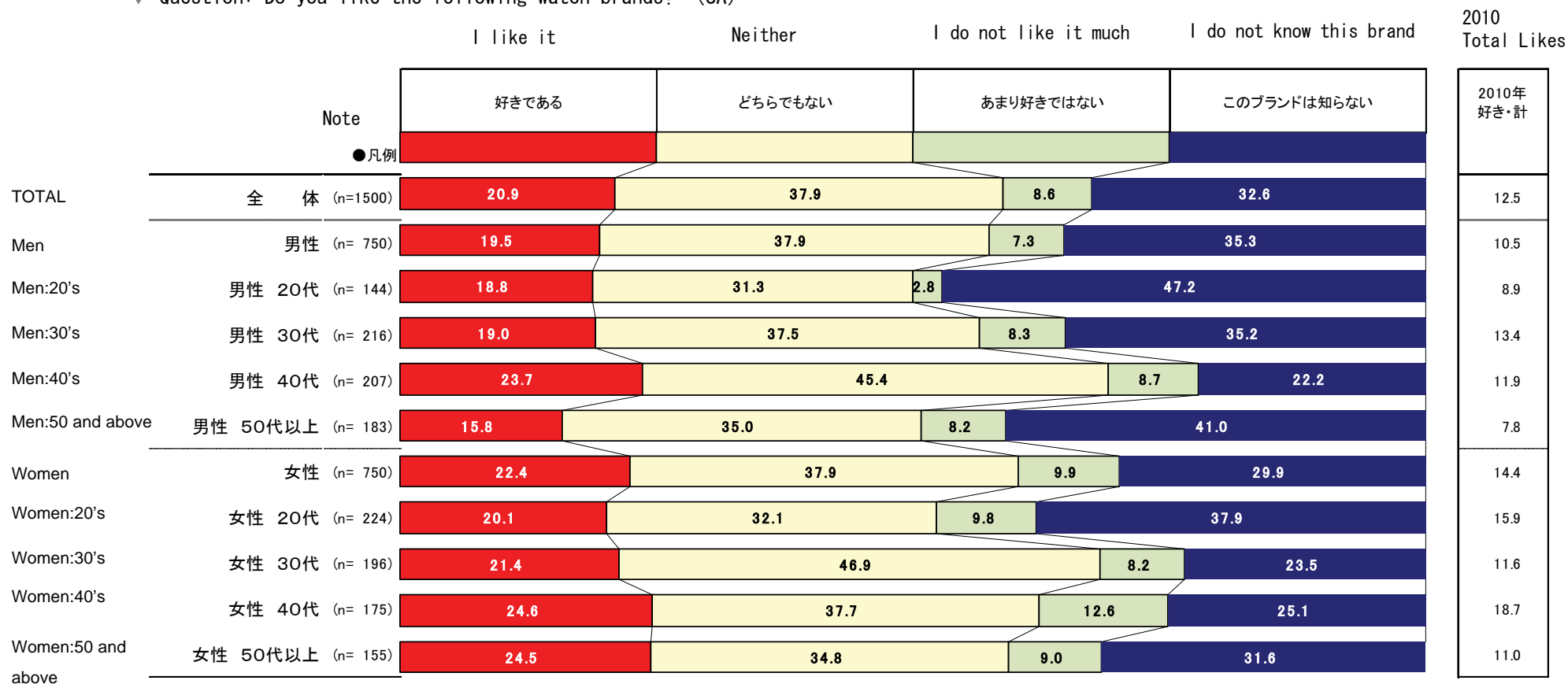
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

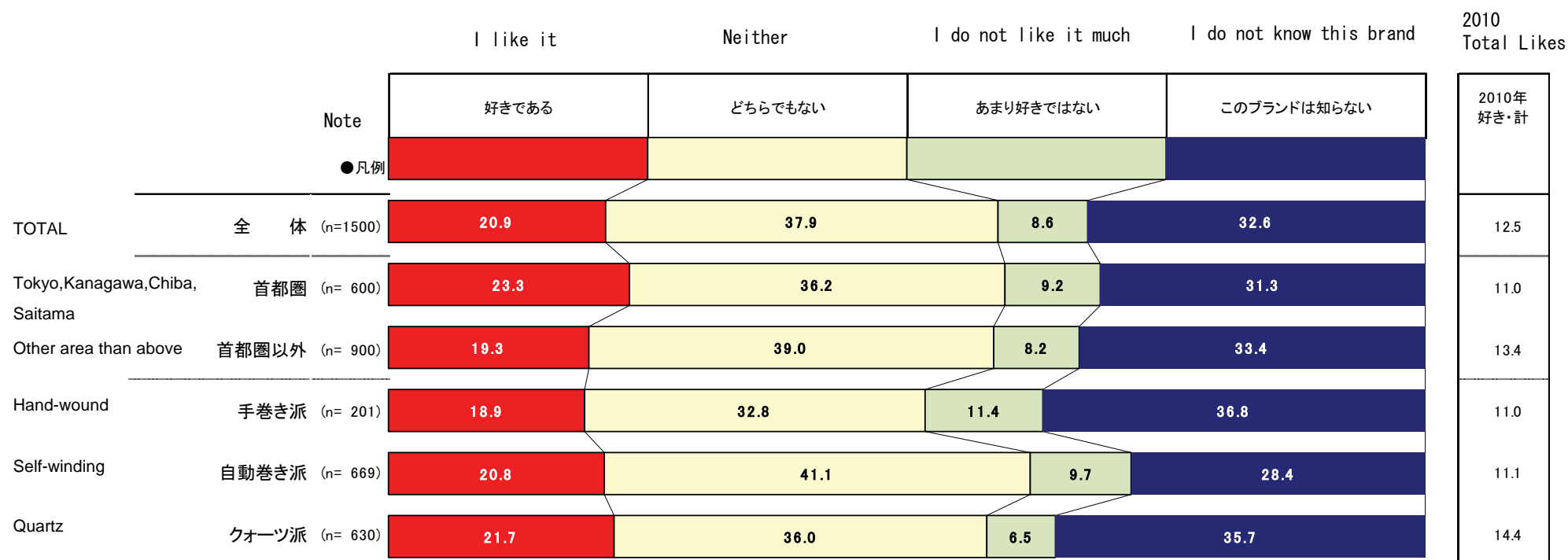
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

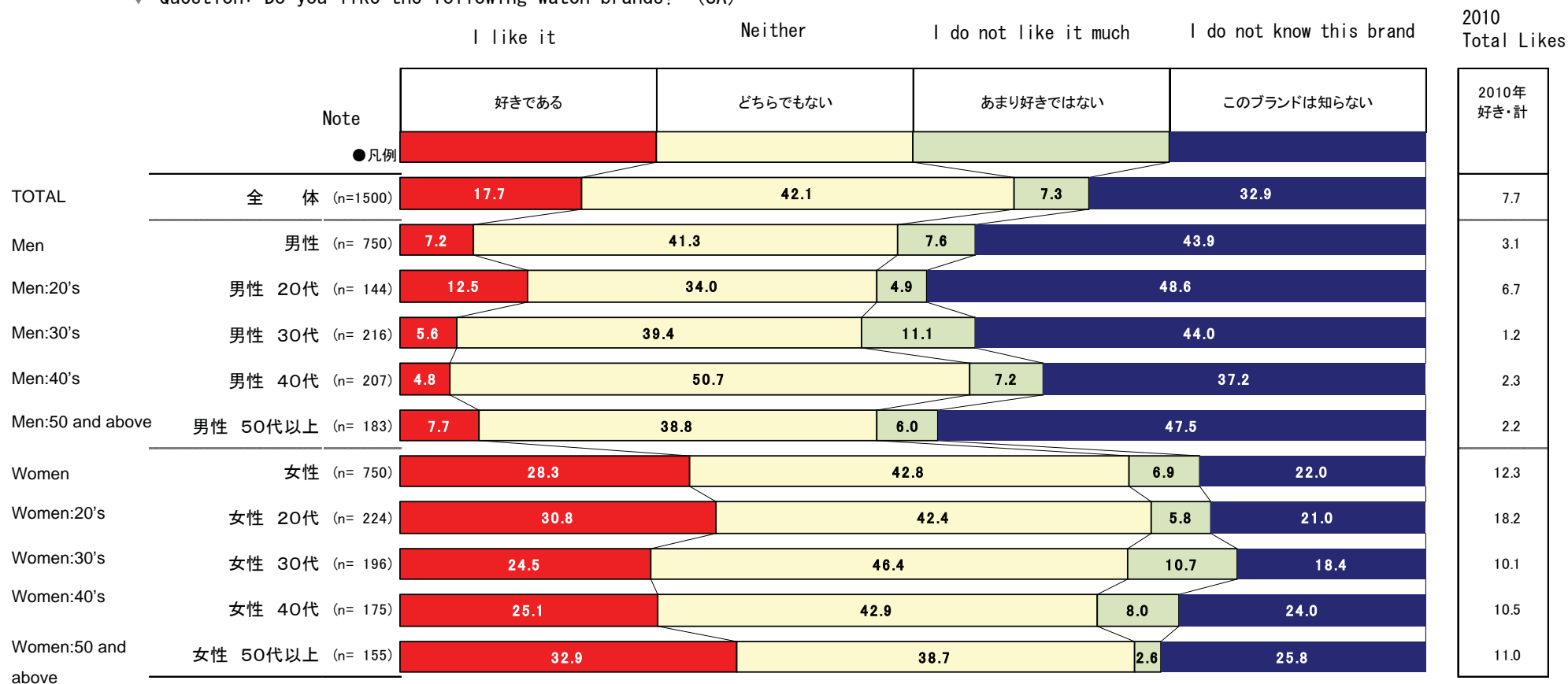
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

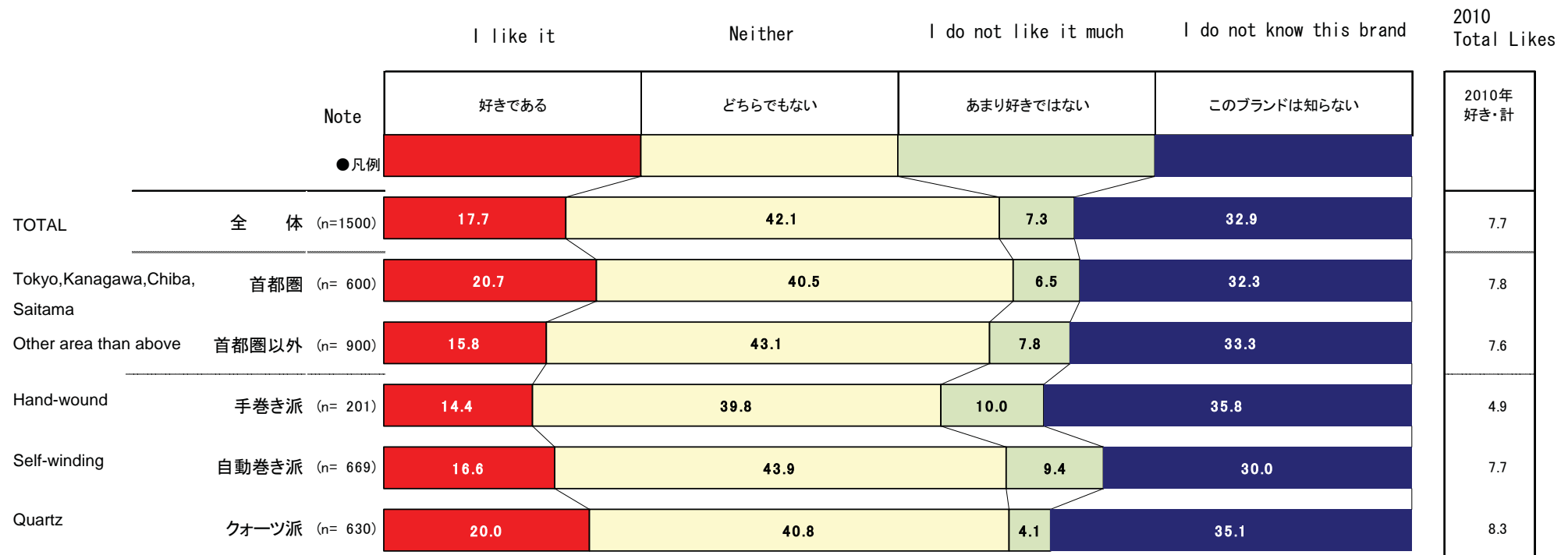
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).

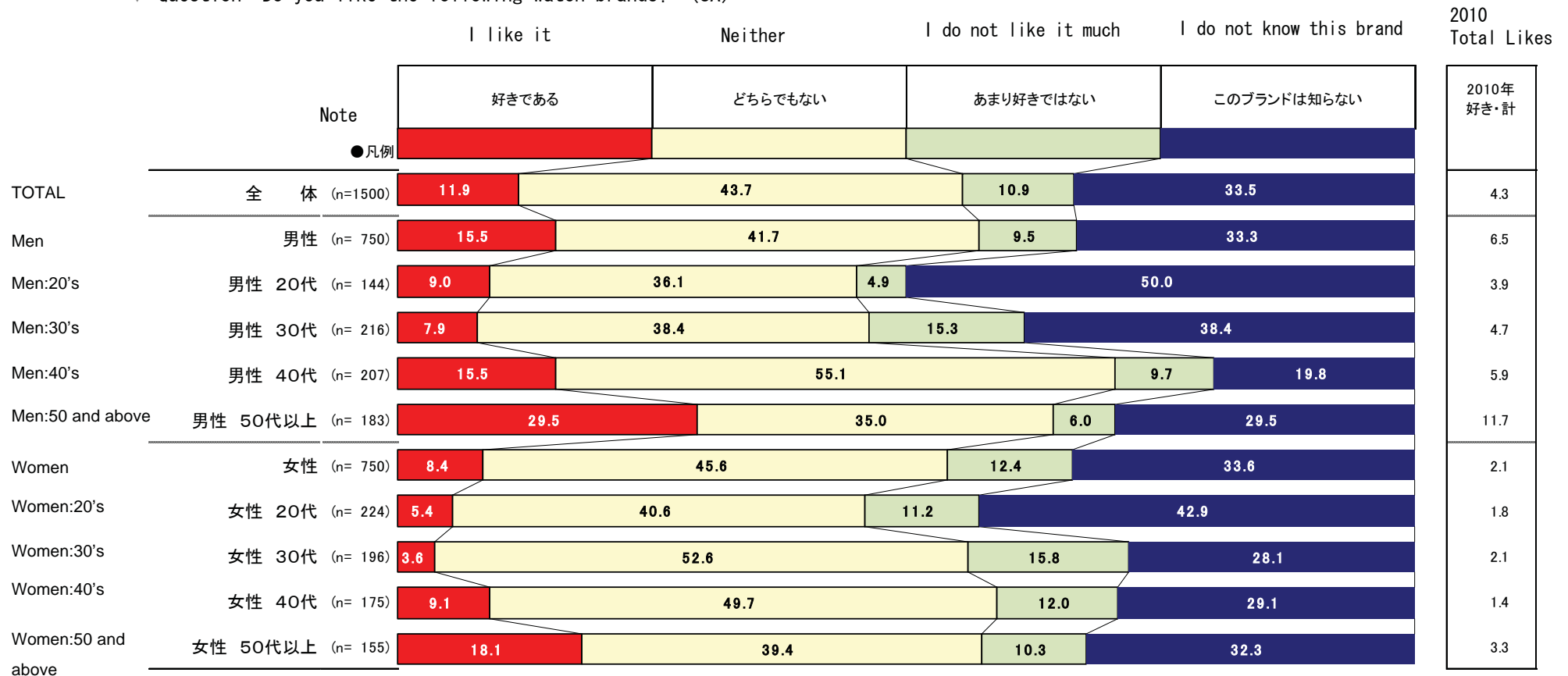




# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

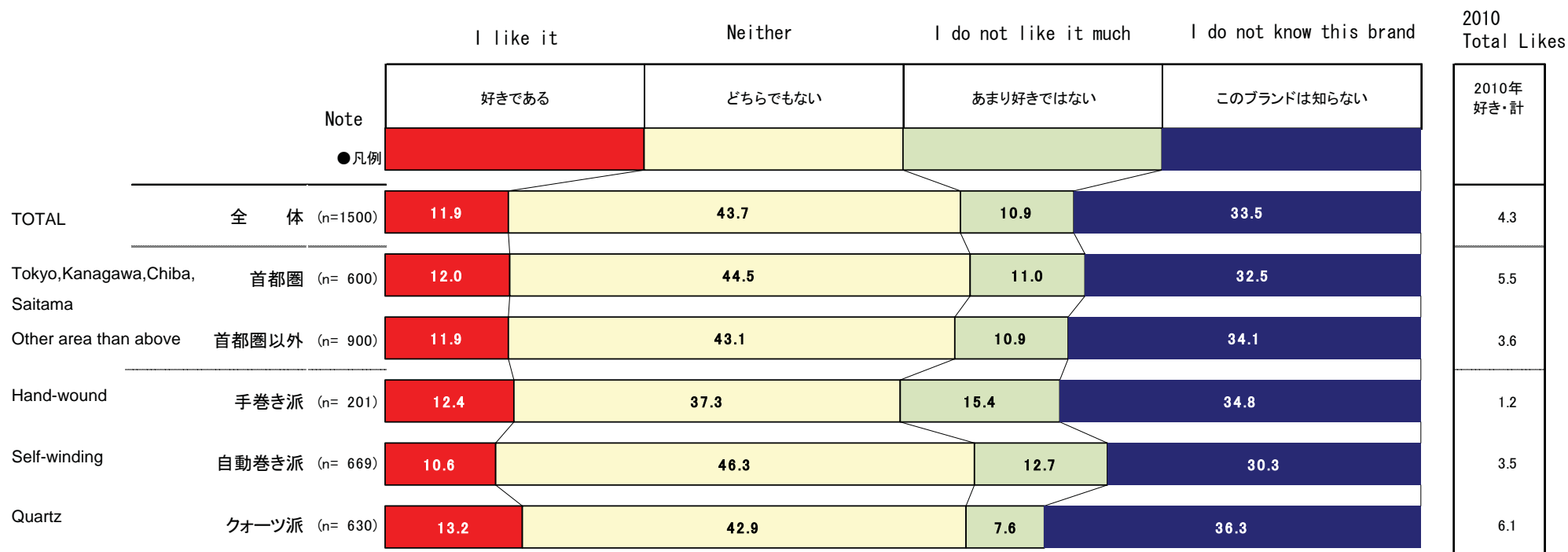
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

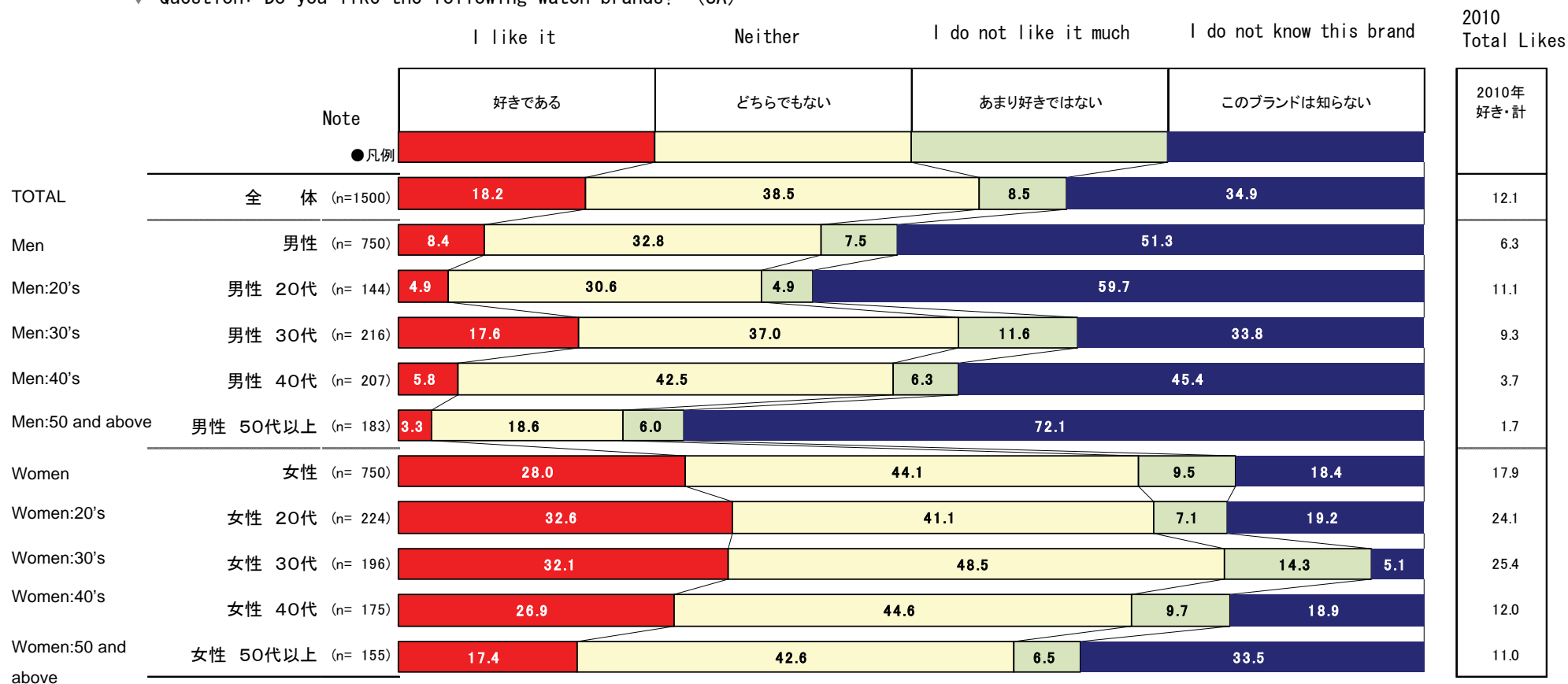
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## 19 : agnes. b. (1/2) by gender/age

▼ Question: Do you like the following watch brands? (SA)



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

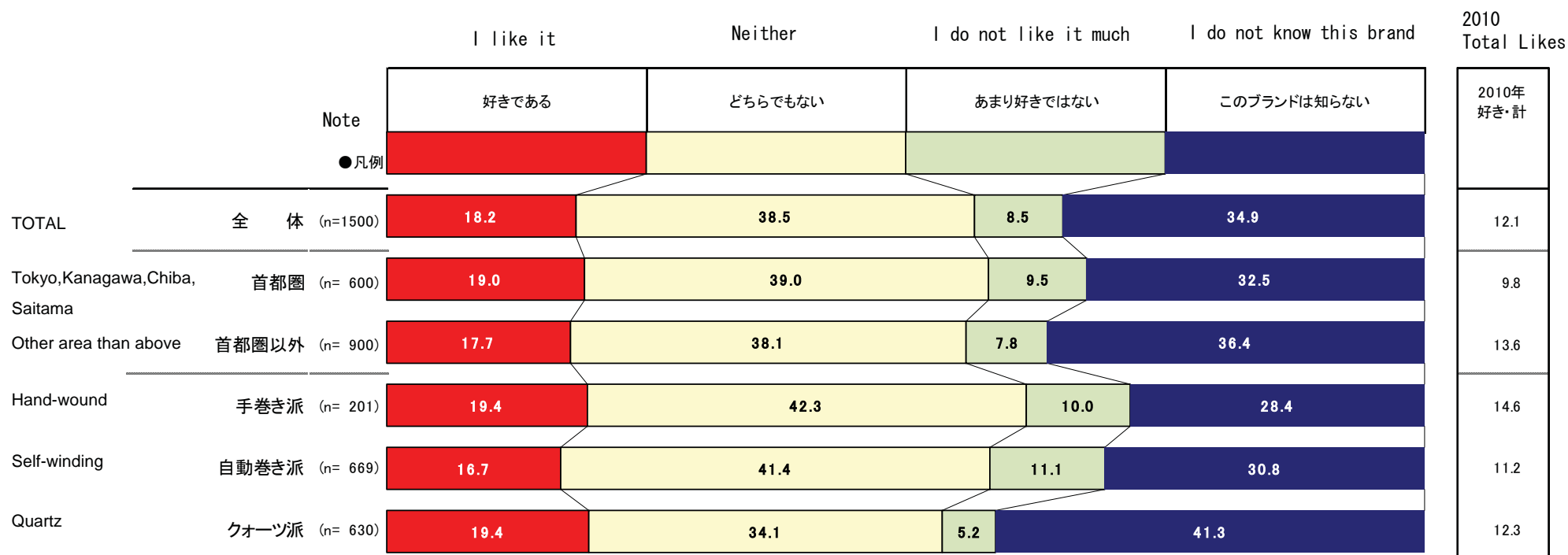
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

19 : agnes. b. (2/2) by region, and by watch movement preference

▼ Question: Do you like the following watch brands? (SA)



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

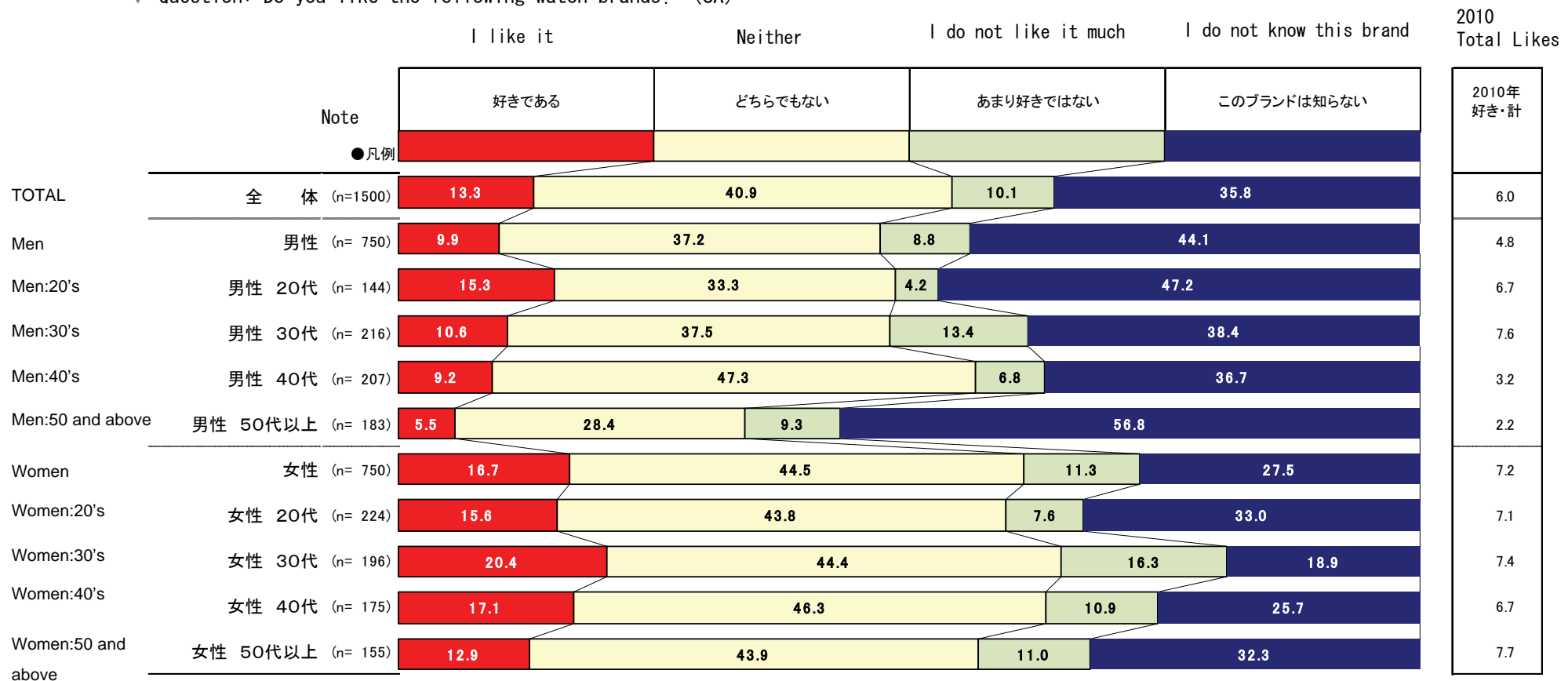
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## 20 : ck CALVIN KLEIN (1/2) by gender/age

▼ Question: Do you like the following watch brands? (SA)



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

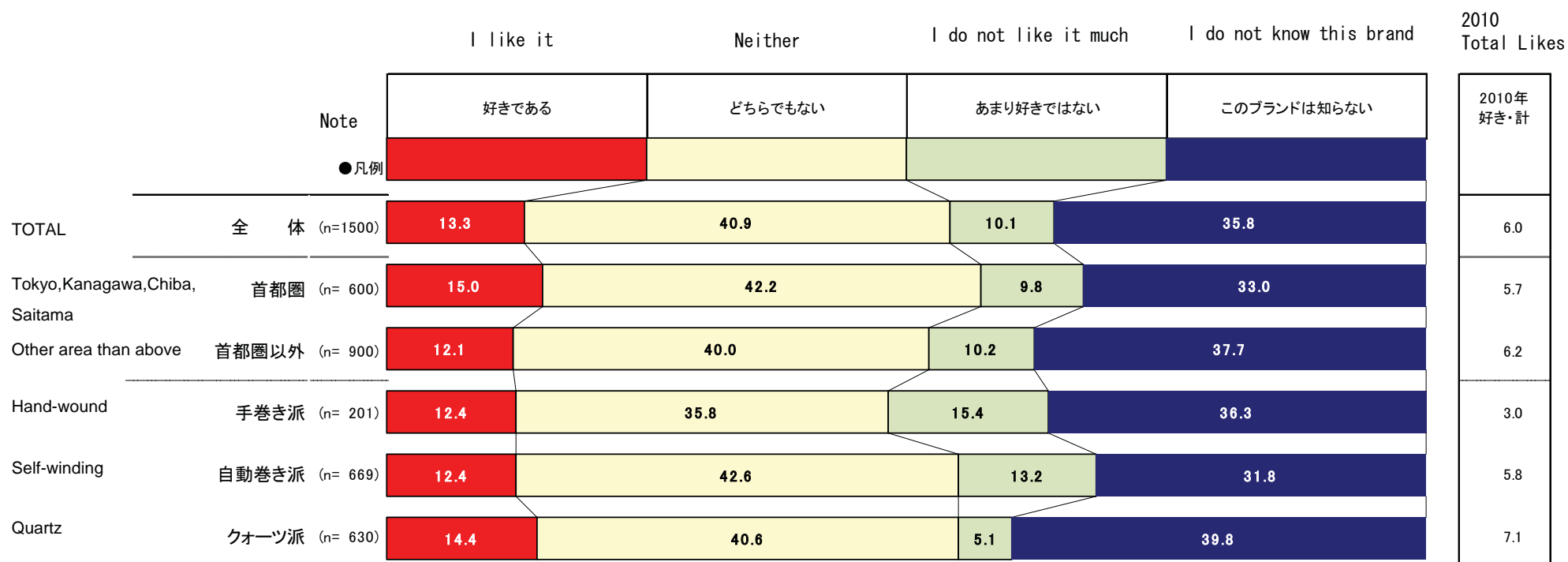
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

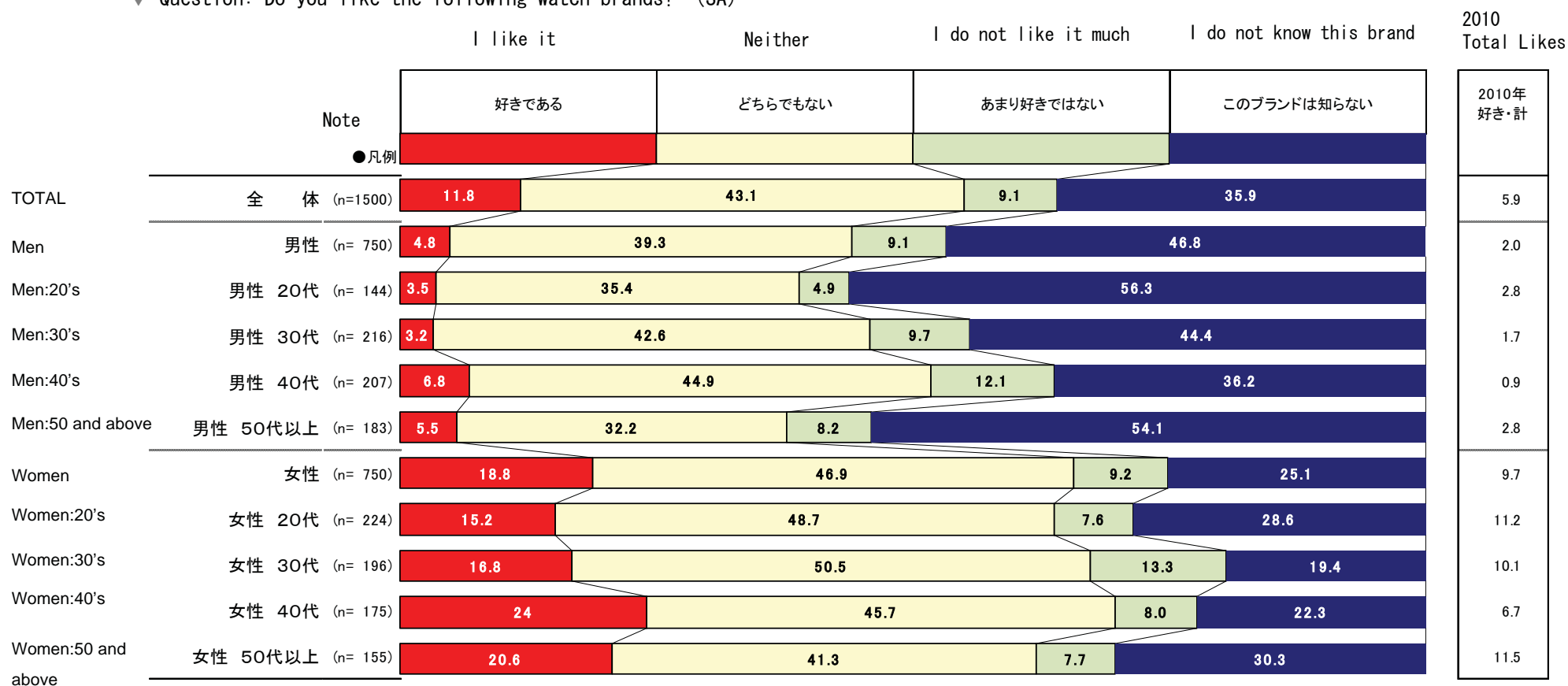
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

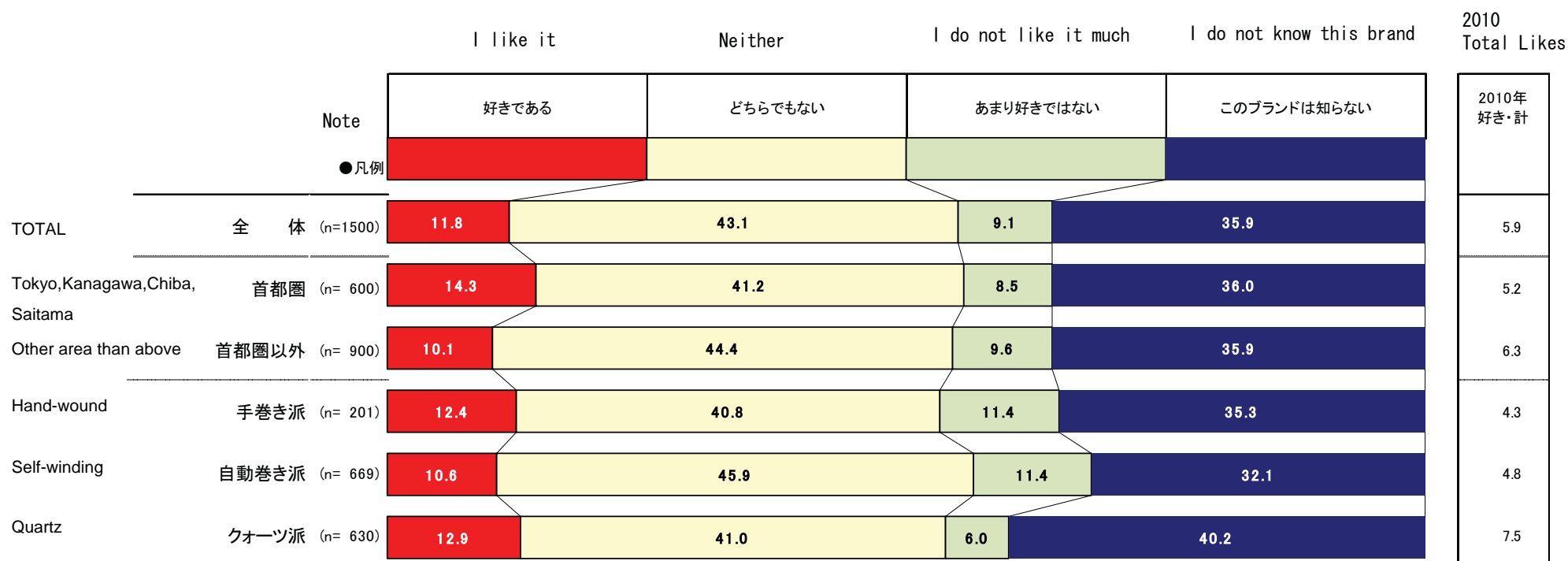
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).

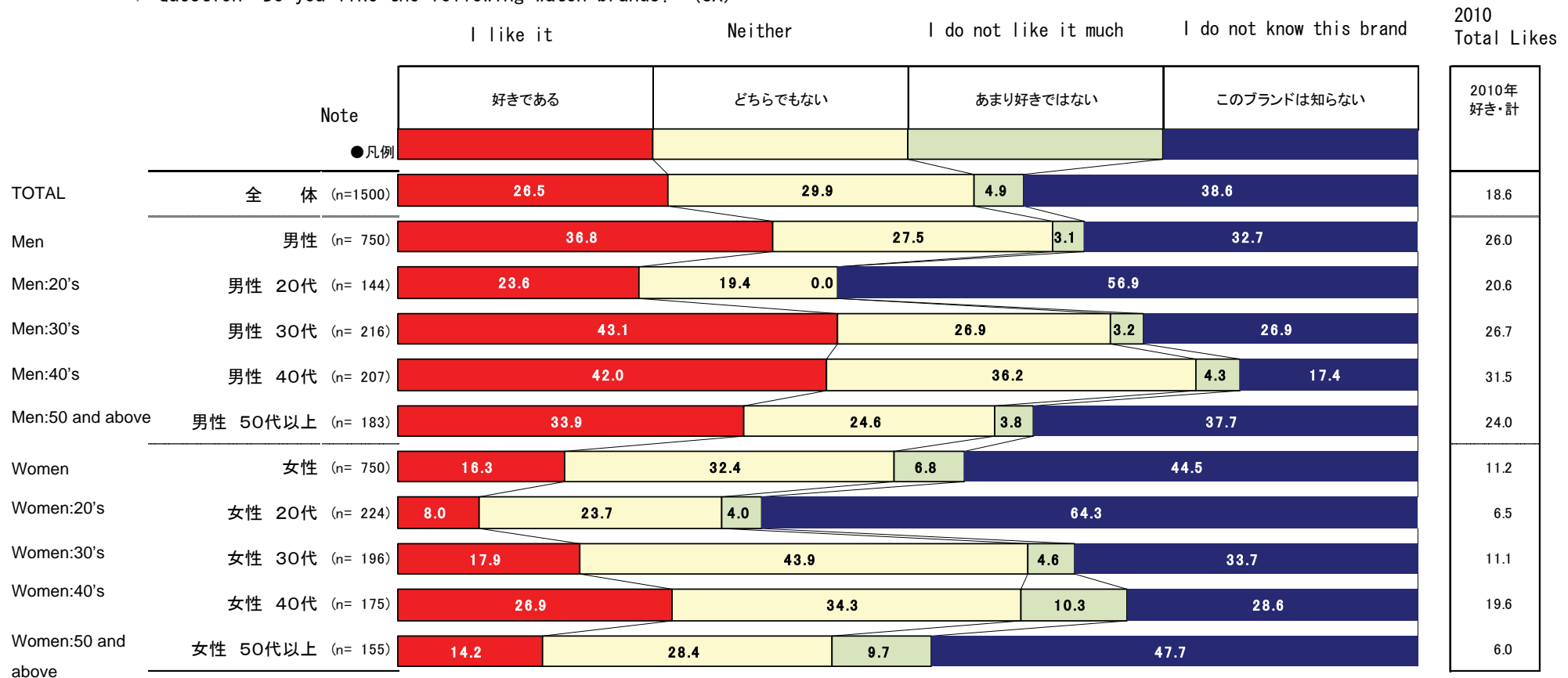




# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

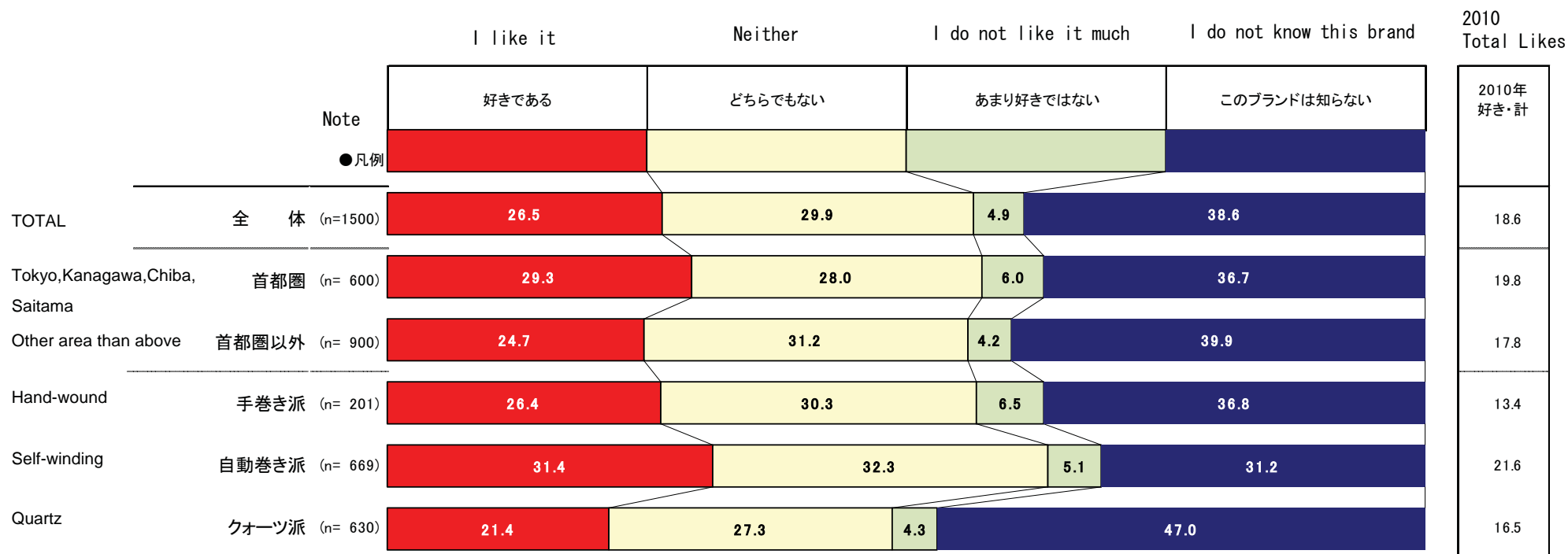
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

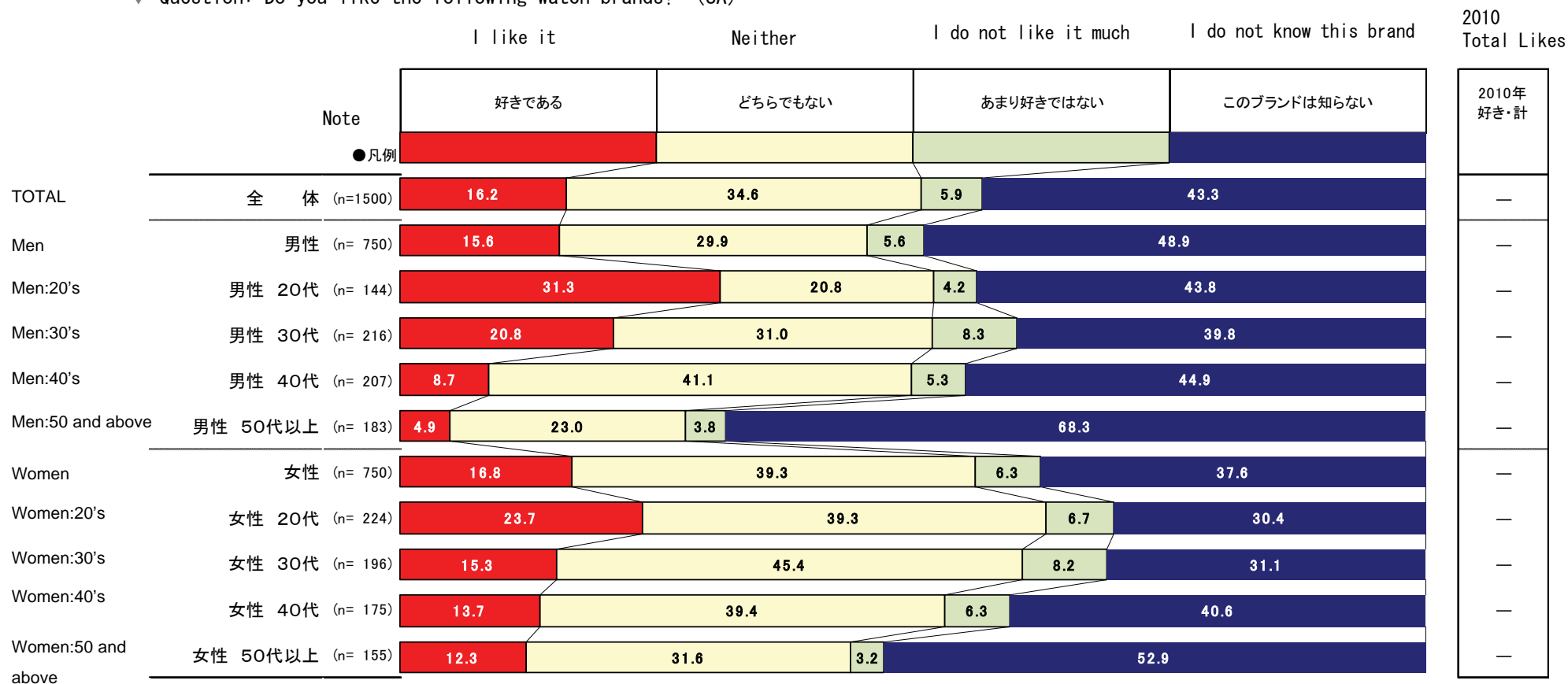
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## 23 : Paul Smith (1/2) by gender/age

▼ Question: Do you like the following watch brands? (SA)



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

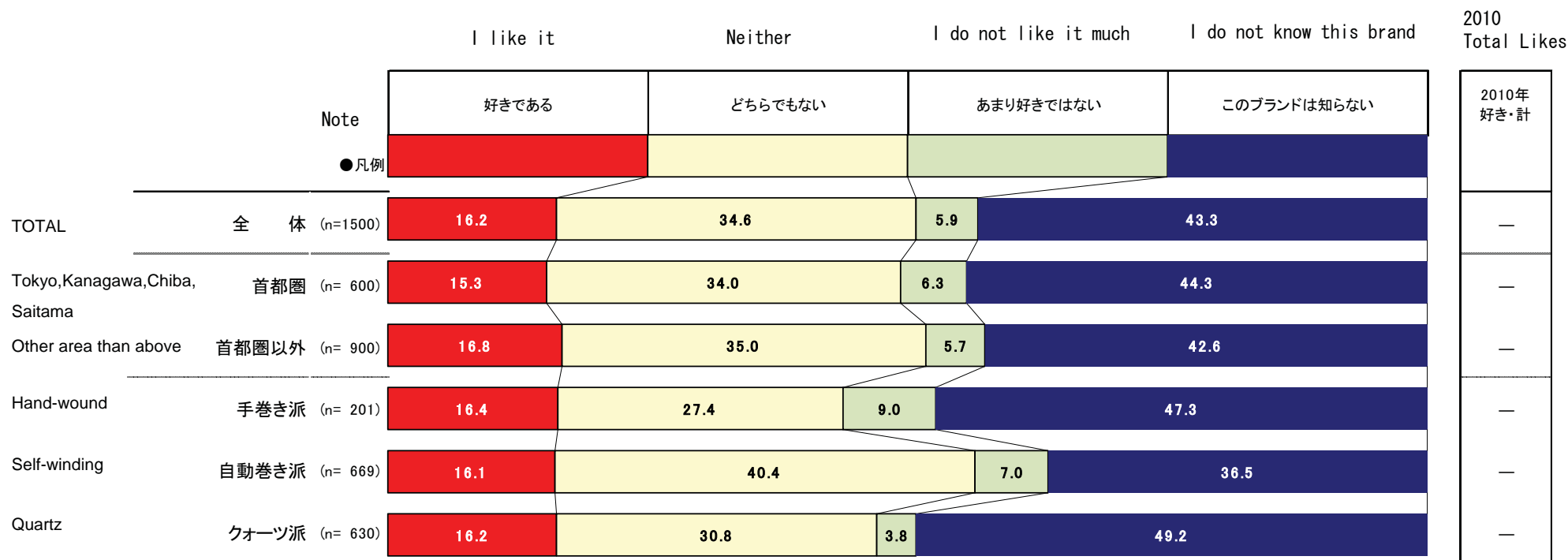
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

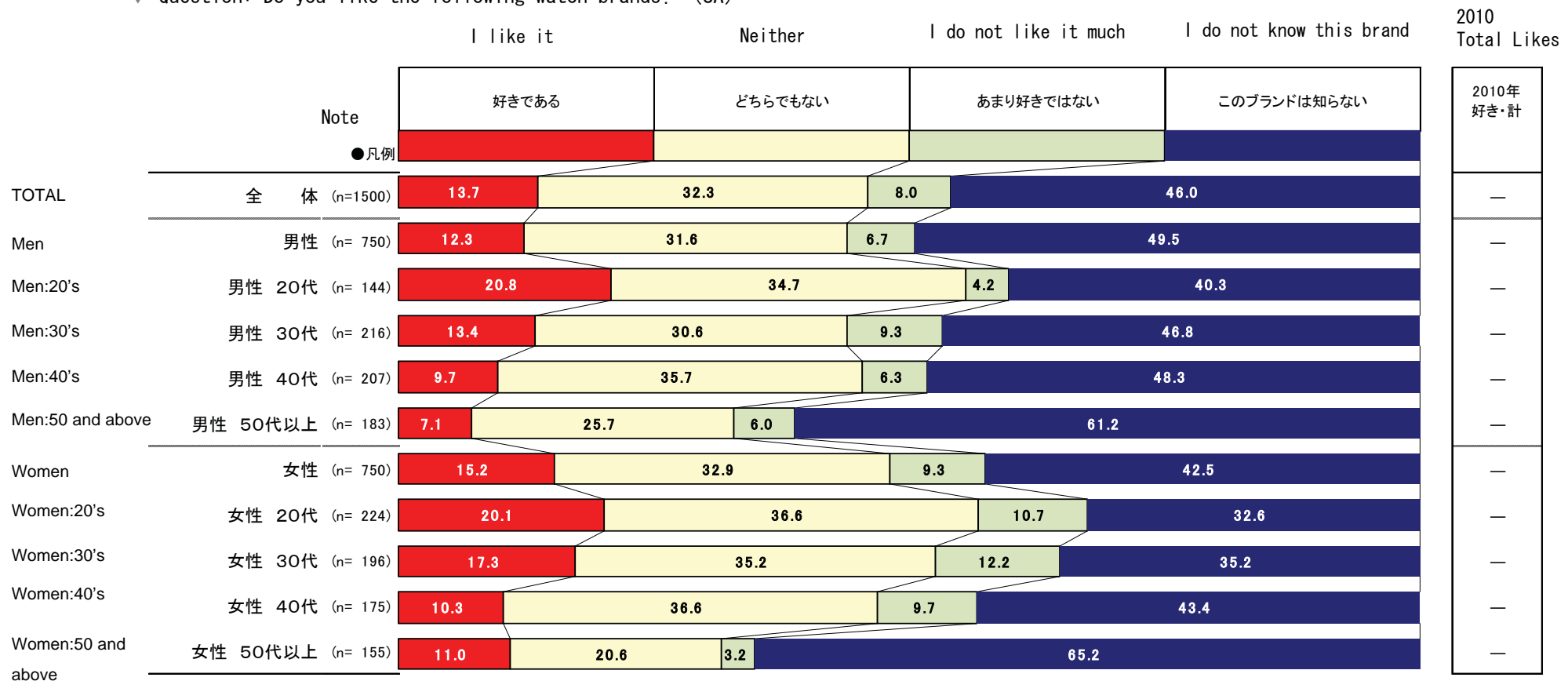
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

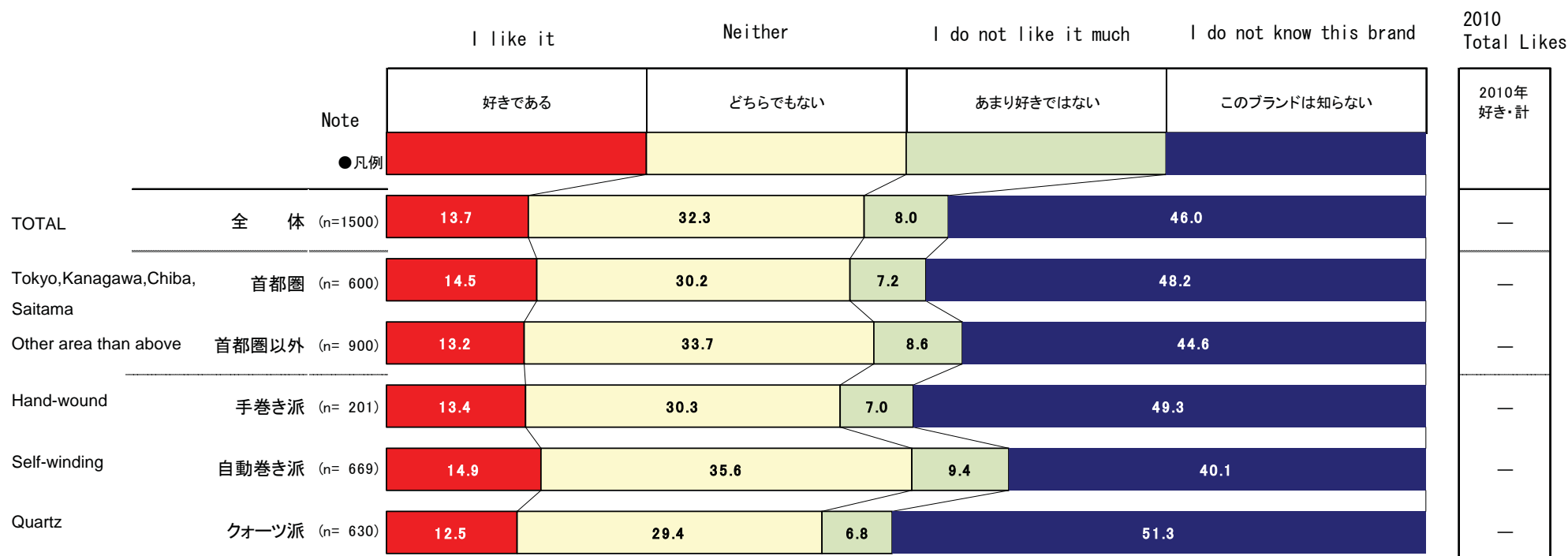
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

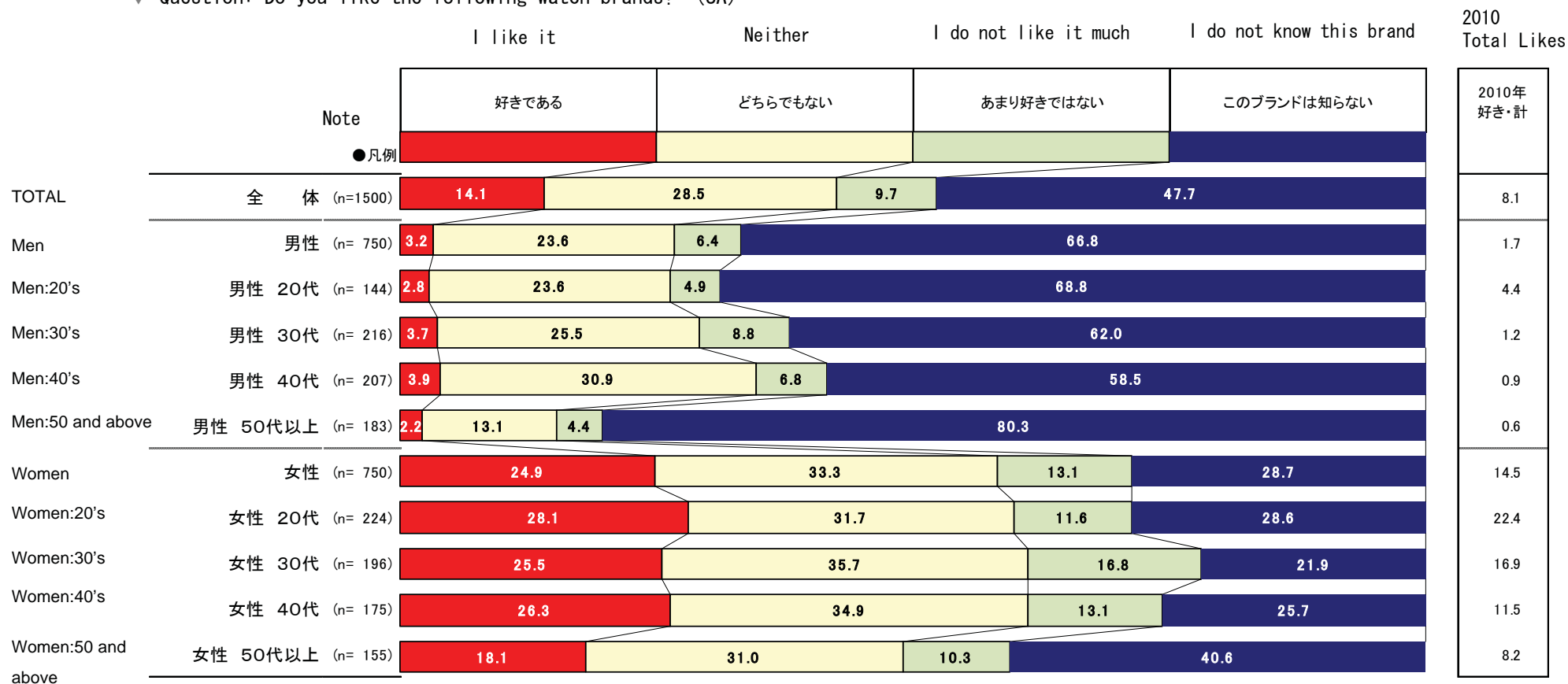
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## 25 : FOLLI FOLLIE (1/2) by gender/age

▼ Question: Do you like the following watch brands? (SA)



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

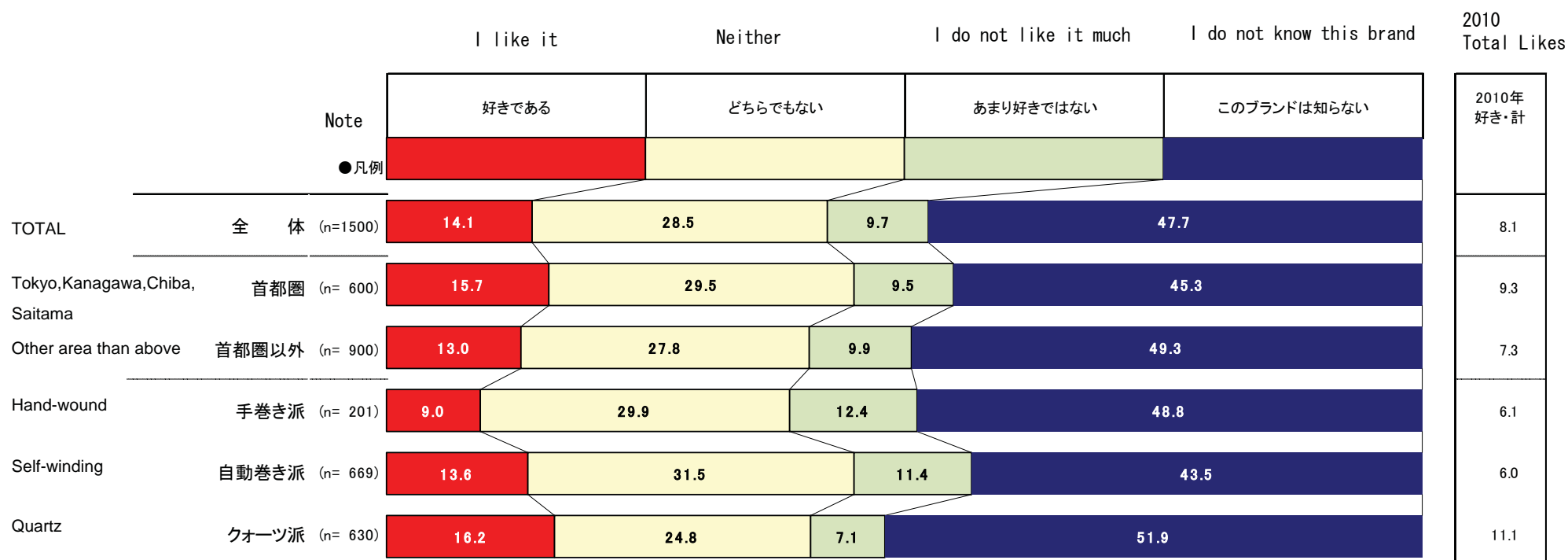
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).

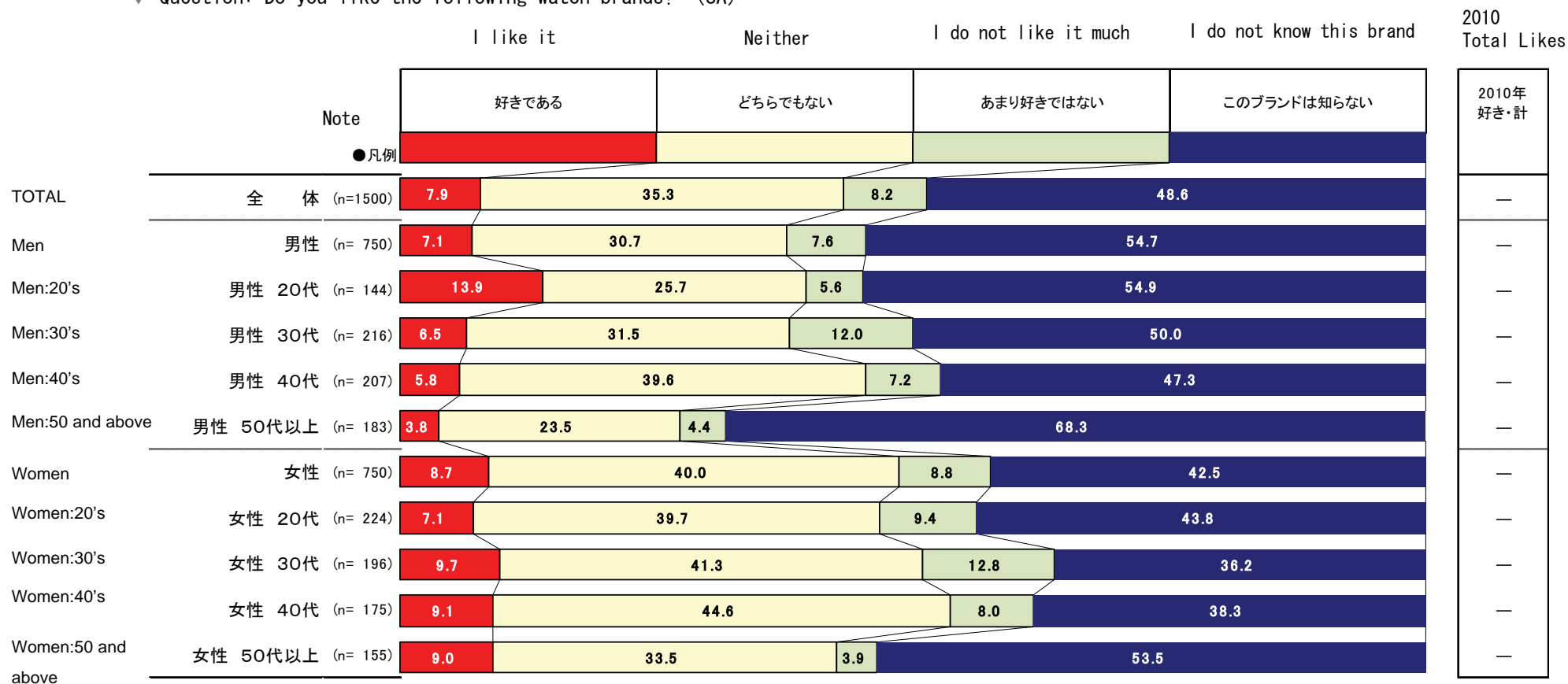




# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## 26 : EMPORIO ARMANI (1/2) by gender/age

▼ Question: Do you like the following watch brands? (SA)



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

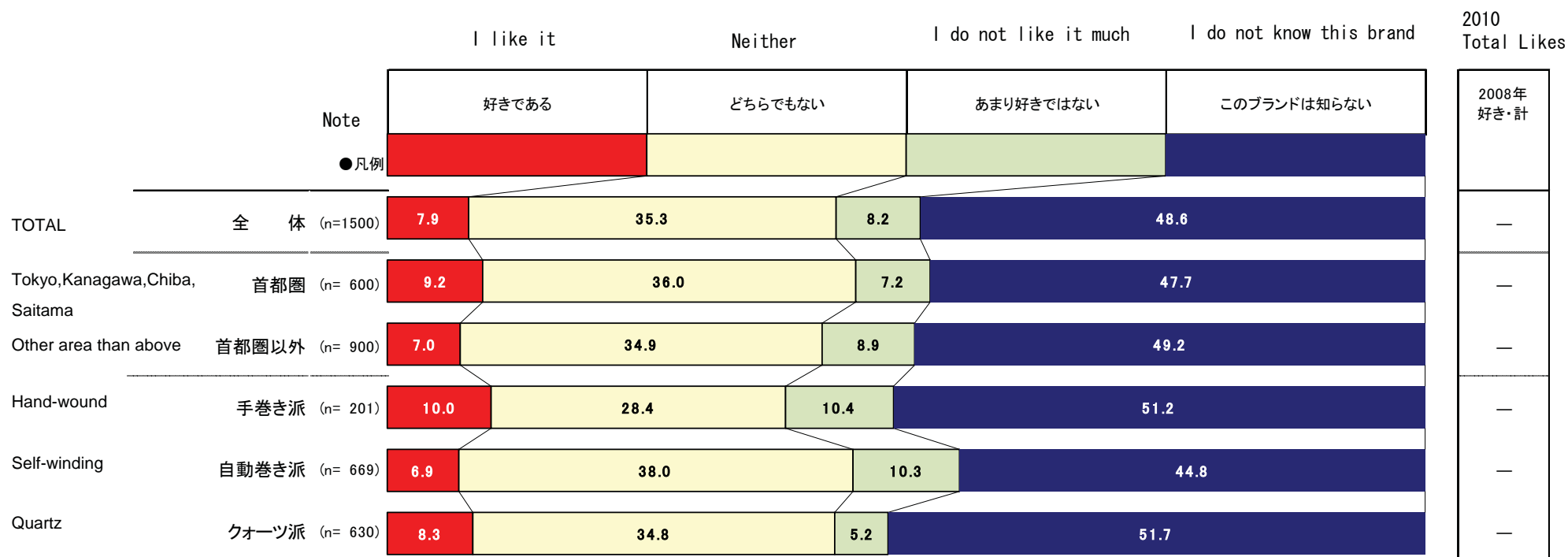
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

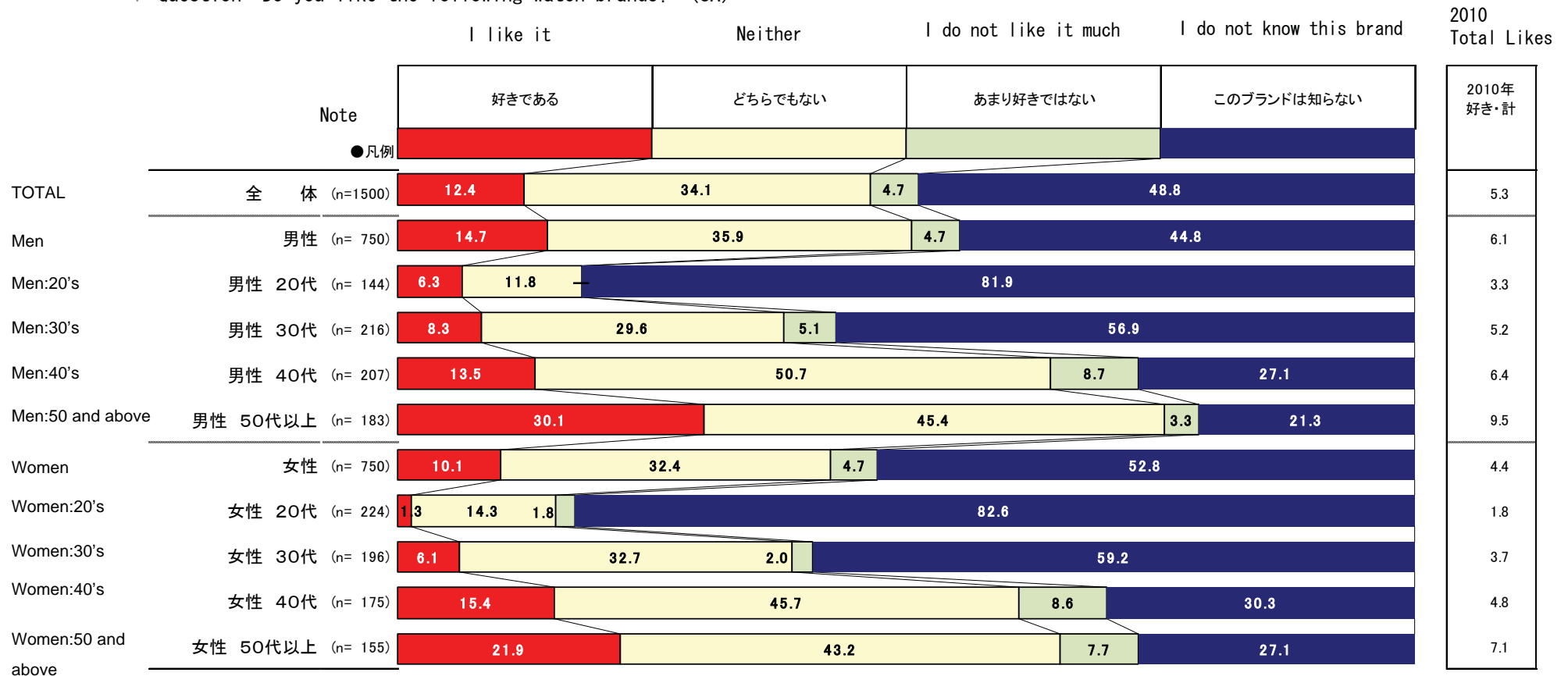
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

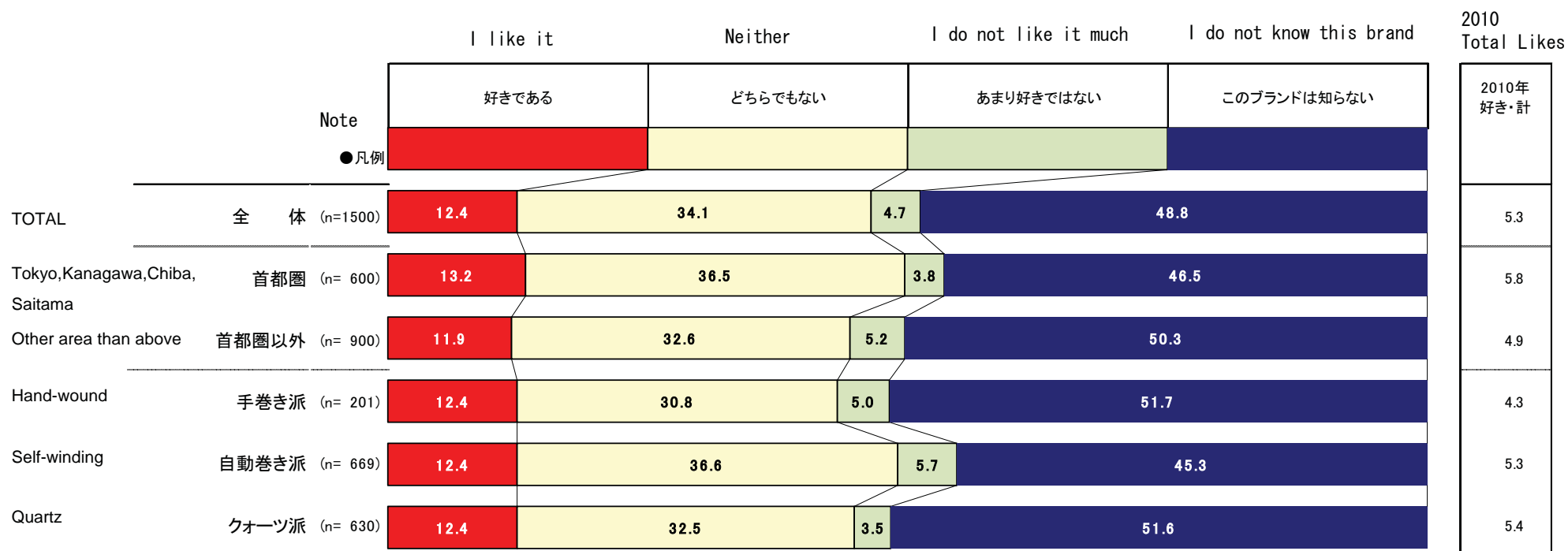
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

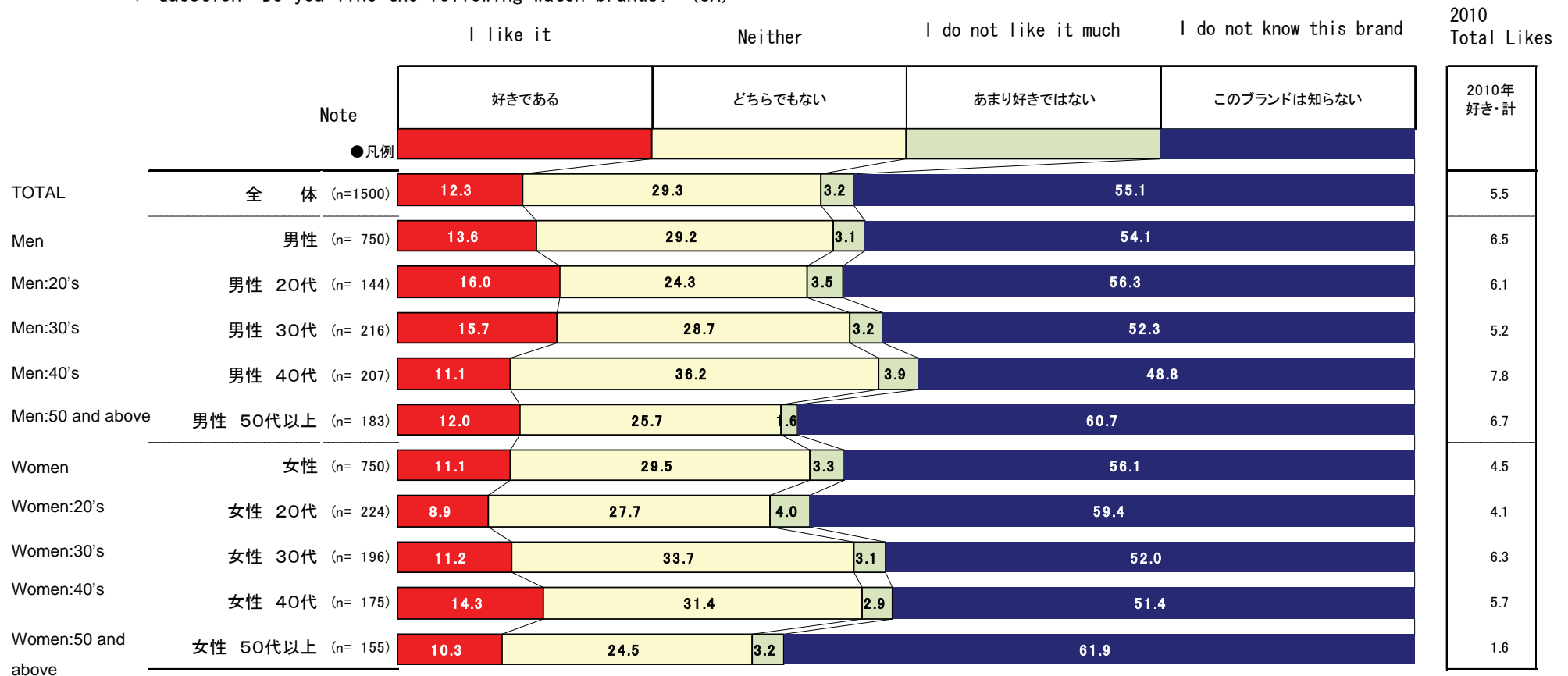
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## 28 : HAMILTON (1/2) by gender/age

▼ Question: Do you like the following watch brands? (SA)



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

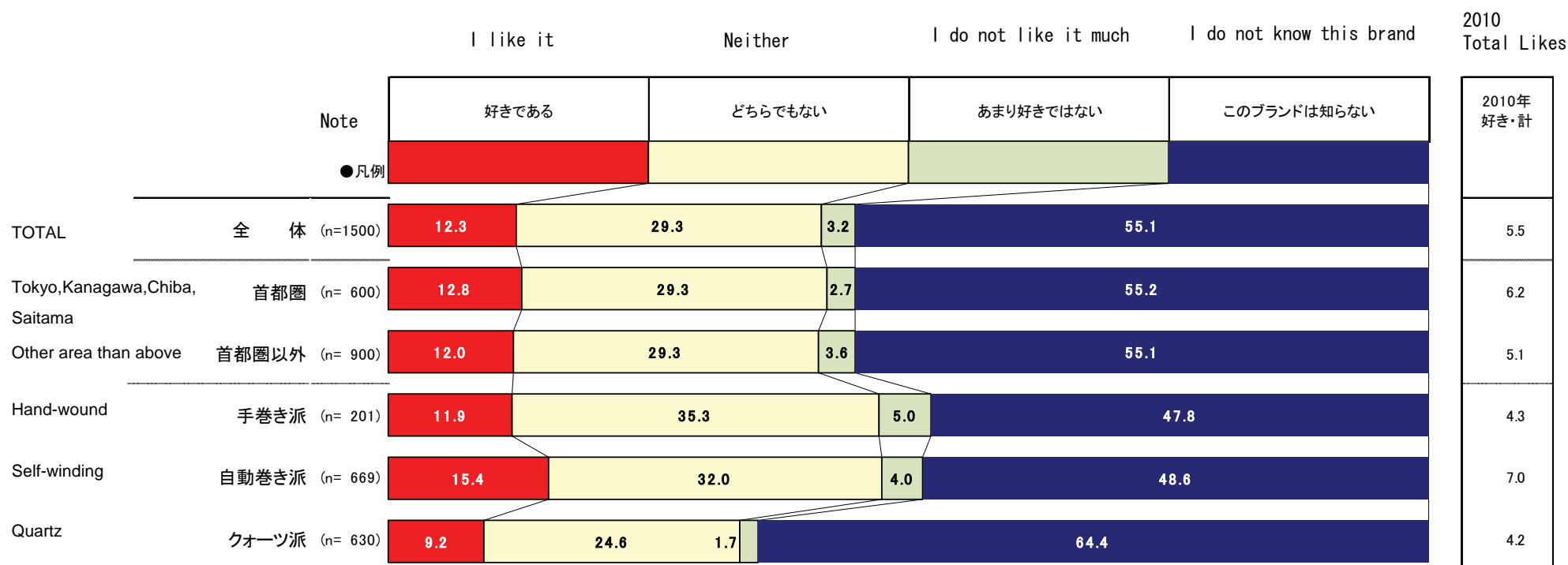
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

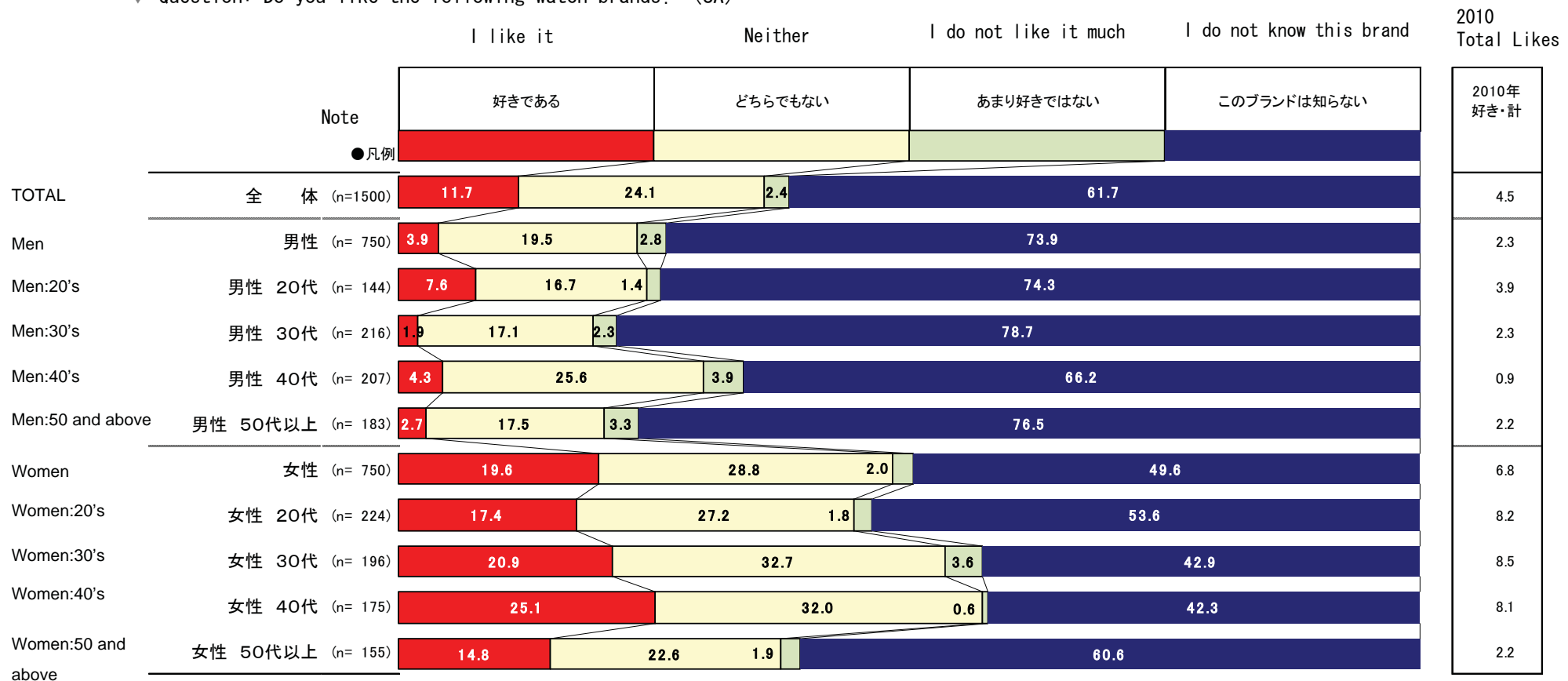
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## 29 : HARRY WINSTON (1/2) by gender/age

▼ Question: Do you like the following watch brands? (SA)



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

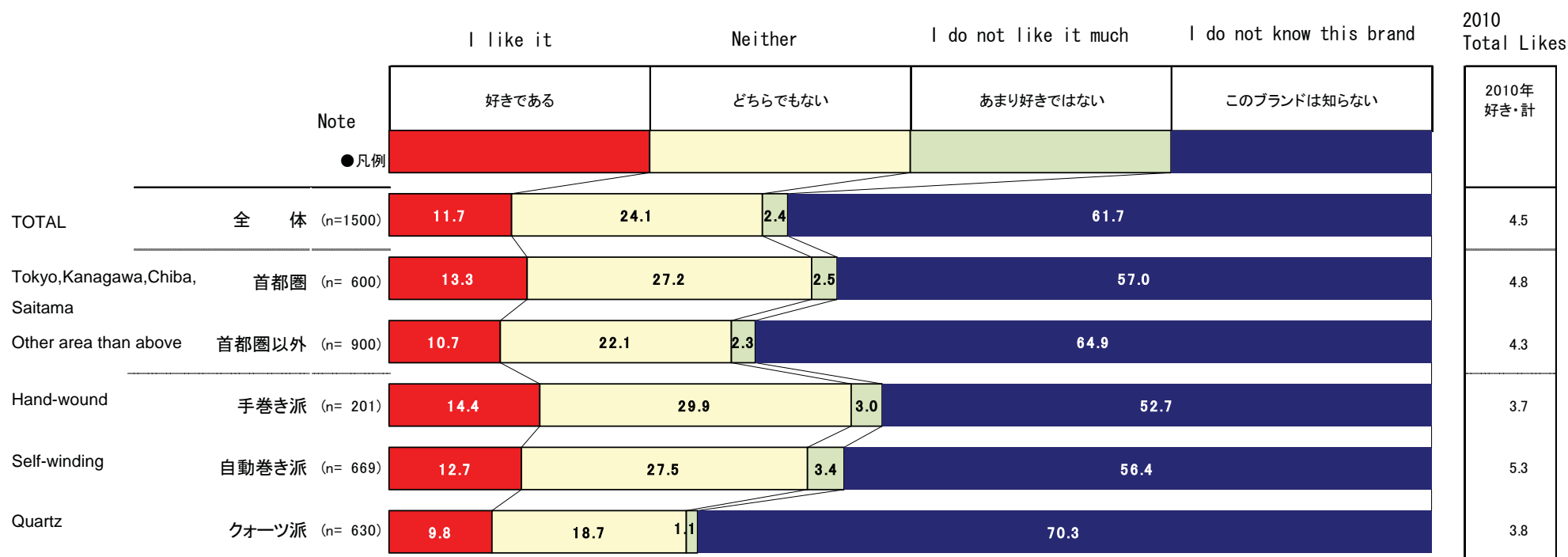
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).

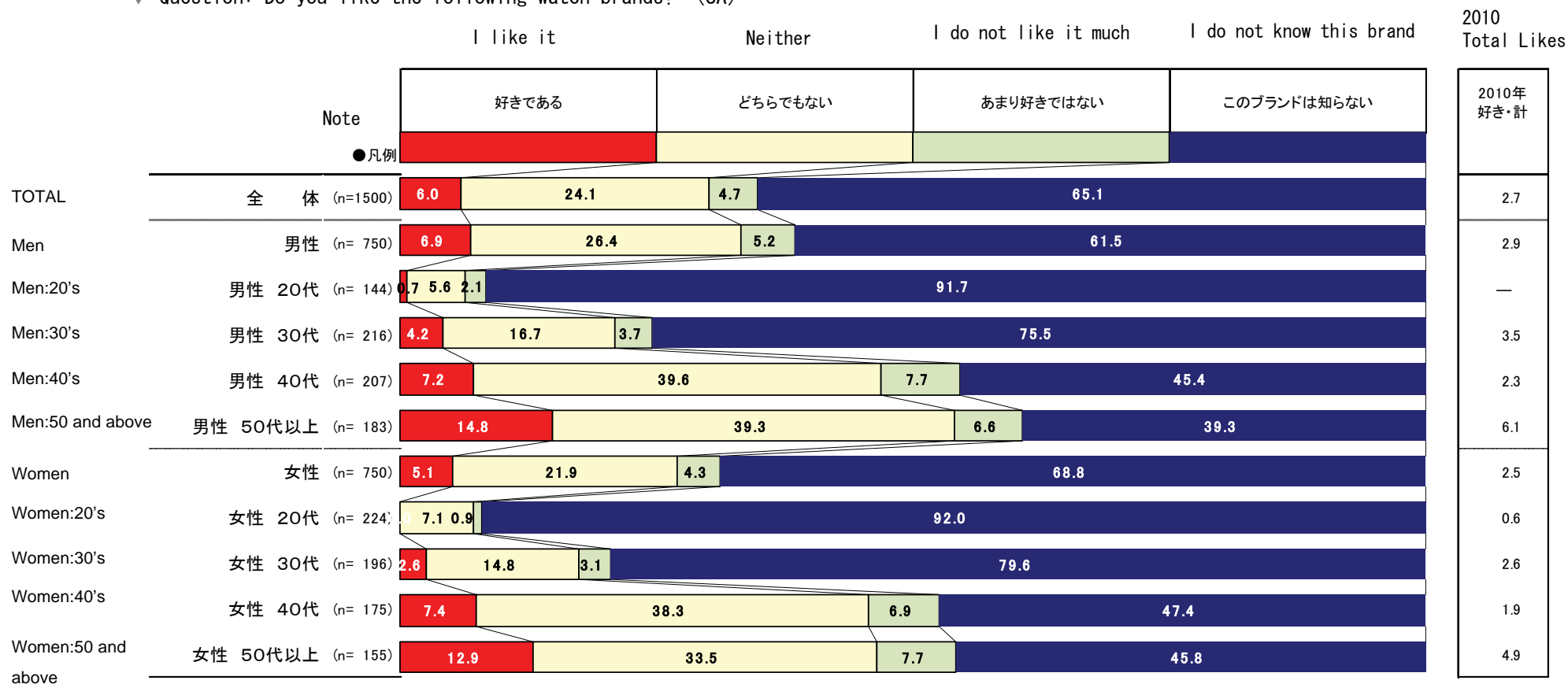




# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## 30 : RADO (1/2) by gender/age

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).

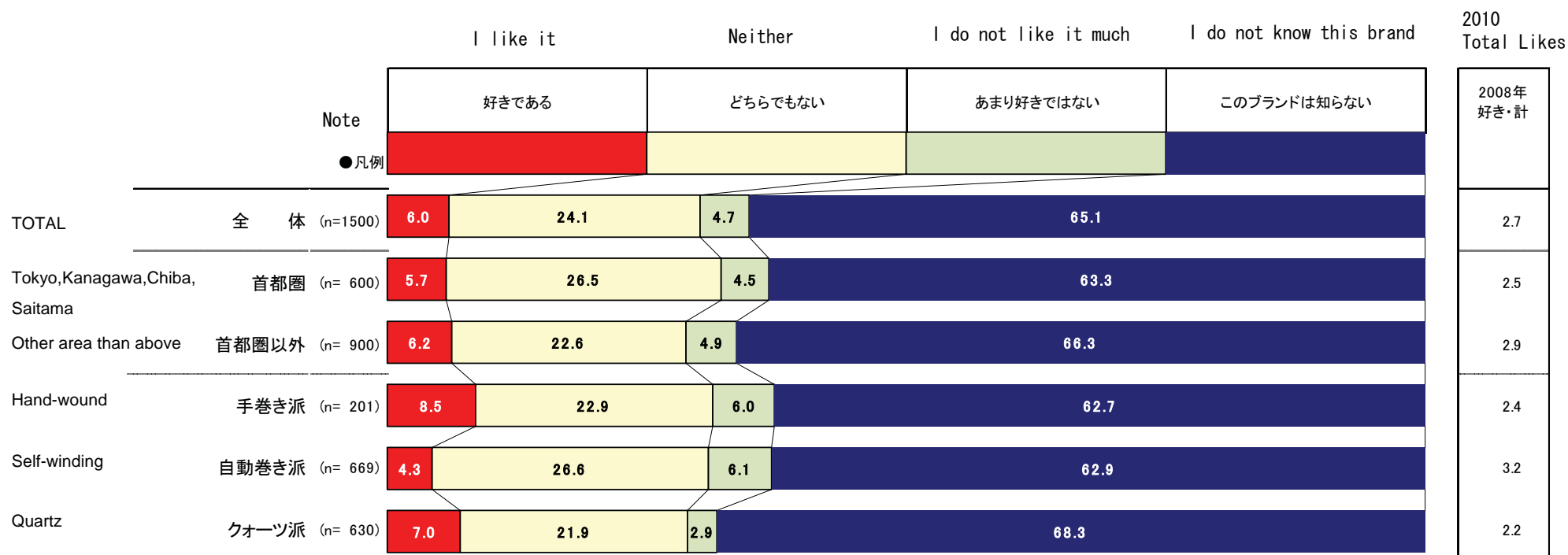


# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

30 : RADO (2/2)

by region, and by watch movement preference

▼ Question: Do you like the following watch brands? (SA)



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

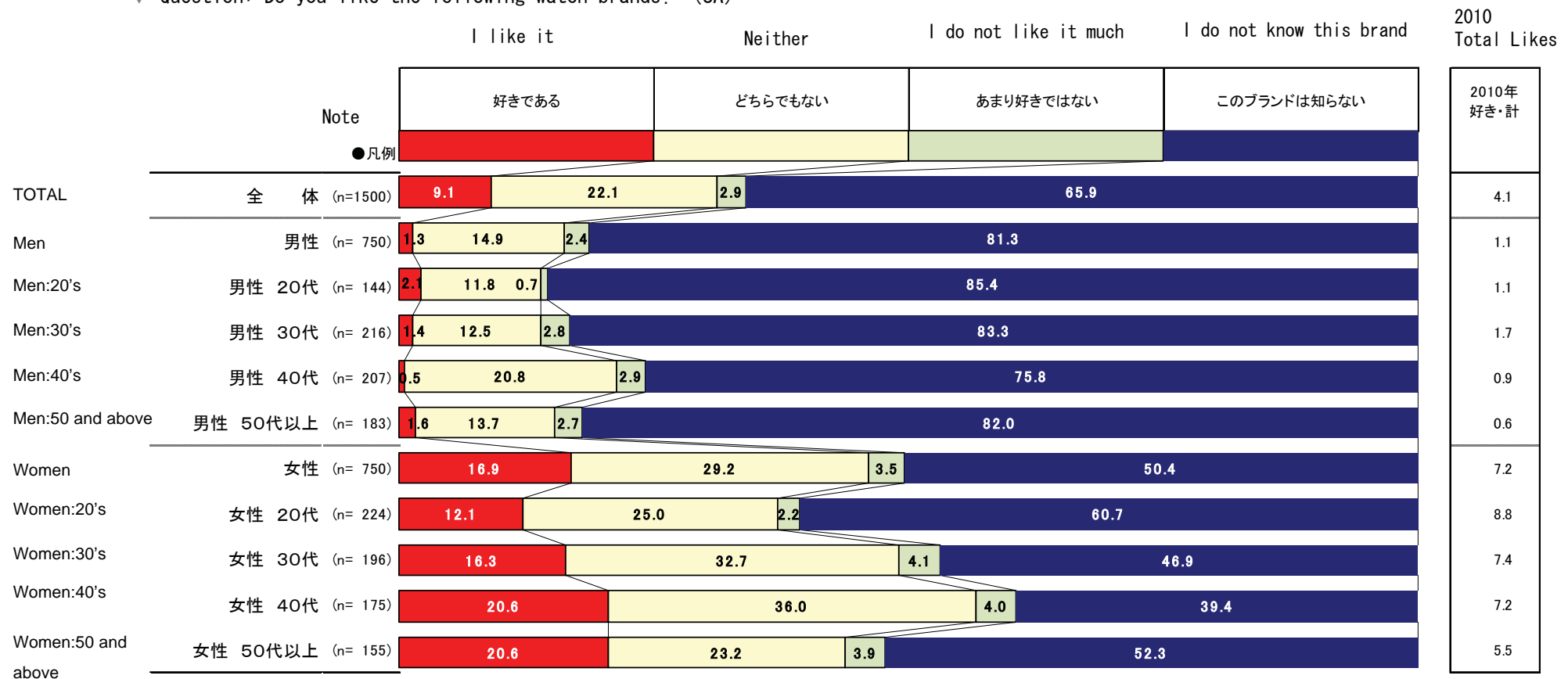
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## 31 : CHAUMET (1/2) by gender/age

▼ Question: Do you like the following watch brands? (SA)



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

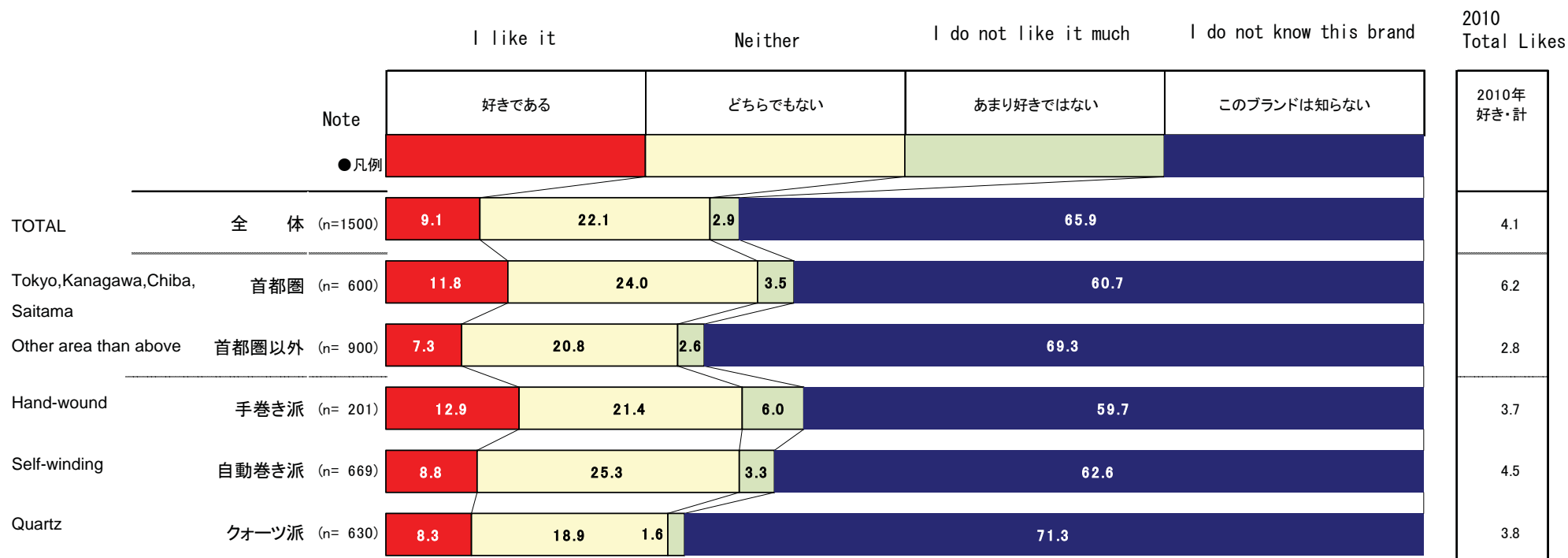
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

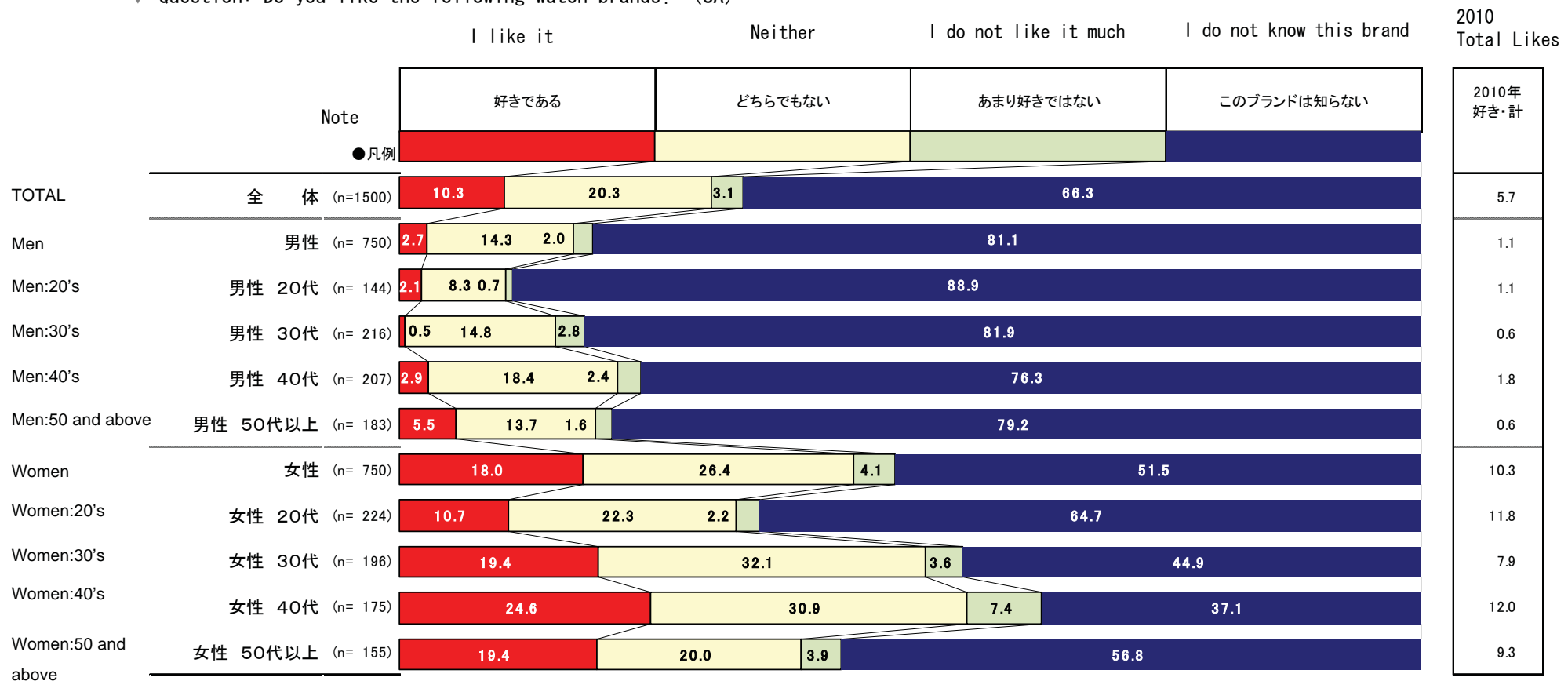
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

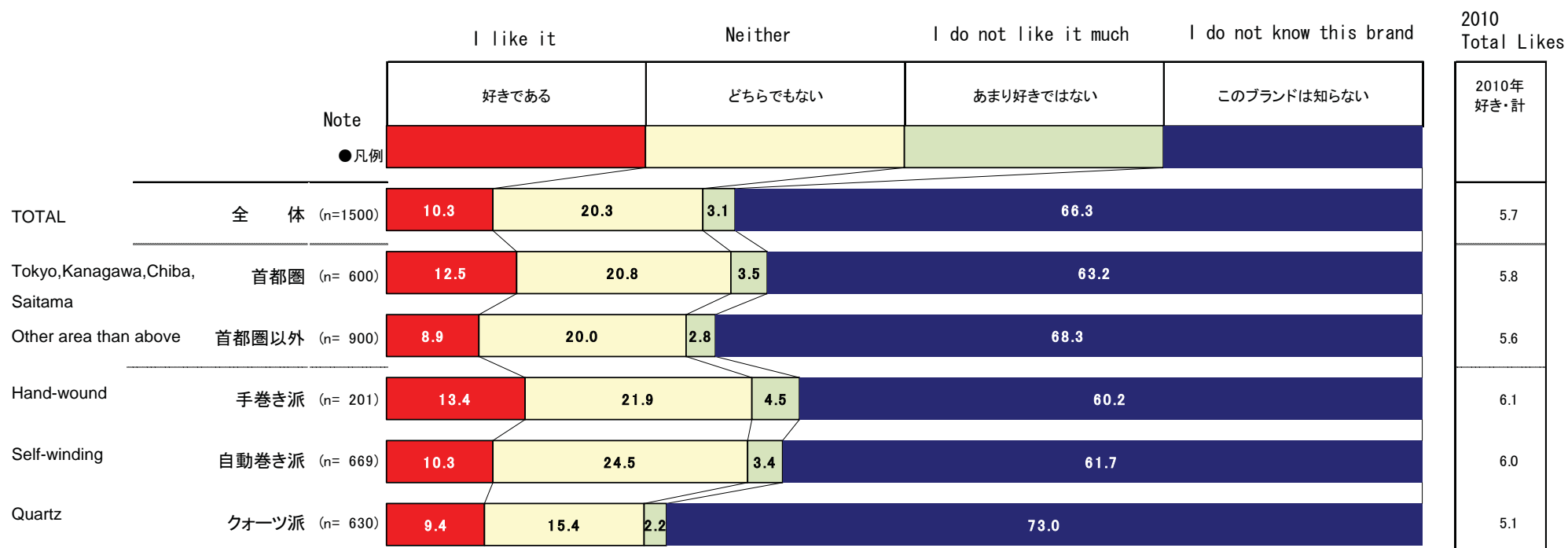
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

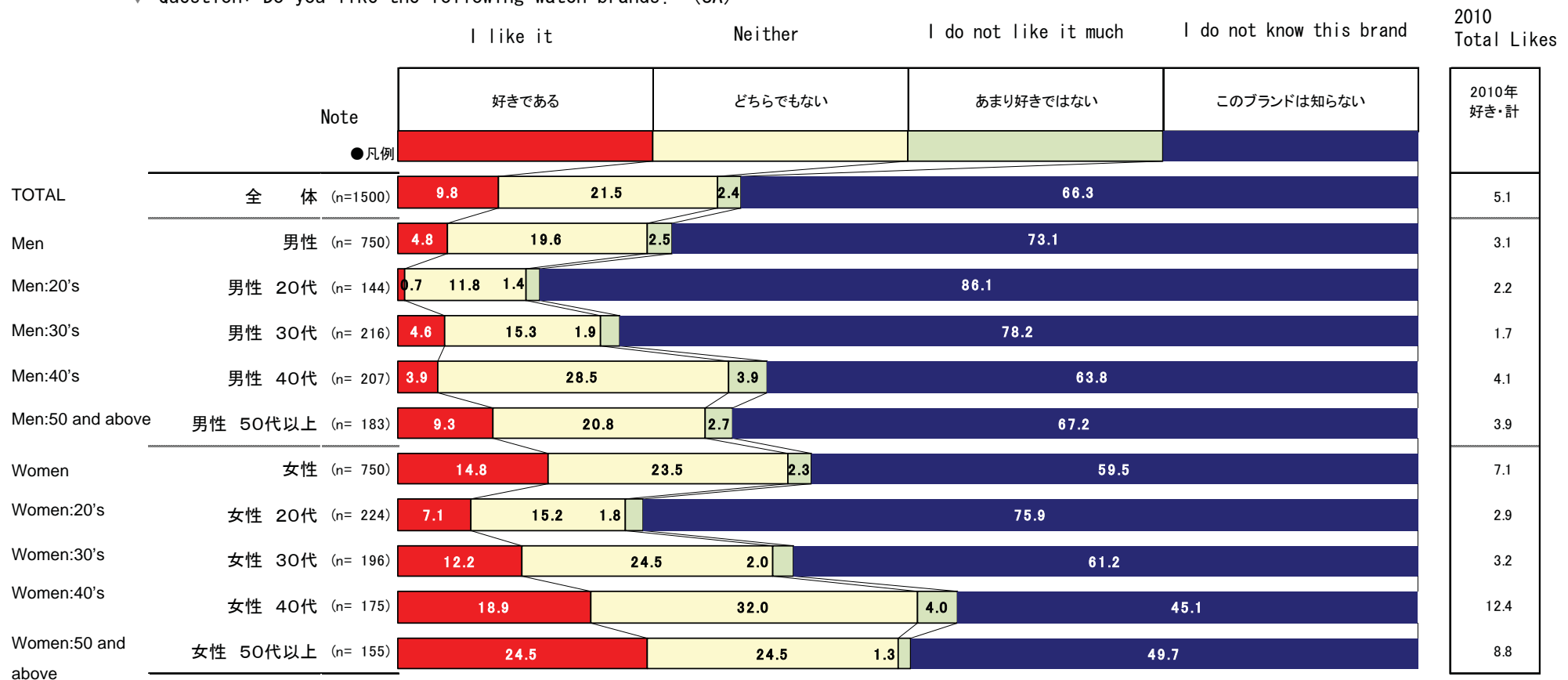
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

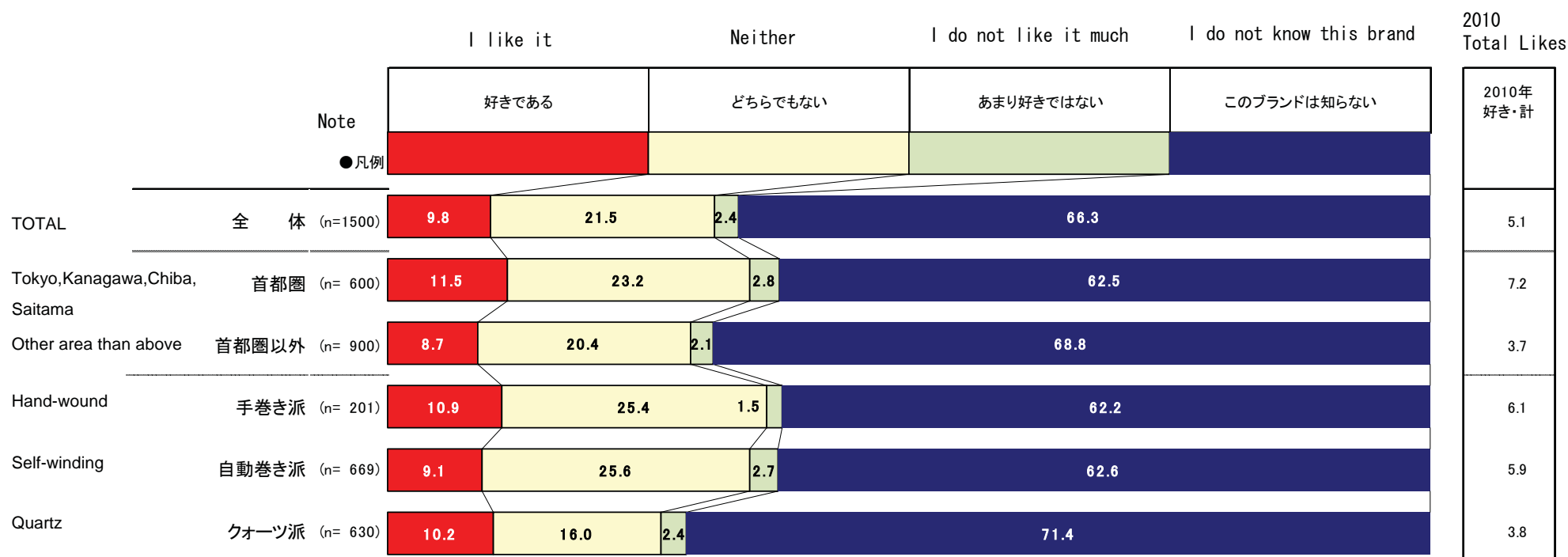
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).

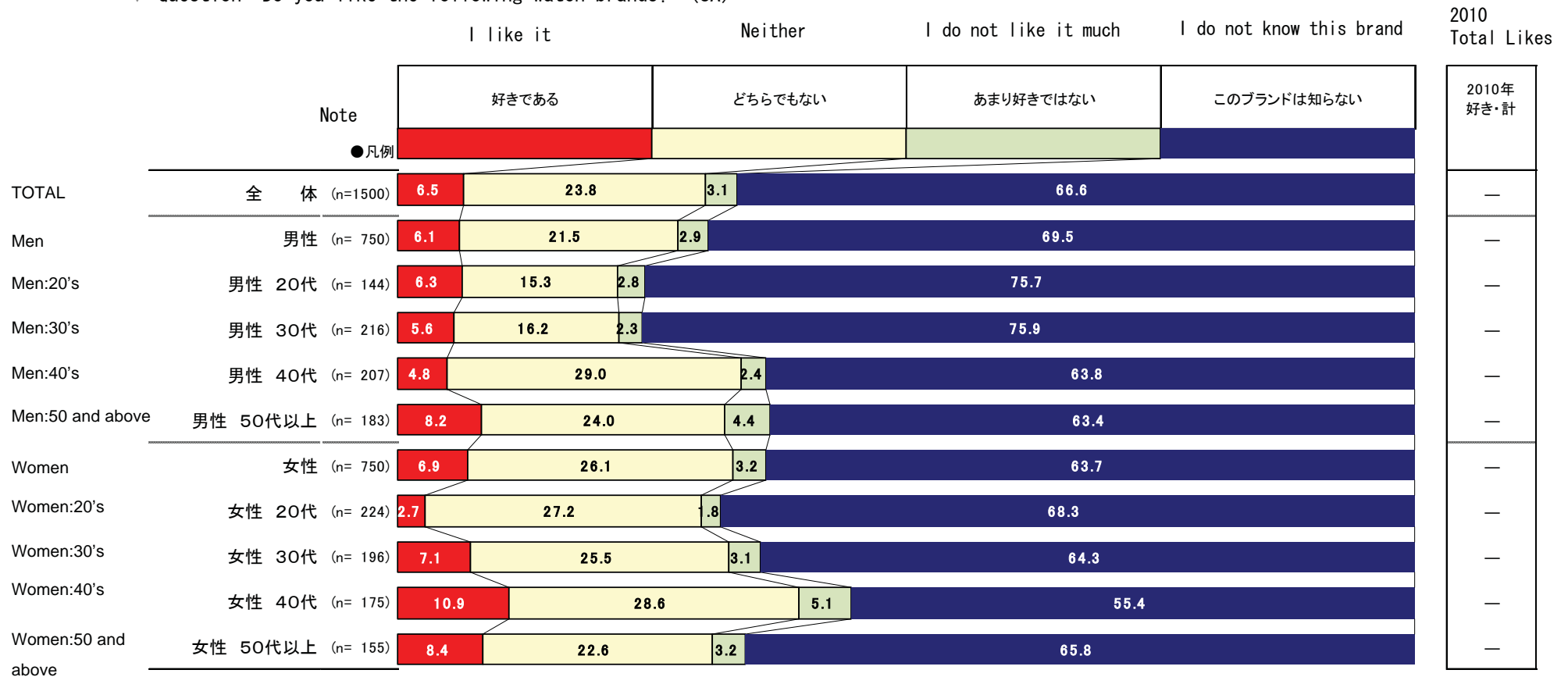




# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## 34 : Montblanc (1/2) by gender/age

▼ Question: Do you like the following watch brands? (SA)



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

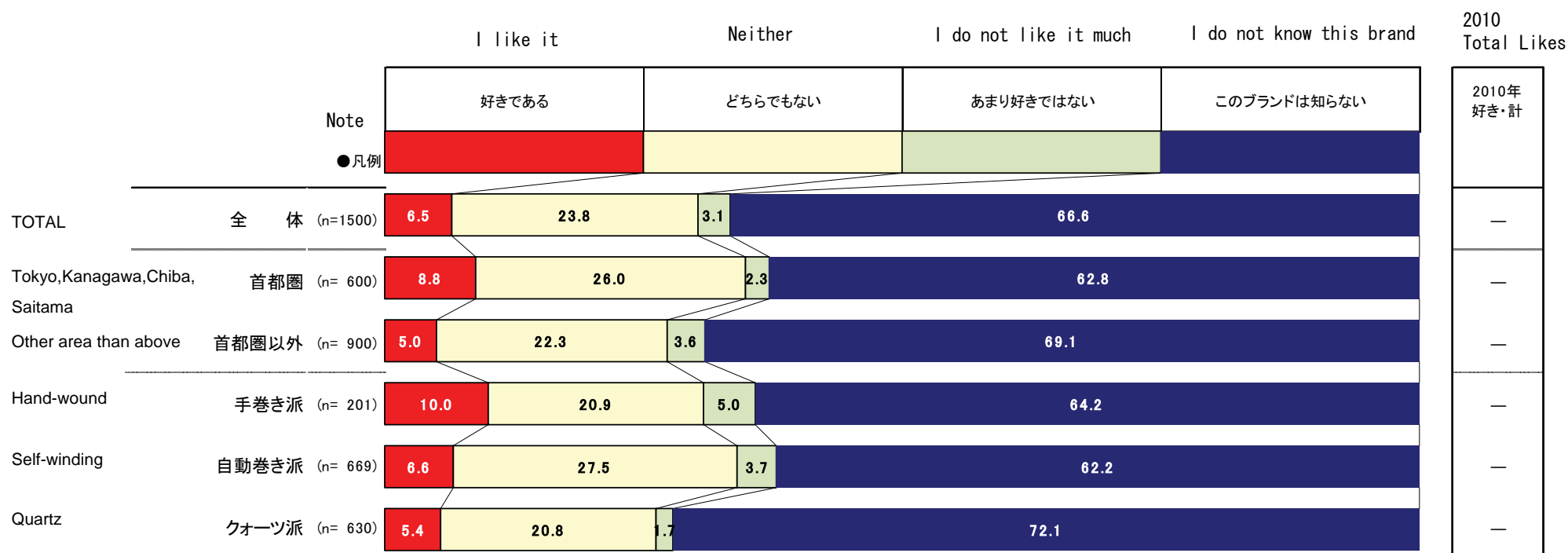
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA)



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

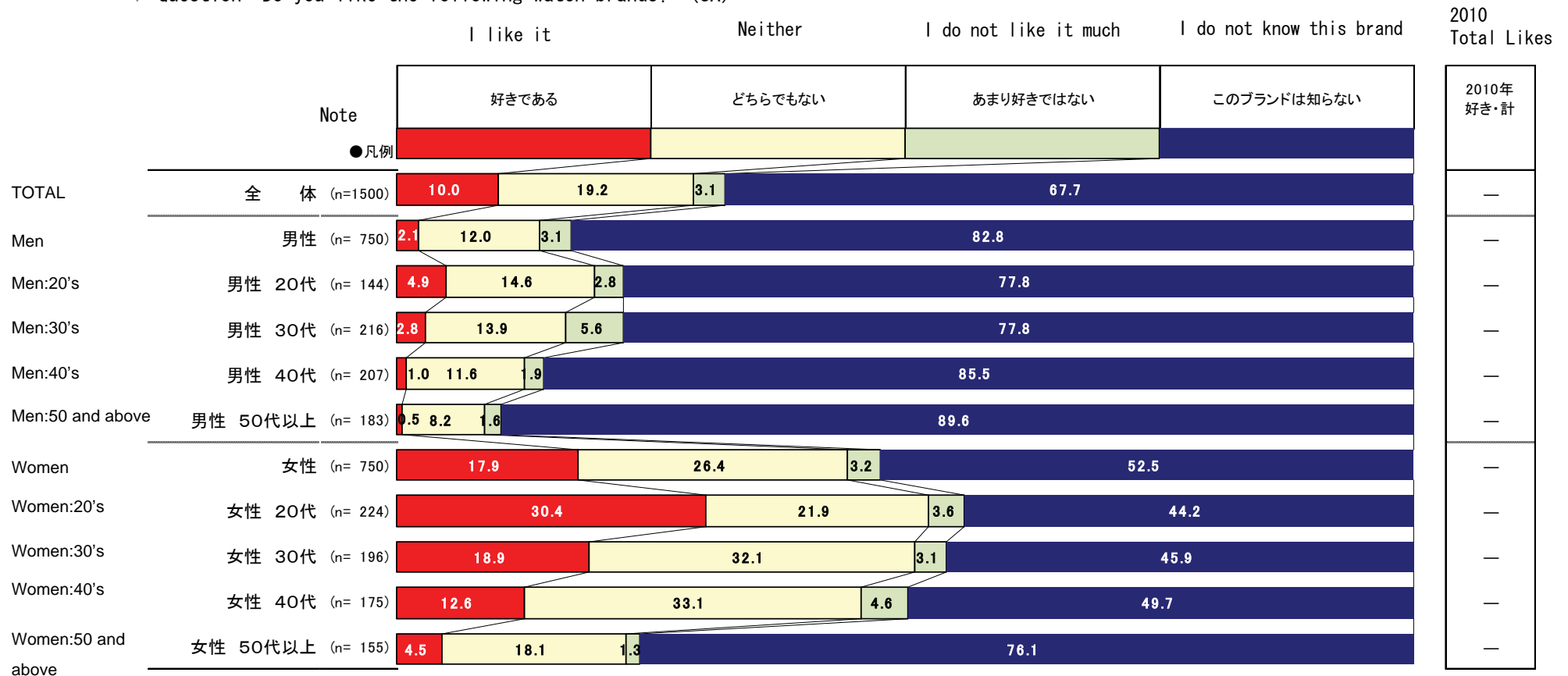
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## 35 : Marc by Marc Jacobs (1/2) by gender/age

▼ Question: Do you like the following watch brands? (SA)



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

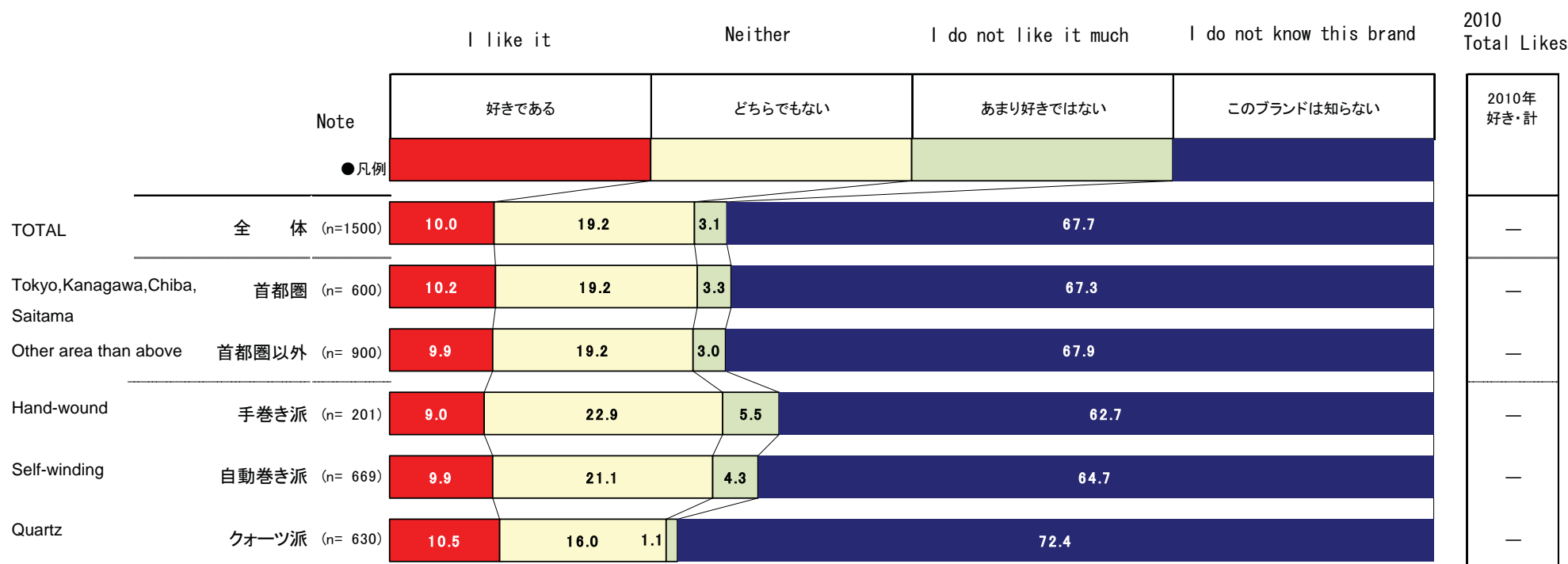
\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2012 / Favorite brands

## 35 : Marc by Marc Jacobs (2/2) by region, and by watch movement preference

▼ Question: Do you like the following watch brands? (SA)



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

\*In 2012, respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



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

Order	2010		Order	2012
1	ROLEX	→	1	CASIO
2	BVLGARI	↘	2	CITIZEN
3	CARTIER	↘	3	CARTIER
4	OMEGA	→	4	BVLGARI
5	GUCCI	↘	5	ROLEX
6	CHANEL	↘	6	OMEGA
7	HERMES	↘	7	SEIKO
8	TIFFANY	↘	8	GUCCI
9	DIOR	↘	9	CHANEL
10	COACH	↘	10	HERMES
11	LOUIS VUITTON	↘	11	BURBERRY
12	DUNHILL	↘	12	TIFFANY
13	FRANCK MULLER	↘	13	COACH
14	TAG HEUER	↘	14	LOUIS VUITTON
15	LONGINES	↘	15	FRANCK MULLER
16	CHOPARD	↘	16	SWATCH
17	PIAGET	↘	17	DIOR
18	BREITLING	-	18	DUNHILL
19	AUDEMARS PIGUET	-	19	agnes.b.
20	BREGUET	-	20	ck CALVIN KLEIN
21	IWC	-	21	FENDI
22	PATEK PHILIPPE	-	22	TAG HEUER
23	ORIS	-	23	Paul Smith
24	PANERAI	-	24	DIESEL
25	ZENITH	-	25	FOLLI FOLLIE
26	BAUME & MERCIER	-	26	EMPORIO ARMANI
27	JAEGER-LECOULTRE	-	27	LONGINES
28	BLANCPAIN	-	28	HAMILTON
29	GIRARD-PERREGAUX	-	29	HARRY WINSTON
30	VACHERON CONSTANTIN	-	30	RADO
31	FREDERIQUE CONSTANT	-	31	CHAUMET
			32	CHOPARD
			33	PIAGET
			34	Montblanc
			35	Marc by Marc Jacobs

\* "NEW brand" is one newly added to the choices effective the 2012 survey.