



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 2008

### Favorite brands

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



## Wristwatch Consumer Awareness Survey 2008

### Favorite brands

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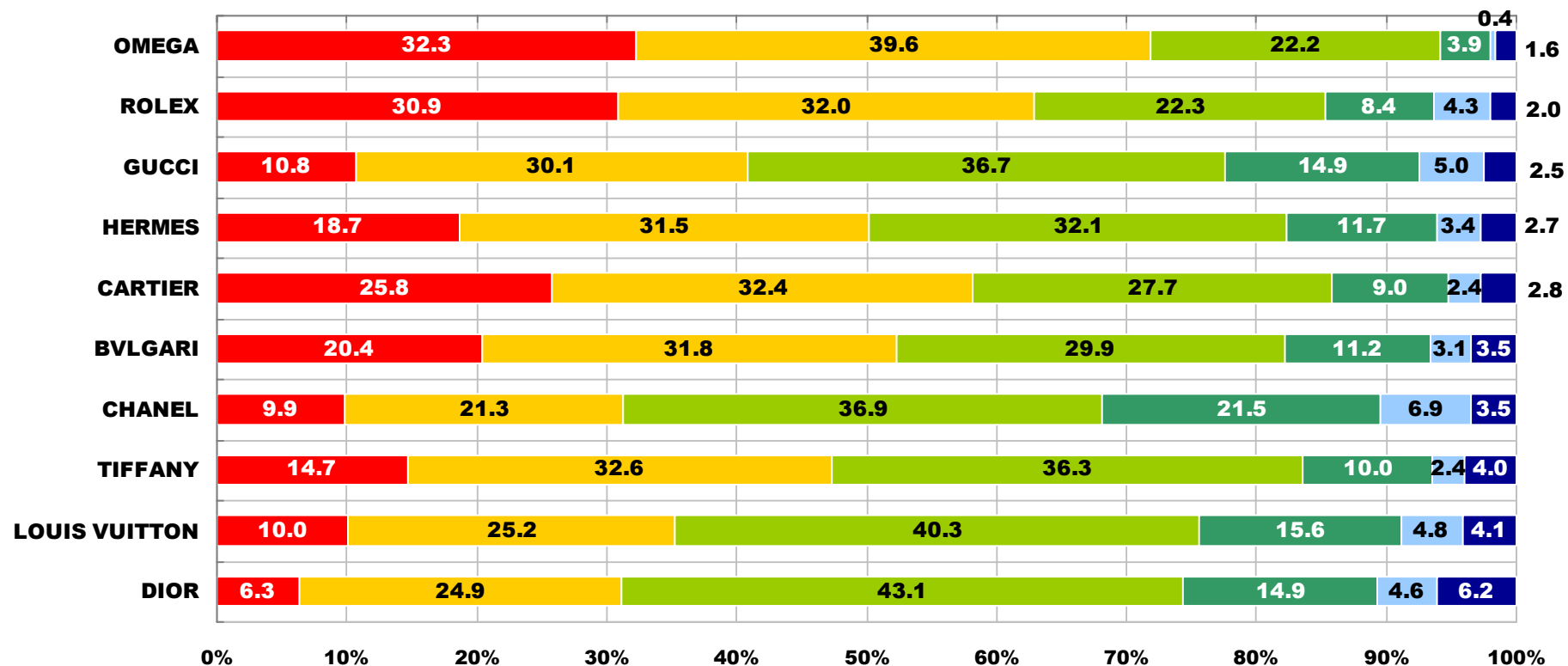
# Wristwatch Consumer Awareness Survey 2008 / Favorite brands

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

▼ Question: Do you like the following watch brands? (SA) n=1,106

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

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



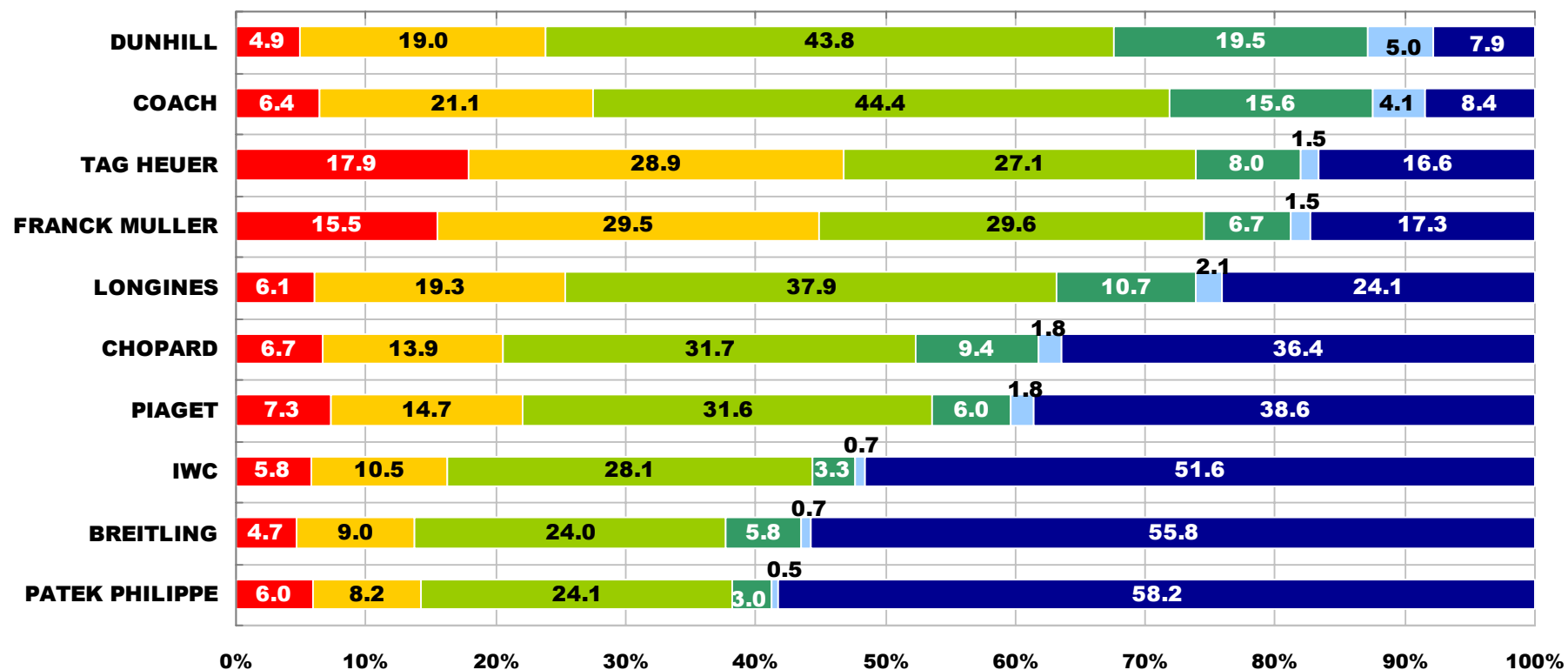


## Well-known brands (ranking 11~20)

▼Question: Do you like the following watch brands? (SA) n=1,106

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

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



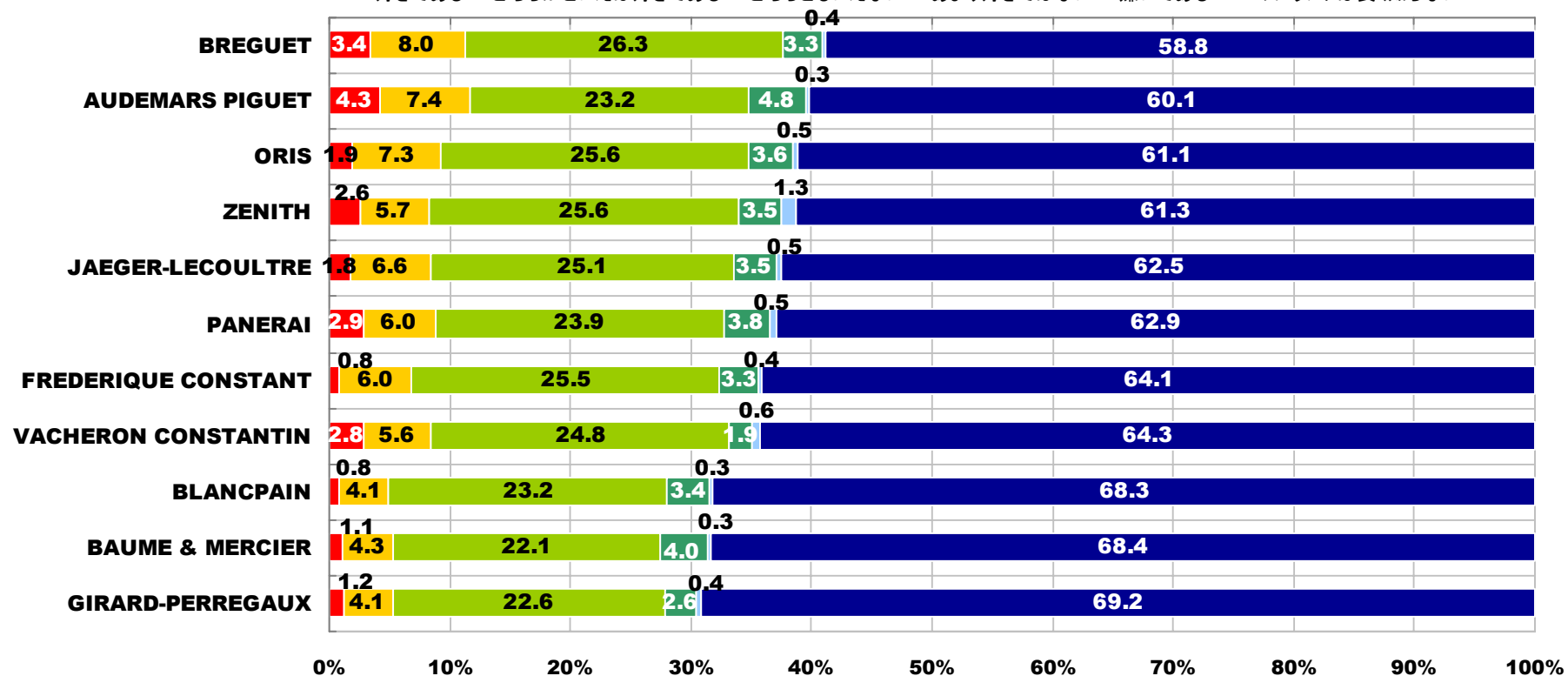


## Well-known brands (ranking 21~31)

▼Question: Do you like the following watch brands? (SA) n=1,106

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

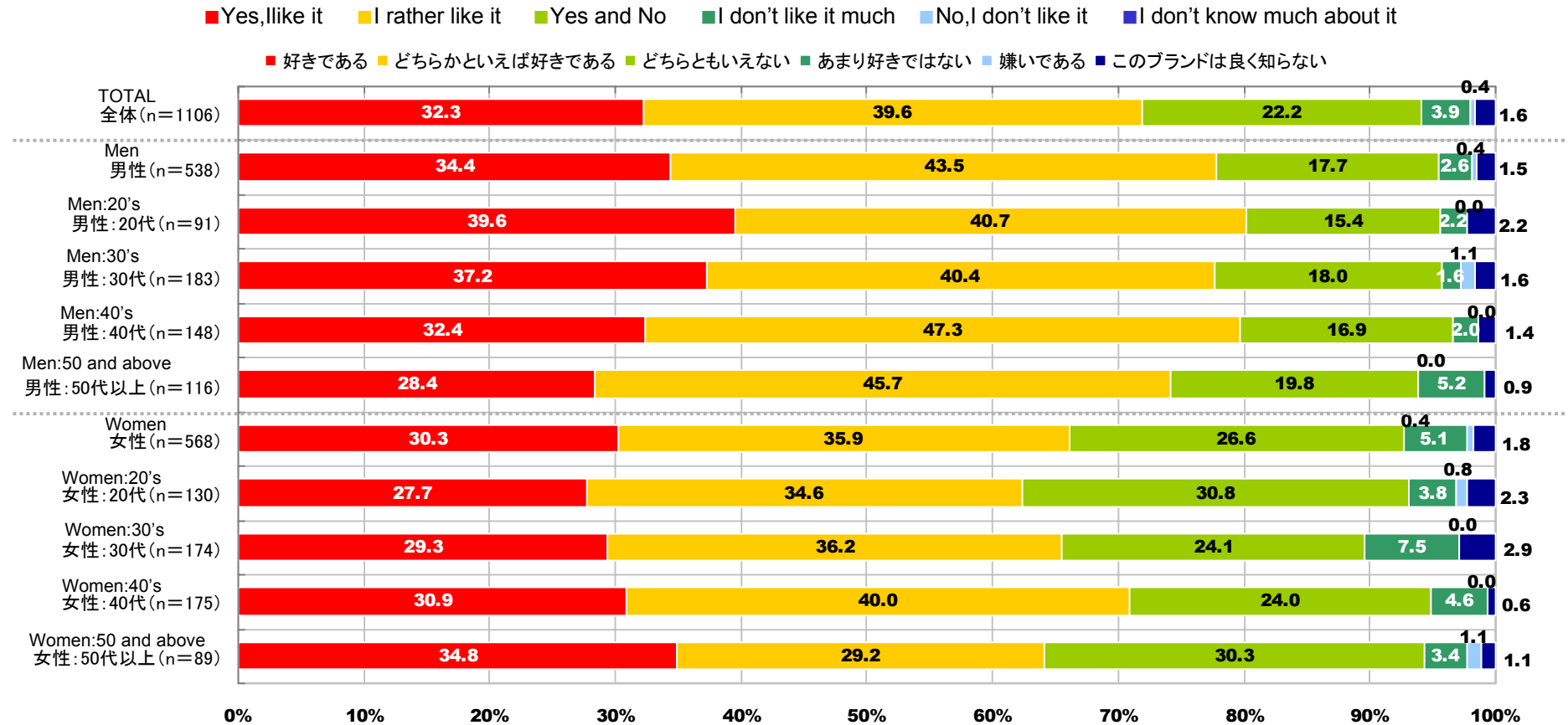
■ 好きである  
 ■ どちらかといえば好きである  
 ■ どちらともいえない  
 ■ あまり好きではない  
 ■ 嫌いである  
 ■ このブランドは良く知らない





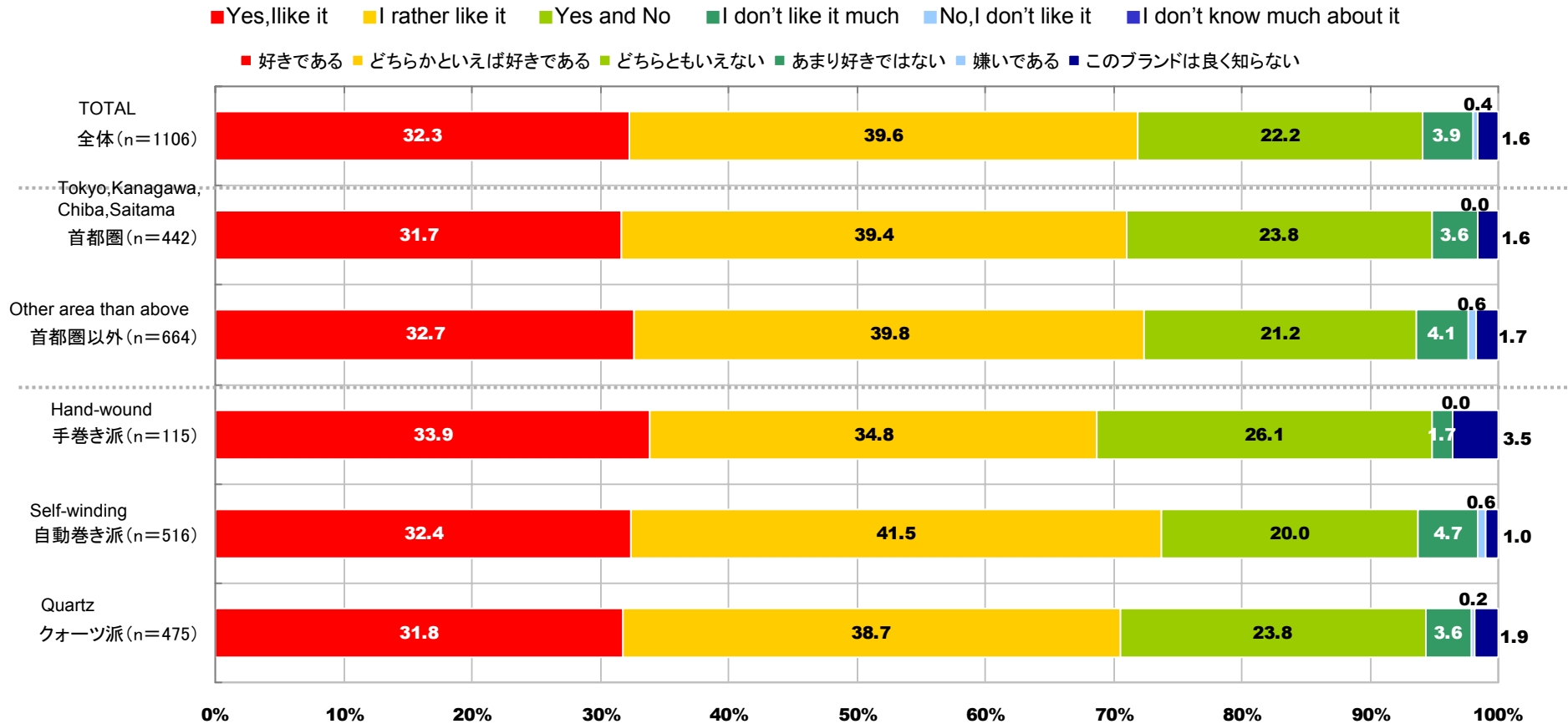
# Wristwatch Consumer Awareness Survey 2008 / Favorite brands

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



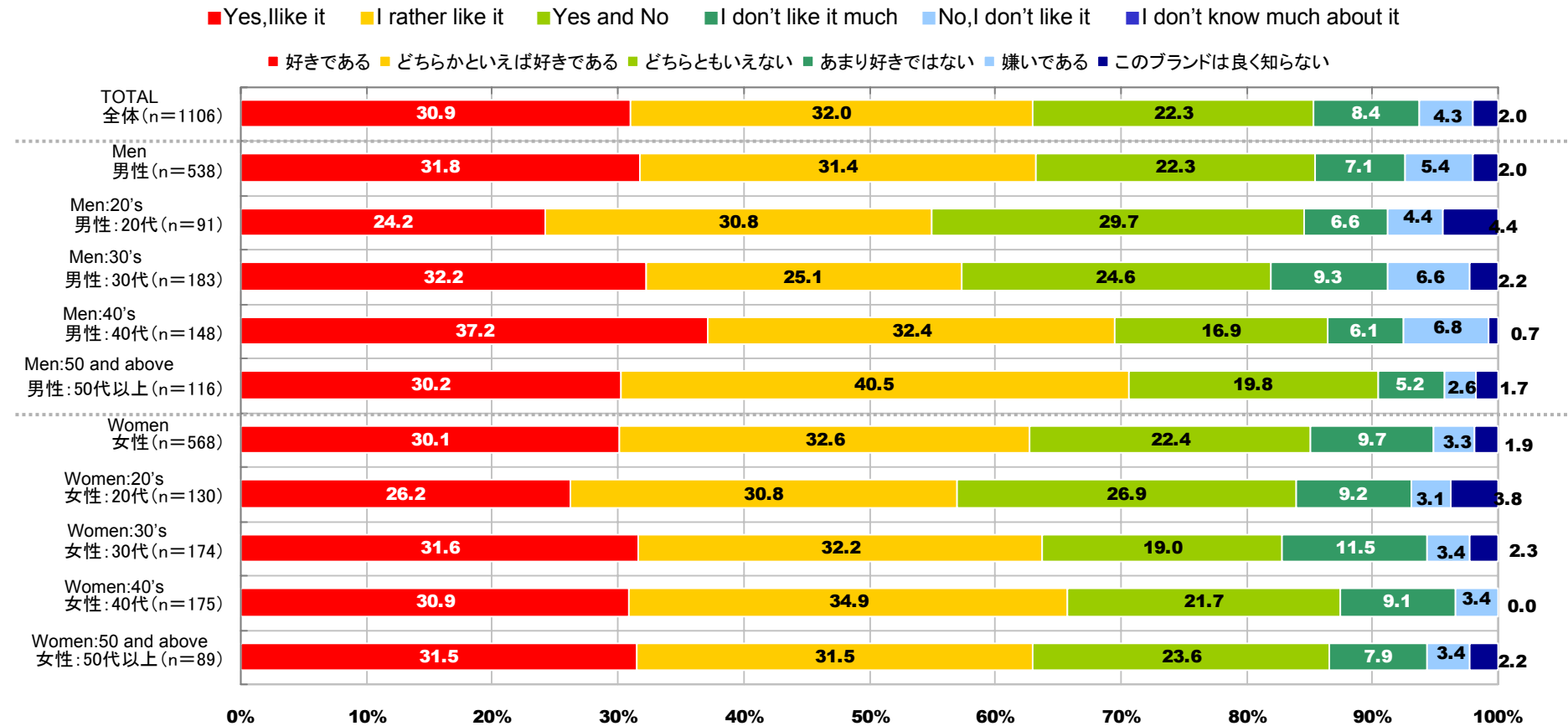


1 : OMEGA (2/2) by region, and by watch movement preference



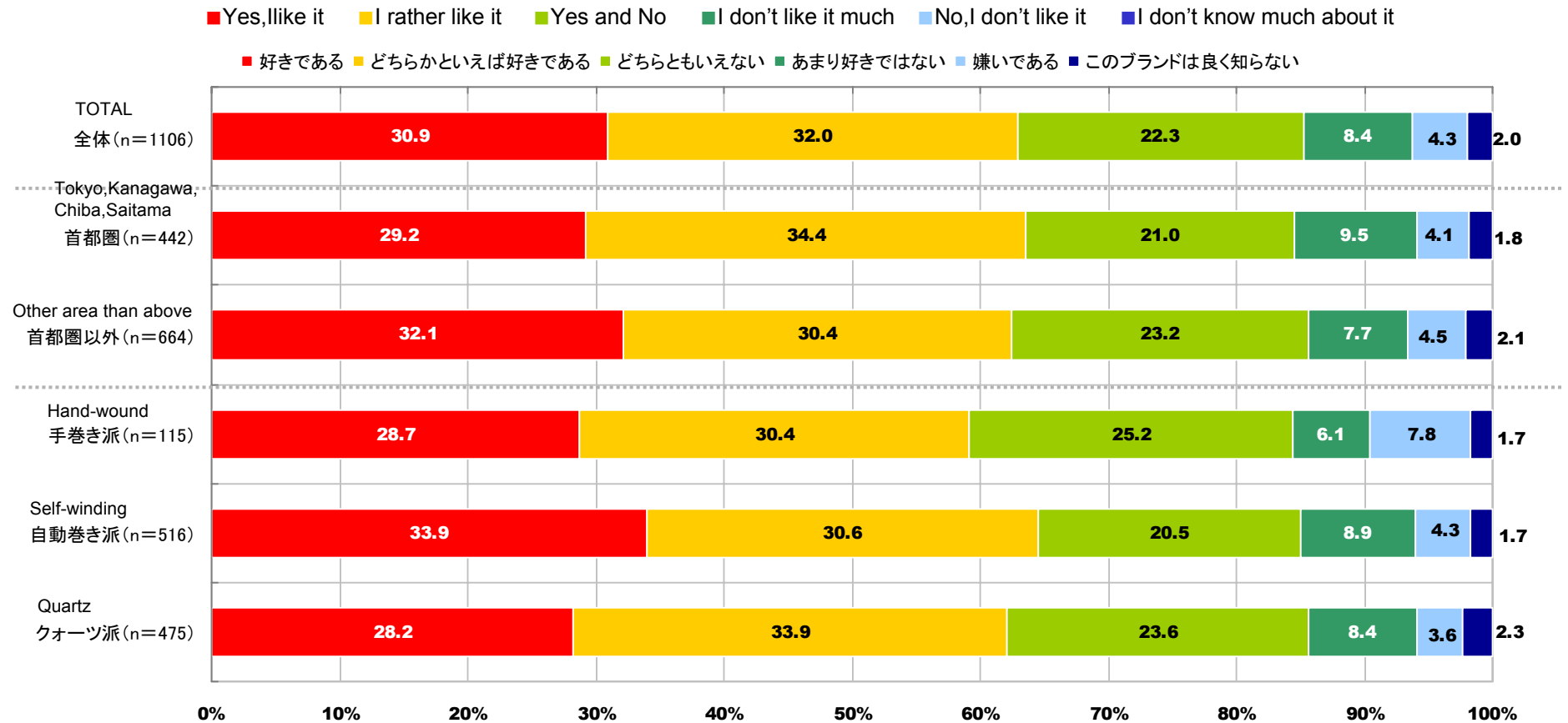


## 2 : ROLEX (1/2) by gender/age



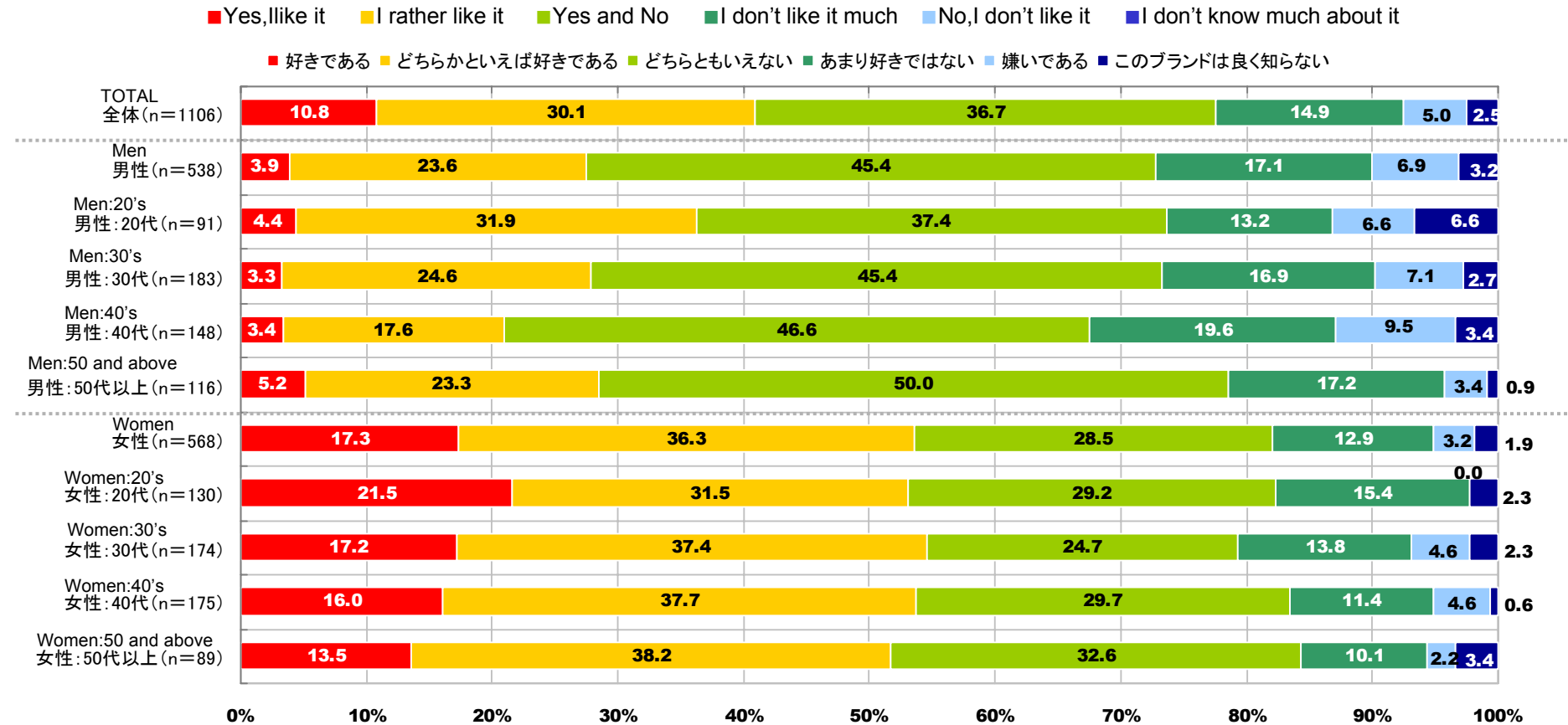


## 2 : ROLEX (2/2) by region, and by watch movement preference



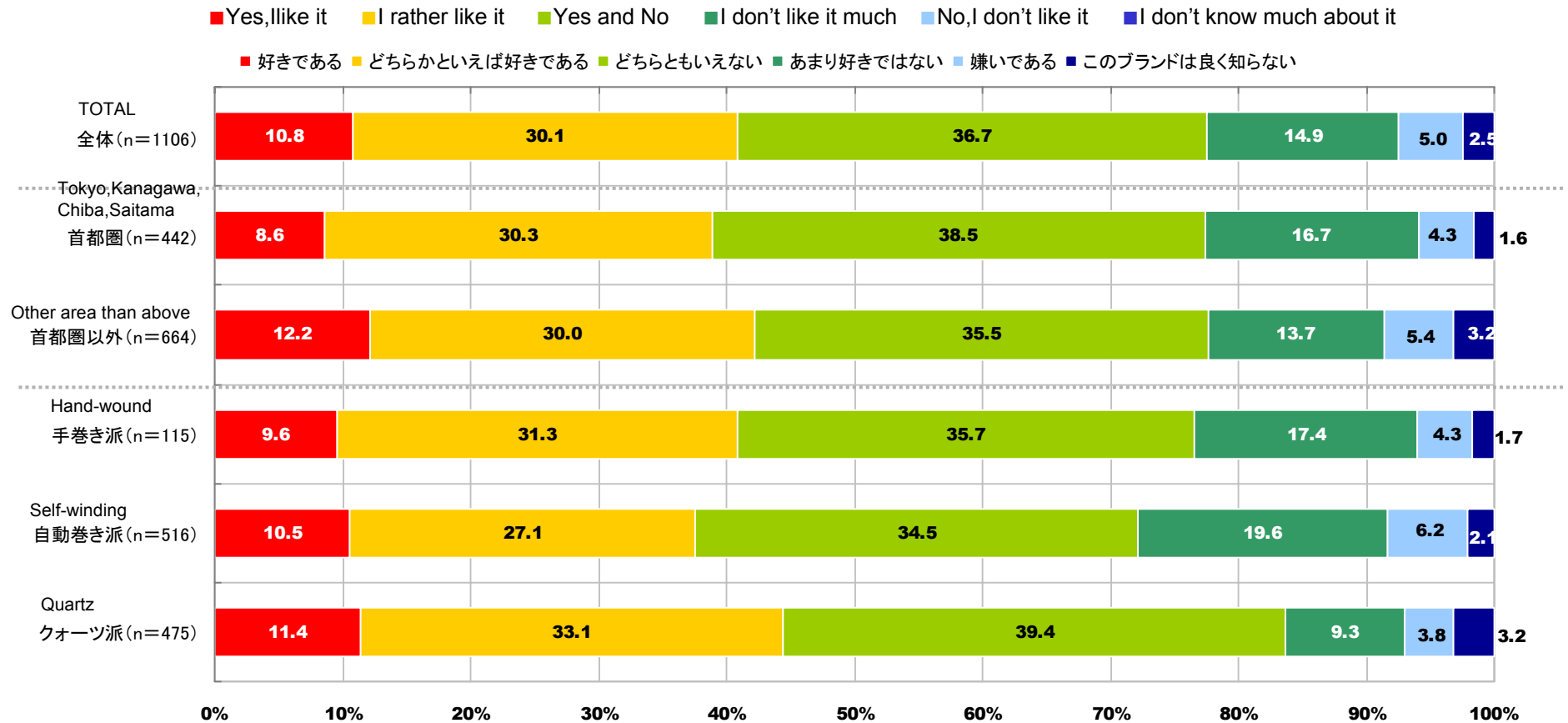


### 3 : GUCCI (1/2) by gender/age



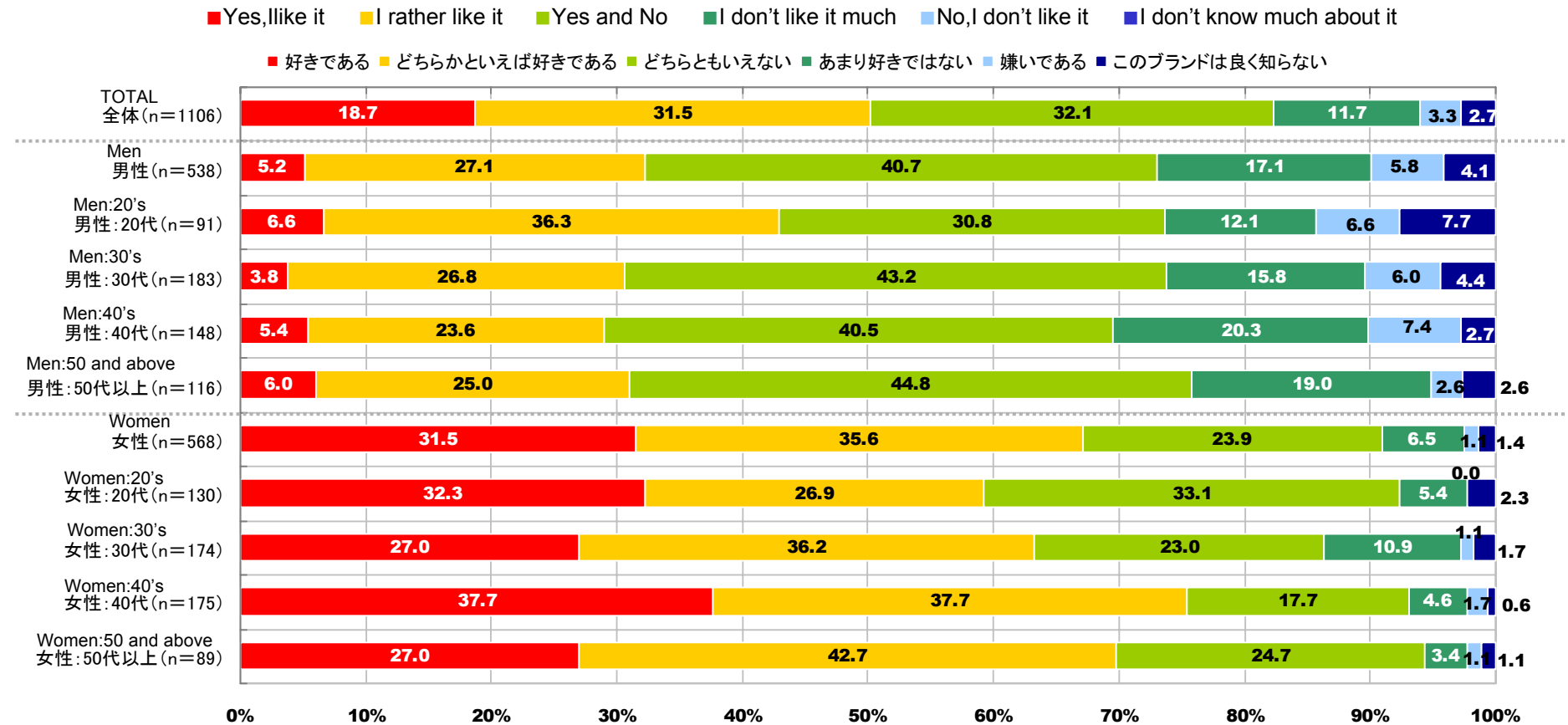


### 3 : GUCCI (2/2) by region, and by watch movement preference



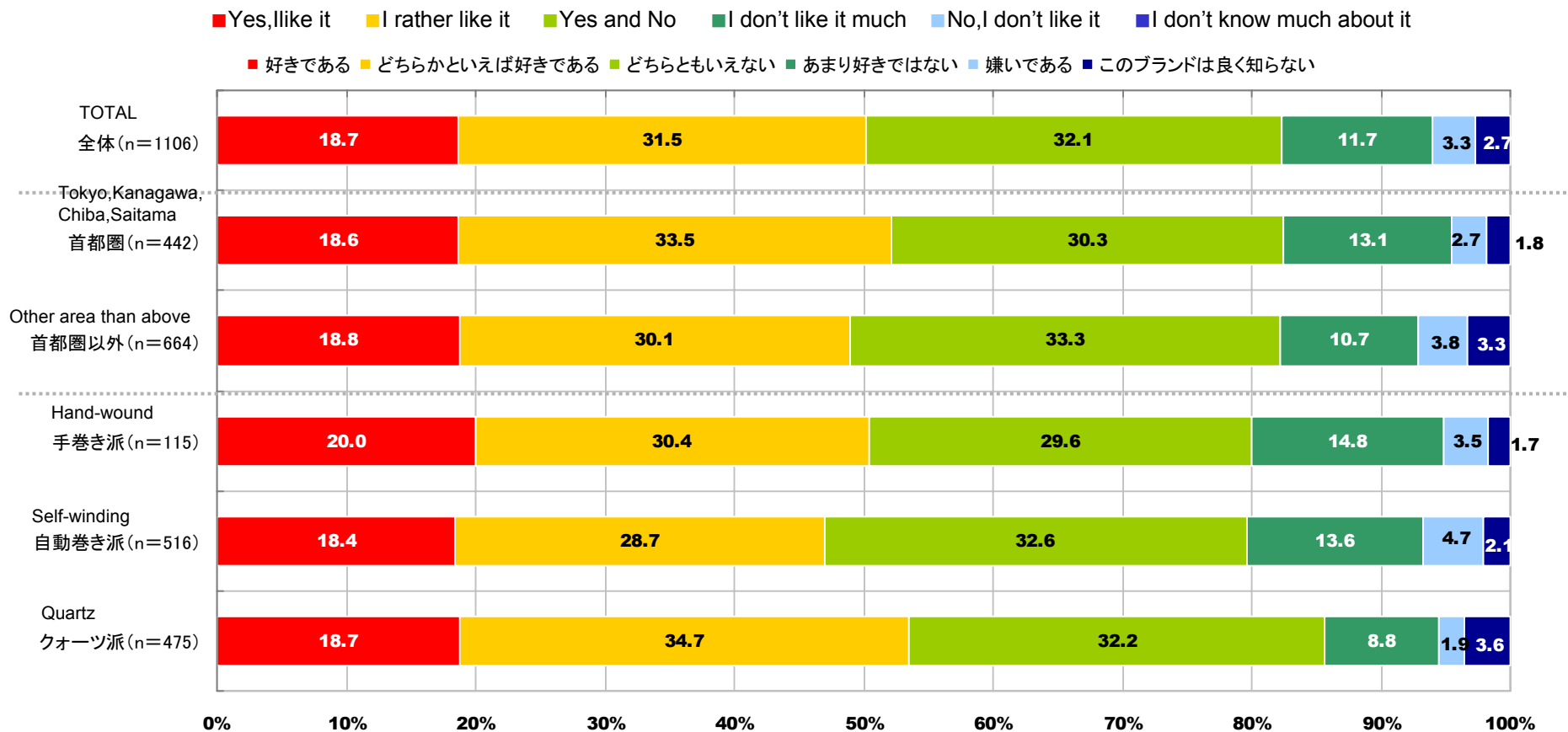


#### 4 : HERMES (1/2) by gender/age



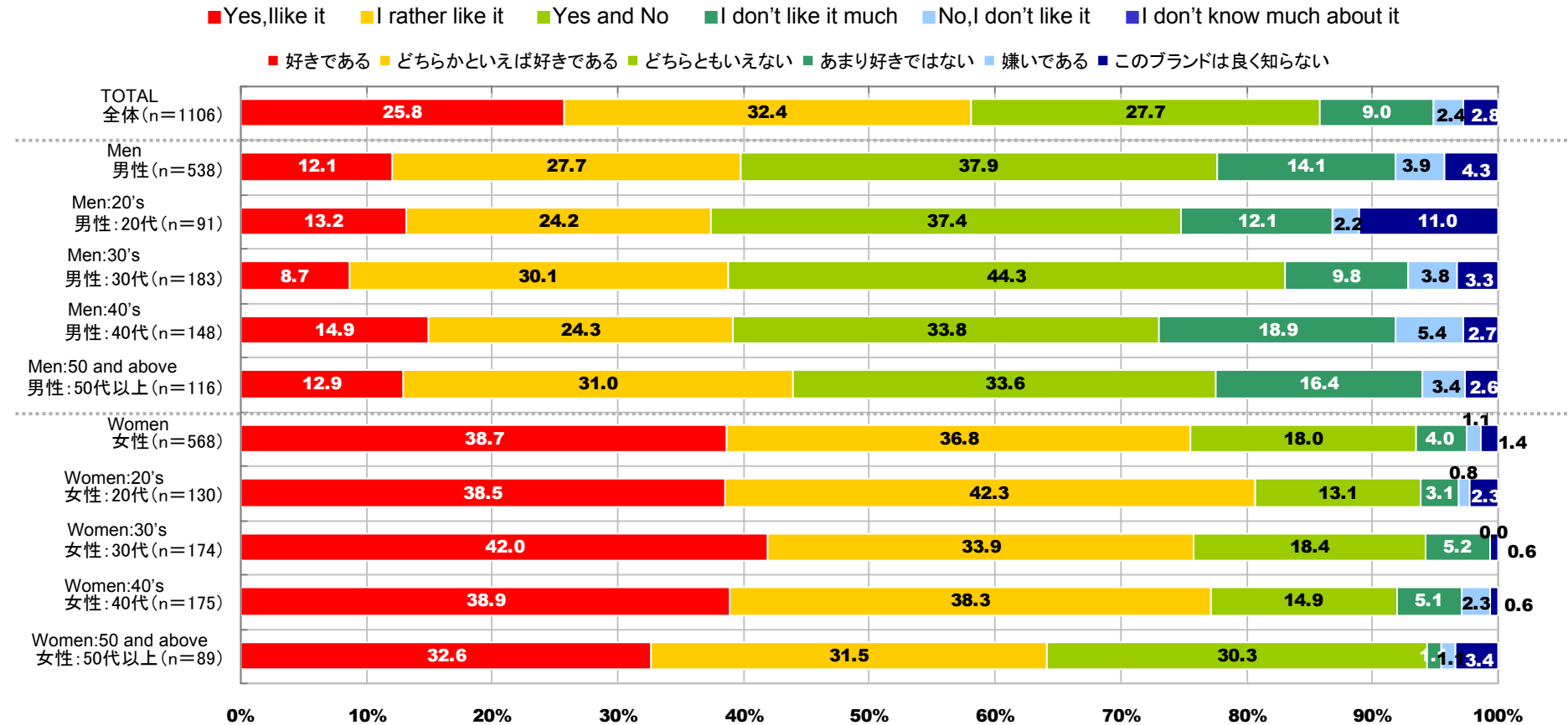


#### 4 : HERMES (2/2) by region, and by watch movement preference



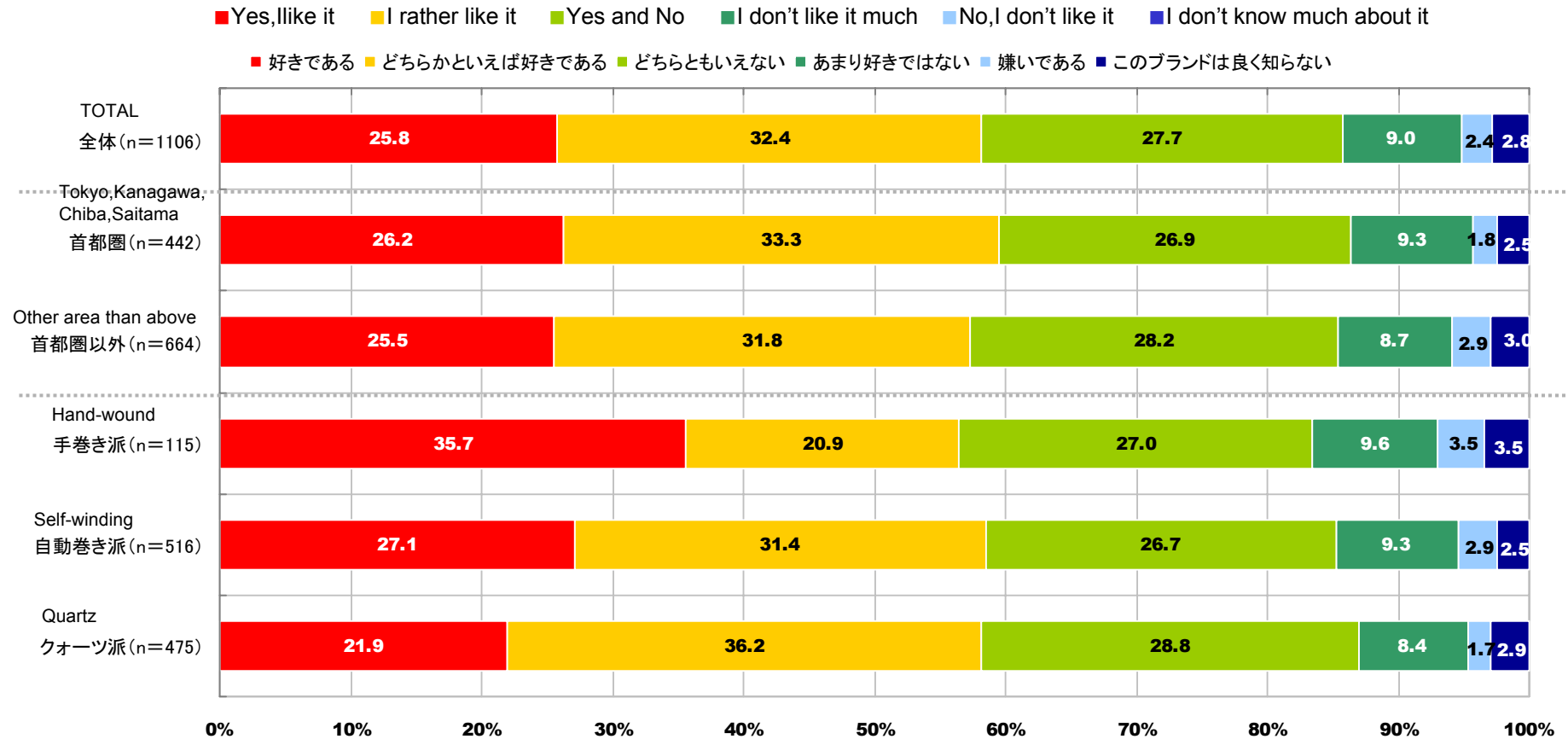


## 5 : CARTIER (1/2) by gender/age



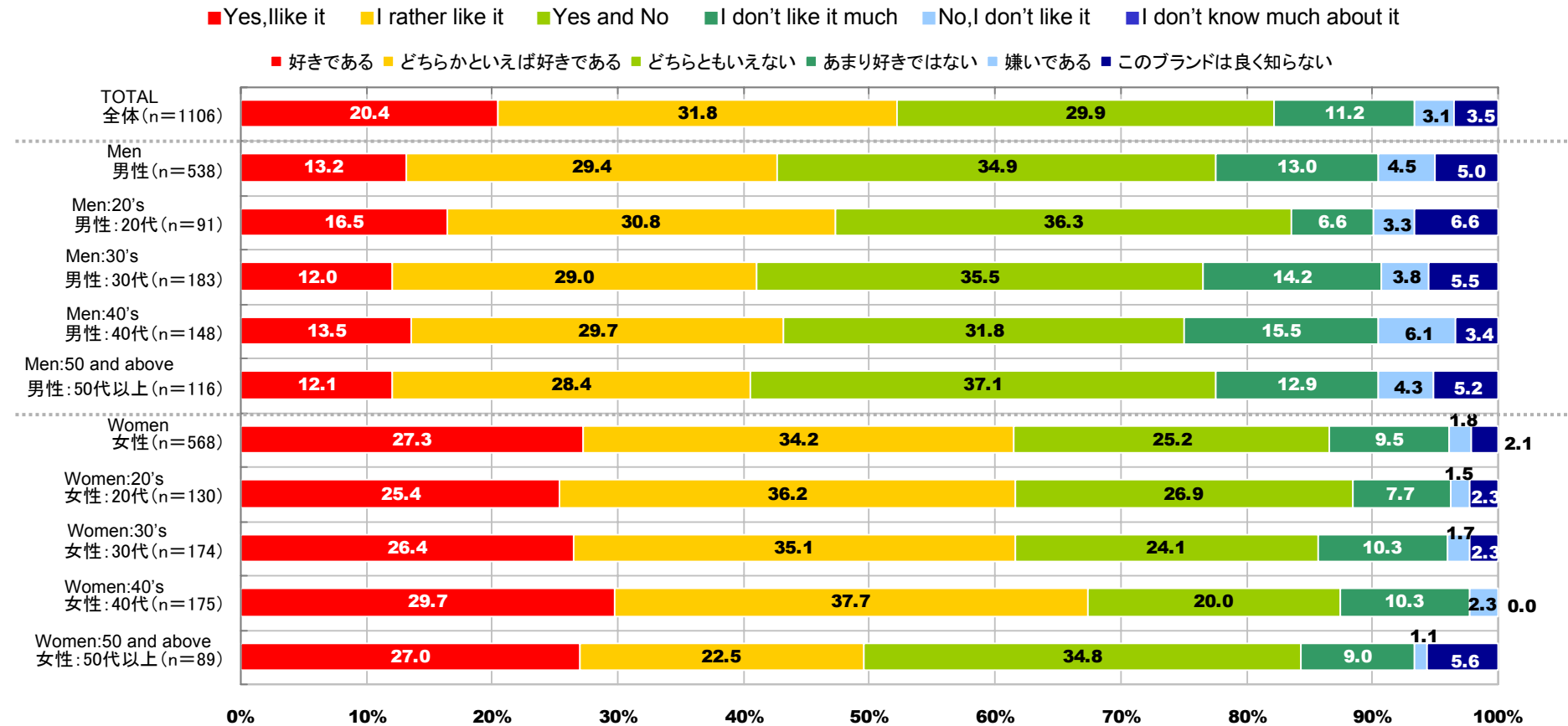


### 5 : CARTIER (2/2) by region, and by watch movement preference



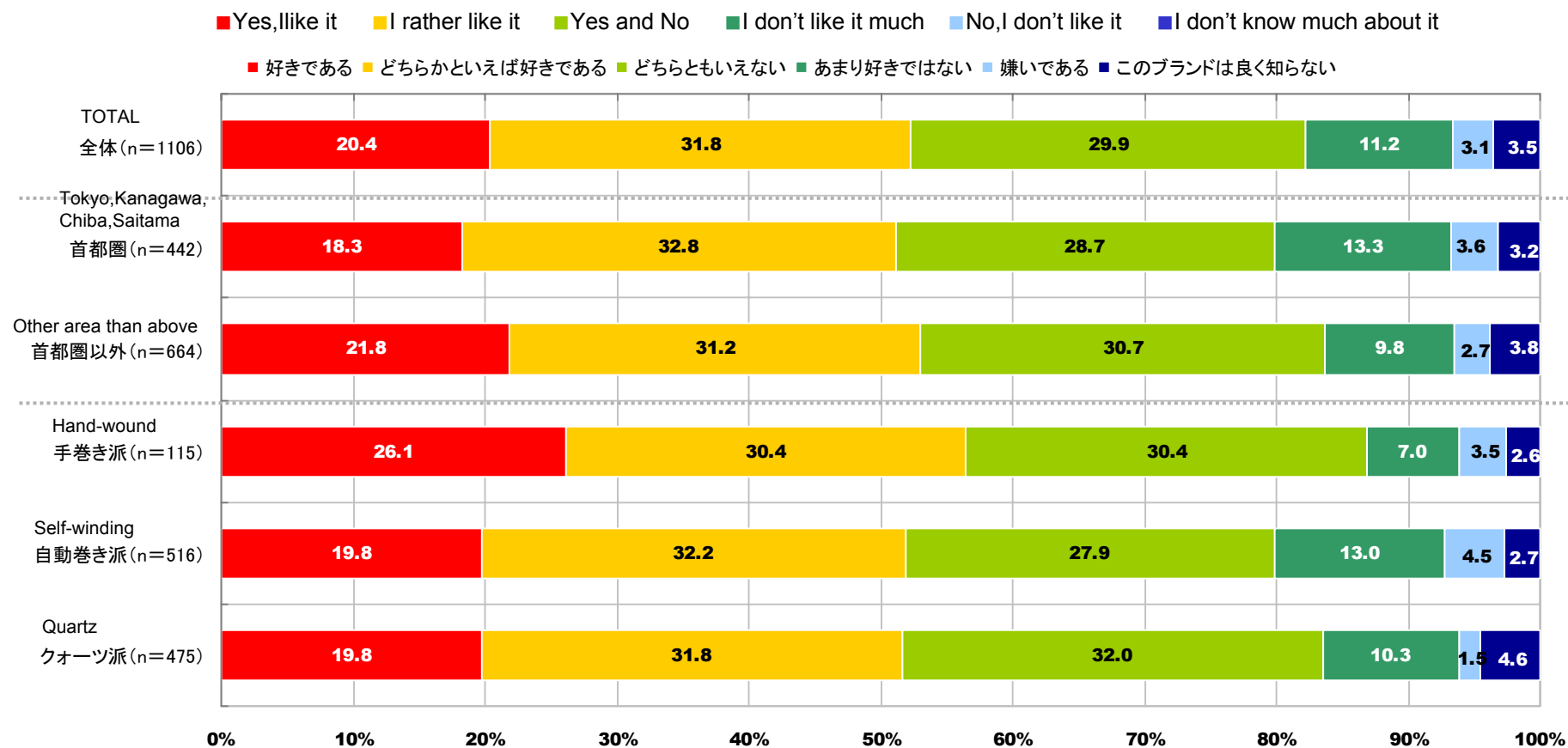


## 6 : BVLGARI (1/2) by gender/age



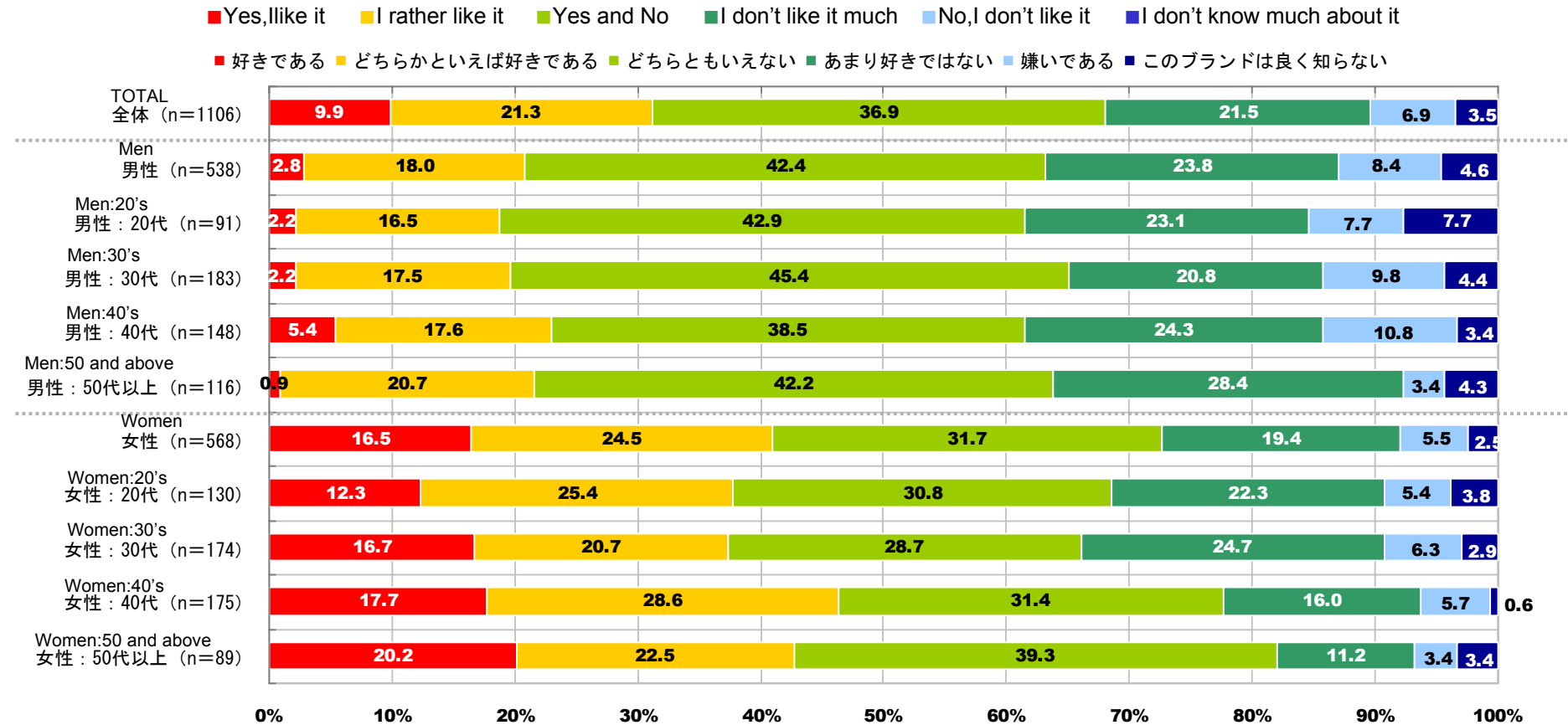


## 6 : BVLGARI (2/2) by region, and by watch movement preference



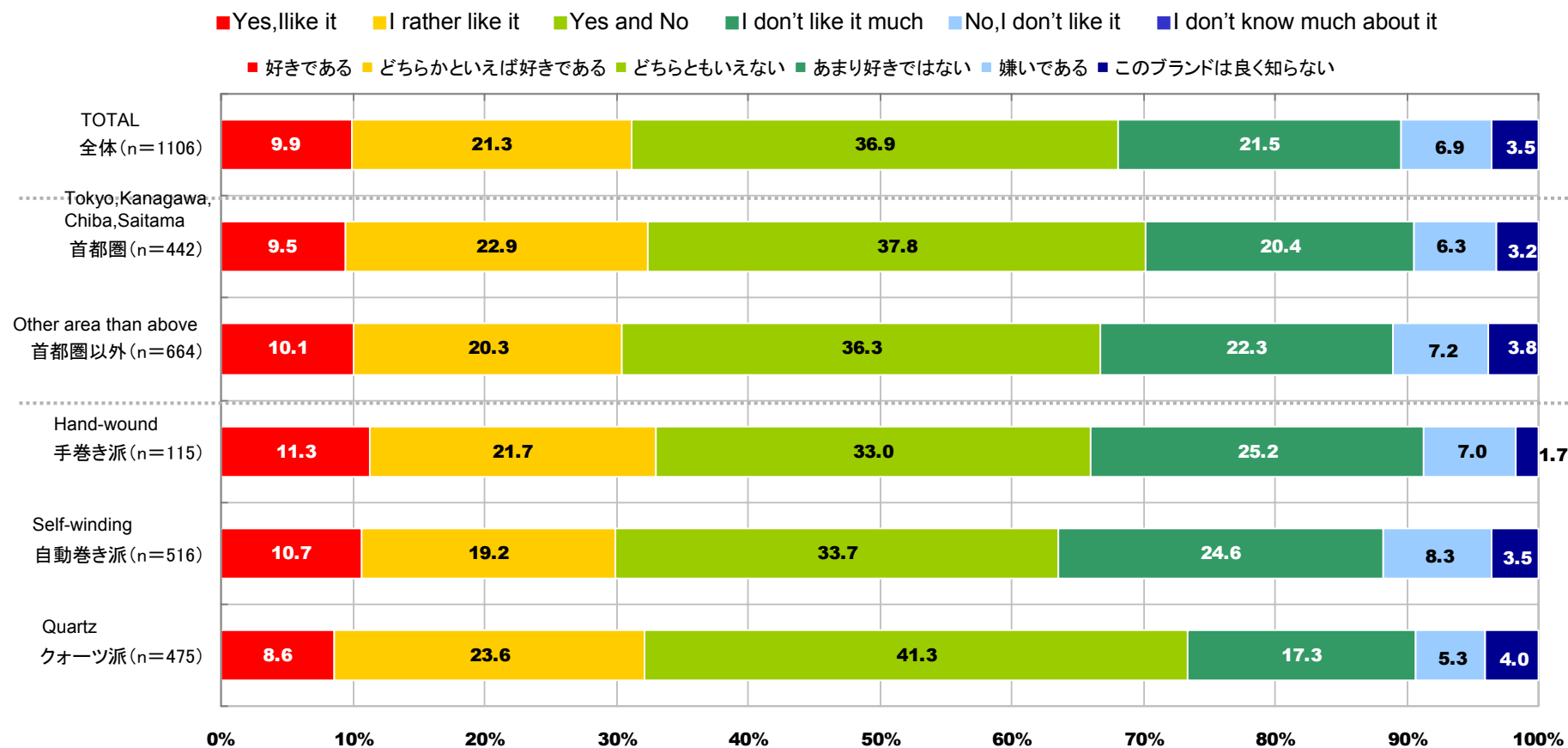


## 7 : CHANEL (1/2) by gender/age



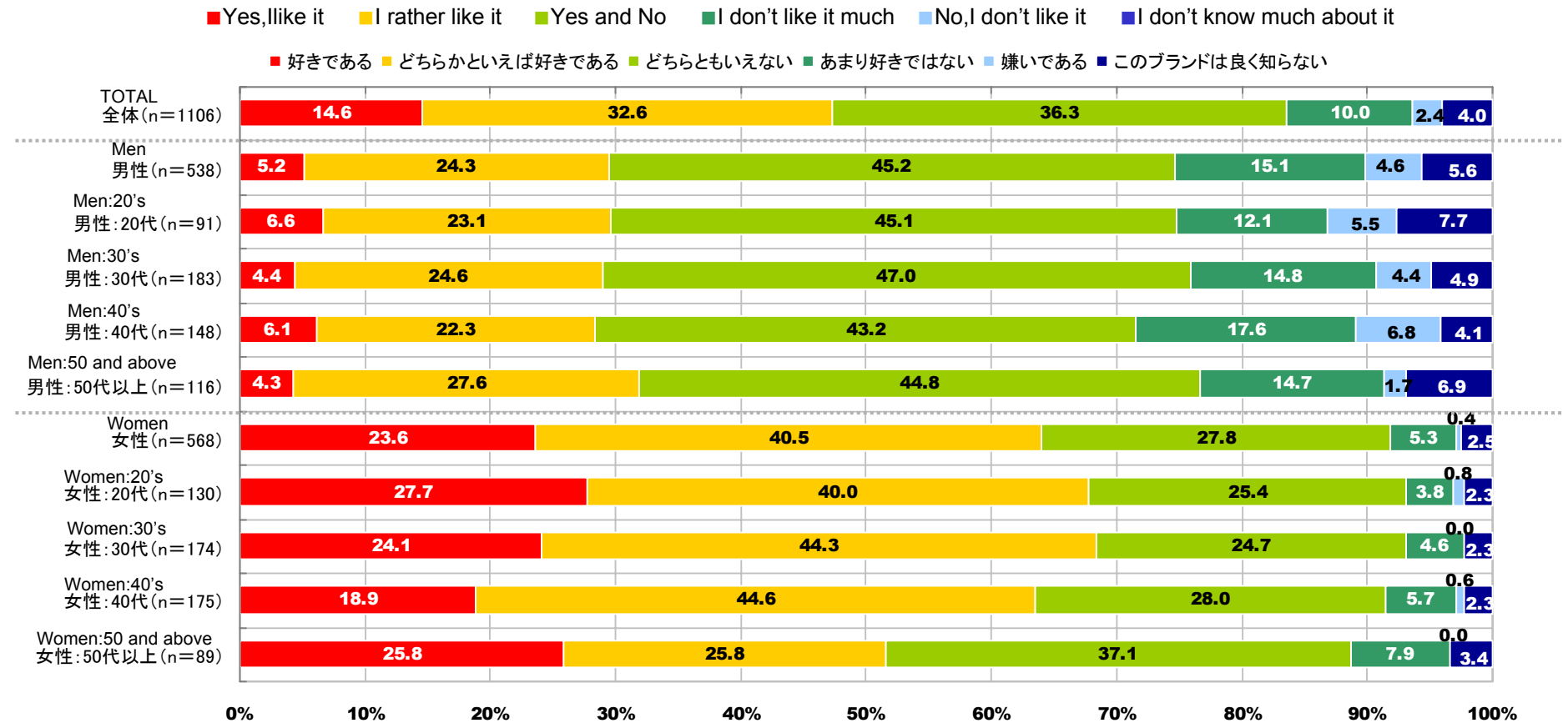


## 7 : CHANEL (2/2) by region, and by watch movement preference



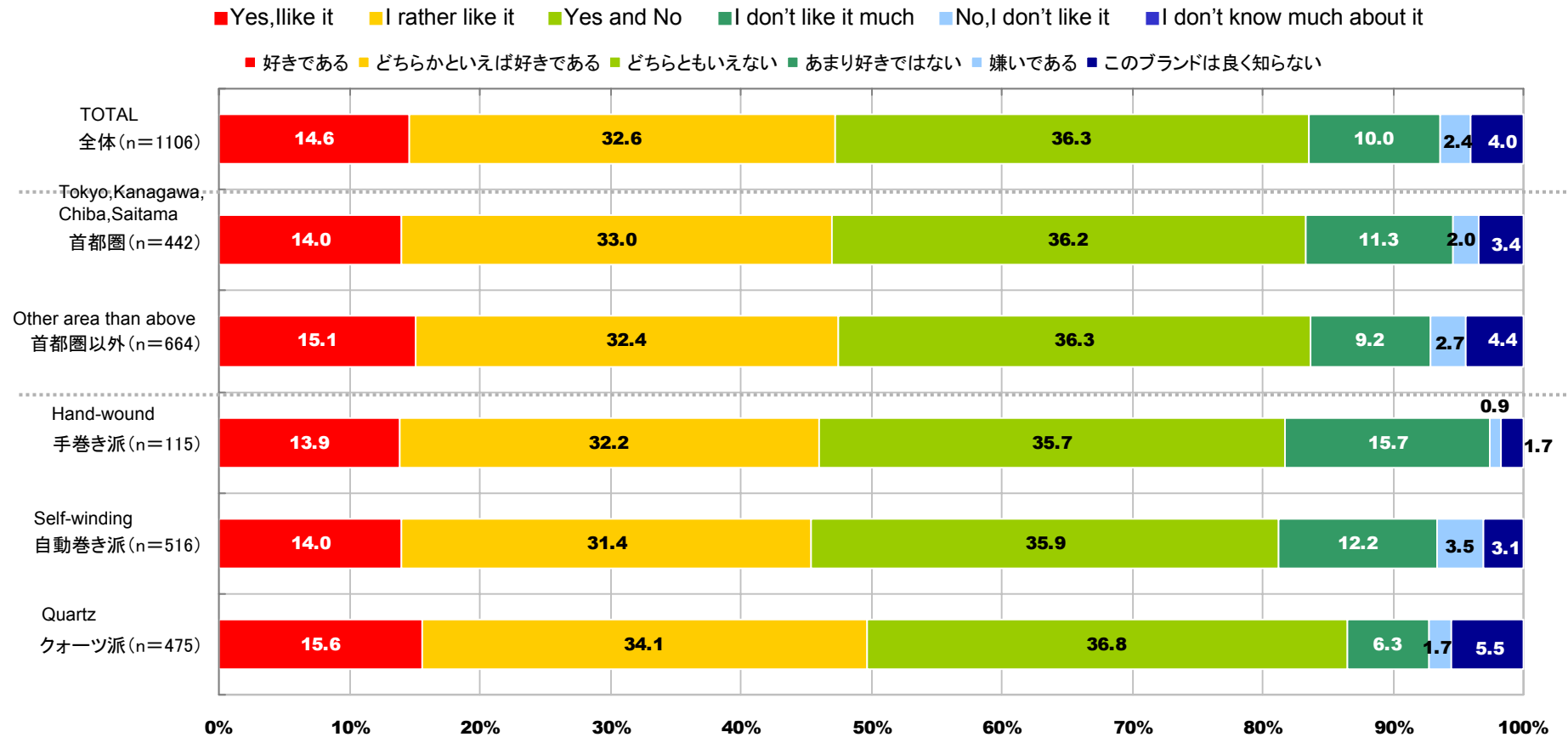


## 8 : TIFFANY (1/2) by gender/age



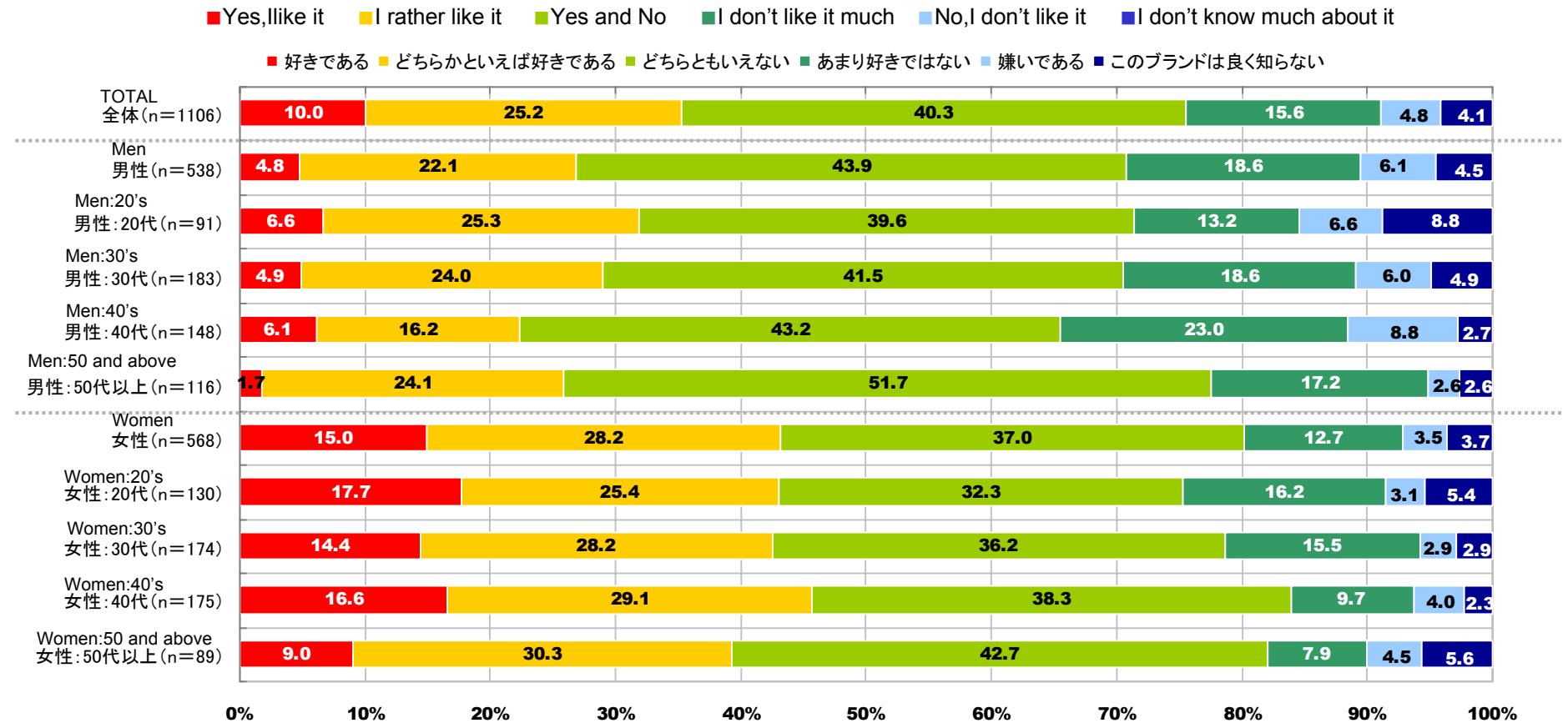


## 8 : TIFFANY (2/2) by region, and by watch movement preference



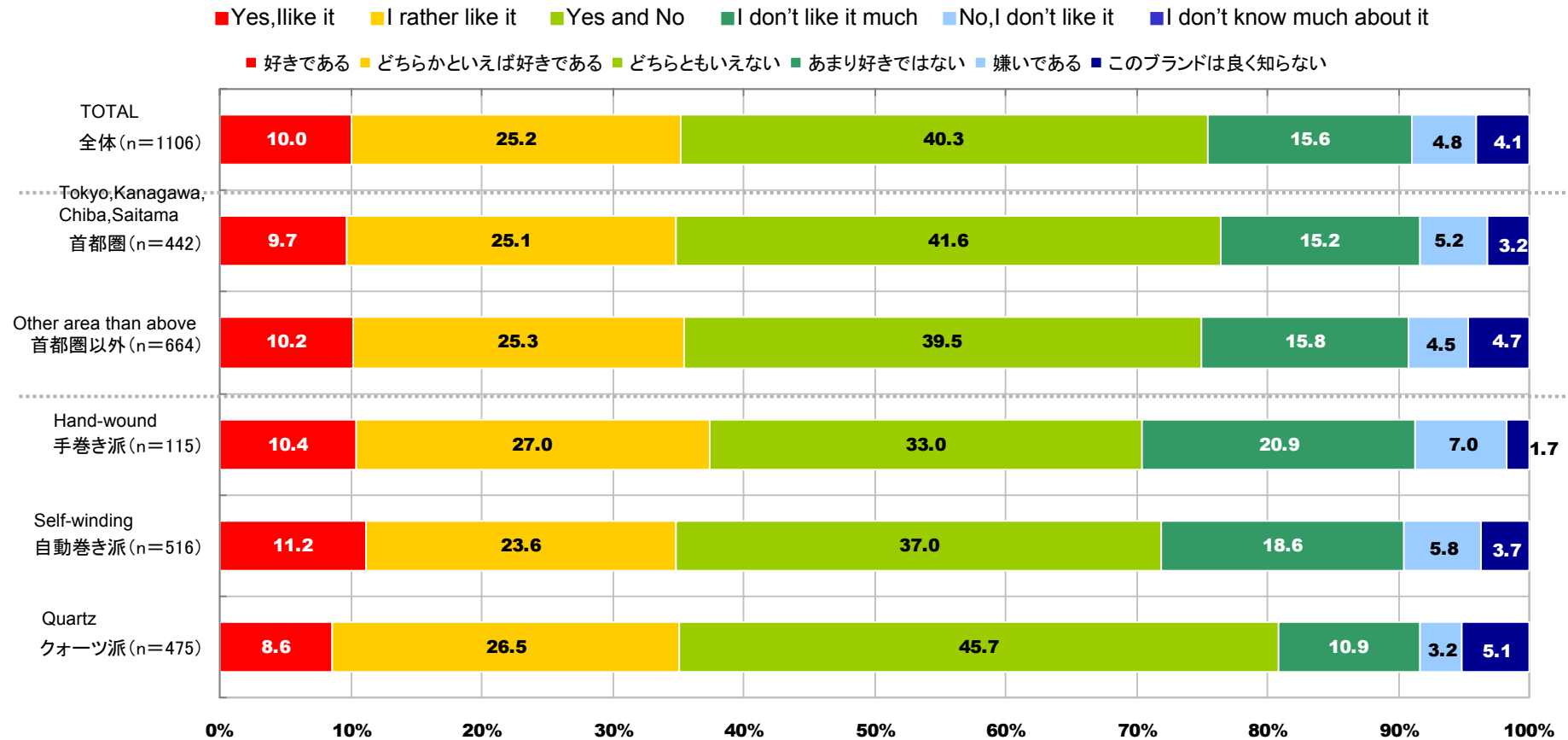


### 9 : LOUIS VUITTON (1/2) by gender/age



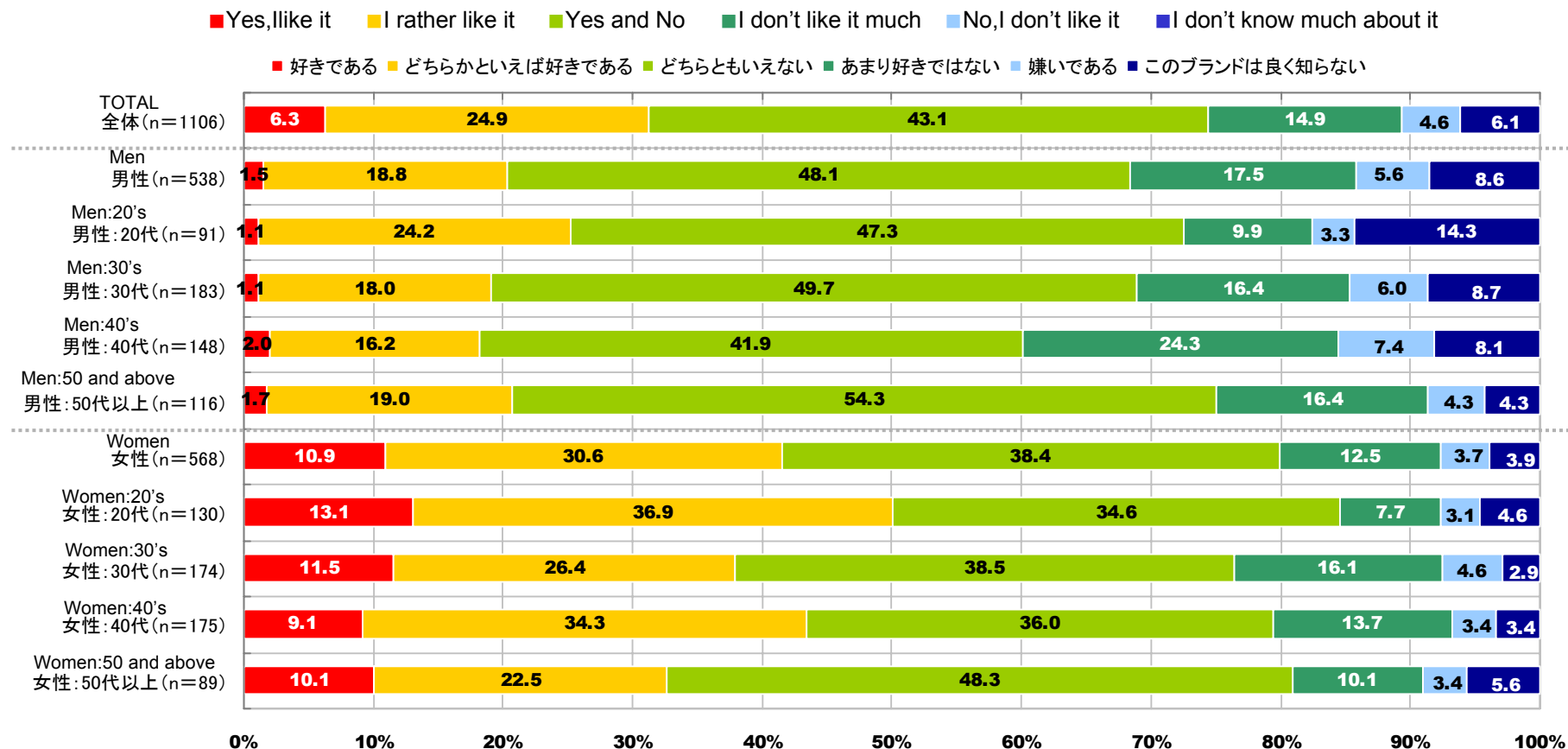


9 : LOUIS VUITTON (2/2) by region, and by watch movement preference



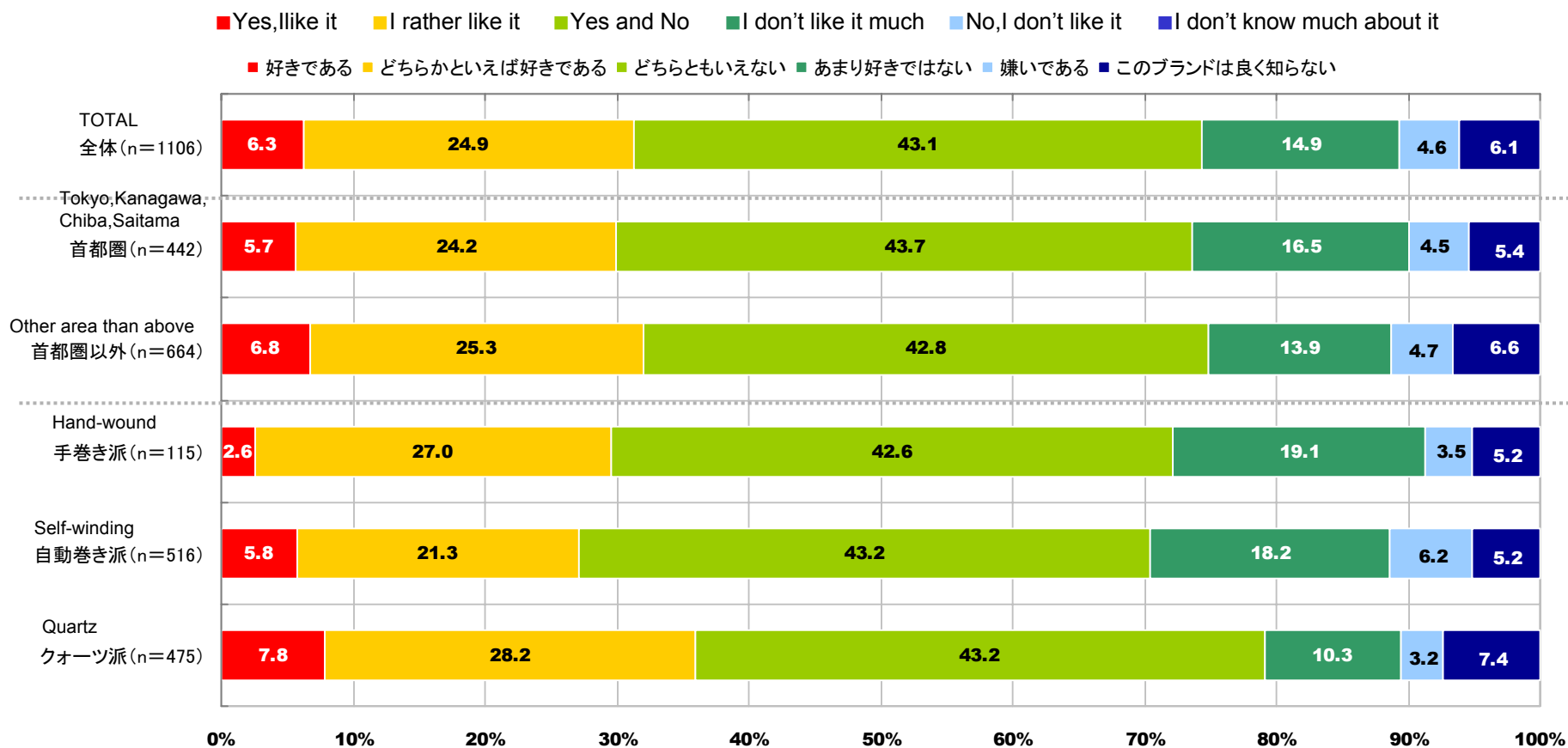


## 10 : DIOR (1/2) by gender/age



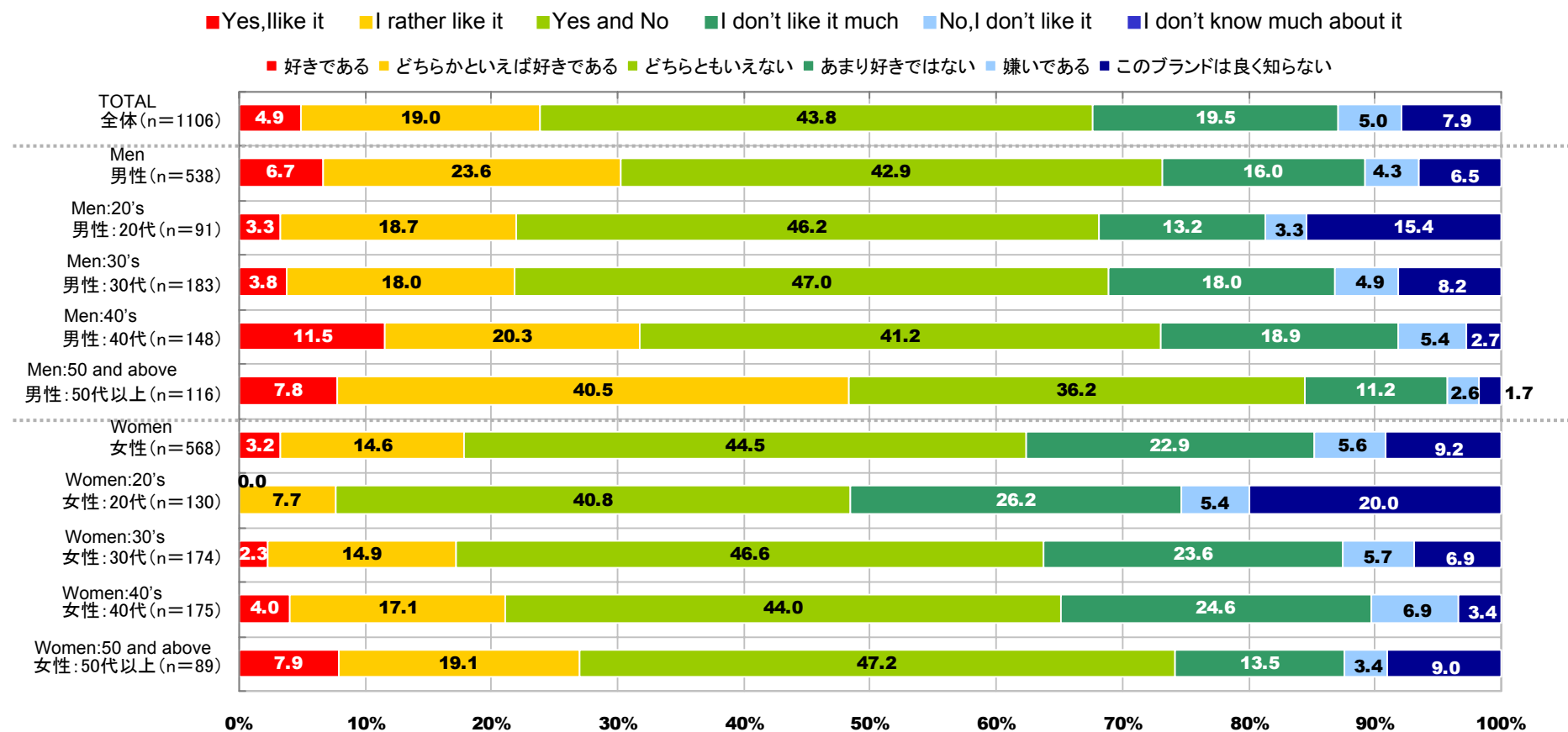


## 10 : DIOR (2/2) by region, and by watch movement preference



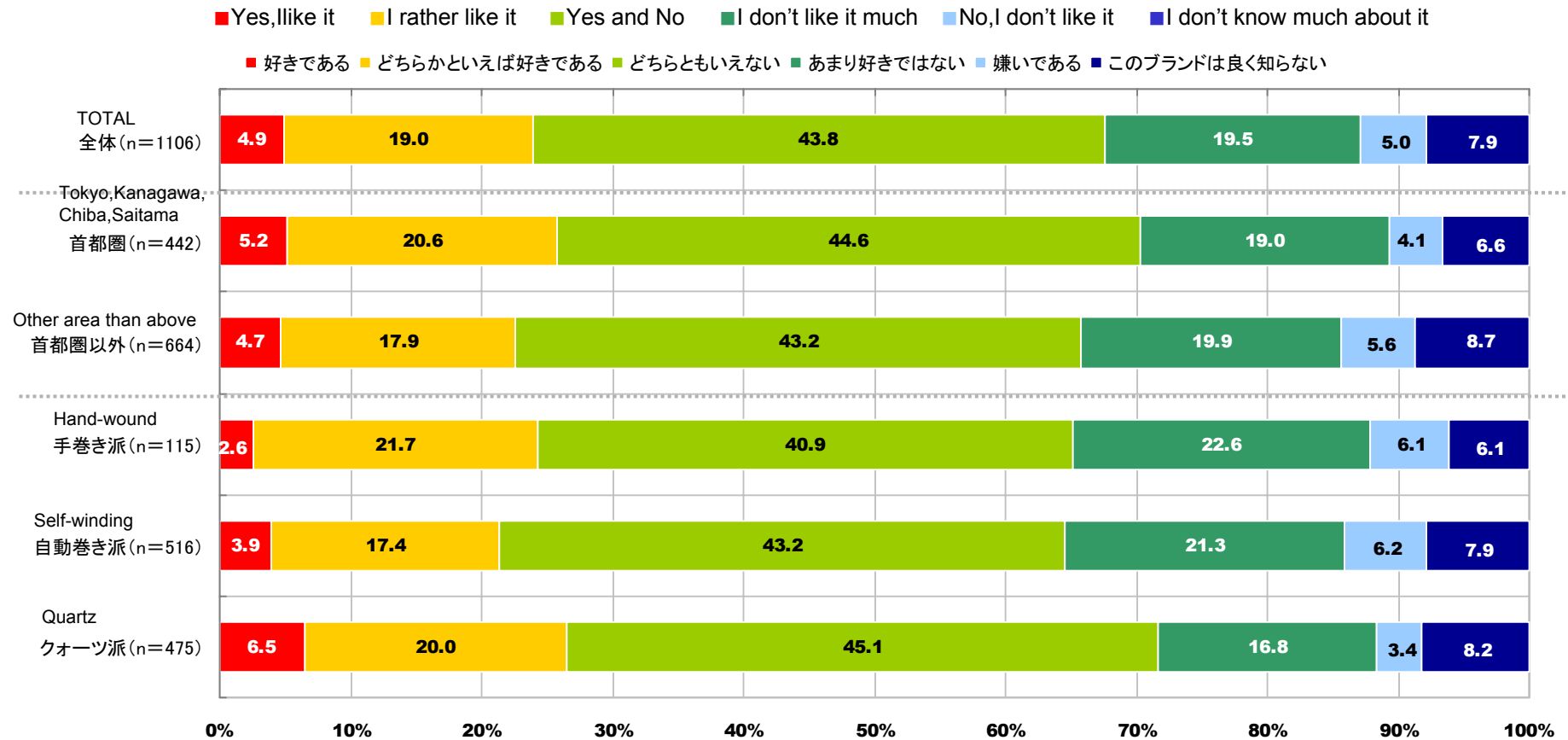


# 11 : DUNHILL (1/2) by gender/age



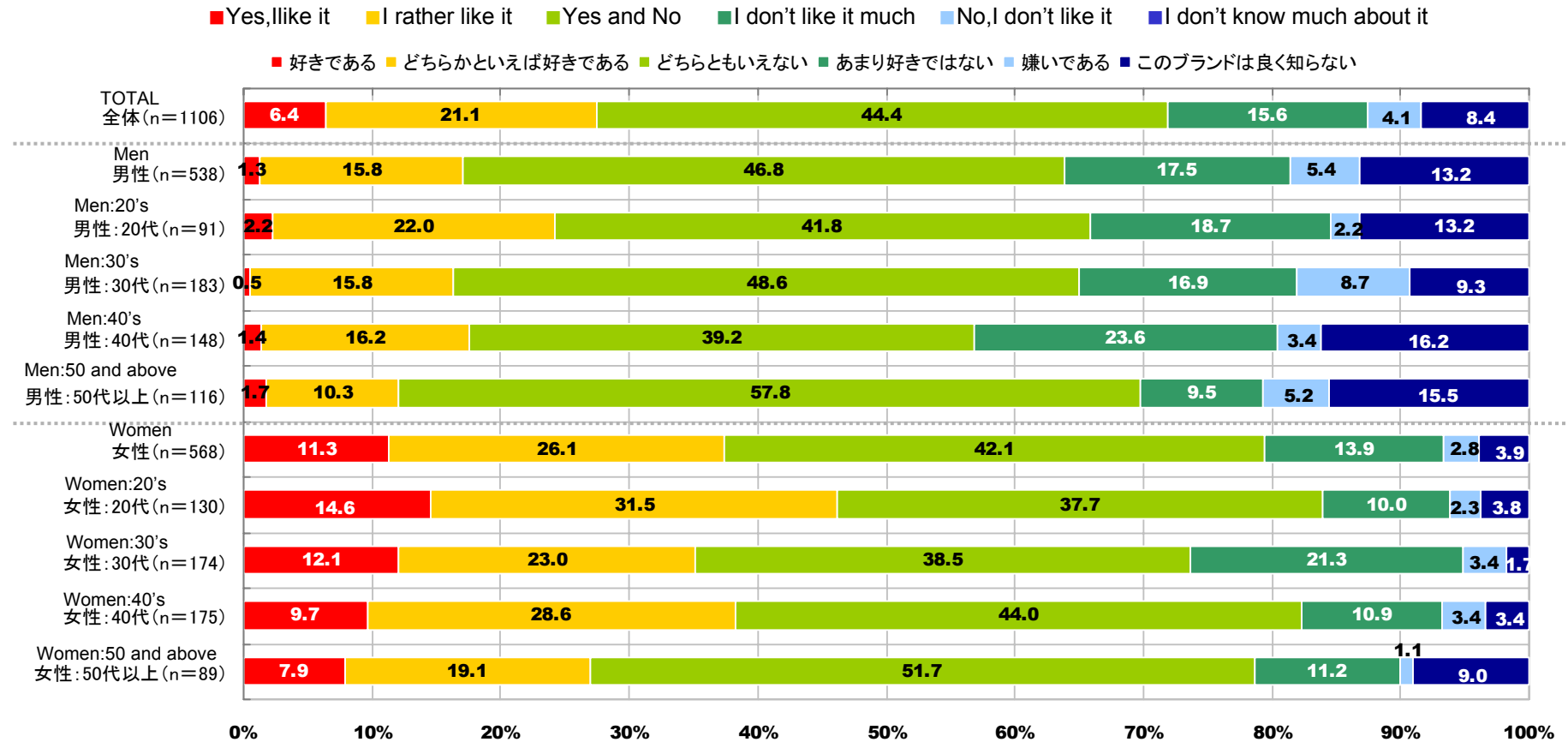


## 11 : DUNHILL (2/2) by region, and by watch movement preference



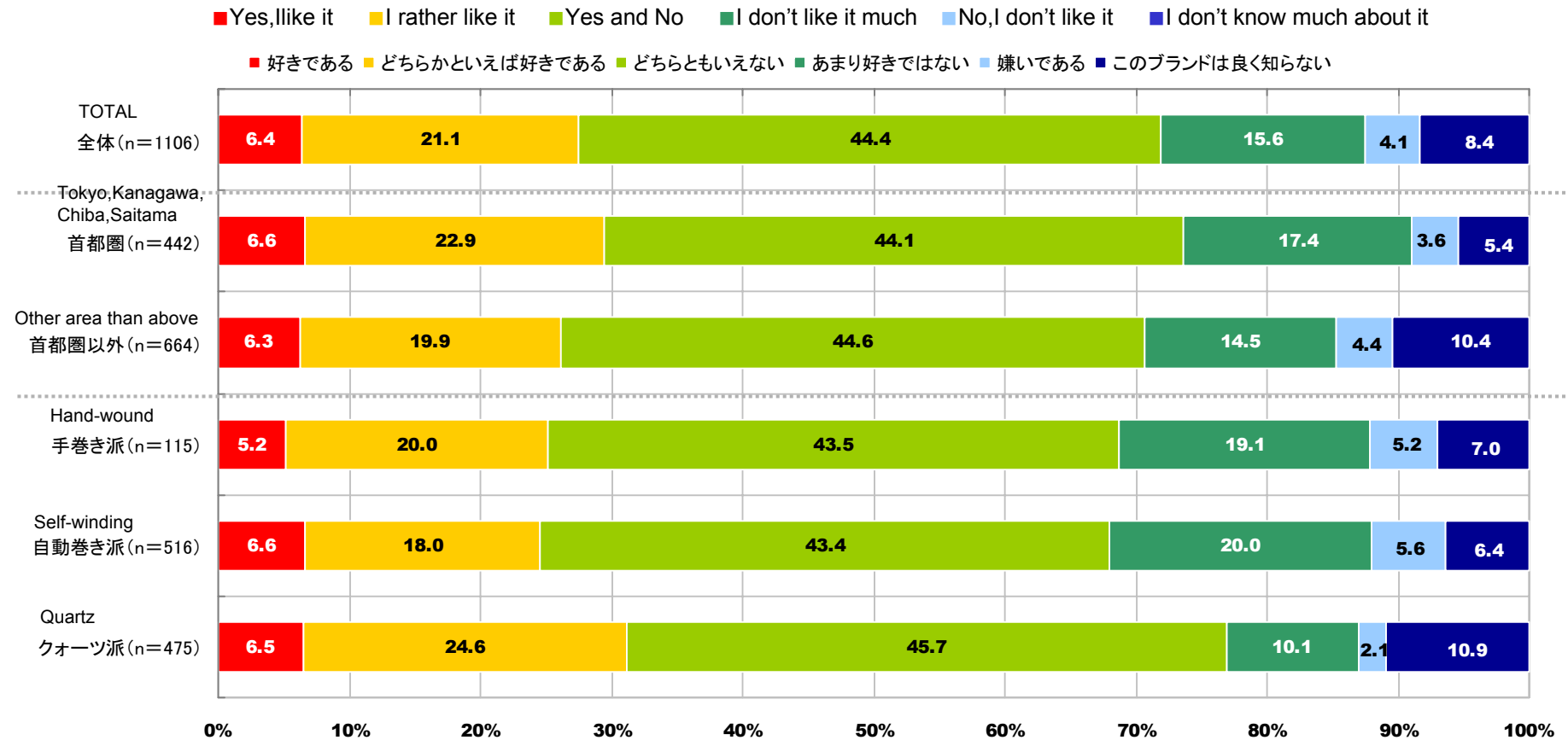


## 12 : COACH (1/2) by gender/age



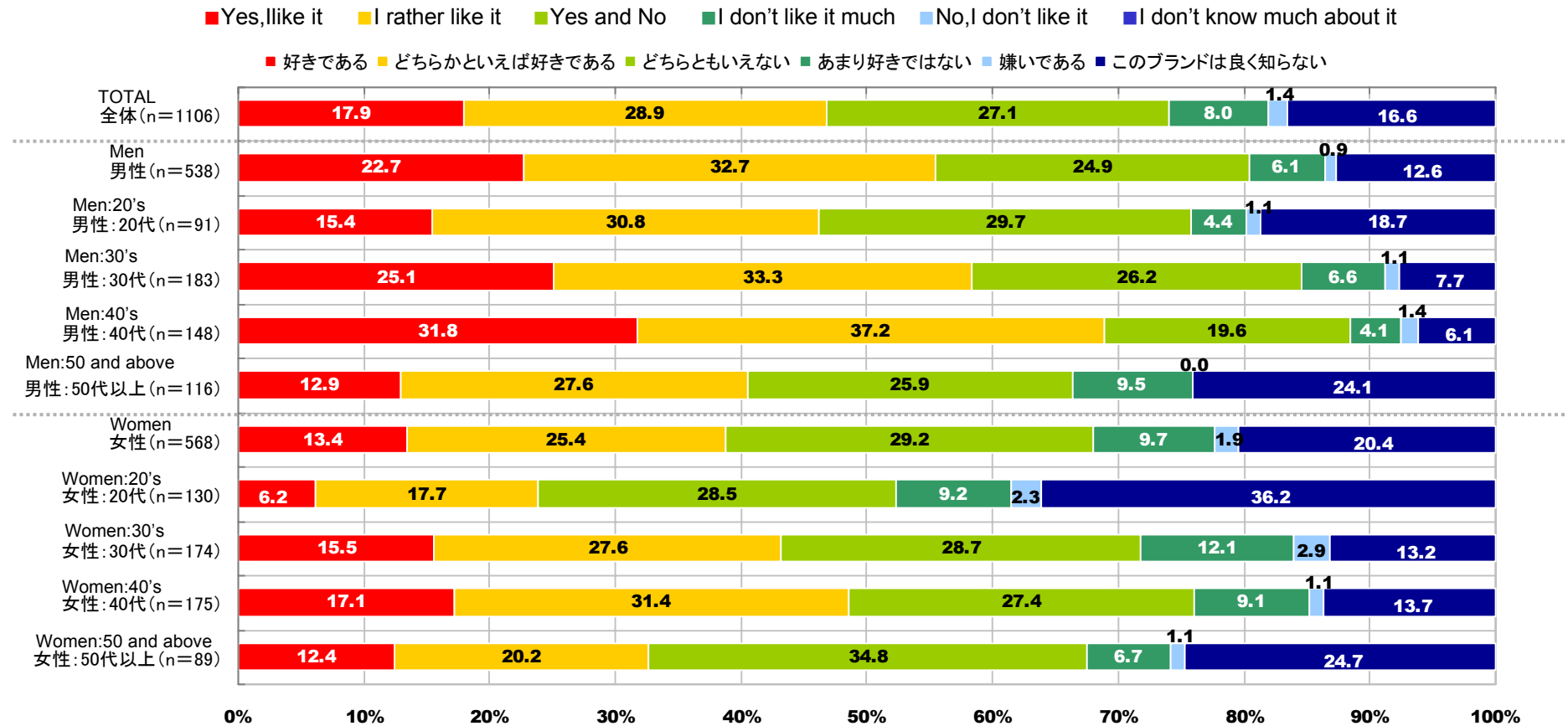


## 12 : COACH (2/2) by region, and by watch movement preference



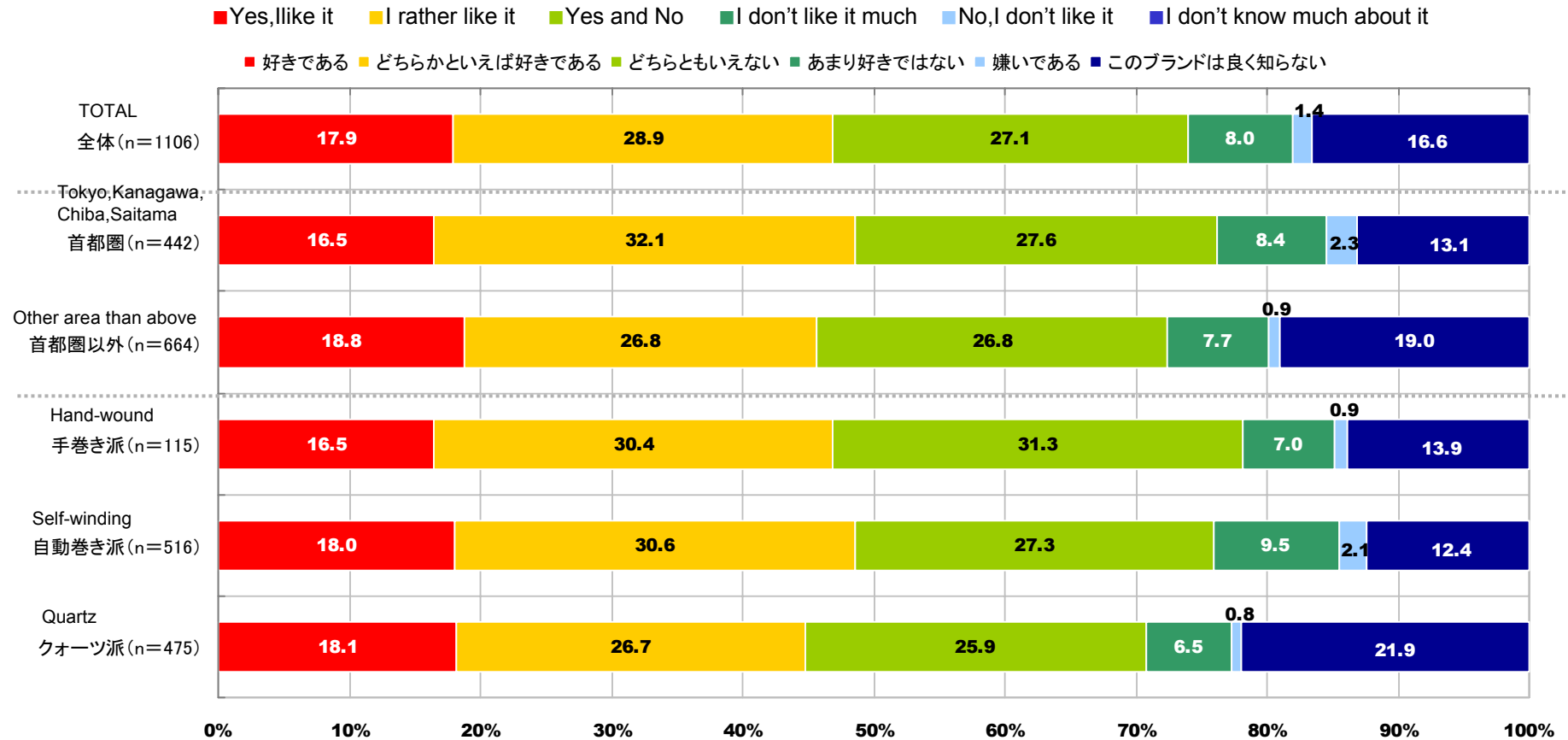


### 13 : TAG HEUER ( 1/2 ) by gender/age



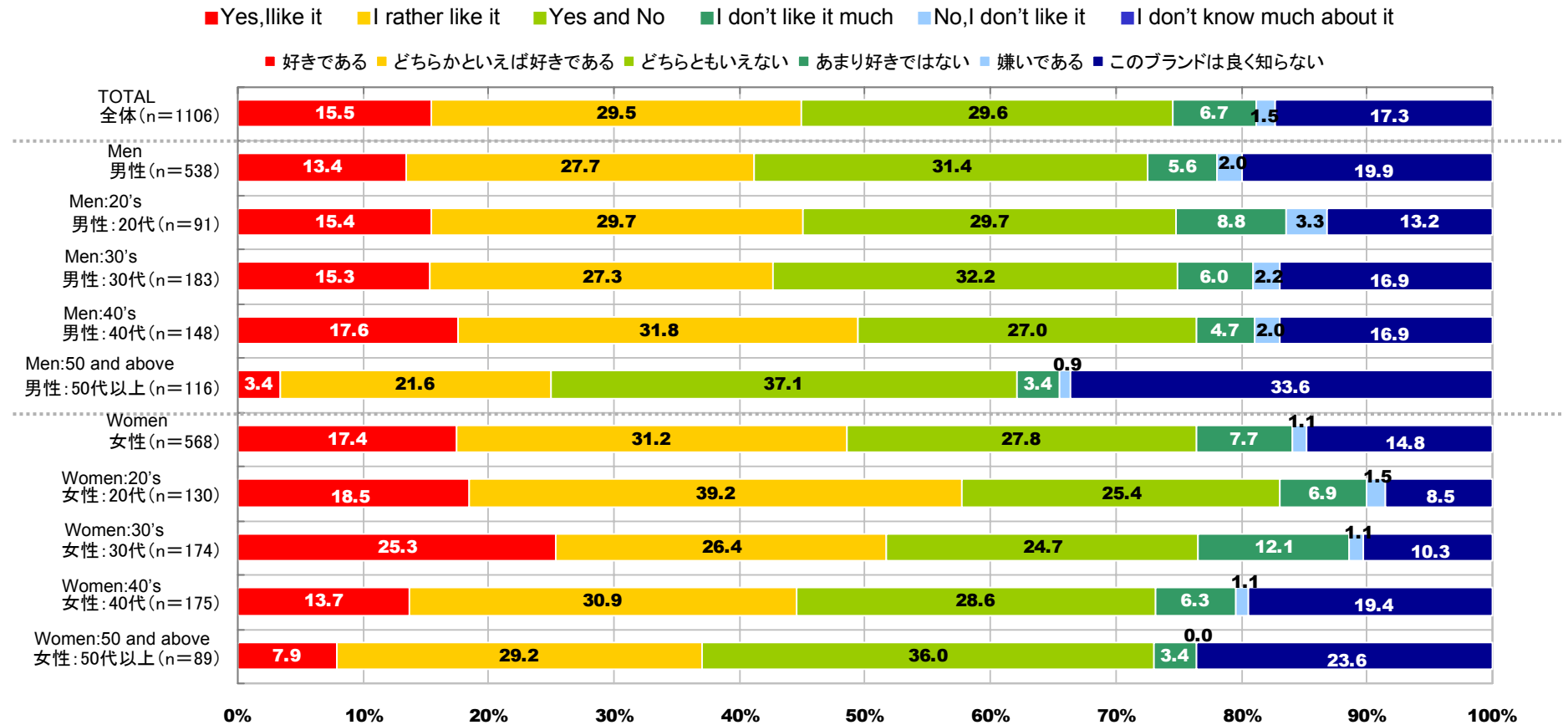


### 13 : TAG HEUER (2/2) by region, and by watch movement preference



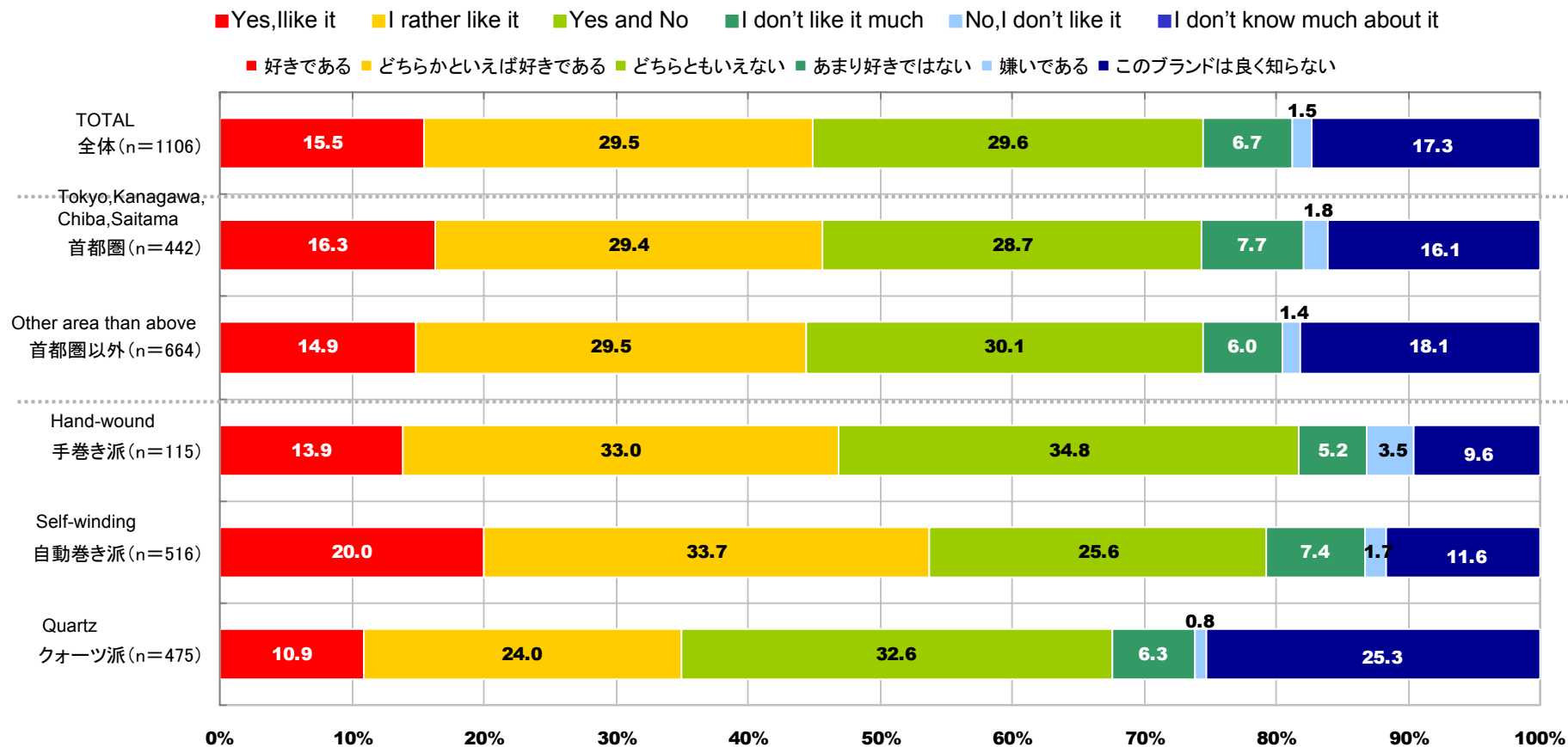


## 14 : FRANCK MULLER (1/2) by gender/age



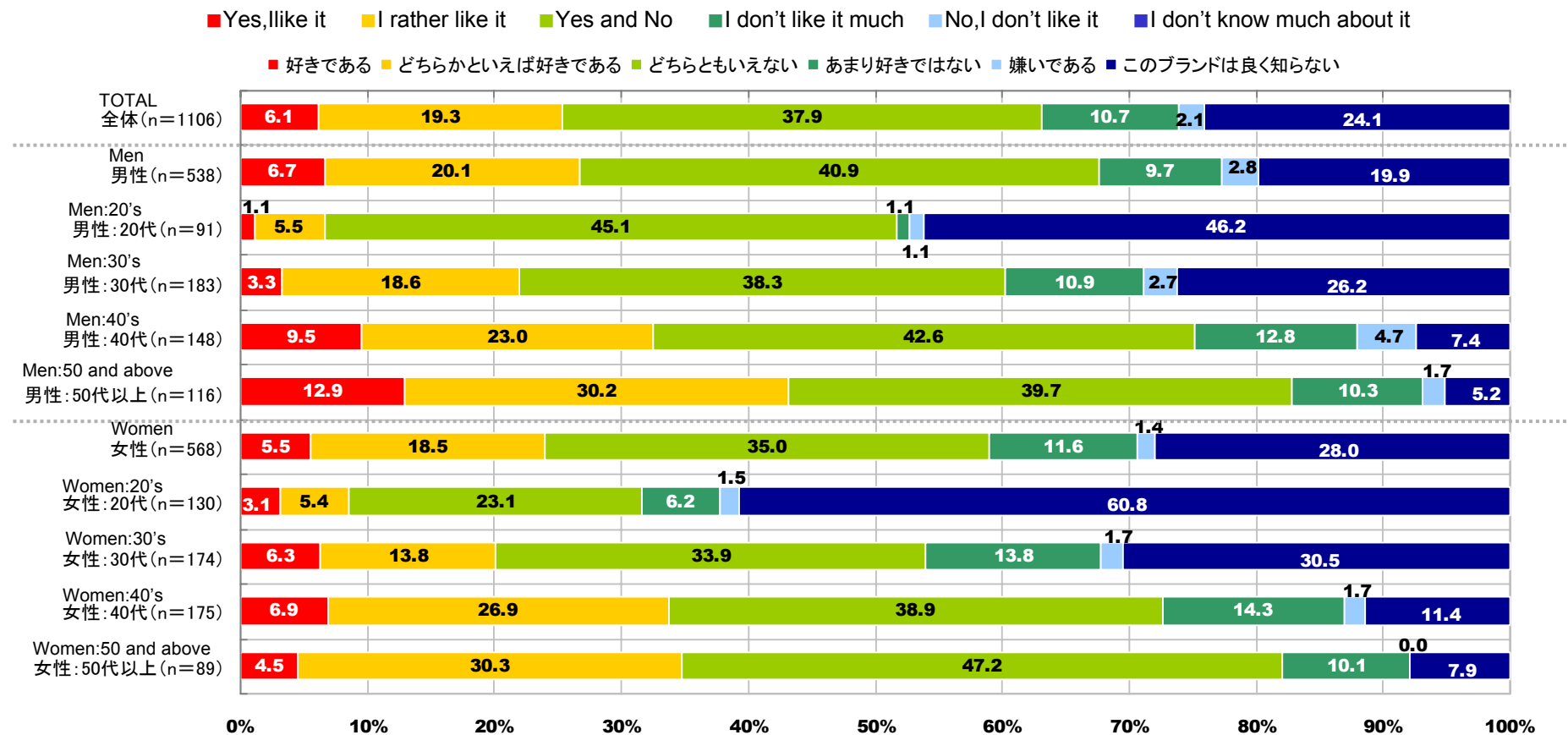


## 14 : FRANCK MULLER (2/2) by region, and by watch movement preference



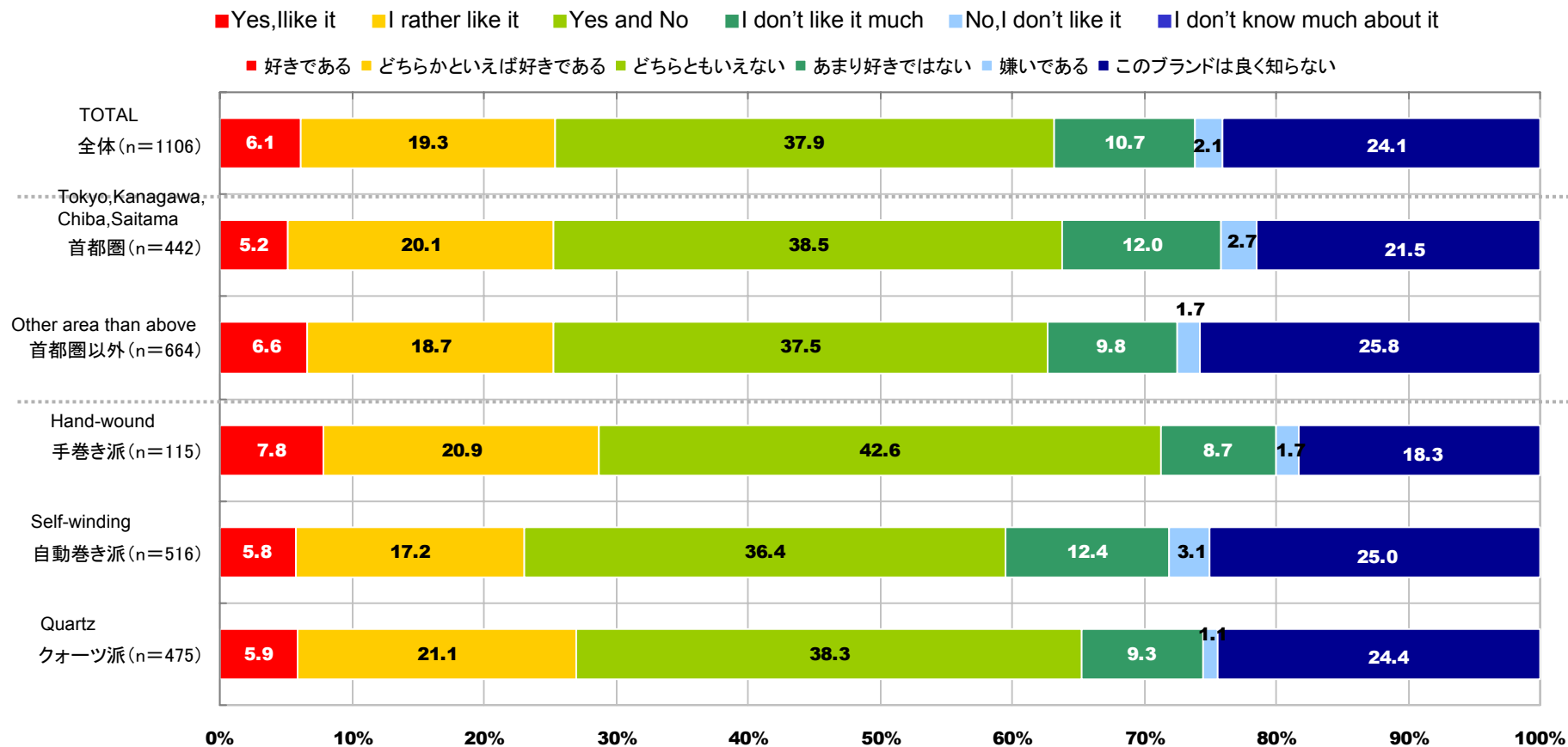


## 15 : LONGINES (1/2) by gender/age



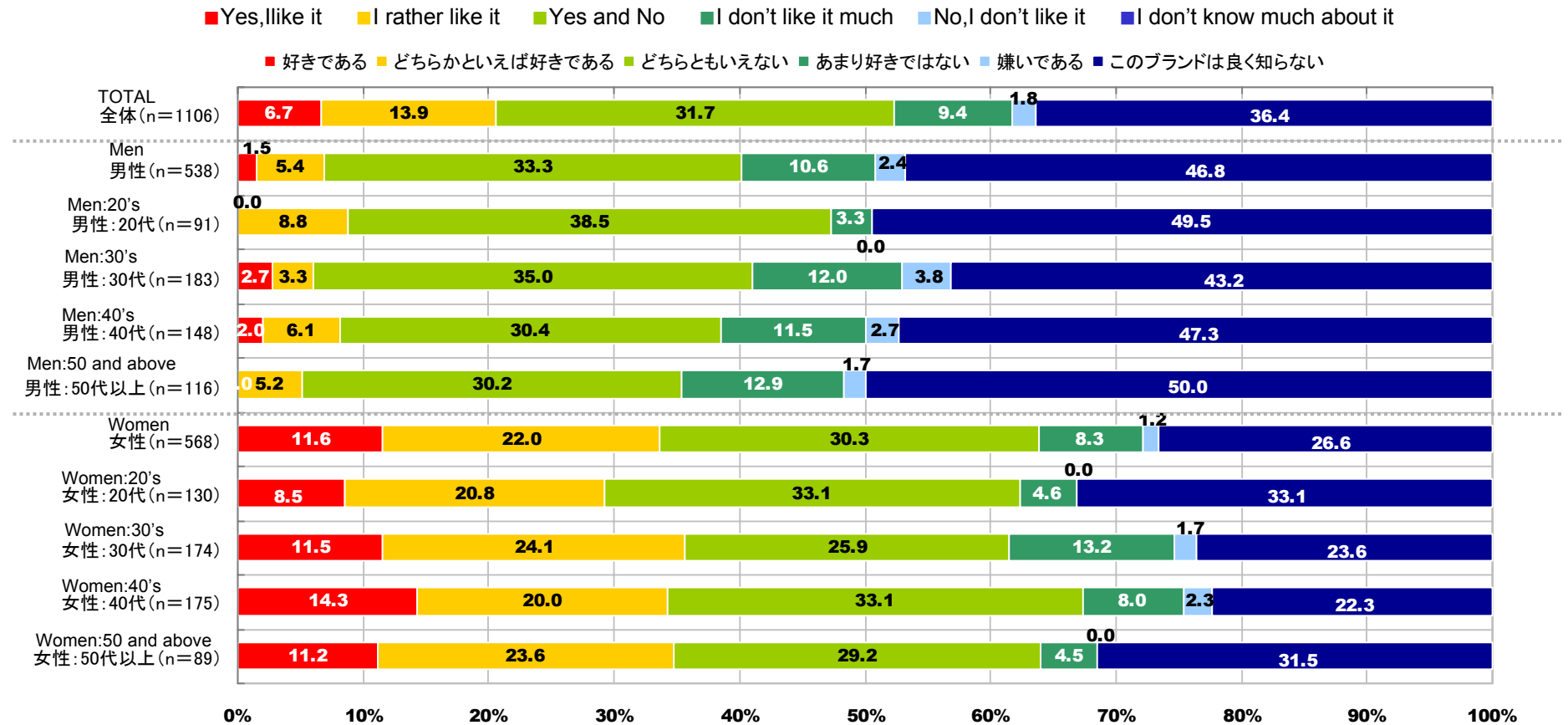


## 15 : LONGINES (2/2) by region, and by watch movement preference



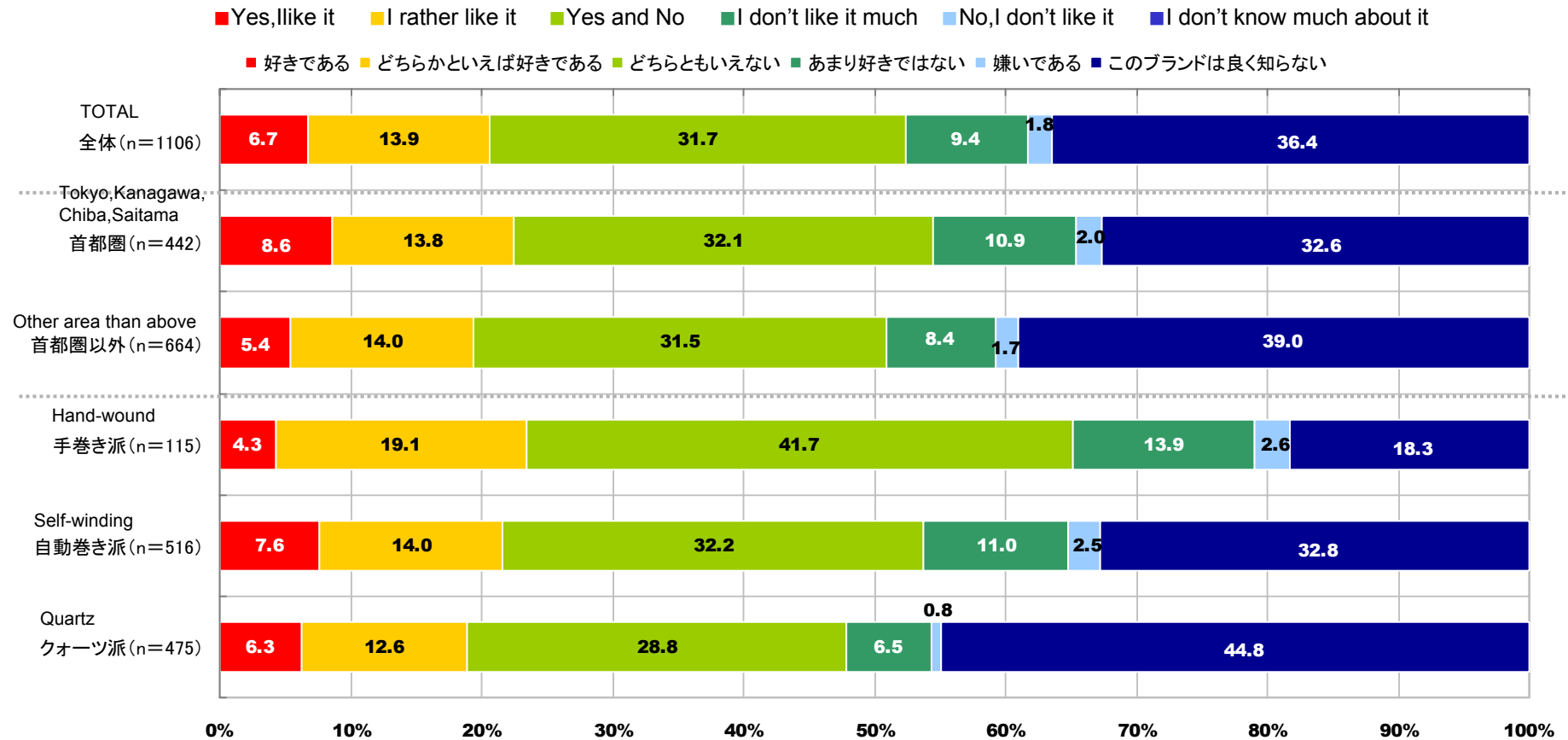


## 16 : CHOPARD (1/2) by gender/age



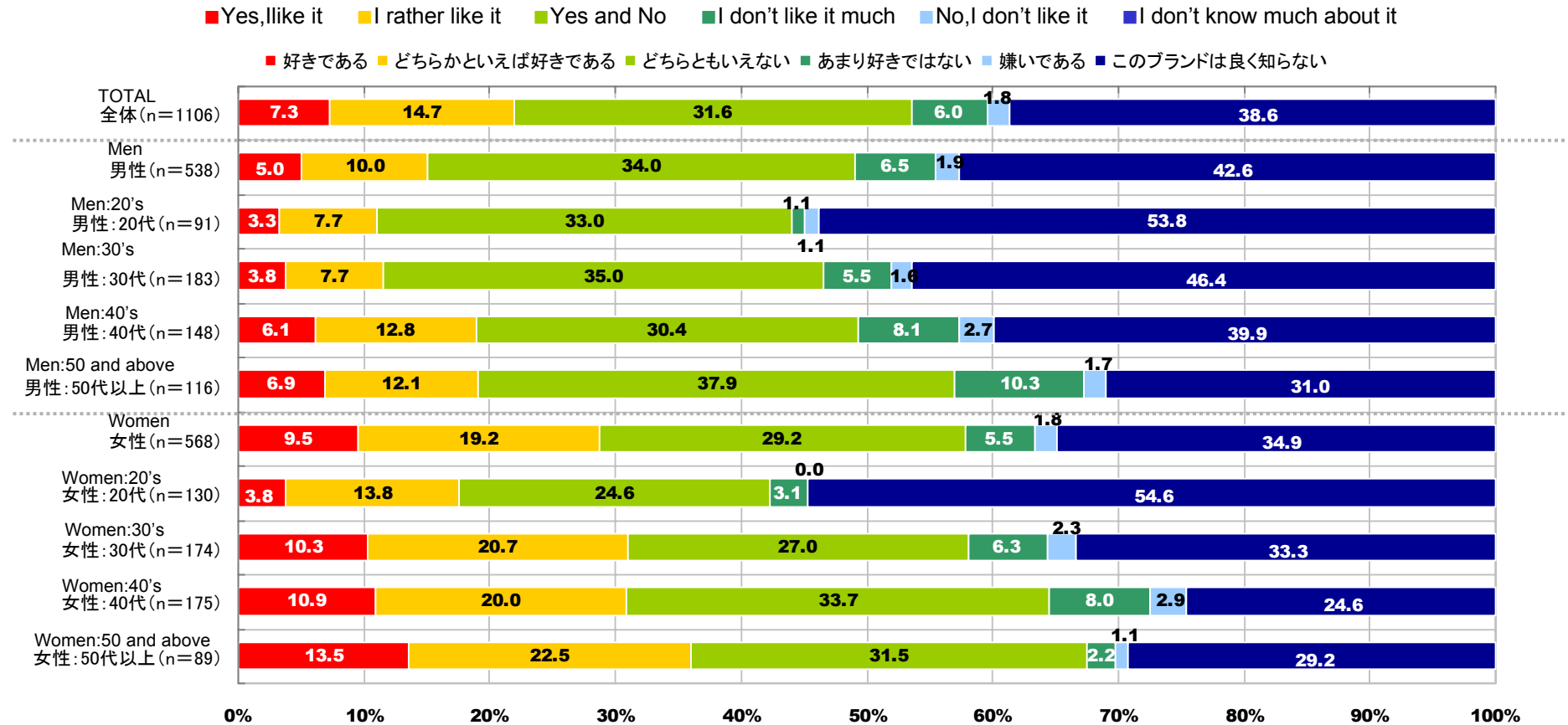


16 : CHOPARD (2/2) by region, and by watch movement preference



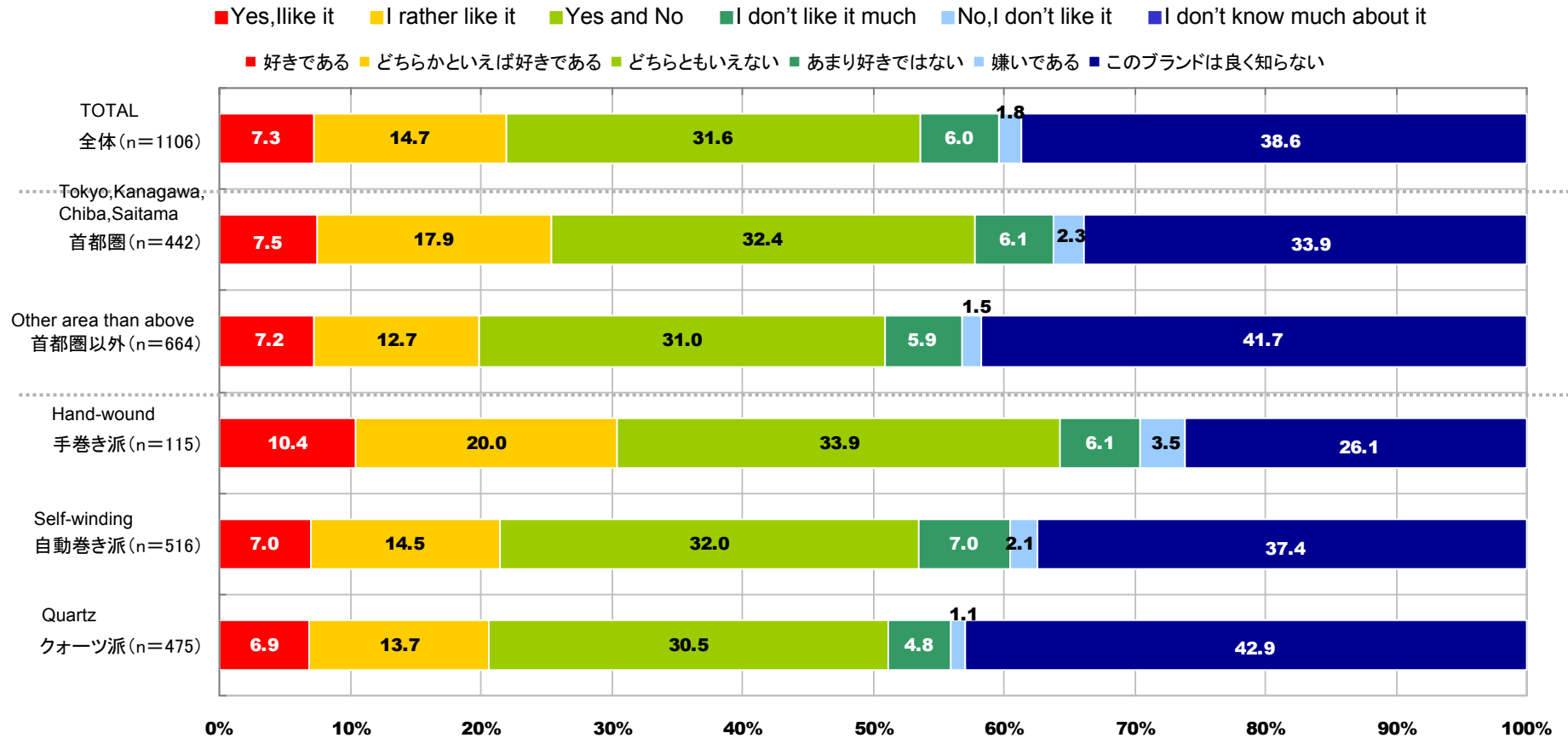


# 17 : PIAGET (1/2) by gender/age



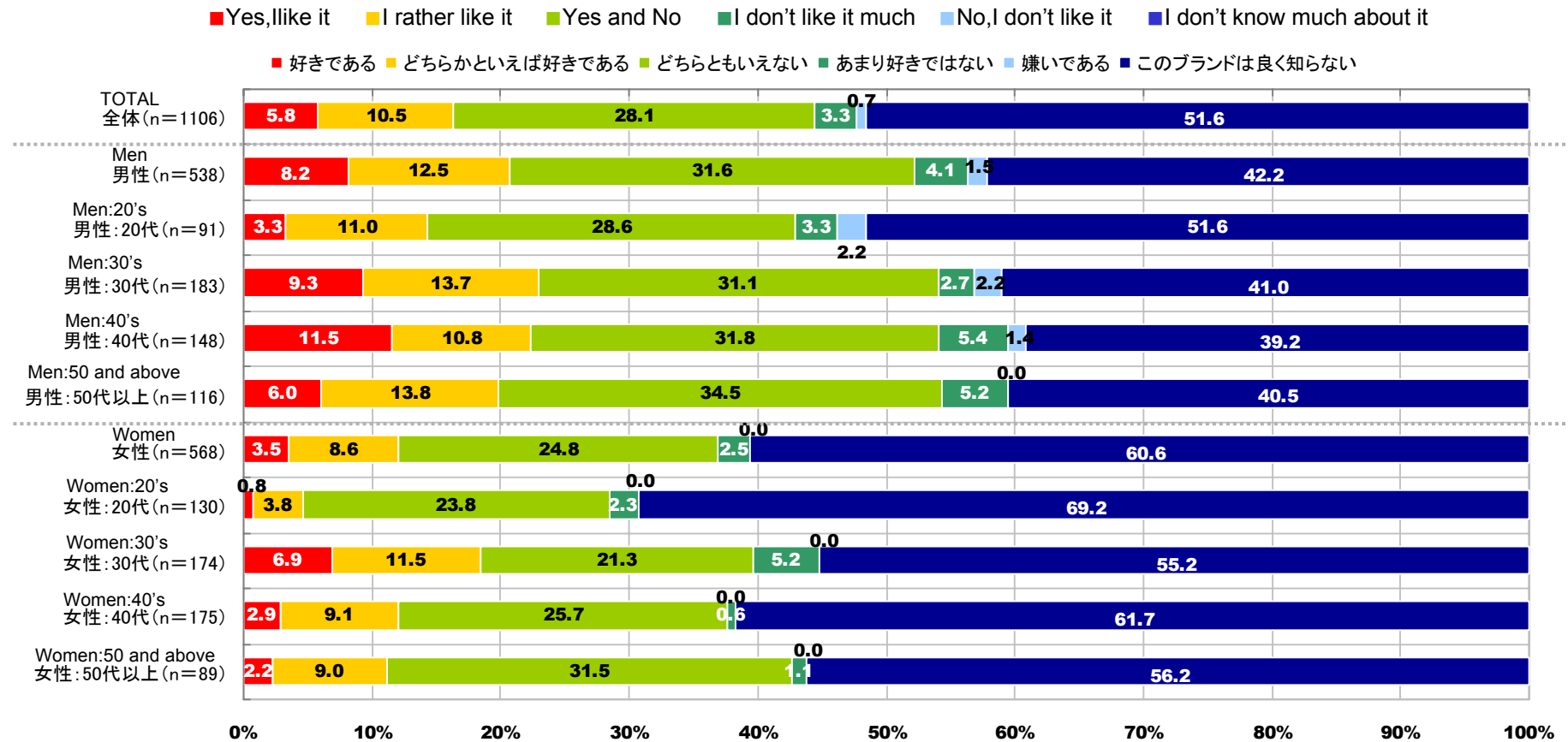


17 : PIAGET (2/2) by region, and by watch movement preference



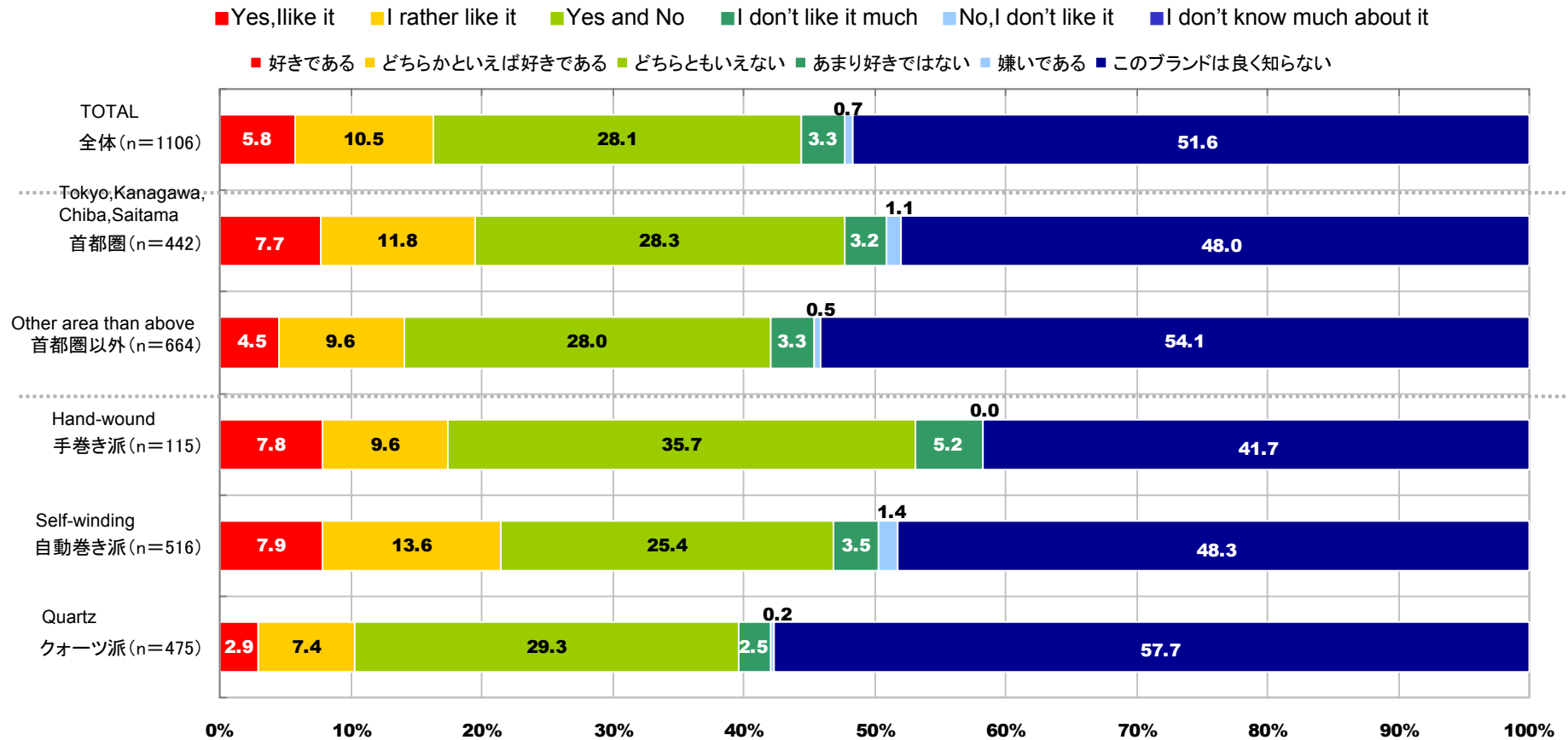


## 18 : IWC (1/2) by gender/age



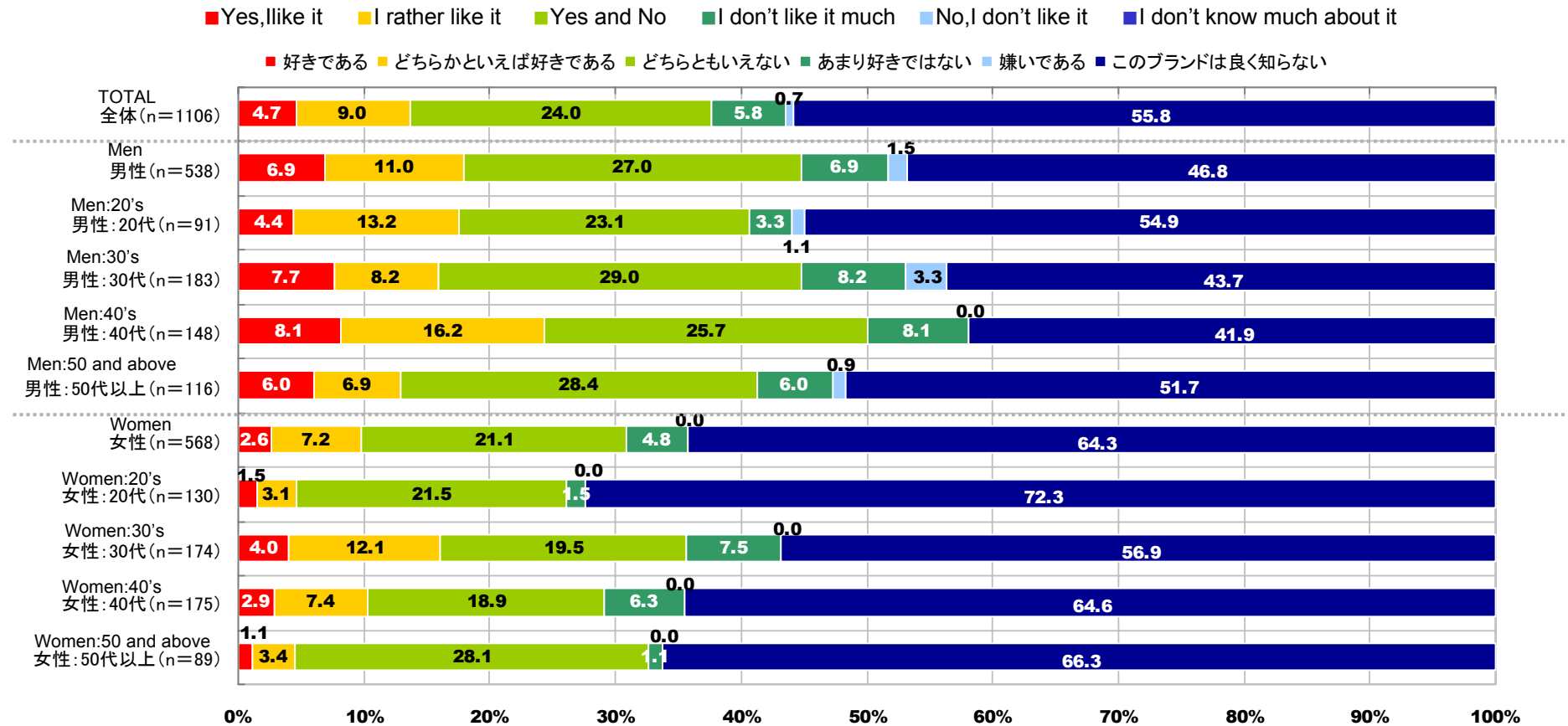


18 : IWC (2/2) by region, and by watch movement preference



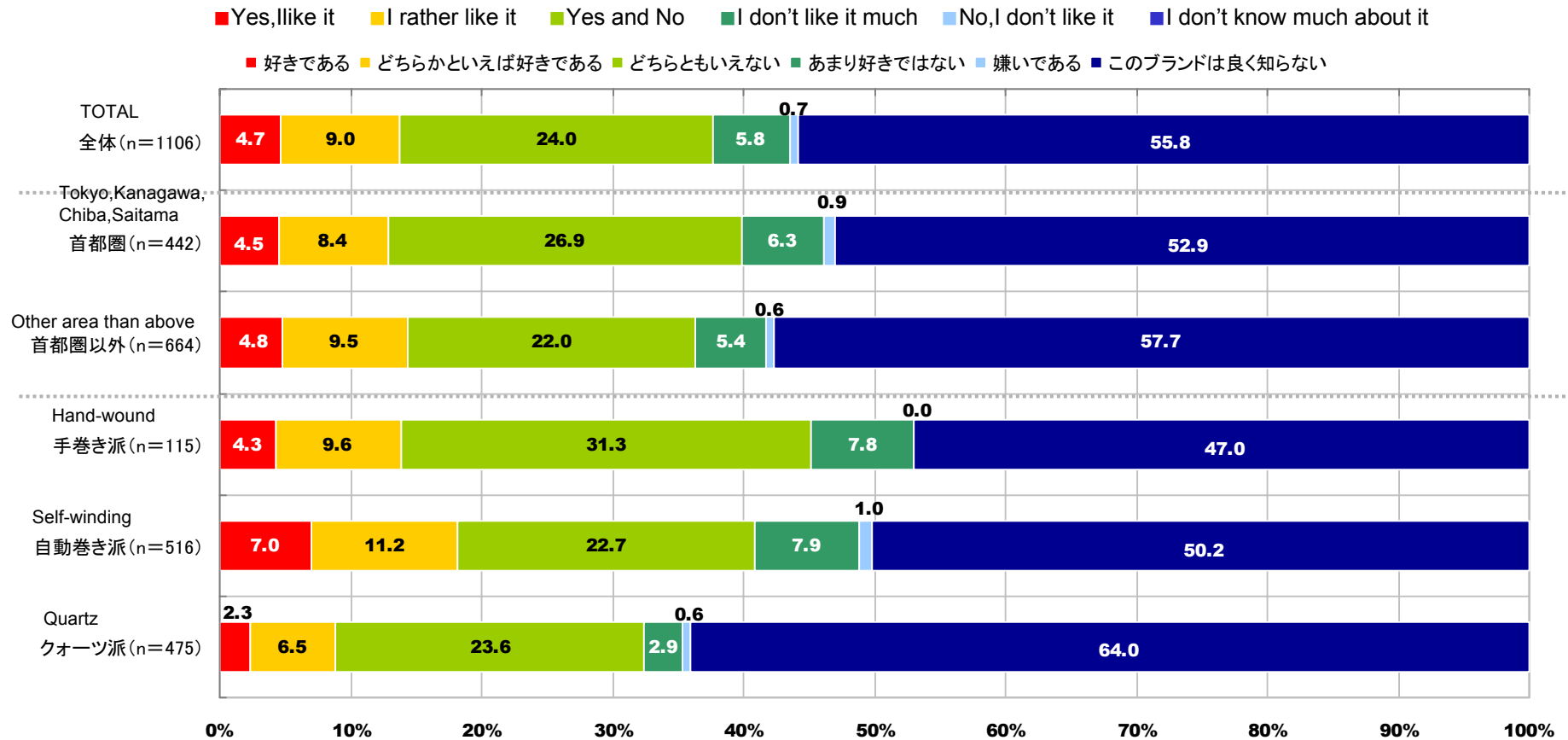


## 19 : BREITLING (1/2) by gender/age



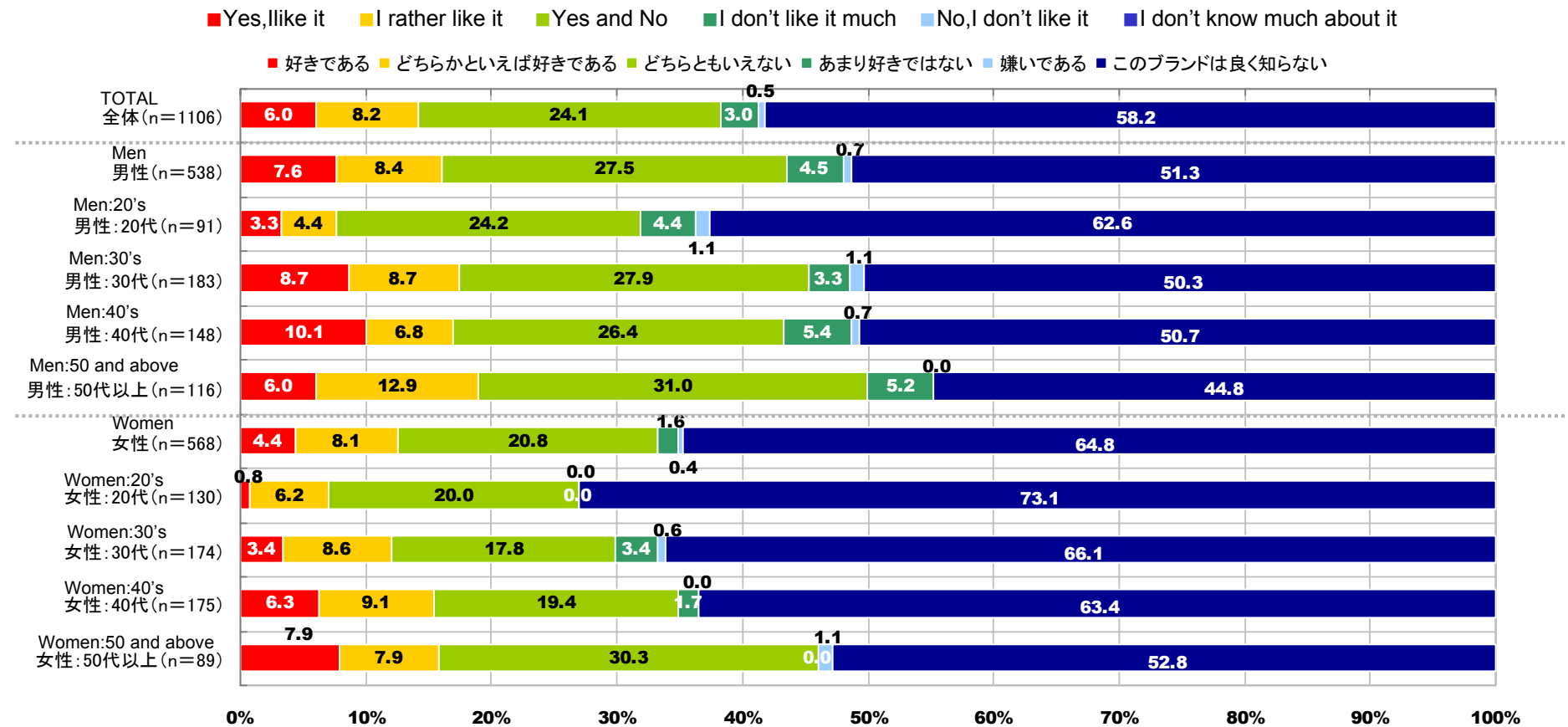


19 : BREITLING (2/2) by region, and by watch movement preference



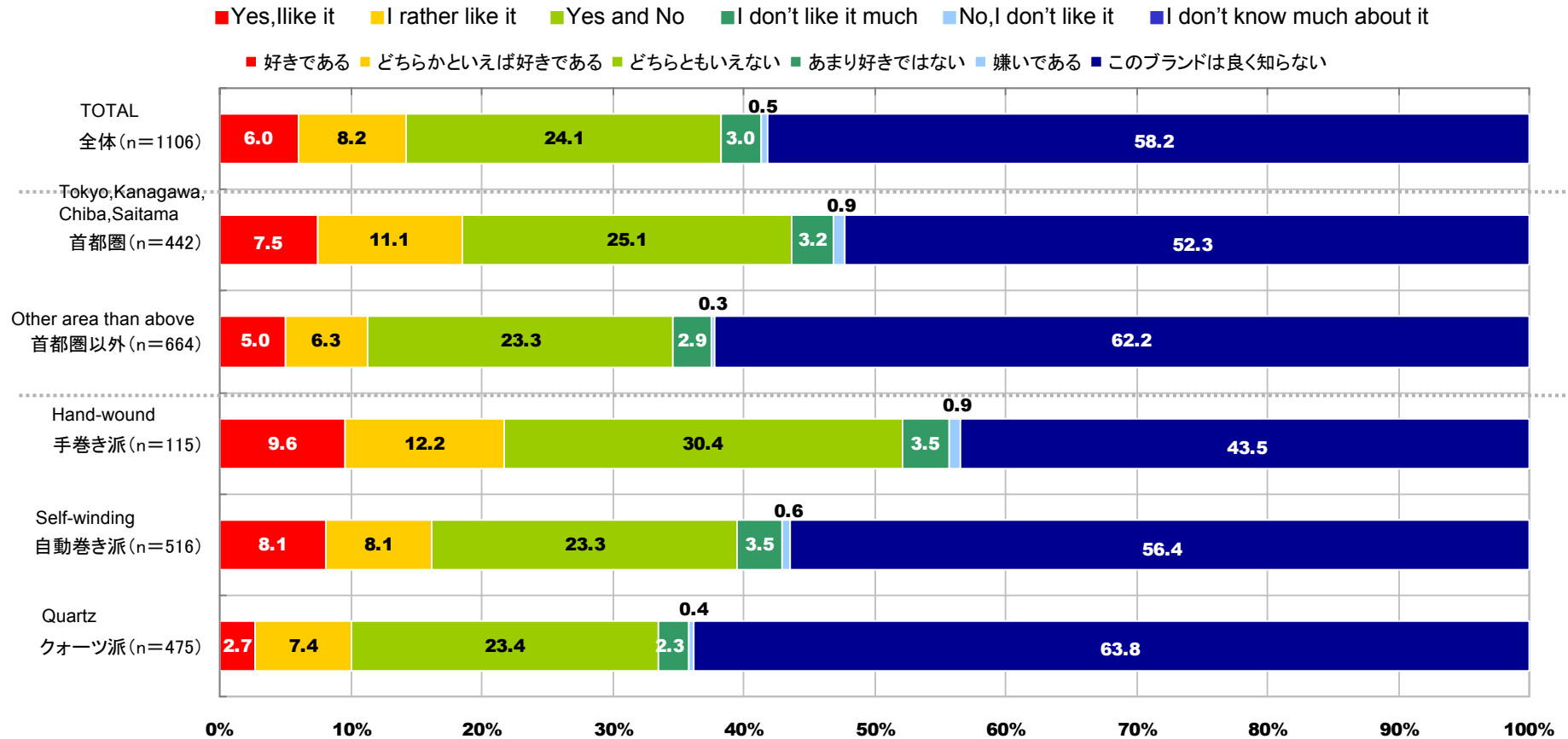


## 20 : PATEK PHILIPPE (1/2) by gender/age



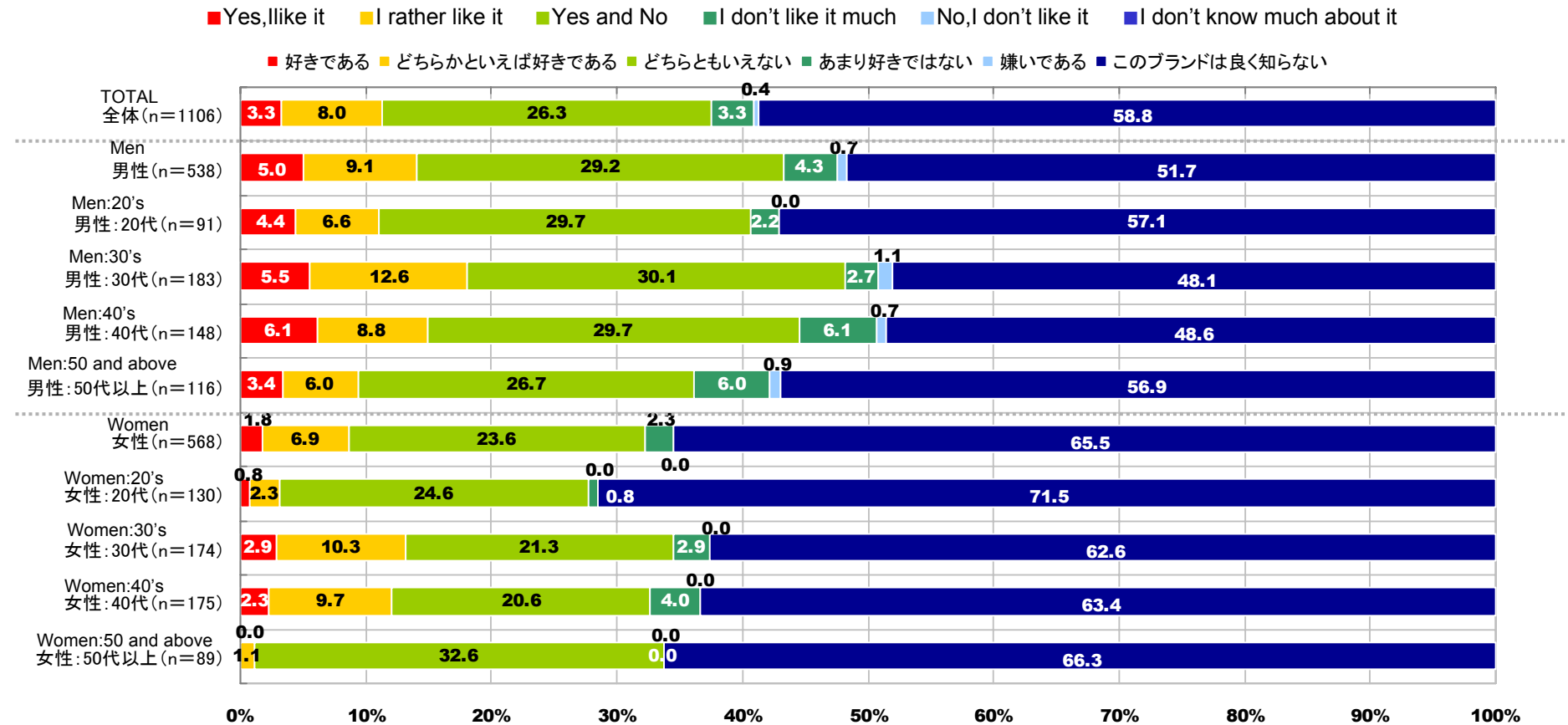


20 : PATEK PHILIPPE (2/2) by region, and by watch movement preference





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



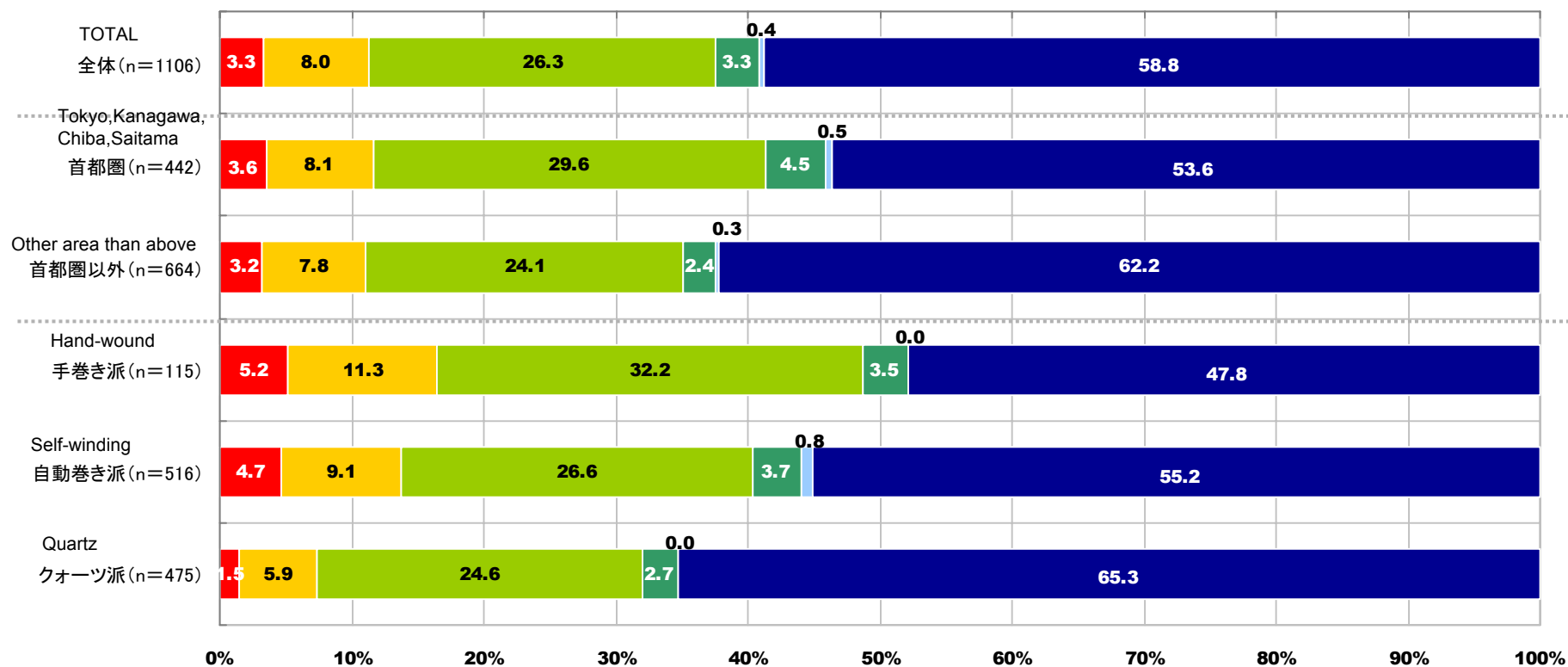


## 21 : BREGUET (2/2) by region, and by watch movement preference

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

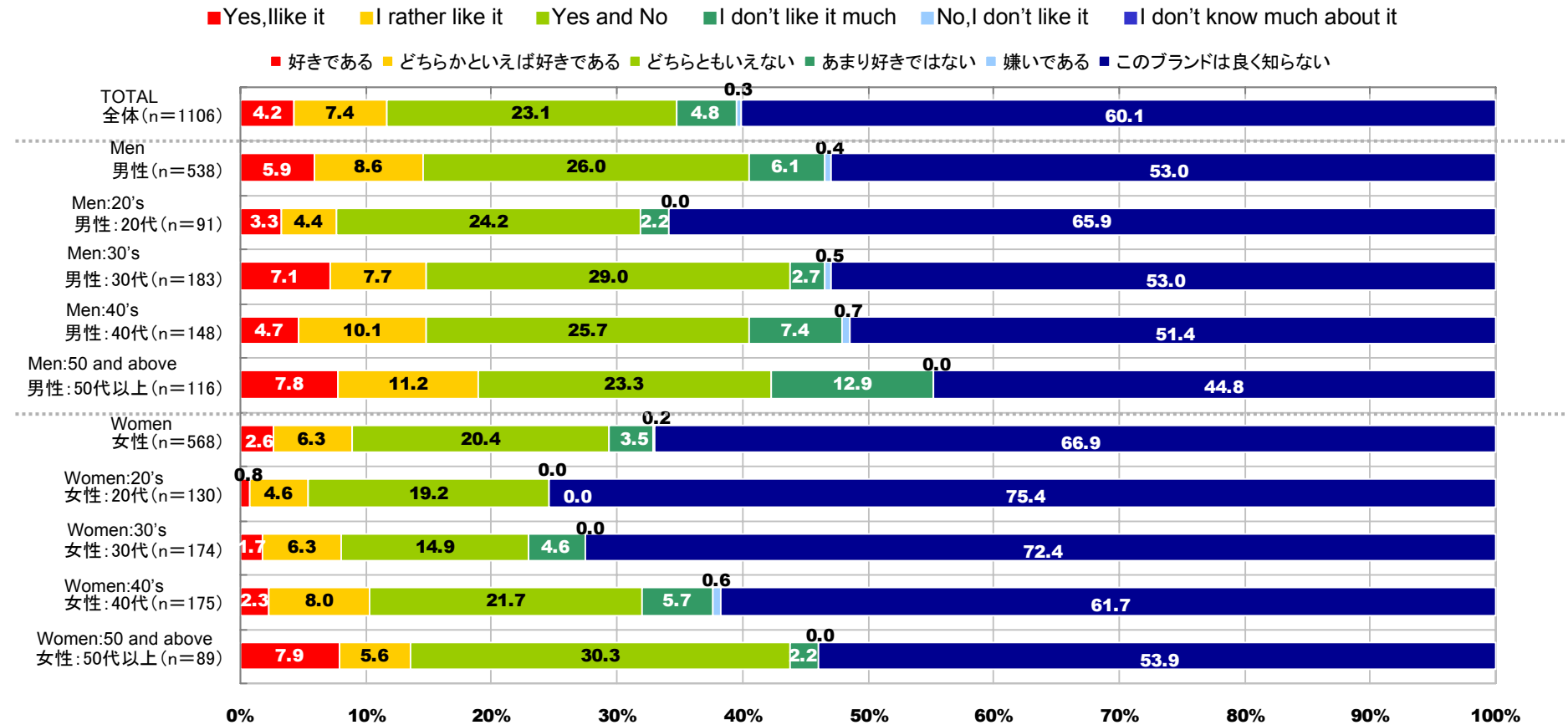
■ Yes, I like it  
 ■ I rather like it  
 ■ Yes and No  
 ■ I don't like it much  
 ■ No, I don't like it  
 ■ I don't know much about it

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



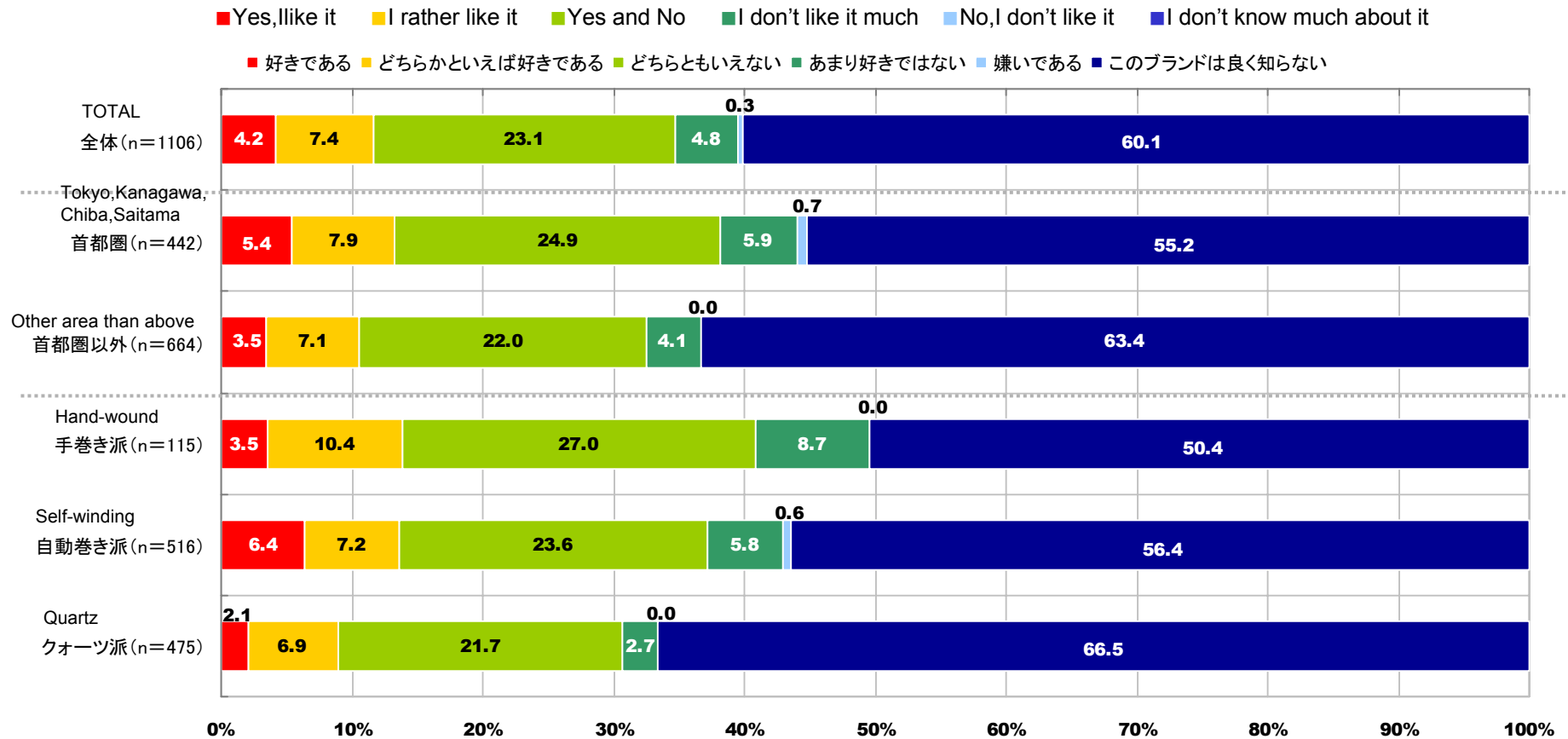


## 22 : AUDEMARS PIGUET (1/2) by gender/age



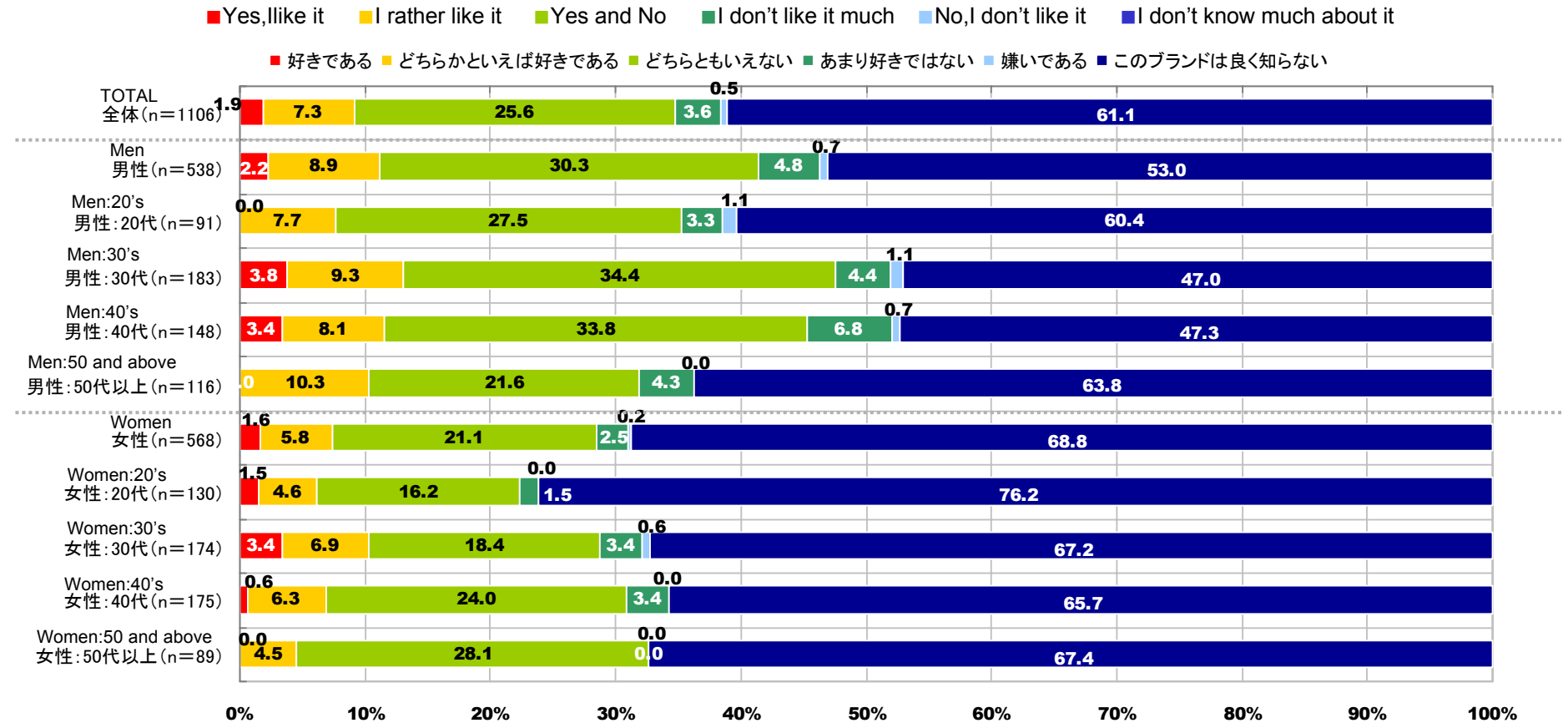


## 22 : AUDEMARS PIGUET (2/2) by region, and by watch movement preference



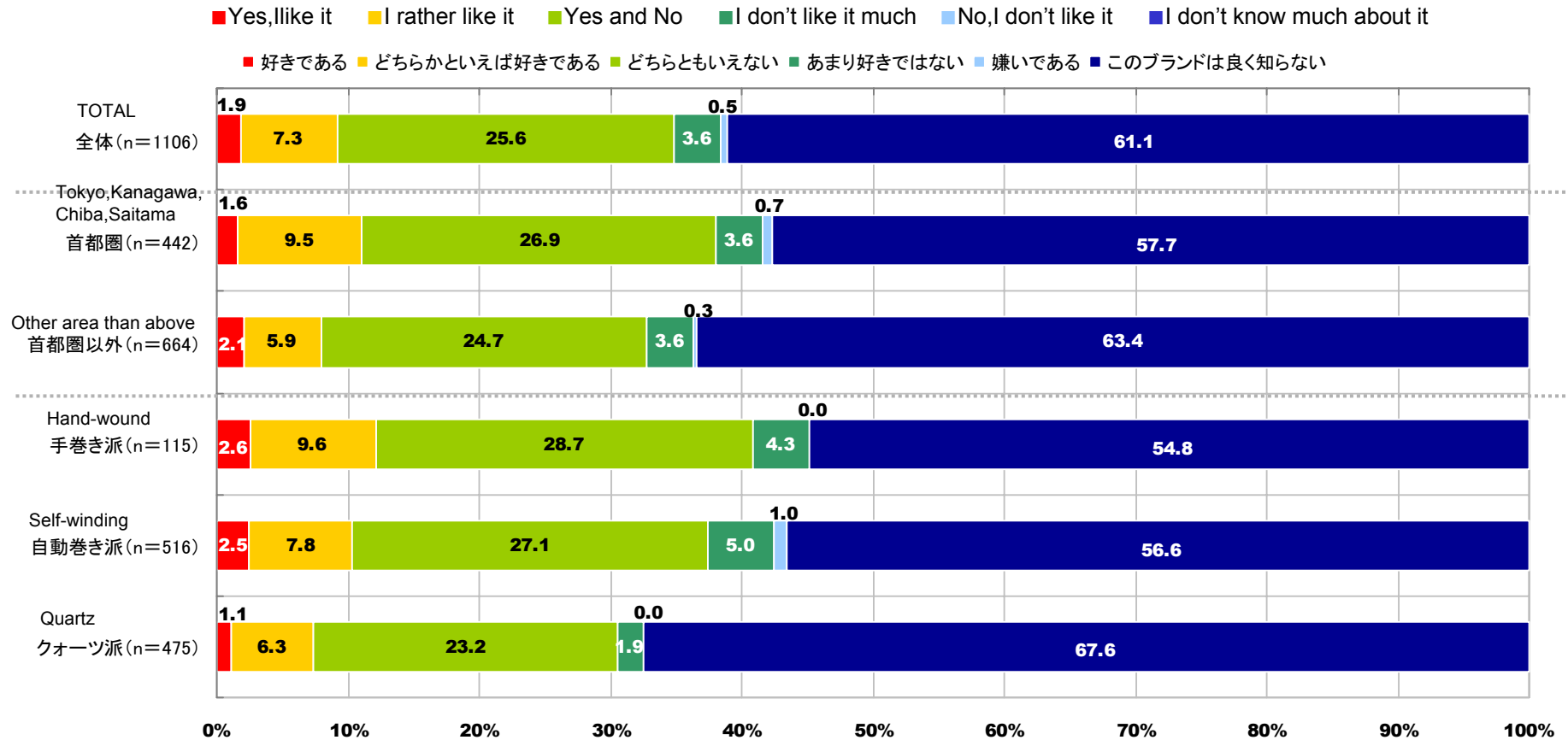


### 23 : ORIS (1/2) by gender/age



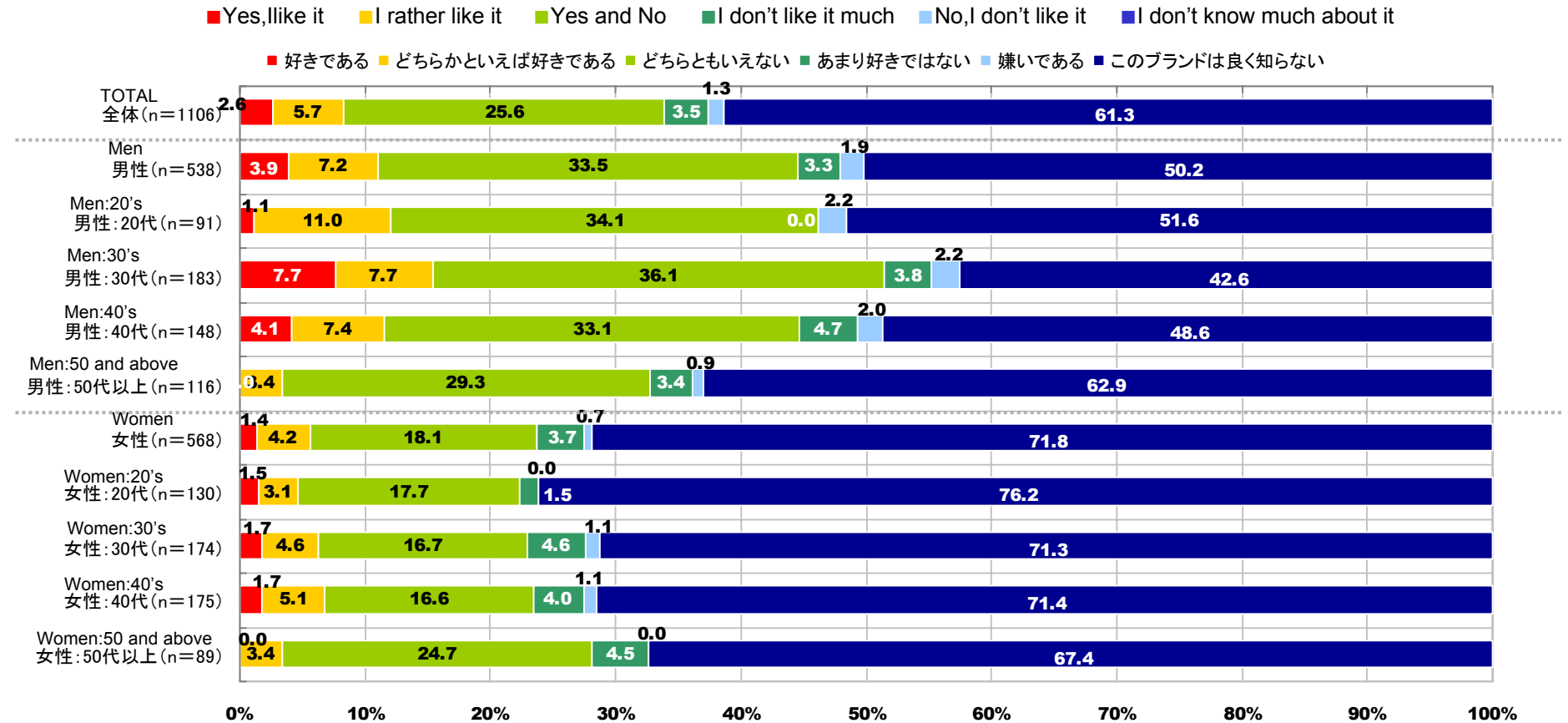


23 : ORIS (2/2) by region, and by watch movement preference



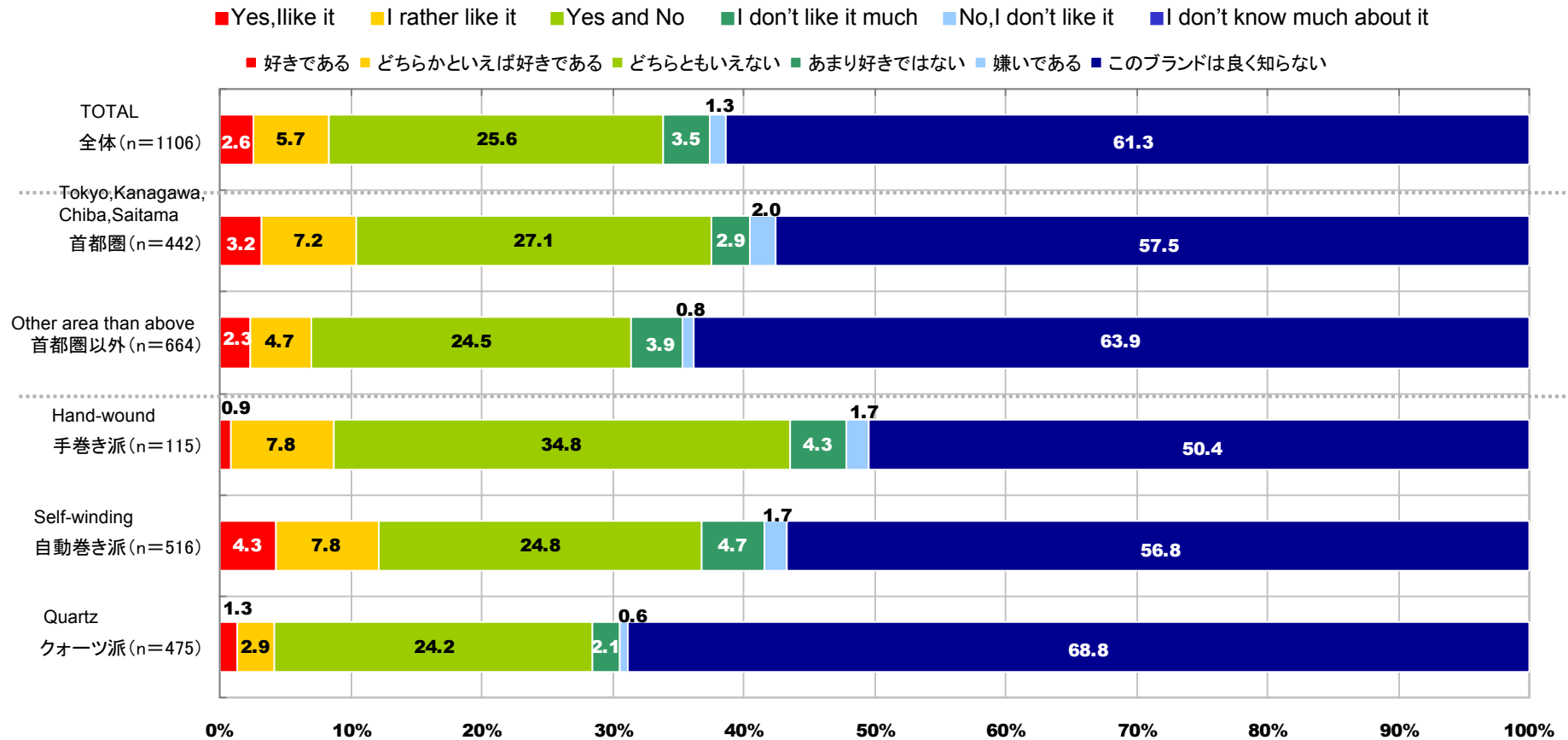


## 24 : ZENITH (1/2) by gender/age



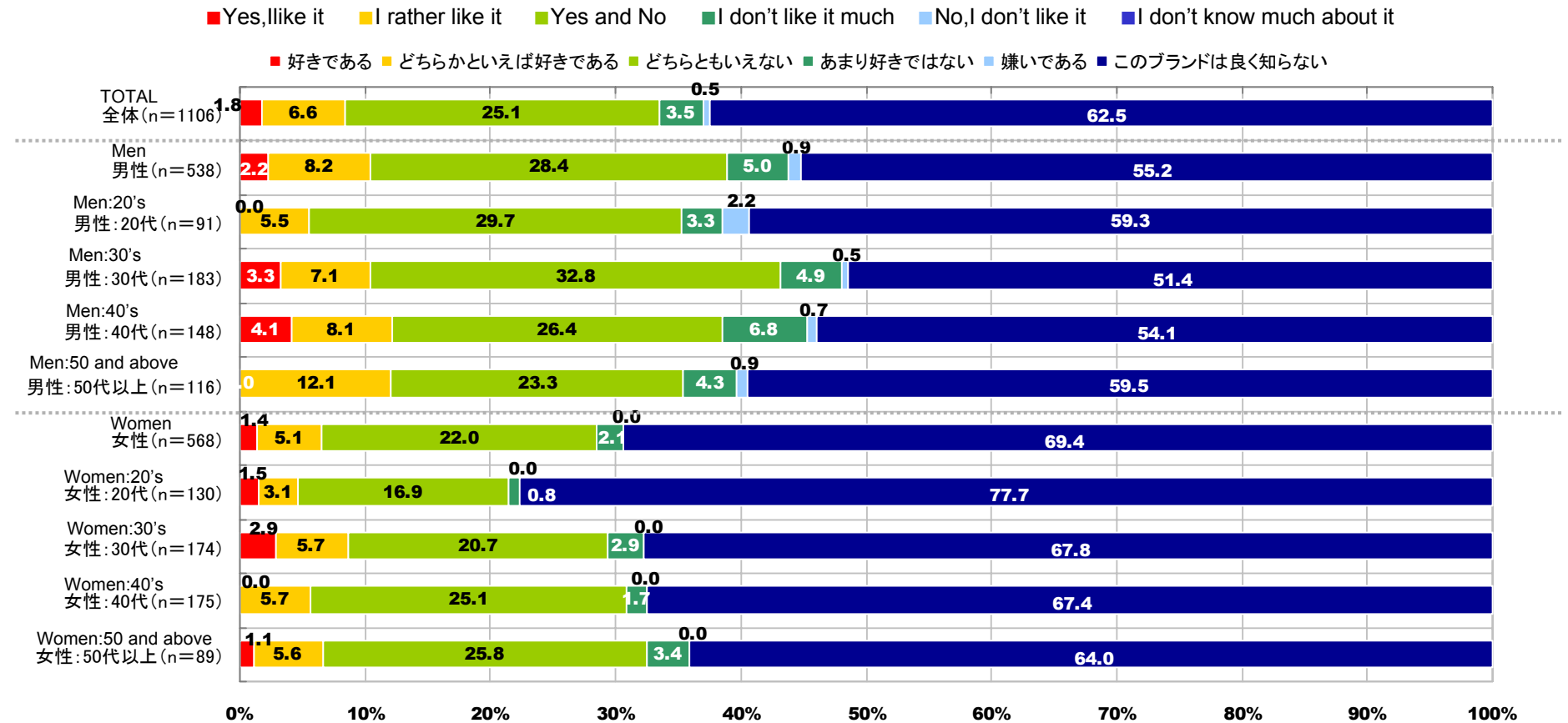


## 24 : ZENITH (2/2) by region, and by watch movement preference



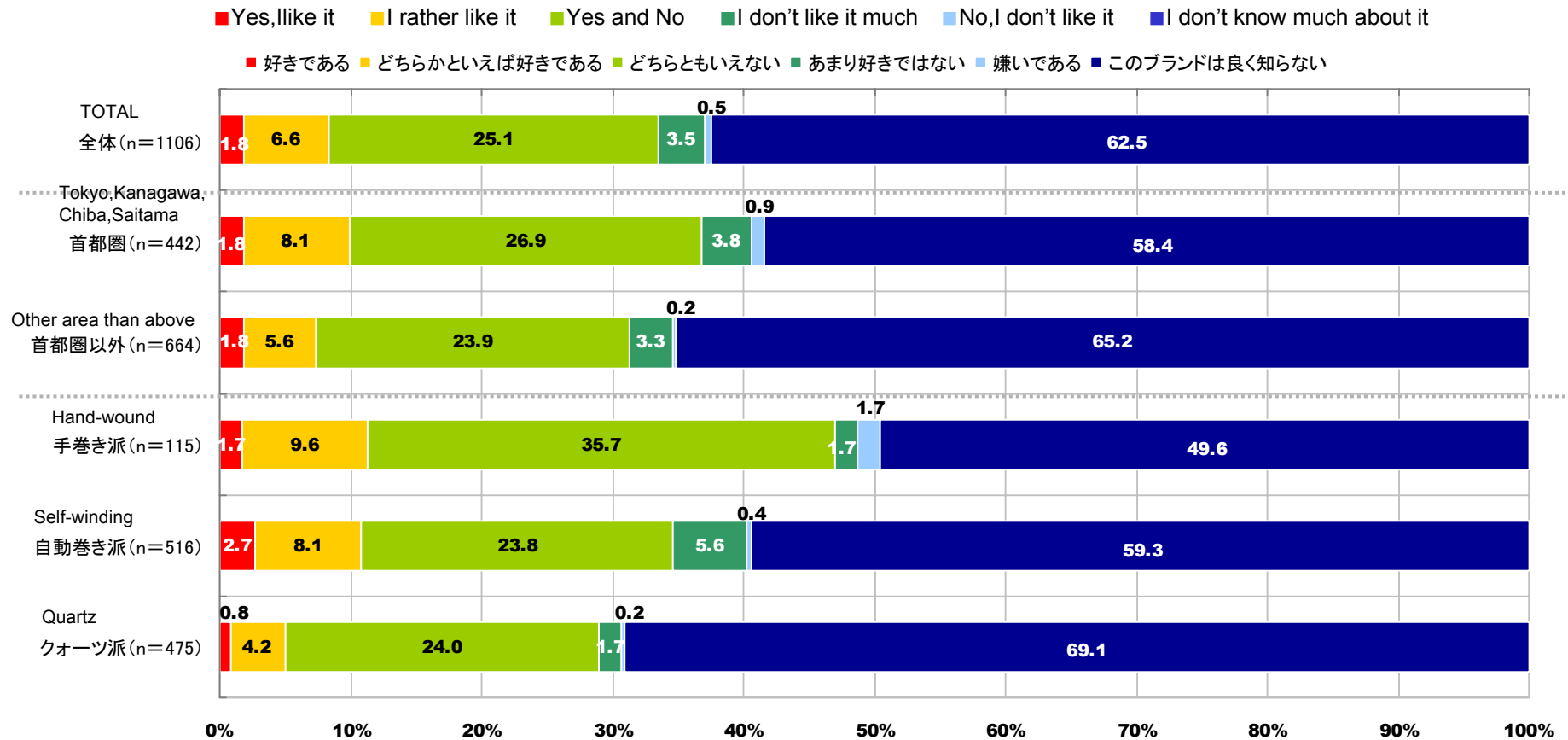


## 25 : JAEGER-LECOULTRE (1/2) by gender/age



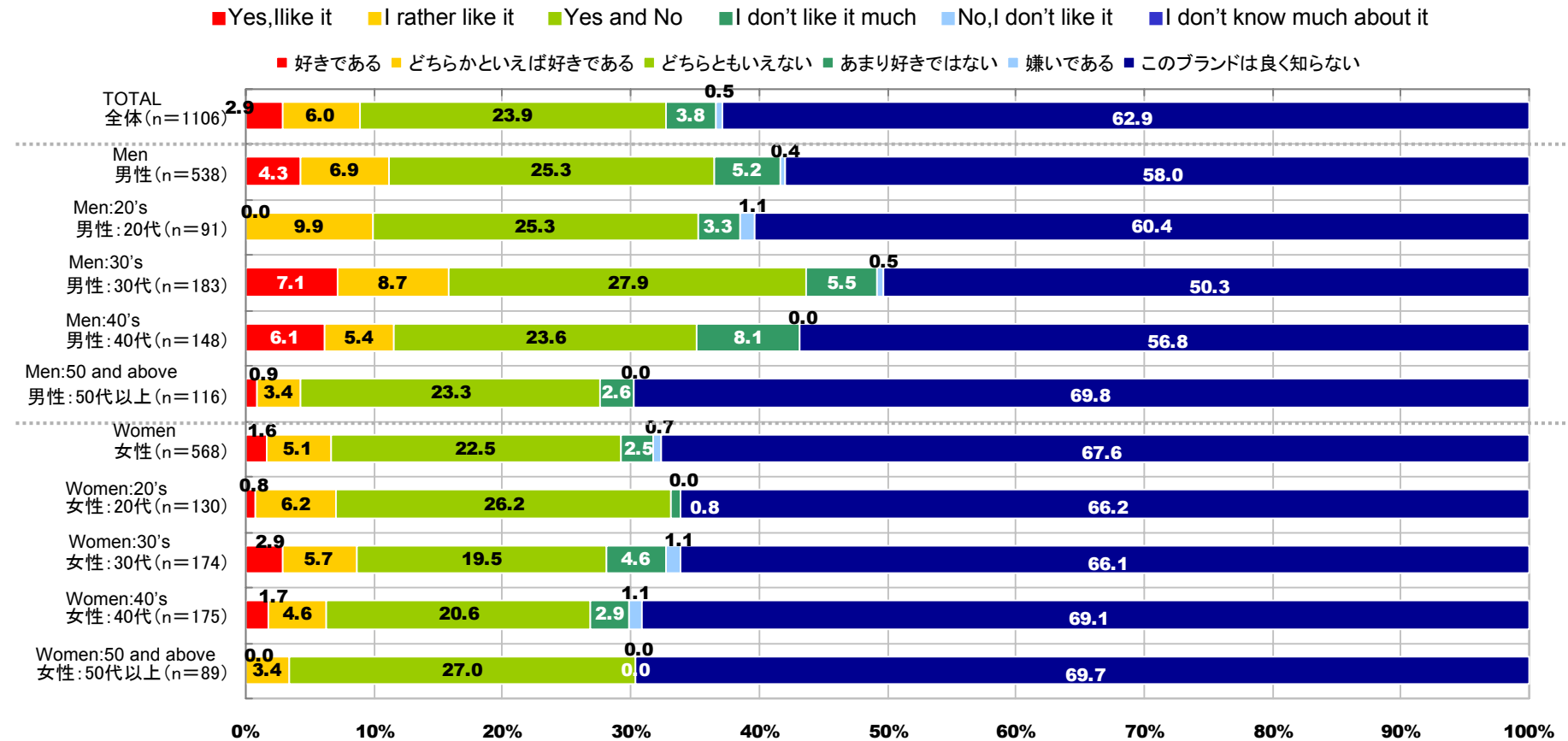


## 25 : JAEGER-LECOULTRE (2/2) by region, and by watch movement preference



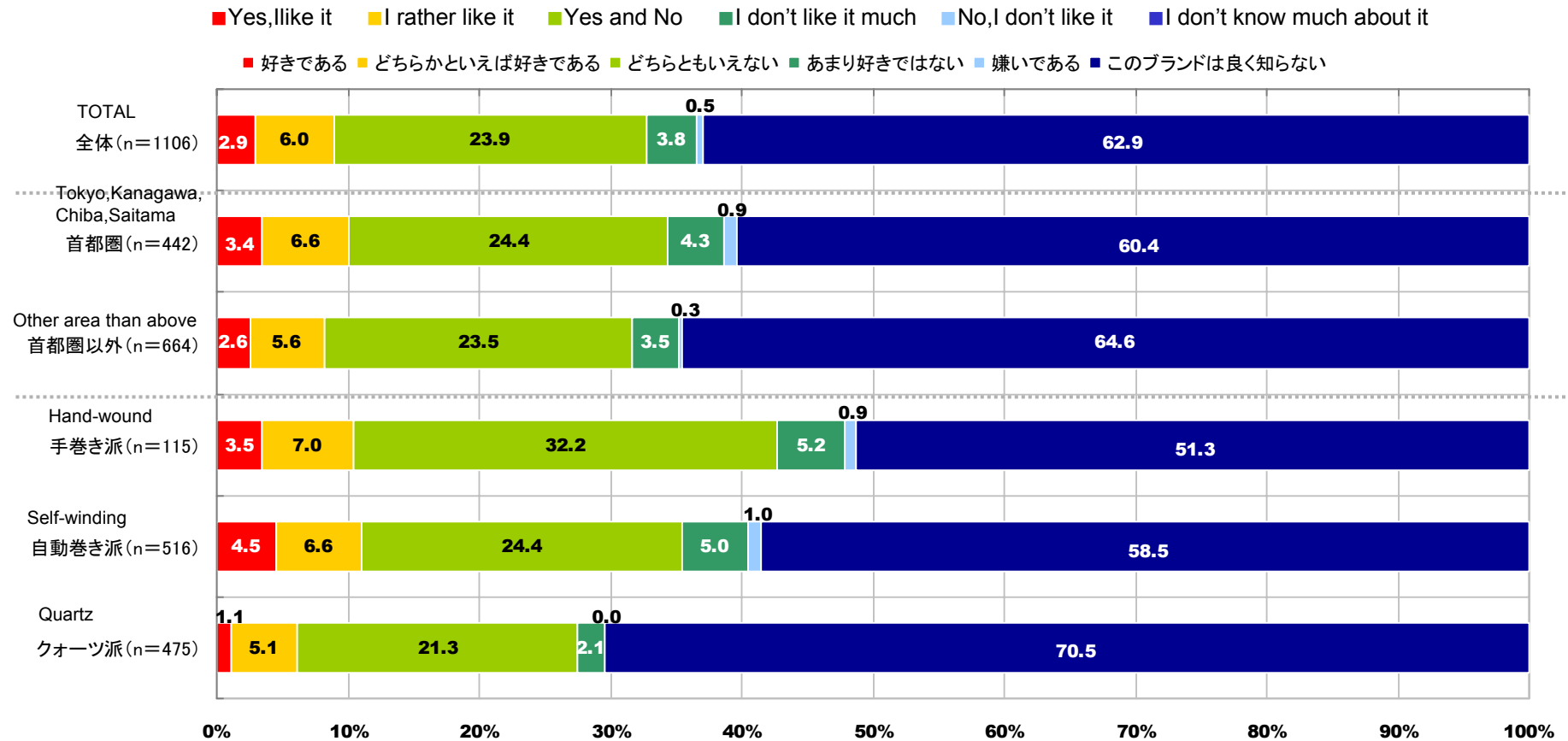


## 26 : PANERAI (1/2) by gender/age



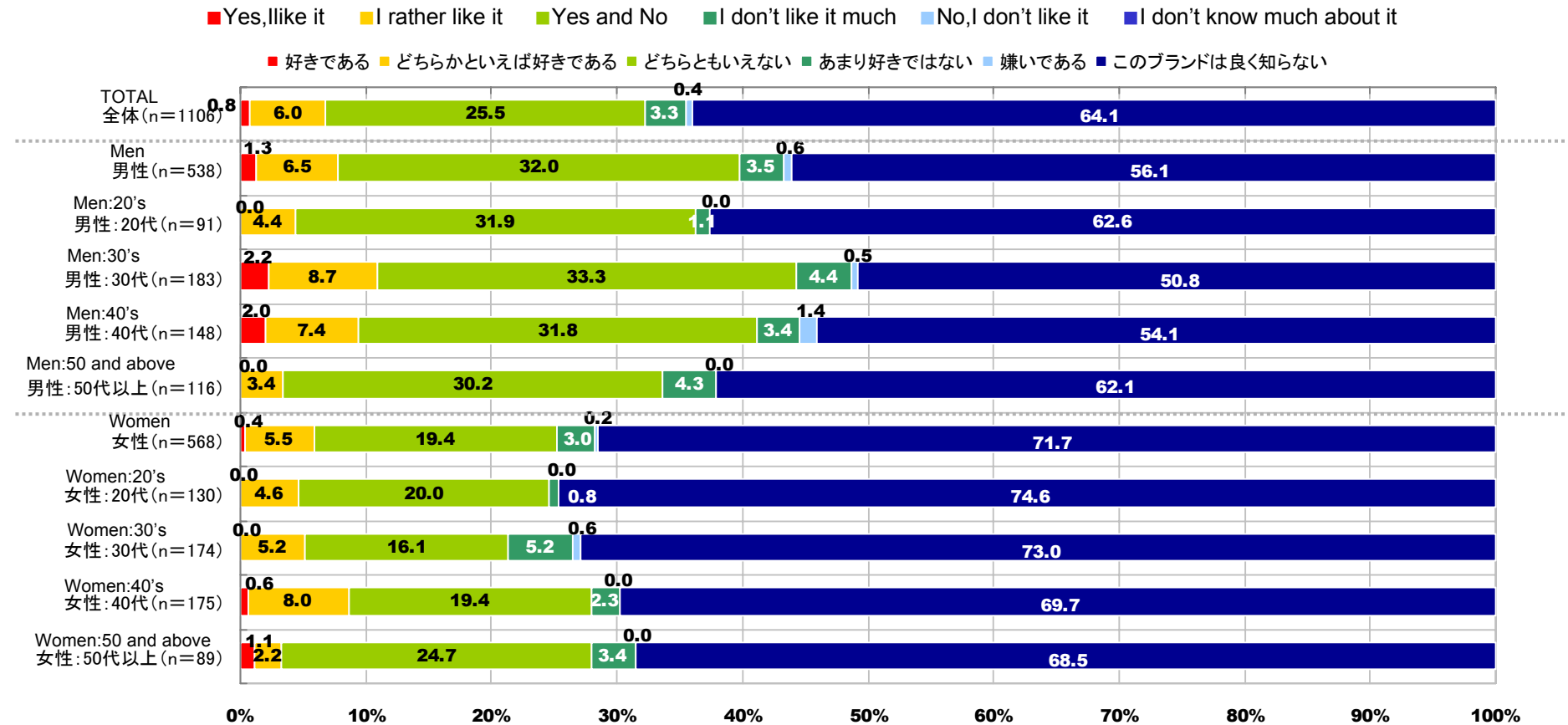


## 26 : PANERAI (2/2) by region, and by watch movement preference



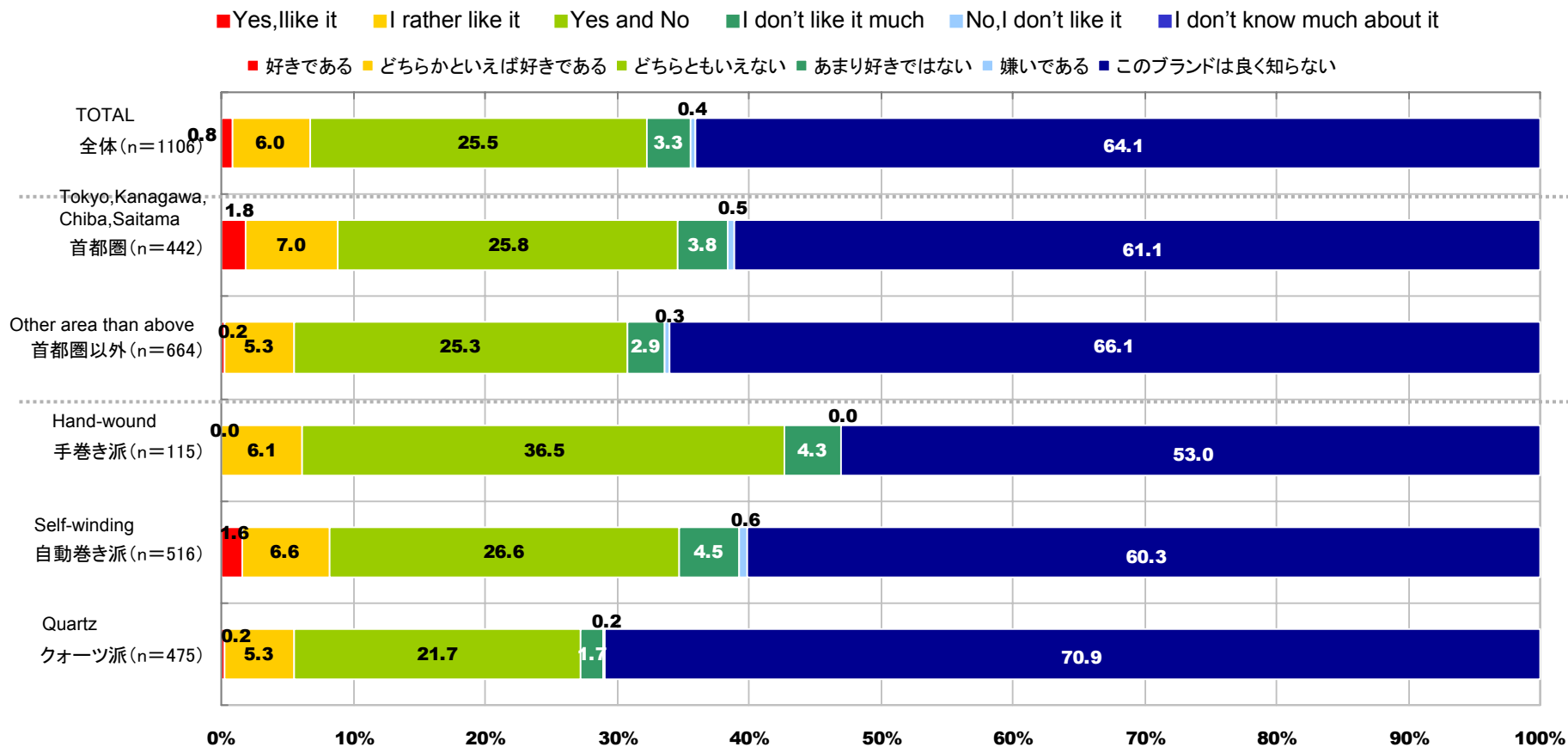


## 27 : FREDERIQUE CONSTANT (1/2) by gender/age



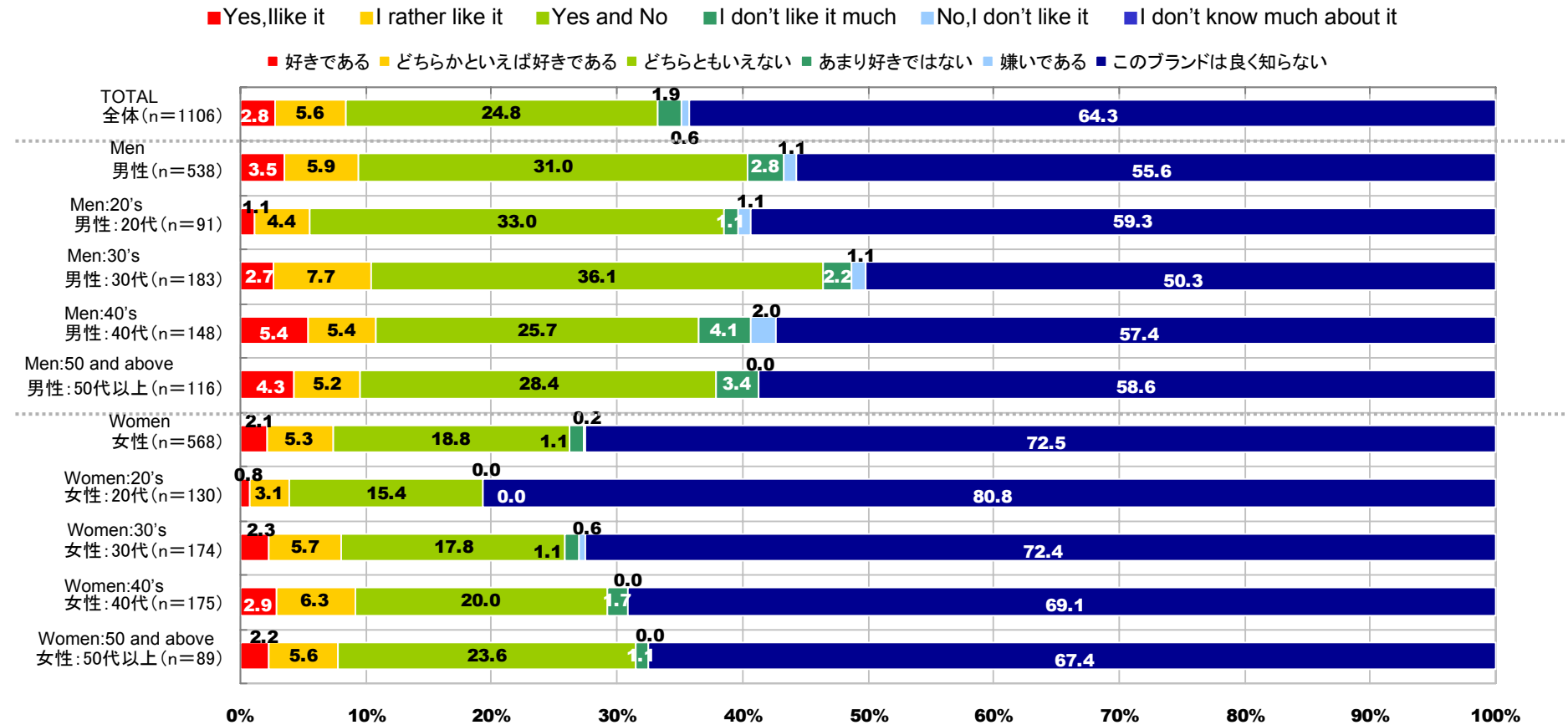


27 : FREDERIQUE CONSTANT (2/2) by region, and by watch movement preference



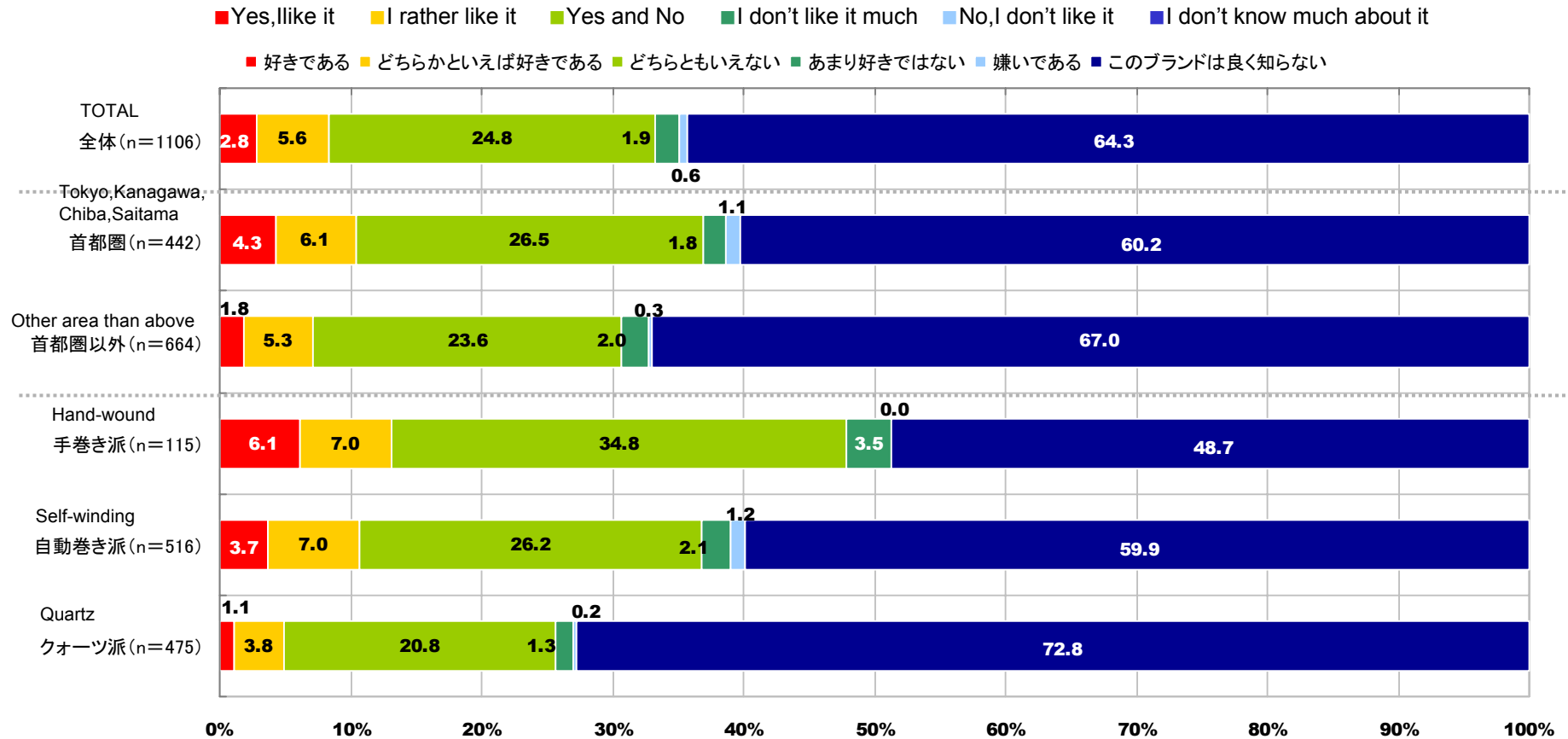


## 28 : VACHERON CONSTANTIN (1/2) by gender/age



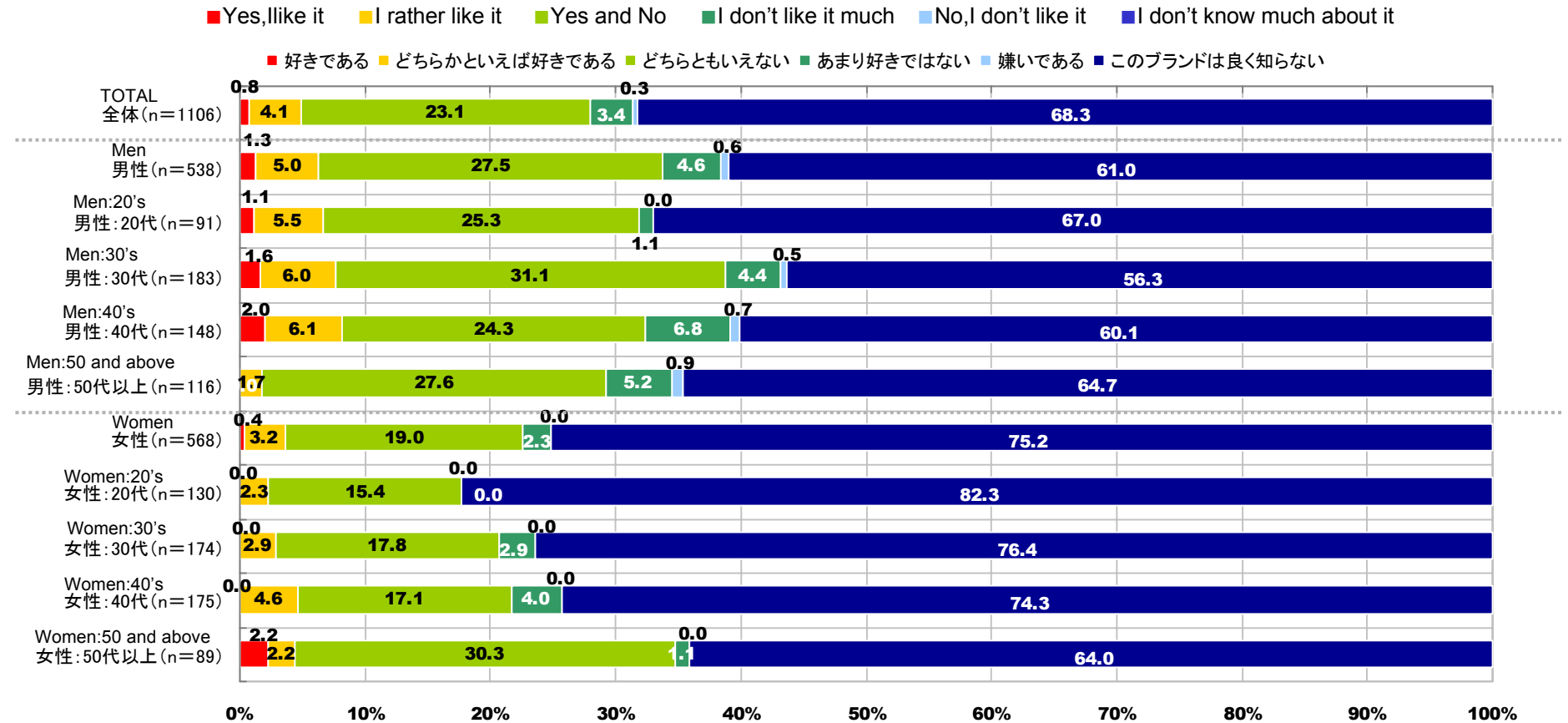


28 : VACHERON CONSTANTIN (2/2) by region, and by watch movement preference



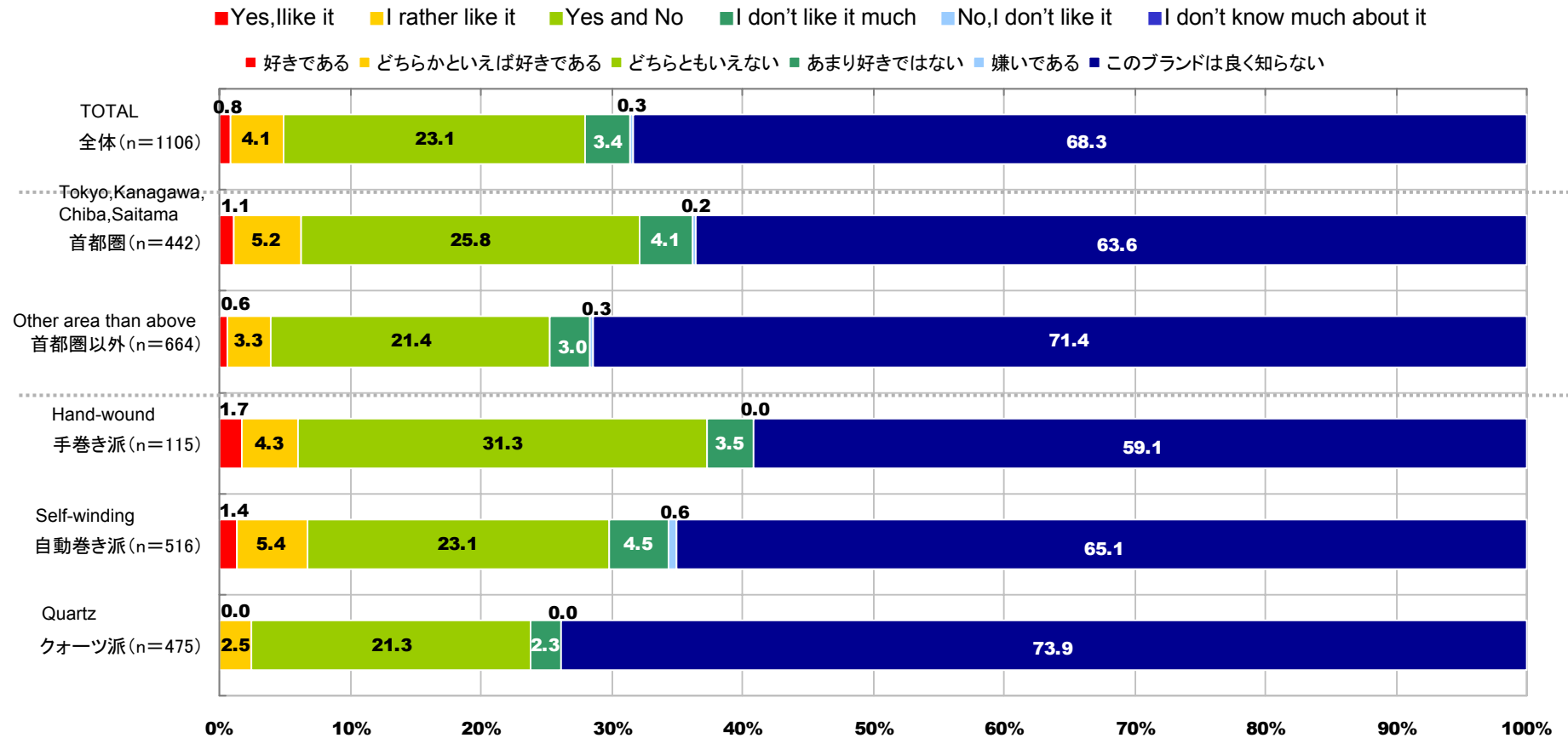


## 29 : BLANCPAIN (1/2) by gender/age



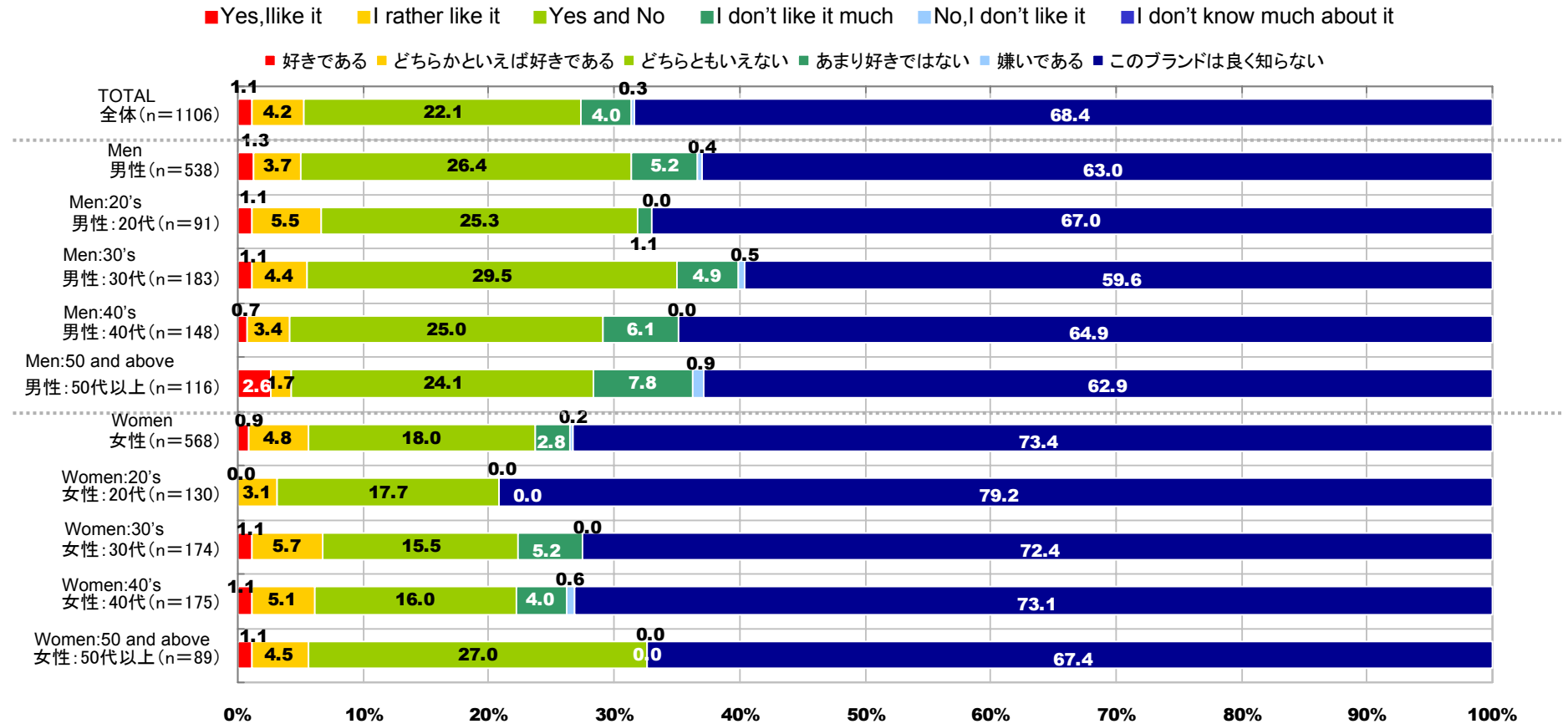


## 29 : BLANCPAIN (2/2) by region, and by watch movement preference



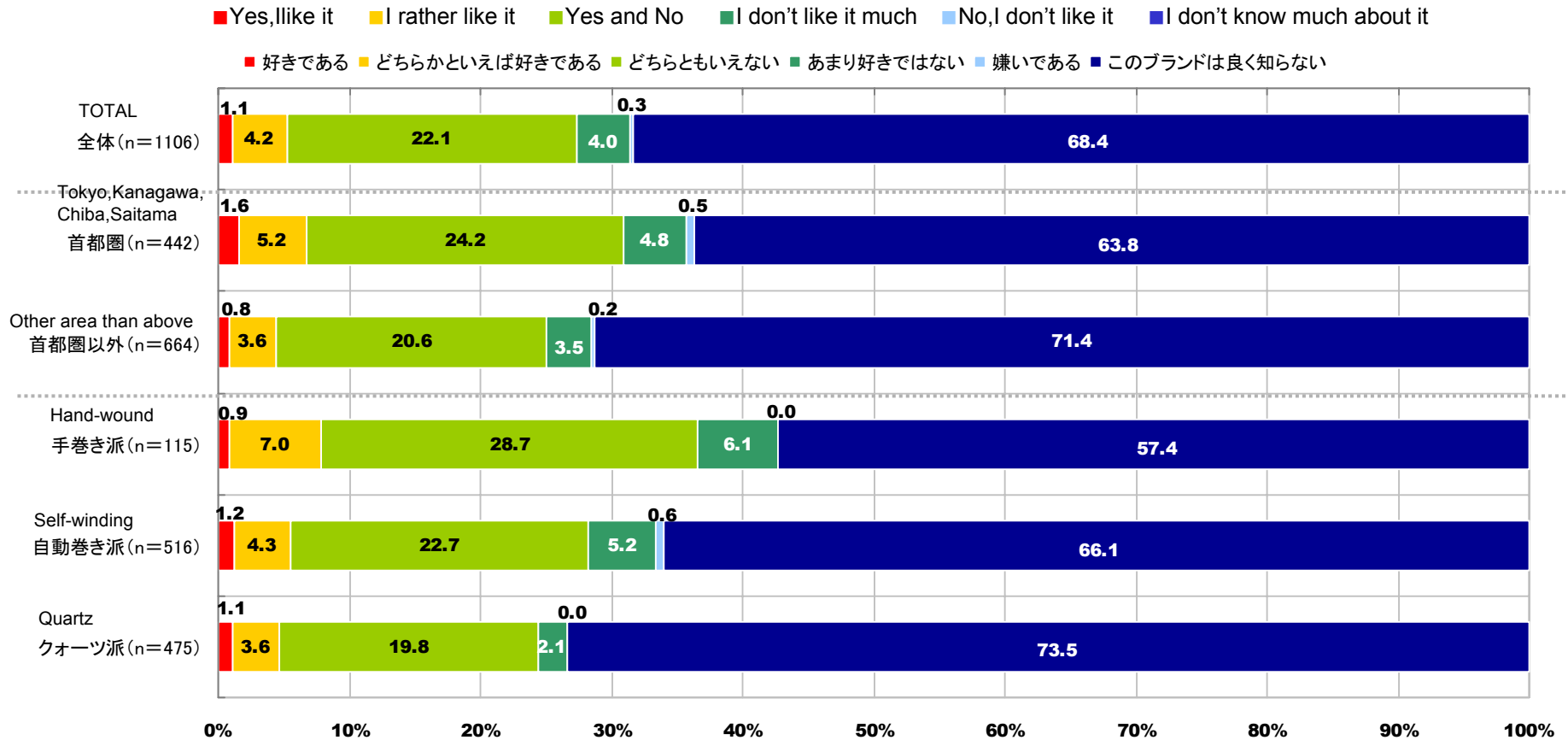


### 30 : BAUME & MERCIER (1/2) by gender/age



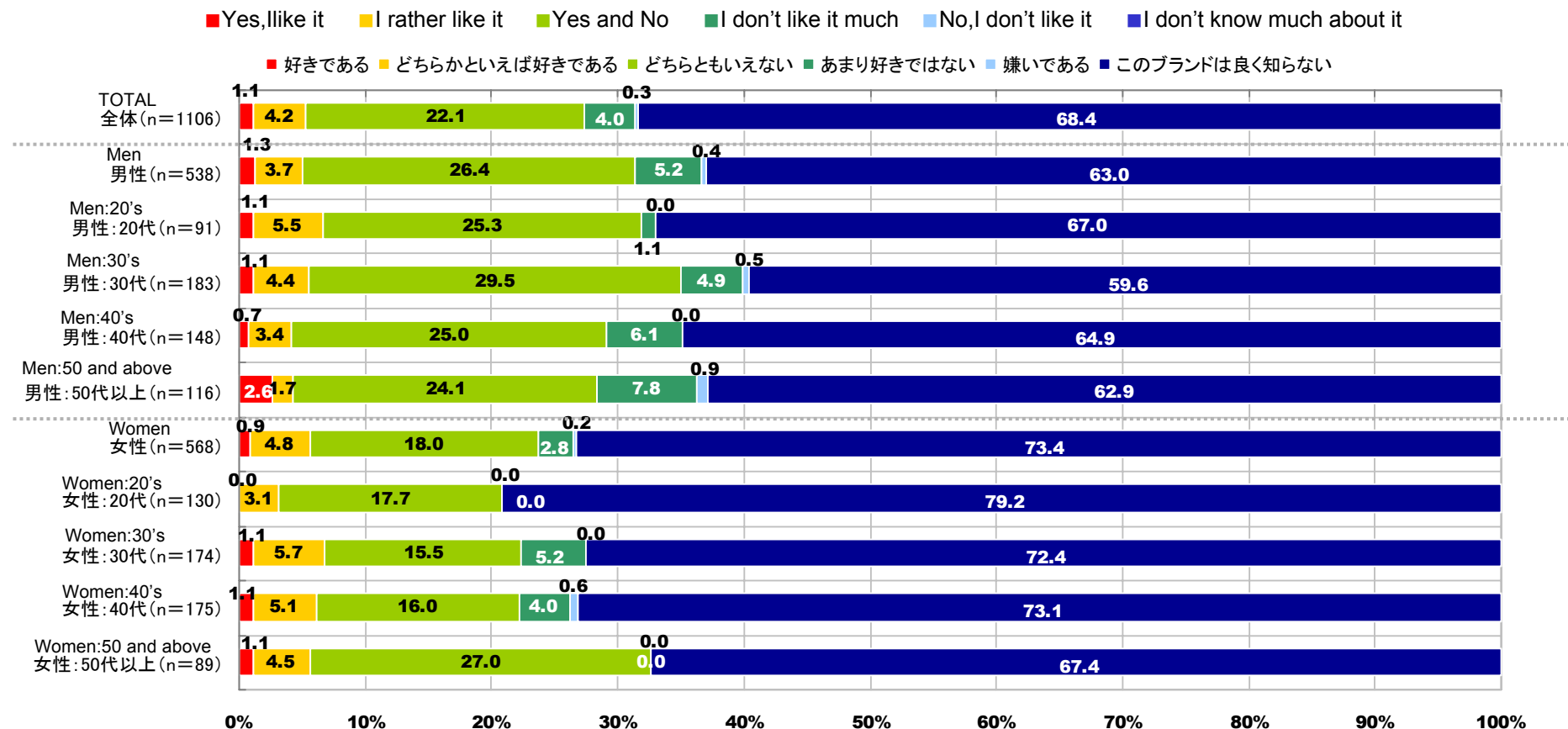


30 : BAUME & MERCIER (2/2) by region, and by watch movement preference





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





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

