



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 2010

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: Friday, February 19, 2010
Valid responses: 1,500



Wristwatch Consumer Awareness Survey 2010

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Favorite brands

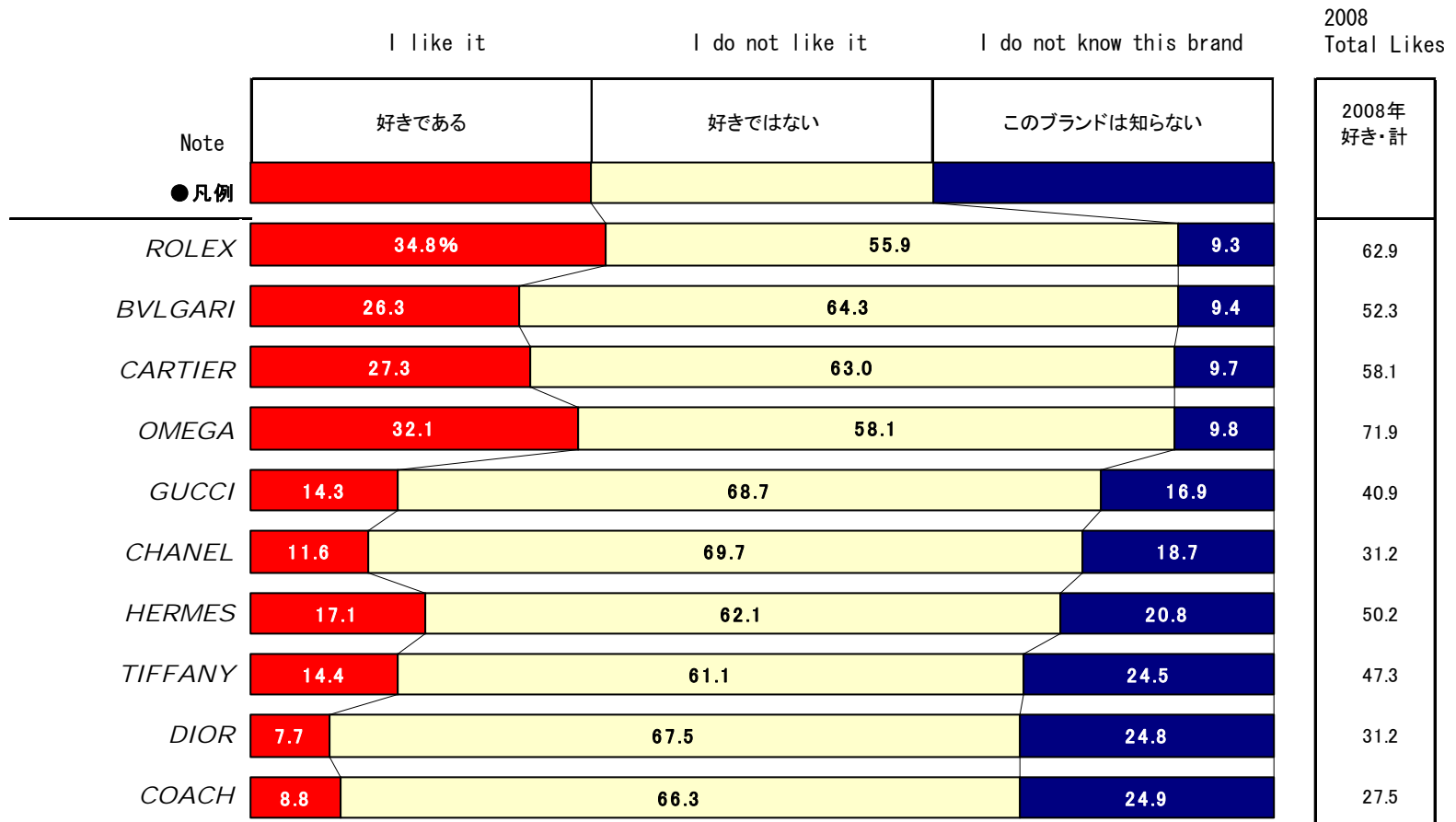
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Wristwatch Consumer Awareness Survey 2010 / Favorite brands

Well-known brands (ranking 1~10)

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



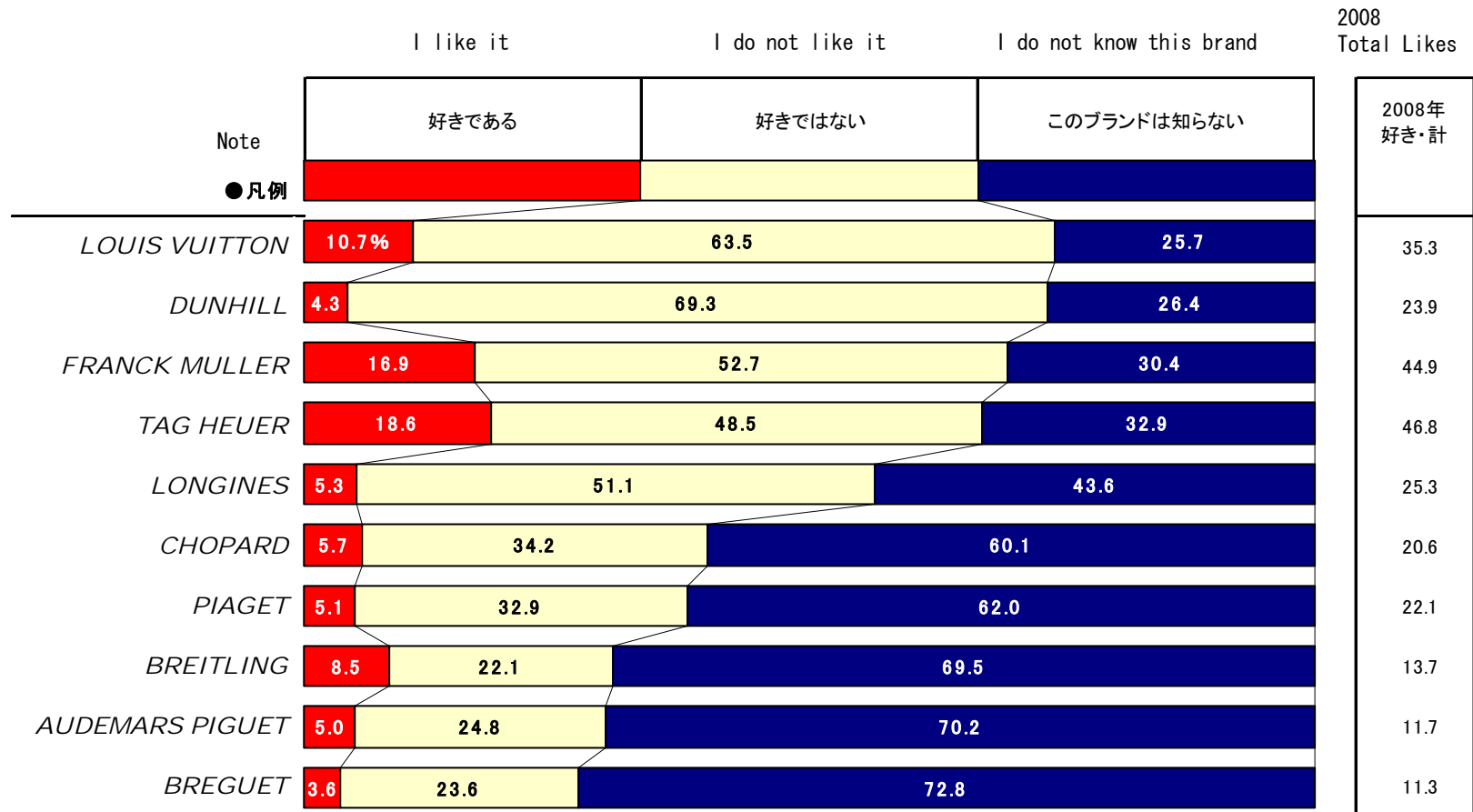
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

Well-known brands (ranking 1~11)

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



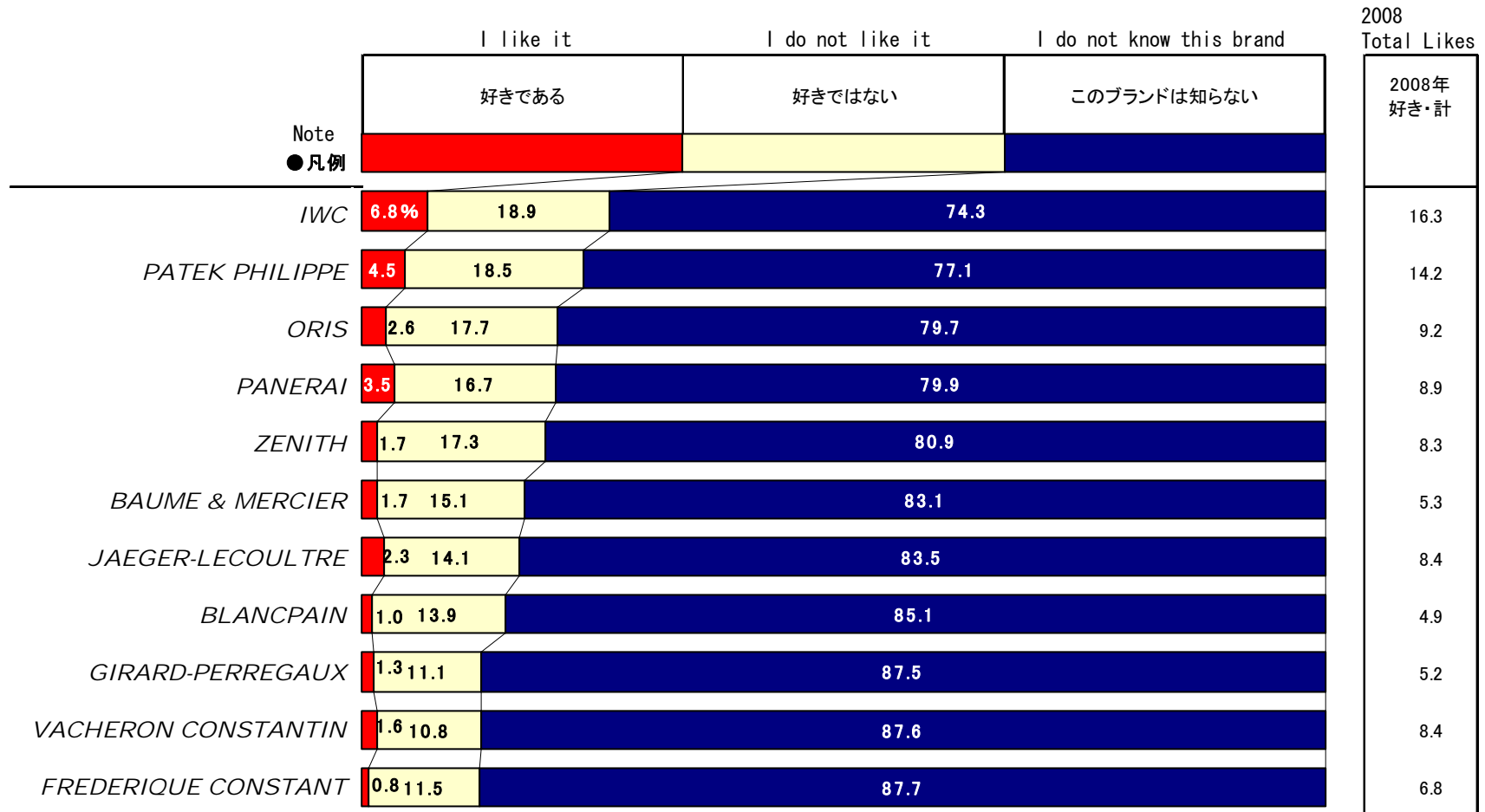
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

Well-known brands (ranking 21~31)

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



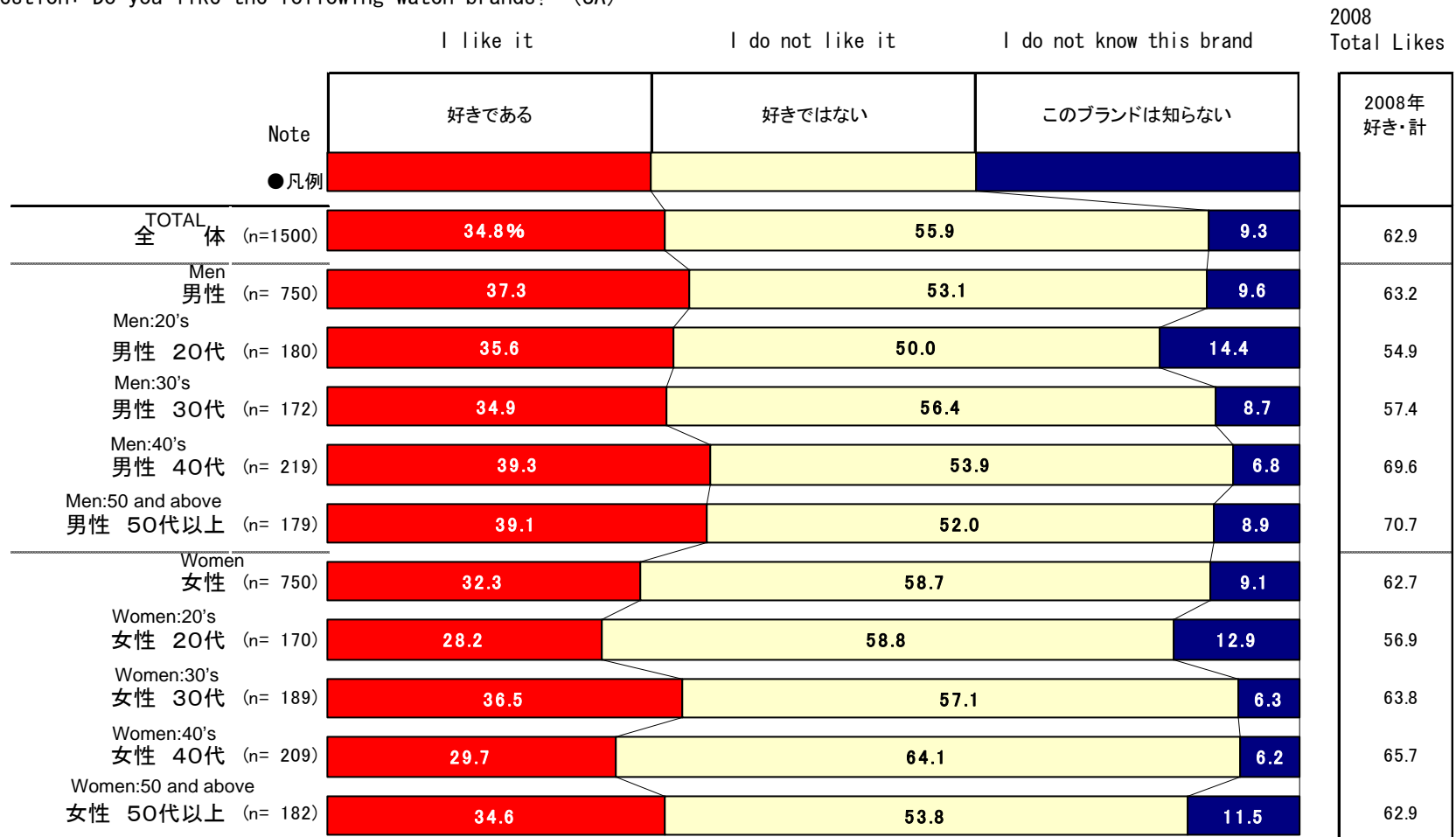
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



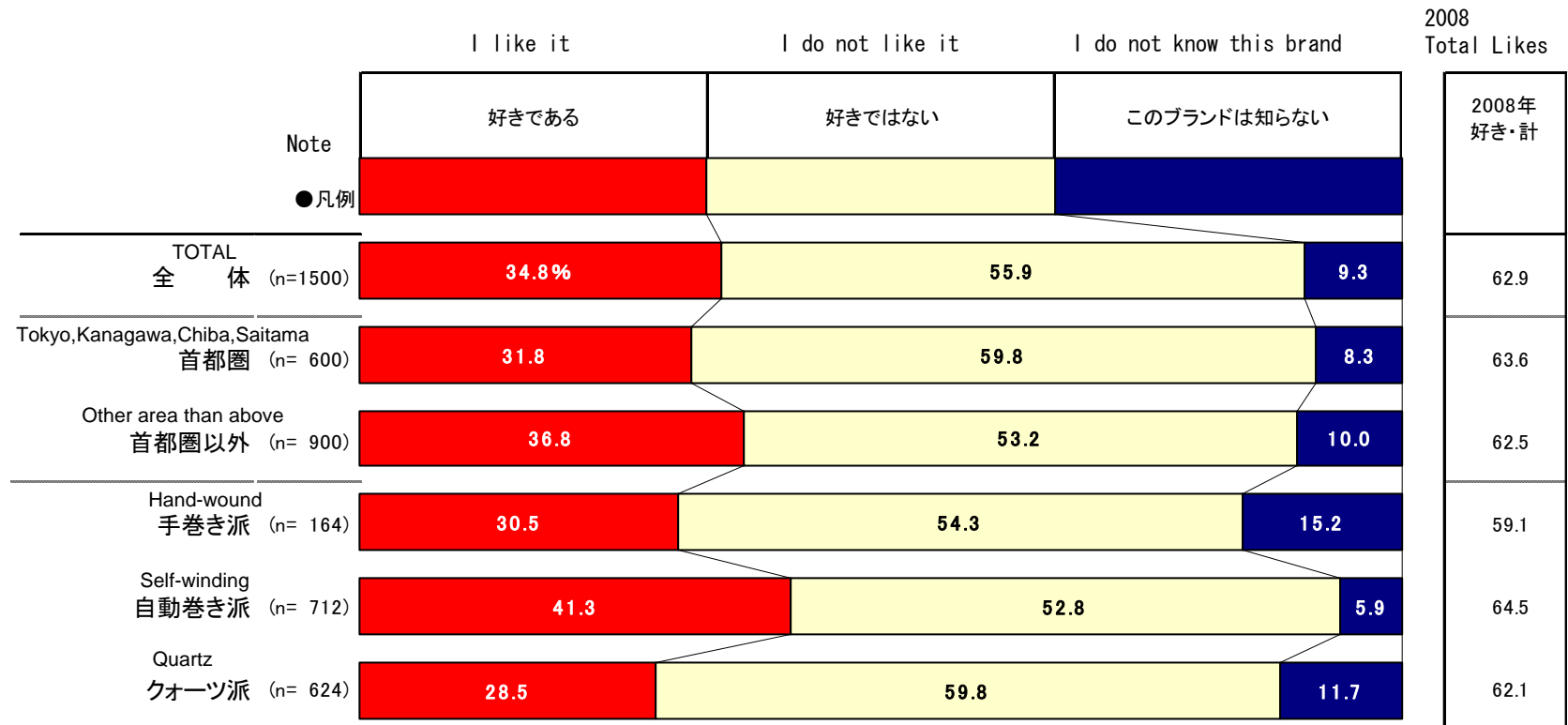
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



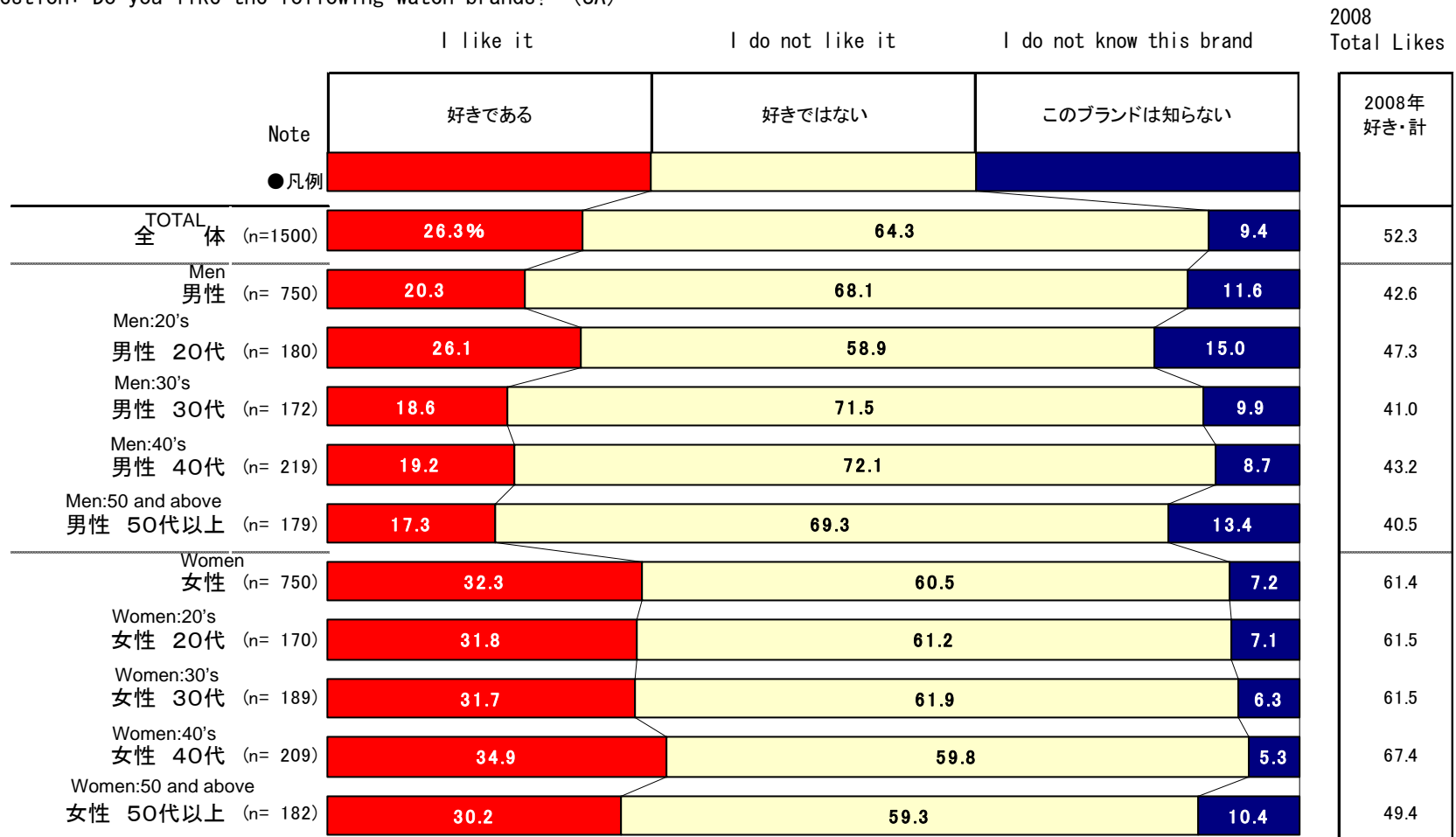
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



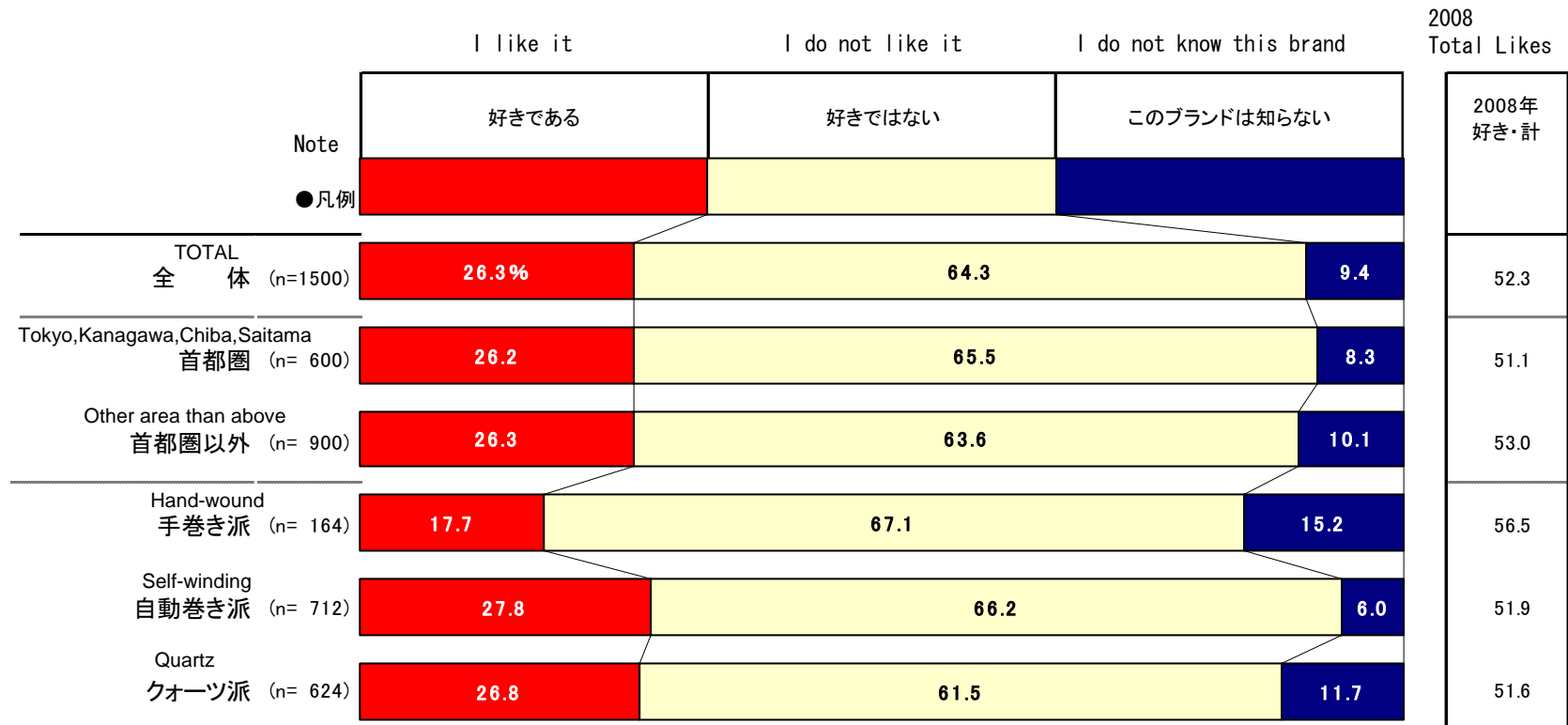
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



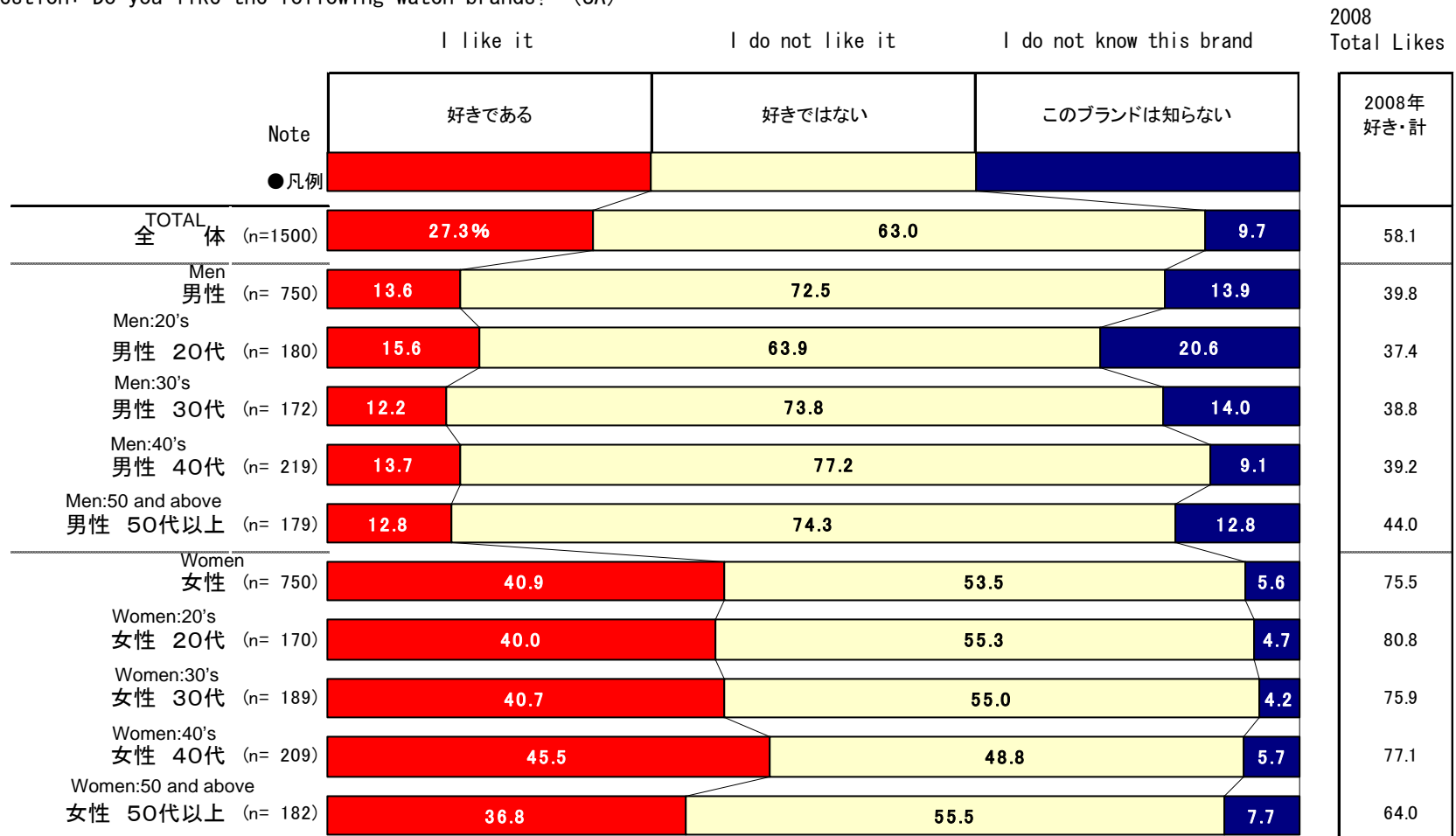
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



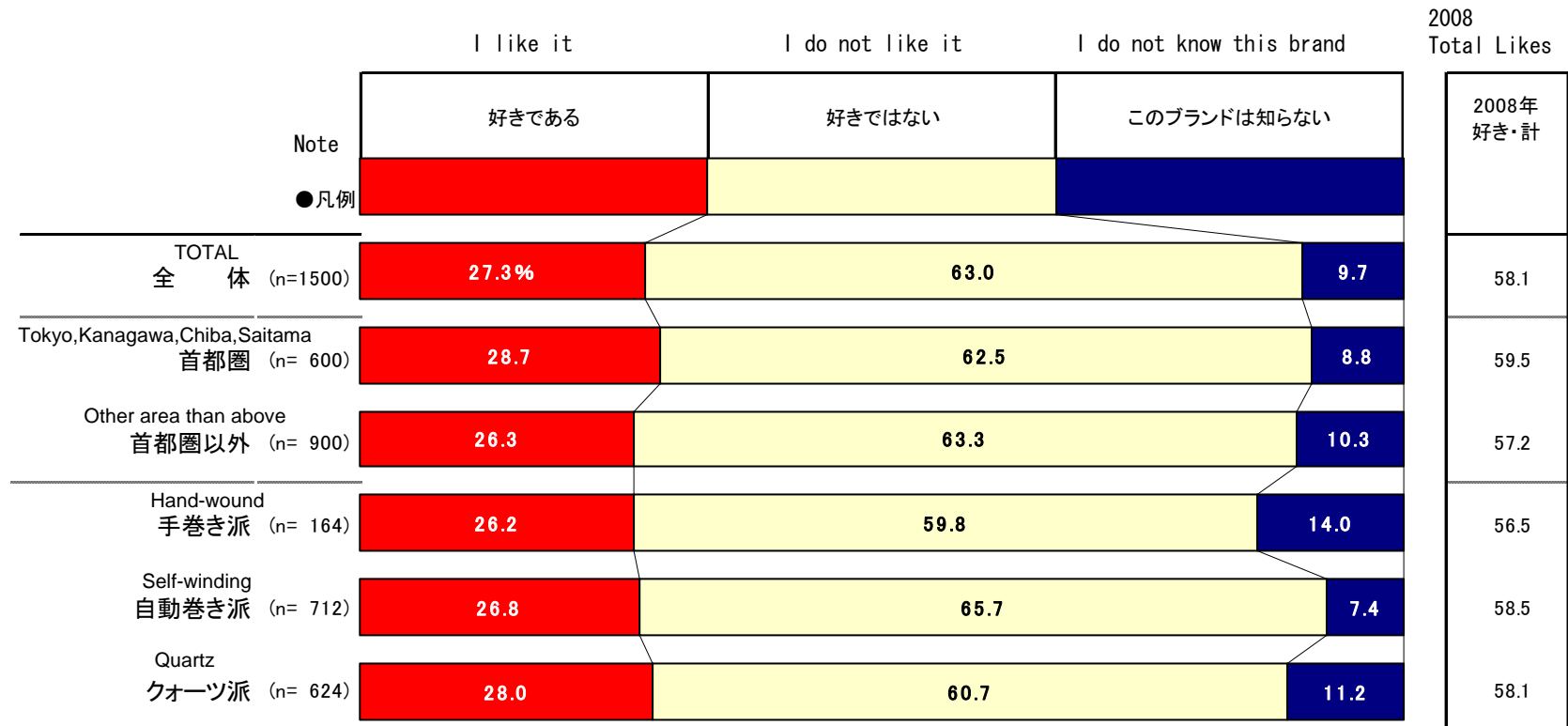
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



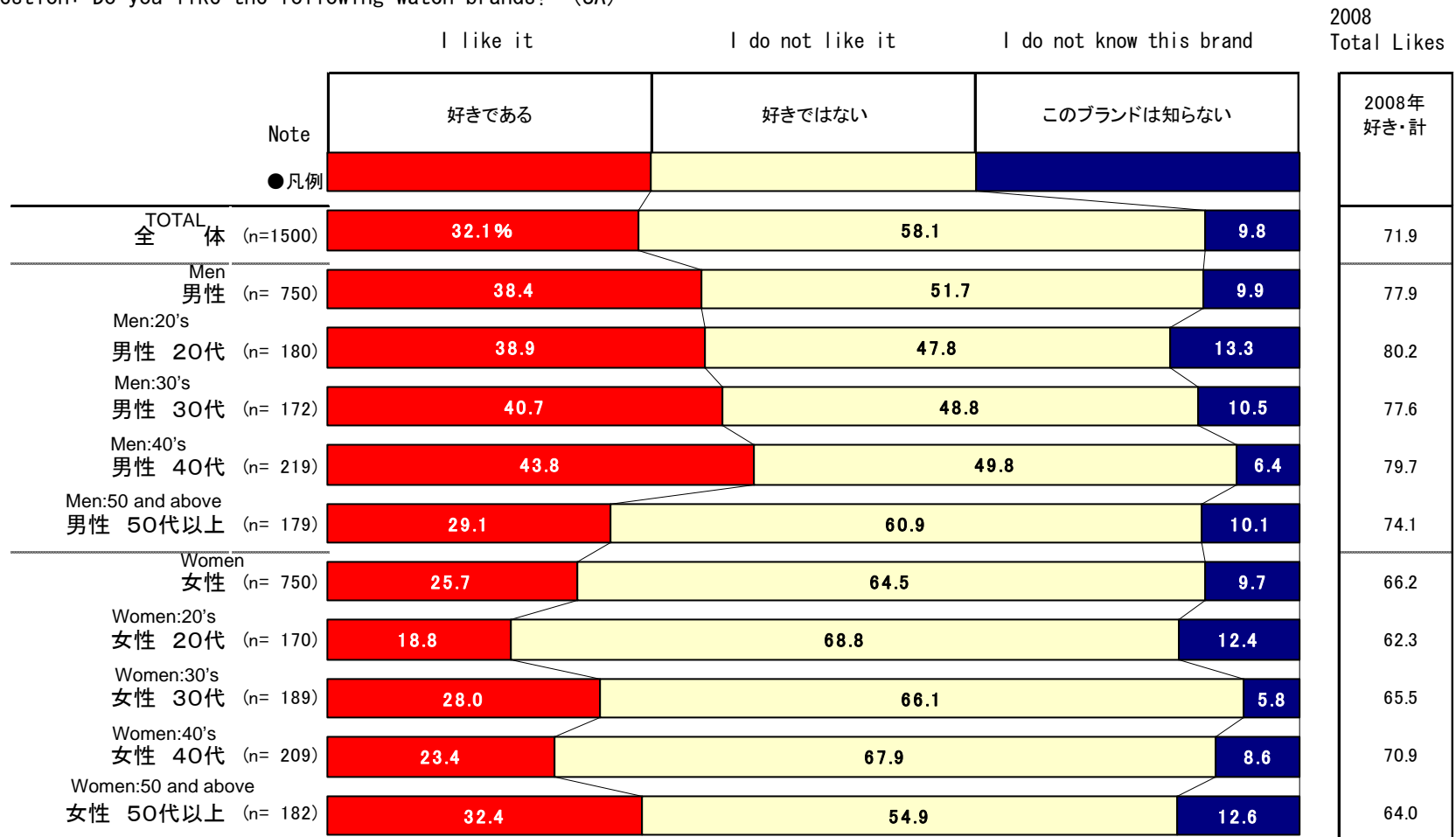
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 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



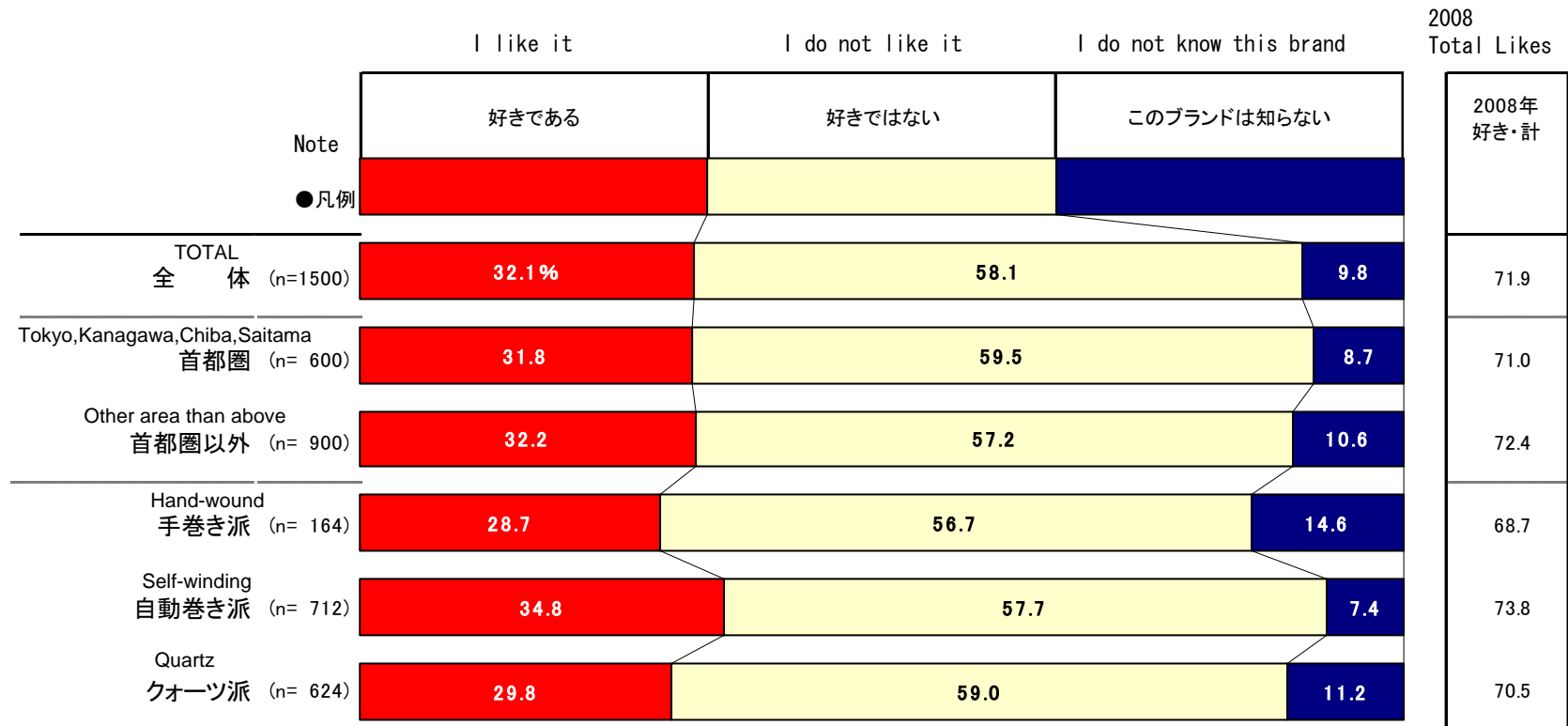
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



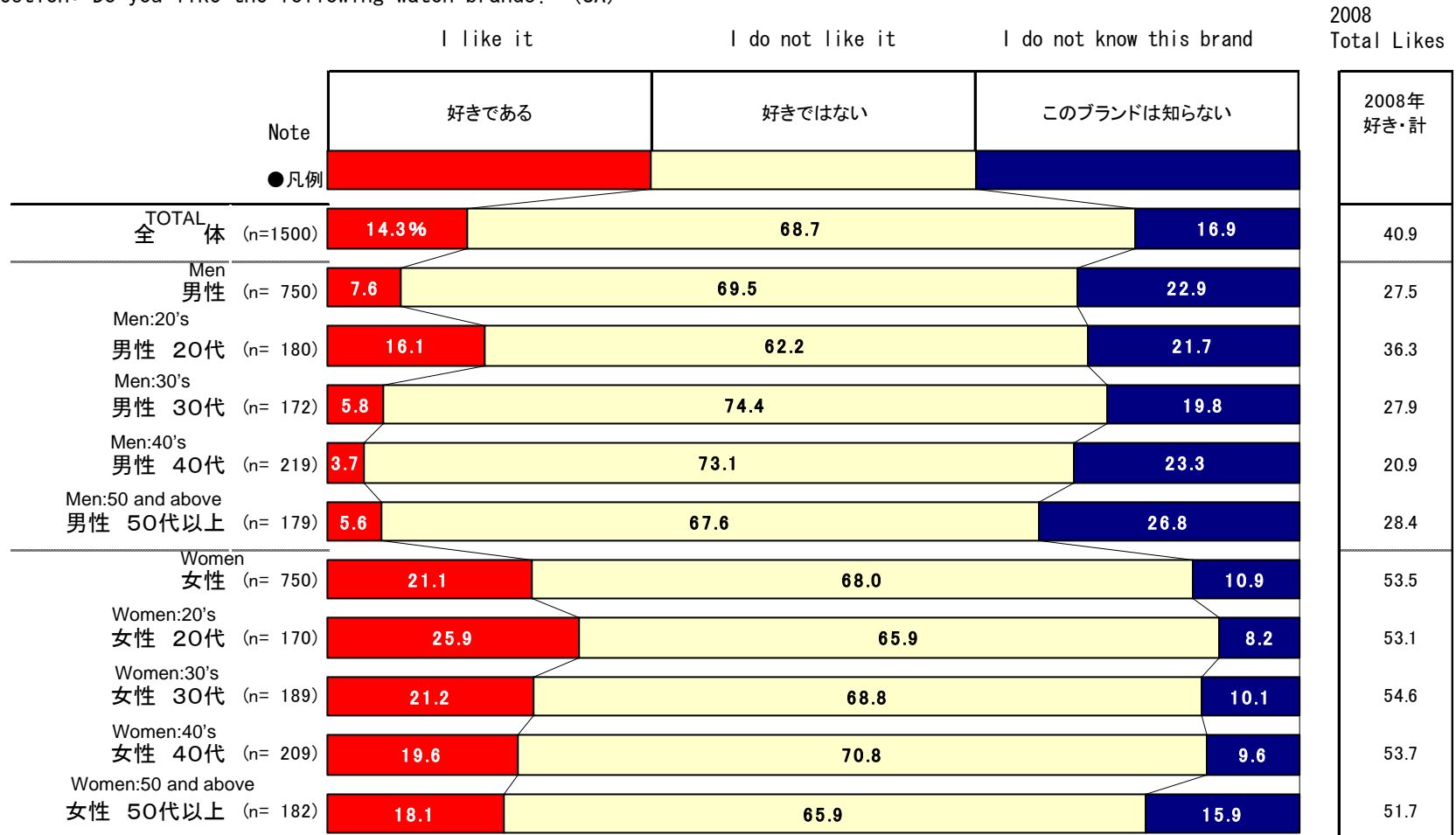
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



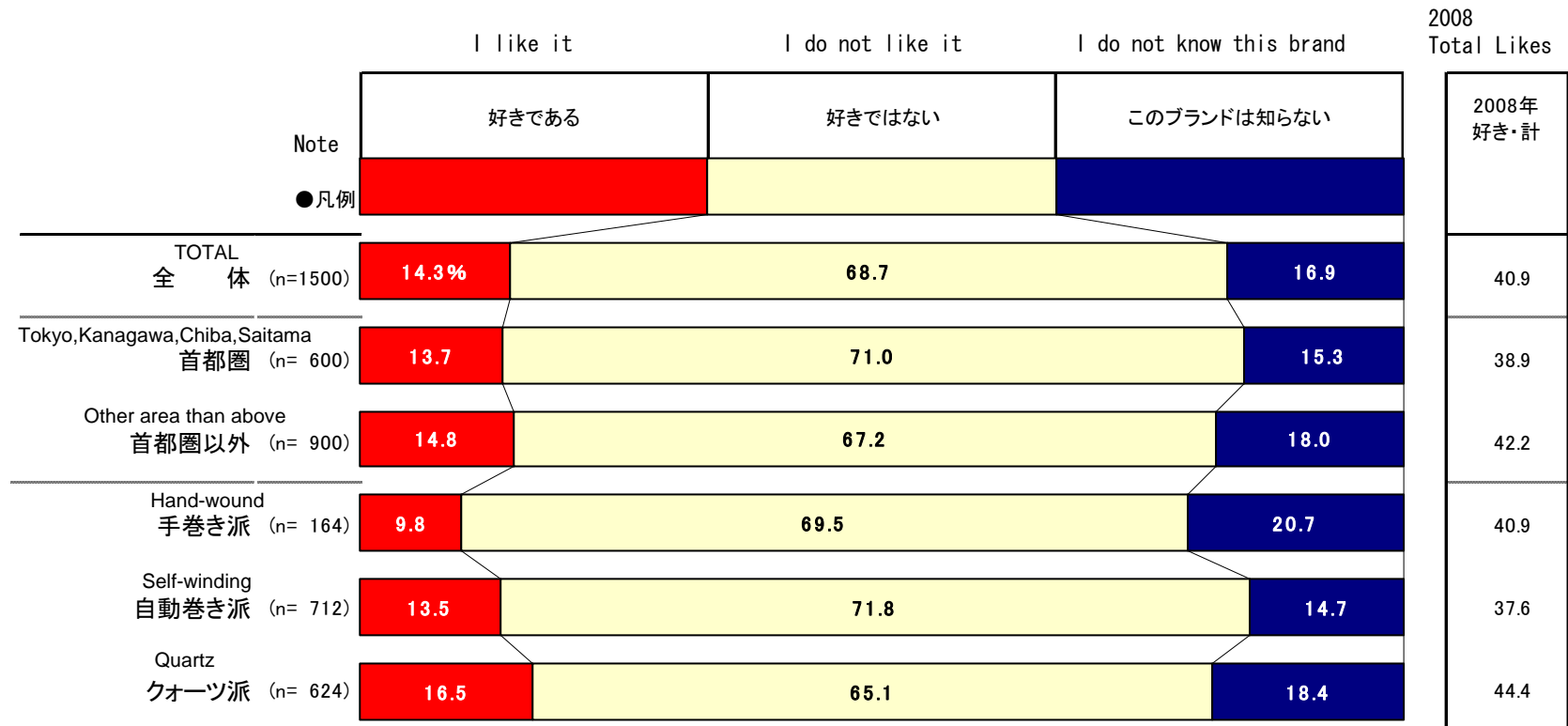
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



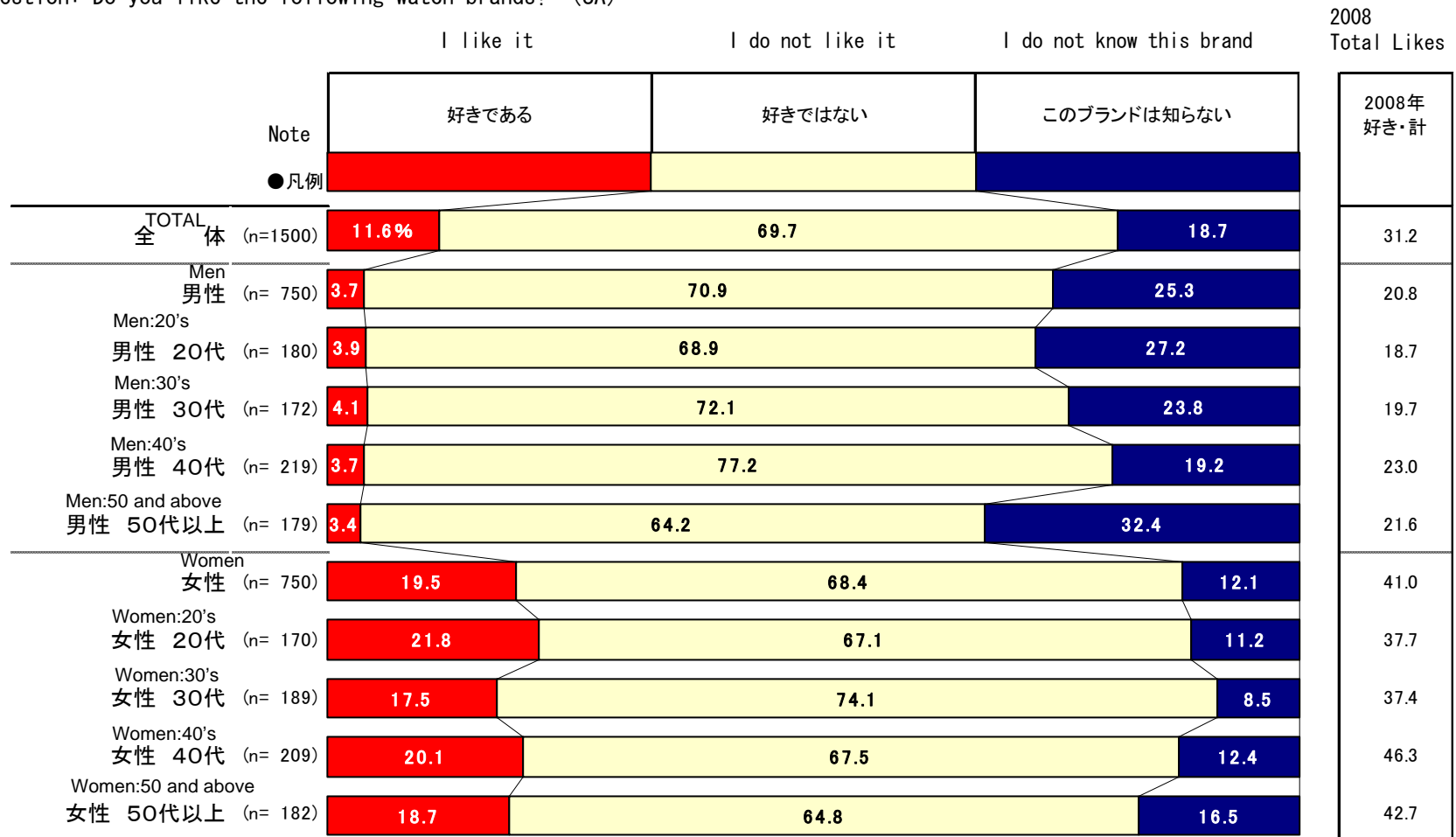
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



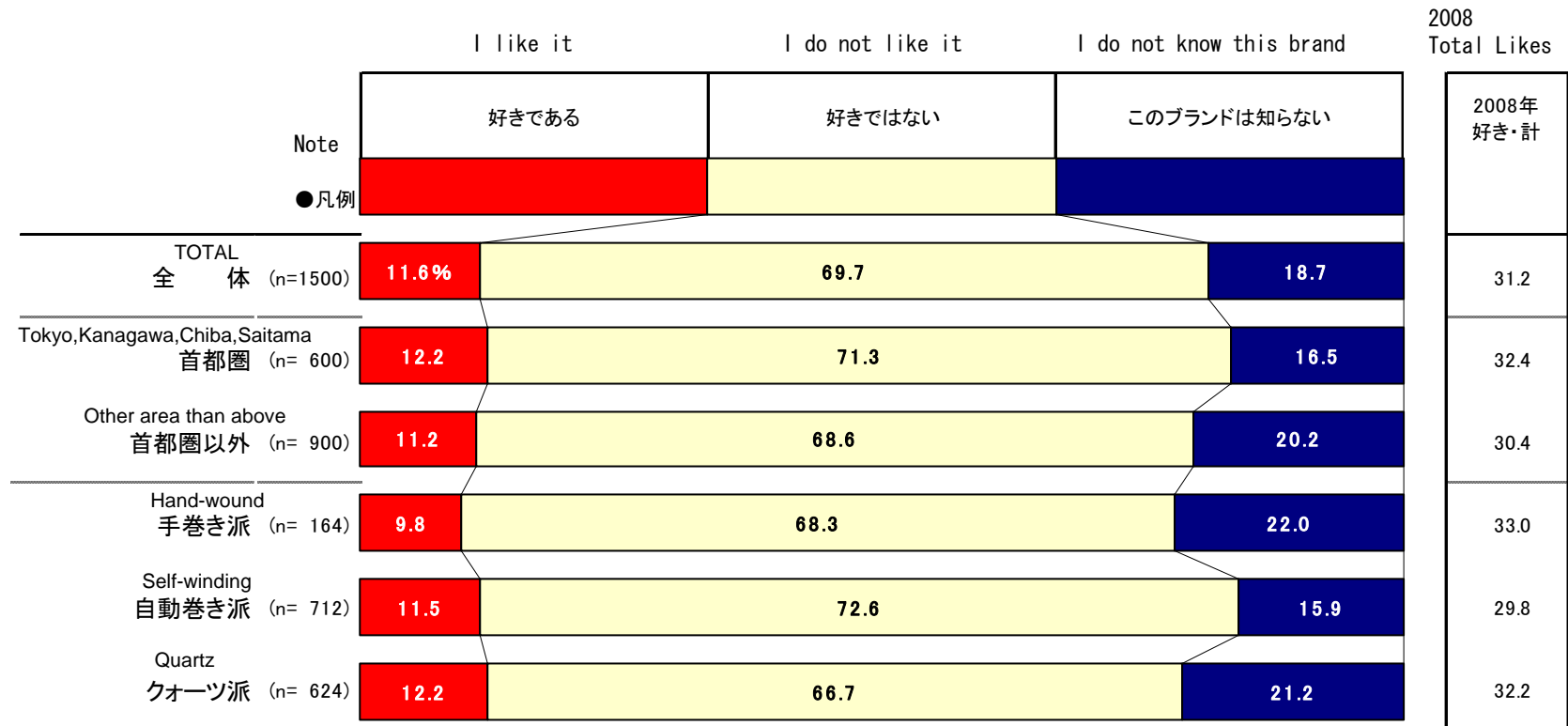
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



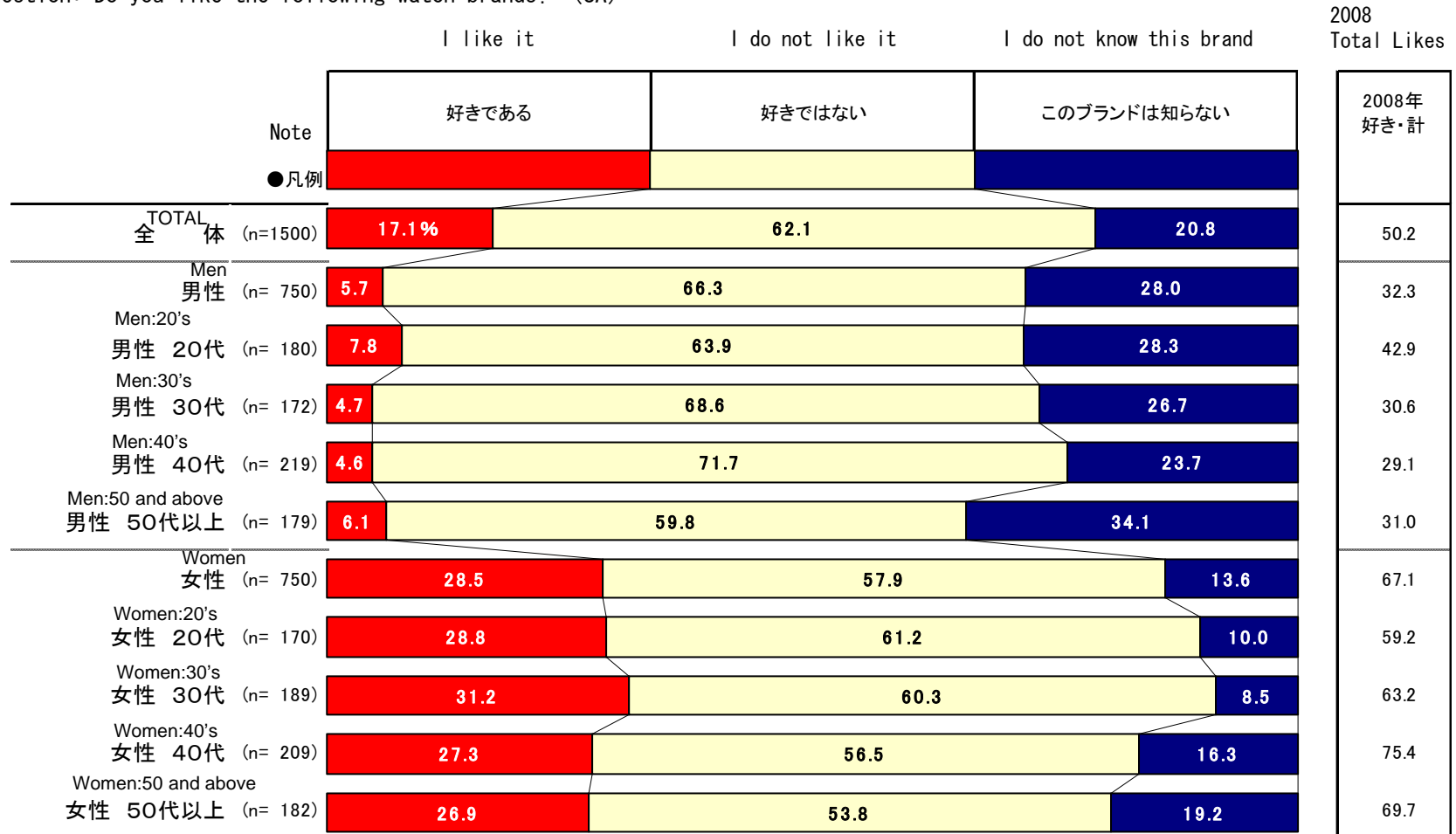
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 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



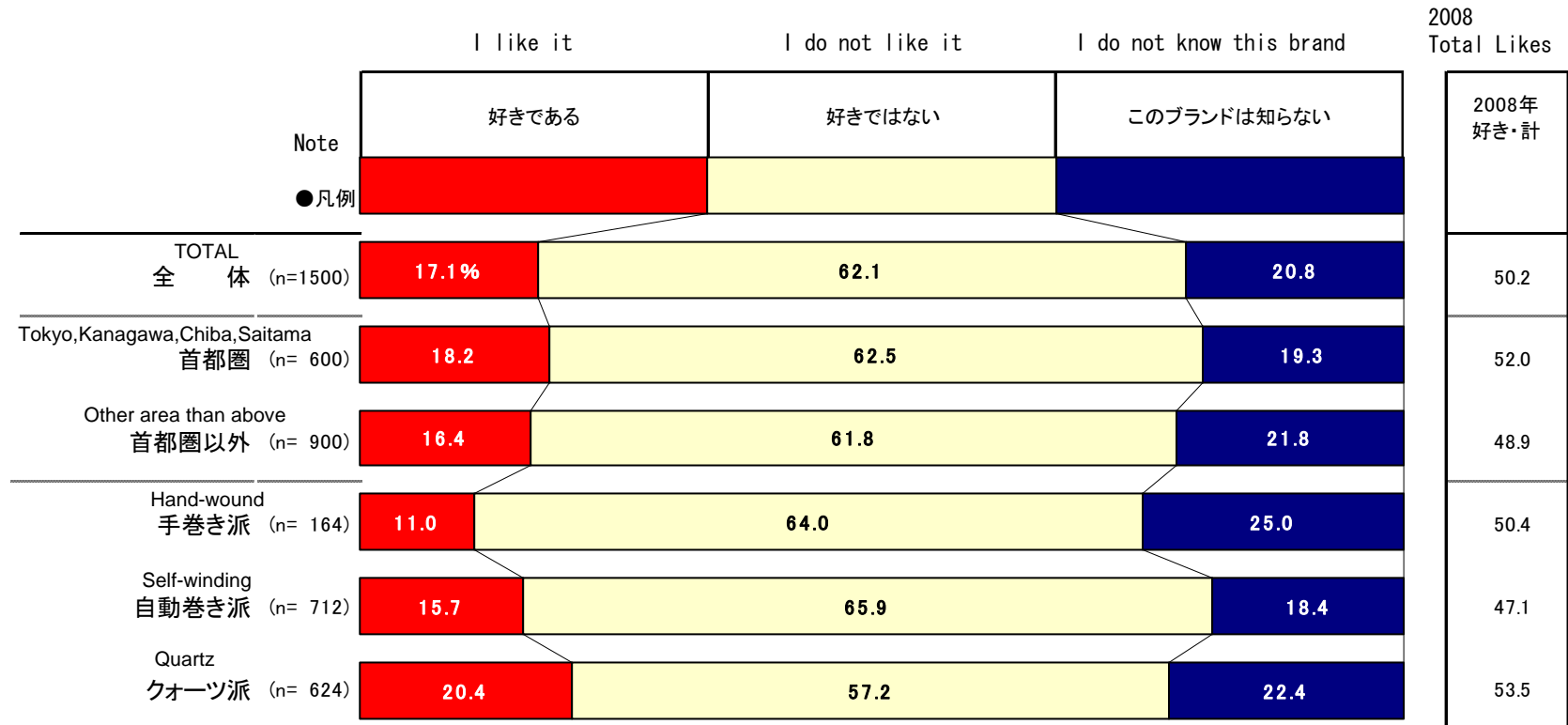
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



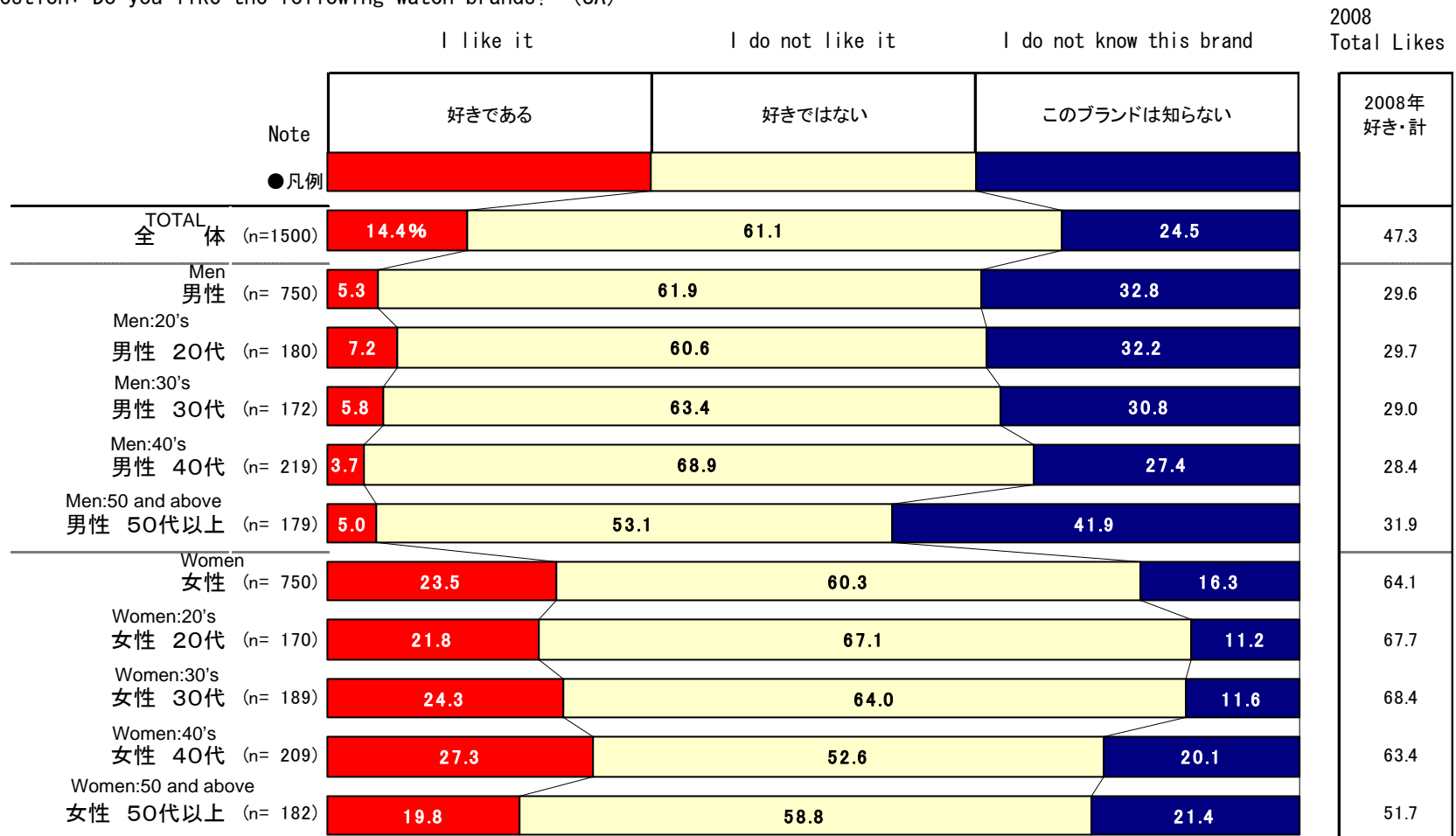
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



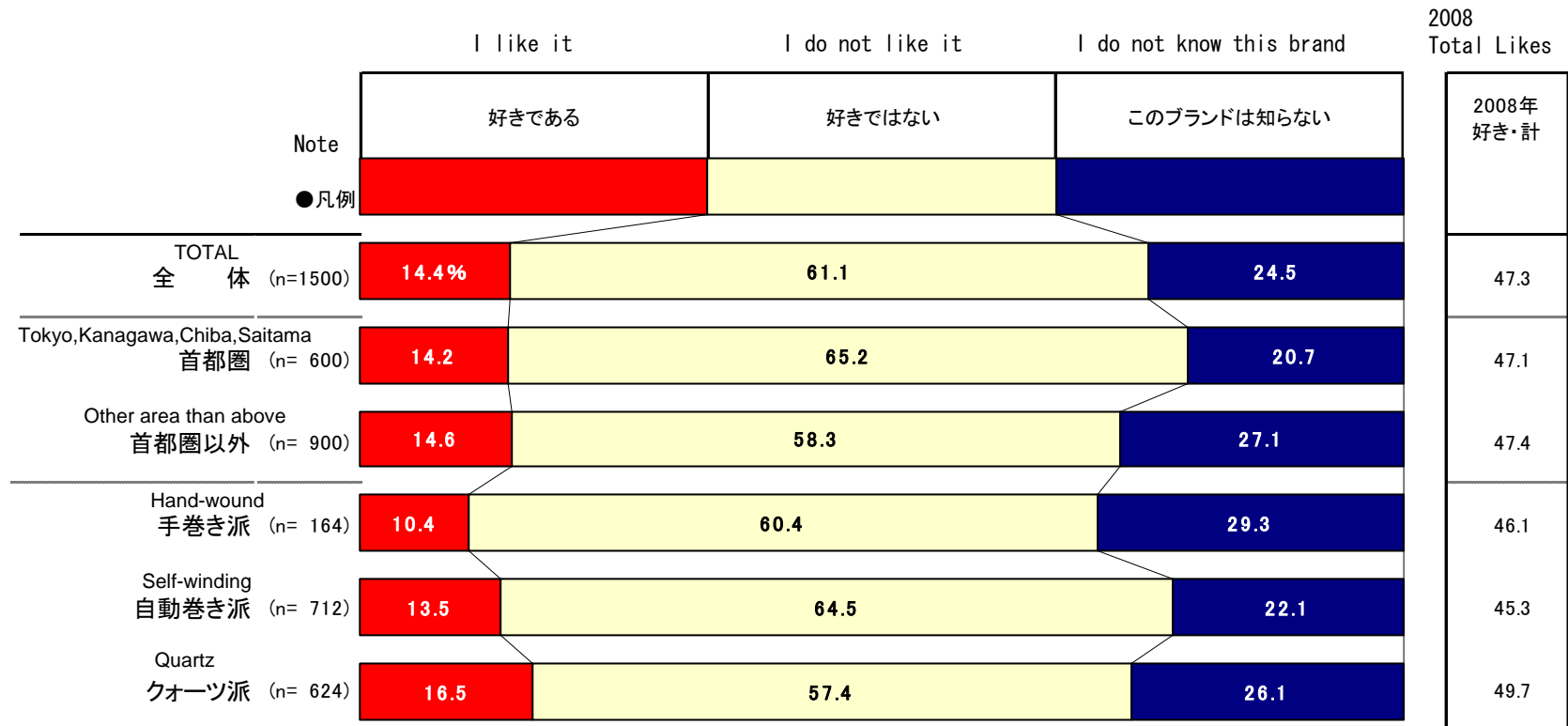
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



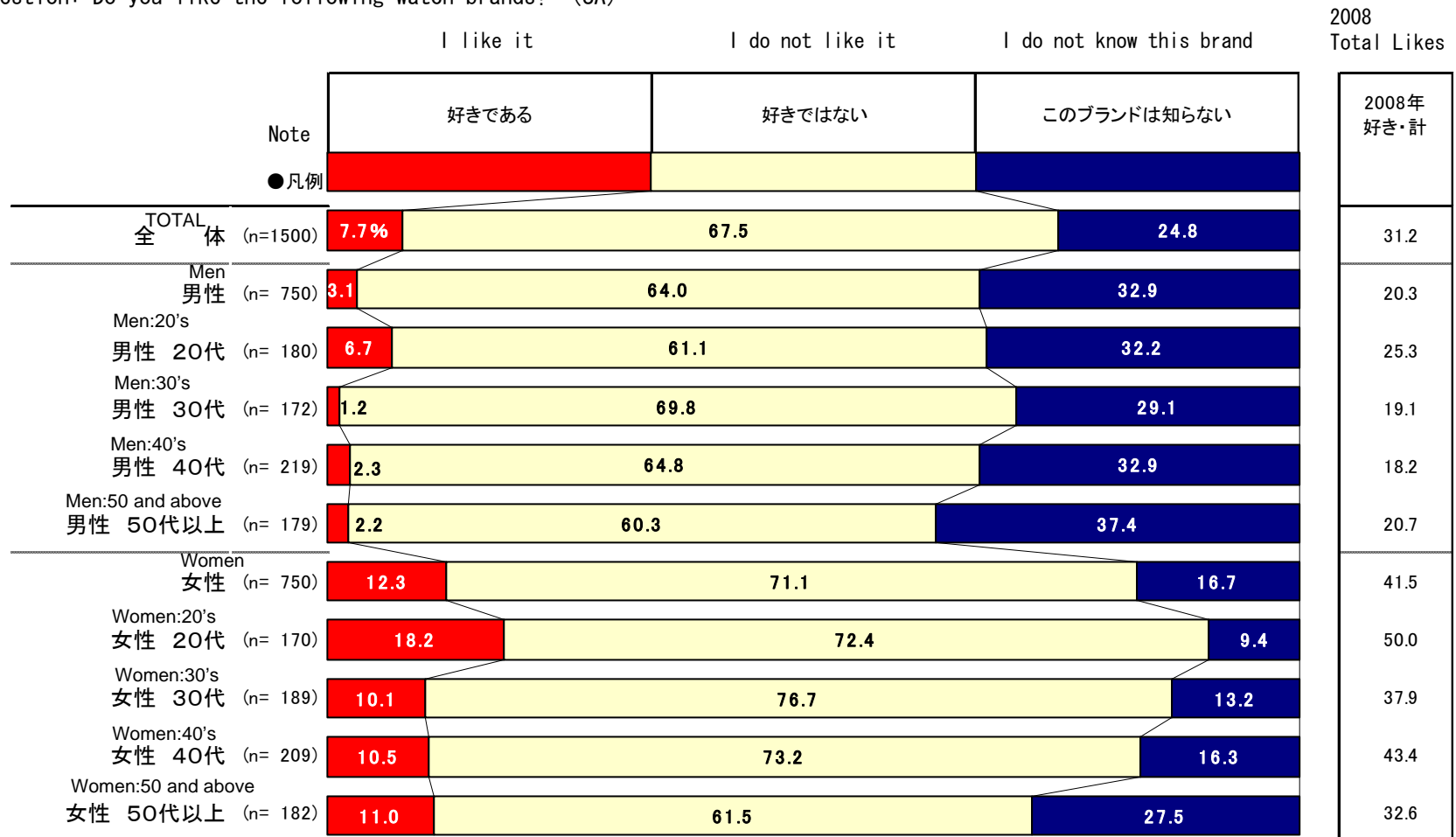
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



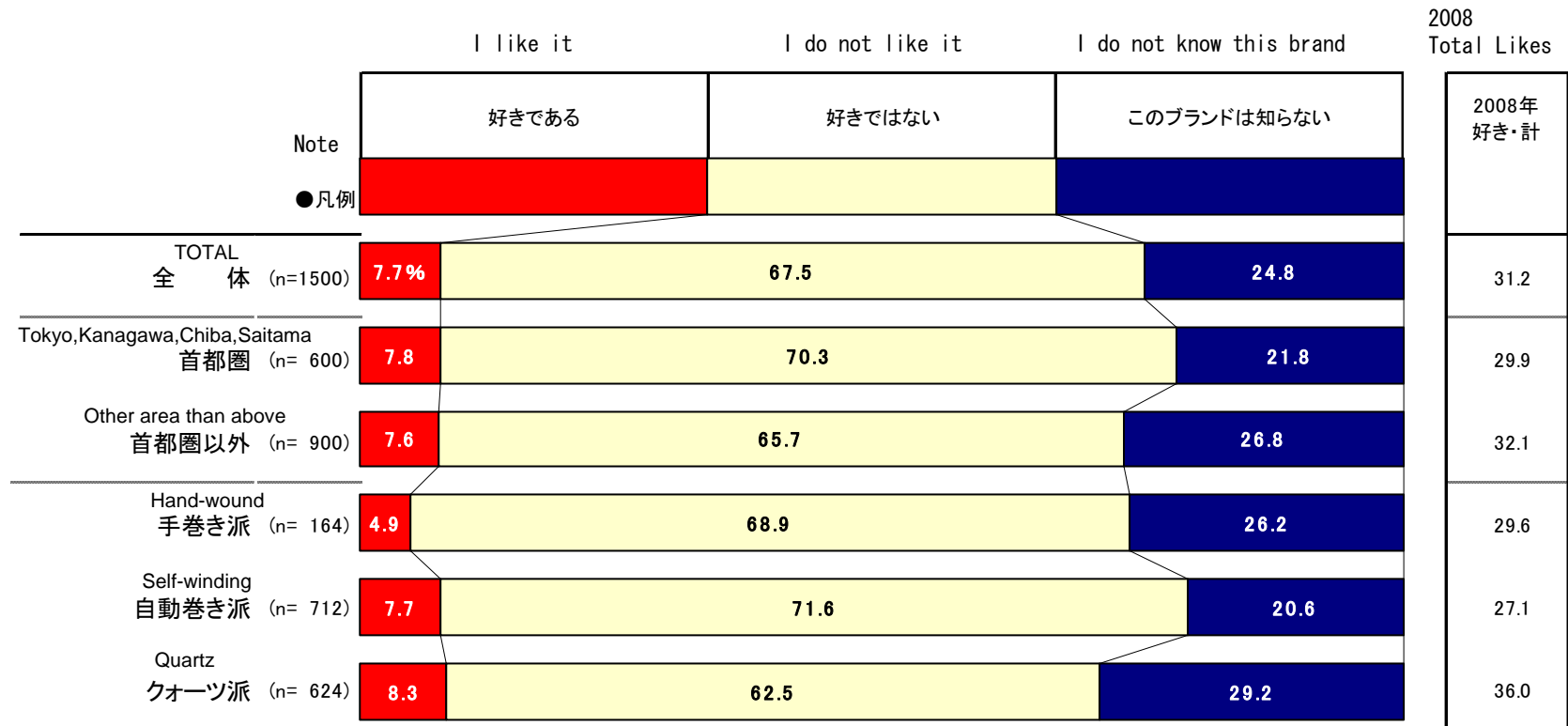
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



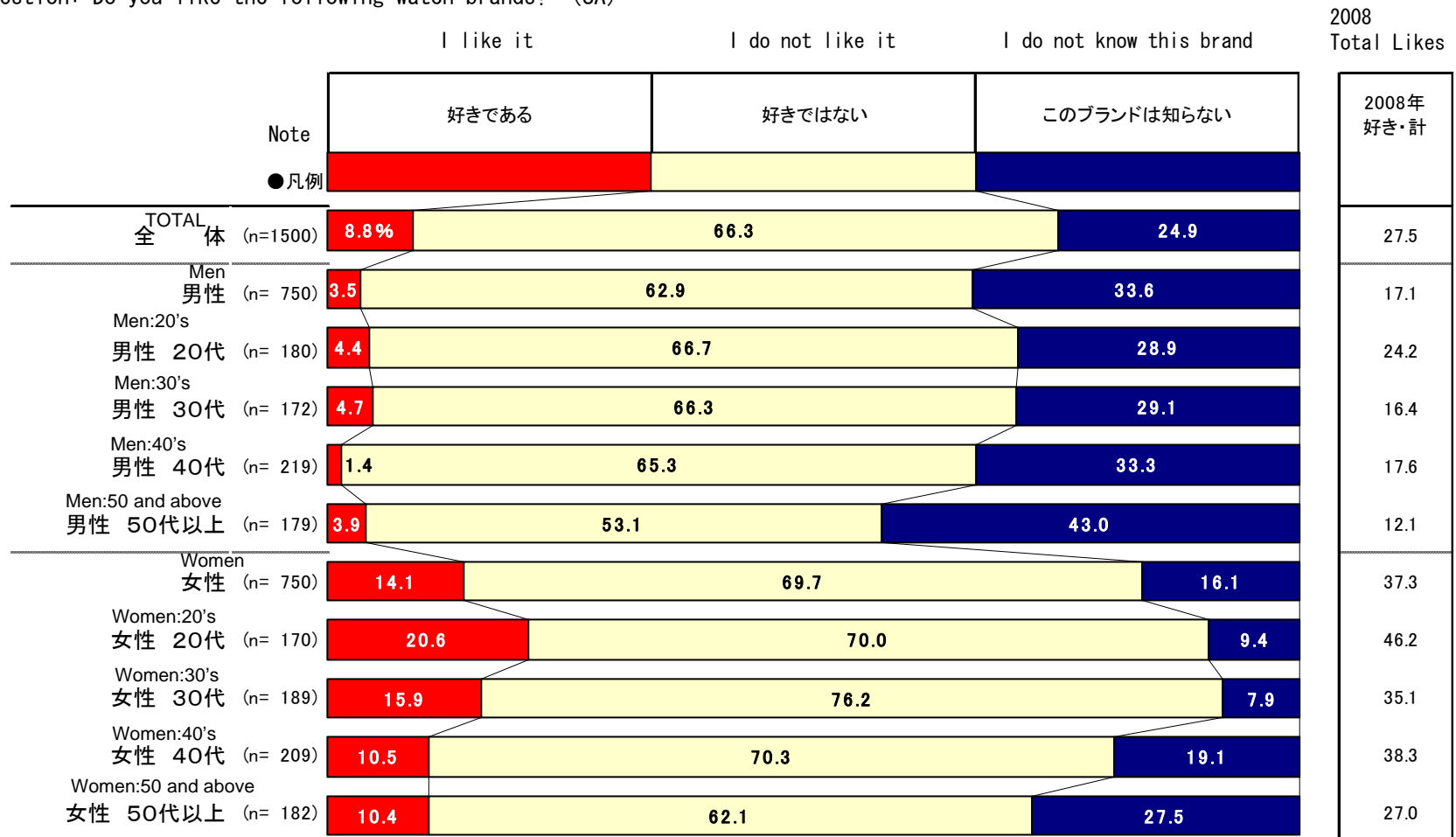
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



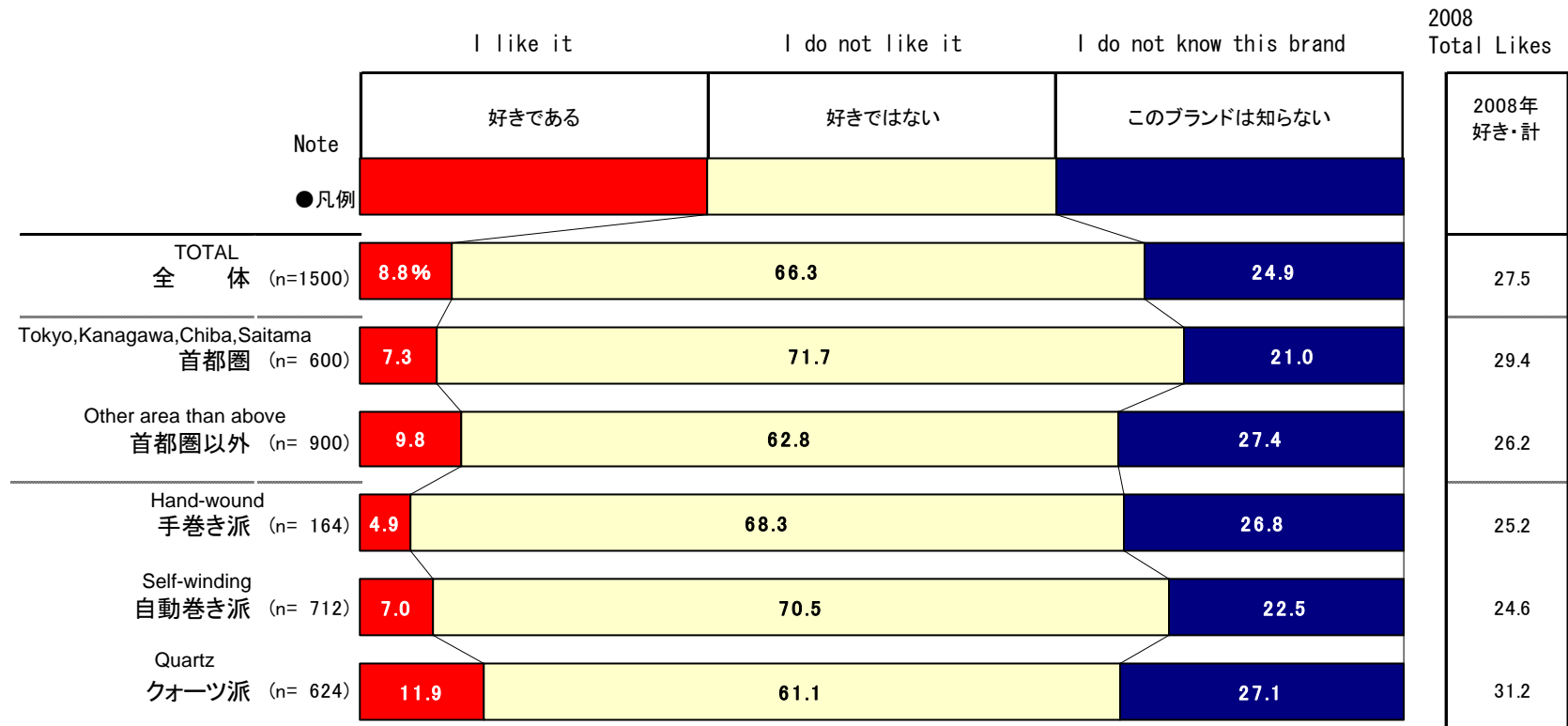
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



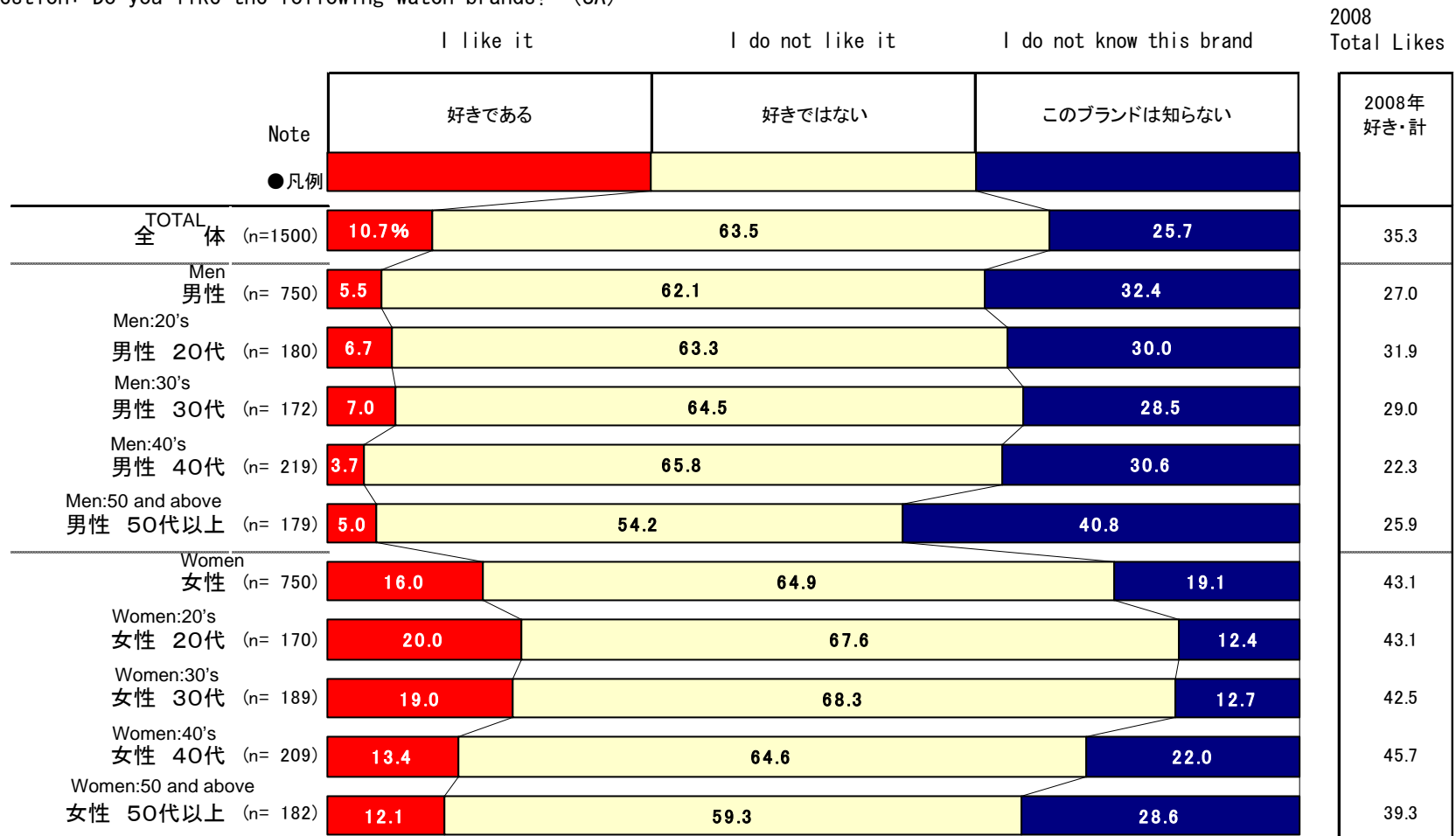
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 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



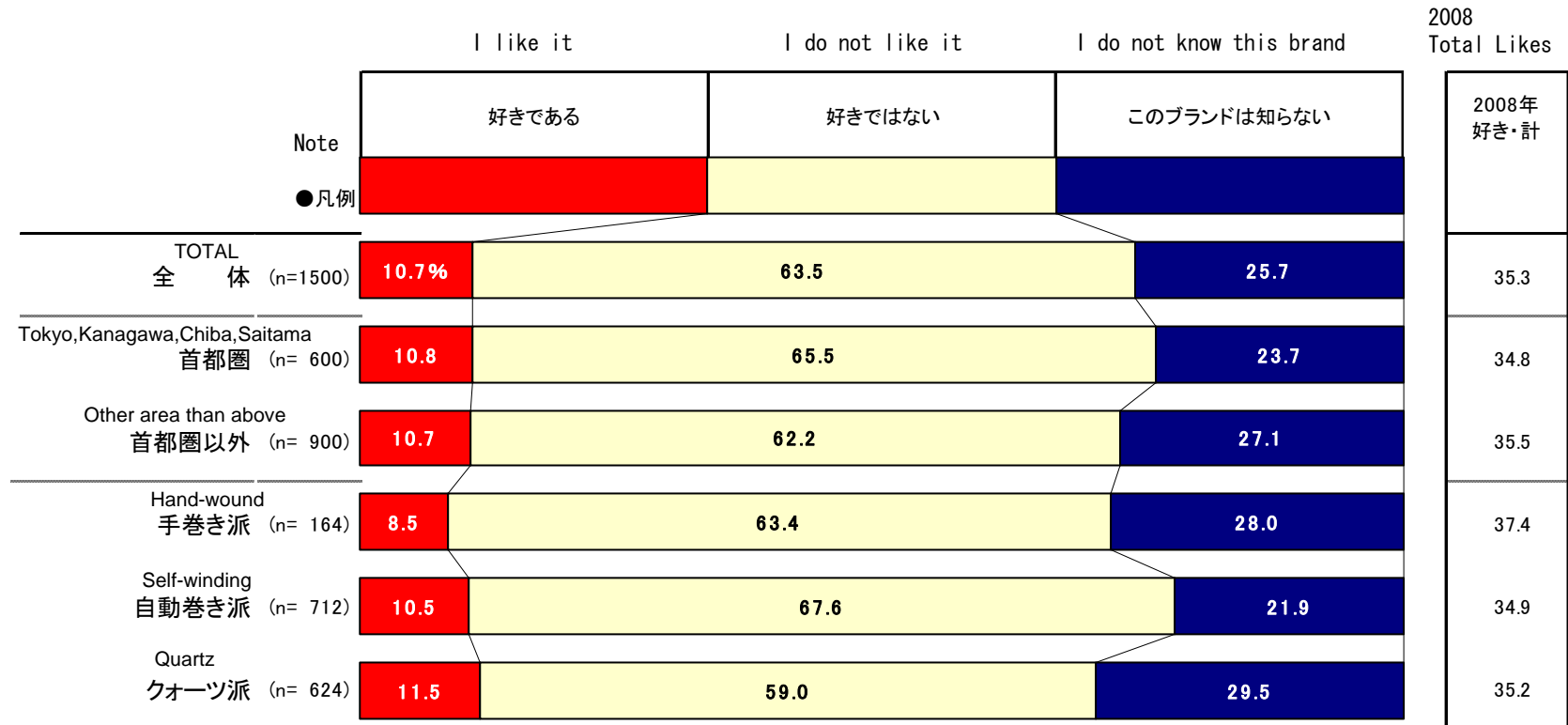
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



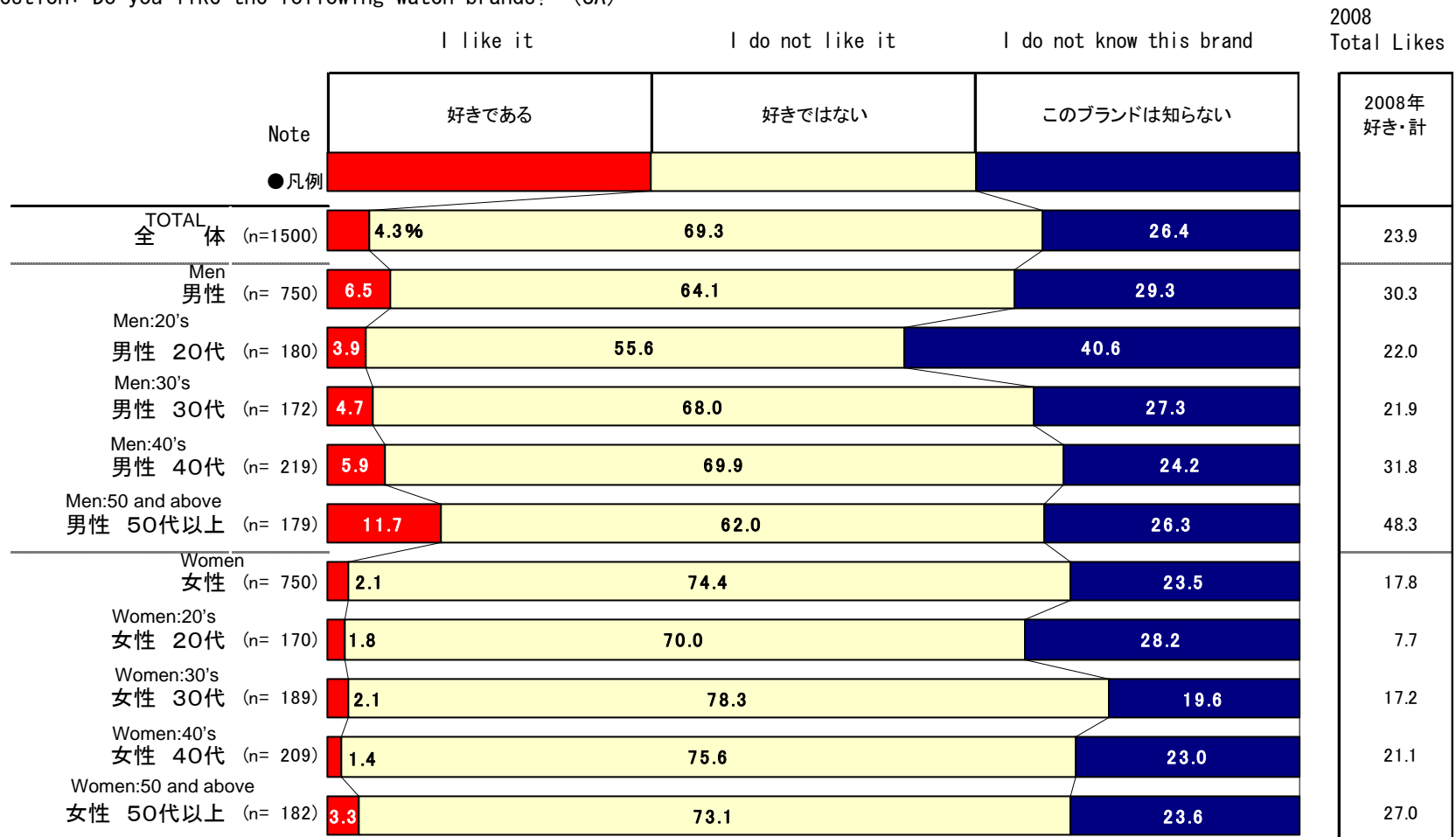
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 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



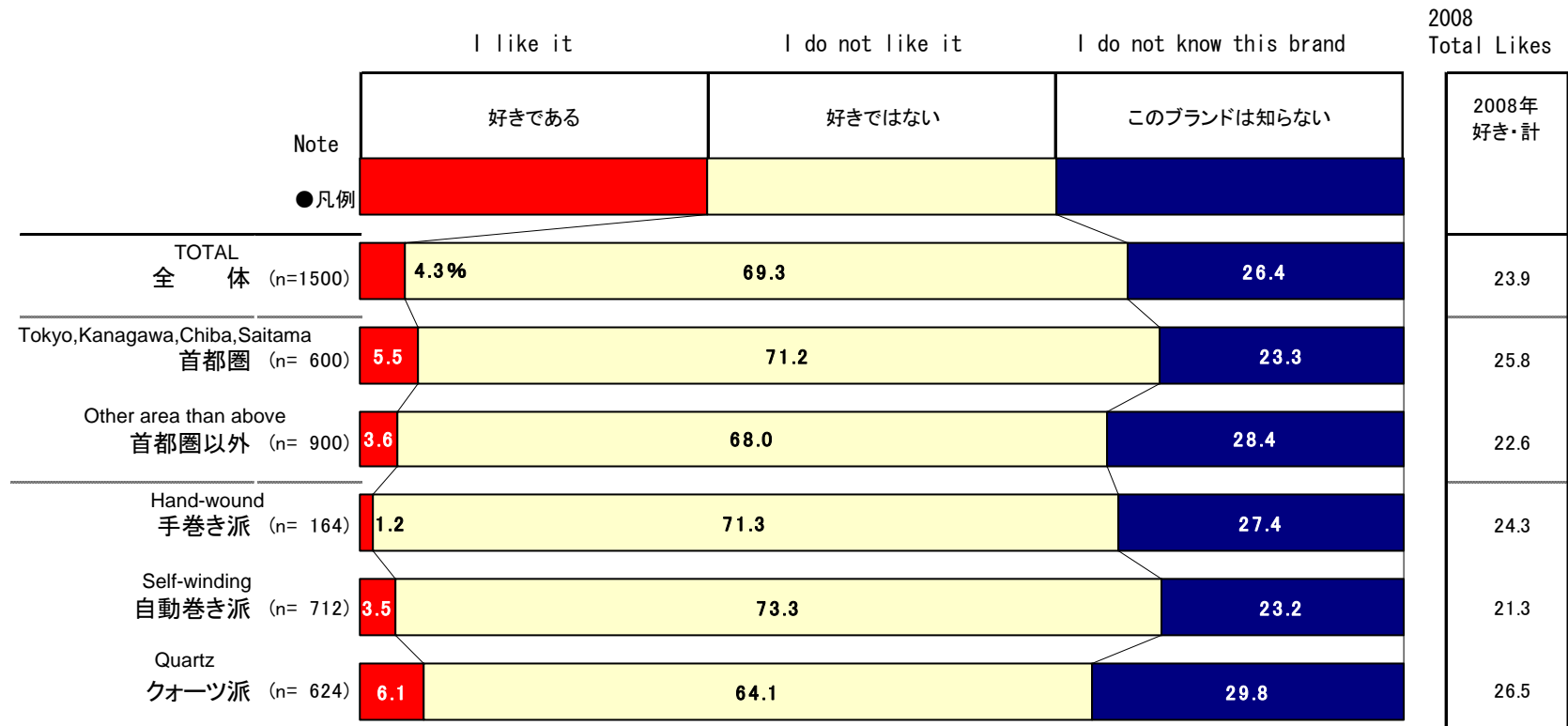
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



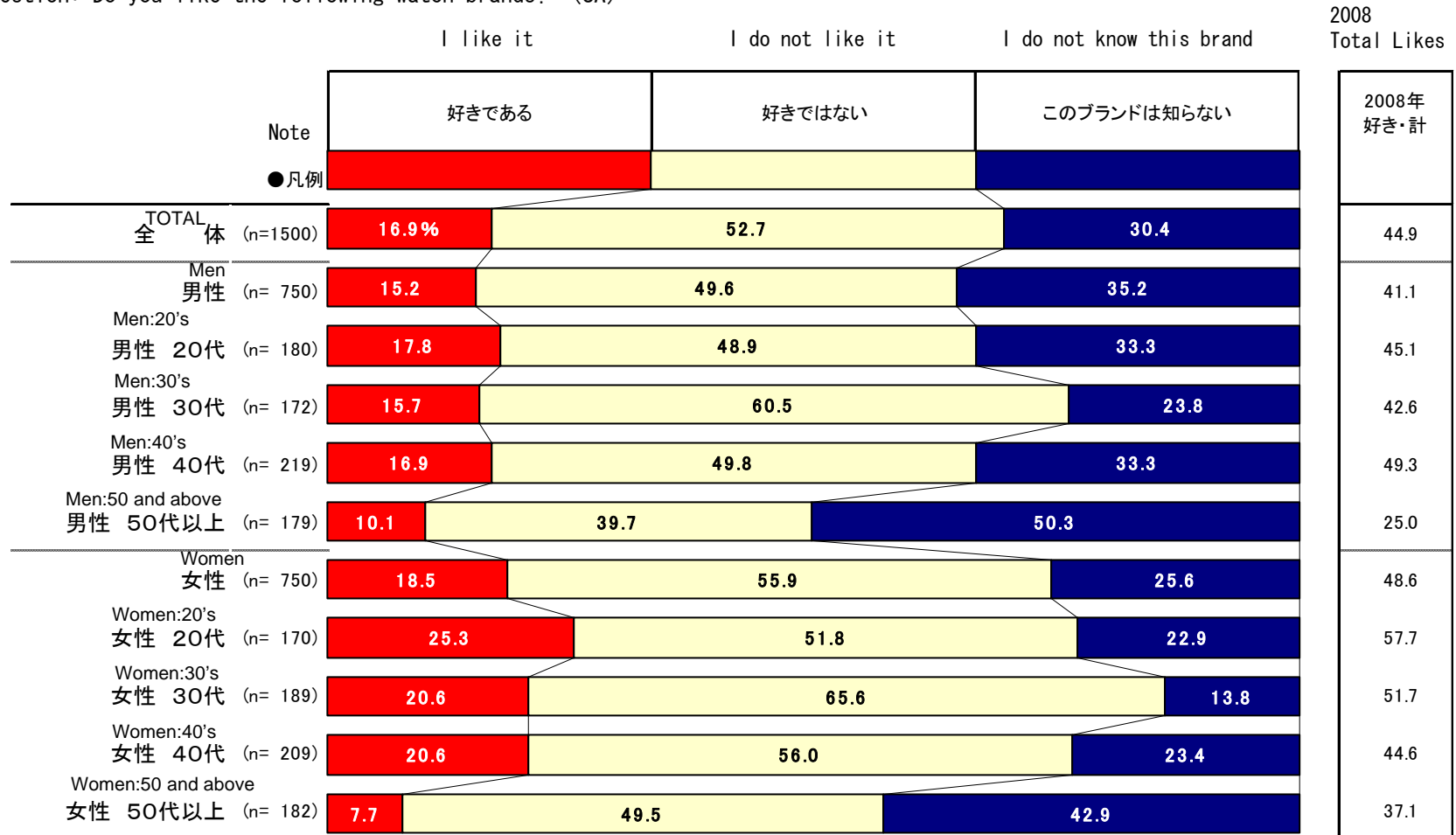
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



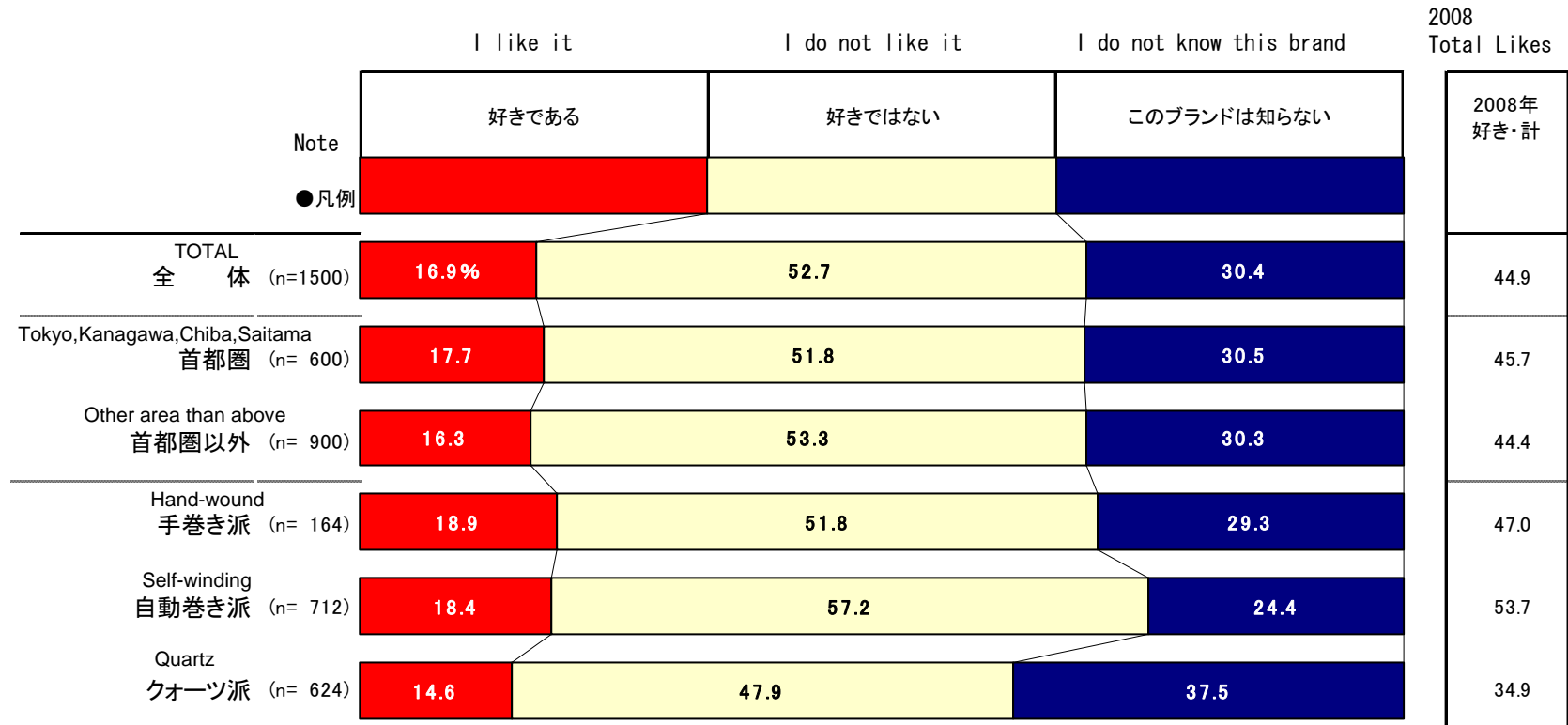
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



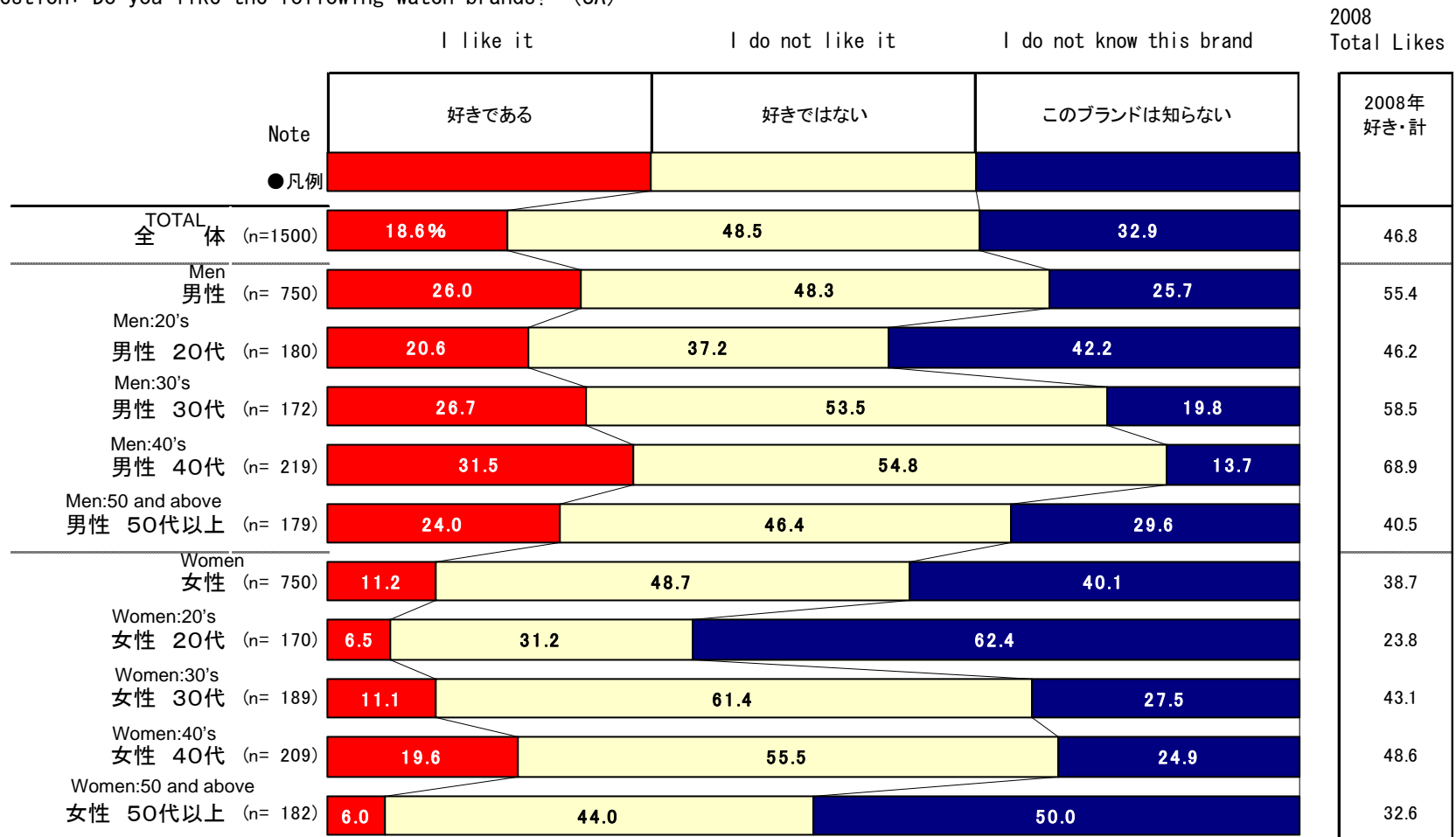
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



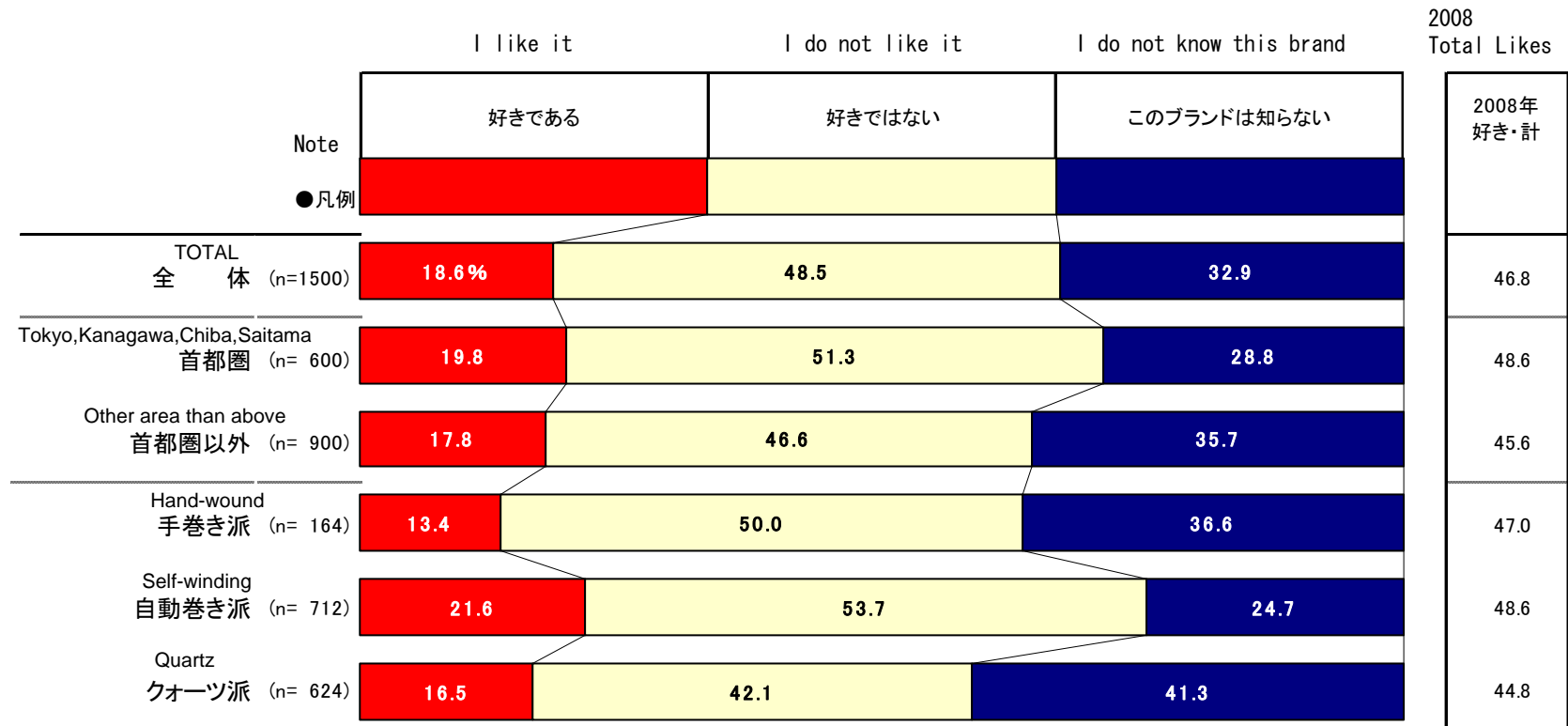
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



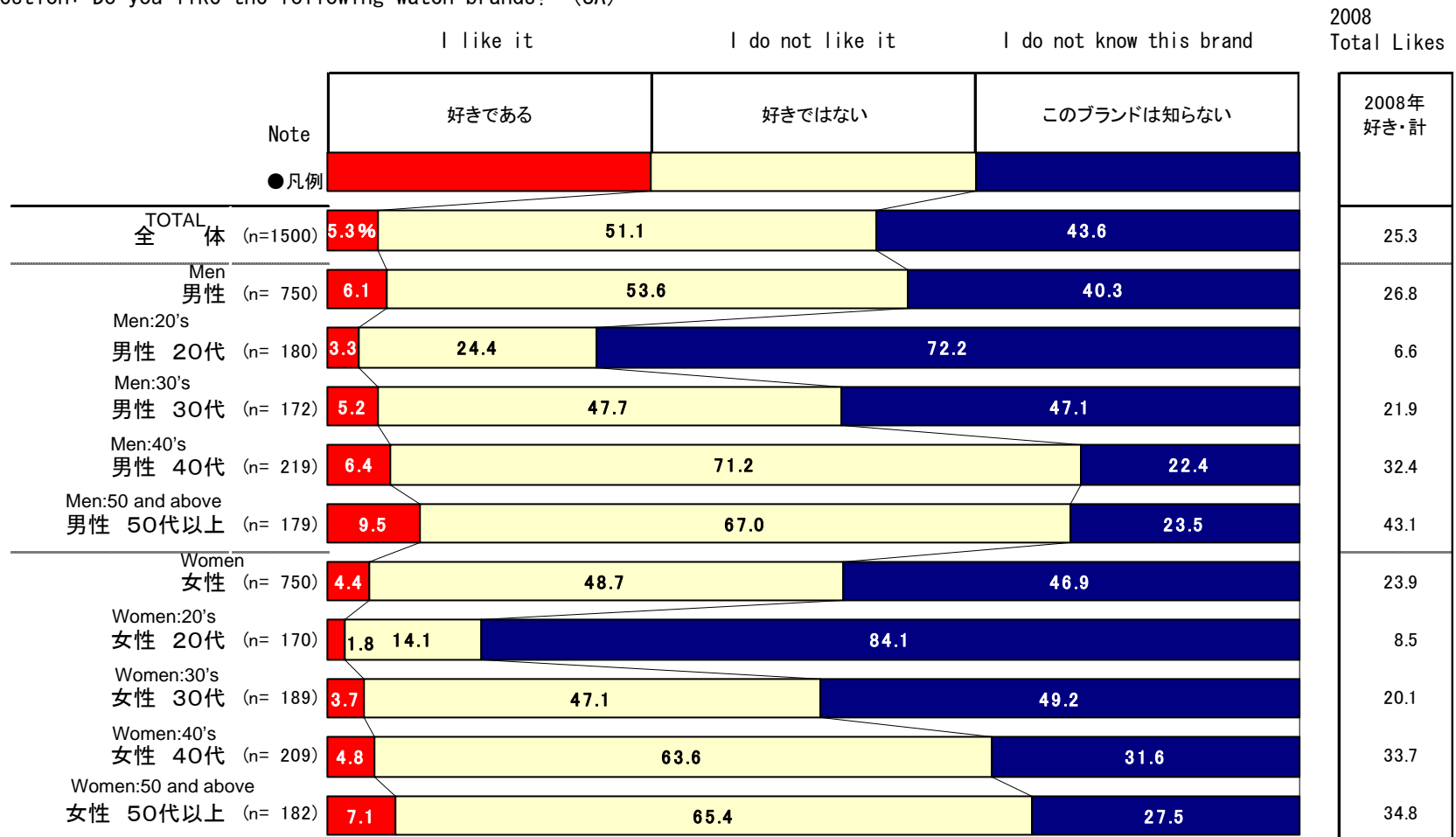
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



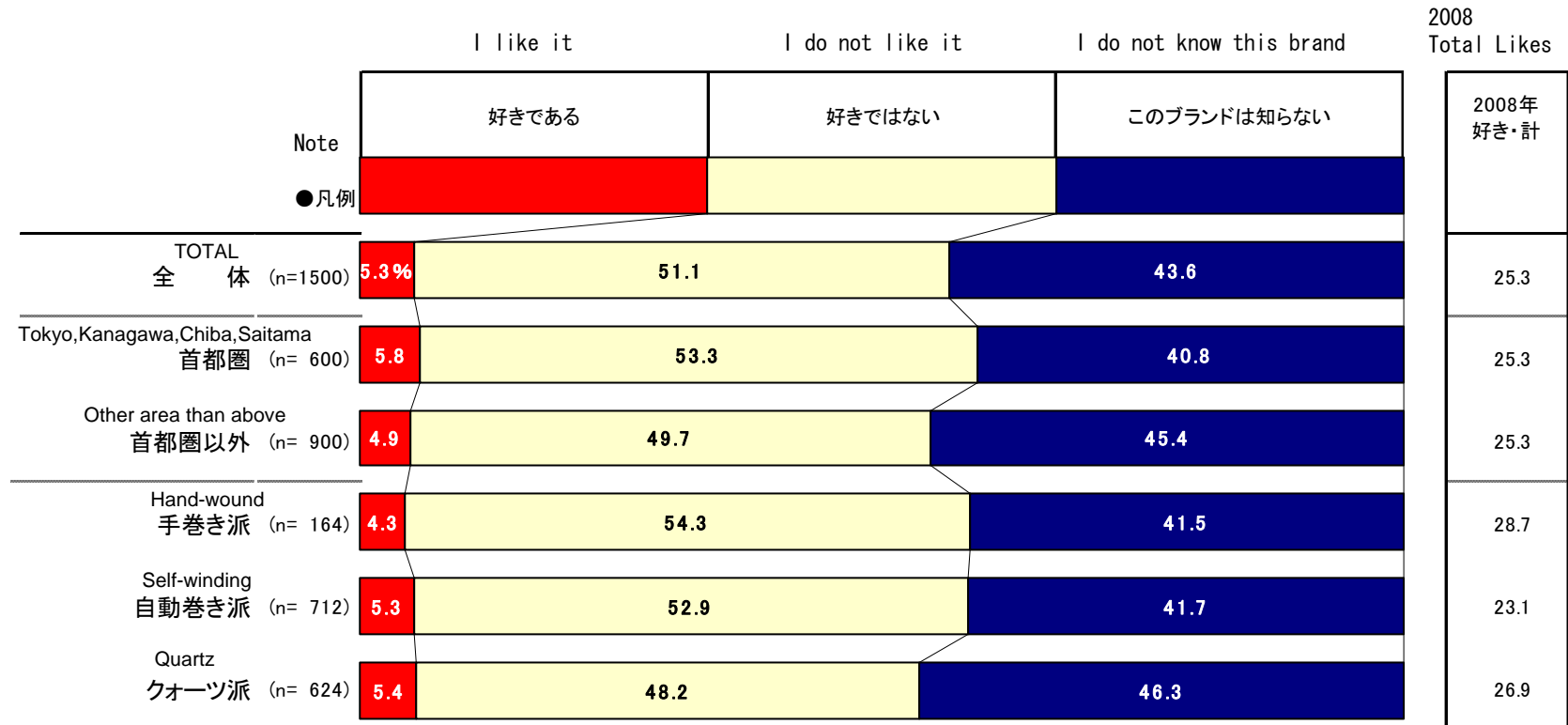
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



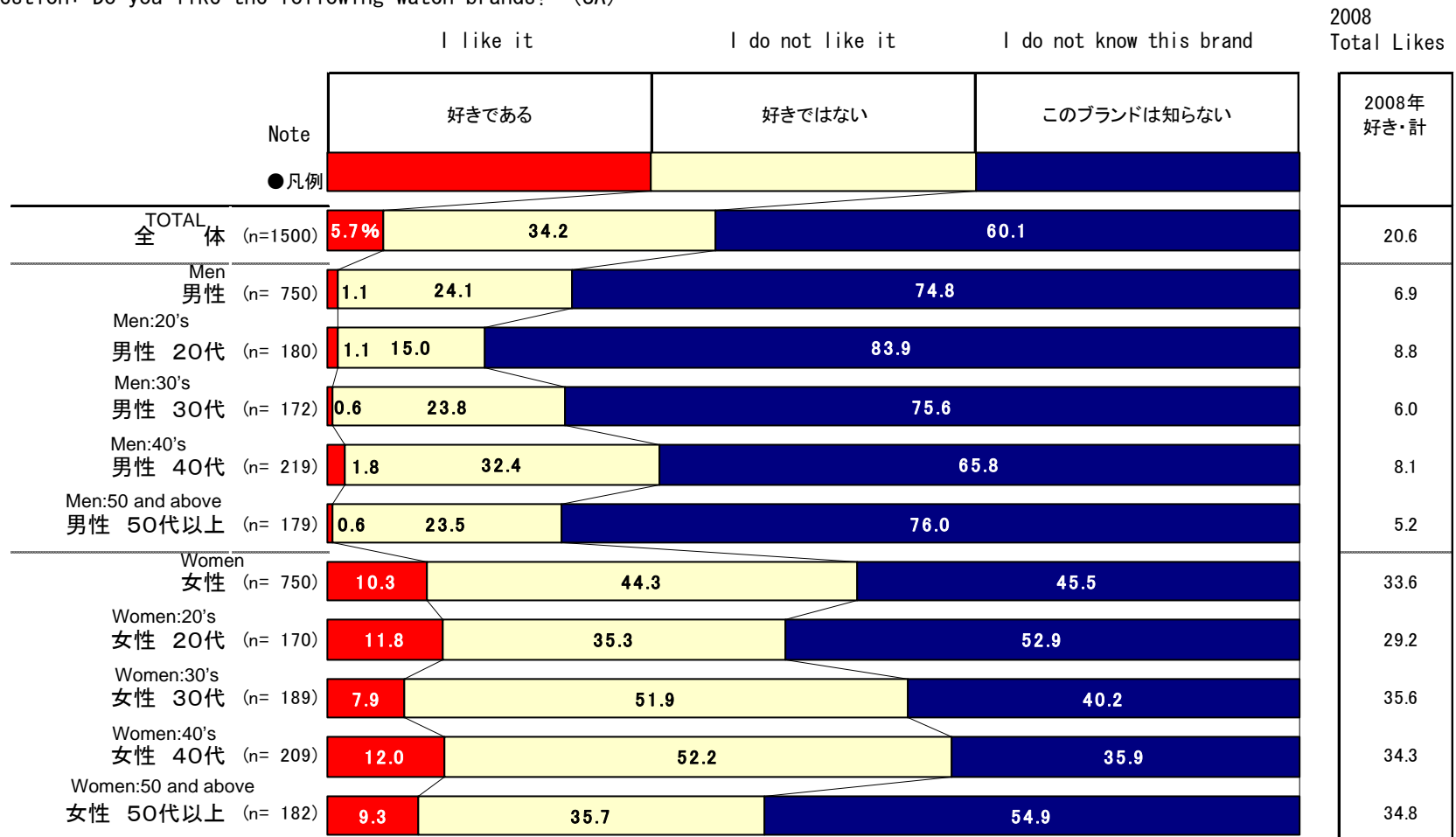
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



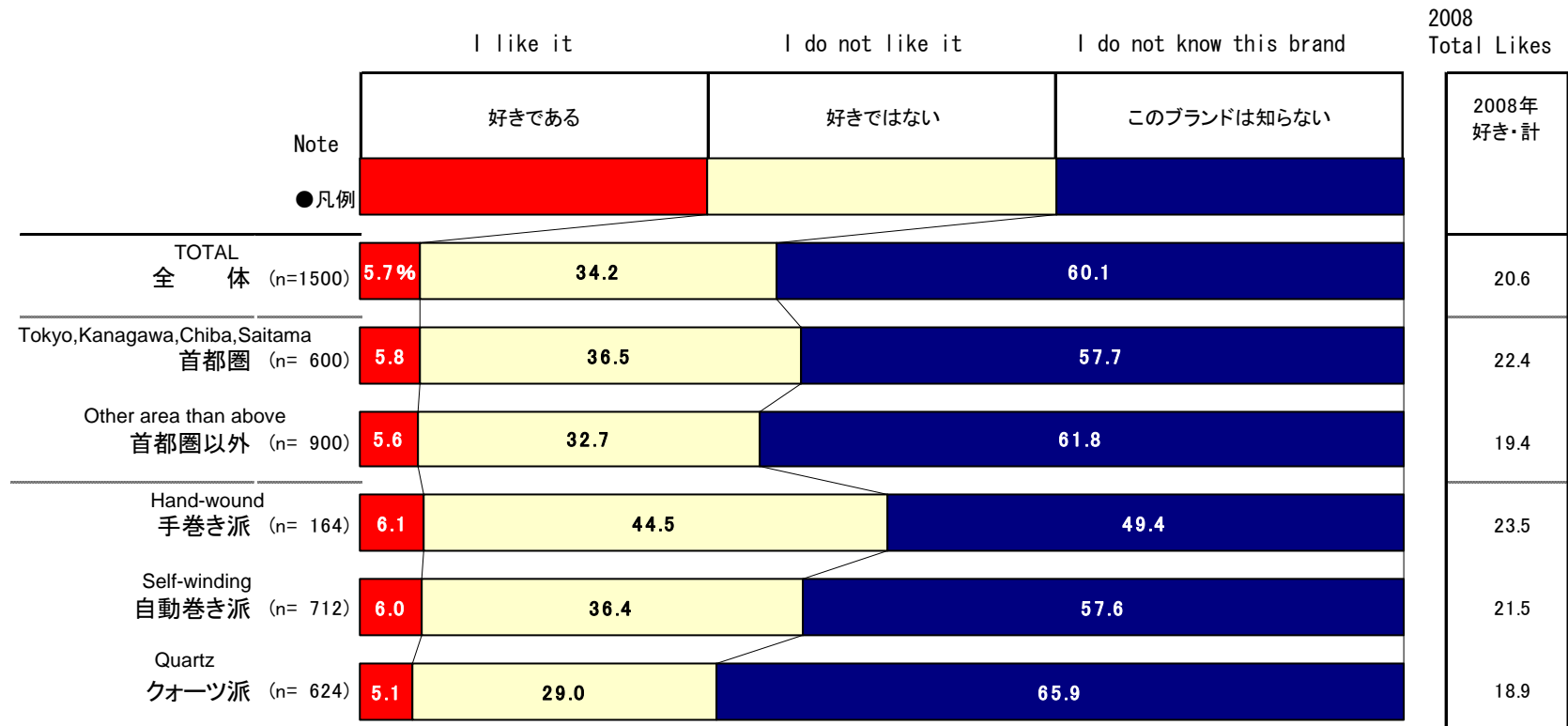
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



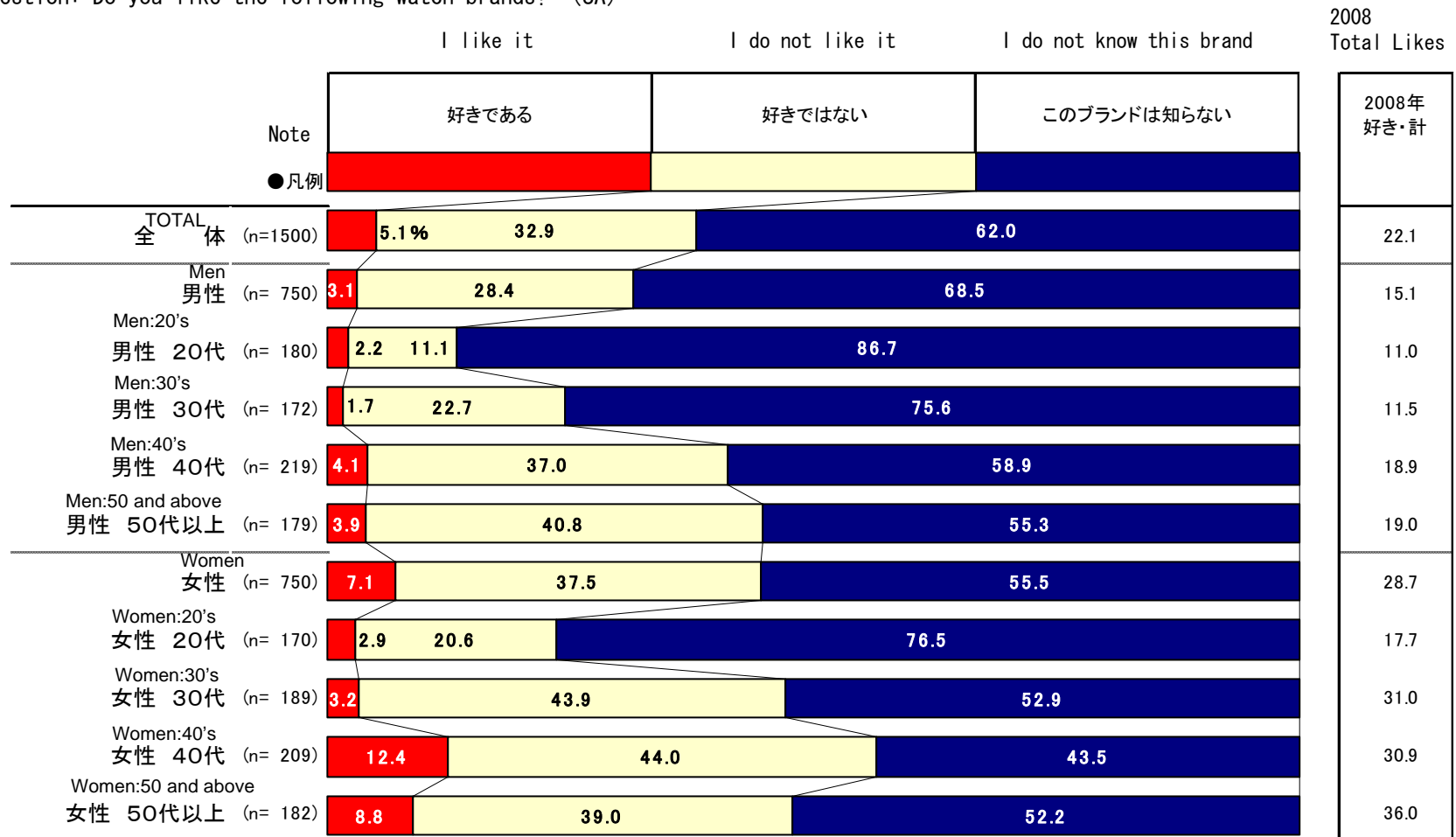
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



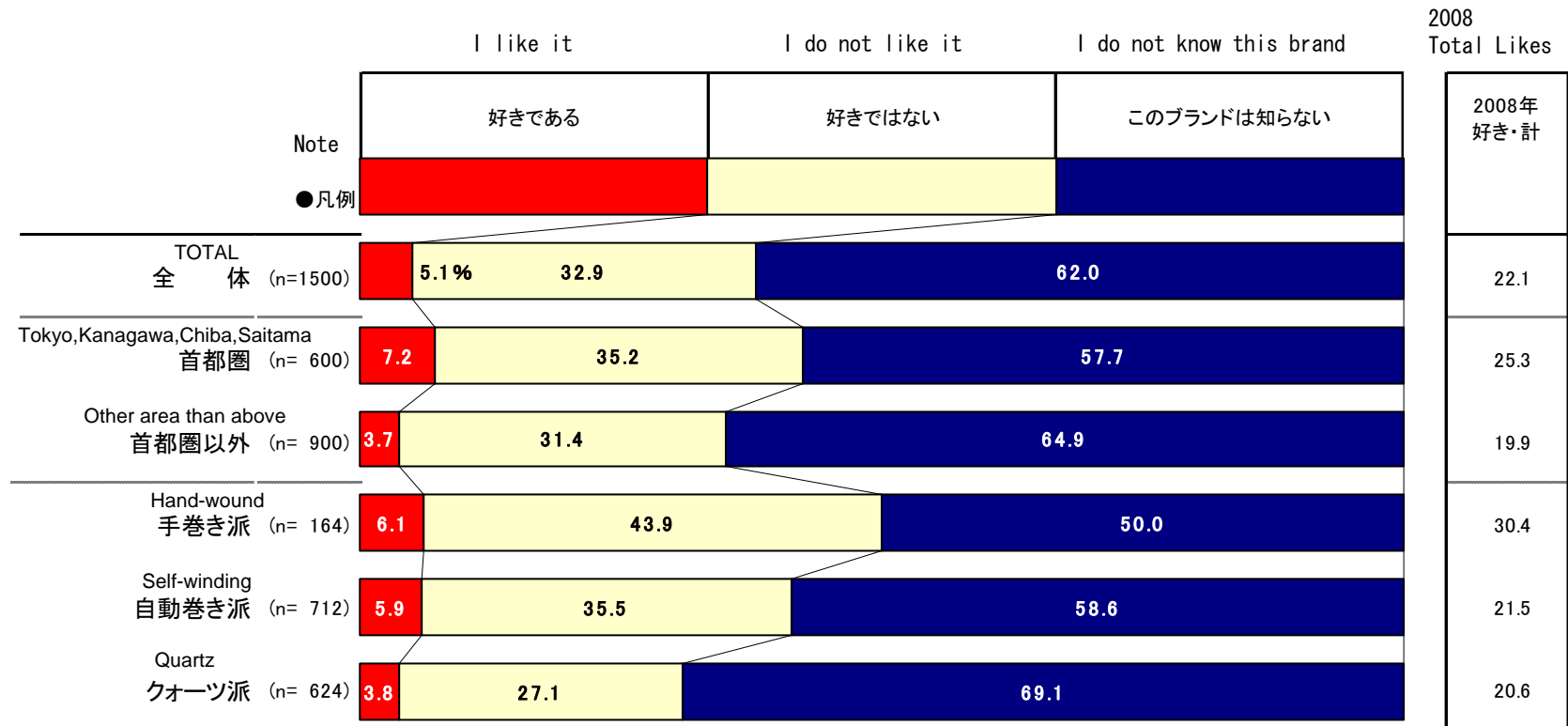
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



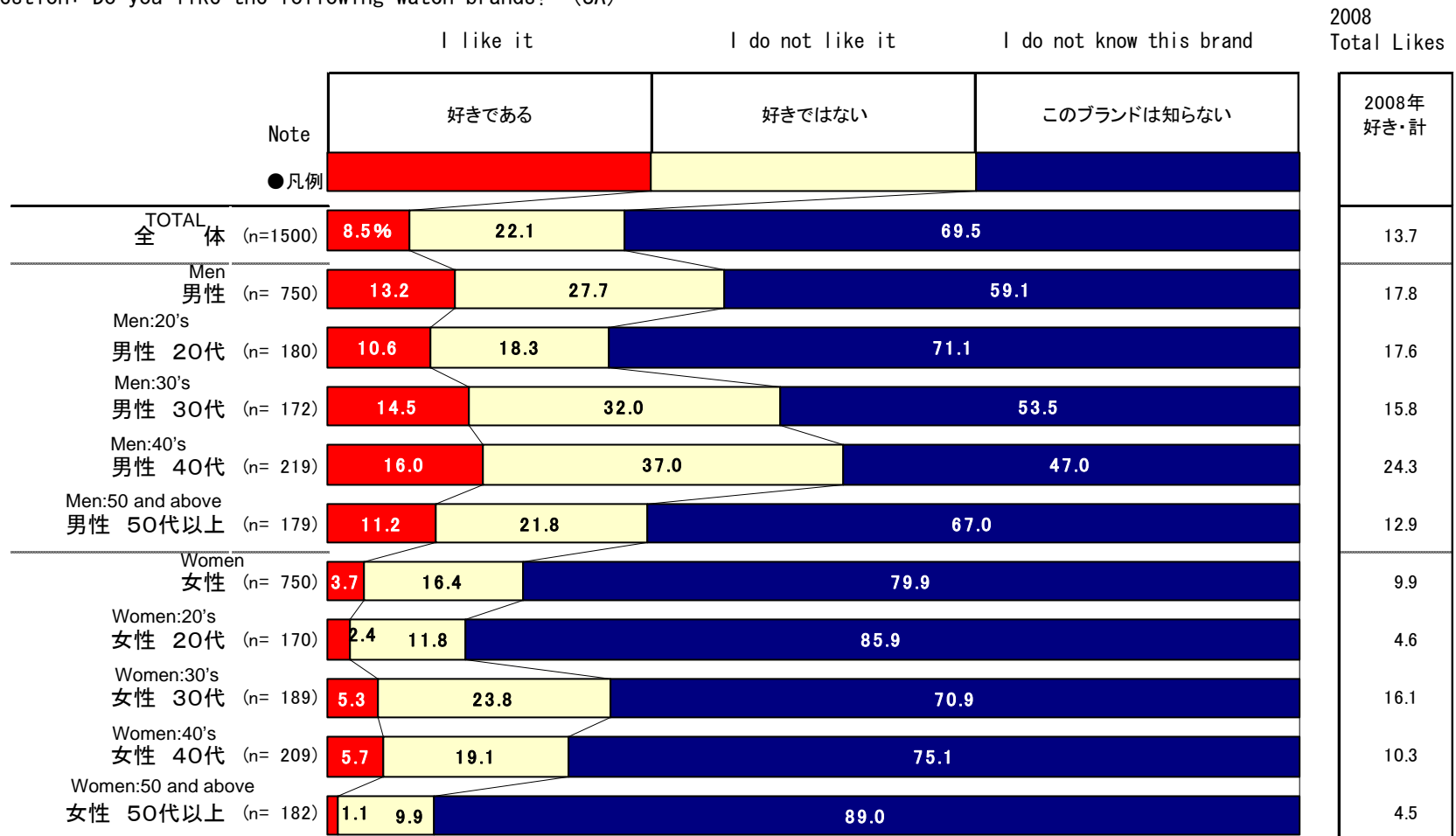
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



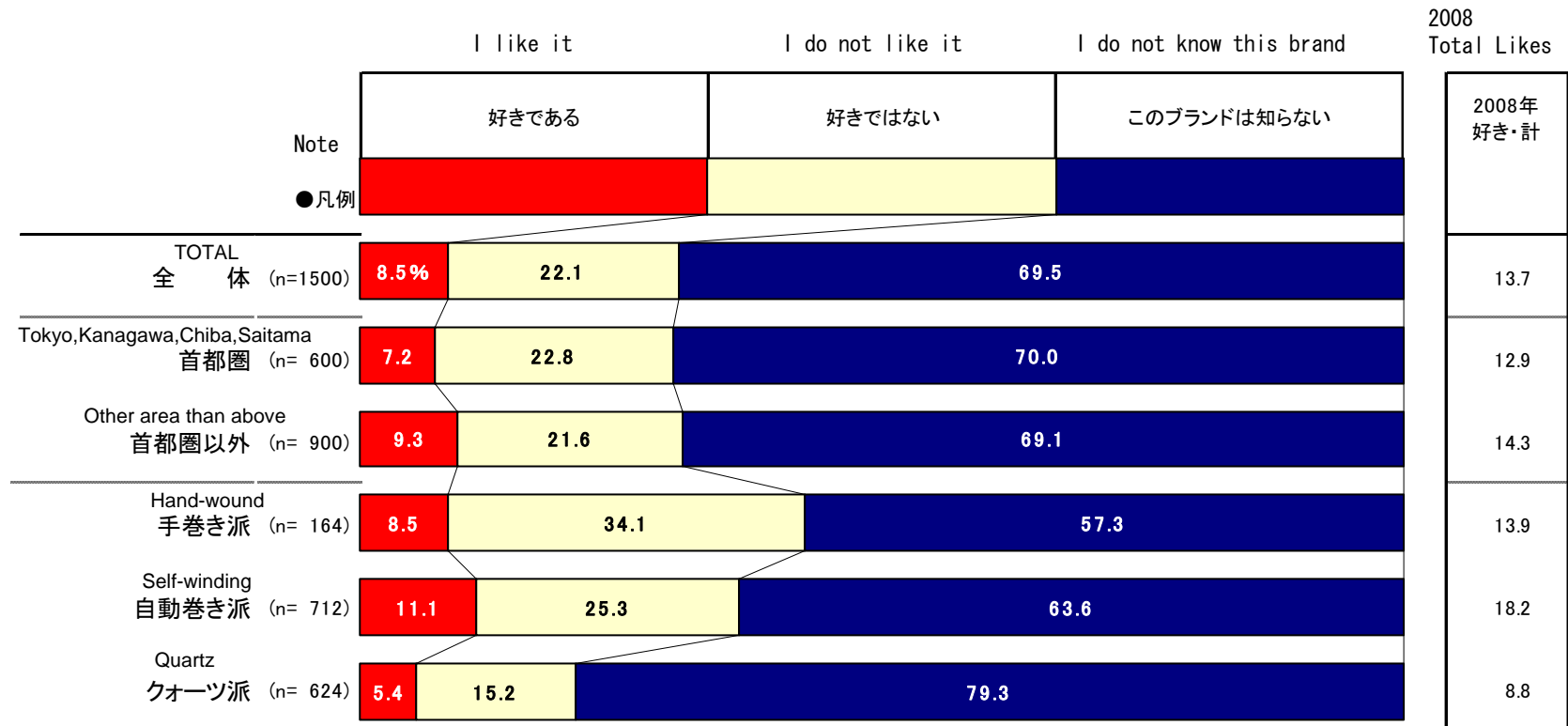
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



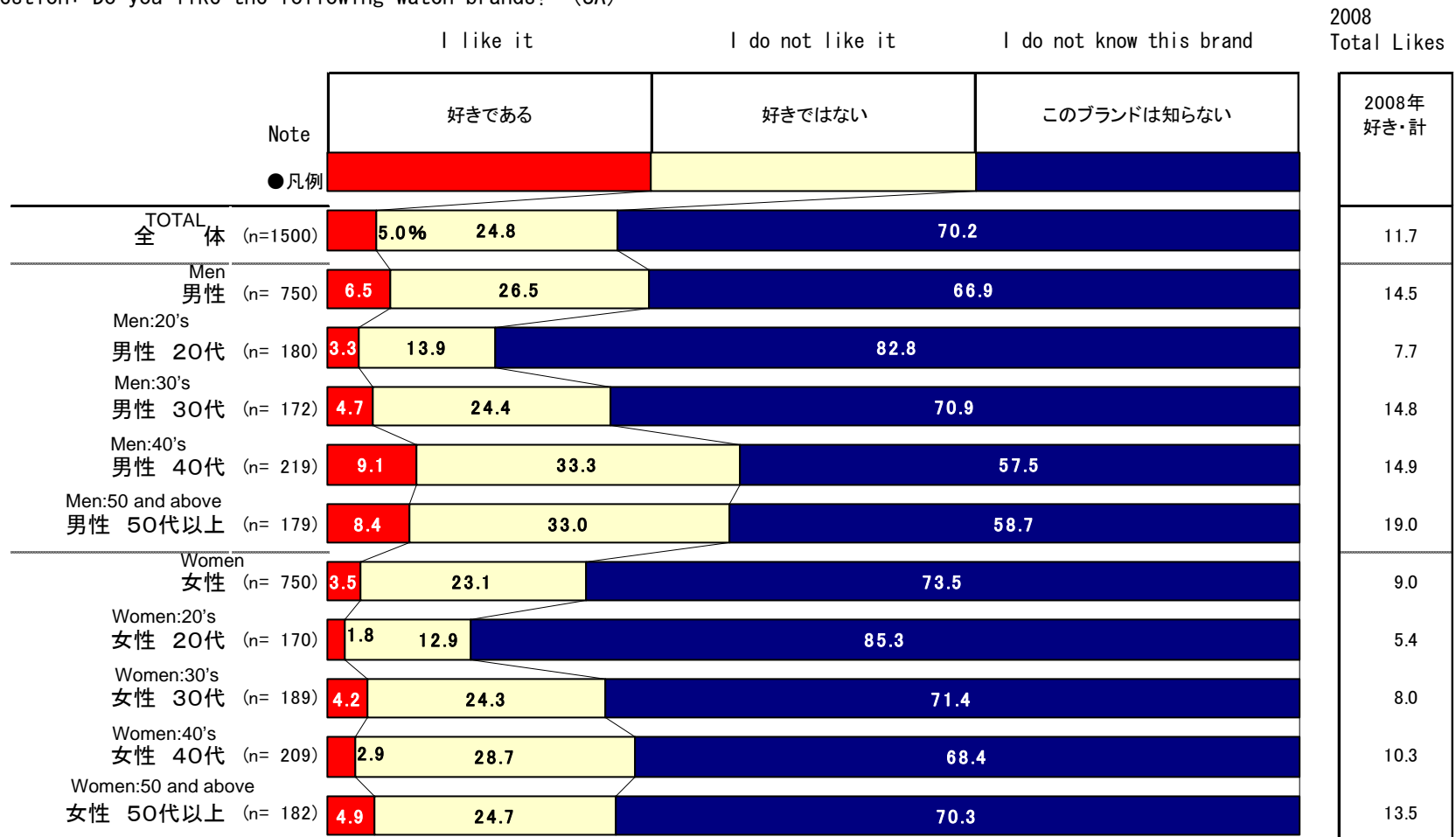
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



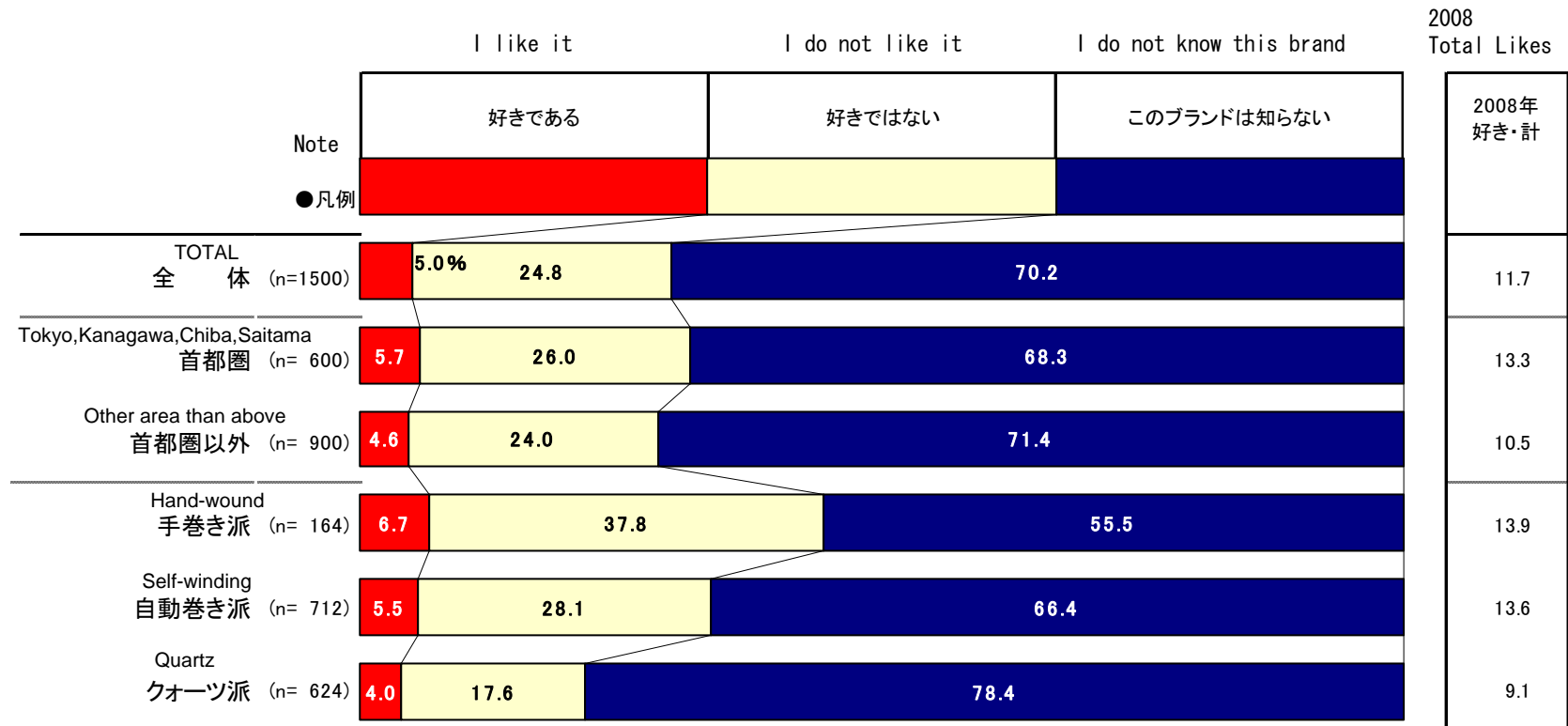
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



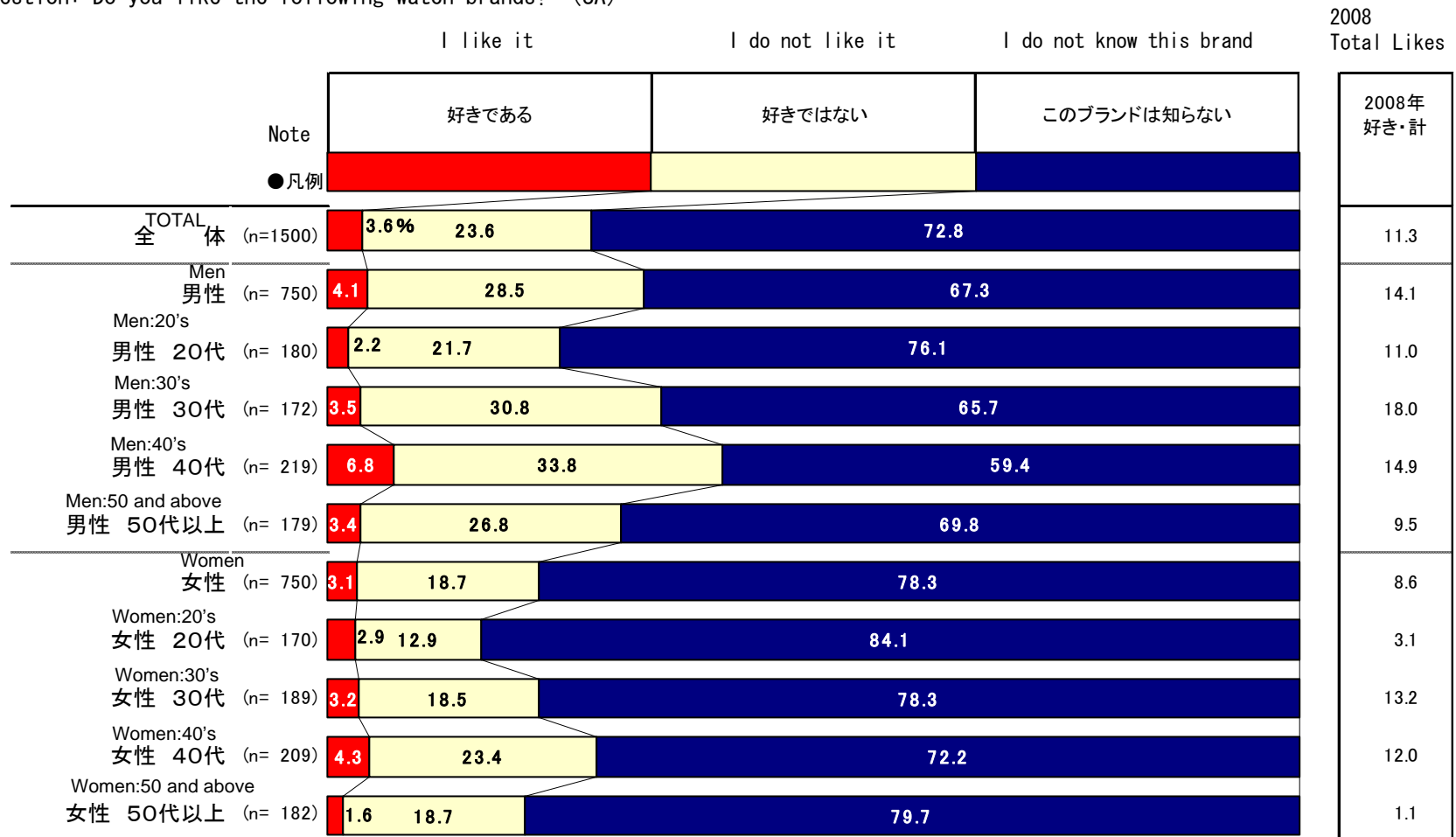
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



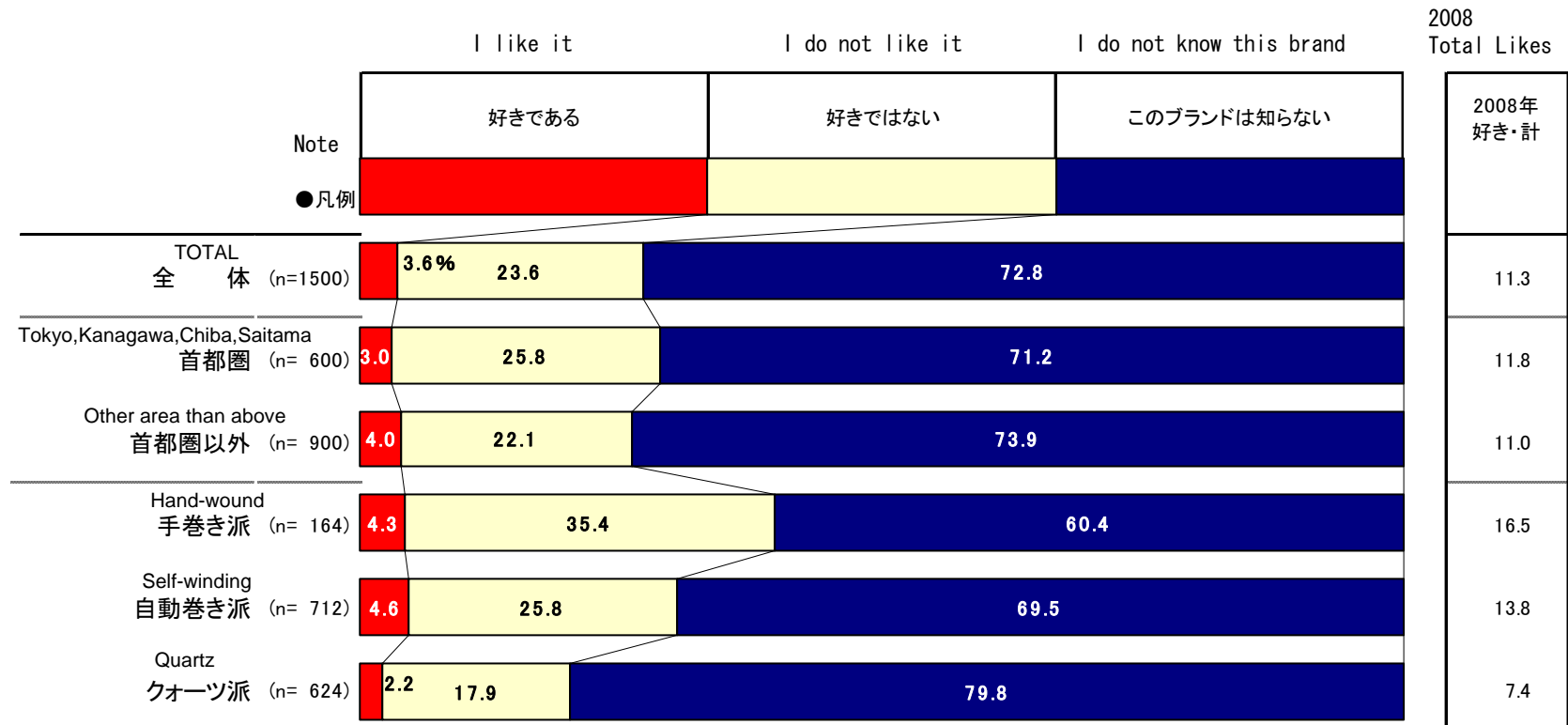
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



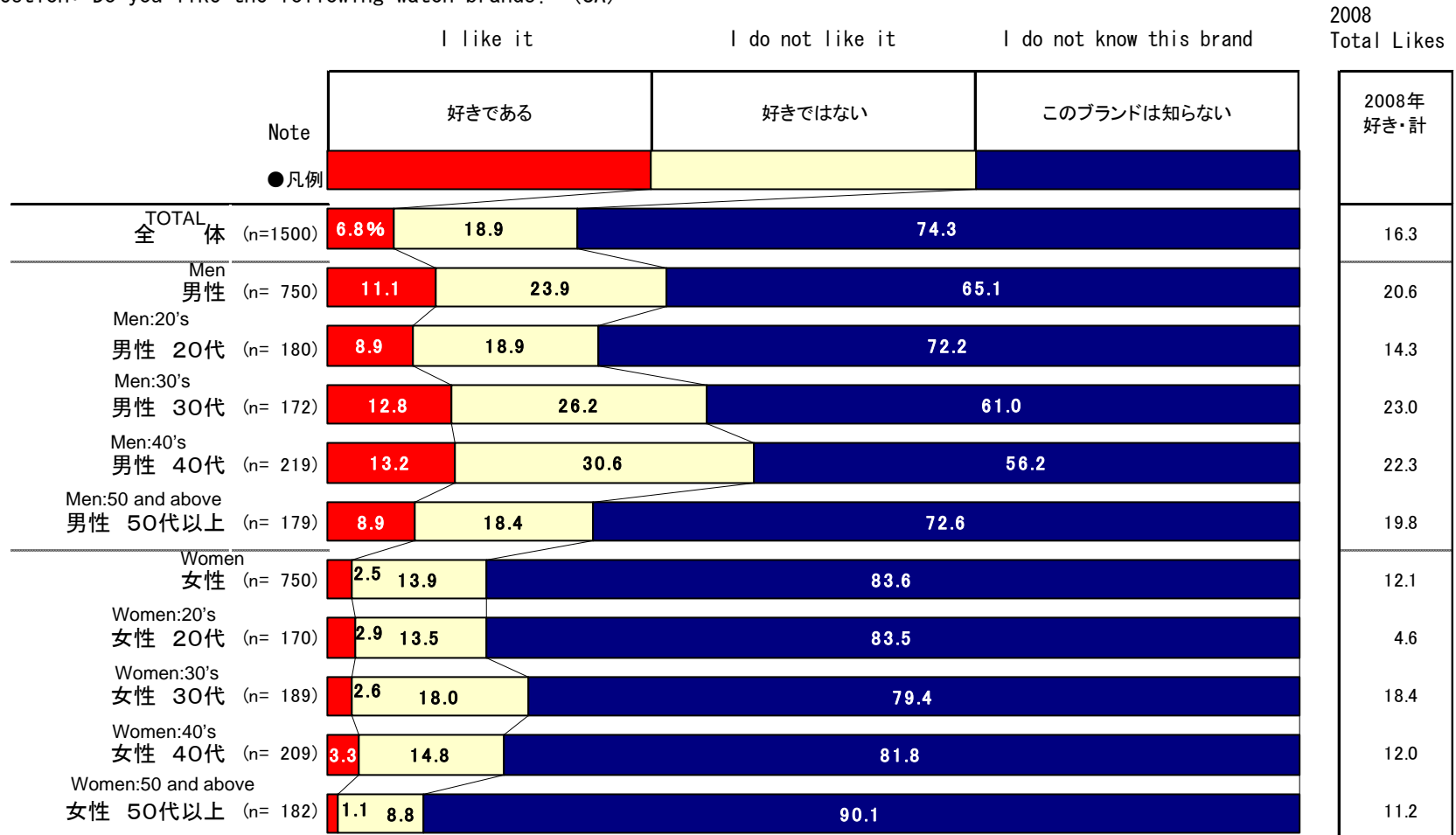
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



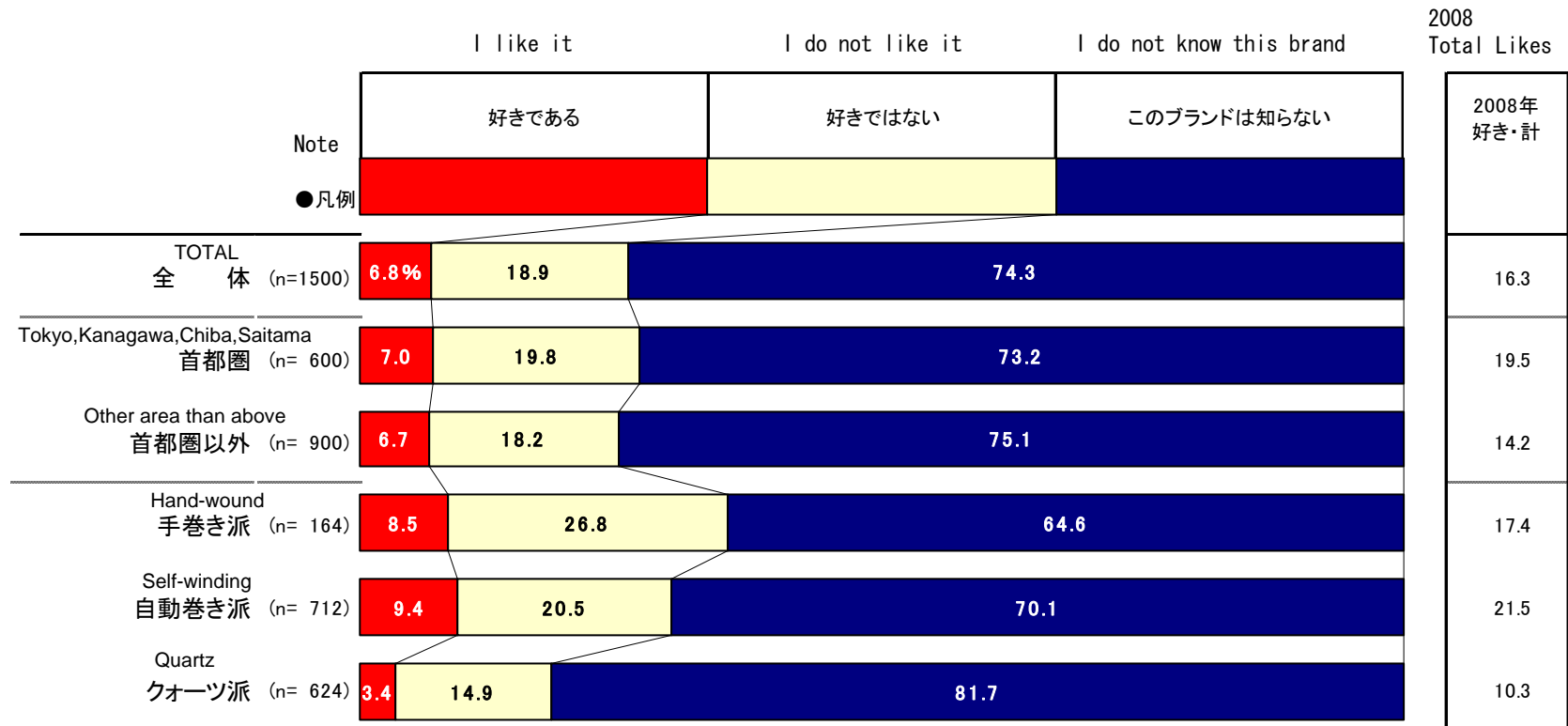
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



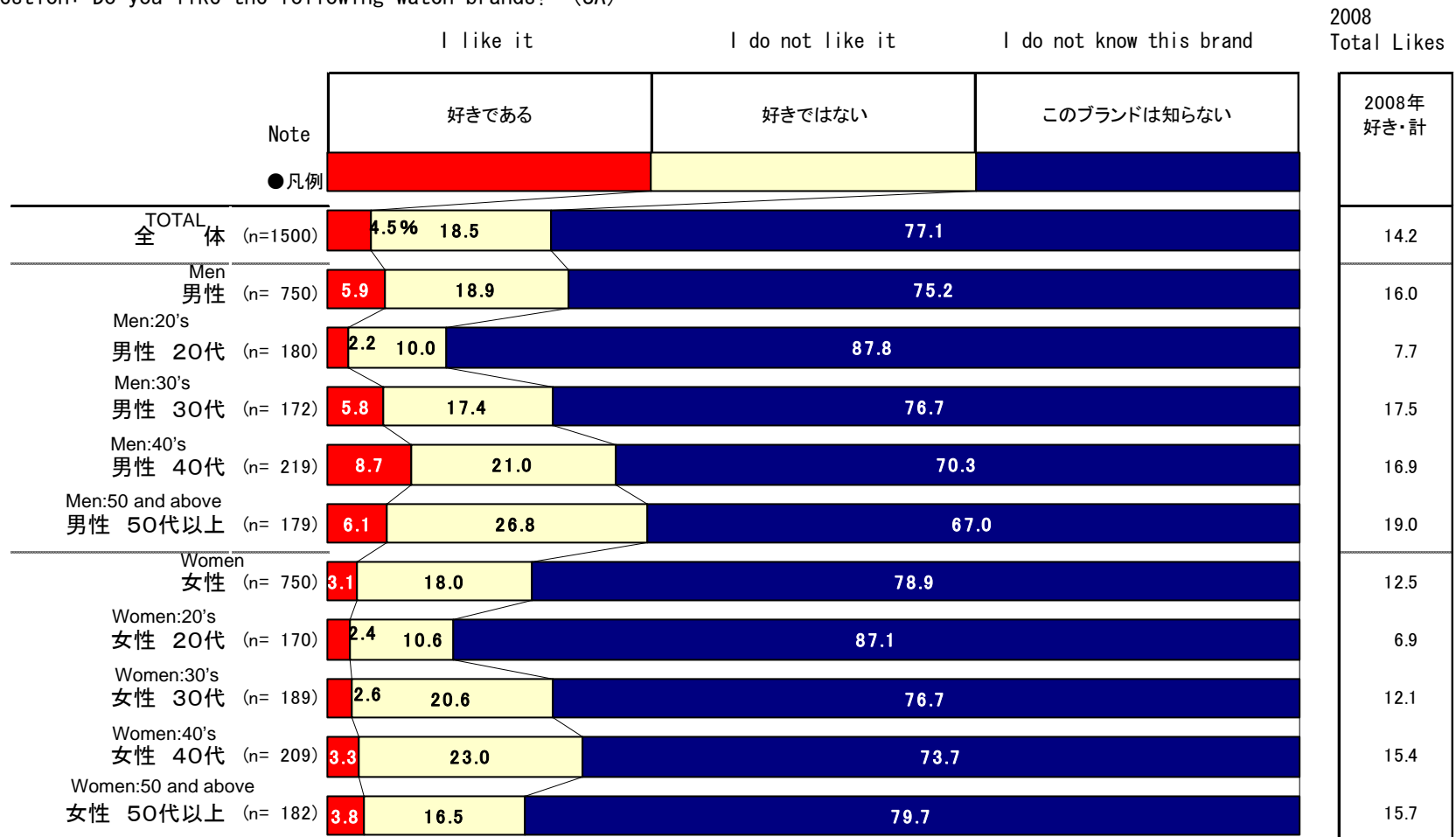
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



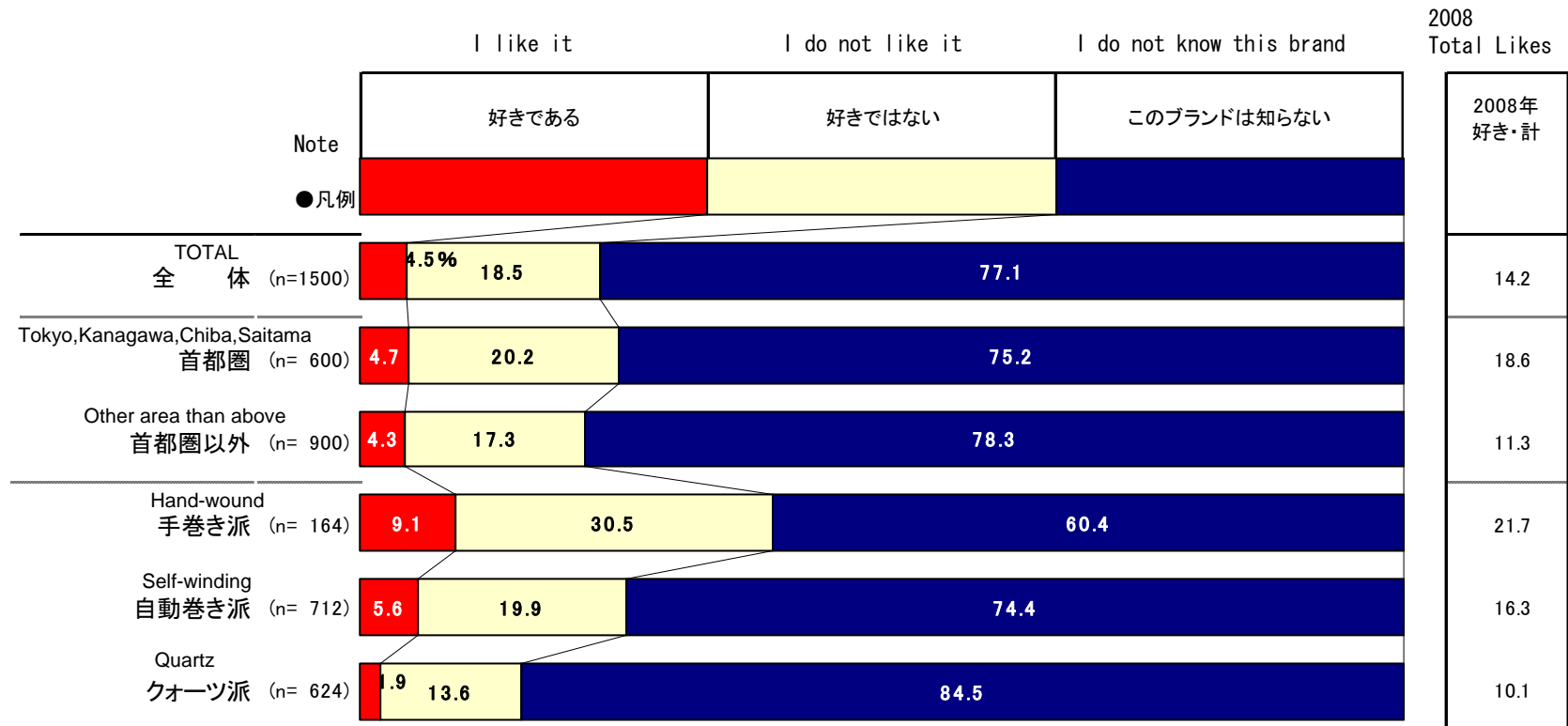
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



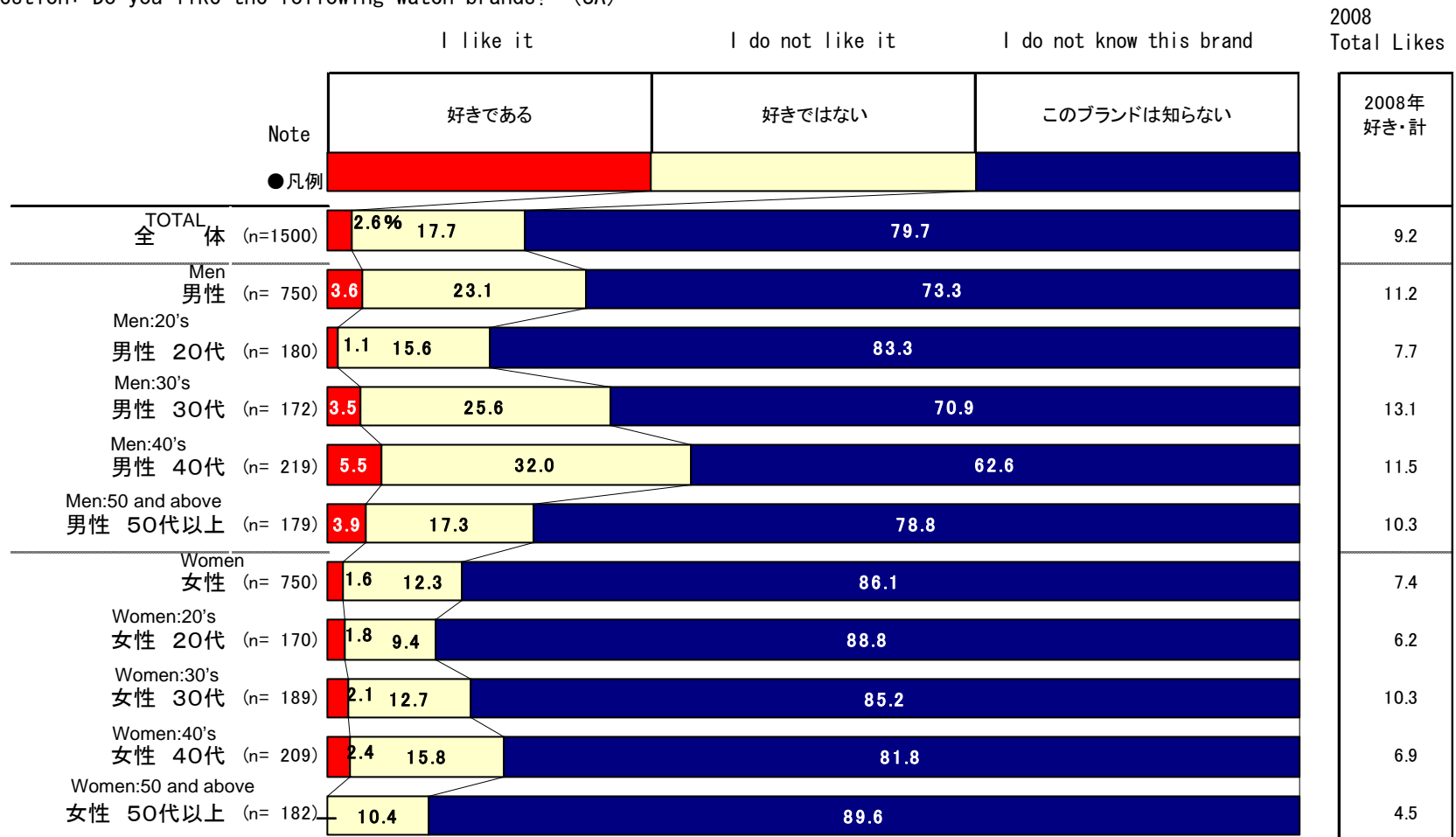
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



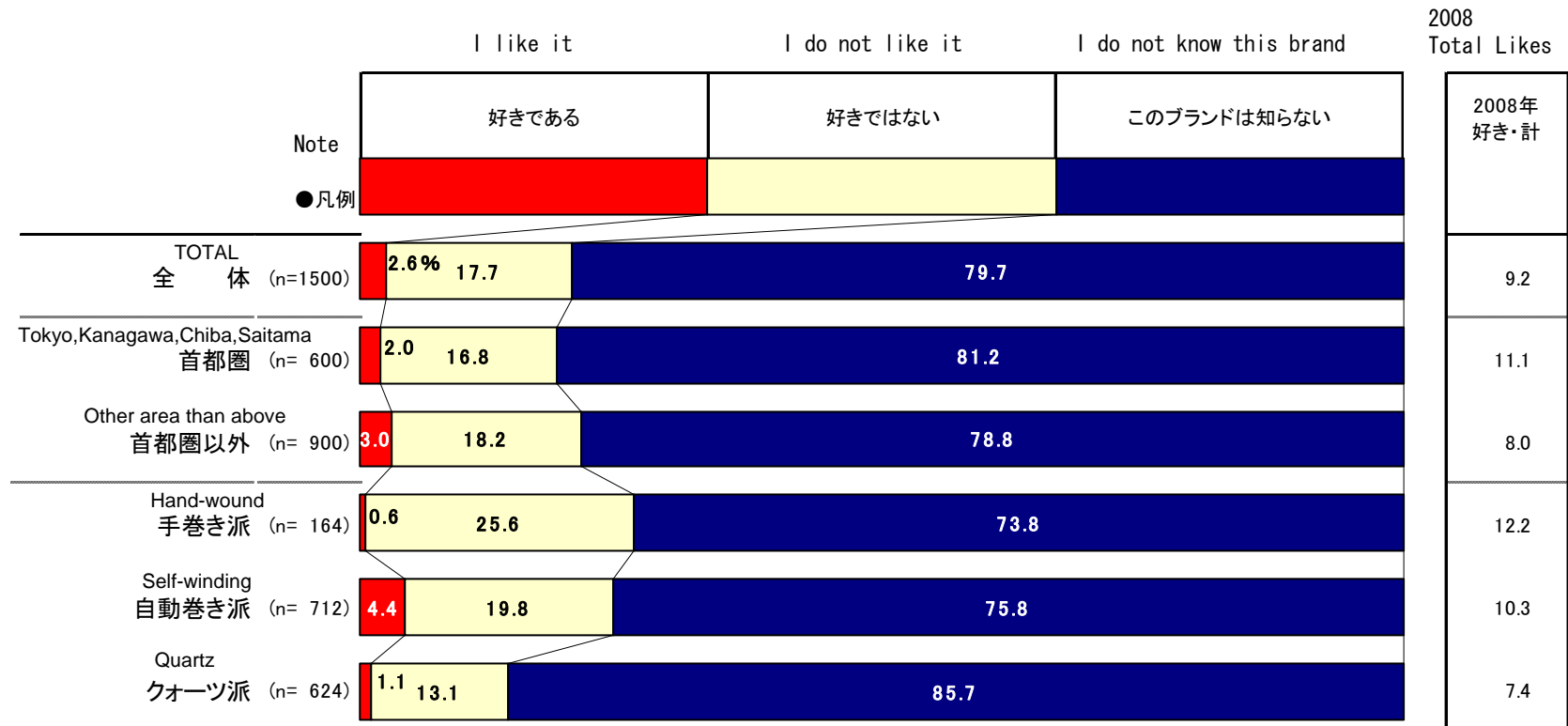
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



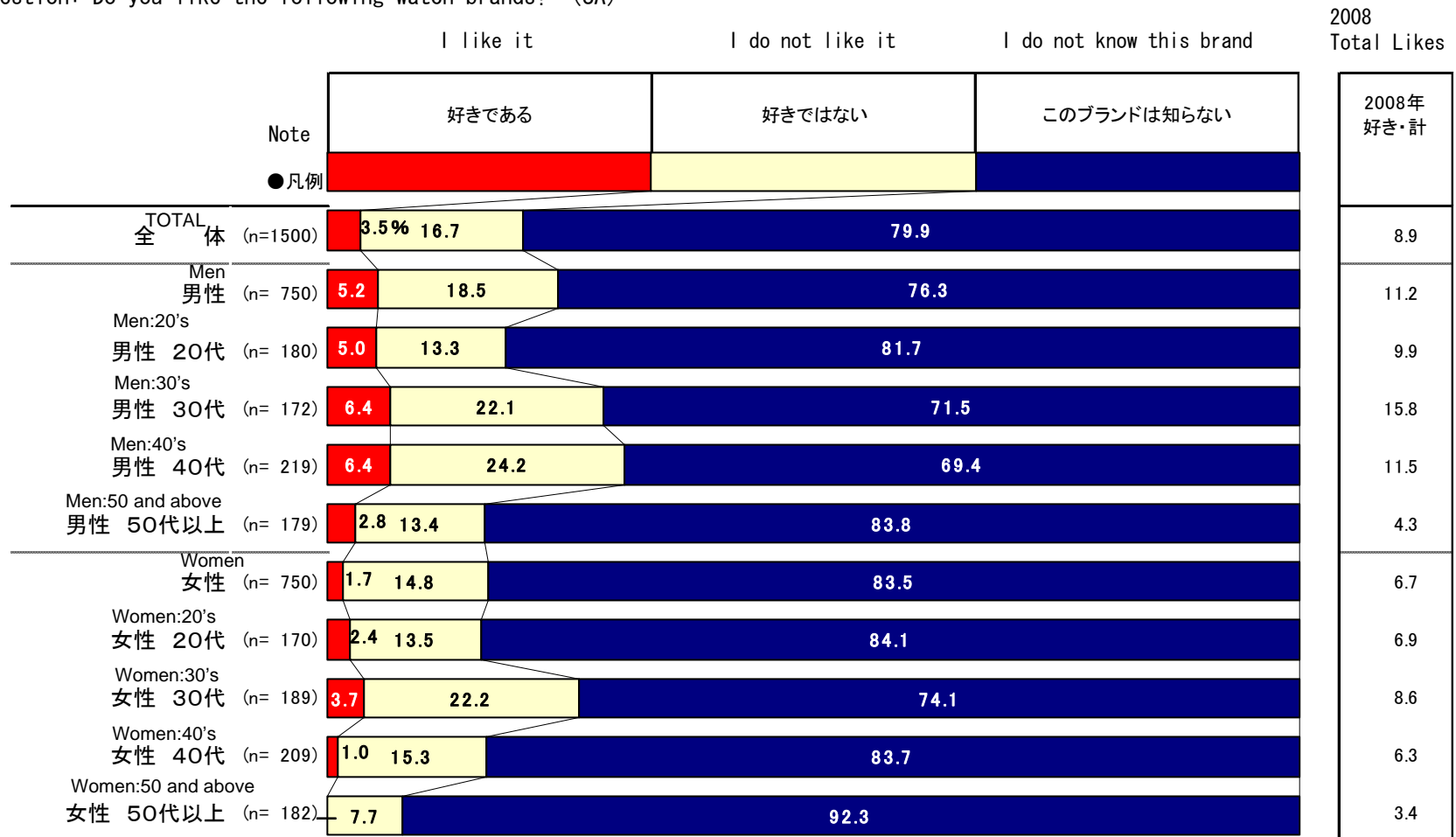
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



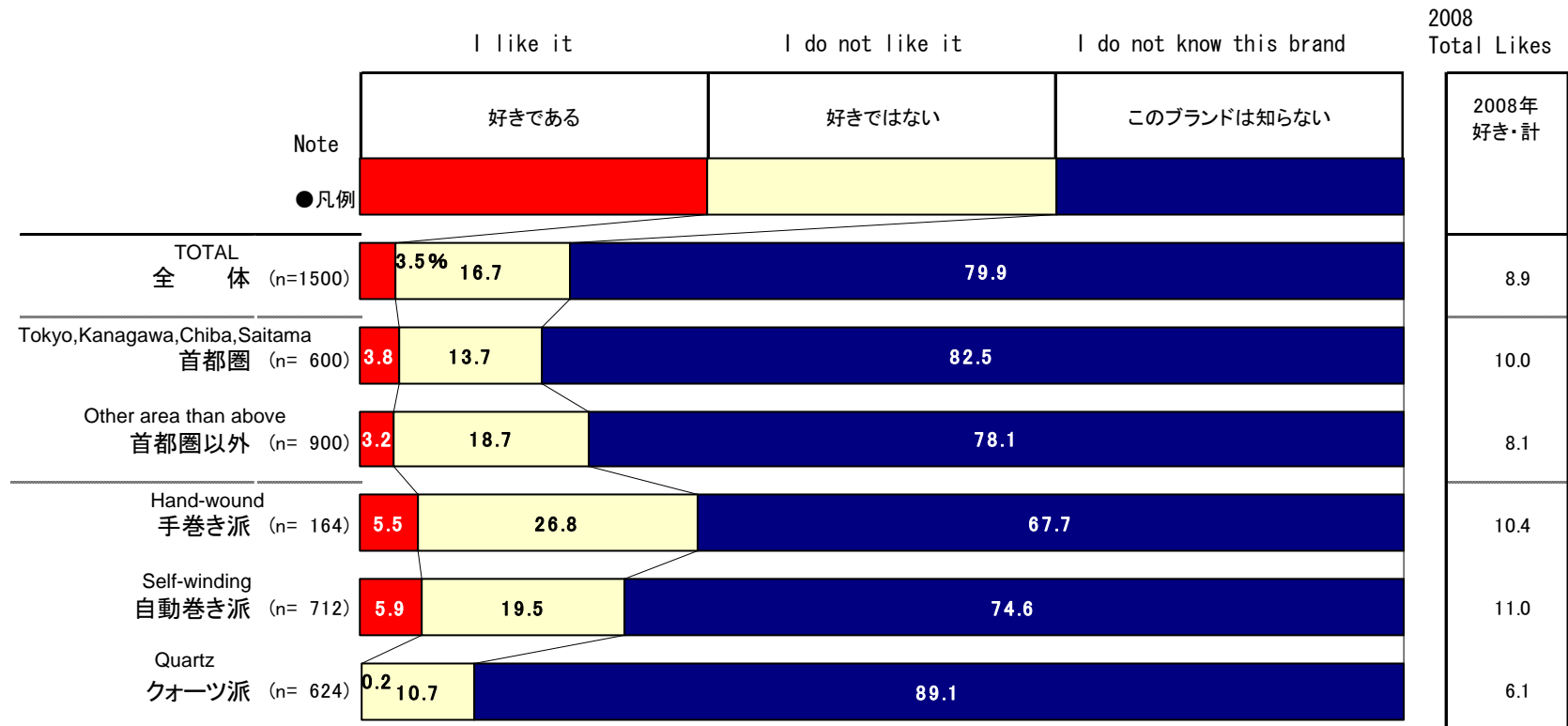
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



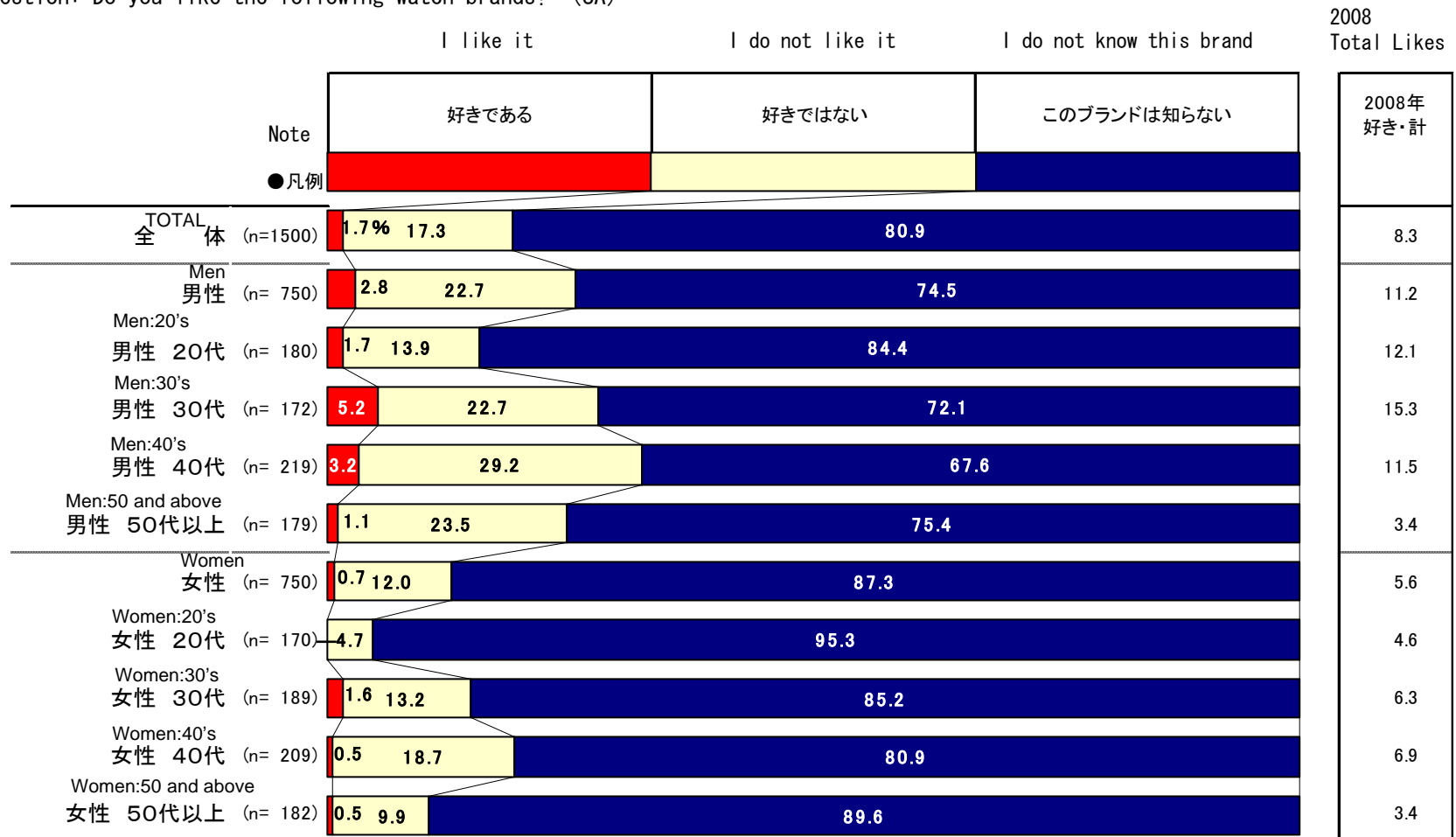
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



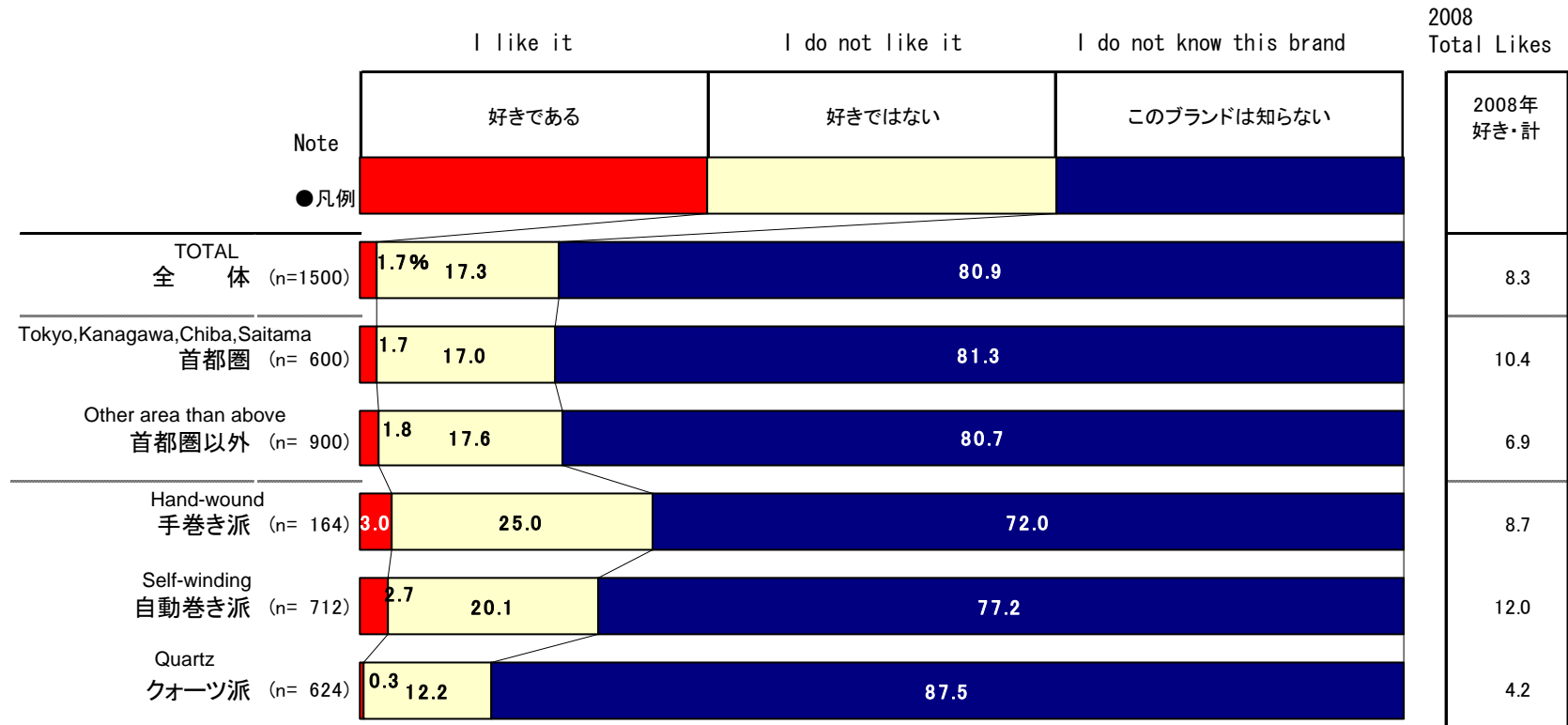
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



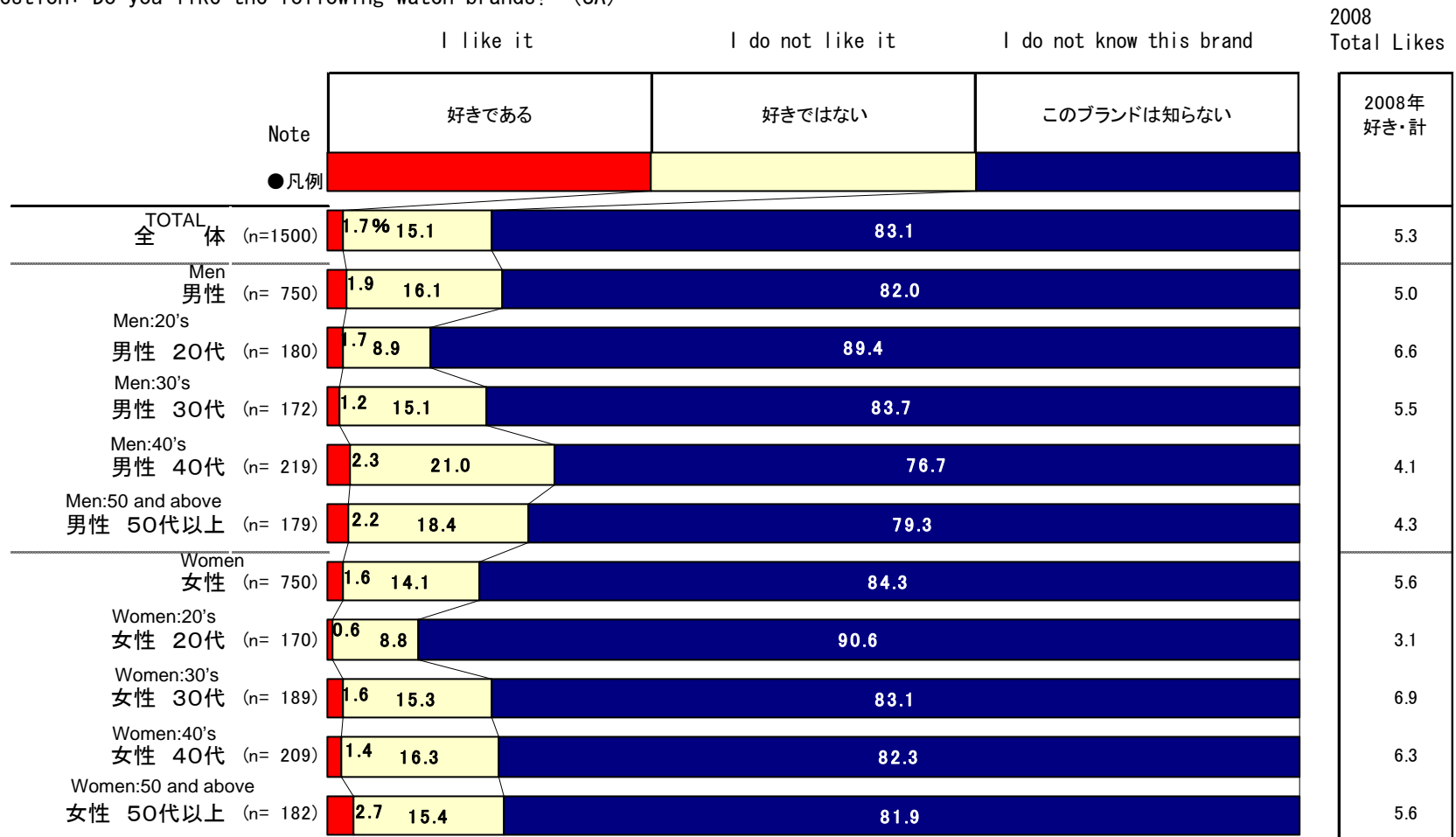
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



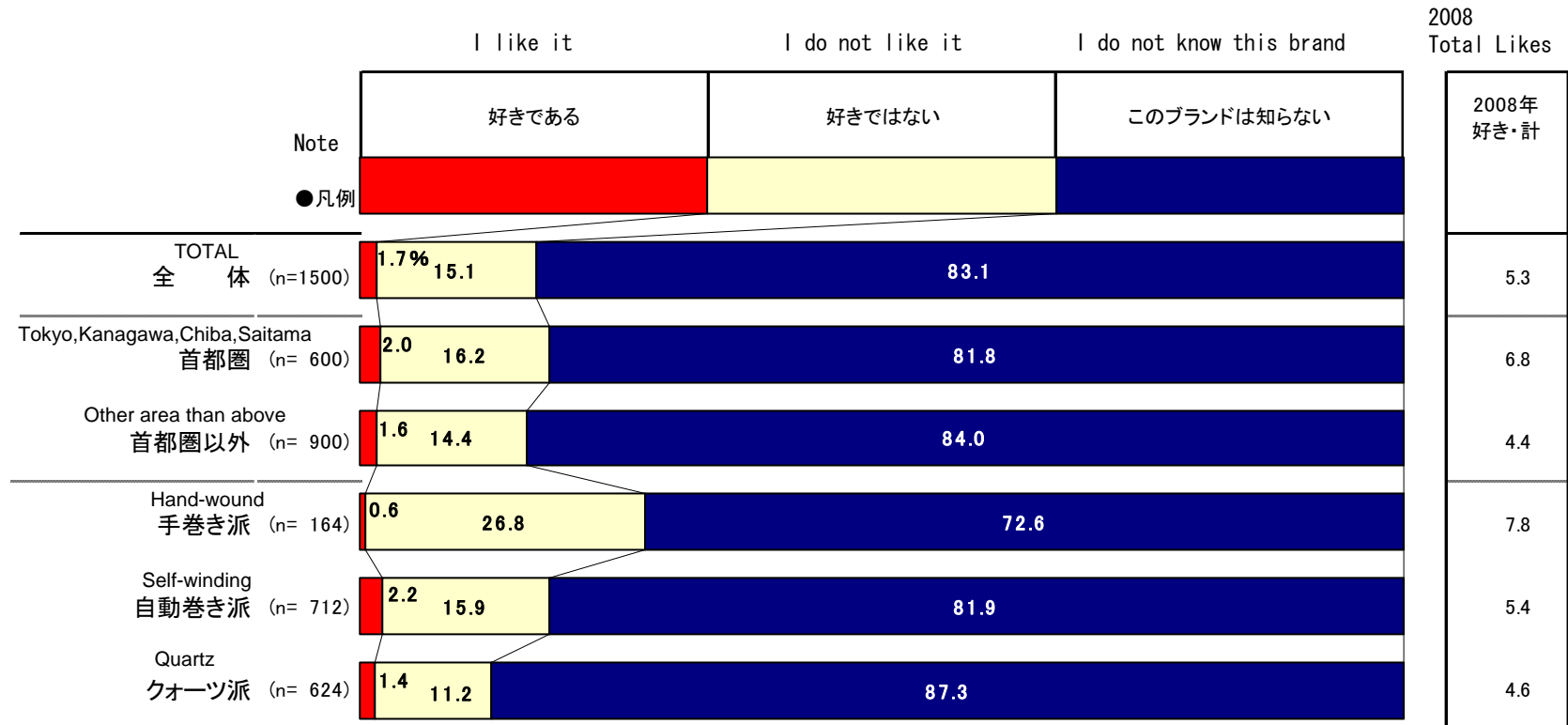
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



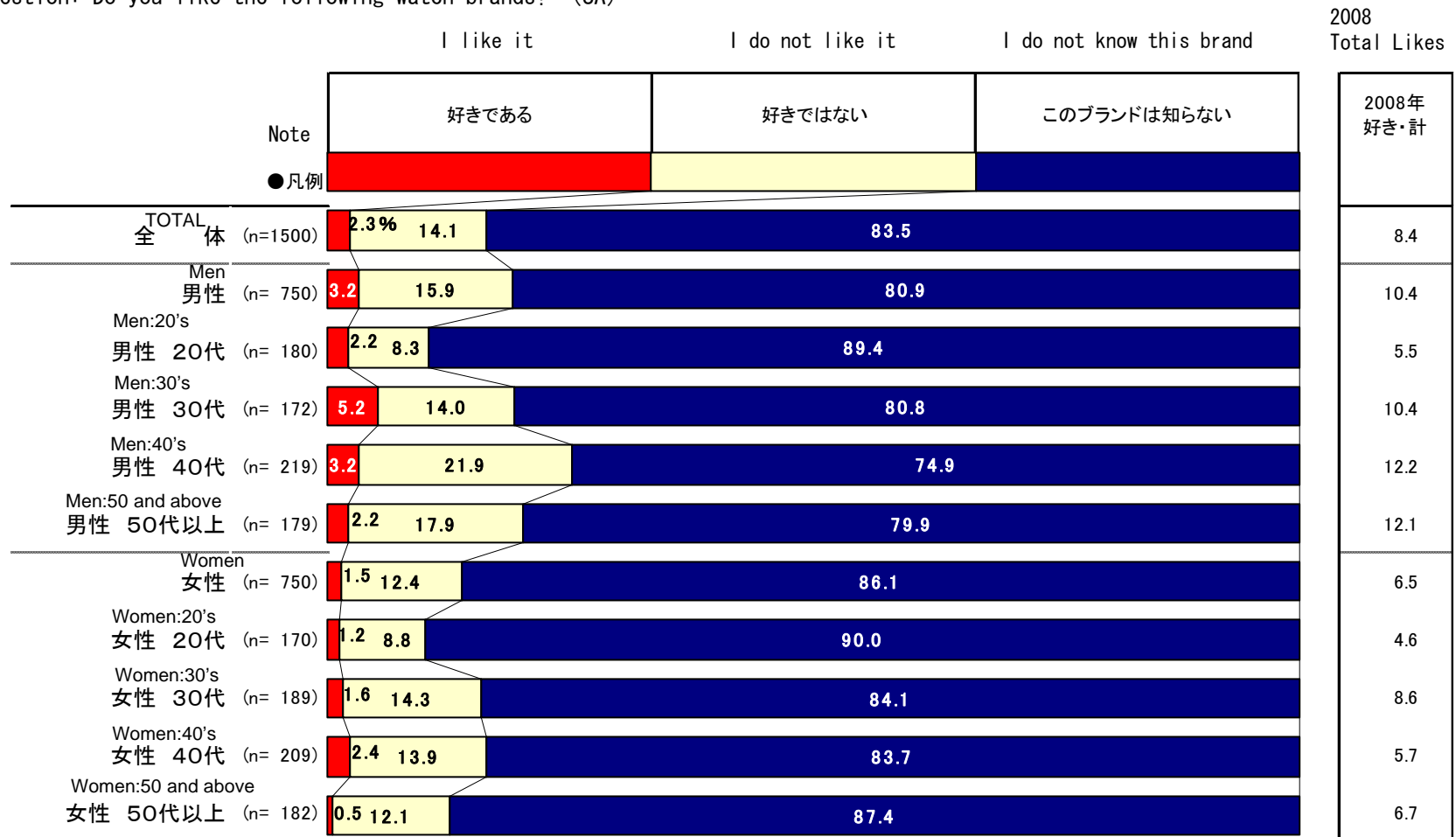
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



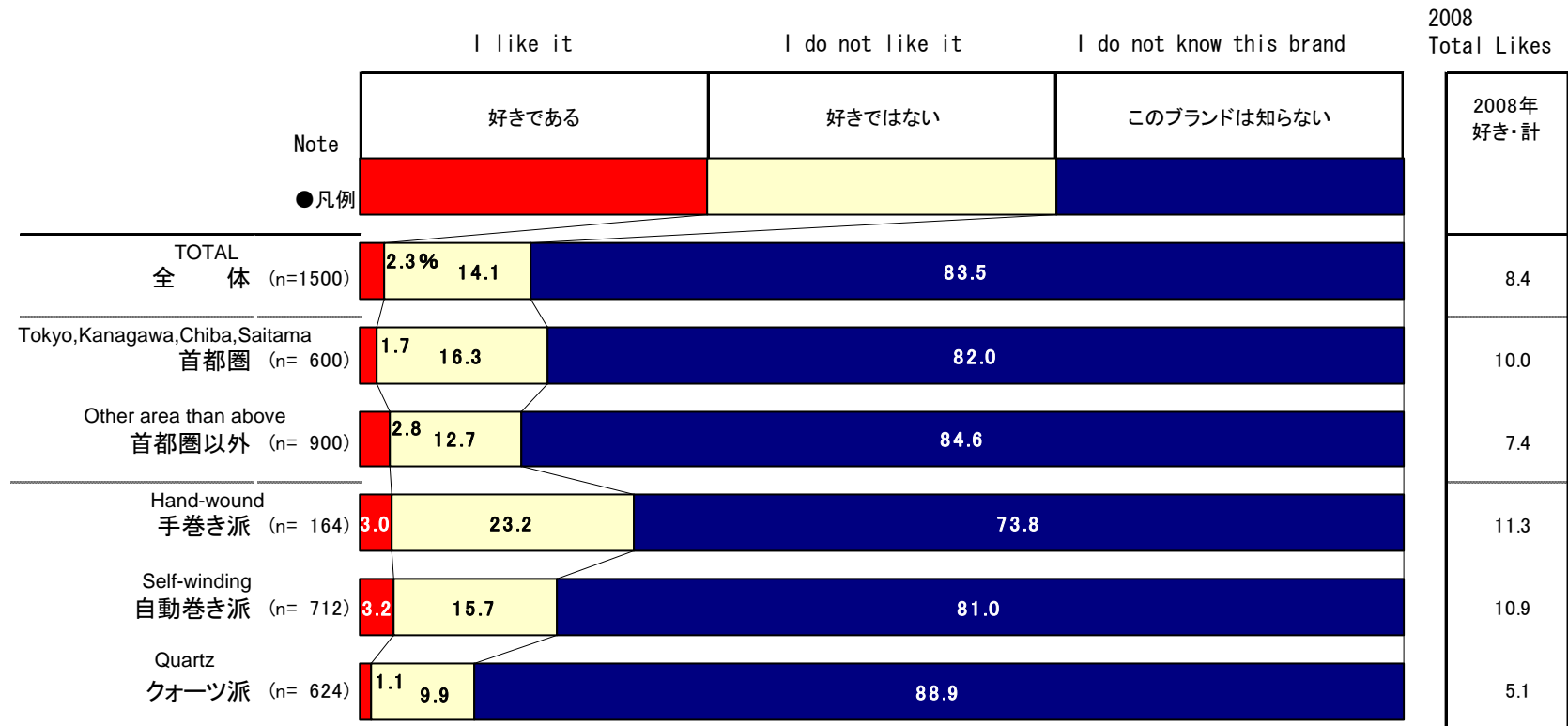
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



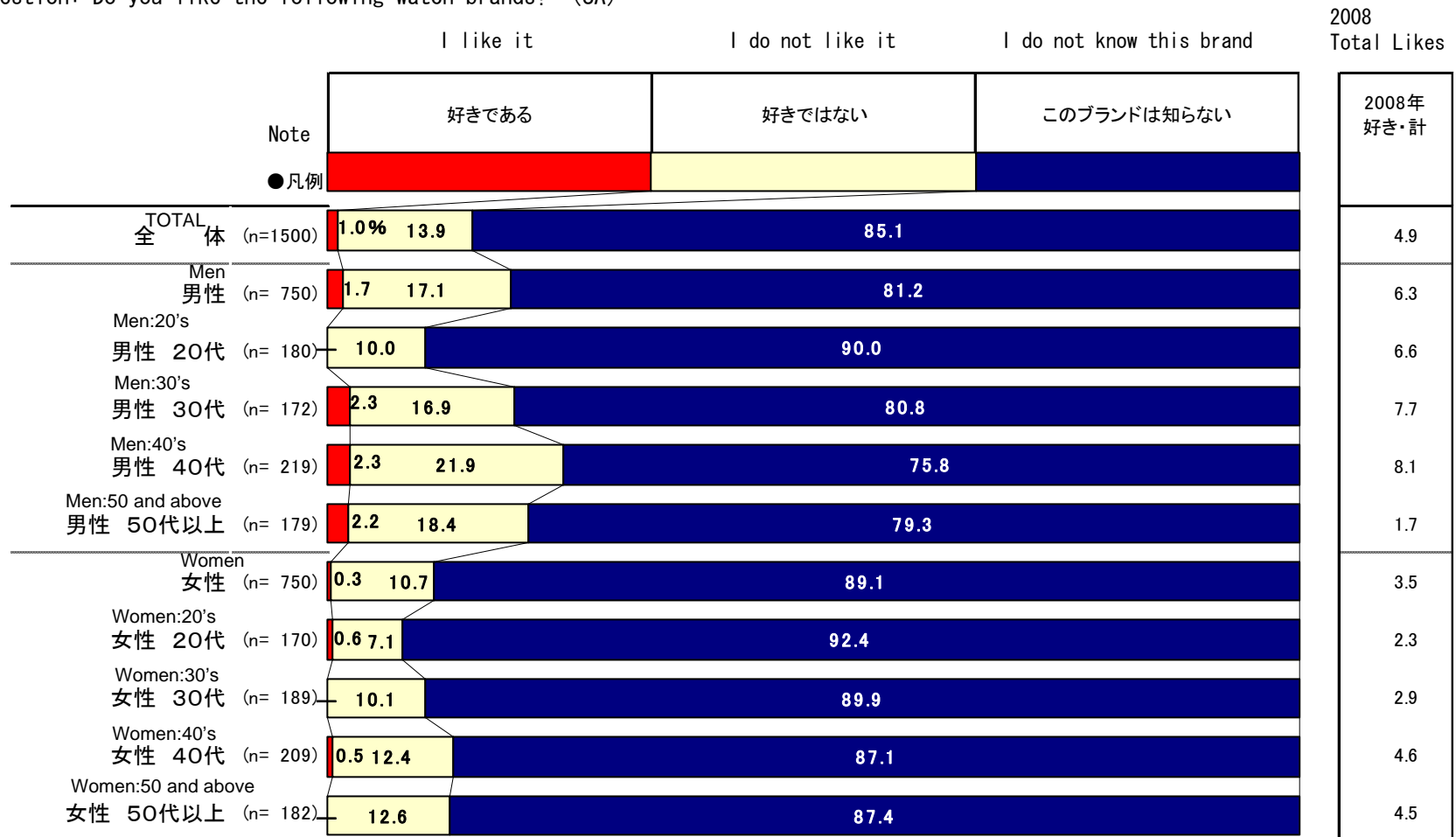
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



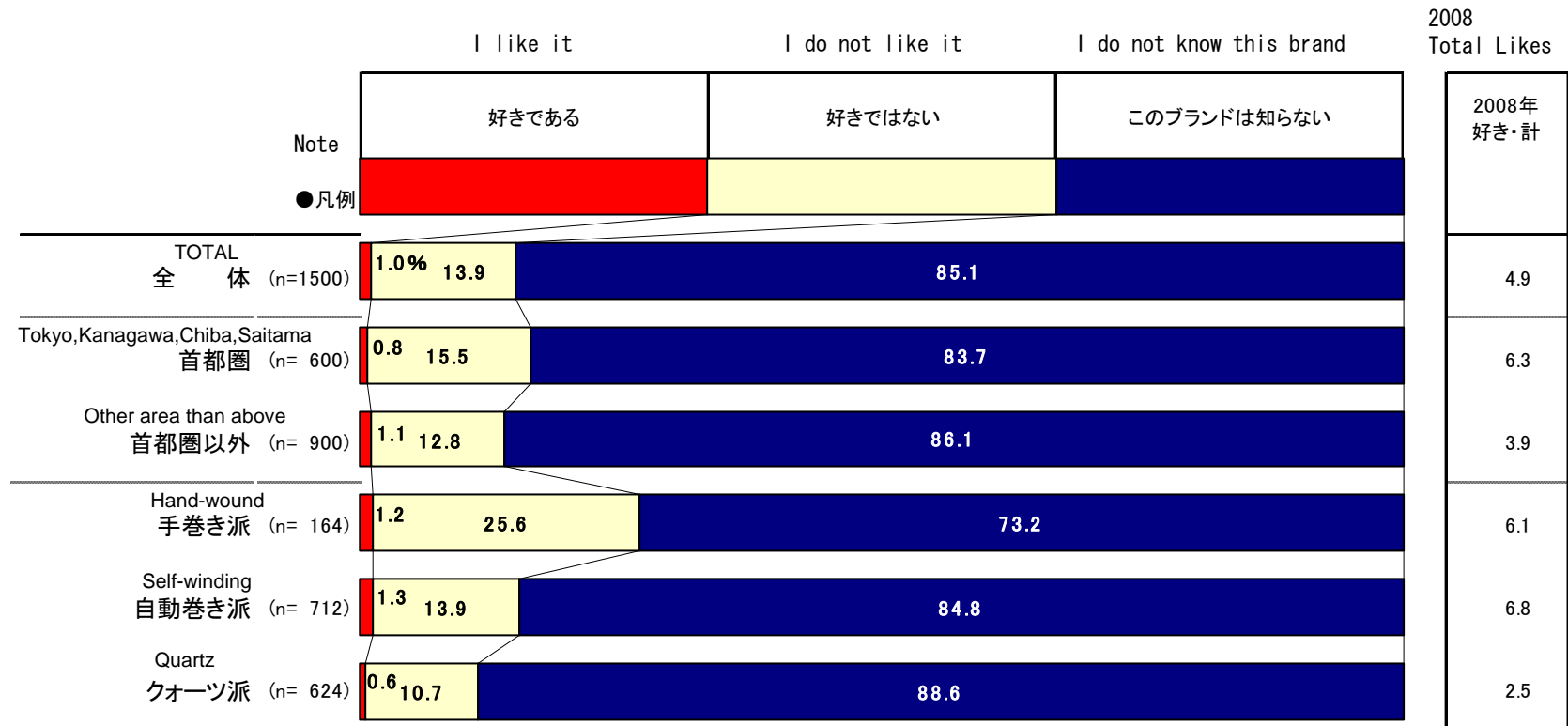
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



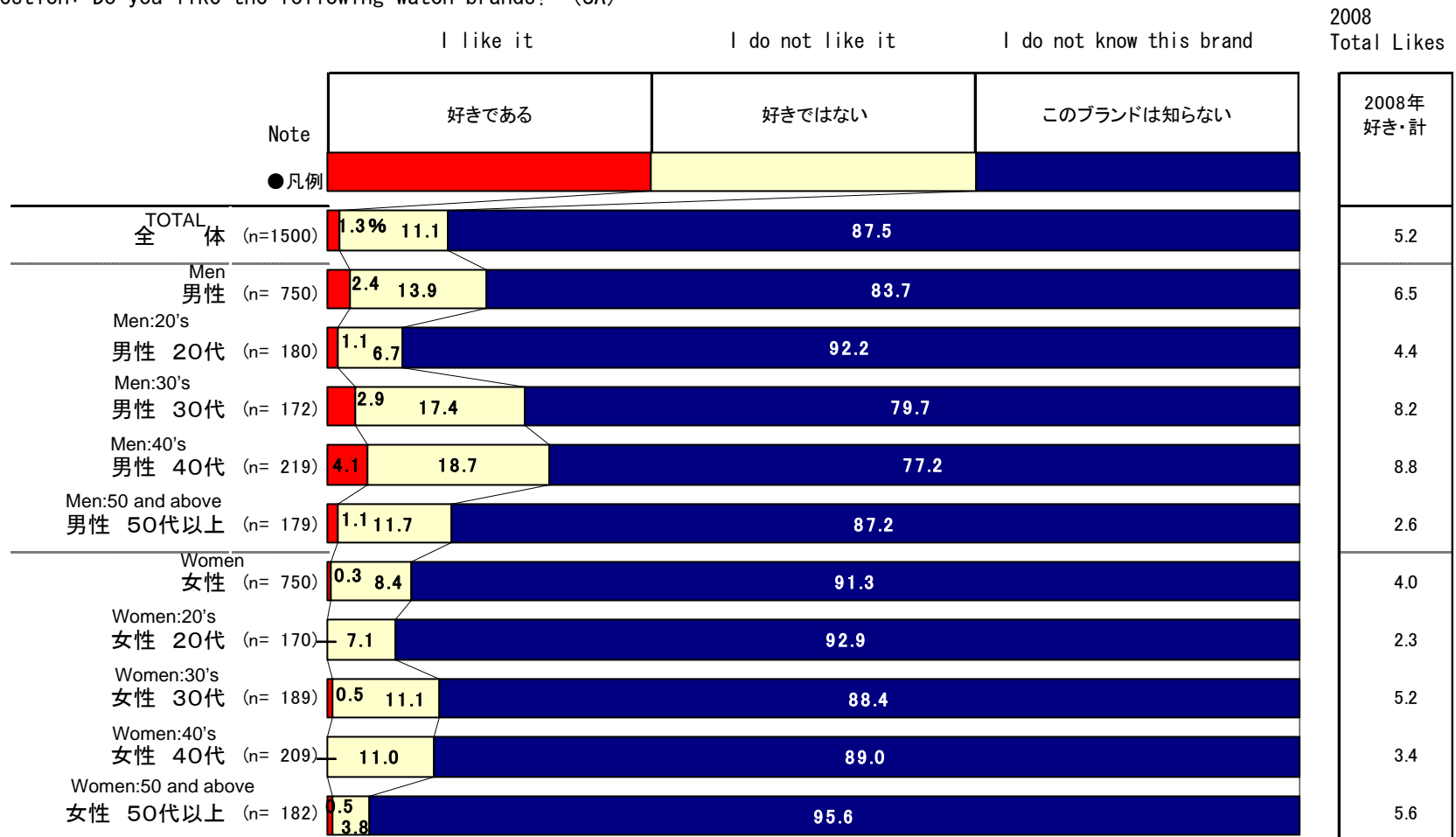
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



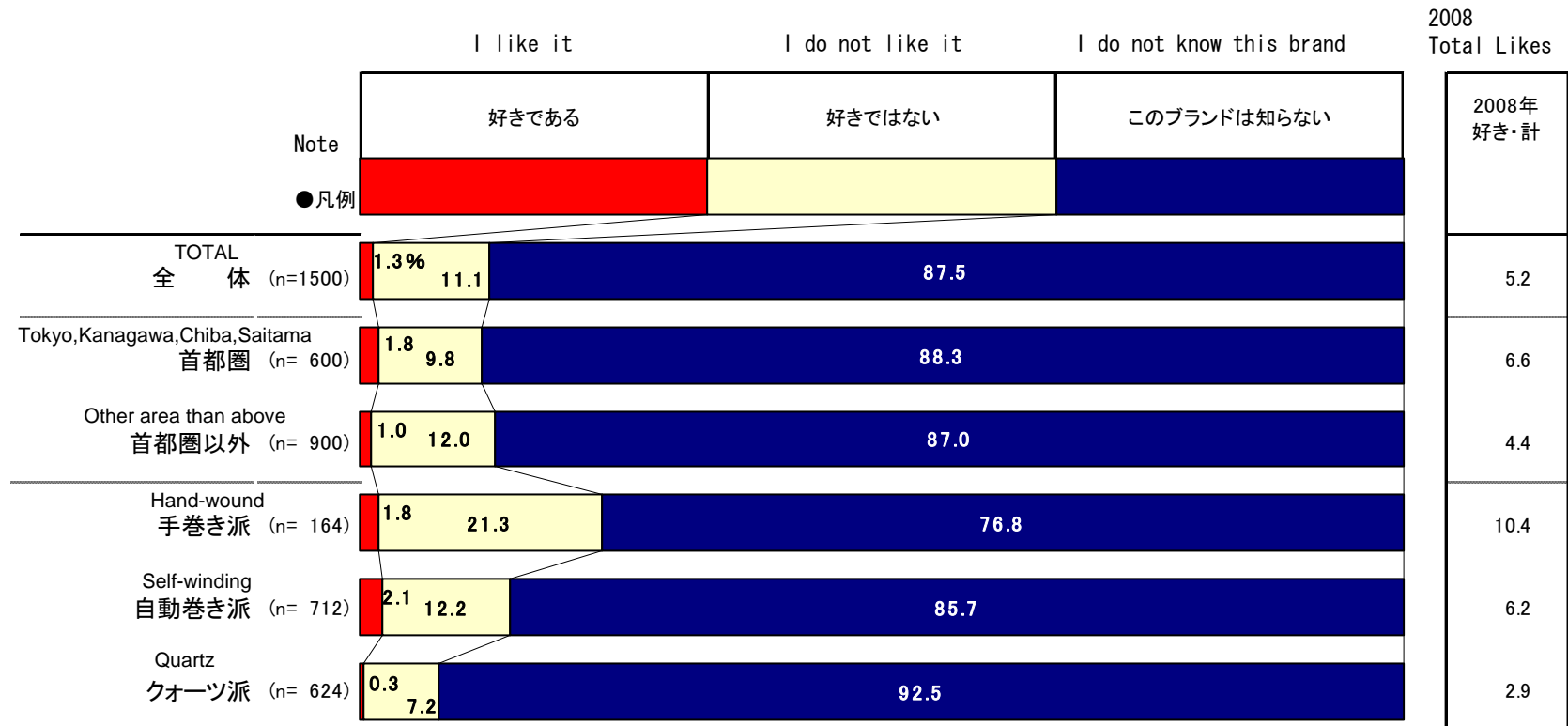
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



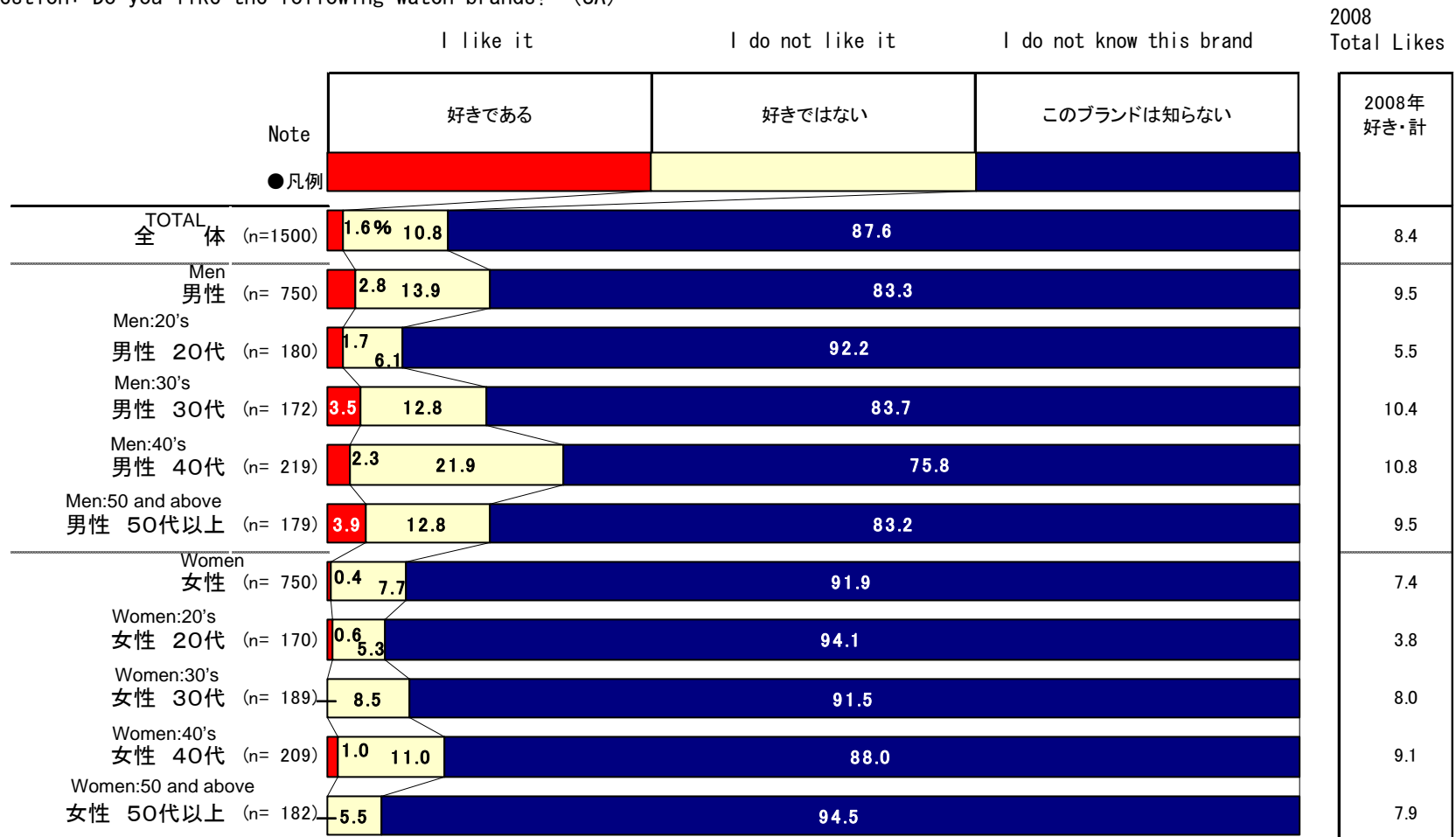
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



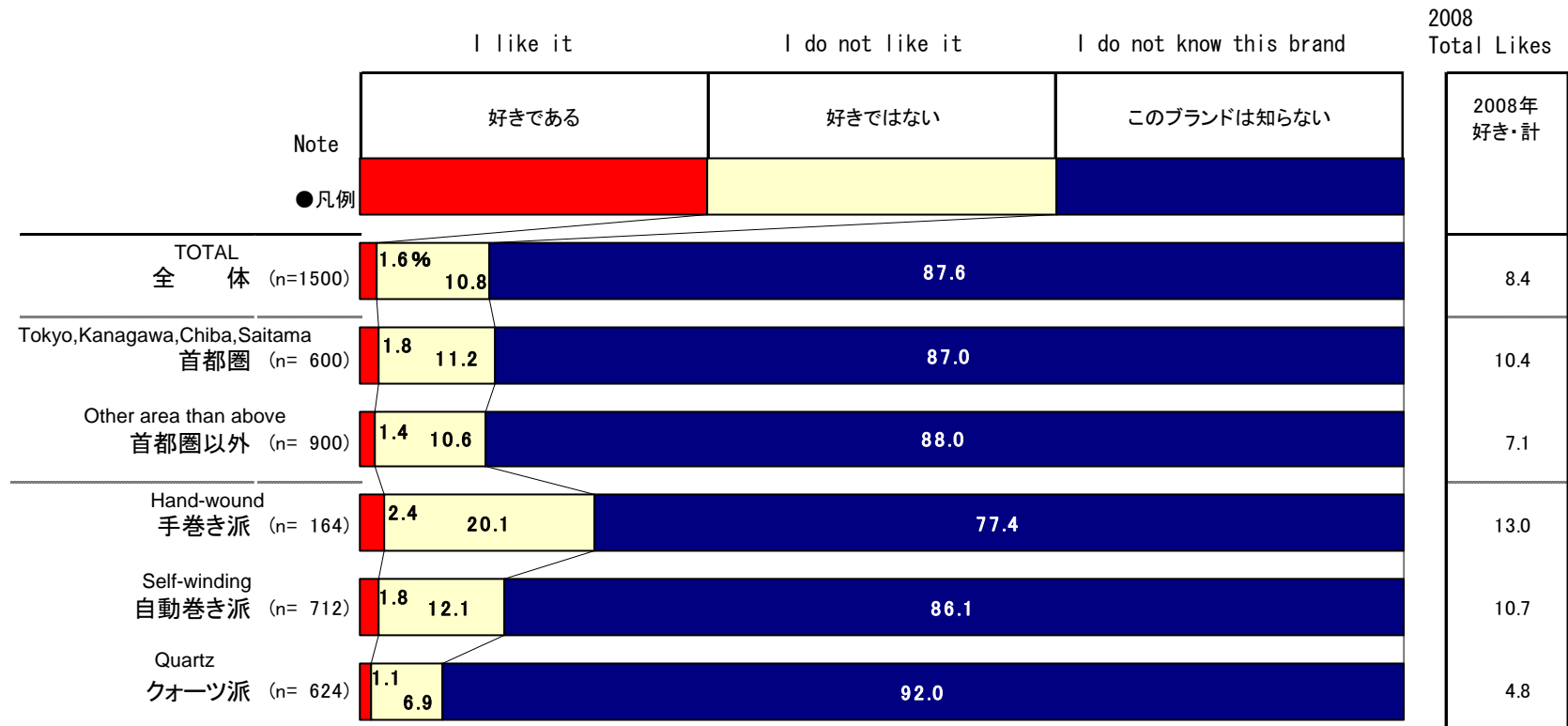
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



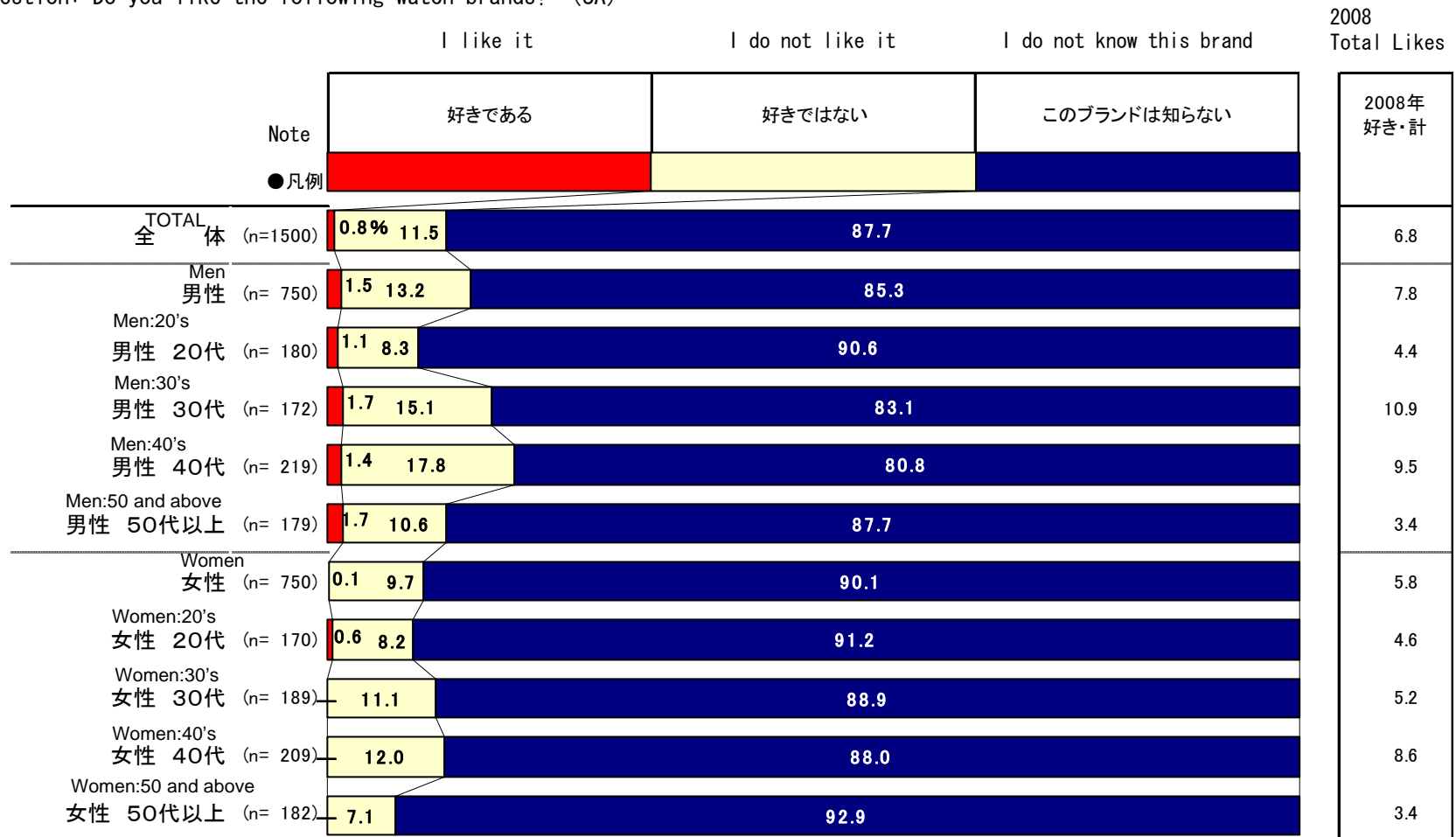
* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



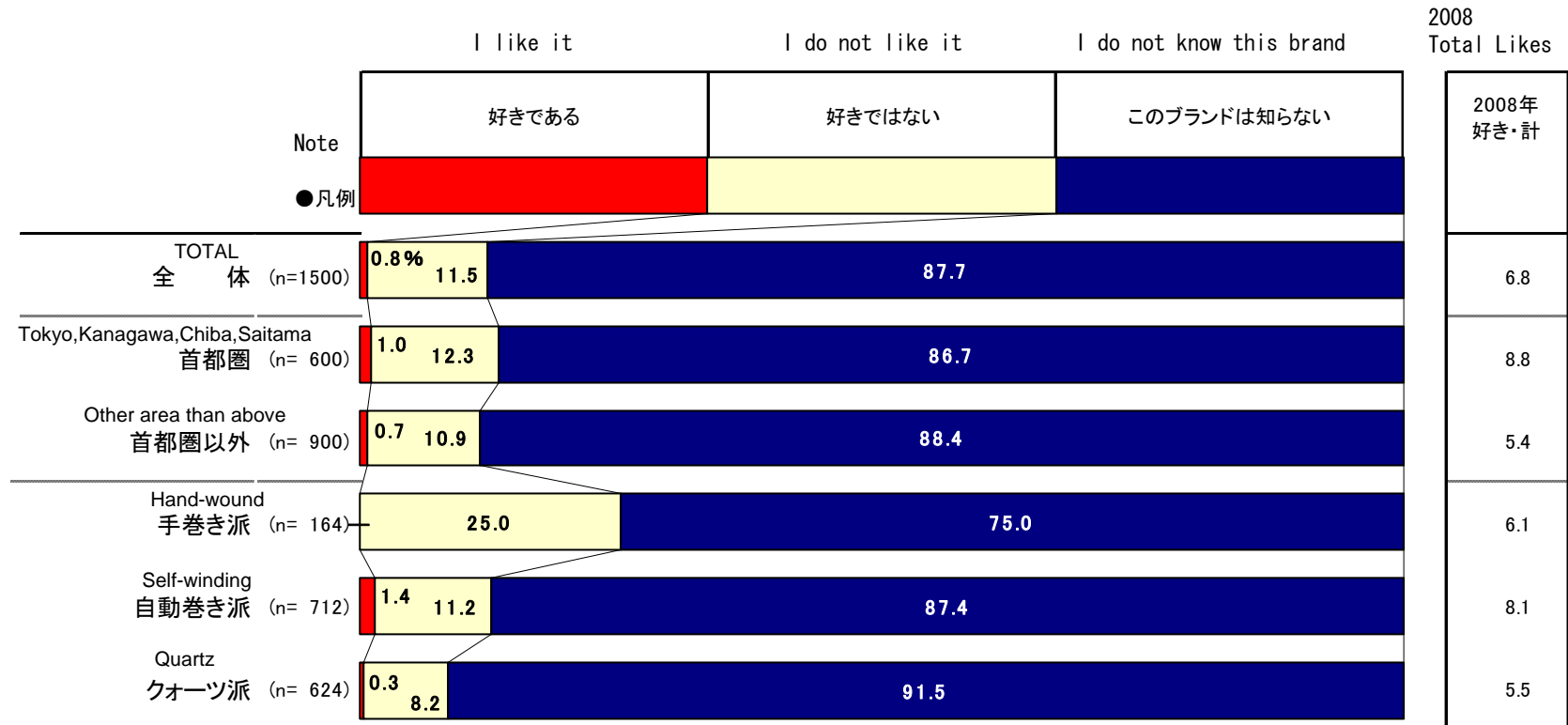
* In the 2008 survey, respondents could chose from among five answers: "I like it," "I somewhat like it," "I have no preference," "I do not like it very much," and "I hate it."
 * The "Total Likes" in 2008 is the sum of "I like it" + "I somewhat like it" expressed as a percentage of all answers.



Wristwatch Consumer Awareness Survey 2010 / Favorite brands

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

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



* In the 2008 survey, respondents could chose from among five answers: “I like it,” “I somewhat like it,” “I have no preference,” “I do not like it very much,” and “I hate it.”
 * The “Total Likes” in 2008 is the sum of “I like it” + “I somewhat like it” expressed as a percentage of all answers.



■ Reference data : Well-known brands Ranking 2008 VS 2010

Order	2008		Order	2010
1	OMEGA		1	ROLEX
2	ROLEX		2	BVLGARI
3	GUCCI		3	CARTIER
4	HERMES		4	OMEGA
5	CARTIER		5	GUCCI
6	BVLGARI		6	CHANEL
7	CHANEL		7	HERMES
8	TIFFANY		8	TIFFANY
9	LOUIS VUITTON		9	DIOR
10	DIOR		10	COACH
11	DUNHILL		11	LOUIS VUITTON
12	COACH		12	DUNHILL
13	TAG HEUER		13	FRANCK MULLER
14	FRANCK MULLER		14	TAG HEUER
15	LONGINES		15	LONGINES
16	CHOPARD		16	CHOPARD
17	PIAGET		17	PIAGET
18	IWC		18	BREITLING
19	BREITLING		19	AUDEMARS PIGUET
20	PATEK PHILIPPE		20	BREGUET
21	BREGUET		21	IWC
22	AUDEMARS PIGUET		22	PATEK PHILIPPE
23	ORIS		23	ORIS
24	ZENITH		24	PANERAI
25	JAEGER-LECOULTRE		25	ZENITH
26	PANERAI		26	BAUME & MERCIER
27	FREDERIQUE CONSTANT		27	JAEGER-LECOULTRE
28	VACHERON CONSTANTIN		28	BLANCPAIN
29	BLANCPAIN		29	GIRARD-PERREGAUX
30	BAUME & MERCIER		30	VACHERON CONSTANTIN
31	GIRARD-PERREGAUX		31	FREDERIQUE CONSTANT