



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 2014

## Favorite brands

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

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# Wristwatch Consumer Awareness Survey 2014

## Favorite brands

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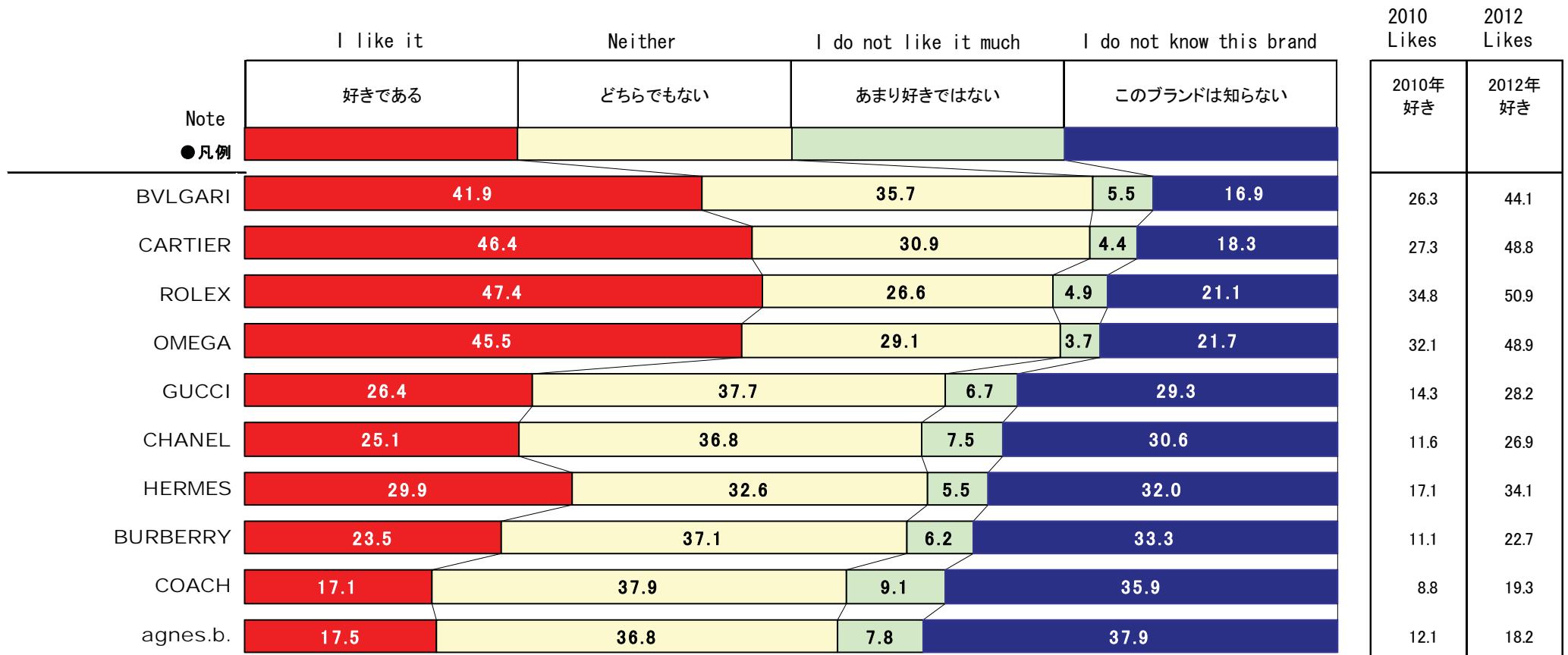
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# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 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".

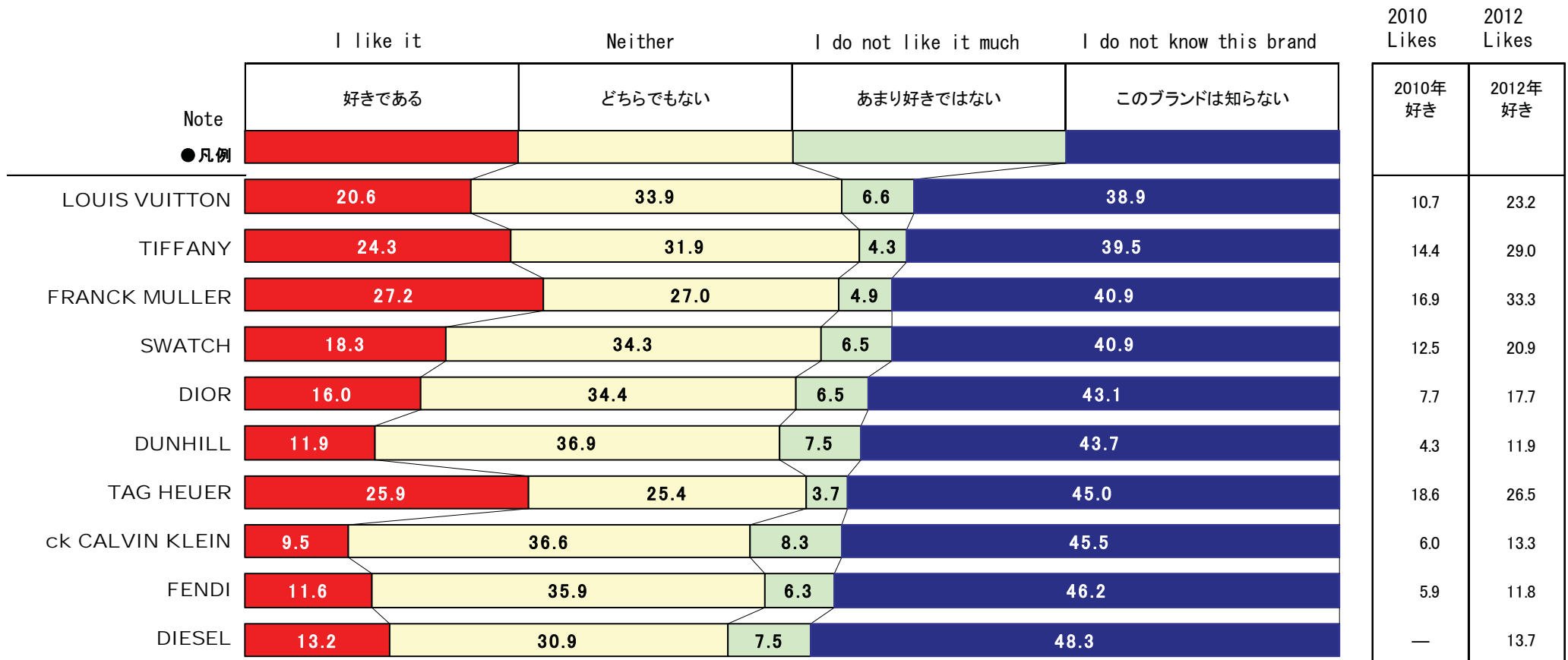
\*In 2012, 2014: respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2014 / 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".

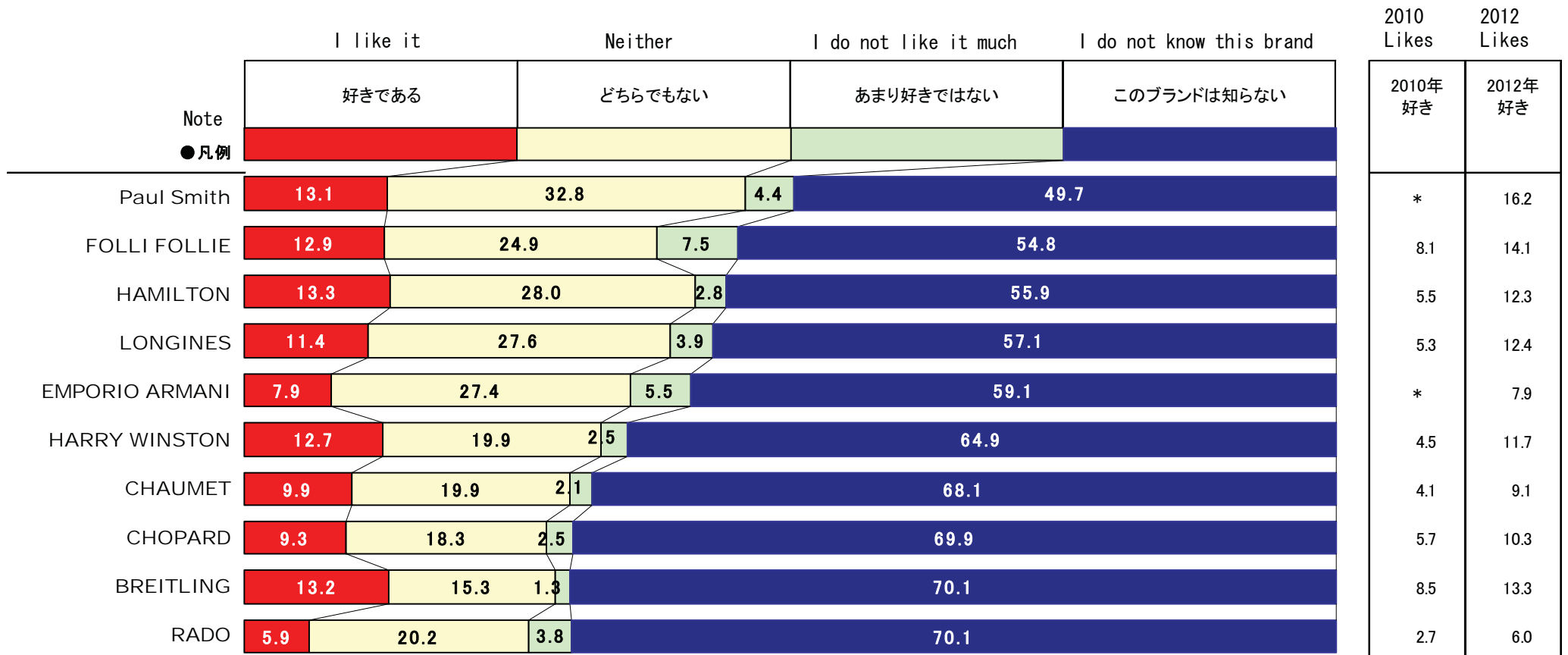
\*In 2012, 2014: respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



## Wristwatch Consumer Awareness Survey 2014 / 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".

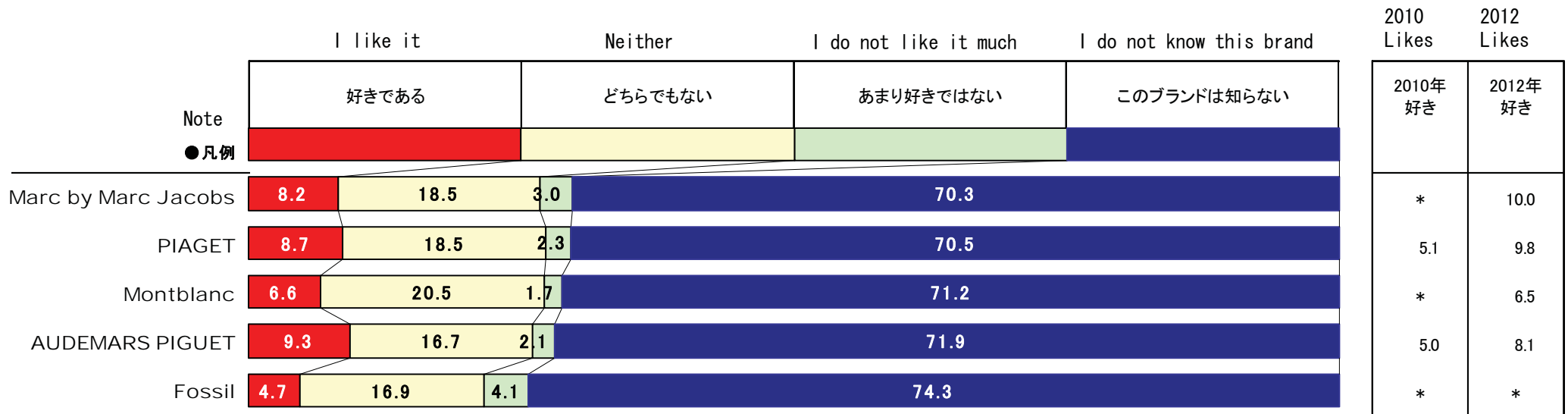
\*In 2012, 2014: respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



## Wristwatch Consumer Awareness Survey 2014 / 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, 2014: 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).

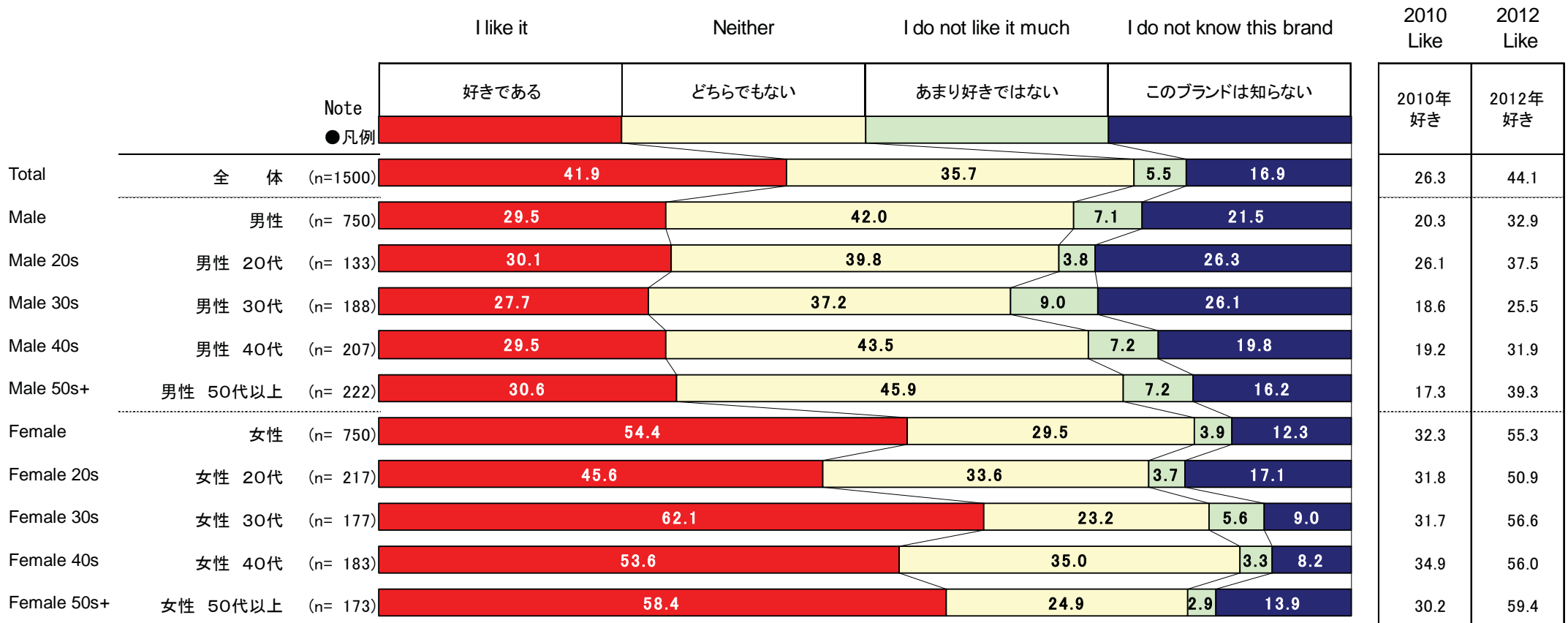


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 1 : BVLGARI (1/2)

by gender/age

▼ 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, 2014: 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).

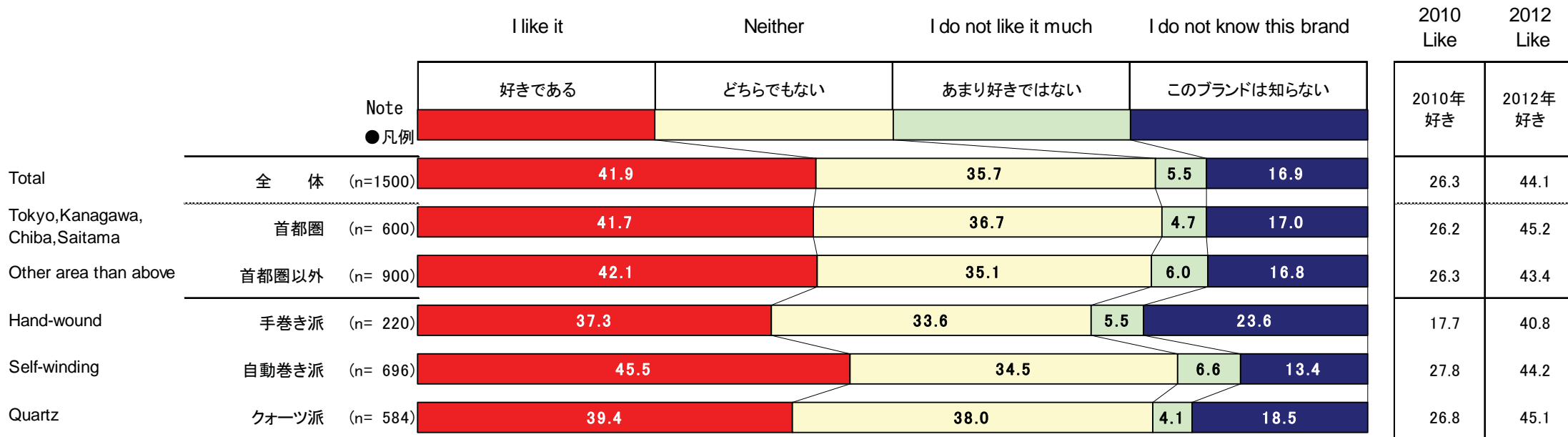


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 1 : BVLGARI (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).



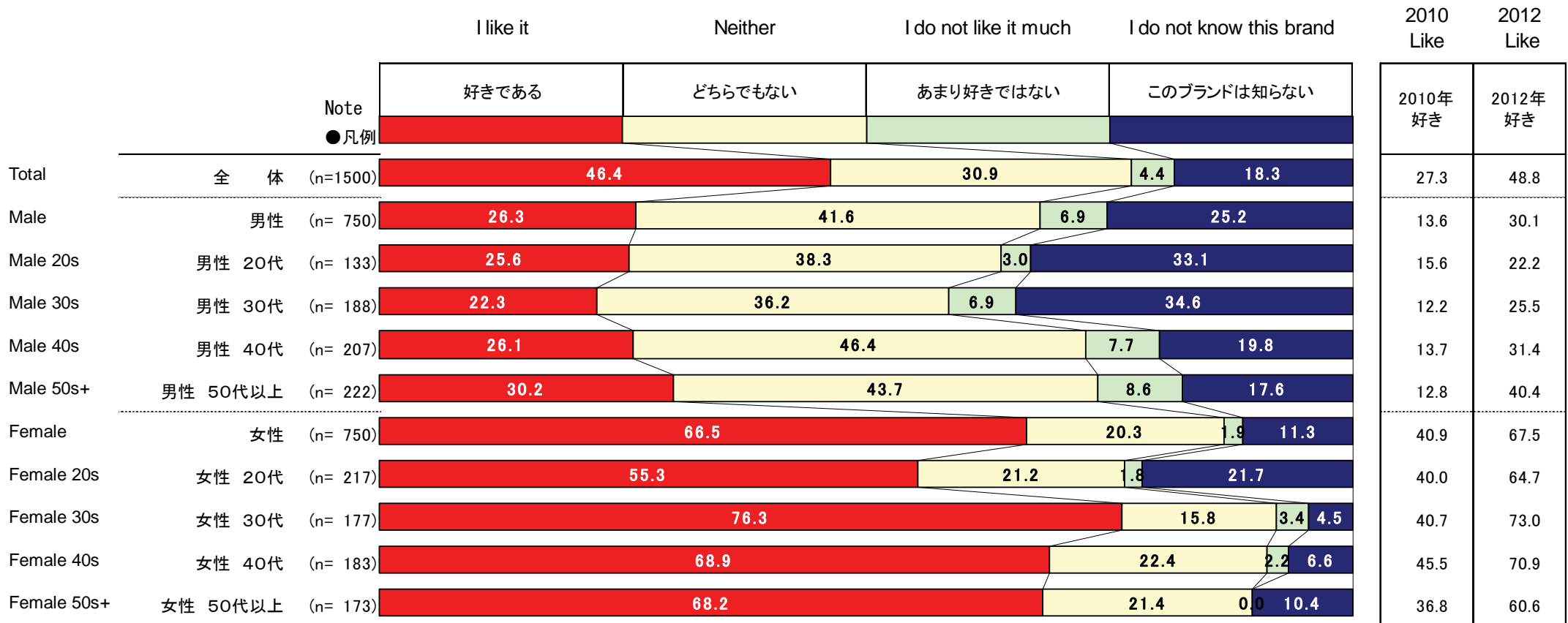


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 2 : CARTIER (1/2)

by gender/age

▼ 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, 2014: 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).

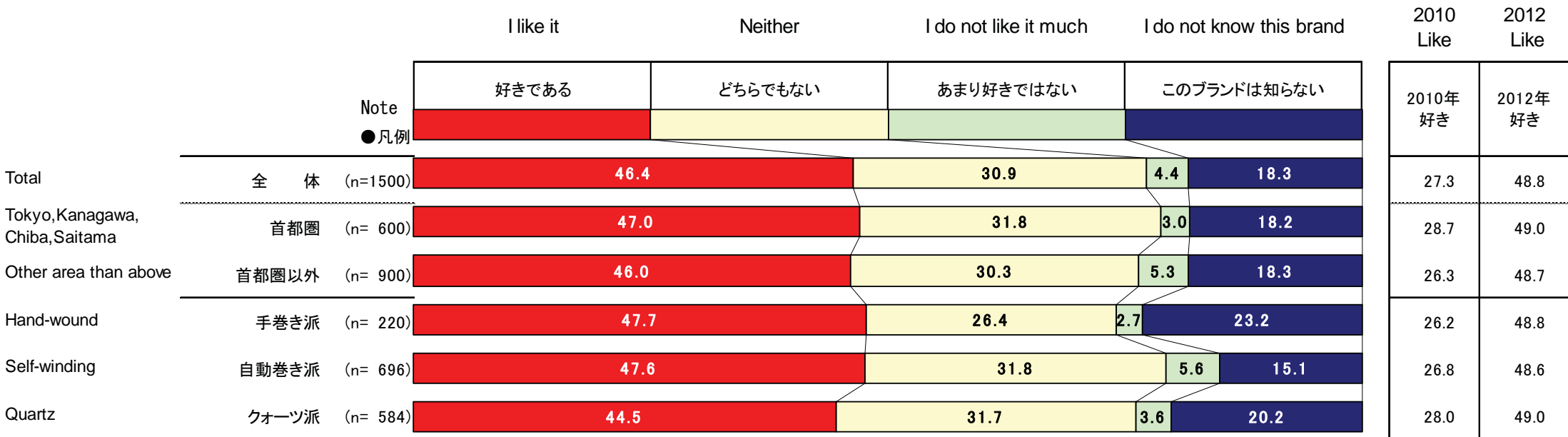


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 2 : CARTIER (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

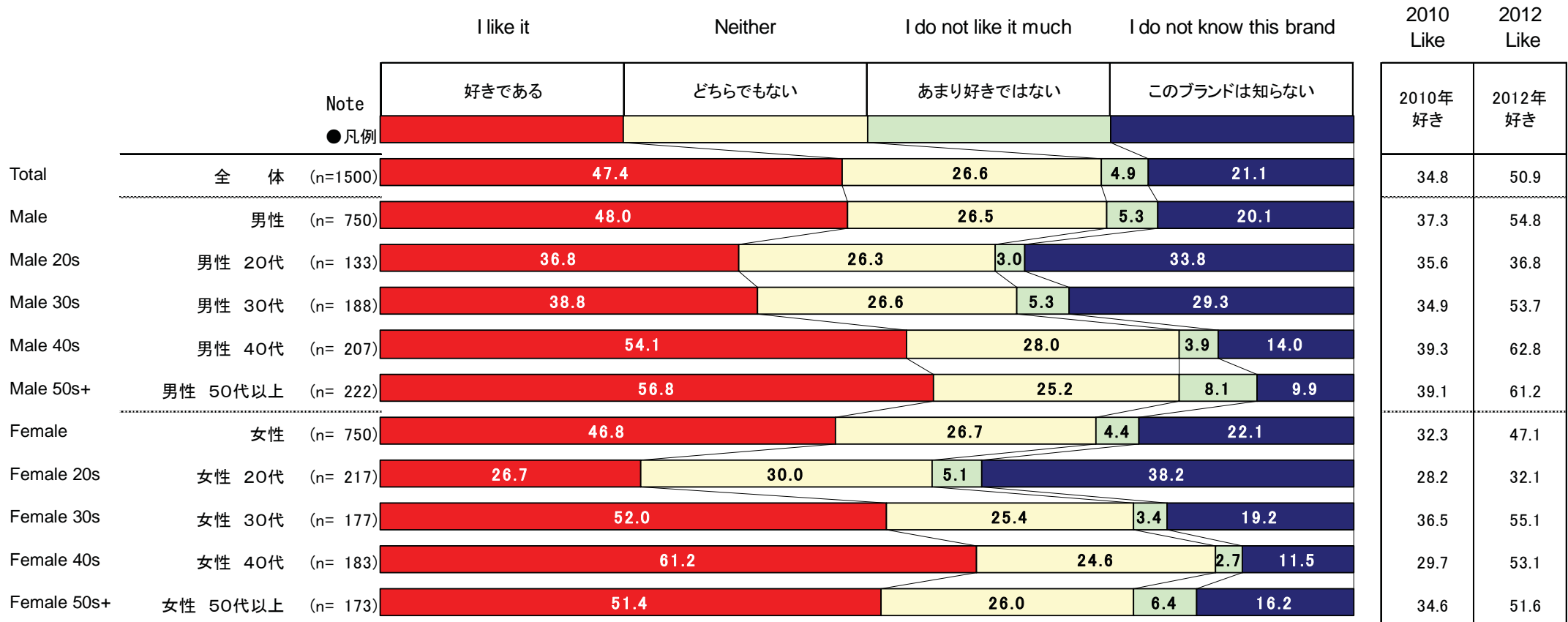


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 3 : ROLEX (1/2)

by gender/age

▼ 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, 2014: 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).

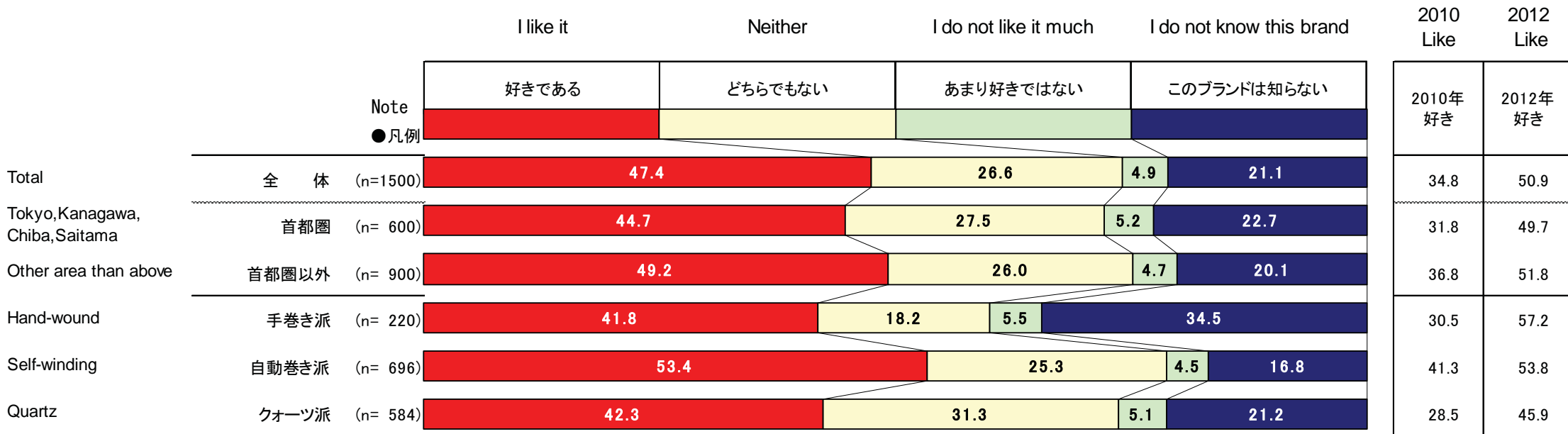


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 3 : ROLEX (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

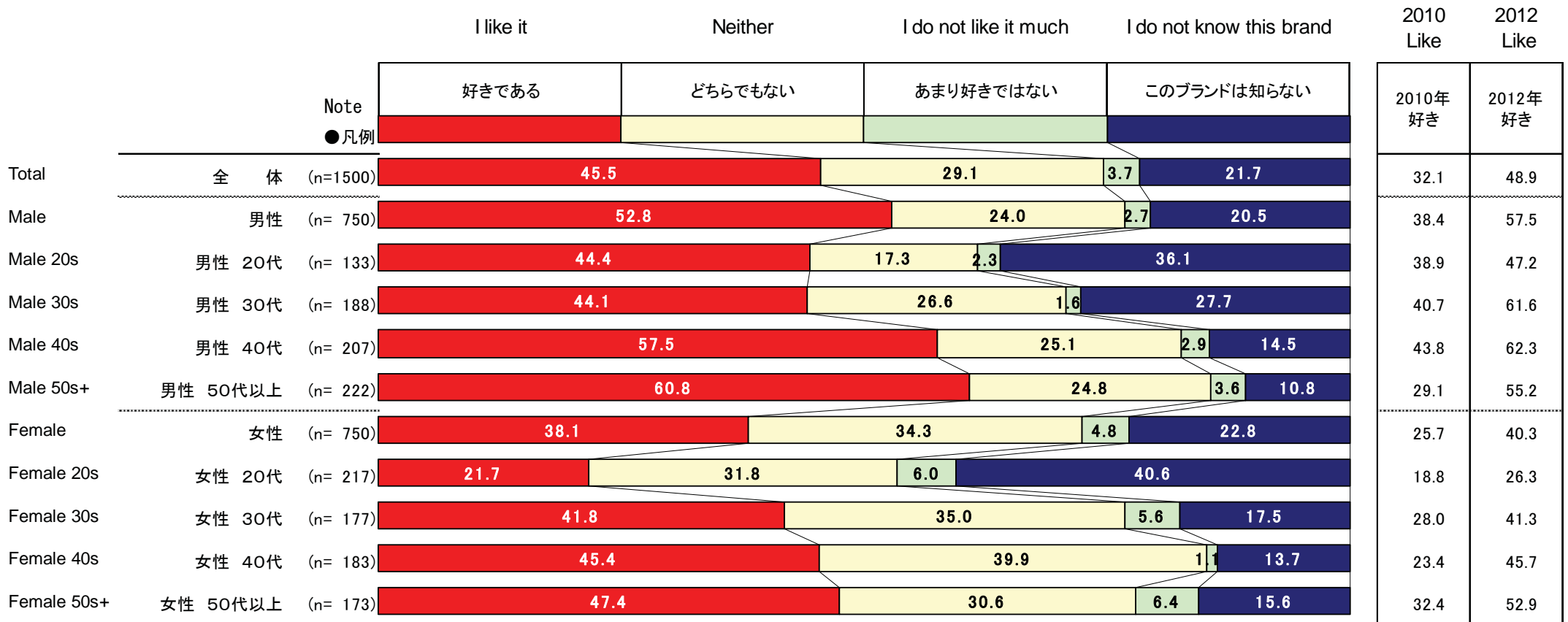


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 4 : OMEGA (1/2)

by gender/age

▼ 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, 2014: 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).

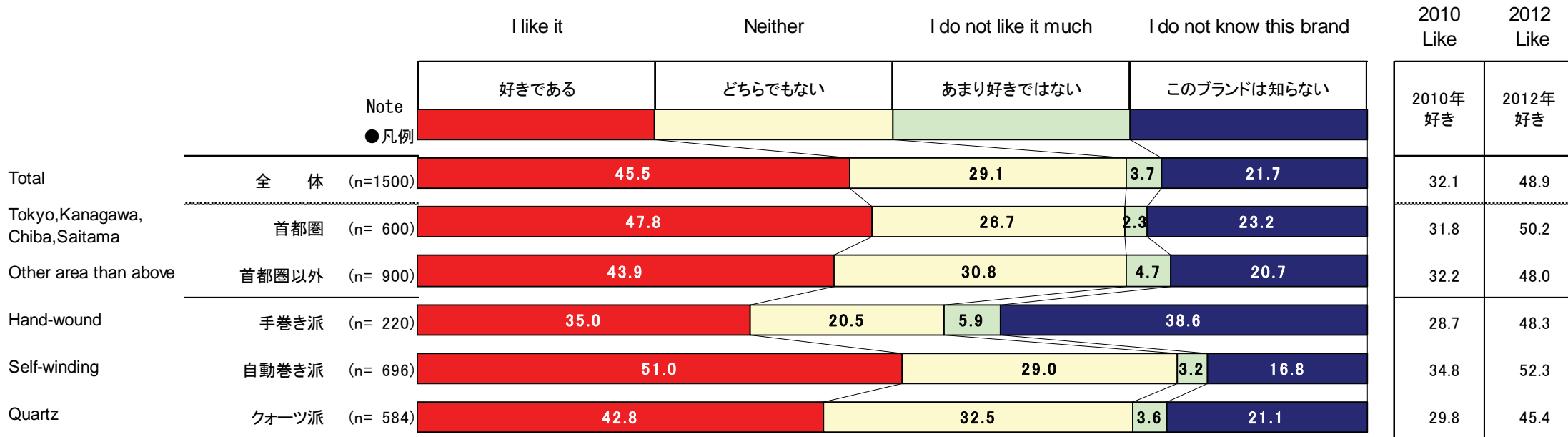


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 4 : OMEGA (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

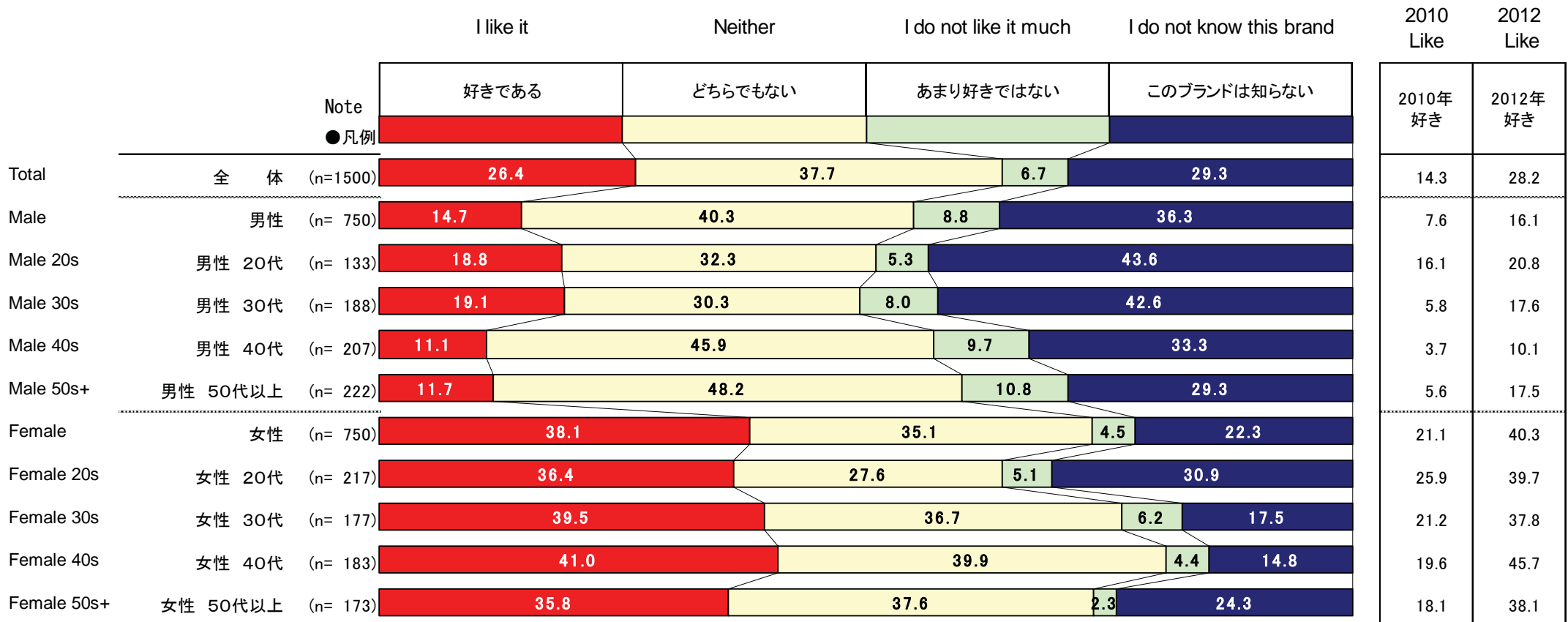


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 5 : GUCCI (1/2)

by gender/age

▼ 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, 2014: 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).

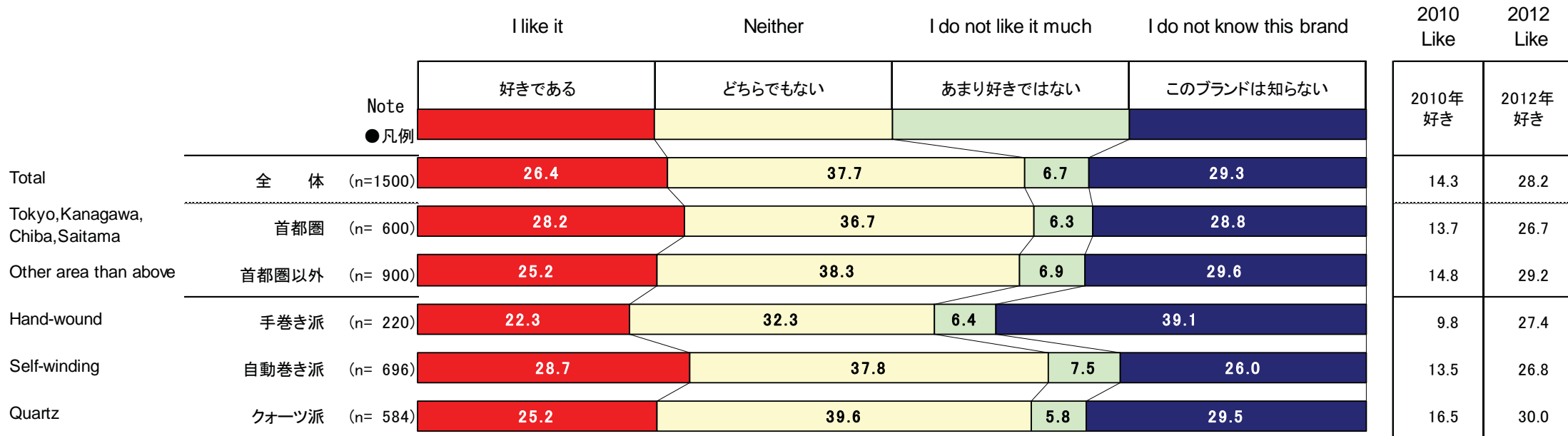


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 5 : GUCCI (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).



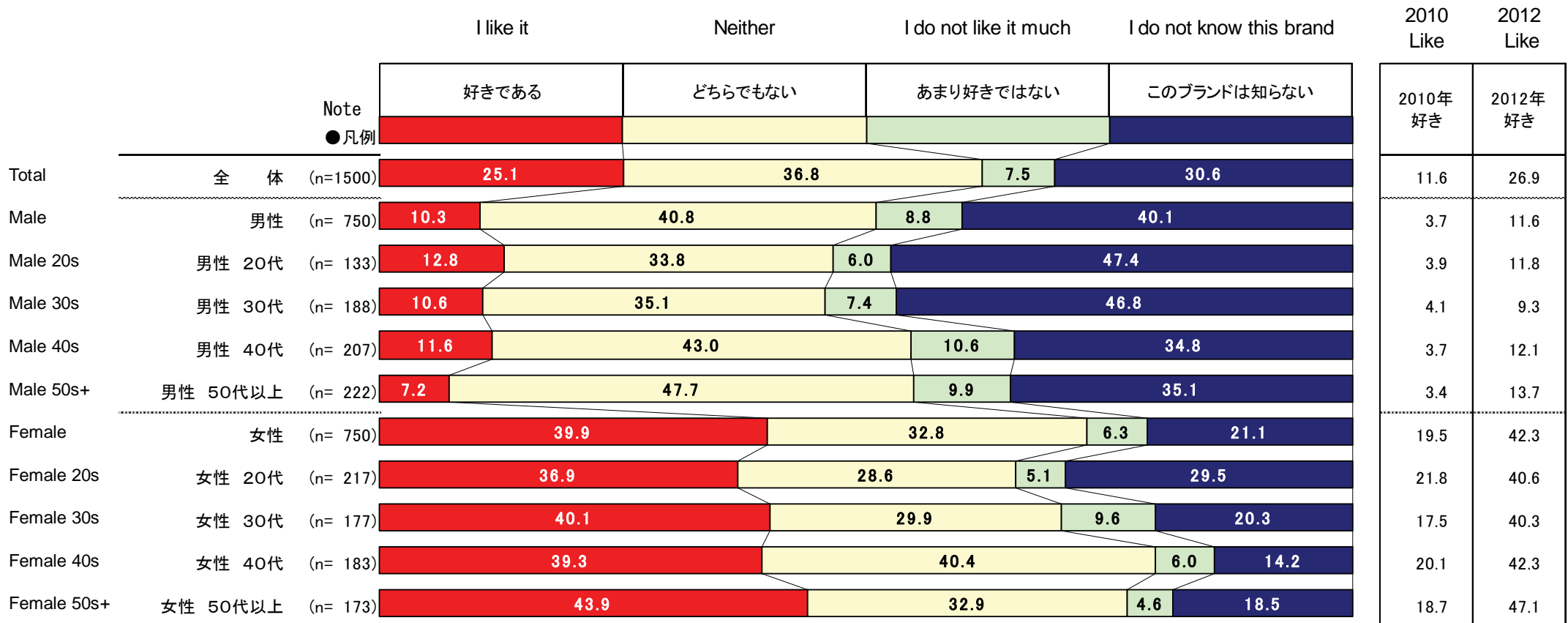


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 6 : CHANEL (1/2)

by gender/age

▼ 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, 2014: 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).

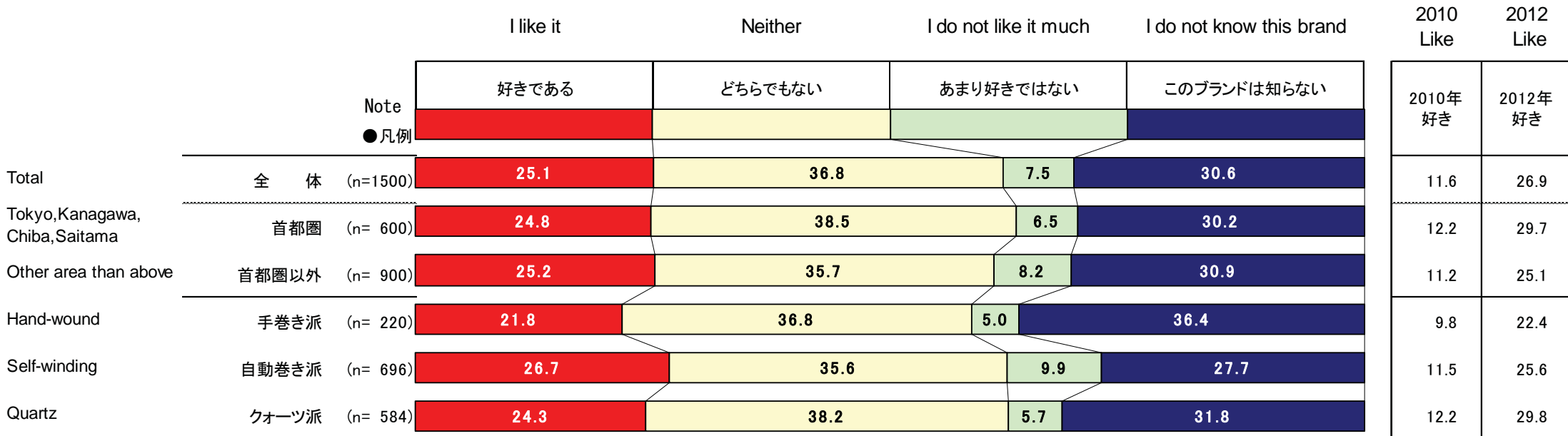


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 6 : CHANEL (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

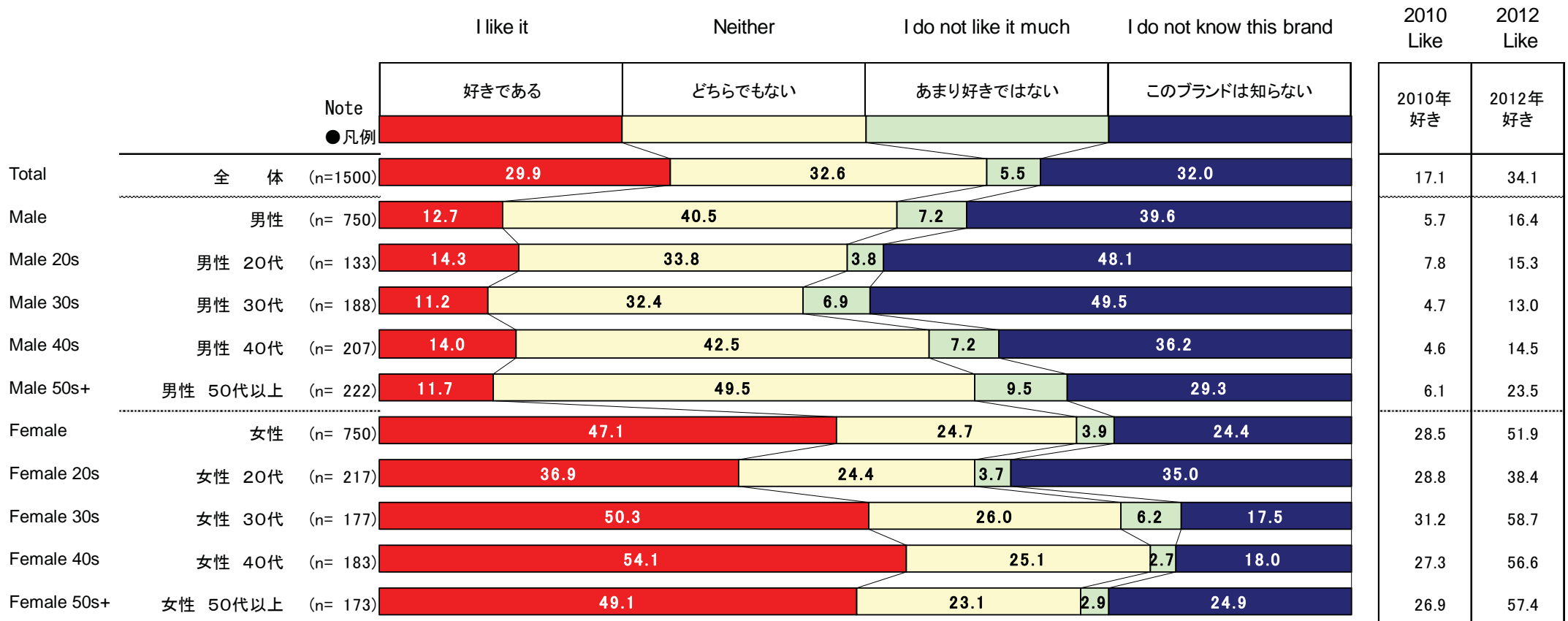


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 7 : HERMES (1/2)

by gender/age

▼ 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, 2014: 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).

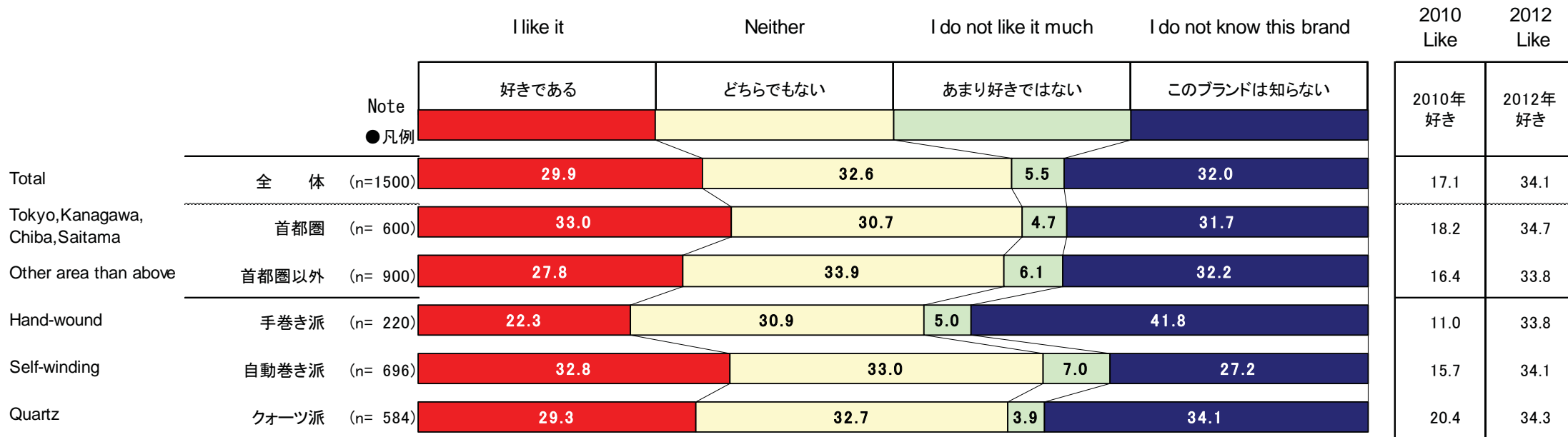


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 7 : HERMES (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

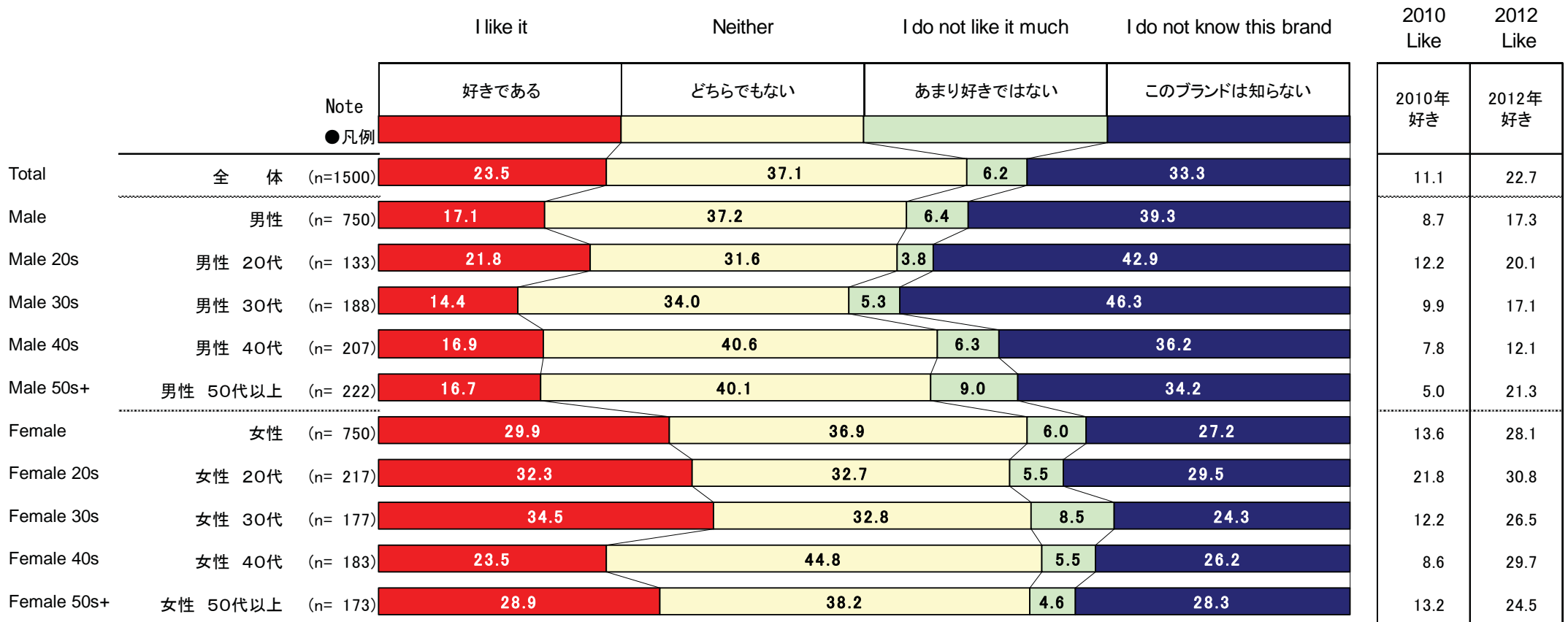


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 8 : BURBERRY (1/2)

by gender/age

▼ 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, 2014: 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).

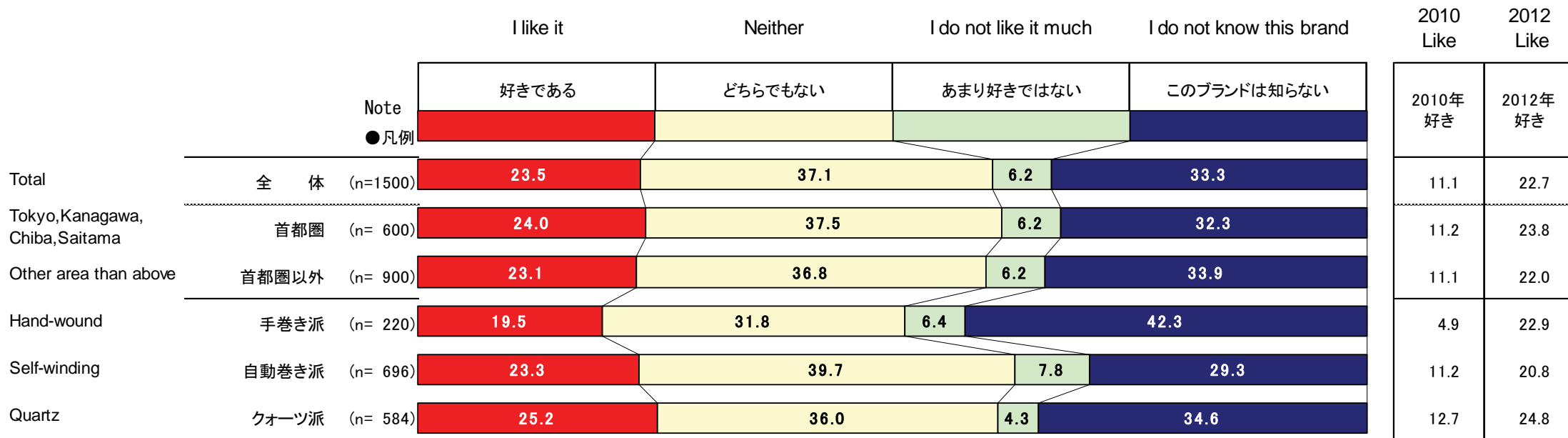


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 8 : BURBERRY (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

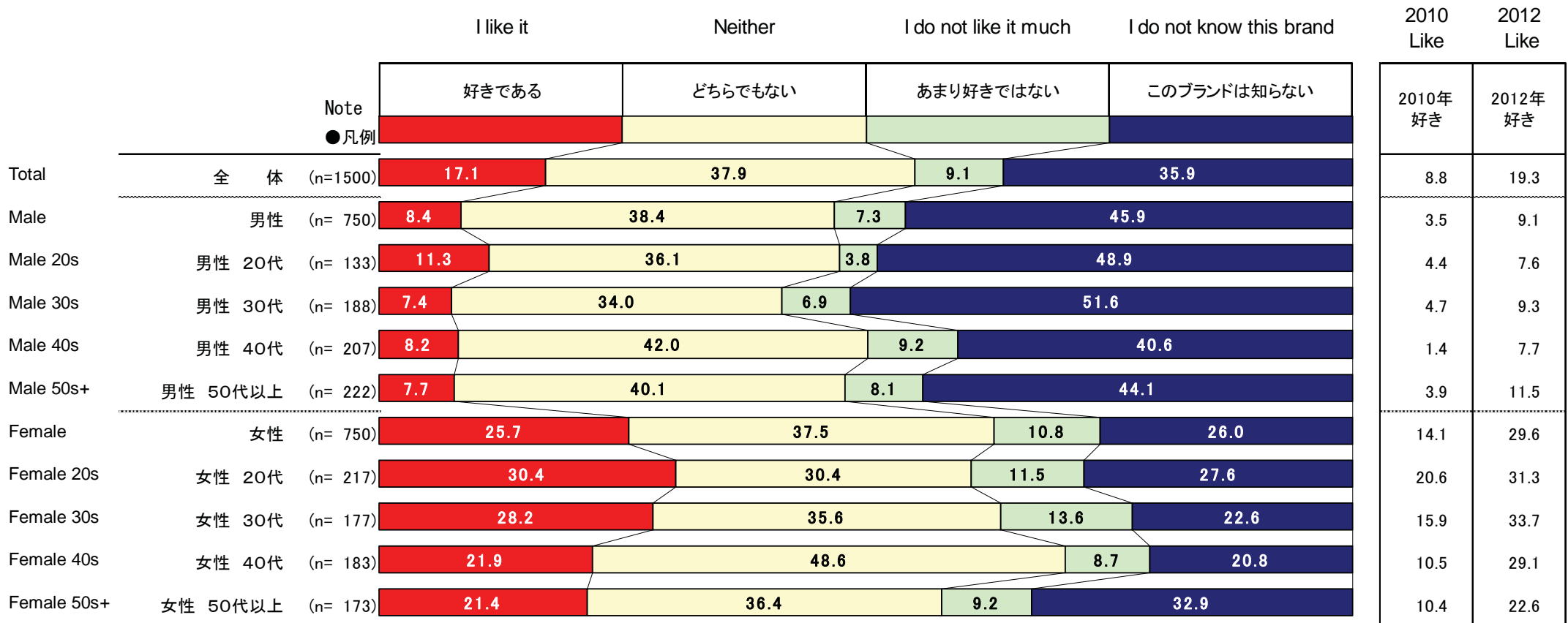


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 9 : COACH (1/2)

by gender/age

▼ 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, 2014: 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).

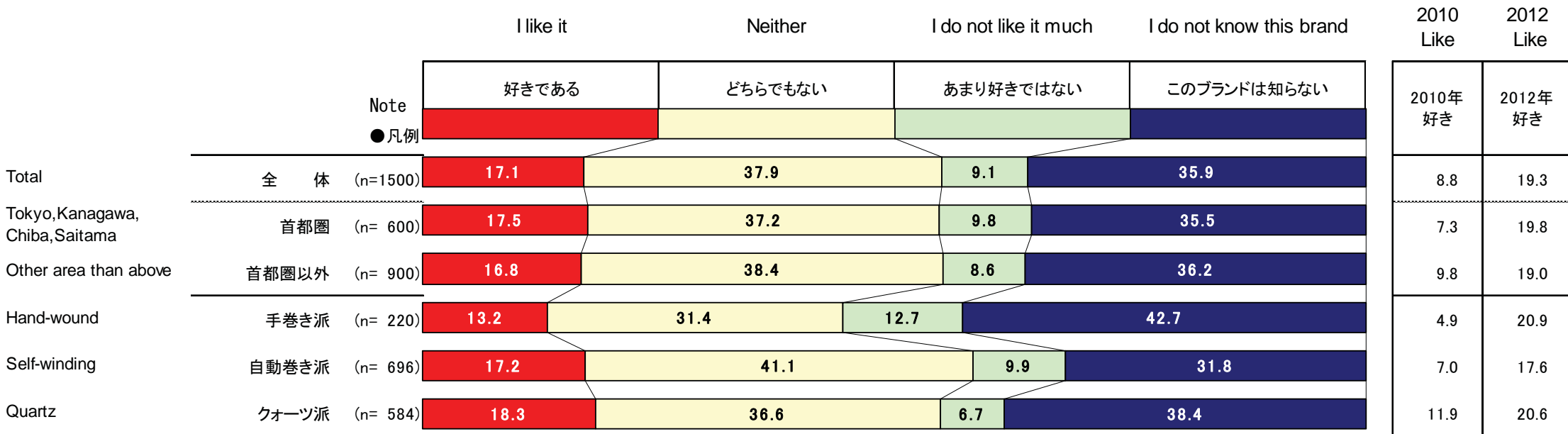


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 9 : COACH (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).



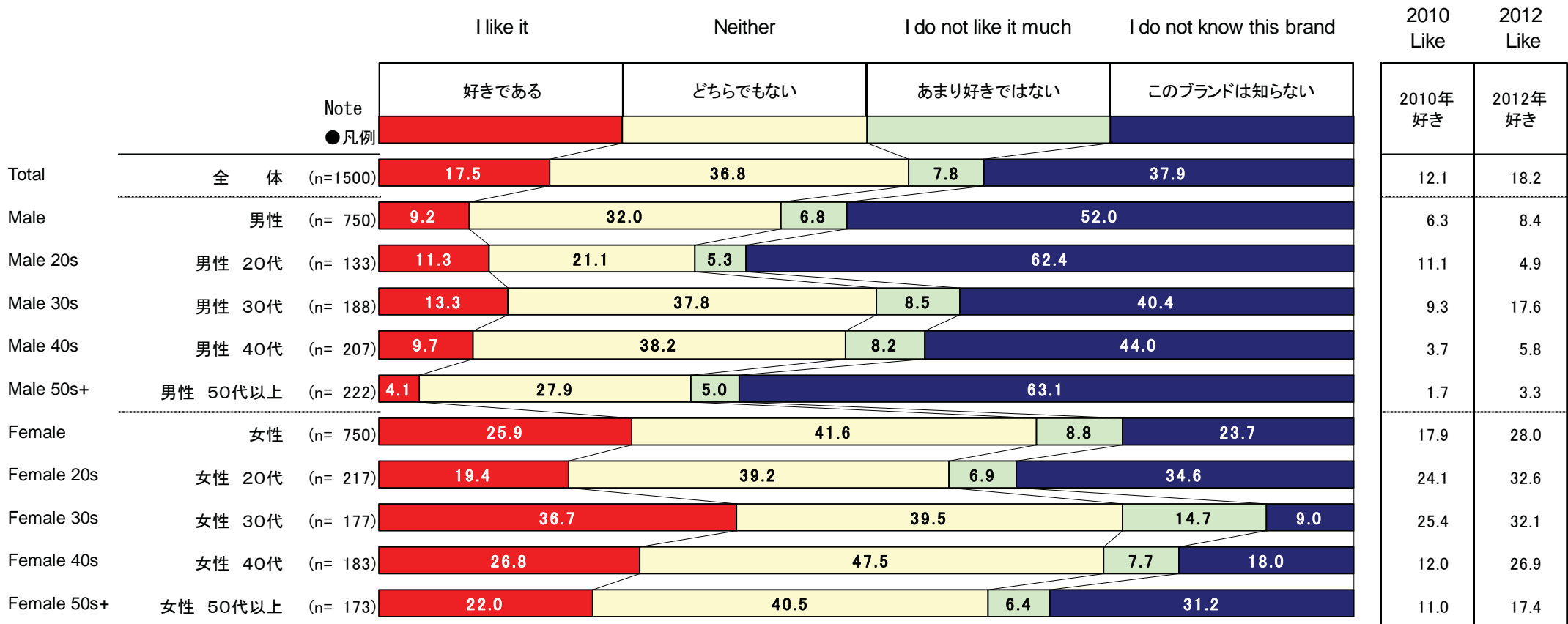


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

10 : agnes. b. (1/2)

by gender/age

▼ 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, 2014: 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).

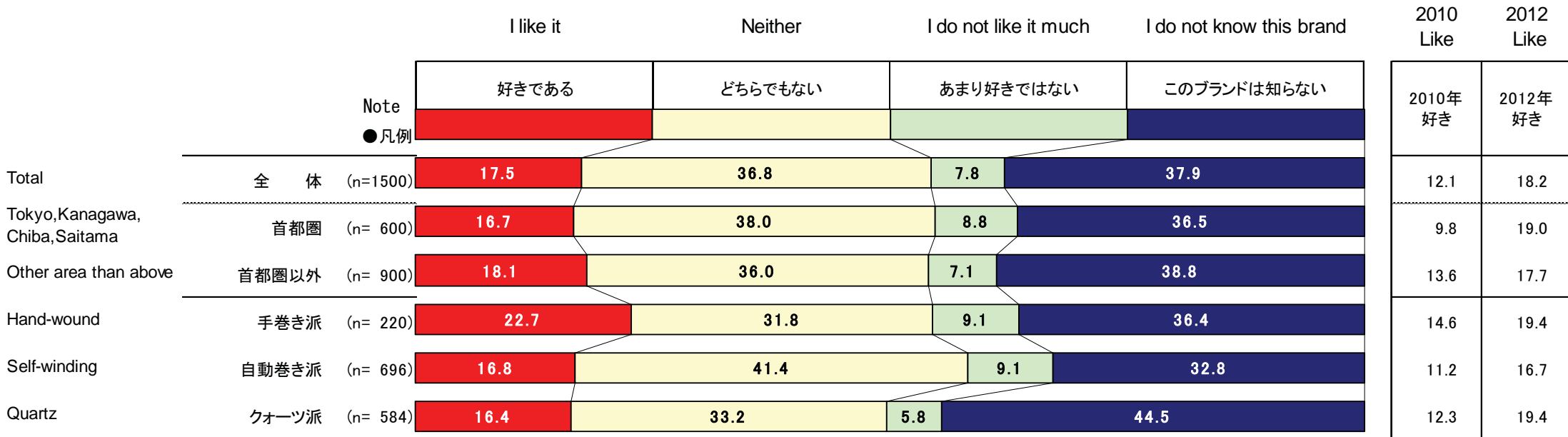


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

10 : agnes. b. (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

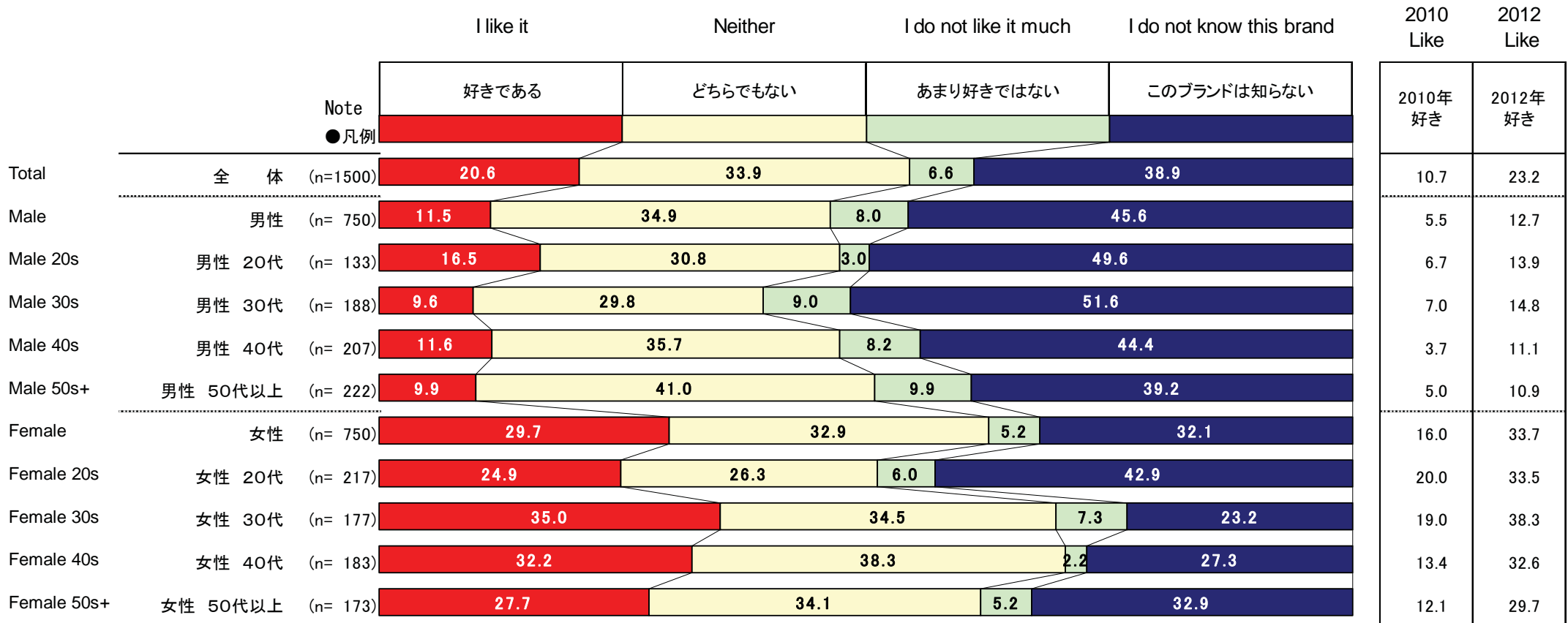


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 11 : LOUIS VUITTON (1/2)

by gender/age

▼ 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".

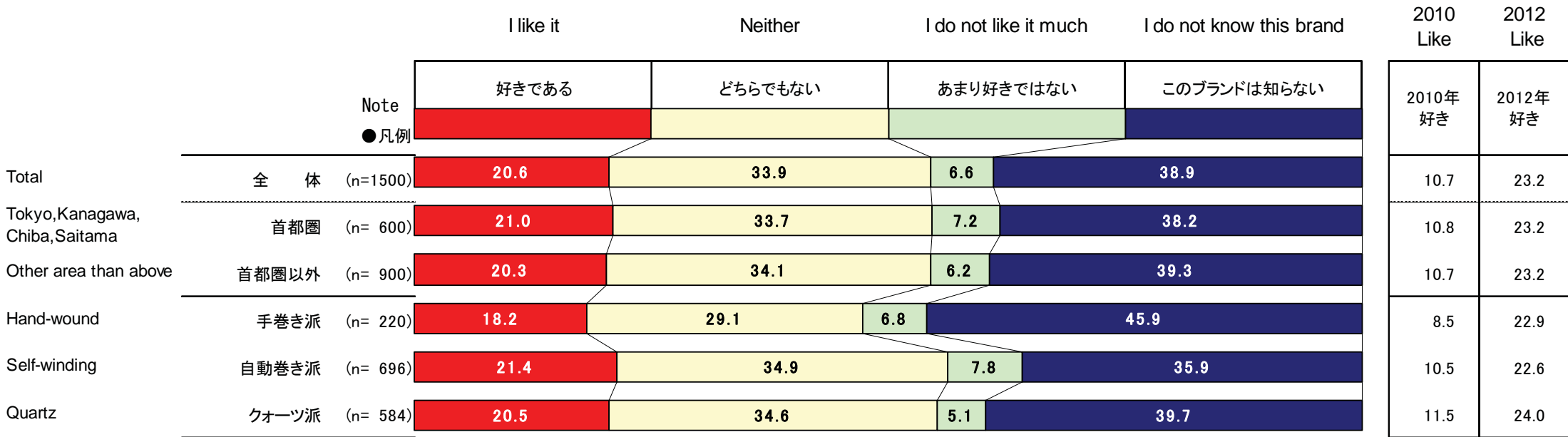
\*In 2012, 2014: respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

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

▼ 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, 2014: 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).

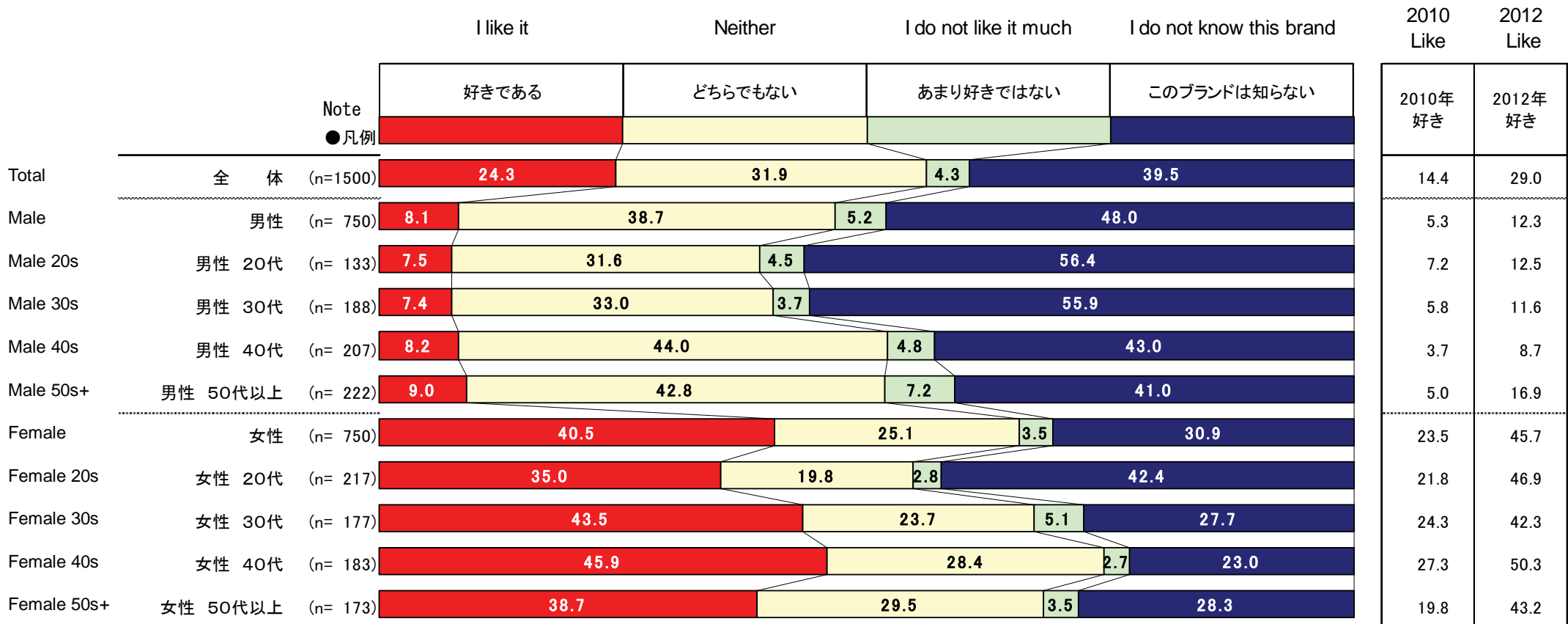


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 12 : TIFFANY (1/2)

by gender/age

▼ 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, 2014: 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).

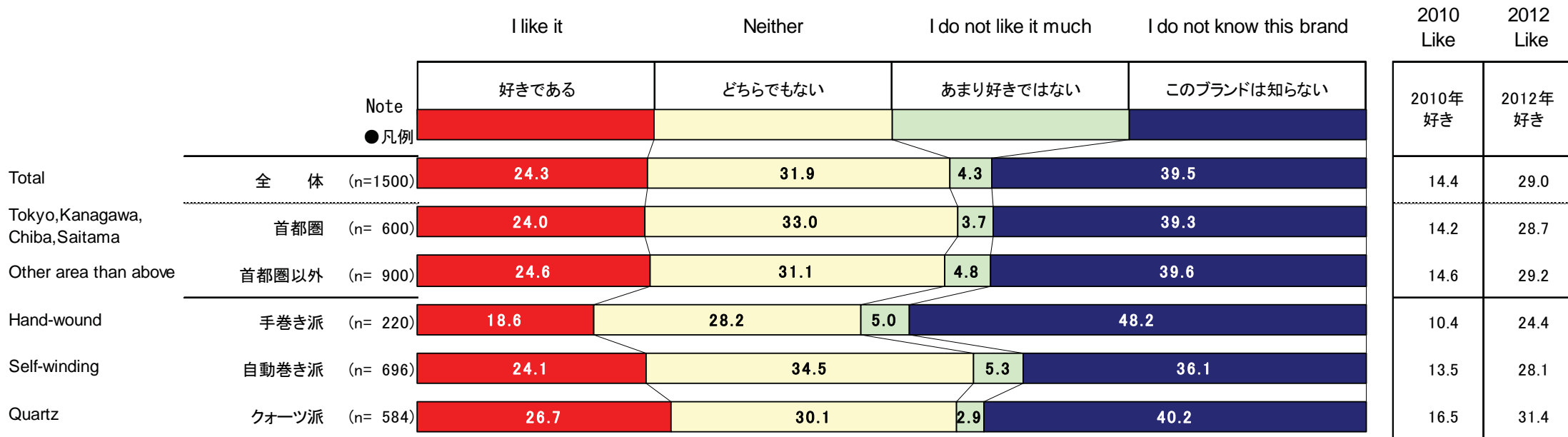


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 12 : TIFFANY (2/2)

by region, and by watch movement preference

▼ 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".

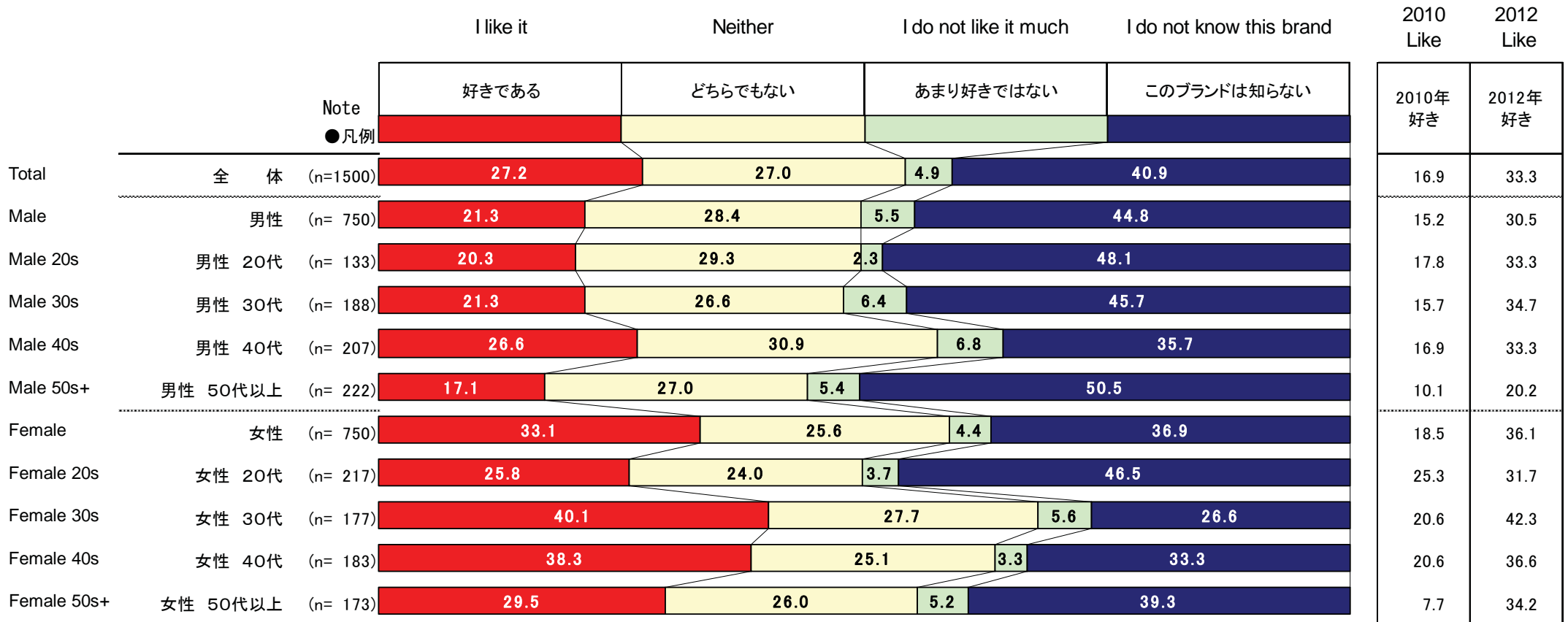
\*In 2012, 2014: respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

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

▼ 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".

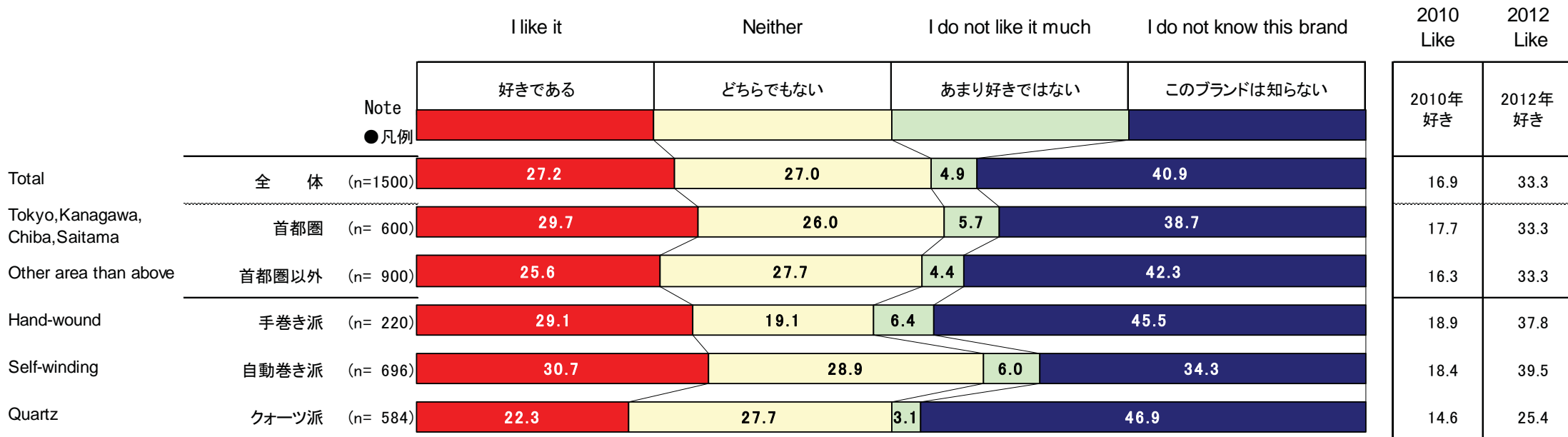
\*In 2012, 2014: respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

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

▼ 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, 2014: 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).



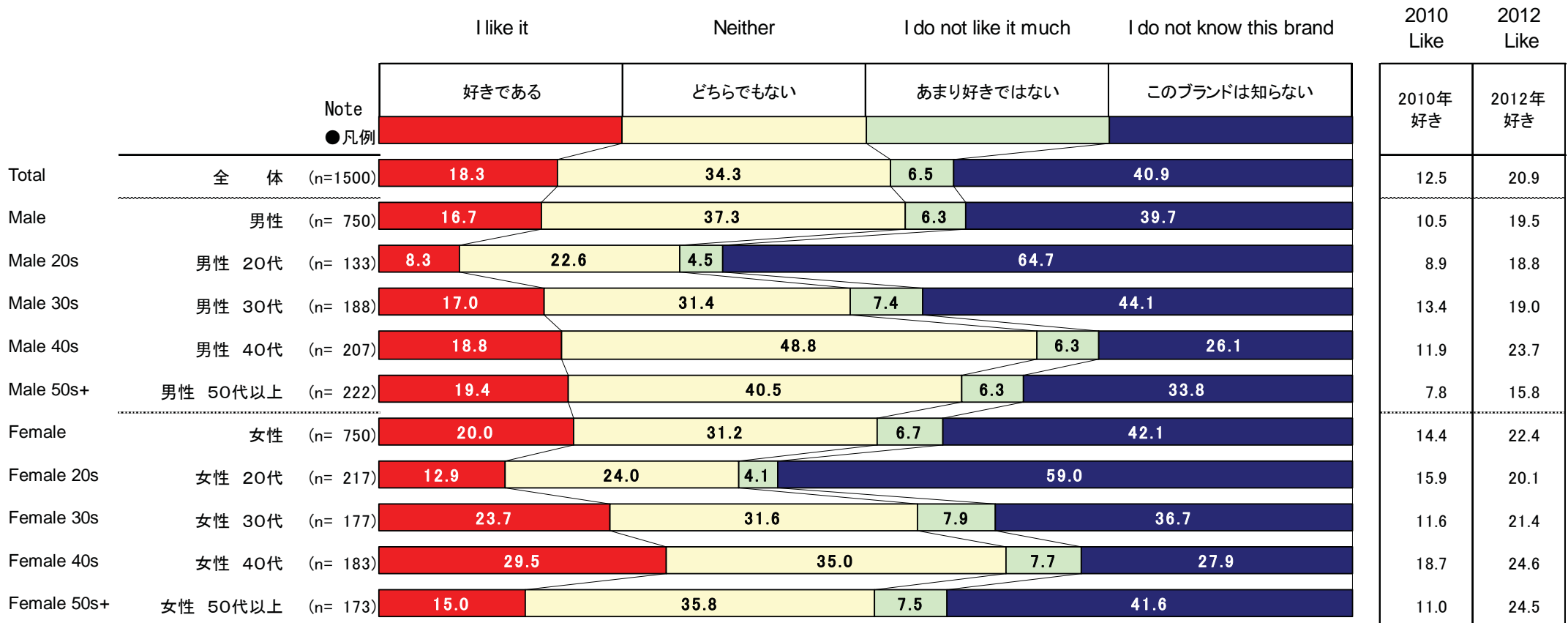


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 14 : SWATCH (1/2)

by gender/age

▼ 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, 2014: 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).

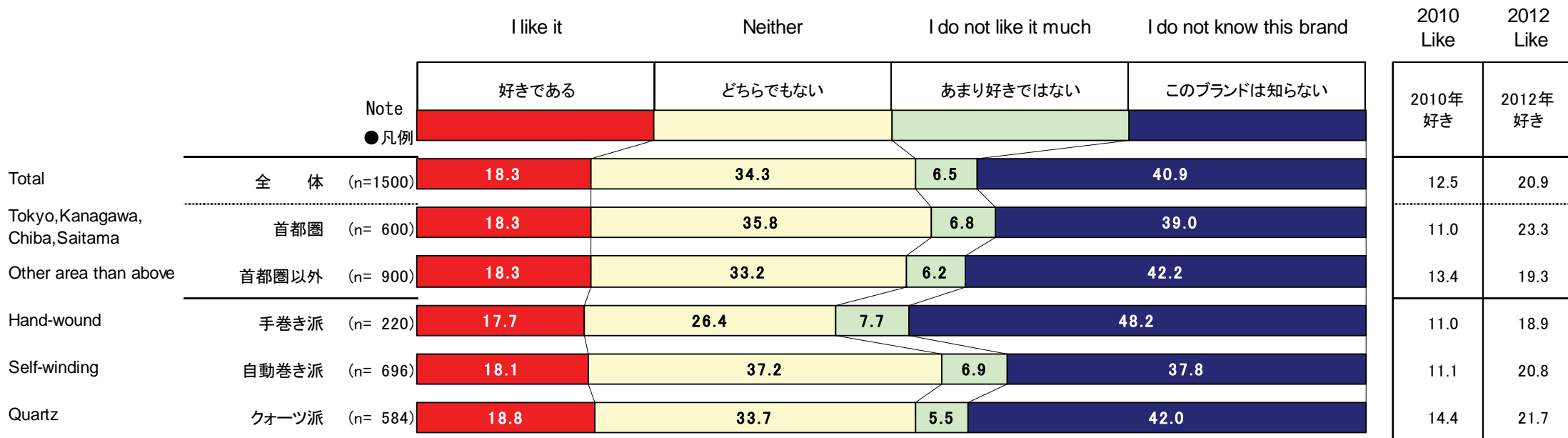


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 14 : SWATCH (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

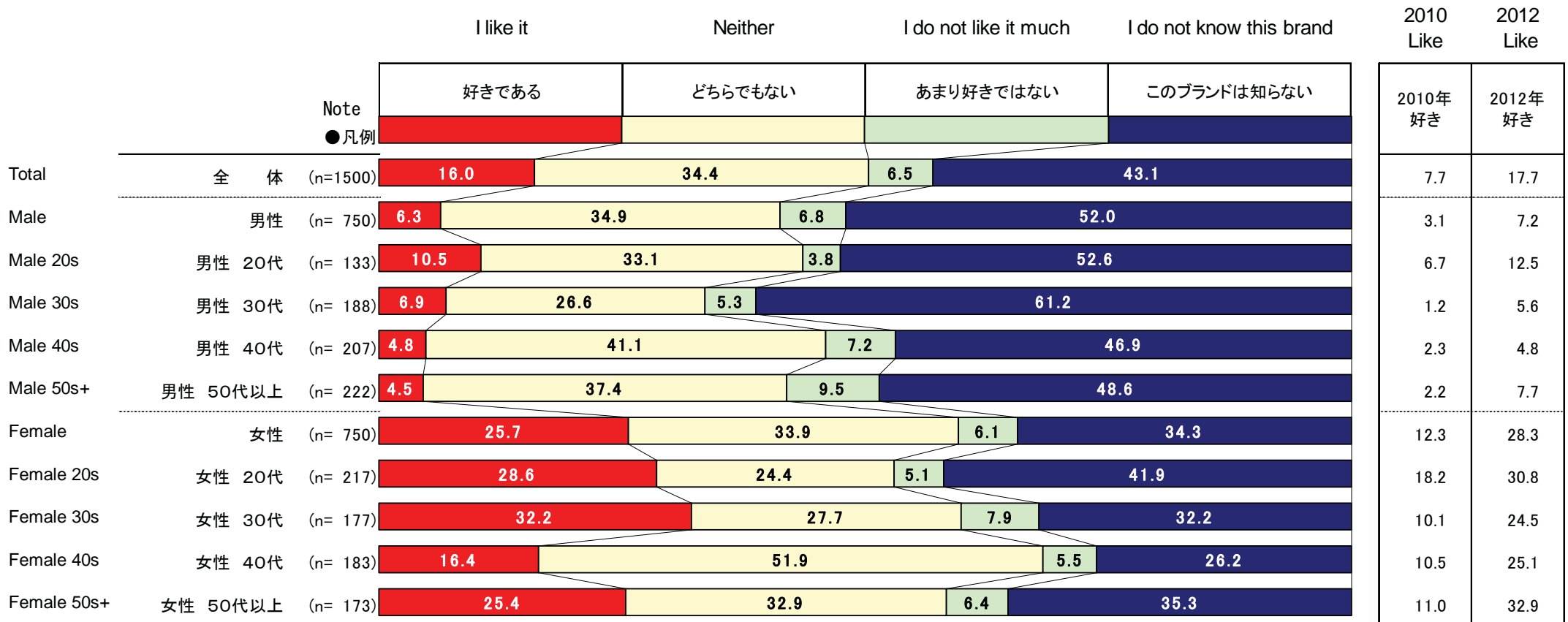


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 15 : DIOR (1/2)

by gender/age

▼ 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, 2014: 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).

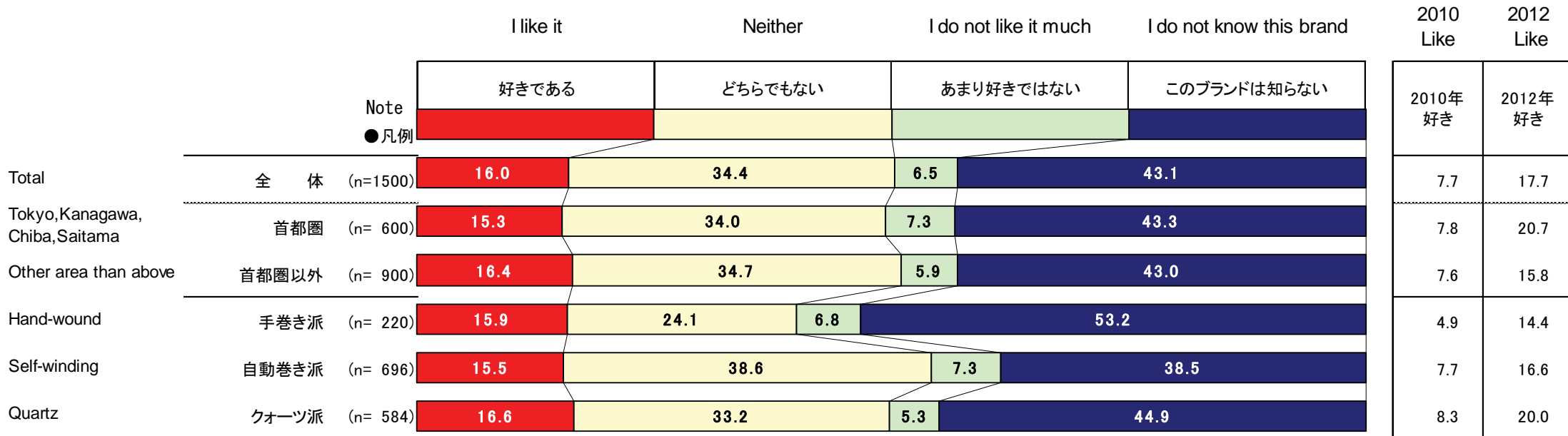


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 15 : DIOR (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

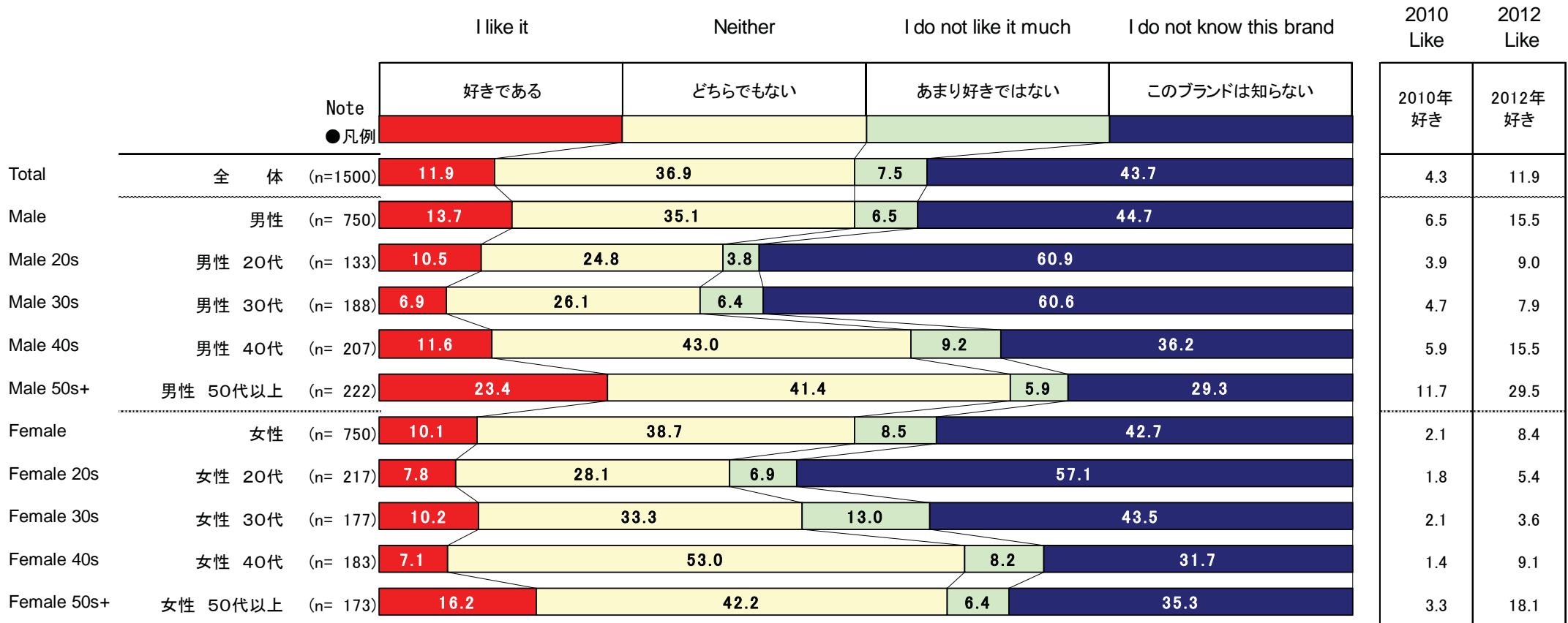


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 16 : DUNHILL (1/2)

by gender/age

▼ 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, 2014: 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).

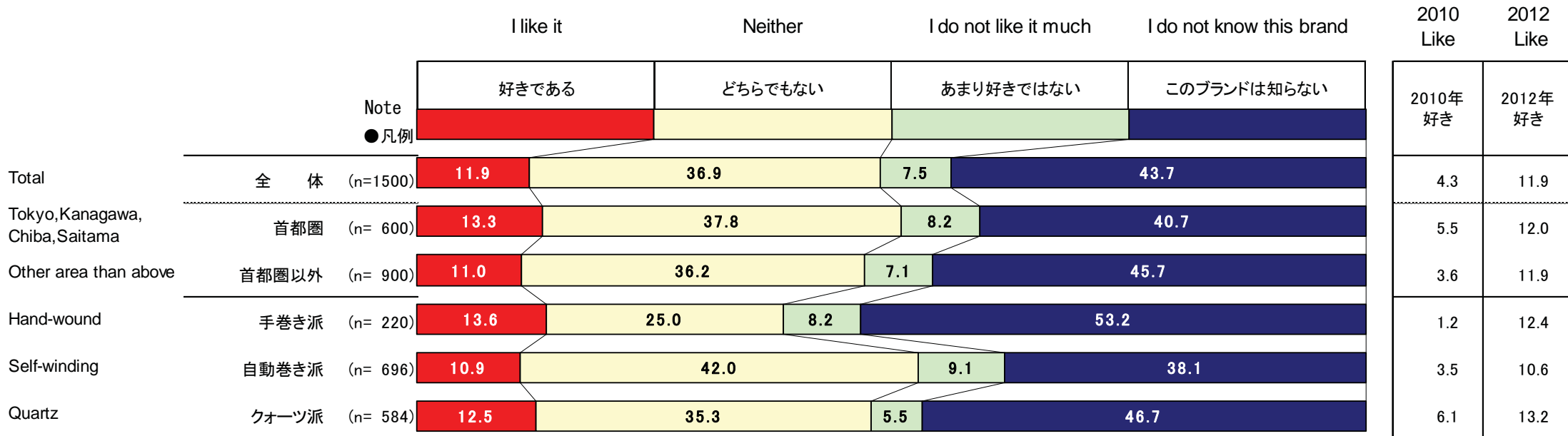


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 16 : DUNHILL (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

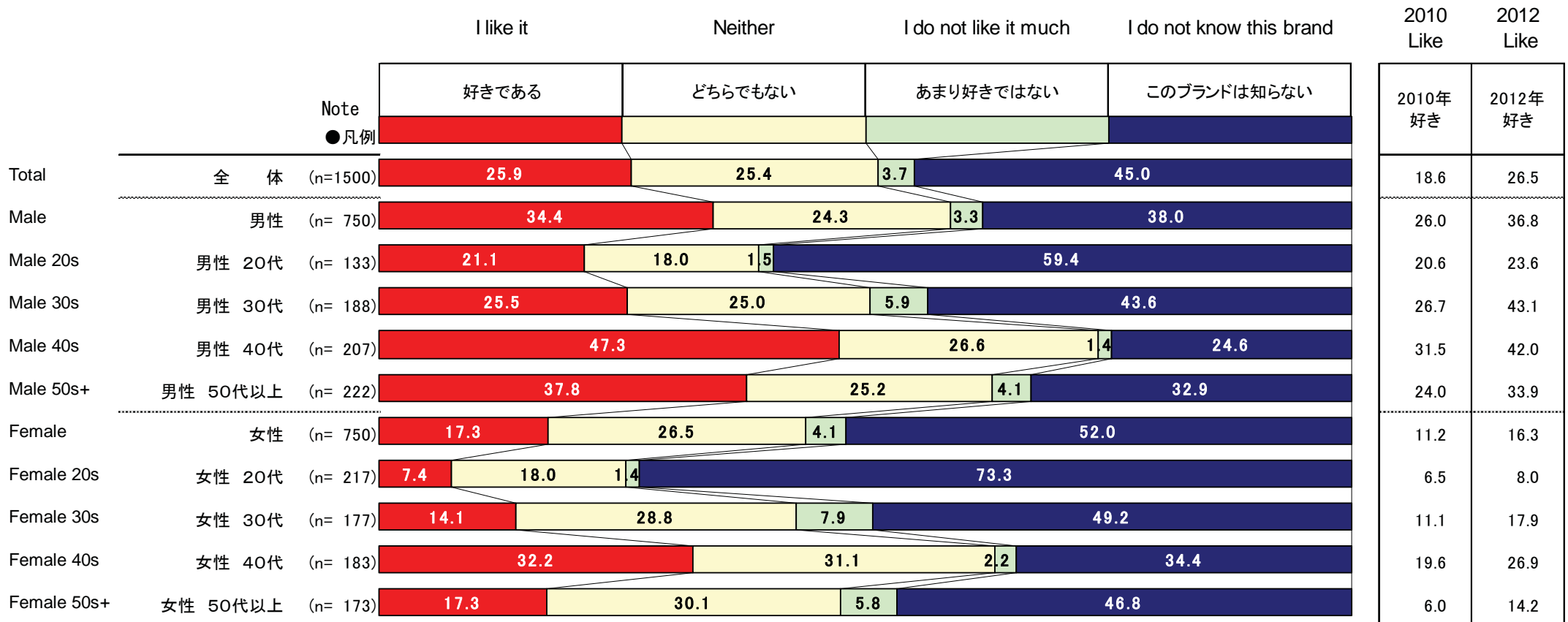


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 17 : TAG HEUER (1/2)

by gender/age

▼ 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, 2014: 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).

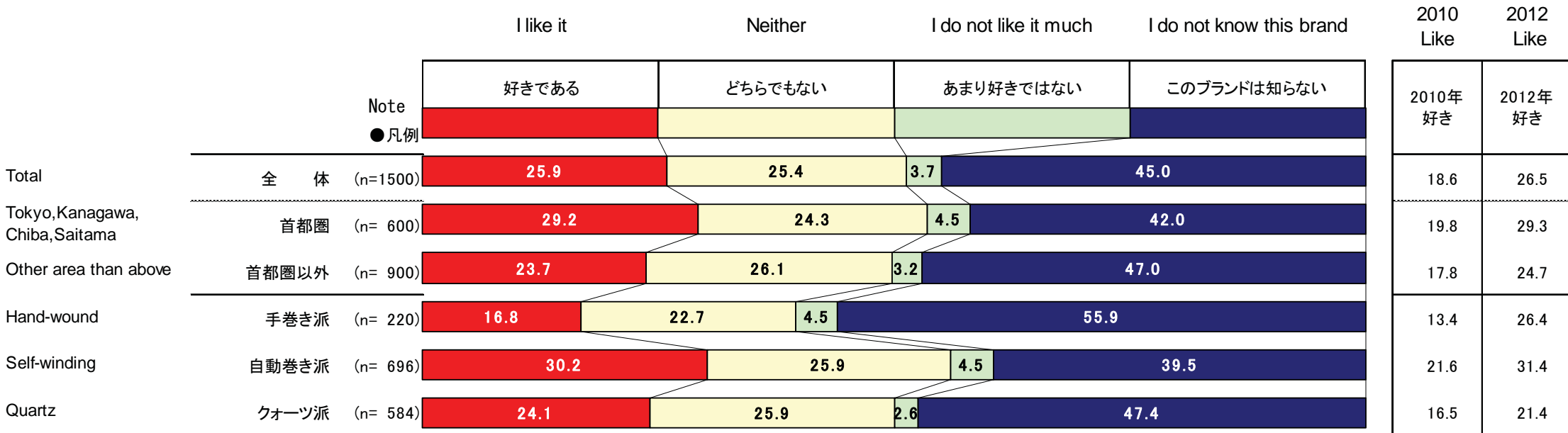


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 17 : TAG HEUER (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

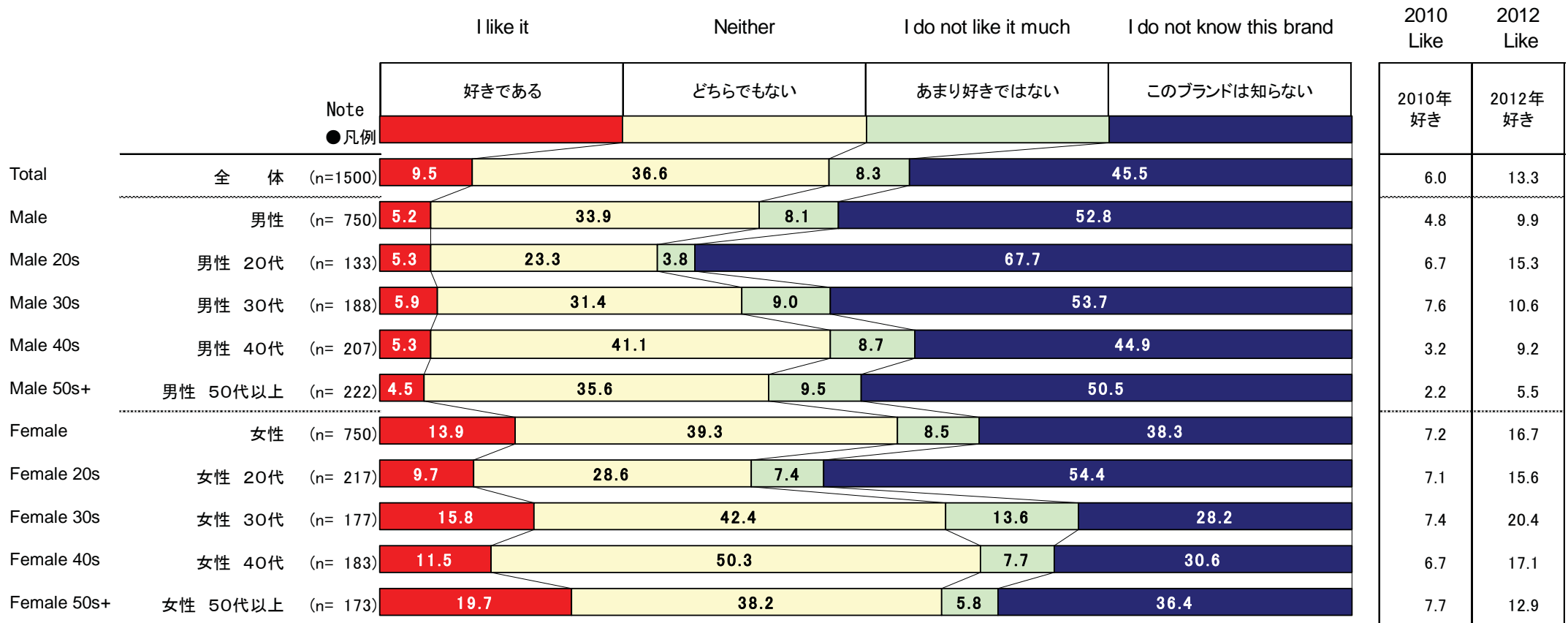




# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

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

▼ 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".

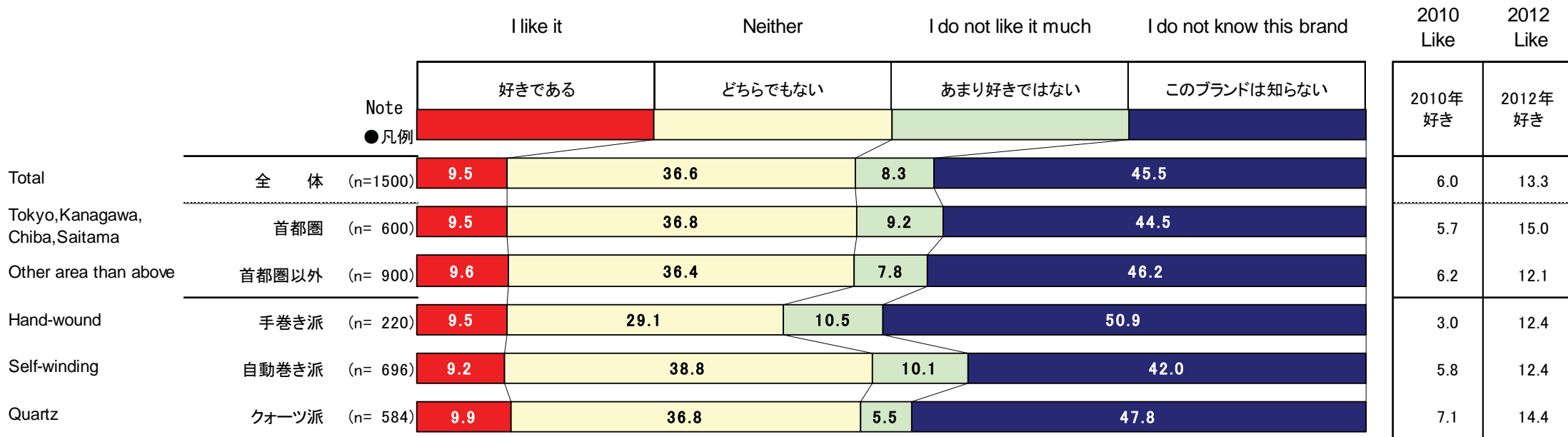
\*In 2012, 2014: respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

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

▼ 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, 2014: 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).

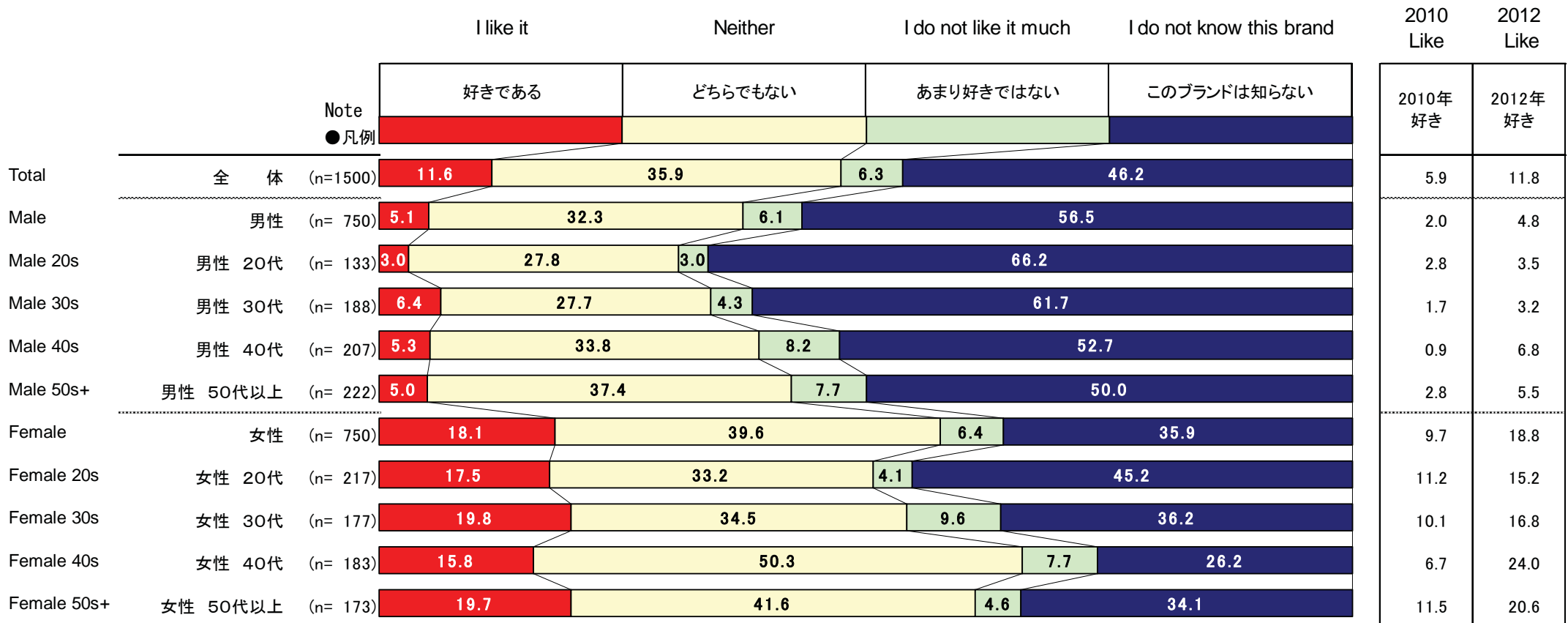


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 19 : FENDI (1/2)

by gender/age

▼ 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, 2014: 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).

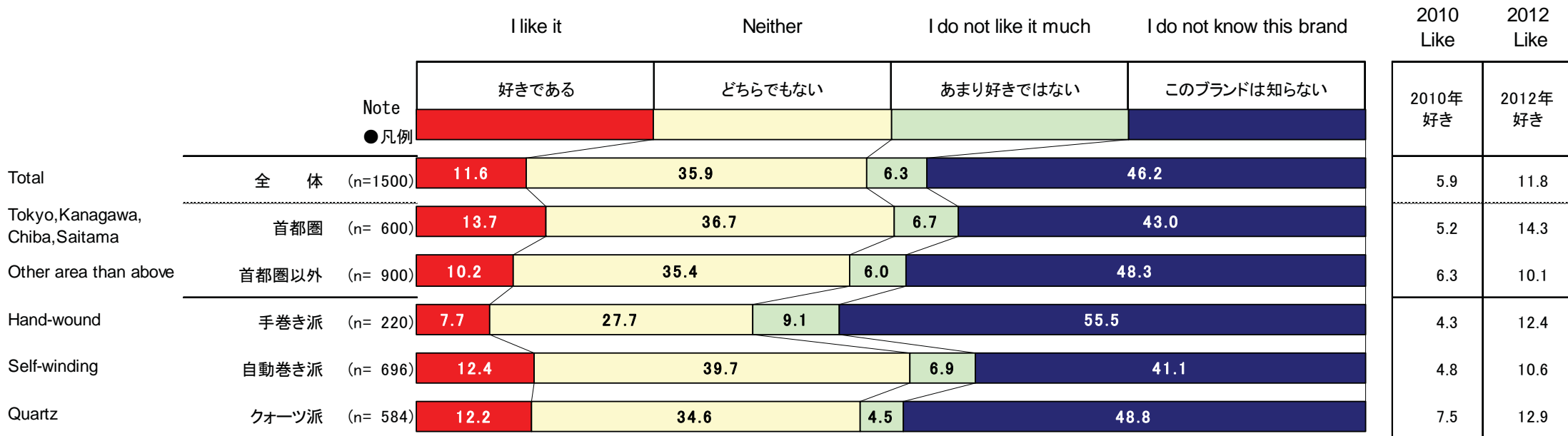


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 19 : FENDI (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

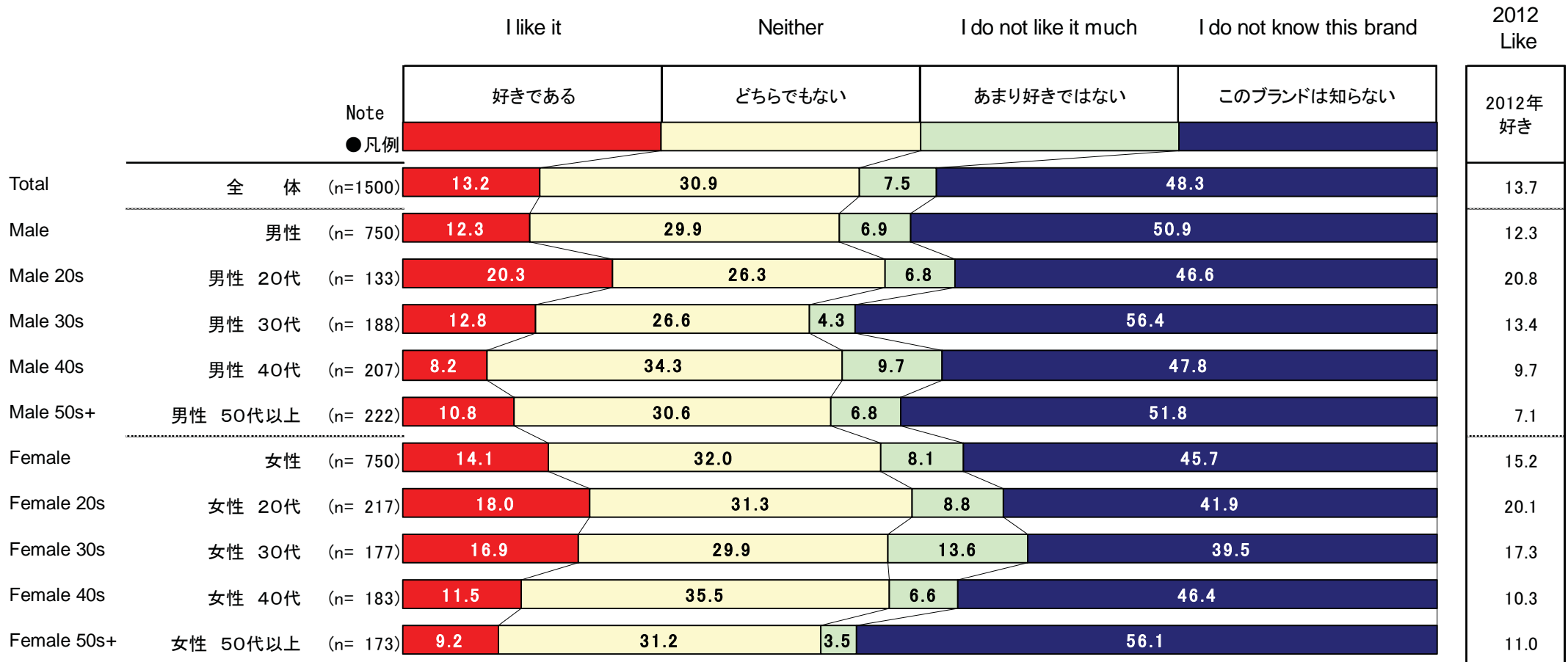


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 20 : DIESEL (1/2)

by gender/age

▼ 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, 2014: 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 2014 / Favorite brands

## 20 : DIESEL (2/2)

by region, and by watch movement preference

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

		I like it	Neither	I do not like it much	I do not know this brand	2012 Like
		好きである	どちらでもない	あまり好きではない	このブランドは知らない	2012年好き
Note						
●凡例						
Total	全体 (n=1500)	13.2	30.9	7.5	48.3	13.7
Tokyo, Kanagawa, Chiba, Saitama	首都圏 (n= 600)	13.2	29.3	8.2	49.3	14.5
Other area than above	首都圏以外 (n= 900)	13.2	32.0	7.1	47.7	13.2
Hand-wound	手巻き派 (n= 220)	15.5	24.1	9.1	51.4	13.4
Self-winding	自動巻き派 (n= 696)	13.1	35.1	8.3	43.5	14.9
Quartz	クォーツ派 (n= 584)	12.5	28.6	6.0	52.9	12.5

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

\*In 2012, 2014: 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).

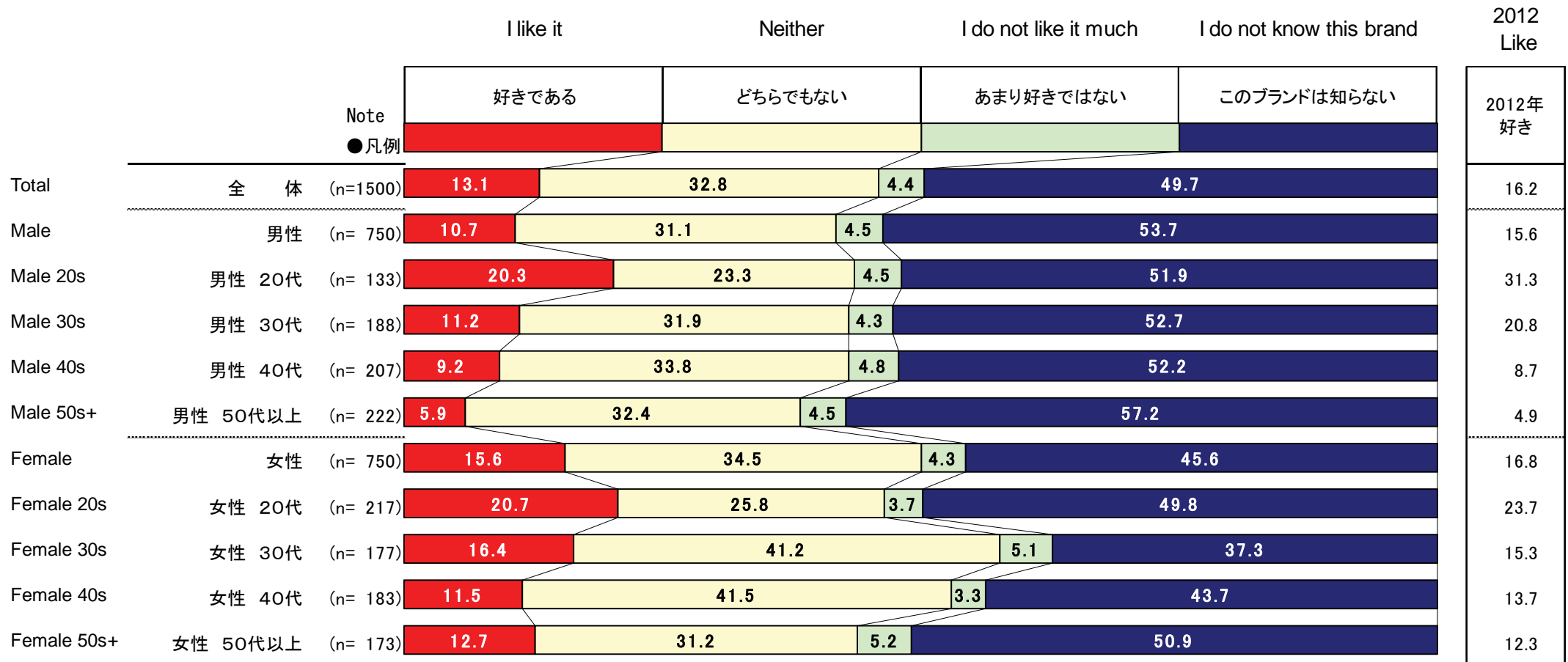


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 21 : Paul Smith (1/2)

by gender/age

▼ 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, 2014: 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).

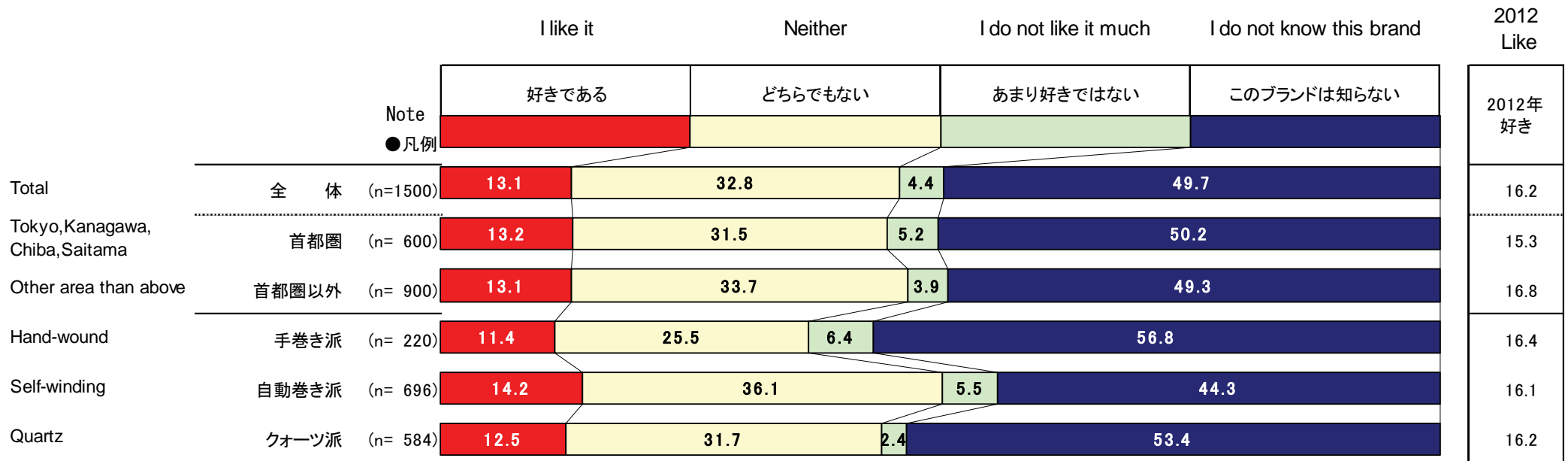


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands度

## 21 : Paul Smith (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).



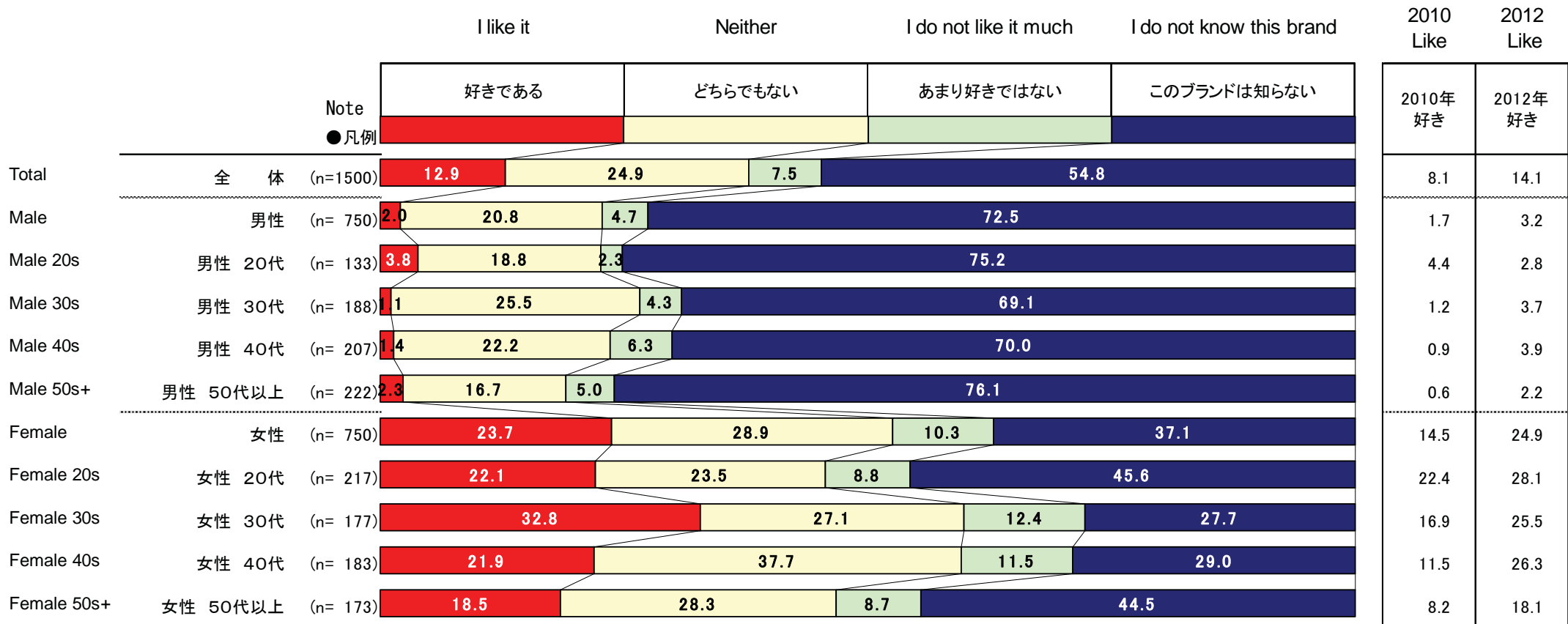


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 22 : FOLLI FOLLIE (1/2)

by gender/age

▼ 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, 2014: 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).

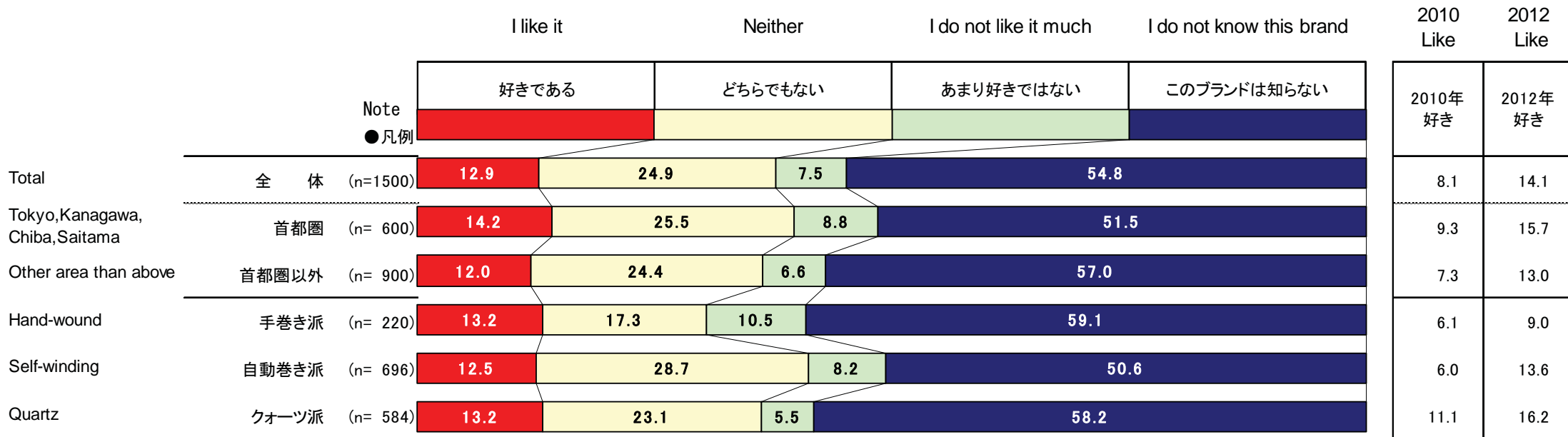


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 22 : FOLLI FOLLIE (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

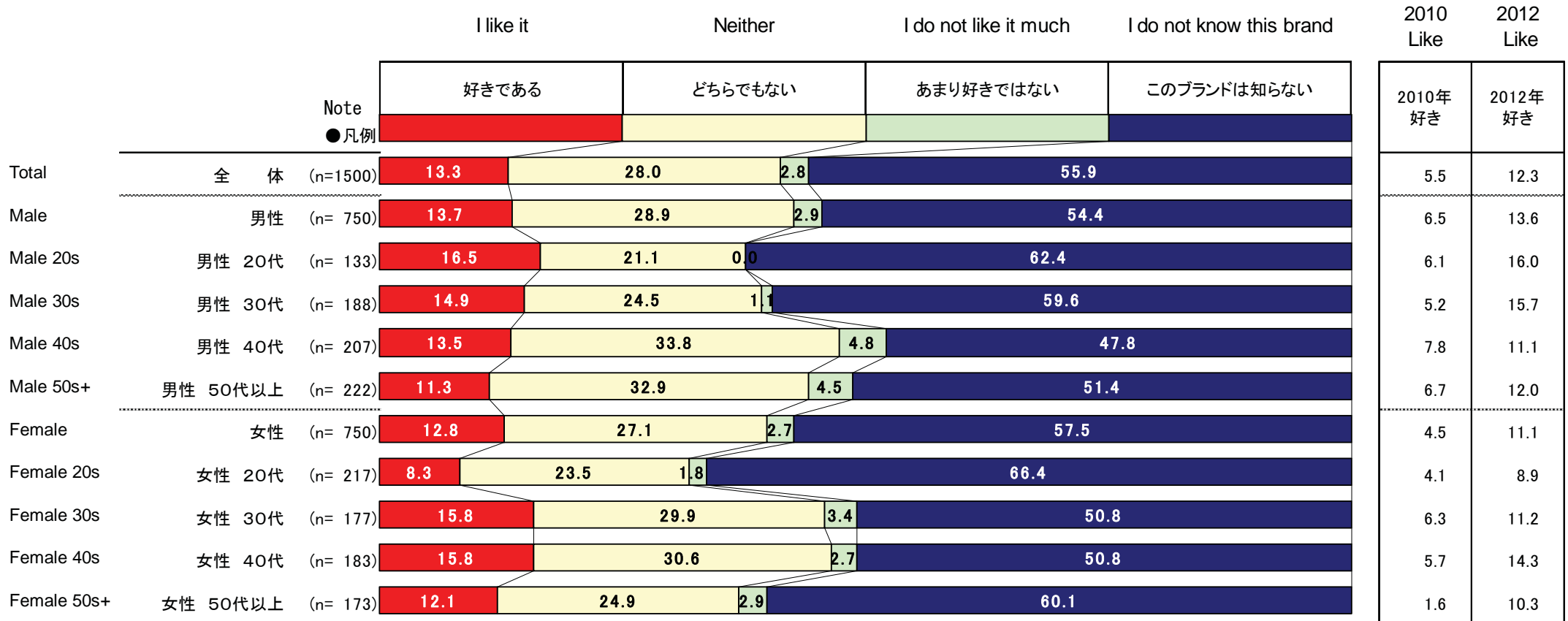


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 23 : HAMILTON (1/2)

by gender/age

▼ 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, 2014: 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).

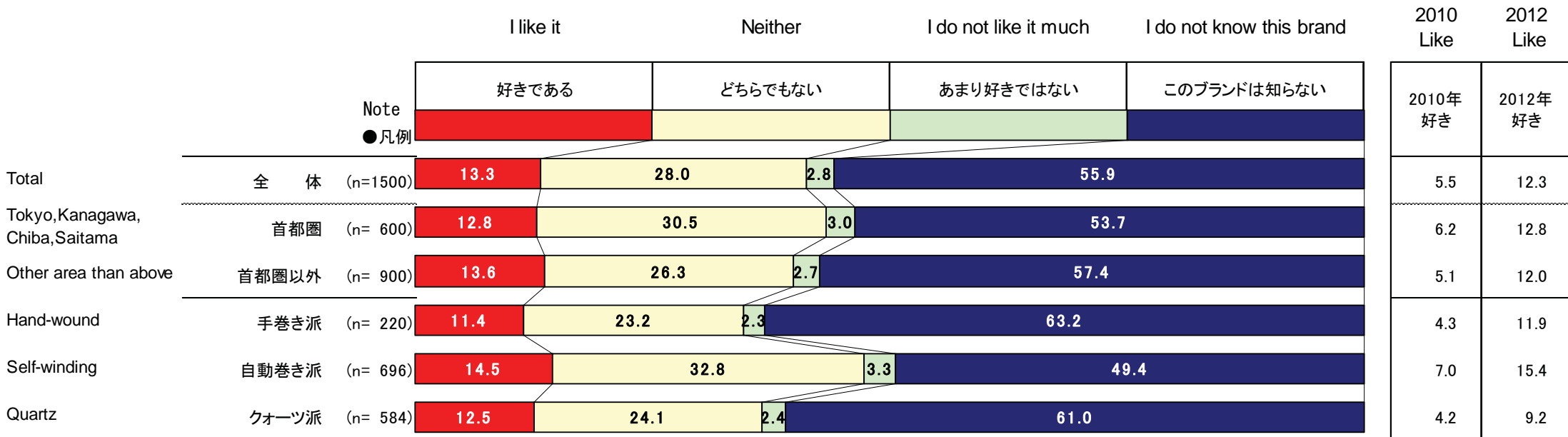


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 23 : HAMILTON (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

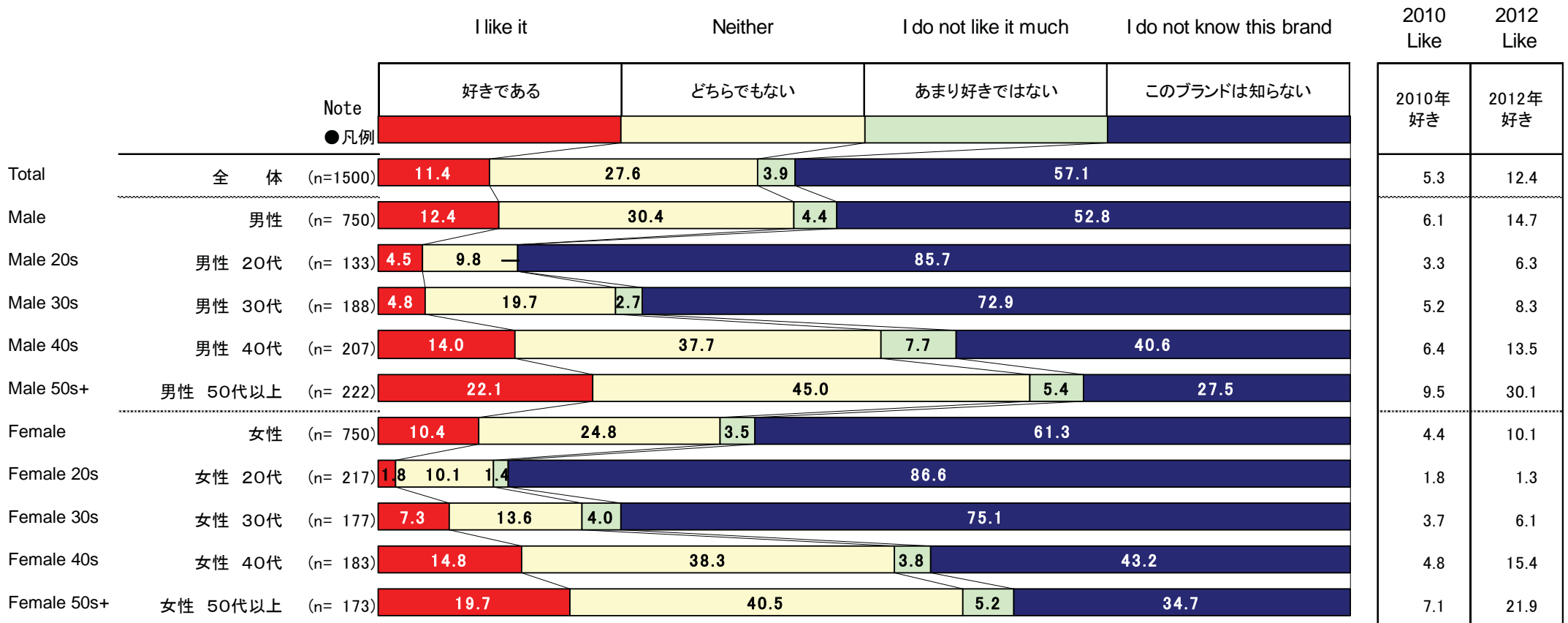


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 24 : LONGINES (1/2)

by gender/age

▼ 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, 2014: 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).

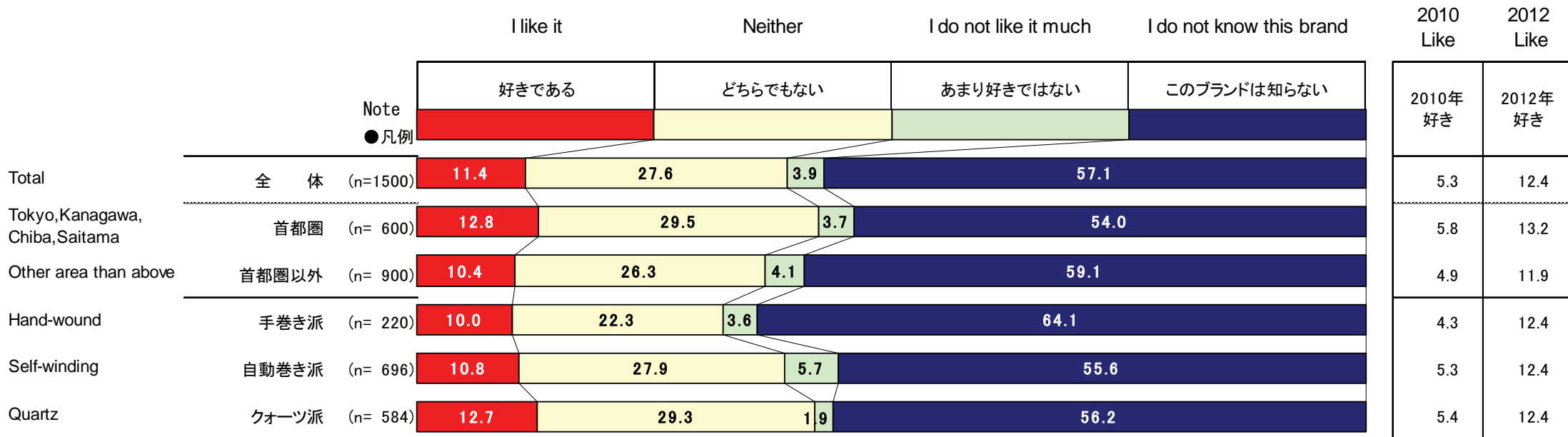


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 24 : LONGINES (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

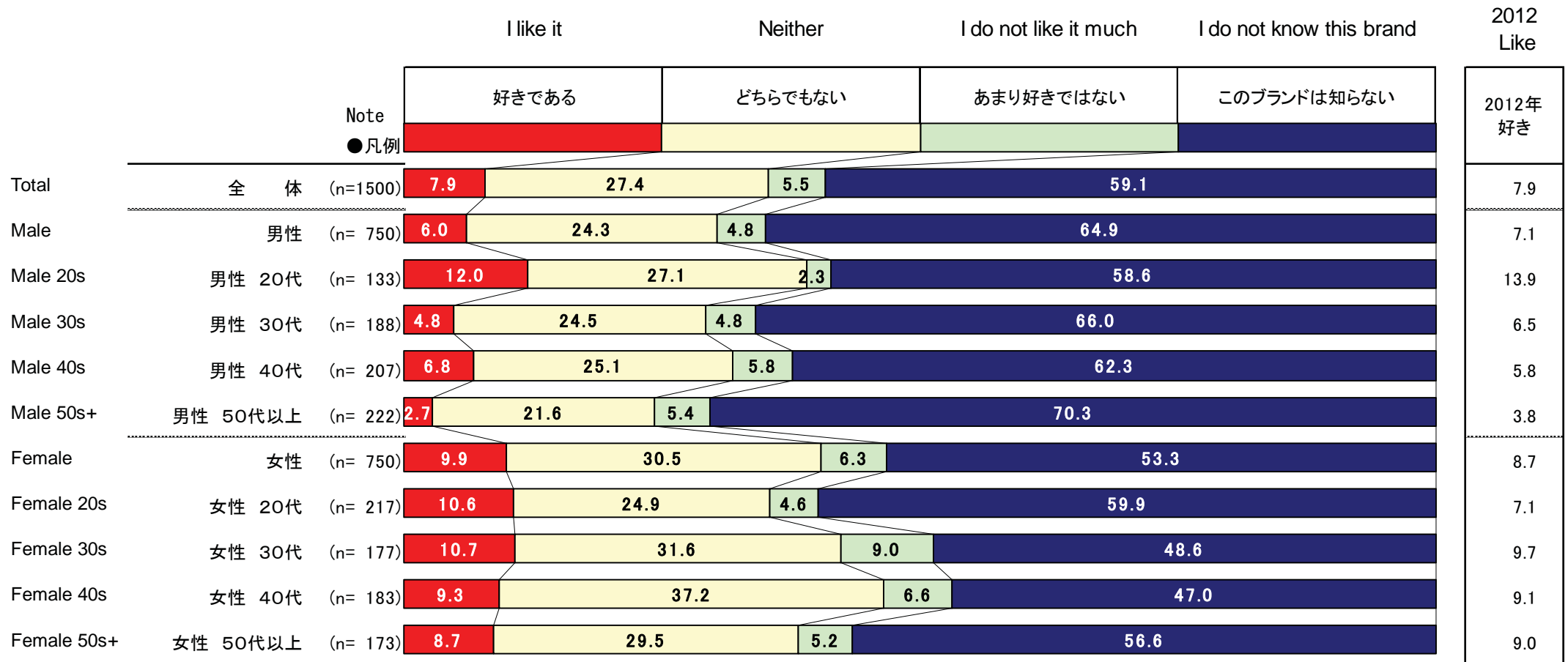


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 25 : EMPORIO ARMANI (1/2)

by gender/age

▼ 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".

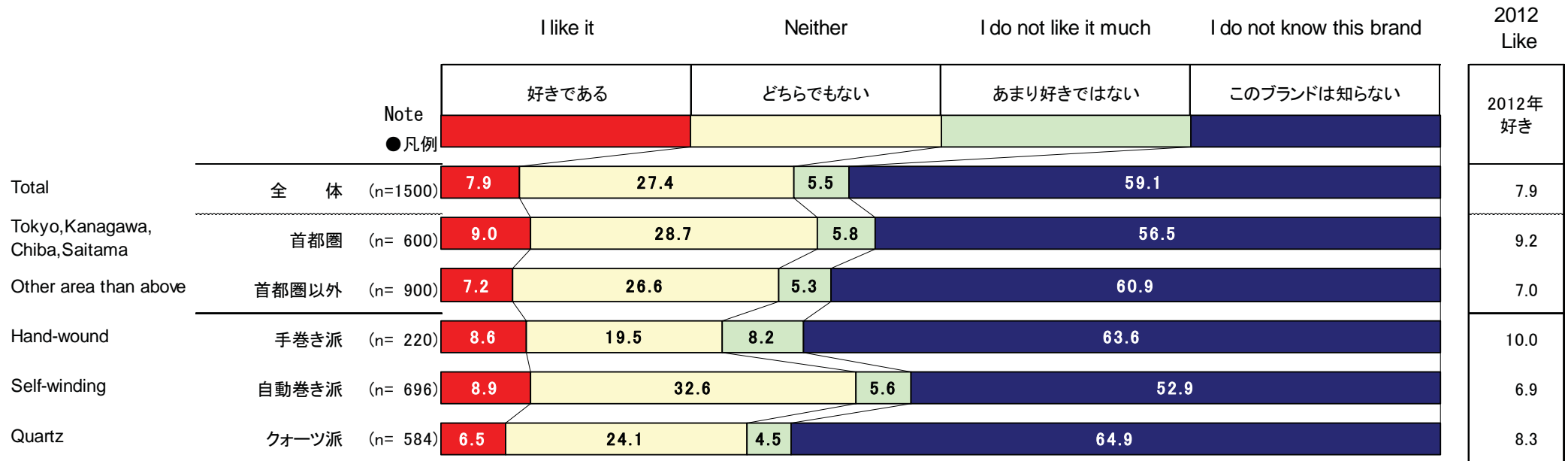
\*In 2012, 2014: respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

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

▼ 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, 2014: 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).



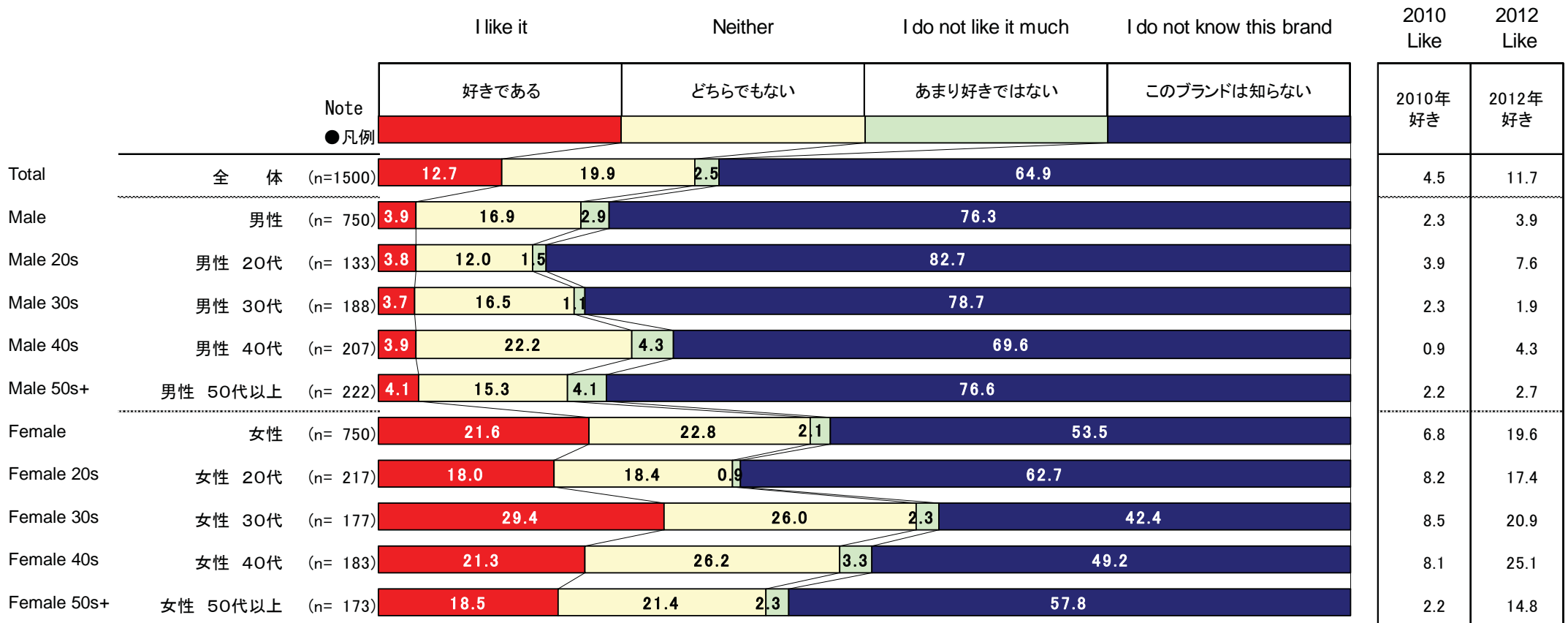


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 26 : HARRY WINSTON (1/2)

by gender/age

▼ 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".

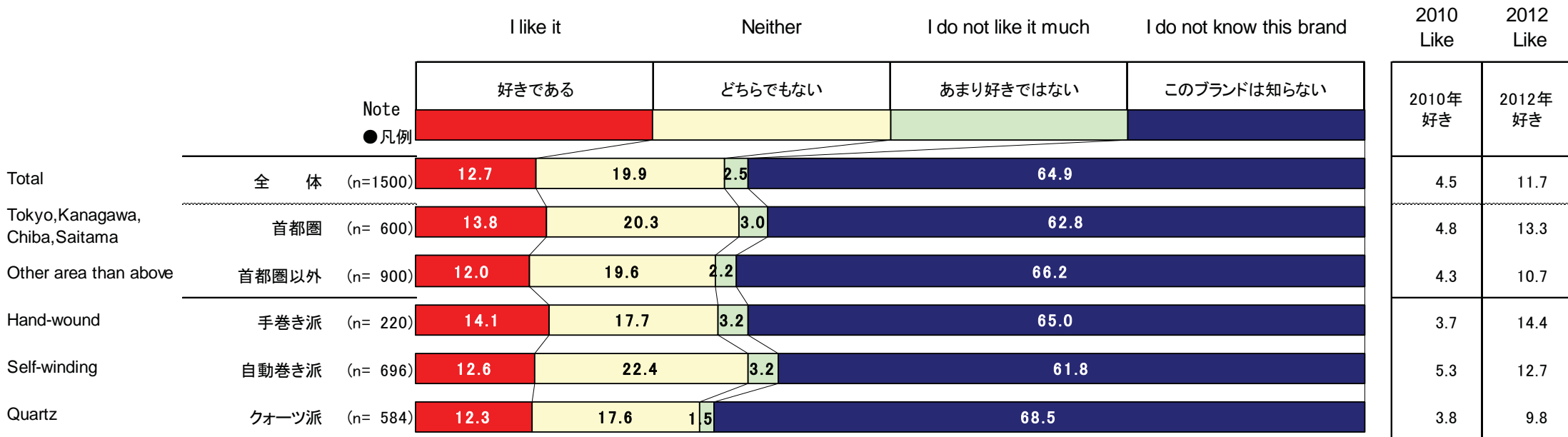
\*In 2012, 2014: respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

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

▼ 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, 2014: 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).

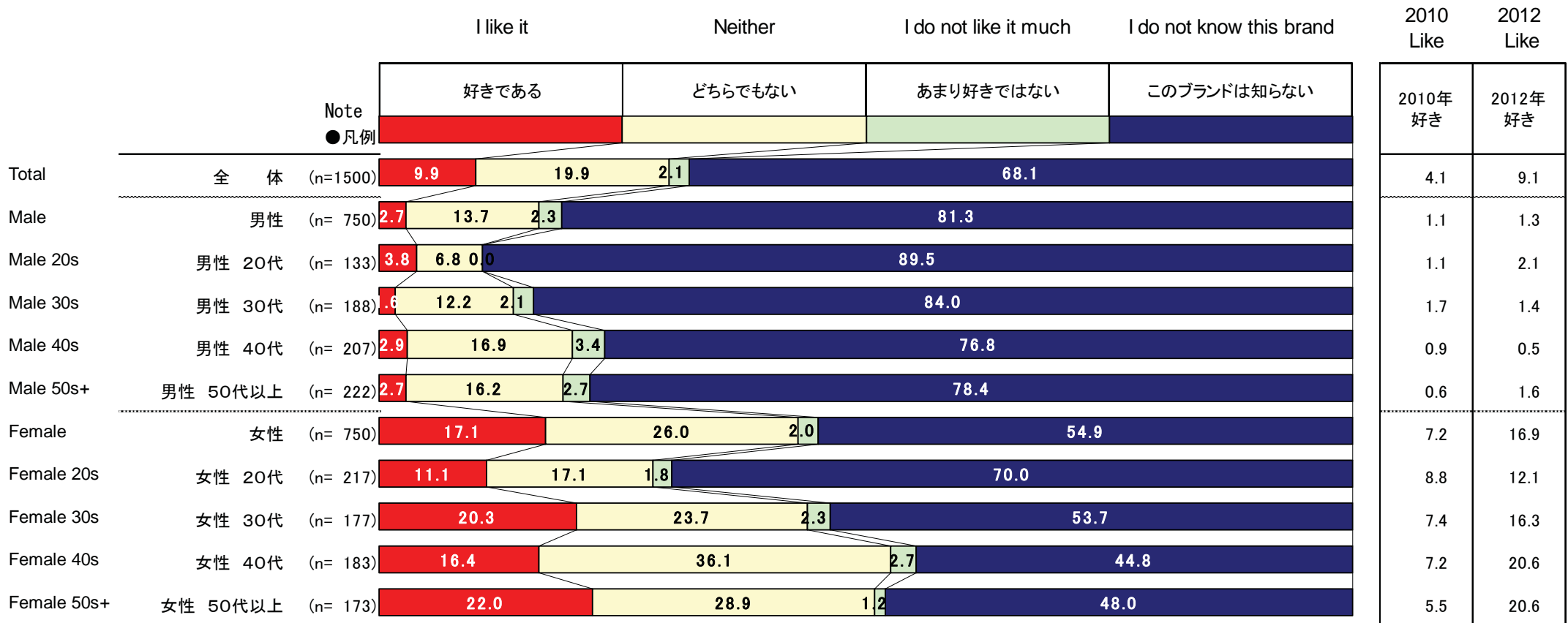


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 27 : CHAUMET (1/2)

by gender/age

▼ 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, 2014: 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).

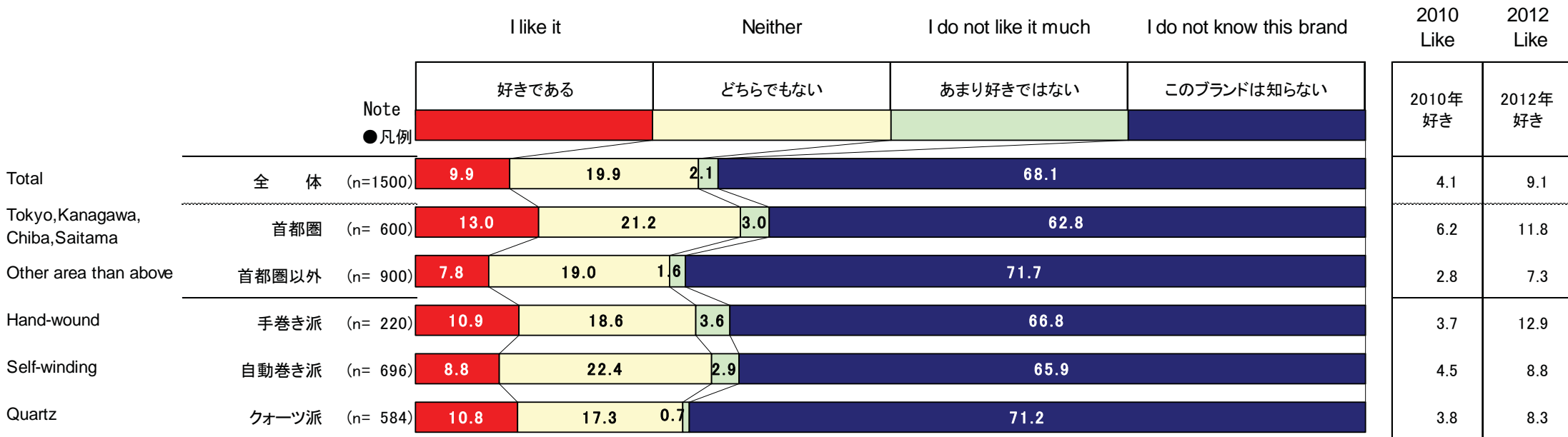


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 27 : CHAUMET (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

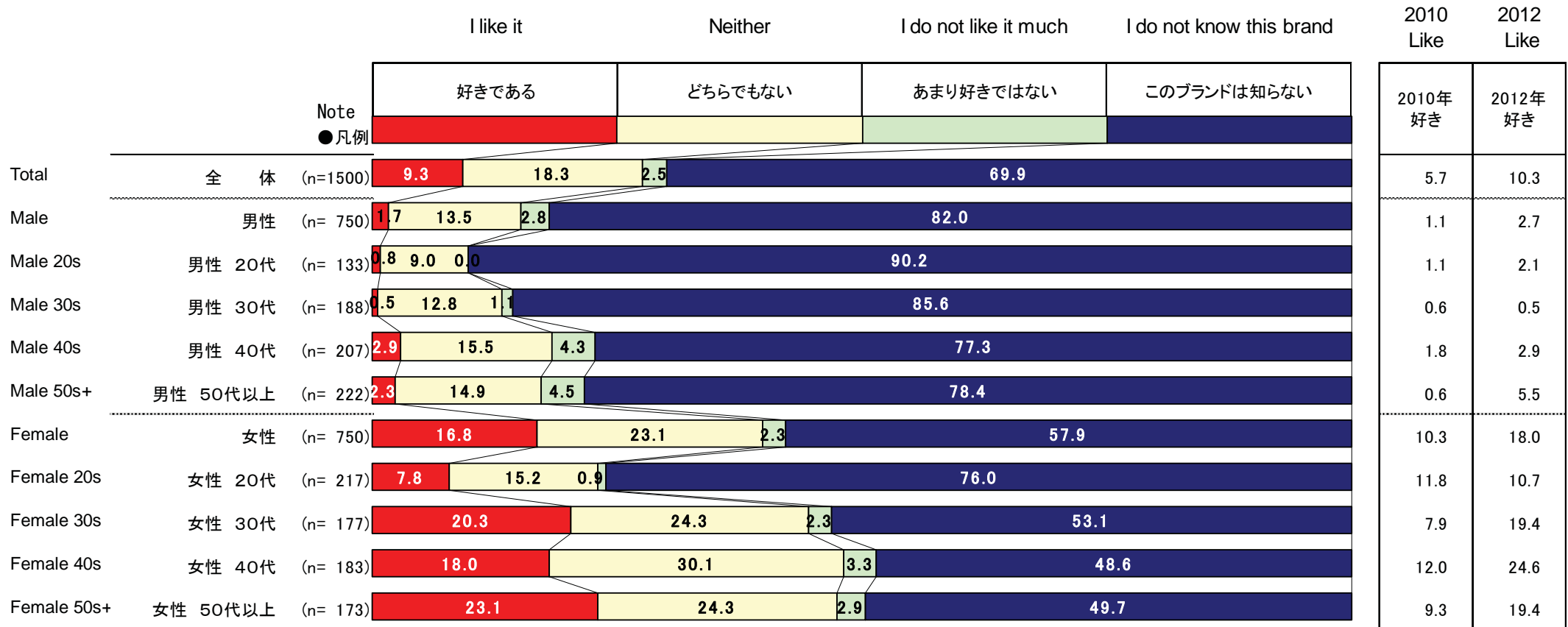


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands度

## 28 : CHOPARD (1/2)

by gender/age

▼ 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, 2014: 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).

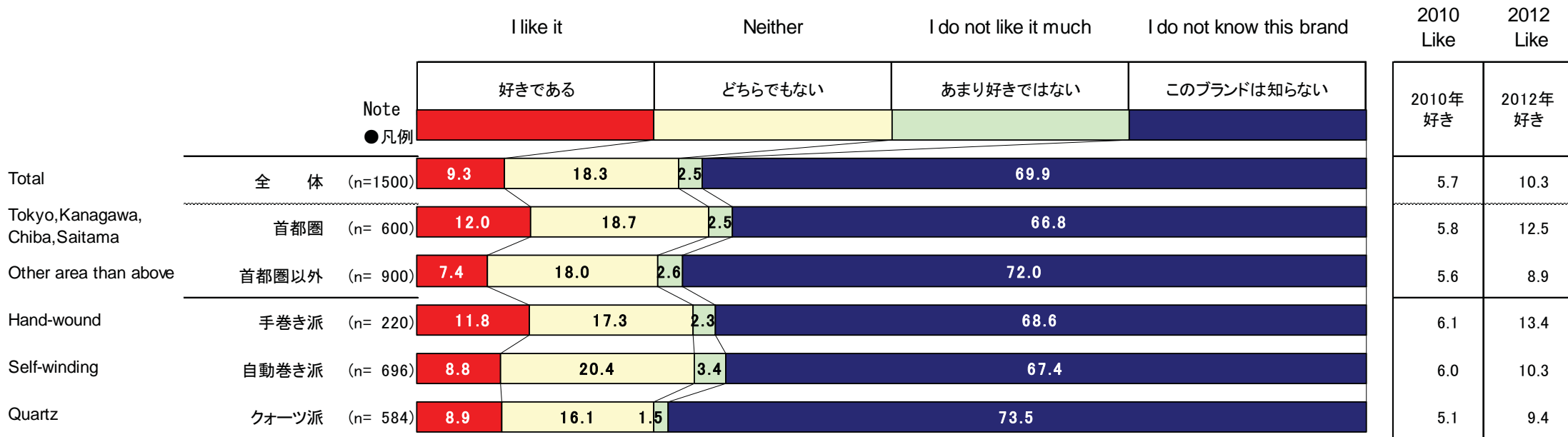


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 28 : CHOPARD (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

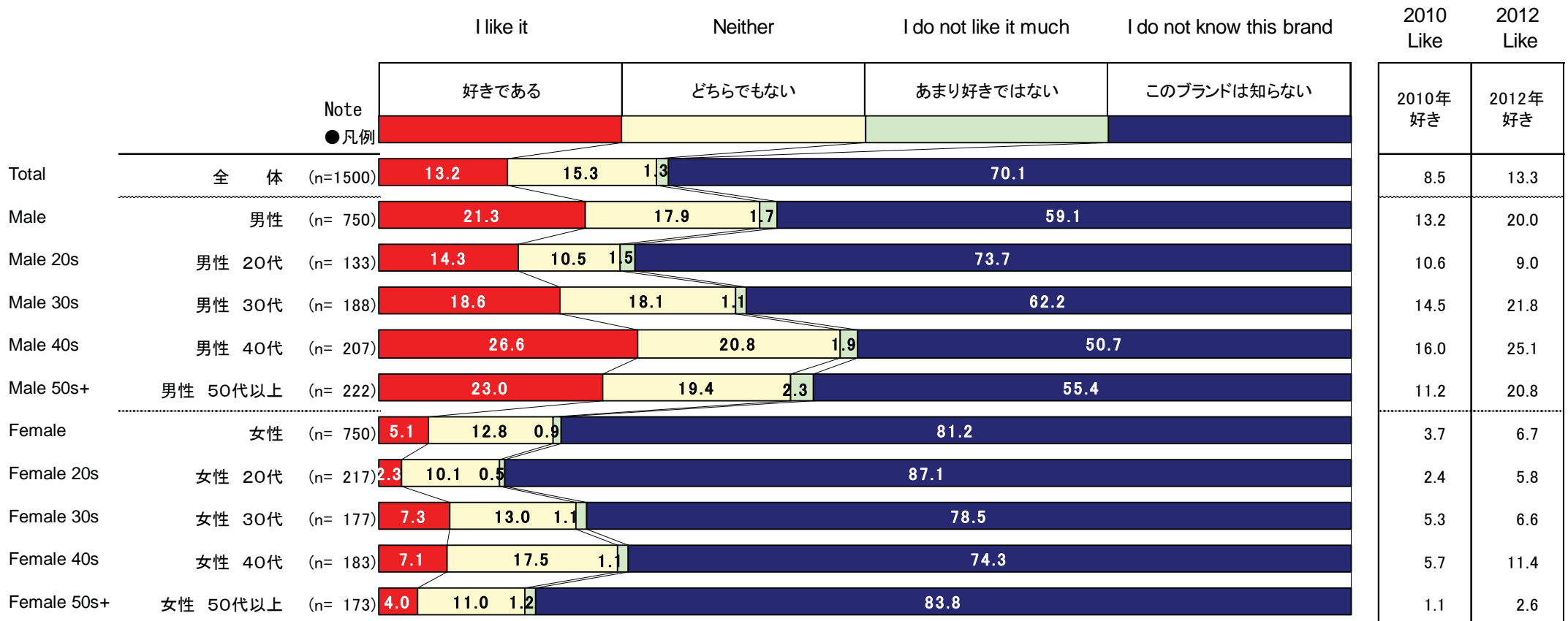


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 29 : BREITLING (1/2)

by gender/age

▼ 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, 2014: 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).

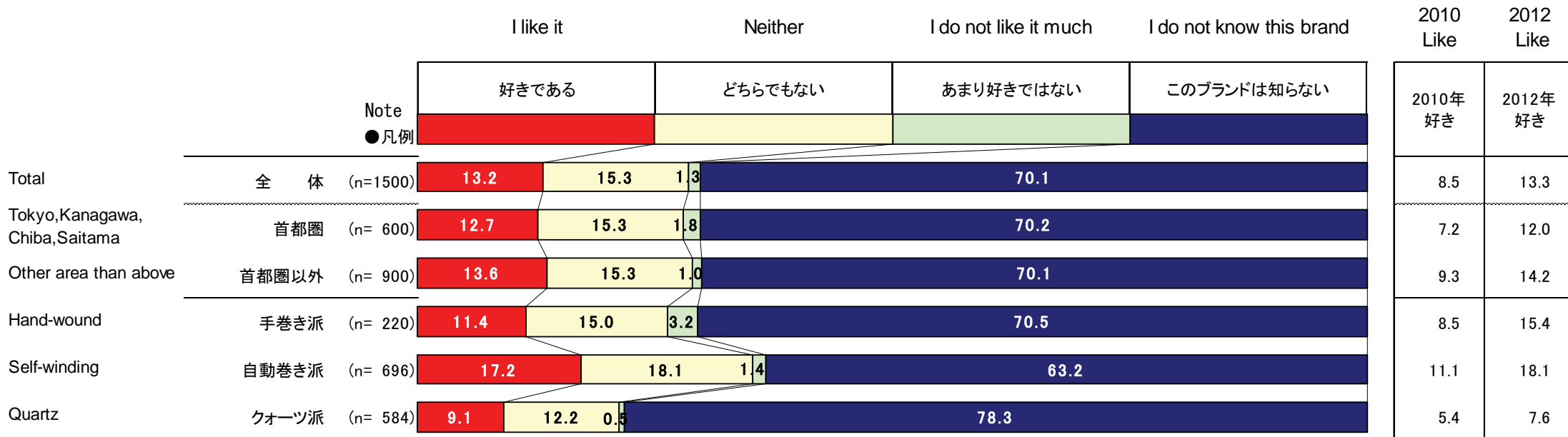


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 29 : BREITLING (1/2)

by region, and by watch movement preference

▼ 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, 2014: 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).



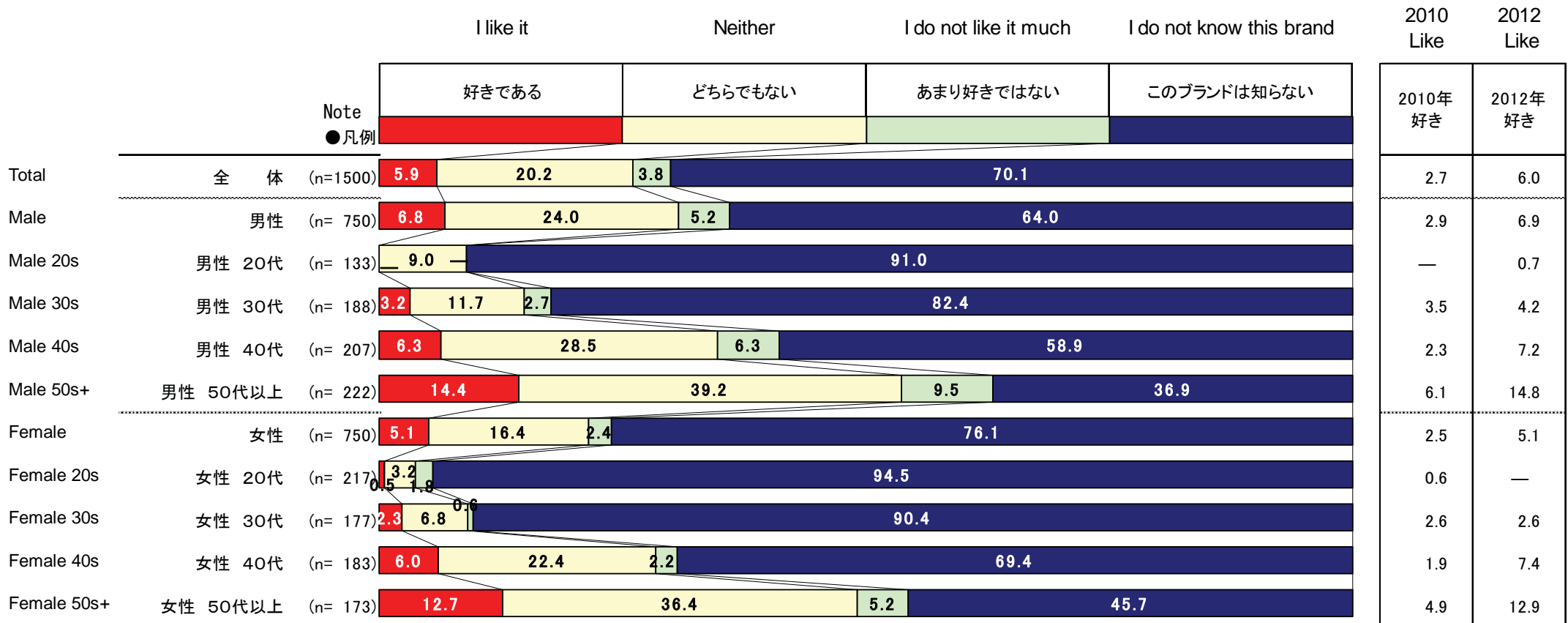


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 30 : RADO (1/2)

by gender/age

▼ 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, 2014: 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).

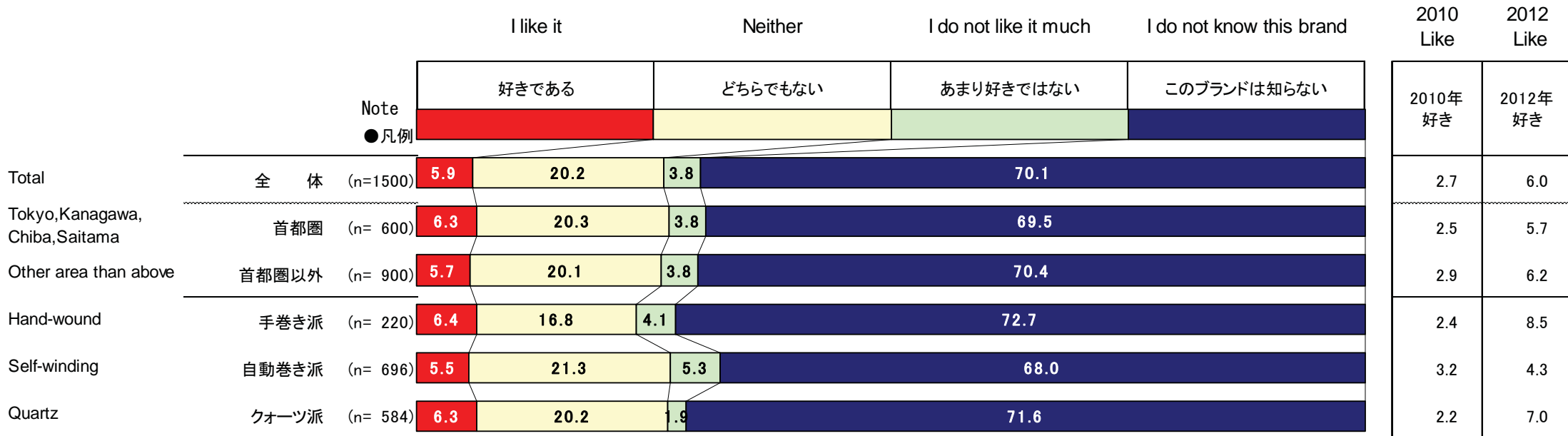


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

30 : RADO (2/2)

by region, and by watch movement preference

▼ 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".

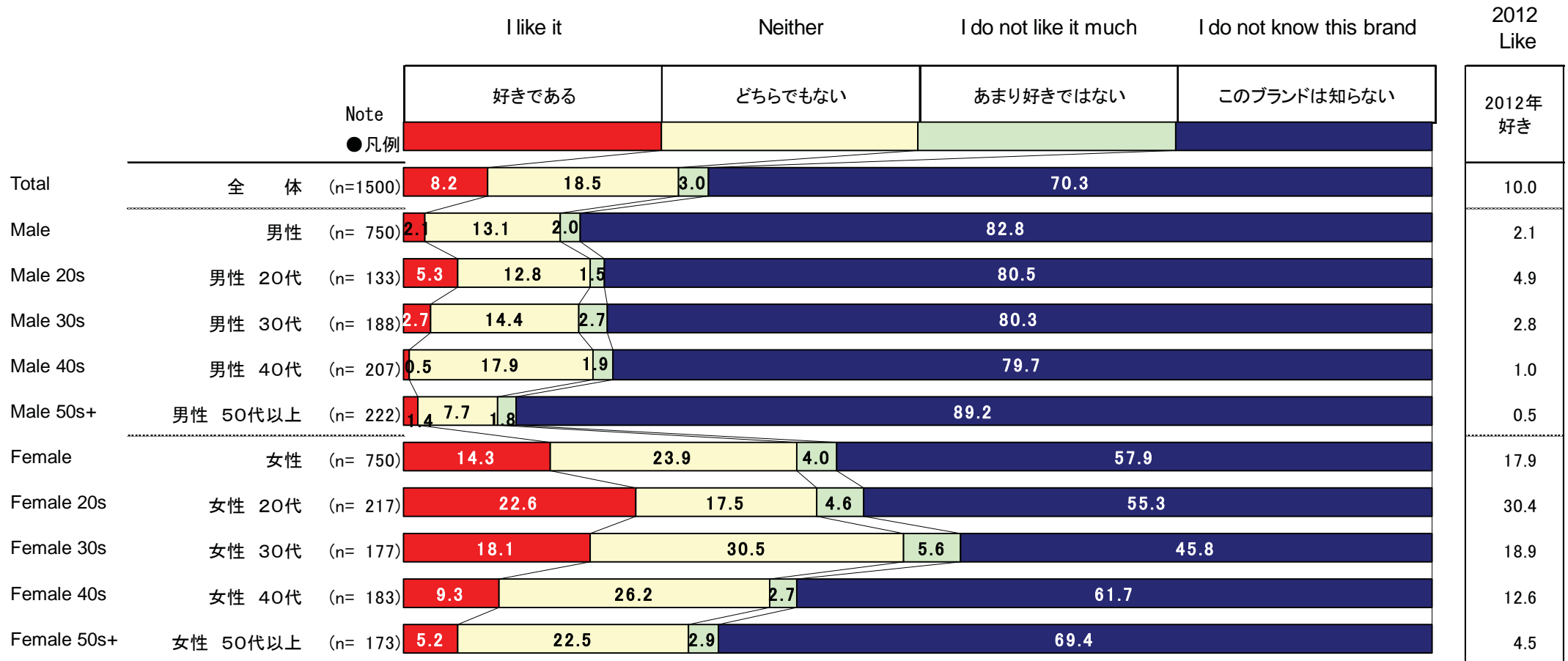
\*In 2012, 2014: respondents gave an SA answer of "I like it," "Neither," or "I don't like it much" regarding brands to which they had answered "I know it" (Required).



# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

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

▼ 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, 2014: 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).

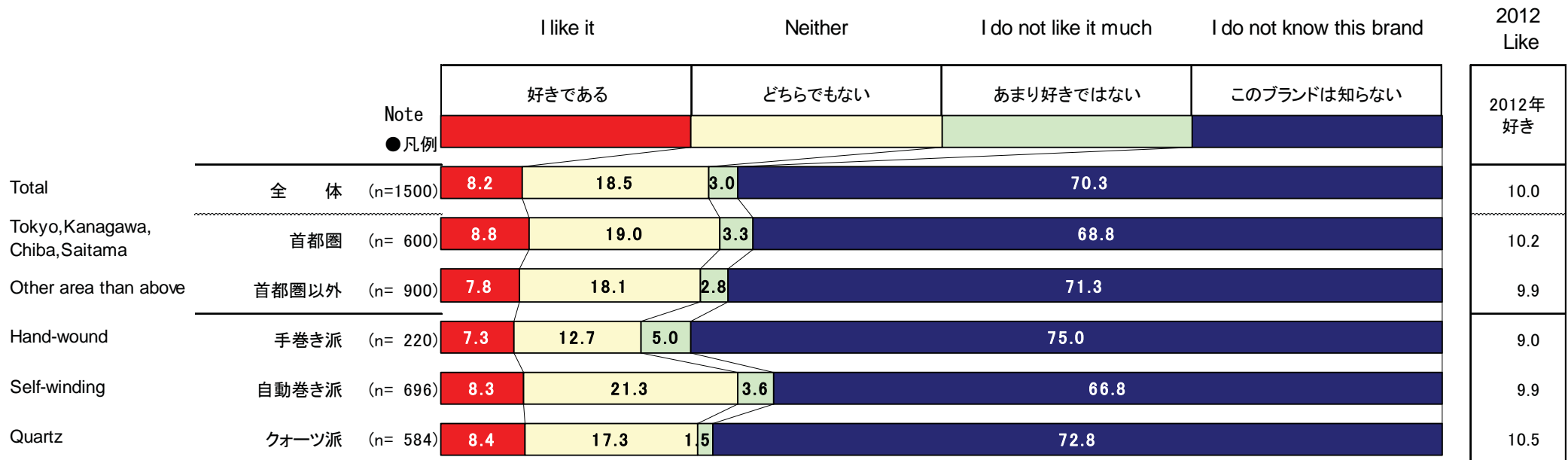


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 31 : Marc by Marc Jacobs (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

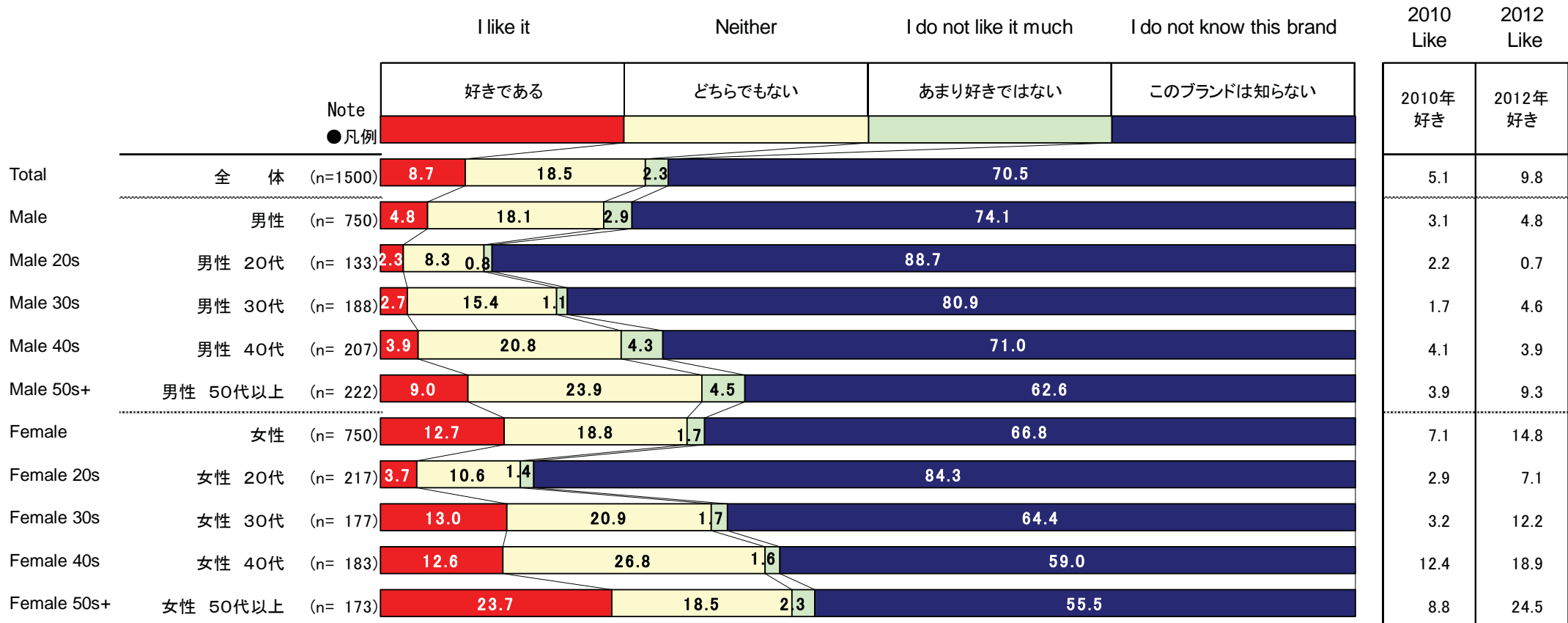


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 32 : PIAGET (1/2)

by gender/age

▼ 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, 2014: 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).

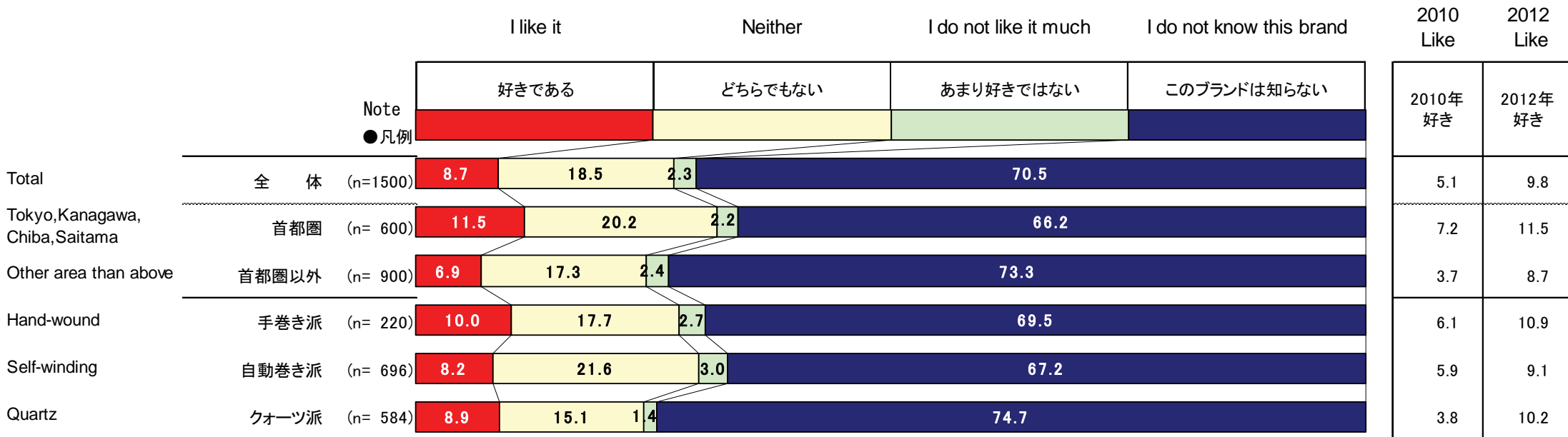


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 32 : PIAGET (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

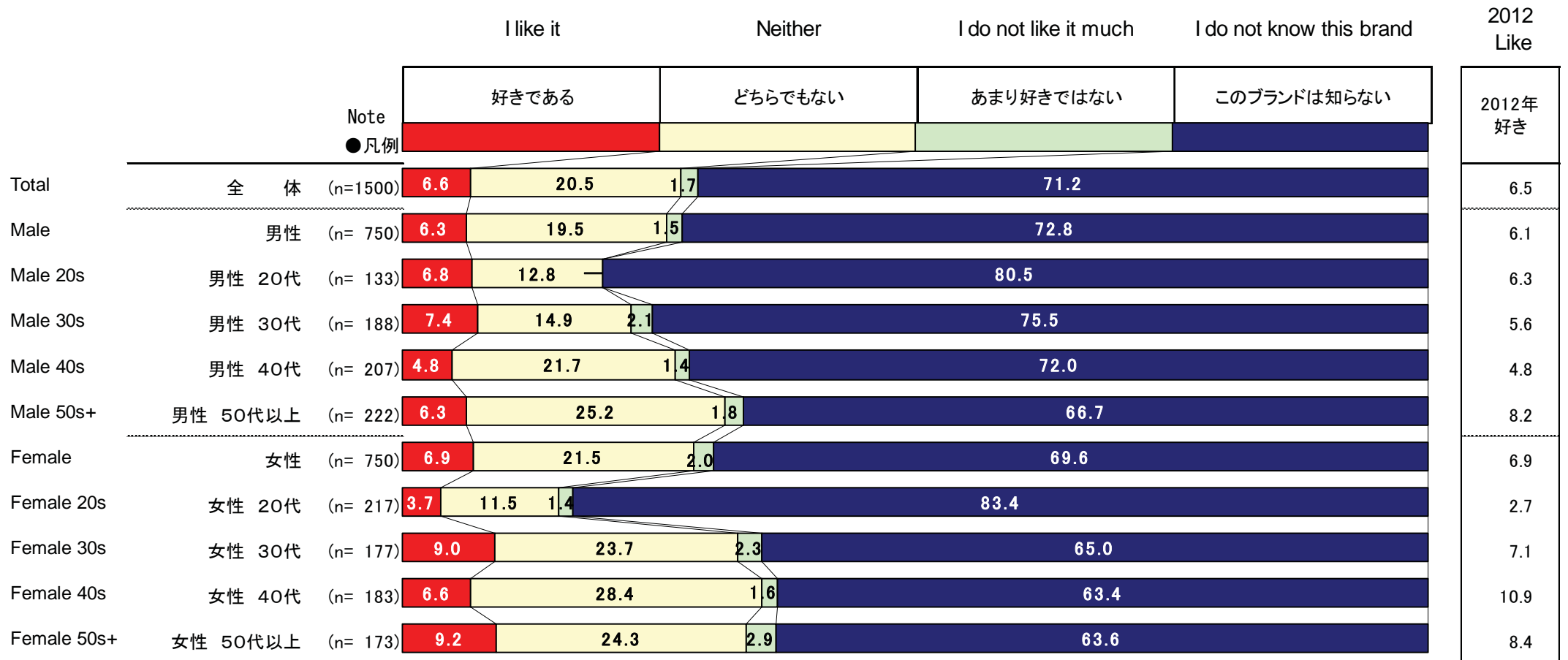


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 33 : Montblanc (1/2)

by gender/age

▼ 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, 2014: 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).

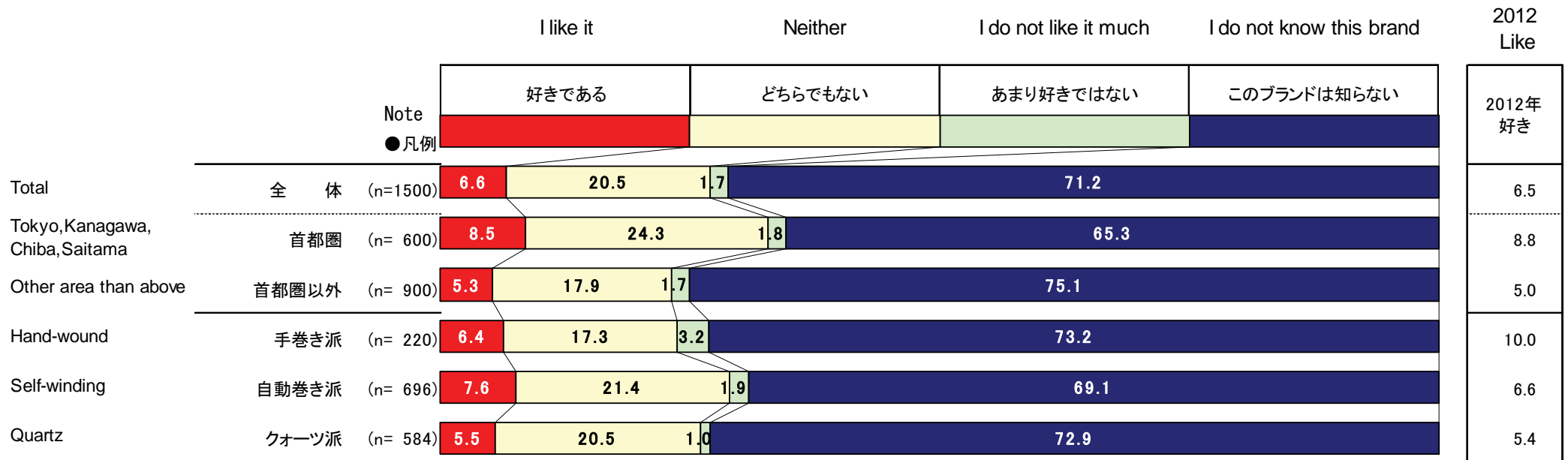


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 33 : Montblanc (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

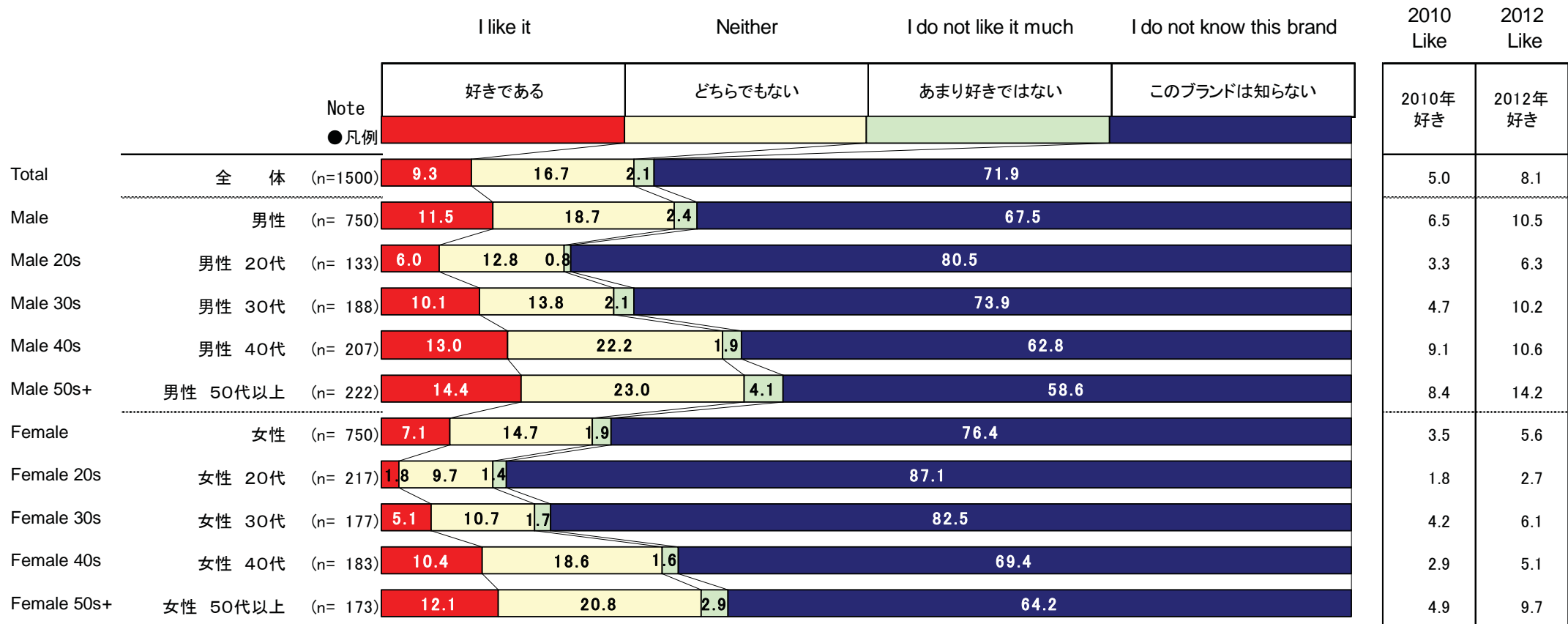




# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

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

▼ 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, 2014: 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).

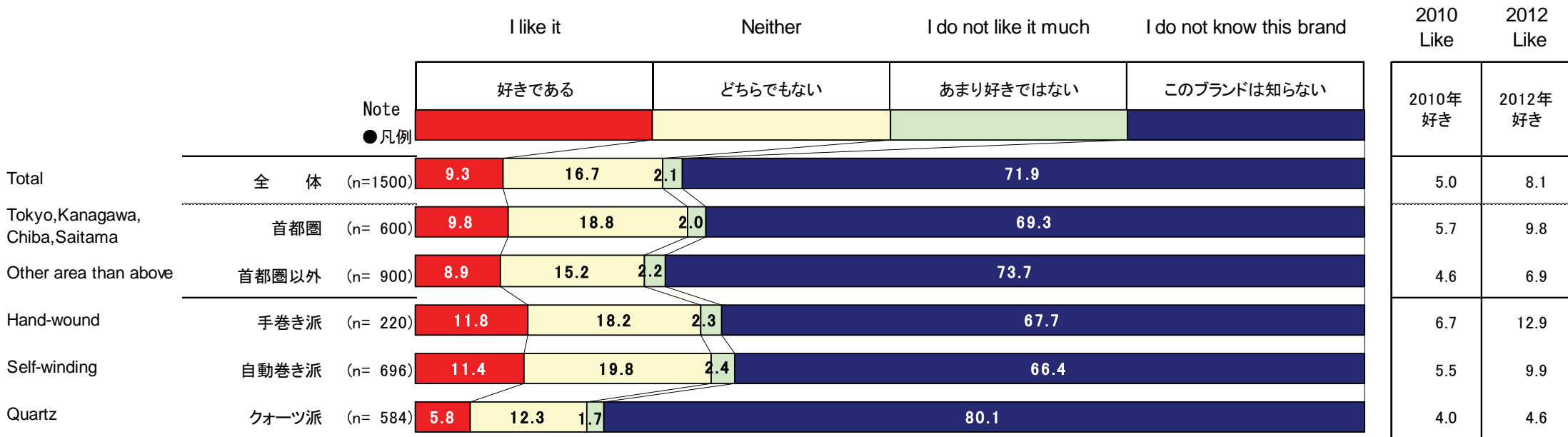


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 34 : AUDEMARS PIGUET (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

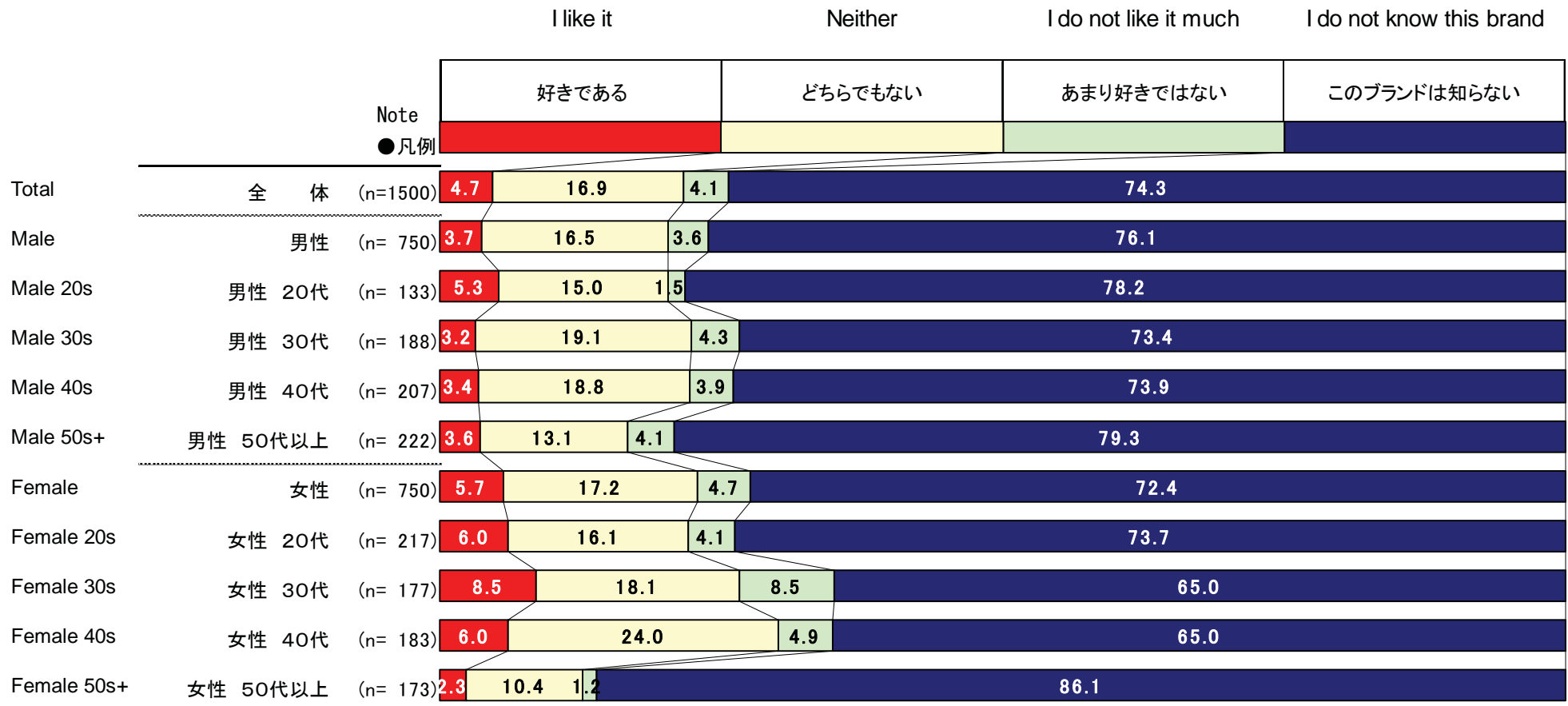


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 35 : Fossil (1/2)

by gender/age

▼ 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, 2014: 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).

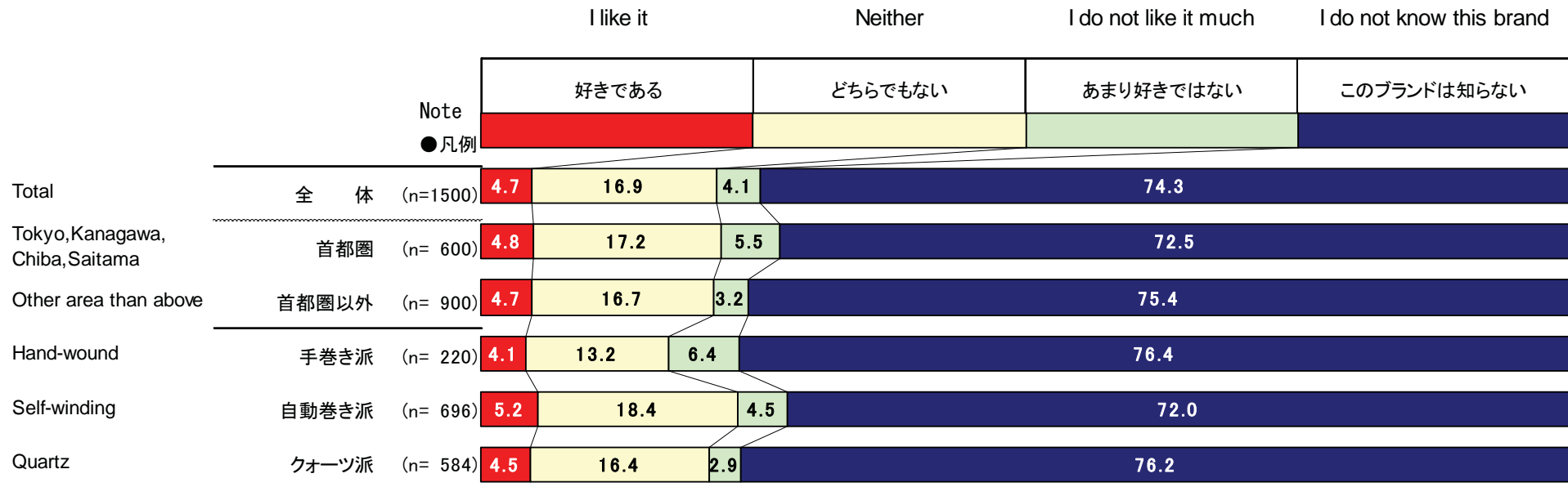


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 35 : Fossil (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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 VS 2014

2010: Total		
Oreder	Brand	(n=1500)
1	ROLEX	90.7
2	BVLGARI	90.6
3	CARTIER	90.3
4	OMEGA	90.2
5	GUCCI	83.1
6	CHANEL	81.3
7	HERMES	79.2
8	BURBERRY	76.7
9	TIFFANY	75.5
10	DIOR	75.2
11	COACH	75.1
12	SWATCH	74.5
13	LOUIS VUITTON	74.3
14	DUNHILL	73.6
15	ck CALVIN KLEIN	70.9
16	agnes.b.	69.7
17	FRANCK MULLER	69.6
18	FENDI	68.6
19	TAG HEUER	67.1
20	LONGINES	56.4
21	FOLLI FOLLIE	55.3
22	HAMILTON	47.0
23	RADO	41.0
24	CHOPARD	39.9
25	HARRY WINSTON	38.0
25	PIAGET	38.0
27	CHAUMET	37.3
28	BREITLING	30.5
29	AUDEMARS PIGUET	29.8
30	BREGUET	27.2
31	IWC	25.7
32	TISSOT	24.5
33	PATEK PHILIPPE	22.9
34	EBEL	22.3
35	ORIS	20.3
36	PANERAI	20.1
37	ZENITH	19.1
38	BAUME & MERCIER	16.9
39	JAEGER-LECOULTRE	16.5
40	BLANCPAIN	14.9
41	GIRARD-PERREGAUX	12.5
42	VACHERON CONSTANTIN	12.4
43	FREDERIQUE CONSTANT	12.3

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2012: Total		
Oreder	Brand	(n=1500)
1	CARTIER	88.4
2	BVLGARI	88.2
3	ROLEX	86.7
4	OMEGA	86.2
5	GUCCI	80.7
6	CHANEL	79.3
7	HERMES	76.0
8	BURBERRY	75.4
9	TIFFANY	72.8
10	COACH	71.9
11	LOUIS VUITTON	71.5
12	FRANCK MULLER	69.1
13	SWATCH	67.4
14	DIOR	67.1
15	DUNHILL	66.5
16	agnes.b.	65.1
17	ck CALVIN KLEIN	64.2
18	FENDI	64.1
19	TAG HEUER	61.4
20	Paul Smith	56.7
21	DIESEL	54.0
22	FOLLI FOLLIE	52.3
23	EMPORIO ARMANI	51.4
24	LONGINES	51.2
25	HAMILTON	44.9
26	HARRY WINSTON	38.3
27	RADO	34.9
28	CHAUMET	34.1
29	CHOPARD	33.7
29	PIAGET	33.7
31	Montblanc	33.4
32	Marc by Marc Jacobs	32.3
33	AUDEMARS PIGUET	29.1
34	BREITLING	28.1
35	BREGUET	26.3

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 ↑ To 29th Place  
 ↓ Ranked out

2014: Total		
Oreder	Brand	(n=1500)
1	BVLGARI	83.1
2	CARTIER	81.7
3	ROLEX	78.9
4	OMEGA	78.3
5	GUCCI	70.7
6	CHANEL	69.4
7	HERMES	68.0
8	BURBERRY	66.7
9	COACH	64.1
10	agnes.b.	62.1
11	LOUIS VUITTON	61.1
12	TIFFANY	60.5
13	FRANCK MULLER	59.1
13	SWATCH	59.1
15	DIOR	56.9
16	DUNHILL	56.3
17	TAG HEUER	55.0
18	ck CALVIN KLEIN	54.5
19	FENDI	53.8
20	DIESEL	51.7
21	Paul Smith	50.3
22	FOLLI FOLLIE	45.2
23	HAMILTON	44.1
24	LONGINES	42.9
25	EMPORIO ARMANI	40.9
26	HARRY WINSTON	35.1
27	CHAUMET	31.9
28	CHOPARD	30.1
29	BREITLING	29.9
29	RADO	29.9
31	Marc by Marc Jacobs	29.7
32	PIAGET	29.5
33	Montblanc	28.8
34	AUDEMARS PIGUET	28.1
35	Fossil	25.7

NEW brand

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

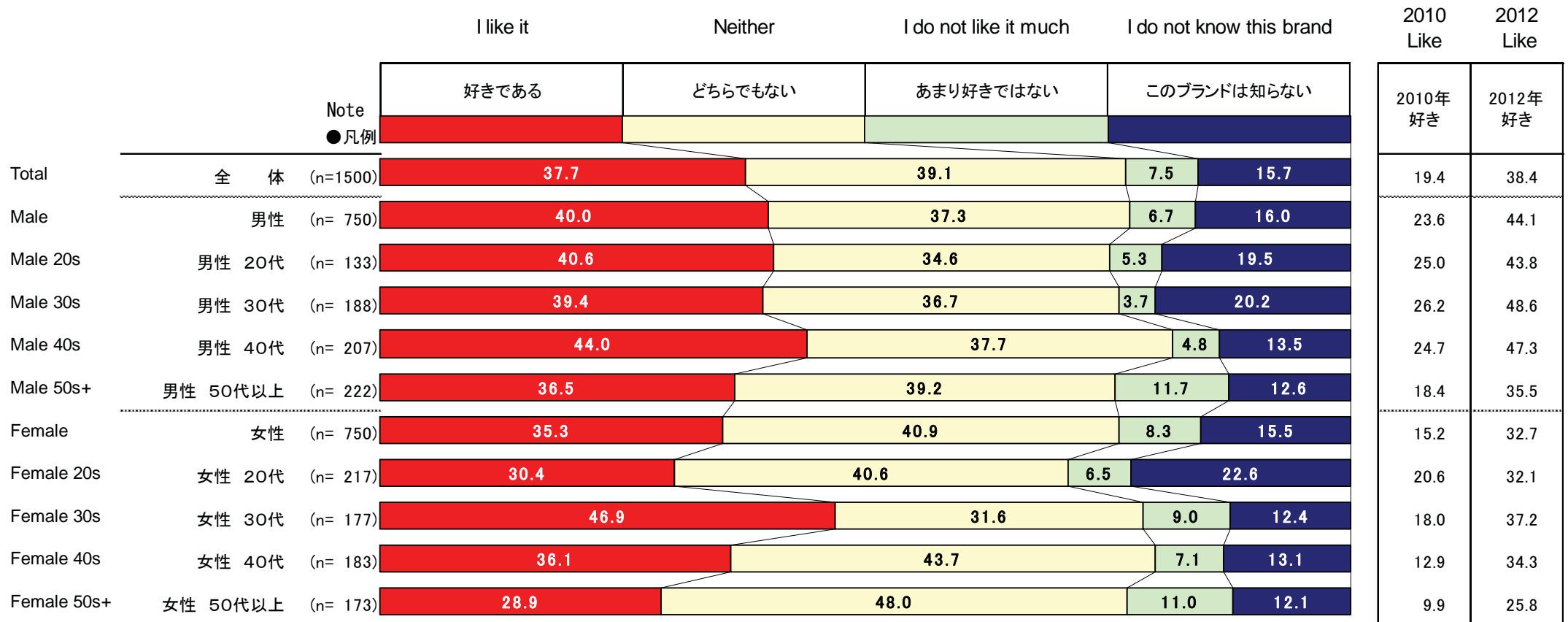


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 1 : CASIO (1/2)

by gender/age

▼ 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, 2014: 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).

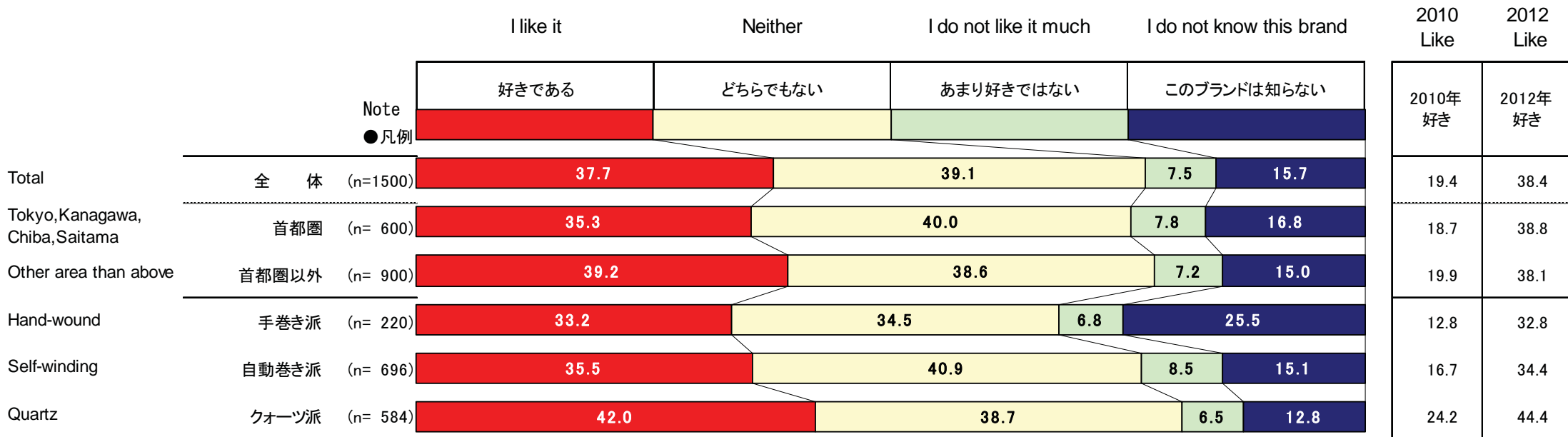


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 1 : CASIO (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

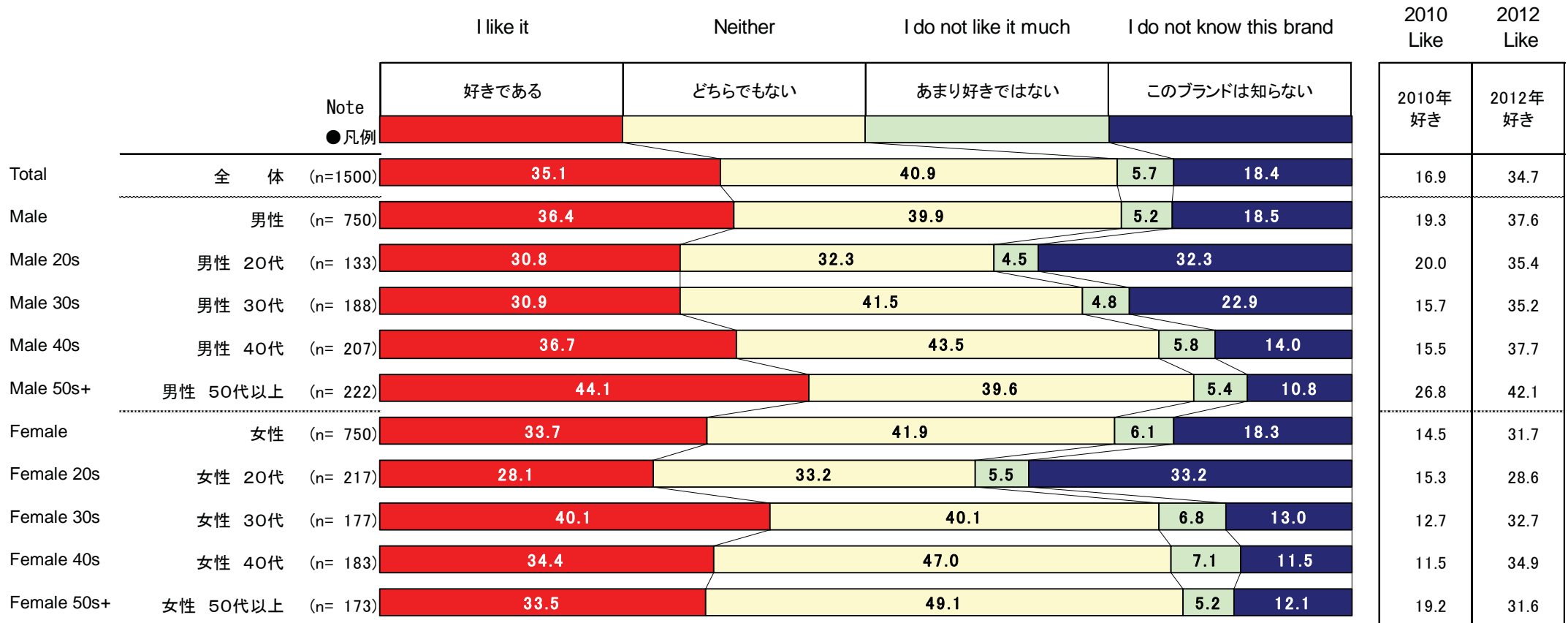


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 4 : CITIZEN (1/2)

by gender/age

▼ 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, 2014: 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).



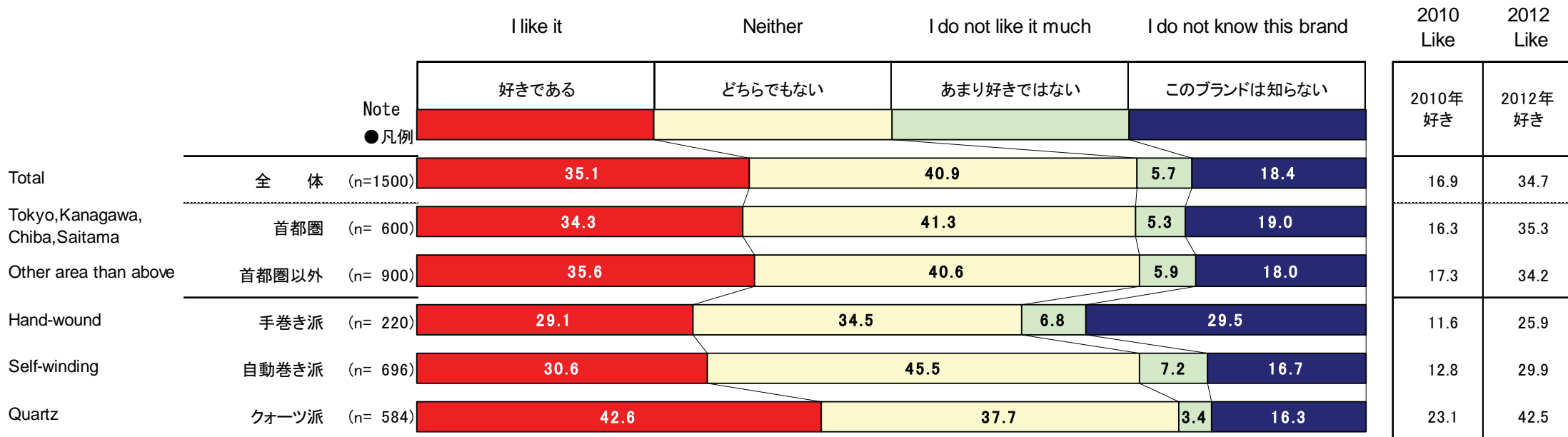


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 4 : CITIZEN (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).

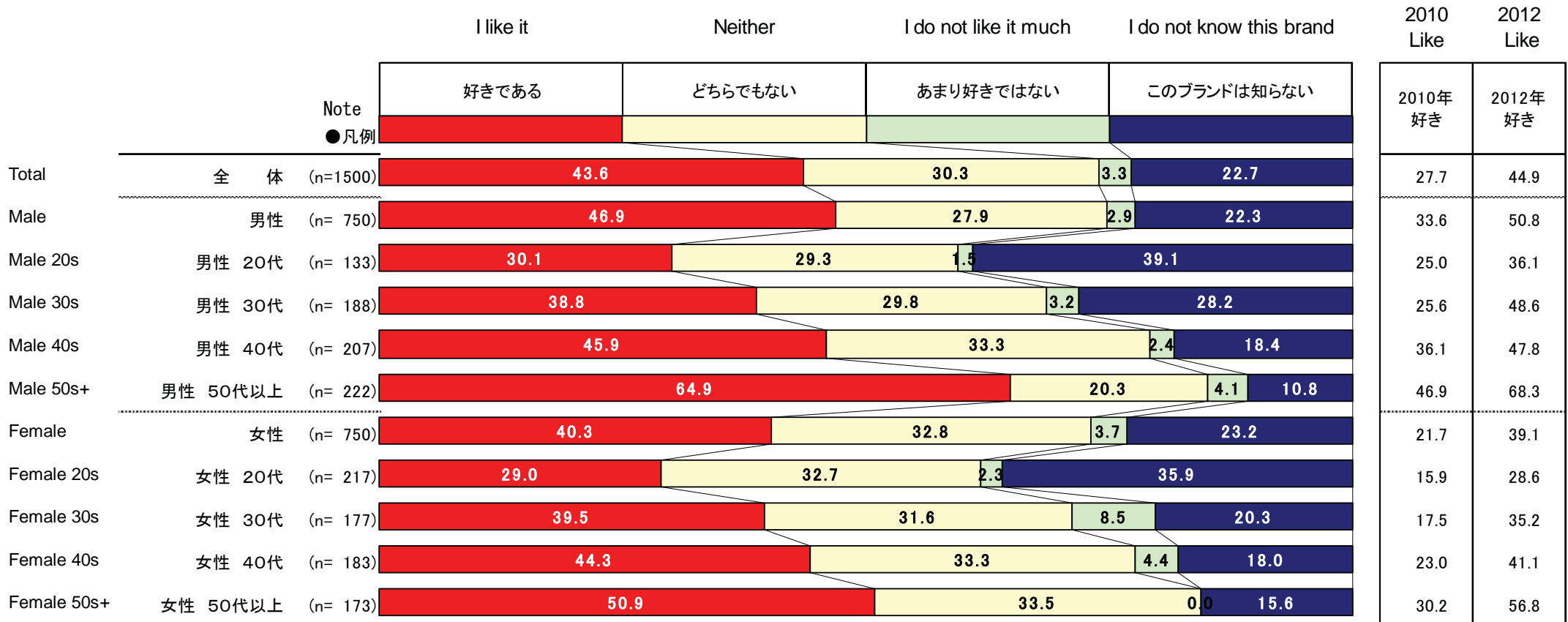


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 7 : SEIKO (1/2)

by gender/age

▼ 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, 2014: 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).

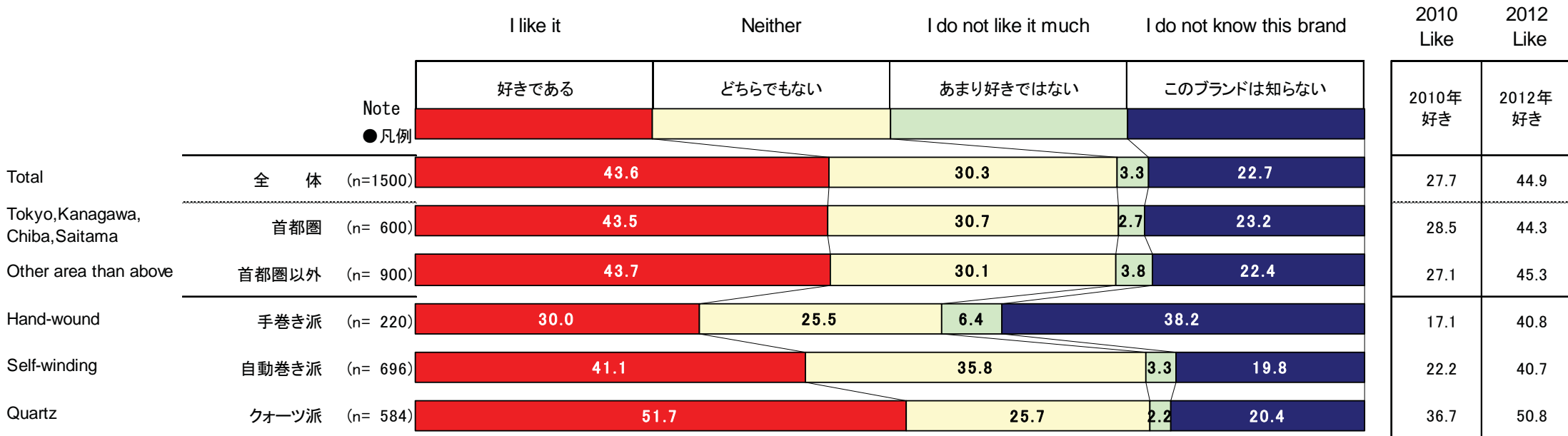


# Wristwatch Consumer Awareness Survey 2014 / Favorite brands

## 7 : SEIKO (2/2)

by region, and by watch movement preference

▼ 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, 2014: 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).