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

Consumer Awareness Survey on Watches 2014

(Summary of Survey Results)

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■ Summary Outline

Summary Outline

The Federation of the Swiss Watch Industry FH conducted a questionnaire on Japanese consumers' awareness of and buying trends for watches, in the same manner as it did in 2010 and 2012.
We expanded the survey questions to reflect suggestions from member companies of the federation, importers and affiliates, and made it possible to compare the results for questions that also appeared in the previous surveys.
The survey was designed to be conducted on the Internet, and was targeted at male and female people aged 20 or over who were interested in luxury watches. We asked Yano Research Institute Ltd. to carry out the survey. It was conducted on February 10 and 11, 2014, and we obtained 1,500 valid responses. The following analysis was undertaken by Yano Research Institute Ltd.

- **Survey area** Whole of Japan

- **Survey method** Internet questionnaire

- **Survey date** Monday, February 10, 2014 and Tuesday, February 11, 2014 (national holiday)

- **Survey subjects** Male and female aged 20 or older in Japan who satisfy the following conditions (equal proportion):

  1) Have bought watches by themselves; and

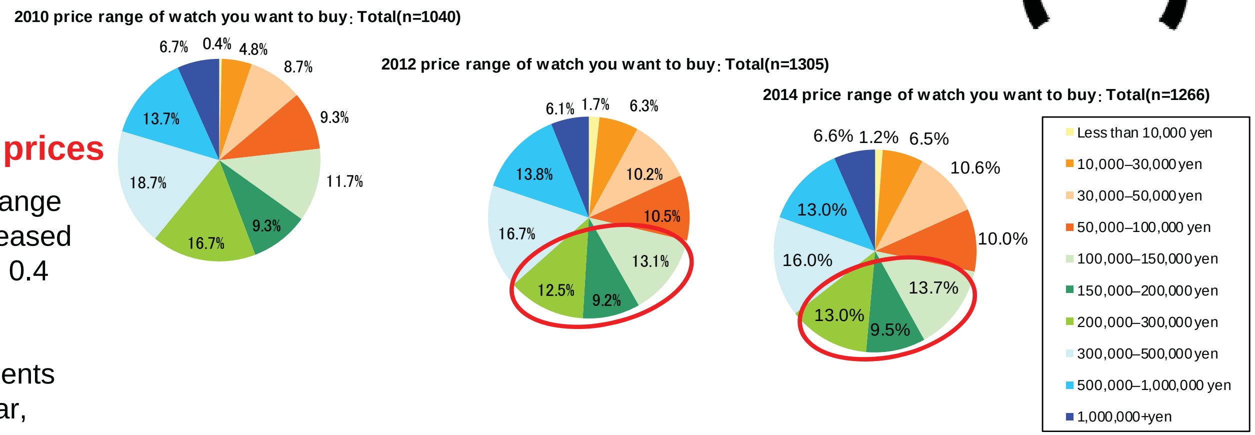
  2) Are Interested or somewhat interested in watches that cost 100,000 yen or more.

- **Number of valid responses** 1,500

■ Review

Review:1

Price range of watch you want to buy



1) Purchase price shifting to "low-range to medium-range" prices

- The purchase price of the watch you want" is gradually shifting from low-range to medium-range prices. The price range of "100,000 – 300,000 yen" increased 1.4 points from 2012. The price range of "less than 100,000 yen" declined 0.4 points and of "300,000 yen or above" dropped 1.0 point from 2012.
- In the price range of "100,000 – 300,000 yen", the ratio of female respondents declined 0.2 points while male increased 2.7 points from 2012. In particular, the ratio of male in their 40s rose 5.8 points, showing a clear shift to medium-range prices among consumers in relatively higher age group.

2) Women are shifting prominently to higher price range

- With regard to the price of the watch that consumers want to buy, "300,000 – 500,000 yen" was the most popular response for both males and females samples.
- Among the male samples, "300,000 – 500,000 yen" was the top response with 16.5%, followed by "100,000 – 150,000 yen" with 14.8% and "500,000 – 1,000,000 yen" with 12.9%. Among females, "300,000 – 500,000 yen" was the highest with 15.6%, followed by "200,000 – 300,000 yen" with 14.1% and "500,000 – 1,000,000 yen" with 13.0%.
- The price range of "300,000 yen or above" declined 3.9 points among male respondents but increased 2.0 points among female samples. In particular, the ratio of female in their 40s rose significantly by10.7 points. Factors behind the shift to higher price range appear to include the growth in the number of working women and momentum to promote women to the managerial position.
- For users interested in watches costing 100,000 yen or above, the price range of "affordable luxury watches" that "you want to buy", is "300,000 – 500,000 yen", and males continue to be willing to pay one range higher to buy the watch desired. However, the price range of watch women want to buy is increasing.

	Total male			Male 20s			Male 30s			Male 40s			Male 50s+		
	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014
	n=544	n=664	n=649	n=142	n=125	n=109	n=130	n=194	n=165	n=152	n=186	n=178	n=120	n=159	n=197
Less than 10,000 yen	0.4	1.5	1.4	0.7	1.6	3.7	—	2.6	1.8	0.7	1.6	0.6	—	—	0.5
10,000–30,000 yen	5.1	6.3	6.3	4.9	16.0	11.0	6.2	6.2	7.9	5.3	5.4	5.6	4.2	—	3.0
30,000–50,000 yen	7.9	7.7	9.1	12.7	11.2	14.7	5.4	6.2	11.5	6.6	7.0	6.2	6.7	7.5	6.6
50,000–100,000 yen	9.0	10.4	10.2	10.6	14.4	11.9	9.2	10.3	10.3	7.2	8.1	9.6	9.2	10.1	9.6
100,000–150,000 yen	12.7	14.5	14.8	12.7	14.4	9.2	16.9	14.9	19.4	8.6	13.4	14.6	13.3	15.1	14.2
150,000–200,000 yen	9.0	8.6	9.2	12.7	6.4	9.2	9.2	10.3	10.3	7.2	7.5	6.7	6.7	9.4	10.7
200,000–300,000 yen	16.2	10.1	11.9	13.4	11.2	11.0	15.4	9.3	7.9	23.7	8.6	14.0	10.8	11.9	13.7
300,000–500,000 yen	18.0	18.1	16.5	10.6	12.0	12.8	20.8	21.6	15.2	19.1	19.9	19.7	22.5	16.4	16.8
500,000–1,000,000 yen	13.8	16.0	12.9	15.5	9.6	9.2	11.5	14.4	12.7	12.5	19.9	14.0	15.8	18.2	14.2
1,000,000+yen	7.9	6.9	7.7	6.3	3.2	7.3	5.4	4.1	3.0	9.2	8.6	9.0	10.8	11.3	10.7

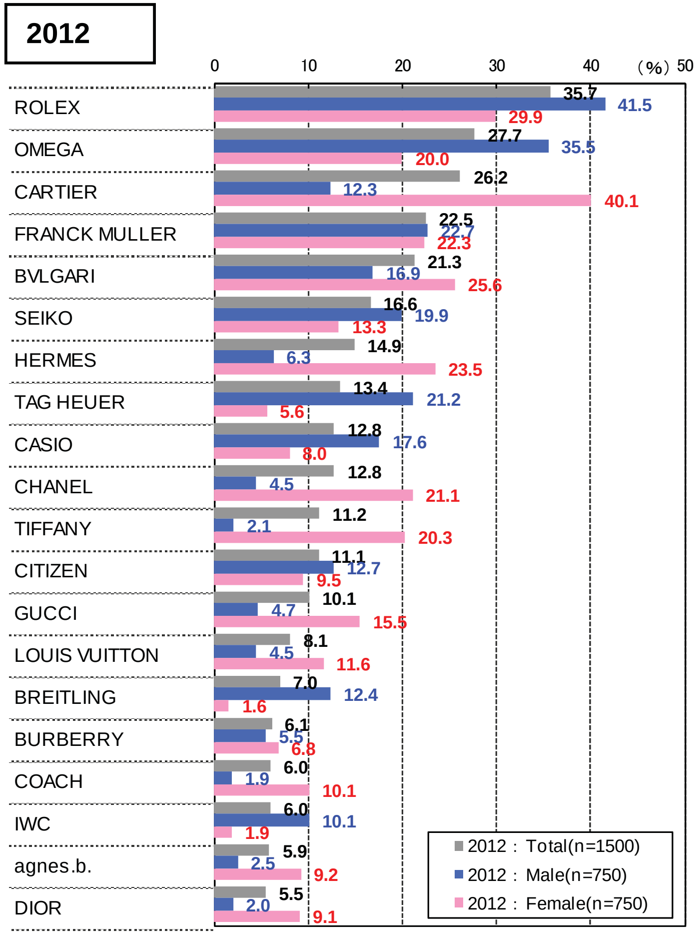
	Total female			Female 20s			Female 30s			Female 40s			Female 50s+		
	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014
	n=496	n=641	n=617	n=127	n=194	n=170	n=127	n=171	n=155	n=140	n=152	n=149	n=102	n=124	n=143
Less than 10,000 yen	0.4	1.9	1.0	1.6	3.1	2.4	—	1.2	—	—	2.0	1.3	—	0.8	—
10,000–30,000 yen	4.4	6.2	6.6	11.8	12.4	11.8	2.4	3.5	6.5	2.1	3.9	6.7	1.0	3.2	0.7
30,000–50,000 yen	9.5	12.8	12.2	18.1	21.6	22.9	7.1	10.5	10.3	6.4	7.9	6.0	5.9	8.1	7.7
50,000–100,000 yen	9.7	10.6	9.9	11.8	13.4	14.7	11.0	10.5	7.7	5.0	7.9	6.0	11.8	9.7	10.5
100,000–150,000 yen	10.7	11.7	12.5	9.4	9.3	7.6	7.1	15.2	19.4	14.3	13.2	11.4	11.8	8.9	11.9
150,000–200,000 yen	9.7	9.8	9.7	5.5	8.2	8.2	11.8	9.4	7.7	12.9	8.6	9.4	7.8	14.5	14.0
200,000–300,000 yen	17.3	15.0	14.1	8.7	7.2	10.0	17.3	15.8	15.5	20.0	21.1	12.8	24.5	18.5	18.9
300,000–500,000 yen	19.4	15.3	15.6	18.9	11.3	10.6	23.6	18.1	15.5	18.6	17.1	23.5	15.7	15.3	13.3
500,000–1,000,000 yen	13.5	11.5	13.0	9.4	8.8	7.6	14.2	11.7	12.9	16.4	13.2	18.1	13.7	13.7	14.0
1,000,000+yen	5.4	5.1	5.5	4.7	4.6	4.1	5.5	4.1	4.5	4.3	5.3	4.7	7.8	7.3	9.1

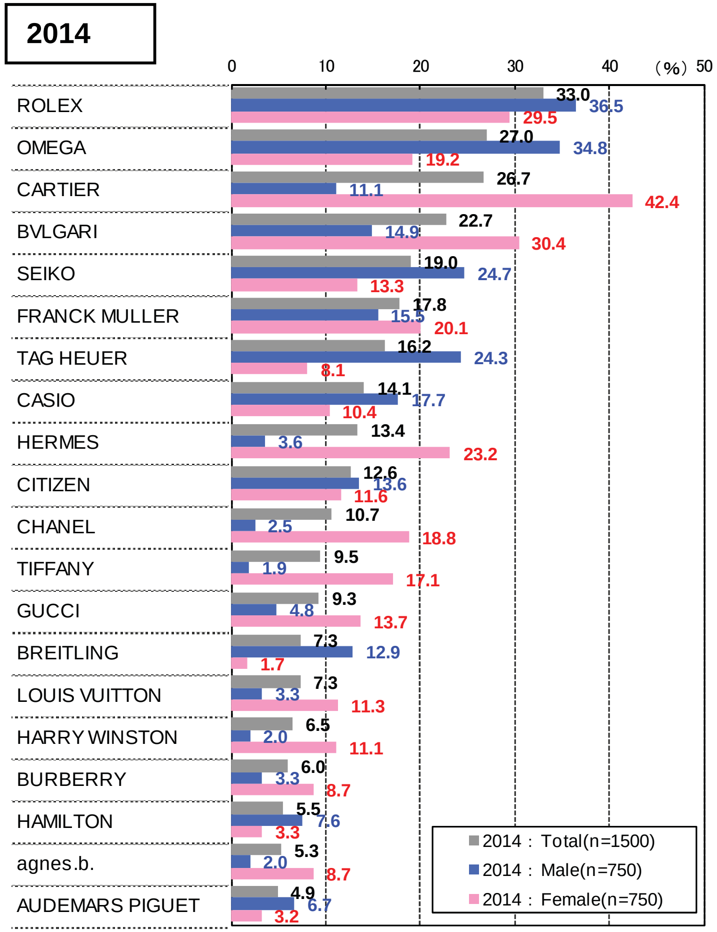
Review:2

Next desired purchase

Male consumers continue to prefer “luxury mechanical sports watches” and females want “luxury fashion watches” and “ROLEX” for men and “CARTIER” for women have established popularity. Meanwhile, domestic watch brands made a good showing.

- “ROLEX”, “OMEGA” and “CARTIER” have established popularity. Needs for “ROLEX” and “OMEGA” remain strong among male, and demand for “CARTIER” stands out among women.
- ”HAMILTON”, “PIGUET” and “HARRY WINSTON” raised popularity significantly. Needs for casual fashion brand watches grew in 2012 while luxury brand watches saw their popularity rise in 2014.
- Among male respondents, “SEIKO” moved up in the popularity rankings from 5th to 3rd and “CASIO” from 6th to 5th. High-performance, high-function and high value-added product line distinctive of domestic brands and the strategy to enhance luxury products worked successfully.



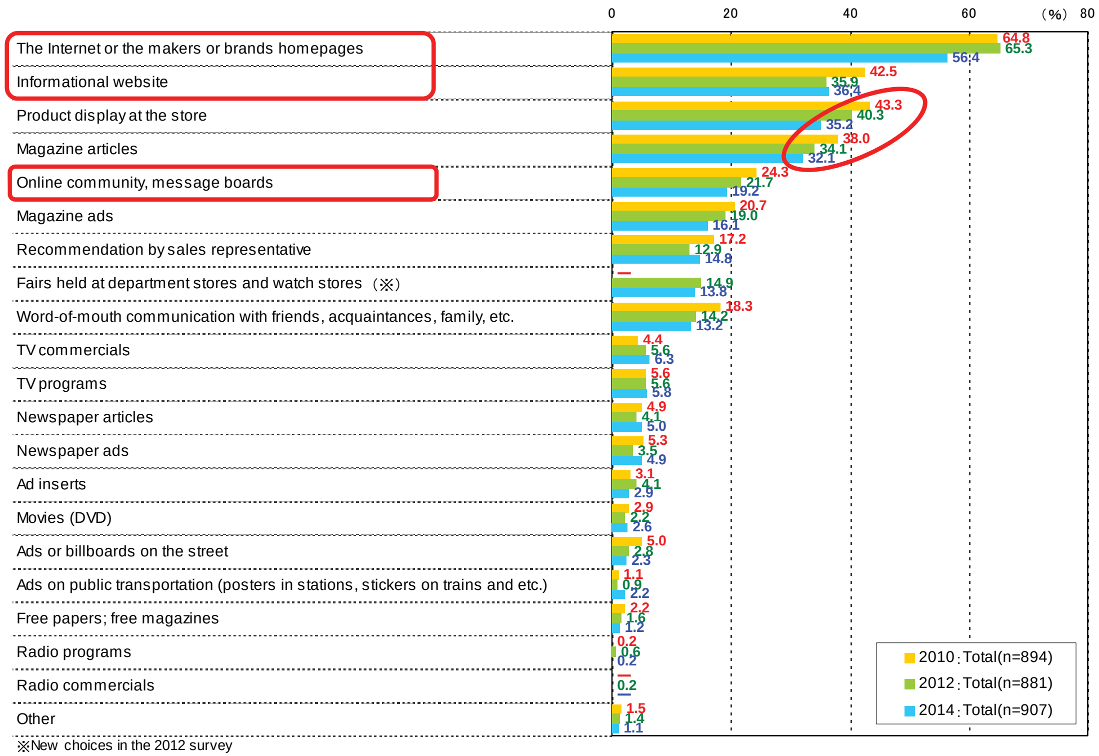


Review:3

Media which are influential in purchasing

Internet has grown an essential tool in the purchase process

- "The Internet and makers or brands homepages" are most frequently used.
- "Informational website" overtook "Product display at the store," ranked 2nd in the previous survey. The survey has proved again that Internet (online shop) has grown an essential tool in the purchase process.
- Meanwhile, there is still a high dependency on "Product display at the store" and "Magazine articles". Hence, distributors are expected to deploy advertising and promotional strategies based on a set of well-balanced tangible and intangible sources. Combining real information such as that obtained at the store in a composite manner, in addition to using information obtained from others through community/message boards and information disseminated from brands, is becoming the mainstream of purchasing.

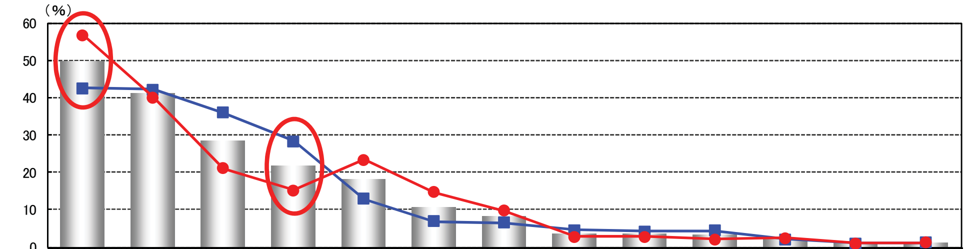


※New choices in the 2012 survey

Location of actual purchase

Bricks-and-motor stores remain the mainstream. Internet use (online shop) is driven by consumers in their 30s and 40s

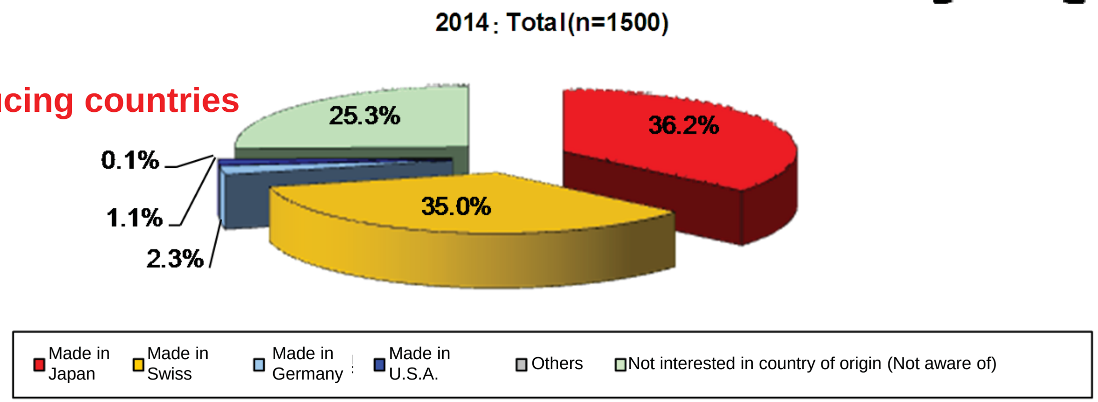
- "Watch section at a department store" remains at the top spot in "Store that you often use when purchasing a watch" for both male and female, with female users driving the overall demand.
- "Mass retailer; discount store" is the most popular for male consumers while "Duty free shop; overseas shop" is the most popular for female consumers. Male consumers tend to regard watch as an ordinary shopping item while it is a special shopping item for female consumers: the tendency characteristically shows the difference in consumer awareness between male and female consumers.
- "Watch section at a department store," "Watch and clock specialty store; jewelry store" and "Mass retailer; discount store," top-ranking spots, are declining in popularity. Meanwhile, the use of the "Internet (online shop)", ranked 4th, is on the increase, strengthening its presence as location of actual purchase.
- "Watch section at a department store" is the most popular among respondents in their 20s while "Internet (online shop)" is popular among consumers mainly in their 30s and 40s, and they are also attracting an increasing number of consumers in their 50s.



2014	Watch section at a department store	Watch and clock specialty store; jewelry store	Mass retailer; discount store	Online shop	Duty free shop; overseas shop	Brand boutique	Select shop	Mail-order shop	Parallel import shop	Used clock shop	Antique shop	Person-to-person trade	Others
2014 : Total(n=1500)	49.6	41.1	28.5	21.7	18.1	10.7	8.0	3.6	3.4	3.3	2.3	0.9	1.2
2014 : Male(n=750)	42.5	42.1	36.0	28.3	12.8	6.8	6.4	4.5	4.1	4.4	2.1	0.9	1.2
2014 : Female(n=750)	56.7	40.1	21.1	15.1	23.3	14.7	9.6	2.7	2.7	2.1	2.4	0.9	1.2

Review:4

Favorite manufacturing country for your watch

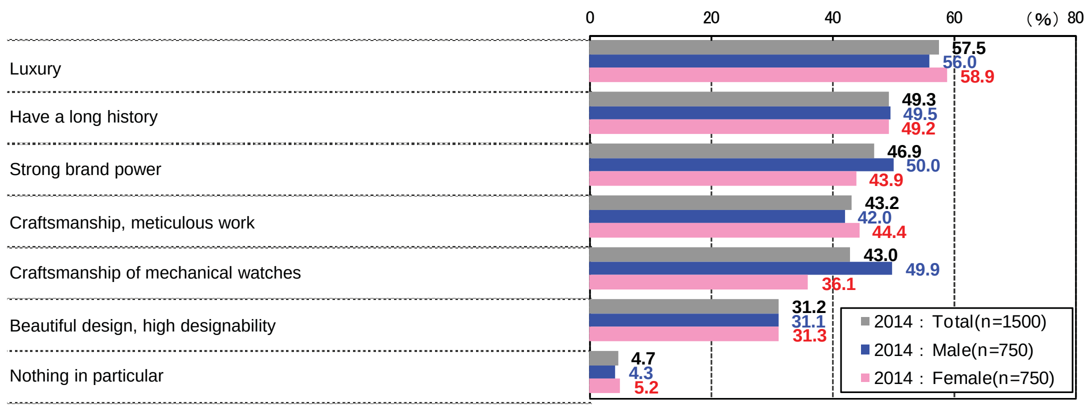


Japan and Swiss stand out as the two most popular watch-producing countries

■ The popularity rates for "Made in Japan" (36.2%) and "Made in Swiss" (35.0%), the two most popular producers, were almost equal, followed far below by "Made in Germany" (2.3%) and "Made in U.S.A." (1.1%).

■ Swiss watches were popular among male and Japanese watches are favored by female. Swiss watches were preferred by consumers in higher age groups (in their 40s and 50s).

Image for a watch of Swiss made

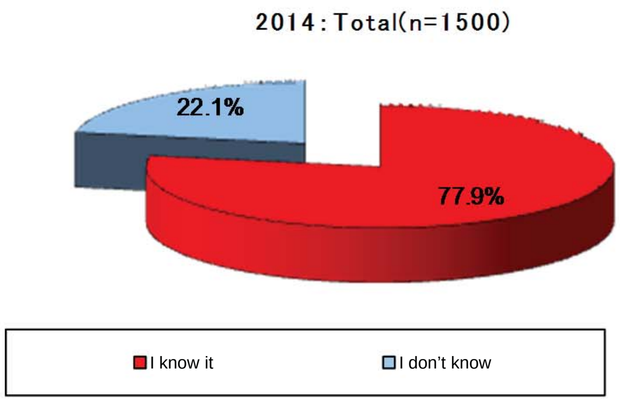


"Luxurious" + "Brand power" + "Craftsmanship"

■ The top images were "Luxury" (57.5%), ""Have a long history" (49.3%) and "Strong brand power" (46.9%)

■ "Craftsmanship of mechanical watches" ranked 3rd among male, showing that male consumers identify Swiss watches with "Craftsmanship of mechanical watches". "Craftsmanship, meticulous work" was more common image among female respondents than male respondents, showing that "craftsmanship manufacturing" is the image of Swiss watches among female.

Awareness of Switzerland being a kingdom of watch



The image of Swiss as "watch kingdom" has penetrated

■ To the question "Did you know that Swiss is the watch kingdom?", 77.9% of respondents said "I knew it." and 22.1% said "I didn't know." It turned out that the recognition rate of Swiss as the watch kingdom was high at about 80%.

■ The recognition rate increases proportionately to age both for male and female consumers. In particular, the recognition rate is very high among male and female consumers in their 40s and 50s. On the other hand, low recognition rate is observed in the younger age group. In particular, more than half of the female consumers in their 20s didn't know Swiss is the watch kingdom.

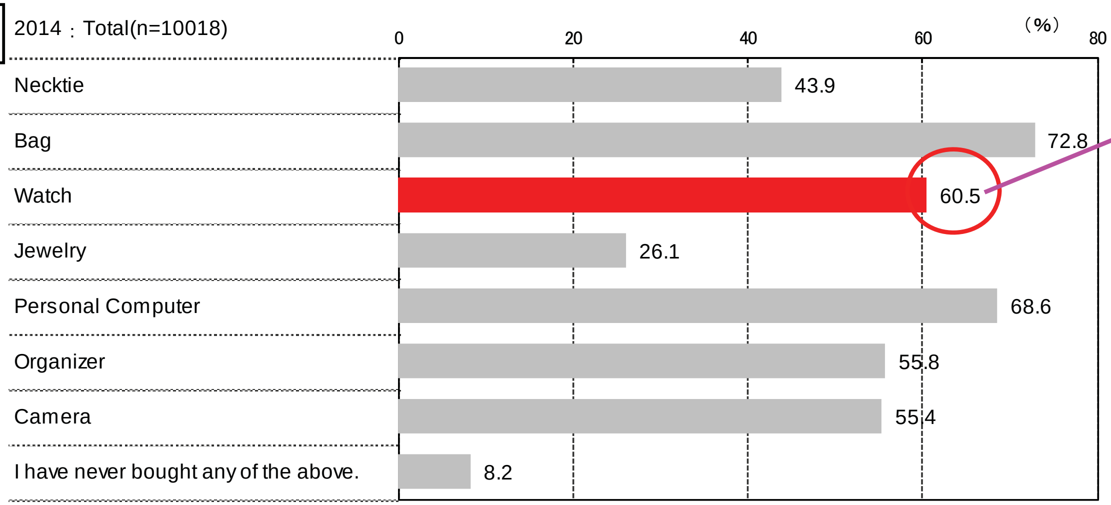
- **Screening survey: Sample size of 10,018**

Screening survey (extracting survey subjects)

We extracted **those who chose "(3) watch"** as the answer for question: "Have you purchased any of the following products*?" (MA).

* * (1) necktie, (2) bag (3) watch, (4) jewelry, (5) personal computer, (6) organizer, (7) camera, (8) I have never bought any of the above.

2014



Those who have bought a watch: 6,065

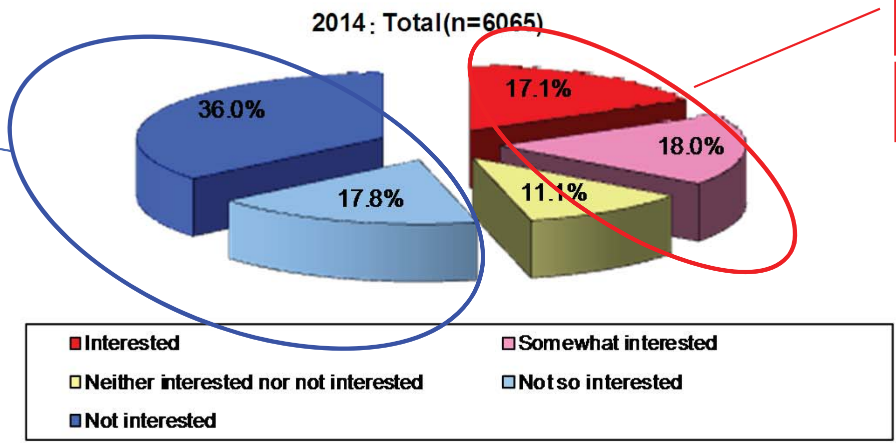
Furthermore…

We have selected as survey subjects **those who answered "Interested" or "Somewhat interested"** to question SA: "Are you interested in a watch costing over 100,000 yen?"

2014

Those who are not interested in a watch costing over 100,000 yen (Non-subjects)

53.8%



Those who are interested in a watch costing over 100,000 yen (Subjects)

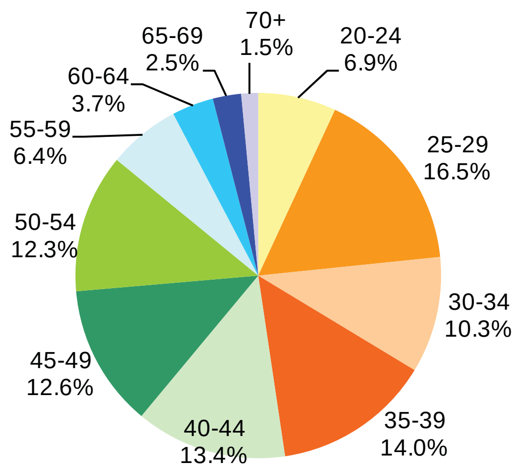
35.1%

■ Survey Results 1: Subjects' Profile (sample size of 1,500)

Subjects' Profile (basic attributes)

■ Sex and age distribution

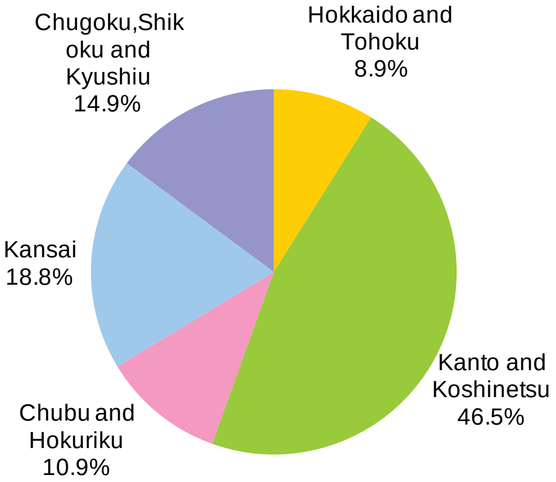
2014: Total(n=1500)



	Total	Male	Female
	2014 n=1500	2014 n=750	2014 n=750
20-24	6.9	5.9	7.9
25-29	16.5	11.9	21.1
30-34	10.3	10.5	10.1
35-39	14.0	14.5	13.5
40-44	13.4	13.5	13.3
45-49	12.6	14.1	11.1
50-54	12.3	12.8	11.7
55-59	6.4	7.3	5.5
60-64	3.7	4.5	2.8
65-69	2.5	3.2	1.7
70+	1.5	1.7	1.3

■ Geographical distribution

2014: Total(n=1500)



■ Occupational distribution

	Total	Male	Female
	2014 n=1500	2014 n=750	2014 n=750
Company employee	49.1	60.3	38.0
Government employee	5.9	9.6	2.1
Company executive	2.0	3.5	0.5
Self-owned business	5.1	6.7	3.6
Freelance	2.4	3.3	1.5
Part-time employee	11.7	4.8	18.5
Homemaker	14.1	0.3	27.9
Student	3.6	3.5	3.7
Unemployed	5.3	7.5	3.2
Others	0.8	0.7	0.9

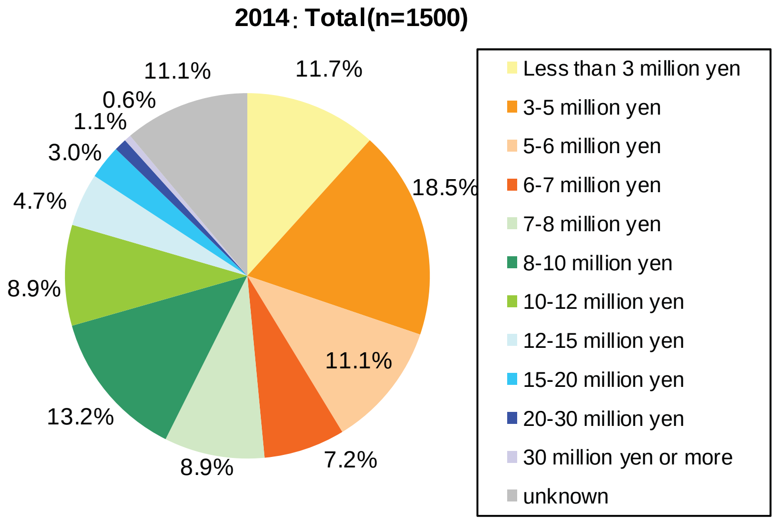
■ Marital status

	Total	Male	Female
	2014 n=1500	2014 n=750	2014 n=750
Single	41.2	39.5	42.9
Married	58.8	60.5	57.1

■ Family structure

	Total	Male	Female
	2014 n=1500	2014 n=750	2014 n=750
Spouse	56.1	59.2	53.1
Children	39.1	42.0	36.1
Parents	29.5	28.9	30.1
Siblings	10.3	8.4	12.1
Others	2.3	2.1	2.5
Living alone	17.6	18.8	16.4

■ Household annual income (all)



■ Household annual income (male)

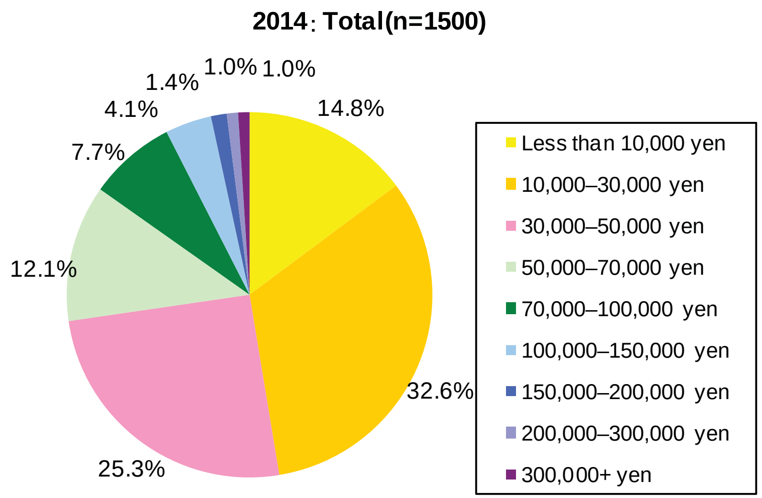
	Total male	Male 20s	Male 30s	Male 40s	Male 50s+
	2014	2014	2014	2014	2014
	n=750	n=133	n=188	n=207	n=222
Less than 3 million yen	9.3	16.5	8.0	4.3	10.8
3-5 million yen	18.5	21.8	26.1	15.9	12.6
5-6 million yen	11.3	13.5	12.8	14.0	6.3
6-7 million yen	9.3	6.0	12.8	12.1	5.9
7-8 million yen	8.8	5.3	10.6	10.6	7.7
8-10 million yen	14.1	13.5	11.2	14.5	16.7
10-12 million yen	8.8	6.0	5.3	10.1	12.2
12-15 million yen	4.8	0.8	3.2	6.3	7.2
15-20 million yen	2.8	—	1.1	2.9	5.9
20-30 million yen	1.2	0.8	0.5	1.4	1.8
30 million yen or more	0.8	0.8	—	1.0	1.4
unknown	10.1	15.0	8.5	6.8	11.7

■ Household annual income (female)

	Total Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014	2014	2014	2014	2014
	n=750	n=217	n=177	n=183	n=173
Less than 3 million yen	14.1	18.0	14.7	14.2	8.7
3-5 million yen	18.4	24.9	23.7	10.4	13.3
5-6 million yen	10.8	7.4	16.9	9.3	10.4
6-7 million yen	5.1	5.5	2.3	7.7	4.6
7-8 million yen	8.9	6.0	8.5	13.7	8.1
8-10 million yen	12.3	9.2	12.4	13.1	15.0
10-12 million yen	8.9	7.4	6.8	9.3	12.7
12-15 million yen	4.7	3.7	2.8	6.0	6.4
15-20 million yen	3.2	3.7	1.1	2.2	5.8
20-30 million yen	1.1	0.5	—	0.5	3.5
30 million yen or more	0.4	—	—	—	1.7
unknown	12.1	13.8	10.7	13.7	9.8

* Total average: 6,568,000 yen; male average: 6,841,000 yen; female average: 6,296,000 yen
* Average by sex and age group (males) … Males in their 20s: 5,233,000 yen; Males in their 30s: 5,836,000 yen; Males in their 40s: 7,676,000 yen; Males aged 50+: 7,973,000 yen
* Average by sex and age group (females) … Females in their 20s: 5,395,000 yen; Females in their 30s: 5,320,000 yen; Females in their 40s: 6,191,000 yen; Females aged 50+: 8,492,000 yen

■ Allowance (monthly: all)



■ Allowance (monthly: male)

	Total male	Male 20s	Male 30s	Male 40s	Male 50s+
	2014	2014	2014	2014	2014
	n=750	n=133	n=188	n=207	n=222
Less than 10,000 yen	10.5	12.0	9.6	14.0	7.2
10,000–30,000 yen	30.4	36.8	36.7	29.0	22.5
30,000–50,000 yen	29.1	26.3	24.5	29.0	34.7
50,000–70,000 yen	14.0	12.0	14.4	12.6	16.2
70,000–100,000 yen	7.1	6.0	5.9	6.8	9.0
100,000–150,000 yen	5.1	3.8	3.2	5.3	7.2
150,000–200,000 yen	1.7	1.5	2.7	1.0	1.8
200,000–300,000 yen	0.8	0.8	1.1	0.5	0.9
300,000+ yen	1.3	0.8	2.1	1.9	0.5

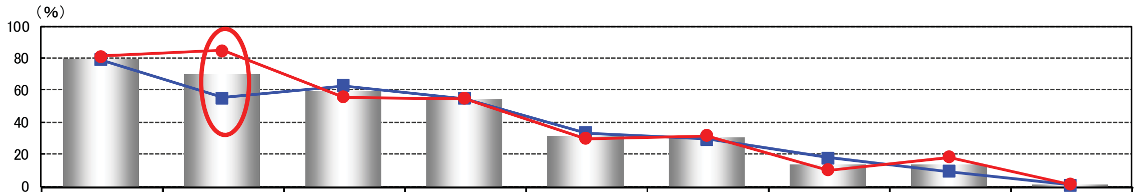
■ Allowance (monthly: female)

	Total Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014	2014	2014	2014	2014
	n=750	n=217	n=177	n=183	n=173
Less than 10,000 yen	19.1	19.8	23.2	22.4	10.4
10,000–30,000 yen	34.8	30.9	31.6	41.5	35.8
30,000–50,000 yen	21.6	24.0	18.6	18.0	25.4
50,000–70,000 yen	10.3	13.4	11.9	6.0	9.2
70,000–100,000 yen	8.3	8.8	7.9	7.1	9.2
100,000–150,000 yen	3.1	1.4	4.0	3.3	4.0
150,000–200,000 yen	1.1	0.9	1.1	1.1	1.2
200,000–300,000 yen	1.2	0.9	1.7	—	2.3
300,000+ yen	0.7	—	—	0.5	2.3

* Total average: 47,800 yen; Male average: 52,000 yen; Female average: 43,000 yen
* Average by sex and age (males) … Males in their 20s: 45,000 yen; Males in their 30s: 56,000 yen; Males in their 40s: 53,000 yen; Males aged 50+: 54,000 yen
* Average by sex and age (females) … Females in their 20s: 38,000 yen; Females in their 30s: 40,000 yen; Females in their 40s: 36,000 yen; Females aged 50+: 59,000 yen
* Nearly 70% of the entire respondents have allowance of 50,000 yen or less. Males, as they get older, have more money that they can spend freely. In particular, the percentage of respondents who have allowance of 50,000 yen or more increased among males in their 30s. Females generally have more money to spend freely than they had in 2012 in all age groups due in part to the effects of companies' momentum to actively promote women to the managerial position.

■ What to spend allowance on (monthly: all)

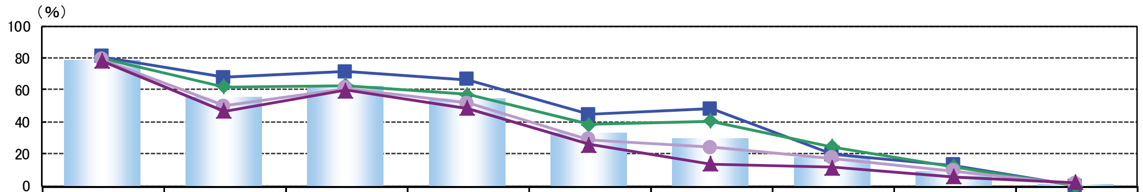
2014



	Entertainment (including dining)	Clothing and personal items (including watches)	Hobbies	Recreation (leisure activities, traveling, gambling, etc.)	Mobile and Internet connection	Savings	Stocks and investments	School/lesson for skill/hobby	Others
Total(n=1500)	79.9	69.9	59.3	54.7	31.5	30.3	13.8	13.7	1.0
Male(n=750)	78.9	55.1	62.8	54.7	33.1	29.2	17.7	9.3	0.8
Female(n=750)	80.9	84.8	55.7	54.8	29.9	31.3	9.9	18.0	1.2

■ What to spend allowance on (monthly: male)

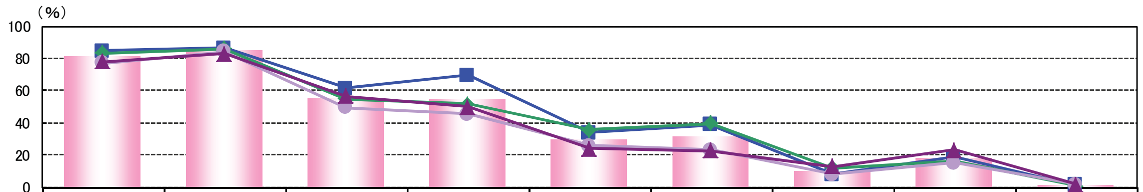
2014



	Entertainment (including dining)	Clothing and personal items (including watches)	Hobbies	Recreation (leisure activities, traveling, gambling, etc.)	Mobile and Internet connection	Savings	Stocks and investments	School/lesson for skill/hobby	Others
Male(n=750)	78.9	55.1	62.8	54.7	33.1	29.2	17.7	9.3	0.8
Male 20s(n=133)	80.5	67.7	71.4	66.2	44.4	48.1	19.5	12.8	—
Male 30s(n=188)	79.3	61.7	62.8	56.9	38.3	40.4	24.5	11.7	—
Male 40s(n=207)	78.7	49.8	60.9	51.7	29.0	23.7	17.4	9.2	1.0
Male 50s+(n=222)	77.9	46.8	59.5	48.6	25.7	13.5	11.3	5.4	1.8

■ What to spend allowance on (monthly: female)

2014



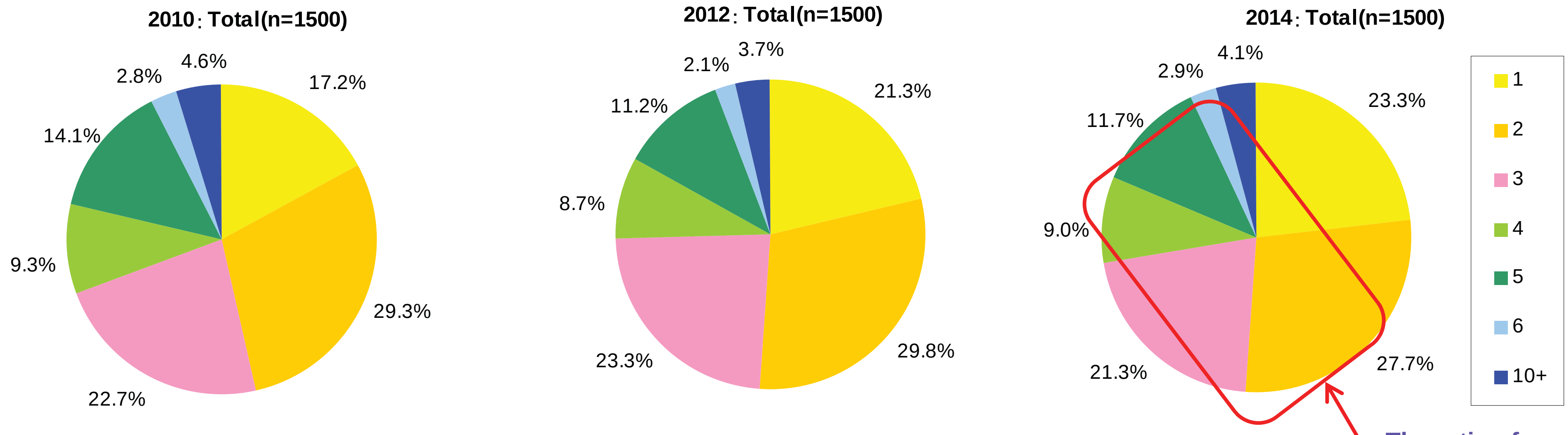
	Entertainment (including dining)	Clothing and personal items (including watches)	Hobbies	Recreation (leisure activities, traveling, gambling, etc.)	Mobile and Internet connection	Savings	Stocks and investments	School/lesson for skill/hobby	Others
Female(n=750)	80.9	84.8	55.7	54.8	29.9	31.3	9.9	18.0	1.2
Female 20s(n=217)	84.8	86.2	61.3	69.6	33.6	38.7	7.8	18.4	0.9
Female 30s(n=177)	83.1	85.9	54.8	51.4	35.6	39.5	11.9	15.8	0.6
Female 40s(n=183)	77.0	84.2	49.2	45.4	25.7	23.0	7.7	14.8	1.6
Female 50s+(n=173)	78.0	82.7	56.6	49.7	23.7	22.5	12.7	23.1	1.7

*"Clothing and personal items (including watches)" was the most popular use of allowance of female subjects and females in all age groups showed strong willingness to spend. The ratio of male subjects who chose "Clothing and personal items (including watches)" was lower than that of female. Compared with the result in the previous survey in 2012, "Clothing and personal items (including watches)" overtook "Recreation" and moved up in the rankings to the 3rd place after "Entertainment" and "Hobbies".

*While a large percentage of males and females in their 20s and 30s gave "Savings" as their answer reflecting the severe economic environment, "Stocks and investments" became more popular due to the impact of "Abenomics", implemented under the Abe government from late 2012, overtaking "School/lesson for skill/hobby" among the overall subjects compared with the result in the previous survey in 2012. In particular, "Stocks and investments" is especially popular among male in their 20s and 30s compared with respondents in other age groups.

■ Survey Results 2: Main Survey (sample size of 1,500)

■ Number of watches owned (all)



The ratio of people who own two or more watches: Down 2.0 points

■ Number of watches owned (male)

	Total male			Male 20s			Male 30s			Male 40s			Male 50s+		
	2010 n=750	2012 n=750	2014 n=750	2010 n=180	2012 n=144	2014 n=133	2010 n=172	2012 n=216	2014 n=188	2010 n=219	2012 n=207	2014 n=207	2010 n=179	2012 n=183	2014 n=222
1	18.5	21.2	24.5	37.2	32.6	36.1	18.0	28.2	37.2	11.9	15.0	18.4	8.4	10.9	12.6
2	30.5	29.1	24.0	33.3	38.2	27.1	33.7	29.6	32.4	29.2	28.0	20.3	26.3	22.4	18.5
3	21.5	23.6	22.0	19.4	19.4	20.3	23.3	23.1	15.4	17.8	20.3	26.1	26.3	31.1	24.8
4	8.5	7.7	9.2	2.8	5.6	10.5	10.5	6.9	6.4	9.1	9.2	8.2	11.7	8.7	11.7
5	12.5	11.5	11.1	4.4	3.5	4.5	7.6	7.9	6.9	19.2	17.9	14.0	17.3	14.8	15.8
6	2.7	2.1	2.9	1.1	—	0.8	2.9	1.4	0.5	3.2	4.3	5.3	3.4	2.2	4.1
10+	5.7	4.8	6.3	1.7	0.7	0.8	4.1	2.8	1.1	9.6	5.3	7.7	6.7	9.8	12.6

■ Number of watches owned (female)

	Total Female			Female 20s			Female 30s			Female 40s			Female 50s+		
	2010 n=750	2012 n=750	2014 n=750	2010 n=170	2012 n=224	2014 n=217	2010 n=189	2012 n=196	2014 n=177	2010 n=209	2012 n=175	2014 n=183	2010 n=182	2012 n=155	2014 n=173
1	15.9	21.5	22.1	21.2	29.0	30.0	18.0	25.5	25.4	10.5	16.6	17.5	14.8	11.0	13.9
2	28.0	30.5	31.3	42.9	38.8	40.6	28.0	28.1	30.5	20.6	26.3	27.3	22.5	26.5	24.9
3	24.0	22.9	20.5	21.8	17.4	16.6	19.6	24.0	20.9	27.8	24.6	23.5	26.4	27.7	22.0
4	10.1	9.6	8.8	4.7	8.9	5.5	11.1	9.7	9.6	12.0	10.3	9.8	12.1	9.7	11.0
5	15.6	10.9	12.3	6.5	4.0	5.5	15.9	10.2	10.7	21.1	16.0	13.7	17.6	16.1	20.8
6	2.9	2.0	2.9	2.4	1.8	1.8	4.8	2.0	2.3	2.9	1.7	4.9	1.6	2.6	2.9
10+	3.5	2.5	2.0	0.6	—	—	2.6	0.5	0.6	5.3	4.6	3.3	4.9	6.5	4.6

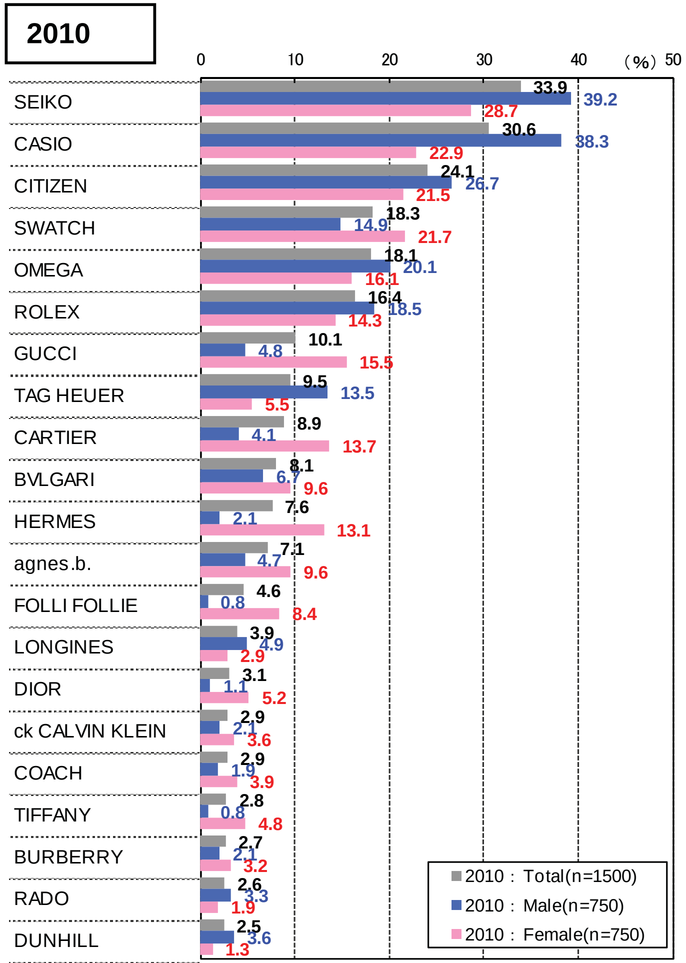
* In 2014, the ratio of “people who own two or more watches” to all respondents declined 2.0 points from 2012.
* However, the ratio of “people who own five or six watches” increased by 1.9 points to 20.3% among males and by1.8 points to 17.2% among females compared with 2012, indicating an growth in the overall proportion of heavy watch users.

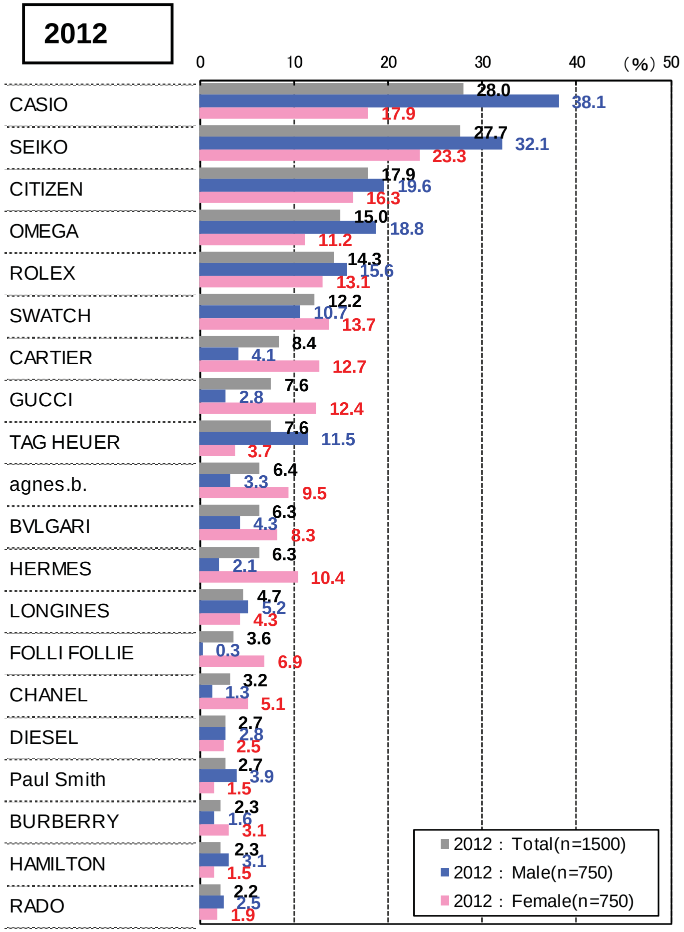
■ Brand of watch owned (ranking comparison 2010-2014)

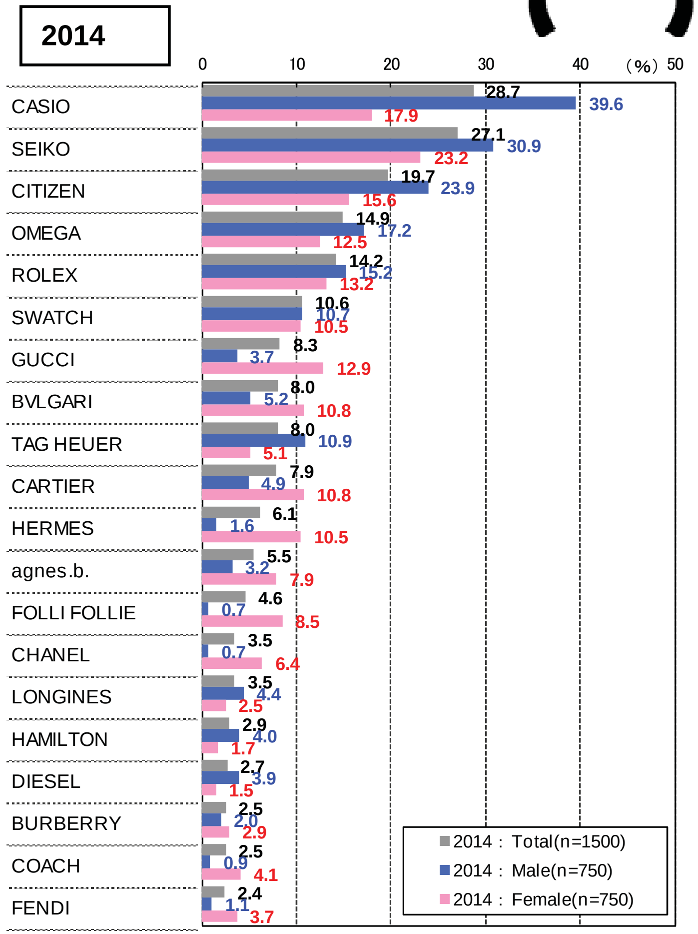
2010 Order	2010 Brand	2010 n=1500			2012 Order	2012 Brand	2012 n=1500			2014 Order	2014 Brand	2014 n=1500	
1	SEIKO	33.9	↓	To 2nd Place	1	CASIO	28.0	→		1	CASIO	28.7	
2	CASIO	30.6	↑	To 1st Place	2	SEIKO	27.7	→		2	SEIKO	27.1	
3	CITIZEN	24.1	→		3	CITIZEN	17.9	→		3	CITIZEN	19.7	
4	SWATCH	18.3	↓	To 6th Place	4	OMEGA	15.0	→		4	OMEGA	14.9	
5	OMEGA	18.1	↑	To 4th Place	5	ROLEX	14.3	→		5	ROLEX	14.2	
6	ROLEX	16.4	↑	To 5th Place	6	SWATCH	12.2	→		6	SWATCH	10.6	
7	GUCCI	10.1	↓	To 8th Place	7	CARTIER	8.4	↓	To10th Place	7	GUCCI	8.3	
8	TAG HEUER	9.5	↓	To 9th Place	8	GUCCI	7.6	↑	To 7th Place	8	BVLGARI	8.0	
9	CARTIER	8.9	↑	To 7th Place	8	TAG HEUER	7.6	→		8	TAG HEUER	8.0	
10	BVLGARI	8.1	↓	To11th Place	10	agnes.b.	6.4	↓	To12th Place	10	CARTIER	7.9	
11	HERMES	7.6	↓	To12th Place	11	BVLGARI	6.3	↑	To 8th Place	11	HERMES	6.1	
12	agnes.b.	7.1	↑	To10th Place	11	HERMES	6.3	→		12	agnes.b.	5.5	
13	FOLLI FOLLIE	4.6	↓	To14th Place	13	LONGINES	4.7	↓	To14th Place	13	FOLLI FOLLIE	4.6	
14	LONGINES	3.9	↑	To13th Place	14	FOLLI FOLLIE	3.6	↑	To13th Place	14	CHANEL	3.5	
15	DIOR	3.1		Ranked out	15	CHANEL	3.2	↑	To14th Place	14	LONGINES	3.5	
16	ck CALVIN KLEIN	2.9	↓	To 23rd Place	16	DIESEL	2.7	↓	To17th Place	16	HAMILTON	2.9	
16	COACH	2.9	↓	To24th Place	16	Paul Smith	2.7	↓	To 21st Place	17	DIESEL	2.7	
18	TIFFANY	2.8	↓	To27th Place	18	BURBERRY	2.3	→		18	BURBERRY	2.5	
19	BURBERRY	2.7	→		18	HAMILTON	2.3	↑	To16th Place	18	COACH	2.5	
20	RADO	2.6	↓	To 21st Place	20	RADO	2.2	↓	Ranked out	20	FENDI	2.4	
21	DUNHILL	2.5		Ranked out	21	BREITLING	2.1	↓	Ranked out	21	EMPORIO ARMANI	2.1	
22	CHANEL	2.4	↑	To15th Place	21	ck CALVIN KLEIN	2.1	↓	To26th Place	21	IWC	2.1	
23	HAMILTON	2.3	↑	To20th Place	21	COACH	2.1	↑	To18th Place	21	Paul Smith	2.1	
24	BREITLING	2.1	↑	To22th Place	24	FRANCK MULLER	1.7	→		24	Fossil	2.0	* New brand
25	FRANCK MULLER	2.0	→		24	NIXON	1.7	↓	To26th Place	24	FRANCK MULLER	2.0	
26	LOUIS VUITTON	1.9		Ranked out	24	TIFFANY	1.7	↓	Ranked out	26	ck CALVIN KLEIN	1.9	
								↓	Ranked out	26	NIXON	1.9	

* The lineup of top-ranked brands through 6th was unchanged. In addition to the domestic watch brands, “OMEGA”, “ROLEX” and “SWATCH” maintained high percentage of ownership.
* ”GUCCI”, “BVLGARI”, “FOLLI FOLLIE”, “CHANEL”, “HAMILTON” and “COACH” moved up in the rankings.
* “Fossil”, which was newly added in this survey, ranked 24th in the rankings.

■ Brand of watch owned (by sex)







* In 2014, the top 3 brands remained the domestic watch brands of “CASIO”, “SEIKO” and “CITIZEN” as in the previous survey.

* Survey results reveal that “CASIO”, “SEIKO” and “CITIZEN” are more popular than foreign brands among male consumers. “CITIZEN” had been owned by both males and females almost evenly in the previous survey in 2012, but the percentage of male owners exceeded that of female owners in 2014 as a result probably of appointment of brand ambassador who is popular among male.

* In 2014, among the top-ranking brands, the response rate of female decreased for “SWATCH” and that of male increased for “GUCCI” and “BVLGARI”. Brands that showed a clear difference in proportions between males and females were watch maker brands favored by males, e.g. “CASIO”, “SEIKO”, “OMEGA” and “TAG HEUER” and fashion brands popular among female shoppers, e.g. “CARTIER”, “GUCCI”, “agnes.b”, “BVLGARI”, “HERMES”, “FOLLI FOLLIE” and “CHANEL”.

■ Brand of watch owned (by sex and age group): Supplementary data

2010

	Total	Male	Male 20s	Male 30s	Male 40s	Male 50s+	Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2010 n=1500	2010 n=750	2010 n=180	2010 n=172	2010 n=219	2010 n=179	2010 n=750	2010 n=170	2010 n=189	2010 n=209	2010 n=182
SEIKO	33.9	39.2	23.9	25.6	47.9	57.0	28.7	15.9	21.7	32.1	44.0
CASIO	30.6	38.3	30.0	40.1	42.0	40.2	22.9	24.1	28.0	23.9	15.4
CITIZEN	24.1	26.7	19.4	19.8	27.9	39.1	21.5	18.2	15.9	23.0	28.6
SWATCH	18.3	14.9	12.2	14.0	20.1	12.3	21.7	11.8	28.6	27.3	17.6
OMEGA	18.1	20.1	11.1	22.7	24.7	21.2	16.1	3.5	16.4	15.3	28.6
ROLEX	16.4	18.5	5.6	18.6	21.9	27.4	14.3	5.3	16.9	18.2	15.4
GUCCI	10.1	4.8	6.7	4.1	2.3	6.7	15.5	12.9	20.6	15.8	12.1
TAG HEUER	9.5	13.5	3.9	12.2	22.4	13.4	5.5	0.6	3.2	12.4	4.4
CARTIER	8.9	4.1	1.7	3.5	4.6	6.7	13.7	8.2	13.8	19.6	12.1
BVLGARI	8.1	6.7	5.6	5.8	8.2	6.7	9.6	5.9	9.5	13.9	8.2
HERMES	7.6	2.1	1.7	1.2	2.7	2.8	13.1	6.5	12.2	16.7	15.9
agnes.b.	7.1	4.7	7.8	4.7	3.7	2.8	9.6	14.7	13.8	7.7	2.7
FOLLI FOLLIE	4.6	0.8	2.2	0.6	—	0.6	8.4	10.0	8.5	8.1	7.1
LONGINES	3.9	4.9	—	2.3	7.3	9.5	2.9	0.6	2.1	3.8	4.9
DIOR	3.1	1.1	1.7	—	0.9	1.7	5.2	3.5	4.2	6.2	6.6
ck CALVIN KLEIN	2.9	2.1	2.8	2.3	1.8	1.7	3.6	1.8	2.6	5.3	4.4
COACH	2.9	1.9	1.1	1.7	1.4	3.4	3.9	2.4	4.2	3.3	5.5
TIFFANY	2.8	0.8	—	1.7	0.5	1.1	4.8	0.6	7.4	6.2	4.4
BURBERRY	2.7	2.1	1.7	1.2	2.7	2.8	3.2	4.7	1.6	3.3	3.3
RADO	2.6	3.3	—	0.6	5.0	7.3	1.9	0.6	0.5	1.4	4.9
DUNHILL	2.5	3.6	1.1	1.2	4.6	7.3	1.3	—	0.5	1.9	2.7

2012

	Total	Male	Male 20s	Male 30s	Male 40s	Male 50s+	Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2012 n=1500	2012 n=750	2012 n=144	2012 n=216	2012 n=207	2012 n=183	2012 n=750	2012 n=224	2012 n=196	2012 n=175	2012 n=155
CASIO	28.0	38.1	30.6	43.1	42.5	33.3	17.9	16.1	18.9	21.7	14.8
SEIKO	27.7	32.1	19.4	25.9	30.0	51.9	23.3	15.2	17.3	27.4	38.1
CITIZEN	17.9	19.6	12.5	12.0	21.3	32.2	16.3	12.5	13.8	18.9	21.9
OMEGA	15.0	18.8	8.3	16.7	22.2	25.7	11.2	3.1	7.1	13.1	25.8
ROLEX	14.3	15.6	2.8	16.2	19.3	20.8	13.1	4.9	15.8	18.9	14.8
SWATCH	12.2	10.7	5.6	8.8	16.4	10.4	13.7	11.2	14.8	17.1	12.3
CARTIER	8.4	4.1	0.7	2.8	5.3	7.1	12.7	8.0	15.3	13.7	14.8
GUCCI	7.6	2.8	3.5	2.8	1.4	3.8	12.4	8.0	14.3	16.6	11.6
TAG HEUER	7.6	11.5	2.8	12.0	18.4	9.8	3.7	1.3	2.0	9.7	2.6
agnes.b.	6.4	3.3	2.1	7.4	1.4	1.6	9.5	10.3	14.8	5.1	6.5
BVLGARI	6.3	4.3	3.5	3.2	4.8	5.5	8.3	6.7	5.6	11.4	10.3
HERMES	6.3	2.1	—	0.5	1.9	6.0	10.4	4.9	8.2	10.9	20.6
LONGINES	4.7	5.2	0.7	2.3	5.8	11.5	4.3	—	2.6	5.7	11.0
FOLLI FOLLIE	3.6	0.3	—	0.9	—	—	6.9	8.5	6.6	5.1	7.1
CHANEL	3.2	1.3	—	0.9	1.4	2.7	5.1	2.7	5.1	9.1	3.9
DIESEL	2.7	2.8	8.3	2.3	1.0	1.1	2.5	2.2	3.6	3.4	0.6
Paul Smith	2.7	3.9	5.6	8.3	1.4	—	1.5	2.7	1.0	0.6	1.3
BURBERRY	2.3	1.6	1.4	0.9	1.9	2.2	3.1	1.8	3.6	3.4	3.9
HAMILTON	2.3	3.1	3.5	3.2	2.4	3.3	1.5	0.4	3.1	1.1	1.3
RADO	2.2	2.5	—	1.9	2.4	5.5	1.9	0.4	1.0	2.3	4.5

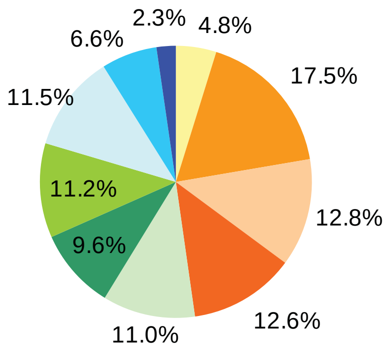
2014

	Total	Male	Male 20s	Male 30s	Male 40s	Male 50s+	Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014 n=1500	2014 n=750	2014 n=133	2014 n=188	2014 n=207	2014 n=222	2014 n=750	2014 n=217	2014 n=177	2014 n=183	2014 n=173
CASIO	28.7	39.6	28.6	34.6	49.3	41.4	17.9	15.7	18.1	21.3	16.8
SEIKO	27.1	30.9	14.3	21.8	28.5	50.9	23.2	16.6	13.6	24.6	39.9
CITIZEN	19.7	23.9	23.3	13.3	22.2	34.7	15.6	15.2	8.5	18.0	20.8
OMEGA	14.9	17.2	8.3	14.4	21.3	21.2	12.5	2.8	11.3	14.8	23.7
ROLEX	14.2	15.2	9.0	12.8	18.8	17.6	13.2	2.8	12.4	22.4	17.3
SWATCH	10.6	10.7	5.3	9.6	12.1	13.5	10.5	5.5	8.5	17.5	11.6
GUCCI	8.3	3.7	3.8	3.2	1.9	5.9	12.9	8.3	13.6	16.9	13.9
BVLGARI	8.0	5.2	2.3	3.2	6.3	7.7	10.8	6.0	9.0	14.8	14.5
TAG HEUER	8.0	10.9	3.8	4.3	16.4	15.8	5.1	1.8	2.8	10.4	5.8
CARTIER	7.9	4.9	1.5	3.7	4.3	8.6	10.8	3.7	11.3	15.3	14.5
HERMES	6.1	1.6	—	—	2.9	2.7	10.5	3.2	11.3	16.9	12.1
agnes.b.	5.5	3.2	3.8	3.2	4.8	1.4	7.9	6.5	14.7	4.9	5.8
FOLLI FOLLIE	4.6	0.7	—	—	1.0	1.4	8.5	10.1	9.0	6.0	8.7
CHANEL	3.5	0.7	—	1.1	1.0	0.5	6.4	2.8	4.5	10.4	8.7
LONGINES	3.5	4.4	0.8	0.5	1.9	12.2	2.5	—	0.6	3.3	6.9
HAMILTON	2.9	4.0	5.3	4.3	4.8	2.3	1.7	—	4.0	2.2	1.2
DIESEL	2.7	3.9	6.8	2.7	4.8	2.3	1.5	2.8	1.7	1.1	—
BURBERRY	2.5	2.0	3.0	—	2.4	2.7	2.9	2.3	4.0	2.2	3.5
COACH	2.5	0.9	2.3	—	1.0	0.9	4.1	3.7	4.0	4.9	4.0
FENDI	2.4	1.1	—	—	2.4	1.4	3.7	2.3	3.4	4.9	4.6

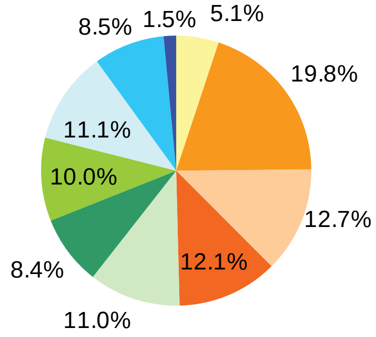
■ Purchase price of watch owned (all)

* The list was created based on the “purchase price of favorite watch” out of all watches owned.

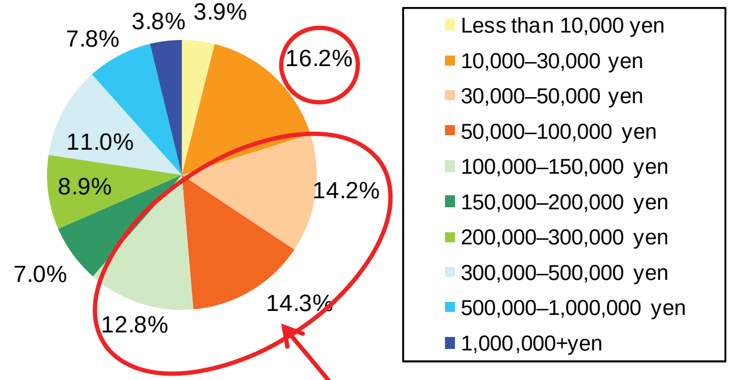
2010 : Total(n=1370)



2012 : Total(n=1324)



2014 : Total(n=1269)



Response rates of “30,000 – 150,000” increased

■ Purchase price of watch owned (male)

	Total male			Male 20s			Male 30s			Male 40s			Male 50s+		
	2010 n=691	2012 n=673	2014 n=643	2010 n=161	2012 n=120	2014 n=106	2010 n=154	2012 n=197	2014 n=153	2010 n=205	2012 n=187	2014 n=179	2010 n=171	2012 n=169	2014 n=205
Less than 10,000 yen	4.1	4.9	4.5	6.2	7.5	9.4	5.8	6.6	4.6	2.0	3.7	4.5	2.9	2.4	2.0
10,000–30,000 yen	18.4	20.8	18.4	29.8	43.3	19.8	20.1	22.8	26.1	14.1	14.4	19.0	11.1	9.5	11.2
30,000–50,000 yen	13.0	12.3	12.9	20.5	13.3	24.5	11.0	11.2	13.7	10.7	15.5	10.6	10.5	9.5	8.3
50,000–100,000 yen	13.7	12.0	13.7	14.9	10.0	13.2	9.7	8.1	9.8	12.2	14.4	14.0	18.1	15.4	16.6
100,000–150,000 yen	10.7	11.9	14.5	6.2	7.5	11.3	11.7	12.7	15.7	11.2	9.6	11.2	13.5	16.6	18.0
150,000–200,000 yen	9.6	8.2	4.8	5.6	2.5	2.8	9.1	8.6	2.0	13.2	9.1	3.9	9.4	10.7	8.8
200,000–300,000 yen	9.6	8.3	7.9	6.8	5.0	4.7	12.3	6.6	5.2	11.2	10.7	11.2	7.6	10.1	8.8
300,000–500,000 yen	11.4	11.6	10.9	6.2	6.7	7.5	11.0	14.2	13.7	14.6	10.2	11.7	12.9	13.6	9.8
500,000–1,000,000 yen	6.8	8.6	8.7	3.1	4.2	3.8	7.8	7.6	9.2	8.3	11.2	8.9	7.6	10.1	10.7
1,000,000+yen	2.7	1.3	3.7	0.6	—	2.8	1.3	1.5	—	2.4	1.1	5.0	6.4	2.4	5.9

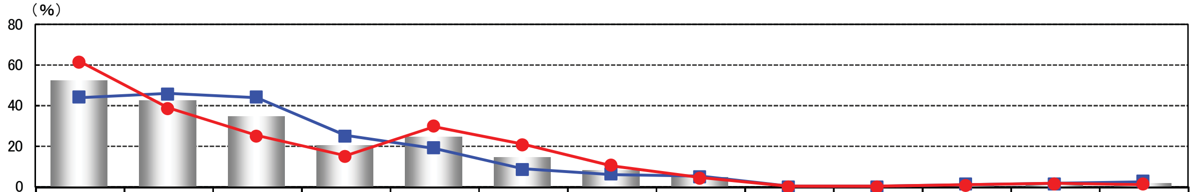
■ Purchase price of watch owned (female)

	Total Female			Female 20s			Female 30s			Female 40s			Female 50s+		
	2010 n=679	2012 n=651	2014 n=626	2010 n=149	2012 n=180	2014 n=155	2010 n=171	2012 n=170	2014 n=149	2010 n=190	2012 n=156	2014 n=167	2010 n=169	2012 n=145	2014 n=155
Less than 10,000 yen	5.6	5.2	3.2	10.1	10.6	5.8	7.6	2.9	3.4	3.2	3.8	3.0	2.4	2.8	0.6
10,000–30,000 yen	16.6	18.7	14.1	29.5	30.6	25.8	15.8	18.2	16.1	13.2	12.2	8.4	10.1	11.7	6.5
30,000–50,000 yen	12.5	13.1	15.5	21.5	17.8	27.1	10.5	15.3	14.8	10.5	8.3	10.8	8.9	9.7	9.7
50,000–100,000 yen	11.5	12.1	15.0	10.1	15.0	12.9	8.8	12.4	14.8	10.5	12.2	12.6	16.6	8.3	20.0
100,000–150,000 yen	11.3	10.0	11.2	4.0	7.2	9.0	13.5	11.2	11.4	12.6	8.3	8.4	14.2	13.8	16.1
150,000–200,000 yen	9.6	8.6	9.3	4.7	2.2	7.1	8.8	2.9	8.7	12.6	18.6	11.4	11.2	12.4	9.7
200,000–300,000 yen	13.0	11.7	9.9	6.7	6.1	5.2	15.2	13.5	8.7	14.2	9.6	15.0	14.8	18.6	10.3
300,000–500,000 yen	11.6	10.6	11.2	9.4	4.4	2.6	11.1	12.9	12.8	15.3	13.5	18.0	10.1	12.4	11.0
500,000–1,000,000 yen	6.3	8.3	6.9	3.4	6.1	3.2	7.6	8.2	8.1	5.8	12.2	9.0	8.3	6.9	7.1
1,000,000+yen	1.9	1.7	3.8	0.7	—	1.3	1.2	2.4	1.3	2.1	1.3	3.6	3.6	3.4	9.0

* “10,000 – 30,000 yen” remained the most popular answer for the purchase price of the favorite watch owned but dropped 3.6 points from 2012. On the other hand, the response rate for “30,000 – 50,000 yen” was up 1.5 points, that for “50,000 – 100,000 yen” was up 2.2 points and that for “100,000 – 150,000 yen” was up 1.8 points. As a result, response rates of “30,000 – 150,000 yen” increased, indicating a shift from low price range to medium price range. The purchase price of the favorite watch owned is on an upward trend.
* The volume zone of responses was “10,000 – 100,000 yen” with a concentration in “10,000 – 30,000 yen” for both males and females. Response rates for “100,000+ yen” increased in proportion to age for both males and females. This price range was chosen by approximately half of males in their 30s and 40s and of females in their 30s, and about 60% of males aged 50+ and females in their 40s and 50+.
* Response rates for “1,000,000+ yen” increased in almost all age groups, showing that luxury watches are very popular regardless of age. The survey revealed the apparent preference for authentic goods among younger people in recent years.

■ Location of purchase (all)

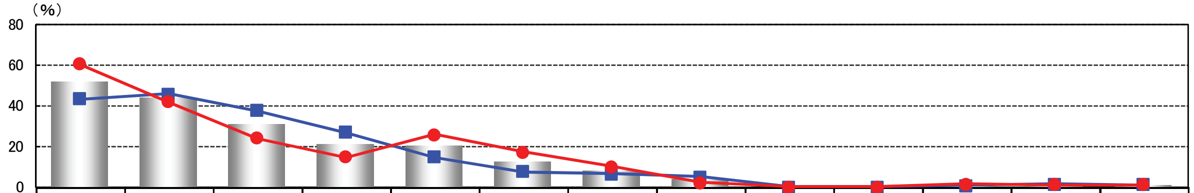
2010



	Watch section at a department store	Watch and clock specialty store; jewelry store	Mass retailer; discount store	Online shop	Duty free shop; overseas shop	Brand boutique	Select shop	Mail-order shop	Parallel import shop(※)	Used clock shop(※)	Antique shop	Person-to-person trade	Others
Total(n=1500)	52.5	42.0	34.1	19.7	24.1	14.5	8.1	4.5	*	*	0.7	1.3	1.6
Male(n=750)	43.7	45.7	43.6	24.8	18.7	8.4	6.0	4.9	*	*	0.8	1.3	2.3
Female(n=750)	61.2	38.3	24.7	14.7	29.6	20.7	10.1	4.1	*	*	0.7	1.2	0.9

※New choices in the 2014 survey

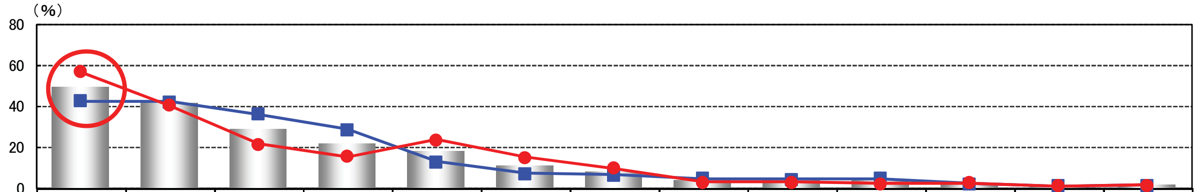
2012



	Watch section at a department store	Watch and clock specialty store; jewelry store	Mass retailer; discount store	Online shop	Duty free shop; overseas shop	Brand boutique	Select shop	Mail-order shop	Parallel import shop(※)	Used clock shop(※)	Antique shop	Person-to-person trade	Others
Total(n=1500)	51.6	43.7	30.4	20.6	19.9	12.2	7.9	3.4	*	*	0.9	1.1	0.9
Male(n=750)	43.1	45.7	37.2	26.7	14.3	7.5	6.1	4.8	*	*	0.5	1.3	0.9
Female(n=750)	60.1	41.7	23.6	14.5	25.5	16.9	9.7	2.0	*	*	1.2	0.8	0.9

※New choices in the 2014 survey

2014



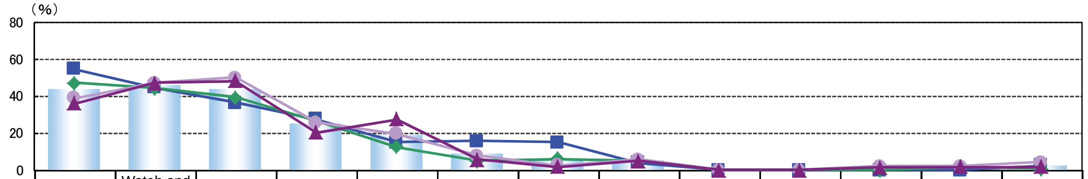
	Watch section at a department store	Watch and clock specialty store; jewelry store	Mass retailer; discount store	Online shop	Duty free shop; overseas shop	Brand boutique	Select shop	Mail-order shop	Parallel import shop(※)	Used clock shop(※)	Antique shop	Person-to-person trade	Others
Total(n=1500)	49.6	41.1	28.5	21.7	18.1	10.7	8.0	3.6	3.4	3.3	2.3	0.9	1.2
Male(n=750)	42.5	42.1	36.0	28.3	12.8	6.8	6.4	4.5	4.1	4.4	2.1	0.9	1.2
Female(n=750)	56.7	40.1	21.1	15.1	23.3	14.7	9.6	2.7	2.7	2.1	2.4	0.9	1.2

※New choices in the 2014 survey

* "Watch section at a department store" remained the most popular response in the 2014 survey, especially with a high purchase rate among female shoppers.
* For male consumers, "Watch section at a department store" was the most popular, followed by "Watch and clock specialty store; jewelry store", "Mass retailer; discount store" and "Online shop". Females most preferred "Watch section at a department store", followed by "Watch and clock specialty store; jewelry store", "Duty free shop; overseas shop", "Online shop" and "Brand boutique".
* While rates of respondents for "Watch section at a department store", "Watch and clock specialty store; jewelry store" and "Mass retailer, discount store" has been declining year by year, the rate of respondents for "Online shop", ranked 4th, was on the rise to indicate the growth in its presence as location of purchase.

■ Location of purchase (male)

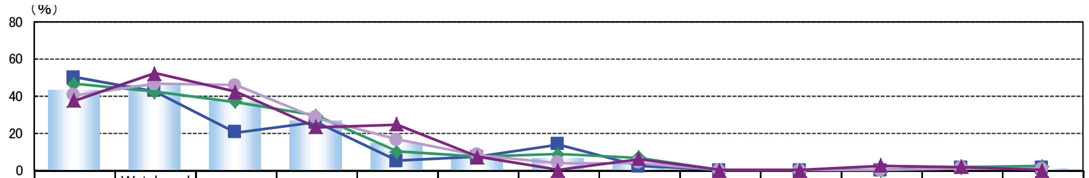
2010



	Watch section at a department store	Watch and clock specialty store; jewelry store	Mass retailer; discount store	Online shop	Duty free shop; overseas shop	Brand boutique	Select shop	Mail-order shop	Parallel import shop(※)	Used clock shop(※)	Antique shop	Person-to-person trade	Others
Male(n=750)	43.7	45.7	43.6	24.8	18.7	8.4	6.0	4.9	*	*	0.8	1.3	2.3
Male 20s(n=180)	54.4	44.4	36.1	27.2	15.0	15.6	15.0	3.9	*	*	—	—	2.2
Male 30s(n=172)	47.1	44.2	39.0	26.2	12.2	4.7	5.8	5.2	*	*	—	1.7	0.6
Male 40s(n=219)	38.8	47.0	49.8	25.6	19.6	7.8	2.3	5.5	*	*	1.8	1.8	4.1
Male 50s+(n=179)	35.8	46.9	48.0	20.1	27.4	5.6	1.7	5.0	*	*	1.1	1.7	1.7

※New choices in the 2014 survey

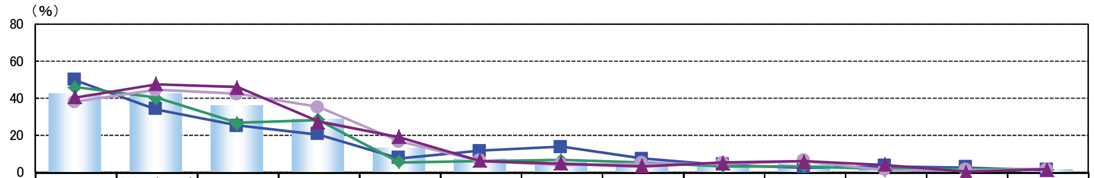
2012



	Watch section at a department store	Watch and clock specialty store; jewelry store	Mass retailer; discount store	Online shop	Duty free shop; overseas shop	Brand boutique	Select shop	Mail-order shop	Parallel import shop(※)	Used clock shop(※)	Antique shop	Person-to-person trade	Others
Male(n=750)	43.1	45.7	37.2	26.7	14.3	7.5	6.1	4.8	*	*	0.5	1.3	0.9
Male 20s(n=144)	50.0	42.4	20.1	25.7	4.9	6.9	13.9	2.1	*	*	—	1.4	1.4
Male 30s(n=216)	46.3	42.1	36.6	29.2	9.7	7.4	8.3	6.5	*	*	—	1.4	1.9
Male 40s(n=207)	40.1	46.4	45.4	28.0	16.4	8.2	3.9	3.9	*	*	—	1.0	0.5
Male 50s+(n=183)	37.2	51.9	42.1	23.0	24.6	7.1	—	6.0	*	*	2.2	1.6	—

※New choices in the 2014 survey

2014



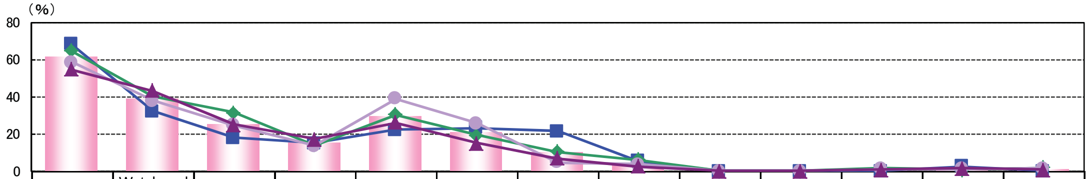
	Watch section at a department store	Watch and clock specialty store; jewelry store	Mass retailer; discount store	Online shop	Duty free shop; overseas shop	Brand boutique	Select shop	Mail-order shop	Parallel import shop(※)	Used clock shop(※)	Antique shop	Person-to-person trade	Others
Male(n=750)	42.5	42.1	36.0	28.3	12.8	6.8	6.4	4.5	4.1	4.4	2.1	0.9	1.2
Male 20s(n=133)	49.6	33.8	24.8	20.3	7.5	11.3	13.5	6.8	3.8	2.3	3.0	2.3	0.8
Male 30s(n=188)	45.7	39.9	26.1	28.2	5.3	5.9	6.4	4.8	3.2	3.2	1.1	1.1	1.1
Male 40s(n=207)	37.7	44.0	42.0	34.8	16.4	5.8	3.9	4.3	4.3	5.8	1.0	1.0	1.4
Male 50s+(n=222)	40.1	47.3	45.5	27.0	18.9	5.9	4.5	3.2	5.0	5.4	3.6	—	1.4

※New choices in the 2014 survey

* “Watch section at a department store” was the most popular among respondents in their 20s. Response rates of people in their 20s are high also for “Brand boutique”, “Select shop” and “Mail-order shop”, revealing that respondents in this age group use more varied sales channels than respondents in other age groups.
* While “Online shops” is used primarily by survey samples in their 30s and 40s, they are also attracting an increasing number of those aged 50+.

■ Location of purchase (female)

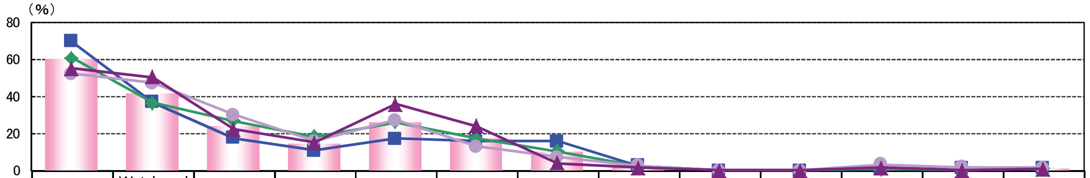
2010



	Watch section at a department store	Watch and clock specialty store; jewelry store	Mass retailer; discount store	Online shop	Duty free shop; overseas shop	Brand boutique	Select shop	Mail-order shop	Parallel import shop(※)	Used clock shop (※)	Antique shop	Person-to-person trade	Others
Female(n=750)	61.2	38.3	24.7	14.7	29.6	20.7	10.1	4.1	*	*	0.7	1.2	0.9
Female 20s(n=170)	68.2	31.8	17.6	14.7	21.8	22.9	21.2	5.3	*	*	—	2.4	—
Female 30s(n=189)	64.6	40.2	31.2	13.8	30.2	19.0	10.1	5.8	*	*	1.1	0.5	1.6
Female 40s(n=209)	58.4	37.8	24.4	13.4	38.8	25.4	4.3	3.3	*	*	1.0	1.0	1.4
Female 50s+(n=182)	54.4	42.9	24.7	17.0	25.8	14.8	6.6	2.2	*	*	0.5	1.1	0.5

※New choices in the 2014 survey

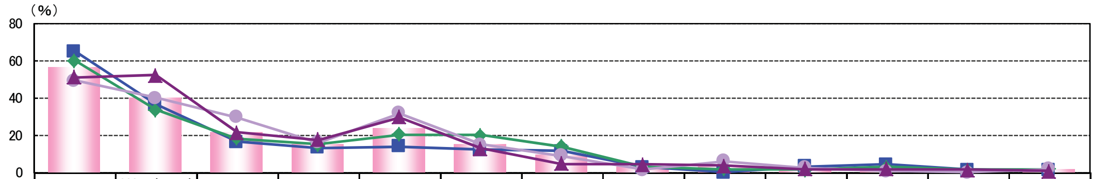
2012



	Watch section at a department store	Watch and clock specialty store; jewelry store	Mass retailer; discount store	Online shop	Duty free shop; overseas shop	Brand boutique	Select shop	Mail-order shop	Parallel import shop(※)	Used clock shop (※)	Antique shop	Person-to-person trade	Others
Female(n=750)	60.1	41.7	23.6	14.5	25.5	16.9	9.7	2.0	*	*	1.2	0.8	0.9
Female 20s(n=224)	69.6	36.6	17.4	10.7	17.0	15.6	15.6	2.2	*	*	0.4	1.3	0.9
Female 30s(n=196)	60.7	36.2	26.5	17.9	26.0	16.8	10.2	2.0	*	*	0.5	—	1.0
Female 40s(n=175)	52.0	46.9	29.7	15.4	26.9	12.6	6.9	2.3	*	*	2.9	1.7	1.1
Female 50s+(n=155)	54.8	50.3	21.9	14.8	35.5	23.9	3.9	1.3	*	*	1.3	—	0.6

※New choices in the 2014 survey

2014



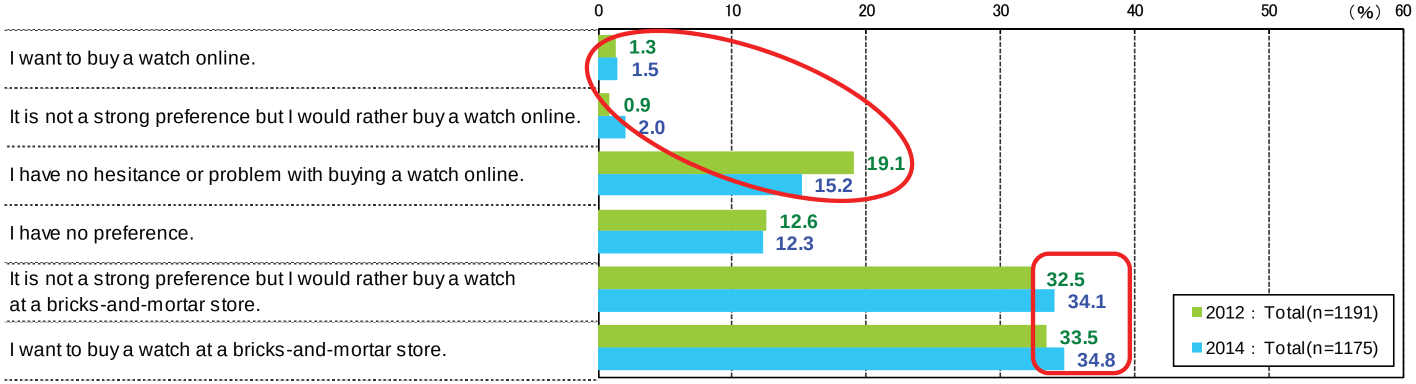
	Watch section at a department store	Watch and clock specialty store; jewelry store	Mass retailer; discount store	Online shop	Duty free shop; overseas shop	Brand boutique	Select shop	Mail-order shop	Parallel import shop(※)	Used clock shop (※)	Antique shop	Person-to-person trade	Others
Female(n=750)	56.7	40.1	21.1	15.1	23.3	14.7	9.6	2.7	2.7	2.1	2.4	0.9	1.2
Female 20s(n=217)	65.0	36.4	16.1	12.9	13.8	12.0	11.1	2.8	—	3.2	4.1	1.4	0.9
Female 30s(n=177)	59.9	33.3	18.1	14.7	20.3	19.8	13.6	2.8	1.7	1.1	2.8	1.1	1.7
Female 40s(n=183)	49.2	39.9	29.5	15.8	31.7	14.8	8.7	1.1	6.0	2.2	0.5	—	1.6
Female 50s+(n=173)	50.9	52.0	21.4	17.3	29.5	12.7	4.6	4.0	3.5	1.7	1.7	1.2	0.6

※New choices in the 2014 survey

* “Watch section at a department store” was a popular choice across all female age groups and preferred particularly by females in their 20s and 30s.
* While response rates were low for “Mass retailer; discount store” among respondents in their 20s and 30s, those for “Brand boutique” and “Select shop” were higher than respondents in other age groups.
* “Online shop” expanded primarily among females in their 50s, and grew also among females in their 30s and 40s.

■ Willingness to purchase watches online (all)

*We asked “those who have not purchased watches online” about their willingness to purchase online in the future.



■ Willingness to purchase watches online (male)

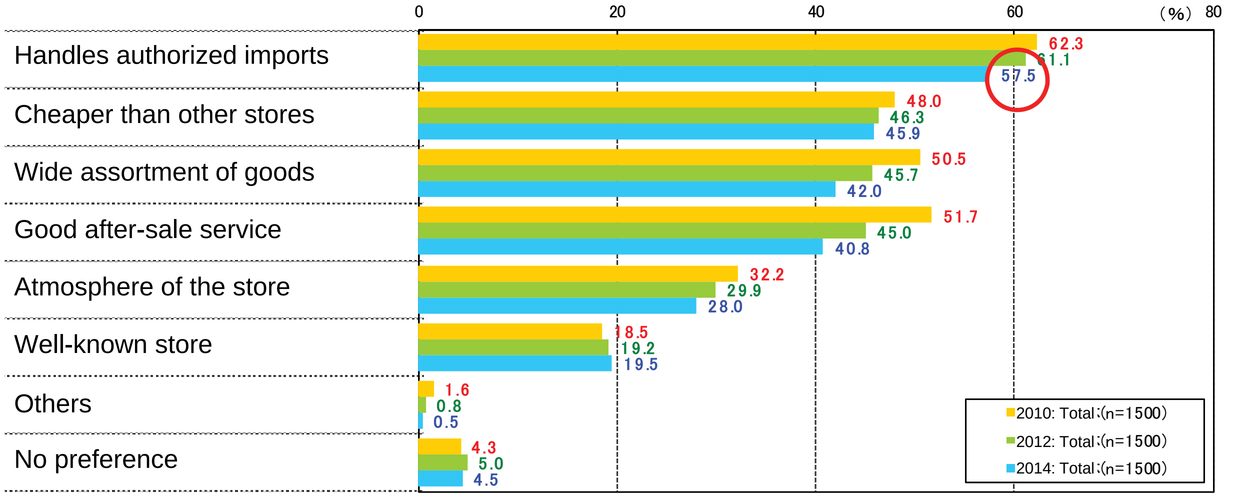
	Total male		Male 20s		Male 30s		Male 40s		Male 50s+	
	2012 n=550	2014 n=538	2012 n=107	2014 n=106	2012 n=153	2014 n=135	2012 n=149	2014 n=135	2012 n=141	2014 n=162
I want to buy a watch online.	2.7	2.6	2.8	2.8	2.6	1.5	1.3	1.5	4.3	4.3
It is not a strong preference but I would rather buy a watch online.	1.3	1.5	1.9	1.9	1.3	1.5	2.0	2.2	—	0.6
I have no hesitance or problem with buying a watch online.	23.6	19.9	26.2	16.0	26.1	18.5	18.8	24.4	24.1	19.8
I have no preference.	16.0	14.5	18.7	12.3	13.7	16.3	16.8	17.8	15.6	11.7
It is not a strong preference but I would rather buy a watch at a bricks-and-mortar store.	27.6	31.0	20.6	33.0	32.7	30.4	32.2	28.1	22.7	32.7
I want to buy a watch at a bricks-and-mortar store.	28.7	30.5	29.9	34.0	23.5	31.9	28.9	25.9	33.3	30.9

■ Willingness to purchase watches online (female)

	Total female		female 20s		female 30s		female 40s		female 50s+	
	2012 n=641	2014 n=637	2012 n=200	2014 n=189	2012 n=161	2014 n=151	2012 n=148	2014 n=154	2012 n=132	2014 n=143
I want to buy a watch online.	0.2	0.6	—	1.6	—	—	—	—	0.8	0.7
It is not a strong preference but I would rather buy a watch online.	0.6	2.5	—	4.8	—	3.3	2.0	0.6	0.8	0.7
I have no hesitance or problem with buying a watch online.	15.3	11.3	14.0	11.6	18.6	11.9	17.6	8.4	10.6	13.3
I have no preference.	9.7	10.4	10.0	7.4	6.8	9.9	11.5	13.6	10.6	11.2
It is not a strong preference but I would rather buy a watch at a bricks-and-mortar store.	36.7	36.7	35.0	41.3	41.0	33.1	36.5	37.0	34.1	34.3
I want to buy a watch at a bricks-and-mortar store.	37.6	38.5	41.0	33.3	33.5	41.7	32.4	40.3	43.2	39.9

* In 2014, the majority of survey samples preferred to shop at bricks-and-mortar stores. Those who responded, “It is not a strong preference but I would rather buy a watch at a bricks-and-mortar store” and “I want to buy a watch at a bricks-and-mortar store” accounted for 68.9% of the total, up 2.9 points from the previous survey in 2012. The result revealed a stronger willingness of survey samples to purchase watches at bricks-and-mortar stores than in the 2012 survey.
* Meanwhile, survey samples who have no hesitance or problem in buying a watch online accounted for approximately 20% of the total. This suggests that the Internet can serve as a sales channel depending on how products are distributed and consumers are attracted. It looks like the important point to promote purchase of watches online is to provide added value available only through online shop.

■ Important factors in choosing a retailer



■ Important factors in choosing a retailer (male)

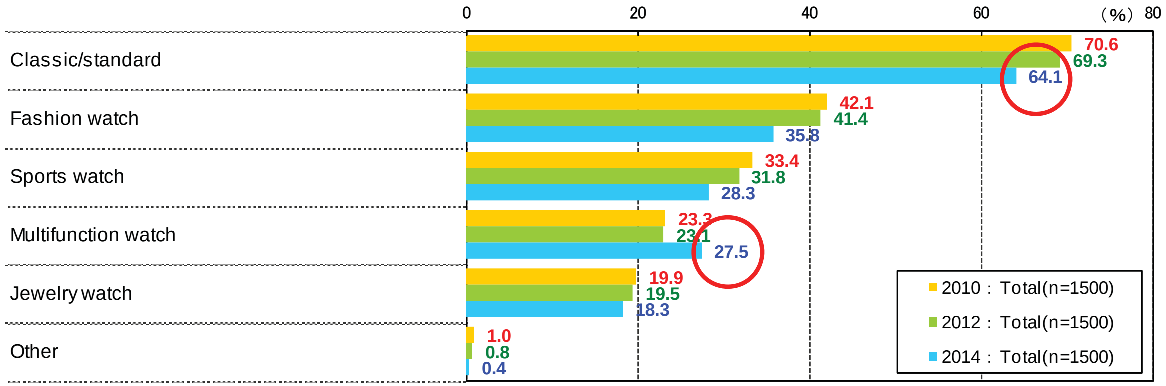
	Total male	Male 20s	Male 30s	Male 40s	Male 50s+
	2014	2014	2014	2014	2014
	n=750	n=133	n=188	n=207	n=222
Handles authorized imports	51.9	44.4	43.1	54.1	61.7
Cheaper than other stores	52.1	45.9	43.6	63.8	52.3
Wide assortment of goods	38.7	36.8	30.3	44.9	41.0
Good after-sale service	35.1	33.1	33.0	33.3	39.6
Atmosphere of the store	21.7	26.3	23.9	19.3	19.4
Well-known store	19.9	22.6	16.0	22.2	19.4
Others	0.8	—	—	1.9	0.9
No preference	5.7	6.0	10.1	3.4	4.1

■ Important factors in choosing a retailer (female)

	Total Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014	2014	2014	2014	2014
	n=750	n=217	n=177	n=183	n=173
Handles authorized imports	63.1	52.5	67.2	68.9	65.9
Cheaper than other stores	39.6	44.7	35.0	41.5	35.8
Wide assortment of goods	45.3	39.2	43.5	50.8	49.1
Good after-sale service	46.5	36.4	45.8	54.6	51.4
Atmosphere of the store	34.3	36.4	39.0	33.9	27.2
Well-known store	19.2	19.8	15.8	18.6	22.5
Others	0.3	—	—	0.5	0.6
No preference	3.3	5.5	2.3	1.1	4.0

"Handles authorized imports" was the most popular response among both men and women, indicating that both males and females are seeking safety in choosing a retailer.
* Male consumers tend to 'value price' more than females, and the higher the age of respondents is, the more demanding they are about price.
* Among females, the tendency to emphasize "Wide assortment of goods" and "Good after-sale service" was stronger than in males, which indicates that elements other than the product itself are also important for female shoppers, especially those in their 40+, in selecting stores.

■ Favorite type of watch (all)



■ Favorite type of watch (male)

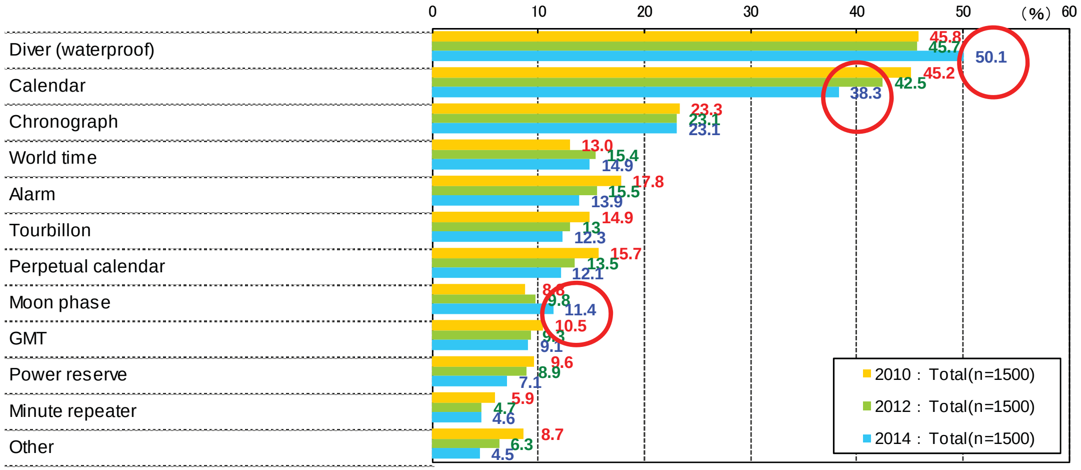
	Total male			Male 20s			Male 30s			Male 40s			Male 50s+		
	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014
	n=750	n=750	n=750	n=180	n=144	n=133	n=172	n=216	n=188	n=219	n=207	n=207	n=179	n=183	n=222
Classic/standard	71.3	69.1	63.9	74.4	64.6	58.6	74.4	72.7	65.4	67.1	67.6	60.9	70.4	69.9	68.5
Fashion watch	25.1	22.0	20.0	41.1	34.7	28.6	25.0	19.9	23.4	17.8	20.3	17.9	17.9	16.4	14.0
Sports watch	44.8	44.7	41.1	33.3	30.6	26.3	48.3	45.8	35.1	56.2	58.0	54.6	39.1	39.3	42.3
Multifunction watch	32.7	33.2	36.8	26.7	30.6	39.8	29.1	30.6	34.6	37.0	37.2	34.8	36.9	33.9	38.7
Jewelry watch	4.3	4.7	3.9	5.6	6.9	3.8	3.5	1.4	4.3	5.0	6.8	5.3	2.8	4.4	2.3
Other	1.3	1.1	0.4	0.6	1.4	—	2.3	1.4	0.5	0.5	0.5	0.5	2.2	1.1	0.5

■ Favorite type of watch (female)

	Total famale			Famale 20s			Famale 30s			Famale 40s			Famale 50s+		
	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014
	n=750	n=750	n=750	n=170	n=224	n=217	n=189	n=196	n=177	n=209	n=175	n=183	n=182	n=155	n=173
Classic/standard	69.9	69.5	64.3	72.9	65.2	55.3	70.9	70.9	67.2	73.2	71.4	68.9	62.1	71.6	67.6
Fashion watch	59.1	60.8	51.6	71.8	75.0	60.4	62.4	58.7	52.5	56.5	54.3	47.5	46.7	50.3	43.9
Sports watch	22.0	18.9	15.5	16.5	17.4	11.1	28.6	18.4	17.5	27.3	24.0	22.4	14.3	16.1	11.6
Multifunction watch	13.9	13.1	18.3	13.5	10.7	18.4	11.6	11.7	15.8	14.8	13.7	21.3	15.4	17.4	17.3
Jewelry watch	35.6	34.3	32.8	33.5	33.9	37.8	34.4	37.2	33.3	38.8	34.9	28.4	35.2	30.3	30.6
Other	0.7	0.5	0.4	0.6	0.9	—	0.5	—	—	1.0	0.6	0.5	0.5	0.6	1.2

* “Classic/standard” was the most popular choice overall, selected by more than 60% of male and female samples.
* Men tend to prefer “Sports watches” and “Multifunction watches” while women favor “Fashion watches” and “Jewelry watches”.
* “Multifunction watches” remained popular among males and were favored by females as well in 2014, particularly those in their 40s.
* “Multifunction watches”, popular among males and “Fashion watches” and “Jewelry watches”, popular among females, were the trends applicable to a wide-ranging age groups”

■ Favorite function of watch (all)



■ Favorite function of watch (male)

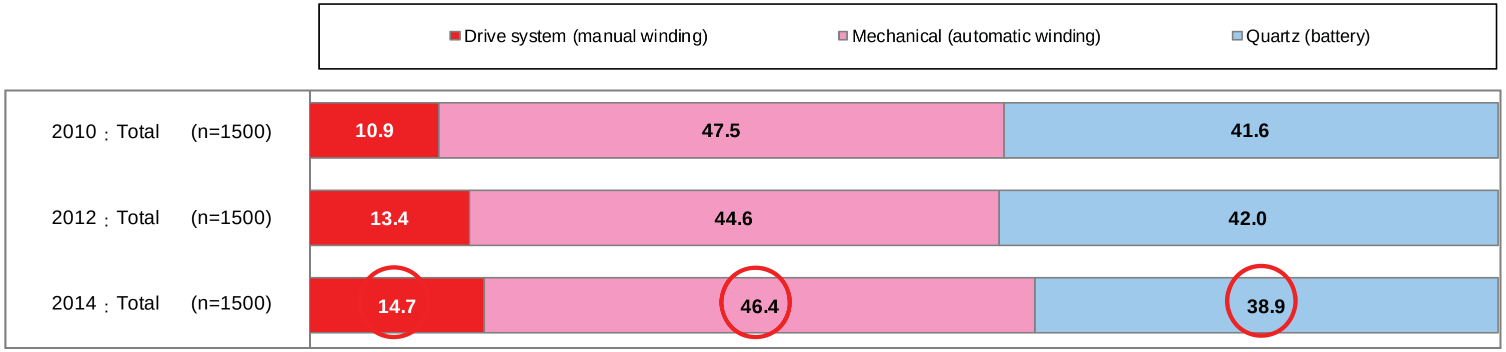
	Total male			Male 20s			Male 30s			Male 40s			Male 50s+		
	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014
	n=750	n=750	n=750	n=180	n=144	n=133	n=172	n=216	n=188	n=219	n=207	n=207	n=179	n=183	n=222
Diver (waterproof)	51.7	54.3	55.3	49.4	45.8	54.1	43.0	56.5	47.9	65.3	64.3	62.3	45.8	47.0	55.9
Calendar	55.1	50.8	46.1	45.0	41.0	34.6	51.7	48.1	39.9	58.9	52.2	46.9	63.7	60.1	57.7
Chronograph	35.1	36.5	35.6	33.9	31.3	28.6	40.1	42.1	33.0	39.7	38.6	45.9	25.7	31.7	32.4
World time	13.5	16.1	16.1	20.0	18.8	15.8	9.9	16.2	13.3	11.9	12.6	16.9	12.3	18.0	18.0
Alarm	20.1	17.1	15.9	18.9	18.8	14.3	20.9	15.3	17.6	18.3	18.4	15.0	22.9	16.4	16.2
Tourbillon	13.3	11.9	11.3	18.3	15.3	8.3	9.9	12.0	13.8	12.8	10.1	14.0	12.3	10.9	8.6
Perpetual calendar	20.5	18.5	16.5	18.3	11.1	9.0	17.4	16.2	18.6	21.5	21.7	15.5	24.6	23.5	20.3
Moon phase	8.7	8.7	10.7	9.4	9.0	8.3	7.6	5.1	6.9	10.0	10.1	17.4	7.3	10.9	9.0
GMT	12.9	8.9	12.3	11.7	6.3	13.5	11.0	10.2	10.1	16.4	10.1	14.5	11.7	8.2	11.3
Power reserve	13.6	12.7	9.2	12.8	13.9	6.8	18.0	14.4	9.0	12.8	8.2	12.1	11.2	14.8	8.1
Minute repeater	6.3	6.5	5.1	3.9	4.2	3.8	4.1	3.2	4.3	9.1	8.7	4.8	7.3	9.8	6.8
Other	6.3	4.0	2.5	3.3	1.4	1.5	5.2	4.6	1.1	5.5	3.9	2.9	11.2	5.5	4.1

■ Favorite function of watch (female)

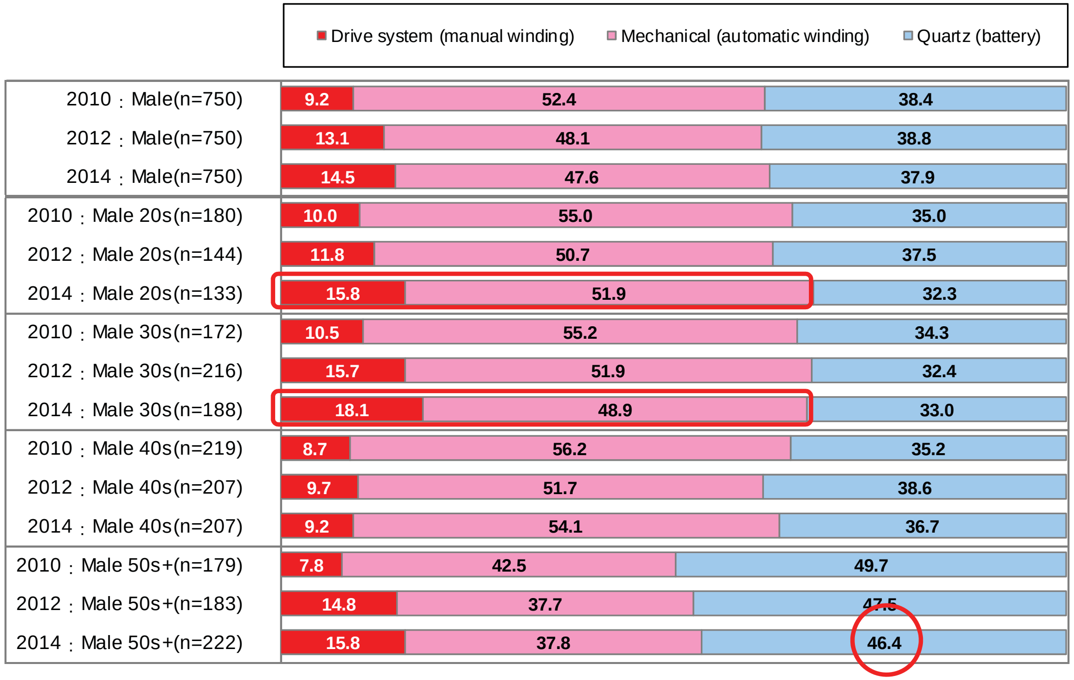
	Total Female			Female 20s			Female 30s			Female 40s			Female 50s+		
	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014
	n=750	n=750	n=750	n=170	n=224	n=217	n=189	n=196	n=177	n=209	n=175	n=183	n=182	n=155	n=173
Diver (waterproof)	39.9	37.1	44.8	41.2	42.0	47.0	41.8	29.6	43.5	45.9	40.0	47.0	29.7	36.1	41.0
Calendar	35.3	34.3	30.4	38.2	33.0	27.2	38.6	40.3	35.6	33.5	30.3	31.1	31.3	32.9	28.3
Chronograph	11.5	9.7	10.7	12.4	9.8	7.4	15.3	9.2	12.4	11.0	9.7	14.8	7.1	10.3	8.7
World time	12.5	14.7	13.7	17.6	16.5	15.7	10.1	12.8	15.8	11.0	16.6	12.6	12.1	12.3	10.4
Alarm	15.5	14.0	12.0	15.3	13.8	8.8	13.8	11.2	13.0	17.7	13.7	12.6	14.8	18.1	14.5
Tourbillon	16.4	14.1	13.3	18.2	13.4	12.0	14.8	13.3	10.2	15.3	16.0	17.5	17.6	14.2	13.9
Perpetual calendar	10.8	8.5	7.6	10.6	6.7	4.1	9.5	6.1	7.9	11.0	12.0	11.5	12.1	10.3	7.5
Moon phase	8.9	10.9	12.1	8.8	11.6	12.4	9.0	9.7	13.0	11.0	10.3	14.2	6.6	12.3	8.7
GMT	8.0	9.6	5.9	8.2	8.5	5.1	10.1	9.7	5.6	6.7	10.9	5.5	7.1	9.7	7.5
Power reserve	5.6	5.2	5.1	5.9	3.1	3.7	4.8	7.1	5.1	3.3	5.1	4.9	8.8	5.8	6.9
Minute repeater	5.6	2.9	4.1	2.4	4.0	2.8	6.9	—	4.5	6.7	2.9	4.9	6.0	5.2	4.6
Other	11.1	8.5	6.5	9.4	6.3	5.5	6.9	9.7	4.5	12.9	7.4	7.7	14.8	11.6	8.7

* “Diver (waterproof)” (50.1%), “Calendar” (38.3%) and “Chronograph” (23.1%) ranked high as the favorite function of a watch. In particular, the response rate for “Diver (waterproof)” rose significantly by 4.4 points to prove its high popularity.
* While “Calendar” fell 4.2 points compared to the result in the 2012 survey, “Moon phase” increased 1.6 points. “Moon phase” rose for the second consecutive year, and enjoyed growing popularity among females in their 20s and 30s.
*Many male respondents indicated “preference for a wide range of functionality”. Female samples also highly favored “Divers (waterproof)” and “Calendar”.

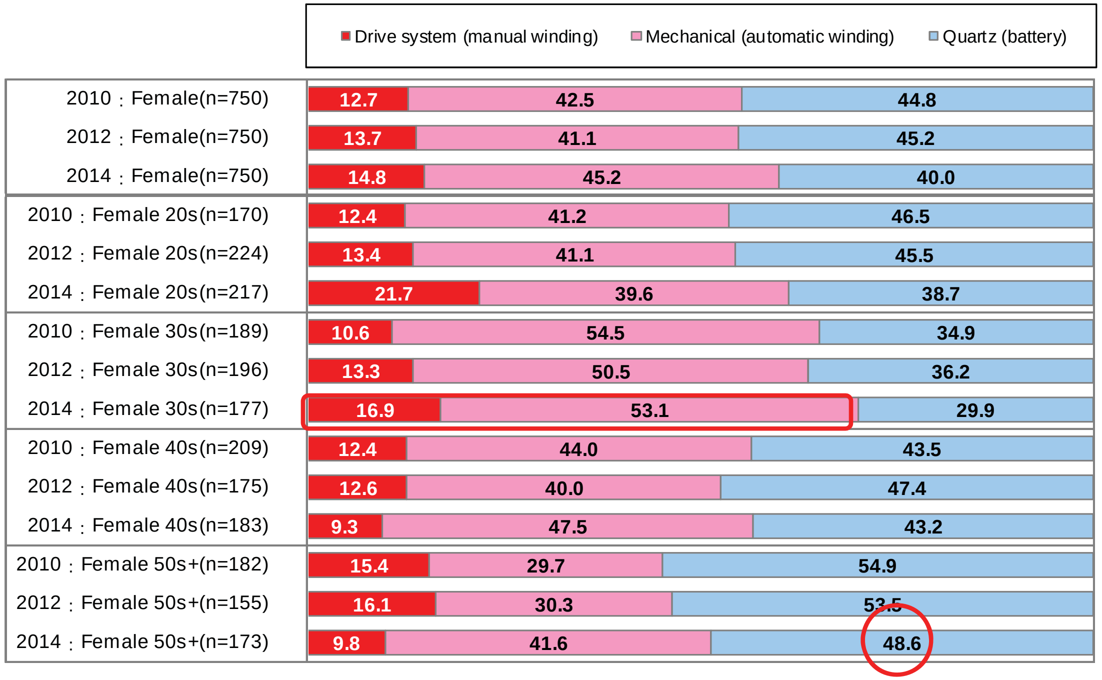
■ Favorite movement of watch (drive system): all



■ Favorite movement of watch (drive system): male



■ Favorite movement of watch (drive system): female

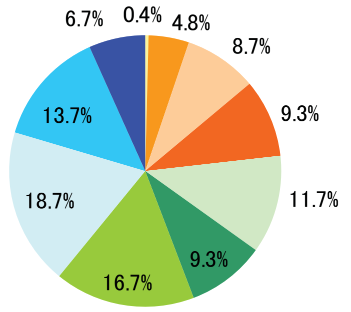


* “Mechanical (automatic winding)” remained the top response in 2014, followed by “Quartz (battery-powered) and “Mechanical (manual winding)”. While the popularity of both automatic and manual winding mechanical watches increased, that of quartz (battery-powered) watches declined.
* “Mechanical (automatic winding)” was popular among males in their 20s and 40s and females in their 30s. “Quartz (battery-powered)” was most favored by males and females aged 50 and above.
* “Mechanical (manual winding)” rose in both males and females in their 20s and 30s. The popularity of mechanical watches was driven by the rise of preference for authentic goods among younger survey samples who are seeking to wear high quality items for long time.

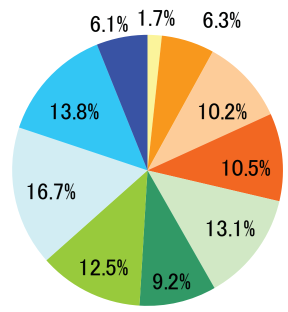
■ Price range of watch you want to buy (all)

*The list was created based on the “purchase price of the watch you want the most” in brand of watch you want.

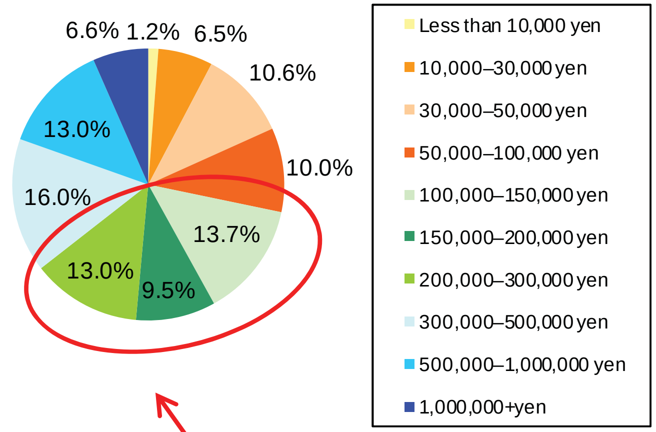
2010 price range of watch you want to buy: Total(n=1040)



2012 price range of watch you want to buy: Total(n=1305)



2014 price range of watch you want to buy: Total(n=1266)



Response rates for the price rang of “100,000 – 300,000 yen” increased

■ Price range of watch you want to buy (male)

	Total male			Male 20s			Male 30s			Male 40s			Male 50s+		
	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014
	n=544	n=664	n=649	n=142	n=125	n=109	n=130	n=194	n=165	n=152	n=186	n=178	n=120	n=159	n=197
Less than 10,000 yen	0.4	1.5	1.4	0.7	1.6	3.7	—	2.6	1.8	0.7	1.6	0.6	—	—	0.5
10,000–30,000 yen	5.1	6.3	6.3	4.9	16.0	11.0	6.2	6.2	7.9	5.3	5.4	5.6	4.2	—	3.0
30,000–50,000 yen	7.9	7.7	9.1	12.7	11.2	14.7	5.4	6.2	11.5	6.6	7.0	6.2	6.7	7.5	6.6
50,000–100,000 yen	9.0	10.4	10.2	10.6	14.4	11.9	9.2	10.3	10.3	7.2	8.1	9.6	9.2	10.1	9.6
100,000–150,000 yen	12.7	14.5	14.8	12.7	14.4	9.2	16.9	14.9	19.4	8.6	13.4	14.6	13.3	15.1	14.2
150,000–200,000 yen	9.0	8.6	9.2	12.7	6.4	9.2	9.2	10.3	10.3	7.2	7.5	6.7	6.7	9.4	10.7
200,000–300,000 yen	16.2	10.1	11.9	13.4	11.2	11.0	15.4	9.3	7.9	23.7	8.6	14.0	10.8	11.9	13.7
300,000–500,000 yen	18.0	18.1	16.5	10.6	12.0	12.8	20.8	21.6	15.2	19.1	19.9	19.7	22.5	16.4	16.8
500,000–1,000,000 yen	13.8	16.0	12.9	15.5	9.6	9.2	11.5	14.4	12.7	12.5	19.9	14.0	15.8	18.2	14.2
1,000,000+yen	7.9	6.9	7.7	6.3	3.2	7.3	5.4	4.1	3.0	9.2	8.6	9.0	10.8	11.3	10.7

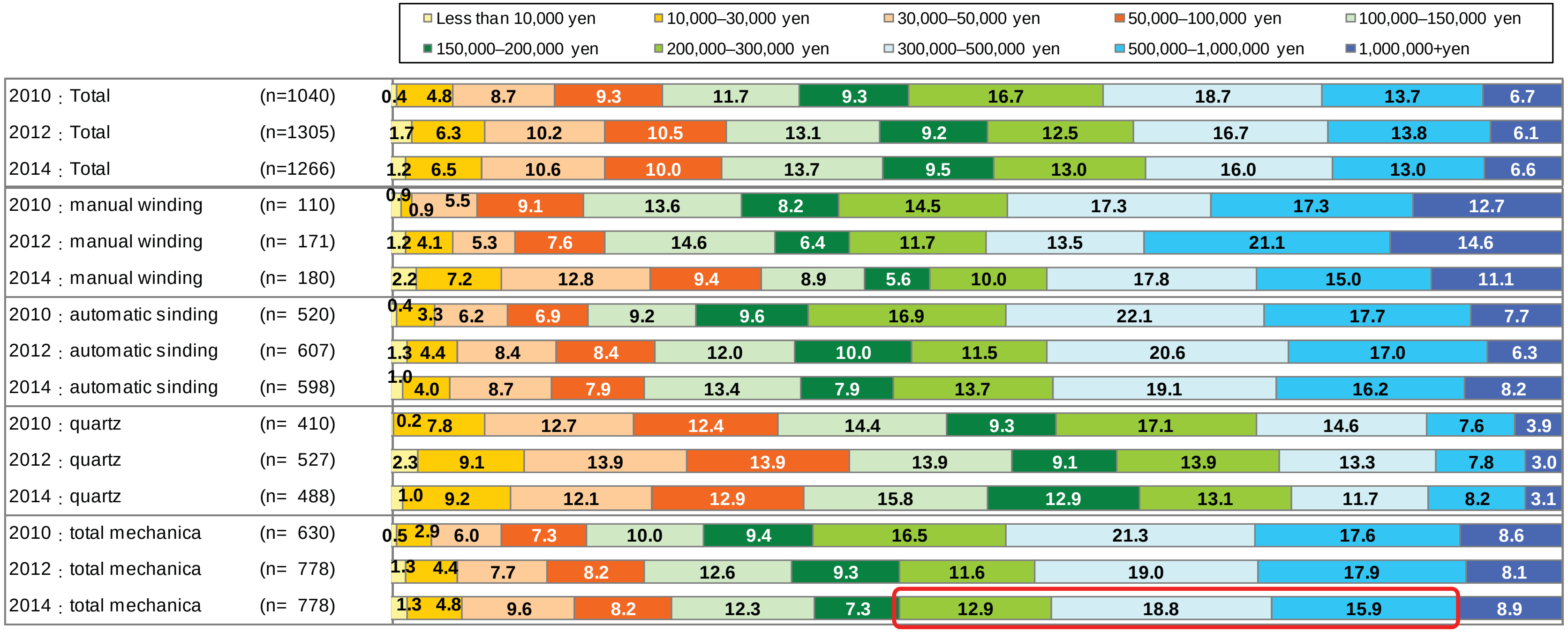
■ Price range of watch you want to buy (female)

	Total female			Female 20s			Female 30s			Female 40s			Female 50s+		
	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014
	n=496	n=641	n=617	n=127	n=194	n=170	n=127	n=171	n=155	n=140	n=152	n=149	n=102	n=124	n=143
Less than 10,000 yen	0.4	1.9	1.0	1.6	3.1	2.4	—	1.2	—	—	2.0	1.3	—	0.8	—
10,000–30,000 yen	4.4	6.2	6.6	11.8	12.4	11.8	2.4	3.5	6.5	2.1	3.9	6.7	1.0	3.2	0.7
30,000–50,000 yen	9.5	12.8	12.2	18.1	21.6	22.9	7.1	10.5	10.3	6.4	7.9	6.0	5.9	8.1	7.7
50,000–100,000 yen	9.7	10.6	9.9	11.8	13.4	14.7	11.0	10.5	7.7	5.0	7.9	6.0	11.8	9.7	10.5
100,000–150,000 yen	10.7	11.7	12.5	9.4	9.3	7.6	7.1	15.2	19.4	14.3	13.2	11.4	11.8	8.9	11.9
150,000–200,000 yen	9.7	9.8	9.7	5.5	8.2	8.2	11.8	9.4	7.7	12.9	8.6	9.4	7.8	14.5	14.0
200,000–300,000 yen	17.3	15.0	14.1	8.7	7.2	10.0	17.3	15.8	15.5	20.0	21.1	12.8	24.5	18.5	18.9
300,000–500,000 yen	19.4	15.3	15.6	18.9	11.3	10.6	23.6	18.1	15.5	18.6	17.1	23.5	15.7	15.3	13.3
500,000–1,000,000 yen	13.5	11.5	13.0	9.4	8.8	7.6	14.2	11.7	12.9	16.4	13.2	18.1	13.7	13.7	14.0
1,000,000+yen	5.4	5.1	5.5	4.7	4.6	4.1	5.5	4.1	4.5	4.3	5.3	4.7	7.8	7.3	9.1

* The price range of “100,000 – 300,000 yen” will expand going forward as for the purchase price of the watch a consumer wants. Needs of consumers are shifting from lower price range to medium price range.
* Among the male samples, “300,000 – 500,000 yen” was the top response, followed by “100,000 – 150,000” and “500,000 – 1,000,000 yen”. Among females, “300,000 – 500,000 yen” was the highest, followed by “200,000 – 300,000 yen” and “500,000 – 1,000,000 yen”.
* Generally for users interested in watches costing 100,000 yen or above, the price range of “affordable luxury watches” that they “want to buy” was “300,000 – 500,000 yen”. While it is also apparent that male consumers are willing to pay one range higher to buy the watch they want than female, the price range of female “want to buy” is shifting upward.

■ Price range of watch by function you want to buy (all)

*The list was created based on the “purchase price of the watch you want the most” in brand of watch you want.



■ Price range of watch by function you want to buy (male)

	Total male			Male : manual sinding			Male : automatic winding			Male : quartz			Male : total mechanical		
	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014
	n=544	n=664	n=649	n= 50	n= 85	n= 91	n=300	n=338	n=315	n=194	n=241	n=243	n=350	n=423	n=406
Less than 10,000 yen	0.4	1.5	1.4	—	2.4	1.1	0.3	1.2	1.3	0.5	1.7	1.6	0.3	1.4	1.2
10,000–30,000 yen	5.1	6.3	6.3	—	3.5	6.6	2.0	4.1	3.8	11.3	10.4	9.5	1.7	4.0	4.4
30,000–50,000 yen	7.9	7.7	9.1	6.0	2.4	11.0	5.0	5.9	5.7	12.9	12.0	12.8	5.1	5.2	6.9
50,000–100,000 yen	9.0	10.4	10.2	8.0	7.1	5.5	7.3	8.0	6.3	11.9	14.9	16.9	7.4	7.8	6.2
100,000–150,000 yen	12.7	14.5	14.8	20.0	16.5	11.0	9.7	11.8	12.1	15.5	17.4	19.8	11.1	12.8	11.8
150,000–200,000 yen	9.0	8.6	9.2	6.0	5.9	5.5	10.7	9.2	8.3	7.2	8.7	11.9	10.0	8.5	7.6
200,000–300,000 yen	16.2	10.1	11.9	18.0	5.9	13.2	17.3	8.6	12.7	13.9	13.7	10.3	17.4	8.0	12.8
300,000–500,000 yen	18.0	18.1	16.5	16.0	12.9	19.8	21.0	23.4	22.5	13.9	12.4	7.4	20.3	21.3	21.9
500,000–1,000,000 yen	13.8	16.0	12.9	12.0	28.2	13.2	17.7	19.5	17.1	8.2	6.6	7.4	16.9	21.3	16.3
1,000,000+yen	7.9	6.9	7.7	14.0	15.3	13.2	9.0	8.3	10.2	4.6	2.1	2.5	9.7	9.7	10.8

■ Price range of watch by function you want to buy (female)

	Total female			Female : manual sinding			Female : automatic winding			Female : quartz			Female : total mechanical		
	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014
	n=496	n=641	n=617	n= 60	n= 86	n= 89	n=220	n=269	n=283	n=216	n=286	n=245	n=280	n=355	n=372
Less than 10,000 yen	0.4	1.9	1.0	1.7	—	3.4	0.5	1.5	0.7	—	2.8	0.4	0.7	1.1	1.3
10,000–30,000 yen	4.4	6.2	6.6	1.7	4.7	7.9	5.0	4.8	4.2	4.6	8.0	9.0	4.3	4.8	5.1
30,000–50,000 yen	9.5	12.8	12.2	5.0	8.1	14.6	7.7	11.5	12.0	12.5	15.4	11.4	7.1	10.7	12.6
50,000–100,000 yen	9.7	10.6	9.9	10.0	8.1	13.5	6.4	8.9	9.5	13.0	12.9	9.0	7.1	8.7	10.5
100,000–150,000 yen	10.7	11.7	12.5	8.3	12.8	6.7	8.6	12.3	14.8	13.4	10.8	11.8	8.6	12.4	12.9
150,000–200,000 yen	9.7	9.8	9.7	10.0	7.0	5.6	8.2	11.2	7.4	11.1	9.4	13.9	8.6	10.1	7.0
200,000–300,000 yen	17.3	15.0	14.1	11.7	17.4	6.7	16.4	15.2	14.8	19.9	14.0	15.9	15.4	15.8	12.9
300,000–500,000 yen	19.4	15.3	15.6	18.3	14.0	15.7	23.6	17.1	15.2	15.3	14.0	15.9	22.5	16.3	15.3
500,000–1,000,000 yen	13.5	11.5	13.0	21.7	14.0	16.9	17.7	13.8	15.2	6.9	8.7	9.0	18.6	13.8	15.6
1,000,000+yen	5.4	5.1	5.5	11.7	14.0	9.0	5.9	3.7	6.0	3.2	3.8	3.7	7.1	6.2	6.7

* While there had been a trend toward lowering of prices for “Quartz” among females, but the overall needs shifted to higher price ranges in 2014. Meanwhile, lowering of prices for “Mechanical” advanced due to the effect of enhanced lineup of products for consumers who purchase a mechanical watch for the first time.
* In “Mechanical total”, the respondent rate of “200,000 – 1,000,000 yen”, the volume zone for mechanical watches, dropped slightly by 0.9 points compared to the result in the 2012 survey, showing signs that lowering of prices for mechanical watches has stopped.

■ Brand of watch you want (ranking comparison 2010-2014)

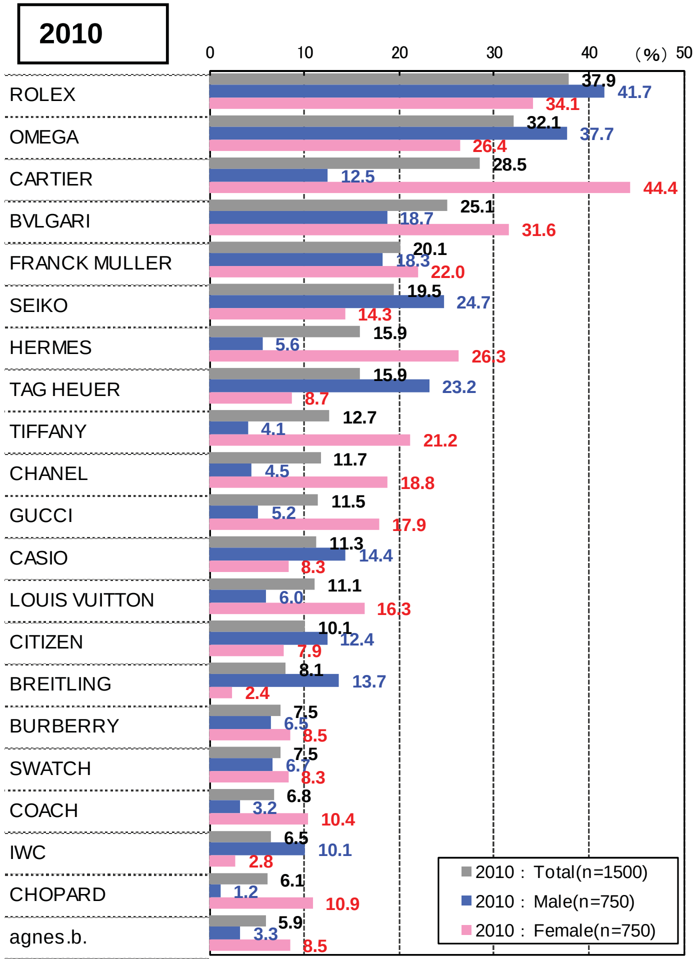
2010				
Order	Brand	n=1500		
1	ROLEX	37.9	→	
2	OMEGA	32.1	→	
3	CARTIER	28.5	→	
4	BVLGARI	25.1	↓	To 5th place
5	FRANCK MULLER	20.1	↑	To 4th place
6	SEIKO	19.5	→	
7	TAG HEUER	15.9	↓	To 8th place
7	HERMES	15.9	→	
9	TIFFANY	12.7	↓	To 11th place
10	CHANEL	11.7	↑	To 9th place
11	GUCCI	11.5	↓	To 13th place
12	CASIO	11.3	↑	To 9th place
13	LOUIS VUITTON	11.1	↓	To 14th place
14	CITIZEN	10.1	↑	To 12th place
15	BREITLING	8.1	→	
16	BURBERRY	7.5	→	
16	SWATCH	7.5	↓	To 20th place
18	COACH	6.8	↑	To 17th place
19	IWC	6.5	↑	To 17th place
20	CHOPARD	6.1	↓	Ranked out
21	agnes.b.	5.9	↑	To 19th place
22	HARRY WINSTON	5.7	→	
22	PIAGET	5.7	↓	Ranked out
24	FOLLI FOLLIE	5.6	↑	To 23th place
25	DIOR	5.5	↑	To 20th place
26	AUDEMARS PIGUET	5.0	↓	To 27th place
27	PATEK PHILIPPE	4.5	↑	To 24th place

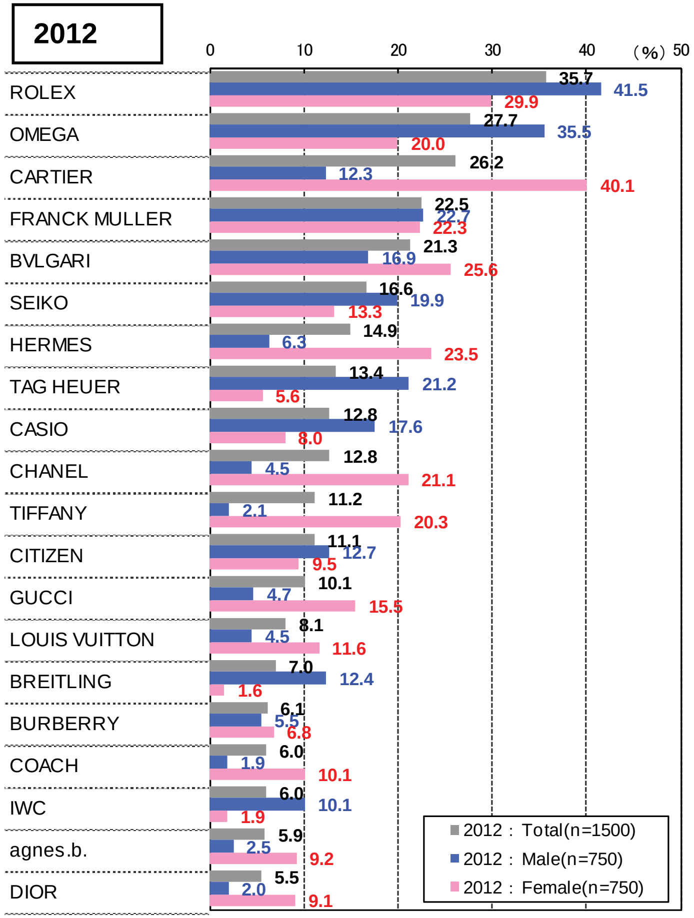
2012				
Order	Brand	n=1500		
1	ROLEX	35.7	→	
2	OMEGA	27.7	→	
3	CARTIER	26.2	→	
4	FRANCK MULLER	22.5	↓	To 6th place
5	BVLGARI	21.3	↑	To 4th place
6	SEIKO	16.6	↑	To 5th place
7	HERMES	14.9	↓	To 9th place
8	TAG HEUER	13.4	↑	To 7th place
9	CHANEL	12.8	↓	To 11th place
9	CASIO	12.8	↑	To 8th place
11	TIFFANY	11.2	↓	To12th place
12	CITIZEN	11.1	↑	To10th place
13	GUCCI	10.1	→	
14	LOUIS VUITTON	8.1	→	
15	BREITLING	7.0	↑	To14th place
16	BURBERRY	6.1	↓	To17th place
17	COACH	6.0	↓	To23th place
17	IWC	6.0	↓	To20th place
19	agnes.b.	5.9	→	
20	SWATCH	5.5	→	
20	DIOR	5.5	↓	To23th place
22	HARRY WINSTON	5.3	↑	To16th place
23	FOLLI FOLLIE	5.2	↓	To26th place
24	PATEK PHILIPPE	5.1	↑	To23th place
25	HAMILTON	4.8	↑	To18th place
25	Paul Smith	4.8	↓	To29th place
27	AUDEMARS PIGUET	4.7	↑	To20th place
27	DIESEL	4.7	↓	Ranked out
27	Marc by Marc Jacobs	4.7	↓	Ranked out

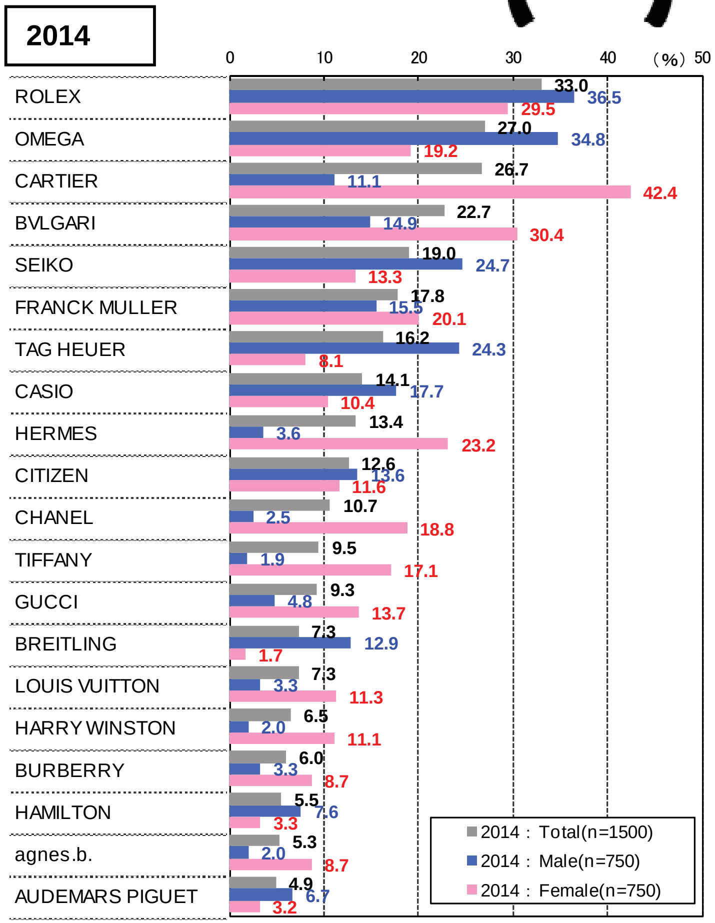
2014			
Order	Brand	n=1500	
1	ROLEX	33.0	
2	OMEGA	27.0	
3	CARTIER	26.7	
4	BVLGARI	22.7	
5	SEIKO	19.0	
6	FRANCK MULLER	17.8	
7	TAG HEUER	16.2	
8	CASIO	14.1	
9	HERMES	13.4	
10	CITIZEN	12.6	
11	CHANEL	10.7	
12	TIFFANY	9.5	
13	GUCCI	9.3	
14	LOUIS VUITTON	7.3	
14	BREITLING	7.3	
16	HARRY WINSTON	6.5	
17	BURBERRY	6.0	
18	HAMILTON	5.5	
19	agnes.b.	5.3	
20	SWATCH	4.9	
20	IWC	4.9	
20	AUDEMARS PIGUET	4.9	
23	COACH	4.7	
23	DIOR	4.7	
23	PATEK PHILIPPE	4.7	
26	CHOPARD	4.4	* Ranked in
26	FOLLI FOLLIE	4.4	
28	LONGINES	4.3	* Ranked in
29	CHAUMET	4.2	* Ranked in
29	Paul Smith	4.2	

* With “ROLEX”, “OMEGA” and “CARTIER” maintaining the top three positions, there was no major change in ranking down to the 6th place.
* Brands that moved up significantly were “HAMILTON”: +7 notches, “PIGUET”: +7 notches and “HARRY WINSTON”: +6 notches.
* In 2014, replacing “DIESEL” and “Marc by Marc Jacobs” was “CHOPARD”, “LONGINES” and “CHAUMET” which newly appeared in the ranking. Reasonably priced mechanical watches and lifestyle-proposing fashion brand watches attracted greater popularity in 2012, but consumers reappraised luxury brands in 2014.
* Domestic watch brands moved up in the ranking across the board, with “SEIKO”: +1 notch, “CASIO”: +1 notch and “CITIZEN”: +2 notches. Distribution of high value-added products that adopted high performance / high functions and the strategy to enhance the lineup of luxury products worked successfully.

■ Brand of the watch you want (by sex)







* "ROLEX" for male and "CARTIER" for female kept their established positions as the desired watch in 2014.

* Top 5 watch brands males want to buy in 2014
1st: "ROLEX" 36.5% (down 5.0 points from 2012) <2012 ranking: 1st>
2nd: "OMEGA" 34.8% (down 0.7 points from 2012) <2012 ranking: 2nd>
3rd: "SEIKO" 24.7% (up 4.8 points from 2012) <2012 ranking: 5th>
4th: "TAG HEUER" 24.3% (up 3.1 points from 2012) <2012 ranking: 4th>
5th: "CASIO" 17.7% (up 0.1 points from 2012) <2012 ranking: 6th>

* Top 5 watch brands that females want in 2014
1st: "CARTIER" 42.4% (up 2.3 points from 2012) <2012 ranking: 1st>
2nd: "BVLGARI" 30.4% (up 4.8 points from 2012) <2012 ranking: 3rd>
3rd: "ROLEX" 29.5% (down 0.4 points from 2012) <2012 ranking: 2nd>
4th: "HERMES" 23.2% (down 0.3 points from 2012) <2012 ranking: 4th>
5th: "FRANCK MULLER" 20.1% (down 2.2 points from 2012) <2012 ranking: 5th>

* In 2014, there was a major change in ranking of watch brands males want to buy as a result of increase in popularity of the domestic watch brands while there was no major change in ranking of watch brands females want to buy except for "BVLGARI" which was ranked higher.
* Needs remain high for "Luxury mechanical sports watches" among males and for "luxury fashion brand watches" among females. Both males and females tend to prefer simple, stylish and versatile watches that suit all occasions.

■ Watch brand you want (by sex and age group): Supplementary data

2010

	Total	Total male	Male 20s	Male 30s	Male 40s	Male 50s+	Total Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2010 n=1500	2010 n=750	2010 n=180	2010 n=172	2010 n=219	2010 n=179	2010 n=750	2010 n=170	2010 n=189	2010 n=209	2010 n=182
ROLEX	37.9	41.7	45.0	41.9	39.7	40.8	34.1	31.2	41.3	33.5	30.2
OMEGA	32.1	37.7	46.7	40.1	36.5	27.9	26.4	24.7	30.7	24.9	25.3
CARTIER	28.5	12.5	16.7	11.0	12.3	10.1	44.4	47.6	45.5	46.9	37.4
BVLGARI	25.1	18.7	25.0	17.4	18.7	13.4	31.6	35.9	29.6	30.6	30.8
FRANCK MULLER	20.1	18.3	22.8	22.1	17.4	11.2	22.0	27.6	28.6	21.1	11.0
SEIKO	19.5	24.7	21.1	21.5	26.9	28.5	14.3	7.1	13.8	17.2	18.1
HERMES	15.9	5.6	7.8	3.5	5.0	6.1	26.3	28.8	27.0	25.4	24.2
TAG HEUER	15.9	23.2	21.7	23.8	28.8	17.3	8.7	4.7	7.9	14.4	6.6
TIFFANY	12.7	4.1	5.0	3.5	4.1	3.9	21.2	20.0	22.8	23.9	17.6
CHANEL	11.7	4.5	6.1	3.5	4.6	3.9	18.8	24.7	14.8	17.2	19.2
GUCCI	11.5	5.2	12.8	4.1	2.7	1.7	17.9	24.1	16.9	13.9	17.6
CASIO	11.3	14.4	16.1	19.2	14.2	8.4	8.3	8.8	10.6	8.6	4.9
LOUIS VUITTON	11.1	6.0	7.2	8.1	5.0	3.9	16.3	20.0	19.6	13.4	12.6
CITIZEN	10.1	12.4	16.1	8.7	12.8	11.7	7.9	9.4	7.4	6.2	8.8
BREITLING	8.1	13.7	9.4	16.3	18.7	9.5	2.4	1.8	3.7	3.3	0.5
BURBERRY	7.5	6.5	8.3	8.1	5.9	3.9	8.5	11.2	7.4	6.2	9.9
SWATCH	7.5	6.7	5.0	12.2	6.4	3.4	8.3	8.8	7.4	11.0	5.5
COACH	6.8	3.2	6.1	1.7	2.3	2.8	10.4	14.1	11.1	9.1	7.7
IWC	6.5	10.1	11.1	12.2	10.0	7.3	2.8	2.9	4.8	3.3	—
CHOPARD	6.1	1.2	1.7	0.6	2.3	—	10.9	11.8	10.1	10.5	11.5
agnes.b.	5.9	3.3	6.1	5.2	1.4	1.1	8.5	14.7	10.6	4.3	5.5

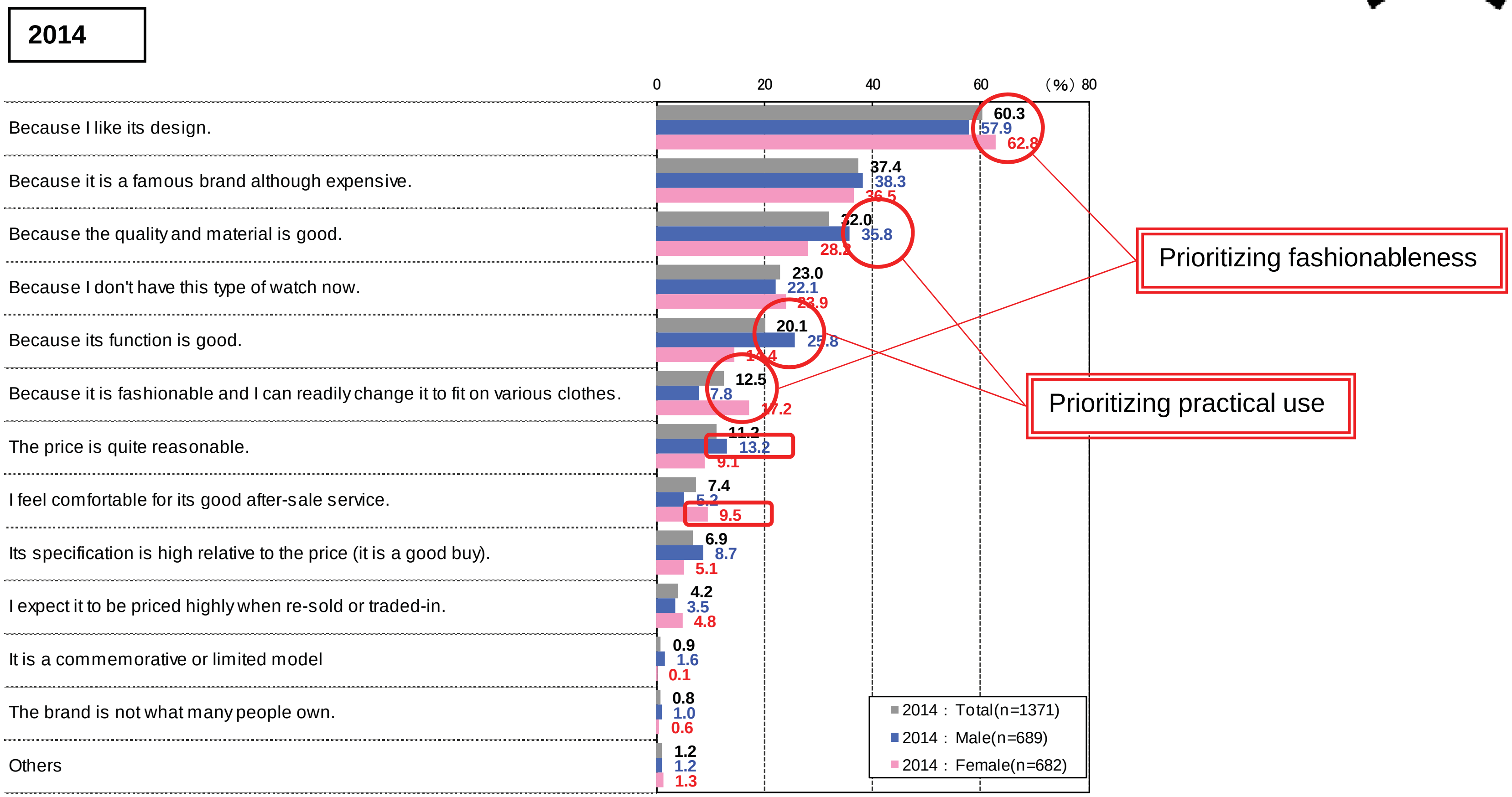
2012

	Total	Total male	Male 20s	Male 30s	Male 40s	Male 50s+	Total Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2012 n=1500	2012 n=750	2012 n=144	2012 n=216	2012 n=207	2012 n=183	2012 n=750	2012 n=224	2012 n=196	2012 n=175	2012 n=155
ROLEX	35.7	41.5	34.0	41.2	44.9	43.7	29.9	22.8	40.3	31.4	25.2
OMEGA	27.7	35.5	39.6	40.7	36.7	24.6	20.0	15.2	24.5	20.0	21.3
CARTIER	26.2	12.3	11.1	11.1	11.1	15.8	40.1	42.9	49.5	34.9	30.3
FRANCK MULLER	22.5	22.7	27.8	22.7	24.6	16.4	22.3	24.1	27.0	22.3	13.5
BVLGARI	21.3	16.9	26.4	12.5	15.0	16.9	25.6	24.6	28.6	21.1	28.4
SEIKO	16.6	19.9	21.5	18.1	19.3	21.3	13.3	10.7	17.9	11.4	13.5
HERMES	14.9	6.3	9.7	3.2	4.8	8.7	23.5	17.9	27.0	26.3	23.9
TAG HEUER	13.4	21.2	17.4	24.1	25.1	16.4	5.6	2.7	7.7	9.1	3.2
CASIO	12.8	17.6	18.8	19.4	17.9	14.2	8.0	10.7	11.7	5.1	2.6
CHANEL	12.8	4.5	9.0	0.9	5.8	3.8	21.1	23.7	21.9	17.1	20.6
TIFFANY	11.2	2.1	1.4	—	2.4	4.9	20.3	25.4	20.4	17.1	16.1
CITIZEN	11.1	12.7	16.7	11.1	14.0	9.8	9.5	13.4	7.7	9.1	6.5
GUCCI	10.1	4.7	10.4	3.7	1.9	4.4	15.5	18.8	15.3	14.3	12.3
LOUIS VUITTON	8.1	4.5	8.3	2.3	4.3	4.4	11.6	11.6	15.3	10.3	8.4
BREITLING	7.0	12.4	6.9	12.5	15.9	12.6	1.6	2.2	—	3.4	0.6
BURBERRY	6.1	5.5	10.4	2.8	2.4	8.2	6.8	12.1	5.6	4.6	3.2
COACH	6.0	1.9	2.1	0.9	1.4	3.3	10.1	13.4	12.2	6.3	7.1
IWC	6.0	10.1	6.9	10.2	13.0	9.3	1.9	1.8	3.1	1.7	0.6
agnes.b.	5.9	2.5	2.1	4.2	1.9	1.6	9.2	13.8	10.7	4.6	5.8
DIOR	5.5	2.0	4.9	0.9	1.9	1.1	9.1	12.5	7.7	5.7	9.7

2014

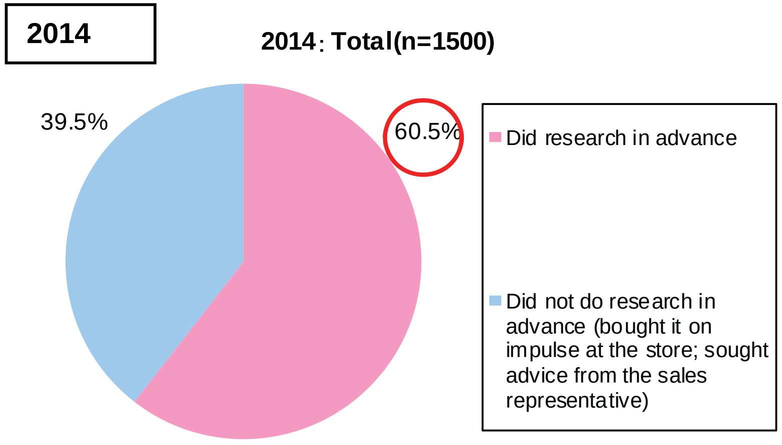
	Total	Total male	Male 20s	Male 30s	Male 40s	Male 50s+	Total Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014 n=1500	2014 n=750	2014 n=133	2014 n=188	2014 n=207	2014 n=222	2014 n=750	2014 n=217	2014 n=177	2014 n=183	2014 n=173
ROLEX	33.0	36.5	30.8	31.9	43.5	37.4	29.5	19.4	37.3	35.0	28.3
OMEGA	27.0	34.8	35.3	36.2	39.1	29.3	19.2	11.5	24.3	23.0	19.7
CARTIER	26.7	11.1	10.5	12.2	10.1	11.3	42.4	40.1	50.8	41.0	38.2
BVLGARI	22.7	14.9	17.3	17.6	14.0	12.2	30.4	27.6	36.7	26.2	31.8
SEIKO	19.0	24.7	17.3	27.7	25.6	25.7	13.3	12.4	14.1	11.5	15.6
FRANCK MULLER	17.8	15.5	18.0	18.1	17.4	9.9	20.1	15.7	27.7	20.2	17.9
TAG HEUER	16.2	24.3	15.8	21.3	32.9	23.9	8.1	4.6	7.9	13.7	6.9
CASIO	14.1	17.7	21.1	16.0	24.6	10.8	10.4	10.6	14.1	8.2	8.7
HERMES	13.4	3.6	5.3	2.7	4.3	2.7	23.2	19.4	24.3	27.3	22.5
CITIZEN	12.6	13.6	15.0	12.2	15.9	11.7	11.6	12.4	15.8	9.3	8.7
CHANEL	10.7	2.5	5.3	3.7	1.4	0.9	18.8	23.0	20.9	17.5	12.7
TIFFANY	9.5	1.9	2.3	2.7	1.0	1.8	17.1	17.5	19.2	16.9	14.5
GUCCI	9.3	4.8	9.0	6.4	2.9	2.7	13.7	19.8	14.1	10.9	8.7
BREITLING	7.3	12.9	8.3	8.0	21.3	12.2	1.7	0.9	4.0	1.6	0.6
LOUIS VUITTON	7.3	3.3	6.8	3.2	3.9	0.9	11.3	12.0	13.6	10.9	8.7
HARRY WINSTON	6.5	2.0	3.8	1.6	2.9	0.5	11.1	10.1	18.6	8.2	7.5
BURBERRY	6.0	3.3	6.0	3.7	1.9	2.7	8.7	13.8	7.9	3.3	8.7
HAMILTON	5.5	7.6	11.3	10.6	5.8	4.5	3.3	3.2	4.5	2.2	3.5
agnes.b.	5.3	2.0	3.0	3.7	1.0	0.9	8.7	12.0	10.7	4.9	6.4
AUDEMARS PIGUET	4.9	6.7	3.8	4.8	8.7	8.1	3.2	0.5	3.4	6.0	3.5

■ Reason for preferring specific brand



* The top reason for preferring a specific brand was “Good design”, followed by “Expensive but famous brand” and “Good quality and material”.
* The ranking shows that while men regard watches as a tool, placing importance on “functions” and “quality and material”, women positioned watches as a fashion item, placing emphasis mostly on design.
* In addition, men were highly conscious about “price”, e.g. “reasonable price” and “good value for the money”, while many female respondents were interested in “Good after-sale service” and “priced highly when re-selled and traded-in”, which reflected their high dependence on a sense of security after purchasing.
;

■ Research before purchasing a watch (all)



■ Research before purchasing a watch (male)

	Total male	Male 20s	Male 30s	Male 40s	Male 50s+
	2014 n=750	2014 n=133	2014 n=188	2014 n=207	2014 n=222
Did research in advance	65.2	57.9	66.5	67.1	66.7
Did not do research in advance (bought it on impulse at the store; sought advice from the sales representative)	34.8	42.1	33.5	32.9	33.3

■ Research before purchasing a watch (female)

	Total female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014 n=750	2014 n=217	2014 n=177	2014 n=183	2014 n=173
Did research in advance	55.7	50.2	60.5	59.0	54.3
Did not do research in advance (bought it on impulse at the store; sought advice from the sales representative)	44.3	49.8	39.5	41.0	45.7

■ Research before purchasing a watch (in and outside the Tokyo metropolitan region)

	Tokyo metropolitan area (Shutoken)	Outside of Shutoken
	2014 n=600	2014 n=900
Did research in advance	59.0	61.4
Did not do research in advance (bought it on impulse at the store; sought advice from the sales representative)	41.0	38.6

* The Tokyo metropolitan region refers to Tokyo, Kanagawa, Chiba and Saitama.

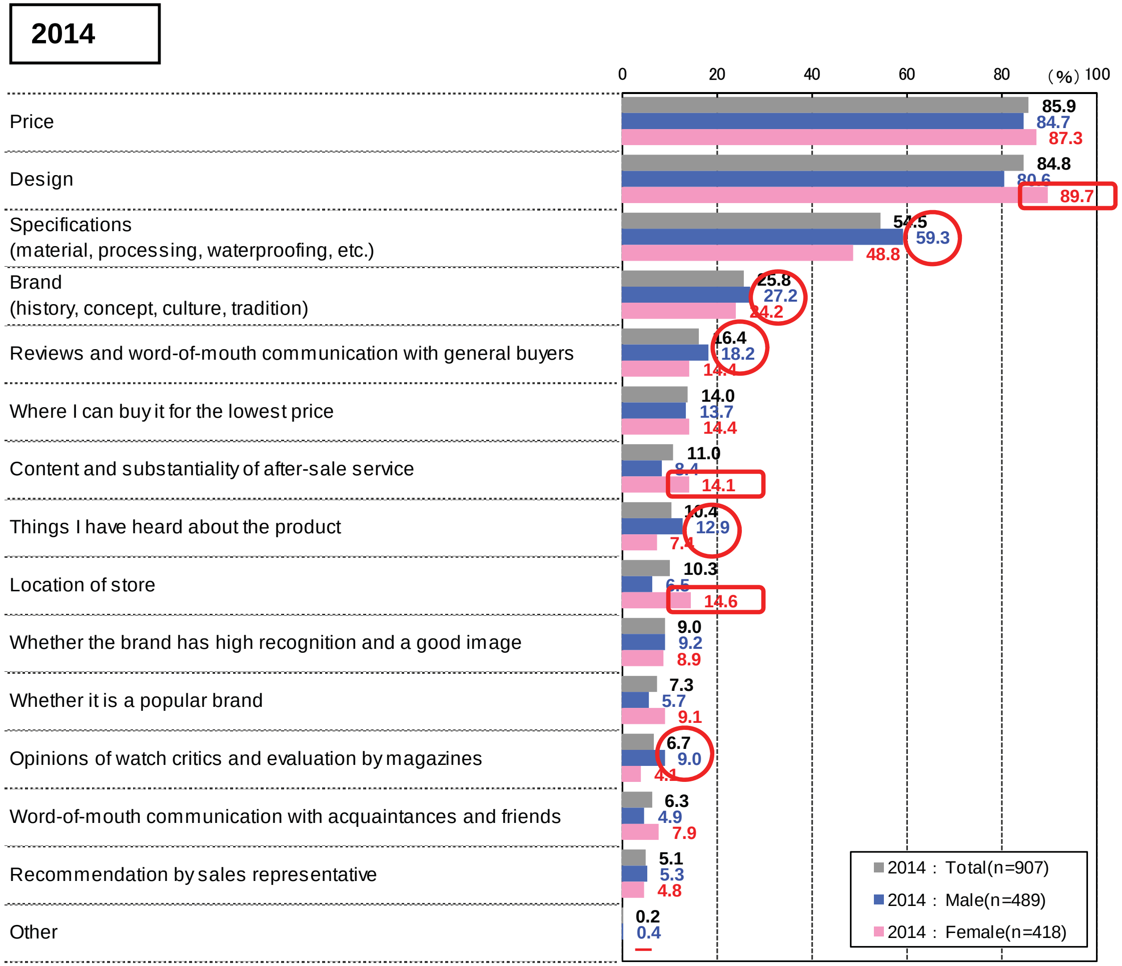
■ Research before purchasing a watch (by region: 5 geographic divisions)

	Hokkaido and Tohoku	Kanto and Koshinetsu	Chubu and Hokuriku	Kansai	Chugoku, Shikoku and Kyushu
	2014 n=134	2014 n=698	2014 n=163	2014 n=282	2014 n=223
Did research in advance	62.7	59.3	65.6	62.8	56.1
Did not do research in advance (bought it on impulse at the store; sought advice from the sales representative)	37.3	40.7	34.4	37.2	43.9

* Approximately 60% of all respondents “did research in advance” before buying a watch.
* In comparing male and female responses, there was a stronger tendency among males to conduct advance research, especially among those in their 30s through 50s. While the percentage respondents who “did research in advance” before buying a watch was high at 60% for females in their 30s and 40s, females overall are more likely to select products at the store than males do.
* In comparing respondents in and outside the Tokyo metropolitan region, more respondents in the Tokyo metropolitan region “did not research in advance” than those outside the region, showing a stronger tendency for selecting products at the store.

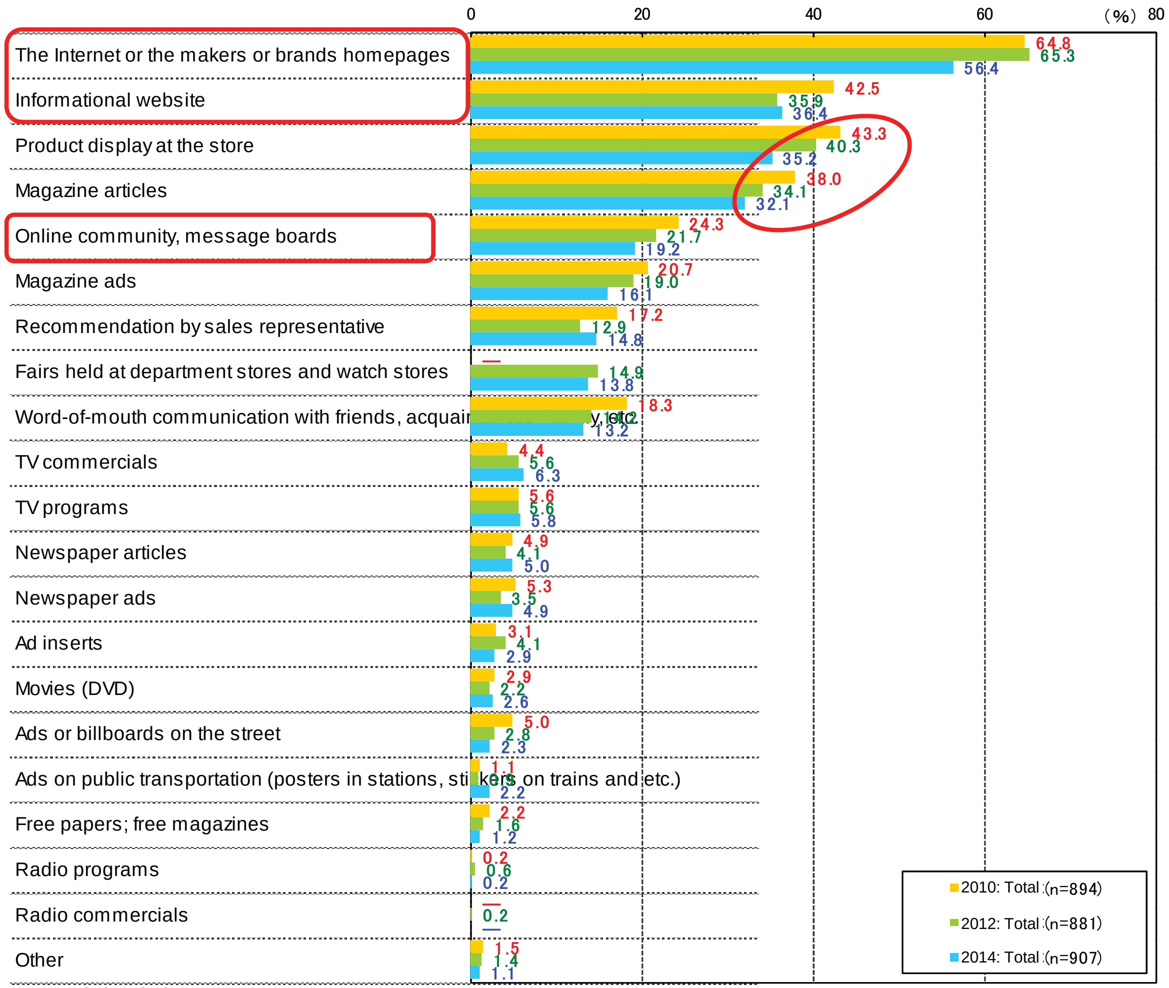
■ Kind of research done in advance

Survey samples are those who responded “did research in advance” to the question asking whether research was done in advance in buying a watch.



* Most popular reasons for purchasing a watch in 2014 were “Price”, “Design” and “Specifications”.
* Male respondents showed ‘attachment to the product itself’ such as “Specifications”, “Brand (history, concept, culture, tradition)”, “Reviews and word-of-month communication with general buyers”, “Things I have heard about the product” and “Opinions of watch critics and evaluation by magazines” as well as needs for added value such as ‘Background of the brand’.
* Meanwhile, females indicated a strong tendency to seek ‘value in fashionability’ such as “Design”, “Location of store” and “content and substantiality of after-sale service” as well as ‘reliability and security’ in purchasing a product. In addition, “Price” and “Where I can buy it at the lowest price” ranked relatively high, indicating that females tend to seek a reasonable price more than males do.

■ Media which are influential in purchasing a watch (all)



※New choices in the 2012 survey

* "The Internet or makers or brands homepages" was the most utilized media influential in deciding whether or not to buy a watch. Comparing with the 2012 survey result, "Information website" overtook "Product display at the store" as the 2nd most utilized media. The result proved that the Internet had become an essential media for consumers to gather information to make purchasing decisions.
* Meanwhile, there was also a high dependence on "Product display at the store" and "Magazine articles", which is an indication that distributors are expected to take advertising and promotional strategies based on a set of well-balanced tangible and intangible elements.
* Consumers appear to be making the combined use of the information disseminated by the brands on "brands homepages", information obtained from other consumers on the Internet on "Online community, message boards" and real information obtained at the store in making purchasing decisions.

■ Media which are influential in decision-making of buying a watch (male)

	Total male			Male 20s			Male 30s			Male 40s			Male 50s+		
	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014
	n=485	n=466	n=489	n=106	n= 76	n= 77	n=118	n=145	n=125	n=150	n=133	n=139	n=111	n=112	n=148
The Internet or the makers or brands homepages	69.7	68.9	59.3	62.3	60.5	45.5	68.6	72.4	56.8	69.3	68.4	64.7	78.4	70.5	63.5
Informational website	48.0	41.6	41.5	50.9	38.2	37.7	46.6	44.1	36.8	48.7	41.4	46.8	45.9	41.1	42.6
Product display at the store	35.1	34.8	31.7	41.5	26.3	35.1	33.1	37.9	26.4	28.7	29.3	35.3	39.6	42.9	31.1
Magazine articles	37.3	34.1	27.2	38.7	32.9	27.3	33.9	39.3	24.8	40.0	31.6	33.8	36.0	31.3	23.0
Online community, message boards	27.2	26.4	21.9	36.8	30.3	23.4	25.4	32.4	19.2	28.7	20.3	29.5	18.0	23.2	16.2
Magazine ads	16.7	16.1	11.7	16.0	9.2	13.0	6.8	14.5	11.2	18.7	19.5	10.1	25.2	18.8	12.8
Recommendation by sales representative	12.8	9.4	12.7	19.8	7.9	15.6	9.3	9.0	13.6	12.7	10.5	9.4	9.9	9.8	13.5
Fairs held at department stores and watch stores	*	11.8	11.9	*	11.8	11.7	*	9.0	9.6	*	9.0	12.2	*	18.8	13.5
Word-of-mouth communication with friends, acquaintances, family, etc. *	11.8	10.3	9.8	14.2	19.7	18.2	10.2	11.7	12.0	13.3	8.3	8.6	9.0	4.5	4.7
TV commercials	4.3	4.1	5.5	5.7	3.9	7.8	0.8	4.1	5.6	5.3	3.8	5.8	5.4	4.5	4.1
TV programs	4.7	4.7	5.9	7.5	3.9	11.7	0.8	5.5	6.4	4.0	5.3	5.0	7.2	3.6	3.4
Newspaper articles	4.5	4.7	5.3	6.6	5.3	6.5	2.5	4.1	4.8	3.3	4.5	3.6	6.3	5.4	6.8
Newspaper ads	5.6	3.6	4.9	4.7	1.3	7.8	1.7	1.4	4.8	5.3	3.0	2.9	10.8	8.9	5.4
Ad inserts	2.7	4.3	2.0	2.8	3.9	2.6	0.8	4.1	1.6	3.3	6.0	2.2	3.6	2.7	2.0
Movies (DVD)	3.5	2.1	3.1	8.5	5.3	5.2	1.7	1.4	4.8	2.0	2.3	2.2	2.7	0.9	1.4
Ads or billboards on the street	4.1	2.6	1.4	7.5	2.6	1.3	1.7	2.8	3.2	4.0	1.5	0.7	3.6	3.6	0.7
Ads on public transportation (posters in stations, stickers on trains and etc.)	0.6	0.9	1.6	1.9	—	2.6	—	1.4	4.0	—	0.8	—	0.9	0.9	0.7
Free papers; free magazines	1.4	1.3	0.8	2.8	2.6	1.3	—	2.1	0.8	2.0	0.8	1.4	0.9	—	—
Radio programs	—	0.6	0.2	—	2.6	—	—	0.7	—	—	—	—	—	—	0.7
Radio commercials	—	0.2	—	—	—	—	—	0.7	—	—	—	—	—	—	—
Other	2.1	1.5	1.0	0.9	3.9	1.3	—	—	—	3.3	2.3	1.4	3.6	0.9	1.4

* New choice from the 2012 survey

■ Media which are influential in purchasing a watch (female)

	Total Female			Female 20s			Female 30s			Female 40s			Female 50s+		
	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014	2010	2012	2014
	n=409	n=415	n=418	n= 89	n=111	n=109	n=117	n=126	n=107	n=124	n=100	n=108	n= 79	n= 78	n= 94
The Internet or the makers or brands homepages	58.9	61.2	53.1	64.0	63.1	50.5	59.0	60.3	55.1	56.5	55.0	54.6	57.0	67.9	52.1
Informational website	35.9	29.4	30.4	39.3	27.9	25.7	39.3	30.2	32.7	31.5	29.0	28.7	34.2	30.8	35.1
Product display at the store	53.1	46.5	39.2	51.7	45.9	33.9	53.0	46.0	35.5	52.4	50.0	43.5	55.7	43.6	44.7
Magazine articles	38.9	34.0	37.8	37.1	34.2	33.9	46.2	44.4	43.9	39.5	27.0	38.9	29.1	25.6	34.0
Online community, message boards	20.8	16.4	16.0	29.2	20.7	14.7	22.2	13.5	21.5	15.3	18.0	16.7	17.7	12.8	10.6
Magazine ads	25.4	22.2	21.3	21.3	24.3	18.3	24.8	22.2	20.6	28.2	17.0	23.1	26.6	25.6	23.4
Recommendation by sales representative	22.5	16.9	17.2	28.1	21.6	16.5	23.1	15.9	17.8	18.5	19.0	16.7	21.5	9.0	18.1
Fairs held at department stores and watch stores	*	18.3	16.0	*	13.5	12.8	*	21.4	8.4	*	18.0	16.7	*	20.5	27.7
Word-of-mouth communication with friends, acquaintances, family, etc. *	26.2	18.6	17.2	25.8	19.8	17.4	23.1	23.0	19.6	29.8	15.0	16.7	25.3	14.1	14.9
TV commercials	4.4	7.2	7.2	5.6	5.4	8.3	3.4	7.1	2.8	4.0	5.0	12.0	5.1	12.8	5.3
TV programs	6.6	6.5	5.7	3.4	11.7	2.8	7.7	5.6	4.7	8.1	3.0	12.0	6.3	5.1	3.2
Newspaper articles	5.4	3.4	4.5	6.7	—	2.8	3.4	4.0	0.9	3.2	6.0	6.5	10.1	3.8	8.5
Newspaper ads	4.9	3.4	4.8	2.2	0.9	1.8	5.1	0.8	0.9	4.0	5.0	7.4	8.9	9.0	9.6
Ad inserts	3.7	3.9	3.8	2.2	2.7	1.8	2.6	0.8	1.9	4.0	6.0	7.4	6.3	7.7	4.3
Movies (DVD)	2.2	2.2	2.2	1.1	2.7	3.7	1.7	1.6	0.9	4.0	4.0	1.9	1.3	—	2.1
Ads or billboards on the street	6.1	3.1	3.3	9.0	2.7	4.6	8.5	5.6	1.9	3.2	1.0	4.6	3.8	2.6	2.1
Ads on public transportation (posters in stations, stickers on trains and etc.)	1.7	1.0	2.9	3.4	1.8	2.8	—	1.6	4.7	2.4	—	2.8	1.3	—	1.1
Free papers; free magazines	3.2	1.9	1.7	7.9	0.9	3.7	1.7	1.6	—	3.2	2.0	2.8	—	3.8	—
Radio programs	0.5	0.5	0.2	1.1	1.8	0.9	—	—	—	0.8	—	—	—	—	—
Radio commercials	—	0.2	—	—	0.9	—	—	—	—	—	—	—	—	—	—
Other	0.7	1.2	1.2	—	0.9	2.8	—	0.8	0.9	—	2.0	0.9	3.8	1.3	—

* New choice from the 2012 survey

* There was a tendency among males to 'place importance on information from the Internet' while females preferred the combined use of 'the Internet and the storefront'. "Recommendation by sales representative" moved up in the ranking for both males and females compared with the 2012 survey result, reflecting that consumers placed much value on gathering information on the Internet as well as real information obtained at the store.

■ Magazine subscription ranking (by sex)

2010: Total male

Order	Name of magazine subscribed to	(n=750)		
1	Otona no Shuumatsu	11.5	↓	To 3rd place
2	Sekai no Udedokei	8.9	↑	To 1st place
3	Otoko no Kakurega	8.5	↓	To 2nd place
4	Sarai	8.4	→	
5	mono magazine	7.1	→	
6	Nikkei Otona no OFF	6.9	↓	To 13th place
6	MEN'S NON-NO	6.9	↓	To 12th place
8	BRUTUS	6.7	↓	To 10th place
9	LEON	5.9	↑	To 6th place
9	Tarzan	5.9	↓	To 10th place
11	MEN'S CLUB	5.7	↓	To 17th place
12	GoodsPress	5.6	↑	To 9th place
13	Tokei Begin	5.2	↓	To 14th place
14	Begin	4.9	↓	To 19th place
15	Sanpo no Tatsujin	4.7	↓	Ranked out
15	GetNavi	4.7	↑	To 8th place
17	smart	3.5	↑	To 15th place
18	Jiyuujin	3.3	↓	Ranked out
18	Gainer	3.3	↑	To 7th place
20	Ikkojin	2.7	→	

2012: Total male

Order	Name of magazine subscribed to	(n=750)		
1	Sekai no Udedokei	6.7	↓	To 2nd place
2	Otoko no Kakurega	5.6	↓	To 3rd place
3	Otona no Shuumatsu	5.5	↑	To 1st place
4	Sarai	4.8	↓	To 5th place
5	mono magazine	4.7	↓	To 9th place
6	LEON	4.1	↓	To 7th place
7	Gainer	4.0	↓	To 17th place
8	GetNavi	3.9	↓	To 16th place
9	GoodsPress	3.6	→	
10	BRUTUS	3.5	↑	To 4th place
10	Tarzan	3.5	↓	To 13th place
12	MEN'S NON-NO	3.3	↓	To 14th place
13	Nikkei Otona no OFF	3.1	↑	To 5th place
14	Tokei Begin	2.8	↑	To 9th place
15	pen	2.5	↑	To 12th place
15	smart	2.5	↓	Ranked out
17	MEN'S CLUB	2.4	↓	To 20th place
17	MEN'S EX	2.4	↓	Ranked out
19	Begin	2.0	↑	To 8th place
20	Ikkojin	1.9	↑	To 17th place

2014: Total male

Order	Name of magazine subscribed to	(n=750)	
1	Otona no Shuumatsu	7.2	
2	Sekai no Udedokei	6.5	
3	Otoko no Kakurega	5.3	
4	BRUTUS	4.9	
5	Sarai	4.3	
5	Nikkei Otona no OFF	4.3	
7	LEON	3.9	
8	Begin	3.2	
9	GoodsPress	3.1	
9	mono magazine	3.1	
9	Tokei Begin	3.1	
12	pen	2.9	
13	Tarzan	2.8	
14	MEN'S NON-NO	2.5	
15	Best Car	2.4	Ranked in
16	GetNavi	2.3	
17	Sanpo no Tatsujin	1.9	Ranked in
17	Ikkojin	1.9	
17	Gainer	1.9	
20	MEN'S CLUB	1.6	
20	PRESIDENT	1.6	Ranked in

2010: Total female

Order	Name of magazine subscribed to	(n=750)		
1	MORE	12.8	→	
2	With	10.9	↓	To 6th place
3	STORY	10.4	↑	To 2nd place
4	Oggi	10.3	↓	To 9th place
5	CLASSY.	9.5	→	
5	Nikkei Woman	9.5	↓	To 7th place
7	VERY	8.8	↑	To 3rd place
8	Katei Gaho	7.1	↓	To 14th place
9	anan	6.8	↑	To 8th place
9	Fujin Gaho	6.8	↓	To 17th place
11	AneCan	6.4	↓	To 17th place
12	ViVi	6.3	↑	To 10th place
13	LEE	6.0	↑	To 11th place
14	Biteki	5.6	↑	To 4th place
15	CanCam	5.2	↑	To 13th place
15	JJ	5.2	→	
17	MAQUIA	4.8	↑	To 16th place
18	VoCE	4.3	↑	To 12th place
19	Domani	4.1	↓	To 21th place
20	Sarai	4.0	↓	Ranked out
21	Fujin Koron	3.9	↓	Ranked out

2012: Total female

Order	Name of magazine subscribed to	(n=750)		
1	MORE	9.3	↓	To 2nd place
2	STORY	8.7	↑	To 1st place
3	VERY	8.5	↓	To 5th place
4	Biteki	8.4	→	
5	CLASSY.	7.9	↓	To 7th place
6	With	7.6	↓	To 8th place
7	Nikkei Woman	7.1	↑	To 6th place
8	anan	6.4	↓	To 9th place
9	Oggi	5.6	↑	To 2nd place
10	ViVi	5.2	↑	To 9th place
11	LEE	4.8	↓	To 17th place
12	VoCE	4.0	↓	To 16th place
13	CanCam	3.9	↓	To 14th place
14	Katei Gaho	3.7	↑	To 13th place
15	JJ	3.3	↑	To 14th place
16	MAQUIA	3.2	↓	To 18th place
17	Fujin Gaho	3.1	↓	To 19th place
17	AneCan	3.1	↑	To 11th place
19	FRaU	2.8	↓	To 21th place
20	Mrs.	2.7	↓	Ranked out
21	Domani	2.5	↑	To 11th place
21	Fujin Koron	2.5	→	
21	CREA	2.5	↓	Ranked out

2014: Total female

Order	Name of magazine subscribed to	(n=750)	
1	STORY	10.0	
2	MORE	9.6	
2	Oggi	9.6	
4	Biteki	8.8	
5	VERY	8.7	
6	Nikkei Woman	8.0	
7	CLASSY.	7.9	
8	With	7.6	
9	anan	5.5	
9	ViVi	5.5	
11	Domani	4.4	
11	AneCan	4.4	
13	Katei Gaho	4.1	
14	CanCam	3.9	
14	JJ	3.9	
16	VoCE	3.5	
17	LEE	3.3	
18	MAQUIA	3.2	
19	Fujin Gaho	2.9	
20	Bisuto	2.5	Ranked in
21	Fujin Koron	2.4	
21	FRaU	2.4	

* Popular choices among male samples were ‘Fashion/lifestyle magazines’, ‘Watch specialty magazines’ and ‘Gadget magazines’. Magazines that propose high quality, mature lifestyle such as “BRUTUS” and “Nikkei Otona no OFF” rose significantly in the rankings. Car magazine “Best Car” and general business magazine “PRESIDENT” newly ranked in the top 20.

* ‘Fashion/lifestyle magazines’ was the dominant response among females. In 2014, magazines that target readers around their 30s such as “Oggi”, “Domani” and “AneCan” moved up in the rankings with the increase in working women.

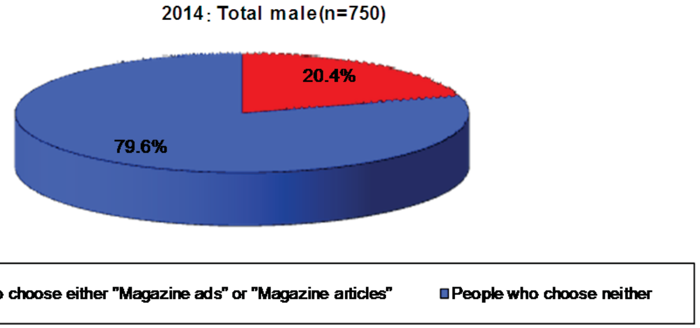
■ Magazine which motivates to buy a watch*

*“Magazine that motivates to buy a watch” is defined as those that are subscribed by people who satisfy the following conditions:

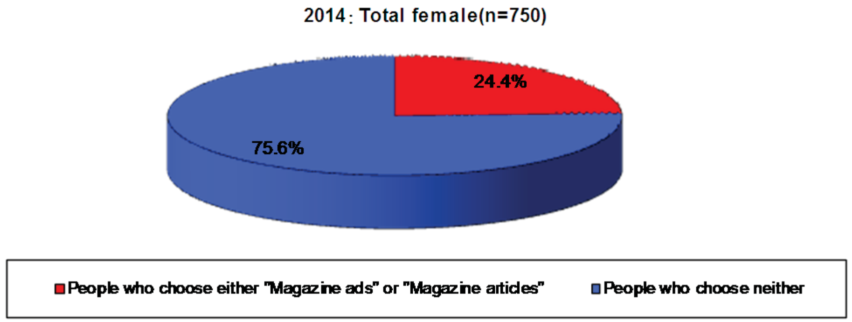
People who selected either “Magazine ads” or “Magazine articles” to the question “What source of information do you put importance on when purchasing a watch?“

■ Proportion of those who chose either “Magazine ads” or “Magazine articles” (male)

2014



■ Proportion of those who chose either “Magazine ads” or “Magazine articles” (female)



■ 2014 magazine subscription ranking vs. magazine ranking which motivates to buy a watch (male)

2014: Total male				
Order	Name of magazine subscribed to	(n=750)		
1	Otona no Shuumatsu	7.2	↓	To 2nd place
2	Sekai no Udedokei	6.5	↑	To 1st place
3	Otoko no Kakurega	5.3	↓	To 9th place
4	BRUTUS	4.9	↑	To 3rd place
5	Sarai	4.3	↑	To 4th place
5	Nikkei Otona no OFF	4.3	↓	To 9th place
7	LEON	3.9	↑	To 6th place
8	Begin	3.2	↓	To 11th place
9	GoodsPress	3.1	↓	To 11th place
9	mono magazine	3.1	↓	To 11th place
9	Tokei Begin	3.1	↑	To 4th place
12	pen	2.9	↑	To 7th place
13	Tarzan	2.8	↑	To 7th place
14	MEN'S NON-NO	2.5	↓	To 16th place
15	Best Car	2.4	↓	To 18th place
16	GetNavi	2.3	↑	To 14th place
17	Sanpo no Tatsujin	1.9	↓	To 20th place
17	Ikkojin	1.9	↓	To 22th place
17	Gainer	1.9	↓	To 15th place
20	MEN'S CLUB	1.6	↑	To 16th place
20	PRESIDENT	1.6	↓	To 22th place

2014: Total male			
Order	Magazine that motivates to buy a watch	(n=750)	
1	Sekai no Udedokei	17.6	
2	Otona no Shuumatsu	12.4	
3	BRUTUS	11.1	
4	Sarai	9.2	
4	Tokei Begin	9.2	
6	LEON	8.5	
7	pen	7.8	
7	Tarzan	7.8	
9	Otoko no Kakurega	7.2	
9	Nikkei Otona no OFF	7.2	
11	GoodsPress	6.5	
11	Begin	6.5	
11	mono magazine	6.5	
14	GetNavi	5.2	
15	Gainer	4.6	
16	MEN'S NON-NO	3.9	
16	MEN'S CLUB	3.9	
18	BestGear	3.3	Ranked in
18	Best Car	3.3	
20	Sanpo no Tatsujin	2.6	
20	MEN'S EX	2.6	
22	Jiyuujin	2.0	Ranked in
22	Ikkojin	2.0	
22	PRESIDENT	2.0	

■ 2014 magazine subscription ranking vs. magazine ranking which motivates to buy a watch (female)

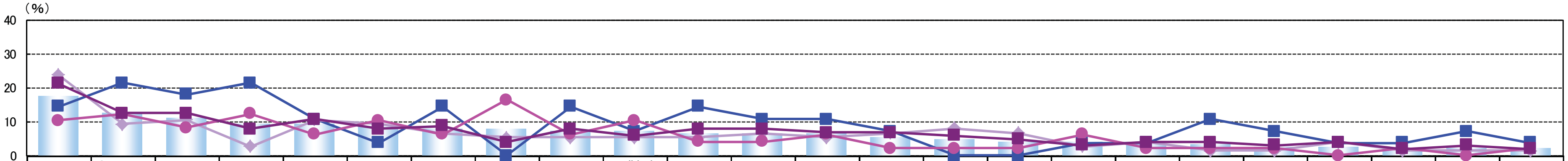
2014: Total female				
Order	Name of magazine subscribed to	(n=750)		
1	STORY	10.0	→	
2	MORE	9.6	↓	To 4th place
2	Oggi	9.6	↑	To 2nd place
4	Biteki	8.8	↓	To 5th place
5	VERY	8.7	↑	To 3rd place
6	Nikkei Woman	8.0	↓	To 7th place
7	CLASSY.	7.9	↑	To 5th place
8	With	7.6	→	
9	anan	5.5	↓	To 13th place
9	ViVi	5.5	↓	To 11th place
11	Domani	4.4	↑	To 9th place
11	AneCan	4.4	↑	To 10th place
13	Katei Gaho	4.1	↑	To 11th place
14	CanCam	3.9	↑	To 13th place
14	JJ	3.9	↓	To 15th place
16	VoCE	3.5	↑	To 15th place
17	LEE	3.3	↑	To 15th place
18	MAQUIA	3.2	↓	To 19th place
19	Fujin Gaho	2.9	↓	To 20th place
20	Bisuto	2.5	↑	To 18th place
21	Fujin Koron	2.4	↑	To 20th place
21	FRaU	2.4	→	

2014: Total female		
Order	Magazine that motivates to buy a watch	(n=750)
1	STORY	24.6
2	Oggi	22.4
3	VERY	19.1
4	MORE	18.6
5	CLASSY.	17.5
5	Biteki	17.5
7	Nikkei Woman	16.9
8	With	14.2
9	Domani	12.6
10	AneCan	10.4
11	Katei Gaho	8.7
11	ViVi	8.7
13	anan	8.2
13	CanCam	8.2
15	LEE	6.6
15	JJ	6.6
15	VoCE	6.6
18	Bisuto	6.0
19	MAQUIA	5.5
20	Fujin Gaho	4.9
21	BRUTUS	3.8
21	FRaU	3.8

* Popular among male samples in 2014 were ‘Watch specialty magazines’ and ‘Gadget magazines’ that offer much product information, and these kinds of magazines ranked high. “Tokei Begin”, “pen” and “Tarzan” rose significantly in the rankings.
* Females primarily preferred ‘Fashion/lifestyle magazines’ for the young and middle-aged. In particular, magazines for middle-aged working women moved up significantly in the rankings.

■ Magazine which motivates to buy a watch: by favorite function (male) <Reference material>

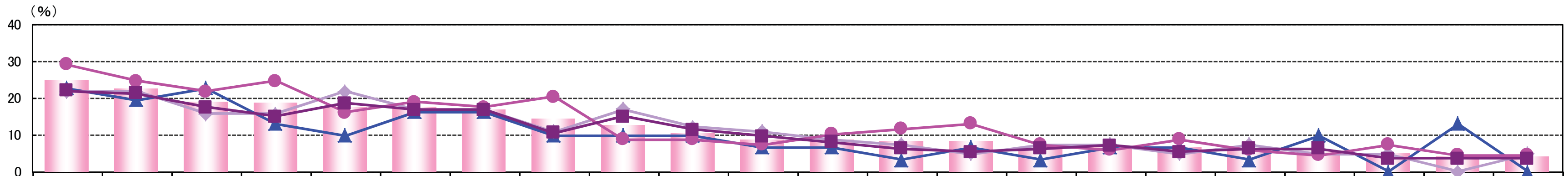
2014



	Sekai no Udedokei	Otona no Shuumatsu	BRUTUS	Sarai	Tokei Begin	LEON	pen	Tarzan	Otoko no Kakurega	Nikkei Otona no OFF	GoodsPress	Begin	mono magazine	GetNavi	Gainer	MEN'S NON-NO	MEN'S CLUB	BestGear	Best Car	Sanpo no Tatsujin	MEN'S EX	Jiyuujin	Ikkojin	PRESIDENT
Total male(n=153)	17.6	12.4	11.1	9.2	9.2	8.5	7.8	7.8	7.2	7.2	6.5	6.5	6.5	5.2	4.6	3.9	3.9	3.3	3.3	2.6	2.6	2.0	2.0	2.0
Male：manual sinding(n=28)	14.3	21.4	17.9	21.4	10.7	3.6	14.3	—	14.3	7.1	14.3	10.7	10.7	7.1	—	—	3.6	3.6	10.7	7.1	3.6	3.6	7.1	3.6
Male：automatic winding(n=76)	23.7	9.2	10.5	2.6	10.5	9.2	6.6	5.3	5.3	5.3	5.3	6.6	5.3	6.6	7.9	6.6	2.6	3.9	1.3	1.3	3.9	1.3	1.3	1.3
Male：quartz(n=49)	10.2	12.2	8.2	12.2	6.1	10.2	6.1	16.3	6.1	10.2	4.1	4.1	6.1	2.0	2.0	2.0	6.1	2.0	2.0	2.0	—	2.0	—	2.0
Male：total mechanical(n=104)	21.2	12.5	12.5	7.7	10.6	7.7	8.7	3.8	7.7	5.8	7.7	7.7	6.7	6.7	5.8	4.8	2.9	3.8	3.8	2.9	3.8	1.9	2.9	1.9

■ Magazine which motivates to buy a watch: by favorite function (female) <Reference material>

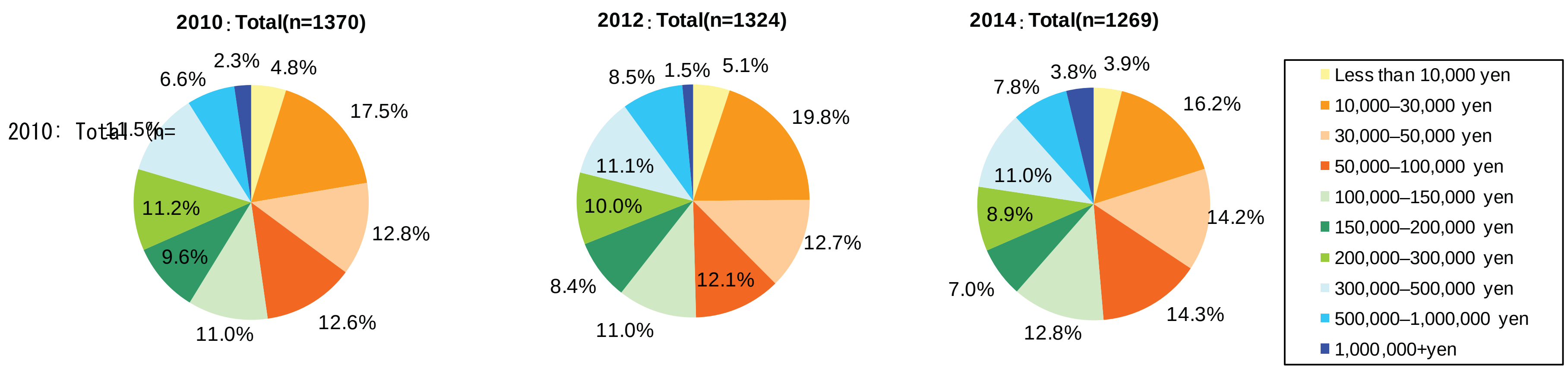
2014



	STORY	Oggi	VERY	MORE	CLASSY.	Biteki	Nikkei Woman	With	Domani	AneCan	Katei Gaho	ViVi	anan	CanCam	LEE	JJ	VoCE	Bisuto	MAQUIA	Fujin Gaho	BRUTUS	FRaU
Total female(n=183)	24.6	22.4	19.1	18.6	17.5	17.5	16.9	14.2	12.6	10.4	8.7	8.7	8.2	8.2	6.6	6.6	6.6	6.0	5.5	4.9	3.8	3.8
Female：manual sinding(n=31)	22.6	19.4	22.6	12.9	9.7	16.1	16.1	9.7	9.7	9.7	6.5	6.5	3.2	6.5	3.2	6.5	6.5	3.2	9.7	—	12.9	—
Female：automatic winding(n=83)	21.7	21.7	15.7	15.7	21.7	16.9	16.9	10.8	16.9	12.0	10.8	8.4	7.2	4.8	7.2	7.2	4.8	7.2	4.8	4.8	—	4.8
Female：quartz(n=69)	29.0	24.6	21.7	24.6	15.9	18.8	17.4	20.3	8.7	8.7	7.2	10.1	11.6	13.0	7.2	5.8	8.7	5.8	4.3	7.2	4.3	4.3
Female：total mechanical(n=114)	21.9	21.1	17.5	14.9	18.4	16.7	16.7	10.5	14.9	11.4	9.6	7.9	6.1	5.3	6.1	7.0	5.3	6.1	6.1	3.5	3.5	3.5

■ Purchase price of watch owned by region

*The list is created based on the “purchase price of the most favorite watch” out of all watches owned.



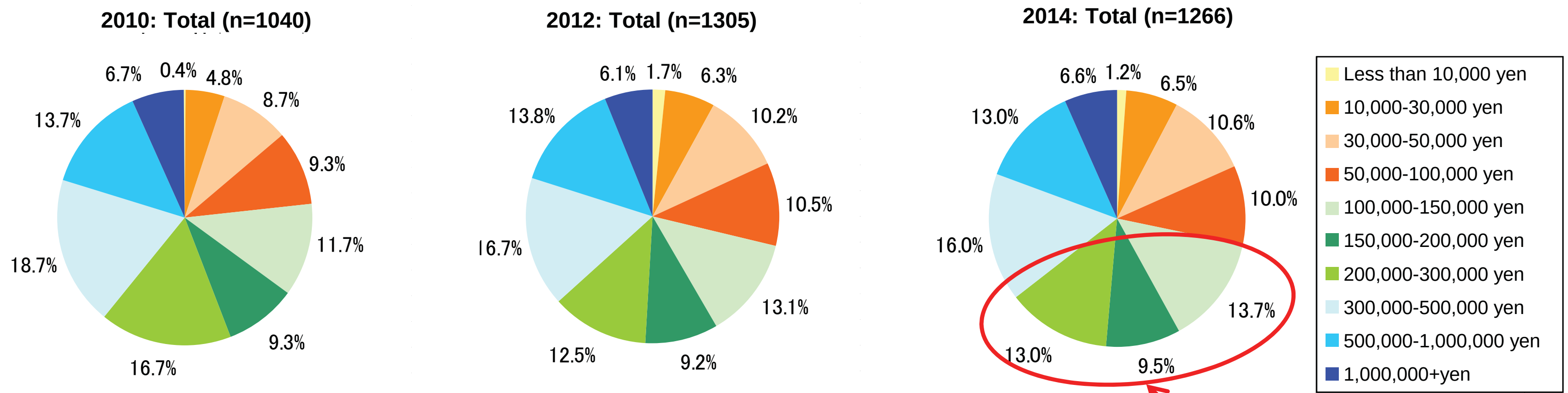
■ Purchase price of watch owned (By region: 5 geographical divisions)

	Hokkaido and Tohoku			Kanto and Koshinetsu			Chubu and Hokuriku			Kansai			Chugoku,Shikoku and Kyushu		
	2010 n=126	2012 n=134	2014 n=109	2010 n=637	2012 n=615	2014 n=590	2010 n=167	2012 n=175	2014 n=137	2010 n=274	2012 n=234	2014 n=246	2010 n=166	2012 n=166	2014 n=187
Less than 10,000 yen	9.5	9.7	5.5	4.4	4.2	3.1	4.8	3.4	4.4	3.3	2.6	4.1	5.4	9.6	4.8
10,000–30,000 yen	15.1	30.6	19.3	17.7	18.9	15.4	19.2	22.3	20.4	17.2	14.5	12.2	17.5	19.3	19.3
30,000–50,000 yen	13.5	17.2	10.1	11.1	11.4	13.2	15.6	15.4	14.6	13.9	10.3	16.7	13.9	14.5	16.0
50,000–100,000 yen	17.5	9.7	15.6	14.6	12.4	15.4	9.0	13.1	9.5	9.1	12.4	13.8	10.8	11.4	14.4
100,000–150,000 yen	15.9	7.5	11.0	12.1	11.7	14.9	4.8	10.3	11.7	9.9	13.7	9.8	11.4	7.8	12.3
150,000–200,000 yen	8.7	6.7	7.3	8.9	9.4	7.8	9.0	7.4	8.0	10.2	9.0	6.9	12.0	6.0	3.7
200,000–300,000 yen	8.7	5.2	8.3	11.6	11.7	9.2	9.6	9.1	8.0	12.8	9.0	10.6	10.8	9.6	7.0
300,000–500,000 yen	6.3	8.2	15.6	11.0	10.9	10.2	16.2	12.0	12.4	13.1	14.1	12.2	10.2	9.0	8.6
500,000–1,000,000 yen	4.0	5.2	3.7	6.8	8.5	7.1	7.8	5.1	6.6	6.9	11.1	10.2	6.0	10.8	10.2
1,000,000+yen	0.8	—	3.7	1.7	1.0	3.7	4.2	1.7	4.4	3.6	3.4	3.7	1.8	1.8	3.7

* Many survey samples in “Hokkaido and Tohoku” responded “10,000 – 50,000 yen”, indicating the inclination for lower-priced products than those in other regions.
* In “Kanto and Koshinetsu”, “Chubu and Hokuriku” and “Kansai”, there was a polarization between the low price range and the mid-to-high price range.
* In “Kansai” and “Chugoku, Shikoku and Kyushu”, there were somewhat more users that own a luxury watch of 500,000 yen or above. Users of a luxury watch of 500,000 yen or above rose in other regions as well, suggesting a growth in consumption of luxury watches in all regions.

■ Price range of watch you want to buy by region

*The list is created based on the “purchase price of the watch you want the most” out of all watches.



Response rates for the price range of “30,000 – 150,000” increased

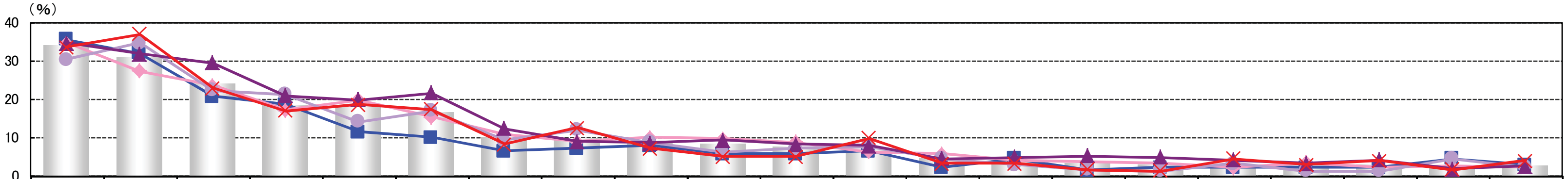
■ Price range of watch you want to buy (By region: 5 geographical divisions)

	Hokkaido and Tohoku			Kanto and Koshinetsu			Chubu and Hokuriku			Kansai			Chugoku, Shikoku and Kyushu		
	2010 n=100	2012 n=133	2014 n=107	2010 n=489	2012 n=599	2014 n=604	2010 n=122	2012 n=172	2014 n=136	2010 n=198	2012 n=230	2014 n=229	2010 n=131	2012 n=171	2014 n=190
Less than 10,000 yen	1.0	2.3	1.9	0.6	2.0	0.8	—	1.2	2.2	—	1.3	—	—	1.2	2.6
10,000-30,000 yen	10.0	12.0	8.4	3.9	5.0	6.5	7.4	7.6	7.4	3.5	3.0	3.9	3.8	9.4	7.9
30,000-50,000 yen	7.0	9.8	11.2	9.0	11.7	10.3	5.7	10.5	9.6	7.6	6.1	12.2	13.0	10.5	10.0
50,000-100,000 yen	11.0	9.0	14.0	11.2	9.2	9.3	4.9	14.5	6.6	7.1	11.3	11.4	8.4	11.1	11.1
100,000-150,000 yen	18.0	15.0	15.0	10.4	14.5	13.4	9.0	11.0	12.5	13.6	13.9	10.9	11.5	7.6	17.9
150,000-200,000 yen	6.0	9.8	8.4	11.5	8.5	9.4	7.4	9.9	10.3	7.6	10.0	9.2	8.4	9.4	10.0
200,000-300,000 yen	17.0	6.8	9.3	17.0	13.5	13.9	13.1	10.5	12.5	15.2	14.8	12.7	21.4	12.3	12.6
300,000-500,000 yen	16.0	14.3	14.0	16.2	16.4	16.6	27.9	17.4	20.6	23.2	17.8	16.6	14.5	17.5	11.6
500,000-1,000,000 yen	7.0	17.3	9.3	13.7	12.5	12.4	16.4	12.8	14.7	14.6	14.3	16.2	14.5	15.8	11.6
1,000,000+yen	7.0	3.8	8.4	6.5	6.7	7.5	8.2	4.7	3.7	7.6	7.4	7.0	4.6	5.3	4.7

* Response rates for the price range of “100,000 – 300,000 yen” expanded on a nationwide basis. The lowering of price range stopped, and needs for the middle price range rose.
* The percentages of respondents who “want to purchase a watch costing 300,000 yen or above” were, in descending order: 39.8% in “Kansai”, 39.0% in “Chubu and Hokuriku”, 36.5% in “Kanto and Koshinetsu”, 31.7 % in “Hokkaido and Tohoku” and 27.9% in “Chugoku, Shikoku and Kyushu”. This indicated continuation of high purchasing power in “Kansai” in 2014.
* The percentages of respondents who “want to purchase a watch costing 1,000,000 or above” increased from the previous survey in 2012, with 8.4% in “Hokkaido and Tohoku” and 7.5% in “Kanto and Koshinetsu”, indicating a growing needs for high price range.

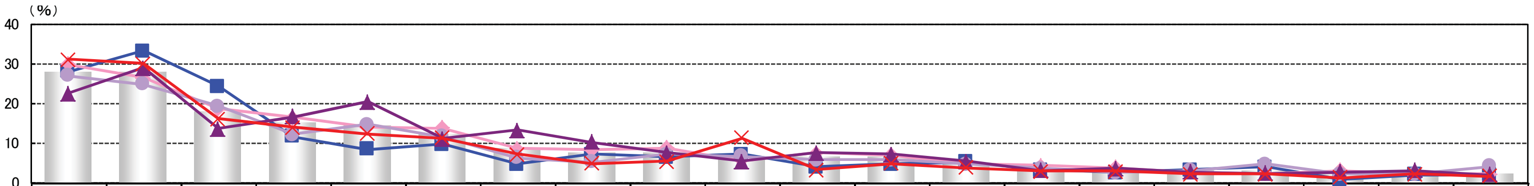
■ Brand of watch owned by region

2010



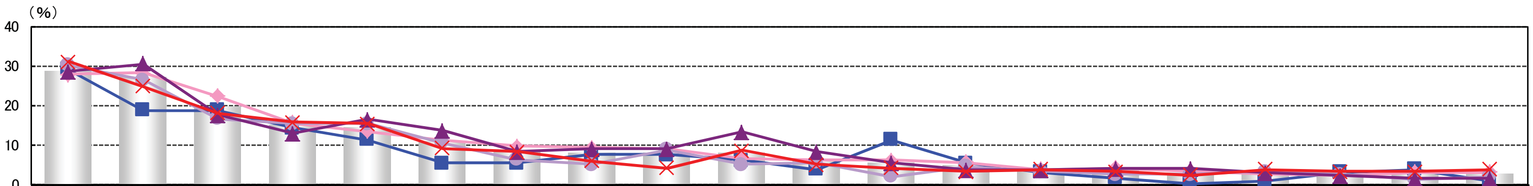
	SEIKO	CASIO	CITIZEN	SWATCH	OMEGA	ROLEX	GUCCI	TAG HEUER	CARTIER	BVLGARI	HERMES	agnes.b.	FOLLI FOLLIE	LONGINES	DIOR	ck CALVIN KLEIN	COACH	TIFFANY	BURBERRY	RADO	DUNHILL
Total(n=1500)	33.9	30.6	24.1	18.3	18.1	16.4	10.1	9.5	8.9	8.1	7.6	7.1	4.6	3.9	3.1	2.9	2.9	2.8	2.7	2.6	2.5
Hokkaido and Tohoku(n=141)	35.5	31.9	20.6	18.4	11.3	9.9	6.4	7.1	7.8	5.7	5.7	6.4	2.1	4.3	1.4	2.1	2.1	2.1	2.1	4.3	2.8
Kanto and koshineetsu(n=696)	34.5	27.2	23.4	17.0	19.8	15.2	10.8	8.8	9.9	9.6	8.6	6.2	5.6	4.0	3.4	3.2	2.0	3.3	2.3	2.4	2.2
Chubu and Hokuriku(n=185)	30.3	34.6	22.2	21.1	14.1	16.8	9.2	11.9	8.6	5.9	7.0	7.6	4.3	2.7	1.6	1.1	3.2	1.1	1.1	4.3	2.2
Kansai(n=293)	34.5	31.7	29.4	20.8	19.8	21.5	12.3	8.9	8.5	9.2	8.2	7.8	4.4	4.8	5.1	4.8	4.1	3.1	4.1	1.7	2.4
Chugoku,Shikoku and Kyushu(n=185)	33.5	36.8	22.7	16.8	18.4	17.3	8.1	12.4	7.0	4.9	4.9	9.7	3.2	3.2	1.6	1.1	4.3	2.7	3.8	1.6	3.8

2012



	CASIO	SEIKO	CITIZEN	OMEGA	ROLEX	SWATCH	CARTIER	GUCCI	TAG HEUER	agnes.b.	BVLGARI	HERMES	LONGINES	FOLLI FOLLIE	CHANEL	DIESEL	Paul Smith	BURBERRY	HAMILTON	RADO
Total(n=1500)	28.0	27.7	17.9	15.0	14.3	12.2	8.4	7.6	7.6	6.4	6.3	6.3	4.7	3.6	3.2	2.7	2.7	2.3	2.3	2.2
Hokkaido and Tohoku(n=157)	28.0	33.1	24.2	11.5	8.3	9.6	4.5	7.0	6.4	7.0	3.8	4.5	5.1	3.2	2.5	3.2	3.8	0.6	1.9	1.9
Kanto and koshineetsu(n=691)	29.7	26.3	18.4	16.4	13.9	13.7	8.5	8.2	8.7	5.4	7.4	6.9	4.8	4.2	3.6	2.6	2.2	3.0	2.2	2.0
Chubu and Hokuriku(n=198)	26.8	24.7	19.2	12.1	14.6	11.6	6.1	5.1	7.1	6.6	5.6	5.6	4.5	3.5	2.5	3.0	4.5	2.0	2.0	4.0
Kansai(n=267)	22.5	28.8	13.5	16.5	20.2	10.9	13.1	10.1	7.5	5.2	7.5	7.1	5.2	3.0	3.4	2.6	2.2	2.6	3.0	1.9
Chugoku,Shikoku and Kyushu(n=187)	31.0	29.9	16.0	13.9	12.3	11.2	7.0	4.8	5.3	11.2	3.2	4.8	3.7	2.7	2.7	2.1	2.1	1.1	2.1	1.6

2014

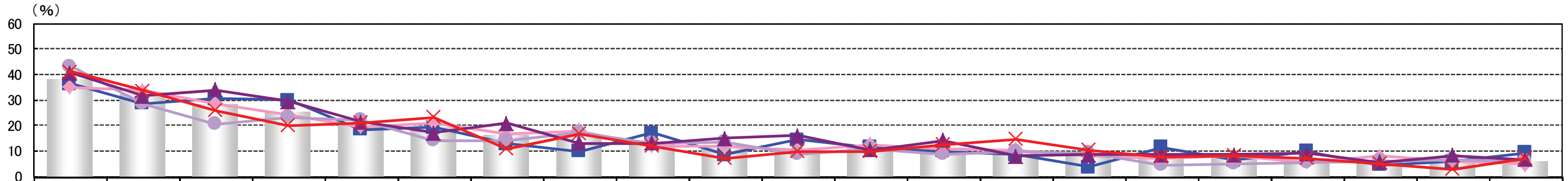


	CASIO	SEIKO	CITIZEN	OMEGA	ROLEX	SWATCH	GUCCI	BVLGARI	TAG HEUER	CARTIER	HERMES	agnes.b.	FOLLI FOLLIE	CHANEL	LONGINES	HAMILTON	DIESEL	BURBERRY	COACH	FENDI
Total(n=1500)	28.7	27.1	19.7	14.9	14.2	10.6	8.3	8.0	8.0	7.9	6.1	5.5	4.6	3.5	3.5	2.9	2.7	2.5	2.5	2.4
Hokkaido and Tohoku(n=134)	29.1	18.7	18.7	14.2	11.2	5.2	5.2	7.5	7.5	6.0	3.7	11.2	5.2	3.0	1.5	—	0.7	3.0	3.7	0.7
Kanto and koshineetsu(n=698)	27.8	28.2	22.2	15.5	13.3	11.0	9.6	9.2	8.9	6.6	6.2	5.9	5.4	3.7	4.0	3.3	2.6	2.3	2.9	2.9
Chubu and Hokuriku(n=163)	30.1	26.4	16.6	15.3	15.3	10.4	6.1	4.9	8.6	4.9	5.5	1.8	4.3	3.1	2.5	2.5	3.1	2.5	1.2	1.8
Kansai(n=282)	28.4	30.5	17.4	12.8	16.3	13.5	8.2	8.9	8.9	13.1	8.2	5.3	3.5	3.5	3.9	3.9	2.8	2.1	1.4	1.4
Chugoku,Shikoku and Kyushu(n=223)	30.9	24.7	17.9	15.7	15.2	9.0	8.1	5.8	4.0	8.5	4.9	4.0	3.1	3.6	3.1	2.2	3.6	3.1	3.1	3.6

* There were many owners of well-known luxury watches and high-end fashion watches such as “ROLEX”, “SWATCH”, “BVLGARI”, “TAG HEUER”, CARTIER”, and “HERMES” in “Kansai”.
* The owner ratio of brands such as “GUCCI”, “BVLGARI”, “FOLLI FOLLIE” and “CHANEL” which rose in the 2014 survey was higher in “Kanto and Koshinetsu” than other regions.

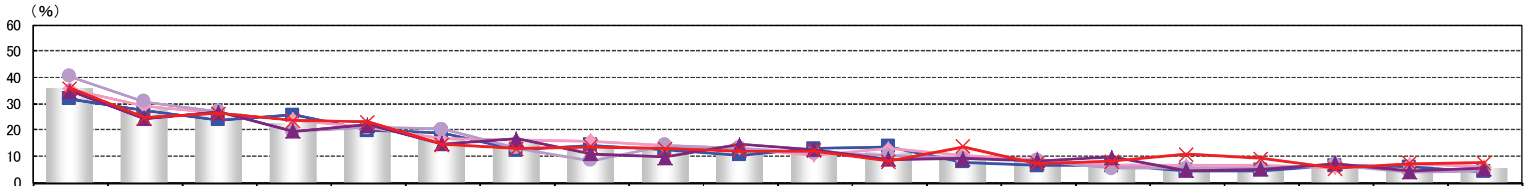
■ Brand of watch you want by region

2010



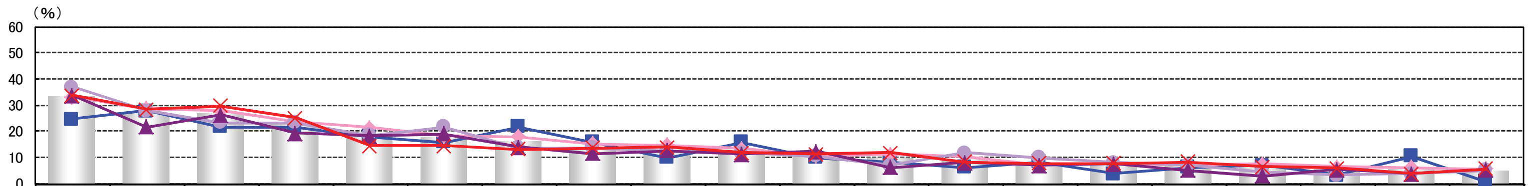
	ROLEX	OMEGA	CARTIER	BVLGARI	FRANCK MULLER	SEIKO	HERMES	TAG HEUER	TIFFANY	CHANEL	GUCCI	CASIO	LOUIS VUITTON	CITIZEN	BREITLIN G	BUR BERRY	SWATCH	COACH	IWC	CHOPAR D	agnes.b.
Total(n=1500)	37.9	32.1	28.5	25.1	20.1	19.5	15.9	15.9	12.7	11.7	11.5	11.3	11.1	10.1	8.1	7.5	7.5	6.8	6.5	6.1	5.9
Hokkaido and Tohoku(n=141)	36.2	28.4	30.5	29.8	18.4	19.1	12.8	9.9	17.0	8.5	14.2	11.3	9.9	8.5	3.5	11.3	6.4	9.9	4.3	5.7	9.2
Kanto and koshineetsu(n=696)	34.9	33.6	28.6	24.3	19.3	21.0	16.4	17.8	11.8	11.6	10.3	12.4	10.5	10.3	7.9	7.2	7.8	5.6	7.9	6.0	4.7
Chubu and Hokuriku(n=185)	43.2	28.6	20.5	23.2	22.2	14.1	14.1	17.3	13.0	13.5	8.6	10.8	8.6	9.7	9.2	4.3	4.9	5.4	5.9	6.5	5.9
Kansai(n=293)	40.6	31.4	33.8	29.4	21.2	17.1	20.8	13.0	13.0	15.0	16.0	10.2	14.0	7.8	8.5	8.5	8.5	8.9	5.5	8.2	6.5
Chugoku,Shikoku and Kyushu(n=185)	41.1	33.5	25.9	20.0	21.1	23.2	10.8	16.8	11.9	7.0	9.7	9.7	12.4	14.6	10.3	7.6	8.1	7.0	4.9	2.7	7.0

2012



	ROLEX	OMEGA	CARTIER	FRANCK MULLER	BVLGARI	SEIKO	HERMES	TAG HEUER	CASIO	CHANEL	TIFFANY	CITIZEN	GUCCI	LOUIS VUITTON	BREITLIN G	BUR BERRY	COACH	IWC	agnes.b.	DIOR
Total(n=1500)	35.7	27.7	26.2	22.5	21.3	16.6	14.9	13.4	12.8	12.8	11.2	11.1	10.1	8.1	7.0	6.1	6.0	6.0	5.9	5.5
Hokkaido and Tohoku(n=157)	31.8	27.4	23.6	25.5	19.7	18.5	12.1	14.0	12.1	10.2	12.7	13.4	7.6	6.4	6.4	4.5	4.5	6.4	5.7	3.8
Kanto and koshineetsu(n=691)	35.5	29.1	26.5	23.6	21.1	16.5	15.9	15.8	13.9	13.0	10.3	12.6	10.4	8.7	6.5	6.2	6.2	5.5	6.8	5.8
Chubu and Hokuriku(n=198)	40.4	30.8	26.8	19.2	20.7	20.2	13.1	8.1	14.1	13.1	11.1	10.1	9.1	8.1	5.1	5.1	5.1	6.6	4.0	4.5
Kansai(n=267)	34.8	24.3	26.6	19.5	21.7	14.6	16.5	10.9	9.4	14.2	12.4	8.6	9.0	8.2	9.4	4.5	4.9	7.1	4.1	5.2
Chugoku,Shikoku and Kyushu(n=187)	35.8	24.6	26.2	23.5	23.0	14.4	12.8	13.4	12.8	11.8	11.8	8.0	13.4	7.0	8.0	10.7	9.1	5.3	7.0	7.5

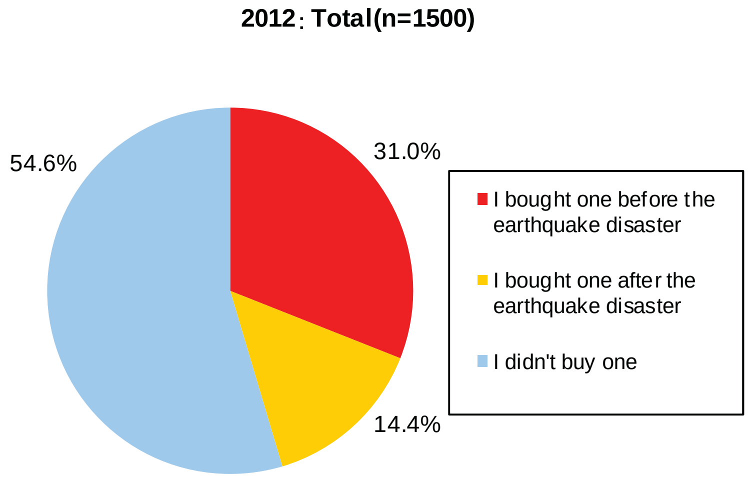
2014

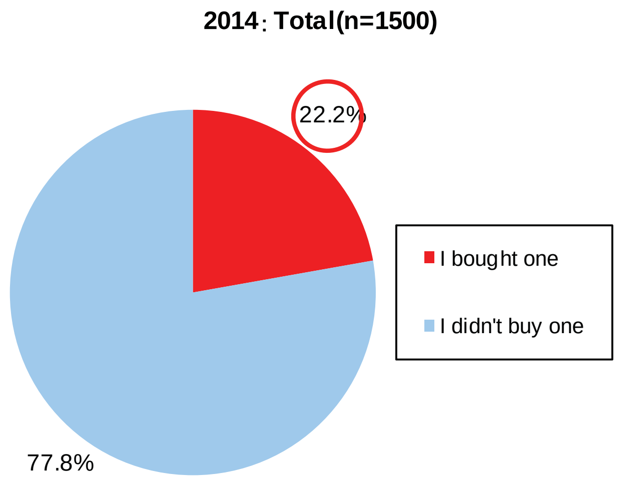


	ROLEX	OMEGA	CARTIER	BVLGARI	SEIKO	FRANCK MULLER	TAG HEUER	CASIO	HERMES	CITIZEN	CHANEL	TIFFANY	GUCCI	BREITLI NG	LOUIS VUITTON	HARRY WINSTON	BUR BERRY	HAMIL TON	agnes.b.	AUDEMA RS PIGUET
Total(n=1500)	33.0	27.0	26.7	22.7	19.0	17.8	16.2	14.1	13.4	12.6	10.7	9.5	9.3	7.3	7.3	6.5	6.0	5.5	5.3	4.9
Hokkaido and Tohoku(n=134)	24.6	27.6	21.6	21.6	17.9	15.7	21.6	15.7	9.7	15.7	9.7	8.2	6.0	8.2	3.7	6.0	6.7	3.0	10.4	0.7
Kanto and koshineetsu(n=698)	33.2	28.5	27.8	23.4	21.2	18.1	17.8	15.2	14.6	13.2	10.2	11.0	10.3	6.7	7.7	6.7	7.4	6.4	6.0	5.4
Chubu and Hokuriku(n=163)	36.8	27.6	23.3	23.3	18.4	21.5	13.5	13.5	12.3	11.7	10.4	6.7	11.7	9.8	8.0	6.7	4.3	3.1	3.7	4.9
Kansai(n=282)	33.7	21.6	26.2	19.1	18.1	18.8	13.8	11.3	12.4	11.0	12.1	6.0	7.8	6.7	7.4	5.0	2.8	5.3	3.5	5.3
Chugoku,Shikoku and Kyushu(n=223)	33.6	28.3	29.6	25.1	14.3	14.3	13.0	13.5	13.9	11.7	11.2	11.7	8.1	7.6	7.6	8.1	6.3	5.8	3.6	5.4

* The top 3 luxury brands, i.e. “ROLEX”, “OMEGA” and “CARTIER” were in high demand in “Kanto and Koshinetsu” and “Chubu, Shikoku and Kyushu (including Okinawa)”.
* There were somewhat high needs for luxury jewelry brand watches such as “CARTIER”, “BVLGARI” and “TIFFANY” in “Kanto and Koshinetsu” and “Chubu, Shikoku and Kyushu”.

■ Purchase of watch in 2013 (All)





■ Purchase of watch in 2013 (Male)

	Total male		Male 20s		Male 30s		Male 40s		Male 50s+	
	2012	2014	2012	2014	2012	2014	2012	2014	2012	2014
	n=750	n=750	n=144	n=133	n=216	n=188	n=207	n=207	n=183	n=222
I bought one	45.5	24.1	64.6	31.6	41.7	22.3	40.1	23.7	41.0	21.6
I didn't buy one	54.5	75.9	35.4	68.4	58.3	77.7	59.9	76.3	59.0	78.4

■ Purchase of watch in 2013 (Female)

	Total Female		Female 20s		Female 30s		Female 40s		Female 50s+	
	2012	2014	2012	2014	2012	2014	2012	2014	2012	2014
	n=750	n=750	n=224	n=217	n=196	n=177	n=175	n=183	n=155	n=173
I bought one	45.3	20.3	56.7	30.4	41.3	18.1	36.0	16.9	44.5	13.3
I didn't buy one	54.7	79.7	43.3	69.6	58.7	81.9	64.0	83.1	55.5	86.7

* In 2013, 22.2% of the respondents purchased a watch.
*Among those who purchased a watch, the ratios of males and females in their 20s were high. This shows that younger generations seem to have a strong willingness to buy a watch.

■ Brand of watch you purchased in 2013 (all) (by sex)

2012：Total(n=681)

Order	Brand		
1	CASIO	16.6	→
2	SEIKO	13.7	→
3	CITIZEN	10.7	→
4	ROLEX	7.6	↓ To 5th place
5	OMEGA	5.6	↑ To 4th place
6	agnes.b.	4.4	↓ To 18th place
6	BVLGARI	4.4	↓ To 9th place
6	CARTIER	4.4	↓ To 7th place
9	SWATCH	4.3	↓ To 13th place
10	TAG HEUER	3.8	↑ To 8th place
11	GUCCI	3.2	↑ To 6th place
12	FOLLI FOLLIE	2.3	↓ To 13th place
13	CHANEL	2.1	↓ To 31th place
13	DIESEL	2.1	↑ To 12th place
15	HERMES	1.8	↓ To 21th place
16	COACH	1.6	↓ To 21th place
16	SKAGEN	1.6	↓ To 21th place
18	BURBERRY	1.5	↑ To 9th place
19	BREITLING	1.2	↓ To 31th place
19	Paul Smith	1.2	↓ To 38th place
21	FRANCK MULLER	1.0	↑ To 13th place
21	Marc by Marc Jacobs	1.0	↑ To 18th place
21	NIXON	1.0	↑ To 13th place
21	TIFFANY	1.0	→
25	HAMILTON	0.9	↑ To 9th place
26	DUNHILL	0.7	↓ To 31th place
26	LONGINES	0.7	↓ To 31th place
26	ORIS	0.7	↓ To 52th place
29	EMPORIO ARMANI	0.6	↑ To 13th place
29	FENDI	0.6	↓ To 38th place
29	PANERAI	0.6	↓ To 31th place
32	AUDEMARS PIGUET	0.4	↑ To 21th place
32	ck CALVIN KLEIN	0.4	↓ To 38th place
32	DIOR	0.4	↓ To 38th place
35	Century	0.3	↓ To 52th place
35	GaGa MILANO	0.3	↑ To 21th place
35	RADO	0.3	↑ To 21th place
35	TISSOT	0.3	↑ To 21th place
39	BLANCPAIN	0.1	↑ To 21th place
39	CHAUMET	0.1	↓ To 52th place
39	GIRARD-PERREGAUX	0.1	↓ To 52th place
39	Montblanc	0.1	↓ To 52th place
39	TENDENCE	0.1	↓ To 52th place
39	Van Cleef & Arpel	0.1	↓ To 52th place
45	BAUME & MERCIER	—	↑ To 38th place
45	BREGUET	—	↑ To 38th place
45	CHOPARD	—	↑ To 31th place
45	EBEL	—	↓ To 52th place
45	FREDERIQUE CONSTANT	—	↓ To 52th place
45	HARRY WINSTON	—	↑ To 38th place
45	IWC	—	↑ To 38th place
45	JAEGER-LECOULTRE	—	↓ To 52th place
45	JUNGHANS	—	↓ To 52th place
45	LOUIS VUITTON	—	↑ To 31th place
45	PATEK PHILIPPE	—	↑ To 21th place
45	PIAGET	—	↑ To 38th place
45	VACHERON CONSTANTIN	—	↑ To 38th place
45	ZENITH	—	↓ To 52th place

2014：Total(n=333)

Order	Brand	
1	CASIO	16.5
2	SEIKO	15.9
3	CITIZEN	10.2
4	OMEGA	6.6
5	ROLEX	4.8
6	GUCCI	3.9
7	CARTIER	3.3
8	TAG HEUER	2.4
9	BURBERRY	2.1
9	BVLGARI	2.1
9	HAMILTON	2.1
12	DIESEL	1.8
13	EMPORIO ARMANI	1.5
13	FOLLI FOLLIE	1.5
13	FRANCK MULLER	1.5
13	NIXON	1.5
13	SWATCH	1.5
18	agnes.b.	1.2
18	Fossil	1.2
18	Marc by Marc Jacobs	1.2
21	AUDEMARS PIGUET	0.9
21	BLANCPAIN	0.9
21	COACH	0.9
21	GaGa MILANO	0.9
21	HERMES	0.9
21	PATEK PHILIPPE	0.9
21	RADO	0.9
21	SKAGEN	0.9
21	TIFFANY	0.9
21	TISSOT	0.9
31	BREITLING	0.6
31	CHANEL	0.6
31	CHOPARD	0.6
31	DUNHILL	0.6
31	LONGINES	0.6
31	LOUIS VUITTON	0.6
31	PANERAI	0.6
38	BALL Watch	0.3
38	BAUME & MERCIER	0.3
38	BERING	0.3
38	BREGUET	0.3
38	ck CALVIN KLEIN	0.3
38	DIOR	0.3
38	FENDI	0.3
38	HARRY WINSTON	0.3
38	HUBLOT	0.3
38	IWC	0.3
38	MONDAINE	0.3
38	Paul Smith	0.3
38	PIAGET	0.3
38	VACHERON CONSTANTIN	0.3
52	BULOVA	—
52	Century	—
52	CHAUMET	—
52	EBEL	—
52	EDOX	—
52	FREDERIQUE CONSTANT	—
52	GIRARD-PERREGAUX	—
52	JAEGER-LECOULTRE	—
52	JUNGHANS	—
52	Montblanc	—
52	NOMOS Glashutte	—
52	ORIS	—
52	TENDENCE	—
52	Van Cleef & Arpel	—
52	ZENITH	—
52	ZEPPELIN	—

2012：Male(n=341)

Order	Brand		
1	CASIO	22.0	→
2	SEIKO	14.7	→
3	CITIZEN	11.1	→
4	ROLEX	10.0	↓ To 5th place
5	OMEGA	7.3	↑ To 4th place
6	TAG HEUER	5.9	↓ To 8th place
7	BVLGARI	3.5	↓ To 11th place
8	SWATCH	3.2	↓ To 11th place
9	CARTIER	2.9	↓ To 18th place
10	BREITLING	2.3	↓ To 18th place
10	BURBERRY	2.3	↑ To 9th place
10	DIESEL	2.3	↑ To 9th place
13	GUCCI	2.1	↑ To 6th place
14	agnes.b.	1.8	↓ To 43th place
14	Paul Smith	1.8	↓ To 28th place
14	SKAGEN	1.8	↓ To 43th place
17	DUNHILL	1.5	↓ To 18th place
17	FRANCK MULLER	1.5	↑ To 11th place
19	CHANEL	1.2	↓ To 43th place
19	HAMILTON	1.2	↑ To 6th place
19	LONGINES	1.2	↑ To 18th place
19	PANERAI	1.2	↑ To 18th place
23	EMPORIO ARMANI	0.9	↑ To 18th place
23	NIXON	0.9	↑ To 11th place
23	ORIS	0.9	↓ To 43th place
26	ck CALVIN KLEIN	0.6	↓ To 28th place
26	HERMES	0.6	↓ To 28th place
26	TIFFANY	0.6	↓ To 43th place
26	TISSOT	0.6	↑ To 11th place
30	AUDEMARS PIGUET	0.3	↑ To 18th place
30	BLANCPAIN	0.3	↑ To 11th place
30	FENDI	0.3	↑ To 28th place
30	GIRARD-PERREGAUX	0.3	↓ To 43th place
30	Marc by Marc Jacobs	0.3	↓ To 43th place
30	Montblanc	0.3	↓ To 43th place
30	RADO	0.3	↑ To 11th place
37	BAUME & MERCIER	—	↑ To 28th place
37	BREGUET	—	→
37	Century	—	→
37	CHAUMET	—	→
37	CHOPARD	—	↑ To 28th place
37	COACH	—	↑ To 18th place
37	DIOR	—	↑ To 28th place
37	EBEL	—	→
37	FOLLI FOLLIE	—	↑ To 28th place
37	FREDERIQUE CONSTANT	—	→
37	GaGa MILANO	—	↑ To 18th place
37	HARRY WINSTON	—	→
37	IWC	—	↑ To 28th place
37	JAEGER-LECOULTRE	—	→
37	JUNGHANS	—	→
37	LOUIS VUITTON	—	↑ To 28th place
37	PATEK PHILIPPE	—	↑ To 28th place
37	PIAGET	—	↑ To 28th place
37	TENDENCE	—	→
37	VACHERON CONSTANTIN	—	→
37	Van Cleef & Arpel	—	→
37	ZENITH	—	→

2014：Male(n=181)

Order	Brand	
1	CASIO	21.5
2	SEIKO	17.7
3	CITIZEN	11.0
4	OMEGA	8.8
5	ROLEX	7.2
6	GUCCI	3.9
6	HAMILTON	3.9
8	TAG HEUER	3.3
9	BURBERRY	2.2
9	DIESEL	2.2
11	BLANCPAIN	1.7
11	BVLGARI	1.7
11	FRANCK MULLER	1.7
11	NIXON	1.7
11	RADO	1.7
11	SWATCH	1.7
11	TISSOT	1.7
18	AUDEMARS PIGUET	1.1
18	BREITLING	1.1
18	CARTIER	1.1
18	COACH	1.1
18	DUNHILL	1.1
18	EMPORIO ARMANI	1.1
18	Fossil	1.1
18	GaGa MILANO	1.1
18	LONGINES	1.1
18	PANERAI	1.1
28	BALL Watch	0.6
28	BAUME & MERCIER	0.6
28	BERING	0.6
28	CHOPARD	0.6
28	ck CALVIN KLEIN	0.6
28	DIOR	0.6
28	FENDI	0.6
28	FOLLI FOLLIE	0.6
28	HERMES	0.6
28	HUBLOT	0.6
28	IWC	0.6
28	LOUIS VUITTON	0.6
28	PATEK PHILIPPE	0.6
28	Paul Smith	0.6
28	PIAGET	0.6
43	agnes.b.	—
43	BULOVA	—
43	BREGUET	—
43	Century	—
43	CHANEL	—
43	CHAUMET	—
43	EBEL	—
43	EDOX	—
43	FREDERIQUE CONSTANT	—
43	GIRARD-PERREGAUX	—
43	HARRY WINSTON	—
43	JAEGER-LECOULTRE	—
43	JUNGHANS	—
43	Marc by Marc Jacobs	—
43	Montblanc	—
43	MONDAINE	—
43	NOMOS Glashutte	—
43	ORIS	—
43	SKAGEN	—
43	TENDENCE	—
43	TIFFANY	—
43	VACHERON CONSTANTIN	—
43	Van Cleef & Arpel	—
43	ZENITH	—
43	ZEPPELIN	—

2012：Female(n=340)

Order	Brand		
1	SEIKO	12.6	→
2	CASIO	11.2	→
3	CITIZEN	10.3	→
4	agnes.b.	7.1	↓ To 7th place
5	CARTIER	5.9	↑ To 4th place
6	BVLGARI	5.3	↓ To 7th place
6	ROLEX	5.3	↓ To 11th place
6	SWATCH	5.3	↓ To 16th place
9	FOLLI FOLLIE	4.7	↑ To 7th place
10	GUCCI	4.4	↑ To 5th place
11	OMEGA	3.8	↑ To 5th place
12	COACH	3.2	↓ To 25th place
13	CHANEL	2.9	↓ To 16th place
13	HERMES	2.9	↓ To 16th place
15	DIESEL	1.8	↓ To 16th place
15	Marc by Marc Jacobs	1.8	↑ To 7th place
15	TAG HEUER	1.8	↓ To 16th place
18	SKAGEN	1.5	↑ To 7th place
18	TIFFANY	1.5	↑ To 11th place
20	NIXON	1.2	↑ To 16th place
21	DIOR	0.9	↓ To 34th place
21	FENDI	0.9	↓ To 34th place
23	AUDEMARS PIGUET	0.6	↓ To 25th place
23	BURBERRY	0.6	↑ To 11th place
23	Century	0.6	↓ To 34th place
23	FRANCK MULLER	0.6	↑ To 16th place
23	GaGa MILANO	0.6	↓ To 25th place
23	HAMILTON	0.6	↓ To 34th place
23	ORIS	0.6	↓ To 34th place
23	Paul Smith	0.6	↓ To 34th place
31	CHAUMET	0.3	↓ To 34th place
31	ck CALVIN KLEIN	0.3	↓ To 34th place
31	EMPORIO ARMANI	0.3	↑ To 11th place
31	LONGINES	0.3	↓ To 34th place
31	RADO	0.3	↓ To 34th place
31	TENDENCE	0.3	↓ To 34th place
31	Van Cleef & Arpel	0.3	↓ To 34th place
38	BAUME & MERCIER	—	→
38	BLANCPAIN	—	→
38	BREGUET	—	↑ To 25th place
38	BREITLING	—	→
38	CHOPARD	—	↑ To 25th place
38	DUNHILL	—	→
38	EBEL	—	→
38	FREDERIQUE CONSTANT	—	→
38	GIRARD-PERREGAUX	—	→
38	HARRY WINSTON	—	↑ To 25th place
38	IWC	—	→
38	JAEGER-LECOULTRE	—	→
38	JUNGHANS	—	→
38	LOUIS VUITTON	—	↑ To 25th place
38	Montblanc	—	→
38	PANERAI	—	→
38	PATEK PHILIPPE	—	↑ To 16th place
38	PIAGET	—	→
38	TISSOT	—	→
38	VACHERON CONSTANTIN	—	↑ To 25th place
38	ZENITH	—	→

2014：Female(n=152)

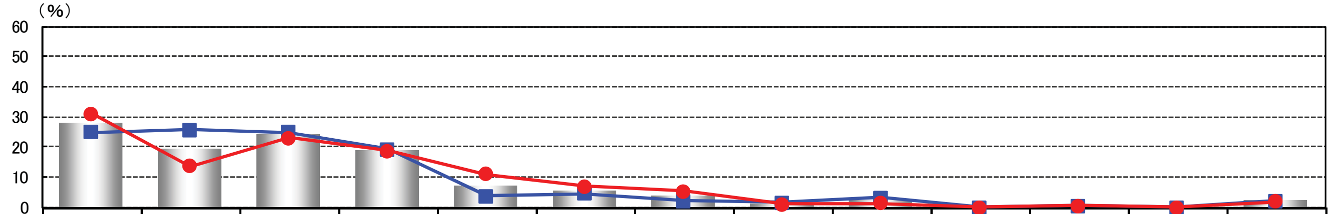
Order	Brand	
1	SEIKO	13.8
2	CASIO	10.5
3	CITIZEN	9.2
4	CARTIER	5.9
5	GUCCI	3.9
5	OMEGA	3.9
7	agnes.b.	2.6
7	BVLGARI	2.6
7	FOLLI FOLLIE	2.6
7	Marc by Marc Jacobs	2.6
11	BURBERRY	2.0
11	EMPORIO ARMANI	2.0
11	ROLEX	2.0
11	SKAGEN	2.0
11	TIFFANY	2.0
16	CHANEL	1.3
16	DIESEL	1.3
16	Fossil	1.3
16	FRANCK MULLER	1.3
16	HERMES	1.3
16	NIXON	1.3
16	PATEK PHILIPPE	1.3
16	SWATCH	1.3
16	TAG HEUER	1.3
25	AUDEMARS PIGUET	0.7
25	BREGUET	0.7
25	CHOPARD	0.7
25	COACH	0.7
25	GaGa MILANO	0.7
25	HARRY WINSTON	0.7
25	LOUIS VUITTON	0.7
25	MONDAINE	0.7
25	VACHERON CONSTANTIN	0.7
34	BALL Watch	—
34	BAUME & MERCIER	—
34	BERING	—
34	BLANCPAIN	—
34	BULOVA	—
34	BREITLING	—
34	Century	—
34	CHAUMET	—
34	ck CALVIN KLEIN	—
34	DIOR	—
34	DUNHILL	—
34	EBEL	—
34	EDOX	—
34	FENDI	—
34	FREDERIQUE CONSTANT	—
34	GIRARD-PERREGAUX	—
34	HAMILTON	—
34	HUBLOT	—
34	IWC	—
34	JAEGER-LECOULTRE	—
34	JUNGHANS	—
34	LONGINES	—
34	Montblanc	—
34	NOMOS Glashutte	—
34	ORIS	—
34	PANERAI	—
34	Paul Smith	—
34	PIAGET	—
34	RADO	—
34	TENDENCE	—
34	TISSOT	—
34	Van Cleef & Arpel	—
34	ZENITH	—
34	ZEPPELIN	—

* Among watches purchased in 2013, the three domestic watch brands, “CASIO”, “SEIKO” and “CITIZEN” dominated the top places.

* Casual watches such as reasonably-priced licensed and imported fashion watch brands ranked the upper places and this reflects the high number of purchasers of watches in younger generations as illustrated on the previous page. Casual watches increased in sales due to expansion of sales channels including shopping centers, shops within the station building, internet sites and outlets.

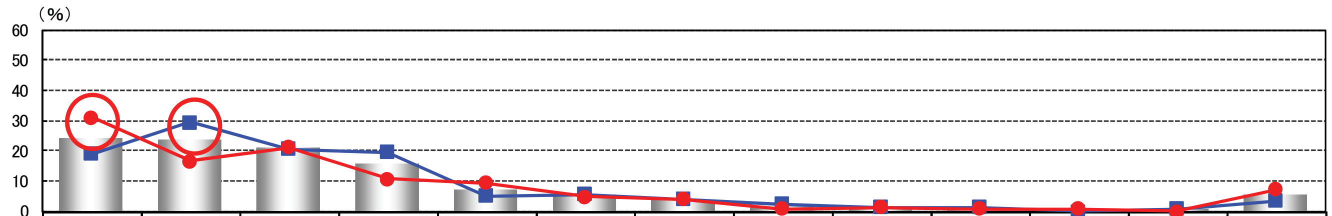
■ Place where you bought a watch in 2013(All)

2012



	Watch section at a department store	Online shop	Watch and clock specialty store; jewelry store	Mass retailer; discount store	Duty free shop; overseas shop	Brand boutique	Select shop	Person-to-person trade	Mail-order shop	Parallel import shop	Antique shop	Used clock shop	Others
Total(n=681)	27.9	19.5	23.9	18.8	7.2	5.6	3.7	1.2	2.2	*	0.3	*	1.9
Male(n=341)	24.9	25.5	24.9	19.1	3.5	4.4	2.1	1.5	3.2	*	0.3	*	2.1
Female(n=340)	30.9	13.5	22.9	18.5	10.9	6.8	5.3	0.9	1.2	*	0.3	*	1.8

2014



	Watch section at a department store	Online shop	Watch and clock specialty store; jewelry store	Mass retailer; discount store	Duty free shop; overseas shop	Brand boutique	Select shop	Person-to-person trade	Mail-order shop	Parallel import shop(※)	Antique shop	Used clock shop	Others
Total(n=333)	24.3	23.4	20.7	15.3	6.9	5.1	3.9	1.5	1.2	0.9	0.3	0.3	5.1
Male(n=181)	18.8	29.3	20.4	19.3	5.0	5.5	3.9	2.2	1.1	1.1	—	0.6	3.3
Female(n=152)	30.9	16.4	21.1	10.5	9.2	4.6	3.9	0.7	1.3	0.7	0.7	—	7.2

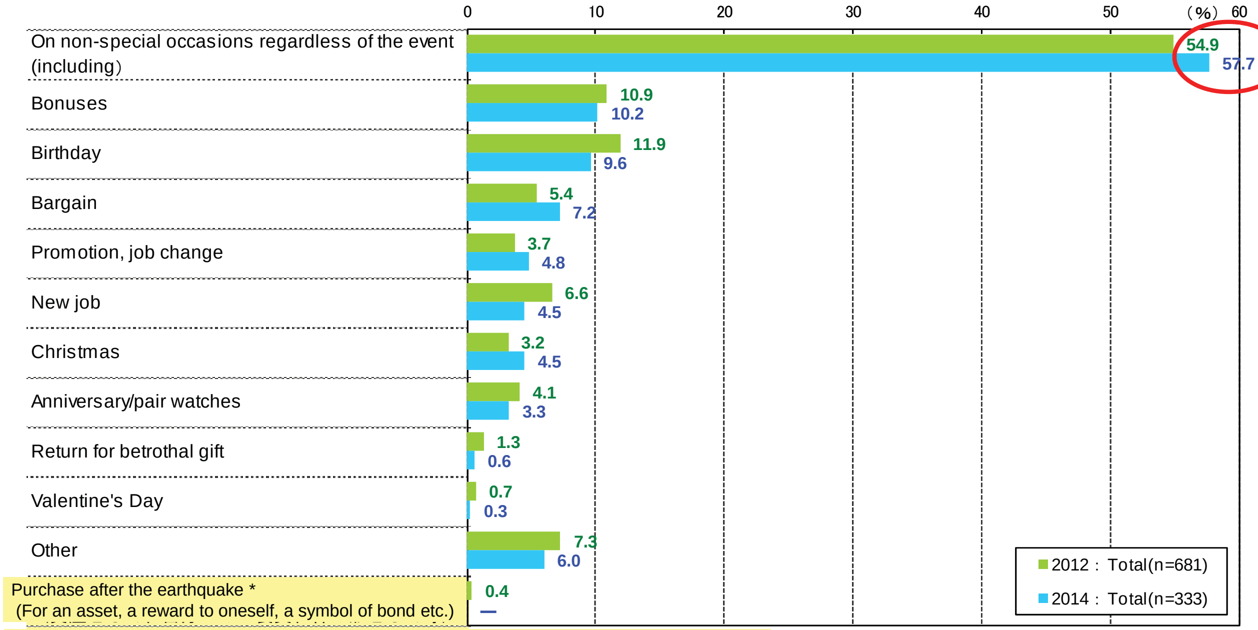
* Not in the 2014 survey

* In 2013, popular places where watches were purchased were “Watch section at a department store”, “Internet (Online shops)” and “Watch and clock specialty store; jewelry store” in this order.

* Compared with the 2012 survey, “Internet (Online shops)” showed growth and acquired an essential position as a sales channel by moving up to 2nd place passing “Watch and clock specialty store; jewelry store”.

* Among male respondents, the ratio of “Internet (Online shops)” is particular high, followed by “Watch and clock specialty store; jewelry store”, “Mass retailer; discount store” and “Watch section at a department store”, while, among females, “Watch section at a department store” was at the top, followed by “Watch and clock specialty store; jewelry store”, “Internet (Online shops)”, “Mass retailer; discount store” and “Duty free shop; overseas shop” in this order.

■ Timing of purchasing a watch in 2013(All)



*Not in the 2014 survey

■ Timing of purchasing a watch in 2013(Male)

	Total male		Male 20s		Male 30s		Male 40s		Male 50s+	
	2012 n=341	2014 n=181	2012 n= 93	2014 n= 42	2012 n= 90	2014 n= 42	2012 n= 83	2014 n= 49	2012 n= 75	2014 n= 48
On non-special occasions regardless of the event (including)	60.7	63.0	46.2	57.1	63.3	47.6	67.5	67.3	68.0	77.1
Bonuses	10.3	11.6	11.8	16.7	15.6	21.4	7.2	8.2	5.3	2.1
Birthday	7.9	6.1	16.1	9.5	2.2	—	6.0	2.0	6.7	12.5
Bargain	6.5	8.3	6.5	7.1	2.2	9.5	9.6	12.2	8.0	4.2
Promotion, job change	3.2	6.1	1.1	2.4	3.3	11.9	2.4	8.2	6.7	2.1
New job	5.9	3.3	14.0	9.5	6.7	2.4	—	—	1.3	2.1
Christmas	1.5	2.2	3.2	4.8	1.1	2.4	1.2	—	—	2.1
Anniversary/pair watches	1.8	2.8	—	—	2.2	4.8	2.4	2.0	2.7	4.2
Return for betrothal gift	1.2	1.1	3.2	2.4	1.1	2.4	—	—	—	—
Valentine's Day	0.3	0.6	1.1	2.4	—	—	—	—	—	—
Other	6.5	5.0	7.5	4.8	4.4	2.4	8.4	6.1	5.3	6.3
Purchase after the earthquake * (For an asset, a reward to oneself, a symbol of bond etc.)	0.3	*	—	*	1.1	*	—	*	—	*

* Not in the 2014 survey

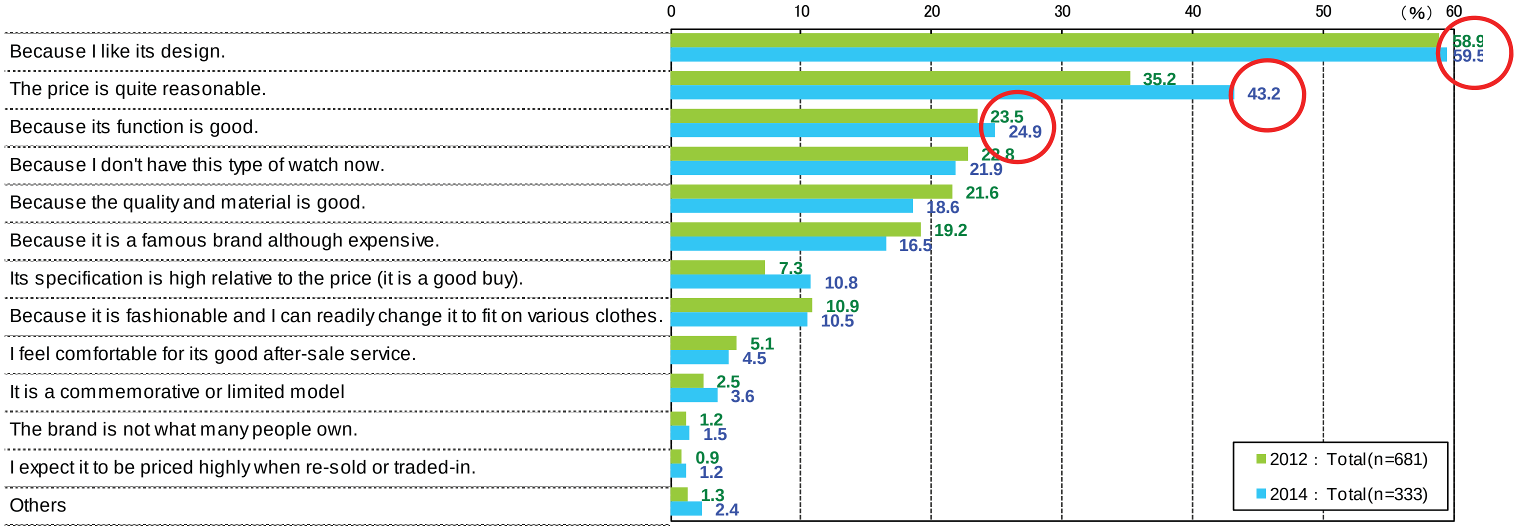
■ Timing of purchasing a watch in 2013(Female)

	Total Female		Female 20s		Female 30s		Female 40s		Female 50s+	
	2012 n=340	2014 n=152	2012 n=127	2014 n= 66	2012 n= 81	2014 n= 32	2012 n= 63	2014 n= 31	2012 n= 69	2014 n= 23
On non-special occasions regardless of the event (including)	49.1	51.3	46.5	39.4	43.2	59.4	60.3	64.5	50.7	56.5
Bonuses	11.5	8.6	10.2	6.1	17.3	9.4	7.9	9.7	10.1	13.0
Birthday	15.9	13.8	16.5	16.7	12.3	12.5	20.6	19.4	14.5	—
Bargain	4.4	5.9	3.1	9.1	2.5	—	6.3	6.5	7.2	4.3
Promotion, job change	4.1	3.3	5.5	6.1	6.2	—	1.6	3.2	1.4	—
New job	7.4	5.9	12.6	10.6	4.9	3.1	4.8	—	2.9	4.3
Christmas	5.0	7.2	4.7	6.1	6.2	6.3	3.2	9.7	5.8	8.7
Anniversary/pair watches	6.5	3.9	4.7	1.5	13.6	9.4	3.2	3.2	4.3	4.3
Return for betrothal gift	1.5	—	2.4	—	1.2	—	1.6	—	—	—
Valentine's Day	1.2	—	2.4	—	—	—	—	—	1.4	—
Other	8.2	7.2	5.5	7.6	11.1	3.1	1.6	—	15.9	21.7
Purchase after the earthquake * (For an asset, a reward to oneself, a symbol of bond etc.)	0.6	*	1.6	*	—	*	—	*	—	*

* Not in the 2014 survey

* In 2013, as for the timing of purchasing a watch, “On non-special occasions regardless of the event” accounts for approximately 60% of all respondents, followed by “Bonus” and “Birthday”.
* ‘Ordinary purchasing’ of watches is a tendency stronger among male consumers while females often purchased watches in commemoration of certain ‘events’ such as “Birthday”. A female seems to have needs to buy a watch not only ‘for herself’ but also ‘as a present’ for a man.
* Bonus” is popular among males in 20s ad 30s while among females, more so in higher age groups. This seems to reflect the impact of an increasing trend in career pursuing females.

■ Reasons for preferring specific brand in 2013 (All)



■ Reasons for preferring specific brand in 2013 (Male)

	Total male		Male 20s		Male 30s		Male 40s		Male 50s+	
	2012	2014	2012	2014	2012	2014	2012	2014	2012	2014
	n=341	n=181	n= 93	n= 42	n= 90	n= 42	n= 83	n= 49	n= 75	n= 48
Because I like its design.	56.6	53.0	57.0	71.4	56.7	59.5	60.2	40.8	52.0	43.8
The price is quite reasonable.	35.5	47.0	39.8	45.2	32.2	31.0	34.9	59.2	34.7	50.0
Because its function is good.	25.8	28.7	25.8	23.8	24.4	21.4	26.5	34.7	26.7	33.3
Because I don't have this type of watch now.	19.9	20.4	12.9	23.8	17.8	21.4	15.7	12.2	36.0	25.0
Because the quality and material is good.	22.6	19.9	14.0	16.7	18.9	26.2	28.9	18.4	30.7	18.8
Because it is a famous brand although expensive.	19.9	18.2	16.1	21.4	24.4	23.8	19.3	10.2	20.0	18.8
Its specification is high relative to the price (it is a good buy).	8.8	11.6	6.5	11.9	6.7	9.5	12.0	14.3	10.7	10.4
Because it is fashionable and I can readily change it to fit on various clothes.	7.9	9.4	6.5	11.9	11.1	7.1	6.0	10.2	8.0	8.3
I feel comfortable for its good after-sale service.	3.5	4.4	—	2.4	2.2	4.8	7.2	4.1	5.3	6.3
It is a commemorative or limited model	2.6	2.2	1.1	2.4	2.2	2.4	3.6	—	4.0	4.2
The brand is not what many people own.	1.5	2.2	2.2	2.4	1.1	2.4	1.2	2.0	1.3	2.1
I expect it to be priced highly when re-sold or traded-in.	1.5	1.7	—	—	—	—	1.2	2.0	5.3	4.2
Others	1.5	2.2	—	2.4	2.2	2.4	2.4	2.0	1.3	2.1

■ Reasons for preferring specific brand in 2013 (Female)

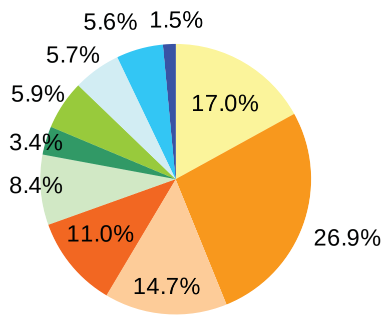
	Total Female		Female 20s		Female 30s		Female 40s		Female 50s+	
	2012	2014	2012	2014	2012	2014	2012	2014	2012	2014
	n=340	n=152	n=127	n= 66	n= 81	n= 32	n= 63	n= 31	n= 69	n= 23
Because I like its design.	61.2	67.1	73.2	72.7	55.6	81.3	55.6	48.4	50.7	56.5
The price is quite reasonable.	35.0	38.8	42.5	39.4	23.5	28.1	30.2	45.2	39.1	43.5
Because its function is good.	21.2	20.4	18.1	13.6	22.2	21.9	20.6	25.8	26.1	30.4
Because I don't have this type of watch now.	25.6	23.7	20.5	24.2	23.5	18.8	38.1	35.5	26.1	13.0
Because the quality and material is good.	20.6	17.1	17.3	12.1	19.8	21.9	19.0	19.4	29.0	21.7
Because it is a famous brand although expensive.	18.5	14.5	15.0	15.2	23.5	18.8	22.2	12.9	15.9	8.7
Its specification is high relative to the price (it is a good buy).	5.9	9.9	6.3	7.6	7.4	15.6	4.8	12.9	4.3	4.3
Because it is fashionable and I can readily change it to fit on various clothes.	13.8	11.8	13.4	10.6	16.0	18.8	12.7	12.9	13.0	4.3
I feel comfortable for its good after-sale service.	6.8	4.6	3.1	3.0	6.2	6.3	6.3	6.5	14.5	4.3
It is a commemorative or limited model	2.4	5.3	0.8	—	—	3.1	—	16.1	10.1	8.7
The brand is not what many people own.	0.9	0.7	0.8	—	1.2	3.1	1.6	—	—	—
I expect it to be priced highly when re-sold or traded-in.	0.3	0.7	—	—	—	—	—	3.2	1.4	—
Others	1.2	2.6	—	1.5	3.7	3.1	1.6	6.5	—	—

* The most typical reasons for preferring specific brand in 2013 were “Good design”, “Reasonable price” and “Good function”. This order did not change from the 2012 survey while the “Reasonable price” increased by 8.0 points; great growth from the previous survey.
* Male respondents were more attached to ‘practicality’ and conscious about the product itself as reflected in the high ratios of responses in “Good function”, “Good quality and material” and “High specifications”, while females were more interested in ‘fashionability’ as seen in the high ratios in “Good design”, “Don’t have this type of watch” and “Fashionable and can readily change it to fit on various clothes”.
* The ratio of “Reasonable price” is increasing among male respondents. This shows that in addition to practicality, price appealing will be required to attract male customers.

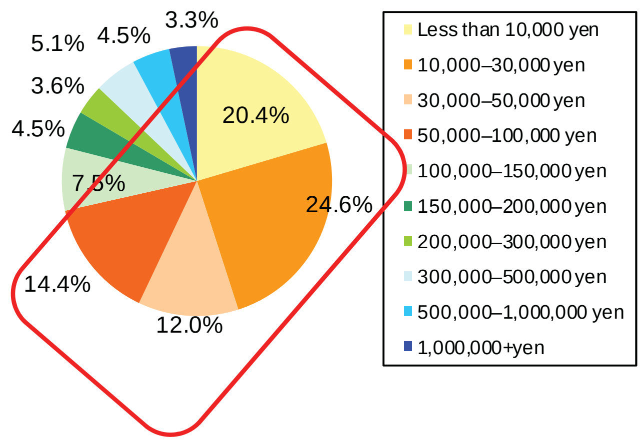
*The list is created based on the “purchase price of the “most favorite watch” out of all watches purchased in 2013.

■ Purchase price of a watch purchased in 2013(All)

2012：Total(n=681)



2014：Total(n=333)



■ Purchase price of a watch purchased in 2013 (Male)

	Total male		Male 20s		Male 30s		Male 40s		Male 50s+	
	2012	2014	2012	2014	2012	2014	2012	2014	2012	2014
	n=341	n=181	n= 93	n= 42	n= 90	n= 42	n= 83	n= 49	n= 75	n= 48
Less than 10,000 yen	12.9	16.0	16.1	14.3	14.4	14.3	15.7	22.4	4.0	12.5
10,000–30,000 yen	29.3	24.9	43.0	28.6	22.2	23.8	26.5	30.6	24.0	16.7
30,000–50,000 yen	13.8	9.4	14.0	11.9	11.1	4.8	15.7	10.2	14.7	10.4
50,000–100,000 yen	12.0	14.9	9.7	16.7	8.9	19.0	9.6	8.2	21.3	16.7
100,000–150,000 yen	8.8	9.4	6.5	9.5	15.6	9.5	7.2	8.2	5.3	10.4
150,000–200,000 yen	2.9	5.0	2.2	4.8	1.1	2.4	3.6	6.1	5.3	6.3
200,000–300,000 yen	4.4	5.0	2.2	7.1	4.4	7.1	8.4	4.1	2.7	2.1
300,000–500,000 yen	7.9	5.5	5.4	4.8	11.1	9.5	7.2	2.0	8.0	6.3
500,000–1,000,000 yen	6.5	6.1	1.1	2.4	8.9	9.5	4.8	—	12.0	12.5
1,000,000+yen	1.5	3.9	—	—	2.2	—	1.2	8.2	2.7	6.3

■ Purchase price of a watch purchased in 2013 (Female)

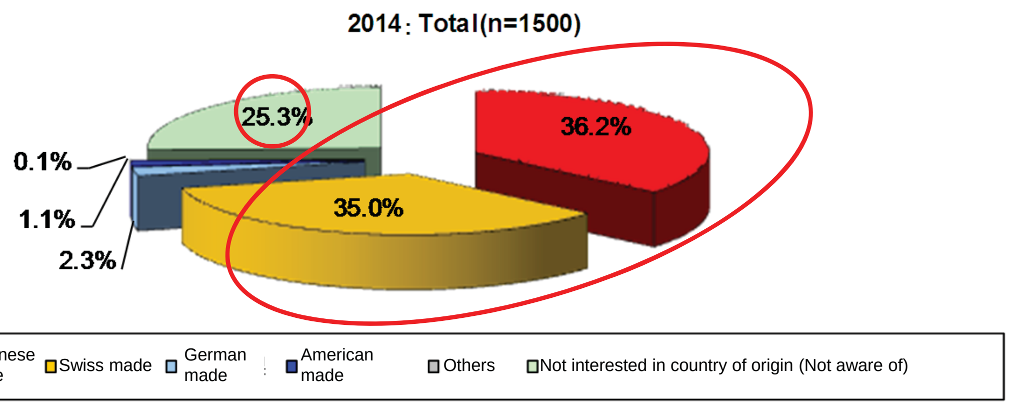
	Total Female		Female 20s		Female 30s		Female 40s		Female 50s+	
	2012	2014	2012	2014	2012	2014	2012	2014	2012	2014
	n=340	n=152	n=127	n= 66	n= 81	n= 32	n= 63	n= 31	n= 69	n= 23
Less than 10,000 yen	21.2	25.7	26.8	25.8	19.8	25.0	17.5	32.3	15.9	17.4
10,000–30,000 yen	24.4	24.3	30.7	34.8	17.3	12.5	27.0	12.9	18.8	26.1
30,000–50,000 yen	15.6	15.1	14.2	18.2	14.8	12.5	14.3	12.9	20.3	13.0
50,000–100,000 yen	10.0	13.8	10.2	12.1	2.5	15.6	15.9	16.1	13.0	13.0
100,000–150,000 yen	7.9	5.3	6.3	1.5	16.0	9.4	3.2	3.2	5.8	13.0
150,000–200,000 yen	3.8	3.9	0.8	1.5	4.9	9.4	6.3	3.2	5.8	4.3
200,000–300,000 yen	7.4	2.0	5.5	1.5	8.6	3.1	4.8	—	11.6	4.3
300,000–500,000 yen	3.5	4.6	1.6	1.5	3.7	12.5	7.9	6.5	2.9	—
500,000–1,000,000 yen	4.7	2.6	3.9	1.5	9.9	—	3.2	9.7	1.4	—
1,000,000+yen	1.5	2.6	—	1.5	2.5	—	—	3.2	4.3	8.7

* As for the purchase price, approximately 70% of respondents purchased a watch costing “Less than 100,000 yen” in 2013. This was especially apparent in males and females in their 20s. Approximately 70% for male and 90% for female.
* On the other hand, a watch costing “100,000 yen or more” was often bought by males in their 50s or above and females in their 30s (In the same age group, the ratio of concerning price is 43.9% for male and 34.46% for female)

■ New Questions for 2014

■ Favorite manufacturing country for your watch (All)

2014



■ Favorite manufacturing country for your watch (By sex, By age group)

	Male	Male 20s	Male 30s	Male 40s	Male 50s+
	2014	2014	2014	2014	2014
	n=750	n=133	n=188	n=207	n=222
Japanese made	39.2	36.8	37.8	36.7	44.1
Swiss made	39.9	32.3	34.6	45.4	43.7
German made	2.0	3.8	2.1	1.4	1.4
American made	0.8	1.5	1.1	1.0	—
Others	0.1	—	—	0.5	—
Not interested in country of origin (Not aware of)	18.0	25.6	24.5	15.0	10.8

	Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014	2014	2014	2014	2014
	n=750	n=217	n=177	n=183	n=173
Japanese made	33.2	37.3	34.5	29.0	31.2
Swiss made	30.1	19.8	26.0	39.9	37.0
German made	2.7	4.1	2.8	2.2	1.2
American made	1.5	3.7	1.1	0.5	—
Others	—	—	—	—	—
Not interested in country of origin (Not aware of)	32.5	35.0	35.6	28.4	30.6

■ Favorite manufacturing country for your watch (Metropolitan area, Others)

	Metropolitan area	Others
	2014	2014
	n=600	n=900
Japanese made	36.2	36.2
Swiss made	35.5	34.7
German made	1.5	2.9
American made	1.5	0.9
Others	—	0.1
Not interested in country of origin (Not aware of)	25.3	25.2

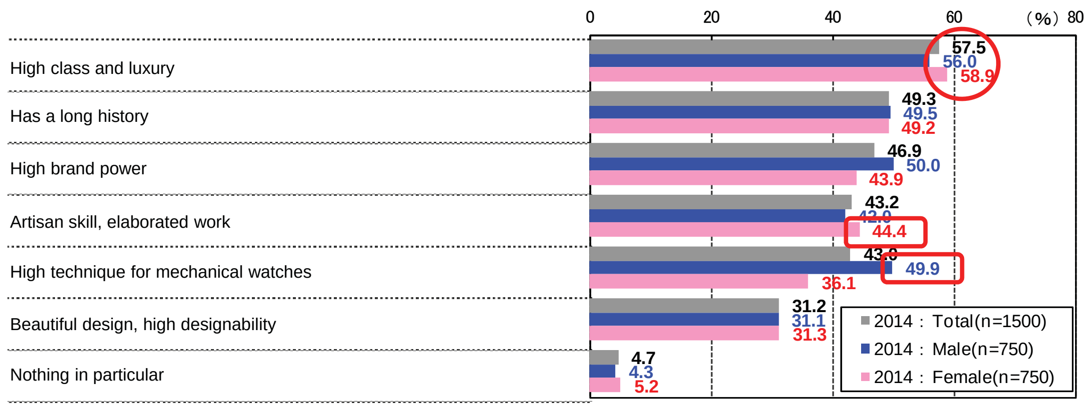
■ Favorite manufacturing country for your watch (by region: 5 regions)

	Hokkaido & Tohoku	Kanto & Koshinetsu	Chubu & Hokuriku	Kansai	Chugoku, Shikoku & Kyushu
	2014	2014	2014	2014	2014
	n=134	n=698	n=163	n=282	n=223
Japanese made	37.3	37.8	36.2	31.9	35.9
Swiss made	31.3	34.2	33.1	40.4	34.1
German made	3.0	1.7	1.8	2.8	3.6
American made	1.5	1.3	—	1.1	1.3
Others	—	—	0.6	—	—
Not interested in country of origin (Not aware of)	26.9	24.9	28.2	23.8	25.1

* Both “Japanese make” and “Swiss make” attained high ratios by cutting the popularity in twain, far ahead of “German make” (2.3%) and “American make” (1.1%).
* Males tend to prefer “Swiss make” and females prefer “Japanese make”. Especially, a watch of “Swiss make” tends to be loved by middle age groups (40s and 50s) both in males and females.
* Meanwhile, respondents of “Not interested in country of origin” accounted for 25.3%. This shows that there are a certain number of age groups who do not pay attention to the country of origin. Especially, males and females in their 20s and 30s tend not to be interested in the country of origin.
* In the region analysis, almost all regions show a strong support for “Japanese make” while “Swiss make” is remarkably dominant in Kansai region.

■ Image for a watch of Swiss made (All)

2014



■ Image for a watch of Swiss made (By sex, By age group)

	Male	Male 20s	Male 30s	Male 40s	Male 50s+
	2014	2014	2014	2014	2014
	n=750	n=133	n=188	n=207	n=222
High class and luxury	56.0	59.4	51.6	62.8	51.4
Has a long history	49.5	37.6	37.8	56.5	59.9
High brand power	50.0	47.4	45.7	56.0	49.5
Artisan skill, elaborated work	42.0	35.3	38.8	46.4	44.6
High technique for mechanical watches	49.9	39.8	41.0	58.5	55.4
Beautiful design, high designability	31.1	29.3	30.3	37.2	27.0
Nothing in particular	4.3	10.5	6.9	1.0	1.4

	Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014	2014	2014	2014	2014
	n=750	n=217	n=177	n=183	n=173
High class and luxury	58.9	50.7	59.9	66.7	60.1
Has a long history	49.2	34.1	44.6	57.9	63.6
High brand power	43.9	40.6	42.4	43.2	50.3
Artisan skill, elaborated work	44.4	30.9	41.8	53.0	54.9
High technique for mechanical watches	36.1	19.8	33.3	50.8	43.9
Beautiful design, high designability	31.3	30.9	27.7	33.3	33.5
Nothing in particular	5.2	9.7	6.2	2.2	1.7

■ Image for a watch of Swiss made (Metropolitan area, Other area)

	Metropolitan area	Others
	2014	2014
	n=600	n=900
High class and luxury	56.5	58.1
Has a long history	53.8	46.3
High brand power	49.8	45.0
Artisan skill, elaborated work	44.0	42.7
High technique for mechanical watches	47.2	40.2
Beautiful design, high designability	33.5	29.7
Nothing in particular	3.5	5.6

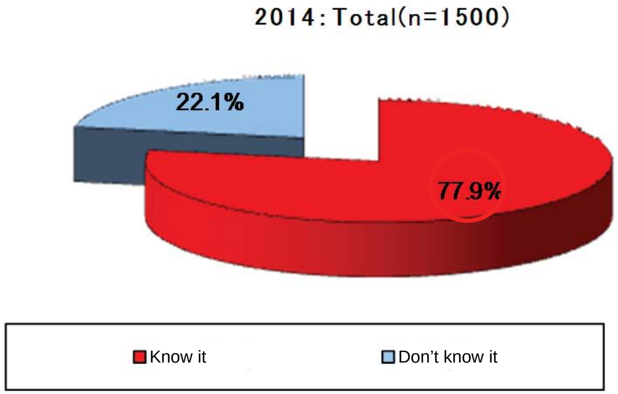
■ Image for a watch of Swiss made (By region: 5 regions)

	Hokkaido & Tohoku	Kanto & Koshinetsu	Chubu & Hokuriku	Kansai	Chugoku, Shikoku & Kyushu
	2014	2014	2014	2014	2014
	n=134	n=698	n=163	n=282	n=223
High class and luxury	63.4	55.6	50.9	58.5	63.2
Has a long history	52.2	53.2	44.2	44.3	45.7
High brand power	41.0	48.7	44.8	49.3	43.5
Artisan skill, elaborated work	41.8	43.3	46.0	40.4	45.3
High technique for mechanical watches	39.6	46.7	37.4	40.1	41.3
Beautiful design, high designability	26.1	33.4	27.6	30.9	30.5
Nothing in particular	3.7	4.0	8.6	5.0	4.5

* In all respondents, “High class and luxury”, “Has a long history” and “High brand power” occupied the upper places.
* In males, “High technique for mechanical watches” ranked the 3rd . This obviously shows that males have a very strong image of “Swiss being High technique for mechanical watches”.
* Meanwhile, female chose “Artisan skills, elaborated work”, which shows that females have the image of a craftsman making good things.
* Younger generations of both males and females tend to have a weak image for “Swiss make” compared with middle and senior age groups.

■ Awareness of Switzerland being a kingdom of watch (All))

2014



■ Awareness of Switzerland being a kingdom of watch (By sex, By age group)

	Male	Male 20s	Male 30s	Male 40s	Male 50s+
	2014	2014	2014	2014	2014
	n=750	n=133	n=188	n=207	n=222
Know it	84.1	66.2	77.7	88.4	96.4
Don't know it	15.9	33.8	22.3	11.6	3.6

	Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014	2014	2014	2014	2014
	n=750	n=217	n=177	n=183	n=173
Know it	71.7	49.8	68.9	83.6	89.6
Don't know it	28.3	50.2	31.1	16.4	10.4

■ Awareness of Switzerland being a kingdom of watch (Metropolitan area, Others)

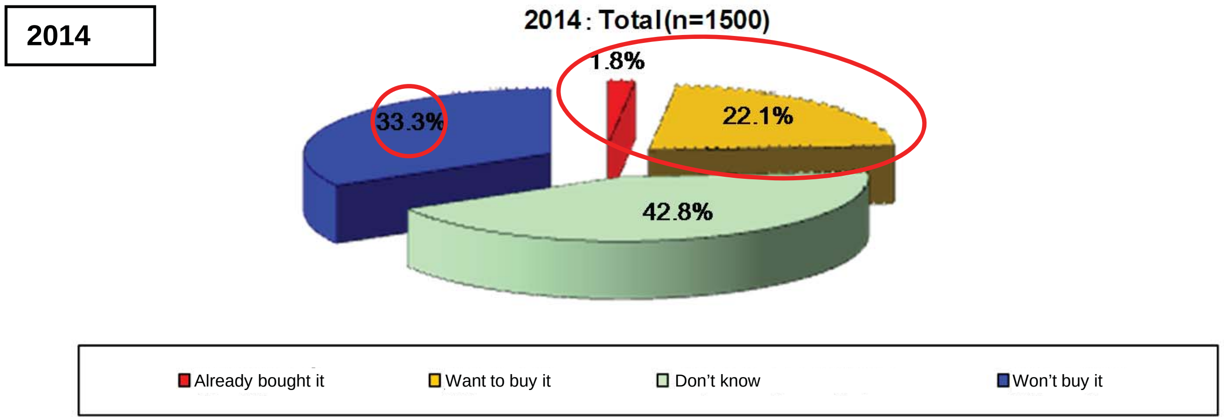
	Metropolitan area	Others
	2014	2014
	n=600	n=900
Know it	80.5	76.2
Don't know it	19.5	23.8

■ Awareness of Switzerland being a kingdom of watch (By region: 5 regions)

	Hokkaido & Tohoku	Kanto & Koshinetsu	Chubu & Hokuriku	Kansai	Chugoku, Shikoku & Kyushu
	2014	2014	2014	2014	2014
	n=134	n=698	n=163	n=282	n=223
Know it	80.6	79.9	75.5	77.7	72.2
Don't know it	19.4	20.1	24.5	22.3	27.8

* Respondents who know “ Switzerland is a kingdom of watch” accounted for approximately 80%, very high.
* The awareness rises with age in both males and females. Especially, males and females in their 40s and 50s are dominant.
* Younger the generation, the lower the awareness. Especially, a majority of female respondents in their 20s “don’t know it.”

■ Intention of purchasing a smart watch (All)



■ Intention of purchasing a smart watch (By sex, By age group) : Supplementary material

	Male	Male 20s	Male 30s	Male 40s	Male 50s+
	2014	2014	2014	2014	2014
	n=750	n=133	n=188	n=207	n=222
Already bought it	2.3	2.3	2.1	1.4	3.2
Want to buy it	20.9	27.8	23.4	18.4	17.1
Don't know	44.4	34.6	38.8	50.7	49.1
Won't buy it	32.4	35.3	35.6	29.5	30.6

	Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014	2014	2014	2014	2014
	n=750	n=217	n=177	n=183	n=173
Already bought it	1.3	0.5	2.3	1.6	1.2
Want to buy it	23.2	24.0	23.2	20.2	25.4
Don't know	41.2	37.8	37.9	47.5	42.2
Won't buy it	34.3	37.8	36.7	30.6	31.2

■ Intention of purchasing a smart watch (Metropolitan area, Others) : Supplementary material

	Metropolitan area	Others
	2014	2014
	n=600	n=900
Already bought it	1.2	2.2
Want to buy it	22.7	21.7
Don't know	40.8	44.1
Won't buy it	35.3	32.0

■ Intention of purchasing a smart watch ((By region: 5 regions) : Supplementary material

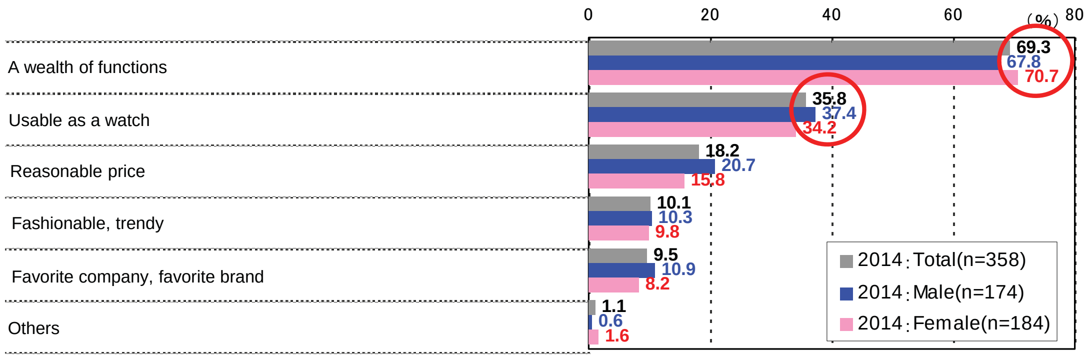
	Hokkaido & Tohoku	Kanto & Koshinetsu	Chubu & Hokuriku	Kansai	Chugoku, Shikoku & Kyushu
	2014	2014	2014	2014	2014
	n=134	n=698	n=163	n=282	n=223
Already bought it	3.7	1.1	2.5	1.8	2.2
Want to buy it	23.9	22.3	22.7	17.7	25.1
Don't know	40.3	40.5	46.0	47.5	43.0
Won't buy it	32.1	36.0	28.8	33.0	29.6

* Respondents with an intention of purchasing it (Already bought/ Want to buy it) accounted for approximately 23.9% of all. 23.2% for males and 24.5% for females, indicating that the percentage is slightly higher for female.
* Younger males and females in their 20s and 30s tend to have a strong intention of purchasing a smart watch. Females in their 50s or above were also much interested in it.
* Meanwhile, respondents without an intention of purchasing it (Won't buy it) accounted for 33.3% of all. The percentage is high in males and females in their 20s and 30s while the percentage of respondents with an intention of purchasing is also high in those age groups. As a result, the percentage of "Don't know" is low in those age groups, compared with other age groups. It seems that purchase has been decided based on whether they has established an image as to how to utilize a smart watch with rich functions or not.

Question toward only respondents of "Already bought it" and "Want to buy it"

■ Reasons for having bought or wanting to buy a smart watch (All)

2014



■ Reasons for having bought or wanting to buy a smart watch (By sex, By age group)

	Male	Male 20s	Male 30s	Male 40s	Male 50s+
	2014	2014	2014	2014	2014
	n=174	n= 40	n= 48	n= 41	n= 45
A wealth of functions	67.8	70.0	58.3	73.2	71.1
Usable as a watch	37.4	32.5	37.5	46.3	33.3
Reasonable price	20.7	22.5	22.9	22.0	15.6
Fashionable, trendy	10.3	15.0	6.3	12.2	8.9
Favorite company, favorite brand	10.9	17.5	4.2	9.8	13.3
Others	0.6	—	2.1	—	—

	Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014	2014	2014	2014	2014
	n=184	n= 53	n= 45	n= 40	n= 46
A wealth of functions	70.7	73.6	68.9	65.0	73.9
Usable as a watch	34.2	26.4	28.9	37.5	45.7
Reasonable price	15.8	17.0	20.0	7.5	17.4
Fashionable, trendy	9.8	11.3	13.3	5.0	8.7
Favorite company, favorite brand	8.2	5.7	8.9	10.0	8.7
Others	1.6	—	—	2.5	4.3

■ Reasons for having bought or wanting to buy a smart watch (Metropolitan area, Others)

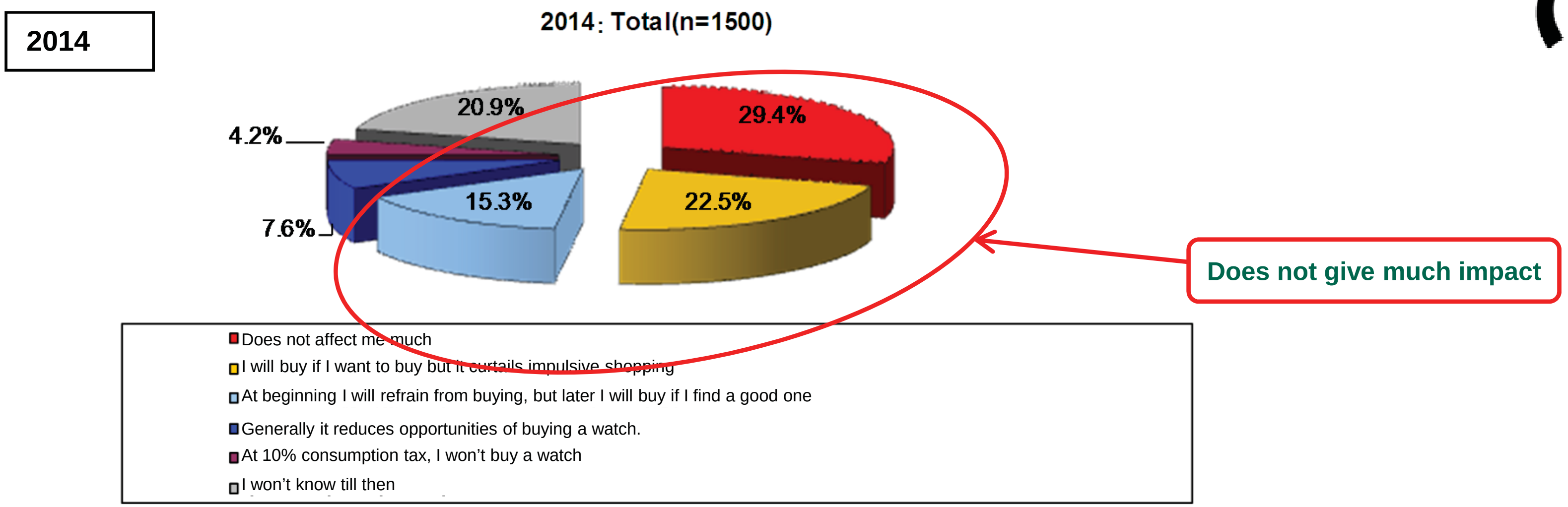
	Metropolitan area	Others
	2014	2014
	n=143	n=215
A wealth of functions	75.5	65.1
Usable as a watch	36.4	35.3
Reasonable price	16.8	19.1
Fashionable, trendy	8.4	11.2
Favorite company, favorite brand	9.1	9.8
Others	0.7	1.4

■ Reasons for having bought or wanting to buy a smart watch (By region: 5 regions)

	Hokkaido & Tohoku	Kanto & Koshinetsu	Chubu & Hokuriku	Kansai	Chugoku, Shikoku & Kyushu
	2014	2014	2014	2014	2014
	n= 37	n=164	n= 41	n= 55	n= 61
A wealth of functions	75.7	74.4	63.4	60.0	63.9
Usable as a watch	43.2	36.6	26.8	40.0	31.1
Reasonable price	10.8	16.5	19.5	23.6	21.3
Fashionable, trendy	8.1	10.4	12.2	5.5	13.1
Favorite company, favorite brand	13.5	8.5	7.3	10.9	9.8
Others	2.7	1.2	2.4	—	—

* The reasons for (having already bough or wanting to buy) were "A wealth of functions", "Usable as a watch" and "Reasonable price" in this order.
* In comparison between males and females, females tend to value "A wealth of functions" and males "Usable as a watch".
* With respect to "Usable as a watch", the percentage is high in males in 40s and females in 50s or above. This indicates that there may be potential demand for "usable as a watch" in middle and senior age groups.

■ Impact of consumption tax increase to purchasing a watch (All)



■ Impact of consumption tax increase to purchasing a watch (By sex, By age group)

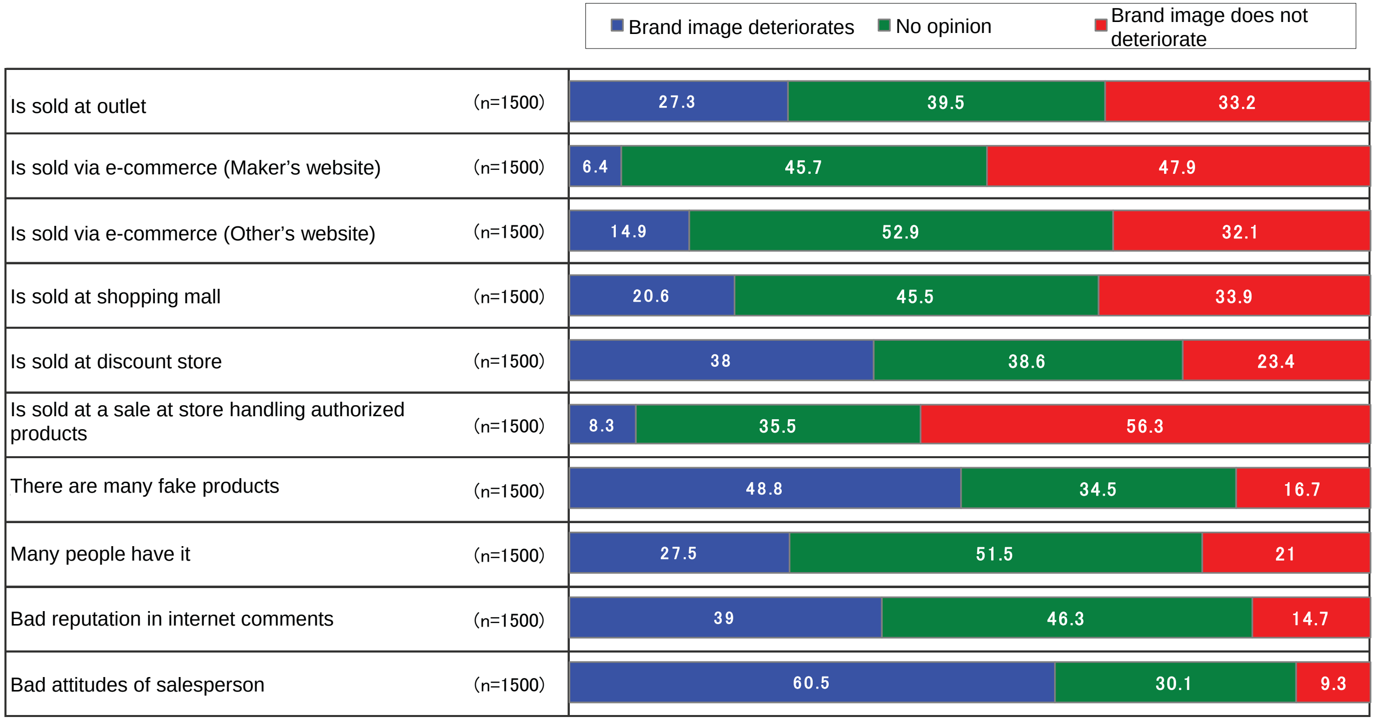
	Male	Male 20s	Male 30s	Male 40s	Male 50s+
	2014	2014	2014	2014	2014
	n=750	n=133	n=188	n=207	n=222
Does not affect me much	36.8	28.6	35.6	38.2	41.4
I will buy if I want to buy but it curtails impulsive shopping	20.5	24.8	17.6	21.7	19.4
At beginning I will refrain from buying, but later I will buy if I find a good one	13.1	14.3	13.8	13.0	11.7
Generally it reduces opportunities of buying a watch.	7.5	4.5	8.0	8.2	8.1
At 10% consumption tax, I won't buy a watch	4.1	9.8	4.8	2.4	1.8
I won't know till then	18.0	18.0	20.2	16.4	17.6

	Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014	2014	2014	2014	2014
	n=750	n=217	n=177	n=183	n=173
Does not affect me much	22.0	18.9	26.0	26.2	17.3
I will buy if I want to buy but it curtails impulsive shopping	24.5	24.4	21.5	24.6	27.7
At beginning I will refrain from buying, but later I will buy if I find a good one	17.6	12.9	17.5	18.0	23.1
Generally it reduces opportunities of buying a watch.	7.7	10.6	6.8	7.7	5.2
At 10% consumption tax, I won't buy a watch	4.3	5.1	6.8	2.7	2.3
I won't know till then	23.9	28.1	21.5	20.8	24.3

* In all respondents, "Does not affect me much" ranked top, followed by "Curtail impulsive shopping" and "Later I will buy if I find a good one".
* When the above answers are included in "does not give much impact", approximately 70% of respondents have an intention of 'continuing watch shopping if they want it' after the consumption tax increases.
* 70.1% of males and 64.1% of females responded that "does not give much impact".

■ Brand image depending on sales channel (All)

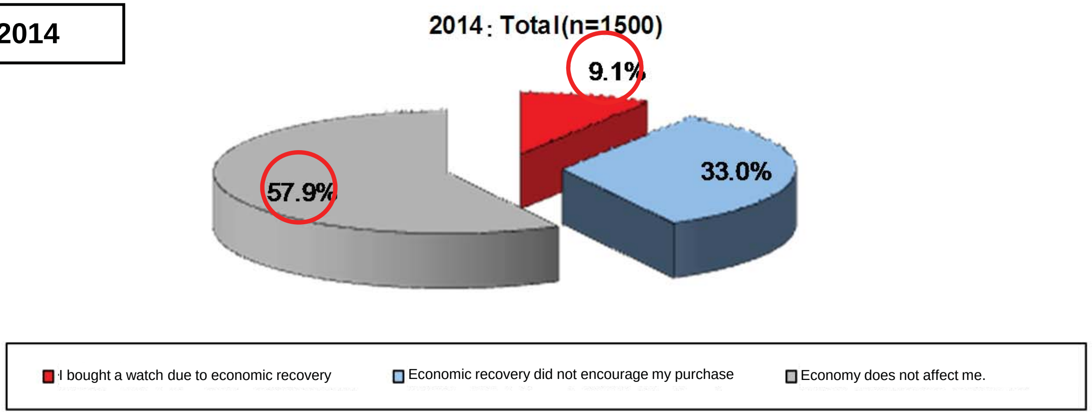
2014



* In ‘Brand image deteriorates’, respondents to “Bad attitudes of salesperson” ranked the top (60.5%), followed by “There are many fake products” (48.8%) and “Is sold at discount store” (38.0%)
* In ‘Brand image does not deteriorate’, respondents to “Is sold at a sale at store handling authorized products” (56.3%) ranked the top, followed by “Is sold via e-commerce (maker’s website) (47.9%) and “Is sold at shopping mall” (33.9%).
* Selling at store handling authorized products and selling on maker’s website or other’s website will not give adverse impact to the brand image so much while selling at discount store or outlet seems to give a certain level of adverse impact to the brand image.

■ Economic recovery’s impact to purchasing a watch (All)

2014



■ Economic recovery’s impact to purchasing a watch (By sex, By age group) : Supplementary material

	Male	Male 20s	Male 30s	Male 40s	Male 50s+
	2014 n=750	2014 n=133	2014 n=188	2014 n=207	2014 n=222
I bought a watch due to economic recovery	8.7	10.5	10.1	8.7	6.3
Economic recovery did not encourage my purchase	18.9	15.0	20.7	20.3	18.5
Economy does not affect me.	72.4	74.4	69.1	71.0	75.2

	Female	Female 20s	Female 30s	Female 40s	Female 50s+
	2014 n=750	2014 n=217	2014 n=177	2014 n=183	2014 n=173
I bought a watch due to economic recovery	6.1	7.4	6.2	5.5	5.2
Economic recovery did not encourage my purchase	19.3	19.8	17.5	21.3	18.5
Economy does not affect me.	74.5	72.8	76.3	73.2	76.3

■ Economic recovery’s impact to purchasing a watch (Metropolitan area, Others) : Supplementary material

	Metropolitan area	Others
	2014 n=600	2014 n=900
I bought a watch due to economic recovery	6.5	8.0
Economic recovery did not encourage my purchase	16.5	20.9
Economy does not affect me.	77.0	71.1

■ Economic recovery’s impact to purchasing a watch (By region: 5 regions) : Supplementary material

	Hokkaido & Tohoku	Kanto & Koshinetsu	Chubu & Hokuriku	Kansai	Chugoku, Shikoku & Kyushu
	2014 n=134	2014 n=698	2014 n=163	2014 n=282	2014 n=223
I bought a watch due to economic recovery	8.2	6.9	5.5	7.4	9.9
Economic recovery did not encourage my purchase	22.4	17.0	17.8	23.0	19.7
Economy does not affect me.	69.4	76.1	76.7	69.5	70.4

* In the analysis of economic recovery’s impact to watch purchasing, “Economy does not affect me” ranked the top, followed by “Economic recovery did not encourage my purchase”.
* Meanwhile, respondents to “I bought a watch due to economic recovery” accounted for approximately 10%. Especially, males and females in their 20s and 30s showed high percentages.
* The respondents to “Economy does not affect me” accounted for approximately 60%, a majority.

■ Highlights of Survey Results

Highlights of Survey Results

	Major Questions	Page	All	Male	Female
1	Number of watches owned?	*18*	■Decrease in the number of owners of two or more watches • Of all respondents, 76.7% owed two or more watches in 2014 (-2.0 points compared with 2012)	■Decrease in all generations • Decrease especially in males in 30s. 62.8% of males owned two or more watches (-9.0 points compared with 2012)	■Only females in their 30s account for increase • 74.6% of females in their 30s+ owned two or more watches (+0.1 point compared with 2012)
2	Brands of watches owned?	*19*	■Big three domestic brands are still dominant; "CASIO" sustains the top place. • 1st: "CASIO", 2nd: "SEIKO", 3rd: "CITIZEN" • High male ownership ratio for "CASIO" and "SEIKO" • For "CITIZEN", ownership ratio shifts even between males and females to higher in males	■Males tend to prefer watch-maker brands • Brands more popular among males: "CASIO", "SEIKO", "OMEGA" and "TAG HEUER". Ownership ratios of "GUCCHI" and "BVLGARI" are increasing in males.	■Females tend to prefer fashion brand watches • Brands more popular among females: "CARTIER", "GUCCI", "agnes.b", "BVLGARI", "HERMES", "FOLLI FOLLIE", and "CHANEL". The female ownership ratio of "SWATCH" is decreasing.
3	Purchase price of watches owned?	*22*	■Shift from low price ranges to middle price ranges • "50,000 - 100,000 yen": 14.3% (+2.2 points compared with 2012) • "100,000 - 150,000 yen": 12.8% (+1.8 points compared with 2012)	■Two clusters in price ranges: Low to mid and mid to high • "10,000 - 100,000 yen": 45.0% of all males • "300,000 - 1,000,000 yen: 19.6% of all males.	■Two clusters in price ranges: Low to mid and mid to high • "10,000 - 100,000 yen": 44.6% of all females • "200,000 - 500,000 yen: 21.1% of all females.
4	Location of purchase?	*23*	■While bricks-and-mortar stores remain the mainstream, online shopping is expanding • 1st: "Watch section at a department store" (49.6%) • 2nd: "Watch and clock specialty store; jewelry store" (41.1%) • 3rd: "Mass retailer; discount store" (28.5%) • 4th: "Online shopping on the internet" (21.7%)	■High ratio in online shopping • Male: 28.3%, Female: 15.1% (Ratio of male to female is 1:0.53) • While primary users are those in 30s and 40s, shoppers in their 50s are increasing.	■Female preference for bricks-and-mortar stores • They shop mainly at "Department store". Demand is driven by females in their 20s. • They shop at "Duty-free shops/overseas shops", "brand boutiques" and "select shops" more often than males.
5	Important factors in choosing a retailer?	*27*	■Demand for authorized stores remains high • 1st: "Handles authorized imports" (57.5%) • 2nd: "Reasonableness of price" (45.9%) • 3rd: "Wide assortment" (42.0%)	■Male consumers value price • "Reasonableness of price" is 52.1%, 1st place, ahead of "Handles authorized imports" (51.9%).	■Elements other than authorized products are also important for females • "Authorized imports": (63.1%) • Females value "After-sale service" (46.5%) and "Atmosphere of the store" (34.3%), compared with males
6	Price range of watch you want to buy?	*31*	■Purchase price budget shifts from low price ranges to middle price ranges • "100,000 - 300,000 yen": 36.2% (+1.4 points compared with 2012) • As a whole, females' budget level is rising.	■Affordable luxury watches amid purchase price budget rising to middle price ranges: • Purchase price budget that males want to use "300,000 - 500,000 yen": 16.5% "500,000 - 1,000,000 yen": 12.9% That is, they account for approximately 30% of all males.	■Affordable luxury watches amid purchase price budget rising to middle price ranges: • Purchase price budget that females want to use "300,000 - 500,000 yen": 15.6% "200,000 - 300,000 yen": 14.1% That is, they account for approximately 30% of all females.
7	Brands of watches you want to buy?	*33*	■Leading three brands remain strong • 1st: "ROLEX" (33.0%) • 2nd: "OMEGA" (27.0%) • 3rd: "CARTIER" (26.7%)	■Men prefer "Luxury mechanical sports watches with high cost performance" • Standard brands such as "ROLEX" and "OMEGA" are most popular. • Domestic watches are also popular as seen in "SEIKO" (5th→3rd) and "CASIO" (6th→5th).	■Female consumers prefer "Luxury fashion brand watches" • "CARTIER", "BVLGARI", "ROLEX", "HERMES" and "FRANCK MULLER" are popular among females. • No great change in the order. Standard brands remain at upper places.
8	Reason for choosing that brand?	*36*	■Focus on design remains unchanged • 1st: "Design" (60.3%) • 2nd: "Famous brand" (37.4%) • 3rd: "Quality/material" (32.0%)	■Male consumers value practicality • Popular answers among males • "Quality/material" (35.8%)................................Female (28.2%) • "Good function" (25.8%)..................................Female (14.4%)	■Female consumers value fashionability • Popular answers among females • "Design" (62.8%)..Male (57.9%) • "Can readily change to fit on various clothes" (17.2%)...Male (7.8%)
9	Done pre-purchase research?	*37*	■More than half have done advance research • "I did research in advance" (60.5%) • "I did not do research in advance" (39.5%)	■Male consumers value information • "I did research in advance" (65.2%) • "I did not do research in advance" (34.8%) • Especially so for those in their 30s to 50s or above	■Female consumers in their 30s and 40s value information • "I did research in advance" (55.7%) • "I did not do research in advance" (44.3%) • Approximately 60% of females in their 30s and 40s "did research in advance."
10	Information collected in pre-purchase research?	*38*	■"Price", "Design" and "Specification" ranked high • "Price" (85.9%) • "Design" (84.8%) • "Specification" (54.5%)	■Male consumers value "the product and brand itself" • Popular answers among males • "Specification" (59.3%)..Female (48.8%) • "Brand (history, concept, culture, tradition) (27.2%)......Female (24.2%)	■Female consumers value "fashionability" and "reliability and security" • Popular answers among females • "Design" (89.7%)..................................Male (80.6%) • "After-sale service" (14.1%)....................Male (8.4%) • "Location of store" (14.6%)....................Male (6.5%)
11	Media which are influential in purchasing a watch?	*39*	■Internet-related media ranked high • 1st: "Maker's and brand's websites": 56.4% • 2nd: Information website": 36.4% • 5th: "Community/message board": 19.2%	■Information on the internet • 1st: "Maker's and brand's websites": 59.3% • 2nd: "Information website": 41.5%	■Combination of the internet and storefront • 1st: "Maker's and brand's websites": 53.1% • 2nd: "At the store": 39.1%

This document is a summary. We also have the following documents that go into more detail. If you would like to obtain copies of them, please contact the Federation of the Swiss Watch Industry FH Tokyo Center. We will send these documents free of charge to those who request them using a file transfer service on the Internet. If you wish to have them delivered on CD, please tell us so.
If you have any comments, questions, things you do not understand or suggestions for future research after seeing this survey, please feel free to contact the Federation of the Swiss Watch Industry FH Tokyo Center. We will try to reflect them in our next research and help you in any way we can.

■ **Profile of owners of watches costing over 100,000 yen**

■ **Consumer awareness on parallel imports**

■ **Survey on watch repair**

■ **Issues and future of watch industry in Japan**

■ **Consumer awareness of luxury brand products**

etc.

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