

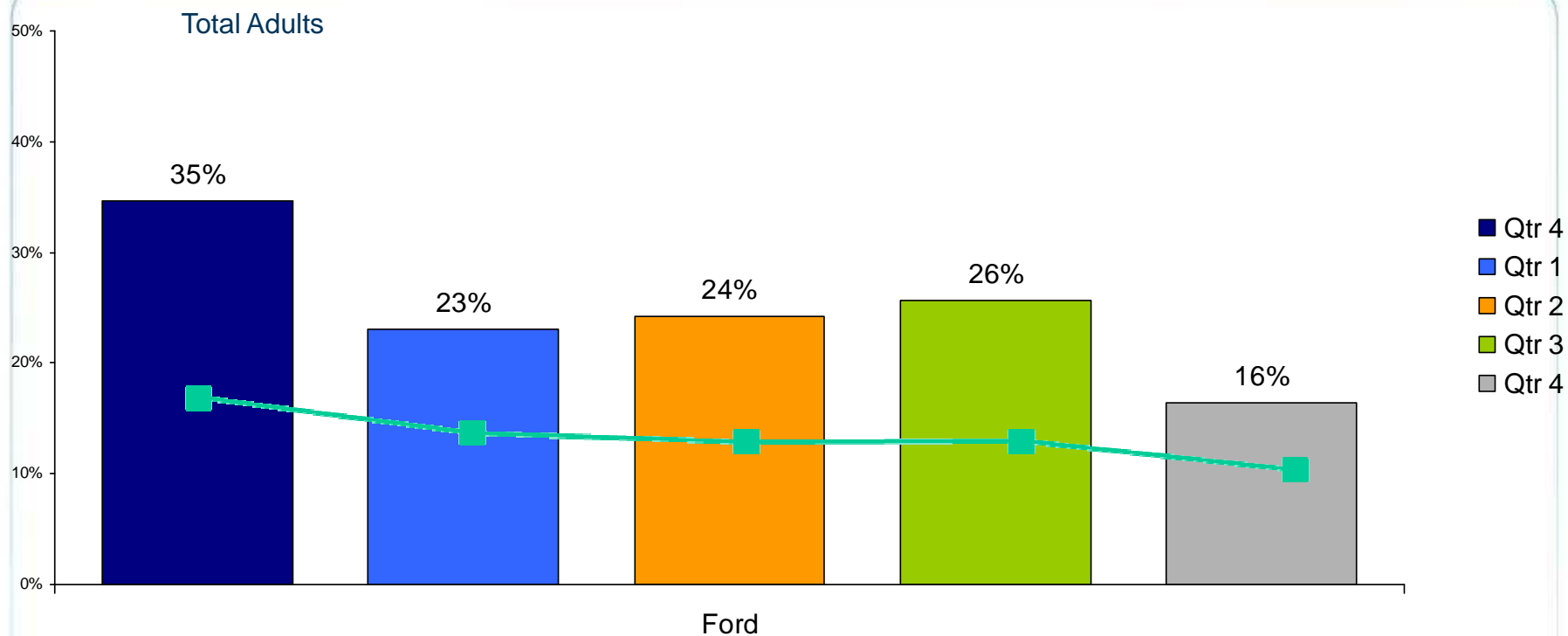
Automotive Brand Tracking Study 2011

Fourth Quarter Results



AUTO BRANDS CONSIDER BUYING

The next time you are looking to buy/lease a new (not used) vehicle, which of the following auto brands are you considering buying/leasing?



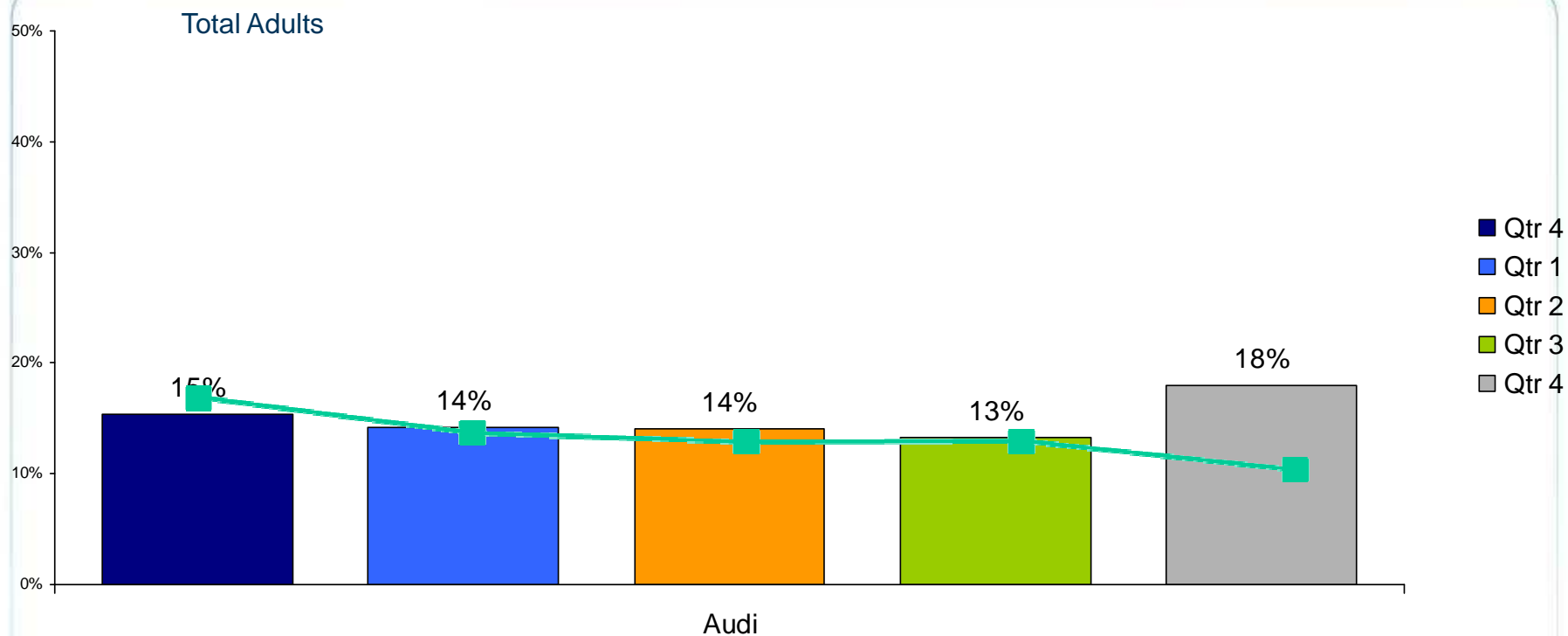
Source: Captivate Office Pulse 2011 Universe: total Adults

All brand avg.

captivate
NETWORK

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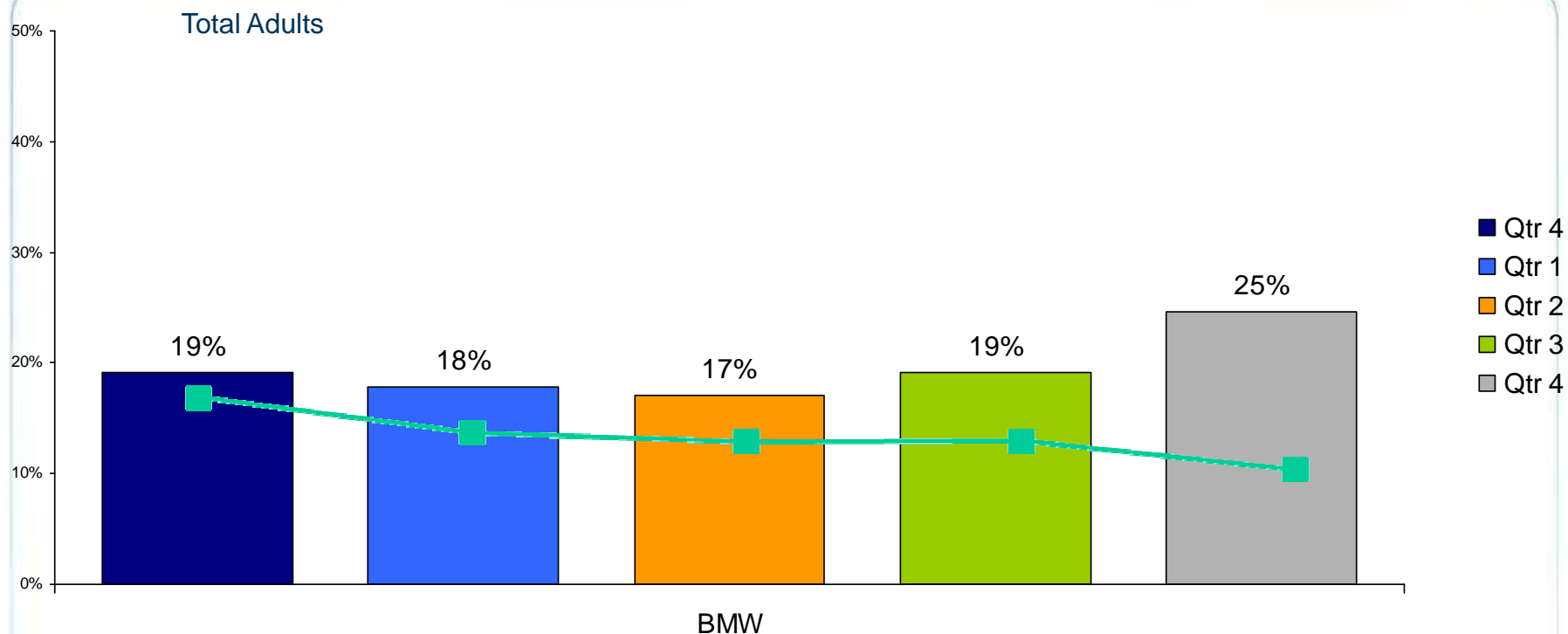
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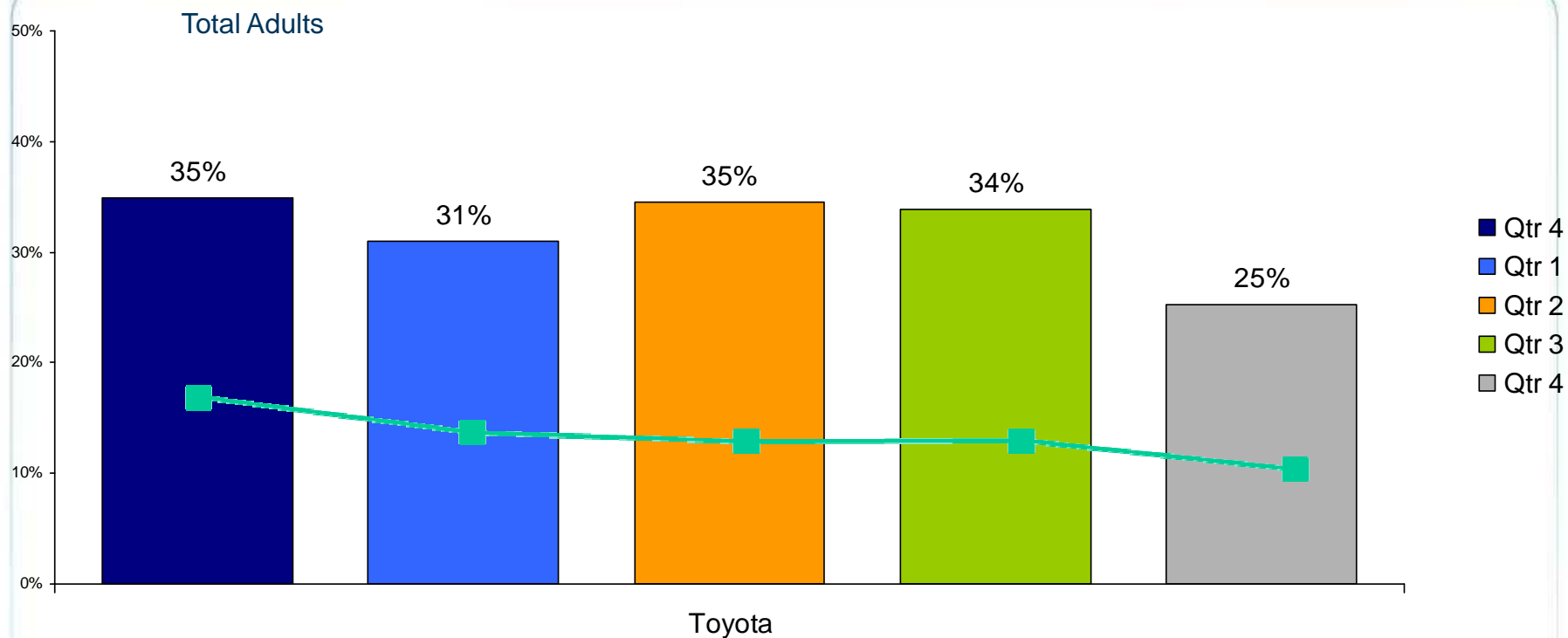
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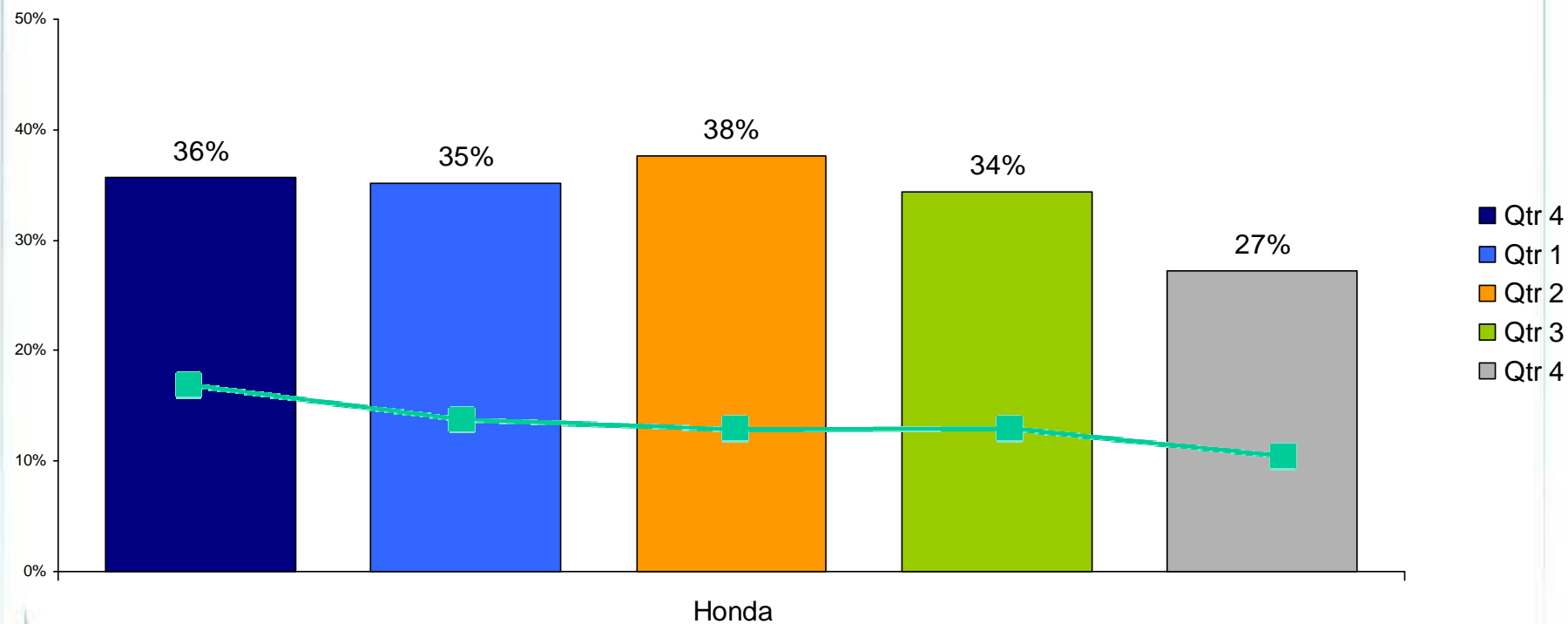
Source: Captivate Office Pulse 2011 Universe: total Adults

All brand avg.

AUTO BRANDS CONSIDER BUYING

The next time you are looking to buy/lease a new (not used) vehicle, which of the following auto brands are you considering buying/leasing?

Total Adults



Honda

All brand avg.

Source: Captivate Office Pulse 2011 Universe: total Adults

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Contact
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for the full report

