Canadian Auto Brands Questionnaire

Which of the following auto brands do you currently own/lease?

- Ford
- Toyota
- Chevrolet
- Honda
- Dodge
- Nissan
- Jeep
- GMC
- Mazda
- Uolkswagen
- Subaru
- Hyundai
- Lexus
- Buick
- Porsche
- Chrysler
- 🔲 Audi
- Mercedes
- Acura
- BMW
- Cadillac
- Lincoln
- None of the above

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?

- Ford
- Toyota
- Chevrolet
- Honda
- Dodge
- Nissan
- Jeep
- GMC
- Mazda
- Volkswagen
- Subaru
- Hyundai
- Lexus
- Buick
- Porsche

- ChryslerAudi
- Mercedes
- Acura
- BMW
- Cadillac
- Lincoln
- None of the above

What are the most likely reasons for buying / using or recommending the following brands? Please limit your choices to 3.								
	Reliability	Quality	Customer Service	Availability/Location	Cost	Reputation	Cool factor	My kind of Brand
Ford	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Toyota	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Chevrolet	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	\bigcirc	0
Honda	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc
Dodge	0	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	0
Nissan	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Jeep	0	\bigcirc	0	0	\bigcirc	0	0	\bigcirc
GMC	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc
Mazda	0	\bigcirc	0	0	\bigcirc	0	0	\bigcirc
Volkswagen	\bigcirc	\bigcirc	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Subaru	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	\bigcirc	0
Hyundai	\bigcirc	0	0	\bigcirc	0	\bigcirc	0	0
Lexus	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	\bigcirc	0
Buick	\bigcirc	0	0	\bigcirc	0	\bigcirc	0	0
Porsche	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	\bigcirc	0
Chrysler	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	\bigcirc
Audi	0	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	0
Mercedes	0	\bigcirc	0	0	\bigcirc	0	0	0
Acura	0	\bigcirc	0	0	\bigcirc	\bigcirc	0	0
BMW	0	0	0	\bigcirc	\bigcirc	\bigcirc	0	0
Cadillac	\bigcirc	\bigcirc	0	0	\bigcirc	\bigcirc	\bigcirc	0
Lincoln	0	0	0	0	0	0	\bigcirc	0

Based on everything you know / heard or experienced, how would	vou rate the following brands?

	Very Good	Good	Average	Poor	Very Poor	Never heard of this brand
Ford	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Toyota	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0	0
Chevrolet	0	\bigcirc	\bigcirc	\bigcirc	0	0
Honda	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0
Dodge	0	\bigcirc	\bigcirc	\bigcirc	0	0
Nissan	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	0

Jeep	\bigcirc	0	\bigcirc	0	0	0
GMC	\bigcirc	\bigcirc	\bigcirc	0	0	0
Mazda	\bigcirc	0	0	0	0	0
Volkswagen	\bigcirc	0	0	0	0	0
Subaru	\bigcirc	0	\bigcirc	0	0	0
Hyundai	\bigcirc	0	0	0	0	0
Lexus	\bigcirc	0	\bigcirc	0	0	0
Buick	\bigcirc	\bigcirc	\bigcirc	0	0	0
Porsche	\bigcirc	\bigcirc	\bigcirc	0	0	0
Chrysler	\bigcirc	0	0	0	0	0
Audi	\bigcirc	\bigcirc	\bigcirc	0	0	0
Mercedes	\bigcirc	0	0	0	0	0
Acura	\bigcirc	\bigcirc	\bigcirc	0	0	0
BMW	\bigcirc	0	\bigcirc	0	0	0
Cadillac	\bigcirc	\bigcirc	\bigcirc	0	0	0
Lincoln	\bigcirc	0	\bigcirc	\bigcirc	0	0