US Automotive Brands Questionnaire

Which of the following auto brands do you currently own/lease?						
Ford Toyota Chevrolet Honda Dodge Nissan Jeep GMC Mazda Volkswagen 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 Chrysler Audi 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.													
Ford	Reliability	Quality	Customer Service	Availability/Location	Cost	Reputation	Cool factor	My kind of Brand					
Toyota	0	0	0	0	0	0	0	0					
Chevrolet	0	0	0	0	0	0	0	0					
Honda	0	0	0	0	0	0	0	0					
Dodge	0	0	0	0	0	0	0	0					
Nissan	0	0		0	0	0	0	0					
	0	0	0	0	0	0	0	0					
Jeep GMC	0	0	0	0	0	0	0	0					
Mazda	0	0	0	0	0	0	0	0					
Volkswagen	0	0	0	0	0	0	0	0					
Subaru	0	0	0	0	0	0	0	0					
Hyundai	0	0	0	0	0	0	0	0					
Lexus	0	0	0	0	0	0	0	0					
Buick	0	0	0	0	0	0	0	0					
Porsche	0	0	0	0	0	0	0	0					
	0	0	0	0	0	0	0	0					
Chrysler Audi	0		0	_									
Mercedes	0	0	0	0	0	0	0	0					
Acura	0	0	0	0	0	0	0	0					
BMW	0	0	0	0	0	0	0	0					
Cadillac	0	0	0	0	0	0	0	0					
Lincoln	0	0	0	0	0	0	0	0					
LINCOIN													
Based on eve	erything you	know / he	eard or experience	d, how would you ra	ate the fo	llowing bran	ids?						
	V	ery Good	Good A	verage Poor	Very P	oor	Never heard	of this brand					
Ford		0	0	0 0	0)					
Toyota		0	•	0	0		0						
Chevrolet		0	0	0 0	0		()					
Honda		0	•	0	0		()					
Dodge		0	0	0 0	0		()					
Nissan		0	•	0	0		()					
Jeep		0	0	0	0		()					

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