



Source: Consumer Intentions and Actions® (CIA®) Survey, November 2011

N = 8,502

Make/Model	Current Automobile Ownership	1st Choice Considering to Purchase	Net Promoter Score*
Acura	1.2%	1.1%	24.2%
Audi	0.5%	1.1%	-2.5%
BMW	1.3%	4.0%	26.7%
Buick	2.5%	2.2%	16.3%
Cadillac	1.3%	2.4%	17.6%
Chevrolet	12.6%	13.5%	15.4%
Chrysler/Plymouth	3.0%	2.5%	1.9%
Dodge	5.9%	4.9%	-3.8%
Ford	13.0%	15.6%	21.2%
GMC	1.7%	2.3%	9.2%
Honda	8.5%	11.1%	45.2%
Hyundai	3.4%	3.9%	37.4%
Infiniti	0.5%	0.8%	24.3%
Jeep	2.5%	2.7%	34.2%
Kia	2.1%	1.5%	21.9%
Lexus	1.0%	2.0%	61.8%
Lincoln	0.7%	0.6%	36.1%
Mazda	1.6%	1.0%	19.3%
Mercedes-Benz	0.8%	2.2%	54.2%
Mercury	1.4%	0.9%	-0.4%
Mitsubishi	0.9%	0.7%	5.2%
Nissan	4.6%	4.4%	29.8%
Oldsmobile	0.9%	0.1%	-6.0%
Subaru	1.5%	1.5%	54.7%
Toyota	10.3%	9.6%	44.5%
Volkswagen	1.3%	1.3%	23.3%
Volvo	0.6%	0.1%	35.8%

**About the Net Promoter Score (NPS):** Respondents were asked to rate, on a scale from 0 (Not at all likely) to 10 (Extremely likely), the probability they would recommend the make/model of the vehicle they currently drive to a friend or colleague. 10 and 9 responses indicate **Promoters**, 8 and 7 responses are **Passives** and 0 through 6 are **Detractors**. NPS is calculated by subtracting the percentage of **Detractors** from the percentage of **Promoters**.

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