



January 2007 Consumer Intentions and Actions (CIA) Survey

Future Auto Purchase Rankings

Source: BIGresearch

* Ranked by Share Point Change

Toyota	6.18
Honda	3.89
Mercedes-Benz	2.95
Lexus	2.55
Acura	1.47
Subaru	1.30
Kia	1.13
Nissan	1.00
Audi	0.93
Chevrolet	0.70
Cadillac	0.69
Chrysler/Plymouth	0.55
Scion	0.53
Hyundai	0.51
Land Rover	0.42
Porsche	0.40
BMW	0.39
Volkswagen	0.26
Oldsmobile	0.17
Mitsubishi	0.12
Saab	0.11
Saturn	0.11
Daewoo	-
Jaguar	(0.01)
Suzuki	(0.41)
Peugeot	(0.49)
Buick	(0.54)
Pontiac	(0.65)
Lincoln	(0.67)
Isuzu	(0.68)
Infiniti	(0.91)
GMC	(0.93)
Mazda	(0.95)
Volvo	(1.01)
Mercury	(2.07)
Jeep	(2.45)
Dodge	(6.24)
Ford	(7.32)

What is your price range?

Less than \$10,000	0.2%
\$10,001 to \$15,000	2.8%
\$15,001 to \$20,000	16.8%
\$20,001 to \$25,000	22.9%
\$25,001 to \$30,000	24.9%
\$30,001 to \$40,000	18.9%
Over \$40,000	13.4%
Total	100.0%
Average \$	28,662

*Consumers planning to buy a new vehicle in the next six months. Share point change calculated based on consumers' current vehicle make versus the first and second choice makes they are considering for their new vehicle. Negative share point change indicates declining loyalty to a particular auto manufacturer.