

Questionnaire #20 Results

#1. Other than Mustang, which Ford vehicle impresses you the most:

Bronco 36.9%

Bronco Sport 11.6%

Maverick 11.6%

Ranger 8.1%

Other: Top 3 F150, Explorer, Ford GT 31.8%

2. If you had to purchase a Ford electric vehicle, which one:

F-150 Lightning 62.6%

Mach e 37.4%

3. If you had to purchase a Ford Hybrid, which one:

F-150 37.9%

Escape 17.2%

Explorer 21.7%

Maverick 23.2%

4. When looking to purchase a new vehicle, the main consideration is:

Brand 47.5%

Color 1.0%

Fuel Efficiency 6.1%

Performance 30.2%

Price 15.2%