

| No. | 車種名   | サンプル数<br>(を<br>除く)<br>認知度 | 総合評価 |     | 認知度  |      | 広告接触度 |      | 機能価値評価 |      | 情報価値評価 |      | 購入意向 |      | プレミアム評価 |      | 推奨意向 |      |    |      |
|-----|-------|---------------------------|------|-----|------|------|-------|------|--------|------|--------|------|------|------|---------|------|------|------|----|------|
|     |       |                           | 順位   | スコア | 順位   | スコア  | 順位    | スコア  | 順位     | スコア  | 順位     | スコア  | 順位   | スコア  | 順位      | スコア  | 順位   | スコア  |    |      |
| 単位  |       |                           | 位    | Pt  | 位    | Pt   | 位     | Pt   | 位      | Pt   | 位      | Pt   | 位    | Pt   | 位       | Pt   | 位    | Pt   |    |      |
|     | ブランド名 | 企業名                       | -    | -   | 48.3 | -    | -     | 47.0 | -      | 46.7 | -      | 48.8 | -    | 49.7 | -       | 47.8 | -    | 49.3 | -  | 49.1 |
| 1   | 車種名   | 企業名                       | 641  | 90  | 41.3 | 1000 | 94    | 36.1 | 85     | 39.4 | 84     | 42.1 | 68   | 45.5 | 92      | 39.5 | 74   | 45.9 | 88 | 40.9 |
| 2   |       |                           | 869  | 20  | 56.3 | 1000 | 39    | 53.5 | 50     | 49.6 | 13     | 60.0 | 15   | 57.6 | 20      | 57.7 | 11   | 59.1 | 18 | 56.7 |
| 3   |       |                           | 890  | 26  | 54.8 | 1000 | 33    | 54.6 | 36     | 52.5 | 14     | 59.5 | 16   | 56.4 | 36      | 52.2 | 37   | 52.5 | 22 | 55.6 |
| 4   |       |                           | 867  | 27  | 53.9 | 1000 | 42    | 51.1 | 51     | 49.4 | 15     | 57.5 | 42   | 51.5 | 33      | 53.3 | 12   | 57.7 | 19 | 56.5 |
| 5   |       |                           | 824  | 84  | 42.5 | 1000 | 48    | 49.3 | 61     | 46.7 | 86     | 41.4 | 80   | 43.4 | 89      | 39.7 | 91   | 36.8 | 90 | 40.5 |
| 6   |       |                           | 752  | 68  | 45.3 | 1000 | 69    | 43.6 | 74     | 41.7 | 61     | 45.5 | 46   | 50.4 | 74      | 43.5 | 67   | 47.5 | 70 | 45.1 |
| 7   |       |                           | 843  | 36  | 51.1 | 1000 | 33    | 54.6 | 24     | 58.0 | 40     | 50.2 | 45   | 50.9 | 60      | 47.0 | 75   | 45.8 | 38 | 51.2 |
| 8   |       |                           | 584  | 88  | 41.5 | 1000 | 100   | 32.8 | 98     | 34.4 | 81     | 42.6 | 67   | 45.7 | 61      | 46.8 | 78   | 44.3 | 76 | 43.9 |
| 9   |       |                           | 698  | 70  | 45.0 | 1000 | 80    | 39.4 | 83     | 39.7 | 72     | 44.2 | 46   | 50.4 | 79      | 42.7 | 52   | 49.6 | 45 | 49.1 |
| 10  |       |                           | 876  | 31  | 52.9 | 1000 | 37    | 53.8 | 59     | 48.0 | 19     | 56.0 | 17   | 56.0 | 40      | 51.2 | 44   | 50.8 | 28 | 54.6 |
| 11  |       |                           | 737  | 57  | 46.7 | 1000 | 64    | 44.5 | 56     | 48.4 | 62     | 45.4 | 53   | 49.4 | 66      | 45.3 | 63   | 48.2 | 65 | 45.7 |
| 12  |       |                           | 765  | 50  | 48.2 | 1000 | 58    | 46.8 | 60     | 47.9 | 49     | 47.7 | 57   | 48.5 | 51      | 48.7 | 59   | 48.8 | 46 | 49.0 |
| 13  |       |                           | 820  | 55  | 47.7 | 1000 | 47    | 49.5 | 44     | 50.5 | 55     | 46.5 | 79   | 43.5 | 42      | 50.4 | 70   | 46.7 | 54 | 47.0 |
| 14  |       |                           | 681  | 57  | 46.7 | 1000 | 82    | 39.3 | 73     | 42.4 | 69     | 44.4 | 70   | 45.4 | 48      | 48.8 | 26   | 54.8 | 34 | 51.9 |
| 15  |       |                           | 912  | 36  | 51.1 | 1000 | 28    | 56.0 | 34     | 52.6 | 45     | 49.1 | 44   | 51.1 | 45      | 49.7 | 49   | 50.5 | 46 | 49.0 |
|     | ブランド名 | 企業名                       | -    | -   | 49.1 | -    | -     | 46.0 | -      | 48.4 | -      | 48.5 | -    | 50.1 | -       | 50.6 | -    | 51.1 | -  | 49.4 |
| 1   | 車種名   |                           | 601  | 76  | 44.3 | 1000 | 97    | 33.7 | 90     | 38.2 | 57     | 46.2 | 57   | 48.5 | 62      | 46.4 | 44   | 50.8 | 59 | 46.4 |
| 2   |       |                           | 714  | 74  | 44.5 | 1000 | 79    | 41.0 | 88     | 38.6 | 72     | 44.2 | 66   | 47.2 | 76      | 43.3 | 43   | 51.0 | 62 | 46.2 |
| 3   |       |                           | 800  | 64  | 45.5 | 1000 | 51    | 49.0 | 45     | 50.3 | 65     | 44.6 | 86   | 42.0 | 69      | 44.9 | 80   | 43.8 | 75 | 44.1 |
| 4   |       |                           | 920  | 16  | 57.9 | 1000 | 19    | 61.4 | 12     | 65.0 | 17     | 56.5 | 22   | 55.6 | 21      | 57.2 | 23   | 55.0 | 29 | 54.5 |
| 5   |       |                           | 749  | 72  | 44.9 | 1000 | 68    | 44.0 | 77     | 41.3 | 54     | 46.6 | 73   | 44.2 | 66      | 45.3 | 70   | 46.7 | 59 | 46.4 |
| 6   |       |                           | 677  | 79  | 43.4 | 1000 | 88    | 37.5 | 80     | 40.0 | 86     | 41.4 | 80   | 43.4 | 70      | 44.8 | 53   | 49.5 | 54 | 47.0 |
| 7   |       |                           | 723  | 35  | 51.3 | 1000 | 69    | 43.6 | 41     | 51.6 | 51     | 47.5 | 23   | 55.1 | 24      | 56.1 | 19   | 55.8 | 43 | 49.6 |
| 8   |       |                           | 944  | 11  | 62.3 | 1000 | 18    | 61.5 | 10     | 65.4 | 10     | 62.4 | 9    | 64.4 | 10      | 65.7 | 22   | 55.3 | 12 | 61.4 |
| 9   |       |                           | 729  | 52  | 48.1 | 1000 | 78    | 41.9 | 66     | 45.0 | 53     | 46.9 | 48   | 50.2 | 38      | 51.5 | 39   | 52.2 | 44 | 49.2 |
|     | ブランド名 | 企業名                       | -    | -   | 46.4 | -    | -     | 43.6 | -      | 43.9 | -      | 46.2 | -    | 48.8 | -       | 47.2 | -    | 48.6 | -  | 46.4 |
| 1   | 車種名   |                           | 662  | 73  | 44.7 | 1000 | 90    | 37.1 | 100    | 32.2 | 57     | 46.2 | 60   | 48.1 | 65      | 45.9 | 33   | 53.7 | 40 | 50.0 |
| 2   |       |                           | 738  | 80  | 43.0 | 1000 | 74    | 42.8 | 89     | 38.5 | 70     | 44.3 | 65   | 47.4 | 75      | 43.4 | 84   | 42.2 | 81 | 42.7 |
| 3   |       |                           | 850  | 42  | 50.5 | 1000 | 41    | 51.5 | 65     | 45.3 | 43     | 50.0 | 33   | 52.5 | 30      | 54.1 | 39   | 52.2 | 50 | 48.0 |
| 4   |       |                           | 595  | 95  | 39.2 | 1000 | 98    | 33.6 | 96     | 35.6 | 93     | 39.6 | 76   | 43.6 | 93      | 39.4 | 79   | 44.0 | 94 | 38.5 |
| 5   |       |                           | 786  | 24  | 55.0 | 1000 | 55    | 47.7 | 26     | 57.1 | 29     | 53.2 | 14   | 58.4 | 17      | 59.5 | 31   | 54.2 | 25 | 54.8 |
| 6   |       |                           | 731  | 63  | 45.7 | 1000 | 72    | 43.1 | 56     | 48.4 | 59     | 46.0 | 64   | 47.6 | 76      | 43.3 | 77   | 44.6 | 57 | 46.6 |
| 7   |       |                           | 695  | 92  | 41.1 | 1000 | 86    | 39.1 | 86     | 39.1 | 88     | 41.0 | 71   | 44.9 | 91      | 39.6 | 86   | 41.7 | 82 | 42.5 |
| 8   |       |                           | 776  | 54  | 47.8 | 1000 | 57    | 46.9 | 48     | 49.8 | 60     | 45.7 | 72   | 44.6 | 53      | 48.2 | 47   | 50.7 | 49 | 48.5 |
| 9   |       |                           | 829  | 43  | 50.3 | 1000 | 44    | 50.4 | 53     | 48.8 | 40     | 50.2 | 40   | 51.8 | 41      | 51.0 | 32   | 53.9 | 65 | 45.7 |