

U.S. Automotive Social Intelligence Update January 2022

The U.S. Automotive Social Intelligence Update, powered by Linkfluence, delivers insights highlighting what consumers are saying in their social media conversations about vehicle makes and models. These tables highlight total volume of social media discussion, as well as the sentiment (positive or negative) of those discussions.

Top brands by segment					Top models by segment					Top EVs and hybrids				
Coupe					Coupe					Overall				
RANK & BRAND	VOL.	SENTIMENT CHANGE			RANK & MODEL	VOL.	SENTIMENT CHANGE			RANK & MODEL	VOL.	SENTIMENT CHANGE		
1. Porsche	20K	15%	1%	0	1. Porsche 911	16K	20%	1%	0	1. Tesla Model 3	21K	8%	3%	0
2. BMW	15K	12%	1%	0	2. Chev Camaro	11K	24%	2%	0	2. Toyota Prius	20K	4%	7%	1
3. Toyota	12K	15%	1%	0	3. Toyota GR Supra	10K	21%	2%	0	3. Tesla Model S	13K	7%	4%	-1
4. Chevrolet	12K	17%	1%	0	4. BMW 2 Series	5K	13%	2%	0	4. Tesla Model Y	12K	7%	4%	0
5. Mercedes	7K	7%	1%	0	5. Subaru BRZ	3K	21%	4%	0	5. Hyundai Ioniq	9K	7%	4%	0
Crossover/SUV					Crossover/SUV					Crossover/SUV				
RANK & BRAND	VOL.	SENTIMENT CHANGE			RANK & MODEL	VOL.	SENTIMENT CHANGE			RANK & MODEL	VOL.	SENTIMENT CHANGE		
1. Jeep	51K	23%	5%	1	1. Jeep Wrangler	32K	24%	6%	0	1. Tesla Model Y	12K	7%	4%	0
2. Toyota	39K	12%	2%	-1	2. Jeep Cherokee	14K	18%	3%	0	2. Audi Etron	5K	5%	1%	0
3. Ford	31K	14%	2%	0	3. Tesla Model Y	12K	7%	4%	1	3. Tesla Model X	5K	12%	4%	0
4. Tesla	27K	6%	2%	0	4. Toyota RAV4	10K	15%	4%	-1	4. Toy RAV4 EV/H	2K	10%	3%	1
5. BMW	24K	10%	1%	3	5. Toyota 4Runner	9K	24%	4%	0	5. Kia Niro EV/H	2K	3%	1%	3
Hatchback					Hatchback					Sedan				
RANK & BRAND	VOL.	SENTIMENT CHANGE			RANK & MODEL	VOL.	SENTIMENT CHANGE			RANK & MODEL	VOL.	SENTIMENT CHANGE		
1. Toyota	25K	12%	4%	0	1. Toyota Prius	20K	4%	7%	2	1. Tesla Model 3	21K	8%	3%	0
2. Honda	21K	22%	4%	0	2. Honda Civic	19K	24%	4%	-1	2. Toyota Prius	20K	4%	7%	1
3. Hyundai	12K	6%	2%	0	3. Toyota Corolla	17K	15%	5%	-1	3. Tesla Model S	13K	7%	4%	-1
4. VW	8K	9%	2%	0	4. Hyundai Ioniq	9K	7%	4%	0	4. Nissan Leaf	3K	9%	3%	0
5. Mazda	7K	13%	3%	1	5. Hyundai Elantra	6K	15%	2%	1	5. Ford Ming, EV/H	1K	6%	3%	0
Pickup					Pickup					Overall				
RANK & BRAND	VOL.	SENTIMENT CHANGE			RANK & MODEL	VOL.	SENTIMENT CHANGE			RANK & BRAND	VOL.	SENTIMENT CHANGE		
1. Toyota	35K	15%	3%	0	1. Toyota Tundra	27K	17%	5%	0	1. Tesla	415K	11%	10%	0
2. Ford	27K	11%	2%	0	2. Chev Silverado	21K	16%	1%	1	2. Toyota	276K	14%	5%	0
3. Chevrolet	22K	13%	1%	0	3. Toyota Tacoma	15K	21%	3%	-1	3. BMW	166K	16%	4%	1
4. Jeep	17K	16%	4%	1	4. Ford F150	15K	12%	2%	0	4. Mercedes	155K	14%	5%	-1
5. Ram	16K	18%	3%	-1	5. Jeep Gladiator	11K	22%	5%	2	5. Chevrolet	146K	20%	4%	0
Sedan					Sedan									
RANK & BRAND	VOL.	SENTIMENT CHANGE			RANK & MODEL	VOL.	SENTIMENT CHANGE							
1. Tesla	43K	6%	4%	0	1. Tesla Model 3	21K	8%	3%	0					
2. Toyota	31K	9%	3%	0	2. Toyota Camry	15K	13%	5%	5					
3. Ford	21K	15%	2%	1	3. Tesla Model S	13K	7%	4%	-1					
4. Nissan	20K	19%	4%	-1	4. Honda Accord	11K	19%	6%	2					
5. Mercedes	19K	5%	1%	2	5. Chev Malibu	7K	15%	11%	5					

VOLUME

Report Key 1. Total Sentiment = 100%. Neutral Sentiment = 100 - (Positive + Negative)
 2. Change = Movement of model/brand ranking vs. the prior month