Break down of Age 18-23

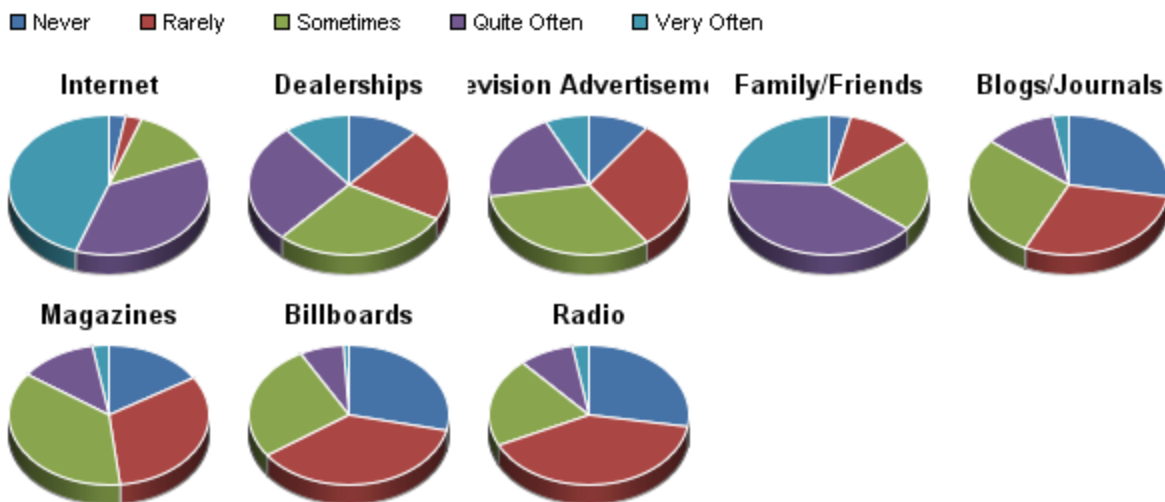| #	Answer		Response	%
1	Chinese		30	14%
9	Caucasian		24	11%
2	African American		61	29%
3	Hispanic		66	31%
4	Asian: other		15	7%
6	American Indian		2	1%
7	Pacific Islanders		3	1%
5	Other		11	5%
	Total		212	100%

~*I know it says 212 here but after this it steeply declines to about an average of 110 or so people per question*~

103 (87%) Were born in the U.S. 59(51%) said their parents were born in the U.S. Much more females at this age, 71 (60%) Typically something other than Nissan (6 did [6%]) The top three were in order Other 29%> Toyota 24%> Honda 21% Nissan wasn't the lowest that was Hyundai. Very high satisfaction with current vehicle, 3.86 mean.

Ordering of important features is as follows: **Price** 4.47 – 66 E.I. > **Gas Mileage** 4.38 – 60 E.I. > **Safety Rating** 4.30 – 53 E.I. > **Style** 4.21 – 45 E.I. > **Size** 4.02 – 31 E.I. **Brand** is 6th with 3.81 and 30 E.I.'s it drops of steadily from there. Having the newest tech in vehicles was rated pretty neutral with 3.26 mean.

When Selecting where they get their information from, Internet (4.18) still won as has been common, **but** it was much closer to Family/Friends (3.71) than in most categories. The **only breakdown that was closer was Chinese** with internet at 3.94 and Family/Friends at 3.85.

| Internet | Dealerships | evision Advertisem(| Family/Friends | Blogs/Journals |

| Magazines | Billboards | Radio |

SUV won out as the most preferred type of vehicle with 35 (32%) votes. Sedan was second with 30 (27%) Wagon and Minivan had 0 votes each. Hybrid scored low with 5(5%).

Honda: Had the best overall scores. Reliable > Familiar/Successful > Safe > Valuable (Modern is close but then a huge drop-off) Honda scored highest in each of the top categories from each brand expect for Modern, Durable, and Valuable. (Nissan and Toyota won those) Honda won in the lame/cool category. (Which it also barely won in Hispanic 3.69 to 3.63, but was in 2nd for every other break down –not including 18-23)

#	Question	1	2	3	4	5	Responses	Mean
1	Cheap:Expensive	5	27	61	17	2	112	2.86
2	Worthless:Valuable	1	2	29	51	28	111	3.93
3	Dangerous:Safe	1	1	17	51	41	111	4.17
4	Outdated:Modern	1	5	30	50	25	111	3.84
5	Unfamiliar:Familiar	1	4	21	22	63	111	4.28
6	Unsuccessful:Successful	0	2	17	40	52	111	4.28
7	Lame:Cool	2	5	45	38	20	110	3.63
8	Slow:Fast	2	8	56	35	9	110	3.37
9	Masculine:Feminine	2	6	70	23	9	110	3.28
10	Ugly:Beautiful	1	7	57	39	6	110	3.38
11	Fragile:Durable	1	7	27	41	34	110	3.91
12	Unreliable:Reliable	0	2	16	36	56	110	4.33

Toyota: Familiar/Successful > Reliable > Durable > Valuable/Safe

#	Question	1	2	3	4	5	Responses	Mean
1	Cheap:Expensive	3	21	52	30	4	110	3.10
2	Worthless:Valuable	1	2	31	44	32	110	3.95
3	Dangerous:Safe	0	6	30	37	37	110	3.95
4	Outdated:Modern	0	7	32	45	26	110	3.82
5	Unfamiliar:Familiar	1	4	22	23	60	110	4.25
6	Unsuccessful:Successful	0	0	23	36	50	109	4.25
7	Lame:Cool	1	11	45	37	16	110	3.51
8	Slow:Fast	1	11	55	37	6	110	3.33
9	Masculine:Feminine	4	11	79	11	5	110	3.02
10	Ugly:Beautiful	0	10	57	34	9	110	3.38
11	Fragile:Durable	0	2	31	31	46	110	4.10
12	Unreliable:Reliable	0	1	30	33	46	110	4.13

Nissan: Nissan had lower scores than it did in other breakdowns (But about the save over area). Modern still a top category for Nissan but it barely beat out Toyota and Honda, only .05 differences between all of them. Order is Modern/Successful > Safe > Familiar > Reliable. (Fast and Valuable were next) Nissan is still rated the most expensive brand over all. Fast and Beauty were two other categories Nissan won overall, but fast is the only one that it won by a "noticeable" margin.

#	Question	1	2	3	4	5	Responses	Mean
1	Cheap:Expensive	0	14	54	38	4	110	3.29
2	Worthless:Valuable	0	5	45	48	12	110	3.61
3	Dangerous:Safe	0	1	44	48	17	110	3.74
4	Outdated:Modern	0	5	31	47	27	110	3.87
5	Unfamiliar:Familiar	5	8	29	38	30	110	3.73
6	Unsuccessful:Successful	0	4	32	48	26	110	3.87
7	Lame:Cool	0	7	45	46	12	110	3.57
8	Slow:Fast	0	8	35	54	12	109	3.64
9	Masculine:Feminine	1	23	66	14	6	110	3.01
10	Ugly:Beautiful	0	6	57	35	12	110	3.48
11	Fragile:Durable	0	7	43	45	15	110	3.62
12	Unreliable:Reliable	0	6	40	44	20	110	3.71

In order of likeability Honda wins 3.86 > Toyota 2nd 3.75 > Nissan 3rd with 3.53. Next is Chevy with 3.08. This breakdown is quite close to the average overall.

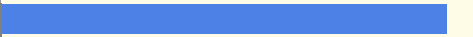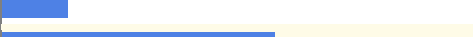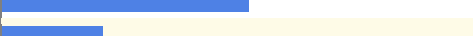Stylish still a common word in the one word to describe Nissan category.

Brand Recall

Basically no change from the overall data, a few models did a little better and a few a little worse but nothing significant.
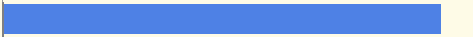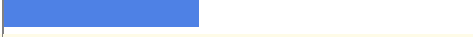Nissan: Still only has 5 models over 50%.
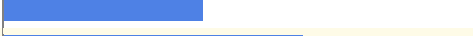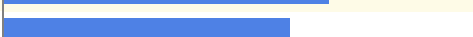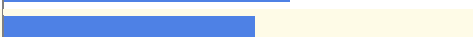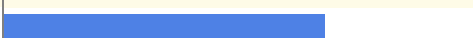
#	Answer		Response	%
1	Altima		97	91%
2	Sentra		61	57%
3	Maxima		89	83%
4	Leaf		25	23%
5	Pathfinder		65	61%
6	Xterra		69	64%
7	Versa		40	37%
8	Rogue		35	33%
9	Armada		43	40%
10	Murano		42	39%
11	Cube		46	43%
12	Titan		51	48%
13	Frontier		42	39%
14	Quest		26	24%
15	Juke		18	17%
16	GT-R		25	23%
17	350Z/370Z		45	42%

Honda: Still only has 5 models over 50%.

#	Answer		Response	%
1	Accord		101	94%
2	Civic		105	97%
3	Crosstour		16	15%
4	CR-V		74	69%
5	CR-Z		19	18%
6	FCX Clarity		2	2%
7	Fit		45	42%
8	Insight		15	14%
9	Odyssey		62	57%
10	Pilot		56	52%
11	Ridgeline		23	21%

Toyota: Still leads with 11 models over 50%

#	Answer		Response	%
1	Camry		101	92%
2	Corolla		96	87%
3	Yaris		58	53%
4	Matrix		45	41%
5	Avalon		52	47%
6	Sienna		46	42%
7	Tacoma		69	63%
8	Tundra		83	75%
9	RAV4		60	55%
10	Venza		20	18%
11	Highlander		67	61%
12	FJ Cruiser		37	34%
13	4Runner		75	68%
14	Sequoia		66	60%
15	Land Cruiser		58	53%
16	Prius		74	67%

As far as taglines go, in this age group the clear winners are still "Chevy Runs Deep" and "Shift_ the way you move" (68 and 63 correct guesses and 14 and 29 IDK's respectively) It was not all that surprising. All the other taglines did about (32-36 Correct 44-48 IDKs) the same but Honda's which did the worst (25 and 59) this means innovation for all did better than it, but Innovation had more incorrect guesses (but not by much). Nissan's current tagline shift_ is very well recognized while other brand's newer slogans are not.

Advertisement recall was about the same as the average. However there was a slight increase in the "I don't remember" category and the "in the past month" category.

Likelihood to purchase a vehicle was lower with only 36.15% chance average and a very wide SD with 34.55.

Credible sources still has the Internet on top, but Family/Friends were much closer than in the over all.
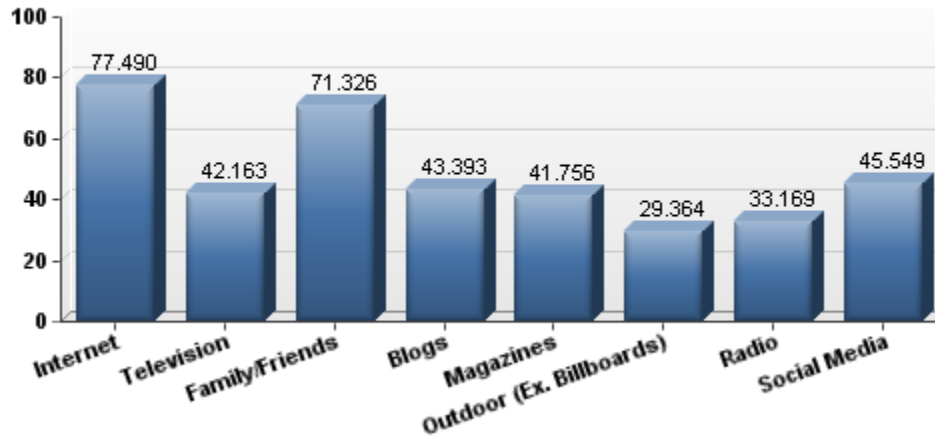
Likeability towards ads targeting age group and race were about the same as the overall. The Age was slightly higher (by about 1%).

Ethnic culture rated a 3.85 mean importance. This is pretty strong however, when compared to culture affecting purchase decisions it scored poorly with 2.52 mean. Ethnic group targeting also did poorly with 2.55 mean.

All other categories followed extremely closely to the overall averages.