1. You are being asked to take part in a research study pertaining to multicultural millennials. This includes Hispanic, African American and Chinese American individuals ages 18-29. Please read this form carefully. Risk: There is the risk that you may find some of the questions pertaining to your ethnicity to be sensitive. There is no compensation for completing this interview. Your answers will be confidential. The records of this study will be kept private. In any sort of report we make public we will not include any information that will make it possible to identify you. Taking part is voluntary: You may skip any questions that you do not want to answer. If you decide to take part, you are free to withdraw at any time. If you have questions: The researchers conducting this study are members of the advertising campaigns class at Louisiana State University. Please ask any questions you have now. If you have questions later, you may contact Marina Cutaia at mcutai1@tigers.lsu.edu. Statement of Consent: I have read the above information, and have received answers to any questions I asked. By taking this survey, you consent to take part in the study.

2. What is your age?

3. What is your race?

4. Were you born in the United States?

5. **Were your parents born in the United States?**

6. **What is your gender?**

7. **Select the car brand you currently drive:**

8. **Rate how satisfied you are with your current vehicle.**

9. **What are your top 3 automotive brands you are most likely to purchase?**

10. **Rank the importance of each of the following when deciding which vehicle to purchase:**

11. **It is important for me to purchase a vehicle with the newest technological advancements**

12. **Rate how often you use the following resources to get information for your vehicle purchase.**

13. **Select your most preferred vehicle model.**

14. Use the following to select your perception of the Honda car brand:

15. Use the following to select your perception of the Toyota car brand:

16. Use the following to select your perception of the Nissan car brand:

17. Rate the following vehicle brands in order of likeability:

18. Describe Toyota in one word:

19. Describe Nissan in one word:

20. Describe Honda in one word:

21. Select any Nissan models you are currently familiar with: Select ALL that apply

22. Select any Honda models you are currently familiar with: Select ALL that apply

23. Select any Toyota models you are currently familiar with: Select ALL that apply

24. Select the tag line that matches the car brand: (One brand is used twice)

25. Select the last time you saw a Nissan advertisement

26. Rate how much you like the Nissan slogan "Innovation for All"

27. My current vehicle reflects my personality

28. How likely are you to purchase a new vehicle in the next year:

29. Rate how credible you feel these sources are when purchasing an expensive product such as an automobile.

30. I like advertisements geared toward my age group.

31. I like advertisements geared toward my race.

32. Rate how important your ethnic culture is to you.

33. My culture strongly affects my purchasing decisions.

34. Rate how much you would connect with an advertisement that uses your specific ethnic group.

35. Rate how technologically savvy you consider yourself.

36. How often do you use your QR reader (an app that scans barcodes) on your mobile device?

37. Select the type of applications you use on your smartphone. Select all that apply.

38. Select how often you watch your favorite shows through the following media outlets:

39. Select the sports you follow frequently.

40. Rate how often you use the following social media sites.

41. Following a car brand on social media helps as a resource for my purchasing decision.

42. Rate your feeling about advertisements on Facebook, Pandora, and other social media outlets.