Based on the questions, "Were you born in the United States?" and "Were your parents born in the United States?" **we see that most of survey takers are 1ˢᵗ or 2nd Generation**. With 80% (130) saying Yes to being born in the U.S. and just under have at 47% (74) saying their parents were born in the U.S. Interestingly the Hispanics were the closest to an even divided among the question "Were your parents born in the United States?" with a 36% yes to 64% No. African Americans were polarized to Yes and Chinese heavily polarized to No.

**Fairly even split between male and female among respondents. 44% Male (71) and 56% Female (89).**

The most common brand currently driven among the target was as follows: **Honda 21% (31) > Toyota 19% (29) > Ford 10% (15)**. Nissan had 9% (13). *It should be noted* that "other" was the leading category, but since it is not all one brand (presumably) it is not a leading brand. Other had 30% of the responses (45) This is not an entirely bad thing for Nissan as it highlights the main competition and shows that Nissan is still on the map already.

Overall satisfaction with current vehicle was quite high mean of 3.91 (*Out of 5 as all Means that will be listed from now on. It should be noted that anything over 3.5 is fairly solid. Anything over 4.0 is very strong, anything over 4.5 is OMGWTFBBQSAUCE amazing hot damn, and 3.0 is NUETRAL as an attitude or completely average. Below 2.7ish is Bad.)* It then stands to reason that the respondents were generally happy with their vehicles and that as a whole they would be satisfied with their Honda and Toyotas.

When ranking features on importance for vehicle purchases MC Mill selected the following features as most important in order: (Top 5) (THIS NOT SPLIT BY SEGMENT BUT CAN BE!)
**Price** (Mean 4.44 -86 saying extremely important, also lowest Variance in responses ~least debatable rating on this question) > **Gas Mileage** (Mean 4.38 -81 Saying E.I.)> **Safety Rating** (Mean 4.31 – 73 saying E.I.) > **Style (4.18 – 62 saying E.I.)** > **Size** (3.95 -39 saying E.I.)
Runners up were High Consumer ratings (3.82-26 E.I) and Brand (3.81 -43 E.I.) Obviously things with lower E.I. but higher averages shows that less people put Not at all important or Very Unimportant *Which by the way is awkward as fuck wording*

**Interesting side note** => The Friends and family opinion which we thought was going to be very high was only 3.34 behind the following things: Audio Features and Eco-Friendly (Which interestingly tied) –Can do a quick check to see specific segments for further updates.

Graphical version, here is how a Graph might look:  Obviously it can be made 112302392% prettier, but a simple idea to sum up how things went.
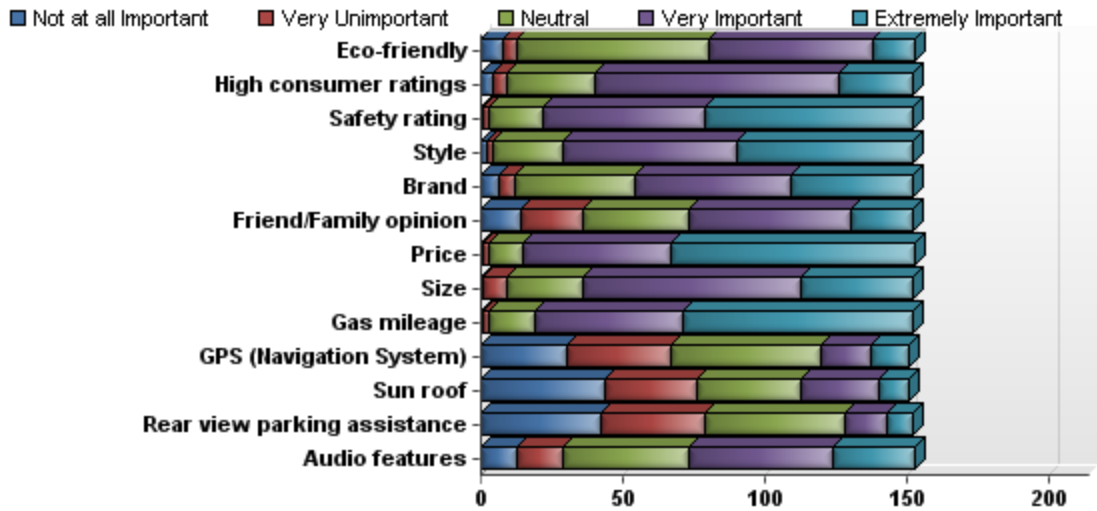
As far as **new Tech in the car being important in the purchase decision**, the **respondents were quite neutral** mean = 3.19 but the vast majority selected Neutral (62) and Very Important (49) However the score is lowered since more people picked N.I.A.A. as opposed to E.I.

Resources used to gather info: **Internet dominated overall and in every segment** (4.26 overall - 79 picking very often **next closest in very often was Family/Friends with only 34 saying V.O.). 2nd was distant but Family/Friends(3.66); Followed by Dealerships and TV, both of which were at or below neutral means. (3.00 And 2.82 respectively) It should be noted that family/friends jumps up considerably for Chinese and Hispanic segments, BUT lowers considerably for African American.

Graph Version OVERALL RESPONDENTS:
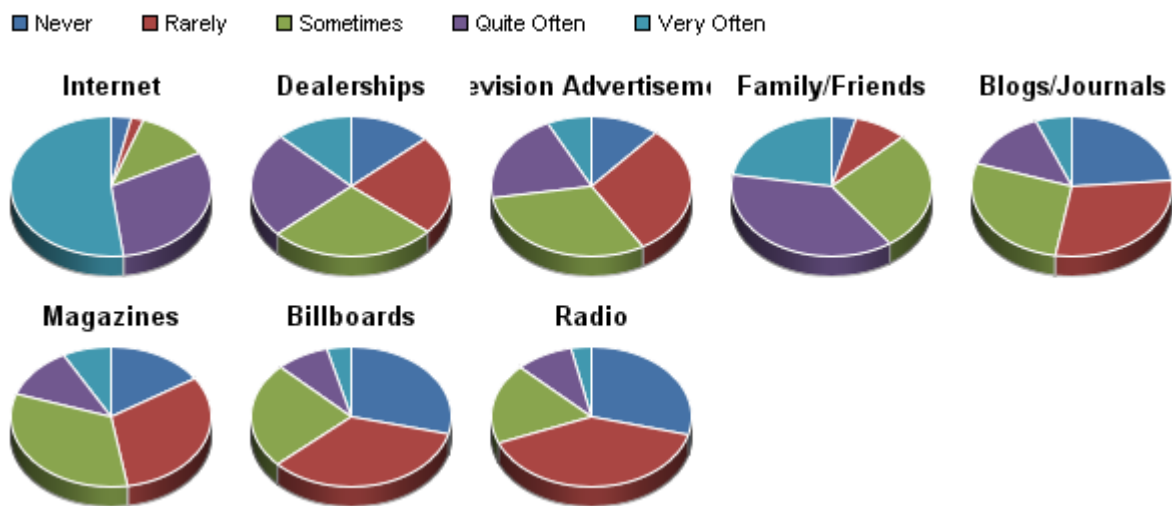
Sedans and SUV's are neck and neck for preferred models (30% each only one vote difference between the two-Sedan had the extra vote). Coupe is very close 3$^{rd}$. No one selected Wagon and Hybrid (4%) did slightly worse than truck (5%). I would Guess this has to do with Price.

Semantic Question => Use for Perceptual Maps (By Brand) Overall Respondents! Can be broken down by segment if needed!

**HONDA**

Leading words: **Reliable > Familiar > Successful > Safe > Valuable **CHEAP****

This means a few things: One Honda as a brand despite being pictured as the **cheapest brand** (read least expensive based on the word association) still is **perceived as good long lasting investment that is SAFE and Familiar**. *Side notes* => Honda was perceived as the most feminine brand and not as fast or beautiful. However was perceived as fairly modern. **SAFE** – since this tested as top important feature it is HUGE that it is a top word for brand!

| # | Question | 1 | 2 | 3 | 4 | 5 | Responses | Mean |
|---|----------|---|---|---|---|---|-----------|------|
| 1 | Cheap:Expensive | 9 | 34 | 83 | 20 | 6 | 152 | 2.87 |
| 2 | Worthless:Valuable | 1 | 4 | 38 | 63 | 45 | 151 | 3.97 |
| 3 | Dangerous:Safe | 3 | 2 | 27 | 66 | 53 | 151 | 4.09 |
| 4 | Outdated:Modern | 4 | 9 | 36 | 66 | 36 | 151 | 3.80 |
| 5 | Unfamiliar:Familiar | 1 | 5 | 27 | 32 | 86 | 151 | 4.30 |
| 6 | Unsuccessful:Successful | 0 | 4 | 24 | 50 | 73 | 151 | 4.27 |
| 7 | Lame:Cool | 3 | 8 | 58 | 49 | 32 | 150 | 3.66 |
| 8 | Slow:Fast | 3 | 11 | 75 | 45 | 16 | 150 | 3.40 |
| 9 | Masculine:Feminine | 2 | 7 | 98 | 27 | 16 | 150 | 3.32 |
| 10 | Ugly:Beautiful | 4 | 10 | 70 | 50 | 16 | 150 | 3.43 |
| 11 | Fragile:Durable | 4 | 12 | 37 | 48 | 49 | 150 | 3.84 |
| 12 | Unreliable:Reliable | 0 | 3 | 24 | 42 | 81 | 150 | 4.34 |

**TOYOTA**

Leading words: **Successful > Familiar > Reliable > Durable > Valuable**

Meaning….. Toyota was the most recognized brand (FURTHER SHOWN BY MODEL RECALL) and as such is also seen as the most **successful** brand. The words that follow this view make sense as **they focus on the value and dependability of this well-known and well-liked brand**. *Side notes* => Safe just missed the top 5 and that is IMPORTANT. Has the same "beauty" score as Honda is thought to be "slower", "lamer", and "more outdated" than Honda. More neutral on Masculine and Feminine score.

| # | Question | 1 | 2 | 3 | 4 | 5 | Responses | Mean |
|---|----------|---|---|---|---|---|-----------|------|
| 1 | Cheap:Expensive | 5 | 29 | 67 | 40 | 10 | 151 | 3.14 |
| 2 | Worthless:Valuable | 1 | 4 | 42 | 58 | 46 | 151 | 3.95 |
| 3 | Dangerous:Safe | 1 | 9 | 41 | 48 | 52 | 151 | 3.93 |
| 4 | Outdated:Modern | 2 | 10 | 43 | 59 | 37 | 151 | 3.79 |
| 5 | Unfamiliar:Familiar | 2 | 5 | 31 | 33 | 80 | 151 | 4.22 |
| 6 | Unsuccessful:Successful | 1 | 0 | 30 | 50 | 69 | 150 | 4.24 |
| 7 | Lame:Cool | 2 | 14 | 62 | 47 | 26 | 151 | 3.54 |
| 8 | Slow:Fast | 1 | 18 | 72 | 43 | 17 | 151 | 3.38 |
| 9 | Masculine:Feminine | 6 | 15 | 104 | 16 | 10 | 151 | 3.06 |
| 10 | Ugly:Beautiful | 2 | 14 | 74 | 44 | 17 | 151 | 3.40 |
| 11 | Fragile:Durable | 3 | 4 | 44 | 40 | 60 | 151 | 3.99 |
| 12 | Unreliable:Reliable | 1 | 1 | 37 | 45 | 65 | 149 | 4.15 |

**NISSAN**

Leading Words: **Modern > Successful > Reliable > Safe > Familiar**

We see a **SHIFT in the way Nissan is seen compared to Toyota and Honda**. _**Modern**_ leading the way is a huge point. The fact that Cool, Fast, and Valuable missed this list by .02-.05 in the mean slot also means something. Nissan is seen as more expensive but in some ways hipper and more modern. **IT STILL RETAINS A SAFE IMAGE IN SPITE OF THIS!** It also shows that **Nissan is thought to be more expensive** (probably due to this image of better style and the sports car word association) than Honda and Toyota.

| # | Question | 1 | 2 | 3 | 4 | 5 | Responses | Mean |
|---|----------|---|---|---|---|---|-----------|------|
| 1 | Cheap:Expensive | 0 | 17 | 70 | 54 | 10 | 151 | 3.38 |
| 2 | Worthless:Valuable | 0 | 5 | 54 | 64 | 28 | 151 | 3.76 |
| 3 | Dangerous:Safe | 0 | 4 | 55 | 58 | 34 | 151 | 3.81 |
| 4 | Outdated:Modern | 0 | 8 | 38 | 56 | 49 | 151 | 3.97 |
| 5 | Unfamiliar:Familiar | 6 | 13 | 35 | 49 | 48 | 151 | 3.79 |
| 6 | Unsuccessful:Successful | 0 | 6 | 40 | 59 | 46 | 151 | 3.96 |
| 7 | Lame:Cool | 0 | 11 | 53 | 55 | 32 | 151 | 3.72 |
| 8 | Slow:Fast | 0 | 8 | 46 | 72 | 24 | 150 | 3.75 |
| 9 | Masculine:Feminine | 3 | 27 | 95 | 16 | 10 | 151 | 3.02 |
| 10 | Ugly:Beautiful | 0 | 8 | 66 | 52 | 25 | 151 | 3.62 |
| 11 | Fragile:Durable | 0 | 11 | 54 | 58 | 28 | 151 | 3.68 |
| 12 | Unreliable:Reliable | 0 | 9 | 46 | 58 | 37 | 150 | 3.82 |

**WHO WON WHAT CATEGORY?**

Cheap:Expensive = Honda is the Cheapest (2.87) and Nissan is the most Expensive (3.38)

Worthless:Valuable = Honda has most value (3.97) VERY CLOSE

Dangerous:Safe = Honda is the safest (4.09)

Outdated:Modern = Nissan is the most Modern (3.97) Toyota is the most Outdated (3.79) –Honda had 3.80

Unfamiliar:Familiar = Honda is most familiar (4.30) Nissan is least familiar (3.79)

Unsuccessful:Successful = Honda (4.27) – Toyota had 4.24

Lame:Cool = Nissan is the coolest (3.72) Toyota is the "lamest" (3.54)

Masculine:Feminine = Honda is most Feminine (3.22) Nissan is most Masculine with (3.02) – Nissan and Toyota don't really go either way in perception since 3.0 is neutral

Ugly:Beautiful = Nissan wins (3.62) Honda and Toyota tied (3.40)

Fragile:Durable = Toyota is most durable (3.99) Nissan is least (3.68)

Unreliable:Reliable = Honda is most reliable (4.34) Nissan is least (3.82)

Brands by Likeability**? Order is Honda (3.8) > Toyota (3.7) > Nissan (3.59)** – All about the same distance apart
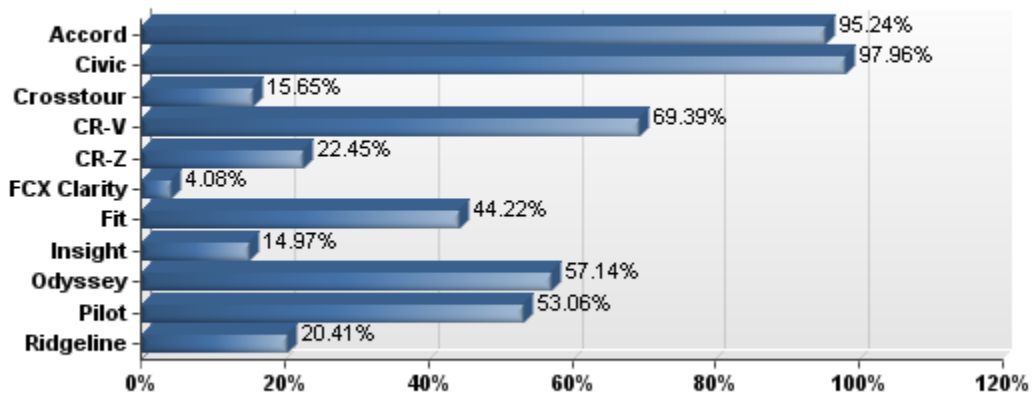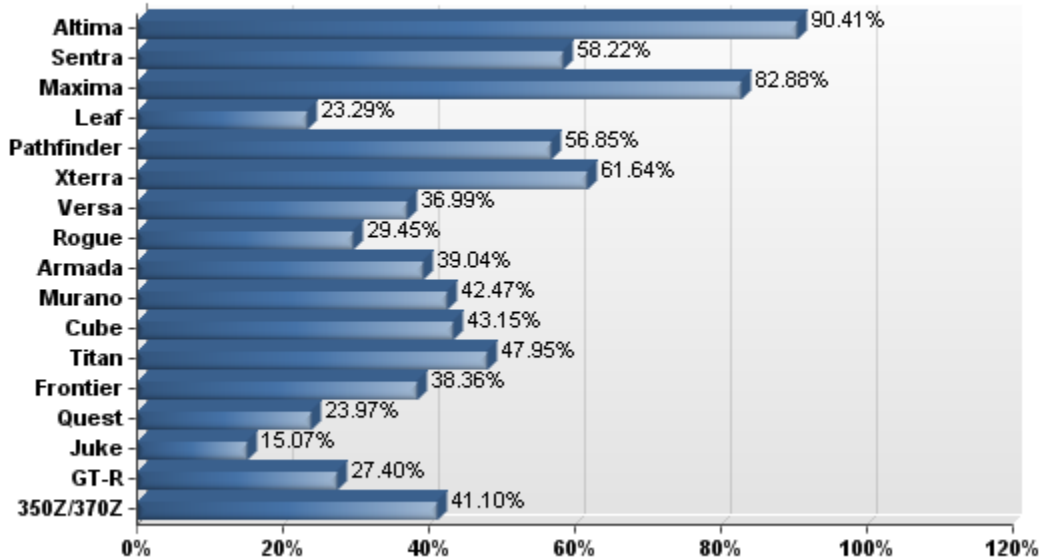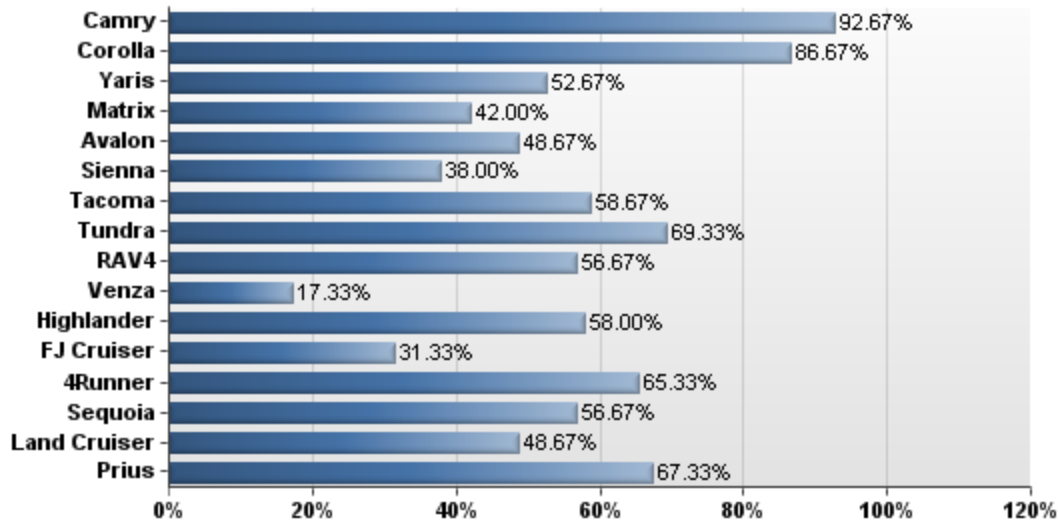
Graphing that up:
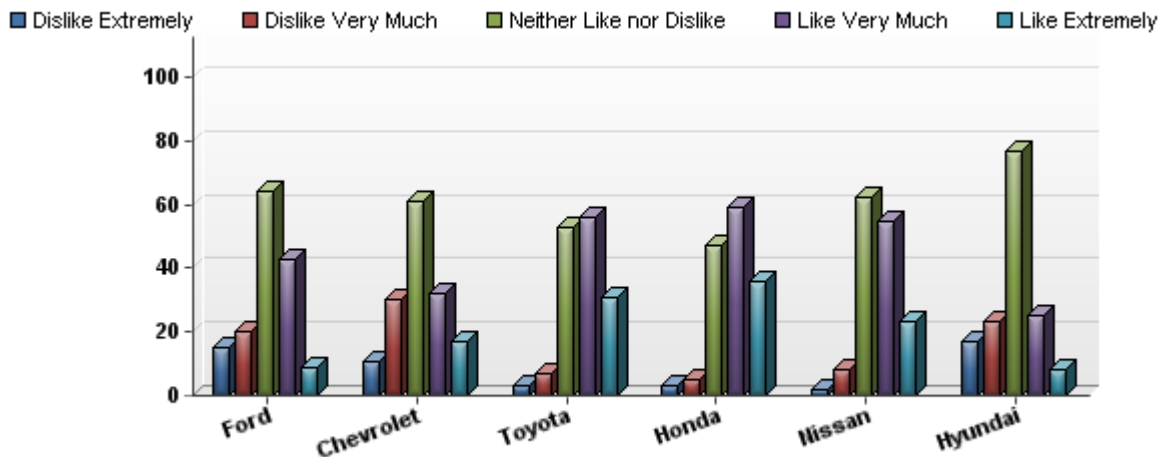


OKAY IS WORD ASSOITATIONS => Didn't make a chart or count, but Words that show up often for **Nissan include: Cool, Trendy, Stylish, Modern, Technology –Special Mention 350z.** Honda and Toyota the focus was much more on **Reliability and Durability** than anything else.

 **Need to do word counts, should be pretty fast to do, go to word or excel and just Ctrl+F the word you want count it up repeat double check based on numbers, etc.**

**BRAND RECOGNITION**: <u>CHARTS SAY IT ALL</u> BUT TO SUMMARIZE THIS => EVERYONE KNOWS ABOUT TOYOTA BRANDS, PEOPLE DON'T KNOW SHIT ABOUT NISSAN BRANDS –had most options, least over 50% recall-, HONDA IS EQUAL TO A CIVIC, ACCORD, AND CR-V in targets mind. Basically this recall rate just continues to show that Nissan is clearly just breaking or sitting at the Knowledge section of the

Purchase Decision Funnel. It also goes to show *why* Toyota and Honda scored much better in Familiarity and Successfulness in the semantic questions. The "why" being that Toyota (especially) and Honda are more understood and fit in Top of Mind awareness. –If we can tabulate the word association charts we can learn more**

Nissan models:

| Model | Percentage |
|-------|-----------|
| Altima | 90.41% |
| Sentra | 58.22% |
| Maxima | 82.88% |
| Leaf | 23.29% |
| Pathfinder | 56.85% |
| Xterra | 61.64% |
| Versa | 36.99% |
| Rogue | 29.45% |
| Armada | 39.04% |
| Murano | 42.47% |
| Cube | 43.15% |
| Titan | 47.95% |
| Frontier | 38.36% |
| Quest | 23.97% |
| Juke | 15.07% |
| GT-R | 27.40% |
| 350Z/370Z | 41.10% |

Honda models:

| Model | Percentage |
|-------|-----------|
| Accord | 95.24% |
| Civic | 97.96% |
| Crosstour | 15.65% |
| CR-V | 69.39% |
| CR-Z | 22.45% |
| FCX Clarity | 4.08% |
| Fit | 44.22% |
| Insight | 14.97% |
| Odyssey | 57.14% |
| Pilot | 53.06% |
| Ridgeline | 20.41% |

Bar chart:

| Model | Percentage |
|---|---|
| Camry | 92.67% |
| Corolla | 86.67% |
| Yaris | 52.67% |
| Matrix | 42.00% |
| Avalon | 48.67% |
| Sienna | 38.00% |
| Tacoma | 58.67% |
| Tundra | 69.33% |
| RAV4 | 56.67% |
| Venza | 17.33% |
| Highlander | 58.00% |
| FJ Cruiser | 31.33% |
| 4Runner | 65.33% |
| Sequoia | 56.67% |
| Land Cruiser | 48.67% |
| Prius | 67.33% |

Slogans/Taglines: Taglines that did <u>Good</u> = **Chevy Runs Deep and Shift__ the way you move**. Taglines that did <u>Bad</u> **= Innovation for All and the Power of Dreams**. Hyundai's had most IDK, but also had more correct selections than the other two here. *Interestingly most wrong guesses were attributed to Honda*. This shows that the "Tagline Innovation for All" which also tested mediocrely in its own (Mean of 3.18 – 90 of the respondents selected Neither Like nor Dislike – 136 responded) is not very recognizable or associated with Nissan. HOWEVER, it shows that the shift__ the way you move is related to Nissan in the target's eye.

 Time for that wondrous table: (Side note so obviously the numbers for a brand represent the votes for that answer – i.e. if 90 said Chevy for _____Runs Deep it means that 90 either remembered that was the correct tagline or guessed correctly that was the correct tagline.)

| Question | Honda | Toyota | Nissan | Chevrolet | Ford | Hyundai | I don't know | Responses | Mean |
|---|---|---|---|---|---|---|---|---|---|
| _____ Runs Deep | 1 | 2 | 4 | 90 | 21 | 2 | 24 | 144 | 4.60 |
| Shift__The Way You Move | 4 | 5 | 88 | 4 | 2 | 2 | 38 | 143 | 4.07 |
| Moving Forward | 10 | 50 | 6 | 6 | 7 | 10 | 52 | 141 | 4.33 |
| Drive One | 7 | 10 | 6 | 7 | 44 | 10 | 56 | 140 | 5.32 |
| Innovation for All | 19 | 10 | 39 | 4 | 2 | 7 | 62 | 143 | 4.60 |
| New Thinking. New Possibilities. | 10 | 6 | 4 | 2 | 2 | 47 | 71 | 142 | 5.85 |
| The Power of Dreams | 35 | 9 | 7 | 4 | 8 | 6 | 73 | 142 | 4.77 |

**MORE people said that didn't remember the last time they saw a Nissan ad (37% -56 respondents) than those who said they had seen one in the past week (33% -50 respondents) – In the past month rolled in at 25% (37 respondents)** This clearly shows that not only are Nissan ads not reaching the target but they are not resonating with the target as well. They are just joining the clutter, immediately forgotten, etc.
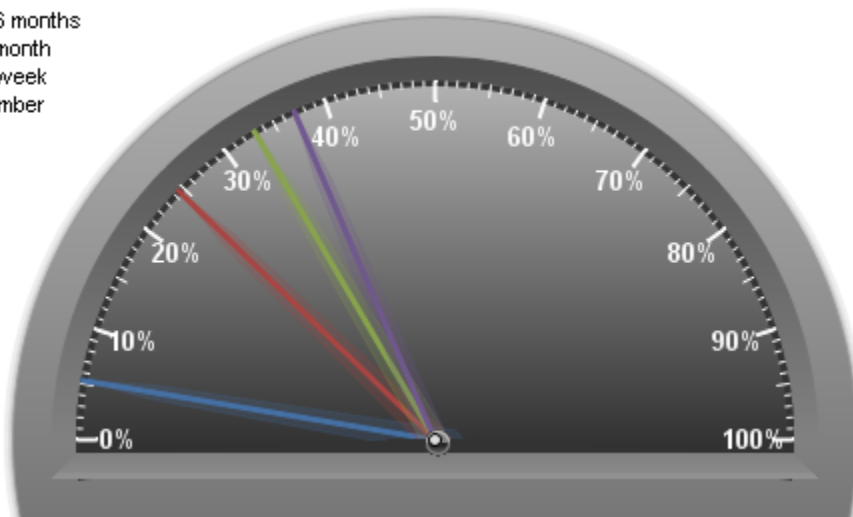


Credibility of sources was primarily focused on **Internet** and **Family/Friends.** After these two sources there is a significant drop off but the next most powerful sources were in order: **Social Media, TV, Blogs, and Magazines**. Radio and Outdoor did very poorly. – Radio almost caught up to Magazines in the African American segment and not Hispanic. (Which is a little different than the case study I believe?)

Remember that these percentages are the result of the slider answers, but basically what this should read in your head is that the target as a **whole said they feel the internet is credible 77% of the time**. *Now there is some other math stuff that matters about the Standard Deviation and the min and max values listed....but that won't make the case book so I am not gonna explain here unless we decided to make that make the case book, which we won't.*
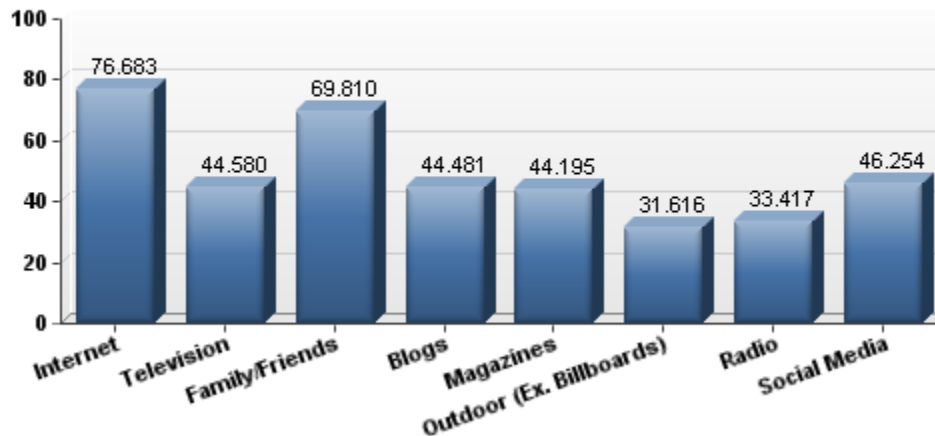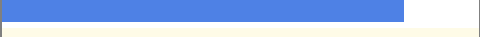


**When asked the same question for ads targeting race age and race the numbers were 65.35 and 36.32 respectively.** This means that age is A MUCH BETTER choice for targeting the target. Race is risky, this only reinforced by the Interviews that were conducted by the class. Most interviewee's said that race targeted ads were usually to stereotypical and therefore offensive.

Ethnic Culture was rated to have high importance to the target, with a mean of **3.72** (53 said it was very important and 37 said E.I.) However, they target did not feel that it strongly affected their purchasing decisions with a mean of **2.49 and 70 respondents saying Strongly Disagree or Disagree (40-30 split)** Continuing in this vein the target thought they WOULD NOT connect very well with an that targets their specific ethnic group. The mean here was **2.48** and **33 saying No connection at all and 32 not very connected. (only 23 voted above netural)**

The target thinks they are **VERY tech savvy,** with **only 3 people putting themselves below neutral**. (That is to say 3/128 responses said they didn't think they were tech Savvy) In spite of this QR readers did not test very well with nearly half the respondents saying that did not have one. Continuing with Tech stuff here is an awesome chart about apps on a smartphone. The main thing to take away from the chart is : The target has smartphones (10% saying they don't) and Social media apps are the top used.

App chart (all responses are out of 139):

| Answer | | Response | % |
|---|---|---|---|
| Entertainment | | 112 | 81% |
| Navigation | | 106 | 76% |
| Business | | 66 | 47% |
| Games | | 96 | 69% |
| News | | 94 | 68% |
| Social | | 117 | 84% |
| I don't have a smartphone | | 15 | 11% |

Surprisingly **internet based ways to watch to and DVR's tested poorly when compared to TV** us. (To View favorite shows) *sidenote* = Netflix was most listed other option, unfortunately no really good way to capitalize on this. Netflix is basically impossible to advertise on. **Daily social media usage heavily favored Facebook** (113/137 claiming daily use) Twitter was next but significantly behind with 45 respondents claiming daily use. Over all **following a brand on social media didn't have an implication on the purchasing decision**, the mean was **2.59** –It was the highest among Hispanics with 2.67, which is still not so great- **Ads on sites like this were claimed to be highly disliked** –however some data about millennial suggests that it is highly effective-