



2023-2024 **AUTO SHOW** INSIGHTS INITIATIVE
RESEARCH REPORT

ABOUT THE INITIATIVE



The Auto Show Insights Initiative is a research study organized and executed by Productions Plus, a company with a long, respected history in the auto show industry. The purpose of the initiative is to tell the story of auto shows through a consistent set of unified data encompassing shows across the country.

Ten auto shows/market areas engaged in the research, which was conducted online and onsite during the 2023-2024 auto show season. A significant 14,908 show attendees completed the survey, the results of which can be found on the pages that follow.

Please direct any questions to:

Amy Emmatty
Chief Research Officer, Productions Plus
aemmatty@productions-plus.com
248.881.9616

Jen Morand
President, Chicago Automobile Trade Assoc.
jmorand@drivechicago.com
630.424.6084

THE PARTICIPATING SHOWS



SHOW ATTENDANCE

TOTAL ATTENDANCE: 920,316 CONSUMERS



TOTAL MARKET SALES: 1,615,666

CY 2023 new retail light vehicle registrations in the DMAs of the 10 participating shows:

Chicago ■ Cleveland ■ Denver ■ Milwaukee ■ Orange County, CA ■ Philadelphia ■ Portland, OR ■ Salt Lake City ■ Seattle-Tacoma ■ Washington, DC

Data sourced from Experian Automotive

SHOW EXPERIENCE



2.8

average **hours spent** on the show floor



8.6

average **OEM exhibits visited** by each consumer



10.1

average number of **vehicles sat in** or experienced



74%

came to see the **latest vehicles** and **technology**

That's...

2,576,884 HOURS SPENT

7,914,718 DISPLAY VISITS

9,295,192 BUTTS IN SEATS



20%

were **first-time** auto show attendees

IN-MARKET CONSUMERS



43%

reported they were **in the market to purchase** a vehicle within the next 12 months



55%

plan to **spend \$40,000–75,000** on their next vehicle



37%

added brands to their consideration list



100%

were **hoping to see a brand** that was not at the Show



69%

found the auto show **helpful in their purchase decision**



51%

are more likely to **purchase a hybrid, PHEV or EV** after attending the show



34%

said the auto show has **more influence on their purchase choice** than any other medium

395,736
BUYERS

NON-PARTICIPATING BRANDS

There is a real opportunity cost associated with NOT participating in auto shows.



94%

were **hoping to see** a **brand** that was not at the Show

= **865,097** consumers



71%

said a brand's absence **impacts their purchase consideration**

= **690,237** consumers



66%

were **disappointed** a brand they wanted to see was not present

= **607,409** consumers



16%

are **less likely to purchase** from an absent brand

= **147,251** consumers

That's a lot of potential lost sales... not to mention the missed opportunity to be added to a consideration list!

RIDE & DRIVES



30%

participated in at least one **ride & drive**



53%

were **introduced to a vehicle** they had never considered



42%

were **more likely to purchase** the vehicle they drove/rode in

276,095

consumers got behind the wheel or into the passenger seat for a test drive or ride-along.



17%

participated in an **electric ride experience***



58%

were **introduced to a vehicle** they had never considered



41%

were **more likely to purchase** the vehicle they drove/rode in

156,454

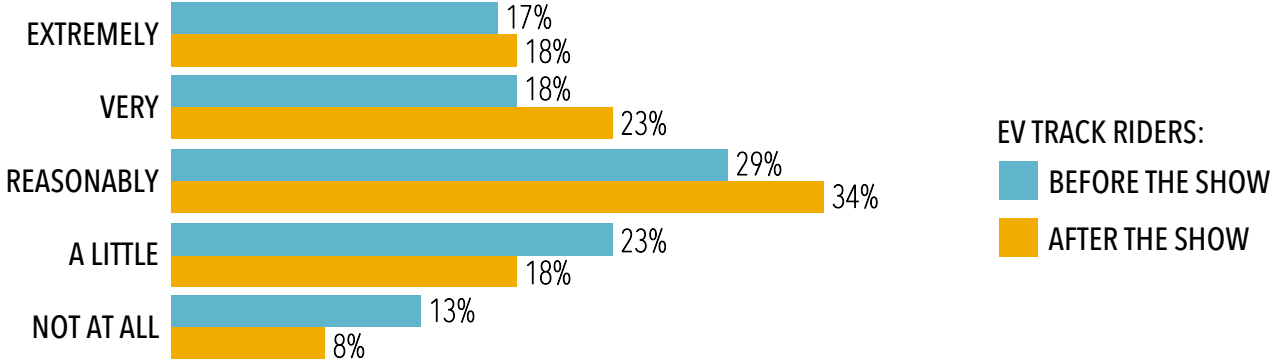
consumers rode in at least one EV or PHEV.

*8 out of 10 shows offered EV-specific test track(s)

EV EDUCATION

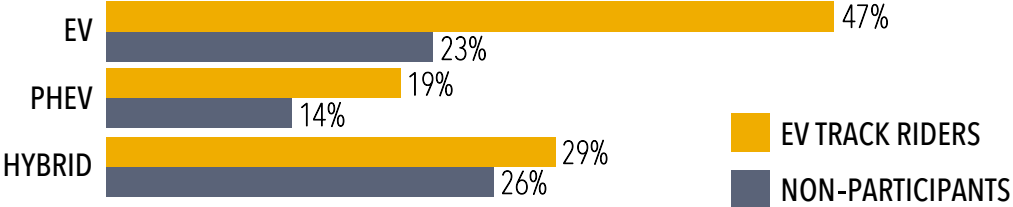
Auto shows offer the **unique opportunity** to introduce a **wide range of consumers** to these new vehicles & technology.

How knowledgeable were/are you about driving, charging and maintaining an EV?



EV TRACK RIDERS:
BEFORE THE SHOW
AFTER THE SHOW

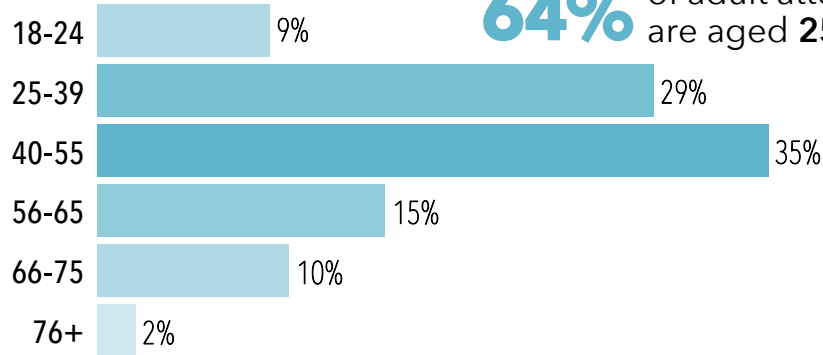
After attending the Auto Show, are you more likely to consider buying an electric vehicle?



47%
of EV track riders said they are now **more likely to purchase a pure EV**

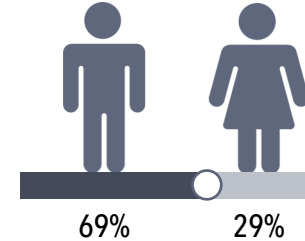
ATTENDEE DEMOGRAPHICS

AGE

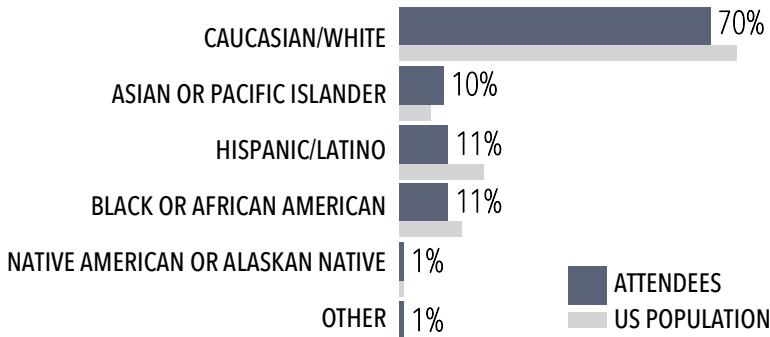


64% of adult attendees are aged **25-55**

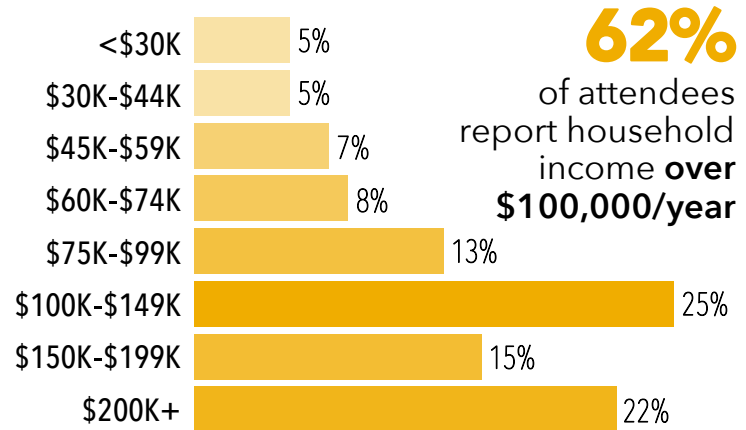
GENDER



RACE/ETHNICITY



HOUSEHOLD INCOME



62%

of attendees report household income **over \$100,000/year**



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