



## **Key Findings: Updating ASNA's Power of Auto Shows with 2016 Foresight Auto Show Studies\***

### **Auto Shows Influence Opinions and Decisions**

- 64% of attendees say they are in the market to buy a car or truck in the 12 months after the show (up from 57% in 2014)
- 56% of attendees who purchased new vehicles post show said the show influenced their decision (from 51% two years ago)

### **Auto Shows Generate Long Term Action, Have Impact Well After They Close**

- Talkers Plus Influencers – Over 1 in 4 buyers gave advice to 6 or more people about vehicles and spreading the word to non-attendees
- Purchase Influence – even 12-months later, auto shows influence purchases:
  - 69% of visitors said they plan to visit a manufacturer's website
  - 55% planned a visit to a dealer showroom

### **Auto Shows Facilitate Consumer Engagement and New Auto Purchase Decision-making**

- Over one in four auto show attendees who planned to purchase a car had their mind made up which brand to purchase when leaving the show

### **Auto Shows Draw a Desirable Audience – even when compared with TV and Digital channels**

- 18-34 years old:
  - 40% of auto show-influenced buyers are 18-34
  - 31% of digital-influenced buyers are 18-34
  - 32% of TV-influenced buyers are 18-34
- \$100,000 or more income:
  - 40% of auto show-influenced buyers have \$100k+income
  - 37% of digital-influenced buyers have \$100k+income
  - 34% of TV-influenced buyers have \$100k+income

### **Auto Shows Influence Millennial Auto Buyers in all Stages of the Purchase Funnel**

- 19% become aware and familiar with the brand they ultimately purchase
- 24% add it to their consideration list
- 34% actively shop for that brand at the show
- 23% are influenced in their final purchase decision by their trip to the auto show

\*Foresight Studies include the CHIPST<sup>TM</sup> buyer survey, an annual study conducted among 5,900 new auto buyers, and the Auto Show Market Test<sup>TM</sup> which includes almost 17,000 surveys among show goers and local residents immediately following 57 auto shows in the 2015-16 season. For more information, please contact Nancy Walter at [nwalter@foresightresearch.com](mailto:nwalter@foresightresearch.com) or 248.608.1870 x18.