

# FUELING PHILLY<sup>25</sup>

# 115,799

## AUTO SHOW ATTENDEES

VERIFIED BY THE ALLIANCE FOR AUDITED MEDIA

# 43%

PLAN TO PURCHASE A VEHICLE  
IN THE NEXT 12 MONTHS

# 34%

ADDED BRANDS TO THEIR  
PURCHASE CONSIDERATION

# 75%

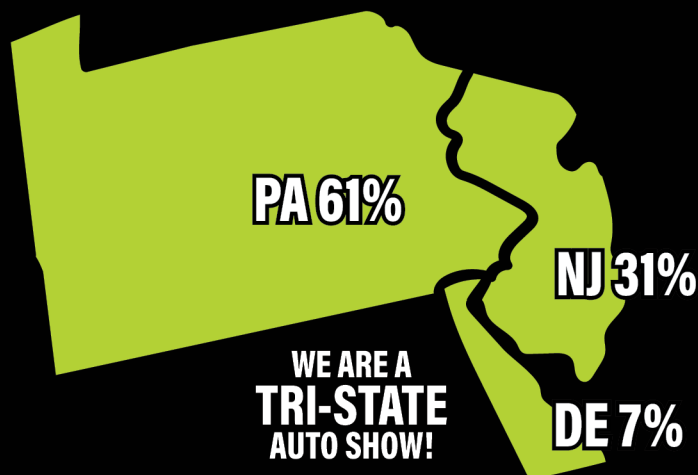
FOUND THE AUTO SHOW HELPFUL  
IN THEIR PURCHASE DECISION

# 92%

WERE HOPING TO SEE A BRAND  
THAT WAS NOT PRESENT

# 20%

REMOVED MISSING BRANDS  
FROM CONSIDERATION



### AGE

18-24	6%
25-39	23%
40-55	37%
56-65	19%
66+	15%



### HOUSEHOLD INCOME

<60k	11%
\$60k-\$75k	7%
\$75k-100k	12%
\$100k-\$150k	21%
\$150k-\$200k	19%
>\$200k	30%

