



## DEMOGRAPHICS

### Gender

Male	74.2%
Female	25.8%

### Marital Status

Single/Never Married	50.8%
Married/Common Law	39.3%
Separated or Divorced	7.5%
Widow/Widower	2.4%

### Age

17 & Under	25.5%
18-24	30.0%
25-34	16.8%
35-44	12.9%
45-54	9.1%
55-64	3.3%
65 & Over	2.4%

### Ethnic Background

White Caucasian	81.3%
Hispanic	8.7%
African American	3.9%
Asian/Pacific Islander	2.2%
American Indian	1.8%
Other	2.0%

### Education Level

High School or Less	33.2%
Some College/Vocational	34.2%
College/Vocational Grad	16.9%
Some University	3.5%
University Graduate	7.0%
Post Graduate Study	5.0%

### Present Occupation

Manager/Professional	16.8%
Laborer	13.4%
Technical	12.6%
Student	11.8%
CEO/Owner	10.5%
Service Occupation	8.2%
Sales/marketing	7.2%
Homemaker	2.1%
Teacher/Educator	1.5%
Other	15.8%

### Household Income

Under \$25,000	19.2%
\$25,000-\$49,999	30.5%
\$50,000-\$74,999	20.9%
\$75,000-\$99,999	12.2%
\$100,000-119,999	5.5%
\$120,000 or more	11.7%

## CHARACTERISTICS

### Why do people attend the show

Vehicle Exhibits	67.8%
Ideas for projects	34.4%
Commercial Exhibits	22.2%
Asked by a friend	17.0%
Celebrities	14.2%

### Who made the decision to attend

Yourself	66.5%
Wife or Husband	9.7%
Friend	8.7%
Boyfriend/Girlfriend	7.8%
Child	3.1%
Other	4.3%

### When was the last time they attended the event

First time visitor	30.9%
Last year	41.4%
2 years ago	9.3%
3 years ago	4.2%
4 years ago	2.6%
More than 4 years ago	11.6%

How many people are in their group

One	9.2%
Two	32.0%
Three	19.8%
Four	16.2%
Five	8.3%
Six or more	14.6%

Who do spectators come with

Friends	38.4%
Spouse	32.2%
Children	23.7%
Boyfriend/Girlfriend	14.9%
Other Relatives	14.7%
Father/Mother	7.6%

When do they decide to attend

Day of show	15.7%
Day before show	13.2%
Week of show	18.9%
Weekend prior to show	15.7%
Week or more before show	36.5%

Have the spectators visited other custom car shows in the last 12 months

Yes	44.0%
No	52.2%
Can't Recall	3.8%

## **AUTOMOTIVE RELATED QUESTIONS**

Do they have aftermarket electronic equipment in their vehicles

Yes	57.9%
No	42.1%

Do they have non-electrical aftermarket performance products in their vehicles

Yes	56.7%
No	43.3%

Do they own a special interest, modified or restored vehicle

Yes	53.4%
No	44.8%

Do they carry a separate insurance policy on their specialty vehicle

Yes	51.3%
No	48.7%

How many times a month do they wash their vehicle

1-2 times per month	35.1%
3-4 times per month	30.0%
Once a week	22.3%
Twice or more a week	12.6%

Do they repair their own vehicle

Do all repairs themselves	36.4%
Do some repairs themselves	42.3%
Have all repairs done for them	21.3%

What is the preference for mechanical repairs

Mechanics shop	68.3%
Dealership	31.7%

Do they have finished garages

Yes	56.8%
No	43.2%

Are they interested in information on products to finish a garage

Yes	34.0%
No	54.7%
Uncertain	11.3%

What projects are planned for the next 12 months

Paint and Body	38.1%
Engine Builds/Modifications	37.2%
Tire & Wheel Accessories	35.2%
Interior Work	27.3%
Electrical Work	22.7%

Prices being equal, what is the tire brand of choice

Goodyear	24.6%
Michelin	23.9%
BF Goodrich	19.7%
Yokohama	9.4%
Nitto	6.8%
Toyo	6.8%
Other	8.9%

Prices being equal, what is the oil brand of choice

Valvoline	31.7%
Pennzoil	27.3%
Castrol	17.4%
Quaker State	11.6%
Other	12.0%

Prices being equal, what is the car care brand of choice

Mothers	28.8%
Eagle One	23.1%
Turtle Wax	21.9%
Mequiar's	20.4%
Blue Coral	4.0%
Wizard	1.8%

Which products are they likely to purchase in the next 12 months

Tires	44.9%
Car electronics/entertainment	41.8%
Car detailing/cleaning supplies	37.3%
Hand Tools	33.1%
Wheels	30.07%
Fuel additives	21.1%
Cellular phone	19.8%
Electrical tools	18.8%

## MEDIA & PROMOTIONS

Where are they hearing about the show

Radio	43.6%
Friend or relative	31.6%
Television	26.3%
Newspaper	16.9%
Internet	13.0%
Billboard	8.6%
Magazine	7.0%
From an Exhibitor	6.4%

What enthusiast magazines are they reading

Hot Rod Magazine	32.2%
Street Rodder	21.7%
Truckin'	21.5%
Import Tuner	17.3%
Car Audio	15.3%
Popular Hot Rodding	13.7%
Custom Rodder	11.6%
Super Rod	8.4%

How often are they using the internet outside of work

Daily	58.1%
A few times per week	24.1%
Once a week	5.1%
A few times a month	7.2%
Less than once a month	5.5%

Did they look up information on the show at worldofwheels.com or autorama.com

Yes	51.5%
No	48.5%

Are they satisfied with the event

Very satisfied	51.3%
Somewhat satisfied	37.5%
Somewhat dissatisfied	6.6%
Very dissatisfied	4.7%

What is the favorite type of show vehicle

Street Rod	31.7%
Custom	22.7%
Motorcycles	10.9%
Tuners	9.1%
4x4's	7.3%
Custom Trucks	5.7%
Luxury	3.9%
Other	8.8%

How cool is it to attend an Autorama or World of Wheels event

Cool	33.9%
Awesome	28.3%
Really cool	18.3%
Really uncool	15.8%
Uncool	3.8%

How much fun are they having at the shows

A lot of fun	37.5%
A bit of fun	23.3%
Awesome, over the top	21.4%
It's just ok	12.5%
No fun at all	5.4%

How likely are they to recommend the show to a friend

Very Likely	59.3%
Likely	32.0%
Unlikely	5.0%
Very Unlikely	3.7%

## SPONSORSHIP AFFINITY

Did they know GM Performance Parts was a sponsor of the event

Yes	62.1%
No, but they do now	37.9%

Have they ever switched product brands because the product sponsored Autorama or World of Wheels

Yes	32.5%
No	67.5%

People are positive about companies that sponsor Autorama or World of Wheels

Strongly agree	45.8%
Agree	46.5%
Disagree	5.4%
Strongly disagree	2.3%

Do they try to support companies who sponsor Autorama or World of Wheels

Yes	72.9%
No	27.1%

All things being equal, would they purchase a product or service from an Autorama or World of Wheels sponsor over that of a non-sponsor

Very Likely	36.4%
Likely	49.9%
Unlikely	10.4%
Very Unlikely	3.3%

Are spectators likely to try a product or service for the first time from a company that sponsors Autorama or World of Wheels

Very Likely	31.3%
Likely	51.9%
Unlikely	13.1%
Very unlikely	3.7%

How likely are they to participate in a promotion linked to an Autorama or World of Wheels sponsor

Very Likely	32.3%
Likely	48.5%
Unlikely	14.6%
Very Unlikely	4.6%