



2022 AutoShow Survey

23,221

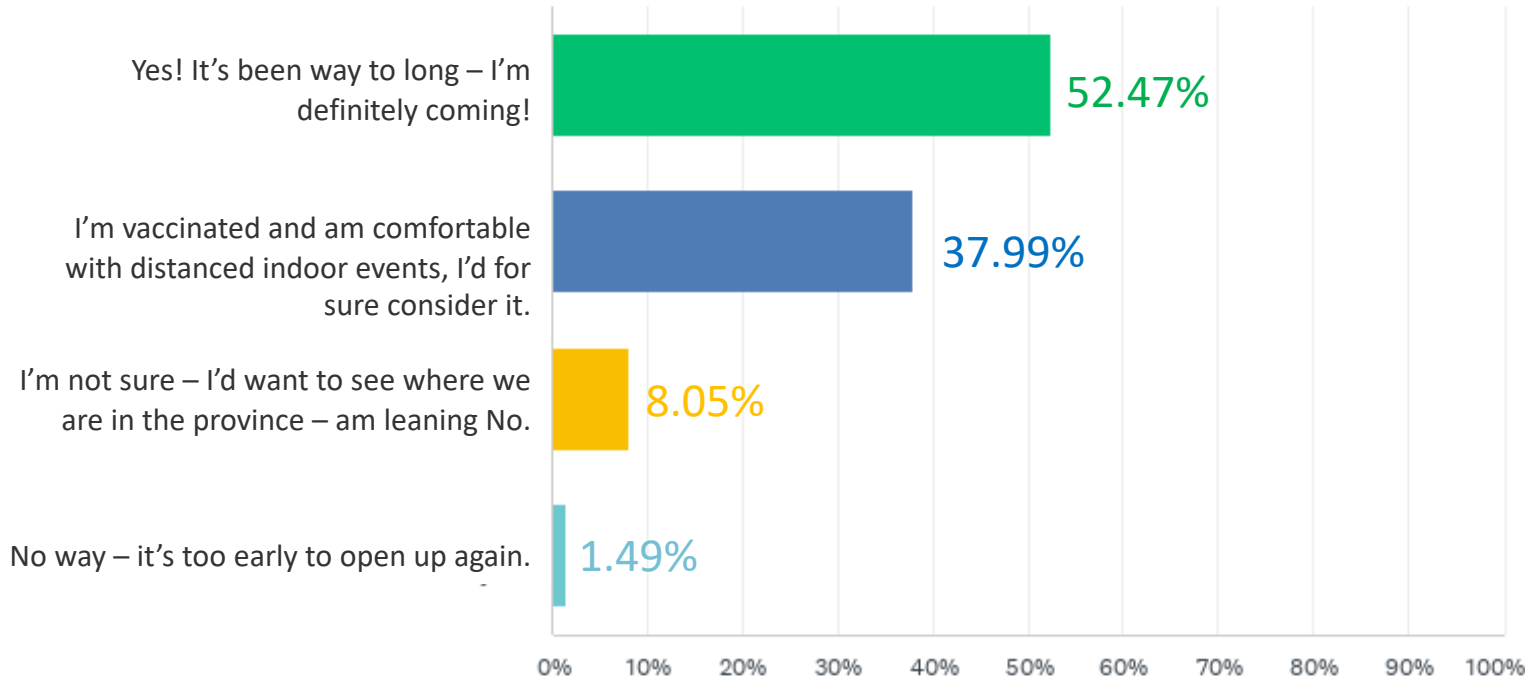
Total Responses

Early indications are that consumers are excited to return.

Between October 13th – 18th the Canadian International AutoShow surveyed recent past ticket buyers regarding their willingness to return to an in-person AutoShow. In excess of 23,000 surveys were completed – three times greater than any previous survey the AutoShow has conducted – **and more than 90 per cent of AutoShow consumers say they will definitely return this coming February or will seriously consider it.**

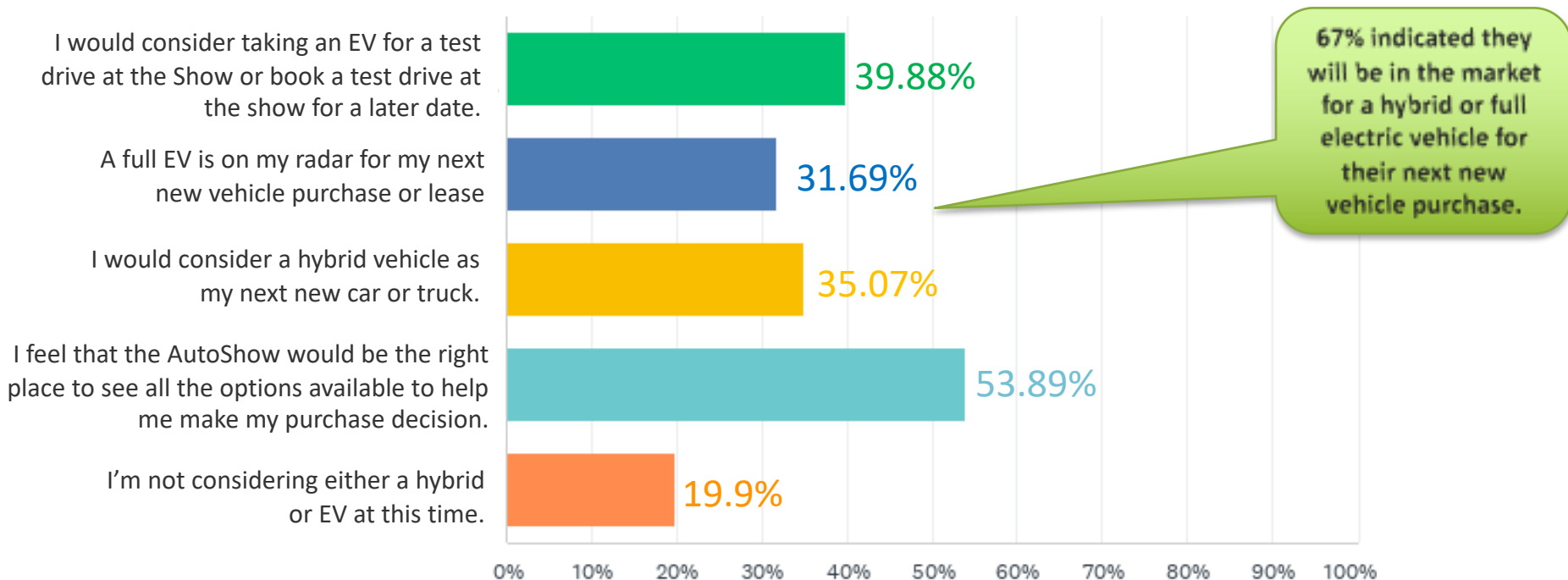
Q1: If all eligible AutoShow attendees (workers, exhibitors and patrons) are fully vaccinated, with masking and safe spacing protocols in place, would you be interested in attending the AutoShow this coming February?

Answered: 23,093



Q2: Electric Vehicles are a key product for new vehicle manufacturers now, and the AutoShow in 2022 will have a major focus on electric vehicle test drives and consumer education at the Show. If you are considering attending the AutoShow (Please check all that apply):

Answered: 23,135



Q3: Of the features below that were showcased at the 2020 AutoShow, Is there a particular feature you most want to see at the upcoming AutoShow? Please check all that apply.

Answered: 23,118

