



## **Fifty-seven percent of automotive consumers used the Internet to research a vehicle purchase in 2002**

*Research and Markets have announced the addition of the "Online Automotive Purchase Funnel: Influencing Consumer Decisions" report to their offering.*

([PRWEB](#)) December 20, 2003 --Fifty-seven percent of automotive consumers used the Internet to research a vehicle purchase in 2002, but only 17 percent of all new car decisions were influenced by Internet research.

### Key Questions

What percentage of automotive consumers use the Internet for research?

Are automotive consumers influenced by the research they do online?

What can online sites do to increase the level of influence they have on consumer decision making?

For a complete index of this report click on <http://www.researchandmarkets.com/reports/41676>

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).