



## **Research and Markets : Online Automobile Purchase: Find out the Facts.**

([PRWEB](http://www.prweb.com)) October 6, 2004 -- Research and Markets (<http://www.researchandmarkets.com>) has announced the addition of Consumer Survey Report: Automotive, 2004 to their offering

In December 2003, JupiterResearch designed and fielded an extensive survey to study online automotive consumers' behavior and attitudes toward researching and purchasing vehicles online.

This report explores the results of the survey and includes a segmentation of online automotive consumers by the point in the purchase funnel at which they leave the online research process.

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This report includes:

1. Online Automotive Market, 2001, 2002, and 2003
2. Demographic Segmentation of Online Users
3. Purchase Plans of Online Researchers
4. Advantages of Online Automotive Research
5. Online Automotive Researchers by Segment
6. Size of Online Automotive Researcher Segment Based on Specific Activities Conducted on Automotive Sites
7. Activities Online Auto Researchers Conduct Online
8. Impact of Online Information on Each Automotive Researcher Segment
9. Percentage of Online Auto Consumers Researching Various Types of Automobiles
10. Online Researchers by Segment and Type of Automobile Researched
11. Online Auto Researchers by Starting Point of Research and Type of Automobile

For more information visit <http://www.researchandmarkets.com/reports/c6895>

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**Online Web 2.0 Version**

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