

Consumer Purchase Intentions Tracking Survey

Survey results reveal low income households remain disciplined to their household budgets; growing number of middle income and high income households plan to increase spending on discretionary items

Study Description

Methodology	Web-based survey
Data collection period	Monthly tracking study
Survey audience	U.S. consumers (N = 1,200) Sample represents a cross section of the U.S. population by household income, gender, age, and geographic region.

Study Objectives

Wedbush Decision Metrics surveys U.S. consumers on an on-going tracking basis to gauge the current and expected retail climate. Specifically, Decision Metrics explores three key areas of consumer retail spending in this study:

- Track current (past 6 months) & future (forecasted 6 months) consumer purchase intent for specific product categories
- Gauge overall household financial situation and the impact that debt and savings rates will have on the purchase of essential living expenses versus discretionary items
- Monitor consumer purchase behavior in specific industry verticals including apparel, dining, and home entertainment

Tables / Charts Included in This Report

1. Spending changes by product category (past 6 months)
2. Spending intentions by product category (coming 6 months)
3. Spending intentions for specific products (coming 6 months)
4. Changes in overall financial situation (by household income segments)
5. Overall financial expectations (by household income segments)
6. Spending allocation for household expenses
7. Spending allocation for discretionary purchases
8. Financial goals (by household income segment)
9. Savings and investment expectations
10. Spending allocation if financial situation were to improve
11. Demand for discretionary spending if financial situation were to improve
12. Change in spending for clothing, footwear, and accessories by type of retailer
13. Frequency of restaurant visitation by restaurant type
14. Forecasted allocation of restaurant spending by restaurant type
15. Forecasted change in home entertainment activities

For additional information on this study or to purchase this report, please contact:

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