

CONSUMER PANEL



Consumer Panel

Wedbush Decision Metrics is:

Customized Surveys

Our team of market research professionals specializes in creating questions that provide insights into historical changes, current market conditions, and forward-looking forecasts based on scenario testing.

Fast

Results are provided within days, not weeks.

Unbiased Interpretation

As an independent third-party, we provide objective, unbiased survey design and results interpretation. We provide anonymity for both you and the respondents.

Fixed Costs

No on-going retainer or subscription fees. Projects are charged on a flat-rate basis that includes access to specialized low-incidence target audiences.

Analytical Insights and Actionable Recommendations

Graphical results are presented via interactive reporting, integrating the expertise of our sector specific analysts.

- We have access to a global panel of millions of consumers. This high quality panel is rigorously managed and constantly refreshed. This provides you with exceptional targeting ability (with 300+ profile dimensions) to ensure respondent make-up of your survey is directly representative of your target consumer universe.

Demographic Attributes	Shoppers of Specific Stores & Owners of Specific Products	Brands of Personal Consumption
Adults Youths (13-25 yrs) Gender Marital Status Household Income Geography Number/Age of Children Education Race Employment Status Occupation Industry Job Title Job Responsibilities Company Size	Discount Stores Drug Stores Department Stores Specialty Clothing Stores Toys/Children's Stores Hardware Stores Auto Supply Stores Grocery Stores Sporting Goods Stores Online-only Retailers Fast Food Restaurants Casual Dining Restaurants	Video Game Consoles TVs, Computers, iPods Cell phones & Smart phones Clothing & Footwear Alcoholic Beverages Cigarettes Health & Wellness Products
	Major Purchases & Life Events	Leisure Interests & Hobbies
	Beginning College Buying a New Home Buying a Major Appliance Buying a Car Expecting a Baby Retiring Planning a Vacation Starting a New Job	Casino Gambling Cruise Vacations Dieting/Weight loss Dining Out Do-It-Yourself Gardening Movies Photography

The list above is presented for demonstration purposes and represents only a partial list of the comprehensive consumer profile available for selection. A complete list of consumer attributes is available by calling 415.263.6628.

For more information contact:

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