

## Consumer E-Commerce Behavior Tracking Survey

Monitoring volume and frequency of consumer online purchase activity

### 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 monitor key trends in the Internet retail environment. Specifically, Decision Metrics monitors five key areas related to consumer spending online through this study:

- Frequency and volume of e-commerce purchases (past month)
- Distribution in transaction size (i.e., dollar denomination) of e-commerce purchases (past month)
- Distribution of payment methods used for e-commerce purchases (past month)
- Trends in volume of e-commerce transactions for current period (past month) and future purchase intent (forecasted coming month)
- Overall trends in Internet behavior, comparing frequency of e-commerce purchase behavior relative to other key Internet behaviors, including playing games, visiting social networking websites, streaming videos, etc.

### Tables / Charts Included in This Report

1. Distribution in the volume of e-commerce purchases made during the past month
2. Volume of e-commerce purchases made during the past month
3. Frequency of e-commerce purchases
4. Distribution in dollar transaction sizes of e-commerce purchases made during the past month
5. Distribution of payment methods used for e-commerce purchases made during the past month
6. Trends in volume of current and future purchase intent for e-commerce purchases
7. Net forecast of future purchase intent (coming month) for e-commerce purchases
8. Trends internet behaviors – Streaming videos, playing games, and instant messaging
9. Trends internet behaviors – Social networking, listening to music, email, and reading blogs

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

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