

ECC006 Homework Assignment #10

Just how popular is e-commerce? How many of your friends, family members, coworkers, and classmates purchase on the Web? Survey at least 20 people. Determine the following:

- a. How many have purchased an item online?
- b. How many have shopped but not purchased online?
- c. How many purchase online once a year? Once a month? Once a week?
- d. What is their age range (18–25, 26–39, 40–50, or over 50)?
- e. What is their gender?
- f. What is their level of education (high school, some college, college graduate, or graduate school)?
- g. What is their favorite online shopping site?

Create a web page that illustrates your findings. Also comment on the results and draw some conclusions. Search the Web for statistics that support your conclusions.

Use the Pew Internet and American Life Project (<http://pewinternet.org>), eMarketer (<http://www.emarketer.com/Articles>), ClickZ (<http://www.clickz.com>), and E-Commerce Times (<http://www.ecommercetimes.com>) as starting points for your research.

Place your name in an e-mail link on the web page.