According to the Google Survey we conducted on October 8th, 2013 – Fewer than 2% reported Twitter as leading to most of their online spending. Here are the actual results:

SINGLE ANSWER

Which activity leads to MOST of your online spending?

Results for respondents with demographics. Weighted by Age, Gender, Region. (1045 responses)
Winner statistically significant.

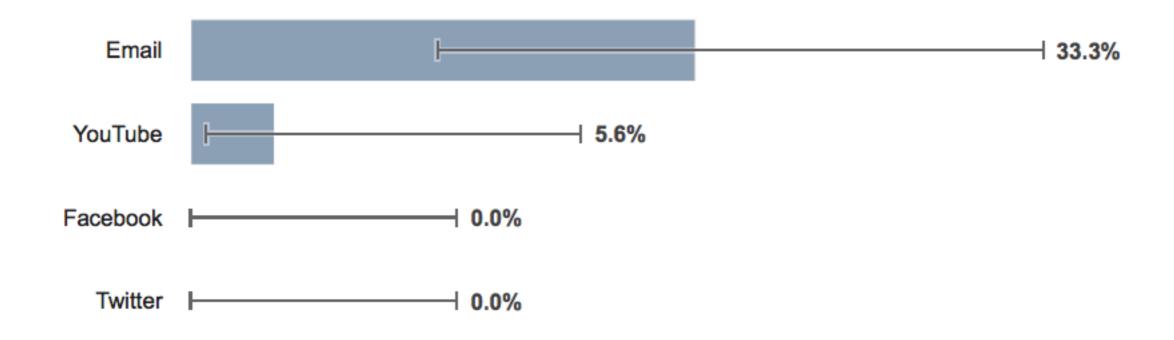




Media Inquiries:

Finding #1:

33.3% of online shoppers earning \$100,000 to \$149,000 reported that Email contributed most to their online spending. None reported Facebook or Twitter as leading to most of their online spending.

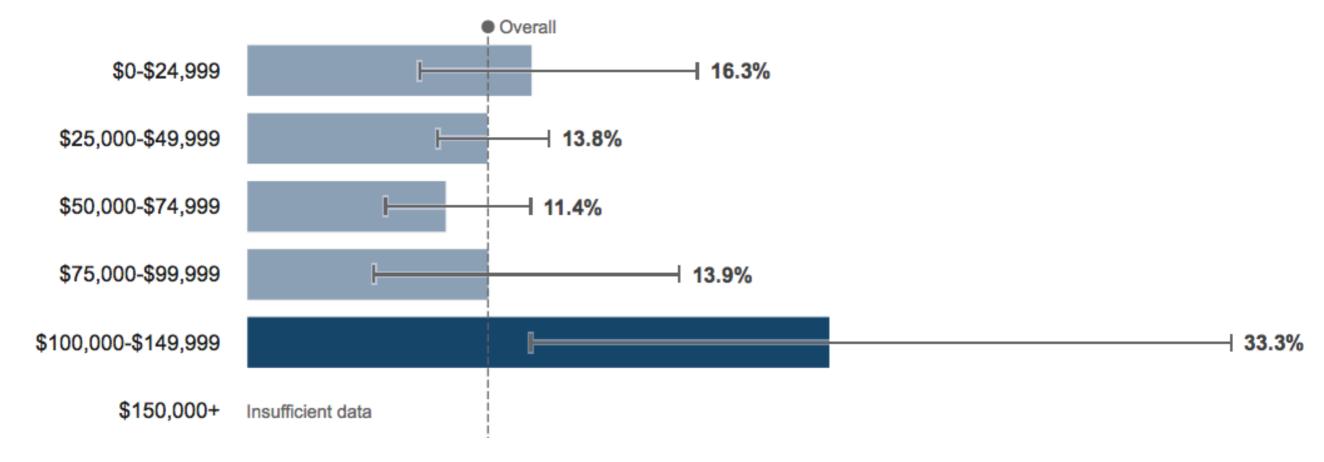




Finding #2:

Email impacted the spending of shoppers earning \$100,000 to \$149,000 at least twice as much as all other income groups

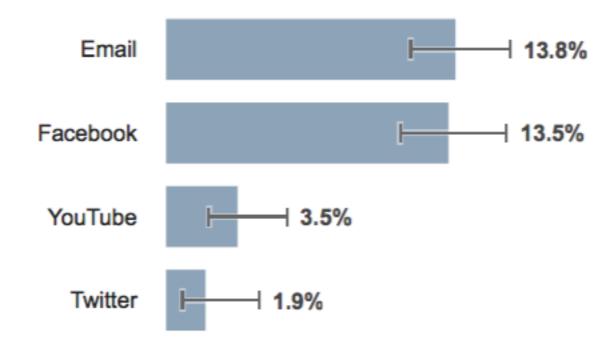
Email (150 responses)





Finding #3:

All income groups reported that Email and Facebook led to most of their online spending. Fewer than 2% of respondents reported that Twitter led to most of their online spending.



Results across all income groups



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