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:

**Which activity leads to MOST of your online spending?**

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

![Chart showing the results of the survey.](chart.png)

- None of the above: 67.3% (+3.1 / -3.3)
- Email: 13.8% (+2.5 / -2.2)
- Facebook: 13.5% (+2.7 / -2.3)
- YouTube: 3.5% (+2.3 / -1.4)
- Twitter: 1.9% (+2.5 / -1.1)
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 impact chart](chart.png)

Email (150 responses)

- $0-$24,999: 16.3%
- $25,000-$49,999: 13.8%
- $50,000-$74,999: 11.4%
- $75,000-$99,999: 13.9%
- $100,000-$149,999: 33.3%
- $150,000+: Insufficient data
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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