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## THIRD QUARTER CONSUMER WEB RESEARCH

Financial firm Raymond James does a lot of consumer research. Here are findings from their third quarter 2014 internet consumer survey\* on consumer outlook about the web, apps and digital media:

52% view Twitter as a “waste of time”  
36% receive news and information from other sites  
34% report Twitter use, slightly down from the June survey when 36% reported using Twitter

57% report that the most popular use for Twitter is “staying up to date”  
33% use it for “following celebrities” as did “socializing with friends and family”

In addition to Twitter, Facebook, LinkedIn and Pinterest remain the most used social sites.

77% use Facebook  
37% use LinkedIn  
34% use Twitter  
26% use Pinterest

41% use Pandora as a music source  
14% for Sirius XM is a distant second

45% choose NetFlix for streaming video  
35% choose YouTube  
26% have Amazon Prime Instant video and plan to keep it

68% prefer to use Google when researching local stores

\*Raymond James surveyed 410 people, no age breakouts given.

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