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# How Women Shop Online for Shoes

Google/OTX  
U.S., October 2008

# Summary Findings

**1** The Internet is the most influential type of advertisement for women's shoes

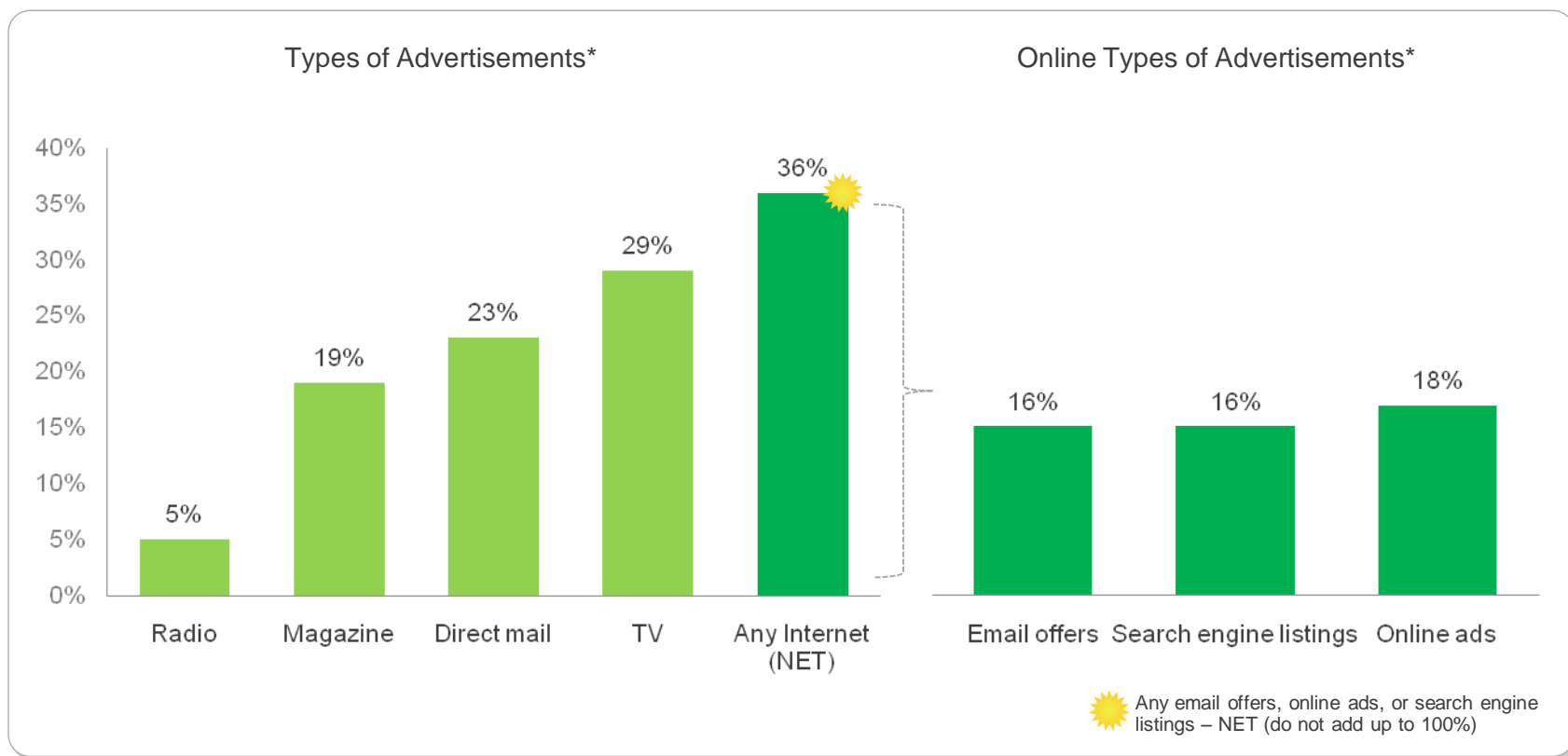
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**2** Online research drives both online and in-store purchases

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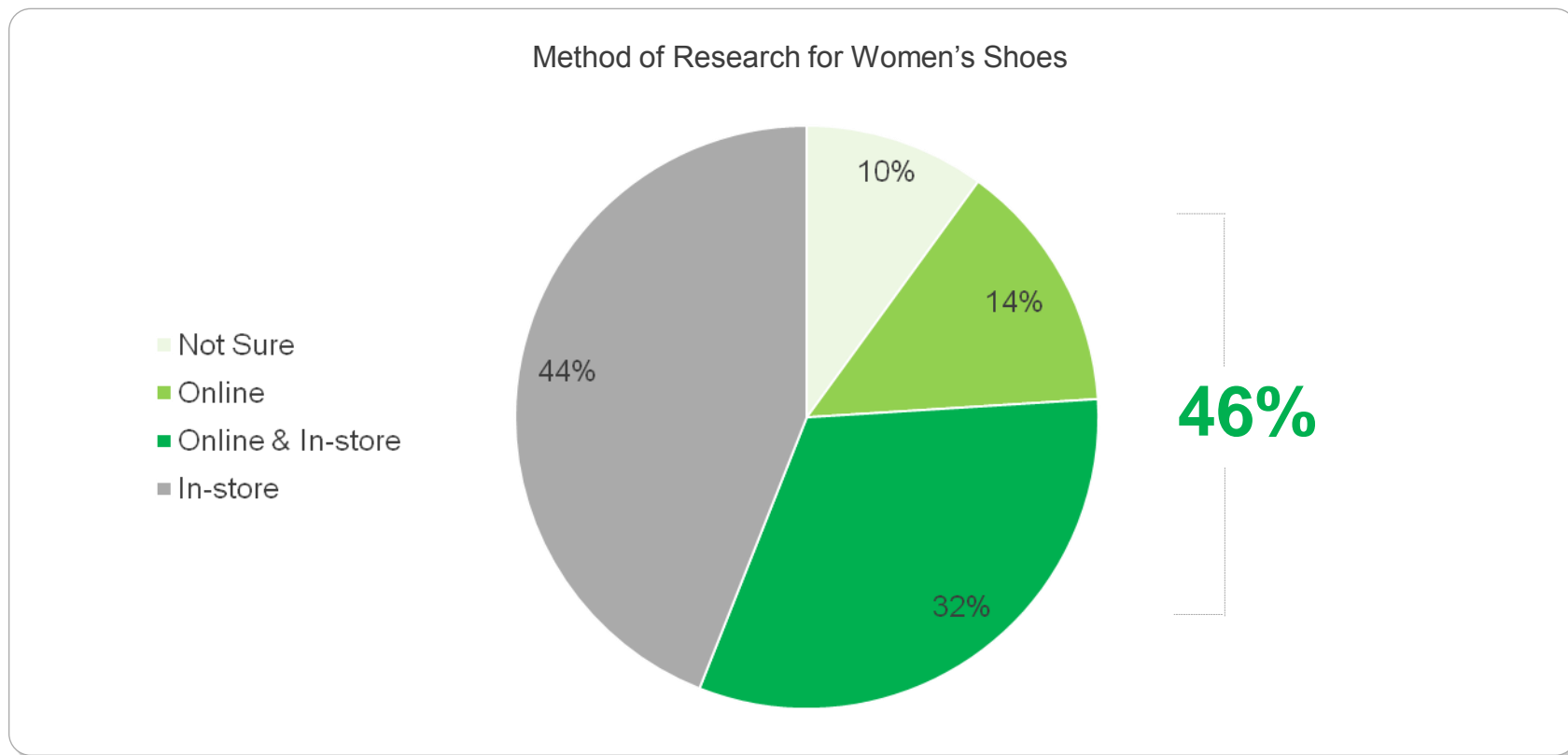
# Women's Shoe Shoppers Are Most Influenced by the Internet

**36%** of women's shoe shoppers cite Internet advertisements (i.e. email offers, online ads, search engine listings) as most likely to assist their purchase decisions.



# Online Research Drives Purchases for Women's Shoes

**46%** of women's shoe shoppers use online research to make online and in-store purchase decisions.



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