

## Study Insights

### Social Media Platform Usage among Recruits

The table below represents the social media usage of the 571 recruits who signed up for the panel via traditional methods of email, cellphone, and landline calls.

<b>Platform</b>	<b>Number of social media accounts per platform among recruits</b>
Facebook	334
Instagram	93
Pinterest	73
Twitter	77
LinkedIn	89
Google+	50
<i>Snapchat</i>	44
<i>Other</i>	137