

Study Insights

Social Media Platform Usage among Recruits

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

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

Panelists with Facebook Accounts per Recruitment Channel

Recruitment Channel	Percentage recruits with Facebook accounts	Percentage of recruits that use more than one social media platform
Email	83%	66%
Cellphone	54%	21%
Landline	40%	11%