

## Study Insights

### Panelists with Facebook Accounts per Recruitment Channel

The table 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.

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