

Study Insights

Distribution of Panelists per Recruitment Channel

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

Recruitment channel	Total number of recruits by channel	Recruits with no social media accounts by channel
Email	181	4
Cellphone	285	17
Landline	102	5

Note: The remaining 3 recruits registered through other channels/campaigns.