

# appendix

Grigor Dimitrov

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## How many panelists are active?

### Total panelists

**6,682**

-4.8% compared with last month

### New panelists

-93.1% compared with last month

**18**

### Reactivated panelists

-29.3% compared with last month

**246**

### Panelists that were already active

+0.1% compared with last month

**6,418**

## What combination of devices did they use?




















  Only desktop	5,910 <b>88.4%</b>
-252 compared with last month	
  Only smartphone	340 <b>5.1%</b>
-39 compared with last month	
  Only tablet	41 <b>0.6%</b>
-6 compared with last month	
   Desktop + Smartphone	269 <b>4.0%</b>
-31 compared with last month	
   Desktop + Tablet	87 <b>1.3%</b>
-6 compared with last month	
   Smartphone + Tablet	11 <b>0.2%</b>
+0 compared with last month	
    Desktop + Smartphone + Tablet	24 <b>0.4%</b>
-1 compared with last month	

Figure 1: Appendix #1. Panelists

```
##          used_at      host panelist_id      url
## 1 2016-01-01 00:47:06 telegraaf.nl      2112 telegraaf.nl
## 2 2016-01-01 00:48:30 telegraaf.nl      2112 telegraaf.nl
## 3 2016-01-01 00:51:28 telegraaf.nl      2112 telegraaf.nl
## 4 2016-01-01 00:53:29 telegraaf.nl      2112 telegraaf.nl
## 5 2016-01-01 01:28:52 telegraaf.nl      2112 telegraaf.nl
## 6 2016-01-01 02:01:00 telegraaf.nl      2112 telegraaf.nl
## 7 2016-01-01 02:01:12 twitter.com      2112 twitter.com
## 8 2016-01-01 02:04:07 twitter.com      2112 twitter.com
## 9 2016-01-01 02:05:07 twitter.com      2112 twitter.com
## 10 2016-01-01 02:27:31 twitter.com      2112 twitter.com
##      active_seconds browser_name mmid Class_Travel purchase
## 1              72      safari    1              0        NA
## 2             152      safari    1              0        NA
```

## How many devices were active?

### Total active devices

**7,103**

-5.0% compared with last month

### 🖥️ Total active desktops

**6,294** 88.6%

-4.4% compared with last month

#### New

-93.1% compared with last month

**19**

#### Reactivated

-24.4% compared with last month

**233**

#### Already active

+0.6% compared with last month

**6,042**

### 📱 Total active tablets

**165** 2.3%

-7.3% compared with last month

#### New

-

**0**

#### Reactivated

-50.0% compared with last month

**6**

#### Already active

-3.0% compared with last month

**159**

### 📱 Total active smartphones

**644** 9.1%

-9.9% compared with last month

#### New

-88.9% compared with last month

**2**

#### Reactivated

-29.7% compared with last month

**45**

#### Already active

-5.7% compared with last month

**597**

Figure 2: Appendix #2. Devices

## 3	0	safari	1	0	NA
## 4	0	safari	1	0	NA
## 5	71	safari	2	0	NA
## 6	11	safari	3	0	NA
## 7	168	safari	3	0	NA
## 8	60	safari	3	0	NA
## 9	0	safari	3	0	NA
## 10	15	safari	4	0	NA

### Appendix #3 Desktop data

##	app_name	host	panelist_id	device_id	scheme	url	domain
## 1	ABN AMRO Mobiel Bankieren	<NA>	1008505	10093	<NA>	<NA>	<NA>
## 2	ABN AMRO Mobiel Bankieren	<NA>	1008505	10093	<NA>	<NA>	<NA>
## 3	ABN AMRO Mobiel Bankieren	<NA>	1008505	10093	<NA>	<NA>	<NA>
## 4	ABN AMRO Mobiel Bankieren	<NA>	1008505	10093	<NA>	<NA>	<NA>
## 5	ABN AMRO Mobiel Bankieren	<NA>	1008505	10093	<NA>	<NA>	<NA>
## 6	ABN AMRO Mobiel Bankieren	<NA>	1008505	10093	<NA>	<NA>	<NA>
## 7	ABN AMRO Mobiel Bankieren	<NA>	1008505	10093	<NA>	<NA>	<NA>
## 8	ABN AMRO Mobiel Bankieren	<NA>	1008505	10093	<NA>	<NA>	<NA>
## 9	ABN AMRO Mobiel Bankieren	<NA>	1008505	10093	<NA>	<NA>	<NA>
## 10	ABN AMRO Mobiel Bankieren	<NA>	1008505	10093	<NA>	<NA>	<NA>
##	app_id	used_at	connection				
## 1	cb46bcba-7258-4b47-8557-de3ff607b456	2016-02-22 13:43:15	wifi				
## 2	cb46bcba-7258-4b47-8557-de3ff607b456	2016-02-03 18:03:34	cellular				
## 3	cb46bcba-7258-4b47-8557-de3ff607b456	2016-01-23 15:38:49	wifi				
## 4	cb46bcba-7258-4b47-8557-de3ff607b456	2016-01-16 15:11:21	wifi				

## 5	cb46bcba-7258-4b47-8557-de3ff607b456	2016-02-03 18:43:44	wifi
## 6	cb46bcba-7258-4b47-8557-de3ff607b456	2016-01-08 14:15:29	wifi
## 7	cb46bcba-7258-4b47-8557-de3ff607b456	2016-01-24 10:20:45	wifi
## 8	cb46bcba-7258-4b47-8557-de3ff607b456	2016-02-03 17:00:56	cellular
## 9	cb46bcba-7258-4b47-8557-de3ff607b456	2016-01-22 21:34:28	cellular
## 10	cb46bcba-7258-4b47-8557-de3ff607b456	2016-01-06 07:24:50	wifi
##	duration mmid Class_Travel TravelApp		
## 1	21 799	0	0
## 2	19 551	0	0
## 3	34 392	0	0
## 4	11 283	0	0
## 5	21 552	0	0
## 6	23 139	0	0
## 7	25 396	0	0
## 8	9 549	0	0
## 9	45 381	0	0
## 10	15 98	0	0

#### *Appendix #4 Mobile data*

A reference to the `img/panelists.png`.