S1 Fig. Facebook Ads - Recruitment. The figure shows an example of the ads used for recruitment.

Translation of left ad	Translation of right ad
Inter-American Development Bank We want to hear from Sonorans. Tell us how the coronavirus is affecting you! How is the coronavirus experienced in Sonora? Fill out the survey Sonora virus survey Take part in our survey	How do you live with Coronavirus in Guanajuato? Dear Madam[/Sir], we invite you to fill out the Coronavirus Study survey, carried out by the Inter-American Development Bank (IDB), in collaboration with the Secretariat for Sustainable Economic Development of the Government of the State of Guanajuato. Your opinion is very important. it will guide us in the development of effective strategies to strengthen focused actions and adapt to the new reality of Guanajuato in the face of COVID-19. Thanks in advance for your participation. Start survey Guanajuato state government