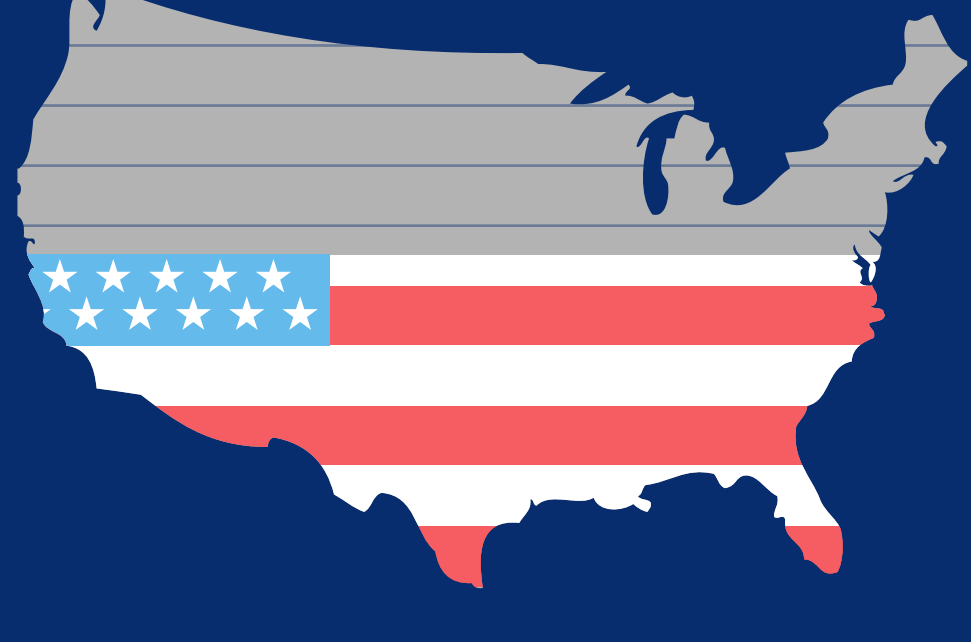


SMARTPHONES LEAD THE POLLS

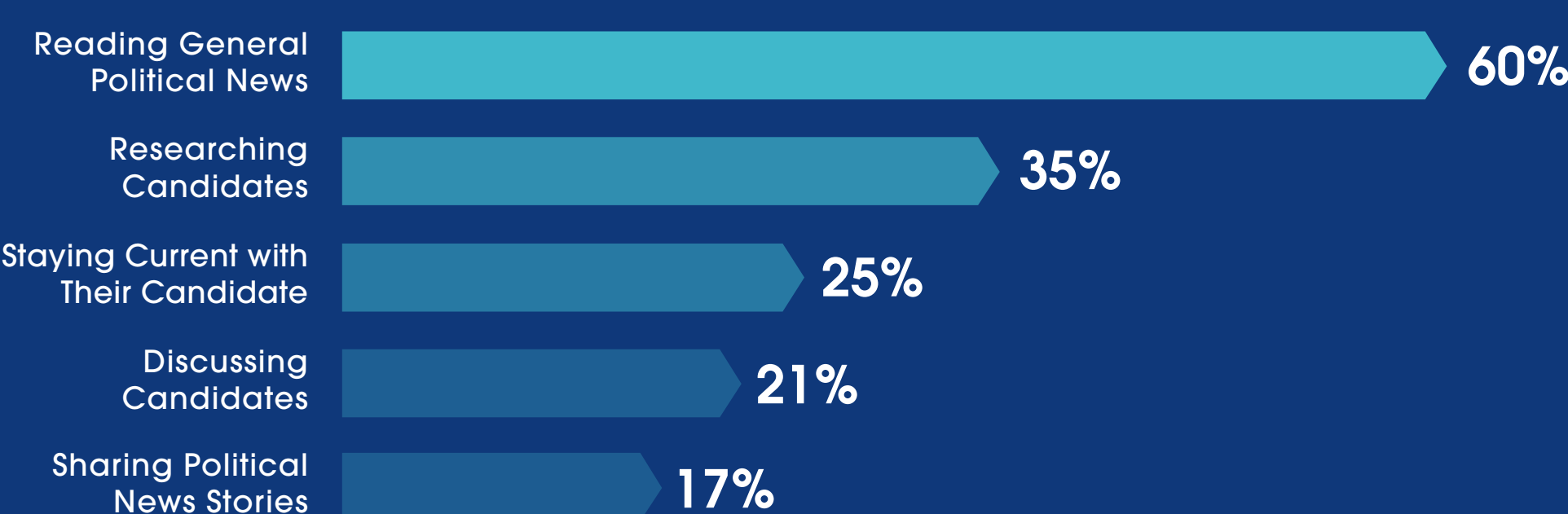
2016



The 2016 U.S. presidential election is approaching and **55% of voters are undecided**

Many are turning to their smartphones to learn more about candidates and political issues.

WHAT ARE THEY USING THEIR PHONES FOR?



Most voters learn about candidates through major news outlets

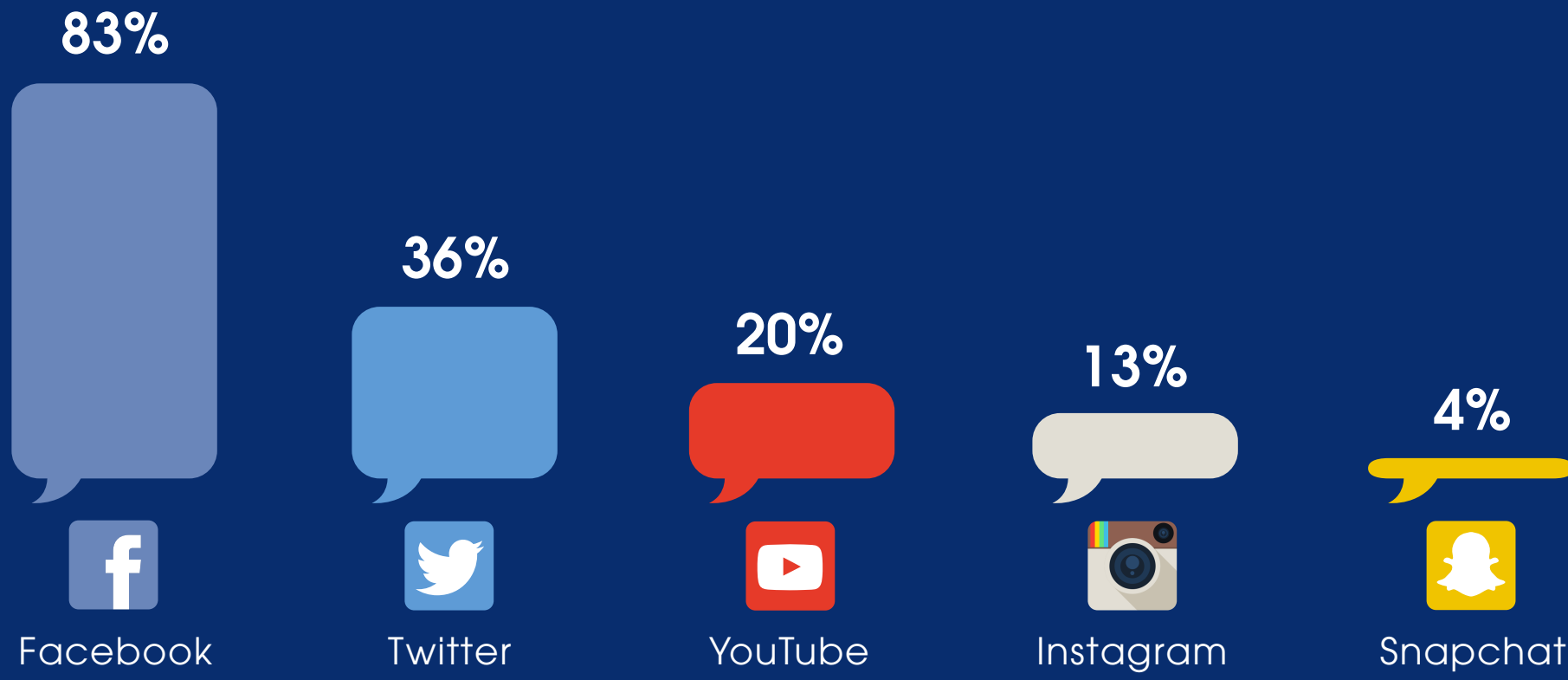
(Such as CNN, NBC, The Wall Street Journal, The New York Times, etc.)

But Social media is the second most popular way voters get information about candidates.

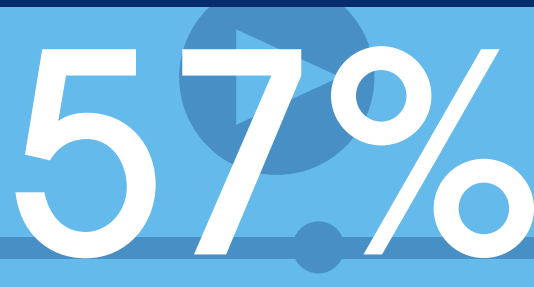
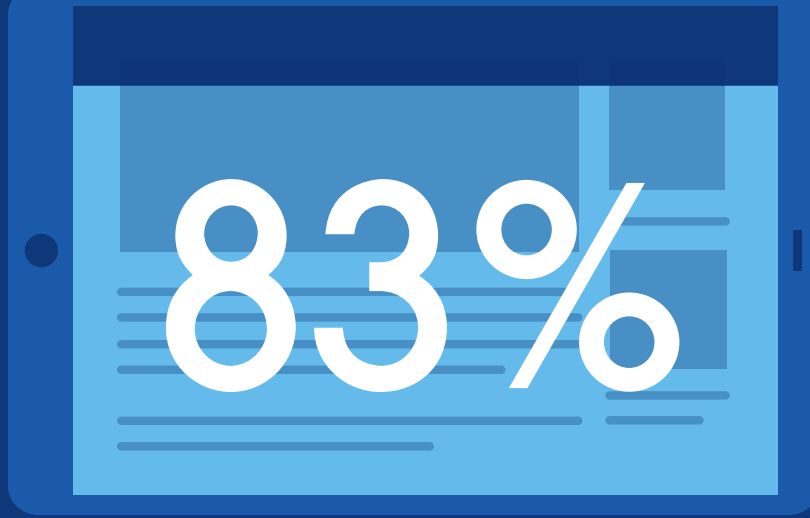


1 in 3 voters follows a candidate on social media

Facebook, Twitter and YouTube lead the field for the most popular social channels among voters.



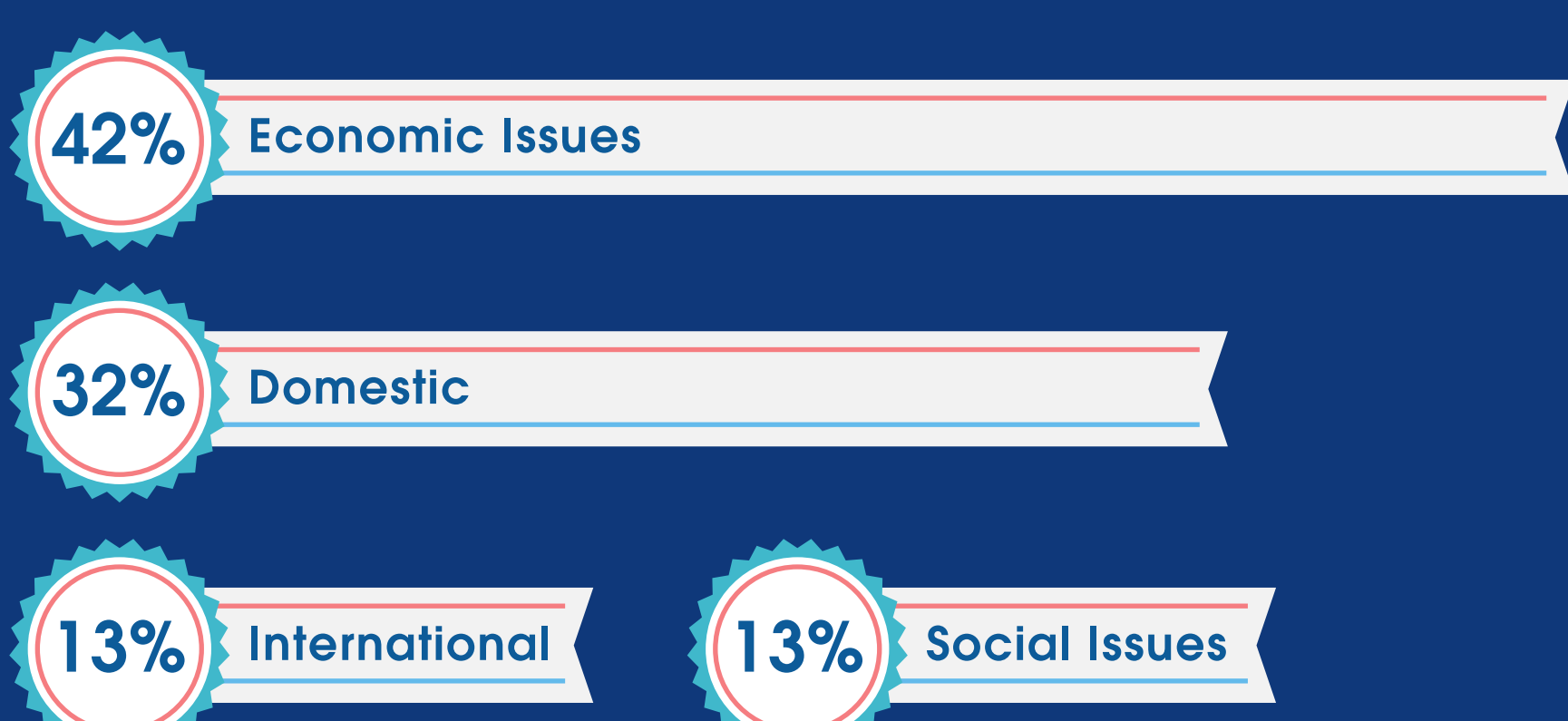
Most voters use social media to share views or articles online.



More than half also watch online videos about the candidates.

When it comes to the issues, **the Economy wins with 42% of the vote** among social media-savvy users.

MOST IMPORTANT ISSUE WHEN CHOOSING A CANDIDATE



Where candidates stand on **Healthcare, Education and Employment** is also very important.

ISSUES RANKED BY IMPORTANCE

- | | |
|------------------|-------------------|
| ★ 1 Healthcare | 6 Energy and Oil |
| 2 Education | 7 Immigration |
| 3 Employment | 8 Gun Control |
| 4 Foreign Policy | 9 The Environment |
| 5 Tax Reform | 10 Civil Rights |

But there's no debating **THIS** issue: Mobile and social are huge political allies for all presidential candidates.

So who will win in 2016? Check your phone.

