

COMPLETELY TURNED OFF BY POLITICS

More likely than the average US Adult (18+) to use their smartphone in the past 6 months to...

RESEARCH A POLITICAL
CANDIDATE'S VIEWS



USE TWITTER



COMMENT ON A BLOG,
MESSAGE BOARD OR
NEWS STORY



VIEW CNN REGULARLY



VIEW FOX NEWS REGULARLY



TAKE A SELFIE +
POST IT ON SOCIAL MEDIA



WATCH A LIVE
SPORTING EVENT



WATCH A VIDEO
ABOUT A PRODUCT



RESPOND TO A MOBILE AD



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