

GOVERNMENT | Press Release



IDC Innovators for U.S. Political Engagement Mobile App Market Announced

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FRAMINGHAM, Mass., October 31, 2016 – International Data Corporation (IDC) today published a 2016 IDC Innovators report recognizing three vendors with mobile apps focused on political engagement in the United States.

Even with the much-talked about 2016 election, the U.S. is ranked 31st for voter turnout in national elections among 35 countries in the Organization for Economic Co-Operation and Development (OECD), according to Pew Research.

In an effort to increase civic engagement, the development of mobile apps for increasing civic engagement have emerged.

IDC named three U.S. political engagement mobile app companies as IDC Innovators for 2016: Voter, Congress in Your Pocket, and icitizen.

"Mobile civic engagement apps are pivotal tools for a wide variety of stakeholders – residents, businesses, and civil servants alike – as they inject an element of ease and timeliness, taking much of the headache and inconvenience out of social action. Looking beyond this election, they are sure to be appealing solutions for an even further disengaged populace," said [Alison Brooks](#), Ph.D., research director, [Smart Cities Strategies](#) at IDC [Government Insights](#).

Voter's app presents users with a set of yes or no questions to various issues to help them make informed voting decisions and find a candidate that best matches their political views. Congress in Your Pocket provides real-time congressional directory information, including social media links for each staff member, information sharing in a format similar to Salesforce, and legislative tracking services. icitizen offers citizens, government agencies, elected officials, and educational institutions with unbiased analytics on engagement and public sentiment to better inform policy.

IDC Innovators: Mobile Apps for U.S. Political Engagement, 2016 (IDC #US41800816) profiles three vendors in the political mobile apps market with an innovative technology or a groundbreaking new business model or both. The IDC Innovators research document examines political mobile app companies with revenue of less than \$50 million with a product, service, or business model with a specific use case.

About IDC Innovators Research

IDC Innovators reports present a set of vendors, with annual revenues of \$50 million or less, chosen by an IDC analyst within a specific market that offer an innovative new technology, a groundbreaking approach to an existing issue, and/or an interesting new business model. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies. Vendors in the process of being acquired by a larger company may be included in the report provided the acquisition is not finalized at the time of publication of the report. Vendors funded by venture capital firms may also be included in the report even if the venture capital firm has a financial stake in the vendor's company. IDC INNOVATOR and IDC INNOVATORS are trademarks of International Data Group, Inc.

For more information about IDC Innovators research, please contact Karen Moser at kmoser@idc.com.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world's leading media, data and marketing services company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](https://twitter.com/IDC).

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