



SHUTDOWN LEAVES VOTERS CRAVING CHARACTER

The government shutdown may leave party lines blurred in upcoming elections as voters seek character in candidates over party affiliation.

27%
of voters

ARE SEEKING NEW CONGRESS PEOPLE IN THE NEXT ELECTION



SPECIFICALLY, VOTERS ARE LOOKING FOR CANDIDATES WHO WILL:

THINK OF THE COUNTRY FIRST



ENGAGE IN MORE NEGOTIATIONS



NOT "ACT LIKE CHILDREN WHEN THEY DON'T GET THEIR WAY."



25%
of voters

WILL EVALUATE CHARACTER AND PUTTING THE NATION FIRST, INSTEAD OF PARTY AFFILIATION



*"I will do my homework on the candidates and vote for the one I think will move this country forward and create jobs I will try to find out if they are connected to a special interest group or some other group that has their own ideas and agendas."
(Democrat)*

*"I will definitely be looking for candidates that can be more bipartisan on important issues but who can argue for the issues that are important to the candidate's constituents during negotiations."
(Republican)*

*"The government shutdown is just a piece of the puzzle. I feel both houses of congress are malingers and are not doing the jobs they were elected to do. I will seriously consider the character of candidates and attempt to learn if they will vote with their heads and not just vote the party line."
(Independent)*

*"I will look at the candidates as closely as possible before making a decision to vote. I would really like to see changes that benefit the whole country..."
(Republican)*

*"My main priority is to vote for a person who is willing to negotiate and compromise without taking it personally. If the majority of Congress and the President shared those traits this incident would not have occurred."
(Democrat)*

One-on-one interviews conducted October 18-23
n=300 (sample split evenly among democrats, independents and republicans)
At least one person represented each state with exception to: Alaska, Delaware, DC, Montana, North Dakota, Rhode Island, Vermont and Wyoming
Mix of marital statuses, genders, and ethnicities



Quester leverages proprietary moderating technology to conduct online in-depth-interviews with hundreds or thousands of respondents at a time, with their software moderator that identifies abstract ideas in open-ended text and probes for more information on-the-fly. Analyzing conversations at mass is efficient with Quester's text-analytic engine and on-staff linguists. Innovation to insight: Quester.