

Are McCain Voters More Aggressive or Realistic than Obama Voters?

Signal Patterns Rolls out New *Election Patterns* Application for Discovering and Matching Personality Traits to Voting Preferences and Patterns

Election Patterns application reveals voters' similarities and differences in personality and voting patterns. Results to be showcased weekly leading up to November election

Pleasantville, NY, October 15, 2008 – Signal Patterns, developers of scientific-based social web applications that characterize and connect people in meaningful ways, released a new application, called *Election Patterns*, that matches personality traits to voting patterns. Other political surveys describe how voters feel about the candidates, but *Election Patterns* turns the spotlight on the voters themselves. People can take the *Election Patterns* survey, which only takes a minute or two, at [Facebook](#) and see their results immediately.

The *Election Patterns* application reveals the personality traits and voting preferences of voters, whether Republican, Democrat or Independent, and shows each voter how they compare to composite groups of other voters. For example, a user's personality traits could reveal that he or she is actually more like McCain voters and yet the user is voting for Obama or vice versa. Users can also compare their specific personality traits to see if they are similar or different in being realistic, introspective, creative, scrupulous, or astute, just to name a few traits, when compared to Obama and McCain voters, or more general, other Republicans and Democrats.

At the core of the *Election Patterns* app is the trait-based "Big Five" personality theory with an in-depth 45-score psychological assessment algorithm. The application shows how personality traits relate to political, and in particular, candidate preferences.

Past studies have touched on how personality relates to voting. For example, studies have shown that conservatives are generally more conscientious and dominant, whereas liberals are generally more open and agreeable. But *Election Patterns* takes these findings to a deeper level by identifying and showing the degree of similarities and differences with greater detail, so users can see who they are truly most like or different from, and how they compare at the personality trait level.

Previous research shows that voters tend to vote for the candidate they most relate to and who are most like themselves. The *Election Patterns* app is able to identify traits and characteristics that describe the typical Obama voter, the typical Republican, and those still Undecided. It shows users how others with similar or differing traits are voting in the upcoming election.

Over the next three weeks as the November election approaches, SP Labs, the research arm of Signal Patterns, will issue *Election Patterns* qualitative findings, such as:

- What issues are most important to Democratic voters?
- What are the personality traits of an Undecided voter?
- How do Obama and McCain Voters' personalities differ by age and gender?
- Which group of voters are more creative, level-headed and intellectual, McCain voters or Obama voters?
- How are the voters in Pennsylvania different from those in Ohio?

Users also may add a personalized *Election Patterns* badge for display on their Facebook profile page or blog, which shows if they are most like McCain voters, Obama voters, or Independents, and each group's three top personality traits.

The *Election Patterns* app will be updated daily with results and allows anyone to see where voters and users stand on the candidates, and track how the election would go if the Election Patterns voters represented the electorate. In addition, the site will share findings on voters' personalities to give people the chance to see Democrats, Independents and Republicans in an entirely new way.

About Signal Patterns

Signal Patterns develops social web applications that characterize and connect users to each other based on their interests, personality and preferences. With these scientific-based applications, consumer can discover more about themselves as well as make valuable connections to like-minded individuals, while publishers, advertisers and social networks can increase their own user engagement. Signal Patterns' patent-pending technology results from a unique combination of in-house behavioral science research and data mining expertise. Founded in 2006, Signal Patterns is based in Pleasantville, NY. For more information: <http://www.signalpatterns.com>

Contact:

Miiko Mentz, FutureWorks PR
1-408-858-7216
miiko(at)future-works(dot)com