



The *MoneyVote* Game

modeling political behavior with surveys

Voters often choose the lesser of two evils, voting against the candidate or issue they dislike *most* by casting their vote for the one they dislike *least*.

The standard survey approach to measuring a vote choice is too abstract and hypothetical. To address this problem, Evolving Strategies adapts experiments from behavioral economics to create survey “game” questions that model real-life voter decision frameworks.

Our *MoneyVote* games help make the stakes *real* by allowing respondents to *help or harm candidates or causes in a concrete way*. This allows us to more accurately measure *how* someone is likely to cast their vote and *why*.

Using *MoneyVote* games, ES delivers better and more actionable information about candidates and causes than traditional research firms. We don’t just measure *opinion*, we model *behavior*.

A *MoneyVote* Game Example

An organization has offered to donate money to *one* of the Presidential candidates for the 2012 general election on behalf of each respondent (no money will be given for a candidate’s primary race). Those candidates are Barack Obama, the Democrat, and XXXX, the Republican.

Each respondent gets to control what happens to \$100 dollars. You have a \$100 share of the total amount of money, and you can choose to:

- a) Give \$100 to either candidate.
- b) Take away \$100 from either candidate. (The organization will subtract \$100 from that candidate's total donations from other respondents.)
- c) Let your \$100 go to whichever candidate receives the most money from other respondents. (In other words, your share would go to the default winner chosen by other survey respondents.)
 - Give My \$100 to Democrat Barack Obama
 - Give My \$100 to Republican XXXX
 - Take Away \$100 from Democrat Barack Obama
 - Take Away \$100 from Republican XXXX
 - Let My \$100 Go to the Winner Chosen by Other Respondents