

# WOULD YOU RATHER...?

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## **BOARD GAME QUESTIONS OFFER CLUE TO AMERICAN PSYCHE**

**New survey from Zobmondo!! “Would You Rather...?” game reveals where Americans stand on timely issues: oil and politics**

(Los Angeles, California) –The whole point of the popular Zobmondo!! “Would You Rather...?” board game is to spur lively conversation as you predict how fellow players would answer questions with impossible choices. Recently, the game’s creators pulled two timely questions from the game and asked Americans:

### **Question #1**

**Would you rather...in the year 2050, have 10 million more oil wells in the country and the associated environmental problems, but still have oil, -or- have no oil wells and have run out altogether?**

**Survey results: Americans say “DRILL!”**

Skyrocketing gas prices and the resulting effect on everything from food to travel expenses are making Americans put the need for oil ahead of environmental concerns.

**Get Well(s) Soon and Fast.** A majority (57 percent) of Americans would rather have 10 million more oil wells and the environmental problems that go along with it than have no oil wells and have run out of this precious commodity altogether.

“Who would think that a board game designed to get America talking would provide such timely fodder for a national conversation?” said Randy Horn, who created the Zobmondo!! “Would You Rather...?” games in college on a lark. “I think this really shows the intellectual side of our crazy party game.”

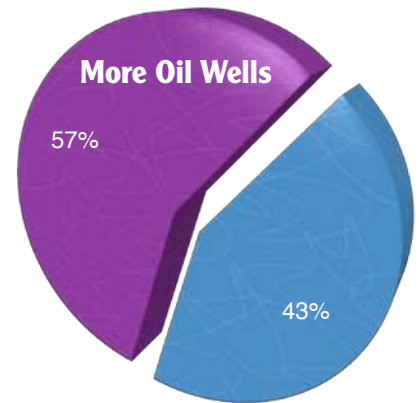
**The Fuel Of Life.** Thirty percent of those who would put up with the associated environmental problems of 10 million more wells chose that option because they feel oil is necessary for survival.

Survey participants said: “Barring some environmental breakthroughs, we will need energy to keep going.”

“Oil is in just about everything we use so I don’t see how we could survive if we ran out.”

“I love polar bears but I can live without them, I cannot live without heat.”

**Fueling Freedom.** Producing oil in our homeland is key for some who would opt for 10 million more oil wells in the United States. Ten percent of this group don’t want to depend on other countries for oil.



### **TOP REASONS**

for choosing more oil wells

- 1) Oil is needed for survival 30%
- 2) Prefer US oil, not foreign 10%
- 3) There will be a solution to the environmental problems by then 10%
- 4) We'll find other techniques and alternative fuels by then 6%
- 5) Cheaper gas 5%
- 6) There are no environmental problems 4%
- 7) The oil is there, use it >1%

Sample size: 1,000 nationally representative Americans, age 18+

(more)

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Survey participants said: “Our country and economy runs on oil, and I would much prefer drilling our own rather than depending on other countries who hate us and our way of life.”

**He Said. She Said.** Men and women had practically identical outlooks with 57 percent of men and 58 percent of women reporting they’d rather have 10 million more oil wells.

**Going Green.** On the other hand, some respondents have faith that the country will reap the benefits of current eco-friendly initiatives. About 10 percent of those who would rather have 10 million more oil wells feel there will be a solution to the environmental problems by 2050.

Survey participants said: “We have environmental activists to fix these kinds of problems.”

“I don’t believe that (oil drilling) will be a reason for environmental problems.”

“The USA is the most eco-friendly country there is. It can be done in a safe, clean way.”

**Our Youth are Willing to Run on Empty.** It appears that more young Americans care about saving the environment. Three in five (63 percent) of 18-24 year olds would rather have no oil wells and run out altogether, vs. 40 percent of their elders.

**New Ways Of Life.** Six percent of those who would prefer 10 million more oil wells are banking on future solutions that will help our environmental problems.

Survey participants said: “Hopefully, by 2050, alternative fuels will be in full swing and able to run everything from cars to cement mixers. At all costs, the environment has to survive and heal itself for the benefit of the next generation of children!”

“I have found that necessity is the mother of invention. When things run out, or grow rare or limited, someone comes up with something new to replace it. If oil is running out, someone will have a breakthrough that will allow us to do things without oil.”

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# WOULD YOU RATHER...?

## Question #2

**Would you rather...vote for an honest but stupid politician, or a liar with tremendous savvy?**

**The Moment of Truth.** Politicians today seem to be at the center of our country's biggest scandals and Americans have had enough, sharing that all they really want is an honest leader.

**To Tell The Truth.** When it comes to political figures, morals are more important than the mind. More than 84 percent of Americans would vote for an honest but stupid politician over a liar with tremendous savvy.

**Honestly Speaking.** Of those who prefer to vote for an honest but stupid politician, nearly half (45 percent) would do so because they believe honesty is the best policy.

Survey participants said: "Honesty is a rare virtue. Stupid is relative. I would prefer honesty over extreme intelligence if that intelligence is not used wisely."

"At least he would not be intentionally cheating me."

**Dream Team.** Many Americans feel that as long as their leaders are in good company, they'll be all right. More than 12 percent of those who would vote "honest" say that a stupid politician can easily do well when surrounded by competent advisors.

Survey participants said: "A stupid politician can still be supported by more savvy, intelligent workers under him/her."

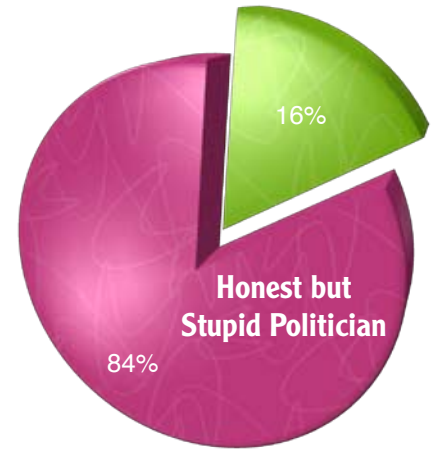
"Stupid can be educated. They also can have many - hopefully honest and helpful - people around to advise them."

**Got Savvy?** There was an age gap among the respondents: a significant amount of young Americans don't agree that honesty is a top priority in politics. One in five, or 20 percent, of 18-34 year olds would rather vote for a liar with tremendous savvy, compared to 14 percent of those 35 and older.

**No Battle Between the Sexes.** As in the first question, men and women had virtually identical responses - 84 percent to 85 percent. While a gender gap exists during most national elections, it appears that the sexes share the same opinion about a candidate's virtue.

"You'll **never** be at a loss for something to talk about with a stock of "Would You Rather...?" questions up your sleeve," said Randy Horn, game creator and president of Zobmondo!! Entertainment. "People really enjoy the chance to push the limits of their conversations."

Zobmondo games create social events people remember. "Would You Rather...?" Classic is available at Target, Barnes & Noble and Toys R Us. All Zobmondo!! games can be found online at [www.target.com](http://www.target.com) or [www.zobmondo.com](http://www.zobmondo.com) Retail price is \$24.95.



### TOP REASONS for choosing an honest but stupid politician

- 1) Honesty is best policy 45%
- 2) Advisors will help 12%
- 3) Trust is important 9%
- 4) President is able to gain knowledge on job 6%
- 5) President will try to do the right thing and keep America informed 6%

Sample size: 1,000 nationally representative Americans, age 18+

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The Zobmondo!! "Would You Rather..." survey was conducted by Kelton Research between June 9-20, 2008 using an e-mail invitation and an online survey. Quotes are set to ensure reliable and accurate representation of the total U.S. population ages 18 and older. Results of any sample are subject to sampling variation. Sample size: 1,000 nationally representative Americans, age 18+. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. \* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

**Please contact Brenda Sullivan at [brendasullivan@mac.com](mailto:brendasullivan@mac.com) or (858) 391-3029 with additional questions or to interview game creator Randy Horn.**

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