

**Terms and Concepts for**  
*Can Election Futures Markets Be More Accurate Than Polls?*

**Voluntary Exchange**

Trading goods and services with other people because both parties expect to benefit from the trade.

**Incentive**

Any reward or benefit, such as money, advantage or good feeling, that motivates people to do something.

**Markets**

Places, institutions or technological arrangements where or by means of which goods or services are exchanged. Also, the set of all sale and purchase transactions that affect the price of some good or service.

**Demand**

The quantity of a good or service that buyers are willing and able to buy at all possible prices during a period of time.

**Supply**

The amount of a good or service that producers are willing and able to offer for sale at each possible price during a given period of time.