



*Trusted Perspective  
Innovative Data  
Superior Results*

**TO:** MISSOURI RISING  
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**SUBJECT:** MISSOURI SENATE BALLOT  
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## Summary

The following is a summary of predictive modeling conducted among the 4,101,062 registered voters in Missouri.

Our models are enhanced with all available data on registered voters in Missouri. Consumer data was available for 2,899,939 of these voters. Vote history and demographic information were used to score the 1,201,123 Republicans without consumer data.

WPAi developed a single model to predict general election U.S. Senate ballot support for Missouri's Republican Attorney General Josh Hawley.

After the models are generated, each voter is assigned a probability score which is used to create the targetable universes. These scores are derived using machine learning techniques including support vector machines, linear and quadratic discriminant analysis, random forests, and stochastic gradient boosting machines.

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### Josh Hawley Ballot Model

The following universes were derived from ballot scores based on the survey's ballot question, which tested Josh Hawley and Claire McCaskill.

Likely Hawley	Lean Hawley	Lean McCaskill	Likely McCaskill	Turnout Targets
398,087	609,694	589,849	311,750	71,822

- **Likely Hawley** – Registered voters likely to turnout in the general election and likely to vote for Hawley. This universe makes up 21% of the likely ballot universe. These voters have Ballot scores  $\geq 0.7$ .
- **Lean Hawley**– Registered voters likely to turnout in the general election and leaning towards voting for Hawley. This universe makes up 32% of the likely ballot universe. These voters' Ballot scores are at least 0.52 and less than 0.7.
- **Lean McCaskill** – Registered voters likely to turnout in the general election and leaning towards voting for McCaskill. This universe makes up 31% of the likely ballot universe. These voters have Ballot scores of at least 0.3 but less than 0.52.
- **Likely McCaskill** – Registered voters likely to turnout in the general election and not likely to vote for McCaskill. These voters have Ballot scores of less than .3. They represent the equivalent of 16% of the Likely Turnout universe.
- **Turnout Targets** – Registered voters slightly less likely to turnout in the general election without activation but likely to support Hawley if they vote. These voters have Ballot scores  $\geq 0.7$ . They represent the equivalent of 4% of the likely ballot universe.

### Scatter Plot Visualization

The scatter plot below illustrates the overlap between registered voters' Ballot scores and their likelihood to turnout in the upcoming general election in Missouri.

