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TO: INTERESTED PARTIES
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SUBJECT: SCOTT BAUGH LEADING IN CA 47
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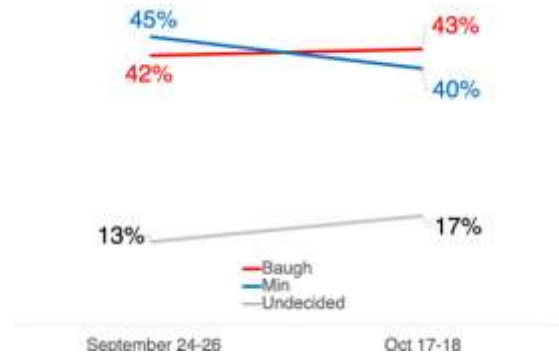
Scott Baugh Leads Dave Min in CA 47

Republican Scott Baugh is now leading Democrat Dave Min in California’s 47th Congressional District.

Baugh has improved his ballot since our late September survey while Dave Min has fallen five-points. Furthermore, it is important to note Baugh’s ballot growth, and Min’s drop, have occurred while Baugh was being massively outspent (by over \$7 million) by the coordinated Democrat effort. Going forward, Baugh and his allies expect to be close to parity, putting Min in a very difficult position.

Key Findings

- Overall, Baugh holds a three-point lead over Min: **43%-40%**
- Since late September, Baugh has improved with Independents (+7%) and Democrats (+6%).
- Among Independents, etc., Baugh leads Min **41%-37%**.
- Baugh leads, or is statistically tied, with all education levels (very important in an Orange County CD):
 - Some college: **50%-34%**
 - College grad: **43%-44%**
 - Post grad: **43%-43%**
- **Baugh** leads by ten among white voters (**47-37%**) and **14** among **Hispanics (45%-31%)**
- Baugh leads with men (**45%-38%**) and trails by just two among women (**41%-43%**)
- With the 68% of likely voters who have heard enough about both candidates to form an opinion, Baugh leads **45% to 43%**.



In addition to recent polling, new WPAi predictive modeling shows similar growth for Baugh:

- **Baugh** improved by two percent from September to October, **gaining 8,338 voters.**
- **Min** dropped by five percent over the same period, **losing 20,111 voters**

	Baseline	Percent	September to October Change	September to October Percent Change
Baugh	172,493	45%	8,338	2%
Min	159,490	42%	-20,111	-5%
Undecided	47,613	13%	10,809	3%

Poll Methodology

WPA Intelligence conducted a survey of n=401 likely voters in California's 47th Congressional District, fielding from October 17-18, 2024. Seventy-five percent of respondents were contacted by phone via live caller and 25% were contacted via landline from October 17-18, 2024. The study has a sample size of n=401 likely voters with a margin of error of $\pm 4.9\%$ in 95 out of 100 cases.

WPAi selected a stratified sample of general election voters from the California voter file using a combination of Registration Based sampling (RBS) and Proportional Probability Proportional to Size (PPS) sampling. The sample for this survey was stratified based on geography, age, gender, ethnicity, and partisanship. This methodology allows us to avoid post-survey "weighting" which can reduce the reliability of survey results.

Analytics Methodology

Our analytics were built on 1,348 observations collected from registered voters, dynamically optimized across live caller, SMS-to-web, and IVR, to ensure a cost-effective and representative sample of the district.

We then verified respondents, using demographic questions, to ensure the responses match the individuals in our records, allowing us to guarantee quality and match them to our over 1000 pieces of information on each individual. This data encompasses voter file data; consumer purchase records; census data; our own proprietary data sources; hard identification data; localized economic, health, and social data; our in-house demographic models; and a wide variety of government and social science data sets.

We then built predictive models using our in-house modeling software, applying variable-selection algorithms and using an ensemble of machine learning models across a variety of methodologies. We then examine, weight, and adjust the data using a combination of quantitative knowledge and political judgment.

About WPA Intelligence

WPA Intelligence is a leading provider of survey research, predictive analytics and application-based data management technology. WPAi clients win at a rate that exceeds the industry standard by double-digits.

WPAi has been the data team behind the RNC voter scores program, the polling/data team for the 2016 Cruz for President effort, the providers of data strategy for the Las Vegas Raiders relocation and, most recently, the team behind the analytics and polling for Glenn Youngkin's 2021 Virginia Gubernatorial campaign.

WPAi has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) and Campaigns & Elections Magazine have awarded WPAi with 44 industry awards since 2019 alone. Among our Pollies are eight Best Use of Analytics and a Best in Show Pollie. In 2022, CEO Chris Wilson and Principal Amanda Iovino were awarded Pollster of the Year for our polling and analytics work on the Youngkin for Governor Campaign.

We have also been honored with Pollie and Reed Awards for the Best Use of Data Analytics/Machine Learning, Innovation In Survey Research, Best Use of Social Science, Best Fundraising Technology, Best Use of Peer-To-Peer Texting, Best Use of Targeting for Mail, Best Use of New Digital Technology, Best Fundraising Technology, Best Use of Data Analytics/Machine Learning in Field, Best New Research Technique, Best Application of AI Technology to Optimize Targeting, and Best Data Analytics Solution.

The cornerstone of WPAi is our personnel. Our methodological approaches are dictated by advanced statistical guidelines as determined by our PhD-led team of researchers and data scientists. Our team has consistently been recognized as some of the best in the industry: CEO Chris Wilson was named Campaigns & Elections' Technology Leader of the Year. Amanda Iovino, Principal, Matt Knee, Chief Data Officer, Trevor K. Smith, Ph.D., Chief Research Officer, and Conor Maguire, Principal and Managing Director, each have been recognized amongst the American Association of Political Consultants (AAPC)'s prestigious 40 Under 40 list.