

Trusted Perspective Innovative Data Superior Results

TO: INTERESTED PARTIES

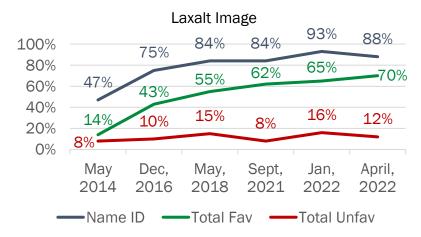
FROM: CHRIS WILSON AND TREVOR K. SMITH, PH.D.

**SUBJECT:** NEVADA SENATE REPUBLICAN PRIMARY ELECTION

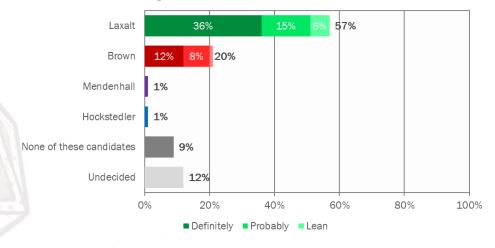
**DATE:** APRIL 28, 2022

Adam Laxalt continues to have a significant lead over Sam Brown in the Nevada Senate Republican primary race.

Laxalt's favorables have been steadily increasing and are currently at the highest they have ever been among Republican primary voters.



Laxalt has a 37-point edge over Brown.



20003

## Methodology

WPA Intelligence conducted a study of Republican primary voters in Nevada.

WPAi selected a random sample of registered voters from the Nevada voter file using Probability Proportionate to Size sampling (PPS) using a recently built turnout model. The sample for this survey was stratified based on geography, age, gender, and partisanship. This methodology allows us to avoid post-survey "weighting" which can reduce the reliability of survey results.

Respondents were contacted by phone via a live telephone operator interview April 24-26, 2022. The study has a sample size of n=503 Republican voters with a margin of error of  $\pm 4.4\%$  in 95 out of 100 cases.

## **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) has awarded WPAi with six *Pollies*, and we have been recognized by Campaigns & Elections' *Reed Awards* for the *Best Use of Data Analytics/Machine Learning*, *Best New Research Technique*, and *Best Application of Al Technology to Optimize Targeting*.

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; Matt Knee, Vice President and Director of Analytics, 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.

