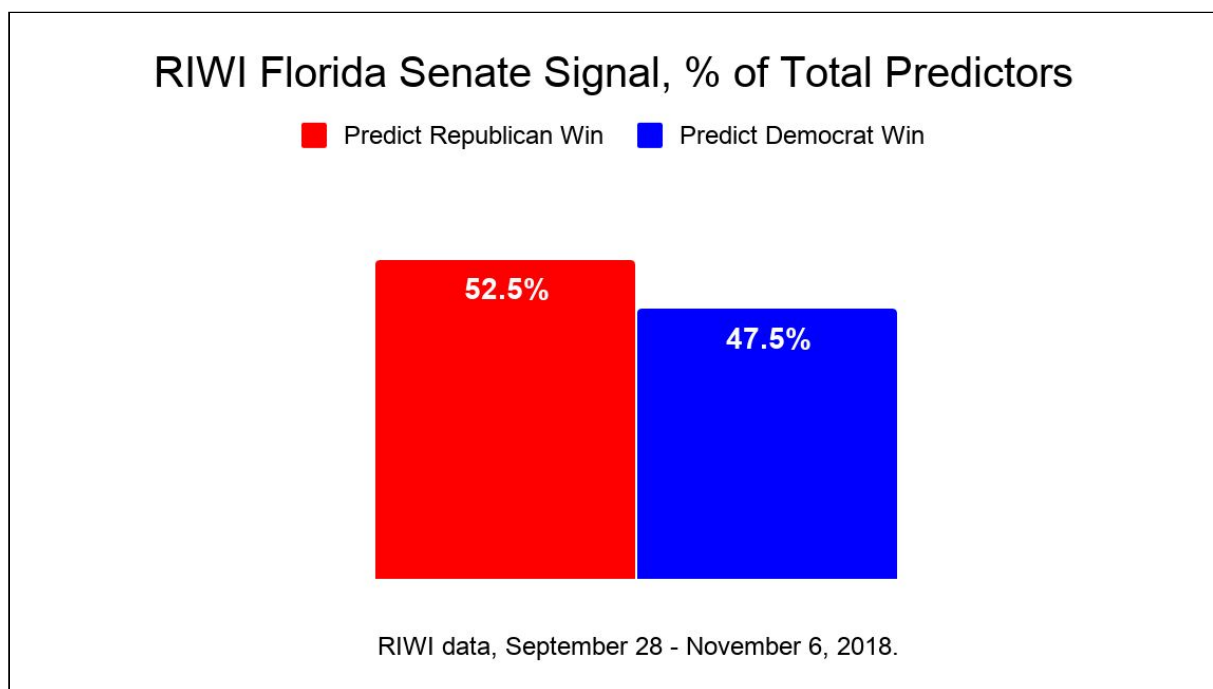**Insight of the Week: November 19 2018, RIWI Senate Election Predictions**

A private sector client hired RIWI to predict eight of the most contentious Senate races in the November 2018 US midterm elections. (Due to the terms of this engagement, and due to the Florida recount, RIWI could not release these data publicly prior to November 19th.) RIWI data successfully predicted six of eight Senate outcomes in advance (including the tight races in Florida and Montana), with the other two being too close to call.
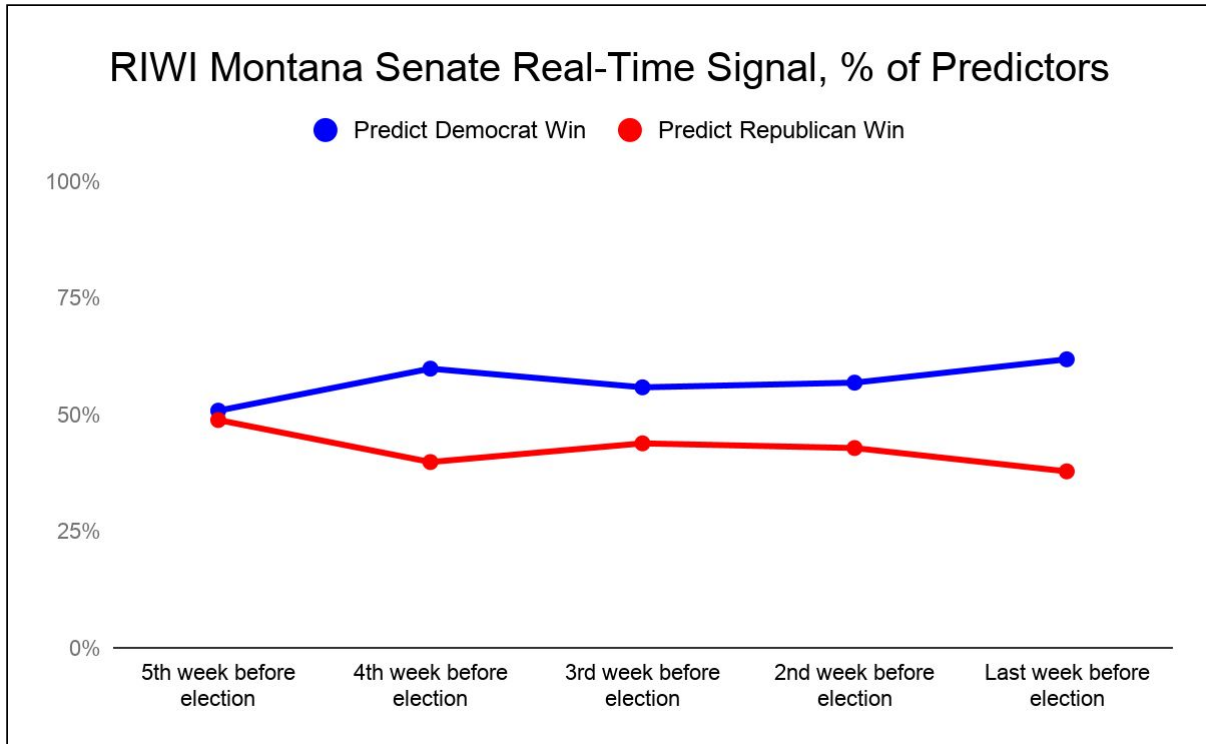
We highlight two of these successful calls here, and the data that RIWI collected from September 28 — November 6, 2018. RIWI's continuous tracking allowed for a more comprehensive and accurate picture of these races than conventional pollsters and polling aggregators. Since respondents do not always truthfully report for whom they will vote, we ask them which party they think will win. (See examples of public RIWI predictions online at: https://riwi.com/predictive-work/).

Florida: One week before the midterm elections, based on the RIWI signal from the previous 6 weeks, RIWI predicted a Republican victory in the Senate race.

Republican Rick Scott ultimately defeated Democrat Bill Nelson by a narrow margin of 12,000+ votes. Conventional polls called this race likely Democrat. RIWI's real-time, continuous signal showed, by contrast, that the Senate seat was in very tight contention for the entire period, and yet the majority of Florida RIWI predictors anticipated a Republican win. Because the race was so tight, a call based on point-in-time data would be equally likely to get the prediction right as wrong. RIWI's continuous tracking — of the predicted vote outcome, not individual voter preference — allowed for a comprehensive and accurate picture of the race and the expected outcome.

Montana: One week before the election, RIWI predicted Democrat Jon Tester's win in the state's Senate race.

RIWI's real-time, uninterrupted signal showed a continuous and strong signal in favor of a Senate win for the Democratic Party in Montana.

RIWI's Approach to Predictive Work

RIWI accurately predicted President Trump's 2016 election win and many other recent elections and referenda for private clients. RIWI signals differ from conventional approaches in several key ways, including:

1. RIWI predictors come from a broad and truly random set of the population, and go far beyond those who typically answer surveys. About a third of RIWI US predictors have never answered a survey of any kind.

2. Since respondents do not always truthfully report for whom they will vote, we ask them which party they think will win. This approach predicted President Trump's 2016 election win, in addition to these midterm Senate races.

3. RIWI predictors remain anonymous and RIWI does not collect any personally identifiable data, allowing predictors to provide their views freely and securely, reducing social desirability bias.

4. RIWI respondents are not incentivized in any way or drawn from a panel.

For the complete description of RIWI's predictions for these contentious Senate races, please contact Lucas Ria at lucas@riwi.com, or 1-416-205-9984 Ext. 6. For all media inquiries, please contact Danielle Goldfarb, Global Head of Research, at: daniellegoldfarb@riwi.com, or 1-416-205-9984 Ext. 4.