

SPRING 2024 UPDATE

# L2 NATIONAL MODELS & PREDICTIVE ANALYTICS

2024 Voter Models

L2 works with partners across the political spectrum to source the highest quality national models. Turnout, swing voters, hot button issues and more are available through these three distinct model sets that can be quickly and easily added to your DataMapping account, existing database or pushed to DSP or digital partner via LiveRamp, Semcasting and others.

## HaystaqDNA Issue/Behavioral Models

### Behavior

- Activism
- Ballot Drop Off
- Candidate Mail Readership
- Charity Giving Type
- Church Attendance
- Mail Readership
- Political Donations
- Religion
- Responsiveness to Calls
- Responsiveness to Emails
- Responsiveness to Texts
- Ticket Splitting
- Ticket Splitting - DEM
- Ticket Splitting - GOP

### Candidates & Officials

- Candidate Age Limit
- Candidate Age Limit - DEM
- Alexandria Ocasio-Cortez (AOC) Approval
- Alexandria Ocasio-Cortez Approval (AOC) - DEM
- Bernie Sanders Approval
- Bernie Sanders Approval - DEM
- Biden Approval
- Biden Approval - DEM
- Biden Candidacy Excitement
- Biden Candidacy Excitement - DEM
- Buttigieg Approval
- Buttigieg Approval - DEM
- DeSantis Approval
- DeSantis Approval - GOP
- Female Candidates Preference
- Hakeem Jeffries Approval
- Hakeem Jeffries Approval - DEM

- Kevin McCarthy Approval
- Kevin McCarthy Approval - GOP
- Nikki Haley Approval
- Nikki Haley Approval - GOP
- Candidates Left of Biden
- Candidates Left of Biden - DEM
- Minority Candidates Preference
- Pence Approval
- Pence Approval - GOP
- RFK Jr Approval
- RFK Jr Approval - DEM
- RFK Jr Approval - GOP
- Trump Approval
- Trump Approval - GOP
- Trump vs. Desantis
- Trump vs. Desantis - GOP
- VP Harris Approval
- VP Harris Approval - DEM
- Newsom Approval
- Newsom Approval - DEM

### Consumer Focus

- Consumer Values - Price vs. Environment
- Electric Vehicle Buyer
- Movie Theater Goer
- Rideshare Use
- Right To Repair
- TV Viewer

### COVID

- Future Vaccine
- General Pro-Vax
- Lab Leak Belief
- Telemedicine

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# L2 NATIONAL MODELS & PREDICTIVE ANALYTICS

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## Economy

- Affordable Housing
- Amazon Worker Treatment
- Unions
- Capitalism
- Cryptocurrency
- Economic Anxiety
- Gig Worker Benefits
- Likely Gig Worker
- Home Buying
- Home Buying Plans
- Income Inequality
- Inflation Fault
- Infrastructure Funding
- Job Seeker
- Jobs Guarantee
- \$15 Minimum Wage
- Perceptions of Wealth Acquired
- Social Security Tax Increase
- Student Debt
- Tax Cuts
- Tobacco Tax
- Universal Basic Income

## Education

- Charter School
- Common Core
- Community College Free
- School Choice
- School Spending
- Teachers Unions

## Environment

- Climate Change
- Gas Tax
- Green New Deal
- Pipeline and Fracking

## Healthcare

- Abortion
- Affordable Care Act - Obamacare
- Family Medical Leave
- Medicaid Expansion
- Medicare for All
- Opioid Crisis Response

## Ideology/Partisanship

- Democratic Partisanship - Progressive vs. Moderate
- Ideology - Fiscal
- Ideology - General
- Ideology - Social
- Partisanship - Democratic Primary Election Choice
- Partisanship - Moderate Third Party
- Partisanship - Overall
- Partisanship - Republican Primary Election Choice
- Republican Partisanship - Establishment vs. Firebrand
- Tribalism - Refugees Policy

## Media

- Social Media - Truth vs. Speech
- Social Media User
- TV News Source

## Military/International/Borders

- Biden Foreign Policy
- Biden Foreign Policy - DEM
- China Foreign Policy
- Defense Spending

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# L2 NATIONAL MODELS & PREDICTIVE ANALYTICS

2024 Voter Models

## Military/International/Borders (cont.)

- Immigrations And Customs Enforcement - ICE
- Israel Military Actions In Gaza
- Israel Military Actions In Gaza - DEM
- Israel Military Actions In Gaza - GOP
- Mexican Border Wall
- Military Family Relationship
- Ukraine
- Immigration

## Political Activism & Strife

- Artificial Intelligence
- Black Lives Matter
- Congressional Stock Trading
- Critical Race Theory Books
- Drug Price Limits
- Gender Reassignment for Minors
- January 6th
- QAnon
- Right-Wing Militias
- Role of Race in College Admissions
- Same-Sex Marriage
- Trust in Science
- Violent Crime

## Role of Government

- Autonomous Vehicles
- Casinos
- Civil Liberties
- Death Penalty
- Government Disclosures about UFOs
- Gun Control
- Marijuana Legalization
- Online Gambling

- Public Financing of Stadiums
- Public Transit Funding
- Vaping Regulation

## Trump Specific

- Trump vs. Biden
- Voter Fraud
- Trump Indictment

## Turnout

- Likely Absentee/By Mail Voter
- Likely Early Voter
- Likely Presidential and Likely Absentee/By Mail Voter
- Likely Presidential and Likely Early Voter
- Likely Presidential and Unlikely Absentee/By Mail Voter
- Likely Presidential and Unlikely Early Voter
- Likely Presidential Voter
- Unlikely Presidential Voter

## Voting & Courts

- Early Vote Support
- Felon Voting
- Ranked Choice Voting
- Redistricting Led By
- Supreme Court as Voting Issue
- Supreme Court as Voting Issue - DEM
- Supreme Court as Voting Issue - GOP
- Universal Voting
- Voting Fraud